

loyalty: A meta-analysis. *Tourism Management*, 40, 213–223.
<https://doi.org/10.1016/j.tourman.2013.06.006>

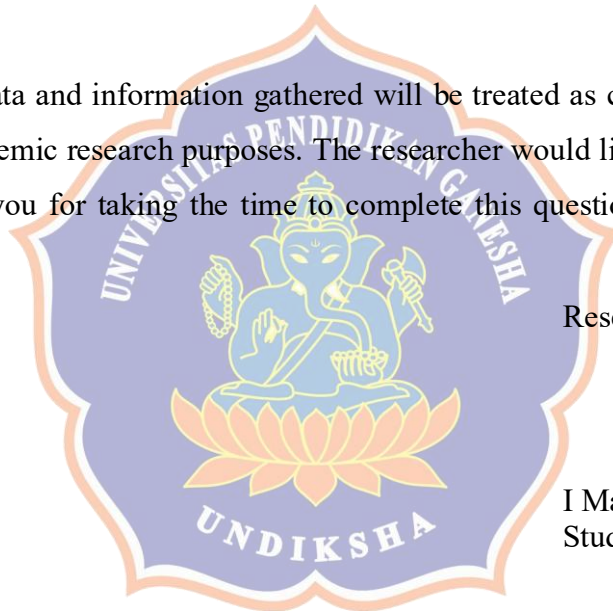


Lampiran 01. Rancangan Kuesioner Peneliti玲婉an**RESEARCH QUESTIONNAIRE**

Dear our valued respondent,

In order to conduct this undergraduate (S1) thesis research, the researcher needs to gather information to support the study entitled <The Influence of Destination Image and Tourist Experience on the Intention to Revisit Lovina Beach.= Therefore, the researcher kindly asks for your willingness to take some time to complete the attached questionnaire. Your valuable answers will greatly help this research, and the questionnaire can be used once all items have been completed.

All data and information gathered will be treated as confidential and used only for academic research purposes. The researcher would like to express sincere gratitude to you for taking the time to complete this questionnaire honestly and objectively.



Researcher

I Made Argi Darmawan
Student ID: 2217041192

I. PRELIMINARY QUESTIONS

How many times have you visited Lovina Beach?

First time ☐

More than once ☐

Are you an international tourist (not an Indonesian citizen)?

Yes ☐

No ☐

What is your latest level of education?

Primary education ☐

Secondary education ☐

Higher education ☐

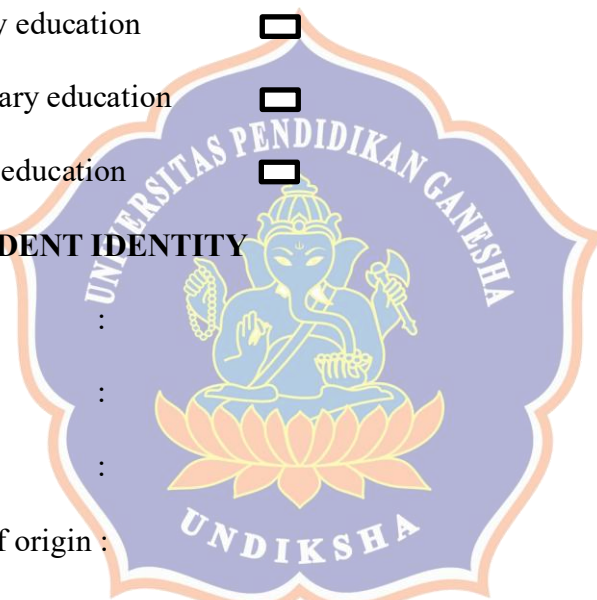
II. RESPONDENT IDENTITY

Name :

Gender :

Age :

Country of origin :



III. INSTRUCTIONS FOR COMPLETING THE QUESTIONNAIRE

Please indicate how strongly you agree with the given statements for each item in the questionnaire. Fill in your answer for every statement and do not leave any item unanswered.

