CHAPTER VII

STATISTICAL ANALYSIS OF DATA AND TESTING OF THE HYPOTHESIS
<table>
<thead>
<tr>
<th></th>
<th></th>
<th>CONTENT</th>
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<tbody>
<tr>
<td>7.1</td>
<td>INTRODUCTION</td>
<td>362</td>
</tr>
<tr>
<td>7.2</td>
<td>RESULTS OF THE FIRST HYPOTHESIS</td>
<td>363</td>
</tr>
<tr>
<td>7.3</td>
<td>RESULTS OF THE SECOND HYPOTHESIS</td>
<td>371</td>
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<tr>
<td>7.4</td>
<td>RESULT OF THE THIRD HYPOTHESIS</td>
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</table>
7.1) INTRODUCTION:

The conduct of any research activity must be designed in a way that the action will be able to address questions regarding the characteristics, relationships, patterns, and influences in a certain instance or event, collectively defined as the process of analysis. Present chapter will concentrate on the analyses the data that has been accumulated. Data analysis is one step and an important one.

Descriptive Statistics:

To test the three hypotheses of this research, we used chi-square at confidence level of 95%. With regards to the nature of five-point scale questions, therefore, we tested whether the mean value of each question was less than or greater than 3. Number 3 was the average number of the five choices in each question:

$$\mu_5 = \frac{1+2+3+4+5}{5} = 3$$

Thus, statistical hypothesis was set up as follows:

$$H0: \mu \leq \mu_5$$

$$H1: \mu > \mu_5$$

We analyzed sub hypotheses by SPSS software.
Table 7.1: Descriptive Statistics

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Used statistics</th>
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<tbody>
<tr>
<td>First hypothesis</td>
<td>Chi-square and T-test</td>
</tr>
<tr>
<td>Second hypothesis</td>
<td>Chi-square and T-test</td>
</tr>
<tr>
<td>Third hypothesis</td>
<td>Chi-square and T-test</td>
</tr>
</tbody>
</table>

7.2) RESULTS OF THE FIRST HYPOTHESIS:

**H0**) Administrative system of tourism companies does not have a definite impact on the quality of services offered by the company.

**H1**) Administrative system of tourism companies has a definite impact on the quality of services offered by the company.

The main data collection instrument for first hypothesis is questionnaire. For this purpose, a questionnaire was designed after reviewing the relevant literature. The questionnaire consisted of 21 questions, which were carefully designed to collect relevant data. So, the researcher sent questionnaire for top managers and general managers of 50 hotels and managers of 30 agencies Company. During the questionnaire launching, 150 questionnaires were completed and returned.
Table 7.2: value descriptive of each question.

<table>
<thead>
<tr>
<th>Options</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neither</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>points</td>
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</tr>
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</table>

Table 7.3: descriptive of Personal/Job Specification Related.

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<thead>
<tr>
<th>Age</th>
<th>25-35 years</th>
<th>35-45 years</th>
<th>more than 45 years</th>
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<tbody>
<tr>
<td>Number</td>
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<td>90</td>
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</table>

Table 7.4: descriptive of Personal/Job Specification Related.

<table>
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<tr>
<th>Qualification</th>
<th>diploma</th>
<th>bachelor</th>
<th>master</th>
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<td>Number</td>
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<td>80</td>
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Table 7.5: descriptive of Personal/Job Specification Related.

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<th>Experience</th>
<th>Less than 5 years</th>
<th>5-10 years</th>
<th>more than 10 years</th>
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</thead>
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<tr>
<td>Number</td>
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</table>
Table 7.6: descriptive of questionnaire results.

<table>
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<tr>
<th>No</th>
<th>Question</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>No comments</th>
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<td>0.08</td>
<td>0.04</td>
<td>0.05</td>
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<td>2</td>
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<td>0.09</td>
<td>0.01</td>
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</tr>
</tbody>
</table>
To test the first hypothesis of this research, we used chi-square and T-test at confidence level of 95%. With regards to the nature of five-point scale questions, therefore, we tested whether the mean value of each question was less than or greater than 3. Number 3 was the average number of the five choices in each question:

\[ \mu = \frac{1+2+3+4+5}{5} = 3 \]

Thus, statistical hypothesis was set up as follows:

- **H0**: \( \mu \leq \mu_h \)
- **H1**: \( \mu > \mu_h \)

Administrative system of tourism companies has a definite impact on the quality of services offered by the company. Chi-square concerning the test of first hypothesis is equal to 3498.222 (Table 5.6). By comparing this value with the table value with degree of freedom 4, we accept \( H1 \) and reject \( H0 \). The average of the questions measuring this hypothesis is 4.32 with 0.14 standard deviation. Thus, we could conclude that our respondents on average believe that Administrative system of tourism companies has a definite impact on the quality of services offered by the company (accepted \( H1 \)).
Table 7.7: Results of the first hypothesis.

