

LAMPIRAN

Lampiran – 1

Lembar Kuisisioner

12/29/21, 11:48 PM

KUISIONER SURVEY WORD OF MOUTH MEMBER SMART GYM MALANG

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Sebelumnya saya mengucapkan terimakasih atas keluagan waktu yang Bapak/Ibu berikan untuk mengisi kuisisioner ini. pada saat ini saya atas nama Richard Hosea S. Akan menyelesaikan skripsi pada program studi Management Konsentrasi Pemasaran di STIE Malangkucecwara (ABM) malang.

Skripsi tersebut tentang "PENGARUH EXPERIENTIAL MARKETING TERHADAP WORD OF MOUTH (WOM) DENGAN KEPUASAN PELANGGAN SEBAGAI MEDIASI" (studi kasus pada Smart GYM Malang)

Demikian pengantar bantuan untuk mengisi kuisisioner. Saya memohon maaf sebesar-besarnya telah menyita waktu saudara untuk meluangkan waktu mengisi kuisisioner saya dan atas partisipasi saudara saya ucapkan terimakasih sebesar-besarnya

* Required

IDENTITAS RESPONDEN

Petunjuk Bapak/Ibu/Saudara/i cukup memilih pada kolom yang sesuai dengan data diri masing-masing dengan memberi tanda (✓) pada kolom yang sesuai dengan data diri saudara/i

1. Nama : *

2. Jenis Kelamin *

Check all that apply.

- Laki-laki
 Perempuan

3. Usia *

4. Pendidikan Terakhir *

Check all that apply.

- SD/Sederajat
 SMP/Sederajat
 SMA/Sederajat
 S1
 S2

Other: _____

5. Lama Menjadi Member *

Check all that apply.

- ≥ 1Bulan
 2 Bulan
 3 Bulan
 ≤ 4 Bulan

6. Alamat Domisili *

Skip to question 7

Tanggapan
Responden

Petunjuk Pengisian

A. Mohon pilih yang saudara/i anggap paling tepat mencerminkan persepsi saudara/i. tidak ada jawaban benar atau salah untuk jawaban yang saudara/i berikan.

B. Adapun pilihan dari jawaban atas pernyataan tersebut yang adalah sebagai berikut:

- 1) Untuk Jawaban Sangat Tidak Setuju (STS)
- 2) Untuk Jawaban Tidak Setuju (TS)
- 3) Untuk Jawaban Cukup Setuju (CS)
- 4) Untuk Jawaban Setuju (S)
- 5) Untuk Jawaban Sangat Setuju (SS)

7. 1. Peralatan gym tertata rapi sehingga membuat saya nyaman *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

8. 2. Kebersihan area olahraga selalu terjaga *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

9. 3. Terdapat trainer yang bisa mengajarkan penggunaan alat gym dengan benar *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

10. 4. Karyawan membantu para member dengan ramah / humble *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

11. 5. Karyawan perhatian dengan cara memberikan masukan kepada member dalam berolahraga *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

12. 6. Karyawan memperlakukan member dengan istimewa membuat lebih bersemangat berolahraga *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

13. 7. Peralatan gym sangat bervariasi sehingga saya harus berfikir untuk menggunakan alat mana terlebih dahulu untuk digunakan *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

14. 8. Penawaran promo yang bervariasi membuat saya berfikir untuk mencoba layanan dengan promo tersebut *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

15. 9. Adanya kelas olahraga yang bervariasi (Zumba, Muaythai, Aerobic, Yoga) membuat saya berfikir untuk mencoba olahraga selain gym *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

16. 10. Peralatan gym yang mudah digunakan membuat member terbiasa dengan berolahraga gym *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

17. 11. Banyaknya kelas olahraga membuat member tidak bosan berolahraga *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

18. 12. Area olahraga yang bersih dan sehat memotivasi member untuk menerapkan hidup sehat *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

19. 13. Peralatan olahraga yang mudah digunakan memotivasi member untuk rajin berolahraga *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

20. 14. Dengan sering berolahraga dan berlatih dapat membentuk postur tubuh yang ideal sehingga dapat lebih dihargai di masyarakat. *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

21. 15. Area gym yang bersih dan sehat, mendorong saya untuk berolahraga di masa pandemi, guna menambah imunitas tubuh *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

22. 16. Saya akan menceritakan kelebihan Smart Gym Malang *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

23. 17. Saya akan menceritakan pengalaman menyenangkan yang terdapat di Smart Gym Malang *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

24. 18.Saya akan membuat story atau memosting dimedia sosial saat berolahraga di Smart Gym Malang *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

25. 19. Saya akan mempengaruhi orang lain agar percaya bahwa Smart Gym Malang memiliki pelayanan yang sangat baik *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

26. 20. Saya sangat senang sekali untuk mengajak orang lain untuk menjadi member Smart Gym Malang *

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

27. 21. Tempat dan fasilitas yang di sediakan Smart GYM Malang sangat memuaskan bahkan melebihi harapan saya *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

28. 22. Pelayanan yang diberikan Smart GYM Malang sesuai harapan saya bahkan melebihi harapan saya *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

29. 23. Saya sangat antusias untuk berkunjung kembali ke Smart GYM Malang *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

30. 24.Saya puas dengan pelayanan Smart Gym maka saya akan menyarankan kepada orang lain. *

