



LAMPIRAN-LAMPIRAN

**LAMPIRAN 1 : KUESIONER PENGUNJUNG KEBUN RAYA EKA
KARYA BALI YANG BERUSIA 17 TAHUN KEATAS DAN PERNAH
BERKUNJUNG LEBIH DARI SATU KALI**

LEMBAR KUESIONER

***Pengaruh Advertising, Sales Promotion, Event and Experiences,
Interactive Marketing, dan Word of Mouth terhadap Keputusan
Berkunjung Wisatawan ke Kebun Raya Eka Karya Bali Kepada: Yth.
Responden***

Saya memohon kesediaan Saudara/Saudari untuk mengisi kuesioner penelitian ini. Informasi yang didapatkan dari hasil kuesioner ini akan dipergunakan sebagai data dalam penelitian skripsi. Maka dari itu, kesediaan Saudara/Saudari dalam memberikan informasi merupakan bantuan yang sangat berarti dalam penyelesaian skripsi ini. Saya akan menjaga kerahasiaan informasi yang Saudara/Saudari berikan. Atas kesediaannya mengisi kuesioner ini, saya ucapkan terimakasih sebanyak-banyaknya.

I. Petunjuk Pengisian

1. Isilah data diri anda sebagai identitas responden.
2. Pilihlah salah satu jawaban dengan member tanda centang (✓) pada kolom jawaban yang tersedia. Pilihan jawaban yang tersedia adalah sebagai berikut.
 - a. SS = Sangat Setuju
 - b. S = Setuju
 - c. N = Netral
 - d. TS = Tidak Setuju
 - e. STS = Sangat Tidak Setuju
3. Berikanlah jawaban yang paling tepat menurut anda untuk masing-masing pernyataan.

II. Identitas Responden

Nama :

Jenis Kelamin : a. Laki-laki b. Perempuan

Usia :

Pernah Berkunjung Lebih dari Satu Kali : a. Ya b. Tidak

III. Variabel Penelitian

NO	PERNYATAAN	STS	TS	N	S	SS
	ADVERTISING (X₁)	1	2	3	4	5
1	Informasi yang diberikan pada iklan Kebun Raya di Instagram sangat lengkap.					
2	Isi pesan yang disampaikan melalui iklan instagram mudah dipahami.					
3	Gambar yang digunakan dalam iklan di Instagram sangat menarik.					
4	Iklan Kebun Raya di instagram mengingatkan saya tentang tempat rekreasi terbaik.					
	SALES PROMOTION (X₂)					
1	Adanya kupon <i>food and beverage</i> menarik saya untuk berkunjung ke Kebun Raya Bali.					
2	<i>Discount</i> untuk <i>member card</i> menarik bagi saya.					
3	Adanya beberapa pilihan harga paket yang sangat menarik.					
	EVENT and EXPERIENCES (X₃)					
1	Adanya pengalaman dan kesan yang baik pada <i>weekend bazar</i> membuat saya tertarik untuk berkunjung kembali.					

NO	PERNYATAAN	STS	TS	N	S	SS
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2	Saya antusias untuk menghadiri <i>weekend bazar</i> Kebun Raya Bali.					
3	Saya melakukan kunjungan setelah Kebun Raya menjadi Sponsorship dalam suatu <i>event</i> .					
	INTERACTIVE MARKETING (X4)					
1	Pelayanan personal karyawan Kebun Raya Bali sangat cepat dan mudah.					
2	Pelayanan pelanggan pada Kebun Raya Bali memuaskan.					
3	<i>Website</i> Kebun Raya Bali memberikan kesempatan bagi saya untuk memperoleh berbagai informasi.					
4	Transaksi tiket <i>online</i> sangat aman.					
	WORD OF MOUTH (X5)					
1	Saya menceritakan pengalaman menarik saat berekreasi di objek wisata Kebun Raya Bali.					
2	Saya menginformasikan adanya diskon atau pelayanan baik di Kebun Raya Bali kepada orang lain.					
3	Saya membuat <i>Insta-story</i> saat berwisata di Kebun Raya Bali.					
4	Saya memberikan komentar positif di postingan media sosial Kebun Raya.					
	KEPUTUSAN BERKUNJUNG (Y)					
1	Saya memutuskan berkunjung ke Kebun Raya Bali sesuai dengan keinginan.					
2	Saya berkunjung ke Kebun Raya Bali karena memiliki daya tarik wisata yang unggul.					

3	Saya berkunjung ke Kebun Raya Bali karena lokasinya yang strategis dan memiliki akses yang mudah.					
NO	PERNYATAAN	STS	TS	N	S	SS
4	Saya lebih senang berkunjung di akhir pekan (<i>weekend</i>).					
5	Saya lebih senang berkunjung di hari kerja (<i>weekdays</i>).					
6	Saya sering berkunjung ke Kebun Raya Bali.					
7	Pembayaran tiket masuk dapat dilakukan secara <i>online</i> maupun <i>cash</i> .					
8	Pembayaran tiket dapat dilakukan secara mudah dan aman.					

LAMPIRAN 2: GAMBARAN UMUM RESPONDEN

NO	NAMA	JENIS KELAMIN	USIA (tahun)	PERNAH BERKUNJUNG LEBIH DARI SATU KALI
1	Responden 1	Perempuan	20	Ya
2	Responden 2	Perempuan	19	Ya
3	Responden 3	Laki-laki	20	Ya
4	Responden 4	Perempuan	21	Ya
5	Responden 5	Perempuan	21	Ya
6	Responden 6	Perempuan	28	Ya
7	Responden 7	Laki-laki	25	Ya
8	Responden 8	Perempuan	24	Ya
9	Responden 9	Perempuan	24	Ya
10	Responden 10	Laki-laki	24	Ya
11	Responden 11	Laki-laki	23	Ya
12	Responden 12	Perempuan	27	Ya
13	Responden 13	Perempuan	21	Ya
14	Responden 14	Laki-laki	21	Ya
15	Responden 15	Perempuan	21	Ya
16	Responden 16	Perempuan	21	Ya

17	Responden 17	Laki-laki	19	Ya
18	Responden 18	Laki-laki	23	Ya
19	Responden 19	Laki-laki	26	Ya
20	Responden 20	Laki-laki	20	Ya
21	Responden 21	Perempuan	29	Ya
22	Responden 22	Perempuan	20	Ya
23	Responden 23	Laki-laki	38	Ya
24	Responden 24	Laki-laki	20	Ya

NO	NAMA	JENIS KELAMIN	USIA (tahun)	PERNAH BERKUNJUNG LEBIH DARI SATU KALI
25	Responden 25	Perempuan	21	Ya
26	Responden 26	Perempuan	21	Ya
27	Responden 27	Perempuan	28	Ya
28	Responden 28	Perempuan	25	Ya
29	Responden 29	Laki-laki	22	Ya
30	Responden 30	Laki-laki	22	Ya
31	Responden 31	Laki-laki	26	Ya
32	Responden 32	Laki-laki	23	Ya
33	Responden 33	Laki-laki	27	Ya
34	Responden 34	Laki-laki	54	Ya
35	Responden 35	Laki-laki	21	Ya
36	Responden 36	Laki-laki	21	Ya
37	Responden 37	Perempuan	21	Ya
38	Responden 38	Perempuan	19	Ya
39	Responden 39	Perempuan	19	Ya
40	Responden 40	Perempuan	26	Ya
41	Responden 41	Laki-laki	42	Ya
42	Responden 42	Perempuan	29	Ya
43	Responden 43	Laki-laki	20	Ya
44	Responden 44	Laki-laki	28	Ya
45	Responden 45	Perempuan	24	Ya
46	Responden 46	Perempuan	24	Ya
47	Responden 47	Perempuan	21	Ya
48	Responden 48	Perempuan	28	Ya
49	Responden 49	Laki-laki	25	Ya
50	Responden 50	Laki-laki	24	Ya
51	Responden 51	Perempuan	31	Ya
52	Responden 52	Perempuan	24	Ya
53	Responden 53	Laki-laki	23	Ya

