

Lampiran 01 : Kuesioner Penelitian

KUESIONER KUALITAS PELAYANAN DAN HARGA TERHADAP KEPUASAN KONSUMEN OBJEK WISATA LOVINA

Petunjuk Penggunaan Kuesioner

1. Kuesioner ini semata – mata digunakan untuk kebutuhan akademis/penelitian, mohon dijawab dengan jujur. Kerahasiaan jawaban akan dijaga sepenuhnya oleh peneliti.
2. Pilihlah jawaban dengan memberi tanda silang (X) pada salah satu jawaban yang paling sesuai menurut Anda.
3. Adapun makna dari tanda tersebut adalah sebagai berikut:

STS: Sangat Tidak Setuju (1)

TS : Tidak Setuju (2)

CS : Netral (3)

S : Setuju (4)

SS : Sangat Setuju (5)

4. Terimakasih atas waktu dan partisipasinya.

Data Responden

1. Nama Responden :
2. Jenis Kelamin
 - a. Laki - laki
 - b. Perempuan
3. Usia saat ini (pilih salah satu dibawah ini) :
 - a. < 17 tahun
 - b. 20 tahun – 40 tahun
 - c. > 50 tahun
4. Sudah berapa kali berwisata Dolphin dan Snorkling di Kawasan Lovina:
 - a. satu kali
 - b. dua kali
 - c. tiga kali/ lebih

1. Kualitas Pelayanan

No.	Pernyataan	Jawaban				
		ST S	TS	N	S	SS
		1	2	3	4	5
1.	Sigap dalam melayani konsumen					
2.	Memberikan layanan sesuai dengan kebutuhan konsumen					
3.	Pelayanan tepat waktu					
4.	Pelayanan yang ditawarkan cepat					
5.	Tanggap dalam menjelaskan produk yang tidak diketahui oleh konsumen					
6.	Merasa aman dan nyaman saat berwisata Dolphin dan Snorkling di Kawasan Lovina					
7.	Penyedia jasa wisata tidak pernah lupa memberikan 3S (Senyum, Sapa, dan Salam) kepada konsumen					
8.	Konsumen dilayani dengan ramah dan senyuman					
9.	Penyedia jasa wisata <i>dolphin snorkling</i> memberikan perhatian individual kepada para konsumennya					
10.	Kondisi fasilitas dan transportasi (perahu, alat snorkling) bersih dan layak pakai					
11.	Fasilitas dan transportasi lengkap					

2. Harga

No.	Pertanyaan	Jawaban				
		ST S	TS	N	ST	SS
		1	2	3	4	5
1.	Harga produk yang ditawarkan terjangkau oleh konsumen					
2.	Pada hari tertentu terdapat potongan harga yang ditawarkan kepada konsumen					
3.	Dengan syarat tertentu (min. penumpang boat/perahu) mendapat harga yang lebih murah					
5.	Penetapan harga jual wisata <i>Dolphin Snorkling</i> terbilang konsisten seiring dengan situasi dan kondisi keuangan masyarakat					

3. Kepuasan Konsumen

No.	Pertanyaan	Jawaban				
		STS	TS	N	S	SS
		1	2	3	4	5
1.	Saya merasa puas berwisata <i>Dolphin Snorkling</i> karena sesuai dengan harapan					
2.	Saya merasa puas berwisata <i>Dolphin Snorkling</i> karena pelayanan yang diberikan membuat nyaman					
3.	Saya merasa ingin berkunjung Kembali saat memiliki waktu luang baik Bersama keluarga maupun teman					
4.	Saya bersedia merekomendasikan kepada kerabat, keluarga maupun teman untuk berkunjung dan menikmati wisata <i>Dolphin Snorkling</i>					



Lampiran 02 : Data Responden

Hasil Kuesioner Berdasarkan Jenis Kelamin

No	Jenis Kelamin	Frekuensi	Persentase
1	Laki-Laki	64 orang	55,7%
2	Perempuan	51 orang	44,3%
Total		115 orang	100%

Hasil Kuesioner Berdasarkan Usia

No	Usia	Frekuensi	Persentase
1	17-20 Tahun	89 orang	77,4%
2	21-25 Tahun	5 orang	4,3%
3	26-30 Tahun	5 orang	4,3%
4	30-35 Tahun	10 orang	8,7%
5	<50 Tahun	6 orang	5,2%
Total		100 orang	100%



