# Lampiran 1

# KUESIONER PENELITIAN

**KUESIONER PENELITIAN**

PENGARUH KERAGAMAN PRODUK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN DI INDOMARET KECAMATAN SUMBERSARI JEMBER

**Identitas Peneliti**

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Fakultas : Ekonomi

Saya mohon kesediaannya untuk meluangkan sedikit waktu untuk menjawab kuesioner ini sesuai dengan keadaan yang sebenarnya dan kerahasiaan dari jawaban yang diberikan akan dijaga sepenuhnya. Kuisioner ini semata-mata ditujukan untuk kepentingan ilmiah. Penelitian ini bertujuan untuk menguji pengaruh keragaman produk dan harga terhadap keputusan pembelian konsumen di Indomaret Kecamatan Sumbersari Jember**.**

Berdasarkan hal tersebut, dimohon dengan hormat kesediaan saudara untuk mengisi kuisioner yang peneliti ajukan sesuai. Penelitian ini hanya semata-mata sebagai bahan penelitian penyusunan skripsi, maka sangat dibutuhkan pendapat dari responden untuk melengkapi penelitian ini. Informasi yang anda berikan sangat berarti bagi penelitian ini. Atas bantuannya saya ucapkan terima kasih.

## KUESIONER PENELITIAN

**No. Responden :** …….. (diisi oleh peneliti)

### A. Bagian I

Identitas responden

Jenis Kelamin : .....

Usia : .....

### B. Bagian II

Berikan pernyataan anda dengan memberikan tanda √ pada 5 pilihan jawaban yang tersedia, dimana keterangan dari 5 piilihan jawaban yaitu:

STS : Sangat Tidak Setuju = skor 1

TS : Tidak Setuju = skor 2

N : Netral = skor 3

S : Setuju = skor 4

SS : Sangat Setuju = skor 5

| NO. | PERNYATAAN | STS | TS | N | S | SS |
|---|---|---|---|---|---|---|
| **KERAGAMAN PRODUK** | | | | | | |
| 1. | Indomaret menyediakan berbagai macam produk yang dapat memenuhi kebutuhan | | | | | |
| 2. | Indomaret menjual suatu produk dengan merek yang beragam | | | | | |
| 3. | Indomaret menyediakan suatu produk dengan berbagai macam variasi ukuran | | | | | |
| 4. | Indomaret menyediakan suatu produk dengan berbagai kualitas yang berbeda | | | | | |
| 5. | Terdapat berbagai jenis produk yang dijual di Indomaret, mulai dari kebutuhan sehari-hari, camilan dan jenis produk lainnya | | | | | |

| NO. | PERNYATAAN | STS | TS | N | S | SS |
|---|---|---|---|---|---|---|
| **HARGA** | | | | | | |
| 1. | Harga produk di Indomaret terjangkau | | | | | |
| 2. | Harga produk di Indomaret sesuai dengan kualitas produk. | | | | | |
| 3. | Harga produk di Indomaret dapat bersaing dengan ritel sejenis lainnya. | | | | | |
| 4. | Harga produk di Indomaret sesuai dengan manfaat yang saya dapatkan ketika menggunakannya | | | | | |
| 5. | Indomaret memberikan potongan harga pada produk-produk tertentu | | | | | |
| **KEPUTUSAN PEMBELIAN** | | | | | | |
| 1. | Saya merasa yakin untuk berbelanja ke Indomaret karena harga dan keragaman produk | | | | | |
| 2. | Saya merekomendasikan pada orang lain untuk berbelanja di Indomaret | | | | | |
| 3. | Saya akan berbelanja kembali di Indomaret | | | | | |
| 4. | Saya bersedia mengeluarkan uang, tenaga dan waktu untuk dapat berbelanja di Indomaret | | | | | |
| 5. | Saya memiliki kebiasaan untuk berbelanja atau membeli kebutuhan di Indomaret | | | | | |

