

Lampiran I

Bandar Lampung. 14 Juli 2022

KUISIONER

Hal : Permohonan Bantuan Pengisian Kuisoner Penelitian

Kepada Yth,

Di Tempat

Dengan Hormat,

Berkenan dengan penelitian yang akan saya lakukan dalam rangka penyelesaian studi pada program Strata 1 (S1) Manajemen IIB Darmajaya Bandar Lampung tentang **“PENGARUH SERVICESCAPE DAN CUSTOMER EXPERIENCE TERHADAP MINAT BERKUNJUNG KEMBALI DI LEMBAH BATU HERITAGE”** maka saya meminta bantuan kepada Bapak/Ibu/Saudara/I untuk mengisi kuisoner terlampir.

Penelitian ini diharapkan dapat memberikan hasil yang bermanfaat, oleh karenanya diharapkan kesediaan Bapak/Ibu/Saudara/I untuk menjawab kuisoner ini dengan benar dan jujur perlu diberitahukan bahwa informasi yang Bapak/Ibu/Saudara/I berikan semata - mata untuk kepentingan penelitian ini.

Atas perhatian bantuan dan kerjasama yang baik dari Bapak/Ibu/Saudara/I saya ucapkan terimakasih.

Hormat Saya,

Peneliti

Rizki Setiawan

NPM. 1812110061

KUISONER PENELITIAN

Pernyataan ini berguna dalam rangka penelitian skripsi yang berjudul tentang **“PENGARUH SERVICESCAPE DAN CUSTOMER EXPERIENCE TERHADAP MINAT BERKUNJUNG KEMBALI DI LEMBAH BATU HERITAGE”**

Petunjuk pengisian daftar pertanyaan :

1. Jawablah pertanyaan/pernyataan di bawah ini dengan benar dan jujur.
2. Semua Pertanyaan/pernyataan harus dijawab dan jangan sampai ada yang terlewatkan, agar data dapat sepenuhnya diolah oleh peneliti.

KUISONER PENELITIAN

PENGARUH SERVICESCAPE DAN CUSTOMER EXPERIENCE TERHADAP MINAT BERKUNJUNG KEMBALI PADA OBJEK PARIWISATA LEMBAH BATU HERITAGE

DATA RESPONDEN

Petunjuk: Berilah tanda (√) pada kotak di depan informasi yang sesuai menurut anda.

1. Nama Lengkap :
2. Jenis Kelamin : Pria Wanita
3. Usia : Antara 17-25 tahun
 Antara 26-35 tahun
 Antara 36-45 tahun
 Lebih dari 45 tahun
4. Pekerjaan : PNS/TNI/POLRI
 Wiraswasta
 Profesional (Konsultan)
 Karyawan Swasta/Bumn
 Ibu Rumah Tangga
 Pelajar/Mahasiswa
5. Pendapatan : Dibawah Rp 1.000.000
 Dibawah Rp 2.000.

- Dibawah Rp 3.000.000
- Dibawah Rp 4.000.000
- Diatas Rp 5.000.000

Pertanyaan Umum

Petunjuk: Berilah tanda (√) pada kotak yang sesuai menurut anda.

1. Apakah sebelumnya sudah pernah berkunjung ke Objek Pariwisata Lembah Batu Heritage?
 - Sudah Pernah
 - Belum Pernah
2. Dari mana anda mengetahui adanya Objek Wisata Lembah Batu Heritage?
 - Teman, Keluarga, atau orang terdekat
 - Media Iklan (seperti: koran, spanduk ataupun baliho)
 - Media Sosial (seperti: Facebook, Twitter, Instagram atau youtube)
3. Seberapa sering intensitas kunjungan anda ke Objek Wisata Lembah Batu Heritage?
 - 1x
 - 2x
 - >2x

Petunjuk: Berilah tanda (√) pada kotak di depan informasi yang sesuai menurut anda. Boleh (√) lebih dari satu.

