



## **LAMPIRAN**

## LAMPIRAN 1

### KUESIONER PENELITIAN

Kepada

Yth. Bapak/Ibu

Pengunjung Di Pantai Tikus Emas

Dengan Hormat

Saya yang bertanda tangan di bawah ini :

Nama : Onedes Advent Sipahutar

NIM : 3021611071

Prodi : Manajemen

Adalah mahasiswa Fakultas Ekonomi, Universitas Bangka Belitung yang sedang menyusun sebuah skripsi sebagai salah satu syarat untuk memperoleh gelar Sarjana Ekonomi, dengan judul “Pengaruh *Word Of Mouth* dan *Travel Motivation* Terhadap Minat Berkunjung Ke Pantai Tikus Emas Sungailiat Kabupaten Bangka”. Oleh karena itu, mohon bantuan Bapak/Ibu untuk menjawab pertanyaan-pertanyaan kuesioner berikut ini.

Kuesioner ini hanya untuk kepentingan penelitian semata, dan tidak untuk dipublikasikan. Kerahasiaan Bapak/Ibu dapat saya jamin.

Demikianlah, saya ucapkan terima kasih atas kesediaan Bapak/Ibu yang telah bersedia meluangkan waktunya untuk mengisi kuesioner ini.

Balunujuk, 18 Agustus 2020

Peneliti,

Onedes Advent Sipahutar

## Profil Responden

Berilah tanda *check list* (✓) untuk setiap jawaban yang menurut anda paling sesuai dengan diri anda

1. Nama : .....
2. E-mail : .....
3. Jenis Kelamin :  Pria  Wanita
4. Usia :  17-21 Tahun  27-31 Tahun  
 22-26 Tahun  > 32 Tahun
5. Pendidikan Terakhir :  SLTP  D3  S2  
 SLTA  S1  Lainnya

## Petunjuk Pengisian Kuesioner

1. Sebelum mengisi kuesioner ini, mohon Bapak/Ibu membaca setiap butir pertanyaan dengan cermat.
2. Bapak/Ibu tinggal beri tanda *check list* (✓) pada kolom yang sesuai dengan pilihan.
3. Untuk setiap butir pertanyaan hanya diperbolehkan memilih satu alternative jawaban.
4. Jika ada kesalahan dalam memilih alternatif jawaban, beri tanda (X) pada kolom yang salah kemudian beri tanda *check list* (✓) pada kolom yang sesuai.
5. Semua pertanyaan yang ada, mohon di jawab tanpa ada satupun yang terlewat.

## Keterangan Jawaban

1. STS : Sangat Tidak Setuju
2. TS : Tidak Setuju
3. RR : Ragu-Ragu
4. S : Setuju
5. SS : Sangat Setuju

**Kuesioner Variabel *Word Of Mouth* (X1)**

| No. | Pernyataan  | Jawaban |   |    |    |     |
|-----|---|---------|---|----|----|-----|
|     |   | SS      | S | RR | TS | STS |
| 1   | Anda pernah mendapatkan rekomendasi dari teman atau kerabat yang pernah berkunjung ke Pantai Tikus Emas?                  |         |   |    |    |     |
| 2   | Anda pernah mendengarkan cerita teman atau kerabat tentang Pantai Tikus Emas?   |         |   |    |    |     |
| 3   | Anda pernah mencari informasi tentang Pantai Tikus Emas?  |         |   |    |    |     |
| 4   | Anda berusaha mencari tahu tentang fasilitas yang tersedia di Pantai Tikus Emas?  |         |   |    |    |     |
| 5   | Anda mengetahui Pantai Tikus Emas melalui media online seperti instagram, facebook, dll?                                  |         |   |    |    |     |
| 6   | Anda mengetahui Pantai Tikus Emas melalui brosur yang disebarakan?  |         |   |    |    |     |
| 7   | Anda pernah melihat adanya partisipasi pengelola Pantai Tikus Emas dalam menyebarkan informasi tentang Pantai Tikus Emas? |         |   |    |    |     |
| 8   | Anda pernah melihat adanya partisipasi pengunjung dalam menyebarkan informasi tentang Pantai Tikus Emas?                  |         |   |    |    |     |

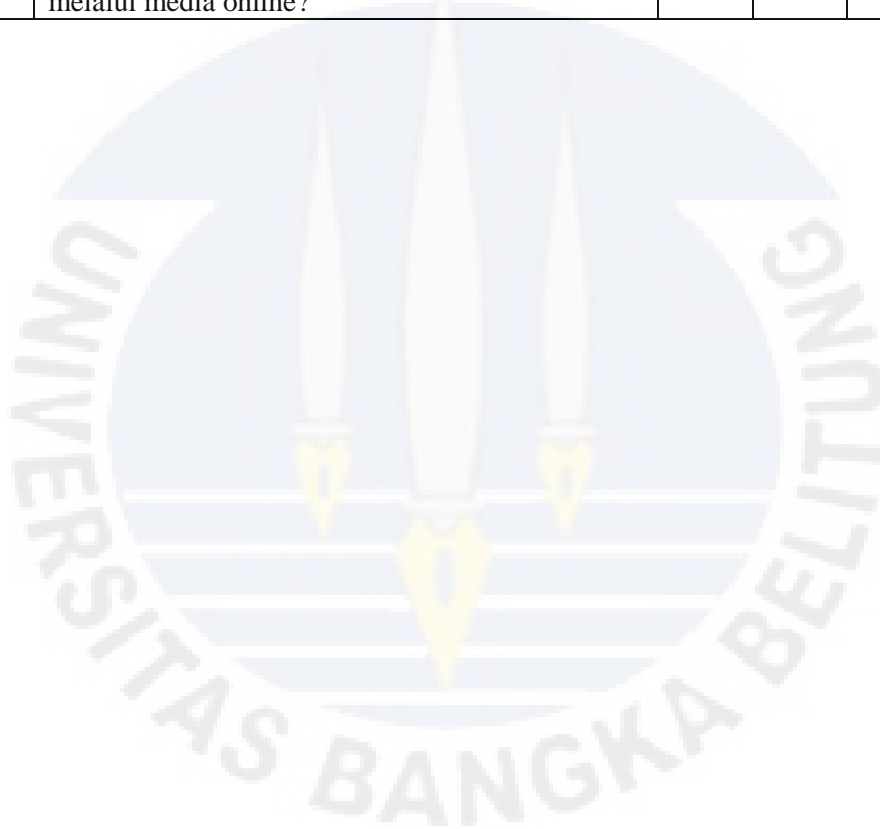
**Kuesioner Variabel *Travel Motivation* (X2)**

| No. | Pernyataan  | Jawaban |   |    |    |     |
|-----|---|---------|---|----|----|-----|
|     |   | SS      | S | RR | TS | STS |
| 1   | Anda ingin mengunjungi Pantai Tikus Emas karena pemandangannya bagus?   |         |   |    |    |     |
| 2   | Anda ingin mengunjungi Pantai Tikus Emas untuk mencoba olahraga air seperti <i>Banana Boat</i> , <i>Jet sky</i> ? |         |   |    |    |     |
| 3   | Anda memilih Pantai Tikus Emas karena ingin bertemu dengan orang baru?  |         |   |    |    |     |
| 4   | Anda ingin ke Pantai Tikus Emas karena ingin berinteraksi dengan penyu yang ditangkarkan oleh pengelola?          |         |   |    |    |     |

