

Lampiran 1.**KUESIONER**

Untuk memenuhi persyaratan dalam penyelesaian pendidikan pada Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Yogyakarta, sebagai bahan penulisan skripsi kami melaksanakan penelitian dengan judul “Pengaruh *Experiental Marketing* Terhadap Kepuasan dan Loyalitas Pelanggan pada Shopee“maka saya:

Nama : Amelia Retno Nurfitria

NIM : 20160410202

Fakultas/Prodi : Fakultas Ekonomi dan Bisnis/Manajemen

Sehubungan dengan hal ini, kami mohon kesediaan Anda, untuk mengisi kuesioner ini sesuai dengan petunjuk pengisiannya. Perlu kami sampaikan bahwa hasil penelitian ini hanya untuk kepentingan akademik dan tidak akan berpengaruh pada status Anda sebagai seorang mahasiswa yang pada saat ini sedang menulis skripsi. Bantuan dari Anda untuk mengisi kuesioner ini dengan sejujur-jujurnya, secara obyektif, dan apa adanya sangat berarti bagi penelitian ini. Untuk itu kami ucapkan terima kasih.

I. Screening

Petunjuk : Jawablah pertanyaan di bawah ini dengan memberikan tanda centang (√)

1. Apakah Anda pernah melakukan transaksi di aplikasi Shopee?

Ya

Tidak

2. Apakah Anda pernah melakukan transaksi Shopee minimal sebanyak 2 kali?

Ya

Tidak

II. Identitas Responden

Berilah tanda centang (√) pada kolom yang telah disediakan, sesuai dengan identitas anda.

1. Nama :

2. Usia responden :

20-23

24-27

28-31

3. Nama Universitas :

4. Nomor Whatsapp/Line :

III. Pernyataan

Isilah pernyataan di bawah ini dengan memberikan tanda centang (√) dengan 5 pilihan jawaban Sangat Tidak Setuju (STS), Tidak Setuju (TS), Netral (N), dan Sangat Setuju (SS).

1. *Experiential Marketing*

| No. | Pernyataan | Pilihan jawaban | | | | |
|---------------|---|-----------------|----|---|---|----|
| | | STS | TS | R | S | SS |
| Sense | | | | | | |
| 1. | Saya merasa nyaman pada saat menggunakan aplikasi Shopee | | | | | |
| 2. | Saya menyukai desain yang menarik pada aplikasi Shopee | | | | | |
| 3. | Saya menyukai <i>layout</i> yang menarik pada aplikasi Shopee | | | | | |
| Feel | | | | | | |
| 4. | Saya menyukai pelayanan yang ramah pada Shopee | | | | | |
| 5. | Saya menyukai cara Shopee menyambut pelanggan | | | | | |
| 6. | Saya merasa bangga menggunakan aplikasi Shopee | | | | | |
| Think | | | | | | |
| 7. | Shopee memberikan kesempatan pada pelanggan untuk mengeluarkan ide | | | | | |
| 8. | Aplikasi Shopee memberikan citra yang positif pada pengguna | | | | | |
| 9. | Shopee memberikan sesuatu yang lebih dari yang dijanjikan | | | | | |
| Act | | | | | | |
| 10. | Saya merasa Shopee memiliki kelengkapan produk | | | | | |
| 11. | Saya merasa senang karena fitur <i>live chat</i> memudahkan interaksi antar penjual dan pelanggan | | | | | |
| 12. | Saya merasa pengalaman saya timbul dan melekat pada produk atau jasa yang diberikan Shope | | | | | |
| Relate | | | | | | |
| 13. | Aplikasi Shopee memberikan kesempatan pada penjual dan pelanggan untuk berkomunikasi langsung | | | | | |
| 14. | Saya merasa Shopee memiliki <i>image</i> jasa yang baik | | | | | |

| No. | Pernyataan | Pilihan jawaban | | | | |
|-----|---|-----------------|----|---|---|----|
| | | STS | TS | R | S | SS |
| 15. | Shopee memiliki kerjasama yang baik dengan pihak penjual maupun pelanggan | | | | | |

2. Kepuasan Konsumen

| No. | Pernyataan | Pilihan jawaban | | | | |
|-----|--|-----------------|----|---|---|----|
| | | STS | TS | R | S | SS |
| 16. | Saya merasa puas terhadap produk yang ditawarkan | | | | | |
| 17. | Saya merasa puas terhadap layanan yang diberikan | | | | | |
| 18. | Saya merasa puas terhadap manfaat produk yang dihasilkan | | | | | |

3. Loyalitas Konsumen

| No. | Pernyataan | Pilihan jawaban | | | | |
|-----|--|-----------------|----|---|---|----|
| | | STS | TS | R | S | SS |
| 19. | Saya berkeinginan untuk terus menggunakan jasa aplikasi Shopee | | | | | |
| 20. | Saya merasa layanan pada Shopee adalah pilihan utama dan yang pertama dibandingkan dengan <i>e-commerce</i> Shopee | | | | | |
| 21. | Saya berkomitmen merekomendasikan ke teman maupun saudara untuk pembelian jangka panjang | | | | | |