Please put a check mark (✓) in one of the answer options according to your opinion, based on the following scale:

No	Answer	Score
1	Strongly Agree (SA)	5
2	Agree (A)	4
3	Neutral (N)	3
4	Disagree (D)	2
5	Strongly Disagree (SD)	1

Destination Image

No	Statement	Answer				
		1	2	3	4	5
1	I consider Lovina Beach provides clear tourism information.					
2	I consider the presence of dolphins at Lovina Beach as a unique attraction.					
3	I feel a pleasant atmosphere while being at Lovina Beach.					

Tourist Experience

No	Statement	Answer				
		1	2	3	4	5
1	I experience friendly interactions while staying at Lovina Beach.					
2	I feel that the facilities at Lovina Beach provide comfort during tourism activities.					
3	I feel safe while doing tourism activities at Lovina Beach					

Intention to Revisit

No	Statement	Answer				
		1	2	3	4	5
1	I intend to revisit Lovina Beach in the near future..					
2	I intend to recommend Lovina Beach to others.					
3	I intend to share my positive experiences while visiting Lovina Beach with others.					
4	I intend to make Lovina Beach a priority destination in my future travel plans.					



Lampiran 02. Tabulasi Data 30 Responden

NO	Citra Destinasi (X ₁)				Pengalaman Wisatawan (X ₂)			
	X _{1.1}	X _{1.2}	X _{1.3}	TOTAL	X _{2.1}	X _{2.2}	X _{2.3}	TOTAL
1	4	5	5	14	5	5	5	15
2	4	3	3	10	4	2	3	9
3	5	4	5	14	4	4	4	12
4	4	3	4	11	4	4	4	12
5	5	5	5	15	3	3	3	9
6	4	4	5	13	4	3	3	10
7	5	4	5	14	5	5	5	15
8	5	4	5	14	4	4	5	13
9	5	5	5	15	3	5	3	11
10	2	3	3	8	5	4	4	13
11	4	4	5	13	5	5	5	15
12	4	3	4	11	3	3	4	10
13	3	4	4	11	3	2	5	10
14	5	4	4	13	4	4	5	13
15	4	4	4	12	5	5	5	15
16	5	4	4	13	4	3	5	12
17	4	4	5	13	5	5	4	14
18	4	4	3	11	3	4	3	10
19	5	5	5	15	4	3	4	11
20	4	4	5	13	4	4	3	11
21	5	5	5	15	4	4	5	13
22	4	5	5	14	3	3	4	10
23	4	3	4	11	4	4	3	11
24	3	3	3	9	5	5	5	15
25	2	2	4	8	5	5	4	14

NO	Citra Destinasi (X ₁)				Pengalaman Wisatawan (X ₂)			
	X _{1.1}	X _{1.2}	X _{1.3}	TOTAL	X _{2.1}	X _{2.2}	X _{2.3}	TOTAL
26	4	3	3	10	4	4	4	12
27	5	5	5	15	4	3	3	10
28	4	4	4	12	2	3	4	9
29	5	4	5	14	4	5	4	13
30	5	5	5	15	5	5	5	15

NO	Niat Berkunjung Kembali (Y)				
	Y01	Y02	Y03	Y04	TOTAL
1	4	4	4	5	17
2	4	3	4	4	15
3	4	4	4	5	17
4	5	5	5	5	20
5	4	4	4	4	16
6	4	5	4	5	18
7	5	4	5	4	18
8	4	3	4	4	15
9	4	4	5	5	18
10	4	4	4	5	17
11	4	4	5	4	17
12	4	4	4	4	16
13	4	4	4	4	16
14	5	5	5	5	20
15	4	4	4	4	16
16	4	5	5	4	18
17	4	4	4	4	16