**Kuesioner Minat Berkunjung (Y)**

| No. | Pernyataan  | Jawaban |   |    |    |     |
|-----|---|---------|---|----|----|-----|
|     |   | SS      | S | RR | TS | STS |
| 1   | Anda akan mengunjungi Pantai Tikus Emas dalam waktu dekat?                              |         |   |    |    |     |
| 2   | Anda akan memprioritaskan untuk datang ke Pantai Tikus Emas dibanding wisata yang lain? |         |   |    |    |     |
| 3   | Anda akan mencari tau keunggulan yang dimiliki Pantai Tikus Emas terlebih dahulu?       |         |   |    |    |     |

| No. | Pernyataan  | Jawaban |   |    |    |     |
|-----|---|---------|---|----|----|-----|
|     |   | SS      | S | RR | TS | STS |
| 4   | Anda akan mencari tau pengalaman teman atau kerabat anda yang pernah berkunjung ke Pantai Tikus Emas? |         |   |    |    |     |
| 5   | Anda tertarik untuk berkunjung ke Pantai Tikus Emas dalam jangka panjang?                             |         |   |    |    |     |
| 6   | Anda tertarik untuk berkunjung ke Pantai Tikus Emas dalam jangka pendek?                              |         |   |    |    |     |
| 7   | Anda akan merekomendasikan Pantai Tikus Emas pada teman atau kerabat?                                 |         |   |    |    |     |
| 8   | Anda akan merekomendasikan Pantai Tikus Emas melalui media online?                                    |         |   |    |    |     |





|    |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|----|
| 42 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 3 | 34 |
| 43 | 5 | 3 | 3 | 5 | 5 | 3 | 2 | 2 | 28 |
| 44 | 4 | 5 | 5 | 5 | 5 | 2 | 4 | 3 | 33 |
| 45 | 5 | 5 | 3 | 1 | 5 | 1 | 1 | 1 | 22 |
| 46 | 4 | 5 | 3 | 3 | 5 | 3 | 3 | 3 | 29 |
| 47 | 4 | 4 | 4 | 2 | 5 | 2 | 3 | 4 | 28 |
| 48 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 49 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 19 |
| 50 | 5 | 5 | 3 | 1 | 4 | 1 | 4 | 5 | 28 |
| 51 | 5 | 5 | 5 | 4 | 4 | 2 | 4 | 4 | 33 |
| 52 | 2 | 2 | 1 | 1 | 1 | 1 | 4 | 3 | 15 |
| 53 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 35 |
| 54 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 55 | 4 | 4 | 3 | 3 | 2 | 2 | 2 | 4 | 24 |
| 56 | 2 | 2 | 5 | 4 | 4 | 2 | 2 | 4 | 25 |
| 57 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 9  |
| 58 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 8  |
| 59 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 60 | 4 | 4 | 2 | 2 | 4 | 2 | 2 | 3 | 23 |
| 61 | 5 | 4 | 4 | 4 | 5 | 2 | 3 | 3 | 30 |
| 62 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 34 |
| 63 | 5 | 5 | 5 | 4 | 4 | 2 | 4 | 3 | 32 |
| 64 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 65 | 5 | 5 | 4 | 5 | 5 | 2 | 3 | 5 | 34 |
| 66 | 5 | 5 | 5 | 5 | 5 | 2 | 2 | 2 | 31 |
| 67 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 68 | 2 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 26 |
| 69 | 4 | 5 | 4 | 4 | 4 | 2 | 2 | 2 | 27 |
| 70 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 36 |
| 71 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 29 |
| 72 | 5 | 4 | 4 | 5 | 5 | 2 | 2 | 3 | 30 |
| 73 | 4 | 1 | 1 | 4 | 5 | 1 | 3 | 3 | 22 |
| 74 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 33 |
| 75 | 5 | 4 | 4 | 3 | 4 | 3 | 5 | 4 | 32 |
| 76 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 36 |
| 77 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 30 |
| 78 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 33 |
| 79 | 4 | 4 | 4 | 4 | 2 | 1 | 1 | 3 | 23 |
| 80 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 36 |
| 81 | 5 | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 34 |
| 82 | 3 | 5 | 5 | 3 | 5 | 3 | 3 | 5 | 32 |
| 83 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 36 |
| 84 | 5 | 5 | 4 | 4 | 2 | 2 | 2 | 2 | 26 |
| 85 | 4 | 3 | 1 | 1 | 1 | 1 | 1 | 5 | 17 |
| 86 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 28 |
| 87 | 4 | 5 | 2 | 2 | 1 | 1 | 3 | 2 | 20 |
| 88 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 32 |
| 89 | 4 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 30 |

|     |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|----|
| 90  | 5 | 5 | 5 | 3 | 3 | 3 | 3 | 3 | 30 |
| 91  | 5 | 5 | 5 | 5 | 5 | 2 | 3 | 3 | 33 |
| 92  | 4 | 4 | 4 | 5 | 4 | 2 | 5 | 4 | 32 |
| 93  | 4 | 4 | 2 | 2 | 3 | 2 | 2 | 2 | 21 |
| 94  | 5 | 5 | 5 | 5 | 2 | 2 | 4 | 3 | 31 |
| 95  | 4 | 4 | 5 | 4 | 3 | 1 | 1 | 1 | 23 |
| 96  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 97  | 3 | 4 | 4 | 4 | 2 | 2 | 1 | 1 | 21 |
| 98  | 5 | 5 | 2 | 1 | 1 | 1 | 1 | 4 | 20 |
| 99  | 5 | 5 | 4 | 4 | 5 | 2 | 2 | 3 | 30 |
| 100 | 4 | 5 | 4 | 3 | 4 | 1 | 1 | 5 | 27 |





