

# LAMPIRAN

## Lampiran 1 Kuesioner Penelitian

### ANGKET PENELITIAN

Hal : Permohonan bantuan pengisian kuesioner

Kepada Yth.

Bapak/Ibu/Saudara/Saudari

Dengan hormat,

Dalam rangka penyusunan Skripsi sebagai salah satu syarat kelulusan program Sarjana S1 di Fakultas Ekonomi dan Bisnis UNISNU JEPARA, peneliti berusaha untuk mengumpulkan data dan informasi mengenai "**PERANAN EXPERIENTAL MARKETING TERHADAP KEPUASAN PENGUNJUNG DI SHINTA POOL**".

Oleh karena itu, saya ingin mengajak Bapak/Ibu/Saudari untuk ikut berpartisipasi dalam pengisian kuesioner ini agar hasil penelitian ini dapat memiliki kredibilitas yang tinggi. Saya sangat berterima kasih atas kesediaan dan partisipasi Bapak/Ibu/Saudari dalam meluangkan waktu untuk mengisi kuesioner ini.

Atas perhatian dan kerjasamanya, saya ucapkan terima kasih.

Hormat saya,

**Toni Kurniawan**

#### **Petunjuk Pengisian :**

1. Bacalah setiap pertanyaan dengan seksama sebelum menjawab.
2. Anda hanya dapat memberikan satu jawaban di setiap pertanyaan.
3. Isilah kuesioner dengan memberi tanda (√) pada kolom yang tersedia dan pilih sesuai dengan keadaan yang sebenarnya.

Keterangan :

- STS : sangat tidak setuju  
 TS : tidak setuju  
 KS : kurang setuju  
 S : setuju  
 SS : sangat setuju

Data responden:

1. Usia anda saat ini :
  - a. 20 - 25tahun
  - b. 26 - 30tahun
  - c. 31 -35tahun
  - d. > 36 tahun
2. JenisKelamin :
  - a. Laki-laki
  - b. Perempuan
3. PendidikanTerakhir :
  - a. SMP
  - b. SMA
  - c. S1
  - d. S2
4. Penghasilan :
  - a. ≤ 1 Juta
  - b. 2 – 5 Juta
  - c. 6 – 10 Juta
  - d. > 11 Juta

### 1. Sense

| No | Pernyataan   | SS | S | KS | TS | STS |
|----|--|----|---|----|----|-----|
| 1. | Saya merasa tertarik pada desain ruangan wisata kolam renang Shinta Pool.    |    |   |    |    |     |
| 2. | Wisata kolam renang Shinta Pool memiliki ruangan yang rapi dan bersih.       |    |   |    |    |     |
| 3. | Udara di area wisata kolam renang Shinta Pool terasa sejuk.                  |    |   |    |    |     |
| 4. | Musik yang diputar oleh wisata kolam renang Shinta Pool membawa rasa nyaman. |    |   |    |    |     |

### 2. Feel

| No | Pernyataan  | SS | S | KS | TS | STS |
|----|---|----|---|----|----|-----|
| 1. | Saya merasa senang dengan pelayanan yang diberikan wisata kolam renang Shinta Pool. |    |   |    |    |     |
| 2. | Saya merasa nyaman saat berada di wisata kolam renang Shinta Pool.                  |    |   |    |    |     |
| 3. | Saya merasa senang berada di wisata kolam   |    |   |    |    |     |

| No | Pernyataan   | SS | S | KS | TS | STS |
|----|--|----|---|----|----|-----|
|    | renang Shinta Pool, karena keramahan dan kesopanan dari karyawannya.                         |    |   |    |    |     |
| 4  | Penyampaian informasi dari karyawan wisata kolam renang Shinta Pool sangat jelas dan detail. |    |   |    |    |     |

### 3. Think

| No | Pernyataan   | SS | S | KS | TS | STS |
|----|--|----|---|----|----|-----|
| 1. | Wisata kolam renang Shinta Pool mampu memenuhi kebutuhan/ keperluan pelanggan.                           |    |   |    |    |     |
| 2. | Wisata kolam renang Shinta Pool memberikan pelayanan yang tepat/benar.                                   |    |   |    |    |     |
| 3. | Wisata kolam renang Shinta Pool mampu menyediakan layanan dalam memenuhi kewajibannya kepada pelanggan.  |    |   |    |    |     |
| 4  | Promosi yang ditawarkan membuat saya ingin tahu tentang produk/ layanan wisata kolam renang Shinta Pool. |    |   |    |    |     |

### 4. Act

| No | Pernyataan   | SS | S | KS | TS | STS |
|----|--|----|---|----|----|-----|
| 1. | Saya rutin berbagi pengalaman tentang produk/ layanan wisata kolam renang Shinta Pool dengan orang lain.       |    |   |    |    |     |
| 2. | Ketika saya menggunakan produk/ layanan wisata kolam renang Shinta Pool, hal itu mempengaruhi gaya hidup saya. |    |   |    |    |     |
| 3. | Saya ingin mencari tahu produk/ layanan wisata kolam renang Shinta Pool untuk meningkatkan gaya hidup saya.    |    |   |    |    |     |
| 4  | Pengalaman saya menggunakan produk/ layanan wisata kolam renang Shinta Pool                                    |    |   |    |    |     |

|  |   |  |  |  |  |  |
|--|---|--|--|--|--|--|
|  | membuat saya ingin merubah gaya hidup saya. |  |  |  |  |  |
|--|---|--|--|--|--|--|

### 5. *Relate*

| No | Pernyataan  | SS | S | KS | TS | STS |
|----|---|----|---|----|----|-----|
| 1. | Karyawan wisata kolam renang Shinta Pool berperilaku menyenangkan dalam memberikan pelayanan kepada konsumen  |    |   |    |    |     |
| 2. | Saya merasa senang ketika karyawan wisata kolam renang Shinta Pool menyapa pengunjung yang datang.            |    |   |    |    |     |
| 3. | Pelayanan dari karyawan wisata kolam renang Shinta Pool yang ramah dan sopan saat berbicara dengan pelanggan. |    |   |    |    |     |
| 4. | Bila ada masalah dalam pemesanan karyawan wisata kolam renang Shinta Pool sigap dan tanggap.                  |    |   |    |    |     |

### 6. **Kepuasan Pengunjung**

| No | Pernyataan   | SS | S | KS | TS | STS |
|----|--|----|---|----|----|-----|
| 1. | Pelanggan merasa puas dengan wahana yang ditawarkan wisata kolam renang Shinta Pool.                                 |    |   |    |    |     |
| 2. | Pelanggan akan selalu menggunakan produk/ layanan wisata kolam renang Shinta Pool.                                   |    |   |    |    |     |
| 3. | Pelanggan dengan senang hati bersedia untuk merekomendasi wisata kolam renang Shinta Pool kepada teman dan keluarga. |    |   |    |    |     |
| 4. | Semua harapan pelanggan terpenuhi setelah menggunakan produk/ layanan wisata kolam renang Shinta Pool.               |    |   |    |    |     |

## Lampiran 2 Deskripsi Responden

### DESKRIPSI RESPONDEN

| No     | Keterangan          | Jumlah | Persentasi |
|--------|---------------------|--------|------------|
| 1.     | Usia:               |        |            |
|        | e. 20 - 25 tahun    | 22     | 22.9%      |
|        | f. 26 - 30 tahun    | 29     | 30.2%      |
|        | g. 31 - 35 tahun    | 27     | 28.125%    |
|        | h. > 36 tahun       | 18     | 18.8%      |
| Jumlah |                     | 96     | 100%       |
| 2.     | JenisKelamin:       |        |            |
|        | c. Laki-laki        | 42     | 43.75%     |
|        | d. Perempuan        | 54     | 56.25%     |
| Jumlah |                     | 96     | 100%       |
| 3.     | PendidikanTerakhir: |        |            |
|        | e. SMP              | 12     | 12.5%      |
|        | f. SMA              | 29     | 30.2%      |
|        | g. S1               | 49     | 51.04%     |
|        | h. S2               | 6      | 6.25%      |
| Jumlah |                     | 96     | 100%       |
| 4.     | Penghasilan:        |        |            |
|        | e. ≤ 1 Juta         | 57     | 59.4%      |
|        | f. 2 – 5 Juta       | 17     | 17.7%      |
|        | g. 6 – 10 Juta      | 19     | 19.8%      |
|        | h. > 11 Juta        | 3      | 3.1%       |
| Jumlah |                     | 96     | 100%       |

