

## LAMPIRAN

### Lampiran 1

#### Kuisisioner Penelitian

Kuesioner Pengaruh Analisis Customer Experience Terhadap Minat Beli Ulang

#### I. Identitas Responden

- Nama :
- Usia :
- Jenis Kelamin :  Pria  Wanita
- Pekerjaan :
- Frekuensi berkunjung per bulan :  2-3 kali  4-6 kali  
 7-10 kali

#### II. petunjuk Pengisian

Peneliti menginginkan pendapat dari anda mengenai Pengaruh *Customer Experience* terhadap Minat Beli Ulang Pelanggan XO Suki Sun Plaza Medan. Anda diminta untuk memilih salah satu dari beberapa alternatif pernyataan yang tersedia dengan cara memberikan tanda centang (√).

Adapun jawaban yang tersedia yaitu :

No.	Pernyataan	Skor
1	Sangat Setuju (SS)	5
2	Setuju(S)	4
3	Ragu-Ragu(RR)	3
4	Tidak Setuju(TS)	2
5	Sangat Tidak Setuju(STS)	1

### 1. Sense (X<sub>1</sub>)

No.	Pernyataan	SS	S	RR	TS	STS
1.	Menurut saya <i>design</i> ruangan XO Suki SunPlaza nyaman.					
2.	Menurut saya menampilkan etalase bahan makanan dibagian depan restoran merupakan konsep yang sangat menarik.					
3.	Menurut saya makanan di XO Suki SunPlaza memiliki rasa yang lezat					
4.	Menurut saya aroma suki di XO Suki SunPlaza sangat nikmat.					

### 2. Feel (X<sub>2</sub>)

No.	Pernyataan	SS	S	RR	TS	STS
1.	Saya merasa senang pada saat mengkonsumsi makanan di XO Suki Sunplaza.					
2.	Saya merasa senang dapat memasak makanan saya sendiri di XO Suki SunPlaza					
3.	Pelayanan yang diberikan oleh <i>waiter</i> di XO Suki membuat saya merasa puas.					
4.	Saya merasa puas dengan memilih bahan makanan sendiri.					

### 3.Think (X<sub>3</sub>)

No.	Pernyataan	SS	S	RR	TS	STS
1.	Harga makanan yang ditawarkan di XO Suki SunPlaza sesuai dengan kualitas makanan yang saya dapatkan.					
2.	Menurut saya lokasi XO Suki SunPlaza mudah dijangkau oleh pelanggan.					
3.	Popularitas dan reputasi XO Suki turut mempengaruhi saya datang ke XO Suki SunPlaza.					
4.	Saya tertarik untuk mencoba beragam jenis rasa suki yang ditawarkan oleh XO Suki SunPlaza.					
5.	Saya tertarik untuk mencoba beragam jenis bahan makanan yang ditawarkan oleh XO Suki SunPlaza.					

### 4. Act (X<sub>4</sub>)

No.	Pernyataan	SS	S	RR	TS	STS
1.	Menurut saya konsep <i>self service</i> (layanan diri sendiri) di XO Suki SunPlaza memberikan kebebasan berkreasi untuk membuat hidangan makanan yang sesuai dengan selera pelanggan.					
2.	Saya datang ke XO Suki SunPlaza untuk menikmati suasana bersama keluarga, teman, dll.					
3.	Memiliki kartu member XO Suki menjadi bagian dari gaya hidup saya.					
4.	Aktivitas melakukan pembelian di XO Suki SunPlaza menjadi bagian gaya hidup saya.					

### 5. *Relate (X<sub>5</sub>)*

No.	Pernyataan	SS	S	RR	TS	STS
1.	Saat mengkonsumsi makanan di XO Suki SunPlaza saya merasa jadi bagian dari kaum metropolis.					
2.	Saya bangga mengkonsumsi makanan di XO Suki SunPlaza					
3.	Mengkonsumsi makanan di XO Suki SunPlaza mencerminkan gaya hidup modern					
4.	Mengkonsumsi makanan di XO Suki SunPlaza mencerminkan pergaulan kelas atas.					

### 6. *Minat Beli Ulang (Y)*

No.	Pernyataan	SS	S	RR	TS	STS
1.	Saya akan mendorong teman saya untuk melakukan pembelian di XO Suki Sun Plaza					
2.	Saya akan merekomendasikan XO Suki SunPlaza kepada teman saya.					
3.	Saya ingin kembali melakukan pembelian di XO Suki SunPlaza					
4.	Jika saya ingin makan suki saya akan memilih XO Suki SunPlaza					

