## CHAPTER 4 - DATA ANALYSIS

### 4.1    Data Source

The data recieved from the questionnaire that are distributed to the guest who stayed in Sepa Island for more than one night. The author distributed the questionnaire at night to ensure that the questionnaire will be answered by the guest who stayed at least one night in Sepa Island.

### 4.1.1    Destination Profile

Thousand Island is one of the province in Jakarta.  The location of Thousand Island province is off the shore off North Jakarta. Thousand Island has three types of tourism destination that become the main attraction that motivate tourist to visit. The three types are beach (public island) with 45 island, natural preserve that has two islands, and historical that has four islands (Abdur Razak, 2013).

 The central government of the Thousand island is Pramuka Island and it has 11 islands for the residence to stay and there are eight island that are focused on tourism and Sepa Island is one of the island that run in tourism industry (Saputra, Sepa Island, 2017).

Tourist can also stay in the residence island however the tourist will have to stay in the house that are belong to the residence of that island. In other words, the tourist will homestay inside the house that are belong to the residence of that island. The islands that are running in business like Sepa Island, is providing cottages for the guest who visit the island.

Sepa Island starts receiving guests since 1990 and was formed by Surjadi Saputra. In 1989 when Mr. Surjadi still contracting the island, the first purpose of Sepa Island is for boats and ships that belong to Mr. Surjadi to park because, the price to park a ship is much cheaper than park in Marina, Ancol. And after a few years there are some people who visit this island and seeing this island has beautiful landscape and pure corals surrounding the island. In late 1989, an idea was merged from Mr. Surjadi Saputra that he must to develop this island to become a resort where tourist can visit

and stay. By selling the boats and ships that Mr. Surjadi has, he finally can purchased and develop the island to become a fully functional resort (Saputra, Sepa Island, 2017).

This island is a resort that has 38 cottages and 5 types of room that could accommodate more than 100 guests if each of the rooms is filled with 4 people. This island also have an "all you can eat" type of restaurant without any extra payment from the guest because, the price of the room rate are all included. The price also include round trip boat from Marina, Ancol to Sepa Island and Sepa Island to Marina, Ancol.

From the management until ground crew, this island has around 92 employees. The management in Sepa Island is having direct influence with their employee (Saputra, Sepa Island, 2017). Sepa island offers many things that many people cannot believe that it is still a part of Jakarta for example white sand beach, coral reefs, water sports, etc.

There are variance of tourist who come to this island although most of the visitors are Indonesian, sometimes the tourist are coming from many international tourist for example China, Japan, Korea, India, Australia, USA, even Arab.

This island is completely remote due to the distance from Jakarta and the island itself which means, this island has to provide their own electricity power, and water (for take a bath, toilet, etc.) by themselves. The raw material for the food, drinking water, and all the supply that the island need to operate the island, will be transported from Jakarta mainland by cargo ship that Sepa Island have (Saputra, Sepa Island, 2017).

### 4.1.2   Location of Sepa Island

This island is located on the north side of the Thousand Island, North Jakarta and it is around 65 kilometers away from Jakarta bay, Ancol.

This island is one of the furthest islands in Thousand Island, and surrounded with some other resorts for example, Putri Island, Pelangi Island, Pantara Island, and Semut Island. To be able to reach Sepa Island, the company provides speedboats that can reach the island around 90 – 120 minutes (Saputra, Sepa Island, 2017).



Figure 3 Sepa Island and Surroundings

Source: pulaupelangibpi.blogspot.co.id

### 4.1.3 Demographic

The demographic data that was taken in Sepa Island will discussing about the gender, age, education background, length of stay, number of revisit, travel companion, and how the guest know about Sepa Island. To make the demographic data is easier to read, the author use pie chart to interpret the data.

- **Gender of the Respondents**



Figure 4 Total Gender of the Respondents Diagram

Source: Author's Research

Based on the demographic data recieved from the questionnaire, the difference between Male and Female is almost the same. The respondents are 43 Males and 42 Females, which in total of 85 respondents.

- **Age of the responents**
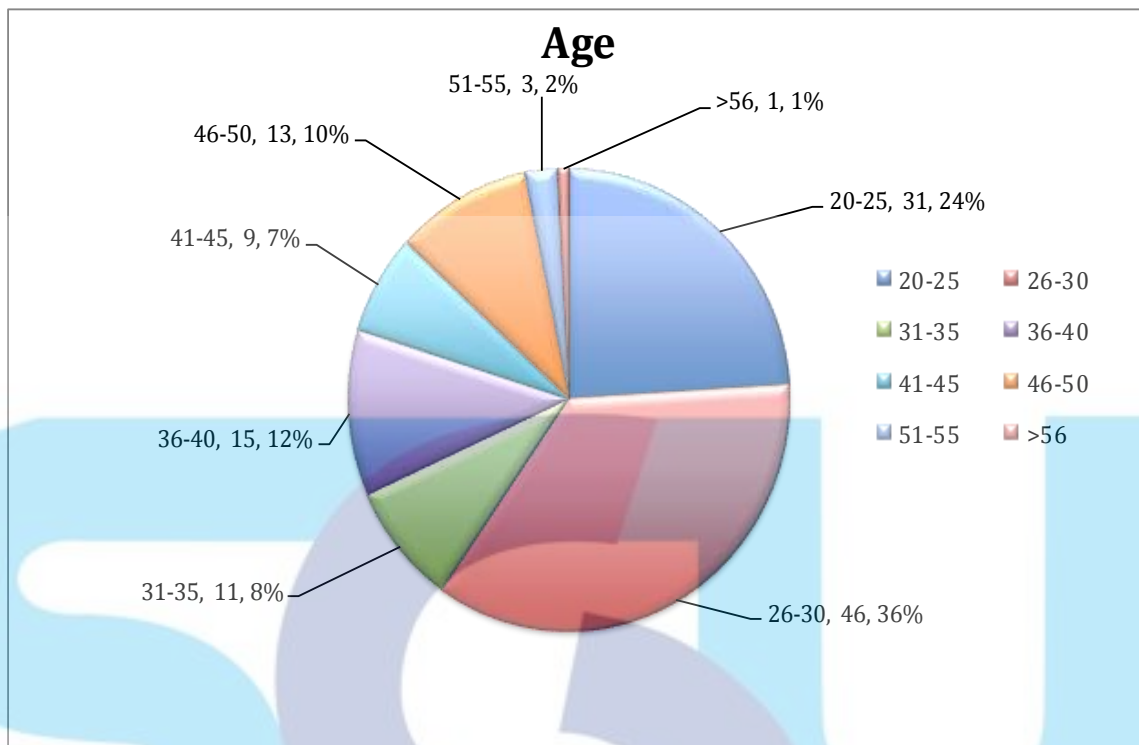


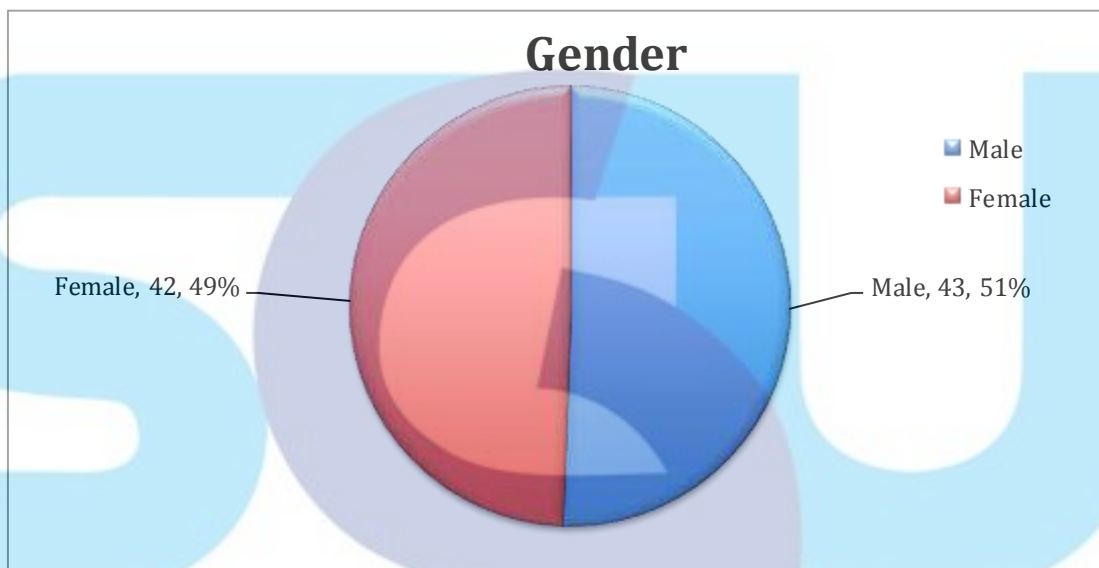Figure 5 Age of the Respondents Diagram

Source: Author's Research

Based on the demographic data recieved from the questionnaire, respondents who aged from 26-30 years old contributes the biggest part of the data with 46 respondents or 35% from the whole data. The second biggest contributors is followed by respondents who aged from 20-25 years old with 31 respondents or 24% of the whole data recieved.

