

**UJI VALIDITAS EXPERIENTIAL MARKETING****Descriptive Statistics**

	Mean	Std. Deviation	N
EM1	3.0667	.36515	30
EM2	2.8000	.55086	30
EM3	2.9333	.78492	30
EM4	2.5000	.73108	30
EM5	3.1667	.46113	30
EM6	3.0667	.44978	30
EM7	2.8000	.55086	30
EM8	3.0667	.58329	30
EM9	2.8667	.50742	30
EM10	3.0000	.52523	30
EM11	3.0333	.55605	30
EM12	3.2000	.61026	30
EM13	2.8333	.64772	30
EM14	2.5667	.67891	30
TOTALEM	40.9000	4.24548	30









EM13	Pearson Correlation	0.05	0.29	0.113	0.036	0.33	0.28	0.097	.396 <sup>*</sup>	0.14	0.1	.495 <sup>**</sup>	.436 <sup>*</sup>	1	.536 <sup>**</sup>	.596 <sup>**</sup>
	Sig. (2-tailed)	0.8	0.12	0.552	0.849	0.08	0.14	0.611	0.03	0.461	0.59	0.005	0.016		0.002	0.001
	Sum of Squares and Cross-products	0.33	3	1.667	0.5	2.83	2.33	1	4.33	1.333	1	5.167	5	12.17	6.833	47.5
	Covariance	0.01	0.1	0.057	0.017	0.1	0.08	0.034	0.15	0.046	0.03	0.178	0.172	0.42	0.236	1.638
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
EM14	Pearson Correlation	.399 <sup>*</sup>	.590 <sup>**</sup>	0.073	0.104	0.35	.437 <sup>*</sup>	.406 <sup>*</sup>	0.34	0.227	0.29	0.131	-0.03	.536 <sup>**</sup>	1	.642 <sup>**</sup>
	Sig. (2-tailed)	0.03	0	0.7	0.584	0.06	0.02	0.026	0.07	0.228	0.12	0.49	0.861	0.002		0
	Sum of Squares and Cross-products	2.87	6.4	1.133	1.5	3.17	3.87	4.4	3.87	2.267	3	1.433	-0.4	6.833	13.37	53.7
	Covariance	0.1	0.22	0.039	0.052	0.11	0.13	0.152	0.13	0.078	0.1	0.049	-0.01	0.236	0.461	1.852
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
TOTALEM	Pearson Correlation	.427 <sup>*</sup>	.640 <sup>**</sup>	.433 <sup>*</sup>	.428 <sup>*</sup>	.643 <sup>**</sup>	.690 <sup>**</sup>	.419 <sup>*</sup>	.602 <sup>**</sup>	.394 <sup>*</sup>	.495 <sup>**</sup>	.527 <sup>**</sup>	.527 <sup>**</sup>	.596 <sup>**</sup>	.642 <sup>**</sup>	1
	Sig. (2-tailed)	0.02	0	0.017	0.018	0	0	0.021	0	0.031	0.01	0.003	0.003	0.001	0	
	Sum of Squares and Cross-products	19.2	43.4	41.8	38.5	36.5	38.2	28.4	43.2	24.6	32	36.1	39.6	47.5	53.7	522.7
	Covariance	0.66	1.5	1.441	1.328	1.26	1.32	0.979	1.49	0.848	1.1	1.245	1.366	1.638	1.852	18.024
	N	30	30	30	30	30	30	30	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).																

**UJI VALIDITAS KEPUASAN PELANGGAN****Descriptive Statistics**

	Mean	Std. Deviation	N
KP1	2.8667	.57135	30
KP2	2.9000	.48066	30
KP3	2.9333	.52083	30
KP4	3.0000	.37139	30
KP5	3.0000	.45486	30
KP6	3.1333	.43417	30
TOTALKP	17.8333	1.87696	30

