


## LAMPIRAN

### Lampiran 1 : Lampiran 1 Berita Acara Bimbingan Skripsi



**UNIVERSITAS PGRI ADI BUANA SURABAYA**  
**FAKULTAS EKONOMI DAN BISNIS**  
 Kampus : Jl. DukuhMenanggal XII/4, Telp- Fax. 031-8281183 Surabaya 60234  
 Website : <http://www.uniprasy.ac.id>

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**KARTU BIMBINGAN SKRIPSI**


Nama	: Fina Fiolindah
Prodi / NIM	: Manajemen / 19150012
Judul Skripsi	: Pengaruh Strategy Marketing, After Sales Service, dan Brand Experience Terhadap Kepuasan Konsumen (Studi Pada Followers Shopee Brand Impora)
Dosen Pembimbing	: Utama Wisnu Dyatmika, S.E., M.M
Periode Kepembimbingan	: 17 September 2022 s/d 17 Maret 2023

**URAIAN KEGIATAN KEPEMBIMBINGAN :**


NO	TANGGAL	MATERI BIMBINGAN	KET.	TANDA TANGAN
1.	26-09-2022	Diskusi Awal (variabel)	Revisi	<i>[Signature]</i>
2.	05-10-2022	Diskusi Judul (variabel)	ACC	<i>[Signature]</i>
3.	29-10-2022	Bab 1&2	Revisi	<i>[Signature]</i>
4	18-11-2022	Bab 1&2	Revisi	<i>[Signature]</i>
5	16-12-2022	Bab 1,2,3	ACC	<i>[Signature]</i>
6	17-01-2023	Bab 10	Revisi	<i>[Signature]</i>
7	30-01-2023	Bab 10	ACC	<i>[Signature]</i>
8	13-02-2023	Bab 10	Revisi	<i>[Signature]</i>
9.	27-02-2023	Bab 10	ACC	<i>[Signature]</i>
10	03-03-2023	Abstract	ACC	<i>[Signature]</i>

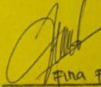
Bimbingan selesai pada tanggal : \_\_\_\_\_

Dosen Pembimbing, Mahasiswa,



Sutama Wisnu Dyatmika, S.E., M.M





Fina F.



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BERITA ACARA  
BIMBINGAN REVISI SKRIPSI

Nama : Fina Fiolindah  
NIM/Program Studi : 19150011/Manajemen  
Judul Skripsi : Pengaruh Strategi Marketing, After Sales Service,  
dan Brand Experience terhadap kepuasan konsumen  
Produk Implora ( studi pada Followers shoppee  
Brand Implora )  
Tanggal Ujian Skripsi : 31 Maret 2023  
Penguji : 1. Tony SW SE., M.Pd., M.Sm  
2. Siti Samsiyah SE.MM

No	Tanggal	Materi Konsultasi	Paraf Penguji
1		Metode Penelitian	
2		Penambahan rasional sebelum hipotesis	
3			
4			
5			
6			
7			
8			

Penguji I,

Surabaya,  
Penguji II,

Tony SW



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BERITA ACARA  
BIMBINGAN REVISI SKRIPSI

Nama : Fina Polinda  
NIM/Program Studi : 19500121 /managemen  
Judul Skripsi : Pengaruh Strategy marketing, After Sales Service,  
dan Brand Experience terhadap Kepuasan Konsumen  
Produk Impora (Studi Pada Followers Shoppe  
Brand Impora  
Tanggal Ujian Skripsi : 31 Maret 2023  
Penguji : 1. Tony Susito Wbowo, S.F., M.Pd., M.Sm  
2. Siti Samsyah S.E., MM

No	Tanggal	Materi Konsultasi	Paraf Penguji
1	31/3 '23	Bab II Definisi terdahulu	/
2		Tahun sebelumnya	/
3		Kerangka konseptual	/
4		Bab III Teknik pengambilan sampel	/
5		Bab IV pembahasan	/
6		Definisi pustaka	/
7			
8			

Penguji I,

Surabaya,  
Penguji II,

## Lampiran 2 Surat Keterangan Bebas Plagiasi



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### SURAT PERNYATAAN BEBAS PLAGIASI

Yang bertanda tangan di bawah ini :  
Nama : I Made Bagus Dwiarta, S.E., M.M.  
Jabatan : Ketua Program Studi Manajemen

Menyatakan bahwa

Nama : Fina Fiolindah  
NIM : 191500121  
Prodi : Manajemen

Telah melakukan uji plagiasi dengan judul artikel Pengaruh Strategy Marketing Terhadap Kepuasan Konsumen Produk Implora (Studi Pada Follower Shopee Brand Implora )"dengan hasil Similarity Index 9 % sehingga layak untuk mengikuti sidang skripsi.

Demikian surat pernyataan ini kami buat untuk dipergunakan sebagaimana mestinya.

Surabaya, 17 Maret 2023  
Ketua Program Studi Manajemen,  
  
I Made Bagus Dwiarta, S.E., M.M.



### Lampiran 3: Pernyataan Kuesioner

Responden yang terhormat :

Perkenalkan saya Fina Fiolindah mahasiswi Universitas PGRI AdiBuana Surabaya dengan Nomor Induk Mahasiswa 191500121 Program Studi Manajemen yang sedang mengadakan penelitian tentang “Pengaruh Strategy Marketing, After Sales Service, dan Brand Experience terhadap Kepuasan Konsumen Produk Implora ( Studi Kasus pada Konsumen Produk Implora Platform Shopee)”. Kali ini, saya selaku peneliti meminta kesediaan Bapak/Ibu/Saudara/i untuk membantu penelitian ini dengan mengisi kuisisioner.

Berikut kuisisioner yang saya ajukan, mohon kepada Bapak/Ibu/Saudara/i untuk memberikan jawaban yang sejujur-jujurnya dan sesuai dengan keadaan yang sebenarnya.

Adapun jawaban yang Bapak/Ibu/Saudara/i berikan tidak akan berpengaruh pada diri Bapak/Ibu/Saudara/i karena penelitian ini dilakukan semata-mata untuk pengembangan ilmu pengetahuan.

Demikian disampaikan, atas kesediaan saudara/i dalam meluangkan waktu untuk mengisi kuisisioner ini saya ucapkan terimakasih.

**A. Bagian 1 : Identitas Responden**

1. Nama :
2. Usia :
3. Frekuensi Pembelian Produk :

**B. Bagian 2 : Petunjuk Pengisian**

1. Bacalah dengan seksama pernyataan yang telah disediakan.
2. Pilihlah salah satu jawaban yang telah tersedia dengan jujur dan apa adanya.
3. Berilah tanda check list (√) pada pilihan jawaban yang tersedia sesuai dengan jawaban yang benar menurut anda.

