

LAMPIRAN-LAMPIRAN

Lampiran 1: Kuesioner



**KEMENTRIAN RISET, TEKNOLOGI, DAN PENDIDIKAN TINGGI
INSTITUT INFORMATIKA DAN BISNIS DARMAJAYA
FAKULTAS EKONOMI DAN BISNIS
JURUSAN MANAJEMEN**

Jalan Zainal Abidin Pagar Alam No.93 Lampung 35142

KUESIONER PENELITIAN

Responden yang terhormat,

Saya **M. Irvan Marista**, mahasiswa Jurusan Manajemen Fakultas Ekonomi dan Bisnis Institut Informatika dan Bisnis Darmajaya yang sedang melakukan penelitian dalam rangka penyusunan skripsi mengenai “**PENGARUH FASILITAS, HARGA DAN PROMOSI TERHADAP KEPUTUSAN BERKUNJUNG WISATAWAN PADA PANTAI SARI RINGGUNG PESAWARAN**” Tahun Ajaran 2017-2018. Maka saya mohon kesediaan Saudara/i untuk mengisi kuesioner ini. Informasi yang diterima dari kuesioner ini terjamin kerahasiaannya dan hanya digunakan untuk kepentingan akademis.

Saya berharap Saudara/i objektif dalam memberikan jawaban sehingga hal ini akan membantu penelitian ini. Atas bantuan dan kerja sama Bapak/Ibu Saudara/i responden saya ucapkan terimakasih.

Hormat Saya

M.Irvan Marista

Nama :

Alamat:

A. Karakteristik Responden

Berikan tanda silang (x) pada salah satu pilihan di bawah ini sesuai dengan keadaan anda:

1. Jenis Kelamin:
 - a. Laki-Laki
 - b. Perempuan
2. Usia:
 - a. Kurang dari 20 tahun
 - b. 20 tahun - <25 tahun
 - c. 25 tahun - <30 tahun
 - d. Lebih dari 30 tahun
3. Pendidikan terakhir:
 - a. SD
 - b. SMP
 - c. SMA
 - d. Sarjana
4. Pekerjaan:
 - a. Pegawai Negri
 - b. Wirausaha
 - c. Mahasiswa
 - d. Lain-lain
5. Penghasilan:
 - a. Kurang dari Rp. 1.000.000
 - b. Rp.1000.000 – <Rp. 5.000.000
 - c. Rp.5.000.000 – <Rp. 10.000.000
 - d. Lebih dari Rp.10.000.000

B. Petunjuk Pengisian kuesioner

Keterangan :

SS = Sangat Setuju

S = Setuju

KS = Kurang setuju

TS = Tidak Setuju

STS = Sangat Tidak Setuju

Silahkan beri Tanda silang (X) pada jawaban yang dianggap paling benar.

1. Variabel Fasilitas (X1)

No.	Pertanyaan	SS	S	KS	TS	STS
		5	4	3	2	1
	Kelengkapan, kebersihan dan kerapian fasilitas					
1	Pantai Sari Ringgung memiliki fasilitas yang lengkap					
2	Fasilitas yang ada di Pantai Sari Ringgung terjaga kebersihannya					
3	Fasilitas yang ada di Pantai Sari Ringgung tertata rapih					
	Kondisi dan fungsi fasilitas					
4	Kondisi fasilitas yang ada di Pantai Sari Ringgung memadai					
5	Fasilitas yang ada di Pantai Sari Ringgung berfungsi dengan baik					
	Kemudahan menggunakan					
6	Fasilitas yang ada di Pantai Sari Ringgung mudah digunakan					
	Kelengkapan alat					
7	Fasilitas yang ada di sari ringgung di lengkapi dengan alat penunjang					
8	Alat yang di gunakan untuk menunjang fasilitas sesuai dengan spesifikasinya					

2. Variabel Harga (X2)

No.	Pertanyaan	SS	S	KS	TS	STS
		5	4	3	2	1
	Keterjangkauan harga					
1	Harga yang ditawarkan oleh Pantai Sari Ringgung terjangkau					
	Daya saing harga					
2	Harga yang ditawarkan oleh Pantai Sari Ringgung termasuk dalam taraf wajar untuk tempat wisata sejenis					
	Kesesuaian harga dengan kualitas produk					
3	Harga yang ditawarkan oleh Pantai Sari Ringgung sesuai dengan kualitas yang ditawarkan					
	Kesesuaian harga dengan manfaat produk					
4	Harga yang ditawarkan oleh Pantai Sari Ringgung sesuai dengan manfaat yang di dapat					

