

## Lampiran 1 Kuisisioner

### KUESIONER

#### **Pengaruh Citra destinasi dan *Experiential Marketing* Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen (Studi Pada Pengunjung Pantai Papuma Jember)**

Yth. Responden Penelitian

Di tempat

Dengan hormat,

Dalam rangka menyusun skripsi guna memenuhi syarat menyelesaikan studi program S1 di Fakultas Ekonomi Universitas Muhammadiyah Jember, peneliti memohon kesediaan Bapak/Sdr untuk memberi informasi dengan mengisi pernyataan yang tersedia dalam kuisisioner penelitian ini dengan jujur, lengkap dan apa adanya. Judul penelitian ini adalah “Pengaruh Citra destinasi dan *Experiential Marketing* Dan Kausalitas Pelayanan Terhadap Kepuasan Konsumen (Studi Pada Pengunjung Pantai Papuma Jember)”

Informasi yang Bapak/Ibu/Sdr/i berikan hanya digunakan untuk kalangan terbatas, dalam artian hanya digunakan untuk kepentingan penelitian ini saja. Peneliti menjamin kerahasiaan identitas pribadi responden serta jawaban yang diperoleh dari Bapak/Ibu/Sdr/i.

Atas kesediaan dan kerjasama Bapak/Ibu/Sdr/i yang berkenan untuk meluangkan waktu mengisi kuisisioner ini, peneliti mengucapkan terimakasih.

Hormat saya,

Alvin Lukman Jehan

## A. IDENTITAS RESPONDEN

1. Nama :
2. Umur :
3. Jenis kelamin :  
 Laki-laki                       Perempuan
4. Profesi :  
 Pegawai Negeri     Pegawai Swasta     Wiraswasta  
 TNI/Polri             Pensiun                 Mahasiswa/Siswa  
 Ibu Rumah Tangga
5. Status berkeluarga :  
 Menikah                       Belum Menikah
6. Asal kota :  
 Jember                       Luar Jember (.....)
7. Rekan kunjungan :  
 Teman                       Keluarga
8. Frekuensi kunjungan : ..... Kali

## B. PETUNJUK PENGISIAN

1. Pernyataan-pernyataan berikut ini mohon diisi dengan jujur dan sesuai dengan keadaan serta kenyataan yang ada.
2. Berikan tanda centang (√) pada salah satu kolom setiap pernyataan sesuai dengan apa yang anda alami dan rasakan. Terdapat lima kategori jawaban, yaitu :
  - a. Sangat Setuju                      = SS
  - b. Setuju                                      = S
  - c. Cukup Setuju                      = CS
  - d. Tidak Setuju                      = TS
  - e. Sangat Tidak Setuju                      = STS

## C. DAFTAR PERNYATAAN

### 1. Citra Destinasi

No	PERNYATAAN	JAWABAN				
		SS	S	CS	TS	STS
		5	4	3	2	1
1.	Pantai Papuma menarik untuk dikunjungi karena pemandangan alamnya					
2.	Akses menuju pantai Papuma mudah dijangkau					
3.	Kualitas jalan menuju Pantai Papuma sudah baik					
4.	Terdapat pulau kecil di bibir pantai yang menambah keindahan pantai Papuma					
5.	Keindahan matahari terbenam ( <i>sunset</i> ) yang menambah keeksotisan pantai Papuma					
6.	Pantai Papuma layak dijadikan tujuan wisata					

## 2. *Experiential Marketing*

No	PERNYATAAN	JAWABAN				
		SS	S	CS	TS	STS
		5	4	3	2	1
1.	Pemandangan pantai Papuma sangat indah					
2.	Ketika berada di pantai Papuma terasa nyaman					
3.	Keindahan alam pantai Papuma membuat berpikir tentang kebesaran tuhan					
4.	Fasilitas yang disediakan selama berada di pantai Papuma sangat layak di pakai (toilet, mushola, parkir dll)					
5.	Penjaga pantai Papuma selalu siap membantu disegala kemungkinan yang akan terjadi.					
6.	Penjual disekitar pantai Papuma sangat ramah					
7.	Selama berwisata di pantai Papuma dapat berinteraksi dengan pengunjung diberbagai daerah					

