

BAB V

KESIMPULAN DAN SARAN

5.1 Kesimpulan

Berdasarkan hasil penelitian yang telah dilakukan, maka dapat ditarik kesimpulan tentang pengaruh daya tarik wisata dan fasilitas layanan terhadap Kepuasan wisatawan di pantai ampenan mataram sebagai berikut:

1. Daya tarik wisata (X1), berpengaruh positif tapi tidak signifikan terhadap kepuasan wisatawan (Y) di pantai ampenan mataram.
2. Fasilitas layanan (X2) berpengaruh positif dan signifikan terhadap kepuasan wisatawan (Y) di pantai ampenan mataram'
3. Daya tarik wisata dan fasilitas layanan secara bersama – sama berpengaruh positif dan signifikan terhadap kepuasan wisatawan di pantai ampenan mataram

5.2 Saran - Saran

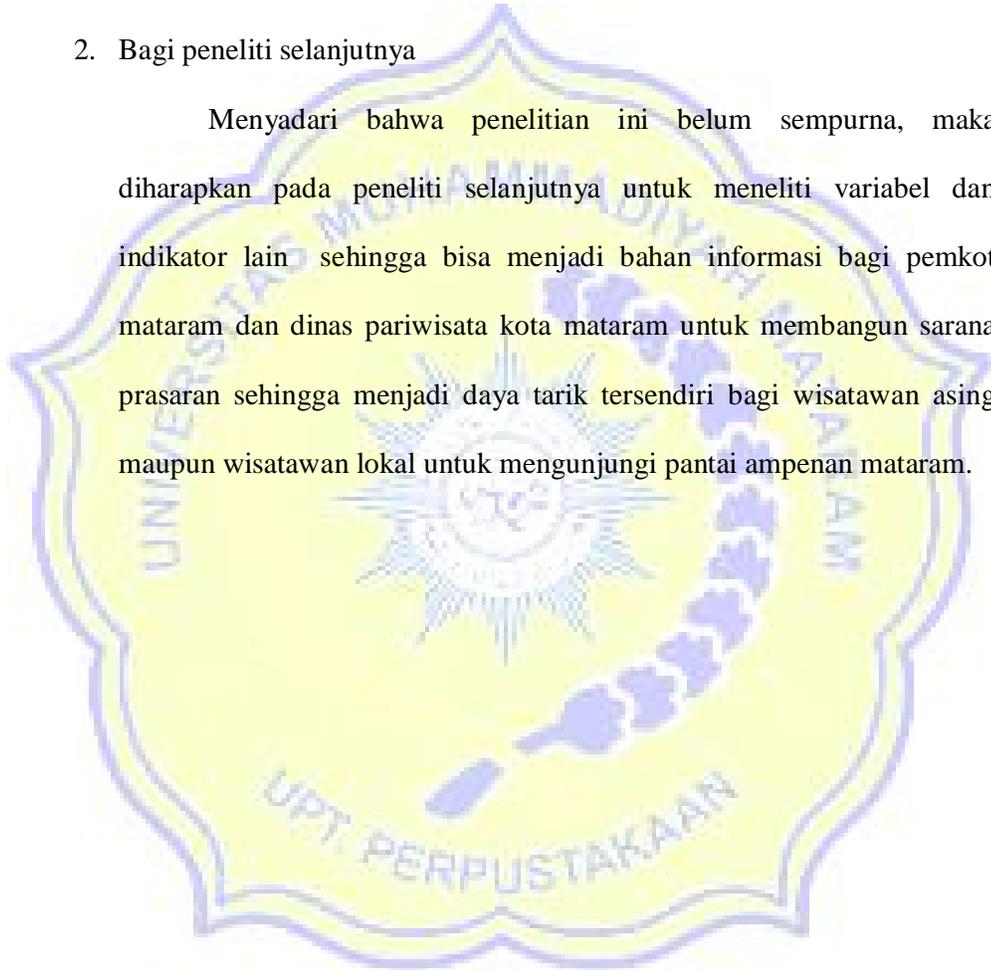
Untuk dapat dipakai sebagai bahan pertimbangan dan masukan bagi dinas pariwisata kota mataram dan pengelola pantai ampenan, sebagai referensi peneliti selanjutnya , maka penulis mengajukan saran yaitu :

1. Bagi Dinas Pariwisata Kota Mataram dan pengelola pantai ampenan hendaknya mempertahankan variabel fasilitas layanan yang sudah dinilai baik oleh wisatawan, dengan selalu memperhatikan fasilitas yang ada di sana sehingga pengunjung pantai ampenan dapat menikmati pantai ampenan dengan rasa nyaman. Serta memperhatikan kembali variabel

yang selama ini masih dianggap kurang oleh konsumen yaitu variabel daya tarik wisata, dengan mengadakan event – event bertemakan budaya lokal maupun event bertemakan modern dan membangun mini arena teater budaya sehingga menjadi daya tarik tersendiri bagi para pengunjung untuk berkunjung ke pantai ampenan mataram.

