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***LAMPIRAN***

# KUESIONER

1. **Identitas Responden**

Nama : ………………………………….. (boleh tidak di isi)

Alamat : …………………………………..

Jenis Kelamin :  Laki-laki  Perempuan

Usia :

□ 17 th – 25 th  26 th -35 th

□ 36 th – 40 th  > 40 th

1. **Petunjuk Pengisian**

Jawablah pertanyaan ini dengan jujur dan benar.

1. Mohon dengan hormat dan kesediaan Bapak/Ibu/Sdr untuk mengisi seluruh pernyataan yang ada.
2. Beri tanda (√) pada kolom yang tersedia**.**
3. **Keterangan Jawaban**

SS : Sangat setuju

S : Setuju

N : Netral

TS : Tidak Setuju

STS : Sangat Tidak Setuju

1. **Pertanyaan Kuesioner Kualitas Produk ( X1 )**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | Pertanyaan | Jawaban | | | | | | | |
| 1 | 2 | | 3 | | 4 | 5 | |
| STS | TS | | N | | S | SS | |
| **Kinerja** | | | | | | | | | |
| 1 | Produk-produk yang dibeli bermanfaat bagi saya |  | |  | |  |  | |  |
| 2 | Penempatan produk yang diatur oleh kita mini market kita adiwerna memudahkan konsumen untuk mengambilnya |  | |  | |  |  | |  |
| **Fitur Produk** | | | | | | | | | |
| 3 | Fitur produk yang bagus dapat mempengaruhi konsumen untuk membeli produknya |  | |  | |  |  | |  |
| 4 | Konsumen merasa puas jika fitur produk yang dibelinya bertahan lama |  | |  | |  |  | |  |
| **Kesesuaian** | | | | | | | | | |
| 5 | Produk yang dijualkan memiliki kesesuain yang terjangkau oleh masyarakat |  | |  | |  |  | |  |
| 6 | Produk-produk dari mini market kita adiwerna tidak memiliki kecacatan |  | |  | |  |  | |  |
| **Daya Tahan** | | | | | | | | | |
| 7 | Daya tahan produk mempengaruhi keputusan pembelian konsumen |  | |  | |  |  | |  |
| 8 | Produk yang mempunyai daya tahan yang tinggi dapat menambah minat beli |  | |  | |  |  | |  |
| **Keindahan** | | | | | | | | | |
| 9 | Produk yang mempunyai keindahan dapat menambah minat beli |  | |  | |  |  | |  |
| 10 | Desain yang menarik mempengaruhi persepsi harga untuk membeli |  | |  | |  |  | |  |

1. **Pertanyaan Kuesioner Keragaman Produk ( X2 )**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | Pertanyaan | Jawaban | | | | | | | |
| 1 | 2 | | 3 | | 4 | 5 | |
| STS | TS | | N | | S | SS | |
| **Bentuk Produk** | | | | | | | | | |
| 1 | Bentuk produk yang bagus dapat mempengaruhi kepetusan pembelian |  | |  | |  |  | |  |
| 2 | Konsumen membeli barang tergantung bentuk produk |  | |  | |  |  | |  |
| **Fitur Produk** | | | | | | | | | |
| 3 | Fitur produk yang bagus dapat mempengaruhi konsumen untuk membeli produknya |  | |  | |  |  | |  |
| 4 | Konsumen merasa puas jika fitur produk yang dibelinya bertahan lama |  | |  | |  |  | |  |
| **Daya Tahan** | | | | | | | | | |
| 5 | Daya tahan produk mempengaruhi keputusan pembelian konsumen |  | |  | |  |  | |  |
| 6 | Produk yang mempunyai daya tahan yang tinggi dapat menambah minat beli |  | |  | |  |  | |  |
| **Gaya** | | | | | | | | | |
| 7 | Model tampilan pada produk dapat mempengaruhi minat beli |  | |  | |  |  | |  |
| 8 | Konsumen merasa puas jika packing produk tersebut bagus |  | |  | |  |  | |  |

1. **Pertanyaan Kuesioner Citra Merek ( X3 )**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | Pertanyaan | Jawaban | | | | | | | |
| 1 | 2 | | 3 | | 4 | 5 | |
| STS | TS | | N | | S | SS | |
| **Kekuatan** | | | | | | | | | |
| 1 | Merek yang memiliki kekuatan dapat menambah minat beli |  | |  | |  |  | |  |
| 2 | Merek yang dibuat oleh perusahaan ternama dapat menambah kekuatan |  | |  | |  |  | |  |
| 3 | Merek produk ternama dapat memberikan ciri khasnya |  | |  | |  |  | |  |
| 4 | Memiliki reputasi bagus dalam menjaga produk yang dijualnya |  | |  | |  |  | |  |
| **Keunikan** | | | | | | | | | |
| 5 | Keunikan merek dapat menambah minat beli |  | |  | |  |  | |  |
| 6 | Produk memiliki keunikan tersendiri dibanding produk yang lain |  | |  | |  |  | |  |
| **Keunggulan** | | | | | | | | | |
| 7 | Keunggulan dari produk dapat menambah minat beli |  | |  | |  |  | |  |
| 8 | Merek produk yang saya beli menunjukkan keunggulan produknya |  | |  | |  |  | |  |

1. **Pertanyaan Kuesioner Minat Beli Ulang (Y)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | Pertanyaan | Jawaban | | | | | | | |
| 1 | 2 | | 3 | | 4 | 5 | |
| STS | TS | | N | | S | SS | |
| **Minat Transaksional** | | | | | | | | | |
| 1 | Saya memiliki ketertarikan pada produk tersebut |  | |  | |  |  | |  |
| 2 | Produk yang memiliki daya tarik dapat menambah minat beli |  | |  | |  |  | |  |
| **Minat Refrensial** | | | | | | | | | |
| 3 | Kosumen merekomendasikan produk tersebut pada keluarga/teman |  | |  | |  |  | |  |
| 4 | Saya akan memeberikan informasi produk tersebut agar orang lain dapat memebelinya |  | |  | |  |  | |  |
| **Minat Prefrensial** | | | | | | | | | |
| 5 | Saya akan memilih produk tersebut karena biaya yang dikeluarkan lebih terjangkau |  | |  | |  |  | |  |
| 6 | Saya akan memilihi produk tersebut sebagai pilihan utama |  | |  | |  |  | |  |
| 7 | Para konsumen dapat menilai produk-produk yang dijualnya |  | |  | |  |  | |  |
| **Minat Eksploratif** | | | | | | | | | |
| 8 | Saya akan mencari testimoni orang-orang yang telah mencoba produknya |  | |  | |  |  | |  |
| 9 | Saya akan mencari informasi mengenai biaya/harga produknya |  | |  | |  |  | |  |

