



PENGARUH PREFERENSI WISATAWAN TERHADAP KEPUTUSAN MEMILIH PRODUK OUTBOUND DI LEAD INDONESIA LIDO LAKES RESORT & CONFERENCE BOGOR

Mohon kesediaan Bapak/Ibu/Sdr untuk mengisi kuesioner ini. Kuesioner ini merupakan kuesioner yang penulis susun dalam rangka pelaksanaan penelitian untuk skripsi. Jawaban yang Bapak/Ibu/Sdr bersifat anonim dan dijaga kerahasiannya.

I. PROFIL

- | | | | |
|---------------|---|--|--|
| Jenis Kelamin | : | ☐ Laki-laki | ☐ Perempuan |
| Usia | : | ☐ < 26 tahun | ☐ 26-35 tahun |
| | | ☐ 35-44 tahun | ☐ > 44 tahun |
| Pekerjaan | : | ☐ PNS/BUMN | ☐ Karyawan swasta |
| | | ☐ Pelajar/Mahasiswa | ☐ Wiraswasta |
| | | ☐ Lainnya _____ | |
| Pendapatan | : | ☐ 1 Juta – 2,5 Juta | |
| | | ☐ 2,5 Juta – 4,5 Juta | |
| | | ☐ 4,5 Juta – 7 Juta | |
| | | ☐ 7 Juta – 10 Juta | |
| | | ☐ > 10 Juta | |

1 II. KUNJUNGAN WISATAWAN

1. Berapa kali Anda mengunjungi Lido Lakes Resort?

- | | |
|-----------------------------|--|
| ☐ 1x | ☐ 3x |
| ☐ 2x | ☐ Lebih dari 3x |

2. Apakah Anda menginap di Lido Lakes Resort

- | |
|--|
| ☐ Ya, *ke pertanyaan 2(b) |
| ☐ Tidak |

- 2(b). Berapa lama Anda menginap di Lido Lakes Resort?

- | |
|-----------------------------------|
| ☐ 2 hari |
| ☐ 3 hari |
| ☐ 4 hari |
| ☐ 5 hari |
| ☐ > 5 hari |

3. Dari mana Anda mengetahui tentang LEAD Indonesia Lido Lakes Resort?

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- ☐ Media elektronik (TV,Radio,Internet)
- ☐ Brosur
- ☐ Media Cetak (Koran,Majalah,Papan Reklame)
- ☐ Kerabat / Keluarga
- ☐ Lainnya _____

III. Preferensi Wisatawan

Pertanyaan berikut diisi dengan cara memberikan tanda Checklist (✓) pada salah satu alternatif jawaban sesuai dengan pendapat Bapak/ibu. Jika jawaban yang tersedia ada yang tidak sesuai dimohon untuk memilih yang paling mendekati sesuai dengan pendapat Bapak/ibu.

		Sangat tidak baik	Tidak baik	Cukup	Baik	Sangat Baik
LOKASI	Posisi daya tarik di objek wisata Lido Lakes Resort Bogor	☐	☐	☐	☐	☐
	Tempat parkir di objek wisata di Lido Lakes Resort Bogor	☐	☐	☐	☐	☐
	Keterjangkauan Lokasi wisata di Lido Lakes Resort Bogor	☐	☐	☐	☐	☐
AKSESIBILITAS	Sarana Angkutan menuju daya tarik objek wisata Lido Lakes Resort Bogor	☐	☐	☐	☐	☐
	Kelayakan sarana angkutan di objek wisata Lido lakes resort Bogor	☐	☐	☐	☐	☐

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		Sangat tidak baik	Tidak baik	Cukup	Baik	Sangat Baik
FASILITAS	Kelayakan jalan menuju objek wisata Lido Lakes Resort Bogor	☐	☐	☐	☐	☐
	Kelengkapan fasilitas di objek wisata Lido Lakes Resort Bogor	☐	☐	☐	☐	☐
	Kelayakan kondisi fasilitas di objek wisata Lido Lakes Resort Bogor	☐	☐	☐	☐	☐
	Kebersihan di objek wisata Lido Lakes Resort	☐	☐	☐	☐	☐
SUASANA	Keasrian daya tarik wisata objek wisata Lido Lakes Resort Bogor	☐	☐	☐	☐	☐
	Kenyamanan di objek wisata Lido Lakes Resort Lido Lakes Resort Bogor	☐	☐	☐	☐	☐

IV. Keputusan Pemilihan/Pembelian

Pertanyaan berikut diisi dengan cara memberikan tanda Checklist (✓) pada salah satu alternatif jawaban sesuai dengan pendapat Bapak/ibu. Jika jawaban yang tersedia ada yang tidak sesuai dimohon untuk memilih yang paling mendekati sesuai dengan pendapat Bapak/ibu.