Lampiran 03 : Hasil Pernyataan Responden Variabel Kualitas Pelayanan dan Harga terhadap Kepuasan Konsumen Objek Wisata Lovina

No	Kualitas Pelayanan					Total X1
	X1.1	X1.2	X1.3	X1.4	X1.5	
1.	4	4	4	4	4	20
2.	4	4	4	4	5	21
3.	4	5	5	5	5	24
4.	5	4	5	4	5	23
5.	4	4	4	4	4	20
6.	4	4	5	5	5	23
7.	5	5	5	5	5	25
8.	5	5	5	5	5	25
9.	4	5	4	3	5	21
10.	4	4	4	4	4	20
11.	3	3	4	4	4	18
12.	4	4	4	3	4	19
13.	3	4	4	4	4	19
14.	3	4	4	4	3	18
15.	3	3	3	3	3	15
16.	5	5	5	5	4	24
17.	4	5	5	5	5	24
18.	4	4	4	4	4	20
19.	4	4	4	4	4	20
20.	4	5	5	5	4	23
21.	5	5	5	5	5	25
22.	4	4	3	3	4	18
23.	5	5	4	4	5	23

24.	3	3	4	3	3	16
25.	3	4	3	4	5	19
26.	4	4	4	4	4	20
27.	5	5	5	5	5	25
28.	4	4	4	4	4	20
29.	4	4	3	4	4	19
30.	4	5	3	4	5	21
31.	5	4	4	5	4	22
32.	4	4	4	4	5	21
33.	5	5	5	5	5	25
34.	4	4	3	3	3	17
35.	5	5	5	5	5	25
36.	4	4	4	4	4	20
37.	5	5	5	5	5	25
38.	5	5	5	5	5	25
39.	4	4	4	4	4	20
40.	4	4	4	4	4	20
41.	5	5	5	5	5	25
42.	5	5	5	5	5	25
43.	5	5	5	5	5	25
44.	5	5	5	5	5	25

45.	4	4	4	4	4	20
46.	4	4	4	4	4	20
47.	4	4	4	4	4	20
48.	5	5	5	5	5	25
49.	5	4	4	4	4	21
50.	4	5	4	5	5	23
51.	4	4	3	3	4	18
52.	4	4	4	4	4	20
53.	4	4	4	4	4	20
54.	4	3	3	4	3	17
55.	4	4	4	4	4	20
56.	4	4	4	4	4	20
57.	5	4	4	4	5	22
58.	4	4	5	4	5	22
59.	4	4	3	3	3	17
60.	4	4	4	3	4	19
61.	4	4	4	3	4	19
62.	4	4	4	4	3	19
63.	4	4	4	4	4	20
64.	4	4	4	3	3	18
65.	4	4	5	3	3	19

66.	4	4	5	4	4	21
67.	4	4	5	4	3	20
68.	4	4	5	4	3	20
69.	4	4	4	4	3	19
70.	5	5	5	5	5	25
71.	5	5	5	5	4	24
72.	4	3	3	3	4	17
73.	4	4	5	4	5	22
74.	4	4	4	4	3	19
75.	4	4	5	4	3	20
76.	4	4	3	3	4	18
77.	5	5	5	5	5	25
78.	5	5	4	5	4	23
79.	4	4	4	4	4	20
80.	4	3	2	3	4	16
81.	3	4	3	2	4	16
82.	3	4	2	4	3	16
83.	3	4	2	4	4	17
84.	4	4	3	4	5	20
85.	5	5	5	5	5	25

86.	4	4	4	4	4	20
87.	4	4	4	4	4	20
88.	4	4	4	4	3	19
89.	4	4	4	4	4	20
90.	4	4	5	4	3	20
91.	3	4	4	3	4	18
92.	4	5	4	4	4	21
93.	5	3	4	3	4	19
94.	4	3	4	3	4	18
95.	3	4	3	4	4	18
96.	4	3	2	1	3	13
97.	5	4	1	4	4	18
98.	4	3	3	4	4	18
99.	5	5	4	3	3	20
100.	4	4	5	3	4	20
101.	3	4	2	4	4	17
102.	3	4	3	4	4	18
103.	4	5	4	4	4	21
104.	3	3	1	4	4	15
105.	4	4	4	4	4	20

