

LAMPIRAN
KUESIONER PENELITIAN

**“PENGARUH PROMOSI, ATRAKSI WISATA DAN FASILITAS
TERHADAP MINAT BERKUNJUNG”**

Studi pada pengunjung Taman Safari II Prigen, Pasuruan

I. IDENTITAS RESPONDEN

Isilah identitas anda di bawah ini.

1. Nama (boleh inisial) :
2. Jenis Kelamin : Laki-Laki Perempuan
3. Usia : Tahun.
4. Pekerjaan : Karyawan Swasta
 Pegawai Negeri
 Wiraswasta
 Lain-lain
5. Jumlah kunjungan ke TSI II : 1-2 Kali 3-4 Kali.

II. PETUNJUK PENGISIAN

Untuk menjawab pertanyaan yang tersedia pada kuesioner ini, anda cukup memberi tanda centang (√) pada jawaban yang menurut Anda paling tepat.

Keterangan Skor :

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

No	PERNYATAAN	SS	S	N	TS	STS
Variabel Promosi Wisata (X1)						
1.	Promosi yang dilakukan oleh Taman Safari II Prigen melalui media online seperti instagram dan media offline seperti spanduk yang dipasang dipinggir jalan sangat menarik.					
2.	Promosi yang dilakukan oleh Taman Safari II Prigen melalui online dan offline dapat di mengerti.					
3.	Promosi yang dilakukan oleh Taman Safari II Prigen menjangkau ke berbagai kota.					
4.	Promosi pembelian tiket berfoto dengan lumba-lumba mendapat voucher potongan harga souvenir.					
5.	Promosi pembelian tiket melalui kartu debit atau kredit dapat potongan harga tiket.					
Variabel Atraksi Wisata (X2)						
1.	Keindahan alam pegunungan yang terdapat di Taman Safari Indonesia II Prigen sangat menarik.					
2.	Saya tertarik dengan atraksi (gajah, burung, lumba-lumba, harimau, dan aneka satwa) yang					

	diselenggarakan oleh Taman Safari Indonesia II Prigen karena banyak pilihannya.					
3.	Saya tertarik dengan atraksi The Temple Of Terror yang diselenggarakan oleh Taman Safari II Prigen karena memiliki nilai seni bela diri.					
4.	Saya menikmati dan merasakan keseruan saat menyaksikan berbagai atraksi yang telah diselenggarakan.					
5.	Menyaksikan atraksi di Taman Safari Indonesia II Prigen memberikan pengetahuan baru bagi saya.					
6.	Saya sangat tertarik dengan bangunan yang dibuat oleh Taman Safari Indonesia II Prigen seperti tempat habitat satwa (zona amerika-eropa, zona asia, zona afrika dan zona australiana) dan yang lainnya					
Variabel Fasilitas Wisata (X3)						
1.	Fasilitas yang tersedia di Taman Safari cukup lengkap (toilet, kantin, masjid, musholla, toko souvenir).					
2.	Taman safari II Prigen menyediakan fasilitas bus khusus bagi pengunjung saat melakukan safari journey.					
3.	Taman safari II Prigen menyediakan banyak wahana permainan dan setiap wahana permainan ada penjaganya.					
4.	Fasilitas yang tersebar di area Taman Safari Indonesia II seperti tempat parkir, kantin, toko					

	souvenir, toilet, musholla selalu dalam keadaan bersih dan tertata rapi.					
5.	Taman safari II Prigen menyediakan fasilitas penginapan bagi pengunjung.					
6.	Taman safari II Prigen menyediakan fasilitas pelengkap tempat informasi dan juga menyediakan pemandu wisata bagi pengunjung.					
7.	Taman Safari II Prigen menyediakan fasilitas berfoto dengan satwa dari berbagai benua.					
	Variabel Minat Berkunjung (Y)					
1.	Saya ingin berkunjung ke wisata Taman Safari Indonesia II Prigen.					
2.	Saya akan merekomendasikan kepada orang lain untuk berkunjung ke Taman Safari Indonesia II Prigen					
3.	Saya sangat setuju bahwa wisata Taman Safari Indonesia II prigen merupakan tempat wisata yang menarik dan bermanfaat.					
4.	Saya akan mengajak keluarga atau teman untuk berkunjung ke Taman Safari Indonesia II Prigen.					
5.	Beberapa hari belakangan ini saya mencari informasi mengenai Taman Safari Indonesia II Prigen.					