**Lampiran Pengolahan Data Ordinal**

1. Lampiran Data Hasil Kuesioner Variabel Minat Beli Ulang (Y)

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Y1.1 | Y1.2 | Y1.3 | Y1.4 | Y1.5 | Y1.6 | Y1.7 | Y1.8 | Y1.9 | Y1.TOTAL |
| 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 37 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 41 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 37 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 42 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 38 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 42 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 43 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 44 |
| 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 38 |
| 5 | 4 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 39 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 44 |
| 4 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 35 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 38 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 33 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 42 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 40 |
| 4 | 4 | 3 | 5 | 5 | 4 | 4 | 3 | 3 | 35 |
| 5 | 3 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 35 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 34 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 41 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 42 |
| 4 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 3 | 36 |
| 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 40 |
| 5 | 3 | 4 | 3 | 5 | 4 | 3 | 4 | 3 | 34 |
| 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 37 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 41 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 37 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 42 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 38 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 42 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 43 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 44 |
| 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 38 |
| 5 | 4 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 39 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 44 |
| 4 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 35 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 38 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 33 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 42 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 40 |
| 4 | 4 | 3 | 5 | 5 | 4 | 4 | 3 | 3 | 35 |
| 5 | 3 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 35 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 34 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 41 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 42 |
| 4 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 3 | 36 |
| 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 40 |
| 5 | 3 | 4 | 3 | 5 | 4 | 3 | 4 | 3 | 34 |
| 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 37 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 41 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 37 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 42 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 38 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 42 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 43 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 44 |
| 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 38 |
| 5 | 4 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 39 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 44 |
| 4 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 35 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 38 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 33 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 42 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 40 |
| 4 | 4 | 3 | 5 | 5 | 4 | 4 | 3 | 3 | 35 |
| 5 | 3 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 35 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 34 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 41 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 42 |
| 4 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 3 | 36 |

1. Lampiran Data Hasil Kuesioner Variabel Kualitas Produk (X1)

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | X1.10 | X1.TOTAL |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 42 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 46 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 40 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 46 |
| 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 43 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 45 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 5 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 46 |
| 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 44 |
| 5 | 4 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 44 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 38 |
| 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 43 |
| 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 36 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 45 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 46 |
| 4 | 4 | 3 | 5 | 5 | 4 | 4 | 3 | 3 | 3 | 38 |
| 5 | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 40 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 48 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 37 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 45 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 46 |
| 4 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 40 |
| 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 44 |
| 5 | 3 | 4 | 3 | 5 | 4 | 3 | 4 | 3 | 5 | 39 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 42 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 46 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 40 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 46 |
| 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 43 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 45 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 5 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 46 |
| 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 44 |
| 5 | 4 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 44 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 38 |
| 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 43 |
| 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 36 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 45 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 46 |
| 4 | 4 | 3 | 5 | 5 | 4 | 4 | 3 | 3 | 3 | 38 |
| 5 | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 40 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 48 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 37 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 45 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 46 |
| 4 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 40 |
| 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 44 |
| 5 | 3 | 4 | 3 | 5 | 4 | 3 | 4 | 3 | 5 | 39 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 42 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 46 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 40 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 46 |
| 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 43 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 45 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 5 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 46 |
| 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 44 |
| 5 | 4 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 44 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 38 |
| 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 43 |
| 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 36 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 45 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 46 |
| 4 | 4 | 3 | 5 | 5 | 4 | 4 | 3 | 3 | 3 | 38 |
| 5 | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 40 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 48 |
| 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 37 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 45 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 46 |
| 4 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 40 |

1. Lampiran Data Hasil Kuesioner Variabel Keragaman Produk (X2)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.TOTAL |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 5 | 4 | 3 | 4 | 3 | 4 | 3 | 30 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 4 | 5 | 5 | 5 | 4 | 3 | 3 | 4 | 33 |
| 5 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 31 |
| 3 | 3 | 3 | 4 | 5 | 4 | 3 | 3 | 28 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 3 | 3 | 5 | 4 | 5 | 3 | 3 | 4 | 30 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 5 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 28 |
| 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 28 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 39 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 26 |
| 5 | 4 | 5 | 3 | 3 | 3 | 4 | 4 | 31 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 32 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 35 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 4 | 5 | 3 | 3 | 4 | 4 | 3 | 4 | 30 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 36 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 38 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 5 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 28 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 3 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |
| 5 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 27 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 4 | 5 | 5 | 4 | 5 | 3 | 4 | 4 | 34 |
| 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 32 |
| 5 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
| 3 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 34 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 5 | 4 | 3 | 4 | 3 | 3 | 4 | 31 |
| 5 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 35 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 5 | 4 | 3 | 4 | 3 | 4 | 3 | 30 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 4 | 5 | 5 | 5 | 4 | 3 | 3 | 4 | 33 |
| 5 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 31 |
| 3 | 3 | 3 | 4 | 5 | 4 | 3 | 3 | 28 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 3 | 3 | 5 | 4 | 5 | 3 | 3 | 4 | 30 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 5 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 28 |
| 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 28 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 39 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 26 |
| 5 | 4 | 5 | 3 | 3 | 3 | 4 | 4 | 31 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 32 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 35 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 4 | 5 | 3 | 3 | 4 | 4 | 3 | 4 | 30 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 36 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 38 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 5 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 28 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 3 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |
| 5 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 27 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 4 | 5 | 5 | 4 | 5 | 3 | 4 | 4 | 34 |
| 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 32 |
| 5 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
| 3 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 34 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 5 | 4 | 3 | 4 | 3 | 3 | 4 | 31 |
| 5 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 35 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 5 | 4 | 3 | 4 | 3 | 4 | 3 | 30 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 4 | 5 | 5 | 5 | 4 | 3 | 3 | 4 | 33 |
| 5 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 31 |
| 3 | 3 | 3 | 4 | 5 | 4 | 3 | 3 | 28 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 3 | 3 | 5 | 4 | 5 | 3 | 3 | 4 | 30 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 5 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 28 |
| 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 28 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 39 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 26 |
| 5 | 4 | 5 | 3 | 3 | 3 | 4 | 4 | 31 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 32 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 35 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 4 | 5 | 3 | 3 | 4 | 4 | 3 | 4 | 30 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 36 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 38 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 5 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 28 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 3 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |
| 5 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 27 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |

1. Lampiran Data Hasil Kuesioner Variabel Brand Image (X3)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | X3.TOTAL |
| 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 35 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 33 |
| 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 34 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 35 |
| 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 34 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |
| 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 34 |
| 4 | 4 | 5 | 3 | 3 | 4 | 4 | 4 | 31 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 39 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 34 |
| 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 34 |
| 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 37 |
| 4 | 4 | 3 | 3 | 5 | 4 | 3 | 4 | 30 |
| 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 30 |
| 5 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 34 |
| 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 26 |
| 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 28 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 32 |
| 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 36 |
| 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 37 |
| 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 30 |
| 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 30 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 35 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 33 |
| 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 34 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 35 |
| 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 34 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |
| 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 34 |
| 4 | 4 | 5 | 3 | 3 | 4 | 4 | 4 | 31 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 39 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 34 |
| 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 34 |
| 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 37 |
| 4 | 4 | 3 | 3 | 5 | 4 | 3 | 4 | 30 |
| 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 30 |
| 5 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 34 |
| 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 26 |
| 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 28 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 32 |
| 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 36 |
| 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 37 |
| 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 30 |
| 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 30 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 35 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 33 |
| 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 34 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 35 |
| 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 34 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |
| 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 34 |
| 4 | 4 | 5 | 3 | 3 | 4 | 4 | 4 | 31 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 39 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 34 |
| 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 34 |
| 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 37 |
| 4 | 4 | 3 | 3 | 5 | 4 | 3 | 4 | 30 |
| 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 30 |
| 5 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 34 |
| 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 26 |
| 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 28 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |

**Lampiran Pengolahan Data Interval (MSI)**

1. Lampiran Pengolahan Data Interval Variabel Minat Beli Ulang (Y)

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Y1.1** | **Y1.2** | **Y1.3** | **Y1.4** | **Y1.5** | **Y1.6** | **Y1.7** | **Y1.8** | **Y1.9** | **Y1.TOTAL** |
| 1.000 | 2.477 | 2.185 | 4.110 | 2.375 | 2.392 | 2.853 | 2.311 | 3.458 | 23.160 |
| 2.435 | 3.942 | 2.185 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 2.199 | 23.272 |
| 2.435 | 2.477 | 2.185 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 2.199 | 21.807 |
| 3.882 | 3.942 | 2.185 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 33.396 |
| 3.882 | 3.942 | 2.185 | 2.581 | 3.882 | 3.832 | 2.853 | 3.701 | 2.199 | 29.056 |
| 3.882 | 3.942 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 34.725 |
| 2.435 | 2.477 | 2.185 | 4.110 | 3.882 | 2.392 | 2.853 | 2.311 | 1.000 | 23.645 |
| 2.435 | 3.942 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 2.311 | 2.199 | 30.629 |
| 2.435 | 2.477 | 3.513 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 3.458 | 24.395 |
| 3.882 | 3.942 | 3.513 | 4.110 | 3.882 | 3.832 | 2.853 | 2.311 | 2.199 | 30.524 |
| 3.882 | 3.942 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 34.725 |
| 3.882 | 2.477 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 2.199 | 32.001 |
| 3.882 | 3.942 | 3.513 | 2.581 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 33.196 |
| 3.882 | 2.477 | 2.185 | 2.581 | 2.375 | 2.392 | 4.405 | 3.701 | 1.000 | 24.997 |
| 3.882 | 2.477 | 1.000 | 4.110 | 3.882 | 2.392 | 2.853 | 3.701 | 2.199 | 26.496 |
| 3.882 | 2.477 | 2.185 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 2.199 | 23.254 |
| 3.882 | 3.942 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 2.199 | 33.466 |
| 2.435 | 3.942 | 2.185 | 2.581 | 2.375 | 1.000 | 2.853 | 1.000 | 2.199 | 20.569 |
| 2.435 | 2.477 | 2.185 | 2.581 | 3.882 | 2.392 | 2.853 | 3.701 | 2.199 | 24.705 |
| 1.000 | 2.477 | 2.185 | 2.581 | 2.375 | 2.392 | 2.853 | 1.000 | 1.000 | 17.863 |
| 2.435 | 3.942 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 2.311 | 2.199 | 30.629 |
| 2.435 | 3.942 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 33.278 |
| 2.435 | 2.477 | 3.513 | 4.110 | 3.882 | 2.392 | 2.853 | 2.311 | 3.458 | 27.432 |
| 2.435 | 2.477 | 1.000 | 4.110 | 3.882 | 2.392 | 2.853 | 1.000 | 1.000 | 21.149 |
| 3.882 | 1.000 | 3.513 | 2.581 | 1.000 | 1.000 | 2.853 | 2.311 | 2.199 | 20.338 |
| 3.882 | 3.942 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 34.725 |
| 2.435 | 2.477 | 1.000 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 1.000 | 19.423 |
| 2.435 | 2.477 | 2.185 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 2.199 | 21.807 |
| 2.435 | 3.942 | 2.185 | 4.110 | 3.882 | 3.832 | 2.853 | 2.311 | 3.458 | 29.007 |
| 3.882 | 2.477 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 33.260 |
| 2.435 | 2.477 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 2.199 | 30.554 |
| 2.435 | 3.942 | 1.000 | 4.110 | 2.375 | 2.392 | 2.853 | 2.311 | 1.000 | 22.417 |
| 2.435 | 2.477 | 3.513 | 2.581 | 2.375 | 3.832 | 2.853 | 3.701 | 3.458 | 27.224 |
| 3.882 | 1.000 | 2.185 | 1.000 | 3.882 | 2.392 | 1.000 | 2.311 | 1.000 | 18.652 |
| 1.000 | 2.477 | 2.185 | 4.110 | 2.375 | 2.392 | 2.853 | 2.311 | 3.458 | 23.160 |
| 2.435 | 3.942 | 2.185 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 2.199 | 23.272 |
| 2.435 | 2.477 | 2.185 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 2.199 | 21.807 |
| 3.882 | 3.942 | 2.185 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 33.396 |
| 3.882 | 3.942 | 2.185 | 2.581 | 3.882 | 3.832 | 2.853 | 3.701 | 2.199 | 29.056 |
| 3.882 | 3.942 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 34.725 |
| 2.435 | 2.477 | 2.185 | 4.110 | 3.882 | 2.392 | 2.853 | 2.311 | 1.000 | 23.645 |
| 2.435 | 3.942 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 2.311 | 2.199 | 30.629 |
| 2.435 | 2.477 | 3.513 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 3.458 | 24.395 |
| 3.882 | 3.942 | 3.513 | 4.110 | 3.882 | 3.832 | 2.853 | 2.311 | 2.199 | 30.524 |
| 3.882 | 3.942 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 34.725 |
| 3.882 | 2.477 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 2.199 | 32.001 |
| 3.882 | 3.942 | 3.513 | 2.581 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 33.196 |
| 3.882 | 2.477 | 2.185 | 2.581 | 2.375 | 2.392 | 4.405 | 3.701 | 1.000 | 24.997 |
| 3.882 | 2.477 | 1.000 | 4.110 | 3.882 | 2.392 | 2.853 | 3.701 | 2.199 | 26.496 |
| 3.882 | 2.477 | 2.185 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 2.199 | 23.254 |
| 3.882 | 3.942 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 2.199 | 33.466 |
| 2.435 | 3.942 | 2.185 | 2.581 | 2.375 | 1.000 | 2.853 | 1.000 | 2.199 | 20.569 |
| 2.435 | 2.477 | 2.185 | 2.581 | 3.882 | 2.392 | 2.853 | 3.701 | 2.199 | 24.705 |
| 1.000 | 2.477 | 2.185 | 2.581 | 2.375 | 2.392 | 2.853 | 1.000 | 1.000 | 17.863 |
| 2.435 | 3.942 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 2.311 | 2.199 | 30.629 |
| 2.435 | 3.942 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 33.278 |
| 2.435 | 2.477 | 3.513 | 4.110 | 3.882 | 2.392 | 2.853 | 2.311 | 3.458 | 27.432 |
| 2.435 | 2.477 | 1.000 | 4.110 | 3.882 | 2.392 | 2.853 | 1.000 | 1.000 | 21.149 |
| 3.882 | 1.000 | 3.513 | 2.581 | 1.000 | 1.000 | 2.853 | 2.311 | 2.199 | 20.338 |
| 3.882 | 3.942 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 34.725 |
| 2.435 | 2.477 | 1.000 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 1.000 | 19.423 |
| 2.435 | 2.477 | 2.185 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 2.199 | 21.807 |
| 2.435 | 3.942 | 2.185 | 4.110 | 3.882 | 3.832 | 2.853 | 2.311 | 3.458 | 29.007 |
| 3.882 | 2.477 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 33.260 |
| 2.435 | 2.477 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 2.199 | 30.554 |
| 2.435 | 3.942 | 1.000 | 4.110 | 2.375 | 2.392 | 2.853 | 2.311 | 1.000 | 22.417 |
| 2.435 | 2.477 | 3.513 | 2.581 | 2.375 | 3.832 | 2.853 | 3.701 | 3.458 | 27.224 |
| 3.882 | 1.000 | 2.185 | 1.000 | 3.882 | 2.392 | 1.000 | 2.311 | 1.000 | 18.652 |
| 1.000 | 2.477 | 2.185 | 4.110 | 2.375 | 2.392 | 2.853 | 2.311 | 3.458 | 23.160 |
| 2.435 | 3.942 | 2.185 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 2.199 | 23.272 |
| 2.435 | 2.477 | 2.185 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 2.199 | 21.807 |
| 3.882 | 3.942 | 2.185 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 33.396 |
| 3.882 | 3.942 | 2.185 | 2.581 | 3.882 | 3.832 | 2.853 | 3.701 | 2.199 | 29.056 |
| 3.882 | 3.942 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 34.725 |
| 2.435 | 2.477 | 2.185 | 4.110 | 3.882 | 2.392 | 2.853 | 2.311 | 1.000 | 23.645 |
| 2.435 | 3.942 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 2.311 | 2.199 | 30.629 |
| 2.435 | 2.477 | 3.513 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 3.458 | 24.395 |
| 3.882 | 3.942 | 3.513 | 4.110 | 3.882 | 3.832 | 2.853 | 2.311 | 2.199 | 30.524 |
| 3.882 | 3.942 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 34.725 |
| 3.882 | 2.477 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 2.199 | 32.001 |
| 3.882 | 3.942 | 3.513 | 2.581 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 33.196 |
| 3.882 | 2.477 | 2.185 | 2.581 | 2.375 | 2.392 | 4.405 | 3.701 | 1.000 | 24.997 |
| 3.882 | 2.477 | 1.000 | 4.110 | 3.882 | 2.392 | 2.853 | 3.701 | 2.199 | 26.496 |
| 3.882 | 2.477 | 2.185 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 2.199 | 23.254 |
| 3.882 | 3.942 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 2.199 | 33.466 |
| 2.435 | 3.942 | 2.185 | 2.581 | 2.375 | 1.000 | 2.853 | 1.000 | 2.199 | 20.569 |
| 2.435 | 2.477 | 2.185 | 2.581 | 3.882 | 2.392 | 2.853 | 3.701 | 2.199 | 24.705 |
| 1.000 | 2.477 | 2.185 | 2.581 | 2.375 | 2.392 | 2.853 | 1.000 | 1.000 | 17.863 |
| 2.435 | 3.942 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 2.311 | 2.199 | 30.629 |
| 2.435 | 3.942 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 33.278 |
| 2.435 | 2.477 | 3.513 | 4.110 | 3.882 | 2.392 | 2.853 | 2.311 | 3.458 | 27.432 |
| 2.435 | 2.477 | 1.000 | 4.110 | 3.882 | 2.392 | 2.853 | 1.000 | 1.000 | 21.149 |
| 3.882 | 1.000 | 3.513 | 2.581 | 1.000 | 1.000 | 2.853 | 2.311 | 2.199 | 20.338 |
| 3.882 | 3.942 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 34.725 |
| 2.435 | 2.477 | 1.000 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 1.000 | 19.423 |
| 2.435 | 2.477 | 2.185 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 2.199 | 21.807 |
| 2.435 | 3.942 | 2.185 | 4.110 | 3.882 | 3.832 | 2.853 | 2.311 | 3.458 | 29.007 |
| 3.882 | 2.477 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 33.260 |
| 2.435 | 2.477 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 2.199 | 30.554 |
| 2.435 | 3.942 | 1.000 | 4.110 | 2.375 | 2.392 | 2.853 | 2.311 | 1.000 | 22.417 |

