

# LAMPIRAN



Institut Informatika & Bisnis

**DARMAJAYA**

Jl. Zainal Abidin Pagar Alam No. 93 Gedong Meneng, Bandar Lampung  
35142

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## LAMPIRAN 1 KUISIONER

Kepada Yth, Bapak/Ibu/Saudara/i  
Pengunjung Objek Wisata Air Terjun Curup Tenang  
Di tempat

Dengan hormat,

Bersama ini saya sampaikan bahwa saya :

Nama : Sella Jayusri

NPM : 1612110475

Mahasiswa S1 Manajemen Fakultas Ekonomi dan Bisnis Institut Informatika dan Bisnis Darmajaya Lampung, sedang melakukan penelitian dalam rangka penulisan skripsi mengenai “PENGARUH *EXPERIENTIAL MARKETING* DAN *DAYA TARIK EKOWISATA TERHADAP REVISIT INTENTION* PADA OBJEK WISATA AIR TERJUN CURUP TENANG PROVINSI SUMATERA SELATAN”.

Berkaitan dengan hal tersebut, saya memohon kesediaan Bapak/Ibu/Saudara/i, agar meluangkan waktu untuk mengisi kuisisioner ini. Kuisisioner ini adalah salah satu sarana untuk memperoleh data yang diperlukan untuk penulisan skripsi. Jawaban yang Bapak/Ibu/Saudara/i berikan tidak akan dinilai benar atau salah. Semua informasi yang Anda berikan dijamin kerahasiaannya.

Saya sangat menghargai pengorbanan waktu dan sumbangan pemikiran Bapak/Ibu/Saudara/i untuk mengisi kuisisioner ini. Oleh karena itu, saya mengucapkan banyak terima kasih, semoga bantuan dan amal baik Bapak/Ibu/Saudara/I mendapat imbalan dari Allah SWT. Aamiin.

Bandar Lampung, Januari 2020  
Peneliti

**(SELLA JAYUSRI)**

## A. IDENTITAS RESPONDEN

1. Nama Lengkap :

2. Usia :

17 – 22 tahun

23 – 28 tahun

29 – 34 tahun

35 – 40 tahun

42 – 46 tahun

47 – 52 tahun

53 - 58 tahun

59 – 63 tahun

3. Alamat :

Provinsi Sumatera Selatan

Luar Provinsi Sumatera Selatan

Luar Pulau Sumatera

Luar Negeri

4. Jenis Kelamin :

Laki-laki

Perempuan

5. Pekerjaan :

- Pelajar/Mahasiswa

- PNS

- Karyawan

- Petani

- Ibu Rumah Tangga

- Lain-lain

6. Berapa kali mengunjungi Air Terjun Curup Tenang :

- 1 – 3 kali
- 4 – 5 kali
- > 5 kali

## **B. PETUNJUK PENGISIAN**

1. Bacalah sejumlah pernyataan di bawah ini dengan teliti.
2. Anda dimohon untuk memberikan jawaban sesuai dengan keadaan anda secara objektif dengan memberi tanda ( $\surd$ ) pada salah satu kriteria untuk setiap pernyataan yang menurut Anda paling tepat.
3. Skor yang diberikan tidak mengandung nilai jawaban benar/salah melainkan menunjukkan kesesuaian penilaian anda terhadap isi setiap pernyataan.
4. Pilihan jawaban yang tersedia adalah:  
1      2      3      4      5      6      7      8      9      10  
Dimana nilai yang tertinggi adalah 10 yang berarti sangat setuju dan nilai terendah 1 yang berarti sangat tidak setuju.
5. Hasil penelitian ini hanya untuk kepentingan akademis saja. Identitas diri anda akan dirahasiakan dan hanya diketahui oleh peneliti.







4	Saya akan datang kembali ke Objek Wisata Air Terjun Curup Tenang									
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## LAMPIRAN 2 HASIL UJI BERDASARKAN KARAKTERISTIK RESPONDEN

### 1. Karakteristik Berdasarkan Alamat

ALAMAT				
	Frequency	Percent	Valid Percent	Cumulative Percent
Provinsi Sumatera Selatan	38	38,0	38,0	38,0
Valid Luar Provinsi Sumatera Selatan	47	47,0	47,0	85,0
Luar Pulau Sumatera	15	15,0	15,0	100,0
Total	100	100,0	100,0	

### 2. Karakteristik Berdasarkan Usia

USIA				
	Frequency	Percent	Valid Percent	Cumulative Percent
17 - 22 tahun	20	20,0	20,0	20,0
23 - 28 tahun	29	29,0	29,0	49,0
29 - 34 tahun	16	16,0	16,0	65,0
35 - 40 tahun	16	16,0	16,0	81,0
Valid 41 - 46 tahun	11	11,0	11,0	92,0
47 - 52 tahun	4	4,0	4,0	96,0
53 - 58 tahun	3	3,0	3,0	99,0
55 - 63 tahun	1	1,0	1,0	100,0
Total	100	100,0	100,0	

### 3. Karakteristik Berdasarkan Jenis Kelamin

JENIS KELAMIN				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid laki - laki	47	47,0	47,0	47,0
perempuan	53	53,0	53,0	100,0
Total	100	100,0	100,0	

#### 4. Karakteristik Berdasarkan Jumlah Kunjungan

##### JUMLAH KUNJUNGAN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 - 3 kali	56	56,0	56,0	56,0
4 - 5 kali	28	28,0	28,0	84,0
>5 kali	16	16,0	16,0	100,0
Total	100	100,0	100,0	

#### 5. Karakteristik Berdasarkan Pekerjaan

##### PEKERJAAN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid pelajar/mahasiswa	19	19,0	19,0	19,0
Pns	19	19,0	19,0	38,0
karyawan	24	24,0	24,0	62,0
petani	13	13,0	13,0	75,0
ibu rumah tangga	11	11,0	11,0	86,0
lain - lain	14	14,0	14,0	100,0
Total	100	100,0	100,0	

