

## LAMPIRAN

### LAMPIRAN 1

#### Jadwal Penelitian

| No | Kegiatan                                             | Tanggal dan Bulan Kegiatan Waktu Penelitian |     |     |     |     |     |
|----|------------------------------------------------------|---------------------------------------------|-----|-----|-----|-----|-----|
|    |                                                      | Jan                                         | Feb | Mar | Apr | Mei | Jun |
| 1. | Pengajuan Judul Penelitian dan Penulisan Proposal    |                                             |     |     |     |     |     |
| 2. | Seminar Proposal                                     |                                             |     |     |     |     |     |
| 3. | Kegiatan Penelitian di Lapangan                      |                                             |     |     |     |     |     |
| 4. | Persetujuan Laporan Hasil Penelitian Oleh Pembimbing |                                             |     |     |     |     |     |
| 5. | Ujian                                                |                                             |     |     |     |     |     |
| 6. | Revisi Hasil Ujian                                   |                                             |     |     |     |     |     |
| 7. | Jurnal                                               |                                             |     |     |     |     |     |



## LAMPIRAN 2

### KUESIONER

#### **PENGARUH PENGALAMAN PELANGGAN DAN KUALITAS LAYANAN TERHADAP MINAT BELI ULANG PADA PRODUK KOREAN FOOD DI MTV KOTA PASURUAN**

Dalam rangka memenuhi salah satu syarat untuk memperoleh gelar sarjana di Fakultas Ekonomi. Peneliti meminta kesedian Bapak/Ibu/Saudara/i meluangkan waktu untuk mengisi kuesioner ini.

#### **DATA IDENTITAS RESPONDEN**

**Berika tanda (√) pada pilihan Bapak/Ibu/Saudara/i**

|                                                 |                                                                                  |                                                         |                                  |
|-------------------------------------------------|----------------------------------------------------------------------------------|---------------------------------------------------------|----------------------------------|
| Kriteria                                        | : Konsumen yang pernah membeli produk<br><i>Korean Food</i> di MTV Kota Pasuruan |                                                         |                                  |
| Umur                                            | : <input type="checkbox"/> 12-21 Tahun                                           | <input type="checkbox"/> 22-31 Tahun                    |                                  |
|                                                 | <input type="checkbox"/> 32-41 Tahun                                             | <input type="checkbox"/> 42-60 Tahun                    |                                  |
| Jenis Kelamin                                   | : <input type="checkbox"/> Laki-Laki                                             | <input type="checkbox"/> Perempuan                      |                                  |
| Pekerjaan                                       | : <input type="checkbox"/> Pelajar                                               | <input type="checkbox"/> Mahasiswa                      | <input type="checkbox"/> Lainnya |
|                                                 | <input type="checkbox"/> PNS                                                     | <input type="checkbox"/> Wirausaha                      |                                  |
| Pendapatan                                      | : <input type="checkbox"/> <500.0000                                             | <input type="checkbox"/> 500.000 – 1.000.000            |                                  |
|                                                 | <input type="checkbox"/> >1.000.000                                              |                                                         |                                  |
| Frekuensi berbelanja <i>Korean Food</i> di MTV: |                                                                                  |                                                         |                                  |
|                                                 | <input type="checkbox"/> Pertama Kali                                            | <input type="checkbox"/> Lebih dari Satu Kali Pembelian |                                  |

#### **PETUNJUK**

Bapak/Ibu/Saudara/i dimohon untuk memberikan tanggapan yang sesuai atas pernyataan-pernyataan berikut dengan memilih skor yang tersedia dengan tanda *checkbox* (√) pada salah satu alternatif jawaban

Keterangan Jawaban Pernyataan Sebagai Berikut:

SS: Sangat Setuju = 5

S: Setuju = 4

N: Netral = 3

TS: Tidak Setuju = 2

STS: Sangat Tidak Setuju = 1

| NO                           | PERNYATAAN                                                                                                                       | STS | TS | N | S | SS |
|------------------------------|----------------------------------------------------------------------------------------------------------------------------------|-----|----|---|---|----|
|                              |                                                                                                                                  | 1   | 2  | 3 | 4 | 5  |
| Pengalaman Pelanggan         |                                                                                                                                  |     |    |   |   |    |
| Sense Experience (Indra)     |                                                                                                                                  |     |    |   |   |    |
| 1.                           | Produk <i>Korean Food</i> di MTV <i>K-Mart</i> memiliki tampilan dan penataan barang yang menarik dan tertata rapi               |     |    |   |   |    |
| Feel Experience (Perasaan)   |                                                                                                                                  |     |    |   |   |    |
| 2.                           | MTV <i>K-Mart</i> memberikan pengalaman berbelanja serta mengkonsumsi makanan dan memasak di tempat yang menyenangkan dan nyaman |     |    |   |   |    |
| Think Experience (Pikiran)   |                                                                                                                                  |     |    |   |   |    |
| 3.                           | Saya diberikan kesempatan untuk memberikan ide terkait produk atau mengkonsumsi produk                                           |     |    |   |   |    |
| Act Experience (Tindakan)    |                                                                                                                                  |     |    |   |   |    |
| 4.                           | Saya mudah memahami cara menggunakan atau mengkonsumsi produk <i>Korean Food</i> yang di jual di MTV <i>K-Mart</i>               |     |    |   |   |    |
| 5.                           | Staf <i>K-Mart</i> ramah dan siap membantu pelanggan yang membutuhkan informasi                                                  |     |    |   |   |    |
| Relate Experience (Hubungan) |                                                                                                                                  |     |    |   |   |    |
| 6.                           | MTV <i>K-Mart</i> membuat saya menjadi bagian dari komunitas tertentu                                                            |     |    |   |   |    |

| NO.                     | PERNYATAAN                                               | STS | TS | N | S | SS |
|-------------------------|----------------------------------------------------------|-----|----|---|---|----|
|                         |                                                          | 1   | 2  | 3 | 4 | 5  |
| Kualitas Layanan        |                                                          |     |    |   |   |    |
| Tangibles (Bukti Fisik) |                                                          |     |    |   |   |    |
| 1.                      | Fasilitas yang tersedia di MTV K-Mart bersih dan terawat |     |    |   |   |    |
| 2.                      | Penampilan staf di MTV K-Mart rapi dan profesional       |     |    |   |   |    |

|                                      |                                                                                                                                                    |  |  |  |  |  |
|--------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| 3.                                   | Staf MTV <i>K-Mart</i> dapat memberikan penjelasan mengenai menu serta merekomendasikan makanan dan minuman                                        |  |  |  |  |  |
| <b>Reliability (Keandalan)</b>       |                                                                                                                                                    |  |  |  |  |  |
| 4.                                   | Layanan yang diberikan sesuai dengan promosi yang ditawarkan                                                                                       |  |  |  |  |  |
| 5.                                   | Produk <i>Korean Food</i> yang saya cari tersedia di MTV <i>K-Mart</i>                                                                             |  |  |  |  |  |
| <b>Responsiveness (Daya Tanggap)</b> |                                                                                                                                                    |  |  |  |  |  |
| 6.                                   | Staf di MTV <i>K-Mart</i> merespon cepat permintaan dan pertanyaan pelanggan serta dengan tanggap membantu pelanggan yang kebingungan              |  |  |  |  |  |
| <b>Assurance (Asuransi)</b>          |                                                                                                                                                    |  |  |  |  |  |
| 7.                                   | Saya merasa aman saat berbelanja di MTV <i>K-Mart</i> karena staf memiliki komunikasi dan kepribadian yang baik untuk memahami kebutuhan pelanggan |  |  |  |  |  |
| <b>Empathy (Empati)</b>              |                                                                                                                                                    |  |  |  |  |  |
| 8.                                   | Staf MTV <i>K-Mart</i> memberikan perhatian penuh kepada kebutuhan pelanggan                                                                       |  |  |  |  |  |
| 9.                                   | Staf berbicara dengan jelas dan mudah dimengerti saat menjelaskan produk <i>Korean Food</i>                                                        |  |  |  |  |  |