# Lampiran 2

# TABULASI DATA PENELITIAN

| No | x1.1 | x1.2 | x1.3 | x1.4 | x1.5 | X1 | x2.1 | x2.2 | x2.3 | x2.4 | x2.5 | X2 | y.1 | y.2 | y.3 | y.4 | y.5 | Y |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **1** | 4 | 3 | 3 | 3 | 4 | **17** | 4 | 4 | 4 | 3 | 4 | **19** | 4 | 4 | 4 | 3 | 4 | **19** |
| **2** | 4 | 5 | 5 | 5 | 5 | **24** | 5 | 5 | 5 | 5 | 5 | **25** | 5 | 5 | 5 | 5 | 5 | **25** |
| **3** | 4 | 4 | 4 | 4 | 5 | **21** | 5 | 4 | 4 | 4 | 4 | **21** | 4 | 4 | 4 | 4 | 4 | **20** |
| **4** | 4 | 4 | 4 | 4 | 4 | **20** | 4 | 4 | 4 | 3 | 4 | **19** | 4 | 4 | 4 | 4 | 4 | **20** |
| **5** | 4 | 4 | 4 | 3 | 4 | **19** | 4 | 4 | 4 | 4 | 4 | **20** | 4 | 4 | 4 | 5 | 4 | **21** |
| **6** | 4 | 5 | 5 | 4 | 4 | **22** | 5 | 5 | 4 | 4 | 4 | **22** | 4 | 5 | 4 | 5 | 5 | **23** |
| **7** | 5 | 4 | 4 | 4 | 5 | **22** | 5 | 5 | 4 | 4 | 5 | **23** | 5 | 4 | 4 | 4 | 4 | **21** |
| **8** | 4 | 5 | 5 | 5 | 5 | **24** | 5 | 5 | 5 | 5 | 5 | **25** | 5 | 5 | 5 | 5 | 5 | **25** |
| **9** | 4 | 5 | 5 | 4 | 4 | **22** | 4 | 5 | 4 | 5 | 5 | **23** | 5 | 4 | 4 | 5 | 4 | **22** |
| **10** | 4 | 4 | 3 | 3 | 4 | **18** | 4 | 4 | 4 | 4 | 4 | **20** | 4 | 4 | 4 | 4 | 4 | **20** |
| **11** | 5 | 4 | 4 | 4 | 5 | **22** | 5 | 5 | 5 | 4 | 5 | **24** | 5 | 5 | 5 | 5 | 5 | **25** |
| **12** | 5 | 4 | 4 | 4 | 5 | **22** | 5 | 4 | 4 | 4 | 4 | **21** | 5 | 4 | 4 | 4 | 4 | **21** |
| **13** | 4 | 4 | 3 | 3 | 5 | **19** | 3 | 4 | 4 | 4 | 4 | **19** | 4 | 4 | 4 | 3 | 4 | **19** |
| **14** | 4 | 4 | 4 | 4 | 4 | **20** | 4 | 4 | 4 | 4 | 4 | **20** | 4 | 4 | 4 | 4 | 4 | **20** |
| **15** | 4 | 4 | 4 | 4 | 4 | **20** | 5 | 5 | 5 | 5 | 4 | **24** | 5 | 5 | 5 | 5 | 4 | **24** |
| **16** | 4 | 4 | 4 | 3 | 4 | **19** | 5 | 5 | 5 | 5 | 4 | **24** | 5 | 5 | 5 | 5 | 4 | **24** |
| **17** | 4 | 4 | 5 | 5 | 5 | **23** | 4 | 4 | 4 | 4 | 5 | **21** | 4 | 5 | 5 | 5 | 5 | **24** |
| **18** | 4 | 4 | 5 | 5 | 5 | **23** | 4 | 4 | 5 | 5 | 5 | **23** | 4 | 4 | 5 | 5 | 4 | **22** |
| **19** | 5 | 4 | 4 | 4 | 4 | **21** | 5 | 4 | 4 | 4 | 4 | **21** | 5 | 4 | 4 | 4 | 4 | **21** |
