



Lampiran 1. Surat Izin Penelitian
Surat Permohonan Data Penelitian di Objek Wisata Rumah Konservasi
Kunang-Kunang Desa Taro



KEMENTERIAN PENDIDIKAN, KEBUDAYAAN,
 RISET, DAN TEKNOLOGI
UNIVERSITAS PENDIDIKAN GANESHA
FAKULTAS EKONOMI

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 Website : <http://www.fe.undiksha.ac.id/>

Nomor : 2164/UN48.13.1/DL/2023

Singaraja, 22 November 2023

Lamp. : -

Hal : *Permohonan Data dan Penelitian*

Kepada Yth. **Kepala Rumah Konservasi Kunang-Kunang**
 di-
 Tempat

Dengan Hormat,

Wakil Dekan I Fakultas Ekonomi Universitas Pendidikan Ganesha menerangkan bahwa mahasiswa/i tersebut dibawah ini :

| | |
|----------------|------------------------------------|
| Nama | : Ni Putu Krisnayani Prema Savitri |
| NIM. | : 2017041230 |
| Fakultas | : Ekonomi |
| Jurusan/Prodi. | : Manajemen/Manajemen |

Bermaksud mengadakan penelitian lapangan untuk menempuh atau menyusun tugas akhir, skripsi dan melengkapi tugas lainnya. Sehubungan dengan hal tersebut, kami mohon izin agar mahasiswa kami dapat diterima dan diberikan data di tempat yang Bapak/Ibu/Sdr. Pimpin.

Demikian surat ini kami buat agar bisa digunakan sebagaimana mestinya. Atas perhatian dan kerjasamanya, kami sampaikan terima kasih.

a.n. Dekan,
 Wakil Dekan I,



Dr. Dra. Ni Made Suci, M. Si.
 NIP. 196810291993032001



Balai
 Sertifikasi
 Elektronik

Catatan :

- UU ITE No. 11 Tahun 2008 Pasal 5 ayat 1 "Informasi Elektronik dan/atau Dokumen Elektornik dan/atau hasil cetaknya merupakan alat bukti hukum yang sah"
- Dokumen ini tertanda ditandatangani secara elektronik menggunakan sertifikat elektronik yang diterbitkan BsrE
- Surat ini dapat dibuktikan keasliannya dengan menggunakan *qr code* yang telah tersedia

Lampiran 2. Kuesioner Penelitian

KUESIONER PENELITIAN

Pengaruh Kualitas Pelayanan dan Customer Experience terhadap Kepuasan Pelanggan Objek Wisata Rumah Konservasi Kunang-Kunang Desa Taro

Kepada

Yth. Bapak/Ibu/Saudara

Hal: Pengisian Kuesioner

Dengan hormat,

Dalam rangka menyelesaikan studi di Universitas Pendidikan Ganesha pada Jurusan Manajemen, dengan ini saya Ni Putu Krisnayani Prema Savitri mahasiswa prodi S1 Manajemen melakukan penelitian dengan memberikan beberapa daftar pertanyaan. Daftar pertanyaan ini yang dibuat dengan maksud mengumpulkan data dalam rangka penyusunan Skripsi yang berjudul **“Pengaruh Kualitas Pelayanan dan *Customer Experience* terhadap Kepuasan Pelanggan Objek Wisata Rumah Konservasi Kunang-Kunang Desa Taro”**.

Dengan demikian, Saya mohon kesediaan Bapak/Ibu/Saudara berkenan mengisi kuesioner ini. Atas kesediaan Bapak/Ibu/Saudara yang turut berpartisipasi dalam mengisi kuesioner penelitian ini, Saya ucapkan terima kasih.

Singaraja, 24 Juni 2024

Ni Putu Krisnayani Prema
Savitri

NIM. NIM 2017041230

I. Petunjuk Pengisian

Berikut ini merupakan pernyataan-pernyataan yang mewakili pendapatan pendapatan umum mengenai Bapak/Ibu/Saudara. Tidak ada pernyataan benar atau salah. Bapak/Ibu mungkin saja setuju atau tidak setuju dengan pernyataan tersebut. Kami ingin mengetahui seberapa jauh Bapak/Ibu/Saudara setuju atau tidak setuju terhadap pernyataan tersebut dengan memberi checklist (✓) pada pilihan yang tersedia sebagai berikut:

| Keterangan | Kategori Jawaban | Bobot Nilai |
|---------------------|------------------|-------------|
| Sangat Setuju | SS | 5 |
| Setuju | S | 4 |
| Netral | N | 3 |
| Tidak Setuju | TS | 2 |
| Sangat Tidak Setuju | STS | 1 |

II. Identitas Responden

Nama :
 Jenis Kelamin : () Laki-laki
 () Perempuan
 Usia :

III. Pernyataan

Berilah tanda (✓) pada salah satu jawaban yang sesuai menurut Bapak/Ibu/Saudara.

1. Variabel Kepuasan Pelanggan

| No | Pertanyaan | Jawaban | | | | |
|----|--|---------|----|---|---|----|
| | | STS | TS | N | S | SS |
| 1 | Saya memutuskan berkunjung ke Objek Wisata Rumah Konservasi Kunang-Kunang Desa Taro karena tempatnya yang asri, alami, dan informatif. | | | | | |
| 2 | Saya akan merekomendasikan Objek Wisata Rumah Konservasi Kunang-Kunang | | | | | |

| | | | | | | |
|---|--|--|--|--|--|--|
| | Desa Taro karena tempatnya asri, alami, dan informatif. | | | | | |
| 3 | Objek Wisata Rumah Konservasi Kunang-Kunang Desa Taro responsif dalam menerima saran dan menangani keluhan dari pelanggan. | | | | | |