2. Bagi peneliti selanjutnya

Menyadari bahwa penelitian ini belum sempurna, maka diharapkan pada peneliti selanjutnya untuk meneliti variabel dan indikator lain sehingga bisa menjadi bahan informasi bagi pemkot mataram dan dinas pariwisata kota mataram untuk membangun sarana prasaran sehingga menjadi daya tarik tersendiri bagi wisatawan asing maupun wisatawan lokal untuk mengunjungi pantai ampenan mataram.



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Lampiran – Lampiran



KUESIONER PENELITIAN

PENGARUH DAYA TARIK WISATA DAN FASILITAS LAYANAN TERHADAP KEPUASAN PENGUNJUNG DI PANTAI AMPENAN MATARAM

A. Identitas Responden

Isilah identitas diri Anda dengan mengisi bagian titik-titik yang disediakan dan berilah tanda (√) pada kotak alternatif yang sudah disediakan.

1. Nama Lengkap :
.....
2. Jenis Kelamin : Laki-laki
 Perempuan
3. Usia : Thn
4. Pekerjaan : PNS
 Pegawai Swasta
 Wiraswasta
 Pelajar/Mahasiswa
 lainnya
5. Asal Tempat Tinggal : Pulau lombok
 Luar Pulau lombok
6. Frekuensi berkunjung : kall

KUESIONER PENELITIAN

B. Kuesioner

Berilah tanda (√) pada salah satu kolom alternatif jawaban yang telah disediakan sesuai dengan keadaan yang sebenarnya.

Keterangan alternatif jawaban :

STS (Sangat Tidak Setuju) = 1 S (Setuju) = 4

TS (Tidak Setuju) = 2 SS (Sangat Setuju) = 5

N (Netral) = 3

1 Daya Tarik wisata

| NO | INDIKATOR | STS | TS | N | S | SS |
|----|--|-----|----|---|---|----|
| 1 | Kebersihan pantai ampenan yang selalu terjaga | | | | | |
| 2 | Lokasi pantai ampenan mudah di jangkau pengunjung | | | | | |
| 3 | Biaya masuk yang tidak mahal | | | | | |
| 4 | Terdapat Spot sunset yang memadai | | | | | |
| 5 | Tempat foto yang bagus | | | | | |
| 6 | Kualitas pantai dan fasilitas mampu memberikan rasa nyaman ke pengunjung | | | | | |
| 7 | Terdapat monument dan pemandangan pantai yang memberi kenyamanan bagi pengunjung | | | | | |

2. Fasilitas

| NO | INDIKATOR | STS | TS | N | S | SS |
|----|--|-----|----|---|---|----|
| 1 | Lokasi pantai ampenan mudah dijangkau pengunjung | | | | | |

| | | | | | | |
|----|--|--|--|--|--|--|
| 2 | Luas jalan, dan lorong yang memadahi sehingga tidak menghambat pengunjung mencapai area yang diinginkan | | | | | |
| 3 | Tempat ibadah yang memadai | | | | | |
| 4 | Letak bangunan yang memudahkan pengunjung menikmati keindahan alam | | | | | |
| 5 | Lahan parkir yang memadai | | | | | |
| 6 | Terdapat restoran yang memudahkan pengunjung mendapatkan makanan | | | | | |
| 7 | Ketersediaan bangku yang memadai sehingga dapat digunakan pengunjung untuk bersantai menikmati keindahan alam, beristirahat, | | | | | |
| 8 | Ketersediaan toilet yang memadai (jumlah toilet, kebersihan, dan air lancar) | | | | | |
| 9 | Ketersediaan tong sampah yang memadai | | | | | |
| 10 | Ketersediaan penerangan yang memadai | | | | | |
| 11 | Perpaduan warna bangunan dan wahana permainan yang memberikan rasa nyaman bagi pengunjung | | | | | |
| 12 | Tersedianya anak panah penunjuk letak lokasi dan fasilitas (toilet, wahana permainan dan restoran) yang jelas | | | | | |
| 13 | Tersedianya papan atau poster untuk menjaga Kebersihan | | | | | |

3. Kepuasan wisatawan

| NO | INDIKATOR | STS | TS | N | S | SS |
|----|--|-----|----|---|---|----|
| 1 | Pengorbanan waktu yang anda bayarkan sesuai dengan manfaat yang diterima | | | | | |
| 2 | Pengorbanan biaya yang anda bayarkan sesuai dengan manfaat yang diterima | | | | | |
| 3 | Terpenuhinya kembali kesegaran jasmani dan rohani pengunjung setelah anda melakukan kunjungan ke pantai ampenan | | | | | |
| 4 | Anda mendapatkan pengalaman baru setelah melakukan kunjungan ke pantai ampenan | | | | | |
| 5 | Anda mendapatkan pengalaman yang menantang pada saat menikmati panorama alam di pantai ampenan | | | | | |
| 6 | Anda bersedia untuk melakukan kunjungan kembali ke pantai ampenan | | | | | |
| 7 | Anda bersedia memberikan informasi mengenai pengalaman yang didapatkan dari pantai ampenan dan memberikan rekomendasi kepada oranglain | | | | | |

