



KEMENTERIAN PENDIDIKAN, KEBUDAYAAN
RISET, DAN TEKNOLOGI
POLITEKNIK NEGERI SRIWIJAYA
PROGRAM STUDI USAHA PERJALANAN WISATA
Jalan Srijaya Negara Bukit Besar, Palembang 30139 Telepon. 0711 353414,
Fax. 0711-355918 Website : polsri.ac.id E-mail : Info@polsri.ac.id.



REKOMENDASI UJIAN SKRIPSI

Pembimbing Skripsi memberikan rekomendasi kepada :

Nama : Aisyah Amini
NPM : 061940610301
Jurusan/Program Studi : Administrasi Bisnis / D-IV Usaha Perjalanan Wisata
Judul Skripsi : Pengaruh *Branding Sustainable Tourism* Terhadap Keputusan Wisatawan Mengikuti Kegiatan *Beach Voluntrip* PT. Gemilang Media Wisata

Mahasiswa tersebut telah memenuhi persyaratan dan dapat mengikuti Ujian Skripsi pada tahun akademik 2022/2023

Pembimbing I,

Lisnini, S.E., M.Si
NIP 195904211989102001

Palembang, 2 Agustus 2023
Pembimbing II,

Fetty Maretha, S.E., M.M
NIP 198203242008012009

Catatan :

Pembimbing dapat memberikan rekomendasi untuk ujian kepada mahasiswa bimbingan apabila mahasiswa telah melaksanakan proses bimbingan setidaknya 15 kali.



**TANDA PERSETUJUAN REVISI LAPORAN AKHIR / SKRIPSI
TAHUN AKADEMIK 2022/2023**

HARI : Kamis

TANGGAL : 24 Agustus 2023

RUANG : 05

NAMA MAHASISWA : Aisyah Amini KELAS : SBPA

NPM : 061940610301

JUDUL : Pengaruh Branding Sustainable Tourism Terhadap
Keputusan Wisatawan Mengikuti Kegiatan
Beach Voluntrip

DOSEN PENGUJI :

NO	NAMA PENGUJI	TANDA TANGAN
1	Lisnini, S.E., M.Si	1.
2		2
3		3
4		4
5		5
6		6

Palembang, 24 Agustus 2023

Ketua Jurusan,

Dr. Hefi Setiawan, S.E., M.AB., CPMA

NIP 197602222002121001

Travelxism

Towards Sustainable Tourism

No. : 02/STIPB3-SR-TRAVELXISM/0723/TRAV/JOG
Hal : Surat Rekomendasi Penelitian

Sehubungan dengan surat *Sociopreneur and Communication Division* Nomor 02/STIPB3-SK-SOCIOTOUR/0623/TRAV/JOG tentang rekomendasi penelitian. Hal tersebut di atas, dengan ini kami menyetujui Saudara untuk mengadakan Penelitian dan Pengembangan Data pada PT. Gemilang Media Wisata selama 3 bulan, dalam rangka penyusunan Skripsi dengan judul "**Pengaruh *Branding Sustainable Tourism* Terhadap Keputusan Wisatawan Mengikuti Kegiatan *Beach Voluntrip* PT. Gemilang Media Wisata**" dengan ketentuan sesuai tata tertib dan peraturan yang berlaku pada PT. Gemilang Media Wisata.

Demikian surat rekomendasi ini kami buat untuk dapat dipergunakan sebagaimana mestinya.

Yogyakarta, 5 Juli 2023

Gilang Ahmad Fauzi, S.S., MDS
CEO Travelxism
(PT. Gemilang Media Wisata)

Travelxism
Towards Sustainable Tourism



PT. GEMILANG MEDIA WISATAMA
GENIUS IDEA COWORKING SPACE
Jl. Magelang No. 32-34A, Cokrodiningratan, Jetis, Yogyakarta
Ph: 081249605055 Email: info@travelxism.com



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Website : www.polisriwijaya.ac.id E-mail : info@polsri.ac.id



KESEPAKATAN BIMBINGAN SKRIPSI

Kami yang bertanda tangan di bawah ini,

Pihak Pertama

Nama : Aisyah Amini
NIM : 061940610301
Jurusan : Administrasi Bisnis
Program Studi : D-IV Usaha Perjalanan Wisata

Pihak Kedua

Nama : Lisnini, S.E., M.Si
NIP : 1959904211989102001
Jurusan : Administrasi Bisnis
Program Studi : D-IV Usaha Perjalanan Wisata

Pada hari ini Selasa tanggal 9 Mei 2023 telah sepakat untuk melakukan konsultasi bimbingan Skripsi.

Konsultasi bimbingan sekurang-kurangnya 1 (satu) kali dalam satu minggu. Pelaksanaan bimbingan pada setiap hari Rabu & Kamis pukul 12.10, tempat di Politeknik Negeri Sriwijaya.

Demikianlah kesepakatan ini dibuat dengan penuh kesadaran guna kelancaran penyelesaian Skripsi.