2. Variabel Kualitas Pelayanan

| No | Pertanyaan | Jawaban | | | | |
|----|--|---------|----|---|---|----|
| | | STS | TS | N | S | SS |
| 1. | Ojek Wisata Rumah Konservasi Kunang-Kunang Desa Taro menyajikan suasana yang asri dan alami. | | | | | |
| 2. | Pengunjung dapat dengan mudah mengakses informasi mengenai Objek Wisata Rumah Konservasi Kunang-Kunang di Desa Taro. | | | | | |
| 3. | Karyawan Objek Wisata Rumah Konservasi Kunang-Kunang Desa Taro cepat tanggap dalam melayani pengunjung. | | | | | |
| 4. | Karyawan Objek Wisata Rumah Konservasi Kunang-Kunang di Desa Taro mampu menjalin komunikasi yang baik dengan pengunjung. | | | | | |
| 5. | Pengunjung Objek Wisata Rumah Konservasi Kunang-Kunang mendapatkan manfaat edukasi. | | | | | |

3. Variabel *Customer Experience*

| No | Pertanyaan | Jawaban | | | | |
|----|--|---------|----|---|---|----|
| | | STS | TS | N | S | SS |
| 1. | Tata ruang Objek Wisata Rumah Konservasi Kunang-Kunang Desa Taro asri dan alami. | | | | | |
| 2. | Karyawan Objek Wisata Rumah Konservasi Kunang- | | | | | |

| | | | | | | |
|----|--|--|--|--|--|--|
| | Kunang Desa Taro memberikan pelayanan yang ramah, responsif, dan informatif. | | | | | |
| 3. | Harga fasilitas wisata yang ditawarkan oleh Objek Wisata Rumah Konservasi Kunang-Kunang Desa Taro terjangkau. | | | | | |
| 4. | isata Rumah Konservasi Kunang-Kunang Desa Taro memberikan kesempatan padapengunjung untuk mengeksplorasi hal baru. | | | | | |
| 5. | Objek Wisata Rumah Konservasi Kunang-Kunang Desa Taro memberikan pengalaman yang unik dan edukatif. | | | | | |



Lampiran 3. Tabulasi Data

Tabulasi Data Pelanggan Objek Wisata Rumah Konservasi Kunang-Kunang Desa Taro

| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | TOTAL_X1 | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | TOTAL_X2 | Y.1 | Y.2 | Y.3 | TOTAL_Y |
|------|------|------|------|------|----------|------|------|------|------|------|----------|-----|-----|-----|---------|
| 4 | 5 | 5 | 5 | 4 | 23 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 15 |
| 5 | 4 | 4 | 5 | 5 | 23 | 4 | 5 | 5 | 5 | 5 | 24 | 2 | 2 | 2 | 6 |
| 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 5 | 4 | 13 |
| 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 12 |
| 5 | 5 | 3 | 5 | 5 | 23 | 4 | 4 | 2 | 2 | 4 | 16 | 4 | 4 | 3 | 11 |
| 5 | 5 | 4 | 5 | 5 | 24 | 3 | 4 | 4 | 2 | 5 | 18 | 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 4 | 4 | 20 | 3 | 4 | 4 | 4 | 3 | 18 | 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 3 | 4 | 5 | 4 | 20 | 4 | 3 | 5 | 12 |
| 4 | 5 | 4 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 4 | 4 | 12 |
| 5 | 4 | 4 | 4 | 4 | 21 | 3 | 4 | 4 | 3 | 4 | 18 | 5 | 4 | 5 | 14 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 4 | 4 | 4 | 21 | 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 5 | 5 | 3 | 22 | 5 | 5 | 5 | 15 |
| 4 | 5 | 4 | 4 | 3 | 20 | 4 | 5 | 5 | 5 | 4 | 23 | 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 5 | 5 | 22 | 3 | 5 | 3 | 4 | 3 | 18 | 5 | 4 | 5 | 14 |
| 1 | 3 | 3 | 4 | 5 | 16 | 2 | 4 | 4 | 4 | 4 | 18 | 4 | 4 | 4 | 12 |
| 1 | 5 | 5 | 5 | 5 | 21 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 5 | 5 | 15 |
| 3 | 3 | 3 | 4 | 5 | 18 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 12 |
| 4 | 5 | 4 | 4 | 4 | 21 | 5 | 5 | 3 | 4 | 5 | 22 | 5 | 5 | 5 | 15 |
| 4 | 4 | 3 | 3 | 4 | 18 | 4 | 5 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 15 |
| 3 | 3 | 3 | 4 | 4 | 17 | 3 | 4 | 2 | 4 | 4 | 17 | 4 | 3 | 3 | 10 |

