

LAMPIRAN

Lampiran 2

Kuesioner

L/P

Responden yang terhormat,

Sehubungan dengan pengumpulan data untuk penelitian, maka peneliti mengharap kesediaan anda untuk menjawab beberapa pertanyaan yang tersedia. Penelitian yang dilakukan mengenai pengaruh *experiential marketing* Starbucks Coffee terhadap kepuasan pelanggan dan niat untuk membeli ulang. Atas kesediaan, kerjasama, dan partisipasi anda untuk meluangkan waktu mengisi kuisisioner ini, peneliti mengucapkan terima kasih.

BAGIAN A

1. Apakah Anda bertempat tinggal atau berdomisili di Surabaya?
 - a. Ya
 - b. Tidak (stop di sini, terima kasih)
2. Apakah Anda telah lulus SMU?
 - a. Ya
 - b. Tidak (stop di sini, terima kasih)
3. Apakah Anda pernah merasakan layanan dan produk Starbucks Coffee?
 - a. Ya
 - b. Tidak (stop di sini, terima kasih)
4. Berapa kali Anda telah menikmati layanan dan produk Starbucks Coffee dalam 1 bulan terakhir?
 - a. 2 kali
 - b. 3 kali
 - c. 4 kali
 - d. Lainnya ...

BAGIAN B

Anda dimohon untuk memberikan tanda silang (X) pada jawaban yang sesuai dengan pernyataan-pernyataan di bawah ini

Keterangan = **STS : sangat tidak setuju** **TS : tidak setuju**
 TT : tidak tahu **S : setuju** **SS : sangat setuju**

Pernyataan	STS	TS	TT	S	SS
1. Meja, lantai, dan ruangan di setiap kedai Starbucks Coffee terlihat bersih(S)					
2. Desain ruangan di setiap kedai Starbucks terlihat menarik(S)					
3. Pencahayaan di setiap kedai Starbucks sesuai untuk digunakan bersantai atau membaca buku(S)					
4. Alunan musik pada kedai Starbucks merdu untuk didengarkan(S)					
5. Aroma keharuman kopi tercium dengan jelas(S)					
6. Minuman kopi yang ditawarkan kedai Starbucks Coffee nikmat(S)					
7. Rasa dan penyajian kopi di setiap kedai Starbucks Coffee konsisten(S)					
8. Kue dan cake yang ditawarkan sebagai pendamping kopi maupun minuman yang tidak mengadung kopi nikmat(S)					
9. Kedai Starbucks Coffee menawarkan kenyamanan dan ketenangan(F)					
10. Setiap pelayan di kedai Starbucks Coffee ramah(F)					
11. Pelayan di kedai Starbucks Coffe cepat dan tanggap dalam melayani konsumen(F)					
12. Pelayan di kedai Starbucks Coffee memberikan informasi kepada konsumen dengan jelas(F)					

Pernyataan	STS	TS	TT	S	SS
13. Harga yang ditawarkan sesuai dengan hal yang dirasakan.(T)					
14. Program-program yang ditawarkan Starbucks Coffee memberikan <i>image</i> yang baik(T)					
15. Fasilitas wi-fi membantu kepentingan konsumen sambil menikmati makanan dan minuman di Starbucks Coffee(A)					
16. Kedai starbucks sering dijadikan tempat untuk melakukan pertemuan dengan teman maupun rekan bisnis(A)					
17. Starbucks Coffee menjadi salah satu pilihan untuk berkumpul bersama teman (KP)					
18. Menikmati segelas kopi di kedai Starbucks Coffee merupakan sebuah <i>lifestyle</i> (R)					
19. Menjadi konsumen Starbucks Coffee memberikan sebuah <i>prestige</i> yang tidak didapatkan di tempat lain (R)					
20. Starbucks Coffee direkomendasikan bagi orang lain (KP)					
21. Kesempatan merasakan kembali menu dan layanan Starbucks Coffee sangat diharapkan (NB)					

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
niat_beli_ulang	3.000	5.000	2.194	8.820	20.800	41.816
rekomendasi	3.000	4.000	-.774	-3.111	-1.401	-2.817
pilihan	3.000	5.000	-.172	-.690	1.818	3.656
sense	3.380	4.250	-.704	-2.831	7.143	14.360
feel	3.750	4.500	.644	2.591	1.309	2.631
think	2.500	3.000	4.056	16.310	14.454	29.059
act	4.000	5.000	.539	2.169	-1.183	-2.379
relate	3.000	4.000	-1.058	-4.252	.109	.220
Multivariate					50.181	19.536

