

Lampiran 1 Angket Penelitian

ANGKET PENELITIAN

Pengaruh *Experiential Marketing* terhadap *Repeat Purchase* pada Konsumen Chatime di Kota Bandung

Perkenalkan saya Aulia Sri Rahayu dari jurusan S1 Administrasi Bisnis Universitas Sangga Buana YPKP Bandung, saat ini saya sedang melakukan penelitian/skripsi dengan judul "Pengaruh *Experiential Marketing* terhadap *Repeat Purchase* pada konsumen Chatime di kota Bandung." Dengan ini saya mohon kesediaan teman-teman untuk memberikan alternatif jawaban pada angket yang tersedia. Jawaban yang diberikan merupakan bantuan yang sangat berarti untuk menyelesaikan penelitian ini. Atas bantuan dan perhatiannya saya ucapkan terimakasih.

Kriteria Responden :

1. Penelitian ini ditujukan kepada konsumen Chatime di kota Bandung
2. Responden minimal pernah melakukan pembelian Chatime sebanyak satu kali

Keterangan Skor :

Sangat Setuju : (SS) = 5

Setuju (S) = 4

Netral : (N) = 3

Tidak Setuju (TS) = 2

Sangat Tidak Setuju (STS) = 1

Identitas Responden :

Jenis Kelamin :

Laki – Laki

Perempuan

Profesi :

- Pelajar/Mahasiswa Wiraswasta
 Karyawan Lain-lain

Umur :

Pendapatan :

- <Rp. 1.000.000 Rp. 5.000.001 – Rp. 10.000.000
 Rp. 1.000.001 – Rp. 3.000.000 >Rp. 10.000.000
 Rp. 3.000.001 - Rp. 5.000.000

Pengeluaran :

- <Rp. 1.000.000 Rp. 5.000.001 – Rp. 10.000.000
 Rp. 1.000.001 – Rp. 3.000.000 >Rp. 10.000.000
 Rp. 3.000.001 - Rp. 5.000.000

Experiential Marketing (X)

Pengelihatan						
No.	Pernyataan	SS	S	N	TS	STS
1.	Penataan ruangan chatime memberikan kesan nyaman					
2.	Design ruangan chatime terlihat unik dan menarik					
Rasa						
No.	Pernyataan	SS	S	N	TS	STS
3.	Chatime memiliki cita rasa minuman yang berbeda					
Bau						
No.	Pernyataan	SS	S	N	TS	STS
4.	Aroma minumann chatime memberikan kesan nyaman					
Mood (Suasana Hati)						
No.	Pernyataan	SS	S	N	TS	STS
5.	Minuman chatime dapat meningkatkan suasana hati					
Emosi						
No.	Pernyataan	SS	S	N	TS	STS
6.	Minuman chatime dapat memberikan perasaan senang					
Kepuasan						
No.	Pernyataan	SS	S	N	TS	STS
7.	Kualitas produk yang diberikan chatime melebihi ekspektasi					
8.	Konsumen merasa puas saat membeli minuman chatime					
Promosi Penjualan						
No.	Pernyataan	SS	S	N	TS	STS
9.	Adanya potongan harga yang diberikan chatime					
Pelayanan						
No.	Pernyataan	SS	S	N	TS	STS
10.	Adanya kemudahan dalam melakukan pemesanan					
Hubungan						
No.	Pernyataan	SS	S	N	TS	STS
11.	Pegawai menjalin hubungan baik dengan konsumen					
Kritik dan Saran						
No.	Pernyataan	SS	S	N	TS	STS
12.	Konsumen dapat memberikan kritik dan saran dengan mudah					
13.	Adanya media untuk memberikan kritik dan saran					

Repeat Purchase (Y)

Minat Beli						
No.	Pernyataan	SS	S	N	TS	STS
14.	Saya berminat melakukan pembelian ulang chatime					
Minat Preferensi						
No.	Pernyataan	SS	S	N	TS	STS
15.	Minuman Chatime menjadi pilihan utama diantara produk lain					
Rekomendasi positif						
No.	Pernyataan	SS	S	N	TS	STS
16.	Saya berminat merekomendasikan minuman chatime					
Komitmen Produk						
No.	Pernyataan	SS	S	N	TS	STS
17.	Saya selalu tertarik pada setiap produk yang dikeluarkan chatime					