106.	5	4	4	4	4	21
107.	4	3	4	4	4	19
108.	4	4	4	4	5	21
109.	4	3	4	4	5	20
110.	4	4	1	3	5	17

No	Harga			Total X2
	X2.1	X2.2	X2.3	
1.	3	4	4	11
2.	5	5	5	15
3.	4	5	4	13
4.	5	5	4	14
5.	5	4	4	13
6.	3	5	5	13
7.	5	5	5	15
8.	5	5	5	15
9.	4	5	5	14
10.	4	4	4	12
11.	3	3	3	9
12.	4	4	4	12
13.	4	4	4	12
14.	3	3	4	10
15.	4	5	5	14
16.	4	4	5	13
17.	5	5	5	15
18.	3	4	4	11
19.	4	4	4	12

20.	4	4	4	12
21.	5	5	5	15
22.	3	2	3	8
23.	5	5	5	15
24.	4	4	4	12
25.	4	5	4	13
26.	4	4	4	12
27.	5	5	5	15
28.	4	4	4	12
29.	4	4	4	12
30.	4	4	5	13
31.	5	4	5	14
32.	5	5	5	15
33.	5	5	5	15
34.	4	5	5	14
35.	5	5	5	15
36.	4	5	5	14
37.	5	5	5	15
38.	5	5	5	15
39.	4	3	3	10
40.	5	5	4	14
41.	5	5	5	15
42.	5	5	5	15
43.	5	5	5	15
44.	5	5	5	15
45.	4	4	4	12
46.	4	4	4	12
47.	4	3	4	11
48.	5	5	5	15
49.	4	4	4	12
50.	4	5	5	14

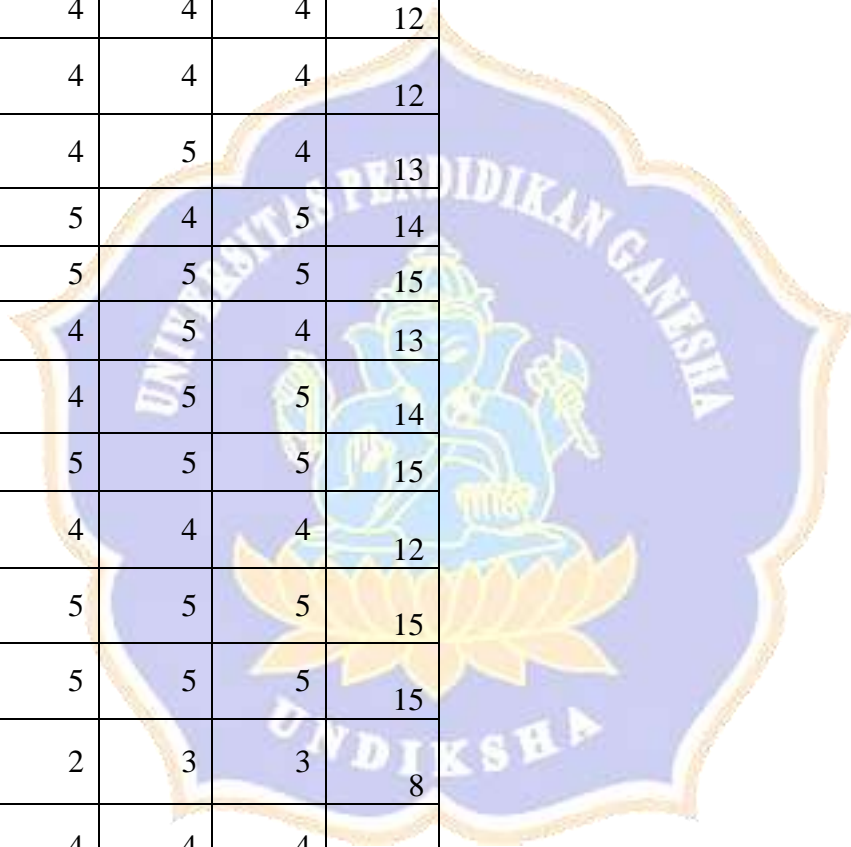
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58.	4	4	5	13
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60.	4	4	4	12
61.	3	4	4	11
62.	4	4	5	13
63.	3	5	5	13
64.	3	5	5	13
65.	4	5	5	14
66.	3	5	5	13
67.	4	5	5	14
68.	4	5	5	14
69.	2	4	5	11
70.	5	5	5	15
71.	5	5	5	15
72.	4	3	3	10
73.	5	5	4	14
74.	5	5	5	15
75.	4	5	5	14
76.	4	4	4	12
77.	4	4	4	12
78.	5	5	4	14
79.	4	4	4	12
80.	3	5	4	12
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82.	4	4	3	11
83.	3	5	4	12
84.	5	5	4	14
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86.	3	4	4	11
87.	4	4	4	12
88.	4	4	4	12
89.	4	4	4	12
90.	3	4	5	12
91.	3	4	4	11
92.	4	4	5	13
93.	4	4	3	11
94.	4	5	3	12
95.	3	4	5	12
96.	4	4	5	13
97.	4	4	4	12
98.	3	4	4	11
99.	4	3	4	11
100.	3	4	4	11
101.	5	5	4	14
102.	4	3	4	11
103.	3	4	5	12
104.	4	5	3	12
105.	4	3	4	11
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107.	3	5	2	10
108.	2	5	4	11
109.	4	3	5	12
110.	5	4	5	14

