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Lampiran 1

BERITA ACARA BIMBINGAN SKRIPSI



UNIVERSITAS PGRI ADI BUANA SURABAYA
FAKULTAS EKONOMI
 Kampus : Jl. Dukuh Menanggal XII/4, Telp-Fax: 031-828183 Surabaya 60234
 Website : <http://www.fk.unpriadi-buana.ac.id>

KARTU BIMBINGAN SKRIPSI

Nama	: Mochammad Arian Ramadhan
Prodi / NIM	: Manajemen / 161500184
Judul Skripsi	: Pengaruh Experiential Marketing dan Desain Interior Terhadap Keputusan Pembelian di Tanpa Paku Coffe Shop Wonorejo Subarjo
Dosen Pembimbing	: Dr. Fachrudin Asyari, S.Psi, M.M
Periode Kepembimbingan	: 30 September 2019 s/d 30 Maret 2020

URAIAN KEGIATAN KEPEMBIMBINGAN :

NO	TANGGAL	MATERI BIMBINGAN	KET.	TANDA TANGAN
1	07-10-2019	Acc judul dan jurnal	ACC	/
2	21-11-2019	Revisi Bab I	Revisi	/
3	02-12-2019	Acc Bab I	ACC	/
4	10-12-2019	Revisi Bab II dan Bab III	Revisi	/
5	19-12-2019	Revisi Bab I dan Bab II	Revisi	/
6	02-01-2020	Acc Bab II dan Bab III	ACC	/
7	09-01-2020	Ujian proposal		/
8	10-03-2020	Revisi Bab IV dan Bab V	Revisi	/
9	29-04-2020	ACC Bab IV	ACC	/
10	05-05-2020	Revisi Bab V	Revisi	/
11	11-05-2020	Revisi Bab V	Revisi	/
12	14-05-2020	Revisi Bab V	Revisi	/
13	18-05-2020	ACC Bab V	ACC	/
14	9-06-2020	Revisi Artikel	Revisi	/
15	17-06-2020	ACC Artikel	ACC	/

Bimbingan selesai pada tanggal : 05-06-2020

Dosen Pembimbing,


 (Fachrudin Asyari)



Mahasiswa,


 (Mochammad Arian R.)

Lampiran 2

LEMBAR PERSETUJUAN

Skripsi ini disetujui oleh dosen pembimbing dan layak
untuk diuji :

Tanggal : 17 Juli 2020

Dosen Pembimbing,



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

NPP :1202612/DY

Lampiran 3

SURAT KETERANGAN IZIN PENELITIAN



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

Kampus : Jl. Dukuh Menanggal XI/4, Telp- Fax. 031-8281183 Surabaya 60234
Website : <http://www.unigradi.ac.id>

Nomor : 200/386-01/FE/ VII /2020
Lampiran :
Perihal : Ijin Penelitian dan Pengambilan Data

Kepada Yth:
Bapak/Ibu Pimpinan
Tangapirna Coffe Shop
Wajo Jl. Kyai Wetan, Kec. Wonorejo, Kab Sidoarjo Jawa Timur 61261No.43, Tanggul
di
Sidoarjo

Seuai kurikulum Fakultas Ekonomi dan Bisnis 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 : Mochammad Affan Ramadhan
NIM : 161500184
Prodi : Manajemen
Judi Skripsi : Pengaruh Experiential Marketing dan Desain Interior Terhadap Kepuasan Pembelian Konsumen di Tangapirna Coffe Shop Wonorejo Sidoarjo.

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

Surabaya, 14 Juli 2020



Lampiran 4

SURAT BALASAN PENELITIAN



TANPAPINTU COFFE SHOP

Jl. Kyai Mojo No. 43 Tanggal Wetan, Kec. Wonorejo, Kab. Sidoarjo-61261
Telp. +6281249824745

SURAT KETERANGAN

No. 06/TCS/III/2020

Yang bertanda tangan dibawah ini saya :

Nama : Ferry Saputra
Jabatan : Owner Tanpa Pintu Coffe Shop
Alamat : Jl. Kyai Mojo, Tanggal Wetan, Wonorejo-Sidoarjo.

Menerangkan bahwa :

Nama : Moch. Affan Ramadhan
NIM : 161500184
Fak/Jurusan : Manajemen

Terhitung mulai tanggal 10 Januari 2020 s/d 10 Maret 2020 telah mengadakan penelitian di TANPAPINTU COFFE SHOP.

Demikian surat keterangan ini dibuat agar dapat digunakan sebagaimana mestinya.

