

BAB V

KESIMPULAN DAN SARAN

A. Kesimpulan

Berdasarkan hasil penelitian bahwa uji R^2 (Koefisien Determinasi) menunjukkan nilai R Square sebesar 0,687 atau 68.7%. Hal ini dapat diartikan bahwa Produk (*Product*) (X1), Harga (*Price*) (X2), Lokasi (*Place*) (X3), dan Promosi (*Promotion*) (X4) yang secara simultan berpengaruh terhadap keputusan berkunjung (Y) sebesar 0,687 atau 68.7%. Sedangkan sisanya sebesar 31,3% dipengaruhi atau dijelaskan oleh variabel lain yang tidak dimasukkan dalam model penelitian ini.

Hasil uji F menunjukkan besarnya tingkat signifikan ($0,000 < (0,05)$) dengan nilai F hitung sebesar ($52,078 > \text{dari F tabel } (2,47)$). Berdasarkan kriteria pengujian hipotesis jika $f \text{ hitung} > f \text{ tabel}$ maka H_0 ditolak dan H_1 diterima. Sehingga dapat disimpulkan bahwa variabel bebas yang terdiri dari Produk (*Product*) (X1), Harga (*Price*) (X2), Lokasi (*Place*) (X3), dan Promosi (*Promotion*) (X4) secara simultan memiliki pengaruh dan signifikan terhadap Keputusan Berkunjung (Y) di objek wisata Heha Ocean View Yogyakarta.

Sedangkan hasil uji t menunjukkan variabel produk memiliki nilai t hitung $> t \text{ tabel}$ atau ($4,665 > (1,985)$) dengan signifikansi ($0,000 < (0,05)$), maka H_0 ditolak dan H_2 diterima. Dari hasil nilai rata-rata yang didapatkan pada tabel 4.27, variabel harga mendapatkan nilai rata-rata sebesar 3,41. Maka berdasarkan skala likert, variabel harga berpengaruh

terhadap keputusan berkunjung. Dapat disimpulkan bahwa variabel harga paling dominan berpengaruh secara parsial terhadap keputusan berkunjung.

B. Saran

Berdasarkan hasil penelitian dan kesimpulan yang telah disajikan, peneliti memberikan saran-saran yang kiranya dapat bermanfaat kepada semua pihak yang terkait dalam penelitian ini. Adapun saran-saran yang dapat disampaikan sebagai berikut:

1. Bagi pengelola Heha Ocean View terkait produk

Produk pada objek wisata Heha Ocean View mendapatkan hasil positif yang lebih tinggi dibanding variabel lainnya. Produk wisata yang ada di Heha Ocean View harus selalu dijaga, dipertahankan dan ditingkatkan kembali agar lebih dapat menarik minat wisatawan untuk berkunjung yang nantinya akan membawa manfaat salah satunya di bidang perekonomian, serta mampu menciptakan daya tarik wisata lainnya yang dapat lebih menarik minat kunjung wisatawan.

2. Bagi pengelola Heha Ocean View terkait harga

Pihak pengelola diharapkan mampu meningkatkan tingkat kualitas objek Heha Ocean View agar wisatawan merasa apa yang telah mereka bayarkan akan sepadan dengan apa yang akan didapatkan.

3. Bagi pengelola Heha Ocean View terkait lokasi

Lokasi Heha Ocean View sudah cukup baik dan mudah diakses, namun perlu dilakukan perbaikan jalan saat memasuki kawasan wisata

karena jalan yang cukup rusak. Perlu adanya penambahan lampu penerangan saat malam hari, karena jalanan yang cukup gelap saat malam hari.

4. Bagi pengelola Heha Ocean View terkait promosi

Pihak pengelola sebaiknya meningkatkan promosi mengenai objek wisata Heha Ocean View, sehingga dapat memudahkan pengunjung untuk memperoleh informasi yang dibutuhkan agar memudahkan mereka untuk melakukan kunjungan. Melakukan promo dan menawarkan berbagai paket wisata untuk menarik kunjungan wisatawan.

5. Bagi peneliti selanjutnya

Peneliti sangat menyadari dengan keterbatasan dan kemampuan yang dimiliki, banyak hal yang masih perlu dikaji terkait dalam penelitian yang peneliti lakukan. Diharapkan bagi peneliti selanjutnya dapat menambah variabel-variabel lain dalam keputusan berkunjung wisatawan pada objek wisata yang serupa atau objek wisata lainnya.

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LAMPIRAN

LAMPIRAN I

SURAT PENGANTAR PENELITIAN



YAYASAN PENDIDIKAN KARYA SEJAHTERA
**SEKOLAH TINGGI PARIWISATA AMPTA
YOGYAKARTA**

Jl. Laksono Adisucipto Km. 0 (Tempel, Calurunggal, Depok, Sleman) Yogyakarta 55281
Telp / fax : (0274) 485115 - 489514 Website : www.ampta.ac.id Email : info@ampta.ac.id, ampta@yahoo.co.id

Nomor : 878/Q.AMPTA/III/2022
Lampiran : 1 bendel
Hal : Permohonan Penelitian

23 Maret 2022

Yth. Pengelola Destinasi Wisata Heha Ocean View
Dusun Bolang, Girikarto, Panggang
Kabupaten Gunungkidul, DIY

Dengan Hormat,

Dengan ini kami mengajukan permohonan untuk melaksanakan Penelitian di Destinasi Wisata Heha Sky View selama 1 bulan terhitung mulai tanggal 24 Maret 2022 sampai dengan tanggal 23 April 2022, bagi mahasiswa kami dari Jurusan Pariwisata :

Nama Mahasiswa : Alya Salsabil Khairunnisa
No. Induk Mahasiswa : 518100893
Semester : VIII

Besar harapan kami bahwa Bapak/Ibu berkenan memberikan izin pada mahasiswa kami untuk melaksanakan penelitian, sehingga dapat menyusun laporan penelitian yang berjudul :

Pengaruh Bauran Pemasaran terhadap Keputusan Berkunjung di Destinasi Wisata Heha Ocean View Yogyakarta. (proposal penelitian terlampir).

Atas kerjasannya dan bantuan Bapak/Ibu, kami ucapkan terimakasih.


Dr. Pristino, M.M.

LAMPIRAN II

SURAT IZIN PENELITIAN



PT. HEHA LANCAR KREASINDO

Alamat : Bojang, Girikarto, Gunungkidul, Yogyakarta
Telp. (0274) 523435 HP. 081359611908

Nomor : 01 /HON/MKT/1/2022
Lampiran : 3 halaman
Hal : Balasan Selensi Penelitian

Kepada

STP AMPTA Yogyakarta

Dibinas:

Dengan hormat,

Merujuk pada surat tentang pelaksanaan penelitian guna menyelesaikan studi S-1 di Program Studi Pariwisata STP AMPTA Yogyakarta, dengan ini menyatakan bahwa :

| | |
|---------------|--|
| Nama | : ALYA SAJABIL KHORUMSYA |
| NIM | : 518100898 |
| Program Studi | : Pariwisata |
| Judul | : Pengaruh Bauran Pemasaran Terhadap Keputusan Berulang Di Destinasi Wisata HEHA Gunung Kidul Yogyakarta |

Yang bersangkutan telah diberikan izin untuk melaksanakan penelitian di PT. HEHA LANCAR KREASINDO, yang bertempat di Ds. Bojang, Girikarto, Panggang, Gunungkidul, Yogyakarta sesuai dengan ketentuan yang berlaku.

Demikian surat balasan ini dibuat, termasuk ini untuk perhatian yang diberikan.

