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LAMPIRAN

Kuesioner Penelitian

PENGARUH KUALITAS PELAYANAN DAN PROMOSI TERHADAP MINAT KUNJUNGAN PASIEN *MEDICAL CHECK UP* (STUDI KASUS PADA RUMAH SAKIT FMC BOGOR)

Kepada Yth:

Bapak/ Ibu / Saudara(i) Responden

Di tempat

Dengan hormat,

Dalam rangka memenuhi tugas akhir / skripsi demi memperoleh gelar sarjana manajemen (S.M) Universitas Binaniaga Indonesia. Maka dengan segala kerendahan hati saya memohon kepada Bapak/Ibu/Saudara(i) untuk memberikan sumbangan pemikiran dalam bentuk tanggapan terhadap kuesioner ini dengan Judul **“Pengaruh Kualitas Pelayanan dan Promosi Terhadap Minat Kunjungan Pasien *Medical Check Up*” (Studi Kasus pada Rumah Sakit FMC)**”. Adapun pengumpulan data dari kuesioner ini semata-mata hanya digunakan untuk keperluan penelitian guna menyelesaikan penyusunan skripsi ini. Semua data yang ada di dalam kuesioner ini akan dijamin kerahasiaannya oleh peneliti.

Kesediaan dan kerjasama yang Bapak/Ibu/Saudara(i) berikan dalam bentuk informasi yang benar dan lengkap akan sangat mendukung keberhasilan penelitian ini. Selain itu, jawaban yang Bapak/Ibu berikan juga merupakan masukan yang sangat berharga bagi penulis.

Akhir kata, saya mengucapkan terima kasih atas bantuan dan kesediaan Bapak/Ibu/Saudara(i) yang telah meluangkan waktunya untuk mengisi kuesioner ini.

Bogor, 29 Juni 2022

Hormat saya,

Peneliti

A. DATA IDENTITAS RESPONDEN

1. Jenis Kelamin : Laki – laki Perempuan
2. Usia : 18 – 22 Tahun
 23 – 27 Tahun
 28 – 32 Tahun
 > 33 Tahun
3. Pendidikan Terakhir : SMA/SMK S1
 D3 S2
 D4
4. Pekerjaan : Pelajar/Mahasiswa
 Pegawai Swasta
 PNS
 Wiraswasta
 Lainnya

B. PETUNJUK PENGISIAN KUESIONER

Adapun petunjuk pengisian kuesioner adalah sebagai berikut :

1. Diharapkan untuk menjawab seluruh pernyataan yang ada dengan jujur dan apa adanya.
2. Berilah tanda (√) pada kolom yang tersedia dan pilih satu alternatif jawaban yang paling sesuai dengan kondisi yang sebenarnya.
3. Semakin tinggi tingkat persetujuan Saudara(i) pada pernyataan tersebut maka akan semakin tinggi derajat kesesuaian terhadap penelitian ini.
4. Terdapat 5 (lima) alternatif jawaban yang dapat dipilih yaitu sebagai berikut :

| Simbol | Kategori | Bobot Nilai |
|--------|---------------------|-------------|
| SS | Sangat Setuju | 5 |
| S | Setuju | 4 |
| KS | Kurang Setuju | 3 |
| TS | Tidak Setuju | 2 |
| STS | Sangat Tidak Setuju | 1 |

I. KUALITAS PELAYANAN (X1)

| No | Pernyataan | Alternatif Jawaban | | | | |
|----------|---|--------------------|---|----|----|-----|
| | | SS | S | KS | TS | STS |
| | | 5 | 4 | 3 | 2 | 1 |
| A | Keandalan | | | | | |
| 1 | Petugas medis memberikan pelayanan yang teliti dan tepat waktu | | | | | |
| 2 | Petugas medis memberikan informasi yang lengkap kepada pasien sebelum pelayanan diberikan | | | | | |
| B | Ketanggapan | | | | | |
| 3 | Petugas medis sangat tanggap melayani pasien | | | | | |
| 4 | Petugas medis melakukan tindakan dengan tepat dan cepat | | | | | |
| C | Jaminan | | | | | |
| 5 | Saya merasa dokter melayani dengan sikap yang menyenangkan sehingga saya merasa sangat nyaman | | | | | |
| 6 | Saya merasa hasil diagnose <i>Medical Check Up</i> saya diproses dengan waktu yang sangat cepat | | | | | |
| D | Empati | | | | | |
| 7 | Tenaga medis bersikap sangat ramah kepada pasien | | | | | |
| 8 | Dokter mendengarkan keluhan penyakit pasien yang di derita serta memberikan solusi dalam konsultasi | | | | | |
| E | Berwujud | | | | | |
| 9 | Ruangan <i>Medical Check Up</i> sangat nyaman, dan bersih | | | | | |
| 10 | Ruangan <i>Medical Check Up</i> memiliki fasilitas yang Lengkap | | | | | |

II. PROMOSI (X2)

| No | Pernyataan | Alternatif Jawaban | | | | |
|----------|---|--------------------|---|----|----|-----|
| | | SS | S | KS | TS | STS |
| | | 5 | 4 | 3 | 2 | 1 |
| A | Pesan | | | | | |
| 1 | Informasi <i>Medical Check Up</i> yang terkandung dalam iklan sangat menarik | | | | | |
| 2 | Informasi pada setiap promosi sangat sulit di mengerti | | | | | |
| 3 | Promosi yang disampaikan petugas Rumah Sakit sangat menarik minat saya untuk memilih promosi yang telah disampaikan tersebut | | | | | |
| B | Media | | | | | |
| 4 | Informasi promosi dapat ditemukan di media sosial, seperti instagram dan facebook. | | | | | |
| 5 | Admin sosial media sangat responsive terhadap customer | | | | | |
| 6 | Informasi yang di jelaskan dalam iklan di berbagai media sosial seperti instagram dan facebook. milik RS FMC mampu menjelaskan bahwa pemeriksaan Medical Check Up di RS FMC memiliki banyak keunggulan. | | | | | |
| C | Waktu | | | | | |
| 7 | Periode promosi yang ada di RS FMC terlalu singkat | | | | | |
| 8 | RS FMC selalu mengadakan promosi setiap hari | | | | | |
| 9 | Setiap hari raya besar RS FMC selalu mengadakan promosi | | | | | |