Kriteria Penilaian:

STS (Sangat Tidak Setuju)	TS (Tidak Setuju)	RG (Ragu-ragu)	S (Setuju)	SS (Sangat Setuju)
1	2	3	4	5

No.	Pernyataan	SS	S	R	TS	STS
<b>Strategy Marketing (X1)</b>						
Pemilihan Pasar						
1.	Produk Implora Dapat Ditemukan di Toko Maupun Minimarket Terdekat					

No.	Pernyataan	SS	S	R	TS	STS
2.	Produk Implora Mudah Ditemukan di Sosial Media					
Perencanaan Produk						
3.	Produk yang Dijual Sesuai dengan Keinginan Konsumen					
4.	Produk Implora Memproduksi Berbagai Jenis Kosmeti, Skincare, dan Parfum Sesuai Kebutuhan Konsumen					
Penetapan Harga						
5.	Produk Implora Memiliki Berbagai Tingkatan Harga					
6.	Harga Yang Diberikan Produk Implora Sesuai Dengan Kualitas					
Sistem Distribusi						
7.	Produk Implora Dapat Dibeli Melalui Perantara Sales					
8.	Produk Implora Dapt Dibeli Ditoko Grosir/Ecer					
Promosi ( Komunikasi Pemasaran)						
9.	Iklan Produk Implora Diberbagai Sosial Media					
10.	Produk Implora Memiliki Informasi Yang Jelas					

No.	Pernyataan	SS	S	R	TS	STS
<b>After Sales Service (X2)</b>						
<b>Garansi</b>						
1.	Garansi Shopee 100% Original(Garansi Uang Kembali Jika Produk Tidak Ori)					
2.	Produk Implora Menerima Komplain dengan Menyertai Video Unboxing Produk					
<b>Fasilitas dan Perlengkapan</b>						
3.	Pengemasan Produk Implora yang Sangat Aman Dilengkapi dengan Bublewrap					
4.	Aplikator Produk Yang Berkualitas Sehingga Nyaman Pada Saat Digunakan					
<b>Pelayanan Pemeliharaan dan Perbaikan</b>						
5.	Kemasan Produk Implora yang Melindungi Produk Agar Tetap Terjaga					
6.	Menghindari Kemasan Produk Berbahan Kaca Agar Tidak Mudah Pecah					
<b>Penanganan Keluhan Konsumen</b>						
7.	Menerima Komplain Pada Official Store Produk Implora					
8.	Brand Implora Memberikan Jawaban yang Cepat dan Jelas Atas Keluhan Konsumen					



No.	Pernyataan	SS	S	R	TS	STS
<b>Brand Experience (X3)</b>						
Sensorik						
1.	Warna Yang Dihasilkan Kosmetik Implora Cocok Untuk Riasan Wajah Semua Kalangan					
2.	Tekstur dan Warna Pada Produk Implora Terlihat Natural Jika Dipakai					
Afeksi						
3.	Produk Implora Terasa Ringan Sehingga Nyaman Dipakai					
4.	Konsumen Merasa Puas Terhadap Hasil Setelah Memakai Produk Implora					
Perilaku						
5.	Konsumen Mengetahui Cara Menggunakan Produk Implora					
6.	Konsumen Lebih Merasa Percaya Diri Jika Memakai Produk Implora					
Intelektual						
7.	Konsumen Melakukan Pembelian Ulang Setelah Merasa Cocok Dengan Produk Implora					
8.	Konsumen Menyarankan Produk Implora Kepada Kolega Setelah Memakai Produk Implora					

No.	Pernyataan	SS	S	R	TS	STS
<b>Kepuasan Konsumen (Y)</b>						
<i>( Repurchase )</i>						

No.	Pernyataan	SS	S	R	TS	STS
1.	Konsumen Berniat Membeli Produk Lain Dari Brand Implora					
2.	Konsumen Lebih Suka Memilih Memakai Produk Implora Daripada Produk Barang Lain					
Menciptakan <i>Word Of Mouth</i>						
3.	Konsumen Sering Mendengar Review Dari Orang Lain Setelah Memakai Produk Implora					
4.	Membeli Produk Implora Karena Positif Dari Orang Lain					
Menciptakan Citra Merek						
5.	Produk Yang Dihasilkan Brand Implora Terbukti Aman					
6.	Produk Yang Dikeluarkan Brand Implora Sesuai Dengan Kebutuhan Konsumen					
Menciptakan Keputusan Pembelian						
7.	Pendapat dan Pengalaman Orang Lain Mempengaruhi Konsumen Dalam Membeli Produk Brand Implora					
8.	Konsumen Membeli Produk Brand Implora Berdasarkan Pengalaman dan Kebutuhan yang Diinginkan Konsumen					

## Lampiran 4 Daftar Hadir Ujian Proposal



### UNIVERSITAS PGRI ADI BUANA SURABAYA FAKULTAS EKONOMI DAN BISNIS

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#### BERITA ACARA UJIAN PROPOSAL SKRIPSI

Pada hari ini Kamis tanggal 03 bulan 12 tahun 2022 bertempat bertempat di Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya telah dilaksanakan Ujian Proposal Skripsi Semester Ganjil / Genap \*) Tahun Akademi 20\_\_ / 20\_\_

Nama Mahasiswa	: Fina Fiolindah
NIM	: 191500185
Program Studi	: Manajemen
Judul Proposal	: Pengaruh Strategi marketing, after sales service dan Brand Experience Terhadap Kepuasan

Dihadiri oleh :

No.	NIM	Nama Mahasiswa	Tanda Tangan
1.	191500162	Ibnu Asnul Yakin	1. <i>[Signature]</i>
2.	191500168	Dyah Ayu Rahmawati	2. <i>[Signature]</i>
3.	191500163	SYAFIKA ZHAKWAL ARII	3. <i>[Signature]</i>
4.	191500229	Ferry Triawan Putra	4. <i>[Signature]</i>
5.	191500156	Hinda Yumilaira	5. <i>[Signature]</i>
6.	191500215	SISCA KADYA H	6. <i>[Signature]</i>
7.	191500258	Nida Alfar	7. <i>[Signature]</i>
8.	191500213	Linda Separa	8. <i>[Signature]</i>
9.	191500272	Mada Tri Winda Widyana	9. <i>[Signature]</i>
10.	191500063	Rizki Nur Fumala	10. <i>[Signature]</i>
11.			11.
12.			12.
13.			13.
14.			14.
15.			15.

Surabaya, .....

Penguji : Ferry Hanawanseanu

Pembimbing : Sutarna Wisnandeanu

*[Signature]*  
*[Signature]*

Lampiran 5 Tabulasi Data Jawaban Responden

X1

RESS	Strategy Marketing										TOTAL X1
	X1.1.1	X1.1.2	X1.2.1	X1.2.2	X1.3.1	X1.3.2	X1.4.1	X1.4.2	X1.5.1	X1.5.2	
RESS 1	5	5	5	4	5	4	4	5	5	5	47
RESS 2	4	4	4	4	4	4	4	4	4	4	40
RESS 3	4	4	5	4	5	4	5	5	5	5	46
RESS 4	5	5	4	4	4	4	3	4	5	4	42
RESS 5	4	4	4	4	4	4	4	4	4	4	40
RESS 6	5	5	5	5	5	5	5	5	5	5	50
RESS 7	1	1	1	1	1	1	1	1	1	1	10
RESS 8	2	1	2	2	2	1	2	2	2	3	19
RESS 9	5	5	5	5	5	5	5	5	5	5	50
RESS 10	1	2	3	4	5	1	2	3	4	5	30
RESS 11	5	4	4	3	4	3	3	3	4	4	37
RESS 12	1	1	1	1	1	1	1	1	1	1	10
RESS 13	2	1	3	2	3	1	4	1	3	2	22
RESS 14	4	4	4	4	4	4	4	4	4	4	40
RESS 15	5	5	5	5	5	5	5	5	5	5	50

RESS	Strategy Marketing										TOTAL X1
	X1.1.1	X1.1.2	X1.2.1	X1.2.2	X1.3.1	X1.3.2	X1.4.1	X1.4.2	X1.5.1	X1.5.2	
RESS 16	2	3	2	5	4	3	3	4	5	1	32
RESS 17	5	5	5	5	5	5	5	5	5	5	50
RESS 18	5	5	5	5	5	5	5	5	5	5	50
RESS 19	5	5	4	4	4	4	3	5	5	4	43
RESS 20	5	5	4	5	4	4	4	5	5	5	46
RESS 21	5	5	4	5	4	4	4	5	5	5	46
RESS 22	5	5	4	4	4	4	4	4	4	4	42
RESS 23	5	5	4	5	5	4	5	3	4	5	45
RESS 24	4	4	4	4	4	4	4	4	4	4	40
RESS 25	5	5	3	4	5	5	5	5	4	4	45
RESS 26	4	4	3	4	4	3	3	4	3	4	36
RESS 27	3	5	5	5	5	5	5	5	5	5	48
RESS 28	2	4	3	4	3	4	4	5	4	4	37
RESS 29	4	4	4	4	5	4	4	4	4	4	41
RESS 30	5	5	4	4	4	4	4	5	5	5	45
RESS 31	5	5	3	3	5	4	3	5	5	3	41
RESS 32	4	5	3	4	4	3	2	4	4	5	38
RESS 33	5	5	4	4	5	4	4	3	4	3	41
RESS 34	1	1	2	1	1	2	2	1	1	1	13

