

LAMPIRAN

Variabel Ekxperiential Marketing (X)

No	Pernyataan (Sense)	Jawaban				
		SS (5)	S (4)	N (3)	TS (2)	STS (1)
1	Pemandangan <i>light view</i> Diggers cafe terlihat baik.					
2	Desain <i>layout</i> Diggers Cafe terlihat menarik.					
3	Pemilihan model interior Diggers cafe terlihat menarik.					
4	Rasa makanan dan minuman di Diggers cafe sesuai selera.					
5	Konsep <i>Pub and bar</i> yang di pakai Diggers cafe terlihat menarik.					
6	Gaya salam yang dilakukan pegawai Diggers cafe terlihat menarik.					

No	Pernyataan (Feel)	Jawaban				
		SS (5)	S (4)	N (3)	TS (2)	STS (1)
1	Kebersihan ruangan dan lingkungan Diggers cafe terjaga dengan baik.					
2	Kerapihan dan keseragaman pakaian yang digunakan pegawai Diggers cafe sudah baik.					
3	Merasakan suasana yang hangat dan akrab bersama teman, pasangan, keluarga, rekan kerja saat berada di Diggers cafe.					
4	Merasakan suasana yang santai saat berada di Diggers cafe.					
5	Pegawai di Diggers cafe ramah dan sopan.					
6	Diggers cafe memiliki latar pemandangan yang indah.					

No	Pernyataan (Think)	Jawaban				
		SS (5)	S (4)	N (3)	TS (2)	STS (1)
1	Mengingat Diggers cafe dibandingkan cafe lain yang sejenis setiap ingin makan atau berkumpul.					
2	Lokasi Diggers cafe mudah untuk ditemukan.					
3	Diggers cafe memiliki kesesuaian antara harga yang ditawarkan dengan kualitas produk dan pelayanan yang diberikan.					
4	Reputasi atau popularitas Diggers cafe turut mempengaruhi keinginan untuk datang ke sini.					
5	Diggers cafe mempunyai keunikan sendiri dan berbeda dari Cafe lain.					
6	Konsep <i>birthday party</i> di Diggers cafe yang ditujukan untuk pelanggan yang berulang tahun memberikan kesan yang positif.					

No	Pernyataan (Act)	Jawaban				
		SS (5)	S (4)	N (3)	TS (2)	STS (1)
1	Memiliki pengalaman yang bagus saat ke Diggers cafe.					
2	Datang ke Diggers cafe dengan tujuan untuk menikmati suasana bersama teman, pasangan, keluarga, dll.					
3	Diggers cafe mengkomunikasikan dengan baik informasi seputar promo dan event terbarunya melalui media <i>website, social media</i> , dll.					
4	Fasilitas yang ada di Diggers cafe sudah memenuhi kebutuhan saat berada di cafe.					
5	Diggers cafe sesuai dengan gaya dan <i>style</i> .					
6	Interaksi antara pegawai cafe dan pelanggan berjalan baik.					

No	Pernyataan (<i>Relate</i>)	Jawaban				
		SS (5)	S (4)	N (3)	TS (2)	STS (1)
1	Diggers cafe merupakan tempat makan dan berkumpul yang banyak diminati semua kaum.					
2	Diggers cafe merupakan café yang identik bagi kelas ekonomi menengah dan menengah atas untuk berkumpul bersama, teman, pasangan, keluarga, rekan kerja, dll.					
3	Diggers cafe dapat menggambarkan tren <i>urban lifestyle</i> atau gaya hidup masyarakat perkotaan.					
4	Merasa bangga saat saya berada di Diggers cafe.					
5	Antara pelanggan dan pegawai memiliki hubungan yang baik.					
6	Berkunjung ke Diggers cafe saat ingin makan dan berkumpul.					

