

# LAMPIRAN

## LAMPIRAN I

### KUESIONER PENELITIAN

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Perihal : Mohon bantuan pengisian Kuesioner

Kepada Yth :

Bapak/ Ibu, Saudara/ i

Di tempat

Dengan Hormat,

Dalam rangka penyusunan Skripsi sebagai salah satu syarat kelulusan program Strata 1 Manajemen di Program Studi Manajemen IIB Darmajaya, Saya :

Nama : Anggraini

NPM : 1612110028

Sedang melakukan penelitian yang berjudul **PENGARUH IMPLEMENTASI *EXPERIENTIAL MARKETING* TERHADAP MINAT KUNJUNG ULANG WISATAWAN DI TAMAN WISATA LEMBAH HIJAU** . Oleh karena itu saya mohon kesediaan bapak/ibu,saudara/i untuk mengisi kusioner di bawah ini dengan jujur dan benar. Data atau informasi yang terkumpul akan saya jaga kerahasiaanya dan di gunakan hanya untuk kepentingan penyusunan skripsi ini semata. Atas perhatian bapak/ibu, saudara/i saya ucapkan terima kasih.

Bandar Lampung, Januari 2020

Peneliti

ANGGRAINI  
1612110028

## DAFTAR PERTANYAAN

### A. PETUNJUK PENGISIAN

1. Bacalah dengan teliti dan pahami terlebih dahulu pertanyaan yang di ajukan serta pilihlah satu jawaban yang paling sesuai.
2. Jawablah masing-masing pertanyaan dengan jujur sesuai dengan apa yang anda rasakan dan wajib mengisi semua pertanyaan.
3. Berikan tanda (  $\surd$  ) pada kotak untuk masing –masing pertanyaan dengan jujur sesuai dengan apa yang anda rasakan.

### B. IDENTITAS RESPONDEN

1. Nama :
2. Pernah berkunjung ke obyek wisata Lembah Hijau minimal 2 kali : YA   
TIDAK
3. Jenis Kelamin:  Laki –laki  Perempuan
4. Usia : 17-25 tahun  26-35 tahun  36-45 tahun
5. Domisili : Bandar Lampung  Luar Bandar Lampung
6. Penghasilan : 1 – 2 Juta  3 – 4 Juta   
5 Juta  > 5 Juta
7. Pekerjaan : Pelajar/Mahasiswa   
Wiraswasta   
PNS   
Buruh   
Karyawan

Jawablah pertanyaan di bawah ini dengan menggunakan tanda ( √ ) pada jawaban yang telah disediakan.

SS = Sangat Setuju → 5

S = Setuju → 4

N = Netral → 3

KS = Kurang Setuju → 2

TS = Tidak setuju → 1

### **EXPERIENTIAL MARKETING (X)**

#### **SENSE**

NO	Pernyataan	SS	S	N	KS	TS
		5	4	3	2	1
1	Desain tempat dan fasilitas di dalam obyek wisata Lembah Hijau yang unik dan lengkap.					
2	Suasana di dalam obyek wisata Lembah Hijau yang asri.					
3	Musik yang diputar sudah tepat dalam menemani pengunjung.					
4	Seragam yang dikenakan karyawan, rapi dan bersih.					

#### **FEEL**

NO	Pernyataan	SS	S	N	KS	TS
		5	4	3	2	1
5	Varian wahana yang beragam					
6	Pelayanan yang diberikan oleh karyawan Lembah Hijau cepat dan tepat.					
7	Karyawan Lembah Hijau ramah dan sopan.					
8	Kebersihan terjaga dengan baik.					

