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LAMPIRAN

Lampiran 1. Kuisisioner Penelitian

DATA RESPONDEN

1. Nama : (boleh tidak diisi)
2. Jenis Kelamin :
 - Laki-laki
 - Perempuan
3. Usia :
 - 17 tahun – 20 tahun
 - 21 tahun – 30 tahun
 - 31 tahun – 40 tahun
 - > 41 tahun
4. Pendidikan :
 - SMP
 - SMA
 - Diploma
 - Sarjana (S1)

Petunjuk Pengisian

1. Pilihlah salah satu jawaban dari kelima alternatif jawaban yang sesuai dengan cara memberikan tanda centang (\surd) pada salah satu kolom pada jawaban yang tersedia.
2. Keterangan jawaban sebagai berikut :

SS : Sangat Setuju

S : Setuju

N : Netral

KS : Kurang Setuju

STS: Sangat Tidak Setuju

A. Variabel Keputusan Pembelian

No	Indikator	Pernyataan	Pilihan Jawaban Responden				
		Variabel Keputusan Pembelian	SS	S	N	KS	STS
1	Kebutuhan Produk	Saya membutuhkan produk ritel di Mutiara Cahaya Mejasem untuk menunjang kebutuhan sehari-hari.					
2		Saya membutuhkan produk ritel di Mutiara Cahaya Mejasem sesuai dengan kebutuhan teman-teman saya.					
3	Keberagaman Varian Produk	Variasi dari produk yang dijual sangat banyak dan beranekaragam					
4	Kualitas Produk	Kualitas dari peoduk yang dijual di Mutiara Cahaya Mejasem memuaskan					
5	Ketertarikan Pada Merek	Merek dari barang-barang yang ada di Mutiara Cahaya sangat populer					
6	Ketersediaan Produk	Belanja di Mutiara Cahaya Mejasem sangat mudah karena produknya mudah dicari					

7	Waktu Pembelian	Saya berbelanja di Mutiara Cahaya Mejasem sebulan sekali					
8	Kebutuhan akan Produk	Membeli barang di Mutiara Cahaya Mejasem sesuai dengan kebutuhan dirumah					

B. Variabel Persepsi Harga

No	Indikator	Pernyataan	Pilihan Jawaban Responden				
		Variabel Persepsi Harga	SS	S	N	KS	STS
1	Kesesuaian dengan Kualitas Produk	Harga produk di Mutiara Cahaya Mejasem sesuai dengan kualitas produk.					
2		Harga barang yang ada di Mutiara Cahaya Mejasem sesuai dengan dana yang saya miliki.					
3	Kesesuaian dengan Manfaat Produk	Harga produk ritel di Mutiara Cahaya Mejasem sesuai dengan manfaat yang saya terima.					
4	Harga Bersaing	Harga produk di Mutiara Cahaya Mejasem relatif murah.					

C. Variabel Keragaman Produk

No	Indikator	Pernyataan	Pilihan Jawaban Responden				
		Variabel Keragaman Produk	SS	S	N	KS	STS
1	Produk yang Tidak Sejenis	Mutiara Cahaya Mejasem menjual banyak Produk yang tidak sejenis					

2	Jumlah Produk yang Tersedia	Jumlah produk yang tersedia di Mutiara Cahaya Mejasem sangat beranekaragam					
3	Variasi Rasa Dalam Satu Produk	Produk yang dijual memiliki variasi yang banyak					
4	Penggunaan Akhir	Produk yang dijual memiliki ketahanan dengan jangka yang panjang					

D. Variabel Lokasi

No	Indikator	Pernyataan	Pilihan Jawaban Responden				
		Variabel Lokasi	SS	S	N	KS	STS
1	Lokasi Mudah Dijangkau	Lokasi Mutiara Cahaya Mejasem mudah dijangkau					
2	Lokasi Strategis	Lokasi Mutiara Cahaya Mejasem dapat dilihat dari tempat umum					
3	Banyak Orang Lalu Laju	Lokasi menuju Mutiara Cahaya Mejasem terhindar dari kemacetan lalu lintas					
4	Lalang, Kemacetan	Akses menuju Mutiara Cahaya Mejasem tidak ramai					
5	Kenyamanan dan Keamanan	Mutiara Cahaya Mejasem memiliki area parkir yang nyaman untuk kendaraan					
6		Mutiara Cahaya Mejasem memiliki area parkir yang aman					

Lampiran 2. Data Input Jawaban Kuesioner

1. Data Penelitian Variabel Keputusan Pembelian (Y)

No. Responden	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	TOTAL Y
1	4	4	3	4	5	5	4	4	33
2	5	4	4	4	5	5	3	5	35
3	4	2	4	3	4	3	2	4	26
4	4	4	4	4	4	4	4	4	32
5	3	2	5	3	5	4	1	5	28
6	4	3	4	4	4	4	3	4	30
7	4	3	3	3	4	3	2	5	27
8	3	3	4	4	4	4	1	4	27
9	4	4	5	4	5	5	4	5	36
10	5	5	5	4	4	5	5	4	37
11	4	3	5	4	4	4	2	4	30
12	5	5	5	5	5	5	5	5	40
13	3	4	5	4	4	4	2	4	30
14	4	2	4	4	4	4	3	4	29
15	5	5	5	5	5	5	5	5	40
16	3	4	3	3	3	3	1	4	24
17	1	1	1	1	1	1	1	1	8
18	5	5	5	4	5	4	2	5	35
19	3	2	4	4	3	3	3	4	26
20	5	5	5	5	4	4	4	5	37
21	3	4	4	4	4	4	3	3	29
22	3	3	3	3	3	3	3	3	24
23	3	2	4	3	3	3	2	3	23
24	4	4	4	4	4	5	4	4	33
25	3	3	4	3	4	4	3	3	27
26	5	5	5	5	5	5	5	5	40
27	3	3	5	4	5	5	3	3	31
28	3	3	3	3	3	3	3	4	25
29	4	3	4	4	4	3	2	4	28
30	3	3	4	4	4	4	2	4	28
31	3	3	4	3	4	3	3	4	27
32	4	5	4	4	3	4	3	5	32
33	5	3	5	5	5	5	3	5	36
34	4	3	4	3	2	2	1	5	24
35	4	4	4	4	4	4	2	4	30
36	3	3	4	5	4	4	2	5	30
37	4	3	4	4	4	5	2	4	30