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| 4 | 4 | 3 | 3 | 3 | 17 | 5 | 2 | 4 | 4 | 3 | 18 | 3 | 3 | 4 | 10 |
| 5 | 5 | 5 | 5 | 5 | 25 | 1 | 5 | 5 | 5 | 5 | 21 | 5 | 5 | 5 | 15 |
| 4 | 5 | 3 | 4 | 4 | 20 | 4 | 5 | 4 | 5 | 5 | 23 | 5 | 5 | 5 | 15 |
| 3 | 3 | 2 | 2 | 2 | 12 | 4 | 5 | 5 | 4 | 5 | 23 | 5 | 5 | 5 | 15 |
| 5 | 5 | 4 | 5 | 5 | 24 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 5 | 5 | 22 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 5 | 5 | 15 |
| 4 | 5 | 4 | 4 | 4 | 21 | 2 | 4 | 2 | 2 | 4 | 14 | 5 | 5 | 5 | 15 |
| 3 | 3 | 4 | 3 | 4 | 17 | 3 | 5 | 4 | 4 | 5 | 21 | 4 | 4 | 5 | 13 |
| 2 | 4 | 5 | 4 | 4 | 19 | 3 | 4 | 4 | 4 | 3 | 18 | 4 | 4 | 4 | 12 |
| 5 | 4 | 3 | 4 | 5 | 21 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 4 | 4 | 20 | 3 | 4 | 4 | 4 | 3 | 18 | 3 | 3 | 4 | 10 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 5 | 5 | 4 | 23 | 3 | 3 | 3 | 9 |
| 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 2 | 3 | 17 | 2 | 2 | 3 | 7 |
| 5 | 5 | 5 | 5 | 5 | 25 | 4 | 5 | 4 | 5 | 4 | 22 | 5 | 5 | 5 | 15 |
| 5 | 5 | 4 | 4 | 3 | 21 | 4 | 4 | 3 | 3 | 4 | 18 | 5 | 5 | 5 | 15 |
| 5 | 4 | 5 | 5 | 5 | 24 | 1 | 5 | 4 | 4 | 4 | 18 | 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 5 | 13 |
| 5 | 5 | 5 | 5 | 5 | 25 | 4 | 3 | 4 | 5 | 4 | 20 | 4 | 5 | 4 | 13 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 12 |
| 4 | 4 | 3 | 3 | 3 | 17 | 4 | 4 | 5 | 4 | 4 | 21 | 5 | 5 | 5 | 15 |
| 4 | 5 | 3 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 12 |
| 5 | 3 | 3 | 4 | 4 | 19 | 3 | 4 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 12 |
| 4 | 4 | 2 | 4 | 4 | 18 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 4 | 12 |
| 4 | 3 | 5 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 5 | 13 |

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| 4 | 4 | 4 | 4 | 4 | 20 | 1 | 5 | 1 | 3 | 3 | 13 | 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 5 | 4 | 21 | 1 | 1 | 1 | 5 | 5 | 13 | 5 | 5 | 5 | 15 |
| 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 3 | 15 | 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 5 | 5 | 25 | 4 | 5 | 4 | 5 | 4 | 22 | 5 | 4 | 5 | 14 |
| 5 | 5 | 5 | 3 | 4 | 22 | 3 | 4 | 4 | 4 | 3 | 18 | 4 | 3 | 4 | 11 |
| 4 | 5 | 4 | 4 | 4 | 21 | 2 | 4 | 3 | 3 | 3 | 15 | 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 4 | 4 | 20 | 3 | 4 | 4 | 4 | 3 | 18 | 5 | 3 | 3 | 11 |
| 2 | 2 | 4 | 4 | 4 | 16 | 5 | 4 | 5 | 5 | 5 | 24 | 4 | 5 | 4 | 13 |
| 4 | 2 | 5 | 5 | 5 | 21 | 4 | 4 | 4 | 5 | 3 | 20 | 5 | 4 | 4 | 13 |
| 4 | 4 | 3 | 3 | 4 | 18 | 4 | 4 | 3 | 3 | 2 | 16 | 3 | 2 | 2 | 7 |
| 4 | 5 | 4 | 5 | 3 | 21 | 5 | 5 | 5 | 5 | 4 | 24 | 4 | 3 | 3 | 10 |
| 4 | 4 | 4 | 4 | 4 | 20 | 3 | 4 | 4 | 4 | 4 | 19 | 5 | 4 | 4 | 13 |
| 4 | 4 | 5 | 5 | 4 | 22 | 3 | 4 | 4 | 5 | 4 | 20 | 4 | 4 | 3 | 11 |
| 4 | 3 | 4 | 4 | 3 | 18 | 4 | 4 | 3 | 3 | 4 | 18 | 4 | 4 | 3 | 11 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 3 | 2 | 4 | 5 | 18 | 3 | 5 | 5 | 13 |
| 5 | 5 | 3 | 5 | 5 | 23 | 3 | 5 | 5 | 4 | 3 | 20 | 5 | 5 | 5 | 15 |
| 5 | 5 | 4 | 4 | 4 | 22 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 12 |
| 3 | 4 | 3 | 5 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 4 | 4 | 20 | 3 | 4 | 4 | 4 | 4 | 19 | 5 | 4 | 4 | 13 |
| 5 | 5 | 4 | 4 | 5 | 23 | 5 | 4 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 15 |
| 3 | 4 | 5 | 5 | 5 | 22 | 4 | 5 | 5 | 5 | 4 | 23 | 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 4 | 5 | 24 | 4 | 4 | 3 | 11 |
| 2 | 4 | 4 | 4 | 4 | 18 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 3 | 3 | 10 |
| 4 | 4 | 3 | 4 | 4 | 19 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 15 |

