

Data Set of Corporate Image in The Hospitality Industry East Java, Indonesia

DATA RESEARCH IN LIKERT SCALE

Number of Units Analysis	Code's Instruments (CI-1)					Code's Instruments (CI-2)			
	CI-11	CI-12	CI-13	CI-14	CI-15	CI-21	CI-22	CI-23	CI-24
1	4	5	4	4	5	2	4	4	5
2	1	5	5	4	4	3	4	4	4
3	5	4	5	5	3	4	4	4	4
4	3	5	5	5	4	4	5	4	4
5	5	4	5	5	4	5	5	5	4
6	5	4	5	5	4	5	5	5	5
7	5	4	5	5	3	5	5	5	3
8	4	2	4	4	3	4	4	4	4
9	5	3	5	5	3	3	3	3	4
10	4	1	3	3	5	4	5	4	4
11	4	5	2	4	3	4	4	4	4
12	4	4	4	4	4	4	4	4	4
13	4	1	2	2	5	3	3	3	3
14	4	3	5	1	5	4	4	4	4
15	4	1	3	5	2	3	3	3	3
16	3	2	1	3	3	4	4	4	4
17	4	5	1	5	4	5	4	4	4
18	4	4	4	4	4	5	1	5	4
19	5	5	5	5	5	5	5	5	5
20	3	3	5	2	3	3	3	3	3
21	4	4	1	3	4	3	3	3	3
22	4	4	5	4	4	5	5	5	5
23	4	4	4	4	4	3	3	3	3
24	4	4	4	4	4	4	4	4	4
25	4	4	4	4	4	3	3	3	3
26	4	4	4	4	4	3	3	3	3
27	4	4	4	4	4	4	4	4	4
28	4	4	4	4	4	4	4	4	4
29	4	4	4	4	4	4	4	4	4
30	4	4	4	4	4	5	5	5	5
31	3	5	5	5	5	5	5	5	5
32	5	5	5	5	5	4	5	5	5
33	4	4	4	4	4	4	4	4	4
34	4	4	4	4	4	5	5	5	5
35	5	5	5	5	5	4	4	4	4

77	5	5	5	5	5	5	5	5	5
78	5	5	5	5	5	5	5	5	5
79	4	4	5	4	4	5	4	5	5
80	5	5	5	5	5	4	5	5	5
81	5	5	5	5	5	5	5	5	4
82	5	4	4	4	5	3	4	4	2
83	4	4	4	4	4	4	4	4	4
84	4	4	4	4	4	4	4	4	4
85	4	4	4	4	4	4	4	4	4
86	4	4	4	4	4	5	5	5	5
87	4	4	4	4	4	4	5	4	4
88	5	5	5	5	5	4	4	4	4
89	5	5	5	5	5	5	5	5	5
90	3	3	4	4	4	3	4	4	4
91	4	4	4	4	4	4	3	4	4
92	5	5	5	4	4	5	4	4	4
93	5	5	5	5	5	5	4	4	4
94	5	5	5	5	5	4	3	4	4
95	5	5	4	4	4	4	5	5	5
96	5	5	5	5	5	5	5	5	5
97	4	4	4	4	4	4	4	4	4
98	4	4	4	4	4	4	4	4	4
99	4	4	4	5	5	5	5	4	4
100	2	2	2	2	2	4	4	4	4
101	4	4	3	4	4	4	5	4	4
102	4	4	5	4	4	5	5	5	5
103	4	4	4	4	4	5	5	5	5
104	4	4	4	4	4	4	4	4	4
105	4	4	4	4	4	4	5	4	4
106	4	4	4	3	3	3	4	4	4
107	4	4	4	3	3	3	4	4	4
108	4	4	4	4	4	3	3	3	3
109	4	4	4	4	4	3	3	3	3
110	4	4	4	4	4	4	4	4	4
111	4	4	4	3	3	5	5	4	4
112	5	5	5	4	4	4	5	4	4
113	3	3	3	3	3	3	3	3	3
114	4	4	4	4	4	4	4	4	4
115	5	5	5	5	5	5	5	5	5
116	4	4	4	4	4	3	4	4	4
117	4	4	5	5	5	4	4	4	4