### Lampiran 3 Hasil Angket Penelitian

#### HASIL ANGKET PENELITIAN

##### 1. Sense

| Resp | X11 | X12 | X13 | X14 | Skor |
|------|-----|-----|-----|-----|------|
| 1    | 4   | 5   | 4   | 4   | 17   |
| 2    | 2   | 5   | 4   | 4   | 15   |
| 3    | 5   | 5   | 4   | 3   | 17   |
| 4    | 4   | 5   | 5   | 4   | 18   |
| 5    | 4   | 4   | 4   | 4   | 16   |
| 6    | 3   | 4   | 3   | 4   | 14   |
| 7    | 2   | 3   | 3   | 4   | 12   |
| 8    | 4   | 4   | 4   | 4   | 16   |
| 9    | 5   | 5   | 5   | 5   | 20   |
| 10   | 5   | 4   | 5   | 4   | 18   |
| 11   | 5   | 5   | 4   | 4   | 18   |
| 12   | 5   | 5   | 4   | 5   | 19   |
| 13   | 5   | 5   | 5   | 5   | 20   |
| 14   | 4   | 5   | 5   | 5   | 19   |
| 15   | 5   | 5   | 5   | 4   | 19   |
| 16   | 3   | 4   | 3   | 4   | 14   |
| 17   | 3   | 4   | 4   | 4   | 15   |
| 18   | 4   | 4   | 4   | 4   | 16   |
| 19   | 3   | 4   | 4   | 4   | 15   |
| 20   | 3   | 3   | 3   | 4   | 13   |
| 21   | 3   | 3   | 3   | 4   | 13   |
| 22   | 5   | 5   | 5   | 5   | 20   |
| 23   | 4   | 4   | 4   | 5   | 17   |
| 24   | 4   | 4   | 4   | 4   | 16   |
| 25   | 4   | 4   | 4   | 4   | 16   |
| 26   | 4   | 4   | 3   | 3   | 14   |
| 27   | 4   | 3   | 3   | 4   | 14   |
| 28   | 3   | 3   | 3   | 3   | 12   |
| 29   | 4   | 3   | 2   | 3   | 12   |
| 30   | 4   | 5   | 5   | 5   | 19   |
| 31   | 5   | 5   | 5   | 5   | 20   |
| 32   | 5   | 5   | 5   | 5   | 20   |
| 33   | 3   | 2   | 2   | 3   | 10   |
| 34   | 3   | 4   | 3   | 4   | 14   |
| 35   | 2   | 3   | 4   | 4   | 13   |

| <b>Resp</b> | <b>X11</b> | <b>X12</b> | <b>X13</b> | <b>X14</b> | <b>Skor</b> |
|-------------|------------|------------|------------|------------|-------------|
| <b>36</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>37</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>38</b>   | 2          | 3          | 2          | 3          | 10          |
| <b>39</b>   | 3          | 3          | 3          | 2          | 11          |
| <b>40</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>41</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>42</b>   | 4          | 4          | 4          | 5          | 17          |
| <b>43</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>44</b>   | 5          | 5          | 4          | 4          | 18          |
| <b>45</b>   | 5          | 5          | 5          | 4          | 19          |
| <b>46</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>47</b>   | 5          | 4          | 5          | 4          | 18          |
| <b>48</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>49</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>50</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>51</b>   | 2          | 3          | 4          | 4          | 13          |
| <b>52</b>   | 4          | 5          | 5          | 5          | 19          |
| <b>53</b>   | 2          | 3          | 2          | 3          | 10          |
| <b>54</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>55</b>   | 5          | 4          | 5          | 5          | 19          |
| <b>56</b>   | 5          | 5          | 5          | 4          | 19          |
| <b>57</b>   | 4          | 5          | 5          | 5          | 19          |
| <b>58</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>59</b>   | 5          | 5          | 5          | 4          | 19          |
| <b>60</b>   | 4          | 5          | 5          | 4          | 18          |
| <b>61</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>62</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>63</b>   | 4          | 4          | 4          | 5          | 17          |
| <b>64</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>65</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>66</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>67</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>68</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>69</b>   | 4          | 3          | 4          | 5          | 16          |
| <b>70</b>   | 3          | 3          | 4          | 4          | 14          |
| <b>71</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>72</b>   | 4          | 4          | 4          | 3          | 15          |
| <b>73</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>74</b>   | 3          | 3          | 3          | 3          | 12          |
| <b>75</b>   | 4          | 4          | 4          | 4          | 16          |



| <b>Resp</b> | <b>X11</b> | <b>X12</b> | <b>X13</b> | <b>X14</b> | <b>Skor</b> |
|-------------|------------|------------|------------|------------|-------------|
| <b>76</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>77</b>   | 3          | 3          | 4          | 4          | 14          |
| <b>78</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>79</b>   | 5          | 5          | 4          | 5          | 19          |
| <b>80</b>   | 4          | 5          | 4          | 4          | 17          |
| <b>81</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>82</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>83</b>   | 2          | 3          | 3          | 4          | 12          |
| <b>84</b>   | 4          | 3          | 5          | 4          | 16          |
| <b>85</b>   | 4          | 4          | 5          | 5          | 18          |
| <b>86</b>   | 4          | 4          | 3          | 4          | 15          |
| <b>87</b>   | 5          | 4          | 3          | 4          | 16          |
| <b>88</b>   | 2          | 5          | 4          | 4          | 15          |
| <b>89</b>   | 3          | 4          | 3          | 3          | 13          |
| <b>90</b>   | 4          | 4          | 4          | 3          | 15          |
| <b>91</b>   | 2          | 3          | 4          | 3          | 12          |
| <b>92</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>93</b>   | 2          | 3          | 4          | 4          | 13          |
| <b>94</b>   | 3          | 3          | 3          | 4          | 13          |
| <b>95</b>   | 4          | 5          | 4          | 4          | 17          |
| <b>96</b>   | 5          | 5          | 4          | 4          | 18          |

## 2. Feel

| <b>Resp</b> | <b>X21</b> | <b>X22</b> | <b>X23</b> | <b>X24</b> | <b>Skor</b> |
|-------------|------------|------------|------------|------------|-------------|
| <b>1</b>    | 4          | 4          | 4          | 4          | 16          |
| <b>2</b>    | 5          | 4          | 5          | 5          | 19          |
| <b>3</b>    | 4          | 4          | 5          | 4          | 17          |
| <b>4</b>    | 3          | 4          | 2          | 4          | 13          |
| <b>5</b>    | 4          | 4          | 4          | 4          | 16          |
| <b>6</b>    | 3          | 4          | 3          | 3          | 13          |
| <b>7</b>    | 3          | 4          | 3          | 3          | 13          |
| <b>8</b>    | 4          | 4          | 4          | 4          | 16          |
| <b>9</b>    | 5          | 5          | 5          | 4          | 19          |
| <b>10</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>11</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>12</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>13</b>   | 5          | 5          | 5          | 4          | 19          |

| <b>Resp</b> | <b>X21</b> | <b>X22</b> | <b>X23</b> | <b>X24</b> | <b>Skor</b> |
|-------------|------------|------------|------------|------------|-------------|
| <b>14</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>15</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>16</b>   | 3          | 4          | 3          | 3          | 13          |
| <b>17</b>   | 3          | 4          | 3          | 3          | 13          |
| <b>18</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>19</b>   | 3          | 4          | 3          | 3          | 13          |
| <b>20</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>21</b>   | 4          | 4          | 4          | 3          | 15          |
| <b>22</b>   | 5          | 5          | 5          | 4          | 19          |
| <b>23</b>   | 3          | 4          | 4          | 5          | 16          |
| <b>24</b>   | 2          | 2          | 4          | 4          | 12          |
| <b>25</b>   | 4          | 2          | 4          | 4          | 14          |
| <b>26</b>   | 3          | 4          | 4          | 5          | 16          |
| <b>27</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>28</b>   | 3          | 4          | 3          | 2          | 12          |
| <b>29</b>   | 2          | 3          | 3          | 2          | 10          |
| <b>30</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>31</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>32</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>33</b>   | 3          | 4          | 3          | 3          | 13          |
| <b>34</b>   | 5          | 4          | 4          | 3          | 16          |
| <b>35</b>   | 3          | 4          | 3          | 3          | 13          |
| <b>36</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>37</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>38</b>   | 2          | 3          | 3          | 2          | 10          |
| <b>39</b>   | 3          | 4          | 3          | 2          | 12          |
| <b>40</b>   | 5          | 5          | 5          | 4          | 19          |
| <b>41</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>42</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>43</b>   | 5          | 4          | 4          | 4          | 17          |
| <b>44</b>   | 5          | 4          | 4          | 4          | 17          |
| <b>45</b>   | 5          | 5          | 5          | 4          | 19          |
| <b>46</b>   | 5          | 4          | 4          | 5          | 18          |
| <b>47</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>48</b>   | 5          | 5          | 5          | 5          | 20          |

| <b>Resp</b> | <b>X21</b> | <b>X22</b> | <b>X23</b> | <b>X24</b> | <b>Skor</b> |
|-------------|------------|------------|------------|------------|-------------|
| <b>49</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>50</b>   | 4          | 5          | 4          | 4          | 17          |
| <b>51</b>   | 3          | 4          | 3          | 3          | 13          |
| <b>52</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>53</b>   | 2          | 3          | 3          | 2          | 10          |
| <b>54</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>55</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>56</b>   | 4          | 5          | 5          | 5          | 19          |
| <b>57</b>   | 5          | 4          | 4          | 5          | 18          |
| <b>58</b>   | 5          | 4          | 5          | 5          | 19          |
| <b>59</b>   | 5          | 5          | 5          | 4          | 19          |
| <b>60</b>   | 5          | 5          | 5          | 4          | 19          |
| <b>61</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>62</b>   | 5          | 4          | 4          | 5          | 18          |
| <b>63</b>   | 5          | 4          | 4          | 4          | 17          |
| <b>64</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>65</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>66</b>   | 5          | 4          | 5          | 5          | 19          |
| <b>67</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>68</b>   | 4          | 4          | 5          | 5          | 18          |
| <b>69</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>70</b>   | 3          | 4          | 3          | 2          | 12          |
| <b>71</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>72</b>   | 3          | 4          | 4          | 3          | 14          |
| <b>73</b>   | 4          | 2          | 4          | 4          | 14          |
| <b>74</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>75</b>   | 2          | 2          | 4          | 4          | 12          |
| <b>76</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>77</b>   | 3          | 4          | 3          | 3          | 13          |
| <b>78</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>79</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>80</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>81</b>   | 5          | 5          | 5          | 4          | 19          |
| <b>82</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>83</b>   | 3          | 4          | 3          | 3          | 13          |

| <b>Resp</b> | <b>X21</b> | <b>X22</b> | <b>X23</b> | <b>X24</b> | <b>Skor</b> |
|-------------|------------|------------|------------|------------|-------------|
| <b>84</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>85</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>86</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>87</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>88</b>   | 3          | 4          | 4          | 4          | 15          |
| <b>89</b>   | 4          | 4          | 5          | 5          | 18          |
| <b>90</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>91</b>   | 4          | 3          | 4          | 3          | 14          |
| <b>92</b>   | 4          | 4          | 4          | 5          | 17          |
| <b>93</b>   | 5          | 4          | 4          | 5          | 18          |
| <b>94</b>   | 4          | 5          | 5          | 5          | 19          |
| <b>95</b>   | 5          | 4          | 5          | 5          | 19          |
| <b>96</b>   | 3          | 4          | 3          | 4          | 14          |

