













BERITA ACARA BIMBINGAN SKRIPSI

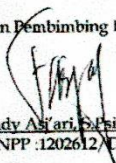
1. Nama Mahasiswa : Aldian Masrur Achmadi
 2. NIM : 151500139
 2. Program Studi : Manajemen
 4. Tanggal Mengajukan Skripsi : 18 Juli 2019
 5. Judul Skripsi : Pengaruh *Experiential Marketing*, *Perceived Quality* dan *Advertising Terhadap Purchase Intention*
6. Dosen Pembimbing : 1. Dr. Fachrudiy Asjari, S.Psi., M.M.
 2. Siti Samsiyah, S.E., M.M.
7. Konsultasi : 15 Oktober 2018 - 29 Juli 2019

No	Tanggal	Paraf Pembimbing	Uraian/ Kegiatan	Keterangan
1.	11 November 2016		Pengajuan judul	ACC
2.	24 Januari 2019		BAB I-II	Revisi
3.	9 April 2019		BAB I-II	Revisi
4.	15 April 2019		BAB I-II	ACC
5.	7 Mei 2019		BAB III	Revisi
6.	8 Mei 2019		BAB III	Revisi
7.	9 Mei 2019		BAB III	ACC
8.	20 Mei 2019		Sidang Seminar Proposal	
9.	26 Mei 2019		BAB IV	Revisi
10.	4 Juli 2019		BAB IV	Revisi
11.	8 Juli 2019		BAB IV	ACC
12.	9 Juli 2019		BAB V	ACC
13.	11 Juli 2019		Artikel	ACC

8. Tanggal selesai menulis skripsi : 18 Juli 2019

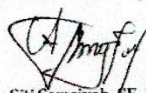
Surabaya, 18 Juli 2019

Dosen Pembimbing I



Dr. Fachrudiy Asjari, S.Psi., M.M.
 NIP/NPP : 1202612/DY

Dosen Pembimbing II



Siti Samsiyah, S.E., M.M.
 NIP/NPP : 1511749/DY

BERITA ACARA BIMBINGAN REVISI SKRIPSI

Nama : Aldian Masrur Achmadi
NIM / Program Studi : 151500219 / Manajemen
Judul Skripsi : Pengaruh *Experiential Marketing, Perceived Quality dan Advertising Terhadap Purchase Intention* Pada Konsumen Starbucks Coffee Di Sidoarjo.
Tanggal Ujian Skripsi : 26 Juni 2019
Dosen Penguji : 1. Dra. Christina Menuk S, SE, MM
2. Rina Fariana SE,AK,MA

No	Tanggal	Materi Konsultasi	Paraf Penguji	
			Penguji 1	Penguji 2
1.	08/08/2019	Gambar		
2.	08/08/2019	Pembahasan dan Teori		
3.	09/08/2019	Kuesioner		
4.	09/08/2019	Bab IV Analisis Deskriptif		
5.	13/08/2019	Bab IV Analisis Deskriptif		

Mengetahui,
Dosen Penguji I



Christina Menuk S, Dra,SE.,M.M
NIP: 195808081982032001

Dosen Penguji II



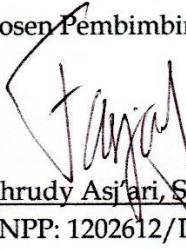
Rina Fariana, SE, AK, MA
NPP:1308665/DY

LEMBAR PERSETUJUAN

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

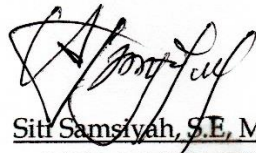
Tanggal : 18 Juli 2019

Dosen Pembimbing I,



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

Dosen Pembimbing II,



Siti Samsiyah, S.E., M.M
NPP: 1511749/DY

Lampiran 4

KUISIONER PENELITIAN

Responden yang terhormat,

Terimakasih atas kesediaan Saudara/I untuk berpartisipasi dalam mengisi dan menjawab seluruh pertanyaan yang ada dalam kuisisioner ini. Penelitian ini digunakan untuk menyusun laporan penelitian dengan judul : “Pengaruh *Experiential Marketing*, *Perceived Quality* dan *Advertising* terhadap *Purchase Intention* Pada Konsumen Starbuck Coffe Di Sidoarjo .”

Penelitian ini merupakan salah satu syarat kelulusan dijenjang S1. Berkaitan dengan hal tersebut, saya mohon kesediaan Saudara/I meluangkan waktu untuk mengisi kuisisioner ini.

Penelitian ini hanya ditunjukan untuk responden yang menjadi pelanggan atau konsumen dari Starbuck Coffe Di Sidoarjo Atas kesediaan waktu Saudara/i, saya ucapkan terimakasih.

Hormat saya,

Aldian Masrur Achmadi.

a) Bagian I : Identitas Responden

1. Nama :
2. Usia :
3. Pekerjaan:
4. Jenis kelamin : Laki-laki / Perempuan

b) Bagian II : Petunjuk Pengisian

1. Baca setiap pernyataan dengan teliti
2. Jawab semua pernyataan yang tersedia dengan jujur
3. Berilah tanda check list (√) terhadap jawaban yang sesuai dengan pilihan anda.
4. Setelah selesai mohon periksa kembali jawaban anda.

Penilaian dapat dilakukan berdasarkan skala sebagai berikut:

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

1. *Experiential Marketing*

No	Pertanyaan	SS	S	RR	TS	STS
<i>Sense (panca indra)</i>						
a.	Starbuck Coffee memiliki desain yang bagus					
b.	Starbuck Coffee menampilkan cahaya ruangan yang terang					
<i>Feel (Perasaan)</i>						
a.	Starbuck Coffee menyediakan kelengkapan produk sesuai submenu yang dibutuhkan pelanggan					
b.	Saya merasa senang saat berurusan dengan call center/karyawan Starbuck Coffee					
<i>Think (Pola Pikir)</i>						
a.	Saya merasa puas dengan layanan yang diberikan oleh Starbuck Coffee					
b.	Saya tertarik dengan promosi dari Starbuck Coffee					
<i>Act (Perilaku)</i>						
a.	Starbuck Coffee selalu memiliki hubungan yang baik kepada konsumen					
b.	Starbuck Coffee selalu mengadakan progam amal bagi yang membutuhkan bantuan					