54	Responden 54	Perempuan	27	Ya
55	Responden 55	Laki-laki	21	Ya
56	Responden 56	Perempuan	21	Ya
57	Responden 57	Perempuan	21	Ya
58	Responden 58	Perempuan	21	Ya
59	Responden 59	Perempuan	19	Ya
60	Responden 60	Laki-laki	19	Ya
61	Responden 61	Laki-laki	26	Ya
62	Responden 62	Laki-laki	20	Ya
63	Responden 63	Perempuan	29	Ya
64	Responden 64	Perempuan	20	Ya
65	Responden 65	Perempuan	19	Ya
66	Responden 66	Perempuan	20	Ya
67	Responden 67	Perempuan	21	Ya

NO	NAMA	JENIS KELAMIN	USIA (tahun)	PERNAH BERKUNJUNG LEBIH DARI SATU KALI
68	Responden 68	Laki-laki	21	Ya
69	Responden 69	Laki-laki	28	Ya
70	Responden 70	Laki-laki	25	Ya
71	Responden 71	Perempuan	24	Ya
72	Responden 72	Perempuan	24	Ya
73	Responden 73	Perempuan	24	Ya
74	Responden 74	Laki-laki	23	Ya
75	Responden 75	Laki-laki	27	Ya
76	Responden 76	Perempuan	21	Ya
77	Responden 77	Perempuan	21	Ya
78	Responden 78	Perempuan	21	Ya
79	Responden 79	Laki-laki	21	Ya
80	Responden 80	Perempuan	19	Ya
81	Responden 81	Perempuan	46	Ya
82	Responden 82	Laki-laki	26	Ya
83	Responden 83	Laki-laki	20	Ya
84	Responden 84	Perempuan	29	Ya
85	Responden 85	Laki-laki	20	Ya
86	Responden 86	Perempuan	19	Ya
87	Responden 87	Laki-laki	20	Ya
88	Responden 88	Perempuan	21	Ya
89	Responden 89	Perempuan	33	Ya
90	Responden 90	Laki-laki	28	Ya
91	Responden 91	Laki-laki	25	Ya

92	Responden 92	Laki-laki	24	Ya
93	Responden 93	Laki-laki	24	Ya
94	Responden 94	Laki-laki	24	Ya
95	Responden 95	Laki-laki	23	Ya
96	Responden 96	Perempuan	35	Ya
97	Responden 97	Perempuan	21	Ya
98	Responden 98	Perempuan	21	Ya
99	Responden 99	Perempuan	21	Ya
100	00	Perempuan	21	Ya
101	Responden 101	Perempuan	31	Ya
102	Responden 102	Perempuan	36	Ya
103	Responden 103	Perempuan	26	Ya
104	Responden 104	Laki-laki	20	Ya
105	Responden 105	Perempuan	29	Ya
106	Responden 106	Perempuan	44	Ya
107	Responden 107	Perempuan	19	Ya
108	Responden 108	Laki-laki	20	Ya
109	Responden 109	Perempuan	21	Ya
110	Responden 110	Perempuan	21	Ya
NO	NAMA	JENIS KELAMIN	USIA (tahun)	PERNAH BERKUNJUNG LEBIH DARI SATU KALI
111	Responden 111	Perempuan	28	Ya
112	Responden 112	Perempuan	25	Ya
113	Responden 113	Laki-laki	24	Ya
114	Responden 114	Laki-laki	24	Ya
115	Responden 115	Laki-laki	24	Ya

**LAMPIRAN 3: HASIL KUESIOER SAMPEL
KECIL**

<i>ADVERTISING</i>				TOTAL X1
X1.1	X1.2	X1.3	X1.4	
5	5	5	5	20
3	3	3	4	13
4	5	4	5	18
5	4	5	5	19
4	3	4	4	15
5	5	5	5	20
5	4	5	5	19

5	5	5	5	20
4	4	4	5	17
5	5	3	3	16
5	5	4	4	18
5	5	5	4	19
4	5	4	4	17
5	5	3	3	16
5	4	4	4	17
5	5	4	5	19
5	5	4	4	18
3	3	4	4	14
4	4	4	3	15
4	5	4	4	17
3	3	3	3	12
3	3	4	4	14
5	5	5	5	20
3	3	3	3	12
4	4	4	4	16
4	4	3	4	15
3	3	3	3	12
5	4	5	4	18
4	4	4	4	16
4	4	4	4	16
SALES PROMOTION				TOTAL X2
X2.1	X2.2	X2.3		
5	5	5	15	
3	3	3	9	
4	5	5	14	
5	5	5	15	
4	4	4	12	
5	5	5	15	
5	5	5	15	
5	5	5	15	
4	4	5	13	
5	4	4	13	
4	5	5	14	
5	5	5	15	
5	4	5	14	
5	4	4	13	
5	4	4	13	
5	5	5	15	
5	5	5	15	
3	4	4	11	

4	4	4	12
5	4	5	14
3	4	3	10
3	4	4	11
5	5	5	15
3	4	3	10
4	4	5	13
4	3	4	11
3	4	3	10
5	4	5	14
4	4	4	12
4	4	5	13

<i>EVENT AND EXPERIENCES</i>			TOTAL X3
X3.1	X3.2	X3.3	
5	5	5	15
3	3	4	10
5	4	5	14
5	4	5	14
4	4	4	12
5	5	5	15
5	5	5	15
5	5	5	15
4	5	5	14
4	4	5	13
<i>EVENT AND EXPERIENCES</i>			TOTAL X3
X3.1	X3.2	X3.3	
5	5	5	15
5	5	4	14
5	5	5	15
4	4	5	13
5	5	4	14
5	5	5	15
5	4	5	14
4	4	4	12
4	4	5	13
5	4	5	14
3	3	3	9
4	4	4	12

5	5	5	15
3	3	3	9
4	4	4	12
3	3	3	9
3	3	3	9
5	4	4	13
4	4	4	12
4	4	4	12

<i>INTERACTIVE MARKETING</i>				TOTAL X4
X4.1	X4.2	X4.3	X4.4	
5	5	5	5	20
3	3	3	3	12
4	5	5	4	18
5	5	4	5	19
3	3	4	4	14
5	5	5	5	20
4	5	5	5	19
5	5	5	4	19
4	4	4	4	16
4	4	4	4	16
4	5	5	5	19
5	5	5	4	19
4	4	3	5	16
4	4	4	4	16
5	4	4	4	17
5	5	5	5	20
4	5	5	5	19
4	3	3	3	13
<i>INTERACTIVE MARKETING</i>				TOTAL X4
X4.1	X4.2	X4.3	X4.4	
4	4	4	4	16
4	5	5	4	18
3	3	3	4	13
4	3	3	3	13
5	5	4	4	18
3	3	3	4	13
4	4	4	4	16
4	4	3	3	14