Variabel Loyalitas Pelanggan (Y)

No	Pernyataan (<i>Loyalitas</i>)	Jawaban				
		SS (5)	S (4)	N (3)	TS (2)	STS (1)
1	Bersedia datang kembali ke Diggers cafe di waktu yang akan datang.					
2	Bersedia merekomendasikan kepada teman, pasangan, keluarga, dll untuk datang ke Diggers cafe.					
3	Diggers cafe menjadi pilihan pertama saya saat ingin makan dan berkumpul.					
4	Bersedia memberikan informasi-informasi yang baik tentang Diggers cafe kepada orang lain.					
5	Bersedia membeli produk yang ada di Diggers cafe.					
6	Bersedia menjadi pelanggan tetap Diggers cafe					
7	Meyakini bahwa Diggers cafe adalah Cafe terbaik di Bandar Lampung					

Lampiran 1 hasil tabulasi jawaban responden

Experiential Marketing (X)

Sense

X1	X2	X3	X4	X5	X6	total
5	4	5	4	5	3	26
5	2	5	2	2	2	18
5	5	5	5	5	5	30
5	5	4	5	3	5	27
5	4	2	4	4	3	22
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5	5	4	5	5	4	28
5	4	5	4	4	4	26
5	5	5	5	5	5	30
3	3	3	3	3	3	18
5	4	5	4	4	3	25
2	2	2	2	2	2	12
4	3	4	3	3	2	19
3	4	3	4	4	3	21
3	1	3	1	1	1	10
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5	2	4	5	4	5	25
3	2	4	4	3	5	21
3	3	3	4	4	5	22
5	4	2	4	4	4	23
5	4	4	5	5	5	28

5	4	4	5	4	4	26
4	2	5	5	4	5	25
5	3	5	5	3	4	25
3	3	5	5	4	5	25
5	1	3	3	5	5	22
5	2	5	3	4	2	21
5	1	3	1	3	4	17
1	3	4	3	4	1	16
4	3	5	3	4	4	23
3	3	4	5	5	5	25
3	4	2	4	4	5	22
5	4	4	5	5	5	28
1	1	3	3	4	2	14
2	2	3	4	4	1	16
3	3	4	2	3	2	17
2	2	3	3	4	2	16
2	2	4	4	5	1	18
3	3	2	1	3	1	13
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2	4	4	3	4	2	19
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4	1	3	4	4	4	20
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5	4	5	5	4	5	28
4	4	5	5	4	5	27
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5	2	3	5	4	3	22
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4	3	3	3	3	1	17
5	4	5	5	3	4	26
4	4	5	2	2	5	22
5	3	5	3	2	5	23
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4	4	3	4	4	5	24
4	4	5	5	3	5	26
2	4	2	3	4	3	18
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3	1	4	2	3	2	15

3	4	3	3	4	4	21
4	4	4	4	5	3	24
3	4	2	1	3	3	16
4	3	5	5	3	5	25
3	1	4	3	2	5	18
4	1	5	4	2	4	20
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4	3	4	3	4	5	23
5	5	4	5	5	5	29
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4	4	4	4	4	4	24
4	4	5	5	5	4	27
4	3	4	3	4	3	21
2	3	4	4	4	3	20
5	2	4	3	3	4	21
4	4	4	4	4	4	24
4	2	4	4	4	4	22

Feel

X7	X8	X9	X10	X11	X12	total
4	4	4	4	4	5	25
2	2	2	2	2	2	12
5	5	5	5	5	5	30
5	5	5	5	4	5	29
4	3	4	4	4	3	22
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4	4	4	4	4	4	24
5	5	5	5	5	5	30
3	3	3	3	3	3	18
4	4	4	4	4	3	23
2	2	2	2	2	2	12

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4	4	4	4	4	3	23
1	1	1	1	1	1	6
5	5	5	5	5	5	30
3	3	3	3	3	3	18
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4	5	4	4	3	4	24
4	4	4	3	3	4	22
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2	4	3	4	4	4	21
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3	5	5	4	4	3	24
4	4	3	4	4	5	24
3	4	4	4	4	3	22
4	4	4	4	4	4	24
3	3	3	4	3	3	19

