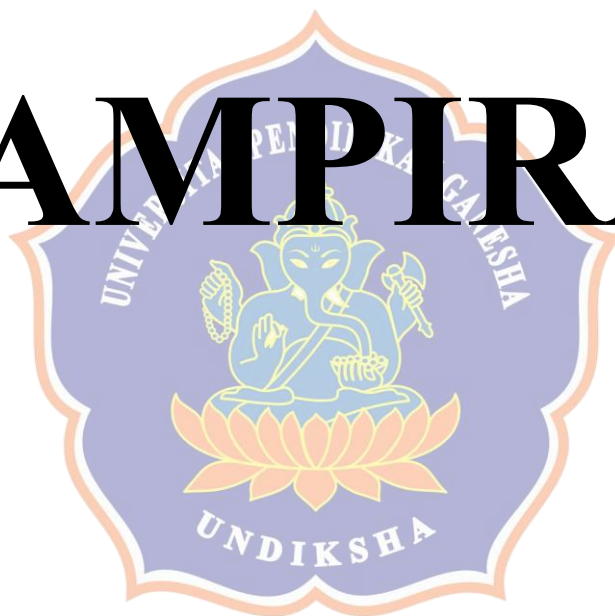


# LAMPIRAN



## Lampiran 1. Surat Izin Permohonan Data dan Penelitian



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

Jalan Udayana No. 11 Singaraja-Bali. Telepon : (0362) 26830  
Website : <http://www.fe.undiksha.ac.id/>

Nomor : 608/UN48.13.1/DL/2025

Singaraja, 23 Juni 2025

Lamp. : -

Hal : *Permohonan Data Penelitian*

Kepada Yth. **Pegawai Dinas Pariwisata Kabupaten Buleleng**  
di  
Tempat

Dengan Hormat,

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

Nama : Putu Ari Yogianlara

NIM : 2217041038

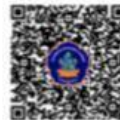
Fakultas : Ekonomi

Jurusan/Prodi : S1 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 melakukan wawancara 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,



Ni Made Suci  
NIP. 196810291993032001



Balai  
Sertifikasi  
Elektronik

Catatan :

- UU ITE No. 11 Tahun 2008 Pasal 5 ayat 1 "Informasi Elektronik dan/atau Dokumen Elektronik 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



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PROGRAM STUDI S1 MANAJEMEN

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Telepon (0362) 26830, Email: [jurusanmanajemen.undiksha@gmail.com](mailto:jurusanmanajemen.undiksha@gmail.com)

Kepada

Yth. Bapak/Ibu, Saudara/i

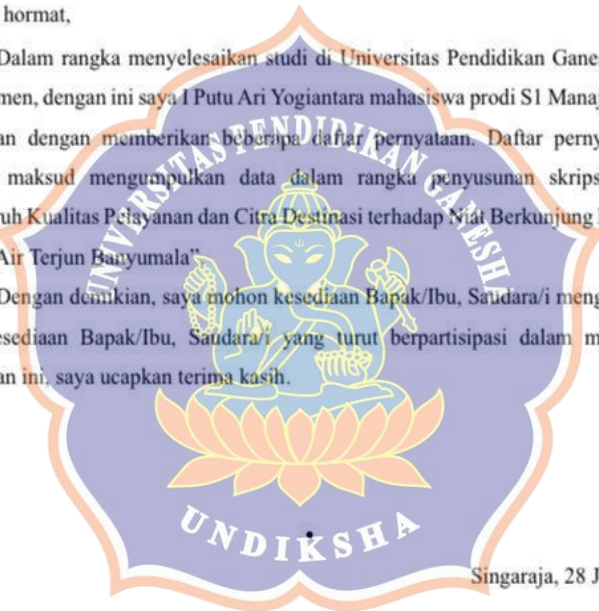
Di Tempat

Hal: Pengisian Kuesioner

Dengan hormat,

Dalam rangka menyelesaikan studi di Universitas Pendidikan Ganesha pada Jurusan Manajemen, dengan ini saya I Putu Ari Yogiantara mahasiswa prodi S1 Manajemen melakukan penelitian dengan memberikan beberapa daftar pernyataan. Daftar pernyataan ini dibuat dengan maksud mengumpulkan data dalam rangka penyusunan skripsi yang berjudul "Pengaruh Kualitas Pelayanan dan Citra Destinasi terhadap Niat Berkunjung Kembali di Objek Wisata Air Terjun Banyumala".

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



Singaraja, 28 Juni 2025

I Putu Ari Yogiantara

Contact Person: 083116156456



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**PROGRAM STUDI SI MANAJEMEN**

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**KUESIONER PENELITIAN**

**Pengaruh Kualitas Pelayanan Dan Citra Destinasi Terhadap  
 Niat Berkunjung Kembali  
 (Studi Pada Air Terjun Banyumala Buleleng Bali)**

Apakah anda pernah berkunjung ke objek wisata Air Terjun Banyumala?

☐ Ya ☐ Tidak

**A. Identitas Responden**

Nama : \_\_\_\_\_  
 Usia : \_\_\_\_\_  
 Jenis Kelamin : ☐ Laki-laki ☐ Perempuan  
 Pendidikan : ☐ SD ☐ SMA/ sederajat ☐ Sarjana  
                   ☐ SMP ☐ Diploma ☐ Pascasarjana  
 Pekerjaan : ☐ Pelajar ☐ Karyawan ☐ Wiraswasta  
                   ☐ Mahasiswa ☐ PNS/TNI/POLRI ☐ Lainnya....  
 Kewarganegaraan : ☐ WNI (Warga Negara Indonesia) ☐ WNA (Warga Negara Asing)

**B. Petunjuk Pengisian Kuesioner**

Berikut ini merupakan pernyataan-pernyataan yang mewakili pendapatan umum Bapak/Ibu, Saudara/i. Tidak ada pernyataan benar atau salah. Bapak/Ibu, Saudara/i mungkin saja setuju atau tidak setuju dengan pernyataan tersebut. Silahkan pilih jawaban yang paling sesuai dengan kondisi yang dialami dengan memberikan tanda centang (✓) pada pilihan jawaban pada kolom yang tersedia.

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



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**C. Pernyataan**

**1. Niat Berkunjung Kembali**

| No | Pertanyaan                                                                                                  | Jawaban |    |    |   |    |
|----|-------------------------------------------------------------------------------------------------------------|---------|----|----|---|----|
|    |                                                                                                             | STS     | TS | CS | S | SS |
| 1. | Jika ada kesempatan, saya ingin datang lagi ke Air Terjun Banyumala.                                        |         |    |    |   |    |
| 2. | Saya akan merekomendasikan tempat ini ke teman atau keluarga untuk dikunjungi saat liburan.                 |         |    |    |   |    |
| 3. | Saya dengan senang hati menceritakan pengalaman saya di tempat ini ke teman atau keluarga saya.             |         |    |    |   |    |
| 4. | Air Terjun Banyumala termasuk tempat wisata yang ingin saya kunjungi lagi dalam rencana liburan berikutnya. |         |    |    |   |    |

**2. Kualitas Pelayanan**

| No | Pertanyaan                                                                                        | Jawaban |    |    |   |    |
|----|---------------------------------------------------------------------------------------------------|---------|----|----|---|----|
|    |                                                                                                   | STS     | TS | CS | S | SS |
| 1. | Fasilitas (seperti taman, toilet, atau tempat sampah) di tempat ini terlihat terawat dengan baik. |         |    |    |   |    |
| 2. | Layanan yang diberikan di Air Terjun Banyumala sesuai dengan yang saya harapkan.                  |         |    |    |   |    |
| 3. | Karyawan objek wisata Air Terjun Banyumala bersikap ramah dalam melayani pengunjung.              |         |    |    |   |    |
| 4. | Saya merasa aman dan nyaman selama berada di objek wisata Air Terjun Banyumala.                   |         |    |    |   |    |



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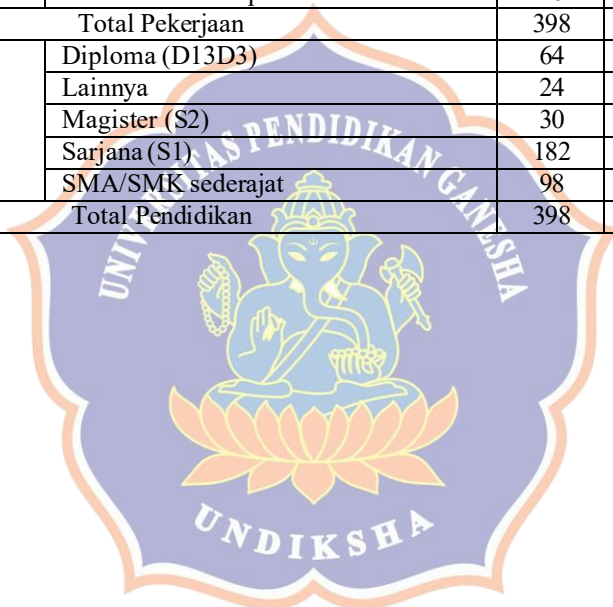
|    |                                                                                                   |  |  |  |  |  |
|----|---------------------------------------------------------------------------------------------------|--|--|--|--|--|
| 5. | Karyawan objek wisata Air Terjun Banyumala menunjukkan kepedulian terhadap kenyamanan pengunjung. |  |  |  |  |  |
|----|---------------------------------------------------------------------------------------------------|--|--|--|--|--|

3. Citra Destinasi

| No | Pertanyaan                                                                                                  | Jawaban |    |    |   |    |
|----|-------------------------------------------------------------------------------------------------------------|---------|----|----|---|----|
|    |                                                                                                             | STS     | TS | CS | S | SS |
| 1. | Ketika mendengar nama Air Terjun Banyumala, yang terlintas di pikiran saya adalah tempat wisata yang bagus. |         |    |    |   |    |
| 2. | Keindahan alam di Air Terjun Banyumala membuat saya takjub.                                                 |         |    |    |   |    |
| 3. | Tempat ini menawarkan pengalaman wisata yang berkesan.                                                      |         |    |    |   |    |
| 4. | Suasana di Air Terjun Banyumala membuat saya senang berada disini.                                          |         |    |    |   |    |

### Lampiran 3. Karakteristik Responden

| Variabel              | Kategori                             | Jumlah | Persentase |
|-----------------------|--------------------------------------|--------|------------|
| Usia                  | 18 3 29 tahun (Gen Z)                | 314    | 78,89%     |
|                       | 30 3 45 tahun (Gen Y)                | 69     | 17,34%     |
|                       | > 46 tahun (Gen X)                   | 15     | 3,77%      |
| Total Usia            |                                      | 398    | 100%       |
| Jenis Kelamin         | Laki-laki                            | 144    | 36,18%     |
|                       | Perempuan                            | 254    | 63,82%     |
| Total Jenis Kelamin   |                                      | 398    | 100%       |
| Kewarganegaraan       | WNA (Warga Negara Asing)             | 45     | 11,31%     |
|                       | WNI (Warga Negara Indonesia)         | 353    | 88,69%     |
| Total Kewarganegaraan |                                      | 398    | 100%       |
| Pekerjaan             | Belum Bekerja                        | 28     | 7,04%      |
|                       | Karyawan (Swasta/Negeri/Profesional) | 82     | 20,60%     |
|                       | Lainnya                              | 7      | 1,76%      |
|                       | Pegawai Negeri Sipil (PNS)/ASN       | 38     | 9,55%      |
|                       | Pelajar/Mahasiswa                    | 197    | 49,50%     |
|                       | Wiraswasta/Entrepreneur              | 46     | 11,56%     |
| Total Pekerjaan       |                                      | 398    | 100%       |
| Pendidikan            | Diploma (D13D3)                      | 64     | 16,08%     |
|                       | Lainnya                              | 24     | 6,03%      |
|                       | Magister (S2)                        | 30     | 7,54%      |
|                       | Sarjana (S1)                         | 182    | 45,73%     |
|                       | SMA/SMK sederajat                    | 98     | 24,62%     |
| Total Pendidikan      |                                      | 398    | 100%       |



