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**Lampiran**

**Lampiran 1**

**Kuesioner Penelitian**



**KUESIONER PENELITIAN SKRIPSI**

PENGARUH PERSEPSI LOKASI PERUSAHAAN, PERSEPSI *PRODUCT ASSORTMENT* DAN PERSEPSI POTONGAN HARGA TERHADAP MINAT BELI KONSUMEN PADA TOSERBA HIKMAH KABUPATEN PEMALANG

Kepada

Yth.Bapak/Ibu/Saudara/i

Di tempat.

Dengan hormat,

Dalam rangka penelitian untuk keperluan skripsi yang berjudul "Pengaruh Persepsi Lokasi Perusahaan, Persepsi *Product Assorment*, Dan Persepsi Potongan Harga Terhadap Minat Beli Konsumen Pada Toserba Hikmah Kabupaten Pemalang". Bersama dengan ini saya:

Nama : Nisa Sherina Maharani

NPM : 4119500162

Universitas Fakultas: Universitas Pancasakti Tegal/Fakultas Ekonomi dan Bisnis

Maka dengan ini, saya memohon bantuan kepada Bapak/Ibu/Saudara/i untuk berkenan mengisi kuesioner yang telah disediakan dalam rangka mendukung penelitian ini. Tidak ada maksud apapun dibalik pengisian daftar pertanyaan ini, jadi dimohon kesediaan Bapak/Ibu/Saudara/i untuk mengisi pernyataan dibawah ini pada jawaban yung menurut anda sesuai dengan kondisi yang sebenarnya. Segala bentuk jawaban Bapak/Ibu/Saudara/i akan di jaga kerahasiannya. Atas perhatian dan bantuannya saya ucapkan terima kasih.

Hormat saya,

Nisa Sherina Maharani

NPM. 4119500162

**IDENTITAS RESPONDEN**

No. Responden

1. Nama : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Alamat : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Jenis Kelamin :

a. Laki-laki

b. Perempuan

1. Usia :

a. 17–30 tahun b. 41– 50 tahun

c. 31– 40 tahun b. > 50 tahun

1. Pendidikan :

SMP/Sederajat SLTA/Sederajat

DIII/Diploma S1/Sarjana

S2/Pasca Sarjana Lain-lain…..

1. Pekerjaan :

a. Pelajar / Mahasiswa b. Wiraswasta

d. Karyawan e. Pegawai Negeri

c. Ibu Rumah Tangga

1. Pendapatan :

<Rp.2.000.000 Rp.2.000.000-Rp.3.000.000

Rp.3.000.000-Rp.4.000.000 >Rp.4.000.000

**PETUNJUK PENGISIAN KUESIONER**

1. Mohon beri tanda *checklist* (√) pada kolom jawaban bapak/ibu/saudara/i anggap paling sesuai. Pendapat anda dinyatakan dalam sekala 1 s/d 5 yang memiliki bobot/nilai:

|  |  |  |
| --- | --- | --- |
| Simbol | Kategori | Nilai Bobot |
| SS | Sangat Setuju | 5 |
| S | Setuju | 4 |
| N | Netral | 3 |
| TS | Tidak Setuju | 2 |
| STS | Sangat Tidak Setuju | 1 |

1. Setiap pertanyaan hanya membutuhkan satu jawaban.
2. Mohon memberikan jawaban yang sebenar-benarnya.
3. Setelah mengisi kuesioner mohon bapak/ibu/saudara/i berikan kepada yang menyerahkan kuesioner.

**FORMULIR KUESIONER**

# A. Daftar Pertanyaan Minat Beli Konsumen (Y)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pertanyaan | Tanggapan | | | |  |
| SS | S | N | TS | STS |
|  | **Perhatian Dan Ketertarikan** | | | | |  |
| 1. | Saya membeli produk karena kualitasnya |  |  |  |  |  |
| 2. | Saya tertarik membeli produk yang ada di Toserba Hikmah |  |  |  |  |  |
|  | **Merefrensikan** | | | | |  |
| 3. | Saya akan merefrensikan produk yang ada kepada orang lain untuk  berbelanja di Toserba Hikmah |  |  |  |  |  |
| 4. | Saya menceritakan pengalaman positif setelah berbelanja di toserba hikmah |  |  |  |  |  |
|  | **Mencirikan Perilaku Seseorang** | | | | |  |
| 5. | Saya memilih menggunakan produk yang ada di toserba hikmah sebagai alternatif utama dalam memenuhi kebutuhan |  |  |  |  |  |
| 6. | Toserba Hikmah selalu menanggapi keluhan kami dengan cepat dan tepat |  |  |  |  |  |
|  | **Informasi** | | | | |  |
| 7. | Saya mengumpulkan informasi lebih banyak mengenai produk yang dijual. |  |  |  |  |  |
| 8. | Harga produk sesuai dengan kualitas pelayanan yang saya dapatkan |  |  |  |  |  |

# B. Daftar Pertanyaan Persepsi Lokasi Perusahaan (X1)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| NO | Pertanyaan | Tanggapan | | | | |
| SS | S | N | TS | STS |
|  | **Keterjangkauan dan SaranaTtransportasi** | | | | | |
| 1. | Toserba hikmah terletak di lokasi yang strategis dan mudah dijangkau |  |  |  |  |  |
| 2. | Toserba hikmah dapat diakses dengan sarana transportasi umum |  |  |  |  |  |
|  | **Kemudahan dan Kelancaran Akses** | | | | | |
| 3. | Akses menuju lokasi toserba hikmah lancar dan tidak rawan kemacetan |  |  |  |  |  |
| 4. | Kondisi jalan menuju ke lokasi toserba hikmah mudah di akses |  |  |  |  |  |
|  | **Lokasi dan Papan Nama** | | | | | |
| 5. | Toserba hikmah terlihat dari jalan utama sehingga mudah ditemukan |  |  |  |  |  |
| 6. | Papan nama Toko memudahkan konsumen mengetahui letak atau lokasi Toko |  |  |  |  |  |
|  | **Lahan Parkir** | | | | | |
| 7. | Toserba hikmah menyediakan lahan parkir yang cukup luas |  |  |  |  |  |
| 8. | Toserba hikmah menyediakan tempat parkir yang dilengkapi dengan cctv sehingga keamananya terjamin |  |  |  |  |  |
|  | **Kebersihan dan Pusat Keramaian** | | | | | |
| 9. | Toserba hikmah memiliki lingkungan toko yang bersih dan harum, sehingga konsumen merasa nyaman |  |  |  |  |  |
| 10 | Toserba hikmah saling berdekatan dengan pusat keramaian sehingga memudahkan konsumen berkunjung |  |  |  |  |  |

# C. Daftar Pertanyaan Persepsi *Product Assortment (X2)*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| NO | Pertanyaan | Tanggapan | | | | |
| SS | S | N | TS | STS |
| **Variasi Produk** | | | | | |
| 1. | Saya berbelanja di Toserba Hikmah karena menyediakan berbagai macam jenis produk yang sangat bervariasi |  |  |  |  |  |
| 2. | Saya berbelanja di Toserba Hikmah karena variasi produk yang ditawarkan cukup lengkap sesuai dengan keinginan dan kebutuhan konsumen. |  |  |  |  |  |
|  | **Keragaman Produk** | | | | | |
| 3. | Saya membeli produk yang ada di Toserba Hikmah karena beranekaragam |  |  |  |  |  |
| 4. | Desain produk yang disediakan oleh  Toserba Hikmah menarik dan beragam |  |  |  |  |  |
|  | **Ketersediaan Produk** | | | | | |
| 5. | Saya membeli produk di Toserba hikmah karena stok produk yang tersedia cukup lengkap. |  |  |  |  |  |
| 6. | Produk yang dicari konsumen selalu tersedia dari anak-anak hingga orang tua, dari kebutuhan seharihari singga kebutuhan rumah tangga tersedia dengan lengkap |  |  |  |  |  |
|  | **Jenis Merek** | | | | | |
| 7. | Saya membeli berbagai jenis merek produk yang ditawarkan di Toserba Hikmah |  |  |  |  |  |
| 8. | Saya berbelanja di Toserba Hiknah karena produk berasal dari merek yang berkualitas |  |  |  |  |  |

## Daftar Pertanyaan Persepsi Potongan harga (X3)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pertanyaan | Tanggapan | | | |  |
| SS | S | N | TS | STS |
| **Pembayaran Tunai dan Tepat Waktu** | | | | | |  |
| 1. | Toserba Hikmah memberikan potongan harga untuk produk-produk tertentu yang melakukan pembayaran tunai. |  |  |  |  |  |
| 2. | Saya membeli produk yang memberikan diskon dalam pembayaran tepat waktu. |  |  |  |  |  |
| **Sistem Potongan Harga** | | | | | |  |
| 3. | Toserba Hikmah menerapkan sistem potongan harga agar pelanggan mau membeli dalam jumlah banyak. |  |  |  |  |  |
| 4. | Saya suka membeli produk dalam jumlah banyak ketika ada diskon. |  |  |  |  |  |
| **Harga Khusus Reseller** | | | | | |  |
| 5. | Toserba Hikmah memberikan potongan harga khusus pada reseller pada bararng – barang harian. |  |  |  |  |  |
| 6. | Saya senang mendapatkan barang grosiran dengan diskon tertentu dari produsen. |  |  |  |  |  |
| **Pembelian Musiman** | | | | | |  |
| 7. | Saya akan membeli produk ketika ada diskon musiman |  |  |  |  |  |
| 8. | Saya akan membeli produk yang saya sukai diluar musim tertentu saja |  |  |  |  |  |

**Lampiran 2**

Data Untuk Uji Validitas Dan Reliabilitas Minat Beli Konsumen

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No  Resp | Nomor Pernyataan Pada Kuesioner | | | | | | | | Total  Skor |
| Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Y.7 | Y.8 |
| 1 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 37 |
| 2 | 3 | 3 | 2 | 3 | 2 | 1 | 2 | 2 | 18 |
| 3 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 37 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 36 |
| 6 | 2 | 4 | 3 | 4 | 2 | 4 | 2 | 2 | 23 |
| 7 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
| 8 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 36 |
| 9 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 36 |
| 10 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 |
| 11 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 36 |
| 12 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 35 |
| 13 | 5 | 3 | 4 | 4 | 4 | 3 | 5 | 5 | 33 |
| 14 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 36 |
| 15 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 34 |
| 16 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 17 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 18 | 4 | 4 | 5 | 4 | 5 | 3 | 3 | 4 | 32 |
| 19 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 38 |
| 20 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 39 |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 22 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 23 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 38 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 25 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 36 |
| 26 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 27 | 3 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 33 |
| 28 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 32 |
| 29 | 5 | 4 | 5 | 4 | 3 | 3 | 4 | 5 | 33 |
| 30 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 35 |

**Lampiran 3**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No Resp** | **Nomor Pernyataan Pada Kuesioner** | | | | | | | | | | **Total**  **Skor** |
| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | X1.10 |
| 1 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 47 |
| 2 | 2 | 4 | 4 | 5 | 3 | 5 | 4 | 5 | 4 | 3 | 39 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 39 |
| 7 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 42 |
| 8 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 46 |
| 9 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 45 |
| 10 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 44 |
| 11 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 46 |
| 12 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 46 |
| 13 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 40 |
| 14 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 48 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 42 |
| 16 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 17 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 18 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 41 |
| 19 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 48 |
| 20 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 22 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 49 |
| 23 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 44 |
| 24 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 48 |
| 25 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 44 |
| 26 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 45 |
| 27 | 4 | 5 | 4 | 4 | 3 | 3 | 5 | 5 | 5 | 4 | 42 |
| 28 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 45 |
| 29 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 41 |
| 30 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 43 |

Data Untuk Uji Validitas Dan Reliabilitas Persepsi Lokasi Perusahaan

**Lampiran 4**

Data Untuk Uji Validitas Dan Reliabilitas Persepsi *Product Assortment*

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No Resp** | **Nomor Pernyataan Pada Kuesioner** | | | | | | | | **Total**  **Skor** |
| X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 |
| 1 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 38 |
| 2 | 4 | 1 | 3 | 1 | 3 | 5 | 2 | 1 | 20 |
| 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 6 | 3 | 3 | 4 | 4 | 4 | 2 | 2 | 2 | 24 |
| 7 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 35 |
| 8 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 37 |
| 9 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 37 |
| 10 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 35 |
| 11 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 37 |
| 12 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 35 |
| 13 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 14 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 15 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 33 |
| 16 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 17 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 31 |
| 19 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 38 |
| 20 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 39 |
| 21 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 37 |
| 22 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 23 | 5 | 3 | 4 | 4 | 4 | 5 | 3 | 4 | 32 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 25 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 36 |
| 26 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 35 |
| 27 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 36 |
| 28 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 37 |
| 29 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 34 |
| 30 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 35 |

**Lampiran 5**

Data Untuk Uji Validitas Dan Reliabilitas Persepsi Potongan Harga

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No Resp** | **Nomor Pernyataan Pada Kuesioner** | | | | | | | | **Total**  **Skor** |
| X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 |
| 1 | 5 | 3 | 4 | 4 | 2 | 4 | 5 | 5 | 32 |
| 2 | 3 | 4 | 1 | 2 | 5 | 2 | 5 | 1 | 23 |
| 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 28 |
| 6 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 7 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 34 |
| 8 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 36 |
| 9 | 2 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 33 |
| 10 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 37 |
| 11 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 37 |
| 12 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 38 |
| 13 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 3 | 30 |
| 14 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 37 |
| 15 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 34 |
| 16 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 17 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 36 |
| 18 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 5 | 30 |
| 19 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 36 |
| 20 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 38 |
| 21 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 37 |
| 22 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 23 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 36 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 25 | 5 | 3 | 4 | 4 | 3 | 5 | 4 | 3 | 31 |
| 26 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 36 |
| 27 | 3 | 4 | 5 | 5 | 4 | 4 | 3 | 3 | 31 |
| 28 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 38 |
| 29 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 34 |
| 30 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 30 |

