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LAMPIRAN 1 – SURAT IJIN PENELITIAN

UNIVERSITAS PGRI ADI BUANA SURABAYA
FAKULTAS EKONOMI

Kampus : Jl. Dukuh Menanggal XII/4 , Telp- Fax. 031-8281183 Surabaya 60234
Website : http://www.fe.unipasby.ac.id

Nomor : 190960 /01/FE/X/2019
Lampiran : -
Perihal : Ijin Penelitian dan Pengambilan Data

Kepada Yth:
Bapak/Ibu Pimpinan
Pasar LPMK Pagesangan
Jl. Pagesangan Timur No.22, Pagesangan, Kec. Jambangan
di -
Surabaya

Sesuai kurikulum Fakultas Ekonomi Universitas PGRI Adi Buana Surabaya, maka mahasiswa wajib menulis Skripsi/Tugas Akhir dalam bentuk Laporan Penelitian dan Artikel Ilmiah. Berkaitan dengan hal tersebut mohon perkenan Bapak/Ibu untuk memberikan ijin penelitian kepada mahasiswa kami yang tersebut dibawah ini :

Nama	: Liana Indri Astutik
NIM	: 161509003
Prodi	: Manajemen
Judul Skripsi	: Pengaruh Kenyamanan Dan Customer Experience Terhadap Minat Beli Konsumen Di Pasar Pagesangan Surabaya

Demikian atas perkenan serta kebijaksanaan Bapak/Ibu kami sampaikan terima kasih.

Surabaya, 08 Oktober 2019
Dekan,

Dra. Siti Istikhoroh, M.Si
NIP. 19671019.199203.2001

LAMPIRAN 2 – BERITA ACARA BIMBINGAN SKRIPSI

BERITA ACARA BIMBINGAN SKRIPSI

1. Nama Mahasiswa : Liana indri astutik
2. NIM : 161509003
3. Program Studi : Manajemen
4. Tanggal Mengajukan Skripsi :
5. Judul Skripsi : Pengaruh Kenyamanan dan *Consumer Experience* Terhadap Minat Beli *Consumer* di Pasar Pagesangan Surabaya
6. Dosen Pembimbing : Dr. Fachrudy Asj'ari, S.Psi.,M.M.
   Ferry Hariawan, S.E., M.M.
7. Konsultasi :

No	Tanggal	Materi Bimbingan	Keterangan	Paraf Pembimbing
1	03 Oktober 2019	Revisi Judul	REVISI	
2	04 Oktober 2019	ACC Judul	ACC	
3	29 Oktober 2019	Revisi BAB I	REVISI	
4	07 November 2019	Revisi BAB I Dan BAB II	REVISI	
5	19 November 2019	ACC BAB I Revisi BAB II	ACC REVISI	
6	25 November 2019	ACC BAB II	ACC	
7	12 Desember 2019	Revisi BAB III	REVISI	
8	16 Desember 2019	Revisi BAB III	REVISI	

9	17 Desember 2019	ACC BAB III	ACC	
10	30 Desember 2019	UJIAN PROPOSAL SKRIPSI		
11	3 April 2019	BAB IV	REVISI	
12	9 April 2019	BAB IV	REVISI	
13	16 April 2019	BAB IV dan BAB V	ACC	
14	6 Mei 2019	Bimbingan Artikel	REVISI	
15	19 Mei 2019	Bimbingan Artikel	ACC	

Tanggal selesai menulis skirpsi :

Surabaya,

Dosen Pembimbing I,

Dosen Pembimbing II,

Dr. Fachrudy Asj'ari, S.Psi.,M.M.
NIP/NPP : 1202612/DY

Ferry Hariawan, S.E., M.M.
NIP/NPP : 1512763

LAMPIRAN 3 – KARTU BIMBINGAN SKRIPSI

UNIVERSITAS PGRI ADI BUANA SURABAYA
FAKULTAS EKONOMI
Kampus : Jl. Dukuh Menanggal XII/4 , Telp- Fax. 031-8281183 Surabaya 60234
Website : http://www.fe.unipasby.ac.id

KARTU BIMBINGAN SKRIPSI

Nama	:	LIANA INDRI ASTUTIK
Prodi / NIM	:	MANAJEMEN / 161509003
Judul Skripsi	:	PENGARUH KENYAMANAN DAN CUSTOMER EXPERIENCE TERHADAP MINAT BELI KONSUMEN DI PASAR PAGESANGAN SURABAYA.
Dosen Pembimbing	:	FACHRUDY ASJ'ARI S.Psi. M.M. Dr FERRY HARIAWAN S.E. M.M.
Periode Kepembimbingan	:	30 September 2019 s/d 30 Maret 2020

URAIAN KEGIATAN KEPEMBIMBINGAN :

NO	TANGGAL	MATERI BIMBINGAN	KET.	TANDA TANGAN
1.	03 OKTOBER 2019	REVISI JUDUL	REVISI	
2.	04 OKTOBER 2019	ACC JUDUL	ACC	
3.	29 OKTOBER 2019	REVISI BAB I	REVISI	
4.	07 NOVEMBER 2019	REVISI BAB I & II	REVISI	
5.	19 NOVEMBER 2019	ACC BAB I , REVISI BAB II	ACC / REVISI	
6.	25 NOVEMBER 2019	ACC BAB II	ACC	
7.	12 DESEMBER 2019	REVISI BAB III	REVISI	
8.	16 DESEMBER 2019	REVISI BAB III	REVISI	
9.	17 DESEMBER 2019	ACC BAB III	ACC	
10.	30 DESEMBER 2019	UJIAN PROPOSAL SKRIPSI		
11.	03 APRIL 2020	BAB IV REVISI	REVISI	
12.	09 APRIL 2020	BAB IV REVISI	REVISI	
13	16 APRIL 2020	BAB IV dan BAB V ACC	ACC	
14.	6 MEI 2020	BIMBINGAN ARTIKEL REVISI	REVISI	
15.	19 MEI 2020	BIMBINGAN ARTIKEL ACC	ACC	

Bimbingan selesai pada tanggal :

Dosen Pembimbing,

Mahasiswa,

LIANA INDRI ASTUTIK

LAMPIRAN 4 BERITA ACARA UJIAN PROPOSAL SKRIPSI

UNIVERSITAS PGRI ADI BUANA SURABAYA
FAKULTAS EKONOMI
Kampus : Jl. Dukuh Menanggal XII/4 , Telp- Fax. 031-8281183 Surabaya 60234
Website : http://www.fe.unipasby.ac.id

BERITA ACARA UJIAN PROPOSAL SKRIPSI

Pada hari ini Senin tanggal 30 bulan Desember tahun 2019 bertempat di Fakultas Ekonomi Universitas PGRI Adi Buana Surabaya telah dilaksanakan Ujian Proposal Skripsi Semester Ganjil Tahun Akademik 2019 / 2020

Nama Mahasiswa	:	Liana Indri Astutik
NIM	:	161509003
Program Studi	:	Manajemen
Judul Proposal	:	"Pengaruh Kenyamanan dan *Consumer Experience* Terhadap Minat Beli *Consumer* di Pasar Pagesangan Surabaya"

Dihadiri oleh :

No	NIM	Nama Mahasiswa	Tanda Tangan
1	161500171	Dagnosa Cristians Ritan	
2	161500125	Dika Nur A.	
3	161500034	Aprilia Dwi Sandra	
4	161500147	Nindia Dwi Aprilrani	
5	161500116	Berliana Dwi Sandra	
6	161500244	Febby Ayu Cristina	
7	161500170	Fatimah Putri A	
8	161500055	Awalyah	
9	161500183	Dwi wahyu A.	
10	161500213	Sisca Aruni Nandifani	
11	151500159	Ahmad Firdaus Alfi Doli	
12	161500046	Rexy Dwi R	
13	161500186	Hendra Dwi Santoso	
14	161500002	Ian Firgiawan P	
15	161500115	M. FADAR	
16	161500059	Indah Puriwaningsih	

Surabaya, 30 DESEMBER 2019

Penguji : ..... ( )

Pembimbing : ..... ( )

LAMPIRAN 5 – DAFTAR HADIR UJIAN PROPOSAL SKRIPSI

UNIVERSITAS PGRI ADI BUANA SURABAYA
FAKULTAS EKONOMI
Kampus : Jl. Dukuh Menanggal XII/4 , Telp- Fax. 031-8281183 Surabaya 60234
Website : http://www.fe.unipasby.ac.id

BERITA ACARA UJIAN PROPOSAL SKRIPSI

Pada hari ini Senin tanggal 30 bulan Desember tahun 2019 bertempat di Fakultas Ekonomi Universitas PGRI Adi Buana Surabaya telah dilaksanakan Ujian Proposal Skripsi Semester Ganjil Tahun Akademik 2019 / 2020

Nama Mahasiswa	:	Liana Indri Astutik
NIM	:	161509003
Program Studi	:	Manajemen
Judul Proposal	:	"Pengaruh Kenyamanan dan *Consumer Experience* Terhadap Minat Beli *Consumer* di Pasar Pagesangan Surabaya"

Dihadiri oleh :

No	NIM	Nama Mahasiswa	Tanda Tangan
1	161500171	Dwi Prasca Cahyaris Ritan	
2	161500125	Dika Nur A.	
3	161500034	Aprilia Dwi Sandra	
4	161500147	Nindia Dwi Aprilrani	
5	161500116	Berliana Dwi Sandra	
6	161500249	Febby Ayu Cristina	
7	161500170	Fatimah Putri A	
8	161500055	Anwalyah	
9	161500183	Rita Wahyu A.	
10	161500213	Siska Arum Nandifani	
11	151500159	Ahmad Firdaus Alfi Doli	
12	161500046	Rexy Dwi R	
13	161500186	Hendra Dwi Santoso	
14	161500002	Ian Firgiawan P	
15	161500115	M. FADAR	
16	161500059	Indah Puriwaningsih	

Surabaya, 30 DESEMBER 2019

Penguji : ..... ( )

Pembimbing : ..... ( )

LAMPIRAN 6 – CATATAN UJIAN PROPOSAL SKRIPSI

UNIVERSITAS PGRI ADI BUANA SURABAYA
FAKULTAS EKONOMI
Kampus : Jl. Dukuh Menanggal XII/4 , Telp- Fax. 031-8281183 Surabaya 60234
Website : http://www.fe.unipasby.ac.id

CATATAN UJIAN PROPOSAL SKRIPSI

1.	Nama	:	Liana Indri Astutik
2.	NIM	:	161509003
3.	Program Studi	:	Manajemen
4.	Judul Proposal	:	"Pengaruh Kenyamanan dan *Consumer Experience* Terhadap Minat Beli *Consumer* di Pasar Pagesangan Surabaya"

Bab/ Halaman	Perbaikan/Koreksi
	lihat proposal . coretan .