3. Variabel Promosi (X3)

No.	Pertanyaan	SS	S	KS	TS	STS
		5	4	3	2	1
	Periklanan					
1	Iklan melalui sosial media yang dilakukan Pantai sari ringgung dapat di terima dengan baik					
	Promosi penjualan					
2	Saya tertarik untuk berkunjung ke Pantai sari ringgung karena Paket wisata yang ditawarkan					
	Hubungan masyarakat dan publisitas					
3	Saya tertarik dengan berbagai kegiatan sosial yang dilakukan oleh pantai sari ringgung					
	Penjualan personal					
4	Saya tertarik dengan penjualan langsung yang dilakukan oleh pengelola pantai sari ringgung					
	Pemasaran langsung					

5	Pemasaran langsung yang dilakukan oleh pengelola pantai sari ringgung melalui telpon, watshap, dan media lainnya dapat saya terima dengan baik					
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4. Variabel Keputusan Berkunjung (Y)

No.	Pertanyaan	SS	S	KS	TS	STS
		5	4	3	2	1
	Pengenalan masalah					
1	Saya membutuhkan objek wisata pantai sari ringgung untuk berekreasi					
2	Saya membutuhkan objek wisata pantai sari ringgung untuk mengisi waktu libur					
	Pencarian informasi					
3	Saya mengetahui objek wisata pantai sari ringgung setelah melihat iklan					
	Evaluasi alternatif					
4	Pantai sari ringgung memiliki banyak fasilitas yang di tawarkan dibandingkan tempat wisata sejenis					
5	Saya memutuskan berkunjung ke pantai sari ringgung setelah mengetahui kelebihan yang di tawarkan oleh pantai sari ringgung					
	Keputusan Pembelian					
6	Saya merasa yakin memilih berkunjung ke pantai sari ringgung sebagai pilihan yang tepat dalam berwisata					
7	Pantai sari ringgung merupakan tempat wisata yang sesuai dengan kebutuhan saya					
	Prilaku pasca pembelian					
8	Saya merasa puas setelah berkunjung ke pantai sari ringgung					
9	Saya akan berkunjung kembali ke pantai sari ringgung					
10	Saya akan merekomendasikan kepada orang terdekat tentang keunggulan objek wisata pantai sari ringgung					

Lampiran 2: Tabel Hasil Kuesioner

No. Res	Fasilitas (X1)								S	Harga (x2)				S	Promosi (x3)					S
	1	2	3	4	5	6	7	8		1	2	3	4		1	2	3	4	5	
1	4	3	4	4	4	5	4	4	32	3	3	4	4	14	3	4	3	4	4	18
2	4	4	4	4	4	4	4	4	32	3	3	4	4	14	3	4	3	3	4	17
3	3	3	3	3	4	4	4	4	28	3	3	4	4	14	3	4	4	3	4	18
4	3	2	2	2	3	2	3	3	20	3	3	4	4	14	3	4	4	3	4	18
5	4	3	3	3	4	4	3	4	28	3	3	4	4	14	4	3	4	3	3	17
6	2	4	3	3	3	2	4	3	24	2	2	3	3	10	3	2	4	2	3	14
7	3	2	3	3	3	4	2	3	23	3	2	2	2	9	4	4	3	3	2	16
8	4	3	4	4	4	4	5	4	32	3	4	3	3	13	3	3	3	4	4	17
9	4	3	4	4	4	4	5	4	32	2	4	2	3	11	3	3	3	3	3	15
10	3	3	3	4	4	4	4	3	28	3	2	3	3	11	4	3	3	3	3	16
11	4	4	3	3	4	3	4	4	29	3	3	3	3	12	3	3	3	3	3	15
12	4	4	4	3	3	4	4	4	30	3	4	4	4	15	4	3	4	2	3	16
13	4	4	4	4	4	4	4	4	32	4	4	4	4	16	4	4	4	4	3	19
14	4	3	4	4	4	4	5	4	32	5	5	4	5	19	5	4	4	4	3	20
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19	4	4	4	4	3	4	3	3	29	4	3	3	3	13	4	3	4	3	4	18
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No. Res	Keputusan Berkunjung Y										S
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61	4	3	4	4	4	4	4	4	3	4	38
62	4	5	4	3	4	4	3	4	4	3	38
63	4	4	3	4	4	4	4	4	5	4	40
64	4	4	4	4	4	5	5	5	4	4	43
65	4	5	3	4	4	4	3	4	4	4	39
66	4	4	4	4	5	5	4	4	5	5	44
67	4	3	3	3	4	4	4	4	3	4	36
68	4	4	4	3	3	3	3	3	4	4	35
69	4	3	4	4	4	4	4	4	4	4	39
70	4	4	3	4	4	4	5	5	5	4	42
71	4	4	5	4	5	4	4	4	4	4	42
72	4	3	4	3	3	4	4	4	5	4	38
73	4	4	4	4	4	4	4	4	4	4	40
74	5	3	5	4	5	3	2	4	3	1	35
75	4	4	3	4	4	4	4	4	4	4	39
76	5	4	4	4	3	1	3	4	4	4	36
77	4	5	4	3	4	4	4	4	4	4	40
78	4	4	4	4	4	4	4	4	4	4	40
79	5	4	4	5	4	5	4	4	4	4	43
80	4	4	4	4	4	5	5	5	5	4	44