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Tabulasi Data

No	Nama :	Jenis Kelamin	Usia	Pendidikan Terakhir	Lama Menjadi Member	Alamat Domisili
1	Nathaniel David Sion	Laki-laki	23	S1	3 Bulan	Jl.smangka no 5 malang
2	Shafira Febriani	Perempuan	21	SMA/Sederajat	≥ 1Bulan	Malang
3	Richardo Steven	Laki-laki	21	S1	≥ 1Bulan	Malang
4	Fiqih Damarjati	Laki-laki	24	S1	≤ 4 Bulan	Sawojajar
5	Revan	Laki-laki	22	SMA/Sederajat	2 Bulan	Dinoyo
6	Anggi	Perempuan	22	SMA/Sederajat	2 Bulan	Blimbing
7	Hendra	Laki-laki	25	S1	2 Bulan	Blimbing
8	Felicya	Perempuan	26	S1	3 Bulan	Tidar
9	Jojo	Laki-laki	25	S1	3 Bulan	Tidar
10	Santi	Perempuan	23	S1	2 Bulan	Malang
11	Rifqi A	Laki-laki	24	SMA/Sederajat	3 Bulan	Malang
12	Susanti	Perempuan	24	S1	3 Bulan	Malang
13	Bayu W	Laki-laki	25	SMA/Sederajat	3 Bulan	Malang
14	Christian Jeannes	Laki-laki	19	SMA/Sederajat	2 Bulan	Banyuwangi
15	Nathan	Laki-laki	25	S1	3 Bulan	Malang
16	David	Laki-laki	28	SMA/Sederajat	≤ 4 Bulan	Malang
17	Christian	Laki-laki	26	S1	≥ 1Bulan	Malang
18	Helena Sudebyo	Perempuan	34	S1	≤ 4 Bulan	Malang
19	Sulistiowati	Perempuan	29	SMA/Sederajat	2 Bulan	Malang
20	Mariana	Perempuan	22	SMA/Sederajat	3 Bulan	Malang

21	Lukas	Laki-laki	20	SMA/Sederajat	≤ 4 Bulan	Malang
22	Yusup Kolose	Laki-laki	24	S1	≤ 4 Bulan	Malang
23	Yohanes	Laki-laki	22	SMA/Sederajat	2 Bulan	Malang
24	Dension	Laki-laki	23	SMA/Sederajat	3 Bulan	Malang
25	Tiffany	Perempuan	21	SMA/Sederajat	≥ 1Bulan	Malang
26	Lidyawati	Perempuan	32	S1	≤ 4 Bulan	Malang
27	Yori Abigail	Laki-laki	28	S1	3 Bulan	Malang
28	Simanjuntak Masao	Laki-laki	23	SMA/Sederajat	≤ 4 Bulan	Malang
29	Hosea Simanjorang	Laki-laki	21	SMA/Sederajat	≥ 1Bulan	Malang
30	Maryanti	Perempuan	27	S1	≤ 4 Bulan	Malang
31	Siti Khodijah	Perempuan	26	S1	3 Bulan	Malang
32	Titiek Aminah	Perempuan	30	SMA/Sederajat	≤ 4 Bulan	Malang
33	Danita Lena	Perempuan	25	S1	2 Bulan	Malang
34	Iris sella	Perempuan	33	SMA/Sederajat	2 Bulan	Malang
35	Bella	Perempuan	30	SMA/Sederajat	3 Bulan	Malang
36	Sulistio	Laki-laki	36	S1	3 Bulan, ≤ 4 Bulan	Malang
37	Surya	Laki-laki	22	SMA/Sederajat	≥ 1Bulan	Malang
38	Jesica caisarina	Perempuan	24	SMA/Sederajat	2 Bulan	Malang
39	Sumiati sarwedah	Perempuan	46	SMA/Sederajat	3 Bulan	Malang
40	Stepan	Laki-laki	31	SMA/Sederajat	2 Bulan	Sawojajar
41	Febri	Laki-laki	25	S1	3 Bulan	Malang

42	Hendra sibekti	Laki-laki	48	SMA/Sederajat	2 Bulan	Malang
43	Medy	Laki-laki	52	S1	≤ 4 Bulan	Malang
44	Lukas magelhes	Laki-laki	64	S1	≥ 1Bulan	Malang
45	Maria magelhes	Perempuan	21	SMA/Sederajat	≥ 1Bulan	Malang
46	Irwan magelhes	Laki-laki	33	S1	2 Bulan	Malang
47	Lena	Perempuan	55	SMP/Sederajat	2 Bulan	Malang
48	Stefany	Perempuan	48	SMA/Sederajat	≤ 4 Bulan	Malang
49	Hendrik tunru	Laki-laki	60	SMA/Sederajat	≥ 1Bulan	Malang
50	Mbok rani	Perempuan	56	SMP/Sederajat	2 Bulan	Malang
51	Sarwedah	Perempuan	50	SMA/Sederajat	≥ 1Bulan	Malang
52	Eklesia sugiarto	Perempuan	20	SMA/Sederajat	2 Bulan	Malang
53	David sion	Laki-laki	30	S1	≥ 1Bulan	Malang
54	TRI NUGROHOJATI	Laki-laki	17	SMA/Sederajat	≥ 1Bulan	Malang
55	Sidjono	Laki-laki	60	SMA/Sederajat	3 Bulan	Malang
56	Suhiarton	Laki-laki	40	SMA/Sederajat	2 Bulan	Malang
57	Venesia	Perempuan	22	SMA/Sederajat	≥ 1Bulan	Malang
58	Esmeralda sudebyo	Perempuan	22	SMA/Sederajat	≥ 1Bulan	Malang
59	Ezra	Laki-laki	33	S1	≥ 1Bulan	Malang
60	Rizki	Laki-laki	33	S1	2 Bulan	Malang
61	RIZAL RIZKI SUDEBYO	Laki-laki	28	SMA/Sederajat	≥ 1Bulan	Malang
62	Mulyadi sudebyo	Laki-laki	67	SMA/Sederajat	≥ 1Bulan	Malang
63	Jeje Eklesia	Perempuan	26	S1	3 Bulan	Malang
64	Helena tunrue	Perempuan	55	SMP/Sederajat	≥ 1Bulan	Malang

