

**Lampiran I**



**INSTITUT INFORMATIKA DAN BISNISDARMAJAYA**

**FAKULTAS EKONOMI DAN BISNIS**

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Jalan Zainal Abidin Pagar Alam No.93 Lampung 35142

**KUESIONER**

**PENGARUH DAYA TARIK PARIWISATA DAN EVENT WISATA  
TERHADAP KEPUTUSAN BERKUNJUNG WISATAWAN DI KOTA  
BUDAYA ULUAN NUGHIK “RUMAH BADUI” KABUPATEN  
TULANG BAWANG BARAT**

**IDENTITAS PENELITI**

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Bandar Lampung, 9 Juli 2023

**Hal : Mohon Bantu Pengisian Kuesioner**

Kepada Yth.

Bapak/Ibu/Sdr/i

Di Tempat

Dengan Hormat,

Berkenannya dengan penelitian yang saya lakukan dalam rangka menyelesaikan studi pada program Strata Satu (S1) Manajemen IIB Darmajaya Bandar Lampung tentang **“PENGARUH DAYA TARIK PARIWISATA DAN EVENT WISATA TERHADAP KEPUTUSAN BERKUNJUNG WISATAWAN DI KOTA BUDAYA ULUAN NUGHIK “RUMAH BADUI” KABUPATEN TULANG BAWANG BARAT”** maka

saya mohon kesediaan Bapak/Ibu/Sdr/i untuk mengisi kuesioner terlampir.

Penelitian ini diharapkan dapat memberikan hasil yang bermanfaat, oleh karenanya diharapkan kesediaan Bapak/Ibu/Sdr/i untuk menjawab kuesioner ini dengan sejujurnya-jujurnya.

Perlu diberitahukan bahwa informasi yang Bapak/Ibu/Sdr/i berikan semata-mata untuk kepentingan penelitian ini. Untuk itu saya menjamin kerahasiaannya.

Atas perhatian, bantuan dan kerjasama yang baik dari Bapak/Ibu/Sdr/i, saya mengucapkan banyak terimakasih.

Hormat saya,

Peneliti

Bimo Wira Gayo  
NPM. 1712110122

## KUESIONER PENELITIAN

Pernyataan ini berguna dalam rangka penelitian skripsi yang berjudul :

**“PENGARUH DAYA TARIK PARIWISATA DAN EVENT  
WISATA TERHADAP KEPUTUSAN BERKUNJUNG  
WISATAWAN DI KOTA BUDAYA ULUAN NUGHIK “RUMAH  
BADUI” KABUPATEN TULANG BAWANG BARAT”**

Dalam rangka penyusunan tugas akhir atau skripsi mahasiswa S1 Jurusan Manajemen Institut Informatika dan Bisnis Darmajaya yang judul "**PENGARUH DAYA TARIK PARIWISATA DAN EVENT WISATA TERHADAP KEPUTUSAN BERKUNJUNG WISATAWAN DI KOTA BUDAYA ULUAN NUGHIK “RUMAH BADUI” KABUPATEN TULANG BAWANG BARAT**" untuk itu saya Bimo Wira Gayo (1712110122) akan melakukan penyebaran kuesioner yang ditujukan untuk masyarakat umum di Lampung guna mengumpulkan data yang diperlukan dalam penelitian tersebut.

Mengingat penelitian ini untuk kepentingan akademik, maka peneliti berharap responden dapat mengisi secara objektif agar kuesioner ini menghasilkan data valid dan akurat.

Demikian permohonan ini saya sampaikan. Atas ketersediaan responden untuk mengisi kuesioner saya ucapkan terimakasih.

Keterangan :

1. Sangat Tidak Setuju (STS)
2. Tidak Setuju (TS)
3. Netral (N)
4. Setuju (S)
5. Sangat Setuju (SS)

### *Screening questions*

1. Apakah anda pernah berkunjung ke objek wisata Uluan Nughik ?

Pernah (Lanjutkan Pengisian)

Tidak (Berhenti untuk Melanjutkan)

### **BAGIAN 1**

Biodata Responden :

Nama Lengkap :.....

Usia Anda :

- 17 - 22
- 23 - 28
- 29 - 34
- 35 - 40
- 46 - 50

Jenis kelamin anda

- Laki-laki
- Perempuan

Pendidikan terakhir :

- SMA
- D3
- S1
- S2

Pekerjaan :

- Pelajar/Mahasiswa
- PNS
- Wiraswasta
- Lainnya

Pendapatan :

- < Rp 1.000.000
- Rp 1.000.000 – Rp 2.000.000
- Rp 3.000.000 – Rp 5.000.000
- > Rp 5.000.000

Domisili :

- Bandar Lampung
- Lampung Selatan
- Lampung Tengah
- Lampung Utara
- Lampung Timur
- Lampung Barat
- Tulang Bawang
- Tulang Bawang Barat
- Mesuji
- Pringsewu
- Pesawaran
- Way Kanan
- Metro
- Pesisir Barat
- Tanggamus

