

LAMPIRAN-LAMPIRAN

Lampiran 1 Kuesioner

ANGKET PENELITIAN

Hal : Permohonan bantuan pengisian kuesioner

Kepada Yth.

Bapak/Ibu/Saudara/Saudari

Dengan hormat,

Dalam rangka penyusunan Skripsi sebagai salah satu syarat kelulusan program Sarjana S1 di Fakultas Ekonomi dan Bisnis UNISNU JEPARA, peneliti berusaha untuk mengumpulkan data dan informasi mengenai "**PERANAN BAURAN PEMASARAN TERHADAP KEPUTUSAN BERKUNJUNG (STUDI KASUS OBYEK WISATA PANTAI KARTINI JEPARA)**".

Oleh karena itu, saya ingin mengajak Bapak/Ibu/Saudari untuk ikut berpartisipasi dalam pengisian kuesioner ini agar hasil penelitian ini dapat memiliki kredibilitas yang tinggi. Saya sangat berterimakasih atas kesediaan dan partisipasi Bapak/Ibu/Saudari dalam meluangkan waktu untuk mengisi kuesioner ini. Atas perhatian dan kerjasamanya, saya ucapkan terimakasih.

Hormat saya,

Lutfi

Petunjuk Pengisian :

1. Bacalah setiap pertanyaan dengan seksama sebelum menjawab.
2. Anda hanya dapat memberikan satu jawaban di setiap pertanyaan.
3. Isilah kuesioner dengan member tanda (√) pada kolom yang tersedia dan pilih sesuai dengan keadaan yang sebenarnya.

Keterangan:

STS : Sangat Tidak Setuju

TS : Tidak Setuju

KS : Kurang Setuju

S : Setuju

SS :Sangat Setuju

Data responden :

1. Usia anda saat ini :
 - a. 20 - 25 tahun
 - b. 26 - 30 tahun
 - c. 31 - 35 tahun
 - d. > 36 tahun

2. Jenis Kelamin :
 - a. Laki-laki
 - b. Perempuan

3. Pendidikan Terakhir :
 - a. SMP
 - b. SMA
 - c. S1
 - d. S2

4. Penghasilan :
 - a. ≤ 1 Juta
 - b. 2 – 5 Juta
 - c. 6 – 10 Juta
 - d. > 11 Juta

1. Produk

No	Pernyataan	STS	TS	KS	S	SS
1.	Produk-produk wisata pantai Kartini Jepara menarik untuk dikunjungi					
2.	Produk-produk wisata pantai Kartini Jepara memenuhi keinginan dan kebutuhan wisatawan untuk melakukan kegiatan wisata					
3.	Produk-produk wisata pantai Kartini Jepara memiliki keistimewaan tambahan					

2. Price

No	Pernyataan	STS	TS	KS	S	SS
1.	Harga tiket masuk wisata pantai Kartini Jepara masih bisa dijangkau pengunjung					

2.	Harga yang ditetapkan pengelola sesuai dengan kualitas wahana wisata pantai Kartini Jepara					
3.	Harga yang ditetapkan pengelola sesuai dengan manfaat yang diterima oleh pengunjung					

3. Place

No	Pernyataan	STS	TS	KS	S	SS
1.	Letak pantai Kartini Jepara strategis dan sarana transportasi memudahkan pengunjung dalam mencapainya					
2.	Tempat pantai Kartini Jepara sangat nyaman bagi pengunjung					
3.	Keamanan kawasan sekitar pantai Kartini Jepara terjaga					

4. Promotion

No	Pernyataan	STS	TS	KS	S	SS
1.	Iklan pantai Kartini Jepara sering tayang di media social dan media massa.					
2.	Iklan pantai Kartini Jepara yang ditayangkan memiliki pesan yang bagus.					
3.	Pengelola Pantai Kartini Jepara memberikan penawaran paket-paket wisata					
4.	Iklan pantai Kartini Jepara sudah tepat dan sesuai sasaran.					

5. People

No	Pernyataan	STS	TS	KS	S	SS
1.	Pegawai Pantai Kartini tanggap pada keluhan pengunjung					
2.	Pengunjung dapat berinteraksi dengan leluasa dengan pengunjung lainnya.					

6. Process

No	Pernyataan	STS	TS	KS	S	SS
1.	Pegawai Pantai Kartini bersikap ramah kepada pengunjung					
2.	Pegawai Pantai Kartini cepat dalam memberikan pelayanan					
3.	Pelayanan yang diberikan pegawai Pantai Kartini tepat sasaran					

7. Physical Evidence

No	Pernyataan	STS	TS	KS	S	SS
1.	Desain bangunan Pantai Kartini sangat menarik bagi pengunjung.					
2.	Pengelola Pantai Kartini menyediakan fasilitas yang lengkap bagi pengunjung					

8. Keputusan Berkunjung

No	Pernyataan	STS	TS	KS	S	SS
1.	Fasilitas pantai kartini lengkap					
2.	Pengunjung merasa puas dengan pelayanan pantai kartini					
3.	Lokasi mudah ditemukan					
4.	Tempat parkir pantai kartini luas					
5.	Selalu ada hiburan dipantai kartini					