- **Education Background of the Respondents**
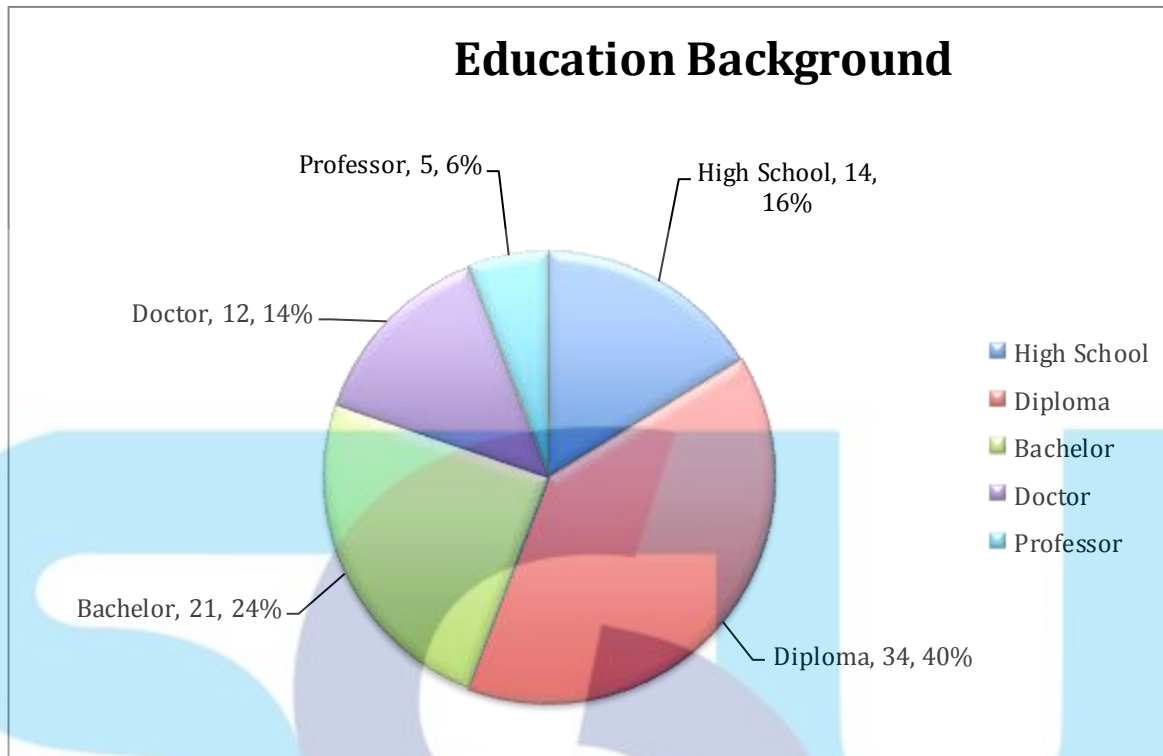


Figure 6 Education Background Diagram
Source: Author's Research

Based on the demograpic data received from the questionnare, the biggest number of respondent that contributes the most for this research are guests who graduate with Diploma status with 34 respondents or 40% from the whole data, followed by guests who graduated with Bachelor degree status.

- **Length of Stay**
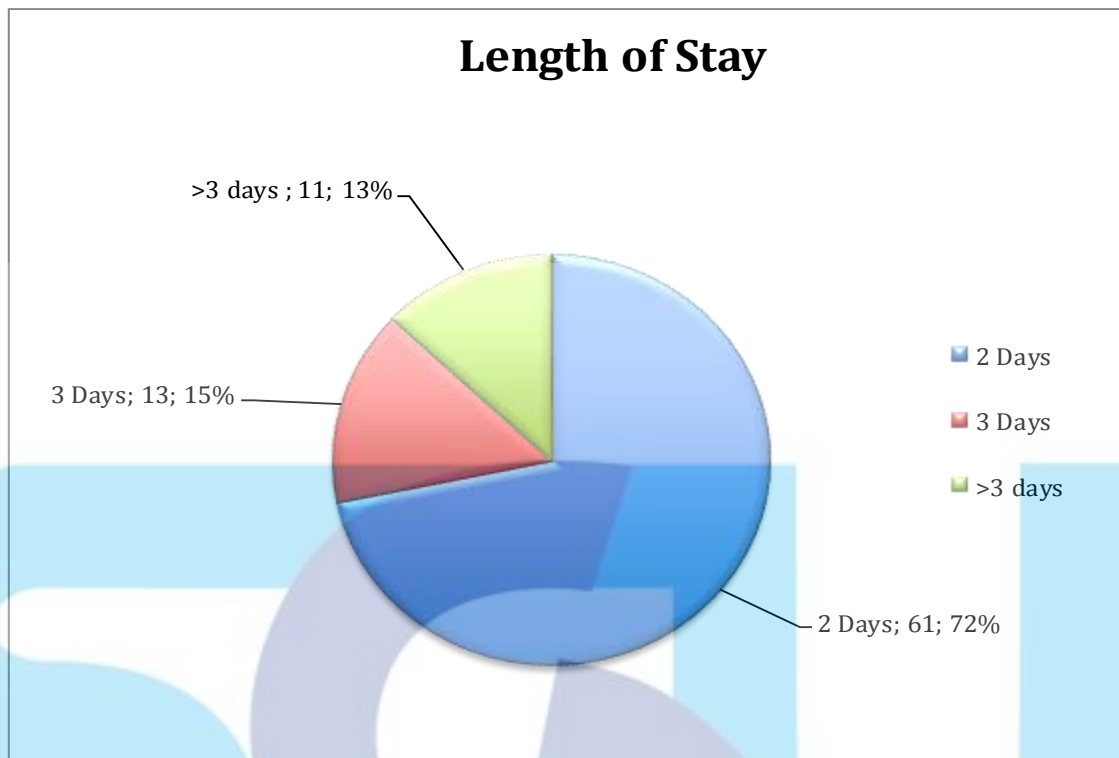


Figure 7 Length of Stay Diagram

Source: Author's Research

Based on the demograpic data recieved from the questionnaire, most of the respondents who stay Sepa Island stayed for two days for 61 respondents or 72% from the whole data. respondents who stayed for three days and more than three days are almost the same by 13 respondents or 15%, and 11 respondents or 13%.

- **Number of Revisit**
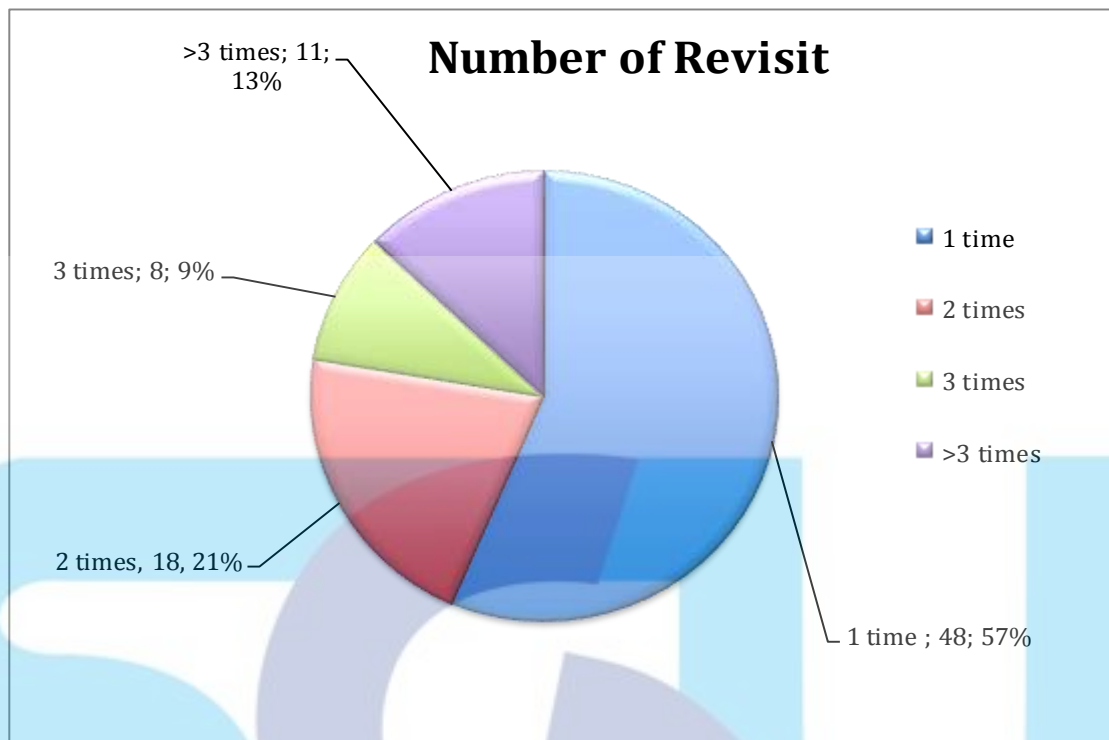


Figure 8 Number of Revisit

Source: Author's Research

Based on the demograpic data recieved from the questionnaire, most of the respondents visits Sepa Island for the first time with 48 respondents or 57% from the whole data. Followed by respondents who has visit Sepa Island for 2 times with 18 respondents or 21% from the whole data.

- **Travel Companion**
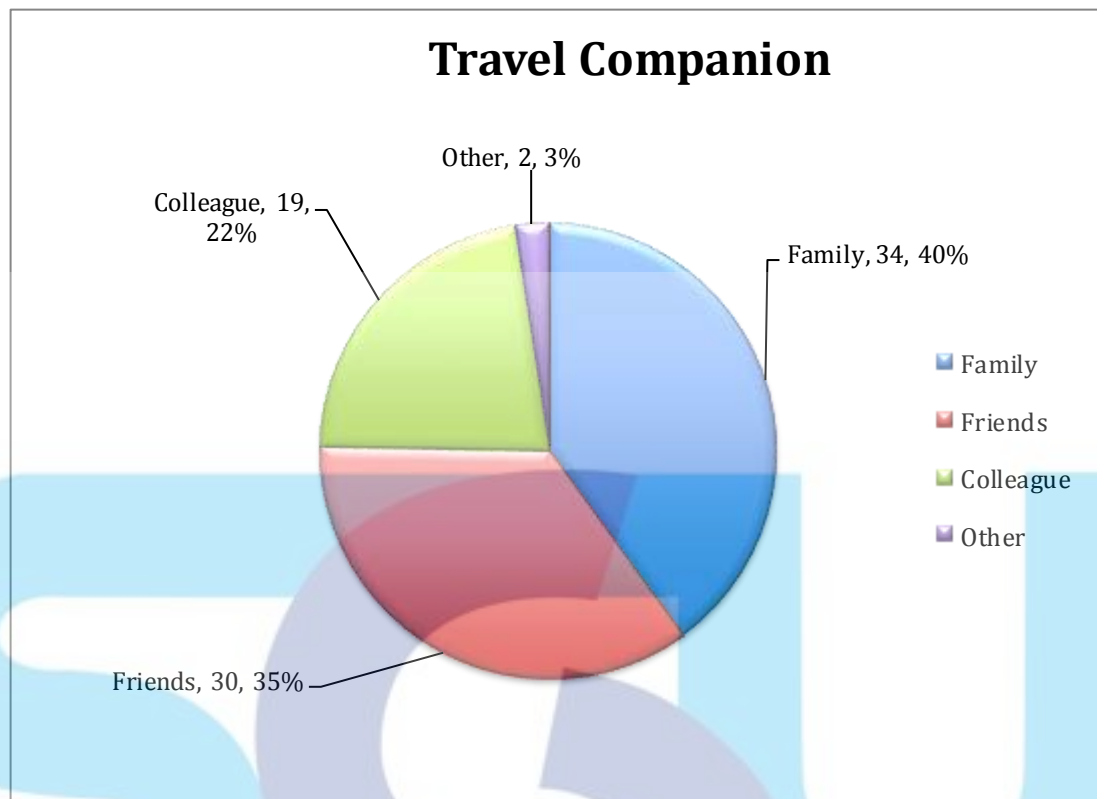


Figure 9 Travel Companion Diagram

Source: Author's Research

Based on the demographic data from the questionnaire, most of the respondents visit Sepa Island with their family for 34 respondents or 41% from the whole data. followed by the respondents who visit Sepa Island with their friends for 30 respondents or 35% from the whole data.

