

LAMPIRAN

LAMPIRAN 1: Tabulasi data variabel Kompetensi (X1)

No	Kompetensi																Σ
	X1																
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	49
2	4	3	3	4	3	3	4	3	3	3	3	3	4	4	3	4	54
3	5	4	5	5	4	4	5	5	4	4	4	5	5	4	4	4	71
4	4	3	4	4	3	4	4	4	4	3	3	4	4	4	3	4	59
5	5	4	5	5	4	4	5	5	4	4	4	5	5	4	4	4	71
6	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2	3	34
7	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48
8	5	4	5	5	4	4	5	5	4	4	4	5	5	4	4	4	71
9	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
10	5	4	4	5	4	4	5	4	4	4	4	4	5	4	4	4	68
11	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	49
12	4	3	3	4	3	3	4	3	3	3	3	3	4	4	3	4	54
13	5	4	5	5	4	4	5	5	4	4	4	5	5	4	4	5	72
14	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
15	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	49
16	4	3	4	4	3	4	4	4	4	3	3	4	4	4	3	4	59
17	5	4	5	5	4	4	5	5	4	4	4	5	5	4	4	5	72
18	5	4	5	5	4	4	5	5	4	4	4	5	5	4	4	5	72
19	5	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	66
20	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	63
21	3	3	3	4	3	3	3	3	3	3	3	3	4	3	3	4	51

22	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	63
23	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	79
24	2	3	2	3	3	3	2	2	3	3	3	2	3	3	3	3	43
25	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48
26	5	4	5	5	4	4	5	5	4	4	4	5	5	4	4	5	72
27	2	2	2	2	2	2	2	2	2	2	1	2	2	2	2	3	32
28	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48
29	2	3	2	3	2	3	2	2	3	3	3	2	3	3	3	3	42
30	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	79
	116	105	112	118	102	107	116	112	107	105	103	112	118	109	105	119	1766

LAMPIRAN 2: Tabulasi data variabel Pengetahuan (X2)

No	Pengetahuan Pegawai																Σ
	X2																
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
1	4	5	4	4	5	5	4	4	4	5	4	5	4	5	5	5	72
2	4	5	4	4	5	4	4	4	4	5	4	5	4	5	5	4	70
3	4	4	4	4	4	4	4	4	4	5	4	4	4	5	5	4	67
4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	49
5	4	5	4	5	5	5	4	4	5	5	5	5	4	5	5	5	70
6	2	3	2	2	2	3	3	2	2	2	3	2	3	2	2	2	37
7	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48
8	4	5	4	4	5	4	4	4	4	5	4	5	4	5	5	5	71
9	3	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	62
10	4	4	4	4	5	4	4	4	4	5	4	4	4	5	5	4	68
11	3	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	62
12	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	63
13	3	4	3	4	4	3	4	3	4	4	4	3	4	4	4	4	59
14	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64
15	3	4	3	4	4	3	4	3	4	4	4	4	4	4	4	4	60
16	3	4	3	3	3	3	3	3	3	3	4	3	3	3	3	4	51
17	4	5	4	4	5	5	4	4	4	5	4	5	4	5	5	5	72
18	3	4	3	4	4	3	4	3	4	4	4	4	4	4	4	4	60
19	4	4	4	4	5	4	4	4	4	5	4	5	4	5	5	4	69
20	3	4	3	4	4	3	4	3	4	4	4	4	4	4	4	4	60
21	4	5	4	5	5	5	4	4	5	5	5	5	4	5	5	5	75
22	4	4	4	4	5	4	4	4	4	5	4	5	4	5	5	4	69

23	3	3	3	3	3	3	3	3	3	2	3	2	3	3	2	3	45
24	3	3	2	3	3	3	3	3	3	2	3	2	3	2	2	3	43
25	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48
26	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48
27	3	4	3	3	4	3	4	3	3	3	4	3	4	4	3	4	55
28	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	49
29	4	5	4	4	5	4	4	4	4	5	4	5	4	5	5	5	71
30	2	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	33
	101	118	102	109	118	108	109	100	109	116	112	113	109	118	116	117	1770

LAMPIRAN 3: Tabulasi data variabel Strategi Promosi Wisata (Y)

[illegible]

20	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	65
21	5	4	4	5	5	4	4	4	5	5	4	5	5	4	5	5	73
22	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	5	51
23	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	5	50
24	5	5	5	5	5	5	4	5	5	5	5	5	5	4	5	5	78
25	5	5	5	5	5	5	4	4	5	5	5	5	5	4	5	5	77
26	5	5	4	5	5	4	4	4	5	5	5	5	5	4	5	5	75
27	4	3	3	3	3	4	3	3	4	3	4	3	4	3	3	5	55
28	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	49
29	4	3	4	4	4	4	4	3	4	4	4	4	4	3	4	5	62
30	3	3	3	3	3	4	3	3	3	3	3	3	3	4	3	5	52
Σ	118	110	111	116	112	115	108	107	118	116	117	113	118	108	116	139	1844