Surabaya, 30 DESEMBER 2019
Penguji,

dicetak 2 lembar

UNIVERSITAS PGRI ADI BUANA SURABAYA
FAKULTAS EKONOMI
Kampus : Jl. Dukuh Menanggal XII/4 , Telp- Fax. 031-8281183 Surabaya 60234
Website : http://www.fe.unipasby.ac.id

CATATAN UJIAN PROPOSAL SKRIPSI

1.	Nama	:	Liana Indri Astutik
2.	NIM	:	161509003
3.	Program Studi	:	Manajemen
4.	Judul Proposal	:	"Pengaruh Kenyamanan dan *Consumer Experience* Terhadap Minat Beli *Consumer* di Pasar Pagesangan Surabaya"

Bab/ Halaman	Perbaikan/Koreksi

Surabaya, 30 Desember 19
Penguji,

Ferry Hariawan

dicetak 2 lembar

LAMPIRAN 7 – SURAT PENGANTAR CEK PLAGIASI

FAKULTAS EKONOMI
UNIVERSITAS PGRI ADI BUANA SURABAYA
Kampus : Jl. Dukuh Menanggal XII/4 , Telp- Fax: 031-8281183 Surabaya 60234
Website : http://www.unipasby.ac.id

SURAT PENGANTAR PLAGIASI

Yang bertanda tangan dibawah ini:

Nama Dosen : Dr. Fachrudy Asj'ari, S.Psi.,M.M

Menerangkan bahwa artikel ilmiah atas:

Nama Mahasiswa	:	LIANA INDRI ASTUTIK
NIM	:	161509003
Prodi	:	Manajemen
Judul	:	PENGARUH KENYAMANAN DAN CONSUMER EXPERIENCE TERHADAP MINAT BELI CONSUMER DI PASAR PAGESANGAN SURABAYA.

Telah memenuhi syarat untuk dilakukan cek plagiasi

Surabaya, 04 Mei 2020

Dr. Fachrudy Asj'ari, S.Psi.,M.M

LAMPIRAN 8 – SURAT PERNYATAAN BEBAS PLAGIASI

FAKULTAS EKONOMI
UNIVERSITAS PGRI ADI BUANA SURABAYA
Kampus : Jl. Dukuh Menanggal XII Surabaya Telp. 8281183
Website : http://www.fe.unipasby.ac.id

SURAT PERNYATAAN BEBAS PLAGIASI

Yang bertanda tangan di bawah ini :

Nama : Tony Susilo Wibowo, S.E., M.Pd., M.SM
Jabatan : Ketua Program Studi Manajemen

Menyatakan bahwa :

Nama : Liana Indri Astutik
NIM : 161509003
Prodi : Manajemen

telah melakukan uji plagiasi dengan judul artikel *PENGARUH KENYAMANAN DAN CONSUMER EXPERIENCE TERHADAP MINAT BELI CONSUMER DI PASAR PAGESANGAN SURABAYA*, dengan hasil Similarity Index 20% sehingga layak untuk mengikuti sidang skripsi.

Demikian surat pernyataan ini kami buat untuk dipergunakan sebagaimana mestinya.

Surabaya, 23 Mei 2020
Ketua Program Studi Manajemen,

Tony Susilo Wibowo, S.E., M.Pd., M.SM

LAMPIRAN 9 – LEMBAR PERSETUJUAN SIDANG SKRIPSI

LEMBAR PERSETUJUAN

Skripsi ini telah disetujui oleh dosen pembimbing dan layak untuk diuji:

Tanggal : 10 Juni 2020

Dosen Pembimbing,

Dr. Fachrudy Asj'ari, S.Psi.,M.M
NIP/NPP : 1202612/DY

LAMPIRAN 10 – BERITA ACARA BIMBINGAN REVISI SKRIPSI

BERITA ACARA
BIMBINGAN REVISI SKRIPSI

Nama	:	Liana Indri Astutik
NIM/Program Studi	:	161509003/manajemen
Judul Skripsi	:	"Pengaruh Kenyamanan dan *Consumer Experience* Terhadap Minat Beli *Consumer* di Pasar Pagesangan Surabaya"
Tanggal Ujian Skripsi	:	10 Juni 2020
Penguji	:	1. R. Bambang Dwi Waryanto, Drs., S.E., M.M. 2. Widhayani Puri Setioningtyas, S.Sos., M.SM.

No.	Tanggal	Materi Konsultasi	Paraf Penguji
1.	30 juni 2020	Latar belakang di singkat	
2.	30 juni 2020	Penjelasan Kerangka konseptual	
3.	30 juni 2020	Koefisiensi korelasi dihapus	
4.	30 juni 2020	Pembanding simpulan	
5.			
6.			
7.			

Surabaya, 30 JUNI 2020
Penguji

(R. Bambang Dwi Waryanto, Drs., S.E., M.M.)

BERITA ACARA
BIMBINGAN REVISI SKRIPSI

Nama	:	Liana Indri Astutik
NIM/Program Studi	:	161509003/Manajemen
Judul Skripsi	:	"Pengaruh Kenyamanan dan *Consumer Experience* Terhadap Minat Beli *Consumer* di Pasar Pagesangan Surabaya"
Tanggal Ujian Skripsi	:	10 Juni 2020
Penguji	:	1. R. Bambang Dwi Waryanto, Drs., S.E., M.M. 2. Widhayani Puri Setioningtyas, S.Sos., M.SM.

No.	Tanggal	Materi Konsultasi	Paraf Penguji
1.	02 juli 2020	Latar belakang di singkat	
2.	02 juli 2020	Manajemen pemasaran di hapus	
3.	02 juli 2020	Keterangan penggunaan sampel	

Surabaya, 02 juli 2020
Penguji,

Widhayani Puri Setioningtyas, S.Sos., M.SM.

LAMPIRAN 11 – KUISIONER

Kuisioner

PENGARUH KENYAMANAN DAN *CONSUMER EXPERIENCE* TERHADAP MINAT BELI *CONSUMER* DI PASAR PAGESANGAN SURABAYA

A. PETUNJUK PENGISIAN

1. Bacalah baik-baik setiap pernyataan dan seluruh pilihan jawaban yang diberikan
2. Jawablah seluruh pertanyaan sesuai hati nurani anda
3. Berilah tanda √ untuk setiap jawaban yang anda pilih pada kolom jawaban yang sudah disediakan, sebagai berikut:

Keterangan	Skor
Sangat Tidak Setuju	1
Tidak Setuju	2
Netral	3
Setuju	4
Sangat Setuju	5

4. Selamat menjawab dan terima kasih

B. PROFIL RESPONDEN

1. Nama :.....(boleh tidak diisi)
2. Profesi :.....
3. Jenis kelamin : Perempuan/Laki-laki
4. Umur :.....
5. Alamat :.....
6. Pendapatan : a. < Rp. 500.000
   a. Rp. 500.000 – Rp. 2.000.000
   b. Rp. 2.000.000 – Rp. 4.000.000
   c. > Rp. 4.000.000

C. Pernyataan untuk kuisioner Kenyamanan (X1)

Decision convenience

NO	PERNYATAAN	ALTERNATIF JAWABAN				
		STS	TS	N	S	SS
1.	Saya mudah mendapatkan informasi sebelum berbelanja.					
2.	Saya sulit memutuskan berbelanja di Pasar Pagesangan.					
3.	Saya mudah percaya dalam proses pembelian barang.					
4.	Saya tidak mudah menerima harga yang ditawarkan.					

Access convenience

NO	PERNYATAAN	ALTERNATIF JAWABAN				
		STS	TS	N	S	SS
1.	Saya bisa memesan barang melalui telepon.					
2.	Saya tidak mudah berinteraksi dalam mendapatkan barang melalui kurir.					
3.	Efektif biaya waktu saya dapatkan saat menggunakan pelayanan jasa antar.					
4.	Saya merasa kurang nyaman ketika menggunakan jasa kurir pasar.					

Transaction convenience

NO	PERNYATAAN	ALTERNATIF JAWABAN				
		STS	TS	N	S	SS
1.	Saya mendapatkan pelayanan transaksi di Pasar Pagesangan dengan sangat baik.					
2.	Saya tidak dapat mempercayai penawaran yang dijanjikan di Pasar Pagesangan.					
3.	Saya mudah mendapatkan hal yang dibutuhkan.					
4.	Saya merasa kurang nyaman ketika berbelanja di Pasar Pagesangan.					

Post-benefit convenience

NO	PERNYATAAN	ALTERNATIF JAWABAN				
		STS	TS	N	S	SS
1.	Saya tidak melakukan kunjungan/berbelanja kembali di Pasar Pagesangan.					
2.	Saya tidak memerlukan banyak waktu saat berbelanja di Pasar Pagesangan.					
3.	Biaya operasional yang saya keluarkan saat menuju pasar tidak efisien.					
4.	Saya rasa perlu pengaturan/pemeliharaan lokasi parkir.					

D. Pernyataan untuk kuisioner *consumer experience* (X2)

sense

NO	PERNYATAAN	ALTERNATIF JAWABAN				
		STS	TS	N	S	SS
1.	Pasar Pagesangan memiliki desain interior yang tidak menarik.					
2.	Barang yang dijual terjamin kebersihannya.					
3.	Barang yang dijual tidak memberikan anda kepuasan.					
4.	Barang-barang yang dijual di Pasar Pagesangan tertata rapi.					

feel

NO	PERNYATAAN	ALTERNATIF JAWABAN				
		STS	TS	N	S	SS
1.	Nama Pasar Pagesangan merupakan nama yang keren.					
2.	Penjual di Pasar Pagesangan memberikan anda pelayanan yang kurang bagus.					
3.	Penjual di Pasar Pagesangan bersikap ramah dalam melayani anda.					
4.	Penjual kurang tanggap dalam proses melayani anda.					

think

NO	PERNYATAAN	ALTERNATIF JAWABAN				
		STS	TS	N	S	SS
1.	Pasar Pagesangan memiliki citra positif di masyarakat.					
2.	Anda kurang tertarik mengunjungi Pasar Pagesangan.					
3.	Harga produk di Pasar Pagesangan murah.					
5.	Akses menuju Pasar Pagesangan sulit dijangkau.					

act

NO	PERNYATAAN	ALTERNATIF JAWABAN				
		STS	TS	N	S	SS
1.	Aroma di dalam pasar pagesangan membuat anda kurang nyaman saat berbelanja.					
2.	Anda mendapatkan pengalaman positif setelah berbelanja.					
3.	Anda memiliki pengalaman interaksi kurang baik dengan penjual.					
4.	Anda puas terhadap kelengkapan/kesediaan barang di Pasar Pagesangan.					

relate

NO	PERNYATAAN	ALTERNATIF JAWABAN				
		STS	TS	N	S	SS
1.	Anda bangga berbelanja barang di Pasar Pagesangan.					
2.	Anda sulit mencari barang di Pasar Pagesangan					
3.	Anda senang berbelanja di Pasar Pagesangan.					
4.	Anda mendapatkan respon negatif terhadap kritik dan saran yang disampaikan kepada penjual.					