Mengetahui,

Atas PT. HEHA LANCAR KREASINDO

Nabertha Sinta
Asst. Manager Marketing

LAMPIRAN III

KUESIONER PENELITIAN

DAFTAR PERTANYAAN KUESIONER

PENGARUH BAURAN PEMASARAN TERHADAP KEPUTUSAN BERKUNJUNG DI DESTINASI WISATA HEHA OCEAN VIEW YOGYAKARTA

A. Identitas Responden

1. Nomor Responden :

| | |
|--|--|
| | |
|--|--|
2. Nama :
3. Pekerjaan :
4. Jenis Kelamin : Laki-laki / Perempuan
5. Umur :
6. Asal Daerah : Yogyakarta / Luar Yogyakarta
7. Sudah berapa kali Anda berkunjung ke Heha Ocean View dalam kurun waktu 1 tahun terakhir?
 - 1 kali
 - 2 kali
 - >3 kali

B. Petunjuk Pengisian

1. Isilah daftar pertanyaan berikut dengan cara memberi tanda Chek list (✓) pada salah satu jawaban yang tersedia sesuai dengan persepsi Bapak/Ibu/Saudara/i. Tidak ada jawaban benar atau salah, peneliti lebih melihat angka-angka terbaik dengan persepsi Bapak/Ibu/Saudara/i tentang bauran pemasaran 4P (*Product, Price, Place, Promotion*) dan Keputusan Berkunjung.
2. Jawaban tersedia berupa huruf yang mempunyai arti sebagai berikut:
 - a. SS : Sangat Setuju
 - b. S : Setuju
 - c. N : Netral
 - d. TS : Tidak Setuju
 - e. STS : Sangat Tidak Setuju

C. Kuesioner Produk (*product*) (X_1)

| No. | Pernyataan | SS | S | N | TS | STS |
|-----|---|----|---|---|----|-----|
| 1. | Produk wisata yang ditawarkan Heha Ocean View beragam. | | | | | |
| 2. | Kualitas produk wisata yang ada di Heha Ocean View sangat baik. | | | | | |
| 3. | Wisata Heha Ocean View sangat unik dan berbeda dari wisata lainnya. | | | | | |
| 4. | Fasilitas utama dan penunjang yang disediakan sudah lengkap dan baik. | | | | | |

D. Kuesioner Harga (*price*) (X_2)

| No. | Pernyataan | SS | S | N | TS | STS |
|-----|--|----|---|---|----|-----|
| 1. | Harga di wisata Heha Ocean View terjangkau. | | | | | |
| 2. | Harga di wisata Heha Ocean View sudah sesuai dengan fasilitas yang diberikan. | | | | | |
| 3. | Harga di wisata Heha Ocean View lebih murah dibandingkan dengan destinasi wisata lain yang pernah saya kunjungi di Yogyakarta. | | | | | |
| 4. | Harga yang berlaku membuat saya ingin mengunjungi wisata Heha Ocean View di lain waktu. | | | | | |

E. Kuesioner Lokasi (*place*) (X_3)

| No. | Pernyataan | SS | S | N | TS | STS |
|-----|--|----|---|---|----|-----|
| 1. | Lokasi destinasi wisata Heha Ocean View strategis dan mudah dijangkau. | | | | | |
| 2. | Kondisi jalan menuju destinasi wisata Heha Ocean View sangat baik. | | | | | |
| 3. | Tempat parkir yang luas, tertata rapi dan bersih | | | | | |
| 4. | Lokasi Heha Ocean View memberikan keamanan, kenyamanan | | | | | |

F. Promosi (promotion) (X₄)

| No. | Pernyataan | SS | S | N | TS | STS |
|-----|--|----|---|---|----|-----|
| 1. | Informasi yang didapatkan mengenai Heha Ocean View akurat, jelas dan informatif. | | | | | |
| 2. | Iklan mengenai wisata Heha Ocean View di berbagai media sosial atau baliho menarik. | | | | | |
| 3. | Tersedia paket wisata yang beragam di wisata Heha Ocean View. | | | | | |
| 4. | Terdapat program promosi harga di wisata Heha Ocean View. | | | | | |
| 5. | Kecepatan dan ketepatan pegawai di wisata Heha Ocean View dalam menangani keluhan pengunjung sudah baik. | | | | | |

G. Kuesioner Keputusan Berkunjung (Y)

| No. | Pernyataan | SS | S | N | TS | STS |
|-----|---|----|---|---|----|-----|
| 1. | Saya membutuhkan berkunjung ke destinasi wisata Heha Ocean View untuk berekreasi. | | | | | |
| 2. | Saya mencari informasi melalui media sosial sebelum mengunjungi wisata Heha Ocean View. | | | | | |
| 3. | Saya membandingkan wisata Heha Ocean View dengan destinasi serupa sebelum melakukan kunjungan. | | | | | |
| 4. | Saya merasa yakin berkunjung ke wisata Heha Ocean View sebagai pilihan yang tepat dalam berwisata. | | | | | |
| 5. | Saya merasa puas dan akan merekomendasikan ke teman/saudara untuk berkunjung ke destinasi wisata Heha Ocean View. | | | | | |

LAMPIRAN IV

DATA HASIL PENELITIAN

REKAP DATA PRODUK (*PRODUCT*) (X1)

| NO RES. | Produk (<i>Product</i>) X1 | | | | TOTAL X1 |
|---------|------------------------------|-------|-------|-------|----------|
| | X1. 1 | X1. 2 | X1. 3 | X1. 4 | |
| 1. | 4 | 3 | 5 | 5 | 17 |
| 2. | 5 | 5 | 4 | 4 | 18 |
| 3. | 3 | 2 | 3 | 4 | 12 |
| 4. | 5 | 5 | 4 | 5 | 19 |
| 5. | 4 | 3 | 3 | 4 | 14 |
| 6. | 5 | 5 | 5 | 5 | 20 |
| 7. | 4 | 4 | 3 | 3 | 14 |
| 8. | 4 | 3 | 3 | 3 | 13 |
| 9. | 5 | 5 | 5 | 5 | 20 |
| 10. | 4 | 4 | 4 | 4 | 16 |
| 11. | 3 | 3 | 3 | 4 | 13 |
| 12. | 4 | 4 | 5 | 5 | 18 |
| 13. | 4 | 3 | 4 | 4 | 15 |
| 14. | 4 | 3 | 3 | 3 | 13 |
| 15. | 4 | 3 | 4 | 4 | 15 |
| 16. | 3 | 4 | 3 | 4 | 14 |
| 17. | 3 | 3 | 4 | 3 | 13 |
| 18. | 4 | 3 | 4 | 4 | 15 |
| 19. | 4 | 3 | 4 | 4 | 15 |
| 20. | 5 | 5 | 5 | 5 | 20 |
| 21. | 5 | 4 | 4 | 4 | 17 |
| 22. | 4 | 4 | 4 | 5 | 17 |
| 23. | 3 | 3 | 2 | 4 | 12 |
| 24. | 4 | 4 | 5 | 3 | 16 |
| 25. | 3 | 4 | 3 | 4 | 14 |
| 26. | 5 | 5 | 5 | 5 | 20 |
| 27. | 5 | 5 | 5 | 5 | 20 |
| 28. | 5 | 5 | 5 | 4 | 19 |
| 29. | 4 | 5 | 5 | 4 | 18 |
| 30. | 5 | 5 | 5 | 5 | 20 |
| 31. | 4 | 4 | 4 | 4 | 16 |
| 32. | 4 | 3 | 4 | 3 | 14 |
| 33. | 4 | 3 | 3 | 5 | 15 |
| 34. | 5 | 5 | 5 | 5 | 20 |
| 35. | 5 | 5 | 5 | 5 | 20 |
| 36. | 3 | 4 | 4 | 3 | 14 |
| 37. | 4 | 4 | 3 | 3 | 14 |
| 38. | 4 | 4 | 4 | 4 | 16 |
| 39. | 4 | 3 | 4 | 4 | 15 |
| 40. | 4 | 4 | 3 | 3 | 14 |
| 41. | 5 | 3 | 2 | 3 | 13 |
| 42. | 3 | 3 | 3 | 3 | 12 |
| 43. | 3 | 3 | 3 | 3 | 12 |