38	4	3	4	4	3	3	2	3	26
39	4	4	4	3	3	4	3	4	29
40	5	4	5	4	4	4	3	4	33
41	3	5	3	5	5	3	3	3	30
42	2	2	3	4	3	2	3	3	22
43	1	1	1	1	1	1	1	1	8
44	5	5	5	4	3	4	4	5	35
45	5	5	4	4	4	4	4	4	34
46	4	3	4	4	4	4	5	5	33
47	4	4	4	4	4	4	4	4	32
48	2	2	4	4	4	4	2	2	24
49	4	4	3	4	3	4	5	5	32
50	3	1	2	5	2	4	4	3	24
51	5	4	5	4	1	2	3	2	26
52	3	3	3	3	3	3	3	3	24
53	5	5	5	5	5	5	5	5	40
54	4	3	4	4	3	3	1	4	26
55	5	2	4	4	4	4	4	4	31
56	4	4	3	3	2	3	2	4	25
57	3	3	4	3	3	4	3	3	26
58	3	3	3	4	3	3	3	3	25
59	5	4	5	4	4	4	4	4	34
60	4	2	4	3	4	4	2	4	27
61	5	5	3	3	3	3	2	4	28
62	4	3	3	3	3	3	4	4	27
63	4	2	4	4	4	5	1	5	29
64	3	3	2	2	2	2	3	2	19
65	4	2	5	5	4	3	3	4	30
66	3	3	4	4	3	4	3	4	28
67	5	5	5	3	3	3	2	3	29
68	4	5	5	5	5	5	5	5	39
69	3	3	4	4	3	4	3	4	28
70	5	3	4	4	4	5	5	5	35
71	4	4	5	4	4	5	3	4	33
72	4	4	5	5	5	5	5	5	38
73	4	4	4	4	4	4	4	4	32
74	5	5	5	5	4	5	5	5	39
75	4	4	3	5	4	3	4	5	32
76	5	5	5	5	5	5	3	3	36
77	3	3	4	5	4	3	3	4	29
78	4	3	4	4	4	4	3	5	31
79	4	3	4	4	4	4	2	4	29
80	4	3	4	4	4	4	3	4	30

81	4	3	3	4	3	3	2	4	26
82	5	5	4	3	5	4	4	4	34
83	5	3	5	5	3	5	1	3	30
84	4	4	5	4	4	4	4	4	33
85	5	4	4	5	4	5	4	5	36
86	3	4	4	4	3	4	2	4	28
87	5	5	5	5	5	3	1	4	33
88	3	3	3	3	3	3	3	3	24
89	2	1	3	1	5	1	1	1	15
90	5	1	2	3	4	1	5	4	25
91	3	3	3	3	3	3	3	3	24
92	4	4	4	4	4	4	4	4	32
93	3	5	2	3	1	4	4	1	23
94	4	4	5	5	4	4	2	4	32
95	3	3	3	3	3	3	3	3	24
96	4	4	4	4	4	4	4	4	32
97	4	4	4	4	4	4	3	4	31
98	2	3	3	5	5	4	3	4	29
99	4	3	4	3	3	3	1	2	23
100	3	4	4	4	3	4	2	4	28

2. Data Penelitian Variabel Persepsi Harga (X_1)

No. Responden	$X_{1.1}$	$X_{1.2}$	$X_{1.3}$	$X_{1.4}$	Total X_1
1	4	5	4	4	17
2	5	5	4	4	18
3	4	4	4	4	16
4	5	4	5	4	18
5	3	3	4	4	14
6	4	4	4	4	16
7	4	4	4	5	17
8	5	4	3	3	15
9	4	4	3	5	16
10	5	4	4	5	18
11	4	4	4	4	16
12	5	5	5	5	20
13	4	4	3	3	14
14	4	3	4	3	14
15	5	5	5	5	20
16	3	2	4	3	12
17	1	1	1	1	4
18	5	4	4	4	17

19	2	2	2	2	8
20	3	4	4	3	14
21	4	3	4	4	15
22	3	3	3	3	12
23	3	4	3	3	13
24	4	5	5	4	18
25	3	3	4	3	13
26	5	5	5	5	20
27	4	4	3	3	14
28	3	3	3	3	12
29	3	4	4	4	15
30	4	4	4	4	16
31	4	4	4	3	15
32	5	4	4	5	18
33	5	4	4	5	18
34	4	4	4	2	14
35	4	4	4	4	16
36	5	5	4	4	18
37	4	5	5	5	19
38	3	4	4	3	14
39	3	4	3	3	13
40	5	4	5	4	18
41	5	5	5	5	20
42	4	5	4	4	17
43	1	1	1	1	4
44	4	5	4	5	18
45	4	4	4	4	16
46	4	4	4	4	16
47	4	4	4	4	16
48	4	4	4	3	15
49	4	5	5	4	18
50	2	1	5	3	11
51	4	3	3	4	14
52	3	3	3	3	12
53	5	5	5	5	20
54	4	4	3	4	15
55	4	4	4	4	16
56	4	3	5	3	15
57	3	3	3	3	12
58	3	3	3	3	12
59	4	4	4	4	16
60	4	4	4	4	16
61	2	2	2	2	8

62	3	2	5	4	14
63	5	5	5	5	20
64	2	3	2	3	10
65	4	3	4	3	14
66	3	4	4	3	14
67	3	3	4	4	14
68	5	5	5	5	20
69	5	4	3	5	17
70	4	5	5	5	19
71	5	3	5	4	17
72	5	5	5	5	20
73	4	4	3	3	14
74	5	5	5	5	20
75	5	3	4	4	16
76	3	3	5	3	14
77	4	3	4	4	15
78	4	4	4	4	16
79	4	3	4	3	14
80	3	3	4	4	14
81	3	4	4	3	14
82	4	5	5	4	18
83	4	4	4	4	16
84	4	4	4	4	16
85	3	4	4	3	14
86	3	3	3	3	12
87	2	4	1	2	9
88	3	3	3	3	12
89	4	3	3	2	12
90	3	2	1	1	7
91	3	3	3	3	12
92	4	4	4	4	16
93	1	2	4	5	12
94	3	3	4	4	14
95	3	3	3	3	12
96	4	4	4	4	16
97	4	5	4	4	17
98	4	4	4	3	15
99	3	2	4	3	12
100	3	4	4	3	14

3. Data Penelitian Keragaman Produk (X₂)

No. Responden	X _{2.1}	X _{2.2}	X _{2.3}	X _{2.4}	Total X ₂
1	4	5	5	4	18
2	4	4	4	5	17
3	4	4	4	4	16
4	5	4	4	5	18
5	3	4	4	3	14
6	3	4	4	3	14
7	4	3	4	3	14
8	3	5	4	3	15
9	5	5	5	5	20
10	4	5	5	4	18
11	4	4	4	4	16
12	5	5	5	5	20
13	2	5	5	4	16
14	3	4	4	4	15
15	5	5	5	5	20
16	4	3	3	2	12
17	1	1	1	1	4
18	5	5	5	4	19
19	3	2	2	3	10
20	4	4	4	3	15
21	4	5	4	4	17
22	3	3	3	3	12
23	4	4	4	4	16
24	4	4	4	4	16
25	3	4	3	3	13
26	5	5	5	5	20
27	4	4	4	3	15
28	4	3	3	4	14
29	3	4	4	4	15
30	4	4	4	4	16
31	4	4	4	4	16
32	4	5	3	3	15
33	4	5	5	5	19
34	4	4	4	3	15
35	4	4	4	3	15
36	2	5	4	4	15
37	2	4	4	4	14
38	3	4	3	3	13
39	4	4	4	3	15