LAMPIRAN 4: Data Frekwensi Variabel Kompetensi (X1)

K01

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	13,3	13,3	13,3
3	7	23,3	23,3	23,3
4	8	26,7	26,7	26,7
5	11	36,7	36,7	100,0
Total	30	100,0	100,0	

K02

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	6,7	6,7	6,7
3	13	43,3	43,3	43,3
4	13	43,3	43,3	43,3
5	2	6,7	6,7	100,0
Total	30	100,0	100,0	

K03

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	13,3	13,3	13,3
3	9	30	30	30
4	8	26,7	26,7	26,7
5	9	30	30	100,0
Total	30	100,0	100,0	

K04

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	6,7	6,7	6,7
3	8	26,7	26,7	26,7
4	10	33,3	33,3	33,3
5	10	33,3	33,3	100,0
Total	30	100,0	100,0	

K05

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	10	10	10
3	12	40	40	40
4	15	50	50	100,0
Total	30	100,0	100,0	

K06

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	6,7	6,7	6,7
3	11	36,7	36,7	36,7
4	15	50	50	50
5	2	6,7	6,7	100,0
Total	30	100,0	100,0	

K07

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	13,3	13,3	13,3
3	7	23,3	23,3	23,3
4	8	26,7	26,7	26,7
5	11	36,7	36,7	100,0
Total	30	100,0	100,0	

K08

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	13,3	13,3	13,3
3	9	30	30	30
4	8	26,7	26,7	26,7
5	9	30	30	100,0
Total	30	100,0	100,0	

K09

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	6,7	6,7	6,7
Valid 3	11	36,7	36,7	36,7
4	15	50	50	50
5	2	6,7	6,7	100.0
Total	30	100.0	100.0	

K10

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	6,7	6,7	6,7
Valid 3	13	43,3	43,3	43,3
4	13	43,3	43,3	43,3
5	2	6,7	6,7	100.0
Total	30	100.0	100.0	

K11

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	3,3	3,3	3,3
Valid 3	14	46,6	46,6	46,6
4	11	36,7	36,7	36,7
5	4	13,3	13,3	100.0
Total	30	100.0	100.0	

K12

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	13,3	13,3	13,3
Valid 3	9	30	30	30
4	8	26,7	26,7	26,7
5	9	30	30	100.0
Total	30	100.0	100.0	

K13

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	6,7	6,7	6,7
Valid 3	8	26,7	26,7	26,7
4	10	33,3	33,3	33,3
5	10	33,3	33,3	100.0
Total	30	100.0	100.0	

K14

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	10	10	10
Valid 3	9	30	30	30
4	17	56,7	56,7	56,7
5	2	6,7	6,7	100.0
Total	30	100.0	100.0	

K15

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	6,7	6,7	6,7
Valid 3	13	43,3	43,3	43,3
4	13	43,3	43,3	43,3
5	2	6,7	6,7	100.0
Total	30	100.0	100.0	

K16

	Frequency	Percent	Valid Percent	Cumulative Percent
3	7	23	23	23
Valid 4	17	56,7	56,7	56,7
5	6	20	20	100.0
Total	30	100.0	100.0	

LAMPIRAN5: Data Frekwensi Variabel Pengetahuan (X2)

P01

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	6,7	6,7	6,7
3	15	50	50	50
4	13	43,3	43,3	100.0
Total	30	100.0	100.0	

P02

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	9	30	30	30
4	14	46,7	46,7	46,7
5	7	23,3	23,3	100.0
Total	30	100.0	100.0	

P03

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	10	10	10
3	12	40	40	40
4	15	50	50	100.0
Total	30	100.0	100.0	

P04

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	6,7	6,7	6,7
3	9	30	30	30
4	17	56,7	56,7	56,7
5	2	6,7	6,7	100.0
Total	30	100.0	100.0	

P05

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	6,7	6,7	6,7
3	8	26,7	26,7	26,7
4	10	33,3	33,3	33,3
5	10	33,3	33,3	100.0
Total	30	100.0	100.0	

P06

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	3,3	3,3	3,3
3	14	46,7	46,7	46,7
4	11	36,6	36,7	36,7
5	4	13,3	13,3	100.0
Total	30	100.0	100.0	

P07

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	3,3	3,3	3,3
3	9	30	30	30
4	20	66,7	66,7	100.0
Total	30	100.0	100.0	

P08

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	6,7	6,7	6,7
3	16	46,7	46,7	46,7
4	12	40	40	100.0
Total	30	100.0	100.0	

P09

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	6,7	6,7	6,7
3	9	30	30	30
4	17	56,7	56,7	56,7
5	2	6,7	6,7	100.0
Total	30	100.0	100.0	

P10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	13,3	13,3	13,3
3	7	22,2	22,2	22,2
4	8	26,7	26,7	26,7
5	11	36,7	36,7	100.0
Total	30	100.0	100.0	

