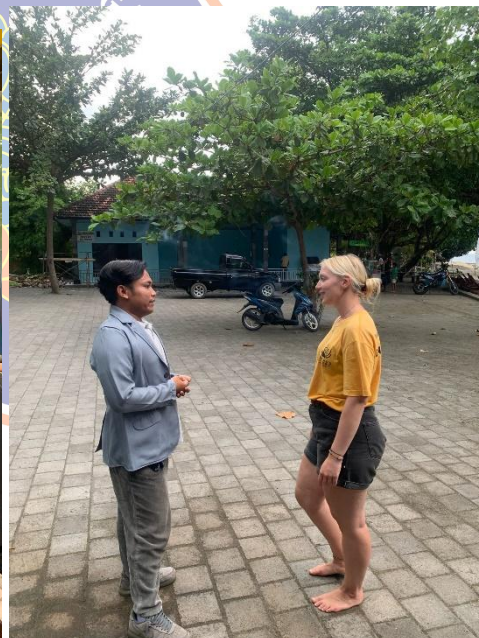


LAMPIRAN

Lampiran 1 Observasi awal dan wawancara sederhana



Lampiran 2 Kuisioner Penelitian

A. PETUNJUK PENGISIAN KUESIONER

1. Sebelum memberikan tanggapan atau jawaban, dimohon untuk membaca isi kuesioner terlebih dahulu.
2. Setiap pertanyaan terdapat 5 jawaban, dalam memberikan tanggapan atau jawaban, dimohon untuk memilih salah satu jawaban yang dirasa sesuai dengan apa yang dirasakan.
3. Dalam memberikan tanggapan maupun jawaban mengenai daftar pernyataan yang peneliti siapkan, tidak ada jawaban yang dianggap salah.
4. Silahkan Bapak/Ibu memilih jawaban dengan memberikan tanda centang (✓) pada pilihan jawaban yang tersedia.

KODE	JAWABAN RESPONDEN	SKOR POSITIF
SS	Sangat Setuju	5
S	Setuju	4
N	Netral	3
TS	Tidak Setuju	2
STS	Sangat Tidak Setuju	1

B. Identitas Responden (Beri tanda ✓ pada kotak jawaban)

1. Nama Lengkap:
2. Usia:
3. Jenis ☐ lami: ☐ ti-laki Perempuan

C. Draft Pertanyaan Kuisioner

1. PROMOSI (X1)

No.	Pernyataan	SS	S	N	TS	STS
	PROMOSI	5	4	3	2	1
1	Iklan tentang Pulau Menjangan mudah ditemukan di berbagai media					
2	Program promo wisata Pulau Menjangan (diskon/paket wisata) menarik bagi saya					
3	Iklan Pulau Menjangan memberikan informasi yang jelas tentang daya tarik wisata.					

4	Petugas promosi atau pemandu wisata Pulau Menjangan menjelaskan informasi dengan ramah dan jelas					
5	Promosi yang ditawarkan membuat saya tertarik untuk mengunjungi Pulau Menjangan					

2. CITRA DESTINASI (X2)

No.	Pernyataan	SS	S	N	TS	STS
	CITRA DESTINASI	5	4	3	2	1
1	Pulau Menjangan memiliki citra yang positif di mata wisatawan					
2	Pulau Menjangan memiliki karakter khas yang membedakannya dari destinasi wisata lain					
3	Citra Pulau Menjangan mencerminkan keindahan dan ketenangan alam Bali					
4	Pengalaman berkunjung ke Pulau Menjangan sepadan dengan biaya yang dikeluarkan					

3. NIAT BERKUNJUNG (Y1)

No.	Pernyataan	SS	S	N	TS	STS
	NIAT BERKUNJUNG	5	4	3	2	1
1	Saya memiliki ketertarikan yang tinggi terhadap Pulau Menjangan.					
2	Saya tertarik untuk ikut kegiatan wisata laut (seperti snorkeling atau diving) di Pulau Menjangan					
3	Saya akan merekomendasikan Pulau Menjangan kepada orang lain					
4	Saya akan mengajak teman, pasangan atau keluarga untuk berkunjung ke Pulau Menjangan					

Karakteristik responden

Kategori	Sub - Kategori	Frekuensi	Persentase%
Usia	20-35	70	70%
	35-50	29	29%
	50-65	1	1%

	Total	100	100%
Jenis Kelamin	Laki-Laki	48	48%
	Perempuan	52	52%
	total	100	100%



Lampiran 3 Tabulasi Data Kuisisioner

A.SAMPEL KECIL

Res-ponden	X1 ₁	X1 ₂	X1 ₃	X1 ₄	TO-TAL	X2 ₁	X2 ₂	X2 ₃	X2 ₄	TO-TAL	Y1 ₁	Y1 ₂	Y1 ₃	Y1 ₄	TO-TAL
R1	5	4	4	5	23	5	4	5	4	18	5	5	4	5	19
R2	5	5	5	5	25	5	5	5	5	20	5	5	5	5	20
R3	4	4	5	4	22	5	4	5	4	18	5	4	5	4	18