40	5	5	5	4	19
41	5	5	5	5	20
42	3	2	2	3	10
43	1	1	1	1	4
44	4	5	5	4	18
45	4	4	4	4	16
46	3	4	5	5	17
47	4	4	4	4	16
48	4	4	4	4	16
49	4	4	4	5	17
50	2	4	4	3	13
51	4	5	4	5	18
52	3	3	3	3	12
53	5	5	5	5	20
54	2	4	4	3	13
55	4	4	4	4	16
56	2	2	2	3	9
57	4	4	4	4	16
58	3	3	3	3	12
59	5	5	4	5	19
60	4	4	4	4	16
61	2	3	2	4	11
62	3	4	3	4	14
63	5	5	5	5	20
64	3	2	2	4	11
65	4	4	4	3	15
66	3	4	4	4	15
67	3	4	4	4	15
68	5	5	5	5	20
69	5	5	4	4	18
70	5	4	3	3	15
71	3	4	5	5	17
72	5	5	5	4	19
73	4	3	3	4	14
74	4	5	5	3	17
75	4	4	4	4	16
76	3	5	5	5	18
77	4	4	4	4	16
78	3	5	4	4	16
79	4	4	4	4	16
80	4	4	4	4	16
81	5	4	4	3	16
82	4	5	5	5	19

83	5	5	5	4	19
84	3	3	3	4	13
85	3	3	3	3	12
86	5	5	2	4	16
87	4	2	2	4	12
88	3	3	3	3	12
89	5	1	2	2	10
90	4	3	5	4	16
91	3	3	3	3	12
92	4	4	4	4	16
93	4	2	4	2	12
94	4	4	4	4	16
95	3	3	3	3	12
96	4	4	4	4	16
97	4	4	4	4	16
98	5	5	5	4	19
99	3	3	3	3	12
100	3	3	4	3	13

4. Data Penelitian Variabel Lokasi (X₃)

No. Responden	X _{3.1}	X _{3.2}	X _{3.3}	X _{3.4}	X _{3.5}	X _{3.6}	Total X ₃
1	4	4	5	5	4	4	26
2	4	4	4	4	4	4	24
3	4	4	2	2	4	4	20
4	4	5	4	3	4	4	24
5	3	4	4	4	1	2	18
6	4	4	3	3	3	3	20
7	4	4	2	3	4	4	21
8	2	3	2	2	3	3	15
9	5	5	4	3	4	4	25
10	4	5	5	4	4	4	26
11	4	4	2	2	4	4	20
12	5	5	5	5	5	5	30
13	4	4	3	2	4	4	21
14	5	5	4	3	4	4	25
15	5	5	5	5	5	5	30
16	1	4	2	2	3	3	15
17	1	1	1	1	1	1	6
18	5	5	4	3	3	5	25
19	2	3	1	1	1	2	10
20	4	4	3	4	4	4	23

21	4	3	3	3	3	4	20
22	3	3	3	3	3	3	18
23	4	4	4	3	3	3	21
24	5	5	4	4	5	5	28
25	3	4	1	1	3	3	15
26	5	5	5	5	5	5	30
27	3	4	3	3	3	3	19
28	4	4	2	2	2	3	17
29	4	4	2	2	4	4	20
30	4	4	4	4	4	4	24
31	2	3	2	2	4	4	17
32	4	3	3	1	3	4	18
33	5	5	5	3	4	5	27
34	5	5	2	1	4	5	22
35	3	3	3	3	4	4	20
36	5	4	3	3	4	4	23
37	5	5	2	1	3	4	20
38	3	4	2	2	3	3	17
39	4	4	3	3	4	4	22
40	4	4	4	4	4	5	25
41	5	5	5	1	5	3	24
42	3	3	1	1	1	1	10
43	1	1	1	1	1	1	6
44	5	4	5	4	5	3	26
45	4	4	4	4	4	4	24
46	5	5	3	2	5	5	25
47	4	4	4	4	4	4	24
48	4	5	4	2	4	3	22
49	5	4	4	5	3	4	25
50	1	3	4	5	2	3	18
51	4	5	5	4	5	5	28
52	3	3	3	3	3	3	18
53	5	5	5	5	5	5	30
54	2	3	2	2	2	3	14
55	4	4	2	2	4	4	20
56	3	2	2	1	3	3	14
57	3	3	3	3	3	3	18
58	3	3	3	3	3	3	18
59	5	4	4	2	5	5	25
60	4	4	1	1	4	3	17
61	2	2	4	2	3	4	17
62	2	5	4	3	3	4	21
63	5	5	1	1	4	4	20

64	2	3	3	3	3	3	17
65	3	3	3	3	3	3	18
66	4	4	3	1	3	3	18
67	3	4	3	4	4	3	21
68	5	5	5	5	5	5	30
69	4	3	3	3	4	4	21
70	5	5	3	3	4	4	24
71	5	5	4	3	4	4	25
72	5	5	5	5	4	5	29
73	3	4	4	3	3	4	21
74	4	4	5	5	5	5	28
75	3	5	4	4	4	4	24
76	5	5	2	2	5	5	24
77	3	3	3	4	4	3	20
78	5	4	3	3	4	4	23
79	3	4	2	2	3	4	18
80	5	4	3	3	3	3	21
81	4	4	2	2	3	3	18
82	4	4	4	5	5	4	26
83	5	5	1	1	4	4	20
84	3	3	3	3	4	4	20
85	3	3	3	3	3	3	18
86	3	3	2	2	3	3	16
87	4	4	4	4	3	4	23
88	3	3	3	3	3	3	18
89	4	3	2	1	5	1	16
90	1	1	3	2	5	4	16
91	3	3	3	3	3	3	18
92	4	4	4	4	4	4	24
93	1	4	1	2	2	5	15
94	4	4	3	3	4	4	22
95	3	3	3	3	3	3	18
96	4	4	4	4	4	4	24
97	4	4	3	2	3	3	19
98	4	5	1	2	3	3	18
99	2	4	3	2	3	3	17
100	3	3	3	3	4	3	19

Lampiran 3. Hasil Uji Validitas

1. Keputusan Pembelian (Y)

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	TOTAL. Y
Y.1	Pearson Correlation	1	.511**	.492**	.330**	.240*	.362**	.338**	.451**	.689**
	Sig. (2-tailed)		.000	.000	.001	.016	.000	.001	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y.2	Pearson Correlation	.511**	1	.393**	.341**	.179	.426**	.345**	.257**	.661**
	Sig. (2-tailed)	.000		.000	.001	.075	.000	.000	.010	.000
	N	100	100	100	100	100	100	100	100	100
Y.3	Pearson Correlation	.492**	.393**	1	.473**	.459**	.546**	.054	.368**	.675**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.594	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y.4	Pearson Correlation	.330**	.341**	.473**	1	.391**	.563**	.324**	.466**	.704**
	Sig. (2-tailed)	.001	.001	.000		.000	.000	.001	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y.5	Pearson Correlation	.240*	.179	.459**	.391**	1	.472**	.208*	.433**	.615**
	Sig. (2-tailed)	.016	.075	.000	.000		.000	.038	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y.6	Pearson Correlation	.362**	.426**	.546**	.563**	.472**	1	.359**	.440**	.769**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y.7	Pearson Correlation	.338**	.345**	.054	.324**	.208*	.359**	1	.291**	.586**
	Sig. (2-tailed)	.001	.000	.594	.001	.038	.000		.003	.000
	N	100	100	100	100	100	100	100	100	100
Y.8	Pearson Correlation	.451**	.257**	.368**	.466**	.433**	.440**	.291**	1	.679**
	Sig. (2-tailed)	.000	.010	.000	.000	.000	.000	.003		.000
	N	100	100	100	100	100	100	100	100	100
TOT AL.Y	Pearson Correlation	.689**	.661**	.675**	.704**	.615**	.769**	.586**	.679**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