### LAMPIRAN 3 HASIL JAWABAN RESPONDEN

#### 1. Hasil Jawaban Responden Berdasarkan Variabel *Experiential Marketing*

NO	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	TOTAL X1
1	10	10	8	7	6	10	7	7	6	7	7	6	10	101
2	8	9	9	8	8	9	9	8	9	9	8	8	9	111
3	5	7	8	8	8	8	8	8	8	8	8	8	8	100
4	10	9	10	10	9	9	10	9	9	9	10	9	9	122
5	9	9	8	9	8	9	8	9	8	9	9	8	9	112
6	7	8	7	6	5	8	6	7	10	10	6	5	8	93
7	2	8	9	8	7	7	7	9	8	10	8	7	7	97
8	7	5	8	8	6	7	8	6	5	7	8	6	7	88
9	9	9	9	8	7	7	7	8	7	8	8	7	7	101
10	10	8	9	9	8	9	10	10	9	9	9	8	9	117
11	9	8	8	8	7	7	8	9	8	8	8	7	7	102
12	9	8	8	8	7	7	8	9	8	8	8	7	7	102
13	8	9	8	10	9	10	9	7	7	7	10	9	10	113
14	10	8	7	8	9	9	7	10	7	10	8	9	9	111
15	9	9	7	7	8	8	8	7	7	8	7	8	8	101
16	9	10	8	9	10	7	9	8	10	7	9	10	10	116
17	9	8	8	8	9	9	8	7	9	9	8	9	9	110
18	9	9	9	8	9	10	10	10	8	10	8	9	10	119
19	7	7	7	6	7	7	6	5	6	7	6	7	7	85
20	8	8	9	8	8	8	9	9	8	7	8	8	8	106
21	8	8	9	8	8	9	10	8	10	8	8	8	9	111
22	8	8	9	7	8	8	7	7	6	6	7	8	8	97
23	8	9	10	7	8	8	10	9	10	8	7	8	8	110
24	8	7	8	9	10	8	7	9	9	10	9	10	8	112
25	10	8	8	7	7	9	8	8	7	8	7	7	9	103
26	7	7	7	8	8	8	6	7	7	7	8	8	8	96
27	5	5	6	6	6	7	5	6	5	6	6	6	7	76
28	7	8	6	9	8	9	8	9	8	10	9	8	9	108
29	5	5	7	8	8	9	7	7	6	6	8	8	9	93
30	5	5	5	5	5	5	6	5	6	5	5	5	5	67
31	7	7	7	8	7	6	7	7	10	7	8	7	6	94
32	6	8	8	7	7	8	6	7	8	8	7	7	8	95
33	7	8	9	7	9	9	6	10	10	7	7	9	9	107
34	9	10	9	7	8	8	9	7	7	7	7	8	8	104
35	9	8	8	7	6	7	7	8	6	6	7	6	7	92
36	6	7	7	8	6	5	6	5	7	7	8	6	5	83
37	8	9	8	7	8	10	10	9	7	7	7	8	10	108
38	7	7	6	7	8	7	7	8	7	8	7	8	7	94

39	10	10	10	8	8	10	5	8	6	6	8	8	10	107
40	8	6	8	7	8	7	7	6	5	6	7	8	7	90
41	8	9	8	6	8	8	8	8	8	5	6	8	8	98
42	8	7	7	7	7	7	6	7	6	7	7	7	7	90
43	8	8	8	7	7	8	8	9	9	8	7	7	8	102
44	8	7	7	9	7	8	6	8	7	8	9	7	8	99
45	10	6	5	7	8	6	6	7	7	6	7	8	6	89
46	8	7	8	7	9	7	8	7	7	7	7	9	7	98
47	7	7	6	8	8	6	5	7	7	7	8	8	6	90
48	7	8	8	7	8	9	9	8	7	8	7	8	9	103
49	8	9	7	7	9	8	8	7	6	7	7	9	8	100
50	8	8	6	8	7	7	10	8	8	7	8	7	7	99
51	9	8	10	9	8	7	8	7	8	9	9	8	7	107
52	8	7	6	7	8	8	7	8	8	8	7	8	8	98
53	8	8	7	7	8	8	7	8	8	7	7	8	8	99
54	9	9	10	8	8	7	9	8	9	9	8	8	7	109
55	8	9	9	7	8	8	7	8	8	7	7	8	8	102
56	8	8	7	9	8	8	10	6	8	8	9	8	8	105
57	5	5	5	5	7	7	5	7	6	6	5	7	7	77
58	8	7	7	6	7	8	7	8	7	7	6	7	8	93
59	9	8	8	8	8	7	8	7	8	7	8	8	7	101
60	7	7	6	6	7	6	8	5	6	6	6	7	6	83
61	7	7	7	8	8	8	7	7	7	7	8	8	8	97
62	6	6	5	5	5	6	5	6	5	6	5	5	6	71
63	9	9	8	9	9	7	9	7	8	9	9	9	7	109
64	8	9	8	7	9	9	8	7	9	8	7	9	9	107
65	9	8	9	6	9	8	9	9	9	10	6	9	8	109
66	9	9	8	6	9	9	9	8	8	9	6	9	9	108
67	10	9	9	6	8	10	9	8	9	9	6	8	10	111
68	9	8	9	8	10	8	8	7	8	7	8	10	8	108
69	8	8	8	9	8	9	9	8	9	8	9	8	9	110
70	8	9	8	9	9	7	9	8	8	7	9	9	7	107
71	7	8	7	8	8	9	8	6	7	7	8	8	9	100
72	8	8	7	9	9	8	8	7	8	8	9	9	8	106
73	8	7	7	7	8	9	9	7	8	8	7	8	9	102
74	7	6	7	7	8	8	8	9	8	8	7	8	8	99
75	7	9	8	7	9	6	7	9	8	8	7	9	6	100
76	9	8	8	8	9	8	7	8	8	7	8	9	8	105
77	7	8	9	7	6	7	8	8	8	8	7	6	7	96
78	8	8	9	5	7	8	8	8	7	8	5	7	8	96
79	7	8	9	7	8	7	6	9	8	8	7	8	7	99
80	7	8	9	6	8	7	6	9	8	7	5	8	7	95