		Sangat tidak baik	Tidak baik	Cukup	Baik	Sangat Baik
PEMILIH	Kesesuaian manfaat yang di dapat setelah berkunjung untuk	☐	☐	☐	☐	☐

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		Sangat tidak baik	Tidak baik	Cukup	Baik	Sangat Baik
AN PRODUK	mempercayai Lead Indonesia sebagai provider					
	Keberagaman provider di daerah Bogor-Sukabumi	☐	☐	☐	☐	☐
	Keunggulan dari provider Lead Indonesia Lido Lakes Resort	☐	☐	☐	☐	☐
PEMILIHAN MEREK	Kemenarikan daya tarik provider Lead Indonesia Lido Lakes Resort	☐	☐	☐	☐	☐
	Kepopuleran daya tarik provider Lead Indonesia Lido Lakes Resort	☐	☐	☐	☐	☐
PEMILIHAN WAKTU	Frekuensi mengunjungi daya tarik objek wisata di Lido Lakes Resort pada saat weekday	☐	☐	☐	☐	☐
	Frekuensi mengunjungi daya tarik objek wisata di Lido Lakes Resort pada saat weekend	☐	☐	☐	☐	☐
	Frekuensi mengunjungi daya tarik objek wisata di Lido Lakes Resort pada saat Libur Nasional	☐	☐	☐	☐	☐

----TERIMA KASIH----

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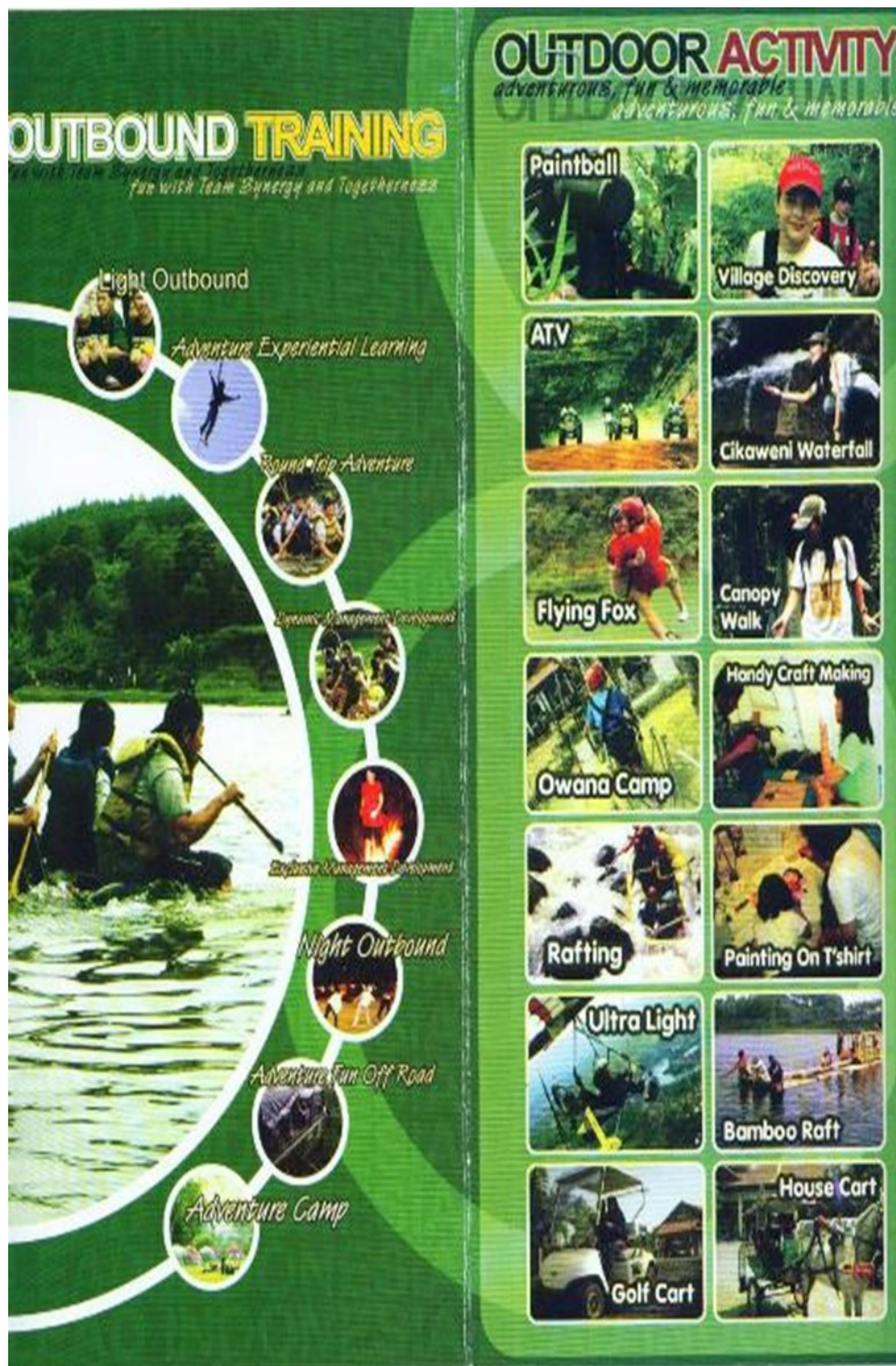
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OUTBOUND TRAINING PACKAGE 2011