### 3. Think

| <b>Resp</b> | <b>X31</b> | <b>X32</b> | <b>X33</b> | <b>X34</b> | <b>Skor</b> |
|-------------|------------|------------|------------|------------|-------------|
| <b>1</b>    | 4          | 5          | 5          | 5          | 19          |
| <b>2</b>    | 4          | 4          | 5          | 5          | 18          |
| <b>3</b>    | 4          | 4          | 3          | 4          | 15          |
| <b>4</b>    | 4          | 4          | 4          | 3          | 15          |
| <b>5</b>    | 5          | 5          | 5          | 5          | 20          |
| <b>6</b>    | 4          | 4          | 4          | 4          | 16          |
| <b>7</b>    | 4          | 5          | 5          | 5          | 19          |
| <b>8</b>    | 4          | 4          | 5          | 5          | 18          |
| <b>9</b>    | 4          | 5          | 5          | 5          | 19          |
| <b>10</b>   | 5          | 5          | 5          | 4          | 19          |
| <b>11</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>12</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>13</b>   | 3          | 3          | 4          | 5          | 15          |
| <b>14</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>15</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>16</b>   | 5          | 4          | 4          | 4          | 17          |
| <b>17</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>18</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>19</b>   | 5          | 4          | 4          | 4          | 17          |
| <b>20</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>21</b>   | 4          | 4          | 4          | 4          | 16          |

| <b>Resp</b> | <b>X31</b> | <b>X32</b> | <b>X33</b> | <b>X34</b> | <b>Skor</b> |
|-------------|------------|------------|------------|------------|-------------|
| <b>22</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>23</b>   | 4          | 4          | 4          | 3          | 15          |
| <b>24</b>   | 4          | 4          | 5          | 5          | 18          |
| <b>25</b>   | 4          | 3          | 4          | 3          | 14          |
| <b>26</b>   | 4          | 3          | 4          | 3          | 14          |
| <b>27</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>28</b>   | 5          | 5          | 4          | 4          | 18          |
| <b>29</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>30</b>   | 4          | 4          | 5          | 4          | 17          |
| <b>31</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>32</b>   | 4          | 3          | 4          | 3          | 14          |
| <b>33</b>   | 4          | 4          | 4          | 3          | 15          |
| <b>34</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>35</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>36</b>   | 4          | 4          | 5          | 4          | 17          |
| <b>37</b>   | 4          | 4          | 5          | 5          | 18          |
| <b>38</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>39</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>40</b>   | 5          | 4          | 4          | 4          | 17          |
| <b>41</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>42</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>43</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>44</b>   | 4          | 4          | 4          | 3          | 15          |
| <b>45</b>   | 4          | 4          | 4          | 5          | 17          |
| <b>46</b>   | 4          | 4          | 4          | 5          | 17          |
| <b>47</b>   | 4          | 5          | 5          | 5          | 19          |
| <b>48</b>   | 4          | 4          | 5          | 5          | 18          |
| <b>49</b>   | 4          | 4          | 3          | 4          | 15          |
| <b>50</b>   | 4          | 4          | 4          | 3          | 15          |
| <b>51</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>52</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>53</b>   | 4          | 5          | 5          | 5          | 19          |
| <b>54</b>   | 4          | 4          | 5          | 5          | 18          |
| <b>55</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>56</b>   | 4          | 3          | 4          | 3          | 14          |
| <b>57</b>   | 4          | 4          | 4          | 5          | 17          |
| <b>58</b>   | 4          | 4          | 4          | 5          | 17          |
| <b>59</b>   | 4          | 5          | 5          | 5          | 19          |
| <b>60</b>   | 4          | 4          | 5          | 5          | 18          |
| <b>61</b>   | 4          | 4          | 3          | 4          | 15          |

| <b>Resp</b> | <b>X31</b> | <b>X32</b> | <b>X33</b> | <b>X34</b> | <b>Skor</b> |
|-------------|------------|------------|------------|------------|-------------|
| <b>62</b>   | 4          | 4          | 4          | 3          | 15          |
| <b>63</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>64</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>65</b>   | 4          | 5          | 5          | 5          | 19          |
| <b>66</b>   | 4          | 4          | 5          | 5          | 18          |
| <b>67</b>   | 4          | 5          | 5          | 5          | 19          |
| <b>68</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>69</b>   | 3          | 3          | 4          | 3          | 13          |
| <b>70</b>   | 3          | 4          | 4          | 5          | 16          |
| <b>71</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>72</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>73</b>   | 5          | 5          | 4          | 4          | 18          |
| <b>74</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>75</b>   | 5          | 4          | 4          | 4          | 17          |
| <b>76</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>77</b>   | 4          | 4          | 5          | 5          | 18          |
| <b>78</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>79</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>80</b>   | 5          | 5          | 4          | 4          | 18          |
| <b>81</b>   | 5          | 5          | 5          | 2          | 17          |
| <b>82</b>   | 4          | 4          | 4          | 2          | 14          |
| <b>83</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>84</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>85</b>   | 4          | 4          | 4          | 5          | 17          |
| <b>86</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>87</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>88</b>   | 4          | 4          | 4          | 3          | 15          |
| <b>89</b>   | 4          | 3          | 3          | 4          | 14          |
| <b>90</b>   | 5          | 4          | 4          | 3          | 16          |
| <b>91</b>   | 3          | 4          | 3          | 3          | 13          |
| <b>92</b>   | 3          | 4          | 3          | 3          | 13          |
| <b>93</b>   | 4          | 4          | 4          | 2          | 14          |
| <b>94</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>95</b>   | 4          | 4          | 4          | 3          | 15          |
| <b>96</b>   | 4          | 4          | 5          | 5          | 18          |

## 4. Act

| <b>Resp</b> | <b>X41</b> | <b>X42</b> | <b>X43</b> | <b>X44</b> | <b>Skor</b> |
|-------------|------------|------------|------------|------------|-------------|
|-------------|------------|------------|------------|------------|-------------|

| <b>Resp</b> | <b>X41</b> | <b>X42</b> | <b>X43</b> | <b>X44</b> | <b>Skor</b> |
|-------------|------------|------------|------------|------------|-------------|
| <b>1</b>    | 5          | 5          | 5          | 5          | 20          |
| <b>2</b>    | 5          | 5          | 5          | 5          | 20          |
| <b>3</b>    | 4          | 3          | 4          | 3          | 14          |
| <b>4</b>    | 4          | 5          | 4          | 4          | 17          |
| <b>5</b>    | 5          | 5          | 5          | 5          | 20          |
| <b>6</b>    | 5          | 5          | 5          | 4          | 19          |
| <b>7</b>    | 4          | 4          | 4          | 4          | 16          |
| <b>8</b>    | 5          | 5          | 5          | 4          | 19          |
| <b>9</b>    | 4          | 4          | 4          | 4          | 16          |
| <b>10</b>   | 4          | 4          | 4          | 5          | 17          |
| <b>11</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>12</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>13</b>   | 5          | 5          | 5          | 4          | 19          |
| <b>14</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>15</b>   | 5          | 2          | 5          | 5          | 17          |
| <b>16</b>   | 4          | 2          | 4          | 4          | 14          |
| <b>17</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>18</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>19</b>   | 4          | 5          | 4          | 5          | 18          |
| <b>20</b>   | 5          | 4          | 4          | 4          | 17          |
| <b>21</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>22</b>   | 4          | 3          | 4          | 4          | 15          |
| <b>23</b>   | 3          | 4          | 3          | 3          | 13          |
| <b>24</b>   | 4          | 3          | 4          | 4          | 15          |
| <b>25</b>   | 3          | 3          | 3          | 4          | 13          |
| <b>26</b>   | 3          | 3          | 3          | 4          | 13          |
| <b>27</b>   | 4          | 2          | 4          | 4          | 14          |
| <b>28</b>   | 4          | 4          | 4          | 5          | 17          |
| <b>29</b>   | 4          | 3          | 4          | 5          | 16          |
| <b>30</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>31</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>32</b>   | 3          | 3          | 3          | 4          | 13          |
| <b>33</b>   | 4          | 3          | 4          | 3          | 14          |
| <b>34</b>   | 4          | 4          | 4          | 5          | 17          |
| <b>35</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>36</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>37</b>   | 5          | 4          | 5          | 5          | 19          |
| <b>38</b>   | 4          | 4          | 4          | 4          | 16          |