65	Filipus	Laki-laki	43	SMA/Sederajat	≥ 1Bulan	Malang
66	Bartolomeus	Laki-laki	55	S1	3 Bulan	Malang
67	Filipus Wicaksono	Laki-laki	35	S1	2 Bulan	Malang
68	Mike caem	Perempuan	28	S1	2 Bulan	Malang
69	Yudas Tedeus	Laki-laki	55	S1	3 Bulan	Malang
70	Lidiya Theresia Simanjorang	Perempuan	21	SMK	≥ 1Bulan	Malang
71	Angela	Perempuan	23	SMA/Sederajat	≥ 1Bulan	Malang
72	Bianca Amartya	Perempuan	22	SMA/Sederajat	≥ 1Bulan	Malang
73	Tiara	Perempuan	17	SMP/Sederajat	≥ 1Bulan	Malang
74	Eduardo	Laki-laki	26	S1	2 Bulan	Malang
75	Yemima Simanjuntak	Perempuan	33	S1	2 Bulan	Malang
76	Caca	Perempuan	19	SMP/Sederajat	≥ 1Bulan	Malang
77	Masadian Saragih	Laki-laki	60	SMA/Sederajat	2 Bulan	Malang
78	Yoel	Laki-laki	44	SMA/Sederajat	≥ 1Bulan	Malang
79	Hosea	Laki-laki	44	SMA/Sederajat	3 Bulan	Malang
80	Mikha	Perempuan	19	SMA/Sederajat	2 Bulan	Malang
81	Hendrikus Subekti	Laki-laki	33	S1	≤ 4 Bulan	Malang
82	Zefanya Simanjuntak	Perempuan	30	S1	2 Bulan	Tumpang malang
83	Mikhaela sugiaro	Perempuan	20	SMA/Sederajat	3 Bulan	Malang
84	Daniel Hans	Laki-laki	26	S1	3 Bulan	Malang
85	Nehemia	Laki-laki	33	S1	≤ 4 Bulan	Malang
86	Endriko	Laki-laki	21	SMA/Sederajat	3 Bulan	Malang

87	Matius	Laki-laki	33	S1	≤ 4 Bulan	Malang
88	Veronika Lean	Perempuan	24	S1	≤ 4 Bulan	Malang
89	Markus Medy Hartanto	Laki-laki	56	S1	≤ 4 Bulan	Malang
90	Lukas Mulyadi sudebyo	Laki-laki	66	SMA/Sederajat	≤ 4 Bulan	Malang
91	Ester Ratu Ayu	Perempuan	22	SMA/Sederajat	2 Bulan	Malang
92	Rachel Mutiara C.	Perempuan	22	SMA/Sederajat	≤ 4 Bulan	Malang
93	Atalya Tunru	Perempuan	23	S1	≤ 4 Bulan	Malang
94	Mike Sian	Laki-laki	20	SMA/Sederajat	≤ 4 Bulan	Malang
95	Daud Simorangkir	Laki-laki	55	S1	≤ 4 Bulan	Malang
96	Michelle Lau	Perempuan	22	SMA/Sederajat	2 Bulan	Malang
97	Michaela Junior	Laki-laki	20	SMA/Sederajat	≤ 4 Bulan	Malang
98	Michael Ian	Laki-laki	22	S1	≤ 4 Bulan	Malang
99	Tania Toon	Perempuan	21	SMA/Sederajat	≤ 4 Bulan	Malang
100	Vidianto	Laki-laki	27	S1	≤ 4 Bulan	Malang
101	Budi Edo	Laki-laki	29	S1	≤ 4 Bulan	Malang

Variabel X

No	X.1	X.2	X.3	X.4	X.5	X.6	X.7	X.8	X.9	X.10	X.11	X.12	X.13	X.14	X.15
1	3	4	3	3	4	3	3	5	4	3	3	3	4	3	5
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57	5	5	5	5	5	5	4	5	5	4	5	3	5	4	5
58	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
59	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5
60	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
61	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5
62	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
63	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
64	5	5	5	4	5	5	5	4	5	5	4	4	5	4	5
65	5	5	5	5	5	5	5	4	5	5	5	4	4	5	5
66	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
67	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
68	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
69	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
70	5	5	5	5	5	4	5	5	5	5	5	4	5	5	5
71	5	5	5	4	5	5	5	5	5	5	5	4	5	5	5

72	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
73	5	5	5	4	5	5	5	4	5	5	5	4	5	5	5
74	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
75	5	5	5	5	5	5	5	5	5	4	4	5	5	5	5
76	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5
77	5	5	5	5	5	5	5	4	5	5	5	4	5	5	5
78	5	5	5	5	4	5	5	5	5	4	5	5	5	5	5
79	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5
80	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5
81	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
82	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
83	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
84	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5
85	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5
86	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
87	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
88	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5
89	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5
90	5	5	5	5	5	5	5	5	5	4	5	4	5	5	5
91	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
92	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
93	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5
94	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
95	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
96	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4

97	5	5	4	5	5	5	5	5	5	5	5	5	4	5	4
98	5	5	5	5	4	5	5	5	5	5	5	4	5	5	4
99	5	5	5	5	5	5	5	5	5	4	4	5	4	4	5
100	5	5	5	5	5	5	5	4	5	5	5	4	4	4	4
101	5	5	5	5	4	5	5	5	5	4	5	4	4	5	5

Variabel Y dan Z

No	Y.1	Y.2	Y.3	Y.4	Y.5	Y	Z.1	Z.2	Z.3	Z.4	Z
1	3	3	3	3	4	3.2	3	4	3	3	3.25
2	3	4	4	4	3	3.6	3	4	3	4	3.5
3	5	4	3	5	3	4	3	5	3	4	3.75
4	4	4	3	4	4	3.8	4	3	4	4	3.75
5	4	3	5	5	3	4	5	5	5	5	5
6	5	5	4	3	5	4.4	4	5	3	5	4.25
7	4	4	4	4	4	4	4	4	4	4	4
8	5	3	5	5	5	4.6	4	5	3	5	4.25
9	5	5	5	5	5	5	4	5	5	4	4.5
10	4	3	4	5	4	4	5	4	5	5	4.75
11	5	5	5	3	5	4.6	4	5	5	4	4.5
12	5	3	4	5	4	4.2	5	5	3	5	4.5
13	4	5	4	3	4	4	4	4	5	5	4.5