Lampiran 2 Deskripsi Responden

DESKRIPSI RESPONDEN

No	Keterangan	Jumlah	Persentasi
1.	Usia:		
	e. 20 - 25 tahun	22	22.9%
	f. 26 - 30 tahun	29	30.2%
	g. 31 - 35 tahun	27	28.125%
	h. > 36 tahun	18	18.8%
Jumlah		96	100%
2.	Jenis Kelamin:		
	c. Laki-laki	42	43.75%
	d. Perempuan	54	56.25%
Jumlah		96	100%
3.	Pendidikan Terakhir:		
	e. SMP	12	12.5%
	f. SMA	29	30.2%
	g. S1	49	51.04%
	h. S2	6	6.25%
Jumlah		96	100%
4.	Penghasilan:		
	e. ≤ 1 Juta	57	59.4%
	f. 2 – 5 Juta	17	17.7%
	g. 6 – 10 Juta	19	19.8%
	h. > 11 Juta	3	3.1%
Jumlah		96	100%

Lampiran 3 Data Kuesioner

HASIL ANGKET PENELITIAN

1. Produk

Resp	X11	X12	X13	Skor
1	4	4	4	12
2	5	5	5	15
3	5	5	5	15
4	4	4	5	13
5	4	4	4	12
6	3	4	3	10
7	3	4	4	11
8	4	4	4	12
9	5	5	5	15
10	4	4	4	12
11	5	5	5	15
12	4	4	4	12
13	4	4	4	12
14	5	5	4	14
15	5	5	5	15
16	3	4	3	10
17	3	4	3	10
18	4	4	4	12
19	3	4	3	10
20	3	3	3	9
21	3	3	3	9
22	4	4	5	13
23	4	5	5	14
24	4	4	4	12
25	4	4	4	12
26	4	4	5	13
27	4	4	4	12
28	2	4	4	10
29	3	3	3	9
30	5	5	5	15
31	5	5	5	15
32	5	5	5	15
33	3	4	3	10
34	4	4	4	12

Resp	X11	X12	X13	Skor
35	3	4	4	11
36	5	5	5	15
37	5	5	5	15
38	3	3	3	9
39	3	3	3	9
40	5	5	5	15
41	5	5	5	15
42	4	5	3	12
43	5	5	5	15
44	5	5	5	15
45	5	5	4	14
46	5	5	5	15
47	5	5	5	15
48	5	5	5	15
49	5	5	5	15
50	5	5	5	15
51	3	4	4	11
52	5	5	5	15
53	3	3	3	9
54	5	5	5	15
55	5	5	5	15
56	5	5	5	15
57	5	5	5	15
58	5	5	5	15
59	5	5	5	15
60	5	5	5	15
61	4	4	4	12
62	4	5	4	13
63	3	3	5	11
64	5	5	5	15
65	5	5	5	15
66	5	5	5	15
67	4	4	4	12
68	5	5	5	15
69	4	4	4	12
70	4	4	4	12
71	5	5	5	15
72	4	4	5	13
73	4	4	4	12
74	3	3	3	9

Resp	X11	X12	X13	Skor
75	4	4	4	12
76	4	4	4	12
77	3	3	4	10
78	4	4	4	12
79	4	4	4	12
80	4	4	4	12
81	5	5	5	15
82	4	4	4	12
83	4	4	4	12
84	4	4	4	12
85	4	4	5	13
86	4	4	4	12
87	5	5	5	15
88	5	5	5	15
89	4	4	4	12
90	4	4	4	12
91	3	3	4	10
92	4	4	4	12
93	4	4	4	12
94	4	4	4	12
95	4	4	4	12
96	5	5	4	14

2. Price

Resp	X21	X22	X23	Skor
1	4	4	4	12
2	5	4	5	14
3	4	4	5	13
4	3	4	2	9
5	4	4	4	12
6	3	4	3	10
7	3	4	3	10
8	4	4	4	12
9	5	5	5	15
10	4	4	4	12
11	4	4	4	12
12	4	4	4	12

Resp	X21	X22	X23	Skor
13	5	5	5	15
14	5	5	5	15
15	5	5	5	15
16	3	4	3	10
17	3	4	3	10
18	4	4	4	12
19	3	4	3	10
20	4	4	4	12
21	4	4	4	12
22	5	5	5	15
23	3	4	4	11
24	2	2	4	8
25	4	2	4	10
26	3	4	4	11
27	5	5	5	15
28	3	4	3	10
29	2	3	3	8
30	5	5	5	15
31	5	5	5	15
32	5	5	5	15
33	3	4	3	10
34	5	4	4	13
35	3	4	3	10
36	5	5	5	15
37	5	5	5	15
38	2	3	3	8
39	3	4	3	10
40	5	5	5	15
41	5	5	5	15
42	4	4	4	12
43	5	4	4	13
44	5	4	4	13
45	5	5	5	15
46	5	4	4	13
47	5	5	5	15

Resp	X21	X22	X23	Skor
48	5	5	5	15
49	5	5	5	15
50	4	5	4	13
51	3	4	3	10
52	5	5	5	15
53	2	3	3	8
54	5	5	5	15
55	5	5	5	15
56	4	5	5	14
57	5	4	4	13
58	5	4	5	14
59	5	5	5	15
60	5	5	5	15
61	4	4	4	12
62	5	4	4	13
63	5	4	4	13
64	5	5	5	15
65	5	5	5	15
66	5	4	5	14
67	4	4	4	12
68	4	4	5	13
69	4	4	4	12
70	3	4	3	10
71	5	5	5	15
72	3	4	4	11
73	4	2	4	10
74	4	4	4	12
75	2	2	4	8
76	4	4	4	12
77	3	4	3	10
78	5	5	5	15
79	4	4	4	12
80	4	4	4	12
81	5	5	5	15
82	4	4	4	12