TABULASI DATA KUISIONER

NO	Promosi (X1)						Atraksi Wisata (X2)						Fasilitas (X3)							Minat Berkunjung (Y)							
	1	2	3	4	5	Jml	1	2	3	4	5	6	Jml	1	2	3	4	5	6	7	Jml	1	2	3	4	5	Jml
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LAMPIRAN HASIL UJI

Hasil Uji Validitas

Variabel Promosi Wisata (X1)

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	Total_X1
X1.1	Pearson Correlation	1	.391**	.416**	1.000**	.416**	.837**
	Sig. (2-tailed)		.000	.000	0.000	.000	.000
	N	116	116	116	116	116	116
X1.2	Pearson Correlation	.391**	1	.410**	.391**	.410**	.654**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	116	116	116	116	116	116
X1.3	Pearson Correlation	.416**	.410**	1	.416**	1.000**	.805**
	Sig. (2-tailed)	.000	.000		.000	0.000	.000
	N	116	116	116	116	116	116
X1.4	Pearson Correlation	1.000**	.391**	.416**	1	.416**	.837**
	Sig. (2-tailed)	0.000	.000	.000		.000	.000
	N	116	116	116	116	116	116
X1.5	Pearson Correlation	.416**	.410**	1.000**	.416**	1	.805**
	Sig. (2-tailed)	.000	.000	0.000	.000		.000
	N	116	116	116	116	116	116
Total_X1	Pearson Correlation	.837**	.654**	.805**	.837**	.805**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	116	116	116	116	116	116

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

Variabel Atraksi Wisata (X2)

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Total_X 2
X2.1	Pearson Correlation	1	.414**	.440**	.235*	.573**	.272**	.631**
	Sig. (2-tailed)		.000	.000	.011	.000	.003	.000
	N	116	116	116	116	116	116	116
X2.2	Pearson Correlation	.414**	1	.655**	.764**	.571**	.728**	.868**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	116	116	116	116	116	116	116
X2.3	Pearson Correlation	.440**	.655**	1	.485**	.550**	.529**	.780**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	116	116	116	116	116	116	116
X2.4	Pearson Correlation	.235*	.764**	.485**	1	.490**	.960**	.822**
	Sig. (2-tailed)	.011	.000	.000		.000	.000	.000
	N	116	116	116	116	116	116	116
X2.5	Pearson Correlation	.573**	.571**	.550**	.490**	1	.522**	.788**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	116	116	116	116	116	116	116
X2.6	Pearson Correlation	.272**	.728**	.529**	.960**	.522**	1	.840**
	Sig. (2-tailed)	.003	.000	.000	.000	.000		.000
	N	116	116	116	116	116	116	116
Total_X 2	Pearson Correlation	.631**	.868**	.780**	.822**	.788**	.840**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	116	116	116	116	116	116	116

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

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

Variabel Fasilitas Wisata (X3)

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	Total_X 3
X3.1	Pearson Correlation	1	.752**	.487**	.559**	.487**	.559**	.752**	.798**
	Sig. (2- tailed)		.000	.000	.000	.000	.000	.000	.000
	N	116	116	116	116	116	116	116	116
X3.2	Pearson Correlation	.752**	1	.475**	.539**	.475**	.539**	1.000*	.833**
	Sig. (2- tailed)	.000		.000	.000	.000	.000	0.000	.000
	N	116	116	116	116	116	116	116	116
X3.3	Pearson Correlation	.487**	.475**	1	.606**	1.000*	.606**	.475**	.810**
	Sig. (2- tailed)	.000	.000		.000	0.000	.000	.000	.000
	N	116	116	116	116	116	116	116	116
X3.4	Pearson Correlation	.559**	.539**	.606**	1	.606**	1.000*	.539**	.837**
	Sig. (2- tailed)	.000	.000	.000		.000	0.000	.000	.000
	N	116	116	116	116	116	116	116	116
X3.5	Pearson Correlation	.487**	.475**	1.000*	.606**	1	.606**	.475**	.810**
	Sig. (2- tailed)	.000	.000	0.000	.000		.000	.000	.000
	N	116	116	116	116	116	116	116	116
X3.6	Pearson Correlation	.559**	.539**	.606**	1.000*	.606**	1	.539**	.837**
	Sig. (2- tailed)	.000	.000	.000	0.000	.000		.000	.000
	N	116	116	116	116	116	116	116	116
X3.7	Pearson Correlation	.752**	1.000*	.475**	.539**	.475**	.539**	1	.833**
	Sig. (2- tailed)	.000	0.000	.000	.000	.000	.000		.000
	N	116	116	116	116	116	116	116	116
Total _X3	Pearson Correlation	.798**	.833**	.810**	.837**	.810**	.837**	.833**	1
	Sig. (2- tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	116	116	116	116	116	116	116	116

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

Variabel Minat Berkunjung (Y)

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Total_Y
Y.1	Pearson Correlation	1	.584**	.343**	.556**	.275**	.746**
	Sig. (2-tailed)		.000	.000	.000	.003	.000
	N	116	116	116	116	116	116
Y.2	Pearson Correlation	.584**	1	.386**	.652**	.331**	.800**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	116	116	116	116	116	116
Y.3	Pearson Correlation	.343**	.386**	1	.183*	.417**	.640**
	Sig. (2-tailed)	.000	.000		.050	.000	.000
	N	116	116	116	116	116	116
Y.4	Pearson Correlation	.556**	.652**	.183*	1	.288**	.732**
	Sig. (2-tailed)	.000	.000	.050		.002	.000
	N	116	116	116	116	116	116
Y.5	Pearson Correlation	.275**	.331**	.417**	.288**	1	.685**
	Sig. (2-tailed)	.003	.000	.000	.002		.000
	N	116	116	116	116	116	116
Total_Y	Pearson Correlation	.746**	.800**	.640**	.732**	.685**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	116	116	116	116	116	116