R4	5	4	4	5	22	4	5	4	5	18	4	5	4	5	18
R5	4	4	4	4	21	4	4	4	5	17	5	4	5	5	19
R6	4	4	5	5	22	4	5	5	4	18	5	5	5	5	20
R7	5	5	5	5	25	5	5	5	5	20	5	5	5	5	20
R8	5	5	4	4	22	5	4	5	5	19	5	5	4	4	18
R9	4	5	5	4	22	5	4	5	5	19	5	4	5	4	18
R10	5	5	3	5	22	5	4	5	5	19	5	5	5	5	20
R11	5	4	5	4	23	4	5	4	5	18	4	5	4	5	18
R12	5	5	4	4	23	5	4	4	4	17	5	4	5	5	19
R13	5	5	4	4	23	5	4	4	5	18	5	5	4	5	19
R14	5	4	4	4	22	5	5	5	5	20	5	4	4	4	17
R15	5	4	4	4	22	4	5	5	5	19	4	4	5	4	17
R16	4	5	5	4	23	5	5	5	4	19	5	5	4	5	19
R17	5	5	4	5	24	4	4	4	4	16	4	4	4	5	17
R18	5	4	4	4	22	4	4	4	5	17	5	5	4	5	19
R19	4	4	5	5	23	5	5	5	4	19	5	4	5	5	19
R20	4	4	5	5	23	5	5	5	4	19	4	4	5	5	18



B. SAMPEL BESAR

Res- ponden	Jenis kelamin	Umur	X1 ₁	X1 ₂	X1 ₃	X1 ₄	TO- TAL	X2 ₁	X2 ₂	X2 ₃	X2 ₄	TO- TAL	Y1 ₁	Y1 ₂	Y1 ₃	Y1 ₄	TO- TAL
R1	Perempuan (Female)	20-35	5	4	4	5	23	5	4	5	4	18	5	5	4	5	19
R2	Laki-laki (Male)	20-35	5	5	5	5	25	5	5	5	5	20	5	5	5	5	20
R3	Laki-laki (Male)	20-35	4	4	5	4	22	5	4	5	4	18	5	4	5	4	18
R4	Laki-laki (Male)	20-35	5	4	4	5	22	4	5	4	5	18	4	5	4	5	18

R5	Laki-laki (Male)	20-35	4	4	4	4	21	4	4	4	5	17	5	4	5	5	19
R6	Laki-laki (Male)	20-35	4	4	5	5	22	4	5	5	4	18	5	5	5	5	20
R7	Laki-laki (Male)	20-35	5	5	5	5	25	5	5	5	5	20	5	5	5	5	20
R8	Perempuan (Female)	20-35	5	5	4	4	22	5	4	5	5	19	5	5	4	4	18
R9	Laki-laki (Male)	35-50	4	5	5	4	22	5	4	5	5	19	5	4	5	4	18
R10	Perempuan (Female)	20-35	5	5	3	5	22	5	4	5	5	19	5	5	5	5	20
R11	Laki-laki (Male)	35-50	5	4	5	4	23	4	5	4	5	18	4	5	4	5	18
R12	Laki-laki (Male)	35-50	5	5	4	4	23	5	4	4	4	17	5	4	5	5	19
R13	Laki-laki (Male)	35-50	5	5	4	4	23	5	4	4	5	18	5	5	4	5	19
R14	Laki-laki (Male)	20-35	5	4	4	4	22	5	5	5	5	20	5	4	4	4	17
R15	Perempuan (Female)	20-35	5	4	4	4	22	4	5	5	5	19	4	4	5	4	17
R16	Laki-laki (Male)	20-35	4	5	5	4	23	5	5	5	4	19	5	5	4	5	19
R17	Perempuan (Female)	35-50	5	5	4	5	24	4	4	4	4	16	4	4	4	5	17
R18	Perempuan (Female)	20-35	5	4	4	4	22	4	4	4	5	17	5	5	4	5	19
R19	Laki-laki (Male)	20-35	4	4	5	5	23	5	5	5	4	19	5	4	5	5	19
R20	Perempuan (Female)	20-35	4	4	5	5	23	5	5	5	4	19	4	4	5	5	18
R21	Laki-laki (Male)	20-35	4	5	5	4	22	5	5	4	4	18	4	5	5	5	19
R22	Laki-laki (Male)	35-50	5	4	4	4	21	5	5	4	4	18	5	4	5	4	18
R23	Laki-laki (Male)	35-50	5	5	5	4	24	4	5	4	5	18	4	4	5	5	18
R24	Perempuan (Female)	35-50	4	4	5	5	23	5	5	5	5	20	4	4	4	5	17
R25	Perempuan (Female)	35-50	5	4	5	5	24	4	5	5	5	19	4	5	5	4	18
R26	Perempuan (Female)	20-35	5	4	5	5	23	5	5	4	5	19	4	4	4	5	17