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

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

2. Persepsi Harga (X_1)

Correlations

		X _{1.1}	X _{1.2}	X _{1.3}	X _{1.4}	TOTALX ₁
X _{1.1}	Pearson Correlation	1	.654**	.503**	.589**	.840**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X _{1.2}	Pearson Correlation	.654**	1	.419**	.563**	.810**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X _{1.3}	Pearson Correlation	.503**	.419**	1	.627**	.774**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X _{1.4}	Pearson Correlation	.589**	.563**	.627**	1	.849**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
TOTALX ₁	Pearson Correlation	.840**	.810**	.774**	.849**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

3. Keragaman produk (X_2)

Correlations

		X _{2.1}	X _{2.2}	X _{2.3}	X _{2.4}	TOTALX ₂
X _{2.1}	Pearson Correlation	1	.382**	.391**	.349**	.673**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X _{2.2}	Pearson Correlation	.382**	1	.757**	.572**	.865**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X _{2.3}	Pearson Correlation	.391**	.757**	1	.546**	.857**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100

X _{2.4}	Pearson Correlation	.349**	.572**	.546**	1	.765**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
TOTALX ₂	Pearson Correlation	.673**	.865**	.857**	.765**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

4. Lokasi (X₃)

Correlations

	X _{3.1}	X _{3.2}	X _{3.3}	X _{3.4}	X _{3.5}	X _{3.6}	TOTAL X ₃	
X _{3.1}	Pearson Correlation	1	.671**	.334**	.183	.544**	.450**	.713**
	Sig. (2-tailed)		.000	.001	.069	.000	.000	.000
	N	100	100	100	100	100	100	100
X _{3.2}	Pearson Correlation	.671**	1	.310**	.201*	.378**	.498**	.669**
	Sig. (2-tailed)	.000		.002	.045	.000	.000	.000
	N	100	100	100	100	100	100	100
X _{3.3}	Pearson Correlation	.334**	.310**	1	.768**	.449**	.435**	.791**
	Sig. (2-tailed)	.001	.002		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X _{3.4}	Pearson Correlation	.183	.201*	.768**	1	.319**	.391**	.700**
	Sig. (2-tailed)	.069	.045	.000		.001	.000	.000
	N	100	100	100	100	100	100	100
X _{3.5}	Pearson Correlation	.544**	.378**	.449**	.319**	1	.596**	.735**
	Sig. (2-tailed)	.000	.000	.000	.001		.000	.000
	N	100	100	100	100	100	100	100
X _{3.6}	Pearson Correlation	.450**	.498**	.435**	.391**	.596**	1	.746**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
TOTAL X ₃	Pearson Correlation	.713**	.669**	.791**	.700**	.735**	.746**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

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

Lampiran 4. Hasil Uji Reliabilitas**1. Keputusan Pembelian (Y)****Reliability Statistics**

Cronbach's Alpha	N of Items
.818	8

2. Persepsi Harga (X₁)**Reliability Statistics**

Cronbach's Alpha	N of Items
.835	4

3. Keragaman Produk (X₂)**Reliability Statistics**

Cronbach's Alpha	N of Items
.814	6

4. Lokasi (X₃)**Reliability Statistics**

Cronbach's Alpha	N of Items
.800	4

Lampiran 5. Data Ordinal Diubah Menjadi Data Interval Menggunakan MSI

1. Data Pernyataan Penelitian Responden Variabel Keputusan Pembelian (Y)

No.	Keputusan Pembelian (Y)								Jumlah
	Succesive Interval								
	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	
1	3,552	3,514	2,395	3,376	4,583	4,527	3,455	3,168	28,570
2	4,692	3,514	3,394	3,376	4,583	4,527	2,693	4,425	31,205
3	3,552	1,788	3,394	2,244	3,383	2,333	1,911	3,168	21,773
4	3,552	3,514	3,394	3,376	3,383	3,341	3,455	3,168	27,184
5	2,554	1,788	4,623	2,244	4,583	3,341	1,000	4,425	24,559
6	3,552	2,645	3,394	3,376	3,383	3,341	2,693	3,168	25,553
7	3,552	2,645	2,395	2,244	3,383	2,333	1,911	4,425	22,888
8	2,554	2,645	3,394	3,376	3,383	3,341	1,000	3,168	22,862
9	3,552	3,514	4,623	3,376	4,583	4,527	3,455	4,425	32,056
10	4,692	4,491	4,623	3,376	3,383	4,527	4,334	3,168	32,594
11	3,552	2,645	4,623	3,376	3,383	3,341	1,911	3,168	25,999
12	4,692	4,491	4,623	4,640	4,583	4,527	4,334	4,425	36,315
13	2,554	3,514	4,623	3,376	3,383	3,341	1,911	3,168	25,871
14	3,552	1,788	3,394	3,376	3,383	3,341	2,693	3,168	24,696
15	4,692	4,491	4,623	4,640	4,583	4,527	4,334	4,425	36,315
16	2,554	3,514	2,395	2,244	2,349	2,333	1,000	3,168	19,557
17	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	8,000
18	4,692	4,491	4,623	3,376	4,583	3,341	1,911	4,425	31,442
19	2,554	1,788	3,394	3,376	2,349	2,333	2,693	3,168	21,656
20	4,692	4,491	4,623	4,640	3,383	3,341	3,455	4,425	33,051
21	2,554	3,514	3,394	3,376	3,383	3,341	2,693	2,178	24,434
22	2,554	2,645	2,395	2,244	2,349	2,333	2,693	2,178	19,391
23	2,554	1,788	3,394	2,244	2,349	2,333	1,911	2,178	18,752
24	3,552	3,514	3,394	3,376	3,383	4,527	3,455	3,168	28,369
25	2,554	2,645	3,394	2,244	3,383	3,341	2,693	2,178	22,432
26	4,692	4,491	4,623	4,640	4,583	4,527	4,334	4,425	36,315
27	2,554	2,645	4,623	3,376	4,583	4,527	2,693	2,178	27,179
28	2,554	2,645	2,395	2,244	2,349	2,333	2,693	3,168	20,381
29	3,552	2,645	3,394	3,376	3,383	2,333	1,911	3,168	23,762
30	2,554	2,645	3,394	3,376	3,383	3,341	1,911	3,168	23,773
31	2,554	2,645	3,394	2,244	3,383	2,333	2,693	3,168	22,414
32	3,552	4,491	3,394	3,376	2,349	3,341	2,693	4,425	27,623
33	4,692	2,645	4,623	4,640	4,583	4,527	2,693	4,425	32,828
34	3,552	2,645	3,394	2,244	1,592	1,592	1,000	4,425	20,445
35	3,552	3,514	3,394	3,376	3,383	3,341	1,911	3,168	25,640
36	2,554	2,645	3,394	4,640	3,383	3,341	1,911	4,425	26,294
37	3,552	2,645	3,394	3,376	3,383	4,527	1,911	3,168	25,956

