

BAB V

KESIMPULAN DAN SARAN

A. Kesimpulan

Penelitian ini meneliti tentang pengaruh *electronic word of mouth* (*platform assistance, concern for other consumers, extraversion/positive self enhancement, advice seeking*) terhadap keputusan berkunjung wisatawan di waduk sermo kabupaten Kulon Progo. Pengumpulan data menggunakan kuesioner dengan sampel 100 responden. Dalam penelitian ini peneliti menganalisis hasil penelitian dengan bantuan program IMB SPSS 25.

Berdasarkan hasil penelitian yang sudah di uraikan sebelumnya maka dapat di peroleh kesimpulan sebagai berikut :

1. *Electronic word of mouth* (*platform assistance X1, concern for other consumers X2, extraversion/positive self enhancement X3, advice seeking X4*) secara simultan berpengaruh terhadap keputusan berkunjung wisatawan di waduk sermo.
2. *Platform assistance X1* merupakan variabel paling berpengaruh terhadap keputusan berkunjung wisatawan di waduk sermo karena sangat memudahkan calon wisatawan untuk mendapatkan informasi-informasi penting terkait tempat wisata yang akan dikunjungi.
3. *Advice seeking X4* adalah salah satu variabel yang berpengaruh dan signifikan terhadap keputusan berkunjung wisatawan di waduk sermo

karena pada dasarnya calon wisatawan mempunya motivasi untuk berkunjung sehingga membuat calon wisatawan tersebut mencari saran dan rekomendasi kepada wisatawan lain.

4. Berdasarkan hipotesis hipotesis (Ha1 & Ha2) yang sudah di buat oleh peneliti semuanya diterima karena memenuhi dan sesuai dengan hasil uji statistik. Bahwa ke empat variabel bebas secara simultan berpengaruh terhadap keputusan berkunjung wisatawan di waduk sermo dan *platform assistance* X1 merupakan variabel paling berpengaruh terhadap keputusan berkunjung wisatawan di waduk sermo.

B. Saran

Berdasarkan kesimpulan di atas dan dalam pembahasan hasil penelitian, maka peneliti memberikan saran sebagai berikut :

1. Pengelola waduk sermo harus meningkatkan lagi komunikasi EWOM untuk meningkatkan keinginan wisatawan untuk datang berkunjung ke waduk sermo, mengingat sekarang kemajuan sangat berkembang pesat jadi pemanfaatan terkonologi sebagai alat pemasaran sangat baik untuk dilakukan.
2. Memanfaatkan media sosial waduk sermo yang saat ini aktif seperti instagram dan facebook sebagai media promosi dan selalu konsisten untuk selalu membuat konten pada sosial media untuk meningkatkan *insight* sosial media.

3. Menciptakan komunikasi baik dengan *likers* maupun *followers* pada sosial media agar tercipta EWOM. Komunikasi ini bisa dalam bentuk membalas atau menanggapi unggahan maupun ulasan yang dilakukan oleh wisatawan.
4. Selalu berinovasi dan kreatif dalam pengembangan maupun pembuatan paket wisata agar lebih variatif dan edukatif.
5. Memperbaiki dan menambah fasilitas yang memang dibutuhkan untuk menunjang kenyamanan wisatawan, sehingga wisatawan akan datang lagi dan lagi.

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LAMPIRAN

LAMPIRAN 1

Kuesioner Penelitian

Angket Penelitian

A. Petunjuk pengisian kuesioner

1. Tulislah terlebih dahulu identitas anda pada kolom yang sudah di sediakan.
2. Isilah dengan jawaban yang paling sesuai dengan keadaan anda dengan memberikan centang (\checkmark) dari pernyataan di bawah ini :

SS : Sangat Setuju

S : Setuju

TS : Tidak Setuju

STS : Sangat Tidak Setuju

B. Identitas Responden

Berilah tanda (\checkmark) untuk setiap jawaban yang menurut anda benar :