P11

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	3,3	3,3	3,3
3	8	26,7	26,7	26,7
4	19	63,3	63,3	63,3
5	2	6,7	6,7	100.0
Total	30	100.0	100.0	

P12

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	13,3	13,3	13,3
3	8	26,7	26,7	26,7
4	9	30	30	30
5	9	30	30	100.0
Total	30	100.0	100.0	

P13

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	3,3	3,3	3,3
3	9	30	30	30
4	20	66,7	66,7	100.0
Total	30	100.0	100.0	

P14

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	10	10	10
3	7	23,3	23,3	23,3
4	9	30	30	30
5	11	36,7	36,7	100.0
Total	30	100.0	100.0	

P15

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	13,3	13,3	13,3
3	7	23,3	23,3	23,3
4	8	26,7	26,7	26,7
5	11	36,7	36,7	100.0
Total	30	100.0	100.0	

P16

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	6,7	6,7	6,7
3	5	16,7	16,7	16,7
4	17	56,7	56,7	56,7
5	6	20	20	100.0
Total	30	100.0	100.0	

LAMPIRAN 6: Data Frekwensi Variabel Strategi Promosi (Y)

SP01

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	6,7	6,7	6,7
3	8	26,7	26,7	26,7
4	10	33,3	33,3	66,6
5	10	33,3	33,3	100,0
Total	30	100,0	100,0	

SP02

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	6,7	6,7	6,7
3	12	40	40	40
4	10	33,3	33,3	33,3
5	6	20	20	100,0
Total	30	100,0	100,0	

SP03

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	6,7	6,7	6,7
3	10	30	30	30
4	13	56,7	56,7	56,7
5	5	16,7	16,7	100,0
Total	30	100,0	100,0	

SP04

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	13,3	13,3	13,3
3	7	23,3	23,3	23,3
4	8	26,7	26,7	26,7
5	11	36,7	36,7	100,0
Total	30	100,0	100,0	

SP05

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	13,3	13,3	13,3
3	9	30	30	30
4	8	26,7	26,7	26,7
5	9	30	30	100,0
Total	30	100,0	100,0	

SP06

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	6,7	6,7	6,7
3	6	20	20	30
4	17	56,7	56,7	56,7
5	5	16,7	16,7	100,0
Total	30	100,0	100,0	

SP07

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	6,7	6,7	6,7
3	11	36,6	36,6	36,6
4	14	46,6	46,6	46,6
5	3	10	10	100,0
Total	30	100,0	100,0	

SP08

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	3,3	3,3	3,3
3	14	46,7	46,7	46,7
4	11	36,7	36,7	36,7
5	4	13,3	13,3	100,0
Total	30	100,0	100,0	

SP09

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	6,7	6,7	6,7
3	8	26,6	26,6	26,6
4	10	33,3	33,3	33,3
5	10	33,3	33,3	100,0
Total	30	100,0	100,0	

SP10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	13,3	13,3	13,3
3	7	23,3	23,3	23,3
4	8	26,7	26,7	26,7
5	11	36,7	36,7	100,0
Total	30	100,0	100,0	

SP11

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	3,3	3,3	3,3
3	9	30	30	30
4	12	63,3	63,3	63,3
5	8	6,7	6,7	100,0
Total	30	100,0	100,0	

SP12

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	13,3	13,3	13,3
3	8	26,6	26,6	26,6
4	9	30	30	78,4
5	9	30	30	100,0
Total	30	100,0	100,0	

SP13

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	3,3	3,3	3,3
3	9	30	30	30
4	10	33,3	33,3	33,3
5	10	33,3	33,3	100,0
Total	30	100,0	100,0	

SP14

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	6,7	6,7	6,7
3	13	43,3	43,3	43,3
4	13	43,3	43,3	43,3
5	2	6,7	6,7	100,0
Total	30	100,0	100,0	

SP15

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	13,3	13,3	13,3
3	7	23,3	23,3	23,3
4	8	26,7	26,7	26,7
5	11	36,7	36,7	100,0
Total	30	100,0	100,0	

SP16

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	3,3	3,3	3,3
3	2	6,6	6,6	6,6
4	4	13,3	13,3	100,0
5	23	76,6	76,6	
Total	30	100,0	100,0	

LAMPIRAN 7: Output Uji Validitas Variabel Kompetensi (X1)