#### Lampiran 4. Tabulasi Jawaban Responden

##### 1. Kualitas Pelayanan (X1)

| No. | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | TOTAL X1 |
|-----|------|------|------|------|------|----------|
| 1   | 4    | 4    | 4    | 4    | 4    | 20       |
| 2   | 4    | 4    | 4    | 4    | 5    | 21       |
| 3   | 4    | 4    | 4    | 4    | 4    | 20       |
| 4   | 5    | 4    | 5    | 5    | 4    | 23       |
| 5   | 4    | 4    | 3    | 4    | 4    | 19       |
| 6   | 4    | 4    | 4    | 4    | 3    | 19       |
| 7   | 5    | 5    | 5    | 4    | 5    | 24       |
| 8   | 4    | 5    | 4    | 5    | 4    | 22       |
| 9   | 3    | 4    | 4    | 4    | 4    | 19       |
| 10  | 5    | 4    | 5    | 4    | 4    | 22       |
| 11  | 3    | 4    | 3    | 4    | 4    | 18       |
| 12  | 4    | 3    | 4    | 4    | 4    | 19       |
| 13  | 4    | 4    | 4    | 4    | 5    | 21       |
| 14  | 3    | 3    | 3    | 3    | 3    | 15       |
| 15  | 3    | 3    | 3    | 3    | 4    | 16       |
| 16  | 4    | 5    | 4    | 4    | 4    | 21       |
| 17  | 3    | 4    | 3    | 4    | 4    | 18       |
| 18  | 4    | 4    | 3    | 4    | 4    | 19       |
| 19  | 3    | 3    | 4    | 4    | 4    | 18       |
| 20  | 4    | 4    | 3    | 3    | 3    | 17       |
| 21  | 4    | 5    | 5    | 5    | 5    | 24       |
| 22  | 4    | 3    | 4    | 4    | 4    | 19       |
| 23  | 4    | 4    | 5    | 4    | 4    | 21       |
| 24  | 3    | 3    | 3    | 3    | 3    | 15       |
| 25  | 4    | 4    | 3    | 3    | 4    | 18       |
| 26  | 4    | 4    | 4    | 4    | 5    | 21       |
| 27  | 3    | 3    | 4    | 4    | 4    | 18       |
| 28  | 4    | 5    | 5    | 4    | 4    | 22       |
| 29  | 4    | 4    | 4    | 4    | 4    | 20       |
| 30  | 5    | 4    | 4    | 4    | 4    | 21       |
| 31  | 4    | 4    | 4    | 4    | 3    | 19       |
| 32  | 4    | 5    | 5    | 5    | 5    | 24       |
| 33  | 4    | 4    | 4    | 4    | 5    | 21       |
| 34  | 4    | 4    | 4    | 3    | 3    | 18       |
| 35  | 4    | 4    | 5    | 4    | 4    | 21       |
| 36  | 4    | 3    | 4    | 3    | 3    | 17       |
| 37  | 5    | 4    | 4    | 4    | 5    | 22       |

| No. | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | TOTAL X1 |
|-----|------|------|------|------|------|----------|
| 38  | 3    | 3    | 3    | 3    | 4    | 16       |
| 39  | 4    | 4    | 3    | 3    | 4    | 18       |
| 40  | 5    | 4    | 3    | 4    | 4    | 20       |
| 41  | 4    | 4    | 4    | 5    | 4    | 21       |
| 42  | 4    | 5    | 4    | 5    | 4    | 22       |
| 43  | 4    | 4    | 4    | 3    | 4    | 19       |
| 44  | 3    | 4    | 4    | 4    | 3    | 18       |
| 45  | 3    | 3    | 3    | 3    | 3    | 15       |
| 46  | 3    | 4    | 4    | 4    | 3    | 18       |
| 47  | 4    | 4    | 4    | 4    | 4    | 20       |
| 48  | 4    | 5    | 5    | 4    | 4    | 22       |
| 49  | 4    | 5    | 4    | 4    | 4    | 21       |
| 50  | 3    | 4    | 3    | 3    | 3    | 16       |
| 51  | 4    | 4    | 4    | 4    | 4    | 20       |
| 52  | 4    | 4    | 4    | 4    | 4    | 20       |
| 53  | 3    | 4    | 3    | 4    | 3    | 17       |
| 54  | 4    | 4    | 4    | 4    | 4    | 20       |
| 55  | 5    | 5    | 4    | 5    | 5    | 24       |
| 56  | 4    | 4    | 4    | 5    | 4    | 21       |
| 57  | 4    | 4    | 3    | 3    | 3    | 17       |
| 58  | 4    | 4    | 4    | 4    | 4    | 20       |
| 59  | 4    | 4    | 4    | 4    | 5    | 21       |
| 60  | 4    | 5    | 5    | 5    | 5    | 24       |
| 61  | 4    | 4    | 4    | 4    | 4    | 20       |
| 62  | 4    | 4    | 4    | 4    | 4    | 20       |
| 63  | 4    | 3    | 4    | 4    | 3    | 18       |
| 64  | 3    | 3    | 3    | 3    | 4    | 16       |
| 65  | 4    | 5    | 4    | 5    | 5    | 23       |
| 66  | 4    | 5    | 4    | 5    | 5    | 23       |
| 67  | 4    | 4    | 3    | 4    | 4    | 19       |
| 68  | 4    | 4    | 4    | 5    | 4    | 21       |
| 69  | 4    | 4    | 5    | 4    | 4    | 21       |
| 70  | 4    | 4    | 4    | 4    | 4    | 20       |
| 71  | 5    | 4    | 5    | 5    | 4    | 23       |
| 72  | 5    | 5    | 5    | 5    | 5    | 25       |
| 73  | 4    | 4    | 4    | 4    | 3    | 19       |
| 74  | 5    | 4    | 5    | 4    | 5    | 23       |
| 75  | 3    | 3    | 2    | 3    | 3    | 14       |
| 76  | 4    | 4    | 4    | 5    | 4    | 21       |
| 77  | 5    | 4    | 4    | 4    | 4    | 21       |

| No. | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | TOTAL X1 |
|-----|------|------|------|------|------|----------|
| 78  | 4    | 4    | 4    | 4    | 4    | 20       |
| 79  | 4    | 4    | 4    | 4    | 4    | 20       |
| 80  | 3    | 3    | 3    | 3    | 3    | 15       |
| 81  | 4    | 4    | 4    | 4    | 3    | 19       |
| 82  | 4    | 4    | 4    | 5    | 3    | 20       |
| 83  | 5    | 4    | 4    | 5    | 5    | 23       |
| 84  | 4    | 4    | 3    | 3    | 4    | 18       |
| 85  | 3    | 3    | 3    | 3    | 3    | 15       |
| 86  | 3    | 4    | 3    | 4    | 4    | 18       |
| 87  | 4    | 4    | 4    | 4    | 4    | 20       |
| 88  | 4    | 4    | 4    | 4    | 5    | 21       |
| 89  | 3    | 4    | 4    | 4    | 4    | 19       |
| 90  | 4    | 4    | 5    | 4    | 4    | 21       |
| 91  | 4    | 4    | 4    | 4    | 4    | 20       |
| 92  | 5    | 4    | 5    | 4    | 4    | 22       |
| 93  | 4    | 4    | 4    | 3    | 4    | 19       |
| 94  | 4    | 3    | 3    | 4    | 4    | 18       |
| 95  | 4    | 4    | 4    | 3    | 4    | 19       |
| 96  | 3    | 4    | 3    | 4    | 5    | 19       |
| 97  | 4    | 4    | 4    | 4    | 3    | 19       |
| 98  | 4    | 4    | 4    | 4    | 5    | 21       |
| 99  | 4    | 4    | 3    | 4    | 4    | 19       |
| 100 | 4    | 4    | 4    | 4    | 4    | 20       |
| 101 | 3    | 3    | 3    | 3    | 3    | 15       |
| 102 | 4    | 4    | 3    | 4    | 4    | 19       |
| 103 | 4    | 4    | 4    | 4    | 4    | 20       |
| 104 | 3    | 4    | 4    | 3    | 4    | 18       |
| 105 | 4    | 4    | 4    | 4    | 3    | 19       |
| 106 | 4    | 4    | 5    | 4    | 4    | 21       |
| 107 | 5    | 5    | 5    | 5    | 5    | 25       |
| 108 | 4    | 5    | 4    | 5    | 4    | 22       |
| 109 | 5    | 4    | 4    | 4    | 4    | 21       |
| 110 | 4    | 4    | 4    | 3    | 4    | 19       |
| 111 | 3    | 3    | 3    | 3    | 3    | 15       |
| 112 | 4    | 4    | 4    | 4    | 4    | 20       |
| 113 | 5    | 3    | 4    | 4    | 4    | 20       |
| 114 | 5    | 5    | 5    | 5    | 5    | 25       |
| 115 | 4    | 4    | 4    | 4    | 4    | 20       |
| 116 | 4    | 4    | 4    | 4    | 5    | 21       |
| 117 | 4    | 4    | 4    | 4    | 4    | 20       |

| No. | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | TOTAL X1 |
|-----|------|------|------|------|------|----------|
| 118 | 3    | 3    | 3    | 3    | 4    | 16       |
| 119 | 4    | 5    | 4    | 4    | 5    | 22       |
| 120 | 4    | 4    | 4    | 4    | 5    | 21       |
| 121 | 4    | 5    | 5    | 4    | 4    | 22       |
| 122 | 4    | 3    | 4    | 5    | 4    | 20       |
| 123 | 5    | 5    | 5    | 5    | 5    | 25       |
| 124 | 3    | 4    | 3    | 3    | 3    | 16       |
| 125 | 4    | 4    | 4    | 5    | 4    | 21       |
| 126 | 4    | 5    | 5    | 5    | 5    | 24       |
| 127 | 3    | 3    | 3    | 4    | 3    | 16       |
| 128 | 4    | 4    | 4    | 4    | 4    | 20       |
| 129 | 4    | 4    | 4    | 5    | 5    | 22       |
| 130 | 4    | 4    | 4    | 3    | 4    | 19       |
| 131 | 4    | 3    | 3    | 3    | 4    | 17       |
| 132 | 4    | 4    | 4    | 4    | 4    | 20       |
| 133 | 3    | 3    | 4    | 4    | 3    | 17       |
| 134 | 5    | 4    | 4    | 4    | 5    | 22       |
| 135 | 4    | 4    | 3    | 3    | 4    | 18       |
| 136 | 5    | 4    | 5    | 5    | 5    | 24       |
| 137 | 3    | 3    | 4    | 4    | 3    | 17       |
| 138 | 4    | 3    | 4    | 4    | 4    | 19       |
| 139 | 4    | 5    | 4    | 4    | 4    | 21       |
| 140 | 3    | 4    | 3    | 3    | 3    | 16       |
| 141 | 4    | 4    | 4    | 4    | 4    | 20       |
| 142 | 5    | 5    | 5    | 4    | 4    | 23       |
| 143 | 3    | 3    | 3    | 3    | 3    | 15       |
| 144 | 5    | 4    | 4    | 4    | 4    | 21       |
| 145 | 4    | 4    | 4    | 5    | 4    | 21       |
| 146 | 4    | 4    | 5    | 5    | 4    | 22       |
| 147 | 2    | 4    | 3    | 3    | 3    | 15       |
| 148 | 4    | 4    | 3    | 3    | 2    | 16       |
| 149 | 4    | 4    | 4    | 5    | 4    | 21       |
| 150 | 4    | 4    | 4    | 5    | 4    | 21       |
| 151 | 4    | 3    | 4    | 4    | 5    | 20       |
| 152 | 4    | 4    | 5    | 4    | 4    | 21       |
| 153 | 4    | 3    | 4    | 4    | 4    | 19       |
| 154 | 4    | 3    | 4    | 4    | 5    | 20       |
| 155 | 4    | 4    | 4    | 4    | 4    | 20       |
| 156 | 3    | 4    | 3    | 4    | 4    | 18       |
| 157 | 5    | 5    | 5    | 4    | 5    | 24       |

| No. | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | TOTAL X1 |
|-----|------|------|------|------|------|----------|
| 158 | 4    | 5    | 4    | 4    | 4    | 21       |
| 159 | 3    | 4    | 4    | 4    | 4    | 19       |
| 160 | 4    | 5    | 5    | 5    | 4    | 23       |
| 161 | 4    | 4    | 3    | 3    | 3    | 17       |
| 162 | 5    | 5    | 4    | 4    | 4    | 22       |
| 163 | 5    | 5    | 5    | 4    | 4    | 23       |
| 164 | 3    | 3    | 4    | 4    | 3    | 17       |
| 165 | 5    | 4    | 5    | 4    | 5    | 23       |
| 166 | 4    | 4    | 4    | 4    | 4    | 20       |
| 167 | 4    | 5    | 4    | 4    | 5    | 22       |
| 168 | 5    | 5    | 5    | 5    | 5    | 25       |
| 169 | 4    | 4    | 4    | 4    | 3    | 19       |
| 170 | 3    | 4    | 4    | 4    | 4    | 19       |
| 171 | 3    | 4    | 4    | 4    | 3    | 18       |
| 172 | 4    | 4    | 4    | 3    | 4    | 19       |
| 173 | 3    | 4    | 4    | 4    | 3    | 18       |
| 174 | 4    | 4    | 4    | 4    | 5    | 21       |
| 175 | 5    | 4    | 4    | 5    | 4    | 22       |
| 176 | 4    | 4    | 5    | 4    | 4    | 21       |
| 177 | 4    | 4    | 3    | 5    | 4    | 20       |
| 178 | 5    | 5    | 5    | 5    | 4    | 24       |
| 179 | 4    | 4    | 5    | 4    | 4    | 21       |
| 180 | 5    | 5    | 5    | 5    | 5    | 25       |
| 181 | 5    | 4    | 4    | 4    | 4    | 21       |
| 182 | 3    | 4    | 3    | 4    | 4    | 18       |
| 183 | 4    | 3    | 3    | 3    | 4    | 17       |
| 184 | 4    | 5    | 5    | 5    | 4    | 23       |
| 185 | 4    | 4    | 3    | 4    | 3    | 18       |
| 186 | 4    | 4    | 5    | 4    | 4    | 21       |
| 187 | 5    | 4    | 4    | 4    | 4    | 21       |
| 188 | 5    | 4    | 4    | 4    | 4    | 21       |
| 189 | 4    | 4    | 3    | 3    | 3    | 17       |
| 190 | 3    | 4    | 3    | 3    | 4    | 17       |
| 191 | 4    | 3    | 3    | 4    | 4    | 18       |
| 192 | 4    | 4    | 5    | 4    | 5    | 22       |
| 193 | 5    | 4    | 5    | 4    | 4    | 22       |
| 194 | 3    | 4    | 3    | 3    | 3    | 16       |
| 195 | 4    | 4    | 4    | 4    | 4    | 20       |
| 196 | 4    | 4    | 4    | 3    | 4    | 19       |
| 197 | 3    | 3    | 4    | 3    | 4    | 17       |