3	3	3	4	13
4	5	4	4	17
4	4	4	4	16
4	4	3	3	14

WORD OF MOUTH				TOTAL
X5.1	X5.2	X5.3	X5.4	X5
5	5	5	5	20
3	3	3	4	13
4	4	5	5	18
5	5	5	5	20
3	3	3	4	13
5	5	4	4	18
5	5	5	4	19
5	5	4	5	19
4	4	5	4	17
5	4	4	3	16
5	5	5	5	20
5	5	4	5	19
5	5	5	5	20
5	4	4	3	16
5	5	4	4	18
5	5	5	4	19
5	5	5	5	20
3	3	4	4	14
4	4	3	3	14
5	4	4	4	17
3	3	3	3	12
3	3	4	4	14
5	5	5	5	20
3	3	3	3	12
4	4	5	4	17
4	3	3	3	13
WORD OF MOUTH				TOTAL
X5.1	X5.2	X5.3	X5.4	X5
3	3	3	3	12
5	4	5	4	18
4	4	4	4	16
4	3	3	3	13

KEPUTUSAN BERKUNJUNG								TOTAL
Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y
5	5	5	5	5	5	5	5	40
3	3	3	3	3	3	3	3	24
5	4	5	4	5	4	5	4	36
4	5	5	5	5	5	5	5	39
4	4	4	3	4	4	3	3	29
5	5	5	5	5	5	5	5	40
5	5	5	4	5	5	5	4	38
5	5	5	5	5	5	4	5	39
4	4	4	4	4	4	5	5	34
4	4	4	4	4	4	4	3	31
5	5	5	5	5	5	5	5	40
5	5	5	5	5	5	5	5	40
4	5	5	5	5	5	5	5	39
4	4	4	4	4	4	4	4	32
5	5	4	4	4	4	4	4	34
5	5	5	5	5	5	5	5	40
5	4	5	5	5	5	5	5	39
3	3	4	4	4	3	3	3	27
3	3	4	4	4	4	4	3	29
4	4	4	4	4	4	4	5	33
3	2	3	3	3	3	3	3	23
3	3	4	4	4	3	3	3	27
5	5	5	5	5	5	5	5	40
3	2	3	3	3	3	3	3	23
4	4	4	4	4	4	4	5	33
3	4	4	4	3	3	3	3	27
3	2	3	3	3	3	3	2	22
5	5	5	4	4	4	4	4	35
4	4	4	4	4	4	4	3	31
4	4	4	4	4	4	4	4	32

**LAMPIRAN 4: HASIL KUESIOER SAMPEL
BESAR**

ADVERTISING				TOTAL X1
X1.1	X1.2	X1.3	X1.4	
5	5	5	5	20
3	3	3	4	13

4	5	4	5	18
5	4	5	5	19
4	3	4	4	15
5	5	5	5	20
5	4	5	5	19
5	5	5	5	20
4	4	4	5	17
5	5	3	3	16
5	5	4	4	18
5	5	5	4	19
4	5	4	4	17
5	5	3	3	16
5	4	4	4	17
5	5	4	5	19
5	5	4	4	18
3	3	4	4	14
4	4	4	3	15
4	5	4	4	17
3	3	3	3	12
3	3	4	4	14
5	5	5	5	20
3	3	3	3	12
4	4	4	4	16
4	4	3	4	15
3	3	3	3	12
5	4	5	4	18
4	4	4	4	16
4	4	4	4	16
4	5	4	5	18
4	4	5	4	17
4	4	3	3	14
5	5	4	5	19
4	4	5	3	16
4	5	4	4	17
4	4	4	4	16
4	5	4	5	18
5	5	5	5	20
4	4	4	4	16
4	4	4	4	16
3	3	4	4	14

ADVERTISING				TOTAL X1
X1.1	X1.2	X1.3	X1.4	
4	5	5	5	19
3	3	4	4	14
4	4	4	4	16
5	5	5	5	20
4	5	5	5	19
5	4	5	4	18
4	5	4	4	17
4	4	4	5	17
4	4	4	4	16
5	4	5	4	18
4	4	4	4	16
4	4	5	4	17
4	4	5	5	18
5	5	4	5	19
4	4	4	4	16
5	5	5	5	20
4	3	3	4	14
4	4	5	5	18
4	4	5	5	18
4	5	5	5	19
4	4	5	5	18
4	4	5	5	18
4	4	4	5	17
4	4	4	4	16
4	5	5	5	19
4	4	4	5	17
3	4	5	5	17
4	4	4	4	16
4	4	4	5	17
4	4	4	4	16
5	5	5	5	20
4	4	4	4	16
4	4	5	5	18
4	4	4	5	17
5	5	5	5	20
4	4	5	5	18
5	5	5	5	20
4	4	4	4	16
4	4	4	4	16
5	5	5	5	20
4	4	4	5	17

4	4	4	4	16
4	4	4	4	16
<i>ADVERTISING</i>				TOTAL X1
X1.1	X1.2	X1.3	X1.4	
5	5	5	5	20
4	4	4	4	16
3	3	3	3	12
4	5	5	5	19
5	5	5	5	20
4	4	4	5	17
5	5	5	5	20
5	5	5	5	20
5	5	5	4	19
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
4	4	4	4	16
4	4	5	5	18
4	4	4	4	16

<i>SALES PROMOTION</i>			TOTAL X2
X2.1	X2.2	X2.3	
5	5	5	15
3	3	3	9
4	5	5	14
5	5	5	15
4	4	4	12
5	5	5	15
5	5	5	15
5	5	5	15
4	4	5	13
4	4	5	13
4	5	5	14
5	5	5	15
4	5	5	14
4	4	5	13
4	4	5	13
5	5	5	15
5	5	5	15

3	4	4	11
4	4	4	12
4	5	5	14
3	3	4	10
3	4	4	11

<i>SALES PROMOTION</i>			TOTAL X2
X2.1	X2.2	X2.3	
5	5	5	15
3	3	4	10
4	4	5	13
3	4	4	11
3	3	4	10
4	5	5	14
4	4	4	12
4	4	5	13
4	5	5	14
4	5	5	14
3	4	4	11
4	5	5	14
4	4	4	12
4	5	5	14
4	4	5	13
4	5	5	14
4	5	5	14
4	4	4	12
4	4	4	12
3	4	4	11
5	5	5	15
2	3	4	9
4	4	4	12
5	5	5	15
4	5	5	14
4	5	5	14
4	5	5	14
4	4	5	13
4	4	5	13
4	5	5	14
4	4	5	13
4	5	5	14
4	5	5	14
4	5	5	14
4	4	5	13

4	4	4	12
3	4	4	11
4	5	5	14
5	5	5	15
4	4	5	13
4	5	5	14
4	4	4	12
SALES PROMOTION			TOTAL X2
X2.1	X2.2	X2.3	
4	4	5	13
4	4	5	13
4	5	5	14
4	4	5	13
4	4	5	13
4	4	5	13
4	4	5	13
4	5	5	14
4	5	5	14
4	4	5	13
4	5	5	14
4	4	5	13
5	5	5	15
4	5	5	14
4	5	5	14
4	4	5	13
4	4	5	13
5	5	5	15
4	4	5	13
4	4	5	13
4	4	5	13
4	5	5	14
4	4	5	13
3	3	3	9
4	5	5	14
5	5	5	15
4	4	5	13
5	5	5	15
4	5	5	14
4	5	5	14
4	4	5	13
4	5	5	14
5	5	5	15