RESS	Strategy Marketing										TOTAL X1
	X1.1.1	X1.1.2	X1.2.1	X1.2.2	X1.3.1	X1.3.2	X1.4.1	X1.4.2	X1.5.1	X1.5.2	
RESS 35	4	4	4	4	4	4	4	4	4	3	39
RESS 36	2	5	5	5	4	4	3	5	3	5	41
RESS 37	2	2	2	2	1	2	2	2	2	2	19
RESS 38	1	1	1	1	1	1	1	1	1	1	10
RESS 39	3	3	2	2	2	2	2	2	2	2	22
RESS 40	5	5	5	5	5	5	5	5	5	5	50
RESS 41	5	5	5	5	5	4	4	4	5	5	47
RESS 42	4	4	4	4	4	4	4	4	4	4	40
RESS 43	1	1	2	2	1	1	1	1	1	2	13
RESS 44	5	5	3	3	4	4	2	2	2	3	33
RESS 45	1	1	2	2	1	2	2	1	2	2	16
RESS 46	1	1	1	1	1	1	1	1	1	1	10
RESS 47	4	5	4	5	4	3	4	4	4	4	41
RESS 48	2	2	2	2	2	2	2	2	2	2	20
RESS 49	4	5	4	4	4	4	3	4	4	4	40
RESS 50	4	5	4	5	5	4	4	4	4	4	43
RESS 51	4	4	4	4	4	4	4	4	4	4	40
RESS 52	5	5	5	5	5	5	5	5	5	5	50
RESS 53	1	1	1	1	1	2	5	1	1	1	15

RESS	Strategy Marketing										TOTAL X1
	X1.1.1	X1.1.2	X1.2.1	X1.2.2	X1.3.1	X1.3.2	X1.4.1	X1.4.2	X1.5.1	X1.5.2	
RESS 54	5	5	5	5	5	5	5	5	5	3	48
RESS 55	1	1	1	1	1	1	1	5	1	1	14
RESS 56	1	1	1	1	2	1	3	1	2	1	14
RESS 57	4	5	4	4	4	4	4	5	4	4	42
RESS 58	5	5	5	5	5	5	5	5	5	5	50
RESS 59	5	5	5	5	5	5	5	5	5	5	50
RESS 60	1	1	3	1	2	2	3	1	1	2	17
RESS 61	5	5	5	5	5	5	5	5	5	5	50
RESS 62	5	5	5	5	5	3	2	5	3	1	39
RESS 63	5	5	4	5	5	4	5	5	5	4	47
RESS 64	4	5	4	5	4	4	4	5	5	4	44
RESS 65	3	3	4	3	4	4	4	4	5	4	38
RESS 66	1	5	5	1	1	1	5	5	5	1	30
RESS 67	5	5	4	4	4	4	4	4	4	4	42
RESS 68	2	1	3	3	1	2	4	3	2	3	24
RESS 69	4	5	5	5	5	4	4	5	5	4	46
RESS 70	3	4	4	4	3	4	4	5	5	5	41
RESS 71	4	4	4	4	4	5	4	4	4	4	41
RESS 72	5	5	5	5	5	4	5	5	5	4	48

RESS	Strategy Marketing										TOTAL X1
	X1.1.1	X1.1.2	X1.2.1	X1.2.2	X1.3.1	X1.3.2	X1.4.1	X1.4.2	X1.5.1	X1.5.2	
RESS 73	3	3	3	2	3	3	2	2	4	4	29
RESS 74	3	2	2	2	3	3	2	3	3	3	26
RESS 75	1	1	3	1	1	3	2	4	2	3	21
RESS 76	5	5	3	4	2	4	3	5	4	3	38
RESS 77	2	2	2	2	2	2	2	2	2	2	20
RESS 78	5	5	3	4	2	4	3	4	5	4	39
RESS 79	3	5	4	4	4	5	5	5	5	5	45
RESS 80	5	5	5	5	5	5	5	5	5	5	50
RESS 81	5	5	4	5	4	4	5	5	5	5	47
RESS 82	5	5	4	4	4	4	4	4	4	4	42
RESS 83	1	1	3	3	4	3	2	1	2	4	24
RESS 84	2	1	1	1	2	2	2	2	1	2	16
RESS 85	4	5	4	4	4	4	3	3	4	4	39
RESS 86	1	1	1	1	1	1	1	1	1	1	10
RESS 87	2	2	2	2	2	2	2	2	2	2	20
RESS 88	2	2	2	2	2	2	2	2	2	2	20
RESS 89	1	3	3	3	3	2	3	3	3	2	26
RESS 90	3	4	5	5	4	3	3	4	5	5	41
RESS 91	4	5	5	5	5	5	4	3	5	5	46



RESS	Strategy Marketing										TOTAL X1
	X1.1.1	X1.1.2	X1.2.1	X1.2.2	X1.3.1	X1.3.2	X1.4.1	X1.4.2	X1.5.1	X1.5.2	
RESS 92	4	5	4	4	4	5	5	4	4	4	43
RESS 93	5	5	4	4	4	5	4	4	4	4	43
RESS 94	4	5	4	4	4	4	4	5	4	4	42
RESS 95	4	4	4	4	4	4	2	4	4	4	38
RESS 96	5	5	4	4	4	3	3	4	5	4	41
RESS 97	3	4	4	4	4	4	4	4	4	4	39
RESS 98	5	5	3	4	5	4	4	5	5	5	45
RESS 99	5	5	3	5	5	3	4	5	5	3	43
RESS 100	5	5	5	4	4	5	4	5	5	5	47
RESS 101	5	4	4	3	5	4	4	5	4	3	41
RESS 102	3	5	4	4	2	3	2	3	4	2	32

X2

RESS	Strategy Marketing								TOTAL X2
	X2.1.1	X2.1.2	X2.2.1	X2.2.2	X2.3.1	X2.3.2	X2.4.1	X2.4.2	
RESS 1	5	5	5	5	5	5	5	4	39
RESS 2	4	4	4	4	4	4	4	4	32

RESS	Strategy Marketing								TOTAL X2
	X2.1.1	X2.1.2	X2.2.1	X2.2.2	X2.3.1	X2.3.2	X2.4.1	X2.4.2	
RESS 3	3	4	5	4	5	4	5	5	35
RESS 4	4	5	4	4	4	4	4	4	33
RESS 5	3	3	4	4	4	4	4	4	30
RESS 6	5	5	5	5	5	5	5	5	40
RESS 7	3	2	1	5	5	4	2	3	25
RESS 8	2	1	1	1	2	5	5	5	22
RESS 9	5	5	5	5	5	5	5	4	39
RESS 10	5	4	3	2	1	2	3	5	25
RESS 11	5	5	3	4	4	4	5	5	35
RESS 12	1	1	1	1	1	1	1	1	8
RESS 13	3	3	2	3	2	4	3	3	23
RESS 14	4	4	4	4	4	4	4	4	32
RESS 15	5	5	5	5	5	5	5	5	40
RESS 16	1	2	5	4	3	2	1	2	20
RESS 17	5	5	5	5	5	5	5	5	40
RESS 18	5	5	5	5	5	5	5	5	40
RESS 19	3	3	4	4	4	4	4	3	29
RESS 20	4	5	5	5	5	4	5	5	38
RESS 21	5	5	5	4	4	5	5	5	38

