

## LAMPIRAN-LAMPIRAN

### Lampiran 1 Kuesioner Penelitian

#### KUESIONER PENELITIAN

Pengaruh *Digital Marketing* Dan *Electronic word of mouth* Terhadap Keputusan Menginap

Berikut ini adalah kuesioner mengenai “**Pengaruh *Digital Marketing* dan *Electronic Word of Mouth* terhadap Keputusan Menginap (Studi Pada OTA)** maka dari itu, disela kesibukan anda, kami mohon kesediaannya untuk mengisi kuesioner ini. Atas kesediaannya, saya ucapkan terima kasih.

Berilah tanda (V) pada pertanyaan-pertanyaan di bawah ini:

No	Pertanyaan	Jawaban	
		Ya	Tidak
1	Apakah Anda telah berusia 18 tahun?		
2	Apakah anda pernah melihat atau menyaksikan tayangan promosi hotel secara digital?		
3	Apakah anda pernah membaca <i>review</i> /ulasan hotel di berbagai platform atau jasa <i>online travel agent</i> ?		

#### IDENTITAS RESPONDEN

Nama :

Usia :

Jenis Kelamin :

## **DAFTAR KUESIONER**

Kuesioner ini diisi dengan cara memberikan tanda (V) pada kolom yang telah disediakan.

Keterangan:

SS : Sangat Setuju

S : Setuju

N : Netral

TS : Tidak Setuju

STS : Sangat Tidak Setuju

### **Keputusan Menginap (Y)**

No.	Pernyataan	Skala pengukuran				
		SS	S	N	TS	STS
1.	Produk dan layanan jasa yang ditawarkan oleh hotel mampu mendorong pertimbangan saya untuk membeli (menginap).					
2.	Harga yang ditawarkan oleh hotel dapat mendorong saya untuk mempertimbangkan pembelian (menginap).					
3.	Saya percaya bahwa pihak hotel mampu memberikan kenyamanan sehingga memunculkan keputusan untuk menginap.					
4.	Kemudahan transaksi pembayaran yang digunakan pihak hotel mampu mendorong pertimbangan pembelian (menginap).					
5.	Informasi yang diberikan pihak hotel lengkap sehingga menimbulkan niat untuk menginap.					
6.	<i>Review</i> yang tertera pada situs reservasi hotel <i>online</i> menimbulkan pertimbangan untuk menginap.					
7.	Variasi produk yang ditawarkan oleh pihak hotel mampu mendorong keputusan untuk menginap.					
8.	Efisiensi waktu menjadi pertimbangan dalam keputusan menginap.					
9.	Efisiensi biaya menjadi pertimbangan dalam keputusan untuk menginap.					

Sumber: Putra, 2021

**Digital Marketing (X<sub>1</sub>)**

No.	Pernyataan	Skala pengukuran				
		SS	S	N	TS	STS
1.	Informasi dan layanan yang disediakan secara <i>online</i> mampu diakses dengan mudah.					
2.	Terdapat komunikasi dua arah antara pihak hotel dengan konsumen selaku <i>guest</i> .					
3.	Iklan atau pemasaran yang disampaikan pihak hotel secara <i>online</i> menghibur dan informatif.					
4.	Informasi yang terkandung pada iklan <i>online</i> pihak hotel memiliki kredibilitas, tidak memihak, dan spesifik.					
5.	Informasi yang terkandung pada iklan <i>online</i> pihak hotel tidak bersifat manipulatif (menipu).					
6.	Iklan <i>online</i> dari pihak hotel mampu memberikan gambaran yang baik terkait produk atau layanan jasa yang ditawarkan.					