4	4	5	13
4	4	4	12
4	4	5	13

<i>EVENT AND EXPERIENCES</i>			TOTAL X3
X3.1	X3.2	X3.3	

<i>EVENT AND EXPERIENCES</i>			TOTAL X3
X3.1	X3.2	X3.3	
5	5	5	15
3	3	4	10
4	5	5	14
4	5	5	14
4	4	4	12
5	5	5	15
5	5	5	15
5	5	5	15
4	5	5	14
4	4	5	13
5	5	5	15
4	5	5	14
5	5	5	15
4	4	5	13
4	5	5	14
5	5	5	15
4	5	5	14
4	4	4	12
4	4	5	13
4	5	5	14
3	3	3	9
4	4	4	12
5	5	5	15
3	3	3	9
4	4	4	12
3	3	3	9
3	3	3	9

4	4	5	13
4	4	4	12
4	4	4	12
4	5	5	14
4	5	5	14
4	4	4	12
5	5	5	15
4	4	5	13
4	4	5	13
4	4	5	13
4	5	5	14

<i>EVENT AND EXPERIENCES</i>			TOTAL X3
X3.1	X3.2	X3.3	
5	5	5	15
4	4	5	13
4	4	4	12
3	4	4	11
5	5	5	15
3	3	4	10
4	4	4	12
5	5	5	15
5	5	5	15
4	5	5	14
4	5	5	14
4	5	5	14
4	5	5	14
4	5	5	14
4	4	5	13
4	4	5	13
4	5	5	14
5	5	5	15
4	4	4	12
4	5	5	14
4	4	4	12
4	5	5	14
4	5	5	14

4	5	5	14
4	5	5	14
4	4	4	12
4	5	5	14
4	4	5	13
5	5	5	15
4	5	5	14
4	5	5	14
4	4	5	13
4	5	5	14
4	4	5	13
5	5	5	15
4	4	5	13
4	5	5	14
4	5	5	14
<i>EVENT AND EXPERIENCES</i>			TOTAL X3
X3.1	X3.2	X3.3	
5	5	5	15
4	5	5	14
4	5	5	14
4	4	5	13
4	4	5	13
5	5	5	15
4	5	5	14
4	4	5	13
4	5	5	14
5	5	5	15
4	4	5	13
3	3	4	10
5	5	5	15
5	5	5	15
4	5	5	14
5	5	5	15
5	5	5	15
5	5	5	15
4	5	5	14
5	5	5	15
4	5	5	14

4	4	4	12
4	5	5	14
4	4	5	13

<i>INTERACTIVE MARKETING</i>				TOTAL X4
X4.1	X4.2	X4.3	X4.4	
5	5	5	5	20
3	3	3	3	12
4	5	5	4	18
5	5	4	5	19
3	3	4	4	14
5	5	5	5	20
4	5	5	5	19
5	5	5	4	19
4	4	4	4	16
4	4	4	4	16

<i>INTERACTIVE MARKETING</i>				TOTAL X4
X4.1	X4.2	X4.3	X4.4	
4	5	5	5	19
5	5	5	4	19
4	4	3	5	16
4	4	4	4	16
5	4	4	4	17
5	5	5	5	20
4	5	5	5	19
4	3	3	3	13
4	4	4	4	16
4	5	5	4	18
3	3	3	4	13
4	3	3	3	13
5	5	4	4	18
3	3	3	4	13
4	4	4	4	16
4	4	3	3	14
3	3	3	4	13
4	5	4	4	17
4	4	4	4	16

4	4	3	3	14
4	4	4	5	17
4	4	4	5	17
3	3	4	4	14
4	4	5	5	18
4	4	4	4	16
4	4	4	4	16
4	4	4	4	16
4	5	4	4	17
5	5	5	5	20
4	4	4	5	17
4	4	4	4	16
3	3	3	4	13
5	5	5	5	20
2	3	4	4	13
5	4	4	4	17
5	5	5	4	19
5	4	4	5	18
5	5	5	5	20
5	5	4	4	18
5	5	4	4	18
4	4	4	4	16
4	4	5	5	18

<i>INTERACTIVE MARKETING</i>				TOTAL X4
X4.1	X4.2	X4.3	X4.4	
4	4	5	5	18
4	4	5	5	18
5	5	5	5	20
5	5	4	4	18
4	4	4	5	17
5	5	5	4	19
3	4	4	3	14
5	4	4	5	18
4	5	5	5	19
5	5	5	4	19
4	5	5	5	19
4	4	5	5	18
3	5	5	5	18
4	4	4	4	16
4	4	5	5	18

4	4	4	5	17
4	4	4	5	17
4	4	4	5	17
4	4	4	5	17
4	4	4	4	16
4	5	5	5	19
4	4	4	4	16
3	5	5	5	18
4	4	4	5	17
4	5	5	5	19
4	4	5	5	18
4	5	5	5	19
4	4	4	5	17
4	4	4	4	16
4	5	5	5	19
4	4	4	5	17
4	4	4	4	16
4	4	4	4	16
4	4	4	5	17
5	5	5	5	20
4	4	4	4	16
3	3	3	3	12
4	5	5	5	19
4	5	5	5	19
4	4	4	5	17
5	5	5	5	20
4	5	5	5	19
4	5	5	4	18
INTERACTIVE MARKETING				TOTAL X4
X4.1	X4.2	X4.3	X4.4	
5	5	5	5	20
4	5	5	5	19
4	5	5	5	19
4	4	4	5	17
4	4	5	5	18
3	4	4	4	15

WORD OF MOUTH				TOTAL X5
X5.1	X5.2	X5.3	X5.4	

5	5	5	5	20
3	3	3	4	13
4	4	5	5	18
5	5	5	5	20
3	3	3	4	13
5	5	4	4	18
5	5	5	4	19
5	5	4	5	19
4	4	5	4	17
5	4	4	3	16
5	5	5	5	20
5	5	4	5	19
5	5	5	5	20
5	4	4	3	16
5	5	4	4	18
5	5	5	4	19
5	5	5	5	20
3	3	4	4	14
4	4	3	3	14
5	4	4	4	17
3	3	3	3	12
3	3	4	4	14
5	5	5	5	20
3	3	3	3	12
4	4	5	4	17
4	3	3	3	13
3	3	3	3	12
5	4	5	4	18
4	4	4	4	16
4	3	3	3	13
5	4	5	4	18
4	4	4	4	16
3	3	4	3	13

WORD OF MOUTH				TOTAL X5
X5.1	X5.2	X5.3	X5.4	
4	5	4	4	17
4	4	3	3	14
4	4	4	4	16
4	4	4	3	15
4	4	4	4	16
4	5	5	5	19
4	4	3	4	15