Lampiran 2 Hasil Tabulasi Data

X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	Y1	Y2	Y3	Y4
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Lampiran 3 Hasil Konversi Data Menggunakan MSI

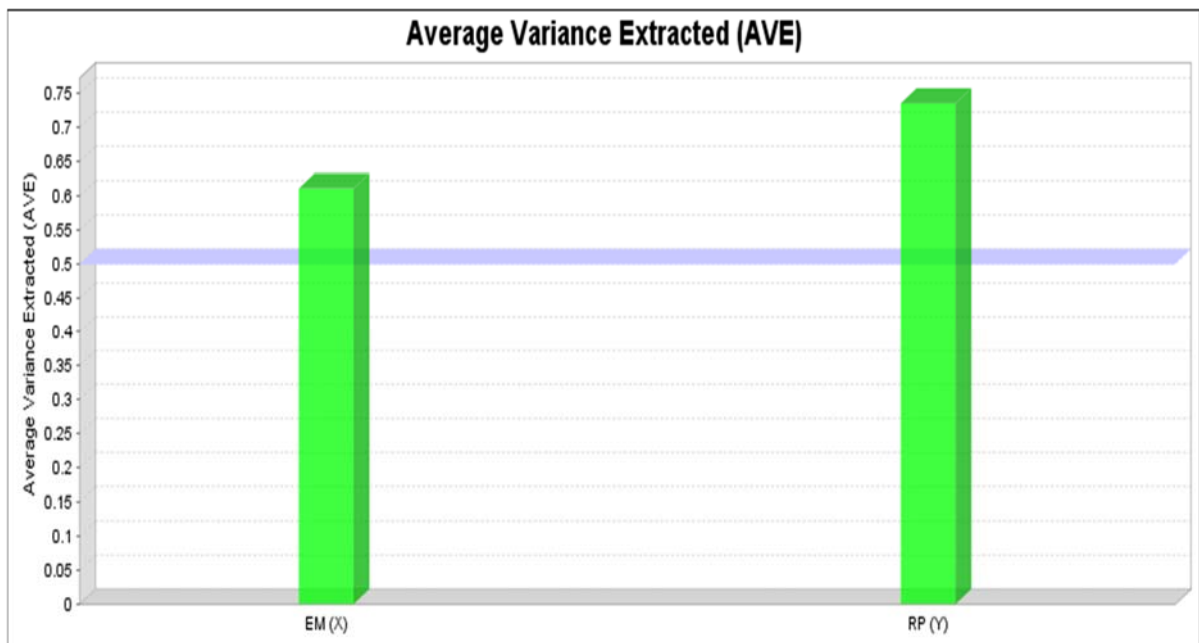
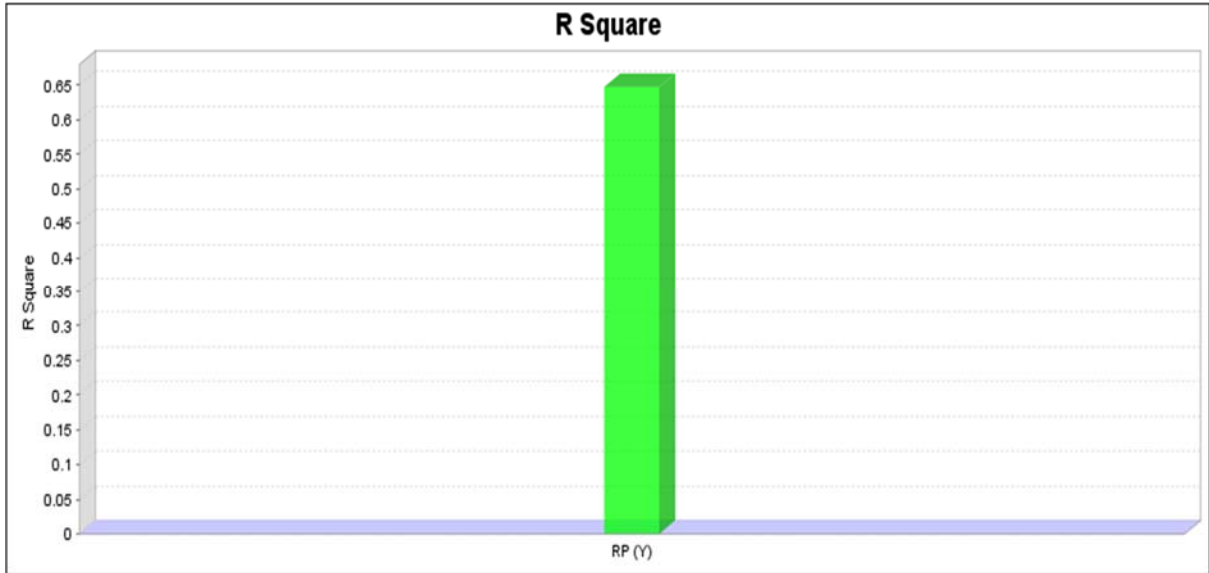
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4,27	5,838	4,12	4,29	3,628	3,982	4,337	4,205	5,104	4,287	4,242	4,104	4,216	3,789	3,586	3,588	4,147
4,27	5,838	5,372	5,371	4,794	5,148	5,44	5,479	5,104	5,602	5,509	5,256	5,433	5,031	2,689	3,588	4,147
5,559	5,838	5,372	5,371	4,794	5,148	5,44	5,479	3,926	5,602	5,509	4,104	4,216	5,031	4,712	4,712	4,147
3,119	3,39	4,12	3,281	2,712	3,036	3,315	3	3,016	3	3,119	3,111	3,129	3,789	2,689	4,712	4,147
4,27	4,572	5,372	4,29	4,794	5,148	5,44	5,479	5,104	5,602	4,242	4,104	4,216	5,031	4,712	4,712	5,375
