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LAMPIRAN

KUESIONER

Perkenalkan saya Melan Angriani Asnawi mahasiswa Program Doktorat Ilmu Ekonomi Fakultas Ekonomi dan Bisnis, Universitas Hasanuddin. Sehubungan dengan tugas akhir saya tentang *“Pengaruh Media Sosial, Citra Destinasi, dan Produk Destinasi Melalui Keputusan Berwisata Terhadap Sustainability Tingkat Kunjungan Wisatawan di Daerah Tujuan Wisata (DTW) Provinsi Sulawesi Utara”*. Bersama ini saya mohon kesediaan Bapak/Ibu untuk mengisi daftar pernyataan Kuisoner dibawah ini. Saya mohon anda dapat menjawab pertanyaan dengan memberikan tanda *checklist* (√) pada jawaban yang anda pilih dan menuliskan jawabannya pada tempat yang telah disediakan.

Akhir kata saya ucapkan terima kasih kepada responden yang telah bersedia meluangkan waktunya untuk mengisi kuesioner ini.

Hormat saya

Melan Angriani Asnawi

I. Identitas Responden

Nama / Inisial (boleh tidak diisi) :

Umur :

Jenis Kelamin :

Agama :

Pendidikan Terakhir :

Pekerjaan :

II. Petunjuk Pengisian

- a. Pada lembaran ini terdapat beberapa pertanyaan yang harus saudara tanggapi. Kepada bapak/ibu/saudara/I kami mohon untuk berkenan menjawab seluruh pertanyaan yang ada dengan jujur dan sebenarnya.
- b. Dalam menjawab pertanyaan-pertanyaan ini, tidak ada jawaban yang salah. Oleh karena itu, usahakanlah agar tidak ada jawaban yang salah. Oleh karena itu, usahakanlah agar tidak ada jawaban yang dikosongkan.
- c. Berilah tanda *checklist* (√) pada kolom yang tersedia dan pilih sesuai keadaan yang sebenarnya.

- d. Ada enam alternative jawaban, yaitu:

ST = Sangat Tidak Setuju (6)

S = Setuju (5)

CS = Cukup Setuj (4)

KS = Kurang Setuju (3)

TS = Tidak Setuju (2)

STS= Sangat Setuju (1)

KUESIONER KUANTITATIF

NO	PERNYATAAN	ST	S	CS	KS	TS	STS
Variabel Media Sosial							
1	Sebagian besar destinasi wisata yang ada di provinsi Sulawesi Utara telah membuat konten yang menarik di media sosial (FB, IG, Twitter, Website, dsb) untuk mempromosikan destinasi terkait						

NO	PERNYATAAN	ST	S	CS	KS	TS	STS
2	Konten yang di sosial media terkait destinasi wisata di provinsi Sulawesi Utara memberikan informasi yang jelas melalui caption postingan media sosial (FB, IG, Twitter, Website, dsb).						
3	Admin media sosial (FB, IG, Twitter, Website, dsb) destinasi wisata di provinsi Sulawesi Utara responsif						
4	Akun media sosial (FB, IG, Twitter, Website, dsb) destinasi wisata di provinsi Sulawesi utara aktif berkomentar dan membalas komentar followers						
5	Followers akun media sosial (FB, IG, Twitter, Website, dsb) destinasi wisata di provinsi Sulawesi Utara aktif memberikan review ulasan pengalaman berkunjung di destinasi terkait.						
6	Calon pengunjung mudah memperoleh informasi terkait destinasi wisata di provinsi Sulawesi utara dengan melihat komentar/ ulasan review di sosial media						
Variabel Citra Destinasi							
7	Destinasi wisata yang ada di provinsi Sulawesi Utara memiliki kualitas lingkungan yang baik						
8	Destinasi wisata yang ada di provinsi Sulawesi Utara memiliki akses akomodasi yang mudah ke tujuan destinasi terkait						
9	Destinasi wisata yang ada di provinsi Sulawesi Utara memberikan suguhan hiburan yang bervariasi dan berkualitas						
10	Destinasi wisata yang ada di provinsi Sulawesi Utara memperhatikan dan melestarikan unsur budaya setempat						
11	Dengan berkunjung di destinasi wisata yang ada di provinsi Sulawesi Utara mampu merubah suasana hati wisatawan menjadi lebih baik						
Variabel Produk Destinasi							

NO	PERNYATAAN	ST	S	CS	KS	TS	STS
1 2	Provinsi Sulawesi Utara menyuguhkan produk destinasi wisata danau yang indah						
1 3	Provinsi Sulawesi Utara menyuguhkan produk destinasi wisata pulau- pulau yang indah						
1 4	Provinsi Sulawesi Utara menyuguhkan produk destinasi wisata berupa destinasi air terjun yang indah						
1 5	Provinsi Sulawesi Utara menyuguhkan produk destinasi wisata berupa taman nasional yang asri						
1 6	Provinsi Sulawesi Utara menyuguhkan produk destinasi wisata berupa destinasi kuliner yang unik dan menarik						
1 7	Provinsi Sulawesi Utara menyuguhkan produk destinasi wisata berupa landmark (patung yesus kristus, masjid, landmark pusat kota, dsb)						
1 8	Provinsi Sulawesi Utara menyuguhkan produk destinasi wisata berupa pegunungan/ bukit yang indah						
Variabel Keputusan Wisatawan							
19	Saya tertarik untuk berkunjung pada destinasi wisata yang ada di Provinsi Sulawesi Utara karena sesuai dengan kebutuhan wisata saya						
20	Saya tertarik untuk berkunjung pada destinasi wisata yang ada di Provinsi Sulawesi Utara karena informasi yang saya dapatkan terkait destinasi tersebut.						
21	Saya tertarik untuk berkunjung pada destinasi wisata yang ada di Provinsi Sulawesi Utara setelah melakukan evaluasi terhadap destinasi apa saja yang dapat saya jadikan alternative tujuan wisata						
22	Saya memutuskan untuk berwisata pada destinasi wisata yang ada di Provinsi Sulawesi Utara						

NO	PERNYATAAN	ST	S	CS	KS	TS	STS
23	Saya memiliki pengalaman positif setelah berkunjung pada destinasi wisata yang ada di Provinsi Sulawesi Utara sehingga saya akan mereferensikan destinasi tersebut untuk						
Variabel Loyalitas							
24	Destinasi wisata yang ada di provinsi Sulawesi Utara mampu menjaga lingkungan secara berkelanjutan						
25	Destinasi wisata yang ada di provinsi Sulawesi Utara dapat diterima secara kultural dan sosial						
26	Destinasi wisata yang ada di provinsi Sulawesi Utara menguntungkan pihak pelaku sektor pariwisata dan pihak wisatawan						
27	Destinasi wisata yang ada di provinsi Sulawesi Utara sudah dilengkapi dengan fasilitas teknologi yang canggih						
28	Destinasi wisata yang ada di provinsi Sulawesi Utara mampu menarik minat calon wisatawan baru untuk berkunjung						
29	Destinasi wisata yang ada di provinsi Sulawesi Utara mampu meningkatkan loyalitas wisatawan lama untuk terus berkunjung						

Terima kasih atas partisipasi anda untuk keberhasilan penelitian ini.