81	5	5	3	4	4	4	4	5	5	5	44
82	4	4	3	4	4	5	4	4	4	4	40
83	4	4	3	4	4	3	4	5	5	4	40
84	4	4	3	3	4	4	3	4	4	4	37
85	5	4	3	4	4	4	4	5	5	4	42
86	4	3	4	4	5	4	5	3	3	3	38
87	4	4	4	4	3	4	4	4	5	4	40
88	4	4	4	5	5	3	4	4	4	3	40
89	5	4	3	3	3	4	3	4	4	4	37
90	5	5	2	2	3	4	4	5	4	5	39
91	4	4	3	2	2	2	2	2	2	2	25
92	3	2	2	2	1	2	3	3	3	4	25
93	3	4	3	3	3	3	4	3	3	3	32
94	4	4	4	4	4	4	4	4	4	4	40
95	5	5	3	4	4	4	4	4	4	4	41
96	4	3	4	3	4	3	3	3	4	3	34
97	5	5	3	3	4	4	4	4	4	4	40
98	5	5	4	3	4	4	5	4	4	5	43
99	4	5	2	3	5	4	5	5	5	4	42
100	4	4	3	3	4	4	3	4	4	3	36

Lampiran 3 Pengujian Instrumen

Uji Validitas

Variabel Fasilitas

Correlations										
		F1	F2	F3	F4	F5	F6	F7	F8	FASILITAS
F1	Pearson Correlation	1	,519**	,375*	,726**	,437*	,494**	,239	,631**	,781**
	Sig. (2-tailed)		,003	,041	,000	,016	,006	,203	,000	,000
	N	30	30	30	30	30	30	30	30	30
F2	Pearson Correlation	,519**	1	,462*	,519**	,164	,336	,284	,232	,648**
	Sig. (2-tailed)	,003		,010	,003	,386	,070	,128	,218	,000
	N	30	30	30	30	30	30	30	30	30
F3	Pearson Correlation	,375*	,462*	1	,486**	,166	,504**	,465**	,264	,668**
	Sig. (2-tailed)	,041	,010		,007	,382	,005	,010	,158	,000
	N	30	30	30	30	30	30	30	30	30
F4	Pearson Correlation	,726**	,519**	,486**	1	,539**	,556**	,400*	,512**	,845**
	Sig. (2-tailed)	,000	,003	,007		,002	,001	,028	,004	,000
	N	30	30	30	30	30	30	30	30	30
F5	Pearson Correlation	,437*	,164	,166	,539**	1	,432*	,360	,627**	,634**
	Sig. (2-tailed)	,016	,386	,382	,002		,017	,051	,000	,000
	N	30	30	30	30	30	30	30	30	30
F6	Pearson Correlation	,494**	,336	,504**	,556**	,432*	1	,356	,392*	,734**
	Sig. (2-tailed)	,006	,070	,005	,001	,017		,053	,032	,000
	N	30	30	30	30	30	30	30	30	30
F7	Pearson Correlation	,239	,284	,465**	,400*	,360	,356	1	,449*	,631**
	Sig. (2-tailed)	,203	,128	,010	,028	,051	,053		,013	,000
	N	30	30	30	30	30	30	30	30	30
F8	Pearson Correlation	,631**	,232	,264	,512**	,627**	,392*	,449*	1	,694**
	Sig. (2-tailed)	,000	,218	,158	,004	,000	,032	,013		,000
	N	30	30	30	30	30	30	30	30	30
FA SIL ITA S	Pearson Correlation	,781**	,648**	,668**	,845**	,634**	,734**	,631**	,694**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	N	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).