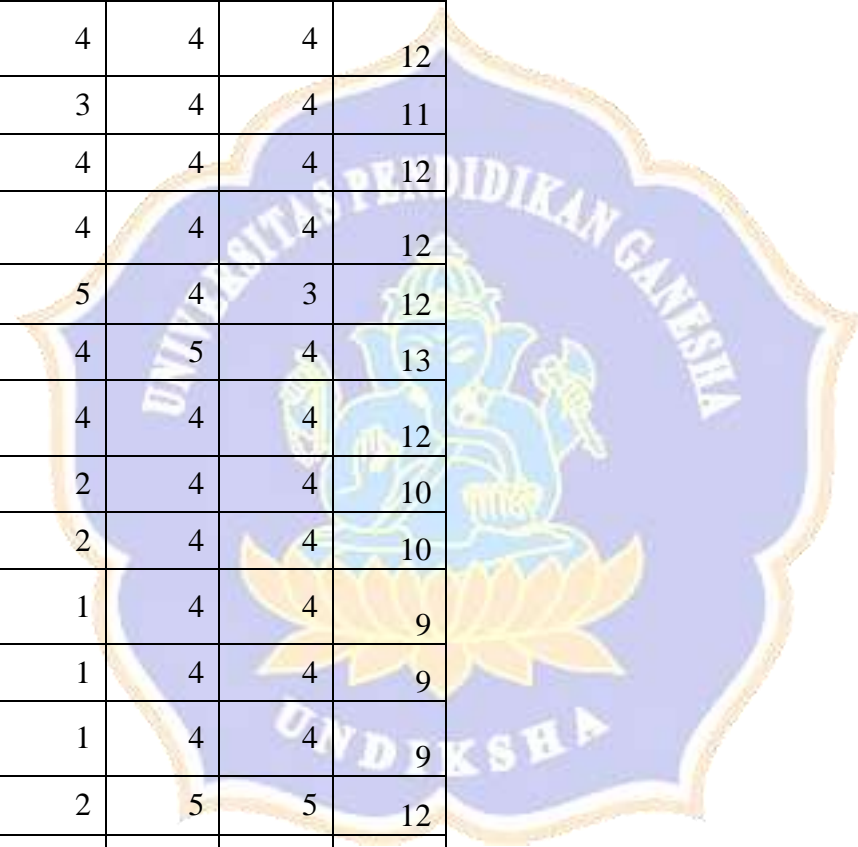
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	Y.1	Y.2	Y.3	

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2.	5	4	5	14
3.	2	5	5	12
4.	5	4	5	14
5.	4	4	4	12
6.	4	4	4	12
7.	5	5	5	15
8.	4	5	4	13
9.	3	4	3	10
10.	4	4	4	12
11.	4	3	3	10
12.	3	4	4	11
13.	4	2	2	8
14.	4	4	5	13
15.	3	5	5	13
16.	4	5	4	13
17.	5	5	5	15
18.	4	4	4	12
19.	4	4	4	12
20.	4	4	5	13
21.	5	5	5	15