III. Identitas Responden

Nama / Inisial (boleh tidak diisi) :
Umur :
Jenis Kelamin :
Agama :
Pendidikan Terakhir :
Pekerjaan :

IV. Petunjuk Pengisian

- e. Pada lembaran ini terdapat beberapa pertanyaan yang harus sudara tanggapi. Kepada bapak/ibu/saudara/I kami mohon untuk berkenan menjawab seluruh pertanyaan yang ada dengan jujur dan sebenarnya.
- f. Dalam menjawab pertanyaan-pertanyaan ini, tidak ada jawaban yang salah. Oleh karena itu, usahakanlah agar tidak ada jawaban yang salah. Oleh karena itu, usahakanlah agar tidak ada jawaban yang dikosongkan.
- g. Berilah tanda *checklist* (√) pada kolom yang tersedia dan pilih sesuai keadaan yang sebenarnya.
- h. Ada enam alternative jawaban, yaitu:
4 = Sangat Baik/ Sangat Layak
3 = Baik/ Layak
2 = Tidak Baik/ Tidak Layak
1 = Sangat Tidak Baik/ Sangat Tidak Layak
Lainnya = Dimohon untuk menuliskan argument lain Saudara/I Responden

KUESIONER KUALITATIF

NO	PERTANYAAN	4	3	2	1
KEKUATAN (<i>STREIGHT</i>)					
1	Memiliki seni budaya tradisi yang beraneka ragam				
2	Memiliki budaya tradisi yang beraneka ragam				
3	Tersediannya fasilitas pendukung (Hotel,				

NO	PERTANYAAN	4	3	2	1
	restoran, perbankan, dll)				
4	Kemudahan akses destinasi wisata				
5	Keikutsertaan masyarakat local				
6	Keamanan dan kebersihan				
7	Pelayanan umum (polisi, kartor pos, akses komunikasi) yang baik				
8	Memiliki seni budaya tradisi yang beraneka ragam				
9	Lainnya (*mohon ditulis):				
KELEMAHAN (WEAKNESS)					
1	Kurangnya promosi dan penyebaran pariwisata sudah menyebar dalam ruang lingkup yang lebih besar (domestic dan internasional)				
2	Kurang bekerja sama dengan biro perjalan atau paket wisata				
3	Kurang mampu menjangkau pasangsa pasar yang				

NO	PERTANYAAN	4	3	2	1
	luas				
4	Belum terpenuhinya akomodasi kendaraan yang mencukupi				
5	Destinasi Wisata yang ditawarkan belum sepenuhnya memenuhi standar kelayakan operasional				
6	Kurangnya kerjasama dengan UMKM Lokal (pedagang/pembuat cendramata)				
7	Kurangnya sarana dan prasarana pariwisata yang baik				
8	Sumber Daya Manusia (pengeola/. Karyawan) professional kurang memadai				
9	Belum maksimalnya dukungan dari Investor dalam memajukan destinasi wisata				
10	Lainnya (*mohon ditulis):				
PELUANG (OPPORTUNITIES)					

NO	PERTANYAAN	4	3	2	1
1	Keikutsertaan destinasi wisata dalam berbagai bazar/ pameran yang dilaksanakan (regional maupun nasional)				
2	Bersinergi dengan pemerintah setempat dalam memajukan sector pariwisata				
3	Perencanaan pekan budaya				
4	Adanya Kerjasama antara kelompok pariwisata dengan kelompok lain (UMKM, dll) yang dapat mendukung kemajuan pariwisata				
5	Lainnya (*mohon ditulis):				
ANCAMAN (<i>THREATS</i>)					
1	Citra pariwisata sebagai pendorong perdagangan obat- obat terlarang, seks bebas/ prostitusi dan penyebaran penyakit HIV AIDS				
2	Citra pariwisata sebagai pencemaran lingkungan,				

NO	PERTANYAAN	4	3	2	1
	seni budaya dan kepribadian bangsa				
3	Kondisi cuaca yang tidak menentu				
4	Tingginya tingkat persaingan antar destinasi wisata dalam satu daerah				
5	Meningkatnya minat masyarakat sendiri untuk melakukan perjalanan ke daerah lain				
7	Lainnya (*mohon ditulis):				

C. VRIO Analysis

Ada enam alternative Pertanyaan yang dijawab dengan jawaban “YA/TIDAK” pada Martiks berikut:

Valuable: Apakah sumber daya destinasi wisata memiliki kemampuan untuk merespon peluang atau ancaman dari lingkungan eksternal?

Rare: Apakah sumber daya destinasi wisata saat ini dikendalikan oleh beberapa destinasi wisata pesaing?

Imitability: Apakah destinasi wisata yang tidak memiliki sumber daya yang sama menghadap kerugian biaya dalam memperoleh atau mengembangkan destinasi wisatanya?

Organized: Apakah ada sistem manajemen dan budaya organisasi dalam mendayagunakan secara efektif dan efisien sumber daya berharga, Langkah dan mahal?

Sumber Daya	Valuable	Rare	Costly To Imitate	Organization	Competitive Implication (*dikosongkan)
Sumber Daya Alam					
Sumber Daya Manusia					
Sumber Daya Manusia					
Sumber Daya Manusia Minat khusus					

D. STEEPLE Analysis

*silahkan dipilih aspek yang disajikan merupakan peluang atau tantangan (Dicentang) dari kesuksesan sector pariwisata.

1. Demografi (*Social*)

NO	PERTANYAAN	Peluang	Tantangan
1	Tradisi dan nilai kebudayaan setempat dapat mempengaruhi kesuksesan pariwisata		
2	Sikap dan perilaku warga setempat dapat menjadi peluang pengembangan setor pariwisata		
3	Trend sosial (trend wisata instagramable) dapat mempengaruhi kesuksesan pariwisata		
4	Psikologi konsumen dapat mempengaruhi kesuksesan pariwisata		
5	Harapan masyarakat dapat meningkatkan perekonomian lokal dengan adanya pariwisata dapat mempengaruhi kesuksesan pariwisata		
6	Lainnya (*dicatatat):		

2. Teknologi (*Technological*)

NO	PERTANYAAN	Peluang	Tantangan
1	Penerapan teknologi dapat menjadi peluang pengembangan setor pariwisata		
2	Pemanfaatan teknologi dapat meminimalisir biaya periklanan destinasi wisata		
3	SDM yang digunakan pada destinasi wisata dapat mengikuti kemajuan teknologi dan trend terbaru		
4	Lainnya (*dicatat):		

3. Ekonomi (*Economic*)

NO	PERTANYAAN	Peluang	Tantangan
1	Biaya hidup di lingkungan destinasi wisata dapat mempengaruhi kesuksesan pariwisata		
2	Harga produk destinasi wisata pesaing dapat mempengaruhi kesuksesan pariwisata		
3	Tingkat pertumbuhan PDB dapat mempengaruhi kesuksesan pariwisata		