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4	4	4	3	4	4	23
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3	3	3	3	3	4	19
4	4	4	4	3	4	23

Think

X13	X14	X15	X16	X17	X18	total
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5	5	5	5	5	5	30
5	4	2	4	4	3	22
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4	4	4	4	4	3	23
5	3	5	3	3	3	22

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5	3	4	3	3	4	22
5	3	4	3	3	4	22
4	4	4	4	4	3	23
4	5	4	3	3	5	24
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5	4	5	4	4	4	26
5	5	5	5	5	5	30
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3	1	3	1	1	1	10
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5	3	5	5	3	4	25
3	3	5	5	4	5	25
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3	4	2	4	4	5	22
5	4	4	5	5	5	28
1	1	3	3	4	2	14
2	2	3	4	4	1	16
3	3	4	2	3	2	17

2	2	3	3	4	2	16
2	2	4	4	5	1	18
3	3	2	1	3	1	13
3	4	4	5	5	5	26
2	4	4	3	4	2	19
4	4	5	4	5	4	26
5	3	5	3	4	5	25
4	1	3	4	4	4	20
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4	3	4	4	5	2	22
5	2	3	5	4	3	22
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2	3	4	4	4	3	20
5	2	4	3	3	4	21

4	4	4	4	4	4	24
4	2	4	4	4	4	22

Act

X19	X20	X21	X22	X23	X24	total
5	5	5	4	5	5	29
2	2	2	2	2	2	12
5	5	5	5	5	5	30
5	5	5	5	5	5	30
3	3	4	4	3	3	20
4	4	3	3	4	4	22
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3	3	3	4	3	3	19
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4	4	4	4	4	4	24
5	5	5	5	5	5	30
3	3	3	3	3	3	18
3	3	4	4	3	3	20
2	2	2	2	2	2	12
2	2	3	3	2	2	14
3	3	4	4	3	3	20
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4	5	4	5	5	4	27

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3	4	4	3	3	3	20

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3	3	3	5	3	4	21
4	3	4	4	4	4	23
3	4	3	3	3	3	19
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4	4	3	3	4	4	22
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5	5	4	4	4	5	27
4	4	4	4	2	4	22
4	4	4	5	3	5	25
5	5	5	4	4	5	28
4	4	3	3	5	4	23
3	5	4	5	4	5	26
3	4	4	4	3	4	22
3	3	3	3	3	4	19
4	4	4	4	3	4	23

Relate

X25	X26	X27	X28	X29	X30	total
5	3	3	3	5	5	24
2	3	3	3	2	2	15
5	4	4	4	5	5	27
5	4	4	4	5	5	27
3	4	4	4	4	4	23
4	3	3	3	3	4	20
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5	4	4	4	5	5	27
2	3	3	3	3	2	16
4	5	4	5	3	3	24
4	3	3	4	3	3	20
4	5	5	5	3	3	25
3	4	4	4	4	4	23
4	5	5	5	3	3	25
4	3	4	4	3	3	21
4	4	4	4	4	4	24
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4	3	3	3	4	4	21
5	5	5	5	5	5	30
3	3	3	3	3	3	18
3	3	3	3	4	4	20
2	3	3	3	2	2	15

2	3	3	3	3	3	17
3	4	4	4	4	4	23
1	4	4	4	1	1	15
5	5	5	5	5	4	29
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5	4	5	4	5	5	28
5	4	4	4	4	4	25
4	4	5	5	4	3	25
4	3	4	4	3	3	21
4	4	4	4	4	3	23
3	4	4	3	4	4	22
4	3	4	3	4	3	21
4	4	5	3	4	4	24
5	3	4	3	3	4	22
4	4	4	4	3	3	22
5	4	3	4	4	3	23
4	5	5	4	3	3	24
3	4	4	5	3	4	23
4	3	4	5	3	4	23
4	4	5	3	4	4	24
4	4	4	5	3	5	25
4	3	4	4	3	3	21
4	3	4	5	5	4	25
4	4	4	5	3	5	25
3	3	4	4	3	4	21
4	4	4	4	4	5	25
4	4	5	3	5	3	24
4	3	3	4	3	4	21
3	5	3	3	3	3	20
4	4	3	5	4	4	24
5	4	3	4	3	4	23
4	5	4	5	4	5	27
4	5	5	4	5	5	28
4	3	4	3	5	4	23
5	4	5	3	5	5	27
3	3	5	3	5	4	23