| No. | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | TOTAL X1 |
|-----|------|------|------|------|------|----------|
| 198 | 4    | 4    | 4    | 4    | 4    | 20       |
| 199 | 4    | 4    | 4    | 4    | 4    | 20       |
| 200 | 3    | 3    | 4    | 3    | 3    | 16       |
| 201 | 4    | 5    | 5    | 4    | 4    | 22       |
| 202 | 4    | 4    | 4    | 4    | 4    | 20       |
| 203 | 5    | 4    | 5    | 4    | 4    | 22       |
| 204 | 5    | 4    | 4    | 4    | 5    | 22       |
| 205 | 4    | 3    | 3    | 3    | 4    | 17       |
| 206 | 3    | 3    | 4    | 3    | 3    | 16       |
| 207 | 4    | 4    | 5    | 4    | 4    | 21       |
| 208 | 5    | 4    | 4    | 3    | 4    | 20       |
| 209 | 4    | 4    | 4    | 5    | 5    | 22       |
| 210 | 5    | 5    | 5    | 5    | 5    | 25       |
| 211 | 5    | 4    | 4    | 5    | 4    | 22       |
| 212 | 5    | 5    | 5    | 4    | 5    | 24       |
| 213 | 5    | 5    | 5    | 4    | 4    | 23       |
| 214 | 5    | 5    | 4    | 4    | 4    | 22       |
| 215 | 4    | 4    | 4    | 4    | 4    | 20       |
| 216 | 5    | 4    | 4    | 5    | 5    | 23       |
| 217 | 4    | 3    | 3    | 3    | 3    | 16       |
| 218 | 4    | 4    | 4    | 4    | 3    | 19       |
| 219 | 4    | 4    | 4    | 4    | 4    | 20       |
| 220 | 4    | 4    | 4    | 5    | 4    | 21       |
| 221 | 5    | 5    | 5    | 5    | 5    | 25       |
| 222 | 3    | 3    | 3    | 3    | 3    | 15       |
| 223 | 4    | 4    | 4    | 4    | 4    | 21       |
| 224 | 3    | 3    | 3    | 4    | 4    | 17       |
| 225 | 3    | 4    | 4    | 4    | 3    | 18       |
| 226 | 4    | 5    | 5    | 4    | 4    | 22       |
| 227 | 5    | 4    | 5    | 5    | 4    | 23       |
| 228 | 3    | 4    | 3    | 4    | 4    | 18       |
| 229 | 4    | 4    | 3    | 3    | 3    | 17       |
| 230 | 4    | 4    | 5    | 4    | 4    | 21       |
| 231 | 4    | 4    | 3    | 4    | 3    | 18       |
| 232 | 4    | 4    | 4    | 4    | 4    | 20       |
| 233 | 4    | 4    | 3    | 4    | 4    | 19       |
| 234 | 3    | 4    | 4    | 4    | 3    | 18       |
| 235 | 5    | 5    | 5    | 5    | 5    | 25       |
| 236 | 4    | 4    | 5    | 5    | 4    | 22       |
| 237 | 3    | 3    | 3    | 3    | 3    | 15       |

| No. | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | TOTAL X1 |
|-----|------|------|------|------|------|----------|
| 238 | 5    | 4    | 4    | 4    | 4    | 21       |
| 239 | 4    | 4    | 4    | 3    | 3    | 18       |
| 240 | 5    | 4    | 5    | 5    | 4    | 23       |
| 241 | 4    | 4    | 4    | 4    | 4    | 20       |
| 242 | 4    | 3    | 4    | 4    | 4    | 19       |
| 243 | 4    | 4    | 5    | 4    | 4    | 21       |
| 244 | 4    | 4    | 4    | 4    | 5    | 21       |
| 245 | 4    | 3    | 4    | 3    | 4    | 18       |
| 246 | 4    | 3    | 4    | 4    | 3    | 18       |
| 247 | 4    | 4    | 3    | 4    | 4    | 19       |
| 248 | 4    | 3    | 3    | 3    | 4    | 17       |
| 249 | 5    | 5    | 5    | 5    | 5    | 25       |
| 250 | 4    | 4    | 5    | 5    | 5    | 23       |
| 251 | 3    | 3    | 3    | 3    | 3    | 15       |
| 252 | 5    | 5    | 5    | 5    | 4    | 24       |
| 253 | 5    | 5    | 5    | 5    | 5    | 25       |
| 254 | 5    | 5    | 5    | 5    | 4    | 24       |
| 255 | 3    | 4    | 3    | 3    | 4    | 17       |
| 256 | 3    | 4    | 4    | 4    | 3    | 18       |
| 257 | 5    | 5    | 5    | 4    | 4    | 23       |
| 258 | 4    | 4    | 3    | 4    | 4    | 19       |
| 259 | 5    | 4    | 3    | 4    | 4    | 20       |
| 260 | 5    | 4    | 4    | 5    | 4    | 22       |
| 261 | 3    | 3    | 4    | 3    | 4    | 17       |
| 262 | 4    | 4    | 4    | 4    | 4    | 20       |
| 263 | 2    | 3    | 3    | 3    | 2    | 13       |
| 264 | 3    | 3    | 3    | 3    | 3    | 15       |
| 265 | 4    | 4    | 4    | 4    | 3    | 19       |
| 266 | 4    | 3    | 4    | 3    | 3    | 17       |
| 267 | 5    | 5    | 4    | 5    | 5    | 24       |
| 268 | 3    | 4    | 3    | 3    | 3    | 16       |
| 269 | 3    | 3    | 4    | 4    | 4    | 18       |
| 270 | 4    | 4    | 4    | 4    | 4    | 20       |
| 271 | 5    | 4    | 5    | 4    | 4    | 22       |
| 272 | 3    | 3    | 3    | 3    | 4    | 16       |
| 273 | 5    | 4    | 4    | 5    | 5    | 23       |
| 274 | 4    | 4    | 4    | 4    | 5    | 21       |
| 275 | 3    | 4    | 3    | 3    | 3    | 16       |
| 276 | 4    | 5    | 4    | 4    | 5    | 22       |
| 277 | 4    | 4    | 4    | 4    | 4    | 20       |

| No. | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | TOTAL X1 |
|-----|------|------|------|------|------|----------|
| 278 | 4    | 4    | 3    | 3    | 4    | 18       |
| 279 | 4    | 3    | 4    | 4    | 4    | 19       |
| 280 | 4    | 4    | 4    | 4    | 4    | 20       |
| 281 | 4    | 4    | 3    | 4    | 4    | 19       |
| 282 | 4    | 5    | 4    | 4    | 4    | 21       |
| 283 | 5    | 4    | 5    | 5    | 4    | 23       |
| 284 | 3    | 3    | 3    | 4    | 3    | 16       |
| 285 | 5    | 5    | 5    | 5    | 5    | 25       |
| 286 | 3    | 3    | 3    | 3    | 3    | 15       |
| 287 | 3    | 4    | 4    | 4    | 4    | 19       |
| 288 | 4    | 4    | 4    | 4    | 5    | 21       |
| 289 | 4    | 4    | 4    | 4    | 3    | 19       |
| 290 | 4    | 4    | 4    | 4    | 4    | 20       |
| 291 | 4    | 4    | 5    | 4    | 3    | 20       |
| 292 | 5    | 4    | 4    | 4    | 4    | 21       |
| 293 | 4    | 4    | 4    | 4    | 4    | 20       |
| 294 | 4    | 4    | 4    | 4    | 5    | 21       |
| 295 | 5    | 4    | 4    | 4    | 4    | 21       |
| 296 | 4    | 4    | 4    | 4    | 4    | 20       |
| 297 | 5    | 4    | 5    | 5    | 5    | 24       |
| 298 | 5    | 5    | 5    | 4    | 4    | 23       |
| 299 | 5    | 5    | 5    | 5    | 4    | 24       |
| 300 | 5    | 4    | 4    | 5    | 5    | 23       |
| 301 | 4    | 4    | 4    | 4    | 3    | 19       |
| 302 | 4    | 4    | 3    | 4    | 4    | 19       |
| 303 | 4    | 5    | 4    | 5    | 5    | 23       |
| 304 | 4    | 4    | 4    | 5    | 5    | 22       |
| 305 | 4    | 4    | 5    | 4    | 4    | 21       |
| 306 | 4    | 4    | 5    | 4    | 4    | 21       |
| 307 | 5    | 4    | 5    | 5    | 4    | 23       |
| 308 | 4    | 3    | 4    | 4    | 4    | 19       |
| 309 | 4    | 4    | 4    | 4    | 4    | 20       |
| 310 | 4    | 4    | 4    | 4    | 3    | 19       |
| 311 | 3    | 4    | 4    | 4    | 3    | 18       |
| 312 | 4    | 5    | 5    | 5    | 4    | 23       |
| 313 | 4    | 5    | 4    | 5    | 4    | 22       |
| 314 | 4    | 5    | 5    | 4    | 4    | 22       |
| 315 | 5    | 4    | 5    | 5    | 5    | 24       |
| 316 | 4    | 4    | 4    | 3    | 4    | 19       |
| 317 | 5    | 4    | 5    | 5    | 4    | 23       |

| No. | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | TOTAL X1 |
|-----|------|------|------|------|------|----------|
| 318 | 4    | 4    | 4    | 4    | 4    | 20       |
| 319 | 4    | 4    | 4    | 4    | 5    | 21       |
| 320 | 5    | 4    | 4    | 4    | 5    | 22       |
| 321 | 4    | 3    | 4    | 5    | 4    | 20       |
| 322 | 5    | 5    | 5    | 4    | 4    | 23       |
| 323 | 4    | 3    | 4    | 3    | 4    | 18       |
| 324 | 5    | 5    | 5    | 5    | 5    | 25       |
| 325 | 3    | 4    | 3    | 4    | 3    | 17       |
| 326 | 4    | 3    | 4    | 3    | 4    | 18       |
| 327 | 5    | 4    | 4    | 5    | 4    | 22       |
| 328 | 5    | 4    | 4    | 5    | 5    | 23       |
| 329 | 4    | 5    | 5    | 4    | 4    | 22       |
| 330 | 4    | 5    | 5    | 4    | 4    | 22       |
| 331 | 4    | 4    | 4    | 4    | 4    | 20       |
| 332 | 3    | 4    | 4    | 4    | 4    | 19       |
| 333 | 4    | 4    | 4    | 4    | 3    | 19       |
| 334 | 4    | 4    | 4    | 3    | 4    | 19       |
| 335 | 4    | 5    | 5    | 5    | 5    | 24       |
| 336 | 3    | 3    | 4    | 4    | 4    | 18       |
| 337 | 4    | 4    | 4    | 3    | 4    | 19       |
| 338 | 4    | 4    | 4    | 4    | 3    | 19       |
| 339 | 4    | 5    | 4    | 5    | 4    | 22       |
| 340 | 3    | 4    | 3    | 4    | 4    | 18       |
| 341 | 4    | 4    | 4    | 4    | 4    | 20       |
| 342 | 5    | 4    | 4    | 4    | 3    | 20       |
| 343 | 5    | 4    | 4    | 4    | 4    | 21       |
| 344 | 4    | 4    | 4    | 4    | 4    | 20       |
| 345 | 4    | 4    | 3    | 3    | 4    | 18       |
| 346 | 4    | 4    | 5    | 4    | 4    | 21       |
| 347 | 3    | 3    | 3    | 3    | 3    | 15       |
| 348 | 3    | 3    | 3    | 3    | 3    | 15       |
| 349 | 4    | 4    | 4    | 4    | 4    | 20       |
| 350 | 4    | 4    | 4    | 4    | 4    | 20       |
| 351 | 4    | 4    | 5    | 5    | 4    | 22       |
| 352 | 5    | 5    | 5    | 5    | 5    | 25       |
| 353 | 4    | 4    | 5    | 4    | 3    | 20       |
| 354 | 4    | 4    | 3    | 4    | 4    | 19       |
| 355 | 4    | 4    | 4    | 4    | 4    | 20       |
| 356 | 4    | 4    | 4    | 3    | 3    | 18       |
| 357 | 4    | 3    | 4    | 4    | 4    | 19       |

