

Lampiran 1

KUESIONER PENELITIAN

Dengan hormat,

Dalam rangka melengkapi syarat-syarat guna memperoleh Gelar Sarjana Program Strata (S-1) pada Program Studi Manajemen, saya akan melakukan penelitian mengenai “Pengaruh *Customer Experience*, *Word of Mouth*, dan Kepercayaan Konsumen Terhadap Keputusan Pembelian ulang di toko buah Awwabila Dolopo” Bagi Mahasiswa Fakultas Ekonomi Angkatan 2017 Universitas Muhammadiyah Ponorogo”. Dengan hal tersebut, saya mohon kesediaan Saudara/i untuk dapat mengisi kuesioner penelitian ini.

Diharapkan penelitian ini dapat memberikan hasil yang bermanfaat, oleh karena itu dimohon untuk responden dapat memberikan jawaban pada kuesioner ini dengan sebenarnya tanpa adanya manipulasi. Hasil kuesioner ini tidak untuk dipublikasikan, melainkan hanya digunakan untuk kepentingan penelitian dan jawaban Saudara/i berikan akan dijamin kerahasiaannya.

Atas kesediaan waktu, bantuan dan kerjasamanya saya ucapkan terima kasih.

Hormat saya,

Qaris Andi Wicaksono

NIM. 17414338

Kuisiener Pengaruh *Customer Experience*, *Word of Mouth*, dan Kepercayaan Konsumen Terhadap Keputusan Pembelian ulang di toko buah Awwabila Dolopo

Nama :

Alamat :

Keterangan : 1. STS 2. TS 3. KS 4. S 5. SS

Beri tanda (√) di kolom yang ingin di pilih

No	Pernyataan	Penilaian				
		1	2	3	4	5
A	Customer Experience					
1	Saya merasakan buah di Awwabila enak					
2	Kebersihan di Awwabila terjaga					
3	Pelayanan yang baik kepada konsumen					
4	Saya merasakan tampilan buah Awwabila rapi					
5	Karyawan di Awwabila ramah kepada konsumen					
B	Word Of Mouth					
1	Saya mendapat informasi toko buah Awwabila dari orang lain					
2	Informasi dari orang lain yang akhirnya saya membeli buah di Awwabila					
3	Saya direkomendasikan orang untuk beli buah di Awwabila					
4	Saya mengikuti rekomendasi dari teman-teman saya					
5	Saya dapat rekomendasi dari tetangga saya untuk beli buah di Awwabila					
c	Kepercayaan Konsumen					
1	Saya percaya bahwa penjual buah di awwabila handal dalam memilih buah					
2	Kejujuran pelayanan Awwabila saya rasa cukup baik					
3	Saya percaya akan kualitas Buah di Awwabila					
4	Kepedulian Pelayan terhadap konsumen baik					
5	Sudah banyak testimoni positif yang saya ketahui					
d	Keputusan Pembelian Ulang					
1	Awwabila adalah toko yang bisa diandalkan dalam memenuhi kebutuhan buah saya					

2	Buah di Awwabila segar sehingga memberikan manfaat yang maksimal dalam hal gizi					
3	Toko Buah Awwabila adalah toko yang menurut saya tepat, dalam segi harga dan kualitas					
4	Saya merasa puas sebagai konsumen Awwabila					
5	Tempat yang mudah di akses					



Lampiran 2

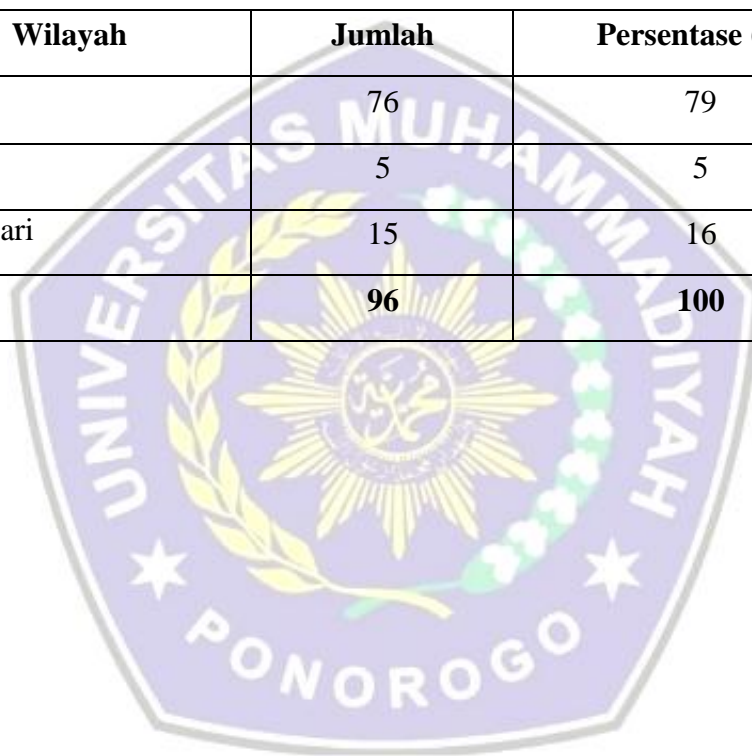
Hasil Kharakteristik Responden

1. Berdasarkan Jenis Kelamin

Status	Frekuensi	Persentase (%)
Perempuan	77	80
Laki-laki	19	20
Total	96	100

2. Berdasarkan Wilayah

Wilayah	Jumlah	Persentase (%)
Dolopo	76	79
Geger	5	5
Kebonsari	15	16
Total	96	100