| <b>Resp</b> | <b>X41</b> | <b>X42</b> | <b>X43</b> | <b>X44</b> | <b>Skor</b> |
|-------------|------------|------------|------------|------------|-------------|
| <b>39</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>40</b>   | 4          | 5          | 4          | 5          | 18          |
| <b>41</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>42</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>43</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>44</b>   | 3          | 4          | 3          | 3          | 13          |
| <b>45</b>   | 4          | 4          | 4          | 5          | 17          |
| <b>46</b>   | 4          | 5          | 4          | 5          | 18          |
| <b>47</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>48</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>49</b>   | 4          | 3          | 4          | 3          | 14          |
| <b>50</b>   | 4          | 5          | 4          | 4          | 17          |
| <b>51</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>52</b>   | 5          | 5          | 5          | 4          | 19          |
| <b>53</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>54</b>   | 4          | 5          | 4          | 4          | 17          |
| <b>55</b>   | 4          | 3          | 4          | 3          | 14          |
| <b>56</b>   | 4          | 3          | 4          | 3          | 14          |
| <b>57</b>   | 4          | 3          | 4          | 5          | 16          |
| <b>58</b>   | 4          | 5          | 4          | 5          | 18          |
| <b>59</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>60</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>61</b>   | 4          | 3          | 4          | 3          | 14          |
| <b>62</b>   | 4          | 5          | 4          | 4          | 17          |
| <b>63</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>64</b>   | 5          | 5          | 5          | 4          | 19          |
| <b>65</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>66</b>   | 5          | 5          | 5          | 4          | 19          |
| <b>67</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>68</b>   | 5          | 4          | 5          | 5          | 19          |
| <b>69</b>   | 3          | 3          | 3          | 4          | 13          |
| <b>70</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>71</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>72</b>   | 5          | 4          | 4          | 4          | 17          |
| <b>73</b>   | 5          | 4          | 4          | 4          | 17          |
| <b>74</b>   | 5          | 4          | 4          | 5          | 18          |
| <b>75</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>76</b>   | 4          | 5          | 5          | 5          | 19          |



| <b>Resp</b> | <b>X41</b> | <b>X42</b> | <b>X43</b> | <b>X44</b> | <b>Skor</b> |
|-------------|------------|------------|------------|------------|-------------|
| <b>77</b>   | 4          | 5          | 5          | 5          | 19          |
| <b>78</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>79</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>80</b>   | 4          | 4          | 4          | 5          | 17          |
| <b>81</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>82</b>   | 4          | 5          | 4          | 5          | 18          |
| <b>83</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>84</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>85</b>   | 4          | 5          | 5          | 5          | 19          |
| <b>86</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>87</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>88</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>89</b>   | 3          | 3          | 3          | 3          | 12          |
| <b>90</b>   | 5          | 5          | 4          | 4          | 18          |
| <b>91</b>   | 3          | 3          | 4          | 3          | 13          |
| <b>92</b>   | 3          | 3          | 4          | 4          | 14          |
| <b>93</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>94</b>   | 4          | 4          | 5          | 5          | 18          |
| <b>95</b>   | 3          | 4          | 5          | 4          | 16          |
| <b>96</b>   | 4          | 4          | 5          | 5          | 18          |

## 5. Relate

| <b>Resp</b> | <b>X51</b> | <b>X52</b> | <b>X53</b> | <b>X54</b> | <b>Skor</b> |
|-------------|------------|------------|------------|------------|-------------|
| <b>1</b>    | 4          | 4          | 4          | 4          | 16          |
| <b>2</b>    | 4          | 4          | 5          | 5          | 18          |
| <b>3</b>    | 4          | 4          | 5          | 5          | 18          |
| <b>4</b>    | 4          | 5          | 4          | 4          | 17          |
| <b>5</b>    | 4          | 4          | 4          | 4          | 16          |
| <b>6</b>    | 3          | 4          | 3          | 3          | 13          |
| <b>7</b>    | 4          | 4          | 3          | 3          | 14          |
| <b>8</b>    | 4          | 4          | 4          | 4          | 16          |
| <b>9</b>    | 5          | 5          | 5          | 5          | 20          |
| <b>10</b>   | 4          | 5          | 4          | 4          | 17          |
| <b>11</b>   | 4          | 5          | 5          | 5          | 19          |
| <b>12</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>13</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>14</b>   | 5          | 5          | 5          | 5          | 20          |

| <b>Resp</b> | <b>X51</b> | <b>X52</b> | <b>X53</b> | <b>X54</b> | <b>Skor</b> |
|-------------|------------|------------|------------|------------|-------------|
| <b>15</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>16</b>   | 3          | 4          | 3          | 3          | 13          |
| <b>17</b>   | 3          | 4          | 3          | 3          | 13          |
| <b>18</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>19</b>   | 3          | 4          | 3          | 3          | 13          |
| <b>20</b>   | 4          | 4          | 3          | 3          | 14          |
| <b>21</b>   | 4          | 4          | 3          | 3          | 14          |
| <b>22</b>   | 5          | 4          | 5          | 4          | 18          |
| <b>23</b>   | 5          | 5          | 4          | 4          | 18          |
| <b>24</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>25</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>26</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>27</b>   | 4          | 5          | 5          | 4          | 18          |
| <b>28</b>   | 3          | 3          | 4          | 2          | 12          |
| <b>29</b>   | 3          | 3          | 3          | 3          | 12          |
| <b>30</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>31</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>32</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>33</b>   | 3          | 4          | 4          | 3          | 14          |
| <b>34</b>   | 4          | 3          | 4          | 4          | 15          |
| <b>35</b>   | 3          | 4          | 3          | 3          | 13          |
| <b>36</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>37</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>38</b>   | 2          | 3          | 3          | 3          | 11          |
| <b>39</b>   | 2          | 3          | 3          | 3          | 11          |
| <b>40</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>41</b>   | 5          | 4          | 5          | 5          | 19          |
| <b>42</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>43</b>   | 4          | 5          | 5          | 5          | 19          |
| <b>44</b>   | 4          | 4          | 4          | 5          | 17          |
| <b>45</b>   | 5          | 5          | 4          | 5          | 19          |
| <b>46</b>   | 5          | 5          | 4          | 5          | 19          |
| <b>47</b>   | 4          | 5          | 5          | 5          | 19          |
| <b>48</b>   | 5          | 4          | 5          | 5          | 19          |
| <b>49</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>50</b>   | 5          | 4          | 5          | 5          | 19          |
| <b>51</b>   | 3          | 4          | 3          | 3          | 13          |
| <b>52</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>53</b>   | 3          | 3          | 3          | 3          | 12          |
| <b>54</b>   | 5          | 5          | 5          | 5          | 20          |

| <b>Resp</b> | <b>X51</b> | <b>X52</b> | <b>X53</b> | <b>X54</b> | <b>Skor</b> |
|-------------|------------|------------|------------|------------|-------------|
| <b>55</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>56</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>57</b>   | 4          | 5          | 5          | 5          | 19          |
| <b>58</b>   | 4          | 5          | 5          | 5          | 19          |
| <b>59</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>60</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>61</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>62</b>   | 5          | 5          | 5          | 4          | 19          |
| <b>63</b>   | 5          | 3          | 3          | 3          | 14          |
| <b>64</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>65</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>66</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>67</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>68</b>   | 4          | 4          | 5          | 5          | 18          |
| <b>69</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>70</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>71</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>72</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>73</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>74</b>   | 3          | 4          | 4          | 3          | 14          |
| <b>75</b>   | 3          | 4          | 4          | 4          | 15          |
| <b>76</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>77</b>   | 4          | 3          | 4          | 3          | 14          |
| <b>78</b>   | 5          | 5          | 5          | 4          | 19          |
| <b>79</b>   | 5          | 4          | 4          | 4          | 17          |
| <b>80</b>   | 5          | 4          | 4          | 4          | 17          |
| <b>81</b>   | 5          | 5          | 5          | 5          | 20          |
| <b>82</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>83</b>   | 4          | 4          | 3          | 4          | 15          |
| <b>84</b>   | 4          | 4          | 5          | 4          | 17          |
| <b>85</b>   | 5          | 5          | 4          | 4          | 18          |
| <b>86</b>   | 4          | 3          | 4          | 4          | 15          |
| <b>87</b>   | 4          | 5          | 5          | 5          | 19          |
| <b>88</b>   | 4          | 4          | 5          | 5          | 18          |
| <b>89</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>90</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>91</b>   | 4          | 4          | 4          | 3          | 15          |
| <b>92</b>   | 4          | 5          | 5          | 4          | 18          |
| <b>93</b>   | 4          | 4          | 4          | 4          | 16          |
| <b>94</b>   | 3          | 4          | 3          | 4          | 14          |

| <b>Resp</b> | <b>X51</b> | <b>X52</b> | <b>X53</b> | <b>X54</b> | <b>Skor</b> |
|-------------|------------|------------|------------|------------|-------------|
| <b>95</b>   | 4          | 4          | 5          | 4          | 17          |
| <b>96</b>   | 4          | 4          | 5          | 5          | 18          |

## 6. KepuasanPelanggan

| <b>Resp</b> | <b>Y1</b> | <b>Y2</b> | <b>Y3</b> | <b>Y4</b> | <b>Skor</b> |
|-------------|-----------|-----------|-----------|-----------|-------------|
| <b>1</b>    | 4         | 4         | 4         | 3         | 15          |
| <b>2</b>    | 4         | 5         | 5         | 3         | 17          |
| <b>3</b>    | 4         | 5         | 4         | 4         | 17          |
| <b>4</b>    | 4         | 2         | 4         | 4         | 14          |
| <b>5</b>    | 4         | 4         | 4         | 4         | 16          |
| <b>6</b>    | 4         | 3         | 3         | 3         | 13          |
| <b>7</b>    | 4         | 3         | 3         | 3         | 13          |
| <b>8</b>    | 4         | 4         | 4         | 3         | 15          |
| <b>9</b>    | 5         | 5         | 4         | 4         | 18          |
| <b>10</b>   | 4         | 4         | 4         | 4         | 16          |
| <b>11</b>   | 4         | 4         | 4         | 5         | 17          |
| <b>12</b>   | 4         | 4         | 4         | 5         | 17          |
| <b>13</b>   | 5         | 5         | 4         | 4         | 18          |
| <b>14</b>   | 5         | 5         | 5         | 5         | 20          |
| <b>15</b>   | 5         | 5         | 5         | 5         | 20          |
| <b>16</b>   | 4         | 3         | 3         | 3         | 13          |
| <b>17</b>   | 4         | 3         | 3         | 3         | 13          |
| <b>18</b>   | 4         | 4         | 4         | 4         | 16          |
| <b>19</b>   | 4         | 3         | 3         | 3         | 13          |
| <b>20</b>   | 4         | 4         | 4         | 2         | 14          |
| <b>21</b>   | 4         | 4         | 3         | 2         | 13          |
| <b>22</b>   | 5         | 5         | 4         | 5         | 19          |
| <b>23</b>   | 4         | 4         | 5         | 4         | 17          |
| <b>24</b>   | 2         | 4         | 4         | 4         | 14          |
| <b>25</b>   | 2         | 4         | 4         | 4         | 14          |
| <b>26</b>   | 4         | 4         | 5         | 4         | 17          |
| <b>27</b>   | 5         | 5         | 5         | 4         | 19          |
| <b>28</b>   | 4         | 3         | 2         | 3         | 12          |
| <b>29</b>   | 3         | 3         | 2         | 3         | 11          |
| <b>30</b>   | 5         | 5         | 5         | 5         | 20          |
| <b>31</b>   | 5         | 5         | 5         | 5         | 20          |
| <b>32</b>   | 5         | 5         | 5         | 5         | 20          |
| <b>33</b>   | 4         | 3         | 3         | 3         | 13          |
| <b>34</b>   | 4         | 4         | 3         | 4         | 15          |