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

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

Hasil Uji Reabilitas

Variabel Promosi Wisata (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.847	5

Variabel Atraksi Wisata (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.875	6

Variabel Fasilitas Wisata (X3)

Reliability Statistics

Cronbach's Alpha	N of Items
.920	7

Variabel Minat Berkunjung

Reliability Statistics

Cronbach's Alpha	N of Items
.759	5

Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		116
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.12169807
Most Extreme Differences	Absolute	.060
	Positive	.053
	Negative	-.060
Test Statistic		.071
Asymp. Sig. (2-tailed)		.200 ^{c,d}

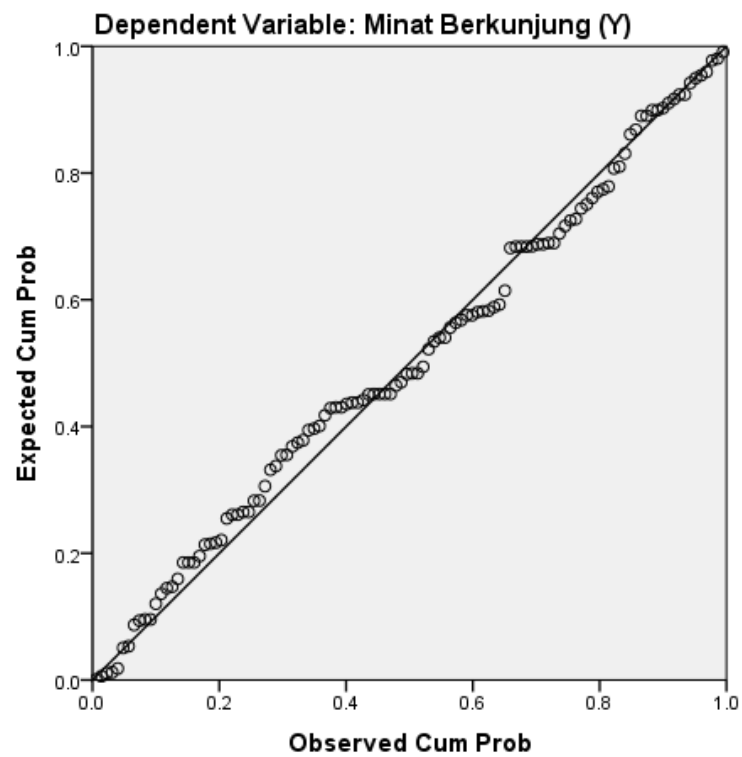
a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Normal P-P Plot of Regression Standardized Residual



Hasil Uji Multikolinieritas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	7.536	2.239		3.366	.001		
Promosi Wisata (X1)	.318	.077	.350	4.119	.000	.921	1.085
Atraksi Wisata(X2)	.114	.057	.170	1.991	.049	.910	1.099
Fasilitas Wisata (X3)	.145	.044	.274	3.298	.001	.966	1.035

a. Dependent Variable: Minat Berkunjung (Y)

Hasil Uji Heterokedastisitas

Correlations

			Promosi Wisata (X1)	Atraksi Wisata(X2)	Fasilitas Wisata (X3)	Unstandardized Residual
Spearman's rho	Promosi Wisata (X1)	Correlation Coefficient	1.000	.347**	-.067	.005
		Sig. (2-tailed)		.000	.476	.960
		N	116	116	116	116
	Atraksi Wisata(X2)	Correlation Coefficient	.347**	1.000	.095	.009
		Sig. (2-tailed)	.000		.308	.920
		N	116	116	116	116
	Fasilitas Wisata (X3)	Correlation Coefficient	-.067	.095	1.000	.079
		Sig. (2-tailed)	.476	.308		.400
		N	116	116	116	116
	Unstandardized Residual	Correlation Coefficient	.005	.009	.079	1.000
		Sig. (2-tailed)	.960	.920	.400	
		N	116	116	116	116

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

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

Hasil Uji Analisis Regresi Berganda

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.504 ^a	.254	.234	2.150

a. Predictors: (Constant), FASILITAS WISATA, PROMOSI WISATA, ATRAKSI WISATA

b. Dependent Variable: MINAT BERKUNJUNG

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	176.350	3	58.783	12.718	.000 ^b
Residual	517.684	112	4.622		
Total	694.034	115			

a. Dependent Variable: MINAT BERKUNJUNG

b. Predictors: (Constant), FASILITAS WISATA, PROMOSI WISATA, ATRAKSI WISATA

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	7.536	2.239		3.366	.001		
Promosi Wisata (X1)	.318	.077	.350	4.119	.000	.921	1.085
Atraksi Wisata(X2)	.114	.057	.170	1.991	.049	.910	1.099
Fasilitas Wisata (X3)	.145	.044	.274	3.298	.001	.966	1.035

a. Dependent Variable: Minat Berkunjung (Y)