118	5	5	5	5	5		3	3	4	4
119	5	5	5	5	5		5	5	5	5
120	5	5	5	5	5		4	4	5	5
121	5	5	5	5	5		3	4	4	4
122	4	4	4	4	4		4	4	4	4
123	5	5	5	5	5		3	4	3	3
124	4	4	4	4	4		4	5	4	4
125	4	4	4	4	4		4	4	4	4
126	4	4	4	4	4		4	4	4	4
127	4	4	4	4	4		4	4	4	4
128	4	4	4	4	4		4	4	4	4
129	4	4	4	4	4		3	3	3	3
130	4	4	4	3	3		4	4	4	4
131	5	5	5	5	5		5	5	5	5
132	4	4	4	4	4		4	4	4	4
133	4	4	5	5	3		4	4	4	4
134	5	5	5	5	4		4	4	4	4
135	5	5	5	5	4		5	5	5	4
136	5	4	5	5	4		5	5	5	5
137	5	5	5	5	3		5	5	5	3
138	4	2	4	4	3		4	4	4	4
139	5	3	5	5	3		3	3	3	4
140	4	2	4	4	4		4	5	4	4
141	4	3	4	4	4		4	4	4	4
142	4	4	4	4	4		4	4	4	4
143	4	4	4	4	4		3	3	3	3
144	4	4	4	4	4		4	4	4	4
145	4	4	4	4	2		3	3	3	3
146	3	3	3	4	3		4	4	4	4
147	4	4	4	4	4		4	4	4	4
148	4	4	4	4	4		2	3	3	3
149	5	5	5	5	5		5	5	5	5
150	3	3	3	3	3		3	3	3	3
151	4	4	4	4	4		3	3	3	3
152	4	4	4	4	4		5	5	5	5
153	4	4	4	4	4		3	3	3	3
154	4	4	4	4	4		4	4	4	4
155	4	4	4	4	4		3	3	3	3
156	4	4	4	4	4		3	3	3	3
157	4	4	4	4	4		4	4	4	4
158	4	4	4	4	4		4	4	4	4

159	4	4	4	4	4		4	4	4	4
160	4	4	4	4	4		5	5	5	5
161	3	3	5	5	5		5	5	5	5
162	5	5	5	5	5		4	5	5	5
163	4	4	4	4	4		4	4	4	4
164	4	4	4	4	4		5	5	5	5
165	5	5	5	5	5		4	4	4	4
166	4	4	4	4	4		4	4	4	4
167	4	4	4	4	4		5	5	5	5
168	3	3	3	3	3		5	5	5	5
169	4	4	4	4	4		3	3	4	4
170	4	4	4	4	4		3	4	4	4
171	3	3	3	3	3		4	4	4	4
172	4	4	4	4	4		4	4	4	4
173	4	4	4	4	4		4	4	4	4
174	4	4	4	4	4		5	5	5	5
175	5	5	5	5	5		5	5	5	5
176	5	5	5	5	5		5	5	5	5
177	4	4	4	4	4		4	4	4	4
178	4	4	4	4	4		4	4	4	4
179	4	4	4	4	4		4	4	4	4
180	4	4	4	4	4		4	4	4	4
181	5	5	5	5	5		4	4	4	4
182	4	4	3	4	4		4	4	4	4
183	4	4	4	4	4		3	3	3	3
184	5	5	5	5	5		5	5	5	5
185	4	4	4	4	4		4	4	3	3
186	5	5	5	5	5		5	4	4	4
187	5	5	5	5	5		4	4	4	4
188	5	5	5	5	5		5	5	5	5
189	4	4	4	4	4		4	4	4	4
190	4	4	4	4	4		4	4	3	3
191	4	4	4	4	4		4	4	4	4
192	5	5	5	5	5		5	5	5	5
193	4	4	4	4	4		4	4	4	4
194	5	5	5	5	5		5	5	5	5
195	5	5	5	5	5		4	4	4	4
196	4	4	4	4	4		4	4	4	4
197	4	4	4	5	5		4	4	4	4
198	5	5	5	5	5		5	5	5	5
199	5	5	5	4	4		5	5	4	4