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| 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 12 |
| 4 | 5 | 5 | 5 | 5 | 24 | 3 | 4 | 4 | 4 | 3 | 18 | 4 | 3 | 3 | 10 |
| 5 | 4 | 5 | 4 | 4 | 22 | 3 | 5 | 4 | 5 | 3 | 20 | 5 | 4 | 4 | 13 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 5 | 3 | 3 | 19 | 5 | 4 | 5 | 14 |
| 4 | 5 | 5 | 5 | 4 | 23 | 4 | 4 | 4 | 4 | 2 | 18 | 4 | 2 | 2 | 8 |
| 2 | 2 | 4 | 4 | 4 | 16 | 5 | 5 | 4 | 3 | 5 | 22 | 5 | 4 | 5 | 14 |
| 4 | 4 | 5 | 3 | 5 | 21 | 4 | 5 | 4 | 4 | 4 | 21 | 5 | 5 | 5 | 15 |
| 4 | 4 | 3 | 4 | 3 | 18 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 12 |
| 4 | 3 | 4 | 4 | 3 | 18 | 2 | 5 | 3 | 3 | 3 | 16 | 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 5 | 5 | 15 |
| 4 | 4 | 3 | 4 | 4 | 19 | 4 | 4 | 5 | 4 | 4 | 21 | 4 | 4 | 4 | 12 |
| 5 | 5 | 4 | 4 | 5 | 23 | 3 | 5 | 4 | 4 | 4 | 20 | 4 | 5 | 4 | 13 |
| 4 | 2 | 3 | 2 | 3 | 14 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 15 |
| 4 | 5 | 4 | 4 | 5 | 22 | 4 | 5 | 5 | 5 | 3 | 22 | 5 | 5 | 5 | 15 |
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| 4 | 4 | 4 | 5 | 5 | 22 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 12 |
| 4 | 2 | 5 | 5 | 5 | 21 | 5 | 5 | 4 | 5 | 5 | 24 | 4 | 4 | 4 | 12 |
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| 4 | 5 | 4 | 5 | 3 | 21 | 3 | 5 | 4 | 4 | 5 | 21 | 4 | 5 | 4 | 13 |
| 4 | 4 | 4 | 4 | 4 | 20 | 3 | 4 | 4 | 4 | 3 | 18 | 5 | 4 | 4 | 13 |
| 4 | 4 | 5 | 5 | 4 | 22 | 4 | 4 | 4 | 3 | 4 | 19 | 3 | 2 | 2 | 7 |
| 4 | 3 | 4 | 4 | 3 | 18 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 3 | 3 | 10 |
| 4 | 4 | 4 | 4 | 4 | 20 | 3 | 4 | 4 | 4 | 3 | 18 | 5 | 4 | 4 | 13 |
| 5 | 5 | 3 | 5 | 5 | 23 | 4 | 5 | 5 | 5 | 4 | 23 | 4 | 4 | 3 | 11 |
| 5 | 5 | 4 | 4 | 4 | 22 | 4 | 4 | 4 | 2 | 3 | 17 | 4 | 4 | 3 | 11 |

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| 3 | 4 | 3 | 5 | 4 | 19 | 4 | 5 | 4 | 5 | 4 | 22 | 3 | 5 | 5 | 13 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 3 | 3 | 4 | 18 | 5 | 5 | 5 | 15 |
| 5 | 5 | 4 | 4 | 5 | 23 | 1 | 5 | 4 | 4 | 4 | 18 | 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 5 | 5 | 25 | 4 | 3 | 4 | 5 | 4 | 20 | 5 | 5 | 5 | 15 |
| 5 | 5 | 3 | 5 | 5 | 23 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 12 |
| 5 | 5 | 4 | 5 | 5 | 24 | 4 | 4 | 4 | 4 | 5 | 21 | 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 4 | 4 | 20 | 3 | 4 | 4 | 3 | 4 | 18 | 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 4 | 4 | 4 | 21 | 4 | 3 | 3 | 10 |
| 4 | 5 | 4 | 4 | 4 | 21 | 4 | 5 | 5 | 5 | 3 | 22 | 3 | 3 | 4 | 10 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 5 | 5 | 4 | 23 | 5 | 5 | 5 | 15 |
| 5 | 4 | 4 | 4 | 4 | 21 | 3 | 5 | 3 | 4 | 3 | 18 | 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 4 | 4 | 20 | 2 | 4 | 4 | 4 | 4 | 18 | 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 5 | 4 | 24 | 4 | 4 | 4 | 12 |
| 4 | 5 | 4 | 4 | 3 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 5 | 5 | 22 | 5 | 5 | 3 | 4 | 5 | 22 | 5 | 5 | 5 | 15 |
| 1 | 3 | 3 | 4 | 5 | 16 | 4 | 5 | 5 | 5 | 5 | 24 | 4 | 4 | 5 | 13 |
| 1 | 5 | 5 | 5 | 5 | 21 | 3 | 4 | 2 | 4 | 4 | 17 | 4 | 4 | 4 | 12 |
| 3 | 3 | 3 | 4 | 5 | 18 | 5 | 2 | 4 | 4 | 3 | 18 | 4 | 4 | 4 | 12 |
| 4 | 5 | 4 | 4 | 4 | 21 | 1 | 5 | 5 | 5 | 5 | 21 | 4 | 4 | 4 | 12 |
| 4 | 4 | 3 | 3 | 4 | 18 | 4 | 5 | 4 | 5 | 5 | 23 | 3 | 3 | 4 | 10 |
| 3 | 3 | 3 | 4 | 4 | 17 | 4 | 5 | 5 | 4 | 5 | 23 | 3 | 3 | 3 | 9 |
| 4 | 4 | 3 | 3 | 3 | 17 | 4 | 4 | 4 | 4 | 4 | 20 | 2 | 2 | 3 | 7 |
| 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 5 | 5 | 15 |
| 4 | 5 | 3 | 4 | 4 | 20 | 2 | 4 | 2 | 2 | 4 | 14 | 5 | 5 | 5 | 15 |

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| 3 | 3 | 2 | 2 | 2 | 12 | 3 | 5 | 4 | 4 | 5 | 21 | 5 | 5 | 5 | 15 |
| 5 | 5 | 4 | 5 | 5 | 24 | 3 | 4 | 4 | 4 | 3 | 18 | 4 | 4 | 5 | 13 |
| 4 | 4 | 4 | 5 | 5 | 22 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 5 | 4 | 13 |
| 4 | 5 | 4 | 4 | 4 | 21 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 12 |
| 3 | 3 | 4 | 3 | 4 | 17 | 3 | 4 | 4 | 4 | 3 | 18 | 5 | 5 | 5 | 15 |
| 2 | 4 | 5 | 4 | 4 | 19 | 4 | 5 | 5 | 5 | 4 | 23 | 4 | 4 | 4 | 12 |
| 5 | 4 | 3 | 4 | 5 | 21 | 4 | 4 | 4 | 2 | 3 | 17 | 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 4 | 5 | 4 | 22 | 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 3 | 3 | 4 | 18 | 4 | 4 | 5 | 13 |