NO	Niat Berkunjung Kembali (Y)				
	Y01	Y02	Y03	Y04	TOTAL
18	3	3	3	3	12
19	4	4	4	4	16
20	3	3	3	4	13
21	4	4	4	4	16
22	4	4	4	2	14
23	4	4	5	4	17
24	4	4	4	4	16
25	4	4	4	5	17
26	4	4	4	4	16
27	4	4	4	4	16
28	4	4	4	4	16
29	5	5	4	5	19
30	4	4	5	4	17



Lampiran 03. Tabulasi Data 100 Responden

NO	Citra Destinasi (X ₁)				Pengalaman Wisatawan (X ₂)			
	X _{1.1}	X _{1.2}	X _{1.3}	TOTAL	X _{2.1}	X _{2.2}	X _{2.3}	TOTAL
1	4	4	4	12	4	4	4	12
2	4	4	4	12	4	3	4	11
3	5	4	5	14	4	4	4	12
4	4	3	4	11	4	3	4	11
5	4	3	4	11	4	4	4	12
6	4	5	4	13	4	4	4	12
7	4	4	3	11	4	4	4	12
8	4	5	5	14	4	5	5	14
9	5	4	3	12	4	4	3	11
10	4	4	4	12	5	5	4	14
11	3	4	4	11	4	5	4	13
12	4	3	4	11	3	3	3	9
13	4	5	5	14	4	4	4	12
14	4	5	5	14	4	3	4	11
15	3	4	4	11	4	4	4	12
16	4	4	5	13	4	4	4	12
17	4	4	3	11	4	4	3	11
18	4	4	3	11	4	4	4	12
19	3	4	4	11	4	4	4	12
20	4	4	4	12	4	4	4	12
21	4	4	4	12	3	3	3	9
22	4	4	4	12	4	4	4	12
23	3	2	2	7	4	3	4	11
24	4	3	3	10	3	3	3	9
25	4	4	4	12	4	4	4	12

26	3	3	3	9	4	4	4	12
27	4	4	4	12	4	3	4	11
28	5	4	4	13	4	4	5	13
29	4	4	4	12	5	4	4	13
30	4	4	4	12	4	4	4	12
31	5	5	5	15	4	3	4	11
32	5	5	4	14	4	4	4	12
33	4	3	4	11	3	3	3	9
34	4	4	4	12	3	3	3	9
35	5	5	5	15	5	4	4	13
36	3	3	3	9	5	4	4	13
37	4	3	4	11	4	4	3	11
38	4	4	4	12	5	5	5	15
39	5	5	4	14	4	4	5	13
40	5	5	4	14	4	4	4	12
41	5	5	5	15	4	5	4	13
42	4	4	4	12	4	4	4	12
43	4	3	3	10	3	4	4	11
44	4	4	3	11	4	4	4	12
45	4	4	3	11	5	5	5	15
46	4	4	4	12	4	5	4	13
47	4	4	4	12	4	4	4	12
48	3	4	3	10	3	4	3	10
49	3	4	3	10	4	4	4	12
50	4	4	5	13	4	4	4	12
51	3	3	3	9	3	3	4	10
52	4	4	4	12	3	3	3	9
53	4	4	4	12	4	4	4	12

54	4	4	4	12	5	5	4	14
55	4	3	3	10	5	5	5	15
56	4	4	4	12	4	4	4	12
57	4	4	5	13	4	5	5	14
58	4	3	4	11	5	4	4	13
59	4	4	4	12	4	4	4	12
60	3	4	4	11	4	4	4	12
61	3	4	2	9	4	5	4	13
62	4	5	5	14	5	5	5	15
63	4	5	4	13	3	4	4	11
64	3	3	3	9	4	3	3	10
65	4	4	4	12	3	4	5	12
66	4	4	4	12	3	4	4	11
67	4	4	4	12	5	4	5	14
68	4	4	4	12	3	3	3	9
69	4	3	4	11	4	5	5	14
70	4	4	4	12	4	3	3	10
71	5	4	5	14	4	5	4	13
72	4	4	4	12	5	4	5	14
73	4	5	3	12	4	4	4	12
74	4	4	4	12	4	3	4	11
75	5	4	5	14	4	4	5	13
76	4	5	4	13	4	4	4	12
77	5	5	4	14	4	4	4	12
78	4	4	4	12	4	4	4	12
79	4	4	4	12	5	5	4	14
80	5	5	4	14	5	4	5	14
81	4	5	4	13	3	4	4	11

