

# Lampiran 1 Berita Bimbingan Skripsi

## BERITA ACARABIMBINGAN SKRIPSI



UNIVERSITAS PADJADIREJA SURABAYA  
 FAKULTAS EKONOMI DAN BISNIS  
 Kampus 2 Cicaheumregal 2013, Telp-Fax (021) 2511111 Bandung 40132  
 Website: www.unpad.ac.id

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**KARTU BIMBINGAN SKRIPSI**

|                        |  |
|------------------------|--|
| Nama                   | Muhammad YUSEF Ghaffar   |
| Prodi / NIM            | Ekonomi / 20220101   |
| Judul Skripsi          | Pengaruh Kualitas Jasa Customer Experience dan Word of Mouth Terhadap Keputusan Pembelian pada Toko online Cosplay Store Batam |
| Dosen Pembimbing       | Tot Ariyandono, S.P., M.P.   |
| Periode Kepembimbingan | 17 September 2022 s.d. 17 Maret 2023   |

**URAIAN KEGIATAN KEPEMBIMBINGAN**

| NO | TANGGAL    | MATERI BIMBINGAN     | KET. | TANDA TANGAN  |
|----|------------|----------------------|------|---|
| 1  | 17/09/2022 | Pembahasan + Apa itu |      |  |
| 2  | 17/09/2022 | Penelitian           |      |   |
| 3  | 17/09/2022 | Kualitatif           |      |   |
| 4  | 17/09/2022 | Apa itu              |      |   |
| 5  | 17/09/2022 | Penelitian           |      |   |
| 6  | 17/09/2022 | Penelitian           |      |   |
| 7  | 17/09/2022 | Penelitian           |      |   |
| 8  | 17/09/2022 | Penelitian           |      |   |
| 9  | 17/09/2022 | Apa itu              |      |   |

Bimbingan sesuai pada tanggal

Dosen Pembimbing,





Mahasiswa,



## Lampiran 2 : Surat Izin Penelitian



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

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Nomor : 22.1165 /01/FEB/Σ/2022  
Lampiran : -  
Perihal : Ijin Penelitian dan Pengambilan Data

Kepada Yth:  
Bapak/Ibu Pimpinan  
Pemilik Coffe Shop Militruzs  
Jln. Ponokawan - Krian, Sidoarjo, Jawa Timur, Indonesia,  
di-  
Sidoarjo

Sesuai 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 : M. Irfan Mustofa  
NIM : 191500198  
Prodi : Manajemen  
Judul : Pengaruh perceived value, customer experience dan word of mouth terhadap repurchase intention militrus coffee shop krian

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

Surabaya, 26 Oktober 2022

D e k a n,

**Tony Susilo Wibowo, SE., M.Pd., M.SM**  
NPP : 0709494/DY

## Lampiran 3 : Surat Balasan Penelitian

Sifat : Penting  
Lampiran : -  
Perihal : Pemberian Ijin Penelitian

Kepada Yth :  
Bapak/Ibu  
Dekan Fakultas Ekonomi Dan Bisnis Universitas PGRI Adi Buana  
di  
SURABAYA

Menunjuk surat Saudara tanggal 07 Desember 2022, Perihal : Ijin Penelitian dan Pengambilan Data, maka bersama ini diberitahukan dengan hormat, bahwa kami menyetujui Mahasiswa tersebut di bawah ini :

Nama : Mochammad Irfan Mustofa

NIM : 191500198

Prodi : Manajemen

Judul : Pengaruh Perceived Value, Customer Experience, dan Word of Mouth terhadap Repurchase Intention Militrus Coffee Shop Krian.

Melaksanakan Penelitian dan Pengambilan Data di Militrus Coffee Shop Krian sebagai bahan untuk menulis skripsi.

Demikian untuk menjadi maklum, terima kasih.

Sidoarjo, 06 Januari 2023

Pemilik Coffee Shop



## Lampiran 4 : Daftar Hadir Ujian Proposal



UNIVERSITAS PGRI ADI BUANA SURABAYA  
FAKULTAS EKONOMI DAN BISNIS

Kampus: Jl. Dukuh Menanggal XII/4, Telp- Fax. 031-8281183 Surabaya 60234  
Website: <http://www.fek.unipa-by.ac.id>

### BERITA ACARA UJIAN PROPOSAL SKRIPSI

Pada hari ini 22 Desember 2022 bertempat di Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya telah dilaksanakan Ujian Proposal Skripsi Semester Ganjil / Genap \*) Tahun Akademik 2022 / 2023.

|                |   |
|----------------|---|
| Nama Mahasiswa | : Irfan Mustofa   |
| NIM            | : 191500198   |
| Program Studi  | : Manajemen   |
| Judul Proposal | : Pengaruh perceived value, customer experience, dan word of mouth terhadap repurchase intention militrus coffee shop |

Dihadiri oleh:

| No. | NIM       | Nama Mahasiswa      | Tanda Tangan |
|-----|-----------|---------------------|--------------|
| 1.  | 191500091 | Nida Alpa           | 1.           |
| 2.  | 191500119 | Ni'matul Muteiyodah | 2.           |
| 3.  | 191500181 | Tarisa Dwi Savitri  | 3.           |
| 4.  | 191500063 | Rizki Nur Kumala    | 4.           |
| 5.  | 191500227 | Hania Nur Anghika   | 5.           |
| 6.  | 191500011 | hanee Adha Ie       | 6.           |
| 7.  | 191500020 | Bima Prasetyo       | 7.           |
| 8.  | 191900192 | Fitri Ajurni        | 8.           |
| 9.  | 191500080 | Yolan Damora P.M    | 9.           |
| 10. | 191600661 | Muhajir F           | 10.          |
| 11. | 191500212 | Lailatul Fikri      | 11.          |
| 12. | 19160072  | huda Tri Wulan W    | 12.          |
| 13. | 191500180 | Maya Ermiyanti      | 13.          |
| 14. | 191500145 | DINA MARTHA AC      | 14.          |
| 15. | 191500010 | Amun Nur Anayah     | 15.          |

Surabaya, 22 Desember 2022

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

Pembimbing : Tri Aripriabowo, S.E., M.Si.

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( )

## **Lampiran 5 : Kuesioner Penelitian**

### **KUESIONER PENELITIAN**

### **KUESIONER PENELITIAN PENGARUH PERCEIVED VALUE , CUSTOMER EXPERIENCE DAN WORD OF MOUTH TERHADAP REPURCHASE INTENTION MILITRUS COFFEE SHOP KRIAN**

Perihal : Permohonan Pengisian Kuesioner Penelitian

Lampiran : Kuesioner Penelitian

Kepada Yth,

Bapak/Ibu Pimpinan

Pemilik Militrus Coffee Shop Krian

Jln. Ponokawan - Keboharan, Sidoarjo, Jawa Timur, Indonesia,  
di-

Sidoarjo

Dengan Hormat,

Sehubungan dengan kegiatan penelitian yang saya lakukan dengan judul “Pengaruh Perceived Value, Customer Experience, dan Word Of Mouth Terhadap Repurchase Intention Militrus Coffee Shop Krian ”, saya bermaksud untuk mengajukan permohonan pengisian kuesioner. Adapun tujuan dari kuesioner ini yaitu sebagai bahan masukan untuk memperoleh data yang akurat dalam penyusunan skripsi. Oleh karena itu, mohon

Bapak/Ibu berkenan mengisi kuesioner dengan sebenar-benarnya. Jawaban-jawaban yang Bapak/Ibu berikan akan saya jamin kerahasiaannya karena kuesioner ini hanya digunakan untuk kegiatan penelitian.

