

## Daftar Riwayat Hidup

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### Riwayat Pendidikan Formal

SD : SD Islam Al-Ikhlas, Jakarta  
SMP : SLTP Islam Al-Ikhlas, Jakarta  
SMU : SMU Islam Al-Azhar II Pejaten, Jakarta  
D3 : Diploma III Administrasi Perkantoran dan  
Sekretaris FISIP, Univeritas Indonesia.  
S1 : Administrasi Niaga FISIP Universitas Indonesia



PENGARUH PEMASARAN EKSPERENSIAL (*EXPERIENTIAL MARKETING*)  
TERHADAP LOYALITAS KONSUMEN *HARD ROCK CAFE* JAKARTA

KUESIONER

Responden yang terhormat,

Saya mahasiswi tingkat akhir dari FISIP UI Jurusan Administrasi Niaga angkatan 2007 sedang melaksanakan pengumpulan data untuk kepentingan skripsi sebagai syarat akhir dari kelulusan. Daftar pertanyaan yang saya ajukan ini bertujuan untuk mengumpulkan data serta mendapatkan gambaran mengenai “Pengaruh Pemasaran Eksperensial (*Experiential Marketing*) Terhadap Loyalitas Konsumen *Hard Rock Cafe* Jakarta “.

Saya memerlukan bantuan Anda untuk menjawab pertanyaan- pertanyaan yang diajukan dalam kuesioner ini. Setiap Jawaban Anda sangat bermakna bagi Saya, sehingga Saya mengharapkan tidak ada jawaban yang dikosongkan. Jawaban Anda diperlukan sesuai standar profesionalitas dan etika penelitian. Oleh karena itu, peneliti akan menjaga kerahasiaan identitas Anda.

Atas Kesediaan dan kerjasamanya, Saya ucapkan terima kasih.

Kartika Ayu

Mahasiswa Administrasi Niaga FISIP UI – 2007

No. Kode Responden	
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## PERTANYAAN SARINGAN

Apakah anda telah berkunjung ke Hard Rock Cafe Jakarta lebih dari dua kali?

1. Ya (lanjutkan ke pertanyaan berikut)
2. Tidak (stop)

## KARAKTERISTIK RESPONDEN

Untuk pertanyaan-pertanyaan dibawah ini, lingkari jawaban Anda pada nomor yang sudah tersedia :

### 1. Jenis Kelamin Anda

1. Laki – laki
2. Perempuan

### 2. Usia Anda saat ini :

- |                |                 |               |
|----------------|-----------------|---------------|
| 1. ≤ 20 tahun  | 3. 31- 40 tahun | 5. > 50 tahun |
| 2. 21-30 Tahun | 4. 41- 50 tahun |               |

### 3. Pendidikan Terakhir Anda :

- |            |                  |                  |
|------------|------------------|------------------|
| 1. SMU     | 3. S1 (Strata 1) | 5. S3 (Strata 3) |
| 2. Diploma | 4. S2 (Strata 2) |                  |

### 4. Profesi Anda Saat ini :

- |                        |                   |              |
|------------------------|-------------------|--------------|
| 1. Pelajar / Mahasiswa | 3. Pegawai Swasta | 5. Lain-lain |
| 2. Pegawai Negeri      | 4. Wiraswasta     |              |

### 5. Rata-rata pengeluaran Anda perbulan :

- |                                   |                                |
|-----------------------------------|--------------------------------|
| 1. ≤ Rp 2.000.000                 | 4. Rp 4.000.001 – Rp 5.000.000 |
| 2. Rp 2.000.001 – Rp Rp 3.000.000 | 5. > Rp 5.000.000              |
| 3. Rp 3.000.001 – Rp 4.000.000    |                                |

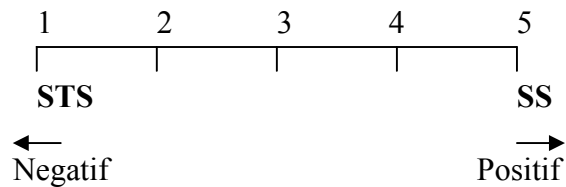
### 6. Dari daerah mana Anda berasal :

1. DKI Jakarta
2. Luar DKI Jakarta

### Petunjuk Pengisian

Berilah tanda check list (√) pada pilihan jawaban yang tersedia dibawah ini sesuai dengan persetujuan Anda terhadap pertanyaan dibawah ini.