| NO.                 | PERNYATAAN                                                                                                                             | STS | TS | N | S | SS |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------------|-----|----|---|---|----|
|                     |                                                                                                                                        | 1   | 2  | 3 | 4 | 5  |
| Minat Beli Ulang    |                                                                                                                                        |     |    |   |   |    |
| Minat Transaksional |                                                                                                                                        |     |    |   |   |    |
| 1.                  | Saya berniat membeli kembali produk <i>Korean Food</i> MTV <i>K-Mart</i>                                                               |     |    |   |   |    |
| Minat Referensial   |                                                                                                                                        |     |    |   |   |    |
| 2.                  | Saya merekomendasikan dan memberikan ulasan positif tentang produk <i>Korean Food</i> di MTV <i>K-Mart</i> kepada orang-orang terdekat |     |    |   |   |    |
| Minat Preferensial  |                                                                                                                                        |     |    |   |   |    |
| 3.                  | MTV <i>K-Mart</i> memiliki kualitas produk <i>Korean Food</i> yang lebih baik dari merek lain                                          |     |    |   |   |    |
| Minat Eksploratif   |                                                                                                                                        |     |    |   |   |    |
| 4.                  | Saya tertarik dan mencari informasi mengenai produk-produk <i>Korean Food</i> di MTV <i>K-Mart</i>                                     |     |    |   |   |    |

### LAMPIRAN 3

## TABULASI DATA SKOR JAWABAN RESPONDEN

[illegible]

[illegible]

[illegible]

## LAMPIRAN 4

### 1. Analisis Deskriptif

#### a. Karakteristik Responden

##### Umur

|                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Valid 12-21 Tahun | 37        | 52,9    | 52,9          | 52,9               |
| 22-31 Tahun       | 32        | 45,7    | 45,7          | 98,6               |
| 42-60 Tahun       | 1         | 1,4     | 1,4           | 100,0              |
| Total             | 70        | 100,0   | 100,0         |                    |

##### JenisKelamis

|                 | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| Valid Laki-laki | 20        | 28,6    | 28,6          | 28,6               |
| Perempuan       | 50        | 71,4    | 71,4          | 100,0              |
| Total           | 70        | 100,0   | 100,0         |                    |

##### Pekerjaan

|               | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Valid Pelajar | 27        | 38,6    | 38,6          | 38,6               |
| Mahasiswa     | 15        | 21,4    | 21,4          | 60,0               |
| PNS           | 4         | 5,7     | 5,7           | 65,7               |
| Wirausaha     | 14        | 20,0    | 20,0          | 85,7               |
| Lainnya       | 10        | 14,3    | 14,3          | 100,0              |
| Total         | 70        | 100,0   | 100,0         |                    |

##### Pendapatan

|                     | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| Valid < 500.000     | 35        | 50,0    | 50,0          | 50,0               |
| 500.000 - 1.000.000 | 9         | 12,9    | 12,9          | 62,9               |
| > 1.000.000         | 26        | 37,1    | 37,1          | 100,0              |
| Total               | 70        | 100,0   | 100,0         |                    |

### Frekuensi Berbelanja

|                        | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------------|-----------|---------|---------------|--------------------|
| Valid Pertama kali     | 53        | 75,7    | 75,7          | 75,7               |
| > Lebih dari satu kali | 17        | 24,3    | 24,3          | 100,0              |
| Total                  | 70        | 100,0   | 100,0         |                    |

### b. Frekuensi Jawaban Responden

#### Variabel Pengalaman Pelanggan (X1)

##### Indikator *Sense Experience* (Indra)

Produk *Korean Food* di MTV K-Mart memiliki tampilan dan penataan barang yang menarik dan tertata rapi

#### X1.1

|          | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Valid TS | 1         | 1,4     | 1,4           | 1,4                |
| N        | 9         | 12,9    | 12,9          | 14,3               |
| S        | 26        | 37,1    | 37,1          | 51,4               |
| SS       | 34        | 48,6    | 48,6          | 100,0              |
| Total    | 70        | 100,0   | 100,0         |                    |

##### Indikator *Feel Experience* (perasaan)

MTV K-Mart memberikan pengalaman berbelanja serta mengkonsumsi makanan dan memasak di tempat yang menyenangkan dan nyaman

#### X1.2

|          | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Valid TS | 1         | 1,4     | 1,4           | 1,4                |
| N        | 9         | 12,9    | 12,9          | 14,3               |
| S        | 30        | 42,9    | 42,9          | 57,1               |
| SS       | 30        | 42,9    | 42,9          | 100,0              |
| Total    | 70        | 100,0   | 100,0         |                    |

### Indikator *Think Experience* (Pikiran)

Saya diberikan kesempatan untuk memberikan ide terkait produk atau  
mengkonsumsi produk

**X1.3**

|          | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|----------|-----------|---------|------------------|-----------------------|
| Valid TS | 2         | 2,9     | 2,9              | 2,9                   |
| N        | 16        | 22,9    | 22,9             | 25,7                  |
| S        | 24        | 34,3    | 34,3             | 60,0                  |
| Ss       | 28        | 40,0    | 40,0             | 100,0                 |
| Total    | 70        | 100,0   | 100,0            |                       |

### Indikator *Act Experience* (Tindakan)

Saya mudah memahami cara menggunakan atau mengkonsumsi  
produk *Korean Food* yang di jual di MTV K-Mart

**X1.4**

|          | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|----------|-----------|---------|------------------|-----------------------|
| Valid TS | 3         | 4,3     | 4,3              | 4,3                   |
| N        | 10        | 14,3    | 14,3             | 18,6                  |
| S        | 26        | 37,1    | 37,1             | 55,7                  |
| SS       | 31        | 44,3    | 44,3             | 100,0                 |
| Total    | 70        | 100,0   | 100,0            |                       |

Staf *K-Mart* ramah dan siap membantu pelanggan yang membutuhkan informasi

#### X1.5

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid N | 12        | 17,1    | 17,1          | 17,1               |
| S       | 25        | 35,7    | 35,7          | 52,9               |
| SS      | 33        | 47,1    | 47,1          | 100,0              |
| Total   | 70        | 100,0   | 100,0         |                    |

#### Indikator *Relate Experience* (Hubungan)

MTV *K-Mart* membuat saya menjadi bagian dari komunitas tertentu

#### X1.6

|           | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|-----------|---------|---------------|--------------------|
| Valid STS | 1         | 1,4     | 1,4           | 1,4                |
| TS        | 2         | 2,9     | 2,9           | 4,3                |
| N         | 20        | 28,6    | 28,6          | 32,9               |
| S         | 26        | 37,1    | 37,1          | 70,0               |
| SS        | 21        | 30,0    | 30,0          | 100,0              |
| Total     | 70        | 100,0   | 100,0         |                    |