E. Pernyataan untuk kuisioner minat beli (Y)

Product quality

NO	PERNYATAAN	ALTERNATIF JAWABAN				
		STS	TS	N	S	SS
1.	Anda memberikan referensi produk kepada orang lain.					
2.	Kualitas produk kurang menunjang minat beli.					
3.	Barang yang dijual di pasar bermutu sehingga menumbuhkan minat beli anda.					
4.	Saya tidak berminat membeli karena kurang beragaman produk.					

reputable

NO	PERNYATAAN	ALTERNATIF JAWABAN				
		STS	TS	N	S	SS
1.	Saya cenderung tidak mengunjungi Pasar Pagesangan.					
2.	Keberadaan Pasar Pagesangan membantu/menunjang anda dalam proses jual beli.					
3.	Pasar Pagesangan bukan pilihan utama saya saat berbalanja.					
4.	Nama baik Pasar Pagesangan menumbuhkan minat beli anda.					

Benefit

NO	PERNYATAAN	ALTERNATIF JAWABAN				
		STS	TS	N	S	SS
1.	Saya bangga membeli barang di pasar Tradisional.					
2.	Harga barang tidak kompetitif ketika saya berbelanja di Pasar Pagesangan.					
3.	Saya merasa kurang aman dan nyaman saat berbelanja di Pasar Pagesangan.					
4.	Membeli di Pasar Pagesangan merupakan simbol rasa cinta saya terhadap produk lokal.					

Promotion

NO	PERNYATAAN	ALTERNATIF JAWABAN				
		STS	TS	N	S	SS
1.	Saya bersedia merekomendasikan Pasar Pagesangan kepada kerabat saya.					
2.	Papan nama Pasar Pagesangan tidak terlihat jelas dari jalan.					
3.	Saya mendapatkan *parcel* menjelang lebaran oleh pedagang langganan saya.					
4.	Saya jarang mendapatkan potongan harga saat pembelian barang di Pasar Pagesangan.					

LAMPIRAN 12 – TABULASI VARIABEL KENYAMANAN (X1)

Resp	VARIABEL KENYAMANAN																Jumlah
	X1.1_1	X1.1_2	X1.1_3	X1.1_4	X1.2_1	X1.2_2	X1.2_3	X1.2_4	X1.3_1	X1.3_2	X1.3_3	X1.3_4	X1.4_1	X1.4_2	X1.4_3	X1.4_4	
Resp_1	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	79
Resp_2	5	4	5	5	4	4	4	5	4	5	4	5	4	5	4	5	72
Resp_3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	32
Resp_4	2	3	2	2	2	3	2	2	3	2	2	2	3	3	3	2	38
Resp_5	1	2	2	2	2	1	2	2	1	2	2	2	2	2	2	1	28
Resp_6	2	2	2	2	2	3	2	2	2	2	2	2	2	2	3	2	34
Resp_7	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
Resp_8	5	4	5	5	5	5	5	5	5	5	5	5	4	5	5	5	78
Resp_9	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	32
Resp_10	2	2	2	2	2	2	3	2	2	3	2	2	3	2	2	2	35
Resp_11	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	32
Resp_12	2	3	2	2	2	2	3	2	2	2	3	2	2	2	3	2	36
Resp_13	2	2	2	2	3	3	2	2	2	3	3	3	2	2	2	3	38
Resp_14	3	2	2	3	3	2	3	2	3	3	2	3	3	3	2	3	42
Resp_15	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	32
Resp_16	2	2	2	2	2	2	3	2	2	2	2	2	2	3	2	2	34
Resp_17	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	32
Resp_18	4	3	4	3	4	3	3	3	4	4	3	4	3	4	4	4	57
Resp_19	5	5	4	5	4	5	4	5	4	5	4	4	5	5	4	4	72
Resp_20	5	4	5	5	4	5	4	4	5	4	5	4	5	5	5	4	73
Resp_21	5	4	5	5	5	5	5	5	5	5	4	5	5	5	5	4	77
Resp_22	4	3	4	3	4	4	3	4	4	4	4	4	4	4	4	4	61
Resp_23	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	79
Resp_24	3	3	3	4	3	4	3	4	3	4	3	4	3	3	3	4	54
Resp_25	5	5	5	5	5	5	5	4	5	5	4	5	5	4	5	4	76
Resp_26	5	5	5	5	5	5	5	4	5	5	4	4	4	4	5	4	74
Resp_27	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
Resp_28	5	5	4	5	5	4	5	4	5	5	5	5	5	5	5	5	77
Resp_59	3	3	4	4	3	4	3	4	4	3	3	3	3	3	3	3	53
Resp_60	5	5	5	4	5	4	5	4	4	5	5	4	5	5	5	5	75
Resp_61	4	4	4	5	5	4	5	4	5	5	4	5	4	4	4	4	70
Resp_62	4	4	4	5	5	5	4	5	5	4	5	4	4	4	5	5	72
Resp_63	2	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	75
Resp_64	5	5	4	4	5	4	5	4	5	5	3	5	5	3	5	3	70
Resp_65	4	4	4	4	4	4	4	4	5	4	5	4	4	5	4	5	68
Resp_66	4	4	5	4	4	5	4	5	4	4	5	4	5	5	5	5	72
Resp_67	4	4	3	4	4	5	4	5	4	4	3	4	4	5	4	5	66
Resp_68	2	4	3	2	5	3	4	3	2	4	3	2	5	3	4	3	52
Resp_69	5	3	5	5	5	5	3	5	5	3	5	5	5	5	3	5	72
Resp_70	5	4	5	5	5	5	4	5	4	5	5	5	5	5	5	5	77
Resp_71	4	4	5	4	4	5	4	5	4	4	5	4	4	5	4	5	70
Resp_72	4	5	5	4	5	4	4	4	4	4	4	4	5	4	4	4	68
Resp_73	5	4	5	5	5	5	4	5	4	5	5	5	4	5	4	5	75
Resp_74	4	4	4	4	4	4	4	4	5	4	4	5	5	5	4	5	69
Resp_75	5	5	3	4	3	4	4	4	4	4	3	4	4	4	3	5	63
Resp_76	5	5	5	5	5	5	5	5	5	4	4	5	4	5	5	5	77
Resp_77	5	5	4	5	4	5	5	4	4	4	4	4	4	4	4	4	69
Resp_78	4	4	4	4	4	5	5	4	4	4	5	4	4	5	5	4	69
Resp_79	4	3	4	3	4	4	3	4	3	4	4	3	4	4	3	4	58
Resp_80	5	5	5	5	5	5	5	5	5	4	5	5	5	4	5	4	77
Resp_81	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
Resp_82	5	4	5	4	5	4	5	4	5	4	4	5	4	5	5	4	72
Resp_83	4	3	4	3	4	4	3	4	4	4	4	3	4	3	4	3	58
Resp_84	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
Resp_85	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
Resp_86	5	5	4	5	5	4	5	4	5	5	4	5	5	4	5	4	74
Resp_87	5	4	5	4	4	5	4	4	4	4	4	4	4	4	4	4	67
Resp_88	3	4	4	3	4	3	4	3	4	3	3	3	3	3	3	3	53

Resp_89	4	5	5	5	4	4	5	5	4	5	4	5	5	4	5	5	74
Resp_90	4	4	3	4	3	4	3	4	4	3	4	4	3	4	3	4	58
Resp_91	4	4	3	4	4	4	5	4	4	4	4	4	4	4	4	4	64
Resp_92	5	5	4	5	5	4	5	4	5	5	5	5	5	4	5	5	76
Resp_93	4	5	4	5	5	4	5	5	5	4	4	5	4	5	5	5	74
Resp_94	4	5	3	4	4	3	5	4	5	4	4	5	5	4	5	4	68
Resp_95	4	5	4	4	5	5	5	5	4	5	5	5	5	5	5	5	76
Resp_96	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	32
Resp_97	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48
Resp_98	3	3	3	3	4	3	4	4	3	3	3	4	3	4	3	3	53
Resp_99	5	4	5	4	5	5	4	5	4	5	5	4	5	4	5	5	74
Resp_100	4	4	4	5	5	4	4	4	5	5	4	5	4	3	5	4	69
Resp_101	4	5	4	4	5	5	5	5	5	4	5	4	5	4	5	5	74
Resp_102	3	3	4	3	3	4	3	4	3	3	4	3	3	4	3	4	54
Resp_103	5	5	5	5	5	5	5	5	5	4	4	5	4	4	5	5	76
Resp_104	5	5	5	5	5	5	5	4	4	4	5	4	5	5	5	5	76
Resp_105	5	5	5	5	5	5	5	5	4	4	4	5	4	4	4	5	74
Resp_106	5	5	3	5	5	3	5	3	5	5	3	5	4	4	5	3	68
Resp_107	5	5	5	5	5	5	4	5	5	5	5	4	5	5	5	5	78
Resp_108	5	5	5	5	5	5	5	5	5	5	4	4	5	5	5	5	78
Resp_109	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
Resp_110	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
Resp_111	5	5	4	5	3	4	4	4	4	4	4	5	4	4	5	4	68
Resp_112	4	4	4	4	4	4	4	4	4	5	4	5	4	5	4	5	68
Resp_113	3	3	3	3	3	3	3	3	4	3	4	4	3	4	4	3	53
Resp_114	5	5	5	5	5	5	5	4	5	4	4	5	4	5	5	4	75
Resp_115	4	4	3	4	4	3	4	4	4	4	4	4	4	4	4	4	62
Resp_116	2	3	3	3	2	3	3	3	2	3	3	2	3	2	2	3	42
Resp_117	2	2	3	2	2	2	2	2	2	2	2	3	3	3	2	2	36
Resp_118	5	5	5	5	5	5	5	4	4	5	4	5	5	4	4	5	75
Resp_119	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	32
Resp_120	4	4	4	4	4	4	4	5	4	5	4	5	4	5	5	4	69
Resp_121	2	2	3	3	3	3	2	3	2	2	3	2	3	3	3	3	42
Resp_122	1	2	2	1	1	2	1	2	2	2	2	2	2	2	2	2	28
Resp_123	5	5	5	5	4	5	5	4	5	4	5	4	4	4	4	4	72
Resp_124	2	2	2	2	2	2	2	2	5	2	2	2	2	2	2	2	35
Resp_125	2	2	2	2	2	3	2	2	2	2	2	3	2	2	2	2	34
Resp_126	5	4	4	5	4	5	4	5	5	4	4	5	4	5	4	5	72
Resp_127	2	3	2	2	2	2	3	2	2	2	2	2	2	2	2	2	34
Resp_128	2	2	2	2	3	2	2	2	3	2	2	2	2	2	3	2	35
Resp_129	2	3	2	3	3	3	2	3	2	3	2	2	3	2	3	3	41
Resp_130	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	32