3	3	5	3	4	3	21
4	5	5	3	4	5	26
4	3	4	5	4	2	22
5	4	5	3	5	3	25
5	4	5	4	4	3	25
5	4	5	3	5	3	25
3	3	4	4	5	3	22
4	5	4	3	4	4	24
2	3	5	4	4	3	21
4	4	4	4	4	3	23
5	5	5	3	5	5	28
4	5	4	3	5	4	25
4	5	5	5	4	5	28
3	3	4	3	4	3	20
4	3	5	2	4	4	22
3	3	5	4	4	3	22
4	4	3	3	4	3	21
4	3	5	4	4	4	24
4	3	4	4	3	3	21
4	5	4	5	4	5	27
3	4	3	4	4	3	21
5	4	5	5	4	4	27
5	5	5	4	4	3	26
3	5	4	4	5	5	26
5	4	3	5	5	4	26
5	5	3	5	4	3	25
5	5	3	4	4	5	26
3	3	3	4	4	4	21
3	5	3	4	4	5	24
5	3	4	4	4	3	23
4	5	4	4	4	5	26
5	5	3	4	4	5	26

Loyalitas Pelanggan (Y)

Y1	Y2	Y3	Y4	Y5	Y6	Y7	total
4	4	5	3	5	5	4	30
4	2	4	4	4	4	4	26
5	5	5	5	5	5	5	35
5	5	5	5	5	5	5	35
4	4	3	3	4	3	3	24
4	5	3	3	4	5	5	29
2	2	2	4	4	4	3	21
5	3	3	4	4	4	4	27

2	4	2	3	5	3	4	23
5	3	5	3	3	4	3	26
4	4	3	4	4	4	5	28
3	4	4	4	3	4	4	26
3	4	3	2	4	3	4	23
3	5	4	3	3	3	4	25
3	4	4	3	4	4	4	26
3	3	3	3	3	3	3	21
4	4	4	4	4	4	4	28
5	4	3	5	5	4	4	30
5	3	3	4	5	5	5	30
5	5	5	5	5	5	5	35
4	3	2	2	3	3	4	21
3	3	2	4	2	3	4	21
3	4	4	4	3	2	3	23
2	2	3	3	3	3	3	19
4	2	4	2	2	2	4	20
1	2	2	4	2	3	3	17
4	5	5	5	4	3	4	30
5	5	4	4	4	4	4	30
3	5	5	5	1	5	5	29
5	4	4	3	4	4	5	29
4	4	5	3	5	5	4	30
4	2	4	4	4	4	4	26
5	5	5	5	5	5	5	35
5	5	5	5	5	5	5	35
4	4	3	3	4	3	3	24
4	5	3	3	4	5	5	29
2	2	2	4	4	4	3	21
5	3	3	4	4	4	4	27
2	4	2	3	5	3	4	23
1	3	5	3	3	4	3	22
4	4	3	4	4	4	5	28
3	4	4	4	3	4	4	26
3	4	3	2	4	3	4	23
4	4	4	3	4	4	4	27
5	3	2	3	4	4	4	25
2	3	4	3	3	3	4	22
5	5	4	4	4	4	5	31
5	4	3	5	5	4	4	30
5	3	3	4	5	5	5	30
5	5	5	5	5	5	5	35
4	3	2	2	3	3	4	21
3	3	2	4	2	3	4	21
3	4	4	4	3	2	3	23