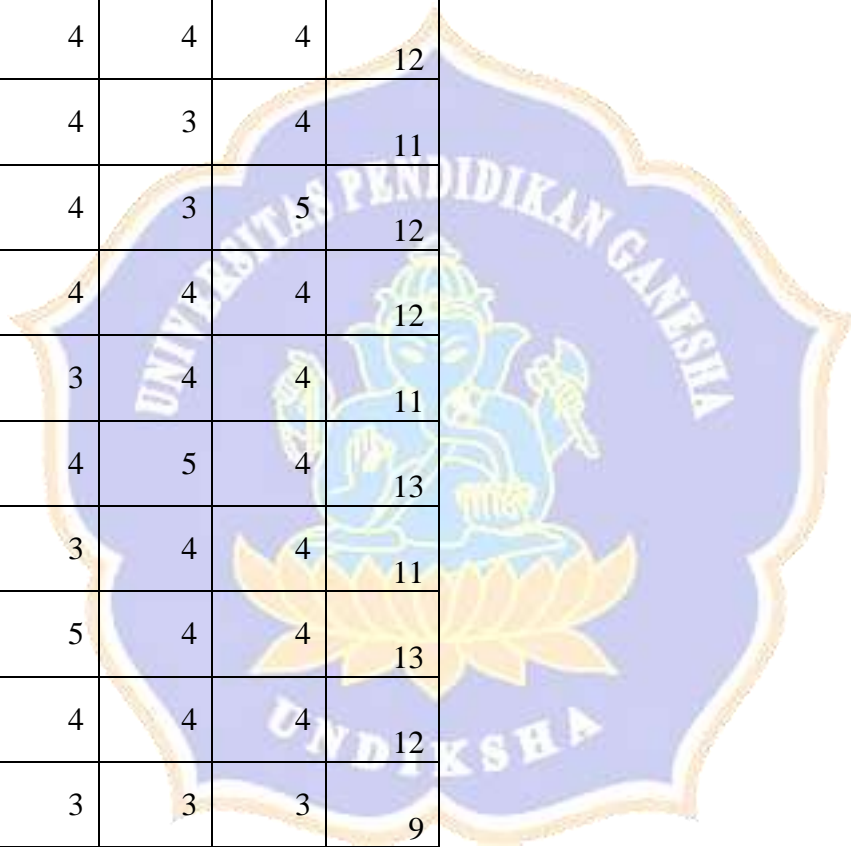
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27.	3	3	4	10
28.	4	4	4	12
29.	4	4	4	12
30.	4	5	4	13
31.	5	4	5	14
32.	5	5	5	15
33.	4	5	4	13
34.	4	5	5	14
35.	5	5	5	15
36.	4	4	4	12
37.	5	5	5	15
38.	5	5	5	15
39.	2	3	3	8
40.	4	4	4	12
41.	5	5	5	15
42.	5	5	5	15
43.	5	5	5	15
44.	5	5	5	15
45.	4	4	4	12