LEAD INDONESIA

A. LIGHT OUTBOUND TRAINING			Minimum 30 participant		
Package included of Field, Facilitator, Medical-assistant, Mineral Water, Games Material, Insurance, and Tax & Service Charge.					
PACKAGE	RATE/person	DURATION	PROGRAM		
			Basic	Personal Challenge	Final Project
GROUND VENTURE	Rp. 180.000,-	Half day	Stretching & Ice	None	None
MED VALLJANT	Rp. 230.000,-	Full day	Breaking Games,	Flying Fox	None
ELEVATED RISK	Rp. 280.000,-	Full day	Team Challenge	Flying Fox, Hit the Ball, Sky Walk	None
FINAL ADVENTURE	Rp. 380.000,-	Full day	Games, Fun Filler Games	Flying fox, Hit the Ball, High Cross The Tree.	Raft Building

B. ADVENTURE EXPERIENTIAL LEARNING			Minimum 25 participant		
Package included of Field, T-shirt, Documentation (1 photo album + CD), Facilitator, Medical assistant, Mineral Water, Games Material, Insurance, and Tax & Service Charge.	RATE/person	DURATION	PROGRAM		
			Basic	Personal Challenge	Final Project
	Rp. 480.000,-	Full day	Stretching & Ice Breaking Games, Team Challenge Games, Fun Filler Games.	Flying Fox Hit the Ball High Cross The Tree.	Raft Building

C. ROUND TRIP ADVENTURE			Minimum 30 participant		
Package included of Field, Facilitator, Medical assistant, Mineral Water, Games Material, Insurance, and Tax & Service Charge.	RATE/person	DURATION	PROGRAM		
			Basic	Personal Challenge	Final Project
	Rp. 520.000,-	Full day	Stretching & Ice Breaking Games, Team Challenge Games, Fun Filler Games, PAINTBALL & GOLF CART	Flying Fox Hit the Ball	Raft Building

D. DYNAMIC MANAGEMENT DEVELOPMENT			Minimum 30 participant		
Package included of Field, Trainer, Hand out/module T-shirt, Certificate, Documentation 1 photo album + CD), Facilitator, Medical assistant, Mineral Water, Games Material, Insurance, and Tax & Service Charge.	RATE/person	DURATION	PROGRAM		
			Basic	Personal Challenge	Final Project
	Rp. 650.000,-	Full day	Stretching & Ice Breaking Games, Team Challenge Games, Fun Filler Games.	Flying Fox	Raft Building

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E. EXCLUSIVE MANAGEMENT DEVELOPMENT			Minimum 30 participant		
Package included of Accommodation at Lido Lakes Hotel, Meals & Snack, Field, Trainer, Hand out/module T-shirt, Certificate, Documentation 1 photo album + CD, Facilitator, Medical assistant, Mineral Water, Games Material, Insurance, and Tax & Service Charge.	RATE/person	DURATION	PROGRAM		
			Basic	Personal Challenge	Final Project
	Rp. 1.500.000,-	Full day	Stretching & Ice Breaking Games, Team Challenge Games, Fun Filler Games.	Flying Fox	Raft Building