Lampran 3

DATA TABULASI KUESIONER PENELITIAN

NO	Customer Experience (X1)						Word of Mouth (X2)					
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.Total	X2.1	X2.2	X2.3	X2.4	X2.5	X2.Total
1	3	4	3	4	3	17	3	4	4	4	4	19
2	4	4	4	3	4	19	4	4	4	3	4	19
3	5	5	5	4	4	23	5	5	4	4	4	22
4	4	4	4	4	4	20	4	4	4	4	4	20
5	4	3	3	4	3	17	2	4	3	2	3	14
6	4	3	4	4	4	19	5	4	4	4	3	20
7	5	5	5	5	5	25	5	4	5	4	5	23
8	5	4	4	4	4	21	5	4	4	5	4	22
9	4	4	4	4	4	20	4	4	4	4	4	20
10	4	3	3	4	3	17	2	2	1	2	2	9
11	4	4	4	4	4	20	4	4	4	4	4	20
12	5	5	5	5	5	25	5	5	5	5	5	25
13	5	4	4	4	4	21	5	5	4	4	3	21
14	3	3	4	3	4	17	3	3	3	3	3	15
15	4	4	4	5	4	21	4	4	5	4	3	20
16	3	4	4	3	4	18	3	5	4	4	3	19
17	4	3	3	3	3	16	4	4	4	3	2	17
18	4	4	4	4	4	20	3	3	3	3	3	15
19	4	4	4	4	4	20	4	4	4	4	4	20
20	5	4	5	5	4	23	4	5	3	4	3	19
21	4	4	4	3	4	19	4	4	4	4	4	20
22	5	4	4	4	3	20	5	3	3	4	5	20
23	4	3	3	3	3	16	3	4	3	3	3	16
24	4	4	4	4	3	19	3	3	3	4	4	17
25	5	4	4	4	5	22	4	5	4	5	3	21
26	5	5	5	5	5	25	5	5	5	5	5	25
27	5	5	4	4	4	22	3	3	5	4	5	20
28	4	3	4	4	4	19	4	4	3	3	3	17
29	4	3	4	4	3	18	4	4	4	4	4	20
30	5	5	5	5	5	25	3	3	3	3	3	15
31	2	2	2	2	3	11	1	1	2	3	2	9
32	4	4	4	3	4	19	4	5	4	4	5	22
33	5	5	5	5	5	25	5	5	5	5	5	25
34	4	4	5	3	4	20	4	4	4	4	4	20
35	5	4	4	4	3	20	3	3	3	3	3	15
36	4	3	3	3	3	16	4	3	3	4	4	18
37	5	4	4	5	5	23	3	5	5	4	4	21

38	5	5	5	5	5	25	5	5	5	5	5	25
39	4	4	4	5	5	22	4	5	4	5	3	21
40	5	5	5	5	5	25	5	5	5	5	5	25
41	5	4	5	5	4	23	5	5	5	5	4	24
42	3	5	5	5	4	22	5	5	5	5	5	25
43	5	5	5	5	5	25	5	5	5	5	5	25
44	5	4	4	4	5	22	4	4	4	5	5	22
45	4	4	4	4	4	20	4	4	4	4	4	20
46	4	4	4	4	5	21	4	4	4	5	4	21
47	4	4	4	4	4	20	4	4	4	4	4	20
48	4	4	4	3	4	19	4	4	4	3	4	19
49	4	5	5	5	4	23	4	4	5	5	4	22
50	4	4	4	4	4	20	4	4	4	4	4	20
51	5	5	4	5	5	24	4	4	4	5	4	21
52	5	5	5	5	5	25	5	5	5	5	5	25
53	4	4	3	2	3	16	4	4	3	3	4	18
54	4	4	3	4	3	18	4	4	3	4	5	20
55	5	5	5	5	5	25	5	5	5	5	4	24
56	3	3	4	3	4	17	2	3	2	5	2	14
57	5	2	5	3	5	20	4	4	5	4	5	22
58	3	3	4	3	4	17	3	3	3	4	3	16
59	4	4	4	4	4	20	4	4	4	4	4	20
60	4	4	4	4	5	21	5	3	5	4	3	20
61	4	3	2	2	4	15	2	2	3	3	3	13
62	5	4	4	5	5	23	4	5	3	2	3	17
63	5	5	4	4	4	22	4	5	5	4	4	22
64	4	4	5	4	4	21	5	4	4	4	4	21
65	3	4	4	4	4	19	5	3	4	4	4	20
66	2	1	3	3	3	12	3	3	2	3	2	13
67	3	4	4	5	4	20	4	4	4	4	2	18
68	5	5	5	5	4	24	3	3	4	3	3	16
69	4	4	4	3	4	19	5	3	3	5	4	20
70	4	4	4	4	4	20	3	4	4	4	4	19
71	4	3	3	4	4	18	4	4	4	4	4	20
72	5	4	4	5	4	22	5	4	5	4	5	23
73	5	4	4	4	5	22	4	4	4	4	4	20
74	4	4	3	3	3	17	3	3	3	3	3	15
75	5	5	4	4	4	22	4	3	5	4	5	21
76	4	4	4	4	4	20	3	4	2	5	4	18
77	4	4	4	4	4	20	4	4	4	4	4	20
78	4	4	4	4	4	20	4	3	4	3	4	18
79	3	2	3	3	4	15	4	2	3	4	3	16
80	3	4	4	4	4	19	4	3	3	5	3	18
81	4	4	4	4	4	20	4	4	4	4	4	20