4	4	4	4	16
3	3	3	3	12
5	5	5	5	20
4	2	3	3	12
4	4	4	4	16
5	5	5	5	20
4	5	5	5	19
4	4	5	5	18
4	5	5	5	19
5	4	4	5	18
4	4	4	5	17
5	5	4	5	19
4	4	5	4	17
4	4	4	5	17
5	5	4	4	18
4	5	5	5	19
5	5	4	4	18
5	5	5	5	20
4	4	3	3	14
5	4	4	5	18
4	4	5	5	18
4	5	5	5	19
4	4	5	5	18
4	4	5	5	18
4	4	4	5	17
4	4	4	4	16
4	5	5	5	19
4	4	4	5	17
3	4	5	5	17
4	4	4	4	16
4	4	4	5	17
4	4	4	4	16
5	5	5	5	20
4	4	4	4	16
4	4	5	5	18
4	4	4	5	17
5	5	5	5	20
WORD OF MOUTH				TOTAL X5
X5.1	X5.2	X5.3	X5.4	
4	4	5	5	18
5	5	5	5	20
4	4	4	4	16

4	4	4	4	16
4	4	5	5	18
4	4	4	5	17
5	4	4	4	17
4	4	4	5	17
5	5	5	5	20
4	4	4	4	16
4	3	3	3	13
4	5	5	5	19
5	5	5	4	19
5	4	4	4	17
5	5	5	5	20
5	5	5	4	19
4	5	5	5	19
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	4	4	18
4	4	5	5	18
4	4	4	4	16

KEPUTUSAN BERKUNJUNG								TOTAL
Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y
5	5	5	5	5	5	5	5	40
3	3	3	3	3	3	3	3	24
5	4	5	4	5	4	5	4	36
4	5	5	5	5	5	5	5	39
4	4	4	3	4	4	3	3	29
5	5	5	5	5	5	5	5	40
5	5	5	4	5	5	5	4	38
5	5	5	5	5	5	4	5	39
4	4	4	4	4	4	5	5	34
4	4	4	4	4	4	4	3	31
5	5	5	5	5	5	5	5	40
5	5	5	5	5	5	5	5	40
4	5	5	5	5	5	5	5	39
4	4	4	4	4	4	4	4	32
5	5	4	4	4	4	4	4	34

KEPUTUSAN BERKUNJUNG								TOTAL
Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y
5	5	5	5	5	5	5	5	40
5	4	5	5	5	5	5	5	39
3	3	4	4	4	3	3	3	27
3	3	4	4	4	4	4	3	29
4	4	4	4	4	4	4	5	33
3	2	3	3	3	3	3	3	23
3	3	4	4	4	3	3	3	27
5	5	5	5	5	5	5	5	40
3	2	3	3	3	3	3	3	23
4	4	4	4	4	4	4	5	33
3	4	4	4	3	3	3	3	27
3	2	3	3	3	3	3	2	22
5	5	5	4	4	4	4	4	35
4	4	4	4	4	4	4	3	31
4	4	4	4	4	4	4	4	32
4	5	4	4	4	4	4	4	33
4	4	4	4	4	4	5	5	34
3	3	3	3	3	3	4	4	26
4	5	5	5	4	5	5	5	38
4	5	4	4	4	4	4	3	32
4	4	4	4	4	4	4	4	32
4	4	4	4	4	4	4	4	32
5	4	5	4	4	4	4	4	34
5	5	5	5	5	5	5	4	39
4	4	4	4	4	4	4	4	32
4	4	4	4	4	4	4	4	32
4	4	3	3	3	3	3	3	26
5	5	5	5	5	5	5	5	40
3	3	3	3	3	3	4	4	26
4	4	4	4	4	4	4	4	32
5	5	5	5	5	5	5	5	40
4	5	5	5	4	5	5	5	38
5	4	4	5	5	5	5	5	38
5	5	5	5	4	4	4	4	36

5	5	5	5	4	4	4	4	36
4	4	4	5	4	4	4	5	34
5	5	5	4	4	4	5	5	37
4	4	4	4	4	4	4	4	32
5	5	4	4	5	5	4	4	36

KEPUTUSAN BERKUNJUNG								TOTAL
Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y
4	4	5	5	5	5	5	5	38
5	4	5	5	5	5	5	5	39
5	5	5	5	4	4	4	4	36
4	4	4	5	5	5	5	5	37
3	3	3	3	3	4	4	4	27
4	4	4	4	4	5	5	5	35
5	5	5	4	4	4	5	4	36
4	4	5	5	5	5	5	5	38
4	5	5	5	5	5	5	5	39
4	4	4	4	5	5	5	5	36
4	4	4	4	4	5	5	5	35
4	5	4	4	4	4	4	4	33
5	5	4	5	5	5	5	5	39
3	4	4	5	5	5	5	5	36
4	4	4	4	4	4	4	5	33
4	4	4	4	4	4	5	5	34
4	4	4	4	4	4	4	5	33
4	4	4	4	4	4	4	4	32
5	5	5	5	5	5	5	4	39
4	4	4	4	4	4	4	4	32
4	4	5	5	4	4	5	5	36
4	4	4	4	4	4	5	5	34
4	5	5	5	5	5	5	5	39
4	5	5	5	4	4	5	5	37
5	4	4	4	4	4	4	4	33
3	4	4	4	4	4	4	4	31
3	4	4	4	4	4	4	4	31
5	5	5	5	5	5	5	5	40
5	4	4	4	5	4	4	4	34

4	4	4	4	4	4	4	5	33
4	4	4	4	4	4	4	5	33
5	5	5	5	5	5	5	5	40
4	4	4	4	4	4	4	4	32
3	3	3	3	3	3	4	4	26
5	5	5	5	5	5	4	4	38
5	5	5	5	5	5	5	5	40
4	4	4	4	4	5	4	4	33
5	5	5	5	5	4	5	5	39
4	4	5	5	5	5	5	5	38
KEPUTUSAN BERKUNJUNG								TOTAL
Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y
5	5	5	4	4	4	5	5	37
4	5	5	5	5	5	5	5	39
5	5	5	5	5	5	5	4	39
4	4	5	5	5	5	5	5	38
4	4	4	4	4	5	5	5	35
4	4	4	5	5	5	5	4	36
4	3	4	4	4	4	4	4	31

LAMPIRAN 5 : HASIL *OUTPUT* PERHITUNGAN SPSS 22, REGRESI LINEAR BERGANDA *ADVERTISING* (X₁), *SALES PROMOTION* (X₂), *EVENT AND EXPERIENCES* (X₃), *INTERACTIVE MARKETING* (X₄), *WORD OF MOUTH* (X₅), DAN KEPUTUSAN BERKUNJUNG (Y) 5.1. HASIL UJI DESKRIPSI UJI DESKRIPSI