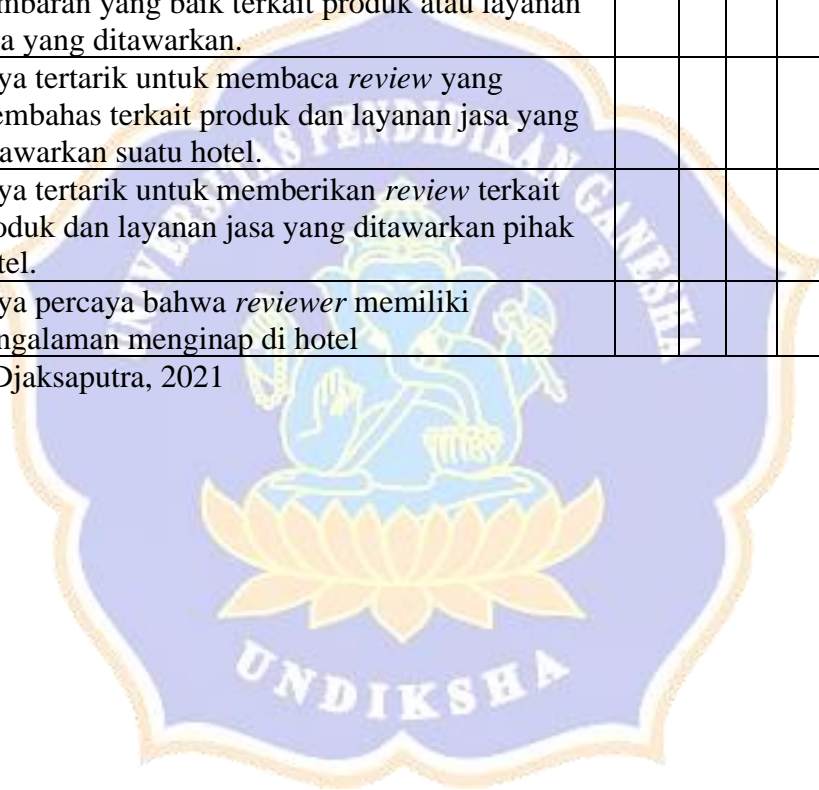
Sumber: Aryani, 2021



**E-WOM (*Electronic word of mouth*) (X<sub>2</sub>)**

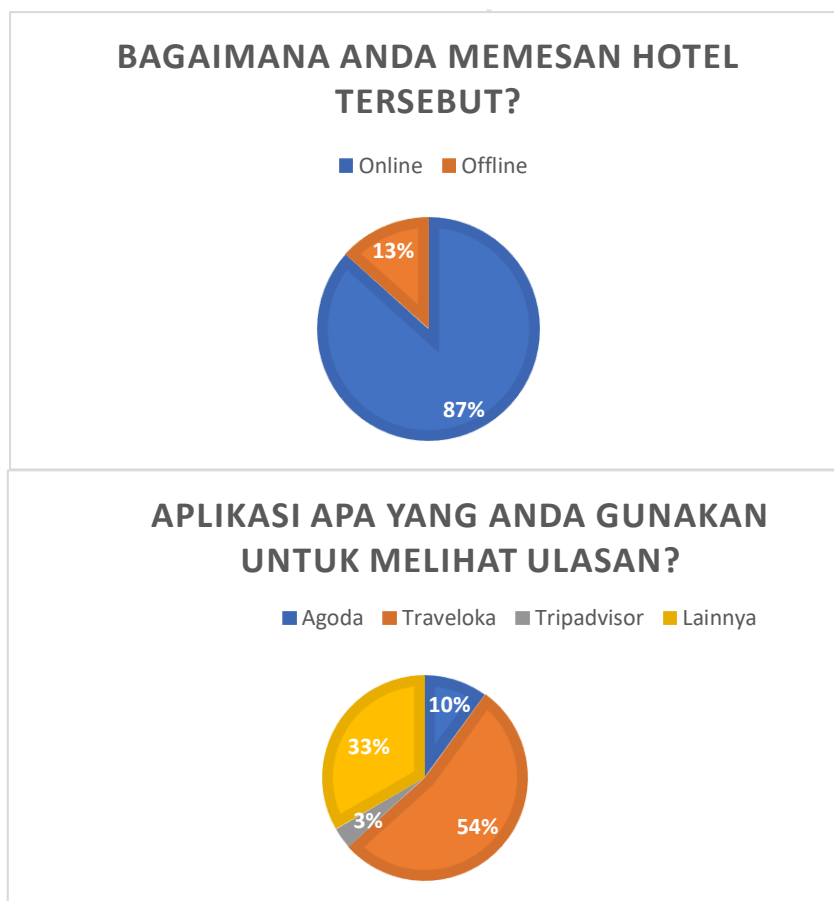
No.	Pernyataan	Skala pengukuran				
		SS	S	N	TS	STS
1.	<i>Review</i> yang ditampilkan menggambarkan objektivitas produk dan layanan jasa yang ditawarkan pihak hotel.					
2.	Informasi yang diberikan dalam <i>review</i> terkait produk dan layanan jasa hotel jelas dengan tidak menimbulkan salah tafsir.					
3.	<i>Reviewer</i> yang memberikan ulasan terkait produk dan layanan jasa hotel dapat dipercaya.					
4.	Iklan <i>online</i> dari pihak hotel mampu memberikan gambaran yang baik terkait produk atau layanan jasa yang ditawarkan.					
5.	Saya tertarik untuk membaca <i>review</i> yang membahas terkait produk dan layanan jasa yang ditawarkan suatu hotel.					
6.	Saya tertarik untuk memberikan <i>review</i> terkait produk dan layanan jasa yang ditawarkan pihak hotel.					
7.	Saya percaya bahwa <i>reviewer</i> memiliki pengalaman menginap di hotel					

Sumber: Djaksaputra, 2021



## Lampiran 2 Hasil Pra survei

No	Pernyataan	Jawaban	
		Ya	Tidak
1	Apakah anda pernah memesan hotel secara <i>online</i> ?	27	3
2	Apakah anda pernah melihat informasi tentang hotel secara <i>online</i> ?	24	6
3	Apakah dalam memutuskan untuk memesan hotel anda memperhatikan ulasan baik /buruk secara <i>online</i> ?	24	6



### Lampiran 3 Data Responden

No	Umur	Jenis Kelamin	Domisili
1	23	Wanita	Tabanan
2	23	Wanita	Karangasem
3	46	Wanita	Ling. Gede Subagan Karangasem Bali
4	25	Wanita	Denpasar
5	38	Pria	Karangasem
6	24	Wanita	Karangasem
7	26	Wanita	Denpasar
8	21	Wanita	Karangasem
9	24	Wanita	Buleleng Bali
10	21	Wanita	Denpasar
11	21	Wanita	Karangasem
12	21	Wanita	Karangasem
13	25	Wanita	Bandung
14	30	Wanita	Tangerang
15	23	Wanita	Ungasan
16	27	Wanita	Jimbaran - Kuta Selatan
17	25	Pria	Denpasar
18	21	Pria	Denpasar
19	23	Pria	Tabanan
20	30	Wanita	Bali
21	28	Pria	Kuta Utara
22	19	Wanita	Singaraja
23	17	Wanita	Singaraja
24	20	Wanita	Singaraja
25	24	Wanita	Singaraja
26	24	Wanita	Badung
27	30	Pria	Singaraja
28	24	Pria	Karangasem
29	25	Pria	Mataram
30	32	Wanita	Singaraja
31	30	Wanita	Karangasem
32	19	Wanita	Buleleng
33	35	Pria	Badung
34	24	Wanita	Karangasem
35	24	Wanita	Singaraja
36	24	Wanita	Karangasem
37	24	Pria	Bali Tabanan
38	26	Wanita	Karangasem
39	24	Pria	Denpasar
40	22	Wanita	Tabanan
41	22	Wanita	Br. Dinas Tangkup Desa, Sidemen , Karangasem
42	24	Wanita	Tuban, Jawa Timur
43	24	Pria	Tangkup Desa, Sidemen
44	23	Pria	Karangasem
45	45	Pria	Denpasar Selatan