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
1	38.799	.000	.001
59	37.456	.000	.000
3	33.411	.000	.000
2	31.372	.000	.000
31	29.132	.000	.000
56	25.710	.001	.000
22	25.710	.001	.000
68	24.792	.002	.000
14	23.323	.003	.000
12	22.879	.004	.000
88	16.174	.040	.002
71	15.449	.051	.004
20	13.670	.091	.100
8	12.746	.121	.281
28	12.033	.150	.489
46	11.624	.169	.582
4	10.664	.221	.891
6	10.526	.230	.879
19	10.355	.241	.878
84	10.335	.242	.828
24	10.102	.258	.853
83	10.102	.258	.791
87	10.102	.258	.716
43	9.716	.286	.827
35	9.585	.295	.822
76	8.316	.403	.998
41	8.251	.409	.997
57	8.251	.409	.995
63	8.251	.409	.991
91	8.251	.409	.984
7	8.093	.424	.987
23	7.662	.467	.998
55	7.662	.467	.996
82	7.172	.518	1.000
58	7.172	.518	.999
21	7.119	.524	.999
33	5.431	.711	1.000
45	5.431	.711	1.000
49	5.431	.711	1.000
97	5.431	.711	1.000
80	4.997	.758	1.000
85	4.997	.758	1.000
13	4.963	.762	1.000
79	4.686	.791	1.000
77	4.686	.791	1.000
54	4.686	.791	1.000

15	4.686	.791	1.000
5	4.676	.792	1.000
18	4.676	.792	1.000
27	4.435	.816	1.000
78	4.354	.824	1.000
29	4.354	.824	1.000
60	4.071	.851	1.000
38	4.071	.851	1.000
95	4.022	.855	1.000
66	4.022	.855	1.000
51	4.022	.855	1.000
30	4.022	.855	1.000
9	4.022	.855	1.000
10	3.904	.866	1.000
26	3.904	.866	1.000
52	3.904	.866	1.000
73	3.904	.866	1.000
92	3.904	.866	1.000
67	3.663	.886	1.000
96	3.663	.886	1.000
16	3.659	.887	1.000
44	3.659	.887	1.000
70	3.659	.887	1.000
74	3.659	.887	1.000
96	3.659	.887	1.000
32	2.877	.942	1.000
40	2.877	.942	1.000
65	2.877	.942	1.000
89	2.877	.942	1.000
93	2.877	.942	1.000
94	2.877	.942	1.000
81	2.797	.946	1.000
62	2.797	.946	1.000
61	2.797	.946	1.000
48	2.797	.946	1.000
42	2.797	.946	1.000
39	2.797	.946	1.000
36	2.797	.946	.999
11	2.797	.946	.998
86	2.757	.949	.996
75	2.757	.949	.989
72	2.757	.949	.973
69	2.757	.949	.938
64	2.757	.949	.874
53	2.757	.949	.769
50	2.757	.949	.620
47	2.757	.949	.440
37	2.757	.949	.261
34	2.757	.949	.120

	2.757	.949	.038
17	2.757	.949	.006

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P	Label
kepuasan_pelanggan <---	Experiential Marketing	.162				par_5
Niat beli ulang <---	kepuasan_pelanggan	1.086				par_6
relate <---	Experiential Marketing	1.000				
act <---	Experiential Marketing	4.946				par_1
think <---	Experiential Marketing	.627				par_2
feel <---	Experiential Marketing	.586				par_3
sense <---	Experiential Marketing	-.437				par_4
pilihan <---	kepuasan_pelanggan	1.000				
rekomendasi <---	kepuasan_pelanggan	11.166				par_7
niat_beli_ulang <---	Niat beli ulang	1.000				

Standardized Regression Weights: (Group number 1 - Default model)

		Estimate
kepuasan_pelanggan <---	Experiential Marketing	.384
Niat beli ulang <---	kepuasan_pelanggan	.271
relate <---	Experiential Marketing	.289
act <---	Experiential Marketing	1.654
think <---	Experiential Marketing	.487
feel <---	Experiential Marketing	.314
sense <---	Experiential Marketing	-.358
pilihan <---	kepuasan_pelanggan	.080
rekomendasi <---	kepuasan_pelanggan	.873
niat_beli_ulang <---	Niat beli ulang	.720

Intercepts: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
relate	3.789	.016	124.966	***	par_21
act	4.211	.026	160.521	***	par_22
think	2.526	.011	228.851	***	par_23
feel	3.956	.016	241.489	***	par_24
sense	3.803	.021	235.718	***	par_25
pilihan	3.959	.046	85.429	***	par_26
rekomendasi	3.680	.041	77.869	***	par_27
niat_beli_ulang	4.021	.021	195.013	***	par_28

