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# LAMPIRAN

**Lampiran 1**

**Kuesioner Penelitian**

**KUESIONER**

1. Identitas Responden
2. Nama : ………….…………………..…(boleh tidak diisi)
3. Alamat :…………....................................(boleh tidak diisi)
4. Jenis Kelamin : Laki-laki Perempuan
5. Usia : ………. Tahun
6. Pendidikan Terakhir : SD/SMP SLTA

DIII/S1 S2

1. Petunjuk Pengisian
2. Jawablah pertanyaan ini dengan jujur dan benar.
3. Bacalah terlebih dahulu pertanyaan dengan cermat sebelum anda memulai untuk menjawabnya.
4. Pilihlah salah satu jawaban yang tersedia dengan memberikan tanda checlist (√) pada salah satu jawaban yang anda anggap paling benar.

Keterangan :

SS : Sangat setuju

S : Setuju

CS : Cukup Setuju

TS : Tidak Setuju

STS : Sangat Tidak Setuju

Daftar Pernyataan

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban** | | | | |
|  | **VOLUME PENJUALAN** | **STS**  **(1)** | **TS**  **(2)** | **CS**  **(3)** | **S**  **(4)** | **SS**  **(5)** |
| 1 | Kualitas produk yang baik. |  |  |  |  |  |
| 2 | Tingkat harga yang kompetitif. |  |  |  |  |  |
| 3 | Promosi yang berjalan selalu diterima pelanggan. |  |  |  |  |  |
| 4 | Saluran distribusi yang dipilih sudah tepat. |  |  |  |  |  |
| 5 | Laba perusahaan mengalami peningkatan. |  |  |  |  |  |
| 6 | Perusahaan mengalami pertumbuhan. |  |  |  |  |  |
| 7 | Perusahaan dapat melakukan ekspansi. |  |  |  |  |  |
|  | **SALURAN DISTRIBUSI** | **STS**  **(1)** | **TS**  **(2)** | **CS**  **(3)** | **S**  **(4)** | **SS**  **(5)** |
| 1 | Tersedianya sarana transportasi pengiriman yang memadai. |  |  |  |  |  |
| 2 | Perlakuan produk secara baik selama pengiriman. |  |  |  |  |  |
| 3 | Ketersediaan stok selalu terjaga. |  |  |  |  |  |
| 4 | Tingkat kualitas pergudangan yang baik. |  |  |  |  |  |
| 5 | Adanya penyortiran produk sebelum dikirim kepada pelanggan. |  |  |  |  |  |
| 6 | Lama pengiriman produk dapat dikontrol. |  |  |  |  |  |
| 7 | Lama produk masuk kedalam stok dapat dikontrol. |  |  |  |  |  |
|  | **PROMOSI ONLLINE** | **STS**  **(1)** | **TS**  **(2)** | **CS**  **(3)** | **S**  **(4)** | **SS**  **(5)** |
| 1 | Promosi yang dilakukan Ice Cream di media sosial menarik |  |  |  |  |  |
| 2 | Promosi Ice Cream mencerminkan produk UMKM |  |  |  |  |  |
| 3 | Ice Cream memposting gambar atau foto-foto di media social untuk menyebarkan informasi mengenai produk Ice Cream |  |  |  |  |  |
| 4 | Ice Cream membangun hubungan dengan masyarakat di media sosial |  |  |  |  |  |
| 5 | Ice cream membangun komunitas pelanggan di media sosial |  |  |  |  |  |
| 6 | Hadiah yang diberikan Ice Cream sangat menarik |  |  |  |  |  |
| 7 | Voucher yang diberikan Ice Cream sangat menarik |  |  |  |  |  |
|  | **INOVASI PRODUK** | **STS**  **(1)** | **TS**  **(2)** | **CS**  **(3)** | **S**  **(4)** | **SS**  **(5)** |
| 1 | Produk Ice Cream mempunyai keunggulan dari segi rasa dan kualitas |  |  |  |  |  |
| 2 | Ice Cream mampu memberikan kepuasaan bagi konsumennya |  |  |  |  |  |
| 3 | Ice Cream mampu memenuhi kebutuhan konsumennya |  |  |  |  |  |
| 4 | Ice Cream memenuhi harapan konsumennya. |  |  |  |  |  |
| 5 | Kualitas produk Ice Cream lebih unggul dari ice cream merek lain |  |  |  |  |  |
| 6 | Rasa Ice Cream lebih enak dari produk lain |  |  |  |  |  |
| 7 | Mencoba Ice Cram setelah melihat orang lain mencoba |  |  |  |  |  |

===TERIMA KASIH===

**Lampiran 2**

**Data Kuesioner Variabel Volume Penjualan (Y)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| NO | Volume Penjualan (Y) | | | | | | | JUMLAH |
| RESP | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y |
| 1 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 27 |
| 2 | 3 | 4 | 3 | 5 | 5 | 5 | 4 | 29 |
| 3 | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 25 |
| 4 | 4 | 4 | 5 | 5 | 3 | 2 | 5 | 28 |
| 5 | 4 | 2 | 4 | 4 | 3 | 3 | 4 | 24 |
| 6 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 23 |
| 7 | 5 | 5 | 4 | 4 | 3 | 2 | 4 | 27 |
| 8 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 33 |
| 9 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 22 |
| 10 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 29 |
| 11 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 24 |
| 12 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 25 |
| 13 | 4 | 2 | 3 | 4 | 4 | 4 | 4 | 25 |
| 14 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 27 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 16 | 4 | 3 | 3 | 4 | 2 | 2 | 4 | 22 |
| 17 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 27 |
| 18 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 23 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 20 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 26 |
| 21 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 25 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 23 | 3 | 5 | 4 | 4 | 5 | 5 | 4 | 30 |
| 24 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 25 |
| 25 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 26 | 5 | 4 | 3 | 4 | 3 | 3 | 4 | 26 |
| 27 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 28 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 29 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 27 |
| 30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 31 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 27 |
| 32 | 3 | 4 | 3 | 5 | 5 | 5 | 5 | 30 |
| 33 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 27 |
| 34 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 35 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 25 |
| 36 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 37 | 4 | 3 | 3 | 4 | 3 | 3 | 5 | 25 |
| 38 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 21 |
| 39 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 32 |
| 40 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 27 |
| 41 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 42 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 27 |
| 43 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 24 |
| 44 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 26 |
| 45 | 5 | 5 | 5 | 3 | 4 | 3 | 5 | 30 |
| 46 | 4 | 3 | 3 | 5 | 3 | 3 | 4 | 25 |
| 47 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 48 | 4 | 3 | 4 | 5 | 3 | 3 | 4 | 26 |
| 49 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 50 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 25 |
| 51 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 52 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 26 |
| 53 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 33 |
| 54 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 25 |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 56 | 3 | 3 | 3 | 5 | 3 | 3 | 5 | 25 |
| 57 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 23 |
| 58 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 26 |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 60 | 4 | 3 | 4 | 5 | 3 | 3 | 4 | 26 |
| 61 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 62 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 27 |
| 63 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 25 |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 65 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 24 |
| 66 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 22 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 68 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 27 |
| 69 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 70 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 24 |
| 71 | 4 | 3 | 3 | 3 | 4 | 4 | 5 | 26 |
| 72 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 27 |
| 73 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 24 |
| 74 | 4 | 4 | 5 | 4 | 5 | 3 | 3 | 28 |
| 75 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 25 |
| 76 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 77 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 22 |
| 78 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 24 |
| 79 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 28 |
| 80 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 26 |
| 81 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 82 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 25 |
| 83 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 84 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 26 |
| 85 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 26 |
| 86 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 87 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 27 |
| 88 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 26 |
| 89 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 90 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 26 |
| 91 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 27 |
| 92 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 29 |