82	2	3	3	2	3	13	2	2	2	2	3	11
83	4	3	3	3	4	17	3	4	4	4	3	18
84	3	3	4	2	3	15	3	4	3	3	3	16
85	5	5	4	3	4	21	5	4	5	4	4	22
86	5	5	5	4	5	24	4	5	4	4	3	20
87	1	2	3	2	3	11	2	3	2	3	3	13
88	5	4	4	3	3	19	4	3	3	5	5	20
89	4	4	4	4	4	20	4	4	5	3	5	21
90	4	4	4	3	4	19	4	4	4	4	2	18
91	5	5	4	4	4	22	4	5	5	4	4	22
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94	4	4	4	4	3	19	3	3	3	3	3	15
95	4	4	3	5	3	19	5	4	3	4	4	20
96	4	4	5	4	4	21	4	4	4	4	4	20



NO	Kepercayaan Konsumen (X3)						Keputusan Pembelian Ulang (Y)					
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.Total	Y1	Y2	Y3	Y4	Y.5	Y.Total
1	3	4	4	3	3	17	3	4	4	4	4	19
2	4	4	4	4	4	20	4	4	4	5	4	21
3	4	4	4	4	4	20	5	5	4	4	4	22
4	4	4	4	4	4	20	4	4	4	4	4	20
5	4	3	3	4	3	17	2	3	4	3	4	16
6	4	5	5	5	4	23	4	4	4	4	4	20
7	5	5	5	5	4	24	4	5	4	5	4	22
8	4	3	5	5	4	21	4	4	4	4	4	20
9	4	4	4	4	4	20	4	4	4	4	4	20
10	2	1	2	3	2	10	2	3	1	2	3	11
11	4	4	4	4	4	20	4	4	4	4	4	20
12	5	5	5	5	5	25	5	5	5	5	5	25

13	4	4	4	4	5	21	4	4	5	5	4	22
14	3	4	3	4	4	18	4	4	4	4	3	19
15	3	4	3	4	3	17	5	4	4	4	4	21
16	4	4	4	5	4	21	4	3	4	4	4	19
17	2	2	2	3	3	12	4	4	2	4	3	17
18	3	4	4	4	4	19	4	4	4	4	4	20
19	4	4	4	4	4	20	4	4	4	4	4	20
20	4	4	4	4	4	20	4	4	4	5	4	21
21	4	4	4	4	4	20	4	4	4	5	4	21
22	2	3	2	3	3	13	5	4	5	3	4	21
23	3	3	3	4	3	16	3	3	3	3	3	15
24	3	3	3	3	3	15	3	3	3	3	3	15
25	4	4	4	4	4	20	4	4	5	3	3	19
26	5	5	5	5	5	25	5	5	5	5	5	25
27	4	4	4	3	4	19	4	3	4	3	4	18
28	4	4	4	4	4	20	4	4	4	3	4	19
29	4	4	4	3	3	18	3	4	4	3	3	17
30	5	5	5	5	5	25	5	5	5	5	5	25
31	2	1	2	2	3	10	2	2	2	1	4	11
32	4	5	5	3	3	20	3	4	4	5	4	20
33	5	5	5	5	5	25	5	5	5	5	5	25
34	4	4	4	4	4	20	4	4	4	5	4	21
35	5	4	5	4	3	21	4	5	4	4	5	22
36	3	3	3	4	4	17	4	3	4	4	3	18
37	5	4	5	5	4	23	5	5	5	5	4	24
38	5	5	5	5	5	25	5	5	5	5	5	25
39	4	4	4	5	5	22	4	5	4	5	5	23
40	5	5	5	5	5	25	5	5	5	5	5	25
41	5	5	5	5	5	25	5	5	5	5	5	25