Lampiran 2. Tabulasi Data Responden

| No | <i>Experiental Marketing</i> | | | | | | | | | | | | | | | Kepuasan Pelanggan | | | Loyalitas Pelanggan | | |
|----|------------------------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|--------------------|----|----|---------------------|----|----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 2 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 4 | 3 | 3 | 4 | 4 | 3 | 5 | 3 | 2 | 2 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 2 | 3 | 2 | 2 |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 |
| 7 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 8 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 |
| 9 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| 10 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 |
| 14 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 16 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 3 | 5 | 3 | 4 | 4 |
| 17 | 4 | 3 | 3 | 4 | 4 | 2 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 18 | 1 | 1 | 1 | 1 | 1 | 4 | 1 | 1 | 1 | 1 | 5 | 5 | 5 | 4 | 2 | 3 | 1 | 1 | 1 | 1 | 1 |
| 19 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 20 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 |
| 21 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 |

| No | <i>Experiental Marketing</i> | | | | | | | | | | | | | | | Kepuasan Pelanggan | | | Loyalitas Pelanggan | | |
|----|------------------------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|--------------------|----|----|---------------------|----|----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 23 | 3 | 2 | 2 | 4 | 3 | 2 | 3 | 4 | 3 | 5 | 5 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 24 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 25 | 4 | 4 | 3 | 4 | 2 | 2 | 3 | 2 | 2 | 1 | 5 | 3 | 5 | 4 | 2 | 4 | 5 | 2 | 2 | 5 | 4 |
| 26 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 27 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 29 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 2 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 30 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 31 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 32 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 2 | 2 | 2 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 |
| 33 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 2 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 |
| 34 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 2 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 35 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 36 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 5 | 3 | 3 | 4 |
| 37 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 |
| 38 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 2 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 3 |
| 39 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| 40 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| 41 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 42 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 43 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 44 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |

| No | <i>Experiental Marketing</i> | | | | | | | | | | | | | | | Kepuasan Pelanggan | | | Loyalitas Pelanggan | | |
|----|------------------------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|--------------------|----|----|---------------------|----|----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 45 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 |
| 46 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 47 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 48 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 |
| 49 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 50 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 51 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 52 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 |
| 53 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 |
| 54 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 55 | 4 | 4 | 2 | 4 | 4 | 2 | 2 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 |
| 56 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 57 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 58 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 59 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 60 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 61 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 62 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 63 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 64 | 4 | 4 | 3 | 2 | 4 | 2 | 2 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 |
| 65 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 66 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 |
| 67 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 |

| No | <i>Experiential Marketing</i> | | | | | | | | | | | | | | | Kepuasan Pelanggan | | | Loyalitas Pelanggan | | |
|----|-------------------------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|--------------------|----|----|---------------------|----|----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 68 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 69 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 |
| 70 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 |
| 71 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 |
| 72 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 |
| 73 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 |
| 74 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 |
| 75 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 |
| 76 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 |
| 77 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 |
| 78 | 5 | 4 | 3 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 |
| 79 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 |
| 80 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 |
| 81 | 4 | 3 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 |
| 82 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 |
| 83 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 |
| 84 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 |
| 85 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 |
| 86 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 |
| 87 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 |
| 88 | 5 | 4 | 3 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 |
| 89 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 3 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 |
| 90 | 5 | 5 | 5 | 4 | 5 | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 |

| No | <i>Experiential Marketing</i> | | | | | | | | | | | | | | | Kepuasan Pelanggan | | | Loyalitas Pelanggan | | |
|-----|-------------------------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|--------------------|----|----|---------------------|----|----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 91 | 3 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 |
| 92 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 |
| 93 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 4 |
| 94 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 |
| 95 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 |
| 96 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 97 | 4 | 4 | 3 | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 98 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 |
| 99 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 100 | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 101 | 4 | 4 | 5 | 5 | 4 | 5 | 3 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 102 | 5 | 5 | 5 | 4 | 5 | 4 | 3 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 103 | 4 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 |
| 104 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 |
| 105 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 106 | 5 | 3 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 107 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 108 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 109 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 110 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |

Lampiran 3. Karakteristik Responden

| Statistics | | | | |
|------------|---------|------|-----------------------------|--|
| | | usia | tingkat_pendidikan_terakhir | |
| N | Valid | 110 | 110 | |
| | Missing | 0 | 0 | |

| usia | | | | | |
|-------|---------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 20-23 tahun | 108 | 98.2 | 98.2 | 98.2 |
| | 24 – 27 tahun | 2 | 1.8 | 1.8 | 100.0 |
| Total | | 110 | 100.0 | 100.0 | |

| universitas | | | | | |
|--------------------|--|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| UMY | | 39 | 35.5 | 35.5 | 35.5 |
| UIN Sunan Kalijaga | | 12 | 10.9 | 10.9 | 46.4 |
| UII | | 15 | 13.6 | 13.6 | 60.0 |
| UAJY | | 2 | 1.8 | 1.8 | 61.8 |
| UPN | | 8 | 7.3 | 7.3 | 69.1 |
| UNRiYO | | 4 | 3.6 | 3.6 | 72.7 |
| UAD | | 2 | 1.8 | 1.8 | 74.5 |
| UST | | 2 | 1.8 | 1.8 | 76.4 |
| USD | | 2 | 1.8 | 1.8 | 78.2 |
| UGM | | 16 | 14.5 | 14.5 | 92.7 |
| UNY | | 8 | 7.3 | 7.3 | 100.0 |
| Total | | 110 | 100.0 | 100.0 | |

| | | fakultas | | | |
|-------|--------|-----------------|---------|------------------|-----------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | FE | 51 | 46.4 | 46.4 | 46.4 |
| | FH | 15 | 13.6 | 13.6 | 60.0 |
| | FPSB | 4 | 3.6 | 3.6 | 63.6 |
| | FT | 6 | 5.5 | 5.5 | 69.1 |
| | FTSP | 6 | 5.5 | 5.5 | 74.5 |
| | FIK | 4 | 3.6 | 3.6 | 78.2 |
| | FMIPA | 9 | 8.2 | 8.2 | 86.4 |
| | FTM | 2 | 1.8 | 1.8 | 88.2 |
| | FKG | 6 | 5.5 | 5.5 | 93.6 |
| | FKIP | 2 | 1.8 | 1.8 | 95.5 |
| | FTI | 1 | .9 | .9 | 96.4 |
| | FISIPO | 1 | .9 | .9 | 97.3 |
| | L | | | | |
| | FK | 2 | 1.8 | 1.8 | 99.1 |
| | FKH | 1 | .9 | .9 | 100.0 |
| | Total | 110 | 100.0 | 100.0 | |

