

LAMPIRAN

KUESIONER

A. IDENTITAS RESPONDEN

Petunjuk Pengisian : Jawablah identitas diri anda dengan jujur dan benar.

1. Nama :
2. Usia :
3. Jenis Kelamin :

B. DAFTAR PERTANYAAN

Petunjuk Pengisian : Jawablah pertanyaan berikut dengan memberikan tanda centang (√) pada kolom jawaban yang telah disediakan. Setiap kolom jawaban memiliki skor sebagai berikut :

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

Pernyataan berikut bertujuan mengetahui pengaruh :

a. Variabel Aksesibilitas (X1)

| No | Aksesibilitas | STS | TS | N | S | SS |
|----|---|-----|----|---|---|----|
| 1 | Rute perjalanan menuju wisata kebun kurma sangat mudah diakses | | | | | |
| 2 | Jarak tempuh dari rumah saya tidak memakan waktu lama | | | | | |
| 3 | Letak lokasi wisata kebun kurma sangat strategis | | | | | |
| 4 | Terdapat infrastruktur yang unik dan terkonsep | | | | | |
| 5 | Tersedia transportasi umum menuju wisata tersedia disepanjang jalan | | | | | |

b. Variabel Media Sosial (X2)

| No | Media Sosial | STS | TS | N | S | SS |
|----|--|-----|----|---|---|----|
| 1 | Berperan sebagai alat tercepat untuk mempermudah saya mengetahui informasi tempat wisata | | | | | |
| 2 | Membantu saya berkomunitas dengan masyarakat yang ingin berwisata untuk berkunjung | | | | | |

c. Variabel Daya Tarik Wisata (X3)

| No | Daya Tarik Wisata | STS | TS | N | S | SS |
|----|--|-----|----|---|---|----|
| 1 | Lingkungan wisata kebun kurma yang masih bernuansa alami dan modern | | | | | |
| 2 | Terdapat pertunjukandi wisata kebun kurma yang bermanfaat bagi pengunjung | | | | | |
| 3 | Berbagai macam fasilitas yang banyak dan tersedia di wisata kebun kurma | | | | | |
| 4 | Pelayanan yang diberikan pegawai wisata kebun kurma terhadap saya sangat ramah | | | | | |

d. Variabel Keputusan Berkunjung (Y)

| No | Keputusan Berkunjung | STS | TS | N | S | SS |
|----|---|-----|----|---|---|----|
| 1 | Menjadi salah satu faktor kebutuhan yang keluar dari saya untuk refreshing | | | | | |
| 2 | Motivasi yang datang dari saya secara alami untuk melakukan kunjungan wisata | | | | | |
| 3 | Saya lakukan sebagai pencarian informasi dan dijadikan bahan pengevaluasian akan objek wisata kebun kurma | | | | | |
| 4 | Saya terpengaruh dari orang lain untuk melakukan kunjungan wisata kebun kurma | | | | | |

PERHITUNGAN

1. UJI VALIDITAS

X1

Correlations

| | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1 |
|------|---------------------|--------|--------|--------|--------|--------|--------|
| X1.1 | Pearson Correlation | 1 | .065 | .035 | .033 | .256* | .630** |
| | Sig. (2-tailed) | | .529 | .740 | .749 | .012 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 |
| X1.2 | Pearson Correlation | .065 | 1 | .236* | .153 | .079 | .580** |
| | Sig. (2-tailed) | .529 | | .022 | .138 | .444 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 |
| X1.3 | Pearson Correlation | .035 | .236* | 1 | -.103 | -.025 | .453** |
| | Sig. (2-tailed) | .740 | .022 | | .320 | .807 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 |
| X1.4 | Pearson Correlation | .033 | .153 | -.103 | 1 | .345** | .426** |
| | Sig. (2-tailed) | .749 | .138 | .320 | | .001 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 |
| X1.5 | Pearson Correlation | .256* | .079 | -.025 | .345** | 1 | .544** |
| | Sig. (2-tailed) | .012 | .444 | .807 | .001 | | .000 |
| | N | 95 | 95 | 95 | 95 | 95 | 95 |
| X1 | Pearson Correlation | .630** | .580** | .453** | .426** | .544** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 95 | 95 | 95 | 95 | 95 | 95 |

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

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

X.2

Correlations

| | | X2.1 | X2.2 | X2 |
|------|---------------------|--------|--------|--------|
| X2.1 | Pearson Correlation | 1 | .224* | .758** |
| | Sig. (2-tailed) | | .029 | .000 |
| | N | 95 | 95 | 95 |
| X2.2 | Pearson Correlation | .224* | 1 | .805** |
| | Sig. (2-tailed) | .029 | | .000 |
| | N | 95 | 95 | 95 |
| X2 | Pearson Correlation | .758** | .805** | 1 |
| | Sig. (2-tailed) | .000 | .000 | |
| | N | 95 | 95 | 95 |