4	Lainnya (*dicatat):
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4. Lingkungan (*Environment*)

NO	PERTANYAAN	Peluang	Tantangan
1	Perubahan Iklim dapat mempengaruhi kesuksesan pariwisata		
2	Peraturan dinas terkait memadahi untuk mendukung pelaku sektor pariwisata dalam menjaga lingkungan		
3	Kebersihan destinasi wisata dan lingkungan sekitar dapat mempengaruhi kesuksesan pariwisata		
4	Lainnya (*dicatat):		

5. Politic (*Political*)

NO	PERTANYAAN	Peluang	Tantangan
1	Kebijakan pemerintah dapat mempengaruhi kesuksesan pariwisata		
2	Situasi regulasi dinas pariwisata dapat dapat mempengaruhi kesuksesan pariwisata		
3	Administratif perizinan mudah diakses		
4	Lainnya (*dicatat):		

5. Hukum (*Law*)

NO	PERTANYAAN	Peluang	Tantangan
1	Sektor pariwisata dilindungi oleh undang- undang yang jelas		
2	Pendirian destinasi wisata telah berbadan hukum		
3	Lainnya (*dicatat):		

6. Etika (*Ethic*)

NO	PERTANYAAN	Peluang	Tantangan
1	Perilaku stakeholder yang terlibat (wisatawan, warga, pengelola destinasi wisata,dll) dapat mempengaruhi kesuksesan pariwisata		
2	Moralitas stakeholder yang terlibat (wisatawan, warga, pengelola destinasi wisata,dll) dapat mempengaruhi kesuksesan pariwisata		
3	Tugas dan Integritas yang baik dari pengelola destinasi wisata dapat mempengaruhi kesuksesan pariwisata		
3	Lainnya (*dicatat):		

OUTPUT UJI KUALITAS INSTRUMEN

Uji Validitas

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1
X1.1	Pearson Correlation	1	.824**	.232	.517**	.292	.396*	.705**
	Sig. (2-tailed)		.000	.217	.003	.117	.030	.000
	N	30	30	30	30	30	30	30
X1.2	Pearson Correlation	.824**	1	.224	.636**	.264	.527**	.753**
	Sig. (2-tailed)	.000		.234	.000	.159	.003	.000
	N	30	30	30	30	30	30	30
X1.3	Pearson Correlation	.232	.224	1	.636**	.783**	.401*	.711**
	Sig. (2-tailed)	.217	.234		.000	.000	.028	.000
	N	30	30	30	30	30	30	30
X1.4	Pearson Correlation	.517**	.636**	.636**	1	.574**	.684**	.879**
	Sig. (2-tailed)	.003	.000	.000		.001	.000	.000
	N	30	30	30	30	30	30	30
X1.5	Pearson Correlation	.292	.264	.783**	.574**	1	.624**	.768**
	Sig. (2-tailed)	.117	.159	.000	.001		.000	.000
	N	30	30	30	30	30	30	30
X1.6	Pearson Correlation	.396*	.527**	.401*	.684**	.624**	1	.791**
	Sig. (2-tailed)	.030	.003	.028	.000	.000		.000
	N	30	30	30	30	30	30	30
X1	Pearson Correlation	.705**	.753**	.711**	.879**	.768**	.791**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	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).

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2
X2.1	Pearson Correlation	1	.946**	.403*	.493**	.731**	.880**
	Sig. (2-tailed)		.000	.027	.006	.000	.000
	N	30	30	30	30	30	30
X2.2	Pearson Correlation	.946**	1	.379*	.521**	.705**	.874**
	Sig. (2-tailed)	.000		.039	.003	.000	.000
	N	30	30	30	30	30	30
X2.3	Pearson Correlation	.403*	.379*	1	.425*	.534**	.711**
	Sig. (2-tailed)	.027	.039		.019	.002	.000
	N	30	30	30	30	30	30
X2.4	Pearson Correlation	.493**	.521**	.425*	1	.421*	.715**
	Sig. (2-tailed)	.006	.003	.019		.021	.000
	N	30	30	30	30	30	30
X2.5	Pearson Correlation	.731**	.705**	.534**	.421*	1	.831**
	Sig. (2-tailed)	.000	.000	.002	.021		.000
	N	30	30	30	30	30	30
X2	Pearson Correlation	.880**	.874**	.711**	.715**	.831**	1
	Sig. (2-tailed)	.000	.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).

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3
X3.1	Pearson Correlation	1	.212	.359	.559**	.029	.620**	.609**	.788**
	Sig. (2-tailed)		.260	.051	.001	.880	.000	.000	.000
	N	30	30	30	30	30	30	30	30
X3.2	Pearson Correlation	.212	1	.185	-.048	.568**	.055	-.024	.468**
	Sig. (2-tailed)	.260		.327	.801	.001	.773	.898	.009
	N	30	30	30	30	30	30	30	30
X3.3	Pearson Correlation	.359	.185	1	.215	.296	.541**	.404*	.664**
	Sig. (2-tailed)	.051	.327		.253	.112	.002	.027	.000
	N	30	30	30	30	30	30	30	30
X3.4	Pearson Correlation	.559**	-.048	.215	1	-.248	.465**	.408*	.540**
	Sig. (2-tailed)	.001	.801	.253		.187	.010	.025	.002
	N	30	30	30	30	30	30	30	30
X3.5	Pearson Correlation	.029	.568**	.296	-.248	1	.101	.177	.416*
	Sig. (2-tailed)	.880	.001	.112	.187		.594	.349	.022
	N	30	30	30	30	30	30	30	30
X3.6	Pearson Correlation	.620**	.055	.541**	.465**	.101	1	.641**	.787**
	Sig. (2-tailed)	.000	.773	.002	.010	.594		.000	.000
	N	30	30	30	30	30	30	30	30
X3.7	Pearson Correlation	.609**	-.024	.404*	.408*	.177	.641**	1	.717**
	Sig. (2-tailed)	.000	.898	.027	.025	.349	.000		.000
	N	30	30	30	30	30	30	30	30
X3	Pearson Correlation	.788**	.468**	.664**	.540**	.416*	.787**	.717**	1
	Sig. (2-tailed)	.000	.009	.000	.002	.022	.000	.000	
	N	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).