**VARIABEL TRAVEL MOTIVATION (X<sub>2</sub>)**

|    |   |   |   |   |    |
|----|---|---|---|---|----|
| 1  | 4 | 2 | 3 | 4 | 13 |
| 2  | 4 | 5 | 3 | 5 | 17 |
| 3  | 4 | 5 | 5 | 5 | 19 |
| 4  | 4 | 3 | 5 | 4 | 16 |
| 5  | 5 | 5 | 3 | 5 | 18 |
| 6  | 4 | 3 | 3 | 4 | 14 |
| 7  | 4 | 4 | 4 | 4 | 16 |
| 8  | 5 | 5 | 4 | 4 | 18 |
| 9  | 5 | 3 | 4 | 4 | 16 |
| 10 | 4 | 4 | 4 | 4 | 16 |
| 11 | 5 | 5 | 4 | 5 | 19 |
| 12 | 4 | 3 | 1 | 2 | 10 |
| 13 | 5 | 3 | 4 | 4 | 16 |
| 14 | 4 | 3 | 4 | 3 | 14 |
| 15 | 5 | 3 | 1 | 5 | 14 |
| 16 | 5 | 3 | 4 | 4 | 16 |
| 17 | 4 | 2 | 3 | 3 | 12 |
| 18 | 5 | 5 | 2 | 4 | 16 |
| 19 | 3 | 2 | 2 | 2 | 9  |
| 20 | 5 | 4 | 5 | 4 | 18 |
| 21 | 4 | 5 | 2 | 3 | 14 |
| 22 | 5 | 5 | 4 | 4 | 18 |
| 23 | 4 | 2 | 2 | 2 | 10 |
| 24 | 4 | 5 | 2 | 4 | 15 |
| 25 | 4 | 3 | 2 | 3 | 12 |
| 26 | 4 | 4 | 3 | 3 | 14 |
| 27 | 5 | 3 | 3 | 5 | 16 |
| 28 | 5 | 2 | 2 | 2 | 11 |
| 29 | 5 | 5 | 3 | 5 | 18 |
| 30 | 4 | 4 | 4 | 5 | 17 |
| 31 | 5 | 4 | 5 | 4 | 18 |
| 32 | 4 | 4 | 4 | 4 | 16 |
| 33 | 3 | 3 | 3 | 3 | 12 |
| 34 | 5 | 4 | 3 | 3 | 15 |
| 35 | 5 | 5 | 2 | 5 | 17 |
| 36 | 5 | 3 | 4 | 5 | 17 |
| 37 | 5 | 5 | 3 | 4 | 17 |
| 38 | 3 | 4 | 2 | 3 | 12 |
| 39 | 3 | 2 | 2 | 4 | 11 |
| 40 | 3 | 3 | 3 | 3 | 12 |
| 41 | 4 | 4 | 5 | 4 | 17 |
| 42 | 5 | 5 | 4 | 3 | 17 |
| 43 | 5 | 5 | 4 | 5 | 19 |
| 44 | 5 | 3 | 2 | 3 | 13 |
| 45 | 4 | 1 | 3 | 3 | 11 |
| 46 | 5 | 5 | 3 | 5 | 18 |

|    |   |   |   |   |    |
|----|---|---|---|---|----|
| 47 | 4 | 5 | 2 | 3 | 14 |
| 48 | 3 | 3 | 3 | 3 | 12 |
| 49 | 2 | 3 | 3 | 2 | 10 |
| 50 | 4 | 1 | 1 | 1 | 7  |
| 51 | 4 | 3 | 4 | 4 | 15 |
| 52 | 1 | 1 | 1 | 1 | 4  |
| 53 | 5 | 4 | 4 | 5 | 18 |
| 54 | 5 | 5 | 5 | 5 | 20 |
| 55 | 4 | 3 | 3 | 4 | 14 |
| 56 | 5 | 5 | 1 | 4 | 15 |
| 57 | 2 | 2 | 2 | 2 | 8  |
| 58 | 5 | 1 | 2 | 2 | 10 |
| 59 | 5 | 5 | 5 | 5 | 20 |
| 60 | 4 | 4 | 2 | 4 | 14 |
| 61 | 4 | 4 | 2 | 4 | 14 |
| 62 | 5 | 5 | 5 | 5 | 20 |
| 63 | 5 | 5 | 5 | 5 | 20 |
| 64 | 5 | 5 | 5 | 5 | 20 |
| 65 | 5 | 4 | 2 | 4 | 15 |
| 66 | 5 | 2 | 2 | 2 | 11 |
| 67 | 5 | 2 | 2 | 4 | 13 |
| 68 | 4 | 2 | 3 | 2 | 11 |
| 69 | 4 | 3 | 2 | 4 | 13 |
| 70 | 5 | 5 | 5 | 5 | 20 |
| 71 | 5 | 2 | 2 | 3 | 12 |
| 72 | 4 | 3 | 5 | 5 | 17 |
| 73 | 3 | 1 | 3 | 4 | 11 |
| 74 | 5 | 4 | 5 | 4 | 18 |
| 75 | 5 | 4 | 3 | 4 | 16 |
| 76 | 5 | 4 | 4 | 5 | 18 |
| 77 | 5 | 5 | 5 | 5 | 20 |
| 78 | 4 | 3 | 3 | 4 | 14 |
| 79 | 4 | 3 | 3 | 3 | 13 |
| 80 | 5 | 5 | 4 | 5 | 19 |
| 81 | 5 | 4 | 3 | 5 | 17 |
| 82 | 5 | 5 | 4 | 3 | 17 |
| 83 | 5 | 5 | 5 | 4 | 19 |
| 84 | 4 | 4 | 4 | 3 | 15 |
| 85 | 3 | 2 | 1 | 4 | 10 |
| 86 | 4 | 3 | 4 | 3 | 14 |
| 87 | 5 | 4 | 2 | 3 | 14 |
| 88 | 4 | 5 | 5 | 5 | 19 |
| 89 | 4 | 2 | 2 | 2 | 10 |
| 90 | 4 | 5 | 3 | 3 | 15 |
| 91 | 5 | 5 | 5 | 5 | 20 |
| 92 | 5 | 5 | 2 | 4 | 16 |
| 93 | 4 | 4 | 2 | 2 | 12 |
| 94 | 5 | 5 | 4 | 5 | 19 |

|     |   |   |   |   |    |
|-----|---|---|---|---|----|
| 95  | 4 | 3 | 3 | 3 | 13 |
| 96  | 5 | 5 | 5 | 5 | 20 |
| 97  | 3 | 3 | 3 | 3 | 12 |
| 98  | 5 | 3 | 2 | 4 | 14 |
| 99  | 5 | 2 | 3 | 4 | 14 |
| 100 | 5 | 1 | 1 | 1 | 8  |