Pihak Pertama,

Aisyah Amini
NIM 061940610301

Palembang, Mei 2023

Pihak Kedua,

Lisnini, S.E., M.Si
NIP 1959904211989102001

Mengetahui,
Ketua Jurusan

Dr. Heri Setiawan, S.E., M.AB., CPMA
NIP 197602222002121001



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KESEPAKATAN BIMBINGAN SKRIPSI

Kami yang bertanda tangan di bawah ini,

Pihak Pertama

Nama : Aisyah Amini
NIM : 061940610301
Jurusan : Administrasi Bisnis
Program Studi : D-IV Usaha Perjalanan Wisata

Pihak Kedua

Nama : Fetty Maretha, S.E.,M.M
NIP : 1982032420080012009
Jurusan : Administrasi Bisnis
Program Studi : D-IV Usaha Perjalanan Wisata

Pada hari ini Rabu tanggal 10 Mei 2023 telah sepakat untuk melakukan konsultasi bimbingan Skripsi.

Konsultasi bimbingan sekurang-kurangnya 1 (satu) kali dalam satu minggu. Pelaksanaan bimbingan pada setiap hari KAMIS pukul 13.00, tempat di Politeknik Negeri Sriwijaya.

Demikianlah kesepakatan ini dibuat dengan penuh kesadaran guna kelancaran penyelesaian Skripsi.

Palembang, Mei 2023

Pihak Pertama,

Aisyah Amini
NIM 061940610301

Pihak Kedua,

Fetty Maretha, S.E., M.M
NIP 1982032420080012009

Mengetahui,
Ketua Jurusan

Dr. Heri Setiawan, S.E., M.AB., CPMA
NIP 197602222002121001



KEMENTERIAN PENDIDIKAN DAN KEBUDAYAAN
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LEMBAR BIMBINGAN SKRIPSI

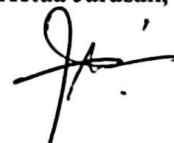
Nama : Aisyah Amini
NPM : 061940610301
Jurusan/Program Studi : Administrasi Bisnis/ DIV Usaha Perjalanan Wisata
Judul Laporan Akhir : Pengaruh Branding Sustainable Tourism Terhadap Keputusan Wisatawan Mengikuti Kegiatan Beach Voluntrip Pada PT. Gemilang Media Wisata
Pembimbing I : Lisnini, S.E., M.Si

No.	Tanggal	Uraian Bimbingan	Tanda Tangan Pembimbing
1.	8-April-2023	ACC Judul proposal	
2.	10-April-2023	Revisi proposal	
3.	11-April-2023	Revisi proposal	
4.	11-April-2023	Acc proposal	
5.	15 Juni 2023	Revisi Bab I	
6.	19 Juni 2023	Revisi Bab I, lanjut Bab II	

7.	7 Juli 2023	Revisi Paragraf II & III	h
8.	13 Juli 2023	Acc Paragraf I (perbaikan)	h
9.	17 Juli 2023	Revisi Paragraf II & III	h
10.	26 Juli 2023	Acc Paragraf II & III, lanjut Paragraf IV	h
11.	27 Juli 2023	Revisi Paragraf IV	h
12.	28 Juli 2023	Revisi Paragraf IV	h
13.	29 Juli 2023	Acc Paragraf IV, lanjut Paragraf V	h
14.	31 Juli 2023	Acc Paragraf IV & V Revisi abstrak & Uraian ^{tema} _{kasus}	h
15.	2 Agt 2023	Acc skripsi smp uraian	h

Palembang,

Ketua Jurusan, 4 Agustus 2023



Dr. Heri Setiawan, S.E., M.AB.CPMA
NIP 198602262015042003



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LEMBAR BIMBINGAN SKRIPSI

Nama : Aisyah Amini
NPM : 061940610301
Jurusan/Program Studi : Administrasi Bisnis/ DIV Usaha Perjalanan Wisata
Judul Laporan Akhir : Pengaruh Branding Sustainable Tourism Terhadap Keputusan Wisatawan Mengikuti Kegiatan Beach Voluntrip Pada PT. Gemilang Media Wisata
Pembimbing II : Fetty Maretha, S.E.,M.M

No.	Tanggal	Uraian Bimbingan	Tanda Tangan Pembimbing
1.	3/3/2023	Acc Judul	
2.	29/3/2023	Revisi Proposal	
3.	12/4/2023	Acc ikut Seminar Proposal Skripsi	
4.	12/5/2023	Acc Proposal Skripsi	
5.	13/6/2023	Revisi kuisiner	
6.	6/6/2023	Acc Jurnal	

7.	7/6/2023	Revisi Bab I	hils
8.	21/6/2023	Acc Bab I	hils
9.	23/6/2023	Revisi Bab II	hils
10.	7/7/2023	Acc Bab II	hils
11.	14/7/2023	Revisi Bab III	hils
12.	17/7/2023	Acc Bab III	hils
13.	24/7/2023	Revisi bab 4 & 5	hils
14.	26/7/2023	Acc bab 4 & 5	hils
15.	31/7/2023	Acc Ilkut sidang skripsi	hils

Palembang, 4 Agustus 2023

Ketua Jurusan,



Dr. Heri Setiawan, S.E., M.AB.CPMA
NIP 198602262015042003

N	100	100	100	100	100	100	100	100	100
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** . Correlation is significant at the 0.01 level (2-tailed).