| No. | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | TOTAL X1 |
|-----|------|------|------|------|------|----------|
| 358 | 4    | 5    | 4    | 4    | 4    | 21       |
| 359 | 5    | 5    | 4    | 4    | 5    | 23       |
| 360 | 3    | 4    | 4    | 4    | 4    | 19       |
| 361 | 4    | 4    | 4    | 4    | 4    | 20       |
| 362 | 5    | 5    | 4    | 4    | 5    | 23       |
| 363 | 3    | 4    | 3    | 4    | 4    | 18       |
| 364 | 5    | 4    | 5    | 4    | 4    | 22       |
| 365 | 5    | 5    | 4    | 4    | 4    | 22       |
| 366 | 4    | 4    | 4    | 4    | 3    | 19       |
| 367 | 4    | 4    | 4    | 4    | 4    | 20       |
| 368 | 4    | 4    | 3    | 4    | 4    | 19       |
| 369 | 4    | 4    | 4    | 4    | 4    | 20       |
| 370 | 3    | 4    | 4    | 4    | 3    | 18       |
| 371 | 4    | 4    | 4    | 4    | 4    | 20       |
| 372 | 4    | 3    | 4    | 4    | 4    | 19       |
| 373 | 5    | 5    | 5    | 5    | 4    | 24       |
| 374 | 4    | 5    | 5    | 4    | 5    | 23       |
| 375 | 5    | 5    | 5    | 5    | 5    | 25       |
| 376 | 4    | 3    | 4    | 4    | 3    | 18       |
| 377 | 4    | 5    | 4    | 4    | 4    | 21       |
| 378 | 4    | 4    | 4    | 4    | 4    | 20       |
| 379 | 5    | 5    | 5    | 5    | 5    | 25       |
| 380 | 3    | 4    | 4    | 4    | 4    | 19       |
| 381 | 4    | 3    | 3    | 4    | 4    | 18       |
| 382 | 4    | 3    | 3    | 3    | 4    | 17       |
| 383 | 3    | 3    | 3    | 3    | 3    | 15       |
| 384 | 4    | 4    | 4    | 3    | 4    | 19       |
| 385 | 4    | 4    | 4    | 3    | 3    | 18       |
| 386 | 4    | 4    | 4    | 4    | 5    | 21       |
| 387 | 4    | 4    | 4    | 4    | 4    | 20       |
| 388 | 5    | 5    | 5    | 4    | 5    | 24       |
| 389 | 4    | 4    | 5    | 4    | 5    | 22       |
| 390 | 4    | 4    | 4    | 4    | 4    | 20       |
| 391 | 3    | 4    | 3    | 4    | 3    | 17       |
| 392 | 3    | 5    | 4    | 4    | 4    | 20       |
| 393 | 3    | 4    | 3    | 3    | 4    | 17       |
| 394 | 5    | 5    | 5    | 5    | 5    | 25       |
| 395 | 4    | 5    | 5    | 5    | 4    | 23       |
| 396 | 3    | 4    | 3    | 3    | 3    | 16       |
| 397 | 3    | 3    | 3    | 3    | 3    | 15       |

| No.  | X1.1   | X1.2   | X1.3   | X1.4   | X1.5   | TOTAL X1 |
|------|--------|--------|--------|--------|--------|----------|
| 398  | 5      | 4      | 4      | 4      | 4      | 21       |
| Mean | 4,0126 | 4,0176 | 4,0075 | 4,0025 | 3,9774 | 4,0035   |

## 2. Citra Destinasi (X2)

| No. | X2.1 | X2.2 | X2.3 | X2.4 | TOTAL X2 |
|-----|------|------|------|------|----------|
| 1   | 3    | 3    | 3    | 3    | 12       |
| 2   | 4    | 3    | 4    | 4    | 15       |
| 3   | 4    | 5    | 4    | 4    | 17       |
| 4   | 4    | 4    | 4    | 4    | 16       |
| 5   | 3    | 4    | 3    | 4    | 14       |
| 6   | 4    | 4    | 5    | 5    | 18       |
| 7   | 3    | 3    | 3    | 3    | 12       |
| 8   | 4    | 4    | 4    | 4    | 16       |
| 9   | 4    | 4    | 4    | 4    | 16       |
| 10  | 4    | 4    | 4    | 5    | 17       |
| 11  | 5    | 4    | 4    | 4    | 17       |
| 12  | 3    | 3    | 3    | 3    | 12       |
| 13  | 4    | 3    | 3    | 3    | 13       |
| 14  | 5    | 5    | 5    | 4    | 19       |
| 15  | 4    | 4    | 4    | 4    | 16       |
| 16  | 4    | 4    | 3    | 4    | 15       |
| 17  | 4    | 4    | 5    | 5    | 18       |
| 18  | 4    | 4    | 4    | 3    | 15       |
| 19  | 4    | 5    | 4    | 4    | 17       |
| 20  | 4    | 4    | 4    | 3    | 15       |
| 21  | 5    | 5    | 5    | 5    | 20       |
| 22  | 5    | 5    | 4    | 4    | 18       |
| 23  | 4    | 3    | 3    | 4    | 14       |
| 24  | 5    | 5    | 5    | 5    | 20       |
| 25  | 4    | 5    | 4    | 4    | 17       |
| 26  | 4    | 4    | 5    | 4    | 17       |
| 27  | 3    | 3    | 3    | 4    | 13       |
| 28  | 5    | 5    | 4    | 4    | 18       |
| 29  | 5    | 4    | 5    | 5    | 19       |
| 30  | 3    | 3    | 3    | 3    | 12       |
| 31  | 3    | 4    | 4    | 3    | 14       |
| 32  | 2    | 3    | 2    | 2    | 9        |
| 33  | 3    | 4    | 3    | 4    | 14       |
| 34  | 5    | 5    | 3    | 4    | 17       |

| No. | X2.1 | X2.2 | X2.3 | X2.4 | TOTAL X2 |
|-----|------|------|------|------|----------|
| 35  | 4    | 5    | 4    | 5    | 18       |
| 36  | 4    | 4    | 4    | 4    | 16       |
| 37  | 5    | 5    | 5    | 5    | 20       |
| 38  | 3    | 3    | 3    | 3    | 12       |
| 39  | 3    | 3    | 3    | 3    | 12       |
| 40  | 4    | 4    | 4    | 4    | 16       |
| 41  | 4    | 4    | 4    | 4    | 16       |
| 42  | 5    | 4    | 4    | 4    | 17       |
| 43  | 2    | 3    | 2    | 3    | 10       |
| 44  | 4    | 4    | 4    | 4    | 16       |
| 45  | 3    | 3    | 4    | 3    | 13       |
| 46  | 5    | 4    | 4    | 4    | 17       |
| 47  | 4    | 4    | 4    | 4    | 16       |
| 48  | 3    | 4    | 5    | 4    | 16       |
| 49  | 4    | 4    | 4    | 4    | 16       |
| 50  | 3    | 3    | 4    | 4    | 14       |
| 51  | 4    | 4    | 4    | 4    | 16       |
| 52  | 5    | 5    | 5    | 4    | 19       |
| 53  | 4    | 4    | 4    | 4    | 16       |
| 54  | 5    | 4    | 4    | 4    | 17       |
| 55  | 4    | 4    | 3    | 4    | 15       |
| 56  | 4    | 4    | 4    | 4    | 16       |
| 57  | 4    | 4    | 4    | 4    | 16       |
| 58  | 3    | 3    | 4    | 3    | 13       |
| 59  | 4    | 4    | 4    | 3    | 15       |
| 60  | 4    | 4    | 3    | 4    | 15       |
| 61  | 5    | 5    | 5    | 5    | 20       |
| 62  | 4    | 4    | 4    | 5    | 17       |
| 63  | 3    | 4    | 3    | 4    | 14       |
| 64  | 5    | 4    | 4    | 5    | 18       |
| 65  | 4    | 4    | 4    | 4    | 16       |
| 66  | 5    | 3    | 4    | 3    | 15       |
| 67  | 4    | 5    | 4    | 5    | 18       |
| 68  | 4    | 5    | 4    | 5    | 18       |
| 69  | 4    | 4    | 3    | 4    | 15       |
| 70  | 4    | 4    | 4    | 4    | 16       |
| 71  | 4    | 4    | 4    | 4    | 16       |
| 72  | 3    | 3    | 3    | 3    | 12       |
| 73  | 4    | 3    | 3    | 4    | 14       |
| 74  | 5    | 5    | 5    | 5    | 20       |

| No. | X2.1 | X2.2 | X2.3 | X2.4 | TOTAL X2 |
|-----|------|------|------|------|----------|
| 75  | 5    | 5    | 5    | 5    | 20       |
| 76  | 4    | 4    | 4    | 4    | 16       |
| 77  | 5    | 4    | 4    | 4    | 17       |
| 78  | 4    | 4    | 3    | 4    | 15       |
| 79  | 5    | 5    | 5    | 5    | 20       |
| 80  | 5    | 5    | 4    | 5    | 19       |
| 81  | 4    | 4    | 4    | 4    | 16       |
| 82  | 4    | 3    | 3    | 4    | 14       |
| 83  | 2    | 3    | 4    | 3    | 12       |
| 84  | 4    | 5    | 3    | 4    | 16       |
| 85  | 3    | 4    | 4    | 4    | 15       |
| 86  | 4    | 3    | 3    | 3    | 13       |
| 87  | 4    | 5    | 4    | 4    | 17       |
| 88  | 3    | 4    | 3    | 3    | 13       |
| 89  | 5    | 5    | 5    | 5    | 20       |
| 90  | 4    | 4    | 4    | 4    | 16       |
| 91  | 4    | 4    | 4    | 4    | 16       |
| 92  | 4    | 5    | 5    | 4    | 18       |
| 93  | 4    | 4    | 4    | 4    | 16       |
| 94  | 4    | 4    | 4    | 3    | 15       |
| 95  | 4    | 5    | 5    | 5    | 19       |
| 96  | 4    | 4    | 4    | 5    | 17       |
| 97  | 4    | 3    | 4    | 3    | 14       |
| 98  | 4    | 4    | 4    | 4    | 16       |
| 99  | 3    | 4    | 4    | 3    | 14       |
| 100 | 4    | 3    | 3    | 3    | 13       |
| 101 | 5    | 5    | 4    | 4    | 18       |
| 102 | 5    | 5    | 5    | 4    | 19       |
| 103 | 3    | 3    | 4    | 3    | 13       |
| 104 | 4    | 4    | 5    | 4    | 17       |
| 105 | 4    | 4    | 4    | 4    | 16       |
| 106 | 4    | 4    | 4    | 4    | 16       |
| 107 | 4    | 4    | 4    | 4    | 16       |
| 108 | 4    | 4    | 4    | 4    | 16       |
| 109 | 5    | 4    | 4    | 4    | 17       |
| 110 | 4    | 4    | 4    | 4    | 16       |
| 111 | 4    | 4    | 5    | 4    | 17       |
| 112 | 4    | 4    | 4    | 4    | 16       |
| 113 | 5    | 4    | 4    | 4    | 17       |
| 114 | 3    | 3    | 3    | 3    | 12       |

| No. | X2.1 | X2.2 | X2.3 | X2.4 | TOTAL X2 |
|-----|------|------|------|------|----------|
| 115 | 4    | 4    | 4    | 4    | 16       |
| 116 | 5    | 4    | 4    | 4    | 17       |
| 117 | 4    | 5    | 4    | 4    | 17       |
| 118 | 3    | 4    | 3    | 4    | 14       |
| 119 | 4    | 4    | 4    | 4    | 16       |
| 120 | 5    | 4    | 4    | 4    | 17       |
| 121 | 3    | 4    | 3    | 3    | 13       |
| 122 | 4    | 5    | 4    | 5    | 18       |
| 123 | 3    | 3    | 4    | 4    | 14       |
| 124 | 4    | 4    | 4    | 5    | 17       |
| 125 | 4    | 3    | 4    | 4    | 15       |
| 126 | 3    | 3    | 3    | 3    | 12       |
| 127 | 3    | 3    | 3    | 3    | 12       |
| 128 | 4    | 4    | 5    | 4    | 17       |
| 129 | 4    | 4    | 4    | 4    | 16       |
| 130 | 4    | 3    | 4    | 3    | 14       |
| 131 | 5    | 5    | 4    | 4    | 18       |
| 132 | 3    | 3    | 3    | 4    | 13       |
| 133 | 5    | 3    | 4    | 4    | 16       |
| 134 | 4    | 3    | 4    | 3    | 14       |
| 135 | 4    | 4    | 4    | 4    | 16       |
| 136 | 4    | 4    | 4    | 4    | 16       |
| 137 | 3    | 3    | 4    | 4    | 14       |
| 138 | 4    | 4    | 4    | 4    | 16       |
| 139 | 5    | 4    | 5    | 4    | 18       |
| 140 | 4    | 3    | 4    | 4    | 15       |
| 141 | 5    | 4    | 5    | 4    | 18       |
| 142 | 3    | 4    | 4    | 4    | 15       |
| 143 | 4    | 4    | 4    | 4    | 16       |
| 144 | 5    | 5    | 5    | 5    | 20       |
| 145 | 2    | 2    | 2    | 3    | 9        |
| 146 | 4    | 4    | 3    | 4    | 15       |
| 147 | 4    | 4    | 4    | 4    | 16       |
| 148 | 4    | 4    | 4    | 4    | 16       |
| 149 | 4    | 5    | 4    | 4    | 17       |
| 150 | 4    | 3    | 4    | 4    | 15       |
| 151 | 4    | 4    | 4    | 5    | 17       |
| 152 | 4    | 4    | 4    | 4    | 16       |
| 153 | 5    | 5    | 5    | 5    | 20       |
| 154 | 4    | 4    | 4    | 4    | 16       |