| No        | PERNYATAAN  | STS | TS | N | S | SS |
|-----------|---|-----|----|---|---|----|
| <b>A.</b> | <b>Nilai Daya Tarik Pariwisata</b>  |     |    |   |   |    |
| 1.        | Pemandangan di obyek wisata Uluan Nughik bersih dan masih asli  |     |    |   |   |    |
| 2.        | Tersedianya penampilan pendukung seperti tarian dan event-event lainnya yang menarik                        |     |    |   |   |    |
| 3.        | Sarana yang disediakan obyek wisata Uluan Nughik menarik  |     |    |   |   |    |
| 4.        | Sarana yang tersedia pada obyek wisata Uluan Nughik sudah sesuai dengan kebutuhan wisatawan                 |     |    |   |   |    |
| 5.        | Keberadaan obyek wisata Uluan Nughik memperkenalkan budaya khas daerah kepada wisatawan                     |     |    |   |   |    |
| 6.        | Terdapat festival yang meliputi teater, tarian, dan kegiatan lainnya yang memiliki sejarah daerah           |     |    |   |   |    |
| 7.        | Masyarakat sekitar wisata Uluan Nughik menyadari akan pentingnya kelestarian lingkungan                     |     |    |   |   |    |
| 8.        | Masyarakat sekitar Uluan Nughik menciptakan lingkungan wisata yang nyaman, aman dan tentram bagi pengunjung |     |    |   |   |    |
| <b>B.</b> | <b>Nilai Event Wisata</b>   |     |    |   |   |    |
| 1.        | Pelayanan yang diberikan oleh Uluan Nughik sesuai dengan kebutuhan pengunjung                               |     |    |   |   |    |
| 2.        | Pelayanan yang diberikan oleh Uluan Nughik sangat baik dan memuaskan  |     |    |   |   |    |
| 3.        | Harga Tiket masuk di wisata Uluan Nughik sangat terjangkau  |     |    |   |   |    |
| 4.        | Harga Tiket masuk di wisata Uluan Nughik bersaing dengan tempat wisata lain                                 |     |    |   |   |    |
| 5.        | Sistem jalur perjalanan menuju obyek wisata Uluan Nughik memadai dan memudahkan wisatawan dalam berkunjung  |     |    |   |   |    |
| 6.        | Harga Tiket masuk di wisata Uluan Nughik sangat terjangkau  |     |    |   |   |    |
| <b>C.</b> | <b>Nilai Keputusan Berkunjung</b>   |     |    |   |   |    |
| 1.        | Membutuhkan jasa pariwisata Objek Wisata Uluan Nughik untuk berekreasi                                      |     |    |   |   |    |
| 2.        | Membutuhkan jasa pariwisata Objek Wisata Uluan Nughik untuk mengisi waktu libur                             |     |    |   |   |    |

|     |   |  |  |  |  |  |
|-----|---|--|--|--|--|--|
| 3.  | Melakukan pencarian Objek Wisata Uluan Nughik melalui sosial media  |  |  |  |  |  |
| 4.  | Melakukan pencarian Objek Wisata Uluan Nughik dari sumber informasi melalui orang lain                                      |  |  |  |  |  |
| 5.  | Memilih berkunjung di Objek Wisata Uluan Nughik setelah mengetahui kelebihan dari segi Fasilitas, Kebersihan, dan Keindahan |  |  |  |  |  |
| 6.  | Objek Wisata Uluan Nughik memiliki objek wisata yang indah dan menarik  |  |  |  |  |  |
| 7.  | Merasa yakin berkunjung ke Objek Wisata Uluan Nughik sebagai pilihan yang tepat dalam berwisata                             |  |  |  |  |  |
| 8.  | Objek Wisata Uluan Nughik merupakan tempat wisata yang sesuai dengan kebutuhan wisatawan                                    |  |  |  |  |  |
| 9.  | Merasa puas dan akan melakukan kunjungan ulang ke Objek Wisata Uluan Nughik   |  |  |  |  |  |
| 10. | Akan merekomendasikan kepada orang lain tentang keunggulan Objek Wisata Uluan Nughik  |  |  |  |  |  |

## Lampiran II

### Hasil Jawaban Responden X1

| No | x1 | x2 | x3 | x4 | x5 | x6 | x7 | x8 |
|----|----|----|----|----|----|----|----|----|
| 1  | 2  | 2  | 2  | 2  | 2  | 3  | 2  | 2  |
| 2  | 4  | 5  | 5  | 4  | 4  | 4  | 4  | 4  |
| 3  | 5  | 5  | 4  | 5  | 5  | 5  | 4  | 4  |
| 4  | 3  | 3  | 4  | 3  | 3  | 4  | 3  | 3  |
| 5  | 5  | 5  | 5  | 4  | 4  | 5  | 5  | 5  |
| 6  | 2  | 3  | 4  | 4  | 3  | 3  | 4  | 4  |
| 7  | 5  | 4  | 4  | 5  | 4  | 5  | 5  | 4  |
| 8  | 4  | 3  | 4  | 4  | 3  | 3  | 4  | 3  |
| 9  | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 2  |
| 10 | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 3  |
| 11 | 2  | 3  | 3  | 3  | 4  | 2  | 4  | 4  |
| 12 | 3  | 3  | 4  | 4  | 5  | 4  | 5  | 4  |
| 13 | 5  | 5  | 3  | 5  | 5  | 4  | 5  | 4  |
| 14 | 3  | 3  | 4  | 4  | 4  | 3  | 4  | 4  |
| 15 | 4  | 4  | 2  | 4  | 4  | 3  | 4  | 4  |
| 16 | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  |
| 17 | 5  | 5  | 5  | 5  | 4  | 4  | 5  | 5  |
| 18 | 2  | 3  | 4  | 4  | 4  | 5  | 4  | 4  |
| 19 | 3  | 3  | 3  | 2  | 4  | 2  | 3  | 3  |
| 20 | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 5  |
| 21 | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 4  |
| 22 | 3  | 3  | 2  | 3  | 3  | 3  | 3  | 3  |
| 23 | 2  | 3  | 3  | 2  | 3  | 3  | 3  | 2  |
| 24 | 3  | 4  | 4  | 4  | 4  | 3  | 4  | 5  |
| 25 | 2  | 2  | 2  | 3  | 4  | 2  | 4  | 4  |
| 26 | 3  | 3  | 2  | 2  | 2  | 2  | 2  | 2  |
| 27 | 4  | 2  | 2  | 4  | 2  | 4  | 3  | 4  |
| 28 | 3  | 2  | 2  | 4  | 3  | 3  | 2  | 2  |
| 29 | 3  | 3  | 3  | 4  | 4  | 3  | 4  | 4  |
| 30 | 2  | 3  | 4  | 4  | 4  | 3  | 4  | 3  |
| 31 | 2  | 4  | 4  | 4  | 5  | 3  | 3  | 4  |
| 32 | 5  | 5  | 4  | 5  | 4  | 2  | 4  | 3  |
| 33 | 3  | 5  | 4  | 3  | 4  | 4  | 5  | 4  |
| 34 | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  |
| 35 | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 4  |
| 36 | 4  | 3  | 4  | 3  | 4  | 3  | 4  | 3  |
| 37 | 4  | 5  | 5  | 5  | 5  | 5  | 4  | 5  |
| 38 | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 5  |
| 39 | 2  | 2  | 3  | 4  | 4  | 5  | 3  | 3  |
| 40 | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 4  |
| 41 | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 3  |
| 42 | 4  | 3  | 3  | 4  | 4  | 4  | 4  | 4  |
| 43 | 3  | 4  | 4  | 3  | 4  | 2  | 4  | 4  |