Variabel Harga

Correlations						
		H1	H2	H3	H4	HARGA
H1	Pearson Correlation	1	,648**	,501**	,363*	,808**
	Sig. (2-tailed)		,000	,005	,049	,000
	N	30	30	30	30	30
H2	Pearson Correlation	,648**	1	,460*	,348	,800**
	Sig. (2-tailed)	,000		,010	,060	,000
	N	30	30	30	30	30
H3	Pearson Correlation	,501**	,460*	1	,624**	,814**
	Sig. (2-tailed)	,005	,010		,000	,000
	N	30	30	30	30	30
H4	Pearson Correlation	,363*	,348	,624**	1	,720**
	Sig. (2-tailed)	,049	,060	,000		,000
	N	30	30	30	30	30
HARGA	Pearson Correlation	,808**	,800**	,814**	,720**	1
	Sig. (2-tailed)	,000	,000	,000	,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).

Variabel Promosi

Correlations							
		P1	P2	P3	P4	P5	PROMOSI
P1	Pearson Correlation	1	,500**	,541**	,407*	,329	,765**
	Sig. (2-tailed)		,005	,002	,025	,076	,000
	N	30	30	30	30	30	30
P2	Pearson Correlation	,500**	1	,448*	,599**	,480**	,825**
	Sig. (2-tailed)	,005		,013	,000	,007	,000
	N	30	30	30	30	30	30
P3	Pearson Correlation	,541**	,448*	1	,138	,444*	,688**
	Sig. (2-tailed)	,002	,013		,468	,014	,000
	N	30	30	30	30	30	30
P4	Pearson Correlation	,407*	,599**	,138	1	,401*	,703**
	Sig. (2-tailed)	,025	,000	,468		,028	,000
	N	30	30	30	30	30	30
P5	Pearson Correlation	,329	,480**	,444*	,401*	1	,701**

	Sig. (2-tailed)	,076	,007	,014	,028		,000
	N	30	30	30	30	30	30
PR0	Pearson Correlation	,765**	,825**	,688**	,703**	,701**	1
MOS	Sig. (2-tailed)	,000	,000	,000	,000	,000	
I	N	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).							

Variabel Keputusan Berkunjung

Correlations												
		K1	K2	K3	K4	K5	K6	K7	K8	K9	K10	KEPUTUSAN
K1	Pearson Correlation	1	,596*	,262	,065	,215	,205	,207	,164	,583**	,407*	,568**
	Sig. (2-tailed)		,001	,162	,731	,253	,278	,272	,387	,001	,026	,001
	N	30	30	30	30	30	30	30	30	30	30	30
K2	Pearson Correlation	,596*	1	,338	,052	,353	,476**	,225	,357	,630**	,329	,662**
	Sig. (2-tailed)	,001		,068	,785	,055	,008	,232	,052	,000	,076	,000
	N	30	30	30	30	30	30	30	30	30	30	30
K3	Pearson Correlation	,262	,338	1	,200	,570**	,146	,106	,025	,222	,000	,465**
	Sig. (2-tailed)	,162	,068		,289	,001	,442	,579	,896	,237	1,000	,010
	N	30	30	30	30	30	30	30	30	30	30	30
K4	Pearson Correlation	,065	,052	,200	1	,548**	,417*	,211	,200	,245	,224	,514**
	Sig. (2-tailed)	,731	,785	,289		,002	,022	,263	,289	,192	,235	,004
	N	30	30	30	30	30	30	30	30	30	30	30
K5	Pearson Correlation	,215	,353	,570*	,548*	1	,557**	,366*	,274	,493**	,212	,731**
	Sig. (2-tailed)	,253	,055	,001	,002		,001	,047	,143	,006	,260	,000
	N	30	30	30	30	30	30	30	30	30	30	30
K6	Pearson Correlation	,205	,476*	,146	,417*	,557**	1	,675*	,755*	,714**	,264	,813**
	Sig. (2-tailed)	,278	,008	,442	,022	,001		,000	,000	,000	,159	,000
	N	30	30	30	30	30	30	30	30	30	30	30
K7	Pearson Correlation	,207	,225	,106	,211	,366*	,675**	1	,660*	,601**	,299	,680**
	Sig. (2-tailed)	,272	,232	,579	,263	,047	,000		,000	,000	,109	,000