R27	Laki-laki (Male)	20-35	5	4	5	5	24	5	4	5	4	18	4	4	4	5	17
R28	Perempuan (Female)	20-35	4	4	5	5	23	5	4	5	5	19	5	5	5	5	20
R29	Perempuan (Female)	20-35	5	5	5	4	24	4	5	4	5	18	5	4	5	5	19
R30	Perempuan (Female)	20-35	4	4	5	5	23	5	5	4	5	19	5	5	5	4	19
R31	Perempuan (Female)	35-50	5	4	5	5	24	5	5	5	5	20	4	5	5	4	18
R32	Perempuan (Female)	35-50	4	5	5	5	24	5	4	4	4	17	4	5	4	5	18
R33	Perempuan (Female)	20-35	5	5	4	5	24	5	5	5	5	20	5	5	5	5	20
R34	Perempuan (Female)	20-35	4	5	5	5	24	5	4	5	5	19	5	5	5	4	19
R35	Laki-laki (Male)	20-35	5	4	5	5	24	5	5	5	4	19	5	5	4	5	19
R36	Laki-laki (Male)	35-50	5	5	5	5	25	5	4	4	4	17	4	4	5	5	18
R37	Perempuan (Female)	20-35	5	4	3	5	21	4	4	4	4	16	4	5	5	5	19
R38	Laki-laki (Male)	35-50	5	4	4	4	22	5	4	4	4	17	4	5	4	5	18
R39	Laki-laki (Male)	35-50	5	5	4	5	24	4	4	5	5	18	4	5	4	5	18
R40	Perempuan (Female)	50-65	5	5	4	4	23	5	4	5	5	19	5	5	4	4	18
R41	Perempuan (Female)	35-50	5	5	4	4	23	5	5	4	5	19	5	4	4	5	18
R42	Perempuan (Female)	20-35	5	4	4	4	22	5	4	4	5	18	5	4	4	4	17
R43	Laki-laki (Male)	35-50	5	4	5	5	24	5	4	4	5	18	5	4	4	4	17
R44	Laki-laki (Male)	20-35	5	5	5	4	24	4	4	5	4	17	5	4	4	4	17
R45	Perempuan (Female)	20-35	5	5	5	4	23	5	5	4	5	19	5	4	5	4	18
R46	Perempuan (Female)	20-35	5	4	5	4	22	5	4	5	4	18	5	4	5	4	18
R47	Laki-laki (Male)	20-35	4	4	3	4	19	4	4	4	5	17	5	4	5	5	19
R48	Perempuan (Female)	20-35	4	4	4	5	22	5	5	4	4	18	4	4	4	4	16

R49	Laki-laki (Male)	20-35	5	4	5	4	22	4	5	4	4	17	5	5	5	5	20
R50	Perempuan (Female)	20-35	5	5	5	5	25	5	5	5	5	20	5	5	5	5	20
R51	Laki-laki (Male)	20-35	5	4	5	5	24	4	5	5	5	19	5	4	5	5	19
R52	Perempuan (Female)	20-35	5	4	4	5	22	4	5	4	5	18	5	5	4	4	18
R53	Perempuan (Female)	20-35	5	4	4	5	23	5	5	4	4	18	4	5	4	4	17
R54	Perempuan (Female)	20-35	5	4	4	5	22	4	5	5	4	18	4	4	4	4	16
R55	Laki-laki (Male)	35-50	5	5	5	4	24	5	4	4	4	17	5	4	4	5	18
R56	Laki-laki (Male)	35-50	4	4	4	4	21	5	5	4	5	19	4	5	4	5	18
R57	Perempuan (Female)	35-50	5	4	4	4	22	4	4	5	4	17	5	5	5	5	20
R58	Perempuan (Female)	20-35	5	4	4	4	22	5	5	4	4	18	5	5	4	4	18
R59	Laki-laki (Male)	20-35	5	4	4	4	22	5	4	4	4	17	4	5	5	5	19
R60	Perempuan (Female)	20-35	5	4	4	4	22	4	4	5	4	17	4	4	5	4	17
R61	Perempuan (Female)	20-35	4	4	4	4	21	5	4	4	5	18	4	5	4	4	17
R62	Perempuan (Female)	35-50	4	4	5	4	22	4	4	5	5	18	4	4	5	5	18
R63	Perempuan (Female)	20-35	4	5	5	5	23	5	4	4	4	17	4	4	4	5	17
R64	Perempuan (Female)	20-35	5	4	4	4	22	4	4	5	5	18	5	5	4	4	18
R65	Perempuan (Female)	20-35	4	4	4	5	22	5	4	5	4	18	5	5	4	5	19
R66	Perempuan (Female)	20-35	4	4	4	5	22	5	4	5	4	18	5	4	4	4	17
R67	Perempuan (Female)	35-50	4	4	5	4	22	4	4	5	5	18	4	4	4	5	17
R68	Laki-laki (Male)	20-35	4	4	4	5	22	5	4	5	4	18	5	4	5	5	19
R69	Perempuan (Female)	20-35	4	4	4	5	22	4	4	5	5	18	5	4	5	4	18
R70	Perempuan (Female)	20-35	4	4	4	5	22	4	5	5	5	19	5	4	5	4	18