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

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

X3

Correlations

| | | X3.1 | X3.2 | X3.3 | X3.4 | X3 |
|------|---------------------|--------|--------|--------|--------|--------|
| X3.1 | Pearson Correlation | 1 | .142 | .027 | -.053 | .523** |
| | Sig. (2-tailed) | | .170 | .793 | .608 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 |
| X3.2 | Pearson Correlation | .142 | 1 | .310** | .140 | .659** |
| | Sig. (2-tailed) | .170 | | .002 | .177 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 |
| X3.3 | Pearson Correlation | .027 | .310** | 1 | .245* | .624** |
| | Sig. (2-tailed) | .793 | .002 | | .017 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 |
| X3.4 | Pearson Correlation | -.053 | .140 | .245* | 1 | .559** |
| | Sig. (2-tailed) | .608 | .177 | .017 | | .000 |
| | N | 95 | 95 | 95 | 95 | 95 |
| X3 | Pearson Correlation | .523** | .659** | .624** | .559** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 95 | 95 | 95 | 95 | 95 |

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

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

Y

Correlations

| | | Y1 | Y2 | Y3 | Y4 | Y |
|----|---------------------|--------|--------|--------|--------|--------|
| Y1 | Pearson Correlation | 1 | .151 | .178 | -.100 | .551** |
| | Sig. (2-tailed) | | .144 | .084 | .333 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 |
| Y2 | Pearson Correlation | .151 | 1 | .252* | .448** | .744** |
| | Sig. (2-tailed) | .144 | | .014 | .000 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 |
| Y3 | Pearson Correlation | .178 | .252* | 1 | .168 | .605** |
| | Sig. (2-tailed) | .084 | .014 | | .103 | .000 |
| | N | 95 | 95 | 95 | 95 | 95 |
| Y4 | Pearson Correlation | -.100 | .448** | .168 | 1 | .582** |
| | Sig. (2-tailed) | .333 | .000 | .103 | | .000 |
| | N | 95 | 95 | 95 | 95 | 95 |
| Y | Pearson Correlation | .551** | .744** | .605** | .582** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 95 | 95 | 95 | 95 | 95 |

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

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

2. UJI REALIBITAS

X.1

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .683 | 6 |

X.2

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .818 | 3 |

X3

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .710 | 5 |

Y

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .732 | 5 |

3. STATISTIK DESKRIPTIF

X1

X1.1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 1 | 3 | 3.2 | 3.2 | 3.2 |
| 2 | 6 | 6.3 | 6.3 | 9.5 |
| 3 | 6 | 6.3 | 6.3 | 15.8 |
| 4 | 44 | 46.3 | 46.3 | 62.1 |
| 5 | 36 | 37.9 | 37.9 | 100.0 |
| Total | 95 | 100.0 | 100.0 | |

X1.2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 4 | 4.2 | 4.2 | 4.2 |
| 3 | 6 | 6.3 | 6.3 | 10.5 |
| 4 | 46 | 48.4 | 48.4 | 58.9 |
| 5 | 39 | 41.1 | 41.1 | 100.0 |
| Total | 95 | 100.0 | 100.0 | |

X1.3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 2 | 2.1 | 2.1 | 2.1 |
| 3 | 13 | 13.7 | 13.7 | 15.8 |
| 4 | 46 | 48.4 | 48.4 | 64.2 |
| 5 | 34 | 35.8 | 35.8 | 100.0 |
| Total | 95 | 100.0 | 100.0 | |

X1.4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 3 | 3.2 | 3.2 | 3.2 |
| 4 | 44 | 46.3 | 46.3 | 49.5 |
| 5 | 48 | 50.5 | 50.5 | 100.0 |
| Total | 95 | 100.0 | 100.0 | |

X1.5

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 4 | 4.2 | 4.2 | 4.2 |
| 4 | 31 | 32.6 | 32.6 | 36.8 |
| 5 | 60 | 63.2 | 63.2 | 100.0 |
| Total | 95 | 100.0 | 100.0 | |

Statistics

| | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1 |
|--------------------|------|------|------|------|------|-------|
| N Valid | 95 | 95 | 95 | 95 | 95 | 95 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | 4.09 | 4.26 | 4.18 | 4.47 | 4.59 | 21.60 |
| Std. Error of Mean | .102 | .078 | .076 | .058 | .059 | .200 |
| Std. Deviation | .990 | .761 | .743 | .562 | .574 | 1.954 |
| Sum | 389 | 405 | 397 | 425 | 436 | 2052 |

X2

X2.1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 3 | 3.2 | 3.2 | 3.2 |
| 3 | 14 | 14.7 | 14.7 | 17.9 |
| 4 | 43 | 45.3 | 45.3 | 63.2 |
| 5 | 35 | 36.8 | 36.8 | 100.0 |
| Total | 95 | 100.0 | 100.0 | |

X2.2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 1 | 2 | 2.1 | 2.1 | 2.1 |
| 2 | 1 | 1.1 | 1.1 | 3.2 |
| 3 | 16 | 16.8 | 16.8 | 20.0 |
| 4 | 42 | 44.2 | 44.2 | 64.2 |
| 5 | 34 | 35.8 | 35.8 | 100.0 |
| Total | 95 | 100.0 | 100.0 | |

