

# **LAMPIRAN**

## Lampiran .1 Surat Keterangan Penelitian



PEMERINTAH KABUPATEN LOMBOK TENGAH  
DINAS PARIWISATA DAN KEBUDAYAAN

Alamat :Jln. Gajah Mada No. 126 Tlp. (0370) 654378 & 654949 Praya 83511

### SURAT KETERANGAN TELAH MELAKUKAN PENELITIAN

Nomor : 070 / 24 / PARBUD

Yang bertanda tangan di bawah ini:

Nama : **H. LENDEK JAYADI, SE., MM**  
NIP : 19651231 198602 1 085  
Pangkat/Gol : Pembina (IV/a)  
Jabatan : Sekretaris Dinas Pariwisata dan Kebudayaan Kab. Lombok Tengah

Dengan ini menerangkan dengan sebenarnya :

Nama : **HARBYANTO JUNARTO**  
NIM : 20171020029  
Prodi : Magister Manajemen Program Pasca Sarjana  
Universitas : Muhammadiyah Yogyakarta.  
Judul Penelitian : “ Pengaruh Heritage Image, Destination Image, Experiential Quality dalam mempengaruhi Behavioral Intentions Wisatawan di Pantai Kuta Mandalika Lombok ”.

Bahwa memang benar telah melakukan penelitian / Riset di Dinas Pariwisata dan Kebudayaan Kabupaten Lombok Tengah selama 1 (Satu ) bulan.

Demikian Surat Keterangan ini kami buat untuk dapat dipergunakan sebagaimana mestinya.

Praya, 27 Januari 2020

An. Kepala Dinas Pariwisata dan Kebudayaan  
Kabupaten Lombok Tengah  
Sekretaris,



**LENDEK JAYADI, SE., MM**  
NIP. 19651231 198602 1 085

**Lampiran. 2 Kuesioner Penelitian**

Hello,

My name is Harbyanto Junarta, I am a student at Yogyakarta Muhammadiyah University (UMY). I am currently pursuing my master degree in Magister of Management.

I am doing my research project about "The Influence of Heritage Image, Destination Image, Experiential Quality, in Tourism Behavioral Intentions in Kuta Mandalika Beach". The purpose of this research is to observe the behavioral of the tourism that already visit Kuta Mandalika Lombok.

I designed a questionnaire. I am really appreciate your willing to fill this questionnaire. All personal respondent data will be protected. The data from this questionnaire is used only for completing this research.

Best regard.

Harbyanto Junarta

## QUESTIONNAIRE

### **THE INFLUENCE OF HERITAGE IMAGE, DESTINATION IMAGE, EXPERIENTIAL QUALITY, ON TOURISM BEHAVIORAL INTENTIONS IN KUTA MANDALIKA BEACH LOMBOK**

The surveys are aimed to the local and foreign tourists and it is taken in Kuta Mandalika  
beach Lombok

#### **A. Answering instruction**

1. Mark your questionnaire answer
2. Please read the questionnaire carefully
3. Every statement in questionnaire followed by five answer choices and chose one of five answer by reason below

<b>Category</b>	<b>Grade / score</b>
Very Disagree	1
Disagree	2
Neutral	3
Agree	4
Very Agree	5

4. Mark your answer by (√) to the available questionnaire answer according to the situation you feel
5. This questionnaire will run optimally by using your complete answer. Therefore, complete the answer and recheck before returning the questionnaire

**B. Respondent's Identity:****Have ever Visited Kuta Mandalika beach, minimum ages are 18 years old**

Name : .....

Gender : ( ) Male ( ) Female

Age : ( ) 17 – 25<sup>th</sup>  
 ( ) 26 – 35<sup>th</sup>  
 ( ) 36 – 45<sup>th</sup>  
 ( ) 46 – 55<sup>th</sup>  
 ( ) 56 – 65<sup>th</sup>

Country : .....