Arti pilihan jawaban sebagai berikut.



## I. EXPERIENTIAL MARKETING

### SENSE

No	Pernyataan	1	2	3	4	5
1	Menurut saya cara penyajian makanan di HRC menggugah selera					
2	Menurut saya rasa makanan di HRC sesuai selera					
3	Menurut saya selingan musik/live music di HRC enak untuk didengar					
4	Menurut saya penataan ruang di HRC memberikan kenyamanan					
5	Simbol HRC yang mudah diingat dan dikenali					

### FEEL

No	Pernyataan	1	2	3	4	5
1	Saya merasa kebersihan ruangan di HRC terjaga dengan baik					
2	Saya merasa nyaman ketika berada di HRC					
3	Saya merasa senang ketika berada di HRC					
4	Saya merasa pelayanan di HRC ramah					

**THINK**

No	Pernyataan	1	2	3	4	5
1	Menurut saya variasi menu di HRC beraneka ragam					
2	Menurut saya HRC menjaga kualitas mutu makanan dan minumannya					
3	Menurut saya HRC bernuansa khas western					
4	Menurut saya reputasi HRC atas event-event musiknya menarik untuk diikuti					

**ACT**

No	Pernyataan	1	2	3	4	5
1	Saya datang ke HRC karena menu makanannya yang disajikan sesuai selera					
2	Saya datang ke HRC karena event-event musik yang diadakannya disana					
DROP	Saya datang ke HRC karena ingin membeli <i>merchandise</i> khas HRC ( <i>Rock Shop</i> )					
4	Saya datang ke HRC sebagai bagian dari gaya hidup ( <i>lifestyle</i> )					

**RELATE**

No	Pernyataan	1	2	3	4	5
1	Saya datang ke HRC bersama keluarga					
2	Saya datang ke HRC bersama teman					
3	Saya datang ke HRC bersama kolega/rekan bisnis					
DROP	Saya merasa memiliki prestise yang tinggi jika datang ke HRC					

## II . LOYALITAS PELANGGAN

No	Pernyataan	1	2	3	4	5
1	Saya bersedia membayar lebih demi sebuah layanan/pengalaman lebih yang ingin didapatkan di HRC					
2	Saya senantiasa mencari informasi mengenai HRC, baik produk dan layanannya.					
3	Saya bersedia memberi kritik dan saran kepada HRC.					
4	Saya bersedia membeli ulang produk-produk HRC.					
5	Saya bersedia membeli produk HRC selain minuman dan makanannya.					
6	Saya bersedia untuk merekomendasikan HRC kepada orang lain.					
7	Saya akan tetap memilih HRC, meskipun banyak pilihan café-café lainnya					

Terima kasih banyak atas kesediaan Anda membantu mengisi kuesioner ini

## Reliability Sense

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.60	11.834	3.440	5

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item1	17.30	7.734	.731	.866
Item2	17.23	7.151	.818	.845
Item3	17.27	7.995	.704	.872
Item4	17.47	7.430	.781	.854
Item5	17.13	8.602	.630	.888

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.890	5

## Factor Analysis Sense

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.815
Bartlett's Test of Sphericity	Approx. Chi-Square	79.437
	df	10
	Sig.	.000

### Anti-image Matrices

		Item1	Item2	Item3	Item4	Item5
Anti-image Covariance	Item1	.438	-.104	-.146	-.028	-.040
	Item2	-.104	.316	-.091	-.061	-.174
	Item3	-.146	-.091	.392	-.159	.117
	Item4	-.028	-.061	-.159	.368	-.137
	Item5	-.040	-.174	.117	-.137	.461
Anti-image Correlation	Item1	.877 <sup>a</sup>	-.279	-.352	-.070	-.089
	Item2	-.279	.827 <sup>a</sup>	-.259	-.178	-.456
	Item3	-.352	-.259	.769 <sup>a</sup>	-.418	.275
	Item4	-.070	-.178	-.418	.841 <sup>a</sup>	-.332
	Item5	-.089	-.456	.275	-.332	.753 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

### Communalities

	Initial	Extraction
Item1	1.000	.693
Item2	1.000	.800
Item3	1.000	.658
Item4	1.000	.756
Item5	1.000	.565

Extraction Method: Principal Component Analysis.

### Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.472	69.433	69.433	3.472	69.433	69.433
2	.668	13.367	82.800			
3	.385	7.692	90.492			
4	.262	5.233	95.726			
5	.214	4.274	100.000			

Extraction Method: Principal Component Analysis.



**Component Matrix<sup>a</sup>**

	Component
	1
Item1	.832
Item2	.894
Item3	.811
Item4	.869
Item5	.752

Extraction Method: Principal Component Analysis.

- a. 1 components extracted.

**Rotated Component Matrix<sup>a</sup>**

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- a. Only one component was extracted.  
The solution cannot be rotated.

## Reliability Feel

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.67	7.402	2.721	4

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item6	12.37	4.102	.767	.807
Item7	12.67	4.575	.716	.830
Item8	12.50	4.259	.659	.855
Item9	12.47	4.464	.733	.823

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

### Reliability Statistics

Cronbach's Alpha	N of Items
.866	4

a. Listwise deletion based on all variables in the procedure.

## Factor Analysis Feel

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.808
Bartlett's Test of Sphericity	Approx. Chi-Square	52.920
	df	6
	Sig.	.000

### Anti-image Matrices

		Item6	Item7	Item8	Item9
Anti-image Covariance	Item6	.384	-.206	-.097	-.123
	Item7	-.206	.443	-.050	-.092
	Item8	-.097	-.050	.551	-.178
	Item9	-.123	-.092	-.178	.461
Anti-image Correlation	Item6	.775 <sup>a</sup>	-.499	-.211	-.293
	Item7	-.499	.796 <sup>a</sup>	-.102	-.203
	Item8	-.211	-.102	.850 <sup>a</sup>	-.353
	Item9	-.293	-.203	-.353	.826 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

### Communalities

	Initial	Extraction
Item6	1.000	.777
Item7	1.000	.717
Item8	1.000	.644
Item9	1.000	.731

Extraction Method: Principal Component Analysis.

### Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.870	71.744	71.744	2.870	71.744	71.744
2	.504	12.599	84.343			
3	.356	8.900	93.243			
4	.270	6.757	100.000			

Extraction Method: Principal Component Analysis.

**Component Matrix<sup>a</sup>**

	Component
	1
Item6	.882
Item7	.847
Item8	.803
Item9	.855

Extraction Method: Principal Component Analysis.

- a. 1 components extracted.

**Rotated Component Matrix<sup>a</sup>**

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- a. Only one component was extracted.  
The solution cannot be rotated.

## Reliability Think

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
17.40	7.628	2.762	4

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item10	13.03	4.792	.737	.898
Item11	13.00	4.069	.820	.870
Item12	13.17	4.764	.811	.877
Item13	13.00	4.069	.820	.870

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

**Reliability Statistics**

Cronbach's Alpha	N of Items
.907	4

a. Listwise deletion based on all variables in the procedure.

## Factor Analysis Think

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.834
Bartlett's Test of Sphericity	Approx. Chi-Square	73.622
	df	6
	Sig.	.000

### Anti-image Matrices

		Item10	Item11	Item12	Item13
Anti-image Covariance	Item10	.445	-.138	-.088	-.035
	Item11	-.138	.326	-.066	-.122
	Item12	-.088	-.066	.329	-.151
	Item13	-.035	-.122	-.151	.301
Anti-image Correlation	Item10	.876 <sup>a</sup>	-.362	-.230	-.097
	Item11	-.362	.833 <sup>a</sup>	-.201	-.390
	Item12	-.230	-.201	.830 <sup>a</sup>	-.480
	Item13	-.097	-.390	-.480	.806 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

### Communalities

	Initial	Extraction
Item10	1.000	.719
Item11	1.000	.813
Item12	1.000	.803
Item13	1.000	.816

Extraction Method: Principal Component Analysis.

### Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.151	78.778	78.778	3.151	78.778	78.778
2	.382	9.539	88.317			
3	.267	6.666	94.983			
4	.201	5.017	100.000			

Extraction Method: Principal Component Analysis.

**Component Matrix<sup>a</sup>**

	Component
	1
Item10	.848
Item11	.902
Item12	.896
Item13	.904

Extraction Method: Principal Component Analysis.