19	6	7	7	10	6	10	10	6	10	7	7	10	6	10	112
20	9	8	8	8	7	7	8	7	7	8	8	8	7	7	107
21	8	9	9	9	7	7	9	7	7	9	9	9	7	7	113
22	6	7	6	10	8	8	10	8	8	7	6	10	8	8	110
23	9	8	7	9	8	8	9	8	8	8	7	9	8	8	114
24	10	10	9	10	8	9	10	8	9	10	9	10	8	9	129
25	9	8	9	9	8	7	9	8	7	8	9	9	8	7	115
26	7	7	7	6	7	6	6	7	6	7	7	6	7	6	92
27	8	7	6	8	7	6	8	7	6	7	6	8	7	6	97
28	9	9	8	9	8	7	9	8	7	9	8	9	8	7	115
29	6	6	10	10	6	6	10	6	6	6	10	10	6	6	104
30	4	4	6	8	6	5	8	6	5	4	6	8	6	5	81
31	7	7	7	7	8	7	7	8	7	7	7	7	8	7	101
32	7	7	8	8	7	7	8	7	7	7	8	8	7	7	103
33	6	6	7	8	6	5	8	6	5	8	7	8	6	5	91
34	9	9	9	9	8	7	9	8	7	9	9	9	8	7	117
35	9	7	7	10	7	6	10	7	6	7	7	10	7	6	106
36	10	8	7	9	10	7	9	10	7	8	7	9	10	7	118
37	9	7	8	8	6	7	8	6	7	7	8	8	6	7	102
38	9	8	9	9	7	8	9	7	8	8	9	9	7	8	115
39	7	7	7	8	7	7	8	7	7	7	7	8	7	7	101
40	8	8	8	8	7	8	8	7	8	8	8	8	7	8	109
41	7	6	7	8	6	7	8	6	7	6	7	8	6	7	96
42	9	10	8	10	8	7	10	8	7	10	8	10	8	7	120
43	8	7	8	8	7	6	8	7	6	7	8	8	7	6	101
44	7	8	9	8	7	8	8	7	8	8	9	8	7	8	110
45	7	5	8	6	7	6	6	7	6	5	8	6	7	6	90
46	8	7	7	9	7	8	9	7	8	7	7	9	7	8	108
47	8	7	8	8	10	10	8	10	10	7	8	8	10	10	122
48	9	9	9	8	10	8	8	10	8	9	9	8	10	8	123
49	8	7	7	8	7	7	8	7	7	7	7	8	7	7	102
50	7	8	7	8	7	6	8	7	6	8	7	8	7	6	100
51	8	7	8	9	9	9	9	9	9	7	8	9	9	9	119
52	8	8	8	9	7	8	9	7	8	8	8	9	7	8	112
53	7	8	8	9	8	7	9	8	7	8	8	9	8	7	111
54	8	9	9	8	7	9	8	7	9	9	9	8	7	9	116
55	9	8	9	8	7	8	8	7	8	8	9	8	7	8	112
56	10	7	8	9	9	8	9	9	8	7	8	9	9	9	119
57	7	6	7	7	7	6	7	7	6	6	7	7	7	6	93
58	6	8	7	9	7	6	9	7	6	8	7	9	7	6	102
59	8	7	9	9	8	6	9	8	6	7	9	9	8	6	109
60	7	6	7	8	6	5	8	6	5	6	7	8	6	5	90

61	8	8	7	6	6	7	6	6	7	8	7	6	6	7	95
62	7	6	7	6	5	7	6	5	7	6	7	6	5	7	87
63	9	9	8	9	7	7	9	7	7	9	8	9	7	7	112
64	9	9	10	10	7	8	10	7	8	9	10	10	7	8	122
65	9	10	9	9	8	8	9	8	8	10	9	9	8	8	122
66	10	9	9	8	7	8	8	7	8	9	9	8	7	8	115
67	9	9	9	8	8	9	8	8	9	9	9	8	8	9	120
68	9	8	9	9	9	9	9	9	9	8	9	9	9	9	124
69	8	9	7	9	7	7	9	7	7	9	7	9	7	7	109
70	10	7	8	8	7	8	8	7	8	7	8	8	7	8	109
71	9	9	9	10	7	6	10	7	6	9	9	10	7	6	114
72	9	8	8	7	7	8	7	7	8	8	8	7	7	8	107
73	9	9	9	10	7	8	10	7	8	9	9	10	7	8	120
74	8	10	9	9	8	9	9	8	9	10	9	9	8	9	124
75	8	8	7	9	8	8	9	8	8	8	7	9	8	8	113
76	9	8	7	9	7	8	9	7	8	8	7	9	7	8	111
77	9	7	9	8	9	8	8	9	8	7	9	8	9	8	116
78	8	8	9	8	8	7	8	8	7	8	9	8	8	7	111
79	6	7	7	7	7	7	7	7	6	7	7	7	7	7	96
80	9	9	8	9	6	7	9	6	7	9	8	9	6	7	109
81	6	7	9	8	7	7	8	7	7	7	9	8	7	7	104
82	7	8	8	7	6	6	7	6	6	7	8	7	6	6	95
83	9	10	9	9	7	8	9	7	8	10	9	9	7	8	119
84	9	10	9	9	8	8	9	8	8	10	9	9	8	8	122
85	9	9	8	9	8	7	9	8	7	9	8	9	8	7	115
86	5	9	8	6	7	7	6	7	7	9	8	6	7	7	99
87	9	10	9	9	8	9	9	8	9	10	9	9	8	9	125
88	9	10	9	8	8	8	8	8	8	10	9	8	8	8	119
89	10	8	9	10	8	9	10	8	9	8	9	10	8	9	125
90	8	8	9	9	8	8	9	8	8	8	9	9	8	8	117
91	7	10	7	7	10	9	7	10	9	10	7	7	10	9	119
92	10	10	8	8	10	9	8	10	9	10	8	8	10	9	127
93	7	9	7	7	6	5	7	6	5	9	7	7	6	5	93
94	8	6	7	8	7	7	8	7	7	6	7	8	7	7	100
95	9	8	8	8	7	5	8	7	5	8	8	8	7	5	101
96	8	7	7	6	8	7	6	8	7	7	7	6	8	7	99
97	7	4	7	7	8	7	7	8	7	4	7	7	8	7	95
98	7	8	8	6	7	7	6	7	7	8	8	6	7	7	99
99	7	7	10	8	10	8	8	10	8	7	10	8	10	8	119
100	8	7	9	7	6	6	7	6	6	7	9	7	6	6	97

