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6. Rekreasi atau Kunjungan Dengan

Sendiri

Dengan Pasangan

Keluarga

B. Pernyataan Mengenai Media Promosi

- Berilah tanda () pada jawaban yang anda pilih.
- Apabila terjadi kesalahan dalam pengisian jawaban, berilah tanda (O) pada jawaban yang salah tersebut, kemudian berilah tanda () pada jawaban yang benar.

Keterangan :

1 = Sangat Tidak Setuju

4 = Sangat Setuju

2 = Tidak Setuju

5 = Sangat Setuju Sekali

3 = Setuju

No	Variabel Produk	SSS	SS	S	TS	STS
1	Ragam produk buah sangat bervariasi					
2	Kualitas Produk buah sangat baik					
3	Kemasan Produk buah Mekarsari sangat menarik					
4	Nama Produk buah mekarsari sangat unik					
5	Wahannya berbeda dengan wahana di tempat wisata lain					

No	Variabel Media Promosi	SSS	SS	S	TS	STS
1	Promosi melalui Media Cetak dan Media Elektronik(Majalah atau Koran dan Sosial Media) dan brosur menarik perhatian saya.					
2	Publisitas mengenai produk buah maupun produk wisata membuat saya menambah pengetahuan tentang Taman Buah Mekarsari					
3	Promosi melalui Pameran dan Pekan Rayamenarik perhatian saya dan berkeinginan untuk berkunjung ke Taman Buah Mekarsari					
4	Sales Call yang dilakukan membuat saya tahu mengenai Taman Buah Mekarsari					
5	Penjualan Tiket dengan menggunakan booth-booth di tempat umum memudahkan saya dalam membeli tiket masuk Taman Buah Mekarsari					

No	Variabel Orang	SSS	SS	S	TS	STS
1	Jumlah karyawannya banyak					
2	Karyawannya berpenampilan rapih					
3	Pelayanan sesuai dengan yang diharapkan pengunjung					
4	Setiap karyawan bekerja dengan semestinya					
5	Aktivitas karyawannya tidak mengganggu kenyamanan Pengunjung					

No	Variabel Bukti Fisik	SSS	SS	S	TS	STS
1	Design nya Unik					
2	Peralatan Perkebunannya lengkap					
3	Petunjuk arah dan wahana sudah jelas					
4	Cara Berpakaian Karyawannya sopan					
5	Buah yang dihasilkan unik bentuknya					
6	Adanya Kartu Member					
7	Produk buah yang dihasilkan adalah kualitas unggul					
8	Adanya garansi penggantian buah baru apabila ditemukan dengan kualitas buruk					

No	Variabel Keputusan Kunjungan	SSS	SS	S	TS	STS
1	Kualitas buah panen yang dijual sangat baik					
2	Penyajian Wahana yang diberikan berbeda dengan objek wisata lain.					
3	Barang yang dicari hanya ada di Taman Buah Mekrsari					
4	Karna ingin membeli yang fresh dari kebunnya					
5	Membagikan kesan-kesan keseruan berwisata dengan teman dan keluarga					
6	Mengajak teman dan keluarga untuk berlibur, dikarenakan objek wisata yang masih fresh					
7	Membagikan Pengalaman berwisata di media social					
8	Melakukan kunjungan ulang karena menjadi momen bernostalgia					
9	Merasa puas dengan pelayanan yang diberikan sehingga melakukan kunjungan kembali					

Lampiran 2

Data Validitas dan Reliabilitas

No	Variabel X1 Produk					Total	No	Variabel X2 Media Promosi					Total	No	Variabel X3 Orang					Total
1	3	3	3	3	3	15	1	3	3	3	3	3	15	1	5	5	5	5	5	25
2	3	3	3	3	3	15	2	3	3	3	3	3	15	2	3	4	2	1	1	11
3	3	3	3	3	3	15	3	3	3	3	3	3	15	3	5	5	5	5	5	25
4	3	3	3	3	3	15	4	3	3	3	3	3	15	4	3	4	2	1	1	11
5	3	3	3	3	3	15	5	3	3	3	3	3	15	5	3	4	2	1	1	11
6	4	3	3	3	3	16	6	4	3	3	3	3	16	6	3	4	3	4	4	18
7	3	3	3	3	4	16	7	3	3	3	3	4	16	7	4	5	4	4	4	21
8	2	2	2	2	2	10	8	2	2	2	2	2	10	8	4	2	4	2	2	14
9	3	4	3	3	3	16	9	3	4	3	3	3	16	9	3	4	3	3	3	16
10	3	3	4	3	3	16	10	3	3	4	3	3	16	10	4	3	2	3	3	15
11	4	4	3	3	3	17	11	4	4	3	3	3	17	11	3	3	4	3	3	16
12	4	4	3	3	3	17	12	4	4	3	3	3	17	12	3	3	4	3	3	16
13	4	4	3	3	3	17	13	4	4	3	3	3	17	13	3	3	4	3	3	16
14	4	4	3	3	3	17	14	4	4	3	3	3	17	14	3	3	4	3	3	16
15	4	4	3	3	3	17	15	4	4	3	3	3	17	15	3	3	4	3	3	16
16	3	3	4	4	4	18	16	3	3	4	4	4	18	16	5	5	5	5	5	25
17	2	2	2	2	2	10	17	2	2	2	2	2	10	17	2	4	2	2	2	12
18	2	2	2	2	2	10	18	2	2	2	2	2	10	18	2	4	2	2	2	12
19	2	2	2	2	2	10	19	2	2	2	2	2	10	19	5	5	3	3	2	18
20	2	2	2	2	2	10	20	2	2	2	2	2	10	20	2	4	2	2	2	12
21	3	3	3	3	3	15	21	3	3	3	3	3	15	21	3	4	3	3	3	16
22	3	3	3	3	3	15	22	3	3	3	3	3	15	22	5	5	5	5	5	25
23	3	3	3	3	3	15	23	3	3	3	3	3	15	23	3	4	3	3	3	16
24	3	3	3	3	3	15	24	3	3	3	3	3	15	24	3	4	3	3	3	16
25	3	3	3	3	3	15	25	3	3	3	3	3	15	25	3	4	3	3	3	16
26	3	3	1	3	3	13	26	3	3	1	3	3	13	26	2	3	3	3	3	14
27	3	3	1	3	3	13	27	3	3	1	3	3	13	27	5	5	5	5	5	25
28	3	3	1	3	3	13	28	3	3	1	3	3	13	28	2	3	3	3	3	14
29	3	3	1	3	3	13	29	3	3	1	3	3	13	29	2	3	3	3	3	14
30	3	3	1	3	3	13	30	3	3	1	3	3	13	30	2	3	3	3	3	14