Sidoarjo, 11 Maret 2020



Ferry Saputra
Owner

Lampiran 5

DAFTAR HADIR UJIAN PROPOSAL SKRIPSI



**UNIVERSITAS PGRI ADI BUANA SURABAYA
FAKULTAS EKONOMI**

Kampus : Jl. Dukuhtelung 3034, Telp. Fax. 031-4381183 Surabaya 60254
Website : <http://www.it.umpri.ac.id>

BERITA ACARA UJIAN PROPOSAL SKRIPSI

Pada hari ini Kamis tanggal 09 bulan Januari tahun 2020 bertempat di Fakultas Ekonomi Universitas PGRI Adi Buana Surabaya telah dilaksanakan Ujian Proposal Skripsi Semester Ganjil (Genap *) Tahun Akademik 2019/2020

Nama Mahasiswa	Mochamad Affin Ramadhan
NIM	161500184
Program Studi	Manajemen
Judul Proposal	Pengaruh Experiential Marketing dan Desain Interior Terhadap Kepuasan Pembelian di Tanjaprint CoffeeShop Wonoayu Sidoarjo

Dihadiri oleh :

No	NIM	Nama Mahasiswa	Daftar Tangan
1	15100056	Dhiana Nur Lailatul	[Signature]
2	15100071	Eryna Ayu Danni	[Signature]
3	16100007	Angela Putri Nababilla Aquini	[Signature]
4	16100017	Devi Salsita Laksana	[Signature]
5	16150015	Amaliah Nur Dina	[Signature]
6	16100070	Maula Nurwah Juanda	[Signature]
7	161500129	Ach. Adi Raharja	[Signature]
8	16150005	Hadiy Kirmanan	[Signature]
9	161500145	Mak Nur Rahmawati	[Signature]
10	161500262	Denny Budi Samboso	[Signature]
11	161500109	Fadhilla Syakbar Lazuardi	[Signature]
12	161500102	M. Haidir Tri Nurrahli	[Signature]
13	161500214	Am. Rizka Cahya Gumilang	[Signature]
14	161500103	Ichsan M.M	[Signature]
15	161500046	Penny DW R	[Signature]

Surabaya, 09 Januari 2020

Pengaji : Prof. F.

Pembimbing : Faculty Adj. Sri, S.Pd. MM.

Lampiran 6

KUESIONER PENELITIAN

Responden yang terhormat,

Saya mahasiswa program studi Manajemen Fakultas Ekonomi Universitas PGRI Adi Buana Surabaya bermaksud mengajukan kuesioner dalam rangka pengumpulan data yang selanjutnya akan dianalisis untuk kepentingan penyusunan skripsi dengan judul **“Pengaruh Experiential Marketing dan Desain Interior Terhadap Keputusan Pembelian di Tanpapintu Coffeshop di Wonoayu Sidoarjo ”** . Kuesioner dalam penelitian ini hanya bersifat akademik dan bukan untuk dipublikasikan. Mohon kesedian Bapak/Ibu/Saudara/i untuk bisa meluangkan waktu dalam pengisian kuesioner ini. Atas bantuan Bapak/ibu/Saudara/i saya ucapkan terima kasih.

A. Petunjuk Pengisian :

- a. Isilah semua nomor dalam angket ini dan sebaiknya jangan ada yang terlewatkan.
- b. Pengisian jawaban cukup dengan pemberian tanda (\surd) *check list* pada pertanyaan yang dianggap sesuai dengan pendapat Bapak/ Ibu/ Saudara (Tidak

diperkenankan memberikan jawaban lebih dari satu pada setiap kolom yang tersedia).

c. Pilihan jawaban :

No.	Jawaban	Skor
1.	Sangat Setuju (SS)	5
2.	Setuju (S)	4
3.	Ragu - Ragu (R)	3
4.	Tidak Setuju (TS)	2
5.	Sangat Tidak Setuju (STS)	1

B. Identitas Responden

Identitas Responden

Tandai (√) pada salah satu pilihan yang diberikan

Nama :

Jenis Kelamin (L/P) :

Usia :.... Thn

1.	Pendidikan	SLTA / Sederajat	
		1. Diploma	
		2. Sarjana	
		3. Magister	
2.	Pekerjaan	1. Pelajar	
		2. Mahasiswa	
		3. Pegawai Negeri	
		4. Wiraswasta	
		5. Lain-Lain	

C. Kuesioner Penelitian

1. *Experiential Marketing* (X₁)