F. ADVENTURE FUN OFF ROAD			Minimum 30 participant		
Package included of Field, T-shirt, Documentation (1 photo album + CD), Facilitator, Medical assistant, Mineral Water, Games Material, Insurance, and Tax & Service Charge.	RATE/person	DURATION	PROGRAM		
			Basic	Personal Challenge	Final Project
	Rp. 795.000,-	Full day	Stretching & Ice Breaking Games, Team Challenge Games, Fun Filler Games, OFF ROAD	Flying Fox	Raft Building

G. NIGHT ADVENTURE			Minimum 30 participant		
Package included of Field, Facilitator, Medical assistant, Mineral Water, Games Material, Insurance, and Tax & Service Charge	RATE/person	DURATION	PROGRAM		
			Basic	Personal Challenge	Final Project
	Rp. 400.000,-	5 hours	Stretching & Ice Breaking Games, Team Challenge Games, Fun Filler Games, PAINTBALL	Flying Fox	Save the Light

H. ADVENTURE CAMP			Minimum 25 participant		
Package included of Camp Materials (tent, sleeping bag, mattress spoon), Meals & Snack, Field, T-shirt, Certificate, Documentation 1 photo album + CD, Facilitator, Medical assistant, Mineral Water, Games Material, Insurance, and Tax & Service Charge.	RATE/person	DURATION	PROGRAM		
			Basic	Personal Challenge	Final Project
	Rp. 975.000,-	Full day	Stretching & Ice Breaking Games, Team Challenge Games, Fun Filler Games, Night Program: Api Unggun	Flying Fox	Raft Building

LEAD INDONESIA

Jl. Raya Bogor-Sukabumi Km.21

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OUTDOOR ACTIVITY DIRECTORY | 2011

1. **SI KUKANG (Golf Cart)**, driving around with a golf cart to finding view at Lido.
 Rate : Rp. 90.000,-/unit
 Policy : 2 adult & 2 children maximum capacity
 Benefit : 1x trip around lido resort
 Time Duration : ± 45 minutes
2. **FLYING FOX** (crossing the lakes), crossing on the lakes of 120 meters length, just breaks your fears.
 Rate : Rp. 40.000,-/person
 Policy : personal or group (5 person minimum guarantee)
 Benefit : Instructor, Safety Equipment, Dropping by bamboo raft, Tax & Service Charge.
3. **OWANA CAMP**, adventure children play ground (Tupai Terbang, Jembatan Semut, Ulat Bambu).
 Rate : Rp. 25.000,-/person
 Policy : Children 5 to 10 years old (5 person minimum guarantee)
 Benefit : instructor
 Time Duration : ± 15 minutes
4. **CANOPY WALK**, enjoying the fresh nature of Bodogol Forest.
 Rate : Rp. 145.000,-/person (adult), Rp. 135.000,-/person (children)
 Policy : 5 person minimum guarantee
 Benefit : Guide, Entrance Fee, Mineral Water, Transportation, Insurance.
 Time Duration : ± 2 hours
5. **CIKAWENI WATERFALL**, Enjoying the Cikaweni Waterfall in deep Bodogol Forest.
 Rate : Rp. 135.000,-/person (adult), Rp. 125.000,-/person (children)
 Policy : 5 person minimum guarantee
 Benefit : Guide, Entrance Fee, Mineral Water, Transportation, Insurance.
 Time Duration : ± 2 hours
6. **CIPADARANTEN WATERFALL**, enjoying the Waterfall in deep Bodogol Forest and feel the fresh.
 Rate : Rp. 175.000,-/person (adult), Rp. 165.000,-/person (children)
 Policy : 5 person minimum guarantee
 Benefit : Guide, Entrance Fee, Mineral Water, Transportation, Insurance.
 Time Duration : ± 4 hours
7. **PHOTO TRAP**, hunting a wonderful view of Lido on your camera.
 Rate : Rp. 75.000,-/person/trip
 Policy : 2 person minimum guarantee
 Benefit : Guide, Dropping & Pick up transportation.
 Time Duration : ± 2 hours
8. **RAFTING**, a real challenge from Cisdane River.
 - a. **Family Trip**
 Rate : Rp. 175.000,-/person
 Policy : 5 person minimum guarantee
 Benefit : Guide, 1x meal, 1x traditional snack, insurance, Tax & Service Charge.
 Time Duration : 1 – 2 hours
 - b. **Great Adventure Trip**
 Rate : Rp. 225.000,-/person
 Policy : 5 person minimum guarantee
 Benefit : Guide, 1x meal, 1x traditional snack, insurance, Tax & Service Charge.
 Time Duration : 2 – 4 hours
9. **LEISURELY WALK**, walking around Lido to find a beautiful nature.
 Rate : Rp. 45.000,-/person (adult), Rp. 35.000,-/person (children)
 Policy : 5 person minimum guarantee
 Benefit : Guide & Mineral Water
 Time Duration : 1 – 3 hours