42	5	5	5	5	5	25	5	5	5	5	5	25
43	5	5	5	5	5	25	5	5	5	5	5	25
44	5	5	5	5	3	23	5	5	5	5	5	25
45	4	4	4	4	4	20	4	4	4	4	4	20
46	4	4	3	4	5	20	4	5	4	5	4	22
47	4	4	4	4	4	20	4	5	4	4	4	21
48	4	4	4	4	4	20	4	4	4	5	4	21
49	4	5	5	5	4	23	4	4	4	4	5	21
50	4	4	4	4	4	20	4	4	4	4	4	20
51	4	4	4	4	5	21	4	4	4	5	4	21
52	5	5	5	5	5	25	5	5	5	5	5	25
53	3	3	4	3	4	17	4	5	4	3	3	19
54	4	4	4	5	4	21	5	4	4	4	4	21
55	5	5	5	5	5	25	5	5	5	5	5	25
56	2	4	4	4	2	16	3	4	3	3	2	15
57	5	4	5	5	4	23	5	5	5	5	5	25
58	3	4	4	4	3	18	2	3	4	3	4	16
59	4	4	4	4	4	20	4	4	4	4	4	20
60	5	5	3	5	4	22	5	4	5	4	4	22
61	3	3	4	4	3	17	4	4	4	5	5	22
62	5	5	5	5	5	25	5	4	4	5	5	23
63	5	5	4	4	5	23	4	4	4	5	5	22
64	5	5	4	4	4	22	5	5	5	5	5	25
65	4	3	3	4	4	18	4	3	3	4	3	17
66	2	3	2	1	3	11	2	3	2	3	2	12
67	4	4	4	4	4	20	4	4	4	4	4	20
68	5	5	5	5	4	24	4	4	4	5	5	22
69	4	4	4	4	3	19	3	4	4	3	4	18
70	4	4	4	4	4	20	4	4	4	4	3	19

71	3	4	4	4	4	19	4	4	5	5	4	22
72	5	4	5	3	4	21	5	5	5	4	5	24
73	4	4	4	4	4	20	5	4	3	5	4	21
74	3	4	3	3	3	16	3	3	3	3	3	15
75	3	4	5	4	3	19	3	5	4	5	3	20
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80	5	3	5	3	4	20	3	4	3	4	3	17
81	4	4	4	4	4	20	4	4	4	4	4	20
82	4	3	2	3	2	14	2	3	2	3	2	12
83	3	3	3	3	3	15	3	4	2	5	2	16
84	2	4	3	4	2	15	2	3	4	2	3	14
85	4	4	4	4	5	21	4	4	4	3	4	19
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87	2	2	2	2	2	10	2	2	3	2	3	12
88	4	4	3	3	4	18	4	3	3	5	5	20
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90	4	4	4	3	3	18	3	4	4	4	3	18
91	5	5	4	4	5	23	4	4	4	5	5	22
92	5	5	4	5	5	24	5	5	5	5	4	24
93	4	4	4	5	4	21	3	4	4	4	4	19
94	3	3	3	3	3	15	4	4	4	4	2	18
95	5	4	4	4	3	20	5	4	4	4	4	21
96	4	4	4	3	4	19	4	5	4	4	4	21

Lampiran 4

r-Tabel

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
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541
31	0.2913	0.3440	0.4032	0.4421	0.5465
32	0.2869	0.3388	0.3972	0.4357	0.5392
33	0.2826	0.3338	0.3916	0.4296	0.5322
34	0.2785	0.3291	0.3862	0.4238	0.5254
35	0.2746	0.3246	0.3810	0.4182	0.5189
36	0.2709	0.3202	0.3760	0.4128	0.5126

37	0.2673	0.3160	0.3712	0.4076	0.5066
38	0.2638	0.3120	0.3665	0.4026	0.5007
39	0.2605	0.3081	0.3621	0.3978	0.4950
40	0.2573	0.3044	0.3578	0.3932	0.4896
41	0.2542	0.3008	0.3536	0.3887	0.4843
42	0.2512	0.2973	0.3496	0.3843	0.4791
43	0.2483	0.2940	0.3457	0.3801	0.4742
44	0.2455	0.2907	0.3420	0.3761	0.4694
45	0.2429	0.2876	0.3384	0.3721	0.4647
46	0.2403	0.2845	0.3348	0.3683	0.4601
47	0.2377	0.2816	0.3314	0.3646	0.4557
48	0.2353	0.2787	0.3281	0.3610	0.4514
49	0.2329	0.2759	0.3249	0.3575	0.4473
50	0.2306	0.2732	0.3218	0.3542	0.4432
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
101	0.1630	0.1937	0.2290	0.2528	0.3196
102	0.1622	0.1927	0.2279	0.2515	0.3181
103	0.1614	0.1918	0.2268	0.2504	0.3166
104	0.1606	0.1909	0.2257	0.2492	0.3152
105	0.1599	0.1900	0.2247	0.2480	0.3137
106	0.1591	0.1891	0.2236	0.2469	0.3123
107	0.1584	0.1882	0.2226	0.2458	0.3109
108	0.1576	0.1874	0.2216	0.2446	0.3095
109	0.1569	0.1865	0.2206	0.2436	0.3082
110	0.1562	0.1857	0.2196	0.2425	0.3068
111	0.1555	0.1848	0.2186	0.2414	0.3055
112	0.1548	0.1840	0.2177	0.2403	0.3042
113	0.1541	0.1832	0.2167	0.2393	0.3029
114	0.1535	0.1824	0.2158	0.2383	0.3016
115	0.1528	0.1816	0.2149	0.2373	0.3004
116	0.1522	0.1809	0.2139	0.2363	0.2991
117	0.1515	0.1801	0.2131	0.2353	0.2979
118	0.1509	0.1793	0.2122	0.2343	0.2967
119	0.1502	0.1786	0.2113	0.2333	0.2955
120	0.1496	0.1779	0.2104	0.2324	0.2943
121	0.1490	0.1771	0.2096	0.2315	0.2931
122	0.1484	0.1764	0.2087	0.2305	0.2920