Lampiran 4. Hasil Uji Validitas Data Sampel Kecil

Hasil Uji Validitas Objek Wisata Rumah Konservasi Kunang-Kunang Desa

Taro (130 Sampel)

1. Variabel Kualitas Pelayanan (X_1)

| | | Correlations | | | | | Kualitas Layanan |
|-----------------------|---------------------|--------------|--------|--------|--------|--------|---------------------|
| | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | |
| X1.1 | Pearson Correlation | 1 | .457* | .105 | .301 | .097 | .619** |
| | Sig. (2-tailed) | | .011 | .582 | .106 | .608 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | .457* | 1 | .515** | .535** | .219 | .756** |
| | Sig. (2-tailed) | .011 | | .004 | .002 | .245 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | .105 | .515** | 1 | .608** | .385* | .688** |
| | Sig. (2-tailed) | .582 | .004 | | .000 | .036 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.4 | Pearson Correlation | .301 | .535** | .608** | 1 | .784** | .872** |
| | Sig. (2-tailed) | .106 | .002 | .000 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.5 | Pearson Correlation | .097 | .219 | .385* | .784** | 1 | .656** |
| | Sig. (2-tailed) | .608 | .245 | .036 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| Kualitas Pelayanan | Pearson Correlation | .619** | .756** | .688** | .872** | .656** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |

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

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

2. Variabel *Customer Experience* (X_2)

| | | Correlations | | | | | Kualitas Layanan |
|------|---------------------|--------------|-------|------|------|------|---------------------|
| | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | |
| X1.1 | Pearson Correlation | 1 | .457* | .105 | .301 | .097 | .619** |
| | Sig. (2-tailed) | | .011 | .582 | .106 | .608 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |

| | | | | | | | |
|------------------|---------------------|--------|--------|--------|--------|--------|--------|
| X1.2 | Pearson Correlation | .457* | 1 | .515** | .535** | .219 | .756** |
| | Sig. (2-tailed) | .011 | | .004 | .002 | .245 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | .105 | .515** | 1 | .608** | .385* | .688** |
| | Sig. (2-tailed) | .582 | .004 | | .000 | .036 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.4 | Pearson Correlation | .301 | .535** | .608** | 1 | .784** | .872** |
| | Sig. (2-tailed) | .106 | .002 | .000 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.5 | Pearson Correlation | .097 | .219 | .385* | .784** | 1 | .656** |
| | Sig. (2-tailed) | .608 | .245 | .036 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| Kualitas Layanan | Pearson Correlation | .619** | .756** | .688** | .872** | .656** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |

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

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



3. Variabel Kepuasan Pelanggan (Y)

Correlations

| | | Y.1 | Y.2 | Y.3 | Kepuasan Pelanggan |
|--------------------|---------------------|--------|--------|--------|--------------------|
| Y.1 | Pearson Correlation | 1 | .866** | .850** | .964** |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 |
| Y.2 | Pearson Correlation | .866** | 1 | .738** | .928** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 |
| Y.3 | Pearson Correlation | .850** | .738** | 1 | .920** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 |
| Kepuasan Pelanggan | Pearson Correlation | .964** | .928** | .920** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 |

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

Lampiran 5. Hasil Uji Reliabilitas Data Sampel Kecil

Hasil Uji Reliabilitas Objek Wisata Rumah Konservasi Kunang-Kunang Desa Taro (130 Sampel)

1. Variabel Kualitas Pelayanan (X_1)

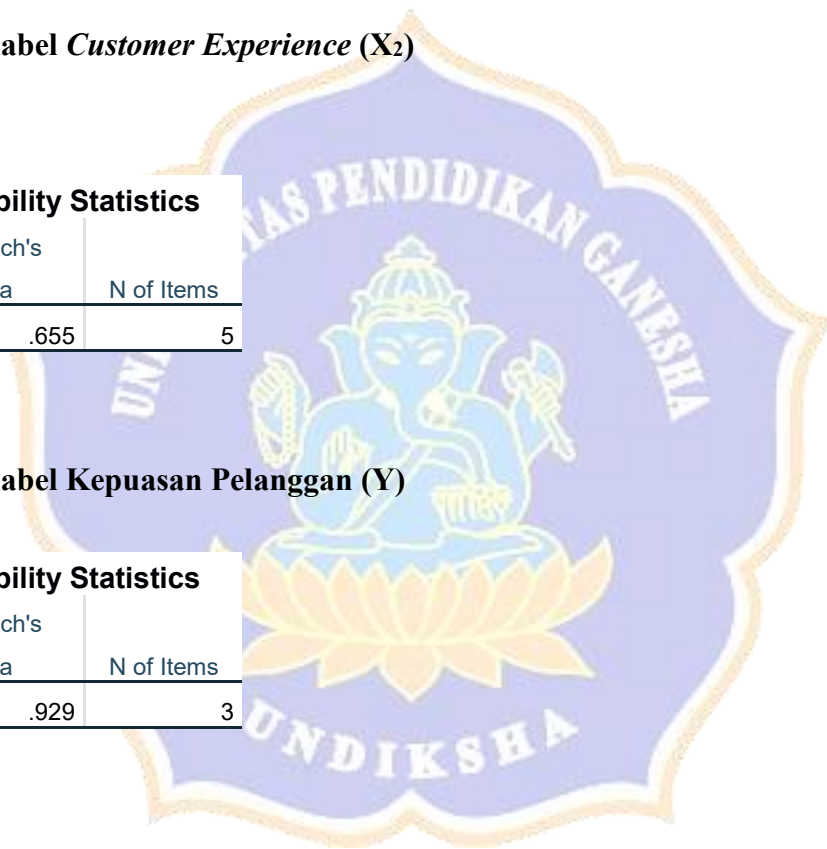
| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .744 | 5 |

