

## Lampiran 1

### KUESIONER

Berilah respon terhadap pernyataan dalam tabel dengan memberikan tanda (√) pada kolom yang sesuai dengan persepsi Saudara/i mengenai pernyataan tersebut. Skala respon adalah sebagai berikut:

STS (5) : Sangat Tidak Setuju

TS (4) : Tidak

setuju KS (3) :

Kurang Setuju S

(2) : Setuju

SS (1) : Sangat Setuju

#### Identitas Responden

1. Nama : .....

2. Jenis Kelamin

L

P

NO	PERNYATAAN	RESPON				
		STS	TS	KS	S	SS
1	Situs WBL mudah dijangkau					
2	<i>Web site</i> WBL. Selalu update setiap <i>event</i> tertentu					
3	Saya memperoleh informasi WBL dari internet					
4	Informasi wisata bahari lamongan sangat memadai diberbagai media sosial					

5	Penyampaian pesan atau informasi Wisata Bahari Lamongan kepada wisatawan melalui gambar dan foto sangat menarik dan inofatif.					
6	Postingan melalui akun media sosial Wisata Bahari Lamongan memberikan informasi yang jelas dan mudah difahami.					
7	Orang-orang yang bertugas Wisata Bahari Lamongan (Penjaga tiket, Penjaga parkir dan pedagang) aktif berkomunikasi dan memberikan informasi kepada pengunjung.					
8	Orang-orang yang bertugas Wisata Bahari Lamongan (Penjaga tiket, Penjaga parkir dan pedagang) menggunakan bahasa yang baik dan benar serta mudah dimengerti.					
9	Pengunjung dapat langsung menikmati produk pariwisata					
10	Petugas menerima keluhan dari pengunjung dan menanggapi keluhan dengan baik.					
11	Petugas Wisata Bahari Lamongan memberikan pelayanan yang baik dan cepat kepada pengunjung.					
12	Saya berminat untuk mengunjungi kembali objek Wisata Bahari Lamongan.					
13	Saya akan memberikan rekomendasi kepada orang lain untuk mengunjungi objek wisata Wisata Bahari Lamongan.					
14	Bagi saya, objek Wisata Bahari Lamongan memiliki reputasi yang baik.					