**Hasil Uji Validitas
Correlations**

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	Brand Awareness
X3.1	Pearson Correlation	1	.830**	.817**	.798**	.696**	.796**	.658**	.645**	.888**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X3.2	Pearson Correlation	.830**	1	.830**	.807**	.750**	.741**	.600**	.651**	.885**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X3.3	Pearson Correlation	.817**	.830**	1	.866**	.816**	.810**	.705**	.708**	.932**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X3.4	Pearson Correlation	.798**	.807**	.866**	1	.802**	.805**	.698**	.646**	.914**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X3.5	Pearson Correlation	.696**	.750**	.816**	.802**	1	.757**	.687**	.687**	.881**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X3.6	Pearson Correlation	.796**	.741**	.810**	.805**	.757**	1	.708**	.697**	.895**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X3.7	Pearson Correlation	.658**	.600**	.705**	.698**	.687**	.708**	1	.687**	.818**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100
X3.8	Pearson Correlation	.645**	.651**	.708**	.646**	.687**	.697**	.687**	1	.815**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100
Brand Awareness	Pearson Correlation	.888**	.885**	.932**	.914**	.881**	.895**	.818**	.815**	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).

**Hasil Uji Validitas
Correlations**

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Y1.9	Y1.10	Keputusan Wisatawan
Y1.1	Pearson Correlation	1	.708**	.600**	.556**	.613**	.419**	.458**	.353**	.345**	.411**	.493**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Y1.2	Pearson Correlation	.708**	1	.589**	.729**	.632**	.444**	.375**	.394**	.489**	.586**	.569**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Y1.3	Pearson Correlation	.600**	.589**	1	.765**	.667**	.343**	.365**	.396**	.352**	.504**	.390**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Y1.4	Pearson Correlation	.556**	.729**	.765**	1	.759**	.420**	.392**	.400**	.389**	.620**	.471**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Y1.5	Pearson Correlation	.613**	.632**	.667**	.759**	1	.493**	.460**	.542**	.498**	.602**	.491**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Y1.6	Pearson Correlation	.419**	.444**	.343**	.420**	.493**	1	.533**	.653**	.630**	.566**	.460**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Y1.7	Pearson Correlation	.458**	.375**	.365**	.392**	.460**	.533**	1	.281**	.265**	.469**	.414**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.005	.008	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Y1.8	Pearson Correlation	.353**	.394**	.396**	.400**	.542**	.653**	.281**	1	.871**	.583**	.407**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.005		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Y1.9	Pearson Correlation	.345**	.489**	.352**	.389**	.498**	.630**	.265**	.871**	1	.578**	.459**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.008	.000		.000	.000

	N	100	100	100	100	100	100	100	100	100	100	100
Y1.10	Pearson Correlation	.411**	.586**	.504**	.620**	.602**	.566**	.469**	.583**	.578**	1	.691**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100
Brand Awareness	Pearson Correlation	.493**	.569**	.390**	.471**	.491**	.460**	.414**	.407**	.459**	.691**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100

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

HASIL UJI RELIABILITAS

1. Variabel *Brand Image* (X_1)

Reliability Statistics	
Cronbach's	
Alpha	N of Items
,836	8

2. Variabel *Brand Value* (X_2)

Reliability Statistics	
Cronbach's	
Alpha	N of Items
,940	8

2. Variabel *Brand Awareness* (X_2)

Reliability Statistics	
Cronbach's	
Alpha	N of Items
,957	8

3. Variabel Keputusan Wisatawan (Y)

Reliability Statistics	
Cronbach's	
Alpha	N of Items
,907	10

HASIL UJI KOEFISIEN DETERMINASI, ANALISIS REGRESI LINIER BERGANDA, UJI t, DAN UJI F

HASIL UJI KOEFISIEN DETERMINASI (R²)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,864 ^a	,747	,739	3,683

a. Predictors: (Constant), Brand_Awareness (X₃), Brand_Value(X₂), Brand_Image (X₁)

b. Dependent Variabel : Keputusan_Wisatawan (Y)

HASIL UJI ANALISIS REGRESI LINIER BERGANDA

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	1,787	2,417			,739	,461
	Brand_Image	,502	,104	,363		4,822	,001
	Brand_Value	,468	,116	,116		4,038	,001
	Brand_Awareness	,239	,071	,071		3,372	,001

a. Dependent Variable: Keputusan_Wisatawan (Y)