| **20** | 4 | 4 | 4 | 4 | 4 | **20** | 4 | 4 | 4 | 4 | 4 | **20** | 4 | 4 | 4 | 4 | 4 | **20** |
| **21** | 4 | 4 | 4 | 4 | 5 | **21** | 4 | 4 | 4 | 5 | 5 | **22** | 4 | 4 | 4 | 4 | 5 | **21** |
| **22** | 4 | 4 | 4 | 3 | 5 | **20** | 4 | 4 | 4 | 3 | 5 | **20** | 4 | 4 | 4 | 5 | 5 | **22** |
| **23** | 5 | 4 | 4 | 4 | 4 | **21** | 5 | 4 | 4 | 4 | 4 | **21** | 5 | 5 | 5 | 5 | 4 | **24** |
| **24** | 5 | 4 | 5 | 4 | 4 | **22** | 5 | 5 | 4 | 4 | 4 | **22** | 5 | 4 | 4 | 5 | 5 | **23** |
| **25** | 4 | 4 | 4 | 4 | 4 | **20** | 4 | 4 | 4 | 4 | 3 | **19** | 4 | 4 | 4 | 4 | 3 | **19** |
| **26** | 5 | 5 | 5 | 5 | 5 | **25** | 5 | 5 | 5 | 5 | 5 | **25** | 5 | 5 | 5 | 5 | 5 | **25** |
| **27** | 5 | 4 | 4 | 4 | 4 | **21** | 5 | 5 | 4 | 3 | 4 | **21** | 5 | 4 | 4 | 4 | 3 | **20** |
| **28** | 5 | 4 | 4 | 4 | 4 | **21** | 5 | 4 | 4 | 4 | 4 | **21** | 4 | 4 | 4 | 4 | 4 | **20** |
| **29** | 4 | 4 | 4 | 3 | 5 | **20** | 4 | 4 | 4 | 3 | 4 | **19** | 4 | 4 | 4 | 4 | 4 | **20** |
| **30** | 5 | 5 | 5 | 5 | 5 | **25** | 4 | 4 | 4 | 4 | 5 | **21** | 5 | 5 | 5 | 5 | 5 | **25** |
| **31** | 5 | 4 | 4 | 4 | 4 | **21** | 5 | 3 | 3 | 3 | 4 | **18** | 4 | 4 | 4 | 3 | 4 | **19** |
| **32** | 4 | 4 | 4 | 3 | 4 | **19** | 5 | 4 | 4 | 4 | 4 | **21** | 4 | 5 | 5 | 5 | 4 | **23** |
| **33** | 5 | 5 | 5 | 5 | 5 | **25** | 5 | 5 | 5 | 5 | 5 | **25** | 5 | 5 | 5 | 5 | 5 | **25** |
| **34** | 4 | 4 | 4 | 5 | 4 | **21** | 5 | 4 | 4 | 4 | 4 | **21** | 4 | 4 | 5 | 4 | 4 | **21** |
| **35** | 4 | 5 | 5 | 5 | 4 | **23** | 5 | 4 | 5 | 5 | 5 | **24** | 4 | 5 | 5 | 5 | 5 | **24** |
| **36** | 5 | 4 | 4 | 4 | 4 | **21** | 4 | 4 | 4 | 4 | 4 | **20** | 4 | 4 | 4 | 3 | 4 | **19** |
| **37** | 4 | 4 | 5 | 5 | 5 | **23** | 5 | 4 | 4 | 5 | 5 | **23** | 5 | 4 | 5 | 4 | 4 | **22** |
| **38** | 5 | 5 | 5 | 5 | 5 | **25** | 5 | 5 | 5 | 5 | 5 | **25** | 5 | 5 | 5 | 5 | 5 | **25** |
| **39** | 5 | 4 | 4 | 4 | 4 | **21** | 4 | 4 | 4 | 4 | 4 | **20** | 4 | 4 | 4 | 4 | 4 | **20** |