Lampiran 2

**DATA (BUTIR) KUESIONER  
UJI VALIDITAS DAN RELIABILITAS**

<b>No. Responden</b>	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	P23	P24	P25
<b>R1</b>	4	3	4	5	5	4	4	5	5	5	4	3	5	5	4	3	3	5	5	4	5	5	4	5	4
<b>R2</b>	5	5	5	4	4	4	5	5	5	5	4	5	5	5	4	5	4	4	3	3	1	4	5	3	5
<b>R3</b>	3	3	3	3	4	4	3	3	5	5	2	3	3	4	5	5	3	2	2	1	1	3	3	4	5
<b>R4</b>	5	5	5	5	4	3	3	5	4	5	5	3	3	5	5	5	5	1	1	1	1	3	4	4	4
<b>R5</b>	4	5	4	4	4	5	3	4	3	4	4	4	4	4	5	5	4	4	3	4	3	4	4	4	3
<b>R6</b>	4	4	4	5	5	3	4	4	3	4	4	4	4	4	4	2	3	1	3	2	1	3	5	5	5
<b>R7</b>	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	2	2	2	5	3	2	3	3	3	3
<b>R8</b>	4	4	3	4	4	3	4	4	3	4	4	3	3	4	4	3	3	2	2	4	3	3	4	3	3
<b>R9</b>	5	5	5	5	5	4	4	4	4	5	4	4	4	5	5	5	5	4	4	4	3	3	4	4	4
<b>R10</b>	4	4	4	4	3	2	4	4	2	4	4	4	4	4	4	2	2	2	2	2	2	3	3	4	3
<b>R11</b>	4	4	4	4	3	4	3	5	4	5	4	4	4	4	4	3	2	2	2	2	2	3	4	4	4
<b>R12</b>	2	3	2	2	3	4	3	3	4	4	4	3	3	3	3	2	2	1	1	1	1	1	3	3	3
<b>R13</b>	5	4	3	5	4	3	4	5	5	5	3	5	5	5	4	3	3	2	3	1	2	3	4	5	4
<b>R14</b>	3	2	3	3	2	3	3	2	1	2	3	4	3	4	2	1	3	2	2	2	2	2	2	1	2
<b>R15</b>	4	4	4	4	5	5	4	5	4	4	4	4	5	5	4	4	4	5	5	5	4	4	4	4	5

<b>R16</b>	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
<b>R17</b>	5	5	4	4	5	4	4	4	4	5	5	4	4	4	4	4	4	5	5	4	4	4	4	4	4
<b>R18</b>	4	5	4	4	4	4	4	5	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4
<b>R19</b>	5	5	4	4	5	5	4	5	4	4	4	4	5	5	5	4	4	4	4	4	4	4	4	4	4
<b>R20</b>	5	5	5	5	4	4	4	4	5	5	4	5	4	4	3	3	4	2	3	4	5	2	3	4	5
<b>R21</b>	5	5	5	5	5	5	4	4	4	5	4	5	4	4	4	5	5	5	4	4	4	5	5	5	5
<b>R22</b>	3	2	4	3	4	4	4	4	3	2	2	3	3	4	4	1	1	1	1	1	1	2	2	3	2
<b>R23</b>	4	4	4	4	5	5	4	5	4	5	4	5	4	5	4	5	4	5	5	5	4	4	4	4	5
<b>R24</b>	4	4	4	4	5	3	4	5	4	5	4	4	4	3	4	5	4	4	3	4	4	3	4	4	4
<b>R25</b>	4	5	3	2	3	4	5	4	2	1	3	3	4	4	5	2	1	5	4	4	5	3	4	5	5
<b>R26</b>	4	4	3	4	4	3	4	4	3	4	4	3	3	5	4	3	3	2	2	4	3	3	4	3	3
<b>R27</b>	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4
<b>R28</b>	4	5	5	5	4	4	4	5	3	4	4	4	4	4	4	3	5	5	4	4	5	4	4	5	4
<b>R29</b>	5	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
<b>R30</b>	4	4	4	4	3	5	4	5	3	4	4	3	4	5	4	3	1	1	2	3	3	5	5	5	5

### Lampiran 3

### ANALISIS REGRESI LINEAR BERGANDA

No. Responden	P1	P2	P3	P4	TOTAL X1	P5	P6	P7	P8	TOTAL X2	P9	P10	P11	P12	P13	TOTAL X3
R1	5	5	4	5	19	4	5	5	5	19	4	5	5	4	5	23
R2	5	5	4	3	17	5	5	4	5	19	2	4	4	2	3	15
R3	5	4	5	5	19	4	4	5	5	18	4	4	4	4	5	21
R4	4	4	4	4	16	3	3	4	4	14	2	4	4	2	4	16
R5	3	4	2	1	10	2	4	3	4	13	2	1	4	3	3	13
R6	4	5	3	4	16	3	4	4	4	15	4	4	4	4	5	21
R7	3	4	5	4	16	4	4	4	4	16	4	4	4	4	5	21
R8	4	4	4	4	16	4	4	4	4	16	4	4	4	4	3	19
R9	4	4	4	4	16	4	4	4	4	16	4	4	4	4	4	20
R10	4	4	4	4	16	2	4	4	4	14	4	4	4	4	3	19
R11	4	4	2	4	14	2	4	4	4	14	4	4	4	2	2	16
R12	4	4	4	4	16	2	4	4	4	14	2	4	4	3	3	16
R13	4	4	4	4	16	4	4	4	4	16	3	4	2	3	3	15
R14	4	4	4	4	16	4	4	4	4	16	4	4	4	4	4	20
R15	4	4	4	4	16	4	4	4	4	16	4	4	4	4	4	20
R16	4	4	4	4	16	4	4	3	4	15	4	4	4	4	4	20
R17	4	4	4	4	16	4	4	4	4	16	4	4	2	4	4	18
R18	4	4	4	4	16	4	4	4	4	16	4	4	4	4	4	20
R19	4	4	4	4	16	4	4	4	4	16	4	4	4	4	4	20
R20	4	4	4	4	16	4	4	4	4	16	4	4	2	4	3	17
R21	4	4	4	4	16	3	4	4	4	15	4	4	2	3	3	16
R22	4	4	4	4	16	4	4	4	4	16	4	4	3	4	4	19
R23	4	4	4	4	16	4	4	4	4	16	4	4	4	4	4	20
R24	4	4	4	4	16	4	4	3	4	15	4	4	4	4	4	20
R25	4	5	4	4	17	4	2	5	4	15	4	5	5	4	4	22
R26	4	5	5	4	18	4	5	5	4	18	3	4	4	4	5	20
R27	4	5	4	4	17	3	4	4	3	14	2	3	4	3	3	15
R28	4	5	4	4	17	5	5	5	4	19	4	5	5	4	4	22
R29	5	5	5	5	20	4	3	5	4	16	3	4	2	4	4	17
R30	2	4	5	4	15	4	5	3	4	16	1	4	4	4	3	16
R31	4	4	5	4	17	5	5	4	5	19	4	4	4	4	5	21
R32	4	4	4	4	16	4	3	4	4	15	3	3	3	4	4	17
R33	4	4	5	4	17	4	4	4	4	16	4	4	4	4	5	21
R34	4	2	4	4	14	4	4	4	4	16	4	2	4	4	4	18
R35	3	4	3	4	14	4	3	3	4	14	3	4	4	4	3	18
R36	4	4	3	3	14	3	4	3	4	14	3	4	3	5	5	20
R37	2	2	3	3	10	3	3	3	3	12	3	3	3	3	3	15