Dengan surat permohonan ini saya ajukan, atas partisipasi dan kesediaan Bapak/Ibu, saya mengucapkan banyak terima kasih.

## **Kuesioner**

### **1. Petunjuk Pengisian:**

1. Isilah identitas Bapak/Ibu pada tempat yang telah ditentukan.
2. Daftar pernyataan yang ada dibawah ini mohon diisi dengan teliti, jujur dan merupakan pendapat pribadi.
3. Daftar pernyataan ini dibuat untuk mengetahui penilaian Bapak/Ibu mengenai hal-hal yang ditanyakan.
4. Semua pernyataan tidak ada yang benar atau salah semua tergantung pendapat Bapak/Ibu.
5. Jawaban yang anda berikan hanya akan digunakan oleh peneliti sebagai data penelitian untuk penyelesaian skripsi.
6. Berilah jawaban yang paling tepat menurut anda dengan memberikan tanda centang (  $\checkmark$  ) pada kolom skor atau kedalam kotak yang tersedia.

7. Peneliti mengucapkan Terima Kasih atas partisipasi dan bantuan Bapak/Ibu.

## 2. Identitas Responden:

1. **Nama** : .....

2. **Usia** : .....

3. **Jenis Kelamin** : .....

Keterangan :

Berilah tanda centang (  $\surd$  ) pada jawaban pilihan anda :

STS : Sangat Tidak Setuju

TS : Tidak Setuju

RG : Ragu-ragu

S : Setuju

SS : Sangat Setuju

## 1. Perceived Value

| Emotional Value |   |     |    |    |   |    |
|-----------------|---|-----|----|----|---|----|
| No              | Pernyataan  | STS | TS | RG | S | SS |
| 1.              | Saya suka produk yang di jual di Militrus Coffee Shop   |     |    |    |   |    |
| 2.              | Produk dan pelayanan yang diberikan Militrus Coffee Shop sudah baik dan sesuai dengan harga yang saya bayar |     |    |    |   |    |
| Social Value    |   |     |    |    |   |    |
| No              | Pernyataan  | STS | TS | RG | S | SS |
| 3.              | Saya mengajak teman serta kerabat saya untuk bersantai di Militrus Coffee Shop                              |     |    |    |   |    |
| 4.              | Saya merasa cocok dengan makanan dan minuman di   |     |    |    |   |    |



|  | Militrus Coffee Shop  |     |    |    |   |    |
|--|---|-----|----|----|---|----|
| Quality/ Pervormance Value                   |   |     |    |    |   |    |
| No   | Pernyataan  | STS | TS | RG | S | SS |
| 5.   | Militrus Coffee Shop menjual produk yang bermutu tinggi                                       |     |    |    |   |    |
| 6.   | Saya merasa puas dengan produk yang ditawarkan Militrus Coffee Shop                           |     |    |    |   |    |
| Price / value of money (harga / nilai biaya) |   |     |    |    |   |    |
| No   | Pernyataan  | STS | TS | RG | S | SS |
| 7.   | Harga yang tertera pada menu Militrus Coffee Shop sudah sesuai                                |     |    |    |   |    |
| 8.   | Harga yang saya bayar sudah sesuai dengan kualitas yang saya dapatkan di Militrus Coffee Shop |     |    |    |   |    |

## 2. Word Of Mouth

| Berbicara Hal Positif |  |     |    |    |   |    |
|-----------------------|--|-----|----|----|---|----|
| No                    | Pernyataan   | STS | TS | RG | S | SS |
| 1.                    | Saya mendapatkan informasi dari orang lain bahwa Militrus Coffee shop memiliki citarasa yang lezat                               |     |    |    |   |    |
| 2.                    | Saya mendapatkan informasi dari orang lain bahwa memiliki harga terjangkau Militrus Coffee shop dengan kualitas produk yang baik |     |    |    |   |    |
| Rekomendasi           |  |     |    |    |   |    |
| No                    | Pernyataan   | STS | TS | RG | S | SS |
| 3.                    | Saya akan merekomendasikan kepada saudara dan  |     |    |    |   |    |

|                 |   |     |    |    |   |    |
|-----------------|---|-----|----|----|---|----|
|                 | teman untuk membeli produk pada Militrus Coffee shop                                      |     |    |    |   |    |
| 4.              | Saya bersedia membantu menyebarkan informasi Militrus Coffee shop lewat media sosial saya |     |    |    |   |    |
| <b>Dorongan</b> |   |     |    |    |   |    |
| No              | Pernyataan  | STS | TS | RG | S | SS |
| 5.              | Saya memiliki rasa dorongan untuk melakukan pembelian ulang di Militrus Coffee shop       |     |    |    |   |    |
| 6.              | Saya memiliki rasa dorongan untuk membeli Militrus Coffee shop Setiap Hari                |     |    |    |   |    |

### 3. Customer Experience

|  |            |     |    |    |   |    |
|--|------------|-----|----|----|---|----|
| <b>Sense Experience (panca indera)</b> |            |     |    |    |   |    |
| No                                     | Pernyataan | STS | TS | RG | S | SS |

|                             |  |     |    |    |   |    |
|-----------------------------|--|-----|----|----|---|----|
| 1.                          | Militrus Coffee shop memiliki desain yang modern   |     |    |    |   |    |
| 2.                          | Militrus Coffee shop memiliki tempat yang nyaman dan bersih                              |     |    |    |   |    |
| Feel Experience (perasaan)  |  |     |    |    |   |    |
| No                          | Pernyataan   | STS | TS | RG | S | SS |
| 3.                          | Saya merasa senang ketika berada di Militrus Coffee shop karena pelayanannya sangat baik |     |    |    |   |    |
| 4.                          | Saya merasa nyaman ketika berada di Militrus Coffee shop                                 |     |    |    |   |    |
| Think Experience (berpikir) |  |     |    |    |   |    |
| No                          | Pernyataan   | STS | TS | RG | S | SS |
| 5.                          | Produk Militrus Coffee shop yang dijual sesuai dengan deskripsi yang ada di menu makanan |     |    |    |   |    |
| 6.                          | Kualitas bahan makanan yang digunakan sangat baik  |     |    |    |   |    |

| Act Experience (tindakan)    |  |     |    |    |   |    |
|------------------------------|--|-----|----|----|---|----|
| No                           | Pernyataan   | STS | TS | RG | S | SS |
| 7.                           | Saya sudah terbiasa membeli produk Militrus Coffee Shop langsung ke tempatnya  |     |    |    |   |    |
| 8.                           | Saya sudah terbiasa menggunakan gofood, grabfood, shpefood untuk membeli produk Militrus Coffee shop                   |     |    |    |   |    |
| Relate Experience (hubungan) |  |     |    |    |   |    |
| 9.                           | Militrus Coffee shop sangat membantu saya untuk konsumsi makanan sehari-hari karena harga dan pelayanannya sangat baik |     |    |    |   |    |
| 10.                          | Militrus Coffee shop sangat membantu apabila gajian saya sudah menipis karena harganya sangat terjangkau               |     |    |    |   |    |