**Data Kuesioner Variabel Saluran Distribusi (X1)**

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

**Data Kuesioner Variabel Promosi Online (X2)**

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

**Data Kuesioner Variabel Inovasi Produk (X3)**

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

**Lampiran 3**

**Hasil Data Interval** **Volume Penjualan (Y)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | **Succesive Interval** | | | | | | | Jumlah  **Y** |
| **Y1** | **Y2** | **Y3** | **Y4** | **Y5** | **Y6** | **Y7** |
| 1 | 2.577 | 3.872 | 2.454 | 2.576 | 2.871 | 3.829 | 2.563 | 20.742 |
| 2 | 1.000 | 3.872 | 1.000 | 4.180 | 5.271 | 4.941 | 2.563 | 22.827 |
| 3 | 2.577 | 3.872 | 2.454 | 2.576 | 2.871 | 1.000 | 2.563 | 17.913 |
| 4 | 2.577 | 3.872 | 3.931 | 4.180 | 2.871 | 1.000 | 4.132 | 22.562 |
| 5 | 2.577 | 1.000 | 2.454 | 2.576 | 2.871 | 2.574 | 2.563 | 16.614 |
| 6 | 2.577 | 2.528 | 1.000 | 1.000 | 2.871 | 2.574 | 2.563 | 15.112 |
| 7 | 4.232 | 5.271 | 2.454 | 2.576 | 2.871 | 1.000 | 2.563 | 20.968 |
| 8 | 4.232 | 5.271 | 3.931 | 2.576 | 5.271 | 4.941 | 2.563 | 28.785 |
| 9 | 1.000 | 2.528 | 1.000 | 1.000 | 2.871 | 3.829 | 1.000 | 13.228 |
| 10 | 4.232 | 3.872 | 2.454 | 2.576 | 4.206 | 3.829 | 2.563 | 23.733 |
| 11 | 2.577 | 2.528 | 1.000 | 2.576 | 2.871 | 2.574 | 2.563 | 16.688 |
| 12 | 2.577 | 3.872 | 1.000 | 2.576 | 2.871 | 2.574 | 2.563 | 18.032 |
| 13 | 2.577 | 1.000 | 1.000 | 2.576 | 4.206 | 3.829 | 2.563 | 17.751 |
| 14 | 4.232 | 3.872 | 2.454 | 2.576 | 2.871 | 2.574 | 2.563 | 21.142 |
| 15 | 2.577 | 3.872 | 2.454 | 2.576 | 4.206 | 3.829 | 2.563 | 22.077 |
| 16 | 2.577 | 2.528 | 1.000 | 2.576 | 1.000 | 1.000 | 2.563 | 13.243 |
| 17 | 2.577 | 3.872 | 2.454 | 2.576 | 2.871 | 3.829 | 2.563 | 20.742 |
| 18 | 1.000 | 2.528 | 1.000 | 2.576 | 2.871 | 2.574 | 2.563 | 15.111 |
| 19 | 2.577 | 3.872 | 2.454 | 2.576 | 4.206 | 3.829 | 2.563 | 22.077 |
| 20 | 2.577 | 3.872 | 2.454 | 2.576 | 2.871 | 2.574 | 2.563 | 19.487 |
| 21 | 2.577 | 3.872 | 1.000 | 2.576 | 2.871 | 2.574 | 2.563 | 18.032 |
| 22 | 2.577 | 3.872 | 2.454 | 2.576 | 4.206 | 3.829 | 2.563 | 22.077 |
| 23 | 1.000 | 5.271 | 2.454 | 2.576 | 5.271 | 4.941 | 2.563 | 24.076 |
| 24 | 2.577 | 3.872 | 1.000 | 2.576 | 2.871 | 2.574 | 2.563 | 18.032 |
| 25 | 1.000 | 2.528 | 1.000 | 1.000 | 2.871 | 2.574 | 1.000 | 11.972 |
| 26 | 4.232 | 3.872 | 1.000 | 2.576 | 2.871 | 2.574 | 2.563 | 19.688 |
| 27 | 4.232 | 5.271 | 3.931 | 4.180 | 5.271 | 4.941 | 4.132 | 31.957 |
| 28 | 1.000 | 2.528 | 1.000 | 1.000 | 2.871 | 2.574 | 1.000 | 11.972 |
| 29 | 2.577 | 3.872 | 2.454 | 2.576 | 2.871 | 2.574 | 4.132 | 21.055 |
| 30 | 2.577 | 3.872 | 2.454 | 2.576 | 4.206 | 3.829 | 2.563 | 22.077 |
| 31 | 2.577 | 3.872 | 2.454 | 2.576 | 2.871 | 2.574 | 4.132 | 21.055 |
| 32 | 1.000 | 3.872 | 1.000 | 4.180 | 5.271 | 4.941 | 4.132 | 24.396 |
| 33 | 2.577 | 3.872 | 2.454 | 4.180 | 2.871 | 2.574 | 2.563 | 21.090 |
| 34 | 1.000 | 2.528 | 1.000 | 1.000 | 2.871 | 2.574 | 1.000 | 11.972 |
| 35 | 2.577 | 3.872 | 1.000 | 2.576 | 2.871 | 2.574 | 2.563 | 18.032 |
| 36 | 2.577 | 3.872 | 2.454 | 2.576 | 4.206 | 3.829 | 2.563 | 22.077 |
| 37 | 2.577 | 2.528 | 1.000 | 2.576 | 2.871 | 2.574 | 4.132 | 18.257 |
| 38 | 1.000 | 2.528 | 1.000 | 1.000 | 1.000 | 2.574 | 2.563 | 11.664 |
| 39 | 2.577 | 3.872 | 2.454 | 4.180 | 5.271 | 4.941 | 4.132 | 27.426 |
| 40 | 2.577 | 3.872 | 2.454 | 2.576 | 2.871 | 3.829 | 2.563 | 20.742 |
| 41 | 2.577 | 3.872 | 2.454 | 2.576 | 4.206 | 3.829 | 2.563 | 22.077 |
| 42 | 2.577 | 3.872 | 2.454 | 2.576 | 2.871 | 3.829 | 2.563 | 20.742 |