Correlations

Notes

| | | |
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Descriptive Statistics

| | Mean | Std. Deviation | N |
|-----------|-------|----------------|-----|
| X1.1 | 3.14 | 1.101 | 100 |
| X1.2 | 4.00 | .888 | 100 |
| X1.3 | 3.93 | .728 | 100 |
| X1.4 | 4.04 | .764 | 100 |
| X1.5 | 3.93 | .844 | 100 |
| X1.6 | 3.85 | .770 | 100 |
| X1.7 | 3.95 | .757 | 100 |
| dayatarik | 26.84 | 3.999 | 100 |

Correlations

| | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 |
|------|---------------------|--------|--------|--------|--------|--------|--------|
| X1.1 | Pearson Correlation | 1 | .434** | .289** | .521** | .467** | .442** |
| | Sig. (2-tailed) | | .000 | .003 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.2 | Pearson Correlation | .434** | 1 | .422** | .476** | .364** | .133 |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .187 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.3 | Pearson Correlation | .289** | .422** | 1 | .513** | .370** | .269** |
| | Sig. (2-tailed) | .003 | .000 | | .000 | .000 | .007 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.4 | Pearson Correlation | .521** | .476** | .513** | 1 | .505** | .405** |

| | | | | | | | |
|-----------|---------------------|--------|--------|--------|--------|--------|--------|
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson Correlation | .467** | .364** | .370** | .505** | 1 | .450** |
| X1.5 | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson Correlation | .442** | .133 | .269** | .405** | .450** | 1 |
| X1.6 | Sig. (2-tailed) | .000 | .187 | .007 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson Correlation | .227* | .150 | .360** | .492** | .153 | .420** |
| X1.7 | Sig. (2-tailed) | .023 | .136 | .000 | .000 | .130 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson Correlation | .751** | .640** | .652** | .812** | .700** | .645** |
| dayatarik | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |

Correlations

| | | X1.7 | dayatarik |
|------|---------------------|--------|-----------|
| X1.1 | Pearson Correlation | .227 | .751** |
| | Sig. (2-tailed) | .023 | .000 |
| | N | 100 | 100 |
| X1.2 | Pearson Correlation | .150** | .640 |
| | Sig. (2-tailed) | .136 | .000 |
| | N | 100 | 100 |
| X1.3 | Pearson Correlation | .360** | .652** |

| | | | |
|-----------|---------------------|--------|--------|
| | Sig. (2-tailed) | .000 | .000 |
| | N | 100 | 100 |
| | Pearson Correlation | .492** | .812** |
| X1.4 | Sig. (2-tailed) | .000 | .000 |
| | N | 100 | 100 |
| | Pearson Correlation | .153** | .700** |
| X1.5 | Sig. (2-tailed) | .130 | .000 |
| | N | 100 | 100 |
| | Pearson Correlation | .420** | .645 |
| X1.6 | Sig. (2-tailed) | .000 | .000 |
| | N | 100 | 100 |
| | Pearson Correlation | 1* | .558 |
| X1.7 | Sig. (2-tailed) | | .000 |
| | N | 100 | 100 |
| | Pearson Correlation | .558** | 1** |
| dayatarik | Sig. (2-tailed) | .000 | |
| | N | 100 | 100 |

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

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

Correlations

Notes

| | |
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| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| | Cases Used | Statistics for each pair of variables are based on all the cases with valid data for that pair. |
| Syntax | | CORRELATIONS /VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5 X2.6 X2.7 X2.8 X2.9 X2.10 X2.11 X2.12 X2.13 Fasilitas /PRINT=TWOTAIL NOSIG /STATISTICS DESCRIPTIVES /MISSING=PAIRWISE. |
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| | Elapsed Time | 00:00:00.31 |
| Resources | | |

Descriptive Statistics

| | Mean | Std. Deviation | N |
|--|------|----------------|---|
| | | | |

| | | | |
|-----------|-------|-------|-----|
| X2.1 | 3.94 | .789 | 100 |
| X2.2 | 3.98 | .696 | 100 |
| X2.3 | 3.91 | .753 | 100 |
| X2.4 | 3.85 | .770 | 100 |
| X2.5 | 3.90 | .689 | 100 |
| X2.6 | 3.77 | .815 | 100 |
| X2.7 | 3.76 | .818 | 100 |
| X2.8 | 3.69 | .918 | 100 |
| X2.9 | 3.74 | .799 | 100 |
| X2.10 | 3.83 | .766 | 100 |
| X2.11 | 3.66 | .844 | 100 |
| X2.12 | 3.68 | .851 | 100 |
| X2.13 | 3.82 | .869 | 100 |
| Fasilitas | 49.53 | 6.619 | 100 |