*Terima Kasih atas Partisipasi Anda*

## Lampiran 2

REKAPITULASI JAWABAN RESPONDEN																			
NO	NAMA	JENIS KELAMIN	PROMOSI ONLINE X1						KUALITAS LAYANAN X2					MINAT PENGUNJUNG X3					
			X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1	X2.1	X2.2	X2.3	X2.4	X2.5	X2	Y.1	Y.2	Y.3	Y
1	LINDAWATI	P	3	4	4	3	4	3	21	3	4	3	3	3	16	4	3	3	10
2	YUNI SULASTI,IR	P	4	4	5	4	4	4	25	4	4	4	4	4	20	4	4	4	12
3	EKO PRABOWO	L	4	4	4	4	5	5	26	5	4	4	4	5	22	4	4	5	13
4	BASUKI	L	3	3	4	3	3	4	20	3	3	3	3	4	16	3	3	3	9
5	HARI PRASETYO	L	4	4	4	4	4	4	24	4	3	4	4	4	19	4	4	4	12
6	ANITA SUHARSONO	P	4	4	4	4	4	4	24	4	4	4	5	4	21	4	4	4	12
7	SUTIYONO	L	3	3	3	3	4	3	19	4	3	3	3	3	16	3	3	4	10
8	RATNA RAHAYU	P	5	4	5	5	4	4	27	4	4	5	5	4	22	4	5	4	13
9	NOOR AFIATI	P	5	5	5	5	4	4	28	4	5	5	4	4	22	5	5	4	14
10	SUROTO BUDI S	L	4	4	2	4	3	4	21	4	4	2	4	4	18	3	4	4	11
11	SAKIMAN	L	3	3	4	3	4	3	20	4	3	4	3	3	17	3	3	4	10
12	BUDI HERMANTO	L	4	4	3	4	3	4	22	3	4	3	3	4	17	4	4	3	11
13	IBNUSSHOLIHIN, ST.	L	4	4	3	4	4	3	22	4	4	3	4	3	18	4	4	4	12
14	VIVIN EKA SIBTIANY	P	3	3	3	3	3	4	19	3	3	3	3	4	16	3	3	3	9
15	NUR HARIPAH	P	4	4	4	3	4	4	23	4	4	4	4	4	20	4	4	4	12
16	ISTIASIH	P	3	3	3	4	3	3	19	3	3	3	4	3	16	3	3	3	9
17	ERNA KISAH KISWANI	P	4	4	4	4	3	3	22	3	4	4	3	3	17	4	4	3	11
18	SRI RUIPAH	P	4	3	4	4	4	3	22	4	3	4	4	3	18	3	4	4	11
19	DINING, HJ	P	2	4	2	2	4	2	16	4	4	2	4	2	16	4	2	4	10
20	HENRICO ANDRIANTO	L	4	3	4	4	5	3	23	5	3	4	5	3	20	5	4	5	14
21	JOELAIKAH	P	4	3	4	4	4	3	22	4	3	4	4	3	18	3	4	4	11
22	DAFIK MASHUDIN	L	4	4	4	4	3	4	23	3	4	4	3	4	18	4	4	3	11
23	RATNA EVY F.	P	5	5	5	5	5	5	30	5	5	5	5	5	25	5	5	5	15
24	HABIB KUSDARYANTO	L	3	3	3	3	3	3	18	3	3	3	3	3	15	3	3	3	9
25	ANANG ARIF S	L	5	5	5	5	5	5	30	5	5	5	5	5	25	5	5	5	15
26	TEMIN	L	4	4	4	4	4	4	24	4	4	4	4	4	20	4	4	4	12
27	MARTONO	L	5	3	5	5	5	3	26	5	3	5	5	3	21	5	5	5	15
28	M.YUSUF	L	5	5	5	4	5	5	29	5	5	5	4	5	24	4	5	5	14
29	SUYADI	L	5	4	5	5	4	4	27	4	4	5	4	4	21	4	5	4	13
30	UNTARI	P	5	4	4	5	4	4	26	4	4	4	4	4	20	4	5	4	13
31	SITI REYNAR,SH.	P	5	5	3	5	4	5	27	4	5	3	4	5	21	5	5	4	14
32	SUVIAN ROVINISH C	L	3	4	4	3	3	4	21	3	4	4	3	4	18	4	3	3	10
33	ADJI HANDOYO	L	4	4	4	4	4	4	24	4	4	4	4	4	20	4	4	4	12
34	REZA PERVEEZ KALIA	L	3	3	3	3	4	3	19	4	3	3	4	3	17	3	3	4	10
35	ABDUL MAUN	L	4	4	4	4	5	4	25	5	4	4	5	4	22	4	4	5	13
36	ERNY YUNITA YANTI	P	5	4	3	5	4	4	25	4	4	3	4	4	19	4	5	4	13
37	FATKHUR ROZIQ,H	L	4	3	4	4	4	3	22	4	3	4	4	3	18	3	4	4	11
38	ETTY SUTIANAWATI	P	4	4	4	4	4	4	24	4	4	4	4	4	20	4	4	4	12
39	FUAD SANTOSO	L	4	3	2	4	3	3	19	3	3	2	3	3	14	3	4	3	10
40	ACHMAD TAUFIK	L	4	3	4	4	3	3	21	3	3	4	3	3	16	3	4	3	10
41	ABDUL WAHID,H	L	3	3	4	3	4	3	20	4	3	4	4	3	18	3	3	4	10
42	SUTRISNO	L	5	4	4	5	4	4	26	4	4	4	4	4	20	5	5	4	14
43	MOCH.KAMTO	L	4	4	5	4	4	4	25	4	4	5	4	4	21	4	4	4	12
44	TINGSARI	P	5	4	3	5	5	4	26	5	4	3	5	4	21	4	5	5	14
45	SUGENG	L	4	4	5	4	3	4	24	3	4	5	4	4	20	4	4	3	11
46	ULWIYAH	P	4	4	4	4	3	4	23	3	4	4	3	4	18	4	4	3	11
47	ISTRIYAH	P	4	3	5	4	4	3	23	4	3	5	4	3	19	3	4	4	11
48	HADI SOEROSO	L	3	3	5	3	3	3	20	3	3	5	3	3	17	3	3	3	9
49	M.MUHNI	L	5	5	5	5	5	5	30	5	5	5	5	5	25	5	5	5	15
50	SARTONO	L	5	5	5	5	5	5	30	5	5	5	5	5	25	5	5	5	15
51	RAIS	L	4	3	5	4	4	3	23	4	3	5	4	3	19	3	4	4	11
52	MUHAMMAD HARUN	L	5	4	3	5	4	4	25	4	4	3	4	4	19	4	5	4	13
53	SITI AMIRUL	P	4	4	4	4	3	4	23	3	4	4	3	4	18	4	4	3	11
54	BUDI SUPRANOTO	L	5	5	3	5	3	5	26	3	5	3	3	5	19	5	5	3	13
55	M.BIYANTO	L	3	3	4	3	4	3	20	4	3	4	4	3	18	3	3	4	10
56	KEVIN BAHAGIANTO	L	5	4	5	5	4	4	27	4	4	5	4	4	21	4	5	4	13
57	MOCHAMAD NUR W	L	4	4	4	4	4	4	24	4	4	4	4	4	20	4	4	4	12
58	FADLOLI,H.M,SH	L	5	5	5	5	5	5	30	5	5	5	5	5	25	5	5	5	15
59	M MUNIF,SH	L	3	4	3	3	3	4	20	3	4	3	3	4	17	4	3	3	10
60	SLAMET	L	4	4	4	5	4	4	25	4	4	4	4	4	20	4	4	4	12