Lampiran 4. Uji Validitas

Standardized Regression Weights: (Group number 1 – Default model)

| | | | Estimate |
|------|------|----|----------|
| KP | <--- | EM | 1.050 |
| LP | <--- | EM | 1.062 |
| LP | <--- | KP | -.079 |
| em13 | <--- | EM | .521 |
| em12 | <--- | EM | .607 |
| em11 | <--- | EM | .538 |
| em10 | <--- | EM | .707 |
| em9 | <--- | EM | .768 |
| em8 | <--- | EM | .634 |
| em7 | <--- | EM | .549 |
| em6 | <--- | EM | .604 |
| em5 | <--- | EM | .684 |
| em4 | <--- | EM | .661 |
| em3 | <--- | EM | .616 |
| em2 | <--- | EM | .507 |
| em1 | <--- | EM | .551 |
| kp1 | <--- | KP | .623 |
| kp2 | <--- | KP | .687 |
| kp3 | <--- | KP | .803 |
| lp3 | <--- | LP | .794 |
| lp2 | <--- | LP | .724 |
| lp1 | <--- | LP | .824 |

Lampiran 5. Uji Reliabilitas

Hasil uji reliabilitas dapat dihitung dalam rumus berikut ini:

$$\text{Construct Reliability} = \frac{\sum \text{Standard Loading}^2}{(\sum \text{Standard Loading})^2 + \sum \delta 1}$$

| Variabel | Indikator | Standar Loading | Standard Loading2 | 1-Standard Loading2 | Batas | Construct Reliability | Keterangan |
|-----------------------|-----------|-----------------|-------------------|---------------------|-------|-----------------------|------------|
| experiental marketing | em1 | 0.511 | 0.261121 | 0.738879 | >0.7 | 0.75 | Reliabel |
| | em2 | 0.505 | 0.255025 | 0.744975 | | | Reliabel |
| | em3 | 0.617 | 0.380689 | 0.619311 | | | Reliabel |
| | em4 | 0.659 | 0.434281 | 0.565719 | | | Reliabel |
| | em5 | 0.686 | 0.470596 | 0.529404 | | | Reliabel |
| | em6 | 0.604 | 0.364816 | 0.635184 | | | Reliabel |
| | em7 | 0.549 | 0.301401 | 0.698599 | | | Reliabel |
| | em8 | 0.634 | 0.401956 | 0.598044 | | | Reliabel |
| | em9 | 0.77 | 0.5929 | 0.4071 | | | Reliabel |
| | em10 | 0.709 | 0.502681 | 0.497319 | | | Reliabel |
| | em11 | 0.535 | 0.286225 | 0.713775 | | | Reliabel |
| | em12 | 0.608 | 0.369664 | 0.630336 | | | Reliabel |
| | em13 | 0.543 | 0.294849 | 0.705151 | | | Reliabel |
| kepuasan pelanggan | kp1 | 0.6320 | 0.399424 | 0.600576 | >0.7 | 0.61 | Reliabel |
| | kp2 | 0.7160 | 0.512656 | 0.487344 | | | Reliabel |
| | kp3 | 0.7890 | 0.622521 | 0.377479 | | | Reliabel |
| loyalitas pelanggan | lp1 | 0.821 | 0.674041 | 0.325959 | >0.7 | 0.65 | Reliabel |
| | lp2 | 0.737 | 0.543 | 0.457 | | | Reliabel |
| | lp3 | 0.804 | 0.646416 | 0.353584 | | | Reliabel |

Lampiran 6. Uji Statistik Deskriptif

1. *Experiental Marketing*

| Descriptive Statistics | | | | | |
|------------------------|-----|---------|---------|------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| em1 | 110 | 1 | 5 | 4.19 | .670 |
| em2 | 110 | 1 | 5 | 4.05 | .740 |
| em3 | 110 | 1 | 5 | 3.99 | .772 |
| em4 | 110 | 1 | 5 | 4.15 | .706 |
| em5 | 110 | 1 | 5 | 4.24 | .690 |
| em6 | 110 | 2 | 5 | 3.93 | .700 |
| em7 | 110 | 1 | 5 | 3.66 | .745 |
| em8 | 110 | 1 | 5 | 3.95 | .696 |
| em9 | 110 | 1 | 5 | 3.93 | .906 |
| em10 | 110 | 1 | 5 | 4.23 | .864 |
| em11 | 110 | 3 | 5 | 4.44 | .614 |
| em12 | 110 | 3 | 5 | 4.26 | .463 |
| em13 | 110 | 2 | 5 | 4.18 | .578 |
| Valid N (listwise) | 110 | | | | |