| <b>Resp</b> | <b>Y1</b> | <b>Y2</b> | <b>Y3</b> | <b>Y4</b> | <b>Skor</b> |
|-------------|-----------|-----------|-----------|-----------|-------------|
| <b>35</b>   | 4         | 3         | 3         | 2         | 12          |
| <b>36</b>   | 5         | 5         | 5         | 5         | 20          |
| <b>37</b>   | 5         | 5         | 5         | 5         | 20          |
| <b>38</b>   | 3         | 3         | 2         | 3         | 11          |
| <b>39</b>   | 4         | 3         | 2         | 3         | 12          |
| <b>40</b>   | 5         | 5         | 4         | 5         | 19          |
| <b>41</b>   | 5         | 5         | 5         | 4         | 19          |
| <b>42</b>   | 4         | 4         | 4         | 3         | 15          |
| <b>43</b>   | 4         | 4         | 4         | 4         | 16          |
| <b>44</b>   | 4         | 4         | 4         | 4         | 16          |
| <b>45</b>   | 5         | 5         | 4         | 5         | 19          |
| <b>46</b>   | 4         | 4         | 5         | 5         | 18          |
| <b>47</b>   | 5         | 5         | 5         | 5         | 20          |
| <b>48</b>   | 5         | 5         | 5         | 5         | 20          |
| <b>49</b>   | 5         | 5         | 5         | 5         | 20          |
| <b>50</b>   | 5         | 4         | 4         | 5         | 18          |
| <b>51</b>   | 4         | 3         | 3         | 2         | 12          |
| <b>52</b>   | 5         | 5         | 5         | 5         | 20          |
| <b>53</b>   | 3         | 3         | 2         | 3         | 11          |
| <b>54</b>   | 5         | 5         | 5         | 5         | 20          |
| <b>55</b>   | 5         | 5         | 5         | 4         | 19          |
| <b>56</b>   | 5         | 5         | 5         | 5         | 20          |
| <b>57</b>   | 4         | 4         | 5         | 4         | 17          |
| <b>58</b>   | 4         | 5         | 5         | 4         | 18          |
| <b>59</b>   | 5         | 5         | 4         | 5         | 19          |
| <b>60</b>   | 5         | 5         | 4         | 4         | 18          |
| <b>61</b>   | 4         | 4         | 4         | 5         | 17          |
| <b>62</b>   | 4         | 4         | 5         | 5         | 18          |
| <b>63</b>   | 4         | 4         | 4         | 4         | 16          |
| <b>64</b>   | 5         | 5         | 5         | 5         | 20          |
| <b>65</b>   | 5         | 5         | 5         | 5         | 20          |
| <b>66</b>   | 4         | 5         | 5         | 5         | 19          |
| <b>67</b>   | 4         | 4         | 4         | 4         | 16          |
| <b>68</b>   | 4         | 5         | 5         | 5         | 19          |
| <b>69</b>   | 4         | 4         | 4         | 4         | 16          |
| <b>70</b>   | 4         | 3         | 2         | 3         | 12          |
| <b>71</b>   | 5         | 5         | 5         | 5         | 20          |
| <b>72</b>   | 4         | 4         | 3         | 5         | 16          |
| <b>73</b>   | 2         | 4         | 4         | 4         | 14          |
| <b>74</b>   | 4         | 4         | 4         | 4         | 16          |

| <b>Resp</b> | <b>Y1</b> | <b>Y2</b> | <b>Y3</b> | <b>Y4</b> | <b>Skor</b> |
|-------------|-----------|-----------|-----------|-----------|-------------|
| <b>75</b>   | 2         | 4         | 4         | 4         | 14          |
| <b>76</b>   | 4         | 4         | 4         | 4         | 16          |
| <b>77</b>   | 4         | 3         | 3         | 3         | 13          |
| <b>78</b>   | 5         | 5         | 5         | 5         | 20          |
| <b>79</b>   | 4         | 4         | 4         | 5         | 17          |
| <b>80</b>   | 4         | 4         | 4         | 4         | 16          |
| <b>81</b>   | 5         | 5         | 4         | 4         | 18          |
| <b>82</b>   | 4         | 4         | 4         | 4         | 16          |
| <b>83</b>   | 4         | 3         | 3         | 3         | 13          |
| <b>84</b>   | 4         | 4         | 4         | 4         | 16          |
| <b>85</b>   | 4         | 5         | 4         | 4         | 17          |
| <b>86</b>   | 4         | 3         | 3         | 3         | 13          |
| <b>87</b>   | 4         | 5         | 4         | 5         | 18          |
| <b>88</b>   | 4         | 5         | 5         | 3         | 17          |
| <b>89</b>   | 4         | 4         | 3         | 4         | 15          |
| <b>90</b>   | 4         | 4         | 4         | 4         | 16          |
| <b>91</b>   | 3         | 3         | 3         | 3         | 12          |
| <b>92</b>   | 4         | 4         | 2         | 4         | 14          |
| <b>93</b>   | 3         | 4         | 3         | 2         | 12          |
| <b>94</b>   | 4         | 3         | 3         | 3         | 13          |
| <b>95</b>   | 4         | 3         | 4         | 4         | 15          |
| <b>96</b>   | 4         | 4         | 5         | 5         | 18          |

## Lampiran 4 Uji Statistik Deskriptif

### UJI STATISTIK DESKRIPTIF

#### 1. Sense

##### Statistics

|   |                | X1_1 | X1_2 | X1_3 | X1_4 |
|---|----------------|------|------|------|------|
| N | Valid          | 96   | 96   | 96   | 96   |
|   | Missing        | 0    | 0    | 0    | 0    |
|   | Mean           | 4.02 | 4.23 | 4.15 | 4.22 |
|   | Median         | 4.00 | 4.00 | 4.00 | 4.00 |
|   | Std. Deviation | .984 | .814 | .846 | .699 |
|   | Minimum        | 2    | 2    | 2    | 2    |
|   | Maximum        | 5    | 5    | 5    | 5    |
|   | Sum            | 386  | 406  | 398  | 405  |

##### X1\_1

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 10        | 10.4    | 10.4          | 10.4               |
|       | 3     | 15        | 15.6    | 15.6          | 26.0               |
|       | 4     | 34        | 35.4    | 35.4          | 61.5               |
|       | 5     | 37        | 38.5    | 38.5          | 100.0              |
|       | Total | 96        | 100.0   | 100.0         |                    |

##### X1\_2

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 1         | 1.0     | 1.0           | 1.0                |
|       | 3     | 20        | 20.8    | 20.8          | 21.9               |
|       | 4     | 31        | 32.3    | 32.3          | 54.2               |
|       | 5     | 44        | 45.8    | 45.8          | 100.0              |
|       | Total | 96        | 100.0   | 100.0         |                    |

##### X1\_3

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 4         | 4.2     | 4.2           | 4.2                |
|       | 3     | 16        | 16.7    | 16.7          | 20.8               |
|       | 4     | 38        | 39.6    | 39.6          | 60.4               |
|       | 5     | 38        | 39.6    | 39.6          | 100.0              |
|       | Total | 96        | 100.0   | 100.0         |                    |

**X1\_4**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 1         | 1.0     | 1.0           | 1.0                |
| 3       | 12        | 12.5    | 12.5          | 13.5               |
| 4       | 48        | 50.0    | 50.0          | 63.5               |
| 5       | 35        | 36.5    | 36.5          | 100.0              |
| Total   | 96        | 100.0   | 100.0         |                    |

**2. Feel****Statistics**

|                | X2_1 | X2_2 | X2_3 | X2_4 |
|----------------|------|------|------|------|
| N Valid        | 96   | 96   | 96   | 96   |
| Missing        | 0    | 0    | 0    | 0    |
| Mean           | 4.10 | 4.19 | 4.18 | 4.08 |
| Median         | 4.00 | 4.00 | 4.00 | 4.00 |
| Std. Deviation | .900 | .701 | .754 | .867 |
| Minimum        | 2    | 2    | 2    | 2    |
| Maximum        | 5    | 5    | 5    | 5    |
| Sum            | 394  | 402  | 401  | 392  |

**X2\_1**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 5         | 5.2     | 5.2           | 5.2                |
| 3       | 19        | 19.8    | 19.8          | 25.0               |
| 4       | 33        | 34.4    | 34.4          | 59.4               |
| 5       | 39        | 40.6    | 40.6          | 100.0              |
| Total   | 96        | 100.0   | 100.0         |                    |

**X2\_2**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 4         | 4.2     | 4.2           | 4.2                |
| 3       | 4         | 4.2     | 4.2           | 8.3                |
| 4       | 58        | 60.4    | 60.4          | 68.8               |
| 5       | 30        | 31.3    | 31.3          | 100.0              |
| Total   | 96        | 100.0   | 100.0         |                    |