14	5	3	4	5	5	4.4	4	5	5	5	4.75
15	3	3	3	3	3	3	3	3	3	3	3
16	4	4	4	4	4	4	4	4	4	4	4
17	3	3	3	3	3	3	3	3	3	3	3
18	5	5	5	5	5	5	5	4	5	5	4.75
19	4	4	4	4	4	4	4	4	3	4	3.75
20	5	5	5	5	4	4.8	5	5	5	5	5
21	4	4	4	4	4	4	4	4	4	4	4
22	4	4	4	4	3	3.8	4	3	3	4	3.5
23	5	5	5	5	5	5	5	5	5	4	4.75
24	5	3	5	5	5	4.6	4	4	5	5	4.5
25	5	5	5	5	4	4.8	5	5	5	4	4.75
26	5	3	4	5	5	4.4	4	5	5	5	4.75
27	5	5	5	4	4	4.6	5	4	5	4	4.5
28	5	3	4	5	5	4.4	4	5	3	5	4.25
29	3	3	3	3	3	3	3	3	3	3	3
30	5	5	5	5	5	5	5	5	3	5	4.5
31	5	3	5	5	5	4.6	5	5	5	5	5
32	5	5	4	5	5	4.8	5	5	5	5	5
33	3	3	3	3	3	3	3	3	3	3	3
34	3	3	3	3	3	3	3	3	3	3	3
35	4	5	5	5	5	4.8	5	4	5	5	4.75
36	5	5	4	5	4	4.6	4	5	5	5	4.75
37	5	5	5	5	5	5	5	5	3	5	4.5
38	3	3	3	3	3	3	3	3	3	3	3
39	5	5	5	5	5	5	5	5	5	5	5

40	4	5	4	4	5	4.4	5	5	5	5	5
41	5	4	5	5	4	4.6	5	5	5	5	5
42	5	5	5	5	3	4.6	5	5	5	5	5
43	5	4	4	5	5	4.6	4	5	5	5	4.75
44	5	5	5	5	5	5	5	5	3	5	4.5
45	5	5	5	4	5	4.8	5	5	5	5	5
46	5	5	4	5	5	4.8	4	5	5	5	4.75
47	5	5	5	4	3	4.4	4	5	5	5	4.75
48	5	5	4	5	5	4.8	5	4	5	5	4.75
49	5	4	5	4	3	4.2	5	5	5	5	5
50	4	5	5	5	5	4.8	5	4	5	4	4.5
51	5	5	5	5	5	5	5	5	5	5	5
52	5	5	5	4	5	4.8	4	5	3	5	4.25
53	5	4	4	5	5	4.6	5	4	5	5	4.75
54	4	5	5	4	5	4.6	5	5	5	4	4.75
55	5	4	5	5	3	4.4	4	5	5	5	4.75
56	5	5	4	5	5	4.8	5	4	5	5	4.75
57	5	4	4	5	3	4.2	4	5	5	5	4.75
58	4	4	4	4	4	4	4	4	4	4	4
59	5	5	5	5	5	5	5	5	5	5	5
60	1	1	1	1	1	1	1	1	1	1	1
61	5	5	4	5	5	4.8	5	5	3	5	4.5
62	4	4	4	4	4	4	4	4	4	4	4
63	5	5	5	5	5	5	4	5	5	5	4.75
64	5	5	4	4	3	4.2	5	5	5	5	5
65	5	5	5	5	5	5	5	5	5	5	5

66	3	3	3	3	3	3	3	3	3	3	3
67	3	3	3	3	3	3	3	3	3	3	3
68	2	2	2	2	2	2	2	2	2	2	2
69	5	5	5	5	5	5	5	5	5	5	5
70	5	5	4	4	3	4.2	5	4	5	5	4.75
71	5	5	5	4	5	4.8	5	5	5	5	5
72	5	5	4	4	4	4.4	5	4	5	5	4.75
73	5	5	5	5	5	5	4	5	5	5	4.75
74	3	3	3	3	3	3	3	3	3	3	3
75	5	5	5	5	5	5	5	5	5	5	5
76	5	5	5	5	5	5	4	5	5	5	4.75
77	5	5	5	5	5	5	5	5	5	5	5
78	5	5	5	5	5	5	5	5	5	5	5
79	5	5	5	5	5	5	4	4	5	5	4.5
80	5	5	5	5	5	5	5	5	5	5	5
81	3	3	3	3	3	3	3	3	3	3	3
82	4	4	4	4	4	4	4	4	4	4	4
83	4	4	4	4	4	4	4	4	4	4	4
84	5	5	5	5	5	5	5	5	5	5	5
85	5	5	5	5	4	4.8	5	5	5	5	5
86	4	4	4	4	4	4	4	4	4	4	4
87	5	5	5	5	5	5	5	5	5	5	5
88	5	5	5	4	5	4.8	5	5	5	5	5
89	5	5	5	4	4	4.6	4	5	5	5	4.75
90	5	5	5	5	5	5	5	5	5	5	5
91	3	3	3	3	3	3	3	3	3	3	3

92	5	5	5	5	5	5	5	5	5	5	5
93	5	5	4	5	5	4.8	5	5	5	5	5
94	4	4	4	4	4	4	4	4	4	4	4
95	5	5	5	5	5	5	5	5	5	5	5
96	4	4	4	4	4	4	4	4	4	4	4
97	5	5	5	4	5	4.8	5	5	5	5	5
98	5	5	5	5	5	5	4	5	5	5	4.75
99	5	4	4	5	4	4.4	4	4	5	5	4.5
100	5	3	4	4	5	4.2	5	4	5	5	4.75
101	5	4	5	5	3	4.4	4	5	5	5	4.75

Lampiran – 2
Hasil Analisis Data

Frequency Table

Jenis Kelamin

Frequency			Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	57	56.4	56.4	56.4
	Perempuan	44	43.6	43.6	100.0
	Total	101	100.0	100.0	

Usia

Frequency			Percent	Valid Percent	Cumulative Percent
Valid	>50 tahun	14	13.9	13.9	13.9
	17-30 tahun	6	5.9	5.9	19.8
	17-30 tahun	59	58.4	58.4	78.2
	17-40 tahun	1	1.0	1.0	79.2
	31-40 tahun	14	13.9	13.9	93.1
	41-50 tahun	7	6.9	6.9	100.0
	Total	101	100.0	100.0	

Pendidikan Terakhir

Frequency			Percent	Valid Percent	Cumulative Percent
Valid	S1	44	43.6	43.6	43.6
	SMA/Sederajat	51	50.5	50.5	94.1
	SMK	1	1.0	1.0	95.0
	SMP/Sederajat	5	5.0	5.0	100.0
	Total	101	100.0	100.0	