2. Kepuasan Pelanggan

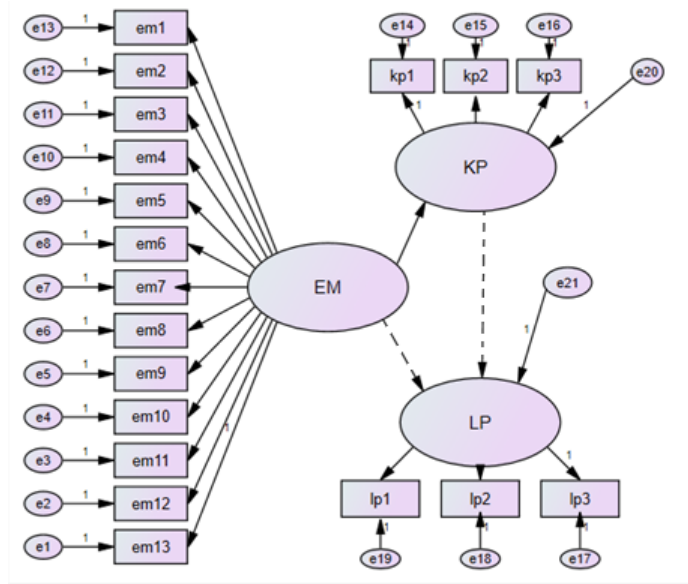
| Descriptive Statistics | | | | | |
|------------------------|-----|---------|---------|------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| kp1 | 110 | 2 | 5 | 4.19 | .567 |
| kp2 | 110 | 1 | 5 | 4.29 | .626 |
| kp3 | 110 | 1 | 5 | 4.26 | .713 |
| Valid N (listwise) | 110 | | | | |

3. Loyalitas Pelanggan

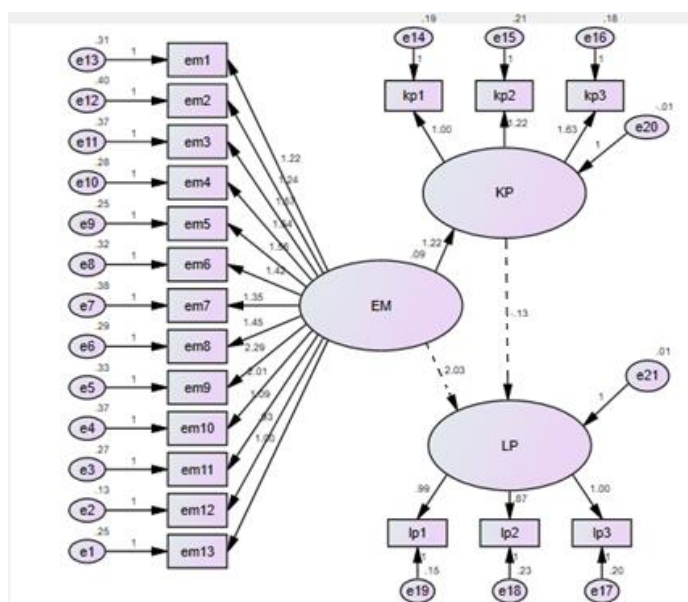
| Descriptive Statistics | | | | | |
|-------------------------------|-----|---------|---------|------|-------------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| lp1 | 110 | 1 | 5 | 4.25 | .706 |
| lp2 | 110 | 1 | 5 | 4.15 | .706 |
| lp3 | 110 | 1 | 5 | 4.24 | .741 |
| Valid N (listwise) | 110 | | | | |

Lampiran 7. Model Penelitian

Sebelum modifikasi



Setelah modifikasi



Lampiran 8. Model Uji Normalitas Data

One-Sample Kolmogorov-Smirnov Test

| | | Unstanda rdized Residual |
|----------------------------------|-----------------------------|----------------------------------|
| N | | 110 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | .9691328 4 |
| | Most Extreme Differences | Absolute Positive Negative |
| Kolmogorov-Smirnov Z | | .774 |
| Asymp. Sig. (2-tailed) | | .587 |

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 9. Uji Outlier

Function Arguments ? X

CHIINV

Probability 0.001 = 0.001

Deg_freedom 19 = 19

= 43.82019596

This function is available for compatibility with Excel 2007 and earlier.
Returns the inverse of the right-tailed probability of the chi-squared distribution.

Deg_freedom is the number of degrees of freedom, a number between 1 and 10¹⁰, excluding 10¹⁰.

Formula result = 43.82019596

[Help on this function](#) OK Cancel

1. Hasil Outlier Sebelum Eliminasi

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

| Observation number | Mahalanobis d-squared | p1 | p2 |
|--------------------|-----------------------|------|------|
| 18 | 81.937 | .000 | .000 |
| 25 | 72.682 | .000 | .000 |
| 16 | 46.682 | .000 | .000 |
| 5 | 44.277 | .001 | .000 |
| 36 | 41.857 | .002 | .000 |
| 64 | 35.091 | .014 | .004 |
| 55 | 34.397 | .016 | .002 |
| 32 | 33.501 | .021 | .002 |
| 40 | 32.026 | .031 | .007 |
| 38 | 30.730 | .043 | .021 |
| 23 | 30.130 | .050 | .023 |
| 69 | 28.713 | .071 | .088 |
| 51 | 28.097 | .082 | .113 |
| 8 | 27.485 | .094 | .150 |
| 93 | 27.465 | .094 | .093 |
| 37 | 26.837 | .108 | .138 |

