

Lampiran I

DAFTAR PERTANYAAN

Kepada para responden Yth.

Dengan hormat,

Saudara/i yang terhormat perkenalkan nama saya Vira Faliana Zein mahasiswi program studi manajemen Institut Informatika dan Bisnis Darmajaya. Sehubungan dengan penyelesaian tugas akhir dengan judul “Pengaruh Costomer Experience, Daya Tarik Wisata dan Citra Destinasi terhadap Kunjungan Ulang (Studi Pada Objek Wisata di Provinisi Lampung)”. Maka saya mengharapkan ketersediaan waktu Anda untuk menjadi responden dalam penelitian ini dengan cara mengisi kuisisioner secara lengkap dan sesuai dengan keadaan yang sebenarnya karena hasil dari kuisisioner ini sangat mempengaruhi penelitian. Petunjuk pengisian daftar pernyataan:

Berikanlah penelitian saudara/i dengan memberikan tanda (√) pada kolom yang tersedia dengan panduan penilaian sebagai berikut:

SS : Sangat Setuju

S : Setuju

CS : Cukup Setuju

TS : Tidak Setuju

STS : Sangat Tidak Setuju

Segala bentuk data dan informasi yang Saudara/i berikan akan sangat dijaga kerahasiaannya dan sebagaimana mestinya. Atas partisipasi dan ketersediaan waktu Anda dalam mengisi kuisisioner ini, Saya ucapkan terimakasih. Pilihlah yang

menurut saudara/saudari benar dengan member tanda ceklis (√) pada jawaban yang sesuai dengan ketentuan:

1. Apakah anda berusia
 - 17 tahun – 22 tahun
 - 22 tahun – 28 tahun
 - 28 tahun – 35 tahun
2. Apakah Anda Pernah Berkunjung ke Wisata di Lampung?
 - Ya
 - Tidak
3. Apakah Anda Ingin Berkunjung Ulang ke Wisata di Lampung?
 - Ya
 - Tidak

Customer Experience (X1)

No	BUTIR	Pernyataan	STS	TS	CS	S	SS
1	Kenyamanan	Wisata di Provinsi Lampung membuat pengunjung nyaman untuk berkunjung					
2	Edukasi	Wisata di Provinsi Lampung memiliki edukasi pembelajaran yang baik bagi pengunjung					
3	Hedonis	Wisata di Provinsi Lampung menggambarkan sesuatu yang dapat dinikmati					
4	Hal Baru	Wisata di Provinsi Lampung mempunyai sensasi pengalaman yang baru bagi pengunjung					
5	Keamanan	Wisata di Provinsi Lampung memiliki tingkat keamanan yang baik bagi pengunjung					
6	Keindahan	Wisata di Provinsi Lampung memiliki konsep keindahan yang baik					
Daya Tarik Wisata (X2)							
1	Atraksi	Wisata di Provinsi Lampung memiliki atraksi/tontonan yang bisa dinikmati					

2	Mudah Dicapai	Wisata di Provinsi Lampung memiliki jarak yang dekat dengan pusat Kota					
3	Fasilitas	Wisata di Provinsi Lampung memiliki fasilitas yang lengkap dan nyaman					
Citra Destinasi (X3)							
1	Cognitive Image	Wisatawan memiliki kualitas pengalaman yang baik					
2	Unique Image	Objek wisata yang banyak memiliki lingkungan alam dan atraksi local					
3	Affective Image	Objek wisata di Provinsi Lampung yang bisa merefleksikan sikap emosional pengunjung					
Kunjungan Ulang (Y1)							
1	Revisiting Intention	Pengunjung ingin berkunjung ulang karena pengalaman berkunjung yang baik					
2	Recommendation Intention	Pengunjung akan merekomendasikan objek wisata ke teman dan keluarga					
3	Promotion Intention	Pengunjung objek wisata akan memperkenalkan atau promosi destinasi kepada banyak orang					

Lampiran II (Hasil Jawaban Responden)