## VARIABEL MINAT BERKUNJUNG (Y)

|    |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|----|
| 1  | 2 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 28 |
| 2  | 3 | 3 | 4 | 4 | 4 | 2 | 4 | 3 | 27 |
| 3  | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 3 | 32 |
| 4  | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 28 |
| 5  | 3 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 33 |
| 6  | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 29 |
| 7  | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 8  | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 32 |
| 9  | 2 | 3 | 3 | 4 | 3 | 5 | 4 | 3 | 27 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 33 |
| 11 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 12 | 3 | 1 | 3 | 3 | 3 | 3 | 4 | 4 | 24 |
| 13 | 3 | 3 | 4 | 5 | 5 | 5 | 5 | 4 | 34 |
| 14 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 30 |
| 15 | 3 | 3 | 3 | 5 | 4 | 3 | 4 | 3 | 28 |
| 16 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 31 |
| 17 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 26 |
| 18 | 3 | 3 | 5 | 4 | 5 | 4 | 4 | 2 | 30 |
| 19 | 1 | 2 | 2 | 3 | 3 | 3 | 3 | 1 | 18 |
| 20 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 29 |
| 21 | 3 | 2 | 4 | 3 | 2 | 4 | 4 | 3 | 25 |
| 22 | 4 | 2 | 4 | 5 | 5 | 4 | 4 | 4 | 32 |
| 23 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 30 |
| 24 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 28 |
| 25 | 4 | 2 | 5 | 4 | 3 | 3 | 5 | 4 | 30 |
| 26 | 2 | 2 | 2 | 2 | 2 | 3 | 4 | 3 | 20 |
| 27 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 36 |
| 28 | 2 | 2 | 5 | 5 | 2 | 4 | 5 | 2 | 27 |
| 29 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 34 |
| 30 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 34 |
| 31 | 5 | 3 | 5 | 5 | 4 | 3 | 4 | 5 | 34 |
| 32 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 33 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 34 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 26 |
| 35 | 3 | 3 | 3 | 2 | 4 | 4 | 5 | 3 | 27 |
| 36 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 37 | 3 | 2 | 2 | 2 | 3 | 3 | 4 | 3 | 22 |
| 38 | 1 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 20 |
| 39 | 3 | 2 | 2 | 4 | 3 | 3 | 4 | 3 | 24 |
| 40 | 3 | 3 | 3 | 3 | 4 | 2 | 3 | 3 | 24 |
| 41 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 26 |
| 42 | 3 | 3 | 5 | 4 | 5 | 3 | 4 | 4 | 31 |
| 43 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 39 |
| 44 | 4 | 3 | 3 | 5 | 5 | 4 | 5 | 2 | 31 |
| 45 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 25 |
| 46 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 29 |

|    |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|----|
| 47 | 3 | 3 | 5 | 4 | 3 | 4 | 4 | 4 | 30 |
| 48 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 49 | 4 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 23 |
| 50 | 1 | 1 | 4 | 4 | 3 | 1 | 5 | 1 | 20 |
| 51 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 29 |
| 52 | 1 | 1 | 1 | 1 | 5 | 1 | 1 | 1 | 12 |
| 53 | 4 | 4 | 4 | 5 | 4 | 3 | 5 | 5 | 34 |
| 54 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 55 | 3 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 30 |
| 56 | 1 | 1 | 4 | 5 | 5 | 1 | 4 | 4 | 25 |
| 57 | 2 | 2 | 4 | 4 | 2 | 2 | 3 | 4 | 23 |
| 58 | 2 | 2 | 3 | 4 | 5 | 2 | 5 | 3 | 26 |
| 59 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 60 | 2 | 2 | 2 | 4 | 3 | 3 | 3 | 4 | 23 |
| 61 | 3 | 2 | 2 | 2 | 3 | 3 | 4 | 4 | 23 |
| 62 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 36 |
| 63 | 4 | 4 | 2 | 4 | 5 | 3 | 5 | 4 | 31 |
| 64 | 3 | 3 | 1 | 4 | 5 | 5 | 5 | 5 | 31 |
| 65 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 36 |
| 66 | 5 | 3 | 5 | 5 | 3 | 3 | 5 | 3 | 32 |
| 67 | 5 | 2 | 5 | 2 | 4 | 4 | 5 | 5 | 32 |
| 68 | 3 | 2 | 4 | 4 | 3 | 3 | 4 | 3 | 26 |
| 69 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 28 |
| 70 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 39 |
| 71 | 3 | 4 | 3 | 4 | 5 | 5 | 5 | 3 | 32 |
| 72 | 3 | 3 | 5 | 5 | 4 | 3 | 4 | 3 | 30 |
| 73 | 1 | 1 | 2 | 2 | 1 | 4 | 4 | 2 | 17 |
| 74 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 75 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 38 |
| 76 | 2 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 31 |
| 77 | 3 | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 33 |
| 78 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 28 |
| 79 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 29 |
| 80 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 36 |
| 81 | 3 | 3 | 5 | 4 | 4 | 3 | 4 | 4 | 30 |
| 82 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 83 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 35 |
| 84 | 3 | 3 | 3 | 3 | 4 | 2 | 4 | 3 | 25 |
| 85 | 2 | 3 | 3 | 4 | 2 | 2 | 3 | 2 | 21 |
| 86 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 26 |
| 87 | 4 | 3 | 5 | 4 | 3 | 3 | 3 | 3 | 28 |
| 88 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 37 |
| 89 | 2 | 2 | 4 | 2 | 2 | 4 | 4 | 2 | 22 |
| 90 | 3 | 3 | 5 | 4 | 3 | 4 | 4 | 3 | 29 |
| 91 | 3 | 3 | 5 | 5 | 3 | 3 | 5 | 3 | 30 |
| 92 | 5 | 2 | 4 | 3 | 1 | 5 | 5 | 5 | 30 |
| 93 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 23 |
| 94 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 31 |

|     |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|----|
| 95  | 3 | 3 | 2 | 2 | 3 | 3 | 4 | 3 | 23 |
| 96  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 97  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 23 |
| 98  | 3 | 3 | 2 | 4 | 4 | 4 | 5 | 2 | 27 |
| 99  | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 33 |
| 100 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 29 |