1. Nama :

2. Jenis Kelamin :

Pria Wanita

C. Daftar Pertanyaan

1. *Electronic Word Of mouth*

| No | Indikator | Pernyataan | Alternatif Jawaban | | | |
|----|--|---|--------------------|---|----|-----|
| | | | SS | S | TS | STS |
| 1 | <i>Platform assistance X1</i> | a. Mengunjungi akun sosial media Waduk Sermo sebelum berkunjung. b. Melihat jumlah suka pada sosial media Waduk Sermo sebelum berkunjung. c. Melihat komentar pada sosial media Waduk Sermo sebelum berkunjung. | | | | |
| 2 | <i>Concerns for other consumers X2</i> | a. Memberi saran kepada calon wisatawan ketika hendak berkunjung ke Waduk Sermo. b. Memberi rekomendasi kepada calon wisatawan untuk berkunjung ke Waduk Sermo. c. Memberi informasi mengenai Waduk Sermo kepada calon Wisatawan. | | | | |
| 3 | <i>Extraversion /positive self enchancement X3</i> | a. Berbagi pengalaman berkunjung kepada wisatawan lain. b. Memberi kritik kepada pihak pengelola Waduk Sermo. c. Memberi saran kepada pihak pengelola Waduk Sermo. | | | | |
| 4 | <i>Advice seeking X4</i> | a. Mencari informasi mengenai Waduk Sermo kepada wisatawan lain. b. Meminta saran ketika hendak berkunjung ke Waduk sermo kepada wisatawan lain. c. Meminta rekomendasi waktu berkunjung yang tepat kepada wisatawan lain. | | | | |

2. Keputusan Berkunjung

| No | Indikator | Pernyataan | Alternatif Jawaban | | | |
|----|----------------------|--|--------------------|---|----|-----|
| | | | SS | S | TS | STS |
| 1 | Keputusan berkunjung | a. Saya ingin berkunjung ke Waduk Sermo karena lokasinya dekat. b. Saya ingin berkunjung ke Waduk Sermo karena lokasinya mudah di jangkau. c. Saya ingin berkunjung ke Waduk Sermo karena lokasinya strategis. | | | | |

LAMPIRAN 2

Potret Peneliti di Waduk Sermo





LAMPIRAN 3

Hasil Kuesioner yang di Isi Responden

| X1.1 | X1.2 | X1.3 | TOTX1 | X2.1 | X2.2 | X2.3 | TOTX2 |
|------|------|------|-------|------|------|------|-------|
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 1 | 1 | 1 | 5 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 4 | 10 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 4 | 10 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 1 | 1 | 1 | 3 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 4 | 3 | 3 | 10 | 3 | 3 | 4 | 10 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 2 | 2 | 2 | 6 |
| 1 | 3 | 1 | 5 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 4 | 3 | 3 | 10 | 3 | 4 | 3 | 10 |
| 4 | 3 | 3 | 10 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 1 | 3 | 1 | 5 |
| 3 | 3 | 3 | 9 | 4 | 3 | 3 | 10 |
| 3 | 1 | 1 | 5 | 3 | 3 | 3 | 9 |
| 4 | 3 | 3 | 10 | 4 | 3 | 3 | 10 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 2 | 3 | 3 | 8 | 3 | 3 | 3 | 9 |
| 4 | 3 | 3 | 10 | 3 | 3 | 3 | 9 |
| 3 | 3 | 4 | 10 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 2 | 2 | 2 | 6 |
| 2 | 4 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 2 | 3 | 8 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 4 | 3 | 4 | 11 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 4 | 3 | 3 | 10 |
| 2 | 3 | 2 | 7 | 3 | 3 | 3 | 9 |

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|---|---|---|----|---|---|---|----|
| 4 | 3 | 4 | 11 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 2 | 4 | 3 | 9 | 4 | 3 | 4 | 11 |
| 3 | 2 | 3 | 8 | 2 | 2 | 2 | 6 |
| 3 | 3 | 3 | 9 | 3 | 4 | 3 | 10 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 2 | 3 | 2 | 7 | 4 | 3 | 3 | 10 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 4 | 3 | 3 | 10 | 3 | 3 | 3 | 9 |
| 3 | 2 | 2 | 7 | 4 | 3 | 3 | 10 |
| 3 | 3 | 3 | 9 | 3 | 3 | 4 | 10 |
| 4 | 4 | 4 | 12 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 2 | 1 | 6 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 1 | 7 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 4 | 3 | 4 | 11 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 4 | 2 | 3 | 9 | 2 | 2 | 2 | 6 |
| 3 | 4 | 4 | 11 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 4 | 10 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 10 | 3 | 3 | 4 | 10 |
| 3 | 3 | 3 | 9 | 4 | 3 | 3 | 10 |
| 3 | 4 | 3 | 10 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 4 | 10 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 4 | 3 | 10 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 2 | 8 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 4 | 3 | 4 | 11 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |

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| 3 | 4 | 4 | 11 | 3 | 3 | 3 | 9 |
| 4 | 3 | 3 | 10 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 4 | 3 | 3 | 10 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 4 | 4 | 4 | 10 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 4 | 3 | 3 | 10 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 4 | 10 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 4 | 4 | 4 | 9 | 3 | 3 | 3 | 9 |
| 4 | 4 | 2 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 4 | 3 | 3 | 10 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 4 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 4 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 2 | 8 |
| Mean = 9 | | | | Mean = 9,17 | | | |

| X3.1 | X3.2 | X3.3 | TOTX3 | X4.1 | X4.2 | X4.3 | TOTX4 |
|------|------|------|-------|------|------|------|-------|
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 4 | 4 | 11 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 4 | 10 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 2 | 3 | 3 | 8 | 4 | 4 | 4 | 12 |
| 3 | 4 | 3 | 10 | 3 | 4 | 4 | 11 |
| 3 | 3 | 3 | 9 | 3 | 4 | 4 | 11 |
| 3 | 3 | 3 | 9 | 1 | 1 | 3 | 5 |
| 2 | 3 | 4 | 9 | 4 | 4 | 4 | 12 |
| 3 | 3 | 3 | 9 | 3 | 4 | 4 | 11 |
| 3 | 3 | 3 | 9 | 4 | 4 | 4 | 12 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 2 | 8 |
| 4 | 3 | 3 | 10 | 3 | 4 | 4 | 11 |
| 3 | 4 | 3 | 10 | 4 | 4 | 4 | 12 |
| 3 | 3 | 4 | 10 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 4 | 4 | 3 | 11 |
| 1 | 1 | 1 | 3 | 3 | 3 | 4 | 10 |
| 3 | 3 | 3 | 9 | 3 | 4 | 3 | 10 |
| 3 | 3 | 3 | 9 | 3 | 3 | 4 | 10 |
| 4 | 3 | 4 | 11 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 4 | 3 | 10 |
| 3 | 4 | 3 | 10 | 4 | 3 | 4 | 11 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 4 | 4 | 11 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 1 | 7 | 4 | 3 | 4 | 11 |
| 3 | 3 | 4 | 10 | 3 | 3 | 3 | 9 |
| 3 | 1 | 1 | 5 | 3 | 3 | 3 | 9 |
| 2 | 1 | 1 | 4 | 3 | 3 | 3 | 9 |
| 2 | 2 | 2 | 6 | 4 | 3 | 3 | 10 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 4 | 3 | 3 | 10 | 1 | 4 | 1 | 6 |
| 3 | 3 | 3 | 9 | 2 | 3 | 2 | 7 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |

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| 3 | 3 | 3 | 9 | 3 | 4 | 3 | 10 |
| 4 | 3 | 3 | 10 | 4 | 4 | 3 | 11 |
| 3 | 3 | 4 | 10 | 3 | 4 | 3 | 10 |
| 2 | 2 | 2 | 6 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 4 | 4 | 4 | 12 |
| 4 | 3 | 3 | 10 | 2 | 2 | 2 | 6 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 2 | 8 | 4 | 3 | 4 | 11 |
| 3 | 3 | 3 | 9 | 4 | 3 | 3 | 10 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 4 | 10 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 4 | 3 | 10 |
| 3 | 3 | 3 | 9 | 3 | 4 | 3 | 10 |
| 3 | 3 | 3 | 9 | 4 | 4 | 4 | 12 |
| 3 | 3 | 3 | 9 | 1 | 1 | 1 | 3 |
| 2 | 2 | 2 | 6 | 4 | 4 | 4 | 12 |
| 3 | 4 | 3 | 10 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 4 | 4 | 11 |
| 3 | 3 | 4 | 10 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 2 | 2 | 7 | 3 | 4 | 3 | 10 |
| 3 | 3 | 4 | 10 | 3 | 3 | 3 | 9 |
| 4 | 3 | 3 | 10 | 3 | 3 | 3 | 9 |
| 2 | 2 | 3 | 7 | 3 | 3 | 4 | 10 |
| 3 | 3 | 4 | 10 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 4 | 3 | 3 | 10 |
| 3 | 3 | 3 | 9 | 4 | 4 | 3 | 11 |
| 3 | 3 | 3 | 9 | 2 | 2 | 2 | 6 |
| 4 | 3 | 3 | 10 | 4 | 4 | 4 | 12 |
| 3 | 4 | 3 | 10 | 4 | 4 | 4 | 12 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 4 | 4 | 4 | 12 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |

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| 3 | 3 | 3 | 9 | 4 | 4 | 3 | 11 |
| 3 | 3 | 3 | 9 | 4 | 4 | 4 | 12 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 4 | 3 | 3 | 10 |
| 3 | 3 | 3 | 9 | 4 | 3 | 3 | 10 |
| 3 | 3 | 3 | 9 | 2 | 2 | 2 | 6 |
| 3 | 4 | 3 | 10 | 3 | 3 | 3 | 9 |
| 3 | 4 | 3 | 10 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 4 | 4 | 4 | 12 |
| 3 | 3 | 3 | 9 | 4 | 4 | 4 | 12 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 | 4 | 3 | 3 | 10 |
| 3 | 3 | 3 | 9 | 4 | 3 | 3 | 10 |
| 3 | 3 | 4 | 10 | 3 | 2 | 3 | 8 |
| 3 | 3 | 3 | 9 | 3 | 2 | 2 | 7 |
| Mean = 9,03 | | | | Mean = 9,56 | | | |

| Y1 | Y2 | Y3 | TOTY | |
|----|----|----|------|----|
| | 4 | 4 | 3 | 11 |
| | 4 | 4 | 3 | 11 |
| | 4 | 4 | 4 | 12 |
| | 4 | 4 | 4 | 12 |
| | 4 | 4 | 3 | 11 |
| | 4 | 4 | 4 | 12 |
| | 4 | 4 | 3 | 11 |
| | 4 | 4 | 3 | 11 |
| | 4 | 4 | 4 | 12 |
| | 3 | 4 | 4 | 11 |
| | 3 | 4 | 3 | 10 |
| | 1 | 1 | 1 | 3 |
| | 4 | 4 | 4 | 12 |
| | 4 | 4 | 1 | 9 |
| | 3 | 4 | 4 | 11 |
| | 3 | 3 | 3 | 9 |
| | 3 | 3 | 3 | 9 |
| | 4 | 4 | 4 | 12 |
| | 4 | 4 | 3 | 11 |
| | 3 | 3 | 4 | 10 |
| | 3 | 3 | 4 | 10 |
| | 3 | 3 | 3 | 9 |
| | 4 | 4 | 4 | 12 |
| | 2 | 2 | 2 | 6 |
| | 4 | 3 | 4 | 11 |
| | 4 | 3 | 3 | 10 |
| | 3 | 3 | 3 | 9 |
| | 3 | 4 | 4 | 11 |
| | 2 | 2 | 2 | 6 |
| | 3 | 3 | 3 | 9 |
| | 3 | 3 | 4 | 10 |
| | 4 | 3 | 3 | 10 |
| | 3 | 3 | 3 | 9 |
| | 2 | 2 | 2 | 6 |
| | 3 | 3 | 3 | 9 |
| | 3 | 3 | 3 | 9 |
| | 3 | 3 | 3 | 9 |
| | 1 | 1 | 1 | 3 |
| | 3 | 3 | 3 | 9 |
| | 2 | 4 | 2 | 8 |
| | 4 | 4 | 4 | 12 |