Correlations

| | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 |
|------|---------------------|--------|--------|--------|--------|--------|--------|
| X2.1 | Pearson Correlation | 1 | .494** | .263** | .351** | .398** | .088 |
| | Sig. (2-tailed) | | .000 | .008 | .000 | .000 | .382 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.2 | Pearson Correlation | .494** | 1 | .382** | .465** | .375** | .348** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.3 | Pearson Correlation | .263** | .382** | 1 | .464** | .391** | .394** |

| | | | | | | | |
|-------|---------------------|--------|--------|--------|--------|--------|--------|
| | Sig. (2-tailed) | .008 | .000 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson Correlation | .351** | .465** | .464** | 1 | .561** | .379** |
| X2.4 | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson Correlation | .398** | .375** | .391** | .561** | 1 | .444** |
| X2.5 | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson Correlation | .088 | .348** | .394** | .379** | .444** | 1 |
| X2.6 | Sig. (2-tailed) | .382 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson Correlation | .259** | .293** | .407** | .391** | .405** | .235* |
| X2.7 | Sig. (2-tailed) | .009 | .003 | .000 | .000 | .000 | .019 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson Correlation | .127 | .148 | .471** | .376** | .190 | .268** |
| X2.8 | Sig. (2-tailed) | .206 | .141 | .000 | .000 | .058 | .007 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson Correlation | .247* | .281** | .380** | .428** | .264** | .280** |
| X2.9 | Sig. (2-tailed) | .013 | .005 | .000 | .000 | .008 | .005 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson Correlation | .133 | .335** | .358** | .504** | .465** | .471** |
| X2.10 | Sig. (2-tailed) | .186 | .001 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.11 | Pearson Correlation | .151 | .160 | .349** | .418** | .289** | .297** |

| | | | | | | | |
|-------|---------------------|-------|-------|--------|--------|-------|--------|
| | Sig. (2-tailed) | .133 | .111 | .000 | .000 | .004 | .003 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson Correlation | -.074 | .245* | .301** | .296** | .255* | .548** |
| X2.12 | Sig. (2-tailed) | .464 | .014 | .002 | .003 | .011 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |



Correlations

| | | X2.7 | X2.8 | X2.9 | X2.10 | X2.11 | X2.12 |
|------|---------------------|--------|--------|--------|--------|--------|--------|
| | Pearson Correlation | .259 | .127** | .247** | .133** | .151** | -.074 |
| X2.1 | Sig. (2-tailed) | .009 | .206 | .013 | .186 | .133 | .464 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson Correlation | .293** | .148 | .281** | .335** | .160** | .245** |
| X2.2 | Sig. (2-tailed) | .003 | .141 | .005 | .001 | .111 | .014 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson Correlation | .407** | .471** | .380 | .358** | .349** | .301** |
| X2.3 | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .002 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson Correlation | .391** | .376** | .428** | .504 | .418** | .296** |
| X2.4 | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .003 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson Correlation | .405** | .190** | .264** | .465** | .289 | .255** |
| X2.5 | Sig. (2-tailed) | .000 | .058 | .008 | .000 | .004 | .011 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.6 | Pearson Correlation | .235 | .268** | .280** | .471** | .297** | .548 |

| | | | | | | | |
|-------|---------------------|-------|--------|--------|--------|--------|--------|
| | Sig. (2-tailed) | .019 | .007 | .005 | .000 | .003 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson Correlation | 1** | .425** | .444** | .257** | .364** | .237* |
| X2.7 | Sig. (2-tailed) | | .000 | .000 | .010 | .000 | .018 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson Correlation | .425 | 1 | .605** | .240** | .502 | .492** |
| X2.8 | Sig. (2-tailed) | .000 | | .000 | .016 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson Correlation | .444* | .605** | 1** | .290** | .542** | .381** |
| X2.9 | Sig. (2-tailed) | .000 | .000 | | .003 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson Correlation | .257 | .240** | .290** | 1** | .410** | .349** |
| X2.10 | Sig. (2-tailed) | .010 | .016 | .003 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson Correlation | .364 | .502 | .542** | .410** | 1** | .367** |
| X2.11 | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson Correlation | .237 | .492* | .381** | .349** | .367* | 1** |
| X2.12 | Sig. (2-tailed) | .018 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |

