

## LAMPIRAN

### Lampiran 1: Angket Kuesioner

#### LEMBAR KUESIONER PENELITIAN

##### PETUNJUK PENGISIAN

Jawablah setiap pernyataan di bawah ini dengan jujur dan sesuai kenyataan.

1. Jenis Kelamin :
  - Laki-laki
  - Perempuan
2. Usia :
  - 17-20 tahun
  - 21-25 tahun
  - 26-30 tahun
  - 31-35 tahun
  - 36-40 tahun
  - 41-45 tahun
3. Pekerjaan :
  - Karyawan Swasta
  - Pegawai Negeri
  - Wiraswasta
  - Ibu Rumah Tangga
  - Belum Bekerja
4. Pernah membeli produk :  
di toko Underprice Skincare
  - Ya
  - Tidak
5. Rata-rata pengeluaran tiap :  
Melakukan pembelian di  
Undeprice Skincare
  - <Rp50.000
  - Rp50.000 - Rp100.000
  - Rp100.000 - Rp200.000
  - Rp200.000 - Rp300.000
  - Rp300.000 - Rp400.000
  - RP400.000 - Rp500.000
  - >Rp500.000

##### DAFTAR PERNYATAAN

Berikan tanda centang (√) pada salah satu alternatif jawaban di bawah ini yang paling tepat dengan kriteria jawaban.

1. Sangat Tidak Setuju
2. Tidak Setuju
3. Kurang Setuju
4. Setuju
5. Sangat Setuju

No	Pernyataan	1	2	3	4	5
<b>Sense(<math>X_1</math>)</b>						
1	Desain interior toko Underprice Skincare terlihat menarik.					
2	Saya dapat melihat semua produk secara langsung					
3	Saya dapat mencoba tester produk yang tersedia					
4	Produk-produk di toko Underprice Skincare tertata rapi berdasarkan kategori merek					
<b>Feel(<math>X_2</math>)</b>						
1	Karyawan toko Underprice Skincare selalu menyambut dengan ramah					
2	Saya merasa karyawan underprice selalu siap membantu saya					
3	Saya merasa nyaman ketika berbelanja di toko Underprice Skincare					
4	Saya merasa selalu mudah menemukan produk yang saya cari					
<b>Think(<math>X_3</math>)</b>						
1	Toko Underprice Skincare adalah pilihan utama saya ketika ingin membeli produk-produk kecantikan					
2	Produk yang dijual oleh toko Underprice Skincare 100% original					
3	Harga yang di toko Underprice Skincare mampu bersaing dengan toko serupa lain					
4	Toko Underprice Skincare membantu saya mendapatkan shade makeup yang tepat					
5	Karyawan toko Underprice Skincare membantu memilih produk yang cocok					
<b>Act(<math>X_4</math>)</b>						
1	Saya membeli lagi setelah cocok dengan produk dari Underprice Skincare					
2	Saya tertarik membeli produk di toko Underprice Skincare karena ada promo diskon					
3	Saya lebih yakin membeli produk-produk di Underprice Skincare setelah mencoba tester					
4	Saya membeli produk setelah mendapat rekomendasi dari karyawan toko Underprice Skincare					
<b>Relate(<math>X_5</math>)</b>						
1	Saya sering berbelanja produk kecantikan di Toko Underprice Skincare					
2	Saya merasa mejadi bagian <i>beauty enthusiast</i> (peminat kecantikan) setelah berbelanja di toko Underprice Skincare					
3	Saya menggunakan produk toko Underprice Skincare karena sesuai dengan kebutuhan saya.					
4	Produk-produk yang dijual di toko Underprice Skincare selalu <i>up-to-date</i> mengikuti tren skincare.					
5	Underprice Skincare merupakan tempat yang cocok untuk belanja bagi pecinta produk-produk kecantikan.					