61	SUTRISNO EKO HERGY	L	4	4	4	4	5	4	25	5	4	4	4	4	21	4	4	5	13
62	IWANTO	L	3	3	3	3	3	3	18	3	3	3	3	3	15	3	3	3	9
63	YAYIK SISWANI Y	P	4	4	4	5	4	4	25	4	4	4	4	4	20	4	4	4	12
64	ANGGRAJUNI D, TANI	P	4	4	4	4	4	4	24	4	4	4	4	4	20	4	4	4	12
65	BAMBANG RETNO K	L	3	3	3	3	4	3	19	4	3	3	3	3	16	3	3	4	10
66	CORRY BELEM	L	5	4	5	4	4	4	26	4	4	5	5	4	22	4	5	4	13
67	SAPARI, H	L	5	5	5	5	4	5	29	4	5	5	4	5	23	5	5	4	14
68	MULYONO	L	4	4	2	4	4	4	22	4	4	2	4	4	18	3	4	4	11
69	SUGIHARTO	L	3	3	4	3	4	3	20	4	3	4	3	3	17	3	3	4	10
70	WASENI	P	4	4	3	4	3	4	22	3	4	3	3	4	17	4	4	3	11
71	DHORIN AUGUST S.	L	4	4	3	3	4	4	22	4	4	3	4	4	19	4	4	4	12
72	SRI HANDAYANI	P	3	3	3	3	3	3	18	3	3	3	3	3	15	3	3	3	9
73	IKHDAH EL ADIBAH	P	4	4	4	4	4	3	23	4	4	4	4	3	19	4	4	4	12
74	M.JAM'AN MASUDY	L	3	3	3	3	3	4	19	3	3	3	4	4	17	3	3	3	9
75	SITI NUR IMTIHANAH	P	4	4	4	4	3	4	23	3	4	4	3	4	18	4	4	3	11
76	SUKIYADI	L	4	3	4	4	4	3	22	4	3	4	4	3	18	3	4	4	11
77	SITI ASIYAH	P	2	4	2	2	4	4	18	4	4	2	4	4	18	4	2	4	10
78	MASYHUDAN	L	4	3	4	4	5	4	24	5	3	4	5	4	21	5	4	5	14
79	ADI ANDRI BUDIARI	L	4	3	4	4	4	3	22	4	3	4	4	3	18	3	4	4	11
80	FAUZIATUN NISAK	L	4	4	4	4	3	4	23	3	4	4	3	4	18	4	4	3	11
81	SUNARTO	L	5	5	5	5	4	5	29	5	5	5	5	5	25	5	5	5	15
82	ERDIAN INDRIARTI	L	3	3	3	4	3	3	19	3	3	3	3	3	15	3	3	3	9
83	SONNY TEGUH S	L	5	5	5	5	5	4	29	5	5	5	5	4	24	5	5	5	15
84	MARKABAN	L	4	4	4	4	4	4	24	4	4	4	4	4	20	4	4	4	12
85	SUPIYATI	P	5	3	5	5	5	4	27	5	3	5	5	4	22	5	5	5	15
86	M.HASYIM	L	5	5	5	4	5	5	29	5	5	5	5	5	25	5	5	5	15
87	ALFIAN NUR MAKMUR	L	5	4	5	5	3	4	26	4	4	5	4	4	21	4	5	4	13
88	LAILI MAFTUCHAH	P	5	4	4	4	4	4	25	4	4	4	4	4	20	4	5	4	13
89	SUKARJI	L	5	5	3	5	4	5	27	4	5	3	4	5	21	5	5	4	14
90	IIN INDARTIK	P	3	4	4	3	3	4	21	3	4	4	3	4	18	4	3	3	10
91	MAHMUDAH	P	4	4	4	4	4	4	24	4	4	4	4	4	20	4	4	4	12
92	MARIJO,H	L	3	3	3	3	4	3	19	4	3	3	4	3	17	3	3	4	10
93	NURIDA FITRIATI	P	4	4	4	4	5	4	25	5	4	4	5	4	22	4	4	5	13
94	KISWARI ADJI	P	5	4	3	5	4	4	25	4	4	3	4	4	19	4	5	4	13
95	WIWIN DWI M	P	4	3	4	4	4	3	22	4	3	4	4	3	18	3	4	4	11
96	DODI KRISNA	L	4	4	4	4	4	5	25	4	4	4	4	5	21	4	4	4	12
97	WITA VERIANINGSIH	P	4	3	2	4	3	4	20	3	3	2	3	4	15	3	4	3	10
98	LYLIE MUSTIKA N	P	4	3	4	4	3	3	21	3	3	4	3	3	16	3	4	3	10
99	HAYUNING RIMA W	P	3	3	4	3	4	3	20	4	3	4	4	3	18	3	3	4	10
100	SUGIYANI	P	5	4	4	5	4	4	26	4	4	4	4	4	20	5	5	4	14

### Lampiran 3

```

REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y
  /METHOD=ENTER X1 X2
  /SCATTERPLOT=(*ZPRED , *SRESID)
  /RESIDUALS DURBIN NORMPROB(ZRESID)
  /SAVE RESID.
  