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OUTDOOR ACTIVITY DIRECTORY | 2011

10. PAINTBALL, war game simulation.

Rate : Rp. 190.000,-/person
 Policy : 25 person minimum guarantee.
 Benefit : Field, Instructor, Paintball Material (gun, goggle, uniform, 40 pieces of bullet), Mineral Water, Insurance, Tax & Service Charge.
 Time Duration : 1 – 2 hours

11. SHOOTING TARGET, fun family games

Rate : Rp. 60.000,-/person
 Policy : personal
 Benefit : Uniform Army, Gun, Goggle, Insurance, 20 Pieces of bullet
 Time Duration : ± 15 minutes

12. LIDO AERO CLUB (Introductory Flight), flying with more fun.

Rate : Rp. 500.000,-/person
 Policy : personal
 Benefit : Pilot, Safety Equipment & Insurance.
 Time Duration : 15 minutes

13. A T V

Rate : Small Rp. 150.000,-/person
 Big Rp. 175.000,-/person
 Big Rp. 225.000,-/2 person
 Time Duration : 1 hours

14. PAINTING ON T-SHIRT, painting on t-shirt as the canvas.

Rate : Rp. 40.000,-/pieces 'till Rp. 85.000,-/pieces
 Policy :
 Benefit : T-shirt, Painting Material.
 Time Duration :

15. HANDY CRAFT MAKING, making a handy craft from a nature.

Rate : Rp. 20.000,-/pieces 'till Rp. 30.000,-/pieces
 Policy :
 Benefit : Instructor & Material.
 Time Duration :

16. NIGHT TRACKING, walking around Lido in the night.

Rate : Rp. 75.000,-/person
 Policy : 10 person minimum guarantee
 Benefit : Guide, Traditional Snack & Mineral Water.
 Time Duration : ± 3 hours

17. BAMBOO RAFT, sailing around the lakes with a bamboo raft.

Rate : Rp. 140.000,-/person
 Policy : 8 person (adult) maximum capacity
 Benefit : Guide & Insurance.
 Time Duration : ± 45 minutes

18. ADVENTURE PACKAGE

Rate : Rp. 2.250.000,- for 5 person only
 Policy : Rp. 350.000,- for next person or participant
 Benefit : Arranger, 6 Activities: Family Rafting; Bamboo Raft; Si Kulkang (Golf Cart); Night Tracking; Leisurely Walk; Flying Fox, Mineral Water, Insurance, Tax & Service.
 Time Duration : Full day (2 days activity)

19. ENVIRONMENT PACKAGE

Rate : Rp. 2.000.000,- for 5 person only
 Policy : Rp. 325.000,- for next person or participant
 Benefit : Arranger, 6 Activities: Jungle Track; Bamboo Raft; Night Tracking; Leisurely Walk; Flying Fox, Handy craft Making, Mineral Water, Insurance, Tax & Service, Souvenir.
 Time Duration : Full day (2 days activity)

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The poster has a vibrant orange background with a paint-splatter texture. At the top, the title 'War Games Adventure' is written in a large, bold, stylized font, with 'War' in white, 'Games' in blue, and 'Adventure' in yellow. Below the title, two game options are listed in yellow text: 'Terminator War' and 'Scramble Flag War'. The price for these games is 'Rp. 150.000,- net' with a note 'Min 10 persons'. Further down, 'Fun Family Games' and 'Shooting Target' are listed in white and yellow text, with a price of 'Rp. 60.000,-/pax'. A silhouette of a person holding a rifle is shown aiming at a target with colored bullet holes. A note states 'Additional Bullet Rp 25.000,-net'. A list of included items is provided: 'Uniform Army', 'Gun + Bullet (40pcs)', 'Goggles', 'Insurance', and 'Tax & Service'. The bottom section features the 'LEAD INDONESIA' logo and contact information: 'Jl. Raya Bogor - Sukabumi Km. 21', 'Bogor 16740, West Java - Indonesia', 'Phone: 62-251-8220922 (ext 3410), Fax: 62-251-8220923', and 'e-mail: lead_indonesia@yahoo.com'.