LAMPIRAN 13 – TABULASI VARIABEL *CONSUMER EXPERIENCE (X2)*

	VARIABEL *CONSUMER EXPERIENCE*																				
Resp	X2.1_1	X2.1_2	X2.1_3	X2.1_4	X2.2_1	X2.2_2	X2.2_3	X2.2_4	X2.3_1	X2.3_2	X2.3_3	X2.3_4	X2.4_1	X2.4_2	X2.4_3	X2.4_4	X2.5_1	X2.5_2	X2.5_3	X2.5_4	TOTAL
Resp_1	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	4	5	5	5	5	98
Resp_2	5	5	5	5	5	4	5	5	5	4	4	4	5	5	5	5	5	4	5	5	95
Resp_3	2	3	2	2	2	2	3	2	2	2	2	2	2	2	2	2	2	2	2	2	42
Resp_4	2	2	2	2	2	2	2	2	2	3	2	2	2	2	2	2	2	2	2	2	41
Resp_5	2	2	2	2	2	2	2	3	2	3	2	2	3	3	3	2	2	2	2	2	45
Resp_6	2	2	2	2	2	3	2	2	2	2	2	2	2	2	3	3	3	2	2	2	44
Resp_7	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	100
Resp_8	4	5	4	5	4	5	4	5	5	5	5	5	4	5	4	5	4	5	4	5	92
Resp_9	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	40
Resp_10	2	2	2	2	2	3	2	2	2	2	3	2	2	2	2	3	2	2	2	2	43
Resp_11	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	40
Resp_12	2	3	2	3	2	2	3	2	3	2	2	2	2	3	2	2	2	3	2	2	46
Resp_13	3	2	3	2	2	3	2	2	3	2	2	2	3	3	2	2	3	2	3	2	48
Resp_14	2	2	2	3	2	2	2	3	2	2	3	3	3	2	2	3	3	3	2	2	48
Resp_15	2	3	2	2	2	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	42
Resp_16	3	3	2	2	2	3	2	2	3	2	2	2	2	2	3	2	2	2	2	2	45
Resp_17	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	40
Resp_18	4	4	4	5	5	4	4	4	4	5	4	4	4	4	5	4	5	4	4	5	86
Resp_19	4	5	4	5	4	4	4	4	4	5	3	5	4	4	5	4	5	4	4	5	86
Resp_20	5	4	5	5	5	5	4	5	5	5	4	4	5	5	4	5	4	5	5	5	94
Resp_21	2	3	3	2	2	3	3	2	3	3	3	3	2	3	3	2	3	3	3	3	54
Resp_22	4	4	5	4	4	5	4	5	5	5	5	5	5	5	5	4	5	4	4	5	92
Resp_23	3	5	5	3	5	3	5	5	3	3	3	5	5	5	5	3	5	5	5	5	86
Resp_24	3	3	3	3	3	3	3	3	4	3	3	5	3	3	5	5	5	3	5	3	71
Resp_25	4	4	4	4	4	5	5	5	4	5	5	4	5	4	4	4	4	4	4	5	87
Resp_26	5	5	4	5	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	4	87
Resp_27	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	4	3	4	4	3	64
Resp_28	4	3	4	4	4	4	3	4	4	4	4	4	4	4	3	4	3	4	4	4	76
Resp_29	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	79
Resp_30	3	4	4	3	4	4	4	3	4	4	4	3	3	3	4	3	4	3	3	4	71
Resp_31	4	4	4	4	4	5	5	4	5	5	3	5	4	4	5	5	4	5	5	5	89
Resp_32	4	2	4	4	3	4	2	4	3	4	3	4	4	4	5	4	5	5	5	4	77
Resp_33	4	4	4	4	5	5	5	5	5	5	5	5	5	4	5	4	4	4	4	5	91
Resp_34	4	5	5	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	83
Resp_35	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	99
Resp_36	4	3	4	4	4	3	4	4	5	3	4	4	4	3	4	4	5	4	4	3	77
Resp_37	5	4	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	84
Resp_38	4	4	4	4	5	5	5	4	4	5	5	4	4	4	4	4	4	4	4	5	86
Resp_39	3	3	3	3	4	3	3	3	5	3	5	3	3	5	5	5	5	3	5	3	75
Resp_40	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	80
Resp_41	4	4	4	4	4	4	5	4	5	4	5	5	4	4	5	5	5	4	5	4	88
Resp_42	4	4	4	4	4	5	4	4	4	5	4	4	4	4	4	4	4	4	4	5	83
Resp_43	4	5	4	4	5	5	4	4	4	5	4	4	4	4	4	4	4	4	4	5	85
Resp_44	4	4	5	4	5	5	4	4	3	5	5	5	4	4	5	4	4	4	4	5	87
Resp_45	3	3	3	3	4	3	3	3	4	3	3	3	3	3	5	3	5	5	3	3	68
Resp_46	3	4	3	3	4	5	5	3	5	5	4	5	3	5	4	5	5	5	5	5	86
Resp_47	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	80
Resp_48	5	5	5	5	4	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	98
Resp_49	3	5	3	3	3	5	5	3	4	5	5	3	3	3	5	3	5	3	3	5	77
Resp_50	4	3	4	4	4	5	3	4	4	5	3	4	4	4	3	4	3	4	4	5	78
Resp_51	4	4	4	4	4	4	5	5	5	4	4	5	5	4	4	4	4	4	4	4	85
Resp_52	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	4	86
Resp_53	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	100
Resp_54	3	5	3	3	4	3	4	3	4	3	4	3	3	3	4	3	4	3	3	3	68
Resp_55	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	80
Resp_56	5	5	5	5	4	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	98
Resp_57	3	5	3	3	3	3	5	3	4	3	5	3	3	3	5	3	5	3	3	3	71
Resp_58	4	3	4	4	4	4	3	4	4	4	3	4	4	4	3	4	3	4	4	4	75
Resp_59	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	81
Resp_60	4	5	4	4	5	5	4	5	4	5	4	4	5	4	4	4	4	4	4	5	87
Resp_61	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	99
Resp_62	3	3	4	3	4	4	4	3	3	4	4	4	3	4	3	4	3	4	4	4	72
Resp_63	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	80
Resp_64	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	61
Resp_65	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	80
Resp_66	5	5	4	5	4	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	97
Resp_67	3	3	3	3	3	4	4	4	4	4	4	4	4	3	4	3	4	4	3	4	72
Resp_68	4	3	4	4	5	4	5	5	5	4	5	5	5	4	5	5	4	4	5	4	89
Resp_69	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	80
Resp_70	3	4	3	3	5	5	5	5	4	5	5	5	5	3	4	3	4	3	3	5	82

Resp_71	4	3	4	4	4	4	3	4	5	4	3	4	4	5	5	4	3	4	4	4	79
Resp_72	4	4	4	4	4	4	4	4	5	4	5	4	4	5	4	5	4	4	5	4	85
Resp_73	4	4	3	4	4	4	4	3	4	4	4	3	3	4	4	4	4	3	4	4	75
Resp_74	5	5	4	5	4	5	5	5	4	5	4	4	5	5	4	5	5	4	5	5	93
Resp_75	4	4	2	4	4	4	4	2	3	4	4	4	2	4	4	3	2	2	3	4	67
Resp_76	4	5	5	4	4	5	5	5	5	5	5	5	5	4	4	5	4	4	5	5	93
Resp_77	5	5	5	5	4	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	98
Resp_78	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60
Resp_79	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	5	4	82
Resp_80	4	4	4	4	5	4	5	5	4	4	5	5	5	5	5	4	4	4	4	4	88
Resp_81	3	3	3	3	4	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	62
Resp_82	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	80
Resp_83	4	4	4	4	4	4	4	5	5	4	5	4	5	5	5	5	5	4	5	4	89
Resp_84	4	4	4	4	3	3	3	4	3	3	3	4	4	3	4	4	4	4	4	3	72
Resp_85	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	79
Resp_86	4	4	4	4	3	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	78
Resp_87	3	3	4	3	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	76
Resp_88	3	4	3	3	4	3	4	3	4	3	4	3	3	3	4	3	5	5	4	4	72
Resp_89	4	5	4	4	5	4	5	5	5	4	5	5	5	5	4	5	4	4	5	4	91
Resp_90	4	5	3	4	4	4	4	3	4	4	4	3	3	4	4	4	4	3	4	4	76
Resp_91	5	5	5	5	4	5	5	4	4	5	5	4	4	5	5	5	5	4	5	5	94
Resp_92	3	4	3	3	5	3	5	5	4	3	4	3	5	3	4	3	4	3	3	3	73
Resp_93	3	2	3	3	2	3	2	3	3	3	3	3	3	3	2	3	2	3	3	3	55
Resp_94	4	4	4	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	82
Resp_95	3	4	4	3	4	3	4	4	4	3	4	5	4	5	4	5	4	4	5	3	79
Resp_96	3	3	3	3	3	3	3	3	4	3	3	3	3	5	3	5	3	3	5	3	67
Resp_97	4	4	4	4	4	4	4	4	3	4	3	4	4	5	4	4	4	4	4	4	79
Resp_98	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	78
Resp_99	3	4	4	3	3	3	4	5	4	3	5	5	5	5	4	3	4	4	3	3	77
Resp_100	4	3	4	4	5	5	5	4	4	5	4	3	4	4	3	4	3	4	4	5	81
Resp_101	4	4	5	4	4	5	5	5	3	5	3	4	5	4	4	4	4	4	4	5	85
Resp_102	5	4	5	5	5	5	4	5	4	5	5	5	5	5	4	5	4	5	5	5	95
Resp_103	4	4	4	4	4	4	4	4	3	4	3	4	4	4	4	4	4	4	4	4	78
Resp_104	4	5	4	4	5	4	5	4	5	4	5	5	4	4	5	4	5	4	4	4	88
Resp_105	4	4	4	4	4	4	4	4	4	4	5	3	4	4	4	4	4	4	4	4	80
Resp_106	4	4	4	4	4	4	4	5	4	4	5	4	5	4	4	4	4	4	4	4	83
Resp_107	5	5	5	5	4	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	98
Resp_108	3	3	4	3	5	4	3	4	3	4	4	4	4	4	4	4	4	3	4	4	75
Resp_109	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	4	5	5	4	85
Resp_110	4	5	4	4	5	5	4	5	4	5	5	5	5	5	4	4	4	4	4	5	90
Resp_111	3	3	3	3	4	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	62
Resp_112	4	5	5	4	5	5	5	5	4	5	5	5	5	5	5	4	4	4	4	5	93
Resp_113	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	5	5	4	4	83
Resp_114	4	4	4	4	5	4	5	5	5	4	4	5	5	5	5	5	4	5	5	4	91
Resp_115	5	4	5	5	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	82
Resp_116	2	2	2	3	2	2	2	2	3	3	3	3	3	2	3	2	3	3	3	2	50
Resp_117	2	3	2	2	2	2	2	2	2	2	3	2	2	2	2	2	2	2	2	2	42
Resp_118	4	4	3	4	4	3	4	3	4	3	4	3	3	5	4	3	4	3	3	3	71
Resp_119	2	2	2	3	2	2	3	2	2	3	2	2	2	3	2	2	2	2	2	3	45
Resp_120	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	99
Resp_121	3	3	2	2	3	3	2	3	2	2	2	3	3	2	2	2	2	3	2	2	48
Resp_122	2	2	2	3	2	2	2	3	2	2	2	2	2	2	2	2	2	2	2	2	42
Resp_123	4	4	4	4	4	4	4	4	5	4	4	5	4	5	5	4	5	5	4	4	86
Resp_124	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	40
Resp_125	2	2	2	3	2	2	2	3	2	2	3	2	2	2	2	3	2	2	3	2	45
Resp_126	5	5	5	5	5	3	5	5	4	3	4	3	5	5	5	5	5	3	5	3	88
Resp_127	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	41
Resp_128	2	3	2	2	3	2	2	2	3	2	2	2	2	2	2	2	2	2	2	2	43
Resp_129	2	3	2	2	3	2	2	2	2	2	3	3	2	2	2	2	2	2	3	2	45
Resp_130	2	3	3	2	2	2	2	3	2	2	2	2	2	2	2	2	2	2	2	2	43

