

## LAMPIRAN

### Lampiran 1

#### Kuisisioner Penelitian

Dengan hormat,

Saya yang bertanda tangan di bawah ini mahasiswa Universitas Muhammadiyah Ponorogo:

**Nama: Wahid Febryan Zakaria**

**NIM : 18414820**

Berkenaan dengan adanya penelitian ini dalam rangka mencari data untuk menyusun skripsi dengan judul “**Pengaruh *Experiential Marketing, Price dan Service Quality Terhadap Customer Satisfaction Pada Pelanggan Up Barbershop Magetan***”.

Saya memohon kesediaan saudara/i meluangkan waktu sejenak untuk mengisi data kuisisioner yang diberikan. Saya berharap saudara/i dapat memberikan jawaban sesuai kondisi atau keadaan yang sebenarnya. Informasi dan jawaban yang saudara/i berikan merupakan bantuan yang sangat berarti dalam melengkapi penelitian ini. Saya sangat menghargai atas segala waktu dan partisipasi saudara/i sekalian dalam mengisi kuisisioner dan saya mengucapkan banyak terima kasih atas kerja samanya.

Hormat saya,

Wahid Febryan Zakaria

**1. Identitas Responden:**

Nama : .....

Umur : a. 18 < Tahun

b. 18 < - ≤ 25 Tahun

c. 25 < - ≤ 35 Tahun

d. 35 < - ≤ 45 Tahun

Jenis kelamin : a. Laki-laki  b. Perempuan

Pekerjaan : a. Pelajar  b. PNS/TNI/Polri  c. Wiraswasta

d. Lainnya

Frekuensi berkunjung : a. 1x  b. >1x

Perawatan yang dilakukan : a. Potong rambut  b. Cat rambut  c. Bleaching

d. Creambath

**2. Memberikan jawaban dari pernyataan yang tersedia.**

Untuk mengisi pertanyaan-pertanyaan berikut ini Saudara/i dipersilakan untuk memberikan jawaban dengan mengisi tanda centang (√) pada skala 1-5 dalam kolom jawaban yang sudah tersedia dengan pilihan sebagai berikut:

No	Pernyataan	Skor
----	------------	------

1	Sangat setuju	5
2	Setuju	4
3	Kurang setuju	3
4	Tidak setuju	2
5	Sangat kurang setuju	1

### KUESIONER

#### 1. *Experiential Marketing*

No	Pernyataan	Skor				
		SS (5)	S (4)	KS (3)	TS (2)	STS (1)
1	<i>Up Barbershop</i> memiliki desain ruangan/ desain interior yang bagus.					
2	Saya merasa lebih percaya diri setelah potong rambut di <i>Up Barbershop</i> .					
3	Saya berfikir bahwa melakukan potong rambut di <i>Up Barbershop</i> adalah pilihan yang tepat.					
4	<i>Barberman</i> di <i>Up Barbershop</i> dapat membentuk ikatan emosional yang baik dengan pelanggan.					
5	Saya sangat menyukai hasil potongan rambut di <i>Up Barbershop</i> .					

#### 2. *Price*

No	Pernyataan	Skor
----	------------	------

		SS (5)	S (4)	KS (3)	TS (2)	STS (1)
1	Harga di <i>Up Barbershop</i> sangat terjangkau.					
2	Harga di <i>Up Barbershop</i> sebanding dengan jasa yang diberikan.					
3	Harga di <i>Up Barbershop</i> sebanding dengan <i>barbershop</i> lainnya.					

### 3. *Service Quality*

No	Pertanyaan	Skor				
		SS (5)	S (4)	KS (3)	TS (2)	STS (1)
1	<i>Up Barbershop</i> tempatnya bersih dan mudah dijangkau oleh konsumen.					
2	Karyawan <i>Up Barbershop</i> memberikan Kemudahan dalam memilih model rambut.					
3	Karyawan <i>Up Barbershop</i> menangani keluhan konsumen dengan cepat dan tepat.					
4	Karyawan <i>Up Barbershop</i> melayani dengan professional.					
5	Karyawan <i>Up Barbershop</i> berusaha mengerti keinginan dan kebutuhan konsumen.					

### 4. *Customer Stisfaction*

No	Pertanyaan	Skor
----	------------	------

		SS (5)	S (4)	KS (3)	TS (2)	STS (1)
1	Saya akan berkunjung kembali untuk potong rambut di <i>Up Barbershop</i> .					
2	Saya akan mengajak teman saya untuk potong rambut di <i>Up Barbershop</i> .					
3	Saya memberi tahu orang lain bahwa hasil potongan rambut di <i>Up Barbershop</i> bagus.					
4	Setelah mengenal <i>Up Barbershop</i> saya tidak melakukan potong rambut pada <i>Barbershop</i> lainnya.					
5	Selain untuk potong rambut, saya juga membeli produk <i>styling</i> rambut di <i>Up Barbershop</i> .					