### LAMPIRAN 3

### HASIL UJI VALIDITAS

### VARIABEL *WORD OF MOUTH* (X<sub>1</sub>)

|      |                     | Correlations |        |        |        |        |        |        |        |        |
|------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|
|      |                     | X1.1         | X1.2   | X1.3   | X1.4   | X1.5   | X1.6   | X1.7   | X1.8   | X1     |
| X1.1 | Pearson Correlation | 1            | .667** | .467** | .425** | .414** | .272** | .268** | .302** | .652** |
|      | Sig. (2-tailed)     |              | .000   | .000   | .000   | .000   | .006   | .007   | .002   | .000   |
|      | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| X1.2 | Pearson Correlation | .667**       | 1      | .590** | .407** | .366** | .292** | .240*  | .297** | .660** |
|      | Sig. (2-tailed)     | .000         |        | .000   | .000   | .000   | .003   | .016   | .003   | .000   |
|      | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| X1.3 | Pearson Correlation | .467**       | .590** | 1      | .770** | .492** | .544** | .404** | .295** | .815** |
|      | Sig. (2-tailed)     | .000         | .000   |        | .000   | .000   | .000   | .000   | .003   | .000   |
|      | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| X1.4 | Pearson Correlation | .425**       | .407** | .770** | 1      | .490** | .508** | .397** | .209*  | .762** |
|      | Sig. (2-tailed)     | .000         | .000   | .000   |        | .000   | .000   | .000   | .037   | .000   |
|      | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| X1.5 | Pearson Correlation | .414**       | .366** | .492** | .490** | 1      | .450** | .347** | .299** | .702** |
|      | Sig. (2-tailed)     | .000         | .000   | .000   | .000   |        | .000   | .000   | .003   | .000   |
|      | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| X1.6 | Pearson Correlation | .272**       | .292** | .544** | .508** | .450** | 1      | .653** | .382** | .747** |
|      | Sig. (2-tailed)     | .006         | .003   | .000   | .000   | .000   |        | .000   | .000   | .000   |
|      | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| X1.7 | Pearson Correlation | .268**       | .240*  | .404** | .397** | .347** | .653** | 1      | .452** | .684** |
|      | Sig. (2-tailed)     | .007         | .016   | .000   | .000   | .000   | .000   |        | .000   | .000   |
|      | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| X1.8 | Pearson Correlation | .302**       | .297** | .295** | .209*  | .299** | .382** | .452** | 1      | .574** |
|      | Sig. (2-tailed)     | .002         | .003   | .003   | .037   | .003   | .000   | .000   |        | .000   |
|      | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |
| X1   | Pearson Correlation | .652**       | .660** | .815** | .762** | .702** | .747** | .684** | .574** | 1      |
|      | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   | .000   | .000   |        |
|      | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |

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

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

### VARIABEL *TRAVEL MOTIVATION* (X<sub>2</sub>)

|      |                     | Correlations |        |        |        |        |
|------|---------------------|--------------|--------|--------|--------|--------|
|      |                     | X2.1         | X2.2   | X2.3   | X2.4   | X2     |
| X2.1 | Pearson Correlation | 1            | .437** | .296** | .476** | .650** |
|      | Sig. (2-tailed)     |              | .000   | .003   | .000   | .000   |
|      | N                   | 100          | 100    | 100    | 100    | 100    |
| X2.2 | Pearson Correlation | .437**       | 1      | .476** | .622** | .832** |
|      | Sig. (2-tailed)     | .000         |        | .000   | .000   | .000   |
|      | N                   | 100          | 100    | 100    | 100    | 100    |
| X2.3 | Pearson Correlation | .296**       | .476** | 1      | .570** | .776** |
|      | Sig. (2-tailed)     | .003         | .000   |        | .000   | .000   |
|      | N                   | 100          | 100    | 100    | 100    | 100    |
| X2.4 | Pearson Correlation | .476**       | .622** | .570** | 1      | .856** |
|      | Sig. (2-tailed)     | .000         | .000   | .000   |        | .000   |

|    |                     |        |        |        |        |     |
|----|---------------------|--------|--------|--------|--------|-----|
|    | N                   | 100    | 100    | 100    | 100    | 100 |
| X2 | Pearson Correlation | .650** | .832** | .776** | .856** | 1   |
|    | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |     |
|    | N                   | 100    | 100    | 100    | 100    | 100 |

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

## VARIABEL MINAT BERKUNJUNG (Y)

|     |                     | Correlations |        |        |        |        |        |        |        |        |  |
|-----|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--|
|     |                     | Y.1          | Y.2    | Y.3    | Y.4    | Y.5    | Y.6    | Y.7    | Y.8    | Y      |  |
| Y.1 | Pearson Correlation | 1            | .672** | .479** | .362** | .357** | .489** | .393** | .638** | .784** |  |
|     | Sig. (2-tailed)     |              | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |  |
|     | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |  |
| Y.2 | Pearson Correlation | .672**       | 1      | .442** | .480** | .534** | .521** | .332** | .498** | .798** |  |
|     | Sig. (2-tailed)     | .000         |        | .000   | .000   | .000   | .000   | .001   | .000   | .000   |  |
|     | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |  |
| Y.3 | Pearson Correlation | .479**       | .442** | 1      | .565** | .203   | .283   | .367** | .402** | .661** |  |
|     | Sig. (2-tailed)     | .000         | .000   |        | .000   | .043   | .004   | .000   | .000   | .000   |  |
|     | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |  |
| Y.4 | Pearson Correlation | .362**       | .480** | .565** | 1      | .505** | .298   | .491** | .414   | .717** |  |
|     | Sig. (2-tailed)     | .000         | .000   | .000   |        | .000   | .003   | .000   | .000   | .000   |  |
|     | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |  |
| Y.5 | Pearson Correlation | .357**       | .534** | .203   | .505** | 1      | .291** | .371** | .401** | .645** |  |
|     | Sig. (2-tailed)     | .000         | .000   | .043   | .000   |        | .003   | .000   | .000   | .000   |  |
|     | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |  |
| Y.6 | Pearson Correlation | .489**       | .521** | .283   | .298   | .291** | 1      | .552** | .450** | .674** |  |
|     | Sig. (2-tailed)     | .000         | .000   | .004   | .003   | .003   |        | .000   | .000   | .000   |  |
|     | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |  |
| Y.7 | Pearson Correlation | .393**       | .332** | .367** | .491** | .371** | .552** | 1      | .438** | .668** |  |
|     | Sig. (2-tailed)     | .000         | .001   | .000   | .000   | .000   | .000   |        | .000   | .000   |  |
|     | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |  |
| Y.8 | Pearson Correlation | .638**       | .498** | .402** | .414   | .401** | .450** | .438** | 1      | .748** |  |
|     | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   | .000   |        | .000   |  |
|     | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |  |
| Y   | Pearson Correlation | .784**       | .798** | .661** | .717** | .645** | .674** | .668** | .748** | 1      |  |
|     | Sig. (2-tailed)     | .000         | .000   | .000   | .000   | .000   | .000   | .000   | .000   |        |  |
|     | N                   | 100          | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |  |

\*\* . Correlation is significant at the 0.01 level (2-tailed).  
\* . Correlation is significant at the 0.05 level (2-tailed).