		Correlations																
		Kompetensi (X11)	Kompetensi (X12)	Kompetensi (X13)	Kompetensi (X14)	Kompetensi (X15)	Kompetensi (X16)	Kompetensi (X17)	Kompetensi (X18)	Kompetensi (X19)	Kompetensi (X10)	Kompetensi (X11)	Kompetensi (X12)	Kompetensi (X13)	Kompetensi (X14)	Kompetensi (X15)	Kompetensi (X16)	Kompetensi_Tot (X1)
Kompetensi (X11)	Pearson Correlation	1	.834**	.947**	.943**	.885**	.850**	1.000**	.947**	.850**	.834**	.777**	.947**	.943**	.873**	.834**	.810**	.960**
	Sig. (2-tailed)		< .001	< .001	< .001	< .001	< .001	.000	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Kompetensi (X12)	Pearson Correlation	.834**	1	.855**	.849**	.909**	.940**	.834**	.855**	.940**	1.000**	.884**	.855**	.849**	.886**	1.000**	.741**	.939**
	Sig. (2-tailed)	< .001		< .001	< .001	< .001	< .001	< .001	< .001	< .001	.000	< .001	< .001	< .001	< .001	.000	< .001	< .001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Kompetensi (X13)	Pearson Correlation	.947**	.855**	1	.922**	.887**	.883**	.947**	1.000**	.883**	.855**	.785**	1.000**	.922**	.827**	.855**	.823**	.967**
	Sig. (2-tailed)	< .001	< .001		< .001	< .001	< .001	< .001	.000	< .001	< .001	< .001	.000	< .001	< .001	< .001	< .001	< .001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Kompetensi (X14)	Pearson Correlation	.943**	.849**	.922**	1	.855**	.859**	.943**	.922**	.859**	.849**	.796**	.922**	1.000**	.878**	.849**	.815**	.956**
	Sig. (2-tailed)	< .001	< .001	< .001		< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	.000	< .001	< .001	< .001	< .001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Kompetensi (X15)	Pearson Correlation	.885**	.909**	.887**	.855**	1	.857**	.885**	.887**	.857**	.909**	.779**	.887**	.855**	.811**	.909**	.718**	.925**
	Sig. (2-tailed)	< .001	< .001	< .001	< .001		< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Kompetensi (X16)	Pearson Correlation	.850**	.940**	.883**	.859**	.857**	1	.850**	.883**	1.000**	.940**	.835**	.883**	.859**	.939**	.940**	.749**	.944**
	Sig. (2-tailed)	< .001	< .001	< .001	< .001	< .001		< .001	< .001	.000	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Kompetensi (X17)	Pearson Correlation	1.000**	.834**	.947**	.943**	.885**	.850**	1	.947**	.850**	.834**	.777**	.947**	.943**	.873**	.834**	.810**	.960**
	Sig. (2-tailed)	.000	< .001	< .001	< .001	< .001	< .001		< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Kompetensi (X18)	Pearson Correlation	.947**	.855**	1.000**	.922**	.887**	.883**	.947**	1	.883**	.855**	.785**	1.000**	.922**	.827**	.855**	.823**	.967**
	Sig. (2-tailed)	< .001	< .001	.000	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	.000	< .001	< .001	< .001	< .001	< .001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Kompetensi (X19)	Pearson Correlation	.850**	.940**	.883**	.859**	.857**	1.000**	.850**	.883**	1	.940**	.835**	.883**	.859**	.939**	.940**	.749**	.944**
	Sig. (2-tailed)	< .001	< .001	< .001	< .001	< .001	.000	< .001	< .001		< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Kompetensi (X110)	Pearson Correlation	.834**	1.000**	.855**	.849**	.909**	.940**	.834**	.855**	.940**	1	.884**	.855**	.849**	.886**	1.000**	.741**	.939**
	Sig. (2-tailed)	< .001	.000	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	.000	< .001	< .001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Kompetensi (X111)	Pearson Correlation	.777**	.884**	.785**	.796**	.779**	.835**	.777**	.785**	.835**	.884**	1	.785**	.796**	.792**	.884**	.695**	.865**
	Sig. (2-tailed)	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001		< .001	< .001	< .001	< .001	< .001	< .001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Kompetensi (X112)	Pearson Correlation	.947**	.855**	1.000**	.922**	.887**	.883**	.947**	1.000**	.883**	.855**	.785**	1	.922**	.827**	.855**	.823**	.967**
	Sig. (2-tailed)	< .001	< .001	.000	< .001	< .001	< .001	< .001	.000	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Kompetensi (X113)	Pearson Correlation	.943**	.849**	.922**	1.000**	.855**	.859**	.943**	.922**	.859**	.849**	.796**	.922**	1	.878**	.849**	.815**	.956**
	Sig. (2-tailed)	< .001	< .001	< .001	.000	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Kompetensi (X114)	Pearson Correlation	.873**	.886**	.827**	.878**	.811**	.939**	.873**	.827**	.939**	.886**	.792**	.827**	.878**	1	.886**	.763**	.920**
	Sig. (2-tailed)	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001		< .001	< .001	< .001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Kompetensi (X115)	Pearson Correlation	.834**	1.000**	.855**	.849**	.909**	.940**	.834**	.855**	.940**	1.000**	.884**	.855**	.849**	.886**	1	.741**	.939**
	Sig. (2-tailed)	< .001	.000	< .001	< .001	< .001	< .001	< .001	< .001	< .001	.000	< .001	< .001	< .001	< .001		< .001	< .001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Kompetensi (X116)	Pearson Correlation	.810**	.741**	.823**	.815**	.718**	.749**	.810**	.823**	.749**	.741**	.695**	.823**	.815**	.763**	.741**	1	.842**
	Sig. (2-tailed)	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001		< .001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Kompetensi_Tot (X1)	Pearson Correlation	.960**	.939**	.967**	.956**	.925**	.944**	.960**	.967**	.944**	.939**	.865**	.967**	.956**	.920**	.939**	.842**	1
	Sig. (2-tailed)	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	< .001	
	N	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 (2-tailed).

