

BAB V

PENUTUP

A. Kesimpulan

Berdasarkan hasil penelitian dan interpretasinya maka dapat ditarik beberapa kesimpulan sebagai berikut.

1. Terdapat pengaruh kualitas layanan terhadap loyalitas, dibuktikan dengan nilai $F_{hitung} > F_{tabel}$ ($80,339 > 2,62$) dan $p < 0,05$.
2. Nilai t_{hitung} variabel keandalan diketahui sebesar 2,275 dan signifikansi sebesar 0,032. Berdasarkan tabel t diketahui nilai t_{tabel} dengan $dk = n-k$ ($30-5 = 25$) dan taraf kesalahan $\alpha = 5\%$, sebesar 2,05. Oleh karena nilai $t_{hitung} > t_{tabel}$ ($2,275 > 2,05$) dan nilai p (0,032) $< 0,05$, maka dapat disimpulkan bahwa terdapat pengaruh dari variabel reliability terhadap loyalitas. Hasil ini membuktikan bahwa H_0 ditolak dan H_a diterima.
3. Nilai t_{hitung} variabel daya tanggap diketahui sebesar 3,090 dan signifikansi sebesar 0,005. Berdasarkan tabel t diketahui nilai t_{tabel} dengan $dk = n-k$ ($30-5 = 25$) dan taraf kesalahan $\alpha = 5\%$, sebesar 2,05. Oleh karena nilai $t_{hitung} > t_{tabel}$ ($3,090 > 2,05$) dan nilai p (0,005) $< 0,05$, maka dapat disimpulkan bahwa terdapat pengaruh dari variabel responsiveness terhadap loyalitas. Hasil ini membuktikan bahwa H_0 ditolak dan H_a diterima.
4. Nilai t_{hitung} variabel assurance diketahui sebesar 2,284 dan signifikansi sebesar 0,032. Berdasarkan tabel t diketahui nilai t_{tabel} dengan $dk = n-k$ ($30-5 = 25$) dan taraf kesalahan $\alpha = 5\%$, sebesar 2,05. Oleh karena nilai $t_{hitung} > t_{tabel}$ ($2,284 > 2,05$) dan nilai p (0,032) $< 0,05$, maka dapat disimpulkan

bahwa terdapat pengaruh dari variabel assurance terhadap loyalitas. Hasil ini membuktikan bahwa H_0 ditolak dan H_a diterima.

5. Nilai t_{hitung} variabel empathy diketahui sebesar 2,482 dan signifikansi sebesar 0,020. Berdasarkan tabel t diketahui nilai t_{tabel} dengan $dk = n-k$ ($30-5 = 25$) dan taraf kesalahan $\alpha = 5\%$, sebesar 2,05. Oleh karena nilai $t_{hitung} > t_{tabel}$ ($2,482 > 2,05$) dan nilai p ($0,020 < 0,05$), maka dapat disimpulkan bahwa terdapat pengaruh dari variabel empathy terhadap loyalitas. Hasil ini membuktikan bahwa H_0 ditolak dan H_a diterima.
6. Nilai t_{hitung} variabel tangible diketahui sebesar 2,762 dan signifikansi sebesar 0,011. Berdasarkan tabel t diketahui nilai t_{tabel} dengan $dk = n-k$ ($30-5 = 25$) dan taraf kesalahan $\alpha = 5\%$, sebesar 2,05. Oleh karena nilai $t_{hitung} > t_{tabel}$ ($2,762 > 2,05$) dan nilai p ($0,011 < 0,05$), maka dapat disimpulkan bahwa terdapat pengaruh dari variabel tangible terhadap loyalitas. Hasil ini membuktikan bahwa H_0 ditolak dan H_a diterima.
7. Variabel yang sangat berpengaruh terhadap loyalitas dilihat dari nilai deskriptif tertinggi yaitu variabel responsiveness di mana nilai deskriptif sebesar 4,43, artinya loyalitas secara dominan sangat dipengaruhi oleh kualitas pelayanan responsiveness.

B. Saran

Berdasarkan hasil kesimpulan tersebut maka dapat diberikan beberapa saran sebagai berikut :

1. Bagi Shuttle Bus Ngabean

Disarankan meingkatkan kualitas daya tanggap yang terdiri dari cepat tanggap dalam menangani keluhan yang dirasakan konsumen dan selalu siap membantu pada saat dibutuhkan wisatawan. Peningkatan kualitas daya tanggap dapat dilakukan dengan pelatihan terhadap karyawan shuttle.