| NO RES. | Produk (<i>Product</i>) X1 | | | | TOTAL X1 |
|---------|------------------------------|-------|-------|-------|----------|
| | X1. 1 | X1. 2 | X1. 3 | X1. 4 | |
| 44. | 4 | 5 | 4 | 4 | 17 |
| 45. | 4 | 4 | 4 | 4 | 16 |
| 46. | 5 | 4 | 2 | 4 | 15 |
| 47. | 3 | 3 | 3 | 3 | 12 |
| 48. | 5 | 5 | 5 | 5 | 20 |
| 49. | 4 | 5 | 5 | 5 | 19 |
| 50. | 3 | 5 | 5 | 5 | 18 |
| 51. | 3 | 4 | 3 | 4 | 14 |
| 52. | 5 | 5 | 5 | 5 | 20 |
| 53. | 5 | 5 | 5 | 5 | 20 |
| 54. | 4 | 3 | 4 | 4 | 15 |
| 55. | 3 | 5 | 2 | 5 | 15 |
| 56. | 4 | 4 | 3 | 3 | 14 |
| 57. | 4 | 5 | 4 | 3 | 16 |
| 58. | 5 | 4 | 4 | 4 | 17 |
| 59. | 4 | 3 | 4 | 4 | 15 |
| 60. | 5 | 5 | 5 | 5 | 20 |
| 61. | 4 | 5 | 5 | 5 | 19 |
| 62. | 5 | 5 | 5 | 5 | 20 |
| 63. | 5 | 5 | 5 | 5 | 20 |
| 64. | 5 | 5 | 5 | 5 | 20 |
| 65. | 4 | 4 | 3 | 4 | 15 |
| 66. | 2 | 4 | 4 | 3 | 13 |
| 67. | 3 | 4 | 5 | 5 | 17 |
| 68. | 5 | 5 | 5 | 5 | 20 |
| 69. | 5 | 4 | 4 | 4 | 17 |
| 70. | 5 | 5 | 5 | 5 | 20 |
| 71. | 4 | 3 | 2 | 3 | 12 |
| 72. | 4 | 3 | 3 | 3 | 13 |
| 73. | 5 | 5 | 4 | 4 | 18 |
| 74. | 4 | 4 | 4 | 3 | 15 |
| 75. | 3 | 3 | 4 | 4 | 14 |
| 76. | 4 | 5 | 4 | 4 | 17 |
| 77. | 3 | 4 | 4 | 4 | 15 |
| 78. | 4 | 3 | 3 | 4 | 14 |
| 79. | 4 | 4 | 5 | 4 | 17 |
| 80. | 2 | 2 | 3 | 3 | 10 |
| 81. | 5 | 5 | 5 | 5 | 20 |
| 82. | 5 | 5 | 5 | 5 | 20 |
| 83. | 5 | 5 | 5 | 5 | 20 |
| 84. | 5 | 5 | 5 | 5 | 20 |
| 85. | 5 | 4 | 5 | 5 | 19 |
| 86. | 5 | 5 | 5 | 5 | 20 |

| NO RES. | Produk (<i>Product</i>) X1 | | | | TOTAL X1 |
|-----------|------------------------------|-------|-------|-------|-------------|
| | X1. 1 | X1. 2 | X1. 3 | X1. 4 | |
| 87. | 5 | 5 | 5 | 5 | 20 |
| 88. | 5 | 4 | 4 | 5 | 18 |
| 89. | 3 | 3 | 3 | 3 | 12 |
| 90. | 4 | 5 | 4 | 5 | 18 |
| 91. | 5 | 5 | 5 | 5 | 20 |
| 92. | 3 | 3 | 3 | 3 | 12 |
| 93. | 5 | 4 | 5 | 5 | 19 |
| 94. | 4 | 5 | 4 | 4 | 17 |
| 95. | 5 | 5 | 5 | 5 | 20 |
| 96. | 3 | 3 | 3 | 4 | 13 |
| 97. | 5 | 5 | 5 | 5 | 20 |
| 98. | 4 | 4 | 5 | 3 | 16 |
| 99. | 4 | 4 | 4 | 4 | 16 |
| 100. | 4 | 4 | 4 | 3 | 15 |
| TOTAL | 415 | 409 | 406 | 416 | 1646 |
| RATA-RATA | 4,15 | 4,09 | 4,06 | 4,16 | 4,1 |

REKAP DATA HARGA (*PRICE*) (X2)

| NO RES. | Harga (<i>Price</i>) (X2) | | | | TOTAL X2 |
|---------|-----------------------------|-------|-------|-------|----------|
| | X2. 1 | X2. 2 | X2. 3 | X2. 4 | |
| 1. | 3 | 4 | 2 | 4 | 13 |
| 2. | 4 | 3 | 4 | 4 | 15 |
| 3. | 2 | 2 | 1 | 2 | 7 |
| 4. | 4 | 4 | 4 | 5 | 17 |
| 5. | 3 | 3 | 2 | 2 | 10 |
| 6. | 1 | 1 | 1 | 1 | 4 |
| 7. | 2 | 2 | 2 | 3 | 9 |
| 8. | 1 | 1 | 1 | 1 | 4 |
| 9. | 4 | 4 | 3 | 3 | 14 |
| 10. | 4 | 4 | 4 | 4 | 16 |
| 11. | 4 | 4 | 2 | 3 | 13 |
| 12. | 3 | 4 | 3 | 2 | 12 |
| 13. | 4 | 4 | 3 | 4 | 15 |
| 14. | 1 | 1 | 1 | 2 | 5 |
| 15. | 3 | 3 | 3 | 2 | 11 |
| 16. | 4 | 4 | 3 | 4 | 15 |
| 17. | 3 | 2 | 2 | 2 | 9 |
| 18. | 5 | 2 | 1 | 3 | 11 |
| 19. | 4 | 3 | 3 | 3 | 13 |
| 20. | 3 | 5 | 3 | 5 | 16 |
| 21. | 3 | 3 | 3 | 4 | 13 |
| 22. | 4 | 4 | 3 | 2 | 13 |
| 23. | 3 | 4 | 2 | 2 | 11 |
| 24. | 2 | 3 | 1 | 2 | 8 |
| 25. | 5 | 5 | 3 | 3 | 16 |
| 26. | 5 | 4 | 4 | 4 | 17 |
| 27. | 4 | 5 | 4 | 5 | 18 |
| 28. | 5 | 4 | 4 | 4 | 17 |
| 29. | 5 | 5 | 4 | 5 | 19 |
| 30. | 5 | 4 | 5 | 5 | 19 |
| 31. | 4 | 4 | 3 | 4 | 15 |
| 32. | 3 | 3 | 2 | 4 | 12 |
| 33. | 4 | 4 | 2 | 3 | 13 |
| 34. | 5 | 5 | 5 | 5 | 20 |
| 35. | 5 | 5 | 5 | 5 | 20 |
| 36. | 4 | 3 | 3 | 3 | 13 |
| 37. | 4 | 4 | 4 | 4 | 16 |

| NO RES. | Harga (<i>Price</i>) (X2) | | | | TOTAL X2 |
|---------|-----------------------------|-------|-------|-------|----------|
| | X2. 1 | X2. 2 | X2. 3 | X2. 4 | |
| 38. | 3 | 3 | 2 | 2 | 10 |
| 39. | 3 | 4 | 5 | 4 | 16 |
| 40. | 5 | 4 | 5 | 4 | 18 |
| 41. | 4 | 4 | 3 | 3 | 14 |
| 42. | 4 | 3 | 1 | 2 | 10 |
| 43. | 1 | 1 | 1 | 1 | 4 |
| 44. | 3 | 5 | 4 | 3 | 15 |
| 45. | 4 | 4 | 3 | 3 | 14 |
| 46. | 4 | 4 | 3 | 2 | 13 |
| 47. | 2 | 2 | 2 | 1 | 7 |
| 48. | 2 | 2 | 1 | 1 | 6 |
| 49. | 4 | 4 | 2 | 2 | 12 |
| 50. | 5 | 4 | 3 | 3 | 15 |
| 51. | 3 | 3 | 3 | 3 | 12 |
| 52. | 4 | 3 | 3 | 3 | 13 |
| 53. | 5 | 5 | 5 | 5 | 20 |
| 54. | 2 | 2 | 2 | 3 | 9 |
| 55. | 3 | 3 | 2 | 3 | 11 |
| 56. | 3 | 4 | 3 | 3 | 13 |
| 57. | 4 | 5 | 3 | 4 | 16 |
| 58. | 5 | 5 | 4 | 4 | 18 |
| 59. | 3 | 4 | 3 | 3 | 13 |
| 60. | 5 | 5 | 5 | 5 | 20 |
| 61. | 3 | 3 | 2 | 1 | 9 |
| 62. | 4 | 4 | 2 | 2 | 12 |
| 63. | 4 | 5 | 4 | 3 | 16 |
| 64. | 5 | 5 | 5 | 5 | 20 |
| 65. | 1 | 3 | 2 | 2 | 8 |
| 66. | 3 | 4 | 3 | 4 | 14 |
| 67. | 4 | 4 | 3 | 4 | 15 |
| 68. | 3 | 2 | 2 | 3 | 10 |
| 69. | 5 | 5 | 3 | 5 | 18 |
| 70. | 5 | 5 | 5 | 5 | 20 |
| 71. | 1 | 1 | 2 | 1 | 5 |
| 72. | 4 | 4 | 2 | 2 | 12 |
| 73. | 4 | 3 | 2 | 4 | 13 |
| 74. | 3 | 4 | 3 | 3 | 13 |