HASIL UJI t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	1,787	2,417			,739	,461
	Brand_Image	,502	,104	,363		4,822	,001
	Brand_Value	,468	,116	,116		4,038	,001
	Brand_Awareness	,239	,071	,071		3,372	,001

a. Dependent Variable: Keputusan_Wisatawan (Y)

HASIL UJI F

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3840,758	2	1280,253	94,362	,000 ^b
	Residual	1302,482	96	13,568		
	Total	5143,240	99			

a. Dependent Variable: Keputusan_Wisatawan (Y)

b. Predictors: (Constant), Brand Awareness (X₃), Brand_Value (X₂), Brand Image (X₁)

FREKUENSI JAWABAN RESPONDEN
VARIABEL *BRAND IMAGE* (X₁)

X1.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	3	3.0	3.0	4.0
	RR	10	10.0	10.0	14.0
	S	50	50.0	50.0	64.0
	SS	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

X1.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	1	1.0	1.0	2.0
	RR	15	15.0	15.0	17.0
	S	51	51.0	51.0	68.0
	SS	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

X1.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.0	2.0	2.0
	RR	13	13.0	13.0	15.0
	S	55	55.0	55.0	70.0
	SS	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

X1.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.0	2.0	2.0
	RR	13	13.0	13.0	15.0
	S	46	46.0	46.0	61.0
	SS	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

X1.5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	3.0	3.0	3.0
	TS	10	10.0	10.0	13.0
	RR	12	12.0	12.0	25.0
	S	35	35.0	35.0	60.0
	SS	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

X1.6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	8	8.0	8.0	10.0
	RR	15	15.0	15.0	25.0
	S	38	38.0	38.0	63.0
	SS	37	37.0	37.0	100.0
Total		100	100.0	100.0	

X1.7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	4	4.0	4.0	4.0
	TS	11	11.0	11.0	15.0
	RR	14	14.0	14.0	29.0
	S	38	38.0	38.0	67.0
	SS	33	33.0	33.0	100.0
Total		100	100.0	100.0	

X1.8					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	7	7.0	7.0	7.0
	TS	26	26.0	26.0	33.0
	RR	24	24.0	24.0	57.0
	S	23	23.0	23.0	80.0
	SS	20	20.0	20.0	100.0
Total		100	100.0	100.0	

FREKUENSI JAWABAN RESPONDEN
VARIABEL *BRAND VALUE* (X₂)

X2.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	7	7.0	7.0	9.0
	RR	20	20.0	20.0	29.0
	S	43	43.0	43.0	72.0
	SS	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

X2.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.0	2.0	2.0
	RR	25	25.0	25.0	27.0
	S	43	43.0	43.0	70.0
	SS	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

X2.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	3.0	3.0	3.0
	RR	24	24.0	24.0	27.0
	S	38	38.0	38.0	65.0
	SS	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

X2.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	8	8.0	8.0	8.0
	RR	23	23.0	23.0	31.0
	S	42	42.0	42.0	73.0
	SS	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

X2.5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	6	6.0	6.0	8.0
	RR	22	22.0	22.0	30.0
	S	45	45.0	45.0	75.0
	SS	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

X2.6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	6	6.0	6.0	7.0
	RR	24	24.0	24.0	31.0
	S	42	42.0	42.0	73.0
	SS	27	27.0	27.0	100.0
Total		100	100.0	100.0	

X2.7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	3.0	3.0	3.0
	TS	3	3.0	3.0	6.0
	RR	26	26.0	26.0	32.0
	S	43	43.0	43.0	75.0
	SS	25	25.0	25.0	100.0
Total		100	100.0	100.0	

X2.8					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	6	6.0	6.0	7.0
	RR	19	19.0	19.0	26.0
	S	46	46.0	46.0	72.0
	SS	28	28.0	28.0	100.0
Total		100	100.0	100.0	

FREKUENSI JAWABAN RESPONDEN
VARIABEL *BRAND AWARENESS* (X₃)

X3.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	3.0	3.0	3.0
	TS	11	11.0	11.0	14.0
	RR	17	17.0	17.0	31.0
	S	38	38.0	38.0	69.0
	SS	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

X3.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	5	5.0	5.0	5.0
	TS	8	8.0	8.0	13.0
	RR	22	22.0	22.0	35.0
	S	36	36.0	36.0	71.0
	SS	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

X3.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	3.0	3.0	3.0
	TS	9	9.0	9.0	12.0
	RR	20	20.0	20.0	32.0
	S	36	36.0	36.0	68.0
	SS	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

X3.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	4	4.0	4.0	4.0
	TS	8	8.0	8.0	12.0
	RR	23	23.0	23.0	35.0
	S	36	36.0	36.0	71.0
	SS	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

X3.5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	3.0	3.0	3.0
	TS	9	9.0	9.0	12.0
	RR	15	15.0	15.0	27.0
	S	41	41.0	41.0	68.0
	SS	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