War Games Adventure

Terminator War
Scramble Flag War
Rp. 150.000,- net
Min 10 persons

Fun Family Games
Shooting Target
Rp. 60.000,-/pax
Additional Bullet Rp 25.000,-net

Package include:
- Uniform Army
- Gun + Bullet (40pcs)
- Goggles
- Insurance
- Tax & Service

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LAMPIRAN OUTPUT SPSS

Data Responden Frequency Table

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	54	56.8	56.8	56.8
	Perempuan	41	43.2	43.2	100.0
	Total	95	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<= 26 tahun	21	22.1	22.1	22.1
	26-35 tahun	50	52.6	52.6	74.7
	35-44 tahun	12	12.6	12.6	87.4
	>= 44 tahun	12	12.6	12.6	100.0
	Total	95	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PNS / BUMN	10	10.5	10.5	10.5
	Karyawan Swasta	49	51.6	51.6	62.1
	Pelajar / Mahasiswa	16	16.8	16.8	78.9
	Wiraswasta	18	18.9	18.9	97.9
	Lainnya	2	2.1	2.1	100.0
	Total	95	100.0	100.0	

Tingkat Pendapatan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Juta - 2,5 Juta	24	25.3	25.3	25.3
	2,5 Juta - 4,5 Juta	35	36.8	36.8	62.1
	4,5 Juta - 7 Juta	25	26.3	26.3	88.4
	7 Juta - 10 Juta	7	7.4	7.4	95.8
	> 10 Juta	4	4.2	4.2	100.0
	Total	95	100.0	100.0	

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Saat ini kunjungan anda ke Lido Lakes Resort & Conference Bogor

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	44	46.3	46.3	46.3
2	27	28.4	28.4	74.7
3	8	8.4	8.4	83.2
Lebih dari 3 kali	16	16.8	16.8	100.0
Total	95	100.0	100.0	

Berapa hari anda menginap di Lido Lakes Resort & Conference Bogor

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2 hari	63	66.3	66.3	66.3
3 hari	21	22.1	22.1	88.4
4 hari	5	5.3	5.3	93.7
5 hari	3	3.2	3.2	96.8
Lebih dari 5 hari	3	3.2	3.2	100.0
Total	95	100.0	100.0	

Dari mana anda memperoleh informasi mengenai Lead Indonesia Lido Lakes Resort & Conference Bogor

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Media elektronik (TV, Rado, Internet)	13	13.7	13.7	13.7
Brosur	23	24.2	24.2	37.9
Media Cetak (Koran, Majalah, Papan Reklame)	10	10.5	10.5	48.4
Kerabat / Keluarga	18	18.9	18.9	67.4
Lainnya	31	32.6	32.6	100.0
Total	95	100.0	100.0	

**Deskriptif Pertanyaan
Frequency Table**

p1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat Baik	13	13.7	13.7	13.7
Baik	69	72.6	72.6	86.3
Cukup	13	13.7	13.7	100.0
Total	95	100.0	100.0	

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p2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Baik	7	7.4	7.4	7.4
	Baik	50	52.6	52.6	60.0
	Cukup	30	31.6	31.6	91.6
	Tidak Baik	8	8.4	8.4	100.0
	Total	95	100.0	100.0	

p3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Baik	5	5.3	5.3	5.3
	Baik	43	45.3	45.3	50.5
	Cukup	44	46.3	46.3	96.8
	Tidak Baik	3	3.2	3.2	100.0
	Total	95	100.0	100.0	

p4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Baik	7	7.4	7.4	7.4
	Baik	36	37.9	37.9	45.3
	Cukup	46	48.4	48.4	93.7
	Tidak Baik	6	6.3	6.3	100.0
	Total	95	100.0	100.0	

p5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Baik	4	4.2	4.2	4.2
	Baik	38	40.0	40.0	44.2
	Cukup	42	44.2	44.2	88.4
	Tidak Baik	11	11.6	11.6	100.0
	Total	95	100.0	100.0	

p6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Baik	3	3.2	3.2	3.2
	Baik	35	36.8	36.8	40.0
	Cukup	44	46.3	46.3	86.3
	Tidak Baik	13	13.7	13.7	100.0
	Total	95	100.0	100.0	