LAMPIRAN 14 – TABULASI VARIABEL MINAT BELI (Y)

Resp	VARIABEL MINAT BELI																Jumlah
	Y.1_1	Y.1_2	Y.1_3	Y.1_4	Y.2_1	Y.2_2	Y.2_3	Y.2_4	Y.3_1	Y.3_2	Y.3_3	Y.3_4	Y.4_1	Y.4_2	Y.4_3	Y.4_4	
Resp_1	5	5	5	5	5	5	5	4	5	5	5	5	4	5	5	5	78
Resp_2	5	4	5	5	4	5	5	4	5	5	4	5	5	5	5	5	76
Resp_3	2	2	2	2	3	2	2	2	2	2	2	2	2	2	2	3	34
Resp_4	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	32
Resp_5	3	3	2	3	2	2	2	2	3	2	2	3	2	3	3	3	40
Resp_6	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	32
Resp_7	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
Resp_8	5	5	5	5	5	4	5	4	4	5	5	5	5	5	5	5	77
Resp_9	2	2	2	2	2	2	2	2	2	2	3	2	2	2	3	2	34
Resp_10	3	3	2	2	2	2	2	3	2	2	2	3	2	2	2	2	36
Resp_11	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	32
Resp_12	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	32
Resp_13	2	3	3	3	2	3	3	2	2	2	3	3	2	2	3	2	40
Resp_14	2	2	2	3	3	3	2	3	2	2	3	2	2	2	3	2	38
Resp_15	2	2	2	2	2	2	2	4	2	2	2	2	2	2	2	2	34
Resp_16	2	3	2	3	2	3	2	2	2	2	2	2	2	2	2	2	35
Resp_17	3	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	34
Resp_18	4	4	4	4	5	4	5	5	5	5	4	4	4	4	4	4	69
Resp_19	5	4	4	4	5	5	5	5	4	5	5	4	3	4	4	4	70
Resp_20	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48
Resp_21	3	3	3	3	3	5	5	3	5	5	3	5	3	3	3	3	58
Resp_22	5	4	4	4	4	5	5	5	5	5	4	5	4	4	4	4	71
Resp_23	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
Resp_24	3	4	3	4	3	4	4	4	4	3	3	3	3	3	3	3	54
Resp_25	4	4	4	4	4	4	5	5	5	4	5	5	4	4	4	4	69
Resp_26	4	4	4	5	4	5	4	5	5	5	5	4	4	4	4	4	70
Resp_27	5	3	3	4	4	5	4	4	4	4	3	3	3	3	3	3	58
Resp_28	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4	62
Resp_29	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4	62
Resp_30	3	4	4	4	4	3	4	4	4	4	3	4	3	4	3	3	58
Resp_31	5	5	4	5	4	5	5	4	5	4	5	4	5	4	4	5	73
Resp_32	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	65
Resp_33	3	4	4	4	4	5	4	5	5	5	3	4	3	4	4	4	65
Resp_33	3	4	4	4	4	5	4	5	5	5	3	4	3	4	4	4	65
Resp_34	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	66
Resp_35	3	4	3	5	3	5	5	5	5	3	5	5	3	3	3	3	63
Resp_36	4	4	4	5	5	5	5	5	5	5	5	4	4	4	4	4	72
Resp_37	4	4	4	5	5	5	4	5	5	5	4	4	4	4	5	4	71
Resp_38	3	3	4	5	3	5	5	5	5	5	5	4	3	4	3	3	65
Resp_39	3	5	3	5	3	5	5	5	5	5	3	3	3	3	5	5	66
Resp_40	4	4	4	5	5	4	5	5	5	5	4	4	4	4	4	5	71
Resp_41	5	5	5	4	5	5	5	5	5	5	4	5	4	5	5	5	77
Resp_42	3	3	3	4	3	4	4	4	4	3	5	3	5	3	3	3	57
Resp_43	4	4	4	4	4	4	4	4	4	4	5	4	5	4	4	4	66
Resp_44	4	4	3	4	4	4	4	4	4	4	4	3	4	3	4	4	61
Resp_45	4	4	4	4	4	4	4	4	4	4	5	4	5	4	4	4	66
Resp_46	4	4	4	4	4	4	4	4	3	5	4	4	4	4	4	4	64
Resp_47	4	4	4	4	5	4	4	4	4	5	4	4	4	4	4	4	66
Resp_48	3	3	3	4	4	4	4	3	3	3	3	3	3	3	3	3	52
Resp_49	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
Resp_50	3	3	3	4	5	3	4	4	4	4	4	3	3	3	3	3	56
Resp_51	4	4	4	5	4	4	4	4	5	4	4	4	4	4	4	4	66
Resp_52	3	4	4	4	4	3	4	4	4	4	3	4	3	4	4	4	60
Resp_53	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	49
Resp_54	5	5	4	4	4	4	5	4	5	4	5	4	5	4	4	5	71
Resp_55	4	4	5	4	4	4	4	5	4	4	4	5	4	5	4	4	68
Resp_56	3	4	4	4	4	4	4	4	4	4	3	4	3	4	4	4	61
Resp_57	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	65

Resp_51	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4	66
Resp_52	3	4	4	4	4	3	4	4	4	4	3	4	3	4	4	4	60
Resp_53	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	49
Resp_54	3	3	4	4	4	4	3	4	3	4	3	4	3	4	4	3	71
Resp_55	4	4	3	4	4	4	4	3	4	4	4	3	4	3	4	4	68
Resp_56	3	4	4	4	4	4	4	4	4	4	3	4	3	4	4	4	61
Resp_57	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	65
Resp_58	3	4	3	3	3	3	4	4	4	3	3	3	3	3	3	3	52
Resp_59	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4	62
Resp_60	4	4	4	4	3	4	3	3	3	3	4	4	4	4	4	4	69
Resp_61	3	3	4	3	3	3	3	3	3	3	3	4	3	4	3	3	63
Resp_62	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	58
Resp_63	4	4	4	3	4	3	3	3	4	3	3	4	4	4	4	4	70
Resp_64	3	3	3	3	3	4	4	4	3	4	3	3	3	3	3	3	76
Resp_65	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	49
Resp_66	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
Resp_67	4	4	3	4	4	4	4	3	4	4	4	3	4	3	4	4	60
Resp_68	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
Resp_69	3	3	3	3	4	4	4	4	3	3	3	3	3	3	3	3	76
Resp_70	3	4	4	3	4	4	4	4	4	4	3	3	3	3	3	3	56
Resp_71	4	4	4	4	4	4	5	5	4	5	5	5	4	4	4	4	69
Resp_72	4	4	4	4	5	4	5	5	5	4	5	5	4	4	4	4	70
Resp_73	3	3	4	3	5	3	3	4	3	3	3	4	3	4	3	3	54
Resp_74	5	5	3	5	3	5	5	5	5	3	5	5	3	3	3	5	68
Resp_75	4	4	4	4	4	5	4	5	5	5	5	4	5	4	4	4	70
Resp_76	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
Resp_77	3	3	3	3	3	5	5	5	3	3	3	3	3	3	3	3	54
Resp_78	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
Resp_79	4	4	3	4	4	4	4	5	5	5	4	5	4	3	4	4	66
Resp_80	4	4	4	4	5	4	5	5	5	4	5	5	4	4	4	4	70
Resp_81	4	4	4	3	5	4	4	4	3	4	4	4	4	4	4	4	63
Resp_82	4	4	4	4	4	5	5	4	5	5	5	4	4	4	4	4	69
Resp_83	3	3	3	3	4	4	4	3	4	4	3	3	3	3	3	3	53
Resp_84	5	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	66
Resp_85	3	3	3	3	4	4	4	4	3	4	3	4	3	3	3	3	54
Resp_86	4	4	4	4	4	5	4	5	5	4	4	4	4	4	4	4	67
Resp_87	5	4	4	4	5	5	4	4	4	4	3	4	3	4	4	4	65
Resp_88	3	3	3	3	4	4	3	4	4	3	3	4	3	3	3	3	53
Resp_89	3	3	3	4	3	4	4	3	4	4	3	4	3	3	3	3	54
Resp_90	5	4	4	5	4	5	4	5	5	5	4	4	4	4	4	4	70
Resp_91	5	5	5	4	5	4	4	5	4	5	5	5	5	5	5	5	76
Resp_92	3	4	3	4	4	4	4	4	3	4	4	3	3	3	3	3	56
Resp_93	4	4	4	5	4	5	4	5	5	4	4	4	4	4	4	4	68
Resp_94	4	4	4	4	4	5	5	4	5	4	5	5	4	4	4	4	69
Resp_95	5	3	3	3	4	4	4	5	3	5	5	5	3	3	3	3	61
Resp_96	4	4	4	4	4	4	4	4	5	4	5	5	4	4	4	4	67
Resp_97	4	4	4	3	5	5	4	5	3	5	5	4	4	4	4	4	67
Resp_98	3	4	4	5	5	3	5	5	3	3	3	4	3	4	3	3	60
Resp_99	5	5	4	5	4	5	5	4	5	4	5	4	5	4	4	5	73
Resp_100	5	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	66
Resp_101	3	4	4	4	4	3	4	4	4	4	3	4	3	4	4	4	60
Resp_102	5	5	4	4	4	5	5	4	4	4	4	4	4	4	4	4	68
Resp_103	3	4	3	3	3	3	4	3	3	3	3	3	3	3	3	3	50
Resp_104	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4	62
Resp_105	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	65
Resp_106	3	3	4	3	3	3	3	4	3	3	3	4	3	4	3	3	52