- **Source of Information about Sepa Island**



Figure 10 Source of Information Diagram
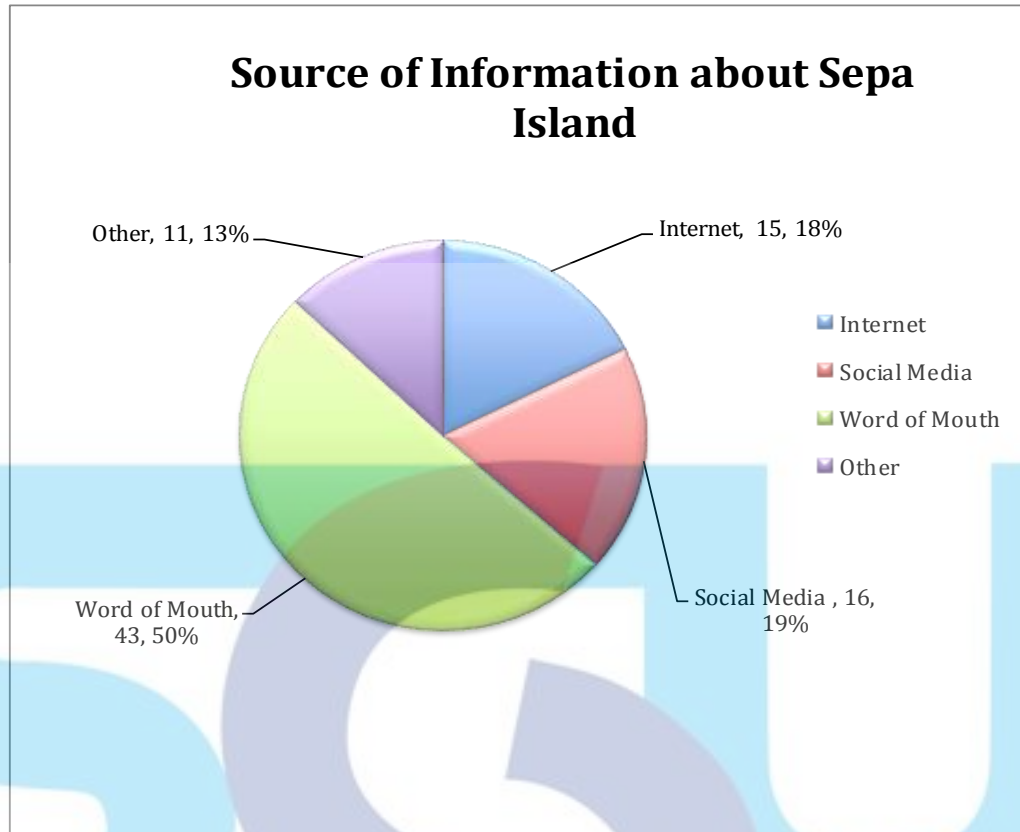
Source: Author's Research

Based on the demograpic data recieved from the questionnaire, guest who visit Sepa Island know the information about Sepa iIsland from word of mouth as known as told by other people, with 43 responents or 50% from the whole data. Followed by social media with 16 respondents or 19% from the whole data.

## 4.1.4 Data Tabulation

The Tabulation of the data gathered for this study will be presented in the table below. The table represent every variable in the research from X1 until X6 and variable Y.