RESS	Strategy Marketing								TOTAL X2
	X2.1.1	X2.1.2	X2.2.1	X2.2.2	X2.3.1	X2.3.2	X2.4.1	X2.4.2	
RESS 22	3	3	3	4	4	3	4	4	28
RESS 23	3	3	5	4	4	4	4	3	30
RESS 24	4	4	4	4	4	4	4	4	32
RESS 25	3	4	2	4	2	5	5	4	29
RESS 26	4	4	4	4	4	3	4	3	30
RESS 27	5	4	5	5	5	5	3	3	35
RESS 28	5	4	4	3	4	3	3	3	29
RESS 29	4	4	5	4	4	4	5	5	35
RESS 30	5	5	5	5	5	5	5	5	40
RESS 31	3	5	4	5	5	3	3	3	31
RESS 32	2	4	3	5	3	4	4	3	28
RESS 33	3	4	5	4	4	3	3	3	29
RESS 34	1	1	1	2	1	1	1	2	10
RESS 35	4	4	4	4	4	4	4	4	32
RESS 36	5	4	4	5	4	4	4	4	34
RESS 37	2	2	2	2	2	2	2	2	16
RESS 38	1	1	1	1	1	1	1	2	9
RESS 39	2	1	1	1	1	2	2	2	12
RESS 40	5	5	5	5	5	5	5	5	40

RESS	Strategy Marketing								TOTAL X2
	X2.1.1	X2.1.2	X2.2.1	X2.2.2	X2.3.1	X2.3.2	X2.4.1	X2.4.2	
RESS 41	4	4	5	5	5	5	4	4	36
RESS 42	5	5	5	4	5	5	4	4	37
RESS 43	2	1	1	1	1	1	1	1	9
RESS 44	5	4	3	4	2	3	3	3	27
RESS 45	2	2	2	2	2	2	2	2	16
RESS 46	1	1	1	1	1	1	1	1	8
RESS 47	3	3	4	4	4	3	3	3	27
RESS 48	2	2	2	2	2	2	2	2	16
RESS 49	4	4	4	4	4	3	4	4	31
RESS 50	4	4	5	5	4	4	4	4	34
RESS 51	4	4	4	4	4	4	4	4	32
RESS 52	3	3	4	4	4	4	3	3	28
RESS 53	1	1	1	1	1	1	1	1	8
RESS 54	5	5	5	4	4	4	5	5	37
RESS 55	1	1	1	1	1	1	1	1	8
RESS 56	1	1	1	1	1	1	1	1	8
RESS 57	4	5	4	4	4	4	4	4	33
RESS 58	5	5	5	5	5	5	5	5	40
RESS 59	5	5	5	5	5	5	5	5	40

RESS	Strategy Marketing								TOTAL X2
	X2.1.1	X2.1.2	X2.2.1	X2.2.2	X2.3.1	X2.3.2	X2.4.1	X2.4.2	
RESS 60	2	2	2	3	2	2	3	2	18
RESS 61	5	5	5	5	5	5	5	5	40
RESS 62	3	3	5	5	4	4	4	3	31
RESS 63	4	4	4	4	4	4	4	4	32
RESS 64	4	4	4	4	4	4	4	4	32
RESS 65	4	4	4	4	4	4	5	4	33
RESS 66	1	1	1	1	1	5	1	5	16
RESS 67	5	4	4	4	4	4	4	4	33
RESS 68	3	3	4	3	2	3	3	3	24
RESS 69	4	5	5	5	5	5	4	5	38
RESS 70	4	3	4	5	5	4	4	4	33
RESS 71	4	4	4	4	4	4	4	4	32
RESS 72	4	4	5	4	4	4	4	4	33
RESS 73	2	2	2	3	4	4	4	4	25
RESS 74	3	3	2	2	3	2	2	3	20
RESS 75	3	3	3	2	2	2	4	4	23
RESS 76	2	3	3	3	3	2	3	3	22
RESS 77	2	2	2	2	2	2	2	2	16
RESS 78	3	2	3	2	3	2	3	3	21

RESS	Strategy Marketing								TOTAL X2
	X2.1.1	X2.1.2	X2.2.1	X2.2.2	X2.3.1	X2.3.2	X2.4.1	X2.4.2	
RESS 79	3	5	5	5	5	5	4	4	36
RESS 80	5	5	5	5	5	5	5	5	40
RESS 81	5	5	4	3	4	5	3	4	33
RESS 82	4	4	4	4	4	4	4	4	32
RESS 83	3	2	3	4	4	2	3	3	24
RESS 84	3	3	2	2	1	2	2	2	17
RESS 85	4	3	4	4	4	4	4	4	31
RESS 86	1	1	1	1	1	1	1	1	8
RESS 87	2	2	2	2	2	2	2	2	16
RESS 88	2	2	2	2	2	2	2	2	16
RESS 89	2	2	2	3	3	3	2	2	19
RESS 90	4	3	3	4	5	5	4	3	31
RESS 91	5	5	5	5	5	2	5	5	37
RESS 92	3	3	4	4	4	3	4	5	30
RESS 93	4	5	5	5	5	5	4	5	38
RESS 94	5	5	5	5	5	4	5	4	38
RESS 95	2	3	3	3	3	3	3	3	23
RESS 96	4	4	3	4	3	4	4	3	29
RESS 97	3	3	4	4	4	4	4	3	29

RESS	Strategy Marketing								TOTAL X2
	X2.1.1	X2.1.2	X2.2.1	X2.2.2	X2.3.1	X2.3.2	X2.4.1	X2.4.2	
RESS 98	4	4	5	4	4	3	4	4	32
RESS 99	3	3	3	3	4	1	2	3	22
RESS 100	3	4	5	5	5	5	3	3	33
RESS 101	3	3	4	4	4	4	3	3	28
RESS 102	3	4	4	4	4	4	4	4	31

X3

RESS	Strategy Marketing								TOTAL X3
	X3.1.1	X3.1.2	X3.2.1	X3.2.2	X3.3.1	X3.3.2	X3.4.1	X3.4.2	
RESS 1	5	5	5	5	5	5	5	5	40
RESS 2	4	4	4	4	4	4	4	4	32
RESS 3	2	4	5	5	5	5	4	4	34
RESS 4	5	5	4	5	5	4	4	4	36
RESS 5	4	4	5	4	5	4	4	4	34
RESS 6	5	5	5	5	5	5	5	5	40
RESS 7	1	2	3	1	1	2	1	4	15
RESS 8	3	5	5	4	4	4	4	4	33
RESS 9	5	5	5	5	5	5	5	5	40

RESS	Strategy Marketing								TOTAL X3
	X3.1.1	X3.1.2	X3.2.1	X3.2.2	X3.3.1	X3.3.2	X3.4.1	X3.4.2	
RESS 10	4	2	1	2	5	4	2	3	23
RESS 11	3	3	4	3	4	3	4	4	28
RESS 12	1	1	1	1	1	1	1	1	8
RESS 13	4	4	2	3	2	4	2	2	23
RESS 14	5	4	4	5	4	4	4	4	34
RESS 15	5	5	5	5	5	5	5	5	40
RESS 16	2	4	3	5	2	2	5	5	28
RESS 17	5	5	5	5	5	5	5	5	40
RESS 18	5	5	5	5	5	5	5	5	40
RESS 19	4	4	4	4	4	3	4	3	30
RESS 20	5	5	5	5	5	5	5	5	40
RESS 21	4	5	4	5	4	5	3	5	35
RESS 22	4	4	4	4	4	4	4	4	32
RESS 23	5	4	5	5	5	5	5	3	37
RESS 24	4	4	4	4	4	4	4	4	32
RESS 25	4	3	5	2	4	3	4	4	29
RESS 26	3	3	3	3	4	3	4	3	26
RESS 27	4	4	4	3	5	5	4	4	33
RESS 28	4	4	4	4	4	4	3	3	30