Occupation : ( ) Student  
 ( ) Employee  
 ( ) Businessman  
 ( ) Civil Servants  
 ( ) Other

Marital Status : ( ) Married ( ) Not Married

Last Education : ( ) Elementary School ( ) University  
 ( ) Junior High school ( ) Master  
 ( ) Senior High school ( ) Doctoral

Time of visits : ( ) 1 – 5 times visited  
 ( ) 6 – 10 times visited

## C. Research Questionnaire

### List of Statement

#### 1. Heritage Image

No	Statement	1	2	3	4	5
1	Kuta Mandalika beach famed with its history and an interesting image					
2	Unique cultural history of Kuta Mandalika					
3	Kuta Mandalika beach reflected the historical situation					
4	Kuta Mandalika beach has a combination between culture and value					

#### 2. Destination Image

No	Statement	1	2	3	4	5
1	Kuta Mandalika beach has a beautiful view of environment and nature					
2	Kuta Mandalika beach has a very clean environment					
3	The villagers are kind					
4	Easily to find the transportation heading to Kuta Mandalika beach					
5	Comfortable hotels and homestays are located around Kuta Mandalika beach					
6	An interesting shopping center in Kuta Mandalika beach					

### 3. Experiential Quality

No	Statement	1	2	3	4	5
1	The tour guide give such information by easy way to understand					
2	Kuta Mandalika beach is beyond my expectation					
3	I get a lot of interesting experiences in Kuta Mandalika beach					
4	I can enjoy a comfortable atmosphere around the beach					
5	I got a new experiences by visiting Kuta Mandalika beach					

### 4. Revisit Intentions

No	Statement	1	2	3	4	5
1	I will revisit this place next chance					
2	Kuta Mandalika beach become my priority reference in choosing the destination					
3	I have a personal interest to the Kuta Mandalika beach					
4	I love this beach					

**5. Intention to Recommend**

<b>No</b>	<b>Statement</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	I will recommend this place to another people					
2	I will tell them the beauty of this place					
3	I will invite my family and friends to visit this place					
4	I will recall the memory of visiting this beach more					

**Thank You**



**Lampiran. 3 Olah Data dengan AMOS 24**

**Confirmatory Factor Analysis (CFA)**

**1. Heritage Image**



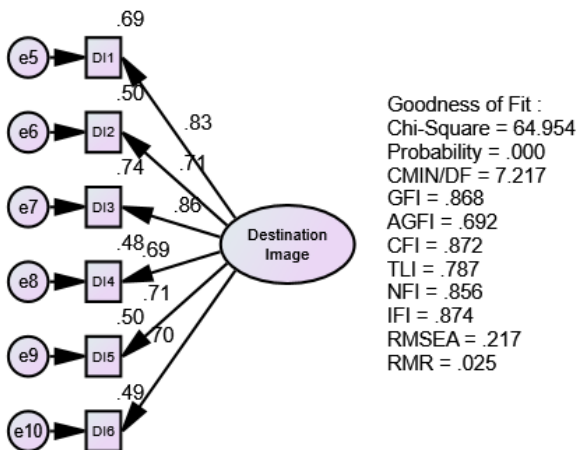
**Regression Weights: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
HI1 <--- Heritage_Image	1.000				
HI2 <--- Heritage_Image	.889	.066	13.472	***	par_1
HI3 <--- Heritage_Image	.989	.072	13.669	***	par_2
HI4 <--- Heritage_Image	.841	.068	12.420	***	par_3

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

	Estimate
HI1 <--- Heritage_Image	.888
HI2 <--- Heritage_Image	.863
HI3 <--- Heritage_Image	.870
HI4 <--- Heritage_Image	.825

**2. Destination Image**



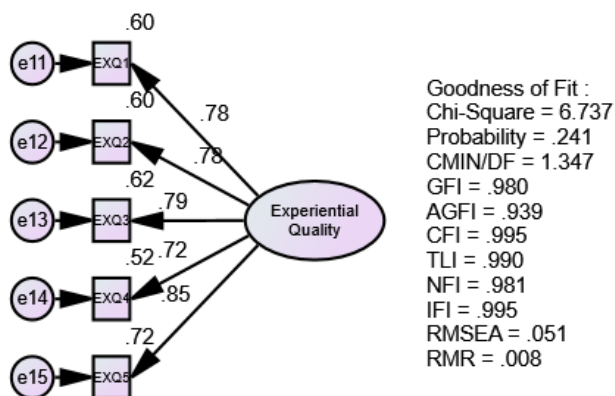
**Regression Weights: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
DI6 <--- Destination_Image	1.000				
DI5 <--- Destination_Image	1.038	.138	7.539	***	par_1
DI4 <--- Destination_Image	1.093	.149	7.336	***	par_2
DI3 <--- Destination_Image	1.435	.160	8.965	***	par_3
DI2 <--- Destination_Image	1.118	.149	7.524	***	par_4
DI1 <--- Destination_Image	1.443	.166	8.699	***	par_5