2. *Perceived Quality*

No	Pertanyaan	SS	S	RR	TS	STS
Kepercayaan kualitas pelayanan						
a.	Starbuck Coffee mampu mengatasi masalah yang dihadapi kosumen					
b.	Pelayanan produk maupun jasa yang dilakukan Starbuck Coffee secara keseluruhan sangat memuaskan					
Layanan yang dilakukan						
a.	Starbuck Coffee memberikan pelayanan yang cepat (responsif) kepada saya dengan penyampaian yang jelas					
b.	Starbuck Coffee selalu tepat waktu dalam mengantar pesanan pada konsumen					
Kepuasan terhadap layanan						
a.	Saya berniat tidak akan berpindah ke layanan lain dan tetap akan menggunakan layanan pada Starbuck Coffee					
b.	Saya akan merekomendasikan kepada teman saya tentang pelayanan pada Starbuck Coffee					

3. Advertising

No	Pertanyaan	SS	S	RR	TS	STS
Misi (mission)						
a.	Saya setuju, misi atau tujuan iklan mengenai produk Starbuck Coffee yang disampaikan jelas dan lengkap					
b.	Penyampaian misi atau tujuan Starbuck Coffee mampu menyentuh perasaan saya					
Pesan (message)						
a.	Saya setuju, pesan iklan produk Starbuck Coffee efektif dan mudah di ingat					
b.	Saya tertarik dengan pesan yang disampaikan dalam iklan Starbuck Coffee					
Media						
a.	Saya senang, waktu penayangan iklan Starbuck Coffee lebih lama					
b.	Iklan produk-produk yang ditawarkan Starbuck Coffee melalui media dapat menarik perhatian saya					

4. Purchase Intention

No	Pertanyaan	SS	S	RR	TS	STS
Kemantapan pada sebuah produk						
a.	Saya memutuskan membeli Starbuck Coffee karena produk yang dijual sesuai dengan selera saya					
b.	Saya percaya bahwa semua produk Starbuck Coffee itu bagus					
Kebiasaan dalam membeli produk						
a.	Saya membeli produk dari Starbuck Coffee karena banyak pilihan submenu produknya					
b.	Saya memiliki ketertarikan pada produk Starbuck Coffee					
Memberikan rekomendasi kepada orang lain						
a.	Saya akan merekomendasikan produk Starbuck Coffee kepada orang lain					
b.	Saya akan merekomendasikan produk Starbuck Coffee melalui media sosial					
Melakukan pembelian ulang						
a.	Saya melakukan pembelian ulang karena merasa puas terhadap produk Starbuck Coffee					

b.	Penggunaan produk Starbuck Coffee sangat memuaskan					
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UNIVERSITAS PGRI ADIBUANA SURABAYA

Kampus I : Jl. Ngagel Dadi III-B/37, Surabaya. Telp. 031-5041097

Kampus II : Jl. Dukuh Menanggal XII/4, Surabaya. Telp. 031-8281181

BERITA ACARA SEMINAR PROPOSAL SKRIPSI

Judul : Pengaruh *Experiental Marketing*, *Perceived Quality* dan *Advertising* Terhadap *Purchase Intention* Pada Konsumen Starbuck Coffee Di Sidoarjo

Penulis : Aldian Masrur Achmadi

NIM : 15-150-0219

Telah melaksanakan Seminar Proposal Skripsi pada tanggal di 29 Januari 2019 Fakultas Ekonomi Ruang Kelas 403 Pukul 02.00.

Surabaya, 21 Januari 2019

Mengetahui,
Dosen Pembimbing I

(Dr. Fachrudiy Asfari, S.Psi., M.M)
NIP/NPP : 1202612/DY

Surabaya, 21 Januari 2019

Mengetahui,
Dosen Pembimbing II

(Siti Sasivah, SE, M.M)
NIP/NPP : 1511749/DY

DAFTAR HADIR PESERTA SEMINAR PROPOSAL

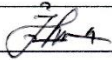
"Pengaruh *Experiental Marketing*, *Perceived Quality* dan *Advertising* terhadap *Purchase Intention* Pada Konsumen Starbuck Coffee di Sidoarjo"

Nama : Aldian Masrur Achmadi

NIM : 151500219

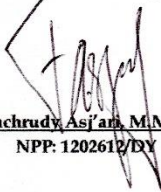
Program Studi/ Angkatan : Manajemen/2015

No.	NIM	Nama Peserta	Paraf
1.	15-150-0062	Sella Merya A	
2.	15-150-0181	Dwi Cahyaning A	
3.	15-150-0034	M. Solihin	
4.	15-150-0134	Theopitus Arelis	
5.	15-150-0199	Makripatul Imanah	
6.	15-150-0126	Abie Sofyan A	
7.	15-150-0177	Atika Rahma N.	
8.	151500147	Hidayatul Umriya	
9.	151500197	Elviyana Nurma F.	
10.	15150118	Winchi Dwi A.	
11.	15 15-150-0222	Rahim Romadon	
12.	15-150-0207	RIRIN DWI S	
13.	15-150-0150	Lima Wachyu	
14.	15-150-0225	Muhtar Rafi	
15.	15-150-0216	Wahyu Riska S	
16.	15-150-0180	AWANU WAUF	
17.	15-150-0073	Mufti Kusuma Satri	
18.	15-150-0074	Tita Rizky A.	
19.	15-150-0110	Nur Ari W	

20.	XXXXXXXXXX		
21.	IT-150-0033	M-AMIR UDDIN	
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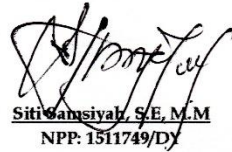
Surabaya, 29 Januari 2019

Dosen Pembimbing I,



Dr. Fachrudin Asj'ani, M.M, S.Psi
NPP: 1202612/DY

Dosen Pembimbing II,



Siti Gamsiyah, S.E, M.M
NPP: 1511749/DY



UNIVERSITAS PGRI ADI BUANA SURABAYA
FAKULTAS EKONOMI

Kampus : Jl. Dukuh Menanggal XII/4, Telp- Fax. 031-8281183 Surabaya 60234

Website : <http://www.fc.unipasby.ac.id>

Nomor : 18736 /01/FE/XI/2018
Lampiran : -
Perihal : Ijin Penelitian dan Pengambilan Data