| **40** | 5 | 4 | 4 | 4 | 4 | **21** | 4 | 4 | 4 | 3 | 4 | **19** | 4 | 4 | 4 | 5 | 4 | **21** |
| **41** | 5 | 5 | 5 | 5 | 5 | **25** | 5 | 4 | 4 | 4 | 5 | **22** | 5 | 5 | 5 | 5 | 5 | **25** |
| **42** | 4 | 4 | 4 | 3 | 5 | **20** | 5 | 5 | 5 | 4 | 5 | **24** | 5 | 4 | 4 | 4 | 5 | **22** |
| **43** | 5 | 4 | 4 | 4 | 4 | **21** | 4 | 4 | 4 | 4 | 4 | **20** | 4 | 4 | 4 | 4 | 4 | **20** |
| **44** | 5 | 4 | 4 | 4 | 4 | **21** | 4 | 4 | 4 | 3 | 4 | **19** | 4 | 4 | 4 | 3 | 4 | **19** |
| **45** | 5 | 5 | 5 | 5 | 5 | **25** | 5 | 4 | 4 | 4 | 4 | **21** | 5 | 5 | 5 | 5 | 4 | **24** |
| **46** | 4 | 3 | 3 | 3 | 5 | **18** | 5 | 5 | 5 | 5 | 4 | **24** | 4 | 4 | 4 | 4 | 4 | **20** |
| **47** | 4 | 3 | 3 | 3 | 4 | **17** | 4 | 3 | 3 | 3 | 4 | **17** | 4 | 4 | 4 | 4 | 4 | **20** |
| **48** | 4 | 4 | 4 | 4 | 4 | **20** | 4 | 3 | 3 | 3 | 4 | **17** | 4 | 4 | 4 | 4 | 4 | **20** |
| **49** | 5 | 4 | 4 | 4 | 4 | **21** | 5 | 4 | 4 | 4 | 4 | **21** | 5 | 4 | 4 | 4 | 4 | **21** |
| **50** | 4 | 4 | 4 | 4 | 5 | **21** | 4 | 3 | 3 | 3 | 5 | **18** | 5 | 5 | 5 | 5 | 5 | **25** |
| **51** | 4 | 3 | 3 | 3 | 5 | **18** | 4 | 3 | 3 | 3 | 4 | **17** | 4 | 4 | 4 | 4 | 4 | **20** |
| **52** | 4 | 4 | 3 | 3 | 4 | **18** | 4 | 4 | 4 | 4 | 4 | **20** | 4 | 4 | 4 | 4 | 4 | **20** |
| **53** | 4 | 4 | 4 | 4 | 4 | **20** | 5 | 4 | 4 | 4 | 4 | **21** | 4 | 4 | 4 | 4 | 4 | **20** |
| **54** | 5 | 3 | 3 | 3 | 5 | **19** | 4 | 4 | 4 | 4 | 5 | **21** | 5 | 5 | 5 | 5 | 5 | **25** |
| **55** | 5 | 4 | 4 | 4 | 3 | **20** | 4 | 4 | 4 | 5 | 4 | **21** | 4 | 4 | 4 | 3 | 4 | **19** |
| **56** | 4 | 4 | 4 | 3 | 4 | **19** | 4 | 4 | 4 | 4 | 4 | **20** | 4 | 4 | 4 | 4 | 4 | **20** |
| **57** | 4 | 5 | 5 | 5 | 5 | **24** | 5 | 5 | 4 | 4 | 5 | **23** | 5 | 5 | 5 | 5 | 5 | **25** |
| **58** | 5 | 5 | 5 | 5 | 5 | **25** | 5 | 5 | 5 | 5 | 5 | **25** | 5 | 5 | 5 | 5 | 5 | **25** |
| **59** | 4 | 3 | 3 | 3 | 5 | **18** | 4 | 3 | 3 | 3 | 5 | **18** | 4 | 3 | 3 | 3 | 5 | **18** |
| **60** | 4 | 4 | 4 | 4 | 4 | **20** | 4 | 4 | 4 | 4 | 4 | **20** | 4 | 4 | 4 | 3 | 4 | **19** |