Data Validitas dan Reliabilitas

No	Variabel X4 Bukti Fisik								Total	No	Variabel Y keputusan Kunjungan								Total	
1	5	5	5	5	5	5	5	5	40	1	5	5	5	5	5	5	5	5	5	45
2	4	4	4	4	4	4	4	5	33	2	4	4	4	4	4	4	4	5	4	37
3	4	4	4	4	4	4	4	5	33	3	4	4	4	4	4	4	4	5	4	37
4	4	4	4	4	4	4	4	5	33	4	4	4	4	4	4	4	4	5	4	37
5	3	4	2	4	5	5	4	5	32	5	3	4	2	4	5	5	4	5	5	37
6	4	4	4	4	4	4	4	5	33	6	5	5	5	5	5	5	5	5	5	45
7	5	4	3	5	4	4	4	5	34	7	5	4	3	5	4	4	4	5	4	38
8	4	2	4	2	4	4	5	4	29	8	4	2	4	2	4	4	5	4	4	33
9	4	4	4	4	3	5	4	3	31	9	4	4	4	4	3	5	4	3	3	34
10	5	5	5	5	5	5	5	5	40	10	5	5	5	5	5	5	5	5	5	45
11	4	4	2	4	4	4	4	5	31	11	4	4	4	4	4	4	4	5	4	37
12	4	4	4	4	4	4	5	4	33	12	4	4	4	4	4	4	5	4	4	37
13	4	4	5	4	4	4	5	4	34	13	4	4	4	4	4	4	5	4	4	37
14	4	4	4	4	4	4	5	4	33	14	4	4	4	4	4	4	5	4	4	37
15	5	5	5	5	5	5	5	5	40	15	4	4	4	4	4	4	5	4	4	37
16	3	2	4	4	2	3	4	3	25	16	5	5	5	5	5	5	5	5	5	45
17	4	5	4	4	4	4	3	3	31	17	4	5	4	4	4	4	3	3	4	35
18	5	5	5	5	5	5	5	5	40	18	4	5	4	4	4	4	3	3	4	35
19	4	5	4	4	4	4	3	3	31	19	4	5	4	4	4	4	3	3	4	35
20	4	5	4	4	4	4	3	3	31	20	4	5	4	4	4	4	3	3	4	35
21	4	3	4	4	3	3	3	4	28	21	4	3	4	4	3	3	3	4	3	31
22	4	3	4	4	3	3	3	4	28	22	4	3	4	4	3	3	3	4	3	31
23	4	3	4	4	3	3	3	4	28	23	4	3	4	4	3	3	3	4	3	31
24	4	3	4	4	3	3	3	4	28	24	4	3	4	4	3	3	3	4	3	31
25	4	3	4	4	3	3	3	4	28	25	4	3	4	4	3	3	3	4	3	31
26	4	2	4	2	4	4	3	3	26	26	4	2	4	2	4	4	3	3	4	30
27	4	2	4	2	4	4	3	3	26	27	4	2	4	2	4	4	3	3	4	30
28	4	2	4	2	4	4	3	3	26	28	4	2	4	2	4	4	3	3	4	30
29	4	2	4	2	4	4	3	3	26	29	4	2	4	2	4	4	3	3	4	30
30	4	2	4	2	4	4	3	3	26	30	4	2	4	2	4	4	3	3	4	30

Lampiran 3

Hasil Uji Validitas dan Reliabilitas

Tahap 1 (Variabel Produk)

A. Uji Validitas

Correlations

		item_1	item_2	item_3	item_4	item_5	X1
item_1	Pearson Correlation	1	.909**	.355	.663**	.595**	.855**
	Sig. (2-tailed)		.000	.054	.000	.001	.000
	N	30	30	30	30	30	30
item_2	Pearson Correlation	.909**	1	.355	.663**	.595**	.855**
	Sig. (2-tailed)	.000		.054	.000	.001	.000
	N	30	30	30	30	30	30
item_3	Pearson Correlation	.355	.355	1	.395	.390	.609**
	Sig. (2-tailed)	.054	.054		.031	.032	.000
	N	30	30	30	30	30	30
item_4	Pearson Correlation	.663**	.663**	.390	1	.925**	.847**
	Sig. (2-tailed)	.000	.000	.031		.000	.000
	N	30	30	30	30	30	30
item_5	Pearson Correlation	.595**	.595**	.390	.925**	1	.813**
	Sig. (2-tailed)	.001	.001	.032	.000		.000
	N	30	30	30	30	30	30
X1	Pearson Correlation	.855**	.855**	.689**	.847**	.813**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	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).

B. Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.835	5

Tahap 2 (Variabel Media Promosi)

A. Uji Validitas

Correlations

		item_1	item_2	item_3	item_4	item_5	X2
item_1	Pearson Correlation	1	.409	.201	.687**	.175	.595
	Sig. (2-tailed)		.025	.206	.000	.355	.000
	N	30	30	30	30	30	30
item_2	Pearson Correlation	.409	1	.713**	.279	.277	.750**
	Sig. (2-tailed)	.025		.000	.135	.139	.000
	N	30	30	30	30	30	30
item_3	Pearson Correlation	.201	.713**	1	.242	.315	.710**
	Sig. (2-tailed)	.285	.000		.198	.090	.000
	N	30	30	30	30	30	30
item_4	Pearson Correlation	.687**	.279	.242	1	.205	.678**
	Sig. (2-tailed)	.000	.135	.198		.278	.000
	N	30	30	30	30	30	30
item_5	Pearson Correlation	.175	.277	.315	.205	1	.616**
	Sig. (2-tailed)	.355	.139	.090	.278		.000
	N	30	30	30	30	30	30
X2	Pearson Correlation	.595	.750**	.713**	.678**	.616**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

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

B. Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.710	5

Tahap 3 (Variabel Orang)

A. Uji Validitas

Correlations

		tem_1	tem_2	tem_3	item_1	item_5	X2
item_1	Pearson Correlation	1	.605**	.682**	.647**	.583**	.627**
	Sig. (2-tailed)		.003	.003	.003	.001	.000
	N	30	30	30	30	30	30
item_2	Pearson Correlation	.605**	1	.263	.402**	.434**	.629**
	Sig. (2-tailed)	.003		.152	.007	.017	.000
	N	30	30	30	30	30	30
item_3	Pearson Correlation	.682**	.263	1	.831**	.823**	.872**
	Sig. (2-tailed)	.003	.152		.003	.000	.000
	N	30	30	30	30	30	30
item_4	Pearson Correlation	.647**	.432**	.831**	1	.988**	.950**
	Sig. (2-tailed)	.003	.007	.003		.000	.000
	N	30	30	30	30	30	30
item_5	Pearson Correlation	.583**	.434**	.829**	.988**	1	.979**
	Sig. (2-tailed)	.001	.017	.003	.003		.000
	N	30	30	30	30	30	30
X2	Pearson Correlation	.827**	.825**	.872**	.950**	.925**	1
	Sig. (2-tailed)	.003	.003	.003	.003	.000	
	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).

B. Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.902	5

Tahap 4 (Variabel Bukti Fisik)

A. Uji Validitas

		Correlations								
		item_1	item_2	item_3	item_4	item_5	item_6	item_7	item_8	item_9
item_1	Pearson Correlation	1	.469**	.516**	.421**	.504**	.446**	.387**	.413**	.637**
	Sig. (2-tailed)		.019	.003	.021	.002	.013	.038	.023	.000
	N	30	30	30	30	30	30	30	30	30
item_2	Pearson Correlation	.469**	1	.180	.812**	.119	.565**	.750**	.793**	.872**
	Sig. (2-tailed)	.009		.341	.000	.308	.002	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
item_3	Pearson Correlation	.516**	.180	1	.153	.138	.154	.098	.068	.375
	Sig. (2-tailed)	.003	.341		.419	.482	.416	.110	.159	.038
	N	30	30	30	30	30	30	30	30	30
item_4	Pearson Correlation	.421**	.812**	.153	1	.168	.221	.161	.039	.754**
	Sig. (2-tailed)	.021	.000	.419		.308	.121	.310	.000	.000
	N	30	30	30	30	30	30	30	30	30
item_5	Pearson Correlation	.504**	.119	.138	.165	1	.323**	.404**	.481**	.704**
	Sig. (2-tailed)	.002	.308	.482	.348		.000	.000	.010	.000
	N	30	30	30	30	30	30	30	30	30
item_6	Pearson Correlation	.446**	.565**	.154	.221**	.323**	1	.579**	.315	.690**
	Sig. (2-tailed)	.010	.002	.419	.121	.000		.001	.090	.000
	N	30	30	30	30	30	30	30	30	30
item_7	Pearson Correlation	.387**	.750**	.098	.481**	.404**	.579**	1	.592**	.783**
	Sig. (2-tailed)	.038	.000	.110	.010	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30
item_8	Pearson Correlation	.413**	.793**	.068	.615**	.481**	.592**	.592**	1	.717**
	Sig. (2-tailed)	.023	.000	.159	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30
item_9	Pearson Correlation	.637**	.872**	.375	.754**	.704**	.704**	.783**	.717**	1
	Sig. (2-tailed)	.000	.000	.038	.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).

B. Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.843	8

Tahap 5 (Variabel Keputusan kunjungan)

A. Uji Validitas

Correlations

	item 1	item 2	item 3	item 4	item 5	item 6	item 7	item 8	item 9	N
item 1 Pearson Correlation	1	.390**	.616**	.485**	.405**	.370**	.474**	.363**	.436**	650
Sig. (2-tailed)		.000	.000	.007	.027	.044	.020	.037	.027	
N	650	650	650	650	650	650	650	650	650	650
item 2 Pearson Correlation	.390**	1	.245**	-.045	.449**	.400**	.417**	.002	.449**	.790**
Sig. (2-tailed)	.000		.182	.000	.013	.007	.022	.987	.013	.000
N	650	650	650	650	650	650	650	650	650	650
item_3 Pearson Correlation	.616**	.245**	1	.206**	.205**	.500**	.296**	.375**	.226**	.427**
Sig. (2-tailed)	.000	.000		.004	.004	.000	.003	.005	.007	.000
N	650	650	650	650	650	650	650	650	650	650
item_4 Pearson Correlation	.485**	-.045	.206**	1	.217**	.244**	.410**	.011**	.217**	.750**
Sig. (2-tailed)	.007	.000	.004		.003	.003	.005	.980	.003	.000
N	650	650	650	650	650	650	650	650	650	650
item_5 Pearson Correlation	.405**	.449**	.205**	.217**	1	.694**	.617**	.405**	.616**	.750**
Sig. (2-tailed)	.007	.000	.004	.003		.000	.001	.000	.000	.000
N	650	650	650	650	650	650	650	650	650	650
item 6 Pearson Correlation	.370**	.400**	.500**	.244**	.244**	1	.588**	.270**	.674**	.718**
Sig. (2-tailed)	.044	.007	.000	.003	.003		.001	.049	.000	.000
N	650	650	650	650	650	650	650	650	650	650
item 7 Pearson Correlation	.474**	.417**	.296**	.410**	.617**	.500**	1	.617**	.567**	.777**
Sig. (2-tailed)	.000	.000	.003	.001	.001	.000		.000	.001	.000
N	650	650	650	650	650	650	650	650	650	650
item_8 Pearson Correlation	.436**	.449**	.226**	.217**	.616**	.270**	.617**	1	.436**	.630**
Sig. (2-tailed)	.000	.000	.007	.003	.000	.003	.000		.000	.000
N	650	650	650	650	650	650	650	650	650	650
item_9 Pearson Correlation	.436**	.449**	.226**	.217**	.616**	.270**	.617**	.436**	1	.750**
Sig. (2-tailed)	.000	.000	.007	.003	.000	.003	.000	.000		.000
N	650	650	650	650	650	650	650	650	650	650
N1 Pearson Correlation	.650**	.650**	.650**	.650**	.650**	.650**	.650**	.650**	.650**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
N	650	650	650	650	650	650	650	650	650	650

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

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

B. Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.863	9

Lampiran 4
Data Penelitian

NO	Variabel X1 Produk					NO	Variabel X2 Media Promosi					NO	Variabel X3 Orang							
1	5	5	4	5	5	24	1	5	4	3	3	2	17	1	2	3	2	5	3	15
2	4	5	3	3	5	20	2	5	3	2	2	4	16	2	2	2	2	2	2	10
3	5	3	2	2	4	16	3	3	2	4	4	5	18	3	5	3	2	2	4	16
4	3	2	4	4	5	18	4	3	2	4	4	5	18	4	3	2	4	4	5	18
5	3	2	4	4	5	18	5	2	2	2	2	2	10	5	4	4	4	4	4	20
6	2	5	4	5	4	20	6	2	2	2	2	2	10	6	4	4	4	4	4	20
7	5	3	5	5	3	21	7	3	3	2	4	2	14	7	4	4	5	4	4	21
8	3	3	2	4	2	14	8	3	3	2	4	2	14	8	4	4	5	4	4	21
9	5	3	5	5	3	21	9	5	3	2	4	5	19	9	5	3	2	4	5	19
10	5	3	5	5	3	21	10	3	4	5	5	4	21	10	4	4	5	4	4	21
11	5	3	2	4	5	19	11	3	3	2	4	2	14	11	5	3	2	4	5	19
12	3	5	4	4	5	21	12	5	3	2	4	5	19	12	6	4	5	2	2	19
13	3	5	4	5	5	22	13	3	3	2	4	2	14	13	4	3	3	4	5	19
14	5	5	5	5	5	25	14	3	3	2	4	2	14	14	4	3	3	4	5	19
15	3	6	5	5	6	25	15	5	4	3	3	2	17	15	5	4	3	3	2	17
16	5	3	2	4	4	18	16	5	3	2	4	5	19	16	5	4	3	3	2	17
17	5	4	3	3	2	17	17	5	4	3	3	2	17	17	2	3	2	5	3	15
18	3	4	5	5	5	22	18	5	4	3	3	2	17	18	4	3	3	4	5	19
19	2	3	5	5	5	20	19	2	3	2	5	3	15	19	5	4	3	3	2	17
20	3	5	3	3	5	19	20	2	3	2	5	3	15	20	5	4	3	3	2	17
21	3	5	3	3	5	19	21	5	3	2	4	5	19	21	5	4	3	3	2	17
22	3	5	4	4	5	21	22	5	3	2	4	5	19	22	5	4	3	3	2	17
23	4	5	5	4	4	22	23	5	3	2	4	5	19	23	5	4	3	3	2	17
24	5	5	5	5	5	25	24	5	3	2	4	5	19	24	5	4	3	3	2	17
25	4	5	5	4	4	22	25	2	3	2	5	3	15	25	2	3	2	5	3	15
26	5	3	2	4	4	18	26	5	4	3	3	2	17	26	2	3	2	3	3	13
27	5	4	3	3	2	17	27	4	5	5	5	4	23	27	2	3	2	3	3	13
28	3	4	5	5	5	22	28	2	3	2	5	3	15	28	2	3	2	3	3	13
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32	4	5	5	4	5	23	32	3	5	4	4	5	21	32	3	2	2	2	2	11
33	3	5	3	3	5	19	33	5	3	2	4	5	19	33	3	2	2	2	2	11
34	3	5	3	3	5	19	34	2	3	2	5	3	15	34	4	4	4	4	4	20
35	3	5	4	4	5	21	35	2	3	2	5	3	15	35	3	4	5	3	3	18
36	3	4	5	5	5	22	36	2	3	2	5	3	15	36	3	4	5	3	3	18
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39	5	3	2	4	4	18	39	2	3	3	5	3	16	39	3	4	5	3	3	18
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41	3	4	5	5	5	22	41	2	3	3	5	3	16	41	3	4	5	3	3	18
42	2	3	5	5	5	20	42	2	3	3	5	3	16	42	3	4	5	3	3	18
43	3	5	3	3	5	19	43	5	4	3	3	2	17	43	4	4	4	4	4	20
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47	5	5	5	5	5	25	47	4	3	3	2	2	14	47	5	4	3	3	2	17
48	2	3	3	3	4	15	48	3	5	4	4	5	21	48	5	3	2	4	5	19
49	5	4	3	3	2	17	49	3	5	4	4	5	21	49	3	3	2	3	2	13
50	5	4	3	3	2	17	50	3	5	4	4	5	21	50	5	4	3	3	2	17