Kepada Yth:
Bapak/Ibu Pimpinan

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 : Aldian Masrur Achmadi
NIM : 151500219
Prodi : Manajemen
Judul Skripsi : Pengaruh Experiential Marketing, Perceived Quality Dan Advertising Terhadap Purchase Intention

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

Surabaya, 14 November 2018
Dekan,

Dra. Siti Istikhoroh, M.Si
NIP. 19671019.199203.2001

Starbucks Coffee
Jalan Pahlawan, Sidokumpul – Sidoarjo Jawa Timur
Cab. Sidoarjo – 61212
Telp. 031-8070998



Sidoarjo, 09 Mei 2019

Prihal : Izin Penelitian Skripsi

Kepada Yth,
Dekan Universitas PGRI Adibuana – Surabaya
Jl. Dukuh Menanggal XXI/4, Surabaya.

Dengan Hormat,

Dengan Ini kami beritahahkan bahwa pada prinsipnya, kami telah mengizinkan kepada mahasiswa yang bersangkutan untuk melakukan Analisa atau Penelitian Skripsi dan Tugas Akhir mulai bulan Mei sampai dengan Juni 2019. Berikut Data Mahasiswa yang bersangkutan:

Nama : Aldian Masrur Achmadi

NIM : 151500219

Demikian kami sampaikan untuk diketahui. Atas perhatiannya dan kerja sama kami ucapkan terima kasih.

Hormat Kami



Budi Sasanto, ST.

Lampiran Tabulasi Data Hasil Pengisian Angket Tentang
Experiental Marketing (X1)

Responden	EXPERIENTAL MARKETING								Jumlah
	X1 1.1	X1 1.2	X1 2.1	X1 2.2	X1 3.1	X1 3.2	X1 4.1	X1 4.2	
Resp_1	4	5	4	5	4	5	5	5	37
Resp_2	3	2	3	2	3	2	3	3	21
Resp_3	5	4	4	5	5	5	4	5	37
Resp_4	3	4	4	3	4	3	4	4	29
Resp_5	4	4	4	4	4	4	5	4	33
Resp_6	3	3	4	4	4	4	4	4	30
Resp_7	5	3	3	3	3	4	4	3	28
Resp_8	4	4	5	3	4	3	3	4	30
Resp_9	5	4	5	4	5	4	4	5	36
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Resp_12	4	5	5	4	5	4	5	5	37
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Resp_23	5	4	5	4	5	4	5	4	36
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Resp_75	4	4	4	4	4	4	4	4	32
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Resp_112	2	3	2	3	3	3	3	3	22

Lampiran Tabulasi Data Hasil Pengisian Angket Tentang
Perceived Quality (X2)

Responden	PERCEIVED QUALITY						Jumlah
	X2 1.1	X2 1.2	X2 2.1	X2 2.2	X2 3.1	X2 3.2	
Resp_1	4	5	4	5	4	4	26
Resp_2	5	5	4	4	4	5	27
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Resp_15	5	4	4	4	4	4	25
Resp_16	3	3	3	4	3	3	19
Resp_17	4	4	4	4	4	4	24

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Resp_20	5	5	5	4	4	3	26
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Resp_41	3	3	5	4	3	5	23
Resp_42	5	5	5	5	5	5	30
Resp_43	5	5	4	4	4	5	27
Resp_44	4	3	3	5	4	3	22
Resp_45	4	3	3	5	5	3	23
Resp_46	4	3	3	5	5	3	23
Resp_47	4	4	4	3	4	4	23

Resp_48	3	3	3	3	5	3	20
Resp_49	3	4	4	4	3	4	22
Resp_50	3	3	3	3	3	3	18
Resp_51	4	4	4	4	4	4	24
Resp_52	4	4	4	4	4	4	24
Resp_53	3	3	3	3	3	3	18
Resp_54	3	3	3	3	3	3	18
Resp_55	4	4	4	4	4	4	24
Resp_56	4	4	4	4	4	4	24
Resp_57	3	3	3	3	3	3	18
Resp_58	3	3	3	3	3	3	18
Resp_59	3	3	3	3	3	3	18
Resp_60	4	4	4	4	4	4	24
Resp_61	4	4	4	4	4	4	24
Resp_62	4	4	4	4	4	4	24
Resp_63	4	4	4	4	4	4	24
Resp_64	4	4	4	3	4	4	23
Resp_65	3	3	3	4	3	3	19
Resp_66	5	5	5	5	5	5	30
Resp_67	4	4	4	4	4	4	24
Resp_68	4	4	4	4	4	4	24
Resp_69	3	3	3	3	3	3	18
Resp_70	4	4	4	3	4	4	23
Resp_71	4	3	3	4	4	3	21
Resp_72	3	4	4	4	3	4	22
Resp_73	4	5	5	4	4	5	27
Resp_74	3	4	4	4	3	4	22
Resp_75	4	4	4	4	4	4	24
Resp_76	4	4	4	4	4	4	24
Resp_77	4	3	3	4	4	3	21
Resp_78	5	5	4	5	4	4	27

Resp_79	4	5	5	4	4	5	27
Resp_80	4	4	4	3	4	4	23
Resp_81	5	5	4	5	5	4	28
Resp_82	4	4	4	4	4	4	24
Resp_83	5	4	4	4	4	4	25
Resp_84	4	4	4	4	4	4	24
Resp_85	5	5	4	3	4	4	25
Resp_86	5	3	3	4	3	3	21
Resp_87	5	5	5	5	5	5	30
Resp_88	5	5	4	5	4	4	27
Resp_89	4	4	4	5	4	4	25
Resp_90	4	5	5	5	5	4	28
Resp_91	4	4	5	4	4	5	26
Resp_92	3	3	5	3	3	5	22
Resp_93	4	4	4	4	4	4	24
Resp_94	3	3	5	4	3	5	23
Resp_95	3	3	3	3	3	3	18
Resp_96	5	5	5	5	5	5	30
Resp_97	4	3	3	5	4	3	22
Resp_98	4	3	3	5	5	3	23
Resp_99	4	5	5	5	5	5	29
Resp_100	4	4	4	3	4	4	23
Resp_101	5	5	5	5	5	5	30
Resp_102	5	4	5	4	5	4	27
Resp_103	3	3	3	3	3	3	18
Resp_104	4	4	4	4	4	4	24
Resp_105	4	4	4	4	4	4	24
Resp_106	4	4	3	4	3	4	22
Resp_107	3	3	3	3	3	4	19
Resp_108	4	4	4	4	4	4	24
Resp_109	4	4	4	4	4	4	24