Resp	X21	X22	X23	Skor
83	3	4	3	10
84	4	4	4	12
85	4	4	4	12
86	4	4	4	12
87	4	4	4	12
88	3	4	4	11
89	4	4	5	13
90	4	4	4	12
91	4	3	4	11
92	4	4	4	12
93	5	4	4	13
94	4	5	5	14
95	5	4	5	14
96	3	4	3	10

3. Place

Resp	X31	X32	X33	Skor
1	4	5	5	14
2	4	4	5	13
3	4	4	3	11
4	4	4	4	12
5	5	5	5	15
6	4	4	4	12
7	4	5	5	14
8	4	4	5	13
9	4	5	5	14
10	5	5	5	15
11	4	4	4	12
12	5	5	5	15
13	3	3	4	10
14	5	5	5	15
15	5	5	5	15
16	5	4	4	13
17	4	4	4	12
18	4	4	4	12
19	5	4	4	13
20	4	4	4	12

Resp	X31	X32	X33	Skor
21	4	4	4	12
22	4	4	4	12
23	4	4	4	12
24	4	4	5	13
25	4	3	4	11
26	4	3	4	11
27	4	4	4	12
28	5	5	4	14
29	4	4	4	12
30	4	4	5	13
31	4	4	4	12
32	4	3	4	11
33	4	4	4	12
34	4	4	4	12
35	5	5	5	15
36	4	4	5	13
37	4	4	5	13
38	4	4	4	12
39	4	4	4	12
40	5	4	4	13
41	4	4	4	12
42	4	4	4	12
43	4	4	4	12
44	4	4	4	12
45	4	4	4	12
46	4	4	4	12
47	4	5	5	14
48	4	4	5	13
49	4	4	3	11
50	4	4	4	12
51	5	5	5	15
52	4	4	4	12
53	4	5	5	14
54	4	4	5	13
55	4	4	4	12
56	4	3	4	11
57	4	4	4	12
58	4	4	4	12
59	4	5	5	14
60	4	4	5	13

Resp	X31	X32	X33	Skor
61	4	4	3	11
62	4	4	4	12
63	5	5	5	15
64	4	4	4	12
65	4	5	5	14
66	4	4	5	13
67	4	5	5	14
68	5	5	5	15
69	3	3	4	10
70	3	4	4	11
71	5	5	5	15
72	5	5	5	15
73	5	5	4	14
74	5	5	5	15
75	5	4	4	13
76	4	4	4	12
77	4	4	5	13
78	5	5	5	15
79	5	5	5	15
80	5	5	4	14
81	5	5	5	15
82	4	4	4	12
83	4	4	4	12
84	4	4	4	12
85	4	4	4	12
86	4	4	4	12
87	4	4	4	12
88	4	4	4	12
89	4	3	3	10
90	5	4	4	13
91	3	4	3	10
92	3	4	3	10
93	4	4	4	12
94	4	4	4	12
95	4	4	4	12
96	4	4	5	13

4. Promotion

Resp	X41	X42	X43	X44	Skor
1	5	5	5	5	20
2	5	5	5	5	20
3	4	3	4	3	14
4	4	5	4	4	17
5	5	5	5	5	20
6	5	5	5	4	19
7	4	4	4	4	16
8	5	5	5	4	19
9	4	4	4	4	16
10	4	4	4	5	17
11	5	5	5	5	20
12	5	5	5	5	20
13	5	5	5	4	19
14	4	4	4	4	16
15	5	2	5	5	17
16	4	2	4	4	14
17	4	4	4	4	16
18	4	4	4	4	16
19	4	5	4	5	18
20	5	4	4	4	17
21	4	4	4	4	16
22	4	3	4	4	15
23	3	4	3	3	13
24	4	3	4	4	15
25	3	3	3	4	13
26	3	3	3	4	13
27	4	2	4	4	14
28	4	4	4	5	17
29	4	3	4	5	16
30	5	5	5	5	20
31	4	4	4	4	16
32	3	3	3	4	13
33	4	3	4	3	14
34	4	4	4	5	17
35	5	5	5	5	20

Resp	X41	X42	X43	X44	Skor
36	4	4	4	4	16
37	5	4	5	5	19
38	4	4	4	4	16
39	4	4	4	4	16
40	4	5	4	5	18
41	4	4	4	4	16
42	4	4	4	4	16
43	4	4	4	4	16
44	3	4	3	3	13
45	4	4	4	5	17
46	4	5	4	5	18
47	5	5	5	5	20
48	5	5	5	5	20
49	4	3	4	3	14
50	4	5	4	4	17
51	5	5	5	5	20
52	5	5	5	4	19
53	4	4	4	4	16
54	4	5	4	4	17
55	4	3	4	3	14
56	4	3	4	3	14
57	4	3	4	5	16
58	4	5	4	5	18
59	5	5	5	5	20
60	5	5	5	5	20
61	4	3	4	3	14
62	4	5	4	4	17
63	5	5	5	5	20
64	5	5	5	4	19
65	4	4	4	4	16
66	5	5	5	4	19
67	5	5	5	5	20
68	5	4	5	5	19
69	3	3	3	4	13
70	4	4	4	4	16
71	5	5	5	5	20
72	5	4	4	4	17
73	5	4	4	4	17