Lama Menjadi Member

Frequency		Percent	Valid Percent	Cumulative Percent
Valid	4 Bulan	26	25.7	25.7
	1Bulan	25	24.8	50.5
	2 Bulan	27	26.7	77.2
	3 Bulan	22	21.8	99.0
	3 Bulan, 4 Bulan	1	1.0	100.0
	Total	101	100.0	

Alamat Domisili

Frequency		Percent	Valid Percent	Cumulative Percent
Valid	Banyuwangi	1	1.0	1.0
	malang	9	8.9	9.9
	Malang	91	90.1	100.0
	Total	101	100.0	

FREQUENCIESVARIABLES=X.1 X.2 X.3 X.4 X.5 X.6 X.7 X.8 X.9 X.10 X.11 X.12 X.13 X.14 X.15 Y.1
Y.2 Y.3

Y.4 Y.5 Z.1 Z.2 Z.3 Z.4

/ORDER=ANALYSIS.

Frequencies

Notes

Output Created		19-JAN-2022 20:20:16
Comments		
Input	Data	C:\Users\richard hosea\Documents\SKRIP SI\master spss Rrichard.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	101
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		<pre> FREQUENCIES VARIABLES=X.1 X.2 X.3 X.4 X.5 X.6 X.7 X.8 X.9 X. 10 X.11 X.12 X.13 X.14 X. 15 Y.1 Y.2 Y.3 Y.4 Y.5 Z.1 Z.2 Z.3 Z.4 /ORDER=ANALYSIS. </pre>

Notes

Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,03

Statistics

X.1		X.2	X.3	X.4	X.5	X.6	X.7
N	Valid	101	101	101	101	101	101
	Missing	0	0	0	0	0	0

Statistics

		X.8	X.9	X.10	X.11	X.12	X.13	X.14
N	Valid	101	101	101	101	101	101	101

Missing	0	0	0	0	0	0	0
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Statistics

		X.15	Y.1	Y.2	Y.3	Y.4	Y.5	Z.1
N	Valid	101	101	101	101	101	101	101
	Missing	0	0	0	0	0	0	0

Statistics

		Z.2	Z.3	Z.4
N	Valid	101	101	101
	Missing	0	0	0

Frequency Table

X.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	17	16.8	16.8	16.8
	4	38	37.6	37.6	54.5
	5	46	45.5	45.5	100.0
	Total	101	100.0	100.0	

X.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	18	17.8	17.8	17.8
	4	43	42.6	42.6	60.4
	5	40	39.6	39.6	100.0
	Total	101	100.0	100.0	

X.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	2	2.0	2.0	3.0
	3	10	9.9	9.9	12.9
	4	29	28.7	28.7	41.6
	5	59	58.4	58.4	100.0
	Total	101	100.0	100.0	

X.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.0	3.0	3.0
	3	18	17.8	17.8	20.8
	4	47	46.5	46.5	67.3
	5	33	32.7	32.7	100.0
	Total	101	100.0	100.0	

X.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	16	15.8	15.8	15.8
	4	22	21.8	21.8	37.6

	5	63	62.4	62.4	100.0
	Total	101	100.0	100.0	

X.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	5	5.0	5.0	5.9
	3	23	22.8	22.8	28.7
	4	29	28.7	28.7	57.4
	5	43	42.6	42.6	100.0
	Total	101	100.0	100.0	

X.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	1	1.0	1.0	2.0
	3	22	21.8	21.8	23.8
	4	35	34.7	34.7	58.4
	5	42	41.6	41.6	100.0
	Total	101	100.0	100.0	

X.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	1	1.0	1.0	3.0
	3	14	13.9	13.9	16.8
	4	41	40.6	40.6	57.4
	5	43	42.6	42.6	100.0
	Total	101	100.0	100.0	

X.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	3	3.0	3.0	4.0
	3	17	16.8	16.8	20.8
	4	37	36.6	36.6	57.4
	5	43	42.6	42.6	100.0
	Total	101	100.0	100.0	

X.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.0	2.0
	3	15	14.9	14.9	16.8
	4	22	21.8	21.8	38.6
	5	62	61.4	61.4	100.0
	Total	101	100.0	100.0	

X.11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.0	2.0
	3	15	14.9	14.9	16.8
	4	33	32.7	32.7	49.5
	5	51	50.5	50.5	100.0
	Total	101	100.0	100.0	

X.12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	16	15.8	15.8	15.8
	4	30	29.7	29.7	45.5
	5	55	54.5	54.5	100.0
	Total	101	100.0	100.0	

X.13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	1	1.0	1.0	2.0
	3	16	15.8	15.8	17.8
	4	24	23.8	23.8	41.6
	5	59	58.4	58.4	100.0
	Total	101	100.0	100.0	

X.14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.0	3.0	3.0
	3	15	14.9	14.9	17.8
	4	46	45.5	45.5	63.4
	5	37	36.6	36.6	100.0
	Total	101	100.0	100.0	

X.15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	5	5.0	5.0	5.9
	3	10	9.9	9.9	15.8
	4	31	30.7	30.7	46.5
	5	54	53.5	53.5	100.0

Total	101	100.0	100.0	
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Y.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	2	2.0	2.0	3.0
	3	16	15.8	15.8	18.8
	4	22	21.8	21.8	40.6
	5	60	59.4	59.4	100.0
	Total	101	100.0	100.0	

Y.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	3	3.0	3.0	5.0
	3	11	10.9	10.9	15.8
	4	25	24.8	24.8	40.6
	5	60	59.4	59.4	100.0
	Total	101	100.0	100.0	

Y.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.0	2.0
	3	10	9.9	9.9	11.9
	4	31	30.7	30.7	42.6
	5	58	57.4	57.4	100.0
	Total	101	100.0	100.0	

Y.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	8	7.9	7.9	8.9
	4	27	26.7	26.7	35.6
	5	65	64.4	64.4	100.0
	Total	101	100.0	100.0	

Y.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	8.9	8.9	8.9
	4	37	36.6	36.6	45.5
	5	55	54.5	54.5	100.0
	Total	101	100.0	100.0	