No	Pertanyaan	Jawaban				
		SS	S	RR	TS	STS
1.	1. Tanpapintu Coffe Shop memiliki desain yang modern					
	2. Tanpapintu Coffe Shop penampilan pewarnaan kedai yang modern					
2.	1. Tanpapintu Coffe Shop menjaga kebersihan kedai nya setiap hari					
	2. Tanpapintu Coffe Shop memberikan nuansa musik yang digemari kalangan muda					
3.	1. Tanpapintu Coffe Shop memberikan diskon kepada pelanggan					
	2. Tanpapintu Coffe Shop memberikan promo buy one get two					
4.	1. Tanpapintu Coffe Shop menyelenggarakan event khusus bagi pelanggannya					
	2. Tanpapintu Coffe Shop membuat media instagram untuk menjalin hubungan langsung dengan pelanggan					
5.	1. Tanpapintu Coffe Shop menyediakan menu paket minuman sesuai pesanan pengunjung					
	2. Tanpapintu Coffe Shop mengadakan program amal bagi yang membutuhkan bantuan					

2 Desain Interior (X₂)

No	Pertanyaan	Jawaban				
		SS	S	RR	TS	STS
1.	1. Penataan meja dan kursi ditata dengan rapi sehingga mencerminkan keserasian dan keindahan.					
	2. Tata letak lukisan dan pajangan dinding penataannya menarik					
2.	1. Letak pendingin ruangan sudah tepat sehingga bisa memberikan suasana nyaman					
	2. Pewangi ruangan yang membuat anda betah di tanpapintu coffe shop					
3.	1. Kamar mandi coffe shop yang bersih dan harum					
	2. Tempat cuci tangan dan cermin yang beraih					
4.	1. Alunan musik dari jenis jazz, pop, classic yang di sajikan oleh pihak tanpapintu coffe shop menciptakan suasana santai dan perasaan senang					
	2. Tidak ada suara lain didalam ruangan yang mengganggu kenyamanan					

3. Keputusan Pembelian (Y)

No.	Pertanyaan	Jawaban				
		SS	S	RR	TS	STS
1.	1. Tanpapintu Coffe Shop memiliki image yang baik sehingga anda tertarik melakukan pembelian					
	2. Suasana yang tercipta di Tanpapintu Coffe Shop sangat nyaman sehingga anda termotivasi untuk melakukan pembelian pada Tanpa pintu Coffe shop					
2.	1. Tertarik melakukan pembelian pada tanpapintu coffe shop karena desain coffe shop sesuai dengan kepribadian anda					
	2. Lingkungan sekitar anda mempunyai kebiasaan berkumpul di coffe shop					
3.	1. Melakukan pembelian di Tanpapintu Coffe Shop karena merupakan tempat favorite komunitas anda					
	2. Melakukan pembelian di Tanpapintu Coffe Shop karena rekomendasi teman atau kerabat anda yang menyukai desain pada Tanpapintu Coffe Shop					

Lampiran 7

DOKUMENTASI PENYEBARAN KUESIONER



Lampiran 8

REKAPITULASI SKOR JAWABAN RESPONDEN

No. Responden	Experiantal Marketing X1	Desain Interior X2	Keputusan Pembelian Y
Resp 1	35	57	28
Resp 2	37	61	35
Resp 3	47	73	29
Resp 4	36	58	30
Resp 5	35	57	21
Resp 6	46	58	29
Resp 7	24	56	29
Resp 8	44	101	34
Resp 9	46	101	39
Resp 10	45	101	37
Resp 11	49	79	35
Resp 12	44	101	36
Resp 13	47	102	40
Resp 14	35	80	35
Resp 15	47	94	37
Resp 16	46	100	35
Resp 17	47	70	36

Resp 18	45	83	36
Resp 19	46	97	37
Resp 20	37	103	30
Resp 21	37	94	37
Resp 22	37	103	33
Resp 23	46	97	33
Resp 24	39	95	34
Resp 25	45	101	33
Resp 26	37	84	37
Resp 27	43	92	36
Resp 28	46	96	33
Resp 29	44	81	34
Resp 30	42	99	36
Resp 31	50	100	39
Resp 32	46	100	28
Resp 33	45	100	32
Resp 34	46	96	31
Resp 35	46	80	32
Resp 36	45	98	32
Resp 37	35	101	33
Resp 38	44	103	28
Resp 39	39	98	32

Resp 40	47	92	29
Resp 41	45	101	33
Resp 42	46	94	30
Resp 43	43	110	25
Resp 44	45	75	35
Resp 45	44	88	34
Resp 46	46	108	31
Resp 47	35	79	33
Resp 48	41	82	27
Resp 49	35	89	31
Resp 50	46	96	35
Resp 51	44	109	33
Resp 52	45	80	30
Resp 53	45	88	36
Resp 54	46	67	37
Resp 55	41	88	25
Resp 56	43	107	32
Resp 57	41	80	30
Resp 58	32	98	32
Resp 59	45	88	36
Resp 60	45	92	30
Resp 61	43	86	34