No	Umur	Jenis Kelamin	Domisili
46	27	Pria	Bali
47	24	Pria	Badung
48	23	Pria	Denpasar
49	24	Pria	Karangasem
50	23	Pria	Tabanan
51	23	Pria	Denpasar
52	25	Pria	Denpasar
53	23	Wanita	Karangasem. Bali
54	24	Wanita	Karangasem
55	23	Pria	Karangasem
56	22	Wanita	Denpasar
57	22	Wanita	Kertalangu, Denpasar Timur
58	23	Wanita	Badung
59	26	Wanita	Sidemen, Karangasem, Bali
60	24	Wanita	Tabanan
61	23	Wanita	Bali
62	24	Pria	Kuta Utara
63	23	Pria	Kuta Selatan
64	23	Pria	Jimbaran Badung Bali
65	28	Wanita	Bali
66	27	Pria	Buleleng
67	25	Pria	TABANAN
68	32	Wanita	Denpasar
69	26	Wanita	Batubulan
70	22	Wanita	Tabanan
71	24	Wanita	Denpasar
72	24	Wanita	Denpasar
73	24	Pria	Denpasar
74	24	Pria	Karangasem
75	54	Pria	Denpasar
76	27	Pria	Badung
77	24	Pria	Badung
78	23	Pria	Denpasar
79	24	Pria	Karangasem
80	23	Pria	Tabanan
81	26	Pria	Denpasar
82	25	Pria	Denpasar
83	37	Wanita	Karangasem
84	53	Wanita	Karangasem
85	23	Pria	Karangasem
86	22	Wanita	Karangasem
87	24	Wanita	Gianyar
88	23	Wanita	Badung
89	25	Wanita	Karangasem
90	27	Wanita	Gianyar
91	23	Wanita	Denpasar
92	40	Wanita	Karangasem

No	Umur	Jenis Kelamin	Domisili
93	21	Wanita	Karangasem
94	25	Wanita	Badung
95	30	Wanita	Karangasem
96	23	Wanita	Denpasar
97	27	Wanita	Badung
98	35	Pria	Gianyar
99	24	Pria	Karangasem
100	24	Wanita	Karangasem





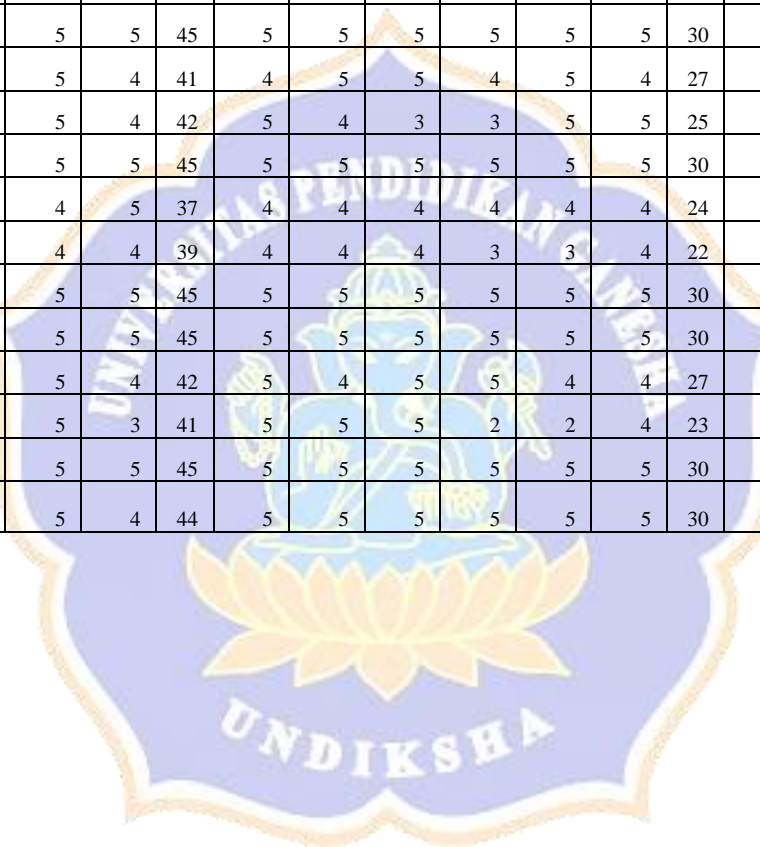
**Lampiran 4 Tabulasi Data Variabel Penelitian**

No	Y <sub>1</sub>	Y <sub>2</sub>	Y <sub>3</sub>	Y <sub>4</sub>	Y <sub>5</sub>	Y <sub>6</sub>	Y <sub>7</sub>	Y <sub>8</sub>	Y <sub>9</sub>	Y	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2
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2	5	5	3	3	5	5	5	5	5	41	5	5	5	5	5	5	30	5	5	5	5	5	5	5	35
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No	Y 1	Y 2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2
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No	Y 1	Y 2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2	
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82	4	4	4	4	4	4	4	4	4	36	4	4	5	4	4	5	26	5	4	4	4	4	4	4	29	
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84	5	5	5	5	5	5	5	5	5	45	5	5	5	5	5	5	30	5	5	5	5	5	5	5	35	
85	3	3	4	4	4	4	4	3	3	32	4	4	4	4	3	4	23	4	3	4	4	4	4	3	26	

No	Y 1	Y 2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2
86	4	4	4	4	4	4	4	4	4	36	4	4	4	4	4	4	24	4	4	4	4	3	4	3	26
87	4	4	3	3	4	4	4	4	4	34	4	4	4	4	4	4	24	4	4	3	4	4	4	3	26
88	5	5	4	4	4	4	4	4	4	38	3	4	4	4	4	4	23	3	4	4	4	4	4	4	27
89	5	5	5	5	5	5	5	5	5	45	5	5	5	5	5	5	30	5	5	5	5	5	5	3	33
90	5	5	4	5	4	4	5	5	4	41	4	5	5	4	5	4	27	4	5	4	5	5	5	4	32
91	5	5	5	3	5	5	5	5	4	42	5	4	3	3	5	5	25	5	5	5	5	5	3	5	33
92	5	5	5	5	5	5	5	5	5	45	5	5	5	5	5	5	30	5	5	5	5	5	5	5	35
93	4	4	4	4	4	4	4	4	5	37	4	4	4	4	4	4	24	4	4	4	4	4	3	3	26
94	4	5	4	5	4	5	4	4	4	39	4	4	4	3	3	4	22	4	4	4	4	4	4	3	27
95	5	5	5	5	5	5	5	5	5	45	5	5	5	5	5	5	30	5	5	5	5	5	5	5	35
96	5	5	5	5	5	5	5	5	5	45	5	5	5	5	5	5	30	5	5	5	5	5	5	5	35
97	4	5	5	5	5	5	4	5	4	42	5	4	5	5	4	4	27	4	5	4	4	4	4	4	29
98	5	5	3	5	5	5	5	5	3	41	5	5	5	2	2	4	23	5	3	2	3	5	4	3	25
99	5	5	5	5	5	5	5	5	5	45	5	5	5	5	5	5	30	5	5	5	5	5	5	5	35
100	5	5	5	5	5	5	5	5	4	44	5	5	5	5	5	5	30	5	5	5	5	5	5	4	34