1. Lampiran Pengolahan Data Interval Variabel Kualitas Produk (X1)

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | X1.10 | X1.TOTAL |
| 2.652 | 2.333 | 2.185 | 4.110 | 2.375 | 2.392 | 2.853 | 2.311 | 3.458 | 2.306 | 26.973 |
| 2.652 | 2.333 | 2.185 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 2.199 | 2.306 | 24.185 |
| 2.652 | 3.738 | 2.185 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 2.199 | 2.306 | 25.591 |
| 4.164 | 2.333 | 2.185 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 3.669 | 35.738 |
| 4.164 | 3.738 | 2.185 | 2.581 | 3.882 | 3.832 | 2.853 | 3.701 | 2.199 | 3.669 | 32.803 |
| 4.164 | 3.738 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 3.669 | 38.472 |
| 2.652 | 2.333 | 2.185 | 4.110 | 3.882 | 2.392 | 2.853 | 2.311 | 1.000 | 1.000 | 24.717 |
| 2.652 | 3.738 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 2.311 | 2.199 | 2.306 | 32.947 |
| 2.652 | 3.738 | 3.513 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 3.458 | 2.306 | 28.179 |
| 4.164 | 2.333 | 3.513 | 4.110 | 3.882 | 3.832 | 2.853 | 2.311 | 2.199 | 2.306 | 31.502 |
| 4.164 | 3.738 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 3.669 | 38.472 |
| 4.164 | 3.738 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 2.199 | 3.669 | 37.213 |
| 4.164 | 1.000 | 3.513 | 2.581 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 2.306 | 32.842 |
| 4.164 | 3.738 | 2.185 | 2.581 | 2.375 | 2.392 | 4.405 | 3.701 | 1.000 | 3.669 | 30.209 |
| 4.164 | 2.333 | 1.000 | 4.110 | 3.882 | 2.392 | 2.853 | 3.701 | 2.199 | 3.669 | 30.303 |
| 4.164 | 3.738 | 2.185 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 2.199 | 2.306 | 27.103 |
| 4.164 | 3.738 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 2.199 | 3.669 | 37.213 |
| 2.652 | 2.333 | 2.185 | 2.581 | 2.375 | 1.000 | 2.853 | 1.000 | 2.199 | 2.306 | 21.482 |
| 2.652 | 3.738 | 2.185 | 2.581 | 3.882 | 2.392 | 2.853 | 3.701 | 2.199 | 2.306 | 28.488 |
| 1.000 | 1.000 | 2.185 | 2.581 | 2.375 | 2.392 | 2.853 | 1.000 | 1.000 | 2.306 | 18.691 |
| 2.652 | 2.333 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 2.311 | 2.199 | 2.306 | 31.542 |
| 2.652 | 2.333 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 3.669 | 35.555 |
| 2.652 | 3.738 | 3.513 | 4.110 | 3.882 | 2.392 | 2.853 | 2.311 | 3.458 | 3.669 | 32.579 |
| 2.652 | 2.333 | 1.000 | 4.110 | 3.882 | 2.392 | 2.853 | 1.000 | 1.000 | 1.000 | 22.222 |
| 4.164 | 3.738 | 3.513 | 2.581 | 1.000 | 1.000 | 2.853 | 2.311 | 2.199 | 1.000 | 24.359 |
| 4.164 | 2.333 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 2.306 | 35.704 |
| 2.652 | 2.333 | 1.000 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 1.000 | 1.000 | 20.496 |
| 2.652 | 2.333 | 2.185 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 2.199 | 2.306 | 24.185 |
| 2.652 | 2.333 | 2.185 | 4.110 | 3.882 | 3.832 | 2.853 | 2.311 | 3.458 | 3.669 | 31.284 |
| 4.164 | 3.738 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 3.669 | 38.472 |
| 2.652 | 2.333 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 2.199 | 2.306 | 32.932 |
| 2.652 | 3.738 | 1.000 | 4.110 | 2.375 | 2.392 | 2.853 | 2.311 | 1.000 | 2.306 | 24.736 |
| 2.652 | 2.333 | 3.513 | 2.581 | 2.375 | 3.832 | 2.853 | 3.701 | 3.458 | 2.306 | 29.603 |
| 4.164 | 1.000 | 2.185 | 1.000 | 3.882 | 2.392 | 1.000 | 2.311 | 1.000 | 3.669 | 22.603 |
| 2.652 | 2.333 | 2.185 | 4.110 | 2.375 | 2.392 | 2.853 | 2.311 | 3.458 | 2.306 | 26.973 |
| 2.652 | 2.333 | 2.185 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 2.199 | 2.306 | 24.185 |
| 2.652 | 3.738 | 2.185 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 2.199 | 2.306 | 25.591 |
| 4.164 | 2.333 | 2.185 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 3.669 | 35.738 |
| 4.164 | 3.738 | 2.185 | 2.581 | 3.882 | 3.832 | 2.853 | 3.701 | 2.199 | 3.669 | 32.803 |
| 4.164 | 3.738 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 3.669 | 38.472 |
| 2.652 | 2.333 | 2.185 | 4.110 | 3.882 | 2.392 | 2.853 | 2.311 | 1.000 | 1.000 | 24.717 |
| 2.652 | 3.738 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 2.311 | 2.199 | 2.306 | 32.947 |
| 2.652 | 3.738 | 3.513 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 3.458 | 2.306 | 28.179 |
| 4.164 | 2.333 | 3.513 | 4.110 | 3.882 | 3.832 | 2.853 | 2.311 | 2.199 | 2.306 | 31.502 |
| 4.164 | 3.738 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 3.669 | 38.472 |
| 4.164 | 3.738 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 2.199 | 3.669 | 37.213 |
| 4.164 | 1.000 | 3.513 | 2.581 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 2.306 | 32.842 |
| 4.164 | 3.738 | 2.185 | 2.581 | 2.375 | 2.392 | 4.405 | 3.701 | 1.000 | 3.669 | 30.209 |
| 4.164 | 2.333 | 1.000 | 4.110 | 3.882 | 2.392 | 2.853 | 3.701 | 2.199 | 3.669 | 30.303 |