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

	Estimate
DI6 <--- Destination_Image	.699
DI5 <--- Destination_Image	.710
DI4 <--- Destination_Image	.690
DI3 <--- Destination_Image	.861
DI2 <--- Destination_Image	.708
DI1 <--- Destination_Image	.830

## 3. Experiential Quality

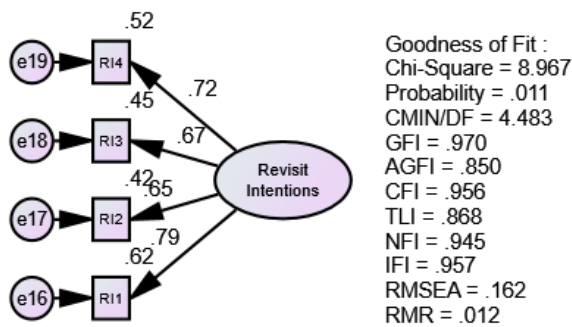
**Regression Weights: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
EXQ5 <--- Experiential_Quality	1.000				
EXQ4 <--- Experiential_Quality	.902	.098	9.185	***	par_1
EXQ3 <--- Experiential_Quality	.928	.090	10.290	***	par_2
EXQ2 <--- Experiential_Quality	.967	.095	10.124	***	par_3
EXQ1 <--- Experiential_Quality	.963	.095	10.092	***	par_4

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

	Estimate
EXQ5 <--- Experiential_Quality	.848
EXQ4 <--- Experiential_Quality	.724
EXQ3 <--- Experiential_Quality	.787
EXQ2 <--- Experiential_Quality	.777
EXQ1 <--- Experiential_Quality	.775

4. Revisit Intentions



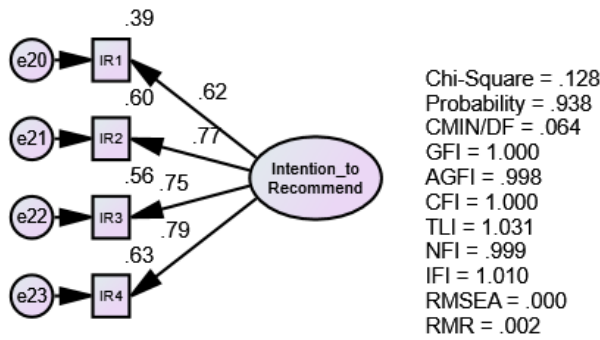
**Regression Weights: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
RI1 <--- Revisit_Intentions	1.000				
RI2 <--- Revisit_Intentions	.816	.124	6.610	***	par_1
RI3 <--- Revisit_Intentions	.842	.123	6.822	***	par_2
RI4 <--- Revisit_Intentions	1.004	.139	7.207	***	par_3

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

	Estimate
RI1 <--- Revisit_Intentions	.786
RI2 <--- Revisit_Intentions	.646
RI3 <--- Revisit_Intentions	.670
RI4 <--- Revisit_Intentions	.721

### 5. Intention to Recommend



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

	Estimate	S.E.	C.R.	P	Label
IR4 <--- Intention_to_Recommend	1.000				
IR3 <--- Intention_to_Recommend	.852	.106	8.046	***	par_1
IR2 <--- Intention_to_Recommend	.866	.105	8.255	***	par_2
IR1 <--- Intention_to_Recommend	.686	.102	6.755	***	par_3

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

	Estimate
IR4 <--- Intention_to_Recommend	.792
IR3 <--- Intention_to_Recommend	.747
IR2 <--- Intention_to_Recommend	.773
IR1 <--- Intention_to_Recommend	.624

### Uji Outliers

**Function Arguments** ? X

CHIINV

**Probability**  = 0.001

**Deg\_freedom**  = 23

= 49.72823247

This function is available for compatibility with Excel 2007 and earlier.  
Returns the inverse of the right-tailed probability of the chi-squared distribution.