## Lampiran 5 Hasil Uji Validitas

### Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Keputusan Mengingat
Y1	Pearson Correlation	1	.792**	.537**	.657**	.729**	.737**	.691**	.798**	.678**	.857**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Y2	Pearson Correlation	.792**	1	.616**	.637**	.732**	.780**	.668**	.867**	.684**	.878**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Y3	Pearson Correlation	.537**	.616**	1	.666**	.681**	.698**	.657**	.590**	.635**	.792**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Y4	Pearson Correlation	.657**	.637**	.666**	1	.728**	.685**	.616**	.659**	.606**	.813**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Y5	Pearson Correlation	.729**	.732**	.681**	.728**	1	.832**	.800**	.763**	.686**	.900**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Y6	Pearson Correlation	.737**	.780**	.698**	.685**	.832**	1	.701**	.776**	.614**	.883**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Y7	Pearson Correlation	.691**	.668**	.657**	.616**	.800**	.701**	1	.741**	.705**	.853**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Y8	Pearson Correlation	.798**	.867**	.590**	.659**	.763**	.776**	.741**	1	.752**	.902**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Y9	Pearson Correlation	.678**	.684**	.635**	.606**	.686**	.614**	.705**	.752**	1	.828**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100
Keputusan Mengingat	Pearson Correlation	.857**	.878**	.792**	.813**	.900**	.883**	.853**	.902**	.828**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100

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

### Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Digital Marketing
X1.1	Pearson Correlation	1	.707**	.596**	.577**	.640**	.723**	.819**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X1.2	Pearson Correlation	.707**	1	.699**	.626**	.587**	.695**	.831**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X1.3	Pearson Correlation	.596**	.699**	1	.759**	.601**	.664**	.846**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X1.4	Pearson Correlation	.577**	.626**	.759**	1	.800**	.683**	.881**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
X1.5	Pearson Correlation	.640**	.587**	.601**	.800**	1	.758**	.867**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
X1.6	Pearson Correlation	.723**	.695**	.664**	.683**	.758**	1	.875**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
Digital Marketing	Pearson Correlation	.819**	.831**	.846**	.881**	.867**	.875**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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



### Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	E-Wom
X2.1	Pearson Correlation	1	.607**	.581**	.683**	.748**	.657**	.604**	.821**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
X2.2	Pearson Correlation	.607**	1	.691**	.807**	.704**	.642**	.673**	.864**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
X2.3	Pearson Correlation	.581**	.691**	1	.779**	.619**	.541**	.689**	.828**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
X2.4	Pearson Correlation	.683**	.807**	.779**	1	.768**	.636**	.633**	.892**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
X2.5	Pearson Correlation	.748**	.704**	.619**	.768**	1	.715**	.594**	.868**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100
X2.6	Pearson Correlation	.657**	.642**	.541**	.636**	.715**	1	.661**	.820**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100
X2.7	Pearson Correlation	.604**	.673**	.689**	.633**	.594**	.661**	1	.828**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100
E-Wom	Pearson Correlation	.821**	.864**	.828**	.892**	.868**	.820**	.828**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100

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





## Lampiran 6 Hasil Uji Reliabilitas

Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.954	9

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	35.1600	30.156	.817	.948
Y2	35.0900	30.204	.844	.947
Y3	35.3200	30.260	.731	.953
Y4	35.2500	30.230	.759	.951
Y5	35.1600	29.994	.872	.945
Y6	35.0600	30.178	.851	.947
Y7	35.2400	30.265	.812	.948
Y8	35.2900	29.056	.870	.945
Y9	35.4700	30.090	.777	.950

## Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

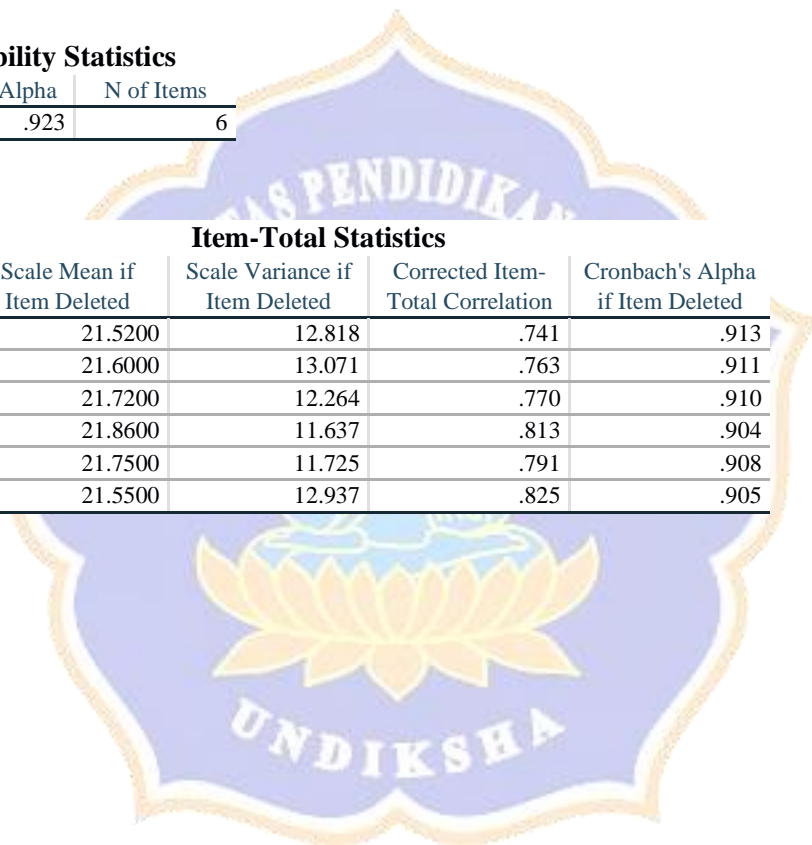
a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.923	6