Lampiran 5

Hasil Uji Validitas

1. Variabel *Customer Experience* (X1)

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	Total.X1
X1.1	Pearson Correlation	1	.659**	.519**	.564**	.502**	.809**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	96	96	96	96	96	96
X1.2	Pearson Correlation	.659**	1	.641**	.631**	.487**	.851**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	96	96	96	96	96	96
X1.3	Pearson Correlation	.519**	.641**	1	.594**	.621**	.818**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	96	96	96	96	96	96
X1.4	Pearson Correlation	.564**	.631**	.594**	1	.520**	.827**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	96	96	96	96	96	96
X1.5	Pearson Correlation	.502**	.487**	.621**	.520**	1	.750**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	96	96	96	96	96	96
Total.X1	Pearson Correlation	.809**	.851**	.818**	.827**	.750**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96

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

2. Variabel *Word of Mouth* (X2)

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	Total.X2
X2.1	Pearson Correlation	1	.568**	.643**	.565**	.560**	.842**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	96	96	96	96	96	96
X2.2	Pearson Correlation	.568**	1	.608**	.442**	.391**	.759**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	96	96	96	96	96	96
X2.3	Pearson Correlation	.643**	.608**	1	.512**	.595**	.853**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	96	96	96	96	96	96
X2.4	Pearson Correlation	.565**	.442**	.512**	1	.492**	.748**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	96	96	96	96	96	96
X2.5	Pearson Correlation	.560**	.391**	.595**	.492**	1	.766**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	96	96	96	96	96	96
Total.X2	Pearson Correlation	.842**	.759**	.853**	.748**	.766**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96

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



3. Variabel Kepercayaan Konsumen (X3)

		Correlations					
		X3.1	X3.2	X3.3	X3.4	X3.5	Total.X3
X3.1	Pearson Correlation	1	.724**	.721**	.667**	.680**	.895**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	96	96	96	96	96	96
X3.2	Pearson Correlation	.724**	1	.709**	.657**	.603**	.866**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	96	96	96	96	96	96
X3.3	Pearson Correlation	.721**	.709**	1	.649**	.556**	.855**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	96	96	96	96	96	96
X3.4	Pearson Correlation	.667**	.657**	.649**	1	.592**	.837**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	96	96	96	96	96	96
X3.5	Pearson Correlation	.680**	.603**	.556**	.592**	1	.802**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	96	96	96	96	96	96
Total.X3	Pearson Correlation	.895**	.866**	.855**	.837**	.802**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96

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



4. Variabel Keputusan Pembelian Ulang(Y)

		Correlations					
		Y1	Y2	Y3	Y4	Y5	Total.Y
Y1	Pearson Correlation	1	.697**	.677**	.590**	.612**	.868**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	96	96	96	96	96	96
Y2	Pearson Correlation	.697**	1	.673**	.613**	.511**	.836**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	96	96	96	96	96	96
Y3	Pearson Correlation	.677**	.673**	1	.475**	.626**	.832**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	96	96	96	96	96	96
Y4	Pearson Correlation	.590**	.613**	.475**	1	.545**	.791**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	96	96	96	96	96	96
Y5	Pearson Correlation	.612**	.511**	.626**	.545**	1	.798**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	96	96	96	96	96	96
Total.Y	Pearson Correlation	.868**	.836**	.832**	.791**	.798**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96