## Lampiran 2

### Data Jawaban Responden

	EXPERIENTIAL MARKETING (X1)						PRICE (X2)			
	X1.1	X1.2	X1.3	X1.4	X1.5	TOTAL X1	X2.1	X2.2	X2.3	TOTAL X2
1	4	3	5	4	4	20	4	3	3	10
2	4	3	5	4	4	20	4	3	3	10
3	3	3	4	3	4	17	3	3	3	9
4	4	4	4	4	4	20	4	4	4	12
5	5	4	5	5	5	24	4	4	3	11
6	5	5	5	4	4	23	3	4	3	10
7	3	3	5	5	5	21	3	3	3	9
8	4	5	5	5	5	24	4	4	2	10
9	2	1	2	2	2	9	2	2	1	5
10	3	2	3	3	3	14	4	3	3	10
11	5	4	4	3	4	20	5	5	5	15
12	3	5	3	4	3	18	5	5	4	14
13	4	3	3	3	3	16	5	4	1	10
14	4	4	3	5	5	21	5	5	4	14

15	5	5	5	5	5	25	5	5	5	15
16	5	3	4	5	3	20	4	5	5	14
17	3	2	5	5	5	20	5	5	5	15
18	4	4	4	4	4	20	3	3	2	8
19	5	5	4	5	4	23	5	3	4	12
20	5	3	5	4	3	20	4	5	5	14
21	5	5	5	5	5	25	4	4	4	12
22	4	3	3	4	4	18	3	4	3	10
23	3	3	4	3	4	17	3	3	3	9
24	4	4	4	5	4	21	3	3	4	10
25	5	4	5	5	5	24	2	2	2	6
26	4	5	3	4	4	20	3	4	3	10
27	4	3	3	3	4	17	3	3	2	8
28	4	4	4	4	4	20	4	4	2	10
29	4	4	5	4	4	21	3	4	4	11
30	4	3	4	3	4	18	5	5	5	15
31	5	5	4	3	5	22	4	3	3	10
32	3	5	5	4	5	22	5	5	4	14
33	4	3	4	3	3	17	3	3	3	9
34	2	3	3	3	3	14	4	3	4	11
35	3	3	2	3	3	14	4	4	4	12
36	4	4	4	5	5	22	4	4	3	11
37	4	3	4	4	5	20	3	3	2	8
38	3	4	3	4	4	18	3	3	3	9
39	4	5	4	5	4	22	5	4	3	12
40	5	5	5	5	5	25	5	5	5	15
41	3	4	3	3	3	16	3	3	3	9
42	4	5	5	4	4	22	3	4	4	11
43	3	3	4	3	4	17	2	3	4	9
44	4	4	4	4	4	20	3	4	4	11
45	3	3	3	4	4	17	4	4	3	11
46	4	4	4	3	4	19	3	4	3	10
47	3	3	5	5	5	21	3	3	3	9
48	4	5	3	5	4	21	4	4	2	10
49	4	4	4	4	4	20	4	4	4	12
50	4	3	4	3	4	18	4	4	3	11
51	2	4	4	3	5	18	3	2	2	7
52	5	3	4	4	5	21	5	5	4	14
53	4	3	4	3	3	17	3	3	3	9
54	4	4	5	3	4	20	4	3	4	11
55	5	3	3	5	5	21	5	5	5	15
56	2	5	4	5	5	21	3	3	4	10
57	3	3	3	3	2	14	4	3	3	10

58	4	4	4	4	4	20	4	4	4	12
59	4	4	4	4	4	20	2	3	2	7
60	3	3	4	4	4	18	2	3	3	8
61	2	2	3	3	2	12	4	4	5	13
62	5	5	5	5	5	25	5	5	4	14
63	3	3	3	3	2	14	3	3	3	9
64	4	4	3	5	4	20	3	3	3	9
65	4	3	3	3	3	16	5	4	3	12
66	3	2	5	4	4	18	3	4	3	10
67	5	4	5	5	3	22	3	4	3	10
68	3	2	3	3	2	13	4	4	2	10
69	4	4	5	4	2	19	3	3	2	8
70	2	3	3	3	3	14	4	4	5	13
71	5	5	5	4	5	24	3	3	4	10
72	2	5	3	4	5	19	3	3	3	9
73	4	4	3	3	3	17	2	3	2	7
74	5	5	5	5	5	25	4	5	5	14
75	3	3	3	3	3	15	3	3	3	9
76	2	5	4	5	5	21	5	5	4	14
77	2	4	4	3	3	16	3	3	3	9
78	3	2	3	3	2	13	3	2	2	7
79	4	4	4	3	3	18	5	3	4	12
80	4	5	5	5	5	24	4	4	4	12
81	5	2	3	5	5	20	4	4	3	11
82	4	5	5	4	4	22	4	4	4	12
83	5	5	4	5	5	24	4	4	4	12
84	4	4	4	5	4	21	4	3	3	10
85	4	4	4	4	4	20	5	4	3	12
86	3	3	3	3	4	16	3	4	3	10
87	4	3	4	4	4	19	5	5	5	15
88	3	3	3	3	3	15	4	4	2	10
89	4	3	3	3	3	16	5	4	4	13
90	4	5	4	5	4	22	4	4	5	13
91	5	5	5	5	5	25	3	3	3	9
92	5	5	5	4	5	24	3	3	3	9
93	3	3	3	3	3	15	3	3	3	9
94	4	4	5	4	5	22	2	2	3	7
95	2	3	3	2	3	13	5	5	5	15
96	3	3	3	3	4	16	4	5	4	13
97	5	5	5	4	5	24	3	3	2	8
98	3	4	4	4	4	19	4	4	4	12
99	4	5	5	3	5	22	4	4	4	12
100	2	1	2	2	2	9	2	2	2	6