51	3	4	5	5	5	22	51	4	3	3	2	2	14	51	5	4	3	3	2	17
52	2	3	5	5	5	20	52	5	4	3	3	2	17	52	4	4	4	4	4	20
53	2	3	5	5	5	20	53	5	5	5	5	5	25	53	4	4	4	4	4	20
54	3	5	3	3	5	19	54	5	3	2	4	5	19	54	4	3	3	2	2	14
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58	5	5	5	5	5	25	58	3	5	5	5	5	23	58	3	3	4	2	3	15
59	3	4	5	5	5	22	59	3	5	4	4	5	21	59	3	3	4	2	3	15
60	5	3	2	4	4	18	60	2	2	2	2	5	13	60	3	3	2	3	2	13
61	5	4	3	3	2	17	61	5	3	2	4	5	19	61	3	3	4	2	3	15
62	5	3	2	4	4	18	62	5	2	2	2	4	15	62	3	3	4	2	3	15
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66	4	5	5	4	5	23	66	2	2	2	2	5	13	66	2	5	4	3	4	18
67	3	5	3	3	5	19	67	5	3	2	4	5	19	67	5	4	3	3	2	17
68	3	5	3	3	5	19	68	2	2	2	2	5	13	68	5	4	3	3	2	17
69	3	5	4	4	5	21	69	5	3	2	4	5	19	69	5	4	3	3	2	17
70	3	4	5	5	5	22	70	2	2	2	2	5	13	70	5	4	3	3	2	17
71	5	5	5	5	5	25	71	4	2	2	3	5	16	71	5	4	3	3	2	17
72	3	4	5	5	5	22	72	3	2	2	2	2	11	72	2	5	4	3	4	18
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75	3	4	5	5	5	22	75	2	2	2	2	5	13	75	2	5	4	3	4	18
76	2	3	5	5	5	20	76	5	4	3	3	2	17	76	2	5	4	3	4	18
77	3	5	3	3	5	19	77	5	4	3	3	2	17	77	3	3	4	2	3	15
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79	3	5	4	4	5	21	79	5	3	2	4	5	19	79	3	3	4	2	3	15
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82	3	4	5	5	5	22	82	5	3	2	4	5	19	82	3	5	4	4	5	21
83	5	3	2	4	4	18	83	5	3	2	4	5	19	83	3	5	4	4	5	21
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86	2	3	5	5	5	20	86	2	4	4	3	3	16	86	3	5	4	4	5	21
87	5	5	5	5	5	25	87	2	4	4	3	3	16	87	3	5	4	4	5	21
88	3	5	3	3	5	19	88	2	4	4	3	3	16	88	3	5	4	4	5	21
89	5	5	5	5	5	25	89	2	4	4	3	3	16	89	3	5	4	4	5	21
90	5	5	5	5	5	25	90	2	4	4	3	3	16	90	3	5	4	4	5	21
91	3	4	5	5	5	22	91	2	4	4	3	3	16	91	5	4	3	5	3	20
92	2	3	5	5	5	20	92	2	4	4	3	3	16	92	4	5	5	3	3	20
93	3	5	3	3	5	19	93	2	4	4	3	3	16	93	3	4	3	5	5	20
94	3	5	3	3	5	19	94	2	4	4	3	3	16	94	5	4	3	5	3	20
95	3	5	4	4	5	21	95	3	2	2	2	5	14	95	5	5	5	5	2	22
96	3	4	5	5	5	22	96	5	2	2	2	4	15	96	5	5	5	5	2	22
97	5	5	5	5	5	25	97	3	2	2	2	5	14	97	5	5	5	5	2	22
98	3	4	5	5	5	22	98	5	4	3	3	2	17	98	5	5	5	5	2	22
99	5	3	2	4	4	18	99	5	3	2	4	4	18	99	5	5	5	5	2	22
100	5	4	3	3	2	17	100	3	2	2	2	5	14	100	4	4	4	4	4	20