| Observation number | Mahalanobis d-squared | p1 | p2 |
|--------------------|-----------------------|------|------|
| 13 | 26.654 | .113 | .113 |
| 89 | 25.650 | .140 | .277 |
| 78 | 25.177 | .155 | .340 |
| 75 | 25.087 | .158 | .280 |
| 91 | 24.754 | .169 | .304 |
| 90 | 24.321 | .184 | .371 |
| 92 | 23.906 | .200 | .441 |
| 87 | 23.814 | .203 | .386 |
| 100 | 23.613 | .211 | .378 |
| 94 | 23.482 | .217 | .344 |
| 73 | 23.386 | .221 | .300 |
| 43 | 23.148 | .231 | .312 |
| 41 | 23.145 | .231 | .239 |
| 77 | 22.818 | .245 | .286 |
| 104 | 22.177 | .276 | .477 |
| 103 | 22.128 | .278 | .416 |
| 96 | 21.758 | .296 | .503 |
| 61 | 21.525 | .309 | .531 |
| 33 | 21.382 | .316 | .517 |
| 67 | 21.317 | .320 | .467 |
| 86 | 21.264 | .322 | .412 |
| 45 | 20.770 | .350 | .572 |
| 20 | 20.677 | .355 | .539 |
| 70 | 20.601 | .359 | .498 |
| 29 | 20.590 | .360 | .425 |
| 74 | 20.357 | .373 | .463 |
| 83 | 20.353 | .374 | .388 |
| 106 | 20.272 | .378 | .353 |
| 85 | 20.124 | .387 | .352 |
| 66 | 19.982 | .396 | .348 |
| 101 | 19.726 | .411 | .401 |
| 72 | 19.613 | .418 | .384 |
| 97 | 19.049 | .454 | .605 |
| 21 | 18.803 | .470 | .659 |
| 57 | 18.668 | .478 | .656 |
| 110 | 18.448 | .493 | .697 |
| 71 | 18.408 | .495 | .647 |

| Observation number | Mahalanobis d-squared | p1 | p2 |
|--------------------|-----------------------|------|-------|
| 84 | 17.964 | .525 | .791 |
| 81 | 17.658 | .545 | .853 |
| 98 | 17.623 | .548 | .819 |
| 34 | 17.557 | .552 | .792 |
| 54 | 17.475 | .558 | .771 |
| 22 | 16.928 | .595 | .910 |
| 88 | 16.915 | .596 | .879 |
| 52 | 16.887 | .598 | .845 |
| 65 | 16.814 | .602 | .824 |
| 80 | 16.381 | .632 | .915 |
| 59 | 16.154 | .647 | .936 |
| 102 | 16.016 | .656 | .937 |
| 30 | 15.883 | .665 | .937 |
| 10 | 15.796 | .671 | .929 |
| 24 | 15.270 | .705 | .981 |
| 105 | 15.209 | .709 | .975 |
| 95 | 15.097 | .716 | .973 |
| 79 | 15.063 | .719 | .963 |
| 17 | 14.899 | .729 | .966 |
| 82 | 14.850 | .732 | .955 |
| 26 | 14.445 | .757 | .983 |
| 19 | 14.436 | .758 | .973 |
| 53 | 14.402 | .760 | .961 |
| 42 | 14.316 | .765 | .954 |
| 39 | 14.143 | .775 | .959 |
| 48 | 14.048 | .781 | .953 |
| 6 | 13.839 | .793 | .962 |
| 9 | 13.399 | .818 | .987 |
| 2 | 13.322 | .822 | .983 |
| 107 | 13.300 | .823 | .974 |
| 76 | 13.239 | .826 | .964 |
| 50 | 12.986 | .839 | .975 |
| 99 | 12.541 | .861 | .992 |
| 7 | 12.275 | .874 | .995 |
| 63 | 11.789 | .894 | .999 |
| 4 | 10.966 | .925 | 1.000 |
| 12 | 10.906 | .927 | 1.000 |

| Observation number | Mahalanobis d-squared | p1 | p2 |
|--------------------|-----------------------|------|-------|
| 108 | 9.448 | .965 | 1.000 |
| 14 | 9.281 | .969 | 1.000 |
| 60 | 8.331 | .983 | 1.000 |
| 109 | 8.282 | .984 | 1.000 |
| 44 | 7.494 | .991 | 1.000 |
| 31 | 7.117 | .994 | 1.000 |
| 68 | 7.055 | .994 | 1.000 |
| 49 | 6.981 | .994 | 1.000 |
| 56 | 6.981 | .994 | 1.000 |
| 58 | 6.498 | .996 | 1.000 |

2. Hasil Outlier Setelah Eliminasi

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

| Observation number | Mahalanobis d-squared | p1 | p2 |
|--------------------|-----------------------|------|------|
| 28 | 40.927 | .002 | .229 |
| 33 | 38.790 | .005 | .088 |
| 59 | 35.544 | .012 | .133 |
| 50 | 34.060 | .018 | .123 |
| 20 | 32.036 | .031 | .226 |
| 35 | 31.144 | .039 | .226 |
| 84 | 30.285 | .048 | .245 |
| 7 | 30.110 | .050 | .161 |
| 46 | 29.775 | .055 | .122 |
| 32 | 29.569 | .058 | .081 |
| 12 | 28.732 | .070 | .120 |

| Observation number | Mahalanobis d-squared | p1 | p2 |
|--------------------|-----------------------|------|------|
| 64 | 28.690 | .071 | .069 |
| 88 | 28.321 | .077 | .062 |
| 82 | 28.130 | .081 | .044 |
| 86 | 27.689 | .090 | .048 |
| 66 | 26.835 | .109 | .103 |
| 70 | 26.476 | .117 | .106 |
| 87 | 26.408 | .119 | .072 |
| 5 | 26.062 | .128 | .077 |
| 73 | 25.964 | .131 | .054 |
| 17 | 25.468 | .146 | .079 |
| 68 | 25.422 | .147 | .053 |
| 99 | 24.852 | .165 | .092 |
| 98 | 24.536 | .176 | .104 |
| 65 | 24.411 | .181 | .084 |
| 89 | 24.202 | .189 | .081 |
| 91 | 24.088 | .193 | .064 |
| 36 | 24.068 | .194 | .042 |
| 80 | 23.993 | .196 | .030 |
| 95 | 23.945 | .198 | .020 |
| 85 | 23.807 | .204 | .016 |
| 56 | 23.375 | .221 | .029 |
| 81 | 23.264 | .226 | .023 |
| 72 | 23.202 | .229 | .016 |