101	4	3	4	3	3	17	4	5	4	13
102	1	1	1	1	1	5	1	1	1	3
103	5	5	5	4	5	24	4	4	4	12
104	4	4	5	5	5	23	5	4	4	13
105	2	3	3	5	5	18	5	4	3	12
106	2	5	4	5	5	21	3	4	3	10
107	4	3	3	3	3	16	3	2	3	8
108	3	4	3	3	4	17	4	4	3	11
109	5	5	4	5	4	23	3	3	3	9
110	4	3	4	4	4	19	4	3	3	10
111	5	4	4	5	5	23	4	5	5	14
112	3	3	3	3	3	15	5	4	4	13
113	5	5	4	5	5	24	5	4	1	10
114	4	4	4	4	4	20	4	5	4	13
115	2	4	5	4	5	20	3	3	3	9
116	2	2	3	2	2	11	3	2	3	8
117	3	3	3	2	3	14	4	4	4	12
118	3	4	3	3	3	16	4	4	4	12
119	4	4	3	4	4	19	4	3	3	10
120	4	5	5	5	5	24	3	5	4	12
121	4	5	5	4	5	23	4	4	4	12
122	5	5	5	4	5	24	5	4	4	13
123	4	4	5	5	5	23	5	5	5	15
124	5	5	5	5	5	25	2	2	3	7
125	4	3	3	4	3	17	3	2	3	8
126	4	5	4	5	5	23	3	4	3	10
127	3	4	3	4	3	17	5	5	5	15
128	3	4	4	4	4	19	4	4	2	10
129	3	2	3	2	3	13	2	2	2	6
130	4	3	4	4	4	19	4	3	3	10
131	2	2	3	3	3	13	3	2	3	8
132	5	5	5	5	5	25	4	4	4	12
133	3	3	4	3	4	17	3	4	4	11
134	4	4	4	5	4	21	3	2	3	8
135	2	4	5	5	5	21	4	4	4	12
136	3	3	3	3	4	16	3	3	3	9
137	3	3	3	2	3	14	5	5	5	15
138	5	5	5	5	5	25	3	3	3	9
139	4	4	4	4	4	20	4	4	4	12
140	4	3	4	4	4	19	4	4	4	12
141	4	5	5	4	5	23	3	4	3	10
142	5	5	5	4	5	24	5	4	4	13
143	4	4	5	5	5	23	5	5	5	15



144	3	3	3	3	3	15	5	4	4	13
145	5	5	5	4	5	24	5	4	3	12
146	5	5	5	5	5	25	3	4	3	10
147	3	3	3	4	5	18	4	3	5	12
148	3	4	4	4	4	19	4	4	2	10
149	4	5	5	3	5	22	3	3	3	9
150	4	5	5	5	5	24	4	4	5	13
151	4	3	4	3	3	17	3	3	5	11
152	2	5	3	4	5	19	5	4	4	13
153	3	3	3	3	2	14	5	4	4	13
154	4	4	5	5	5	23	4	5	4	13
155	2	5	5	5	5	22	4	3	3	10
156	2	5	4	4	5	20	5	5	4	14
157	2	3	3	3	3	14	3	3	4	10
158	3	4	4	4	4	19	3	3	3	9
159	5	5	4	5	4	23	5	4	4	13
160	4	3	4	3	4	18	3	4	3	10
161	5	2	3	5	5	20	3	4	3	10
162	3	3	3	3	3	15	5	4	4	13
163	5	5	5	5	4	24	4	4	2	10
164	4	4	4	5	4	21	3	3	3	9
165	4	4	4	4	4	20	4	3	3	10
166	5	5	3	3	4	20	3	3	3	9
167	5	5	5	4	5	24	5	4	4	13
168	4	4	4	3	4	19	2	3	3	8
169	5	4	3	4	4	20	4	5	4	13
170	4	3	3	3	3	16	4	4	4	12
171	3	3	4	4	4	18	4	3	4	11
172	2	2	3	3	2	12	5	4	4	13
173	3	3	3	3	4	16	4	3	2	9
174	3	3	4	3	2	15	5	4	4	13
175	4	4	4	5	4	21	3	3	4	10
176	4	4	4	4	4	20	3	4	3	10
177	3	4	3	4	4	18	4	4	4	12
178	2	2	1	2	1	8	1	2	1	4
179	5	4	5	5	5	24	3	4	4	11
180	4	4	5	4	2	19	3	3	3	9
181	4	3	4	3	4	18	4	5	4	13
182	4	3	4	3	3	17	3	3	3	9
183	3	5	5	4	5	22	5	4	4	13
184	4	5	5	5	5	24	5	5	5	15
185	5	5	5	5	5	25	4	4	4	12
186	2	3	3	4	4	16	5	5	4	14

187	4	4	4	4	4	20	5	4	4	13
188	2	3	3	4	3	15	4	4	4	12
189	5	4	5	5	5	24	5	4	4	13
190	5	5	4	5	4	23	5	4	3	12
191	4	3	4	4	4	19	3	4	3	10
192	5	2	3	5	5	20	5	3	4	12
193	4	5	5	4	4	22	4	4	2	10
194	4	4	4	4	4	20	4	4	4	12
195	4	4	4	4	4	20	4	4	3	11
196	2	3	2	2	2	11	3	2	2	7
197	5	5	3	3	4	20	5	4	4	13
198	3	3	3	3	2	14	3	4	4	11
199	4	5	4	5	4	22	4	3	3	10
200	4	4	5	4	4	21	4	4	4	12
201	4	5	4	5	4	22	3	3	5	11
202	3	3	3	3	3	15	3	3	3	9
203	5	5	5	5	5	25	5	5	5	15
204	4	4	5	5	5	23	5	4	4	13
205	4	5	5	5	5	24	4	5	4	13
206	5	5	5	4	5	24	4	3	3	10
207	3	3	3	3	3	15	3	3	3	9
208	3	3	2	3	3	14	2	3	2	7
209	3	4	4	4	4	19	3	3	3	9
210	4	4	5	4	2	19	5	4	4	13
211	4	4	3	4	4	19	3	3	3	9
212	5	5	5	5	5	25	3	4	3	10
213	3	3	4	3	5	18	4	4	4	12
214	2	3	2	2	2	11	3	3	2	8
215	4	3	3	4	4	18	3	4	3	10
216	4	4	5	4	5	22	4	4	5	13
217	5	5	5	4	4	23	4	5	5	14
218	3	4	3	3	3	16	4	5	4	13
219	3	5	5	4	5	22	5	4	4	13
220	3	4	4	4	4	19	5	5	5	15
221	4	4	5	4	4	21	5	4	4	13
222	4	5	4	5	4	22	5	3	3	11
223	4	3	4	3	3	17	4	3	4	11
224	2	2	3	3	2	12	3	2	2	7
225	4	4	5	4	5	22	5	4	4	13
226	3	3	4	3	3	16	4	5	4	13
227	3	3	3	3	4	16	3	3	4	10
228	3	3	3	3	4	16	4	4	4	12
229	2	3	4	4	3	16	3	4	4	11