Correlations								
		KP1	KP2	KP3	KP4	KP5	KP6	TOTALKP
KP1	Pearson Correlation	1	.578**	0.201	0	-0.13	0.074	.493**
	Sig. (2-tailed)		0	0.287	1	0.485	0.697	0.006
	Sum of Squares and Cross-products	9.467	4.6	1.733	0	-1	0.533	15.333
	Covariance	0.326	0.16	0.06	0	-0.03	0.018	0.529
	N	30	30	30	30	30	30	30
KP2	Pearson Correlation	.578**	1	.386 <sup>+</sup>	.386 <sup>+</sup>	0.158	.562**	.784**
	Sig. (2-tailed)	0.001		0.035	0.04	0.405	0.001	0
	Sum of Squares and Cross-products	4.6	6.7	2.8	2	1	3.4	20.5
	Covariance	0.159	0.23	0.097	0.07	0.034	0.117	0.707
	N	30	30	30	30	30	30	30
KP3	Pearson Correlation	0.201	.386 <sup>+</sup>	1	.713**	.437 <sup>+</sup>	0.346	.764**
	Sig. (2-tailed)	0.287	0.04		0	0.016	0.061	0
	Sum of Squares and Cross-products	1.733	2.8	7.867	4	3	2.267	21.667
	Covariance	0.06	0.1	0.271	0.14	0.103	0.078	0.747
	N	30	30	30	30	30	30	30
KP4	Pearson Correlation	0	.386 <sup>+</sup>	.713**	1	.408 <sup>+</sup>	.428 <sup>+</sup>	.693**
	Sig. (2-tailed)	1	0.04	0		0.025	0.018	0
	Sum of Squares and Cross-products	0	2	4	4	2	2	14
	Covariance	0	0.07	0.138	0.14	0.069	0.069	0.483
	N	30	30	30	30	30	30	30



KP5	Pearson Correlation	-0.133	0.16	.437*	.408*	1	.524**	.565**
	Sig. (2-tailed)	0.485	0.41	0.016	0.03		0.003	0.001
	Sum of Squares and Cross-products	-1	1	3	2	6	3	14
	Covariance	-0.034	0.03	0.103	0.07	0.207	0.103	0.483
	N	30	30	30	30	30	30	30
KP6	Pearson Correlation	0.074	.562**	0.346	.428*	.524**	1	.705**
	Sig. (2-tailed)	0.697	0	0.061	0.02	0.003		0
	Sum of Squares and Cross-products	0.533	3.4	2.267	2	3	5.467	16.667
	Covariance	0.018	0.12	0.078	0.07	0.103	0.189	0.575
	N	30	30	30	30	30	30	30
TOTALKP	Pearson Correlation	.493**	.784**	.764**	.693**	.565**	.705**	1
	Sig. (2-tailed)	0.006	0	0	0	0.001	0	
	Sum of Squares and Cross-products	15.33	20.5	21.67	14	14	16.67	102.167
	Covariance	0.529	0.71	0.747	0.48	0.483	0.575	3.523
	N	30	30	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).								

**UJI VALIDITAS LOYALITAS PELANGGAN****Descriptive Statistics**

	Mean	Std. Deviation	N
LP1	3.0000	.52523	30
LP2	2.8333	.69893	30
LP3	3.0667	.52083	30
TOTALLP	8.9000	1.51658	30

Correlations					
		LP1	LP2	LP3	TOTALLP
LP1	Pearson Correlation	1	.658**	.504**	.823**
	Sig. (2-tailed)		0	0.004	0
	Sum of Squares and Cross-products	8	7	4	19
	Covariance	0.276	0.241	0.138	0.655
	N	30	30	30	30
LP2	Pearson Correlation	.658**	1	.695**	.927**
	Sig. (2-tailed)	0		0	0
	Sum of Squares and Cross-products	7	14.167	7.333	28.5
	Covariance	0.241	0.489	0.253	0.983
	N	30	30	30	30
LP3	Pearson Correlation	.504**	.695**	1	.838**
	Sig. (2-tailed)	0.004	0		0
	Sum of Squares and Cross-products	4	7.333	7.867	19.2
	Covariance	0.138	0.253	0.271	0.662
	N	30	30	30	30
TOTALLP	Pearson Correlation	.823**	.927**	.838**	1
	Sig. (2-tailed)	0	0	0	
	Sum of Squares and Cross-products	19	28.5	19.2	66.7
	Covariance	0.655	0.983	0.662	2.3
	N	30	30	30	30

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

## UJI REALIBILITAS EXPERIENTIAL MARKETING

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.794	.809	14

### Item Statistics

	Mean	Std. Deviation	N
EM1	3.0667	.36515	30
EM2	2.8000	.55086	30
EM3	2.9333	.78492	30
EM4	2.5000	.73108	30
EM5	3.1667	.46113	30
EM6	3.0667	.44978	30
EM7	2.8000	.55086	30
EM8	3.0667	.58329	30
EM9	2.8667	.50742	30
EM10	3.0000	.52523	30
EM11	3.0333	.55605	30
EM12	3.2000	.61026	30
EM13	2.8333	.64772	30
EM14	2.5667	.67891	30