# Lampiran 3

# OUTPUT SPSS

# FREKUENSI JAWABAN RESPONDEN

**Statistics**

| | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N | Valid | 60 | 60 | 60 | 60 | 60 | 60 | 60 | 60 | 60 | 60 | 60 | 60 | 60 | 60 | 60 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

## 1. Keragaman Produk

**X1.1**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 3 | 3 | 5.0 | 5.0 | 5.0 |
| | 4 | 33 | 55.0 | 55.0 | 60.0 |
| | 5 | 24 | 40.0 | 40.0 | 100.0 |
| | Total | 60 | 100.0 | 100.0 | |

**X1.2**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 3 | 6 | 10.0 | 10.0 | 10.0 |
| | 4 | 41 | 68.3 | 68.3 | 78.3 |
| | 5 | 13 | 21.7 | 21.7 | 100.0 |
| | Total | 60 | 100.0 | 100.0 | |

**X1.3**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 3 | 9 | 15.0 | 15.0 | 15.0 |
| | 4 | 34 | 56.7 | 56.7 | 71.7 |
| | 5 | 17 | 28.3 | 28.3 | 100.0 |
| | Total | 60 | 100.0 | 100.0 | |

**X1.4**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 3 | 11 | 18.3 | 18.3 | 18.3 |
| | 4 | 33 | 55.0 | 55.0 | 73.3 |
| | 5 | 16 | 26.7 | 26.7 | 100.0 |
| | Total | 60 | 100.0 | 100.0 | |

**X1.5**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 3 | 3 | 5.0 | 5.0 | 5.0 |
| | 4 | 31 | 51.7 | 51.7 | 56.7 |
| | 5 | 26 | 43.3 | 43.3 | 100.0 |
| | Total | 60 | 100.0 | 100.0 | |

## 2. Harga

**X2.1**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 2 | 3 | 5.0 | 5.0 | 5.0 |
| | 3 | 4 | 6.7 | 6.7 | 11.7 |
| | 4 | 23 | 38.3 | 38.3 | 50.0 |
| | 5 | 30 | 50.0 | 50.0 | 100.0 |
| | Total | 60 | 100.0 | 100.0 | |

**X2.2**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 3 | 4 | 6.7 | 6.7 | 6.7 |
| | 4 | 39 | 65.0 | 65.0 | 71.7 |
| | 5 | 17 | 28.3 | 28.3 | 100.0 |
| | Total | 60 | 100.0 | 100.0 | |

**X2.3**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 3 | 4 | 6.7 | 6.7 | 6.7 |
| | 4 | 43 | 71.7 | 71.7 | 78.3 |
| | 5 | 13 | 21.7 | 21.7 | 100.0 |
| | Total | 60 | 100.0 | 100.0 | |

**X2.4**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 3 | 6 | 10.0 | 10.0 | 10.0 |
| | 4 | 39 | 65.0 | 65.0 | 75.0 |
| | 5 | 15 | 25.0 | 25.0 | 100.0 |
| | Total | 60 | 100.0 | 100.0 | |

**X2.5**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 3 | 3 | 5.0 | 5.0 | 5.0 |
| | 4 | 35 | 58.3 | 58.3 | 63.3 |
| | 5 | 22 | 36.7 | 36.7 | 100.0 |
| | Total | 60 | 100.0 | 100.0 | |

## 3. Keputusan Pembelian

**Y.1**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 3 | 2 | 3.3 | 3.3 | 3.3 |
| | 4 | 32 | 53.3 | 53.3 | 56.7 |
| | 5 | 26 | 43.3 | 43.3 | 100.0 |
| | Total | 60 | 100.0 | 100.0 | |

**Y.2**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 3 | 1 | 1.7 | 1.7 | 1.7 |
| | 4 | 36 | 60.0 | 60.0 | 61.7 |
| | 5 | 23 | 38.3 | 38.3 | 100.0 |
| | Total | 60 | 100.0 | 100.0 | |

**Y.3**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 3 | 1 | 1.7 | 1.7 | 1.7 |
| | 4 | 34 | 56.7 | 56.7 | 58.3 |
| | 5 | 25 | 41.7 | 41.7 | 100.0 |
| | Total | 60 | 100.0 | 100.0 | |

**Y.4**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 3 | 6 | 10.0 | 10.0 | 10.0 |
| | 4 | 27 | 45.0 | 45.0 | 55.0 |
| | 5 | 27 | 45.0 | 45.0 | 100.0 |
| | Total | 60 | 100.0 | 100.0 | |