	N	30	30	30	30	30	30	30	30	30	30	30
K8	Pearson Correlation	,164	,357	,025	,200	,274	,755**	,660*	1	,640**	,186	,655**
	Sig. (2-tailed)	,387	,052	,896	,289	,143	,000	,000		,000	,324	,000
	N	30	30	30	30	30	30	30	30	30	30	30
K9	Pearson Correlation	,583*	,630*	,222	,245	,493**	,714**	,601*	,640*	1	,265	,836**
	Sig. (2-tailed)	,001	,000	,237	,192	,006	,000	,000	,000		,156	,000
	N	30	30	30	30	30	30	30	30	30	30	30
K10	Pearson Correlation	,407*	,329	,000	,224	,212	,264	,299	,186	,265	1	,481**
	Sig. (2-tailed)	,026	,076	1,000	,235	,260	,159	,109	,324	,156		,007
	N	30	30	30	30	30	30	30	30	30	30	30
KE PU TU SA N	Pearson Correlation	,568*	,662*	,465*	,514*	,731**	,813**	,680*	,655*	,836**	,481*	1
	Sig. (2-tailed)	,001	,000	,010	,004	,000	,000	,000	,000	,000	,007	
	N	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).												

Uji Reabilitas

Variabel Fasilitas

Reliability Statistics

Cronbach's Alpha	N of Items
,851	8

Variabel Harga

Reliability Statistics

Cronbach's Alpha	N of Items
,793	4

Variabel Promosi

Reliability Statistics

Cronbach's Alpha	N of Items
,789	5

Variabel Keputusan Berkunjung

Reliability Statistics

Cronbach's Alpha	N of Items
,837	10

Lampiran 4 Identitas Responden

Statistics						
		Jenis Kelamin	Usia	Pendidikan	Pekerjaan	Penghasilan
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0

Jenis Kelamin					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	41	41,0	41,0	41,0
	Perempuan	59	59,0	59,0	100,0
	Total	100	100,0	100,0	

Usia					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<20	17	17,0	17,0	17,0
	20-<25	64	64,0	64,0	81,0
	25-<30	11	11,0	11,0	92,0
	>30	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

Pendidikan					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	3	3,0	3,0	3,0
	SMP	18	18,0	18,0	21,0
	SMA	58	58,0	58,0	79,0
	Sarjana	21	21,0	21,0	100,0
	Total	100	100,0	100,0	

Pekerjaan					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pegawai Negri	5	5,0	5,0	5,0
	Wirausaha	8	8,0	8,0	13,0
	Mahasiswa	44	44,0	44,0	57,0
	Lain-lain	43	43,0	43,0	100,0
	Total	100	100,0	100,0	

Penghasilan					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1jt	40	40,0	40,0	40,0
	1jt-<5jt	45	45,0	45,0	85,0
	5jt-<10jt	10	10,0	10,0	95,0
	>10jt	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

Lampiran 5 Deskripsi Jawaban Responden

F1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ts	2	2,0	2,0	2,0
	ks	32	32,0	32,0	34,0
	s	57	57,0	57,0	91,0
	ss	9	9,0	9,0	100,0
	Total	100	100,0	100,0	

F2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sts	1	1,0	1,0	1,0
	ts	4	4,0	4,0	5,0
	ks	38	38,0	38,0	43,0
	s	51	51,0	51,0	94,0
	ss	6	6,0	6,0	100,0
	Total	100	100,0	100,0	