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4,27	4,572	5,372	5,371	3,628	3,982	5,44	4,205	3,016	4,287	4,242	4,104	2	5,031	3,586	3,588	5,375
5,559	5,838	4,12	5,371	3,628	5,148	4,337	4,205	5,104	5,602	5,509	5,256	5,433	3,789	4,712	3,588	4,147
4,27	4,572	4,12	4,29	3,628	3,982	4,337	4,205	5,104	4,287	5,509	4,104	4,216	3,789	3,586	3,588	5,375
3,119	3,39	4,12	3,281	4,794	3,982	3,315	4,205	3,016	5,602	3,119	3,111	2	5,031	3,586	2,586	3,097
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3,119	3,39	4,12	4,29	3,628	3,982	3,315	4,205	5,104	3	3,119	3,111	3,129	2,867	2,689	2,586	4,147
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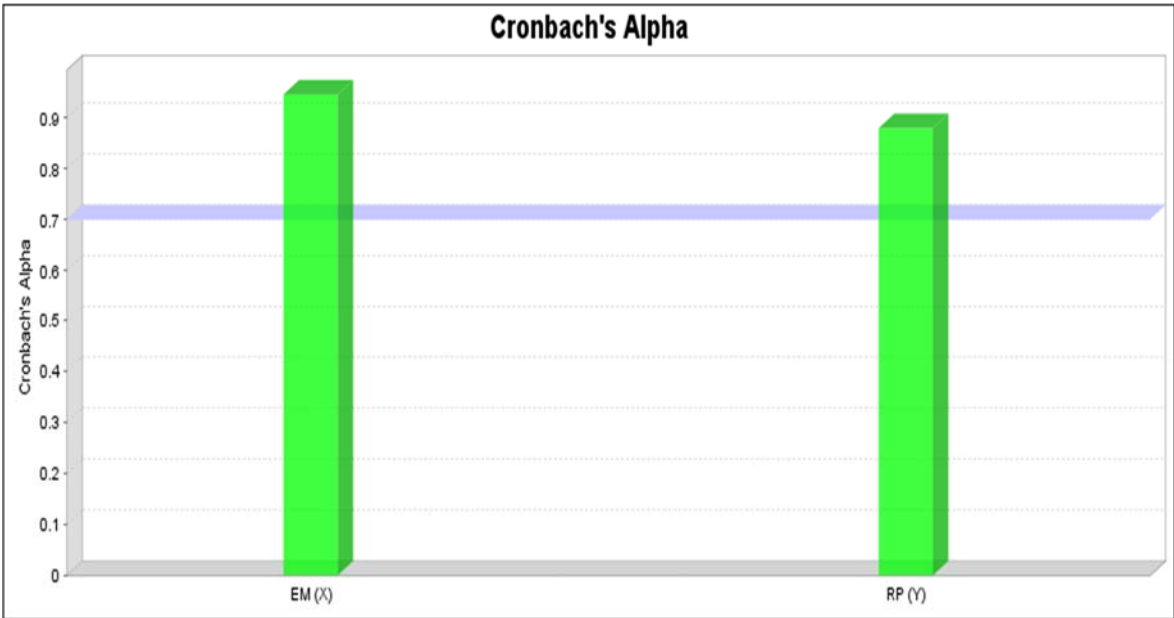
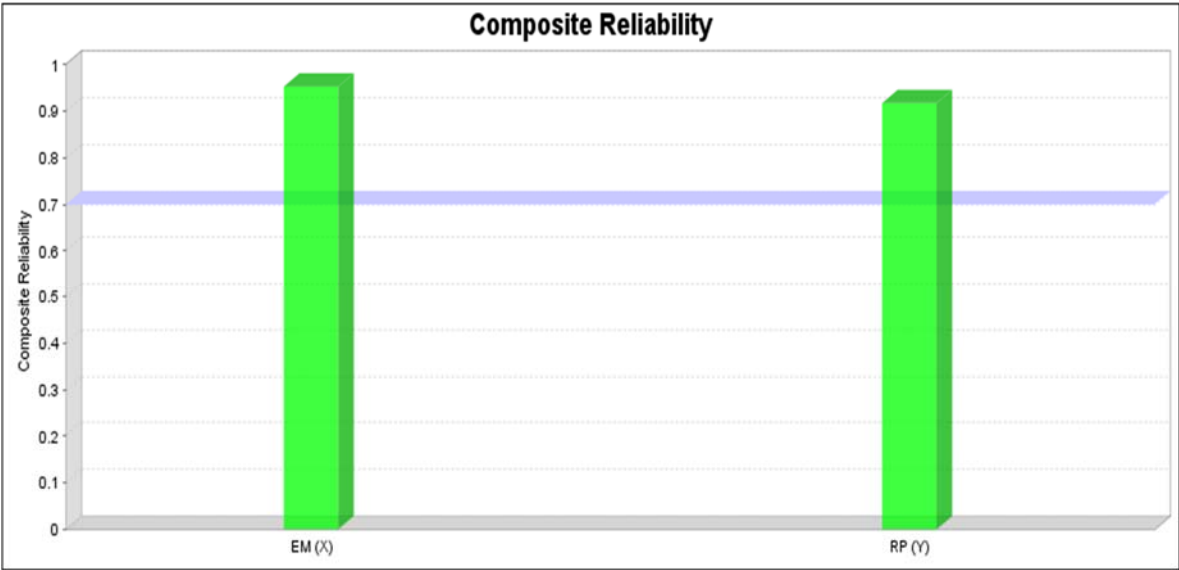
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3,119	3,39	4,12	4,29	3,628	3,982	4,337	4,205	3,926	3	4,242	4,104	4,216	3,789	2,689	3,588	4,147