**THINK**

NO	Pernyataan	SS	S	N	KS	TS
		5	4	3	2	1
9	Obyek wisata Lembah Hijau menghasilkan wahana yang baru dari harapan pengunjung.					
10	Wahana yang beragam membangkitkan rasa ingin tahu.					
11	Merasa dihargai					
12	Dapat menjadi <i>recommended place</i>					

**ACT**

NO	Pernyataan	SS	S	N	KS	TS
		5	4	3	2	1
13	Berkunjung karena bagian dari gaya hidup.					
14	Tertarik dengan konsep keunikan yang ditawarkan.					
15	Ingin berbagi pengalaman dengan orang-orang terdekat.					
16	Terletak dikawasan strategis					

**RELATE**

NO	Pernyataan	SS	S	N	KS	TS
		5	4	3	2	1
17	Dapat menjadi tempat berkumpul dengan keluarga.					
18	Dengan pertalian yang erat antara karyawan dan pengunjung, pengunjung merasa diterima dan bangga menjadi bagian dari Lembah Hijau.					
19	Dapat menjadi saran berkumpul dengan orang-orang terdekat.					
20	Apakah pengunjung mengunjungi obyek wisata Lembah Hijau atas rekomendasi orang lain.					

**REVISIT INTENTION (Y)**

NO	Pernyataan	SS	S	N	KS	TS
		5	4	3	2	1
21	Pengalaman yang konsumen dapatkan bersama obyek wisata Lembah Hijau, pengunjung berminat mengunjungi ulang obyek wisata Lembah Hijau.					
22	Membeli untuk teman dan keluarga.					
23	Berkeinginan kembali mengunjungi lagi dengan sengaja.					
24	Pengunjung mereferensikan ke relasi atau kerabat untuk melakukan kunjungan ke obyek wisata Lembah Hijau pada masa mendatang.					

## LAMPIRAN II

### HASIL JAWABAN RESPONDEN

Kuisisioner X1 Sense						Kuisisioner X2 Feel				
N	1	2	3	4	SUM	1	2	3	4	SUM
1	4	2	3	4	13	4	5	5	4	18
2	4	4	4	2	14	4	4	5	4	17
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6	2	4	4	2	12	2	3	5	5	15
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10	2	4	4	2	12	2	3	3	3	11
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18	2	2	2	3	9	4	4	3	4	15
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25	3	2	2	4	11	4	4	1	3	12
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29	5	2	5	4	16	4	3	2	4	13
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33	3	1	3	4	11	4	4	2	3	13
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36	3	3	2	5	13	4	5	5	5	19
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41	3	1	4	3	11	4	3	5	5	17
42	5	1	5	4	15	4	3	4	4	15
43	4	2	3	3	12	4	5	5	4	18
44	4	2	1	3	10	4	4	4	2	14
45	4	3	2	5	14	3	3	3	2	11
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Kuisiner X3 Think					Kuisiner X4 Act				
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4	4	2	5	15	3	3	3	3	12
4	4	4	5	17	5	4	4	5	18
3	3	3	3	12	3	5	4	4	16
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4	4	4	4	16	4	5	5	5	19
3	3	3	3	12	4	4	4	4	16
4	3	3	3	13	5	5	5	5	20
3	4	4	4	15	4	4	4	4	16
3	4	3	4	14	5	5	4	4	18
3	4	4	4	15	4	3	4	4	15
4	5	5	4	18	4	3	3	3	13

Kuisisioner X5 Relate					Kuisisioner Y				
1	2	3	4	SUM	1	2	3	4	SUM
5	5	5	5	20	5	4	5	5	19
4	5	5	4	18	4	4	4	5	17
4	3	5	2	14	4	4	3	4	15
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3	4	5	4	16	4	3	4	4	15
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4	3	5	4	16	4	3	4	5	16
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4	4	4	4	16	4	4	4	3	15

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3	5	5	5	18	4	4	4	3	15
3	4	4	4	15	4	4	4	4	16
5	5	4	4	18	4	4	4	3	15
4	4	2	4	14	3	5	4	4	16
3	3	3	2	11	4	3	3	3	13
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5	4	4	4	17	4	4	4	3	15
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3	3	4	4	14	5	4	4	4	17
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4	5	4	4	17	4	4	4	4	16
4	3	4	4	15	3	3	4	3	13