III. MINAT KUNJUNGAN (Y)

| No | Pernyataan | Alternatif Jawaban | | | | |
|----------|---|--------------------|---|----|----|-----|
| | | SS | S | KS | TS | STS |
| | | 5 | 4 | 3 | 2 | 1 |
| A | Transaksional | | | | | |
| 1 | Saya tertarik dengan promosi pemeriksaan <i>Medical Check Up</i> di Rumah Sakit FMC | | | | | |
| 2 | Saya tertarik untuk melakukan <i>Medical Check Up</i> di Rumah Sakit FMC karena pelayanan yang memuaskan | | | | | |
| 3 | Saya tertarik terhadap layanan <i>Medical Check Up</i> yang ada di Rumah Sakit FMC | | | | | |
| B | Preferensial | | | | | |
| 4 | Saya memilih Rumah Sakit FMC sebagai Rumah Sakit pilihan utama untuk melakukan <i>Medical Check Up</i> | | | | | |
| 5 | Saya memilih Rumah Sakit FMC karena harga pemeriksaan <i>Medical Check Up</i> sangat terjangkau | | | | | |
| 6 | Saya memilih layanan <i>Medical Check Up</i> di Rumah Sakit FMC karena fasilitas yang lengkap | | | | | |
| C | Eksploratif | | | | | |
| 7 | Saya mendapatkan informasi yang jelas seputar pemeriksaan <i>Medical Check Up</i> | | | | | |
| 8 | Saya mendapatkan informasi jadwal praktek dokter setiap harinya dengan mudah | | | | | |
| 9 | Saya mendapatkan penjelasan yang rinci oleh petugas <i>Medical Check Up</i> tentang informasi kesehatan saya | | | | | |
| D | Referensial | | | | | |
| 10 | Saya memberitahukan kepada orang-orang sekitar saya, bahwa pelayanan <i>Medical Check Up</i> di Rumah Sakit FMC sangat baik | | | | | |
| 11 | Saya tidak ragu untuk merekomendasikan pelayanan <i>Medical Check Up</i> di Rumah Sakit FMC kepada orang-orang disekitar saya | | | | | |
| 12 | Saya merekomendasikan tarif layanan <i>Medical Check Up</i> di Rumah Sakit FMC lebih terjangkau di bandingkan dengan layanan <i>Medical Check Up</i> di Rumah Sakit lainnya kepada orang-orang sekitar saya | | | | | |

Lampiran 2
Tabulasi Data Mentah Untuk Uji Validitas dan Reliabilitas

Variabel Kualitas Pelayanan (X₁)

| No Responden | Butir Pernyataan | | | | | | | | | | Jumlah |
|--------------|------------------|------|------|------|------|------|------|------|------|-------|--------|
| | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | X1.10 | |
| 1 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 42 |
| 3 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 44 |
| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 5 | 38 |
| 6 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 43 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 43 |
| 9 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 44 |
| 10 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| 11 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 4 | 45 |
| 12 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 36 |
| 13 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 47 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 42 |
| 15 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 46 |
| 16 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 45 |
| 17 | 5 | 3 | 3 | 3 | 3 | 4 | 4 | 5 | 5 | 4 | 39 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 43 |
| 19 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 46 |
| 20 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 46 |
| 21 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 22 | 5 | 5 | 4 | 4 | 5 | 3 | 3 | 3 | 4 | 4 | 40 |
| 23 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 24 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 47 |
| 25 | 5 | 5 | 5 | 5 | 4 | 3 | 3 | 3 | 3 | 5 | 41 |
| 26 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 27 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 42 |
| 28 | 5 | 5 | 4 | 4 | 3 | 5 | 3 | 4 | 5 | 5 | 43 |
| 29 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 44 |
| 30 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 44 |

Variabel Promosi (X₂)

| No Responden | Butir Pernyataan | | | | | | | | | Jumlah |
|--------------|------------------|------|------|------|------|------|------|------|------|--------|
| | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.9 | |
| 1 | 3 | 1 | 3 | 3 | 3 | 3 | 1 | 1 | 3 | 21 |
| 2 | 5 | 1 | 4 | 4 | 4 | 4 | 2 | 2 | 5 | 31 |
| 3 | 5 | 2 | 5 | 5 | 5 | 5 | 2 | 2 | 5 | 36 |
| 4 | 4 | 1 | 4 | 4 | 4 | 4 | 1 | 1 | 3 | 26 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 32 |
| 6 | 5 | 1 | 4 | 4 | 5 | 5 | 2 | 2 | 3 | 31 |
| 7 | 4 | 1 | 4 | 4 | 4 | 4 | 1 | 1 | 4 | 27 |
| 8 | 5 | 2 | 4 | 4 | 4 | 5 | 2 | 2 | 4 | 32 |
| 9 | 4 | 2 | 4 | 4 | 4 | 5 | 1 | 1 | 4 | 29 |
| 10 | 4 | 2 | 3 | 3 | 4 | 4 | 2 | 2 | 4 | 28 |
| 11 | 5 | 1 | 3 | 3 | 4 | 4 | 1 | 1 | 5 | 27 |
| 12 | 4 | 1 | 4 | 4 | 5 | 5 | 2 | 2 | 4 | 31 |
| 13 | 4 | 1 | 4 | 4 | 4 | 4 | 1 | 2 | 4 | 28 |
| 14 | 4 | 1 | 4 | 4 | 4 | 4 | 1 | 2 | 5 | 29 |
| 15 | 4 | 1 | 4 | 4 | 3 | 3 | 2 | 2 | 5 | 28 |
| 16 | 4 | 4 | 5 | 5 | 4 | 4 | 1 | 2 | 4 | 33 |
| 17 | 5 | 1 | 4 | 4 | 4 | 4 | 1 | 1 | 5 | 29 |
| 18 | 5 | 1 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 30 |
| 19 | 5 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 42 |
| 20 | 5 | 2 | 4 | 4 | 4 | 4 | 1 | 1 | 5 | 30 |
| 21 | 4 | 2 | 5 | 5 | 5 | 5 | 2 | 2 | 5 | 35 |
| 22 | 4 | 2 | 5 | 5 | 5 | 5 | 2 | 2 | 4 | 34 |
| 23 | 4 | 1 | 3 | 3 | 3 | 3 | 1 | 1 | 3 | 22 |
| 24 | 5 | 1 | 3 | 3 | 3 | 3 | 2 | 2 | 4 | 26 |
| 25 | 5 | 2 | 5 | 5 | 4 | 4 | 2 | 2 | 5 | 34 |
| 26 | 5 | 1 | 5 | 4 | 4 | 5 | 1 | 1 | 5 | 31 |
| 27 | 4 | 4 | 4 | 5 | 5 | 4 | 2 | 2 | 5 | 35 |
| 28 | 4 | 1 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 29 |
| 29 | 5 | 1 | 4 | 4 | 4 | 4 | 1 | 1 | 5 | 29 |
| 30 | 5 | 1 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 30 |