82	5	4	4	13	5	4	4	13
83	4	4	4	12	4	4	5	13
84	4	4	5	13	4	4	5	13
85	5	5	4	14	4	4	4	12
86	3	4	4	11	4	4	4	12
87	4	5	4	13	3	3	3	9
88	4	3	4	11	4	4	3	11
89	3	4	4	11	4	5	5	14
90	5	4	4	13	4	4	4	12
91	3	3	4	10	2	3	3	8
92	4	4	4	12	4	4	4	12
93	5	5	5	15	4	4	4	12
94	4	3	3	10	4	3	3	10
95	5	5	5	15	5	5	5	15
96	4	3	4	11	3	3	3	9
97	4	4	4	12	5	4	4	13
98	5	4	4	13	4	4	3	11
99	4	4	4	12	3	3	4	10
100	3	4	4	11	3	3	4	10

NO	Niat berkunjung Kembali (Y)				
	Y01	Y02	Y03	Y04	TOTAL
1	4	4	4	4	16
2	5	4	5	4	18
3	4	5	4	4	17
4	3	4	4	4	15
5	3	4	4	3	14
6	4	4	5	4	17
7	4	3	3	4	14
8	4	5	5	4	18
9	4	4	4	4	16
10	5	4	3	4	16
11	4	4	4	4	16
12	3	4	4	3	14
13	4	5	4	5	18
14	4	4	3	4	15
15	3	4	4	3	14
16	5	4	5	4	18
17	4	4	4	4	16
18	4	4	4	4	16
19	3	4	4	4	15
20	4	3	3	4	14
21	4	3	4	3	14
22	4	3	4	4	15
23	3	3	3	3	12
24	3	2	3	3	11
25	4	4	4	4	16
26	4	4	3	3	14

NO	Niat berkunjung Kembali (Y)				
	Y01	Y02	Y03	Y04	TOTAL
27	4	5	5	4	18
28	4	4	4	5	17
29	4	5	4	5	18
30	4	5	4	5	18
31	4	4	4	3	15
32	4	4	4	4	16
33	3	3	3	4	13
34	4	4	3	4	15
35	5	5	4	4	18
36	4	4	4	4	16
37	3	3	3	3	12
38	4	4	4	5	17
39	4	5	4	4	17
40	4	4	5	5	18
41	5	5	5	5	20
42	4	4	4	4	16
43	4	3	3	4	14
44	4	3	4	4	15
45	4	4	4	4	16
46	4	4	4	3	15
47	5	4	4	4	17
48	3	3	3	3	12
49	4	4	4	3	15
50	5	5	5	4	19
51	3	4	4	4	15
52	4	3	4	3	14

NO	Niat berkunjung Kembali (Y)				
	Y01	Y02	Y03	Y04	TOTAL
53	4	5	4	4	17
54	5	4	4	4	17
55	4	4	4	4	16
56	4	4	4	4	16
57	4	4	4	4	16
58	4	4	4	4	16
59	4	4	5	4	17
60	4	4	5	4	17
61	4	4	4	4	16
62	5	5	4	4	18
63	5	4	4	5	18
64	3	3	3	3	12
65	3	4	4	3	14
66	4	4	3	4	15
67	5	5	5	4	19
68	4	4	4	5	17
69	4	5	4	4	17
70	4	4	4	4	16
71	4	5	4	5	18
72	5	4	4	4	17
73	4	4	4	4	16
74	3	4	4	5	16
75	4	3	4	4	15
76	4	4	4	4	16
77	4	5	4	3	16
78	4	4	4	4	16