Correlations

| | | X2.13 | Fasilitas |
|------|---------------------|-------|-----------|
| X2.1 | Pearson Correlation | .102 | .412** |

| | | | |
|------|---------------------|--------|--------|
| | Sig. (2-tailed) | .313 | .000 |
| | N | 100 | 100 |
| | Pearson Correlation | .261** | .559 |
| X2.2 | Sig. (2-tailed) | .009 | .000 |
| | N | 100 | 100 |
| | Pearson Correlation | .484** | .678** |
| X2.3 | Sig. (2-tailed) | .000 | .000 |
| | N | 100 | 100 |
| | Pearson Correlation | .457** | .727** |
| X2.4 | Sig. (2-tailed) | .000 | .000 |
| | N | 100 | 100 |
| | Pearson Correlation | .290** | .625** |
| X2.5 | Sig. (2-tailed) | .003 | .000 |
| | N | 100 | 100 |
| | Pearson Correlation | .426 | .624** |
| X2.6 | Sig. (2-tailed) | .000 | .000 |
| | N | 100 | 100 |
| | Pearson Correlation | .337** | .611** |
| X2.7 | Sig. (2-tailed) | .001 | .000 |
| | N | 100 | 100 |
| | Pearson Correlation | .689 | .691 |
| X2.8 | Sig. (2-tailed) | .000 | .000 |
| | N | 100 | 100 |
| X2.9 | Pearson Correlation | .485* | .689** |

| | | | | |
|-------|--|---------------------|------|--------|
| | | Sig. (2-tailed) | .000 | .000 |
| | | N | 100 | 100 |
| | | Pearson Correlation | .333 | .614** |
| X2.10 | | Sig. (2-tailed) | .001 | .000 |
| | | N | 100 | 100 |
| | | Pearson Correlation | .494 | .657 |
| X2.11 | | Sig. (2-tailed) | .000 | .000 |
| | | N | 100 | 100 |
| | | Pearson Correlation | .686 | .629* |
| X2.12 | | Sig. (2-tailed) | .000 | .000 |
| | | N | 100 | 100 |

Correlations

| | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 |
|-----------|---------------------|--------|--------|--------|--------|--------|--------|
| | Pearson Correlation | .102 | .261** | .484** | .457** | .290** | .426 |
| X2.13 | Sig. (2-tailed) | .313 | .009 | .000 | .000 | .003 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson Correlation | .412** | .559 | .678** | .727** | .625** | .624** |
| Fasilitas | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |

Correlations

| | | X2.7 | X2.8 | X2.9 | X2.10 | X2.11 | X2.12 |
|-------|---------------------|------|--------|--------|--------|--------|-------|
| X2.13 | Pearson Correlation | .337 | .689** | .485** | .333** | .494** | .686 |

| | | | | | | | |
|-----------|---------------------|--------|------|--------|--------|--------|--------|
| | Sig. (2-tailed) | .001 | .000 | .000 | .001 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson Correlation | .611** | .691 | .689** | .614** | .657** | .629** |
| Fasilitas | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |

Correlations

| | | X2.13 | Fasilitas |
|-----------|---------------------|--------|-----------|
| X2.13 | Pearson Correlation | 1 | .747** |
| | Sig. (2-tailed) | | .000 |
| | N | 100 | 100 |
| Fasilitas | Pearson Correlation | .747** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 100 | 100 |

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

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

Correlations

Notes

| | |
|----------------|----------------------------|
| Output Created | 24-JUL-2019 09:43:08 |
| Comments | |
| Input | Active Dataset DataSet0 |
| | Filter <none> |

| | | |
|------------------------|--------------------------------|--|
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 100 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| | Cases Used | Statistics for each pair of variables are based on all the cases with valid data for that pair. |
| Syntax | | <p>CORRELATIONS</p> <p>/VARIABLES=Y1 Y2 Y3 Y4 Y5 Y6 Y7 Kepuasan</p> <p>/PRINT=TWOTAIL NOSIG</p> <p>/STATISTICS</p> <p>DESCRIPTIVES</p> <p>/MISSING=PAIRWISE.</p> |
| Resources | Processor Time | 00:00:00.02 |
| | Elapsed Time | 00:00:00.30 |

Descriptive Statistics

| | Mean | Std. Deviation | N |
|----|------|----------------|-----|
| Y1 | 3.65 | .672 | 100 |
| Y2 | 3.78 | .675 | 100 |
| Y3 | 3.74 | .774 | 100 |
| Y4 | 3.82 | .833 | 100 |

| | | | |
|----------|-------|-------|-----|
| Y5 | 3.68 | .952 | 100 |
| Y6 | 3.97 | .758 | 100 |
| Y7 | 3.92 | .692 | 100 |
| Kepuasan | 26.56 | 3.857 | 100 |