Statistics

JENISKELAMIN

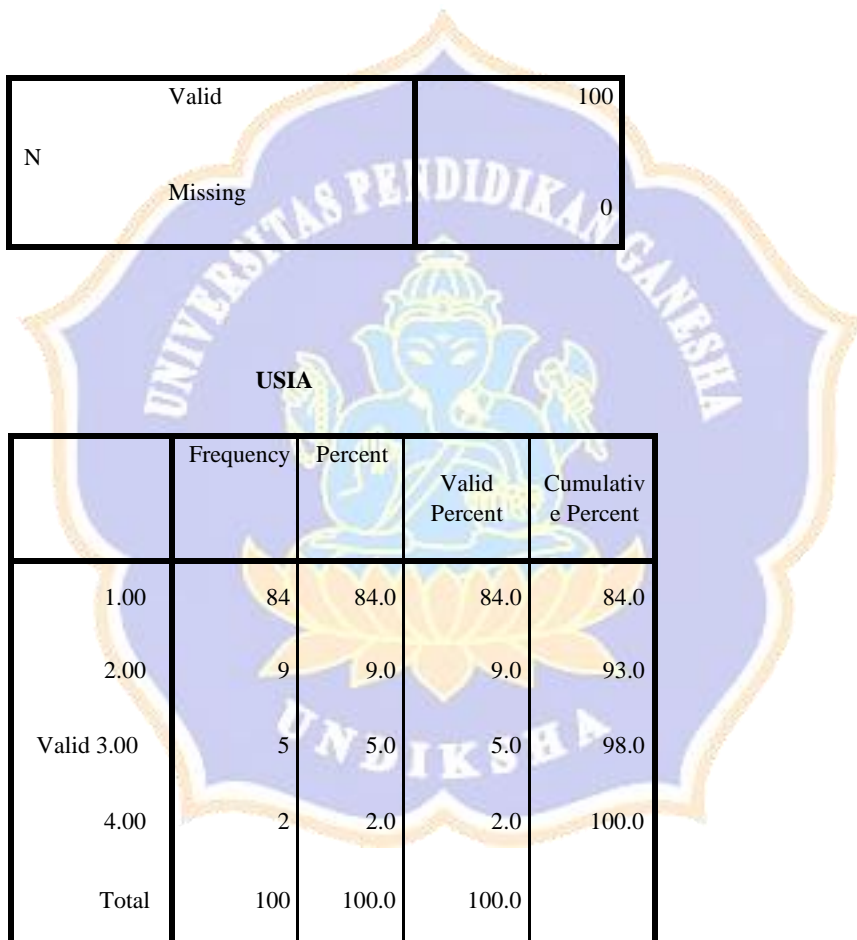
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	Missing	0

JENISKELAMIN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	59	59.0	59.0	59.0
Valid 2.00	41	41.0	41.0	100.0
Total	100	100.0	100.0	

Statistics

USIA



5.2. HASIL UJI RELIABILITAS SAMPEL KECIL UJI RELIABILITAS SAMPEL KECIL ADVERTISING (X₁)

Reliability Statistics

Cronbach's Alpha	N of Items
.834	4

Item Statistics

	Mean	Std. Deviation	N
X1.1	4.2667	.78492	30
X1.2	4.2000	.80516	30
X1.3	4.0333	.71840	30
X1.4	4.1000	.71197	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	12.3333	3.333	.754	.748
X1.2	12.4000	3.559	.627	.809
X1.3	12.5667	3.702	.684	.782
X1.4	12.5000	3.914	.600	.818

UJI RELIABILITAS SAMPEL KECIL SALES PROMOTION (X₂)

Reliability Statistics

Cronbach's Alpha	N of Items
.901	3

Item Statistics

	Mean	Std. Deviation	N
X2.1	4.0667	.73968	30
X2.2	4.3333	.71116	30
X2.3	4.6333	.55605	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	8.9667	1.413	.826	.846
X2.2	8.7000	1.459	.843	.826
X2.3	8.4000	1.903	.782	.894

UJI RELIABILITAS SAMPEL KECIL *EVENT AND EXPERIENCES*
(X₃)

Reliability Statistics

Cronbach's Alpha	N of Items
.929	3

Item Statistics

	Mean	Std. Deviation	N
X3.1	4.1000	.66176	30
X3.2	4.3333	.75810	30
X3.3	4.5000	.73108	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	8.8333	2.075	.814	.931
X3.2	8.6000	1.697	.908	.854
X3.3	8.4333	1.840	.852	.899

UJI RELIABILITAS SAMPEL KECIL *INTERACTIVE MARKETING* (X4)

Reliability Statistics

Cronbach's Alpha	N of Items
.874	4

Item Statistics

	Mean	Std. Deviation	N
X4.1	4.1000	.66176	30
X4.2	4.2000	.80516	30
X4.3	4.0333	.80872	30

X4.4	4.1000	.66176	30
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Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X4.1	12.3333	4.161	.639	.873
X4.2	12.2333	3.151	.883	.772
X4.3	12.4000	3.283	.814	.804
X4.4	12.3333	4.230	.608	.883

UJI RELIABILITAS SAMPEL KECIL WORD OF MOUTH (X₅)

Reliability Statistics

Cronbach's Alpha	N of Items
.898	4

Item Statistics

	Mean	Std. Deviation	N
X5.1	4.3000	.83666	30
X5.2	4.1000	.84486	30
X5.3	4.1333	.81931	30
X5.4	4.0333	.76489	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X5.1	12.2667	4.754	.749	.878
X5.2	12.4667	4.326	.895	.822
X5.3	12.4333	4.737	.779	.867
X5.4	12.5333	5.223	.680	.901

UJI RELIABILITAS SAMPEL KECIL KEPUTUSAN BERKUNJUNG (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.971	8

Item Statistics

	Mean	Std. Deviation	N
Y1	4.1333	.81931	30
Y2	4.0667	.98027	30
Y3	4.3000	.70221	30
Y4	4.1667	.69893	30
Y5	4.2333	.72793	30
Y6	4.1333	.77608	30

Y7	4.1333	.81931	30
Y8	4.0333	.96431	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	29.0667	27.444	.857	.968
Y2	29.1333	25.775	.878	.968
Y3	28.9000	28.093	.926	.965
Y4	29.0333	28.447	.877	.967
Y5	28.9667	27.826	.927	.965
Y6	29.0667	27.237	.943	.963
Y7	29.0667	27.168	.894	.966
Y8	29.1667	26.213	.844	.970

5.3. UJI VALIDITAS SAMPEL KECIL UJI VALIDITAS ADVERTISING (X₁) SAMPEL KECIL

Correlations

	X1.1	X1.2	X1.3	X1.4	X1
Pearson Correlation	1	.786**	.595**	.444*	.874**
X1.1 Sig. (2-tailed)		.000	.001	.014	.000
N	30	30	30	30	30
Pearson Correlation	.786**	1	.405*	.385*	.804**
X1.2 Sig. (2-tailed)	.000		.026	.036	.000

	N	30	30	30	30	30
	Pearson Correlation	.595**	.405*	1	.735**	.823**
X1.3	Sig. (2-tailed)	.001	.026		.000	.000
	N	30	30	30	30	30
	Pearson Correlation	.444*	.385*	.735**	1	.768**
X1.4	Sig. (2-tailed)	.014	.036	.000		.000
	N	30	30	30	30	30
	Pearson Correlation	.874**	.804**	.823**	.768**	1
X1	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

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

UJI VALIDITAS SALES PROMOTION (X₂) SAMPEL KECIL

Correlations

	X2.1	X2.2	X2.3	X2
	Pearson Correlation	1	.808**	.732**
X2.1	Sig. (2-tailed)		.000	.000
	N	30	30	30
	Pearson Correlation	.808**	1	.756**
X2.2	Sig. (2-tailed)	.000		.000
	N	30	30	30
	Pearson Correlation	.732**	.756**	1
	Sig. (2-tailed)	.000	.000	
	N	30	30	30
	Pearson Correlation	.732**	.756**	1
	Sig. (2-tailed)	.000	.000	
	N	30	30	30
	Pearson Correlation	.732**	.756**	1
	Sig. (2-tailed)	.000	.000	
	N	30	30	30
	Pearson Correlation	.732**	.756**	1
	Sig. (2-tailed)	.000	.000	
	N	30	30	30

X2.3	Sig. (2-tailed)	.000	.000		.000
	N	30	30	30	30
X2	Pearson Correlation	.932**	.936**	.885**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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