Resp_110	4	4	3	4	4	3	22
Resp_111	5	4	4	4	4	4	25
Resp_112	5	5	5	5	5	5	30

Lampiran Tabulasi Data Hasil Pengisian Angket Tentang *Advertising* (X3)

Responden	ADVERTISING						Jumlah
	X3 1.1	X3 1.2	X3 2.1	X3 2.1	X3 3.1	X3 3.2	
Resp_1	5	5	5	5	5	5	30
Resp_2	4	2	2	2	2	3	15
Resp_3	4	4	4	4	3	3	22
Resp_4	4	4	4	4	4	4	24
Resp_5	4	3	4	3	4	3	21
Resp_6	4	4	4	4	4	4	24
Resp_7	4	4	3	3	3	3	20
Resp_8	5	3	3	5	4	3	23
Resp_9	4	4	4	4	4	4	24
Resp_10	5	4	3	5	4	3	24
Resp_11	4	4	4	4	4	4	24
Resp_12	4	4	4	4	4	4	24
Resp_13	3	3	3	3	3	3	18
Resp_14	3	3	3	3	3	3	18
Resp_15	4	4	4	4	3	4	23
Resp_16	3	3	4	3	3	3	19
Resp_17	4	4	3	4	4	4	23
Resp_18	4	3	4	4	3	4	22
Resp_19	4	4	5	4	4	4	25
Resp_20	4	3	4	4	3	3	21
Resp_21	4	3	4	4	3	4	22
Resp_22	4	4	4	4	4	3	23
Resp_23	4	3	4	4	3	4	22

Resp_24	4	4	4	4	4	3	23
Resp_25	4	3	3	4	4	4	22
Resp_26	2	2	2	2	2	2	12
Resp_27	3	3	3	3	3	3	18
Resp_28	4	4	4	4	4	3	23
Resp_29	5	4	4	5	4	4	26
Resp_30	4	4	3	4	4	4	23
Resp_31	5	3	4	5	3	4	24
Resp_32	4	4	4	4	4	4	24
Resp_33	4	3	4	4	4	4	23
Resp_34	3	3	3	3	5	5	22
Resp_35	4	4	4	4	5	3	24
Resp_36	5	4	3	5	5	4	26
Resp_37	5	4	4	5	4	4	26
Resp_38	4	4	4	4	5	3	24
Resp_39	5	4	3	5	4	5	26
Resp_40	4	4	4	4	4	4	24
Resp_41	3	4	4	3	4	5	23
Resp_42	5	3	3	5	3	3	22
Resp_43	3	3	5	3	3	5	22
Resp_44	4	4	4	4	4	4	24
Resp_45	4	4	4	4	4	5	25
Resp_46	4	4	4	4	4	4	24
Resp_47	4	4	5	4	3	5	25
Resp_48	3	3	3	3	3	5	20
Resp_49	4	4	5	4	4	4	25
Resp_50	3	3	5	3	3	3	20
Resp_51	4	3	4	4	3	3	21
Resp_52	4	5	5	4	3	3	24
Resp_53	3	4	3	3	4	3	20
Resp_54	3	3	3	3	3	3	18
Resp_55	4	4	4	4	4	4	24

Resp_56	4	4	4	4	4	4	24
Resp_57	3	3	3	3	3	3	18
Resp_58	3	3	3	3	3	3	18
Resp_59	3	3	3	3	3	3	18
Resp_60	4	5	4	4	4	4	25
Resp_61	4	5	4	4	4	4	25
Resp_62	4	4	4	4	4	3	23
Resp_63	4	4	3	4	4	4	23
Resp_64	4	4	4	4	4	3	23
Resp_65	3	3	4	3	3	3	19
Resp_66	3	3	3	3	3	3	18
Resp_67	4	3	4	4	3	4	22
Resp_68	4	4	4	4	4	4	24
Resp_69	3	3	3	3	3	3	18
Resp_70	4	4	4	4	4	4	24
Resp_71	4	5	4	4	4	4	25
Resp_72	4	3	4	4	3	4	22
Resp_73	3	4	4	3	4	3	21
Resp_74	4	4	4	4	4	4	24
Resp_75	4	4	4	4	4	4	24
Resp_76	4	4	4	4	4	4	24
Resp_77	4	4	4	4	4	4	24
Resp_78	3	4	3	3	4	3	20
Resp_79	4	4	4	4	4	4	24
Resp_80	4	4	4	4	4	4	24
Resp_81	4	5	4	4	4	4	25
Resp_82	4	3	4	4	3	3	21
Resp_83	4	5	4	4	3	3	23
Resp_84	3	4	3	3	4	3	20
Resp_85	3	3	3	3	3	3	18
Resp_86	4	4	4	4	4	4	24
Resp_87	4	4	4	4	4	4	24

Resp_88	4	5	4	4	5	5	27
Resp_89	3	4	3	4	3	4	21
Resp_90	3	4	4	3	3	4	21
Resp_91	4	5	4	4	5	5	27
Resp_92	5	5	4	4	5	4	27
Resp_93	5	4	4	5	4	5	27
Resp_94	4	5	4	5	5	4	27
Resp_95	5	5	5	5	4	3	27
Resp_96	4	5	5	4	4	4	26
Resp_97	3	2	3	2	3	2	15
Resp_98	4	4	3	3	4	4	22
Resp_99	5	4	5	4	5	5	28
Resp_100	5	4	4	5	4	4	26
Resp_101	5	4	5	5	4	5	28
Resp_102	5	3	4	5	3	4	24
Resp_103	5	5	4	4	5	4	27
Resp_104	4	5	4	5	4	5	27
Resp_105	4	4	3	3	4	4	22
Resp_106	4	4	4	4	5	3	24
Resp_107	5	4	3	5	5	4	26
Resp_108	5	4	4	5	4	4	26
Resp_109	5	4	5	4	5	3	26
Resp_110	5	4	4	5	4	5	27
Resp_111	3	4	3	3	4	3	20
Resp_112	3	4	4	3	4	5	23