- a. 1 components extracted.

**Rotated Component Matrix<sup>a</sup>**

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- a. Only one component was extracted.  
The solution cannot be rotated.

## Reliability Act Tahap 1

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
17.27	5.099	2.258	4

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item14	12.93	3.030	.631	.402
Item15	12.90	2.852	.531	.447
<b>Item16</b>	<b>13.10</b>	<b>3.955</b>	<b>.064</b>	<b>.809</b>
Item17	12.87	3.085	.525	.464

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.621	4

## Reliability Act Tahap 2

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
13.10	3.955	1.989	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item14	8.77	2.116	.644	.756
Item15	8.73	1.651	.724	.669
Item17	8.70	2.010	.619	.778

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.809	3



## Factor Analysis Act

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.692
Bartlett's Test of Sphericity	Approx. Chi-Square	28.275
	df	3
	Sig.	.000

### Anti-image Matrices

		Item14	Item15	Item17
Anti-image Covariance	Item14	.563	-.256	-.105
	Item15	-.256	.473	-.232
	Item17	-.105	-.232	.607
Anti-image Correlation	Item14	.707 <sup>a</sup>	-.495	-.180
	Item15	-.495	.647 <sup>a</sup>	-.433
	Item17	-.180	-.433	.740 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

### Communalities

	Initial	Extraction
Item14	1.000	.708
Item15	1.000	.792
Item17	1.000	.677

Extraction Method: Principal Component Analysis.

### Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.176	72.530	72.530	2.176	72.530	72.530
2	.499	16.617	89.147			
3	.326	10.853	100.000			

Extraction Method: Principal Component Analysis.

### Component Matrix<sup>a</sup>

	Component
	1
Item14	.841
Item15	.890
Item17	.823

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

### Rotated Component Matrix<sup>a</sup>

a. Only one component was extracted.  
The solution cannot be rotated.

## Reliability Relate Tahap 1

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.07	6.202	2.490	4

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item18	12.83	3.247	.717	.484
Item19	12.73	3.513	.680	.521
Item20	12.77	3.633	.586	.577
<b>Item21</b>	<b>12.87</b>	<b>4.947</b>	<b>.097</b>	<b>.869</b>

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

### Reliability Statistics

Cronbach's Alpha	N of Items
.702	4

a. Listwise deletion based on all variables in the procedure.

## Reliability Relate Tahap 2

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.87	4.947	2.224	3

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item18	8.63	2.309	.729	.836
Item19	8.53	2.326	.808	.765
Item20	8.57	2.392	.717	.846

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

### Reliability Statistics

Cronbach's Alpha	N of Items
.869	3

a. Listwise deletion based on all variables in the procedure.

## Factor Analysis Relate

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.719
Bartlett's Test of Sphericity	Approx. Chi-Square	41.877
	df	3
	Sig.	.000

### Anti-image Matrices

		Item18	Item19	Item20
Anti-image Covariance	Item18	.443	-.208	-.088
	Item19	-.208	.347	-.199
	Item20	-.088	-.199	.465
Anti-image Correlation	Item18	.744 <sup>a</sup>	-.530	-.193
	Item19	-.530	.667 <sup>a</sup>	-.496
	Item20	-.193	-.496	.761 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

### Communalities

	Initial	Extraction
Item18	1.000	.774
Item19	1.000	.848
Item20	1.000	.762

Extraction Method: Principal Component Analysis.

### Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.383	79.440	79.440	2.383	79.440	79.440
2	.381	12.703	92.143			
3	.236	7.857	100.000			

Extraction Method: Principal Component Analysis.

### Component Matrix<sup>a</sup>

	Component
	1
Item18	.880
Item19	.921
Item20	.873

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

### Rotated Component Matrix<sup>a</sup>

a. Only one component was extracted.  
The solution cannot be rotated.

## Reliability Loyalitas Pelanggan

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
30.53	24.464	4.946	7

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item22	26.13	17.982	.793	.923
Item23	26.27	18.409	.756	.926
Item24	26.17	19.385	.787	.925
Item25	26.10	18.162	.761	.926
Item26	26.27	18.202	.790	.923
Item27	26.13	17.292	.813	.921
Item28	26.13	17.775	.827	.920

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

### Reliability Statistics

Cronbach's Alpha	N of Items
.934	7

a. Listwise deletion based on all variables in the procedure.