**X2\_3**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 1         | 1.0     | 1.0           | 1.0                |
| 3       | 17        | 17.7    | 17.7          | 18.8               |
| 4       | 42        | 43.8    | 43.8          | 62.5               |
| 5       | 36        | 37.5    | 37.5          | 100.0              |
| Total   | 96        | 100.0   | 100.0         |                    |

**X2\_4**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 6         | 6.3     | 6.3           | 6.3                |
| 3       | 14        | 14.6    | 14.6          | 20.8               |
| 4       | 42        | 43.8    | 43.8          | 64.6               |
| 5       | 34        | 35.4    | 35.4          | 100.0              |
| Total   | 96        | 100.0   | 100.0         |                    |

**3. Think****Statistics**

|                | X3_1 | X3_2 | X3_3 | X3_4 |
|----------------|------|------|------|------|
| N Valid        | 96   | 96   | 96   | 96   |
| Missing        | 0    | 0    | 0    | 0    |
| Mean           | 4.19 | 4.20 | 4.30 | 4.17 |
| Median         | 4.00 | 4.00 | 4.00 | 4.00 |
| Std. Deviation | .509 | .555 | .583 | .816 |
| Minimum        | 3    | 3    | 3    | 2    |
| Maximum        | 5    | 5    | 5    | 5    |
| Sum            | 402  | 403  | 413  | 400  |

**X3\_1**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 5         | 5.2     | 5.2           | 5.2                |
| 4       | 68        | 70.8    | 70.8          | 76.0               |
| 5       | 23        | 24.0    | 24.0          | 100.0              |
| Total   | 96        | 100.0   | 100.0         |                    |

**X3\_2**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 7         | 7.3     | 7.3           | 7.3                |
| 4       | 63        | 65.6    | 65.6          | 72.9               |
| 5       | 26        | 27.1    | 27.1          | 100.0              |
| Total   | 96        | 100.0   | 100.0         |                    |

**X3\_3**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 6         | 6.3     | 6.3           | 6.3                |
| 4       | 55        | 57.3    | 57.3          | 63.5               |
| 5       | 35        | 36.5    | 36.5          | 100.0              |
| Total   | 96        | 100.0   | 100.0         |                    |

**X3\_4**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 3         | 3.1     | 3.1           | 3.1                |
| 3       | 16        | 16.7    | 16.7          | 19.8               |
| 4       | 39        | 40.6    | 40.6          | 60.4               |
| 5       | 38        | 39.6    | 39.6          | 100.0              |
| Total   | 96        | 100.0   | 100.0         |                    |

**4. Act****Statistics**

|                | X4_1 | X4_2 | X4_3 | X4_4 |
|----------------|------|------|------|------|
| N Valid        | 96   | 96   | 96   | 96   |
| Missing        | 0    | 0    | 0    | 0    |
| Mean           | 4.22 | 4.14 | 4.26 | 4.29 |
| Median         | 4.00 | 4.00 | 4.00 | 4.00 |
| Std. Deviation | .619 | .816 | .585 | .648 |
| Minimum        | 3    | 2    | 3    | 3    |
| Maximum        | 5    | 5    | 5    | 5    |
| Sum            | 405  | 397  | 409  | 412  |

**X4\_1**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 10        | 10.4    | 10.4          | 10.4               |
| 4       | 55        | 57.3    | 57.3          | 67.7               |
| 5       | 31        | 32.3    | 32.3          | 100.0              |
| Total   | 96        | 100.0   | 100.0         |                    |

**X4\_2**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 3         | 3.1     | 3.1           | 3.1                |
| 3       | 17        | 17.7    | 17.7          | 20.8               |
| 4       | 40        | 41.7    | 41.7          | 62.5               |
| 5       | 36        | 37.5    | 37.5          | 100.0              |
| Total   | 96        | 100.0   | 100.0         |                    |

**X4\_3**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 7         | 7.3     | 7.3           | 7.3                |
| 4       | 57        | 59.4    | 59.4          | 66.7               |
| 5       | 32        | 33.3    | 33.3          | 100.0              |
| Total   | 96        | 100.0   | 100.0         |                    |

**X4\_4**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 10        | 10.4    | 10.4          | 10.4               |
| 4       | 48        | 50.0    | 50.0          | 60.4               |
| 5       | 38        | 39.6    | 39.6          | 100.0              |
| Total   | 96        | 100.0   | 100.0         |                    |

**5. Relate****Statistics**

|         | X5_1 | X5_2 | X5_3 | X5_4 |
|---------|------|------|------|------|
| N Valid | 96   | 96   | 96   | 96   |
| Missing | 0    | 0    | 0    | 0    |
| Mean    | 4.18 | 4.29 | 4.27 | 4.19 |
| Median  | 4.00 | 4.00 | 4.00 | 4.00 |

**Statistics**

|                | X5_1 | X5_2 | X5_3 | X5_4 |
|----------------|------|------|------|------|
| Std. Deviation | .740 | .631 | .732 | .772 |
| Minimum        | 2    | 3    | 3    | 2    |
| Maximum        | 5    | 5    | 5    | 5    |
| Sum            | 401  | 412  | 410  | 402  |

**X5\_1**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 2         | 2.1     | 2.1           | 2.1                |
| 3       | 13        | 13.5    | 13.5          | 15.6               |
| 4       | 47        | 49.0    | 49.0          | 64.6               |
| 5       | 34        | 35.4    | 35.4          | 100.0              |
| Total   | 96        | 100.0   | 100.0         |                    |

**X5\_2**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 9         | 9.4     | 9.4           | 9.4                |
| 4       | 50        | 52.1    | 52.1          | 61.5               |
| 5       | 37        | 38.5    | 38.5          | 100.0              |
| Total   | 96        | 100.0   | 100.0         |                    |

**X5\_3**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 16        | 16.7    | 16.7          | 16.7               |
| 4       | 38        | 39.6    | 39.6          | 56.3               |
| 5       | 42        | 43.8    | 43.8          | 100.0              |
| Total   | 96        | 100.0   | 100.0         |                    |

**X5\_4**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 1         | 1.0     | 1.0           | 1.0                |
| 3       | 18        | 18.8    | 18.8          | 19.8               |
| 4       | 39        | 40.6    | 40.6          | 60.4               |
| 5       | 38        | 39.6    | 39.6          | 100.0              |
| Total   | 96        | 100.0   | 100.0         |                    |

## 6. KepuasanPelanggan

### Statistics

|                |         | Y1   | Y2   | Y3   | Y4   |
|----------------|---------|------|------|------|------|
| N              | Valid   | 96   | 96   | 96   | 96   |
|                | Missing | 0    | 0    | 0    | 0    |
| Mean           |         | 4.17 | 4.15 | 3.99 | 4.01 |
| Median         |         | 4.00 | 4.00 | 4.00 | 4.00 |
| Std. Deviation |         | .706 | .781 | .900 | .888 |
| Minimum        |         | 2    | 2    | 2    | 2    |
| Maximum        |         | 5    | 5    | 5    | 5    |
| Sum            |         | 400  | 398  | 383  | 385  |

### Y1

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 4         | 4.2     | 4.2           | 4.2                |
|       | 3     | 5         | 5.2     | 5.2           | 9.4                |
|       | 4     | 58        | 60.4    | 60.4          | 69.8               |
|       | 5     | 29        | 30.2    | 30.2          | 100.0              |
|       | Total | 96        | 100.0   | 100.0         |                    |

### Y2

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 1         | 1.0     | 1.0           | 1.0                |
|       | 3     | 20        | 20.8    | 20.8          | 21.9               |
|       | 4     | 39        | 40.6    | 40.6          | 62.5               |
|       | 5     | 36        | 37.5    | 37.5          | 100.0              |
|       | Total | 96        | 100.0   | 100.0         |                    |

### Y3

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 7         | 7.3     | 7.3           | 7.3                |
|       | 3     | 18        | 18.8    | 18.8          | 26.0               |
|       | 4     | 40        | 41.7    | 41.7          | 67.7               |
|       | 5     | 31        | 32.3    | 32.3          | 100.0              |
|       | Total | 96        | 100.0   | 100.0         |                    |

## Y4

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 5         | 5.2     | 5.2           | 5.2                |
| 3       | 22        | 22.9    | 22.9          | 28.1               |
| 4       | 36        | 37.5    | 37.5          | 65.6               |
| 5       | 33        | 34.4    | 34.4          | 100.0              |
| Total   | 96        | 100.0   | 100.0         |                    |

## Lampiran 5 Uji Kualitas Data

### UJI VALIDITAS DAN RELIABILITAS

#### 1. Sense

##### Correlations

|      |                     | X1_1   | X1_2   | X1_3   | X1_4   | Skor   |
|------|---------------------|--------|--------|--------|--------|--------|
| X1_1 | Pearson Correlation | 1      | .717** | .667** | .560** | .871** |
|      | Sig. (2-tailed)     |        | .000   | .000   | .000   | .000   |
|      | N                   | 96     | 96     | 96     | 96     | 96     |
| X1_2 | Pearson Correlation | .717** | 1      | .731** | .595** | .882** |
|      | Sig. (2-tailed)     | .000   |        | .000   | .000   | .000   |
|      | N                   | 96     | 96     | 96     | 96     | 96     |
| X1_3 | Pearson Correlation | .667** | .731** | 1      | .711** | .896** |
|      | Sig. (2-tailed)     | .000   | .000   |        | .000   | .000   |
|      | N                   | 96     | 96     | 96     | 96     | 96     |
| X1_4 | Pearson Correlation | .560** | .595** | .711** | 1      | .807** |
|      | Sig. (2-tailed)     | .000   | .000   | .000   |        | .000   |
|      | N                   | 96     | 96     | 96     | 96     | 96     |
| Skor | Pearson Correlation | .871** | .882** | .896** | .807** | 1      |
|      | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |        |
|      | N                   | 96     | 96     | 96     | 96     | 96     |