38	3,552	2,645	3,394	3,376	2,349	2,333	1,911	2,178	21,739
39	3,552	3,514	3,394	2,244	2,349	3,341	2,693	3,168	24,256
40	4,692	3,514	4,623	3,376	3,383	3,341	2,693	3,168	28,790
41	2,554	4,491	2,395	4,640	4,583	2,333	2,693	2,178	25,867
42	1,653	1,788	2,395	3,376	2,349	1,592	2,693	2,178	18,025
43	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	8,000
44	4,692	4,491	4,623	3,376	2,349	3,341	3,455	4,425	30,753
45	4,692	4,491	3,394	3,376	3,383	3,341	3,455	3,168	29,300
46	3,552	2,645	3,394	3,376	3,383	3,341	4,334	4,425	28,451
47	3,552	3,514	3,394	3,376	3,383	3,341	3,455	3,168	27,184
48	1,653	1,788	3,394	3,376	3,383	3,341	1,911	1,592	20,439
49	3,552	3,514	2,395	3,376	2,349	3,341	4,334	4,425	27,288
50	2,554	1,000	1,653	4,640	1,592	3,341	3,455	2,178	20,414
51	4,692	3,514	4,623	3,376	1,000	1,592	2,693	1,592	23,083
52	2,554	2,645	2,395	2,244	2,349	2,333	2,693	2,178	19,391
53	4,692	4,491	4,623	4,640	4,583	4,527	4,334	4,425	36,315
54	3,552	2,645	3,394	3,376	2,349	2,333	1,000	3,168	21,818
55	4,692	1,788	3,394	3,376	3,383	3,341	3,455	3,168	26,597
56	3,552	3,514	2,395	2,244	1,592	2,333	1,911	3,168	20,709
57	2,554	2,645	3,394	2,244	2,349	3,341	2,693	2,178	21,399
58	2,554	2,645	2,395	3,376	2,349	2,333	2,693	2,178	20,524
59	4,692	3,514	4,623	3,376	3,383	3,341	3,455	3,168	29,552
60	3,552	1,788	3,394	2,244	3,383	3,341	1,911	3,168	22,781
61	4,692	4,491	2,395	2,244	2,349	2,333	1,911	3,168	23,582
62	3,552	2,645	2,395	2,244	2,349	2,333	3,455	3,168	22,141
63	3,552	1,788	3,394	3,376	3,383	4,527	1,000	4,425	25,446
64	2,554	2,645	1,653	1,455	1,592	1,592	2,693	1,592	15,777
65	3,552	1,788	4,623	4,640	3,383	2,333	2,693	3,168	26,181
66	2,554	2,645	3,394	3,376	2,349	3,341	2,693	3,168	23,521
67	4,692	4,491	4,623	2,244	2,349	2,333	1,911	2,178	24,821
68	3,552	4,491	4,623	4,640	4,583	4,527	4,334	4,425	35,176
69	2,554	2,645	3,394	3,376	2,349	3,341	2,693	3,168	23,521
70	4,692	2,645	3,394	3,376	3,383	4,527	4,334	4,425	30,777
71	3,552	3,514	4,623	3,376	3,383	4,527	2,693	3,168	28,836
72	3,552	3,514	4,623	4,640	4,583	4,527	4,334	4,425	34,199
73	3,552	3,514	3,394	3,376	3,383	3,341	3,455	3,168	27,184
74	4,692	4,491	4,623	4,640	3,383	4,527	4,334	4,425	35,115
75	3,552	3,514	2,395	4,640	3,383	2,333	3,455	4,425	27,698
76	4,692	4,491	4,623	4,640	4,583	4,527	2,693	2,178	32,427
77	2,554	2,645	3,394	4,640	3,383	2,333	2,693	3,168	24,811
78	3,552	2,645	3,394	3,376	3,383	3,341	2,693	4,425	26,810
79	3,552	2,645	3,394	3,376	3,383	3,341	1,911	3,168	24,771
80	3,552	2,645	3,394	3,376	3,383	3,341	2,693	3,168	25,553

81	3,552	2,645	2,395	3,376	2,349	2,333	1,911	3,168	21,729
82	4,692	4,491	3,394	2,244	4,583	3,341	3,455	3,168	29,367
83	4,692	2,645	4,623	4,640	2,349	4,527	1,000	2,178	26,655
84	3,552	3,514	4,623	3,376	3,383	3,341	3,455	3,168	28,413
85	4,692	3,514	3,394	4,640	3,383	4,527	3,455	4,425	32,031
86	2,554	3,514	3,394	3,376	2,349	3,341	1,911	3,168	23,608
87	4,692	4,491	4,623	4,640	4,583	2,333	1,000	3,168	29,530
88	2,554	2,645	2,395	2,244	2,349	2,333	2,693	2,178	19,391
89	1,653	1,000	2,395	1,000	4,583	1,000	1,000	1,000	13,631
90	4,692	1,000	1,653	2,244	3,383	1,000	4,334	3,168	21,473
91	2,554	2,645	2,395	2,244	2,349	2,333	2,693	2,178	19,391
92	3,552	3,514	3,394	3,376	3,383	3,341	3,455	3,168	27,184
93	2,554	4,491	1,653	2,244	1,000	3,341	3,455	1,000	19,738
94	3,552	3,514	4,623	4,640	3,383	3,341	1,911	3,168	28,133
95	2,554	2,645	2,395	2,244	2,349	2,333	2,693	2,178	19,391
96	3,552	3,514	3,394	3,376	3,383	3,341	3,455	3,168	27,184
97	3,552	3,514	3,394	3,376	3,383	3,341	2,693	3,168	26,422
98	1,653	2,645	2,395	4,640	4,583	3,341	2,693	3,168	25,118
99	3,552	2,645	3,394	2,244	2,349	2,333	1,000	1,592	19,110
100	2,554	3,514	3,394	3,376	2,349	3,341	1,911	3,168	23,608

2. Data Pernyataan Penelitian Responden Variabel Persepsi Harga (X_1)

No.	Persepsi Harga (X_1)				Jumlah
	Successive Interval				
	$X_{1.1}$	$X_{1.2}$	$X_{1.3}$	$X_{1.4}$	
1	3,468	4,668	3,236	3,575	14,946
2	4,640	4,668	3,236	3,575	16,119
3	3,468	3,482	3,236	3,575	13,760
4	4,640	3,482	4,527	3,575	16,224
5	2,463	2,504	3,236	3,575	11,778
6	3,468	3,482	3,236	3,575	13,760
7	3,468	3,482	3,236	4,696	14,882
8	4,640	3,482	2,172	2,556	12,851
9	3,468	3,482	2,172	4,696	13,819
10	4,640	3,482	3,236	4,696	16,055
11	3,468	3,482	3,236	3,575	13,760
12	4,640	4,668	4,527	4,696	18,531
13	3,468	3,482	2,172	2,556	11,678
14	3,468	2,504	3,236	2,556	11,764
15	4,640	4,668	4,527	4,696	18,531
16	2,463	1,733	3,236	2,556	9,987
17	1,000	1,000	1,000	1,000	4,000
18	4,640	3,482	3,236	3,575	14,933