| Observation number | Mahalanobis d-squared | p1 | p2 |
|--------------------|-----------------------|------|------|
| 38 | 23.189 | .229 | .010 |
| 62 | 23.066 | .234 | .008 |
| 29 | 22.470 | .261 | .025 |
| 25 | 22.423 | .264 | .017 |
| 40 | 22.184 | .275 | .020 |
| 15 | 21.973 | .286 | .022 |
| 18 | 21.791 | .295 | .022 |
| 9 | 21.522 | .309 | .029 |
| 61 | 21.385 | .316 | .027 |
| 77 | 21.315 | .320 | .020 |
| 67 | 21.290 | .321 | .013 |
| 76 | 21.133 | .330 | .013 |
| 96 | 21.061 | .333 | .010 |
| 19 | 20.624 | .358 | .023 |
| 79 | 20.501 | .365 | .021 |
| 101 | 20.126 | .387 | .039 |
| 92 | 20.105 | .388 | .027 |
| 97 | 20.008 | .394 | .022 |
| 78 | 19.945 | .398 | .017 |
| 69 | 19.808 | .406 | .016 |
| 34 | 19.806 | .406 | .010 |
| 47 | 19.566 | .421 | .013 |
| 52 | 19.510 | .425 | .010 |

| Observation number | Mahalanobis d-squared | p1 | p2 |
|--------------------|-----------------------|------|------|
| 105 | 18.852 | .466 | .048 |
| 100 | 18.561 | .485 | .070 |
| 26 | 18.468 | .491 | .061 |
| 22 | 18.162 | .512 | .093 |
| 49 | 17.977 | .524 | .102 |
| 60 | 17.912 | .528 | .084 |
| 83 | 17.654 | .546 | .111 |
| 93 | 17.616 | .548 | .086 |
| 21 | 17.442 | .560 | .093 |
| 30 | 17.439 | .560 | .065 |
| 90 | 17.083 | .584 | .111 |
| 74 | 16.840 | .601 | .139 |
| 75 | 16.706 | .610 | .136 |
| 45 | 16.521 | .622 | .149 |
| 2 | 16.492 | .624 | .114 |
| 54 | 15.869 | .666 | .300 |
| 48 | 15.687 | .678 | .319 |
| 37 | 15.367 | .699 | .412 |
| 43 | 15.327 | .702 | .353 |
| 16 | 14.674 | .743 | .639 |
| 94 | 14.347 | .763 | .731 |
| 8 | 14.224 | .770 | .716 |
| 102 | 14.122 | .777 | .689 |

| Observation number | Mahalanobis d-squared | p1 | p2 |
|--------------------|-----------------------|-------|-------|
| 71 | 13.765 | .797 | .785 |
| 58 | 12.932 | .842 | .963 |
| 6 | 12.254 | .875 | .995 |
| 11 | 11.819 | .893 | .998 |
| 4 | 11.456 | .908 | .999 |
| 55 | 10.739 | .932 | 1.000 |
| 103 | 9.299 | .968 | 1.000 |
| 13 | 9.250 | .969 | 1.000 |
| 39 | 8.456 | .981 | 1.000 |
| 104 | 8.445 | .982 | 1.000 |
| 44 | 7.925 | .987 | 1.000 |
| 51 | 7.925 | .987 | 1.000 |
| 27 | 7.546 | .991 | 1.000 |
| 63 | 7.465 | .991 | 1.000 |
| 41 | 6.782 | .995 | 1.000 |
| 53 | 6.632 | .996 | 1.000 |
| 57 | 6.557 | .996 | 1.000 |
| 10 | 3.740 | 1.000 | 1.000 |
| 24 | 3.740 | 1.000 | 1.000 |
| 31 | 3.740 | 1.000 | 1.000 |

Lampiran 10. Uji Multikolinieritas

| Model | | Coefficients ^a | | | | | Collinearity Statistics | | |
|-------|-----------------------|-----------------------------|------------|---------------------------|--|--------|-------------------------|-----------|-------|
| | | Unstandardized Coefficients | | Standardized Coefficients | | t | Sig. | Tolerance | VIF |
| | | B | Std. Error | Beta | | | | | |
| 1 | (Constant) | -1.981 | .876 | | | -2.261 | .026 | | |
| | experiental marketing | .162 | .027 | .580 | | 5.933 | .000 | .265 | 3.767 |
| | kepuasan pelanggan | .360 | .116 | .303 | | 3.099 | .002 | .265 | 3.767 |

a. Dependent Variable: loyalitas pelanggan

Lampiran 11. Degrees of Freedom**Computation of Degrees of freedom (Default Model)**

| | |
|--|-----|
| Number of distinct sample moments: | 190 |
| Number of distinct parameters to be estimated: | 41 |
| Degrees of freedom (190-41) | 149 |

Result (Default Model)

| |
|--------------------------|
| Minimum was achieved |
| Chi-square = 346.312 |
| Degrees of freedom = 149 |
| Probability level = .000 |

Lampiran 12. *Goodness of Fit*

Sebelum Modifikasi Model

CMIN

| Model | NPAR | CMIN | DF | P | CMIN/DF |
|--------------------|------|----------|-----|------|---------|
| Default model | 41 | 322.435 | 149 | .000 | 2.164 |
| Saturated model | 190 | .000 | 0 | | |
| Independence model | 19 | 1272.592 | 171 | .000 | 7.442 |