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	21.5200	12.818	.741	.913
X1.2	21.6000	13.071	.763	.911
X1.3	21.7200	12.264	.770	.910
X1.4	21.8600	11.637	.813	.904
X1.5	21.7500	11.725	.791	.908
X1.6	21.5500	12.937	.825	.905



## Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

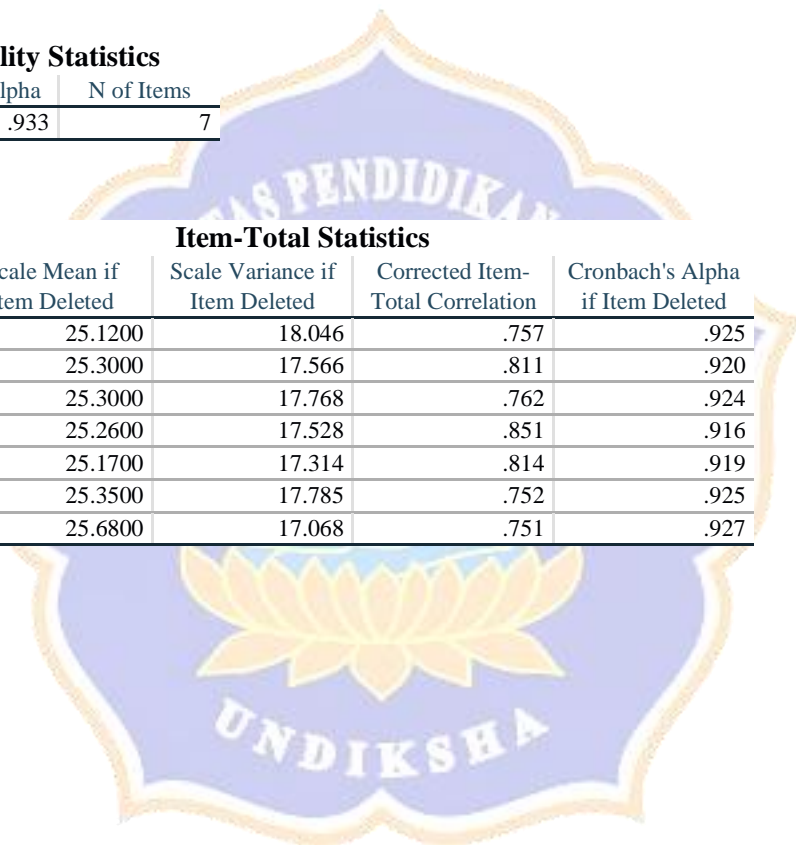
a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.933	7

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	25.1200	18.046	.757	.925
X2.2	25.3000	17.566	.811	.920
X2.3	25.3000	17.768	.762	.924
X2.4	25.2600	17.528	.851	.916
X2.5	25.1700	17.314	.814	.919
X2.6	25.3500	17.785	.752	.925
X2.7	25.6800	17.068	.751	.927



## Lampiran 7 Hasil Uji Statistik Deskriptif dan Tabel Frekuensi

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Y1	100	1.00	5.00	4.4700	.78438
Y2	100	1.00	5.00	4.5400	.75772
Y3	100	1.00	5.00	4.3100	.84918
Y4	100	1.00	5.00	4.3800	.82609
Y5	100	1.00	5.00	4.4700	.75819
Y6	100	1.00	5.00	4.5700	.75552
Y7	100	1.00	5.00	4.3900	.77714
Y8	100	1.00	5.00	4.3400	.85540
Y9	100	1.00	5.00	4.1600	.82536
Keputusan Menginap	100	9.00	45.00	39.6300	6.14908
X1.1	100	1.00	5.00	4.4800	.78470
X1.2	100	1.00	5.00	4.4000	.72474
X1.3	100	1.00	5.00	4.2800	.85375
X1.4	100	1.00	5.00	4.1400	.92135
X1.5	100	1.00	5.00	4.2500	.92524
X1.6	100	1.00	5.00	4.4500	.70173
Digital Marketing	100	6.00	30.00	26.0000	4.19475
X2.1	100	1.00	5.00	4.4100	.77973
X2.2	100	2.00	5.00	4.2300	.80221
X2.3	100	1.00	5.00	4.2300	.81470
X2.4	100	1.00	5.00	4.2700	.77662
X2.5	100	1.00	5.00	4.3600	.83509
X2.6	100	2.00	5.00	4.1800	.82118
X2.7	100	1.00	5.00	3.8500	.92524
E-Wom	100	9.00	35.00	29.5300	4.86475
Valid N (listwise)	100				



## Frequency Table

		Umur			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	17.00	1	1.0	1.0	1.0
	19.00	2	2.0	2.0	3.0
	20.00	1	1.0	1.0	4.0
	21.00	8	8.0	8.0	12.0
	22.00	8	8.0	8.0	20.0
	23.00	23	23.0	23.0	43.0
	24.00	24	24.0	24.0	67.0
	25.00	9	9.0	9.0	76.0
	26.00	5	5.0	5.0	81.0
	27.00	5	5.0	5.0	86.0
	28.00	2	2.0	2.0	88.0
	30.00	5	5.0	5.0	93.0
	32.00	2	2.0	2.0	95.0
	35.00	1	1.0	1.0	96.0
	38.00	1	1.0	1.0	97.0
	45.00	2	2.0	2.0	99.0
	46.00	1	1.0	1.0	100.0
Total		100	100.0	100.0	