F3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ts	2	2,0	2,0	2,0
	ks	30	30,0	30,0	32,0
	s	58	58,0	58,0	90,0
	ss	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

F4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ts	2	2,0	2,0	2,0
	ks	31	31,0	31,0	33,0
	s	57	57,0	57,0	90,0
	ss	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

F5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ts	2	2,0	2,0	2,0
	ks	32	32,0	32,0	34,0
	s	50	50,0	50,0	84,0
	ss	16	16,0	16,0	100,0
	Total	100	100,0	100,0	

F6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sts	1	1,0	1,0	1,0
	ts	2	2,0	2,0	3,0
	ks	26	26,0	26,0	29,0
	s	58	58,0	58,0	87,0
	ss	13	13,0	13,0	100,0
	Total	100	100,0	100,0	

F7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ts	1	1,0	1,0	1,0
	ks	37	37,0	37,0	38,0
	s	54	54,0	54,0	92,0
	ss	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

F8					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ts	2	2,0	2,0	2,0
	ks	28	28,0	28,0	30,0
	s	65	65,0	65,0	95,0
	ss	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

H1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ts	4	4,0	4,0	4,0
	ks	26	26,0	26,0	30,0
	s	51	51,0	51,0	81,0
	ss	19	19,0	19,0	100,0
	Total	100	100,0	100,0	

H2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ts	5	5,0	5,0	5,0
	ks	27	27,0	27,0	32,0
	s	54	54,0	54,0	86,0
	ss	14	14,0	14,0	100,0
	Total	100	100,0	100,0	

H3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ts	3	3,0	3,0	3,0
	ks	23	23,0	23,0	26,0
	s	56	56,0	56,0	82,0
	ss	18	18,0	18,0	100,0
	Total	100	100,0	100,0	

H4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ts	4	4,0	4,0	4,0
	ks	24	24,0	24,0	28,0
	s	53	53,0	53,0	81,0
	ss	19	19,0	19,0	100,0
	Total	100	100,0	100,0	

P1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ts	5	5,0	5,0	5,0
	ks	38	38,0	38,0	43,0
	s	50	50,0	50,0	93,0
	ss	7	7,0	7,0	100,0
	Total	100	100,0	100,0	

P2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ts	3	3,0	3,0	3,0
	ks	38	38,0	38,0	41,0
	s	48	48,0	48,0	89,0
	ss	11	11,0	11,0	100,0
	Total	100	100,0	100,0	

P3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ts	2	2,0	2,0	2,0
	ks	37	37,0	37,0	39,0
	s	53	53,0	53,0	92,0
	ss	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

P4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ts	5	5,0	5,0	5,0
	ks	34	34,0	34,0	39,0
	s	57	57,0	57,0	96,0
	ss	4	4,0	4,0	100,0
	Total	100	100,0	100,0	

P5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ts	5	5,0	5,0	5,0
	ks	30	30,0	30,0	35,0
	s	58	58,0	58,0	93,0
	ss	7	7,0	7,0	100,0
	Total	100	100,0	100,0	

K1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ks	15	15,0	15,0	15,0
	s	67	67,0	67,0	82,0
	ss	18	18,0	18,0	100,0
	Total	100	100,0	100,0	

K2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ts	1	1,0	1,0	1,0
	ks	17	17,0	17,0	18,0
	s	66	66,0	66,0	84,0
	ss	16	16,0	16,0	100,0
	Total	100	100,0	100,0	

K3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ts	10	10,0	10,0	10,0
	ks	44	44,0	44,0	54,0
	s	42	42,0	42,0	96,0
	ss	4	4,0	4,0	100,0
	Total	100	100,0	100,0	

K4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ts	5	5,0	5,0	5,0
	ks	26	26,0	26,0	31,0
	s	63	63,0	63,0	94,0
	ss	6	6,0	6,0	100,0
	Total	100	100,0	100,0	

K5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sts	1	1,0	1,0	1,0
	ts	1	1,0	1,0	2,0
	ks	21	21,0	21,0	23,0
	s	61	61,0	61,0	84,0
	ss	16	16,0	16,0	100,0
	Total	100	100,0	100,0	