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4,27	5,838	5,372	4,29	3,628	3,982	4,337	5,479	5,104	4,287	4,242	4,104	4,216	3,789	3,586	4,712	5,375
4,27	4,572	4,12	4,29	4,794	5,148	5,44	4,205	3,926	5,602	5,509	4,104	4,216	3,789	3,586	3,588	4,147
5,559	5,838	3,09	4,29	4,794	5,148	4,337	4,205	3,926	5,602	4,242	4,104	4,216	3,789	4,712	3,588	5,375
5,559	4,572	3,09	5,371	3,628	3,036	5,44	4,205	5,104	4,287	3,119	5,256	4,216	5,031	3,586	2,586	5,375
4,27	4,572	4,12	5,371	2,712	3,036	3,315	5,479	3,926	4,287	5,509	4,104	3,129	3,789	2,689	3,588	4,147
4,27	4,572	5,372	4,29	3,628	5,148	5,44	4,205	5,104	4,287	4,242	4,104	5,433	3,789	3,586	4,712	4,147
3,119	3,39	4,12	3,281	1,875	3,036	3,315	3	3,016	3	3,119	2	3,129	2,867	1,874	2,586	2
4,27	5,838	4,12	5,371	3,628	5,148	4,337	5,479	5,104	3	4,242	5,256	4,216	3,789	3,586	4,712	4,147