| No. | X2.1 | X2.2 | X2.3 | X2.4 | TOTAL X2 |
|-----|------|------|------|------|----------|
| 155 | 4    | 4    | 5    | 4    | 17       |
| 156 | 4    | 3    | 4    | 4    | 15       |
| 157 | 4    | 4    | 4    | 3    | 15       |
| 158 | 3    | 4    | 4    | 4    | 15       |
| 159 | 4    | 4    | 4    | 4    | 16       |
| 160 | 3    | 4    | 4    | 4    | 15       |
| 161 | 4    | 4    | 4    | 4    | 16       |
| 162 | 4    | 5    | 5    | 5    | 19       |
| 163 | 4    | 4    | 4    | 4    | 16       |
| 164 | 3    | 4    | 3    | 4    | 14       |
| 165 | 4    | 5    | 4    | 5    | 18       |
| 166 | 4    | 4    | 4    | 4    | 16       |
| 167 | 3    | 3    | 3    | 3    | 12       |
| 168 | 4    | 4    | 3    | 3    | 14       |
| 169 | 3    | 3    | 3    | 4    | 13       |
| 170 | 4    | 4    | 4    | 4    | 16       |
| 171 | 4    | 4    | 3    | 4    | 15       |
| 172 | 4    | 5    | 5    | 5    | 19       |
| 173 | 5    | 4    | 4    | 4    | 17       |
| 174 | 5    | 4    | 4    | 4    | 17       |
| 175 | 4    | 4    | 4    | 4    | 16       |
| 176 | 3    | 3    | 3    | 3    | 12       |
| 177 | 4    | 3    | 4    | 4    | 15       |
| 178 | 4    | 4    | 4    | 5    | 17       |
| 179 | 3    | 3    | 4    | 3    | 13       |
| 180 | 4    | 5    | 4    | 5    | 18       |
| 181 | 5    | 4    | 4    | 4    | 17       |
| 182 | 4    | 4    | 4    | 3    | 15       |
| 183 | 4    | 4    | 4    | 4    | 16       |
| 184 | 5    | 5    | 5    | 5    | 20       |
| 185 | 4    | 4    | 4    | 4    | 16       |
| 186 | 4    | 4    | 4    | 5    | 17       |
| 187 | 3    | 4    | 5    | 4    | 16       |
| 188 | 4    | 3    | 3    | 4    | 14       |
| 189 | 5    | 4    | 4    | 4    | 17       |
| 190 | 4    | 4    | 4    | 3    | 15       |
| 191 | 3    | 4    | 4    | 4    | 15       |
| 192 | 3    | 4    | 4    | 4    | 15       |
| 193 | 4    | 4    | 5    | 4    | 17       |
| 194 | 4    | 4    | 3    | 3    | 14       |

| No. | X2.1 | X2.2 | X2.3 | X2.4 | TOTAL X2 |
|-----|------|------|------|------|----------|
| 195 | 5    | 5    | 4    | 5    | 19       |
| 196 | 3    | 4    | 4    | 4    | 15       |
| 197 | 4    | 4    | 4    | 4    | 16       |
| 198 | 4    | 4    | 3    | 4    | 15       |
| 199 | 5    | 3    | 3    | 4    | 15       |
| 200 | 4    | 4    | 4    | 5    | 17       |
| 201 | 5    | 4    | 4    | 4    | 17       |
| 202 | 4    | 3    | 3    | 4    | 14       |
| 203 | 5    | 4    | 4    | 5    | 18       |
| 204 | 5    | 5    | 4    | 5    | 19       |
| 205 | 4    | 4    | 4    | 4    | 16       |
| 206 | 4    | 5    | 5    | 5    | 19       |
| 207 | 4    | 4    | 4    | 3    | 15       |
| 208 | 3    | 3    | 2    | 4    | 12       |
| 209 | 3    | 3    | 3    | 3    | 12       |
| 210 | 5    | 5    | 4    | 4    | 18       |
| 211 | 4    | 4    | 4    | 4    | 16       |
| 212 | 4    | 4    | 4    | 3    | 15       |
| 213 | 5    | 4    | 4    | 5    | 18       |
| 214 | 3    | 3    | 3    | 3    | 12       |
| 215 | 5    | 5    | 5    | 5    | 20       |
| 216 | 4    | 3    | 4    | 4    | 15       |
| 217 | 4    | 4    | 5    | 4    | 17       |
| 218 | 4    | 4    | 4    | 3    | 15       |
| 219 | 4    | 4    | 4    | 4    | 16       |
| 220 | 4    | 4    | 3    | 4    | 15       |
| 221 | 3    | 3    | 3    | 3    | 12       |
| 222 | 4    | 4    | 5    | 5    | 18       |
| 223 | 5    | 5    | 5    | 5    | 20       |
| 224 | 5    | 5    | 5    | 5    | 20       |
| 225 | 4    | 5    | 4    | 5    | 18       |
| 226 | 4    | 4    | 4    | 4    | 16       |
| 227 | 4    | 3    | 4    | 3    | 14       |
| 228 | 4    | 4    | 4    | 4    | 16       |
| 229 | 4    | 4    | 4    | 4    | 16       |
| 230 | 5    | 5    | 5    | 5    | 20       |
| 231 | 3    | 3    | 3    | 3    | 12       |
| 232 | 5    | 5    | 5    | 5    | 20       |
| 233 | 4    | 4    | 4    | 4    | 16       |
| 234 | 4    | 3    | 4    | 4    | 15       |

| No. | X2.1 | X2.2 | X2.3 | X2.4 | TOTAL X2 |
|-----|------|------|------|------|----------|
| 235 | 4    | 3    | 3    | 3    | 13       |
| 236 | 3    | 3    | 3    | 2    | 11       |
| 237 | 5    | 5    | 5    | 5    | 20       |
| 238 | 4    | 4    | 4    | 4    | 16       |
| 239 | 3    | 3    | 4    | 3    | 13       |
| 240 | 3    | 3    | 3    | 2    | 11       |
| 241 | 4    | 4    | 3    | 4    | 15       |
| 242 | 5    | 5    | 5    | 5    | 20       |
| 243 | 4    | 4    | 4    | 4    | 16       |
| 244 | 4    | 3    | 3    | 4    | 14       |
| 245 | 4    | 4    | 4    | 4    | 16       |
| 246 | 3    | 4    | 3    | 4    | 14       |
| 247 | 3    | 3    | 3    | 2    | 11       |
| 248 | 4    | 4    | 5    | 4    | 17       |
| 249 | 4    | 4    | 4    | 3    | 15       |
| 250 | 4    | 4    | 4    | 4    | 16       |
| 251 | 5    | 5    | 5    | 5    | 20       |
| 252 | 4    | 5    | 5    | 5    | 19       |
| 253 | 4    | 4    | 4    | 4    | 16       |
| 254 | 3    | 3    | 3    | 4    | 13       |
| 255 | 4    | 5    | 5    | 5    | 19       |
| 256 | 5    | 4    | 4    | 5    | 18       |
| 257 | 4    | 4    | 4    | 4    | 16       |
| 258 | 4    | 4    | 4    | 4    | 16       |
| 259 | 4    | 4    | 4    | 4    | 16       |
| 260 | 4    | 4    | 4    | 4    | 16       |
| 261 | 4    | 4    | 4    | 4    | 16       |
| 262 | 4    | 3    | 4    | 4    | 15       |
| 263 | 4    | 4    | 4    | 4    | 16       |
| 264 | 4    | 4    | 4    | 4    | 16       |
| 265 | 4    | 4    | 4    | 4    | 16       |
| 266 | 4    | 4    | 4    | 4    | 16       |
| 267 | 4    | 4    | 4    | 4    | 16       |
| 268 | 5    | 5    | 4    | 5    | 19       |
| 269 | 3    | 3    | 2    | 2    | 10       |
| 270 | 4    | 5    | 5    | 5    | 19       |
| 271 | 5    | 4    | 5    | 5    | 19       |
| 272 | 3    | 3    | 3    | 2    | 11       |
| 273 | 4    | 3    | 3    | 4    | 14       |
| 274 | 3    | 3    | 3    | 3    | 12       |

| No. | X2.1 | X2.2 | X2.3 | X2.4 | TOTAL X2 |
|-----|------|------|------|------|----------|
| 275 | 3    | 3    | 3    | 4    | 13       |
| 276 | 3    | 4    | 4    | 3    | 14       |
| 277 | 4    | 4    | 3    | 4    | 15       |
| 278 | 4    | 5    | 5    | 5    | 19       |
| 279 | 5    | 4    | 4    | 5    | 18       |
| 280 | 5    | 5    | 5    | 5    | 20       |
| 281 | 4    | 4    | 5    | 4    | 17       |
| 282 | 3    | 3    | 3    | 3    | 12       |
| 283 | 4    | 3    | 4    | 4    | 15       |
| 284 | 4    | 4    | 5    | 4    | 17       |
| 285 | 3    | 3    | 3    | 3    | 12       |
| 286 | 4    | 5    | 4    | 5    | 18       |
| 287 | 4    | 3    | 4    | 4    | 15       |
| 288 | 4    | 4    | 4    | 3    | 15       |
| 289 | 4    | 4    | 5    | 4    | 17       |
| 290 | 4    | 5    | 4    | 4    | 17       |
| 291 | 4    | 4    | 4    | 4    | 16       |
| 292 | 5    | 5    | 4    | 5    | 19       |
| 293 | 4    | 3    | 3    | 4    | 14       |
| 294 | 4    | 4    | 4    | 4    | 16       |
| 295 | 4    | 4    | 5    | 4    | 17       |
| 296 | 5    | 4    | 3    | 4    | 16       |
| 297 | 4    | 5    | 4    | 4    | 17       |
| 298 | 3    | 4    | 3    | 4    | 14       |
| 299 | 4    | 5    | 4    | 5    | 18       |
| 300 | 4    | 4    | 4    | 4    | 16       |
| 301 | 4    | 4    | 4    | 3    | 15       |
| 302 | 4    | 4    | 4    | 4    | 16       |
| 303 | 4    | 4    | 3    | 4    | 15       |
| 304 | 3    | 3    | 4    | 3    | 13       |
| 305 | 3    | 4    | 3    | 3    | 13       |
| 306 | 4    | 4    | 4    | 4    | 16       |
| 307 | 3    | 4    | 3    | 4    | 14       |
| 308 | 5    | 4    | 5    | 5    | 19       |
| 309 | 3    | 3    | 3    | 3    | 12       |
| 310 | 5    | 5    | 5    | 5    | 20       |
| 311 | 5    | 4    | 4    | 4    | 17       |
| 312 | 4    | 4    | 3    | 4    | 15       |
| 313 | 4    | 4    | 4    | 4    | 16       |
| 314 | 4    | 4    | 4    | 4    | 16       |

| No. | X2.1 | X2.2 | X2.3 | X2.4 | TOTAL X2 |
|-----|------|------|------|------|----------|
| 315 | 4    | 3    | 4    | 4    | 15       |
| 316 | 5    | 5    | 5    | 5    | 20       |
| 317 | 4    | 4    | 4    | 5    | 17       |
| 318 | 4    | 4    | 4    | 4    | 16       |
| 319 | 4    | 4    | 4    | 4    | 16       |
| 320 | 3    | 4    | 4    | 4    | 15       |
| 321 | 4    | 5    | 4    | 5    | 18       |
| 322 | 2    | 3    | 3    | 3    | 11       |
| 323 | 3    | 3    | 4    | 3    | 13       |
| 324 | 5    | 4    | 4    | 4    | 17       |
| 325 | 4    | 4    | 4    | 4    | 16       |
| 326 | 3    | 4    | 4    | 3    | 14       |
| 327 | 4    | 4    | 4    | 4    | 16       |
| 328 | 5    | 4    | 4    | 4    | 17       |
| 329 | 3    | 3    | 4    | 4    | 14       |
| 330 | 3    | 4    | 3    | 4    | 14       |
| 331 | 5    | 4    | 4    | 4    | 17       |
| 332 | 4    | 4    | 3    | 3    | 14       |
| 333 | 4    | 5    | 4    | 4    | 17       |
| 334 | 3    | 3    | 3    | 3    | 12       |
| 335 | 5    | 5    | 5    | 5    | 20       |
| 336 | 5    | 4    | 4    | 5    | 18       |
| 337 | 4    | 5    | 4    | 4    | 17       |
| 338 | 4    | 4    | 5    | 5    | 18       |
| 339 | 5    | 5    | 4    | 4    | 18       |
| 340 | 4    | 4    | 4    | 5    | 17       |
| 341 | 3    | 3    | 3    | 3    | 12       |
| 342 | 4    | 4    | 3    | 4    | 15       |
| 343 | 4    | 3    | 4    | 4    | 15       |
| 344 | 4    | 3    | 4    | 4    | 15       |
| 345 | 5    | 4    | 4    | 5    | 18       |
| 346 | 4    | 4    | 4    | 4    | 16       |
| 347 | 4    | 4    | 4    | 4    | 16       |
| 348 | 4    | 4    | 3    | 3    | 14       |
| 349 | 3    | 4    | 3    | 3    | 13       |
| 350 | 3    | 3    | 3    | 3    | 12       |
| 351 | 3    | 4    | 3    | 4    | 14       |
| 352 | 3    | 3    | 3    | 3    | 12       |
| 353 | 4    | 4    | 3    | 3    | 14       |
| 354 | 5    | 5    | 4    | 4    | 18       |