Variabel *Servicescape* (X1)

No	Pertanyaan	Sangat Setuju	Setuju	Kurang Setuju	Tidak setuju	Sangat Tidak Setuju
		5	4	3	2	1
	Ambient Condition					
1	Area objek pariwisata Lembah Batu Heritage bersih.					
2	Fasilitas umum (Mushola, Toilet) bersih dan terawatt					
3	Lingkungan sekitar objek wisata Lembah Batu Heritage sangat mendukung					
4	Masyarakat sekitar objek wisata Lembah Batu Heritage ramah					
5	Lembah Batu Heritage merupakan objek pariwisata yang nyaman untuk dikunjungi					
6	Objek wisata lembah batu heritage sangat cocok untuk bersantai bersama rekan dan keluarga					
7	Setiap sisi pemandangan dan Suasana alam lembah batu heritage sangat indah					
8	Lokasi Lembah Batu Heritage sangat cocok untuk berfoto					
9	Objek pariwisata Lembah Batu Heritage sangat sejuk					
10	Temperatur udara di Lembah Batu Heritage sangat cocok untuk berwisata alam					
	Spatial Layout					
1	Fasilitas pendukung seperti vila, tempat penginapan yang ada di Objek pariwisata Lembah Batu Heritage sangat baik					
2	Fasilitas pendukung seperti tersedianya tempat parkir yang luas sesuai kebutuhan konsumen					
3	Tersedia akses Jasa transportasi offline dan online di lembah batu heritage					
4	Jasa transportasi online di lokasi objek wisata lembah batu heritage					

	sesuai dengan kebutuhan konsumen					
5	Akses jalan untuk menuju Objek pariwisata Lembah Batu Heritage sangat mudah					
6	Akses lokasi menuju objek wisata lembah Batu Heritage dapat dilalui dengan berbagai jenis kendaraan					
	Sign, Artifacts and Symbols					
1	Akses lokasi menuju objek wisata lembah Batu Heritage tersedia di layanan Google Maps dan Waze Maps					
2	Tersedia Papan petunjuk arah di objek pariwisata Lembah Batu Heritage					
3	Petunjuk jalan seperti papan tulisan yang ada di lembah batu heritage sangat jelas					
4	Petunjuk arah di lembah batu heritage tidak membingungkan pengunjung					
5	Petunjuk arah di lembah batu heritage sesuai dengan fungsinya					
6	Petunjuk arah seperti google maps di lembah batu heritage bermanfaat bagi pengunjung					

Variabel *Customer Experience* (X2)

No	Pertanyaan	Sangat Setuju	Setuju	Kurang Setuju	Tidak setuju	Sangat Tidak Setuju
		5	4	3	2	1
	Sense					
1	Sangat tertarik dengan kondisi alam yang masih sangat alami pada objek pariwisata Lembah Batu Heritage					
2	Sangat tertarik dengan fasilitas yang disediakan objek pariwisata Lembah Batu Heritage					
3	Sangat tertarik dengan paket (Penginapan dan Resto) yang ditawarkan pada Lembah Batu Heritage					
	Feel					
1	Merasa nyaman dengan fasilitas yang disediakan oleh Lembah Batu Heritage					
2	Fasilitas pendukung yang ada di Lembah sesuai kebutuhan konsumen					
3	Pengunjung dapat merasakan pelayanan yang baik dan menyenangkan selama di Lembah Batu Heritage					
	Think					
1	Destinasi pariwisata Lembah Batu Heritage memiliki reputasi yang baik.					
2	Makanan dan minuman yang ditawarkan di lembah batu heritage cukup terjangkau					
3	Lembah batu heritage merupakan pilihan utama untuk berwisata					
	Act					
1	Objek wisata lembah batu heritage terdeskripsi yang sangat jelas di sosial media					
2	Tersedia berbagai informasi mengenai Lembah Batu Heritage di media online maupun offline					
	Relate					
1	Bersedia mengkampanyekan pelestarian alam pada destinasi pariwisata Lembah Batu Heritage					
2	Bersedia mempromosikan lembah batu					

heritage di berbagai media sosial yang dimiliki					
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Variabel Minat Berkunjung Kembali (Y)