R71	Laki-laki (Male)	20-35	4	4	5	5	23	5	5	4	5	19	4	5	5	5	19
R72	Laki-laki (Male)	35-50	4	4	5	5	22	5	4	4	5	18	5	4	4	5	18
R73	Laki-laki (Male)	20-35	4	4	4	5	22	4	4	4	5	17	4	4	4	5	17
R74	Perempuan (Female)	20-35	5	5	5	5	25	5	5	5	5	20	5	5	5	4	19
R75	Perempuan (Female)	20-35	4	5	5	5	23	5	5	5	5	20	4	4	5	4	17
R76	Laki-laki (Male)	20-35	5	4	5	5	23	5	5	5	5	20	5	4	4	5	18
R77	Perempuan (Female)	20-35	5	5	5	5	25	5	4	4	4	17	4	4	4	4	16
R78	Perempuan (Female)	20-35	4	4	4	4	20	4	4	4	4	16	4	5	4	5	18
R79	Perempuan (Female)	20-35	4	5	5	4	23	4	5	5	4	18	5	5	5	5	20
R80	Laki-laki (Male)	35-50	5	5	5	5	25	5	5	5	5	20	5	5	5	5	20
R81	Perempuan (Female)	20-35	4	5	5	4	22	4	4	5	4	17	4	4	5	4	17
R82	Perempuan (Female)	35-50	5	5	4	4	23	4	4	4	5	17	5	5	5	5	20
R83	Laki-laki (Male)	35-50	4	4	5	5	22	5	5	4	4	18	4	4	4	5	17
R84	Laki-laki (Male)	35-50	5	5	5	5	25	4	4	4	5	17	5	4	4	5	18
R85	Perempuan (Female)	20-35	4	5	5	5	23	5	5	5	4	19	4	4	5	5	18
R86	Perempuan (Female)	20-35	5	4	5	4	22	5	4	5	4	18	5	4	5	4	18
R87	Laki-laki (Male)	20-35	5	5	5	5	25	5	5	5	5	20	5	5	5	5	20
R88	Laki-laki (Male)	20-35	4	4	5	5	22	4	5	5	5	19	5	5	5	5	20
R89	Perempuan (Female)	20-35	4	5	5	5	24	5	5	5	4	19	4	4	4	4	16
R90	Laki-laki (Male)	20-35	5	5	5	5	25	5	4	5	5	19	4	4	4	4	16
R91	Laki-laki (Male)	20-35	4	5	5	5	24	5	5	4	4	18	4	4	4	4	16
R92	Perempuan (Female)	20-35	5	5	5	4	24	5	5	5	5	20	4	4	5	5	18

R93	Laki-laki (Male)	20-35	5	4	4	4	22	4	4	4	5	17	5	4	4	4	17
R94	Laki-laki (Male)	20-35	5	4	5	4	23	5	5	4	4	18	5	5	4	5	19
R95	Laki-laki (Male)	20-35	5	4	4	4	22	4	5	4	5	18	5	4	4	4	17
R96	Laki-laki (Male)	20-35	5	5	4	4	23	4	5	5	5	19	5	5	5	5	20
R97	Perempuan (Female)	20-35	5	4	4	4	22	4	5	4	5	18	4	5	5	5	19
R98	Laki-laki (Male)	35-50	5	5	4	4	23	4	4	5	5	18	5	4	5	5	19
R99	Laki-laki (Male)	35-50	4	5	5	5	24	4	4	5	5	18	4	4	4	5	17
R100	Laki-laki (Male)	35-50	5	5	4	4	23	4	4	4	5	17	5	5	5	4	19



Lampiran 4 Output SPSS

Descriptives
Notes

Output Created		17-DEC-2025 00:28:11
Comments		
Input	Active Dataset	DataSet5
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	All non-missing data are used.
Syntax		DESCRIPTIVES VARIABLES=X1Total X2Total YTotal /STATISTICS=MEAN STDDEV MIN MAX.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.00



Descriptive Statistics

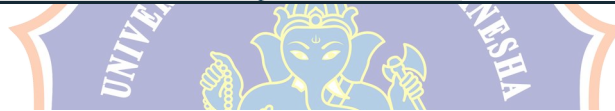
	N	Minimum	Maximum	Mean	Std. Deviation
Promosi	100	11.00	20.00	17.2800	1.53136
Citra Destinasi	100	12.00	20.00	16.8000	1.70561
Niat Berkunjung	100	14.00	20.00	17.7700	1.46236
Valid N (listwise)	100				

CORRELATIONS
/VARIABLES=X11 X12 X13 X14 X1Total
/PRINT=TWOTAIL NOSIG FULL
/MISSING=PAIRWISE.