LAMPIRAN 15 – FREKUENSI JAWABAN RESPONDEN VARIABEL KENYAMANAN (X1)

X1.1_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.5	1.5	1.5
	2.00	25	19.2	19.2	20.8
	3.00	14	10.8	10.8	31.5
	4.00	32	24.6	24.6	56.2
	5.00	57	43.8	43.8	100.0
	Total	130	100.0	100.0	

X1.1_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	20	15.4	15.4	15.4
	3.00	18	13.8	13.8	29.2
	4.00	46	35.4	35.4	64.6
	5.00	46	35.4	35.4	100.0
	Total	130	100.0	100.0	

X1.1_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	22	16.9	16.9	16.9
	3.00	21	16.2	16.2	33.1
	4.00	41	31.5	31.5	64.6
	5.00	46	35.4	35.4	100.0

	Total	130	100.0	100.0	

X1.1_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8	.8
	2.00	22	16.9	16.9	17.7
	3.00	14	10.8	10.8	28.5
	4.00	41	31.5	31.5	60.0
	5.00	52	40.0	40.0	100.0
	Total	130	100.0	100.0	

X1.2_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8	.8
	2.00	19	14.6	14.6	15.4
	3.00	18	13.8	13.8	29.2
	4.00	42	32.3	32.3	61.5
	5.00	50	38.5	38.5	100.0
	Total	130	100.0	100.0	

X1.2_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8	.8
	2.00	18	13.8	13.8	14.6
	3.00	18	13.8	13.8	28.5

	4.00	43	33.1	33.1	61.5
	5.00	50	38.5	38.5	100.0
	Total	130	100.0	100.0	

X1.2_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8	.8
	2.00	19	14.6	14.6	15.4
	3.00	21	16.2	16.2	31.5
	4.00	38	29.2	29.2	60.8
	5.00	51	39.2	39.2	100.0
	Total	130	100.0	100.0	

X1.2_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	23	17.7	17.7	17.7
	3.00	13	10.0	10.0	27.7
	4.00	53	40.8	40.8	68.5
	5.00	41	31.5	31.5	100.0
	Total	130	100.0	100.0	

X1.3_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8	.8
	2.00	22	16.9	16.9	17.7

	3.00	11	8.5	8.5	26.2
	4.00	45	34.6	34.6	60.8
	5.00	51	39.2	39.2	100.0
	Total	130	100.0	100.0	

X1.3_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	20	15.4	15.4	15.4
	3.00	15	11.5	11.5	26.9
	4.00	52	40.0	40.0	66.9
	5.00	43	33.1	33.1	100.0
	Total	130	100.0	100.0	

X1.3_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	22	16.9	16.9	16.9
	3.00	19	14.6	14.6	31.5
	4.00	47	36.2	36.2	67.7
	5.00	42	32.3	32.3	100.0
	Total	130	100.0	100.0	

X1.3_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	22	16.9	16.9	16.9
	3.00	15	11.5	11.5	28.5

	4.00	38	29.2	29.2	57.7
	5.00	55	42.3	42.3	100.0
	Total	130	100.0	100.0	

X1.4_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	19	14.6	14.6	14.6
	3.00	19	14.6	14.6	29.2
	4.00	45	34.6	34.6	63.8
	5.00	47	36.2	36.2	100.0
	Total	130	100.0	100.0	

X1.4_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	20	15.4	15.4	15.4
	3.00	19	14.6	14.6	30.0
	4.00	42	32.3	32.3	62.3
	5.00	49	37.7	37.7	100.0
	Total	130	100.0	100.0	

X1.4_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	20	15.4	15.4	15.4
	3.00	19	14.6	14.6	30.0
	4.00	36	27.7	27.7	57.7

	5.00	55	42.3	42.3	100.0
	Total	130	100.0	100.0	

X1.4_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8	.8
	2.00	19	14.6	14.6	15.4
	3.00	18	13.8	13.8	29.2
	4.00	42	32.3	32.3	61.5
	5.00	50	38.5	38.5	100.0
	Total	130	100.0	100.0	

LAMPIRAN 16 – FREKUENSI JAWABAN RESPONDEN VARIABEL *CONSUMER EXPERIENCE (X2)*

X2.1_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	21	16.2	16.2	16.2
	3.00	29	22.3	22.3	38.5
	4.00	60	46.2	46.2	84.6
	5.00	20	15.4	15.4	100.0
	Total	130	100.0	100.0	

X2.1_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	17	13.1	13.1	13.1
	3.00	30	23.1	23.1	36.2
	4.00	51	39.2	39.2	75.4
	5.00	32	24.6	24.6	100.0
	Total	130	100.0	100.0	

X2.1_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	23	17.7	17.7	17.7
	3.00	24	18.5	18.5	36.2
	4.00	59	45.4	45.4	81.5
	5.00	24	18.5	18.5	100.0
	Total	130	100.0	100.0	

X2.1_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	19	14.6	14.6	14.6
	3.00	31	23.8	23.8	38.5
	4.00	57	43.8	43.8	82.3
	5.00	23	17.7	17.7	100.0
	Total	130	100.0	100.0	

X2.2_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	23	17.7	17.7	17.7
	3.00	17	13.1	13.1	30.8
	4.00	62	47.7	47.7	78.5
	5.00	28	21.5	21.5	100.0
	Total	130	100.0	100.0	

X2.2_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	18	13.8	13.8	13.8
	3.00	28	21.5	21.5	35.4
	4.00	50	38.5	38.5	73.8
	5.00	34	26.2	26.2	100.0
	Total	130	100.0	100.0	

X2.2_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	23	17.7	17.7	17.7
	3.00	19	14.6	14.6	32.3
	4.00	52	40.0	40.0	72.3
	5.00	36	27.7	27.7	100.0
	Total	130	100.0	100.0	

X2.2_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	20	15.4	15.4	15.4
	3.00	26	20.0	20.0	35.4
	4.00	48	36.9	36.9	72.3
	5.00	36	27.7	27.7	100.0
	Total	130	100.0	100.0	

X2.3_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	19	14.6	14.6	14.6
	3.00	21	16.2	16.2	30.8
	4.00	65	50.0	50.0	80.8
	5.00	25	19.2	19.2	100.0
	Total	130	100.0	100.0	

X2.3_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	20	15.4	15.4	15.4
	3.00	26	20.0	20.0	35.4
	4.00	48	36.9	36.9	72.3
	5.00	36	27.7	27.7	100.0
	Total	130	100.0	100.0	

X2.3_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	18	13.8	13.8	13.8
	3.00	27	20.8	20.8	34.6
	4.00	48	36.9	36.9	71.5
	5.00	37	28.5	28.5	100.0
	Total	130	100.0	100.0	

X2.3_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	20	15.4	15.4	15.4
	3.00	27	20.8	20.8	36.2
	4.00	47	36.2	36.2	72.3
	5.00	36	27.7	27.7	100.0
	Total	130	100.0	100.0	

X2.4_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	21	16.2	16.2	16.2
	3.00	25	19.2	19.2	35.4
	4.00	50	38.5	38.5	73.8
	5.00	34	26.2	26.2	100.0
	Total	130	100.0	100.0	

X2.4_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	20	15.4	15.4	15.4
	3.00	24	18.5	18.5	33.8
	4.00	48	36.9	36.9	70.8
	5.00	38	29.2	29.2	100.0
	Total	130	100.0	100.0	

X2.4_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	21	16.2	16.2	16.2
	3.00	16	12.3	12.3	28.5
	4.00	54	41.5	41.5	70.0
	5.00	39	30.0	30.0	100.0
	Total	130	100.0	100.0	

X2.4_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	21	16.2	16.2	16.2
	3.00	22	16.9	16.9	33.1
	4.00	53	40.8	40.8	73.8
	5.00	34	26.2	26.2	100.0
	Total	130	100.0	100.0	

X2.5_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	22	16.9	16.9	16.9
	3.00	17	13.1	13.1	30.0
	4.00	56	43.1	43.1	73.1
	5.00	35	26.9	26.9	100.0
	Total	130	100.0	100.0	

X2.5_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	21	16.2	16.2	16.2
	3.00	24	18.5	18.5	34.6
	4.00	59	45.4	45.4	80.0
	5.00	26	20.0	20.0	100.0
	Total	130	100.0	100.0	

X2.5_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	20	15.4	15.4	15.4
	3.00	21	16.2	16.2	31.5
	4.00	53	40.8	40.8	72.3
	5.00	36	27.7	27.7	100.0
	Total	130	100.0	100.0	

X2.5_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	23	17.7	17.7	17.7
	3.00	21	16.2	16.2	33.8
	4.00	48	36.9	36.9	70.8
	5.00	38	29.2	29.2	100.0
	Total	130	100.0	100.0	

LAMPIRAN 17 – FREKUENSI JAWABAN RESPONDEN VARIABEL MINAT BELI (Y)

Y.1_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	18	13.8	13.8	13.8
	3.00	40	30.8	30.8	44.6
	4.00	46	35.4	35.4	80.0
	5.00	26	20.0	20.0	100.0
	Total	130	100.0	100.0	

Y.1_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	15	11.5	11.5	11.5
	3.00	29	22.3	22.3	33.8
	4.00	66	50.8	50.8	84.6
	5.00	20	15.4	15.4	100.0
	Total	130	100.0	100.0	

Y.1_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	20	15.4	15.4	15.4
	3.00	33	25.4	25.4	40.8
	4.00	64	49.2	49.2	90.0
	5.00	13	10.0	10.0	100.0
	Total	130	100.0	100.0	

Y.1_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	16	12.3	12.3	12.3
	3.00	29	22.3	22.3	34.6
	4.00	58	44.6	44.6	79.2
	5.00	27	20.8	20.8	100.0
	Total	130	100.0	100.0	

Y.2_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	18	13.8	13.8	13.8
	3.00	25	19.2	19.2	33.1
	4.00	60	46.2	46.2	79.2
	5.00	27	20.8	20.8	100.0
	Total	130	100.0	100.0	

Y.2_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	18	13.8	13.8	13.8
	3.00	22	16.9	16.9	30.8
	4.00	55	42.3	42.3	73.1
	5.00	35	26.9	26.9	100.0
	Total	130	100.0	100.0	

Y.2_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	20	15.4	15.4	15.4
	3.00	12	9.2	9.2	24.6
	4.00	63	48.5	48.5	73.1
	5.00	35	26.9	26.9	100.0
	Total	130	100.0	100.0	