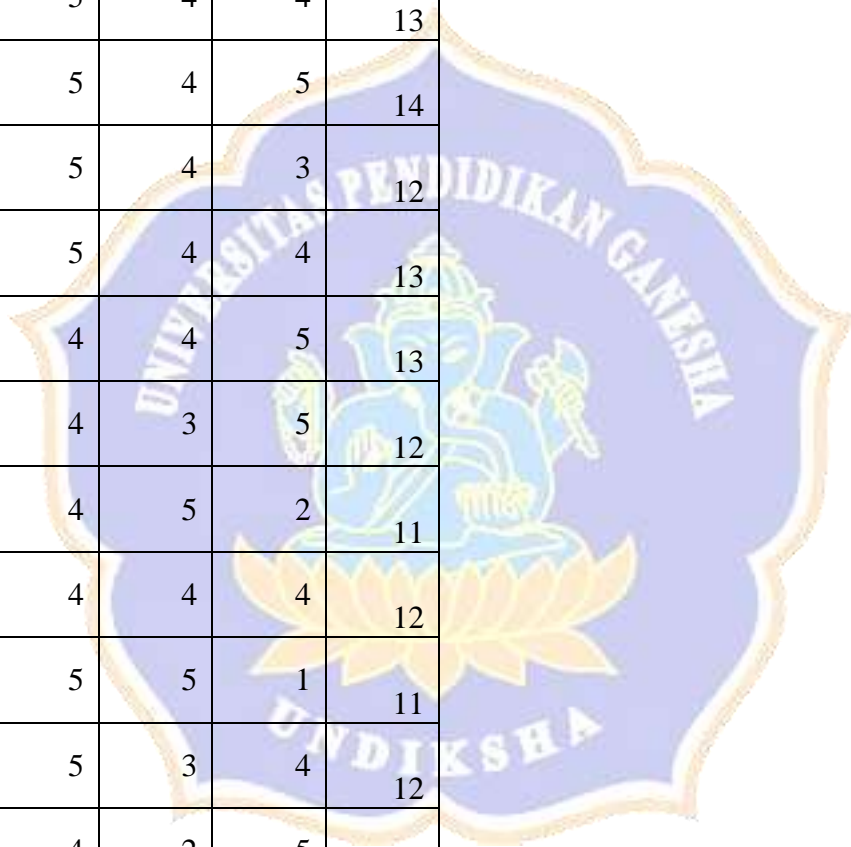
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51.	4	4	4	12
52.	3	3	4	10
53.	4	4	4	12
54.	3	4	4	11
55.	4	4	4	12
56.	4	4	4	12
57.	5	4	3	12
58.	4	5	4	13
59.	4	4	4	12
60.	2	4	4	10
61.	2	4	4	10
62.	1	4	4	9
63.	1	4	4	9
64.	1	4	4	9
65.	2	5	5	12
66.	2	4	5	11
67.	2	4	4	10
68.	2	5	5	12
69.	4	4	3	11
70.	5	5	5	15
71.	5	5	5	15
72.	4	4	4	12



73.	4	4	4	12
74.	4	4	3	11
75.	3	4	4	11
76.	3	3	3	9
77.	4	5	4	13
78.	5	4	4	13
79.	4	4	4	12
80.	4	3	4	11
81.	4	3	5	12
82.	4	4	4	12
83.	3	4	4	11
84.	4	5	4	13
85.	3	4	4	11
86.	5	4	4	13
87.	4	4	4	12
88.	3	3	3	9
89.	4	4	4	12
90.	3	4	5	12
91.	4	3	4	11
92.	4	3	4	11
93.	4	3	4	11



94.	4	3	4	11
95.	4	4	4	12
96.	4	5	4	13
97.	4	4	5	13
98.	3	5	3	11
99.	5	4	4	13
100.	5	4	5	14
101.	5	4	3	12
102.	5	4	4	13
103.	4	4	5	13
104.	4	3	5	12
105.	4	5	2	11
106.	4	4	4	12
107.	5	5	1	11
108.	5	3	4	12
109.	4	2	5	11
110.	3	4	3	10



Lampiran 04 : Hasil Output SPSS

Uji Deskriptif

Statistics

USIA

N	Valid	110
	Missing	0

USIA

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	86	78.2	78.2	78.2
2.00	5	4.5	4.5	82.7
3.00	5	4.5	4.5	87.3
4.00	10	9.1	9.1	96.4
5.00	4	3.6	3.6	100.0
Total	110	100.0	100.0	

Statistics

JENISKELAMIN

N	Valid	110
	Missing	0

JENISKELAMIN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	61	55.5	55.5	55.5
2.00	49	44.5	44.5	100.0
Total	110	100.0	100.0	

Uji Reabilitas (X1)**Reliability Statistics**

Cronbach's Alpha	N of Items
.801	5

Item Statistics

	Mean	Std. Deviation	N
X1.1	4.1273	.56029	110
X1.2	4.1000	.62000	110
X1.3	4.0636	.66742	110
X1.4	4.0364	.68973	110
X1.5	4.1636	.67085	110

Uji Reabilitas (X2)**Reliability Statistics**

Cronbach's Alpha	N of Items
.847	3

Item Statistics

	Mean	Std. Deviation	N
X2.1	3.8545	.63298	110
X2.2	4.2000	.58733	110
X2.3	4.4364	.51629	110

Uji Reabilitas (Y)**Reliability Statistics**

Cronbach's Alpha	N of Items

.768	3
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Item Statistics

	Mean	Std. Deviation	N
Y1	3.9182	.65149	110
Y2	4.1273	.59214	110
Y3	4.2000	.63246	110