Correlations
Notes

Output Created		17-DEC-2025 00:28:28
Comments		
Input	Active Dataset	DataSet5

	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=X11 X12 X13 X14 X1Total /PRINT=TWOTAIL NOSIG FULL /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.03



Correlations

		X1.1	X1.2	X1.3	X1.4	Promosi
X1.1	Pearson Correlation	1	.337**	.288**	.197*	.629**
	Sig. (2-tailed)		.001	.004	.049	.000
	N	100	100	100	100	100
X1.2	Pearson Correlation	.337**	1	.893**	.242*	.851**
	Sig. (2-tailed)	.001		.000	.015	.000
	N	100	100	100	100	100
X1.3	Pearson Correlation	.288**	.893**	1	.260**	.838**
	Sig. (2-tailed)	.004	.000		.009	.000
	N	100	100	100	100	100
X1.4	Pearson Correlation	.197*	.242*	.260**	1	.586**
	Sig. (2-tailed)	.049	.015	.009		.000
	N	100	100	100	100	100
Promosi	Pearson Correlation	.629**	.851**	.838**	.586**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

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

CORRELATIONS
/VARIABLES=X21 X22 X23 X24 X2Total
/PRINT=TWOTAIL NOSIG FULL
/MISSING=PAIRWISE.

Correlations
Notes

Output Created		17-DEC-2025 00:28:43
Comments		
Input	Active Dataset	DataSet5
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=X21 X22 X23 X24 X2Total /PRINT=TWOTAIL NOSIG FULL /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.01

Correlations

		X2.1	X2.2	X2.3	X2.4	Citra Destinasi
X2.1	Pearson Correlation	1	.172	.227*	.177	.505**
	Sig. (2-tailed)		.087	.023	.077	.000
	N	100	100	100	100	100
X2.2	Pearson Correlation	.172	1	.149	.120	.453**
	Sig. (2-tailed)	.087		.138	.235	.000
	N	100	100	100	100	100
X2.3	Pearson Correlation	.227*	.149	1	.853**	.877**
	Sig. (2-tailed)	.023	.138		.000	.000

	N	100	100	100	100	100
X2.4	Pearson Correlation	.177	.120	.853**	1	.859**
	Sig. (2-tailed)	.077	.235	.000		.000
	N	100	100	100	100	100
Citra Destinasi	Pearson Correlation	.505**	.453**	.877**	.859**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

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

CORRELATIONS
/VARIABLES=Y1 Y2 Y3 Y4 YTotal
/PRINT=TWOTAIL NOSIG FULL
/MISSING=PAIRWISE.



Notes

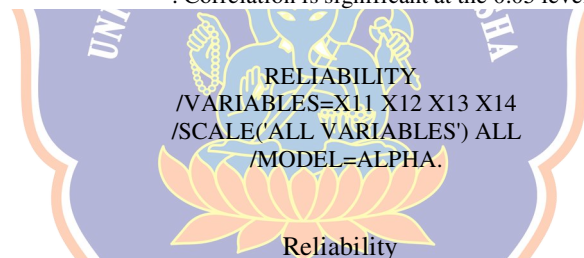
Output Created		17-DEC-2025 00:28:54
Comments		
Input	Active Dataset	DataSet5
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=Y1 Y2 Y3 Y4 YTotal /PRINT=TWOTAIL NOSIG FULL /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.01

Correlations

		Y.1	Y.2	Y.3	Y.4	Niat Berkunjung
Y.1	Pearson Correlation	1	.096	.314**	.205*	.605**
	Sig. (2-tailed)		.344	.001	.040	.000
	N	100	100	100	100	100
Y.2	Pearson Correlation	.096	1	.227*	.347**	.594**
	Sig. (2-tailed)	.344		.023	.000	.000
	N	100	100	100	100	100
Y.3	Pearson Correlation	.314**	.227*	1	.486**	.755**
	Sig. (2-tailed)	.001	.023		.000	.000
	N	100	100	100	100	100
Y.4	Pearson Correlation	.205*	.347**	.486**	1	.757**
	Sig. (2-tailed)	.040	.000	.000		.000
	N	100	100	100	100	100
Niat Berkunjung	Pearson Correlation	.605**	.594**	.755**	.757**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

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



Notes

Output Created		17-DEC-2025 00:29:01
Comments		
Input	Active Dataset	DataSet5
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Matrix Input		
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.