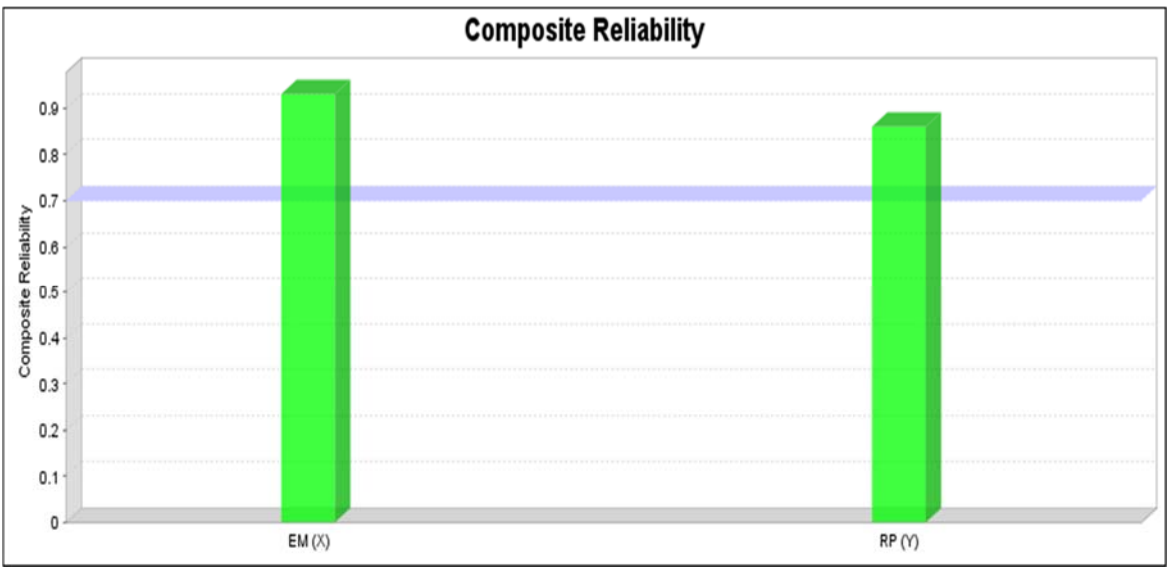
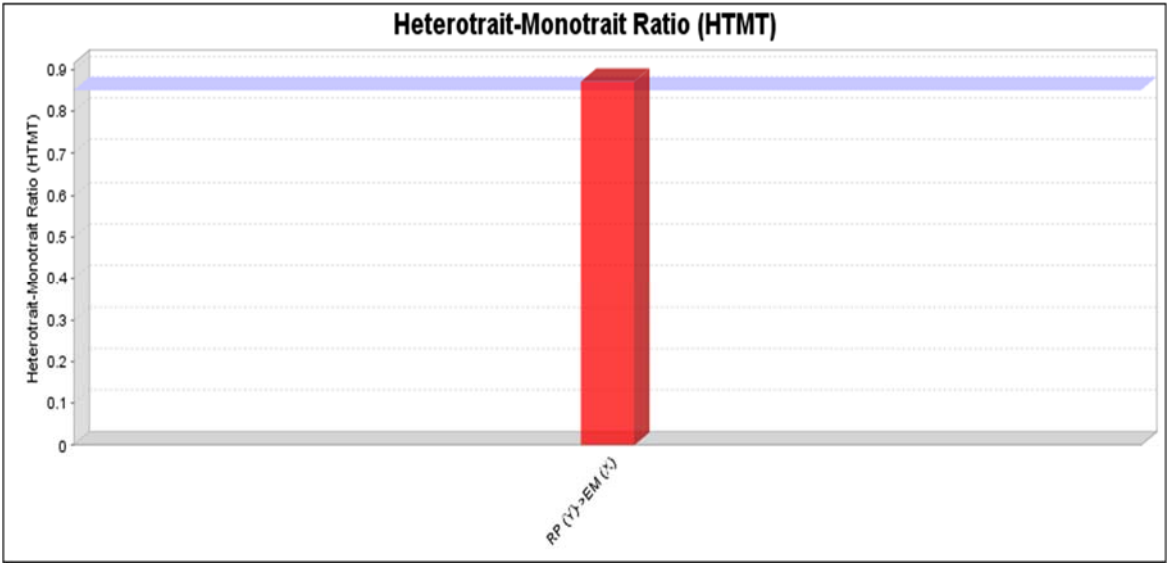
5,559	4,572	3,09	5,371	4,794	3,982	3,315	3	5,104	3	4,242	5,256	5,433	3,789	3,586	2,586	3,097
3,119	3,39	2	3,281	3,628	3,982	3,315	3	5,104	4,287	5,509	4,104	3,129	2,867	4,712	4,712	5,375
5,559	4,572	3,09	3,281	4,794	3,036	4,337	4,205	3,016	5,602	5,509	4,104	4,216	5,031	3,586	3,588	4,147
3,119	3,39	4,12	3,281	2,712	3,036	4,337	4,205	3,016	4,287	3,119	4,104	3,129	3,789	3,586	2,586	3,097
3,119	4,572	3,09	3,281	2,712	3,036	4,337	4,205	5,104	3	4,242	3,111	4,216	5,031	3,586	2,586	4,147
5,559	5,838	5,372	5,371	4,794	3,982	5,44	5,479	5,104	5,602	5,509	5,256	4,216	5,031	4,712	4,712	5,375
5,559	4,572	5,372	5,371	3,628	5,148	4,337	5,479	5,104	4,287	5,509	4,104	5,433	3,789	4,712	3,588	5,375
3,119	3,39	5,372	4,29	2,712	3,036	3,315	3	5,104	4,287	3,119	3,111	3,129	2,867	1,874	4,712	5,375
5,559	5,838	5,372	5,371	4,794	5,148	5,44	5,479	5,104	5,602	4,242	5,256	4,216	5,031	4,712	4,712	5,375
4,27	5,838	4,12	5,371	3,628	3,982	4,337	4,205	3,926	4,287	4,242	4,104	4,216	3,789	2,689	2,586	3,097
4,27	4,572	4,12	3,281	2,712	3,982	3,315	4,205	3,926	4,287	3,119	4,104	4,216	3,789	2,689	3,588	4,147
4,27	3,39	4,12	4,29	4,794	5,148	4,337	4,205	3,016	4,287	4,242	3,111	4,216	5,031	4,712	4,712	5,375
4,27	4,572	5,372	3,281	3,628	3,982	3,315	3	3,926	4,287	4,242	3,111	3,129	3,789	1,874	2,586	3,097