X3.6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	8	8.0	8.0	9.0
	RR	20	20.0	20.0	29.0
	S	41	41.0	41.0	70.0
	SS	30	30.0	30.0	100.0
Total		100	100.0	100.0	

X3.7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	4	4.0	4.0	4.0
	TS	8	8.0	8.0	12.0
	RR	18	18.0	18.0	30.0
	S	37	37.0	37.0	67.0
	SS	33	33.0	33.0	100.0
Total		100	100.0	100.0	

X3.8					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	5	5.0	5.0	5.0
	TS	5	5.0	5.0	10.0
	RR	16	16.0	16.0	26.0
	S	38	38.0	38.0	64.0
	SS	36	36.0	36.0	100.0
Total		100	100.0	100.0	

FREKUENSI JAWABAN RESPONDEN
VARIABEL KEPUTUSAN WISATAWAN (Y)

Y1.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	5	5.0	5.0	6.0
	RR	19	19.0	19.0	25.0
	S	42	42.0	42.0	67.0
	SS	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

Y1.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.0	2.0	2.0
	RR	20	20.0	20.0	22.0
	S	37	37.0	37.0	59.0
	SS	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

Y1.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.0	2.0	2.0
	RR	16	16.0	16.0	18.0
	S	31	31.0	31.0	49.0
	SS	51	51.0	51.0	100.0
	Total	100	100.0	100.0	

Y1.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	3.0	3.0	3.0
	RR	14	14.0	14.0	17.0
	S	35	35.0	35.0	52.0
	SS	48	48.0	48.0	100.0
	Total	100	100.0	100.0	

Y1.5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	3	3.0	3.0	4.0
	RR	13	13.0	13.0	17.0
	S	41	41.0	41.0	58.0
	SS	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

Y1.6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	7	7.0	7.0	7.0
	TS	23	23.0	23.0	30.0
	RR	24	24.0	24.0	54.0
	S	24	24.0	24.0	78.0
	SS	22	22.0	22.0	100.0
Total		100	100.0	100.0	

Y1.7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	4	4.0	4.0	4.0
	TS	11	11.0	11.0	15.0
	RR	11	11.0	11.0	26.0
	S	43	43.0	43.0	69.0
	SS	31	31.0	31.0	100.0
Total		100	100.0	100.0	

Y1.8					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	4	4.0	4.0	4.0
	TS	7	7.0	7.0	11.0
	RR	24	24.0	24.0	35.0
	S	29	29.0	29.0	64.0
	SS	36	36.0	36.0	100.0
Total		100	100.0	100.0	

Y1.9					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	4	4.0	4.0	4.0
	TS	9	9.0	9.0	13.0
	RR	19	19.0	19.0	32.0
	S	40	40.0	40.0	72.0
	SS	28	28.0	28.0	100.0
Total		100	100.0	100.0	

Y1.10					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	8	8.0	8.0	8.0
	RR	21	21.0	21.0	29.0
	S	39	39.0	39.0	68.0
	SS	32	32.0	32.0	100.0
Total		100	100.0	100.0	

REKAPITULASI JAWABAN RESPONDEN
HASIL KUISIONER PENELITIAN
PENGARUH *BRANDING SUSTAINABLE TOURISM* TERHADAP KEPUTUSAN
WISTAWAN MENGIKUTI KEGIATAN *BEACH VOLUNTRIP*

No	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	TX1
1.	5	5	5	5	5	2	5	2	34
2.	5	5	5	5	5	5	5	5	40
3.	3	3	4	4	5	5	4	3	31
4.	5	5	4	5	5	5	1	2	32
5.	4	4	2	2	4	3	2	2	23
6.	4	4	4	4	5	5	3	3	32
7.	5	5	4	5	4	5	3	3	34
8.	4	4	4	3	4	4	4	2	29
9.	3	3	3	3	3	3	3	2	23
10.	5	5	5	5	5	5	5	5	40
11.	4	4	4	4	4	4	4	4	32
12.	5	4	4	5	5	5	2	3	33
13.	5	4	4	4	4	4	5	4	34
14.	4	4	4	4	4	4	4	4	32
15.	5	5	5	5	5	5	5	5	40
16.	5	5	4	4	2	2	5	2	29
17.	5	4	4	4	5	5	4	4	35
18.	5	5	5	5	5	4	4	4	37
19.	5	4	4	4	4	4	4	3	32
20.	5	5	5	5	1	1	1	1	24
21.	5	5	4	4	2	4	4	3	31
22.	4	4	5	5	5	5	2	2	32
23.	4	4	4	4	2	2	4	4	28
24.	5	5	5	5	5	5	5	5	40
25.	4	4	5	4	4	4	4	3	32
26.	4	4	4	4	4	4	5	2	31
27.	5	5	5	5	4	5	5	3	37
28.	5	4	4	5	4	4	5	4	35
29.	5	5	5	5	5	5	5	5	40
30.	4	4	4	4	4	4	4	2	30
31.	5	5	5	5	5	5	5	5	40
32.	5	4	4	4	4	4	4	4	33
33.	4	3	4	4	4	4	1	2	26
34.	5	5	4	4	2	4	5	2	31
35.	4	3	4	4	2	3	4	4	28