NO	Variabel X4 Bukti fisik									NO	Variabel Y Keputusan kunjungan									
1	2	2	2	3	3	2	2	3	19	1	5	5	4	5	3	5	4	2	2	35
2	5	5	5	5	2	3	3	2	30	2	4	5	5	4	5	5	3	4	5	40
3	4	4	4	3	5	3	3	4	30	3	5	4	4	3	3	3	4	2	2	30
4	5	5	5	5	5	5	5	4	39	4	5	4	4	3	3	3	4	2	2	30
5	5	5	5	5	5	5	5	4	39	5	5	4	4	3	3	3	4	2	2	30
6	5	5	5	5	5	5	5	4	39	6	5	4	4	3	3	3	4	2	2	30
7	5	5	5	5	5	5	5	4	39	7	3	5	4	5	4	5	4	4	3	37
8	5	5	5	5	5	5	5	4	39	8	3	5	4	5	4	5	4	4	3	37
9	5	5	5	5	5	4	4	5	38	9	3	5	4	5	4	5	4	4	3	37
10	4	5	5	5	5	4	5	5	38	10	3	5	4	5	4	5	4	4	3	37
11	3	5	4	4	4	5	5	5	35	11	4	5	5	4	5	5	3	4	5	40
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13	3	5	4	4	4	5	5	5	35	13	4	5	5	4	5	5	3	4	5	40
14	3	5	4	4	4	5	5	5	35	14	3	5	4	5	4	5	4	4	3	37
15	3	5	4	4	4	5	5	5	35	15	4	5	5	4	5	5	3	4	5	40
16	4	4	4	3	5	3	3	4	30	16	4	5	5	4	5	5	3	4	5	40
17	3	5	4	4	4	5	5	5	35	17	5	3	4	3	3	3	4	2	2	29
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31	4	4	4	3	5	3	3	4	30	31	2	3	5	3	5	5	3	4	5	35
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33	3	3	3	4	3	3	3	3	25	33	4	3	3	2	3	5	3	4	5	32
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51	4	3	3	2	3	5	4	3	27	51	5	5	4	4	4	5	3	3	4	37
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68	4	3	3	2	3	5	4	3	27	68	4	5	4	4	4	2	3	3	4	33
69	4	3	3	2	3	5	4	3	27	69	4	5	4	3	4	2	3	3	4	32
70	4	3	3	2	3	5	4	3	27	70	5	5	4	4	2	2	3	3	4	32
71	4	3	3	2	3	5	4	3	27	71	4	5	4	3	2	4	3	3	4	32
72	2	3	3	3	3	3	3	3	23	72	4	5	3	1	2	4	3	3	4	29
73	2	3	3	3	3	3	3	3	23	73	4	5	1	4	2	2	4	3	4	29
74	2	3	3	3	3	3	3	3	23	74	1	5	4	3	3	4	3	3	3	29
75	2	3	3	3	3	3	3	3	23	75	5	5	4	3	4	2	2	3	1	29
76	2	3	3	3	3	3	3	3	23	76	5	5	4	3	4	2	2	3	1	29
77	2	3	3	3	3	3	3	3	23	77	5	5	4	4	4	2	2	3	1	30
78	2	3	3	3	3	3	3	3	23	78	5	5	4	4	4	2	2	3	1	30
79	2	3	3	3	3	3	3	3	23	79	2	4	3	3	2	5	5	2	4	30
80	4	4	4	3	5	3	3	4	30	80	3	5	5	5	5	5	4	5	3	40
81	4	4	4	3	5	3	3	4	30	81	5	4	3	5	5	5	5	5	3	40
82	5	4	4	4	5	3	3	4	32	82	5	5	3	4	5	5	5	5	5	42
83	5	4	4	4	5	3	3	4	32	83	5	5	3	4	5	5	5	5	5	42
84	5	4	4	4	5	3	3	4	32	84	5	5	3	4	5	5	5	5	5	42
85	5	4	4	4	5	3	3	4	32	85	5	5	3	4	5	5	5	5	5	42
86	5	4	4	4	5	3	3	4	32	86	5	5	3	4	5	5	5	5	5	42
87	5	4	4	4	5	3	3	4	32	87	5	5	3	4	5	5	5	5	5	42
88	5	4	4	4	5	3	3	4	32	88	5	5	3	4	5	5	5	5	5	42
89	5	4	4	4	5	3	3	4	32	89	5	5	3	4	5	5	5	5	5	42
90	5	4	4	4	5	3	3	4	32	90	5	5	3	4	5	5	5	5	5	42
91	3	4	4	4	5	3	3	4	30	91	3	5	5	5	5	5	4	5	3	40
92	3	4	4	4	5	3	3	4	30	92	3	5	5	5	5	5	4	5	3	40
93	3	4	4	4	5	3	3	4	30	93	3	5	5	5	5	5	4	5	3	40
94	3	4	4	4	5	3	3	4	30	94	3	5	5	5	5	5	4	5	3	40
95	5	5	5	4	4	3	3	4	33	95	4	5	5	5	5	4	5	5	5	43
96	5	5	5	4	4	3	3	4	33	96	4	5	5	5	5	4	5	5	5	43
97	5	5	5	4	4	3	3	4	33	97	4	5	5	5	5	4	5	5	5	43
98	5	5	5	4	4	3	3	4	33	98	4	5	5	5	5	4	5	5	5	43
99	5	5	5	4	4	3	3	4	33	99	4	5	5	5	5	4	5	5	5	43
100	5	5	5	4	4	3	3	4	33	100	4	5	5	5	5	4	5	5	5	43

Lampiran 5

Hasil Uji Asumsi Klasik

A. Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Produk	Media Promosi	Orang	Bukti Fisik	Keputusan Kunjungan
N		100	100	100	100	100
Normal Parameters ^{a,b}	Mean	20.52	16.72	17.80	29.50	35.97
	Std. Deviation	2.552	2.861	2.796	4.904	4.644
	Absolute	.121	.129	.127	.121	.117
Most Extreme Differences	Positive	.121	.129	.092	.097	.093
	Negative	-.099	-.127	-.127	-.121	-.117
Kolmogorov-Smirnov Z		1.210	1.294	1.274	1.206	1.173
Asymp. Sig. (2-tailed)		.107	.070	.078	.109	.128

a. Test distribution is Normal.

b. Calculated from data.

B. Hasil Uji Multikolinieritas

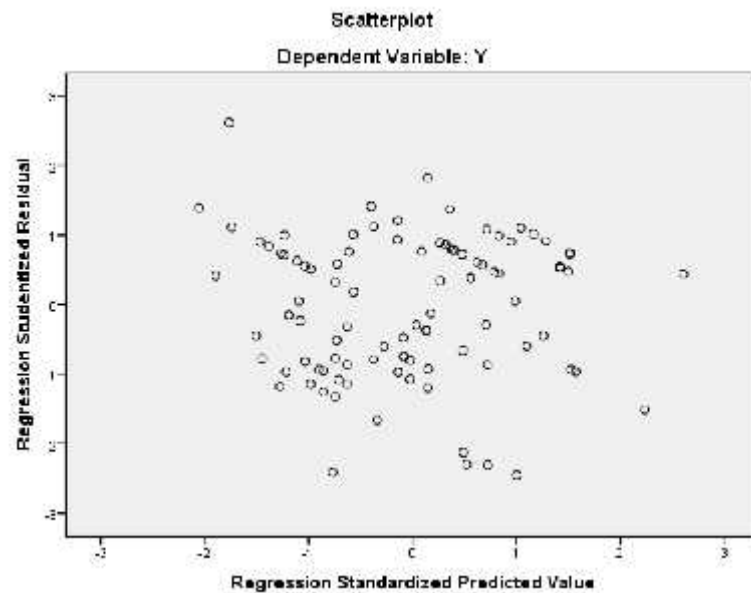
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constan)	2.451	5.139		.477	.635		
Produk	.338	.149	.186	2.264	.026	.961	1.040
Media Promosi	.339	.140	.209	2.421	.017	.867	1.153
Orang	.619	.153	.373	4.045	.000	.763	1.311
Bukti Fisik	.335	.084	.354	4.000	.000	.826	1.210

a. Dependent Variable: Keputusan Kunjungan

Lampiran 6

Uji Heteroskedastisitas



Lampiran 7

Uji Analisis Korelasi Berganda

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.621 ^a	.385	.359	3.718	.385	14.870	4	95	.000

a. Predictors: (Constant), Bukti Fisik, Media Promosi, Orang, Produk

b. Dependen Variabel : Keputusan Kunjungan

Lampiran 8

Analisis Regresi Linier Berganda

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constan)	2.451	5.139		.477	.635		
	Produk	.338	.149	.186	2.264	.026	.961	1.040
	Media							
	Promosi	.339	.140	.209	2.421	.017	.867	1.153
	Orang	.619	.153	.373	4.045	.000	.763	1.311
	Bukti Fisik	.335	.084	.354	4.000	.000	.826	1.210