Z.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.0	2.0
	3	9	8.9	8.9	10.9
	4	32	31.7	31.7	42.6
	5	58	57.4	57.4	100.0
	Total	101	100.0	100.0	

Z.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	3	10	9.9	9.9	10.9
	4	30	29.7	29.7	40.6
	5	60	59.4	59.4	100.0
	Total	101	100.0	100.0	

Z.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	3	18	17.8	17.8	19.8
	4	26	25.7	25.7	45.5

	5	55	54.5	54.5	100.0
	Total	101	100.0	100.0	

Z.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	2	2.0	2.0	3.0
	3	28	27.7	27.7	30.7
	4	36	35.6	35.6	66.3
	5	34	33.7	33.7	100.0
	Total	101	100.0	100.0	

DESCRIPTIVESVARIABLES=N X.1 X.2 X.3 X.4 X.5 X.6 X.7 X.8 X.9 X.10 X.11 X.12 X.13 X.14 X.15 X
Y.1

Y.2 Y.3 Y.4 Y.5 Y.Z.1 Z.2 Z.3 Z.4 Z

/STATISTICS=MEAN STDDEV MIN MAX.

Descriptives

Notes

Output Created	19-JAN-2022 20:21:16	
Comments		
Input	Data	C:\Users\richard hosea\Documents\SKRIP SI\master spss Rrichard. sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	101

Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	All non-missing data are used.

Notes

Syntax		DESCRIPTIVES VARIABLES=N X.1 X.2 X. 3 X.4 X.5 X.6 X.7 X.8 X.9 X.10 X.11 X.12 X.13 X.14 X.15 X Y.1 Y.2 Y.3 Y.4 Y.5 Y Z.1 Z. 2 Z.3 Z.4 Z /STATISTICS=MEAN STDDEV MIN MAX.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,03

Descriptive Statistics

N		Minimum	Maximum	Mean	Std. Deviation
N	101	1	101	51.00	29.300
X.1	101	3	5	4.29	.739
X.2	101	3	5	4.22	.729
X.3	101	1	5	4.42	.828
X.4	101	2	5	4.09	.789
X.5	101	3	5	4.47	.756
X.6	101	1	5	4.07	.972
X.7	101	1	5	4.15	.865
X.8	101	1	5	4.21	.864
X.9	101	1	5	4.17	.884
X.10	101	2	5	4.43	.817
X.11	101	2	5	4.32	.799
X.12	101	3	5	4.39	.748
X.13	101	1	5	4.38	.859
X.14	101	2	5	4.16	.784
X.15	101	1	5	4.31	.914
X	101	3.200000000	4.933333333	4.269306931	.4158975079
Y.1	101	1	5	4.37	.891
Y.2	101	1	5	4.37	.935
Y.3	101	2	5	4.44	.754
Y.4	101	2	5	4.54	.686
Y.5	101	3	5	4.46	.656

Y	101	3.2	5.0	4.434	.4090
Z.1	101	2	5	4.45	.741

Descriptive Statistics

N		Minimum	Maximum	Mean	Std. Deviation
Z.2	101	1	5	4.47	.756
Z.3	101	1	5	4.31	.903
Z.4	101	1	5	3.99	.889
Z	101	2.00	5.00	4.3020	.49537
Valid N (listwise)	101				

RELIABILITY

```

/VARIABLES=X.1X.2X.3X.4X.5X.6X.7X.8X.9X.10X.11X.12X.13X.14X.15Y.1Y.2Y.3Y.4
Y.5
Z.1Z.2Z.3Z.4
/SCALE('ALLVARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.

```

Reliability

Notes

Output Created	19-JAN-2022 20:23:36	
Comments		
Input	Data	C:\Users\richard hosea\Documents\SKRIP SI\master spss Rrichard. sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>

	Split File	<none>
	N of Rows in Working Data File	101
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.

Notes

Syntax		RELIABILITY /VARIABLES=X.1 X.2 X.3 X.4 X.5 X.6 X.7 X.8 X.9 X.10 X.11 X.12 X.13 X.14 X.15 Y.1 Y.2 Y.3 Y.4 Y.5 Z.1 Z.2 Z.3 Z.4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,03

Scale: ALL VARIABLES

Case Processing Summary

N		%	
Cases	Valid	101	100.0
	Excluded ^a	0	.0
	Total	101	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.819	24

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X.1	99.13	68.253	.498	.807
X.2	99.20	67.920	.535	.806
X.3	99.00	69.820	.317	.815
X.4	99.33	69.942	.328	.814
X.5	98.95	70.748	.281	.816
X.6	99.35	68.109	.363	.813
X.7	99.27	68.318	.407	.811
X.8	99.21	69.466	.324	.814
X.9	99.25	70.428	.248	.818
X.10	98.99	68.330	.436	.809
X.11	99.10	69.450	.360	.813
X.12	99.03	67.229	.579	.804
X.13	99.04	68.078	.428	.810
X.14	99.26	69.533	.362	.813
X.15	99.11	66.818	.484	.807
Y.1	99.05	69.728	.293	.816
Y.2	99.05	68.528	.354	.813
Y.3	98.98	70.480	.303	.815
Y.4	98.87	71.653	.238	.818
Y.5	98.96	71.698	.248	.817
Z.1	98.97	69.929	.355	.813

Z.2	98.95	69.688	.367	.813
Z.3	99.11	69.478	.305	.816
Z.4	99.43	69.947	.279	.817

RELIABILITY

/VARIABLES=X.1X.2X.3X.4X.5X.6X.7X.8X.9X.10X.11X.12X.13X.14X.15

/SCALE('(X) ExperientialMarketing') ALL

/MODEL=ALPHA.

Reliability

Notes

Output Created		19-JAN-2022 20:28:27
Comments		
Input	Data	C:\Users\richard hosea\Documents\SKRIP SI\master spss Rrichard.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	101
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=X.1 X.2 X.3 X.4 X.5 X.6 X.7 X.8 X.9 X.10 X.11 X.12 X.13 X.14 X.15 /SCALE('(X) Experiential Marketing') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,02

**Scale: (X)
Experiential
Marketing**

**Case Processing
Summary**

N		%	
Cases	Valid	101	100.0
	Excluded ^a	0	.0
	Total	101	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.790	15

RELIABILITY

/VARIABLES=Y.1Y.2Y.3Y.4Y.5

/SCALE('(Y) Wordof Mouth') ALL

/MODEL=ALPHA.