**Lampiran 6**

Data Jawaban Responden Variabel Minat Beli

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No Responden** | **Nomor Pernyataan pada Kuesioner** | | | | | | | | **Total skor** |
| Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Y.7 | Y.8 |
| 1 | 3 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 30 |
| 2 | 4 | 5 | 3 | 5 | 4 | 3 | 4 | 5 | 33 |
| 3 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 34 |
| 4 | 5 | 3 | 5 | 4 | 5 | 3 | 4 | 5 | 34 |
| 5 | 4 | 3 | 5 | 4 | 4 | 4 | 5 | 5 | 34 |
| 6 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 33 |
| 7 | 3 | 5 | 4 | 5 | 4 | 4 | 3 | 5 | 33 |
| 8 | 4 | 5 | 4 | 3 | 4 | 3 | 5 | 4 | 32 |
| 9 | 4 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 34 |
| 10 | 5 | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 35 |
| 11 | 5 | 5 | 4 | 5 | 3 | 5 | 4 | 3 | 34 |
| 12 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 3 | 35 |
| 13 | 5 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 32 |
| 14 | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 5 | 35 |
| 15 | 5 | 3 | 5 | 4 | 5 | 5 | 4 | 5 | 36 |
| 16 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 34 |
| 17 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 35 |
| 18 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 34 |
| 19 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 5 | 30 |
| 20 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 5 | 30 |
| 21 | 4 | 5 | 3 | 4 | 4 | 3 | 5 | 5 | 33 |
| 22 | 5 | 4 | 5 | 4 | 5 | 3 | 5 | 5 | 36 |
| 23 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 36 |
| 24 | 5 | 4 | 5 | 4 | 5 | 3 | 5 | 5 | 36 |
| 25 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 36 |
| 26 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 4 | 34 |
| 27 | 5 | 3 | 5 | 3 | 5 | 4 | 3 | 4 | 32 |
| 28 | 5 | 4 | 5 | 3 | 4 | 5 | 4 | 5 | 35 |
| 29 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 33 |
| 30 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 33 |
| 31 | 4 | 4 | 3 | 5 | 4 | 3 | 3 | 4 | 30 |
| 32 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 35 |
| 33 | 5 | 5 | 4 | 5 | 4 | 5 | 3 | 5 | 36 |
| 34 | 4 | 3 | 4 | 5 | 3 | 5 | 4 | 4 | 32 |
| 35 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 36 |
| 36 | 5 | 5 | 3 | 3 | 5 | 5 | 4 | 5 | 35 |
| 37 | 5 | 3 | 5 | 4 | 5 | 4 | 5 | 4 | 35 |
| 38 | 4 | 3 | 4 | 3 | 3 | 4 | 5 | 5 | 31 |
| 39 | 5 | 4 | 5 | 4 | 3 | 3 | 4 | 5 | 33 |
| 40 | 5 | 5 | 5 | 4 | 3 | 3 | 4 | 5 | 34 |
| 41 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 35 |
| 42 | 5 | 4 | 5 | 4 | 4 | 3 | 3 | 3 | 31 |
| 43 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 36 |
| 44 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 31 |
| 45 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| 46 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 36 |
| 47 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 32 |
| 48 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 35 |
| 49 | 5 | 5 | 4 | 4 | 3 | 3 | 5 | 4 | 33 |
| 50 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 34 |
| 51 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 35 |
| 52 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 32 |
| 53 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 36 |
| 54 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 35 |
| 55 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 35 |
| 56 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 32 |
| 57 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 33 |
| 58 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 35 |
| 59 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 34 |
| 60 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 36 |
| 61 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 35 |
| 62 | 4 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 34 |
| 63 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 5 | 35 |
| 64 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 36 |
| 65 | 3 | 4 | 5 | 5 | 4 | 3 | 3 | 4 | 31 |
| 66 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 67 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 3 | 33 |
| 68 | 3 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 32 |
| 69 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 34 |
| 70 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 3 | 32 |
| 71 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 35 |
| 72 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 4 | 34 |
| 73 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 5 | 33 |
| 74 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 36 |
| 75 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 37 |
| 76 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 34 |
| 77 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 37 |
| 78 | 5 | 5 | 5 | 5 | 4 | 3 | 3 | 4 | 34 |
| 79 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 35 |
| 80 | 4 | 5 | 5 | 4 | 5 | 3 | 5 | 5 | 36 |
| 81 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 34 |
| 82 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 36 |
| 83 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 35 |
| 84 | 3 | 4 | 5 | 4 | 5 | 5 | 5 | 3 | 34 |
| 85 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 3 | 33 |
| 86 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 34 |
| 87 | 4 | 5 | 4 | 3 | 5 | 4 | 5 | 5 | 35 |
| 88 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 5 | 36 |
| 89 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 38 |
| 90 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 35 |
| 91 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 34 |
| 92 | 3 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 35 |
| 93 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 35 |
| 94 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 36 |
| 95 | 5 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 36 |
| 96 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 35 |
| 97 | 5 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 34 |
| 98 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 35 |
| 99 | 4 | 5 | 5 | 4 | 5 | 3 | 5 | 4 | 35 |
| 100 | 3 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 34 |

**Lampiran 7**

Data Jawaban Responden Variabel Lokasi Perusahaan

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No Responden** | **Nomor Pernyataan pada Kuesioner** | | | | | | | | | | Total Skor |
| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | X1.10 |
| 1 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 36 |
| 2 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 3 | 5 | 4 | 39 |
| 3 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 5 | 4 | 5 | 41 |
| 4 | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 40 |
| 5 | 5 | 3 | 4 | 5 | 3 | 4 | 3 | 4 | 3 | 5 | 39 |
| 6 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 39 |
| 7 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 39 |
| 8 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 40 |
| 9 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 40 |
| 10 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 11 | 3 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 41 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 13 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 43 |
| 14 | 5 | 3 | 5 | 3 | 4 | 3 | 5 | 4 | 4 | 3 | 39 |
| 15 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 3 | 41 |
| 16 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 41 |
| 17 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 18 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 41 |
| 19 | 3 | 3 | 5 | 5 | 4 | 4 | 4 | 5 | 3 | 3 | 39 |
| 20 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 42 |
| 21 | 4 | 3 | 5 | 4 | 5 | 4 | 3 | 5 | 4 | 5 | 42 |
| 22 | 5 | 3 | 4 | 4 | 4 | 5 | 3 | 5 | 3 | 3 | 39 |
| 23 | 5 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 39 |
| 24 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 40 |
| 25 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 5 | 3 | 4 | 39 |
| 26 | 5 | 3 | 4 | 4 | 5 | 5 | 3 | 4 | 3 | 4 | 40 |
| 27 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 42 |
| 28 | 5 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 3 | 38 |
| 29 | 4 | 3 | 3 | 5 | 4 | 3 | 5 | 4 | 3 | 4 | 38 |
| 30 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 3 | 4 | 3 | 39 |
| 31 | 5 | 5 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 38 |
| 32 | 4 | 4 | 4 | 5 | 3 | 5 | 4 | 3 | 4 | 5 | 41 |
| 33 | 5 | 4 | 4 | 3 | 5 | 3 | 4 | 4 | 3 | 4 | 39 |
| 34 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 43 |
| 35 | 3 | 4 | 4 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 40 |
| 36 | 4 | 3 | 4 | 3 | 4 | 5 | 3 | 5 | 3 | 4 | 38 |
| 37 | 4 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 46 |
| 38 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 38 |
| 39 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 40 |
| 40 | 5 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 3 | 42 |
| 41 | 5 | 3 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 41 |
| 42 | 5 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 39 |
| 43 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 39 |
| 44 | 5 | 3 | 3 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 40 |
| 45 | 3 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 5 | 3 | 39 |
| 46 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 41 |
| 47 | 3 | 4 | 4 | 5 | 3 | 5 | 3 | 3 | 4 | 4 | 38 |
| 48 | 5 | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | 5 | 43 |
| 49 | 5 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 38 |
| 50 | 5 | 4 | 4 | 3 | 5 | 3 | 4 | 3 | 3 | 5 | 39 |
| 51 | 5 | 4 | 5 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 41 |
| 52 | 5 | 3 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 3 | 39 |
| 53 | 5 | 3 | 4 | 3 | 5 | 3 | 4 | 5 | 4 | 4 | 40 |
| 54 | 5 | 3 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 41 |
| 55 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 40 |
| 56 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 43 |
| 57 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 58 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 43 |
| 59 | 5 | 4 | 4 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 40 |
| 60 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 41 |
| 61 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 40 |
| 62 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 41 |
| 63 | 5 | 4 | 4 | 5 | 3 | 4 | 3 | 5 | 5 | 4 | 42 |
| 64 | 5 | 4 | 4 | 4 | 5 | 3 | 3 | 5 | 4 | 4 | 41 |
| 65 | 5 | 3 | 3 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 41 |
| 66 | 5 | 4 | 3 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 39 |
| 67 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 39 |
| 68 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 3 | 4 | 39 |
| 69 | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 3 | 5 | 5 | 40 |
| 70 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 40 |
| 71 | 3 | 5 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 41 |
| 72 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 5 | 5 | 41 |
| 73 | 5 | 4 | 3 | 4 | 3 | 4 | 5 | 3 | 4 | 5 | 40 |
| 74 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 42 |
| 75 | 5 | 4 | 4 | 4 | 5 | 3 | 5 | 4 | 3 | 5 | 42 |
| 76 | 5 | 3 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 41 |
| 77 | 5 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 39 |
| 78 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 3 | 4 | 4 | 40 |
| 79 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 42 |
| 80 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 42 |
| 81 | 5 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 40 |
| 82 | 3 | 5 | 4 | 5 | 5 | 3 | 4 | 3 | 4 | 5 | 41 |
| 83 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 39 |
| 84 | 5 | 3 | 5 | 4 | 3 | 5 | 4 | 3 | 5 | 3 | 40 |
| 85 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 4 | 40 |
| 86 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 87 | 4 | 5 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 41 |
| 88 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 41 |
| 89 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 5 | 4 | 4 | 42 |
| 90 | 5 | 4 | 3 | 4 | 4 | 5 | 3 | 5 | 3 | 4 | 40 |
| 91 | 5 | 3 | 4 | 5 | 3 | 5 | 4 | 5 | 4 | 4 | 42 |
| 92 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 40 |
| 93 | 3 | 4 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 4 | 41 |
| 94 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 42 |
| 95 | 5 | 4 | 5 | 4 | 3 | 5 | 4 | 5 | 3 | 4 | 42 |
| 96 | 5 | 5 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 3 | 40 |
| 97 | 3 | 4 | 3 | 3 | 4 | 5 | 3 | 4 | 5 | 4 | 38 |
| 98 | 5 | 5 | 4 | 3 | 4 | 5 | 3 | 4 | 3 | 5 | 41 |
| 99 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 40 |
| 100 | 5 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 43 |

**Lampiran 8**

Data Jawaban Responden Variabel *Product Assortment*

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No Responden** | **Nomor Pernyataan pada Kuesioner** | | | | | | | | **Total skor** |
| X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 |  |
| 1 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 34 |
| 2 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 35 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 37 |
| 5 | 3 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 33 |
| 6 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 34 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 8 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 33 |
| 9 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 35 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 11 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 13 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 31 |
| 14 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 15 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 37 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 17 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 18 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 35 |
| 19 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 39 |
| 20 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 29 |
| 21 | 3 | 4 | 3 | 5 | 3 | 5 | 4 | 4 | 31 |
| 22 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 23 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 36 |
| 24 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 39 |
| 25 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 37 |
| 26 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| 27 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 38 |
| 28 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 36 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 31 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 34 |
| 32 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 33 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 37 |
| 34 | 4 | 5 | 4 | 2 | 3 | 3 | 4 | 4 | 29 |
| 35 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 38 |
| 36 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 37 |
| 37 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 37 |
| 38 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
| 39 | 5 | 4 | 5 | 3 | 4 | 5 | 4 | 5 | 35 |
| 40 | 5 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 32 |
| 41 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 36 |
| 42 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 35 |
| 43 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 35 |
| 44 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 35 |
| 45 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 35 |
| 46 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 36 |
| 47 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 36 |
| 48 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 35 |
| 49 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 36 |
| 50 | 4 | 5 | 5 | 4 | 5 | 5 | 3 | 4 | 35 |
| 51 | 5 | 4 | 5 | 4 | 5 | 5 | 3 | 3 | 34 |
| 52 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 34 |
| 53 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 34 |
| 54 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 37 |
| 55 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 36 |
| 56 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 36 |
| 57 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 58 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 35 |
| 59 | 5 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 31 |
| 60 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 34 |
| 61 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 36 |
| 62 | 5 | 5 | 4 | 4 | 5 | 5 | 3 | 3 | 34 |
| 63 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 37 |
| 64 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 32 |
| 65 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 3 | 33 |
| 66 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 35 |
| 67 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 34 |
| 68 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 35 |
| 69 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 37 |
| 70 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 36 |
| 71 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 36 |
| 72 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 33 |
| 73 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 35 |
| 74 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 38 |
| 75 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | 37 |
| 76 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 35 |
| 77 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 36 |
| 78 | 5 | 4 | 5 | 3 | 3 | 4 | 4 | 4 | 32 |
| 79 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 34 |
| 80 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 36 |
| 81 | 5 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 33 |
| 82 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 38 |
| 83 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 35 |
| 84 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 36 |
| 85 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 36 |
| 86 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 35 |
| 87 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 37 |
| 88 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 35 |
| 89 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 35 |
| 90 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 34 |
| 91 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 37 |
| 92 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 35 |
| 93 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 34 |
| 94 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 2 | 34 |
| 95 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 3 | 33 |
| 96 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 97 | 3 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 33 |
| 98 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 36 |
| 99 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 36 |
| 100 | 5 | 5 | 5 | 4 | 5 | 4 | 3 | 5 | 36 |

**Lampiran 9**

Data Jawaban Responden Variabel Potongan Harga

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No Responden** | **Nomor Pernyataan pada Kuesioner** | | | | | | | | **Total skor** |
| X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 |  |
| 1 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 30 |
| 2 | 4 | 3 | 4 | 5 | 3 | 4 | 5 | 3 | 31 |
| 3 | 3 | 5 | 4 | 3 | 5 | 4 | 4 | 5 | 33 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 37 |
| 5 | 3 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 33 |
| 6 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 3 | 32 |
| 7 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 34 |
| 8 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 36 |
| 9 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 37 |
| 10 | 4 | 5 | 4 | 4 | 3 | 3 | 5 | 3 | 31 |
| 11 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 37 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 13 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 5 | 34 |
| 14 | 5 | 4 | 5 | 4 | 5 | 3 | 5 | 5 | 36 |
| 15 | 5 | 3 | 5 | 3 | 3 | 4 | 4 | 5 | 32 |
| 16 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 3 | 34 |
| 17 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 35 |
| 18 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 36 |
| 19 | 5 | 4 | 5 | 3 | 5 | 4 | 5 | 4 | 35 |
| 20 | 3 | 4 | 4 | 3 | 5 | 4 | 4 | 5 | 32 |
| 21 | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 3 | 33 |
| 22 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 3 | 36 |
| 23 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 36 |
| 24 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 34 |
| 25 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 3 | 32 |
| 26 | 5 | 4 | 4 | 3 | 5 | 5 | 4 | 5 | 35 |
| 27 | 5 | 3 | 5 | 3 | 4 | 5 | 4 | 4 | 33 |
| 28 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
| 29 | 3 | 4 | 3 | 4 | 4 | 3 | 5 | 4 | 30 |
| 30 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 33 |
| 31 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 34 |
| 32 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 37 |
| 33 | 4 | 5 | 5 | 4 | 5 | 4 | 3 | 5 | 35 |
| 34 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 31 |
| 35 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 35 |
| 36 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 37 |
| 37 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 36 |
| 38 | 3 | 3 | 4 | 3 | 5 | 5 | 5 | 5 | 33 |
| 39 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 32 |
| 40 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 34 |
| 41 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 32 |
| 42 | 5 | 4 | 4 | 3 | 4 | 5 | 3 | 5 | 33 |
| 43 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 34 |
| 44 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 4 | 32 |
| 45 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 35 |
| 46 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 34 |
| 47 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 34 |
| 48 | 5 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 32 |
| 49 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 36 |
| 50 | 5 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 35 |
| 51 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 33 |
| 52 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 33 |
| 53 | 5 | 4 | 3 | 4 | 3 | 5 | 4 | 5 | 33 |
| 54 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 37 |
| 55 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 30 |
| 56 | 5 | 4 | 4 | 5 | 3 | 3 | 5 | 4 | 33 |
| 57 | 3 | 3 | 3 | 4 | 4 | 5 | 4 | 5 | 31 |
| 58 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 32 |
| 59 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 33 |
| 60 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 35 |
| 61 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 37 |
| 62 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 34 |
| 63 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 35 |
| 64 | 5 | 4 | 3 | 5 | 4 | 5 | 5 | 3 | 34 |
| 65 | 5 | 5 | 4 | 5 | 3 | 3 | 3 | 4 | 32 |
| 66 | 5 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 32 |
| 67 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 34 |
| 68 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 36 |
| 69 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 70 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 35 |
| 71 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 35 |
| 72 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 35 |
| 73 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 5 | 32 |
| 74 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 5 | 33 |
| 75 | 5 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 31 |
| 76 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 34 |
| 77 | 5 | 5 | 4 | 5 | 4 | 3 | 3 | 4 | 33 |
| 78 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 3 | 35 |
| 79 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 35 |
| 80 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 31 |
| 81 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 30 |
| 82 | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 3 | 31 |
| 83 | 5 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 29 |
| 84 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | 5 | 31 |
| 85 | 5 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 30 |
| 86 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 3 | 32 |
| 87 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 37 |
| 88 | 5 | 5 | 4 | 4 | 3 | 4 | 3 | 5 | 33 |
| 89 | 5 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 30 |
| 90 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 28 |
| 91 | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 34 |
| 92 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
| 93 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 36 |
| 94 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 37 |
| 95 | 5 | 5 | 4 | 5 | 3 | 4 | 3 | 5 | 34 |
| 96 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 37 |
| 97 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 36 |
| 98 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 36 |
| 99 | 4 | 5 | 4 | 5 | 3 | 3 | 4 | 5 | 33 |
| 100 | 4 | 3 | 5 | 4 | 3 | 4 | 3 | 4 | 30 |