No	CE1	CE2	CE3	CE4	CE5	CE6	Total CE	DT1	DT2	DT3	Total DT	CD1	CD2	CD3	Total CD	KU1	KU2	KU3	Total KU
1	5	5	5	5	5	3	28	5	5	5	15	5	5	5	15	5	5	5	15
2	5	5	5	5	5	5	30	5	5	4	14	5	5	5	15	5	5	5	15
3	5	5	5	5	5	5	30	5	5	4	14	5	5	5	15	5	5	5	15
4	5	5	5	5	5	5	30	4	5	5	14	5	5	5	15	5	5	5	15
5	5	5	5	5	5	5	30	5	5	4	14	5	5	5	15	5	5	5	15
6	5	5	5	5	5	5	30	5	5	4	14	5	5	5	15	5	5	5	15
7	5	5	5	5	5	5	30	5	4	5	14	5	4	5	14	5	5	5	15
8	4	4	3	4	4	4	23	5	5	5	15	5	5	5	15	5	5	5	15
9	4	4	3	5	5	4	25	4	5	3	12	5	5	5	15	5	5	5	15
10	5	5	5	5	5	5	30	3	5	4	12	5	5	5	15	5	5	5	15
11	5	5	5	5	5	5	30	4	3	5	12	5	5	5	15	4	5	5	14
12	3	4	4	3	4	4	22	5	3	4	12	5	3	5	13	5	5	5	15
13	4	4	5	5	5	4	27	5	4	5	14	3	5	5	13	2	5	5	12
14	5	5	5	5	5	5	30	3	4	4	11	5	5	5	15	5	5	5	15
15	4	5	3	3	5	5	25	5	5	4	14	5	5	4	14	5	4	4	13
16	3	3	4	5	3	5	23	5	5	4	14	4	4	5	13	3	4	4	11
17	5	4	3	4	4	5	25	5	5	3	13	5	5	3	13	3	2	5	10
18	3	3	5	5	5	5	26	5	4	5	14	4	4	4	12	5	4	5	14
19	4	3	4	5	5	5	26	4	4	4	12	5	4	4	13	4	4	4	12
20	4	4	4	5	3	4	24	5	5	4	14	4	5	3	12	4	5	4	13
21	2	4	4	4	4	4	22	3	2	2	7	3	3	3	9	3	3	2	8
22	3	5	4	5	4	4	25	5	5	4	14	5	4	5	14	4	5	5	14
23	2	3	1	4	4	4	18	5	5	5	15	4	5	5	14	4	3	4	11
24	3	3	4	3	3	3	19	5	4	5	14	4	3	3	10	3	3	4	10
25	3	3	4	5	3	4	22	4	5	3	12	3	3	4	10	3	4	3	10
26	4	5	3	5	5	4	26	4	4	4	12	4	4	4	12	4	4	4	12
27	4	4	4	3	3	3	21	3	4	4	11	3	3	3	9	3	3	4	10
28	5	5	5	4	4	3	26	3	3	5	11	4	4	3	11	3	3	3	9
29	5	5	5	5	5	5	30	4	4	4	12	4	4	4	12	5	4	4	13
30	5	3	4	4	4	3	23	3	3	5	11	4	5	3	12	3	3	3	9
31	3	2	3	2	4	4	18	3	2	4	9	3	3	4	10	3	4	4	11
32	3	3	4	4	4	3	21	5	4	4	13	3	4	3	10	5	4	4	13
33	3	2	3	1	3	3	15	4	3	3	10	3	3	3	9	4	4	3	11
34	2	3	3	3	4	4	19	3	3	4	10	3	3	3	9	3	3	3	9
35	3	4	4	3	3	3	20	3	2	4	9	3	3	3	9	5	3	4	12
36	4	4	5	4	4	4	25	4	5	4	13	4	5	3	12	4	5	5	14
37	3	3	3	2	3	3	17	5	4	3	12	5	4	5	14	5	5	5	15
38	3	2	3	3	3	2	16	4	5	4	13	4	5	4	13	4	5	5	14
39	2	2	3	3	2	3	15	3	3	4	10	4	4	3	11	3	4	4	11
40	3	3	4	4	3	3	20	5	5	3	13	4	5	5	14	5	4	5	14
41	3	4	4	3	2	2	18	4	3	4	11	3	3	3	9	4	4	4	12
42	4	3	3	3	3	3	19	5	3	4	12	3	4	2	9	5	5	5	15
43	4	4	4	4	4	3	23	5	2	4	11	4	4	2	10	2	4	4	10
44	3	4	3	4	3	2	19	4	3	3	10	3	4	3	10	4	5	3	12
45	3	3	4	3	3	4	20	5	3	3	11	3	5	4	12	5	5	3	13
46	4	4	4	3	3	4	22	3	3	5	11	3	3	3	9	3	4	3	10
47	3	3	4	4	4	4	22	3	2	3	8	4	4	4	12	3	5	4	12
48	4	3	4	4	4	4	23	3	4	3	10	3	5	5	13	3	5	4	12
49	4	3	4	3	3	1	18	4	3	3	10	5	5	4	14	4	5	5	14
50	3	3	3	3	3	2	17	4	5	4	13	4	4	5	13	4	4	3	11
51	3	4	4	3	3	3	20	3	4	3	10	5	5	5	15	3	5	5	13
52	5	3	5	3	3	3	22	4	3	3	10	3	3	4	10	4	5	4	13