Variabel Minat Kunjungan (Y)

| No Re-sponden | Butir Pernyataan | | | | | | | | | | | | Jumlah |
|---------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|--------|
| | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Y.7 | Y.8 | Y.9 | Y.10 | Y.11 | Y.12 | |
| 1 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 55 |
| 2 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 57 |
| 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 57 |
| 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 40 |
| 5 | 5 | 5 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 53 |
| 6 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 52 |
| 7 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 53 |
| 8 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 40 |
| 9 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 50 |
| 10 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 52 |
| 11 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 57 |
| 12 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 51 |
| 13 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 56 |
| 14 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 55 |
| 15 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 53 |
| 16 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | 4 | 4 | 53 |
| 17 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 55 |
| 18 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 54 |
| 19 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 53 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 51 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 22 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 3 | 3 | 4 | 5 | 5 | 51 |
| 23 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 52 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 58 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 53 |
| 26 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 53 |
| 27 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 5 | 5 | 47 |
| 28 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 51 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 44 |
| 30 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 55 |

Lampiran 3 Hasil Uji Validitas dan Reliabilitas

Uji Validitas Kualitas Pelayanan (X₁)

| | | Correlations | | | | | | | | | | |
|-----------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|---------|-----------|
| | | Item_1 | Item_2 | Item_3 | Item_4 | Item_5 | Item_6 | Item_7 | Item_8 | Item_9 | Item_10 | Skor_Item |
| Item_1 | Pearson Correlation | 1 | .596** | .138 | .133 | .107 | -.034 | -.003 | .000 | .138 | .165 | .366* |
| | Sig. (2-tailed) | | .001 | .468 | .484 | .573 | .859 | .987 | 1.000 | .468 | .385 | .047 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item_2 | Pearson Correlation | .596** | 1 | .637** | .485** | .478** | .245 | -.003 | -.188 | .030 | .132 | .595** |
| | Sig. (2-tailed) | .001 | | .000 | .007 | .007 | .192 | .989 | .321 | .876 | .485 | .001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item_3 | Pearson Correlation | .138 | .637** | 1 | .633** | .609** | .415* | .080 | -.187 | -.059 | .122 | .610** |
| | Sig. (2-tailed) | .468 | .000 | | .000 | .000 | .022 | .673 | .323 | .756 | .520 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item_4 | Pearson Correlation | .133 | .485** | .633** | 1 | .286 | .273 | .125 | .101 | -.186 | .326 | .626** |
| | Sig. (2-tailed) | .484 | .007 | .000 | | .125 | .145 | .512 | .597 | .326 | .079 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item_5 | Pearson Correlation | .107 | .478** | .609** | .286 | 1 | .331 | .331 | -.167 | .007 | .009 | .563** |
| | Sig. (2-tailed) | .573 | .007 | .000 | .125 | | .074 | .074 | .377 | .970 | .964 | .001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item_6 | Pearson Correlation | -.034 | .245 | .415* | .273 | .331 | 1 | .335 | -.290 | .393* | .170 | .625** |
| | Sig. (2-tailed) | .859 | .192 | .022 | .145 | .074 | | .070 | .120 | .032 | .370 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item_7 | Pearson Correlation | -.003 | -.003 | .080 | .125 | .331 | .335 | 1 | .484** | .626** | .331 | .626** |
| | Sig. (2-tailed) | .987 | .989 | .673 | .512 | .074 | .070 | | .007 | .000 | .074 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item_8 | Pearson Correlation | .000 | -.188 | -.187 | .101 | -.167 | .290 | .484** | 1 | .892** | .103 | .368* |
| | Sig. (2-tailed) | 1.000 | .321 | .323 | .597 | .377 | .120 | .007 | | .000 | .587 | .034 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item_9 | Pearson Correlation | .138 | .030 | -.059 | .186 | .007 | .393* | .626** | .692** | 1 | .480** | .637** |
| | Sig. (2-tailed) | .468 | .876 | .756 | .326 | .970 | .032 | .000 | .000 | | .007 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item_10 | Pearson Correlation | .165 | .132 | .122 | .326 | .009 | .170 | .331 | .103 | .480** | 1 | .499** |
| | Sig. (2-tailed) | .385 | .485 | .520 | .079 | .964 | .370 | .074 | .587 | .007 | | .005 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Skor_Item | Pearson Correlation | .366* | .595** | .610** | .626** | .563** | .625** | .626** | .388* | .637** | .499** | 1 |
| | Sig. (2-tailed) | .047 | .001 | .000 | .000 | .001 | .000 | .000 | .034 | .000 | .005 | |
| | 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 Reliabilitas Kualitas Pelayanan (X₁)

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Item_1 | 38.13 | 11.085 | .232 | .755 |
| Item_2 | 38.13 | 9.913 | .460 | .727 |
| Item_3 | 38.43 | 9.840 | .477 | .724 |
| Item_4 | 38.50 | 9.914 | .507 | .721 |
| Item_5 | 38.27 | 9.857 | .400 | .736 |
| Item_6 | 38.47 | 9.844 | .499 | .721 |
| Item_7 | 38.33 | 9.471 | .472 | .724 |
| Item_8 | 38.57 | 10.875 | .231 | .757 |
| Item_9 | 38.13 | 9.568 | .497 | .720 |
| Item_10 | 38.13 | 10.464 | .361 | .740 |

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .753 | 10 |

Uji Validitas Variabel Promosi (X₂)

Correlations

| | | Item_1 | Item_2 | Item_3 | Item_4 | Item_5 | Item_6 | Item_7 | Item_8 | Item_9 | Skor_Item |
|-----------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|
| Item_1 | Pearson Correlation | 1 | -.182 | .202 | .107 | .170 | .265 | .252 | .159 | .441* | .365* |
| | Sig. (2-tailed) | | .335 | .284 | .572 | .370 | .156 | .179 | .400 | .015 | .047 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item_2 | Pearson Correlation | -.182 | 1 | .335 | .509** | .317 | .171 | .184 | .249 | .137 | .511** |
| | Sig. (2-tailed) | .335 | | .070 | .004 | .088 | .365 | .329 | .185 | .470 | .004 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item_3 | Pearson Correlation | .202 | .335 | 1 | .916** | .603** | .638** | .314 | .381* | .415* | .792** |
| | Sig. (2-tailed) | .284 | .070 | | .000 | .000 | .000 | .092 | .038 | .023 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item_4 | Pearson Correlation | .107 | .509** | .916** | 1 | .692** | .555** | .381* | .450* | .415* | .844** |
| | Sig. (2-tailed) | .572 | .004 | .000 | | .000 | .001 | .038 | .012 | .023 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item_5 | Pearson Correlation | .170 | .317 | .603** | .692** | 1 | .833** | .425* | .418* | .251 | .777** |
| | Sig. (2-tailed) | .370 | .088 | .000 | .000 | | .000 | .019 | .021 | .182 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item_6 | Pearson Correlation | .265 | .171 | .638** | .555** | .833** | 1 | .310 | .287 | .190 | .686** |
| | Sig. (2-tailed) | .156 | .365 | .000 | .001 | .000 | | .096 | .125 | .316 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item_7 | Pearson Correlation | .252 | .184 | .314 | .381* | .425* | .310 | 1 | .926** | .184 | .694** |
| | Sig. (2-tailed) | .179 | .329 | .092 | .038 | .019 | .096 | | .000 | .331 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item_8 | Pearson Correlation | .159 | .249 | .381* | .450* | .418* | .287 | .926** | 1 | .197 | .714** |
| | Sig. (2-tailed) | .400 | .185 | .038 | .012 | .021 | .125 | .000 | | .297 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item_9 | Pearson Correlation | .441* | .137 | .415* | .415* | .251 | .190 | .184 | .197 | 1 | .529** |
| | Sig. (2-tailed) | .015 | .470 | .023 | .023 | .182 | .316 | .331 | .297 | | .003 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Skor_Item | Pearson Correlation | .365* | .511** | .792** | .844** | .777** | .686** | .694** | .714** | .529** | 1 |
| | Sig. (2-tailed) | .047 | .004 | .000 | .000 | .000 | .000 | .000 | .000 | .003 | |
| | N | 30 | 30 | 30 | 30 | 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).