## Variabel Kualitas Layanan (X2)

### Indikator *Tangibles* (Bukti Fisik)

Fasilitas yang tersedia di *MTV K-Mart* bersih dan terawat

#### X2.1

|           | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|-----------|---------|---------------|--------------------|
| Valid STS | 1         | 1,4     | 1,4           | 1,4                |
| N         | 7         | 10,0    | 10,0          | 11,4               |
| S         | 20        | 28,6    | 28,6          | 40,0               |
| SS        | 42        | 60,0    | 60,0          | 100,0              |
| Total     | 70        | 100,0   | 100,0         |                    |

Penampilan staf di *MTV K-Mart* rapi dan profesional

#### X2.2

|          | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Valid TS | 1         | 1,4     | 1,4           | 1,4                |
| N        | 7         | 10,0    | 10,0          | 11,4               |
| S        | 24        | 34,3    | 34,3          | 45,7               |
| SS       | 38        | 54,3    | 54,3          | 100,0              |
| Total    | 70        | 100,0   | 100,0         |                    |

Staf *MTV K-Mart* dapat memberikan penjelasan mengenai menu serta merekomendasikan makanan dan minuman

#### X2.3

|          | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Valid TS | 1         | 1,4     | 1,4           | 1,4                |
| N        | 8         | 11,4    | 11,4          | 12,9               |
| S        | 23        | 32,9    | 32,9          | 45,7               |
| SS       | 38        | 54,3    | 54,3          | 100,0              |
| Total    | 70        | 100,0   | 100,0         |                    |

### Indikator *Reliability* (Keandalan)

Layanan yang diberikan sesuai dengan promosi yang ditawarkan

**X2.4**

|          | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Valid TS | 2         | 2,9     | 2,9           | 2,9                |
| N        | 14        | 20,0    | 20,0          | 22,9               |
| S        | 27        | 38,6    | 38,6          | 61,4               |
| SS       | 27        | 38,6    | 38,6          | 100,0              |
| Total    | 70        | 100,0   | 100,0         |                    |

Produk *Korean Food* yang saya cari tersedia di *MTV K-Mart*

**X2.5**

|          | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Valid TS | 3         | 4,3     | 4,3           | 4,3                |
| N        | 10        | 14,3    | 14,3          | 18,6               |
| S        | 26        | 37,1    | 37,1          | 55,7               |
| SS       | 31        | 44,3    | 44,3          | 100,0              |
| Total    | 70        | 100,0   | 100,0         |                    |

### Indikator *Responsiveness* (Daya Tanggap)

Staf di *MTV K-Mart* merespon cepat permintaan dan pertanyaan pelanggan serta dengan tanggap membantu pelanggan yang kebingungan

**X2.6**

|          | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Valid TS | 2         | 2,9     | 2,9           | 2,9                |
| N        | 10        | 14,3    | 14,3          | 17,1               |
| S        | 24        | 34,3    | 34,3          | 51,4               |
| SS       | 34        | 48,6    | 48,6          | 100,0              |
| Total    | 70        | 100,0   | 100,0         |                    |

### Indikator Assurance (Asuransi)

Saya merasa aman saat berbelanja di *MTV K-Mart* karena staf memiliki komunikasi dan kepribadian yang baik untuk memahami kebutuhan pelanggan

**X2.7**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid N | 9         | 12,9    | 12,9          | 12,9               |
| S       | 28        | 40,0    | 40,0          | 52,9               |
| SS      | 33        | 47,1    | 47,1          | 100,0              |
| Total   | 70        | 100,0   | 100,0         |                    |

### Indikator Empathy (Empati)

Staf *MTV K-Mart* memberikan perhatian penuh kepada kebutuhan pelanggan

**X2.8**

|          | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Valid TS | 3         | 4,3     | 4,3           | 4,3                |
| N        | 8         | 11,4    | 11,4          | 15,7               |
| S        | 25        | 35,7    | 35,7          | 51,4               |
| SS       | 34        | 48,6    | 48,6          | 100,0              |
| Total    | 70        | 100,0   | 100,0         |                    |

Staf berbicara dengan jelas dan mudah dimengerti saat menjelaskan  
produk *Korean Food*

#### X2.9

|           | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|-----------|---------|---------------|--------------------|
| Valid STS | 1         | 1,4     | 1,4           | 1,4                |
| N         | 12        | 17,1    | 17,1          | 18,6               |
| S         | 22        | 31,4    | 31,4          | 50,0               |
| SS        | 35        | 50,0    | 50,0          | 100,0              |
| Total     | 70        | 100,0   | 100,0         |                    |

#### Variabel Minat Beli Ulang (Y)

##### Indikator Minat Transaksional

Saya berniat membeli kembali produk *Korean Food* MTV K-Mart

#### Y1

|          | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Valid TS | 1         | 1,4     | 1,4           | 1,4                |
| N        | 10        | 14,3    | 14,3          | 15,7               |
| S        | 36        | 51,4    | 51,4          | 67,1               |
| SS       | 23        | 32,9    | 32,9          | 100,0              |
| Total    | 70        | 100,0   | 100,0         |                    |

##### Indikator Minat Referensial

Saya merekomendasikan dan memberikan ulasan positif tentang  
produk *Korean Food* di MTV K-Mart kepada orang-orang terdekat

#### Y2

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid N | 14        | 20,0    | 20,0          | 20,0               |
| S       | 31        | 44,3    | 44,3          | 64,3               |
| SS      | 25        | 35,7    | 35,7          | 100,0              |
| Total   | 70        | 100,0   | 100,0         |                    |

#### Indikator Minat Preferensial

MTV K-Mart memiliki kualitas produk *Korean Food* yang lebih baik dari merek lain

#### Y4

|          | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Valid TS | 2         | 2,9     | 2,9           | 2,9                |
| N        | 13        | 18,6    | 18,6          | 21,4               |
| S        | 36        | 51,4    | 51,4          | 72,9               |
| SS       | 19        | 27,1    | 27,1          | 100,0              |
| Total    | 70        | 100,0   | 100,0         |                    |

#### Indikator Minat Eksploratif

Saya tertarik dan mencari informasi mengenai produk-produk *Korean Food* di MTV K-Mart

#### Y3

|          | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Valid TS | 1         | 1,4     | 1,4           | 1,4                |
| N        | 16        | 22,9    | 22,9          | 24,3               |
| S        | 32        | 45,7    | 45,7          | 70,0               |
| SS       | 21        | 30,0    | 30,0          | 100,0              |
| Total    | 70        | 100,0   | 100,0         |                    |