2	2	3	3	3	3	3	19
4	2	4	2	2	2	4	20
1	2	2	4	2	3	3	17
4	5	5	5	4	3	4	30
5	5	4	4	4	4	4	30
3	5	5	5	1	5	5	29
5	4	4	3	4	4	5	29
3	3	4	4	4	4	3	25
5	5	5	5	4	4	4	32
5	5	5	5	5	5	4	34
4	4	4	4	4	5	4	29
3	2	4	4	3	3	3	22
4	4	4	5	3	2	5	27
4	3	4	4	3	3	3	24
4	4	4	5	3	4	3	27
3	3	4	5	3	2	4	24
4	4	4	4	4	3	3	26
3	4	4	5	4	3	3	26
4	3	4	5	3	2	4	25
4	4	5	5	4	3	3	28
3	2	3	4	3	3	4	22
3	4	5	5	4	3	3	27
4	3	5	5	3	4	3	27
3	3	4	5	4	4	3	26
5	4	5	5	3	3	5	30
3	3	3	4	3	3	4	23
3	3	4	5	2	2	3	22
3	4	5	5	4	4	5	30
3	3	4	4	3	4	3	24
3	3	4	5	3	3	3	24
3	3	4	4	4	4	3	25
5	4	4	5	2	3	3	26
4	4	3	4	3	3	4	25
3	2	4	4	3	3	2	21
4	3	4	3	3	3	4	24
4	3	3	4	2	3	2	21
4	3	4	4	2	3	4	24
4	4	5	5	3	4	3	28
3	2	4	5	3	4	3	24
3	3	4	4	4	3	4	25
5	3	3	4	2	4	4	25
3	3	3	3	2	3	2	19
3	3	4	5	3	3	4	25
3	3	4	5	4	3	2	24
3	3	5	5	5	3	4	28

3	3	4	3	4	3	2	22
3	4	4	4	3	2	3	23

Lampiran 2 Hasil Jawaban Responden

Hasil Jawaban Responden Berdasarkan Usia

usia				
	Frequency	Percent	Valid Percent	Cumulative Percent
	19-23	14	14,0	14,0
	24-28	60	60,0	74,0
Valid	29-33	21	21,0	95,0
	>33	5	5,0	100,0
	Total	100	100,0	100,0

Hasil Jawaban Responden Berdasarkan Jenis Kelamin

Jenis Kelamin				
	Frequency	Percent	Valid Percent	Cumulative Percent
	laki-laki	39	39,0	39,0
Valid	perempuan	61	61,0	100,0
	Total	100	100,0	100,0

Hasil Jawaban Responden Berdasarkan Pekerjaan

Pekerjaan				
	Frequency	Percent	Valid Percent	Cumulative Percent
	Pegawai Negeri	2	2,0	2,0
	Swasta	31	31,0	33,0
Valid	Wiraswasta	40	40,0	73,0
	Mahasiswa/i	27	27,0	100,0
	Total	100	100,0	100,0

Hasil Jawaban Responden Berdasarkan Frekuensi Kunjungan

Frekuensi Kunjungan

	Frequency	Percent	Valid Percent	Cumulative Percent
2 kali	31	31,0	31,0	31,0
3 kali	32	32,0	32,0	63,0
Valid 4 kali	18	18,0	18,0	81,0
>4	19	19,0	19,0	100,0
Total	100	100,0	100,0	

Lampiran 3 Hasil Jawaban Responden

Deskripsi Jawaban Responden Experiential Marketing (X)

sense 1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2,0	2,0	2,0
2	8	8,0	8,0	10,0
Valid 3	19	19,0	19,0	29,0
4	34	34,0	34,0	63,0
5	37	37,0	37,0	100,0
Total	100	100,0	100,0	

sense 2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	9	9,0	9,0	9,0
2	17	17,0	17,0	26,0
Valid 3	32	32,0	32,0	58,0
4	34	34,0	34,0	92,0
5	8	8,0	8,0	100,0
Total	100	100,0	100,0	

sense 3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	10	10,0	10,0	10,0
3	18	18,0	18,0	28,0
Valid 4	42	42,0	42,0	70,0
5	30	30,0	30,0	100,0
Total	100	100,0	100,0	