4,27	4,572	5,372	4,29	4,794	5,148	4,337	4,205	3,926	5,602	4,242	4,104	5,433	5,031	3,586	3,588	5,375
3,119	3,39	3,09	3,281	2,712	3,036	3,315	3	3,016	3	3,119	3,111	3,129	2,867	2,689	2,586	3,097
4,27	5,838	4,12	4,29	4,794	5,148	4,337	5,479	3,926	4,287	4,242	5,256	5,433	3,789	3,586	4,712	5,375
4,27	4,572	4,12	3,281	3,628	3,982	4,337	4,205	3,016	4,287	4,242	3,111	4,216	3,789	3,586	3,588	4,147
5,559	5,838	4,12	5,371	3,628	5,148	5,44	5,479	5,104	5,602	5,509	5,256	5,433	5,031	4,712	4,712	5,375
5,559	4,572	5,372	5,371	3,628	3,036	4,337	4,205	5,104	5,602	4,242	4,104	5,433	3,789	4,712	3,588	5,375
5,559	5,838	5,372	5,371	4,794	5,148	5,44	5,479	5,104	5,602	5,509	5,256	5,433	5,031	4,712	4,712	5,375
4,27	5,838	4,12	4,29	3,628	3,982	4,337	4,205	5,104	4,287	5,509	5,256	5,433	5,031	3,586	3,588	5,375
4,27	3,39	3,09	3,281	2,712	3,036	3,315	3	3,016	4,287	3,119	3,111	3,129	2,867	2,689	3,588	3,097
4,27	4,572	5,372	4,29	3,628	5,148	4,337	5,479	3,926	4,287	4,242	5,256	4,216	3,789	3,586	3,588	4,147
4,27	4,572	5,372	4,29	3,628	5,148	5,44	5,479	3,926	4,287	4,242	4,104	4,216	5,031	4,712	4,712	5,375
4,27	4,572	5,372	4,29	4,794	3,982	4,337	5,479	3,926	5,602	4,242	5,256	5,433	5,031	3,586	4,712	5,375
4,27	5,838	5,372	3,281	3,628	3,982	3,315	4,205	3,926	4,287	4,242	3,111	4,216	3,789	2,689	2,586	3,097