LAMPIRAN 8: Output Uji Validitas Variabel Pengetahuan (X2)

		Correlations																
		Pengetahuan (X21)	Pengetahuan (X22)	Pengetahuan (X23)	Pengetahuan (X24)	Pengetahuan (X25)	Pengetahuan (X26)	Pengetahuan (X27)	Pengetahuan (X28)	Pengetahuan (X29)	Pengetahuan (X210)	Pengetahuan (X211)	Pengetahuan (X212)	Pengetahuan (X213)	Pengetahuan (X214)	Pengetahuan (X215)	Pengetahuan (X216)	Pengetahuan _Tot (X2)
Pengetahuan (X21)	Pearson Correlation	1	.738**	.881**	.783**	.875**	.830**	.709**	.955**	.783**	.860**	.695**	.839**	.709**	.869**	.860**	.775**	.893**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pengetahuan (X22)	Pearson Correlation	.738**	1	.746**	.796**	.882**	.799**	.777**	.743**	.796**	.856**	.836**	.876**	.777**	.867**	.856**	.859**	.894**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pengetahuan (X23)	Pearson Correlation	.881**	.746**	1	.811**	.855**	.849**	.772**	.843**	.811**	.885**	.735**	.875**	.772**	.896**	.885**	.777**	.913**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pengetahuan (X24)	Pearson Correlation	.783**	.796**	.811**	1	.878**	.785**	.860**	.765**	1.000**	.873**	.905**	.851**	.860**	.864**	.873**	.831**	.916**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	.000	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pengetahuan (X25)	Pearson Correlation	.875**	.882**	.855**	.878**	1	.815**	.871**	.883**	.878**	.943**	.826**	.932**	.871**	.967**	.943**	.855**	.971**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pengetahuan (X26)	Pearson Correlation	.830**	.799**	.849**	.785**	.815**	1	.692**	.812**	.785**	.809**	.756**	.827**	.692**	.803**	.809**	.769**	.858**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pengetahuan (X27)	Pearson Correlation	.709**	.777**	.772**	.860**	.871**	.692**	1	.682**	.860**	.839**	.879**	.801**	1.000**	.872**	.839**	.765**	.896**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	.000	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pengetahuan (X28)	Pearson Correlation	.955**	.743**	.843**	.765**	.883**	.812**	.682**	1	.765**	.864**	.681**	.838**	.682**	.878**	.864**	.779**	.886**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pengetahuan (X29)	Pearson Correlation	.783**	.796**	.811**	1.000**	.878**	.785**	.860**	.765**	1	.873**	.905**	.851**	.860**	.864**	.873**	.831**	.916**
	Sig. (2-tailed)	<.001	<.001	<.001	.000	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pengetahuan (X210)	Pearson Correlation	.860**	.856**	.885**	.873**	.943**	.809**	.839**	.864**	.873**	1	.800**	.959**	.839**	.972**	1.000**	.823**	.972**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	.000	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pengetahuan (X211)	Pearson Correlation	.695**	.836**	.735**	.905**	.826**	.756**	.879**	.681**	.905**	.800**	1	.784**	.879**	.822**	.800**	.819**	.868**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pengetahuan (X212)	Pearson Correlation	.839**	.876**	.875**	.851**	.932**	.827**	.801**	.838**	.851**	.959**	.784**	1	.801**	.932**	.959**	.838**	.955**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pengetahuan (X213)	Pearson Correlation	.709**	.777**	.772**	.860**	.871**	.692**	1.000**	.682**	.860**	.839**	.879**	.801**	1	.872**	.839**	.765**	.896**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	.000	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pengetahuan (X214)	Pearson Correlation	.869**	.867**	.896**	.864**	.967**	.803**	.872**	.878**	.864**	.972**	.822**	.932**	.872**	1	.972**	.838**	.975**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pengetahuan (X215)	Pearson Correlation	.860**	.856**	.885**	.873**	.943**	.809**	.839**	.864**	.873**	1.000**	.800**	.959**	.839**	.972**	1	.823**	.972**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	.000	<.001	<.001	<.001	<.001		<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pengetahuan (X216)	Pearson Correlation	.775**	.859**	.777**	.831**	.855**	.769**	.765**	.779**	.831**	.823**	.819**	.838**	.765**	.838**	.823**	1	.887**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Pengetahuan_Tot (X2)	Pearson Correlation	.893**	.894**	.913**	.916**	.971**	.858**	.896**	.886**	.916**	.972**	.868**	.955**	.896**	.975**	.972**	.887**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	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 (2-tailed).