Resp 62	42	93	35
Resp 63	46	83	28
Resp 64	41	103	36
Resp 65	44	75	34
Resp 66	49	103	40
Resp 67	45	108	30
Resp 68	42	66	32
Resp 69	36	90	32
Resp 70	46	97	35
Resp 71	44	68	32
Resp 72	45	88	34
Resp 73	37	97	27
Resp 74	44	78	34
Resp 75	46	87	28
Resp 76	47	86	34
Resp 77	43	84	35
Resp 78	35	79	27
Resp 79	46	100	27
Resp 80	36	84	36
Resp 81	22	53	20
Resp 82	47	81	36
Resp 83	20	24	21

Resp 84	41	90	36
Resp 85	46	86	37
Resp 86	25	73	36
Resp 87	35	87	34
Resp 88	36	86	34
Resp 89	46	104	37
Resp 90	44	103	37
Resp 91	45	101	32
Resp 92	36	100	37
Resp 93	23	46	16
Resp 94	47	103	37
Resp 95	48	100	38
Resp 96	46	96	26
Resp 97	49	100	30
Resp 98	22	48	18
Resp 99	44	102	40
Resp 100	25	46	17
Resp 101	27	51	19
Resp 102	28	49	20
Resp 103	36	102	37
Resp 104	48	102	38
Resp 105	45	90	38

Resp 106	28	76	29
Resp 107	25	98	24
Resp 108	48	103	37
Resp 109	25	73	37
Resp 110	45	99	37
Resp 111	26	57	30
Resp 112	26	61	22
Resp 113	47	94	37
Resp 114	23	60	22
Resp 115	26	60	38
Resp 116	44	97	36
Resp 117	25	82	22
Resp 118	25	47	22
Resp 119	36	55	29
Resp 120	36	84	28

Lampiran 9

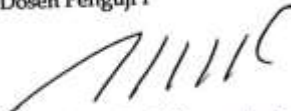
BERITA ACARA BIMBINGAN REVISI SKRIPSI

Nama Mahasiswa : Mochammad Affan Ramadhan
NIM : 161500184
Program Studi : Manajemen
Judul Skripsi : Pengaruh Experiential Marketing dan
Desain Interior Terhadap Keputusan
Pembelian Konsumen di Tanpapintu
Coffeshop Wonoayu Sidoarjo
Tanggal Ujian Skripsi : 28 Juli 2020
Dosen Penguji : 1. R. Bambang Dwi Waryanto, Drs.,
S.E.,M.M
2. Nurdina, S.E., M.S.A

No	Tanggal	Materi Konsultasi	Paraf Penguji	
			Penguji I	Penguji II
1	05 Agustus 2020	Bab I dan II (Revisi)		
2	06 Agustus 2020	Bab I dan II (ACC)		
3	10 Agustus 2020	Bab III (Revisi)		
4	13 Agustus 2020	Bab III (Revisi)		
5	17 Agustus 2020	Bab III (ACC)		
6	20 Agustus 2020	Bab IV dan V (Revisi)		
7	24 Agustus 2020	Bab IV dan V (Revisi)		
8	31 Agustus 2020	Bab IV dan V (ACC)		

Surabaya, 9 September 2020

Dosen Penguji I



R. Bambang Dwi Waryanto, Drs., S.E., M.M
NIP: 195605291983091001

Dosen Penguji II



Nurdina, S.E., M.S.A
NPP: 1609816/DY

Lampiran 10

OUTPUT PENGOLAHAN DATA SPSS

1. Frekuensi Jawaban Responden
 - a. Variabel Experiential Marketing

X1_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	13	10.8	10.8	10.8
3.00	19	15.8	15.8	26.7
4.00	43	35.8	35.8	62.5
5.00	45	37.5	37.5	100.0
Total	120	100.0	100.0	

X1_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	10	8.3	8.3	8.3
3.00	18	15.0	15.0	23.3
4.00	56	46.7	46.7	70.0
5.00	36	30.0	30.0	100.0
Total	120	100.0	100.0	

X1_3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	7	5.8	5.8	5.8
3.00	23	19.2	19.2	25.0
4.00	49	40.8	40.8	65.8
5.00	41	34.2	34.2	100.0
Total	120	100.0	100.0	

X1_4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	11	9.2	9.2	9.2
3.00	15	12.5	12.5	21.7
4.00	52	43.3	43.3	65.0
5.00	42	35.0	35.0	100.0
Total	120	100.0	100.0	