sense 4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	5,0	5,0	5,0
2	6	6,0	6,0	11,0
Valid 3	34	34,0	34,0	45,0
4	29	29,0	29,0	74,0
5	26	26,0	26,0	100,0
Total	100	100,0	100,0	

sense 5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2,0	2,0	2,0
2	8	8,0	8,0	10,0
Valid 3	28	28,0	28,0	38,0
4	42	42,0	42,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

sense 6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	7	7,0	7,0	7,0
2	11	11,0	11,0	18,0
Valid 3	15	15,0	15,0	33,0
4	31	31,0	31,0	64,0
5	36	36,0	36,0	100,0
Total	100	100,0	100,0	

feel 1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1,0	1,0	1,0
2	4	4,0	4,0	5,0
3	29	29,0	29,0	34,0
4	41	41,0	41,0	75,0
5	25	25,0	25,0	100,0
Total	100	100,0	100,0	

feel 2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1,0	1,0	1,0
2	3	3,0	3,0	4,0
3	31	31,0	31,0	35,0
4	38	38,0	38,0	73,0
5	27	27,0	27,0	100,0
Total	100	100,0	100,0	

feel 3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1,0	1,0	1,0
2	4	4,0	4,0	5,0
3	31	31,0	31,0	36,0
4	49	49,0	49,0	85,0
5	15	15,0	15,0	100,0
Total	100	100,0	100,0	

feel 4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1,0	1,0	1,0
2	4	4,0	4,0	5,0
3	27	27,0	27,0	32,0
4	54	54,0	54,0	86,0
5	14	14,0	14,0	100,0
Total	100	100,0	100,0	

feel 5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2,0	2,0	2,0
2	7	7,0	7,0	9,0
3	38	38,0	38,0	47,0
4	42	42,0	42,0	89,0
5	11	11,0	11,0	100,0
Total	100	100,0	100,0	

feel 6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1,0	1,0	1,0
2	5	5,0	5,0	6,0
3	24	24,0	24,0	30,0
4	50	50,0	50,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

think 1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2,0	2,0	2,0
2	8	8,0	8,0	10,0
3	20	20,0	20,0	30,0
4	34	34,0	34,0	64,0
5	36	36,0	36,0	100,0
Total	100	100,0	100,0	

think 2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	9	9,0	9,0	9,0
2	16	16,0	16,0	25,0
3	33	33,0	33,0	58,0
4	34	34,0	34,0	92,0
5	8	8,0	8,0	100,0
Total	100	100,0	100,0	

think 3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	10	10,0	10,0	10,0
3	18	18,0	18,0	28,0
Valid 4	42	42,0	42,0	70,0
5	30	30,0	30,0	100,0
Total	100	100,0	100,0	

think 4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	5,0	5,0	5,0
2	5	5,0	5,0	10,0
Valid 3	35	35,0	35,0	45,0
4	29	29,0	29,0	74,0
5	26	26,0	26,0	100,0
Total	100	100,0	100,0	

think 5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2,0	2,0	2,0
2	9	9,0	9,0	11,0
Valid 3	26	26,0	26,0	37,0
4	42	42,0	42,0	79,0
5	21	21,0	21,0	100,0
Total	100	100,0	100,0	

think 6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	7	7,0	7,0	7,0
2	11	11,0	11,0	18,0
Valid 3	14	14,0	14,0	32,0
4	31	31,0	31,0	63,0
5	37	37,0	37,0	100,0
Total	100	100,0	100,0	

act 1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	5	5,0	5,0	6,0
3	30	30,0	30,0	36,0
4	40	40,0	40,0	76,0
5	24	24,0	24,0	100,0
Total	100	100,0	100,0	

act 2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	4	4,0	4,0	5,0
3	27	27,0	27,0	32,0
4	40	40,0	40,0	72,0
5	28	28,0	28,0	100,0
Total	100	100,0	100,0	