RESS	Strategy Marketing								TOTAL X3
	X3.1.1	X3.1.2	X3.2.1	X3.2.2	X3.3.1	X3.3.2	X3.4.1	X3.4.2	
RESS 29	4	5	4	5	4	4	4	4	34
RESS 30	5	5	5	5	5	5	5	5	40
RESS 31	3	4	3	3	3	3	5	3	27
RESS 32	5	4	4	4	4	3	4	4	32
RESS 33	4	4	4	3	5	3	4	4	31
RESS 34	1	1	1	2	1	2	2	3	13
RESS 35	4	4	4	4	3	2	4	4	29
RESS 36	4	5	4	4	4	4	4	4	33
RESS 37	2	2	2	2	2	2	1	3	16
RESS 38	1	1	1	1	1	1	1	1	8
RESS 39	3	4	4	4	4	3	2	2	26
RESS 40	5	5	5	5	5	5	5	5	40
RESS 41	4	5	4	5	5	5	5	5	38
RESS 42	4	4	4	5	4	5	5	4	35
RESS 43	1	1	1	1	1	1	1	1	8
RESS 44	3	3	3	3	3	3	3	3	24
RESS 45	1	1	2	2	2	2	2	2	14
RESS 46	1	1	1	1	1	1	1	1	8
RESS 47	4	4	3	3	3	3	3	3	26

RESS	Strategy Marketing								TOTAL X3
	X3.1.1	X3.1.2	X3.2.1	X3.2.2	X3.3.1	X3.3.2	X3.4.1	X3.4.2	
RESS 48	2	2	2	1	1	1	3	1	13
RESS 49	3	3	4	4	4	3	4	4	29
RESS 50	5	4	4	4	5	3	4	4	33
RESS 51	4	4	4	4	4	4	4	4	32
RESS 52	5	5	5	5	5	5	5	5	40
RESS 53	1	1	1	1	1	1	1	3	10
RESS 54	5	5	5	5	5	5	5	5	40
RESS 55	1	1	5	5	5	3	5	1	26
RESS 56	2	2	1	1	1	2	1	1	11
RESS 57	4	4	4	4	4	4	4	4	32
RESS 58	5	5	5	5	5	5	5	5	40
RESS 59	5	5	5	5	5	5	5	5	40
RESS 60	2	3	3	3	3	3	4	5	26
RESS 61	5	5	5	5	5	5	5	5	40
RESS 62	4	3	3	4	4	4	4	4	30
RESS 63	5	4	4	4	4	4	4	4	33
RESS 64	4	4	4	4	4	4	4	4	32
RESS 65	4	3	4	4	5	4	4	4	32
RESS 66	1	1	1	1	1	1	2	2	10

RESS	Strategy Marketing								TOTAL X3
	X3.1.1	X3.1.2	X3.2.1	X3.2.2	X3.3.1	X3.3.2	X3.4.1	X3.4.2	
RESS 67	4	4	3	3	4	3	3	4	28
RESS 68	3	3	2	2	4	3	3	3	23
RESS 69	4	3	4	5	5	5	4	4	34
RESS 70	5	5	4	4	5	5	4	4	36
RESS 71	4	4	4	4	4	4	4	4	32
RESS 72	4	4	4	4	4	4	4	4	32
RESS 73	2	2	2	2	2	2	2	2	16
RESS 74	3	3	2	3	2	2	1	2	18
RESS 75	3	3	3	2	3	2	1	2	19
RESS 76	3	3	3	2	4	3	5	3	26
RESS 77	2	2	2	2	2	2	2	2	16
RESS 78	3	3	3	3	3	3	3	3	24
RESS 79	5	4	4	4	4	4	4	4	33
RESS 80	5	5	5	5	5	5	5	5	40
RESS 81	3	4	4	4	5	3	3	3	29
RESS 82	4	4	4	4	4	4	4	4	32
RESS 83	4	4	4	4	3	3	1	1	24
RESS 84	1	1	1	1	1	1	1	1	8
RESS 85	4	4	4	4	5	3	4	3	31

RESS	Strategy Marketing								TOTAL X3
	X3.1.1	X3.1.2	X3.2.1	X3.2.2	X3.3.1	X3.3.2	X3.4.1	X3.4.2	
RESS 86	1	1	1	1	1	1	1	1	8
RESS 87	2	2	2	2	2	2	2	2	16
RESS 88	2	2	2	2	2	2	2	2	16
RESS 89	2	2	2	3	2	3	2	2	18
RESS 90	3	4	5	5	4	3	3	4	31
RESS 91	5	5	5	4	5	4	4	3	35
RESS 92	3	4	4	4	4	3	3	5	30
RESS 93	4	4	4	4	4	4	4	4	32
RESS 94	4	4	4	4	4	4	4	4	32
RESS 95	3	4	4	4	4	4	4	4	31
RESS 96	5	4	4	4	4	3	4	4	32
RESS 97	4	4	4	4	4	3	4	3	30
RESS 98	4	4	4	4	4	4	4	4	32
RESS 99	3	2	3	3	3	3	3	3	23
RESS 100	5	5	3	3	4	3	4	3	30
RESS 101	3	4	3	4	4	3	4	4	29
RESS 102	4	3	4	3	4	3	3	2	26

Y

RESS	Strategy Marketing								TOTAL Y
	Y.1.1	Y.1.2	Y.2.1	Y.2.2	Y.3.1	Y.3.2	Y.3.1	Y.3.2	
RESS 1	5	5	5	5	5	5	5	5	40
RESS 2	4	4	4	4	4	4	4	4	32
RESS 3	4	5	5	5	5	5	4	5	38
RESS 4	4	4	4	5	4	4	4	4	33
RESS 5	3	3	4	4	4	4	4	4	30
RESS 6	5	3	5	5	5	5	5	5	38
RESS 7	3	4	2	2	2	2	2	2	19
RESS 8	4	4	5	5	5	5	5	4	37
RESS 9	5	4	4	4	4	4	4	4	33
RESS 10	1	3	2	4	5	3	4	1	23
RESS 11	3	3	4	5	5	4	3	4	31
RESS 12	1	1	1	1	1	1	1	1	8
RESS 13	2	4	1	1	3	3	2	1	17
RESS 14	3	4	4	4	4	4	4	4	31
RESS 15	4	5	5	5	5	5	5	5	39
RESS 16	2	5	1	2	3	5	2	5	25
RESS 17	5	5	5	5	5	5	5	5	40
RESS 18	5	5	5	5	5	5	5	5	40

RESS	Strategy Marketing								TOTAL Y
	Y.1.1	Y.1.2	Y.2.1	Y.2.2	Y.3.1	Y.3.2	Y.3.1	Y.3.2	
RESS 19	4	4	3	4	3	4	4	4	30
RESS 20	5	3	5	5	5	4	4	4	35
RESS 21	5	4	4	5	5	4	4	5	36
RESS 22	4	4	4	4	4	4	4	4	32
RESS 23	3	3	5	4	4	4	5	4	32
RESS 24	4	4	4	4	4	4	4	4	32
RESS 25	4	2	4	4	5	4	5	5	33
RESS 26	3	3	3	4	4	4	3	4	28
RESS 27	5	2	4	5	5	5	5	5	36
RESS 28	3	3	3	5	4	4	5	4	31
RESS 29	4	3	4	4	4	4	4	4	31
RESS 30	4	4	4	4	4	5	4	5	34
RESS 31	3	3	5	3	4	3	4	3	28
RESS 32	5	3	4	5	4	4	5	4	34
RESS 33	3	3	4	4	3	5	5	5	32
RESS 34	2	3	2	1	2	1	1	1	13
RESS 35	3	2	4	4	4	4	4	4	29
RESS 36	5	4	5	4	5	5	5	5	38
RESS 37	3	3	1	4	2	2	3	2	20