```

### Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Kualitas Layanan, Promosi Online <sup>b</sup>	.	Enter

a. Dependent Variable: Minat Pengunjung

b. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,940 <sup>a</sup>	,884	,881	,61665	1,998

a. Predictors: (Constant), Kualitas Layanan, Promosi Online

b. Dependent Variable: Minat Pengunjung

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	280,505	2	140,253	368,840	,000 <sup>b</sup>
	Residual	36,885	97	,380		
	Total	317,390	99			

a. Dependent Variable: Minat Pengunjung

b. Predictors: (Constant), Kualitas Layanan, Promosi Online

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-,412	,460		-,896	,372		
Promosi Online	,370	,052	,683	7,154	,000	,132	7,602
Kualitas Layanan	,184	,065	,271	2,836	,006	,132	7,602

a. Dependent Variable: Minat Pengunjung

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Promosi Online	Kualitas Layanan
1	1	2,987	1,000	,00	,00	,00
1	2	,012	15,704	,99	,04	,03
1	3	,001	48,456	,01	,96	,97

a. Dependent Variable: Minat Pengunjung

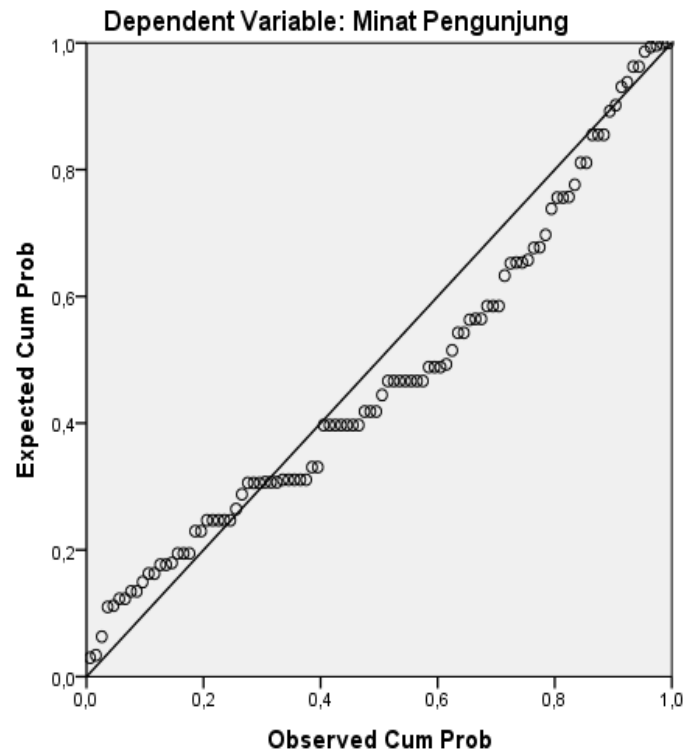
**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	8,4612	15,3045	11,8100	1,68327	100
Std. Predicted Value	-1,989	2,076	,000	1,000	100
Standard Error of Predicted Value	,062	,216	,102	,031	100
Adjusted Predicted Value	8,2567	15,3234	11,8074	1,68894	100
Residual	-1,16114	2,20924	,00000	,61039	100
Std. Residual	-1,883	3,583	,000	,990	100
Stud. Residual	-1,894	3,624	,002	1,006	100
Deleted Residual	-1,17450	2,25996	,00261	,63085	100
Stud. Deleted Residual	-1,920	3,877	,009	1,029	100
Mahal. Distance	,019	11,102	1,980	1,960	100
Cook's Distance	,000	,313	,011	,034	100
Centered Leverage Value	,000	,112	,020	,020	100