Covariances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
e2 <--> e1	.002				par_8
e3 <--> e2	.002				par_9
e4 <--> e3	-.013				par_10
e5 <--> e4	-.052				par_11
e5 <--> e3	-.008				par_12
e5 <--> e2	-.013				par_13
e5 <--> e1	.003				par_14
e4 <--> e2	-.025				par_15
e4 <--> e1	.016				par_16
e3 <--> e1	.006				par_17
e1 <--> e7	.007				par_18
e5 <--> e8	-.070				par_19
e5 <--> e10	.006				par_20

Correlations: (Group number 1 - Default model)

	Estimate
e2 <--> e1	.165
e3 <--> e2	.155
e5 <--> e3	-.283
e5 <--> e2	-.300
e5 <--> e1	.094
e3 <--> e1	.592
e1 <--> e7	.154
e5 <--> e8	-.1088
e5 <--> e10	.144

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label

e6	.007	par_29		
e9	.001	.002	.663	.547
e11	.020	par_31		
e5	.081	.013	8.212	***
e4	-.115	.266	-.431	.666
e3	.009	.006	1.981	.093
e2	.023	.007	5.243	.001
e1	.010	.003	2.871	.004
e7	.205	.030	6.915	***
e8	.051	.101	.509	.011
e10	.020	par_39		

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
Experiential Marketing	.000
kepuasan_pelanggan	.148
Niat beli ulang	.074
niat_beli_ulang	.519
rekomendasi	.762
pilihan	.006
sense	.128
feel	.098
think	.237
act	2.754
relate	.084

1.000
 .384
 .104
 .175
 .333
 .031
 .558
 .314
 .487
 1.654
 .289

Matrices (Group number 1 - Default model)

Implied (for all variables) Covariances (Group number 1 - Default model)

	Experiential Marketing	kepuasan_pelanggan	Niat beli ulang	niat_beli_ulang	rekomendasi	pilihan	sense	feel	think	act	relate
Experiential Marketing	.000										
kepuasan_pelanggan	.004	.001									
Niat beli ulang	.003	.001	.021								
niat_beli_ulang	.004	.001	.021	.041							
rekomendasi	.013	.015	.016	.016	.216						
pilihan	.001	.001	.001	.001	.015	.206					
sense	-.003	-.001	-.001	-.001	-.006	.006	.011				
feel	.004	.001	.001	.001	.008	.001	.001	.026			
think	.005	.001	.001	.001	.008	.001	.004	.005	.012		
act	.037	.006	.006	.006	.066	.006	.000	-.004	.010	.066	
relate	.007	.001	.001	.007	-.057	.001	-.001	-.009	-.003	-.015	.088

Implied (for all variables) Correlations (Group number 1 - Default model)

	Experiential Marketing	kepuasan_pelanggan	Niat beli ulang	niat_beli_ulang	rekomendasi	pilihan	sense	feel	think	act	relate
Experiential Marketing	1.000										
kepuasan_pelanggan	.384	1.000									
Niat beli ulang	.104	.271	1.000								
niat_beli_ulang	.175	.195	.720	1.000							
rekomendasi	.333	.873	.237	.171	1.000						
pilihan	.031	.080	.022	.016	.070	1.000					
sense	-.558	-.138	-.037	-.027	-.120	.132	1.000				
feel	.314	.120	.033	.024	.105	.010	.034	1.000			
think	.487	.187	.051	.037	.163	.015	.308	.281	1.000		
act	1.654	.635	.172	.124	.554	.051	.009	-.088	.352	1.000	
relate	.289	.111	.030	.117	-.411	.009	-.020	-.182	-.096	-.196	1.000

Implied (for all variables) Means (Group number 1 - Default model)

	Experiential Marketing	kepuasan_pelanggan	Niat beli ulang	niat_beli_ulang	rekomendasi	pilihan	sense	feel	think	act	relate
	.000	.000	.000	4.021	3.680	3.959	3.803	3.956	2.526	4.211	3.789

Implied Covariances (Group number 1 - Default model)

	niat_beli_ulang	rekomendasi	pilihan	sense	feel	think	act	relate
niat_beli_ulang	.041							
rekomendasi	.016	.216						
pilihan	.001	.015	.206					
sense	-.001	-.006	.006	.011				
feel	.001	.008	.001	.001	.026			
think	.001	.008	.001	.004	.005	.012		

act	.096	.069	.006	.000	-.004	.010	.066	
relate	.007	-.007	.001	-.001	-.009	-.003	-.015	.088

Implied Correlations (Group number 1 - Default model)

	niat_beli_ulang	rekomendasi	pilihan	sense	feel	think	act	relate
niat_beli_ulang	1.000							
rekomendasi	.171	1.000						
pilihan	.016	.002	1.000					
sense	-.027	-.120	.132	1.000				
feel	.024	.165	.010	.034	1.000			
think	.037	.163	.015	.308	.281	1.000		
act	.124	.854	.051	.009	-.088	.352	1.000	
relate	.117	-.401	.009	-.020	-.182	-.096	-.196	1.000