| NO RES. | Harga (<i>Price</i>) (X2) | | | | TOTAL X2 |
|------------------|-----------------------------|-------------|------------|-------------|-------------|
| | X2. 1 | X2. 2 | X2. 3 | X2. 4 | |
| 75. | 3 | 3 | 2 | 2 | 10 |
| 76. | 4 | 4 | 4 | 4 | 16 |
| 77. | 4 | 3 | 3 | 4 | 14 |
| 78. | 3 | 3 | 2 | 3 | 11 |
| 79. | 4 | 4 | 3 | 4 | 15 |
| 80. | 2 | 2 | 3 | 3 | 10 |
| 81. | 4 | 4 | 3 | 3 | 14 |
| 82. | 4 | 3 | 5 | 5 | 17 |
| 83. | 3 | 4 | 5 | 5 | 17 |
| 84. | 5 | 5 | 5 | 5 | 20 |
| 85. | 4 | 4 | 4 | 4 | 16 |
| 86. | 4 | 4 | 4 | 5 | 17 |
| 87. | 4 | 5 | 5 | 4 | 18 |
| 88. | 4 | 5 | 5 | 4 | 18 |
| 89. | 2 | 2 | 3 | 3 | 10 |
| 90. | 5 | 4 | 5 | 5 | 19 |
| 91. | 5 | 5 | 5 | 5 | 20 |
| 92. | 4 | 3 | 4 | 3 | 14 |
| 93. | 4 | 4 | 5 | 5 | 18 |
| 94. | 4 | 5 | 5 | 4 | 18 |
| 95. | 4 | 4 | 4 | 3 | 15 |
| 96. | 3 | 3 | 3 | 3 | 12 |
| 97. | 2 | 4 | 1 | 2 | 9 |
| 98. | 4 | 4 | 3 | 4 | 15 |
| 99. | 4 | 4 | 3 | 3 | 14 |
| 100. | 3 | 4 | 3 | 4 | 14 |
| TOTAL | 358 | 363 | 310 | 333 | 1364 |
| RATA-RATA | 3,58 | 3,63 | 3,1 | 3,33 | 3,41 |

REKAP DATA LOKASI (*PLACE*) (X3)

| NO RES. | Lokasi (<i>Place</i>) X3 | | | | TOTAL X3 |
|---------|----------------------------|-------|-------|-------|----------|
| | X3. 1 | X3. 2 | X3. 3 | X3. 4 | |
| 1. | 2 | 3 | 5 | 5 | 15 |
| 2. | 3 | 4 | 3 | 4 | 14 |
| 3. | 2 | 2 | 4 | 2 | 10 |
| 4. | 5 | 4 | 4 | 5 | 18 |
| 5. | 2 | 3 | 4 | 4 | 13 |
| 6. | 2 | 4 | 4 | 3 | 13 |
| 7. | 2 | 3 | 3 | 4 | 12 |
| 8. | 3 | 3 | 4 | 2 | 12 |
| 9. | 3 | 3 | 3 | 5 | 14 |
| 10. | 4 | 4 | 4 | 4 | 16 |
| 11. | 2 | 3 | 3 | 4 | 12 |
| 12. | 3 | 4 | 5 | 5 | 17 |
| 13. | 3 | 4 | 4 | 4 | 15 |
| 14. | 2 | 2 | 4 | 4 | 12 |
| 15. | 3 | 4 | 4 | 4 | 15 |
| 16. | 4 | 4 | 4 | 4 | 16 |
| 17. | 2 | 2 | 3 | 3 | 10 |
| 18. | 1 | 1 | 3 | 4 | 9 |
| 19. | 3 | 4 | 4 | 4 | 15 |
| 20. | 5 | 5 | 5 | 5 | 20 |
| 21. | 3 | 3 | 3 | 4 | 13 |
| 22. | 2 | 3 | 4 | 3 | 12 |
| 23. | 3 | 4 | 4 | 3 | 14 |
| 24. | 3 | 4 | 4 | 4 | 15 |
| 25. | 1 | 2 | 3 | 3 | 9 |
| 26. | 4 | 3 | 4 | 4 | 15 |
| 27. | 4 | 3 | 4 | 4 | 15 |
| 28. | 5 | 4 | 4 | 4 | 17 |
| 29. | 3 | 4 | 4 | 4 | 15 |
| 30. | 4 | 4 | 5 | 5 | 18 |
| 31. | 2 | 3 | 3 | 3 | 11 |
| 32. | 2 | 3 | 3 | 3 | 11 |
| 33. | 1 | 1 | 3 | 1 | 6 |
| 34. | 5 | 5 | 5 | 5 | 20 |
| 35. | 5 | 5 | 5 | 5 | 20 |
| 36. | 4 | 3 | 4 | 4 | 15 |
| 37. | 2 | 2 | 4 | 3 | 11 |

| NO RES. | Lokasi (<i>Place</i>) X3 | | | | TOTAL X3 |
|---------|----------------------------|-------|-------|-------|----------|
| | X3. 1 | X3. 2 | X3. 3 | X3. 4 | |
| 38. | 3 | 3 | 3 | 3 | 12 |
| 39. | 4 | 3 | 5 | 4 | 16 |
| 40. | 3 | 3 | 4 | 3 | 13 |
| 41. | 1 | 2 | 4 | 4 | 11 |
| 42. | 1 | 2 | 1 | 3 | 7 |
| 43. | 2 | 4 | 4 | 3 | 13 |
| 44. | 4 | 3 | 3 | 4 | 14 |
| 45. | 2 | 4 | 4 | 5 | 15 |
| 46. | 2 | 3 | 4 | 4 | 13 |
| 47. | 3 | 3 | 3 | 3 | 12 |
| 48. | 2 | 4 | 2 | 2 | 10 |
| 49. | 2 | 3 | 2 | 5 | 12 |
| 50. | 4 | 4 | 3 | 4 | 15 |
| 51. | 3 | 3 | 4 | 3 | 13 |
| 52. | 3 | 5 | 5 | 5 | 18 |
| 53. | 5 | 5 | 5 | 5 | 20 |
| 54. | 4 | 4 | 4 | 4 | 16 |
| 55. | 3 | 3 | 1 | 3 | 10 |
| 56. | 4 | 3 | 3 | 4 | 14 |
| 57. | 4 | 5 | 5 | 5 | 19 |
| 58. | 3 | 4 | 4 | 4 | 15 |
| 59. | 3 | 3 | 4 | 5 | 15 |
| 60. | 4 | 3 | 5 | 5 | 17 |
| 61. | 1 | 4 | 3 | 3 | 11 |
| 62. | 2 | 3 | 3 | 4 | 12 |
| 63. | 3 | 3 | 3 | 4 | 13 |
| 64. | 5 | 5 | 5 | 5 | 20 |
| 65. | 3 | 3 | 4 | 3 | 13 |
| 66. | 2 | 3 | 4 | 3 | 12 |
| 67. | 3 | 3 | 4 | 4 | 14 |
| 68. | 2 | 3 | 3 | 4 | 12 |
| 69. | 4 | 3 | 5 | 5 | 17 |
| 70. | 5 | 3 | 5 | 5 | 18 |
| 71. | 3 | 4 | 3 | 3 | 13 |
| 72. | 3 | 3 | 3 | 4 | 13 |
| 73. | 1 | 3 | 4 | 4 | 12 |
| 74. | 2 | 4 | 4 | 3 | 13 |

| NO RES. | Lokasi (<i>Place</i>) X3 | | | | TOTAL X3 |
|-----------|----------------------------|-------|-------|-------|-------------|
| | X3. 1 | X3. 2 | X3. 3 | X3. 4 | |
| 75. | 3 | 3 | 3 | 4 | 13 |
| 76. | 3 | 4 | 4 | 4 | 15 |
| 77. | 4 | 5 | 5 | 4 | 18 |
| 78. | 3 | 3 | 3 | 3 | 12 |
| 79. | 3 | 4 | 4 | 4 | 15 |
| 80. | 1 | 1 | 2 | 3 | 7 |
| 81. | 3 | 4 | 4 | 4 | 15 |
| 82. | 4 | 5 | 5 | 5 | 19 |
| 83. | 3 | 5 | 5 | 5 | 18 |
| 84. | 3 | 5 | 5 | 5 | 18 |
| 85. | 4 | 5 | 5 | 5 | 19 |
| 86. | 3 | 5 | 5 | 5 | 18 |
| 87. | 4 | 5 | 5 | 5 | 19 |
| 88. | 4 | 5 | 5 | 5 | 19 |
| 89. | 3 | 3 | 3 | 3 | 12 |
| 90. | 4 | 4 | 5 | 5 | 18 |
| 91. | 5 | 5 | 5 | 5 | 20 |
| 92. | 3 | 3 | 3 | 3 | 12 |
| 93. | 3 | 5 | 5 | 5 | 18 |
| 94. | 3 | 4 | 4 | 4 | 15 |
| 95. | 4 | 5 | 5 | 5 | 19 |
| 96. | 3 | 3 | 4 | 4 | 14 |
| 97. | 2 | 2 | 2 | 4 | 10 |
| 98. | 2 | 3 | 3 | 3 | 11 |
| 99. | 1 | 3 | 3 | 3 | 10 |
| 100. | 3 | 3 | 3 | 4 | 13 |
| TOTAL | 298 | 350 | 383 | 394 | 1425 |
| RATA-RATA | 2,98 | 3,5 | 3,83 | 3,94 | 3,56 |