p7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Baik	18	18.9	18.9	18.9
	Baik	61	64.2	64.2	83.2
	Cukup	16	16.8	16.8	100.0
	Total	95	100.0	100.0	

p8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Baik	20	21.1	21.1	21.1
	Baik	53	55.8	55.8	76.8
	Cukup	18	18.9	18.9	95.8
	Tidak Baik	2	2.1	2.1	97.9
	Sangat Tidak Baik	2	2.1	2.1	100.0
	Total	95	100.0	100.0	

p9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Baik	18	18.9	18.9	18.9
	Baik	38	40.0	40.0	58.9
	Cukup	38	40.0	40.0	98.9
	Tidak Baik	1	1.1	1.1	100.0
	Total	95	100.0	100.0	

p10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Baik	51	53.7	53.7	53.7
	Baik	35	36.8	36.8	90.5
	Cukup	9	9.5	9.5	100.0
	Total	95	100.0	100.0	

p11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Baik	34	35.8	35.8	35.8
	Baik	47	49.5	49.5	85.3
	Cukup	14	14.7	14.7	100.0
	Total	95	100.0	100.0	

p12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Baik	21	22.1	22.1	22.1
	Baik	60	63.2	63.2	85.3
	Cukup	14	14.7	14.7	100.0
	Total	95	100.0	100.0	

p13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Baik	22	23.2	23.2	23.2
	Baik	51	53.7	53.7	76.8
	Cukup	22	23.2	23.2	100.0
	Total	95	100.0	100.0	

p14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Baik	26	27.4	27.4	27.4
	Baik	49	51.6	51.6	78.9
	Cukup	20	21.1	21.1	100.0
	Total	95	100.0	100.0	

p15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Baik	26	27.4	27.4	27.4
	Baik	56	58.9	58.9	86.3
	Cukup	13	13.7	13.7	100.0
	Total	95	100.0	100.0	

p16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Baik	19	20.0	20.0	20.0
	Baik	51	53.7	53.7	73.7
	Cukup	25	26.3	26.3	100.0
	Total	95	100.0	100.0	

p17

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Baik	2	2.1	2.1	2.1
	Baik	38	40.0	40.0	42.1
	Cukup	47	49.5	49.5	91.6
	Tidak Baik	8	8.4	8.4	100.0
	Total	95	100.0	100.0	

p18

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Baik	5	5.3	5.3	5.3
	Baik	44	46.3	46.3	51.6
	Cukup	42	44.2	44.2	95.8
	Tidak Baik	4	4.2	4.2	100.0
	Total	95	100.0	100.0	

p19

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Baik	6	6.3	6.3	6.3
	Baik	42	44.2	44.2	50.5
	Cukup	42	44.2	44.2	94.7
	Tidak Baik	5	5.3	5.3	100.0
	Total	95	100.0	100.0	

Analisis Regresi Sederhana

Regression

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Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Preferensi Wisatawan ^a	.	Enter

- a. All requested variables entered.
b. Dependent Variable: Keputusan Memilih/Pembelian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.439 ^a	.193	.184	3.14213

- a. Predictors: (Constant), Preferensi Wisatawan

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	219.364	1	219.364	22.219	.000 ^a
	Residual	918.187	93	9.873		
	Total	1137.551	94			

- a. Predictors: (Constant), Preferensi Wisatawan
b. Dependent Variable: Keputusan Memilih/Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.819	1.787		7.175	.000
	Preferensi Wisatawan	.260	.055	.439	4.714	.000

- a. Dependent Variable: Keputusan Memilih/Pembelian

Nonparametric Correlations

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Correlations

			Preferensi Wisatawan
Spearman's rho	p1	Correlation Coefficient	.813
	p2	Correlation Coefficient	.722
	p3	Correlation Coefficient	.608
	p4	Correlation Coefficient	.785
	p5	Correlation Coefficient	.617
	p6	Correlation Coefficient	.760
	p7	Correlation Coefficient	.685
	p8	Correlation Coefficient	.827
	p9	Correlation Coefficient	.606
	p10	Correlation Coefficient	.654
	p11	Correlation Coefficient	.529
Preferensi Wisatawan N			30

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.892	11

Nonparametric Correlations

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Correlations

			Keputusan Memilih/ Pembelian
Spearman's rho	p12	Correlation Coefficient	.625
	p13	Correlation Coefficient	.434
	p14	Correlation Coefficient	.506
	p15	Correlation Coefficient	.514
	p16	Correlation Coefficient	.709
	p17	Correlation Coefficient	.733
	p18	Correlation Coefficient	.489
	p19	Correlation Coefficient	.172
	Keputusan	N	30