Uji Reliabilitas Promosi (X₂)

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Item_1 | 25.73 | 15.651 | .237 | .835 |
| Item_2 | 28.57 | 13.978 | .315 | .843 |
| Item_3 | 26.10 | 13.266 | .722 | .787 |
| Item_4 | 26.10 | 12.990 | .790 | .780 |
| Item_5 | 26.07 | 13.513 | .707 | .791 |
| Item_6 | 26.00 | 13.793 | .588 | .802 |
| Item_7 | 28.50 | 13.086 | .570 | .803 |
| Item_8 | 28.40 | 13.076 | .601 | .799 |
| Item_9 | 25.87 | 14.464 | .390 | .824 |

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .826 | 9 |

Uji Validitas Minat Kunjungan (Y)

| | | Correlations | | | | | | | | | | | | |
|-----------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|---------|-----------|
| | | Item_1 | Item_2 | Item_3 | Item_4 | Item_5 | Item_6 | Item_7 | Item_8 | Item_9 | Item_10 | Item_11 | Item_12 | Skor_Item |
| Item_1 | Pearson Correlation | 1 | .947** | .617** | .313 | .414* | .491** | .386* | .238 | .163 | .268* | -.023 | .259 | .715** |
| | Sig. (2-tailed) | | .000 | .000 | .092 | .023 | .006 | .035 | .204 | .389 | .045 | .904 | .166 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item_2 | Pearson Correlation | .947** | 1 | .665** | .278 | .402* | .555** | .461* | .209 | .140 | .421** | .020 | .315 | .748** |
| | Sig. (2-tailed) | .000 | | .000 | .137 | .028 | .001 | .010 | .267 | .459 | .020 | .918 | .090 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item_3 | Pearson Correlation | .617** | .665** | 1 | .639** | .356 | .593** | .578** | .086 | .037 | .266 | .144 | .248 | .723** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .054 | .001 | .001 | .650 | .844 | .155 | .449 | .186 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item_4 | Pearson Correlation | .313 | .278 | .639** | 1 | .517** | .190 | .342 | .074 | .222 | .182 | .194 | -.168 | .543** |
| | Sig. (2-tailed) | .092 | .137 | .000 | | .003 | .314 | .064 | .696 | .239 | .336 | .303 | .375 | .002 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item_5 | Pearson Correlation | .414* | .402* | .356 | .517** | 1 | .376* | .495** | -.046 | .101 | .344 | -.184 | -.243 | .497** |
| | Sig. (2-tailed) | .023 | .028 | .054 | .003 | | .040 | .005 | .809 | .596 | .063 | .331 | .196 | .005 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item_6 | Pearson Correlation | .491** | .555** | .593** | .190 | .376* | 1 | .742** | .046 | .000 | .406* | -.132 | .089 | .609** |
| | Sig. (2-tailed) | .006 | .001 | .001 | .314 | .040 | | .000 | .809 | .755 | .025 | .487 | .716 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item_7 | Pearson Correlation | .386* | .461* | .578** | .342 | .495** | .742** | 1 | -.145 | -.115 | .321 | .054 | .055 | .574** |
| | Sig. (2-tailed) | .035 | .010 | .001 | .064 | .005 | .000 | | .445 | .544 | .084 | .776 | .775 | .001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item_8 | Pearson Correlation | .238 | .209 | .086 | .074 | -.046 | .046 | -.145 | 1 | .726** | .272 | .149 | .111 | .422* |
| | Sig. (2-tailed) | .204 | .267 | .650 | .696 | .809 | .809 | .445 | | .000 | .146 | .432 | .561 | .020 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item_9 | Pearson Correlation | .163 | .140 | .037 | .222 | .101 | .060 | -.115 | .726** | 1 | .661** | .454* | .127 | .555** |
| | Sig. (2-tailed) | .389 | .459 | .844 | .239 | .596 | .755 | .544 | .000 | | .000 | .012 | .503 | .001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item_10 | Pearson Correlation | .268* | .421* | .266 | .182 | .344 | .406* | .321 | .272 | .661** | 1 | .557** | .465** | .769** |
| | Sig. (2-tailed) | .045 | .020 | .155 | .336 | .063 | .025 | .084 | .146 | .000 | | .001 | .010 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item_11 | Pearson Correlation | -.023 | .020 | .144 | .194 | -.184 | -.132 | .054 | .149 | .454* | .557** | 1 | .636** | .426* |
| | Sig. (2-tailed) | .904 | .918 | .449 | .303 | .331 | .487 | .776 | .432 | .012 | .001 | | .000 | .018 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item_12 | Pearson Correlation | .259 | .315 | .248 | -.168 | -.243 | .069 | .055 | .111 | .127 | .465** | .636** | 1 | .404* |
| | Sig. (2-tailed) | .166 | .090 | .186 | .375 | .196 | .716 | .775 | .561 | .503 | .010 | .000 | | .027 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Skor_Item | Pearson Correlation | .715** | .748** | .723** | .543** | .497** | .609** | .574** | .422* | .555** | .769** | .428* | .404* | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .002 | .005 | .000 | .001 | .020 | .001 | .000 | .018 | .027 | |
| | N | 30 | 30 | 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 Reliabilitas Minat Kunjungan (Y)