Implied Means (Group number 1 - Default model)

	niat_beli_ulang	rekomendasi	pilihan	sense	feel	think	act	relate
	4.021	3.680	3.953	3.803	3.956	2.526	4.211	3.789

Residual Covariances (Group number 1 - Default model)

	niat_beli_ulang	rekomendasi	pilihan	sense	feel	think	act	relate
niat_beli_ulang	.000							
rekomendasi	.003	.002						
pilihan	-.000	-.002	-.002					
sense	-.003	.000	-.003	.000				
feel	.000	-.000	.000	.000	.000			
think	.004	.000	-.000	.000	.000	.000		
act	-.000	.000	-.002	.000	.000	.000	.000	
relate	-.003	.000	-.005	.000	.003	.001	-.002	-.002

Residual Means (Group number 1 - Default model)

	niat_beli_ulang	rekomendasi	pilihan	sense	feel	think	act	relate
	.000	.000	.000	.000	.000	.000	.000	.000

Standardized Residual Covariances (Group number 1 - Default model)

	niat_beli_ulang	rekomendasi	pilihan	sense	feel	think	act	relate
niat_beli_ulang	.003							
rekomendasi	.002	-.049						
pilihan	-.002	-.138	-.056					
sense	-.238	-.020	-.609	-.125				
feel	.3156	-.160	.009	.001	.001			
think	1.669	-.029	-1.952	-.270	.002	.002		
act	-1.057	.000	-.199	-.028	.006	.007	.009	
relate	-.435	-.030	-.346	-.121	.666	.255	-.277	-.121

Standardized Residual Means (Group number 1 - Default model)

	niat_beli_ulang	rekomendasi	pilihan	sense	feel	think	act	relate
	.000	.000	.000	.000	.000	.000	.000	.000

Factor Score Weights (Group number 1 - Default model)

	niat_beli_ulang	rekomendasi	pilihan	sense	feel	think	act	relate
Experiential Marketing	-.071	-.156	.003	-.349	.433	-.205	.808	.159
kepuasan_pelanggan	-.014	.077	.000	-.001	.037	-.015	.035	.073
Niat beli ulang	.805	.030	.001	-.010	.008	-.004	.019	-.003

Total Effects (Group number 1 - Default model)

	Experiential Marketing	kepuasan_pelanggan
kepuasan_pelanggan	.162	.000
Niat beli ulang	.176	1.086
niat_beli_ulang	.176	1.086
rekomendasi	1.813	11.166
pilihan	.162	1.000
sense	-.437	.000
feel	.580	.000
think	-.627	.000
act	4.945	.000
relate	1.000	.000

Standardized Total Effects (Group number 1 - Default model)

	Experiential Marketing	kepuasan_pelanggan
kepuasan_pelanggan	.384	.000

Niat beli ulang	.194	.271
niat_beli_ulang	.075	.195
rekomendasi	.338	.873
pilihan	.031	.080
sense	-.358	.000
feel	.314	.000
think	.487	.000
act	1.604	.000
relate	.289	.000

Direct Effects (Group number 1 - Default model)

	Experiential Marketing	kepuasan_pelanggan
kepuasan_pelanggan	.162	.000
Niat beli ulang	.000	1.086
niat_beli_ulang	.000	.000
rekomendasi	.000	11.166
pilihan	.000	1.000
sense	-.437	.000
feel	.586	.000
think	.627	.000
act	4.946	.000
relate	1.000	.000

Standardized Direct Effects (Group number 1 - Default model)

	Experiential Marketing	kepuasan_pelanggan
kepuasan_pelanggan	.384	.000
Niat beli ulang	.000	.271
niat_beli_ulang	.000	.000
rekomendasi	.000	.873
pilihan	.000	.080
sense	-.258	.000
feel	.314	.000
think	.487	.000
act	1.604	.000
relate	.289	.000

Indirect Effects (Group number 1 - Default model)

	Experiential Marketing	kepuasan_pelanggan
kepuasan_pelanggan	.000	.000
Niat beli ulang	.176	.000
niat_beli_ulang	.176	1.086
rekomendasi	1.815	.000
pilihan	.162	.000
sense	.000	.000
feel	.000	.000
think	.000	.000
act	.000	.000
relate	.000	.000

Standardized Indirect Effects (Group number 1 - Default model)

	Experiential Marketing	kepuasan_pelanggan
kepuasan_pelanggan	.000	.000
Niat beli ulang	.194	.000
niat_beli_ulang	.075	.195
rekomendasi	.338	.000
pilihan	.031	.000
sense	.000	.000
feel	.000	.000
think	.000	.000
act	.000	.000
relate	.000	.000