#### 4. Repurchase Intention

**Transaksional**

| No | Pernyataan   | STS | TS | RG | S | SS |
|----|--|-----|----|----|---|----|
| 1. | Saya mengetahui dan mengikuti perkembangan terbaru tentang Militrus Coffee shop                            |     |    |    |   |    |
| 2. | Saya melakukan transaksi kembali ketika menemukan produk dari Militrus Coffee shop dengan harga yang cocok |     |    |    |   |    |

**Exploratif**

| No | Pernyataan  | STS | TS | RG | S | SS |
|----|---|-----|----|----|---|----|
| 3. | Saya menyarankan orang lain untuk datang ke Militrus Coffee shop  |     |    |    |   |    |
| 4. | Saya memberikan saran kepada orang lain untuk melakukan pembelian produk tertentu pada Militrus Coffee shop |     |    |    |   |    |

| Prefensial  |  |     |    |    |   |    |
|-------------|--|-----|----|----|---|----|
| No          | Pernyataan   | STS | TS | RG | S | SS |
| 5.          | Saya mencari informasi tentang Militrus Coffee shop dahulu sebelum memutuskan datang ke Militrus Coffee shop   |     |    |    |   |    |
| 6.          | Sebelum melakukan transaksi saya mencari informasi tentang produk yang ingin saya beli di Militrus Coffee shop |     |    |    |   |    |
| Referensial |  |     |    |    |   |    |
| 7.          | Saya mendapat informasi terhadap Militrus Coffee shop dari penilaian orang lain                                |     |    |    |   |    |
| 8.          | Saya mencari informasi terhadap Militrus Coffee shop melalui internet atau media sosial lainnya                |     |    |    |   |    |

Lampiran 6 : Tabulasi Data Jawaban Responden

Perceived Value

| NO RESP | 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 |
|---------|---------|---------|---------|---------|---------|---------|---------|---------|-------|
| RES_1   | 5       | 4       | 5       | 4       | 5       | 4       | 4       | 5       | 36    |
| RES_2   | 4       | 4       | 5       | 4       | 4       | 5       | 4       | 4       | 34    |
| RES_3   | 5       | 4       | 4       | 4       | 4       | 4       | 4       | 4       | 33    |
| RES_4   | 4       | 5       | 5       | 4       | 4       | 5       | 5       | 4       | 36    |
| RES_5   | 4       | 3       | 3       | 2       | 3       | 3       | 5       | 5       | 28    |
| RES_6   | 4       | 4       | 4       | 4       | 4       | 4       | 4       | 4       | 32    |
| RES_7   | 4       | 4       | 4       | 4       | 5       | 3       | 4       | 3       | 31    |
| RES_8   | 4       | 4       | 4       | 4       | 4       | 4       | 4       | 4       | 32    |
| RES_9   | 4       | 5       | 4       | 5       | 5       | 5       | 5       | 5       | 38    |
| RES_10  | 5       | 5       | 5       | 5       | 5       | 5       | 5       | 5       | 40    |
| RES_11  | 4       | 5       | 4       | 4       | 3       | 5       | 4       | 5       | 34    |
| RES_12  | 4       | 4       | 4       | 4       | 4       | 5       | 4       | 4       | 33    |
| RES_13  | 4       | 4       | 4       | 4       | 4       | 4       | 4       | 4       | 32    |
| RES_14  | 4       | 4       | 4       | 4       | 4       | 4       | 4       | 4       | 32    |
| RES_15  | 4       | 4       | 5       | 5       | 4       | 4       | 4       | 5       | 35    |
| RES_16  | 5       | 4       | 5       | 3       | 4       | 4       | 4       | 5       | 34    |
| RES_17  | 4       | 4       | 4       | 4       | 4       | 4       | 4       | 4       | 32    |
| RES_18  | 4       | 4       | 4       | 4       | 4       | 4       | 4       | 4       | 32    |
| RES_19  | 5       | 4       | 5       | 5       | 4       | 4       | 5       | 5       | 37    |
| RES_20  | 5       | 3       | 5       | 5       | 4       | 4       | 5       | 5       | 36    |
| RES_21  | 5       | 4       | 5       | 5       | 5       | 4       | 4       | 5       | 37    |
| RES_22  | 4       | 4       | 4       | 3       | 4       | 4       | 4       | 3       | 30    |
| RES_23  | 4       | 4       | 4       | 4       | 4       | 4       | 4       | 4       | 32    |
| RES_24  | 4       | 3       | 3       | 4       | 4       | 4       | 4       | 3       | 29    |



|        |   |   |   |   |   |   |   |   |    |
|--------|---|---|---|---|---|---|---|---|----|
| RES_25 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| RES_26 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 34 |
| RES_27 | 4 | 5 | 4 | 5 | 3 | 5 | 5 | 4 | 35 |
| RES_28 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 38 |
| RES_29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| RES_30 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 37 |
| RES_31 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 35 |
| RES_32 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 33 |
| RES_33 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| RES_34 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 35 |
| RES_35 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| RES_36 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| RES_37 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
| RES_38 | 4 | 3 | 5 | 3 | 2 | 2 | 4 | 5 | 28 |
| RES_39 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 34 |
| RES_40 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 33 |
| RES_41 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 36 |
| RES_42 | 4 | 5 | 3 | 3 | 3 | 4 | 5 | 4 | 31 |
| RES_43 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 5 | 34 |
| RES_44 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 35 |
| RES_45 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| RES_46 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 29 |
| RES_47 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 34 |
| RES_48 | 4 | 3 | 3 | 3 | 5 | 2 | 3 | 2 | 25 |
| RES_49 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 |
| RES_50 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |
| RES_51 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| RES_52 | 4 | 3 | 2 | 3 | 2 | 1 | 2 | 3 | 20 |

|        |   |   |   |   |   |   |   |   |    |
|--------|---|---|---|---|---|---|---|---|----|
| RES_53 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 31 |
| RES_54 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| RES_55 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| RES_56 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| RES_57 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| RES_58 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| RES_59 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 33 |
| RES_60 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 34 |
| RES_61 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| RES_62 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 33 |
| RES_63 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| RES_64 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| RES_65 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 29 |
| RES_66 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
| RES_67 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 36 |
| RES_68 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 35 |
| RES_69 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 39 |
| RES_70 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| RES_71 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 33 |
| RES_72 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 27 |
| RES_73 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| RES_74 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| RES_75 | 3 | 3 | 5 | 5 | 3 | 3 | 3 | 3 | 28 |
| RES_76 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 34 |
| RES_77 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| RES_78 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 35 |
| RES_79 | 4 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 36 |
| RES_80 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 36 |

|         |   |   |   |   |   |   |   |   |    |
|---------|---|---|---|---|---|---|---|---|----|
| RES_81  | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 32 |
| RES_82  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| RES_83  | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 31 |
| RES_84  | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 38 |
| RES_85  | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 30 |
| RES_86  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| RES_87  | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 36 |
| RES_88  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| RES_89  | 5 | 2 | 4 | 5 | 4 | 3 | 1 | 3 | 27 |
| RES_90  | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 3 | 31 |
| RES_91  | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 32 |
| RES_92  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| RES_93  | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| RES_94  | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
| RES_95  | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 34 |
| RES_96  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| RES_97  | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 30 |
| RES_98  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| RES_99  | 5 | 4 | 5 | 3 | 4 | 5 | 5 | 5 | 36 |
| RES_100 | 3 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 31 |
| RES_101 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 32 |
| RES_102 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 32 |
| RES_103 | 5 | 2 | 5 | 4 | 5 | 4 | 5 | 4 | 34 |
| RES_104 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 4 | 36 |
| RES_105 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 37 |