## UJI REALIBILITAS KEPUASAN PELANGGAN

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.736	.754	6

### Item Statistics

	Mean	Std. Deviation	N
KP1	2.8667	.57135	30
KP2	2.9000	.48066	30
KP3	2.9333	.52083	30
KP4	3.0000	.37139	30
KP5	3.0000	.45486	30
KP6	3.1333	.43417	30

## UJI REALIBILITAS LOYALITAS PELANGGAN

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.825	.830	3

### Item Statistics

	Mean	Std. Deviation	N
LP1	3.0000	.52523	30
LP2	2.8333	.69893	30
LP3	3.0667	.52083	30

**TABULASI KUISIONER EXPERIENTIAL MARKETING 100 RESPONDEN**

EXPERIENTIAL MARKETING															
No	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	TOTAL
1	3	3	2	1	3	3	3	3	3	3	3	3	3	2	38
2	3	2	3	3	3	3	3	3	3	3	3	3	3	3	41
3	3	3	3	3	3	3	3	4	4	3	3	4	3	3	45
4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
5	3	3	4	2	3	3	2	3	3	3	3	3	3	3	41
6	3	2	2	2	3	3	3	3	2	3	3	3	2	2	36
7	3	3	3	3	3	3	2	3	3	3	3	2	3	3	40
8	3	3	2	3	3	3	2	3	3	3	3	3	3	2	39
9	3	2	2	2	3	3	3	2	3	2	2	3	2	2	34
10	3	3	3	2	3	3	3	3	3	3	3	3	2	2	39
11	3	2	2	1	3	3	3	3	2	2	3	3	3	2	35
12	3	3	3	3	3	3	2	3	2	3	3	3	3	3	40
13	3	2	4	3	3	3	3	3	2	3	4	4	2	1	40
14	3	3	3	3	3	3	3	3	3	3	2	3	2	3	40
15	2	3	3	3	3	3	3	3	3	3	3	3	3	2	40
16	3	3	4	2	3	3	3	3	3	4	3	3	3	3	43
17	3	3	3	2	3	3	3	3	3	3	3	3	3	3	41
18	3	3	3	3	3	3	4	4	3	3	4	3	4	4	47
19	3	3	3	2	4	4	3	4	3	2	3	4	3	3	44
20	3	3	4	2	3	3	2	3	3	3	4	4	3	2	42

21	3	3	4	3	4	4	3	4	3	4	3	4	4	3	49
22	4	4	2	2	4	4	4	4	2	4	4	4	4	4	50
23	3	3	2	2	2	2	2	3	2	3	3	2	2	2	33
24	3	2	2	3	3	3	3	3	3	3	2	3	2	2	37
25	3	3	2	1	4	3	3	1	3	3	3	3	3	3	38
26	3	2	2	3	3	3	2	3	3	3	3	4	3	2	39
27	4	3	4	3	3	3	3	3	3	3	2	2	2	3	41
28	3	3	4	3	4	3	3	3	3	4	3	3	2	2	43
29	3	2	4	3	3	2	2	3	3	2	3	4	4	2	40
30	4	4	3	4	4	4	3	3	4	3	4	4	3	3	50
31	3	3	3	3	3	3	2	3	3	3	3	2	3	3	40
32	3	3	2	3	3	3	2	3	3	3	3	3	3	2	39
33	3	2	2	2	3	3	3	2	3	2	2	3	2	2	34
34	3	3	3	2	3	3	3	3	3	3	3	3	2	2	39
35	3	2	2	1	3	3	3	3	2	2	3	3	3	2	35
36	3	3	3	3	3	3	2	3	2	3	3	3	3	3	40
37	3	2	4	3	3	3	3	3	2	3	4	4	2	1	40
38	3	3	3	3	3	3	3	3	3	3	2	3	2	3	40
39	2	3	3	3	3	3	3	3	3	3	3	3	3	2	40
40	4	4	2	2	4	4	4	4	2	4	4	4	4	4	50
41	4	4	2	2	4	4	4	4	2	4	4	4	4	4	50
42	3	3	3	3	3	3	4	4	3	3	4	3	4	4	47
43	3	3	4	2	3	3	2	3	3	3	4	4	3	2	42
44	3	3	4	3	4	4	3	4	3	4	3	4	4	3	49
45	4	4	2	2	4	4	4	4	2	4	4	4	4	4	50