#### LAMPIRAN 4

#### HASIL UJI RELIABILITAS

#### VARIABEL *WORD OF MOUTH* ( $X_1$ )

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .850                   | 8          |

#### VARIABEL *TRAVEL MOTIVATION* ( $X_2$ )

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .784                   | 4          |

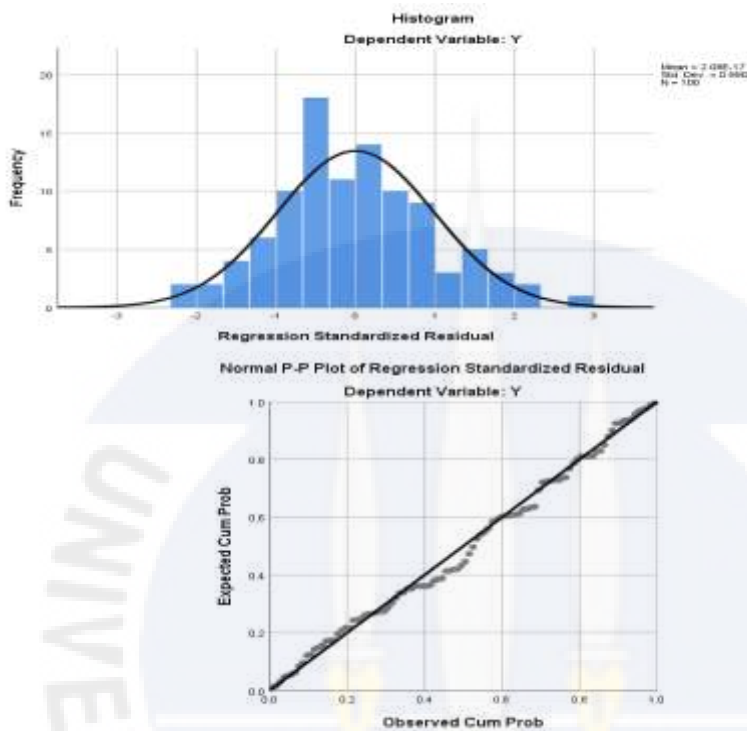
#### VARIABEL MINAT BERKUNJUNG (Y)

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .861                   | 8          |

## LAMPIRAN 5

### HASIL UJI ASUMSI KLASIK

### HASIL UJI NORMALITAS



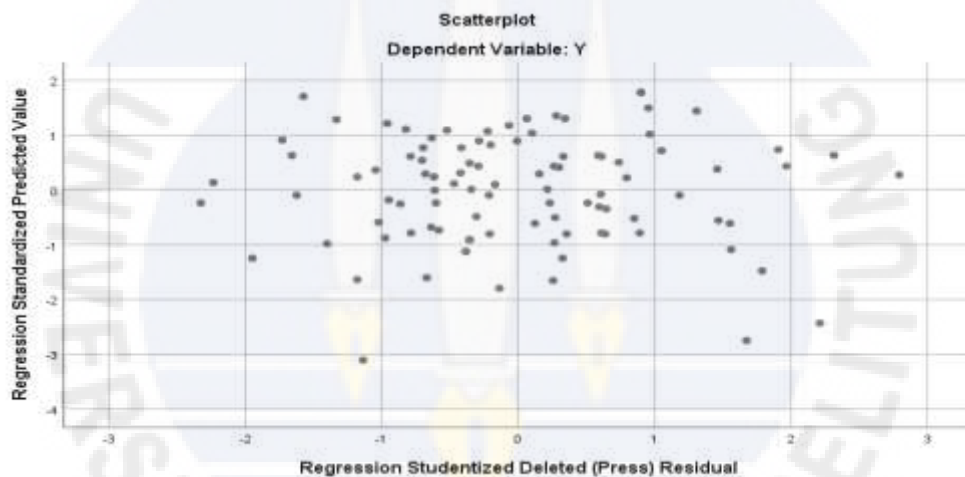
| One-Sample Kolmogorov-Smirnov Test                 |                |                         |
|--|----------------|-------------------------|
|  |                | Unstandardized Residual |
| N  |                | 100                     |
| Normal Parameters <sup>a,b</sup>                   | Mean           | .0000000                |
|  | Std. Deviation | 3.57057701              |
| Most Extreme Differences                           | Absolute       | .070                    |
|  | Positive       | .070                    |
|  | Negative       | -.037                   |
| Test Statistic                                     |                | .070                    |
| Asymp. Sig. (2-tailed)                             |                | .200 <sup>c,d</sup>     |
| a. Test distribution is Normal.                    |                |                         |
| b. Calculated from data.                           |                |                         |
| c. Lilliefors Significance Correction.             |                |                         |
| d. This is a lower bound of the true significance. |                |                         |

## HASIL UJI MULTIKOLENIARITAS

| Coefficients <sup>a</sup> |                             |            |                           |      |       |      |                         |       |
|---------------------------|-----------------------------|------------|---------------------------|------|-------|------|-------------------------|-------|
| Model                     | Unstandardized Coefficients |            | Standardized Coefficients |      | t     | Sig. | Collinearity Statistics |       |
|                           | B                           | Std. Error | Beta                      |      |       |      | Tolerance               | VIF   |
| 1                         | (Constant)                  | 7.963      | 1.865                     |      | 4.270 | .000 |                         |       |
|                           | X1                          | .303       | .079                      | .329 | 3.853 | .000 | .577                    | 1.732 |
|                           | X2                          | .837       | .139                      | .513 | 6.005 | .000 | .577                    | 1.732 |

a. Dependent Variable: Y

## HASIL UJI HETEROSKEDASTISITAS



| Coefficients <sup>a</sup> |            |                             |            |                           |       |      |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|------|
| Model                     |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                           |            | B                           | Std. Error | Beta                      |       |      |
| 1                         | (Constant) | 3.768                       | 1.097      |                           | 3.436 | .001 |
|                           | X1         | -.035                       | .046       | -.101                     | -.759 | .450 |
|                           | X2         | .008                        | .082       | .013                      | .094  | .925 |

a. Dependent Variable: glejser

## LAMPIRAN 6

### HASIL UJI REGRESI LINEAR BERGANDA, UJI t, UJI F, KOEFISIEN DETERMINASI ( $R_2$ )

#### HASIL UJI REGRESI LINEAR BERGANDA

| Coefficients <sup>a</sup> |            |                             |            |                           |       |      |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|------|
| Model                     |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                           |            | B                           | Std. Error | Beta                      |       |      |
| 1                         | (Constant) | 7.963                       | 1.865      |                           | 4.270 | .000 |
|                           | X1         | .303                        | .079       | .329                      | 3.853 | .000 |
|                           | X2         | .837                        | .139       | .513                      | 6.005 | .000 |