		Jenis_Kelamin			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	Pria	40	40.0	40.0	40.0
	Wanita	60	60.0	60.0	100.0
	Total	100	100.0	100.0	

		Domisili			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	Badung	7	7.0	7.0	7.0
	Bali	5	5.0	5.0	12.0
	Bali Tabanan	1	1.0	1.0	13.0
	Bandung	2	2.0	2.0	15.0
	Batubulan	1	1.0	1.0	16.0
	Br. Dinas Tangkup Desa, Sidemen , Karangasem	1	1.0	1.0	17.0
	Buleleng	2	2.0	2.0	19.0
	Buleleng Bali	1	1.0	1.0	20.0
	Denpasar	24	24.0	24.0	44.0

Denpasar Selatan	1	1.0	1.0	45.0
Gianyar	1	1.0	1.0	46.0
Jimbaran - Kuta Selatan	1	1.0	1.0	47.0
Jimbaran badung bali	1	1.0	1.0	48.0
Karangasem	24	24.0	24.0	72.0
Karangasem. Bali	1	1.0	1.0	73.0
kertalangu, denpasar timur	1	1.0	1.0	74.0
Kuta Selatan	1	1.0	1.0	75.0
Kuta Utara	2	2.0	2.0	77.0
Lingkungan gede subagan karangasem bali	1	1.0	1.0	78.0
Mataram	1	1.0	1.0	79.0
Sidemen, karangasem, bali	1	1.0	1.0	80.0
Singaraja	7	7.0	7.0	87.0
tabanan	1	1.0	1.0	88.0
Tabanan	7	7.0	7.0	95.0
TABANAN	1	1.0	1.0	96.0
Tanggerang	1	1.0	1.0	97.0
Tangkup desa,sidemen	1	1.0	1.0	98.0
Tuban, Jawa Timur	1	1.0	1.0	99.0
Ungasan	1	1.0	1.0	100.0
Total	100	100.0	100.0	



## Frequency Table

### Y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	1	1.0	1.0	2.0
	3.00	9	9.0	9.0	11.0
	4.00	28	28.0	28.0	39.0
	5.00	61	61.0	61.0	100.0
Total		100	100.0	100.0	

### Y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	3.00	4	4.0	4.0	6.0
	4.00	30	30.0	30.0	36.0
	5.00	64	64.0	64.0	100.0
Total		100	100.0	100.0	

### Y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	3.00	13	13.0	13.0	15.0
	4.00	35	35.0	35.0	50.0
	5.00	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

#### Y4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	1	1.0	1.0	2.0
	3.00	13	13.0	13.0	15.0
	4.00	29	29.0	29.0	44.0
	5.00	56	56.0	56.0	100.0
	Total	100	100.0	100.0	

#### Y5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	3.00	4	4.0	4.0	6.0
	4.00	37	37.0	37.0	43.0
	5.00	57	57.0	57.0	100.0
	Total	100	100.0	100.0	

#### Y6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	3.00	4	4.0	4.0	6.0
	4.00	27	27.0	27.0	33.0
	5.00	67	67.0	67.0	100.0
	Total	100	100.0	100.0	

#### Y7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	1	1.0	1.0	2.0
	3.00	9	9.0	9.0	11.0
	4.00	36	36.0	36.0	47.0
	5.00	53	53.0	53.0	100.0
	Total	100	100.0	100.0	

#### Y8



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	3.00	13	13.0	13.0	15.0
	4.00	32	32.0	32.0	47.0
	5.00	53	53.0	53.0	100.0
	Total	100	100.0	100.0	

### Y9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	3.00	15	15.0	15.0	17.0
	4.00	46	46.0	46.0	63.0
	5.00	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

### X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	3.00	6	6.0	6.0	8.0
	4.00	32	32.0	32.0	40.0
	5.00	60	60.0	60.0	100.0
	Total	100	100.0	100.0	

### X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	3.00	8	8.0	8.0	9.0
	4.00	40	40.0	40.0	49.0
	5.00	51	51.0	51.0	100.0
	Total	100	100.0	100.0	

### X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	2	2.0	2.0	3.0
	3.00	14	14.0	14.0	17.0
	4.00	34	34.0	34.0	51.0
	5.00	49	49.0	49.0	100.0
	Total	100	100.0	100.0	

### X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	4	4.0	4.0	5.0
	3.00	18	18.0	18.0	23.0
	4.00	34	34.0	34.0	57.0
	5.00	43	43.0	43.0	100.0
	Total	100	100.0	100.0	

### X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	5	5.0	5.0	6.0
	3.00	12	12.0	12.0	18.0
	4.00	32	32.0	32.0	50.0
	5.00	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

### X1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	1	1.0	1.0	2.0
	3.00	3	3.0	3.0	5.0
	4.00	42	42.0	42.0	47.0
	5.00	53	53.0	53.0	100.0
	Total	100	100.0	100.0	

### X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	1	1.0	1.0	2.0
	3.00	9	9.0	9.0	11.0
	4.00	34	34.0	34.0	45.0
	5.00	55	55.0	55.0	100.0
	Total	100	100.0	100.0	

### X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	20	20.0	20.0	21.0
	4.00	34	34.0	34.0	55.0
	5.00	45	45.0	45.0	100.0
	Total	100	100.0	100.0	

**X2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	2	2.0	2.0	3.0
	3.00	12	12.0	12.0	15.0
	4.00	43	43.0	43.0	58.0
	5.00	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

**X2.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	1	1.0	1.0	2.0
	3.00	11	11.0	11.0	13.0
	4.00	44	44.0	44.0	57.0
	5.00	43	43.0	43.0	100.0
	Total	100	100.0	100.0	

**X2.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	3.00	11	11.0	11.0	13.0
	4.00	34	34.0	34.0	47.0
	5.00	53	53.0	53.0	100.0
	Total	100	100.0	100.0	

**X2.6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	20	20.0	20.0	22.0
	4.00	36	36.0	36.0	58.0
	5.00	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