a. Dependent Variable: Minat Pengunjung

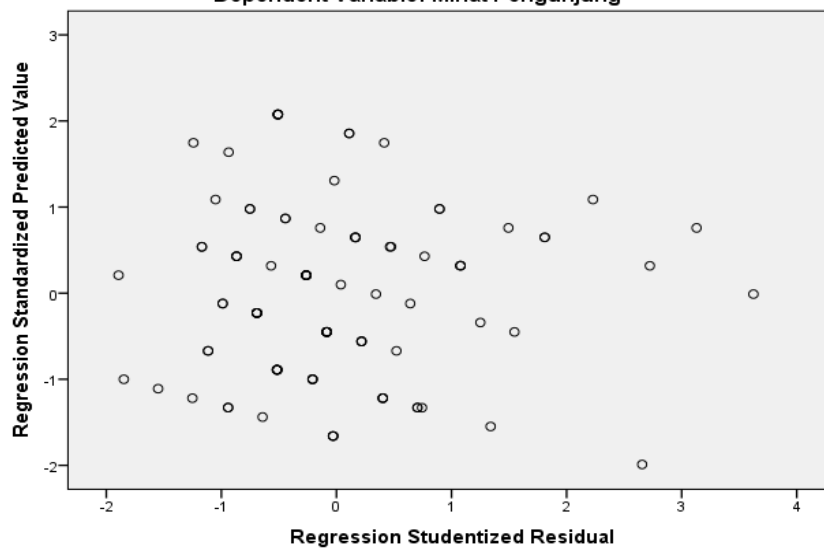
## Charts

Normal P-P Plot of Regression Standardized Residual



Scatterplot

Dependent Variable: Minat Pengunjung



```
NPART TESTS  
/K-S (NORMAL)=RES_1  
/MISSING ANALYSIS.
```

## NPar Tests

### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	0E-7
	Std. Deviation	,61038634
	Absolute	,127
Most Extreme Differences	Positive	,127
	Negative	-,078
Kolmogorov-Smirnov Z		1,273
Asymp. Sig. (2-tailed)		,078

a. Test distribution is Normal.

b. Calculated from data.

```

COMPUTE ABS_RES1=ABS_RES (RES_1) .
EXECUTE .
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT ABS_RES1
  /METHOD=ENTER X1 X2
  /SCATTERPLOT=(*ZPRED ,*SRESID)
  /RESIDUALS DURBIN NORMPROB(ZRESID)
  /SAVE RESID.

```

## Regression

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Kualitas Layanan, Promosi Online <sup>b</sup>		. Enter

a. Dependent Variable: ABS\_RES1

b. All requested variables entered.



**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,062 <sup>a</sup>	,004	-,017	,41537	1,989

a. Predictors: (Constant), Kualitas Layanan, Promosi Online

b. Dependent Variable: ABS\_RES1

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,064	2	,032	,184	,832 <sup>b</sup>
	Residual	16,736	97	,173		
	Total	16,800	99			

a. Dependent Variable: ABS\_RES1

b. Predictors: (Constant), Kualitas Layanan, Promosi Online

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,339	,310		1,095	,276		
	Promosi Online	-,016	,035	-,127	-,455	,650	,132	7,602
	Kualitas Layanan	,025	,044	,159	,570	,570	,132	7,602

a. Dependent Variable: ABS\_RES1

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Promosi Online	Kualitas Layanan
1	1	2,987	1,000	,00	,00	,00
	2	,012	15,704	,99	,04	,03
	3	,001	48,456	,01	,96	,97