Resp	X41	X42	X43	X44	Skor
74	5	4	4	5	18
75	4	4	4	4	16
76	4	5	5	5	19
77	4	5	5	5	19
78	5	5	5	5	20
79	4	4	4	4	16
80	4	4	4	5	17
81	5	5	5	5	20
82	4	5	4	5	18
83	4	4	4	4	16
84	4	4	4	4	16
85	4	5	5	5	19
86	4	4	4	4	16
87	4	4	4	4	16
88	4	4	4	4	16
89	3	3	3	3	12
90	5	5	4	4	18
91	3	3	4	3	13
92	3	3	4	4	14
93	4	4	4	4	16
94	4	4	5	5	18
95	3	4	5	4	16
96	4	4	5	5	18

5. People

Resp	X51	X52	Skor
1	4	4	8
2	4	4	8
3	4	4	8
4	4	5	9
5	4	4	8
6	3	4	7
7	4	4	8
8	4	4	8
9	5	5	10
10	4	5	9
11	4	5	9
12	4	4	8
13	4	4	8
14	5	5	10
15	5	5	10
16	3	4	7
17	3	4	7
18	4	4	8
19	3	4	7
20	4	4	8
21	4	4	8
22	5	4	9
23	5	5	10
24	4	4	8
25	4	4	8
26	4	4	8
27	4	5	9
28	3	3	6
29	3	3	6
30	5	5	10
31	5	5	10
32	5	5	10
33	3	4	7
34	4	3	7
35	3	4	7
36	5	5	10
37	5	5	10

Resp	X51	X52	Skor
38	2	3	5
39	2	3	5
40	5	5	10
41	5	4	9
42	4	4	8
43	4	5	9
44	4	4	8
45	5	5	10
46	5	5	10
47	4	5	9
48	5	4	9
49	5	5	10
50	5	4	9
51	3	4	7
52	5	5	10
53	3	3	6
54	5	5	10
55	5	5	10
56	5	5	10
57	4	5	9
58	4	5	9
59	5	5	10
60	5	5	10
61	4	4	8
62	5	5	10
63	5	3	8
64	5	5	10
65	5	5	10
66	5	5	10
67	4	4	8
68	4	4	8
69	4	4	8
70	4	4	8
71	5	5	10
72	4	4	8
73	4	4	8
74	3	4	7
75	3	4	7
76	4	4	8
77	4	3	7

Resp	X51	X52	Skor
78	5	5	10
79	5	4	9
80	5	4	9
81	5	5	10
82	4	4	8
83	4	4	8
84	4	4	8
85	5	5	10
86	4	3	7
87	4	5	9
88	4	4	8
89	4	4	8
90	4	4	8
91	4	4	8
92	4	5	9
93	4	4	8
94	3	4	7
95	4	4	8
96	4	4	8

6. Process

Resp	X61	X62	X63	Skor
1	4	5	4	13
2	2	5	4	11
3	5	5	4	14
4	4	5	5	14
5	4	4	4	12
6	3	4	3	10
7	2	3	3	8
8	4	4	4	12
9	5	5	5	15
10	5	4	5	14
11	5	5	4	14
12	5	5	4	14
13	5	5	5	15
14	4	5	5	14
15	5	5	5	15
16	3	4	3	10
17	3	4	4	11

Resp	X61	X62	X63	Skor
18	4	4	4	12
19	3	4	4	11
20	3	3	3	9
21	3	3	3	9
22	5	5	5	15
23	4	4	4	12
24	4	4	4	12
25	4	4	4	12
26	4	4	3	11
27	4	3	3	10
28	3	3	3	9
29	4	3	2	9
30	4	5	5	14
31	5	5	5	15
32	5	5	5	15
33	3	2	2	7
34	3	4	3	10
35	2	3	4	9
36	5	5	5	15
37	5	5	5	15
38	2	3	2	7
39	3	3	3	9
40	5	5	5	15
41	5	5	5	15
42	4	4	4	12
43	4	4	4	12
44	5	5	4	14
45	5	5	5	15
46	5	5	5	15
47	5	4	5	14
48	5	5	5	15
49	5	5	5	15
50	5	5	5	15
51	2	3	4	9
52	4	5	5	14
53	2	3	2	7
54	5	5	5	15
55	5	4	5	14
56	5	5	5	15
57	4	5	5	14

Resp	X61	X62	X63	Skor
58	5	5	5	15
59	5	5	5	15
60	4	5	5	14
61	5	5	5	15
62	5	5	5	15
63	4	4	4	12
64	5	5	5	15
65	5	5	5	15
66	5	5	5	15
67	4	4	4	12
68	5	5	5	15
69	4	3	4	11
70	3	3	4	10
71	5	5	5	15
72	4	4	4	12
73	4	4	4	12
74	3	3	3	9
75	4	4	4	12
76	4	4	4	12
77	3	3	4	10
78	4	4	4	12
79	5	5	4	14
80	4	5	4	13
81	5	5	5	15
82	4	4	4	12
83	2	3	3	8
84	4	3	5	12
85	4	4	5	13
86	4	4	3	11
87	5	4	3	12
88	2	5	4	11
89	3	4	3	10
90	4	4	4	12
91	2	3	4	9
92	4	4	4	12
93	2	3	4	9
94	3	3	3	9
95	4	5	4	13
96	5	5	4	14