## LAMPIRAN 5

### HASIL UJI INSTRUMEN

#### 1. Uji Validitas

##### a. Pengalaman Pelanggan (X1)

##### Correlations

|          |                 | X1.1   | X1.2   | X1.3   | X1.4   | X1.5   | X1.6  | TotalX1 |
|----------|-----------------|--------|--------|--------|--------|--------|-------|---------|
| X1.1     | Pearson         | 1      | ,641** | ,387** | ,430** | ,463** | ,272* | ,672**  |
|          | Correlation     |        |        |        |        |        |       |         |
|          | Sig. (2-tailed) |        | ,000   | ,001   | ,000   | ,000   | ,023  | ,000    |
|          | N               | 70     | 70     | 70     | 70     | 70     | 70    | 70      |
| X1.2     | Pearson         | ,641** | 1      | ,519** | ,528** | ,530** | ,421* | ,772**  |
|          | Correlation     |        |        |        |        |        |       |         |
|          | Sig. (2-tailed) | ,000   |        | ,000   | ,000   | ,000   | ,000  | ,000    |
|          | N               | 70     | 70     | 70     | 70     | 70     | 70    | 70      |
| X1.3     | Pearson         | ,387** | ,519** | 1      | ,620** | ,598** | ,474* | ,784**  |
|          | Correlation     |        |        |        |        |        |       |         |
|          | Sig. (2-tailed) | ,001   | ,000   |        | ,000   | ,000   | ,000  | ,000    |
|          | N               | 70     | 70     | 70     | 70     | 70     | 70    | 70      |
| X1.4     | Pearson         | ,430** | ,528** | ,620** | 1      | ,718** | ,547* | ,835**  |
|          | Correlation     |        |        |        |        |        |       |         |
|          | Sig. (2-tailed) | ,000   | ,000   | ,000   |        | ,000   | ,000  | ,000    |
|          | N               | 70     | 70     | 70     | 70     | 70     | 70    | 70      |
| X1.5     | Pearson         | ,463** | ,530** | ,598** | ,718** | 1      | ,589* | ,839**  |
|          | Correlation     |        |        |        |        |        |       |         |
|          | Sig. (2-tailed) | ,000   | ,000   | ,000   | ,000   |        | ,000  | ,000    |
|          | N               | 70     | 70     | 70     | 70     | 70     | 70    | 70      |
| X1.6     | Pearson         | ,272*  | ,421** | ,474** | ,547** | ,589** | 1     | ,730**  |
|          | Correlation     |        |        |        |        |        |       |         |
|          | Sig. (2-tailed) | ,023   | ,000   | ,000   | ,000   | ,000   |       | ,000    |
|          | N               | 70     | 70     | 70     | 70     | 70     | 70    | 70      |
| Total X1 | Pearson         | ,672** | ,772** | ,784** | ,835** | ,839** | ,730* | 1       |
|          | Correlation     |        |        |        |        |        |       |         |
|          | Sig. (2-tailed) | ,000   | ,000   | ,000   | ,000   | ,000   | ,000  |         |
|          | N               | 70     | 70     | 70     | 70     | 70     | 70    | 70      |

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

\*, Correlation is significant at the 0.05 level (2-tailed).

**b. Kualitas Layanan (X2)**

**Correlations**

|                                                         | X2.1             | X2.2             | X2.3             | X2.4             | X2.5             | X2.6             | X2.7             | X2.8             | X2.9             | Total<br>X2      |
|---------------------------------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| X2.1 Pearson<br>Correlation<br>Sig. (2-<br>tailed)<br>N | 1<br><br>70      | ,842*<br>*<br>70 | ,639*<br>*<br>70 | ,612*<br>*<br>70 | ,477*<br>*<br>70 | ,577*<br>*<br>70 | ,706*<br>*<br>70 | ,478*<br>*<br>70 | ,639*<br>*<br>70 | ,806*<br>*<br>70 |
| X2.2 Pearson<br>Correlation<br>Sig. (2-<br>tailed)<br>N | ,842*<br>*<br>70 | 1<br><br>70      | ,644*<br>*<br>70 | ,601*<br>*<br>70 | ,578*<br>*<br>70 | ,597*<br>*<br>70 | ,624*<br>*<br>70 | ,537*<br>*<br>70 | ,596*<br>*<br>70 | ,813*<br>*<br>70 |
| X2.3 Pearson<br>Correlation<br>Sig. (2-<br>tailed)<br>N | ,639*<br>*<br>70 | ,644*<br>*<br>70 | 1<br><br>70      | ,636*<br>*<br>70 | ,592*<br>*<br>70 | ,590*<br>*<br>70 | ,591*<br>*<br>70 | ,508*<br>*<br>70 | ,657*<br>*<br>70 | ,793*<br>*<br>70 |
| X2.4 Pearson<br>Correlation<br>Sig. (2-<br>tailed)<br>N | ,612*<br>*<br>70 | ,601*<br>*<br>70 | ,636*<br>*<br>70 | 1<br><br>70      | ,698*<br>*<br>70 | ,732*<br>*<br>70 | ,719*<br>*<br>70 | ,612*<br>*<br>70 | ,620*<br>*<br>70 | ,850*<br>*<br>70 |
| X2.5 Pearson<br>Correlation<br>Sig. (2-<br>tailed)<br>N | ,477*<br>*<br>70 | ,578*<br>*<br>70 | ,592*<br>*<br>70 | ,698*<br>*<br>70 | 1<br><br>70      | ,681*<br>*<br>70 | ,557*<br>*<br>70 | ,647*<br>*<br>70 | ,634*<br>*<br>70 | ,804*<br>*<br>70 |
| X2.6 Pearson<br>Correlation<br>Sig. (2-<br>tailed)<br>N | ,577*<br>*<br>70 | ,597*<br>*<br>70 | ,590*<br>*<br>70 | ,732*<br>*<br>70 | ,681*<br>*<br>70 | 1<br><br>70      | ,737*<br>*<br>70 | ,789*<br>*<br>70 | ,545*<br>*<br>70 | ,852*<br>*<br>70 |
| X2.7 Pearson<br>Correlation<br>Sig. (2-<br>tailed)<br>N | ,706*<br>*<br>70 | ,624*<br>*<br>70 | ,591*<br>*<br>70 | ,719*<br>*<br>70 | ,557*<br>*<br>70 | ,737*<br>*<br>70 | 1<br><br>70      | ,697*<br>*<br>70 | ,610*<br>*<br>70 | ,844*<br>*<br>70 |
| X2.8 Pearson<br>Correlation                             | ,478*<br>*<br>70 | ,537*<br>*<br>70 | ,508*<br>*<br>70 | ,612*<br>*<br>70 | ,647*<br>*<br>70 | ,789*<br>*<br>70 | ,697*<br>*<br>70 | 1<br><br>70      | ,533*<br>*<br>70 | ,793*<br>*<br>70 |

|            |                     |       |       |       |       |       |       |       |       |       |       |
|------------|---------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
|            | Sig. (2-tailed)     | ,000  | ,000  | ,000  | ,000  | ,000  | ,000  | ,000  |       | ,000  | ,000  |
|            | N                   | 70    | 70    | 70    | 70    | 70    | 70    | 70    | 70    | 70    | 70    |
| X2.9       | Pearson Correlation | ,639* | ,596* | ,657* | ,620* | ,634* | ,545* | ,610* | ,533* | 1     | ,797* |
|            | Sig. (2-tailed)     | ,000  | ,000  | ,000  | ,000  | ,000  | ,000  | ,000  | ,000  |       | ,000  |
|            | N                   | 70    | 70    | 70    | 70    | 70    | 70    | 70    | 70    | 70    | 70    |
| Total X2.9 | Pearson Correlation | ,806* | ,813* | ,793* | ,850* | ,804* | ,852* | ,844* | ,793* | ,797* | 1     |
|            | Sig. (2-tailed)     | ,000  | ,000  | ,000  | ,000  | ,000  | ,000  | ,000  | ,000  | ,000  |       |
|            | N                   | 70    | 70    | 70    | 70    | 70    | 70    | 70    | 70    | 70    | 70    |