Reliability

Notes

Output Created	19-JAN-2022 20:29:16	
Comments		
Input	Data	C:\Users\richard hosea\Documents\SKRIP S\master spss Rrichard.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	101
	Matrix Input	

Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=Y.1 Y.2 Y.3 Y.4 Y.5 /SCALE('(Y) Word of Mouth') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,01

Scale: (Y) Word of Mouth

Case Processing Summary

N		%	
Cases	Valid	101	100.0
	Excluded ^a	0	.0
	Total	101	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.312	5

RELIABILITY

```

/VARIABLES=Z.1Z.2Z.3Z.4
/SCALE('(Z) KepuasanPelanggan') ALL
/MODEL=ALPHA.

```

Reliability

Notes

Output Created		19-JAN-2022 20:30:06
Comments		
Input	Data	C:\Users\richard hosea\Documents\SKRIP SI\master spss Rrichard.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	101
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=Z.1 Z.2 Z.3 Z.4 /SCALE('(Z) Kepuasan Pelanggan') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,03

Scale: (Z) Kepuasan Pelanggan

Case Processing Summary

N		%	
Cases	Valid	101	100.0
	Excluded ^a	0	.0
	Total	101	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.408	4

REGRESSION

```

/MISSINGLISTWISE
/STATISTICS=COEFFOUTSR ANOVACOLLINTOL
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENTZ
/METHOD=ENTERX
/SCATTERPLOT=(*ZPRED,*SRESID)
/RESIDUALSDURBINNORMPROB(ZRESID).

```

Regression

Notes

Output Created	19-JAN-2022 20:36:08
Comments	

Input	Data	C:\Users\richard hosea\Documents\SKRIP S\master spss Rrichard. sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	101
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.

Notes

Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Z /METHOD=ENTER X /SCATTERPLOT= (*ZPRED, *SRESID) /RESIDUALS DURBIN NORMPROB(ZRESID).
Resources	Processor Time	00:00:03,88
	Elapsed Time	00:00:02,69
	Memory Required	4048 bytes
	Additional Memory Required for Residual Plots	336 bytes

Variables Entered/Removed^a

Variables Model	Entered	Variables Removed	Method
1	X ^b	.	Enter

a. Dependent Variable: Z

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.435 ^a	.189	.181	.44841	1.952

a. Predictors: (Constant), X

b. Dependent Variable: Z

ANOVA^a

Sum of Model		Squares	df	Mean Square	F	Sig.
1	Regression	4.634	1	4.634	23.046	.000 ^b
	Residual	19.906	99	.201		
	Total	24.540	100			

a. Dependent Variable: Z

b. Predictors: (Constant), X

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
	B	Std. Error				
1	(Constant)	2.092	.462	4.524	.000	
	X	.518	.108	4.801	.000	1.000

Coefficients^a

Model		VIF
1	(Constant)	
	X	1.000

a. Dependent Variable: Z

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	X
1	1	1.995	1.000	.00	.00
	2	.005	20.681	1.00	1.00

a. Dependent Variable: Z

Residuals Statistics^a

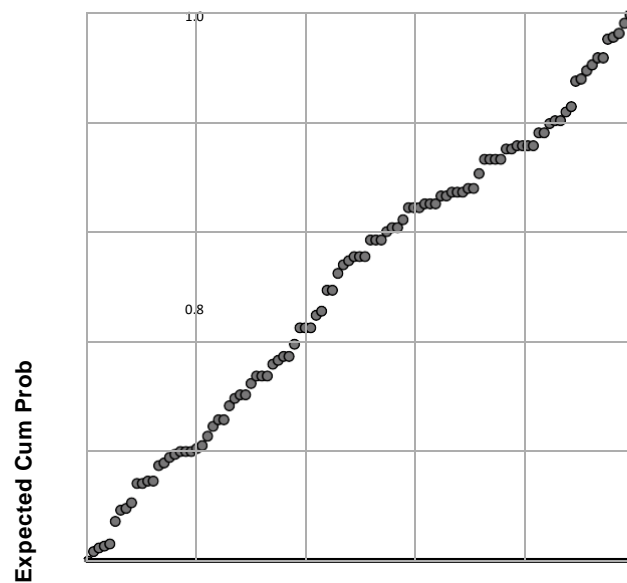
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.7485	4.6457	4.3020	.21526	101
Std. Predicted Value	-2.571	1.597	.000	1.000	101
Standard Error of Predicted Value	.045	.124	.061	.017	101
Adjusted Predicted Value	3.6867	4.6602	4.3018	.21795	101
Residual	-1.88654	1.21698	.00000	.44616	101
Std. Residual	-4.207	2.714	.000	.995	101
Stud. Residual	-4.310	2.811	.000	1.011	101
Deleted Residual	-1.97988	1.30580	.00017	.46064	101
Stud. Deleted Residual	-4.758	2.916	-.004	1.038	101
Mahal. Distance	.000	6.610	.990	1.262	101
Cook's Distance	.000	.460	.017	.057	101
Centered Leverage Value	.000	.066	.010	.013	101