2. Variabel *Customer Experience* (X_2)

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .655 | 5 |

3. Variabel Kepuasan Pelanggan (Y)

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .929 | 3 |



Lampiran 6. Hasil Uji Validitas Data Sampel Besar

Hasil Uji Validitas Objek Wisata Rumah Konservasi Kunang-Kunang Desa Taro (130 Sampel)

1. Variabel Kualitas Pelayanan (X₁)

| | | Correlations | | | | | Kualitas Layanan |
|--------------------|---------------------|--------------|--------|--------|--------|--------|------------------|
| | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | |
| X1.1 | Pearson Correlation | 1 | .475** | .153 | .238** | .203* | .640** |
| | Sig. (2-tailed) | | .000 | .082 | .006 | .020 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |
| X1.2 | Pearson Correlation | .475** | 1 | .270** | .417** | .292** | .722** |
| | Sig. (2-tailed) | .000 | | .002 | .000 | .001 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |
| X1.3 | Pearson Correlation | .153 | .270** | 1 | .505** | .374** | .643** |
| | Sig. (2-tailed) | .082 | .002 | | .000 | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |
| X1.4 | Pearson Correlation | .238** | .417** | .505** | 1 | .639** | .779** |
| | Sig. (2-tailed) | .006 | .000 | .000 | | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |
| X1.5 | Pearson Correlation | .203* | .292** | .374** | .639** | 1 | .692** |
| | Sig. (2-tailed) | .020 | .001 | .000 | .000 | | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |
| Kualitas Pelayanan | Pearson Correlation | .640** | .722** | .643** | .779** | .692** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |

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

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

2. Variabel *Customer Experience* (X₂)

| | | Correlations | | | | | Customer Experience |
|------|---------------------|--------------|------|--------|--------|--------|---------------------|
| | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | |
| X2.1 | Pearson Correlation | 1 | .126 | .426** | .297** | .258** | .671** |
| | Sig. (2-tailed) | | .153 | .000 | .001 | .003 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |

| | | | | | | | |
|---------------------|---------------------|--------|--------|--------|--------|--------|--------|
| X2.2 | Pearson Correlation | .126 | 1 | .412** | .294** | .277** | .587** |
| | Sig. (2-tailed) | .153 | | .000 | .001 | .001 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |
| X2.3 | Pearson Correlation | .426** | .412** | 1 | .540** | .187* | .774** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .034 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |
| X2.4 | Pearson Correlation | .297** | .294** | .540** | 1 | .321** | .735** |
| | Sig. (2-tailed) | .001 | .001 | .000 | | .000 | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |
| X2.5 | Pearson Correlation | .258** | .277** | .187* | .321** | 1 | .582** |
| | Sig. (2-tailed) | .003 | .001 | .034 | .000 | | .000 |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |
| Customer Experience | Pearson Correlation | .671** | .587** | .774** | .735** | .582** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 130 | 130 | 130 | 130 | 130 | 130 |

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

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



3. Variabel Kepuasan Pelanggan (Y)

| | | Correlations | | | |
|--------------------|---------------------|--------------|--------|--------|--------------------|
| | | Y.1 | Y.2 | Y.3 | Kepuasan Pelanggan |
| Y.1 | Pearson Correlation | 1 | .709** | .649** | .861** |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 130 | 130 | 130 | 130 |
| Y.2 | Pearson Correlation | .709** | 1 | .801** | .933** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 130 | 130 | 130 | 130 |
| Y.3 | Pearson Correlation | .649** | .801** | 1 | .911** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 130 | 130 | 130 | 130 |
| Kepuasan Pelanggan | Pearson Correlation | .861** | .933** | .911** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 130 | 130 | 130 | 130 |

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

Lampiran 7. Hasil Uji Reliabilitas Data Sampel Besar

Hasil Uji Reliabilitas Objek Wisata Rumah Konservasi Kunang-Kunang Desa Taro (130 Sampel)

1. Variabel Kualitas Pelayanan (X_1)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .724 | 5 |

2. Variabel Customer Experience (X_2)

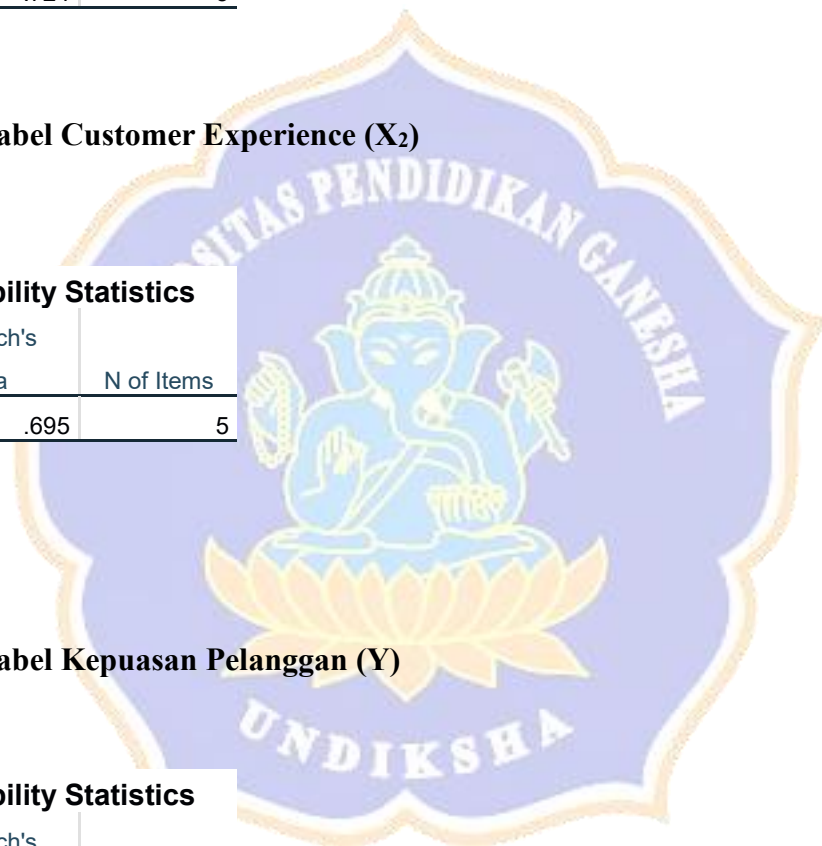
Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .695 | 5 |