2. Bagi STP AMPTA

Disarankan dapat meningkatkan pelayanan kepustakaan dengan menambah referensi yang *up to date* tentang Shuttle Bus pada umumnya dan referensi tentang kualitas pelayanan dan kepuasan konsumen pada khususnya.

LAMPIRAN 1

SURAT PERMOHONAN

PENELITIAN



YAYASAN PENDIDIKAN KARYA SEJAHTERA
SEKOLAH TINGGI PARIWISATA AMPTA
YOGYAKARTA

Jl. Laksda Adisucipto Km.6 (Tempel, Caturtunggal, Depok, Sleman) Yogyakarta 55281
Telp / fax : (0274) 485115 - 489514 Website : www.ampta.ac.id Email : info@ampta.ac.id, ampta@yahoo.co.id

Nomor : 1099/Q-AMPTA/IV/2018
Hal : Permohonan Penelitian

10 April 2018

Kepada
Yth. Kepala Badan Kesatuan Bangsa dan Politik DIY
Di Tempat

Dengan Hormat,

Kami yang bertanda tangan dibawah ini Ketua Sekolah Tinggi Pariwisata AMPTA Yogyakarta, menerangkan bahwa :

Nama : Hanny Wijaya Anwar
NIM : 414100293
Prodi : Usaha Perjalanan Wisata (Diploma IV)
Tahun Akademik : 2017/2018
Alamat : Jl. Permata Seturan Gg. Manggis
Nomor Telp : 081226767494
Periode : April - Mei 2018

Mohon untuk diijinkan melaksanakan Penyusunan Laporan Penelitian dengan Judul :

**“PENGARUH KUALITAS PELAYANAN TERHADAP LOYALITAS PELANGGAN
TRANSPORTASI SHUTTLE BUS SI THOLE DI PARKIRANG NGABEAN
YOGYAKARTA”**

Demikian permohonan kami, atas bantuan dan kerjasamanya diucapkan terimakasih.

Hormat Kami,
Ketua

Drs. Prihatno, MM

Tembusan :
- Manajemen Si Thole Shuttle Bus

LAMPIRAN 2

SURAT BALASAN

PENELITIAN



SI THOLE SHUTTLE WISATA JOGJA

Jln Wachid Hasyim No 2 Notoprajan Ngampilan Yogyakarta 55262

Telp : 0899 2901 223/ 0822 4214 0039

e-mail : sithole.shuttlewisatajogja@gmail.com

SURAT BALASAN

Hal : Balasan

Kepada Yth :

Ketua Jurusan D4 Manajemen Bisnis dan Perjalanan

Yudi Setiaji, SH, MM

di tempat

Dengan Hormat,

Yang bertandatangan di bawah ini :

Nama : Haman Arif Romas

Jabatan : Manajer

Menerangkan bahwa,

Nama : Hanny Wijaya Anwar

NIM : 414100293

Mahasiswa : Jurusan Usaha Perjalanan Wisata (Diploma 4)

Sekolah Tinggi Pariwisata AMPTA

Telah setuju untuk melaksanakan penelitian pada perusahaan kami sebagai syarat penyusunan skripsi dengan judul :

“PENGARUH KUALITAS PELAYANAN TERHADAP LOYALITAS PELANGGAN TRANSPORTASI SHUTTLE BUS SI THOLE DI PARKIRAN NGABEAN YOGYAKARTA”

Demikian surat kami sampaikan dan atas kerjasamanya kami mengucapkan terima kasih.