Lampiran Tabulasi Data Hasil Pengisian Angket Tentang
Purchase Intention (Y)

Responden	PURCHASE INTENTION								Jumlah
	Y 1.1	Y 1.2	Y 2.1	Y 2.2	Y 3.1	Y 3.2	Y 4.1	Y 4.2	
Resp_1	5	5	5	5	5	5	5	5	40
Resp_2	3	3	3	3	3	3	3	3	24
Resp_3	5	4	4	4	4	4	4	4	33
Resp_4	5	5	5	5	5	5	5	5	40
Resp_5	4	3	4	4	3	4	3	4	29
Resp_6	4	5	5	4	4	5	4	5	36
Resp_7	4	4	3	3	4	3	4	3	28
Resp_8	5	4	5	4	5	5	5	5	38
Resp_9	4	4	4	4	4	4	4	4	32
Resp_10	5	5	4	5	5	5	4	5	38
Resp_11	5	4	4	5	4	5	4	5	36
Resp_12	5	4	5	5	4	5	4	5	37
Resp_13	3	4	4	3	3	3	4	4	28
Resp_14	3	2	3	3	2	3	3	3	22
Resp_15	5	4	5	5	4	5	4	4	36
Resp_16	3	3	3	4	3	3	3	3	25
Resp_17	4	5	4	4	5	5	4	5	36
Resp_18	5	5	5	4	4	4	4	4	35
Resp_19	4	5	4	5	5	4	5	4	36
Resp_20	5	4	4	5	4	5	4	5	36
Resp_21	4	3	3	4	3	4	3	4	28
Resp_22	4	4	4	4	4	4	4	4	32
Resp_23	4	4	4	4	4	4	4	4	32
Resp_24	3	4	4	3	4	3	4	3	28
Resp_25	4	4	4	4	4	4	4	4	32
Resp_26	1	2	2	1	1	2	2	1	12
Resp_27	2	3	2	2	2	3	2	2	18

Resp_28	5	5	5	5	5	5	5	5	40
Resp_29	5	5	5	5	5	5	5	5	40
Resp_30	4	4	4	4	4	4	4	4	32
Resp_31	3	3	3	3	3	3	3	3	24
Resp_32	4	3	3	4	3	4	3	4	28
Resp_33	4	4	4	4	4	4	4	4	32
Resp_34	5	3	3	3	3	3	3	3	26
Resp_35	4	4	4	4	4	4	4	4	32
Resp_36	5	3	3	3	3	3	3	3	26
Resp_37	4	4	4	4	4	4	4	4	32
Resp_38	4	4	4	4	4	4	4	4	32
Resp_39	3	3	3	3	3	3	3	3	24
Resp_40	4	4	4	4	4	4	4	4	32
Resp_41	3	4	4	3	4	3	4	3	28
Resp_42	3	3	3	3	3	3	3	3	24
Resp_43	5	3	5	3	3	3	3	3	28
Resp_44	5	4	5	4	4	3	4	4	33
Resp_45	4	4	4	3	4	4	4	4	31
Resp_46	4	4	5	4	4	4	4	4	33
Resp_47	5	4	5	4	4	4	3	4	33
Resp_48	5	3	5	5	3	3	3	3	30
Resp_49	4	4	4	5	4	4	4	3	32
Resp_50	5	3	3	5	3	3	3	3	28
Resp_51	4	4	4	4	4	4	4	4	32
Resp_52	4	4	4	5	4	4	4	4	33
Resp_53	5	3	3	5	3	3	3	3	28
Resp_54	3	3	3	5	3	3	3	3	26
Resp_55	5	4	4	4	4	4	4	4	33
Resp_56	4	5	4	5	5	4	4	4	35
Resp_57	5	3	3	3	3	3	3	3	26
Resp_58	3	5	3	3	5	3	3	3	28
Resp_59	5	5	3	3	5	3	3	3	30

Resp_60	4	4	4	4	4	4	4	4	32
Resp_61	4	5	4	4	5	4	4	4	34
Resp_62	4	4	4	4	4	4	4	4	32
Resp_63	5	5	4	4	5	4	4	4	35
Resp_64	5	5	3	4	5	4	3	4	33
Resp_65	3	4	4	3	4	3	4	3	28
Resp_66	5	5	3	3	5	3	5	5	34
Resp_67	4	4	4	5	4	4	4	4	33
Resp_68	5	4	4	4	4	5	4	4	34
Resp_69	3	3	5	3	3	3	3	3	26
Resp_70	5	4	4	4	4	5	5	4	35
Resp_71	4	4	4	4	4	3	4	4	31
Resp_72	5	4	4	4	4	4	5	3	33
Resp_73	4	3	4	4	3	4	4	4	30
Resp_74	4	4	4	3	4	4	4	3	30
Resp_75	5	4	4	4	4	4	5	4	34
Resp_76	4	4	3	4	4	4	5	4	32
Resp_77	5	4	4	4	4	4	4	4	33
Resp_78	3	3	3	3	3	3	3	3	24
Resp_79	4	4	4	4	4	4	5	4	33
Resp_80	5	3	3	4	3	4	3	4	29
Resp_81	5	3	3	4	3	4	3	5	30
Resp_82	4	4	4	3	4	4	4	4	31
Resp_83	3	4	4	3	4	3	4	5	30
Resp_84	3	3	3	3	3	3	3	3	24
Resp_85	3	4	4	3	4	3	4	3	28
Resp_86	5	4	4	4	4	4	4	4	33
Resp_87	3	4	4	3	4	3	4	5	30
Resp_88	5	4	4	4	4	4	4	4	33
Resp_89	4	4	4	4	4	4	4	4	32
Resp_90	4	4	4	4	4	4	4	4	32
Resp_91	3	3	4	3	4	3	4	3	27