K6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sts	1	1,0	1,0	1,0
	ts	4	4,0	4,0	5,0
	ks	19	19,0	19,0	24,0
	s	65	65,0	65,0	89,0
	ss	11	11,0	11,0	100,0
	Total	100	100,0	100,0	

K7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ts	3	3,0	3,0	3,0
	ks	29	29,0	29,0	32,0
	s	52	52,0	52,0	84,0
	ss	16	16,0	16,0	100,0
	Total	100	100,0	100,0	

K8					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ts	2	2,0	2,0	2,0
	ks	20	20,0	20,0	22,0
	s	61	61,0	61,0	83,0
	ss	17	17,0	17,0	100,0
	Total	100	100,0	100,0	

K9					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ts	2	2,0	2,0	2,0
	ks	18	18,0	18,0	20,0
	s	57	57,0	57,0	77,0
	ss	23	23,0	23,0	100,0
	Total	100	100,0	100,0	

K10					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sts	1	1,0	1,0	1,0
	ts	1	1,0	1,0	2,0
	ks	20	20,0	20,0	22,0
	s	67	67,0	67,0	89,0
	ss	11	11,0	11,0	100,0
	Total	100	100,0	100,0	

Lampiran 6 Uji Persyaratan Analisis Data

Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		FASILITAS	HARGA	PROMOSI	KEPUTUSAN
N		100	100	100	100
Normal Parameters ^{a,b}	Mean	29,83	15,38	18,20	38,42
	Std. Deviation	3,397	2,343	2,165	4,137
	Absolute	,109	,128	,133	,116
Most Extreme Differences	Positive	,065	,084	,107	,091
	Negative	-,109	-,128	-,133	-,116
Kolmogorov-Smirnov Z		1,086	1,279	1,332	1,157
Asymp. Sig. (2-tailed)		,189	,076	,058	,137

a. Test distribution is Normal.

b. Calculated from data.

Uji Homogenitas

Test of Homogeneity of Variances

FASILITAS

Levene Statistic	df1	df2	Sig.
1,009	11	83	,446

Test of Homogeneity of Variances

HARGA

Levene Statistic	df1	df2	Sig.
,945	10	88	,497

Test of Homogeneity of Variances

PROMOSI

Levene Statistic	df1	df2	Sig.
1,874	9	87	,067

Uji Linearitas

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
KEPUTUSAN * FASILITAS	Between Groups	(Combined)	461,573	16	28,848	1,942	,027
		Linearity	352,097	1	352,097	23,706	,000
		Deviation from Linearity	109,476	15	7,298	,491	,939
	Within Groups		1232,787	83	14,853		
	Total		1694,360	99			

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
KEPUTUSAN * HARGA	Between Groups	(Combined)	678,247	11	61,659	5,340	,000
		Linearity	522,724	1	522,724	45,270	,000
		Deviation from Linearity	155,523	10	15,552	1,347	,219
	Within Groups		1016,113	88	11,547		
	Total		1694,360	99			

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
KEPUTUSAN * PROMOSI	Between Groups	(Combined)	495,786	12	41,315	2,999	,001
		Linearity	379,449	1	379,449	27,543	,000
		Deviation from Linearity	116,337	11	10,576	,768	,671
	Within Groups		1198,574	87	13,777		
	Total		1694,360	99			

Lampiran 7 Uji Analisis Data

Regresi Linier Berganda

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,333	3,320		3,714	,000
	FASILITAS	,309	,110	,254	2,809	,006
	HARGA	,722	,153	,409	4,717	,000
	PROMOSI	,317	,184	,166	1,723	,088

a. Dependent Variable: KEPUTUSAN

Lampiran 8 Uji Hipotesis

Uji R²

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,649 ^a	,421	,403	3,196

a. Predictors: (Constant), PROMOSI, HARGA, FASILITAS

Uji t

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,333	3,320		3,714	,000
	FASILITAS	,309	,110	,254	2,809	,006
	HARGA	,722	,153	,409	4,717	,000
	PROMOSI	,317	,184	,166	1,723	,008

a. Dependent Variable: KEPUTUSAN

Uji F

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	713,808	3	237,936	23,295	,000 ^b
	Residual	980,552	96	10,214		
	Total	1694,360	99			