NO	Niat berkunjung Kembali (Y)				
	Y01	Y02	Y03	Y04	TOTAL
79	4	4	4	4	16
80	5	4	4	5	18
81	4	4	4	5	17
82	4	5	4	5	18
83	4	5	4	4	17
84	5	5	5	5	20
85	5	5	5	5	20
86	4	5	4	4	17
87	4	4	4	4	16
88	4	4	5	4	17
89	5	5	4	5	19
90	4	4	4	4	16
91	3	3	3	3	12
92	4	4	4	4	16
93	5	5	5	5	20
94	3	4	3	3	13
95	5	5	5	5	20
96	4	4	4	4	16
97	4	4	3	4	15
98	4	4	4	4	16
99	4	4	4	4	16
100	4	3	3	4	14

Lampiran 04. Output SPSS Uji Validitas dan Reliabilitas Sampel Kecil

Uji Validitas dan Reliabilitas Citra Destinasi (X₁)

Correlations

		X1.1	X1.2	X1.3	Citra Destinasi (X1)
X1.1	Pearson Correlation	1	.665**	.575**	.863**
	Sig. (2-tailed)		.000	.001	.000
	N	30	30	30	30
X1.2	Pearson Correlation	.665**	1	.689**	.899**
	Sig. (2-tailed)	.000		.000	.000
	N	30	30	30	30
X1.3	Pearson Correlation	.575**	.689**	1	.856**
	Sig. (2-tailed)	.001	.000		.000
	N	30	30	30	30
Citra Destinasi (X1)	Pearson Correlation	.863**	.899**	.856**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

Reliability Statistics

Cronbach's Alpha	N of Items
.843	3

Uji Validitas dan Reliabilitas Pengalaman Wisatawan (X₂)

Correlations

		X2.1	X2.2	X2.3	Pengalaman Wisatawan (X2)
X2.1	Pearson Correlation	1	.635**	.419*	.851**
	Sig. (2-tailed)		.000	.021	.000
	N	30	30	30	30
X2.2	Pearson Correlation	.635**	1	.327	.839**
	Sig. (2-tailed)	.000		.077	.000
	N	30	30	30	30
X2.3	Pearson Correlation	.419*	.327	1	.708**
	Sig. (2-tailed)	.021	.077		.000
	N	30	30	30	30
Pengalaman Wisatawan (X2)	Pearson Correlation	.851**	.839**	.708**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.718	3

Uji Validitas dan Reliabilitas Niat Berkunjung (Y)

Correlations

		Y.1	Y.2	Y.3	Y.4	Niat Berkunjung Kembali (Y)
Y.1	Pearson Correlation	1	.680**	.640**	.415*	.839**
	Sig. (2-tailed)		.000	.000	.022	.000
	N	30	30	30	30	30
Y.2	Pearson Correlation	.680**	1	.540**	.448*	.839**
	Sig. (2-tailed)	.000		.002	.013	.000
	N	30	30	30	30	30
Y.3	Pearson Correlation	.640**	.540**	1	.264	.757**
	Sig. (2-tailed)	.000	.002		.159	.000
	N	30	30	30	30	30
Y.4	Pearson Correlation	.415*	.448*	.264	1	.717**
	Sig. (2-tailed)	.022	.013	.159		.000
	N	30	30	30	30	30
Niat Berkunjung Kembali (Y)	Pearson Correlation	.839**	.839**	.757**	.717**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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).