No. Responden	P1	P2	P3	P4	TOTAL X1	P5	P6	P7	P8	TOTAL X2	P9	P10	P11	P12	P13	TOTAL X3
R38	4	4	4	4	16	4	4	4	4	16	4	4	4	4	4	20
R39	4	5	4	3	16	4	4	4	5	17	4	4	2	4	4	18
R40	4	5	4	5	18	4	3	4	5	16	2	4	4	5	4	19
R41	4	4	5	5	18	5	5	4	5	19	5	5	4	4	5	23
R42	4	4	4	3	15	3	4	3	4	14	3	4	4	4	4	19
R43	4	4	4	4	16	4	4	4	4	16	4	4	4	4	4	20
R44	4	3	4	4	15	4	5	3	5	17	3	3	4	4	4	18
R45	4	5	4	4	17	4	5	3	5	17	4	4	4	3	3	18
R46	4	4	4	4	16	5	5	4	4	18	3	4	4	5	5	21
R47	3	5	4	4	16	4	4	4	5	17	2	5	3	4	4	18
R48	3	4	2	2	11	3	4	4	4	15	3	4	2	4	4	17
R49	4	5	5	4	18	4	3	4	3	14	4	4	4	4	4	20
R50	2	2	2	2	8	2	2	2	2	8	2	2	2	2	2	10
R51	5	5	5	5	20	5	5	5	5	20	5	5	5	5	5	25
R52	4	4	4	4	16	4	3	4	4	15	4	4	3	4	3	18
R53	4	5	5	5	19	5	5	5	5	20	5	5	5	5	5	25
R54	4	4	5	5	18	5	5	4	5	19	5	5	4	4	5	23
R55	4	4	3	4	15	4	5	3	4	16	3	4	3	4	4	18
R56	4	4	4	4	16	4	4	4	5	17	4	4	4	4	4	20
R57	4	4	3	3	14	3	2	5	4	14	4	2	4	2	2	14
R58	4	2	4	4	14	2	2	4	5	13	2	4	2	5	5	18
R59	4	4	4	4	16	5	2	5	4	16	5	4	4	2	4	19
R60	4	5	4	3	16	4	4	5	5	18	5	4	3	2	5	19
R61	4	4	4	4	16	5	2	5	5	17	4	5	2	1	5	17
R62	5	5	4	4	18	4	4	5	5	18	4	5	4	4	4	21
R63	4	5	4	4	17	5	4	5	5	19	4	4	5	5	4	22
R64	4	2	4	5	15	4	2	5	5	16	4	4	5	4	5	22
R65	4	2	4	3	13	4	4	4	4	16	4	2	2	4	4	16
R66	4	4	4	3	15	4	4	2	4	14	4	1	4	3	4	16
R67	5	4	4	5	18	5	4	4	5	18	4	5	4	4	4	21
R68	4	4	4	4	16	4	4	4	4	16	4	4	4	5	3	20
R69	2	2	5	5	14	3	4	3	4	14	2	4	4	4	4	18
R70	4	4	4	4	16	4	4	4	5	17	5	4	4	5	5	23
R71	3	4	3	4	14	3	4	3	4	14	1	4	4	3	3	15
R72	1	2	4	4	11	4	4	5	4	17	5	4	5	5	4	23
R73	4	4	4	4	16	4	4	4	5	17	4	4	4	5	5	22
R74	2	4	4	4	14	4	2	4	5	15	3	2	2	5	5	17
R75	4	3	4	3	14	4	3	4	3	14	4	3	4	3	4	18