Table 4 Data Tabulation

| | x1.1 | x1.2 | x1.3 | Total x1 | x2.1 | x2.2 | x2.3 | Total X2 | x3.1 | x3.2 | x3.3 | Total X3 | x4.1 | x4.2 | x4.3 | Total X4 | x5.1 | x5.2 | x5.3 | Total x5 | x6.1 | x6.2 | x6.3 | Total x6 | Grand Total x | y1 | y2 | y3 | y4 | y5 | totalY |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 11 | 3 | 4 | 3 | 10 | 4 | 4 | 3 | 11 | 3 | 3 | 3 | 9 | 65 | 3 | 4 | 3 | 4 | 4 | 18 |
| 2 | 3 | 3 | 3 | 9 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 3 | 4 | 4 | 11 | 3 | 3 | 4 | 10 | 4 | 4 | 4 | 12 | 66 | 4 | 3 | 4 | 4 | 4 | 19 |
| 3 | 4 | 3 | 4 | 11 | 5 | 5 | 2 | 12 | 4 | 4 | 2 | 10 | 5 | 4 | 3 | 12 | 5 | 5 | 3 | 13 | 3 | 3 | 3 | 9 | 67 | 4 | 3 | 3 | 5 | 4 | 19 |
| 4 | 4 | 4 | 4 | 12 | 4 | 4 | 2 | 10 | 3 | 3 | 3 | 9 | 3 | 4 | 4 | 11 | 4 | 3 | 3 | 10 | 3 | 3 | 3 | 9 | 61 | 3 | 3 | 3 | 4 | 4 | 17 |
| 5 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 3 | 5 | 4 | 12 | 5 | 5 | 4 | 14 | 4 | 4 | 4 | 12 | 74 | 4 | 4 | 4 | 5 | 4 | 21 |
| 6 | 4 | 4 | 3 | 11 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 4 | 4 | 3 | 11 | 3 | 3 | 3 | 9 | 4 | 4 | 3 | 11 | 72 | 3 | 4 | 4 | 3 | 4 | 18 |
| 7 | 5 | 4 | 5 | 14 | 4 | 4 | 4 | 12 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 75 | 4 | 4 | 4 | 4 | 4 | 20 |
| 8 | 4 | 3 | 4 | 11 | 4 | 4 | 3 | 11 | 3 | 4 | 3 | 10 | 4 | 3 | 4 | 11 | 3 | 4 | 3 | 10 | 4 | 4 | 3 | 11 | 64 | 4 | 3 | 4 | 4 | 3 | 18 |
| 9 | 4 | 3 | 4 | 11 | 4 | 4 | 3 | 11 | 3 | 4 | 3 | 10 | 4 | 4 | 4 | 12 | 3 | 4 | 3 | 10 | 4 | 4 | 3 | 11 | 65 | 4 | 3 | 3 | 4 | 4 | 18 |
| 10 | 3 | 4 | 4 | 11 | 4 | 4 | 3 | 11 | 3 | 3 | 3 | 9 | 4 | 3 | 4 | 11 | 3 | 3 | 4 | 10 | 3 | 4 | 3 | 10 | 62 | 3 | 3 | 3 | 4 | 3 | 16 |
| 11 | 4 | 3 | 4 | 11 | 4 | 4 | 3 | 11 | 3 | 4 | 3 | 10 | 4 | 4 | 4 | 12 | 3 | 4 | 3 | 10 | 4 | 4 | 3 | 11 | 65 | 4 | 4 | 4 | 4 | 4 | 20 |
| 12 | 5 | 4 | 4 | 13 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 10 | 4 | 4 | 3 | 11 | 69 | 3 | 3 | 3 | 3 | 4 | 16 |
| 13 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 10 | 4 | 4 | 3 | 11 | 3 | 3 | 3 | 9 | 4 | 3 | 3 | 10 | 3 | 3 | 3 | 10 | 62 | 3 | 3 | 4 | 3 | 3 | 16 |
| 14 | 4 | 4 | 3 | 11 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 12 | 3 | 4 | 3 | 10 | 4 | 3 | 4 | 11 | 4 | 3 | 4 | 11 | 68 | 4 | 4 | 3 | 3 | 4 | 17 |
| 15 | 4 | 3 | 4 | 11 | 4 | 4 | 2 | 10 | 4 | 5 | 4 | 13 | 4 | 4 | 5 | 13 | 3 | 3 | 4 | 10 | 4 | 4 | 3 | 11 | 68 | 4 | 4 | 3 | 4 | 4 | 18 |
| 16 | 4 | 3 | 4 | 11 | 4 | 4 | 3 | 11 | 3 | 4 | 3 | 10 | 4 | 3 | 4 | 11 | 3 | 4 | 3 | 10 | 4 | 4 | 3 | 11 | 64 | 4 | 3 | 4 | 4 | 3 | 18 |
| 17 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 13 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 12 | 5 | 4 | 3 | 12 | 4 | 4 | 4 | 12 | 74 | 4 | 3 | 5 | 4 | 4 | 20 |
| 18 | 4 | 4 | 4 | 12 | 3 | 4 | 3 | 10 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 70 | 4 | 4 | 3 | 4 | 4 | 19 |
| 19 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 12 | 71 | 4 | 4 | 3 | 4 | 4 | 19 |
| 20 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 72 | 4 | 4 | 4 | 4 | 4 | 20 |
| 21 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 10 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 10 | 4 | 3 | 3 | 10 | 65 | 3 | 3 | 4 | 4 | 4 | 18 |
| 22 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 10 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 10 | 4 | 3 | 3 | 10 | 65 | 5 | 4 | 4 | 5 | 4 | 22 |
| 23 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 72 | 4 | 4 | 4 | 4 | 4 | 20 |
| 24 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 71 | 4 | 4 | 3 | 4 | 4 | 19 |
| 25 | 4 | 4 | 3 | 11 | 4 | 3 | 4 | 11 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 69 | 4 | 4 | 3 | 4 | 4 | 19 |
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| 27 | 4 | 3 | 4 | 11 | 4 | 4 | 3 | 11 | 3 | 4 | 3 | 11 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 10 | 66 | 3 | 4 | 4 | 3 | 4 | 18 |
| 28 | 4 | 4 | 3 | 11 | 4 | 5 | 3 | 12 | 4 | 4 | 3 | 11 | 4 | 3 | 3 | 10 | 4 | 3 | 4 | 11 | 5 | 4 | 3 | 12 | 67 | 4 | 3 | 4 | 4 | 4 | 19 |
| 29 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 90 | 5 | 5 | 5 | 5 | 5 | 25 |
| 30 | 4 | 3 | 4 | 11 | 5 | 4 | 3 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 11 | 4 | 4 | 3 | 11 | 4 | 3 | 4 | 11 | 67 | 3 | 3 | 4 | 4 | 4 | 18 |
| 31 | 4 | 5 | 4 | 11 | 4 | 4 | 3 | 11 | 3 | 3 | 3 | 9 | 3 | 4 | 4 | 11 | 4 | 4 | 3 | 11 | 3 | 4 | 3 | 10 | 65 | 4 | 3 | 4 | 3 | 4 | 18 |
| 32 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 71 | 4 | 3 | 2 | 3 | 4 | 16 |
| 33 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 11 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 | 69 | 4 | 4 | 4 | 4 | 4 | 20 |
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| 35 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 11 | 4 | 4 | 3 | 11 | 69 | 4 | 3 | 2 | 3 | 3 | 15 |
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| 40 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 71 | 4 | 4 | 4 | 4 | 3 | 19 |
| 41 | 3 | 4 | 4 | 11 | 3 | 4 | 3 | 10 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 68 | 4 | 4 | 4 | 4 | 3 | 19 |
| 42 | 5 | 5 | 4 | 14 | 4 | 5 | 5 | 14 | 5 | 4 | 4 | 13 | 4 | 5 | 4 | 13 | 4 | 4 | 5 | 13 | 4 | 5 | 5 | 14 | 81 | 4 | 4 | 3 | 4 | 3 | 18 |
| 43 | 3 | 4 | 4 | 11 | 3 | 3 | 4 | 10 | 3 | 4 | 5 | 12 | 3 | 4 | 4 | 11 | 5 | 4 | 3 | 12 | 3 | 4 | 3 | 10 | 66 | 4 | 4 | 3 | 5 | 4 | 20 |
| 44 | 4 | 3 | 4 | 11 | 4 | 3 | 4 | 11 | 3 | 4 | 4 | 11 | 4 | 3 | 3 | 11 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 10 | 66 | 3 | 4 | 3 | 3 | 4 | 17 |
| 45 | 3 | 2 | 3 | 8 | 4 | 4 | 3 | 11 | 3 | 4 | 2 | 9 | 3 | 3 | 3 | 9 | 4 | 4 | 2 | 10 | 3 | 3 | 4 | 10 | 57 | 4 | 3 | 2 | 4 | 3 | 16 |
| 46 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 72 | 4 | 4 | 4 | 4 | 4 | 20 |
| 47 | 4 | 3 | 4 | 11 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 69 | 4 | 3 | 4 | 3 | 4 | 18 |
| 48 | 3 | 4 | 4 | 11 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 12 | 3 | 4 | 4 | 11 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 | 72 | 4 | 3 | 4 | 4 | 4 | 19 |
| 49 | 5 | 4 | 5 | 14 | 3 | 3 | 4 | 10 | 5 | 5 | 4 | 14 | 5 | 5 | 5 | 15 | 4 | 4 | 3 | 11 | 4 | 4 | 3 | 11 | 75 | 5 | 4 | 4 | 5 | 5 | 23 |
| 50 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 71 | 4 | 4 | 3 | 4 | 4 | 19 |
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| 52 | 4 | 4 | 4 | 12 | 5 | 4 | 3 | 12 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 | 5 | 5 | 4 | 14 | 4 | 4 | 4 | 12 | 73 | 4 | 5 | 4 | 4 | 5 | 22 |
| 53 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 12 | 76 | 4 | 4 | 5 | 5 | 5 | 23 |
| 54 | 4 | 4 | 4 | 12 | 4 | 3 | 2 | 9 | 2 | 4 | 2 | 8 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 | 2 | 4 | 3 | 9 | 61 | 3 | 4 | 4 | 3 | 4 | 18 |
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| 56 | 4 | 3 | 4 | 11 | 4 | 4 | 3 | 11 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 11 | 4 | 4 | 3 | 11 | 69 | 5 | 4 | 4 | 4 | 3 | 20 |
| 57 | 4 | 3 | 4 | 11 | 4 | 4 | 3 | 11 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 71 | 4 | 3 | 4 | 3 | 3 | 17 |
| 58 | 4 | 3 | 4 | 11 | 4 | 3 | 3 | 10 | 3 | 4 | 3 | 10 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 | 66 | 4 | 3 | 4 | 4 | 4 | 19 |
| 59 | 4 | 4 | 4 | 12 | 3 | 4 | 2 | 9 | 4 | 4 | 3 | 11 | 4 | 3 | 3 | 10 | 4 | 4 | 3 | 11 | 4 | 4 | 3 | 11 | 64 | 4 | 5 | 4 | 5 | 4 | 22 |
| 60 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 15 | 90 | 5 | 5 | 5 | 5 | 5 | 25 |
| 61 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 13 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 | 80 | 4 | 5 | 3 | 4 | 4 | 20 |
| 62 | 5 | 4 | 4 | 13 | 3 | 4 | 3 | 10 | 3 | 3 | 3 | 9 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 | 67 | 4 | 4 | 3 | 4 | 4 | 19 |
| 63 | 4 | 5 | 5 | 14 | 3 | 4 | 4 | 11 | 3 | 5 | 3 | 11 | 5 | 3 | 5 | 13 | 4 | 3 | 5 | 12 | 5 | 4 | 4 | 13 | 74 | 5 | 3 | 4 | 3 | 4 | 19 |
| 64 | 5 | 4 | 4 | 13 | 3 | 4 | 2 | 9 | 4 | 4 | 3 | 11 | 4 | 2 | 4 | 10 | 4 | 4 | 2 | 10 | 4 | 4 | 3 | 11 | 64 | 4 | 3 | 4 | 4 | 4 | 19 |
| 65 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 15 | 4 | 4 | 5 | 13 | 4 | 4 | 5 | 13 | 5 | 4 | 5 | 14 | 4 | 4 | 5 | 13 | 80 | 5 | 4 | 4 | 4 | 3 | 20 |
| 66 | 4 | 5 | 4 | 13 | 4 | 3 | 3 | 10 | 4 | 3 | 4 | 11 | 4 | 3 | 5 | 12 | 4 | 3 | 4 | 11 | 4 | 4 | 5 | 13 | 70 | 4 | 3 | 4 | 3 | 3 | 17 |
| 67 | 4 | 5 | 4 | 13 | 5 | 4 | 3 | 12 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 10 | 4 | 4 | 5 | 13 | 72 | 4 | 4 | 3 | 5 | 3 | 19 |
| 68 | 5 | 2 | 4 | 11 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 70 | 4 | 5 | 2 | 3 | 4 | 18 |
| 69 | 4 | 4 | 5 | 13 | 4 | 4 | 2 | 10 | 3 | 4 | 4 | 11 | 4 | 4 | 4 | 12 | 3 | 3 | 4 | 10 | 4 | 4 | 3 | 11 | 67 | 4 | 4 | 3 | 5 | 4 | 20 |
| 70 | 5 | 4 | 4 | 13 | 5 | 4 | 4 | 13 | 4 | 4 | 3 | 11 | 3 | 5 | 4 | 12 | 4 | 5 | 2 | 11 | 3 | 4 | 5 | 12 | 72 | 4 | 2 | 4 | 5 | 2 | 17 |
| 71 | 3 | 2 | 3 | 8 | 4 | 3 | 2 | 9 | 4 | 4 | 3 | 11 | 4 | 3 | 4 | 11 | 4 | 4 | 2 | 11 | 4 | 4 | 4 | 12 | 62 | 3 | 4 | 4 | 5 | 4 | 20 |
| 72 | 4 | 4 | 4 | 12 | 5 | 3 | 2 | 10 | 3 | 4 | 4 | 11 | 2 | 4 | 5 | 11 | 5 | 4 | 4 | 13 | 4 | 5 | 5 | 14 | 71 | 5 | 4 | 4 | 4 | 3 | 20 |
| 73 | 5 | 3 | 4 | 12 | 5 | 3 | 2 | 10 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 3 | 3 | 10 | 5 | 4 | 4 | 13 | 70 | 4 | 5 | 4 | 4 | 4 | 21 |
| 74 | 4 | 3 | 4 | 11 | 4 | 4 | 3 | 11 | 4 | 4 | 3 | 11 | 4 | 2 | 4 | 10 | 4 | 3 | 2 | 9 | 4 | 4 | 3 | 11 | 61 | 3 | 4 | 3 | 5 | 4 | 19 |
| 75 | 4 | 4 | 4 | 13 | 5 | 4 | 2 | 11 | 4 | 4 | 3 | 11 | 3 | 4 | 5 | 12 | 5 | 4 | 5 | 14 | 4 | 5 | 5 | 14 | 75 | 5 | 3 | 3 | 4 | 3 | 18 |
| 76 | 4 | 4 | 4 | 13 | 4 | 5 | 4 | 13 | 5 | 4 | 4 | 13 | 4 | 4 | 3 | 11 | 3 | 4 | 3 | 10 | 4 | 4 | 3 | 11 | 68 | 5 | 3 | 3 | 4 | 3 | 18 |
| 77 | 4 | 2 | 2 | 8 | 2 | 4 | 4 | 10 | 5 | 4 | 2 | 11 | 4 | 4 | 3 | 10 | 4 | 5 | 2 | 11 | 3 | 4 | 4 | 11 | 61 | 3 | 4 | 3 | 4 | 3 | 17 |
| 78 | 3 | 2 | 4 | 9 | 3 | 2 | 2 | 7 | 4 | 4 | 2 | 10 | 3 | 3 | 4 | 10 | 4 | 4 | 2 | 10 | 4 | 3 | 2 | 9 | 55 | 3 | 4 | 4 | 5 | 3 | 19 |
| 79 | 5 | 4 | 5 | 14 | 5 | 5 | 3 | 13 | 4 | 4 | 3 | 11 | 3 | 5 | 4 | 12 | 5 | 5 | 4 | 14 | 5 | 5 | 5 | 15 | 72 | 4 | 2 | 4 | 5 | 2 | 24 |
| 80 | 5 | 4 | 4 | 13 | 5 | 5 | 3 | 13 | 4 | 4 | 3 | 11 | 3 | 5 | 4 | 12 | 5 | 5 | 2 | 11 | 3 | 4 | 5 | 12 | 72 | 4 | 2 | 4 | 5 | 2 | 17 |
| 81 | 2 | 3 | 3 | 8 | 3 | 3 | 2 | 8 | 3 | 3 | 2 | 8 | 3 | 4 | 3 | 10 | 4 | 3 | 3 | 10 | 3 | 3 | 3 | 10 | 54 | 4 | 3 | 2 | 4 | 3 | 16 |
| 82 | 4 | 3 | 4 | 10 | 3 | 3 | 2 | 8 | 3 | 4 | 3 | 10 | 4 | 4 | 4 | 12 | 3 | 3 | 4 | 10 | 4 | 4 | 3 | 11 | 60 | 4 | 4 | 3 | 4 | 3 | 18 |
| 83 | 4 | 5 | 4 | 13 | 3 | 2 | 2 | 7 | 3 | 4 | 2 | 9 | 3 | 4 | 3 | 10 | 3 | 2 | 4 | 9 | 4 | 3 | 3 | 10 | 58 | 3 | 3 | 4 | 3 | 3 | 16 |
| 84 | 3 | 2 | 2 | 9 | 2 | 2 | 2 | 6 | 4 | 3 | 3 | 9 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 | 52 | 3 | 2 | 2 | 3 | 2 | 12 |
| 85 | 4 | 3 | 4 | 11 | 4 | 3 | 3 | 10 | 3 | 4 | 4 | 11 | 3 | 4 | 3 | 10 | 4 | 3 | 3 | 10 | 3 | 4 | 3 | 11 | 63 | 4 | 4 | 3 | 4 | 3 | 18 |