Resp_92	4	4	4	3	4	4	4	4	31
Resp_93	4	4	4	4	4	3	4	3	30
Resp_94	4	3	4	3	3	4	3	4	28
Resp_95	5	4	5	5	4	5	4	5	37
Resp_96	4	5	4	5	4	5	4	5	36
Resp_97	5	4	4	5	5	5	4	5	37
Resp_98	5	4	5	4	5	4	5	4	36
Resp_99	4	4	4	4	4	4	4	4	32
Resp_100	5	5	4	4	5	4	5	4	36
Resp_101	5	4	4	5	5	5	4	5	37
Resp_102	4	5	5	4	5	4	5	4	36
Resp_103	4	5	5	4	5	5	5	5	38
Resp_104	5	4	5	4	5	4	4	4	35
Resp_105	5	4	4	5	4	5	4	5	36
Resp_106	5	4	5	5	5	5	4	4	37
Resp_107	3	3	3	2	3	2	3	3	22
Resp_108	4	3	4	4	3	3	4	4	29
Resp_109	5	4	4	5	4	5	5	5	37
Resp_110	5	4	4	5	5	4	5	4	36
Resp_111	4	4	5	4	5	4	5	4	35
Resp_112	4	5	5	5	5	4	5	5	38

LAMPIRAN KARAKTERISTIK RESPONDEN

a. Berdasarkan Jenis Kelamin

Jenis Kelamin	Jumlah	Persentase
Laki-laki	62	55.4
Perempuan	50	44.6
Total	112	100

b. Berdasarkan Usia Responden

Usia	Jumlah	Persentase
< 25 tahun	22	19.6
25 s/d 35 Tahun	33	29.5
36 s/d 45 Tahun	39	34.8
> 45 Tahun	18	16.1
Total	112	100.0

LAMPIRAN FREKUENSI JAWABAN RESPONDEN

a. Variabel Experiential Marketing

X1 1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	6	5.4	5.4	5.4
3.00	29	25.9	25.9	31.3
4.00	51	45.5	45.5	76.8
5.00	26	23.2	23.2	100.0
Total	112	100.0	100.0	

X1 1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	.9	.9	.9
2.00	3	2.7	2.7	3.6
3.00	35	31.3	31.3	34.8
4.00	49	43.8	43.8	78.6
5.00	24	21.4	21.4	100.0
Total	112	100.0	100.0	

X1 2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	.9	.9	.9
2.00	4	3.6	3.6	4.5
3.00	31	27.7	27.7	32.1
4.00	50	44.6	44.6	76.8
5.00	26	23.2	23.2	100.0
Total	112	100.0	100.0	

X1 2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	6	5.4	5.4	5.4
3.00	35	31.3	31.3	36.6
4.00	51	45.5	45.5	82.1
5.00	20	17.9	17.9	100.0
Total	112	100.0	100.0	

X1 3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	.9	.9	.9
2.00	3	2.7	2.7	3.6
3.00	28	25.0	25.0	28.6
4.00	56	50.0	50.0	78.6
5.00	24	21.4	21.4	100.0
Total	112	100.0	100.0	

X1 3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	4	3.6	3.6	3.6
3.00	38	33.9	33.9	37.5
4.00	47	42.0	42.0	79.5
5.00	23	20.5	20.5	100.0
Total	112	100.0	100.0	

X1 4.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	3	2.7	2.7	2.7
3.00	32	28.6	28.6	31.3
4.00	51	45.5	45.5	76.8
5.00	26	23.2	23.2	100.0
Total	112	100.0	100.0	

X14.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	2	1.8	1.8	1.8
2.00	1	.9	.9	2.7
3.00	33	29.5	29.5	32.1
4.00	52	46.4	46.4	78.6
5.00	24	21.4	21.4	100.0
Total	112	100.0	100.0	

b. Variabel Perceived Quality

X2 1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	26	23.2	23.2	23.2
4.00	58	51.8	51.8	75.0
5.00	28	25.0	25.0	100.0
Total	112	100.0	100.0	

X2 1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	1	.9	.9	.9
3.00	31	27.7	27.7	28.6
4.00	53	47.3	47.3	75.9
5.00	27	24.1	24.1	100.0
Total	112	100.0	100.0	

X2 2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	1	.9	.9	.9
3.00	30	26.8	26.8	27.7
4.00	56	50.0	50.0	77.7
5.00	25	22.3	22.3	100.0
Total	112	100.0	100.0	

X2 2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	1	.9	.9	.9
3.00	25	22.3	22.3	23.2
Valid 4.00	64	57.1	57.1	80.4
5.00	22	19.6	19.6	100.0
Total	112	100.0	100.0	

X2 3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	1	.9	.9	.9
3.00	29	25.9	25.9	26.8
Valid 4.00	64	57.1	57.1	83.9
5.00	18	16.1	16.1	100.0
Total	112	100.0	100.0	

X2 3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	1	.9	.9	.9
3.00	28	25.0	25.0	25.9
Valid 4.00	62	55.4	55.4	81.3
5.00	21	18.8	18.8	100.0
Total	112	100.0	100.0	

c. Variabel Advertising

X3 1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	1	.9	.9	.9
3.00	26	23.2	23.2	24.1
Valid 4.00	64	57.1	57.1	81.3
5.00	21	18.8	18.8	100.0
Total	112	100.0	100.0	

X3 1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	3	2.7	2.7	2.7
3.00	31	27.7	27.7	30.4
Valid 4.00	63	56.3	56.3	86.6
5.00	15	13.4	13.4	100.0
Total	112	100.0	100.0	

X3 2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	1.8	1.8	1.8
3.00	31	27.7	27.7	29.5
Valid 4.00	67	59.8	59.8	89.3
5.00	12	10.7	10.7	100.0
Total	112	100.0	100.0	

X3 2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	3	2.7	2.7	2.7
3.00	28	25.0	25.0	27.7
Valid 4.00	62	55.4	55.4	83.0
5.00	19	17.0	17.0	100.0
Total	112	100.0	100.0	

X3 3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	1.8	1.8	1.8
3.00	35	31.3	31.3	33.0
Valid 4.00	61	54.5	54.5	87.5
5.00	14	12.5	12.5	100.0
Total	112	100.0	100.0	