REKAP DATA PROMOSI (*PROMOTION*) (X4)

| NO RES. | Promosi (<i>Promotion</i>) (X4) | | | | | TOTAL X4 |
|---------|-----------------------------------|-------|-------|-------|-------|----------|
| | X4. 1 | X4. 2 | X4. 3 | X4. 4 | X4. 5 | |
| 1. | 5 | 5 | 5 | 5 | 5 | 25 |
| 2. | 4 | 3 | 3 | 3 | 3 | 16 |
| 3. | 3 | 4 | 2 | 2 | 2 | 13 |
| 4. | 4 | 5 | 4 | 5 | 5 | 23 |
| 5. | 3 | 3 | 4 | 3 | 4 | 17 |
| 6. | 3 | 3 | 2 | 3 | 3 | 14 |
| 7. | 4 | 4 | 4 | 4 | 3 | 19 |
| 8. | 3 | 3 | 3 | 3 | 3 | 15 |
| 9. | 5 | 5 | 5 | 5 | 5 | 25 |
| 10. | 4 | 4 | 4 | 4 | 4 | 20 |
| 11. | 3 | 3 | 2 | 2 | 3 | 13 |
| 12. | 5 | 5 | 3 | 4 | 3 | 20 |
| 13. | 4 | 4 | 4 | 4 | 3 | 19 |
| 14. | 3 | 3 | 4 | 3 | 3 | 16 |
| 15. | 3 | 4 | 3 | 4 | 4 | 18 |
| 16. | 4 | 4 | 4 | 4 | 4 | 20 |
| 17. | 3 | 4 | 4 | 3 | 3 | 17 |
| 18. | 5 | 5 | 3 | 3 | 4 | 20 |
| 19. | 4 | 3 | 4 | 3 | 3 | 17 |
| 20. | 5 | 5 | 5 | 5 | 5 | 25 |
| 21. | 4 | 4 | 3 | 3 | 3 | 17 |
| 22. | 4 | 5 | 3 | 2 | 3 | 17 |
| 23. | 4 | 4 | 3 | 3 | 3 | 17 |
| 24. | 3 | 5 | 4 | 4 | 3 | 19 |
| 25. | 3 | 3 | 3 | 3 | 5 | 17 |
| 26. | 5 | 5 | 5 | 5 | 5 | 25 |
| 27. | 5 | 5 | 5 | 5 | 5 | 25 |
| 28. | 5 | 5 | 5 | 5 | 5 | 25 |
| 29. | 4 | 5 | 5 | 4 | 4 | 22 |
| 30. | 5 | 5 | 5 | 5 | 5 | 25 |
| 31. | 3 | 5 | 4 | 3 | 3 | 18 |
| 32. | 3 | 3 | 3 | 2 | 2 | 13 |
| 33. | 3 | 4 | 3 | 3 | 3 | 16 |
| 34. | 5 | 5 | 5 | 5 | 5 | 25 |
| 35. | 5 | 5 | 5 | 5 | 5 | 25 |
| 36. | 4 | 3 | 3 | 4 | 3 | 17 |
| 37. | 4 | 4 | 4 | 4 | 4 | 20 |

| NO RES. | Promosi (<i>Promotion</i>) (X4) | | | | | TOTAL X4 |
|---------|-----------------------------------|-------|-------|-------|-------|----------|
| | X4. 1 | X4. 2 | X4. 3 | X4. 4 | X4. 5 | |
| 38. | 4 | 3 | 3 | 3 | 3 | 16 |
| 39. | 4 | 4 | 3 | 4 | 4 | 19 |
| 40. | 3 | 5 | 3 | 4 | 3 | 18 |
| 41. | 3 | 4 | 4 | 3 | 3 | 17 |
| 42. | 2 | 2 | 2 | 2 | 3 | 11 |
| 43. | 3 | 3 | 3 | 3 | 3 | 15 |
| 44. | 4 | 3 | 4 | 3 | 4 | 18 |
| 45. | 4 | 4 | 4 | 4 | 4 | 20 |
| 46. | 4 | 4 | 2 | 4 | 4 | 18 |
| 47. | 3 | 4 | 3 | 3 | 3 | 16 |
| 48. | 5 | 5 | 5 | 5 | 5 | 25 |
| 49. | 5 | 5 | 5 | 5 | 5 | 25 |
| 50. | 5 | 4 | 5 | 5 | 5 | 24 |
| 51. | 4 | 3 | 3 | 2 | 4 | 16 |
| 52. | 5 | 5 | 5 | 5 | 5 | 25 |
| 53. | 5 | 5 | 5 | 5 | 5 | 25 |
| 54. | 4 | 4 | 3 | 4 | 3 | 18 |
| 55. | 3 | 3 | 4 | 3 | 4 | 17 |
| 56. | 4 | 3 | 4 | 5 | 3 | 19 |
| 57. | 3 | 3 | 5 | 4 | 3 | 18 |
| 58. | 4 | 4 | 5 | 4 | 4 | 21 |
| 59. | 4 | 3 | 4 | 3 | 4 | 18 |
| 60. | 5 | 5 | 5 | 5 | 5 | 25 |
| 61. | 5 | 5 | 5 | 5 | 5 | 25 |
| 62. | 5 | 5 | 5 | 5 | 5 | 25 |
| 63. | 5 | 5 | 5 | 5 | 5 | 25 |
| 64. | 5 | 5 | 5 | 4 | 4 | 23 |
| 65. | 3 | 4 | 4 | 4 | 4 | 19 |
| 66. | 4 | 4 | 3 | 3 | 4 | 18 |
| 67. | 4 | 5 | 3 | 3 | 3 | 18 |
| 68. | 4 | 5 | 3 | 2 | 3 | 17 |
| 69. | 5 | 5 | 2 | 2 | 3 | 17 |
| 70. | 5 | 5 | 5 | 5 | 5 | 25 |
| 71. | 3 | 3 | 4 | 3 | 2 | 15 |
| 72. | 4 | 3 | 3 | 3 | 3 | 16 |
| 73. | 4 | 4 | 4 | 3 | 5 | 20 |
| 74. | 4 | 4 | 4 | 4 | 4 | 20 |

| NO RES. | Promosi (<i>Promotion</i>) (X4) | | | | | TOTAL X4 |
|-----------|-----------------------------------|-------|-------|----------|-------|-------------|
| | X4. 1 | X4. 2 | X4. 3 | X4. 4 | X4. 5 | |
| 75. | 4 | 4 | 4 | 4 | 4 | 20 |
| 76. | 4 | 4 | 4 | 4 | 4 | 20 |
| 77. | 2 | 4 | 2 | 3 | 3 | 14 |
| 78. | 4 | 4 | 4 | 3 | 4 | 19 |
| 79. | 4 | 4 | 3 | 3 | 3 | 17 |
| 80. | 2 | 3 | 2 | 3 | 2 | 12 |
| 81. | 5 | 5 | 5 | 5 | 5 | 25 |
| 82. | 5 | 5 | 5 | 5 | 5 | 25 |
| 83. | 5 | 5 | 5 | 5 | 5 | 25 |
| 84. | 5 | 5 | 5 | 5 | 5 | 25 |
| 85. | 5 | 5 | 5 | 5 | 5 | 25 |
| 86. | 5 | 5 | 5 | 5 | 5 | 25 |
| 87. | 5 | 5 | 5 | 5 | 5 | 25 |
| 88. | 4 | 5 | 4 | 4 | 4 | 21 |
| 89. | 3 | 3 | 3 | 2 | 3 | 14 |
| 90. | 5 | 5 | 4 | 4 | 4 | 22 |
| 91. | 5 | 5 | 5 | 5 | 5 | 25 |
| 92. | 4 | 3 | 3 | 4 | 3 | 17 |
| 93. | 5 | 5 | 5 | 5 | 5 | 25 |
| 94. | 5 | 5 | 5 | 5 | 5 | 25 |
| 95. | 5 | 5 | 5 | 5 | 5 | 25 |
| 96. | 3 | 3 | 4 | 3 | 4 | 17 |
| 97. | 4 | 4 | 5 | 5 | 5 | 23 |
| 98. | 4 | 5 | 3 | 4 | 3 | 19 |
| 99. | 3 | 4 | 3 | 3 | 4 | 17 |
| 100. | 3 | 3 | 3 | 3 | 4 | 16 |
| TOTAL | 404 | 417 | 390 | 383 | 391 | 1985 |
| RATA-RATA | 4,04 | 4,17 | 3,9 | 3,83 | 3,91 | 3,97 |