		X3.1	X3.2	X3.3	X3
	Pearson Correlation	1	.825**	.748**	.910**
X3.1	Sig. (2-tailed)		.000	.000	.000
	N	30	30	30	30
	Pearson Correlation	.825**	1	.871**	.963**
X3.2	Sig. (2-tailed)	.000		.000	.000
	N	30	30	30	30
	Pearson Correlation	.748**	.871**	1	.936**
X3.3	Sig. (2-tailed)	.000	.000		.000
	N	30	30	30	30

	Pearson Correlation	.910**	.963**	.936**	1
X3	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

UJI VALIDITAS *INTERACTIVE MARKETING* (X4) SAMPEL KECIL

		X4.1	X4.2	X4.3	X4.4	X4
X4.1	Pearson Correlation	1	.738**	.573**	.370*	.781**
	Sig. (2-tailed)		.000	.001	.044	.000
	N	30	30	30	30	30
X4.2	Pearson Correlation	.738**	1	.837**	.608**	.944**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	30	30	30	30	30
X4.3	Pearson Correlation	.573**	.837**	1	.638**	.908**
	Sig. (2-tailed)	.001	.000		.000	.000
	N	30	30	30	30	30
X4.4	Pearson Correlation	.370*	.608**	.638**	1	.761**
	Sig. (2-tailed)	.044	.000	.000		.000
	N	30	30	30	30	30
X4	Pearson Correlation	.781**	.944**	.908**	.761**	1
	Sig. (2-tailed)	.000	.000	.000	.000	

N	30	30	30	30	30
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** . Correlation is significant at the 0.01 level (2-tailed).

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

UJI VALIDITAS *WORD OF MOUTH* (X₅) SAMPEL KECIL

Correlations

		X5.1	X5.2	X5.3	X5.4	X5
X5.1	Pearson Correlation	1	.883**	.644**	.469**	.863**
	Sig. (2-tailed)		.000	.000	.009	.000
	N	30	30	30	30	30
X5.2	Pearson Correlation	.883**	1	.727**	.688**	.946**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	30	30	30	30	30
X5.3	Pearson Correlation	.644**	.727**	1	.708**	.879**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	30	30	30	30	30
X5.4	Pearson Correlation	.469**	.688**	.708**	1	.810**
	Sig. (2-tailed)	.009	.000	.000		.000
	N	30	30	30	30	30
X5	Pearson Correlation	.863**	.946**	.879**	.810**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

Y7	Pearson Correlation	.795**	.761**	.827**	.803**	.871**	.893**	1	.823**	.920**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
Y8	Pearson Correlation	.736**	.764**	.749**	.810**	.775**	.823**	.823**	1	.887**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
Y	Pearson Correlation	.892**	.913**	.942**	.903**	.943**	.956**	.920**	.887**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30

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

5.4. UJI RELIABILITAS SAMPEL BESAR UJI RELIABILITAS ADVERTISING (X₁) SAMPEL BESAR

Reliability Statistics

Cronbach's Alpha	N of Items
.823	4

Item Statistics

	Mean	Std. Deviation	N
X1.1	4.2300	.61718	100
X1.2	4.2800	.65258	100
X1.3	4.3200	.64948	100

X1.4	4.3900	.64971	100
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Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	12.9900	2.636	.647	.778
X1.2	12.9400	2.481	.685	.760
X1.3	12.9000	2.535	.656	.773
X1.4	12.8300	2.627	.601	.799

UJI RELIABILITAS SALES PROMOTION (X₂) SAMPEL BESAR

Reliability Statistics

Cronbach's Alpha	N of Items
.832	3

Item Statistics

	Mean	Std. Deviation	N
X2.1	4.0400	.56711	100
X2.2	4.4200	.60603	100
X2.3	4.7600	.47397	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	9.1800	.957	.697	.763
X2.2	8.8000	.869	.722	.742
X2.3	8.4600	1.140	.680	.791

UJI RELIABILITAS *EVENT AND EXPERIENCES* (X₃) SAMPEL BESAR

Reliability Statistics

Cronbach's Alpha	N of Items
.855	3

Item Statistics

	Mean	Std. Deviation	N
X3.1	4.1700	.55149	100
X3.2	4.5300	.62692	100
X3.3	4.7500	.51981	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	9.2800	1.153	.669	.850
X3.2	8.9200	.903	.801	.727
X3.3	8.7000	1.162	.730	.800

UJI RELIABILITAS *INTERACTIVE MARKETING* (X₄) SAMPEL BESAR

Reliability Statistics

Cronbach's Alpha	N of Items
.807	4

Item Statistics

	Mean	Std. Deviation	N
X4.1	4.1000	.62765	100
X4.2	4.3000	.65905	100
X4.3	4.3100	.66203	100
X4.4	4.4500	.62563	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X4.1	13.0600	2.784	.486	.819
X4.2	12.8600	2.243	.770	.682
X4.3	12.8500	2.270	.746	.694
X4.4	12.7100	2.753	.506	.810

UJI RELIABILITAS *WORD OF MOUTH* (X₅) SAMPEL BESAR

Item Statistics

	Mean	Std. Deviation	N
X5.1	4.2800	.63691	100
X5.2	4.2400	.69805	100
X5.3	4.3000	.70353	100
X5.4	4.3300	.72551	100

Reliability Statistics

Cronbach's Alpha	N of Items
.846	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted

X5.1	12.8700	3.508	.556	.855
X5.2	12.9100	2.850	.807	.749
X5.3	12.8500	2.957	.739	.780
X5.4	12.8200	3.078	.642	.824

UJI

RELIABILITAS KEPUTUSAN BERKUNJUNG (Y) SAMPEL BESAR

Reliability Statistics

Cronbach's Alpha	N of Items
.939	8

Item Statistics

	Mean	Std. Deviation	N
Y1	4.2000	.68165	100
Y2	4.2400	.74019	100
Y3	4.3300	.63652	100
Y4	4.3100	.64659	100
Y5	4.2800	.63691	100
Y6	4.3000	.65905	100
Y7	4.3900	.64971	100
Y8	4.3500	.72995	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	30.2000	16.162	.689	.938
Y2	30.1600	15.408	.765	.933
Y3	30.0700	15.763	.838	.928
Y4	30.0900	15.638	.850	.927
Y5	30.1200	15.743	.842	.928
Y6	30.1000	15.586	.842	.927
Y7	30.0100	15.828	.803	.930
Y8	30.0500	15.927	.677	.940

5.5. UJI VALIDITAS SAMPEL BESAR UJI VALIDITAS ADVERTISING (X₁) SAMPEL BESAR

Correlations

		X1.1	X1.2	X1.3	X1.4	X1
	Pearson Correlation	1	.741**	.495**	.379**	.803**
X1.1	Sig. (2-tailed)		.000	.000	.000	.000

	N	100	100	100	100	100
	Pearson Correlation	.741**	1	.478**	.478**	.833**
X1.2	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
	Pearson Correlation	.495**	.478**	1	.659**	.816**
X1.3	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
	Pearson Correlation	.379**	.478**	.659**	1	.782**
X1.4	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
X1	Pearson Correlation	.803**	.833**	.816**	.782**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