## Factor Analysis Loyalitas Pelanggan

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.878
Bartlett's Test of Sphericity	Approx. Chi-Square	156.717
	df	21
	Sig.	.000

### Anti-image Matrices

		Item22	Item23	Item24	Item25	Item26	Item27	Item28
Anti-image Covariance	Item22	.324	-.042	.001	-.103	.014	-.112	-.003
	Item23	-.042	.347	-.071	-.127	-.034	-.051	.041
	Item24	.001	-.071	.336	-.108	.016	-.013	-.072
	Item25	-.103	-.127	-.108	.293	-.043	.064	-.014
	Item26	.014	-.034	.016	-.043	.292	-.044	-.114
	Item27	-.112	-.051	-.013	.064	-.044	.223	-.099
	Item28	-.003	.041	-.072	-.014	-.114	-.099	.199
Anti-image Correlation	Item22	.900 <sup>a</sup>	-.126	.004	-.333	.047	-.418	-.010
	Item23	-.126	.899 <sup>a</sup>	-.208	-.400	-.107	-.183	.157
	Item24	.004	-.208	.918 <sup>a</sup>	-.344	.051	-.046	-.277
	Item25	-.333	-.400	-.344	.847 <sup>a</sup>	-.146	.249	-.058
	Item26	.047	-.107	.051	-.146	.904 <sup>a</sup>	-.171	-.473
	Item27	-.418	-.183	-.046	.249	-.171	.848 <sup>a</sup>	-.468
	Item28	-.010	.157	-.277	-.058	-.473	-.468	.845 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

### Communalities

	Initial	Extraction
Item22	1.000	.721
Item23	1.000	.677
Item24	1.000	.716
Item25	1.000	.688
Item26	1.000	.718
Item27	1.000	.752
Item28	1.000	.770

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.043	72.037	72.037	5.043	72.037	72.037
2	.704	10.050	82.088			
3	.395	5.636	87.724			
4	.305	4.359	92.083			
5	.266	3.800	95.883			
6	.163	2.324	98.207			
7	.125	1.793	100.000			

Extraction Method: Principal Component Analysis.

**Component Matrix<sup>a</sup>**

	Component
	1
Item22	.849
Item23	.823
Item24	.846
Item25	.830
Item26	.847
Item27	.867
Item28	.877

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

**Rotated Component Matrix<sup>a</sup>**

a. Only one component was extracted.  
The solution cannot be rotated.

## Frequency Table Sense

**Menurut saya cara penyajian makanan di HRC menggugah selera**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	7	7.0	7.0	9.0
3	12	12.0	12.0	21.0
4	59	59.0	59.0	80.0
5	20	20.0	20.0	100.0
Total	100	100.0	100.0	

**Menurut saya rasa makanan di HRC sesuai selera**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3.0	3.0	3.0
2	5	5.0	5.0	8.0
3	23	23.0	23.0	31.0
4	49	49.0	49.0	80.0
5	20	20.0	20.0	100.0
Total	100	100.0	100.0	

**Menurut saya selingan musik/live music di HRC enak untuk didengar**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	6	6.0	6.0	8.0
3	24	24.0	24.0	32.0
4	51	51.0	51.0	83.0
5	17	17.0	17.0	100.0
Total	100	100.0	100.0	

**Menurut saya penataan ruang di HRC memberikan kenyamanan**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	6	6.0	6.0	7.0
3	25	25.0	25.0	32.0
4	45	45.0	45.0	77.0
5	23	23.0	23.0	100.0
Total	100	100.0	100.0	

**Simbol HRC yang mudah diingat dan dikenali**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	9	9.0	9.0	11.0
3	25	25.0	25.0	36.0
4	50	50.0	50.0	86.0
5	14	14.0	14.0	100.0
Total	100	100.0	100.0	

## Descriptives

**Descriptive Statistics**

	N	Mean
Menurut saya cara penyajian makanan di HRC menggugah selera	100	3.88
Menurut saya rasa makanan di HRC sesuai selera	100	3.78
Menurut saya selingan musik/live music di HRC enak untuk didengar	100	3.75
Menurut saya penataan ruang di HRC memberikan kenyamanan	100	3.83
Simbol HRC yang mudah diingat dan dikenali	100	3.65
Valid N (listwise)	100	