a. Dependent Variable: ABS\_RES1

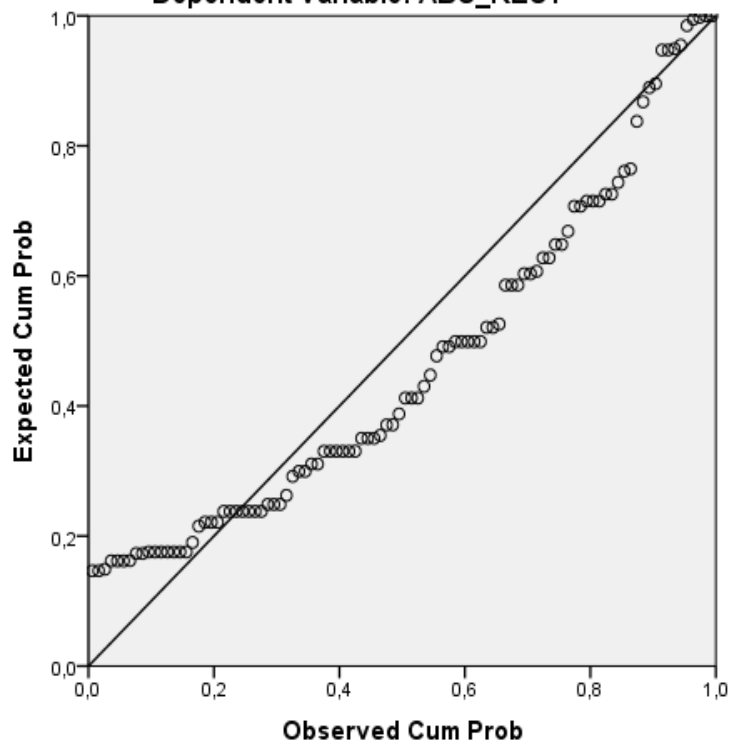
**Residuals Statistics<sup>a</sup>**

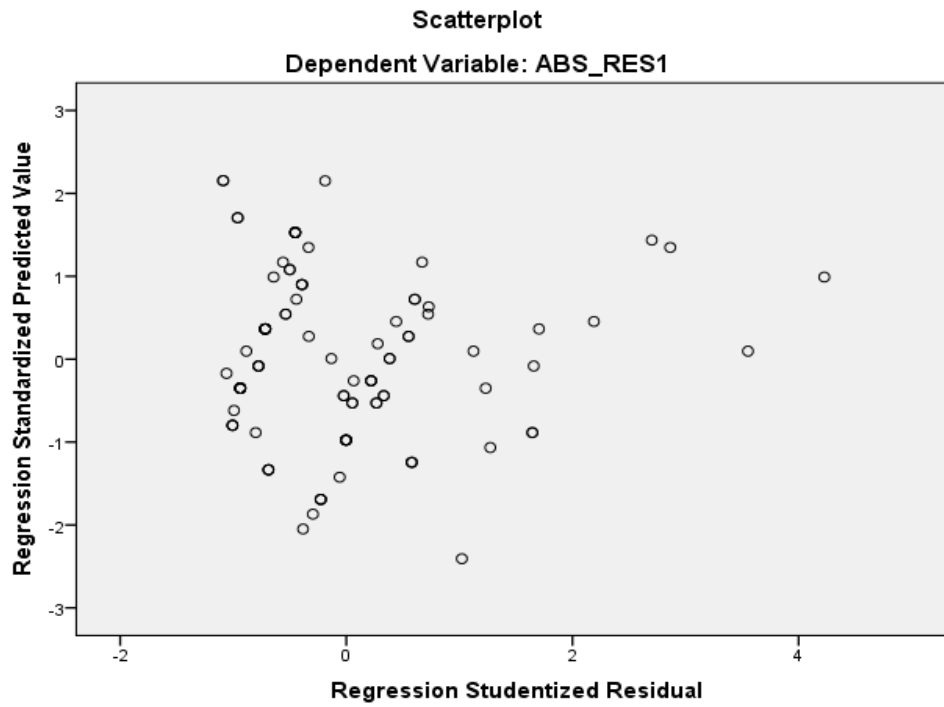
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	,3871	,5028	,4482	,02536	100
Std. Predicted Value	-2,407	2,153	,000	1,000	100
Standard Error of Predicted Value	,042	,145	,069	,021	100
Adjusted Predicted Value	,3445	,5342	,4478	,03158	100
Residual	-,43691	1,73597	,00000	,41116	100
Std. Residual	-1,052	4,179	,000	,990	100
Stud. Residual	-1,089	4,227	,000	1,006	100
Deleted Residual	-,46833	1,77582	,00036	,42474	100
Stud. Deleted Residual	-1,090	4,656	,011	1,041	100
Mahal. Distance	,019	11,102	1,980	1,960	100
Cook's Distance	,000	,323	,011	,036	100
Centered Leverage Value	,000	,112	,020	,020	100

a. Dependent Variable: ABS\_RES1

## Charts

**Normal P-P Plot of Regression Standardized Residual**  
**Dependent Variable: ABS\_RES1**





```
RELIABILITY
/VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1.6
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.
```

## Reliability

### Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,844	6

## UJI VALIDITAS

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	19,3900	6,927	,830	,775
X1.2	19,6200	7,975	,657	,814
X1.3	19,5300	7,969	,468	,854
X1.4	19,4100	7,295	,737	,796
X1.5	19,5300	8,696	,447	,850
X1.6	19,6200	7,935	,649	,815

### RELIABILITY

```

/VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.

```

## Reliability

### Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
,794	5

## UJI VALIDITAS

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	15,3500	4,614	,649	,733
X2.2	15,4700	4,797	,569	,757
X2.3	15,4000	4,566	,459	,803
X2.4	15,3600	4,536	,673	,725
X2.5	15,4600	4,776	,564	,759

### RELIABILITY

```
/VARIABLES=Y.1 Y.2 Y.3  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA  
/SUMMARY=TOTAL.
```

## Reliability

### Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,780	3

## UJI VALIDITAS

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	7,9400	1,532	,673	,640
Y.2	7,7800	1,406	,659	,656
Y.3	7,9000	1,808	,530	,791

FREQUENCIES VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1.6 X2.1 X2.2 X2.3 X2.4 X2.5 Y.1 Y.2 Y.3  
/ORDER=ANALYSIS.