| No. | X2.1 | X2.2 | X2.3 | X2.4 | TOTAL X2 |
|-----|------|------|------|------|----------|
| 355 | 3    | 3    | 4    | 3    | 13       |
| 356 | 5    | 5    | 5    | 5    | 20       |
| 357 | 4    | 4    | 4    | 4    | 16       |
| 358 | 4    | 4    | 4    | 5    | 17       |
| 359 | 4    | 4    | 4    | 3    | 15       |
| 360 | 4    | 4    | 5    | 5    | 18       |
| 361 | 4    | 3    | 4    | 3    | 14       |
| 362 | 4    | 5    | 4    | 4    | 17       |
| 363 | 5    | 5    | 5    | 5    | 20       |
| 364 | 4    | 4    | 4    | 4    | 16       |
| 365 | 5    | 4    | 4    | 4    | 17       |
| 366 | 4    | 4    | 4    | 4    | 16       |
| 367 | 4    | 4    | 4    | 4    | 16       |
| 368 | 5    | 4    | 5    | 5    | 19       |
| 369 | 4    | 4    | 3    | 4    | 15       |
| 370 | 5    | 5    | 5    | 5    | 20       |
| 371 | 4    | 4    | 4    | 4    | 16       |
| 372 | 4    | 3    | 4    | 3    | 14       |
| 373 | 4    | 4    | 4    | 5    | 17       |
| 374 | 5    | 5    | 5    | 4    | 19       |
| 375 | 4    | 4    | 5    | 3    | 16       |
| 376 | 3    | 3    | 3    | 3    | 12       |
| 377 | 3    | 4    | 3    | 4    | 14       |
| 378 | 4    | 4    | 5    | 4    | 17       |
| 379 | 4    | 4    | 4    | 4    | 16       |
| 380 | 4    | 4    | 4    | 3    | 15       |
| 381 | 5    | 5    | 4    | 4    | 18       |
| 382 | 4    | 4    | 3    | 3    | 14       |
| 383 | 5    | 5    | 4    | 4    | 18       |
| 384 | 4    | 4    | 4    | 4    | 16       |
| 385 | 4    | 4    | 4    | 5    | 17       |
| 386 | 4    | 4    | 4    | 4    | 16       |
| 387 | 4    | 5    | 4    | 5    | 18       |
| 388 | 4    | 4    | 4    | 4    | 16       |
| 389 | 4    | 5    | 4    | 3    | 16       |
| 390 | 3    | 3    | 3    | 3    | 12       |
| 391 | 5    | 4    | 4    | 4    | 17       |
| 392 | 4    | 4    | 4    | 4    | 16       |
| 393 | 5    | 3    | 4    | 4    | 16       |
| 394 | 3    | 4    | 3    | 3    | 13       |

| No.  | X2.1   | X2.2   | X2.3   | X2.4   | TOTAL X2 |
|------|--------|--------|--------|--------|----------|
| 395  | 4      | 3      | 4      | 3      | 14       |
| 396  | 5      | 5      | 4      | 4      | 18       |
| 397  | 4      | 3      | 4      | 4      | 15       |
| 398  | 5      | 4      | 4      | 4      | 17       |
| Mean | 3,9899 | 3,9648 | 3,9171 | 3,9623 | 3,9585   |

### 3. Niat Berkunjung Kembali (Y)

| No. | Y.1 | Y.2 | Y.3 | Y.4 | TOTAL Y |
|-----|-----|-----|-----|-----|---------|
| 1   | 4   | 5   | 4   | 4   | 17      |
| 2   | 4   | 4   | 4   | 4   | 16      |
| 3   | 4   | 4   | 4   | 4   | 16      |
| 4   | 5   | 4   | 5   | 4   | 18      |
| 5   | 4   | 4   | 4   | 4   | 16      |
| 6   | 4   | 4   | 4   | 4   | 16      |
| 7   | 4   | 5   | 4   | 5   | 18      |
| 8   | 4   | 4   | 4   | 5   | 17      |
| 9   | 4   | 4   | 3   | 4   | 15      |
| 10  | 4   | 4   | 5   | 4   | 17      |
| 11  | 4   | 4   | 3   | 4   | 15      |
| 12  | 3   | 4   | 4   | 3   | 14      |
| 13  | 4   | 5   | 4   | 4   | 17      |
| 14  | 4   | 3   | 4   | 3   | 14      |
| 15  | 3   | 4   | 3   | 3   | 13      |
| 16  | 4   | 3   | 4   | 5   | 16      |
| 17  | 4   | 4   | 3   | 4   | 15      |
| 18  | 4   | 4   | 4   | 4   | 16      |
| 19  | 4   | 4   | 3   | 3   | 14      |
| 20  | 3   | 4   | 4   | 4   | 15      |
| 21  | 5   | 4   | 4   | 5   | 18      |
| 22  | 5   | 4   | 4   | 3   | 16      |
| 23  | 4   | 5   | 4   | 4   | 17      |
| 24  | 4   | 3   | 4   | 3   | 14      |
| 25  | 4   | 4   | 4   | 4   | 16      |
| 26  | 5   | 5   | 4   | 4   | 18      |
| 27  | 3   | 4   | 4   | 3   | 14      |
| 28  | 4   | 4   | 4   | 5   | 17      |
| 29  | 4   | 4   | 4   | 4   | 16      |
| 30  | 3   | 4   | 5   | 4   | 16      |
| 31  | 3   | 3   | 4   | 4   | 14      |

| No. | Y.1 | Y.2 | Y.3 | Y.4 | TOTAL Y |
|-----|-----|-----|-----|-----|---------|
| 32  | 4   | 4   | 4   | 4   | 16      |
| 33  | 4   | 4   | 4   | 4   | 16      |
| 34  | 4   | 3   | 4   | 4   | 15      |
| 35  | 5   | 4   | 4   | 4   | 17      |
| 36  | 4   | 4   | 4   | 3   | 15      |
| 37  | 5   | 5   | 5   | 4   | 19      |
| 38  | 3   | 3   | 3   | 3   | 12      |
| 39  | 3   | 4   | 4   | 4   | 15      |
| 40  | 4   | 4   | 5   | 4   | 17      |
| 41  | 4   | 4   | 4   | 4   | 16      |
| 42  | 4   | 4   | 4   | 5   | 17      |
| 43  | 3   | 4   | 4   | 4   | 15      |
| 44  | 4   | 4   | 4   | 4   | 16      |
| 45  | 3   | 3   | 3   | 3   | 12      |
| 46  | 4   | 4   | 3   | 4   | 15      |
| 47  | 4   | 4   | 4   | 4   | 16      |
| 48  | 4   | 5   | 4   | 5   | 18      |
| 49  | 4   | 4   | 4   | 5   | 17      |
| 50  | 3   | 3   | 3   | 4   | 13      |
| 51  | 4   | 4   | 4   | 4   | 16      |
| 52  | 4   | 4   | 4   | 4   | 16      |
| 53  | 3   | 4   | 3   | 4   | 14      |
| 54  | 4   | 5   | 4   | 4   | 17      |
| 55  | 4   | 5   | 5   | 5   | 19      |
| 56  | 4   | 4   | 4   | 4   | 16      |
| 57  | 4   | 3   | 4   | 4   | 15      |
| 58  | 4   | 4   | 4   | 4   | 16      |
| 59  | 4   | 4   | 4   | 4   | 16      |
| 60  | 4   | 5   | 4   | 5   | 18      |
| 61  | 4   | 4   | 4   | 4   | 16      |
| 62  | 4   | 3   | 4   | 4   | 15      |
| 63  | 3   | 4   | 4   | 3   | 14      |
| 64  | 4   | 4   | 3   | 3   | 14      |
| 65  | 4   | 4   | 4   | 5   | 17      |
| 66  | 4   | 4   | 4   | 5   | 17      |
| 67  | 4   | 4   | 4   | 4   | 16      |
| 68  | 5   | 5   | 4   | 4   | 18      |
| 69  | 4   | 4   | 4   | 4   | 16      |
| 70  | 4   | 4   | 4   | 4   | 16      |
| 71  | 4   | 4   | 5   | 4   | 17      |

| No. | Y.1 | Y.2 | Y.3 | Y.4 | TOTAL Y |
|-----|-----|-----|-----|-----|---------|
| 72  | 4   | 4   | 5   | 4   | 17      |
| 73  | 3   | 4   | 4   | 4   | 15      |
| 74  | 5   | 4   | 5   | 4   | 18      |
| 75  | 4   | 3   | 3   | 4   | 14      |
| 76  | 4   | 5   | 4   | 4   | 17      |
| 77  | 4   | 4   | 5   | 4   | 17      |
| 78  | 4   | 4   | 4   | 4   | 16      |
| 79  | 5   | 4   | 4   | 4   | 17      |
| 80  | 4   | 4   | 3   | 3   | 14      |
| 81  | 4   | 5   | 4   | 4   | 17      |
| 82  | 4   | 4   | 4   | 4   | 16      |
| 83  | 4   | 4   | 5   | 4   | 17      |
| 84  | 4   | 4   | 4   | 4   | 16      |
| 85  | 3   | 4   | 3   | 3   | 13      |
| 86  | 3   | 4   | 3   | 4   | 14      |
| 87  | 4   | 5   | 4   | 4   | 17      |
| 88  | 4   | 4   | 4   | 4   | 16      |
| 89  | 4   | 4   | 3   | 4   | 15      |
| 90  | 5   | 5   | 3   | 4   | 17      |
| 91  | 4   | 4   | 4   | 4   | 16      |
| 92  | 5   | 5   | 5   | 4   | 19      |
| 93  | 4   | 4   | 4   | 4   | 16      |
| 94  | 4   | 4   | 4   | 3   | 15      |
| 95  | 4   | 4   | 4   | 4   | 16      |
| 96  | 4   | 4   | 3   | 4   | 15      |
| 97  | 4   | 4   | 4   | 4   | 16      |
| 98  | 4   | 4   | 4   | 4   | 16      |
| 99  | 4   | 4   | 4   | 4   | 16      |
| 100 | 3   | 4   | 4   | 4   | 15      |
| 101 | 4   | 4   | 3   | 4   | 15      |
| 102 | 5   | 4   | 4   | 4   | 17      |
| 103 | 3   | 4   | 4   | 4   | 15      |
| 104 | 4   | 4   | 3   | 4   | 15      |
| 105 | 4   | 4   | 4   | 4   | 16      |
| 106 | 4   | 4   | 4   | 4   | 16      |
| 107 | 5   | 4   | 5   | 5   | 19      |
| 108 | 4   | 4   | 4   | 5   | 17      |
| 109 | 4   | 4   | 4   | 4   | 16      |
| 110 | 4   | 5   | 4   | 4   | 17      |
| 111 | 3   | 3   | 3   | 4   | 13      |

| No. | Y.1 | Y.2 | Y.3 | Y.4 | TOTAL Y |
|-----|-----|-----|-----|-----|---------|
| 112 | 4   | 4   | 4   | 4   | 16      |
| 113 | 4   | 4   | 5   | 3   | 16      |
| 114 | 5   | 5   | 5   | 5   | 20      |
| 115 | 4   | 4   | 4   | 4   | 16      |
| 116 | 4   | 4   | 4   | 4   | 16      |
| 117 | 4   | 4   | 4   | 4   | 16      |
| 118 | 3   | 4   | 3   | 4   | 14      |
| 119 | 4   | 4   | 4   | 5   | 17      |
| 120 | 5   | 4   | 4   | 4   | 17      |
| 121 | 4   | 5   | 4   | 4   | 17      |
| 122 | 4   | 3   | 4   | 4   | 15      |
| 123 | 4   | 5   | 5   | 5   | 19      |
| 124 | 4   | 3   | 4   | 4   | 15      |
| 125 | 4   | 5   | 4   | 4   | 17      |
| 126 | 4   | 4   | 4   | 5   | 17      |
| 127 | 3   | 3   | 3   | 3   | 12      |
| 128 | 4   | 4   | 4   | 4   | 16      |
| 129 | 4   | 5   | 4   | 4   | 17      |
| 130 | 3   | 4   | 4   | 4   | 15      |
| 131 | 4   | 3   | 4   | 3   | 14      |
| 132 | 3   | 5   | 4   | 4   | 16      |
| 133 | 4   | 3   | 4   | 4   | 15      |
| 134 | 4   | 3   | 5   | 4   | 16      |
| 135 | 3   | 4   | 4   | 4   | 15      |
| 136 | 5   | 4   | 5   | 4   | 18      |
| 137 | 3   | 3   | 3   | 3   | 12      |
| 138 | 4   | 4   | 4   | 3   | 15      |
| 139 | 5   | 4   | 4   | 5   | 18      |
| 140 | 3   | 3   | 4   | 4   | 14      |
| 141 | 4   | 4   | 4   | 4   | 16      |
| 142 | 4   | 5   | 5   | 4   | 18      |
| 143 | 4   | 4   | 4   | 3   | 15      |
| 144 | 5   | 4   | 4   | 4   | 17      |
| 145 | 3   | 5   | 4   | 4   | 16      |
| 146 | 4   | 4   | 4   | 4   | 16      |
| 147 | 4   | 3   | 3   | 4   | 14      |
| 148 | 3   | 3   | 4   | 4   | 14      |
| 149 | 4   | 4   | 4   | 4   | 16      |
| 150 | 4   | 4   | 4   | 4   | 16      |
| 151 | 4   | 4   | 4   | 3   | 15      |