7. Physical Evidence

Resp	X71	X72	Skor
1	5	5	10
2	4	5	9
3	5	5	10
4	4	4	8
5	5	5	10
6	5	5	10
7	5	5	10
8	3	3	6
9	4	4	8
10	5	5	10
11	4	5	9
12	5	5	10
13	2	4	6
14	5	5	10
15	2	4	6
16	2	4	6
17	4	4	8
18	3	4	7
19	5	5	10
20	4	3	7
21	4	3	7
22	4	4	8
23	3	4	7
24	4	4	8
25	4	2	6
26	4	4	8
27	4	3	7
28	4	5	9
29	4	4	8
30	3	5	8
31	5	5	10
32	4	4	8
33	5	5	10
34	4	4	8
35	5	5	10
36	3	4	7
37	3	4	7

Resp	X71	X72	Skor
38	4	4	8
39	3	4	7
40	4	3	7
41	4	4	8
42	5	5	10
43	5	5	10
44	4	3	7
45	5	5	10
46	5	5	10
47	5	5	10
48	4	5	9
49	4	4	8
50	3	4	7
51	4	3	7
52	4	3	7
53	4	4	8
54	5	5	10
55	5	5	10
56	4	3	7
57	5	5	10
58	5	5	10
59	5	5	10
60	4	5	9
61	5	5	10
62	5	5	10
63	4	4	8
64	4	4	8
65	4	4	8
66	3	3	6
67	5	4	9
68	3	4	7
69	3	4	7
70	4	4	8
71	4	5	9
72	4	5	9
73	4	5	9
74	4	4	8
75	3	4	7
76	5	3	8
77	5	5	10

Resp	X71	X72	Skor
78	5	5	10
79	5	4	9
80	4	5	9
81	4	4	8
82	4	4	8
83	5	5	10
84	4	4	8
85	4	4	8
86	4	4	8
87	3	3	6
88	4	5	9
89	5	5	10
90	5	5	10
91	4	5	9
92	3	3	6
93	4	4	8
94	5	5	10
95	4	4	8
96	4	4	8

8. Keputusan Berkunjung

Resp	Y1	Y2	Y3	Y4	Y5	Skor
1	4	4	4	4	3	19
2	4	5	5	4	3	21
3	4	5	4	4	4	21
4	4	2	4	5	4	19
5	4	4	4	4	4	20
6	4	3	3	4	3	17
7	4	3	3	4	3	17
8	4	4	4	4	3	19
9	5	5	4	5	4	23
10	4	4	4	5	4	21
11	4	4	4	5	5	22
12	4	4	4	4	5	21
13	5	5	4	4	4	22
14	5	5	5	5	5	25
15	5	5	5	5	5	25
16	4	3	3	4	3	17

Resp	Y1	Y2	Y3	Y4	Y5	Skor
17	4	3	3	4	3	17
18	4	4	4	4	4	20
19	4	3	3	4	3	17
20	4	4	4	4	2	18
21	4	4	3	4	2	17
22	5	5	4	4	5	23
23	4	4	5	5	4	22
24	2	4	4	4	4	18
25	2	4	4	4	4	18
26	4	4	5	4	4	21
27	5	5	5	5	4	24
28	4	3	2	3	3	15
29	3	3	2	3	3	14
30	5	5	5	5	5	25
31	5	5	5	5	5	25
32	5	5	5	5	5	25
33	4	3	3	4	3	17
34	4	4	3	3	4	18
35	4	3	3	4	2	16
36	5	5	5	5	5	25
37	5	5	5	5	5	25
38	3	3	2	3	3	14
39	4	3	2	3	3	15
40	5	5	4	5	5	24
41	5	5	5	4	4	23
42	4	4	4	4	3	19
43	4	4	4	5	4	21
44	4	4	4	4	4	20
45	5	5	4	5	5	24
46	4	4	5	5	5	23
47	5	5	5	5	5	25
48	5	5	5	4	5	24
49	5	5	5	5	5	25
50	5	4	4	4	5	22
51	4	3	3	4	2	16
52	5	5	5	5	5	25
53	3	3	2	3	3	14
54	5	5	5	5	5	25
55	5	5	5	5	4	24
56	5	5	5	5	5	25

Resp	Y1	Y2	Y3	Y4	Y5	Skor
57	4	4	5	5	4	22
58	4	5	5	5	4	23
59	5	5	4	5	5	24
60	5	5	4	5	4	23
61	4	4	4	4	5	21
62	4	4	5	5	5	23
63	4	4	4	3	4	19
64	5	5	5	5	5	25
65	5	5	5	5	5	25
66	4	5	5	5	5	24
67	4	4	4	4	4	20
68	4	5	5	4	5	23
69	4	4	4	4	4	20
70	4	3	2	4	3	16
71	5	5	5	5	5	25
72	4	4	3	4	5	20
73	2	4	4	4	4	18
74	4	4	4	4	4	20
75	2	4	4	4	4	18
76	4	4	4	4	4	20
77	4	3	3	3	3	16
78	5	5	5	5	5	25
79	4	4	4	4	5	21
80	4	4	4	4	4	20
81	5	5	4	5	4	23
82	4	4	4	4	4	20
83	4	3	3	4	3	17
84	4	4	4	4	4	20
85	4	5	4	5	4	22
86	4	3	3	3	3	16
87	4	5	4	5	5	23
88	4	5	5	4	3	21
89	4	4	3	4	4	19
90	4	4	4	4	4	20
91	3	3	3	4	3	16
92	4	4	2	5	4	19
93	3	4	3	4	2	16
94	4	3	3	4	3	17
95	4	3	4	4	4	19
96	4	4	5	4	5	22