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

### c. Minat Beli Ulang (Y)

#### Correlations

|         |                     | Y1     | Y2     | Y3     | Y4     | Total Y |
|---------|---------------------|--------|--------|--------|--------|---------|
| Y1      | Pearson Correlation | 1      | ,642** | ,462** | ,205   | ,737**  |
|         | Sig. (2-tailed)     |        | ,000   | ,000   | ,089   | ,000    |
|         | N                   | 70     | 70     | 70     | 70     | 70      |
| Y2      | Pearson Correlation | ,642** | 1      | ,552** | ,277*  | ,794**  |
|         | Sig. (2-tailed)     | ,000   |        | ,000   | ,020   | ,000    |
|         | N                   | 70     | 70     | 70     | 70     | 70      |
| Y3      | Pearson Correlation | ,462** | ,552** | 1      | ,641** | ,865**  |
|         | Sig. (2-tailed)     | ,000   | ,000   |        | ,000   | ,000    |
|         | N                   | 70     | 70     | 70     | 70     | 70      |
| Y4      | Pearson Correlation | ,205   | ,277*  | ,641** | 1      | ,696**  |
|         | Sig. (2-tailed)     | ,089   | ,020   | ,000   |        | ,000    |
|         | N                   | 70     | 70     | 70     | 70     | 70      |
| Total Y | Pearson Correlation | ,737** | ,794** | ,865** | ,696** | 1       |
|         | Sig. (2-tailed)     | ,000   | ,000   | ,000   | ,000   |         |
|         | N                   | 70     | 70     | 70     | 70     | 70      |

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

\*. Correlation is significant at the 0.05 level (2-tailed).

## 2. Uji Reliabilitas

### a. Pengalaman Pelanggan (X1)

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,862             | 6          |

### b. Kualitas Layanan (X2)

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,937             | 9          |

### c. Minat Beli Ulang (Y)

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,776             | 4          |

### 3. Uji Asumsi Klasik

#### a. Uji Normalitas

**One-Sample Kolmogorov-Smirnov Test**

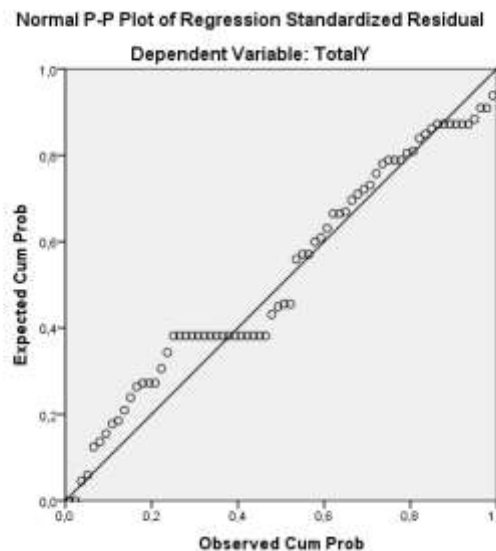
|                                  |                         |             | Unstandardized Residual |
|----------------------------------|-------------------------|-------------|-------------------------|
| N                                |                         |             | 70                      |
| Normal Parameters <sup>a,b</sup> | Mean                    |             | ,0000000                |
|                                  | Std. Deviation          |             | ,45905054               |
| Most Extreme Differences         | Absolute                |             | ,137                    |
|                                  | Positive                |             | ,091                    |
|                                  | Negative                |             | -,137                   |
| Test Statistic                   |                         |             | ,137                    |
| Asymp. Sig. (2-tailed)           |                         |             | ,002 <sup>c</sup>       |
| Monte Carlo Sig. (2-tailed)      | Sig.                    |             | ,125 <sup>d</sup>       |
|                                  | 99% Confidence Interval | Lower Bound | ,116                    |
|                                  |                         | Upper Bound | ,133                    |
|                                  |                         |             |                         |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.



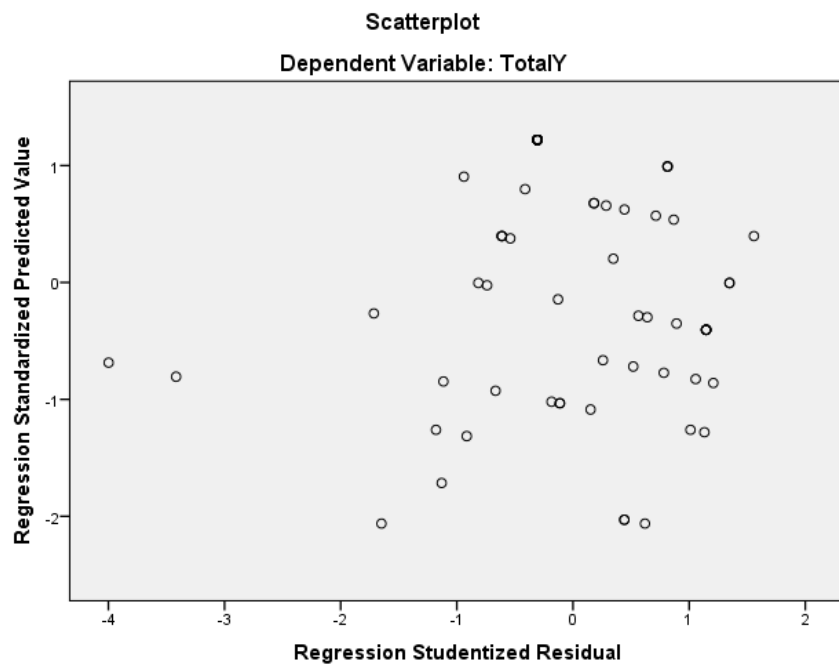
**b. Uji Multikolinearitas**

**Coefficients<sup>a</sup>**

| Model        | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | Collinearity Statistics |       |
|--------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
|              | B                           | Std. Error | Beta                      |        |      | Tolerance               | VIF   |
| 1 (Constant) | ,795                        | ,391       |                           | 2,033  | ,046 |                         |       |
| TotalX1      | ,317                        | ,030       | ,517                      | 10,734 | ,000 | ,255                    | 3,924 |
| TotalX2      | ,196                        | ,019       | ,498                      | 10,332 | ,000 | ,255                    | 3,924 |

a. Dependent Variable: Minat Beli Ulang

**c. Uji Heterokedstisitas**



#### d. Uji Linearitas

##### 1) Pengalaman Pelanggan – Minat Beli Ulang

ANOVA Table

|                  |                |                          | Sum of Squares | df | Mean Square | F       | Sig. |
|------------------|----------------|--------------------------|----------------|----|-------------|---------|------|
| TotalY * TotalX1 | Between Groups | (Combined) Linearity     | 333,065        | 12 | 27,755      | 47,196  | ,000 |
|                  |                | Deviation from Linearity | 328,881        | 1  | 328,881     | 559,238 | ,000 |
|                  |                |                          | 4,184          | 11 | ,380        | ,647    | ,781 |
|                  | Within Groups  |                          | 33,521         | 57 | ,588        |         |      |
|                  | Total          |                          | 366,586        | 69 |             |         |      |