230	5	4	5	5	5	24	3	3	3	9
231	5	5	4	5	4	23	5	4	4	13
232	4	3	4	4	4	19	5	4	3	12
233	5	2	3	3	3	16	3	4	3	10
234	5	5	5	5	5	25	5	5	5	15
235	3	4	3	3	1	14	3	3	2	8
236	4	4	4	5	4	21	5	4	4	13
237	2	4	5	5	5	21	4	4	5	13
238	5	5	4	3	4	21	2	2	3	7
239	3	4	4	4	4	19	5	5	4	14
240	3	3	3	3	4	16	5	4	4	13
241	5	4	5	4	4	22	4	5	4	13
242	3	5	4	5	4	21	5	5	5	15
243	5	5	5	5	5	25	4	5	4	13
244	3	2	3	3	3	14	3	4	3	10
245	2	2	3	3	3	13	3	2	2	7
246	3	3	4	3	2	15	5	4	4	13
247	4	4	4	5	4	21	4	5	4	13
248	4	4	4	4	3	19	4	4	4	12
249	5	5	5	5	5	25	5	5	4	14
250	2	3	2	2	2	11	2	2	3	7

	SERVICE QUALITY (X3)						CUSTOMER SATISFACTION (Y)					
	X3.1	X3.2	X3.3	X3.4	X3.5	TOTAL X3	Y.1	Y.2	Y.3	Y.4	Y.5	TOTAL Y
1	3	4	4	3	3	17	5	4	5	4	4	22
2	3	4	4	3	3	17	5	4	5	4	4	22
3	4	4	3	4	3	18	3	3	4	4	3	17
4	4	4	4	4	4	20	4	5	5	4	4	22
5	5	4	4	5	4	22	5	4	4	5	3	21
6	4	4	4	4	3	19	4	3	3	3	2	15
7	4	3	4	4	3	18	3	4	3	4	4	18
8	5	4	4	4	4	21	5	2	5	4	2	18
9	2	2	2	1	2	9	2	1	2	2	2	9
10	4	5	4	4	4	21	5	3	4	3	3	18
11	3	4	4	4	3	18	5	5	4	4	5	23
12	4	3	4	3	3	17	3	3	3	3	3	15
13	5	5	5	5	4	24	5	4	4	3	3	19
14	4	4	4	4	5	21	5	5	5	5	4	24
15	5	5	5	5	4	24	5	4	5	4	5	23
16	5	5	4	4	5	23	5	4	4	4	3	20

17	4	3	4	4	3	18	3	3	4	4	4	18
18	4	4	3	4	4	19	4	4	4	4	4	20
19	4	5	5	5	5	24	5	3	4	4	4	20
20	4	5	4	4	4	21	5	5	5	5	5	25
21	5	4	5	5	5	24	3	3	4	4	4	18
22	3	3	3	3	3	15	3	3	3	3	3	15
23	4	4	3	4	3	18	3	4	3	4	3	17
24	4	4	3	4	4	19	4	3	3	4	4	18
25	3	4	4	3	3	17	5	4	4	3	3	19
26	4	4	4	4	4	20	4	3	3	3	3	16
27	3	5	5	4	5	22	4	4	4	4	3	19
28	5	5	3	4	4	21	3	3	5	4	2	17
29	4	4	4	4	3	19	4	4	4	4	4	20
30	5	5	4	5	5	24	5	5	4	4	4	22
31	3	4	3	3	3	16	5	5	5	5	5	25
32	3	3	3	3	3	15	5	4	4	4	4	21
33	4	3	4	3	3	17	3	3	3	3	3	15
34	5	5	5	4	4	23	3	4	4	4	4	19
35	4	5	4	4	4	21	4	3	4	3	4	18
36	4	3	4	4	3	18	5	4	4	4	3	20
37	3	4	3	3	3	16	4	4	4	4	4	20
38	4	4	3	4	4	19	4	4	4	4	4	20
39	4	4	4	4	5	21	3	5	3	3	4	18
40	5	5	5	5	5	25	5	5	5	5	5	25
41	3	4	3	4	4	18	3	4	3	3	4	17
42	5	4	4	4	5	22	3	4	3	4	4	18
43	4	4	3	4	3	18	3	4	2	4	4	17
44	4	4	4	3	4	19	4	3	3	4	4	18
45	3	4	3	3	4	17	5	4	4	3	3	19
46	4	4	4	4	3	19	4	3	3	3	3	16
47	5	5	5	5	5	25	5	3	3	4	3	18
48	4	4	4	5	4	21	3	2	5	4	2	16
49	4	4	4	4	4	20	4	4	4	4	4	20
50	5	5	4	5	5	24	3	3	4	4	4	18
51	3	4	3	4	4	18	4	4	4	3	3	18
52	3	2	2	3	3	13	4	4	4	4	3	19
53	4	4	3	4	4	19	3	3	3	3	3	15
54	3	3	3	4	3	16	5	5	5	5	4	24
55	5	5	5	5	4	24	3	3	4	4	4	18
56	5	5	4	4	5	23	5	4	4	4	3	20
57	5	5	4	4	5	23	5	5	5	4	4	23
58	4	4	4	4	3	19	4	4	4	4	4	20
59	4	5	5	5	5	24	4	4	3	3	4	18