No. Responden	P1	P2	P3	P4	TOTAL X1	P5	P6	P7	P8	TOTAL X2	P9	P10	P11	P12	P13	TOTAL X3
R76	3	4	4	4	15	4	3	4	5	16	3	2	4	1	5	15
R77	1	5	5	4	15	4	4	3	2	13	1	3	2	5	4	15
R78	3	5	4	3	15	5	2	5	5	17	3	5	4	4	5	21
R79	3	4	4	4	15	4	2	4	4	14	4	2	4	5	5	20
R80	1	4	4	4	13	4	4	5	2	15	2	3	1	4	5	15
R81	4	5	4	5	18	4	4	5	4	17	2	1	1	3	4	11
R82	2	4	2	1	9	4	2	4	5	15	2	2	1	2	3	10
R83	2	4	3	3	12	2	2	4	3	11	2	4	2	1	1	10
R84	4	2	3	2	11	1	2	4	3	10	5	3	1	2	3	14
R85	4	4	4	4	16	3	5	5	3	16	4	5	5	5	4	23
R86	4	4	5	5	18	3	5	5	4	17	5	4	1	5	5	20
R87	2	4	5	5	16	4	4	4	5	17	3	4	2	2	5	16
R88	4	5	4	5	18	4	4	5	4	17	3	4	3	4	4	18
R89	3	4	4	3	14	2	5	4	4	15	4	4	2	3	3	16
R90	4	4	4	4	16	4	4	4	4	16	3	4	3	3	3	16
R91	4	4	4	4	16	4	2	4	4	14	4	4	4	4	4	20
R92	4	5	4	4	17	3	3	4	4	14	4	4	4	4	4	20
R93	4	4	4	4	16	5	5	4	4	18	4	5	4	4	4	21
R94	3	3	2	2	10	3	2	2	3	10	2	1	2	3	2	10
R95	2	1	2	3	8	1	2	1	2	6	3	1	2	2	3	11
R96	5	4	4	4	17	4	3	4	4	15	3	4	3	4	4	18
R97	4	5	3	4	16	3	2	3	3	11	3	4	4	4	3	18
R98	2	4	4	4	14	4	3	4	4	15	4	4	5	3	4	20
R99	4	5	3	3	15	4	2	4	3	13	2	4	1	3	3	13
R100	2	1	2	3	8	3	3	2	3	11	2	3	2	3	2	12

No. Responden	P14	P15	P16	P17	TOTAL X4	P18	P19	P20	P21	TOTAL X5	P22	P23	P24	P25	TOTAL Y
R1	5	4	5	5	19	5	4	5	4	18	5	5	4	5	19
R2	4	3	4	5	16	4	5	4	4	17	4	3	4	4	15
R3	5	4	5	2	16	5	5	4	4	18	4	4	5	5	18
R4	3	4	4	4	15	5	4	4	4	17	4	4	5	4	17
R5	3	4	4	4	15	5	4	4	5	18	4	4	5	5	18
R6	4	4	2	2	12	4	3	4	4	15	3	3	4	4	14
R7	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
R8	4	4	3	4	15	4	4	4	4	16	4	4	4	4	16
R9	4	4	2	3	13	4	4	4	4	16	4	4	4	4	16
R10	4	4	2	2	12	4	3	4	4	15	3	3	3	4	13
R11	4	4	2	2	12	4	2	4	4	14	2	2	2	2	8
R12	4	4	2	2	12	4	3	4	4	15	2	3	2	2	9
R13	4	4	4	3	15	4	4	4	4	16	3	3	3	3	12
R14	4	4	4	4	16	4	4	4	4	16	4	4	4	3	15
R15	4	4	2	2	12	4	3	3	3	13	3	4	4	4	15
R16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
R17	4	4	2	2	12	4	3	4	4	15	3	3	3	4	13
R18	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
R19	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
R20	4	4	2	3	13	4	3	4	4	15	4	4	4	4	16
R21	4	4	2	2	12	4	2	4	3	13	3	3	3	3	12
R22	4	4	2	2	12	2	2	4	2	10	3	3	4	4	14
R23	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
R24	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
R25	4	4	5	4	17	4	1	4	5	14	4	4	5	5	18
R26	4	5	5	5	19	4	3	4	4	15	4	4	5	5	18
R27	4	4	2	3	13	2	3	3	2	10	3	4	4	2	13
R28	5	4	5	5	19	4	4	4	4	16	4	5	5	5	19
R29	5	4	5	5	19	5	2	4	4	15	4	4	5	5	18
R30	4	5	1	2	12	2	2	2	2	8	3	3	3	4	13
R31	4	5	3	3	15	3	4	4	4	15	4	4	4	4	16
R32	4	5	4	3	16	2	4	3	2	11	3	4	3	5	15
R33	5	5	4	4	18	3	4	4	4	15	4	5	4	4	17
R34	4	2	2	2	10	3	3	4	4	14	4	4	4	4	16
R35	3	4	3	3	13	3	3	3	3	12	4	4	3	3	14
R36	5	5	2	2	14	2	2	2	2	8	3	3	2	3	11
R37	3	3	3	3	12	3	3	1	1	8	1	1	1	1	4