200	4	4	4	4	4		4	4	3	3
201	3	3	3	3	3		3	3	3	3
202	4	4	4	4	4		4	4	4	4
203	4	4	4	4	4		5	5	5	5
204	4	4	4	4	4		5	5	5	5
205	4	4	4	4	4		4	4	4	4
206	4	4	4	4	4		3	4	4	4
207	5	5	5	5	5		5	5	5	5
208	5	5	5	5	5		5	5	5	5
209	4	4	4	4	4		5	4	5	5
210	5	5	5	5	5		4	5	5	5
211	5	5	5	5	5		5	5	5	5
212	4	4	4	4	4		4	4	4	4
213	4	4	4	4	4		4	4	4	4
214	4	4	4	4	4		4	4	4	4
215	4	4	4	4	4		4	4	4	4
216	4	4	4	4	4		5	5	5	5
217	4	4	4	4	4		4	5	4	4
218	5	5	5	5	5		4	4	4	4
219	5	5	5	5	5		5	5	5	5
220	3	3	4	4	4		3	4	4	4
221	4	4	4	4	4		4	3	4	4
222	5	5	5	4	4		5	4	4	4
223	5	5	5	5	5		5	4	4	4
224	5	5	5	5	5		4	3	4	4
225	5	5	4	4	4		4	5	5	5
226	5	5	5	5	5		5	5	5	5
227	4	4	4	4	4		4	4	4	4
228	4	4	4	4	4		4	4	4	4
229	4	4	4	5	5		5	5	4	4
230	2	2	2	2	2		4	4	4	4
231	4	4	3	4	4		4	5	4	4
232	4	4	5	4	4		5	5	5	5

Validity Instrumens test

Correlations

Correlations

		Total_CI_1
CI-11	Pearson Correlation	,621
	Sig. (2-tailed)	,000
	N	232
CI-12	Pearson Correlation	,563
	Sig. (2-tailed)	,000
	N	232
CI-13	Pearson Correlation	,464
	Sig. (2-tailed)	,000
	N	232
CI-14	Pearson Correlation	,731
	Sig. (2-tailed)	,000
	N	232
CI-15	Pearson Correlation	,472
	Sig. (2-tailed)	,000
	N	232
Total_CI_1	Pearson Correlation	1
	N	232

Correlations

Correlations

		Total_CI_2
CI-21	Pearson Correlation	,552
	Sig. (2-tailed)	,000
	N	232
CI-22	Pearson Correlation	,581
	Sig. (2-tailed)	,000
	N	232
CI-23	Pearson Correlation	,672
	Sig. (2-tailed)	,000
	N	232
CI-24	Pearson Correlation	,393
	Sig. (2-tailed)	,000
	N	232
Total_CI_2	Pearson Correlation	1
	N	232

Reliability Test

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	232	100,0
	Excluded ^a	0	,0
	Total	232	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,761	5

Reliability Test

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	232	100,0
	Excluded ^a	0	,0
	Total	232	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,892	4