60	5	4	4	4	4	21	4	5	4	4	4	21
61	5	4	4	4	4	21	4	4	4	3	3	18
62	5	4	4	4	5	22	3	4	3	4	4	18
63	4	4	2	4	2	16	3	4	4	3	3	17
64	4	4	4	3	4	19	4	5	5	4	4	22
65	5	4	4	5	4	22	4	4	4	4	3	19
66	4	4	4	4	4	20	4	3	3	4	4	18
67	4	3	3	4	4	18	5	5	4	4	5	23
68	4	5	4	5	3	21	3	2	5	4	2	16
69	4	4	4	3	4	19	4	4	4	4	4	20
70	5	5	4	5	5	24	5	5	4	4	4	22
71	5	5	5	4	4	23	3	4	4	3	4	18
72	3	3	3	3	3	15	5	4	4	4	4	21
73	4	4	4	5	4	21	3	4	4	4	4	19
74	3	4	3	3	3	16	3	4	4	4	4	19
75	3	4	3	3	4	17	3	3	3	3	3	15
76	5	5	4	4	5	23	5	4	4	4	3	20
77	4	4	3	4	3	18	5	5	5	4	4	23
78	3	2	2	2	2	11	2	2	2	2	2	10
79	4	5	5	5	5	24	5	4	4	3	3	19
80	5	5	4	5	5	24	5	5	4	5	4	23
81	5	4	5	5	5	24	5	5	5	4	4	23
82	3	3	3	3	3	15	5	4	5	4	4	22
83	4	3	4	4	3	18	3	4	3	3	4	17
84	4	4	4	3	4	19	4	5	4	4	4	21
85	3	4	3	4	3	17	5	4	4	3	3	19
86	4	4	4	3	4	19	4	3	3	3	3	16
87	4	3	3	3	3	16	5	5	5	4	4	23
88	5	4	4	4	4	21	2	2	5	4	2	15
89	4	4	4	3	4	19	4	4	4	4	4	20
90	4	4	4	5	4	21	5	5	4	4	4	22
91	3	4	4	4	3	18	5	4	5	4	5	23
92	4	4	4	5	5	22	5	4	4	4	4	21
93	4	4	3	4	4	19	3	4	4	4	4	19
94	5	4	4	5	5	23	4	4	4	3	4	19
95	5	4	4	4	4	21	5	4	5	4	5	23
96	3	3	3	4	3	16	5	4	4	4	3	20
97	5	5	4	4	5	23	5	5	5	4	4	23
98	4	4	3	4	4	19	4	4	4	4	4	20
99	4	4	5	4	4	21	4	5	5	5	4	23
100	2	1	1	2	2	8	2	1	2	1	2	8
101	5	4	4	4	4	21	5	5	4	5	4	23
102	1	1	1	1	1	5	1	1	1	1	1	5

103	4	4	3	4	3	18	4	4	3	3	3	17
104	4	3	4	4	4	19	4	3	3	4	4	18
105	3	2	3	3	3	14	5	4	4	5	3	21
106	4	4	4	4	4	20	3	3	3	3	2	14
107	3	4	4	4	3	18	4	5	4	4	4	21
108	5	4	4	4	4	21	3	4	5	4	4	20
109	4	4	4	4	4	20	4	4	4	4	4	20
110	5	5	4	5	5	24	5	5	4	4	4	22
111	5	4	5	4	5	23	4	4	5	4	4	21
112	4	4	4	5	5	22	5	4	4	3	4	20
113	5	4	4	4	4	21	5	4	4	4	4	21
114	3	3	3	3	3	15	5	5	5	5	4	24
115	4	5	4	4	4	21	5	5	4	4	5	23
116	3	2	2	2	2	11	2	3	2	2	2	11
117	5	5	5	5	5	25	4	4	4	4	4	20
118	4	4	4	4	4	20	4	4	4	4	4	20
119	4	3	3	3	3	16	4	4	3	3	4	18
120	4	5	4	4	4	21	4	5	4	5	5	23
121	5	4	5	5	5	24	5	5	5	5	5	25
122	5	4	4	4	5	22	5	4	5	4	4	22
123	4	4	3	3	4	18	4	4	3	3	3	17
124	4	4	4	4	4	20	4	5	5	4	4	22
125	5	4	4	5	4	22	5	4	4	3	3	19
126	4	4	4	4	4	20	4	3	3	3	2	15
127	4	3	4	4	3	18	5	5	4	4	5	23
128	5	5	5	5	4	24	3	2	5	4	2	16
129	2	2	2	2	2	10	2	2	2	1	2	9
130	5	5	4	5	5	24	5	5	4	4	4	22
131	3	3	4	3	3	16	3	3	3	3	3	15
132	3	3	3	3	3	15	5	3	4	3	4	19
133	3	3	4	3	4	17	3	3	3	3	3	15
134	5	4	5	5	4	23	5	5	5	5	4	24
135	5	5	5	5	4	24	5	3	3	3	4	18
136	4	4	4	3	3	18	5	4	4	4	3	20
137	3	4	4	4	3	18	5	5	4	4	5	23
138	4	4	4	4	4	20	4	4	4	4	4	20
139	4	5	4	4	4	21	5	4	4	4	4	21
140	5	5	4	5	5	24	4	5	4	4	4	21
141	4	4	4	5	4	21	5	5	5	4	4	23
142	5	4	4	4	5	22	5	4	5	4	4	22
143	3	4	3	4	4	18	3	3	4	4	3	17
144	4	4	4	4	4	20	4	5	5	4	4	22
145	3	3	3	3	3	15	3	4	4	5	3	19