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Average</th>
<th>Standard Deviation</th>
<th>Chi-square</th>
<th>Conclusion</th>
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Table 7.8: computing percentage frequency in hypotheses1 and Chi-Square test

Administrative system of tourism companies have a definite impact on the quality of services offered by the company.

<table>
<thead>
<tr>
<th>strongly disagree count(%)</th>
<th>Disagree count(%)</th>
<th>no comments count(%)</th>
<th>Agree count(%)</th>
<th>Strongly agree count(%)</th>
<th>Chi-Square</th>
<th>df</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>130(4.1%)</td>
<td>126(4.0%)</td>
<td>212(6.7%)</td>
<td>834(26.5%)</td>
<td>1848(58.7%)</td>
<td>3498.222a</td>
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</table>
Graph 7.1: drawing percentage frequency in hypotheses1

Table 7.9: computing index in hypotheses1 and T-test

Administrative system of tourism companies have a definite impact on the quality of services offered by the company.

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<th>Test Value = 3</th>
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</thead>
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<tr>
<td>Std. Deviation</td>
<td>.25733</td>
</tr>
<tr>
<td>T</td>
<td>62.614</td>
</tr>
<tr>
<td>df</td>
<td>149</td>
</tr>
<tr>
<td>p-value</td>
<td>.000</td>
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</tbody>
</table>
Table 7.10: computing percentage frequency in each question in hypotheses1 and Chi-Square test

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<th>question</th>
<th>strongly disagree count(%)</th>
<th>Disagree count(%)</th>
<th>no comments count(%)</th>
<th>Agree count(%)</th>
<th>Strongly agree count(%)</th>
<th>Chi-Square</th>
<th>df</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
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<td>6(4.0%)</td>
<td>30(20.0%)</td>
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<td>263.800</td>
<td>4</td>
<td>.000</td>
</tr>
<tr>
<td>2</td>
<td>7(4.7%)</td>
<td>6(4.0%)</td>
<td>10(6.7%)</td>
<td>39(26.0%)</td>
<td>88(58.7%)</td>
<td>165.000</td>
<td>4</td>
<td>.000</td>
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<td>3(2.0%)</td>
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<td>100(66.7%)</td>
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<td>67(44.7%)</td>
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<td>7(4.7%)</td>
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Administrative system of tourism companies have a definite impact on the quality of services offered by the company.

Table 7.11: computing index in each question in hypotheses1 and T-test

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</tbody>
</table>

### 7.3) RESULTS OF THE SECOND HYPOTHESIS:

**H0** The services qualitative dimension of tourism is not influence by the administrative system.

**H1** The services qualitative dimension of tourism is influence by the administrative system.
The main data collection instrument for second hypothesis is questionnaire. For this purpose, a questionnaire was designed after reviewing the relevant literature. The questionnaire consisted of 21 questions, which were carefully designed to collect relevant data. So, the researcher sent questionnaire for 195 tourists. During the questionnaire launching, 150 questionnaires were completed and returned.

**Table 7.12: value descriptive of each question.**

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<tr>
<th>Options</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neither</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
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<tr>
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<td>4</td>
<td>3</td>
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**Table 7.13: descriptive of Personal Related.**

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<td>Number</td>
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**Table 7.14: descriptive of Personal Related.**

<table>
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<th>master</th>
<th>PhD</th>
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<td>Number</td>
<td>22</td>
<td>78</td>
<td>39</td>
<td>11</td>
</tr>
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</table>
Table 7.15: descriptive of questionnaire results.

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<th>Agree</th>
<th>No comments</th>
<th>Disagree</th>
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<td>0.04</td>
<td>0.08</td>
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</table>
To test the second hypothesis of this research, we used chi-square and T-test at confidence level of 95%. With regards to the nature of five-point scale questions, therefore, we tested whether the mean value of each question was less than or greater than 3. Number 3 was the average number of the five choices in each question:

$$\mu = \frac{1+2+3+4+5}{5} = 3$$

Thus, statistical hypothesis was set up as follows:

$$H0: \mu \leq \mu_0$$

$$H1: \mu > \mu_0$$

The services qualitative dimension of tourism is influence by the administrative system. Chi-square concerning the test of second hypothesis is equal to 4242.324 (Table 5.7). By comparing this value with the table value with degree of freedom 4, we accept $H1$ and reject $H0$. The average of the questions measuring this hypothesis is 4.67 with 0.30 standard deviation. Thus, we could conclude that our respondents on average believe that the services qualitative dimension of tourism is influence by the administrative system (accepted H2).
### Table 7.16: Results of the second hypothesis.