No	Pertanyaan	Sangat Setuju	Setuju	Kurang Setuju	Tidak setuju	Sangat Tidak Setuju
		5	4	3	2	1
	Repeat Visit					
1	Saya memiliki keinginan yang kuat untuk kembali berwisata ke Lembah Batu Heritage					
2	Saya akan datang kembali dalam waktu dekat untuk berwisata di Lembah Batu Heritage					
3	Saya akan mencoba fasilitas yang lain seperti resto jika berkunjung ke Lembah Batu Heritage.					
4	Saya Semakin berkeinginan kuat untuk berkunjung kembali jika terdapat fasilitas baru yang di tawarkan kepada pengunjung					
	Recomendation					
1	Akan mengatakan hal yang positif kepada orang lain untuk berkunjung ke pariwisata Lembah Batu Heritage					
2	Secara sukarela mempromosikan objek wisata Lembah Batu Heritage kepada orang lain menggunakan media sosial yang saya miliki					
3	Mengajak orang terdekat untuk berkunjung dan merasakan wisata di Lembah Batu Heritage					
4	Mengajak orang lain yang belum dikenal untuk berkunjung dan merasakan wisata di Lembah Batu Heritage					

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MINAT BERKUNJUNG KEMBALI

4	4	4	4	5	5	5	3	34
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4	4	4	4	5	5	5	4	35

Lampiran III (Hasil Uji Deskriptif)

USIA

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17 Tahun - 25 Tahun	63	63,0	63,0	63,0
26 Tahun - 35 Tahun	28	28,0	28,0	91,0
36 Tahun - 45 Tahun	5	5,0	5,0	96,0
> 45 Tahun	4	4,0	4,0	100,0
Total	100	100,0	100,0	

JENIS KELAMI

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pria	58	58,0	58,0	58,0
Wanita	42	42,0	42,0	100,0
Total	100	100,0	100,0	

PEKERJAAN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid PNS/TNI/POLRI	8	8,0	8,0	8,0
Wiraswasta	21	21,0	21,0	29,0
Profesional (konsultan)	2	2,0	2,0	31,0
Karyawan Swasta/Bumn	23	23,0	23,0	54,0
Ibu Rumah Tangga	7	7,0	7,0	61,0
Pelajar/Mahasiswa	39	39,0	39,0	100,0
Total	100	100,0	100,0	

PENDAPATAN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Rp.1.000.000 - Rp.2.000.000	76	76,0	76,0	76,0
Rp.2.100.000 – Rp.3.000.000	12	12,0	12,0	88,0
Rp.3.100.000 – Rp.4.000.000	10	10,0	10,0	98,0
Rp.4.100.000 – Rp.5.000.000	1	1,0	1,0	99,0
>Rp.5.000.000	1	1,0	1,0	100,0
Total	100	100,0	100,0	