36.	4	4	4	4	4	4	4	4	32
37.	4	3	3	4	3	4	4	2	27
38.	4	4	4	4	4	4	4	4	32
39.	5	5	5	5	5	5	5	5	40
40.	4	4	3	4	3	2	3	3	26
41.	4	3	3	3	4	4	1	1	23
42.	4	5	5	5	5	5	5	4	38
43.	4	4	5	5	5	5	5	3	36
44.	3	3	3	4	2	2	5	1	23
45.	4	4	2	3	2	2	2	2	21
46.	5	5	5	5	4	4	5	3	36
47.	4	4	4	5	5	5	4	1	32
48.	4	4	4	4	5	5	3	1	30
49.	5	4	4	5	5	4	5	4	36
50.	3	4	4	3	4	4	4	4	30
51.	3	4	4	4	4	3	2	2	26
52.	4	4	4	4	4	2	2	2	26
53.	4	4	4	4	1	1	5	1	24
54.	5	5	4	5	5	5	3	3	35
55.	2	3	4	4	5	3	3	3	27
56.	5	3	4	3	3	3	3	3	27
57.	4	4	4	4	3	4	2	2	27
58.	4	5	4	5	4	5	4	5	36
59.	4	4	3	4	5	4	4	4	32
60.	4	4	4	4	3	4	2	2	27
61.	5	5	5	5	4	5	4	5	38
62.	4	4	4	3	5	4	4	4	32
63.	4	4	4	4	3	3	4	2	28
64.	4	5	4	4	2	4	3	2	28
65.	4	4	4	4	5	4	4	5	34
66.	4	4	4	4	5	4	5	2	32
67.	4	4	4	4	4	4	4	3	31
68.	4	4	4	4	4	4	3	3	30
69.	3	3	3	4	2	2	5	1	23
70.	5	5	5	5	5	5	5	5	40
71.	4	4	3	3	4	4	5	2	29
72.	3	3	3	3	3	3	3	3	24
73.	4	4	5	5	5	5	4	4	36
74.	4	4	5	5	5	5	4	4	36
75.	5	5	5	5	5	5	5	2	37
76.	4	3	3	3	3	3	4	2	25
77.	4	4	3	3	3	3	4	2	26
78.	4	4	4	4	3	3	3	3	28

79.	4	4	4	4	4	4	4	4	32
80.	4	4	4	4	5	5	4	4	34
81.	5	5	5	5	5	5	5	5	40
82.	4	4	4	4	4	3	4	2	29
83.	4	4	3	4	5	5	2	2	29
84.	5	5	5	5	5	5	2	5	37
85.	5	5	5	5	5	5	2	5	37
86.	4	4	4	4	4	4	4	4	32
87.	5	5	5	5	5	5	5	5	40
88.	5	5	5	5	5	5	5	5	40
89.	4	4	5	4	4	4	4	3	32
90.	4	4	4	5	5	5	5	5	37
91.	5	5	5	5	5	5	5	5	40
92.	3	4	4	4	4	3	4	3	29
93.	1	1	5	5	1	3	5	3	24
94.	2	2	4	2	3	4	3	3	23
95.	4	5	4	4	4	4	4	4	33
96.	3	3	4	5	4	4	4	4	31
97.	3	3	4	3	4	4	4	3	28
98.	2	3	3	3	2	3	3	3	22
99.	5	5	5	5	5	5	5	5	40
100.	4	4	4	5	4	5	5	5	36

REKAPITULASI JAWABAN RESPONDEN
HASIL KUISIONER PENELITIAN
PENGARUH *BRANDING SUSTAINABLE TOURISM* TERHADAP
KEPUTUSAN WISTAWAN MENGIKUTI KEGIATAN *BEACH VOLUNTRIP*