### 3. Hasil Jawaban Responden Berdasarkan Variabel *Revisit Intention*

NO	P1	P2	P3	P4	TOTAL Y
1	8	9	6	7	30
2	9	10	8	10	37
3	8	8	8	8	32
4	9	9	9	6	33
5	8	10	8	9	35
6	10	6	7	7	30
7	6	8	7	10	31
8	7	10	7	9	33
9	10	9	9	10	38
10	9	10	8	9	36
11	7	8	9	9	33
12	7	6	8	7	28
13	10	8	7	8	33
14	8	7	9	10	34
15	9	7	7	8	31
16	9	8	8	10	35
17	8	9	9	9	35
18	10	8	8	7	33
19	7	6	10	7	30
20	8	7	8	9	32
21	8	10	9	8	35
22	7	7	7	10	31
23	7	7	8	9	31
24	10	9	9	10	38
25	10	10	8	10	38
26	7	8	8	8	31
27	9	8	9	10	36
28	6	8	7	7	28
29	9	7	8	7	31
30	8	6	7	6	27
31	7	7	7	7	28
32	8	7	8	10	33
33	9	6	6	10	31
34	10	9	8	10	37
35	7	6	7	7	27
36	5	6	8	8	27
37	8	6	7	10	31
38	10	9	7	9	35
39	8	8	7	10	33

40	7	9	9	9	34
41	6	7	8	7	28
42	10	10	9	10	39
43	9	8	8	9	34
44	8	9	9	8	34
45	7	9	9	9	34
46	9	9	8	10	36
47	9	8	9	10	36
48	8	9	7	7	31
49	8	9	7	8	32
50	7	8	7	6	28
51	8	9	9	9	35
52	9	8	9	8	34
53	7	8	9	10	34
54	9	9	8	8	34
55	9	9	8	9	35
56	8	7	9	9	33
57	8	7	9	10	34
58	8	9	8	7	32
59	7	8	7	7	29
60	7	8	6	7	28
61	7	6	7	6	26
62	6	6	7	7	26
63	7	8	9	8	32
64	9	10	9	9	37
65	9	9	7	8	33
66	9	9	8	7	33
67	10	9	8	9	36
68	7	8	8	6	29
69	9	8	7	8	32
70	8	8	7	7	30
71	8	9	8	9	34
72	7	9	7	6	29
73	8	7	8	7	30
74	8	9	7	8	32
75	7	8	7	9	31
76	7	8	7	7	29
77	7	8	9	8	32
78	8	8	9	8	33
79	9	9	8	8	34
80	9	9	8	8	34

81	7	8	9	7	31
82	8	9	9	10	36
83	7	6	7	7	27
84	7	7	6	7	27
85	8	8	7	8	31
86	8	7	9	8	32
87	7	8	7	9	31
88	9	9	8	9	35
89	10	9	9	10	38
90	9	10	8	8	35
91	7	7	8	8	30
92	6	6	7	7	26
93	8	3	6	7	24
94	5	5	6	5	21
95	8	7	7	8	30
96	7	7	6	7	27
97	8	7	8	5	28
98	10	8	7	8	33
99	8	7	7	6	28
100	6	7	6	6	25

#### 4. Deskripsi Data Jawaban Responden Variabel Experiential Marketing

##### PERNYATAAN 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,0	1,0	1,0
	5	6	6,0	6,0	7,0
	6	8	8,0	8,0	15,0
	7	23	23,0	23,0	38,0
	8	31	31,0	31,0	69,0
	9	23	23,0	23,0	92,0
	10	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

**PERNYATAAN 2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	7	7,0	7,0	7,0
	6	7	7,0	7,0	14,0
	7	19	19,0	19,0	33,0
	8	41	41,0	41,0	74,0
	9	21	21,0	21,0	95,0
	10	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

**PERNYATAAN 3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6	8	8,0	8,0	8,0
	7	33	33,0	33,0	41,0
	8	32	32,0	32,0	73,0
	9	26	26,0	26,0	99,0
	10	1	1,0	1,0	100,0
	Total	100	100,0	100,0	

**PERNYATAAN 4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	7	7,0	7,0	7,0
	6	14	14,0	14,0	21,0
	7	30	30,0	30,0	51,0
	8	28	28,0	28,0	79,0
	9	18	18,0	18,0	97,0
	10	3	3,0	3,0	100,0
	Total	100	100,0	100,0	

**PERNYATAAN 5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	3	3,0	3,0	3,0
	6	10	10,0	10,0	13,0
	7	19	19,0	19,0	32,0
	8	44	44,0	44,0	76,0
	9	19	19,0	19,0	95,0
	10	5	5,0	5,0	100,0
	Total		100	100,0	100,0

**PERNYATAAN 6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	3	3,0	3,0	3,0
	6	7	7,0	7,0	10,0
	7	29	29,0	29,0	39,0
	8	33	33,0	33,0	72,0
	9	21	21,0	21,0	93,0
	10	7	7,0	7,0	100,0
	Total		100	100,0	100,0