| No. | Y.1 | Y.2 | Y.3 | Y.4 | TOTAL Y |
|-----|-----|-----|-----|-----|---------|
| 152 | 4   | 4   | 4   | 4   | 16      |
| 153 | 4   | 3   | 4   | 3   | 14      |
| 154 | 4   | 5   | 4   | 3   | 16      |
| 155 | 4   | 4   | 4   | 4   | 16      |
| 156 | 4   | 4   | 3   | 4   | 15      |
| 157 | 5   | 5   | 5   | 5   | 20      |
| 158 | 4   | 4   | 4   | 5   | 17      |
| 159 | 4   | 4   | 3   | 4   | 15      |
| 160 | 4   | 4   | 4   | 5   | 17      |
| 161 | 4   | 4   | 4   | 4   | 16      |
| 162 | 5   | 5   | 5   | 5   | 20      |
| 163 | 5   | 5   | 5   | 4   | 19      |
| 164 | 4   | 4   | 3   | 3   | 14      |
| 165 | 5   | 4   | 5   | 4   | 18      |
| 166 | 4   | 5   | 4   | 4   | 17      |
| 167 | 4   | 4   | 4   | 5   | 17      |
| 168 | 4   | 5   | 4   | 5   | 18      |
| 169 | 3   | 4   | 4   | 4   | 15      |
| 170 | 4   | 3   | 3   | 4   | 14      |
| 171 | 4   | 4   | 4   | 4   | 16      |
| 172 | 4   | 3   | 4   | 4   | 15      |
| 173 | 4   | 4   | 3   | 4   | 15      |
| 174 | 4   | 4   | 4   | 4   | 16      |
| 175 | 4   | 4   | 5   | 4   | 17      |
| 176 | 4   | 4   | 4   | 4   | 16      |
| 177 | 4   | 4   | 4   | 4   | 16      |
| 178 | 5   | 4   | 5   | 5   | 19      |
| 179 | 3   | 3   | 4   | 4   | 14      |
| 180 | 5   | 5   | 5   | 5   | 20      |
| 181 | 4   | 5   | 4   | 4   | 17      |
| 182 | 4   | 4   | 3   | 4   | 15      |
| 183 | 4   | 3   | 4   | 3   | 14      |
| 184 | 5   | 4   | 4   | 4   | 17      |
| 185 | 4   | 4   | 4   | 4   | 16      |
| 186 | 4   | 4   | 4   | 4   | 16      |
| 187 | 4   | 5   | 5   | 4   | 18      |
| 188 | 4   | 4   | 5   | 4   | 17      |
| 189 | 4   | 4   | 4   | 4   | 16      |
| 190 | 3   | 3   | 3   | 4   | 13      |
| 191 | 4   | 4   | 4   | 3   | 15      |

| No. | Y.1 | Y.2 | Y.3 | Y.4 | TOTAL Y |
|-----|-----|-----|-----|-----|---------|
| 192 | 4   | 4   | 4   | 4   | 16      |
| 193 | 4   | 4   | 5   | 4   | 17      |
| 194 | 4   | 3   | 4   | 4   | 15      |
| 195 | 4   | 4   | 4   | 4   | 16      |
| 196 | 4   | 4   | 4   | 4   | 16      |
| 197 | 4   | 4   | 3   | 4   | 15      |
| 198 | 4   | 4   | 4   | 4   | 16      |
| 199 | 4   | 4   | 4   | 4   | 16      |
| 200 | 4   | 4   | 3   | 4   | 15      |
| 201 | 4   | 5   | 4   | 5   | 18      |
| 202 | 4   | 5   | 4   | 4   | 17      |
| 203 | 5   | 4   | 5   | 4   | 18      |
| 204 | 5   | 4   | 5   | 4   | 18      |
| 205 | 4   | 4   | 4   | 3   | 15      |
| 206 | 4   | 4   | 3   | 3   | 14      |
| 207 | 4   | 5   | 4   | 4   | 17      |
| 208 | 4   | 4   | 5   | 4   | 17      |
| 209 | 4   | 5   | 4   | 4   | 17      |
| 210 | 5   | 5   | 5   | 5   | 20      |
| 211 | 4   | 5   | 5   | 4   | 18      |
| 212 | 4   | 5   | 5   | 5   | 19      |
| 213 | 4   | 5   | 5   | 5   | 19      |
| 214 | 4   | 4   | 5   | 5   | 18      |
| 215 | 5   | 4   | 4   | 4   | 17      |
| 216 | 4   | 4   | 5   | 4   | 17      |
| 217 | 4   | 3   | 4   | 3   | 14      |
| 218 | 4   | 4   | 4   | 4   | 16      |
| 219 | 4   | 4   | 4   | 4   | 16      |
| 220 | 4   | 4   | 4   | 4   | 16      |
| 221 | 5   | 5   | 5   | 5   | 20      |
| 222 | 3   | 3   | 4   | 3   | 13      |
| 223 | 5   | 4   | 4   | 4   | 17      |
| 224 | 4   | 4   | 3   | 3   | 14      |
| 225 | 4   | 4   | 3   | 4   | 15      |
| 226 | 4   | 5   | 4   | 5   | 18      |
| 227 | 4   | 4   | 5   | 4   | 17      |
| 228 | 4   | 4   | 3   | 4   | 15      |
| 229 | 4   | 4   | 4   | 4   | 16      |
| 230 | 5   | 4   | 4   | 4   | 17      |
| 231 | 3   | 4   | 4   | 4   | 15      |

| No. | Y.1 | Y.2 | Y.3 | Y.4 | TOTAL Y |
|-----|-----|-----|-----|-----|---------|
| 232 | 5   | 4   | 4   | 4   | 17      |
| 233 | 4   | 4   | 4   | 4   | 16      |
| 234 | 4   | 4   | 4   | 4   | 16      |
| 235 | 5   | 5   | 5   | 5   | 20      |
| 236 | 4   | 5   | 4   | 4   | 17      |
| 237 | 3   | 3   | 3   | 3   | 12      |
| 238 | 4   | 4   | 5   | 4   | 17      |
| 239 | 3   | 4   | 4   | 4   | 15      |
| 240 | 4   | 5   | 5   | 4   | 18      |
| 241 | 4   | 4   | 4   | 4   | 16      |
| 242 | 5   | 4   | 4   | 3   | 16      |
| 243 | 4   | 5   | 4   | 4   | 17      |
| 244 | 4   | 4   | 4   | 4   | 16      |
| 245 | 3   | 3   | 4   | 4   | 14      |
| 246 | 4   | 4   | 4   | 4   | 16      |
| 247 | 3   | 4   | 4   | 4   | 15      |
| 248 | 4   | 3   | 4   | 3   | 14      |
| 249 | 5   | 5   | 5   | 5   | 20      |
| 250 | 4   | 5   | 4   | 4   | 17      |
| 251 | 4   | 3   | 4   | 3   | 14      |
| 252 | 5   | 5   | 5   | 5   | 20      |
| 253 | 5   | 5   | 5   | 4   | 19      |
| 254 | 4   | 5   | 5   | 5   | 19      |
| 255 | 4   | 3   | 4   | 4   | 15      |
| 256 | 4   | 4   | 3   | 4   | 15      |
| 257 | 5   | 4   | 5   | 5   | 19      |
| 258 | 4   | 4   | 4   | 4   | 16      |
| 259 | 4   | 4   | 5   | 4   | 17      |
| 260 | 4   | 4   | 5   | 4   | 17      |
| 261 | 3   | 4   | 4   | 4   | 15      |
| 262 | 4   | 3   | 4   | 4   | 15      |
| 263 | 3   | 3   | 3   | 3   | 12      |
| 264 | 3   | 3   | 3   | 3   | 12      |
| 265 | 4   | 4   | 4   | 4   | 16      |
| 266 | 4   | 3   | 4   | 3   | 14      |
| 267 | 5   | 4   | 5   | 5   | 19      |
| 268 | 4   | 4   | 4   | 4   | 16      |
| 269 | 3   | 4   | 3   | 3   | 13      |
| 270 | 4   | 4   | 4   | 4   | 16      |
| 271 | 5   | 5   | 5   | 4   | 19      |

| No. | Y.1 | Y.2 | Y.3 | Y.4 | TOTAL Y |
|-----|-----|-----|-----|-----|---------|
| 272 | 3   | 4   | 3   | 3   | 13      |
| 273 | 4   | 4   | 4   | 4   | 16      |
| 274 | 4   | 4   | 4   | 4   | 16      |
| 275 | 3   | 4   | 3   | 4   | 14      |
| 276 | 4   | 4   | 4   | 5   | 17      |
| 277 | 4   | 4   | 4   | 4   | 16      |
| 278 | 4   | 4   | 4   | 4   | 16      |
| 279 | 4   | 5   | 4   | 3   | 16      |
| 280 | 4   | 4   | 4   | 4   | 16      |
| 281 | 4   | 4   | 4   | 4   | 16      |
| 282 | 4   | 4   | 4   | 5   | 17      |
| 283 | 4   | 5   | 5   | 4   | 18      |
| 284 | 4   | 4   | 3   | 3   | 14      |
| 285 | 4   | 5   | 5   | 5   | 19      |
| 286 | 3   | 3   | 4   | 3   | 13      |
| 287 | 4   | 4   | 3   | 4   | 15      |
| 288 | 4   | 4   | 4   | 4   | 16      |
| 289 | 4   | 4   | 4   | 4   | 16      |
| 290 | 4   | 4   | 4   | 4   | 16      |
| 291 | 4   | 4   | 4   | 4   | 16      |
| 292 | 4   | 4   | 5   | 4   | 17      |
| 293 | 3   | 4   | 4   | 4   | 15      |
| 294 | 5   | 4   | 4   | 4   | 17      |
| 295 | 4   | 4   | 5   | 4   | 17      |
| 296 | 4   | 4   | 4   | 4   | 16      |
| 297 | 4   | 4   | 5   | 4   | 17      |
| 298 | 4   | 3   | 5   | 5   | 17      |
| 299 | 5   | 5   | 5   | 5   | 20      |
| 300 | 4   | 4   | 4   | 4   | 16      |
| 301 | 3   | 4   | 4   | 4   | 15      |
| 302 | 4   | 3   | 4   | 4   | 15      |
| 303 | 4   | 5   | 4   | 5   | 18      |
| 304 | 4   | 4   | 4   | 4   | 16      |
| 305 | 3   | 4   | 4   | 4   | 15      |
| 306 | 4   | 4   | 4   | 4   | 16      |
| 307 | 4   | 5   | 5   | 4   | 18      |
| 308 | 4   | 3   | 4   | 3   | 14      |
| 309 | 3   | 4   | 4   | 4   | 15      |
| 310 | 5   | 5   | 4   | 4   | 18      |
| 311 | 4   | 4   | 4   | 5   | 17      |

| No. | Y.1 | Y.2 | Y.3 | Y.4 | TOTAL Y |
|-----|-----|-----|-----|-----|---------|
| 312 | 4   | 5   | 4   | 5   | 18      |
| 313 | 4   | 5   | 4   | 5   | 18      |
| 314 | 4   | 4   | 4   | 5   | 17      |
| 315 | 5   | 5   | 4   | 4   | 18      |
| 316 | 4   | 4   | 4   | 4   | 16      |
| 317 | 4   | 5   | 5   | 4   | 18      |
| 318 | 4   | 4   | 4   | 4   | 16      |
| 319 | 4   | 4   | 4   | 4   | 16      |
| 320 | 4   | 4   | 5   | 4   | 17      |
| 321 | 4   | 4   | 4   | 3   | 15      |
| 322 | 4   | 5   | 4   | 4   | 17      |
| 323 | 3   | 4   | 4   | 3   | 14      |
| 324 | 5   | 4   | 5   | 5   | 19      |
| 325 | 4   | 4   | 3   | 4   | 15      |
| 326 | 3   | 3   | 4   | 3   | 13      |
| 327 | 4   | 5   | 5   | 4   | 18      |
| 328 | 4   | 4   | 5   | 4   | 17      |
| 329 | 4   | 4   | 4   | 5   | 17      |
| 330 | 4   | 4   | 4   | 5   | 17      |
| 331 | 4   | 4   | 4   | 4   | 16      |
| 332 | 3   | 4   | 3   | 4   | 14      |
| 333 | 4   | 5   | 4   | 4   | 17      |
| 334 | 3   | 4   | 4   | 4   | 15      |
| 335 | 5   | 4   | 4   | 5   | 18      |
| 336 | 4   | 4   | 3   | 3   | 14      |
| 337 | 4   | 4   | 4   | 4   | 16      |
| 338 | 4   | 3   | 4   | 4   | 15      |
| 339 | 5   | 4   | 4   | 5   | 18      |
| 340 | 4   | 4   | 3   | 4   | 15      |
| 341 | 3   | 4   | 4   | 4   | 15      |
| 342 | 4   | 5   | 5   | 4   | 18      |
| 343 | 4   | 4   | 5   | 4   | 17      |
| 344 | 4   | 4   | 4   | 4   | 16      |
| 345 | 4   | 4   | 4   | 4   | 16      |
| 346 | 4   | 4   | 4   | 4   | 16      |
| 347 | 3   | 3   | 3   | 4   | 13      |
| 348 | 3   | 3   | 4   | 3   | 13      |
| 349 | 3   | 4   | 4   | 4   | 15      |
| 350 | 3   | 4   | 4   | 4   | 15      |
| 351 | 4   | 4   | 4   | 4   | 16      |