146	4	4	4	4	4	20	4	3	3	3	3	16
147	3	3	4	3	3	16	4	4	4	3	4	19
148	3	5	4	5	4	21	3	2	5	4	2	16
149	4	4	4	4	4	20	4	4	4	4	4	20
150	5	4	4	4	4	21	5	5	4	4	4	22
151	5	5	5	4	4	23	4	4	4	4	3	19
152	2	2	2	3	3	12	3	4	4	4	4	19
153	5	5	5	5	4	24	5	4	4	4	4	21
154	3	3	3	4	3	16	5	5	5	5	4	24
155	5	5	5	5	4	24	5	5	5	5	5	25
156	4	3	4	3	4	18	5	4	4	4	3	20
157	3	3	3	3	3	15	5	4	5	4	4	22
158	4	4	3	4	2	17	3	3	4	3	4	17
159	4	4	4	4	4	20	4	5	5	4	4	22
160	3	4	4	3	4	18	3	4	4	3	3	17
161	4	4	4	4	4	20	4	3	3	3	2	15
162	5	5	4	4	5	23	5	5	5	5	5	25
163	5	4	4	4	4	21	2	2	5	4	2	15
164	4	4	4	4	4	20	4	4	4	4	4	20
165	4	5	4	4	4	21	3	3	4	4	4	18
166	5	5	4	4	5	23	3	4	4	4	4	19
167	4	4	4	5	5	22	5	4	4	4	4	21
168	4	4	4	5	4	21	5	4	4	4	4	21
169	5	5	5	5	5	25	5	5	5	5	4	24
170	5	5	5	5	4	24	4	3	4	4	4	19
171	5	5	4	4	5	23	5	4	4	4	3	20
172	5	4	4	4	5	22	5	4	5	4	4	22
173	4	4	3	4	2	17	3	4	3	3	4	17
174	4	4	4	4	4	20	4	5	5	4	4	22
175	5	4	4	5	4	22	5	4	4	5	3	21
176	4	4	4	4	4	20	4	3	3	3	3	16
177	5	5	5	4	5	24	5	5	5	5	5	25
178	2	1	1	2	1	7	2	1	2	1	1	7
179	4	4	4	4	4	20	4	4	4	4	4	20
180	5	3	4	4	5	21	5	5	4	4	4	22
181	5	4	4	4	5	22	3	4	4	4	4	19
182	4	4	4	3	3	18	3	3	3	3	3	15
183	5	5	5	5	4	24	5	4	4	4	4	21
184	3	4	4	3	4	18	5	5	5	5	4	24
185	5	5	5	5	4	24	4	4	4	4	3	19
186	3	3	3	4	3	16	5	4	4	4	3	20
187	5	4	4	4	5	22	5	4	5	4	4	22
188	4	4	3	4	3	18	3	3	3	4	4	17

189	4	4	4	4	4	20	4	5	5	4	4	22
190	5	4	4	5	4	22	5	4	4	5	3	21
191	4	4	4	4	4	20	3	3	3	3	2	14
192	5	5	5	5	5	25	3	4	4	4	4	19
193	5	5	5	5	4	24	2	2	5	4	3	16
194	4	4	4	4	4	20	4	4	4	4	4	20
195	5	5	4	5	5	24	5	5	4	4	4	22
196	2	2	2	2	2	10	2	2	2	1	2	9
197	4	4	4	5	5	22	5	4	4	4	4	21
198	4	3	4	4	4	19	3	4	4	4	4	19
199	5	5	5	5	5	25	5	5	5	5	4	24
200	4	4	4	4	5	21	5	5	5	5	5	25
201	3	3	3	4	5	18	5	4	4	4	3	20
202	3	3	3	3	3	15	3	3	3	3	3	15
203	5	5	5	5	5	25	5	5	5	5	5	25
204	4	5	3	5	4	21	5	4	4	4	4	21
205	5	4	4	5	4	22	5	5	5	5	4	24
206	4	4	4	4	3	19	4	4	3	4	4	19
207	3	3	3	3	3	15	3	3	3	3	3	15
208	3	3	3	2	3	14	2	2	2	3	2	11
209	4	4	3	4	2	17	3	4	4	3	3	17
210	4	4	4	4	4	20	4	5	5	4	4	22
211	3	3	3	3	3	15	3	3	3	3	3	15
212	4	4	4	4	4	20	4	3	3	3	3	16
213	5	5	5	5	5	25	3	4	4	4	4	19
214	2	2	3	2	2	11	3	2	3	3	2	13
215	4	3	4	4	4	19	4	3	4	4	4	19
216	4	4	4	4	5	21	5	5	4	4	4	22
217	5	5	5	5	5	25	5	5	5	5	5	25
218	4	4	4	5	5	22	5	4	4	4	4	21
219	4	4	4	4	3	19	5	4	4	4	4	21
220	5	5	5	5	5	25	5	5	5	5	4	24
221	4	4	4	3	4	19	5	4	4	3	3	19
222	4	4	4	3	3	18	5	4	4	4	3	20
223	3	3	4	3	4	17	3	3	3	3	3	15
224	2	2	2	3	2	11	2	2	2	2	2	10
225	4	4	4	4	4	20	5	4	4	4	4	21
226	5	5	5	5	5	25	5	5	5	5	4	24
227	4	4	4	4	4	20	3	3	5	4	4	19
228	4	4	4	3	3	18	3	4	4	4	3	18
229	3	4	4	4	3	18	3	4	3	4	4	18
230	4	4	3	4	3	18	3	4	3	4	3	17
231	4	4	4	4	4	20	4	5	5	4	4	22