No	Pernyataan	1	2	3	4	5
<b>Minat Beli Ulang(Y<sub>1</sub>)</b>						
<b>Minat Transaksional</b>						
1	Saya tertarik untuk melakukan pembelian ulang pada toko Underprice skincare karena pengalaman belanja saya sebelumnya yang memuaskan.					
2	Saya melakukan pembelian ulang produk di toko Underprice Skincare jika ada promo.					
3	Pelayanan yang baik dari toko Underprice Skincare membuat saya ingin kembali melakukan pembelian					
<b>Minat Referensial</b>						
1	Saya akan merekomendasikan toko Underprice Skincare kepada teman karena pengalaman belanja saya yang memuaskan.					
2	Saya berniat mengajak teman saat Kembali belanja ke toko Underprice Skincare.					
3	Saya sering membagikan informasi promo toko Underprice Skincare Medan kepada kenalan saya					
<b>Minat Preferensial</b>						
1	Saya lebih memilih belanja di toko Underprice Skincare karena produknya lengkap.					
2	Saya lebih memilih berbelanja di toko Underprice Skincare karena produk tertata rapi.					
3	Saya lebih suka belanja di toko Underprice Skincare karena bis mencoba tester sebelum membeli					
4	Saya lebih percaya diri menggunakan produk-produk dari toko Underprice Skincare karena yakin produk yang dijual 100% original.					
<b>Minat Eksploratif</b>						
1	Saya sering melihat-lihat produk lain di toko Underprice Skincare meskipun hanya berniat membeli satu produk					
2	Saya tertarik mencoba merek lain selain yang ingin saya beli pada awalnya					
3	Saya sering menambah produk ke pembelian setelah melihat berbagai pilihan di toko Underprice Skincare					

**Lampiran 2: Tabulasi Data Kuesioner**  
Pengalaman Konsumen

No	PENGALAMAN KONSUMEN																										
	Sense				Total	Feel				Total	Think					Total	Act				Total	Relate					Total
	X1P1	X1P2	X1P3	X1P4		X2P1	X2P2	X2P3	X2P4		X3P1	X3P2	X3P3	X3P4	X3P5		X4P1	X4P2	X4P3	X4P4		X5P1	X5P2	X5P3	X5P4	X5P5	
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## Minat Beli Ulang

NO	MINAT BELI ULANG													TOTAL
	Minat Transaksional			Minat Referensial			Minat Preferensial				Minat Eksploratif			
	YP1	YP2	YP3	YP4	YP5	YP6	YP7	YP8	YP9	YP10	YP11	YP12	YP13	
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9	4	4	4	4	4	4	3	4	4	4	4	4	4	51
10	4	4	4	5	4	4	5	4	5	4	5	5	5	58
11	4	4	4	4	4	4	4	4	4	4	4	4	4	52
12	5	5	5	5	5	5	5	5	5	5	5	5	5	65
13	5	5	5	5	5	5	5	5	5	5	5	5	4	64
14	3	4	4	3	4	4	4	4	4	3	4	4	4	49
15	5	5	5	5	5	5	5	4	5	5	5	5	5	64
16	4	4	3	4	4	5	5	5	5	5	5	5	5	59
17	5	5	5	5	5	5	5	5	5	5	5	5	5	65
18	4	4	4	4	4	4	4	4	4	4	4	4	3	51
19	3	1	4	4	3	1	2	3	5	4	4	5	4	43
20	5	4	4	5	5	5	5	5	5	5	5	4	5	62
21	4	4	4	4	4	4	4	4	4	4	4	4	4	52
22	5	5	5	5	5	5	5	5	5	5	5	5	5	65
23	4	5	5	5	5	5	5	5	5	5	5	5	5	64
24	4	4	4	4	4	4	4	4	4	4	4	4	4	52
25	4	3	2	3	4	3	3	4	3	4	4	4	4	45
26	4	4	4	4	4	4	4	4	4	4	4	4	4	52
27	5	4	5	5	4	4	5	5	5	4	4	4	5	59
28	5	5	5	5	5	5	5	5	5	5	5	5	5	65
29	4	4	4	5	5	3	4	4	5	5	5	5	3	56
30	5	4	5	4	5	5	4	4	4	5	5	5	4	59
31	4	4	5	4	5	5	5	4	5	5	4	5	4	59
32	5	5	5	5	5	5	5	5	5	4	5	5	4	63
33	5	5	5	5	5	5	5	5	5	5	5	5	4	64
34	5	5	5	5	5	5	5	5	5	5	5	5	5	65
35	4	3	4	4	4	4	4	4	4	4	4	4	4	51
36	5	5	5	5	4	4	4	4	4	4	4	4	4	56
37	4	3	4	4	4	4	4	4	4	4	4	3	4	50
38	4	4	4	4	4	4	4	4	4	4	4	4	4	52
39	5	5	5	4	5	5	5	4	4	5	4	5	5	61
40	5	4	4	5	5	4	5	4	4	5	5	5	4	59
41	5	4	5	4	5	4	5	4	5	4	5	4	5	59