##### 2) Kualitas Layanan – Minat Beli Ulang

ANOVA Table

|                  |                |                          | Sum of Squares | df | Mean Square | F       | Sig. |
|------------------|----------------|--------------------------|----------------|----|-------------|---------|------|
| TotalY * TotalX2 | Between Groups | (Combined) Linearity     | 335,747        | 15 | 22,383      | 39,194  | ,000 |
|                  |                | Deviation from Linearity | 327,043        | 1  | 327,043     | 572,671 | ,000 |
|                  |                |                          | 8,705          | 14 | ,622        | 1,089   | ,388 |
|                  | Within Groups  |                          | 30,838         | 54 | ,571        |         |      |
|                  | Total          |                          | 366,586        | 69 |             |         |      |

#### e. Uji Autokorelasi

Model Summary<sup>b</sup>

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1     | ,980 <sup>a</sup> | ,960     | ,959              | ,466                       | 1,924         |

a. Predictors: (Constant), Pengalaman Pelanggan, Kualitas Layanan

b. Dependent Variable: Minat Beli Ulang

## LAMPIRAN 6

### HASIL UJI HIPOTESIS

#### 1. Uji Simultan (F)

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

| Model        | Sum of Squares | df | Mean Square | F       | Sig.              |
|--------------|----------------|----|-------------|---------|-------------------|
| 1 Regression | 352,046        | 2  | 176,023     | 811,098 | ,000 <sup>b</sup> |
| Residual     | 14,540         | 67 | ,217        |         |                   |
| Total        | 366,586        | 69 |             |         |                   |

a. Dependent Variable: Minat Beli Ulang

b. Predictors: (Constant), Pengalaman Pelanggan, Kualitas Layanan

#### 2. Uji Parsial (Uji t)

**Coefficients<sup>a</sup>**

| Model        | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | Collinearity Statistics |       |
|--------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
|              | B                           | Std. Error | Beta                      |        |      | Tolerance               | VIF   |
| 1 (Constant) | ,795                        | ,391       |                           | 2,033  | ,046 |                         |       |
| TotalX1      | ,317                        | ,030       | ,517                      | 10,734 | ,000 | ,255                    | 3,924 |
| TotalX2      | ,196                        | ,019       | ,498                      | 10,332 | ,000 | ,255                    | 3,924 |

a. Dependent Variable: Minat Beli Ulang

#### 3. Uji Koefisien Determinasi (R<sup>2</sup>)

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

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1     | ,980 <sup>a</sup> | ,960     | ,959              | ,466                       | 1,924         |

a. Predictors: (Constant), Pengalaman Pelanggan, Kualitas Layanan

b. Dependent Variable: Minat Beli Ulang

## LAMPIRAN 7

### TABEL STATISTIK

#### 1. r tabel

**Tabel r untuk df = 51 - 100**

| df = (N-2) | Tingkat signifikansi untuk uji satu arah |        |        |        |        |
|------------|------------------------------------------|--------|--------|--------|--------|
|            | 0.05                                     | 0.025  | 0.01   | 0.005  | 0.0005 |
|            | Tingkat signifikansi untuk uji dua arah  |        |        |        |        |
|            | 0.1                                      | 0.05   | 0.02   | 0.01   | 0.001  |
| 51         | 0.2284                                   | 0.2706 | 0.3188 | 0.3509 | 0.4393 |
| 52         | 0.2262                                   | 0.2681 | 0.3158 | 0.3477 | 0.4354 |
| 53         | 0.2241                                   | 0.2656 | 0.3129 | 0.3445 | 0.4317 |
| 54         | 0.2221                                   | 0.2632 | 0.3102 | 0.3415 | 0.4280 |
| 55         | 0.2201                                   | 0.2609 | 0.3074 | 0.3385 | 0.4244 |
| 56         | 0.2181                                   | 0.2586 | 0.3048 | 0.3357 | 0.4210 |
| 57         | 0.2162                                   | 0.2564 | 0.3022 | 0.3328 | 0.4176 |
| 58         | 0.2144                                   | 0.2542 | 0.2997 | 0.3301 | 0.4143 |
| 59         | 0.2126                                   | 0.2521 | 0.2972 | 0.3274 | 0.4110 |
| 60         | 0.2108                                   | 0.2500 | 0.2948 | 0.3248 | 0.4079 |
| 61         | 0.2091                                   | 0.2480 | 0.2925 | 0.3223 | 0.4048 |
| 62         | 0.2075                                   | 0.2461 | 0.2902 | 0.3198 | 0.4018 |
| 63         | 0.2058                                   | 0.2441 | 0.2880 | 0.3173 | 0.3988 |
| 64         | 0.2042                                   | 0.2423 | 0.2858 | 0.3150 | 0.3959 |
| 65         | 0.2027                                   | 0.2404 | 0.2837 | 0.3126 | 0.3931 |
| 66         | 0.2012                                   | 0.2387 | 0.2816 | 0.3104 | 0.3903 |
| 67         | 0.1997                                   | 0.2369 | 0.2796 | 0.3081 | 0.3876 |
| 68         | 0.1982                                   | 0.2352 | 0.2776 | 0.3060 | 0.3850 |
| 69         | 0.1968                                   | 0.2335 | 0.2756 | 0.3038 | 0.3823 |
| 70         | 0.1954                                   | 0.2319 | 0.2737 | 0.3017 | 0.3798 |
| 71         | 0.1940                                   | 0.2303 | 0.2718 | 0.2997 | 0.3773 |
| 72         | 0.1927                                   | 0.2287 | 0.2700 | 0.2977 | 0.3748 |
| 73         | 0.1914                                   | 0.2272 | 0.2682 | 0.2957 | 0.3724 |
| 74         | 0.1901                                   | 0.2257 | 0.2664 | 0.2938 | 0.3701 |
| 75         | 0.1888                                   | 0.2242 | 0.2647 | 0.2919 | 0.3678 |
| 76         | 0.1876                                   | 0.2227 | 0.2630 | 0.2900 | 0.3655 |
| 77         | 0.1864                                   | 0.2213 | 0.2613 | 0.2882 | 0.3633 |
| 78         | 0.1852                                   | 0.2199 | 0.2597 | 0.2864 | 0.3611 |
| 79         | 0.1841                                   | 0.2185 | 0.2581 | 0.2847 | 0.3589 |
| 80         | 0.1829                                   | 0.2172 | 0.2565 | 0.2830 | 0.3568 |
| 81         | 0.1818                                   | 0.2159 | 0.2550 | 0.2813 | 0.3547 |
| 82         | 0.1807                                   | 0.2146 | 0.2535 | 0.2796 | 0.3527 |
| 83         | 0.1796                                   | 0.2133 | 0.2520 | 0.2780 | 0.3507 |
| 84         | 0.1786                                   | 0.2120 | 0.2505 | 0.2764 | 0.3487 |
| 85         | 0.1775                                   | 0.2108 | 0.2491 | 0.2748 | 0.3468 |
| 86         | 0.1765                                   | 0.2096 | 0.2477 | 0.2732 | 0.3449 |
| 87         | 0.1755                                   | 0.2084 | 0.2463 | 0.2717 | 0.3430 |
| 88         | 0.1745                                   | 0.2072 | 0.2449 | 0.2702 | 0.3412 |
| 89         | 0.1735                                   | 0.2061 | 0.2435 | 0.2687 | 0.3393 |
| 90         | 0.1726                                   | 0.2050 | 0.2422 | 0.2673 | 0.3375 |
| 91         | 0.1716                                   | 0.2039 | 0.2409 | 0.2659 | 0.3358 |
| 92         | 0.1707                                   | 0.2028 | 0.2396 | 0.2645 | 0.3341 |
| 93         | 0.1698                                   | 0.2017 | 0.2384 | 0.2631 | 0.3323 |
| 94         | 0.1689                                   | 0.2006 | 0.2371 | 0.2617 | 0.3307 |
| 95         | 0.1680                                   | 0.1996 | 0.2359 | 0.2604 | 0.3290 |
| 96         | 0.1671                                   | 0.1986 | 0.2347 | 0.2591 | 0.3274 |
| 97         | 0.1663                                   | 0.1975 | 0.2335 | 0.2578 | 0.3258 |
| 98         | 0.1654                                   | 0.1966 | 0.2324 | 0.2565 | 0.3242 |
| 99         | 0.1646                                   | 0.1956 | 0.2312 | 0.2552 | 0.3226 |
| 100        | 0.1638                                   | 0.1946 | 0.2301 | 0.2540 | 0.3211 |