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Item_1 | 47.60 | 16.593 | .645 | .790 |
| Item_2 | 47.57 | 16.392 | .683 | .787 |
| Item_3 | 47.53 | 16.189 | .644 | .788 |
| Item_4 | 47.63 | 17.068 | .425 | .807 |
| Item_5 | 47.90 | 17.403 | .377 | .811 |
| Item_6 | 47.70 | 16.769 | .505 | .800 |
| Item_7 | 47.77 | 17.082 | .470 | .803 |
| Item_8 | 47.67 | 17.678 | .280 | .821 |
| Item_9 | 47.70 | 16.562 | .415 | .810 |
| Item_10 | 47.60 | 15.697 | .695 | .782 |
| Item_11 | 47.40 | 17.834 | .303 | .817 |
| Item_12 | 47.57 | 17.978 | .277 | .819 |

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .817 | 12 |

Lampiran 4
Tabulasi Data Mentah

Variabel Kualitas Pelayanan (X₁)

| No Responden | Butir Pernyataan | | | | | | | | | | Jumlah |
|--------------|------------------|------|------|------|------|------|------|------|------|-------|--------|
| | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | X1.10 | |
| 1 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 46 |
| 2 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 47 |
| 3 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 46 |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 46 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 48 |
| 6 | 5 | 5 | 4 | 4 | 5 | 3 | 3 | 3 | 4 | 5 | 41 |
| 7 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 8 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 9 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 40 |
| 10 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 11 | 5 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 39 |
| 12 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 47 |
| 13 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 47 |
| 14 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 15 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 16 | 5 | 5 | 4 | 4 | 5 | 3 | 3 | 3 | 5 | 5 | 42 |
| 17 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 18 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 19 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 20 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 21 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 40 |
| 22 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 23 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 24 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 25 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 26 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 27 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 28 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 42 |
| 30 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 31 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 32 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 33 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 45 |
| 34 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 47 |

| No Responden | Butir Pernyataan | | | | | | | | | | Jumlah |
|--------------|------------------|------|------|------|------|------|------|------|------|-------|--------|
| | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | X1.10 | |
| 75 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 76 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 77 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 78 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 44 |
| 79 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 45 |
| 80 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 81 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 82 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 83 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 84 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 5 | 5 | 5 | 40 |
| 85 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 45 |
| 86 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 45 |
| 87 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 45 |
| 88 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 47 |
| 89 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 45 |
| 90 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 45 |
| 91 | 5 | 5 | 4 | 4 | 5 | 3 | 3 | 3 | 4 | 4 | 40 |
| 92 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 93 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 94 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 48 |
| 95 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 46 |
| 96 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 45 |
| 97 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 42 |
| 98 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 45 |
| 99 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 45 |
| 100 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | 43 |

Variabel Promosi (X₂)

| No Responden | Butir Pernyataan | | | | | | | | | Jumlah |
|--------------|------------------|------|------|------|------|------|------|------|------|--------|
| | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.9 | |
| 1 | 4 | 1 | 3 | 3 | 3 | 3 | 1 | 1 | 4 | 23 |
| 2 | 5 | 2 | 4 | 4 | 4 | 4 | 2 | 2 | 5 | 32 |
| 3 | 4 | 2 | 4 | 4 | 5 | 5 | 2 | 2 | 5 | 33 |
| 4 | 4 | 2 | 4 | 4 | 5 | 5 | 2 | 2 | 4 | 32 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 32 |
| 6 | 5 | 1 | 4 | 4 | 5 | 5 | 2 | 2 | 3 | 31 |
| 7 | 5 | 2 | 4 | 4 | 4 | 5 | 2 | 2 | 3 | 31 |
| 8 | 5 | 2 | 4 | 4 | 4 | 5 | 2 | 2 | 4 | 32 |
| 9 | 4 | 2 | 4 | 5 | 5 | 5 | 1 | 1 | 4 | 31 |
| 10 | 4 | 2 | 4 | 5 | 5 | 5 | 2 | 2 | 4 | 33 |
| 11 | 5 | 1 | 3 | 3 | 4 | 4 | 1 | 1 | 5 | 27 |
| 12 | 5 | 1 | 4 | 4 | 5 | 5 | 2 | 2 | 4 | 32 |
| 13 | 5 | 2 | 5 | 4 | 4 | 5 | 2 | 2 | 5 | 34 |
| 14 | 5 | 2 | 4 | 4 | 4 | 5 | 2 | 2 | 5 | 33 |
| 15 | 4 | 2 | 4 | 4 | 3 | 3 | 2 | 2 | 5 | 29 |
| 16 | 4 | 2 | 5 | 5 | 5 | 5 | 2 | 2 | 4 | 34 |
| 17 | 5 | 1 | 4 | 4 | 4 | 4 | 1 | 1 | 5 | 29 |
| 18 | 5 | 1 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 30 |
| 19 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 20 | 5 | 2 | 4 | 4 | 4 | 4 | 2 | 2 | 5 | 32 |
| 21 | 4 | 2 | 4 | 5 | 5 | 5 | 2 | 2 | 5 | 34 |
| 22 | 4 | 2 | 5 | 5 | 5 | 5 | 2 | 2 | 4 | 34 |
| 23 | 4 | 1 | 3 | 3 | 3 | 3 | 1 | 1 | 3 | 22 |
| 24 | 5 | 1 | 3 | 3 | 3 | 3 | 2 | 2 | 4 | 26 |
| 25 | 5 | 2 | 5 | 4 | 4 | 5 | 2 | 2 | 5 | 34 |
| 26 | 5 | 2 | 4 | 4 | 4 | 5 | 2 | 2 | 5 | 33 |
| 27 | 4 | 2 | 4 | 5 | 5 | 5 | 2 | 2 | 5 | 34 |
| 28 | 4 | 2 | 5 | 5 | 5 | 5 | 2 | 2 | 4 | 34 |
| 29 | 5 | 1 | 4 | 4 | 4 | 4 | 1 | 1 | 5 | 29 |
| 30 | 5 | 1 | 4 | 4 | 5 | 5 | 2 | 2 | 4 | 32 |
| 31 | 5 | 2 | 5 | 5 | 4 | 4 | 2 | 2 | 5 | 34 |
| 32 | 5 | 2 | 4 | 4 | 4 | 5 | 2 | 2 | 5 | 33 |
| 33 | 4 | 2 | 4 | 4 | 5 | 5 | 2 | 2 | 5 | 33 |
| 34 | 4 | 2 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 30 |
| 35 | 5 | 1 | 4 | 4 | 4 | 4 | 1 | 1 | 5 | 29 |
| 36 | 5 | 1 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 30 |
| 37 | 5 | 2 | 5 | 4 | 4 | 5 | 2 | 2 | 5 | 34 |
| 38 | 5 | 2 | 4 | 4 | 4 | 5 | 2 | 2 | 5 | 33 |
| 39 | 4 | 2 | 5 | 5 | 5 | 5 | 2 | 2 | 5 | 35 |
| 40 | 4 | 2 | 5 | 5 | 5 | 5 | 2 | 2 | 4 | 34 |