Lampiran 4 Hasil Analisis Data

DISTRIBUSI FREKUENSI

1. Produk

Statistics

		X1.1	X1.2	X1.3
N	Valid	96	96	96
	Missing	0	0	0
Mean		4.19	4.32	4.30
Std. Deviation		.772	.657	.698
Minimum		2	3	3
Maximum		5	5	5
Sum		402	415	413

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	18	18.8	18.8	19.8
	4	39	40.6	40.6	60.4
	5	38	39.6	39.6	100.0
	Total	96	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	10.4	10.4	10.4
	4	45	46.9	46.9	57.3
	5	41	42.7	42.7	100.0
	Total	96	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	13	13.5	13.5	13.5
	4	41	42.7	42.7	56.3
	5	42	43.8	43.8	100.0
	Total	96	100.0	100.0	

2. Price

Statistics

		X2.1	X2.2	X2.3
N	Valid	96	96	96
	Missing	0	0	0
Mean		4.10	4.19	4.18
Std. Deviation		.900	.701	.754
Minimum		2	2	2
Maximum		5	5	5
Sum		394	402	401

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	5.2	5.2	5.2
	3	19	19.8	19.8	25.0
	4	33	34.4	34.4	59.4
	5	39	40.6	40.6	100.0
	Total	96	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.2	4.2	4.2
	3	4	4.2	4.2	8.3
	4	58	60.4	60.4	68.8
	5	30	31.3	31.3	100.0
	Total	96	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	17	17.7	17.7	18.8
	4	42	43.8	43.8	62.5
	5	36	37.5	37.5	100.0
	Total	96	100.0	100.0	

3. Place

Statistics

		X3.1	X3.2	X3.3
N	Valid	96	96	96
	Missing	0	0	0
Mean		4.19	4.20	4.30
Std. Deviation		.509	.555	.583
Minimum		3	3	3
Maximum		5	5	5
Sum		402	403	413

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	5	5.2	5.2	5.2
	4	68	70.8	70.8	76.0
	5	23	24.0	24.0	100.0
	Total	96	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	7.3	7.3	7.3
	4	63	65.6	65.6	72.9
	5	26	27.1	27.1	100.0
	Total	96	100.0	100.0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	6.3	6.3	6.3
	4	55	57.3	57.3	63.5
	5	35	36.5	36.5	100.0
	Total	96	100.0	100.0	

4. Promotion

Statistics

		X4.1	X4.2	X4.3	X4.4
N	Valid	96	96	96	96
	Missing	0	0	0	0

Statistics

	X4.1	X4.2	X4.3	X4.4
Mean	4.22	4.14	4.26	4.29
Std. Deviation	.619	.816	.585	.648
Minimum	3	2	3	3
Maximum	5	5	5	5
Sum	405	397	409	412

X4.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	10	10.4	10.4	10.4
4	55	57.3	57.3	67.7
5	31	32.3	32.3	100.0
Total	96	100.0	100.0	

X4.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	3.1	3.1	3.1
3	17	17.7	17.7	20.8
4	40	41.7	41.7	62.5
5	36	37.5	37.5	100.0
Total	96	100.0	100.0	

X4.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	7	7.3	7.3	7.3
4	57	59.4	59.4	66.7
5	32	33.3	33.3	100.0
Total	96	100.0	100.0	

X4.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	10	10.4	10.4	10.4
4	48	50.0	50.0	60.4
5	38	39.6	39.6	100.0
Total	96	100.0	100.0	

5. People

Statistics

		X5.1	X5.2
N	Valid	96	96
	Missing	0	0
Mean		4.18	4.29
Std. Deviation		.740	.631
Minimum		2	3
Maximum		5	5
Sum		401	412

X5.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.1	2.1	2.1
	3	13	13.5	13.5	15.6
	4	47	49.0	49.0	64.6
	5	34	35.4	35.4	100.0
	Total	96	100.0	100.0	

X5.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	9.4	9.4	9.4
	4	50	52.1	52.1	61.5
	5	37	38.5	38.5	100.0
	Total	96	100.0	100.0	

6. Process

Statistics

		X6.1	X6.2	X6.3
N	Valid	96	96	96
	Missing	0	0	0
Mean		4.02	4.23	4.15
Std. Deviation		.984	.814	.846
Minimum		2	2	2
Maximum		5	5	5
Sum		386	406	398

X6.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	10	10.4	10.4	10.4
3	15	15.6	15.6	26.0
4	34	35.4	35.4	61.5
5	37	38.5	38.5	100.0
Total	96	100.0	100.0	

X6.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.0	1.0	1.0
3	20	20.8	20.8	21.9
4	31	32.3	32.3	54.2
5	44	45.8	45.8	100.0
Total	96	100.0	100.0	

X6.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	4.2	4.2	4.2
3	16	16.7	16.7	20.8
4	38	39.6	39.6	60.4
5	38	39.6	39.6	100.0
Total	96	100.0	100.0	

7. Physical Evidence**Statistics**

	X7.1	X7.2
N Valid	96	96
Missing	0	0
Mean	4.14	4.28
Std. Deviation	.776	.736
Minimum	2	2
Maximum	5	5
Sum	397	411