PERNYATAAN 1 X1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	27	27.0	27.0	27.0
Valid 5	73	73.0	73.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 2 X1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	28	28.0	28.0	28.0
Valid 5	72	72.0	72.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 3 X1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	27	27.0	27.0	27.0
Valid 5	73	73.0	73.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 4 X1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	4	4.0	4.0	4.0
Valid 4	24	24.0	24.0	28.0
Valid 5	72	72.0	72.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 5 X1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	27	27.0	27.0	27.0
Valid 5	73	73.0	73.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 6 X1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	21	21.0	21.0	21.0
Valid 5	79	79.0	79.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 7 X1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	20	20.0	20.0	20.0
Valid 5	80	80.0	80.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 8 X1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	20	20.0	20.0	20.0
Valid 5	80	80.0	80.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 9 X1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	17	17.0	17.0	17.0
Valid 5	83	83.0	83.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 10 X1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	18	18.0	18.0	18.0
Valid 5	82	82.0	82.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 11 X1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	31	31.0	31.0	31.0
Valid 5	69	69.0	69.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 12 X1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	33	33.0	33.0	33.0
Valid 5	67	67.0	67.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 13 X1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	33	33.0	33.0	33.0
Valid 5	67	67.0	67.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 14 X1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	38	38.0	38.0	38.0
Valid 5	62	62.0	62.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 15 X1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	31	31.0	31.0	31.0
Valid 5	69	69.0	69.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 16 X1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	27	27.0	27.0	27.0
Valid 5	73	73.0	73.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 17 X1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	16	16.0	16.0	16.0
Valid 5	84	84.0	84.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 18 X1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	19	19.0	19.0	19.0
Valid 5	81	81.0	81.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 19 X1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	15	15.0	15.0	15.0
Valid 5	85	85.0	85.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 20 X1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	18	18.0	18.0	18.0
Valid 5	82	82.0	82.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 21 X1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	22	22.0	22.0	22.0
Valid 5	78	78.0	78.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 22 X1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	17	17.0	17.0	17.0
Valid 5	83	83.0	83.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 23 X2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	20	20.0	20.0	20.0
Valid 5	80	80.0	80.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 24 X2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	25	25.0	25.0	25.0
Valid 5	75	75.0	75.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 25 X2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	20	20.0	20.0	20.0
Valid 5	80	80.0	80.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 26 X2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	17	17.0	17.0	17.0
Valid 5	83	83.0	83.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 27 X2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	16	16.0	16.0	16.0
Valid 5	84	84.0	84.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 28 X2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	17	17.0	17.0	17.0
Valid 5	83	83.0	83.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 29 X2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	23	23.0	23.0	23.0
Valid 5	77	77.0	77.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 30 X2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	8	8.0	8.0	8.0
Valid 4	30	30.0	30.0	38.0
Valid 5	62	62.0	62.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 31 X2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	7	7.0	7.0	7.0
Valid 4	30	30.0	30.0	37.0
Valid 5	63	63.0	63.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 32 X2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	31	31.0	31.0	31.0
Valid 5	69	69.0	69.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 33 X2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	34	34.0	34.0	34.0
Valid 5	66	66.0	66.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 34 X2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	2	2.0	2.0	2.0
Valid 4	29	29.0	29.0	31.0
Valid 5	69	69.0	69.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 35 X2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	31	31.0	31.0	31.0
Valid 5	69	69.0	69.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 36 Y

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	2	2.0	2.0	2.0
Valid 4	27	27.0	27.0	29.0
Valid 5	71	71.0	71.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 37 Y

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	1	1.0	1.0	1.0
Valid 4	27	27.0	27.0	28.0
Valid 5	72	72.0	72.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 38 Y

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	26	26.0	26.0	26.0
Valid 5	74	74.0	74.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 39 Y

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	28	28.0	28.0	28.0
Valid 5	72	72.0	72.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 40 Y

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	18	18.0	18.0	18.0
Valid 5	82	82.0	82.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 41 Y

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	23	23.0	23.0	23.0
Valid 5	77	77.0	77.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 42 Y

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	30	30.0	30.0	30.0
Valid 5	70	70.0	70.0	100.0
Total	100	100.0	100.0	

PERNYATAAN 43 Y

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	20	20.0	20.0	20.0
Valid 4	39	39.0	39.0	59.0
Valid 5	41	41.0	41.0	100.0