a. Dependent Variable: Y

#### HASIL UJI t

| Coefficients <sup>a</sup> |            |                             |            |                           |       |      |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|------|
| Model                     |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                           |            | B                           | Std. Error | Beta                      |       |      |
| 1                         | (Constant) | 7.963                       | 1.865      |                           | 4.270 | .000 |
|                           | X1         | .303                        | .079       | .329                      | 3.853 | .000 |
|                           | X2         | .837                        | .139       | .513                      | 6.005 | .000 |

a. Dependent Variable: Y

#### HASIL UJI F

| ANOVA <sup>a</sup> |            |                |    |             |        |                   |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| Model              |            | Sum of Squares | df | Mean Square | F      | Sig.              |
| 1                  | Regression | 1825.237       | 2  | 912.619     | 70.137 | .000 <sup>b</sup> |
|                    | Residual   | 1262.153       | 97 | 13.012      |        |                   |
|                    | Total      | 3087.390       | 99 |             |        |                   |

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

## HASIL KOEFISIEN DETERMINASI ( $R^2$ )

| Model Summary <sup>b</sup>        |                   |          |                   |                            |
|-----------------------------------|-------------------|----------|-------------------|----------------------------|
| Model                             | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                                 | .769 <sup>a</sup> | .591     | .583              | 3.607                      |
| a. Predictors: (Constant), X2, X1 |                   |          |                   |                            |
| b. Dependent Variable: Y          |                   |          |                   |                            |



## LAMPIRAN 7

### DAFTAR RIWAYAT HIDUP

#### BIODATA:

NAMA : ONEDES ADVENT SIPAHUTAR  
NIM : 3021611071  
TEMPAT, TANGGAL LAHIR : PARSAORAN, SUMUT 01 DESEMBER  
1996  
JENIS KELAMIN : LAKI-LAKI  
AGAMA : KRISTEN PROTESTAN  
PENDIDIKAN TERAKHIR : SMA  
ALAMAT :  
NO. HP : 0813-2972-4728  
EMAIL : Adventsipahutar00@gmail.com

#### PENDIDIKAN FORMAL:

1. 2003 - 2009 : SDN 35 PARIT TIGA, BANGKA BARAT
2. 2009 – 2012 : SMP BAKTI PARIT TIGA, BANGKA  
BARAT
3. 2012 – 2015 : SMAN 1 JEBUS, BANGKA BARAT
4. 2016 – 2021 : UNIVERSITAS BANGKA BELITUNG  
(FAKULTAS EKONOMI)

## LAMPIRAN 8

### SURAT IZIN PENGAMBILAN DATA PENELITIAN



KEMENTERIAN PENDIDIKAN DAN KEBUDAYAAN  
UNIVERSITAS BANGKA BELITUNG  
FAKULTAS EKONOMI

Kampus Terpadu UBB, Gedung Timah II, Desa Balunjuak,  
Kecamatan Merawang, Kabupaten Bangka,  
Propinsi Kepulauan Bangka Belitung 33172  
Telepon (0717) 4260030, 4260031 Email: feuniversitashangkabelitung@gmail.com  
Laman [www.ubb.ac.id](http://www.ubb.ac.id)

Nomor : 196/UN50.08.2.1/PP/2020 03 Agustus 2020  
Lampiran : 1 (satu) berkas  
Hal : Permohonan Izin Pengambilan Data,  
dan Penyebaran Kuesioner

Yth. Pimpinan PT. Bangka Cakra Karya  
Di Sungailiat

Sehubungan dengan tugas penyusunan Skripsi dengan judul "Pengaruh Word of Mouth, Travel Motivation, dan Lokasi Terhadap Minat Berkunjung ke Pantai Tikus Emas" sebagai prasyarat untuk menyelesaikan studi pada Fakultas Ekonomi Universitas Bangka Belitung, dengan hormat kami mohon kesediaan Bapak / Ibu mengizinkan mahasiswa kami :

Nama : Onedes Advent Sipahutar  
NIM : 3021611071  
Jurusan : Manajemen

Mulai tanggal 30 Juli 2020 sampai dengan 30 November 2020 untuk melakukan pengambilan data dan penyebaran kuesioner terhadap objek penelitian di PT. Bangka Cakra Karya, Sungailiat.

Atas perhatian dan kerja sama Bapak/ Ibu, kami sampaikan terima kasih.

Wakil Dekan Bidang Akademik  
dan Kemahasiswaan,




Kannawan, S.E., M.Sc.  
NIP. 507706003

9/8

## LAMPIRAN 9

### KARTU BIMBINGAN



**KARTU-PEMBIMBING SKRIPSI**

Nama : Onedes Advent Sipahutar  
 NIM : 3021611071  
 Jurusan : Manajemen  
 Angkatan : 2016  
 Konsentrasi Studi : Pemasaran  
 Semester : 7 (Tujuh)  
 Judul Proposal / Skripsi :

IPK : 2,95  
 Nama Pembimbing : Christianingrum, S.Pd., M.M  
 Mata Skripsi :

*PENGARUH WORD OF MOUTH DAN TRAVEL MOTIVATION TERHADAP MINAT BERKUNJUNG KE RANTAI TIRAS EMAS*

| No | Tanggal    | Keterangan             | Paraf Pembimbing |
|----|------------|------------------------|------------------|
| 1  | 5-10-2019  | KONSULTASI JUDUL       | th               |
| 2  | 22-10-2019 | ACC JUDUL              | th               |
| 3  | 20-7-2020  | KONSULTAN BAB I        | th               |
| 4  | 27-7-2020  | KONSULTAN BAB I        | th               |
| 5  | 4-8-2020   | KONSULTAN BAB 3        | th               |
| 6  | 6-8-2020   | BAB 3 PERBAIKAN        | th               |
| 7  | 10-8-2020  | KONSULTASI BAB III     | th               |
| 8  | 12-8-2020  | KONSULTAS BAB III      | th               |
| 9  | 8-8-2020   | ACC SEMINAR            | th               |
| 10 | 6-2-2021   | REVISI KUESIONER       | th               |
| 11 | 17-2-2021  | ACC KE LAPANGAN        | th               |
| 12 | 23-3-2021  | KONSULTASI BAB IV & V  | th               |
| 13 | 31-3-2021  | SEM PLATON, ACC SIDANG | th               |
| 14 |            |                        |                  |
| 15 |            |                        |                  |
| 16 |            |                        |                  |
| 17 |            |                        |                  |
| 18 |            |                        |                  |
| 19 |            |                        |                  |
| 20 |            |                        |                  |