19	1,656	1,733	1,551	1,656	6,595
20	2,463	3,482	3,236	2,556	11,737
21	3,468	2,504	3,236	3,575	12,783
22	2,463	2,504	2,172	2,556	9,695
23	2,463	3,482	2,172	2,556	10,673
24	3,468	4,668	4,527	3,575	16,237
25	2,463	2,504	3,236	2,556	10,759
26	4,640	4,668	4,527	4,696	18,531
27	3,468	3,482	2,172	2,556	11,678
28	2,463	2,504	2,172	2,556	9,695
29	2,463	3,482	3,236	3,575	12,755
30	3,468	3,482	3,236	3,575	13,760
31	3,468	3,482	3,236	2,556	12,742
32	4,640	3,482	3,236	4,696	16,055
33	4,640	3,482	3,236	4,696	16,055
34	3,468	3,482	3,236	1,656	11,841
35	3,468	3,482	3,236	3,575	13,760
36	4,640	4,668	3,236	3,575	16,119
37	3,468	4,668	4,527	4,696	17,359
38	2,463	3,482	3,236	2,556	11,737
39	2,463	3,482	2,172	2,556	10,673
40	4,640	3,482	4,527	3,575	16,224
41	4,640	4,668	4,527	4,696	18,531
42	3,468	4,668	3,236	3,575	14,946
43	1,000	1,000	1,000	1,000	4,000
44	3,468	4,668	3,236	4,696	16,068
45	3,468	3,482	3,236	3,575	13,760
46	3,468	3,482	3,236	3,575	13,760
47	3,468	3,482	3,236	3,575	13,760
48	3,468	3,482	3,236	2,556	12,742
49	3,468	4,668	4,527	3,575	16,237
50	1,656	1,000	4,527	2,556	9,738
51	3,468	2,504	2,172	3,575	11,719
52	2,463	2,504	2,172	2,556	9,695
53	4,640	4,668	4,527	4,696	18,531
54	3,468	3,482	2,172	3,575	12,697
55	3,468	3,482	3,236	3,575	13,760
56	3,468	2,504	4,527	2,556	13,054
57	2,463	2,504	2,172	2,556	9,695
58	2,463	2,504	2,172	2,556	9,695
59	3,468	3,482	3,236	3,575	13,760
60	3,468	3,482	3,236	3,575	13,760
61	1,656	1,733	1,551	1,656	6,595

62	2,463	1,733	4,527	3,575	12,297
63	4,640	4,668	4,527	4,696	18,531
64	1,656	2,504	1,551	2,556	8,267
65	3,468	2,504	3,236	2,556	11,764
66	2,463	3,482	3,236	2,556	11,737
67	2,463	2,504	3,236	3,575	11,778
68	4,640	4,668	4,527	4,696	18,531
69	4,640	3,482	2,172	4,696	14,991
70	3,468	4,668	4,527	4,696	17,359
71	4,640	2,504	4,527	3,575	15,246
72	4,640	4,668	4,527	4,696	18,531
73	3,468	3,482	2,172	2,556	11,678
74	4,640	4,668	4,527	4,696	18,531
75	4,640	2,504	3,236	3,575	13,955
76	2,463	2,504	4,527	2,556	12,049
77	3,468	2,504	3,236	3,575	12,783
78	3,468	3,482	3,236	3,575	13,760
79	3,468	2,504	3,236	2,556	11,764
80	2,463	2,504	3,236	3,575	11,778
81	2,463	3,482	3,236	2,556	11,737
82	3,468	4,668	4,527	3,575	16,237
83	3,468	3,482	3,236	3,575	13,760
84	3,468	3,482	3,236	3,575	13,760
85	2,463	3,482	3,236	2,556	11,737
86	2,463	2,504	2,172	2,556	9,695
87	1,656	3,482	1,000	1,656	7,793
88	2,463	2,504	2,172	2,556	9,695
89	3,468	2,504	2,172	1,656	9,800
90	2,463	1,733	1,000	1,000	6,196
91	2,463	2,504	2,172	2,556	9,695
92	3,468	3,482	3,236	3,575	13,760
93	1,000	1,733	3,236	4,696	10,665
94	2,463	2,504	3,236	3,575	11,778
95	2,463	2,504	2,172	2,556	9,695
96	3,468	3,482	3,236	3,575	13,760
97	3,468	4,668	3,236	3,575	14,946
98	3,468	3,482	3,236	2,556	12,742
99	2,463	1,733	3,236	2,556	9,987
100	2,463	3,482	3,236	2,556	11,737

3. Data Pernyataan Penelitian Responden Variabel Keragaman Produk (X₂)

No.	Keragaman Produk (X ₂)				Jumlah
	Successive Interval				
	X _{1.1}	X _{1.2}	X _{1.3}	X _{1.4}	
1	3,635	4,427	4,716	3,651	16,429
2	3,635	3,202	3,461	4,879	15,176
3	3,635	3,202	3,461	3,651	13,948
4	4,821	3,202	3,461	4,879	16,362
5	2,637	3,202	3,461	2,530	11,830
6	2,637	3,202	3,461	2,530	11,830
7	3,635	2,297	3,461	2,530	11,923
8	2,637	4,427	3,461	2,530	13,055
9	4,821	4,427	4,716	4,879	18,843
10	3,635	4,427	4,716	3,651	16,429
11	3,635	3,202	3,461	3,651	13,948
12	4,821	4,427	4,716	4,879	18,843
13	1,793	4,427	4,716	3,651	14,587
14	2,637	3,202	3,461	3,651	12,950
15	4,821	4,427	4,716	4,879	18,843
16	3,635	2,297	2,508	1,597	10,037
17	1,000	1,000	1,000	1,000	4,000
18	4,821	4,427	4,716	3,651	17,615
19	2,637	1,696	1,832	2,530	8,695
20	3,635	3,202	3,461	2,530	12,828
21	3,635	4,427	3,461	3,651	15,174
22	2,637	2,297	2,508	2,530	9,972
23	3,635	3,202	3,461	3,651	13,948
24	3,635	3,202	3,461	3,651	13,948
25	2,637	3,202	2,508	2,530	10,877
26	4,821	4,427	4,716	4,879	18,843
27	3,635	3,202	3,461	2,530	12,828
28	3,635	2,297	2,508	3,651	12,091
29	2,637	3,202	3,461	3,651	12,950
30	3,635	3,202	3,461	3,651	13,948
31	3,635	3,202	3,461	3,651	13,948
32	3,635	4,427	2,508	2,530	13,100
33	3,635	4,427	4,716	4,879	17,657
34	3,635	3,202	3,461	2,530	12,828
35	3,635	3,202	3,461	2,530	12,828
36	1,793	4,427	3,461	3,651	13,332
37	1,793	3,202	3,461	3,651	12,106
38	2,637	3,202	2,508	2,530	10,877