**Deg\_freedom** is the number of degrees of freedom, a number between 1 and 10<sup>10</sup>, excluding 10<sup>10</sup>.

Formula result = 49.72823247

[Help on this function](#) OK Cancel

**Observations farthest from the centroid (Mahalanobis distance) (Group number 1)**

Observation number	Mahalanobis d-squared	p1	p2
21	34.495	.058	1.000
102	34.397	.060	.997
20	34.298	.061	.989
43	33.823	.068	.982
129	33.629	.071	.962
23	33.333	.075	.941
40	33.305	.076	.885
71	33.270	.076	.806
44	33.028	.081	.753
72	32.734	.086	.714
16	32.695	.087	.607
1	32.106	.098	.660
30	32.014	.100	.575
22	31.890	.102	.499
77	31.169	.119	.623
90	30.839	.127	.628
126	30.635	.132	.595
88	30.403	.138	.576
8	30.303	.141	.512
6	29.960	.151	.539
3	29.803	.155	.502
86	29.626	.160	.474
123	29.556	.163	.408
93	29.512	.164	.338
74	29.358	.169	.310
37	29.318	.170	.248
89	28.867	.185	.326
58	28.635	.193	.334
17	28.607	.194	.269
79	28.533	.196	.226
81	28.401	.201	.205
125	28.364	.202	.161
35	28.350	.203	.118
54	28.269	.206	.096
15	28.115	.211	.090
65	28.073	.213	.067
4	27.399	.239	.171
70	27.330	.242	.143
69	27.325	.242	.104
11	27.165	.249	.102
67	26.443	.280	.265
48	26.392	.283	.225

Observation number	Mahalanobis d-squared	p1	p2
97	26.178	.293	.245
38	26.168	.293	.193
12	26.158	.293	.149
32	26.113	.296	.120
118	26.076	.297	.095
80	25.784	.311	.127
130	25.776	.312	.094
95	25.642	.318	.091
132	25.417	.329	.108
115	25.347	.333	.092
64	25.181	.341	.097
106	25.122	.344	.080
39	24.806	.360	.118
60	24.624	.370	.130
83	24.594	.372	.103
46	24.285	.388	.148
49	24.179	.394	.140
87	24.142	.396	.113
63	24.057	.401	.101
76	24.018	.403	.081
112	24.006	.403	.060
5	23.994	.404	.043
124	23.873	.411	.042
29	23.797	.415	.036
33	23.700	.421	.032
107	23.566	.428	.033
75	23.528	.430	.025
18	23.503	.432	.018
53	23.443	.435	.014
34	23.299	.443	.015
24	23.242	.447	.011
13	23.023	.459	.016
84	22.984	.462	.012
113	22.937	.464	.009
61	22.848	.470	.007
10	22.832	.471	.005
31	22.472	.492	.012
51	22.087	.515	.028
127	22.083	.515	.019
62	21.379	.558	.101
94	21.208	.568	.113
42	21.203	.569	.084
92	21.101	.575	.079
128	21.009	.581	.072

Observation number	Mahalanobis d-squared	p1	p2
104	20.857	.590	.077
41	20.830	.591	.058
52	20.691	.600	.060
131	20.641	.603	.048
122	20.622	.604	.035
25	20.181	.631	.085
66	19.945	.645	.112
103	19.941	.645	.081
114	19.723	.659	.102
68	19.507	.671	.125
14	19.236	.687	.172
98	19.144	.693	.157
19	18.991	.702	.164
133	18.866	.709	.160