232	5	4	4	5	4	22	5	4	4	5	3	21
233	4	4	4	4	4	20	4	3	3	3	2	15
234	5	5	5	5	5	25	5	5	5	5	5	25
235	2	2	2	2	3	11	2	2	1	3	2	10
236	4	4	4	4	4	20	4	4	4	4	4	20
237	4	4	4	4	4	20	5	5	4	4	4	22
238	5	5	5	5	5	25	4	4	3	4	4	19
239	4	4	4	5	5	22	5	4	4	4	4	21
240	4	4	4	4	3	19	5	4	4	4	4	21
241	5	5	5	5	5	25	5	5	5	5	4	24
242	5	5	5	5	4	24	4	4	3	4	4	19
243	3	3	4	3	3	16	4	4	4	4	3	19
244	3	3	3	2	2	13	2	3	2	3	3	13
245	2	2	2	3	3	12	3	3	2	2	2	12
246	4	4	4	4	4	20	5	4	4	4	4	21
247	5	5	5	5	5	25	5	5	5	5	4	24
248	3	3	3	3	4	16	3	4	4	4	4	19
249	3	3	4	4	4	18	5	4	4	4	3	20
250	2	2	2	2	2	10	2	2	2	3	2	11



### Lampiran 3

### Uji Validitas

#### Validasi X1

Correlations							
		X1.1	X1.2	X1.3	X1.4	X1.5	Experiential Marketing (X1)
X1.1	Pearson Correlation	1	,480**	,525**	,499**	,453**	,734**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	250	250	250	250	250	250
X1.2	Pearson Correlation	,480**	1	,606**	,592**	,599**	,813**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	250	250	250	250	250	250
X1.3	Pearson Correlation	,525**	,606**	1	,610**	,638**	,830**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	250	250	250	250	250	250
X1.4	Pearson Correlation	,499**	,592**	,610**	1	,692**	,834**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	250	250	250	250	250	250
X1.5	Pearson Correlation	,453**	,599**	,638**	,692**	1	,837**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	250	250	250	250	250	250
Experiential Marketing (X1)	Pearson Correlation	,734**	,813**	,830**	,834**	,837**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	250	250	250	250	250	250

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

Validasi X2

<b>Correlations</b>					
		X2.1	X2.2	X2.3	Price (X2)
X2.1	Pearson Correlation	1	,668**	,537**	,858**
	Sig. (2-tailed)		,000	,000	,000
	N	250	250	250	250
X2.2	Pearson Correlation	,668**	1	,620**	,882**
	Sig. (2-tailed)	,000		,000	,000
	N	250	250	250	250
X2.3	Pearson Correlation	,537**	,620**	1	,839**
	Sig. (2-tailed)	,000	,000		,000
	N	250	250	250	250
Price (X2)	Pearson Correlation	,858**	,882**	,839**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	250	250	250	250

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



Validasi X1

Correlations							
		X3.1	X3.2	X3.3	X3.4	X3.5	Service Quality (X3)
X3.1	Pearson Correlation	1	,746**	,730**	,742**	,704**	,893**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	250	250	250	250	250	250
X3.2	Pearson Correlation	,746**	1	,751**	,741**	,682**	,892**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	250	250	250	250	250	250
X3.3	Pearson Correlation	,730**	,751**	1	,698**	,685**	,876**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	250	250	250	250	250	250
X3.4	Pearson Correlation	,742**	,741**	,698**	1	,678**	,877**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	250	250	250	250	250	250
X3.5	Pearson Correlation	,704**	,682**	,685**	,678**	1	,856**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	250	250	250	250	250	250
Service Quality (X3)	Pearson Correlation	,893**	,892**	,876**	,877**	,856**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	250	250	250	250	250	250