**Lampiran 10**

Hasil Perhitungan MSI Variabel Minat beli

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No Resp | Nomor Pernyataan Pada Kuesioner | | | | | | | | Total Skor |
| **Y.1** | **Y.2** | **Y.3** | **Y.4** | **Y.5** | **Y.6** | **Y.7** | **Y.8** |
| 1 | 1,968 | 2,564 | 3,280 | 2,124 | 2,084 | 1,000 | 1,000 | 2,011 | 16,032 |
| 2 | 3,116 | 2,564 | 2,124 | 2,124 | 3,204 | 4,406 | 3,169 | 4,667 | 25,376 |
| 3 | 4,495 | 2,564 | 3,280 | 3,413 | 2,084 | 3,281 | 1,920 | 3,270 | 24,307 |
| 4 | 4,495 | 4,066 | 4,613 | 3,413 | 4,499 | 4,406 | 3,169 | 4,667 | 33,329 |
| 5 | 3,116 | 1,000 | 2,124 | 2,124 | 2,084 | 2,270 | 1,920 | 2,011 | 16,649 |
| 6 | 4,495 | 2,564 | 3,280 | 3,413 | 3,204 | 4,406 | 3,169 | 4,667 | 29,199 |
| 7 | 1,968 | 4,066 | 4,613 | 4,803 | 4,499 | 4,406 | 4,588 | 4,667 | 33,611 |
| 8 | 3,116 | 4,066 | 3,280 | 3,413 | 3,204 | 2,270 | 3,169 | 3,270 | 25,789 |
| 9 | 3,116 | 4,066 | 4,613 | 3,413 | 4,499 | 4,406 | 3,169 | 3,270 | 30,553 |
| 10 | 4,495 | 4,066 | 3,280 | 4,803 | 4,499 | 4,406 | 4,588 | 4,667 | 34,805 |
| 11 | 4,495 | 4,066 | 4,613 | 4,803 | 4,499 | 4,406 | 4,588 | 4,667 | 36,138 |
| 12 | 3,116 | 2,564 | 3,280 | 3,413 | 3,204 | 3,281 | 3,169 | 3,270 | 25,298 |
| 13 | 4,495 | 2,564 | 3,280 | 3,413 | 1,000 | 2,270 | 1,000 | 3,270 | 21,292 |
| 14 | 4,495 | 4,066 | 4,613 | 4,803 | 4,499 | 4,406 | 4,588 | 4,667 | 36,138 |
| 15 | 4,495 | 4,066 | 4,613 | 3,413 | 4,499 | 4,406 | 3,169 | 4,667 | 33,329 |
| 16 | 4,495 | 2,564 | 3,280 | 3,413 | 2,084 | 3,281 | 1,920 | 3,270 | 24,307 |
| 17 | 3,116 | 2,564 | 3,280 | 3,413 | 3,204 | 3,281 | 3,169 | 3,270 | 25,298 |
| 18 | 3,116 | 2,564 | 4,613 | 3,413 | 4,499 | 3,281 | 3,169 | 4,667 | 29,323 |
| 19 | 3,116 | 1,000 | 2,124 | 2,124 | 3,204 | 2,270 | 3,169 | 4,667 | 21,675 |
| 20 | 3,116 | 2,564 | 2,124 | 3,413 | 2,084 | 2,270 | 3,169 | 2,011 | 20,751 |
| 21 | 1,000 | 4,066 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 11,066 |
| 22 | 4,495 | 4,066 | 4,613 | 4,803 | 4,499 | 4,406 | 4,588 | 4,667 | 36,138 |
| 23 | 4,495 | 4,066 | 3,280 | 3,413 | 4,499 | 4,406 | 3,169 | 3,270 | 30,599 |
| 24 | 4,495 | 4,066 | 4,613 | 4,803 | 4,499 | 4,406 | 4,588 | 4,667 | 36,138 |
| 25 | 4,495 | 2,564 | 3,280 | 4,803 | 3,204 | 4,406 | 4,588 | 3,270 | 30,612 |
| 26 | 3,116 | 4,066 | 4,613 | 4,803 | 4,499 | 4,406 | 3,169 | 3,270 | 31,943 |
| 27 | 4,495 | 4,066 | 4,613 | 4,803 | 4,499 | 3,281 | 3,169 | 3,270 | 32,197 |
| 28 | 4,495 | 2,564 | 4,613 | 4,803 | 3,204 | 4,406 | 3,169 | 4,667 | 31,923 |
| 29 | 3,116 | 2,564 | 4,613 | 3,413 | 3,204 | 3,281 | 3,169 | 3,270 | 26,632 |
| 30 | 3,116 | 2,564 | 2,124 | 3,413 | 3,204 | 2,270 | 3,169 | 3,270 | 23,131 |
| 31 | 3,116 | 2,564 | 2,124 | 2,124 | 3,204 | 2,270 | 1,920 | 3,270 | 20,593 |
| 32 | 3,116 | 2,564 | 2,124 | 3,413 | 4,499 | 4,406 | 4,588 | 4,667 | 29,378 |
| 33 | 4,495 | 4,066 | 4,613 | 4,803 | 4,499 | 4,406 | 4,588 | 4,667 | 36,138 |
| 34 | 3,116 | 1,000 | 3,280 | 2,124 | 2,084 | 1,000 | 3,169 | 2,011 | 17,785 |
| 35 | 4,495 | 4,066 | 3,280 | 3,413 | 4,499 | 3,281 | 3,169 | 4,667 | 30,870 |
| 36 | 4,495 | 4,066 | 2,124 | 2,124 | 4,499 | 4,406 | 3,169 | 4,667 | 29,551 |
| 37 | 4,495 | 4,066 | 4,613 | 4,803 | 4,499 | 3,281 | 3,169 | 3,270 | 32,197 |
| 38 | 3,116 | 2,564 | 3,280 | 3,413 | 2,084 | 2,270 | 1,920 | 3,270 | 21,917 |
| 39 | 4,495 | 2,564 | 4,613 | 3,413 | 2,084 | 2,270 | 3,169 | 4,667 | 27,275 |
| 40 | 4,495 | 4,066 | 4,613 | 3,413 | 2,084 | 2,270 | 3,169 | 4,667 | 28,777 |
| 41 | 4,495 | 2,564 | 4,613 | 3,413 | 3,204 | 4,406 | 3,169 | 3,270 | 29,136 |
| 42 | 4,495 | 2,564 | 4,613 | 3,413 | 3,204 | 2,270 | 1,920 | 2,011 | 24,491 |
| 43 | 4,495 | 2,564 | 3,280 | 4,803 | 3,204 | 4,406 | 3,169 | 4,667 | 30,589 |
| 44 | 4,495 | 2,564 | 3,280 | 3,413 | 2,084 | 2,270 | 3,169 | 3,270 | 24,545 |
| 45 | 4,495 | 4,066 | 3,280 | 3,413 | 3,204 | 3,281 | 3,169 | 3,270 | 28,179 |
| 46 | 4,495 | 2,564 | 4,613 | 3,413 | 4,499 | 3,281 | 3,169 | 4,667 | 30,702 |
| 47 | 4,495 | 4,066 | 3,280 | 3,413 | 2,084 | 2,270 | 3,169 | 3,270 | 26,047 |
| 48 | 4,495 | 4,066 | 3,280 | 3,413 | 3,204 | 3,281 | 4,588 | 3,270 | 29,598 |
| 49 | 4,495 | 4,066 | 3,280 | 3,413 | 2,084 | 2,270 | 4,588 | 3,270 | 27,466 |
| 50 | 4,495 | 2,564 | 4,613 | 3,413 | 3,204 | 3,281 | 3,169 | 3,270 | 28,011 |
| 51 | 3,116 | 4,066 | 4,613 | 3,413 | 3,204 | 3,281 | 3,169 | 4,667 | 29,530 |
| 52 | 3,116 | 4,066 | 3,280 | 3,413 | 3,204 | 2,270 | 3,169 | 3,270 | 25,789 |
| 53 | 3,116 | 4,066 | 4,613 | 3,413 | 3,204 | 3,281 | 4,588 | 4,667 | 30,949 |
| 54 | 3,116 | 4,066 | 3,280 | 3,413 | 3,204 | 3,281 | 4,588 | 4,667 | 29,616 |
| 55 | 3,116 | 4,066 | 4,613 | 3,413 | 3,204 | 3,281 | 4,588 | 3,270 | 29,553 |
| 56 | 4,495 | 4,066 | 3,280 | 3,413 | 2,084 | 2,270 | 3,169 | 3,270 | 26,047 |
| 57 | 3,116 | 2,564 | 3,280 | 3,413 | 3,204 | 2,270 | 3,169 | 3,270 | 24,287 |
| 58 | 3,116 | 4,066 | 4,613 | 3,413 | 3,204 | 3,281 | 4,588 | 3,270 | 29,553 |
| 59 | 3,116 | 2,564 | 3,280 | 3,413 | 4,499 | 4,406 | 3,169 | 4,667 | 29,114 |
| 60 | 4,495 | 4,066 | 4,613 | 4,803 | 3,204 | 3,281 | 3,169 | 3,270 | 30,903 |
| 61 | 3,116 | 4,066 | 3,280 | 4,803 | 4,499 | 3,281 | 3,169 | 3,270 | 29,485 |
| 62 | 3,116 | 4,066 | 4,613 | 4,803 | 4,499 | 3,281 | 3,169 | 3,270 | 30,818 |
| 63 | 3,116 | 4,066 | 3,280 | 4,803 | 3,204 | 4,406 | 3,169 | 4,667 | 30,712 |
| 64 | 4,495 | 4,066 | 3,280 | 4,803 | 4,499 | 3,281 | 3,169 | 3,270 | 30,864 |
| 65 | 1,968 | 2,564 | 4,613 | 4,803 | 3,204 | 2,270 | 1,920 | 3,270 | 24,613 |
| 66 | 3,116 | 4,066 | 3,280 | 3,413 | 3,204 | 3,281 | 3,169 | 3,270 | 26,800 |
| 67 | 3,116 | 4,066 | 3,280 | 3,413 | 3,204 | 3,281 | 1,920 | 2,011 | 24,292 |
| 68 | 1,968 | 2,564 | 2,124 | 3,413 | 2,084 | 3,281 | 3,169 | 2,011 | 20,615 |
| 69 | 3,116 | 4,066 | 4,613 | 4,803 | 3,204 | 2,270 | 3,169 | 3,270 | 28,512 |
| 70 | 4,495 | 2,564 | 3,280 | 3,413 | 4,499 | 2,270 | 3,169 | 2,011 | 25,701 |
| 71 | 3,116 | 2,564 | 3,280 | 4,803 | 3,204 | 2,270 | 3,169 | 4,667 | 27,074 |
| 72 | 4,495 | 4,066 | 3,280 | 3,413 | 3,204 | 2,270 | 1,920 | 3,270 | 25,918 |
| 73 | 3,116 | 2,564 | 4,613 | 2,124 | 3,204 | 3,281 | 3,169 | 4,667 | 26,740 |
| 74 | 4,495 | 2,564 | 4,613 | 4,803 | 4,499 | 3,281 | 3,169 | 3,270 | 30,695 |
| 75 | 3,116 | 2,564 | 3,280 | 4,803 | 4,499 | 4,406 | 3,169 | 3,270 | 29,108 |
| 76 | 3,116 | 2,564 | 4,613 | 3,413 | 3,204 | 3,281 | 4,588 | 3,270 | 28,051 |
| 77 | 4,495 | 4,066 | 4,613 | 3,413 | 3,204 | 3,281 | 3,169 | 4,667 | 30,909 |
| 78 | 4,495 | 4,066 | 4,613 | 4,803 | 3,204 | 2,270 | 1,920 | 3,270 | 28,642 |
| 79 | 3,116 | 2,564 | 4,613 | 4,803 | 3,204 | 3,281 | 1,920 | 3,270 | 26,773 |
| 80 | 3,116 | 2,564 | 4,613 | 3,413 | 3,204 | 2,270 | 3,169 | 4,667 | 27,017 |
| 81 | 3,116 | 2,564 | 3,280 | 4,803 | 4,499 | 3,281 | 3,169 | 3,270 | 27,983 |
| 82 | 4,495 | 2,564 | 3,280 | 4,803 | 3,204 | 4,406 | 3,169 | 4,667 | 30,589 |
| 83 | 4,495 | 2,564 | 3,280 | 3,413 | 4,499 | 3,281 | 4,588 | 3,270 | 29,391 |
| 84 | 1,968 | 2,564 | 4,613 | 3,413 | 4,499 | 3,281 | 4,588 | 3,270 | 28,197 |
| 85 | 1,968 | 2,564 | 4,613 | 3,413 | 3,204 | 4,406 | 4,588 | 3,270 | 28,028 |
| 86 | 4,495 | 2,564 | 3,280 | 4,803 | 3,204 | 3,281 | 3,169 | 4,667 | 29,464 |
| 87 | 3,116 | 4,066 | 3,280 | 2,124 | 4,499 | 3,281 | 3,169 | 3,270 | 26,806 |
| 88 | 3,116 | 4,066 | 2,124 | 4,803 | 4,499 | 4,406 | 3,169 | 4,667 | 30,851 |
| 89 | 4,495 | 4,066 | 3,280 | 4,803 | 3,204 | 2,270 | 4,588 | 3,270 | 29,977 |
| 90 | 3,116 | 4,066 | 3,280 | 2,124 | 3,204 | 2,270 | 3,169 | 2,011 | 23,241 |
| 91 | 3,116 | 4,066 | 3,280 | 3,413 | 2,084 | 3,281 | 1,920 | 4,667 | 25,827 |
| 92 | 1,968 | 2,564 | 4,613 | 3,413 | 4,499 | 2,270 | 4,588 | 3,270 | 27,186 |
| 93 | 4,495 | 4,066 | 4,613 | 3,413 | 3,204 | 2,270 | 1,920 | 4,667 | 28,648 |
| 94 | 3,116 | 4,066 | 3,280 | 2,124 | 3,204 | 4,406 | 4,588 | 3,270 | 28,056 |
| 95 | 4,495 | 2,564 | 3,280 | 4,803 | 2,084 | 3,281 | 4,588 | 3,270 | 28,366 |
| 96 | 4,495 | 2,564 | 2,124 | 3,413 | 3,204 | 4,406 | 3,169 | 3,270 | 26,647 |
| 97 | 4,495 | 2,564 | 2,124 | 3,413 | 3,204 | 4,406 | 3,169 | 3,270 | 26,647 |
| 98 | 4,495 | 4,066 | 3,280 | 3,413 | 3,204 | 4,406 | 3,169 | 4,667 | 30,701 |
| 99 | 3,116 | 2,564 | 4,613 | 3,413 | 4,499 | 2,270 | 3,169 | 4,667 | 28,311 |
| 100 | 1,968 | 4,066 | 3,280 | 2,124 | 4,499 | 4,406 | 3,169 | 4,667 | 28,180 |