**Y.5**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 2 | 4 | 6.7 | 6.7 | 6.7 |
| | 3 | 2 | 3.3 | 3.3 | 10.0 |
| | 4 | 34 | 56.7 | 56.7 | 66.7 |
| | 5 | 20 | 33.3 | 33.3 | 100.0 |
| | Total | 60 | 100.0 | 100.0 | |

# Lampiran 4

# OUTPUT SPSS

# UJI INSTRUMEN PENELITIAN

## UJI VALIDITAS

### 1. Keragaman Produk

**Correlations**

| | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1 |
|---|---|---|---|---|---|---|---|
| X1.1 | Pearson Correlation | 1 | .241 | .280* | .186 | .048 | .485** |
| | Sig. (2-tailed) | | .064 | .030 | .155 | .717 | .000 |
| | N | 60 | 60 | 60 | 60 | 60 | 60 |
| X1.2 | Pearson Correlation | .241 | 1 | .848** | .701** | .173 | .844** |
| | Sig. (2-tailed) | .064 | | .000 | .000 | .186 | .000 |
| | N | 60 | 60 | 60 | 60 | 60 | 60 |
| X1.3 | Pearson Correlation | .280* | .848** | 1 | .790** | .220 | .901** |
| | Sig. (2-tailed) | .030 | .000 | | .000 | .091 | .000 |
| | N | 60 | 60 | 60 | 60 | 60 | 60 |
| X1.4 | Pearson Correlation | .186 | .701** | .790** | 1 | .176 | .828** |
| | Sig. (2-tailed) | .155 | .000 | .000 | | .178 | .000 |
| | N | 60 | 60 | 60 | 60 | 60 | 60 |
| X1.5 | Pearson Correlation | .048 | .173 | .220 | .176 | 1 | .450** |
| | Sig. (2-tailed) | .717 | .186 | .091 | .178 | | .000 |
| | N | 60 | 60 | 60 | 60 | 60 | 60 |
| X1 | Pearson Correlation | .485** | .844** | .901** | .828** | .450** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 60 | 60 | 60 | 60 | 60 | 60 |

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

### 2. Harga

**Correlations**

| | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2 |
|---|---|---|---|---|---|---|---|
| X2.1 | Pearson Correlation | 1 | .474** | .403** | .360** | .134 | .713** |
| | Sig. (2-tailed) | | .000 | .001 | .005 | .307 | .000 |
| | N | 60 | 60 | 60 | 60 | 60 | 60 |
| X2.2 | Pearson Correlation | .474** | 1 | .714** | .532** | .263* | .802** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .042 | .000 |
| | N | 60 | 60 | 60 | 60 | 60 | 60 |
| X2.3 | Pearson Correlation | .403** | .714** | 1 | .664** | .357** | .829** |
| | Sig. (2-tailed) | .001 | .000 | | .000 | .005 | .000 |
| | N | 60 | 60 | 60 | 60 | 60 | 60 |
| X2.4 | Pearson Correlation | .360** | .532** | .664** | 1 | .318* | .767** |
| | Sig. (2-tailed) | .005 | .000 | .000 | | .013 | .000 |
| | N | 60 | 60 | 60 | 60 | 60 | 60 |
| X2.5 | Pearson Correlation | .134 | .263* | .357** | .318* | 1 | .540** |
| | Sig. (2-tailed) | .307 | .042 | .005 | .013 | | .000 |
| | N | 60 | 60 | 60 | 60 | 60 | 60 |
| X2 | Pearson Correlation | .713** | .802** | .829** | .767** | .540** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 60 | 60 | 60 | 60 | 60 | 60 |