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Average</th>
<th>Standard Deviation</th>
<th>Chi-square</th>
<th>Conclusion</th>
</tr>
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<tr>
<td>second hypothesis</td>
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### Table 7.17: computing percentage frequency in hypotheses2 and Chi-Square test

The qualitative dimension of tourism is influence by the administrative system of tourism companies.

<table>
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<th>Disagree</th>
<th>no comments</th>
<th>Agree</th>
<th>Strongly agree</th>
<th>Chi-Square</th>
<th>df</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>count(%)</td>
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<td>153(4.9%)</td>
<td>208(6.6%)</td>
<td>621(19.7%)</td>
<td>2047(65.0%)</td>
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<td>.000</td>
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</table>
The qualitative dimension of tourism is influenced by the administrative system of tourism companies.

Table 7.18: computing index in hypotheses2 and T-test

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</table>
Table 7.19: computing percentage frequency in each questions in hypotheses2 and Chi-Square test

The qualitative dimension of tourism is influence by the administrative system of tourism companies.

<table>
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<th>question</th>
<th>strongly disagree count(%)</th>
<th>Disagree count(%)</th>
<th>no comments count(%)</th>
<th>Agree count(%)</th>
<th>Strongly agree count(%)</th>
<th>Chi-Square</th>
<th>df</th>
<th>p-value</th>
</tr>
</thead>
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<td>11(7.3%)</td>
<td>42(28.0%)</td>
<td>82(54.7%)</td>
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<td>.000</td>
</tr>
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<td>8(5.3%)</td>
<td>8(5.3%)</td>
<td>29(19.3%)</td>
<td>99(66.0%)</td>
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<td>4</td>
<td>.000</td>
</tr>
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<td>2(1.3%)</td>
<td>5(3.3%)</td>
<td>6(4.0%)</td>
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<td>.000</td>
</tr>
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<td>2(1.3%)</td>
<td>8(5.3%)</td>
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<td>17(11.3%)</td>
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### Table 7.20: computing index in each question in hypotheses2 and T-test

The qualitative dimension of tourism is influence by the administrative system of tourism companies.

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</tr>
<tr>
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<tr>
<td>21</td>
<td>4.37</td>
</tr>
</tbody>
</table>
7.4) RESULT OF THE THIRD HYPOTHESIS:

**H0)** There is not a significant relationship between the price level and the tourist’s satisfaction.

**H1)** There is a significant relationship between the price level and the tourist’s satisfaction.

The main data collection instrument for third hypothesis is questionnaire. For this purpose, a questionnaire was designed after reviewing the relevant literature. The questionnaire consisted of 17 questions, which were carefully designed to collect relevant data. So, the researcher sent questionnaire for 195 tourists. During the questionnaire launching, 150 questionnaires were completed and returned.

**Table 7.21: value descriptive of each question.**

<table>
<thead>
<tr>
<th>Options</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>points</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
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</table>

**Table 7.22: descriptive of Personal Related.**

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<tr>
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<th>35-45 years</th>
<th>more than 45 years</th>
</tr>
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<tbody>
<tr>
<td>Number</td>
<td>30</td>
<td>101</td>
<td>19</td>
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</table>

**Table 7.23: descriptive of Personal Related.**

<table>
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<th>Qualification</th>
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<th>bachelor</th>
<th>master</th>
<th>PhD</th>
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<tbody>
<tr>
<td>Number</td>
<td>22</td>
<td>78</td>
<td>39</td>
<td>11</td>
</tr>
</tbody>
</table>
### Table 7.24: descriptive of questionnaire results.

<table>
<thead>
<tr>
<th>NO</th>
<th>Question</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>No comments</th>
<th>Disagree</th>
<th>strongly disagree</th>
<th>mean</th>
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<td>0.17</td>
<td>0.08</td>
<td>0.05</td>
<td>0.02</td>
<td>1</td>
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<td>2</td>
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<td>0.01</td>
<td>0.03</td>
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<td>0.07</td>
<td>0.05</td>
<td>0.03</td>
<td>1</td>
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<td>0.03</td>
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<td>0.24</td>
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<td>0.07</td>
<td>0.03</td>
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</tr>
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<td>14</td>
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<td>0.01</td>
<td>1</td>
</tr>
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<td>21</td>
<td>5</td>
<td>4.15</td>
</tr>
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<td>0.02</td>
<td>0.14</td>
<td>0.03</td>
<td>1</td>
</tr>
</tbody>
</table>
To test the third hypothesis of this research, we used chi-square and T-test at confidence level of 95%. With regards to the nature of five-point scale questions, therefore, we tested whether the mean value of each question was less than or greater than 3. Number 3 was the average number of the five choices in each question:

\[
\mu = \frac{1+2+3+4+5}{5} = 3
\]