### 3. Kualitas Pelayanan

No	PERNYATAAN	JAWABAN				
		SS	S	CS	TS	STS
		5	4	3	2	1
1.	Pantai Papuma memberikan pelayanan yang sesuai dengan apa yang harus diberikan oleh para konsumen.					
2.	Pegawai Pantai Papuma melayani konsumen sesuai dengan bidangnya masing-masing.					
3.	Pegawai Pantai Papuma bersikap yang ramah pada konsumen.					
4.	Pegawai Pantai Papuma membantu ketika konsumen mempunyai keluhan.					
5.	Kebersihan pada Pantai Papuma tetap terjaga					

### 4. Kepuasan Konsumen

No	PERNYATAAN	JAWABAN				
		SS	S	CS	TS	STS
		5	4	3	2	1
1.	Berwisata di Pantai Papuma menyenangkan					
2.	Selama berwisata di pantai Papuma tidak ada hambatan					
3.	Keindahan pantai Papuma melebihi apa yang dibayangkan					

## Lampiran 2 Rekapitulasi Kuisisioner

NO	Citra Destinasi						X1	Experiential Marketing							X2	Kualitas Pelayanan					X3	Kepuasan Konsumen			Y
	1	2	3	4	5	6		1	2	3	4	5	6	7		1	2	3	4	5		1	2	3	
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120	5	5	4	4	4	4	26	5	4	4	4	5	4	5	31	4	5	5	5	3	22	5	5	4	14
121	4	4	4	3	4	3	22	5	5	5	4	4	4	4	31	4	4	4	4	4	20	4	4	4	12

122	4	4	4	5	4	4	25	5	5	4	4	4	4	5	31	4	4	3	5	5	21	3	4	5	12
123	4	4	4	4	3	4	23	4	4	5	3	3	3	3	25	4	2	2	4	4	16	4	4	4	12
124	4	4	5	5	5	4	27	4	3	4	3	2	4	5	25	4	4	4	4	5	21	3	4	3	10
125	3	4	4	4	5	4	24	4	4	4	3	2	4	4	25	5	4	4	5	4	22	5	4	4	13
126	5	4	4	5	4	5	27	4	4	4	4	3	4	4	27	4	4	4	4	4	20	4	4	4	12

### Lampiran 3 Jawaban Responden

**X1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8	.8
	2.00	4	3.2	3.2	4.0
	3.00	20	15.9	15.9	19.8
	4.00	53	42.1	42.1	61.9
	5.00	48	38.1	38.1	100.0
	Total	126	100.0	100.0	

**X1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	7	5.6	5.6	5.6
	3.00	17	13.5	13.5	19.0
	4.00	70	55.6	55.6	74.6
	5.00	32	25.4	25.4	100.0
	Total	126	100.0	100.0	

**X1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.6	1.6	1.6
	2.00	4	3.2	3.2	4.8
	3.00	31	24.6	24.6	29.4

	4.00	66	52.4	52.4	81.7
	5.00	23	18.3	18.3	100.0
	Total	126	100.0	100.0	

**X1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8	.8
	2.00	8	6.3	6.3	7.1
	3.00	25	19.8	19.8	27.0
	4.00	62	49.2	49.2	76.2
	5.00	30	23.8	23.8	100.0
	Total	126	100.0	100.0	

**X1.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	5	4.0	4.0	4.0
	2.00	3	2.4	2.4	6.3
	3.00	12	9.5	9.5	15.9
	4.00	73	57.9	57.9	73.8
	5.00	33	26.2	26.2	100.0
	Total	126	100.0	100.0	

**X1.6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8	.8

2.00	4	3.2	3.2	4.0
3.00	13	10.3	10.3	14.3
4.00	64	50.8	50.8	65.1
5.00	44	34.9	34.9	100.0
Total	126	100.0	100.0	

**X2.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	5	4.0	4.0	4.0
3.00	18	14.3	14.3	18.3
4.00	69	54.8	54.8	73.0
5.00	34	27.0	27.0	100.0
Total	126	100.0	100.0	