REKAP DATA KEPUTUSAN BERKUNJUNG (Y)

| NO RES. | Keputusan Berkunjung (Y) | | | | | TOTAL Y |
|---------|--------------------------|----|----|----|----|---------|
| | Y1 | Y2 | Y3 | Y4 | Y5 | |
| 1. | 5 | 5 | 5 | 5 | 5 | 25 |
| 2. | 4 | 4 | 3 | 4 | 4 | 19 |
| 3. | 3 | 4 | 3 | 2 | 1 | 13 |
| 4. | 4 | 4 | 5 | 5 | 4 | 22 |
| 5. | 3 | 4 | 3 | 3 | 3 | 16 |
| 6. | 4 | 4 | 5 | 2 | 2 | 17 |
| 7. | 4 | 5 | 5 | 4 | 4 | 22 |
| 8. | 1 | 1 | 1 | 1 | 2 | 6 |
| 9. | 3 | 5 | 2 | 3 | 3 | 16 |
| 10. | 4 | 4 | 4 | 4 | 4 | 20 |
| 11. | 3 | 3 | 4 | 3 | 3 | 16 |
| 12. | 4 | 5 | 5 | 3 | 4 | 21 |
| 13. | 4 | 4 | 4 | 4 | 4 | 20 |
| 14. | 4 | 5 | 5 | 2 | 1 | 17 |
| 15. | 4 | 4 | 4 | 3 | 3 | 18 |
| 16. | 4 | 4 | 4 | 3 | 4 | 19 |
| 17. | 3 | 5 | 3 | 2 | 2 | 15 |
| 18. | 5 | 5 | 5 | 4 | 2 | 21 |
| 19. | 4 | 4 | 4 | 4 | 3 | 19 |
| 20. | 5 | 5 | 5 | 5 | 5 | 25 |
| 21. | 5 | 3 | 3 | 4 | 4 | 19 |
| 22. | 4 | 5 | 5 | 4 | 3 | 21 |
| 23. | 3 | 5 | 5 | 3 | 3 | 19 |
| 24. | 4 | 5 | 4 | 4 | 4 | 21 |
| 25. | 3 | 4 | 5 | 3 | 3 | 18 |
| 26. | 5 | 5 | 5 | 5 | 5 | 25 |
| 27. | 5 | 5 | 5 | 5 | 5 | 25 |
| 28. | 5 | 5 | 5 | 5 | 5 | 25 |
| 29. | 4 | 4 | 4 | 4 | 5 | 21 |
| 30. | 5 | 5 | 4 | 5 | 5 | 24 |
| 31. | 4 | 5 | 4 | 4 | 4 | 21 |
| 32. | 3 | 4 | 4 | 4 | 4 | 19 |
| 33. | 4 | 5 | 4 | 2 | 2 | 17 |
| 34. | 5 | 5 | 5 | 5 | 5 | 25 |
| 35. | 5 | 5 | 5 | 5 | 5 | 25 |
| 36. | 3 | 4 | 4 | 3 | 3 | 17 |
| 37. | 4 | 4 | 4 | 4 | 4 | 20 |

| NO RES. | Keputusan Berkunjung (Y) | | | | | TOTAL Y |
|---------|--------------------------|----|----|----|----|---------|
| | Y1 | Y2 | Y3 | Y4 | Y5 | |
| 38. | 3 | 3 | 4 | 3 | 3 | 16 |
| 39. | 4 | 3 | 5 | 3 | 5 | 20 |
| 40. | 4 | 5 | 5 | 4 | 4 | 22 |
| 41. | 3 | 2 | 2 | 3 | 4 | 14 |
| 42. | 5 | 5 | 1 | 3 | 2 | 16 |
| 43. | 3 | 4 | 4 | 1 | 1 | 13 |
| 44. | 4 | 3 | 3 | 4 | 4 | 18 |
| 45. | 4 | 5 | 5 | 4 | 4 | 22 |
| 46. | 3 | 4 | 4 | 3 | 2 | 16 |
| 47. | 4 | 4 | 4 | 2 | 1 | 15 |
| 48. | 4 | 5 | 5 | 4 | 2 | 20 |
| 49. | 4 | 5 | 4 | 3 | 3 | 19 |
| 50. | 5 | 5 | 5 | 3 | 4 | 22 |
| 51. | 3 | 4 | 3 | 3 | 3 | 16 |
| 52. | 3 | 5 | 5 | 3 | 3 | 19 |
| 53. | 5 | 5 | 5 | 5 | 5 | 25 |
| 54. | 4 | 4 | 4 | 3 | 3 | 18 |
| 55. | 3 | 3 | 3 | 4 | 5 | 18 |
| 56. | 5 | 4 | 4 | 3 | 4 | 20 |
| 57. | 5 | 5 | 3 | 4 | 3 | 20 |
| 58. | 4 | 4 | 5 | 4 | 4 | 21 |
| 59. | 4 | 4 | 3 | 3 | 5 | 19 |
| 60. | 5 | 5 | 5 | 5 | 5 | 25 |
| 61. | 4 | 5 | 5 | 4 | 3 | 21 |
| 62. | 3 | 5 | 5 | 4 | 5 | 22 |
| 63. | 5 | 5 | 5 | 5 | 5 | 25 |
| 64. | 5 | 5 | 5 | 5 | 5 | 25 |
| 65. | 3 | 4 | 4 | 4 | 4 | 19 |
| 66. | 5 | 5 | 2 | 4 | 4 | 20 |
| 67. | 3 | 5 | 5 | 3 | 4 | 20 |
| 68. | 5 | 5 | 5 | 5 | 4 | 24 |
| 69. | 5 | 5 | 2 | 5 | 5 | 22 |
| 70. | 5 | 5 | 4 | 5 | 5 | 24 |
| 71. | 1 | 5 | 5 | 1 | 2 | 14 |
| 72. | 2 | 4 | 3 | 3 | 3 | 15 |
| 73. | 5 | 5 | 3 | 5 | 5 | 23 |
| 74. | 4 | 5 | 3 | 3 | 4 | 19 |

| NO RES. | Keputusan Berkunjung (Y) | | | | | TOTAL Y |
|------------------|--------------------------|-------------|-------------|-------------|-------------|--------------|
| | Y1 | Y2 | Y3 | Y4 | Y5 | |
| 75. | 2 | 4 | 4 | 4 | 3 | 17 |
| 76. | 4 | 4 | 4 | 4 | 4 | 20 |
| 77. | 3 | 4 | 2 | 4 | 4 | 17 |
| 78. | 4 | 5 | 4 | 4 | 4 | 21 |
| 79. | 4 | 4 | 3 | 4 | 4 | 19 |
| 80. | 3 | 5 | 3 | 2 | 3 | 16 |
| 81. | 4 | 5 | 5 | 5 | 5 | 24 |
| 82. | 4 | 4 | 4 | 5 | 4 | 21 |
| 83. | 5 | 5 | 5 | 5 | 5 | 25 |
| 84. | 5 | 5 | 5 | 4 | 4 | 23 |
| 85. | 4 | 5 | 5 | 5 | 5 | 24 |
| 86. | 3 | 4 | 4 | 5 | 4 | 20 |
| 87. | 5 | 5 | 5 | 5 | 5 | 25 |
| 88. | 4 | 4 | 4 | 4 | 4 | 20 |
| 89. | 2 | 4 | 3 | 3 | 3 | 15 |
| 90. | 5 | 5 | 5 | 5 | 5 | 25 |
| 91. | 5 | 5 | 5 | 5 | 5 | 25 |
| 92. | 4 | 4 | 5 | 3 | 3 | 19 |
| 93. | 4 | 5 | 5 | 5 | 5 | 24 |
| 94. | 4 | 5 | 5 | 5 | 4 | 23 |
| 95. | 4 | 5 | 5 | 4 | 4 | 22 |
| 96. | 3 | 4 | 3 | 4 | 3 | 17 |
| 97. | 5 | 5 | 5 | 5 | 5 | 25 |
| 98. | 4 | 4 | 3 | 4 | 5 | 20 |
| 99. | 4 | 4 | 3 | 4 | 3 | 18 |
| 100. | 4 | 4 | 4 | 3 | 3 | 18 |
| TOTAL | 394 | 443 | 409 | 378 | 375 | 1999 |
| RATA-RATA | 3,94 | 4,43 | 4,09 | 3,78 | 3,75 | 3,998 |