## Frequency Table Feel

**Saya merasa kebersihan ruangan di HRC terjaga dengan baik**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	4.0	4.0	4.0
2	4	4.0	4.0	8.0
3	17	17.0	17.0	25.0
4	57	57.0	57.0	82.0
5	18	18.0	18.0	100.0
Total	100	100.0	100.0	

**Saya merasa nyaman ketika berada di HRC**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	5	5.0	5.0	5.0
3	25	25.0	25.0	30.0
4	46	46.0	46.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	



**Saya merasa senang ketika berada di HRC**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	5	5.0	5.0	5.0
3	11	11.0	11.0	16.0
4	62	62.0	62.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

**Saya merasa pelayanan di HRC ramah**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	5	5.0	5.0	6.0
3	15	15.0	15.0	21.0
4	56	56.0	56.0	77.0
5	23	23.0	23.0	100.0
Total	100	100.0	100.0	

**Descriptives****Descriptive Statistics**

	N	Mean
Saya merasa kebersihan ruangan di HRC terjaga dengan baik	100	3.81
Saya merasa nyaman ketika berada di HRC	100	3.89
Saya merasa senang ketika berada di HRC	100	4.01
Saya merasa pelayanan di HRC ramah	100	3.95
Valid N (listwise)	100	

## Frequency Table Think

### Menurut saya variasi menu di HRC beraneka ragam

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	12	12.0	12.0	13.0
3	8	8.0	8.0	21.0
4	43	43.0	43.0	64.0
5	36	36.0	36.0	100.0
Total	100	100.0	100.0	

### Menurut saya HRC menjaga kualitas mutu makanan dan minumannya

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	20	20.0	20.0	21.0
3	3	3.0	3.0	24.0
4	45	45.0	45.0	69.0
5	31	31.0	31.0	100.0
Total	100	100.0	100.0	

### Menurut saya HRC bernuansa khas western

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	4.0	4.0	4.0
2	11	11.0	11.0	15.0
3	22	22.0	22.0	37.0
4	48	48.0	48.0	85.0
5	15	15.0	15.0	100.0
Total	100	100.0	100.0	

### Menurut saya reputasi HRC atas event-event musiknya menarik untuk diikuti

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	9	9.0	9.0	9.0
2	7	7.0	7.0	16.0
3	22	22.0	22.0	38.0
4	45	45.0	45.0	83.0
5	17	17.0	17.0	100.0
Total	100	100.0	100.0	

## Descriptives

Descriptive Statistics

	N	Mean
Menurut saya variasi menu di HRC beraneka ragam	100	4.01
Menurut saya HRC menjaga kualitas mutu makanan dan minumannya	100	3.85
Menurut saya HRC benuansa khas western	100	3.59
Menurut saya reputasi HRC atas event-event musiknya menarik untuk diikuti	100	3.54
Valid N (listwise)	100	

## Frequency Table Act

**Saya datang ke HRC karena menu makanannya yang disajikan sesuai selera**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	4.0	4.0	4.0
2	4	4.0	4.0	8.0
3	28	28.0	28.0	36.0
4	42	42.0	42.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

**Saya datang ke HRC karena event-event musik yang diadakannya disana**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3.0	3.0	3.0
2	10	10.0	10.0	13.0
3	26	26.0	26.0	39.0
4	45	45.0	45.0	84.0
5	16	16.0	16.0	100.0
Total	100	100.0	100.0	

**Saya datang ke HRC sebagai bagian dari gaya hidup (lifestyle)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	10	10.0	10.0	11.0
3	7	7.0	7.0	18.0
4	45	45.0	45.0	63.0
5	37	37.0	37.0	100.0
Total	100	100.0	100.0	

## Descriptives

### Descriptive Statistics

	N	Mean
Saya datang ke HRC karena menu makanannya yang disajikan sesuai selera	100	3.74
Saya datang ke HRC karena event-event musik yang diadakannya disana	100	3.61
Saya datang ke HRC sebagai bagian dari gaya hidup (lifestyle)	100	4.07
Valid N (listwise)	100	