**PERNYATAAN 7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	6	6,0	6,0	6,0
	6	13	13,0	13,0	19,0
	7	25	25,0	25,0	44,0
	8	28	28,0	28,0	72,0
	9	19	19,0	19,0	91,0
	10	9	9,0	9,0	100,0
	Total		100	100,0	100,0

**PERNYATAAN 8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	4	4,0	4,0	4,0
	6	8	8,0	8,0	12,0
	7	31	31,0	31,0	43,0
	8	31	31,0	31,0	74,0
	9	22	22,0	22,0	96,0
	10	4	4,0	4,0	100,0
	Total		100	100,0	100,0

**PERNYATAAN 9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	4	4,0	4,0	4,0
	6	11	11,0	11,0	15,0
	7	24	24,0	24,0	39,0
	8	40	40,0	40,0	79,0
	9	15	15,0	15,0	94,0
	10	6	6,0	6,0	100,0
	Total		100	100,0	100,0

**PERNYATAAN 10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	2	2,0	2,0	2,0
	6	11	11,0	11,0	13,0
	7	34	34,0	34,0	47,0
	8	32	32,0	32,0	79,0
	9	14	14,0	14,0	93,0
	10	7	7,0	7,0	100,0
	Total		100	100,0	100,0

**PERNYATAAN 11**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	8	8,0	8,0	8,0
	6	13	13,0	13,0	21,0
	7	30	30,0	30,0	51,0
	8	28	28,0	28,0	79,0
	9	18	18,0	18,0	97,0
	10	3	3,0	3,0	100,0
	Total		100	100,0	100,0

**PERNYATAAN 12**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	3	3,0	3,0	3,0
	6	10	10,0	10,0	13,0
	7	19	19,0	19,0	32,0
	8	44	44,0	44,0	76,0
	9	19	19,0	19,0	95,0
	10	5	5,0	5,0	100,0
	Total		100	100,0	100,0

**PERNYATAAN 13**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	3	3,0	3,0	3,0
	6	7	7,0	7,0	10,0
	7	28	28,0	28,0	38,0
	8	33	33,0	33,0	71,0
	9	21	21,0	21,0	92,0
	10	8	8,0	8,0	100,0
	Total		100	100,0	100,0

5. Deskripsi Data Jawaban Responden Variabel Daya tarik Ekowisata

**PERNYATAAN 1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	1	1,0	1,0	1,0
	5	1	1,0	1,0	2,0
	6	8	8,0	8,0	10,0
	7	19	19,0	19,0	29,0
	8	24	24,0	24,0	53,0
	9	38	38,0	38,0	91,0
	10	9	9,0	9,0	100,0
	Total	100	100,0	100,0	

**PERNYATAAN 2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	2	2,0	2,0	2,0
	5	1	1,0	1,0	3,0
	6	7	7,0	7,0	10,0
	7	26	26,0	26,0	36,0
	8	28	28,0	28,0	64,0
	9	20	20,0	20,0	84,0
	10	16	16,0	16,0	100,0
	Total	100	100,0	100,0	

**PERNYATAAN 3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6	5	5,0	5,0	5,0
	7	26	26,0	26,0	31,0
	8	32	32,0	32,0	63,0
	9	31	31,0	31,0	94,0
	10	6	6,0	6,0	100,0
	Total	100	100,0	100,0	

**PERNYATAAN 4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6	7	7,0	7,0	7,0
	7	13	13,0	13,0	20,0
	8	35	35,0	35,0	55,0
	9	32	32,0	32,0	87,0
	10	13	13,0	13,0	100,0
	Total	100	100,0	100,0	

**PERNYATAAN 5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	1	1,0	1,0	1,0
	6	14	14,0	14,0	15,0
	7	42	42,0	42,0	57,0
	8	27	27,0	27,0	84,0
	9	6	6,0	6,0	90,0
	10	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

**PERNYATAAN 6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1,0	1,0	1,0
	5	5	5,0	5,0	6,0
	6	14	14,0	14,0	20,0
	7	34	34,0	34,0	54,0
	8	29	29,0	29,0	83,0
	9	12	12,0	12,0	95,0
	10	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

**PERNYATAAN 7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6	7	7,0	7,0	7,0
	7	13	13,0	13,0	20,0
	8	35	35,0	35,0	55,0
	9	32	32,0	32,0	87,0
	10	13	13,0	13,0	100,0
	Total	100	100,0	100,0	

**PERNYATAAN 8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	1	1,0	1,0	1,0
	6	14	14,0	14,0	15,0
	7	42	42,0	42,0	57,0
	8	27	27,0	27,0	84,0
	9	6	6,0	6,0	90,0
	10	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

**PERNYATAAN 9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1,0	1,0	1,0
	5	5	5,0	5,0	6,0
	6	15	15,0	15,0	21,0
	7	33	33,0	33,0	54,0
	8	29	29,0	29,0	83,0
	9	12	12,0	12,0	95,0
	10	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

**PERNYATAAN 10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	2	2,0	2,0	2,0
	5	1	1,0	1,0	3,0
	6	6	6,0	6,0	9,0
	7	27	27,0	27,0	36,0
	8	28	28,0	28,0	64,0
	9	20	20,0	20,0	84,0
	10	16	16,0	16,0	100,0
	Total	100	100,0	100,0	

**PERNYATAAN 11**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6	5	5,0	5,0	5,0
	7	26	26,0	26,0	31,0
	8	32	32,0	32,0	63,0
	9	31	31,0	31,0	94,0
	10	6	6,0	6,0	100,0
	Total	100	100,0	100,0	

**PERNYATAAN 12**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6	7	7,0	7,0	7,0
	7	13	13,0	13,0	20,0
	8	35	35,0	35,0	55,0
	9	32	32,0	32,0	87,0
	10	13	13,0	13,0	100,0
	Total	100	100,0	100,0	