P15	Pearson Correlation	.617**	.617**	.373*	.387*	.472**	.550**	.700**	.463**	.530**	.279	.566**	.520**	.707**	.707**	1	.866**	.354*	.196	.111	.354*	.463**	.253	.815**
	Sig. (1-tailed)	.000	.000	.021	.017	.004	.001	.000	.005	.001	.068	.001	.002	.000	.000		.000	.028	.150	.279	.028	.005	.089	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P16	Pearson Correlation	.505**	.505**	.277	.467**	.327*	.433**	.577**	.356*	.442**	.193	.408*	.355*	.816**	.544**	.866**	1	.272	.226	.193	.442**	.356*	.183	.721**
	Sig. (1-tailed)	.002	.002	.069	.005	.039	.008	.000	.027	.007	.153	.013	.027	.000	.001	.000		.073	.115	.153	.007	.027	.167	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P17	Pearson Correlation	.218	.036	.075	.100	.367*	.354*	.354*	.218	-.042	.118	.333*	.468**	.333*	.500**	.354*	.272	1	.311*	.315*	.375*	.400*	.000	.467**
	Sig. (1-tailed)	.123	.424	.346	.300	.023	.028	.028	.123	.413	.267	.036	.005	.036	.002	.028	.073		.047	.045	.021	.014	.500	.005
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P18	Pearson Correlation	.257	.106	.010	.014	.259	.049	.196	.257	-.035	.234	.208	.157	.208	.208	.196	.226	.311*	1	.725**	.484**	.408*	.217	.404*
	Sig. (1-tailed)	.086	.289	.478	.471	.084	.399	.150	.086	.428	.106	.136	.203	.136	.136	.150	.115	.047		.000	.003	.013	.125	.013
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P19	Pearson Correlation	.155	-.017	.024	-.086	.116	-.056	-.056	.155	-.079	.068	.079	.042	.236	.236	.111	.193	.315*	.725**	1	.709**	.499**	.388*	.325*
	Sig. (1-tailed)	.207	.464	.450	.325	.271	.385	.385	.207	.339	.360	.339	.413	.104	.104	.279	.153	.045	.000		.000	.003	.017	.040
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P20	Pearson Correlation	.218	.218	.075	-.025	.033	.177	.177	.218	.167	.118	.167	.134	.333*	.333*	.354*	.442**	.375*	.484**	.709**	1	.582**	.447**	.467**
	Sig. (1-tailed)	.123	.123	.346	.448	.430	.175	.175	.123	.189	.267	.189	.241	.036	.036	.028	.007	.021	.003	.000		.000	.007	.005
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P21	Pearson Correlation	.683**	.524**	.592**	-.087	.262	.309*	.463**	.524**	.218	.499**	.509**	.467**	.364*	.509**	.463**	.356*	.400*	.408*	.499**	.582**	1	.488**	.708**
	Sig. (1-tailed)	.000	.001	.000	.324	.081	.049	.005	.001	.123	.003	.002	.005	.024	.002	.005	.027	.014	.013	.003	.000		.003	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
P22	Pearson Correlation	.293	.488**	.135	-.089	.120	.253	.253	.488**	.447**	.388*	.268	.239	.089	.268	.253	.183	.000	.217	.388*	.447**	.488**	1	.453**
	Sig. (1-tailed)	.058	.003	.239	.320	.265	.089	.089	.003	.007	.017	.076	.102	.319	.076	.089	.167	.500	.125	.017	.007	.003		.006
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Servicescape	Pearson Correlation	.765**	.708**	.576**	.388*	.625**	.628**	.727**	.697**	.545**	.571**	.784**	.760**	.764**	.815**	.815**	.721**	.467**	.404*	.325*	.467**	.708**	.453**	1
	Sig. (1-tailed)	.000	.000	.000	.017	.000	.000	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	.005	.013	.040	.005	.000	.006	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