Correlations

| | | Y1 | Y2 | Y3 | Y4 | Y5 |
|----|---------------------|--------|--------|--------|--------|--------|
| Y1 | Pearson Correlation | 1 | .541** | .406** | .283** | .249* |
| | Sig. (2-tailed) | | .000 | .000 | .004 | .012 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Y2 | Pearson Correlation | .541** | 1 | .431** | .378** | .251* |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .012 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Y3 | Pearson Correlation | .406** | .431** | 1 | .538** | .517** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Y4 | Pearson Correlation | .283** | .378** | .538** | 1 | .563** |
| | Sig. (2-tailed) | .004 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Y5 | Pearson Correlation | .249* | .251* | .517** | .563** | 1 |
| | Sig. (2-tailed) | .012 | .012 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 |

| | | | | | | |
|----------|---------------------|--------|--------|--------|--------|--------|
| Y6 | Pearson Correlation | .475** | .381** | .452** | .471** | .392** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Y7 | Pearson Correlation | .395** | .481** | .414** | .500** | .452** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| Kepuasan | Pearson Correlation | .637** | .660** | .754** | .761** | .718** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |

Correlations

| | | Y6 | Y7 | Kepuasan |
|----|---------------------|--------|--------|----------|
| Y1 | Pearson Correlation | .475 | .395** | .637** |
| | Sig. (2-tailed) | .000 | .000 | .000 |
| | N | 100 | 100 | 100 |
| Y2 | Pearson Correlation | .381** | .481 | .660** |
| | Sig. (2-tailed) | .000 | .000 | .000 |
| | N | 100 | 100 | 100 |
| Y3 | Pearson Correlation | .452** | .414** | .754 |
| | Sig. (2-tailed) | .000 | .000 | .000 |
| | N | 100 | 100 | 100 |
| Y4 | Pearson Correlation | .471** | .500** | .761** |
| | Sig. (2-tailed) | .000 | .000 | .000 |
| | N | 100 | 100 | 100 |

| | | | | |
|----------|---------------------|--------|--------|--------|
| Y5 | Pearson Correlation | .392* | .452* | .718** |
| | Sig. (2-tailed) | .000 | .000 | .000 |
| | N | 100 | 100 | 100 |
| Y6 | Pearson Correlation | 1** | .592** | .742** |
| | Sig. (2-tailed) | | .000 | .000 |
| | N | 100 | 100 | 100 |
| Y7 | Pearson Correlation | .592** | 1** | .752** |
| | Sig. (2-tailed) | .000 | | .000 |
| | N | 100 | 100 | 100 |
| Kepuasan | Pearson Correlation | .742** | .752** | 1** |
| | Sig. (2-tailed) | .000 | .000 | |
| | N | 100 | 100 | 100 |

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

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

Reliability Statistics

| Variabel | Cronbach's Alpha | N | Keterangan |
|----------|------------------|----|------------|
| X1 | 0,802 | 7 | Reliabel |
| X2 | 0,877 | 13 | Reliable |
| Y | 0,840 | 7 | Reliabel |

ANOVA^a

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 846.665 | 2 | 423.333 | 65.599 | .000 ^b |
| | Residual | 625.975 | 97 | 6.453 | | |
| | Total | 1472.640 | 99 | | | |

a. Dependent Variable: Kepuasan

b. Predictors: (Constant), Fasilitas, dayatarik

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 4.164 | 2.032 | | 2.049 | .043 |
| | dayatarik | .074 | .083 | .077 | .898 | .371 |
| | Fasilitas | .412 | .050 | .707 | 8.233 | .000 |

a. Dependent Variable: Kepuasan



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STATUS TERAKREDITASI "B"

Jalan K. H. Ahmad Dahlan No. 1 Telp. 639180-633723 Mataram

LEMBAR KONSULTASI SKRIPSI

Nama : Lalu Wahyu Kudsyiarte
NIM : 21512A0149
Dosen Pembimbing I : Drs. H. Abdurahman, MM
Judul Proposal Penelitian : Pengaruh Daya Tarik Wisata Dan Fasilitas Layanan Terhadap Kepuasan Wisatawan Di Pantai Ampenan Mataram

| No | Hari/Tanggal | | Materi Konsultasi | Paraf Pembimbing |
|----|--------------|--------|--------------------------------|--------------------------------|
| | Masuk | Keluar | | |
| 1 | | | <i>[Handwritten signature]</i> | <i>[Handwritten signature]</i> |
| 2 | | | | <i>[Handwritten signature]</i> |
| 3 | | | | |
| 4 | | | | |
| 5 | | | | |

Mengetahui Mataram, 2019

Kaprodi Administrasi Bisnis

[Handwritten signature]
(Lalu Hendra Maniza, S.Sos., MM)
NIDN. 0828108484

[Handwritten signature]
Dosen Pembimbing I
(Drs. H. Abdurahman, MM)
NIDN. 0804116101



UNIVERSITAS MUHAMMADIYAH MATARAM
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
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Jalan K. H. Ahmad Dahlan No. 1 Telp. 639180-633723 Mataram