**Lampiran 11**

Hasil Perhitungan MSI Variabel Lokasi Perusahaan

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No Resp** | Nomor Pernyataan Pada Kuesioner | | | | | | | | | | **Total Skor** |
| **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** | **X1.9** | **X1.10** |
| 1 | 1,872 | 3,610 | 2,429 | 1,922 | 1,000 | 1,681 | 1,000 | 1,872 | 3,244 | 1,922 | 20,552 |
| 2 | 2,789 | 3,610 | 3,665 | 3,276 | 2,913 | 4,309 | 4,741 | 4,447 | 4,704 | 3,235 | 37,691 |
| 3 | 2,789 | 3,610 | 3,665 | 3,276 | 1,793 | 2,831 | 3,337 | 3,035 | 3,244 | 3,235 | 30,816 |
| 4 | 2,789 | 4,985 | 3,665 | 1,922 | 4,300 | 2,831 | 4,741 | 3,035 | 3,244 | 3,235 | 34,750 |
| 5 | 1,872 | 2,306 | 2,429 | 1,922 | 1,793 | 2,831 | 2,057 | 1,872 | 1,872 | 1,922 | 20,875 |
| 6 | 4,206 | 4,985 | 3,665 | 3,276 | 2,913 | 2,831 | 3,337 | 3,035 | 3,244 | 3,235 | 34,729 |
| 7 | 4,206 | 3,610 | 3,665 | 3,276 | 2,913 | 2,831 | 3,337 | 3,035 | 3,244 | 3,235 | 33,353 |
| 8 | 2,789 | 2,306 | 3,665 | 3,276 | 2,913 | 2,831 | 2,057 | 1,872 | 4,704 | 3,235 | 29,649 |
| 9 | 4,206 | 4,985 | 3,665 | 3,276 | 4,300 | 2,831 | 3,337 | 4,447 | 4,704 | 4,667 | 40,420 |
| 10 | 2,789 | 4,985 | 3,665 | 3,276 | 2,913 | 2,831 | 3,337 | 3,035 | 3,244 | 3,235 | 33,312 |
| 11 | 4,206 | 4,985 | 4,961 | 4,723 | 4,300 | 4,309 | 4,741 | 4,447 | 4,704 | 4,667 | 46,045 |
| 12 | 2,789 | 3,610 | 3,665 | 3,276 | 2,913 | 2,831 | 3,337 | 3,035 | 3,244 | 3,235 | 31,936 |
| 13 | 2,789 | 3,610 | 2,429 | 1,922 | 2,913 | 2,831 | 3,337 | 3,035 | 1,872 | 3,235 | 27,974 |
| 14 | 4,206 | 4,985 | 4,961 | 4,723 | 4,300 | 4,309 | 4,741 | 4,447 | 4,704 | 4,667 | 46,045 |
| 15 | 2,789 | 4,985 | 3,665 | 4,723 | 4,300 | 2,831 | 4,741 | 3,035 | 3,244 | 4,667 | 38,983 |
| 16 | 4,206 | 3,610 | 3,665 | 3,276 | 2,913 | 4,309 | 3,337 | 3,035 | 4,704 | 3,235 | 36,291 |
| 17 | 2,789 | 3,610 | 3,665 | 3,276 | 2,913 | 2,831 | 3,337 | 3,035 | 3,244 | 3,235 | 31,936 |
| 18 | 4,206 | 3,610 | 4,961 | 3,276 | 4,300 | 2,831 | 4,741 | 4,447 | 3,244 | 1,922 | 37,539 |
| 19 | 4,206 | 4,985 | 4,961 | 4,723 | 4,300 | 4,309 | 4,741 | 4,447 | 4,704 | 4,667 | 46,045 |
| 20 | 2,789 | 3,610 | 2,429 | 1,922 | 1,793 | 4,309 | 3,337 | 3,035 | 1,872 | 3,235 | 28,331 |
| 21 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 10,000 |
| 22 | 4,206 | 4,985 | 4,961 | 4,723 | 4,300 | 4,309 | 4,741 | 4,447 | 4,704 | 4,667 | 46,045 |
| 23 | 4,206 | 3,610 | 4,961 | 3,276 | 4,300 | 2,831 | 4,741 | 3,035 | 4,704 | 3,235 | 38,900 |
| 24 | 4,206 | 4,985 | 4,961 | 4,723 | 4,300 | 4,309 | 3,337 | 4,447 | 4,704 | 4,667 | 44,640 |
| 25 | 2,789 | 4,985 | 4,961 | 3,276 | 2,913 | 4,309 | 3,337 | 4,447 | 3,244 | 4,667 | 38,929 |
| 26 | 4,206 | 4,985 | 4,961 | 3,276 | 4,300 | 2,831 | 3,337 | 3,035 | 3,244 | 3,235 | 37,412 |
| 27 | 2,789 | 4,985 | 4,961 | 4,723 | 4,300 | 4,309 | 3,337 | 4,447 | 4,704 | 3,235 | 41,791 |
| 28 | 4,206 | 2,306 | 3,665 | 4,723 | 4,300 | 4,309 | 2,057 | 3,035 | 3,244 | 3,235 | 35,082 |
| 29 | 2,789 | 3,610 | 3,665 | 3,276 | 2,913 | 2,831 | 3,337 | 3,035 | 3,244 | 3,235 | 31,936 |
| 30 | 2,789 | 3,610 | 3,665 | 3,276 | 2,913 | 2,831 | 3,337 | 3,035 | 3,244 | 3,235 | 31,936 |
| 31 | 4,206 | 4,985 | 3,665 | 4,723 | 2,913 | 4,309 | 3,337 | 4,447 | 3,244 | 4,667 | 40,498 |
| 32 | 2,789 | 3,610 | 4,961 | 4,723 | 4,300 | 4,309 | 4,741 | 4,447 | 4,704 | 4,667 | 43,252 |
| 33 | 4,206 | 4,985 | 4,961 | 4,723 | 4,300 | 4,309 | 3,337 | 4,447 | 4,704 | 4,667 | 44,640 |
| 34 | 1,872 | 3,610 | 3,665 | 3,276 | 2,913 | 2,831 | 3,337 | 3,035 | 1,872 | 1,922 | 28,333 |
| 35 | 4,206 | 3,610 | 3,665 | 4,723 | 4,300 | 4,309 | 4,741 | 4,447 | 4,704 | 3,235 | 41,942 |
| 36 | 2,789 | 3,610 | 3,665 | 3,276 | 2,913 | 4,309 | 3,337 | 4,447 | 4,704 | 3,235 | 36,286 |
| 37 | 2,789 | 4,985 | 4,961 | 4,723 | 2,913 | 4,309 | 4,741 | 4,447 | 4,704 | 4,667 | 43,241 |
| 38 | 2,789 | 3,610 | 3,665 | 3,276 | 1,793 | 1,681 | 3,337 | 3,035 | 3,244 | 1,922 | 28,352 |
| 39 | 4,206 | 3,610 | 4,961 | 3,276 | 2,913 | 4,309 | 3,337 | 4,447 | 3,244 | 3,235 | 37,538 |
| 40 | 4,206 | 2,306 | 3,665 | 4,723 | 2,913 | 2,831 | 3,337 | 4,447 | 3,244 | 1,922 | 33,595 |
| 41 | 4,206 | 2,306 | 3,665 | 3,276 | 4,300 | 4,309 | 2,057 | 3,035 | 3,244 | 3,235 | 33,634 |
| 42 | 4,206 | 3,610 | 2,429 | 3,276 | 2,913 | 4,309 | 2,057 | 3,035 | 3,244 | 4,667 | 33,747 |
| 43 | 4,206 | 3,610 | 2,429 | 3,276 | 2,913 | 2,831 | 2,057 | 3,035 | 3,244 | 3,235 | 30,838 |
| 44 | 4,206 | 2,306 | 2,429 | 3,276 | 4,300 | 4,309 | 2,057 | 3,035 | 3,244 | 3,235 | 32,399 |
| 45 | 4,206 | 3,610 | 3,665 | 4,723 | 4,300 | 2,831 | 3,337 | 3,035 | 4,704 | 4,667 | 39,079 |
| 46 | 4,206 | 3,610 | 2,429 | 4,723 | 4,300 | 4,309 | 3,337 | 4,447 | 3,244 | 3,235 | 37,841 |
| 47 | 4,206 | 3,610 | 3,665 | 4,723 | 4,300 | 4,309 | 3,337 | 4,447 | 3,244 | 3,235 | 39,077 |
| 48 | 4,206 | 3,610 | 2,429 | 3,276 | 4,300 | 4,309 | 3,337 | 3,035 | 4,704 | 3,235 | 36,442 |
| 49 | 4,206 | 3,610 | 3,665 | 4,723 | 2,913 | 4,309 | 2,057 | 3,035 | 4,704 | 4,667 | 37,890 |
| 50 | 4,206 | 3,610 | 3,665 | 4,723 | 4,300 | 4,309 | 3,337 | 4,447 | 4,704 | 4,667 | 41,969 |
| 51 | 4,206 | 3,610 | 4,961 | 4,723 | 4,300 | 4,309 | 3,337 | 4,447 | 3,244 | 3,235 | 40,373 |
| 52 | 4,206 | 2,306 | 3,665 | 4,723 | 4,300 | 4,309 | 3,337 | 4,447 | 3,244 | 4,667 | 39,205 |
| 53 | 4,206 | 2,306 | 3,665 | 3,276 | 4,300 | 4,309 | 3,337 | 4,447 | 3,244 | 3,235 | 36,326 |
| 54 | 4,206 | 2,306 | 2,429 | 3,276 | 4,300 | 2,831 | 3,337 | 4,447 | 3,244 | 3,235 | 33,613 |
| 55 | 4,206 | 3,610 | 3,665 | 4,723 | 4,300 | 4,309 | 3,337 | 4,447 | 3,244 | 3,235 | 39,077 |
| 56 | 4,206 | 3,610 | 3,665 | 4,723 | 4,300 | 4,309 | 3,337 | 3,035 | 1,872 | 3,235 | 36,293 |
| 57 | 1,872 | 3,610 | 2,429 | 1,922 | 2,913 | 2,831 | 3,337 | 3,035 | 3,244 | 3,235 | 28,429 |
| 58 | 4,206 | 3,610 | 2,429 | 3,276 | 2,913 | 4,309 | 3,337 | 4,447 | 3,244 | 4,667 | 36,439 |
| 59 | 4,206 | 3,610 | 3,665 | 4,723 | 4,300 | 4,309 | 3,337 | 4,447 | 3,244 | 3,235 | 39,077 |
| 60 | 4,206 | 3,610 | 2,429 | 3,276 | 2,913 | 2,831 | 2,057 | 3,035 | 3,244 | 4,667 | 32,269 |
| 61 | 4,206 | 3,610 | 3,665 | 3,276 | 4,300 | 4,309 | 3,337 | 4,447 | 3,244 | 3,235 | 37,630 |
| 62 | 2,789 | 2,306 | 2,429 | 3,276 | 2,913 | 4,309 | 3,337 | 3,035 | 4,704 | 3,235 | 32,334 |
| 63 | 4,206 | 3,610 | 3,665 | 4,723 | 4,300 | 2,831 | 3,337 | 4,447 | 3,244 | 3,235 | 37,600 |
| 64 | 4,206 | 3,610 | 3,665 | 3,276 | 4,300 | 1,681 | 2,057 | 4,447 | 3,244 | 3,235 | 33,722 |
| 65 | 4,206 | 2,306 | 2,429 | 3,276 | 4,300 | 4,309 | 2,057 | 3,035 | 3,244 | 4,667 | 33,830 |
| 66 | 4,206 | 3,610 | 2,429 | 3,276 | 2,913 | 4,309 | 4,741 | 3,035 | 3,244 | 3,235 | 35,000 |
| 67 | 2,789 | 2,306 | 2,429 | 3,276 | 2,913 | 4,309 | 3,337 | 3,035 | 3,244 | 3,235 | 30,874 |
| 68 | 4,206 | 3,610 | 3,665 | 4,723 | 2,913 | 4,309 | 3,337 | 3,035 | 4,704 | 3,235 | 37,738 |
| 69 | 4,206 | 2,306 | 2,429 | 3,276 | 4,300 | 2,831 | 3,337 | 4,447 | 4,704 | 4,667 | 36,504 |
| 70 | 4,206 | 3,610 | 2,429 | 3,276 | 2,913 | 4,309 | 3,337 | 4,447 | 3,244 | 4,667 | 36,439 |
| 71 | 1,872 | 4,985 | 4,961 | 3,276 | 2,913 | 2,831 | 4,741 | 3,035 | 3,244 | 3,235 | 35,095 |
| 72 | 2,789 | 3,610 | 3,665 | 3,276 | 2,913 | 4,309 | 2,057 | 1,872 | 4,704 | 4,667 | 33,862 |
| 73 | 4,206 | 3,610 | 3,665 | 3,276 | 2,913 | 2,831 | 4,741 | 4,447 | 4,704 | 4,667 | 39,062 |
| 74 | 4,206 | 3,610 | 2,429 | 3,276 | 2,913 | 4,309 | 3,337 | 3,035 | 4,704 | 4,667 | 36,487 |
| 75 | 4,206 | 3,610 | 3,665 | 3,276 | 2,913 | 4,309 | 4,741 | 3,035 | 4,704 | 4,667 | 39,127 |
| 76 | 4,206 | 2,306 | 2,429 | 3,276 | 2,913 | 4,309 | 3,337 | 4,447 | 3,244 | 3,235 | 33,703 |
| 77 | 4,206 | 2,306 | 3,665 | 3,276 | 2,913 | 4,309 | 3,337 | 4,447 | 3,244 | 4,667 | 36,371 |
| 78 | 2,789 | 4,985 | 4,961 | 4,723 | 2,913 | 2,831 | 4,741 | 4,447 | 3,244 | 3,235 | 38,871 |
| 79 | 4,206 | 3,610 | 3,665 | 3,276 | 2,913 | 4,309 | 2,057 | 4,447 | 4,704 | 4,667 | 37,855 |
| 80 | 2,789 | 2,306 | 2,429 | 3,276 | 2,913 | 4,309 | 3,337 | 4,447 | 4,704 | 4,667 | 35,178 |
| 81 | 4,206 | 3,610 | 3,665 | 4,723 | 2,913 | 4,309 | 4,741 | 3,035 | 4,704 | 4,667 | 40,575 |
| 82 | 4,206 | 4,985 | 3,665 | 4,723 | 4,300 | 4,309 | 3,337 | 1,872 | 3,244 | 4,667 | 39,309 |
| 83 | 4,206 | 4,985 | 3,665 | 3,276 | 4,300 | 2,831 | 3,337 | 4,447 | 3,244 | 4,667 | 38,960 |
| 84 | 4,206 | 2,306 | 4,961 | 3,276 | 4,300 | 4,309 | 3,337 | 3,035 | 4,704 | 4,667 | 39,101 |
| 85 | 4,206 | 3,610 | 4,961 | 3,276 | 4,300 | 2,831 | 4,741 | 4,447 | 4,704 | 3,235 | 40,312 |
| 86 | 2,789 | 3,610 | 4,961 | 4,723 | 2,913 | 2,831 | 4,741 | 4,447 | 3,244 | 4,667 | 38,927 |
| 87 | 2,789 | 4,985 | 2,429 | 3,276 | 4,300 | 2,831 | 2,057 | 3,035 | 4,704 | 3,235 | 33,644 |
| 88 | 4,206 | 3,610 | 4,961 | 4,723 | 4,300 | 2,831 | 3,337 | 4,447 | 3,244 | 4,667 | 40,327 |
| 89 | 2,789 | 3,610 | 3,665 | 1,922 | 4,300 | 4,309 | 3,337 | 4,447 | 3,244 | 3,235 | 34,859 |
| 90 | 4,206 | 3,610 | 3,665 | 3,276 | 2,913 | 4,309 | 4,741 | 4,447 | 3,244 | 3,235 | 37,647 |
| 91 | 4,206 | 2,306 | 3,665 | 4,723 | 1,793 | 4,309 | 3,337 | 4,447 | 3,244 | 3,235 | 35,266 |
| 92 | 4,206 | 3,610 | 3,665 | 4,723 | 2,913 | 2,831 | 3,337 | 1,872 | 3,244 | 1,922 | 32,324 |
| 93 | 1,872 | 3,610 | 4,961 | 3,276 | 1,793 | 4,309 | 3,337 | 4,447 | 3,244 | 3,235 | 34,083 |
| 94 | 4,206 | 3,610 | 3,665 | 3,276 | 4,300 | 4,309 | 3,337 | 4,447 | 3,244 | 3,235 | 37,630 |
| 95 | 4,206 | 3,610 | 4,961 | 3,276 | 2,913 | 4,309 | 3,337 | 4,447 | 4,704 | 3,235 | 38,998 |
| 96 | 4,206 | 4,985 | 3,665 | 4,723 | 1,793 | 2,831 | 3,337 | 4,447 | 3,244 | 4,667 | 37,899 |
| 97 | 4,206 | 3,610 | 3,665 | 3,276 | 2,913 | 4,309 | 4,741 | 3,035 | 4,704 | 3,235 | 37,696 |
| 98 | 4,206 | 4,985 | 3,665 | 4,723 | 2,913 | 4,309 | 2,057 | 3,035 | 1,872 | 4,667 | 36,433 |
| 99 | 4,206 | 3,610 | 3,665 | 3,276 | 4,300 | 4,309 | 3,337 | 4,447 | 3,244 | 3,235 | 37,630 |
| 100 | 4,206 | 3,610 | 4,961 | 3,276 | 4,300 | 4,309 | 4,741 | 3,035 | 4,704 | 4,667 | 41,810 |