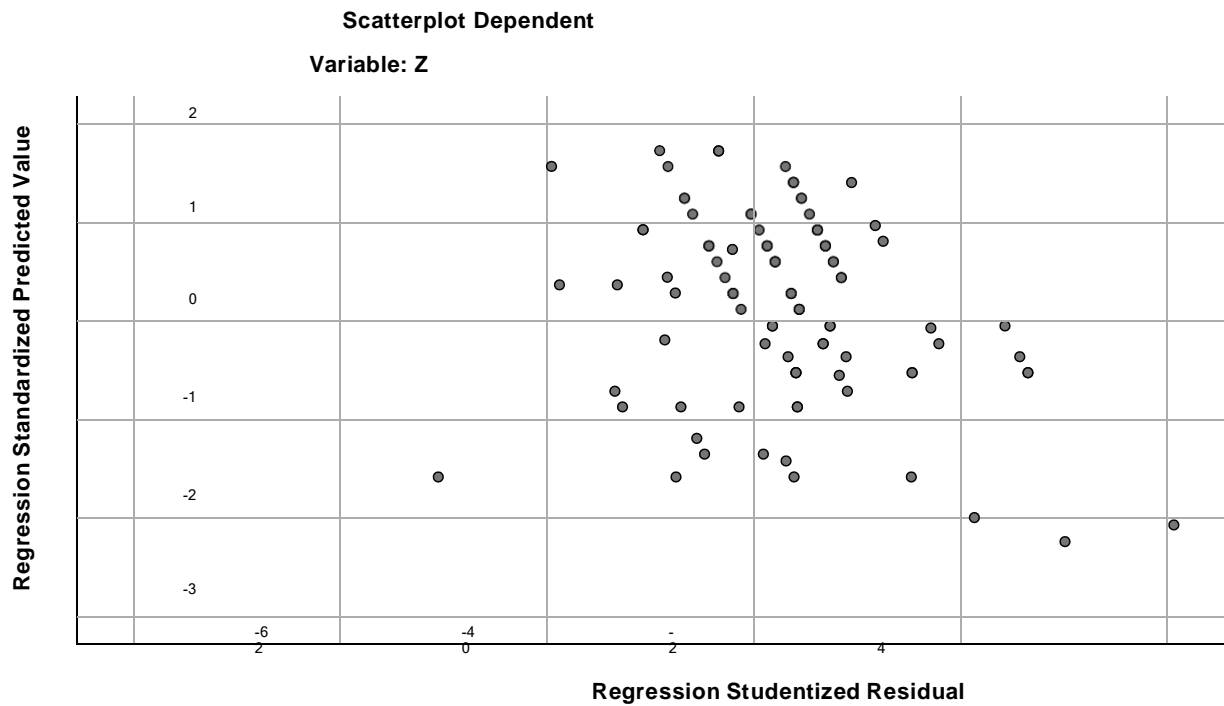
a. Dependent Variable: Z

Charts

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Z





```

REGRESSION
  /MISSINGLISTWISE
  /STATISTICS=COEFFOUTSR ANOVACOLLINTOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y
  /METHOD=ENTER X Z
  /SCATTERPLOT=(*ZPRED,*SRESID)
  /RESIDUALSDURBINNORMPROB(ZRESID).

```

Regression

Notes

Output Created		19-JAN-2022 20:37:30
Comments		
Input	Data	C:\Users\richard hosea\Documents\SKRIP SI\master spss Rrichard. sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	101
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Y /METHOD=ENTER X Z /SCATTERPLOT= (*ZPRED,*SRESID) /RESIDUALS DURBIN NORMPROB(ZRESID).
Resources	Processor Time	00:00:01,84
	Elapsed Time	00:00:01,31
	Memory Required	4512 bytes
	Additional Memory Required for Residual Plots	320 bytes

Variables Entered/Removed^a

Variables Model	Entered	Variables Removed	Method
1	Z, X ^b	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.631 ^a	.398	.386	.3205	1.880

a. Predictors: (Constant), Z, X

b. Dependent Variable: Y

ANOVA^a

Sum of Model		Squares	df	Mean Square	F	Sig.
1	Regression	6.657	2	3.329	32.401	.000 ^b
	Residual	10.068	98	.103		
	Total	16.726	100			

a. Dependent Variable: Y

b. Predictors: (Constant), Z, X

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			Tolerance
1	(Constant)	1.615	.363		4.449	.000	
	X	.292	.086	.297	3.417	.001	.811
	Z	.365	.072	.442	5.080	.000	.811

Coefficients^a

Model		VIF
1	(Constant)	
	X	1.233
	Z	1.233

a. Dependent Variable: Y

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	X	Z
1	1	2.988	1.000	.00	.00	.00
	2	.007	20.628	.20	.16	1.00
	3	.005	25.317	.79	.84	.00

a. Dependent Variable: Y

Residuals Statistics^a

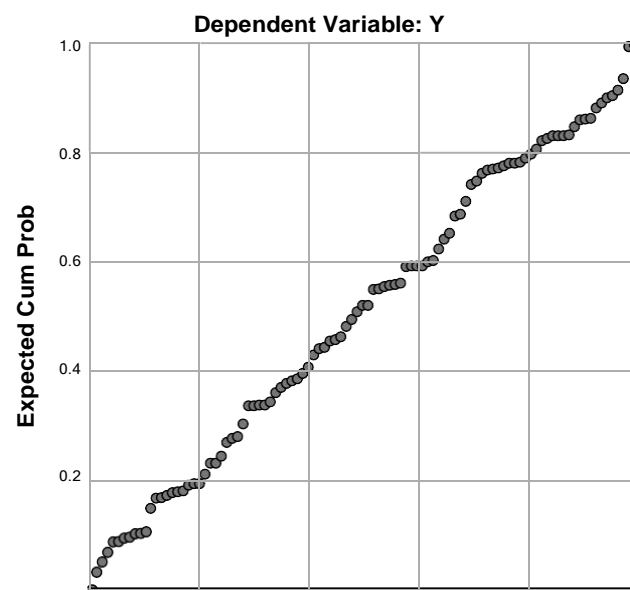
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.359	4.844	4.434	.2580	101
Std. Predicted Value	-4.165	1.589	.000	1.000	101
Standard Error of Predicted Value	.032	.152	.052	.019	101
Adjusted Predicted Value	3.347	4.838	4.433	.2591	101
Residual	-1.4487	.9112	.0000	.3173	101
Std. Residual	-4.520	2.843	.000	.990	101
Stud. Residual	-4.614	2.913	.000	1.010	101
Deleted Residual	-1.5100	.9569	.0002	.3304	101
Stud. Deleted Residual	-5.189	3.033	-.004	1.045	101
Mahal. Distance	.013	21.604	1.980	2.848	101

Cook's Distance	.000	.301	.014	.043	101
Centered Leverage Value	.000	.216	.020	.028	101

a. Dependent Variable: Y

Charts

Normal P-P Plot of Regression Standardized Residual



Observed Cum Prob