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

## 3. Keputusan Pembelian

**Correlations**

| | | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y |
|---|---|---|---|---|---|---|---|
| Y.1 | Pearson Correlation | 1 | .421** | .484** | .442** | .271* | .689** |
| | Sig. (2-tailed) | | .001 | .000 | .000 | .036 | .000 |
| | N | 60 | 60 | 60 | 60 | 60 | 60 |
| Y.2 | Pearson Correlation | .421** | 1 | .817** | .658** | .180 | .790** |
| | Sig. (2-tailed) | .001 | | .000 | .000 | .169 | .000 |
| | N | 60 | 60 | 60 | 60 | 60 | 60 |
| Y.3 | Pearson Correlation | .484** | .817** | 1 | .566** | .123 | .759** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .350 | .000 |
| | N | 60 | 60 | 60 | 60 | 60 | 60 |
| Y.4 | Pearson Correlation | .442** | .658** | .566** | 1 | .409** | .838** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .001 | .000 |
| | N | 60 | 60 | 60 | 60 | 60 | 60 |
| Y.5 | Pearson Correlation | .271* | .180 | .123 | .409** | 1 | .612** |
| | Sig. (2-tailed) | .036 | .169 | .350 | .001 | | .000 |
| | N | 60 | 60 | 60 | 60 | 60 | 60 |
| Y | Pearson Correlation | .689** | .790** | .759** | .838** | .612** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 60 | 60 | 60 | 60 | 60 | 60 |

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

## 1. Keragaman Produk

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 60 | 100.0 |
| | Excluded[a] | 0 | .0 |
| | Total | 60 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .750 | 5 |

## 2. Harga

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 60 | 100.0 |
| | Excluded[a] | 0 | .0 |
| | Total | 60 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .762 | 5 |

## 3. Keputusan Pembelian

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 60 | 100.0 |
| | Excluded[a] | 0 | .0 |
| | Total | 60 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .769 | 5 |

# Lampiran 5
# OUTPUT SPSS
# ANALISIS REGRESI LINIER BERGANDA

**Variables Entered/Removed[a]**

| Model | Variables Entered | Variables Removed | Method |
|---|---|---|---|
| 1 | X2, X1[b] | . | Enter |

a. Dependent Variable: Y
b. All requested variables entered.

## 1. Hasil Analisis Koefisien Determinasi

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .757[a] | .572 | .557 | 1.482 |

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y

## 2. Hasil Uji F

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 167.723 | 2 | 83.861 | 38.161 | .000[b] |
| | Residual | 125.261 | 57 | 2.198 | | |
| | Total | 292.983 | 59 | | | |

a. Dependent Variable: Y
b. Predictors: (Constant), X2, X1

## 3. Hasil Analisis Regresi, Uji Hipotesis dan Uji Multikolinieritas

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 3.494 | 2.091 | | 1.671 | .100 | | |
| | X1 | .452 | .114 | .437 | 3.973 | .000 | .621 | 1.610 |
| | X2 | .410 | .111 | .405 | 3.686 | .001 | .621 | 1.610 |

a. Dependent Variable: Y

**Coefficient Correlations[a]**

| Model | | | X2 | X1 |
|---|---|---|---|---|
| 1 | Correlations | X2 | 1.000 | -.616 |
| | | X1 | -.616 | 1.000 |
| | Covariances | X2 | .012 | -.008 |
| | | X1 | -.008 | .013 |

a. Dependent Variable: Y

**Collinearity Diagnostics[a]**

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | |
|---|---|---|---|---|---|---|
| | | | | (Constant) | X1 | X2 |
| 1 | 1 | 2.990 | 1.000 | .00 | .00 | .00 |
| | 2 | .006 | 23.104 | .99 | .15 | .24 |
| | 3 | .004 | 27.425 | .01 | .85 | .76 |