LEMBAR KONSULTASI SKRIPSI

Nama : Lalu Wahyu Kudsyarte
NIM : 21512A0149
Dosen Pembimbing II : Rishan Adha, S.E, M.E
Judul Proposal Penelitian : Pengaruh Daya Tarik Wisata Dan Fasilitas Layanan Terhadap
Kepuasan Wisatawan Di Pantai Ampenan Mataram

| No | Hari/Tanggal | | Materi Konsultasi | Paraf Pembimbing |
|----|--------------|--------|------------------------------------|------------------|
| | Masuk | Keluar | | |
| 1 | 20-06-19 | | - Teknik Penelitian - SPSS | |
| 2 | 19/7/19 | | - Pembahasan - Validasi | |
| 3 | 30/7/19 | | - Pengujian dan Pengolahan data | |
| 4 | 2/8/19 | | - ACU | |
| 5 | | | | |

Mengetahui Mataram, 2019

Kaprodi Administrasi Bisnis

(Lalu Hendra Maniza, S.Sos.,MM)
NIDN. 0828108484

Dosen Pembimbing II

(Rishan Adha, S.E, M.E)
NIDN. 0813078902



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Jalan KH. Ahmad Dahlan No.1 Telp. 639180 – 633723 Mataram

BERITA - ACARA

Pada hari ini **Jum'at** Tanggal **Enam Belas** Bulan **Agustus** Tahun **2019** pukul **10.00 Wita** telah diselenggarakan **Ujian Skripsi** bertempat di Ruang Ujian Skripsi Fakultas Ilmu Sosial dan Ilmu Politik Universitas Muhammadiyah Mataram dan dinyatakan **LULUS / ~~TIDAK LULUS~~** dengan predikat **~~CUKUP~~ / MEMUASKAN** / **SANGAT MEMUASKAN CAM LAUDE**, Mahasiswa :

Nama : **LALU WAHYU KUDSYIARTE**
NIM : 21512A0149
Jurusan : Administrasi
Program Studi : Administrasi Bisnis.
Konsentrasi : PERBANKAN
Fakultas : Ilmu Sosial dan Ilmu Politik Universitas Muhammadiyah Mataram
Judul Skripsi : **"PENGARUH DAYA TARIK WISATA DAN FASILITAS LAYANAN TERHADAP KEPUASAN WISATAWAN DI PANTAI AMPENAN MATARAM"**.

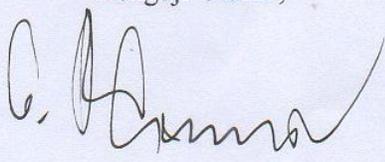
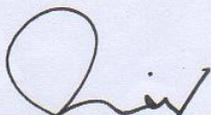
Rekap Nilai dari masing-masing Team Penguji sebagai berikut :

| No | Nama Team Penguji Skripsi | Jabatan | IP Yg Diberikan |
|--------------|---|---------|-----------------|
| 1 | Drs. H. Abdurrahman,MM NIDN. 0804116101 | PU | 3,5 |
| 2 | Rishan Adha, S.E., M.E NIDN. 0813078902 | PP | 3.67 |
| 3 | Dr. H. Ibrahim Abdullah, M.M NIDNI. 0830125501 | PN | 3,5 |
| TOTAL | | | |

Jumlah IP $10.67 / 3 = 3.56$
Al IP -----
Jmlh Penguji

Mataram, 16 Agustus 2019

TEAM PENGUJI SKRIPSI

| Penguji Utama, | Penguji Pendamping, | Penguji Netral, |
|---|---|--|
|  <u>Drs. H. Abdurrahman,MM</u> NIDN. 0804116101 |  <u>Rishan Adha, S.E., M.E</u> NIDN. 0813078902 |  <u>Dr. H. Ibrahim Abdullah, M.M</u> NIDNI. 0830125501 |



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BERITA - ACARA

Lampiran : Berita Acara Ujian Skripsi Sarjana Lengkap Strata Satu Fakultas Ilmu Sosial dan Ilmu Politik Universitas Muhammadiyah Mataram.

Nama : **LALU WAHYU KUDSYIARTE**
NIM : 21512A0149
Jurusan : Administrasi
Program Studi : Administrasi Bisnis
Konsentrasi : PERBANKAN
Fakultas : Ilmu Sosial dan Ilmu Politik Universitas Muhammadiyah Mataram
Judul Skripsi : **"PENGARUH DAYA TARIK WISATA DAN FASILITAS LAYANAN TERHADAP KEPUASAN WISATAWAN DI PANTAI AMPENAN MATARAM"**.