		Correlations													Customer Experience
		P24	P25	P26	P27	P28	P29	P30	P31	P32	P33	P34	P35		
P24	Pearson Correlation	1	.764**	.829**	.375*	.512**	.583**	.354*	-.021	.022	.102	.235	.217	.200	
	Sig. (1-tailed)		.000	.000	.021	.002	.000	.028	.455	.454	.296	.105	.125	.144	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	
P25	Pearson Correlation	.764**	1	.757**	.400*	.499**	.400*	.463**	.345*	.222	.356*	.455**	.579**	.408*	
	Sig. (1-tailed)	.000		.000	.014	.003	.014	.005	.031	.119	.027	.006	.000	.013	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	
P26	Pearson Correlation	.829**	.757**	1	.641**	.737**	.452**	.533**	.135	.294	.123	.385*	.425**	.342*	
	Sig. (1-tailed)	.000	.000		.000	.000	.006	.001	.238	.057	.258	.018	.010	.032	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	
P27	Pearson Correlation	.375*	.400*	.641**	1	.709**	.375*	.707**	.299	.465**	.272	.572**	.487**	.535**	
	Sig. (1-tailed)	.021	.014	.000		.000	.021	.000	.054	.005	.073	.000	.003	.001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	
P28	Pearson Correlation	.512**	.499**	.737**	.709**	1	.709**	.613**	.313*	.479**	.354*	.631**	.516**	.432**	
	Sig. (1-tailed)	.002	.003	.000	.000		.000	.000	.046	.004	.028	.000	.002	.009	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	
P29	Pearson Correlation	.583**	.400*	.452**	.375*	.709**	1	.354*	.085	.133	.272	.404*	.352*	.367*	
	Sig. (1-tailed)	.000	.014	.006	.021	.000		.028	.327	.242	.073	.013	.028	.023	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	
P30	Pearson Correlation	.354*	.463**	.533**	.707**	.613**	.354*	1	.272	.345*	.289	.523**	.383*	.472**	
	Sig. (1-tailed)	.028	.005	.001	.000	.000	.028		.073	.031	.061	.002	.018	.004	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	
P31	Pearson Correlation	-.021	.345*	.135	.299	.313*	.085	.272	1	.834**	.836**	.680**	.631**	.530**	
	Sig. (1-tailed)	.455	.031	.238	.054	.046	.327	.073		.000	.000	.000	.000	.001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	
P32	Pearson Correlation	.022	.222	.294	.465**	.479**	.133	.345*	.834**	1	.760**	.784**	.665**	.634**	
	Sig. (1-tailed)	.454	.119	.057	.005	.004	.242	.031	.000		.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	
P33	Pearson Correlation	.102	.356*	.123	.272	.354*	.272	.289	.836**	.760**	1	.796**	.685**	.600**	
	Sig. (1-tailed)	.296	.027	.258	.073	.028	.073	.061	.000	.000		.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	
P34	Pearson Correlation	.235	.455**	.385*	.572**	.631**	.404*	.523**	.680**	.784**	.796**	1	.834**	.800**	
	Sig. (1-tailed)	.105	.006	.018	.000	.000	.013	.002	.000	.000	.000		.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	
P35	Pearson Correlation	.217	.579**	.425**	.487**	.516**	.352*	.383*	.631**	.665**	.685**	.834**	1	.876**	
	Sig. (1-tailed)	.125	.000	.010	.003	.002	.028	.018	.000	.000	.000	.000		.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	
Customer Experience	Pearson Correlation	.200	.408*	.342*	.535**	.432*	.367*	.472**	.530**	.634**	.600**	.800**	.876**	1	
	Sig. (1-tailed)	.144	.013	.032	.001	.009	.023	.004	.001	.000	.000	.000	.000		
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	

** . Correlation is significant at the 0.01 level (1-tailed).
* . Correlation is significant at the 0.05 level (1-tailed).