|    |   |   |   |   |   |   |   |   |
|----|---|---|---|---|---|---|---|---|
| 44 | 4 | 4 | 3 | 3 | 4 | 5 | 3 | 3 |
| 45 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 |
| 46 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 |
| 47 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 |
| 48 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 49 | 5 | 3 | 4 | 4 | 3 | 3 | 4 | 4 |
| 50 | 4 | 3 | 3 | 3 | 5 | 5 | 4 | 4 |
| 51 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 52 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 |
| 53 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 5 |
| 54 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 |
| 55 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 |
| 56 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 |
| 57 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 3 |
| 58 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 60 | 4 | 3 | 4 | 3 | 4 | 2 | 4 | 4 |
| 61 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 5 |
| 62 | 5 | 5 | 5 | 4 | 4 | 3 | 3 | 4 |
| 63 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 2 |
| 64 | 4 | 4 | 3 | 3 | 3 | 5 | 4 | 4 |
| 65 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 |
| 66 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 5 |
| 67 | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 4 |
| 68 | 3 | 4 | 4 | 3 | 4 | 5 | 5 | 4 |
| 69 | 3 | 2 | 2 | 4 | 4 | 5 | 4 | 4 |
| 70 | 5 | 4 | 4 | 5 | 3 | 3 | 5 | 5 |
| 71 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 72 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 |
| 73 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 |
| 74 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 3 |
| 75 | 4 | 3 | 3 | 3 | 5 | 5 | 4 | 4 |
| 76 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 4 |
| 77 | 2 | 3 | 4 | 4 | 3 | 4 | 4 | 4 |
| 78 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 79 | 2 | 3 | 2 | 4 | 4 | 3 | 4 | 4 |
| 80 | 3 | 3 | 2 | 4 | 4 | 4 | 4 | 4 |
| 81 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 |
| 82 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 |
| 83 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 |
| 84 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 |
| 85 | 4 | 3 | 3 | 3 | 5 | 5 | 3 | 3 |
| 86 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 |
| 87 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 3 |
| 88 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 |
| 89 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 |
| 90 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 |
| 91 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 |

|     |   |   |   |   |   |   |   |   |
|-----|---|---|---|---|---|---|---|---|
| 92  | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 |
| 93  | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 |
| 94  | 2 | 3 | 4 | 4 | 4 | 4 | 4 | 5 |
| 95  | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 |
| 96  | 2 | 2 | 3 | 3 | 3 | 3 | 4 | 3 |
| 97  | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 |
| 98  | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 |
| 99  | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 |
| 100 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 2 |