**Lampiran 12**

Hasil Perhitungan MSI Variabel *Product Assortmen****t***

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No Resp** | Nomor Pernyataan Pada Kuesioner | | | | | | | | **Total Skor** |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** | **X2.8** |
| 1 | 1,000 | 1,000 | 2,246 | 2,011 | 2,552 | 1,000 | 3,492 | 1,938 | 15,239 |
| 2 | 2,782 | 3,101 | 3,674 | 4,803 | 2,552 | 3,069 | 3,492 | 3,182 | 26,656 |
| 3 | 2,782 | 3,101 | 2,246 | 3,365 | 2,552 | 3,069 | 3,492 | 3,182 | 23,789 |
| 4 | 2,782 | 4,596 | 3,674 | 4,803 | 2,552 | 3,069 | 4,961 | 4,580 | 31,018 |
| 5 | 1,681 | 1,681 | 1,000 | 3,365 | 1,000 | 1,922 | 2,089 | 1,938 | 14,676 |
| 6 | 4,265 | 3,101 | 3,674 | 3,365 | 2,552 | 3,069 | 3,492 | 3,182 | 26,700 |
| 7 | 2,782 | 3,101 | 2,246 | 3,365 | 2,552 | 3,069 | 3,492 | 3,182 | 23,789 |
| 8 | 2,782 | 3,101 | 1,000 | 3,365 | 2,552 | 3,069 | 4,961 | 4,580 | 25,410 |
| 9 | 4,265 | 4,596 | 2,246 | 4,803 | 2,552 | 3,069 | 3,492 | 3,182 | 28,205 |
| 10 | 2,782 | 3,101 | 2,246 | 3,365 | 2,552 | 3,069 | 3,492 | 3,182 | 23,789 |
| 11 | 4,265 | 4,596 | 3,674 | 4,803 | 4,036 | 4,463 | 4,961 | 4,580 | 35,377 |
| 12 | 2,782 | 3,101 | 2,246 | 3,365 | 2,552 | 3,069 | 3,492 | 3,182 | 23,789 |
| 13 | 2,782 | 3,101 | 2,246 | 3,365 | 1,000 | 3,069 | 3,492 | 3,182 | 22,237 |
| 14 | 4,265 | 4,596 | 3,674 | 4,803 | 4,036 | 4,463 | 4,961 | 4,580 | 35,377 |
| 15 | 4,265 | 3,101 | 3,674 | 4,803 | 4,036 | 3,069 | 3,492 | 4,580 | 31,020 |
| 16 | 2,782 | 3,101 | 2,246 | 3,365 | 2,552 | 3,069 | 3,492 | 3,182 | 23,789 |
| 17 | 2,782 | 3,101 | 2,246 | 3,365 | 2,552 | 3,069 | 3,492 | 3,182 | 23,789 |
| 18 | 4,265 | 4,596 | 3,674 | 2,011 | 2,552 | 4,463 | 3,492 | 3,182 | 28,235 |
| 19 | 4,265 | 4,596 | 3,674 | 3,365 | 4,036 | 4,463 | 4,961 | 4,580 | 33,939 |
| 20 | 2,782 | 3,101 | 2,246 | 3,365 | 2,552 | 1,922 | 2,089 | 1,938 | 19,995 |
| 21 | 1,681 | 1,681 | 1,000 | 2,011 | 1,000 | 1,922 | 2,089 | 1,938 | 13,323 |
| 22 | 4,265 | 4,596 | 3,674 | 4,803 | 4,036 | 4,463 | 4,961 | 4,580 | 35,377 |
| 23 | 2,782 | 4,596 | 2,246 | 4,803 | 2,552 | 4,463 | 3,492 | 4,580 | 29,514 |
| 24 | 4,265 | 4,596 | 3,674 | 3,365 | 4,036 | 4,463 | 4,961 | 4,580 | 33,939 |
| 25 | 2,782 | 4,596 | 3,674 | 4,803 | 2,552 | 4,463 | 4,961 | 3,182 | 31,013 |
| 26 | 4,265 | 4,596 | 2,246 | 3,365 | 2,552 | 3,069 | 3,492 | 3,182 | 26,766 |
| 27 | 2,782 | 4,596 | 3,674 | 4,803 | 4,036 | 4,463 | 4,961 | 3,182 | 32,497 |
| 28 | 4,265 | 3,101 | 3,674 | 4,803 | 2,552 | 3,069 | 3,492 | 4,580 | 29,536 |
| 29 | 2,782 | 3,101 | 2,246 | 3,365 | 2,552 | 3,069 | 3,492 | 3,182 | 23,789 |
| 30 | 2,782 | 3,101 | 2,246 | 3,365 | 2,552 | 3,069 | 3,492 | 3,182 | 23,789 |
| 31 | 2,782 | 3,101 | 3,674 | 3,365 | 4,036 | 3,069 | 3,492 | 3,182 | 26,701 |
| 32 | 4,265 | 4,596 | 3,674 | 4,803 | 4,036 | 4,463 | 4,961 | 4,580 | 35,377 |
| 33 | 4,265 | 3,101 | 2,246 | 3,365 | 4,036 | 4,463 | 4,961 | 4,580 | 31,015 |
| 34 | 2,782 | 3,101 | 2,246 | 1,000 | 1,000 | 1,922 | 1,000 | 1,000 | 14,051 |
| 35 | 4,265 | 4,596 | 3,674 | 3,365 | 4,036 | 4,463 | 3,492 | 4,580 | 32,470 |
| 36 | 4,265 | 4,596 | 3,674 | 4,803 | 2,552 | 3,069 | 3,492 | 4,580 | 31,031 |
| 37 | 2,782 | 4,596 | 3,674 | 4,803 | 2,552 | 4,463 | 3,492 | 4,580 | 30,943 |
| 38 | 2,782 | 3,101 | 1,000 | 3,365 | 2,552 | 3,069 | 3,492 | 3,182 | 22,543 |
| 39 | 4,265 | 3,101 | 3,674 | 2,011 | 2,552 | 4,463 | 3,492 | 4,580 | 28,138 |
| 40 | 4,265 | 3,101 | 2,246 | 4,803 | 1,000 | 1,922 | 3,492 | 3,182 | 24,011 |
| 41 | 4,265 | 3,101 | 3,674 | 3,365 | 4,036 | 4,463 | 3,492 | 3,182 | 29,577 |
| 42 | 4,265 | 4,596 | 2,246 | 3,365 | 4,036 | 3,069 | 3,492 | 3,182 | 28,250 |
| 43 | 4,265 | 3,101 | 3,674 | 3,365 | 2,552 | 3,069 | 4,961 | 3,182 | 28,169 |
| 44 | 4,265 | 3,101 | 3,674 | 3,365 | 2,552 | 3,069 | 4,961 | 3,182 | 28,169 |
| 45 | 2,782 | 4,596 | 2,246 | 3,365 | 4,036 | 3,069 | 4,961 | 3,182 | 28,236 |
| 46 | 4,265 | 3,101 | 3,674 | 3,365 | 4,036 | 4,463 | 3,492 | 3,182 | 29,577 |
| 47 | 4,265 | 4,596 | 3,674 | 3,365 | 2,552 | 4,463 | 3,492 | 3,182 | 29,589 |
| 48 | 2,782 | 4,596 | 3,674 | 3,365 | 2,552 | 4,463 | 3,492 | 3,182 | 28,106 |
| 49 | 2,782 | 4,596 | 3,674 | 3,365 | 2,552 | 4,463 | 3,492 | 4,580 | 29,504 |
| 50 | 2,782 | 4,596 | 3,674 | 3,365 | 4,036 | 4,463 | 2,089 | 3,182 | 28,187 |
| 51 | 4,265 | 3,101 | 3,674 | 3,365 | 4,036 | 4,463 | 2,089 | 1,938 | 26,930 |
| 52 | 2,782 | 3,101 | 3,674 | 3,365 | 4,036 | 4,463 | 3,492 | 1,938 | 26,851 |
| 53 | 2,782 | 4,596 | 3,674 | 2,011 | 2,552 | 4,463 | 3,492 | 3,182 | 26,753 |
| 54 | 4,265 | 4,596 | 3,674 | 3,365 | 4,036 | 4,463 | 3,492 | 3,182 | 31,072 |
| 55 | 4,265 | 3,101 | 3,674 | 3,365 | 4,036 | 4,463 | 3,492 | 3,182 | 29,577 |
| 56 | 4,265 | 4,596 | 3,674 | 3,365 | 2,552 | 4,463 | 3,492 | 3,182 | 29,589 |
| 57 | 2,782 | 1,681 | 2,246 | 3,365 | 2,552 | 3,069 | 3,492 | 3,182 | 22,369 |
| 58 | 4,265 | 3,101 | 3,674 | 3,365 | 2,552 | 4,463 | 3,492 | 3,182 | 28,094 |
| 59 | 4,265 | 4,596 | 2,246 | 3,365 | 1,000 | 3,069 | 2,089 | 1,938 | 22,567 |
| 60 | 4,265 | 3,101 | 2,246 | 3,365 | 2,552 | 4,463 | 3,492 | 3,182 | 26,665 |
| 61 | 4,265 | 4,596 | 3,674 | 3,365 | 2,552 | 4,463 | 3,492 | 3,182 | 29,589 |
| 62 | 4,265 | 4,596 | 2,246 | 3,365 | 4,036 | 4,463 | 2,089 | 1,938 | 26,997 |
| 63 | 4,265 | 3,101 | 3,674 | 4,803 | 4,036 | 3,069 | 4,961 | 3,182 | 31,091 |
| 64 | 2,782 | 3,101 | 3,674 | 2,011 | 2,552 | 3,069 | 3,492 | 3,182 | 23,864 |
| 65 | 2,782 | 3,101 | 2,246 | 4,803 | 4,036 | 4,463 | 2,089 | 1,938 | 25,458 |
| 66 | 4,265 | 3,101 | 2,246 | 4,803 | 4,036 | 3,069 | 3,492 | 3,182 | 28,194 |
| 67 | 4,265 | 3,101 | 2,246 | 3,365 | 2,552 | 3,069 | 4,961 | 3,182 | 26,740 |
| 68 | 4,265 | 3,101 | 3,674 | 3,365 | 4,036 | 4,463 | 3,492 | 1,938 | 28,333 |
| 69 | 4,265 | 4,596 | 3,674 | 3,365 | 2,552 | 4,463 | 3,492 | 4,580 | 30,987 |
| 70 | 4,265 | 4,596 | 2,246 | 3,365 | 2,552 | 4,463 | 3,492 | 4,580 | 29,558 |
| 71 | 4,265 | 3,101 | 2,246 | 4,803 | 2,552 | 4,463 | 3,492 | 4,580 | 29,501 |
| 72 | 2,782 | 3,101 | 1,000 | 3,365 | 2,552 | 4,463 | 4,961 | 3,182 | 25,405 |
| 73 | 4,265 | 3,101 | 2,246 | 4,803 | 2,552 | 3,069 | 4,961 | 3,182 | 28,178 |
| 74 | 4,265 | 3,101 | 3,674 | 4,803 | 4,036 | 4,463 | 3,492 | 4,580 | 32,414 |
| 75 | 4,265 | 4,596 | 3,674 | 2,011 | 4,036 | 4,463 | 4,961 | 3,182 | 31,188 |
| 76 | 4,265 | 4,596 | 2,246 | 3,365 | 2,552 | 4,463 | 3,492 | 3,182 | 28,160 |
| 77 | 4,265 | 3,101 | 3,674 | 3,365 | 2,552 | 4,463 | 3,492 | 4,580 | 29,492 |
| 78 | 4,265 | 3,101 | 3,674 | 2,011 | 1,000 | 3,069 | 3,492 | 3,182 | 23,795 |
| 79 | 4,265 | 4,596 | 3,674 | 2,011 | 2,552 | 3,069 | 3,492 | 3,182 | 26,842 |
| 80 | 4,265 | 4,596 | 3,674 | 3,365 | 2,552 | 4,463 | 3,492 | 3,182 | 29,589 |
| 81 | 4,265 | 4,596 | 3,674 | 3,365 | 2,552 | 1,922 | 2,089 | 3,182 | 25,645 |
| 82 | 4,265 | 4,596 | 3,674 | 3,365 | 4,036 | 4,463 | 3,492 | 4,580 | 32,470 |
| 83 | 4,265 | 3,101 | 3,674 | 4,803 | 2,552 | 3,069 | 3,492 | 3,182 | 28,139 |
| 84 | 4,265 | 3,101 | 2,246 | 4,803 | 2,552 | 4,463 | 3,492 | 4,580 | 29,501 |
| 85 | 4,265 | 3,101 | 3,674 | 3,365 | 2,552 | 4,463 | 3,492 | 4,580 | 29,492 |
| 86 | 4,265 | 3,101 | 3,674 | 3,365 | 2,552 | 4,463 | 3,492 | 3,182 | 28,094 |
| 87 | 2,782 | 4,596 | 3,674 | 4,803 | 2,552 | 4,463 | 3,492 | 4,580 | 30,943 |
| 88 | 4,265 | 3,101 | 3,674 | 3,365 | 2,552 | 3,069 | 3,492 | 4,580 | 28,098 |
| 89 | 4,265 | 3,101 | 3,674 | 3,365 | 2,552 | 3,069 | 4,961 | 3,182 | 28,169 |
| 90 | 4,265 | 4,596 | 2,246 | 4,803 | 2,552 | 3,069 | 2,089 | 3,182 | 26,802 |
| 91 | 4,265 | 4,596 | 2,246 | 4,803 | 2,552 | 4,463 | 4,961 | 3,182 | 31,067 |
| 92 | 2,782 | 4,596 | 2,246 | 4,803 | 2,552 | 3,069 | 4,961 | 3,182 | 28,191 |
| 93 | 4,265 | 3,101 | 2,246 | 3,365 | 2,552 | 4,463 | 3,492 | 3,182 | 26,665 |
| 94 | 4,265 | 3,101 | 3,674 | 3,365 | 4,036 | 4,463 | 3,492 | 1,000 | 27,395 |
| 95 | 4,265 | 3,101 | 1,000 | 3,365 | 4,036 | 3,069 | 4,961 | 1,938 | 25,734 |
| 96 | 2,782 | 4,596 | 2,246 | 4,803 | 2,552 | 4,463 | 3,492 | 3,182 | 28,116 |
| 97 | 1,681 | 3,101 | 3,674 | 4,803 | 2,552 | 1,922 | 3,492 | 4,580 | 25,806 |
| 98 | 4,265 | 3,101 | 2,246 | 4,803 | 4,036 | 3,069 | 3,492 | 4,580 | 29,591 |
| 99 | 4,265 | 3,101 | 3,674 | 4,803 | 2,552 | 3,069 | 4,961 | 3,182 | 29,607 |
| 100 | 4,265 | 4,596 | 3,674 | 3,365 | 4,036 | 3,069 | 2,089 | 4,580 | 29,673 |