Source: SPSS

## 4.2    Data Analysis

### 4.2.1    Validity Test

The purpose of validity test is to know if the question stated in the questionnaire could measure what it supposed to measure. To measure the validity, Pearson Coefficient of Correlation is used in this study.

| df\α | 0.2 | 0.1 | 0.05 | 0.02 | 0.01 | 0.001 | df\α | 0.2 | 0.1 | 0.05 | 0.02 | 0.01 | 0.001 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 0.951057 | 0.987688 | 0.996917 | 0.999507 | 0.999877 | 0.999999 | 35 | 0.215598 | 0.274611 | 0.324573 | 0.380976 | 0.418211 | 0.518898 |
| 2 | 0.800000 | 0.900000 | 0.950000 | 0.980000 | 0.990000 | 0.999000 | 40 | 0.201796 | 0.257278 | 0.304396 | 0.357787 | 0.393174 | 0.489570 |
| 3 | 0.687049 | 0.805384 | 0.878339 | 0.934333 | 0.958735 | 0.991139 | 45 | 0.190345 | 0.242859 | 0.287563 | 0.338367 | 0.372142 | 0.464673 |
| 4 | 0.608400 | 0.729299 | 0.811401 | 0.882194 | 0.917200 | 0.974068 | 50 | 0.180644 | 0.230620 | 0.273243 | 0.321796 | 0.354153 | 0.443201 |
| 5 | 0.550863 | 0.669439 | 0.754492 | 0.832874 | 0.874526 | 0.950883 | 60 | 0.164997 | 0.210832 | 0.250035 | 0.294846 | 0.324818 | 0.407865 |
| 6 | 0.506727 | 0.621489 | 0.706734 | 0.788720 | 0.834342 | 0.924904 | 70 | 0.152818 | 0.195394 | 0.231883 | 0.273695 | 0.301734 | 0.379799 |
| 7 | 0.471589 | 0.582206 | 0.666384 | 0.749776 | 0.797681 | 0.898260 | 80 | 0.142990 | 0.182916 | 0.217185 | 0.256525 | 0.282958 | 0.356816 |
| 8 | 0.442796 | 0.549357 | 0.631897 | 0.715459 | 0.764592 | 0.872115 | 90 | 0.134844 | 0.172558 | 0.204968 | 0.242227 | 0.267298 | 0.337549 |
| 9 | 0.418662 | 0.521404 | 0.602069 | 0.685095 | 0.734786 | 0.847047 | 100 | 0.127947 | 0.163782 | 0.194604 | 0.230079 | 0.253979 | 0.321095 |
| 10 | 0.398062 | 0.497265 | 0.575983 | 0.658070 | 0.707888 | 0.823305 | 125 | 0.114477 | 0.146617 | 0.174308 | 0.206245 | 0.227807 | 0.288602 |
| 11 | 0.380216 | 0.476156 | 0.552943 | 0.633863 | 0.683528 | 0.800962 | 150 | 0.104525 | 0.133919 | 0.159273 | 0.188552 | 0.208349 | 0.264316 |
| 12 | 0.364562 | 0.457500 | 0.532413 | 0.612047 | 0.661376 | 0.779998 | 175 | 0.096787 | 0.124036 | 0.147558 | 0.174749 | 0.193153 | 0.245280 |
| 13 | 0.350688 | 0.440861 | 0.513977 | 0.592270 | 0.641145 | 0.760351 | 200 | 0.090546 | 0.116060 | 0.138098 | 0.163592 | 0.180860 | 0.229840 |
| 14 | 0.338282 | 0.425902 | 0.497309 | 0.574245 | 0.622591 | 0.741934 | 250 | 0.081000 | 0.103852 | 0.123607 | 0.146483 | 0.161994 | 0.206079 |
| 15 | 0.327101 | 0.412360 | 0.482146 | 0.557737 | 0.605506 | 0.724657 | 300 | 0.073951 | 0.094831 | 0.112891 | 0.133819 | 0.148019 | 0.188431 |
| 16 | 0.316958 | 0.400027 | 0.468277 | 0.542548 | 0.589714 | 0.708429 | 350 | 0.068470 | 0.087814 | 0.104552 | 0.123957 | 0.137131 | 0.174657 |
| 17 | 0.307702 | 0.388733 | 0.455531 | 0.528517 | 0.575067 | 0.693163 | 400 | 0.064052 | 0.082155 | 0.097824 | 0.115997 | 0.128339 | 0.163520 |
| 18 | 0.299210 | 0.378341 | 0.443763 | 0.515505 | 0.561435 | 0.678781 | 450 | 0.060391 | 0.077466 | 0.092248 | 0.109397 | 0.121046 | 0.154273 |
| 19 | 0.291384 | 0.368737 | 0.432858 | 0.503397 | 0.548711 | 0.665208 | 500 | 0.057294 | 0.073497 | 0.087528 | 0.103808 | 0.114870 | 0.146436 |
| 20 | 0.284140 | 0.359827 | 0.422714 | 0.492094 | 0.536800 | 0.652378 | 600 | 0.052305 | 0.067103 | 0.079920 | 0.094798 | 0.104911 | 0.133787 |
| 21 | 0.277411 | 0.351531 | 0.413247 | 0.481512 | 0.525620 | 0.640230 | 700 | 0.048427 | 0.062132 | 0.074004 | 0.087789 | 0.097161 | 0.123935 |
| 22 | 0.271137 | 0.343783 | 0.404386 | 0.471579 | 0.515101 | 0.628710 | 800 | 0.045301 | 0.058123 | 0.069234 | 0.082135 | 0.090909 | 0.115981 |
| 23 | 0.265270 | 0.336524 | 0.396070 | 0.462231 | 0.505182 | 0.617768 | 900 | 0.042711 | 0.054802 | 0.065281 | 0.077450 | 0.085727 | 0.109385 |
| 24 | 0.259768 | 0.329705 | 0.388244 | 0.453413 | 0.495808 | 0.607360 | 1000 | 0.040520 | 0.051993 | 0.061935 | 0.073484 | 0.081340 | 0.103800 |
| 25 | 0.254594 | 0.323283 | 0.380863 | 0.445078 | 0.486932 | 0.597446 | 1500 | 0.033086 | 0.042458 | 0.050582 | 0.060022 | 0.066445 | 0.084822 |
| 26 | 0.249717 | 0.317223 | 0.373886 | 0.437184 | 0.478511 | 0.587988 | 2000 | 0.028654 | 0.036772 | 0.043811 | 0.051990 | 0.057557 | 0.073488 |
| 27 | 0.245110 | 0.311490 | 0.367278 | 0.429693 | 0.470509 | 0.578956 | 3000 | 0.023397 | 0.030027 | 0.035775 | 0.042457 | 0.047006 | 0.060027 |
| 28 | 0.240749 | 0.306057 | 0.361007 | 0.422572 | 0.462892 | 0.570317 | 4000 | 0.020262 | 0.026005 | 0.030984 | 0.036773 | 0.040713 | 0.051996 |
| 29 | 0.236612 | 0.300898 | 0.355046 | 0.415792 | 0.455631 | 0.562047 | 5000 | 0.018123 | 0.023260 | 0.027714 | 0.032892 | 0.036417 | 0.046512 |
| 30 | 0.232681 | 0.295991 | 0.349370 | 0.409327 | 0.448699 | 0.554119 | | | | | | | |

Figure 11 R-Table

Source: (Zaiontz, 2013)

The figure above, R-Table, show the number of critical value of Pearson Correlation. In order to be valid, the result of Pearson Correlation must exceed the number stated n the R-Table. The significance level that will be used in this study is 10%, which means α= 0,1

#### 4.2.1.1    Validity Test Result in Pre-Test

As discussed in the previous chapter, the questionnaire needed for pre-test is 30 questionnaires. However, during the data collection, the author was able to collect 31 answers and all of them will be calculated for the pre-test.

The fist step before pre-testing the data is determine the R-Table value. There are several steps:

1. Determine the degree of freedom value or df, by subtracting two from the total sample of the pre-test

$$df = 30\text{-}2 = 28$$

2. Determine the significance level, which 10% or 0,1.

As seen on the R-Table, the R value for 28 degree of freedom and 0.1 significance level is 0,306057- round up to 0,306. Therefore, the result of the validity pre-test must be higher than 0,306.