Syntax		RELIABILITY /VARIABLES=X11 X12 X13 X14 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.02

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.700	4

RELIABILITY
/VARIABLES=X21 X22 X23 X24
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

Reliability

Notes

Output Created		17-DEC-2025 00:29:11
Comments		
Input	Active Dataset	DataSet5
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
	Matrix Input	

Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=X21 X22 X23 X24 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.01

Scale: ALL VARIABLES			
Case Processing Summary			
		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0
a. Listwise deletion based on all variables in the procedure.			
Reliability Statistics			
Cronbach's Alpha		N of Items	
.647		4	

RELIABILITY
/VARIABLES=Y1 Y2 Y3 Y4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

Reliability

Notes

Output Created	17-DEC-2025 00:29:22
Comments	

Input	Active Dataset	DataSet5
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Matrix Input		
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=Y1 Y2 Y3 Y4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.610	4

```

REGRESSION
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA COLLIN TOL
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT YTotal
/METHOD=ENTER X1Total X2Total
/SCATTERPLOT=(*SRESID,*ZPRED)
/RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID)
/SAVE RESID.

```

Regression

Notes

Output Created		17-DEC-2025 00:29:46
Comments		
Input	Active Dataset	DataSet5
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT YTotal /METHOD=ENTER X1Total X2Total /SCATTERPLOT=(*SRESID ,*ZPRED) /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID) /SAVE RESID.
Resources	Processor Time	00:00:00.37
	Elapsed Time	00:00:00.35
	Memory Required	3392 bytes
	Additional Memory Required for Residual Plots	880 bytes
Variables Created or Modified	RES_1	Unstandardized Residual

Variables Entered/Removed^a

Model	Variables Entered	Variables	Method
		Removed	
1	Citra Destinasi, Promosi ^b	.	Enter

a. Dependent Variable: Niat Berkunjung

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736 ^a	.542	.532	.99991

a. Predictors: (Constant), Citra Destinasi, Promosi

b. Dependent Variable: Niat Berkunjung

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	114.728	2	57.364	57.375	.000 ^b
	Residual	96.982	97	1.000		
	Total	211.710	99			

a. Dependent Variable: Niat Berkunjung

b. Predictors: (Constant), Citra Destinasi, Promosi

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.882	1.283		3.805	.000
	Promosi	.255	.071	.267	3.567	.001
	Citra Destinasi	.505	.064	.589	7.887	.000

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		

Promosi	.846	1.183
Citra Destinasi	.846	1.183

a. Dependent Variable: Niat Berkunjung

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Promosi	Citra Destinasi
1	1	2.990	1.000	.00	.00	.00
	2	.006	22.827	.11	.27	.98
	3	.004	27.907	.89	.73	.02