LAMPIRAN 9: Output Uji Validitas Variabel Strategi Promosi (Y)

		Correlations																
		Strategi (Y1)	Strategi (Y2)	Strategi (Y3)	Strategi (Y4)	Strategi (Y5)	Strategi (Y6)	Strategi (Y7)	Strategi (Y8)	Strategi (Y9)	Strategi (Y10)	Strategi (Y11)	Strategi (Y12)	Strategi (Y13)	Strategi (Y14)	Strategi (Y15)	Strategi (Y16)	Strategi_Tot (Y)
Strategi (Y1)	Pearson Correlation	1	.881**	.890**	.943**	.922**	.861**	.863**	.814**	1.000**	.943**	.942**	.932**	.963**	.849**	.943**	.729**	.970**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	.000	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Strategi (Y2)	Pearson Correlation	.881**	1	.932**	.859**	.905**	.854**	.912**	.894**	.881**	.859**	.877**	.888**	.849**	.907**	.859**	.629**	.933**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Strategi (Y3)	Pearson Correlation	.890**	.932**	1	.875**	.889**	.911**	.931**	.869**	.890**	.875**	.883**	.908**	.858**	.874**	.875**	.684**	.943**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Strategi (Y4)	Pearson Correlation	.943**	.859**	.875**	1	.947**	.825**	.850**	.795**	.943**	1.000**	.897**	.959**	.908**	.834**	1.000**	.736**	.968**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	.000	<.001	<.001	<.001	<.001	.000	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Strategi (Y5)	Pearson Correlation	.922**	.905**	.889**	.947**	1	.817**	.888**	.825**	.922**	.947**	.903**	.985**	.888**	.855**	.947**	.691**	.962**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Strategi (Y6)	Pearson Correlation	.861**	.854**	.911**	.825**	.817**	1	.849**	.804**	.861**	.825**	.851**	.831**	.830**	.805**	.825**	.807**	.901**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Strategi (Y7)	Pearson Correlation	.863**	.912**	.931**	.850**	.888**	.849**	1	.876**	.863**	.850**	.837**	.870**	.831**	.919**	.850**	.679**	.924**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Strategi (Y8)	Pearson Correlation	.814**	.894**	.869**	.795**	.825**	.804**	.876**	1	.814**	.795**	.842**	.810**	.866**	.907**	.795**	.643**	.888**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Strategi (Y9)	Pearson Correlation	1.000**	.881**	.890**	.943**	.922**	.861**	.863**	.814**	1	.943**	.942**	.932**	.963**	.849**	.943**	.729**	.970**
	Sig. (2-tailed)	.000	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Strategi (Y10)	Pearson Correlation	.943**	.859**	.875**	1.000**	.947**	.825**	.850**	.795**	.943**	1	.897**	.959**	.908**	.834**	1.000**	.736**	.968**
	Sig. (2-tailed)	<.001	<.001	<.001	.000	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	.000	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Strategi (Y11)	Pearson Correlation	.942**	.877**	.883**	.897**	.903**	.851**	.837**	.842**	.942**	.897**	1	.914**	.949**	.810**	.897**	.688**	.946**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Strategi (Y12)	Pearson Correlation	.932**	.888**	.908**	.959**	.985**	.831**	.870**	.810**	.932**	.959**	.914**	1	.897**	.839**	.959**	.712**	.967**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Strategi (Y13)	Pearson Correlation	.963**	.849**	.858**	.908**	.888**	.830**	.831**	.866**	.963**	.908**	.949**	.897**	1	.818**	.908**	.748**	.950**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Strategi (Y14)	Pearson Correlation	.849**	.907**	.874**	.834**	.855**	.805**	.919**	.907**	.849**	.834**	.810**	.839**	.818**	1	.834**	.647**	.904**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Strategi (Y15)	Pearson Correlation	.943**	.859**	.875**	1.000**	.947**	.825**	.850**	.795**	.943**	1.000**	.897**	.959**	.908**	.834**	1	.736**	.968**
	Sig. (2-tailed)	<.001	<.001	<.001	.000	<.001	<.001	<.001	<.001	<.001	.000	<.001	<.001	<.001	<.001		<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Strategi (Y16)	Pearson Correlation	.729**	.629**	.684**	.736**	.691**	.807**	.679**	.643**	.729**	.736**	.688**	.712**	.748**	.647**	.736**	1	.772**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Strategi_Tot (Y)	Pearson Correlation	.970**	.933**	.943**	.968**	.962**	.901**	.924**	.888**	.970**	.968**	.946**	.967**	.950**	.904**	.968**	.772**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	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 (2-tailed).