3. Variabel Kepuasan Pelanggan (Y)

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .885 | 3 |



Lampiran 8. Analisis Statistik Deskriptif

| Descriptive Statistics | | | | | |
|-------------------------------|-----|---------|---------|-------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| Kualitas Pelayanan | 130 | 12 | 25 | 20.44 | 2.635 |
| Customer Experience | 130 | 13 | 25 | 20.17 | 2.759 |
| Kepuasan Pelanggan | 130 | 6 | 15 | 12.68 | 2.099 |
| Valid N (listwise) | 130 | | | | |



Lampiran 9. Hasil Uji Asumsi Klasik

1. Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

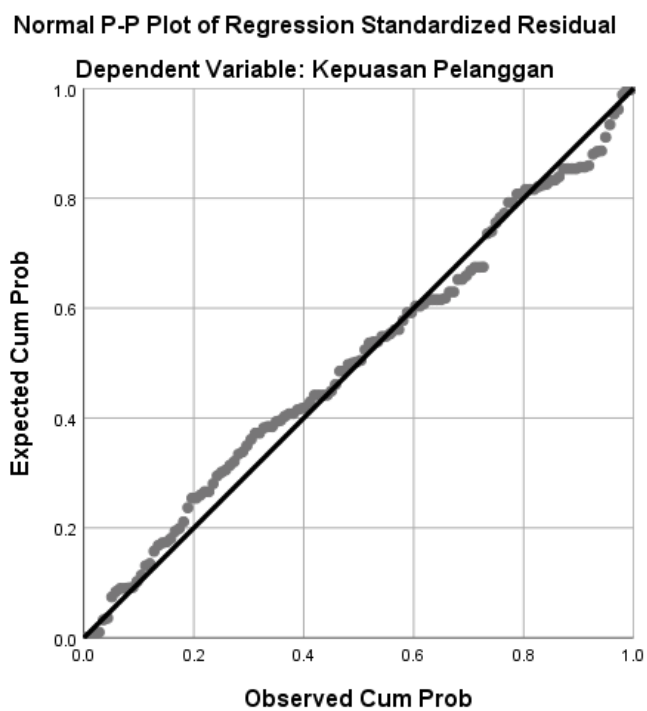
| | | Unstandardized Residual |
|----------------------------------|----------------|----------------------------|
| N | | 130 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | .36494045 |
| Most Extreme Differences | Absolute | .064 |
| | Positive | .062 |
| | Negative | -.064 |
| Test Statistic | | .064 |
| 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.

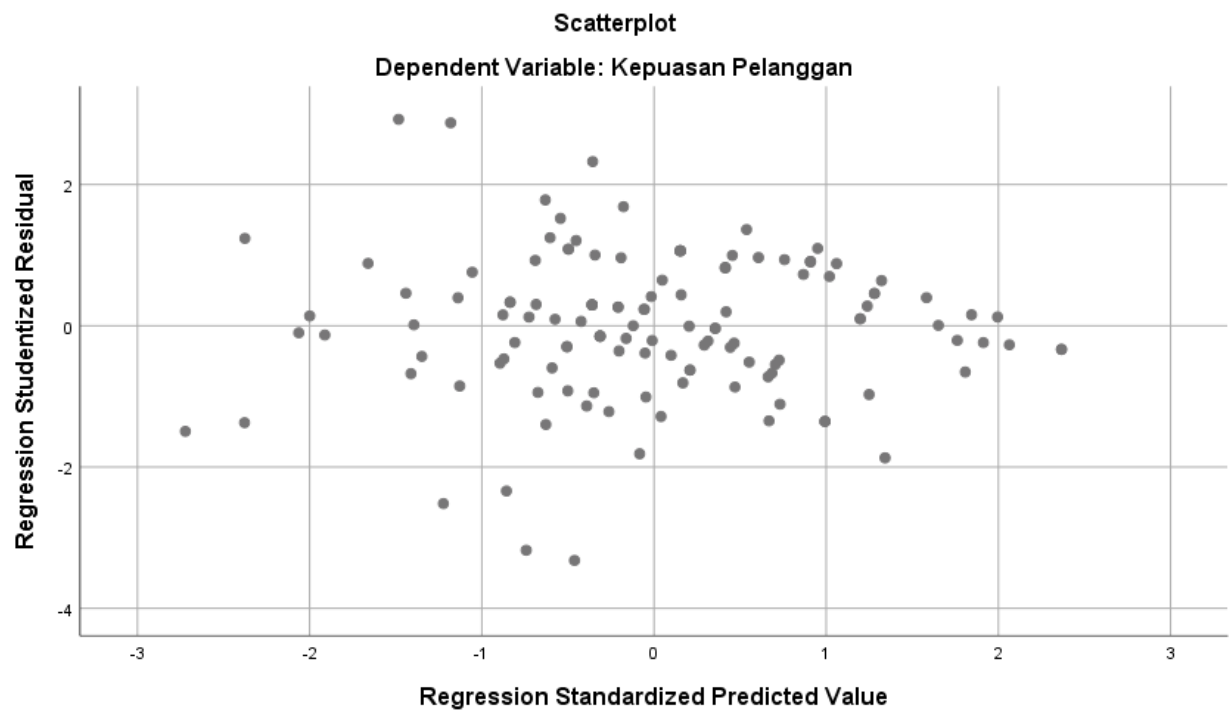


2. Hasil Uji Multikolinieritas

| | | Coefficients ^a | | | | | Collinearity Statistics | |
|-------|---------------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
| | | Unstandardized Coefficients | | Standardized Coefficients | | | | |
| Model | | B | Std. Error | Beta | t | Sig. | Tolerance | VIF |
| 1 | (Constant) | 8.828 | .314 | | 28.125 | .000 | | |
| | Kualitas Pelayanan | .116 | .010 | .679 | 11.833 | .000 | 1.000 | 1.000 |
| | Customer Experience | .073 | .012 | .357 | 6.229 | .000 | 1.000 | 1.000 |