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4	4	3	4	15	5	4	4	4	17
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5	4	4	4	17	3	3	4	4	14
4	4	3	4	15	4	4	5	3	16
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4	5	4	4	17	4	5	4	4	17
5	5	4	4	18	4	5	4	4	17
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4	4	4	4	16	4	5	4	4	17
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5	5	4	5	19	5	5	5	5	20
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5	5	5	5	20	4	5	4	5	18
5	5	5	5	20	5	5	5	5	20
5	5	5	5	20	5	5	4	5	19
4	4	2	4	14	5	5	4	5	19
3	3	3	2	11	5	5	3	5	18
4	3	3	2	12	5	5	3	5	18
5	5	5	5	20	5	5	5	5	20
5	5	5	5	20	5	5	4	5	19
3	5	5	5	18	5	5	4	5	19
3	4	4	5	16	5	5	4	5	19
3	3	3	5	14	5	5	3	5	18
5	5	5	5	20	5	5	4	5	19
5	5	4	5	19	5	5	5	5	20
4	5	4	5	18	5	5	4	5	19
4	3	3	5	15	5	5	3	5	18

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5	5	5	5	20	5	4	5	5	19
5	5	5	5	20	5	4	5	5	19
4	4	4	5	17	5	4	5	5	19
3	3	3	5	14	5	3	5	5	18
4	4	5	5	18	5	4	5	5	19
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4	4	3	5	16	5	4	5	5	19
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4	4	5	5	18	4	4	5	4	17
5	4	4	5	18	3	3	5	4	15
5	5	5	5	20	5	5	5	5	20
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5	5	5	5	20	4	4	5	4	17
4	4	4	4	16	4	4	5	4	17
3	3	3	3	12	4	4	5	2	15
4	4	4	4	16	4	4	5	4	17
4	4	5	4	17	5	5	5	5	20
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3	4	3	4	14	3	4	4	4	15
3	3	3	2	11	4	3	3	3	13
4	4	5	4	17	4	4	2	4	14
5	4	4	4	17	3	3	4	4	14
5	5	5	5	20	5	5	5	5	20

## LAMPIRAN III

### DISTRIBUSI FREKUENSI RESPONDEN

#### JENIS KELAMIN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki Laki	60	40.0	40.0	40.0
	Perempuan	90	60.0	60.0	100.0
	Total	150	100.0	100.0	

#### PERNAH BERKUNJUNG

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ya	150	100.0	100.0	100.0

#### USIA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-25	55	36.7	36.7	36.7
	26-35	52	34.7	34.7	71.3
	3	43	28.7	28.7	100.0
	Total	150	100.0	100.0	

#### PENGHASILAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 Juta	53	35.3	35.3	35.3
	3-4 Juta	47	31.3	31.3	66.7
	5 Juta	20	13.3	13.3	80.0
	>3-4 Juta	30	20.0	20.0	100.0
	Total	150	100.0	100.0	

**PEKERJAAN**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/Mahasiswa	50	33.3	33.3	33.3
	Wiraswasta	21	14.0	14.0	47.3
	PNS	35	23.3	23.3	70.7
	Buruh	24	16.0	16.0	86.7
	Karyawn	20	13.3	13.3	100.0
	Total	150	100.0	100.0	

**PENGHASILAN**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 Juta	53	35.3	35.3	35.3
	3-4 Juta	47	31.3	31.3	66.7
	5 Juta	20	13.3	13.3	80.0
	>3-4 Juta	30	20.0	20.0	100.0
	Total	150	100.0	100.0	

**DOMISILI**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bandar Lampung	47	31.3	31.3	31.3
	Luar Bandar Lampung	103	68.7	68.7	100.0
	Total	150	100.0	100.0	

## LAMPIRAN IV

### FREKUENSI JAWABAN RESPONDEN

**X1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	6.7	6.7	6.7
	2	24	16.0	16.0	22.7
	3	39	26.0	26.0	48.7
	4	50	33.3	33.3	82.0
	5	27	18.0	18.0	100.0
	Total	150	100.0	100.0	

**X1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	18	12.0	12.0	12.0
	2	43	28.7	28.7	40.7
	3	26	17.3	17.3	58.0
	4	39	26.0	26.0	84.0
	5	24	16.0	16.0	100.0
	Total	150	100.0	100.0	

**X1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	12	8.0	8.0	8.0
	2	51	34.0	34.0	42.0
	3	34	22.7	22.7	64.7
	4	35	23.3	23.3	88.0
	5	18	12.0	12.0	100.0
	Total	150	100.0	100.0	