**X2.7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	4	4.0	4.0	5.0
	3.00	33	33.0	33.0	38.0
	4.00	33	33.0	33.0	71.0
	5.00	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

Keterangan	STS	TS	N	S	SS	Total Skor	Rerata
Y1	1	1	9	28	61	447	4.47
Y2	2	0	4	30	64	454	4.54
Y3	2	0	13	35	50	431	4.31
Y4	1	1	13	29	56	438	4.38
Y5	2	0	4	37	57	447	4.47
Y6	2	0	4	27	67	457	4.57
Y7	1	1	9	36	53	439	4.39
Y8	2	0	13	32	53	434	4.34
Y9	2	0	15	46	37	416	4.16
Y	Rata-rata Skor Variabel Keputusan Menginap					3963	4.40
X1.1	2	0	6	32	60	448	4.48
X1.2	1	0	8	40	51	440	4.40
X1.3	1	2	14	34	49	428	4.28
X1.4	1	4	18	34	43	414	4.14
X1.5	1	5	12	32	50	425	4.25
X1.6	1	1	3	42	53	445	4.45
X1	Rata-rata Skor Variabel Digital Marketing					2600	4.33
X2.1	1	1	9	34	55	441	4.41
X2.2	0	1	20	34	45	423	4.23
X2.3	1	2	12	43	42	423	4.23
X2.4	1	1	11	44	43	427	4.27
X2.5	2	0	11	34	53	436	4.36
X2.6	0	2	20	36	42	418	4.18
X2.7	1	4	33	33	29	385	3.85
X2	Rata-rata Skor Variabel E-Wom					2953	4.22



## Lampiran 8 Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

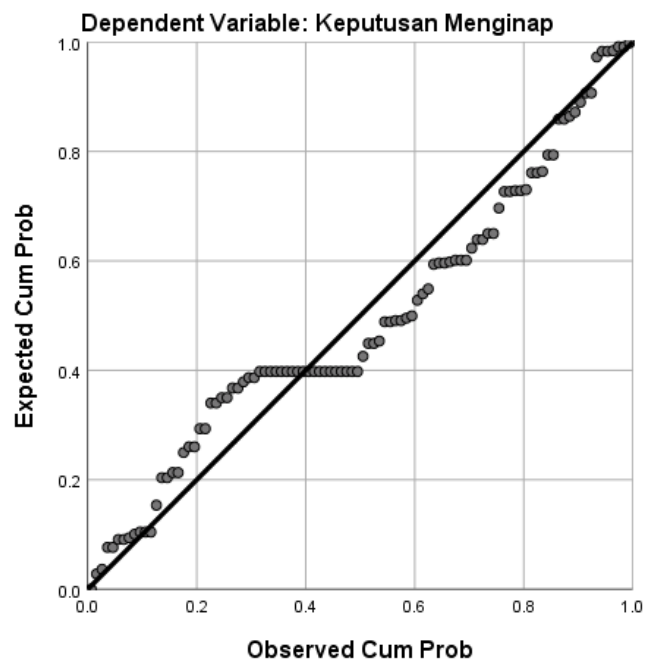
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.57851370
Most Extreme Differences	Absolute	.119
	Positive	.103
	Negative	-.119
Kolmogorov-Smirnov Z		1.186
Asymp. Sig. (2-tailed)		.120

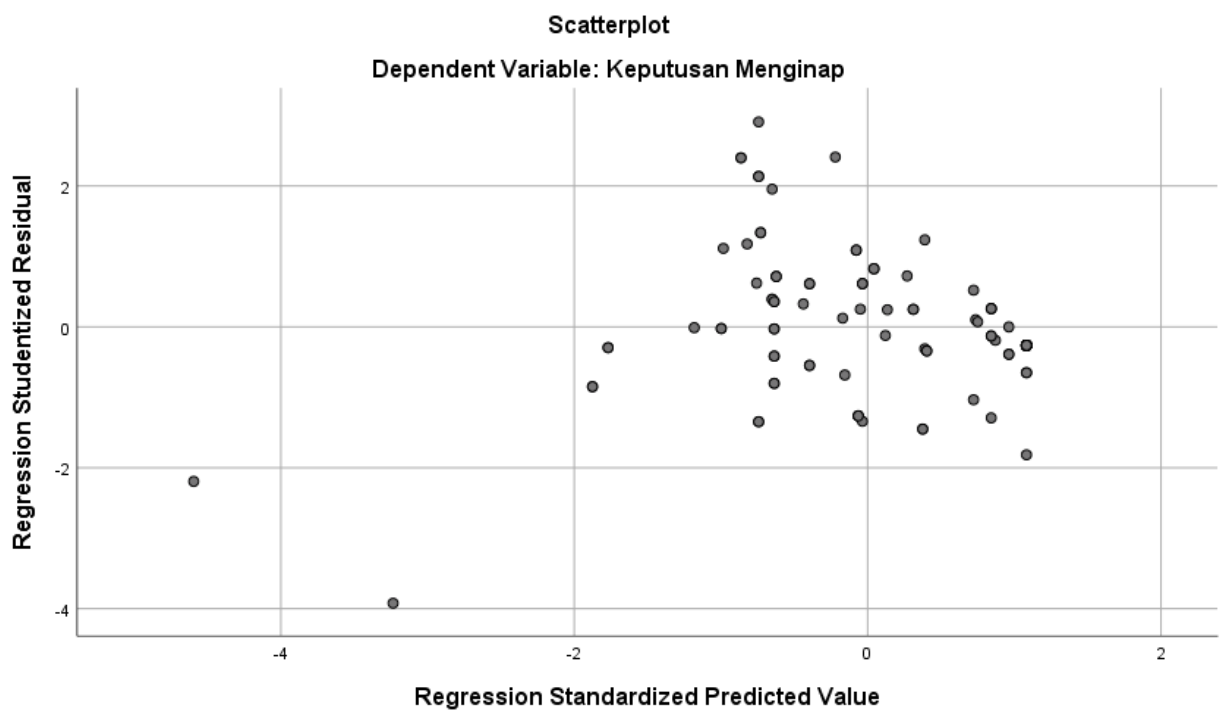
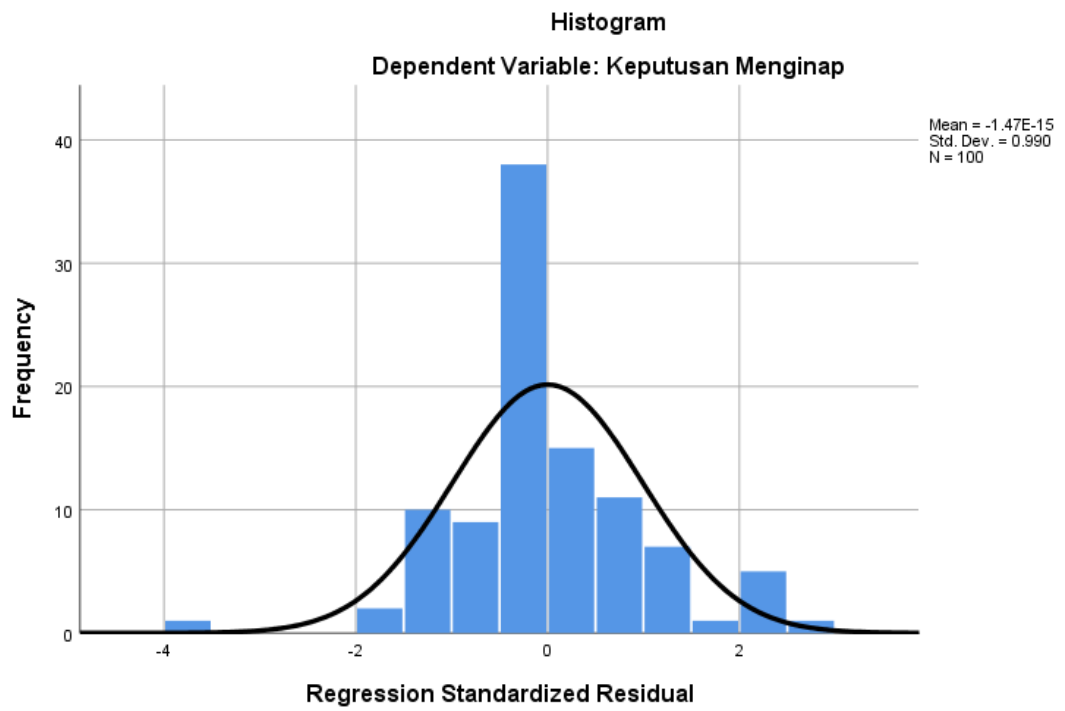
a. Test distribution is Normal.