RMR, GFI

| Model | RMR | GFI | AGFI | PGFI |
|--------------------|------|-------|------|------|
| Default model | .035 | .772 | .709 | .605 |
| Saturated model | .000 | 1.000 | | |
| Independence model | .211 | .219 | .132 | .197 |

Baseline Comparisons

| Model | NFI Delta1 | RFI rho1 | IFI Delta2 | TLI rho2 | CFI |
|--------------------|---------------|-------------|---------------|-------------|-------|
| Default model | .747 | .709 | .846 | .819 | .843 |
| Saturated model | 1.000 | | 1.000 | | 1.000 |
| Independence model | .000 | .000 | .000 | .000 | .000 |

RMSEA

| Model | RMSEA | LO 90 | HI 90 | PCLOSE |
|--------------------|-------|-------|-------|--------|
| Default model | .103 | .088 | .119 | .000 |
| Independence model | .243 | .231 | .256 | .000 |

Lampiran 13. Modifikasi Model

1. Sebelum Modifikasi Model

Covariances: (Group number 1 - Default model)

| | | M.I. | Par Change |
|----------|-----|--------|------------|
| e16 <--> | e19 | 4.257 | .034 |
| e12 <--> | e13 | 12.206 | .121 |
| e11 <--> | e18 | 8.410 | .085 |
| e11 <--> | e17 | 5.830 | -.067 |
| e11 <--> | e16 | 4.786 | -.053 |
| e11 <--> | e13 | 4.160 | .068 |
| e11 <--> | e12 | 13.681 | .140 |
| e10 <--> | e15 | 4.768 | .051 |
| e9 <--> | e20 | 5.211 | -.020 |
| e9 <--> | e19 | 7.606 | .057 |
| e8 <--> | e11 | 9.094 | .102 |
| e7 <--> | e13 | 4.570 | .072 |
| e7 <--> | e11 | 6.057 | .091 |
| e7 <--> | e8 | 7.292 | .093 |
| e5 <--> | e11 | 8.450 | -.103 |
| e4 <--> | e16 | 5.356 | .057 |
| e4 <--> | e12 | 6.990 | -.101 |
| e4 <--> | e11 | 6.459 | -.094 |
| e4 <--> | e8 | 7.285 | -.093 |

| | | M.I. | Par Change |
|---------|-----|--------|------------|
| e4 <--> | e6 | 4.239 | .067 |
| e4 <--> | e5 | 9.153 | .108 |
| e3 <--> | e19 | 7.587 | -.058 |
| e3 <--> | e17 | 4.577 | .050 |
| e3 <--> | e11 | 4.338 | -.064 |
| e2 <--> | e21 | 8.014 | .032 |
| e2 <--> | e18 | 10.473 | .057 |
| e2 <--> | e3 | 7.334 | .050 |
| e1 <--> | e14 | 4.248 | -.043 |
| e1 <--> | e8 | 4.524 | -.059 |
| e1 <--> | e6 | 7.349 | .071 |
| e1 <--> | e4 | 5.282 | .069 |

2. Setelah Modifikasi Model

Covariances: (Group number 1 - Default model)

| | | M.I. | Par Change |
|----------|-----|-------|------------|
| e19 <--> | e20 | 5.887 | .020 |
| e18 <--> | e20 | 5.920 | -.023 |
| e16 <--> | e19 | 9.269 | .042 |
| e12 <--> | e13 | 8.928 | .099 |
| e11 <--> | e18 | 9.022 | .081 |

| | M.I. | Par Change |
|--------------|--------|------------|
| e11 <--> e17 | 7.092 | -.074 |
| e11 <--> e16 | 8.084 | -.064 |
| e11 <--> e12 | 12.512 | .136 |
| e9 <--> e12 | 4.720 | .064 |
| e8 <--> e12 | 4.294 | .066 |
| e8 <--> e11 | 14.768 | .120 |
| e7 <--> e11 | 5.624 | .085 |
| e7 <--> e8 | 12.891 | .107 |
| e5 <--> e11 | 7.319 | -.100 |
| e4 <--> e19 | 4.457 | -.046 |
| e4 <--> e17 | 4.142 | .054 |
| e4 <--> e12 | 7.565 | -.101 |
| e4 <--> e11 | 7.405 | -.098 |
| e4 <--> e8 | 11.473 | -.101 |
| e4 <--> e5 | 9.020 | .106 |
| e3 <--> e15 | 4.308 | .033 |
| e3 <--> e11 | 6.073 | -.063 |
| e3 <--> e8 | 5.116 | -.048 |
| e2 <--> e21 | 10.111 | .031 |
| e2 <--> e19 | 5.071 | .029 |
| e2 <--> e18 | 11.663 | .051 |
| e2 <--> e11 | 4.166 | .043 |
| e2 <--> e5 | 8.013 | -.058 |

| | M.I. | Par Change |
|------------|-------|------------|
| e1 <--> e9 | 7.084 | -.056 |
| e1 <--> e8 | 7.738 | -.064 |
| e1 <--> e6 | 4.386 | .049 |
| e1 <--> e3 | 5.477 | .044 |

Hasil *Goodness of fit* setelah modifikasi

CMIN

| Model | NPAR | CMIN | DF | P | CMIN/DF |
|--------------------|------|----------|-----|------|---------|
| Default model | 41 | 346.312 | 149 | .000 | 2.324 |
| Saturated model | 190 | .000 | 0 | | |
| Independence model | 19 | 1097.217 | 171 | .000 | 6.416 |