**X1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	9	6.0	6.0	6.0
	2	43	28.7	28.7	34.7
	3	41	27.3	27.3	62.0
	4	35	23.3	23.3	85.3
	5	22	14.7	14.7	100.0
	Total	150	100.0	100.0	

**X2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.0	2.0	2.0
	2	9	6.0	6.0	8.0
	3	31	20.7	20.7	28.7
	4	88	58.7	58.7	87.3
	5	19	12.7	12.7	100.0
	Total	150	100.0	100.0	

**X2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.0	2.0	2.0
	2	7	4.7	4.7	6.7
	3	32	21.3	21.3	28.0
	4	62	41.3	41.3	69.3
	5	46	30.7	30.7	100.0
	Total	150	100.0	100.0	

**X2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	4.0	4.0	4.0
	2	14	9.3	9.3	13.3
	3	32	21.3	21.3	34.7
	4	54	36.0	36.0	70.7
	5	44	29.3	29.3	100.0
	Total	150	100.0	100.0	

**X2.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.0	2.0	2.0
	2	10	6.7	6.7	8.7
	3	33	22.0	22.0	30.7
	4	63	42.0	42.0	72.7
	5	41	27.3	27.3	100.0
	Total	150	100.0	100.0	

**X3.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	4.0	4.0	4.0
	3	38	25.3	25.3	29.3
	4	92	61.3	61.3	90.7
	5	14	9.3	9.3	100.0
	Total	150	100.0	100.0	

**X3.2**

		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	2	7	4.7	4.7	4.7
	3	31	20.7	20.7	25.3
	4	67	44.7	44.7	70.0
	5	45	30.0	30.0	100.0
Total		150	100.0	100.0	

**X3.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.3	1.3	1.3
	3	34	22.7	22.7	24.0
	4	55	36.7	36.7	60.7
	5	59	39.3	39.3	100.0
Total		150	100.0	100.0	

**X3.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	14	9.3	9.3	9.3
	3	33	22.0	22.0	31.3
	4	70	46.7	46.7	78.0
	5	33	22.0	22.0	100.0
Total		150	100.0	100.0	

**X4.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	2	7	4.7	4.7	5.3
	3	22	14.7	14.7	20.0
	4	87	58.0	58.0	78.0



	5	33	22.0	22.0	100.0
	Total	150	100.0	100.0	

**X4.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	4.0	4.0	4.0
	3	31	20.7	20.7	24.7
	4	48	32.0	32.0	56.7
	5	65	43.3	43.3	100.0
	Total	150	100.0	100.0	

**X4.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	2.0	2.0	2.0
	3	22	14.7	14.7	16.7
	4	65	43.3	43.3	60.0
	5	60	40.0	40.0	100.0
	Total	150	100.0	100.0	

**X4.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	4.7	4.7	4.7
	3	26	17.3	17.3	22.0
	4	67	44.7	44.7	66.7
	5	50	33.3	33.3	100.0
	Total	150	100.0	100.0	

**X5.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	31	20.7	20.7	20.7
	4	69	46.0	46.0	66.7
	5	50	33.3	33.3	100.0
	Total	150	100.0	100.0	

**X5.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	39	26.0	26.0	26.0
	4	55	36.7	36.7	62.7
	5	56	37.3	37.3	100.0
	Total	150	100.0	100.0	

**X5.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	2.7	2.7	2.7
	3	40	26.7	26.7	29.3
	4	48	32.0	32.0	61.3
	5	58	38.7	38.7	100.0
	Total	150	100.0	100.0	

**X5.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	7.3	7.3	7.3
	3	8	5.3	5.3	12.7
	4	81	54.0	54.0	66.7

	5	50	33.3	33.3	100.0
	Total	150	100.0	100.0	

**Y1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	2.7	2.7	2.7
	3	27	18.0	18.0	20.7
	4	72	48.0	48.0	68.7
	5	47	31.3	31.3	100.0
	Total	150	100.0	100.0	

**Y1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.7	.7	.7
	3	39	26.0	26.0	26.7
	4	70	46.7	46.7	73.3
	5	40	26.7	26.7	100.0
	Total	150	100.0	100.0	

**Y1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.3	1.3	1.3
	3	21	14.0	14.0	15.3
	4	84	56.0	56.0	71.3
	5	43	28.7	28.7	100.0
	Total	150	100.0	100.0	

Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	2.7	2.7	2.7
	3	25	16.7	16.7	19.3
	4	78	52.0	52.0	71.3
	5	43	28.7	28.7	100.0
	Total	150	100.0	100.0	

## LAMPIRAN V

### UJI VALIDITAS

Correlations

		X1.1	X1.2	X1.3	X1.4	TOTALX1
X1.1	Pearson Correlation	1	.407 <sup>*</sup>	.188	.335	.682 <sup>**</sup>
	Sig. (2-tailed)		.025	.319	.071	.000
	N	30	30	30	30	30
X1.2	Pearson Correlation	.407 <sup>*</sup>	1	.305	.331	.701 <sup>**</sup>
	Sig. (2-tailed)	.025		.101	.074	.000
	N	30	30	30	30	30
X1.3	Pearson Correlation	.188	.305	1	.429 <sup>*</sup>	.686 <sup>**</sup>
	Sig. (2-tailed)	.319	.101		.018	.000
	N	30	30	30	30	30
X1.4	Pearson Correlation	.335	.331	.429 <sup>*</sup>	1	.756 <sup>**</sup>
	Sig. (2-tailed)	.071	.074	.018		.000
	N	30	30	30	30	30
TOTALX1	Pearson Correlation	.682 <sup>**</sup>	.701 <sup>**</sup>	.686 <sup>**</sup>	.756 <sup>**</sup>	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

**Correlations**

		X1.1	X1.2	X1.3	X1.4	TOTALX1
X1.1	Pearson Correlation	1	.407 <sup>*</sup>	.188	.335	.682 <sup>**</sup>
	Sig. (2-tailed)		.025	.319	.071	.000
	N	30	30	30	30	30
X1.2	Pearson Correlation	.407 <sup>*</sup>	1	.305	.331	.701 <sup>**</sup>
	Sig. (2-tailed)	.025		.101	.074	.000
	N	30	30	30	30	30
X1.3	Pearson Correlation	.188	.305	1	.429 <sup>*</sup>	.686 <sup>**</sup>
	Sig. (2-tailed)	.319	.101		.018	.000
	N	30	30	30	30	30
X1.4	Pearson Correlation	.335	.331	.429 <sup>*</sup>	1	.756 <sup>**</sup>
	Sig. (2-tailed)	.071	.074	.018		.000
	N	30	30	30	30	30
TOTALX1	Pearson Correlation	.682 <sup>**</sup>	.701 <sup>**</sup>	.686 <sup>**</sup>	.756 <sup>**</sup>	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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).

**Correlations**

		X2.1	X2.2	X2.3	X2.4	X2
X2.1	Pearson Correlation	1	.081	.061	-.166	.505 <sup>**</sup>
	Sig. (2-tailed)		.671	.750	.381	.004
	N	30	30	30	30	30
X2.2	Pearson Correlation	.081	1	-.041	-.016	.388 <sup>*</sup>
	Sig. (2-tailed)	.671		.828	.935	.034
	N	30	30	30	30	30
X2.3	Pearson Correlation	.061	-.041	1	.389 <sup>*</sup>	.706 <sup>**</sup>
	Sig. (2-tailed)	.750	.828		.034	.000
	N	30	30	30	30	30

X2.4	Pearson Correlation	-.166	-.016	.389*	1	.533**
	Sig. (2-tailed)	.381	.935	.034		.002
	N	30	30	30	30	30
X2	Pearson Correlation	.505**	.388*	.706**	.533**	1
	Sig. (2-tailed)	.004	.034	.000	.002	
	N	30	30	30	30	30

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

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

### Correlations

		X3.1	X3.2	X3.3	X3.4	SUMX3
X3.1	Pearson Correlation	1	.199	.269	.064	.627**
	Sig. (2-tailed)		.291	.151	.736	.000
	N	30	30	30	30	30
X3.2	Pearson Correlation	.199	1	.210	-.161	.406*
	Sig. (2-tailed)	.291		.265	.395	.026
	N	30	30	30	30	30
X3.3	Pearson Correlation	.269	.210	1	.159	.768**
	Sig. (2-tailed)	.151	.265		.400	.000
	N	30	30	30	30	30
X3.4	Pearson Correlation	.064	-.161	.159	1	.509**
	Sig. (2-tailed)	.736	.395	.400		.004
	N	30	30	30	30	30
SUMX3	Pearson Correlation	.627**	.406*	.768**	.509**	1
	Sig. (2-tailed)	.000	.026	.000	.004	
	N	30	30	30	30	30