## 2. F tabel

| $\alpha = 0,05$  | $df_1 = (k-1)$ |       |       |       |       |       |       |       |
|------------------|----------------|-------|-------|-------|-------|-------|-------|-------|
| $df_2 = (n-k-1)$ | 1              | 2     | 3     | 4     | 5     | 6     | 7     | 8     |
| 68               | 3,982          | 3,132 | 2,740 | 2,507 | 2,350 | 2,235 | 2,148 | 2,078 |
| 69               | 3,980          | 3,130 | 2,737 | 2,505 | 2,348 | 2,233 | 2,145 | 2,076 |
| 70               | 3,978          | 3,128 | 2,736 | 2,503 | 2,346 | 2,231 | 2,143 | 2,074 |
| 71               | 3,976          | 3,126 | 2,734 | 2,501 | 2,344 | 2,229 | 2,142 | 2,072 |
| 72               | 3,974          | 3,124 | 2,732 | 2,499 | 2,342 | 2,227 | 2,140 | 2,070 |
| 73               | 3,972          | 3,122 | 2,730 | 2,497 | 2,340 | 2,226 | 2,138 | 2,068 |
| 74               | 3,970          | 3,120 | 2,728 | 2,495 | 2,338 | 2,224 | 2,136 | 2,066 |
| 75               | 3,968          | 3,119 | 2,727 | 2,494 | 2,337 | 2,222 | 2,134 | 2,064 |
| 76               | 3,967          | 3,117 | 2,725 | 2,492 | 2,335 | 2,220 | 2,133 | 2,063 |
| 77               | 3,965          | 3,115 | 2,723 | 2,490 | 2,333 | 2,219 | 2,131 | 2,061 |
| 78               | 3,963          | 3,114 | 2,722 | 2,489 | 2,332 | 2,217 | 2,129 | 2,059 |
| 79               | 3,962          | 3,112 | 2,720 | 2,487 | 2,330 | 2,216 | 2,128 | 2,058 |
| 80               | 3,960          | 3,111 | 2,719 | 2,486 | 2,329 | 2,214 | 2,126 | 2,056 |
| 81               | 3,959          | 3,109 | 2,717 | 2,484 | 2,327 | 2,213 | 2,125 | 2,055 |
| 82               | 3,957          | 3,108 | 2,716 | 2,483 | 2,326 | 2,211 | 2,123 | 2,053 |
| 83               | 3,956          | 3,107 | 2,715 | 2,482 | 2,324 | 2,210 | 2,122 | 2,052 |
| 84               | 3,955          | 3,105 | 2,713 | 2,480 | 2,323 | 2,209 | 2,121 | 2,051 |
| 85               | 3,953          | 3,104 | 2,712 | 2,479 | 2,322 | 2,207 | 2,119 | 2,049 |
| 86               | 3,952          | 3,103 | 2,711 | 2,478 | 2,321 | 2,206 | 2,118 | 2,048 |
| 87               | 3,951          | 3,101 | 2,709 | 2,476 | 2,319 | 2,205 | 2,117 | 2,047 |
| 88               | 3,949          | 3,100 | 2,708 | 2,475 | 2,318 | 2,203 | 2,115 | 2,045 |
| 89               | 3,948          | 3,099 | 2,707 | 2,474 | 2,317 | 2,202 | 2,114 | 2,044 |
| 90               | 3,947          | 3,098 | 2,706 | 2,473 | 2,316 | 2,201 | 2,113 | 2,043 |
| 91               | 3,946          | 3,097 | 2,705 | 2,472 | 2,315 | 2,200 | 2,112 | 2,042 |
| 92               | 3,945          | 3,095 | 2,704 | 2,471 | 2,313 | 2,199 | 2,111 | 2,041 |
| 93               | 3,943          | 3,094 | 2,703 | 2,470 | 2,312 | 2,198 | 2,110 | 2,040 |
| 94               | 3,942          | 3,093 | 2,701 | 2,469 | 2,311 | 2,197 | 2,109 | 2,038 |
| 95               | 3,941          | 3,092 | 2,700 | 2,467 | 2,310 | 2,196 | 2,108 | 2,037 |
| 96               | 3,940          | 3,091 | 2,699 | 2,466 | 2,309 | 2,195 | 2,106 | 2,036 |
| 97               | 3,939          | 3,090 | 2,698 | 2,465 | 2,308 | 2,194 | 2,105 | 2,035 |