|            |   |   |   |   |   |   |   |   |   |   |    |
|------------|---|---|---|---|---|---|---|---|---|---|----|
| RES_1<br>1 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 44 |
| RES_1<br>2 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 1 | 3 | 3 | 39 |
| RES_1<br>3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| RES_1<br>4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| RES_1<br>5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 44 |
| RES_1<br>6 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 44 |
| RES_1<br>7 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 2 | 3 | 5 | 39 |
| RES_1<br>8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| RES_1<br>9 | 4 | 5 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 42 |
| RES_2<br>0 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 46 |
| RES_2<br>1 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 43 |
| RES_2<br>2 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 37 |
| RES_2<br>3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 44 |
| RES_2<br>4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 36 |
| RES_2<br>5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| RES_2<br>6 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| RES_2<br>7 | 4 | 5 | 5 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 45 |

|            |   |   |   |   |   |   |   |   |   |   |    |
|------------|---|---|---|---|---|---|---|---|---|---|----|
| RES_2<br>8 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| RES_2<br>9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| RES_3<br>0 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 45 |
| RES_3<br>1 | 5 | 5 | 4 | 2 | 5 | 3 | 2 | 5 | 1 | 1 | 33 |
| RES_3<br>2 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 3 | 3 | 39 |
| RES_3<br>3 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 45 |
| RES_3<br>4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 43 |
| RES_3<br>5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| RES_3<br>6 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 42 |
| RES_3<br>7 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| RES_3<br>8 | 5 | 4 | 3 | 2 | 1 | 5 | 4 | 4 | 5 | 4 | 37 |
| RES_3<br>9 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 3 | 3 | 43 |
| RES_4<br>0 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 43 |
| RES_4<br>1 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| RES_4<br>2 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 2 | 4 | 3 | 38 |
| RES_4<br>3 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 39 |
| RES_4<br>4 | 5 | 5 | 4 | 5 | 2 | 4 | 2 | 2 | 4 | 5 | 38 |



|            |   |   |   |   |   |   |   |   |   |   |    |    |
|------------|---|---|---|---|---|---|---|---|---|---|----|----|
| RES_6<br>2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |    |
| RES_6<br>3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4  | 38 |
| RES_6<br>4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4  | 39 |
| RES_6<br>5 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 3  | 34 |
| RES_6<br>6 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4  | 45 |
| RES_6<br>7 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 4  | 44 |
| RES_6<br>8 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4  | 46 |
| RES_6<br>9 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 5  | 47 |
| RES_7<br>0 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 2 | 3 | 4 | 4  | 33 |
| RES_7<br>1 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5  | 45 |
| RES_7<br>2 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 4 | 4  | 34 |
| RES_7<br>3 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4  | 44 |
| RES_7<br>4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 41 |
| RES_7<br>5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3  | 30 |
| RES_7<br>6 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4  | 45 |
| RES_7<br>7 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5  | 50 |
| RES_7<br>8 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 4  | 43 |



|            |   |   |   |   |   |   |   |   |   |   |    |
|------------|---|---|---|---|---|---|---|---|---|---|----|
| RES_7<br>9 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| RES_8<br>0 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 48 |
| RES_8<br>1 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 2 | 3 | 4 | 35 |
| RES_8<br>2 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| RES_8<br>3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 3 | 3 | 37 |
| RES_8<br>4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 2 | 4 | 4 | 41 |
| RES_8<br>5 | 5 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 2 | 35 |
| RES_8<br>6 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| RES_8<br>7 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 44 |
| RES_8<br>8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| RES_8<br>9 | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 4 | 1 | 1 | 31 |
| RES_9<br>0 | 4 | 4 | 3 | 4 | 2 | 4 | 4 | 5 | 2 | 4 | 36 |
| RES_9<br>1 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 39 |
| RES_9<br>2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| RES_9<br>3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| RES_9<br>4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| RES_9<br>5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 2 | 2 | 2 | 37 |

|             |   |   |   |   |   |   |   |   |   |   |    |
|-------------|---|---|---|---|---|---|---|---|---|---|----|
| RES_9<br>6  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 39 |
| RES_9<br>7  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| RES_9<br>8  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| RES_9<br>9  | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 44 |
| RES_1<br>00 | 5 | 5 | 3 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 43 |
| RES_1<br>01 | 3 | 5 | 3 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 41 |
| RES_1<br>02 | 5 | 3 | 3 | 5 | 3 | 4 | 4 | 5 | 3 | 5 | 40 |
| RES_1<br>03 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| RES_1<br>04 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 5 | 5 | 38 |
| RES_1<br>05 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 37 |
| RES_1<br>06 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 38 |
| RES_1<br>07 | 3 | 4 | 3 | 3 | 5 | 2 | 4 | 5 | 5 | 4 | 38 |
| RES_1<br>08 | 2 | 3 | 2 | 2 | 5 | 5 | 4 | 5 | 5 | 4 | 37 |
| RES_1<br>09 | 2 | 3 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 37 |
| RES_1<br>10 | 2 | 3 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 36 |
| RES_1<br>11 | 3 | 3 | 3 | 2 | 4 | 4 | 5 | 4 | 4 | 5 | 37 |
| RES_1<br>12 | 4 | 4 | 3 | 1 | 2 | 4 | 3 | 4 | 4 | 3 | 32 |

Word of Mouth

| No res | x3.1.1 | x3.1.2 | x3.2.1 | x3.2.2 | x3.3.1 | x3.3.2 | total |
|--------|--------|--------|--------|--------|--------|--------|-------|
| Res_1  | 4      | 5      | 5      | 4      | 5      | 5      | 28    |
| Res_2  | 4      | 4      | 4      | 4      | 4      | 3      | 51    |
| Res_3  | 4      | 4      | 4      | 4      | 4      | 3      | 46    |
| Res_4  | 5      | 4      | 4      | 4      | 3      | 5      | 48    |
| Res_5  | 5      | 4      | 4      | 4      | 4      | 4      | 50    |
| Res_6  | 4      | 4      | 4      | 4      | 4      | 4      | 49    |
| Res_7  | 4      | 4      | 4      | 4      | 4      | 2      | 46    |
| Res_8  | 4      | 4      | 4      | 4      | 4      | 4      | 46    |
| Res_9  | 5      | 5      | 5      | 5      | 5      | 4      | 53    |
| Res_10 | 5      | 5      | 5      | 5      | 5      | 5      | 59    |
| Res_11 | 5      | 5      | 5      | 5      | 4      | 4      | 58    |
| Res_12 | 5      | 5      | 4      | 3      | 4      | 1      | 50    |
| Res_13 | 4      | 4      | 4      | 4      | 4      | 4      | 46    |
| Res_14 | 4      | 4      | 4      | 4      | 4      | 4      | 48    |
| Res_15 | 4      | 5      | 5      | 4      | 4      | 4      | 50    |
| Res_16 | 4      | 4      | 5      | 5      | 5      | 4      | 53    |
| Res_17 | 4      | 4      | 5      | 5      | 5      | 3      | 53    |
| Res_18 | 4      | 4      | 4      | 3      | 4      | 4      | 49    |
| Res_19 | 4      | 4      | 3      | 5      | 4      | 2      | 45    |
| Res_20 | 3      | 3      | 5      | 4      | 4      | 4      | 45    |
| Res_21 | 4      | 5      | 5      | 5      | 3      | 4      | 49    |
| Res_22 | 3      | 3      | 4      | 4      | 4      | 4      | 48    |
| Res_23 | 4      | 4      | 5      | 4      | 4      | 4      | 47    |
| Res_24 | 3      | 4      | 3      | 3      | 4      | 4      | 46    |