Yogyakarta, 15 April 2018

Hormat kami
Manajemen Si Thole Shuttle

Haman Arif Romas

LAMPIRAN 3

KUESIONER PENELITIAN

No	Daftar Pertanyaan Skala	Penilaian				
RELIABILITY						
1	Petugas mampu memberikan informasi secara jelas					
2	Petugas mampu memberikan pelayanan sesuai standart operasional prosedur					
RESPONSIVINESS						
3	Petugas mampu memberikan pelayanan secara cepat					
4	Petugas selalu tanggap saat wisatawan sedang mengalami kesulitan					
ASSURANCE						
5	Petugas mampu memberikan informasi secara akurat sesuai yang dijanjikan					
6	Petugas memberikan jaminan dalam pelayanan					
EMPATHY						
7	Petugas selalu memahami kemauan wisatawan					
8	Petugas memberlakukan wisatawan dengan sangat ramah					
TANGIBLE						
9	Kondisi kebersihan shuttle bus selalu terjaga					
10	Petugas memiliki penampilan yang rapi					
Variabel Loyalitas Pelanggan						
LOYALITAS						
11	Saya akan selalu menggunakan jasa pemakaian shuttle bus Si Thole					
12	Saya akan merekomendasikan jasa shuttle bus si Thole kepada relasi saya					
13	Saya tidak akan beralih menggunakan moda transportasi selain Si Thole					

Res	Reliability			Responsiveness			Assurance			Empathy			Tangible			Kepuasan		
	1	2	Mean	1	2	Mean	1	2	Mean	1	2	Mean	1	2	Mean	3	4	5
1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	5	4	4,3	5	5	5	5	5	5	5	5	5	5	4,3	5	5	5	5
5	4	5	4,5	4	5	4,5	5	5	5	5	5	5	4	4,5	5	5	5	5
6	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
7	3	3	3	3	3	3	3	3	3,2	3	3	3	3	3	3	3	3	3
8	3	5	3	3	3	3	3	3	3	4	5	4,2	3	5	3	4	5	4
9	1	1	1	1	1	1	1	1	4	4	4	4	4	4	4	4	4	4
10	4	5	4,5	5	5	5	5	5	5	4	4	4	4	5	5	5	5	5
11	5	5	5	5	5	5	5	5	5	4	4	4	4	5	5	5	5	5
12	5	4	4,5	5	5	5	5	5	5	4	4	4	4	5	5	5	5	5
13	5	5	5	5	5	5	4	4	4	5	5	5	5	4	4,5	5	5	5
14	5	5	5	5	5	5	3	4	5	5	5	5	5	5	5	5	5	5
15	5	4	4,5	3	5	4	4	4	5	4,5	4	4	4	4	4,5	4	5	5
16	5	5	5	5	5	5	2	2	2	4	4	4	4	5	5	5	5	5
17	4	4	4	4	4	4	5	5	5	3	4	4	4	5	5	5	5	5
18	3	4	4,5	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
19	4	4	4	4	4	4	5	4,5	4	4	4	4	4	5	5	5	5	5
20	3	3	3	3	3	3	4	5	5	3	3	3	3	3	3	3	3	3
21	3	4	4,5	3	5	5	4	5	4,5	3	5	5	5	4	4,5	3	5	5
22	5	5	5	5	5	5	5	5	5	4	4	4	4	5	5	5	5	5
23	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
24	5	5	5	5	5	5	5	5	5	3	4	4	4	5	5	5	5	5
25	5	5	5	5	5	5	3	4	3	3	3	4	4	4	4	4	4	4
26	5	5	5	5	5	5	5	5	5	4	4	4	4	5	5	5	5	5
27	5	5	5	4	5	4,5	5	5	5	3	4	3,5	4	5	5	5	5	5
28	5	4	4,5	5	5	5	1	1	1	3	5	5	5	5	5	5	5	5
29	4	5	4,5	4	5	4,5	4	4	4	2	2	2	2	3	3	3	3	3
30	5	5	4,5	3	5	5	4	5	4,5	3	5	5	5	5	5	5	5	5
Mean	4,16666667	4,1	4,33333333	4,4	4,66666667	4,33333333	4,1	4,16666667	4,33333333	3,93333333	4	3,96666667	4,46666667	4,36666667	4,21666667	4,46666667	4,51111111	4,5

LAMPIRAN 4

DATA HASIL PENELITIAN

```

DATASET ACTIVATE DataSet2.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT VAR00006
  /METHOD=ENTER VAR00001 VAR00002 VAR00003 VAR00004 VAR00005.