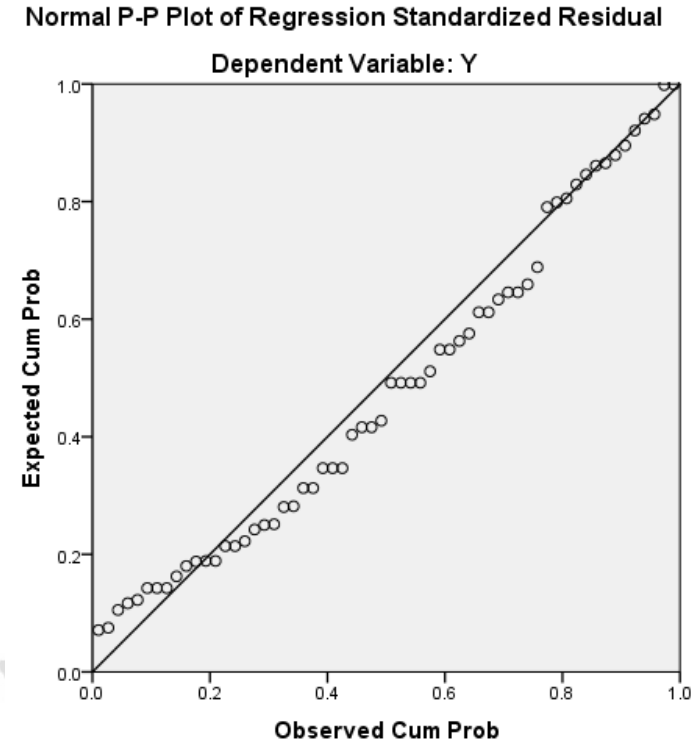
a. Dependent Variable: Y

**Residuals Statistics[a]**

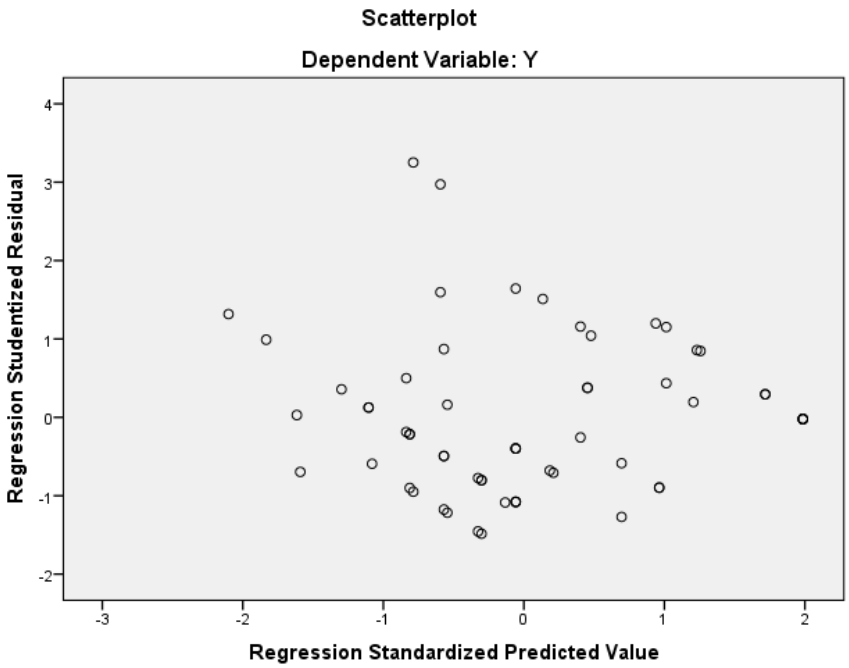
| | Minimum | Maximum | Mean | Std. Deviation | N |
|---|---|---|---|---|---|
| Predicted Value | 18.14 | 25.03 | 21.68 | 1.686 | 60 |
| Std. Predicted Value | -2.102 | 1.985 | .000 | 1.000 | 60 |
| Standard Error of Predicted Value | .192 | .627 | .315 | .104 | 60 |
| Adjusted Predicted Value | 17.95 | 25.03 | 21.67 | 1.690 | 60 |
| Residual | -2.175 | 4.644 | .000 | 1.457 | 60 |
| Std. Residual | -1.467 | 3.133 | .000 | .983 | 60 |
| Stud. Residual | -1.485 | 3.251 | .005 | 1.010 | 60 |
| Deleted Residual | -2.228 | 5.002 | .017 | 1.538 | 60 |
| Stud. Deleted Residual | -1.501 | 3.571 | .016 | 1.042 | 60 |
| Mahal. Distance | .006 | 9.557 | 1.967 | 2.001 | 60 |
| Cook's Distance | .000 | .272 | .019 | .042 | 60 |
| Centered Leverage Value | .000 | .162 | .033 | .034 | 60 |

a. Dependent Variable: Y

**4. Hasil Uji Normalitas**




**5. Hasil Uji Heteroskedastisitas**



# Lampiran 6

# DOKUMENTASI PENELITIAN