### Hasil Jawaban Responden X2

| No | x1 | x2 | x3 | x4 | x5 | x6 |
|----|----|----|----|----|----|----|
| 1  | 2  | 2  | 2  | 2  | 2  | 2  |
| 2  | 5  | 5  | 5  | 4  | 4  | 5  |
| 3  | 4  | 5  | 5  | 4  | 4  | 5  |
| 4  | 3  | 3  | 3  | 3  | 3  | 3  |
| 5  | 5  | 5  | 5  | 5  | 5  | 4  |
| 6  | 2  | 3  | 3  | 4  | 3  | 3  |
| 7  | 5  | 4  | 5  | 5  | 5  | 4  |
| 8  | 3  | 3  | 2  | 4  | 3  | 2  |
| 9  | 4  | 5  | 5  | 5  | 5  | 4  |
| 10 | 2  | 3  | 3  | 3  | 3  | 4  |
| 11 | 4  | 4  | 3  | 4  | 3  | 2  |
| 12 | 5  | 2  | 4  | 5  | 4  | 3  |
| 13 | 5  | 4  | 5  | 5  | 5  | 5  |
| 14 | 4  | 3  | 3  | 5  | 3  | 4  |
| 15 | 4  | 4  | 2  | 4  | 3  | 3  |
| 16 | 3  | 3  | 3  | 2  | 2  | 3  |
| 17 | 4  | 5  | 5  | 5  | 5  | 4  |
| 18 | 5  | 5  | 5  | 5  | 5  | 4  |
| 19 | 3  | 2  | 2  | 2  | 4  | 3  |
| 20 | 4  | 4  | 3  | 4  | 3  | 4  |
| 21 | 3  | 3  | 3  | 4  | 5  | 5  |
| 22 | 3  | 3  | 4  | 4  | 3  | 3  |
| 23 | 2  | 2  | 3  | 3  | 2  | 3  |
| 24 | 4  | 5  | 5  | 4  | 3  | 3  |
| 25 | 5  | 3  | 3  | 4  | 4  | 3  |
| 26 | 2  | 2  | 3  | 2  | 3  | 3  |
| 27 | 4  | 4  | 4  | 4  | 4  | 4  |
| 28 | 3  | 2  | 2  | 3  | 4  | 3  |
| 29 | 4  | 4  | 2  | 4  | 4  | 4  |
| 30 | 4  | 2  | 4  | 4  | 4  | 4  |
| 31 | 2  | 4  | 3  | 4  | 3  | 4  |
| 32 | 2  | 2  | 2  | 2  | 2  | 4  |
| 33 | 2  | 3  | 3  | 2  | 4  | 2  |
| 34 | 5  | 5  | 5  | 5  | 5  | 4  |
| 35 | 4  | 2  | 2  | 4  | 4  | 3  |

|    |   |   |   |   |   |   |
|----|---|---|---|---|---|---|
| 36 | 3 | 3 | 3 | 3 | 2 | 2 |
| 37 | 5 | 5 | 5 | 5 | 5 | 5 |
| 38 | 4 | 4 | 5 | 5 | 5 | 5 |
| 39 | 3 | 4 | 4 | 4 | 4 | 2 |
| 40 | 3 | 4 | 4 | 4 | 4 | 3 |
| 41 | 3 | 3 | 3 | 3 | 3 | 3 |
| 42 | 5 | 4 | 4 | 5 | 5 | 4 |
| 43 | 4 | 4 | 4 | 4 | 4 | 4 |
| 44 | 4 | 4 | 4 | 4 | 4 | 4 |
| 45 | 2 | 2 | 2 | 2 | 2 | 2 |
| 46 | 2 | 2 | 2 | 2 | 2 | 2 |
| 47 | 4 | 5 | 5 | 5 | 4 | 5 |
| 48 | 2 | 2 | 2 | 4 | 3 | 3 |
| 49 | 3 | 3 | 3 | 4 | 4 | 4 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 |
| 51 | 5 | 5 | 5 | 4 | 5 | 5 |
| 52 | 2 | 2 | 2 | 2 | 4 | 4 |
| 53 | 5 | 5 | 5 | 5 | 4 | 4 |
| 54 | 3 | 2 | 2 | 4 | 4 | 4 |
| 55 | 3 | 3 | 2 | 4 | 3 | 4 |
| 56 | 3 | 2 | 2 | 2 | 2 | 4 |
| 57 | 2 | 3 | 2 | 4 | 4 | 2 |
| 58 | 2 | 3 | 2 | 3 | 4 | 4 |
| 59 | 2 | 2 | 2 | 4 | 4 | 2 |
| 60 | 2 | 2 | 4 | 4 | 4 | 4 |
| 61 | 4 | 3 | 3 | 3 | 5 | 4 |
| 62 | 3 | 2 | 2 | 5 | 4 | 4 |
| 63 | 3 | 3 | 4 | 3 | 4 | 4 |
| 64 | 5 | 3 | 3 | 4 | 5 | 5 |
| 65 | 2 | 3 | 3 | 4 | 4 | 4 |
| 66 | 3 | 2 | 2 | 4 | 4 | 4 |
| 67 | 2 | 3 | 2 | 3 | 3 | 4 |
| 68 | 5 | 5 | 5 | 5 | 5 | 4 |
| 69 | 4 | 4 | 3 | 5 | 5 | 3 |
| 70 | 2 | 2 | 2 | 4 | 4 | 2 |
| 71 | 4 | 4 | 4 | 5 | 4 | 4 |
| 72 | 3 | 3 | 3 | 5 | 5 | 4 |
| 73 | 2 | 3 | 3 | 3 | 4 | 4 |
| 74 | 2 | 2 | 3 | 5 | 5 | 4 |
| 75 | 4 | 4 | 4 | 4 | 5 | 3 |
| 76 | 2 | 2 | 3 | 3 | 3 | 3 |
| 77 | 2 | 2 | 3 | 3 | 3 | 2 |
| 78 | 2 | 3 | 4 | 5 | 5 | 5 |
| 79 | 2 | 2 | 4 | 4 | 2 | 2 |
| 80 | 4 | 5 | 5 | 5 | 4 | 4 |
| 81 | 5 | 4 | 4 | 5 | 5 | 4 |
| 82 | 4 | 4 | 4 | 5 | 4 | 4 |
| 83 | 2 | 3 | 2 | 4 | 3 | 3 |