70	3	3	3	3	3	3	4	4	3	3	4	3	4	4	47
71	3	2	3	3	3	3	3	3	3	3	3	3	3	3	41
72	3	3	3	3	3	3	3	4	4	3	3	4	3	3	45
73	3	3	3	3	3	3	3	3	3	3	3	3	3	3	42
74	3	3	4	2	3	3	2	3	3	3	3	3	3	3	41
75	3	2	2	2	3	3	3	3	2	3	3	3	2	2	36
76	4	4	3	4	4	4	3	3	4	3	4	4	3	3	50
77	4	4	3	4	4	4	3	3	4	3	4	4	3	3	50
78	3	2	2	2	3	3	3	2	3	2	2	3	2	2	34
79	3	3	3	2	3	3	3	3	3	3	3	3	2	2	39
80	3	2	2	1	3	3	3	3	2	2	3	3	3	2	35
81	3	3	3	3	3	3	2	3	2	3	3	3	3	3	40
82	3	2	4	3	3	3	3	3	2	3	4	4	2	1	40
83	3	3	3	3	3	3	3	3	3	3	2	3	2	3	40
84	2	3	3	3	3	3	3	3	3	3	3	3	3	2	40
85	3	3	4	2	3	3	3	3	3	4	3	3	3	3	43
86	3	3	3	2	3	3	3	3	3	3	3	3	3	3	41
87	3	3	3	3	3	3	4	4	3	3	4	3	4	4	47
88	3	3	3	2	4	4	3	4	3	2	3	4	3	3	44
89	3	3	4	2	3	3	2	3	3	3	4	4	3	2	42
90	3	3	4	3	4	4	3	4	3	4	3	4	4	3	49

91	4	4	2	2	4	4	4	4	2	4	4	4	4	4	50
92	4	4	3	4	4	4	3	3	4	3	4	4	3	3	50
93	4	4	3	4	4	4	3	3	4	3	4	4	3	3	50
94	4	4	3	4	4	4	3	3	4	3	4	4	3	3	50
95	3	2	2	3	3	3	2	3	3	3	3	4	3	2	39
96	4	3	4	3	3	3	3	3	3	3	2	2	2	3	41
97	3	3	4	3	4	3	3	3	3	4	3	3	2	2	43
98	3	2	4	3	3	2	2	3	3	2	3	4	4	2	40
99	4	4	3	4	4	4	3	3	4	3	4	4	3	3	50
100	4	4	2	2	4	4	4	4	2	4	4	4	4	4	50

## UJI ANALISIS JALUR 1

### Descriptive Statistics

	Mean	Std. Deviation	N
Kepuasan	17.6600	1.71870	100
EM	40.8300	4.10483	100

### Correlations

		Kepuasan	EM
Pearson Correlation	Kepuasan	1.000	.613
	EM	.613	1.000
Sig. (1-tailed)	Kepuasan	.	.000
	EM	.000	.
N	Kepuasan	100	100
	EM	100	100

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	EM <sup>b</sup>	.	Enter

a. Dependent Variable: Kepuasan

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.613 <sup>a</sup>	.376	.370	1.36468	.376	59.026	1	98	.000

a. Predictors: (Constant), EM

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	109.928	1	109.928	59.026	.000 <sup>b</sup>
	Residual	182.512	98	1.862		
	Total	292.440	99			

a. Dependent Variable: Kepuasan

b. Predictors: (Constant), EM

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.027	1.591		1.274	.206
1 EM	.051	.043	.139	1.185	.239
Kepuasan	.269	.104	.305	2.594	.011

a. Dependent Variable: Loyalitas

## UJI ANALISIS JALUR TAHAP 2

### Descriptive Statistics

	Mean	Std. Deviation	N
Loyalitas	8.8700	1.51528	100
EM	40.8300	4.10483	100
Kepuasan	17.6600	1.71870	100

### Correlations

		Loyalitas	EM	Kepuasan
Pearson Correlation	Loyalitas	1.000	.326	.390
	EM	.326	1.000	.613
	Kepuasan	.390	.613	1.000
Sig. (1-tailed)	Loyalitas	.	.000	.000
	EM	.000	.	.000
	Kepuasan	.000	.000	.
N	Loyalitas	100	100	100
	EM	100	100	100
	Kepuasan	100	100	100

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Kepuasan, EM <sup>b</sup>	.	Enter

a. Dependent Variable: Loyalitas

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.405 <sup>a</sup>	.164	.147	1.39944	.164	9.534	2	97	.000

a. Predictors: (Constant), Kepuasan, EM

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37.343	2	18.672	9.534	.000 <sup>b</sup>
	Residual	189.967	97	1.958		
	Total	227.310	99			

a. Dependent Variable: Loyalitas

b. Predictors: (Constant), Kepuasan, EM

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.027	1.591		1.274	.206
1 EM	.051	.043	.139	1.185	.239
Kepuasan	.269	.104	.305	2.594	.011

a. Dependent Variable: Loyalitas