42	4	4	5	5	5	4	4	4	5	5	5	5	4	59
43	4	5	5	5	4	4	5	4	4	5	5	5	4	59
44	5	5	4	4	5	5	5	5	5	5	5	4	4	61
45	5	5	5	5	4	4	4	4	5	5	5	4	4	59
46	5	4	5	4	5	4	4	4	5	4	5	4	5	58
47	5	5	5	5	4	4	5	4	5	4	5	5	5	61
48	4	4	4	4	4	4	5	4	5	5	5	5	5	58
49	4	4	4	4	4	4	4	4	4	4	4	4	4	52
50	4	4	4	4	4	4	4	4	4	4	4	4	4	52
51	5	5	4	5	5	4	4	4	5	5	5	5	5	61
52	4	4	4	4	4	4	4	4	4	4	4	4	4	52
53	4	4	4	4	3	4	3	3	3	4	4	4	4	48
54	5	5	4	4	4	4	4	5	5	5	5	5	5	60
55	4	4	4	4	4	4	4	4	4	4	4	4	4	52
56	5	5	5	4	4	4	5	5	4	5	5	4	5	60
57	4	3	4	4	4	4	4	4	3	4	4	4	4	50
58	4	5	5	4	4	5	5	4	5	5	4	5	5	60
59	5	4	5	5	5	5	5	4	5	5	4	5	5	62
60	4	4	4	4	4	4	4	4	4	4	4	4	4	52
61	4	4	4	4	4	4	4	4	5	4	4	4	4	53
62	5	5	4	5	5	3	5	5	5	5	5	5	5	62
63	4	5	4	5	4	4	4	5	3	5	4	5	4	56
64	5	4	5	4	5	4	5	4	5	4	5	5	5	60
65	4	5	4	5	4	5	5	4	5	4	5	5	4	59
66	5	5	5	5	5	5	5	5	5	5	5	5	5	65
67	5	5	5	4	5	5	5	4	5	5	5	5	5	63
68	4	5	5	4	4	5	5	4	4	4	5	5	4	58
69	5	4	4	5	5	5	4	5	4	5	5	4	4	59
70	5	5	4	3	3	5	5	5	5	5	5	5	5	60
71	5	4	4	4	5	5	4	3	3	4	5	4	4	54
72	5	4	4	5	5	4	5	4	4	4	4	4	5	57
73	4	5	5	5	4	4	4	2	5	4	5	4	4	55
74	4	4	5	5	5	5	5	5	5	5	4	4	4	60
75	5	4	4	5	5	4	4	5	4	5	4	4	5	58
76	4	4	4	4	4	4	4	4	4	4	4	4	4	52
77	4	4	4	4	4	4	4	4	4	4	4	3	3	50
78	4	5	4	4	5	5	4	4	3	4	4	4	5	55
79	4	5	4	5	5	5	4	5	5	5	4	4	4	59
80	4	3	5	5	5	5	4	5	5	5	4	4	5	59
81	4	4	5	5	5	4	4	4	5	4	4	4	4	56
82	5	5	4	5	5	5	5	4	4	5	4	4	4	59
83	5	4	5	4	5	5	5	5	4	5	4	4	4	59
84	4	3	4	4	3	4	3	4	4	4	4	4	4	49
85	5	4	5	5	5	5	5	4	5	5	4	4	5	61
86	5	4	5	4	4	5	5	5	4	5	5	4	5	60
87	5	4	4	5	5	4	4	4	5	5	4	4	4	57

88	4	5	5	5	4	4	5	4	4	3	4	4	4	55
89	5	4	4	5	4	4	4	5	4	4	5	5	4	57
90	5	4	4	5	4	4	4	4	5	4	4	4	4	55
91	5	5	5	5	5	5	5	5	5	5	4	4	4	62
92	5	5	5	5	5	5	4	4	4	5	5	5	5	62
93	5	5	4	5	5	4	5	5	5	4	4	4	5	60
94	5	4	4	5	5	5	5	5	4	4	4	4	4	58
95	5	4	4	4	4	4	4	4	4	4	4	4	4	53
96	4	4	4	4	4	4	5	4	4	4	4	4	3	52
97	4	4	4	4	4	4	4	4	5	5	5	5	5	57
98	5	5	5	5	5	5	5	5	5	5	5	5	4	64
99	1	1	1	1	2	1	1	2	2	3	5	5	5	30
100	5	5	5	5	5	5	5	5	5	5	5	5	5	65