**Lampiran 13**

Hasil Perhitungan MSI Variabel Potongan Harga

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **NO Resp** | Nomor Pernyataan Pada Kuesioner | | | | | | | | **Total Skor** |
| **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **X3.6** | **X3.7** | **X3.8** |
| 1 | 1,000 | 2,468 | 1,000 | 2,292 | 2,191 | 2,298 | 2,334 | 2,250 | 15,833 |
| 2 | 2,131 | 3,914 | 2,340 | 3,609 | 3,363 | 3,591 | 3,682 | 3,527 | 26,156 |
| 3 | 1,000 | 1,000 | 2,340 | 1,000 | 3,363 | 2,298 | 2,334 | 2,250 | 15,585 |
| 4 | 3,517 | 2,468 | 3,707 | 2,292 | 3,363 | 2,298 | 2,334 | 4,890 | 24,869 |
| 5 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 2,334 | 2,250 | 10,584 |
| 6 | 2,131 | 2,468 | 2,340 | 2,292 | 2,191 | 2,298 | 2,334 | 3,527 | 19,580 |
| 7 | 2,131 | 2,468 | 2,340 | 2,292 | 2,191 | 2,298 | 2,334 | 3,527 | 19,580 |
| 8 | 2,131 | 2,468 | 2,340 | 3,609 | 3,363 | 3,591 | 3,682 | 3,527 | 24,710 |
| 9 | 3,517 | 2,468 | 3,707 | 3,609 | 2,191 | 2,298 | 3,682 | 4,890 | 26,362 |
| 10 | 2,131 | 3,914 | 2,340 | 2,292 | 2,191 | 2,298 | 3,682 | 3,527 | 22,374 |
| 11 | 3,517 | 3,914 | 3,707 | 3,609 | 3,363 | 3,591 | 3,682 | 4,890 | 30,273 |
| 12 | 2,131 | 2,468 | 2,340 | 2,292 | 2,191 | 2,298 | 2,334 | 3,527 | 19,580 |
| 13 | 2,131 | 1,000 | 2,340 | 1,000 | 1,000 | 2,298 | 2,334 | 2,250 | 14,353 |
| 14 | 3,517 | 3,914 | 3,707 | 3,609 | 3,363 | 3,591 | 3,682 | 4,890 | 30,273 |
| 15 | 3,517 | 1,000 | 2,340 | 1,000 | 1,000 | 2,298 | 2,334 | 4,890 | 18,379 |
| 16 | 2,131 | 2,468 | 2,340 | 2,292 | 2,191 | 2,298 | 1,000 | 2,250 | 16,970 |
| 17 | 2,131 | 2,468 | 2,340 | 2,292 | 2,191 | 2,298 | 2,334 | 3,527 | 19,580 |
| 18 | 3,517 | 2,468 | 3,707 | 2,292 | 3,363 | 2,298 | 2,334 | 4,890 | 24,869 |
| 19 | 3,517 | 3,914 | 3,707 | 1,000 | 3,363 | 3,591 | 3,682 | 3,527 | 26,302 |
| 20 | 1,000 | 2,468 | 2,340 | 1,000 | 1,000 | 2,298 | 2,334 | 2,250 | 14,690 |
| 21 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 2,250 | 9,250 |
| 22 | 3,517 | 3,914 | 3,707 | 3,609 | 3,363 | 3,591 | 3,682 | 4,890 | 30,273 |
| 23 | 3,517 | 3,914 | 2,340 | 2,292 | 3,363 | 3,591 | 2,334 | 3,527 | 24,877 |
| 24 | 3,517 | 3,914 | 2,340 | 1,000 | 2,191 | 3,591 | 2,334 | 3,527 | 22,413 |
| 25 | 2,131 | 3,914 | 3,707 | 2,292 | 2,191 | 2,298 | 2,334 | 3,527 | 22,393 |
| 26 | 2,131 | 2,468 | 2,340 | 2,292 | 3,363 | 3,591 | 3,682 | 4,890 | 24,757 |
| 27 | 3,517 | 3,914 | 3,707 | 3,609 | 2,191 | 2,298 | 2,334 | 3,527 | 25,097 |
| 28 | 3,517 | 2,468 | 3,707 | 2,292 | 3,363 | 2,298 | 3,682 | 3,527 | 24,854 |
| 29 | 2,131 | 2,468 | 1,000 | 2,292 | 2,191 | 2,298 | 3,682 | 3,527 | 19,589 |
| 30 | 2,131 | 2,468 | 2,340 | 2,292 | 2,191 | 2,298 | 2,334 | 3,527 | 19,580 |
| 31 | 3,517 | 2,468 | 2,340 | 3,609 | 2,191 | 3,591 | 2,334 | 2,250 | 22,300 |
| 32 | 3,517 | 3,914 | 3,707 | 3,609 | 3,363 | 3,591 | 2,334 | 4,890 | 28,925 |
| 33 | 2,131 | 3,914 | 3,707 | 2,292 | 3,363 | 3,591 | 3,682 | 4,890 | 27,570 |
| 34 | 1,000 | 2,468 | 2,340 | 2,292 | 1,000 | 1,000 | 2,334 | 1,000 | 13,433 |
| 35 | 3,517 | 2,468 | 2,340 | 3,609 | 3,363 | 2,298 | 2,334 | 3,527 | 23,455 |
| 36 | 2,131 | 3,914 | 3,707 | 3,609 | 3,363 | 3,591 | 2,334 | 3,527 | 26,175 |
| 37 | 2,131 | 3,914 | 3,707 | 3,609 | 3,363 | 3,591 | 3,682 | 3,527 | 27,524 |
| 38 | 1,000 | 1,000 | 2,340 | 1,000 | 1,000 | 1,000 | 1,000 | 3,527 | 11,866 |
| 39 | 3,517 | 2,468 | 2,340 | 2,292 | 1,000 | 2,298 | 2,334 | 3,527 | 19,775 |
| 40 | 3,517 | 2,468 | 2,340 | 1,000 | 2,191 | 2,298 | 2,334 | 3,527 | 19,674 |
| 41 | 2,131 | 2,468 | 1,000 | 1,000 | 1,000 | 2,298 | 1,000 | 3,527 | 14,424 |
| 42 | 3,517 | 2,468 | 2,340 | 1,000 | 1,000 | 1,000 | 1,000 | 2,250 | 14,575 |
| 43 | 2,131 | 2,468 | 2,340 | 2,292 | 1,000 | 1,000 | 2,334 | 3,527 | 17,091 |
| 44 | 2,131 | 2,468 | 1,000 | 1,000 | 2,191 | 3,591 | 3,682 | 3,527 | 19,590 |
| 45 | 2,131 | 2,468 | 2,340 | 3,609 | 3,363 | 2,298 | 2,334 | 4,890 | 23,432 |
| 46 | 2,131 | 2,468 | 3,707 | 2,292 | 3,363 | 2,298 | 2,334 | 3,527 | 22,119 |
| 47 | 2,131 | 2,468 | 3,707 | 3,609 | 2,191 | 2,298 | 2,334 | 3,527 | 22,264 |
| 48 | 3,517 | 2,468 | 3,707 | 2,292 | 1,000 | 1,000 | 2,334 | 3,527 | 19,845 |
| 49 | 3,517 | 3,914 | 3,707 | 2,292 | 1,000 | 1,000 | 2,334 | 3,527 | 21,291 |
| 50 | 3,517 | 2,468 | 3,707 | 2,292 | 3,363 | 2,298 | 3,682 | 3,527 | 24,854 |
| 51 | 3,517 | 2,468 | 1,000 | 2,292 | 1,000 | 2,298 | 1,000 | 3,527 | 17,102 |
| 52 | 2,131 | 3,914 | 2,340 | 2,292 | 1,000 | 1,000 | 2,334 | 3,527 | 18,537 |
| 53 | 3,517 | 2,468 | 1,000 | 2,292 | 1,000 | 1,000 | 2,334 | 4,890 | 18,501 |
| 54 | 3,517 | 2,468 | 3,707 | 3,609 | 2,191 | 2,298 | 3,682 | 4,890 | 26,362 |
| 55 | 2,131 | 2,468 | 2,340 | 2,292 | 1,000 | 1,000 | 2,334 | 3,527 | 17,091 |
| 56 | 3,517 | 2,468 | 2,340 | 3,609 | 1,000 | 1,000 | 3,682 | 3,527 | 21,143 |
| 57 | 1,000 | 1,000 | 1,000 | 2,292 | 2,191 | 2,298 | 2,334 | 3,527 | 15,641 |
| 58 | 3,517 | 2,468 | 2,340 | 2,292 | 2,191 | 1,000 | 2,334 | 3,527 | 19,668 |
| 59 | 3,517 | 2,468 | 2,340 | 2,292 | 2,191 | 2,298 | 2,334 | 3,527 | 20,966 |
| 60 | 3,517 | 2,468 | 3,707 | 2,292 | 2,191 | 2,298 | 2,334 | 4,890 | 23,697 |
| 61 | 3,517 | 2,468 | 3,707 | 2,292 | 3,363 | 3,591 | 2,334 | 4,890 | 26,162 |
| 62 | 3,517 | 2,468 | 2,340 | 2,292 | 2,191 | 3,591 | 2,334 | 3,527 | 22,259 |
| 63 | 3,517 | 3,914 | 2,340 | 2,292 | 1,000 | 1,000 | 3,682 | 4,890 | 22,635 |
| 64 | 3,517 | 2,468 | 1,000 | 1,000 | 2,191 | 1,000 | 1,000 | 2,250 | 14,426 |
| 65 | 3,517 | 3,914 | 2,340 | 3,609 | 1,000 | 1,000 | 1,000 | 3,527 | 19,906 |
| 66 | 3,517 | 2,468 | 2,340 | 3,609 | 2,191 | 1,000 | 1,000 | 3,527 | 19,651 |
| 67 | 2,131 | 3,914 | 2,340 | 2,292 | 2,191 | 3,591 | 2,334 | 3,527 | 22,319 |
| 68 | 3,517 | 3,914 | 2,340 | 2,292 | 3,363 | 2,298 | 3,682 | 3,527 | 24,933 |
| 69 | 2,131 | 2,468 | 3,707 | 2,292 | 2,191 | 2,298 | 2,334 | 3,527 | 20,947 |
| 70 | 2,131 | 2,468 | 3,707 | 2,292 | 2,191 | 2,298 | 3,682 | 4,890 | 23,659 |
| 71 | 3,517 | 2,468 | 2,340 | 2,292 | 3,363 | 3,591 | 2,334 | 3,527 | 23,431 |
| 72 | 3,517 | 2,468 | 2,340 | 3,609 | 2,191 | 3,591 | 2,334 | 3,527 | 23,576 |
| 73 | 2,131 | 2,468 | 1,000 | 1,000 | 2,191 | 2,298 | 3,682 | 4,890 | 19,660 |
| 74 | 3,517 | 3,914 | 2,340 | 2,292 | 1,000 | 1,000 | 2,334 | 4,890 | 21,286 |
| 75 | 3,517 | 2,468 | 2,340 | 1,000 | 2,191 | 2,298 | 1,000 | 3,527 | 18,341 |
| 76 | 3,517 | 2,468 | 2,340 | 3,609 | 2,191 | 2,298 | 2,334 | 3,527 | 22,283 |
| 77 | 3,517 | 3,914 | 2,340 | 3,609 | 2,191 | 1,000 | 1,000 | 3,527 | 21,097 |
| 78 | 3,517 | 2,468 | 3,707 | 3,609 | 2,191 | 2,298 | 3,682 | 2,250 | 23,723 |
| 79 | 3,517 | 2,468 | 2,340 | 3,609 | 2,191 | 2,298 | 2,334 | 4,890 | 23,646 |
| 80 | 3,517 | 2,468 | 2,340 | 2,292 | 1,000 | 1,000 | 2,334 | 3,527 | 18,477 |
| 81 | 3,517 | 2,468 | 2,340 | 1,000 | 2,191 | 1,000 | 2,334 | 2,250 | 17,100 |
| 82 | 3,517 | 3,914 | 2,340 | 1,000 | 1,000 | 2,298 | 2,334 | 2,250 | 18,653 |
| 83 | 3,517 | 2,468 | 1,000 | 1,000 | 2,191 | 2,298 | 1,000 | 2,250 | 15,724 |
| 84 | 3,517 | 2,468 | 1,000 | 2,292 | 2,191 | 1,000 | 1,000 | 4,890 | 18,358 |
| 85 | 3,517 | 2,468 | 1,000 | 2,292 | 1,000 | 2,298 | 1,000 | 3,527 | 17,102 |
| 86 | 2,131 | 3,914 | 2,340 | 3,609 | 2,191 | 1,000 | 2,334 | 2,250 | 19,768 |
| 87 | 3,517 | 2,468 | 3,707 | 3,609 | 3,363 | 2,298 | 2,334 | 4,890 | 26,186 |
| 88 | 3,517 | 3,914 | 2,340 | 2,292 | 1,000 | 2,298 | 1,000 | 4,890 | 21,251 |
| 89 | 3,517 | 1,000 | 2,340 | 2,292 | 1,000 | 2,298 | 1,000 | 3,527 | 16,974 |
| 90 | 2,131 | 1,000 | 2,340 | 2,292 | 1,000 | 1,000 | 2,334 | 2,250 | 14,346 |
| 91 | 3,517 | 2,468 | 2,340 | 3,609 | 1,000 | 2,298 | 2,334 | 4,890 | 22,455 |
| 92 | 2,131 | 3,914 | 3,707 | 2,292 | 3,363 | 2,298 | 3,682 | 3,527 | 24,914 |
| 93 | 3,517 | 2,468 | 3,707 | 2,292 | 2,191 | 3,591 | 2,334 | 4,890 | 24,990 |
| 94 | 3,517 | 2,468 | 3,707 | 3,609 | 2,191 | 3,591 | 3,682 | 3,527 | 26,292 |
| 95 | 3,517 | 3,914 | 2,340 | 3,609 | 1,000 | 2,298 | 1,000 | 4,890 | 22,568 |
| 96 | 3,517 | 3,914 | 3,707 | 2,292 | 3,363 | 2,298 | 3,682 | 3,527 | 26,300 |
| 97 | 3,517 | 3,914 | 2,340 | 2,292 | 3,363 | 2,298 | 3,682 | 3,527 | 24,933 |
| 98 | 3,517 | 2,468 | 3,707 | 2,292 | 2,191 | 3,591 | 3,682 | 3,527 | 24,976 |
| 99 | 2,131 | 3,914 | 2,340 | 3,609 | 1,000 | 1,000 | 2,334 | 4,890 | 21,217 |
| 100 | 2,131 | 1,000 | 3,707 | 2,292 | 1,000 | 2,298 | 1,000 | 3,527 | 16,955 |