X7.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	3.1	3.1	3.1
3	14	14.6	14.6	17.7
4	46	47.9	47.9	65.6
5	33	34.4	34.4	100.0
Total	96	100.0	100.0	

X7.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.0	1.0	1.0
3	13	13.5	13.5	14.6
4	40	41.7	41.7	56.3
5	42	43.8	43.8	100.0
Total	96	100.0	100.0	

8. Keputusan Berkunjung**Statistics**

	Y1	Y2	Y3	Y4	Y5
N Valid	96	96	96	96	96
Missing	0	0	0	0	0
Mean	4.17	4.15	3.99	4.29	4.01
Std. Deviation	.706	.781	.900	.631	.888
Minimum	2	2	2	3	2
Maximum	5	5	5	5	5
Sum	400	398	383	412	385

Y1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	4.2	4.2	4.2
3	5	5.2	5.2	9.4
4	58	60.4	60.4	69.8
5	29	30.2	30.2	100.0
Total	96	100.0	100.0	

Y2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.0	1.0	1.0
3	20	20.8	20.8	21.9
4	39	40.6	40.6	62.5
5	36	37.5	37.5	100.0
Total	96	100.0	100.0	

Y3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	7	7.3	7.3	7.3
3	18	18.8	18.8	26.0
4	40	41.7	41.7	67.7
5	31	32.3	32.3	100.0
Total	96	100.0	100.0	

Y4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	9	9.4	9.4	9.4
4	50	52.1	52.1	61.5
5	37	38.5	38.5	100.0
Total	96	100.0	100.0	

Y5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	5	5.2	5.2	5.2
3	22	22.9	22.9	28.1
4	36	37.5	37.5	65.6
5	33	34.4	34.4	100.0
Total	96	100.0	100.0	

Lampiran 5 Uji Kualitas Data

UJI VALIDITAS DAN RELIABILITAS**1. Produk****Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1	8.63	1.584	.896	.819	.841
X1.2	8.49	1.937	.850	.770	.882
X1.3	8.51	1.916	.787	.633	.927

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.921	.922	3

2. Price**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	8.36	1.666	.819	.689	.728
X2.2	8.28	2.457	.651	.435	.878
X2.3	8.29	2.125	.767	.637	.775

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.860	.861	3

3. Place

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X3.1	8.50	1.032	.570	.379	.745
X3.2	8.49	.842	.717	.517	.578
X3.3	8.39	.913	.564	.357	.758

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.777	.778	3

4. Promotion

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X4.1	12.69	2.933	.711	.613	.770
X4.2	12.77	2.536	.624	.389	.823
X4.3	12.65	2.947	.764	.656	.753
X4.4	12.61	3.039	.604	.379	.814

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.833	.845	4

5. People

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X5.1	4.29	.398	.632	.400	.

X5.2	4.18	.547	.632	.400	.
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Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.769	.775	2

6. Process

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X6.1	8.38	2.384	.743	.558	.844
X6.2	8.17	2.793	.792	.629	.795
X6.3	8.25	2.779	.750	.576	.826

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.873	.877	3

7. Physical Evidence

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X7.1	4.28	.541	.523	.273	.
X7.2	4.14	.603	.523	.273	.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.686	.686	2

8. Keputusan Berkunjung

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1	16.44	7.617	.584	.378	.877
Y2	16.46	6.588	.796	.651	.828
Y3	16.61	6.134	.772	.649	.834
Y4	16.31	7.522	.713	.515	.853
Y5	16.59	6.412	.708	.512	.852

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.876	.880	5

Lampiran 6 Uji Asumsi Klasik

UJI ASUMSI KLASIK**1. Uji Multicollinearity**

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Produk	.268	3.734
	Price	.378	2.648
	Place	.633	1.580
	Promotion	.606	1.651
	People	.254	3.936
	Process	.280	3.569
	Physical	.946	1.057

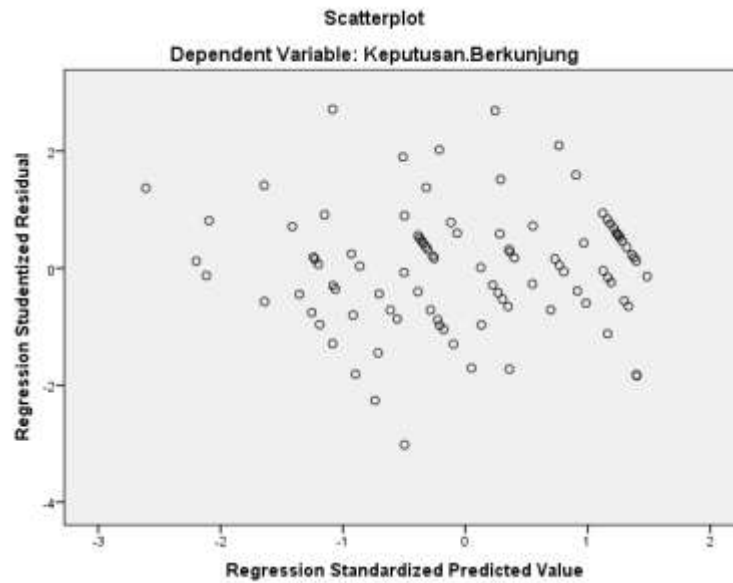
a. Dependent Variable:
Keputusan.Berkunjung