No	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	TX2
1.	5	5	5	5	5	5	4	4	38
2.	5	5	5	5	5	5	5	5	40
3.	3	3	4	3	3	3	3	3	25
4.	1	3	4	5	5	5	5	5	33
5.	3	3	3	2	3	2	2	2	20
6.	4	4	4	4	4	4	4	4	32
7.	4	4	4	5	5	5	5	5	37
8.	3	4	4	3	3	3	3	2	25
9.	3	3	3	3	3	2	2	3	22
10.	5	5	5	5	5	5	5	5	40
11.	5	4	5	5	5	5	4	4	37
12.	4	5	5	5	5	5	4	4	37
13.	4	4	4	4	4	4	4	4	32
14.	4	4	4	4	4	4	4	4	32
15.	5	5	5	5	5	5	5	5	40
16.	5	5	5	5	5	5	5	5	40
17.	4	4	4	4	4	4	4	4	32
18.	5	5	5	5	5	5	5	5	40
19.	4	3	4	3	4	4	4	4	30
20.	5	4	4	3	4	4	3	4	31
21.	4	5	5	4	4	4	4	4	34
22.	4	4	4	4	4	4	4	3	31
23.	4	4	5	4	4	4	4	4	33
24.	5	5	5	5	5	5	5	5	40
25.	4	4	4	4	3	4	4	5	32
26.	4	4	3	4	3	4	4	5	31
27.	5	5	5	5	4	5	4	5	38
28.	4	3	3	4	4	4	4	4	30
29.	5	5	5	5	5	5	5	5	40
30.	4	4	4	4	4	4	4	4	32
31.	4	4	5	5	5	5	5	5	38
32.	3	4	4	3	3	3	3	3	26
33.	3	4	3	4	4	4	5	4	31
34.	5	5	5	4	4	4	4	4	35
35.	4	3	4	4	4	4	4	4	31

36.	5	5	5	5	5	5	5	5	40
37.	3	3	3	3	2	3	3	4	24
38.	4	4	4	3	3	4	4	4	30
39.	5	5	5	5	5	5	5	5	40
40.	1	2	3	2	2	2	1	3	16
41.	2	3	3	2	2	1	1	1	15
42.	5	5	5	5	5	5	5	5	40
43.	4	5	5	5	5	5	5	5	39
44.	3	3	4	4	1	3	3	2	23
45.	4	4	4	4	3	4	4	4	31
46.	4	4	4	4	4	5	4	5	34
47.	4	4	5	4	4	4	4	4	33
48.	3	3	3	3	3	3	4	3	25
49.	5	5	5	4	4	4	4	4	35
50.	3	3	3	3	3	3	3	2	23
51.	4	4	4	4	4	4	3	4	31
52.	2	3	3	2	2	2	2	2	18
53.	2	4	4	3	3	4	4	4	28
54.	5	5	4	4	4	4	5	5	36
55.	2	3	3	4	3	3	3	3	24
56.	4	4	5	4	4	3	3	3	30
57.	3	3	3	3	3	3	3	3	24
58.	4	5	4	5	4	5	4	5	36
59.	4	4	5	4	4	4	5	4	34
60.	3	3	3	3	3	3	3	3	24
61.	5	4	5	4	5	4	5	4	36
62.	4	4	4	3	4	4	3	4	30
63.	2	3	3	2	3	2	3	4	22
64.	5	4	4	4	4	5	5	5	36
65.	4	4	3	4	4	4	3	4	30
66.	4	5	5	5	5	5	4	4	37
67.	4	4	4	4	4	4	4	4	32
68.	3	4	3	4	4	4	4	4	30
69.	3	3	4	4	1	3	3	2	23
70.	5	5	5	5	5	5	5	5	40
71.	3	4	3	2	3	3	3	3	24
72.	3	3	3	3	3	3	3	3	24
73.	3	4	4	4	4	4	4	4	31
74.	3	4	4	4	4	4	4	4	31
75.	4	5	5	5	5	4	5	5	38
76.	3	3	4	4	4	4	4	4	30
77.	2	4	4	3	3	4	4	4	28
78.	4	5	5	4	4	4	4	4	34

79.	3	4	5	5	4	3	3	3	30
80.	4	3	3	3	3	3	3	3	25
81.	5	5	5	5	5	5	5	5	40
82.	4	4	4	4	2	3	4	4	29
83.	5	5	2	3	3	3	3	4	28
84.	4	3	2	4	4	3	4	3	27
85.	5	4	4	4	4	4	4	4	33
86.	4	3	3	4	4	3	3	3	27
87.	4	3	4	4	4	4	4	4	31
88.	4	4	4	2	4	5	4	3	30
89.	4	5	3	3	4	3	4	4	30
90.	5	5	5	5	5	5	5	5	40
91.	5	4	5	5	5	4	5	5	38
92.	5	5	5	3	4	3	3	4	32
93.	5	5	5	3	4	4	1	5	32
94.	4	4	3	3	3	3	3	3	26
95.	4	4	4	4	4	4	4	4	32
96.	4	4	4	4	4	4	4	4	32
97.	4	4	3	4	4	3	3	4	29
98.	2	2	2	2	2	2	3	3	18
99.	5	5	5	5	5	5	5	5	40
100.	4	3	4	3	4	4	4	4	30

REKAPITULASI JAWABAN RESPONDEN
HASIL KUISIONER PENELITIAN
PENGARUH *BRANDING SUSTAINABLE TOURISM* TERHADAP KEPUTUSAN
WISTAWAN MENGIKUTI KEGIATAN *BEACH VOLUNTRIP*