Reliability Statistics

Cronbach's Alpha	N of Items
.778	4



Lampiran 05. Output SPSS Descriptive Statistics Indikator Variabel Penelitian

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Citra Destinasi (X1)	100	7.00	15.00	11.9900	1.52086
Pengalaman Wisatawan (X2)	100	8.00	15.00	11.9000	1.56024
Niat Berkunjung Kembali (Y)	100	11.00	20.00	16.0800	1.90523
Valid N (listwise)	100				

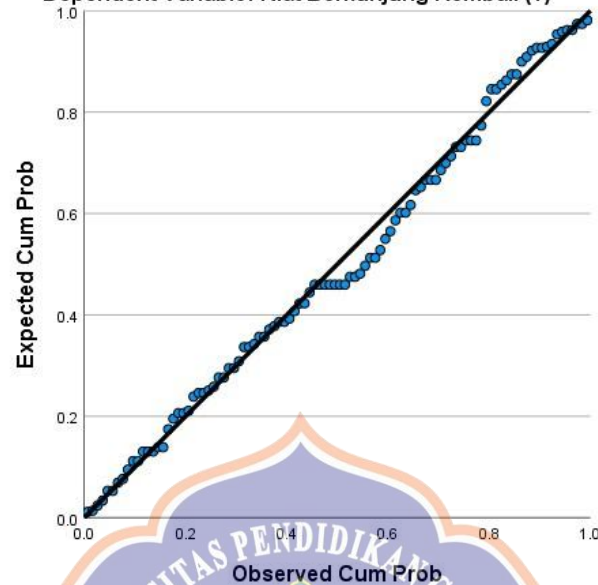


Lampiran 06. Output SPSS Uji Asumsi Klasik

Output SPSS Uji Normalitas

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Niat Berkunjung Kembali (Y)



One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters ^{a, b}	Mean		.0000000
	Std. Deviation		1.30704366
Most Extreme Differences	Absolute		.069
	Positive		.069
	Negative		-.048
Test Statistic			.069
Asymp. Sig. (2-tailed) ^c			.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.		.291
	99% Confidence Interval	Lower Bound	.279
		Upper Bound	.302

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 1314643744.

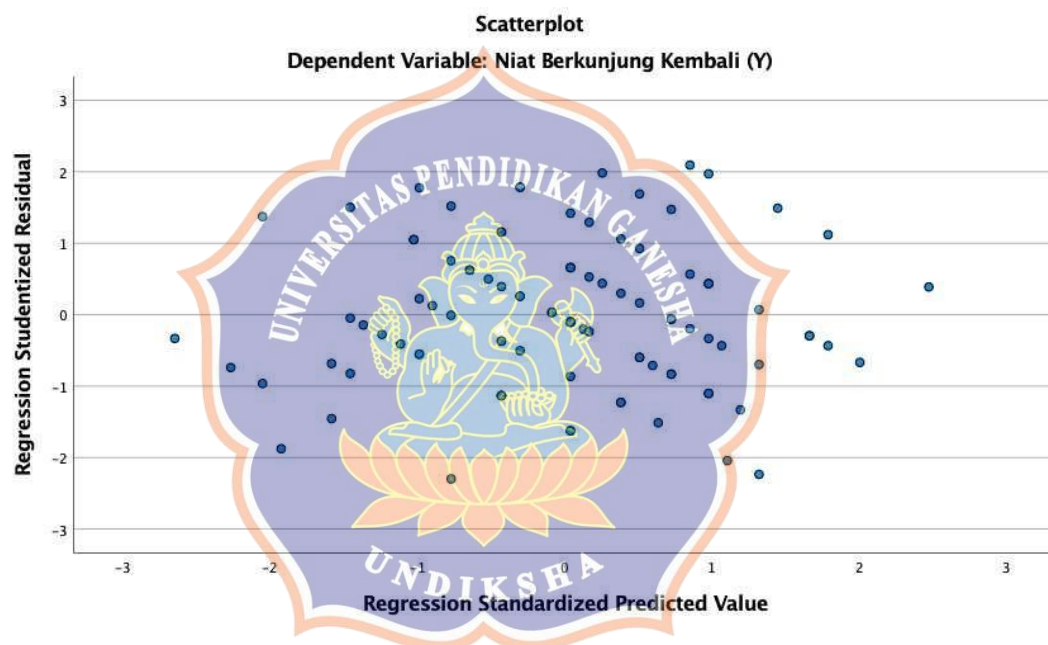
Output SPSS Uji Multikolinearitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.647	1.298		2.040	.044		
	Citra Destinasi (X1)	.650	.091	.519	7.165	.000	.926	1.080
	Pengalaman Wisatawan (X2)	.474	.088	.388	5.365	.000	.926	1.080

a. Dependent Variable: Niat Berkunjung Kembali (Y)