53	3	5	5	3	4	4	24	4	2	4	10	5	5	5	15	4	5	5	14
54	3	3	3	4	4	3	20	3	3	3	9	4	4	3	11	3	4	4	11
55	3	4	4	3	3	3	20	3	4	4	11	3	4	4	11	3	4	3	10
56	4	4	5	3	3	4	23	4	4	4	12	3	4	3	10	4	4	5	13
57	3	2	3	4	4	3	19	3	4	3	10	3	4	4	11	3	4	4	11
58	3	3	2	4	3	3	18	3	3	3	9	3	4	3	10	3	3	4	10
59	4	4	3	2	2	2	17	5	4	3	12	4	4	4	12	5	5	4	14
60	3	3	5	3	3	3	20	5	4	3	12	4	4	4	12	3	5	4	12
61	3	3	2	3	4	3	18	3	3	3	9	4	5	4	13	3	3	2	8
62	4	5	4	2	2	3	20	4	2	3	9	4	3	4	11	5	4	4	13
63	5	5	5	4	3	3	25	3	3	4	10	4	4	4	12	4	4	4	12
64	4	4	3	4	4	4	23	5	2	3	10	4	5	5	14	3	5	5	13
65	5	5	4	2	2	1	19	4	3	4	11	4	4	4	12	3	4	4	11
66	3	3	4	3	4	4	21	4	2	5	11	4	3	5	12	3	5	4	12
67	3	4	3	4	3	2	19	5	1	4	10	3	3	4	10	3	5	4	12
68	3	4	4	2	3	2	18	4	2	5	11	2	4	4	10	3	4	4	11
69	4	4	5	1	2	2	18	5	3	3	11	3	5	4	12	3	4	4	11
70	3	3	5	2	3	2	18	3	3	3	9	4	5	4	13	3	5	4	12
71	3	4	4	4	3	4	22	3	1	3	7	5	5	4	14	5	5	5	15
72	4	3	4	3	3	3	20	4	1	4	9	4	4	5	13	2	4	4	10
73	4	4	5	3	3	2	21	3	3	3	9	4	4	5	13	3	4	4	11
74	4	4	5	4	4	4	25	4	4	3	11	4	4	4	12	4	5	5	14
75	2	3	4	4	3	3	19	4	2	4	10	4	4	4	12	3	4	4	11
76	1	4	4	2	2	2	15	3	3	4	10	4	4	4	12	2	3	3	8
77	3	4	4	3	3	3	20	4	4	4	12	4	4	3	11	3	4	4	11
78	4	3	3	4	3	3	20	3	2	2	7	5	5	5	15	2	5	5	12
79	3	3	2	3	4	3	18	4	4	1	9	4	4	5	13	4	4	4	12
80	4	5	3	4	4	4	24	3	4	3	10	4	4	3	11	3	3	3	9
81	5	3	3	4	4	4	23	3	4	3	10	4	4	4	12	3	4	4	11
82	5	5	3	4	4	3	24	4	3	3	10	5	5	3	13	3	5	5	13
83	4	3	3	2	2	3	17	5	4	4	13	4	4	4	12	3	5	5	13
84	5	5	3	3	2	2	20	4	4	4	12	4	4	5	13	4	4	4	12
85	5	5	1	1	2	2	16	3	5	3	11	4	4	3	11	4	4	3	11
86	5	5	5	5	5	5	30	3	4	4	11	4	4	3	11	5	4	4	13
87	4	4	3	3	3	4	21	4	4	4	12	5	5	5	15	5	5	5	15
88	5	5	4	2	2	3	21	1	1	1	3	5	5	5	15	4	4	2	10
89	1	1	1	1	1	1	6	1	1	1	3	5	3	2	10	1	1	1	3
90	5	5	2	1	1	1	15	3	2	2	7	5	5	5	15	5	5	5	15