No	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Y1.9	Y1.10	TY
1.	5	5	5	5	5	2	5	2	2	5	41
2.	4	4	5	5	5	5	4	5	5	5	47
3.	5	5	5	5	5	4	4	4	3	3	43
4.	2	5	5	5	5	4	1	5	5	5	42
5.	3	3	3	3	3	1	2	3	2	2	25
6.	4	4	4	4	4	3	3	4	4	4	38
7.	4	5	5	5	5	3	3	4	4	5	43
8.	3	3	3	3	4	2	4	3	3	3	31
9.	3	3	3	3	3	2	2	3	3	3	28
10.	5	5	5	5	5	5	5	5	5	5	50
11.	4	4	5	5	4	4	4	4	4	5	43
12.	4	5	5	5	5	2	2	5	5	5	43
13.	4	4	4	4	4	4	4	4	4	4	40
14.	4	4	4	4	4	4	4	4	4	4	40
15.	5	5	5	5	5	5	5	5	5	5	50
16.	5	5	5	5	5	5	5	5	5	5	50
17.	5	5	5	5	4	4	4	5	5	4	46
18.	5	5	5	5	5	5	5	5	5	5	50
19.	4	4	5	5	4	2	4	4	4	3	39
20.	4	4	4	4	4	2	2	1	1	3	29
21.	4	4	4	5	4	4	4	2	2	4	37
22.	3	4	4	4	4	4	4	3	4	4	38
23.	4	4	4	4	4	2	4	2	2	4	34
24.	5	5	5	5	5	5	5	5	5	5	50
25.	5	5	4	4	4	3	4	4	4	4	41
26.	3	3	3	4	5	2	3	3	4	4	34
27.	4	4	5	5	4	4	5	4	4	5	44
28.	3	5	4	4	4	2	4	3	4	4	37
29.	5	5	5	5	5	5	5	5	5	5	50
30.	4	4	4	4	4	4	4	4	4	4	40
31.	5	5	5	5	5	5	5	5	5	5	50
32.	4	4	4	4	4	4	4	3	4	3	38
33.	5	5	4	4	4	4	4	4	4	4	42
34.	5	4	5	5	5	2	5	4	2	4	41
35.	4	4	4	4	3	3	4	3	4	4	37

36.	5	5	5	5	5	3	5	5	5	5	48
37.	5	5	5	5	4	3	3	3	3	3	39
38.	4	4	4	4	5	3	4	4	4	3	39
39.	5	5	5	5	5	5	5	5	5	5	50
40.	2	4	2	2	3	2	4	2	3	2	26
41.	3	3	3	3	2	1	1	3	3	2	24
42.	5	5	5	5	5	5	5	5	5	5	50
43.	4	4	5	4	5	3	5	5	5	5	45
44.	4	4	5	5	4	1	5	1	1	4	34
45.	4	4	4	4	4	2	2	2	2	4	32
46.	4	4	5	5	5	5	5	5	4	4	46
47.	3	4	5	5	5	5	5	4	4	4	44
48.	3	4	5	5	3	1	1	3	3	3	31
49.	5	5	5	5	5	4	4	4	4	4	45
50.	3	3	4	4	5	2	3	3	3	3	33
51.	4	4	4	4	4	3	4	3	4	4	38
52.	1	2	3	3	1	2	2	2	2	2	20
53.	4	5	5	5	4	2	5	1	1	3	35
54.	5	5	5	5	5	3	3	5	5	4	45
55.	4	4	4	5	5	3	3	5	5	4	42
56.	3	3	3	3	3	4	5	5	4	4	37
57.	3	3	3	3	3	3	2	3	3	3	29
58.	4	5	4	5	4	5	4	5	4	5	45
59.	4	4	4	4	4	4	4	4	4	4	40
60.	3	3	3	3	3	3	2	3	3	3	29
61.	4	5	2	5	5	5	4	5	4	4	43
62.	4	3	5	3	4	3	5	4	4	3	38
63.	4	3	3	3	3	3	4	2	2	2	29
64.	5	5	5	5	5	2	3	3	4	4	41
65.	4	5	3	4	4	3	4	3	3	4	37
66.	4	4	4	4	4	3	5	3	3	5	39
67.	4	4	4	4	4	4	4	4	4	4	40
68.	4	4	4	4	4	2	2	4	4	4	36
69.	4	4	5	5	4	1	5	1	1	4	34
70.	5	5	5	5	5	5	5	5	5	5	50
71.	5	5	4	4	4	3	5	3	4	2	39
72.	3	3	3	3	3	1	4	3	3	3	29
73.	5	5	5	4	4	4	4	4	4	4	43
74.	5	5	5	4	4	4	4	4	4	4	43
75.	5	5	5	5	5	3	5	5	4	5	47
76.	4	4	4	4	4	3	4	4	4	4	39
77.	3	3	5	5	5	3	4	4	3	3	38
78.	4	4	5	5	5	3	4	4	3	4	41

r-tabel, t-tabel, dan F-tabel

r-tabel	t-tabel	F-tabel
0.1966	1.985	2.70

DOKUMENTASI