a. Dependent Variable: Niat Berkunjung

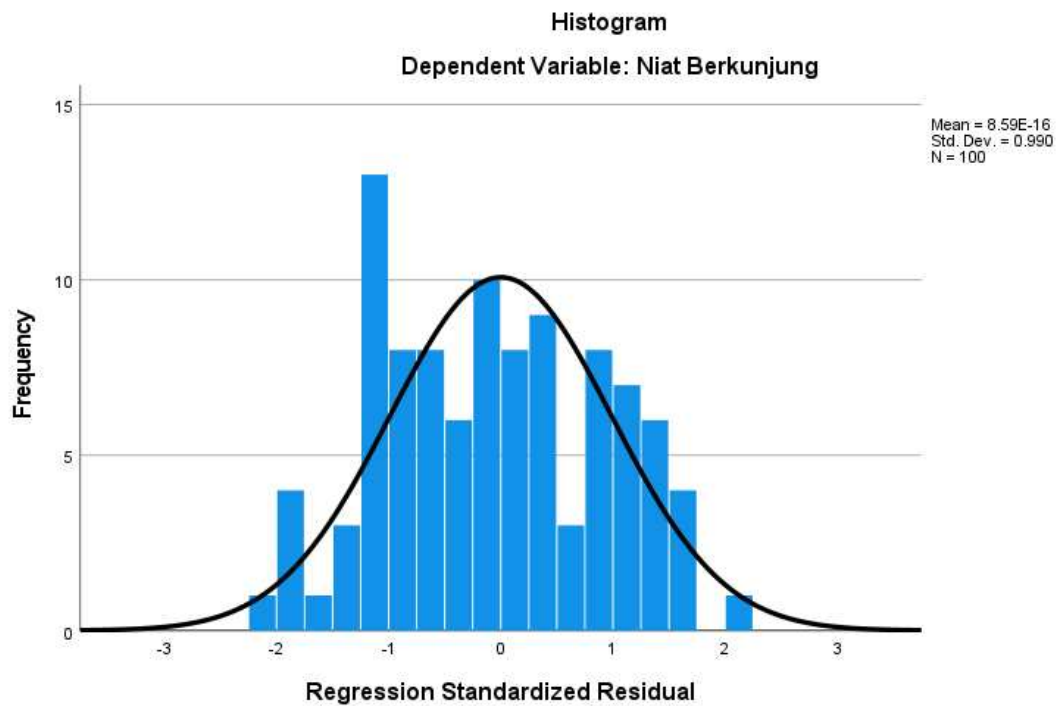


Residuals Statistics^a

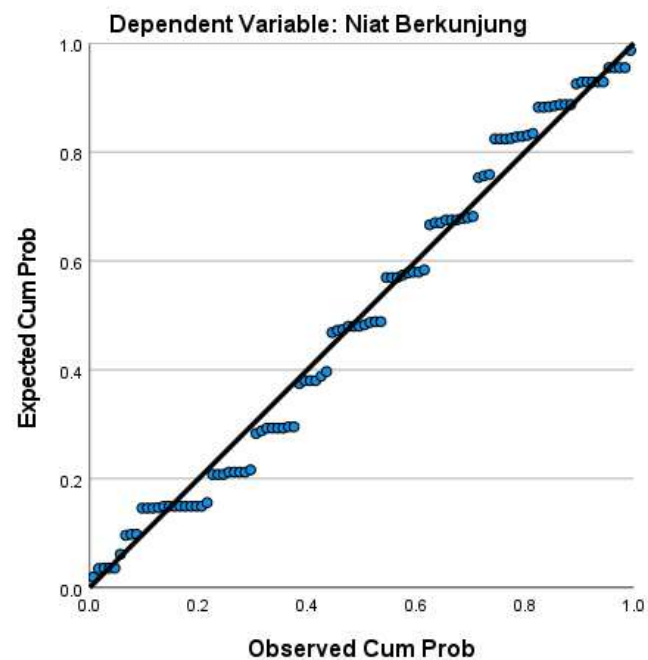
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	15.0110	20.0795	17.7700	1.07651	100
Std. Predicted Value	-2.563	2.145	.000	1.000	100
Standard Error of Predicted Value	.104	.428	.165	.054	100
Adjusted Predicted Value	15.1635	20.0844	17.7704	1.07337	100
Residual	-2.06880	2.21088	.00000	.98976	100
Std. Residual	-2.069	2.211	.000	.990	100
Stud. Residual	-2.114	2.236	.000	1.003	100
Deleted Residual	-2.15920	2.26037	-.00036	1.01561	100
Stud. Deleted Residual	-2.153	2.284	.000	1.009	100
Mahal. Distance	.076	17.183	1.980	2.439	100
Cook's Distance	.000	.065	.009	.011	100
Centered Leverage Value	.001	.174	.020	.025	100

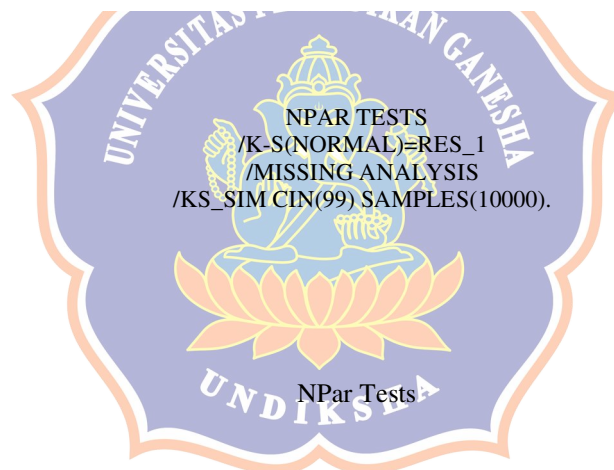
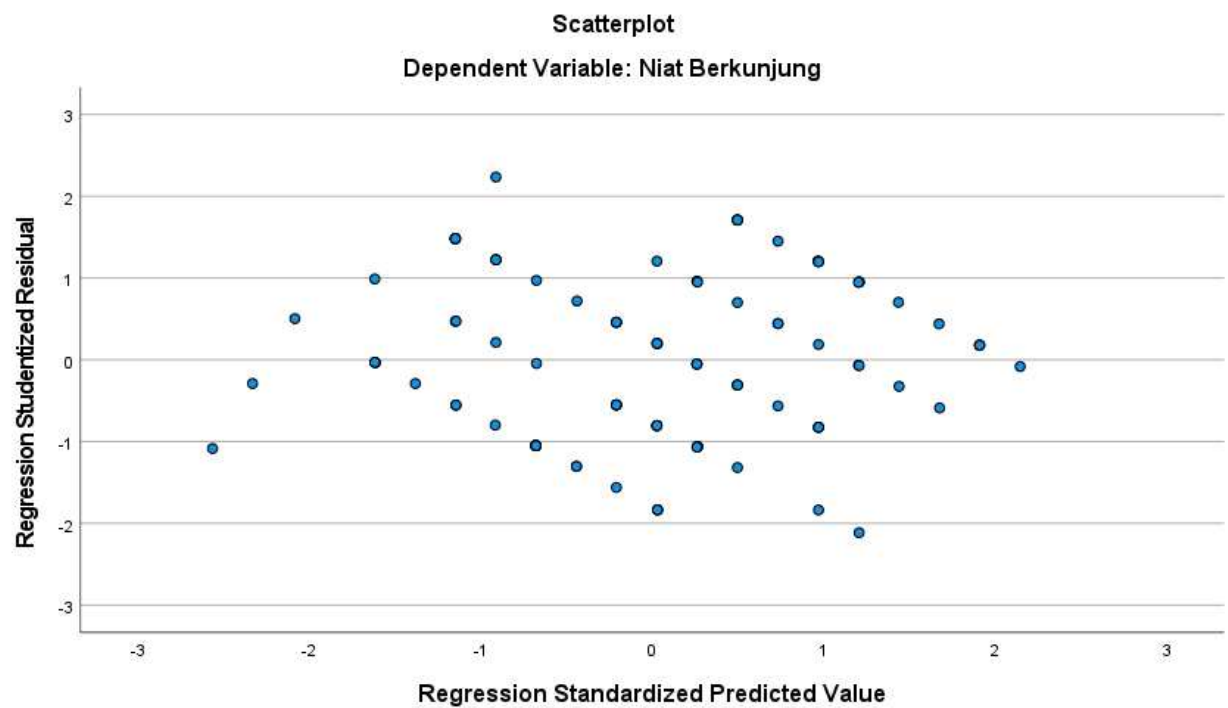
a. Dependent Variable: Niat Berkunjung