a. Dependent Variable: Keputusan Kunjungan

Lampiran 9

Hasil Uji Hipotesis

A. "T" Tabel

Titik Persentase Distribusi t

Pr	0.25	0.1	0.05	0.025	0.01	0.005	0.001
df	0.5	0.2	0.1	0.05	0.02	0.01	0.002
1	1	307.768	631.375	127.062	3.182.052	6.365.674	31.830.884
2	0.8165	188.562	291.999	430.265	696.456	992.484	2.232.712
3	0.76489	163.774	235.336	318.245	45.407	584.091	1.021.453
4	0.7407	153.321	213.185	277.645	374.695	460.409	717.318
5	0.72669	147.588	201.505	257.058	336.493	403.214	589.343
6	0.71756	143.976	194.318	244.691	314.267	370.743	520.763
7	0.71114	141.492	189.458	236.462	299.795	349.948	478.529
8	0.70639	139.682	185.955	2.306	289.646	335.539	450.079
9	0.70272	138.303	183.311	226.216	282.144	324.984	429.681
10	0.69981	137.218	181.246	222.814	276.377	316.927	41.437
11	0.69745	136.343	179.588	220.099	271.808	310.581	40.247
12	0.69548	135.622	178.229	217.881	2.681	305.454	392.963
13	0.69383	135.017	177.093	216.037	265.031	301.228	385.198
14	0.69242	134.503	176.131	214.479	262.449	297.684	378.739
15	0.6912	134.061	175.305	213.145	260.248	294.671	373.283
16	0.69013	133.676	174.588	211.991	258.349	292.078	368.615
17	0.6892	133.338	173.961	210.982	256.693	289.823	364.577
18	0.68836	133.039	173.406	210.092	255.238	287.844	361.048
19	0.68762	132.773	172.913	209.302	253.948	286.093	35.794
20	0.68695	132.534	172.472	208.596	252.798	284.534	355.181
21	0.68635	132.319	172.074	207.961	251.765	283.136	352.715
22	0.68581	132.124	171.714	207.387	250.832	281.876	350.499
23	0.68531	131.946	171.387	206.866	249.987	280.734	348.496
24	0.68485	131.784	171.088	206.639	249.216	279.694	346.678
25	0.68443	131.635	170.814	205.954	248.511	278.744	345.019
26	0.68404	131.497	170.562	205.553	247.863	277.871	3.435
27	0.68368	13.137	170.329	205.183	247.266	277.068	342.103
28	0.68335	131.253	170.113	204.841	246.714	276.326	340.816
29	0.68304	131.143	169.913	204.523	246.202	275.639	339.624
30	0.68276	131.042	169.726	204.227	245.726	2.75	338.518
31	0.68249	130.946	169.552	203.951	245.282	274.404	33.749
32	0.68223	130.857	169.389	203.693	244.868	273.848	336.531
33	0.682	130.774	169.236	203.452	244.479	273.328	335.634
34	0.68177	130.695	169.092	203.224	244.115	272.839	334.793
35	0.68156	130.621	168.957	203.011	243.772	272.381	334.005
36	0.68137	130.551	16.883	202.809	243.449	271.948	333.262
37	0.68118	130.485	168.709	202.619	243.145	271.541	332.563
38	0.681	130.423	168.595	202.439	242.857	271.156	331.903
39	0.68083	130.364	168.488	202.269	242.584	270.791	331.279
40	0.68067	130.308	168.385	202.108	242.326	270.446	330.688
41	0.68052	130.254	168.288	201.954	24.208	270.118	330.127
42	0.68038	130.204	168.195	201.808	241.847	269.807	329.595
43	0.68024	130.155	168.107	201.669	241.625	26.951	329.089
44	0.68011	130.109	168.023	201.537	241.413	269.228	328.607
45	0.67998	130.065	167.943	20.141	241.212	268.959	328.148
46	0.67986	130.023	167.866	20.129	241.019	268.701	32.771
47	0.67975	129.982	167.793	201.174	240.835	268.456	327.291
48	0.67964	129.944	167.722	201.063	240.658	26.822	326.891
49	0.67953	129.907	167.655	200.958	240.489	267.995	326.508
50	0.67943	129.871	167.591	200.856	240.327	267.779	326.141

Pr	0.25	0.1	0.05	0.025	0.01	0.005	0.001
df	0.5	0.2	0.1	0.05	0.02	0.01	0.002
51	0.67933	129.837	167.528	200.758	240.172	267.572	325.789
52	0.67924	129.805	167.469	200.665	240.022	267.373	325.451
53	0.67915	129.773	167.412	200.575	239.879	267.182	325.127
54	0.67906	129.743	167.356	200.488	239.741	266.998	324.815
55	0.67898	129.713	167.303	200.404	239.608	266.822	324.515
56	0.67889	129.685	167.252	200.324	239.48	266.651	324.226
57	0.67882	129.658	167.203	200.247	239.357	266.487	323.948
58	0.67874	129.632	167.155	200.172	239.238	266.329	323.68
59	0.67867	129.607	167.109	200.101	239.123	266.176	323.421
60	0.6786	129.582	167.065	200.03	239.012	266.028	323.171
61	0.67853	129.558	167.022	199.962	238.905	265.886	322.93
62	0.67847	129.536	16.698	199.897	238.801	265.748	322.696
63	0.6784	129.513	16.694	199.834	238.701	265.615	322.471
64	0.67834	129.492	166.901	199.773	238.604	265.485	322.253
65	0.67828	129.471	166.864	199.714	23.851	26.536	322.041
66	0.67823	129.451	166.827	199.656	238.419	265.239	321.837
67	0.67817	129.432	166.792	199.601	23.833	265.122	321.639
68	0.67811	129.413	166.757	199.547	238.245	265.008	321.446
69	0.67806	129.394	166.724	199.495	238.161	264.898	321.26
70	0.67801	129.376	166.691	199.444	238.081	26.479	321.079
71	0.67796	129.359	16.666	199.394	238.002	264.686	320.903
72	0.67791	129.342	166.629	199.346	237.926	264.585	320.733
73	0.67787	129.326	1.666	1.093	237.852	264.487	320.567
74	0.67782	12.931	166.571	199.254	23.778	264.391	320.406
75	0.67778	129.294	166.543	199.21	23.771	264.298	320.249
76	0.67773	129.279	166.515	199.167	237.642	264.208	320.096
77	0.67769	129.264	166.488	199.125	237.576	26.412	319.948
78	0.67765	12.925	166.462	199.085	237.511	264.034	319.804
79	0.67761	129.236	166.437	199.045	237.448	26.395	319.663
80	0.67757	129.222	166.412	199.006	237.387	263.869	319.526
81	0.67753	129.209	166.388	198.969	237.327	26.379	319.392
82	0.67749	129.196	166.365	198.932	237.269	263.712	319.262
83	0.67746	129.183	166.342	198.896	237.212	263.637	319.135
84	0.67742	129.171	16.632	198.861	237.156	263.563	319.011
85	0.67739	129.159	166.298	198.827	237.102	263.491	31.889
86	0.67735	129.147	166.277	198.793	237.049	263.421	318.772
87	0.67732	129.136	166.256	198.761	236.998	263.353	318.657
88	0.67729	129.125	166.235	198.729	236.947	263.286	318.544
89	0.67726	129.114	166.216	198.698	236.898	26.322	318.434
90	0.67723	129.103	166.196	198.667	23.685	263.157	318.327
91	0.6772	129.092	166.177	198.638	236.803	263.094	318.222
92	0.67717	129.082	166.159	198.609	236.757	263.033	318.119
93	0.67714	129.072	16.614	198.58	236.712	262.973	318.019
94	0.67711	129.062	166.123	198.552	236.667	262.915	317.921
95	0.67708	129.053	166.105	198.525	236.624	262.858	317.825
96	0.67705	129.043	166.088	198.498	236.582	262.802	317.731
97	0.67703	129.034	166.071	198.472	236.541	262.747	317.639
98	0.677	129.025	166.055	198.447	2.365	262.693	317.549
99	0.67698	129.016	166.039	198.422	236.461	262.641	31.746
100	0.67695	129.007	166.023	198.397	236.422	262.589	317.374