## Table 5 Validity Test Result in Pre-test for Variable X

**Correlations**

| | | x1.1 | x1.2 | x1.3 | x2.1 | x2.2 | x2.3 | x3.1 | x3.2 | x3.3 | x4.1 | x4.2 | x4.3 | x5.1 | x5.2 | x5.3 | x6.1 | x6.2 | x6.3 | gtotalx |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| x1.1 | Pearson Correlation | 1 | .298 | .530 | .354 | .387 | .244 | .408 | .292 | .173 | .647 | .670 | .371 | -.236 | .000 | .251 | .358 | .476 | .220 | .542 |
| | Sig. (2-tailed) | | .110 | .003 | .055 | .035 | .195 | .025 | .117 | .360 | .000 | .000 | .043 | .209 | 1.000 | .181 | .052 | .008 | .242 | .002 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x1.2 | Pearson Correlation | .298 | 1 | .421 | -.031 | .205 | .430 | .194 | -.039 | .184 | .171 | .390 | .426 | .219 | .250 | .487 | .095 | .588 | .175 | .491 |
| | Sig. (2-tailed) | .110 | | .020 | .870 | .277 | .018 | .303 | .839 | .332 | .365 | .033 | .019 | .245 | .182 | .006 | .619 | .001 | .355 | .006 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x1.3 | Pearson Correlation | .530 | .421 | 1 | .167 | .274 | .230 | .461 | .413 | .367 | .549 | .758 | .525 | .167 | .334 | .237 | .506 | .449 | .000 | .613 |
| | Sig. (2-tailed) | .003 | .020 | | .378 | .144 | .222 | .010 | .023 | .046 | .002 | .000 | .003 | .378 | .071 | .208 | .004 | .013 | 1.000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.1 | Pearson Correlation | .354 | -.031 | .167 | 1 | .527 | .181 | .216 | .147 | .055 | .228 | .375 | .097 | .227 | .331 | .295 | .315 | .295 | .385 | .449 |
| | Sig. (2-tailed) | .055 | .870 | .378 | | .003 | .337 | .252 | .438 | .775 | .225 | .041 | .609 | .228 | .074 | .114 | .090 | .114 | .036 | .013 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.2 | Pearson Correlation | .387 | .205 | .274 | .527 | 1 | .350 | .543 | .279 | .246 | .307 | .287 | .175 | .204 | .344 | .267 | .424 | .462 | .418 | .604 |
| | Sig. (2-tailed) | .035 | .277 | .144 | .003 | | .058 | .002 | .136 | .191 | .099 | .125 | .354 | .280 | .063 | .153 | .019 | .010 | .022 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.3 | Pearson Correlation | .244 | .430 | .230 | .181 | .350 | 1 | .487 | .404 | .600 | .375 | .467 | .629 | .432 | .335 | .485 | .325 | .553 | .522 | .744 |
| | Sig. (2-tailed) | .195 | .018 | .222 | .337 | .058 | | .006 | .027 | .000 | .041 | .009 | .000 | .017 | .070 | .007 | .080 | .002 | .003 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x3.1 | Pearson Correlation | .408 | .194 | .461 | .216 | .543 | .487 | 1 | .609 | .508 | .523 | .419 | .565 | .323 | .370 | .458 | .606 | .600 | .446 | .785 |
| | Sig. (2-tailed) | .025 | .303 | .010 | .252 | .002 | .006 | | .000 | .004 | .003 | .021 | .001 | .081 | .044 | .011 | .000 | .000 | .014 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x3.2 | Pearson Correlation | .292 | -.039 | .413 | .147 | .279 | .404 | .609 | 1 | .472 | .645 | .323 | .482 | .404 | .423 | .247 | .334 | .383 | .206 | .606 |
| | Sig. (2-tailed) | .117 | .839 | .023 | .438 | .136 | .027 | .000 | | .008 | .000 | .081 | .007 | .027 | .020 | .187 | .071 | .037 | .275 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x3.3 | Pearson Correlation | .173 | .184 | .367 | .055 | .246 | .600 | .508 | .472 | 1 | .329 | .340 | .457 | .273 | .218 | .367 | .413 | .403 | .229 | .612 |
| | Sig. (2-tailed) | .360 | .332 | .046 | .775 | .191 | .000 | .004 | .008 | | .076 | .066 | .011 | .145 | .247 | .046 | .023 | .027 | .224 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x4.1 | Pearson Correlation | .647 | .171 | .549 | .228 | .307 | .375 | .523 | .645 | .329 | 1 | .397 | .427 | .139 | .228 | .341 | .395 | .471 | .205 | .629 |
| | Sig. (2-tailed) | .000 | .365 | .002 | .225 | .099 | .041 | .003 | .000 | .076 | | .030 | .019 | .465 | .225 | .066 | .031 | .009 | .277 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x4.2 | Pearson Correlation | .670 | .390 | .758 | .375 | .287 | .467 | .419 | .323 | .340 | .397 | 1 | .508 | .131 | .249 | .335 | .358 | .504 | .201 | .657 |
| | Sig. (2-tailed) | .000 | .033 | .000 | .041 | .125 | .009 | .021 | .081 | .066 | .030 | | .004 | .491 | .185 | .071 | .052 | .004 | .288 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x4.3 | Pearson Correlation | .371 | .426 | .525 | .097 | .175 | .629 | .565 | .482 | .457 | .427 | .508 | 1 | .370 | .448 | .386 | .472 | .602 | .491 | .740 |
| | Sig. (2-tailed) | .043 | .019 | .003 | .609 | .354 | .000 | .001 | .007 | .011 | .019 | .004 | | .044 | .013 | .035 | .008 | .000 | .006 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x5.1 | Pearson Correlation | -.236 | .219 | .167 | .227 | .204 | .432 | .323 | .404 | .273 | .139 | .131 | .370 | 1 | .784 | .258 | .023 | .455 | .239 | .483 |
| | Sig. (2-tailed) | .209 | .245 | .378 | .228 | .280 | .017 | .081 | .027 | .145 | .465 | .491 | .044 | | .000 | .169 | .906 | .012 | .203 | .007 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x5.2 | Pearson Correlation | .000 | .250 | .334 | .331 | .344 | .335 | .370 | .423 | .218 | .228 | .249 | .448 | .784 | 1 | .374 | .203 | .445 | .489 | .598 |
| | Sig. (2-tailed) | 1.000 | .182 | .071 | .074 | .063 | .070 | .044 | .020 | .247 | .225 | .185 | .013 | .000 | | .042 | .283 | .014 | .006 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x5.3 | Pearson Correlation | .251 | .487 | .237 | .295 | .267 | .485 | .458 | .247 | .367 | .341 | .335 | .386 | .258 | .374 | 1 | .351 | .502 | .560 | .668 |
| | Sig. (2-tailed) | .181 | .006 | .208 | .114 | .153 | .007 | .011 | .187 | .046 | .066 | .071 | .035 | .169 | .042 | | .057 | .005 | .001 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x6.1 | Pearson Correlation | .358 | .095 | .506 | .315 | .424 | .325 | .606 | .334 | .413 | .395 | .358 | .472 | .023 | .203 | .351 | 1 | .272 | .441 | .611 |
| | Sig. (2-tailed) | .052 | .619 | .004 | .090 | .019 | .080 | .000 | .071 | .023 | .031 | .052 | .008 | .906 | .283 | .057 | | .146 | .015 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x6.2 | Pearson Correlation | .476 | .588 | .449 | .295 | .462 | .553 | .600 | .383 | .403 | .471 | .504 | .602 | .455 | .445 | .502 | .272 | 1 | .517 | .790 |
| | Sig. (2-tailed) | .008 | .001 | .013 | .114 | .010 | .002 | .000 | .037 | .027 | .009 | .004 | .000 | .012 | .014 | .005 | .146 | | .003 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x6.3 | Pearson Correlation | .220 | .175 | .000 | .385 | .418 | .522 | .446 | .206 | .229 | .205 | .201 | .491 | .239 | .489 | .560 | .441 | .517 | 1 | .621 |
| | Sig. (2-tailed) | .242 | .355 | 1.000 | .036 | .022 | .003 | .014 | .275 | .224 | .277 | .288 | .006 | .203 | .006 | .001 | .015 | .003 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| gtotalx | Pearson Correlation | .542 | .491 | .613 | .449 | .604 | .744 | .785 | .606 | .612 | .629 | .657 | .740 | .483 | .598 | .668 | .611 | .790 | .621 | 1 |
| | Sig. (2-tailed) | .002 | .006 | .000 | .013 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .007 | .000 | .000 | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

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

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

Source: SPSS

As seen on table 5, the highlighted numbers are the result from the question above 0,306. Therefore, the entire questions that represent variable X or Service Excellence are valid.

Table 6 Validity Pre-Test Result for Variable Y

**Correlations**

| | | y1 | y2 | y3 | y4 | y5 | totaly |
|---|---|---|---|---|---|---|---|
| y1 | Pearson Correlation | 1 | .206 | .327 | .285 | .176 | .525** |
| | Sig. (2-tailed) | | .275 | .077 | .127 | .353 | .003 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| y2 | Pearson Correlation | .206 | 1 | .477** | .489** | .303 | .728** |
| | Sig. (2-tailed) | .275 | | .008 | .006 | .103 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| y3 | Pearson Correlation | .327 | .477** | 1 | .354 | .458* | .807** |
| | Sig. (2-tailed) | .077 | .008 | | .055 | .011 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| y4 | Pearson Correlation | .285 | .489** | .354 | 1 | .285 | .685** |
| | Sig. (2-tailed) | .127 | .006 | .055 | | .128 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| y5 | Pearson Correlation | .176 | .303 | .458* | .285 | 1 | .665** |
| | Sig. (2-tailed) | .353 | .103 | .011 | .128 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| totaly | Pearson Correlation | .525** | .728** | .807** | .685** | .665** | 1 |
| | Sig. (2-tailed) | .003 | .000 | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |

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

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

Source: SPSS

As seen on table 6, the highlighted numbers are the results from the question are above 0.306. Therefore, the entire question that represents variable Y or Guest Satisfaction is valid.

### 4.2.1.2 Validity Test Result in Post-Test

As discussed in the previous chapter, the questionnaire needed for post-test is 68 questionnaires. But, the total questionnaires received are 85 respondents. During the data collection, all of the questions are answered correctly. The first step before testing the validity of the data is determine the R-Table value. There are several steps:

1.  Determine the degree of freedom value or df, by subtracting two from the total sample:

$$df = 85\text{-}2 = 83$$

2.  Determine the significance level , which is 10% or 0,1

Based on the Pearson's r table the critical value for 80 degree of freedom and 0.1. The significance level is 0.182196 rounds up to 0.18 therefore the result must be higher than 0.18.