```

Regression

Notes		
Output Created		29-MAR-2018 10:01:34
Comments		
Input	Active Dataset	DataSet2
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	30
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION
		/MISSING LISTWISE
		/STATISTICS COEFF OUTS R ANOVA
		/CRITERIA=PIN(.05) POUT(.10)
		/NOORIGIN
		/DEPENDENT VAR00006
		/METHOD=ENTER VAR00001
		VAR00002 VAR00003 VAR00004
		VAR00005.
Resources	Processor Time	00:00:00,06
	Elapsed Time	00:00:00,14
	Memory Required	2668 bytes

Additional Memory Required for Residual Plots	0 bytes
--	---------

[DataSet2]

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X5, X3, X4, X1, X2 ^b	.	Enter

- a. Dependent Variable: Y
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,971 ^a	,944	,932	,23596

- a. Predictors: (Constant), X5, X3, X4, X1, X2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22,382	5	4,476	80,399	,000 ^b
	Residual	1,336	24	,056		
	Total	23,719	29			

- a. Dependent Variable: Y
b. Predictors: (Constant), X5, X3, X4, X1, X2

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,054	,231		,234	,817
X1	,143	,063	,173	2,275	,032
X2	,295	,095	,298	3,090	,005
X3	,108	,047	,143	2,284	,032
X4	,144	,058	,161	2,482	,020
X5	,349	,126	,365	2,762	,011

a. Dependent Variable: Y

CORRELATIONS

```

/VARIABLES=VAR00001 VAR00002 VAR00003
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.
    
```

Correlations

Notes

Output Created		29-MAR-2018 09:40:22
Comments		
Input	Data	D:\ampta\valid.sav
	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data	30
	File	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.

	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=VAR00001 VAR00002 VAR00003 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,08

[DataSet3] D:\ampta\valid.sav

Correlations

		X1.1	X1.2	Total
X1.1	Pearson Correlation	1	,868**	,967**
	Sig. (2-tailed)		,000	,000
	N	30	30	30
X1.2	Pearson Correlation	,868**	1	,966**
	Sig. (2-tailed)	,000		,000
	N	30	30	30
Total	Pearson Correlation	,967**	,966**	1
	Sig. (2-tailed)	,000	,000	
	N	30	30	30

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

```
CORRELATIONS
/VARIABLES=VAR00004 VAR00005 VAR00006
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.
```

Correlations

Notes

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	Active Dataset	DataSet3
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Input	Weight	<none>
	Split File	<none>
	N of Rows in Working Data	30
	File	
	Definition of Missing	User-defined missing values are treated as missing.
Missing Value Handling	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
		CORRELATIONS
		/VARIABLES=VAR00004 VAR00005 VAR00006
Syntax		/PRINT=TWOTAIL NOSIG
		/MISSING=PAIRWISE.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,04

[DataSet3] D:\ampta\valid.sav

Correlations

		X2.1	X2.2	Total
	Pearson Correlation	1	,607**	,892**
X2.1	Sig. (2-tailed)		,000	,000
	N	30	30	30
	Pearson Correlation	,607**	1	,900**
X2.2	Sig. (2-tailed)	,000		,000
	N	30	30	30

	Pearson Correlation	,892**	,900**	1
Total	Sig. (2-tailed)	,000	,000	
	N	30	30	30

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

```

CORRELATIONS
/VARIABLES=VAR00007 VAR00008 VAR00009
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

Notes

Output Created		29-MAR-2018 09:43:13
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	Split File	<none>
	N of Rows in Working Data	30
Missing Value Handling	File	
	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=VAR00007 VAR00008 VAR00009 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,24

[DataSet3] D:\ampta\valid.sav

Correlations

		X3.1	X3.2	Total
X3.1	Pearson Correlation	1	,955**	,988**
	Sig. (2-tailed)		,000	,000
	N	30	30	30
X3.2	Pearson Correlation	,955**	1	,989**
	Sig. (2-tailed)	,000		,000
	N	30	30	30
Total	Pearson Correlation	,988**	,989**	1
	Sig. (2-tailed)	,000	,000	
	N	30	30	30

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

```

CORRELATIONS
/VARIABLES=VAR00010 VAR00011 VAR00012
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

Notes

Output Created		29-MAR-2018 09:43:37
Comments		
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	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data	30
File		

	Definition of Missing	User-defined missing values are treated as missing.
Missing Value Handling	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=VAR00010 VAR00011 VAR00012 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,04

[DataSet3] D:\ampta\valid.sav

Correlations

		X4.1	X4.2	Total
X4.1	Pearson Correlation	1	,846**	,961**
	Sig. (2-tailed)		,000	,000
	N	30	30	30
X4.2	Pearson Correlation	,846**	1	,961**
	Sig. (2-tailed)	,000		,000
	N	30	30	30
Total	Pearson Correlation	,961**	,961**	1
	Sig. (2-tailed)	,000	,000	
	N	30	30	30