**REKAPITULASI JAWABAN RESPONDEN UNTUK VARIABEL
 PRODUK (*PRODUCT*) (X1), HARGA (*PRICE*) (X2), LOKASI (*PLACE*)
 (X3), DAN PROMOSI (*PROMOTION*) (X4)**

| No. Indikator | STS | TS | N | S | SS | TOTAL (Skor x Frekuensi) | Rata-Rata |
|---------------|-----|----|----|----|----|-----------------------------|-----------|
| X1.1 | 0 | 2 | 19 | 41 | 38 | 415 | 4,15 |
| X1.2 | 0 | 2 | 27 | 31 | 40 | 409 | 4,09 |
| X1.3 | 0 | 5 | 23 | 33 | 39 | 406 | 4,06 |
| X1.4 | 0 | 0 | 24 | 36 | 40 | 416 | 4,16 |
| X2.1 | 6 | 9 | 25 | 41 | 19 | 358 | 3,58 |
| X2.2 | 5 | 10 | 22 | 43 | 20 | 363 | 3,63 |
| X2.3 | 10 | 22 | 34 | 16 | 18 | 310 | 3,1 |
| X2.4 | 7 | 18 | 29 | 27 | 19 | 333 | 3,33 |
| X3.1 | 9 | 23 | 38 | 21 | 9 | 298 | 2,98 |
| X3.2 | 3 | 8 | 43 | 28 | 18 | 350 | 3,50 |
| X3.3 | 2 | 4 | 29 | 39 | 26 | 383 | 3,83 |
| X3.4 | 1 | 3 | 26 | 41 | 29 | 394 | 3,94 |
| X4.1 | 0 | 3 | 25 | 37 | 35 | 404 | 4,04 |
| X4.2 | 0 | 1 | 25 | 30 | 44 | 417 | 4,17 |
| X4.3 | 0 | 8 | 29 | 28 | 35 | 390 | 3,9 |
| X4.4 | 0 | 9 | 32 | 26 | 33 | 383 | 3,83 |
| X4.5 | 0 | 4 | 35 | 27 | 34 | 391 | 3,91 |
| TOTAL | | | | | | 6420 | 64,2 |

**REKAPITULASI JAWABAN RESPONDEN UNTUK VARIABEL
KEPUTUSAN BERKUNJUNG (Y)**

| No. Indikator | STS | TS | N | S | SS | TOTAL (Skor x Frekuensi) | Rata-rata |
|------------------|-----|----|----|----|----|--------------------------------|-----------|
| Y1 | 2 | 3 | 23 | 43 | 29 | 394 | 3,94 |
| Y2 | 1 | 1 | 6 | 38 | 54 | 443 | 4,43 |
| Y3 | 2 | 5 | 19 | 30 | 44 | 409 | 4,09 |
| Y4 | 3 | 7 | 27 | 35 | 28 | 378 | 3,78 |
| Y5 | 4 | 9 | 24 | 34 | 29 | 375 | 3,75 |

LAMPIRAN V

HASIL OLAH DATA SPSS 25.0

A. Deskriptif Responden

1. Variabel Produk (*Product*) (X1)

| | | X1.1 | | | Cumulative |
|-------|---------------|-----------|---------|---------------|------------|
| | | Frequency | Percent | Valid Percent | Percent |
| Valid | Tidak Setuju | 2 | 2.0 | 2.0 | 2.0 |
| | Netral | 19 | 19.0 | 19.0 | 21.0 |
| | Setuju | 41 | 41.0 | 41.0 | 62.0 |
| | Sangat Setuju | 38 | 38.0 | 38.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

| | | X1.2 | | | Cumulative |
|-------|---------------|-----------|---------|---------------|------------|
| | | Frequency | Percent | Valid Percent | Percent |
| Valid | Tidak Setuju | 2 | 2.0 | 2.0 | 2.0 |
| | Netral | 27 | 27.0 | 27.0 | 29.0 |
| | Setuju | 31 | 31.0 | 31.0 | 60.0 |
| | Sangat Setuju | 40 | 40.0 | 40.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

| | | X1.3 | | | Cumulative |
|-------|---------------|-----------|---------|---------------|------------|
| | | Frequency | Percent | Valid Percent | Percent |
| Valid | Tidak Setuju | 5 | 5.0 | 5.0 | 5.0 |
| | Netral | 23 | 23.0 | 23.0 | 28.0 |
| | Setuju | 33 | 33.0 | 33.0 | 61.0 |
| | Sangat Setuju | 39 | 39.0 | 39.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X1.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Netral | 24 | 24.0 | 24.0 | 24.0 |
| | Setuju | 36 | 36.0 | 36.0 | 60.0 |
| | Sangat Setuju | 40 | 40.0 | 40.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

2. Variabel Harga (Price) (X2)**X2.1**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 6 | 6.0 | 6.0 | 6.0 |
| | Tidak Setuju | 9 | 9.0 | 9.0 | 15.0 |
| | Netral | 25 | 25.0 | 25.0 | 40.0 |
| | Setuju | 41 | 41.0 | 41.0 | 81.0 |
| | Sangat Setuju | 19 | 19.0 | 19.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X2.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 5 | 5.0 | 5.0 | 5.0 |
| | Tidak Setuju | 10 | 10.0 | 10.0 | 15.0 |
| | Netral | 22 | 22.0 | 22.0 | 37.0 |
| | Setuju | 43 | 43.0 | 43.0 | 80.0 |
| | Sangat Setuju | 20 | 20.0 | 20.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X2.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 10 | 10.0 | 10.0 | 10.0 |
| | Tidak Setuju | 22 | 22.0 | 22.0 | 32.0 |
| | Netral | 34 | 34.0 | 34.0 | 66.0 |
| | Setuju | 16 | 16.0 | 16.0 | 82.0 |
| | Sangat Setuju | 18 | 18.0 | 18.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X2.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 7 | 7.0 | 7.0 | 7.0 |
| | Tidak Setuju | 18 | 18.0 | 18.0 | 25.0 |
| | Netral | 29 | 29.0 | 29.0 | 54.0 |
| | Setuju | 27 | 27.0 | 27.0 | 81.0 |
| | Sangat Setuju | 19 | 19.0 | 19.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

3. Variabel Lokasi (Place) (X3)**X3.1**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 9 | 9.0 | 9.0 | 9.0 |
| | Tidak Setuju | 23 | 23.0 | 23.0 | 32.0 |
| | Netral | 38 | 38.0 | 38.0 | 70.0 |
| | Setuju | 21 | 21.0 | 21.0 | 91.0 |
| | Sangat Setuju | 9 | 9.0 | 9.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X3.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 3 | 3.0 | 3.0 | 3.0 |
| | Tidak Setuju | 8 | 8.0 | 8.0 | 11.0 |
| | Netral | 43 | 43.0 | 43.0 | 54.0 |
| | Setuju | 28 | 28.0 | 28.0 | 82.0 |
| | Sangat Setuju | 18 | 18.0 | 18.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X3.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 2 | 2.0 | 2.0 | 2.0 |
| | Tidak Setuju | 4 | 4.0 | 4.0 | 6.0 |
| | Netral | 29 | 29.0 | 29.0 | 35.0 |
| | Setuju | 39 | 39.0 | 39.0 | 74.0 |
| | Sangat Setuju | 26 | 26.0 | 26.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X3.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Tidak Setuju | 3 | 3.0 | 3.0 | 4.0 |
| | Netral | 26 | 26.0 | 26.0 | 30.0 |
| | Setuju | 41 | 41.0 | 41.0 | 71.0 |
| | Sangat Setuju | 29 | 29.0 | 29.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

4. Variabel Promosi (*Promotion*) (X4)

X4.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 3 | 3.0 | 3.0 | 3.0 |
| | Netral | 25 | 25.0 | 25.0 | 28.0 |
| | Setuju | 37 | 37.0 | 37.0 | 65.0 |
| | Sangat Setuju | 35 | 35.0 | 35.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X4.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Netral | 25 | 25.0 | 25.0 | 26.0 |
| | Setuju | 30 | 30.0 | 30.0 | 56.0 |
| | Sangat Setuju | 44 | 44.0 | 44.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X4.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 8 | 8.0 | 8.0 | 8.0 |
| | Netral | 29 | 29.0 | 29.0 | 37.0 |
| | Setuju | 28 | 28.0 | 28.0 | 65.0 |
| | Sangat Setuju | 35 | 35.0 | 35.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X4.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 9 | 9.0 | 9.0 | 9.0 |
| | Netral | 32 | 32.0 | 32.0 | 41.0 |
| | Setuju | 26 | 26.0 | 26.0 | 67.0 |
| | Sangat Setuju | 33 | 33.0 | 33.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