Descriptives Instruments

Descriptive Statistics

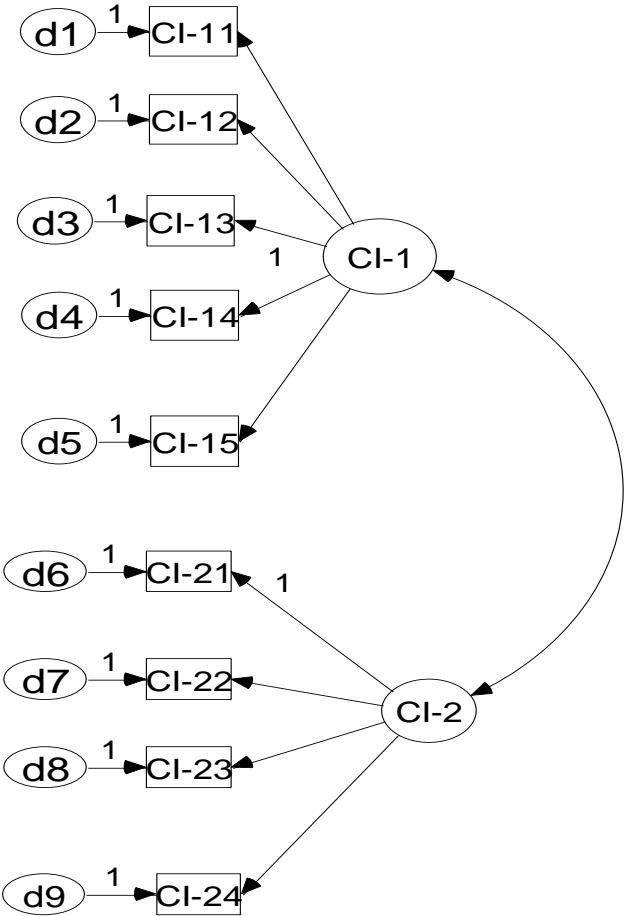
	N	Minimum	Maximum	Mean	Std. Deviation
CI-11	232	1,00	5,00	4,1722	,64011
CI-12	232	1,00	5,00	4,0523	,76046
CI-13	232	1,00	5,00	3,9115	,74377
CI-14	232	1,00	5,00	4,2525	,68398
CI-15	232	2,00	5,00	3,9852	,66129
aver_1	232	2,00	5,00	4,0747	,58563
Valid N (listwise)	232				

Descriptives Instruments

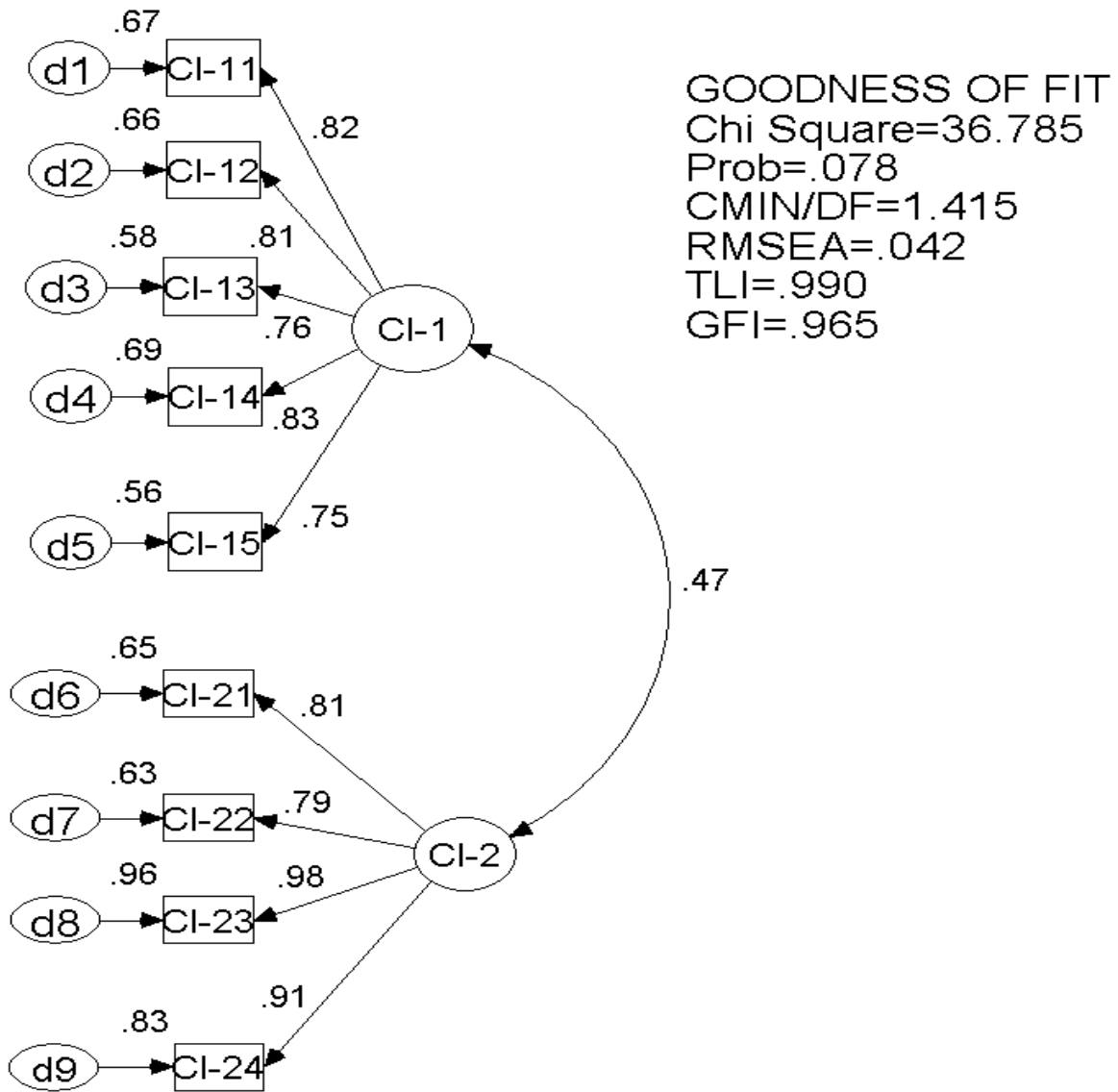
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CI-21	232	2,00	5,00	4,0202	,71508
CI-22	232	1,00	5,00	3,9333	,69524
CI-23	232	3,00	5,00	4,3302	,63931
CI-24	232	2,00	5,00	3,9901	,64506
aver_2	232	2,75	5,00	4,0684	,61138
Valid N (listwise)	232				