| 4.164 | 3.738 | 2.185 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 2.199 | 2.306 | 27.103 |
| 4.164 | 3.738 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 2.199 | 3.669 | 37.213 |
| 2.652 | 2.333 | 2.185 | 2.581 | 2.375 | 1.000 | 2.853 | 1.000 | 2.199 | 2.306 | 21.482 |
| 2.652 | 3.738 | 2.185 | 2.581 | 3.882 | 2.392 | 2.853 | 3.701 | 2.199 | 2.306 | 28.488 |
| 1.000 | 1.000 | 2.185 | 2.581 | 2.375 | 2.392 | 2.853 | 1.000 | 1.000 | 2.306 | 18.691 |
| 2.652 | 2.333 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 2.311 | 2.199 | 2.306 | 31.542 |
| 2.652 | 2.333 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 3.669 | 35.555 |
| 2.652 | 3.738 | 3.513 | 4.110 | 3.882 | 2.392 | 2.853 | 2.311 | 3.458 | 3.669 | 32.579 |
| 2.652 | 2.333 | 1.000 | 4.110 | 3.882 | 2.392 | 2.853 | 1.000 | 1.000 | 1.000 | 22.222 |
| 4.164 | 3.738 | 3.513 | 2.581 | 1.000 | 1.000 | 2.853 | 2.311 | 2.199 | 1.000 | 24.359 |
| 4.164 | 2.333 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 2.306 | 35.704 |
| 2.652 | 2.333 | 1.000 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 1.000 | 1.000 | 20.496 |
| 2.652 | 2.333 | 2.185 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 2.199 | 2.306 | 24.185 |
| 2.652 | 2.333 | 2.185 | 4.110 | 3.882 | 3.832 | 2.853 | 2.311 | 3.458 | 3.669 | 31.284 |
| 4.164 | 3.738 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 3.669 | 38.472 |
| 2.652 | 2.333 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 2.199 | 2.306 | 32.932 |
| 2.652 | 3.738 | 1.000 | 4.110 | 2.375 | 2.392 | 2.853 | 2.311 | 1.000 | 2.306 | 24.736 |
| 2.652 | 2.333 | 3.513 | 2.581 | 2.375 | 3.832 | 2.853 | 3.701 | 3.458 | 2.306 | 29.603 |
| 4.164 | 1.000 | 2.185 | 1.000 | 3.882 | 2.392 | 1.000 | 2.311 | 1.000 | 3.669 | 22.603 |
| 2.652 | 2.333 | 2.185 | 4.110 | 2.375 | 2.392 | 2.853 | 2.311 | 3.458 | 2.306 | 26.973 |
| 2.652 | 2.333 | 2.185 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 2.199 | 2.306 | 24.185 |
| 2.652 | 3.738 | 2.185 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 2.199 | 2.306 | 25.591 |
| 4.164 | 2.333 | 2.185 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 3.669 | 35.738 |
| 4.164 | 3.738 | 2.185 | 2.581 | 3.882 | 3.832 | 2.853 | 3.701 | 2.199 | 3.669 | 32.803 |
| 4.164 | 3.738 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 3.669 | 38.472 |
| 2.652 | 2.333 | 2.185 | 4.110 | 3.882 | 2.392 | 2.853 | 2.311 | 1.000 | 1.000 | 24.717 |
| 2.652 | 3.738 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 2.311 | 2.199 | 2.306 | 32.947 |
| 2.652 | 3.738 | 3.513 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 3.458 | 2.306 | 28.179 |
| 4.164 | 2.333 | 3.513 | 4.110 | 3.882 | 3.832 | 2.853 | 2.311 | 2.199 | 2.306 | 31.502 |
| 4.164 | 3.738 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 3.669 | 38.472 |
| 4.164 | 3.738 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 2.199 | 3.669 | 37.213 |
| 4.164 | 1.000 | 3.513 | 2.581 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 2.306 | 32.842 |
| 4.164 | 3.738 | 2.185 | 2.581 | 2.375 | 2.392 | 4.405 | 3.701 | 1.000 | 3.669 | 30.209 |
| 4.164 | 2.333 | 1.000 | 4.110 | 3.882 | 2.392 | 2.853 | 3.701 | 2.199 | 3.669 | 30.303 |
| 4.164 | 3.738 | 2.185 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 2.199 | 2.306 | 27.103 |
| 4.164 | 3.738 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 2.199 | 3.669 | 37.213 |
| 2.652 | 2.333 | 2.185 | 2.581 | 2.375 | 1.000 | 2.853 | 1.000 | 2.199 | 2.306 | 21.482 |
| 2.652 | 3.738 | 2.185 | 2.581 | 3.882 | 2.392 | 2.853 | 3.701 | 2.199 | 2.306 | 28.488 |
| 1.000 | 1.000 | 2.185 | 2.581 | 2.375 | 2.392 | 2.853 | 1.000 | 1.000 | 2.306 | 18.691 |
| 2.652 | 2.333 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 2.311 | 2.199 | 2.306 | 31.542 |
| 2.652 | 2.333 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 3.669 | 35.555 |
| 2.652 | 3.738 | 3.513 | 4.110 | 3.882 | 2.392 | 2.853 | 2.311 | 3.458 | 3.669 | 32.579 |
| 2.652 | 2.333 | 1.000 | 4.110 | 3.882 | 2.392 | 2.853 | 1.000 | 1.000 | 1.000 | 22.222 |
| 4.164 | 3.738 | 3.513 | 2.581 | 1.000 | 1.000 | 2.853 | 2.311 | 2.199 | 1.000 | 24.359 |
| 4.164 | 2.333 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 2.306 | 35.704 |
| 2.652 | 2.333 | 1.000 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 1.000 | 1.000 | 20.496 |
| 2.652 | 2.333 | 2.185 | 2.581 | 2.375 | 2.392 | 2.853 | 2.311 | 2.199 | 2.306 | 24.185 |
| 2.652 | 2.333 | 2.185 | 4.110 | 3.882 | 3.832 | 2.853 | 2.311 | 3.458 | 3.669 | 31.284 |
| 4.164 | 3.738 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 3.458 | 3.669 | 38.472 |
| 2.652 | 2.333 | 3.513 | 4.110 | 3.882 | 3.832 | 4.405 | 3.701 | 2.199 | 2.306 | 32.932 |
| 2.652 | 3.738 | 1.000 | 4.110 | 2.375 | 2.392 | 2.853 | 2.311 | 1.000 | 2.306 | 24.736 |