UJI VALIDITAS SALES PROMOTION (X₂) SAMPEL BESAR
UNDIKSHA
Correlations

	X2.1	X2.2	X2.3	X2
	Pearson Correlation	1	.656**	.600**
X2.1	Sig. (2-tailed)		.000	.000
	N	100	100	100
	Pearson Correlation	.656**	1	.636**
X2.2	Sig. (2-tailed)	.000		.000

	N	100	100	100	100
	Pearson Correlation	.600**	.636**	1	.837**
X2.3	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
	Pearson Correlation	.872**	.893**	.837**	1
X2	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

UJI VALIDITAS *EVENT AND EXPERIENCES* (X₃) SAMPEL BESAR

Correlations

	X3.1	X3.2	X3.3	X3
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X3.1	Pearson Correlation		.672**	.573**	.847**
	Sig. (2-tailed)		.000	.000	.000
	N	1	100	100	100
X3.2	Pearson Correlation			.752**	.925**
	Sig. (2-tailed)			.000	.000
	N	100	100	100	100
X3.3	Pearson Correlation				.871**
	Sig. (2-tailed)				.000
	N	100	100	100	100
X3	Pearson Correlation				
	Sig. (2-tailed)				
	N	100	100	100	100

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

UJI VALIDITAS *INTERACTIVE MARKETING* (X₄) SAMPEL BESAR

Correlations

	X4.1	X4.2	X4.3	X4.4	X4
X4.1	Pearson Correlation	1	.610**	.387**	.702**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X4.2	Pearson Correlation	.610**	1	.757**	.884**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100

X4.3	Pearson Correlation	.387**	.757**	1	.611**	.872**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
	Pearson Correlation	.244*	.429**	.611**	1	.716**
X4.4	Sig. (2-tailed)	.014	.000	.000		.000
	N	100	100	100	100	100
	Pearson Correlation	.702**	.884**	.872**	.716**	1
X4	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).

UJI VALIDITAS *WORD OF MOUTH* (X₅) SAMPEL BESAR

Correlations

	X5.1	X5.2	X5.3	X5.4	X5	
	Pearson Correlation	1	.711**	.442**	.323**	.733**
X5.1	Sig. (2-tailed)		.000	.000	.001	.000
	N	100	100	100	100	100
	Pearson Correlation	.711**	1	.675**	.600**	.900**
X5.2	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
	Pearson Correlation	.442**	.675**	1	.714**	.862**
X5.3	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100

X5.4	Pearson Correlation	.323**	.600**	.714**	1	.809**
	Sig. (2-tailed)	.001	.000	.000		.000
	N	100	100	100	100	100
X5	Pearson Correlation	.733**	.900**	.862**	.809**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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



UJI VALIDITAS KEPUTUSAN BERKUNJUNG (Y) SAMPEL BESAR

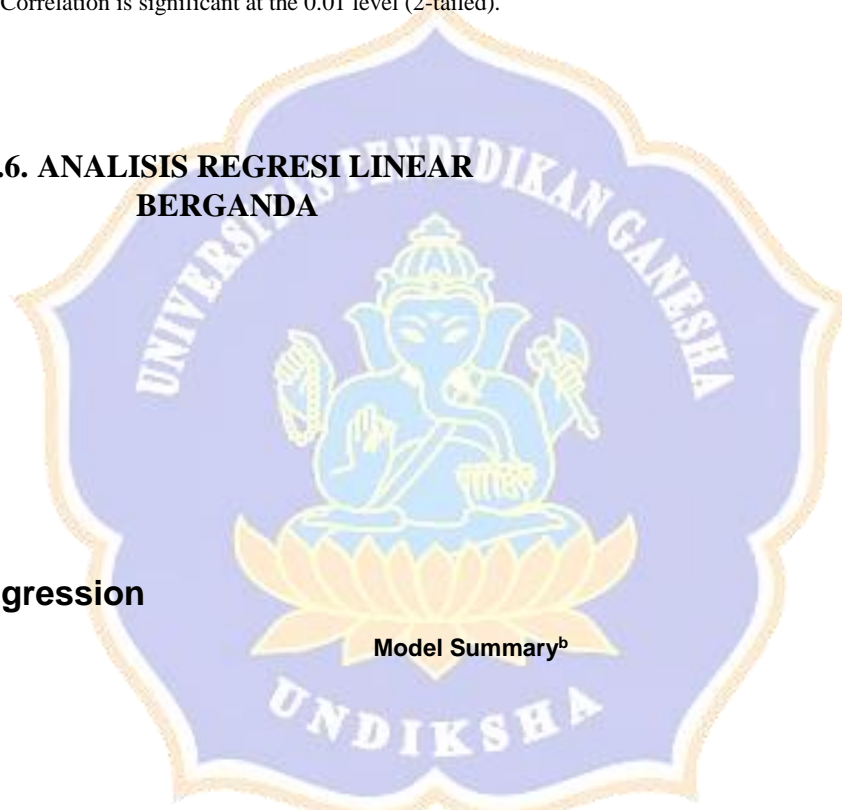
	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y	
Y1	Pearson Correlation	1	.745**	.708**	.568**	.637**	.562**	.506**	.406**	.764* *
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
	Pearson Correlation	.745**	1	.774**	.687**	.627**	.638**	.581**	.497**	.829* *

Y8										.000
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100
	Pearson Correlation	.764**	.829**	.878**	.887**	.881**	.882**	.852**	.760**	1
Y										
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

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

5.6. ANALISIS REGRESI LINEAR BERGANDA

Regression



Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.960 ^a	.922	.918	1695.22025	.922	222.793	5	94	.000	1.843

a. Predictors: (Constant), X5, X2, X3, X4, X1

b. Dependent Variable: Y

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3201284327.647	5	640256865.529	222.793	.000 ^b
	Residual	270134538.793	94	2873771.689		
	Total	3471418866.440	99			

a. Dependent Variable: Y

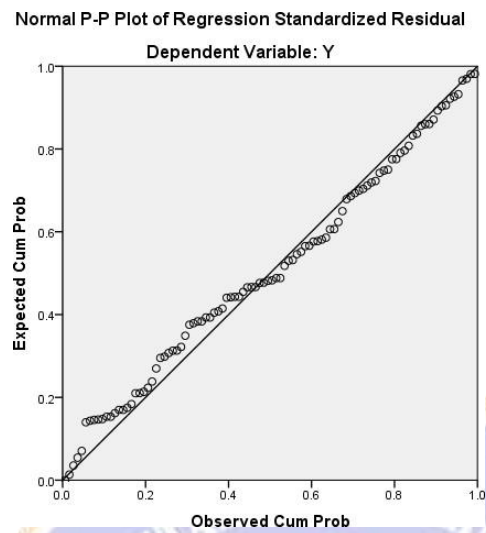
b. Predictors: (Constant), X5, X2, X3, X4, X1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error				Beta	Zero-order	Partial	Part	Tolerance
1	(Constant)	2879.374	1269.177		-2.269	.026					
	X1	.422	.184	.202	2.288	.024	.926	.230	.066	.106	9.456
	X2	.374	.176	.135	2.122	.036	.871	.214	.061	.206	4.855
	X3	.354	.193	.128	1.837	.069	.885	.186	.053	.172	5.821
	X4	.504	.170	.237	2.960	.004	.921	.292	.085	.130	7.718
	X5	.629	.153	.310	4.102	.000	.925	.390	.118	.145	6.903

a. Dependent Variable: Y

5.7. Grafik Hasil Uji Normalitas



5.8. Grafik Hasil Uji Heteroskedastisitas