No. Responden	P14	P15	P16	P17	TOTAL X4	P18	P19	P20	P21	TOTAL X5	P22	P23	P24	P25	TOTAL Y
R38	4	4	2	2	12	2	4	2	2	10	4	4	4	4	16
R39	4	4	2	2	12	2	3	3	3	11	4	4	4	3	15
R40	5	5	4	4	18	2	2	2	4	10	4	4	4	3	15
R41	5	4	4	5	18	5	4	5	5	19	4	5	4	5	18
R42	4	4	2	2	12	4	3	2	2	11	3	3	3	4	13
R43	4	4	2	2	12	2	2	4	3	11	4	4	4	4	16
R44	4	4	2	2	12	2	3	2	2	9	3	3	4	4	14
R45	4	4	2	3	13	3	2	1	1	7	3	4	4	3	14
R46	4	4	2	2	12	2	3	3	2	10	4	4	5	4	17
R47	5	4	2	2	13	2	4	3	2	11	3	3	3	4	13
R48	4	4	2	2	12	3	3	2	2	10	2	3	3	3	11
R49	3	4	3	3	13	4	4	4	4	16	4	4	4	4	16
R50	2	2	2	2	8	2	2	2	2	8	2	2	2	2	8
R51	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
R52	4	4	3	2	13	2	3	2	2	9	3	3	4	3	13
R53	5	5	5	5	20	5	4	5	5	19	5	5	5	5	20
R54	5	4	4	5	18	5	4	5	5	19	4	5	4	5	18
R55	4	4	4	4	16	3	3	3	3	12	3	3	3	4	13
R56	4	5	5	2	16	2	4	2	2	10	4	4	4	4	16
R57	2	4	4	4	14	4	5	3	5	17	4	4	4	3	15
R58	4	5	2	2	13	2	3	4	4	13	3	3	3	2	11
R59	2	4	4	2	12	2	1	3	3	9	4	4	5	2	15
R60	4	5	4	4	17	4	1	4	3	12	4	4	4	2	14
R61	3	5	4	4	16	5	2	5	4	16	4	4	4	3	15
R62	5	4	4	4	17	4	4	5	4	17	4	5	5	4	18
R63	5	5	2	4	16	2	3	4	2	11	4	4	5	4	17
R64	4	5	4	4	17	5	4	5	3	17	5	5	4	5	19
R65	4	4	2	2	12	3	3	3	3	12	3	3	4	4	14
R66	4	4	4	4	16	4	4	5	5	18	5	4	4	4	17
R67	5	4	4	3	16	2	4	4	2	12	4	4	4	4	16
R68	4	4	3	4	15	2	2	2	2	8	3	3	4	4	14
R69	4	4	2	2	12	2	2	2	2	8	3	3	4	4	14
R70	4	4	2	2	12	2	2	2	2	8	4	4	4	4	16
R71	4	3	1	1	9	1	1	1	1	4	1	1	1	3	6
R72	5	4	2	4	15	1	1	1	1	4	4	4	4	4	16
R73	5	4	2	3	14	2	4	3	2	11	4	4	4	4	16
R74	2	5	2	3	12	2	1	3	2	8	4	5	4	2	15
R75	3	4	3	4	14	3	4	3	4	14	3	4	3	4	14

No. Responden	P14	P15	P16	P17	TOTAL X4	P18	P19	P20	P21	TOTAL X5	P22	P23	P24	P25	TOTAL Y
R76	3	5	4	4	16	3	2	5	1	11	4	5	4	4	17
R77	4	5	3	3	15	5	4	4	5	18	4	4	5	5	18
R78	2	5	3	5	15	4	3	4	5	16	4	5	5	5	19
R79	4	5	2	4	15	4	2	5	4	15	5	4	4	2	15
R80	4	5	2	4	15	2	1	5	4	12	4	4	4	3	15
R81	5	5	1	2	13	4	1	3	2	10	4	4	5	5	18
R82	3	4	1	2	10	2	1	2	4	9	3	3	3	2	11
R83	2	4	3	1	10	1	1	1	2	5	2	1	2	2	7
R84	4	5	1	2	12	2	1	3	5	11	2	3	2	1	8
R85	5	4	5	4	18	4	3	5	5	17	4	4	4	4	16
R86	4	5	5	5	19	5	5	5	3	18	4	5	5	5	19
R87	3	5	5	4	17	5	2	5	5	17	4	4	5	5	18
R88	2	4	2	3	11	4	4	4	3	15	4	4	3	3	14
R89	5	3	1	1	10	1	1	1	2	5	3	1	3	4	11
R90	4	4	3	3	14	3	3	3	3	12	3	3	3	3	12
R91	4	4	4	3	15	4	4	4	3	15	4	4	4	4	16
R92	4	4	2	2	12	2	3	3	2	10	3	4	4	4	15
R93	5	4	3	3	15	2	3	3	2	10	3	3	4	3	13
R94	3	3	2	3	11	1	3	2	3	9	2	2	2	2	8
R95	2	1	3	2	8	1	3	2	1	7	2	2	1	1	6
R96	4	5	5	5	19	5	5	4	4	18	4	4	4	3	15
R97	3	4	5	5	17	5	5	5	5	20	4	4	4	2	14
R98	4	5	4	5	18	4	4	4	4	16	4	2	2	2	10
R99	4	3	2	5	14	5	4	5	5	19	4	4	4	4	16
R100	1	2	3	1	7	3	1	2	2	8	3	1	3	2	9