|     |   |   |   |   |   |   |
|-----|---|---|---|---|---|---|
| 84  | 2 | 3 | 3 | 4 | 3 | 3 |
| 85  | 2 | 2 | 3 | 3 | 5 | 5 |
| 86  | 3 | 3 | 3 | 3 | 4 | 4 |
| 87  | 5 | 5 | 4 | 4 | 4 | 5 |
| 88  | 5 | 4 | 4 | 4 | 5 | 5 |
| 89  | 3 | 3 | 3 | 4 | 4 | 4 |
| 90  | 2 | 5 | 2 | 5 | 2 | 3 |
| 91  | 2 | 2 | 2 | 2 | 2 | 2 |
| 92  | 4 | 2 | 2 | 4 | 3 | 4 |
| 93  | 3 | 3 | 4 | 4 | 3 | 4 |
| 94  | 2 | 2 | 2 | 4 | 4 | 4 |
| 95  | 3 | 3 | 3 | 3 | 3 | 3 |
| 96  | 3 | 3 | 2 | 2 | 4 | 3 |
| 97  | 2 | 3 | 3 | 4 | 4 | 5 |
| 98  | 4 | 4 | 5 | 5 | 5 | 4 |
| 99  | 3 | 4 | 3 | 4 | 4 | 3 |
| 100 | 2 | 2 | 3 | 2 | 2 | 3 |

### Hasil Jawaban Responden Y

| No | x1 | x2 | x3 | x4 | x5 | x6 | x7 | x8 | x9 | x10 |
|----|----|----|----|----|----|----|----|----|----|-----|
| 1  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 2   |
| 2  | 5  | 4  | 4  | 5  | 4  | 4  | 5  | 4  | 5  | 4   |
| 3  | 5  | 4  | 4  | 5  | 4  | 4  | 5  | 4  | 5  | 4   |
| 4  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3   |
| 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 5   |
| 6  | 4  | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 4   |
| 7  | 4  | 5  | 5  | 4  | 4  | 4  | 4  | 5  | 5  | 5   |
| 8  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 4  | 4   |
| 9  | 5  | 5  | 4  | 5  | 4  | 5  | 5  | 4  | 5  | 4   |
| 10 | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 4   |
| 11 | 4  | 4  | 4  | 4  | 5  | 5  | 4  | 4  | 4  | 5   |
| 12 | 4  | 4  | 4  | 4  | 4  | 5  | 5  | 4  | 5  | 5   |
| 13 | 5  | 5  | 5  | 5  | 4  | 5  | 4  | 5  | 3  | 5   |
| 14 | 5  | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3   |
| 15 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 5   |
| 16 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 3   |
| 17 | 4  | 5  | 5  | 4  | 4  | 4  | 5  | 3  | 4  | 4   |
| 18 | 5  | 5  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5   |
| 19 | 3  | 3  | 3  | 2  | 2  | 2  | 3  | 3  | 4  | 4   |
| 20 | 4  | 4  | 4  | 4  | 2  | 4  | 4  | 4  | 4  | 4   |
| 21 | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   |
| 22 | 3  | 3  | 2  | 4  | 2  | 3  | 3  | 4  | 4  | 4   |
| 23 | 2  | 2  | 3  | 3  | 3  | 2  | 2  | 3  | 3  | 2   |
| 24 | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   |
| 25 | 2  | 5  | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 5   |
| 26 | 3  | 3  | 3  | 3  | 3  | 3  | 2  | 2  | 3  | 3   |



|     |   |   |   |   |   |   |   |   |   |   |   |
|-----|---|---|---|---|---|---|---|---|---|---|---|
| 73  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 74  | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 75  | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 5 |
| 76  | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 |
| 77  | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 2 | 5 | 5 |
| 78  | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 79  | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
| 80  | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 |
| 81  | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 |
| 82  | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 |
| 83  | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 |
| 84  | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 4 |
| 85  | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 |
| 86  | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 |
| 87  | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 5 |
| 88  | 2 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 5 |
| 89  | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 |
| 90  | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 2 | 2 | 2 | 4 |
| 91  | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 |
| 92  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 93  | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 |
| 94  | 2 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| 95  | 3 | 2 | 2 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 |
| 96  | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 3 |
| 97  | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 |
| 98  | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| 99  | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 |
| 100 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 3 |

### Lampiran III

#### Hasil Uji Karakteristik Responden

##### usia

|         |        | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid   | 17-22  | 45        | 45.0    | 44.4          | 44.4               |
|         | 23-28  | 41        | 41.0    | 41.4          | 85.9               |
|         | 29-34  | 1         | 1.0     | 1.0           | 86.9               |
|         | 35-40  | 5         | 5.0     | 5.1           | 91.9               |
|         | 41-45  | 2         | 2.0     | 2.0           | 93.9               |
|         | 46-50  | 6         | 6.0     | 6.1           | 100.0              |
|         | Total  |           | 100     | 99.0          | 100.0              |
| Missing | System | 1         | 1.0     |               |                    |
| Total   |        | 100       | 100.0   |               |                    |

##### jenis kelamin

|       |           | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | laki-laki | 55        | 55.0    | 55.0          | 55.0               |
|       | perempuan | 45        | 45.0    | 45.0          | 100.0              |
| Total |           | 100       | 100.0   | 100.0         |                    |

##### pendidikan

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | sma   | 53        | 53.0    | 53.0          | 53.0               |
|       | d3    | 8         | 8.0     | 8.0           | 61.0               |
|       | s1    | 35        | 35.0    | 35.0          | 96.0               |
|       | s2    | 4         | 4.0     | 4.0           | 100.0              |
|       | Total |           | 100     | 100.0         | 100.0              |