**PERNYATAAN 13**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	1	1,0	1,0	1,0
	6	14	14,0	14,0	15,0
	7	42	42,0	42,0	57,0
	8	27	27,0	27,0	84,0
	9	6	6,0	6,0	90,0
	10	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

**PERNYATAAN 14**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1,0	1,0	1,0
	5	5	5,0	5,0	6,0
	6	14	14,0	14,0	20,0
	7	34	34,0	34,0	54,0
	8	28	28,0	28,0	82,0
	9	13	13,0	13,0	95,0
	10	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

**6. Deskripsi Data Jawaban Responden Variabel Revisit Intention****PERNYATAAN 1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	2	2,0	2,0	2,0
	6	6	6,0	6,0	8,0
	7	28	28,0	28,0	36,0
	8	30	30,0	30,0	66,0
	9	22	22,0	22,0	88,0
	10	12	12,0	12,0	100,0
	Total	100	100,0	100,0	

**PERNYATAAN 2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1,0	1,0	1,0
	5	1	1,0	1,0	2,0
	6	12	12,0	12,0	14,0
	7	20	20,0	20,0	34,0
	8	29	29,0	29,0	63,0
	9	28	28,0	28,0	91,0
	10	9	9,0	9,0	100,0
	Total	100	100,0	100,0	

**PERNYATAAN 3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6	8	8,0	8,0	8,0
	7	33	33,0	33,0	41,0
	8	32	32,0	32,0	73,0
	9	26	26,0	26,0	99,0
	10	1	1,0	1,0	100,0
	Total	100	100,0	100,0	

**PERNYATAAN 4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	2	2,0	2,0	2,0
	6	8	8,0	8,0	10,0
	7	25	25,0	25,0	35,0
	8	24	24,0	24,0	59,0
	9	20	20,0	20,0	79,0
	10	21	21,0	21,0	100,0
	Total	100	100,0	100,0	

## LAMPIRAN 4 HASIL UJI VALIDITAS

### 1. Uji Validitas 30 Responden Variabel *Experiential Marketing*

Correlations

		PERNYATAAN 1	PERNYATAAN 2	PERNYATAAN 3	PERNYATAAN 4	PERNYATAAN 5	PERNYATAAN 6	PERNYATAAN 7	PERNYATAAN 8	PERNYATAAN 9	PERNYATAAN 10	PERNYATAAN 11	PERNYATAAN 12	PERNYATAAN 13	TOTAL X1
PERNYATAAN 1	Pearson Correlation	1	,610	,343	,320	,353	,457	,465	,378	,254	,223	,320	,353	,502	,621
	Sig. (2-tailed)		,000	,064	,085	,056	,011	,010	,040	,175	,237	,085	,056	,005	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PERNYATAAN 2	Pearson Correlation	,610	1	,556	,398	,410	,471	,531	,501	,541	,429	,398	,410	,597	,739
	Sig. (2-tailed)	,000		,001	,029	,024	,009	,003	,005	,002	,018	,029	,024	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PERNYATAAN 3	Pearson Correlation	,343	,556	1	,462	,393	,341	,707	,539	,481	,298	,462	,393	,337	,664
	Sig. (2-tailed)	,064	,001		,010	,032	,065	,000	,002	,007	,110	,010	,032	,069	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PERNYATAAN 4	Pearson Correlation	,320	,398	,462	1	,726	,493	,594	,602	,379	,411	1,000	,726	,573	,791
	Sig. (2-tailed)	,085	,029	,010		,000	,006	,001	,000	,039	,024	,000	,000	,001	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PERNYATAAN 5	Pearson Correlation	,353	,410	,393	,726	1	,464	,529	,519	,434	,337	,726	1,000	,614	,779
	Sig. (2-tailed)	,056	,024	,032	,000		,010	,003	,003	,017	,069	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PERNYATAAN 6	Pearson Correlation	,457	,471	,341	,493	,464	1	,471	,405	,215	,404	,493	,464	,889	,683
	Sig. (2-tailed)	,011	,009	,065	,006	,010		,009	,026	,253	,027	,006	,010	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PERNYATAAN 7	Pearson Correlation	,465	,531	,707	,594	,529	,471	1	,592	,592	,305	,594	,529	,533	,787
	Sig. (2-tailed)	,010	,003	,000	,001	,003	,009		,001	,001	,101	,001	,003	,002	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PERNYATAAN 8	Pearson Correlation	,378	,501	,539	,602	,519	,405	,592	1	,567	,700	,602	,519	,403	,777
	Sig. (2-tailed)	,040	,005	,002	,000	,003	,026	,001		,001	,000	,000	,003	,027	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PERNYATAAN 9	Pearson Correlation	,254	,541	,481	,379	,434	,215	,592	,567	1	,593	,379	,434	,349	,668
	Sig. (2-tailed)	,175	,002	,007	,039	,017	,253	,001	,001		,001	,039	,017	,059	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PERNYATAAN 10	Pearson Correlation	,223	,429	,298	,411	,337	,404	,305	,700	,593	1	,411	,337	,330	,616
	Sig. (2-tailed)	,237	,018	,110	,024	,069	,027	,101	,000	,001		,024	,069	,075	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PERNYATAAN 11	Pearson Correlation	,320	,398	,462	1,000	,726	,493	,594	,602	,379	,411	1	,726	,573	,791
	Sig. (2-tailed)	,085	,029	,010	,000	,000	,006	,001	,000	,039	,024		,000	,001	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PERNYATAAN 12	Pearson Correlation	,353	,410	,393	,726	1,000	,464	,529	,519	,434	,337	,726	1	,614	,779
	Sig. (2-tailed)	,056	,024	,032	,000	,000	,010	,003	,003	,017	,069	,000		,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PERNYATAAN 13	Pearson Correlation	,502	,597	,337	,573	,614	,889	,533	,403	,349	,330	,573	,614	1	,763
	Sig. (2-tailed)	,005	,000	,069	,001	,000	,000	,002	,027	,059	,075	,001	,000		,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL X1	Pearson Correlation	,621	,739	,664	,791	,779	,683	,787	,777	,668	,616	,791	,779	,763	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