B. Hasil Uji “T”

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.451	5.139		.477	.635
1 Produk	.338	.149	.186	2.264	.026
Media	.339	.140	.209	2.421	.017
Promosi	.619	.153	.373	4.045	.000
Orang	.335	.084	.354	4.000	.000
Bukti Fisik					

a. Dependent Variable: Keputusan Kunjungan

C. “F” Tabel

Titik Persentase Distribusi F untuk Probabilita = 0,05														
df untuk penyebut N2	df untuk pembilang (N1)													
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	161	199	216	225	230	234	237	239	241	242	243	244	245	245
2	18.51	19	19.16	19.25	19.3	19.33	19.35	19.37	19.38	19.4	19.4	19.41	19.42	19.42
3	10.13	9.55	9.28	9.12	9.01	8.94	8.89	8.85	8.81	8.79	8.76	8.74	8.73	8.71
4	7.71	6.94	6.59	6.39	6.26	6.16	6.09	6.04	6	5.96	5.94	5.91	5.89	5.87
5	6.61	5.79	5.41	5.19	5.05	4.95	4.88	4.82	4.77	4.74	4.7	4.68	4.66	4.64
6	5.99	5.14	4.76	4.53	4.39	4.28	4.21	4.15	4.1	4.06	4.03	4	3.98	3.96
7	5.59	4.74	4.35	4.12	3.97	3.87	3.79	3.73	3.68	3.64	3.6	3.57	3.55	3.53
8	5.32	4.46	4.07	3.84	3.69	3.58	3.5	3.44	3.39	3.35	3.31	3.28	3.26	3.24
9	5.12	4.26	3.86	3.63	3.48	3.37	3.29	3.23	3.18	3.14	3.1	3.07	3.05	3.03
10	4.96	4.1	3.71	3.48	3.33	3.22	3.14	3.07	3.02	2.98	2.94	2.91	2.89	2.86
11	4.84	3.98	3.59	3.36	3.2	3.09	3.01	2.95	2.9	2.85	2.82	2.79	2.76	2.74
12	4.75	3.89	3.49	3.26	3.11	3	2.91	2.85	2.8	2.75	2.72	2.69	2.66	2.64
13	4.67	3.81	3.41	3.18	3.03	2.92	2.83	2.77	2.71	2.67	2.63	2.6	2.58	2.55
14	4.6	3.74	3.34	3.11	2.96	2.85	2.76	2.7	2.65	2.6	2.57	2.53	2.51	2.48
15	4.54	3.68	3.29	3.06	2.9	2.79	2.71	2.64	2.59	2.54	2.51	2.48	2.45	2.42
16	4.49	3.63	3.24	3.01	2.85	2.74	2.66	2.59	2.54	2.49	2.46	2.42	2.4	2.37
17	4.45	3.59	3.2	2.96	2.81	2.7	2.61	2.55	2.49	2.45	2.41	2.38	2.35	2.33
18	4.41	3.55	3.16	2.93	2.77	2.66	2.58	2.51	2.46	2.41	2.37	2.34	2.31	2.29
19	4.38	3.52	3.13	2.9	2.74	2.63	2.54	2.48	2.42	2.38	2.34	2.31	2.28	2.26
20	4.35	3.49	3.1	2.87	2.71	2.6	2.51	2.45	2.39	2.35	2.31	2.28	2.25	2.22
21	4.32	3.47	3.07	2.84	2.68	2.57	2.49	2.42	2.37	2.32	2.28	2.25	2.22	2.2
22	4.3	3.44	3.05	2.82	2.66	2.55	2.46	2.4	2.34	2.3	2.26	2.23	2.2	2.17
23	4.28	3.42	3.03	2.8	2.64	2.53	2.44	2.37	2.32	2.27	2.24	2.2	2.18	2.15
24	4.26	3.4	3.01	2.78	2.62	2.51	2.42	2.36	2.3	2.25	2.22	2.18	2.15	2.13
25	4.24	3.39	2.99	2.76	2.6	2.49	2.4	2.34	2.28	2.24	2.2	2.16	2.14	2.11
26	4.23	3.37	2.98	2.74	2.59	2.47	2.39	2.32	2.27	2.22	2.18	2.15	2.12	2.09
27	4.21	3.35	2.96	2.73	2.57	2.46	2.37	2.31	2.25	2.2	2.17	2.13	2.1	2.08
28	4.2	3.34	2.95	2.71	2.56	2.45	2.36	2.29	2.24	2.19	2.15	2.12	2.09	2.06
29	4.18	3.33	2.93	2.7	2.55	2.43	2.35	2.28	2.22	2.18	2.14	2.1	2.08	2.05
30	4.17	3.32	2.92	2.69	2.53	2.42	2.33	2.27	2.21	2.16	2.13	2.09	2.06	2.04
31	4.16	3.3	2.91	2.68	2.52	2.41	2.32	2.25	2.2	2.15	2.11	2.08	2.05	2.03
32	4.15	3.29	2.9	2.67	2.51	2.4	2.31	2.24	2.19	2.14	2.1	2.07	2.04	2.01
33	4.14	3.28	2.89	2.66	2.5	2.39	2.3	2.23	2.18	2.13	2.09	2.06	2.03	2
34	4.13	3.28	2.88	2.65	2.49	2.38	2.29	2.23	2.17	2.12	2.08	2.05	2.02	1.99
35	4.12	3.27	2.87	2.64	2.49	2.37	2.29	2.22	2.16	2.11	2.07	2.04	2.01	1.99
36	4.11	3.26	2.87	2.63	2.48	2.36	2.28	2.21	2.15	2.11	2.07	2.03	2	1.98
37	4.11	3.25	2.86	2.63	2.47	2.36	2.27	2.2	2.14	2.1	2.06	2.02	2	1.97
38	4.1	3.24	2.85	2.62	2.46	2.35	2.26	2.19	2.14	2.09	2.05	2.02	1.99	1.96
39	4.09	3.24	2.85	2.61	2.46	2.34	2.26	2.19	2.13	2.08	2.04	2.01	1.98	1.95
40	4.08	3.23	2.84	2.61	2.45	2.34	2.25	2.18	2.12	2.08	2.04	2	1.97	1.95
41	4.08	3.23	2.83	2.6	2.44	2.33	2.24	2.17	2.12	2.07	2.03	2	1.97	1.94
42	4.07	3.22	2.83	2.59	2.44	2.32	2.24	2.17	2.11	2.06	2.03	1.99	1.96	1.94
43	4.07	3.21	2.82	2.59	2.43	2.32	2.23	2.16	2.11	2.06	2.02	1.99	1.96	1.93
44	4.06	3.21	2.82	2.58	2.43	2.31	2.23	2.16	2.1	2.05	2.01	1.98	1.95	1.92
45	4.06	3.2	2.81	2.58	2.42	2.31	2.22	2.15	2.1	2.05	2.01	1.97	1.94	1.92