| 43 | 2.577 | 2.528 | 1.000 | 2.576 | 2.871 | 2.574 | 2.563 | 16.688 |
| 44 | 2.577 | 3.872 | 2.454 | 2.576 | 2.871 | 2.574 | 2.563 | 19.487 |
| 45 | 4.232 | 5.271 | 3.931 | 1.000 | 4.206 | 2.574 | 4.132 | 25.345 |
| 46 | 2.577 | 2.528 | 1.000 | 4.180 | 2.871 | 2.574 | 2.563 | 18.291 |
| 47 | 2.577 | 3.872 | 2.454 | 2.576 | 4.206 | 3.829 | 2.563 | 22.077 |
| 48 | 2.577 | 2.528 | 2.454 | 4.180 | 2.871 | 2.574 | 2.563 | 19.746 |
| 49 | 2.577 | 3.872 | 2.454 | 2.576 | 4.206 | 3.829 | 2.563 | 22.077 |
| 50 | 2.577 | 3.872 | 1.000 | 2.576 | 2.871 | 2.574 | 2.563 | 18.032 |
| 51 | 1.000 | 2.528 | 1.000 | 1.000 | 2.871 | 2.574 | 1.000 | 11.972 |
| 52 | 2.577 | 3.872 | 2.454 | 2.576 | 2.871 | 2.574 | 2.563 | 19.487 |
| 53 | 4.232 | 5.271 | 3.931 | 2.576 | 4.206 | 4.941 | 4.132 | 29.289 |
| 54 | 2.577 | 2.528 | 2.454 | 2.576 | 2.871 | 2.574 | 2.563 | 18.142 |
| 55 | 2.577 | 3.872 | 2.454 | 2.576 | 4.206 | 3.829 | 2.563 | 22.077 |
| 56 | 1.000 | 2.528 | 1.000 | 4.180 | 2.871 | 2.574 | 4.132 | 18.284 |
| 57 | 1.000 | 2.528 | 2.454 | 2.576 | 2.871 | 2.574 | 1.000 | 15.002 |
| 58 | 2.577 | 3.872 | 2.454 | 2.576 | 2.871 | 2.574 | 2.563 | 19.487 |
| 59 | 2.577 | 3.872 | 2.454 | 2.576 | 4.206 | 3.829 | 2.563 | 22.077 |
| 60 | 2.577 | 2.528 | 2.454 | 4.180 | 2.871 | 2.574 | 2.563 | 19.746 |
| 61 | 1.000 | 2.528 | 1.000 | 1.000 | 2.871 | 2.574 | 1.000 | 11.972 |
| 62 | 2.577 | 2.528 | 2.454 | 2.576 | 4.206 | 3.829 | 2.563 | 20.733 |
| 63 | 2.577 | 2.528 | 2.454 | 2.576 | 2.871 | 2.574 | 2.563 | 18.142 |
| 64 | 2.577 | 3.872 | 2.454 | 2.576 | 4.206 | 3.829 | 2.563 | 22.077 |
| 65 | 2.577 | 3.872 | 2.454 | 1.000 | 2.871 | 2.574 | 1.000 | 16.347 |
| 66 | 1.000 | 2.528 | 1.000 | 2.576 | 2.871 | 2.574 | 1.000 | 13.548 |
| 67 | 2.577 | 3.872 | 2.454 | 2.576 | 4.206 | 3.829 | 2.563 | 22.077 |
| 68 | 2.577 | 3.872 | 2.454 | 2.576 | 2.871 | 3.829 | 2.563 | 20.742 |
| 69 | 1.000 | 2.528 | 1.000 | 1.000 | 2.871 | 2.574 | 1.000 | 11.972 |
| 70 | 2.577 | 2.528 | 1.000 | 2.576 | 2.871 | 2.574 | 2.563 | 16.688 |
| 71 | 2.577 | 2.528 | 1.000 | 1.000 | 4.206 | 3.829 | 4.132 | 19.271 |
| 72 | 2.577 | 2.528 | 1.000 | 4.180 | 4.206 | 3.829 | 2.563 | 20.882 |
| 73 | 2.577 | 2.528 | 1.000 | 2.576 | 2.871 | 2.574 | 2.563 | 16.688 |
| 74 | 2.577 | 3.872 | 3.931 | 2.576 | 5.271 | 2.574 | 1.000 | 21.800 |
| 75 | 2.577 | 2.528 | 2.454 | 2.576 | 2.871 | 2.574 | 2.563 | 18.142 |
| 76 | 2.577 | 3.872 | 2.454 | 2.576 | 4.206 | 3.829 | 2.563 | 22.077 |
| 77 | 2.577 | 2.528 | 1.000 | 1.000 | 2.871 | 2.574 | 1.000 | 13.549 |
| 78 | 2.577 | 2.528 | 1.000 | 2.576 | 2.871 | 2.574 | 2.563 | 16.688 |
| 79 | 2.577 | 3.872 | 2.454 | 2.576 | 2.871 | 3.829 | 4.132 | 22.311 |
| 80 | 2.577 | 3.872 | 2.454 | 2.576 | 2.871 | 2.574 | 2.563 | 19.487 |
| 81 | 2.577 | 3.872 | 2.454 | 2.576 | 4.206 | 3.829 | 2.563 | 22.077 |
| 82 | 2.577 | 2.528 | 2.454 | 2.576 | 2.871 | 2.574 | 2.563 | 18.142 |
| 83 | 1.000 | 2.528 | 1.000 | 1.000 | 2.871 | 2.574 | 1.000 | 11.972 |
| 84 | 2.577 | 3.872 | 2.454 | 2.576 | 2.871 | 2.574 | 2.563 | 19.487 |
| 85 | 1.000 | 2.528 | 2.454 | 2.576 | 4.206 | 3.829 | 2.563 | 19.156 |
| 86 | 1.000 | 2.528 | 1.000 | 1.000 | 2.871 | 2.574 | 1.000 | 11.972 |
| 87 | 2.577 | 3.872 | 2.454 | 2.576 | 4.206 | 2.574 | 2.563 | 20.821 |
| 88 | 2.577 | 3.872 | 2.454 | 2.576 | 2.871 | 2.574 | 2.563 | 19.487 |
| 89 | 2.577 | 3.872 | 2.454 | 2.576 | 4.206 | 3.829 | 2.563 | 22.077 |
| 90 | 2.577 | 2.528 | 2.454 | 2.576 | 2.871 | 3.829 | 2.563 | 19.398 |
| 91 | 2.577 | 2.528 | 1.000 | 2.576 | 4.206 | 3.829 | 4.132 | 20.847 |
| 92 | 2.577 | 5.271 | 1.000 | 2.576 | 4.206 | 4.941 | 2.563 | 23.133 |