X1_5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	10	8.3	8.3	8.3
3.00	19	15.8	15.8	24.2
4.00	50	41.7	41.7	65.8
5.00	41	34.2	34.2	100.0
Total	120	100.0	100.0	

X1_6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	8	6.7	6.7	6.7
3.00	17	14.2	14.2	20.8
4.00	51	42.5	42.5	63.3
5.00	44	36.7	36.7	100.0
Total	120	100.0	100.0	

X1_7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	8	6.7	6.7	6.7
3.00	24	20.0	20.0	26.7
4.00	47	39.2	39.2	65.8
5.00	41	34.2	34.2	100.0
Total	120	100.0	100.0	

X1_8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	10	8.3	8.3	8.3
3.00	17	14.2	14.2	22.5
4.00	57	47.5	47.5	70.0
5.00	36	30.0	30.0	100.0
Total	120	100.0	100.0	

X1_9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	11	9.2	9.2	9.2
3.00	15	12.5	12.5	21.7
4.00	50	41.7	41.7	63.3
5.00	44	36.7	36.7	100.0
Total	120	100.0	100.0	

X1_10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	13	10.8	10.8
	3.00	16	13.3	24.2
	4.00	53	44.2	68.3
	5.00	38	31.7	100.0
	Total	120	100.0	100.0

b. Variabel Desain Interior**X2_1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8
	2.00	9	7.5	8.3
	3.00	27	22.5	30.8
	4.00	57	47.5	78.3
	5.00	26	21.7	100.0
	Total	120	100.0	100.0

X2_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8
	2.00	5	4.2	5.0
	3.00	32	26.7	31.7
	4.00	47	39.2	70.8
	5.00	35	29.2	100.0
	Total	120	100.0	100.0

X2_3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8
	2.00	16	13.3	14.2
	3.00	21	17.5	31.7
	4.00	57	47.5	79.2
	5.00	25	20.8	100.0
	Total	120	100.0	100.0

X2_4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8
	2.00	11	9.2	10.0
	3.00	23	19.2	29.2
	4.00	61	50.8	80.0
	5.00	24	20.0	100.0
	Total	120	100.0	100.0

X2_5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8
	2.00	8	6.7	7.5
	3.00	24	20.0	27.5
	4.00	59	49.2	76.7
	5.00	28	23.3	100.0
	Total	120	100.0	100.0

X2_6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8
	2.00	9	7.5	8.3
	3.00	27	22.5	30.8
	4.00	49	40.8	71.7
	5.00	34	28.3	100.0
	Total	120	100.0	100.0

X2_7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8
	2.00	13	10.8	11.7
	3.00	20	16.7	28.3
	4.00	47	39.2	67.5
	5.00	39	32.5	100.0
	Total	120	100.0	100.0

X2_8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8
	2.00	6	5.0	5.8
	3.00	29	24.2	30.0
	4.00	47	39.2	69.2
	5.00	37	30.8	100.0
	Total	120	100.0	100.0

X2_9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8
	2.00	10	8.3	9.2
	3.00	20	16.7	25.8
	4.00	64	53.3	79.2
	5.00	25	20.8	100.0
	Total	120	100.0	100.0

X2_10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8
	2.00	6	5.0	5.8
	3.00	28	23.3	29.2
	4.00	46	38.3	67.5
	5.00	39	32.5	100.0
	Total	120	100.0	100.0

X2_11

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8
	2.00	9	7.5	8.3
	3.00	23	19.2	27.5
	4.00	48	40.0	67.5
	5.00	39	32.5	100.0
	Total	120	100.0	100.0

X2_12

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8
	2.00	8	6.7	7.5
	3.00	27	22.5	30.0
	4.00	49	40.8	70.8
	5.00	35	29.2	100.0
	Total	120	100.0	100.0

X2_13

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8
	2.00	12	10.0	10.8
	3.00	25	20.8	31.7
	4.00	48	40.0	71.7
	5.00	34	28.3	100.0
	Total	120	100.0	100.0

X2_14

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8
	2.00	12	10.0	10.8
	3.00	22	18.3	29.2
	4.00	43	35.8	65.0
	5.00	42	35.0	100.0
	Total	120	100.0	100.0

X2_15

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8
	2.00	10	8.3	9.2
	3.00	18	15.0	24.2
	4.00	56	46.7	70.8
	5.00	35	29.2	100.0
	Total	120	100.0	100.0

X2_16

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8
	2.00	11	9.2	10.0
	3.00	20	16.7	26.7
	4.00	48	40.0	66.7
	5.00	40	33.3	100.0
	Total	120	100.0	100.0