### Lampiran 3: r-tabel, t-tabel, f-tabel

- r-tabel

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0,5	0,025	0,01	0,005	0,0005
	Tingkat signifikansi untuk uji dua arah				
	0,1	0,05	0,02	0,01	0,001
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

- t-tabel

Pr	0,25	0,10	0,05	0,025	0,01	0,005	0,001
df	0,50	0,20	0,10	0,050	0,02	0,010	0,002
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

- **f-tabel**

Titik Persentase Distribusi F untuk Probabilita = 0,05								
df untuk penyebut (N2)	df untuk pembilang (N1)							
	1	2	3	4	5	6	7	8
92	3,94	3,10	2,70	2,47	2,31	2,20	2,11	2,04
93	3,94	3,09	2,70	2,47	2,31	2,20	2,11	2,04
94	3,94	3,09	2,70	2,47	2,31	2,20	2,11	2,04
95	3,94	3,09	2,70	2,47	2,31	2,20	2,11	2,04
96	3,94	3,09	2,70	2,47	2,31	2,19	2,11	2,04
97	3,94	3,09	2,70	2,47	2,31	2,19	2,11	2,04
98	3,94	3,09	2,70	2,46	2,31	2,19	2,10	2,03
99	3,94	3,09	2,70	2,46	2,31	2,19	2,10	2,03
100	3,94	3,09	2,70	2,46	2,31	2,19	2,10	2,03

## Lampiran 4: Hasil Analisis Deskriptif

- **Sense**

Descriptive Statistics			
	N	Mean	Std. Deviation
x11	100	4.35	.626
x12	100	4.36	.732
x13	100	4.42	.669
x14	100	4.41	.767
x1total	100	17.54	2.185
Valid N (listwise)	100		

- **Feel**

Descriptive Statistics			
	N	Mean	Std. Deviation
x21	100	4.45	.657
x22	100	4.45	.626
x23	100	4.42	.638
x24	100	4.28	.712
x2total	100	17.60	1.964
Valid N (listwise)	100		

- **Think**

Descriptive Statistics			
	N	Mean	Std. Deviation
x31	100	4.22	.773
x32	100	4.44	.686
x33	100	4.39	.634
x34	100	4.37	.677
x35	100	4.36	.659
x3total	100	21.78	2.638
Valid N (listwise)	100		

- **Act**

Descriptive Statistics			
	N	Mean	Std. Deviation
x41	100	4.32	.680
x42	100	4.43	.685
x43	100	4.36	.674
x44	100	4.31	.748
x4total	100	17.42	2.239
Valid N (listwise)	100		

- **Relate**

Descriptive Statistics			
	N	Mean	Std. Deviation
x51	100	4.32	.839
x52	100	4.26	.760
x53	100	4.42	.638
x54	100	4.32	.695
x55	100	4.29	.624
x5total	100	21.61	2.919
Valid N (listwise)	100		

- **Minat Beli Ulang**

Descriptive Statistics			
	N	Mean	Std. Deviation
Y1	100	4.42	.654
Y2	100	4.27	.750
Y3	100	4.35	.657
Y4	100	4.41	.653
Y5	100	4.43	.624
Y6	100	4.32	.723
Y7	100	4.39	.709
Y8	100	4.26	.613
Y9	100	4.42	.654
Y10	100	4.45	.557
Y11	100	4.48	.502
Y12	100	4.39	.530
Y13	100	4.36	.560
TOTAL	100	56.95	5.656
Valid N (listwise)	100		

## Lampiran 5: Uji Validitas

- **Sense**

		Correlations				
		x1.1	x1.2	x1.3	x1.4	Tx1
x1.1	Pearson Correlation	1	.516**	.586**	.561**	.836**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
x1.2	Pearson Correlation	.516**	1	.410**	.310**	.717**
	Sig. (2-tailed)	.000		.000	.002	.000
	N	100	100	100	100	100
x1.3	Pearson Correlation	.586**	.410**	1	.547**	.803**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
x1.4	Pearson Correlation	.561**	.310**	.547**	1	.783**
	Sig. (2-tailed)	.000	.002	.000		.000
	N	100	100	100	100	100
T.x1	Pearson Correlation	.836**	.717**	.803**	.783**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