**X2.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	4	3.2	3.2	3.2
2.00	7	5.6	5.6	8.7
3.00	14	11.1	11.1	19.8
4.00	65	51.6	51.6	71.4
5.00	36	28.6	28.6	100.0
Total	126	100.0	100.0	

**X2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8	.8
	2.00	4	3.2	3.2	4.0
	3.00	16	12.7	12.7	16.7
	4.00	63	50.0	50.0	66.7
	5.00	42	33.3	33.3	100.0
	Total	126	100.0	100.0	

**X2.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8	.8
	2.00	4	3.2	3.2	4.0
	3.00	22	17.5	17.5	21.4
	4.00	71	56.3	56.3	77.8
	5.00	28	22.2	22.2	100.0
	Total	126	100.0	100.0	

**X2.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8	.8
	2.00	9	7.1	7.1	7.9
	3.00	24	19.0	19.0	27.0
	4.00	68	54.0	54.0	81.0
	5.00	24	19.0	19.0	100.0
	Total	126	100.0	100.0	

**X2.6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	2.4	2.4	2.4
	3.00	22	17.5	17.5	19.8
	4.00	77	61.1	61.1	81.0
	5.00	24	19.0	19.0	100.0
	Total	126	100.0	100.0	

**X2.7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	7	5.6	5.6	5.6
	3.00	19	15.1	15.1	20.6
	4.00	73	57.9	57.9	78.6
	5.00	27	21.4	21.4	100.0
	Total	126	100.0	100.0	

**X3.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.6	1.6	1.6
	2.00	1	.8	.8	2.4
	3.00	18	14.3	14.3	16.7
	4.00	62	49.2	49.2	65.9
	5.00	43	34.1	34.1	100.0
	Total	126	100.0	100.0	



**X3.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	7	5.6	5.6	5.6
	3.00	18	14.3	14.3	19.8
	4.00	74	58.7	58.7	78.6
	5.00	27	21.4	21.4	100.0
	Total	126	100.0	100.0	

**X3.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.6	1.6	1.6
	2.00	3	2.4	2.4	4.0
	3.00	25	19.8	19.8	23.8
	4.00	70	55.6	55.6	79.4
	5.00	26	20.6	20.6	100.0
	Total	126	100.0	100.0	

**X3.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8	.8
	2.00	7	5.6	5.6	6.3
	3.00	19	15.1	15.1	21.4
	4.00	73	57.9	57.9	79.4
	5.00	26	20.6	20.6	100.0
	Total	126	100.0	100.0	

**X3.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	5	4.0	4.0	4.0
	3.00	20	15.9	15.9	19.8
	4.00	62	49.2	49.2	69.0
	5.00	39	31.0	31.0	100.0
	Total	126	100.0	100.0	

**Y.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	8	6.3	6.3	6.3
	3.00	17	13.5	13.5	19.8
	4.00	70	55.6	55.6	75.4
	5.00	31	24.6	24.6	100.0
	Total	126	100.0	100.0	

**Y.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	1.6	1.6	1.6
	3.00	22	17.5	17.5	19.0
	4.00	73	57.9	57.9	77.0
	5.00	29	23.0	23.0	100.0
	Total	126	100.0	100.0	

**Y.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.6	1.6	1.6
	2.00	2	1.6	1.6	3.2
	3.00	26	20.6	20.6	23.8
	4.00	73	57.9	57.9	81.7
	5.00	23	18.3	18.3	100.0
	Total	126	100.0	100.0	





X2.7	Pearson	.210 <sup>*</sup>	.096	.048	.226 <sup>*</sup>	.172	.135	1	.475 <sup>**</sup>
	Correlation								
	Sig. (2-tailed)	.018	.284	.593	.011	.054	.132		.000
	N	126	126	126	126	126	126	126	126
X2	Pearson	.604 <sup>**</sup>	.586 <sup>**</sup>	.472 <sup>**</sup>	.626 <sup>**</sup>	.577 <sup>**</sup>	.526 <sup>**</sup>	.475 <sup>**</sup>	1
	Correlation								
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	126	126	126	126	126	126	126	126