## Uji Normalitas

### Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
IR1	2.000	5.000	-.244	-1.149	.362	.852
IR2	2.000	5.000	-.429	-2.022	.896	2.110
IR3	2.000	5.000	-.413	-1.946	.658	1.548
IR4	2.000	5.000	-.589	-2.775	.403	.949
RI4	3.000	5.000	-.042	-.200	-.272	-.640
RI3	3.000	5.000	.081	.381	.290	.683
RI2	3.000	5.000	.065	.306	.302	.710
RI1	3.000	5.000	.084	.398	-.145	-.341
EXQ1	2.000	5.000	-.255	-1.201	.497	1.169
EXQ2	2.000	5.000	-.228	-1.072	.464	1.093
EXQ3	2.000	5.000	-.237	-1.117	.951	2.239
EXQ4	2.000	5.000	-.270	-1.273	.474	1.115
EXQ5	2.000	5.000	-.237	-1.117	.951	2.239
DI1	3.000	5.000	-.541	-2.547	-.848	-1.996
DI2	3.000	5.000	-.171	-.806	-.618	-1.455
DI3	3.000	5.000	-.365	-1.718	-.808	-1.902
DI4	3.000	5.000	-.215	-1.011	-.656	-1.544
DI5	3.000	5.000	-.032	-.149	-.219	-.516
DI6	3.000	5.000	-.005	-.026	-.110	-.259
HI4	2.000	5.000	-.765	-3.604	.286	.673
HI3	2.000	5.000	-.362	-1.705	-.610	-1.437
HI2	2.000	5.000	-.566	-2.664	-.088	-.208
HI1	2.000	5.000	-.575	-2.707	-.334	-.787
Multivariate					7.286	1.239

## Evaluasi Goodness of fit

### CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	51	364.759	225	.000	1.621
Saturated model	276	.000	0		
Independence model	23	1937.827	253	.000	7.659

### RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.031	.817	.775	.666
Saturated model	.000	1.000		
Independence model	.139	.296	.232	.271

### Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.812	.788	.918	.907	.917
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

### Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.889	.722	.816
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

### NCP

Model	NCP	LO 90	HI 90
Default model	139.759	91.426	196.004
Saturated model	.000	.000	.000
Independence model	1684.827	1548.487	1828.596

### FMIN

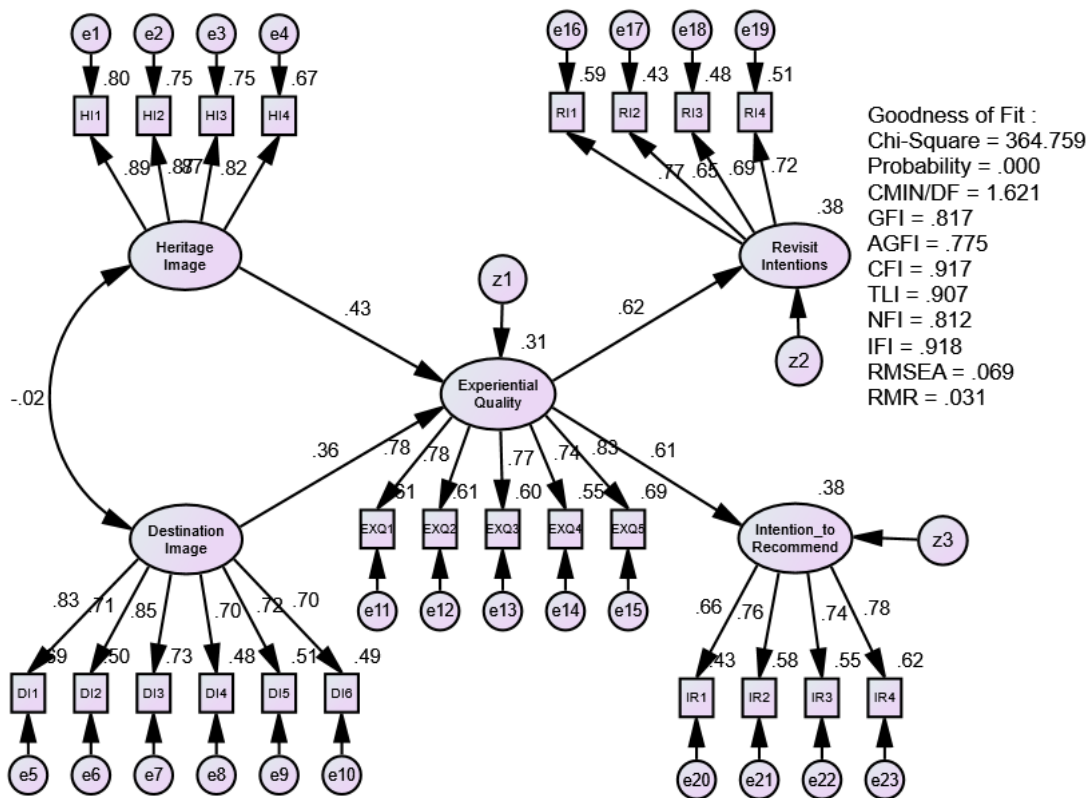
Model	FMIN	F0	LO 90	HI 90
Default model	2.763	1.059	.693	1.485
Saturated model	.000	.000	.000	.000
Independence model	14.681	12.764	11.731	13.853