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

##### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .883             | 4          |

#### 2. Feel

##### Correlations

|      |                     | X2_1 | X2_2   | X2_3   | X2_4   | Skor   |
|------|---------------------|------|--------|--------|--------|--------|
| X2_1 | Pearson Correlation | 1    | .653** | .795** | .704** | .920** |
|      |                     |      |        |        |        |        |

### Correlations

|                          | X2_1   | X2_2   | X2_3   | X2_4   | Skor   |
|--------------------------|--------|--------|--------|--------|--------|
| Sig. (2-tailed)          |        | .000   | .000   | .000   | .000   |
| N                        | 96     | 96     | 96     | 96     | 96     |
| X2_2 Pearson Correlation | .653** | 1      | .574** | .460** | .760** |
| Sig. (2-tailed)          | .000   |        | .000   | .000   | .000   |
| N                        | 96     | 96     | 96     | 96     | 96     |
| X2_3 Pearson Correlation | .795** | .574** | 1      | .767** | .909** |
| Sig. (2-tailed)          | .000   | .000   |        | .000   | .000   |
| N                        | 96     | 96     | 96     | 96     | 96     |
| X2_4 Pearson Correlation | .704** | .460** | .767** | 1      | .860** |
| Sig. (2-tailed)          | .000   | .000   | .000   |        | .000   |
| N                        | 96     | 96     | 96     | 96     | 96     |
| Skor Pearson Correlation | .920** | .760** | .909** | .860** | 1      |
| Sig. (2-tailed)          | .000   | .000   | .000   | .000   |        |
| N                        | 96     | 96     | 96     | 96     | 96     |

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .885             | 4          |

### 3. Think

### Correlations

|                          | X3_1   | X3_2   | X3_3   | X3_4   | Skor   |
|--------------------------|--------|--------|--------|--------|--------|
| X3_1 Pearson Correlation | 1      | .613** | .410** | .203*  | .653** |
| Sig. (2-tailed)          |        | .000   | .000   | .048   | .000   |
| N                        | 96     | 96     | 96     | 96     | 96     |
| X3_2 Pearson Correlation | .613** | 1      | .595** | .461** | .828** |
| Sig. (2-tailed)          | .000   |        | .000   | .000   | .000   |
| N                        | 96     | 96     | 96     | 96     | 96     |



### Correlations

|                          | X3_1   | X3_2   | X3_3   | X3_4   | Skor   |
|--------------------------|--------|--------|--------|--------|--------|
| X3_3 Pearson Correlation | .410** | .595** | 1      | .579** | .831** |
| Sig. (2-tailed)          | .000   | .000   |        | .000   | .000   |
| N                        | 96     | 96     | 96     | 96     | 96     |
| X3_4 Pearson Correlation | .203*  | .461** | .579** | 1      | .788** |
| Sig. (2-tailed)          | .048   | .000   | .000   |        | .000   |
| N                        | 96     | 96     | 96     | 96     | 96     |
| Skor Pearson Correlation | .653** | .828** | .831** | .788** | 1      |
| Sig. (2-tailed)          | .000   | .000   | .000   | .000   |        |
| N                        | 96     | 96     | 96     | 96     | 96     |

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

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .764             | 4          |

#### 4. Act

### Correlations

|                          | X4_1   | X4_2   | X4_3   | X4_4   | Skor   |
|--------------------------|--------|--------|--------|--------|--------|
| X4_1 Pearson Correlation | 1      | .545** | .771** | .496** | .836** |
| Sig. (2-tailed)          |        | .000   | .000   | .000   | .000   |
| N                        | 96     | 96     | 96     | 96     | 96     |
| X4_2 Pearson Correlation | .545** | 1      | .565** | .502** | .824** |
| Sig. (2-tailed)          | .000   |        | .000   | .000   | .000   |
| N                        | 96     | 96     | 96     | 96     | 96     |
| X4_3 Pearson Correlation | .771** | .565** | 1      | .576** | .863** |
| Sig. (2-tailed)          | .000   | .000   |        | .000   | .000   |
| N                        | 96     | 96     | 96     | 96     | 96     |
| X4_4 Pearson Correlation | .496** | .502** | .576** | 1      | .774** |
| Sig. (2-tailed)          | .000   | .000   | .000   |        | .000   |
| N                        | 96     | 96     | 96     | 96     | 96     |

**Correlations**

|      |                     | X4_1   | X4_2   | X4_3   | X4_4   | Skor |
|------|---------------------|--------|--------|--------|--------|------|
| Skor | Pearson Correlation | .836** | .824** | .863** | .774** | 1    |
|      | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |      |
|      | N                   | 96     | 96     | 96     | 96     | 96   |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .833             | 4          |

**5. Relate****Correlations**

|      |                     | X5_1   | X5_2   | X5_3   | X5_4   | Skor   |
|------|---------------------|--------|--------|--------|--------|--------|
| X5_1 | Pearson Correlation | 1      | .632** | .668** | .697** | .857** |
|      | Sig. (2-tailed)     |        | .000   | .000   | .000   | .000   |
|      | N                   | 96     | 96     | 96     | 96     | 96     |
| X5_2 | Pearson Correlation | .632** | 1      | .647** | .686** | .832** |
|      | Sig. (2-tailed)     | .000   |        | .000   | .000   | .000   |
|      | N                   | 96     | 96     | 96     | 96     | 96     |
| X5_3 | Pearson Correlation | .668** | .647** | 1      | .821** | .898** |
|      | Sig. (2-tailed)     | .000   | .000   |        | .000   | .000   |
|      | N                   | 96     | 96     | 96     | 96     | 96     |
| X5_4 | Pearson Correlation | .697** | .686** | .821** | 1      | .919** |
|      | Sig. (2-tailed)     | .000   | .000   | .000   |        | .000   |
|      | N                   | 96     | 96     | 96     | 96     | 96     |
| Skor | Pearson Correlation | .857** | .832** | .898** | .919** | 1      |
|      | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |        |
|      | N                   | 96     | 96     | 96     | 96     | 96     |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .899             | 4          |

## 6. KepuasanPelanggan

### Correlations

|      |                        | Y1     | Y2     | Y3     | Y4     | Skor   |
|------|------------------------|--------|--------|--------|--------|--------|
| Y1   | Pearson<br>Correlation | 1      | .566** | .467** | .467** | .723** |
|      | Sig. (2-tailed)        |        | .000   | .000   | .000   | .000   |
|      | N                      | 96     | 96     | 96     | 96     | 96     |
| Y2   | Pearson<br>Correlation | .566** | 1      | .751** | .650** | .888** |
|      | Sig. (2-tailed)        | .000   |        | .000   | .000   | .000   |
|      | N                      | 96     | 96     | 96     | 96     | 96     |
| Y3   | Pearson<br>Correlation | .467** | .751** | 1      | .658** | .875** |
|      | Sig. (2-tailed)        | .000   | .000   |        | .000   | .000   |
|      | N                      | 96     | 96     | 96     | 96     | 96     |
| Y4   | Pearson<br>Correlation | .467** | .650** | .658** | 1      | .845** |
|      | Sig. (2-tailed)        | .000   | .000   | .000   |        | .000   |
|      | N                      | 96     | 96     | 96     | 96     | 96     |
| Skor | Pearson<br>Correlation | .723** | .888** | .875** | .845** | 1      |
|      | Sig. (2-tailed)        | .000   | .000   | .000   | .000   |        |
|      | N                      | 96     | 96     | 96     | 96     | 96     |

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

### Reliability Statistics

| Cronbach's<br>Alpha | N of Items |
|---------------------|------------|
| .853                | 4          |

## Lampiran 6 Uji Asumsi Klasik

### UJI ASUMSI KLASIK

#### 1. UjiMultikolinieritas

**Coefficients<sup>a</sup>**

| Model |        | Collinearity Statistics |       |
|-------|--------|-------------------------|-------|
|       |        | Tolerance               | VIF   |
| 1     | Sense  | .277                    | 3.615 |
|       | Feel   | .290                    | 3.452 |
|       | Think  | .602                    | 1.660 |
|       | Act    | .579                    | 1.728 |
|       | Relate | .183                    | 5.460 |

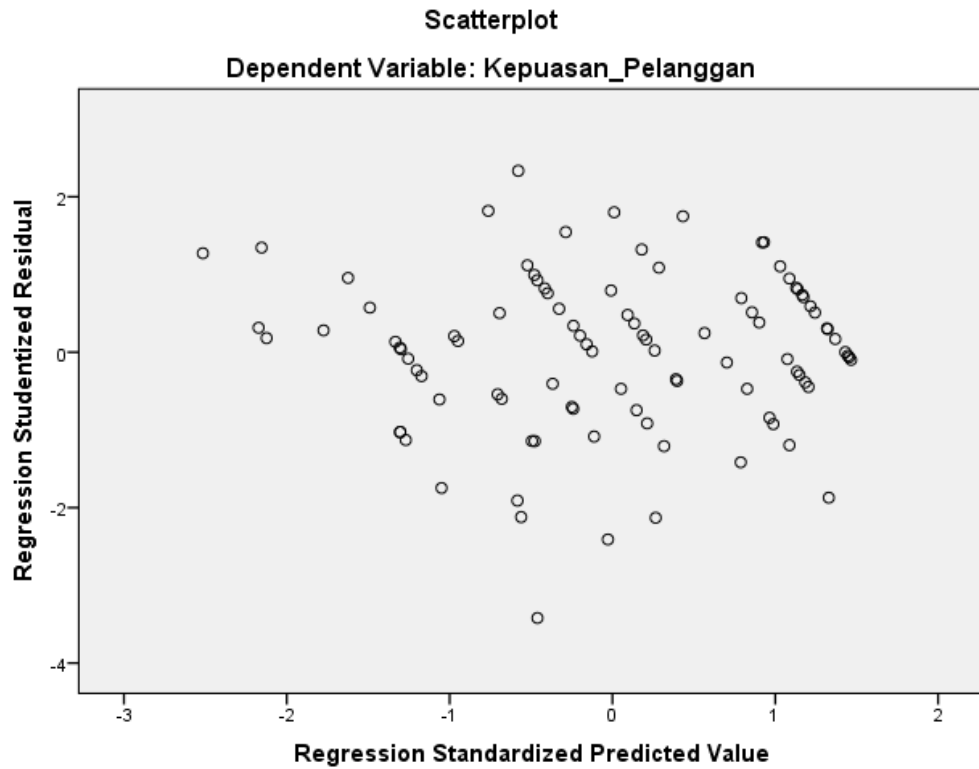
a. Dependent Variable:  
Kepuasan\_Pelanggan