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

#### Correlations

	X3.1	X3.2	X3.3	X3.4	X3.5	X3
X3.1	1	.244 <sup>**</sup>	.280 <sup>**</sup>	.375 <sup>**</sup>	.199 <sup>*</sup>	.683 <sup>**</sup>
	Correlation					
	Sig. (2-tailed)	.006	.002	.000	.026	.000
	N	126	126	126	126	126
X3.2	.244 <sup>**</sup>	1	.282 <sup>**</sup>	.372 <sup>**</sup>	.071	.629 <sup>**</sup>
	Correlation					
	Sig. (2-tailed)	.006	.001	.000	.430	.000
	N	126	126	126	126	126
X3.3	.280 <sup>**</sup>	.282 <sup>**</sup>	1	.138	.149	.600 <sup>**</sup>
	Correlation					
	Sig. (2-tailed)	.002	.001	.123	.096	.000
	N	126	126	126	126	126
X3.4	.375 <sup>**</sup>	.372 <sup>**</sup>	.138	1	.159	.665 <sup>**</sup>
	Correlation					
	Sig. (2-tailed)	.000	.000	.123	.075	.000
	N	126	126	126	126	126
X3.5	.199 <sup>*</sup>	.071	.149	.159	1	.512 <sup>**</sup>
	Correlation					
	Sig. (2-tailed)	.026	.430	.096	.075	.000

	N	126	126	126	126	126	126
X3	Pearson Correlation	.683**	.629**	.600**	.665**	.512**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	126	126	126	126	126	126

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

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

#### Correlations

		Y.1	Y.2	Y.3	Y
Y.1	Pearson Correlation	1	.248**	.023	.657**
	Sig. (2-tailed)		.005	.795	.000
	N	126	126	126	126
Y.2	Pearson Correlation	.248**	1	.248**	.715**
	Sig. (2-tailed)	.005		.005	.000
	N	126	126	126	126
Y.3	Pearson Correlation	.023	.248**	1	.636**
	Sig. (2-tailed)	.795	.005		.000
	N	126	126	126	126
Y	Pearson Correlation	.657**	.715**	.636**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	126	126	126	126

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

## b. Uji Reliabilitas

X1

### Reliability Statistics

Cronbach's Alpha	N of Items
.763	7

X2

### Reliability Statistics

Cronbach's Alpha	N of Items
.723	8

X3

### Reliability Statistics

Cronbach's Alpha	N of Items
.743	6

Y

### Reliability Statistics

Cronbach's Alpha	N of Items
.750	4



## Lampiran 5 Analisis Regresi Linier Berganda

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.817 <sup>a</sup>	.667	.659	.87863

a. Predictors: (Constant), X3, X2, X1

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	188.675	3	62.892	81.467	.000 <sup>b</sup>
	Residual	94.182	122	.772		
	Total	282.857	125			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.042	.789		.053	.958
	X1	.119	.031	.263	3.879	.000
	X2	.125	.031	.257	4.049	.000
	X3	.276	.043	.450	6.493	.000

a. Dependent Variable: Y

## Lampiran 6 Uji Asumsi Klasik

### a. Uji Normalitas Data

One-Sample Kolmogorov-Smirnov Test

		X1	X2	X3	Y
N		126	126	126	126
Normal Parameters <sup>a,b</sup>	Mean	24.0159	27.8492	20.0000	11.9048
	Std. Deviation	3.32020	3.09339	2.44949	1.50428
Most Extreme Differences	Absolute	.125	.115	.143	.208
	Positive	.089	.083	.088	.197
	Negative	-.125	-.115	-.143	-.208
Test Statistic		.125	.115	.143	.208
Asymp. Sig. (2-tailed)		.188 <sup>c</sup>	.200 <sup>c</sup>	.142 <sup>c</sup>	.098 <sup>c</sup>

- a. Test distribution is Normal.  
b. Calculated from data.  
c. Lilliefors Significance Correction.