a. *Dependent Variable:* Kepuasan Pelanggan

3. Hasil Uji Heteroskedastisitas



Correlations

| | | | Kualitas Layanan | Customer Experience | Unstandardized Residual |
|----------------|-------------------------|-------------------------|------------------|---------------------|-------------------------|
| Spearman's rho | Kualitas Pelayanan | Correlation Coefficient | 1.000 | -.047 | .024 |
| | | Sig. (2-tailed) | . | .597 | .784 |
| | | N | 130 | 130 | 130 |
| | Customer Experience | Correlation Coefficient | -.047 | 1.000 | -.010 |
| | | Sig. (2-tailed) | .597 | . | .909 |
| | | N | 130 | 130 | 130 |
| | Unstandardized Residual | Correlation Coefficient | .024 | -.010 | 1.000 |
| | | Sig. (2-tailed) | .784 | .909 | . |
| | | N | 130 | 130 | 130 |



Lampiran 10. Hasil Uji Regresi Linier Berganda

| Coefficients ^a | | | | | | |
|---|---------------------|----------------------------|------------|--------------------------|--------|-------|
| Model | | Unstandadized Coefficients | | Standadized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 8,828 | 0,314 | | 28,125 | 0,000 |
| | Kualitas Pelayanan | 0,116 | 0,116 | 0,679 | 11,833 | 0,000 |
| | Customer Experience | 0,073 | 0,073 | 0,357 | 6,229 | 0,000 |
| <i>Dependent Variable: Kepuasan Pelanggan</i> | | | | | | |



Lampiran 11. Hasil Uji Koefisien Determinasi (R^2)

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .763 ^a | .582 | .576 | .36780 |

a. Predictors: (Constant), Customer Experience, Kualitas Layanan

b. Dependent Variable: Kepuasan Pelanggan



Lampiran 12. Hasil Uji Hipotesis

1. Uji t (Parsial)

| Coefficients ^a | | | | | | |
|--|---------------------|----------------------------|------------|--------------------------|--------|-------|
| Model | | Unstandadized Coefficients | | Standadized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 8,828 | 0,314 | | 28,125 | 0,000 |
| | Kualitas Pelayanan | 0,116 | 0,116 | 0,679 | 11,833 | 0,000 |
| | Customer Experience | 0,073 | 0,073 | 0,357 | 6,229 | 0,000 |
| Dependent Variable: Kepuasan Pelanggan | | | | | | |

2. Hasil Uji F (Simultan)

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|-----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 23.946 | 2 | 11.973 | 88.506 | .000 ^b |
| | Residual | 17.180 | 127 | .135 | | |
| | Total | 41.126 | 129 | | | |

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Customer Experience, Kualitas Pelayanan

Lampiran 13. Dokumentasi

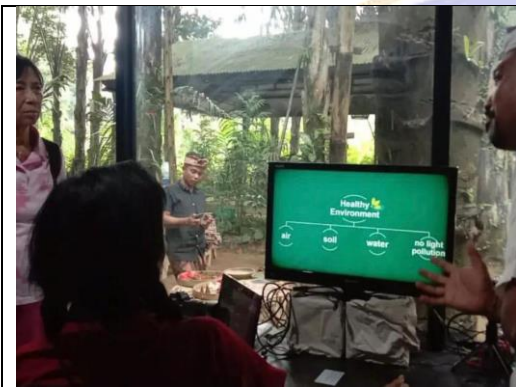




Wisatawan dapat langsung menikmati bentangan sawah



Aktivitas menanam pohon di lahan yang ada di Objek Wisata



Aktivitas melihat siklus hidup kunang-kunang di Lab Konservasi



Persiapan kegiatan Open Book "Bring Back The Light"



Acara launching buku “Bring Back The Light” di Ojek Wisata Rumah
Konservasi Kunang-Kunang Desa Taro



Riwayat Hidup



Ni Putu Krisnayani Prema Savitri merupakan salah satu mahasiswa Program Studi S1 Manajemen, Universitas Pendidikan Ganesha. Penulis lahir pada tanggal 21 Oktober 2001 sebagai anak perempuan pertama dari pasangan Almarhum Drs. Nyoman Retug. M.Si dan Ni Luh Sudimpen S.H. Penulis berkebangsaan Indonesia dan beragama Hindu. Penulis berasal dari Ubud, Kabupaten Gianyar, Provinsi Bali dan tinggal di Jalan Desa Panji, Singaraja. Penulis menyelesaikan pendidikan terakhirnya di SMA Negeri 1 Singaraja dengan jurusan IPA. Kemudian, penulis melanjutkan studinya di perguruan tinggi yaitu Universitas Pendidikan Ganesha Singaraja dengan program studi S1 Manajemen, Jurusan Manajemen, Fakultas Ekonomi. Pada tahun 2024 penulis telah menyelesaikan tugas akhirnya berupa skripsi yang berjudul "Pengaruh Kualitas Pelayanan dan *Customer Experience* terhadap Kualitas Pelayanan di Objek Wisata Rumah Konservasi Kunang-Kunang Desa Taro".