| No Responden | Butir Pernyataan | | | | | | | | | Jumlah |
|--------------|------------------|------|------|------|------|------|------|------|------|--------|
| | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.9 | |
| 41 | 5 | 1 | 3 | 3 | 3 | 3 | 2 | 1 | 5 | 26 |
| 42 | 5 | 1 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 30 |
| 43 | 5 | 2 | 5 | 5 | 5 | 5 | 2 | 2 | 5 | 36 |
| 44 | 5 | 2 | 4 | 5 | 5 | 5 | 2 | 2 | 5 | 35 |
| 45 | 4 | 2 | 5 | 5 | 5 | 5 | 2 | 2 | 5 | 35 |
| 46 | 4 | 2 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 30 |
| 47 | 5 | 1 | 4 | 4 | 4 | 4 | 1 | 1 | 5 | 29 |
| 48 | 5 | 1 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 30 |
| 49 | 5 | 2 | 5 | 4 | 4 | 5 | 2 | 2 | 5 | 34 |
| 50 | 5 | 2 | 4 | 4 | 4 | 5 | 2 | 2 | 4 | 32 |
| 51 | 4 | 2 | 4 | 5 | 5 | 5 | 2 | 2 | 4 | 33 |
| 52 | 4 | 2 | 5 | 5 | 5 | 5 | 2 | 2 | 4 | 34 |
| 53 | 3 | 1 | 4 | 4 | 4 | 4 | 1 | 1 | 3 | 25 |
| 54 | 3 | 1 | 4 | 4 | 5 | 5 | 2 | 2 | 3 | 29 |
| 55 | 5 | 2 | 5 | 4 | 4 | 5 | 2 | 2 | 5 | 34 |
| 56 | 5 | 1 | 5 | 3 | 3 | 3 | 1 | 1 | 4 | 26 |
| 57 | 4 | 2 | 5 | 3 | 3 | 3 | 2 | 2 | 5 | 29 |
| 58 | 4 | 2 | 5 | 5 | 5 | 3 | 2 | 2 | 5 | 33 |
| 59 | 5 | 1 | 4 | 4 | 3 | 3 | 1 | 1 | 5 | 27 |
| 60 | 5 | 1 | 4 | 4 | 5 | 5 | 2 | 2 | 4 | 32 |
| 61 | 5 | 2 | 5 | 4 | 4 | 5 | 2 | 2 | 5 | 34 |
| 62 | 5 | 2 | 4 | 4 | 4 | 5 | 2 | 2 | 5 | 33 |
| 63 | 4 | 2 | 5 | 5 | 5 | 5 | 2 | 2 | 5 | 35 |
| 64 | 4 | 2 | 5 | 5 | 5 | 5 | 2 | 2 | 4 | 34 |
| 65 | 5 | 1 | 4 | 4 | 4 | 4 | 1 | 1 | 5 | 29 |
| 66 | 5 | 1 | 4 | 4 | 5 | 5 | 2 | 2 | 4 | 32 |
| 67 | 5 | 2 | 5 | 4 | 4 | 4 | 2 | 2 | 5 | 33 |
| 68 | 5 | 2 | 4 | 4 | 4 | 5 | 2 | 2 | 5 | 33 |
| 69 | 4 | 2 | 4 | 5 | 5 | 4 | 2 | 2 | 4 | 32 |
| 70 | 4 | 2 | 5 | 5 | 5 | 5 | 2 | 2 | 4 | 34 |
| 71 | 3 | 1 | 4 | 4 | 3 | 3 | 1 | 1 | 4 | 24 |
| 72 | 3 | 1 | 4 | 4 | 5 | 5 | 2 | 2 | 4 | 30 |
| 73 | 3 | 2 | 5 | 4 | 4 | 5 | 2 | 2 | 5 | 32 |
| 74 | 5 | 2 | 4 | 4 | 4 | 5 | 2 | 2 | 5 | 33 |
| 75 | 4 | 2 | 4 | 5 | 5 | 5 | 2 | 2 | 5 | 34 |
| 76 | 4 | 2 | 3 | 3 | 3 | 3 | 1 | 1 | 4 | 24 |
| 77 | 5 | 1 | 4 | 4 | 4 | 4 | 1 | 1 | 5 | 29 |
| 78 | 5 | 1 | 4 | 4 | 5 | 5 | 2 | 2 | 5 | 33 |
| 79 | 5 | 2 | 5 | 4 | 4 | 5 | 2 | 2 | 5 | 34 |
| 80 | 5 | 2 | 4 | 4 | 4 | 5 | 2 | 2 | 5 | 33 |

| No Responden | Butir Pernyataan | | | | | | | | | Jumlah |
|--------------|------------------|------|------|------|------|------|------|------|------|--------|
| | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.9 | |
| 81 | 4 | 2 | 4 | 5 | 5 | 5 | 2 | 2 | 5 | 34 |
| 82 | 4 | 2 | 5 | 5 | 5 | 5 | 2 | 2 | 4 | 34 |
| 83 | 5 | 1 | 4 | 4 | 4 | 4 | 1 | 1 | 4 | 28 |
| 84 | 5 | 1 | 4 | 4 | 5 | 5 | 2 | 2 | 4 | 32 |
| 85 | 5 | 2 | 5 | 4 | 4 | 5 | 2 | 2 | 5 | 34 |
| 86 | 5 | 2 | 4 | 4 | 4 | 5 | 2 | 2 | 5 | 33 |
| 87 | 4 | 2 | 4 | 5 | 5 | 5 | 2 | 2 | 5 | 34 |
| 88 | 4 | 2 | 5 | 5 | 5 | 5 | 2 | 2 | 4 | 34 |
| 89 | 3 | 1 | 4 | 4 | 4 | 4 | 1 | 1 | 5 | 27 |
| 90 | 3 | 1 | 4 | 4 | 5 | 5 | 2 | 2 | 4 | 30 |
| 91 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 5 | 26 |
| 92 | 4 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 4 | 26 |
| 93 | 4 | 2 | 4 | 4 | 4 | 4 | 2 | 2 | 5 | 31 |
| 94 | 4 | 2 | 5 | 5 | 5 | 5 | 2 | 2 | 4 | 34 |
| 95 | 5 | 1 | 4 | 4 | 4 | 4 | 1 | 1 | 5 | 29 |
| 96 | 5 | 1 | 4 | 4 | 5 | 5 | 2 | 2 | 4 | 32 |
| 97 | 5 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 4 | 27 |
| 98 | 5 | 1 | 4 | 4 | 4 | 4 | 1 | 2 | 4 | 29 |
| 99 | 5 | 2 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 31 |
| 100 | 3 | 2 | 4 | 3 | 3 | 3 | 1 | 2 | 4 | 25 |