Output SPSS Uji Heteroskedastisitas



Uji Heteroskedastisitas Glejser

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.173	.774		1.515	.133		
	Citra Destinasi (X1)	.059	.054	.113	1.085	.281	.926	1.080
	Pengalaman Wisatawan (X2)	-.071	.053	-.140	-1.339	.184	.926	1.080

a. Dependent Variable: ABS_RES

Lampiran 07. Output SPSS Uji Analisis Regresi Linear Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.647	1.298		2.040	.044		
	Citra Destinasi (X1)	.650	.091	.519	7.165	.000	.926	1.080
	Pengalaman Wisatawan (X2)	.474	.088	.388	5.365	.000	.926	1.080

a. Dependent Variable: Niat Berkunjung Kembali (Y)



Lampiran 08. Output SPSS Uji Hipotesis

Output SPSS Uji t (Parsial)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.647	1.298		2.040	.044		
	Citra Destinasi (X1)	.650	.091	.519	7.165	.000	.926	1.080
	Pengalaman Wisatawan (X2)	.474	.088	.388	5.365	.000	.926	1.080

a. Dependent Variable: Niat Berkunjung Kembali (Y)

Output SPSS Uji F (Simultan)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	190.232	2	95.116	54.552	.000 ^b
	Residual	169.128	97	1.744		
	Total	359.360	99			

a. Dependent Variable: Niat Berkunjung Kembali (Y)

b. Predictors: (Constant), Pengalaman Wisatawan (X2), Citra Destinasi (X1)

Lampiran 09. Output SPSS Uji Koefisien Determinasi (R²)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.728 ^a	.529	.520	1.32045

a. Predictors: (Constant), Pengalaman Wisatawan (X2), Citra Destinasi (X1)

b. Dependent Variable: Niat Berkunjung Kembali (Y)



Lampiran 10. Dokumentasi



Lampiran 11. Riwayat Hidup



I Made Aрги Darmawan lahir di Singaraja pada tanggal 2 Juni 2003. Penulis merupakan anak dari pasangan I Gede Arsama (Ayah) dan Ni Ketut Ginaning (Ibu) yang senantiasa memberikan kasih sayang, doa, serta dukungan dalam setiap perjalanan hidup penulis. Penulis berkewarganegaraan Indonesia. Saat ini penulis berdomisili di Banjar Dinas Celuk Buluh, Desa Kalibukbuk, Kecamatan Buleleng, Kabupaten Buleleng, Bali. Penulis

menempuh pendidikan formal pertama di TK Negeri Pembina Singaraja dan lulus pada tahun 2010. Selanjutnya penulis melanjutkan pendidikan dasar di SD Negeri 4 Kalibukbuk dan lulus pada tahun 2016. Pendidikan menengah pertama ditempuh di SMP Negeri 2 Singaraja dan lulus pada tahun 2019. Kemudian penulis melanjutkan pendidikan menengah atas di SMA Negeri 2 Singaraja dan dinyatakan lulus pada tahun 2022. Setelah menyelesaikan pendidikan menengah atas, penulis melanjutkan pendidikan ke jenjang Strata Satu (S1) dengan mengambil Jurusan Manajemen, Program Studi S1 Manajemen. Pada akhir masa studi, penulis menyelesaikan skripsi dengan judul <Pengaruh Citra Destinasi dan Pengalaman Wisatawan terhadap Niat Berkunjung Kembali ke Pantai Lovina.=