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

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

**Correlations**

		X4.1	X4.2	X4.3	X4.4	SUMX4
X4.1	Pearson Correlation	1	.343	.095	.173	.625**
	Sig. (2-tailed)		.064	.618	.362	.000
	N	30	30	30	30	30
X4.2	Pearson Correlation	.343	1	.170	.112	.590**
	Sig. (2-tailed)	.064		.369	.557	.001
	N	30	30	30	30	30
X4.3	Pearson Correlation	.095	.170	1	.121	.610**
	Sig. (2-tailed)	.618	.369		.523	.000
	N	30	30	30	30	30
X4.4	Pearson Correlation	.173	.112	.121	1	.617**
	Sig. (2-tailed)	.362	.557	.523		.000
	N	30	30	30	30	30
SUMX4	Pearson Correlation	.625**	.590**	.610**	.617**	1
	Sig. (2-tailed)	.000	.001	.000	.000	
	N	30	30	30	30	30

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

**Correlations**

		X5.1	X5.2	X5.3	X5.4	SUMX5
X5.1	Pearson Correlation	1	.247	.481**	.232	.749**
	Sig. (2-tailed)		.188	.007	.217	.000
	N	30	30	30	30	30
X5.2	Pearson Correlation	.247	1	.203	-.117	.416*
	Sig. (2-tailed)	.188		.283	.539	.022
	N	30	30	30	30	30
X5.3	Pearson Correlation	.481**	.203	1	.369*	.837**
	Sig. (2-tailed)	.007	.283		.045	.000
	N	30	30	30	30	30
X5.4	Pearson Correlation	.232	-.117	.369*	1	.593**

	Sig. (2-tailed)	.217	.539	.045		.001
	N	30	30	30	30	30
SUMX5	Pearson Correlation	.749**	.416*	.837**	.593**	1
	Sig. (2-tailed)	.000	.022	.000	.001	
	N	30	30	30	30	30

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

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

### Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	SUMY
Y1.1	Pearson Correlation	1	.277	.200	.082	.610**
	Sig. (2-tailed)		.138	.289	.666	.000
	N	30	30	30	30	30
Y1.2	Pearson Correlation	.277	1	.214	.170	.590**
	Sig. (2-tailed)	.138		.257	.369	.001
	N	30	30	30	30	30
Y1.3	Pearson Correlation	.200	.214	1	.266	.723**
	Sig. (2-tailed)	.289	.257		.156	.000
	N	30	30	30	30	30
Y1.4	Pearson Correlation	.082	.170	.266	1	.597**
	Sig. (2-tailed)	.666	.369	.156		.000
	N	30	30	30	30	30
SUMY	Pearson Correlation	.610**	.590**	.723**	.597**	1
	Sig. (2-tailed)	.000	.001	.000	.000	
	N	30	30	30	30	30