## 2. Uji Validitas 30 Responden Variabel Daya tarik Ekowisata

Correlations

	PERNYATAAN 1	PERNYATAAN 2	PERNYATAAN 3	PERNYATAAN 4	PERNYATAAN 5	PERNYATAAN 6	PERNYATAAN 7	PERNYATAAN 8	PERNYATAAN 9	PERNYATAAN 10	PERNYATAAN 11	PERNYATAAN 12	PERNYATAAN 13	PERNYATAAN 14	TOTAL_X2
PERNYATAAN 1	Pearson Correlation Sig. (2-tailed) N	1 .586** .001 30	.416 .022 30	.079 .678 30	.390 .033 30	.324 .081 30	.079 .678 30	.390 .033 30	.324 .081 30	.586** .001 30	.416 .022 30	.079 .678 30	.390 .033 30	.324 .081 30	.597** .000 30
PERNYATAAN 2	Pearson Correlation Sig. (2-tailed) N	.586** .001 30	1 .298 30	.175 .354 30	.589** .001 30	.591** .001 30	.175 .354 30	.589** .001 30	.591** .001 30	1,000** .000 30	.298 .110 30	.175 .354 30	.589** .001 30	.591** .001 30	.809** .000 30
PERNYATAAN 3	Pearson Correlation Sig. (2-tailed) N	.416 .022 30	.298 .110 30	1 .195 30	.346 .061 30	.070 .714 30	.195 .301 30	.346 .061 30	.070 .714 30	.298 .000 30	1,000** .000 30	.195 .301 30	.346 .061 30	.070 .714 30	.503** .005 30
PERNYATAAN 4	Pearson Correlation Sig. (2-tailed) N	.079 .678 30	.175 .354 30	.195 .301 30	1 .965 30	-.008 .045 30	.368 .000 30	1,000** .965 30	-.008 .045 30	.368 .045 30	.175 .354 30	.195 .301 30	1,000** .000 30	-.008 .965 30	.368 .045 30
PERNYATAAN 5	Pearson Correlation Sig. (2-tailed) N	.390 .033 30	.589** .001 30	.346 .061 30	-.008 .965 30	1 .033 30	.389 .033 30	-.008 .965 30	1,000** .000 30	.389 .033 30	.589** .001 30	.346 .061 30	-.008 .965 30	1,000** .000 30	.389 .033 30
PERNYATAAN 6	Pearson Correlation Sig. (2-tailed) N	.324 .081 30	.591** .001 30	.070 .714 30	.368 .045 30	.389 .033 30	1 .045 30	.368 .033 30	.389 .000 30	1,000** .001 30	.591** .001 30	.070 .714 30	.368 .045 30	.389 .033 30	.785** .000 30
PERNYATAAN 7	Pearson Correlation Sig. (2-tailed) N	.079 .678 30	.175 .354 30	.195 .301 30	1,000** .000 30	-.008 .965 30	.368 .045 30	1 .965 30	-.008 .045 30	.368 .354 30	.175 .301 30	.195 .000 30	1,000** .965 30	-.008 .045 30	.368 .045 30
PERNYATAAN 8	Pearson Correlation Sig. (2-tailed) N	.390 .033 30	.589** .001 30	.346 .061 30	-.008 .965 30	1,000** .000 30	.389 .033 30	-.008 .965 30	1 .033 30	.389 .001 30	.589** .001 30	.346 .061 30	-.008 .965 30	1,000** .000 30	.389 .033 30
PERNYATAAN 9	Pearson Correlation Sig. (2-tailed) N	.324 .081 30	.591** .001 30	.070 .714 30	.368 .045 30	.389 .033 30	1,000** .000 30	.368 .045 30	.389 .033 30	1 .001 30	.591** .001 30	.070 .714 30	.368 .045 30	.389 .033 30	.785** .000 30
PERNYATAAN 10	Pearson Correlation Sig. (2-tailed) N	.586** .001 30	1,000** .000 30	.298 .110 30	.175 .354 30	.589** .001 30	.591** .001 30	.175 .354 30	.589** .001 30	.591** .001 30	1 .110 30	.298 .354 30	.175 .001 30	.589** .001 30	.809** .000 30
PERNYATAAN 11	Pearson Correlation Sig. (2-tailed) N	.416 .022 30	.298 .110 30	1,000** .000 30	.195 .301 30	.346 .061 30	.070 .714 30	.195 .301 30	.346 .061 30	.070 .714 30	.298 .110 30	1 .301 30	.195 .061 30	.346 .714 30	.503** .005 30
PERNYATAAN 12	Pearson Correlation Sig. (2-tailed) N	.079 .678 30	.175 .354 30	.195 .301 30	1,000** .000 30	-.008 .965 30	.368 .045 30	1,000** .965 30	-.008 .045 30	.368 .045 30	.175 .354 30	.195 .301 30	1,000** .000 30	-.008 .965 30	.368 .045 30
PERNYATAAN 13	Pearson Correlation Sig. (2-tailed) N	.390 .033 30	.589** .001 30	.346 .061 30	-.008 .965 30	1,000** .000 30	.389 .033 30	-.008 .965 30	1,000** .000 30	.389 .033 30	.589** .001 30	.346 .061 30	-.008 .965 30	1,000** .000 30	.389 .033 30
PERNYATAAN 14	Pearson Correlation Sig. (2-tailed) N	.324 .081 30	.591** .001 30	.070 .714 30	.368 .045 30	.389 .033 30	1,000** .000 30	.368 .045 30	.389 .033 30	1,000** .001 30	.591** .001 30	.070 .714 30	.368 .045 30	.389 .033 30	.785** .000 30
TOTAL_X2	Pearson Correlation Sig. (2-tailed) N	.597** .000 30	.809** .000 30	.503** .005 30	.495** .005 30	.699** .000 30	.785** .000 30	.495** .005 30	.699** .000 30	.785** .000 30	.809** .000 30	.503** .005 30	.495** .005 30	.699** .000 30	.785** .000 30