## Frequency Table Relate

### Saya datang ke HRC bersama keluarga

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	13	13.0	13.0	15.0
3	7	7.0	7.0	22.0
4	44	44.0	44.0	66.0
5	34	34.0	34.0	100.0
Total	100	100.0	100.0	

### Saya datang ke HRC bersama teman

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	22	22.0	22.0	24.0
3	11	11.0	11.0	35.0
4	37	37.0	37.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

### Saya datang ke HRC bersama kolega/rekan bisnis

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	4.0	4.0	4.0
2	29	29.0	29.0	33.0
3	8	8.0	8.0	41.0
4	33	33.0	33.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

## Descriptives

### Descriptive Statistics

	N	Mean
Saya datang ke HRC bersama keluarga	100	3.95
Saya datang ke HRC bersama teman	100	3.67
Saya datang ke HRC bersama kolega/rekan bisnis	100	3.48
Valid N (listwise)	100	

## Frequency Table Loyalitas Pelanggan

**Saya bersedia membayar lebih demi sebuah layanan/pengalaman lebih yang ingin didapatkan di HRC**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	22	22.0	22.0	26.0
	4	44	44.0	44.0	70.0
	5	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

**Saya senantiasa mencari informasi mengenai HRC, baik produk dan layanannya.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	7	7.0	7.0	9.0
	3	27	27.0	27.0	36.0
	4	50	50.0	50.0	86.0
	5	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

**Saya bersedia memberi kritik dan saran kepada HRC.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	34	34.0	34.0	38.0
	4	44	44.0	44.0	82.0
	5	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

**Saya bersedia membeli ulang produk-produk HRC.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	4.0	4.0	4.0
	2	8	8.0	8.0	12.0
	3	32	32.0	32.0	44.0
	4	47	47.0	47.0	91.0
	5	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

**Saya bersedia membeli produk HRC selain minuman dan makanannya.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	5.0	5.0	5.0
2	5	5.0	5.0	10.0
3	32	32.0	32.0	42.0
4	43	43.0	43.0	85.0
5	15	15.0	15.0	100.0
Total	100	100.0	100.0	

**Saya bersedia untuk merekomendasikan HRC kepada orang lain.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	6	6.0	6.0	6.0
2	2	2.0	2.0	8.0
3	36	36.0	36.0	44.0
4	43	43.0	43.0	87.0
5	13	13.0	13.0	100.0
Total	100	100.0	100.0	

**Saya akan tetap memilih HRC, meskipun banyak pilihan café-café lainnya**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	13	13.0	13.0	14.0
3	15	15.0	15.0	29.0
4	50	50.0	50.0	79.0
5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

**Descriptives****Descriptive Statistics**

	N	Mean
Saya bersedia membayar lebih demi sebuah layanan/pengalaman lebih yang ingin didapatkan di HRC	100	4.00
Saya senantiasa mencari informasi mengenai HRC, baik produk dan layanannya.	100	3.67
Saya bersedia memberi kritik dan saran kepada HRC.	100	3.76
Saya bersedia membeli ulang produk-produk HRC.	100	3.49
Saya bersedia membeli produk HRC selain minuman dan makanannya.	100	3.58
Saya bersedia untuk merekomendasikan HRC kepada orang lain.	100	3.55
Saya akan tetap memilih HRC, meskipun banyak pilihan café-café lainnya	100	3.77
Valid N (listwise)	100	

## Regression

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Relate, Feel, Act, Sense, Think	.	Enter

a. All requested variables entered.

b. Dependent Variable: Loyalitas Pelanggan

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.872 <sup>a</sup>	.761	.748	2.133	2.173

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

b. Dependent Variable: Loyalitas Pelanggan

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1359.125	5	271.825	59.751	.000 <sup>a</sup>
	Residual	427.635	94	4.549		
	Total	1786.760	99			

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

b. Dependent Variable: Loyalitas Pelanggan

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.535	1.667		-.321	.749		
	Sense	.384	.093	.292	4.138	.000	.511	1.958
	Feel	.376	.108	.222	3.481	.001	.629	1.590
	Think	.407	.122	.285	3.328	.001	.346	2.887
	Act	.319	.138	.157	2.313	.023	.549	1.821
	Relate	.312	.111	.197	2.799	.006	.514	1.947

a. Dependent Variable: Loyalitas Pelanggan