a. Dependent Variable: KEPUTUSAN

b. Predictors: (Constant), PROMOSI, HARGA, FASILITAS

Lampiran 9 Tabel F

Titik Persentase Distribusi F untuk Probabilita = 0,05															
		N1													
N2	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.90	1.86	1.83	1.80	1.78
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.89	1.86	1.83	1.80	1.78
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.78
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.77
95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.82	1.80	1.77
96	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
97	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
98	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
99	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93	1.89	1.85	1.82	1.79	1.77
101	3.94	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.93	1.88	1.85	1.82	1.79	1.77
102	3.93	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.77
103	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
104	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
105	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.81	1.79	1.76
106	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
107	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
108	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.78	1.76
109	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
110	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
111	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
112	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.96	1.92	1.88	1.84	1.81	1.78	1.76
113	3.93	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.92	1.87	1.84	1.81	1.78	1.76
114	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
115	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
116	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
117	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
118	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
119	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
120	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
121	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
122	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
123	3.92	3.07	2.68	2.45	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
124	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
125	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
126	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.87	1.83	1.80	1.77	1.75
127	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83	1.80	1.77	1.75
128	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83	1.80	1.77	1.75
129	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
130	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
131	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
132	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
133	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
134	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
135	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.82	1.79	1.77	1.74

Lampran 10 Tabel T

Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
df	0.50	0.20	0.10	0.050	0.02	0.010	0.002
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374
101	0.67693	1.28999	1.66008	1.98373	2.36384	2.62539	3.17289
102	0.67690	1.28991	1.65993	1.98350	2.36346	2.62489	3.17206
103	0.67688	1.28982	1.65978	1.98326	2.36310	2.62441	3.17125
104	0.67686	1.28974	1.65964	1.98304	2.36274	2.62393	3.17045
105	0.67683	1.28967	1.65950	1.98282	2.36239	2.62347	3.16967
106	0.67681	1.28959	1.65936	1.98260	2.36204	2.62301	3.16890
107	0.67679	1.28951	1.65922	1.98238	2.36170	2.62256	3.16815
108	0.67677	1.28944	1.65909	1.98217	2.36137	2.62212	3.16741
109	0.67675	1.28937	1.65895	1.98197	2.36105	2.62169	3.16669
110	0.67673	1.28930	1.65882	1.98177	2.36073	2.62126	3.16598
111	0.67671	1.28922	1.65870	1.98157	2.36041	2.62085	3.16528
112	0.67669	1.28916	1.65857	1.98137	2.36010	2.62044	3.16460
113	0.67667	1.28909	1.65845	1.98118	2.35980	2.62004	3.16392
114	0.67665	1.28902	1.65833	1.98099	2.35950	2.61964	3.16326
115	0.67663	1.28896	1.65821	1.98081	2.35921	2.61926	3.16262
116	0.67661	1.28889	1.65810	1.98063	2.35892	2.61888	3.16198
117	0.67659	1.28883	1.65798	1.98045	2.35864	2.61850	3.16135
118	0.67657	1.28877	1.65787	1.98027	2.35837	2.61814	3.16074
119	0.67656	1.28871	1.65776	1.98010	2.35809	2.61778	3.16013
120	0.67654	1.28865	1.65765	1.97993	2.35782	2.61742	3.15954

Lampiran 11 R Tabel

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541
31	0.2913	0.3440	0.4032	0.4421	0.5465
32	0.2869	0.3388	0.3972	0.4357	0.5392
33	0.2826	0.3338	0.3916	0.4296	0.5322
34	0.2785	0.3291	0.3862	0.4238	0.5254
35	0.2746	0.3246	0.3810	0.4182	0.5189
36	0.2709	0.3202	0.3760	0.4128	0.5126
37	0.2673	0.3160	0.3712	0.4076	0.5066
38	0.2638	0.3120	0.3665	0.4026	0.5007
39	0.2605	0.3081	0.3621	0.3978	0.4950
40	0.2573	0.3044	0.3578	0.3932	0.4896
41	0.2542	0.3008	0.3536	0.3887	0.4843
42	0.2512	0.2973	0.3496	0.3843	0.4791
43	0.2483	0.2940	0.3457	0.3801	0.4742
44	0.2455	0.2907	0.3420	0.3761	0.4694

Lampiran 12 Dokumentasi Penelitian