X3 3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	1.8	1.8	1.8
3.00	40	35.7	35.7	37.5
Valid 4.00	54	48.2	48.2	85.7
5.00	16	14.3	14.3	100.0
Total	112	100.0	100.0	

d. Variabel Purchase Intention

Y 1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.9	.9
	2.00	1	.9	1.8
	3.00	20	17.9	19.6
	4.00	45	40.2	59.8
	5.00	45	40.2	100.0
	Total	112	100.0	100.0

Y 1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	1.8	1.8
	3.00	27	24.1	25.9
	4.00	62	55.4	81.3
	5.00	21	18.8	100.0
	Total	112	100.0	100.0

Y 2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	1.8	1.8
	3.00	25	22.3	24.1
	4.00	62	55.4	79.5
	5.00	23	20.5	100.0
	Total	112	100.0	100.0

Y 2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.9	.9
	2.00	2	1.8	2.7
	3.00	29	25.9	28.6
	4.00	53	47.3	75.9
	5.00	27	24.1	100.0
	Total	112	100.0	100.0

Y 3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.9	.9
	2.00	2	1.8	2.7
	3.00	26	23.2	25.9
	4.00	57	50.9	76.8
	5.00	26	23.2	100.0
	Total	112	100.0	100.0

Y 3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	1.8	1.8
	3.00	34	30.4	32.1
	4.00	54	48.2	80.4
	5.00	22	19.6	100.0
	Total	112	100.0	100.0

Y 4.1

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	1.8	1.8	1.8
3.00	28	25.0	25.0	26.8
Valid 4.00	62	55.4	55.4	82.1
5.00	20	17.9	17.9	100.0
Total	112	100.0	100.0	

Y 4.2

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	.9	.9	.9
2.00	1	.9	.9	1.8
Valid 3.00	30	26.8	26.8	28.6
4.00	57	50.9	50.9	79.5
5.00	23	20.5	20.5	100.0
Total	112	100.0	100.0	

LAMPIRAN UJI VALIDITAS

a. Variabel Experiential Marketing

Correlations

		X1 1.1	X1 1.2	X1 2.1	X1 2.2	X1 3.1	X1 3.2	X1 4.1	X1 4.2	Total Skor X1
X1 1.1	Pearson Correlation	1	.656**	.636**	.674**	.731**	.669**	.679**	.609**	.832**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	112	112	112	112	112	112	112	112	112
X1 1.2	Pearson Correlation	.656**	1	.758**	.620**	.659**	.900**	.633**	.785**	.885**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	112	112	112	112	112	112	112	112	112
X1 2.1	Pearson Correlation	.636**	.758**	1	.568**	.691**	.668**	.612**	.904**	.861**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	112	112	112	112	112	112	112	112	112
X1 2.2	Pearson Correlation	.674**	.620**	.568**	1	.609**	.656**	.880**	.617**	.824**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	112	112	112	112	112	112	112	112	112
X1 3.1	Pearson Correlation	.731**	.659**	.691**	.609**	1	.603**	.665**	.690**	.830**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	112	112	112	112	112	112	112	112	112
X1 3.2	Pearson Correlation	.669**	.900**	.668**	.656**	.603**	1	.589**	.747**	.858**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	112	112	112	112	112	112	112	112	112
X1 4.1	Pearson Correlation	.679**	.633**	.612**	.880**	.665**	.589**	1	.623**	.833**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	112	112	112	112	112	112	112	112	112
X1 4.2	Pearson Correlation	.609**	.785**	.904**	.617**	.690**	.747**	.623**	1	.880**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	112	112	112	112	112	112	112	112	112
Total Skor X1	Pearson Correlation	.832**	.885**	.861**	.824**	.830**	.858**	.833**	.880**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	112	112	112	112	112	112	112	112	112

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

b. Variabel Perceived Quality

Correlations

		X2 1.1	X2 1.2	X2 2.1	X2 2.2	X2 3.1	X2 3.2	Total X2
X2	Pearson Correlation	1	.539**	.340**	.460**	.585**	.323**	.701**
1.1	Sig. (2-tailed)		.000	.000	.000	.000	.001	.000
	N	112	112	112	112	112	112	112
X2	Pearson Correlation	.539**	1	.609**	.460**	.603**	.625**	.835**
1.2	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	112	112	112	112	112	112	112
X2	Pearson Correlation	.340**	.609**	1	.379**	.505**	.839**	.799**
2.1	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	112	112	112	112	112	112	112
X2	Pearson Correlation	.460**	.460**	.379**	1	.607**	.400**	.708**
2.2	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	112	112	112	112	112	112	112
X2	Pearson Correlation	.585**	.603**	.505**	.607**	1	.412**	.798**
3.1	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	112	112	112	112	112	112	112
X2	Pearson Correlation	.323**	.625**	.839**	.400**	.412**	1	.782**
3.2	Sig. (2-tailed)	.001	.000	.000	.000	.000		.000
	N	112	112	112	112	112	112	112
Total	Pearson Correlation	.701**	.835**	.799**	.708**	.798**	.782**	1
Skor X2	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	112	112	112	112	112	112	112

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

c. Variabel Advertising

Correlations

		X3 1.1	X3 1.2	X3 2.1	X3 2.2	X3 3.1	X3 3.2	TOTAL X3
X3	Pearson Correlation	1	.396**	.363**	.858**	.460**	.340**	.778**
1.1	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	112	112	112	112	112	112	112
X3	Pearson Correlation	.396**	1	.451**	.471**	.649**	.389**	.764**
1.2	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	112	112	112	112	112	112	112
X3	Pearson Correlation	.363**	.451**	1	.407**	.284**	.355**	.642**
2.1	Sig. (2-tailed)	.000	.000		.000	.002	.000	.000
	N	112	112	112	112	112	112	112
X3	Pearson Correlation	.858**	.471**	.407**	1	.437**	.408**	.818**
2.2	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	112	112	112	112	112	112	112
X3	Pearson Correlation	.460**	.649**	.284**	.437**	1	.383**	.731**
3.1	Sig. (2-tailed)	.000	.000	.002	.000		.000	.000
	N	112	112	112	112	112	112	112
X3	Pearson Correlation	.340**	.389**	.355**	.408**	.383**	1	.660**
3.2	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	112	112	112	112	112	112	112
Total Skor X3	Pearson Correlation	.778**	.764**	.642**	.818**	.731**	.660**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	112	112	112	112	112	112	112