Titik Persentase Distribusi F untuk Probabilita = 0,05															
df untuk penyebut N2	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
46	3.05	3.2	2.81	2.57	2.42	2.3	2.22	2.15	2.09	2.04	2	1.97	1.94	1.91	1.89
47	3.05	3.2	2.8	2.57	2.41	2.3	2.21	2.14	2.09	2.04	2	1.96	1.93	1.91	1.88
48	3.04	3.19	2.8	2.57	2.41	2.29	2.21	2.14	2.08	2.03	1.99	1.96	1.93	1.9	1.88
49	3.04	3.19	2.79	2.56	2.4	2.29	2.2	2.13	2.08	2.03	1.99	1.96	1.93	1.9	1.88
50	3.03	3.18	2.79	2.56	2.4	2.29	2.2	2.13	2.07	2.03	1.99	1.95	1.92	1.89	1.87
51	3.03	3.18	2.79	2.55	2.4	2.28	2.2	2.13	2.07	2.02	1.98	1.95	1.92	1.89	1.87
52	3.03	3.18	2.78	2.55	2.39	2.28	2.19	2.12	2.07	2.02	1.98	1.94	1.91	1.89	1.86
53	3.02	3.17	2.78	2.55	2.39	2.28	2.19	2.12	2.06	2.01	1.97	1.94	1.91	1.88	1.86
54	3.02	3.17	2.78	2.54	2.39	2.27	2.18	2.12	2.06	2.01	1.97	1.94	1.91	1.88	1.86
55	3.02	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.06	2.01	1.97	1.93	1.9	1.88	1.85
56	3.01	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.05	2	1.96	1.93	1.9	1.87	1.85
57	3.01	3.16	2.77	2.53	2.38	2.26	2.18	2.11	2.05	2	1.96	1.93	1.9	1.87	1.85
58	3.01	3.16	2.76	2.53	2.37	2.26	2.17	2.1	2.05	2	1.96	1.92	1.89	1.87	1.84
59	3	3.15	2.76	2.53	2.37	2.26	2.17	2.1	2.04	2	1.96	1.92	1.89	1.86	1.84
60	3	3.15	2.76	2.53	2.37	2.25	2.17	2.1	2.04	1.99	1.95	1.92	1.89	1.86	1.84
61	3	3.15	2.76	2.52	2.37	2.25	2.16	2.09	2.04	1.99	1.95	1.91	1.88	1.86	1.83
62	3	3.15	2.75	2.52	2.36	2.25	2.16	2.09	2.03	1.99	1.95	1.91	1.88	1.85	1.83
63	2.99	3.14	2.75	2.52	2.36	2.25	2.16	2.09	2.03	1.98	1.94	1.91	1.88	1.85	1.83
64	2.99	3.14	2.75	2.52	2.36	2.24	2.16	2.09	2.03	1.98	1.94	1.91	1.88	1.85	1.83
65	2.99	3.14	2.75	2.51	2.36	2.24	2.15	2.08	2.03	1.98	1.94	1.9	1.87	1.85	1.82
66	2.99	3.14	2.74	2.51	2.35	2.24	2.15	2.08	2.03	1.98	1.94	1.9	1.87	1.84	1.82
67	2.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08	2.02	1.98	1.93	1.9	1.87	1.84	1.82
68	2.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08	2.02	1.97	1.93	1.9	1.87	1.84	1.82
69	2.98	3.13	2.74	2.5	2.35	2.23	2.15	2.08	2.02	1.97	1.93	1.9	1.86	1.84	1.81
70	2.98	3.13	2.74	2.5	2.35	2.23	2.14	2.07	2.02	1.97	1.93	1.89	1.86	1.84	1.81
71	2.98	3.13	2.73	2.5	2.34	2.23	2.14	2.07	2.01	1.97	1.93	1.89	1.86	1.83	1.81
72	2.97	3.12	2.73	2.5	2.34	2.23	2.14	2.07	2.01	1.96	1.92	1.89	1.86	1.83	1.81
73	2.97	3.12	2.73	2.5	2.34	2.23	2.14	2.07	2.01	1.96	1.92	1.89	1.86	1.83	1.81
74	2.97	3.12	2.73	2.5	2.34	2.22	2.14	2.07	2.01	1.96	1.92	1.89	1.85	1.83	1.8
75	2.97	3.12	2.73	2.49	2.34	2.22	2.13	2.06	2.01	1.96	1.92	1.88	1.85	1.83	1.8
76	2.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.01	1.96	1.92	1.88	1.85	1.82	1.8
77	2.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2	1.96	1.92	1.88	1.85	1.82	1.8
78	2.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2	1.95	1.91	1.88	1.85	1.82	1.8
79	2.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2	1.95	1.91	1.88	1.85	1.82	1.79
80	2.96	3.11	2.72	2.49	2.33	2.21	2.13	2.06	2	1.95	1.91	1.88	1.84	1.82	1.79
81	2.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2	1.95	1.91	1.87	1.84	1.82	1.79
82	2.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2	1.95	1.91	1.87	1.84	1.81	1.79
83	2.96	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95	1.91	1.87	1.84	1.81	1.79
84	2.95	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95	1.9	1.87	1.84	1.81	1.79
85	2.95	3.1	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94	1.9	1.87	1.84	1.81	1.79
86	2.95	3.1	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94	1.9	1.87	1.84	1.81	1.78
87	2.95	3.1	2.71	2.48	2.32	2.2	2.12	2.05	1.99	1.94	1.9	1.87	1.83	1.81	1.78
88	2.95	3.1	2.71	2.48	2.32	2.2	2.12	2.05	1.99	1.94	1.9	1.86	1.83	1.81	1.78
89	2.95	3.1	2.71	2.47	2.32	2.2	2.11	2.04	1.99	1.94	1.9	1.86	1.83	1.8	1.78
90	2.95	3.1	2.71	2.47	2.32	2.2	2.11	2.04	1.99	1.94	1.9	1.86	1.83	1.8	1.78
91	2.95	3.1	2.7	2.47	2.31	2.2	2.11	2.04	1.98	1.94	1.9	1.86	1.83	1.8	1.78
92	2.94	3.1	2.7	2.47	2.31	2.2	2.11	2.04	1.98	1.94	1.89	1.86	1.83	1.8	1.78
93	2.94	3.09	2.7	2.47	2.31	2.2	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.8	1.78
94	2.94	3.09	2.7	2.47	2.31	2.2	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.8	1.77
95	2.94	3.09	2.7	2.47	2.31	2.2	2.11	2.04	1.98	1.93	1.89	1.86	1.82	1.8	1.77
96	2.94	3.09	2.7	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.8	1.77
97	2.94	3.09	2.7	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.8	1.77
98	2.94	3.09	2.7	2.46	2.31	2.19	2.1	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
99	2.94	3.09	2.7	2.46	2.31	2.19	2.1	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
100	2.94	3.09	2.7	2.46	2.31	2.19	2.1	2.03	1.97	1.93	1.89	1.85	1.82	1.79	1.77

D. Hasil Uji “t”

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
¹ Regression	822.023	4	205.506	14.870	.000 ^b
Residual	1.312.887	95	13.820		
Total	2.134.910	99			

a. Dependent Variable: Keputusan Kunjungan

b. Predictors: (Constant), Produk, Media Promosi, Orang, Bukti fisik