**Hasil Data Interval** **Saluran Distribusi (X1)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | **Succesive Interval** | | | | | | | Jumlah  X1 |
| **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** |
| 1 | 2.239 | 1.000 | 1.000 | 2.470 | 2.549 | 1.000 | 3.136 | 13.395 |
| 2 | 3.494 | 2.443 | 2.379 | 3.966 | 4.248 | 1.000 | 3.136 | 20.666 |
| 3 | 2.239 | 2.443 | 3.601 | 2.470 | 2.549 | 2.469 | 4.586 | 20.357 |
| 4 | 3.494 | 3.904 | 2.379 | 2.470 | 4.248 | 2.469 | 4.586 | 23.549 |
| 5 | 2.239 | 2.443 | 2.379 | 2.470 | 2.549 | 1.000 | 1.000 | 14.080 |
| 6 | 2.239 | 2.443 | 2.379 | 2.470 | 2.549 | 2.469 | 3.136 | 17.685 |
| 7 | 2.239 | 2.443 | 2.379 | 3.966 | 2.549 | 1.000 | 4.586 | 19.162 |
| 8 | 3.494 | 2.443 | 3.601 | 3.966 | 2.549 | 2.469 | 4.586 | 23.108 |
| 9 | 2.239 | 2.443 | 2.379 | 2.470 | 1.000 | 1.000 | 3.136 | 14.667 |
| 10 | 3.494 | 3.904 | 2.379 | 3.966 | 2.549 | 1.000 | 4.586 | 21.878 |
| 11 | 2.239 | 2.443 | 1.000 | 1.000 | 2.549 | 1.000 | 3.136 | 13.368 |
| 12 | 2.239 | 2.443 | 2.379 | 2.470 | 2.549 | 1.000 | 3.136 | 16.217 |
| 13 | 2.239 | 2.443 | 1.000 | 2.470 | 2.549 | 1.000 | 3.136 | 14.838 |
| 14 | 2.239 | 2.443 | 2.379 | 2.470 | 2.549 | 1.000 | 3.136 | 16.217 |
| 15 | 2.239 | 2.443 | 2.379 | 2.470 | 2.549 | 2.469 | 4.586 | 19.134 |
| 16 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 3.136 | 9.136 |
| 17 | 2.239 | 2.443 | 2.379 | 2.470 | 2.549 | 1.000 | 3.136 | 16.217 |
| 18 | 2.239 | 2.443 | 2.379 | 2.470 | 2.549 | 2.469 | 4.586 | 19.134 |
| 19 | 2.239 | 2.443 | 2.379 | 2.470 | 2.549 | 1.000 | 3.136 | 16.217 |
| 20 | 2.239 | 2.443 | 2.379 | 1.000 | 1.000 | 1.000 | 3.136 | 13.197 |
| 21 | 2.239 | 1.000 | 1.000 | 1.000 | 2.549 | 2.469 | 4.586 | 14.843 |
| 22 | 2.239 | 2.443 | 2.379 | 2.470 | 2.549 | 2.469 | 4.586 | 19.134 |
| 23 | 3.494 | 3.904 | 3.601 | 3.966 | 2.549 | 2.469 | 5.757 | 25.740 |
| 24 | 3.494 | 2.443 | 2.379 | 2.470 | 2.549 | 2.469 | 3.136 | 18.940 |
| 25 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 3.136 | 9.136 |
| 26 | 3.494 | 1.000 | 1.000 | 2.470 | 2.549 | 1.000 | 3.136 | 14.650 |
| 27 | 3.494 | 3.904 | 2.379 | 2.470 | 2.549 | 2.469 | 4.586 | 21.850 |
| 28 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 3.136 | 9.136 |
| 29 | 2.239 | 2.443 | 1.000 | 3.966 | 2.549 | 2.469 | 3.136 | 17.803 |
| 30 | 2.239 | 2.443 | 2.379 | 2.470 | 2.549 | 2.469 | 4.586 | 19.134 |
| 31 | 2.239 | 2.443 | 1.000 | 2.470 | 2.549 | 1.000 | 3.136 | 14.838 |
| 32 | 1.000 | 3.904 | 3.601 | 3.966 | 2.549 | 3.901 | 3.136 | 22.058 |
| 33 | 2.239 | 2.443 | 2.379 | 2.470 | 1.000 | 2.469 | 3.136 | 16.136 |
| 34 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 3.136 | 9.136 |
| 35 | 3.494 | 2.443 | 2.379 | 2.470 | 2.549 | 2.469 | 4.586 | 20.389 |
| 36 | 2.239 | 2.443 | 2.379 | 2.470 | 2.549 | 2.469 | 4.586 | 19.134 |
| 37 | 2.239 | 2.443 | 1.000 | 2.470 | 2.549 | 2.469 | 3.136 | 16.306 |
| 38 | 2.239 | 1.000 | 1.000 | 1.000 | 2.549 | 1.000 | 3.136 | 11.925 |
| 39 | 3.494 | 3.904 | 3.601 | 3.966 | 4.248 | 3.901 | 5.757 | 28.872 |
| 40 | 2.239 | 2.443 | 1.000 | 2.470 | 2.549 | 2.469 | 3.136 | 16.306 |
| 41 | 2.239 | 2.443 | 2.379 | 2.470 | 2.549 | 2.469 | 4.586 | 19.134 |
| 42 | 2.239 | 1.000 | 1.000 | 2.470 | 1.000 | 1.000 | 3.136 | 11.846 |
| 43 | 2.239 | 2.443 | 1.000 | 2.470 | 2.549 | 1.000 | 3.136 | 14.838 |
| 44 | 2.239 | 1.000 | 2.379 | 2.470 | 2.549 | 2.469 | 3.136 | 16.242 |
| 45 | 3.494 | 3.904 | 3.601 | 3.966 | 4.248 | 3.901 | 5.757 | 28.872 |
| 46 | 2.239 | 2.443 | 1.000 | 3.966 | 2.549 | 2.469 | 3.136 | 17.803 |
| 47 | 2.239 | 2.443 | 2.379 | 2.470 | 2.549 | 2.469 | 4.586 | 19.134 |
| 48 | 2.239 | 2.443 | 2.379 | 2.470 | 2.549 | 2.469 | 3.136 | 17.685 |
| 49 | 2.239 | 2.443 | 2.379 | 2.470 | 2.549 | 2.469 | 4.586 | 19.134 |
| 50 | 3.494 | 1.000 | 1.000 | 2.470 | 2.549 | 2.469 | 3.136 | 16.118 |
| 51 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 3.136 | 9.136 |
| 52 | 3.494 | 2.443 | 2.379 | 2.470 | 2.549 | 2.469 | 3.136 | 18.940 |
| 53 | 3.494 | 3.904 | 3.601 | 2.470 | 2.549 | 3.901 | 5.757 | 25.677 |
| 54 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 2.469 | 3.136 | 10.605 |
| 55 | 2.239 | 2.443 | 2.379 | 2.470 | 2.549 | 2.469 | 4.586 | 19.134 |
| 56 | 1.000 | 2.443 | 1.000 | 2.470 | 4.248 | 2.469 | 4.586 | 18.216 |
| 57 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 3.136 | 9.136 |
| 58 | 3.494 | 2.443 | 1.000 | 2.470 | 2.549 | 1.000 | 3.136 | 16.093 |
| 59 | 2.239 | 2.443 | 2.379 | 2.470 | 2.549 | 2.469 | 4.586 | 19.134 |
| 60 | 1.000 | 1.000 | 1.000 | 1.000 | 2.549 | 2.469 | 3.136 | 12.154 |
| 61 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 3.136 | 9.136 |
| 62 | 3.494 | 2.443 | 2.379 | 2.470 | 2.549 | 2.469 | 3.136 | 18.940 |
| 63 | 1.000 | 1.000 | 1.000 | 1.000 | 2.549 | 2.469 | 3.136 | 12.154 |
| 64 | 1.000 | 1.000 | 1.000 | 2.470 | 2.549 | 2.469 | 3.136 | 13.625 |
| 65 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 3.136 | 9.136 |
| 66 | 3.494 | 1.000 | 1.000 | 2.470 | 2.549 | 1.000 | 3.136 | 14.650 |
| 67 | 2.239 | 2.443 | 2.379 | 2.470 | 2.549 | 2.469 | 4.586 | 19.134 |
| 68 | 2.239 | 2.443 | 2.379 | 2.470 | 2.549 | 2.469 | 3.136 | 17.685 |
| 69 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 3.136 | 9.136 |
| 70 | 1.000 | 2.443 | 1.000 | 2.470 | 2.549 | 2.469 | 3.136 | 15.067 |
| 71 | 1.000 | 1.000 | 2.379 | 2.470 | 1.000 | 1.000 | 3.136 | 11.985 |
| 72 | 3.494 | 1.000 | 1.000 | 2.470 | 2.549 | 1.000 | 3.136 | 14.650 |
| 73 | 3.494 | 2.443 | 1.000 | 2.470 | 1.000 | 2.469 | 3.136 | 16.012 |
| 74 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 3.136 | 9.136 |
| 75 | 1.000 | 1.000 | 1.000 | 1.000 | 2.549 | 1.000 | 3.136 | 10.686 |
| 76 | 2.239 | 2.443 | 2.379 | 2.470 | 2.549 | 2.469 | 4.586 | 19.134 |
| 77 | 3.494 | 1.000 | 1.000 | 2.470 | 1.000 | 1.000 | 3.136 | 13.101 |
| 78 | 2.239 | 2.443 | 1.000 | 1.000 | 1.000 | 1.000 | 3.136 | 11.818 |
| 79 | 3.494 | 1.000 | 1.000 | 2.470 | 1.000 | 1.000 | 3.136 | 13.101 |
| 80 | 2.239 | 2.443 | 1.000 | 2.470 | 2.549 | 1.000 | 3.136 | 14.838 |
| 81 | 2.239 | 2.443 | 2.379 | 2.470 | 2.549 | 2.469 | 4.586 | 19.134 |
| 82 | 3.494 | 2.443 | 1.000 | 2.470 | 2.549 | 1.000 | 3.136 | 16.093 |
| 83 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 3.136 | 9.136 |
| 84 | 3.494 | 1.000 | 1.000 | 2.470 | 2.549 | 1.000 | 3.136 | 14.650 |
| 85 | 3.494 | 2.443 | 1.000 | 2.470 | 2.549 | 1.000 | 4.586 | 17.542 |
| 86 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 3.136 | 9.136 |
| 87 | 3.494 | 1.000 | 1.000 | 2.470 | 1.000 | 1.000 | 3.136 | 13.101 |
| 88 | 2.239 | 2.443 | 1.000 | 1.000 | 1.000 | 1.000 | 3.136 | 11.818 |
| 89 | 2.239 | 2.443 | 2.379 | 2.470 | 2.549 | 2.469 | 4.586 | 19.134 |
| 90 | 3.494 | 2.443 | 1.000 | 2.470 | 1.000 | 1.000 | 4.586 | 15.993 |
| 91 | 2.239 | 2.443 | 3.601 | 3.966 | 2.549 | 1.000 | 3.136 | 18.935 |
| 92 | 1.000 | 2.443 | 2.379 | 2.470 | 2.549 | 1.000 | 4.586 | 16.427 |