2. Uji Heteroscedasticity

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.461	.831		1.758	.082
	Produk	.060	.064	.180	.943	.348
	Price	.106	.051	.337	2.094	.069
	Place	.043	.060	.089	.718	.474
	Promotion	-.022	.038	-.072	-.570	.570
	People	.061	.105	.115	.584	.561
	Process	.140	.052	.500	2.675	.059
	Physical	-.085	.051	-.170	-1.670	.098

a. Dependent Variable: Abs_Res



3. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

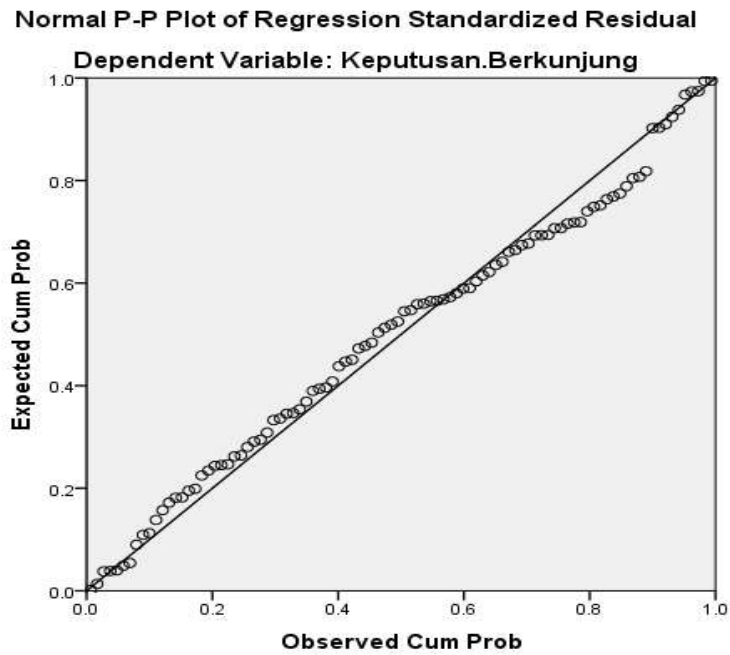
		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.02068223
	Most Extreme Differences	
	Absolute	.071
	Positive	.071
	Negative	-.047
Test Statistic		.071
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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



4. Uji Linearitas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan. Berkunjung * Produk	Between Groups	(Combined) Linearity	714.471	6	119.078	38.893	.000
		Deviation from Linearity	700.418	1	700.418	228.771	.000
			14.053	5	2.811	.918	.473
Within Groups			272.488	89	3.062		
Total			986.958	95			

Lampiran 7 Uji Hipotesis

UJI HIPOTESIS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	887.988	7	126.855	112.794	.000 ^b
	Residual	98.970	88	1.125		
	Total	986.958	95			

a. Dependent Variable: Keputusan.Berkunjung

b. Predictors: (Constant), Physical, Produk, Place, Promotion, Price, Process, People

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.260	1.383		.911	.365
	Produk	.300	.106	.184	2.825	.006
	Price	.451	.085	.293	5.333	.000
	Place	.179	.100	.076	1.795	.076
	Promotion	-.043	.064	-.029	-.670	.505
	People	.899	.174	.346	5.164	.000
	Process	.305	.087	.224	3.512	.001
	Physical	-.065	.085	-.027	-.772	.442

a. Dependent Variable: Keputusan.Berkunjung

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.949 ^a	.900	.892	1.061

a. Predictors: (Constant), Physical, Produk, Place, Promotion, Price, Process, People

b. Dependent Variable: Keputusan.Berkunjung



PEMERINTAH KABUPATEN JEPARA
DINAS PARIWISATA DAN KEBUDAYAAN

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 JEPARA

Jepara, 19 September 2019

Nomor : 072 / 1617
 Sifat : -
 Lampiran : -
 Perihal : Ijin Penelitian.

Kepada

Yth. **Dekan Fakultas Ekonomi dan Bisnis
 UNISNU Jepara**

di

JEPARA

Menindak lanjuti surat keterangan penelitian dari Badan Kesatuan Bangsa dan Politik Kabupaten Jepara Nomor : 072/ 0303 tanggal 4 September 2019, maka kami tidak berkeberatan dan memberikan ijin kepada :

Nama : **MUHAMMAD LUTFI HIDAYAH**
 NIM : 131110001072
 Alamat : Ds. Krapyak RT.01/ RW.04 Kec. Tahunan Kab. Jepara
 Penanggung Jawab : **Much. Imron, SE. MM**

Untuk melaksanakan penelitian guna Penyusunan Skripsi dengan judul "**Peranan Bauran Pemasaran Terhadap Keputusan Berkunjung**" pada tanggal 4 September 2019 s/d 4 Desember 2019.

Demikian untuk dapat dipergunakan sebagaimana mestinya.

Plt. KEPALA DINAS PARIWISATA DAN
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1. Yang bersangkutan;
2. Arsip.



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FAKULTAS EKONOMI DAN BISNIS (FEB)
PROGRAM STUDI MANAJEMEN

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(Studi pada Obyek Wisata Pantai Kartini Jepara)
Tahapan : **Pasca Ujian**

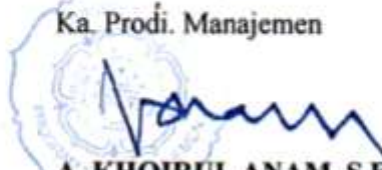
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Ka. Prodi. Manajemen


A. KHOIRUL ANAM, S.E., M.Si.
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