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1
Y1.1	Pearson Correlation	1	.424*	.365*	.536**	.531**	.280	.681**
	Sig. (2-tailed)		.020	.047	.002	.003	.135	.000
	N	30	30	30	30	30	30	30
Y1.2	Pearson Correlation	.424*	1	.392*	.371*	.529**	.144	.621**
	Sig. (2-tailed)	.020		.032	.044	.003	.446	.000
	N	30	30	30	30	30	30	30
Y1.3	Pearson Correlation	.365*	.392*	1	.731**	.672**	.514**	.798**
	Sig. (2-tailed)	.047	.032		.000	.000	.004	.000
	N	30	30	30	30	30	30	30
Y1.4	Pearson Correlation	.536**	.371*	.731**	1	.710**	.533**	.857**
	Sig. (2-tailed)	.002	.044	.000		.000	.002	.000
	N	30	30	30	30	30	30	30
Y1.5	Pearson Correlation	.531**	.529**	.672**	.710**	1	.691**	.913**
	Sig. (2-tailed)	.003	.003	.000	.000		.000	.000
	N	30	30	30	30	30	30	30
Y1.6	Pearson Correlation	.280	.144	.514**	.533**	.691**	1	.693**
	Sig. (2-tailed)	.135	.446	.004	.002	.000		.000
	N	30	30	30	30	30	30	30
Y1	Pearson Correlation	.681**	.621**	.798**	.857**	.913**	.693**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

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

Correlations

		Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	Y2.6	Y2.7	Y2
Y2.1	Pearson Correlation	1	.770**	.369*	.696**	.681**	.449*	.565**	.856**
	Sig. (2-tailed)		.000	.044	.000	.000	.013	.001	.000
	N	30	30	30	30	30	30	30	30
Y2.2	Pearson Correlation	.770**	1	.357	.647**	.565**	.413*	.628**	.821**
	Sig. (2-tailed)	.000		.053	.000	.001	.023	.000	.000
	N	30	30	30	30	30	30	30	30
Y2.3	Pearson Correlation	.369*	.357	1	.434*	.232	.149	.254	.513**
	Sig. (2-tailed)	.044	.053		.017	.216	.433	.175	.004
	N	30	30	30	30	30	30	30	30
Y2.4	Pearson Correlation	.696**	.647**	.434*	1	.706**	.467**	.516**	.869**
	Sig. (2-tailed)	.000	.000	.017		.000	.009	.004	.000
	N	30	30	30	30	30	30	30	30
Y2.5	Pearson Correlation	.681**	.565**	.232	.706**	1	.736**	.597**	.842**
	Sig. (2-tailed)	.000	.001	.216	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30
Y2.6	Pearson Correlation	.449*	.413*	.149	.467**	.736**	1	.497**	.671**
	Sig. (2-tailed)	.013	.023	.433	.009	.000		.005	.000
	N	30	30	30	30	30	30	30	30
Y2.7	Pearson Correlation	.565**	.628**	.254	.516**	.597**	.497**	1	.750**
	Sig. (2-tailed)	.001	.000	.175	.004	.000	.005		.000
	N	30	30	30	30	30	30	30	30
Y2	Pearson Correlation	.856**	.821**	.513**	.869**	.842**	.671**	.750**	1
	Sig. (2-tailed)	.000	.000	.004	.000	.000	.000	.000	
	N	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).

UJI REABILITAS

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.793	.907	7

Inter-Item Correlation Matrix

	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1
X1.1	1.000	.824	.232	.517	.292	.396	.705
X1.2	.824	1.000	.224	.636	.264	.527	.753
X1.3	.232	.224	1.000	.636	.783	.401	.711
X1.4	.517	.636	.636	1.000	.574	.684	.879
X1.5	.292	.264	.783	.574	1.000	.624	.768
X1.6	.396	.527	.401	.684	.624	1.000	.791
X1	.705	.753	.711	.879	.768	.791	1.000

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.804	.914	6

Inter-Item Correlation Matrix

	X2.1	X2.2	X2.3	X2.4	X2.5	X2
X2.1	1.000	.946	.403	.493	.731	.880
X2.2	.946	1.000	.379	.521	.705	.874
X2.3	.403	.379	1.000	.425	.534	.711
X2.4	.493	.521	.425	1.000	.421	.715
X2.5	.731	.705	.534	.421	1.000	.831
X2	.880	.874	.711	.715	.831	1.000

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.753	.828	8

Inter-Item Correlation Matrix

	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3
X3.1	1.000	.212	.359	.559	.029	.620	.609	.788
X3.2	.212	1.000	.185	-.048	.568	.055	-.024	.468
X3.3	.359	.185	1.000	.215	.296	.541	.404	.664
X3.4	.559	-.048	.215	1.000	-.248	.465	.408	.540
X3.5	.029	.568	.296	-.248	1.000	.101	.177	.416
X3.6	.620	.055	.541	.465	.101	1.000	.641	.787
X3.7	.609	-.024	.404	.408	.177	.641	1.000	.717
X3	.788	.468	.664	.540	.416	.787	.717	1.000

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.792	.903	7

Inter-Item Correlation Matrix

	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1
Y1.1	1.000	.424	.365	.536	.531	.280	.681
Y1.2	.424	1.000	.392	.371	.529	.144	.621
Y1.3	.365	.392	1.000	.731	.672	.514	.798
Y1.4	.536	.371	.731	1.000	.710	.533	.857
Y1.5	.531	.529	.672	.710	1.000	.691	.913
Y1.6	.280	.144	.514	.533	.691	1.000	.693
Y1	.681	.621	.798	.857	.913	.693	1.000

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.786	.915	8

Inter-Item Correlation Matrix

	Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	Y2.6	Y2.7	Y2
Y2.1	1.000	.770	.369	.696	.681	.449	.565	.856
Y2.2	.770	1.000	.357	.647	.565	.413	.628	.821
Y2.3	.369	.357	1.000	.434	.232	.149	.254	.513
Y2.4	.696	.647	.434	1.000	.706	.467	.516	.869
Y2.5	.681	.565	.232	.706	1.000	.736	.597	.842
Y2.6	.449	.413	.149	.467	.736	1.000	.497	.671
Y2.7	.565	.628	.254	.516	.597	.497	1.000	.750
Y2	.856	.821	.513	.869	.842	.671	.750	1.000

OUTPUT UJI CFA PER-VARIABEL

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
X1.1 <--- Media_Sosial	1,000				
X1.2 <--- Media_Sosial	1,008	,121	8,299	***	par_1
X1.3 <--- Media_Sosial	1,731	,173	10,018	***	par_2
X1.4 <--- Media_Sosial	1,336	,151	8,835	***	par_3
X1.5 <--- Media_Sosial	1,715	,174	9,854	***	par_4
X1.6 <--- Media_Sosial	1,056	,133	7,933	***	par_5

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
X1.1 <--- Media_Sosial	,610
X1.2 <--- Media_Sosial	,637
X1.3 <--- Media_Sosial	,936
X1.4 <--- Media_Sosial	,710
X1.5 <--- Media_Sosial	,905
X1.6 <--- Media_Sosial	,611
X3.7 <--- Produk_Destinas	,765

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
X2.1 <--- Citra_Destinas	1,000				
X2.2 <--- Citra_Destinas	,979	,011	87,238	***	par_1
X2.3 <--- Citra_Destinas	,548	,049	11,196	***	par_2
X2.4 <--- Citra_Destinas	,523	,047	11,112	***	par_3
X2.5 <--- Citra_Destinas	,437	,046	9,419	***	par_4

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
X2.1 <--- Citra_Destinas	,997
X2.2 <--- Citra_Destinas	,993
X2.3 <--- Citra_Destinas	,601
X2.4 <--- Citra_Destinas	,599
X2.5 <--- Citra_Destinas	,534