## Lampiran 4

### UJI VALIDITAS DAN RELIABILITAS

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.931	25

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
P1	90.5000	190.810	.721	.927
P2	90.5000	188.879	.688	.927
P3	90.7000	191.872	.617	.928
P4	90.6000	191.007	.603	.928
P5	90.5667	190.392	.687	.927
P6	90.7000	195.734	.435	.930
P7	90.7667	199.978	.394	.931
P8	90.3667	192.723	.615	.928
P9	90.9333	192.685	.465	.930
P10	90.4667	191.223	.503	.929
P11	90.8000	196.786	.478	.930
P12	90.7667	196.599	.462	.930
P13	90.7000	193.734	.660	.928
P14	90.3667	199.482	.369	.931
P15	90.5667	198.806	.370	.931
P16	91.2000	181.614	.674	.927
P17	91.3333	184.713	.618	.928
P18	91.5000	175.914	.696	.927
P19	91.4333	180.737	.689	.926
P20	91.4333	181.702	.659	.927
P21	91.6000	183.007	.564	.930
P22	91.2333	186.392	.732	.926
P23	90.8000	191.338	.678	.927
P24	90.7000	191.666	.560	.928
P25	90.6667	189.678	.629	.927

## Lampiran 5

### OUTPUT ANALISIS DESKRIPTIF VARIABEL

**P1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	3.0	3.0	3.0
	2.00	11	11.0	11.0	14.0
	3.00	11	11.0	11.0	25.0
	4.00	67	67.0	67.0	92.0
	5.00	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

**P2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	2.00	9	9.0	9.0	11.0
	3.00	3	3.0	3.0	14.0
	4.00	61	61.0	61.0	75.0
	5.00	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

**P3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	8	8.0	8.0	8.0
	3.00	11	11.0	11.0	19.0
	4.00	65	65.0	65.0	84.0
	5.00	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

**P4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	2.00	4	4.0	4.0	6.0
	3.00	16	16.0	16.0	22.0
	4.00	63	63.0	63.0	85.0
	5.00	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

**P5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	2.00	8	8.0	8.0	10.0
	3.00	17	17.0	17.0	27.0
	4.00	59	59.0	59.0	86.0
	5.00	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

**P6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	18	18.0	18.0	18.0
	3.00	14	14.0	14.0	32.0
	4.00	50	50.0	50.0	82.0
	5.00	18	18.0	18.0	100.0
	Total	100	100.0	100.0	



**P7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	4	4.0	4.0	5.0
	3.00	15	15.0	15.0	20.0
	4.00	58	58.0	58.0	78.0
	5.00	22	22.0	22.0	100.0
Total		100	100.0	100.0	

**P8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	4.0	4.0	4.0
	3.00	11	11.0	11.0	15.0
	4.00	57	57.0	57.0	72.0
	5.00	28	28.0	28.0	100.0
Total		100	100.0	100.0	

**P9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	3.0	3.0	3.0
	2.00	17	17.0	17.0	20.0
	3.00	21	21.0	21.0	41.0
	4.00	49	49.0	49.0	90.0
	5.00	10	10.0	10.0	100.0
Total		100	100.0	100.0	

**P10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	5	5.0	5.0	5.0
	2.00	8	8.0	8.0	13.0
	3.00	9	9.0	9.0	22.0
	4.00	64	64.0	64.0	86.0
	5.00	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

**P11**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	6	6.0	6.0	6.0
	2.00	19	19.0	19.0	25.0
	3.00	11	11.0	11.0	36.0
	4.00	54	54.0	54.0	90.0
	5.00	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

**P12**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	3.0	3.0	3.0
	2.00	11	11.0	11.0	14.0
	3.00	17	17.0	17.0	31.0
	4.00	53	53.0	53.0	84.0
	5.00	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

**P13**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	5	5.0	5.0	6.0
	3.00	23	23.0	23.0	29.0
	4.00	45	45.0	45.0	74.0
	5.00	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

**P14**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	8	8.0	8.0	9.0
	3.00	12	12.0	12.0	21.0
	4.00	58	58.0	58.0	79.0
	5.00	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

**P15**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	3	3.0	3.0	4.0
	3.00	6	6.0	6.0	10.0
	4.00	63	63.0	63.0	73.0
	5.00	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

**P16**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	6	6.0	6.0	6.0
	2.00	37	37.0	37.0	43.0
	3.00	15	15.0	15.0	58.0
	4.00	28	28.0	28.0	86.0
	5.00	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

**P17**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	4.0	4.0	4.0
	2.00	33	33.0	33.0	37.0
	3.00	19	19.0	19.0	56.0
	4.00	29	29.0	29.0	85.0
	5.00	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

**P18**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	6	6.0	6.0	6.0
	2.00	29	29.0	29.0	35.0
	3.00	13	13.0	13.0	48.0
	4.00	35	35.0	35.0	83.0
	5.00	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

**P19**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	13	13.0	13.0	13.0
	2.00	17	17.0	17.0	30.0
	3.00	28	28.0	28.0	58.0
	4.00	35	35.0	35.0	93.0
	5.00	7	7.0	7.0	100.0
Total		100	100.0	100.0	

**P20**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	6	6.0	6.0	6.0
	2.00	17	17.0	17.0	23.0
	3.00	19	19.0	19.0	42.0
	4.00	41	41.0	41.0	83.0
	5.00	17	17.0	17.0	100.0
Total		100	100.0	100.0	