|        |   |   |   |   |   |   |    |
|--------|---|---|---|---|---|---|----|
| Res_25 | 5 | 5 | 5 | 5 | 5 | 4 | 50 |
| Res_26 | 5 | 4 | 4 | 4 | 4 | 4 | 54 |
| Res_27 | 5 | 4 | 5 | 4 | 4 | 4 | 51 |
| Res_28 | 5 | 4 | 4 | 4 | 4 | 5 | 52 |
| Res_29 | 4 | 4 | 4 | 4 | 4 | 4 | 50 |
| Res_30 | 4 | 5 | 4 | 5 | 4 | 5 | 51 |
| Res_31 | 4 | 2 | 4 | 3 | 5 | 3 | 48 |
| Res_32 | 4 | 4 | 4 | 3 | 4 | 2 | 42 |
| Res_33 | 4 | 5 | 5 | 5 | 5 | 5 | 50 |
| Res_34 | 5 | 4 | 5 | 5 | 5 | 3 | 56 |
| Res_35 | 4 | 4 | 5 | 4 | 4 | 3 | 51 |
| Res_36 | 5 | 4 | 4 | 4 | 4 | 4 | 49 |
| Res_37 | 4 | 4 | 4 | 4 | 4 | 4 | 49 |
| Res_38 | 4 | 2 | 4 | 3 | 3 | 5 | 45 |
| Res_39 | 5 | 5 | 4 | 3 | 4 | 3 | 45 |
| Res_40 | 4 | 5 | 4 | 4 | 4 | 4 | 49 |
| Res_41 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| Res_42 | 2 | 3 | 5 | 4 | 4 | 4 | 52 |
| Res_43 | 4 | 4 | 4 | 3 | 4 | 2 | 43 |
| Res_44 | 5 | 5 | 4 | 4 | 4 | 5 | 48 |
| Res_45 | 3 | 4 | 4 | 4 | 4 | 3 | 49 |
| Res_46 | 4 | 3 | 4 | 3 | 4 | 2 | 42 |
| Res_47 | 4 | 4 | 5 | 4 | 5 | 5 | 47 |
| Res_48 | 3 | 3 | 3 | 3 | 3 | 3 | 45 |
| Res_49 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| Res_50 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Res_51 | 5 | 4 | 5 | 5 | 4 | 4 | 51 |
| Res_52 | 2 | 1 | 2 | 2 | 3 | 2 | 39 |

|        |   |   |   |   |   |   |    |
|--------|---|---|---|---|---|---|----|
| Res_53 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| Res_54 | 5 | 5 | 5 | 5 | 5 | 5 | 54 |
| Res_55 | 4 | 4 | 5 | 4 | 4 | 3 | 54 |
| Res_56 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Res_57 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Res_58 | 3 | 3 | 3 | 3 | 4 | 4 | 44 |
| Res_59 | 3 | 4 | 4 | 3 | 4 | 4 | 42 |
| Res_60 | 4 | 4 | 5 | 4 | 4 | 4 | 47 |
| Res_61 | 4 | 4 | 4 | 4 | 4 | 4 | 49 |
| Res_62 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Res_63 | 4 | 4 | 4 | 3 | 4 | 3 | 46 |
| Res_64 | 4 | 4 | 4 | 3 | 4 | 3 | 44 |
| Res_65 | 4 | 3 | 4 | 4 | 4 | 2 | 43 |
| Res_66 | 5 | 4 | 4 | 5 | 5 | 4 | 48 |
| Res_67 | 5 | 5 | 4 | 5 | 4 | 3 | 53 |
| Res_68 | 4 | 5 | 5 | 5 | 5 | 5 | 55 |
| Res_69 | 5 | 5 | 5 | 5 | 5 | 5 | 59 |
| Res_70 | 4 | 4 | 3 | 3 | 4 | 2 | 50 |
| Res_71 | 4 | 5 | 5 | 4 | 4 | 4 | 46 |
| Res_72 | 3 | 3 | 4 | 3 | 3 | 2 | 44 |
| Res_73 | 4 | 4 | 4 | 4 | 4 | 3 | 41 |
| Res_74 | 4 | 4 | 4 | 4 | 4 | 4 | 47 |
| Res_75 | 3 | 3 | 3 | 3 | 3 | 3 | 42 |
| Res_76 | 5 | 5 | 5 | 4 | 4 | 5 | 46 |
| Res_77 | 5 | 5 | 5 | 5 | 5 | 5 | 58 |
| Res_78 | 4 | 4 | 4 | 4 | 4 | 4 | 54 |
| Res_79 | 5 | 5 | 5 | 5 | 5 | 5 | 54 |
| Res_80 | 4 | 4 | 4 | 4 | 4 | 4 | 54 |

|         |   |   |   |   |   |   |    |
|---------|---|---|---|---|---|---|----|
| Res_81  | 3 | 4 | 4 | 3 | 4 | 2 | 44 |
| Res_82  | 5 | 4 | 4 | 4 | 4 | 4 | 45 |
| Res_83  | 3 | 3 | 4 | 3 | 4 | 4 | 46 |
| Res_84  | 5 | 5 | 5 | 4 | 4 | 5 | 49 |
| Res_85  | 4 | 2 | 4 | 5 | 3 | 2 | 48 |
| Res_86  | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| Res_87  | 4 | 5 | 4 | 5 | 5 | 4 | 57 |
| Res_88  | 4 | 4 | 4 | 4 | 4 | 4 | 51 |
| Res_89  | 5 | 4 | 5 | 4 | 4 | 3 | 49 |
| Res_90  | 4 | 4 | 4 | 3 | 3 | 2 | 45 |
| Res_91  | 4 | 4 | 4 | 3 | 4 | 3 | 42 |
| Res_92  | 4 | 4 | 4 | 4 | 4 | 4 | 46 |
| Res_93  | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Res_94  | 4 | 4 | 5 | 5 | 5 | 4 | 51 |
| Res_95  | 3 | 3 | 4 | 4 | 2 | 2 | 45 |
| Res_96  | 4 | 4 | 4 | 4 | 4 | 3 | 41 |
| Res_97  | 4 | 4 | 4 | 4 | 4 | 4 | 47 |
| Res_98  | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| Res_99  | 5 | 4 | 5 | 5 | 5 | 4 | 52 |
| Res_100 | 5 | 4 | 5 | 4 | 5 | 5 | 56 |
| Res_101 | 4 | 5 | 4 | 4 | 4 | 5 | 54 |
| Res_102 | 4 | 5 | 4 | 3 | 3 | 5 | 50 |
| Res_103 | 4 | 5 | 4 | 5 | 5 | 5 | 52 |
| Res_104 | 3 | 3 | 4 | 3 | 4 | 3 | 48 |
| Res_105 | 3 | 4 | 3 | 5 | 4 | 3 | 42 |
| Res_106 | 5 | 4 | 3 | 4 | 4 | 5 | 47 |
| Res_107 | 5 | 4 | 5 | 4 | 5 | 5 | 53 |
| Res_108 | 4 | 4 | 5 | 5 | 5 | 5 | 56 |
| Res_109 | 4 | 3 | 5 | 4 | 3 | 5 | 52 |
| Res_110 | 4 | 3 | 2 | 5 | 3 | 4 | 45 |

|         |   |   |   |   |   |   |    |
|---------|---|---|---|---|---|---|----|
| Res_111 | 3 | 3 | 2 | 4 | 3 | 4 | 40 |
| Res_112 | 2 | 4 | 4 | 4 | 4 | 4 | 41 |