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

```

CORRELATIONS
/VARIABLES=VAR00013 VAR00014 VAR00015
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

Notes

Output Created		29-MAR-2018 09:44:31
Comments		
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	Active Dataset	DataSet3
	Filter	<none>
Input	Weight	<none>
	Split File	<none>
	N of Rows in Working Data	30
	File	
	Definition of Missing	User-defined missing values are treated as missing.
Missing Value Handling	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
		CORRELATIONS
		/VARIABLES=VAR00013 VAR00014 VAR00015
Syntax		/PRINT=TWOTAIL NOSIG
		/MISSING=PAIRWISE.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,05

[DataSet3] D:\ampta\valid.sav

Correlations

		X5.1	X5.2	Total
	Pearson Correlation	1	,847**	,963**
X5.1	Sig. (2-tailed)		,000	,000
	N	30	30	30
	Pearson Correlation	,847**	1	,959**
X5.2	Sig. (2-tailed)	,000		,000
	N	30	30	30

	Pearson Correlation	,963**	,959**	1
Total	Sig. (2-tailed)	,000	,000	
	N	30	30	30

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

```

CORRELATIONS
/VARIABLES=VAR00016 VAR00017 VAR00018 VAR00019
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Correlations

Notes

Output Created		29-MAR-2018 09:45:23
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	Weight	<none>
	Split File	<none>
	N of Rows in Working Data	30
Missing Value Handling	File	
	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=VAR00016 VAR00017 VAR00018 VAR00019 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,04

[DataSet3] D:\ampta\valid.sav

Correlations

		Y1	Y2	Y3	Total
Y1	Pearson Correlation	1	,773**	,836**	,934**
	Sig. (2-tailed)		,000	,000	,000
	N	30	30	30	30
Y2	Pearson Correlation	,773**	1	,786**	,920**
	Sig. (2-tailed)	,000		,000	,000
	N	30	30	30	30
Y3	Pearson Correlation	,836**	,786**	1	,937**
	Sig. (2-tailed)	,000	,000		,000
	N	30	30	30	30
Total	Pearson Correlation	,934**	,920**	,937**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	30	30	30	30

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

```
RELIABILITY
/VARIABLES=VAR00001 VAR00002
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

Reliability

Notes

Output Created	29-MAR-2018 09:45:51	
Comments		
Input	Data	D:\ampta\valid.sav
	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>

	N of Rows in Working Data	30
	File	
	Matrix Input	
	Definition of Missing	User-defined missing values are treated as missing.
Missing Value Handling	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=VAR00001 VAR00002 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,02

[DataSet3] D:\ampta\valid.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,929	2

```

RELIABILITY
/VARIABLES=VAR00004 VAR00005
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability

Notes	
Output Created	29-MAR-2018 09:46:58
Comments	
Input	Data D:\ampta\valid.sav Active Dataset DataSet3 Filter <none> Weight <none> Split File <none> N of Rows in Working Data 30 File Matrix Input
Missing Value Handling	Definition of Missing User-defined missing values are treated as missing. Cases Used Statistics are based on all cases with valid data for all variables in the procedure.
Syntax	RELIABILITY /VARIABLES=VAR00004 VAR00005 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time 00:00:00,02 Elapsed Time 00:00:00,01

[DataSet3] D:\ampta\valid.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,755	2

```
RELIABILITY
/VARIABLES=VAR00007 VAR00008
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

Reliability

Notes

Output Created		29-MAR-2018 09:47:32
Comments		
	Data	D:\ampta\valid.sav
	Active Dataset	DataSet3
	Filter	<none>
Input	Weight	<none>
	Split File	<none>
	N of Rows in Working Data	30
	File	

	Matrix Input	
	Definition of Missing	User-defined missing values are treated as missing.
Missing Value Handling	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=VAR00007 VAR00008 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,03

[DataSet3] D:\ampta\valid.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,977	2

RELIABILITY
/VARIABLES=VAR00010 VAR00011

```

/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability

Notes	
Output Created	29-MAR-2018 09:48:43
Comments	
Input	Data D:\ampta\valid.sav Active Dataset DataSet3 Filter <none> Weight <none> Split File <none> N of Rows in Working Data 30 File Matrix Input
Missing Value Handling	Definition of Missing User-defined missing values are treated as missing. Cases Used Statistics are based on all cases with valid data for all variables in the procedure.
Syntax	RELIABILITY /VARIABLES=VAR00010 VAR00011 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time 00:00:00,02 Elapsed Time 00:00:00,03