5,559	5,838	5,372	5,371	4,794	5,148	5,44	5,479	5,104	5,602	5,509	5,256	5,433	5,031	4,712	4,712	5,375
4,27	4,572	3,09	4,29	2,712	3,036	3,315	4,205	3,016	3	4,242	3,111	3,129	3,789	2,689	3,588	4,147
4,27	4,572	3,09	3,281	2,712	3,036	4,337	3	2	3	3,119	3,111	3,129	2	1,874	2,586	3,097
3,119	4,572	4,12	4,29	3,628	3,982	4,337	4,205	3,926	4,287	4,242	4,104	4,216	3,789	3,586	3,588	4,147
4,27	5,838	5,372	5,371	4,794	3,982	5,44	5,479	5,104	5,602	5,509	4,104	4,216	5,031	3,586	3,588	4,147
4,27	4,572	4,12	3,281	2,712	3,036	3,315	4,205	3,926	4,287	4,242	4,104	4,216	2,867	1,874	2,586	3,097
5,559	5,838	4,12	3,281	3,628	3,982	4,337	5,479	5,104	4,287	4,242	5,256	4,216	3,789	3,586	3,588	4,147
4,27	4,572	4,12	3,281	2,712	3,036	3,315	4,205	5,104	4,287	3,119	4,104	4,216	3,789	2,689	2,586	4,147
4,27	4,572	5,372	5,371	4,794	3,982	5,44	4,205	5,104	5,602	5,509	4,104	4,216	5,031	3,586	4,712	5,375
5,559	4,572	4,12	5,371	3,628	5,148	5,44	5,479	3,926	5,602	5,509	4,104	5,433	3,789	4,712	4,712	4,147
5,559	4,572	5,372	4,29	3,628	3,982	5,44	4,205	3,926	4,287	5,509	4,104	4,216	5,031	3,586	3,588	4,147
4,27	5,838	5,372	4,29	4,794	3,982	5,44	4,205	5,104	5,602	4,242	5,256	4,216	3,789	4,712	4,712	4,147
4,27	5,838	4,12	4,29	4,794	3,982	5,44	4,205	3,926	5,602	4,242	5,256	4,216	5,031	3,586	4,712	5,375
5,559	4,572	5,372	5,371	3,628	5,148	4,337	5,479	3,926	4,287	5,509	5,256	4,216	5,031	3,586	4,712	5,375
3,119	4,572	4,12	4,29	2,712	2	3,315	3	3,016	3	2	3,111	3,129	2	1	1	2
4,27	4,572	4,12	4,29	3,628	3,982	4,337	4,205	5,104	4,287	4,242	4,104	4,216	3,789	3,586	3,588	4,147
4,27	5,838	5,372	5,371	4,794	5,148	5,44	4,205	5,104	4,287	5,509	5,256	5,433	5,031	4,712	4,712	4,147
2	4,572	5,372	3,281	1	3,982	4,337	5,479	5,104	5,602	5,509	5,256	4,216	5,031	1,874	3,588	4,147
4,27	3,39	3,09	3,281	2,712	2	3,315	4,205	3,016	4,287	4,242	3,111	3,129	2,867	2,689	2,586	3,097
4,27	5,838	4,12	3,281	3,628	5,148	4,337	5,479	5,104	4,287	4,242	3,111	4,216	5,031	3,586	4,712	4,147
5,559	4,572	4,12	5,371	4,794	3,982	4,337	5,479	5,104	5,602	4,242	5,256	5,433	5,031	3,586	4,712	4,147
4,27	3,39	4,12	4,29	4,794	5,148	4,337	5,479	5,104	5,602	4,242	5,256	5,433	5,031	3,586	4,712	5,375
3,119	4,572	5,372	5,371	3,628	5,148	4,337	5,479	5,104	4,287	5,509	5,256	5,433	5,031	4,712	4,712	4,147

Lampiran 4: Hasil Output SmartPLS 3







1. Konstruk