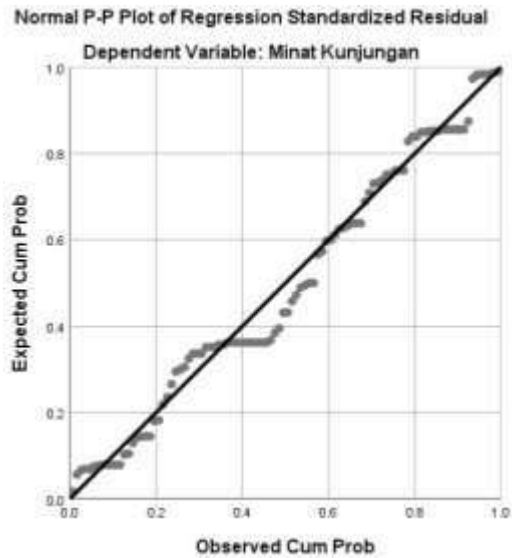
Variabel Minat Kunjungan (Y)

| No Responden | Butir Pernyataan | | | | | | | | | | | | Jumlah |
|--------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|--------|
| | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Y.7 | Y.8 | Y.9 | Y.10 | Y.11 | Y.12 | |
| 1 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 54 |
| 2 | 4 | 5 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 51 |
| 3 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 50 |
| 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 56 |
| 6 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 53 |
| 7 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 53 |
| 8 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 53 |
| 9 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 59 |
| 10 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 50 |
| 11 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 52 |
| 12 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 55 |
| 13 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 5 | 5 | 5 | 3 | 5 | 48 |
| 14 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 3 | 4 | 54 |
| 15 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 55 |
| 16 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 51 |
| 17 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | 4 | 4 | 53 |
| 18 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 56 |
| 19 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 54 |
| 20 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 53 |
| 21 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 53 |
| 22 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 48 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 51 |
| 25 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 57 |
| 26 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 50 |
| 27 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 57 |
| 28 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 55 |
| 29 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 51 |
| 30 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | 4 | 4 | 53 |
| 31 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 55 |
| 32 | 5 | 5 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 53 |
| 33 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 52 |
| 34 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 53 |
| 35 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 36 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 50 |
| 37 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 52 |
| 38 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 56 |
| 39 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 51 |

| No Responden | Butir Pernyataan | | | | | | | | | | | | Jumlah |
|--------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|--------|
| | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Y.7 | Y.8 | Y.9 | Y.10 | Y.11 | Y.12 | |
| 40 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 56 |
| 41 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 55 |
| 42 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 51 |
| 43 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | 4 | 4 | 53 |
| 44 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 56 |
| 45 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 54 |
| 46 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 53 |
| 47 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 51 |
| 48 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 49 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 50 |
| 50 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 52 |
| 51 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 57 |
| 52 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 50 |
| 53 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 57 |
| 54 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 5 | 5 | 5 | 48 |
| 55 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 51 |
| 56 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 50 |
| 57 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 56 |
| 58 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 54 |
| 59 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 53 |
| 60 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 61 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 62 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 48 |
| 63 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 53 |
| 64 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 56 |
| 65 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 5 | 5 | 5 | 3 | 5 | 48 |
| 66 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 4 | 55 |
| 67 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 55 |
| 68 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 51 |
| 69 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 39 |
| 70 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 55 |
| 71 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 52 |
| 72 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 51 |
| 73 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 52 |
| 74 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 75 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 50 |
| 76 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 53 |
| 77 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 57 |
| 78 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 50 |
| 79 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 57 |

Lampiran 5 Hasil Uji Asumsi Klasik

A. Output Hasil Uji Normalitas



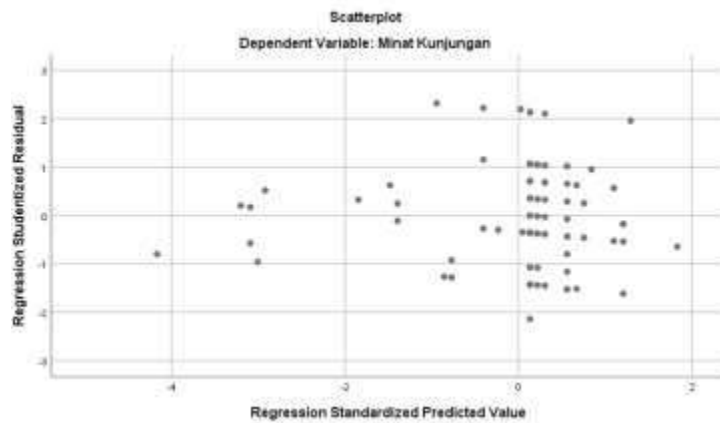
B. Output Hasil Uji Multikolinearitas

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized | Collinearity Statistics | |
|-------|--------------------|-----------------------------|------------|--------------|-------------------------|-------|
| | | B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 37.017 | 1.900 | | | |
| | Kualitas Pelayanan | .127 | .061 | .098 | 1.000 | 1.000 |
| | Promosi | .585 | .031 | .871 | 1.000 | 1.000 |

a. Dependent Variable: Minat Kunjungan

C. Output Hasil Uji Heteroskedastisitas



Lampiran 6 Hasil Uji Hipotesis

A. Output Hasil Uji t

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized | t | Sig. |
|-------|-------------------------|-----------------------------|------------|----------------------|--------|------|
| | | B | Std. Error | Coefficients Beta | | |
| 1 | (Constant) | 37.017 | 1.900 | | 19.484 | .000 |
| | Kualitas Pelayanan (X1) | .127 | .061 | .098 | 2.096 | .039 |
| | Promosi (X2) | .585 | .031 | .871 | 18.620 | .000 |

a. Dependent Variable: Minat Kunjungan (Y)

B. Output Hasil Uji F

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1 | Regression | 562.483 | 2 | 281.242 | 184.794 | .000 ^b |
| | Residual | 147.627 | 97 | 1.522 | | |
| | Total | 710.110 | 99 | | | |

a. Dependent Variable: Minat Kunjungan (Y)

b. Predictors: (Constant), Promosi (X2), Kualitas Pelayanan (X1)

Lampiran 7 Hasil SPSS

A. Output Hasil Uji Regresi Linear Berganda

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized | t | Sig. |
|-------|-------------------------|-----------------------------|------------|----------------------|--------|------|
| | | B | Std. Error | Coefficients Beta | | |
| 1 | (Constant) | 37.017 | 1.900 | | 19.484 | .000 |
| | Kualitas Pelayanan (X1) | .127 | .061 | .098 | 2.096 | .039 |
| | Promosi (X2) | .585 | .031 | .871 | 18.620 | .000 |

a. Dependent Variable: Minat Kunjungan (Y)