[DataSet3] D:\ampta\valid.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,916	2

```
RELIABILITY
/VARIABLES=VAR00013 VAR00014
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

Reliability

Notes

Output Created		29-MAR-2018 09:48:58
Comments		
	Data	D:\ampta\valid.sav
	Active Dataset	DataSet3
	Filter	<none>
Input	Weight	<none>
	Split File	<none>
	N of Rows in Working Data	30
	File	

	Matrix Input	
	Definition of Missing	User-defined missing values are treated as missing.
Missing Value Handling	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=VAR00013 VAR00014 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,12

[DataSet3] D:\ampta\valid.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,916	2

RELIABILITY
/VARIABLES=VAR00016 VAR00017 VAR00018

```

/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability

Notes	
Output Created	29-MAR-2018 09:49:18
Comments	
Input	Data D:\ampta\valid.sav Active Dataset DataSet3 Filter <none> Weight <none> Split File <none> N of Rows in Working Data 30 File Matrix Input
Missing Value Handling	Definition of Missing User-defined missing values are treated as missing. Cases Used Statistics are based on all cases with valid data for all variables in the procedure. RELIABILITY /VARIABLES=VAR00016 VAR00017 VAR00018 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Syntax	
Resources	Processor Time 00:00:00,03 Elapsed Time 00:00:00,03

[DataSet3] D:\ampta\valid.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,921	3

LAMPIRAN 5

OUTPUT SPSS

VERSI 21.0

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,971 ^a	,944	,932	,23596

a. Predictors: (Constant), X5, X3, X4, X1, X2

LAMPIRAN 6

TABEL R

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	22,382	5	4,476	80,399	,000 ^b
	Residual	1,336	24	,056		
	Total	23,719	29			

a. Dependent Variable: Y

b. Predictors: (Constant), X5, X3, X4, X1, X2

LAMPIRAN 7

TABEL F

```

DATASET ACTIVATE DataSet2.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT VAR00006
  /METHOD=ENTER VAR00001 VAR00002 VAR00003 VAR00004 VAR00005.

```

Regression

Notes		
Output Created		29-MAR-2018 10:01:34
Comments		
Input	Active Dataset	DataSet2
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	30
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION
		/MISSING LISTWISE
		/STATISTICS COEFF OUTS R ANOVA
		/CRITERIA=PIN(.05) POUT(.10)
		/NOORIGIN
		/DEPENDENT VAR00006
		/METHOD=ENTER VAR00001
		VAR00002 VAR00003 VAR00004
		VAR00005.
Resources	Processor Time	00:00:00,06
	Elapsed Time	00:00:00,14
	Memory Required	2668 bytes

Additional Memory Required for Residual Plots	0 bytes
--	---------

[DataSet2]

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X5, X3, X4, X1, X2 ^b	.	Enter

- a. Dependent Variable: Y
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,971 ^a	,944	,932	,23596

- a. Predictors: (Constant), X5, X3, X4, X1, X2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22,382	5	4,476	80,399	,000 ^b
	Residual	1,336	24	,056		
	Total	23,719	29			

- a. Dependent Variable: Y
b. Predictors: (Constant), X5, X3, X4, X1, X2

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,054	,231		,234	,817
X1	,143	,063	,173	2,275	,032
X2	,295	,095	,298	3,090	,005
X3	,108	,047	,143	2,284	,032
X4	,144	,058	,161	2,482	,020
X5	,349	,126	,365	2,762	,011

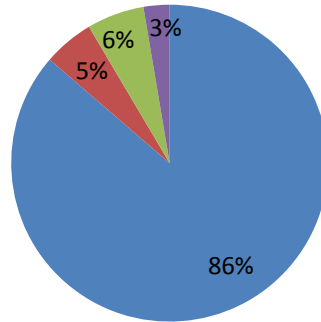
a. Dependent Variable: Y

LAMPIRAN 8

TABEL T

PERBANDINGAN PENJUALAN

■ NGABEAN ■ BI ■ KEBEN ■ TAMANSARI



LAMPIRAN 9

DATA KUNJUNGAN

WISATAWAN