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
X3.1 <--- Produk__Destinasi	1,000				
X3.2 <--- Produk__Destinasi	,888	,086	10,363	***	par_1
X3.3 <--- Produk__Destinasi	,897	,084	10,619	***	par_2
X3.4 <--- Produk__Destinasi	,901	,090	9,986	***	par_3
X3.5 <--- Produk__Destinasi	,727	,084	8,697	***	par_4
X3.6 <--- Produk__Destinasi	,955	,083	11,488	***	par_5
X3.7 <--- Produk__Destinasi	,825	,068	12,111	***	par_6

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
X3.1 <--- Produk__Destinasi	,797
X3.2 <--- Produk__Destinasi	,680
X3.3 <--- Produk__Destinasi	,708
X3.4 <--- Produk__Destinasi	,660
X3.5 <--- Produk__Destinasi	,588
X3.6 <--- Produk__Destinasi	,741

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Y1.1 <--- Keputusan__Berkunjung	1,000				
Y1.2 <--- Keputusan__Berkunjung	,970	,089	10,895	***	par_1
Y1.3 <--- Keputusan__Berkunjung	1,120	,085	13,194	***	par_2
Y1.4 <--- Keputusan__Berkunjung	1,101	,085	13,002	***	par_3
Y1.5 <--- Keputusan__Berkunjung	1,160	,096	12,104	***	par_4
Y1.6 <--- Keputusan__Berkunjung	,985	,094	10,504	***	par_5

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
Y1.1 <--- Keputusan__Berkunjung	,754
Y1.2 <--- Keputusan__Berkunjung	,714
Y1.3 <--- Keputusan__Berkunjung	,859
Y1.4 <--- Keputusan__Berkunjung	,843
Y1.5 <--- Keputusan__Berkunjung	,807
Y1.6 <--- Keputusan__Berkunjung	,716

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
X3.1 <--- Produk__Destinasi	1,000				
X3.2 <--- Produk__Destinasi	,888	,086	10,363	***	par_1
X3.3 <--- Produk__Destinasi	,897	,084	10,619	***	par_2
X3.4 <--- Produk__Destinasi	,901	,090	9,986	***	par_3
X3.5 <--- Produk__Destinasi	,727	,084	8,697	***	par_4
X3.6 <--- Produk__Destinasi	,955	,083	11,488	***	par_5
X3.7 <--- Produk__Destinasi	,825	,068	12,111	***	par_6

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
X3.1 <--- Produk__Destinasi	,797
X3.2 <--- Produk__Destinasi	,680
X3.3 <--- Produk__Destinasi	,708
X3.4 <--- Produk__Destinasi	,660
X3.5 <--- Produk__Destinasi	,588
X3.6 <--- Produk__Destinasi	,741

OUTPUT CFA FULL MODEL (AWAL)

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
X1.1	<-- -	Media_Sosial	1,000				
X1.2	<-- -	Media_Sosial	1,017	,117	8,689	***	par_1
X1.3	<-- -	Media_Sosial	1,666	,174	9,581	***	par_2
X1.4	<-- -	Media_Sosial	1,324	,145	9,105	***	par_3
X1.5	<-- -	Media_Sosial	1,652	,176	9,400	***	par_4
X2.1	<-- -	Citra_Destinasi	1,000				
X2.2	<-- -	Citra_Destinasi	,979	,011	93,229	***	par_5
X2.3	<-- -	Citra_Destinasi	,550	,049	11,232	***	par_6
X2.4	<-- -	Citra_Destinasi	,525	,047	11,169	***	par_7
X2.5	<--	Citra_Destinasi	,438	,046	9,445	***	par_8

			Estimate	S.E.	C.R.	P	Label
	-						
X3.1	<-- Produk__Destinasi		1,000				
	-						
X3.2	<-- Produk__Destinasi		,861	,083	10,373	***	par_9
	-						
X3.3	<-- Produk__Destinasi		,897	,081	11,100	***	par_10
	-						
X3.4	<-- Produk__Destinasi		,935	,087	10,709	***	par_11
	-						
X3.5	<-- Produk__Destinasi		,708	,081	8,713	***	par_12
	-						
X3.6	<-- Produk__Destinasi		,954	,080	11,919	***	par_13
	-						
X3.7	<-- Produk__Destinasi		,814	,066	12,304	***	par_14
	-						
Y1.1	<-- Keputusan__Berkunjung		1,000				
	-						
Y1.2	<-- Keputusan__Berkunjung		,992	,085	11,641	***	par_15
	-						
Y1.3	<-- Keputusan__Berkunjung		1,085	,081	13,451	***	par_16
	-						

		Estimate	S.E.	C.R.	P	Label
Y1.4	<-- Keputusan__Berkunjung	1,064	,081	13,150	***	par_17
	-					
Y1.5	<-- Keputusan__Berkunjung	1,137	,091	12,525	***	par_18
	-					
Y2.1	<-- Kunjungan__Wisatawan	1,000				
	-					
Y2.2	<-- Kunjungan__Wisatawan	,789	,064	12,307	***	par_19
	-					
Y2.3	<-- Kunjungan__Wisatawan	,726	,068	10,739	***	par_20
	-					
Y2.4	<-- Kunjungan__Wisatawan	,835	,099	8,436	***	par_21
	-					
Y2.5	<-- Kunjungan__Wisatawan	,798	,070	11,369	***	par_22
	-					
Y2.6	<-- Kunjungan__Wisatawan	,855	,070	12,155	***	par_28
	-					
Y1.6	<-- Keputusan__Berkunjung	,987	,089	11,101	***	par_29
	-					
X1.6	<-- Media_Sosial	1,066	,129	8,291	***	par_35
	-					
Y2.7	<-- Kunjungan__Wisatawan	,778	,071	10,986	***	par_36

	Estimate	S.E.	C.R.	P	Label
-					

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
X1.1 <--- Media_Sosial	,626
X1.2 <--- Media_Sosial	,660
X1.3 <--- Media_Sosial	,924
X1.4 <--- Media_Sosial	,722
X1.5 <--- Media_Sosial	,895
X2.1 <--- Citra_Destinas	,997
X2.2 <--- Citra_Destinas	,993
X2.3 <--- Citra_Destinas	,602
X2.4 <--- Citra_Destinas	,601
X2.5 <--- Citra_Destinas	,535
X3.1 <--- Produk__Destinas	,800
X3.2 <--- Produk__Destinas	,662
X3.3 <--- Produk__Destinas	,711
X3.4 <--- Produk__Destinas	,688
X3.5 <--- Produk__Destinas	,574
X3.6 <--- Produk__Destinas	,743