39	3,635	3,202	3,461	2,530	12,828
40	4,821	4,427	4,716	3,651	17,615
41	4,821	4,427	4,716	4,879	18,843
42	2,637	1,696	1,832	2,530	8,695
43	1,000	1,000	1,000	1,000	4,000
44	3,635	4,427	4,716	3,651	16,429
45	3,635	3,202	3,461	3,651	13,948
46	2,637	3,202	4,716	4,879	15,433
47	3,635	3,202	3,461	3,651	13,948
48	3,635	3,202	3,461	3,651	13,948
49	3,635	3,202	3,461	4,879	15,176
50	1,793	3,202	3,461	2,530	10,986
51	3,635	4,427	3,461	4,879	16,402
52	2,637	2,297	2,508	2,530	9,972
53	4,821	4,427	4,716	4,879	18,843
54	1,793	3,202	3,461	2,530	10,986
55	3,635	3,202	3,461	3,651	13,948
56	1,793	1,696	1,832	2,530	7,851
57	3,635	3,202	3,461	3,651	13,948
58	2,637	2,297	2,508	2,530	9,972
59	4,821	4,427	3,461	4,879	17,588
60	3,635	3,202	3,461	3,651	13,948
61	1,793	2,297	1,832	3,651	9,573
62	2,637	3,202	2,508	3,651	11,997
63	4,821	4,427	4,716	4,879	18,843
64	2,637	1,696	1,832	3,651	9,815
65	3,635	3,202	3,461	2,530	12,828
66	2,637	3,202	3,461	3,651	12,950
67	2,637	3,202	3,461	3,651	12,950
68	4,821	4,427	4,716	4,879	18,843
69	4,821	4,427	3,461	3,651	16,360
70	4,821	3,202	2,508	2,530	13,061
71	2,637	3,202	4,716	4,879	15,433
72	4,821	4,427	4,716	3,651	17,615
73	3,635	2,297	2,508	3,651	12,091
74	3,635	4,427	4,716	2,530	15,308
75	3,635	3,202	3,461	3,651	13,948
76	2,637	4,427	4,716	4,879	16,659
77	3,635	3,202	3,461	3,651	13,948
78	2,637	4,427	3,461	3,651	14,176
79	3,635	3,202	3,461	3,651	13,948
80	3,635	3,202	3,461	3,651	13,948
81	4,821	3,202	3,461	2,530	14,014

82	3,635	4,427	4,716	4,879	17,657
83	4,821	4,427	4,716	3,651	17,615
84	2,637	2,297	2,508	3,651	11,093
85	2,637	2,297	2,508	2,530	9,972
86	4,821	4,427	1,832	3,651	14,731
87	3,635	1,696	1,832	3,651	10,814
88	2,637	2,297	2,508	2,530	9,972
89	4,821	1,000	1,832	1,597	9,250
90	3,635	2,297	4,716	3,651	14,299
91	2,637	2,297	2,508	2,530	9,972
92	3,635	3,202	3,461	3,651	13,948
93	3,635	1,696	3,461	1,597	10,389
94	3,635	3,202	3,461	3,651	13,948
95	2,637	2,297	2,508	2,530	9,972
96	3,635	3,202	3,461	3,651	13,948
97	3,635	3,202	3,461	3,651	13,948
98	4,821	4,427	4,716	3,651	17,615
99	2,637	2,297	2,508	2,530	9,972
100	2,637	2,297	3,461	2,530	10,925

4. Data Pernyataan Penelitian Responden Variabel Lokasi (X₃)

No.	Lokasi (X ₃)						Jumlah
	Successive Interval						
	X _{3.1}	X _{3.2}	X _{3.3}	X _{3.4}	X _{3.5}	X _{3.6}	
1	3,142	3,308	4,382	4,264	3,440	3,477	22,014
2	3,142	3,308	3,432	3,428	3,440	3,477	20,228
3	3,142	3,308	1,877	1,927	3,440	3,477	17,172
4	3,142	4,493	3,432	2,697	3,440	3,477	20,681
5	2,326	3,308	3,432	3,428	1,000	1,507	15,001
6	3,142	3,308	2,638	2,697	2,400	2,384	16,569
7	3,142	3,308	1,877	2,697	3,440	3,477	17,942
8	1,692	2,290	1,877	1,927	2,400	2,384	12,570
9	4,233	4,493	3,432	2,697	3,440	3,477	21,772
10	3,142	4,493	4,382	3,428	3,440	3,477	22,363
11	3,142	3,308	1,877	1,927	3,440	3,477	17,172
12	4,233	4,493	4,382	4,264	4,583	4,643	26,598
13	3,142	3,308	2,638	1,927	3,440	3,477	17,933
14	4,233	4,493	3,432	2,697	3,440	3,477	21,772
15	4,233	4,493	4,382	4,264	4,583	4,643	26,598
16	1,000	3,308	1,877	1,927	2,400	2,384	12,896
17	1,000	1,000	1,000	1,000	1,000	1,000	6,000
18	4,233	4,493	3,432	2,697	2,400	4,643	21,897
19	1,692	2,290	1,000	1,000	1,000	1,507	8,489

20	3,142	3,308	2,638	3,428	3,440	3,477	19,435
21	3,142	2,290	2,638	2,697	2,400	3,477	16,644
22	2,326	2,290	2,638	2,697	2,400	2,384	14,735
23	3,142	3,308	3,432	2,697	2,400	2,384	17,362
24	4,233	4,493	3,432	3,428	4,583	4,643	24,812
25	2,326	3,308	1,000	1,000	2,400	2,384	12,418
26	4,233	4,493	4,382	4,264	4,583	4,643	26,598
27	2,326	3,308	2,638	2,697	2,400	2,384	15,753
28	3,142	3,308	1,877	1,927	1,581	2,384	14,219
29	3,142	3,308	1,877	1,927	3,440	3,477	17,172
30	3,142	3,308	3,432	3,428	3,440	3,477	20,228
31	1,692	2,290	1,877	1,927	3,440	3,477	14,704
32	3,142	2,290	2,638	1,000	2,400	3,477	14,948
33	4,233	4,493	4,382	2,697	3,440	4,643	23,888
34	4,233	4,493	1,877	1,000	3,440	4,643	19,686
35	2,326	2,290	2,638	2,697	3,440	3,477	16,870
36	4,233	3,308	2,638	2,697	3,440	3,477	19,794
37	4,233	4,493	1,877	1,000	2,400	3,477	17,480
38	2,326	3,308	1,877	1,927	2,400	2,384	14,222
39	3,142	3,308	2,638	2,697	3,440	3,477	18,703
40	3,142	3,308	3,432	3,428	3,440	4,643	21,393
41	4,233	4,493	4,382	1,000	4,583	2,384	21,075
42	2,326	2,290	1,000	1,000	1,000	1,000	8,616
43	1,000	1,000	1,000	1,000	1,000	1,000	6,000
44	4,233	3,308	4,382	3,428	4,583	2,384	22,319
45	3,142	3,308	3,432	3,428	3,440	3,477	20,228
46	4,233	4,493	2,638	1,927	4,583	4,643	22,518
47	3,142	3,308	3,432	3,428	3,440	3,477	20,228
48	3,142	4,493	3,432	1,927	3,440	2,384	18,818
49	4,233	3,308	3,432	4,264	2,400	3,477	21,113
50	1,000	2,290	3,432	4,264	1,581	2,384	14,951
51	3,142	4,493	4,382	3,428	4,583	4,643	24,672
52	2,326	2,290	2,638	2,697	2,400	2,384	14,735
53	4,233	4,493	4,382	4,264	4,583	4,643	26,598
54	1,692	2,290	1,877	1,927	1,581	2,384	11,752
55	3,142	3,308	1,877	1,927	3,440	3,477	17,172
56	2,326	1,513	1,877	1,000	2,400	2,384	11,501
57	2,326	2,290	2,638	2,697	2,400	2,384	14,735
58	2,326	2,290	2,638	2,697	2,400	2,384	14,735
59	4,233	3,308	3,432	1,927	4,583	4,643	22,126
60	3,142	3,308	1,000	1,000	3,440	2,384	14,274
61	1,692	1,513	3,432	1,927	2,400	3,477	14,442
62	1,692	4,493	3,432	2,697	2,400	3,477	18,191