**P21**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	6	6.0	6.0	6.0
	2.00	27	27.0	27.0	33.0
	3.00	15	15.0	15.0	48.0
	4.00	37	37.0	37.0	85.0
	5.00	15	15.0	15.0	100.0

**P21**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	6	6.0	6.0	6.0
	2.00	27	27.0	27.0	33.0
	3.00	15	15.0	15.0	48.0
	4.00	37	37.0	37.0	85.0
	5.00	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

**P22**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	2.00	8	8.0	8.0	10.0
	3.00	28	28.0	28.0	38.0
	4.00	56	56.0	56.0	94.0
	5.00	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

**P23**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	5	5.0	5.0	5.0
	2.00	5	5.0	5.0	10.0
	3.00	24	24.0	24.0	34.0
	4.00	53	53.0	53.0	87.0
	5.00	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

**P24**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	3.0	3.0	3.0
	2.00	8	8.0	8.0	11.0
	3.00	18	18.0	18.0	29.0
	4.00	53	53.0	53.0	82.0
	5.00	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

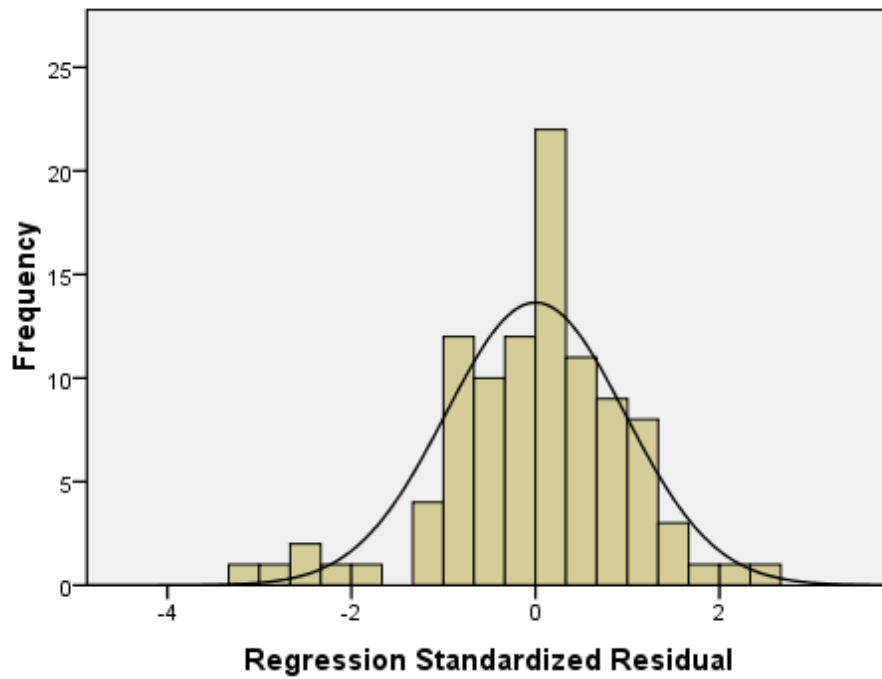
**P25**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	3.0	3.0	3.0
	2.00	15	15.0	15.0	18.0
	3.00	18	18.0	18.0	36.0
	4.00	46	46.0	46.0	82.0
	5.00	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

# UJI NORMALITAS

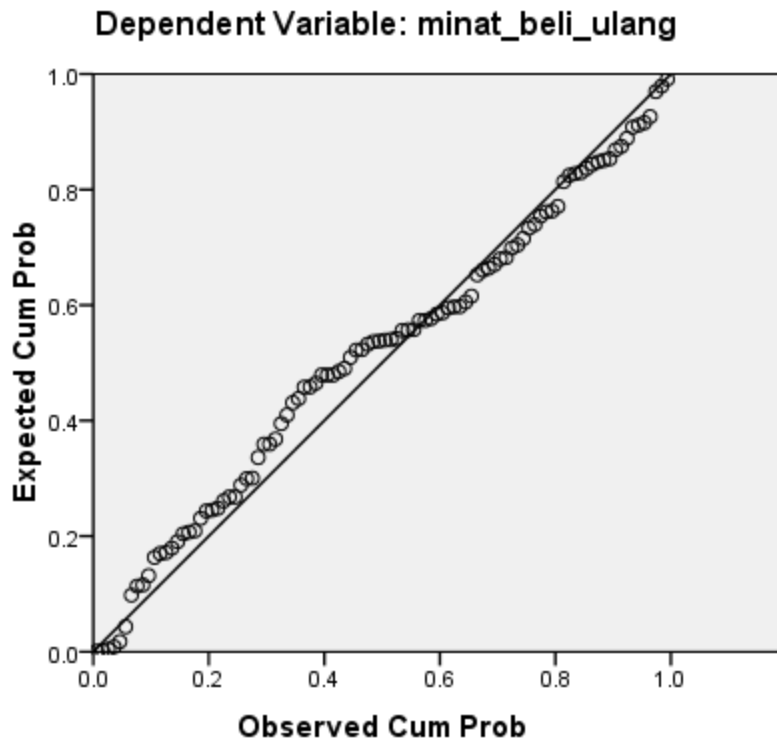
## Histogram

Dependent Variable: minat\_beli\_ulang





## Normal P-P Plot of Regression Standardized Residual



### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.92850632
Most Extreme Differences	Absolute	.097
	Positive	.042
	Negative	-.097
Kolmogorov-Smirnov Z		.970
Asymp. Sig. (2-tailed)		.303