**pekerjaan**

|       |                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------|-----------|---------|---------------|--------------------|
| Valid | pelajar/mahasiswa  | 49        | 49.0    | 49.0          | 49.0               |
|       | pns                | 10        | 10.0    | 10.0          | 59.0               |
|       | wiraswasta         | 24        | 24.0    | 24.0          | 83.0               |
|       | freelance          | 2         | 2.0     | 2.0           | 85.0               |
|       | pelaut             | 1         | 1.0     | 1.0           | 86.0               |
|       | guru honorer       | 1         | 1.0     | 1.0           | 87.0               |
|       | bumn               | 2         | 2.0     | 2.0           | 89.0               |
|       | wirausaha          | 3         | 3.0     | 3.0           | 92.0               |
|       | karyawan fif       | 1         | 1.0     | 1.0           | 93.0               |
|       | asisten fotografer | 1         | 1.0     | 1.0           | 94.0               |
|       | manager            | 4         | 4.0     | 4.0           | 98.0               |
|       | ibu rumah tangga   | 1         | 1.0     | 1.0           | 99.0               |
|       | karyawan jnt       | 1         | 1.0     | 1.0           | 100.0              |
|       | Total              | 100       | 100.0   | 100.0         |                    |

**pendapatan**

|       |                       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------------|-----------|---------|---------------|--------------------|
| Valid | <1.000.000            | 36        | 36.0    | 36.0          | 36.0               |
|       | 1.000.000 - 2.000.000 | 30        | 30.0    | 30.0          | 66.0               |
|       | 3.000.000-5.000.000   | 24        | 24.0    | 24.0          | 90.0               |
|       | >5.000.000            | 10        | 10.0    | 10.0          | 100.0              |
|       | Total                 | 100       | 100.0   | 100.0         |                    |

**domisili**

|       |                 | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------|-----------|---------|---------------|--------------------|
| Valid | bandar lampung  | 49        | 49.0    | 49.0          | 49.0               |
|       | lampung selatan | 1         | 1.0     | 1.0           | 50.0               |
|       | lampung tengah  | 2         | 2.0     | 2.0           | 52.0               |
|       | lampung utara   | 4         | 4.0     | 4.0           | 56.0               |



|                      |     |       |       |       |
|----------------------|-----|-------|-------|-------|
| lampung timur        | 5   | 5.0   | 5.0   | 61.0  |
| lampung barat        | 2   | 2.0   | 2.0   | 63.0  |
| tulang bawang        | 19  | 19.0  | 19.0  | 82.0  |
| tulang bawang baarat | 3   | 3.0   | 3.0   | 85.0  |
| mesuji               | 5   | 5.0   | 5.0   | 90.0  |
| pesawaran            | 4   | 4.0   | 4.0   | 94.0  |
| way kanan            | 3   | 3.0   | 3.0   | 97.0  |
| metro                | 1   | 1.0   | 1.0   | 98.0  |
| pesisir barat        | 1   | 1.0   | 1.0   | 99.0  |
| tanggamus            | 1   | 1.0   | 1.0   | 100.0 |
| Total                | 100 | 100.0 | 100.0 |       |

## Lampiran IV

### Hasil uji frekuensi jawaban variabel

### Hasil uji frekuensi keputusan berkunjung (Y)

#### BUTIR 1

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 8         | 8.0     | 8.0           | 8.0                |
|       | 3     | 22        | 22.0    | 22.0          | 30.0               |
|       | 4     | 47        | 47.0    | 47.0          | 77.0               |
|       | 5     | 23        | 23.0    | 23.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

#### BUTIR 2

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 3         | 3.0     | 3.0           | 3.0                |
|       | 3     | 27        | 27.0    | 27.0          | 30.0               |
|       | 4     | 43        | 43.0    | 43.0          | 73.0               |
|       | 5     | 27        | 27.0    | 27.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

#### BUTIR 3

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 4         | 4.0     | 4.0           | 4.0                |
|       | 3     | 24        | 24.0    | 24.0          | 28.0               |
|       | 4     | 52        | 52.0    | 52.0          | 80.0               |
|       | 5     | 20        | 20.0    | 20.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**BUTIR 4**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 4         | 4.0     | 4.0           | 4.0                |
|       | 3     | 18        | 18.0    | 18.0          | 22.0               |
|       | 4     | 59        | 59.0    | 59.0          | 81.0               |
|       | 5     | 19        | 19.0    | 19.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**BUTIR 5**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 7         | 7.0     | 7.0           | 7.0                |
|       | 3     | 22        | 22.0    | 22.0          | 29.0               |
|       | 4     | 63        | 63.0    | 63.0          | 92.0               |
|       | 5     | 8         | 8.0     | 8.0           | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**BUTIR 6**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 3         | 3.0     | 3.0           | 3.0                |
|       | 3     | 24        | 24.0    | 24.0          | 27.0               |
|       | 4     | 51        | 51.0    | 51.0          | 78.0               |
|       | 5     | 22        | 22.0    | 22.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**BUTIR 7**

|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 2 | 7         | 7.0     | 7.0           | 7.0                |
|       | 3 | 14        | 14.0    | 14.0          | 21.0               |
|       | 4 | 56        | 56.0    | 56.0          | 77.0               |

|       |     |       |       |       |
|-------|-----|-------|-------|-------|
| 5     | 23  | 23.0  | 23.0  | 100.0 |
| Total | 100 | 100.0 | 100.0 |       |

**BUTIR 8**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 10        | 10.0    | 10.0          | 10.0               |
| 3       | 15        | 15.0    | 15.0          | 25.0               |
| 4       | 65        | 65.0    | 65.0          | 90.0               |
| 5       | 10        | 10.0    | 10.0          | 100.0              |
| Total   | 100       | 100.0   | 100.0         |                    |