RMR, GFI

| Model | RMR | GFI | AGFI | PGFI |
|--------------------|------|-------|------|------|
| Default model | .034 | .748 | .679 | .587 |
| Saturated model | .000 | 1.000 | | |
| Independence model | .146 | .259 | .177 | .233 |

Baseline Comparisons

| Model | NFI Delta1 | RFI rho1 | IFI Delta2 | TLI rho2 | CFI |
|-----------------|---------------|-------------|---------------|-------------|-------|
| Default model | .684 | .638 | .792 | .756 | .787 |
| Saturated model | 1.000 | | 1.000 | | 1.000 |

| Model | NFI Delta1 | RFI rho1 | IFI Delta2 | TLI rho2 | CFI |
|--------------------|---------------|-------------|---------------|-------------|------|
| Independence model | .000 | .000 | .000 | .000 | .000 |

RMSEA

| Model | RMSEA | LO 90 | HI 90 | PCLOSE |
|--------------------|-------|-------|-------|--------|
| Default model | .113 | .097 | .128 | .000 |
| Independence model | .228 | .215 | .241 | .000 |

Lampiran 14. Hasil Uji Hipotesis

Regression Weights: (Group number 1 - Default model)

| | Estimate | S.E. | C.R. | P | Label |
|--------------|----------|-------|-------|------|--------|
| KP <--- EM | 2.437 | .769 | 3.167 | .002 | par_17 |
| LP <--- EM | 3.087 | 7.321 | .422 | .673 | par_18 |
| LP <--- KP | -.064 | 3.002 | -.021 | .983 | par_19 |
| em13 <--- EM | 1.000 | | | | |
| em12 <--- EM | 1.941 | .617 | 3.149 | .002 | par_1 |
| em11 <--- EM | 2.862 | .889 | 3.220 | .001 | par_2 |
| em10 <--- EM | 2.735 | .896 | 3.054 | .002 | par_3 |
| em9 <--- EM | 3.757 | 1.179 | 3.187 | .001 | par_4 |
| em8 <--- EM | 1.995 | .681 | 2.929 | .003 | par_5 |
| em7 <--- EM | 2.457 | .823 | 2.987 | .003 | par_6 |
| em6 <--- EM | 3.070 | .967 | 3.174 | .002 | par_7 |
| em5 <--- EM | 2.142 | .704 | 3.041 | .002 | par_8 |
| em4 <--- EM | 2.439 | .798 | 3.057 | .002 | par_9 |
| em3 <--- EM | 2.380 | .812 | 2.931 | .003 | par_10 |
| em2 <--- EM | 1.640 | .637 | 2.575 | .010 | par_11 |
| em1 <--- EM | 1.639 | .598 | 2.742 | .006 | par_12 |
| kp1 <--- KP | 1.000 | | | | |
| kp2 <--- KP | .993 | .148 | 6.690 | *** | par_13 |
| kp3 <--- KP | 1.201 | .161 | 7.463 | *** | par_14 |
| lp3 <--- LP | 1.000 | | | | |

| | | | Estimate | S.E. | C.R. | P | Label |
|-----|------|----|----------|------|-------|-----|--------|
| lp2 | <--- | LP | .867 | .128 | 6.788 | *** | par_15 |
| lp1 | <--- | LP | .903 | .119 | 7.567 | *** | par_16 |

Standardized Direct Effects (Group number 1 - Default model)

| | EM | KP | LP |
|-----|-------|-------|------|
| KP | 1.010 | .000 | .000 |
| LP | 1.040 | -.052 | .000 |
| lp1 | .000 | .000 | .757 |
| lp2 | .000 | .000 | .682 |
| lp3 | .000 | .000 | .726 |
| kp3 | .000 | .788 | .000 |
| kp2 | .000 | .700 | .000 |
| kp1 | .000 | .685 | .000 |
| em1 | .431 | .000 | .000 |
| em2 | .375 | .000 | .000 |
| em3 | .516 | .000 | .000 |
| em4 | .593 | .000 | .000 |
| em5 | .582 | .000 | .000 |
| em6 | .691 | .000 | .000 |
| em7 | .547 | .000 | .000 |
| em8 | .515 | .000 | .000 |
| em9 | .704 | .000 | .000 |

| | EM | KP | LP |
|------|------|------|------|
| em10 | .590 | .000 | .000 |
| em11 | .741 | .000 | .000 |
| em12 | .667 | .000 | .000 |
| em13 | .324 | .000 | .000 |

Standardized Indirect Effects (Group number 1 - Default model)

| | EM | KP | LP |
|-----|-------|-------|------|
| KP | .000 | .000 | .000 |
| LP | -.052 | .000 | .000 |
| lp1 | .748 | -.039 | .000 |
| lp2 | .673 | -.035 | .000 |
| lp3 | .717 | -.038 | .000 |
| kp3 | .795 | .000 | .000 |
| kp2 | .706 | .000 | .000 |
| kp1 | .691 | .000 | .000 |
| em1 | .000 | .000 | .000 |
| em2 | .000 | .000 | .000 |
| em3 | .000 | .000 | .000 |
| em4 | .000 | .000 | .000 |
| em5 | .000 | .000 | .000 |
| em6 | .000 | .000 | .000 |
| em7 | .000 | .000 | .000 |
| em8 | .000 | .000 | .000 |

| | EM | KP | LP |
|------|------|------|------|
| em9 | .000 | .000 | .000 |
| em10 | .000 | .000 | .000 |
| em11 | .000 | .000 | .000 |
| em12 | .000 | .000 | .000 |
| em13 | .000 | .000 | .000 |