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| 4 | 4 | 4 | 12 |
| 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 |
| 4 | 3 | 3 | 10 |
| 4 | 4 | 4 | 12 |
| 3 | 3 | 3 | 9 |
| 2 | 2 | 3 | 7 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 3 | 4 | 4 | 11 |
| 4 | 4 | 4 | 12 |
| 3 | 3 | 3 | 9 |
| 3 | 4 | 4 | 11 |
| 4 | 3 | 3 | 10 |
| 1 | 3 | 4 | 8 |
| 3 | 4 | 4 | 11 |
| 3 | 3 | 3 | 9 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 3 | 4 | 4 | 11 |
| 3 | 4 | 4 | 11 |
| 4 | 3 | 4 | 11 |
| 3 | 4 | 4 | 11 |
| 3 | 4 | 4 | 11 |
| 2 | 3 | 3 | 8 |
| 3 | 3 | 3 | 9 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 3 | 4 | 4 | 11 |
| 4 | 4 | 4 | 12 |
| 3 | 3 | 3 | 9 |
| 4 | 3 | 4 | 11 |
| 4 | 3 | 3 | 10 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 |
| 4 | 4 | 4 | 12 |
| 3 | 3 | 3 | 9 |
| 3 | 3 | 4 | 10 |
| 4 | 4 | 4 | 12 |
| 3 | 4 | 3 | 10 |

| | | | |
|---|---|---|----|
| 4 | 3 | 4 | 11 |
| 4 | 3 | 4 | 11 |
| 3 | 4 | 4 | 11 |
| 4 | 3 | 3 | 10 |
| 3 | 3 | 3 | 9 |
| 3 | 4 | 4 | 11 |
| 3 | 4 | 3 | 10 |
| 3 | 3 | 4 | 10 |
| 4 | 3 | 3 | 10 |
| 4 | 4 | 4 | 12 |
| 3 | 3 | 4 | 10 |
| 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 9 |
| 4 | 3 | 4 | 11 |
| 3 | 4 | 4 | 11 |
| 3 | 3 | 3 | 9 |

Mean = 10,11

LAMPIRAN 4

Output SPSS

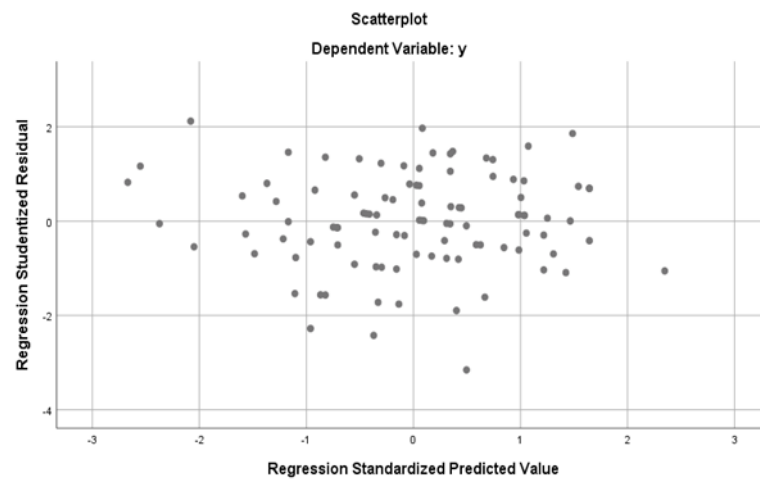
One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 100 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 2.70503308 |
| Most Extreme Differences | Absolute | .045 |
| | Positive | .045 |
| | Negative | -.045 |
| Test Statistic | | .045 |
| Asymp. Sig. (2-tailed) | | .200 ^{c,d} |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.



Coefficients^a

| Model | | Collinearity Statistics | |
|-------|----|-------------------------|-------|
| | | Tolerance | VIF |
| 1 | x1 | .974 | 1.027 |
| | x2 | .984 | 1.016 |
| | x3 | .969 | 1.032 |
| | x4 | .995 | 1.005 |

a. Dependent Variable: y

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|-------|-------------------|
| 1 | Regression | 42.814 | 4 | 10.703 | 3.809 | .006 ^b |
| | Residual | 266.976 | 95 | 2.810 | | |
| | Total | 309.790 | 99 | | | |

a. Dependent Variable: keputusan berkunjung

b. Predictors: (Constant), advice, platform, concern, extraversion

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|--------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.919 | 2.340 | | .820 | .414 |
| | platform | .439 | .167 | .252 | 2.620 | .010 |
| | concern | .009 | .147 | .006 | .060 | .952 |
| | extraversion | .201 | .143 | .142 | 1.403 | .164 |
| | advice | .246 | .105 | .224 | 2.340 | .021 |

a. Dependent Variable: keputusan berkunjung

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .372 ^a | .138 | .102 | 1.676 |

a. Predictors: (Constant), advice, platform, concern, extraversion