Table 7 Validity Post-Test Result for variable X

Correlations

| | | x1.1 | x1.2 | x1.3 | x2.1 | x2.2 | x2.3 | x3.1 | x3.2 | x3.3 | x4.1 | x4.2 | x4.3 | x5.1 | x5.2 | x5.3 | x6.1 | x6.2 | x6.3 | grandtotalx |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| x1.1 | Pearson Correlation | 1 | .302 | .446 | .290 | .270 | .229 | .355 | .322 | .268 | .393 | .404 | .295 | .072 | .150 | .182 | .249 | .376 | .336 | .533 |
| | Sig. (2-tailed) | | .005 | .000 | .007 | .013 | .035 | .001 | .003 | .013 | .000 | .000 | .006 | .510 | .172 | .095 | .021 | .000 | .002 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| x1.2 | Pearson Correlation | .302 | 1 | .467 | .291 | .243 | .357 | .081 | .167 | .323 | .177 | .330 | .360 | .240 | -.004 | .490 | .240 | .354 | .354 | .548 |
| | Sig. (2-tailed) | .005 | | .000 | .007 | .025 | .001 | .461 | .126 | .003 | .105 | .002 | .001 | .027 | .974 | .000 | .027 | .001 | .001 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| x1.3 | Pearson Correlation | .446 | .467 | 1 | .376 | .114 | .124 | .140 | .359 | .293 | .352 | .389 | .545 | .250 | .212 | .374 | .352 | .358 | .209 | .563 |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .299 | .258 | .200 | .001 | .007 | .001 | .000 | .000 | .021 | .051 | .000 | .001 | .001 | .055 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| x2.1 | Pearson Correlation | .290 | .291 | .376 | 1 | .502 | .243 | .208 | .321 | .368 | .155 | .420 | .302 | .354 | .295 | .181 | .232 | .340 | .427 | .587 |
| | Sig. (2-tailed) | .007 | .007 | .000 | | .000 | .025 | .056 | .003 | .001 | .157 | .000 | .005 | .001 | .006 | .097 | .032 | .001 | .000 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| x2.2 | Pearson Correlation | .270 | .243 | .114 | .502 | 1 | .415 | .362 | .233 | .298 | .210 | .297 | .034 | .134 | .264 | .190 | .085 | .276 | .266 | .510 |
| | Sig. (2-tailed) | .013 | .025 | .299 | .000 | | .000 | .001 | .032 | .006 | .054 | .008 | .760 | .221 | .015 | .081 | .439 | .011 | .014 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| x2.3 | Pearson Correlation | .229 | .357 | .124 | .243 | .415 | 1 | .459 | .442 | .630 | .360 | .404 | .280 | .268 | .344 | .416 | .289 | .427 | .447 | .700 |
| | Sig. (2-tailed) | .035 | .001 | .258 | .025 | .000 | | .000 | .000 | .000 | .001 | .000 | .009 | .013 | .001 | .000 | .007 | .000 | .000 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| x3.1 | Pearson Correlation | .355 | .081 | .140 | .208 | .362 | .459 | 1 | .489 | .445 | .364 | .266 | .253 | .323 | .249 | .190 | .428 | .338 | .377 | .593 |
| | Sig. (2-tailed) | .001 | .461 | .200 | .056 | .001 | .000 | | .000 | .000 | .001 | .014 | .020 | .003 | .022 | .082 | .000 | .002 | .000 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| x3.2 | Pearson Correlation | .322 | .167 | .359 | .321 | .233 | .442 | .489 | 1 | .432 | .507 | .327 | .401 | .231 | .316 | .249 | .442 | .455 | .265 | .628 |
| | Sig. (2-tailed) | .003 | .126 | .001 | .003 | .032 | .000 | .000 | | .000 | .000 | .002 | .000 | .034 | .003 | .022 | .000 | .000 | .014 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| x3.3 | Pearson Correlation | .268 | .323 | .293 | .368 | .298 | .630 | .445 | .432 | 1 | .267 | .370 | .403 | .248 | .150 | .439 | .404 | .486 | .401 | .691 |
| | Sig. (2-tailed) | .013 | .003 | .007 | .001 | .006 | .000 | .000 | .000 | | .014 | .000 | .000 | .022 | .171 | .000 | .000 | .000 | .000 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| x4.1 | Pearson Correlation | .393 | .177 | .352 | .155 | .210 | .360 | .364 | .507 | .267 | 1 | .104 | .326 | .119 | .166 | .297 | .425 | .352 | .143 | .514 |
| | Sig. (2-tailed) | .000 | .105 | .001 | .157 | .054 | .001 | .001 | .000 | .014 | | .342 | .002 | .278 | .129 | .006 | .000 | .001 | .192 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| x4.2 | Pearson Correlation | .404 | .330 | .389 | .420 | .287 | .404 | .266 | .327 | .370 | .104 | 1 | .267 | .247 | .440 | .272 | .145 | .365 | .351 | .596 |
| | Sig. (2-tailed) | .000 | .002 | .000 | .000 | .008 | .000 | .014 | .002 | .000 | .342 | | .014 | .022 | .000 | .012 | .184 | .001 | .001 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| x4.3 | Pearson Correlation | .295 | .360 | .545 | .302 | .034 | .280 | .253 | .401 | .403 | .326 | .267 | 1 | .348 | .275 | .426 | .481 | .601 | .570 | .648 |
| | Sig. (2-tailed) | .006 | .001 | .000 | .005 | .760 | .009 | .020 | .000 | .000 | .002 | .014 | | .001 | .011 | .000 | .000 | .000 | .000 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| x5.1 | Pearson Correlation | .072 | .240 | .250 | .354 | .134 | .268 | .323 | .231 | .248 | .119 | .247 | .348 | 1 | .588 | .198 | .134 | .317 | .490 | .521 |
| | Sig. (2-tailed) | .510 | .027 | .021 | .001 | .221 | .013 | .003 | .034 | .022 | .278 | .022 | .001 | | .000 | .070 | .221 | .003 | .000 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| x5.2 | Pearson Correlation | .150 | -.004 | .212 | .295 | .264 | .344 | .249 | .316 | .150 | .166 | .440 | .275 | .588 | 1 | .057 | -.029 | .385 | .458 | .500 |
| | Sig. (2-tailed) | .172 | .974 | .051 | .006 | .015 | .001 | .022 | .003 | .171 | .129 | .000 | .011 | .000 | | .603 | .794 | .000 | .000 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| x5.3 | Pearson Correlation | .182 | .490 | .374 | .181 | .190 | .415 | .190 | .249 | .439 | .297 | .272 | .426 | .198 | .057 | 1 | .430 | .457 | .387 | .595 |
| | Sig. (2-tailed) | .095 | .000 | .000 | .097 | .081 | .000 | .082 | .000 | .006 | .012 | .000 | .000 | .070 | .603 | | .000 | .000 | .000 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| x6.1 | Pearson Correlation | .249 | .240 | .352 | .232 | .085 | .289 | .428 | .442 | .404 | .426 | .145 | .481 | .134 | -.029 | .430 | 1 | .371 | .316 | .539 |
| | Sig. (2-tailed) | .021 | .027 | .001 | .032 | .439 | .007 | .000 | .000 | .000 | .000 | .184 | .000 | .221 | .794 | .000 | | .000 | .003 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| x6.2 | Pearson Correlation | .376 | .354 | .358 | .340 | .276 | .427 | .338 | .455 | .486 | .352 | .365 | .601 | .317 | .385 | .457 | .371 | 1 | .622 | .726 |
| | Sig. (2-tailed) | .000 | .001 | .001 | .001 | .011 | .000 | .002 | .000 | .000 | .001 | .001 | .000 | .003 | .000 | .000 | .000 | | .000 | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| x6.3 | Pearson Correlation | .336 | .354 | .209 | .427 | .266 | .447 | .377 | .265 | .401 | .143 | .351 | .570 | .490 | .488 | .387 | .316 | .622 | 1 | .701 |
| | Sig. (2-tailed) | .002 | .001 | .055 | .000 | .014 | .000 | .000 | .014 | .000 | .192 | .001 | .000 | .000 | .000 | .000 | .003 | .000 | | .000 |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| grandtotalx | Pearson Correlation | .533 | .548 | .563 | .587 | .510 | .700 | .593 | .628 | .691 | .514 | .596 | .648 | .521 | .500 | .595 | .539 | .726 | .701 | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |

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

Source: SPSS

From the table of the post-test result for variable X is valid because, all the number pass the minimum of critical value based on r table of 0.18 so it can be concluded that all the questionnaires which represent the indicators for variable X that are used are valid for this research.

Table 8 Validity Post-Test Result for Variable Y

**Correlations**

|  |  | y1 | y2 | y3 | y4 | y5 | totaly |
|---|---|---|---|---|---|---|---|
| y1 | Pearson Correlation | 1 | .258* | .255* | .272* | .217* | .588** |
|  | Sig. (2-tailed) |  | .017 | .018 | .012 | .046 | .000 |
|  | N | 85 | 85 | 85 | 85 | 85 | 85 |
| y2 | Pearson Correlation | .258* | 1 | .211 | .240* | .545** | .708** |
|  | Sig. (2-tailed) | .017 |  | .053 | .027 | .000 | .000 |
|  | N | 85 | 85 | 85 | 85 | 85 | 85 |
| y3 | Pearson Correlation | .255* | .211 | 1 | .272* | .318** | .654** |
|  | Sig. (2-tailed) | .018 | .053 |  | .012 | .003 | .000 |
|  | N | 85 | 85 | 85 | 85 | 85 | 85 |
| y4 | Pearson Correlation | .272* | .240* | .272* | 1 | .166 | .587** |
|  | Sig. (2-tailed) | .012 | .027 | .012 |  | .130 | .000 |
|  | N | 85 | 85 | 85 | 85 | 85 | 85 |
| y5 | Pearson Correlation | .217* | .545** | .318** | .166 | 1 | .701** |
|  | Sig. (2-tailed) | .046 | .000 | .003 | .130 |  | .000 |
|  | N | 85 | 85 | 85 | 85 | 85 | 85 |
| totaly | Pearson Correlation | .588** | .708** | .654** | .587** | .701** | 1 |
|  | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  |
|  | N | 85 | 85 | 85 | 85 | 85 | 85 |

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

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

Source: SPSS

From the table above the post-test result for variable Y is valid because, all the number pass the minimum of critical value based on r table of 0.283 so it can be concluded that all the questionnaires which represent the indicators for variable Y that are used are valid for this research.