## Frequencies

Statistics

	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X2.1	X2.2	X2.3	X2.4	X2.5	Y.1	Y.2	Y.3
Valid N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0

## Frequency Table

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	2	2,0	2,0	2,0
3,00	22	22,0	22,0	24,0
4,00	47	47,0	47,0	71,0
5,00	29	29,0	29,0	100,0
Total	100	100,0	100,0	

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3,00	34	34,0	34,0	34,0
4,00	52	52,0	52,0	86,0
5,00	14	14,0	14,0	100,0
Total	100	100,0	100,0	

**X1.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
2,00	6	6,0	6,0	6,0
3,00	23	23,0	23,0	29,0
Valid 4,00	47	47,0	47,0	76,0
5,00	24	24,0	24,0	100,0
Total	100	100,0	100,0	

**X1.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
2,00	2	2,0	2,0	2,0
3,00	22	22,0	22,0	24,0
Valid 4,00	49	49,0	49,0	73,0
5,00	27	27,0	27,0	100,0
Total	100	100,0	100,0	

**X1.5**

	Frequency	Percent	Valid Percent	Cumulative Percent
3,00	28	28,0	28,0	28,0
Valid 4,00	55	55,0	55,0	83,0
5,00	17	17,0	17,0	100,0
Total	100	100,0	100,0	

**X1.6**

	Frequency	Percent	Valid Percent	Cumulative Percent
2,00	1	1,0	1,0	1,0
3,00	32	32,0	32,0	33,0
Valid 4,00	53	53,0	53,0	86,0
5,00	14	14,0	14,0	100,0
Total	100	100,0	100,0	

**X2.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3,00	27	27,0	27,0	27,0
4,00	55	55,0	55,0	82,0
5,00	18	18,0	18,0	100,0
Total	100	100,0	100,0	

**X2.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3,00	35	35,0	35,0	35,0
4,00	51	51,0	51,0	86,0
5,00	14	14,0	14,0	100,0
Total	100	100,0	100,0	

**X2.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	6	6,0	6,0	6,0
3,00	25	25,0	25,0	31,0
4,00	46	46,0	46,0	77,0
5,00	23	23,0	23,0	100,0
Total	100	100,0	100,0	

**X2.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3,00	28	28,0	28,0	28,0
4,00	54	54,0	54,0	82,0
5,00	18	18,0	18,0	100,0
Total	100	100,0	100,0	



**X2.5**

	Frequency	Percent	Valid Percent	Cumulative Percent
2,00	1	1,0	1,0	1,0
3,00	32	32,0	32,0	33,0
Valid 4,00	53	53,0	53,0	86,0
5,00	14	14,0	14,0	100,0
Total	100	100,0	100,0	

**Y.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
3,00	32	32,0	32,0	32,0
Valid 4,00	49	49,0	49,0	81,0
5,00	19	19,0	19,0	100,0
Total	100	100,0	100,0	

**Y.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
2,00	2	2,0	2,0	2,0
3,00	22	22,0	22,0	24,0
Valid 4,00	47	47,0	47,0	71,0
5,00	29	29,0	29,0	100,0
Total	100	100,0	100,0	

**Y.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
3,00	27	27,0	27,0	27,0
Valid 4,00	55	55,0	55,0	82,0
5,00	18	18,0	18,0	100,0
Total	100	100,0	100,0	

DESCRIPTIVES VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1.6 X1 X2.1 X2.2  
X2.3 X2.4 X2.5 X2 Y.1 Y.2 Y.3 Y  
/STATISTICS=MEAN STDDEV MIN MAX.

## Descriptives

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	100	2,00	5,00	4,0300	,77140
X1.2	100	3,00	5,00	3,8000	,66667
X1.3	100	2,00	5,00	3,8900	,83961
X1.4	100	2,00	5,00	4,0100	,75872
X1.5	100	3,00	5,00	3,8900	,66507
X1.6	100	2,00	5,00	3,8000	,68165
Promosi Online	100	16,00	30,00	23,4200	3,30038
X2.1	100	3,00	5,00	3,9100	,66810
X2.2	100	3,00	5,00	3,7900	,67112
X2.3	100	2,00	5,00	3,8600	,84112
X2.4	100	3,00	5,00	3,9000	,67420
X2.5	100	2,00	5,00	3,8000	,68165
Kualitas Layanan	100	14,00	25,00	19,2600	2,63090
Y.1	100	3,00	5,00	3,8700	,70575
Y.2	100	2,00	5,00	4,0300	,77140
Y.3	100	3,00	5,00	3,9100	,66810
Minat Pengunjung	100	9,00	15,00	11,8100	1,79052
Valid N (listwise)	100				



UNIVERSITAS MUHAMMADIYAH SURABAYA  
**FAKULTAS EKONOMI**

Program Studi : *Manajemen - Akuntansi*  
TERAKREDITASI BAN - PT

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No. : 256.5/IL3.AU/A/FEB/X/2018  
Lamp. : -  
Hal : *Dosen Pembimbing Utama dan Pembimbing Pendamping*