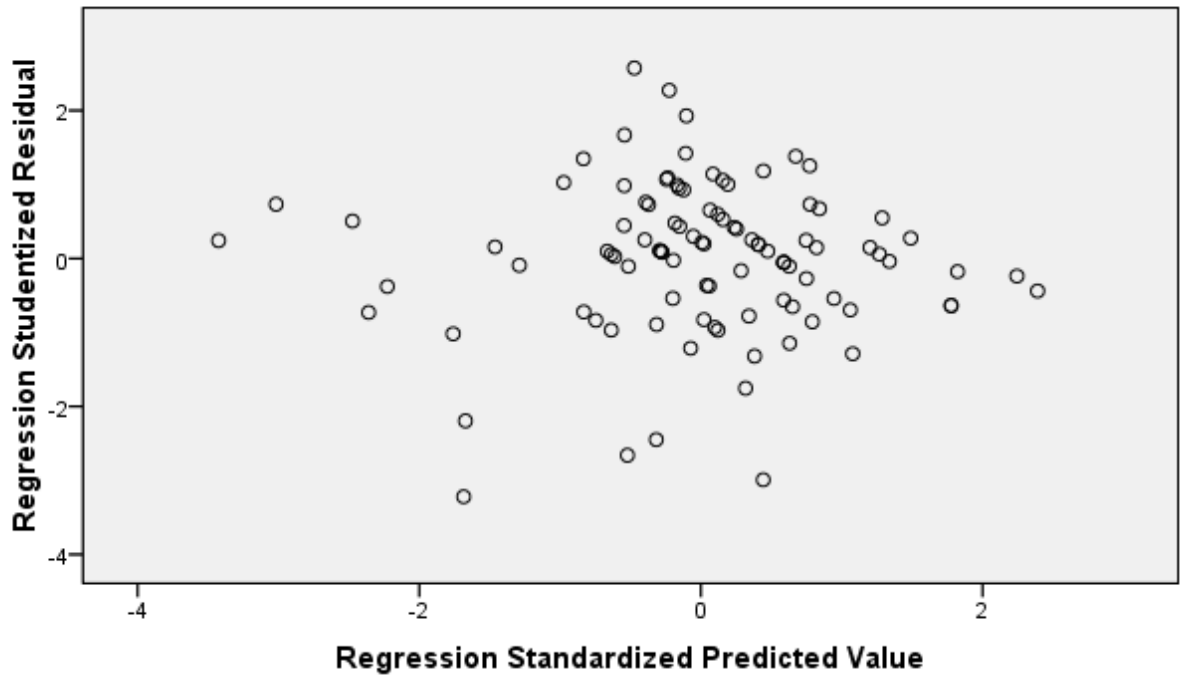
a. Test distribution is Normal.

b. Calculated from data.

# UJI HETEROSKEDASTISITAS

## Scatterplot

Dependent Variable: minat\_beli\_ulang



Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.360	.902		3.725	.000
sense	-.145	.087	-.272	-1.657	.101
feel	.069	.088	.125	.782	.436
think	-.090	.056	-.229	-1.590	.115
act	.033	.074	.072	.454	.651
relate	.029	.045	.087	.639	.524

a. Dependent Variable: abSut

### UJI MULTIKOLINEARITAS

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-2.825	1.407		-2.008	.048		
sense	.153	.136	.114	1.123	.264	.360	2.781
feel	.472	.137	.343	3.437	.001	.375	2.667
think	.103	.088	.105	1.170	.245	.464	2.155
act	.198	.115	.170	1.719	.089	.380	2.629
relate	.232	.070	.279	3.309	.001	.524	1.907

a. Dependent Variable: minat\_beli\_ulang

## REGRESI LINIER BERGANDA

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.825	1.407		-2.008	.048
	sense	.153	.136	.114	1.123	.264
	feel	.472	.137	.343	3.437	.001
	think	.103	.088	.105	1.170	.245
	act	.198	.115	.170	1.719	.089
	relate	.232	.070	.279	3.309	.001

a. Dependent Variable: minat\_beli\_ulang

## UJI F

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	682.445	5	136.489	34.846	.000 <sup>a</sup>
	Residual	368.195	94	3.917		
	Total	1050.640	99			

a. Predictors: (Constant), relate, feel, think, act, sense

b. Dependent Variable: minat\_beli\_ulang

## UJI T

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.825	1.407		-2.008	.048
	sense	.153	.136	.114	1.123	.264
	feel	.472	.137	.343	3.437	.001
	think	.103	.088	.105	1.170	.245
	act	.198	.115	.170	1.719	.089
	relate	.232	.070	.279	3.309	.001

a. Dependent Variable: minat\_beli\_ulang

## KOEFISIEN DETERMINAN

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.806 <sup>a</sup>	.650	.631	1.979

a. Predictors: (Constant), relate, feel, think, act, sense

b. Dependent Variable: minat\_beli\_ulang