X2_17

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8
	2.00	9	7.5	8.3
	3.00	23	19.2	27.5
	4.00	49	40.8	68.3
	5.00	38	31.7	100.0
	Total	120	100.0	100.0

X2_18

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	.8	.8	.8
2.00	12	10.0	10.0	10.8
3.00	23	19.2	19.2	30.0
4.00	55	45.8	45.8	75.8
5.00	29	24.2	24.2	100.0
Total	120	100.0	100.0	

X2_19

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	9	7.5	7.5	7.5
3.00	20	16.7	16.7	24.2
4.00	59	49.2	49.2	73.3
5.00	32	26.7	26.7	100.0
Total	120	100.0	100.0	

X2_20

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	.8	.8	.8
2.00	10	8.3	8.3	9.2
3.00	25	20.8	20.8	30.0
4.00	46	38.3	38.3	68.3
5.00	38	31.7	31.7	100.0
Total	120	100.0	100.0	

X2_21

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8
	2.00	10	8.3	9.2
	3.00	22	18.3	27.5
	4.00	55	45.8	73.3
	5.00	32	26.7	100.0
	Total	120	100.0	100.0

X2_22

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	10	8.3	8.3
	3.00	21	17.5	25.8
	4.00	60	50.0	75.8
	5.00	29	24.2	100.0
	Total	120	100.0	100.0

c. Variabel Keputusan Pembelian

Y_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	5	4.2	4.2
	3.00	38	31.7	35.8
	4.00	42	35.0	70.8
	5.00	35	29.2	100.0
	Total	120	100.0	100.0

Y_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	8	6.7	6.7	6.7
3.00	23	19.2	19.2	25.8
4.00	60	50.0	50.0	75.8
5.00	29	24.2	24.2	100.0
Total	120	100.0	100.0	

Y_3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	6	5.0	5.0	5.0
3.00	28	23.3	23.3	28.3
4.00	64	53.3	53.3	81.7
5.00	22	18.3	18.3	100.0
Total	120	100.0	100.0	

Y_4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	4	3.3	3.3	3.3
3.00	27	22.5	22.5	25.8
4.00	52	43.3	43.3	69.2
5.00	37	30.8	30.8	100.0
Total	120	100.0	100.0	

Y_5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	8	6.7	6.7	6.7
3.00	21	17.5	17.5	24.2
4.00	55	45.8	45.8	70.0
5.00	36	30.0	30.0	100.0
Total	120	100.0	100.0	

Y_6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	8	6.7	6.7	6.7
3.00	19	15.8	15.8	22.5
4.00	52	43.3	43.3	65.8
5.00	41	34.2	34.2	100.0
Total	120	100.0	100.0	

Y_7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	5	4.2	4.2	4.2
3.00	15	12.5	12.5	16.7
4.00	60	50.0	50.0	66.7
5.00	40	33.3	33.3	100.0
Total	120	100.0	100.0	

Y_8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	5	4.2	4.2	4.2
3.00	19	15.8	15.8	20.0
4.00	52	43.3	43.3	63.3
5.00	44	36.7	36.7	100.0
Total	120	100.0	100.0	

2. Uji Validitas

a. Variabel Experiential Marketing

Inter-Item Covariance Matrix

	X1_1	X1_2	X1_3	X1_4	X1_5	X1_6	X1_7	X1_8	X1_9	X1_10
X1_1	.975	.580	.647	.647	.605	.563	.630	.563	.588	.647
X1_2	.580	.790	.463	.597	.555	.539	.614	.521	.530	.604
X1_3	.647	.463	.772	.511	.596	.543	.496	.580	.477	.547
X1_4	.647	.597	.511	.847	.546	.610	.621	.547	.611	.623
X1_5	.605	.555	.596	.546	.840	.503	.605	.538	.537	.664
X1_6	.563	.539	.543	.610	.503	.773	.478	.606	.482	.575
X1_7	.630	.614	.496	.621	.605	.478	.815	.454	.571	.631
X1_8	.563	.521	.580	.547	.538	.606	.454	.781	.488	.613
X1_9	.588	.530	.477	.611	.537	.482	.571	.488	.862	.590
X1_10	.647	.604	.547	.623	.664	.575	.631	.613	.590	.890