Kepada Yth,

1. Dr. Siti Maro'ah, M.Pd.
2. Dr. Mohammad Anang Firmansyah, MM.

*Assalamu'alaikum Wr. Wb.*

Sehubungan dengan telah dipenuhinya persyaratan penulisan skripsi, sebagai mana diatur dalam :

1. Peraturan Rektor no: 566.1/PRN/IL3.AU.F/2014-03.09.2014, tentang pedoman Akademik Tahun 2014/2015 Universitas Muhammadiyah Surabaya, perihal penilaian hasil belajar point 4.5 (Tugas Akhir)
2. Surat Keputusan Dekan Fakultas Ekonomi UMSurabaya No:68/IL3.AU/A/Fak. Ekonomi/IX/2013 Tentang Pedoman Akademik Pelaksanaan Pendidikan Program Sarjana (S-1), Bab IV Point C.4 (Prosedur Penilaian Skripsi).

Maka dimohon perkenannya untuk menjadi pembimbing terhadap mahasiswa sebagai berikut :

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Prodi : Manajemen  
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Pembimbing Pendamping : Dr. Mohammad Anang Firmansyah, MM.

Demikian, atas perhatian dan perkenannya disampaikan terima kasih

*Wassalamu'alaikum Wr.Wb.*



Surabaya, 15 Oktober 2018  
Kaprodik Manajemen,

Anita Roosmawarni, SE., M.SE

Tembusan Yth, (Tanpa Lampiran):

1. Dekan.
2. Kaprodik Manajemen.
3. Mahasiswa Yang Bersangkutan.



FAKULTAS EKONOMI DAN BISNIS  
UNIVERSITAS MUHAMMADIYAH SURABAYA

BERITA ACARA BIMBINGAN SKRIPSI

No. HP	: SHOLAHUDDIN Ali	JUDUL SKRIPSI :	Pengaruh Strategi Promosi Online & Kualitas Layanan Terhadap Jumlah Pengunjung Di Wisata Bahari Lamongan
am Studi	: Manajemen		
gal Ujian	:		
gal/ di setuju skripsi sudah layak Uji	:		

DOSEN PEMBIMBING I

TANGGAL	MATERI PERKEMBANGAN BIMBINGAN	PARAF
10-2-2018	( Judul & bab I ) Konsultasi	[Signature]
12-2-2018	Perbaikan Bab I & Signa Konsultasi	[Signature]
1-2-2018	Kan Bab selanjutnya	[Signature]
12-2-2018	Perbaikan Bab I & Konsultasi Bab II	[Signature]
12-2-2018	Perbaikan Bab II	[Signature]
2-2-2018	Perbaikan Bab II lagi! Menjelak Bab III	[Signature]
1-2-2019	Masih perlu ada perbaikan lagi Bab II & III (Silahkan sama-sama konsultasikan di Bapak Dose Pembimbing II dulu).	[Signature]

DOSEN PEMBIMBING II

TANGGAL	MATERI PERKEMBANGAN BIMBINGAN	PARAF
25-6-18	Konsultasi; Bab I	[Signature]
08-11-18	Revisi; BAB I & Konsultasi; BAB II	[Signature]
22-11-18	Revisi; BAB II & Konsul BAB II	[Signature]
08-12-18	Perbaikan bab II	[Signature]
10-12-18	Konsul Bab II	[Signature]
22-12-18	Perbaikan bab III	[Signature]
28-12-18	Saran mesjro Sempuro	[Signature]





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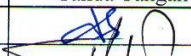


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PANITIA UJIAN SKRIPSI STRATA - 1 (S-1)  
FAKULTAS EKONOMI DAN BISNIS

**DAFTAR PERBAIKAN SKRIPSI**

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Noreg Mahasiswa : 20121221054  
Jurusan : MANAJEMEN  
Hari/Tanggal : Selasa, 16 Juli 2019

Kami telah menyetujui perbaikan/refisi atas skripsi mahasiswa tersebut diatas

Nama Penguji	Tanda Tangan	Tanggal
Dra Siti Salbiyah, M.Kes		5/8 2019
Dr. Siti Maro'ah, M.Pd		27/8 2019
Dr. M. Anang Firmansyah, MM		05/08 2019

Catatan

Setiap Mahasiswa membuat rangkap 3



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**ENDORSEMENT LETTER**  
361/PB-UMS/EL/VII/2019

This letter is to certify that the abstract of the thesis below

Title : The Effect of Online Promotion and Service Quality on Visitor's Interests  
in Lamongan Bahari tours.  
Student's name : Sholahuddin Ali  
Reg. Number : 20121221054  
Department : S1 Manajemen

has been endorsed by Pusat Bahasa *UMSurabaya* for further approval by the examining committee of the faculty.

Surabaya, 26 July 2019

Chair  
  
Waode Hamsia, M.Pd.