Lampiran III (Hasil Uji Deskriptif)

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17 tahun – 22 tahun	48	53.3	53.3	53.3
22 tahun – 28 tahun	14	15.6	15.6	68.9
28 tahun – 35 tahun	28	31.1	31.1	100.0
Total	90	100.0	100.0	

CE1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.2	2.2	2.2
2	5	5.6	5.6	7.8
3	33	36.7	36.7	44.4
4	26	28.9	28.9	73.3
5	24	26.7	26.7	100.0
Total	90	100.0	100.0	

CE2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.1	1.1	1.1
2	5	5.6	5.6	6.7
3	30	33.3	33.3	40.0
4	28	31.1	31.1	71.1
5	26	28.9	28.9	100.0
Total	90	100.0	100.0	

CE3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3.3	3.3	3.3
2	4	4.4	4.4	7.8
3	26	28.9	28.9	36.7
4	32	35.6	35.6	72.2
5	25	27.8	27.8	100.0
Total	90	100.0	100.0	

CE4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	5.6	5.6	5.6
2	10	11.1	11.1	16.7
3	28	31.1	31.1	47.8
4	26	28.9	28.9	76.7
5	21	23.3	23.3	100.0
Total	90	100.0	100.0	

CE5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.2	2.2	2.2
2	11	12.2	12.2	14.4
3	33	36.7	36.7	51.1
4	26	28.9	28.9	80.0
5	18	20.0	20.0	100.0
Total	90	100.0	100.0	

CE6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	4.4	4.4	4.4
2	13	14.4	14.4	18.9
3	31	34.4	34.4	53.3
4	26	28.9	28.9	82.2
5	16	17.8	17.8	100.0
Total	90	100.0	100.0	

DT1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.2	2.2	2.2
3	30	33.3	33.3	35.6
4	29	32.2	32.2	67.8
5	29	32.2	32.2	100.0
Total	90	100.0	100.0	

DT2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	5.6	5.6	5.6
2	13	14.4	14.4	20.0
3	24	26.7	26.7	46.7
4	27	30.0	30.0	76.7
5	21	23.3	23.3	100.0
Total	90	100.0	100.0	

DT3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3.3	3.3	3.3
2	3	3.3	3.3	6.7
3	30	33.3	33.3	40.0
4	40	44.4	44.4	84.4
5	14	15.6	15.6	100.0
Total	90	100.0	100.0	

CD1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.1	1.1	1.1
3	22	24.4	24.4	25.6
4	39	43.3	43.3	68.9
5	28	31.1	31.1	100.0
Total	90	100.0	100.0	