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



Lampiran 6

Hasil Uji Reliabilitas

1. Variabel *Customer Experience* (X1)

Reliability StatistiKS

Cronbach's Alpha	N of Items
.868	5

2. Variabel *Word of Mouth* (X2)

Reliability StatistiKS

Cronbach's Alpha	N of Items
.854	5

3. Variabel Kepercayaan Konsumen (X3)

Reliability StatistiKS

Cronbach's Alpha	N of Items
.905	5

4. Variabel Keputusan Pembelian Ulang(Y)

Reliability StatistiKS

Cronbach's Alpha	N of Items
.880	5

Lampiran 7

Tabel T dan F

1. t-Tabel

Pr df	0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.01 0.02	0.005 0.010	0.001 0.002
1	1.00000	3.07768	6.31375	12.70620	31.82052	63.65674	318.30884
2	0.81650	1.88562	2.91999	4.30265	6.96456	9.92484	22.32712
3	0.76489	1.63774	2.35336	3.18245	4.54070	5.84091	10.21453
4	0.74070	1.53321	2.13185	2.77645	3.74695	4.60409	7.17318
5	0.72669	1.47588	2.01505	2.57058	3.36493	4.03214	5.89343
6	0.71756	1.43976	1.94318	2.44691	3.14267	3.70743	5.20763
7	0.71114	1.41492	1.89458	2.36462	2.99795	3.49948	4.78529
8	0.70639	1.39682	1.85955	2.30600	2.89646	3.35539	4.50079
9	0.70272	1.38303	1.83311	2.26216	2.82144	3.24984	4.29681
10	0.69981	1.37218	1.81246	2.22814	2.76377	3.16927	4.14370
11	0.69745	1.36343	1.79588	2.20099	2.71808	3.10581	4.02470
12	0.69548	1.35622	1.78229	2.17881	2.68100	3.05454	3.92963
13	0.69383	1.35017	1.77093	2.16037	2.65031	3.01228	3.85198
14	0.69242	1.34503	1.76131	2.14479	2.62449	2.97684	3.78739
15	0.69120	1.34061	1.75305	2.13145	2.60248	2.94671	3.73283
16	0.69013	1.33676	1.74588	2.11991	2.58349	2.92078	3.68615
17	0.68920	1.33338	1.73961	2.10982	2.56693	2.89823	3.64577
18	0.68836	1.33039	1.73406	2.10092	2.55238	2.87844	3.61048
19	0.68762	1.32773	1.72913	2.09302	2.53948	2.86093	3.57940
20	0.68695	1.32534	1.72472	2.08596	2.52798	2.84534	3.55181
21	0.68635	1.32319	1.72074	2.07961	2.51765	2.83136	3.52715
22	0.68581	1.32124	1.71714	2.07387	2.50832	2.81876	3.50499
23	0.68531	1.31946	1.71387	2.06866	2.49987	2.80734	3.48496
24	0.68485	1.31784	1.71088	2.06390	2.49216	2.79694	3.46678
25	0.68443	1.31635	1.70814	2.05954	2.48511	2.78744	3.45019
26	0.68404	1.31497	1.70562	2.05553	2.47863	2.77871	3.43500
27	0.68368	1.31370	1.70329	2.05183	2.47266	2.77068	3.42103
28	0.68335	1.31253	1.70113	2.04841	2.46714	2.76326	3.40816
29	0.68304	1.31143	1.69913	2.04523	2.46202	2.75639	3.39624
30	0.68276	1.31042	1.69726	2.04227	2.45726	2.75000	3.38518
31	0.68249	1.30946	1.69552	2.03951	2.45282	2.74404	3.37490
32	0.68223	1.30857	1.69389	2.03693	2.44868	2.73848	3.36531
33	0.68200	1.30774	1.69236	2.03452	2.44479	2.73328	3.35634
34	0.68177	1.30695	1.69092	2.03224	2.44115	2.72839	3.34793
35	0.68156	1.30621	1.68957	2.03011	2.43772	2.72381	3.34005
36	0.68137	1.30551	1.68830	2.02809	2.43449	2.71948	3.33262
37	0.68118	1.30485	1.68709	2.02619	2.43145	2.71541	3.32563

38	0.68100	1.30423	1.68595	2.02439	2.42857	2.71156	3.31903
39	0.68083	1.30364	1.68488	2.02269	2.42584	2.70791	3.31279
40	0.68067	1.30308	1.68385	2.02108	2.42326	2.70446	3.30688
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
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731