	Estimate
X3.7 <--- Produk__Destinasi	,757
Y1.1 <--- Keputusan__Berkunjung	,765
Y1.2 <--- Keputusan__Berkunjung	,741
Y1.3 <--- Keputusan__Berkunjung	,844
Y1.4 <--- Keputusan__Berkunjung	,827
Y1.5 <--- Keputusan__Berkunjung	,803
Y2.1 <--- Kunjungan__Wisatawan	,781
Y2.2 <--- Kunjungan__Wisatawan	,762
Y2.3 <--- Kunjungan__Wisatawan	,693
Y2.4 <--- Kunjungan__Wisatawan	,553
Y2.5 <--- Kunjungan__Wisatawan	,729
Y2.6 <--- Kunjungan__Wisatawan	,763
Y1.6 <--- Keputusan__Berkunjung	,728
X1.6 <--- Media_Sosial	,632
Y2.7 <--- Kunjungan__Wisatawan	,724

Output Composite Reliability (Model Awal)

$$\text{Construct Reliability} = \frac{(\sum \text{Std. Loading})^2}{(\sum \text{Std. Loading})^2 + \sum \varepsilon_j}$$

	Korelasi	error		Total		CR	
MS	0,626	0,034	Korelasi	27,66	27,66	0,99307	OK
	0,66	0,032	Error	0,19	27,85		
	0,924	0,024					
	0,722	0,037					
	0,895	0,026					
	0,632	0,04					
PD	0,8	0,02	Korelasi	6,24	6,24	0,97179	OK
	0,662	0,03	Error	0,18	6,42		
	0,711	0,026					
	0,688	0,032					
	0,574	0,031					
	0,743	0,025					
	0,757	0,017					
CD	0,997	0,003	Korelasi	12,22	12,22	0,99213	OK
	0,993	0,003	Error	0,10	12,32		
	0,602	0,032					
	0,601	0,03					
	0,535	0,029					
KB	0,765	0,018	Korelasi	9,85	9,85	0,98946	OK
	0,741	0,02	Error				
	0,844	0,013					
	0,827	0,014		0,11	9,96		
	0,803	0,019					
	0,728	0,021					
KW	0,781	0,025	Korelasi	2,12	2,12	0,98055	OK
	0,762	0,017	Error	0,04	2,16		
	0,693	0,021					
	0,553	0,056					
	0,729	0,021					
	0,763	0,02					
	0,724	0,021					

Output Average Variance Extracted (Ave) (Model Awal)

$$\text{Variance Extracted} = \frac{\sum \text{Std. Loading}^2}{\sum \text{Std. Loading}^2 + \sum \varepsilon_j}$$

	Korelasi	error	Korelasi^2		Total		CR	Ket
MS	0,626	0,034	0,391876	Korelasi^2	3,40	3,40	0,9463	OK
	0,66	0,032	0,4356	Error	0,19	3,60		
	0,924	0,024	0,853776					
	0,722	0,037	0,521284					
	0,895	0,026	0,801025					
	0,632	0,04	0,399424					
PD	0,8	0,02	0,64	Korelasi^2	3,51	3,51	0,951	OK
	0,662	0,03	0,438244	Error	0,18	3,69		
	0,711	0,026	0,505521					
	0,688	0,032	0,473344					
	0,574	0,031	0,329476					
	0,743	0,025	0,552049					
CD	0,757	0,017	0,573049					
	0,997	0,003	0,994009	Korelasi^2	2,99	2,99	0,9686	OK
	0,993	0,003	0,986049	Error	0,10	3,09		
	0,602	0,032	0,362404					
	0,601	0,03	0,361201					
KB	0,535	0,029	0,286225					
	0,765	0,018	0,585225	Korelasi^2	3,71	3,71	0,9724	OK
	0,741	0,02	0,549081	Error	0,11	3,81		
	0,844	0,013	0,712336					
	0,827	0,014	0,683929					
	0,803	0,019	0,644809					
KW	0,728	0,021	0,529984					
	0,781	0,025	0,609961	Korelasi^2	3,61	3,61	0,9523	OK
	0,762	0,017	0,580644	Error	0,18	3,80		
	0,693	0,021	0,480249					
	0,553	0,056	0,305809					
	0,729	0,021	0,531441					
	0,763	0,02	0,582169					
0,724	0,021	0,524176						

Output Uji Multikolinierity (Model Awal)

 Tidak Terjadi Multikolonearitas
 Terjadi Multikolonearitas

	Produk Destinasi	Citra Destinasi	Media Sosial	Keputusan Berwisata	Kunjungan Wisatawan
Produk Destinasi	0,309				
Citra Destinasi	0,252	0,645			
Media Sosial	0,076	0,115	0,204		
Keputusan Berwisata	0,223	0,208	0,071	0,234	
Kunjungan Wisatawan	0,271	0,296	0,128	0,25	0,355

Output Normality Test (Model Awal)

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
Y2.7	4	6	-0,188	-1,15	-0,65	-1,989
X1.6	3	6	-0,58	-3,55	-0,18	-0,551
Y1.6	3	6	-0,411	-2,514	0,061	0,185
Y2.6	3	6	-0,414	-2,532	0,411	1,257
Y2.5	3	6	-0,377	-2,311	0,087	0,266
Y2.4	3	6	-0,32	-1,962	-0,692	-2,118
Y2.3	3	6	-0,246	-1,508	-0,069	-0,212
Y2.2	4	6	-0,135	-0,827	-0,512	-1,567
Y2.1	3	6	-0,443	-2,711	-0,15	-0,46
Y1.5	3	6	-0,416	-2,546	-0,219	-0,671
Y1.4	3	6	-0,207	-1,265	-0,044	-0,136
Y1.3	3	6	-0,336	-2,06	0,428	1,311
Y1.2	3	6	-0,282	-1,725	-0,271	-0,83
Y1.1	4	6	-0,355	-2,173	-0,686	-2,099
X3.7	3	6	-0,418	-2,561	0,041	0,124
X3.6	3	6	-0,486	-2,976	-0,665	-2,035
X3.5	3	6	-0,637	-3,904	0,247	0,757
X3.4	2	6	-0,627	-3,842	0,602	1,842
X3.3	3	6	-0,516	-3,158	-0,047	-0,144
X3.2	2	6	-1,312	-8,035	3,283	10,053
X3.1	3	6	-0,626	-3,835	-0,146	-0,446
X2.5	4	6	-0,402	-2,463	-0,751	-2,3
X2.4	3	6	-0,442	-2,707	0,224	0,687
X2.3	2	6	-0,794	-4,863	1,766	5,409
X2.2	3	6	-0,48	-2,937	-0,092	-0,283
X2.1	3	6	-0,491	-3,006	-0,132	-0,404
X1.5	3	6	-0,537	-3,286	-0,182	-0,559
X1.4	3	6	-0,438	-2,683	-0,439	-1,343
X1.3	3	6	-0,479	-2,931	-0,207	-0,634
X1.2	3	6	-0,414	-2,533	-0,317	-0,969
X1.1	3	6	-0,779	-4,768	0,056	0,172
Multivariate					307,17	50,932

OUTPUT GOODNESS OF FIT (MODEL AWAL)

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	72	1476,488	424	,000	3,482
Model Number 2	72	1476,488	424	,000	3,482
Saturated model	496	,000	0		
Independence model	31	5996,217	465	,000	12,895