CD2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	16	17.8	17.8	17.8
4	39	43.3	43.3	61.1
5	35	38.9	38.9	100.0
Total	90	100.0	100.0	

CD3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	3.3	3.3	3.3
3	24	26.7	26.7	30.0
4	30	33.3	33.3	63.3
5	33	36.7	36.7	100.0
Total	90	100.0	100.0	

KU1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.1	1.1	1.1
2	5	5.6	5.6	6.7
3	35	38.9	38.9	45.6
4	22	24.4	24.4	70.0
5	27	30.0	30.0	100.0
Total	90	100.0	100.0	

KU2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.1	1.1	1.1
2	1	1.1	1.1	2.2
3	12	13.3	13.3	15.6
4	35	38.9	38.9	54.4
5	41	45.6	45.6	100.0
Total	90	100.0	100.0	

KU3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.1	1.1	1.1
2	3	3.3	3.3	4.4
3	14	15.6	15.6	20.0
4	39	43.3	43.3	63.3
5	33	36.7	36.7	100.0
Total	90	100.0	100.0	

Lampiran IV (Hasil Uji Validitas)

Correlations

		CE1	CE2	CE3	CE4	CE5	CE6	Customer Experience
CE1	Pearson Correlation	1	.611**	.539**	.320	.455*	.238	.749**
	Sig. (2-tailed)		.000	.002	.085	.012	.205	.000
	N	30	30	30	30	30	30	30
CE2	Pearson Correlation	.611**	1	.469**	.278	.613**	.332	.767**
	Sig. (2-tailed)	.000		.009	.136	.000	.073	.000
	N	30	30	30	30	30	30	30
CE3	Pearson Correlation	.539**	.469**	1	.436*	.396*	.268	.734**
	Sig. (2-tailed)	.002	.009		.016	.030	.152	.000
	N	30	30	30	30	30	30	30
CE4	Pearson Correlation	.320	.278	.436*	1	.457*	.481**	.657**
	Sig. (2-tailed)	.085	.136	.016		.011	.007	.000
	N	30	30	30	30	30	30	30
CE5	Pearson Correlation	.455*	.613**	.396*	.457*	1	.581**	.799**
	Sig. (2-tailed)	.012	.000	.030	.011		.001	.000
	N	30	30	30	30	30	30	30
CE6	Pearson Correlation	.238	.332	.268	.481**	.581**	1	.641**
	Sig. (2-tailed)	.205	.073	.152	.007	.001		.000
	N	30	30	30	30	30	30	30
Customer Experience	Pearson Correlation	.749**	.767**	.734**	.657**	.799**	.641**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	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).

Correlations

		DT1	DT2	DT3	Daya Tarik Wisata
DT1	Pearson Correlation	1	.760**	.684**	.924**
	Sig. (2-tailed)		.000	.000	.000
	N	30	30	30	30
DT2	Pearson Correlation	.760**	1	.565**	.882**
	Sig. (2-tailed)	.000		.001	.000
	N	30	30	30	30
DT3	Pearson Correlation	.684**	.565**	1	.842**
	Sig. (2-tailed)	.000	.001		.000
	N	30	30	30	30
Daya Tarik Wisata	Pearson Correlation	.924**	.882**	.842**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

Correlations

		CD1	CD2	CD3	Citra Destinasi
CD1	Pearson Correlation	1	.816**	.796**	.936**
	Sig. (2-tailed)		.000	.000	.000
	N	30	30	30	30
CD2	Pearson Correlation	.816**	1	.770**	.928**
	Sig. (2-tailed)	.000		.000	.000
	N	30	30	30	30
CD3	Pearson Correlation	.796**	.770**	1	.923**
	Sig. (2-tailed)	.000	.000		.000
	N	30	30	30	30
Citra Destinasi	Pearson Correlation	.936**	.928**	.923**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