**RMSEA**

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.069	.055	.081	.011
Independence model	.225	.215	.234	.000

**Uji Hipotesis**



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

		Estimate	S.E.	C.R.	P	Label
Experiential_Quality	<--- Destination_Image	.426	.109	3.924	***	par_19
Experiential_Quality	<--- Heritage_Image	.258	.053	4.845	***	par_20
Revisit_Intentions	<--- Experiential_Quality	.543	.091	5.968	***	par_21
Intention_to_Recommend	<--- Experiential_Quality	.711	.117	6.064	***	par_22

## Analisis Jalur

### Standardized Direct Effects (Group number 1 - Default model)

	Destination _Image	Heritage_ Image	Experiential_ Quality	Intention_to_Re commend	Revisit_Int entions
Experiential_Qua lity	.362	.426	.000	.000	.000
Intention_to_Re commend	.000	.000	.612	.000	.000
Revisit_Intention s	.000	.000	.619	.000	.000

### Standardized Indirect Effects (Group number 1 - Default model)

	Destination _Image	Heritage_ Image	Experiential_ Quality	Intention_to_Re commend	Revisit_Int entions
Experiential_Qua lity	.000	.000	.000	.000	.000
Intention_to_Re commend	.221	.261	.000	.000	.000
Revisit_Intention s	.224	.263	.000	.000	.000

### Standardized Total Effects (Group number 1 - Default model)

	Destination _Image	Heritage_ Image	Experiential_ Quality	Intention_to_Re commend	Revisit_Int entions
Experiential_Qua lity	.362	.426	.000	.000	.000
Intention_to_Re commend	.221	.261	.612	.000	.000
Revisit_Intention s	.224	.263	.619	.000	.000

### Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
Experiential_Quality	.306
Intention_to_Recommend	.375
Revisit_Intentions	.383

**Notes for Model (Default model)****Computation of degrees of freedom (Default model)**

Number of distinct sample moments:	276
Number of distinct parameters to be estimated:	51
Degrees of freedom (276 - 51):	225

**Result (Default model)**

Minimum was achieved

Chi-square = 364.759

Degrees of freedom = 225

Probability level = .000

## Lampiran. 4 Olah Data dengan SPSS 23

Usia \* Jenis\_Kelamin Crosstabulation

		Jenis_Kelamin		Total	
		Laki - Laki	Perempuan		
Usia	17 -25 th	Count	17	13	30
		% of Total	12.8%	9.8%	22.6%
	26 - 35 th	Count	44	28	72
		% of Total	33.1%	21.1%	54.1%
	36 - 45 th	Count	21	10	31
		% of Total	15.8%	7.5%	23.3%
Total	Count	82	51	133	
	% of Total	61.7%	38.3%	100.0%	

Usia \* Pekerjaan Crosstabulation

		Pekerjaan			Total	
		Mahasiswa	Karyawan Swasta	Pengusaha		
Usia	17 -25 th	Count	24	5	1	30
		% of Total	18.0%	3.8%	0.8%	22.6%
	26 - 35 th	Count	0	63	9	72
		% of Total	0.0%	47.4%	6.8%	54.1%
	36 - 45 th	Count	1	5	25	31
		% of Total	0.8%	3.8%	18.8%	23.3%
Total	Count	25	73	35	133	
	% of Total	18.8%	54.9%	26.3%	100.0%	