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

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

### 3. Uji Validitas 30 Responden Variabel Revisit Intention

#### Correlations

		PERNYATAAN 1	PERNYATAAN 2	PERNYATAAN 3	PERNYATAAN 4	TOTAL Y
PERNYATAAN 1	Pearson Correlation	1	,216	,123	,069	,570**
	Sig. (2-tailed)		,251	,516	,718	,001
	N	30	30	30	30	30
PERNYATAAN 2	Pearson Correlation	,216	1	,086	,384*	,722**
	Sig. (2-tailed)	,251		,651	,036	,000
	N	30	30	30	30	30
PERNYATAAN 3	Pearson Correlation	,123	,086	1	,199	,477**
	Sig. (2-tailed)	,516	,651		,291	,008
	N	30	30	30	30	30
PERNYATAAN 4	Pearson Correlation	,069	,384*	,199	1	,698**
	Sig. (2-tailed)	,718	,036	,291		,000
	N	30	30	30	30	30
TOTAL Y	Pearson Correlation	,570**	,722**	,477**	,698**	1
	Sig. (2-tailed)	,001	,000	,008	,000	
	N	30	30	30	30	30

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

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

## LAMPIRAN 5 HASIL UJI RELIABILITAS

### 1. Uji Reliabilitas 30 Responden Variabel *Experiential Marketing*

#### Reliability Statistics

Cronbach's Alpha	N of Items
,920	13

### 2. Uji Reliabilitas 100 Responden Variabel *Experiential Marketing*

#### Reliability Statistics

Cronbach's Alpha	N of Items
,893	13

### 3. Uji Reliabilitas 30 Responden Variabel Daya Tarik Ekowisata

#### Reliability Statistics

Cronbach's Alpha	N of Items
,901	14

### 4. Uji Reliabilitas 100 Responden Variabel Daya Tarik Ekowisata

#### Reliability Statistics

Cronbach's Alpha	N of Items
,909	14

### 5. Uji Reliabilitas 30 Responden Variabel *Revisit Intention*

#### Reliability Statistics

Cronbach's Alpha	N of Items
,475	4

### 6. Uji Reliabilitas 100 Responden Variabel *Revisit Intention*

#### Reliability Statistics

Cronbach's Alpha	N of Items
,697	4

## LAMPIRAN 6 HASIL UJI NORMALITAS

### One-Sample Kolmogorov-Smirnov Test

		TOTAL X1	TOTAL X2	TOTAL Y
N		100	100	100
Normal Parameters <sup>a,b</sup>	Mean	100,14	110,03	31,88
	Std. Deviation	10,365	11,132	3,482
Most Extreme Differences	Absolute	,076	,060	,096
	Positive	,056	,045	,067
	Negative	-,076	-,060	-,096
Kolmogorov-Smirnov Z		,760	,598	,961
Asymp. Sig. (2-tailed)		,611	,867	,314

a. Test distribution is Normal.

b. Calculated from data.

## LAMPIRAN 7 HASIL UJI LINIERITAS

### 1. Hasil Uji Linieritas Variabel Experiential Marketing terhadap Revisit Intention

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
TOTAL Y * TOTAL X1	Between Groups	(Combined)	627,762	38	16,520	1,759	,024
		Linearity	122,978	1	122,978	13,097	,001
		Deviation from Linearity	504,784	37	13,643	1,453	,097
Within Groups			572,798	61	9,390		
Total			1200,560	99			

### 2. Hasil Uji Linieritas Variabel Daya Tarik Ekowisata terhadap Revisit Intention

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
TOTAL Y * TOTAL X2	Between Groups	(Combined)	556,429	42	13,248	1,172	,285
		Linearity	93,729	1	93,729	8,294	,006
		Deviation from Linearity	462,700	41	11,285	,999	,496
Within Groups			644,131	57	11,301		
Total			1200,560	99			

## LAMPIRAN 8 HASIL UJI MULTIKOLINIERITAS

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	18,106	3,779		4,791	,000		
	TOTAL X1	,081	,036	,242	2,233	,028	,772	1,296
	TOTAL X2	,051	,034	,164	1,514	,133	,772	1,296

a. Dependent Variable: TOTAL Y

## LAMPIRAN 9 HASIL UJI REGRESI LINIER BERGANDA

### 1. Hasil Uji Korelasi

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,351 <sup>a</sup>	,123	,105	3,294

a. Predictors: (Constant), TOTAL X2, TOTAL X1

### 2. Hasil Uji Koefisien Regresi

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	18,106	3,779		4,791	,000		
	TOTAL X1	,081	,036	,242	2,233	,028	,772	1,296
	TOTAL X2	,051	,034	,164	1,514	,133	,772	1,296

a. Dependent Variable: TOTAL Y

## LAMPIRAN 10 HASIL UJI *t*

### 1. Hasil Uji *t* Variabel Experiential Marketing terhadap Revisit Intention

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	21,112	3,237		6,522	,000		
	TOTAL X1	,108	,032	,320	3,344	,001	1,000	1,000

a. Dependent Variable: TOTAL Y

### 2. Hasil Uji *t* Variabel Daya Tarik Ekowisata terhadap Revisit Intention

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	22,263	3,355		6,635	,000		
	TOTAL X2	,087	,030	,279	2,881	,005	1,000	1,000

a. Dependent Variable: TOTAL Y

## LAMPIRAN 11 HASIL UJI *F*

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	147,866	2	73,933	6,813	,002 <sup>b</sup>
	Residual	1052,694	97	10,853		
	Total	1200,560	99			

a. Dependent Variable: TOTAL Y

b. Predictors: (Constant), TOTAL X2, TOTAL X1