Statistics

| | X2.1 | X2.2 | X2 |
|--------------------|------|------|-------|
| N Valid | 95 | 95 | 95 |
| Missing | 0 | 0 | 0 |
| Mean | 4.16 | 4.11 | 8.26 |
| Std. Error of Mean | .081 | .089 | .133 |
| Std. Deviation | .790 | .869 | 1.298 |
| Sum | 395 | 390 | 785 |

X3

X3.1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 3 | 3.2 | 3.2 | 3.2 |
| 3 | 14 | 14.7 | 14.7 | 17.9 |
| 4 | 43 | 45.3 | 45.3 | 63.2 |
| 5 | 35 | 36.8 | 36.8 | 100.0 |
| Total | 95 | 100.0 | 100.0 | |

X3.2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 1 | 1.1 | 1.1 | 1.1 |
| 3 | 10 | 10.5 | 10.5 | 11.6 |
| 4 | 48 | 50.5 | 50.5 | 62.1 |
| 5 | 36 | 37.9 | 37.9 | 100.0 |
| Total | 95 | 100.0 | 100.0 | |

X3.3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 8 | 8.4 | 8.4 | 8.4 |
| 4 | 49 | 51.6 | 51.6 | 60.0 |
| 5 | 38 | 40.0 | 40.0 | 100.0 |
| Total | 95 | 100.0 | 100.0 | |

X3.4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 1 | 1.1 | 1.1 | 1.1 |
| 3 | 14 | 14.7 | 14.7 | 15.8 |
| 4 | 46 | 48.4 | 48.4 | 64.2 |
| 5 | 34 | 35.8 | 35.8 | 100.0 |
| Total | 95 | 100.0 | 100.0 | |

Statistics

| | X3.1 | X3.2 | X3.3 | X3.4 | X3 |
|--------------------|------|------|------|------|-------|
| N Valid | 95 | 95 | 95 | 95 | 95 |
| Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | 4.16 | 4.25 | 4.32 | 4.19 | 16.92 |
| Std. Error of Mean | .081 | .070 | .064 | .074 | .170 |
| Std. Deviation | .790 | .684 | .623 | .719 | 1.655 |
| Sum | 395 | 404 | 410 | 398 | 1607 |

Y

Y1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 1 | 2 | 2.1 | 2.1 | 2.1 |
| 2 | 1 | 1.1 | 1.1 | 3.2 |
| 3 | 16 | 16.8 | 16.8 | 20.0 |
| 4 | 42 | 44.2 | 44.2 | 64.2 |
| 5 | 34 | 35.8 | 35.8 | 100.0 |
| Total | 95 | 100.0 | 100.0 | |

Y2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 4 | 4.2 | 4.2 | 4.2 |
| 3 | 10 | 10.5 | 10.5 | 14.7 |
| 4 | 49 | 51.6 | 51.6 | 66.3 |
| 5 | 32 | 33.7 | 33.7 | 100.0 |
| Total | 95 | 100.0 | 100.0 | |

Y3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 15 | 15.8 | 15.8 | 15.8 |
| 4 | 52 | 54.7 | 54.7 | 70.5 |
| 5 | 28 | 29.5 | 29.5 | 100.0 |
| Total | 95 | 100.0 | 100.0 | |

Y4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 1 | 1.1 | 1.1 | 1.1 |
| 3 | 14 | 14.7 | 14.7 | 15.8 |
| 4 | 46 | 48.4 | 48.4 | 64.2 |
| 5 | 34 | 35.8 | 35.8 | 100.0 |
| Total | 95 | 100.0 | 100.0 | |

Statistics

| | Y1 | Y2 | Y3 | Y4 | Y |
|--------------------|------|------|------|------|-------|
| N Valid | 95 | 95 | 95 | 95 | 95 |
| Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | 4.11 | 4.15 | 4.14 | 4.19 | 16.58 |
| Std. Error of Mean | .089 | .079 | .068 | .074 | .192 |
| Std. Deviation | .869 | .771 | .662 | .719 | 1.871 |
| Sum | 390 | 394 | 393 | 398 | 1575 |



PT. DUTA PUTRI BERSAUDARA

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Sukorejo, 15 Agustus 2019

Kepada

Nomer : 016/DPB/15/08/2019

Yth. Bapak Dekan Fakultas

Lampiran : -

Ilmu Sosial Ilmu Politik

Hal : Pemberitahuan

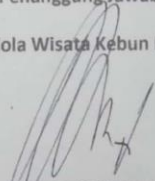
Universitas Yudharta

Di Tempat

Berkaitan dengan surat Bapak nomer 0334/S9/FISIP.UYP/II/08/2019 tanggal 05 Agustus 2019 perihal riset/survey di Wisata Kebun Kurma, maka bersama ini kami terima mahasiswa Bapak untuk melaksanakan riset/survey di tempat kami sebagaimana pada pokok isi surat.

Demikian Pemberitahuan ini kami sampaikan untuk di ketahui sebagaimana perlunya

Penanggung Jawab
Pengelola Wisata Kebun Kurma


H. ABD SOCHIB, SP

CURRICULUM VITAE



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