1. Lampiran Pengolahan Data Interval Variabel Keragaman Produk (X2)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.TOTAL |
| 2.070 | 2.000 | 1.966 | 2.142 | 1.970 | 2.117 | 2.091 | 2.189 | 16.544 |
| 2.070 | 3.094 | 1.966 | 1.000 | 1.970 | 1.000 | 2.091 | 1.000 | 14.190 |
| 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 8.000 |
| 2.070 | 3.094 | 3.071 | 3.325 | 1.970 | 1.000 | 1.000 | 2.189 | 17.718 |
| 3.259 | 1.000 | 1.966 | 2.142 | 1.970 | 2.117 | 2.091 | 1.000 | 15.545 |
| 1.000 | 1.000 | 1.000 | 2.142 | 3.109 | 2.117 | 1.000 | 1.000 | 12.368 |
| 2.070 | 3.094 | 3.071 | 3.325 | 3.109 | 3.216 | 3.157 | 3.413 | 24.454 |
| 1.000 | 1.000 | 3.071 | 2.142 | 3.109 | 1.000 | 1.000 | 2.189 | 14.512 |
| 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 8.000 |
| 3.259 | 2.000 | 1.000 | 2.142 | 1.000 | 1.000 | 1.000 | 1.000 | 12.402 |
| 2.070 | 1.000 | 1.000 | 1.000 | 1.000 | 2.117 | 2.091 | 2.189 | 12.466 |
| 3.259 | 3.094 | 3.071 | 3.325 | 3.109 | 3.216 | 3.157 | 3.413 | 25.644 |
| 3.259 | 3.094 | 3.071 | 3.325 | 3.109 | 2.117 | 3.157 | 3.413 | 24.545 |
| 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 3.413 | 10.413 |
| 3.259 | 2.000 | 3.071 | 1.000 | 1.000 | 1.000 | 2.091 | 2.189 | 15.610 |
| 2.070 | 2.000 | 1.966 | 2.142 | 3.109 | 2.117 | 2.091 | 1.000 | 16.495 |
| 3.259 | 3.094 | 3.071 | 2.142 | 1.970 | 2.117 | 2.091 | 2.189 | 19.933 |
| 3.259 | 2.000 | 3.071 | 3.325 | 3.109 | 3.216 | 3.157 | 3.413 | 24.550 |
| 2.070 | 3.094 | 1.000 | 1.000 | 1.970 | 2.117 | 1.000 | 2.189 | 14.439 |
| 2.070 | 2.000 | 1.966 | 2.142 | 3.109 | 3.216 | 3.157 | 3.413 | 21.073 |
| 2.070 | 3.094 | 3.071 | 3.325 | 3.109 | 3.216 | 3.157 | 2.189 | 23.230 |
| 3.259 | 2.000 | 3.071 | 3.325 | 3.109 | 3.216 | 3.157 | 3.413 | 24.550 |
| 3.259 | 1.000 | 1.000 | 2.142 | 1.000 | 2.117 | 1.000 | 1.000 | 12.518 |
| 2.070 | 3.094 | 3.071 | 3.325 | 3.109 | 3.216 | 3.157 | 3.413 | 24.454 |
| 1.000 | 3.094 | 1.966 | 2.142 | 1.970 | 1.000 | 2.091 | 2.189 | 15.452 |
| 3.259 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 2.189 | 11.448 |
| 3.259 | 2.000 | 3.071 | 3.325 | 3.109 | 3.216 | 3.157 | 3.413 | 24.550 |
| 2.070 | 3.094 | 3.071 | 3.325 | 3.109 | 3.216 | 3.157 | 3.413 | 24.454 |
| 2.070 | 3.094 | 3.071 | 2.142 | 3.109 | 1.000 | 2.091 | 2.189 | 18.766 |
| 1.000 | 2.000 | 1.966 | 2.142 | 3.109 | 2.117 | 2.091 | 2.189 | 16.614 |
| 3.259 | 1.000 | 1.966 | 2.142 | 1.970 | 3.216 | 2.091 | 2.189 | 17.833 |
| 1.000 | 3.094 | 3.071 | 3.325 | 3.109 | 2.117 | 1.000 | 2.189 | 18.905 |
| 3.259 | 2.000 | 1.966 | 2.142 | 1.970 | 2.117 | 2.091 | 2.189 | 17.734 |
| 3.259 | 3.094 | 3.071 | 3.325 | 3.109 | 3.216 | 3.157 | 3.413 | 25.644 |
| 3.259 | 3.094 | 1.966 | 1.000 | 1.970 | 1.000 | 1.000 | 2.189 | 15.478 |
| 3.259 | 3.094 | 3.071 | 2.142 | 3.109 | 2.117 | 1.000 | 2.189 | 19.982 |
| 2.070 | 2.000 | 1.966 | 2.142 | 1.970 | 2.117 | 2.091 | 2.189 | 16.544 |
| 2.070 | 3.094 | 1.966 | 1.000 | 1.970 | 1.000 | 2.091 | 1.000 | 14.190 |
| 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 8.000 |
| 2.070 | 3.094 | 3.071 | 3.325 | 1.970 | 1.000 | 1.000 | 2.189 | 17.718 |
| 3.259 | 1.000 | 1.966 | 2.142 | 1.970 | 2.117 | 2.091 | 1.000 | 15.545 |
| 1.000 | 1.000 | 1.000 | 2.142 | 3.109 | 2.117 | 1.000 | 1.000 | 12.368 |
| 2.070 | 3.094 | 3.071 | 3.325 | 3.109 | 3.216 | 3.157 | 3.413 | 24.454 |
| 1.000 | 1.000 | 3.071 | 2.142 | 3.109 | 1.000 | 1.000 | 2.189 | 14.512 |
| 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 8.000 |
| 3.259 | 2.000 | 1.000 | 2.142 | 1.000 | 1.000 | 1.000 | 1.000 | 12.402 |
| 2.070 | 1.000 | 1.000 | 1.000 | 1.000 | 2.117 | 2.091 | 2.189 | 12.466 |
| 3.259 | 3.094 | 3.071 | 3.325 | 3.109 | 3.216 | 3.157 | 3.413 | 25.644 |
| 3.259 | 3.094 | 3.071 | 3.325 | 3.109 | 2.117 | 3.157 | 3.413 | 24.545 |