- **Feel**

		Correlations				
		x2.1	x2.2	x2.3	x2.4	Tx2
x2.1	Pearson Correlation	1	.436**	.436**	.268**	.712**
	Sig. (2-tailed)		.000	.000	.007	.000
	N	100	100	100	100	100
x2.2	Pearson Correlation	.436**	1	.458**	.417**	.764**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
x2.3	Pearson Correlation	.436**	.458**	1	.450**	.780**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
x2.4	Pearson Correlation	.268**	.417**	.450**	1	.731**
	Sig. (2-tailed)	.007	.000	.000		.000
	N	100	100	100	100	100
Tx2	Pearson Correlation	.712**	.764**	.780**	.731**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

- Think

		Correlations					
		x3.1	x3.2	x3.3	x3.4	x3.5	Tx3
x3.1	Pearson Correlation	1	.501**	.421**	.306**	.477**	.722**
	Sig. (2-tailed)		.000	.000	.002	.000	.000
	N	100	100	100	100	100	100
x3.2	Pearson Correlation	.501**	1	.623**	.494**	.472**	.801**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
x3.3	Pearson Correlation	.421**	.623**	1	.461**	.506**	.770**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
x3.4	Pearson Correlation	.306**	.494**	.461**	1	.672**	.753**
	Sig. (2-tailed)	.002	.000	.000		.000	.000
	N	100	100	100	100	100	100
x3.5	Pearson Correlation	.477**	.472**	.506**	.672**	1	.807**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Tx3	Pearson Correlation	.722**	.801**	.770**	.753**	.807**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

- Act

		Correlations				
		x4.1	x4.2	x4.3	x4.4	Tx4
x4.1	Pearson Correlation	1	.482**	.473**	.518**	.767**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
x4.2	Pearson Correlation	.482**	1	.514**	.565**	.796**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
x4.3	Pearson Correlation	.473**	.514**	1	.597**	.802**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
x4.4	Pearson Correlation	.518**	.565**	.597**	1	.844**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Tx4	Pearson Correlation	.767**	.796**	.802**	.844**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

- Relate

		Correlations					
		x5.1	x5.2	x5.3	x5.4	x5.5	Tx5
x5.1	Pearson Correlation	1	.628**	.557**	.516**	.534**	.810**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
x5.2	Pearson Correlation	.628**	1	.647**	.625**	.563**	.852**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
x5.3	Pearson Correlation	.557**	.647**	1	.628**	.604**	.826**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
x5.4	Pearson Correlation	.516**	.625**	.628**	1	.622**	.819**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
x5.5	Pearson Correlation	.534**	.563**	.604**	.622**	1	.794**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Tx5	Pearson Correlation	.810**	.852**	.826**	.819**	.794**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

- Minat Beli Ulang

		TKP	TJP	TPB	RMP	RMK	RMI	FLM	PPT	PMT	PKO	EPL	EML	EMP	TOTAL
TKP	Pearson Correlation	1	.590*	.571*	.610*	.593*	.546*	.623*	.556*	.433*	.529*	.303*	.164	.300*	.778*
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.002	.103	.002	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
TJP	Pearson Correlation	.590*	1	.565*	.535*	.483*	.640*	.692*	.461*	.405*	.431*	.350*	.292*	.196*	.767*
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.003	.003	.047	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
TPB	Pearson Correlation	.571*	.565*	1	.604*	.516*	.570*	.614*	.348*	.548*	.421*	.220*	.242*	.203*	.739*
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.028	.015	.043	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
RMP	Pearson Correlation	.610*	.535*	.604*	1	.605*	.425*	.524*	.463*	.539*	.459*	.164	.205*	.090	.714*
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.103	.041	.376	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
RMK	Pearson Correlation	.593*	.483*	.516*	.605*	1	.610*	.599*	.471*	.444*	.542*	.237*	.160	.218*	.739*
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.017	.112	.030	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
RMI	Pearson Correlation	.546*	.640*	.570*	.425*	.610*	1	.700*	.539*	.311*	.516*	.185	.119	.212*	.740*
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.002	.000	.066	.238	.035	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
FLM	Pearson Correlation	.623*	.692*	.614*	.524*	.599*	.700*	1	.577*	.536*	.472*	.200*	.263*	.394*	.831*
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.001	.006	.002	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PPT	Pearson Correlation	.556*	.461*	.348*	.463*	.471*	.539*	.577*	1	.405*	.541*	.181	.182	.254*	.679*
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.071	.070	.011	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PMT	Pearson Correlation	.433*	.405*	.548*	.539*	.444*	.311*	.536*	.405*	1	.474*	.364*	.368*	.300*	.688*
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.002	.000	.000		.000	.000	.000	.002	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PKO	Pearson Correlation	.529*	.431*	.421*	.459*	.542*	.516*	.472*	.541*	.474*	1	.411*	.460*	.390*	.731*
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EPL	Pearson Correlation	.303*	.350*	.220*	.164	.237*	.185	.320*	.181	.364*	.411*	1	.618*	.421*	.507*
	Sig. (2-tailed)	.002	.000	.028	.103	.017	.066	.001	.071	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EML	Pearson Correlation	.164	.292*	.242*	.205*	.160	.119	.263*	.182	.368*	.460*	.618*	1	.407*	.472*
	Sig. (2-tailed)	.103	.003	.015	.041	.112	.238	.008	.070	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EMP	Pearson Correlation	.300*	.199*	.203*	.090	.218*	.212*	.304*	.254*	.300*	.350*	.421*	.407*	1	.454*
	Sig. (2-tailed)	.002	.047	.043	.376	.030	.035	.002	.011	.002	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
TOTAL	Pearson Correlation	.778*	.767*	.739*	.714*	.739*	.740*	.831*	.679*	.688*	.731*	.507*	.472*	.455*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100