## 4.2.2    Reliablity Test

Once a questionnaire is prooved valid, reliability test is conducted. Reliability test is needed to measure the consistency of questionnaires over time. If the questionnaire passed the reliability test, then it can be used again to measure different sample. If a questionnaire is prooved reliable, it also means that the answer gathered from the data collection can be used for testing the hypotheses. In this study, the reliability test will be measured using Cronbach's Alpha. Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. In order a questionnaire to be reliable, the Cronbach's Alpha result in the test must exceed 0,60 with the equation as follows:

$$\text{Cronbach } \alpha > 0{,}600$$

### 4.2.2.1    Reliability Result in Pre-Test

Table 9 Reliability Pre-Test Result for Variable X

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| .903 | .909 | 18 |

Source: SPSS

From the table above the reliability pre-test result for variable X is reliable because, the value above 0.600 based on Cronbach's Alpha table so it can be concluded that all the questionnaires which represent the indicators for variable X that are used are reliable for this research.

Table 10 Reliability Pre-Test Result for Varialbe Y

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| .720 | .717 | 5 |

Source: SPSS

From the table above the reliability pre-test result for variable Y is reliable because, the value is above 0.600. So it can be concluded that all the questionnaires which represent the indicators for variable Y that are used are reliable for this research.

**4.2.2.2 Reliability Result in Post-Test**

Table 11 Reliability Post-Test Result for Variable X

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| .903 | .909 | 18 |

Source: SPSS

From the table above the reliability post-test result for variable X is reliable because, the value is above 0.600. So it can be concluded that all the questionnaires which represent the indicators for variable X that are used are reliable for this research.

Table 12 Reliability Post-Test Result for Variable Y

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| .656 | .655 | 5 |

Source: SPSS

From the table above the reliability post-test result for variable Y is reliable because, the value is above 0.600. So it can be concluded that all the questionnaires which represent the indicators for variable Y that are used are reliable for this research.

## 4.3 Classical Assumption Test

### 4.3.1 Normality Test Result

Table 13 Normality Test Result

**One-Sample Kolmogorov-Smirnov Test**

| | | Unstandardized Residual |
|---|---|---|
| N | | 85 |
| Normal Parameters[a,b] | Mean | 0E-7 |
| | Std. Deviation | 1.50238162 |
| Most Extreme Differences | Absolute | .089 |
| | Positive | .072 |
| | Negative | -.089 |
| Kolmogorov-Smirnov Z | | .822 |
| Asymp. Sig. (2-tailed) | | .509 |

a. Test distribution is Normal.

b. Calculated from data.

Source: SPSS

Based on the tale above, the highlighted number shows that the result is normal with the number of 0.509. The limit of the significant value is 0.10 which make the result passed the normality test.

### 4.3.2   Heteroscedasticity Test Result

Table 14 Hetersocedasticity Test Result

**Coefficients$^a$**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .112 | 1.053 | | .107 | .915 |
| | grandtotalx | .015 | .015 | .105 | .959 | .340 |

a. Dependent Variable: RES_2

Source: SPSS

Based on the table, the highlited numbers is not indicating that the result having heteroscedasticity, because the number is more than 0.10 which is the significant value.

Heteroscedasticity is mostly used for multi linear regression. However, this research type is simple linear regression and the number of the result have to exceed 0.10 and make the result of the test is homogeneous. Homogeneous means, the data spreaded homogeneously which means that the data spreaded evenly.

### 4.4   Hypothesis Test Result

Table 15 Hypothesis Test Result

**Coefficients$^a$**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 5.734 | 1.728 | | 3.319 | .001 |
| | grandtotalx | .191 | .025 | .641 | 7.610 | .000 |

a. Dependent Variable: totaly

Source: SPSS

The value of the minimum and maximum hypothesis 0 (ho) limit is 0.100. Based on the table above, the highlighted number is 0.000 which means that the hypothesis is positive and acceptable. In other words, service excellence have impact on the guest satisfaction.

The impact of each indicators of service excellence will be tested with chi-square test to see the which of the indicators of service excellence having the most significant impact towards guest satisfaction.

## 4.5 Variable Relationship

Table 16 Variable Relationship Test Result

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1 | .641[a] | .411 | .404 | 1.63569 |

a. Predictors: (Constant), grandtotalx

Source: SPSS

The result of the R square indicates how much service excellence impacts towards the guest satisfaction. It means that the relationship between the variables is 40%. 60% of the value is unknown variable that is not discussed in this research.

## 4.6 Rank of The Indicators

The rank of each indicators from service excellence is calculated by using chi square technique and the result from the calculation will in a form of percentage. The result will giving score to each indicators from service excellence towards guest satisfaction.

### 4.6.1 Attitude

Table 17 Attitude Test Result

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|-------|---------------------|--------------|--------------|
| Interval by Interval | Pearson's R | .473 | .101 | 4.892 | .000[c] |
| Ordinal by Ordinal | Spearman Correlation | .365 | .106 | 3.571 | .001[c] |
| N of Valid Cases | | 85 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Source: SPSS

Based on the table, the highlited number shows the value of how much do attitude contributes to service excellence. After the calculation process, Attitude contributes 22.3% to service excellence.

### 4.6.2  Attention

Table 18 Attention Test Result

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | .342 | .128 | 3.318 | .001[c] |
| Ordinal by Ordinal | Spearman Correlation | .182 | .115 | 1.689 | .095[c] |
| N of Valid Cases | | 85 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Source: SPSS

Based on the table above, the highlited number shows the value of how much do attention contributes to service excellence. After the calculation process, Attention contributes 11.6% to service excellence.

### 4.6.3  Action

Table 19 Action Test Result

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | .547 | .083 | 5.948 | .000[c] |
| Ordinal by Ordinal | Spearman Correlation | .451 | .092 | 4.603 | .000[c] |
| N of Valid Cases | | 85 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Source: SPSS

Based on the table above, the highlited number shows the value of how much do action contributes to service excellence. After the calculation process, Action contributes 29.9% to service excellence.

### 4.6.4   Abilty

Table 20 Ability Test Result

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | .635 | .089 | 7.492 | .000[c] |
| Ordinal by Ordinal | Spearman Correlation | .488 | .092 | 5.099 | .000[c] |
| N of Valid Cases | | 85 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Source: SPSS

Based on the table above, the highlited number shows the value of how much do ability contributes to service excellence. After the calculation process, Ability contributes 40.5% to service excellence.

### 4.6.5   Appearance

Table 21 Appearance Test Result

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | .538 | .088 | 5.818 | .000[c] |
| Ordinal by Ordinal | Spearman Correlation | .453 | .091 | 4.633 | .000[c] |
| N of Valid Cases | | 85 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Source: SPSS

Based on the table above, the highlited number shows the value of how much do appearance contributes to service excellence. After the calculation process, Appearance contributes 28.9% to service excellence.

### 4.6.6   Accountability

Table 22 Accountability Test Result

**Symmetric Measures**

|  |  | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | .536 | .093 | 5.780 | .000[c] |
| Ordinal by Ordinal | Spearman Correlation | .483 | .090 | 5.022 | .000[c] |
| N of Valid Cases |  | 85 |  |  |  |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Source: SPSS

Based on the table above, the highlited number shows the value of how much do accountability contributes to service excellence. After the calculation process, Accountability contributes 28.7% to service excellence.

Based on all the result from the Chi-Square test, Ability contributes the most significant impact toward the guest satisfaction in Sepa Island by 40.3%

## 4.7    Result and Discussion

From the result of each test conducted in chapter 4, all the pre-test and post- test data was valid and reliable. The validity test is using Pearson's correlation and the reliability test is based on the Cronbach's Alpha. The validity test  result was valid because the result of the validity test is exceeding 0,463. The reliability test for the pre-test and post-test result is acceptable and higher because, all the number is exceeding 0,600. The pre-testing was conducted before the post-test to ensure that all the questionnaires are valid and reliable before the post-test was conducted.

Classical assumption was conducted after the result of the post-test are valid and reliable. The classical assumption test are including Normality test and Heteroscadisticity test. By using the One-Sample Kolmogorov-Smirnov test, the result of the normality test was 0.509 which means, the data is normally distributed based on the significant value of 0.10. The result of the heteroscedasticity test is 0.340 which means that the data is homogeneous in the other word, the data is spreaded evenly. Heteroscedasticity is mostly used for multi linear regression however, this research type is simple linear regression and the number of the result is exceeding 0.10 and make the result of the test is homogeneous.

Hypothesis test was conducted after all the classical assumption test. The result from the hypothesis test is 0.000 with significant value of the minimum and maximum hypothesis 0 (ho) limit is 0.100. Which means that the hypothesis is positive and acceptable because, the result of the hypotesis test is less than 0.100. Based on the previous study that was conducted by Dayang Nailul Munna Abang Abdullah, and Francine Rozario that they quoted a research that was conducted by Kim, Moreo, and Yeh in 2004 service quality had a positive relationship with customer satisfaction. The result from the pevious study and this study is having the same conclution that stated that service excellence does having relation with the guest satisfaction.

The variable relationship result is taken from the R square table to show how significant is the service excellence towards guest satisfaction. The result from the table is 0.411 or 40%. 60% of the value is unknown variable that is not discussed in this research.

The rank of each of the indicator of service excellence was conducted by using Chi-square test. The highest result from service excellence's indicator that contributes towards guest satisfaction is Ability by 40.3%, followed by Action for 29.9%. Appearance and accountability having almost the same result for 28.9% and 28.7%. The next indicator is Attitude for 22.3% and the least indicator that impacts the guest satisfaction is attention for 11.6%.

Based on the result of the chi-square table the author assuming that the employee of Sepa Island does not make their attention for their first priority to satisfy the guest because, the employee sees the guests who stay in Sepa Island's priority is to relax and do not wanted to be disturbed by the employee of Sepa Island. The ability of the employee having the highest number of significant toward the guest satisfaction because, the employee have to be able to fulfill the guest request when they ask something to the employee, and they have to do what the guest expect and request.