**Hasil Data Interval** **Promosi Online (X2)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | **Succesive Interval** | | | | | | | Jumlah  X2 |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** |
| 1 | 5.184 | 2.382 | 3.545 | 1.000 | 3.074 | 3.623 | 3.766 | 22.573 |
| 2 | 4.166 | 2.382 | 3.545 | 2.310 | 4.390 | 3.623 | 3.766 | 24.182 |
| 3 | 4.166 | 2.382 | 3.545 | 2.310 | 4.390 | 5.518 | 4.669 | 26.981 |
| 4 | 4.166 | 3.756 | 3.545 | 2.310 | 3.074 | 3.623 | 2.625 | 23.100 |
| 5 | 4.166 | 2.382 | 2.373 | 1.000 | 3.074 | 2.542 | 2.625 | 18.162 |
| 6 | 2.946 | 1.000 | 1.000 | 1.000 | 3.074 | 3.623 | 2.625 | 15.268 |
| 7 | 4.166 | 2.382 | 3.545 | 2.310 | 4.390 | 2.542 | 3.766 | 23.102 |
| 8 | 4.166 | 2.382 | 4.640 | 2.310 | 4.390 | 3.623 | 3.766 | 25.277 |
| 9 | 2.946 | 1.000 | 3.545 | 2.310 | 3.074 | 4.524 | 4.669 | 22.068 |
| 10 | 4.166 | 1.000 | 2.373 | 1.000 | 4.390 | 4.524 | 2.625 | 20.079 |
| 11 | 1.000 | 1.000 | 2.373 | 1.000 | 3.074 | 2.542 | 2.625 | 13.614 |
| 12 | 4.166 | 1.000 | 3.545 | 2.310 | 4.390 | 3.623 | 3.766 | 22.800 |
| 13 | 4.166 | 2.382 | 2.373 | 1.000 | 3.074 | 3.623 | 3.766 | 20.383 |
| 14 | 4.166 | 2.382 | 1.000 | 1.000 | 3.074 | 2.542 | 2.625 | 16.790 |
| 15 | 4.166 | 2.382 | 3.545 | 2.310 | 4.390 | 4.524 | 4.669 | 25.987 |
| 16 | 4.166 | 1.000 | 2.373 | 1.000 | 3.074 | 2.542 | 2.625 | 16.780 |
| 17 | 4.166 | 1.000 | 3.545 | 2.310 | 4.390 | 2.542 | 2.625 | 20.579 |
| 18 | 4.166 | 2.382 | 2.373 | 1.000 | 4.390 | 4.524 | 3.766 | 22.601 |
| 19 | 2.946 | 2.382 | 2.373 | 1.000 | 3.074 | 3.623 | 3.766 | 19.163 |
| 20 | 5.184 | 2.382 | 3.545 | 2.310 | 3.074 | 4.524 | 3.766 | 24.785 |
| 21 | 2.946 | 2.382 | 3.545 | 1.000 | 3.074 | 3.623 | 3.766 | 20.336 |
| 22 | 2.946 | 1.000 | 2.373 | 2.310 | 3.074 | 3.623 | 3.766 | 19.091 |
| 23 | 4.166 | 2.382 | 3.545 | 2.310 | 3.074 | 3.623 | 3.766 | 22.866 |
| 24 | 2.946 | 2.382 | 2.373 | 1.000 | 3.074 | 2.542 | 2.625 | 16.942 |
| 25 | 2.946 | 1.000 | 2.373 | 1.000 | 3.074 | 3.623 | 3.766 | 17.781 |
| 26 | 2.946 | 3.756 | 2.373 | 1.000 | 3.074 | 3.623 | 3.766 | 20.537 |
| 27 | 5.184 | 2.382 | 4.640 | 3.316 | 4.390 | 4.524 | 4.669 | 29.105 |
| 28 | 2.946 | 1.000 | 2.373 | 1.000 | 3.074 | 3.623 | 3.766 | 17.781 |
| 29 | 2.946 | 2.382 | 3.545 | 3.316 | 4.390 | 2.542 | 2.625 | 21.747 |
| 30 | 4.166 | 2.382 | 3.545 | 2.310 | 4.390 | 3.623 | 3.766 | 24.182 |
| 31 | 2.946 | 3.756 | 3.545 | 2.310 | 5.402 | 4.524 | 3.766 | 26.250 |
| 32 | 5.184 | 1.000 | 4.640 | 3.316 | 3.074 | 5.518 | 3.766 | 26.497 |
| 33 | 2.946 | 2.382 | 1.000 | 1.000 | 3.074 | 2.542 | 2.625 | 15.569 |
| 34 | 2.946 | 1.000 | 2.373 | 1.000 | 3.074 | 3.623 | 3.766 | 17.781 |
| 35 | 2.946 | 1.000 | 2.373 | 1.000 | 1.000 | 1.000 | 1.000 | 10.319 |
| 36 | 4.166 | 2.382 | 3.545 | 2.310 | 4.390 | 4.524 | 4.669 | 25.987 |
| 37 | 2.946 | 2.382 | 2.373 | 1.000 | 3.074 | 2.542 | 2.625 | 16.942 |
| 38 | 2.946 | 2.382 | 2.373 | 1.000 | 3.074 | 3.623 | 3.766 | 19.163 |
| 39 | 5.184 | 3.756 | 4.640 | 3.316 | 5.402 | 5.518 | 5.586 | 33.403 |
| 40 | 2.946 | 2.382 | 2.373 | 1.000 | 3.074 | 3.623 | 3.766 | 19.163 |
| 41 | 2.946 | 1.000 | 2.373 | 2.310 | 4.390 | 4.524 | 4.669 | 22.212 |
| 42 | 2.946 | 2.382 | 2.373 | 1.000 | 3.074 | 3.623 | 3.766 | 19.163 |
| 43 | 2.946 | 1.000 | 2.373 | 3.316 | 4.390 | 3.623 | 3.766 | 21.413 |
| 44 | 2.946 | 3.756 | 2.373 | 1.000 | 3.074 | 3.623 | 2.625 | 19.397 |
| 45 | 5.184 | 3.756 | 4.640 | 3.316 | 5.402 | 5.518 | 5.586 | 33.403 |
| 46 | 2.946 | 2.382 | 1.000 | 1.000 | 3.074 | 2.542 | 2.625 | 15.569 |
| 47 | 4.166 | 2.382 | 3.545 | 2.310 | 4.390 | 4.524 | 4.669 | 25.987 |
| 48 | 2.946 | 3.756 | 2.373 | 1.000 | 3.074 | 3.623 | 3.766 | 20.537 |
| 49 | 4.166 | 2.382 | 3.545 | 2.310 | 4.390 | 4.524 | 4.669 | 25.987 |
| 50 | 2.946 | 2.382 | 2.373 | 1.000 | 3.074 | 2.542 | 2.625 | 16.942 |
| 51 | 2.946 | 1.000 | 2.373 | 1.000 | 3.074 | 3.623 | 3.766 | 17.781 |
| 52 | 2.946 | 2.382 | 2.373 | 1.000 | 3.074 | 3.623 | 3.766 | 19.163 |
| 53 | 5.184 | 3.756 | 4.640 | 3.316 | 5.402 | 4.524 | 4.669 | 31.492 |
| 54 | 2.946 | 2.382 | 2.373 | 1.000 | 3.074 | 2.542 | 2.625 | 16.942 |
| 55 | 2.946 | 2.382 | 2.373 | 1.000 | 4.390 | 4.524 | 4.669 | 22.284 |
| 56 | 5.184 | 3.756 | 4.640 | 3.316 | 5.402 | 5.518 | 5.586 | 33.403 |
| 57 | 2.946 | 1.000 | 2.373 | 1.000 | 3.074 | 3.623 | 3.766 | 17.781 |
| 58 | 2.946 | 2.382 | 2.373 | 1.000 | 3.074 | 2.542 | 2.625 | 16.942 |
| 59 | 4.166 | 2.382 | 3.545 | 2.310 | 4.390 | 4.524 | 4.669 | 25.987 |
| 60 | 2.946 | 2.382 | 1.000 | 1.000 | 3.074 | 3.623 | 2.625 | 16.650 |
| 61 | 2.946 | 1.000 | 2.373 | 1.000 | 3.074 | 3.623 | 3.766 | 17.781 |
| 62 | 2.946 | 2.382 | 1.000 | 1.000 | 3.074 | 2.542 | 2.625 | 15.569 |
| 63 | 5.184 | 2.382 | 3.545 | 3.316 | 5.402 | 4.524 | 4.669 | 29.022 |
| 64 | 2.946 | 2.382 | 2.373 | 1.000 | 3.074 | 2.542 | 2.625 | 16.942 |
| 65 | 2.946 | 1.000 | 2.373 | 1.000 | 3.074 | 3.623 | 3.766 | 17.781 |
| 66 | 2.946 | 2.382 | 2.373 | 1.000 | 3.074 | 3.623 | 3.766 | 19.163 |
| 67 | 4.166 | 2.382 | 3.545 | 2.310 | 4.390 | 4.524 | 4.669 | 25.987 |
| 68 | 2.946 | 2.382 | 2.373 | 1.000 | 3.074 | 3.623 | 3.766 | 19.163 |
| 69 | 2.946 | 1.000 | 2.373 | 1.000 | 3.074 | 3.623 | 3.766 | 17.781 |
| 70 | 2.946 | 2.382 | 2.373 | 1.000 | 3.074 | 2.542 | 2.625 | 16.942 |
| 71 | 5.184 | 2.382 | 4.640 | 3.316 | 5.402 | 4.524 | 4.669 | 30.117 |
| 72 | 2.946 | 2.382 | 2.373 | 1.000 | 3.074 | 2.542 | 2.625 | 16.942 |
| 73 | 4.166 | 2.382 | 2.373 | 1.000 | 3.074 | 2.542 | 2.625 | 18.162 |
| 74 | 5.184 | 2.382 | 3.545 | 1.000 | 3.074 | 4.524 | 3.766 | 23.475 |
| 75 | 2.946 | 2.382 | 2.373 | 1.000 | 3.074 | 2.542 | 2.625 | 16.942 |
| 76 | 4.166 | 2.382 | 3.545 | 2.310 | 4.390 | 4.524 | 4.669 | 25.987 |
| 77 | 2.946 | 2.382 | 1.000 | 1.000 | 3.074 | 2.542 | 2.625 | 15.569 |
| 78 | 2.946 | 3.756 | 2.373 | 1.000 | 3.074 | 3.623 | 2.625 | 19.397 |
| 79 | 5.184 | 2.382 | 3.545 | 2.310 | 5.402 | 3.623 | 3.766 | 26.212 |
| 80 | 2.946 | 2.382 | 2.373 | 1.000 | 3.074 | 2.542 | 2.625 | 16.942 |
| 81 | 4.166 | 2.382 | 3.545 | 2.310 | 4.390 | 4.524 | 4.669 | 25.987 |
| 82 | 2.946 | 2.382 | 2.373 | 1.000 | 3.074 | 2.542 | 2.625 | 16.942 |
| 83 | 2.946 | 1.000 | 2.373 | 1.000 | 3.074 | 2.542 | 3.766 | 16.700 |
| 84 | 2.946 | 1.000 | 1.000 | 1.000 | 3.074 | 2.542 | 2.625 | 14.187 |
| 85 | 4.166 | 3.756 | 2.373 | 1.000 | 3.074 | 3.623 | 3.766 | 21.758 |
| 86 | 2.946 | 1.000 | 2.373 | 1.000 | 3.074 | 3.623 | 3.766 | 17.781 |
| 87 | 5.184 | 3.756 | 3.545 | 2.310 | 5.402 | 5.518 | 5.586 | 31.302 |
| 88 | 5.184 | 3.756 | 3.545 | 3.316 | 3.074 | 2.542 | 2.625 | 24.043 |
| 89 | 4.166 | 2.382 | 3.545 | 2.310 | 4.390 | 4.524 | 4.669 | 25.987 |
| 90 | 2.946 | 3.756 | 2.373 | 1.000 | 3.074 | 2.542 | 2.625 | 18.316 |
| 91 | 4.166 | 1.000 | 3.545 | 2.310 | 4.390 | 5.518 | 5.586 | 26.516 |
| 92 | 4.166 | 3.756 | 2.373 | 1.000 | 4.390 | 4.524 | 5.586 | 25.796 |

