

LAMPIRAN SPSS

Karakteristik Responden

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	111	55.5	55.5	55.5
Valid Perempuan	89	44.5	44.5	100.0
Total	200	100.0	100.0	

Umur

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 25 Tahun	67	33.5	33.5	33.5
Valid 26-30 Tahun	47	23.5	23.5	57.0
Valid 31-35 Tahun	24	12.0	12.0	69.0
Valid 36-40 Tahun	8	4.0	4.0	73.0
Valid 41-45 Tahun	12	6.0	6.0	79.0
Valid > 45 Tahun	42	21.0	21.0	100.0
Total	200	100.0	100.0	

Pendidikan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SD	45	22.5	22.5	22.5
Valid SMP	46	23.0	23.0	45.5
Valid SMA	70	35.0	35.0	80.5
Valid S1	39	19.5	19.5	100.0
Total	200	100.0	100.0	

Frekuensi Kunjungan

	Frequency	Percent	Valid Percent	Cumulative Percent
1	27	13.5	13.5	13.5
2	60	30.0	30.0	43.5
3	47	23.5	23.5	67.0
Valid 4	29	14.5	14.5	81.5
5	23	11.5	11.5	93.0
6	14	7.0	7.0	100.0
Total	200	100.0	100.0	

Lama Kunjungan

	Frequency	Percent	Valid Percent	Cumulative Percent
1	163	81.5	81.5	81.5
Valid 2	37	18.5	18.5	100.0
Total	200	100.0	100.0	

Pendapatan

	Frequency	Percent	Valid Percent	Cumulative Percent
< Rp. 2.000.000	138	69.0	69.0	69.0
Valid Rp. 2.000.000-6.000.000	43	21.5	21.5	90.5
> Rp. 6.000.000	19	9.5	9.5	100.0
Total	200	100.0	100.0	

Willingness To Pay

	Frequency	Percent	Valid Percent	Cumulative Percent
1000	93	46.5	46.5	46.5
Valid 5000	107	53.5	53.5	100.0
Total	200	100.0	100.0	

Lampiran Descriptive

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Jenis Kelamin	200	0	1	.45	.498
Umur	200	1	6	2.89	1.937
Pendidikan	200	1	4	2.52	1.047
Frekuensi Kunjungan	200	1	6	3.02	1.444
Lama Kunjungan	200	1	2	1.19	.389
Pendapatan	200	125000	12000000	2180525.00	2400733.682
Willingness To Pay	200	1000	5000	3140.00	2000.100
Valid N (listwise)	200				

Uji Asumsi Klasik

1. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		200
Normal Parameters ^{a,b}	Mean	21.6550425
	Std. Deviation	1635.39994165
	Absolute	.093
Most Extreme Differences	Positive	.093
	Negative	-.076
Kolmogorov-Smirnov Z		1.322
Asymp. Sig. (2-tailed)		.061

a. Test distribution is Normal.

b. Calculated from data.

2. Uji Heteroskedastisitas

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1640.055	252.118		6.505	.000
Jenis Kelamin	-165.972	120.174	-.107	-1.381	.169
Umur	7.195	30.810	.018	.234	.816
Pendidikan	-65.570	53.283	-.089	-1.231	.220
Frekuensi Kunjungan	-71.927	38.645	-.135	-1.861	.064
Lama Kunjungan	230.184	140.682	.116	1.636	.103
Pendapatan	1.830E-005	.000	.057	.786	.433

a. Dependent Variable: ABS_RES

3. Uji Multikolinearitas

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	669.749	554.841		1.207	.229		
Jenis Kelamin	967.301	264.470	.241	3.658	.000	.807	1.238
Umur	-76.110	67.804	-.074	-1.122	.263	.813	1.230
Pendidikan	442.930	117.261	.232	3.777	.000	.931	1.074
Frekuensi Kunjungan	209.394	85.046	.151	2.462	.015	.929	1.076
Lama Kunjungan	-43.452	309.601	-.008	-.140	.889	.965	1.036
Pendapatan	.000	.000	.311	5.061	.000	.926	1.080

a. Dependent Variable: Willingness To Pay

Uji Regresi Linear Berganda

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.569 ^a	.324	.303	1670.217

a. Predictors: (Constant), Pendapatan, Lama Kunjungan, Umur, Frekuensi Kunjungan, Pendidikan, Jenis Kelamin

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	257682156.981	6	42947026.164	15.395	.000 ^b
	Residual	538397843.019	193	2789626.130		
	Total	796080000.000	199			

a. Dependent Variable: Willingness To Pay

b. Predictors: (Constant), Pendapatan, Lama Kunjungan, Umur, Frekuensi Kunjungan, Pendidikan, Jenis Kelamin

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	669.749	554.841		1.207	.229
	Jenis Kelamin	967.301	264.470	.241	3.658	.000
	Umur	-76.110	67.804	-.074	-1.122	.263
	Pendidikan	442.930	117.261	.232	3.777	.000
	Frekuensi Kunjungan	209.394	85.046	.151	2.462	.015
	Lama Kunjungan	-43.452	309.601	-.008	-.140	.889
	Pendapatan	.000	.000	.311	5.061	.000

a. Dependent Variable: Willingness To Pay