KOMPONEN – KOMPONEN SKRIPSI YANG DI UJI

| NO | KOMPONEN | BOBOT | NILAI | B X N | KET. |
|---------------|-------------------------|-------|-------|-------|------|
| 1 | Sistimatika | 2 | 3 | 6 | |
| 2 | Latar Belakang / Alasan | 2 | 3,5 | 7 | |
| 3 | Wawasan Pengetahuan | 2 | 3 | 6 | |
| 4 | Methodologi | 3 | 3,5 | 10,5 | |
| 5 | Penyajian Data | 3 | 3,5 | 10,5 | |
| 6 | Analisa Data | 4 | 3,5 | 14 | |
| 7 | Kesimpulan | 2 | 3,5 | 7 | |
| 8 | Konsistensi Bahasan | 3 | 4 | 12 | |
| 9 | Bahasa | 2 | 3,5 | 7 | |
| 10 | Sikap | 2 | 4 | 8 | |
| Jumlah | | 25 | | 88 | |

TOTAL BN

88

IP -----

3,5

TOTAL B

25

Mataram, 16 Agustus 2019

Penguji Netral,

Dr. H. Ibrahim Abdullah, M.M

NIDNI. 0830125501



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Lampiran : Berita Acara Ujian Skripsi Sarjana Lengkap Strata Satu Fakultas Ilmu Sosial dan Ilmu Politik Universitas Muhammadiyah Mataram.

Nama : **LALU WAHYU KUDSYIARTE**
NIM : 21512A0149
Jurusan : Administrasi
Program Studi : Administrasi Bisnis
Konsentrasi : PERBANKAN
Fakultas : Ilmu Sosial dan Ilmu Politik Universitas Muhammadiyah Mataram
Judul Skripsi : **"PENGARUH DAYA TARIK WISATA DAN FASILITAS LAYANAN TERHADAP KEPUASAN WISATAWAN DI PANTAI AMPENAN MATARAM".**

KOMPONEN – KOMPONEN SKRIPSI YANG DI UJI

| NO | KOMPONEN | BOBOT | NILAI | B X N | KET. |
|---------------|-------------------------|-----------|-------|-------|------|
| 1 | Sistimatika | 2 | 3.00 | 7.0 | |
| 2 | Latar Belakang / Alasan | 2 | 3.00 | 7.0 | |
| 3 | Wawasan Pengetahuan | 2 | 3.75 | 7.5 | |
| 4 | Methodologi | 3 | 3.75 | 11.25 | |
| 5 | Penyajian Data | 3 | 3.00 | 10.00 | |
| 6 | Analisa Data | 4 | 3.00 | 14.0 | |
| 7 | Kesimpulan | 2 | 3.00 | 7.0 | |
| 8 | Konsistensi Bahasan | 3 | 3.00 | 10.00 | |
| 9 | Bahasa | 2 | 4.00 | 8 | |
| 10 | Sikap | 2 | 3.00 | 6 | |
| Jumlah | | 25 | | | |

TOTAL BN

IP

TOTAL B

Mataram, 16 Agustus 2019

Penguji Utama,

Drs. H. Abdurrahman, MM

NIDN. 0804116101



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BERITA - ACARA

Lampiran : Berita Acara Ujian Skripsi Sarjana Lengkap Strata Satu Fakultas Ilmu Sosial dan Ilmu Politik Universitas Muhammadiyah Mataram.

Nama : **LALU WAHYU KUDSYIARTE**
NIM : 21512A0149
Jurusan : Administrasi
Program Studi : Administrasi Bisnis
Konsentrasi : PERBANKAN
Fakultas : Ilmu Sosial dan Ilmu Politik Universitas Muhammadiyah Mataram
Judul Skripsi : **"PENGARUH DAYA TARIK WISATA DAN FASILITAS LAYANAN TERHADAP KEPUASAN WISATAWAN DI PANTAI AMPENAN MATARAM".**

KOMPONEN – KOMPONEN SKRIPSI YANG DI UJI

| NO | KOMPONEN | BOBOT | NILAI | B X N | KET. |
|---------------|-------------------------|-------|-------|-------|------|
| 1 | Sistematika | 2 | 3.6 | 7.2 | |
| 2 | Latar Belakang / Alasan | 2 | 3.5 | 7 | |
| 3 | Wawasan Pengetahuan | 2 | 3.6 | 7.2 | |
| 4 | Methodologi | 3 | 3.6 | 10.8 | |
| 5 | Penyajian Data | 3 | 3.7 | 11.1 | |
| 6 | Analisa Data | 4 | 3.6 | 14.4 | |
| 7 | Kesimpulan | 2 | 3.7 | 7.4 | |
| 8 | Konsistensi Bahasan | 3 | 3.6 | 10.8 | |
| 9 | Bahasa | 2 | 4 | 8 | |
| 10 | Sikap | 2 | 4 | 8 | |
| Jumlah | | 25 | | 91.9 | |

TOTAL BN

IP

TOTAL B

Mataram, 16 Agustus 2019

Penguji Pendamping,

Rishan Adha, S.E., M.E

NIDN. 0813078902