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



## LAMPIRAN VI UJI REABILITAS

### X1

#### Reliability Statistics

Cronbach's Alpha	N of Items
.598	5

### X2

#### Reliability Statistics

Cronbach's Alpha	N of Items
.754	5

### X3

#### Reliability Statistics

Cronbach's Alpha	N of Items
.797	5

### X4

#### Reliability Statistics

Cronbach's Alpha	N of Items
.804	5

### X5

#### Reliability Statistics

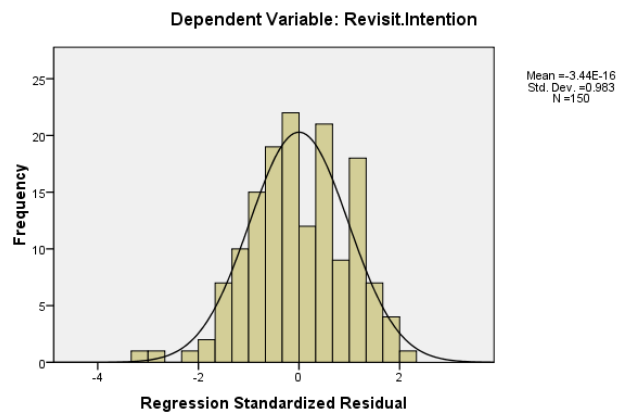
Cronbach's Alpha	N of Items
.784	5

**LAMPIRAN VII**  
**UJI NORMALITAS**

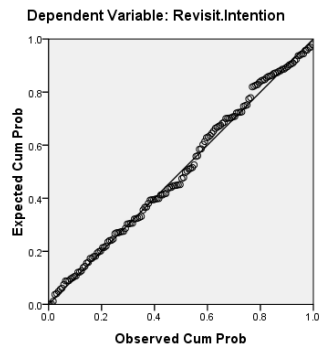
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Predicted Value
N		150
Normal Parameters <sup>a</sup>	Mean	16.2600000
	Std. Deviation	1.03518692
Most Extreme Differences	Absolute	.053
	Positive	.048
	Negative	-.053
Kolmogorov-Smirnov Z		.651
Asymp. Sig. (2-tailed)		.791
a. Test distribution is Normal.		

**Histogram**



Normal P-P Plot of Regression Standardized Residual



**LAMPIRAN VIII**  
**Uji Homogenitas**

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Sense	1.670	8	140	.111
Feel	1.189	8	140	.310
Think	1.147	8	140	.336
Act	.988	8	140	.448
Relate	1.487	8	140	.167

**LAMPIRAN IX**  
**Uji Linieritas**

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Revisit.Intention *	Between	(Combined)	31.158	11	2.833	.619	.810
Act	Groups	Linearity	10.560	1	10.560	2.307	.131
		Deviation from Linearity	20.598	10	2.060	.450	.919
	Within Groups		631.702	138	4.578		
	Total		662.860	149			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Revisit.Intention * Sense	Between	(Combined)	37.495	11	3.409	.752	.687
	Groups	Linearity	.205	1	.205	.045	.832
		Deviation from Linearity	37.290	10	3.729	.823	.607
		Within Groups	625.365	138	4.532		
		Total	662.860	149			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Revisit.Intention * Feel	Between	(Combined)	71.718	9	7.969	1.887	.059
	Groups	Linearity	21.256	1	21.256	5.034	.026
		Deviation from Linearity	50.461	8	6.308	1.494	.165
		Within Groups	591.142	140	4.222		
		Total	662.860	149			

ANOVA Table

			Sum of Squares	Df	Mean Square	F	Sig.
Revisit.Intention * Think	Between	(Combined)	85.426	10	8.543	2.056	.032
	Groups	Linearity	36.671	1	36.671	8.827	.003
		Deviation from Linearity	48.755	9	5.417	1.304	.240
		Within Groups	577.434	139	4.154		
		Total	662.860	149			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Revisit.Intention * Relate	Between Groups	(Combined) Linearity	160.048	9	17.783	4.951	.000
		Deviation from Linearity	127.434	1	127.434	35.482	.000
			32.614	8	4.077	1.135	.344
	Within Groups		502.812	140	3.592		
	Total		662.860	149			

## LAMPIRAN IX

### UJI R SQUARE

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.491 <sup>a</sup>	.241	.215	1.86932

a. Predictors: (Constant), Relate, Sense, Act, Think, Feel

b. Dependent Variable: Revisit.Intention

## LAMPIRAN X

### UJI T

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.042	2.116		2.382	.019
	Sense	.065	.067	.071	.965	.336
	Feel	.058	.071	.061	.809	.420
	Think	.191	.074	.190	2.590	.011
	Act	.052	.063	.060	.813	.418
	Relate	.345	.065	.402	5.273	.000

a. Dependent Variable: Revisit.Intention

**LAMPIRAN XI**  
**UJI F**

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	159.670	5	31.934	9.139	.000 <sup>a</sup>
	Residual	503.190	144	3.494		
	Total	662.860	149			

a. Predictors: (Constant), Relate, Sense, Act, Think, Feel

b. Dependent Variable: Revisit.Intention