**Hasil Data Interval** **Inovasi Produk (X3)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | **Succesive Interval** | | | | | | | Jumlah  X3 |
| **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **X3.6** | **X3.7** |
| 1 | 4.194 | 2.523 | 1.000 | 1.000 | 2.466 | 3.637 | 3.790 | 18.611 |
| 2 | 5.518 | 4.069 | 4.122 | 2.373 | 2.466 | 3.637 | 4.975 | 27.160 |
| 3 | 5.518 | 4.069 | 4.122 | 2.373 | 3.709 | 4.627 | 4.975 | 29.393 |
| 4 | 4.194 | 2.523 | 5.105 | 3.451 | 2.466 | 3.637 | 2.563 | 23.940 |
| 5 | 4.194 | 2.523 | 2.855 | 1.000 | 3.709 | 3.637 | 2.563 | 20.481 |
| 6 | 2.829 | 2.523 | 2.855 | 1.000 | 4.696 | 3.637 | 1.000 | 18.541 |
| 7 | 4.194 | 4.069 | 4.122 | 2.373 | 3.709 | 4.627 | 2.563 | 25.657 |
| 8 | 5.518 | 4.069 | 5.105 | 3.451 | 3.709 | 4.627 | 4.975 | 31.455 |
| 9 | 2.829 | 2.523 | 2.855 | 1.000 | 2.466 | 3.637 | 3.790 | 19.101 |
| 10 | 4.194 | 4.069 | 5.105 | 2.373 | 3.709 | 4.627 | 3.790 | 27.868 |
| 11 | 4.194 | 2.523 | 2.855 | 1.000 | 3.709 | 2.475 | 2.563 | 19.320 |
| 12 | 2.829 | 2.523 | 4.122 | 2.373 | 2.466 | 3.637 | 3.790 | 21.741 |
| 13 | 5.518 | 2.523 | 2.855 | 1.000 | 1.000 | 2.475 | 4.975 | 20.347 |
| 14 | 2.829 | 2.523 | 2.855 | 1.000 | 2.466 | 3.637 | 2.563 | 17.874 |
| 15 | 4.194 | 2.523 | 4.122 | 2.373 | 3.709 | 4.627 | 3.790 | 25.339 |
| 16 | 2.829 | 1.000 | 1.000 | 1.000 | 2.466 | 3.637 | 2.563 | 14.495 |
| 17 | 2.829 | 2.523 | 2.855 | 2.373 | 1.000 | 3.637 | 3.790 | 19.007 |
| 18 | 2.829 | 2.523 | 4.122 | 2.373 | 2.466 | 3.637 | 2.563 | 20.513 |
| 19 | 4.194 | 2.523 | 2.855 | 1.000 | 2.466 | 3.637 | 3.790 | 20.467 |
| 20 | 2.829 | 2.523 | 2.855 | 2.373 | 2.466 | 3.637 | 2.563 | 19.246 |
| 21 | 4.194 | 2.523 | 2.855 | 2.373 | 1.000 | 2.475 | 4.975 | 20.396 |
| 22 | 4.194 | 2.523 | 4.122 | 2.373 | 3.709 | 4.627 | 3.790 | 25.339 |
| 23 | 2.829 | 1.000 | 5.105 | 1.000 | 2.466 | 4.627 | 4.975 | 22.003 |
| 24 | 4.194 | 2.523 | 2.855 | 1.000 | 2.466 | 3.637 | 2.563 | 19.239 |
| 25 | 2.829 | 1.000 | 2.855 | 1.000 | 2.466 | 3.637 | 2.563 | 16.350 |
| 26 | 4.194 | 4.069 | 2.855 | 1.000 | 2.466 | 2.475 | 2.563 | 19.623 |
| 27 | 4.194 | 2.523 | 4.122 | 2.373 | 3.709 | 4.627 | 3.790 | 25.339 |
| 28 | 4.194 | 2.523 | 2.855 | 1.000 | 2.466 | 3.637 | 2.563 | 19.239 |
| 29 | 2.829 | 1.000 | 5.105 | 3.451 | 4.696 | 5.586 | 2.563 | 25.231 |
| 30 | 2.829 | 2.523 | 4.122 | 2.373 | 2.466 | 2.475 | 4.975 | 21.764 |
| 31 | 4.194 | 2.523 | 4.122 | 2.373 | 2.466 | 2.475 | 2.563 | 20.717 |
| 32 | 2.829 | 4.069 | 4.122 | 3.451 | 4.696 | 4.627 | 4.975 | 28.770 |
| 33 | 2.829 | 1.000 | 2.855 | 1.000 | 2.466 | 3.637 | 3.790 | 17.578 |
| 34 | 2.829 | 1.000 | 2.855 | 1.000 | 2.466 | 3.637 | 2.563 | 16.350 |
| 35 | 2.829 | 2.523 | 2.855 | 1.000 | 2.466 | 2.475 | 2.563 | 16.712 |
| 36 | 4.194 | 2.523 | 4.122 | 2.373 | 3.709 | 4.627 | 3.790 | 25.339 |
| 37 | 2.829 | 2.523 | 2.855 | 1.000 | 2.466 | 3.637 | 2.563 | 17.874 |
| 38 | 1.000 | 2.523 | 2.855 | 1.000 | 1.000 | 2.475 | 1.000 | 11.854 |
| 39 | 2.829 | 1.000 | 2.855 | 2.373 | 3.709 | 3.637 | 3.790 | 20.192 |
| 40 | 4.194 | 2.523 | 2.855 | 1.000 | 2.466 | 2.475 | 2.563 | 18.078 |
| 41 | 4.194 | 2.523 | 4.122 | 2.373 | 3.709 | 4.627 | 3.790 | 25.339 |
| 42 | 2.829 | 2.523 | 2.855 | 1.000 | 1.000 | 2.475 | 2.563 | 15.246 |
| 43 | 2.829 | 2.523 | 2.855 | 1.000 | 2.466 | 2.475 | 3.790 | 17.939 |
| 44 | 4.194 | 1.000 | 2.855 | 1.000 | 2.466 | 3.637 | 2.563 | 17.716 |
| 45 | 4.194 | 1.000 | 2.855 | 1.000 | 2.466 | 5.586 | 4.975 | 22.077 |
| 46 | 2.829 | 2.523 | 2.855 | 1.000 | 2.466 | 3.637 | 2.563 | 17.874 |
| 47 | 2.829 | 2.523 | 2.855 | 1.000 | 2.466 | 2.475 | 2.563 | 16.712 |
| 48 | 4.194 | 2.523 | 2.855 | 1.000 | 2.466 | 3.637 | 2.563 | 19.239 |
| 49 | 4.194 | 2.523 | 4.122 | 2.373 | 3.709 | 4.627 | 3.790 | 25.339 |
| 50 | 4.194 | 2.523 | 2.855 | 1.000 | 2.466 | 3.637 | 2.563 | 19.239 |
| 51 | 2.829 | 1.000 | 2.855 | 1.000 | 2.466 | 3.637 | 2.563 | 16.350 |
| 52 | 4.194 | 4.069 | 2.855 | 1.000 | 2.466 | 3.637 | 3.790 | 22.012 |
| 53 | 5.518 | 4.069 | 5.105 | 3.451 | 4.696 | 4.627 | 3.790 | 31.257 |
| 54 | 2.829 | 2.523 | 2.855 | 1.000 | 1.000 | 2.475 | 3.790 | 16.473 |
| 55 | 4.194 | 2.523 | 2.855 | 1.000 | 2.466 | 3.637 | 3.790 | 20.467 |
| 56 | 5.518 | 4.069 | 5.105 | 1.000 | 2.466 | 5.586 | 2.563 | 26.308 |
| 57 | 2.829 | 1.000 | 2.855 | 1.000 | 2.466 | 3.637 | 2.563 | 16.350 |
| 58 | 2.829 | 2.523 | 4.122 | 2.373 | 2.466 | 3.637 | 3.790 | 21.741 |
| 59 | 4.194 | 2.523 | 4.122 | 2.373 | 3.709 | 4.627 | 3.790 | 25.339 |
| 60 | 4.194 | 2.523 | 2.855 | 2.373 | 1.000 | 2.475 | 3.790 | 19.211 |
| 61 | 2.829 | 1.000 | 2.855 | 1.000 | 2.466 | 3.637 | 2.563 | 16.350 |
| 62 | 2.829 | 2.523 | 4.122 | 1.000 | 2.466 | 3.637 | 3.790 | 20.368 |
| 63 | 4.194 | 2.523 | 2.855 | 1.000 | 2.466 | 2.475 | 3.790 | 19.305 |
| 64 | 2.829 | 2.523 | 2.855 | 1.000 | 2.466 | 3.637 | 3.790 | 19.101 |
| 65 | 4.194 | 2.523 | 4.122 | 1.000 | 2.466 | 3.637 | 2.563 | 20.506 |
| 66 | 4.194 | 2.523 | 2.855 | 1.000 | 1.000 | 2.475 | 2.563 | 16.611 |
| 67 | 4.194 | 2.523 | 4.122 | 2.373 | 3.709 | 4.627 | 3.790 | 25.339 |
| 68 | 2.829 | 2.523 | 2.855 | 1.000 | 2.466 | 3.637 | 3.790 | 19.101 |
| 69 | 2.829 | 1.000 | 2.855 | 1.000 | 2.466 | 3.637 | 2.563 | 16.350 |
| 70 | 2.829 | 2.523 | 2.855 | 1.000 | 1.000 | 2.475 | 2.563 | 15.246 |
| 71 | 2.829 | 2.523 | 2.855 | 1.000 | 2.466 | 2.475 | 3.790 | 17.939 |
| 72 | 2.829 | 2.523 | 2.855 | 1.000 | 2.466 | 3.637 | 3.790 | 19.101 |
| 73 | 4.194 | 2.523 | 2.855 | 1.000 | 2.466 | 3.637 | 3.790 | 20.467 |
| 74 | 4.194 | 4.069 | 5.105 | 1.000 | 2.466 | 3.637 | 2.563 | 23.035 |
| 75 | 4.194 | 2.523 | 2.855 | 1.000 | 2.466 | 2.475 | 3.790 | 19.305 |
| 76 | 4.194 | 2.523 | 4.122 | 2.373 | 3.709 | 4.627 | 3.790 | 25.339 |
| 77 | 2.829 | 2.523 | 2.855 | 1.000 | 1.000 | 2.475 | 2.563 | 15.246 |
| 78 | 2.829 | 1.000 | 2.855 | 2.373 | 2.466 | 1.000 | 2.563 | 15.086 |
| 79 | 4.194 | 2.523 | 2.855 | 1.000 | 2.466 | 2.475 | 3.790 | 19.305 |
| 80 | 4.194 | 2.523 | 2.855 | 1.000 | 2.466 | 2.475 | 3.790 | 19.305 |
| 81 | 4.194 | 2.523 | 4.122 | 2.373 | 3.709 | 4.627 | 3.790 | 25.339 |
| 82 | 2.829 | 2.523 | 2.855 | 1.000 | 2.466 | 2.475 | 3.790 | 17.939 |
| 83 | 2.829 | 1.000 | 2.855 | 1.000 | 2.466 | 3.637 | 2.563 | 16.350 |
| 84 | 2.829 | 2.523 | 2.855 | 1.000 | 2.466 | 3.637 | 2.563 | 17.874 |
| 85 | 2.829 | 2.523 | 4.122 | 2.373 | 2.466 | 3.637 | 3.790 | 21.741 |
| 86 | 2.829 | 1.000 | 2.855 | 1.000 | 2.466 | 3.637 | 2.563 | 16.350 |
| 87 | 5.518 | 2.523 | 4.122 | 3.451 | 3.709 | 4.627 | 4.975 | 28.926 |
| 88 | 4.194 | 2.523 | 5.105 | 3.451 | 4.696 | 5.586 | 4.975 | 30.532 |
| 89 | 4.194 | 2.523 | 4.122 | 2.373 | 3.709 | 4.627 | 3.790 | 25.339 |
| 90 | 4.194 | 2.523 | 2.855 | 1.000 | 2.466 | 2.475 | 4.975 | 20.490 |
| 91 | 2.829 | 1.000 | 2.855 | 3.451 | 2.466 | 5.586 | 4.975 | 23.163 |
| 92 | 4.194 | 4.069 | 5.105 | 2.373 | 1.000 | 5.586 | 3.790 | 26.118 |