Thus, statistical hypothesis was set up as follows:

\[ H0: \mu \leq \mu_b \]
\[ H1: \mu > \mu_b \]

There is a significant relationship between the price level and the tourist’s satisfaction. Chi-square concerning the test of third hypothesis is equal to 2127.106 (Table 5.7). By comparing this value with the table value with degree of freedom 4, we accept \( H1 \) and reject \( H0 \). The average of the questions measuring this hypothesis is 4.20 with 0.25 standard deviation. Thus, we could conclude that our respondents on average believe that there is a significant relationship between the price level and the tourist’s satisfaction (accepted H1).

**Table 7.25: Results of the third hypothesis.**

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Average</th>
<th>Standard Deviation</th>
<th>Chi-square</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>third hypothesis</td>
<td>4.20</td>
<td>0.25</td>
<td>2127.106</td>
<td>Accepted</td>
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</table>
Table 7.26: computing percentage frequency in hypotheses3 and Chi-Square test

There is a significant relationship between the price level and the tourist’s satisfaction.

<table>
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<tr>
<th></th>
<th>count(%)</th>
<th>count(%)</th>
<th>count(%)</th>
<th>count(%)</th>
<th>count(%)</th>
<th>Chi-Square</th>
<th>df</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>strongly disagree</td>
<td>82(3.2%)</td>
<td>142(5.6%)</td>
<td>304(11.9%)</td>
<td>678(26.6%)</td>
<td>1344(52.7%)</td>
<td>2127.106</td>
<td>4</td>
<td>.000</td>
</tr>
<tr>
<td>Disagree</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Agree</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly agree</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
There is a significant relationship between the price level and the tourist’s satisfaction.

**Test Value = 3**

<table>
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<tr>
<th>Mean</th>
<th>Std. Deviation</th>
<th>T</th>
<th>d.f</th>
<th>p-value</th>
</tr>
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<td>.38570</td>
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<td>149</td>
<td>.000</td>
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</table>
Table 7.28: computing percentage frequency in each questions in hypotheses3 and Chi-Square test

<table>
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<tr>
<th>question</th>
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<th>Disagree count(%)</th>
<th>no comments count(%)</th>
<th>Agree count(%)</th>
<th>Strongly agree count(%)</th>
<th>Chi-Square</th>
<th>df</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3(2.0%)</td>
<td>7(4.7%)</td>
<td>12(8.0%)</td>
<td>26(17.3%)</td>
<td>102(68.0%)</td>
<td>226.067</td>
<td>4</td>
<td>.000</td>
</tr>
<tr>
<td>2</td>
<td>5(3.3%)</td>
<td>1(0.7%)</td>
<td>12(8.0%)</td>
<td>41(27.3%)</td>
<td>91(60.7%)</td>
<td>187.733</td>
<td>4</td>
<td>.000</td>
</tr>
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<td>3</td>
<td>12(8.0%)</td>
<td>18(12.0%)</td>
<td>10(6.7%)</td>
<td>32(21.3%)</td>
<td>78(52.0%)</td>
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<td>.000</td>
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<td>11(7.3%)</td>
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<td>.000</td>
</tr>
<tr>
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<td>4(2.7%)</td>
<td>22(14.7%)</td>
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</tr>
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<td>11(7.3%)</td>
<td>28(18.7%)</td>
<td>99(66.0%)</td>
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</tr>
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<td>8</td>
<td>2(1.3%)</td>
<td>1(0.7%)</td>
<td>3(2.0%)</td>
<td>21(14.0%)</td>
<td>123(82.0%)</td>
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</tr>
<tr>
<td>9</td>
<td>1(0.7%)</td>
<td>3(2.0%)</td>
<td>55(36.7%)</td>
<td>45(30.0%)</td>
<td>46(30.7%)</td>
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<td>6(4.0%)</td>
<td>11(7.3%)</td>
<td>22(14.7%)</td>
<td>100(66.7%)</td>
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<td>20(13.3%)</td>
<td>29(19.3%)</td>
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<td>.000</td>
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<td>.000</td>
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</table>

There is a significant relationship between the price level and the tourist’s satisfaction.
## Table 7.29: computing index in each question in hypotheses3 and T-test

There is a significant relationship between the price level and the tourist’s satisfaction.

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