Usia \* Pendidikan\_Akhir Crosstabulation

		Pendidikan_Akhir			Total	
		SMA/Sederajat	Strata 1/S1	Strata 2/S2		
Usia	17 -25 th	Count	13	16	1	30
		% of Total	9.8%	12.0%	0.8%	22.6%
	26 - 35 th	Count	17	50	5	72
		% of Total	12.8%	37.6%	3.8%	54.1%
	36 - 45 th	Count	8	23	0	31
		% of Total	6.0%	17.3%	0.0%	23.3%
Total	Count	38	89	6	133	
	% of Total	28.6%	66.9%	4.5%	100.0%	

Usia \* Jumlah\_Kunjungan Crosstabulation

		Jumlah_Kunjungan		Total	
		1 - 5 Kali Kunjungan	6 - 10 Kali Kunjungan		
Usia	17 -25 th	Count	29	1	30
		% of Total	21.8%	0.8%	22.6%
	26 - 35 th	Count	66	6	72
		% of Total	49.6%	4.5%	54.1%
	36 - 45 th	Count	23	8	31
		% of Total	17.3%	6.0%	23.3%
Total	Count	118	15	133	
	% of Total	88.7%	11.3%	100.0%	

**Wilayah\_Negara \* Jenis\_Kelamin Crosstabulation**

			Jenis_Kelamin		Total
			Laki - Laki	Perempuan	
Wilayah_Negara	Asia Tenggara	Count	4	5	9
		% of Total	3.0%	3.8%	6.8%
	Asia Timur	Count	1	1	2
		% of Total	0.8%	0.8%	1.5%
	Asia Barat	Count	3	1	4
		% of Total	2.3%	0.8%	3.0%
	Asia Tengah	Count	1	0	1
		% of Total	0.8%	0.0%	0.8%
	Asia Selatan	Count	1	2	3
		% of Total	0.8%	1.5%	2.3%
	Eropa Tenggara	Count	4	1	5
		% of Total	3.0%	0.8%	3.8%
	Eropa Barat	Count	11	13	24
		% of Total	8.3%	9.8%	18.0%
	Eropa Tengah	Count	3	1	4
		% of Total	2.3%	0.8%	3.0%
	Eropa Utara	Count	12	4	16
		% of Total	9.0%	3.0%	12.0%
	Australia	Count	32	14	46
		% of Total	24.1%	10.5%	34.6%
Amerika Utara	Count	6	7	13	
	% of Total	4.5%	5.3%	9.8%	
Amerika Selatan	Count	4	2	6	
	% of Total	3.0%	1.5%	4.5%	
Total	Count	82	51	133	
	% of Total	61.7%	38.3%	100.0%	

Wilayah\_Negara \* Jumlah\_Kunjungan Crosstabulation

			Jumlah_Kunjungan		Total
			1 - 5 Kali Kunjungan	6 - 10 Kali Kunjungan	
Wilayah_Negara	Asia Tenggara	Count	7	2	9
		% of Total	5.3%	1.5%	6.8%
	Asia Timur	Count	2	0	2
		% of Total	1.5%	0.0%	1.5%
	Asia Barat	Count	4	0	4
		% of Total	3.0%	0.0%	3.0%
	Asia Tengah	Count	1	0	1
		% of Total	0.8%	0.0%	0.8%
	Asia Selatan	Count	3	0	3
		% of Total	2.3%	0.0%	2.3%
	Eropa Tenggara	Count	5	0	5
		% of Total	3.8%	0.0%	3.8%
	Eropa Barat	Count	19	5	24
		% of Total	14.3%	3.8%	18.0%
	Eropa Tengah	Count	4	0	4
		% of Total	3.0%	0.0%	3.0%
	Eropa Utara	Count	16	0	16
		% of Total	12.0%	0.0%	12.0%
	Australia	Count	38	8	46
		% of Total	28.6%	6.0%	34.6%
Amerika Utara	Count	13	0	13	
	% of Total	9.8%	0.0%	9.8%	
Amerika Selatan	Count	6	0	6	
	% of Total	4.5%	0.0%	4.5%	
Total	Count	118	15	133	
	% of Total	88.7%	11.3%	100.0%	

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