**Lampiran 4**

**Hasil Uji Validitas Variabel Volume Penjualan (Y)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | |
|  | | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Volume Penjualan |
| Y1 | Pearson Correlation | 1 | .410\* | .487\*\* | .324 | .078 | -.067 | .465\*\* | .560\*\* |
| Sig. (2-tailed) |  | .024 | .006 | .081 | .684 | .724 | .010 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y2 | Pearson Correlation | .410\* | 1 | .574\*\* | .419\* | .439\* | .250 | .381\* | .748\*\* |
| Sig. (2-tailed) | .024 |  | .001 | .021 | .015 | .182 | .038 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y3 | Pearson Correlation | .487\*\* | .574\*\* | 1 | .498\*\* | .428\* | .209 | .575\*\* | .786\*\* |
| Sig. (2-tailed) | .006 | .001 |  | .005 | .018 | .267 | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y4 | Pearson Correlation | .324 | .419\* | .498\*\* | 1 | .376\* | .145 | .772\*\* | .694\*\* |
| Sig. (2-tailed) | .081 | .021 | .005 |  | .041 | .446 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y5 | Pearson Correlation | .078 | .439\* | .428\* | .376\* | 1 | .831\*\* | .182 | .742\*\* |
| Sig. (2-tailed) | .684 | .015 | .018 | .041 |  | .000 | .336 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y6 | Pearson Correlation | -.067 | .250 | .209 | .145 | .831\*\* | 1 | -.030 | .550\*\* |
| Sig. (2-tailed) | .724 | .182 | .267 | .446 | .000 |  | .875 | .002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y7 | Pearson Correlation | .465\*\* | .381\* | .575\*\* | .772\*\* | .182 | -.030 | 1 | .642\*\* |
| Sig. (2-tailed) | .010 | .038 | .001 | .000 | .336 | .875 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Volume Penjualan | Pearson Correlation | .560\*\* | .748\*\* | .786\*\* | .694\*\* | .742\*\* | .550\*\* | .642\*\* | 1 |
| Sig. (2-tailed) | .001 | .000 | .000 | .000 | .000 | .002 | .000 |  |
| N | 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). | | | | | | | | | |

**Hasil Uji Validitas Variabel Saluran Distribusi (X1)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | Saluran Distribusi |
| X1.1 | Pearson Correlation | 1 | .632\*\* | .478\*\* | .632\*\* | .663\*\* | .327 | .353 | .796\*\* |
| Sig. (2-tailed) |  | .000 | .008 | .000 | .000 | .078 | .056 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | .632\*\* | 1 | .649\*\* | .550\*\* | .465\*\* | .336 | .418\* | .799\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .002 | .010 | .069 | .021 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | .478\*\* | .649\*\* | 1 | .525\*\* | .285 | .397\* | .432\* | .744\*\* |
| Sig. (2-tailed) | .008 | .000 |  | .003 | .128 | .030 | .017 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.4 | Pearson Correlation | .632\*\* | .550\*\* | .525\*\* | 1 | .549\*\* | .212 | .316 | .758\*\* |
| Sig. (2-tailed) | .000 | .002 | .003 |  | .002 | .262 | .089 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.5 | Pearson Correlation | .663\*\* | .465\*\* | .285 | .549\*\* | 1 | .319 | .231 | .680\*\* |
| Sig. (2-tailed) | .000 | .010 | .128 | .002 |  | .086 | .218 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.6 | Pearson Correlation | .327 | .336 | .397\* | .212 | .319 | 1 | .623\*\* | .622\*\* |
| Sig. (2-tailed) | .078 | .069 | .030 | .262 | .086 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.7 | Pearson Correlation | .353 | .418\* | .432\* | .316 | .231 | .623\*\* | 1 | .676\*\* |
| Sig. (2-tailed) | .056 | .021 | .017 | .089 | .218 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Saluran Distribusi | Pearson Correlation | .796\*\* | .799\*\* | .744\*\* | .758\*\* | .680\*\* | .622\*\* | .676\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 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). | | | | | | | | | |

**Hasil Uji Validitas Variabel Promosi Online (X2)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | |
|  | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | Promosi Online |
| X2.1 | Pearson Correlation | 1 | .317 | .422\* | .328 | .367\* | .309 | .244 | .671\*\* |
| Sig. (2-tailed) |  | .088 | .020 | .077 | .046 | .096 | .195 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.2 | Pearson Correlation | .317 | 1 | .262 | .141 | .024 | .082 | .134 | .443\* |
| Sig. (2-tailed) | .088 |  | .161 | .457 | .899 | .667 | .481 | .014 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.3 | Pearson Correlation | .422\* | .262 | 1 | .747\*\* | .524\*\* | .299 | .510\*\* | .824\*\* |
| Sig. (2-tailed) | .020 | .161 |  | .000 | .003 | .109 | .004 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.4 | Pearson Correlation | .328 | .141 | .747\*\* | 1 | .576\*\* | .213 | .358 | .728\*\* |
| Sig. (2-tailed) | .077 | .457 | .000 |  | .001 | .258 | .052 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.5 | Pearson Correlation | .367\* | .024 | .524\*\* | .576\*\* | 1 | .247 | .237 | .628\*\* |
| Sig. (2-tailed) | .046 | .899 | .003 | .001 |  | .188 | .206 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.6 | Pearson Correlation | .309 | .082 | .299 | .213 | .247 | 1 | .717\*\* | .613\*\* |
| Sig. (2-tailed) | .096 | .667 | .109 | .258 | .188 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.7 | Pearson Correlation | .244 | .134 | .510\*\* | .358 | .237 | .717\*\* | 1 | .683\*\* |
| Sig. (2-tailed) | .195 | .481 | .004 | .052 | .206 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Promosi Online | Pearson Correlation | .671\*\* | .443\* | .824\*\* | .728\*\* | .628\*\* | .613\*\* | .683\*\* | 1 |
| Sig. (2-tailed) | .000 | .014 | .000 | .000 | .000 | .000 | .000 |  |
| N | 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). | | | | | | | | | |