97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374

2. f-Tabel

df untuk penyebut (N2)	df untuk pembilang (N1)									
	1	2	3	4	5	6	7	8	9	10
1	161	199	216	225	230	234	237	239	241	242
2	18.51	19.00	19.16	19.25	19.30	19.33	19.35	19.37	19.38	19.40
3	10.13	9.55	9.28	9.12	9.01	8.94	8.89	8.85	8.81	8.79
4	7.71	6.94	6.59	6.39	6.26	6.16	6.09	6.04	6.00	5.96
5	6.61	5.79	5.41	5.19	5.05	4.95	4.88	4.82	4.77	4.74
6	5.99	5.14	4.76	4.53	4.39	4.28	4.21	4.15	4.10	4.06
7	5.59	4.74	4.35	4.12	3.97	3.87	3.79	3.73	3.68	3.64
8	5.32	4.46	4.07	3.84	3.69	3.58	3.50	3.44	3.39	3.35
9	5.12	4.26	3.86	3.63	3.48	3.37	3.29	3.23	3.18	3.14
10	4.96	4.10	3.71	3.48	3.33	3.22	3.14	3.07	3.02	2.98
11	4.84	3.98	3.59	3.36	3.20	3.09	3.01	2.95	2.90	2.85
12	4.75	3.89	3.49	3.26	3.11	3.00	2.91	2.85	2.80	2.75
13	4.67	3.81	3.41	3.18	3.03	2.92	2.83	2.77	2.71	2.67
14	4.60	3.74	3.34	3.11	2.96	2.85	2.76	2.70	2.65	2.60
15	4.54	3.68	3.29	3.06	2.90	2.79	2.71	2.64	2.59	2.54
16	4.49	3.63	3.24	3.01	2.85	2.74	2.66	2.59	2.54	2.49
17	4.45	3.59	3.20	2.96	2.81	2.70	2.61	2.55	2.49	2.45
18	4.41	3.55	3.16	2.93	2.77	2.66	2.58	2.51	2.46	2.41
19	4.38	3.52	3.13	2.90	2.74	2.63	2.54	2.48	2.42	2.38
20	4.35	3.49	3.10	2.87	2.71	2.60	2.51	2.45	2.39	2.35
21	4.32	3.47	3.07	2.84	2.68	2.57	2.49	2.42	2.37	2.32
22	4.30	3.44	3.05	2.82	2.66	2.55	2.46	2.40	2.34	2.30
23	4.28	3.42	3.03	2.80	2.64	2.53	2.44	2.37	2.32	2.27
24	4.26	3.40	3.01	2.78	2.62	2.51	2.42	2.36	2.30	2.25
25	4.24	3.39	2.99	2.76	2.60	2.49	2.40	2.34	2.28	2.24
26	4.23	3.37	2.98	2.74	2.59	2.47	2.39	2.32	2.27	2.22
27	4.21	3.35	2.96	2.73	2.57	2.46	2.37	2.31	2.25	2.20
28	4.20	3.34	2.95	2.71	2.56	2.45	2.36	2.29	2.24	2.19
29	4.18	3.33	2.93	2.70	2.55	2.43	2.35	2.28	2.22	2.18
30	4.17	3.32	2.92	2.69	2.53	2.42	2.33	2.27	2.21	2.16
31	4.16	3.30	2.91	2.68	2.52	2.41	2.32	2.25	2.20	2.15
32	4.15	3.29	2.90	2.67	2.51	2.40	2.31	2.24	2.19	2.14
33	4.14	3.28	2.89	2.66	2.50	2.39	2.30	2.23	2.18	2.13
34	4.13	3.28	2.88	2.65	2.49	2.38	2.29	2.23	2.17	2.12
35	4.12	3.27	2.87	2.64	2.49	2.37	2.29	2.22	2.16	2.11
36	4.11	3.26	2.87	2.63	2.48	2.36	2.28	2.21	2.15	2.11
37	4.11	3.25	2.86	2.63	2.47	2.36	2.27	2.20	2.14	2.10
38	4.10	3.24	2.85	2.62	2.46	2.35	2.26	2.19	2.14	2.09

39	4.09	3.24	2.85	2.61	2.46	2.34	2.26	2.19	2.13	2.08
40	4.08	3.23	2.84	2.61	2.45	2.34	2.25	2.18	2.12	2.08
41	4.08	3.23	2.83	2.60	2.44	2.33	2.24	2.17	2.12	2.07
42	4.07	3.22	2.83	2.59	2.44	2.32	2.24	2.17	2.11	2.06
43	4.07	3.21	2.82	2.59	2.43	2.32	2.23	2.16	2.11	2.06
44	4.06	3.21	2.82	2.58	2.43	2.31	2.23	2.16	2.10	2.05
45	4.06	3.20	2.81	2.58	2.42	2.31	2.22	2.15	2.10	2.05
46	4.05	3.20	2.81	2.57	2.42	2.30	2.22	2.15	2.09	2.04
47	4.05	3.20	2.80	2.57	2.41	2.30	2.21	2.14	2.09	2.04
48	4.04	3.19	2.80	2.57	2.41	2.29	2.21	2.14	2.08	2.03
49	4.04	3.19	2.79	2.56	2.40	2.29	2.20	2.13	2.08	2.03
50	4.03	3.18	2.79	2.56	2.40	2.29	2.20	2.13	2.07	2.03
51	4.03	3.18	2.79	2.55	2.40	2.28	2.20	2.13	2.07	2.02
52	4.03	3.18	2.78	2.55	2.39	2.28	2.19	2.12	2.07	2.02
53	4.02	3.17	2.78	2.55	2.39	2.28	2.19	2.12	2.06	2.01
54	4.02	3.17	2.78	2.54	2.39	2.27	2.18	2.12	2.06	2.01
55	4.02	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.06	2.01
56	4.01	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.05	2.00
57	4.01	3.16	2.77	2.53	2.38	2.26	2.18	2.11	2.05	2.00
58	4.01	3.16	2.76	2.53	2.37	2.26	2.17	2.10	2.05	2.00
59	4.00	3.15	2.76	2.53	2.37	2.26	2.17	2.10	2.04	2.00
60	4.00	3.15	2.76	2.53	2.37	2.25	2.17	2.10	2.04	1.99
61	4.00	3.15	2.76	2.52	2.37	2.25	2.16	2.09	2.04	1.99
62	4.00	3.15	2.75	2.52	2.36	2.25	2.16	2.09	2.03	1.99
63	3.99	3.14	2.75	2.52	2.36	2.25	2.16	2.09	2.03	1.98
64	3.99	3.14	2.75	2.52	2.36	2.24	2.16	2.09	2.03	1.98
65	3.99	3.14	2.75	2.51	2.36	2.24	2.15	2.08	2.03	1.98
66	3.99	3.14	2.74	2.51	2.35	2.24	2.15	2.08	2.03	1.98
67	3.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08	2.02	1.98
68	3.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08	2.02	1.97
69	3.98	3.13	2.74	2.50	2.35	2.23	2.15	2.08	2.02	1.97
70	3.98	3.13	2.74	2.50	2.35	2.23	2.14	2.07	2.02	1.97
71	3.98	3.13	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.97
72	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.96
73	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.96
74	3.97	3.12	2.73	2.50	2.34	2.22	2.14	2.07	2.01	1.96
75	3.97	3.12	2.73	2.49	2.34	2.22	2.13	2.06	2.01	1.96
76	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.01	1.96
77	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.96
78	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95
79	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95
80	3.96	3.11	2.72	2.49	2.33	2.21	2.13	2.06	2.00	1.95
81	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95
82	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95
83	3.96	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95
84	3.95	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95
85	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94
86	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94
87	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05	1.99	1.94
88	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05	1.99	1.94
89	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94
90	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93
95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93
96	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93