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,052	,690	,637	,589
Model Number 2	,052	,690	,637	,589
Saturated model	,000	1,000		
Independence model	,202	,157	,101	,147

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,754	,730	,811	,791	,810
Model Number 2	,754	,730	,811	,791	,810
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,105	,099	,111	,000
Model Number 2	,105	,099	,111	,000
Independence model	,230	,225	,236	,000

OUTPUT MODIFIKASI MODEL

Otput CFA Modifikasi

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
X1.1 <--- Media_Sosial	1,000				
X1.3 <--- Media_Sosial	1,835	,175	10,493	** *	par_1
X1.4 <--- Media_Sosial	1,296	,156	8,286	** *	par_2
X1.5 <--- Media_Sosial	1,787	,175	10,228	** *	par_3
X2.1 <--- Citra_Destinas	1,000				
X2.2 <--- Citra_Destinas	,994	,007	133,104	** *	par_4
X2.3 <--- Citra_Destinas	,536	,048	11,178	** *	par_5
X3.1 <--- Produk__Destinas	1,000				
X3.2 <--- Produk__Destinas	,898	,084	10,646	** *	par_6
X3.3 <--- Produk__Destinas	,857	,082	10,387	** *	par_7
X3.5 <--- Produk__Destinas	,722	,084	8,572	** *	par_8
X3.6 <--- Produk__Destinas	,960	,082	11,744	** *	par_9
X3.7 <--- Produk__Destinas	,803	,066	12,086	** *	par_10

	Estimate	S.E.	C.R.	P	Label
Y1.1 <--- Keputusan__Berwisata	1,000				
Y1.2 <--- Keputusan__Berwisata	1,051	,084	12,545	** *	par_11
Y1.3 <--- Keputusan__Berwisata	1,111	,079	14,051	** *	par_12
Y1.4 <--- Keputusan__Berwisata	1,046	,078	13,486	** *	par_13
Y1.5 <--- Keputusan__Berwisata	1,074	,087	12,369	** *	par_14
Y2.1 <--- Kunjungan__Wisatawan	1,000				
Y2.2 <--- Kunjungan__Wisatawan	,842	,066	12,809	** *	par_15
Y2.3 <--- Kunjungan__Wisatawan	,802	,069	11,556	** *	par_16
Y2.5 <--- Kunjungan__Wisatawan	,793	,073	10,902	** *	par_17

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
X1.1 <--- Media_Sosial	,594
X1.3 <--- Media_Sosial	,976
X1.4 <--- Media_Sosial	,672
X1.5 <--- Media_Sosial	,937
X2.1 <--- Citra_Destinas	,999
X2.2 <--- Citra_Destinas	,997
X2.3 <--- Citra_Destinas	,605
X3.1 <--- Produk__Destinas	,803
X3.2 <--- Produk__Destinas	,689
X3.3 <--- Produk__Destinas	,686
X3.5 <--- Produk__Destinas	,576
X3.6 <--- Produk__Destinas	,750

	Estimate
X3.7 <--- Produk__Destinasi	,764
Y1.1 <--- Keputusan__Berwisata	,785
Y1.2 <--- Keputusan__Berwisata	,784
Y1.3 <--- Keputusan__Berwisata	,868
Y1.4 <--- Keputusan__Berwisata	,835
Y1.5 <--- Keputusan__Berwisata	,783
Y2.1 <--- Kunjungan__Wisatawan	,786
Y2.2 <--- Kunjungan__Wisatawan	,816
Y2.3 <--- Kunjungan__Wisatawan	,764
Y2.5 <--- Kunjungan__Wisatawan	,733

Ouput Normality Test (Model Awal)

Variable	min	max	Skew	c.r.	kurtosis	c.r.
Y2.5	3,000	6,000	-,284	-1,713	-,138	-,417
Y2.3	3,000	6,000	-,231	-1,393	,047	,140
Y2.2	4,000	6,000	-,108	-,654	-,441	-1,329
Y2.1	3,000	6,000	-,401	-2,415	-,218	-,657
Y1.5	3,000	6,000	-,360	-2,171	-,347	-1,047
Y1.4	4,000	6,000	-,076	-,455	-,374	-1,126
Y1.3	3,000	6,000	-,344	-2,073	,530	1,597
Y1.2	3,000	6,000	-,278	-1,675	-,241	-,725
Y1.1	4,000	6,000	-,329	-1,986	-,660	-1,988
X3.7	4,000	6,000	-,226	-1,362	-,716	-2,157
X3.6	4,000	6,000	-,430	-2,590	-,913	-2,751
X3.5	3,000	6,000	-,653	-3,939	,280	,843
X3.3	3,000	6,000	-,459	-2,768	-,156	-,471
X3.2	2,000	6,000	-1,295	-7,807	3,410	10,276
X3.1	3,000	6,000	-,667	-4,021	,029	,088
X2.3	2,000	6,000	-,621	-3,744	1,132	3,412
X2.2	3,000	6,000	-,493	-2,970	-,089	-,269
X2.1	3,000	6,000	-,493	-2,973	-,110	-,332
X1.5	3,000	6,000	-,515	-3,102	-,168	-,507
X1.4	3,000	6,000	-,439	-2,646	-,437	-1,318
X1.3	3,000	6,000	-,455	-2,741	-,213	-,642
X1.1	3,000	6,000	-,797	-4,801	,144	,434
Multivariate					301,485	68,491

Output Compiosite Reliability (Model Modifikasi)

$$\text{Construct Reliability} = \frac{(\sum \text{Std. Loading})^2}{(\sum \text{Std. Loading})^2 + \sum \varepsilon_j}$$

	Korelasi	error				CR	Keterangan
MS	0,594	0,032	CR	15,86	15,86	0,9939	OK
	0,976	0,014	Error	0,10	15,95		
	0,672	0,037					
	0,937	0,015					
PD	0,803	0,02	CR	3,11	3,11	0,9545	OK
	0,689	0,029	Error	0,15	3,26		
	0,686	0,027					
	0,576	0,032					
	0,75	0,024					
	0,764	0,016					
CD	0,999	0,003	CR	5,70	5,70	0,9935	OK
	0,997	0,003	Error	0,04	5,73		
	0,605	0,031					
KW	0,785	0,016	CR	5,78	5,78	0,9867	OK
	0,784	0,018	Error				
	0,868	0,012					
	0,835	0,013		0,08	5,86		
	0,783	0,019					
STKB	0,786	0,026	CR	2,50	2,50	0,9835	OK
	0,816	0,016	Error	0,04	2,54		
	0,764	0,018					
	0,733	0,021					

Output Average Variance Extracted (Ave) (Model Modifikasi)



$$Variance\ Extracted = \frac{\sum Std.\ Loading^2}{\sum Std.\ Loading^2 + \sum \varepsilon_j}$$