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1_1	36.1917	47.501	.804	.688	.950
X1_2	36.2083	48.620	.808	.700	.950
X1_3	36.1583	48.924	.791	.740	.951
X1_4	36.1500	47.944	.834	.747	.949
X1_5	36.1750	48.280	.808	.720	.950
X1_6	36.1000	48.847	.797	.727	.951
X1_7	36.1833	48.403	.812	.747	.950
X1_8	36.2000	48.817	.795	.736	.951
X1_9	36.1333	48.806	.751	.595	.953
X1_10	36.2250	47.537	.845	.747	.949

b. Variabel Desain Interior

Inter-Item Covariance Matrix

	X2_1	X2_2	X2_3	X2_4	X2_5	X2_6	X2_7	X2_8	X2_9	X2_10	X2_11	X2_12	X2_13	X2_14	X2_15	X2_16	X2_17	X2_18	X2_19	X2_20	X2_21	X2_22
X2_1	.790	.573	.709	.711	.506	.659	.623	.586	.468	.624	.572	.588	.653	.678	.571	.648	.579	.606	.554	.674	.619	.528
X2_2	.573	.800	.583	.571	.544	.612	.707	.541	.500	.560	.618	.547	.601	.609	.584	.576	.643	.582	.492	.615	.571	.597
X2_3	.709	.583	.933	.713	.598	.701	.718	.691	.566	.680	.636	.674	.759	.750	.651	.729	.659	.719	.617	.735	.686	.571
X2_4	.711	.571	.713	.800	.521	.640	.647	.618	.508	.607	.588	.570	.642	.694	.595	.664	.603	.629	.561	.689	.617	.509
X2_5	.506	.544	.598	.521	.766	.574	.679	.572	.553	.559	.591	.585	.637	.598	.599	.575	.540	.549	.489	.595	.566	.567
X2_6	.659	.612	.701	.640	.574	.877	.713	.649	.520	.744	.667	.687	.730	.682	.624	.634	.599	.618	.532	.789	.735	.568
X2_7	.623	.707	.718	.647	.679	.713	1.001	.693	.626	.711	.753	.723	.761	.718	.752	.694	.752	.700	.601	.791	.714	.782
X2_8	.586	.541	.691	.618	.572	.649	.693	.829	.504	.611	.628	.642	.773	.652	.594	.636	.619	.645	.526	.667	.632	.557

X2_9	.468	.500	.566	.508	.553	.520	.626	.504	.767	.499	.599	.566	.599	.638	.623	.624	.606	.553	.547	.559	.513	.506
X2_10	.624	.560	.680	.607	.559	.744	.711	.611	.499	.839	.612	.644	.667	.687	.612	.654	.587	.641	.503	.770	.736	.534
X2_11	.572	.618	.636	.588	.591	.667	.753	.628	.599	.612	.897	.652	.683	.653	.662	.696	.653	.614	.561	.686	.626	.626
X2_12	.588	.547	.674	.570	.585	.687	.723	.642	.566	.644	.652	.857	.726	.692	.642	.652	.592	.664	.558	.707	.629	.587
X2_13	.653	.601	.759	.642	.637	.730	.761	.773	.599	.667	.683	.726	.952	.680	.682	.716	.690	.688	.614	.735	.689	.632
X2_14	.678	.609	.750	.694	.598	.682	.718	.652	.638	.687	.653	.692	.680	1.013	.678	.813	.669	.704	.669	.726	.666	.566
X2_15	.571	.584	.651	.595	.599	.624	.752	.594	.623	.612	.662	.642	.682	.678	.855	.653	.703	.630	.594	.651	.625	.608
X2_16	.648	.576	.729	.664	.575	.634	.694	.636	.624	.654	.696	.652	.716	.813	.653	.948	.645	.724	.737	.677	.617	.550
X2_17	.579	.643	.659	.603	.540	.599	.752	.619	.606	.587	.653	.592	.690	.669	.703	.645	.888	.672	.586	.660	.608	.617
X2_18	.606	.582	.719	.629	.549	.618	.700	.645	.553	.641	.614	.664	.688	.704	.630	.724	.672	.885	.596	.674	.628	.545
X2_19	.554	.492	.617	.561	.489	.532	.601	.526	.547	.503	.561	.558	.614	.669	.594	.737	.586	.596	.737	.559	.524	.491

X2_2 0	.674	.615	.735	.689	.595	.789	.791	.667	.559	.770	.686	.707	.735	.726	.651	.677	.660	.674	.559	.934	.739	.61 3
X2_2 1	.619	.571	.686	.617	.566	.735	.714	.632	.513	.736	.626	.629	.689	.666	.625	.617	.608	.628	.524	.739	.854	.59 4
X2_2 2	.528	.597	.571	.509	.567	.568	.782	.557	.506	.534	.626	.587	.632	.566	.608	.550	.617	.545	.491	.613	.594	.74 6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2_1	81.8917	284.097	.850	.	.983
X2_2	81.7917	285.091	.810	.	.983
X2_3	81.9667	281.125	.873	.	.983
X2_4	81.9083	283.748	.856	.	.983
X2_5	81.8333	285.585	.811	.	.983
X2_6	81.8250	282.112	.869	.	.983
X2_7	81.7917	279.629	.888	.	.983
X2_8	81.7667	283.441	.851	.	.983
X2_9	81.8583	286.223	.788	.	.983