B. Output Hasil Uji Koefisien Korelasi

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .886 ^a | .784 | .780 | 1.25694 |

a. Predictors: (Constant), Promosi, Kualitas Pelayanan

C. Output Hasil Uji Koefisien Determinasi

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .886 ^a | .784 | .780 | 1.25694 |

a. Predictors: (Constant), Promosi, Kualitas Pelayanan

Lampiran 8
Tabel Uji r

| DF = n-2 | 0,1 | 0,05 | 0,02 | 0,01 | 0,001 |
|----------|---------|--------|---------|--------|---------|
| | r 0,005 | r 0,05 | r 0,025 | r 0,01 | r 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 |

Lampiran 9
Tabel Uji t

| df \ Pr | 0.25 | 0.10 | 0.05 | 0.025 | 0.01 | 0.005 | 0.001 |
|---------|---------|---------|---------|---------|---------|---------|---------|
| | 0.50 | 0.20 | 0.10 | 0.050 | 0.02 | 0.010 | 0.002 |
| 81 | 0.67753 | 1.29209 | 1.86388 | 1.98969 | 2.37327 | 2.63790 | 3.19392 |
| 82 | 0.67749 | 1.29196 | 1.86365 | 1.98932 | 2.37269 | 2.63712 | 3.19262 |
| 83 | 0.67746 | 1.29183 | 1.86342 | 1.98896 | 2.37212 | 2.63637 | 3.19135 |
| 84 | 0.67742 | 1.29171 | 1.86320 | 1.98861 | 2.37156 | 2.63563 | 3.19011 |
| 85 | 0.67739 | 1.29159 | 1.86298 | 1.98827 | 2.37102 | 2.63491 | 3.18890 |
| 86 | 0.67735 | 1.29147 | 1.86277 | 1.98793 | 2.37049 | 2.63421 | 3.18772 |
| 87 | 0.67732 | 1.29136 | 1.86256 | 1.98761 | 2.36998 | 2.63353 | 3.18657 |
| 88 | 0.67729 | 1.29125 | 1.86235 | 1.98729 | 2.36947 | 2.63286 | 3.18544 |
| 89 | 0.67726 | 1.29114 | 1.86216 | 1.98698 | 2.36898 | 2.63220 | 3.18434 |
| 90 | 0.67723 | 1.29103 | 1.86196 | 1.98667 | 2.36850 | 2.63157 | 3.18327 |
| 91 | 0.67720 | 1.29092 | 1.86177 | 1.98638 | 2.36803 | 2.63094 | 3.18222 |
| 92 | 0.67717 | 1.29082 | 1.86159 | 1.98609 | 2.36757 | 2.63033 | 3.18119 |
| 93 | 0.67714 | 1.29072 | 1.86140 | 1.98580 | 2.36712 | 2.62973 | 3.18019 |
| 94 | 0.67711 | 1.29062 | 1.86123 | 1.98552 | 2.36667 | 2.62915 | 3.17921 |
| 95 | 0.67708 | 1.29053 | 1.86105 | 1.98525 | 2.36624 | 2.62858 | 3.17825 |
| 96 | 0.67705 | 1.29043 | 1.86088 | 1.98498 | 2.36582 | 2.62802 | 3.17731 |
| 97 | 0.67703 | 1.29034 | 1.86071 | 1.98472 | 2.36541 | 2.62747 | 3.17639 |
| 98 | 0.67700 | 1.29025 | 1.86055 | 1.98447 | 2.36500 | 2.62693 | 3.17549 |
| 99 | 0.67698 | 1.29016 | 1.86039 | 1.98422 | 2.36461 | 2.62641 | 3.17460 |
| 100 | 0.67695 | 1.29007 | 1.86023 | 1.98397 | 2.36422 | 2.62589 | 3.17374 |
| 101 | 0.67693 | 1.28999 | 1.86008 | 1.98373 | 2.36384 | 2.62539 | 3.17289 |
| 102 | 0.67690 | 1.28991 | 1.85993 | 1.98350 | 2.36346 | 2.62489 | 3.17206 |
| 103 | 0.67688 | 1.28982 | 1.85978 | 1.98326 | 2.36310 | 2.62441 | 3.17125 |
| 104 | 0.67686 | 1.28974 | 1.85964 | 1.98304 | 2.36274 | 2.62393 | 3.17045 |
| 105 | 0.67683 | 1.28967 | 1.85950 | 1.98282 | 2.36239 | 2.62347 | 3.16967 |
| 106 | 0.67681 | 1.28959 | 1.85936 | 1.98260 | 2.36204 | 2.62301 | 3.16890 |
| 107 | 0.67679 | 1.28951 | 1.85922 | 1.98238 | 2.36170 | 2.62256 | 3.16815 |
| 108 | 0.67677 | 1.28944 | 1.85909 | 1.98217 | 2.36137 | 2.62212 | 3.16741 |
| 109 | 0.67675 | 1.28937 | 1.85895 | 1.98197 | 2.36105 | 2.62169 | 3.16669 |
| 110 | 0.67673 | 1.28930 | 1.85882 | 1.98177 | 2.36073 | 2.62126 | 3.16598 |
| 111 | 0.67671 | 1.28922 | 1.85870 | 1.98157 | 2.36041 | 2.62085 | 3.16528 |
| 112 | 0.67669 | 1.28916 | 1.85857 | 1.98137 | 2.36010 | 2.62044 | 3.16460 |
| 113 | 0.67667 | 1.28909 | 1.85845 | 1.98118 | 2.35980 | 2.62004 | 3.16392 |
| 114 | 0.67665 | 1.28902 | 1.85833 | 1.98099 | 2.35950 | 2.61964 | 3.16326 |
| 115 | 0.67663 | 1.28896 | 1.85821 | 1.98081 | 2.35921 | 2.61926 | 3.16262 |
| 116 | 0.67661 | 1.28889 | 1.85810 | 1.98063 | 2.35892 | 2.61888 | 3.16198 |
| 117 | 0.67659 | 1.28883 | 1.85798 | 1.98045 | 2.35864 | 2.61850 | 3.16135 |
| 118 | 0.67657 | 1.28877 | 1.85787 | 1.98027 | 2.35837 | 2.61814 | 3.16074 |
| 119 | 0.67656 | 1.28871 | 1.85776 | 1.98010 | 2.35809 | 2.61778 | 3.16013 |
| 120 | 0.67654 | 1.28865 | 1.85765 | 1.97993 | 2.35782 | 2.61742 | 3.15954 |

Lampiran 10
Tabel Uji F

| 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 |
| 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 |