**BUTIR 9**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 7         | 7.0     | 7.0           | 7.0                |
| 3       | 15        | 15.0    | 15.0          | 22.0               |
| 4       | 58        | 58.0    | 58.0          | 80.0               |
| 5       | 20        | 20.0    | 20.0          | 100.0              |
| Total   | 100       | 100.0   | 100.0         |                    |

**BUTIR 10**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 3         | 3.0     | 3.0           | 3.0                |
| 3       | 15        | 15.0    | 15.0          | 18.0               |
| 4       | 58        | 58.0    | 58.0          | 76.0               |
| 5       | 24        | 24.0    | 24.0          | 100.0              |
| Total   | 100       | 100.0   | 100.0         |                    |

**TOTAL**

|          | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Valid 20 | 1         | 1.0     | 1.0           | 1.0                |

|       |     |       |       |       |
|-------|-----|-------|-------|-------|
| 25    | 2   | 2.0   | 2.0   | 3.0   |
| 26    | 1   | 1.0   | 1.0   | 4.0   |
| 28    | 2   | 2.0   | 2.0   | 6.0   |
| 29    | 2   | 2.0   | 2.0   | 8.0   |
| 31    | 1   | 1.0   | 1.0   | 9.0   |
| 32    | 5   | 5.0   | 5.0   | 14.0  |
| 34    | 9   | 9.0   | 9.0   | 23.0  |
| 35    | 4   | 4.0   | 4.0   | 27.0  |
| 36    | 1   | 1.0   | 1.0   | 28.0  |
| 37    | 6   | 6.0   | 6.0   | 34.0  |
| 38    | 6   | 6.0   | 6.0   | 40.0  |
| 39    | 6   | 6.0   | 6.0   | 46.0  |
| 40    | 20  | 20.0  | 20.0  | 66.0  |
| 41    | 5   | 5.0   | 5.0   | 71.0  |
| 42    | 5   | 5.0   | 5.0   | 76.0  |
| 43    | 2   | 2.0   | 2.0   | 78.0  |
| 44    | 7   | 7.0   | 7.0   | 85.0  |
| 45    | 1   | 1.0   | 1.0   | 86.0  |
| 46    | 4   | 4.0   | 4.0   | 90.0  |
| 47    | 1   | 1.0   | 1.0   | 91.0  |
| 48    | 6   | 6.0   | 6.0   | 97.0  |
| 49    | 2   | 2.0   | 2.0   | 99.0  |
| 50    | 1   | 1.0   | 1.0   | 100.0 |
| Total | 100 | 100.0 | 100.0 |       |

**DAYA TARI (X1)**

Hasil uji frekuensi jawaban variabel

Hasil uji frekuensi daya tarik (X1)

**BUTIR 1**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 15        | 15.0    | 15.0          | 15.0               |
| 3       | 33        | 33.0    | 33.0          | 48.0               |
| 4       | 36        | 36.0    | 36.0          | 84.0               |

|       |     |       |       |       |
|-------|-----|-------|-------|-------|
| 5     | 16  | 16.0  | 16.0  | 100.0 |
| Total | 100 | 100.0 | 100.0 |       |

**BUTIR 2**

|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 2 | 8         | 8.0     | 8.0           | 8.0                |
|       | 3 | 47        | 47.0    | 47.0          | 55.0               |
|       | 4 | 30        | 30.0    | 30.0          | 85.0               |
|       | 5 | 15        | 15.0    | 15.0          | 100.0              |
| Total |   | 100       | 100.0   | 100.0         |                    |

**BUTIR 3**

|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 2 | 12        | 12.0    | 12.0          | 12.0               |
|       | 3 | 28        | 28.0    | 28.0          | 40.0               |
|       | 4 | 48        | 48.0    | 48.0          | 88.0               |
|       | 5 | 12        | 12.0    | 12.0          | 100.0              |
| Total |   | 100       | 100.0   | 100.0         |                    |

**BUTIR 4**

|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 2 | 6         | 6.0     | 6.0           | 6.0                |
|       | 3 | 29        | 29.0    | 29.0          | 35.0               |
|       | 4 | 53        | 53.0    | 53.0          | 88.0               |
|       | 5 | 12        | 12.0    | 12.0          | 100.0              |
| Total |   | 100       | 100.0   | 100.0         |                    |

**BUTIR 5**

|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 2 | 4         | 4.0     | 4.0           | 4.0                |

|  |       |     |       |       |       |
|--|-------|-----|-------|-------|-------|
|  | 3     | 28  | 28.0  | 28.0  | 32.0  |
|  | 4     | 52  | 52.0  | 52.0  | 84.0  |
|  | 5     | 16  | 16.0  | 16.0  | 100.0 |
|  | Total | 100 | 100.0 | 100.0 |       |