## Repurchase Intention

| NO RES | X4.1.1 | X4.1.2 | X4.2.1 | X4.2.2 | X4.3.1 | X4.3.2 | X4.4.1 | X4.4.2 | total |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|
| RES_1  | 5      | 5      | 4      | 5      | 4      | 5      | 5      | 4      | 37    |
| RES_2  | 3      | 4      | 5      | 4      | 4      | 2      | 2      | 4      | 28    |
| RES_3  | 4      | 4      | 4      | 4      | 4      | 4      | 4      | 4      | 32    |
| RES_4  | 4      | 2      | 3      | 5      | 4      | 4      | 5      | 3      | 30    |
| RES_5  | 4      | 2      | 2      | 2      | 4      | 4      | 4      | 4      | 26    |
| RES_6  | 4      | 4      | 4      | 4      | 4      | 4      | 4      | 4      | 32    |
| RES_7  | 3      | 4      | 4      | 4      | 4      | 4      | 4      | 4      | 31    |
| RES_8  | 4      | 4      | 4      | 4      | 3      | 4      | 4      | 3      | 30    |
| RES_9  | 4      | 5      | 5      | 4      | 4      | 5      | 4      | 4      | 35    |
| RES_10 | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 40    |
| RES_11 | 2      | 4      | 4      | 4      | 4      | 4      | 4      | 4      | 30    |
| RES_12 | 2      | 4      | 4      | 4      | 4      | 4      | 2      | 5      | 29    |
| RES_13 | 4      | 4      | 4      | 4      | 4      | 4      | 4      | 4      | 32    |
| RES_14 | 4      | 4      | 4      | 4      | 4      | 4      | 4      | 4      | 32    |
| RES_15 | 4      | 4      | 3      | 3      | 4      | 4      | 3      | 3      | 28    |
| RES_16 | 5      | 5      | 4      | 5      | 4      | 5      | 5      | 4      | 37    |
| RES_17 | 4      | 5      | 4      | 4      | 4      | 4      | 4      | 4      | 33    |
| RES_18 | 4      | 4      | 4      | 4      | 4      | 4      | 4      | 4      | 32    |
| RES_19 | 4      | 4      | 5      | 4      | 4      | 5      | 5      | 5      | 36    |
| RES_20 | 5      | 4      | 4      | 5      | 5      | 4      | 4      | 5      | 36    |
| RES_21 | 5      | 4      | 5      | 5      | 4      | 5      | 4      | 5      | 37    |
| RES_22 | 4      | 3      | 4      | 3      | 4      | 4      | 4      | 4      | 30    |
| RES_23 | 4      | 4      | 4      | 4      | 4      | 5      | 4      | 4      | 33    |

|        |   |   |   |   |   |   |   |   |    |
|--------|---|---|---|---|---|---|---|---|----|
| RES_24 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 30 |
| RES_25 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 39 |
| RES_26 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 34 |
| RES_27 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| RES_28 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| RES_29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| RES_30 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
| RES_31 | 2 | 5 | 4 | 3 | 2 | 3 | 5 | 1 | 25 |
| RES_32 | 2 | 3 | 4 | 3 | 5 | 4 | 4 | 4 | 29 |
| RES_33 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 37 |
| RES_34 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 37 |
| RES_35 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 |
| RES_36 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 34 |
| RES_37 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| RES_38 | 5 | 4 | 5 | 1 | 3 | 4 | 5 | 4 | 31 |
| RES_39 | 3 | 4 | 4 | 5 | 2 | 3 | 4 | 3 | 28 |
| RES_40 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| RES_41 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| RES_42 | 4 | 3 | 5 | 5 | 3 | 4 | 4 | 5 | 33 |
| RES_43 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 34 |
| RES_44 | 3 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 33 |
| RES_45 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 30 |
| RES_46 | 2 | 4 | 4 | 4 | 2 | 4 | 4 | 2 | 26 |
| RES_47 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 35 |
| RES_48 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| RES_49 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| RES_50 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| RES_51 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 34 |





|         |   |   |   |   |   |   |   |   |    |
|---------|---|---|---|---|---|---|---|---|----|
| RES_80  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| RES_81  | 2 | 4 | 3 | 3 | 2 | 2 | 2 | 3 | 21 |
| RES_82  | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| RES_83  | 4 | 4 | 3 | 4 | 2 | 2 | 2 | 4 | 25 |
| RES_84  | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 31 |
| RES_85  | 3 | 3 | 4 | 4 | 5 | 4 | 2 | 5 | 30 |
| RES_86  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| RES_87  | 5 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 30 |
| RES_88  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| RES_89  | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 34 |
| RES_90  | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 33 |
| RES_91  | 2 | 4 | 4 | 4 | 2 | 2 | 2 | 4 | 24 |
| RES_92  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| RES_93  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| RES_94  | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 34 |
| RES_95  | 2 | 5 | 4 | 4 | 5 | 5 | 4 | 2 | 31 |
| RES_96  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| RES_97  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| RES_98  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| RES_99  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| RES_100 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 3 | 33 |
| RES_101 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 34 |
| RES_102 | 4 | 5 | 4 | 2 | 5 | 4 | 4 | 5 | 33 |
| RES_103 | 4 | 2 | 4 | 4 | 5 | 5 | 4 | 4 | 32 |
| RES_104 | 3 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 32 |
| RES_105 | 3 | 1 | 5 | 3 | 4 | 3 | 4 | 5 | 28 |
| RES_106 | 4 | 4 | 2 | 3 | 4 | 4 | 4 | 3 | 28 |
| RES_107 | 4 | 2 | 2 | 4 | 3 | 3 | 3 | 3 | 24 |
| RES_108 | 5 | 3 | 3 | 4 | 3 | 2 | 5 | 4 | 29 |

|         |   |   |   |   |   |   |   |   |    |
|---------|---|---|---|---|---|---|---|---|----|
| RES_109 | 5 | 3 | 3 | 4 | 5 | 4 | 3 | 4 | 31 |
| RES_110 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 35 |
| RES_111 | 4 | 4 | 3 | 4 | 3 | 4 | 2 | 5 | 29 |
| RES_112 | 3 | 4 | 5 | 5 | 2 | 4 | 4 | 5 | 32 |