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

d. Variabel Purchase Intention

Correlations

	Y1.1	Y1.2	Y2.1	Y2.2	Y3.1	Y3.2	Y4.1	Y4.2	Total Y	
Y	Pearson	1	.371**	.421**	.622**	.479**	.588**	.394**	.535**	.712**
1.1	Correlation									
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	112	112	112	112	112	112	112	112	112
Y	Pearson	.371**	1	.496**	.415**	.885**	.541**	.673**	.585**	.781**
1.2	Correlation									
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	112	112	112	112	112	112	112	112	112
Y	Pearson	.421**	.496**	1	.481**	.560**	.548**	.604**	.539**	.731**
2.1	Correlation									
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	112	112	112	112	112	112	112	112	112
Y	Pearson	.622**	.415**	.481**	1	.489**	.699**	.462**	.615**	.768**
2.2	Correlation									
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	112	112	112	112	112	112	112	112	112
Y	Pearson	.479**	.885**	.560**	.489**	1	.569**	.739**	.604**	.841**
3.1	Correlation									
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	112	112	112	112	112	112	112	112	112
Y	Pearson	.588**	.541**	.548**	.699**	.569**	1	.556**	.780**	.841**
3.2	Correlation									
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	112	112	112	112	112	112	112	112	112
Y	Pearson	.394**	.673**	.604**	.462**	.739**	.556**	1	.600**	.790**
4.1	Correlation									
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	112	112	112	112	112	112	112	112	112
Y	Pearson	.535**	.585**	.539**	.615**	.604**	.780**	.600**	1	.835**
4.2	Correlation									
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	112	112	112	112	112	112	112	112	112
Total	Pearson	.712**	.781**	.731**	.768**	.841**	.841**	.790**	.835**	1
l	Correlation									
Y	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	112	112	112	112	112	112	112	112	112

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

LAMPIRAN UJI RELIABILITAS

a. Variabel Experiential Marketing

Case Processing Summary

		N	%
Cases	Valid	112	100.0
	Excluded ^a	0	.0
	Total	112	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.945	8

b. Variabel P erceived Quality

Case Processing Summary

		N	%
Cases	Valid	112	100.0
	Excluded ^a	0	.0
	Total	112	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.863	6

c. Variabel Advertising

Case Processing Summary

		N	%
Cases	Valid	112	100.0
	Excluded ^a	0	.0
	Total	112	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.827	6

d. Variabel Purchase Intention

Case Processing Summary

		N	%
Cases	Valid	112	100.0
	Excluded ^a	0	.0
	Total	112	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.912	8

LAMPIRAN UJI ASUMSI KLASIK

a. Uji Normalitas

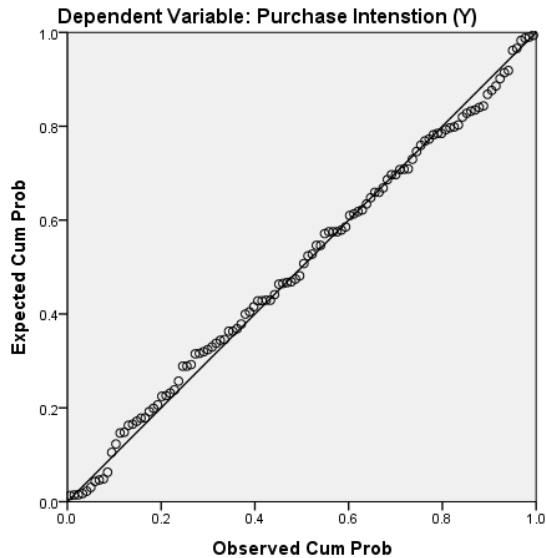
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		112
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	3.35281266
Most Extreme Differences	Absolute	.046
	Positive	.046
	Negative	-.045
Kolmogorov-Smirnov Z		.490
Asymp. Sig. (2-tailed)		.970

a. Test distribution is Normal.

b. Calculated from data.

Normal P-P Plot of Regression Standardized Residual



b. Uji Multikolinearitas

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Experiential Marketing (X1)	.782	1.279
	Perceived Quality (X2)	.809	1.236
	Advertising (X3)	.859	1.164

a. Dependent Variable: Purchase Intension (Y)

c. Uji Autokorelasi

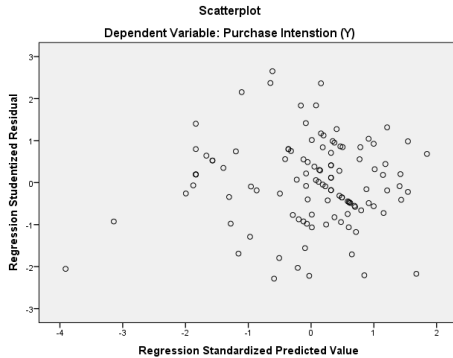
Model Summary^b

Model	Durbin-Watson
1	1.782 ^a

a. Predictors:
(Constant), Advertising (X3), Perceived Quality (X2), Experiential Marketing (X1)

b. Dependent Variable:
Purchase Intension (Y)

d. Uji Heterokedastisitas



LAMPIRAN ANALISIS REGRESI LINIER BERGANDA

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709 ^a	.502	.488	3.39906

a. Predictors: (Constant), Advertising (X3), Perceived Quality (X2), Experiential Marketing (X1)

b. Dependent Variable: Purchase Intension (Y)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1258.067	3	419.356	36.296	.000 ^b
	Residual	1247.790	108	11.554		
	Total	2505.857	111			

a. Dependent Variable: Purchase Intension (Y)

b. Predictors: (Constant), Advertising (X3), Perceived Quality (X2), Experiential Marketing (X1)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.607	3.042		1.185	.238
1 Experiential Marketing (X1)	.404	.066	.473	6.159	.000
Perceived Quality (X2)	.224	.111	.153	2.021	.046
Advertising (X3)	.446	.115	.284	3.881	.000

a. Dependent Variable: Purchase Intension (Y)