**Hasil Uji Validitas Variabel Inovasi Produk (X3)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | |
|  | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | Inovasi Produk |
| X3.1 | Pearson Correlation | 1 | .644\*\* | .153 | .150 | .055 | .007 | .448\* | .590\*\* |
| Sig. (2-tailed) |  | .000 | .419 | .430 | .772 | .969 | .013 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.2 | Pearson Correlation | .644\*\* | 1 | .239 | .263 | .126 | -.029 | .237 | .587\*\* |
| Sig. (2-tailed) | .000 |  | .203 | .160 | .508 | .881 | .208 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.3 | Pearson Correlation | .153 | .239 | 1 | .712\*\* | .378\* | .535\*\* | .295 | .793\*\* |
| Sig. (2-tailed) | .419 | .203 |  | .000 | .039 | .002 | .113 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.4 | Pearson Correlation | .150 | .263 | .712\*\* | 1 | .224 | .449\* | .266 | .719\*\* |
| Sig. (2-tailed) | .430 | .160 | .000 |  | .235 | .013 | .155 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.5 | Pearson Correlation | .055 | .126 | .378\* | .224 | 1 | .621\*\* | -.343 | .461\* |
| Sig. (2-tailed) | .772 | .508 | .039 | .235 |  | .000 | .064 | .010 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.6 | Pearson Correlation | .007 | -.029 | .535\*\* | .449\* | .621\*\* | 1 | .002 | .585\*\* |
| Sig. (2-tailed) | .969 | .881 | .002 | .013 | .000 |  | .992 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.7 | Pearson Correlation | .448\* | .237 | .295 | .266 | -.343 | .002 | 1 | .486\*\* |
| Sig. (2-tailed) | .013 | .208 | .113 | .155 | .064 | .992 |  | .007 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Inovasi Produk | Pearson Correlation | .590\*\* | .587\*\* | .793\*\* | .719\*\* | .461\* | .585\*\* | .486\*\* | 1 |
| Sig. (2-tailed) | .001 | .001 | .000 | .000 | .010 | .001 | .007 |  |
| N | 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). | | | | | | | | | |

**Lampiran 5**

**Hasil Uji Reliabilitas Variabel Volume Penjualan (Y)**

|  |  |  |  |
| --- | --- | --- | --- |
| **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 |
| .788 | 7 |

**Hasil Uji Hasil Uji Reliabilitas Variabel Saluran Distribusi (X1)**

|  |  |  |  |
| --- | --- | --- | --- |
| **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 |
| .847 | 7 |

**Hasil Uji Hasil Uji Reliabilitas Variabel Promosi Online (X2)**

|  |  |  |  |
| --- | --- | --- | --- |
| **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 |
| .778 | 7 |

**Hasil Uji Hasil Uji Reliabilitas Variabel Inovasi Produk (X3)**

|  |  |  |  |
| --- | --- | --- | --- |
| **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 |
| .704 | 7 |

**Lampiran 6**

**Output SPSS Uji Asumsi Klasik Uji Normalitas**

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 92 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | 2.41155664 |
| Most Extreme Differences | Absolute | .075 |
| Positive | .075 |
| Negative | -.072 |
| Test Statistic | | .075 |
| 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. | | |

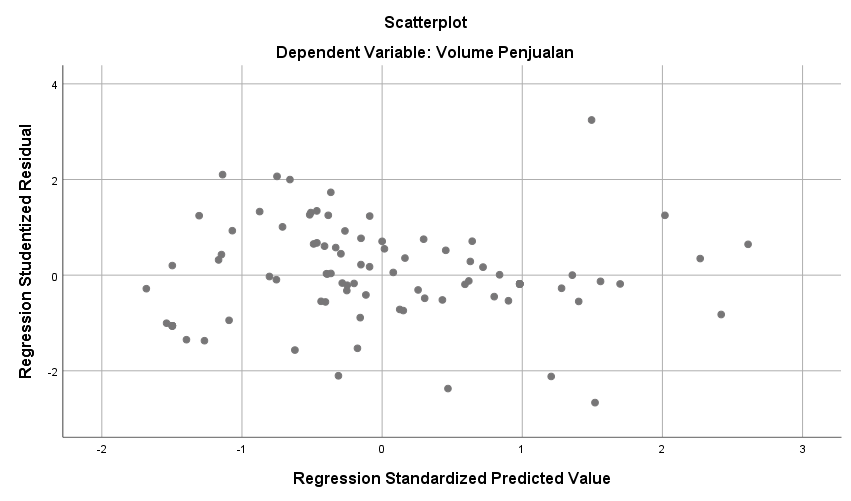
**Lampiran 7**

**Output SPSS Uji Asumsi Klasik Uji Multikolonieritas**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 3.863 | 1.382 |  | 2.795 | .006 |  |  |
| Saluran Distribusi | .469 | .072 | .519 | 6.534 | .000 | .645 | 1.550 |
| Promosi Online | .123 | .069 | .148 | 1.778 | .079 | .590 | 1.696 |
| Inovasi Produk | .256 | .086 | .265 | 2.993 | .004 | .518 | 1.929 |
| a. Dependent Variable: Volume Penjualan | | | | | | | | |

**Lampiran 8**

**Output SPSS Uji Asumsi Klasik Uji Heteroskedastisitas**



**Lampiran 9**

**Output SPSS Analisis Regresi Berganda**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 3.863 | 1.382 |  | 2.795 | .006 |
| Saluran Distribusi | .469 | .072 | .519 | 6.534 | .000 |
| Promosi Online | .123 | .069 | .148 | 1.778 | .079 |
| Inovasi Produk | .256 | .086 | .265 | 2.993 | .004 |

**Lampiran 10**

**Output SPSS Uji Signifikansi Parsial ( Uji t)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 3.863 | 1.382 |  | 2.795 | .006 |  |  |
| Saluran Distribusi | .469 | .072 | .519 | 6.534 | .000 | .645 | 1.550 |
| Promosi Online | .123 | .069 | .148 | 1.778 | .079 | .590 | 1.696 |
| Inovasi Produk | .256 | .086 | .265 | 2.993 | .004 | .518 | 1.929 |
| a. Dependent Variable: Volume Penjualan | | | | | | | | |

**Lampiran 11**

**Output SPSS Uji Signifikansi Simultan ( Uji F)**

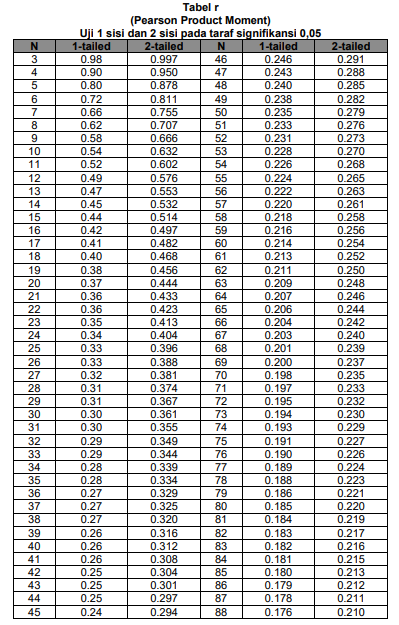
|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 948.363 | 3 | 316.121 | 52.565 | .000b |
| Residual | 529.220 | 88 | 6.014 |  |  |
| Total | 1477.583 | 91 |  |  |  |
| a. Dependent Variable: Volume Penjualan | | | | | | |
| b. Predictors: (Constant), Inovasi Produk, Saluran Distribusi, Promosi Online | | | | | | |

**Lampiran 12**

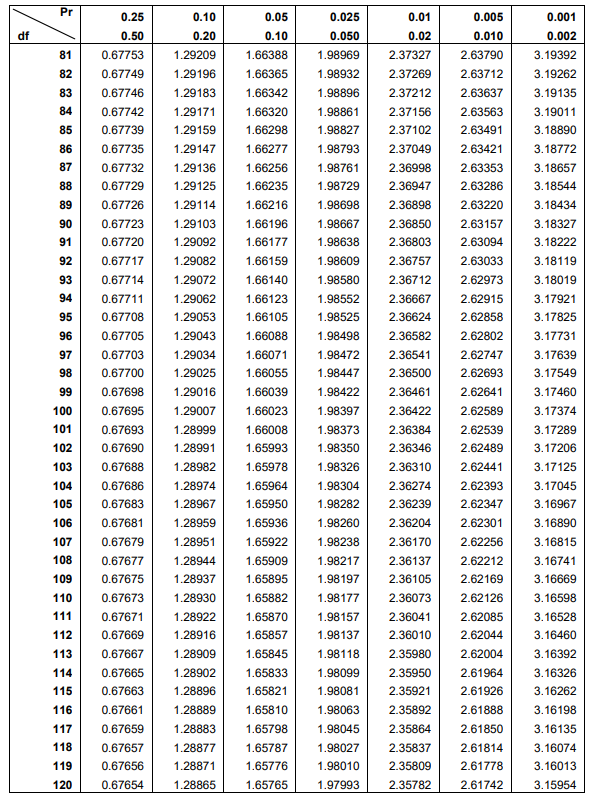
**Koefisien Determinasi**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .801a | .642 | .630 | 2.45232 | 2.225 |
| a. Predictors: (Constant), Inovasi Produk, Saluran Distribusi, Promosi Online | | | | | |
| b. Dependent Variable: Volume Penjualan | | | | | |

**Lampiran 13**



Tabel t

(Pada taraf signifikansi 0,05) 1 sisi (0,05) dan 2 sisi (0,025)