## Lampiran 7 : Rekapitulasi Data

| <b>Rekapitulasi Data Penelitian Variabel X dan Y</b> |           |           |           |          |
|--|-----------|-----------|-----------|----------|
| <b>RESPONDEN</b>                                     | <b>X1</b> | <b>X2</b> | <b>X3</b> | <b>Y</b> |
| RES_1  | 36        | 47        | 28        | 37       |
| RES_2  | 34        | 40        | 51        | 28       |
| RES_3  | 33        | 39        | 46        | 32       |
| RES_4  | 36        | 44        | 48        | 30       |
| RES_5  | 28        | 35        | 50        | 26       |
| RES_6  | 32        | 40        | 49        | 32       |
| RES_7  | 31        | 38        | 46        | 31       |
| RES_8  | 32        | 40        | 46        | 30       |
| RES_9  | 38        | 44        | 53        | 35       |
| RES_10   | 40        | 50        | 59        | 40       |
| RES_11   | 34        | 44        | 58        | 30       |
| RES_12   | 33        | 39        | 50        | 29       |
| RES_13   | 32        | 40        | 46        | 32       |
| RES_14   | 32        | 40        | 48        | 32       |

|        |    |    |    |    |
|--------|----|----|----|----|
| RES_15 | 35 | 44 | 50 | 28 |
| RES_16 | 34 | 44 | 53 | 37 |
| RES_17 | 32 | 39 | 53 | 33 |
| RES_18 | 32 | 40 | 49 | 32 |
| RES_19 | 37 | 42 | 45 | 36 |
| RES_20 | 36 | 46 | 45 | 36 |
| RES_21 | 37 | 43 | 49 | 37 |
| RES_22 | 30 | 37 | 48 | 30 |
| RES_23 | 32 | 44 | 47 | 33 |
| RES_24 | 29 | 36 | 46 | 30 |
| RES_25 | 40 | 49 | 50 | 39 |
| RES_26 | 34 | 44 | 54 | 34 |
| RES_27 | 35 | 45 | 51 | 38 |
| RES_28 | 38 | 49 | 52 | 40 |
| RES_29 | 32 | 40 | 50 | 32 |
| RES_30 | 30 | 45 | 51 | 36 |
| RES_31 | 37 | 33 | 48 | 25 |
| RES_32 | 35 | 39 | 42 | 29 |
| RES_33 | 35 | 45 | 50 | 37 |

|        |    |    |    |    |
|--------|----|----|----|----|
| RES_34 | 35 | 43 | 56 | 37 |
| RES_35 | 32 | 39 | 51 | 33 |
| RES_36 | 32 | 42 | 49 | 34 |
| RES_37 | 33 | 43 | 49 | 32 |
| RES_38 | 28 | 37 | 45 | 31 |
| RES_39 | 34 | 43 | 45 | 28 |
| RES_40 | 33 | 43 | 49 | 33 |
| RES_41 | 36 | 49 | 55 | 40 |
| RES_42 | 31 | 38 | 52 | 33 |
| RES_43 | 34 | 39 | 43 | 34 |
| RES_44 | 35 | 38 | 48 | 33 |
| RES_45 | 32 | 39 | 49 | 30 |
| RES_46 | 29 | 34 | 42 | 26 |
| RES_47 | 34 | 43 | 47 | 35 |
| RES_48 | 25 | 32 | 45 | 24 |
| RES_49 | 33 | 42 | 42 | 31 |
| RES_50 | 31 | 40 | 48 | 32 |
| RES_51 | 38 | 43 | 51 | 34 |
| RES_52 | 20 | 25 | 39 | 13 |
| RES_53 | 31 | 40 | 36 | 32 |

|        |    |    |    |    |
|--------|----|----|----|----|
| RES_54 | 40 | 47 | 54 | 40 |
| RES_55 | 33 | 35 | 54 | 32 |
| RES_56 | 32 | 40 | 48 | 32 |
| RES_57 | 32 | 40 | 48 | 32 |
| RES_58 | 32 | 40 | 44 | 32 |
| RES_59 | 33 | 33 | 42 | 29 |
| RES_60 | 34 | 42 | 47 | 32 |
| RES_61 | 32 | 40 | 49 | 32 |
| RES_62 | 33 | 40 | 48 | 32 |
| RES_63 | 32 | 38 | 46 | 32 |
| RES_64 | 32 | 39 | 44 | 29 |
| RES_65 | 29 | 34 | 43 | 29 |
| RES_66 | 36 | 45 | 48 | 36 |
| RES_67 | 36 | 44 | 53 | 39 |
| RES_68 | 35 | 46 | 55 | 32 |
| RES_69 | 39 | 47 | 59 | 36 |
| RES_70 | 32 | 33 | 50 | 26 |
| RES_71 | 33 | 45 | 46 | 35 |
| RES_72 | 27 | 34 | 44 | 28 |
| RES_73 | 33 | 44 | 41 | 32 |

|        |    |    |    |    |
|--------|----|----|----|----|
| RES_74 | 33 | 41 | 47 | 32 |
| RES_75 | 28 | 30 | 42 | 24 |
| RES_76 | 34 | 45 | 46 | 34 |
| RES_77 | 40 | 50 | 58 | 40 |
| RES_78 | 35 | 43 | 54 | 29 |
| RES_79 | 36 | 50 | 54 | 40 |
| RES_80 | 36 | 48 | 54 | 40 |
| RES_81 | 32 | 35 | 44 | 21 |
| RES_82 | 32 | 42 | 45 | 31 |
| RES_83 | 31 | 37 | 46 | 25 |
| RES_84 | 38 | 41 | 49 | 31 |
| RES_85 | 30 | 35 | 48 | 30 |
| RES_86 | 40 | 50 | 50 | 40 |
| RES_87 | 36 | 44 | 57 | 30 |
| RES_88 | 32 | 40 | 51 | 32 |
| RES_89 | 27 | 31 | 49 | 34 |
| RES_90 | 31 | 36 | 45 | 33 |
| RES_91 | 32 | 39 | 42 | 24 |
| RES_92 | 32 | 40 | 46 | 32 |
| RES_93 | 33 | 40 | 48 | 32 |



|         |    |    |    |    |
|---------|----|----|----|----|
| RES_94  | 33 | 42 | 51 | 34 |
| RES_95  | 34 | 37 | 45 | 31 |
| RES_96  | 32 | 39 | 41 | 32 |
| RES_97  | 30 | 40 | 47 | 32 |
| RES_98  | 32 | 40 | 48 | 32 |
| RES_99  | 36 | 44 | 52 | 32 |
| RES_100 | 31 | 43 | 56 | 33 |
| RES_101 | 32 | 41 | 54 | 34 |
| RES_102 | 32 | 40 | 50 | 33 |
| RES_103 | 34 | 41 | 52 | 32 |
| RES_104 | 36 | 38 | 48 | 32 |
| RES_105 | 37 | 37 | 42 | 28 |
| RES_106 | 33 | 38 | 47 | 28 |
| RES_107 | 32 | 38 | 53 | 24 |
| RES_108 | 35 | 37 | 56 | 29 |
| RES_109 | 32 | 37 | 52 | 31 |
| RES_110 | 30 | 36 | 45 | 35 |
| RES_111 | 31 | 37 | 40 | 29 |
| RES_112 | 32 | 32 | 41 | 32 |

Sumber : Data Diolah (2022)









## Hasil Uji Validitas

### 1. Variabel Perceived Value

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,748             | 9          |

### 2. Variabel Customer Experience

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,748             | 11         |