### b. Uji Multikolinearitas

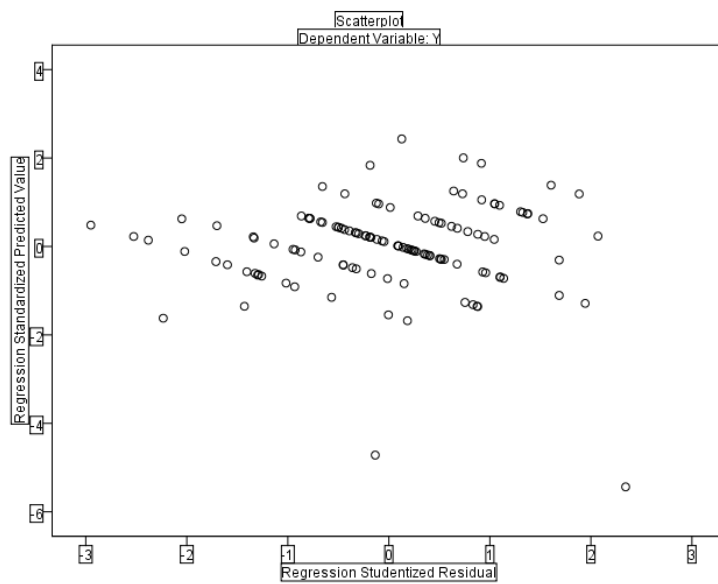
Coefficients<sup>a</sup>

Model	Unstandardize		Standardize	t	Sig.	Collinearity	
	d Coefficients					d	Statistics
	B	Std. Error	Beta				Toleranc
1 (Constant)	.042	.789		.053	.958		
X1	.119	.031	.263	3.879	.000	.594	1.684
X2	.125	.031	.257	4.049	.000	.678	1.474

X3	.276	.043	.450	6.493	.000	.569	1.758
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a. Dependent Variable: Y

### c. Uji Heteroskedastisitas



## Lampiran 7 Uji Hipotesis

### a. Uji t

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.042	.789		.053	.958
	X1	.119	.031	.263	3.879	.000
	X2	.125	.031	.257	4.049	.000
	X3	.276	.043	.450	6.493	.000

a. Dependent Variable: Y

### b. Uji F

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	188.675	3	62.892	81.467	.000 <sup>b</sup>
	Residual	94.182	122	.772		
	Total	282.857	125			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

### c. Uji Koefisienan Determinasi

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.817 <sup>a</sup>	.667	.659	.87863

a. Predictors: (Constant), X3, X2, X1

### Lampiran 8 Rtabel

N	The Level of Significance		N	The Level of Significance	
	5%	1%		5%	1%
3	0.997	0.999	38	0.320	0.413
4	0.950	0.990	39	0.316	0.408
5	0.878	0.959	40	0.312	0.403
6	0.811	0.917	41	0.308	0.398
7	0.754	0.874	42	0.304	0.393
8	0.707	0.834	43	0.301	0.389
9	0.666	0.798	44	0.297	0.384
10	0.632	0.765	45	0.294	0.380
11	0.602	0.735	46	0.291	0.376
12	0.576	0.708	47	0.288	0.372
13	0.553	0.684	48	0.284	0.368
14	0.532	0.661	49	0.281	0.364
15	0.514	0.641	50	0.279	0.361
16	0.497	0.623	55	0.266	0.345
17	0.482	0.606	60	0.254	0.330
18	0.468	0.590	65	0.244	0.317
19	0.456	0.575	70	0.235	0.306
20	0.444	0.561	75	0.227	0.296
21	0.433	0.549	80	0.220	0.286
22	0.432	0.537	85	0.213	0.278
23	0.413	0.526	90	0.207	0.267
24	0.404	0.515	95	0.202	0.263
25	0.396	0.505	100	0.195	0.256
26	0.388	0.496	125	0.176	0.230
27	0.381	0.487	150	0.159	0.210
28	0.374	0.478	175	0.148	0.194
29	0.367	0.470	200	0.138	0.181
30	0.361	0.463	300	0.113	0.148
31	0.355	0.456	400	0.098	0.128
32	0.349	0.449	500	0.088	0.115
33	0.344	0.442	600	0.080	0.105
34	0.339	0.436	700	0.074	0.097
35	0.334	0.430	800	0.070	0.091
36	0.329	0.424	900	0.065	0.086
37	0.325	0.418	1000	0.062	0.081

## Lampiran 9 Dokumentasi