Correlations										
		P36	P37	P38	P39	P40	P41	P42	P43	Minat Berkunjung Kembali
P36	Pearson Correlation	1	.699**	.656**	.752**	.752**	.630**	.747**	.780**	.530**
	Sig. (1-tailed)		.000	.000	.000	.000	.000	.000	.000	.001
	N	30	30	30	30	30	30	30	30	30
P37	Pearson Correlation	.699**	1	.958**	.863**	.863**	.762**	.574**	.455**	.513**
	Sig. (1-tailed)	.000		.000	.000	.000	.000	.000	.006	.002
	N	30	30	30	30	30	30	30	30	30
P38	Pearson Correlation	.656**	.958**	1	.889**	.889**	.754**	.553**	.402*	.515**
	Sig. (1-tailed)	.000	.000		.000	.000	.000	.001	.014	.002
	N	30	30	30	30	30	30	30	30	30
P39	Pearson Correlation	.752**	.863**	.889**	1	1.000**	.707**	.623**	.603**	.580**
	Sig. (1-tailed)	.000	.000	.000		0.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
P40	Pearson Correlation	.752**	.863**	.889**	1.000**	1	.707**	.623**	.603**	.580**
	Sig. (1-tailed)	.000	.000	.000	0.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
P41	Pearson Correlation	.630**	.762**	.754**	.707**	.707**	1	.636**	.533**	.410*
	Sig. (1-tailed)	.000	.000	.000	.000	.000		.000	.001	.012
	N	30	30	30	30	30	30	30	30	30
P42	Pearson Correlation	.747**	.574**	.553**	.623**	.623**	.636**	1	.793**	.457**
	Sig. (1-tailed)	.000	.000	.001	.000	.000	.000		.000	.006
	N	30	30	30	30	30	30	30	30	30
P43	Pearson Correlation	.780**	.455**	.402*	.603**	.603**	.533**	.793**	1	.315*
	Sig. (1-tailed)	.000	.006	.014	.000	.000	.001	.000		.045
	N	30	30	30	30	30	30	30	30	30
Minat Berkunjung Kembali	Pearson Correlation	.530**	.513**	.515**	.580**	.580**	.410*	.457**	.315*	1
	Sig. (1-tailed)	.001	.002	.002	.000	.000	.012	.006	.045	
	N	30	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (1-tailed).

*. Correlation is significant at the 0.05 level (1-tailed).

Lampiran V (Hasil Uji Relibilitas)

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
.924	22

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
.904	12

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
.647	8

Lampiran VI (Hasil Uji Normalitas)

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.28283678
Most Extreme Differences	Absolute	.112
	Positive	.088
	Negative	-.112
Test Statistic		.112
Asymp. Sig. (2-tailed)		.338 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Lampiran VII (Hasil Uji Linearitas)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
MINAT BERKUNJUNG KEMBALI *	Between Groups	(Combined)	418.000	19	22.000	3.241	.000
		Linearity	305.437	1	305.437	44.997	.000
		Deviation from Linearity	112.563	18	6.254	.921	.556
SERVICESCAPE	Within Groups		543.040	80	6.788		
Total			961.040	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
MINAT BERKUNJUNG KEMBALI *	Between Groups	(Combined)	456.929	15	30.462	5.076	.000
		Linearity	365.371	1	365.371	60.882	.000
		Deviation from Linearity	91.558	14	6.540	1.090	.379
CUSTOMER EXPERIENCE	Within Groups		504.111	84	6.001		
Total			961.040	99			

Lampiran VIII (Hasil Uji Multikolinearitas)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-2.106	4.453		-.473	.637	
	SERVICESCAPE	.180	.047	.336	3.872	.000	.736
	CUSTOMER EXPERIENCE	.336	.065	.444	5.125	.000	.736

a. Dependent Variable: MINAT BERKUNJUNG KEMBALI

Lampiran IX (Hasil Uji Regresi Linear Berganda)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	CUSTOMER EXPERIENCE, SERVICESCAPE ^{E^b}		Enter

a. Dependent Variable: MINAT BERKUNJUNG KEMBALI

b. All requested variables entered.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.106	4.453		-.473	.637
	SERVESCAPE	.180	.047	.336	3.872	.000
	CUSTOMER EXPERIENCE	.336	.065	.444	5.125	.000

a. Dependent Variable: MINAT BERKUNJUNG KEMBALI

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.681 ^a	.463	.452	2.306

a. Predictors: (Constant), CUSTOMER EXPERIENCE, SERVICESCAPE

b. Dependent Variable: MINAT BERKUNJUNG KEMBALI

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	445.117	2	222.558	41.844	.000 ^b
	Residual	515.923	97	5.319		
	Total	961.040	99			

a. Dependent Variable: MINAT BERKUNJUNG KEMBALI

b. Predictors: (Constant), CUSTOMER EXPERIENCE, SERVICESCAPE