X2_10	81.7417	283.017	.859	.	.983
X2_11	81.7500	282.693	.840	.	.983
X2_12	81.8000	282.834	.856	.	.983
X2_13	81.8583	280.677	.878	.	.983
X2_14	81.7667	280.886	.843	.	.983
X2_15	81.7583	282.823	.858	.	.983
X2_16	81.7500	281.567	.852	.	.983
X2_17	81.7583	282.891	.838	.	.983
X2_18	81.8833	282.692	.846	.	.983
X2_19	81.7583	285.781	.821	.	.983
X2_20	81.7917	280.788	.884	.	.983
X2_21	81.8167	282.823	.858	.	.983
X2_22	81.8083	285.299	.833	.	.983

c. Variabel Keputusan Pembelian

Inter-Item Covariance Matrix

	Y_1	Y_2	Y_3	Y_4	Y_5	Y_6	Y_7	Y_8
Y_1	.770	.512	.479	.397	.495	.476	.375	.392
Y_2	.512	.699	.382	.472	.403	.424	.414	.372
Y_3	.479	.382	.599	.330	.461	.377	.313	.380
Y_4	.397	.472	.330	.672	.345	.411	.435	.384
Y_5	.495	.403	.461	.345	.748	.412	.362	.446
Y_6	.476	.424	.377	.411	.412	.771	.456	.523
Y_7	.375	.414	.313	.435	.362	.456	.614	.438
Y_8	.392	.372	.380	.384	.446	.523	.438	.682

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y_1	28.0750	21.868	.762	.662	.911
Y_2	28.0500	22.233	.756	.638	.912
Y_3	28.1167	22.843	.736	.613	.914
Y_4	27.9500	22.670	.711	.582	.915
Y_5	27.9750	22.293	.716	.582	.915
Y_6	27.9167	21.959	.749	.624	.913
Y_7	27.8417	22.689	.748	.623	.913
Y_8	27.8417	22.336	.752	.649	.912

3. Uji Reliabilitas

a. Variabel Experiential Marketing

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.955	.955	10

b. Variabel Desain Interior

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.984	.984	22

c. Variabel Keputusan Pembelian

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.923	.923	8

4. Uji Asumsi Klasik
 - a. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		120
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	4.13226573
Most Extreme Differences	Absolute	.109
	Positive	.054
	Negative	-.109
Kolmogorov-Smirnov Z		1.196
Asymp. Sig. (2-tailed)		.114

- a. Test distribution is Normal.
- b. Calculated from data.
 - b. Uji Multikolinieritas

Coefficients^a

Model	Collinearity Statistics		
	Tolerance	VIF	
1			
	Experiential Marketing (X1)	.570	1.754
	Desain Interior (X2)	.570	1.754

a. Dependent Variable: Keputusan Pembelian (Y)

c. Uji Autokorelasi

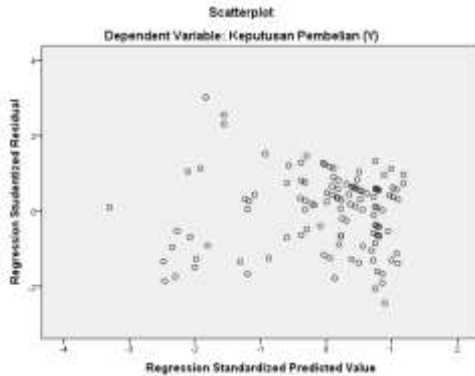
Model Summary^b

Model	Durbin-Watson
1	2.000 ^a

a. Predictors: (Constant), Desain Interior (X2), Experiential Marketing (X1)

b. Dependent Variable: Keputusan Pembelian (Y)

d. Uji Heterokedastisitas



5. Analisis Regresi Linier Berganda

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.639 ^a	.509	.399	4.16743

a. Predictors: (Constant), Desain Interior (X2), Experiential Marketing (X1)

b. Dependent Variable: Keputusan Pembelian (Y)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1405.868	2	702.934	40.474	.000 ^b
	Residual	2031.999	117	17.368		
	Total	3437.867	119			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Desain Interior (X2), Experiential Marketing (X1)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	12.878	2.156		5.973	.000
1 Experiential Marketing (X1)	.274	.066	.393	4.175	.000
Desain Interior (X2)	.094	.029	.309	3.281	.001

a. Dependent Variable: Keputusan Pembelian (Y)