Charts



Normal P-P Plot of Regression Standardized Residual





Notes

Output Created		17-DEC-2025 00:30:00
Comments		
Input	Active Dataset	DataSet5
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.

Cases Used		Statistics for each test are based on all cases with valid data for the variable(s) used in that test.
Syntax		NPAR TESTS /K-S(NORMAL)=RES_1 /MISSING ANALYSIS /KS_SIM CIN(99) SAMPLES(10000).
Resources	Processor Time	00:00:00.11
	Elapsed Time	00:00:00.16
	Number of Cases Allowed ^a	786432

a. Based on availability of workspace memory.



One-Sample Kolmogorov-Smirnov Test

			Unstandardized
			Residual
N			100
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		.98975579
Most Extreme Differences	Absolute		.087
	Positive		.087
	Negative		-.087
Test Statistic			.087
Asymp. Sig. (2-tailed) ^c			.061
Monte Carlo Sig. (2-tailed) ^d	Sig.		.063
	99% Confidence Interval	Lower Bound	.056
		Upper Bound	.069

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 743671174.

```

COMPUTE ABSRES=Abs(Res_1).
EXECUTE.
REGRESSION
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT ABSRES

```

/METHOD=ENTER X1Total X2Total
 /SCATTERPLOT=(*SRESID ,*ZPRED).

Regression

Notes

Output Created		17-DEC-2025 00:31:44
Comments		
Input	Active Dataset	DataSet5
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT ABSRES /METHOD=ENTER X1Total X2Total /SCATTERPLOT=(*SRESID ,*ZPRED).
Resources	Processor Time	00:00:00.13
	Elapsed Time	00:00:00.13
	Memory Required	3472 bytes
	Additional Memory Required for Residual Plots	208 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Citra Destinasi, Promosi ^b	.	Enter

a. Dependent Variable: ABSRES

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.106 ^a	.011	-.009	.53901

a. Predictors: (Constant), Citra Destinasi, Promosi

b. Dependent Variable: ABSRES

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.321	2	.161	.553	.577 ^b
	Residual	28.182	97	.291		
	Total	28.503	99			

a. Dependent Variable: ABSRES

b. Predictors: (Constant), Citra Destinasi, Promosi

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.133	.692		1.638	.105
	Promosi	.018	.038	.050	.458	.648
	Citra Destinasi	-.036	.035	-.115	-1.050	.296

a. Dependent Variable: ABSRES

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.7065	1.0143	.8275	.05695	100
Std. Predicted Value	-2.125	3.280	.000	1.000	100
Standard Error of Predicted Value	.056	.231	.089	.029	100
Adjusted Predicted Value	.7078	1.0880	.8314	.06390	100
Residual	-.94503	1.32300	.00000	.53354	100
Std. Residual	-1.753	2.455	.000	.990	100
Stud. Residual	-1.830	2.482	-.003	1.006	100
Deleted Residual	-1.02919	1.35261	-.00383	.55173	100
Stud. Deleted Residual	-1.852	2.551	-.002	1.014	100
Mahal. Distance	.076	17.183	1.980	2.439	100
Cook's Distance	.000	.099	.012	.018	100
Centered Leverage Value	.001	.174	.020	.025	100

a. Dependent Variable: ABSRES



Scatterplot

Dependent Variable: ABSRES