97	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93
98	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93
99	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93
100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93

Lampiran 8

Hasil Regresi

1. Regresi Linear berganda

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.433	1.030		1.392	.167
	Customer Experience (X1)	.226	.102	.207	2.204	.030
	Word of Mouth (X2)	.208	.075	.209	2.772	.007
	Kepercayaan Konsumen (X3)	.511	.090	.539	5.667	.000

a. Dependent Variable: Keputusan Pembelian Ulang (Y)

2. Koefisien Determinasi

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.899 ^a	.808	.802	1.52012

a. Predictors: (Constant), Kepercayaan Konsumen (X3), Word of Mouth (X2), Customer Experience (X1)

b. Dependent Variable: Keputusan Pembelian Ulang (Y)

3. Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	893.899	3	297.966	128.947	.000 ^b
	Residual	212.591	92	2.311		
	Total	1106.490	95			

a. Dependent Variable: Keputusan Pembelian Ulang (Y)

b. Predictors: (Constant), Kepercayaan Konsumen (X3), Word of Mouth (X2), Customer Experience (X1)

Lampiran 9

Hasil Uji Asumsi Klasik

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.49592673
Most Extreme Differences	Absolute	.068
	Positive	.068
	Negative	-.046
Test Statistic		.068
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

1. Uji Normalitas

2. Uji Multilinearitas

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.433	1.030		1.392	.167		
	Customer Experience (X1)	.226	.102	.207	2.204	.030	.238	4.205
	Word of Mouth (X2)	.208	.075	.209	2.772	.007	.366	2.734
	Kepercayaan Konsumen (X3)	.511	.090	.539	5.667	.000	.231	4.327

a. Dependent Variable: Keputusan Pembelian Ulang (Y)

3. Uji Heterokedastisitas

Coefficients^a


Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.502	.646		3.872	.000
	Customer Experience (X1)	-.006	.064	-.018	-.088	.930
	Word of Mouth (X2)	-.031	.047	-.112	-.667	.506
	Kepercayaan Konsumen (X3)	-.033	.057	-.121	-.576	.566

a. Dependent Variable: abs_res



Lampiran 10

Berita Acara

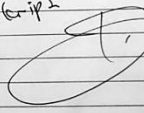

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 Akreditasi Institusi B oleh BAN-PT
 (SK Nomor : 77/SK/BAN-PT/AK-PPJ/PT/TV/2020)

BERITA ACARA BIMBINGAN SKRIPSI

1. Nama Mahasiswa : QARIS ANDI WICKAKSONO
 2. NIM : 17414338
 3. Jurusan : Manajemen S-1
 4. Bidang : Pemasaran
 5. Alamat : Jl.Tegal Arum Rt 28 Rw 06 Bangunsari Dolopo
 6. Judul Skripsi : Pengaruh Customer Experience, Word Of Mouth Dan Kepercayaan Konsumen
 7. Masa Pembimbingan : September 2020 - Agustus 2021
 8. Tanggal Mengajukan Skripsi :
 9. Konsultasi :

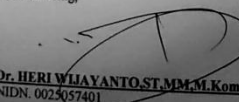
Tanggal Disetujui	KETERANGAN	Paraf Pembimbing
12-11-2020	Acc Pengajuan Judul	
15-02-2021	Acc Proposal	
30-06-2021	Acc BAB 1, 2 dan 3	
10-07-2021	Acc BAB 4 dan 5	
23-08-2021	Acc Proposal	
09-06-2021	Acc BAB 1, 2 dan 3	
08-07-2021	Acc BAB 4 dan 5	

Tanggal Disetujui	KETERANGAN	Paraf Pembimbing

telah selesai diujikan 21. 21
 dan sidang Skripsi.


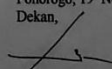
10. Tanggal Selesai Penulisan Skripsi : _____
 11. Keterangan Bimbingan Telah Selesai : 21 / 21
 12. Telah Di Evaluasi/Di Uji Dengan Nilai : _____ (angka)
 _____ (huruf)

Pembimbing,



Dr. HERI WIYANTO, ST, MM, M.Kom
NIDN. 0025057401

Ponorogo, 19 November 2020
Dekan,



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