Correlations

		KU1	KU2	KU3	Kunjungan Ulang
KU1	Pearson Correlation	1	.627**	.580**	.863**
	Sig. (2-tailed)		.000	.001	.000
	N	30	30	30	30
KU2	Pearson Correlation	.627**	1	.645**	.879**
	Sig. (2-tailed)	.000		.000	.000
	N	30	30	30	30
KU3	Pearson Correlation	.580**	.645**	1	.845**
	Sig. (2-tailed)	.001	.000		.000
	N	30	30	30	30
Kunjungan Ulang	Pearson Correlation	.863**	.879**	.845**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

Lampiran V (Hasil Uji Reliabilitas)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.826	3

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

Reliability Statistics

Cronbach's Alpha	N of Items
.819	6

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

Reliability Statistics

Cronbach's Alpha	N of Items
.859	3

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

Reliability Statistics

Cronbach's Alpha	N of Items
.920	3

Lampiran VI (Hasil Uji Normalitas)

One-Sample Kolmogorov-Smirnov Test

		Customer Experience	Daya Tarik Wisata	Citra Destinasi	Kunjungan Ulang
N		90	90	90	90
Normal Parameters ^{a,b}	Mean	21.80	11.09	12.29	12.14
	Std. Deviation	4.525	2.291	1.915	2.165
Most Extreme Differences	Absolute	.110	.128	.110	.099
	Positive	.110	.090	.106	.094
	Negative	-.087	-.128	-.110	-.099
Kolmogorov-Smirnov Z		1.045	1.218	1.048	.935
Asymp. Sig. (2-tailed)		.225	.103	.222	.347

a. Test distribution is Normal.

b. Calculated from data.

Lampiran VII (Hasil Uji Linearitas)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Kunjungan Ulang * Customer Experience		(Combined)	192.456	15	12.830	4.226	.000
	Between Groups	Linearity	117.427	1	117.427	38.678	.000
		Deviation from Linearity	75.029	14	5.359	1.765	.061
	Within Groups		224.667	74	3.036		
	Total		417.122	89			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Kunjungan Ulang * Daya Tarik Wisata		(Combined)	152.297	9	16.922	5.112	.000
	Between Groups	Linearity	111.094	1	111.094	33.560	.000
		Deviation from Linearity	41.203	8	5.150	1.556	.152
	Within Groups		264.825	80	3.310		
	Total		417.122	89			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Kunjungan Ulang * Citra Destinasi		(Combined)	152.374	6	25.396	7.962	.000
	Between Groups	Linearity	127.771	1	127.771	40.057	.000
		Deviation from Linearity	24.603	5	4.921	1.543	.186
	Within Groups		264.749	83	3.190		
	Total		417.122	89			

Lampiran VIII (Hasil Uji Multikolinearitas)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.158	1.230		.941	.349	
	Costomer Experience	.099	.045	.208	2.197	.031	.660
	Daya Tarik Wisata	.306	.083	.323	3.671	.000	.759
	Citra Destinasi	.442	.096	.391	4.622	.000	.822

a. Dependent Variable: Kunjungan Ulang

Lampiran IX (Hasil Uji Regresi Linear Berganda)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Citra Destinasi , Daya Tarik Wisata , Costomer Experience ^b		Enter

a. Dependent Variable: Kunjungan Ulang

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.703 ^a	.494	.476	1.567

a. Predictors: (Constant), Citra Destinasi , Daya Tarik Wisata , Costomer Experience

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.158	1.230		.941	.349
	Costomer Experience	.099	.045	.208	2.197	.031
	Daya Tarik Wisata	.306	.083	.323	3.671	.000
	Citra Destinasi	.442	.096	.391	4.622	.000

a. Dependent Variable: Kunjungan Ulang

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	205.861	3	68.620	27.934	.000 ^b
	Residual	211.261	86	2.457		
	Total	417.122	89			

a. Dependent Variable: Kunjungan Ulang

b. Predictors: (Constant), Citra Destinasi , Daya Tarik Wisata , Costomer Experience