X4.5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Tidak Setuju | 4 | 4.0 | 4.0 | 4.0 |
| | Netral | 35 | 35.0 | 35.0 | 39.0 |
| | Setuju | 27 | 27.0 | 27.0 | 66.0 |
| | Sangat Setuju | 34 | 34.0 | 34.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

5. Variabel Keputusan Berkunjung (Y)**Y1**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 2 | 2.0 | 2.0 | 2.0 |
| | Tidak Setuju | 3 | 3.0 | 3.0 | 5.0 |
| | Netral | 23 | 23.0 | 23.0 | 28.0 |
| | Setuju | 43 | 43.0 | 43.0 | 71.0 |
| | Sangat Setuju | 29 | 29.0 | 29.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 1 | 1.0 | 1.0 | 1.0 |
| | Tidak Setuju | 1 | 1.0 | 1.0 | 2.0 |
| | Netral | 6 | 6.0 | 6.0 | 8.0 |
| | Setuju | 38 | 38.0 | 38.0 | 46.0 |
| | Sangat Setuju | 54 | 54.0 | 54.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Y3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 2 | 2.0 | 2.0 | 2.0 |
| | Tidak Setuju | 5 | 5.0 | 5.0 | 7.0 |
| | Netral | 19 | 19.0 | 19.0 | 26.0 |
| | Setuju | 30 | 30.0 | 30.0 | 56.0 |
| | Sangat Setuju | 44 | 44.0 | 44.0 | 100.0 |
| | Total | | 100 | 100.0 | 100.0 |

Y4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 3 | 3.0 | 3.0 | 3.0 |
| | Tidak Setuju | 7 | 7.0 | 7.0 | 10.0 |
| | Netral | 27 | 27.0 | 27.0 | 37.0 |
| | Setuju | 35 | 35.0 | 35.0 | 72.0 |
| | Sangat Setuju | 28 | 28.0 | 28.0 | 100.0 |
| | Total | | 100 | 100.0 | 100.0 |

Y5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Sangat Tidak Setuju | 4 | 4.0 | 4.0 | 4.0 |
| | Tidak Setuju | 9 | 9.0 | 9.0 | 13.0 |
| | Netral | 24 | 24.0 | 24.0 | 37.0 |
| | Setuju | 34 | 34.0 | 34.0 | 71.0 |
| | Sangat Setuju | 29 | 29.0 | 29.0 | 100.0 |
| | Total | | 100 | 100.0 | 100.0 |

B. Uji Validitas

1. Uji Validitas Variabel Produk (*Product*) (X1), Harga (*Price*) (X2), Lokasi (*Place*) (X3), dan Promosi (*Promotion*) (X4)

| Variabel | Indikator | r hitung | r tabel | Keterangan |
|---|-----------|----------|---------|------------|
| Produk (Product) (X ₁) | X1.1 | 0.618 | 0.361 | Valid |
| | X1.2 | 0.738 | 0.361 | Valid |
| | X1.3 | 0.684 | 0.361 | Valid |
| | X1.4 | 0.670 | 0.361 | Valid |
| Harga (Price) (X ₂) | X2.1 | 0.645 | 0.361 | Valid |
| | X2.2 | 0.745 | 0.361 | Valid |
| | X2.3 | 0.822 | 0.361 | Valid |
| | X2.4 | 0.813 | 0.361 | Valid |
| Lokasi (Place) (X ₃) | X3.1 | 0.720 | 0.361 | Valid |
| | X3.2 | 0.501 | 0.361 | Valid |
| | X3.3 | 0.408 | 0.361 | Valid |
| | X3.4 | 0.748 | 0.361 | Valid |
| Promosi (Promotion) (X ₄) | X4.1 | 0.803 | 0.361 | Valid |
| | X4.2 | 0.701 | 0.361 | Valid |
| | X4.3 | 0.747 | 0.361 | Valid |
| | X4.4 | 0.851 | 0.361 | Valid |
| | X4.5 | 0.792 | 0.361 | Valid |

2. Uji Validitas Variabel Keputusan Berkunjung (Y)

| Variabel | Indikator | r hitung | r tabel | Keterangan |
|--------------------------|-----------|----------|---------|------------|
| Keputusan Berkunjung (Y) | Y1 | 0.892 | 0.361 | Valid |
| | Y2 | 0.698 | 0.361 | Valid |
| | Y3 | 0.745 | 0.361 | Valid |
| | Y4 | 0.909 | 0.361 | Valid |
| | Y5 | 0.778 | 0.361 | Valid |

C. Uji Reliabilitas

1. Uji Reliabilitas Variabel

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .938 | 17 |

2. Uji Reliabilitas Variabel Keputusan Berkunjung (Y)

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .860 | 5 |

D. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|----------------------------|
| N | | 100 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 2.13781098 |
| Most Extreme Differences | Absolute | .074 |
| | Positive | .046 |
| | Negative | -.074 |
| Test Statistic | | .074 |
| 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.

E. Uji Multikolinearitas

| Coefficients ^a | | | |
|---------------------------|------------|-------------------------|-------|
| Model | | Collinearity Statistics | |
| | | Tolerance | VIF |
| 1 | (Constant) | | |
| | Produk | .308 | 3.251 |
| | Harga | .545 | 1.835 |
| | Lokasi | .508 | 1.968 |
| | Promosi | .292 | 3.422 |

a. Dependent Variable: Keputusan Berkunjung

F. Uji Analisis Regresi Berganda

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 4.282 | 1.244 | | 3.443 | .001 |
| | Produk | .397 | .131 | .313 | 3.023 | .003 |
| | Harga | .323 | .069 | .363 | 4.665 | .000 |
| | Lokasi | -.077 | .089 | -.069 | -.861 | .391 |
| | Promosi | .296 | .095 | .330 | 3.105 | .003 |

a. Dependent Variable: Keputusan Berkunjung

G. Uji F

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 867.412 | 4 | 216.853 | 52.078 | .000 ^b |
| | Residual | 395.578 | 95 | 4.164 | | |
| | Total | 1262.990 | 99 | | | |

a. Dependent Variable: Keputusan Berkunjung

b. Predictors: (Constant), Promosi, Harga, Lokasi, Produk

H. Uji T

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 4.282 | 1.244 | | 3.443 | .001 |
| | Produk | .397 | .131 | .313 | 3.023 | .003 |
| | Harga | .323 | .069 | .363 | 4.665 | .000 |
| | Lokasi | -.077 | .089 | -.069 | -.861 | .391 |
| | Promosi | .296 | .095 | .330 | 3.105 | .003 |

a. Dependent Variable: Keputusan Berkunjung

I. Uji Koefisien Determinasi

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .829 ^a | .687 | .674 | 2.041 |

a. Predictors: (Constant), Promosi, Harga, Lokasi, Produk

LAMPIRAN VI

LEMBAR BIMBINGAN SKRIPSI

LEMBAR BANDINGAN



NAMA MAHASISWA : Alpa Salsabil Khairunnisa
NO. MAHASISWA : 5161001893
JUDUL PENELITIAN : Pengaruh Hoop Stress, Bursting dan Perilaku Tensile terhadap Kehilangan Bertulang dan Robosh Utama Tumpuan Beton
NAMA PEMBUNING I : NORA ESTRECA KURT (S2M), SIP, MPA

NAMA PEMBUNING II : DES. BOB) HEERMAWAN, MPA

| NO. | TANGGAL | URAIAN BANDINGAN | PARAF |
|-----|---------|---|-------|
| | 12/22 | ↳ Lembar balok, Momen, Gaya Beker | |
| | 14/22 | ↳ Lembar balok, Momen, Torsi | |
| | 15/22 | ↳ Lembar Sa, Lembar Momen, Torsi, tahanan | |
| | 17/22 | ↳ Tahanan x 2 x 2, plus tahanan (momen) | |
| | 19/22 | ↳ Torsi | |
| | 19/22 | ↳ Torsi | |
| | 19/22 | ↳ Torsi | |

| NO. | TANGGAL | URAIAN BANDINGAN | PARAF |
|-----|----------|--|-------|
| 1 | 10-03-22 | Perbaikan review hst penelitian tahanan | |
| 2 | 14-03-22 | penulisan tabel European kebharian Dr penelitian | |
| 3 | 19-03-22 | ACC Proposal | |
| 4 | 30-05-22 | Kej. peng. abstrak, glk | |
| 5 | 04-06-22 | ACC Ujian | |