RESS	Strategy Marketing								TOTAL Y
	Y.1.1	Y.1.2	Y.2.1	Y.2.2	Y.3.1	Y.3.2	Y.3.1	Y.3.2	
RESS 38	1	1	1	1	1	1	1	1	8
RESS 39	2	3	4	4	2	2	2	3	22
RESS 40	5	5	5	5	5	5	5	5	40
RESS 41	5	4	4	4	5	5	4	3	34
RESS 42	4	4	4	4	4	4	4	5	33
RESS 43	3	4	1	1	1	2	1	1	14
RESS 44	3	3	3	3	3	3	3	3	24
RESS 45	2	3	2	2	2	2	2	2	17
RESS 46	1	1	1	1	1	1	1	1	8
RESS 47	3	3	3	4	4	4	3	2	26
RESS 48	3	1	1	3	3	3	3	3	20
RESS 49	4	3	4	4	4	4	4	4	31
RESS 50	4	3	4	5	5	4	4	5	34
RESS 51	4	4	4	4	4	4	4	4	32
RESS 52	4	4	5	4	4	4	4	4	33
RESS 53	1	1	1	1	1	1	1	1	8
RESS 54	4	4	4	4	4	4	4	4	32
RESS 55	5	3	5	3	5	5	5	5	36
RESS 56	3	2	1	1	1	1	1	1	11

RESS	Strategy Marketing								TOTAL Y
	Y.1.1	Y.1.2	Y.2.1	Y.2.2	Y.3.1	Y.3.2	Y.3.1	Y.3.2	
RESS 57	4	4	4	4	4	4	4	4	32
RESS 58	5	5	5	5	5	5	5	5	40
RESS 59	5	5	5	5	5	5	5	5	40
RESS 60	1	4	4	1	4	3	3	3	23
RESS 61	1	5	5	5	5	5	5	5	36
RESS 62	4	3	4	4	4	4	4	4	31
RESS 63	4	4	4	4	4	4	4	4	32
RESS 64	4	4	4	4	4	4	5	5	34
RESS 65	4	4	5	4	4	4	4	5	34
RESS 66	3	3	1	1	1	1	1	1	12
RESS 67	4	3	4	4	4	4	4	4	31
RESS 68	1	3	2	1	3	4	3	4	21
RESS 69	5	4	5	5	4	5	5	5	38
RESS 70	4	5	4	5	4	5	4	4	35
RESS 71	3	4	5	5	4	4	4	4	33
RESS 72	4	4	4	4	4	4	4	4	32
RESS 73	2	3	3	3	3	3	3	3	23
RESS 74	3	3	2	3	3	3	2	2	21
RESS 75	3	2	4	4	3	2	2	2	22



RESS	Strategy Marketing								TOTAL Y
	Y.1.1	Y.1.2	Y.2.1	Y.2.2	Y.3.1	Y.3.2	Y.3.1	Y.3.2	
RESS 76	2	1	4	4	4	5	2	4	26
RESS 77	2	2	2	2	2	2	2	2	16
RESS 78	1	1	3	2	4	3	3	3	20
RESS 79	4	3	5	4	4	4	5	4	33
RESS 80	5	5	5	5	5	5	5	5	40
RESS 81	3	3	4	4	3	4	4	4	29
RESS 82	4	4	4	4	4	4	5	4	33
RESS 83	1	4	3	2	3	3	2	2	20
RESS 84	1	1	1	1	1	1	1	1	8
RESS 85	4	3	4	2	4	5	4	4	30
RESS 86	1	1	1	1	1	1	1	1	8
RESS 87	2	2	2	2	2	2	2	2	16
RESS 88	2	2	2	2	2	2	2	2	16
RESS 89	3	3	3	2	3	2	2	2	20
RESS 90	5	5	4	3	3	4	5	5	34
RESS 91	4	3	4	4	4	5	4	4	32
RESS 92	3	4	4	4	4	4	3	5	31
RESS 93	4	4	4	5	4	4	4	4	33
RESS 94	4	4	4	4	4	4	4	4	32

RESS	Strategy Marketing								TOTAL Y
	Y.1.1	Y.1.2	Y.2.1	Y.2.2	Y.3.1	Y.3.2	Y.3.1	Y.3.2	
RESS 95	4	4	4	4	4	4	4	4	32
RESS 96	4	3	4	4	5	4	4	4	32
RESS 97	3	3	4	4	4	4	4	4	30
RESS 98	5	3	5	5	5	5	5	5	38
RESS 99	3	3	3	2	3	3	3	3	23
RESS 100	3	3	3	3	3	4	5	5	29
RESS 101	5	2	3	4	3	4	4	4	29
RESS 102	5	3	3	2	4	4	2	4	27

Lampiran 6 Rekapitulasi Data

RESPONDEN	X1	X2	X3	Y
RESS 1	47	39	40	40
RESS 2	40	32	32	32
RESS 3	46	35	34	38
RESS 4	42	33	36	33
RESS 5	30	34	30	40
RESS 6	50	40	40	38
RESS 7	10	25	15	19
RESS 8	19	22	35	37
RESS 9	50	35	28	31
RESS 10	30	25	23	23
RESS 11	37	36	28	31
RESS 12	10	8	8	8
RESS 13	22	23	23	17
RESS 14	40	32	34	31
RESS 15	50	40	40	39
RESS 16	32	20	28	25
RESS 17	50	40	40	40
RESS 18	50	40	40	40
RESS 19	43	29	27	30
RESS 20	46	38	40	35
RESS 21	46	38	35	36
RESS 22	42	28	32	32
RESS 23	45	30	37	32
RESS 24	40	32	32	32
RESS 25	45	29	29	33
RESS 26	36	30	26	28
RESS 27	48	35	33	36
RESS 28	37	29	30	31

RESPONDEN	X1	X2	X3	Y
RESS 29	41	35	34	31
RESS 30	45	40	40	34
RESS 31	41	31	27	28
RESS 32	38	28	32	34
RESS 33	41	29	31	32
RESS 34	13	10	13	13
RESS 35	39	32	29	29
RESS 36	41	34	33	38
RESS 37	19	16	16	20
RESS 38	10	9	8	8
RESS 39	22	12	26	22
RESS 40	50	40	40	40
RESS 41	47	36	38	34
RESS 42	40	37	35	33
RESS 43	13	9	8	14
RESS 44	33	27	24	24
RESS 45	16	16	14	17
RESS 46	10	8	8	8
RESS 47	41	27	26	26
RESS 48	20	16	13	20
RESS 49	40	31	29	31
RESS 50	43	34	33	34
RESS 51	40	32	32	32
RESS 52	50	28	40	33
RESS 53	15	8	10	8
RESS 54	48	37	40	32
RESS 55	14	8	26	36
RESS 56	14	8	11	11
RESS 57	42	33	32	32
RESS 58	50	40	40	40

RESPONDEN	X1	X2	X3	Y
RESS 59	50	40	40	40
RESS 60	17	18	26	23
RESS 61	50	40	40	40
RESS 62	39	31	30	31
RESS 63	47	32	33	32
RESS 64	44	32	32	34
RESS 65	38	33	32	34
RESS 66	30	16	10	12
RESS 67	42	33	28	31
RESS 68	24	24	23	21
RESS 69	46	38	34	38
RESS 70	41	33	36	35
RESS 71	41	32	32	33
RESS 72	48	33	32	32
RESS 73	29	25	16	23
RESS 74	26	20	18	21
RESS 75	21	23	19	22
RESS 76	38	22	26	26
RESS 77	20	16	16	16
RESS 78	39	21	24	20
RESS 79	45	36	33	33
RESS 80	50	40	40	40
RESS 81	47	33	29	29
RESS 82	42	32	32	33
RESS 83	24	24	24	20
RESS 84	16	17	8	8
RESS 85	39	31	31	30
RESS 86	10	8	8	8
RESS 87	20	16	16	16
RESS 88	20	16	16	16