Uji Validitas

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1
X1.1	Pearson Correlation	1	.518**	.420**	.391**	.261**	.670**
	Sig. (2-tailed)		.000	.000	.000	.006	.000
	N	110	110	110	110	110	110
X1.2	Pearson Correlation	.518**	1	.539**	.528**	.401**	.793**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	110	110	110	110	110	110
X1.3	Pearson Correlation	.420**	.539**	1	.573**	.284**	.759**
	Sig. (2-tailed)	.000	.000		.000	.003	.000
	N	110	110	110	110	110	110
X1.4	Pearson Correlation	.391**	.528**	.573**	1	.542**	.826**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	110	110	110	110	110	110
X1.5	Pearson Correlation	.261**	.401**	.284**	.542**	1	.679**
	Sig. (2-tailed)	.006	.000	.003	.000		.000
	N	110	110	110	110	110	110
X1	Pearson Correlation	.670**	.793**	.759**	.826**	.679**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	110	110	110	110	110	110

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

Correlations

	X2.1	X2.2	X2.3	X2
Pearson Correlation	1	.671**	.589**	.873**
X2.1 Sig. (2-tailed)		.000	.000	.000
N	110	110	110	110
Pearson Correlation	.671**	1	.708**	.903**
X2.2 Sig. (2-tailed)	.000		.000	.000
N	110	110	110	110
Pearson Correlation	.589**	.708**	1	.856**
X2.3 Sig. (2-tailed)	.000	.000		.000
N	110	110	110	110
Pearson Correlation	.873**	.903**	.856**	1
X2 Sig. (2-tailed)	.000	.000	.000	
N	110	110	110	110

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

Correlations

	Y1	Y2	Y3	Y
Pearson Correlation	1	.527**	.441**	.801**
Y1 Sig. (2-tailed)		.000	.000	.000
N	110	110	110	110
Pearson Correlation	.527**	1	.617**	.854**
Y2 Sig. (2-tailed)	.000		.000	.000
N	110	110	110	110
Pearson Correlation	.441**	.617**	1	.828**
Y3 Sig. (2-tailed)	.000	.000		.000
N	110	110	110	110
Pearson Correlation	.801**	.854**	.828**	1
Y Sig. (2-tailed)	.000	.000	.000	
N	110	110	110	110

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

Determinasi R

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.763 ^a	.582	.574	1.01251	.582	74.464	2	107	.000

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	152.679	2	76.339	74.464	.000 ^b
	Residual	109.694	107	1.025		
	Total	262.373	109			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