**Lampiran 14**

Hasil Perhitungan SPSS

**VALIDITAS MINAT BELI**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | |
|  | | Y.01 | Y.02 | Y.03 | Y.04 | Y.05 | Y.06 | Y.07 | Y.08 | TOTAL |
| Y.01 | Pearson Correlation | 1 | .442\* | .699\*\* | .368\* | .424\* | .318 | .805\*\* | .671\*\* | .766\*\* |
| Sig. (2-tailed) |  | .014 | .000 | .045 | .019 | .086 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.02 | Pearson Correlation | .442\* | 1 | .626\*\* | .453\* | .387\* | .610\*\* | .443\* | .355 | .685\*\* |
| Sig. (2-tailed) | .014 |  | .000 | .012 | .035 | .000 | .014 | .054 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.03 | Pearson Correlation | .699\*\* | .626\*\* | 1 | .335 | .634\*\* | .502\*\* | .604\*\* | .662\*\* | .822\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .070 | .000 | .005 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.04 | Pearson Correlation | .368\* | .453\* | .335 | 1 | .458\* | .604\*\* | .502\*\* | .507\*\* | .661\*\* |
| Sig. (2-tailed) | .045 | .012 | .070 |  | .011 | .000 | .005 | .004 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.05 | Pearson Correlation | .424\* | .387\* | .634\*\* | .458\* | 1 | .587\*\* | .506\*\* | .703\*\* | .772\*\* |
| Sig. (2-tailed) | .019 | .035 | .000 | .011 |  | .001 | .004 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.06 | Pearson Correlation | .318 | .610\*\* | .502\*\* | .604\*\* | .587\*\* | 1 | .542\*\* | .575\*\* | .775\*\* |
| Sig. (2-tailed) | .086 | .000 | .005 | .000 | .001 |  | .002 | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.07 | Pearson Correlation | .805\*\* | .443\* | .604\*\* | .502\*\* | .506\*\* | .542\*\* | 1 | .711\*\* | .834\*\* |
| Sig. (2-tailed) | .000 | .014 | .000 | .005 | .004 | .002 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.08 | Pearson Correlation | .671\*\* | .355 | .662\*\* | .507\*\* | .703\*\* | .575\*\* | .711\*\* | 1 | .850\*\* |
| Sig. (2-tailed) | .000 | .054 | .000 | .004 | .000 | .001 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | .766\*\* | .685\*\* | .822\*\* | .661\*\* | .772\*\* | .775\*\* | .834\*\* | .850\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 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). | | | | | | | | | | |

**RELIABILITAS MINAT BELI**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .901 | 8 |

**Lampiran 15**

Hasil Perhitungan SPSS

**VALIDITAS LOKASI PERUSAHAAN**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | X3.01 | X3.02 | X3.03 | X3.04 | X3.05 | X3.06 | X3.07 | X3.08 | X3.09 | X3.10 | TOTAL |
| X3.01 | Pearson Correlation | 1 | .304 | .406\* | .149 | .682\*\* | .040 | .284 | .097 | .269 | .466\*\* | .623\*\* |
| Sig. (2-tailed) |  | .102 | .026 | .432 | .000 | .833 | .128 | .610 | .150 | .009 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.02 | Pearson Correlation | .304 | 1 | .389\* | .272 | .220 | .000 | .195 | .239 | .344 | .418\* | .522\*\* |
| Sig. (2-tailed) | .102 |  | .034 | .146 | .243 | 1.000 | .303 | .203 | .063 | .022 | .003 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.03 | Pearson Correlation | .406\* | .389\* | 1 | .544\*\* | .549\*\* | .110 | .389\* | .292 | .762\*\* | .627\*\* | .802\*\* |
| Sig. (2-tailed) | .026 | .034 |  | .002 | .002 | .563 | .033 | .117 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.04 | Pearson Correlation | .149 | .272 | .544\*\* | 1 | .162 | .162 | .381\* | .391\* | .241 | .398\* | .573\*\* |
| Sig. (2-tailed) | .432 | .146 | .002 |  | .394 | .394 | .038 | .033 | .200 | .029 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.05 | Pearson Correlation | .682\*\* | .220 | .549\*\* | .162 | 1 | .391\* | .308 | .210 | .292 | .413\* | .706\*\* |
| Sig. (2-tailed) | .000 | .243 | .002 | .394 |  | .032 | .098 | .265 | .118 | .023 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.06 | Pearson Correlation | .040 | .000 | .110 | .162 | .391\* | 1 | .154 | .315 | .000 | .046 | .372\* |
| Sig. (2-tailed) | .833 | 1.000 | .563 | .394 | .032 |  | .417 | .090 | 1.000 | .810 | .043 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.07 | Pearson Correlation | .284 | .195 | .389\* | .381\* | .308 | .154 | 1 | .621\*\* | .258 | .325 | .650\*\* |
| Sig. (2-tailed) | .128 | .303 | .033 | .038 | .098 | .417 |  | .000 | .168 | .079 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.08 | Pearson Correlation | .097 | .239 | .292 | .391\* | .210 | .315 | .621\*\* | 1 | .259 | .267 | .590\*\* |
| Sig. (2-tailed) | .610 | .203 | .117 | .033 | .265 | .090 | .000 |  | .168 | .154 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.09 | Pearson Correlation | .269 | .344 | .762\*\* | .241 | .292 | .000 | .258 | .259 | 1 | .555\*\* | .625\*\* |
| Sig. (2-tailed) | .150 | .063 | .000 | .200 | .118 | 1.000 | .168 | .168 |  | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.10 | Pearson Correlation | .466\*\* | .418\* | .627\*\* | .398\* | .413\* | .046 | .325 | .267 | .555\*\* | 1 | .723\*\* |
| Sig. (2-tailed) | .009 | .022 | .000 | .029 | .023 | .810 | .079 | .154 | .001 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | .623\*\* | .522\*\* | .802\*\* | .573\*\* | .706\*\* | .372\* | .650\*\* | .590\*\* | .625\*\* | .723\*\* | 1 |
| Sig. (2-tailed) | .000 | .003 | .000 | .001 | .000 | .043 | .000 | .001 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 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). | | | | | | | | | | | | |

**RELIABILITAS LOKASI PERUSAHAAN**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .815 | 10 |

**Lampiran 16**

Hasil Perhitungan SPSS

**VALIDITAS *PRODUCT ASSORTMENT***

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | |
|  | | X2.01 | X2.02 | X2.03 | X2.04 | X2.05 | X2.06 | X2.07 | X2.08 | TOTAL |
| X2.01 | Pearson Correlation | 1 | .418\* | .413\* | .305 | .364\* | .670\*\* | .442\* | .490\*\* | .653\*\* |
| Sig. (2-tailed) |  | .021 | .023 | .101 | .048 | .000 | .014 | .006 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.02 | Pearson Correlation | .418\* | 1 | .594\*\* | .679\*\* | .781\*\* | .312 | .746\*\* | .725\*\* | .886\*\* |
| Sig. (2-tailed) | .021 |  | .001 | .000 | .000 | .093 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.03 | Pearson Correlation | .413\* | .594\*\* | 1 | .610\*\* | .600\*\* | .251 | .318 | .700\*\* | .721\*\* |
| Sig. (2-tailed) | .023 | .001 |  | .000 | .000 | .181 | .087 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.04 | Pearson Correlation | .305 | .679\*\* | .610\*\* | 1 | .502\*\* | .118 | .582\*\* | .754\*\* | .773\*\* |
| Sig. (2-tailed) | .101 | .000 | .000 |  | .005 | .536 | .001 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.05 | Pearson Correlation | .364\* | .781\*\* | .600\*\* | .502\*\* | 1 | .248 | .531\*\* | .506\*\* | .737\*\* |
| Sig. (2-tailed) | .048 | .000 | .000 | .005 |  | .187 | .003 | .004 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.06 | Pearson Correlation | .670\*\* | .312 | .251 | .118 | .248 | 1 | .319 | .405\* | .534\*\* |
| Sig. (2-tailed) | .000 | .093 | .181 | .536 | .187 |  | .086 | .027 | .002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.07 | Pearson Correlation | .442\* | .746\*\* | .318 | .582\*\* | .531\*\* | .319 | 1 | .712\*\* | .803\*\* |
| Sig. (2-tailed) | .014 | .000 | .087 | .001 | .003 | .086 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.08 | Pearson Correlation | .490\*\* | .725\*\* | .700\*\* | .754\*\* | .506\*\* | .405\* | .712\*\* | 1 | .893\*\* |
| Sig. (2-tailed) | .006 | .000 | .000 | .000 | .004 | .027 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | .653\*\* | .886\*\* | .721\*\* | .773\*\* | .737\*\* | .534\*\* | .803\*\* | .893\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .002 | .000 | .000 |  |
| N | 30 | 30 | 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). | | | | | | | | | | |

**RELIABILITAS *PRODUCT ASSORTMENT***

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .889 | 8 |

**Lampiran 17**

Hasil Perhitungan SPSS

**VALIDITAS POTONGAN HARGA**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | |
|  | | X3.01 | X3.02 | X3.03 | X3.04 | X3.05 | X3.06 | X3.07 | X3.08 | TOTAL |
| X3.01 | Pearson Correlation | 1 | .276 | .374\* | .198 | -.117 | .426\* | .249 | .346 | .535\*\* |
| Sig. (2-tailed) |  | .141 | .042 | .295 | .540 | .019 | .184 | .061 | .002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.02 | Pearson Correlation | .276 | 1 | .380\* | .320 | .611\*\* | .392\* | .200 | .295 | .660\*\* |
| Sig. (2-tailed) | .141 |  | .038 | .085 | .000 | .032 | .289 | .113 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.03 | Pearson Correlation | .374\* | .380\* | 1 | .688\*\* | .112 | .705\*\* | .123 | .610\*\* | .772\*\* |
| Sig. (2-tailed) | .042 | .038 |  | .000 | .557 | .000 | .517 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.04 | Pearson Correlation | .198 | .320 | .688\*\* | 1 | .264 | .503\*\* | .162 | .507\*\* | .694\*\* |
| Sig. (2-tailed) | .295 | .085 | .000 |  | .159 | .005 | .393 | .004 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.05 | Pearson Correlation | -.117 | .611\*\* | .112 | .264 | 1 | .286 | .323 | .052 | .469\*\* |
| Sig. (2-tailed) | .540 | .000 | .557 | .159 |  | .125 | .081 | .784 | .009 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.06 | Pearson Correlation | .426\* | .392\* | .705\*\* | .503\*\* | .286 | 1 | .198 | .639\*\* | .802\*\* |
| Sig. (2-tailed) | .019 | .032 | .000 | .005 | .125 |  | .294 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.07 | Pearson Correlation | .249 | .200 | .123 | .162 | .323 | .198 | 1 | .353 | .500\*\* |
| Sig. (2-tailed) | .184 | .289 | .517 | .393 | .081 | .294 |  | .056 | .005 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.08 | Pearson Correlation | .346 | .295 | .610\*\* | .507\*\* | .052 | .639\*\* | .353 | 1 | .755\*\* |
| Sig. (2-tailed) | .061 | .113 | .000 | .004 | .784 | .000 | .056 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | .535\*\* | .660\*\* | .772\*\* | .694\*\* | .469\*\* | .802\*\* | .500\*\* | .755\*\* | 1 |
| Sig. (2-tailed) | .002 | .000 | .000 | .000 | .009 | .000 | .005 | .000 |  |
| N | 30 | 30 | 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). | | | | | | | | | | |