## Lampiran 6: Uji Reliabilitas

- *Sense*

<b>Reliability Statistics</b>	
Cronbach's	
Alpha	N of Items
.785	4

- *Feel*

<b>Reliability Statistics</b>	
Cronbach's	
Alpha	N of Items
.733	4

- *Think*

<b>Reliability Statistics</b>	
Cronbach's	
Alpha	N of Items
.826	5

- *Act*

<b>Reliability Statistics</b>	
Cronbach's	
Alpha	N of Items
.816	4

- *Relate*

<b>Reliability Statistics</b>	
Cronbach's	
Alpha	N of Items
.874	5

- *Minat Beli Ulang*

<b>Reliability Statistics</b>	
Cronbach's	
Alpha	N of Items
.906	13

## Lampiran 7: Uji Asumsi Klasik

- Uji Normalitas  
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	3.78982512
Most Extreme Differences	Absolute	.061
	Positive	.061
	Negative	-.060
Test Statistic		.061
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

- a. Test distribution is Normal.  
b. Calculated from data.  
c. Lilliefors Significance Correction.

- Uji Multikolinearitas

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	20.250	3.668		5.521	.000		
Sense	.260	.303	.101	.860	.392	.349	2.865
Feel	.477	.363	.166	1.315	.192	.300	3.329
Think	.271	.309	.126	.878	.382	.230	4.347
Act	.163	.315	.064	.516	.607	.307	3.260
Relate	.694	.270	.358	2.568	.012	.246	4.070

a. Dependent Variable: Minat Beli Ulang

- Uji Heterokedaksitas

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	.758	1.376			.551	.583
Sense	-.038	.114	-.057		-.331	.742
Feel	-.021	.136	-.028		-.154	.878
Think	-.092	.116	-.167		-.792	.431
Act	.166	.118	.258		1.407	.163
Relate	.039	.101	.078		.382	.703

a. Dependent Variable: ABS\_RES

## Lampiran 8: Uji Regresi Linear Berganda

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	20.250	3.668			5.521	.000
Sense	.260	.303	.101	.860	.392	
Feel	.477	.363	.166	1.315	.192	
Think	.271	.309	.126	.878	.382	
Act	.163	.315	.064	.516	.607	
Relate	.694	.270	.358	2.568	.012	

a. Dependent Variable: Minat Beli Ulang

## Lampiran 9: Hipotesis

- Uji T

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	20.250	3.668		5.521	.000
Sense	.260	.303	.101	.860	.392
Feel	.477	.363	.166	1.315	.192
Think	.271	.309	.126	.878	.382
Act	.163	.315	.064	.516	.607
Relate	.694	.270	.358	2.568	.012

a. Dependent Variable: Minat Beli Ulang

- Uji F

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1744.835	5	348.967	23.070	.000 <sup>b</sup>
	Residual	1421.915	94	15.127		
	Total	3166.750	99			

a. Dependent Variable: Minat Beli Ulang

b. Predictors: (Constant), Relate, Sense, Feel, Act, Think

- Uji Determinasi (R<sup>2</sup>)

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.742 <sup>a</sup>	.551	.527	3.889

a. Predictors: (Constant), Relate, Sense, Feel, Act, Think

b. Dependent Variable: M.Beli.Ulang