### 3. Variabel Word of Mouth

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,778             | 7          |

#### 4. Variabel Repurchase Intention

##### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,769             | 9          |

##### Hasil Uji Asumsi Klasik

###### 1. Uji Normalitas

##### One-Sample Kolmogorov-Smirnov Test

|                                  |                | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N                                |                | 112                     |
| Normal Parameters <sup>a,b</sup> | Mean           | ,0000000                |
|                                  | Std. Deviation | 2,97310814              |
| Most Extreme Differences         | Absolute       | ,072                    |
|                                  | Positive       | ,038                    |
|                                  | Negative       | -,072                   |
| Test Statistic                   |                | ,072                    |
| Asymp. Sig. (2-tailed)           |                | ,200 <sup>c,d</sup>     |

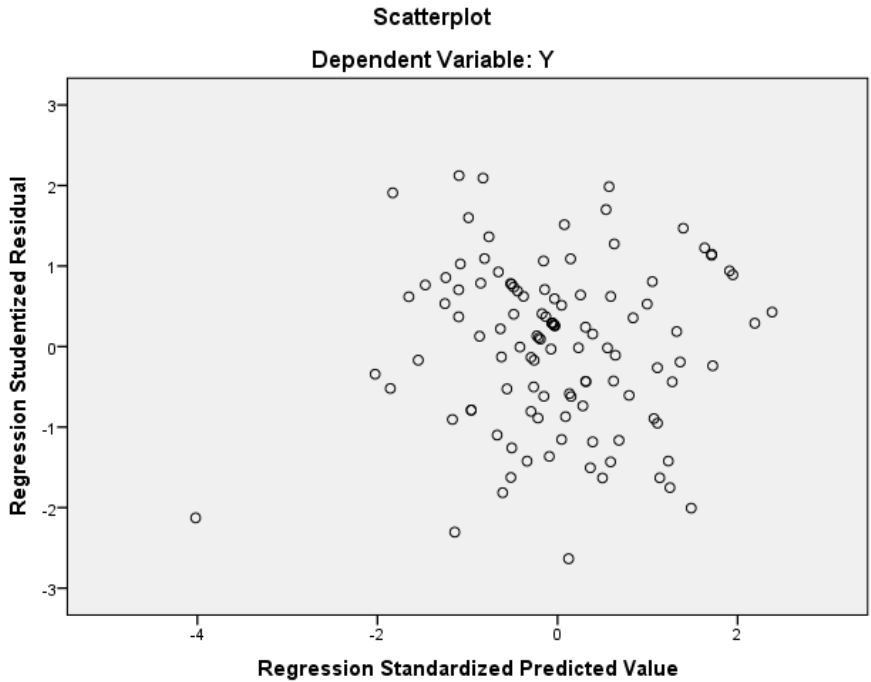
a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

## 2. Uji Heterokedastisitas



## 3. Uji Multikolineritas

| Coefficients <sup>a</sup> |            |                             |            |                           |       |      |                         |       |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| Model                     |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|                           |            | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1                         | (Constant) | 2,306                       | 2,851      |                           | ,809  | ,420 |                         |       |
|                           | X1         | ,340                        | ,119       | ,265                      | 2,858 | ,005 | ,514                    | 1,945 |
|                           | X2         | ,245                        | ,097       | ,271                      | 2,533 | ,013 | ,385                    | 2,599 |
|                           | X3         | ,353                        | ,115       | ,290                      | 3,065 | ,003 | ,493                    | 2,029 |

a. Dependent Variable: Y



4. Uji Autokorelasi

| Model Summary <sup>b</sup> |                   |          |                   |                            |                   |          |     |     |               |               |
|----------------------------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|---------------|
| Model                      | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics |          |     |     |               | Durbin-Watson |
|                            |                   |          |                   |                            | R Square Change   | F Change | df1 | df2 | Sig. F Change |               |
| 1                          | ,724 <sup>a</sup> | ,524     | ,511              | 3,01412                    | ,524              | 39,599   | 3   | 108 | ,000          | 1,765         |

a. Predictors: (Constant), X3, X1, X2  
b. Dependent Variable: Y

5. Analisis Regresi Linier Berganda

| Coefficients <sup>a</sup> |            |                             |            |                           |
|---------------------------|------------|-----------------------------|------------|---------------------------|
| Model                     |            | Unstandardized Coefficients |            | Standardized Coefficients |
|                           |            | B                           | Std. Error | Beta                      |
| 1                         | (Constant) | 2,306                       | 2,851      |                           |
|                           | X1         | ,340                        | ,119       | ,265                      |
|                           | X2         | ,245                        | ,097       | ,271                      |
|                           | X3         | ,353                        | ,115       | ,290                      |

a. Dependent Variable: Y

6. Koefisien determinan R<sup>2</sup>

| Model | R                 | R Square | Adjusted R Square |
|-------|-------------------|----------|-------------------|
| 1     | ,724 <sup>a</sup> | ,524     | ,511              |

a. Predictors: (Constant), X3, X1, X2  
b. Dependent Variable: Y

7. Uji t

| t     | Sig. |
|-------|------|
| ,809  | ,420 |
| 2,858 | ,005 |
| 2,533 | ,013 |
| 3,065 | ,003 |

## 8. Uji f

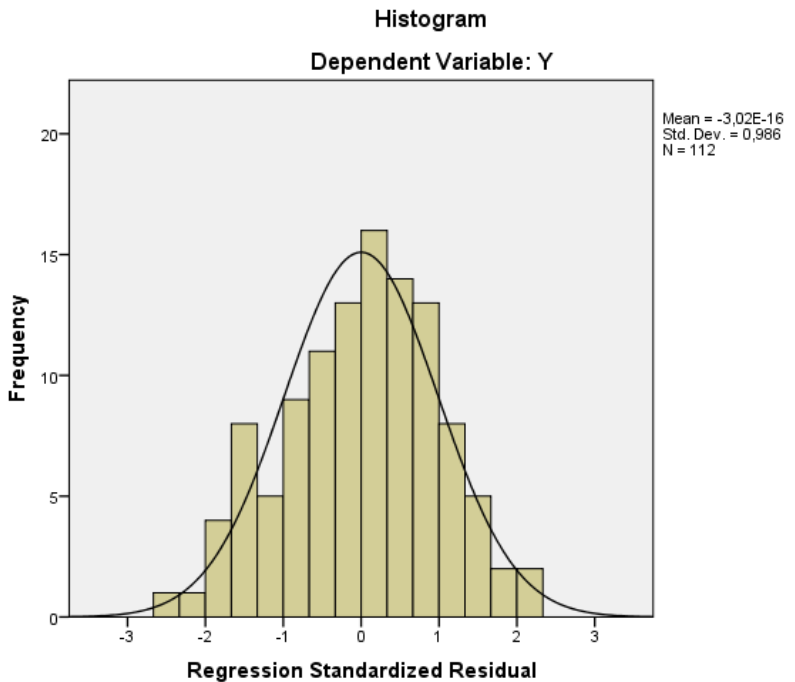
**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 1079,258       | 3   | 359,753     | 39,599 | ,000 <sup>b</sup> |
|       | Residual   | 981,170        | 108 | 9,085       |        |                   |
|       | Total      | 2060,429       | 111 |             |        |                   |

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

## 9. Histogram Dan PLOT



### Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Y