**RELIABILITAS POTONGAN HARGA**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .803 | 8 |

**Lampiran 18**

Hasil Perhitungan SPSS

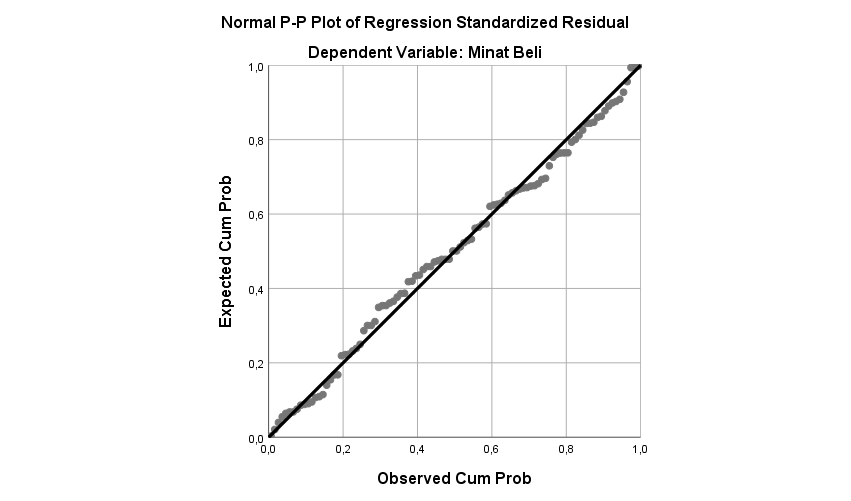
**STATISTIK DESKRIPTIF**

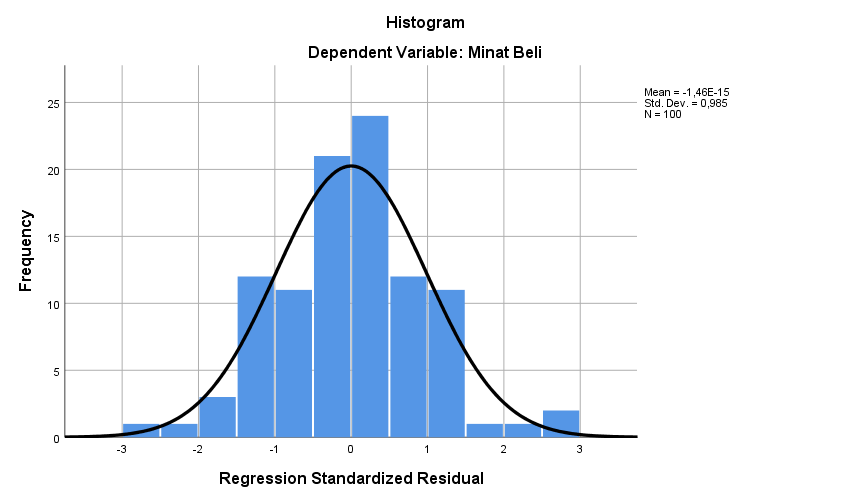
|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| Minat Beli | 100 | 30,00 | 38,00 | 34,1200 | 1,67139 |
| Persepsi Lokasi Perusahaan | 100 | 36,00 | 46,00 | 40,2800 | 1,54449 |
| Persepsi Product Assortment | 100 | 29,00 | 40,00 | 34,8900 | 2,30456 |
| Persepsi Potongan Harga | 100 | 28,00 | 37,00 | 33,6200 | 2,15453 |
| Valid N (listwise) | 100 |  |  |  |  |

**UJI ASUMSI KLASIK**

**1. UJI NORMALITAS**

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | ,0000000 |
| Std. Deviation | 1,72671273 |
| Most Extreme Differences | Absolute | ,072 |
| Positive | ,063 |
| Negative | -,072 |
| Test Statistic | | ,072 |
| Asymp. Sig. (2-tailed) | | ,200c,d |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |
| d. This is a lower bound of the true significance. | | |

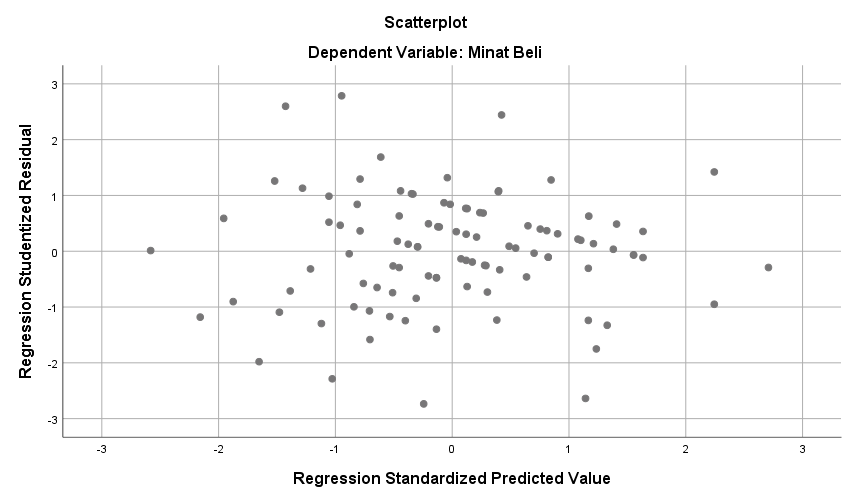




**2. UJI MULTIKOLINEARITAS**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 13,779 | 4,996 |  | 2,758 | ,007 |  |  |
| Persepsi Lokasi Perusahaan | ,288 | ,100 | ,266 | 2,880 | ,005 | 1,000 | 1,000 |
| Persepsi Product Assortment | ,237 | ,070 | ,326 | 3,398 | ,001 | ,924 | 1,083 |
| Persepsi Potongan Harga | ,015 | ,074 | ,019 | ,199 | ,843 | ,924 | 1,083 |
| a. Dependent Variable: Minat Beli | | | | | | | | |

**3. UJI HETEROSKEDASTISITAS**



**ANALISIS REGRESI LINEAR BERGANDA**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 13,779 | 4,996 |  | 2,758 | ,007 |  |  |
| Persepsi Lokasi Perusahaan | ,288 | ,100 | ,266 | 2,880 | ,005 | 1,000 | 1,000 |
| Persepsi Product Assortment | ,237 | ,070 | ,326 | 3,398 | ,001 | ,924 | 1,083 |
| Persepsi Potongan Harga | ,015 | ,074 | ,019 | ,199 | ,843 | ,924 | 1,083 |
| a. Dependent Variable: Minat Beli | | | | | | | | | |

**UJI T**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 13,779 | 4,996 |  | 2,758 | ,007 |  |  |
| Persepsi Lokasi Perusahaan | ,288 | ,100 | ,266 | 2,880 | ,005 | 1,000 | 1,000 |
| Persepsi Product Assortment | ,237 | ,070 | ,326 | 3,398 | ,001 | ,924 | 1,083 |
| Persepsi Potongan Harga | ,015 | ,074 | ,019 | ,199 | ,843 | ,924 | 1,083 |
| a. Dependent Variable: Minat Beli | | | | | | | | |

**UJI F**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 154,496 | 3 | 51,499 | 10,759 | ,000b |
| Residual | 459,504 | 96 | 4,787 |  |  |
| Total | 614,000 | 99 |  |  |  |
| a. Dependent Variable: Minat Beli | | | | | | |
| b. Predictors: (Constant), Persepsi Potongan Harga, Persepsi Lokasi perusahaan, Persepsi Product Assortment | | | | | | |

**KOEFISISIEN REGRESI**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,751a | ,564 | ,550 | 2,33606 |
| a. Predictors: (Constant), Persepsi Potongan Harga, Persepsi Lokasi Perusahaan, Persepsi Product Assortment | | | | |
| b. Dependent Variable: Minat Beli | | | | |

**Lampiran 19**

Foto penyebaran kuesioner

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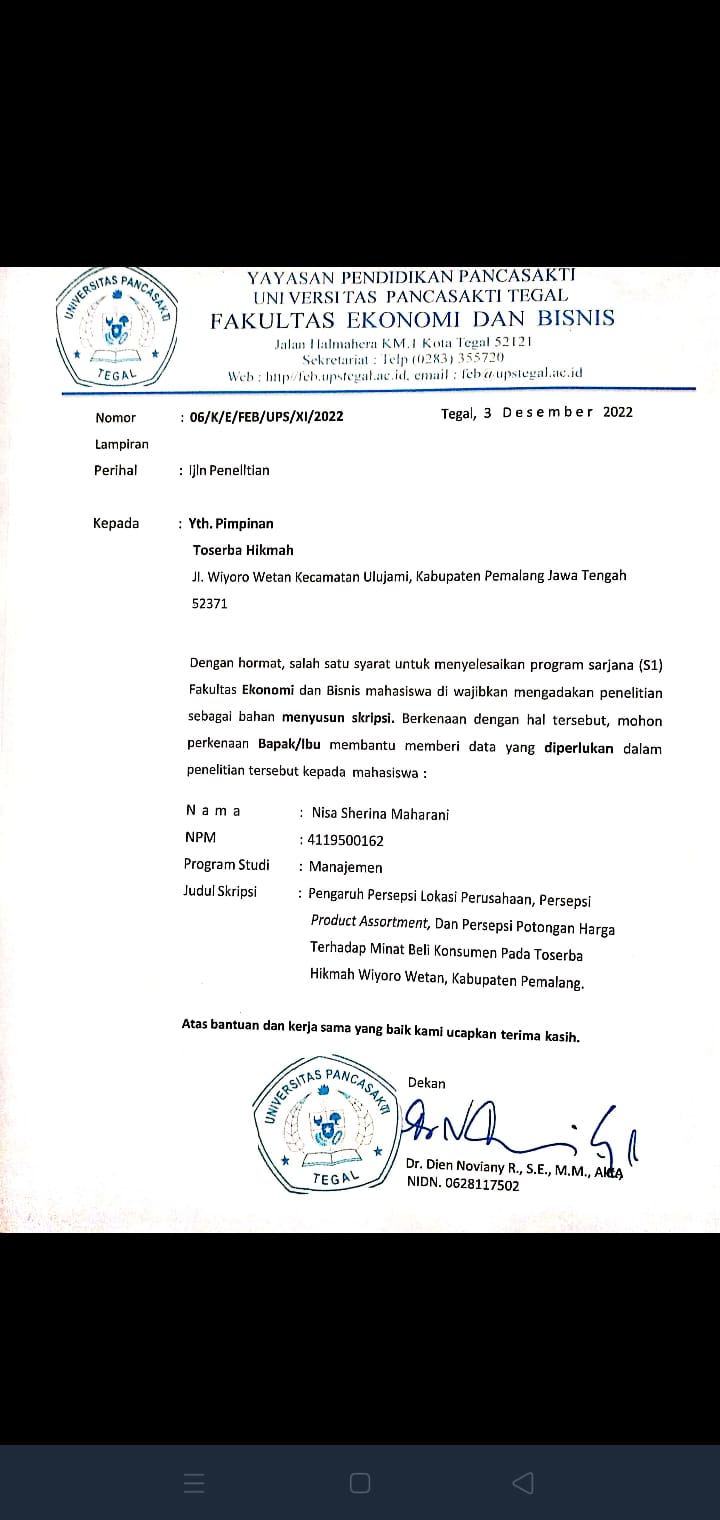






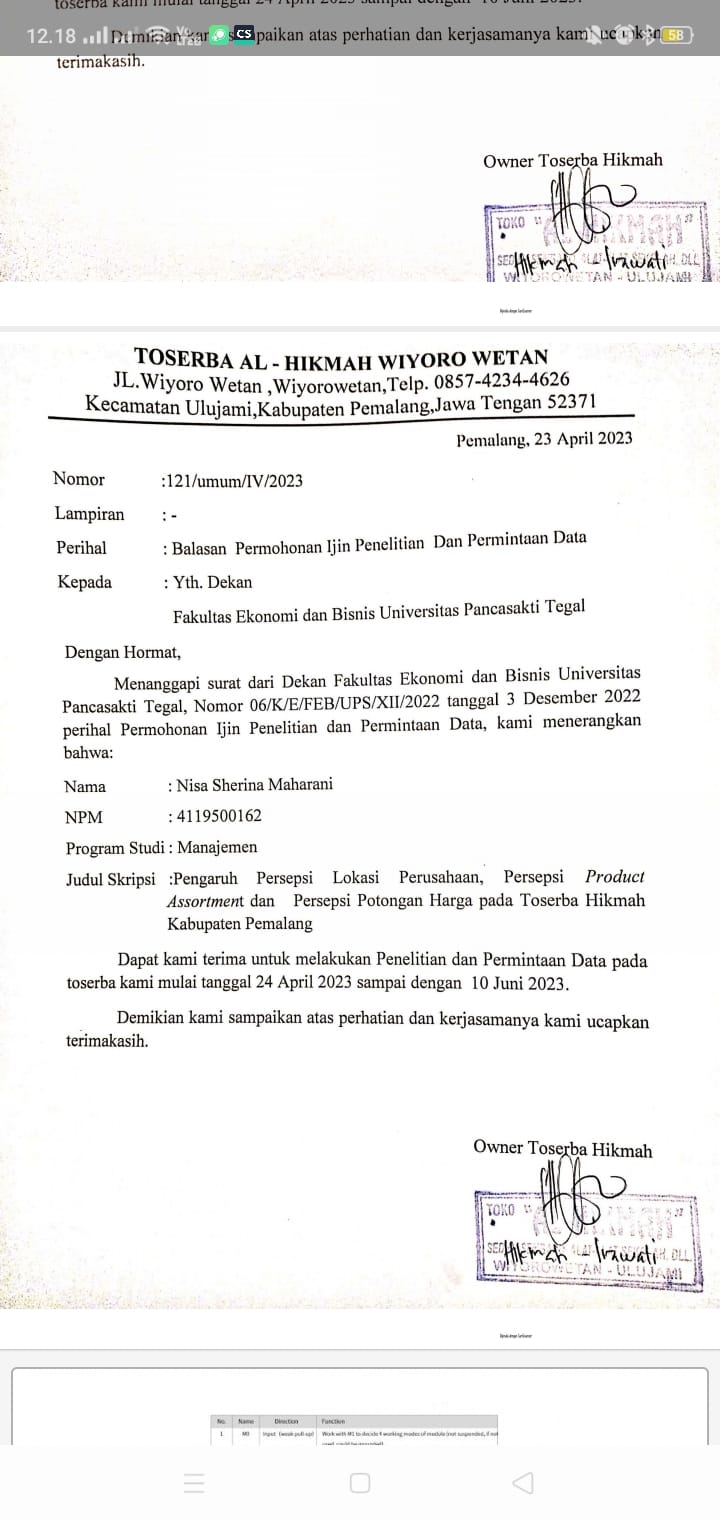
**Lampiran 20**

**Surat Izin Penelitian**



**Lampiran 21**

**Surat Balasan Izin Penelitian**

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