	Korelasi	error	Korelasi^2				AVE	KET
MS	0,594	0,032	0,352836	CR^2	2,63	2,63	0,96414	OK
	0,976	0,014	0,952576	Error	0,10	2,73		
	0,672	0,037	0,451584					
	0,937	0,015	0,877969					
PD	0,803	0,02	0,644809	CR^2	3,07	3,07	0,95398	OK
	0,689	0,029	0,474721	Error	0,15	3,22		
	0,686	0,027	0,470596					
	0,576	0,032	0,331776					
	0,75	0,024	0,5625					
	0,764	0,016	0,583696					
CD	0,999	0,003	0,998001	CR^2	2,36	2,36	0,98455	OK
	0,997	0,003	0,994009	Error	0,04	2,40		
	0,605	0,031	0,366025					
KB	0,785	0,016	0,616225	CR^2	3,29	3,29	0,97687	OK
	0,784	0,018	0,614656	Error	0,08	3,37		
	0,868	0,012	0,753424					
	0,835	0,013	0,697225					
	0,783	0,019	0,613089					
KW	0,786	0,026	0,617796	CR^2	2,40	2,40	0,96741	OK
	0,816	0,016	0,665856	Error	0,08	2,49		
	0,764	0,018	0,583696					
	0,733	0,021	0,537289					

Output Uji Multikolinierity (Model modifikasi)

Uji Validitas dengan uji discriminant validity

Syarat: nilai akar kuadrat dari AVE harus lebih tinggi dari Nilai correlation antar variabel laten

 memenuhi
 tidak memenuhi

	Produk Destinasi	Citra Destinasi	Media Sosial	Keputusan Berwisata	Kunjungan Wisatawan
Produk Destinasi	0,299				
Citra Destinasi	0,214	0,638			
Media Sosial	0,045	0,095	0,181		
Keputusan Berwisata	0,211	0,2	0,055	0,231	
Kunjungan Wisatawan	0,248	0,277	0,098	0,223	0,342

OUTPUT GOODNESS OF FIT (MODEL AWAL)

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	54	452,670	199	,000	2,275
Model Number 2	54	452,670	199	,000	2,275
Saturated model	253	,000	0		
Independence model	22	4231,466	231	,000	18,318

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,037	,844	,802	,664
Model Number 2	,037	,844	,802	,664
Saturated model	,000	1,000		
Independence model	,193	,205	,129	,187

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,893	,876	,937	,926	,937
Model Number 2	,893	,876	,937	,926	,937
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,861	,769	,807
Model Number 2	,861	,769	,807
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,077	,067	,086	,000
Model Number 2	,077	,067	,086	,000
Independence model	,283	,275	,290	,000

OUTPUT HASIL UJI PENGARUH

			Estimate	S.E.	C.R.	P	Label
Keputusan__ Berwisata	<---	Media__ Sosial	0,102	0,059	1,716	0,086	par_21
Keputusan__ Berwisata	<---	Citra__ Destinasi	0,088	0,036	2,479	0,013	par_23
Keputusan__ Berwisata	<---	Produk__ Destinasi	0,626	0,071	8,857	***	par_24
Kunjungan__ Wisatawan	<---	Keputusan__ Berwisata	0,442	0,126	3,502	***	par_22
Kunjungan__ Wisatawan	<---	Citra__ Destinasi	0,129	0,043	3,023	0,003	par_25
Kunjungan__ Wisatawan	<---	Produk__ Destinasi	0,389	0,108	3,589	***	par_26
Kunjungan__ Wisatawan	<---	Media__ Sosial	0,24	0,073	3,289	0,001	par_27

Standardized Total Effects (Group number 1 - Default model)

	Produk__ Destinasi	Citra__ Destinasi	Media_Sosial	Keputusan__ Berwisata	Kunjungan__ Wisatawan
Keputusan__ Berwisata	0,712	0,147	0,09	0	0
Kunjungan__ Wisatawan	0,623	0,23	0,208	0,364	0

Standardized Direct Effects (Group number 1 - Default model)

	Produk__ Destinasi	Citra__ Destinasi	Media_Sosial	Keputusan__ Berwisata	Kunjungan__ Wisatawan
Keputusan__ Berwisata	0,712	0,147	0,09	0	0
Kunjungan__ Wisatawan	0,364	0,176	0,175	0,364	0

Standardized Indirect Effects (Group number 1 - Default model)

	Produk__ Destinasi	Citra__ Destinasi	Media_Sosial	Keputusan__ Berwisata	Kunjungan__ Wisatawan
Keputusan__ Berwisata	0	0	0	0	0
Kunjungan__ Wisatawan	0,259	0,053	0,033	0	0

OUTPUT UJI SOBEL TEST


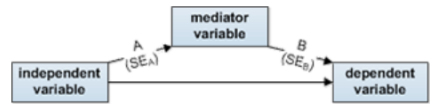
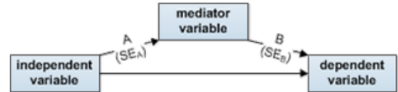
Media Sosial -> Keputusan_>kunjungan	
	
A: <input type="text" value="0.090"/>	<input data-bbox="893 537 909 560" type="button" value="?"/>
B: <input type="text" value="0.364"/>	<input data-bbox="893 571 909 593" type="button" value="?"/>
SE _A : <input type="text" value="0.059"/>	<input data-bbox="893 604 909 627" type="button" value="?"/>
SE _B : <input type="text" value="0.126"/>	<input data-bbox="893 638 909 660" type="button" value="?"/>
<input data-bbox="821 667 901 689" type="button" value="Calculate!"/>	
Sobel test statistic: 1.34892030	
One-tailed probability: 0.08868128	
Two-tailed probability: 0.17736257	
Produk destinasi -> Keputusan_>kunjungan	
	
A: <input type="text" value="0.712"/>	<input data-bbox="989 1041 1005 1064" type="button" value="?"/>
B: <input type="text" value="0.364"/>	<input data-bbox="989 1075 1005 1097" type="button" value="?"/>
SE _A : <input type="text" value="0.071"/>	<input data-bbox="989 1108 1005 1131" type="button" value="?"/>
SE _B : <input type="text" value="0.126"/>	<input data-bbox="989 1142 1005 1164" type="button" value="?"/>
<input data-bbox="893 1198 973 1220" type="button" value="Calculate!"/>	
Sobel test statistic: 2.77599640	
One-tailed probability: 0.00275164	
Two-tailed probability: 0.00550328	
Citra Destinasi -> Keputusan_>kunjungan	
	
A: <input type="text" value="0.712"/>	<input data-bbox="957 1601 973 1624" type="button" value="?"/>
B: <input type="text" value="0.364"/>	<input data-bbox="957 1635 973 1657" type="button" value="?"/>
SE _A : <input type="text" value="0.071"/>	<input data-bbox="957 1668 973 1691" type="button" value="?"/>
SE _B : <input type="text" value="0.126"/>	<input data-bbox="957 1702 973 1724" type="button" value="?"/>
<input data-bbox="869 1747 949 1769" type="button" value="Calculate!"/>	
Sobel test statistic: 2.77599640	
One-tailed probability: 0.00275164	
Two-tailed probability: 0.00550328	

FOTO DOKUMENTASI