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.683	8

Nonparametric Correlations

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Correlations

			Preferensi Wisatawan
Spearman's rho	p1	Correlation Coefficient	.813
	p2	Correlation Coefficient	.722
	p3	Correlation Coefficient	.608
	p4	Correlation Coefficient	.785
	p5	Correlation Coefficient	.617
	p6	Correlation Coefficient	.760
	p7	Correlation Coefficient	.685
	p8	Correlation Coefficient	.827
	p9	Correlation Coefficient	.606
	p10	Correlation Coefficient	.654
	p11	Correlation Coefficient	.529
Preferensi Wisatawan N			30

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.892	11

Nonparametric Correlations

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Correlations

			Keputusan Memilih/ Pembelian
Spearman's rho	p12	Correlation Coefficient	.660
	p13	Correlation Coefficient	.429
	p14	Correlation Coefficient	.547
	p15	Correlation Coefficient	.512
	p16	Correlation Coefficient	.736
	p17	Correlation Coefficient	.739
	p18	Correlation Coefficient	.416
	p19	Correlation Coefficient	.909
	Keputusan	N	30

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.791	8

LAMPIRAN

REKAP VALIDITAS RELIABILITAS

Variabel	Pertanyaa n	Koefisien Validitas	Titik Kriti s	Keteranga n	Koefisien Reliabilita s	Titik Kriti s	Keteranga n
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PENGARUH PREFERENSI WISATAWAN TERHADAP KEPUTUSAN MEMILIH PRODUK OUTBOUND DI LEAD INDONESIA LIDO LAKES RESORT & CONFERENCE BOGOR

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Preferensi Wisatawan	p1	0.813	0.3	valid	0.892	0.7	Reliabel
	p2	0.722	0.3	valid			
	p3	0.608	0.3	valid			
	p4	0.785	0.3	valid			
	p5	0.617	0.3	valid			
	p6	0.760	0.3	valid			
	p7	0.685	0.3	valid			
	p8	0.827	0.3	valid			
	p9	0.606	0.3	valid			
	p10	0.654	0.3	valid			
	p11	0.529	0.3	valid			
Keputusan Memilih/Pembelian	p12	0.625	0.3	valid	0.683	0.7	Cukup Reliabel
	p13	0.434	0.3	valid			
	p14	0.506	0.3	valid			
	p15	0.514	0.3	valid			
	p16	0.709	0.3	valid			
	p17	0.733	0.3	valid			
	p18	0.489	0.3	valid			
	p19	0.172	0.3	tidak valid			

Apabila koefisien validitas > 0.3 maka dapat dikatakan Valid. Dan Apabila koefisien Reliabilitas > 0.7 , maka dapat dikatakan Reliabel.

LAMPIRAN

REKAP VALIDITAS RELIABILITAS

Variabel	Pertanyaan	Koefisien Validitas	Titik Kritis	Keterangan	Koefisien Reliabilitas	Titik Kritis	Keterangan
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PENGARUH PREFERENSI WISATAWAN TERHADAP KEPUTUSAN MEMILIH PRODUK OUTBOUND DI LEAD INDONESIA LIDO LAKES RESORT & CONFERENCE BOGOR

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			s		s	s	
Preferensi Wisatawan	p1	0.813	0.3	valid	0.892	0.7	Reliabel
	p2	0.722	0.3	valid			
	p3	0.608	0.3	valid			
	p4	0.785	0.3	valid			
	p5	0.617	0.3	valid			
	p6	0.760	0.3	valid			
	p7	0.685	0.3	valid			
	p8	0.827	0.3	valid			
	p9	0.606	0.3	valid			
	p10	0.654	0.3	valid			
	p11	0.529	0.3	valid			
Keputusan Memilih/Pembelian	p12	0.660	0.3	valid	0.791	0.7	Reliabel
	p13	0.429	0.3	valid			
	p14	0.547	0.3	valid			
	p15	0.512	0.3	valid			
	p16	0.736	0.3	valid			
	p17	0.739	0.3	valid			
	p18	0.416	0.3	valid			
	p19	0.909	0.3	valid			

Apabila koefisien validitas > 0.3 maka dapat dikatakan Valid. Dan Apabila koefisien Reliabilitas > 0.7 , maka dapat dikatakan Reliabel.

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