**BUTIR 6**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 7         | 7.0     | 7.0           | 7.0                |
|       | 3     | 40        | 40.0    | 40.0          | 47.0               |
|       | 4     | 36        | 36.0    | 36.0          | 83.0               |
|       | 5     | 17        | 17.0    | 17.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**BUTIR 7**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 4         | 4.0     | 4.0           | 4.0                |
|       | 3     | 27        | 27.0    | 27.0          | 31.0               |
|       | 4     | 52        | 52.0    | 52.0          | 83.0               |
|       | 5     | 17        | 17.0    | 17.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**BUTIR 8**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 8         | 8.0     | 8.0           | 8.0                |
|       | 3     | 24        | 24.0    | 24.0          | 32.0               |
|       | 4     | 50        | 50.0    | 50.0          | 82.0               |
|       | 5     | 18        | 18.0    | 18.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**TOTAL**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 17    | 1         | 1.0     | 1.0           | 1.0                |
|       | 18    | 2         | 2.0     | 2.0           | 3.0                |
|       | 20    | 1         | 1.0     | 1.0           | 4.0                |
|       | 21    | 2         | 2.0     | 2.0           | 6.0                |
|       | 23    | 4         | 4.0     | 4.0           | 10.0               |
|       | 24    | 1         | 1.0     | 1.0           | 11.0               |
|       | 25    | 2         | 2.0     | 2.0           | 13.0               |
|       | 26    | 6         | 6.0     | 6.0           | 19.0               |
|       | 27    | 11        | 11.0    | 11.0          | 30.0               |
|       | 28    | 15        | 15.0    | 15.0          | 45.0               |
|       | 29    | 10        | 10.0    | 10.0          | 55.0               |
|       | 30    | 11        | 11.0    | 11.0          | 66.0               |
|       | 31    | 6         | 6.0     | 6.0           | 72.0               |
|       | 32    | 6         | 6.0     | 6.0           | 78.0               |
|       | 33    | 5         | 5.0     | 5.0           | 83.0               |
|       | 34    | 3         | 3.0     | 3.0           | 86.0               |
|       | 35    | 3         | 3.0     | 3.0           | 89.0               |
|       | 36    | 2         | 2.0     | 2.0           | 91.0               |
|       | 37    | 2         | 2.0     | 2.0           | 93.0               |
|       | 38    | 5         | 5.0     | 5.0           | 98.0               |
|       | 39    | 1         | 1.0     | 1.0           | 99.0               |
|       | 40    | 1         | 1.0     | 1.0           | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

## EVENT WISATA (X2)

Hasil uji frekuensi jawaban variabel

Hasil uji frekuensi event wisata (X2)

### BUTIR 1

|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 2 | 33        | 33.0    | 33.0          | 33.0               |
|       | 3 | 25        | 25.0    | 25.0          | 58.0               |



|  |       |     |       |       |       |
|--|-------|-----|-------|-------|-------|
|  | 4     | 25  | 25.0  | 25.0  | 83.0  |
|  | 5     | 17  | 17.0  | 17.0  | 100.0 |
|  | Total | 100 | 100.0 | 100.0 |       |

**BUTIR 2**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 29        | 29.0    | 29.0          | 29.0               |
|       | 3     | 32        | 32.0    | 32.0          | 61.0               |
|       | 4     | 23        | 23.0    | 23.0          | 84.0               |
|       | 5     | 16        | 16.0    | 16.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**BUTIR 4**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 28        | 28.0    | 28.0          | 28.0               |
|       | 3     | 33        | 33.0    | 33.0          | 61.0               |
|       | 4     | 21        | 21.0    | 21.0          | 82.0               |
|       | 5     | 18        | 18.0    | 18.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**BUTIR 5**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 13        | 13.0    | 13.0          | 13.0               |
|       | 3     | 16        | 16.0    | 16.0          | 29.0               |
|       | 4     | 45        | 45.0    | 45.0          | 74.0               |
|       | 5     | 26        | 26.0    | 26.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**BUTIR 6**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|--|-----------|---------|---------------|--------------------|
|  |  |           |         |               |                    |

|       |   |     |       |       |       |
|-------|---|-----|-------|-------|-------|
| Valid | 2 | 12  | 12.0  | 12.0  | 12.0  |
|       | 3 | 23  | 23.0  | 23.0  | 35.0  |
|       | 4 | 41  | 41.0  | 41.0  | 76.0  |
|       | 5 | 24  | 24.0  | 24.0  | 100.0 |
| Total |   | 100 | 100.0 | 100.0 |       |

#### BUTIR 7

|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 2 | 14        | 14.0    | 14.0          | 14.0               |
|       | 3 | 26        | 26.0    | 26.0          | 40.0               |
|       | 4 | 46        | 46.0    | 46.0          | 86.0               |
|       | 5 | 14        | 14.0    | 14.0          | 100.0              |
| Total |   | 100       | 100.0   | 100.0         |                    |

#### TOTAL

|       |    | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----|-----------|---------|---------------|--------------------|
| Valid | 12 | 4         | 4.0     | 4.0           | 4.0                |
|       | 14 | 2         | 2.0     | 2.0           | 6.0                |
|       | 15 | 4         | 4.0     | 4.0           | 10.0               |
|       | 16 | 10        | 10.0    | 10.0          | 20.0               |
|       | 17 | 6         | 6.0     | 6.0           | 26.0               |
|       | 18 | 8         | 8.0     | 8.0           | 34.0               |
|       | 19 | 7         | 7.0     | 7.0           | 41.0               |
|       | 20 | 9         | 9.0     | 9.0           | 50.0               |
|       | 21 | 8         | 8.0     | 8.0           | 58.0               |
|       | 22 | 7         | 7.0     | 7.0           | 65.0               |
|       | 23 | 3         | 3.0     | 3.0           | 68.0               |
|       | 24 | 8         | 8.0     | 8.0           | 76.0               |
|       | 25 | 3         | 3.0     | 3.0           | 79.0               |
|       | 27 | 7         | 7.0     | 7.0           | 86.0               |
|       | 28 | 7         | 7.0     | 7.0           | 93.0               |
|       | 29 | 6         | 6.0     | 6.0           | 99.0               |

|       |     |       |       |       |
|-------|-----|-------|-------|-------|
| 30    | 1   | 1.0   | 1.0   | 100.0 |
| Total | 100 | 100.0 | 100.0 |       |