Y.2_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	19	14.6	14.6	14.6
	3.00	18	13.8	13.8	28.5
	4.00	57	43.8	43.8	72.3
	5.00	36	27.7	27.7	100.0
	Total	130	100.0	100.0	

Y.3_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	21	16.2	16.2	16.2
	3.00	25	19.2	19.2	35.4
	4.00	45	34.6	34.6	70.0
	5.00	39	30.0	30.0	100.0
	Total	130	100.0	100.0	

Y.3_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	22	16.9	16.9	16.9
	3.00	20	15.4	15.4	32.3
	4.00	52	40.0	40.0	72.3
	5.00	36	27.7	27.7	100.0
	Total	130	100.0	100.0	

Y.3_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	20	15.4	15.4	15.4
	3.00	33	25.4	25.4	40.8
	4.00	41	31.5	31.5	72.3
	5.00	36	27.7	27.7	100.0
	Total	130	100.0	100.0	

Y.3_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	18	13.8	13.8	13.8
	3.00	28	21.5	21.5	35.4
	4.00	59	45.4	45.4	80.8
	5.00	25	19.2	19.2	100.0
	Total	130	100.0	100.0	

Y.4_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	23	17.7	17.7	17.7
	3.00	38	29.2	29.2	46.9
	4.00	50	38.5	38.5	85.4
	5.00	19	14.6	14.6	100.0
	Total	130	100.0	100.0	

Y.4_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	20	15.4	15.4	15.4
	3.00	34	26.2	26.2	41.5
	4.00	63	48.5	48.5	90.0
	5.00	13	10.0	10.0	100.0
	Total	130	100.0	100.0	

Y.4_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	16	12.3	12.3	12.3
	3.00	38	29.2	29.2	41.5
	4.00	61	46.9	46.9	88.5
	5.00	15	11.5	11.5	100.0
	Total	130	100.0	100.0	

Y.4_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	21	16.2	16.2	16.2
	3.00	31	23.8	23.8	40.0
	4.00	58	44.6	44.6	84.6
	5.00	20	15.4	15.4	100.0
	Total	130	100.0	100.0	

LAMPIRAN 18 – HASIL PERHITUNGAN UJI VALIDITAS VARIABEL KENYAMANAN (X1)

Correlations

		X1.1_1	X1.1_2	X1.1_3	X1.1_4	X1.2_1	X1.2_2	X1.2_3	X1.2_4	X1.3_1	X1.3_2	X1.3_3	X1.3_4	X1.4_1	X1.4_2	X1.4_3	X1.4_4	X1.TOTAL
X1.1_1	Pearson Correlation	1	.811**	.847**	.866**	.817**	.804**	.829**	.787**	.825**	.816**	.780**	.869**	.823**	.818**	.839**	.811**	.922**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X1.1_2	Pearson Correlation	.811**	1	.768**	.855**	.814**	.785**	.891**	.764**	.793**	.814**	.756**	.763**	.782**	.724**	.807**	.753**	.889**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X1.1_3	Pearson Correlation	.847**	.768**	1	.812**	.845**	.857**	.768**	.848**	.772**	.778**	.846**	.777**	.795**	.825**	.787**	.819**	.907**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X1.1_4	Pearson Correlation	.866**	.855**	.812**	1	.829**	.847**	.850**	.830**	.844**	.833**	.816**	.848**	.788**	.791**	.808**	.816**	.928**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X1.2_1	Pearson Correlation	.817**	.814**	.845**	.829**	1	.788**	.858**	.803**	.820**	.846**	.803**	.811**	.827**	.783**	.841**	.797**	.916**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X1.2_2	Pearson Correlation	.804**	.785**	.857**	.847**	.788**	1	.758**	.897**	.766**	.767**	.849**	.736**	.776**	.808**	.759**	.841**	.899**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X1.2_3	Pearson Correlation	.829**	.891**	.768**	.850**	.858**	.758**	1	.752**	.816**	.828**	.778**	.820**	.796**	.766**	.843**	.754**	.905**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X1.2_4	Pearson Correlation	.787**	.764**	.848**	.830**	.803**	.897**	.752**	1	.756**	.794**	.838**	.794**	.798**	.844**	.790**	.877**	.908**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X1.3_1	Pearson Correlation	.825**	.793**	.772**	.844**	.820**	.766**	.816**	.756**	1	.769**	.776**	.826**	.738**	.775**	.799**	.756**	.886**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X1.3_2	Pearson Correlation	.816**	.814**	.778**	.833**	.846**	.767**	.828**	.794**	.769**	1	.751**	.827**	.828**	.768**	.838**	.797**	.900**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X1.3_3	Pearson Correlation	.780**	.756**	.846**	.816**	.803**	.849**	.778**	.838**	.776**	.751**	1	.754**	.805**	.836**	.797**	.850**	.899**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X1.3_4	Pearson Correlation	.869**	.763**	.777**	.848**	.811**	.736**	.820**	.794**	.826**	.827**	.754**	1	.808**	.838**	.840**	.823**	.907**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X1.4_1	Pearson Correlation	.823**	.782**	.795**	.788**	.827**	.776**	.796**	.798**	.738**	.828**	.805**	.808**	1	.799**	.866**	.820**	.900**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X1.4_2	Pearson Correlation	.818**	.724**	.825**	.791**	.783**	.808**	.766**	.844**	.775**	.768**	.836**	.838**	.799**	1	.795**	.890**	.901**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X1.4_3	Pearson Correlation	.839**	.807**	.787**	.808**	.841**	.759**	.843**	.790**	.799**	.838**	.797**	.840**	.866**	.795**	1	.782**	.910**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X1.4_4	Pearson Correlation	.811**	.753**	.819**	.816**	.797**	.841**	.754**	.877**	.756**	.797**	.850**	.823**	.820**	.890**	.782**	1	.910**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X1.TOTAL	Pearson Correlation	.922**	.889**	.907**	.928**	.916**	.899**	.905**	.908**	.886**	.900**	.899**	.907**	.900**	.901**	.910**	.910**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130

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

LAMPIRAN 19 – HASIL PERHITUNGAN UJI VALIDITAS VARIABEL *ONSUMER EXPERIENCE* (X2)

Correlations

		X2.1_1	X2.1_2	X2.1_3	X2.1_4	X2.2_1	X2.2_2	X2.2_3	X2.2_4	X2.3_1	X2.3_2	X2.3_3	X2.3_4	X2.4_1	X2.4_2	X2.4_3	X2.4_4	X2.5_1	X2.5_2	X2.5_3	X2.5_4	X2.TOTAL
X2.1_1	Pearson Correlation	1	.755**	.871**	.944**	.735**	.811**	.743**	.795**	.705**	.795**	.698**	.734**	.803**	.811**	.746**	.817**	.728**	.779**	.812**	.803**	.901**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X2.1_2	Pearson Correlation	.755**	1	.730**	.735**	.716**	.711**	.839**	.706**	.652**	.706**	.735**	.687**	.693**	.709**	.739**	.648**	.745**	.649**	.660**	.752**	.827**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X2.1_3	Pearson Correlation	.871**	.730**	1	.841**	.761**	.799**	.756**	.862**	.684**	.792**	.706**	.795**	.863**	.813**	.757**	.790**	.750**	.814**	.822**	.828**	.910**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X2.1_4	Pearson Correlation	.944**	.735**	.841**	1	.711**	.768**	.734**	.794**	.687**	.810**	.695**	.735**	.778**	.800**	.735**	.816**	.725**	.781**	.792**	.809**	.890**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X2.2_1	Pearson Correlation	.735**	.716**	.761**	.711**	1	.738**	.786**	.776**	.731**	.746**	.720**	.735**	.779**	.734**	.735**	.698**	.679**	.684**	.718**	.789**	.851**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X2.2_2	Pearson Correlation	.811**	.711**	.799**	.768**	.738**	1	.773**	.764**	.685**	.955**	.745**	.776**	.767**	.736**	.704**	.747**	.665**	.746**	.719**	.947**	.884**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X2.2_3	Pearson Correlation	.743**	.839**	.756**	.734**	.786**	.773**	1	.786**	.749**	.786**	.805**	.761**	.790**	.744**	.793**	.712**	.772**	.704**	.722**	.825**	.886**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X2.2_4	Pearson Correlation	.795**	.706**	.862**	.794**	.776**	.764**	.786**	1	.697**	.771**	.745**	.826**	.974**	.780**	.734**	.761**	.711**	.778**	.758**	.797**	.899**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X2.3_1	Pearson Correlation	.705**	.652**	.684**	.687**	.731**	.685**	.749**	.697**	1	.689**	.742**	.726**	.708**	.741**	.766**	.759**	.747**	.712**	.756**	.699**	.891**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X2.3_2	Pearson Correlation	.795**	.706**	.792**	.810**	.746**	.955**	.786**	.771**	.689**	1	.745**	.789**	.774**	.750**	.727**	.739**	.682**	.755**	.728**	.968**	.893**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X2.3_3	Pearson Correlation	.698**	.735**	.706**	.695**	.720**	.745**	.805**	.745**	.742**	.745**	1	.757**	.742**	.716**	.751**	.720**	.737**	.658**	.700**	.743**	.845**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X2.3_4	Pearson Correlation	.734**	.687**	.795**	.735**	.735**	.776**	.761**	.826**	.726**	.789**	.757**	1	.830**	.777**	.783**	.773**	.731**	.813**	.792**	.808**	.889**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X2.4_1	Pearson Correlation	.803**	.693**	.863**	.778**	.779**	.767**	.790**	.974**	.708**	.774**	.742**	.830**	1	.784**	.747**	.757**	.730**	.780**	.770**	.795**	.902**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X2.4_2	Pearson Correlation	.811**	.709**	.813**	.800**	.734**	.736**	.744**	.780**	.741**	.750**	.716**	.777**	.784**	1	.771**	.837**	.720**	.775**	.855**	.777**	.888**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X2.4_3	Pearson Correlation	.746**	.739**	.757**	.735**	.735**	.704**	.793**	.734**	.766**	.727**	.751**	.783**	.747**	.771**	1	.755**	.909**	.762**	.785**	.754**	.878**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X2.4_4	Pearson Correlation	.817**	.648**	.790**	.816**	.698**	.747**	.712**	.761**	.759**	.739**	.720**	.773**	.757**	.837**	.755**	1	.754**	.784**	.944**	.745**	.884**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X2.5_1	Pearson Correlation	.728**	.745**	.750**	.725**	.679**	.665**	.772**	.711**	.747**	.682**	.737**	.731**	.730**	.720**	.909**	.754**	1	.789**	.794**	.725**	.858**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X2.5_2	Pearson Correlation	.779**	.649**	.814**	.781**	.684**	.746**	.704**	.778**	.712**	.755**	.658**	.813**	.780**	.775**	.762**	.784**	.789**	1	.822**	.792**	.873**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X2.5_3	Pearson Correlation	.812**	.660**	.822**	.792**	.718**	.719**	.722**	.758**	.756**	.728**	.700**	.792**	.770**	.855**	.785**	.944**	.794**	.822**	1	.765**	.893**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X2.5_4	Pearson Correlation	.803**	.752**	.828**	.809**	.789**	.947**	.825**	.797**	.699**	.968**	.743**	.808**	.795**	.777**	.754**	.745**	.725**	.792**	.765**	1	.916**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
X2.TOTAL	Pearson Correlation	.901**	.827**	.910**	.890**	.851**	.884**	.886**	.899**	.831**	.893**	.845**	.889**	.902**	.888**	.878**	.884**	.858**	.873**	.893**	.916**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130