RESPONDEN	X1	X2	X3	Y
RESS 89	26	19	18	20
RESS 90	41	31	31	34
RESS 91	46	37	35	32
RESS 92	43	30	30	31
RESS 93	43	38	32	33
RESS 94	42	38	32	32
RESS 95	38	23	31	32
RESS 96	41	29	32	32
RESS 97	39	29	30	30
RESS 98	45	32	32	38
RESS 99	43	22	23	23
RESS 100	47	33	30	29
RESS 101	41	28	29	29
RESS 102	32	31	26	27

# Lampiran 7 Output Data SPSS

## Uji Validitas

	X1	X2	X3	X4	X5	X6	X7	X8	X8	X9	X10	X11	X12
X1													
	Pearson Correlation												
	Sig. (2-tailed)	.875	.721	.786	.795	.809	.820	.712	.778	.695	.657	.737	
	N	103	103	103	103	103	103	103	103	103	103	103	103
X2	Pearson Correlation												
	Sig. (2-tailed)	.875	.824	.857	.787	.800	.665	.813	.865	.714	.665	.730	
	N	103	103	103	103	103	103	103	103	103	103	103	103
X3	Pearson Correlation												
	Sig. (2-tailed)	.721	.824	.828	.788	.788	.735	.751	.832	.771	.732	.730	
	N	103	103	103	103	103	103	103	103	103	103	103	103
X4	Pearson Correlation												
	Sig. (2-tailed)	.786	.828	.859	.859	.803	.676	.765	.848	.791	.731	.742	
	N	103	103	103	103	103	103	103	103	103	103	103	103
X5	Pearson Correlation												
	Sig. (2-tailed)	.795	.787	.788	.859	1	.792	.699	.803	.770	.727	.776	
	N	103	103	103	103	103	103	103	103	103	103	103	103
X6	Pearson Correlation												
	Sig. (2-tailed)	.809	.820	.788	.803	.792	1	.748	.758	.781	.791	.716	.800
	N	103	103	103	103	103	103	103	103	103	103	103	103
X7	Pearson Correlation												
	Sig. (2-tailed)	.620	.735	.676	.678	.746	1	.680	.798	.643	.590	.643	.643
	N	103	103	103	103	103	103	103	103	103	103	103	103
X8	Pearson Correlation												
	Sig. (2-tailed)	.712	.751	.765	.699	.758	.686	1	.832	.676	.608	.708	.708
	N	103	103	103	103	103	103	103	103	103	103	103	103
X9	Pearson Correlation												
	Sig. (2-tailed)	.776	.832	.848	.803	.781	.739	.832	1	.778	.653	.738	.738
	N	103	103	103	103	103	103	103	103	103	103	103	103
X10	Pearson Correlation												
	Sig. (2-tailed)	.695	.714	.771	.791	.770	.843	.676	.778	1	.785	.769	.769
	N	103	103	103	103	103	103	103	103	103	103	103	103
X11	Pearson Correlation												
	Sig. (2-tailed)	.637	.732	.731	.727	.716	.590	.668	.653	.785	1	.873	.873
	N	103	103	103	103	103	103	103	103	103	103	103	103
X12	Pearson Correlation												
	Sig. (2-tailed)	.737	.730	.742	.776	.800	.643	.708	.738	.789	.873	1	1
	N	103	103	103	103	103	103	103	103	103	103	103	103
X13	Pearson Correlation												
	Sig. (2-tailed)	.740	.769	.812	.824	.848	.707	.753	.792	.785	.759	.845	.845
	N	103	103	103	103	103	103	103	103	103	103	103	103
X14	Pearson Correlation												
	Sig. (2-tailed)	.715	.761	.797	.797	.807	.602	.663	.723	.732	.737	.812	.812
	N	103	103	103	103	103	103	103	103	103	103	103	103





X30	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	103	103	103	103	103	103	103	103	103	103	103	103	103	103	103	103	103	103	103
X31	Pearson Correlation	.689**	.671**	.655**	.693**	.705**	.731**	.736**	.721**	.725**	.737**	.765**	.792**	.802**	.815**	.828**	.841**	.854**	.867**	.880**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
X32	Pearson Correlation	.656**	.664**	.706**	.748**	.737**	.684**	.643**	.708**	.725**	.737**	.767**	.783**	.796**	.810**	.824**	.838**	.852**	.866**	.880**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
X33	Pearson Correlation	.688**	.694**	.711**	.759**	.740**	.737**	.578**	.737**	.725**	.725**	.746**	.766**	.781**	.795**	.810**	.825**	.840**	.855**	.870**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
X34	Pearson Correlation	.684**	.705**	.730**	.758**	.784**	.723**	.595**	.737**	.700**	.792**	.786**	.802**	.818**	.834**	.849**	.865**	.881**	.896**	.912**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
Total	Pearson Correlation	.707**	.724**	.712**	.766**	.701**	.779**	.595**	.768**	.716**	.696**	.739**	.768**	.797**	.826**	.855**	.884**	.913**	.942**	.971**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
Total	Pearson Correlation	.833**	.855**	.889**	.896**	.876**	.884**	.746**	.833**	.868**	.870**	.870**	.887**	.904**	.921**	.939**	.956**	.973**	.990**	.998**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
Total	N	103	103	103	103	103	103	103	103	103	103	103	103	103	103	103	103	103	103	103
	N	103	103	103	103	103	103	103	103	103	103	103	103	103	103	103	103	103	103	103

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

## Correlations

X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	X24	X25	X26	X27	X28	X29	X30
.740	.715	.721	.643	.719	.616	.734	.723	.695	.658	.713	.662	.752	.690	.577	.391	.688	.660
.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
.000	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103
.769	.761	.755	.693	.675	.654	.739	.701	.695	.646	.714	.650	.741	.674	.652	.408	.688	.671
.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
.000	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103
.812	.797	.799	.808	.777	.763	.773	.776	.721	.722	.790	.774	.728	.730	.658	.624	.729	.655
.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
.000	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103
.861	.797	.794	.665	.714	.646	.808	.785	.742	.762	.793	.772	.757	.731	.614	.549	.686	.693
.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103
.824	.807	.768	.658	.732	.661	.792	.783	.709	.748	.760	.756	.738	.710	.600	.536	.703	.705
.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103
.848	.805	.806	.658	.753	.673	.766	.785	.762	.715	.748	.720	.747	.731	.581	.462	.744	.731
.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
.000	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103
.753	.663	.688	.657	.633	.642	.671	.659	.685	.693	.738	.682	.764	.660	.680	.450	.706	.721
.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
.792	.723	.784	.724	.695	.727	.760	.744	.679	.704	.728	.713	.728	.696	.614	.532	.648	.668
.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103
.765	.732	.764	.701	.810	.729	.809	.797	.741	.700	.808	.781	.650	.662	.578	.536	.746	.765
.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103
.769	.737	.737	.686	.793	.753	.756	.719	.658	.638	.729	.747	.580	.659	.560	.534	.638	.692
.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103
.845	.812	.767	.698	.803	.765	.794	.723	.670	.667	.733	.737	.688	.689	.597	.494	.666	.740
.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
.1	.853	.842	.672	.754	.691	.804	.797	.704	.769	.785	.777	.769	.732	.586	.531	.677	.706
.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103	.103
.853	.853	.909	.753	.770	.661	.788	.779	.727	.697	.708	.735	.741	.771	.642	.603	.669	.661
.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000