**Catatan :**  
 1. Kartu ini harus diisi saat bimbingan skripsi





### KARTU PEMBIMBING SKRIPSI

Nama : Onedes Advent Sipalutur  
NIM : 3021611071  
Jurusan : Manajemen  
Angkatan : 2016  
Konsentrasi Studi : Pemasaran  
Semester : 7 (Tujuh)  
Judul Proposal / Skripsi : PENGARUH WORD OF MOUTH DAN TRAVEL MOTIVATION TERHADAP MINAT BERHIMPUNG KE PANTAI TIKULS ENAS

IPK : 2,95  
Nama Pembimbing : Dony Yansur, S.E., M.M  
Mulai Skripsi :

| No | Tanggal    | Keterangan                | Paraf Pembimbing |
|----|------------|---------------------------|------------------|
| 1  | 05-07-2020 | KONSULTASI JUDUL          | [Signature]      |
| 2  | 05-08-2020 | ACC JUDUL                 | [Signature]      |
| 3  | 08-08-2020 | KONSULTASI BAB I          | [Signature]      |
| 4  | 10-08-2020 | REVISI BAB I              | [Signature]      |
| 5  | 12-08-2020 | KONSULTASI BAB II         | [Signature]      |
| 6  | 13-08-2020 | KONSULTASI BAB II         | [Signature]      |
| 7  | 14-08-2020 | KONSULTASI BAB III        | [Signature]      |
| 8  | 18-08-2020 | REVISI                    | [Signature]      |
| 9  | 18-08-2020 | ACC SEMINAR               | [Signature]      |
| 10 | 18-02-2021 | ACC Lapangan              | [Signature]      |
| 11 | 24-03-2021 | Konsultasi Bab IV         | [Signature]      |
| 12 | 05-04-2021 | Konsultasi Bab IV dan V   | [Signature]      |
| 13 | 12-04-2021 | ACC PEMBIMBING I (SIDANG) | [Signature]      |
| 14 |            |                           |                  |
| 15 |            |                           |                  |
| 16 |            |                           |                  |
| 17 |            |                           |                  |
| 18 |            |                           |                  |
| 19 |            |                           |                  |
| 20 |            |                           |                  |

Catatan :  
1. Kartu ini harus diisi saat bimbingan skripsi

**LAMPIRAN 10**

**DOKUMENTASI**







KEMENTERIAN PENDIDIKAN DAN KEBUDAYAAN  
UNIVERSITAS BANGKA BELITUNG  
FAKULTAS EKONOMI  
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Kampus Terpadu Universitas Bangka Belitung  
Balunjuk, Kabupaten Bangka Provinsi Kepulauan Bangka Belitung  
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Laman [www.ubb.ac.id](http://www.ubb.ac.id)

KARTU REVISI  
SIDANG SKRIPSI & UJIAN KOMPREHENSIF

Nama : Onedes Advent Sipahutar  
NIM : 3021611071  
Konsentrasi : Manajemen Pemasaran  
Judul Skripsi : Pengaruh Word Of Mouth Dan Travel Motivation Terhadap Minat Berkunjung Ke Pantai Tikus Emas Sungailiat Kabupaten Bangka  
Tanggal Ujian : 24 Mei 2021

| NAMA DEWAN PENGUJI  | REVISI / SARAN  | PARAF                               |
|---|---|-------------------------------------|
| 1. Dr. Nizwan Zukhri, S.E., M.M.<br>(Ketua Penguji merangkap Anggota)           | Tata tulis, tabel, lampiran<br>daftar pustaka, Perincian<br>Perkembangan: letak tabel   | Sebelum Revisi<br>@                 |
|   |   | Setelah Revisi<br>@                 |
| 2. Dr. Hamsani, S.E., M.Sc.<br>(Anggota Penguji I)                              | • Letak belakang & bagian<br>• Revisi<br>• Tambah jurnal yang = Var<br>• Cara & format (untuk word)<br>• Daftar pustaka & penulisan<br>• Pembahasan & penulisan | Sebelum Revisi<br>Hf                |
|   |   | Setelah Revisi<br>Hf 31/21<br>/ Mei |
| 3. Christiamingrum S.Pd, M.M.<br>Anggota Penguji II (merangkap<br>Pembimbing 1) | - perbaikan daftar tabel<br>- tata tulis rapihan  | Sebelum Revisi<br>the               |
|   |   | Setelah Revisi<br>the               |
| 4. Dony Yansar, S.E., M.M.<br>Anggota Penguji III merangkap<br>Pembimbing 2)    |   | Sebelum Revisi<br>BY                |
|   |   | Setelah Revisi<br>BY                |

Mengetahui,  
Ketua Jurusan Manajemen

Dr. Hamsani, S.E., M.Sc.  
NP 506906008



KEMENTERIAN PENDIDIKAN DAN KEBUDAYAAN  
UNIVERSITAS BANGKA BELITUNG  
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ABSTRACT

ONEDES ADVENT SIPAHUTAR 302 16 11 071 The Influence of Word of Mouth and Travel Motivation on the Interest of Visiting Pantai Tikus Emas Sungailiat, Bangka Regency

The background of this study was the word of mouth and travel motivation can influence interest in visiting as a phenomena that occur in society. The purpose of this research is to get an overview and know the effect of Word of Mouth and Travel Motivation on the Interest of Visiting Pantai Tikus Emas Sungailiat, Bangka Regency.

This research uses descriptive quantitative with 100 respondents and the sampling method using purposive sampling. The independent variable in this study consists of Word of Mouth (X1) and Travel Motivation (X2) while the dependent variable is Visiting Interest (Y). Testing instruments using validity and reliability with multiple linear regression analysis methods, T test, F test, and the coefficient of determination.

The results shows that each independent variables obtained X1 that  $t_{count} > t_{table}$  ( $3.853 > 1.984$  and  $sig. 0.000 < 0.05$ ), X2 that  $t_{count} > t_{table}$  ( $6.005 > 1.984$  and  $sig. 0.000 < 0.05$ ). So it can be concluded that each independent variable has a positive and significant effect on the dependent variable. While the results of the test  $F_{count} > F_{table}$  ( $70.137 > 3.09$ ) and a significance value of  $0.000 < 0.05$ , simultaneously has a positive and significant effect on Visiting Interest. The results of the coefficient of determination ( $R^2$ ) show that the Word of Mouth and Travel Motivation variables affect the Visiting Interest variable by 0.583 or 58.3%.

**Keywords:** *Word of Mouth, Travel Motivation, and Visiting Interest*

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Terhadap Minat Berkunjung Ke Pantai Tikus Emas Sungailiat  
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