act 3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	4	4,0	4,0	5,0
3	30	30,0	30,0	35,0
4	49	49,0	49,0	84,0
5	16	16,0	16,0	100,0
Total	100	100,0	100,0	

act 4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	3	3,0	3,0	4,0
3	26	26,0	26,0	30,0
4	56	56,0	56,0	86,0
5	14	14,0	14,0	100,0
Total	100	100,0	100,0	

act 5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2,0	2,0	2,0
2	7	7,0	7,0	9,0
3	37	37,0	37,0	46,0
4	40	40,0	40,0	86,0
5	14	14,0	14,0	100,0
Total	100	100,0	100,0	

act 6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	5	5,0	5,0	6,0
3	26	26,0	26,0	32,0
4	48	48,0	48,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

relate 1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	5	5,0	5,0	6,0
3	23	23,0	23,0	29,0
4	46	46,0	46,0	75,0
5	25	25,0	25,0	100,0
Total	100	100,0	100,0	

relate 2

	Frequency	Percent	Valid Percent	Cumulative Percent
3	36	36,0	36,0	36,0
4	41	41,0	41,0	77,0
5	23	23,0	23,0	100,0
Total	100	100,0	100,0	

relate 3

	Frequency	Percent	Valid Percent	Cumulative Percent
3	26	26,0	26,0	26,0
4	47	47,0	47,0	73,0
5	27	27,0	27,0	100,0
Total	100	100,0	100,0	

relate 4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	30	30,0	30,0	31,0
4	50	50,0	50,0	81,0
5	19	19,0	19,0	100,0
Total	100	100,0	100,0	

relate 5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	2	2,0	2,0	3,0
3	28	28,0	28,0	31,0
4	46	46,0	46,0	77,0
5	23	23,0	23,0	100,0
Total	100	100,0	100,0	

relate 6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	4	4,0	4,0	5,0
3	37	37,0	37,0	42,0
4	35	35,0	35,0	77,0
5	23	23,0	23,0	100,0
Total	100	100,0	100,0	

Deskripsi Jawaban Responden Loyalitas Pelanggan (Y)

loyal 1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3,0	3,0	3,0
2	7	7,0	7,0	10,0
Valid 3	35	35,0	35,0	45,0
4	31	31,0	31,0	76,0
5	24	24,0	24,0	100,0
Total	100	100,0	100,0	

loyal 2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	14	14,0	14,0	14,0
3	34	34,0	34,0	48,0
Valid 4	34	34,0	34,0	82,0
5	18	18,0	18,0	100,0
Total	100	100,0	100,0	

loyal 3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	11	11,0	11,0	11,0
3	23	23,0	23,0	34,0
Valid 4	43	43,0	43,0	77,0
5	23	23,0	23,0	100,0
Total	100	100,0	100,0	

loyal 4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6,0	6,0	6,0
3	23	23,0	23,0	29,0
Valid 4	38	38,0	38,0	67,0
5	33	33,0	33,0	100,0
Total	100	100,0	100,0	

loyal 5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2,0	2,0	2,0
2	12	12,0	12,0	14,0
3	32	32,0	32,0	46,0
4	38	38,0	38,0	84,0
5	16	16,0	16,0	100,0
Total	100	100,0	100,0	

loyal 6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	9	9,0	9,0	9,0
3	41	41,0	41,0	50,0
4	34	34,0	34,0	84,0
5	16	16,0	16,0	100,0
Total	100	100,0	100,0	

loyal 7

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5,0	5,0	5,0
3	31	31,0	31,0	36,0
4	44	44,0	44,0	80,0
5	20	20,0	20,0	100,0
Total	100	100,0	100,0	

Lampiran 4 Hasil Uji Validitas

Hasil Uji Validitas Experiential Marketing (X)