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

LAMPIRAN 20 – HASIL PERHITUNGAN UJI VALIDITAS VARIABEL MINAT BELI (Y)

Correlations

		Y.1_1	Y.1_2	Y.1_3	Y.1_4	Y.2_1	Y.2_2	Y.2_3	Y.2_4	Y.3_1	Y.3_2	Y.3_3	Y.3_4	Y.4_1	Y.4_2	Y.4_3	Y.4_4	Y.TOTAL
Y.1_1	Pearson Correlation	1	.781**	.786**	.661**	.718**	.748**	.694**	.670**	.687**	.736**	.755**	.776**	.799**	.801**	.795**	.824**	.872**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
Y.1_2	Pearson Correlation	.781**	1	.798**	.767**	.678**	.672**	.789**	.666**	.771**	.687**	.680**	.736**	.747**	.794**	.843**	.905**	.876**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
Y.1_3	Pearson Correlation	.786**	.798**	1	.701**	.793**	.698**	.742**	.750**	.695**	.791**	.736**	.853**	.804**	.975**	.861**	.820**	.910**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
Y.1_4	Pearson Correlation	.661**	.767**	.701**	1	.629**	.738**	.803**	.705**	.841**	.708**	.696**	.667**	.659**	.718**	.721**	.785**	.844**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
Y.2_1	Pearson Correlation	.718**	.678**	.793**	.629**	1	.650**	.689**	.726**	.647**	.807**	.660**	.716**	.699**	.799**	.738**	.728**	.833**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
Y.2_2	Pearson Correlation	.748**	.672**	.698**	.738**	.650**	1	.817**	.790**	.766**	.800**	.741**	.715**	.676**	.696**	.686**	.705**	.853**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
Y.2_3	Pearson Correlation	.694**	.789**	.742**	.803**	.689**	.817**	1	.790**	.822**	.780**	.747**	.765**	.676**	.722**	.719**	.791**	.884**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
Y.2_4	Pearson Correlation	.670**	.666**	.750**	.705**	.726**	.790**	.790**	1	.735**	.791**	.734**	.784**	.641**	.757**	.665**	.682**	.852**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
Y.3_1	Pearson Correlation	.687**	.771**	.695**	.841**	.647**	.766**	.822**	.735**	1	.757**	.692**	.746**	.692**	.710**	.738**	.809**	.867**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
Y.3_2	Pearson Correlation	.736**	.687**	.791**	.708**	.807**	.800**	.780**	.791**	.757**	1	.731**	.765**	.718**	.797**	.775**	.756**	.888**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
Y.3_3	Pearson Correlation	.755**	.680**	.736**	.696**	.660**	.741**	.747**	.734**	.692**	.731**	1	.766**	.862**	.734**	.705**	.726**	.857**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
Y.3_4	Pearson Correlation	.776**	.736**	.853**	.667**	.716**	.715**	.765**	.784**	.746**	.765**	.766**	1	.718**	.859**	.752**	.760**	.883**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
Y.4_1	Pearson Correlation	.799**	.747**	.804**	.659**	.699**	.676**	.676**	.641**	.692**	.718**	.862**	.718**	1	.808**	.799**	.815**	.864**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
Y.4_2	Pearson Correlation	.801**	.794**	.975**	.718**	.799**	.696**	.722**	.757**	.710**	.797**	.734**	.859**	.808**	1	.856**	.834**	.915**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
Y.4_3	Pearson Correlation	.795**	.843**	.861**	.721**	.738**	.686**	.719**	.665**	.738**	.775**	.705**	.752**	.799**	.856**	1	.898**	.892**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
Y.4_4	Pearson Correlation	.824**	.905**	.820**	.785**	.728**	.705**	.791**	.682**	.809**	.756**	.726**	.760**	.815**	.834**	.898**	1	.914**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130
Y.TOTAL	Pearson Correlation	.872**	.876**	.910**	.844**	.833**	.853**	.884**	.852**	.867**	.888**	.857**	.883**	.864**	.915**	.892**	.914**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130	130

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

LAMPIRAN 21 – HASIL PERHITUNGAN UJI RELIABILITAS VARIABEL KENYAMANAN (X1)

Case Processing Summary

		N	%
Cases	Valid	130	100.0
	Excluded[a]	0	.0
	Total	130	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.985	16

LAMPIRAN 22 – HASIL PERHITUNGAN UJI RELIABILITAS VARIABEL *CONSUMER EXPERIENCE* (X2)

Case Processing Summary

		N	%
Cases	Valid	130	100.0
	Excluded[a]	0	.0
	Total	130	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.985	20

LAMPIRAN 23 – HASIL PERHITUNGAN UJI RELIABILITAS VARIABEL KENYAMANAN (X1)

Case Processing Summary

		N	%
Cases	Valid	130	100.0
	Excluded[a]	0	.0
	Total	130	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.979	16

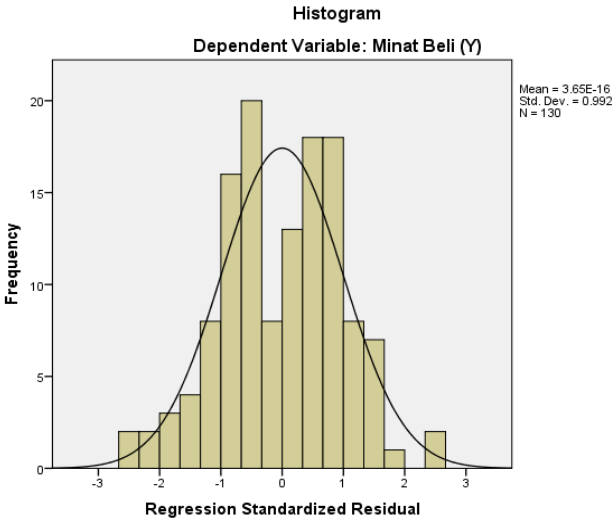
LAMPIRAN 24 - UJI ASUMSI KLASIK (UJI NORMALITAS)

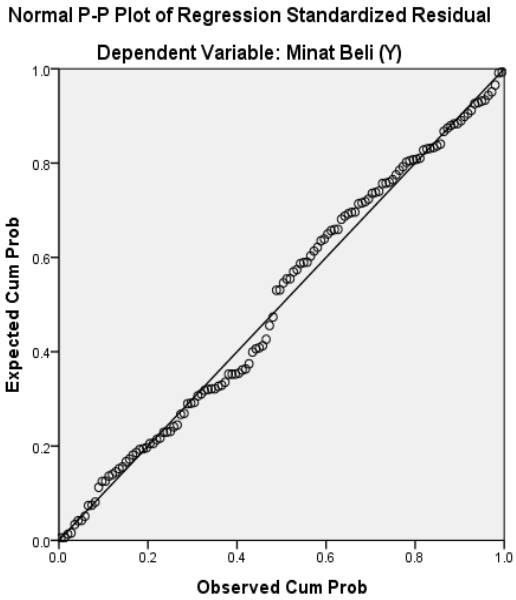
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		130
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	8.18754006
Most Extreme Differences	Absolute	.061
	Positive	.061
	Negative	-.052
Kolmogorov-Smirnov Z		.691
Asymp. Sig. (2-tailed)		.727

a. Test distribution is Normal.

b. Calculated from data.


Histogram
Dependent Variable: Minat Beli (Y)
Mean = 3.65E-16
Std. Dev. = 0.992
N = 130
Frequency
20
15
10
5
0
-3
-2
-1
0
1
2
3
Regression Standardized Residual


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Minat Beli (Y)
Expected Cum Prob
1.0
0.8
0.6
0.4
0.2
0.0
0.0
0.2
0.4
0.6
0.8
1.0
Observed Cum Prob

LAMPIRAN 25 - UJI ASUMSI KLASIK (UJI MULTIKOLINEARITAS)

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Kenyamanan (X1)	.412	2.425
	Consumer Experience (X2)	.412	2.425

a. Dependent Variable: Minat Beli (Y)

LAMPIRAN 26 - UJI ASUMSI KLASIK (UJI AUTOKORELASI)

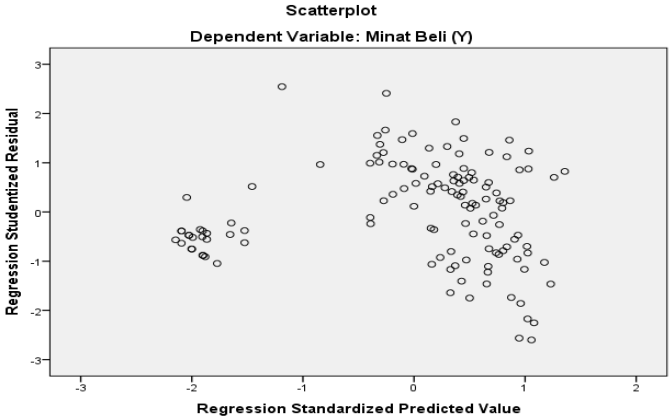
Model Summary[b]

Model	Durbin-Watson
1	2.251[a]

a. Predictors: (Constant), *Consumer Experience* (X2), Kenyamanan (X1)

b. Dependent Variable: Minat Beli (Y)

LAMPIRAN 27 - UJI ASUMSI KLASIK (UJI HETEROSKEDASTISITAS)



LAMPIRAN 28 - ANALISIS REGRESI LINIER BERGANDA

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.788[a]	.621	.615	8.25176

a. Predictors: (Constant), *Consumer Experience* (X2), Kenyamanan (X1)
b. Dependent Variable: Minat Beli (Y)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14161.003	2	7080.502	103.985	.000[b]
	Residual	8647.620	127	68.091		
	Total	22808.623	129			

a. Dependent Variable: Minat Beli (Y)
b. Predictors: (Constant), *Consumer Experience* (X2), Kenyamanan (X1)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.026	3.277		3.975	.000
	Kenyamanan (X1)	.315	.072	.372	4.377	.000
	Custumer Experience (X2)	.351	.064	.465	5.468	.000

a. Dependent Variable: Minat Beli (Y)