63	4,233	4,493	1,000	1,000	3,440	3,477	17,644
64	1,692	2,290	2,638	2,697	2,400	2,384	14,101
65	2,326	2,290	2,638	2,697	2,400	2,384	14,735
66	3,142	3,308	2,638	1,000	2,400	2,384	14,872
67	2,326	3,308	2,638	3,428	3,440	2,384	17,525
68	4,233	4,493	4,382	4,264	4,583	4,643	26,598
69	3,142	2,290	2,638	2,697	3,440	3,477	17,685
70	4,233	4,493	2,638	2,697	3,440	3,477	20,979
71	4,233	4,493	3,432	2,697	3,440	3,477	21,772
72	4,233	4,493	4,382	4,264	3,440	4,643	25,455
73	2,326	3,308	3,432	2,697	2,400	3,477	17,640
74	3,142	3,308	4,382	4,264	4,583	4,643	24,322
75	2,326	4,493	3,432	3,428	3,440	3,477	20,597
76	4,233	4,493	1,877	1,927	4,583	4,643	21,756
77	2,326	2,290	2,638	3,428	3,440	2,384	16,508
78	4,233	3,308	2,638	2,697	3,440	3,477	19,794
79	2,326	3,308	1,877	1,927	2,400	3,477	15,315
80	4,233	3,308	2,638	2,697	2,400	2,384	17,660
81	3,142	3,308	1,877	1,927	2,400	2,384	15,038
82	3,142	3,308	3,432	4,264	4,583	3,477	22,206
83	4,233	4,493	1,000	1,000	3,440	3,477	17,644
84	2,326	2,290	2,638	2,697	3,440	3,477	16,870
85	2,326	2,290	2,638	2,697	2,400	2,384	14,735
86	2,326	2,290	1,877	1,927	2,400	2,384	13,204
87	3,142	3,308	3,432	3,428	2,400	3,477	19,187
88	2,326	2,290	2,638	2,697	2,400	2,384	14,735
89	3,142	2,290	1,877	1,000	4,583	1,000	13,892
90	1,000	1,000	2,638	1,927	4,583	3,477	14,627
91	2,326	2,290	2,638	2,697	2,400	2,384	14,735
92	3,142	3,308	3,432	3,428	3,440	3,477	20,228
93	1,000	3,308	1,000	1,927	1,581	4,643	13,459
94	3,142	3,308	2,638	2,697	3,440	3,477	18,703
95	2,326	2,290	2,638	2,697	2,400	2,384	14,735
96	3,142	3,308	3,432	3,428	3,440	3,477	20,228
97	3,142	3,308	2,638	1,927	2,400	2,384	15,799
98	3,142	4,493	1,000	1,927	2,400	2,384	15,346
99	1,692	3,308	2,638	1,927	2,400	2,384	14,349
100	2,326	2,290	2,638	2,697	3,440	2,384	15,776

Lampiran 6. Hasil Uji Asumsi Klasik

1. Uji Multikolinearitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	7.617	1.824		4.175	.000		
PERSEPSI_HARGA	.356	.143	.209	2.492	.014	.518	1.930
KERAGAMAN_PRODUK	.295	.176	.163	1.678	.097	.387	2.586
LOKASI	.580	.108	.518	5.349	.000	.388	2.579

a. Dependent Variable: Keputusan_Pembelian

2. Uji Heterkedastisitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.939	1.206		4.096	.000
Persepsi_Harga	-.194	.095	-.274	-2.049	.043
Keragaman_Produk	-.226	.116	-.301	-1.946	.055
Lokasi	.167	.072	.361	2.335	.022

a. Dependent Variable: Hetero

3. Uji Autokorelasi

Runs Test

	Unstandardized Residual
Test Value ^a	.04154
Cases < Test Value	48
Cases >= Test Value	52
Total Cases	100
Number of Runs	46
Z	-.991
Asymp. Sig. (2-tailed)	.322

a. Median

4. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Standardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.98473193
Most Extreme Differences	Absolute	.103
	Positive	.082
	Negative	-.103
Test Statistic		.103
Asymp. Sig. (2-tailed)		.010 ^c
Sig.		.222 ^d

Monte Carlo Sig. (2-tailed)	99% Confidence Interval	Lower Bound	.211
		Upper Bound	.233

- Test distribution is Normal.
- Calculated from data.
- Lilliefors Significance Correction.
- Based on 10000 sampled tables with starting seed 2000000.

Lampiran 7. Hasil Analisis Regresi Linear Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.617	1.824		4.175	.000
	PERSEPSI_HARGA	.356	.143	.209	2.492	.014
	KERAGAMAN_PRODUK	.295	.176	.163	1.678	.097
	LOKASI	.580	.108	.518	5.349	.000

- Dependent Variable: KEPUTUSAN_PEMBELIAN

Lampiran 8. Hasil Uji Hipotesis

1. Uji T (Parsial)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.617	1.824		4.175	.000
Persepsi_Harga	.356	.143	.209	2.492	.014
Keragaman_Produk	.295	.176	.163	1.678	.097
Lokasi	.580	.108	.518	5.349	.000

a. Dependent Variable: Keputusan_Pembelian

2. Uji F (Simultan)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1512.053	3	504.018	59.589	.000 ^b
	Residual	811.987	96	8.458		
	Total	2324.040	99			

a. Dependent Variable: KEPUTUSAN_PEMBELIAN

b. Predictors: (Constant), LOKASI, PERSEPSI_HARGA, KERAGAMAN_PRODUK

Lampiran 9. Uji Koefisien Determinasi**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807 ^a	.651	.640	2.908

a. Predictors: (Constant), LOKASI, PERSEPSI_HARGA, KERAGAMAN_PRODUK