LAMPIRAN 10: Output Uji Reliabilitas

Output Uji Reliabilitas Variabel Kompetensi

Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.989	16

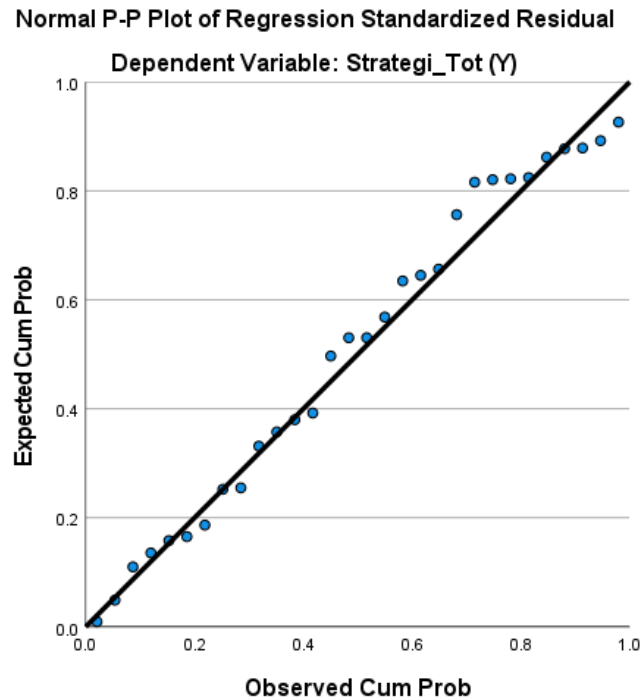
Output Uji Reliabilitas Variabel Pengetahuan

Reliability Statistics	
Cronbach's Alpha	N of Items
.985	16

Output Uji Reliabilitas Variabel Strategi Promosi Wisata

Reliability Statistics	
Cronbach's Alpha	N of Items
.990	16

LAMPIRAN 11: Output Uji Normalitas Menggunakan P-P Plot



Output Uji Normalitas Menggunakan Uji Kolmogorov-Smirnov

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			30
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		13.33972164
Most Extreme Differences	Absolute		.125
	Positive		.067
	Negative		-.125
Test Statistic			.125
Asymp. Sig. (2-tailed) ^c			.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.		.270
	99% Confidence Interval	Lower Bound	.259
		Upper Bound	.282

a. Test distribution is Normal.

b. Calculated from data.

LAMPIRAN 12: Output Uji Linearitas Variabel Kompetensi (X1) dan variabel Strategi Promosi Wisata (Y)

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Strategi_Tot (Y) * Kompetensi_Tot (X1)	Between Groups	(Combined)	2446,300	20	122.315	37.743	.0.000
		Linearity	2330.625	1	2330.625	719.164	.0.000
		Deviation from Linearity	115.675	19	.6.088	.1.879	.0.167
	Within Groups		29.167	9	3.241		
	Total		2475.467	29			

Output Uji Linearitas Variabel Pengetahuan (X2) dan variabel Strategi Promosi Wisata (Y)

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Strategi_Tot (Y)* Pengetahuan_Tot (X2)	Between Groups	(Combined)	2326.800	16	145.425	12.717	0.000
		Linearity	2240.485	1	2240.485	195.917	0.000
		Deviation from Linearity	86.315	15	.5.754	503	0.898
	Within Groups		148.667	13	11.436		
	Total		2475.467	29			

LAMPIRAN 14: Output Uji Regresi Linear Berganda dan Uji Koefisien Determinasi R-square

Output Uji Regresi Linear Berganda

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.508	2.682		0.935	0.358
1 Kompetensi	0.536	0.092	0.612	5.802	0.000
Pengetahuan	0.420	0.116	0.384	3.637	0.001

a. Dependent Variable: Strategi.Tot (Y)

Uji Koefisien Determinasi R-square

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.979 ^a	.959	.956	1.954

a. Predictors: (Constant), Kompetensi.Tot (X1), Pengetahuan, Tot (X2)

b. Dependent Variable: Strategi Tot (Y)

LAMPIRAN 13: Output Uji-t dan Uji-F

Output Uji-t

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.508	2.682		0.935	.0358
1 Kompetensi	0.536	.0092	.0.612	5.802	.0.000
Pengetahuan	0.420	.0.116	.0.384	3.637	.0.001

a. Dependent Variable: Strategi Tot (Y)

Output Uji-F

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2374.512	2	1191.607	314.956	.0.000 ^b
Residual	100.955	27	3.783		
Total	2475.467	29			

a. Dependent Variable: Strategi Tot (Y)

b. Predictors: (Constant), Kompetensi Tot (X1), Pengetahuan Tot (X2)

LAMPIRAN 15: Kuesioner Penelitian



PROGRAM MAGISTER MANAJEMEN INSTITUT INFORMATIKA DAN BISNIS DARMAJAYA BANDAR LAMPUNG

Jalan Zainal Abidin Pagar Alam No.93 Bandar Lampung. Lampung 35142

KUESIONER

ANALISIS KOMPETENSI DAN PENGETAHUAN TERHADAP STRATEGI PROMOSI WISATA PADA DINAS PARIWISATA KOTA BANDAR LAMPUNG

I. PETUNJUK PENGISIAN :

1. Jawablah pernyataan ini dengan jujur dan benar.
2. Pilih salah satu jawaban yang menurut anda paling tepat dengan memberikan tanda (✓) pada kolom yang disediakan.