| 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 3.413 | 10.413 |
| 3.259 | 2.000 | 3.071 | 1.000 | 1.000 | 1.000 | 2.091 | 2.189 | 15.610 |
| 2.070 | 2.000 | 1.966 | 2.142 | 3.109 | 2.117 | 2.091 | 1.000 | 16.495 |
| 3.259 | 3.094 | 3.071 | 2.142 | 1.970 | 2.117 | 2.091 | 2.189 | 19.933 |
| 3.259 | 2.000 | 3.071 | 3.325 | 3.109 | 3.216 | 3.157 | 3.413 | 24.550 |
| 2.070 | 3.094 | 1.000 | 1.000 | 1.970 | 2.117 | 1.000 | 2.189 | 14.439 |
| 2.070 | 2.000 | 1.966 | 2.142 | 3.109 | 3.216 | 3.157 | 3.413 | 21.073 |
| 2.070 | 3.094 | 3.071 | 3.325 | 3.109 | 3.216 | 3.157 | 2.189 | 23.230 |
| 3.259 | 2.000 | 3.071 | 3.325 | 3.109 | 3.216 | 3.157 | 3.413 | 24.550 |
| 3.259 | 1.000 | 1.000 | 2.142 | 1.000 | 2.117 | 1.000 | 1.000 | 12.518 |
| 2.070 | 3.094 | 3.071 | 3.325 | 3.109 | 3.216 | 3.157 | 3.413 | 24.454 |
| 1.000 | 3.094 | 1.966 | 2.142 | 1.970 | 1.000 | 2.091 | 2.189 | 15.452 |
| 3.259 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 2.189 | 11.448 |
| 3.259 | 2.000 | 3.071 | 3.325 | 3.109 | 3.216 | 3.157 | 3.413 | 24.550 |
| 2.070 | 3.094 | 3.071 | 3.325 | 3.109 | 3.216 | 3.157 | 3.413 | 24.454 |
| 2.070 | 3.094 | 3.071 | 2.142 | 3.109 | 1.000 | 2.091 | 2.189 | 18.766 |
| 1.000 | 2.000 | 1.966 | 2.142 | 3.109 | 2.117 | 2.091 | 2.189 | 16.614 |
| 3.259 | 1.000 | 1.966 | 2.142 | 1.970 | 3.216 | 2.091 | 2.189 | 17.833 |
| 1.000 | 3.094 | 3.071 | 3.325 | 3.109 | 2.117 | 1.000 | 2.189 | 18.905 |
| 3.259 | 2.000 | 1.966 | 2.142 | 1.970 | 2.117 | 2.091 | 2.189 | 17.734 |
| 3.259 | 3.094 | 3.071 | 3.325 | 3.109 | 3.216 | 3.157 | 3.413 | 25.644 |
| 3.259 | 3.094 | 1.966 | 1.000 | 1.970 | 1.000 | 1.000 | 2.189 | 15.478 |
| 3.259 | 3.094 | 3.071 | 2.142 | 3.109 | 2.117 | 1.000 | 2.189 | 19.982 |
| 2.070 | 2.000 | 1.966 | 2.142 | 1.970 | 2.117 | 2.091 | 2.189 | 16.544 |
| 2.070 | 3.094 | 1.966 | 1.000 | 1.970 | 1.000 | 2.091 | 1.000 | 14.190 |
| 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 8.000 |
| 2.070 | 3.094 | 3.071 | 3.325 | 1.970 | 1.000 | 1.000 | 2.189 | 17.718 |
| 3.259 | 1.000 | 1.966 | 2.142 | 1.970 | 2.117 | 2.091 | 1.000 | 15.545 |
| 1.000 | 1.000 | 1.000 | 2.142 | 3.109 | 2.117 | 1.000 | 1.000 | 12.368 |
| 2.070 | 3.094 | 3.071 | 3.325 | 3.109 | 3.216 | 3.157 | 3.413 | 24.454 |
| 1.000 | 1.000 | 3.071 | 2.142 | 3.109 | 1.000 | 1.000 | 2.189 | 14.512 |
| 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 8.000 |
| 3.259 | 2.000 | 1.000 | 2.142 | 1.000 | 1.000 | 1.000 | 1.000 | 12.402 |
| 2.070 | 1.000 | 1.000 | 1.000 | 1.000 | 2.117 | 2.091 | 2.189 | 12.466 |
| 3.259 | 3.094 | 3.071 | 3.325 | 3.109 | 3.216 | 3.157 | 3.413 | 25.644 |
| 3.259 | 3.094 | 3.071 | 3.325 | 3.109 | 2.117 | 3.157 | 3.413 | 24.545 |
| 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 3.413 | 10.413 |
| 3.259 | 2.000 | 3.071 | 1.000 | 1.000 | 1.000 | 2.091 | 2.189 | 15.610 |
| 2.070 | 2.000 | 1.966 | 2.142 | 3.109 | 2.117 | 2.091 | 1.000 | 16.495 |
| 3.259 | 3.094 | 3.071 | 2.142 | 1.970 | 2.117 | 2.091 | 2.189 | 19.933 |
| 3.259 | 2.000 | 3.071 | 3.325 | 3.109 | 3.216 | 3.157 | 3.413 | 24.550 |
| 2.070 | 3.094 | 1.000 | 1.000 | 1.970 | 2.117 | 1.000 | 2.189 | 14.439 |
| 2.070 | 2.000 | 1.966 | 2.142 | 3.109 | 3.216 | 3.157 | 3.413 | 21.073 |
| 2.070 | 3.094 | 3.071 | 3.325 | 3.109 | 3.216 | 3.157 | 2.189 | 23.230 |
| 3.259 | 2.000 | 3.071 | 3.325 | 3.109 | 3.216 | 3.157 | 3.413 | 24.550 |
| 3.259 | 1.000 | 1.000 | 2.142 | 1.000 | 2.117 | 1.000 | 1.000 | 12.518 |
| 2.070 | 3.094 | 3.071 | 3.325 | 3.109 | 3.216 | 3.157 | 3.413 | 24.454 |
| 1.000 | 3.094 | 1.966 | 2.142 | 1.970 | 1.000 | 2.091 | 2.189 | 15.452 |
| 3.259 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 2.189 | 11.448 |
| 3.259 | 2.000 | 3.071 | 3.325 | 3.109 | 3.216 | 3.157 | 3.413 | 24.550 |