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

## Lampiran 4

Uji reliabilitas X1

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
,867	5

Uji reliabilitas X2

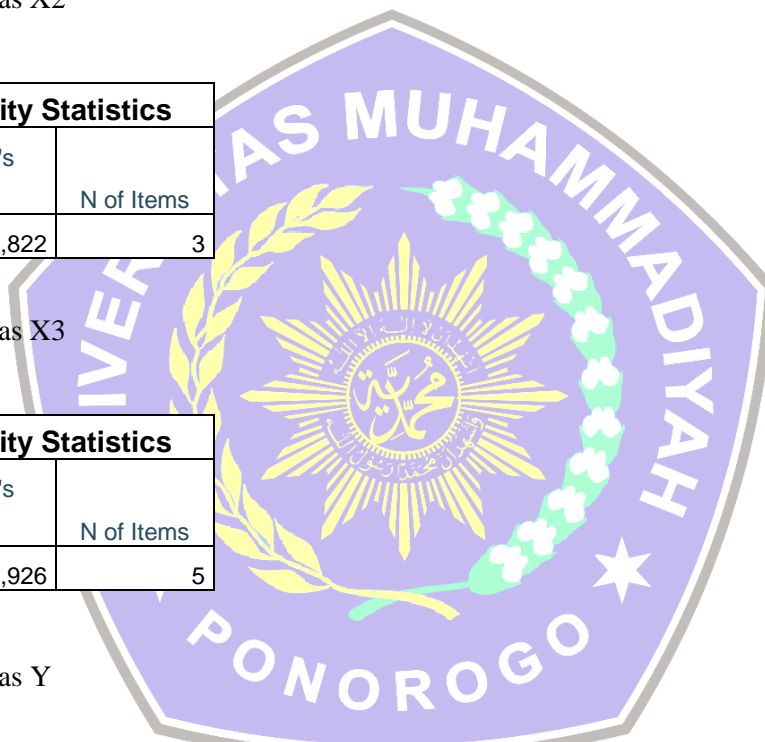
<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
,822	3

Uji reliabilitas X3

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
,926	5

Uji reliabilitas Y

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
,887	5



## Lampiran 5

### Uji Asumsi Klasik

#### Uji normalitas

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		250
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	2,46987278
Most Extreme Differences	Absolute	,035
	Positive	,035
	Negative	-,031
Test Statistic		,035
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

#### Uji multikolinearitas

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,508	1,032		2,430	,016		
	Experiential Marketing (X1)	,191	,047	,203	4,074	,000	,772	1,295
	Price (X2)	,537	,076	,347	7,045	,000	,791	1,265
	Service Quality (X3)	,366	,049	,377	7,400	,000	,738	1,356

a. Dependent Variable: Customer Satisfaction (Y)

Uji heteroskedastisitas

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,192	,619		3,542	,000		
	Experiential Marketing (X1)	,052	,028	,133	1,852	,065	,772	1,295
	Price (X2)	-,066	,046	-,102	-1,443	,150	,791	1,265
	Service Quality (X3)	-,026	,030	-,065	-,878	,381	,738	1,356

a. Dependent Variable: RES2

Lampiran 6

Hasil Regresi

Uji regresi linier berganda

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,508	1,032		2,430	,016		
	Experiential Marketing (X1)	,191	,047	,203	4,074	,000	,772	1,295
	Price (X2)	,537	,076	,347	7,045	,000	,791	1,265
	Service Quality (X3)	,366	,049	,377	7,400	,000	,738	1,356

a. Dependent Variable: Customer Satisfaction (Y)

Koefisien determinasi

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,727 <sup>a</sup>	,528	,523	2,485

a. Predictors: (Constant), Service Quality (X3), Price (X2), Experiential Marketing (X1)

Uji t

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,508	1,032		2,430	,016		
	Experiential Marketing (X1)	,191	,047	,203	4,074	,000	,772	1,295
	Price (X2)	,537	,076	,347	7,045	,000	,791	1,265
	Service Quality (X3)	,366	,049	,377	7,400	,000	,738	1,356

a. Dependent Variable: Customer Satisfaction (Y)

Uji f

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1701,656	3	567,219	91,862	,000 <sup>b</sup>
	Residual	1518,968	246	6,175		
	Total	3220,624	249			

a. Dependent Variable: Customer Satisfaction (Y)

b. Predictors: (Constant), Service Quality (X3), Price (X2), Experiential Marketing (X1)





**UNIVERSITAS MUHAMMADIYAH PONOROGO**  
**FAKULTAS EKONOMI**

Jl. Budi Utomo No. 10 Ponorogo 63471 Jawa Timur Indonesia  
Telp (0352) 481124, Fax. (0352) 461796, e-mail : akademik@umpo.ac.id Website :www.umpo.ac.id  
Akreditasi Institusi B oleh BAN-PT  
(SK Nomor : 77/SK/BAN-PT/Ak-PP/PT/IV/2020)

**BERITA ACARA BIMBINGAN SKRIPSI**

1. Nama Mahasiswa : WAHID FEBRYAN ZAKARIA
2. NIM : 18414820
3. Jurusan : Manajemen
4. Bidang : Pemasaran
5. Alamat : Rt 01/Rw 02, manjung, Kec. Panekan, Kab. Magetan
6. Judul Skripsi : Pengaruh *Experiential Marketing*, *price* dan *Service Quality* terhadap *Customer Satisfaction* pada Pelanggan *Up Barbershop* Magetan
7. Masa Pembimbingan : September 2021 s/d Agustus 2022
8. Tanggal Mengajukan Skripsi :
9. Konsultasi :

Tanggal Disetujui	BAB	Paraf Pembimbing
	proposai	
	Revisi proposai	
	Revisi proposai	
	ACC proposai Dospem 2	
	Acc proposal	
	SKRIPSI BAB 1-3 dan kuesioner	
	Revisi BAB 1,2,3 & kuesioner Dospem 2	
	Revisi BAB 1,2,3 & kuesioner Dospem 2	
04/7 '2022	Revisi Proposal bab 1, 2, 3	
19/7 '2022	ACC bab 1, 2, 3 dg catatan yg perlu diperbaiki diperbaiki	
21-07-22	Revisi Bab IV (output SPSS)	
27-07-22	Revisi Bab IV & V	
28-07-22	Acc Bab IV & V	