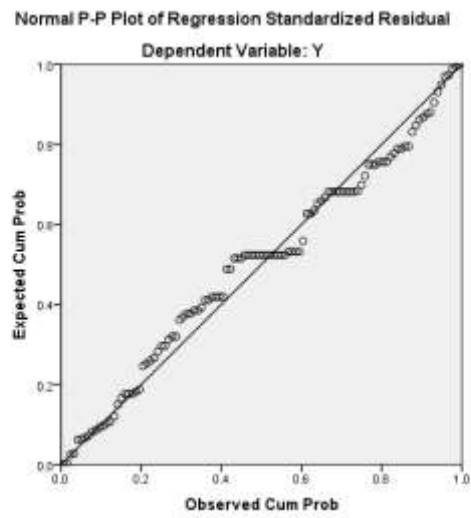
Uji T dan Uji Multikolinieritas

Coefficients^a

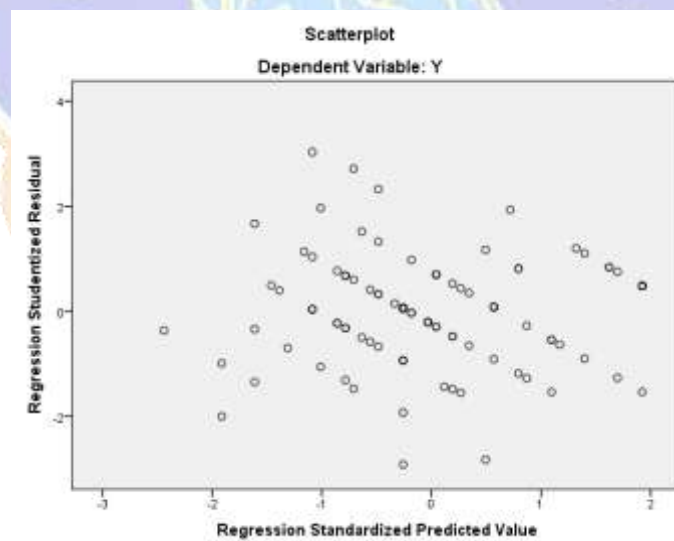
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.614	.880		1.835	.069					
	X1	.356	.059	.551	6.062	.000	.741	.506	.379	.473	2.114
	X2	.267	.092	.262	2.886	.005	.662	.269	.180	.473	2.114

a. Dependent Variable: Y

Uji Normalitas



Uji Heteroskedastisitas



Sampel Kecil

Uji Reabilitas (X1)

Reliability Statistics

Cronbach's Alpha	N of Items

.885	5
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Item Statistics

	Mean	Std. Deviation	N
X1.1	4.1333	.62881	30
X1.2	4.2333	.67891	30
X1.3	4.1667	.64772	30
X1.4	4.2000	.76112	30
X1.5	4.3667	.66868	30

Uji Reabilitas (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.878	3

Item Statistics

	Mean	Std. Deviation	N
X2.1	4.0333	.66868	30
X2.2	4.3000	.65126	30
X2.3	4.5667	.50401	30

Uji Reabilitas (Y)

Reliability Statistics

Cronbach's Alpha	N of Items

.729	3
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Item Statistics

	Mean	Std. Deviation	N
Y1	4.0667	.69149	30
Y2	4.3000	.74971	30
Y3	4.2000	.76112	30

Uji Validitas

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1
X1.1	Pearson Correlation	1	.813**	.621**	.591**	.454*	.832**
	Sig. (2-tailed)		.000	.000	.001	.012	.000
	N	30	30	30	30	30	30
X1.2	Pearson Correlation	.813**	1	.693**	.574**	.565**	.874**
	Sig. (2-tailed)	.000		.000	.001	.001	.000
	N	30	30	30	30	30	30
X1.3	Pearson Correlation	.621**	.693**	1	.769**	.491**	.863**
	Sig. (2-tailed)	.000	.000		.000	.006	.000
	N	30	30	30	30	30	30
X1.4	Pearson Correlation	.591**	.574**	.769**	1	.528**	.845**
	Sig. (2-tailed)	.001	.001	.000		.003	.000
	N	30	30	30	30	30	30
X1.5	Pearson Correlation	.454*	.565**	.491**	.528**	1	.733**
	Sig. (2-tailed)	.012	.001	.006	.003		.000
	N	30	30	30	30	30	30
X1	Pearson Correlation	.832**	.874**	.863**	.845**	.733**	1

Sig. (2-tailed)	.000	.000	.000	.000	.000	
N	30	30	30	30	30	30

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

* . Correlation is significant at the 0.05 level (2-tailed).

Correlations

	X2.1	X2.2	X2.3	X2
Pearson Correlation	1	.768**	.658**	.911**
X2.1 Sig. (2-tailed)		.000	.000	.000
N	30	30	30	30
Pearson Correlation	.768**	1	.725**	.929**
X2.2 Sig. (2-tailed)	.000		.000	.000
N	30	30	30	30
Pearson Correlation	.658**	.725**	1	.860**
X2.3 Sig. (2-tailed)	.000	.000		.000
N	30	30	30	30
Pearson Correlation	.911**	.929**	.860**	1
X2 Sig. (2-tailed)	.000	.000	.000	
N	30	30	30	30

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

Correlations

	Y1	Y2	Y3	Y
Pearson Correlation	1	.426*	.367*	.727**
Y1 Sig. (2-tailed)		.019	.046	.000
N	30	30	30	30

	Pearson Correlation	.426*	1	.616**	.853**
Y2	Sig. (2-tailed)	.019		.000	.000
	N	30	30	30	30
	Pearson Correlation	.367*	.616**	1	.832**
Y3	Sig. (2-tailed)	.046	.000		.000
	N	30	30	30	30
	Pearson Correlation	.727**	.853**	.832**	1
Y	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

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