b. Calculated from data.



Normal P-P Plot of Regression Standardized Residual





## Lampiran 9 Hasil Uji Multikolinieritas

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

Model	Variables Entered	Variables Removed	Method
1	E-Wom, Digital Marketing <sup>b</sup>	.	Enter

a. Dependent Variable: Keputusan Menginap

b. All requested variables entered.

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

Model		Collinearity Statistics	
		Tolerance	VIF
1	Digital Marketing	.225	4.436
	E-Wom	.225	4.436

a. Dependent Variable: Keputusan Menginap





## Lampiran 10 Hasil Uji Heteroskedastisitas

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

Model	Variables Entered	Variables Removed	Method
1	E-Wom, Digital Marketing <sup>b</sup>	.	Enter

a. Dependent Variable: ABS\_RESS

b. All requested variables entered.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.092 <sup>a</sup>	.009	-.012	1.81312

a. Predictors: (Constant), E-Wom, Digital Marketing

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.738	2	1.369	.416	.661 <sup>b</sup>
	Residual	318.877	97	3.287		
	Total	321.615	99			

a. Dependent Variable: ABS\_RESS

b. Predictors: (Constant), E-Wom, Digital Marketing

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

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	1.413	1.168		1.209	.229
	Digital Marketing	.083	.091	.193	.906	.367
	E-Wom	-.059	.079	-.159	-.745	.458

a. Dependent Variable: ABS\_RESS

## Lampiran 11 Hasil Uji Regresi Linier Berganda

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

Model	Variables Entered	Variables Removed	Method
1	E-Wom, Digital Marketing <sup>b</sup>	.	Enter

- a. Dependent Variable: Keputusan Menginap  
 b. All requested variables entered.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.908 <sup>a</sup>	.824	.821	2.60496

- a. Predictors: (Constant), E-Wom, Digital Marketing

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3085.085	2	1542.543	227.319	.000 <sup>b</sup>
	Residual	658.225	97	6.786		
	Total	3743.310	99			

- a. Dependent Variable: Keputusan Menginap  
 b. Predictors: (Constant), E-Wom, Digital Marketing

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.382	1.678		2.611	.010
	Digital Marketing	.593	.131	.405	4.513	.000
	E-Wom	.671	.113	.531	5.923	.000

- a. Dependent Variable: Keputusan Menginap

## Lampiran 12 Tabel Distribusi F-test

Titik Persentase Distribusi F untuk Probabilita = 0,05

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.90	1.86	1.83	1.80	1.78
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.89	1.86	1.83	1.80	1.78
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.78
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.77
95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.82	1.80	1.77
96	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
97	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
98	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
99	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93	1.89	1.85	1.82	1.79	1.77
101	3.94	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.93	1.88	1.85	1.82	1.79	1.77
102	3.93	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.77
103	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
104	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
105	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.81	1.79	1.76
106	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
107	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
108	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.78	1.76
109	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
110	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76



Lampiran 13 Tabel Distribusi t- test

Titik Persentase Distribusi t (df = 81 –120)

df \ Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
	0.50	0.20	0.10	0.050	0.02	0.010	0.002
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374
101	0.67693	1.28999	1.66008	1.98373	2.36384	2.62539	3.17289
102	0.67690	1.28991	1.65993	1.98350	2.36346	2.62489	3.17206
103	0.67688	1.28982	1.65978	1.98326	2.36310	2.62441	3.17125
104	0.67686	1.28974	1.65964	1.98304	2.36274	2.62393	3.17045