The Reseach Model



Result of The Reseach Model



Sample Correlations (Group number 1)

	CI_24	CI_15	CI_14	CI_11	CI_12	CI_13	CI_21	CI_22	CI_23
CI_24	1								
CI_15	0.38	1							
CI_14	0.34	0.61	1						
CI_11	0.29	0.61	0.70	1					
CI_12	0.35	0.63	0.67	0.65	1				
CI_13	0.36	0.55	0.63	0.63	0.62	1			
CI_21	0.71	0.32	0.36	0.36	0.35	0.34	1		
CI_22	0.72	0.32	0.31	0.29	0.31	0.31	0.73	1	
CI_23	0.90	0.37	0.37	0.34	0.38	0.38	0.79	0.77	1

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
CI_23	<---	X2	1.083	0.057	19.051	***	par_1
CI_22	<---	X2	0.956	0.067	14.196	***	par_2
CI_21	<---	X2	1				
CI_13	<---	X1	1				
CI_12	<---	X1	1.094	0.087	12.551	***	par_3
CI_11	<---	X1	0.931	0.073	12.717	***	par_4
CI_14	<---	X1	1.007	0.078	12.84	***	par_5
CI_15	<---	X1	0.878	0.077	11.435	***	par_6
CI_24	<---	X2	1.017	0.059	17.319	***	par_7

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

			Estimate
CI_23	<---	X2	0.979
CI_22	<---	X2	0.795
CI_21	<---	X2	0.808
CI_13	<---	X1	0.759
CI_12	<---	X1	0.811
CI_11	<---	X1	0.821
CI_14	<---	X1	0.831
CI_15	<---	X1	0.750
CI_24	<---	X2	0.911

Covariances: (Group number 1 - Default model)

covariances	Estimate	S.E.	C.R.	P	Label
X2 <-> X1	0.154	0.028	5.576	***	par_8

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

R Square	Estimate
CI_24	0.83
CI_15	0.56
CI_14	0.69
CI_11	0.67
CI_12	0.66
CI_13	0.58
CI_21	0.65
CI_22	0.63
CI_23	0.96