Correlations

		Total_x
sense 1	Pearson Correlation	,492**
	Sig. (2-tailed)	0,006
	N	30
sense 2	Pearson Correlation	,945**
	Sig. (2-tailed)	,000
	N	30
sense 3	Pearson Correlation	,389*
	Sig. (2-tailed)	,034
	N	30
sense 4	Pearson Correlation	,939**
	Sig. (2-tailed)	,000
	N	30
sense 5	Pearson Correlation	,881**
	Sig. (2-tailed)	,000
	N	30
sense 6	Pearson Correlation	,814**
	Sig. (2-tailed)	,000
	N	30
feel 1	Pearson Correlation	,913**
	Sig. (2-tailed)	,000
	N	30
feel 2	Pearson Correlation	,931**
	Sig. (2-tailed)	,000
	N	30
feel 3	Pearson Correlation	,935**
	Sig. (2-tailed)	,000
	N	30
feel 4	Pearson Correlation	,917**
	Sig. (2-tailed)	,000
	N	30
feel 5	Pearson Correlation	,920**
	Sig. (2-tailed)	,000
	N	30
feel 6	Pearson Correlation	,899**
	Sig. (2-tailed)	,000
	N	30
think 1	Pearson Correlation	,505**

	Sig. (2-tailed)	,004
	N	30
think 2	Pearson Correlation	,932**
	Sig. (2-tailed)	,000
	N	30
think 3	Pearson Correlation	,487**
	Sig. (2-tailed)	,006
	N	30
think 4	Pearson Correlation	,927**
	Sig. (2-tailed)	,000
	N	30
think 5	Pearson Correlation	,915**
	Sig. (2-tailed)	,000
	N	30
think 6	Pearson Correlation	,843**
	Sig. (2-tailed)	,000
	N	30
act 1	Pearson Correlation	,891**
	Sig. (2-tailed)	,000
	N	30
act 2	Pearson Correlation	,902**
	Sig. (2-tailed)	,000
	N	30
act 3	Pearson Correlation	,955**
	Sig. (2-tailed)	,000
	N	30
act 4	Pearson Correlation	,923**
	Sig. (2-tailed)	,000
	N	30
act 5	Pearson Correlation	,878**
	Sig. (2-tailed)	,000
	N	30
act 6	Pearson Correlation	,869**
	Sig. (2-tailed)	,000
	N	30
relate 1	Pearson Correlation	,912**
	Sig. (2-tailed)	,000
	N	30
relate 2	Pearson Correlation	,456*
	Sig. (2-tailed)	,011
	N	30
relate 3	Pearson Correlation	,474**
	Sig. (2-tailed)	,008
	N	30
relate 4	Pearson Correlation	,448*

Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
N	30	30	30	30	30	30	30	30

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

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

Lampiran 5 Hasil Uji Reabilitas

Hasil Uji Reabilitas Variabel Experiential Marketing (X)

Reliability Statistics

Cronbach's Alpha	N of Items
,884	5

Hasil Uji Reabilitas Variabel Loyalitas Pelanggan (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
,821	7

Lampiran 6 Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Total_x	Total_y
N		100	100
Normal Parameters ^{a,b}	Mean	202,37	25,88
	Std. Deviation	29,708	4,166
	Absolute	,114	,079
Most Extreme Differences	Positive	,095	,079
	Negative	-,114	-,053
Kolmogorov-Smirnov Z		1,135	,785
Asymp. Sig. (2-tailed)		,152	,569

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 7 Hasil Uji Linieritas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total_y * Total_x	Between Groups	(Combined)	1095,843	58	18,894	1,244	,232
		Linearity	317,805	1	317,805	20,924	,000
		Deviation from Linearity	778,039	57	13,650	,899	,649
	Within Groups		622,717	41	15,188		
	Total		1718,560	99			

Lampiran 8 Hasil Uji Regresi Linier Sederhana

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,675	2,616		5,228	,000
	Total_x	,060	,013	,430	4,715	,000

a. Dependent Variable: Total_y

Lampiran 9 Hasil Uji Hipotesis

Hasil Uji t

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	13,675	2,616		5,228	,000
Total_x	,060	,013	,430	4,715	,000

a. Dependent Variable: Total_y