II. IDENTITAS RESPONDEN

Nama :(Boleh Tidak Diisi)

Jenis Kelamin	:	☐ Laki – Laki	☐ Perempuan
Usia	:	☐ 17 tahun – 20 Tahun	☐ 21 Tahun – 30 Tahun
		☐ 31 Tahun – 40 Tahun	☐ >40Tahun
Pendidikan Terakhir	:	☐ SMA/SMK	☐ Diploma (D3)
		☐ Sarjana (S1)	☐ Pasca Sarjana (S2)
Status	:	☐ ASN	☐ TENAGA KONTRAK
Golongan	:	☐ GOL/II ☐ GOL/III	☐ GOL/IV
Lama Kerja	:	☐ 0 – 3 Tahun	☐ 7 – 9 Tahun
		☐ 4 – 6 Tahun	☐ > 10 Tahun

Isilah jawaban berikut sesuai pendapat saudara dengan memberikan tanda *checklist* (✓). Adapun makna dalam kolom adalah sebagai berikut :

[illegible]

PENGETAHUAN (X2)

Kuesioner Responden tentang Pengetahuan

[illegible]

[illegible]

STRATEGI PROMOSI WISATA (Y)

Kuesioner Responden tentang Strategi Promosi Wisata

[illegible]

[illegible]



LAMPIRAN DOKUMENTASI PENGISIAN QUISIONER TESIS

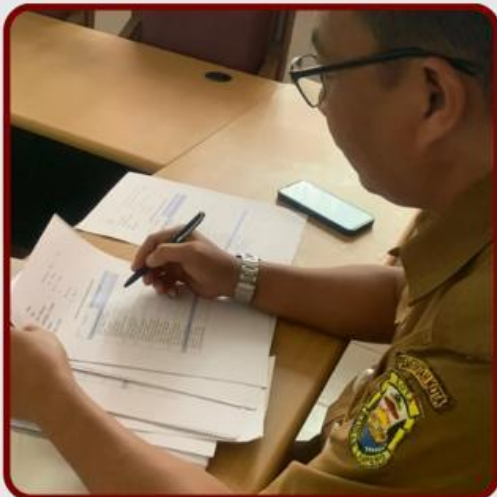


Pengisian Quisioner Kompetensi



**Pengisian Quisioner
Pengetahuan**

LOKASI PADA DINAS PARIWISATA KOTA BANDAR LAMPUNG TAHUN 2024



**Pengisian Quisioner
Pengetahuan**



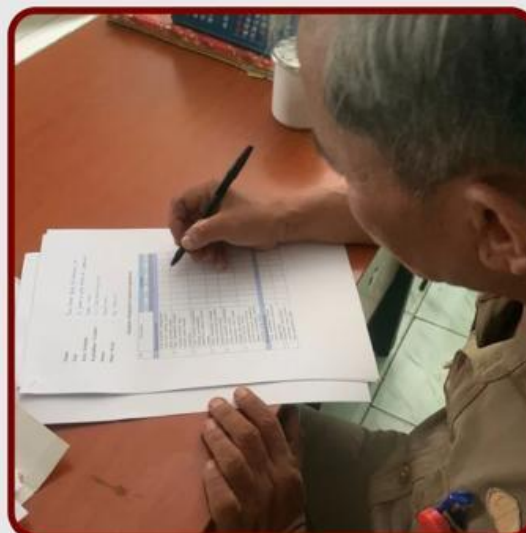
**Pengisian Quisioner Strategi
Promosi Wisata**



LAMPIRAN DOKUMENTASI PENGISIAN QUISIONER TESIS



Pengisian Quisioner Kompetensi



Pengisian Quisioner Kompetensi

LOKASI PADA DINAS PARIWISATA KOTA BANDAR LAMPUNG TAHUN 2024



Pengisian Quisioner
Pengetahuan



Pengisian Quisioner Strategi
Promosi Wisata



LAMPIRAN DOKUMENTASI PENGISIAN QUISIONER TESIS



**Pengisian Quisioner Strategi
Promosi Wisata**



**Pengisian Quisioner
Pengetahuan**

LOKASI PADA DINAS PARIWISATA KOTA BANDAR LAMPUNG TAHUN 2024



**Pengisian Quisioner
Pengetahuan**



Pengisian Quisioner Kompetensi