X31	X32	X33	X34	Total
.656"	.686"	.684"	.707"	.833"
,000	,000	,000	,000	,000
103	103	103	103	103
.664"	.694"	.705"	.724"	.855"
,000	,000	,000	,000	,000
103	103	103	103	103
.706"	.731"	.730"	.712"	.889"
,000	,000	,000	,000	,000
103	103	103	103	103
.748"	.799"	.758"	.766"	.896"
,000	,000	,000	,000	,000
103	103	103	103	103
.737"	.740"	.764"	.701"	.876"
,000	,000	,000	,000	,000
103	103	103	103	103
.684"	.737"	.723"	.779"	.884"
,000	,000	,000	,000	,000
103	103	103	103	103
.543"	.578"	.585"	.595"	.746"
,000	,000	,000	,000	,000
103	103	103	103	103
.708"	.737"	.737"	.768"	.833"
,000	,000	,000	,000	,000
103	103	103	103	103
.683"	.725"	.700"	.710"	.868"
,000	,000	,000	,000	,000
103	103	103	103	103
.767"	.746"	.792"	.696"	.870"
,000	,000	,000	,000	,000
103	103	103	103	103
.709"	.667"	.688"	.629"	.819"
,000	,000	,000	,000	,000
103	103	103	103	103
.717"	.699"	.697"	.683"	.860"
,000	,000	,000	,000	,000
103	103	103	103	103
.710"	.796"	.721"	.773"	.894"
,000	,000	,000	,000	,000
103	103	103	103	103
.716"	.757"	.722"	.742"	.875"
,000	,000	,000	,000	,000

103	103	103	103	103
.683"	.754"	.724"	.746"	.877"
.000	.000	.000	.000	.000
103	103	103	103	103
.658"	.872"	.737"	.699"	.823"
.000	.000	.000	.000	.000
103	103	103	103	103
.821"	.762"	.760"	.750"	.884"
.000	.000	.000	.000	.000
103	103	103	103	103
.727"	.871"	.831"	.622"	.808"
.000	.000	.000	.000	.000
103	103	103	103	103
.752"	.751"	.762"	.687"	.881"
.000	.000	.000	.000	.000
103	103	103	103	103
.751"	.808"	.759"	.752"	.893"
.000	.000	.000	.000	.000
103	103	103	103	103
.812"	.843"	.826"	.861"	.886"
.000	.000	.000	.000	.000
103	103	103	103	103
.759"	.808"	.760"	.793"	.864"
.000	.000	.000	.000	.000
103	103	103	103	103
.844"	.870"	.847"	.829"	.901"
.000	.000	.000	.000	.000
103	103	103	103	103
.817"	.785"	.783"	.720"	.888"
.000	.000	.000	.000	.000
103	103	103	103	103
.815"	.864"	.800"	.847"	.867"
.000	.000	.000	.000	.000
103	103	103	103	103
.740"	.728"	.716"	.750"	.843"
.000	.000	.000	.000	.000
103	103	103	103	103
.650"	.879"	.707"	.694"	.745"
.000	.000	.000	.000	.000
103	103	103	103	103
.547"	.608"	.555"	.568"	.660"
.000	.000	.000	.000	.000
103	103	103	103	103
.844"	.786"	.835"	.811"	.862"

.000	.000	.000	.000	.000
103	103	103	103	103
.795 <sup>**</sup>	.767 <sup>**</sup>	.791 <sup>**</sup>	.749 <sup>**</sup>	.841 <sup>**</sup>
.000	.000	.000	.000	.000
103	103	103	103	103
1	.870 <sup>**</sup>	.831 <sup>**</sup>	.795 <sup>**</sup>	.868 <sup>**</sup>
	.000	.000	.000	.000
103	103	103	103	103
.870 <sup>**</sup>	1	.841 <sup>**</sup>	.897 <sup>**</sup>	.889 <sup>**</sup>
.000		.000	.000	.000
103	103	103	103	103
.831 <sup>**</sup>	.841 <sup>**</sup>	1	.852 <sup>**</sup>	.879 <sup>**</sup>
.000	.000		.000	.000
103	103	103	103	103
.795 <sup>**</sup>	.897 <sup>**</sup>	.852 <sup>**</sup>	1	.875 <sup>**</sup>
.000	.000	.000		.000
103	103	103	103	103
.868 <sup>**</sup>	.889 <sup>**</sup>	.879 <sup>**</sup>	.875 <sup>**</sup>	1
.000	.000	.000	.000	
103	103	103	103	103

## Uji Reliabilitas

### 1. Variabel Strategy Marketing

#### Reliability Statistics

Cronbach's Alpha	N of Items
.989	34

### 2. Variabel After Sales Service

#### Reliability Statistics

Cronbach's Alpha	N of Items
.989	34

3. Variabel Brand Experience

**Reliability Statistics**

Cronbach's Alpha	N of Items
.989	34

4. Variabel Kepuasan Konsumen

**Reliability Statistics**

Cronbach's Alpha	N of Items
.989	34



## Hasil Uji Asumsi Klasik

### 1. Uji Normalitas

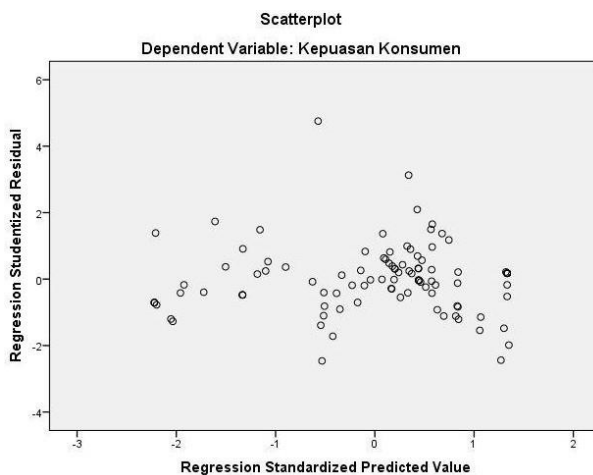
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		102
Normal Parameters <sup>a,b</sup>	Mean	0E-7
	Std. Deviation	2.85995772
Most Extreme Differences	Absolute	.115
	Positive	.115
	Negative	-.062
Kolmogorov-Smirnov Z		1.161
Asymp. Sig. (2-tailed)		.135

a. Test distribution is Normal.

b. Calculated from data.

### 2. Uji Heterokedastisitas



### 3. Uji Multikolinearitas

Model	Collinearity Statistics	
	Tolerance	VIF
Constant		
Strategy Marketing (X1)	0,162	6,156
After Sales Service (X2)	0,150	6,687
Brand Experience (X3)	0,181	5,516

### 4. Uji Autokorelasi

Durbin - Watson
2,125

### 5. Analisis Regresi Linier Berganda

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	2,611	.954	
Strategy Marketing (X1)	.612	.036	.859
After Sales Service (X2)	.191	.081	..201
Brand Experience (X3)	.767	.074	.798

## 6. Koefisien Korelasi

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.945 <sup>a</sup>	.894	.891	2.903	2.125

a. Predictors: (Constant), Brand Experience, Strategy Marketing, After Sales Service

b. Dependent Variable: Kepuasan Konsumen

## 7. Uji t

Model	t	Sig.	Kesimpulan
Strategy marketing (X1)	16.846	.000	Berpengaruh
After Sales Service) (X2)	18.095	.000	Berpengaruh
Brand Experience (X3)	28.692	.000	Berpengaruh

## 8. Uji F

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6960.904	3	2320.301	275.252	.000 <sup>b</sup>
	Residual	826.115	98	8.430		
	Total	7787.020	101			

a. Dependent Variable: Kepuasan Konsumen

b. Predictors: (Constant), Brand Experience, Strategy Marketing, After Sales Service

## 9. Histogram dan Plot