### 3. Tabel Uji t

| <b>Pr</b><br><b>df</b> | <b>0.25</b><br><b>0.50</b> | <b>0.10</b><br><b>0.20</b> | <b>0.05</b><br><b>0.10</b> | <b>0.025</b><br><b>0.050</b> | <b>0.01</b><br><b>0.02</b> | <b>0.005</b><br><b>0.010</b> | <b>0.001</b><br><b>0.002</b> |
|------------------------|----------------------------|----------------------------|----------------------------|------------------------------|----------------------------|------------------------------|------------------------------|
| 41                     | 0.68052                    | 1.30254                    | 1.68288                    | 2.01954                      | 2.42080                    | 2.70118                      | 3.30127                      |
| 42                     | 0.68038                    | 1.30204                    | 1.68195                    | 2.01808                      | 2.41847                    | 2.69807                      | 3.29595                      |
| 43                     | 0.68024                    | 1.30155                    | 1.68107                    | 2.01669                      | 2.41625                    | 2.69510                      | 3.29089                      |
| 44                     | 0.68011                    | 1.30109                    | 1.68023                    | 2.01537                      | 2.41413                    | 2.69228                      | 3.28607                      |
| 45                     | 0.67998                    | 1.30065                    | 1.67943                    | 2.01410                      | 2.41212                    | 2.68959                      | 3.28148                      |
| 46                     | 0.67986                    | 1.30023                    | 1.67866                    | 2.01290                      | 2.41019                    | 2.68701                      | 3.27710                      |
| 47                     | 0.67975                    | 1.29982                    | 1.67793                    | 2.01174                      | 2.40835                    | 2.68456                      | 3.27291                      |
| 48                     | 0.67964                    | 1.29944                    | 1.67722                    | 2.01063                      | 2.40658                    | 2.68220                      | 3.26891                      |
| 49                     | 0.67953                    | 1.29907                    | 1.67655                    | 2.00958                      | 2.40489                    | 2.67995                      | 3.26508                      |
| 50                     | 0.67943                    | 1.29871                    | 1.67591                    | 2.00856                      | 2.40327                    | 2.67779                      | 3.26141                      |
| 51                     | 0.67933                    | 1.29837                    | 1.67528                    | 2.00758                      | 2.40172                    | 2.67572                      | 3.25789                      |
| 52                     | 0.67924                    | 1.29805                    | 1.67469                    | 2.00665                      | 2.40022                    | 2.67373                      | 3.25451                      |
| 53                     | 0.67915                    | 1.29773                    | 1.67412                    | 2.00575                      | 2.39879                    | 2.67182                      | 3.25127                      |
| 54                     | 0.67906                    | 1.29743                    | 1.67356                    | 2.00488                      | 2.39741                    | 2.66998                      | 3.24815                      |
| 55                     | 0.67898                    | 1.29713                    | 1.67303                    | 2.00404                      | 2.39608                    | 2.66822                      | 3.24515                      |
| 56                     | 0.67890                    | 1.29685                    | 1.67252                    | 2.00324                      | 2.39480                    | 2.66651                      | 3.24226                      |
| 57                     | 0.67882                    | 1.29658                    | 1.67203                    | 2.00247                      | 2.39357                    | 2.66487                      | 3.23948                      |
| 58                     | 0.67874                    | 1.29632                    | 1.67155                    | 2.00172                      | 2.39238                    | 2.66329                      | 3.23680                      |
| 59                     | 0.67867                    | 1.29607                    | 1.67109                    | 2.00100                      | 2.39123                    | 2.66176                      | 3.23421                      |
| 60                     | 0.67860                    | 1.29582                    | 1.67065                    | 2.00030                      | 2.39012                    | 2.66028                      | 3.23171                      |
| 61                     | 0.67853                    | 1.29558                    | 1.67022                    | 1.99962                      | 2.38905                    | 2.65886                      | 3.22930                      |
| 62                     | 0.67847                    | 1.29536                    | 1.66980                    | 1.99897                      | 2.38801                    | 2.65748                      | 3.22696                      |
| 63                     | 0.67840                    | 1.29513                    | 1.66940                    | 1.99834                      | 2.38701                    | 2.65615                      | 3.22471                      |
| 64                     | 0.67834                    | 1.29492                    | 1.66901                    | 1.99773                      | 2.38604                    | 2.65485                      | 3.22253                      |
| 65                     | 0.67828                    | 1.29471                    | 1.66864                    | 1.99714                      | 2.38510                    | 2.65360                      | 3.22041                      |
| 66                     | 0.67823                    | 1.29451                    | 1.66827                    | 1.99656                      | 2.38419                    | 2.65239                      | 3.21837                      |
| 67                     | 0.67817                    | 1.29432                    | 1.66792                    | 1.99601                      | 2.38330                    | 2.65122                      | 3.21639                      |
| 68                     | 0.67811                    | 1.29413                    | 1.66757                    | 1.99547                      | 2.38245                    | 2.65008                      | 3.21446                      |
| 69                     | 0.67806                    | 1.29394                    | 1.66724                    | 1.99495                      | 2.38161                    | 2.64898                      | 3.21260                      |
| 70                     | 0.67801                    | 1.29376                    | 1.66691                    | 1.99444                      | 2.38081                    | 2.64790                      | 3.21079                      |
| 71                     | 0.67796                    | 1.29359                    | 1.66660                    | 1.99394                      | 2.38002                    | 2.64686                      | 3.20903                      |
| 72                     | 0.67791                    | 1.29342                    | 1.66629                    | 1.99346                      | 2.37926                    | 2.64585                      | 3.20733                      |
| 73                     | 0.67787                    | 1.29326                    | 1.66600                    | 1.99300                      | 2.37852                    | 2.64487                      | 3.20567                      |
| 74                     | 0.67782                    | 1.29310                    | 1.66571                    | 1.99254                      | 2.37780                    | 2.64391                      | 3.20406                      |
| 75                     | 0.67778                    | 1.29294                    | 1.66543                    | 1.99210                      | 2.37710                    | 2.64298                      | 3.20249                      |
| 76                     | 0.67773                    | 1.29279                    | 1.66515                    | 1.99167                      | 2.37642                    | 2.64208                      | 3.20096                      |
| 77                     | 0.67769                    | 1.29264                    | 1.66488                    | 1.99125                      | 2.37576                    | 2.64120                      | 3.19948                      |
| 78                     | 0.67765                    | 1.29250                    | 1.66462                    | 1.99085                      | 2.37511                    | 2.64034                      | 3.19804                      |
| 79                     | 0.67761                    | 1.29236                    | 1.66437                    | 1.99045                      | 2.37448                    | 2.63950                      | 3.19663                      |
| 80                     | 0.67757                    | 1.29222                    | 1.66412                    | 1.99006                      | 2.37387                    | 2.63869                      | 3.19526                      |

## SURAT KETERANGAN CEK PLAGIASI

No. 061/Perp-UMP/SK.CP/VI/2025

Dengan ini kami menyatakan bahwa skripsi atas nama:

Nama : ZAHROTUL IKHDA ANGGRAENI NPM 2161201003058

Fakultas : Ekonomi

Judul : PENGARUH PENGALAMAN PELANGGAN DAN KUALITAS LAYANAN TERHADAP MINAT BELI ULANG PADA PRODUK KOREAN FOOD DI MTV KOTA PASURUAN

Sudah dilakukan cek plagiasi di Perpustakaan Universitas Merdeka Pasuruan dan sudah memenuhi persyaratan layak untuk mengikuti ujian tahap akhir.

Demikian surat keterangan ini dibuat untuk digunakan sebagaimana mestinya.

Pasuruan, 23 Juni 2025 Pemeriksa,

  
Septiani Dwi Saputri, S. AP. NIS. 0187 YPTM



**My Treasure Venue**  
Jl. Panglima Sudirman No. 95, Purworejo  
Kecamatan Purworejo, Kota Pasuruan

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#### SURAT KETERANGAN SELESAI PENELITIAN

Yang bertanda tangan dibawah ini:

Nama : Tasya Maulinda

Jabatan : Kepala Toko

Dengan ini menerangkan bahwa mahasiswa yang beridentitas:

Nama : Zahrotul Ikhdha Anggreani

NPM : 2161201003058

Fakultas : Ekonomi

Jurusan : Manajemen

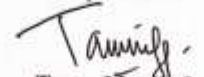
Universitas : Universitas Merdeka Pasuruan

Telah selesai melakukan penelitian di Perusahaan MTV (My Treasure Venue) selama 4 bulan, terhitung mulai bulan Februari hingga bulan Mei untuk memperoleh data dalam rangka penyusunan skripsi yang berjudul "PENGARUH PENGALAMAN PELANGGAN DAN KUALITAS LAYANAN TERHADAP MINAT BELI ULANG PADA PRODUK KOREAN FOOD MTV DI KOTA PASURUAN".

Demikian surat keterangan ini dibuat dan diberikan kepada yang bersangkutan untuk dipergunakan seperlunya.

Pasuruan, 16 Juni 2025

Kepala Toko

  
Tasya Maulinda