| No. | Y.1 | Y.2 | Y.3 | Y.4 | TOTAL Y |
|-----|-----|-----|-----|-----|---------|
| 352 | 4   | 4   | 5   | 5   | 18      |
| 353 | 4   | 4   | 4   | 4   | 16      |
| 354 | 4   | 3   | 4   | 4   | 15      |
| 355 | 4   | 5   | 4   | 4   | 17      |
| 356 | 5   | 4   | 4   | 4   | 17      |
| 357 | 4   | 4   | 4   | 3   | 15      |
| 358 | 4   | 5   | 4   | 5   | 18      |
| 359 | 4   | 4   | 5   | 4   | 17      |
| 360 | 4   | 4   | 4   | 4   | 16      |
| 361 | 4   | 3   | 4   | 4   | 15      |
| 362 | 5   | 5   | 4   | 5   | 19      |
| 363 | 5   | 3   | 3   | 4   | 15      |
| 364 | 4   | 4   | 4   | 4   | 16      |
| 365 | 5   | 5   | 5   | 4   | 19      |
| 366 | 4   | 5   | 4   | 4   | 17      |
| 367 | 4   | 5   | 4   | 4   | 17      |
| 368 | 5   | 4   | 4   | 4   | 17      |
| 369 | 4   | 4   | 3   | 4   | 15      |
| 370 | 4   | 4   | 4   | 4   | 16      |
| 371 | 4   | 4   | 4   | 4   | 16      |
| 372 | 4   | 4   | 4   | 3   | 15      |
| 373 | 5   | 5   | 5   | 5   | 20      |
| 374 | 5   | 4   | 4   | 4   | 17      |
| 375 | 5   | 5   | 5   | 5   | 20      |
| 376 | 3   | 4   | 4   | 4   | 15      |
| 377 | 4   | 4   | 4   | 5   | 17      |
| 378 | 4   | 4   | 4   | 4   | 16      |
| 379 | 5   | 5   | 5   | 5   | 20      |
| 380 | 4   | 3   | 3   | 4   | 14      |
| 381 | 4   | 4   | 4   | 3   | 15      |
| 382 | 3   | 4   | 4   | 3   | 14      |
| 383 | 3   | 3   | 3   | 3   | 12      |
| 384 | 4   | 3   | 4   | 4   | 15      |
| 385 | 4   | 3   | 4   | 4   | 15      |
| 386 | 4   | 4   | 4   | 4   | 16      |
| 387 | 4   | 4   | 4   | 4   | 16      |
| 388 | 5   | 5   | 5   | 5   | 20      |
| 389 | 4   | 5   | 4   | 4   | 17      |
| 390 | 3   | 3   | 4   | 4   | 14      |
| 391 | 4   | 4   | 3   | 4   | 15      |

| No.  | Y.1    | Y.2    | Y.3    | Y.4    | TOTAL Y |
|------|--------|--------|--------|--------|---------|
| 392  | 4      | 4      | 3      | 4      | 15      |
| 393  | 4      | 3      | 4      | 4      | 15      |
| 394  | 4      | 5      | 5      | 5      | 19      |
| 395  | 4      | 4      | 4      | 5      | 17      |
| 396  | 4      | 4      | 3      | 4      | 15      |
| 397  | 3      | 3      | 4      | 3      | 13      |
| 398  | 5      | 5      | 5      | 4      | 19      |
| Mean | 3,9925 | 4,0603 | 4,0427 | 4,0226 | 4,0295  |



## Lampiran 5. Uji Instrumen Penelitian

### 1. Uji Validitas

#### a. Kualitas Pelayanan (X1)

|                         |                     | Correlations |        |        |        |        | Kualitas Pelayanan (X1) |
|-------------------------|---------------------|--------------|--------|--------|--------|--------|-------------------------|
|                         |                     | X1_1         | X1_2   | X1_3   | X1_4   | X1_5   |                         |
| X1_1                    | Pearson Correlation | 1            | .345   | .403*  | .683** | .525** | .778**                  |
|                         | Sig. (2-tailed)     |              | .062   | .027   | .000   | .003   | .000                    |
|                         | N                   | 30           | 30     | 30     | 30     | 30     | 30                      |
| X1_2                    | Pearson Correlation | .345         | 1      | .322   | .561** | .574** | .728**                  |
|                         | Sig. (2-tailed)     | .062         |        | .083   | .001   | .001   | .000                    |
|                         | N                   | 30           | 30     | 30     | 30     | 30     | 30                      |
| X1_3                    | Pearson Correlation | .403*        | .322   | 1      | .467** | .351   | .664**                  |
|                         | Sig. (2-tailed)     | .027         | .083   |        | .009   | .057   | .000                    |
|                         | N                   | 30           | 30     | 30     | 30     | 30     | 30                      |
| X1_4                    | Pearson Correlation | .683**       | .561** | .467** | 1      | .503** | .845**                  |
|                         | Sig. (2-tailed)     | .000         | .001   | .009   |        | .005   | .000                    |
|                         | N                   | 30           | 30     | 30     | 30     | 30     | 30                      |
| X1_5                    | Pearson Correlation | .525**       | .574** | .351   | .503** | 1      | .788**                  |
|                         | Sig. (2-tailed)     | .003         | .001   | .057   | .005   |        | .000                    |
|                         | N                   | 30           | 30     | 30     | 30     | 30     | 30                      |
| Kualitas Pelayanan (X1) | Pearson Correlation | .778**       | .728** | .664** | .845** | .788** | 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).

#### b. Citra Destinasi (X2)

|                      |                     | Correlations |        |        |        | Citra Destinasi (X2) |
|----------------------|---------------------|--------------|--------|--------|--------|----------------------|
|                      |                     | X2_1         | X2_2   | X2_3   | X2_4   |                      |
| X2_1                 | Pearson Correlation | 1            | .455*  | .605** | .396*  | .811**               |
|                      | Sig. (2-tailed)     |              | .012   | .000   | .030   | .000                 |
|                      | N                   | 30           | 30     | 30     | 30     | 30                   |
| X2_2                 | Pearson Correlation | .455*        | 1      | .365*  | .330   | .736**               |
|                      | Sig. (2-tailed)     | .012         |        | .048   | .075   | .000                 |
|                      | N                   | 30           | 30     | 30     | 30     | 30                   |
| X2_3                 | Pearson Correlation | .605**       | .365*  | 1      | .355   | .749**               |
|                      | Sig. (2-tailed)     | .000         | .048   |        | .054   | .000                 |
|                      | N                   | 30           | 30     | 30     | 30     | 30                   |
| X2_4                 | Pearson Correlation | .396*        | .330   | .355   | 1      | .704**               |
|                      | Sig. (2-tailed)     | .030         | .075   | .054   |        | .000                 |
|                      | N                   | 30           | 30     | 30     | 30     | 30                   |
| Citra Destinasi (X2) | Pearson Correlation | .811**       | .736** | .749** | .704** | 1                    |
|                      | Sig. (2-tailed)     | .000         | .000   | .000   | .000   |                      |
|                      | N                   | 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).

### c. Niat Berkunjung Kembali (Y)

**Correlations**

|                             |                     | Y_1    | Y_2    | Y_3    | Y_4    | Niat Berkunjung Kembali (Y) |
|-----------------------------|---------------------|--------|--------|--------|--------|-----------------------------|
| Y_1                         | Pearson Correlation | 1      | .448*  | .430*  | .352   | .713**                      |
|                             | Sig. (2-tailed)     |        | .013   | .018   | .056   | .000                        |
|                             | N                   | 30     | 30     | 30     | 30     | 30                          |
| Y_2                         | Pearson Correlation | .448*  | 1      | .400*  | .420*  | .773**                      |
|                             | Sig. (2-tailed)     | .013   |        | .029   | .021   | .000                        |
|                             | N                   | 30     | 30     | 30     | 30     | 30                          |
| Y_3                         | Pearson Correlation | .430*  | .400*  | 1      | .427*  | .741**                      |
|                             | Sig. (2-tailed)     | .018   | .029   |        | .019   | .000                        |
|                             | N                   | 30     | 30     | 30     | 30     | 30                          |
| Y_4                         | Pearson Correlation | .352   | .420*  | .427*  | 1      | .760**                      |
|                             | Sig. (2-tailed)     | .056   | .021   | .019   |        | .000                        |
|                             | N                   | 30     | 30     | 30     | 30     | 30                          |
| Niat Berkunjung Kembali (Y) | Pearson Correlation | .713** | .773** | .741** | .760** | 1                           |
|                             | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |                             |
|                             | N                   | 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. Uji Reliabilitas

### a. Kualitas Pelayanan (X1)

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .818             | 5          |

### b. Citra Destinasi (X2)

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .735             | 4          |

### c. Niat Berkunjung Kembali (Y)

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .732             | 4          |

## Lampiran 6. Hasil *Output* SPSS

### 1. Uji Statistik Deskriptif

| Descriptive Statistics      |     |         |         |         |                |
|-----------------------------|-----|---------|---------|---------|----------------|
|                             | N   | Minimum | Maximum | Mean    | Std. Deviation |
| Kualitas Pelayanan (X1)     | 398 | 13.00   | 25.00   | 20.0176 | 2.50886        |
| Citra Destinasi (X2)        | 398 | 9.00    | 20.00   | 15.8342 | 2.21800        |
| Niat Berkunjung Kembali (Y) | 398 | 12.00   | 20.00   | 16.1181 | 1.65960        |
| Valid N (listwise)          | 398 |         |         |         |                |

### 2. Uji Asumsi Klasik

#### a. Uji Normalitas

| One-Sample Kolmogorov-Smirnov Test       |                         |             |                         |
|------------------------------------------|-------------------------|-------------|-------------------------|
|                                          |                         |             | Unstandardized Residual |
| N                                        |                         |             | 398                     |
| Normal Parameters <sup>a, b</sup>        | Mean                    |             | .0000000                |
|                                          | Std. Deviation          |             | .82009932               |
| Most Extreme Differences                 | Absolute                |             | .041                    |
|                                          | Positive                |             | .041                    |
|                                          | Negative                |             | -.025                   |
| Test Statistic                           |                         |             | .041                    |
| Asymp. Sig. (2-tailed) <sup>c</sup>      |                         |             | .107                    |
| Monte Carlo Sig. (2-tailed) <sup>d</sup> | Sig.                    |             | .105                    |
|                                          | 99% Confidence Interval | Lower Bound | .097                    |
|                                          |                         | Upper Bound | .113                    |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

#### b. Uji Multikolinearitas

| Coefficients <sup>a</sup> |                         |                             |            |                           |        |      |              |         |      |                         |       |
|---------------------------|-------------------------|-----------------------------|------------|---------------------------|--------|------|--------------|---------|------|-------------------------|-------|
| Model                     |                         | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | Correlations |         |      | Collinearity Statistics |       |
|                           |                         | B                           | Std. Error | Beta                      |        |      | Zero-order   | Partial | Part | Tolerance               | VIF   |
| 1                         | (Constant)              | 2.092                       | .482       |                           | 4.339  | .000 |              |         |      |                         |       |
|                           | Kualitas Pelayanan (X1) | .580                        | .017       | .877                      | 34.860 | .000 | .846         | .869    | .867 | .976                    | 1.025 |
|                           | Citra Destinasi (X2)    | .152                        | .019       | .203                      | 8.080  | .000 | .068         | .377    | .201 | .976                    | 1.025 |

a. Dependent Variable: Niat Berkunjung Kembali (Y)

### c. Uji Heteroskedastisitas

**Coefficients<sup>a</sup>**

| Model |                         | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Correlations |         |      |
|-------|-------------------------|-----------------------------|------------|---------------------------|-------|------|--------------|---------|------|
|       |                         | B                           | Std. Error | Beta                      |       |      | Zero-order   | Partial | Part |
| 1     | (Constant)              | .286                        | .288       |                           | .995  | .320 |              |         |      |
|       | Kualitas Pelayanan (X1) | .011                        | .010       | .059                      | 1.157 | .248 | .053         | .058    | .058 |
|       | Citra Destinasi (X2)    | .009                        | .011       | .040                      | .786  | .432 | .031         | .040    | .039 |

a. Dependent Variable: ABS\_RES

## 3. Analisis Regresi Linear Berganda

### a. Uji t

**Coefficients<sup>a</sup>**

| Model |                         | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig.  | Correlations |         |      |
|-------|-------------------------|-----------------------------|------------|---------------------------|--------|-------|--------------|---------|------|
|       |                         | B                           | Std. Error | Beta                      |        |       | Zero-order   | Partial | Part |
| 1     | (Constant)              | 2.092                       | .482       |                           | 4.339  | <.001 |              |         |      |
|       | Kualitas Pelayanan (X1) | .580                        | .017       | .877                      | 34.860 | <.001 | .846         | .869    | .867 |
|       | Citra Destinasi (X2)    | .152                        | .019       | .203                      | 8.080  | <.001 | .068         | .377    | .201 |

a. Dependent Variable: Niat Berkunjung Kembali (Y)

### b. Uji F

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df  | Mean Square | F       | Sig.               |
|-------|------------|----------------|-----|-------------|---------|--------------------|
| 1     | Regression | 826.442        | 2   | 413.221     | 611.303 | <.001 <sup>b</sup> |
|       | Residual   | 267.007        | 395 | .676        |         |                    |
|       | Total      | 1093.450       | 397 |             |         |                    |

a. Dependent Variable: Niat Berkunjung Kembali (Y)

b. Predictors: (Constant), Citra Destinasi (X2), Kualitas Pelayanan (X1)

### c. Uji Koefisien Determinasi

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .869 <sup>a</sup> | .756     | .755              | .82217                     |

a. Predictors: (Constant), Citra Destinasi (X2), Kualitas Pelayanan (X1)

b. Dependent Variable: Niat Berkunjung Kembali (Y)

### Lampiran 7. Dokumentasi Penelitian

Lokasi : Air Terjun Banyumala

Tanggal : 28 Juni 2025