#### 2. UjiHeteroskedastisitas

**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
|       |            | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant) | 2.077                       | .635       |                           | 3.271  | .002 |
|       | Sense      | .115                        | .037       | .563                      | 1.139  | .125 |
|       | Feel       | .062                        | .037       | .290                      | 1.656  | .111 |
|       | Think      | -.098                       | .038       | .315                      | -1.595 | .101 |
|       | Act        | .028                        | .034       | .102                      | .821   | .414 |
|       | Relate     | .042                        | .052       | .180                      | .817   | .416 |

a. Dependent Variable: Abs\_Res



### 3. UjiNormalitas

#### One-Sample Kolmogorov-Smirnov Test

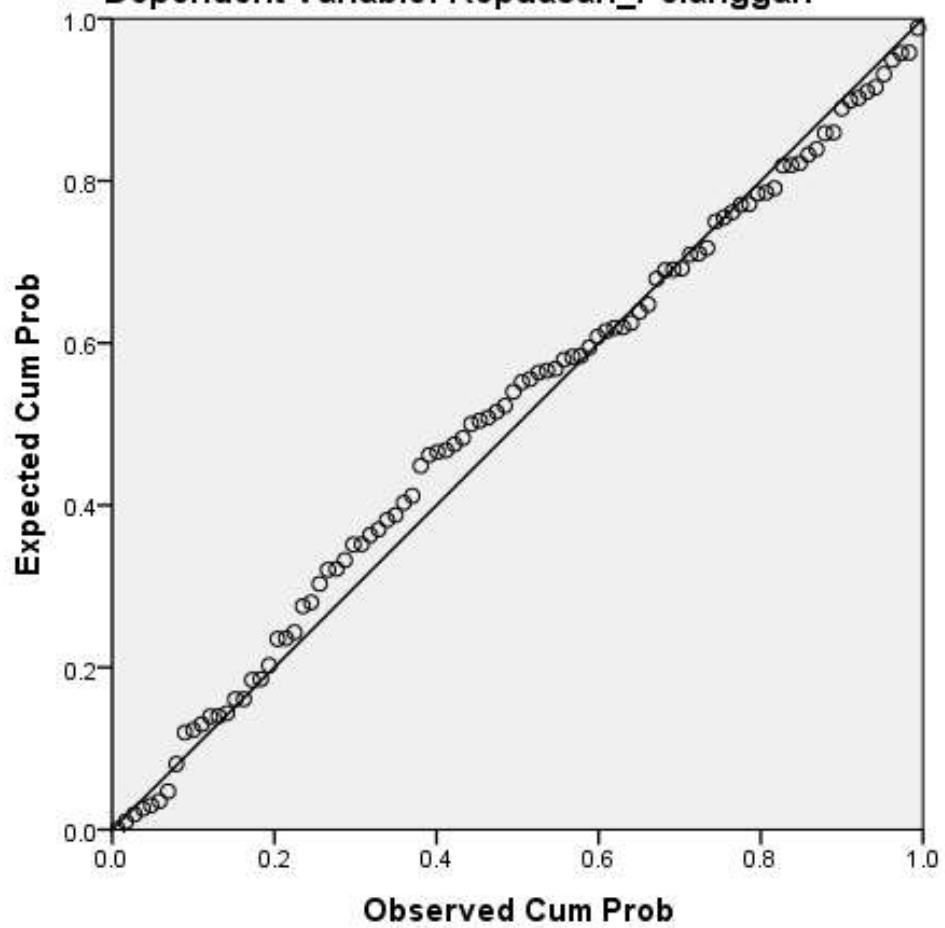
|                                  |                          | Unstandardized Residual |
|----------------------------------|--------------------------|-------------------------|
| N                                |                          | 96                      |
| Normal Parameters <sup>a,b</sup> | Mean                     | .0000000                |
|                                  | Std. Deviation           | .93452726               |
|                                  | Most Extreme Differences |                         |
|                                  | Absolute                 | .075                    |
|                                  | Positive                 | .031                    |
|                                  | Negative                 | -.075                   |
| Test Statistic                   |                          | .075                    |
| Asymp. Sig. (2-tailed)           |                          | .200 <sup>c,d</sup>     |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

**Normal P-P Plot of Regression Standardized Residual****Dependent Variable: Kepuasan\_Pelanggan**

## Lampiran 7 Uji Hipotesis

## UJI HIPOTESIS

## Statistics

|   |                | Sense | Feel  | Think | Act   | Relate | Kepuasan_Pelanggan |
|---|----------------|-------|-------|-------|-------|--------|--------------------|
| N | Valid          | 96    | 96    | 96    | 96    | 96     | 96                 |
|   | Missing        | 0     | 0     | 0     | 0     | 0      | 0                  |
|   | Mean           | 16.61 | 16.55 | 16.85 | 16.91 | 16.93  | 16.31              |
|   | Median         | 17.00 | 16.00 | 16.00 | 17.00 | 17.00  | 16.00              |
|   | Std. Deviation | 2.896 | 2.790 | 1.919 | 2.196 | 2.527  | 2.743              |
|   | Minimum        | 10    | 10    | 13    | 12    | 11     | 11                 |
|   | Maximum        | 20    | 20    | 20    | 20    | 20     | 20                 |
|   | Sum            | 1595  | 1589  | 1618  | 1623  | 1625   | 1566               |

ANOVA<sup>a</sup>

| Model |            | Sum of Squares | Df | Mean Square | F       | Sig.              |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1     | Regression | 631.658        | 5  | 126.332     | 137.040 | .000 <sup>b</sup> |
|       | Residual   | 82.967         | 90 | .922        |         |                   |
|       | Total      | 714.625        | 95 |             |         |                   |

a. Dependent Variable: Kepuasan\_Pelanggan

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

Coefficients<sup>a</sup>

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
|       |            | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant) | 2.828                       | 1.116      |                           | 2.534  | .013 |
|       | Sense      | .223                        | .065       | .236                      | 3.449  | .001 |
|       | Feel       | .354                        | .066       | .360                      | 5.393  | .000 |
|       | Think      | .191                        | .066       | .134                      | 2.887  | .005 |
|       | Act        | -.060                       | .059       | -.048                     | -1.024 | .309 |
|       | Relate     | .436                        | .091       | .402                      | 4.787  | .000 |

a. Dependent Variable: Kepuasan\_Pelanggan

Model Summary<sup>b</sup>

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .940 <sup>a</sup> | .884     | .877              | .960                       |

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

b. Dependent Variable: Kepuasan\_Pelanggan

## **SURAT KETERANGAN**

NOMOR:.....

Assalamu'alaikum wr.wb

Dalam rangka menindak lanjuti surat dari Fakultas Ekonomi dan Bisnis UNISNU JEPARA Mengenai permohonan izin penelitian di Shinta pool Jepara.

Dengan ini menerangkan bahwa:

Nama : Toni Kurniawan  
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Tempat/Tanggal Lahir : Jepara 5 Mei 1994  
Alamat : Ds. Banjaran RT 01 RW 12 Kec.bangsri Kab.Jepara

Bahwa orang tersebut benar-benar telah melakukan Research/Survey yang berjudul **PERANAN *EXPERIENTAL* MARKETING TERHADAP KEPUASAN PENGUNJUNG DI SHINTA POOL JEPARA**".

Demikian surat keterangan untuk dapat di pergunakan seperlunya.

Wassalamu'alaikum wr.wb

Jepara, 19 September 2019  
Manajemen Shinta Pool



(.....)





**Cendekia dan Berakhlakul Karimah**

**UNIVERSITAS ISLAM NAHDLATUL ULAMA' (UNISNU) JEPARA**  
**FAKULTAS EKONOMI DAN BISNIS (FEB)**  
**PROGRAM STUDI MANAJEMEN**

Konsentrasi:

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 Manajemen Pemasaran

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**Surat Keterangan**

**Bebas Plagiarisme**

Program Studi Manajemen Fakultas Ekonomi dan Bisnis (FEB) Universitas Islam Nahdlatul Ulama Jepara (UNISNU) Jepara telah melaksanakan pengecekan plagiarisme terhadap skripsi yang disusun oleh:

**Nama** : Toni Kurniawan  
**NIM** : 131110001083  
**Judul** : Peranan Experiental Marketing terhadap Kepuasan Pengunjung di Shinta Pool Jepara  
**Tahapan** : Pasca Ujian

Pengecekan plagiarisme dilaksanakan sebagai berikut:

**Aplikasi** : Plagiarism Checker X  
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Demikian surat keterangan ini dibuat dengan benar, untuk dapat dipergunakan sebagaimana mestinya.

Jepara, 27 Nopember 2019

Ka. Prodi. Manajemen



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