1. Lampiran Pengolahan Data Interval Variabel Brand Image (X3)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **X3.6** | **X3.7** | **X3.8** | **X3.TOTAL** |
| 2.791 | 2.592 | 3.692 | 2.546 | 4.129 | 4.379 | 2.503 | 2.755 | 25.387 |
| 2.791 | 2.592 | 2.333 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 20.859 |
| 2.791 | 2.592 | 2.333 | 2.546 | 4.129 | 2.734 | 2.503 | 2.755 | 22.383 |
| 2.791 | 4.127 | 3.692 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 23.754 |
| 2.791 | 2.592 | 2.333 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 20.859 |
| 2.791 | 4.127 | 2.333 | 2.546 | 2.606 | 2.734 | 3.990 | 4.510 | 25.637 |
| 4.473 | 2.592 | 2.333 | 2.546 | 2.606 | 4.379 | 2.503 | 2.755 | 24.185 |
| 2.791 | 2.592 | 2.333 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 20.859 |
| 2.791 | 2.592 | 3.692 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 22.219 |
| 2.791 | 2.592 | 3.692 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 22.219 |
| 2.791 | 2.592 | 2.333 | 4.078 | 2.606 | 2.734 | 2.503 | 2.755 | 22.392 |
| 2.791 | 2.592 | 2.333 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 20.859 |
| 2.791 | 2.592 | 2.333 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 20.859 |
| 2.791 | 2.592 | 2.333 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 20.859 |
| 2.791 | 2.592 | 2.333 | 2.546 | 2.606 | 1.000 | 2.503 | 2.755 | 19.125 |
| 2.791 | 4.127 | 2.333 | 2.546 | 2.606 | 2.734 | 3.990 | 2.755 | 23.882 |
| 2.791 | 2.592 | 3.692 | 1.000 | 1.000 | 2.734 | 2.503 | 2.755 | 19.067 |
| 4.473 | 4.127 | 3.692 | 4.078 | 4.129 | 4.379 | 3.990 | 2.755 | 31.624 |
| 4.473 | 4.127 | 3.692 | 4.078 | 4.129 | 4.379 | 3.990 | 4.510 | 33.379 |
| 2.791 | 4.127 | 3.692 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 23.754 |
| 4.473 | 2.592 | 2.333 | 2.546 | 4.129 | 2.734 | 2.503 | 2.755 | 24.064 |
| 2.791 | 4.127 | 3.692 | 4.078 | 4.129 | 2.734 | 3.990 | 2.755 | 28.297 |
| 2.791 | 2.592 | 1.000 | 1.000 | 4.129 | 2.734 | 1.000 | 2.755 | 18.001 |
| 2.791 | 1.000 | 2.333 | 2.546 | 2.606 | 2.734 | 1.000 | 2.755 | 17.765 |
| 4.473 | 2.592 | 2.333 | 4.078 | 1.000 | 2.734 | 3.990 | 2.755 | 23.954 |
| 1.000 | 1.000 | 1.000 | 1.000 | 2.606 | 2.734 | 1.000 | 1.000 | 11.340 |
| 2.791 | 2.592 | 1.000 | 1.000 | 2.606 | 2.734 | 1.000 | 1.000 | 14.723 |
| 2.791 | 2.592 | 2.333 | 2.546 | 2.606 | 1.000 | 2.503 | 2.755 | 19.125 |
| 2.791 | 2.592 | 2.333 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 20.859 |
| 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 8.000 |
| 2.791 | 2.592 | 2.333 | 2.546 | 2.606 | 4.379 | 2.503 | 1.000 | 20.749 |
| 2.791 | 2.592 | 3.692 | 4.078 | 4.129 | 2.734 | 2.503 | 4.510 | 27.030 |
| 2.791 | 2.592 | 3.692 | 2.546 | 4.129 | 4.379 | 3.990 | 4.510 | 28.629 |
| 2.791 | 1.000 | 1.000 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 17.935 |
| 1.000 | 2.592 | 1.000 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 17.735 |
| 2.791 | 2.592 | 2.333 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 20.859 |
| 2.791 | 2.592 | 3.692 | 2.546 | 4.129 | 4.379 | 2.503 | 2.755 | 25.387 |
| 2.791 | 2.592 | 2.333 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 20.859 |
| 2.791 | 2.592 | 2.333 | 2.546 | 4.129 | 2.734 | 2.503 | 2.755 | 22.383 |
| 2.791 | 4.127 | 3.692 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 23.754 |
| 2.791 | 2.592 | 2.333 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 20.859 |
| 2.791 | 4.127 | 2.333 | 2.546 | 2.606 | 2.734 | 3.990 | 4.510 | 25.637 |
| 4.473 | 2.592 | 2.333 | 2.546 | 2.606 | 4.379 | 2.503 | 2.755 | 24.185 |
| 2.791 | 2.592 | 2.333 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 20.859 |
| 2.791 | 2.592 | 3.692 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 22.219 |
| 2.791 | 2.592 | 3.692 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 22.219 |
| 2.791 | 2.592 | 2.333 | 4.078 | 2.606 | 2.734 | 2.503 | 2.755 | 22.392 |
| 2.791 | 2.592 | 2.333 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 20.859 |
| 2.791 | 2.592 | 2.333 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 20.859 |
| 2.791 | 2.592 | 2.333 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 20.859 |
| 2.791 | 2.592 | 2.333 | 2.546 | 2.606 | 1.000 | 2.503 | 2.755 | 19.125 |
| 2.791 | 4.127 | 2.333 | 2.546 | 2.606 | 2.734 | 3.990 | 2.755 | 23.882 |
| 2.791 | 2.592 | 3.692 | 1.000 | 1.000 | 2.734 | 2.503 | 2.755 | 19.067 |
| 4.473 | 4.127 | 3.692 | 4.078 | 4.129 | 4.379 | 3.990 | 2.755 | 31.624 |
| 4.473 | 4.127 | 3.692 | 4.078 | 4.129 | 4.379 | 3.990 | 4.510 | 33.379 |
| 2.791 | 4.127 | 3.692 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 23.754 |
| 4.473 | 2.592 | 2.333 | 2.546 | 4.129 | 2.734 | 2.503 | 2.755 | 24.064 |
| 2.791 | 4.127 | 3.692 | 4.078 | 4.129 | 2.734 | 3.990 | 2.755 | 28.297 |
| 2.791 | 2.592 | 1.000 | 1.000 | 4.129 | 2.734 | 1.000 | 2.755 | 18.001 |
| 2.791 | 1.000 | 2.333 | 2.546 | 2.606 | 2.734 | 1.000 | 2.755 | 17.765 |
| 4.473 | 2.592 | 2.333 | 4.078 | 1.000 | 2.734 | 3.990 | 2.755 | 23.954 |
| 1.000 | 1.000 | 1.000 | 1.000 | 2.606 | 2.734 | 1.000 | 1.000 | 11.340 |
| 2.791 | 2.592 | 1.000 | 1.000 | 2.606 | 2.734 | 1.000 | 1.000 | 14.723 |
| 2.791 | 2.592 | 2.333 | 2.546 | 2.606 | 1.000 | 2.503 | 2.755 | 19.125 |
| 2.791 | 2.592 | 2.333 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 20.859 |
| 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 8.000 |
| 2.791 | 2.592 | 2.333 | 2.546 | 2.606 | 4.379 | 2.503 | 1.000 | 20.749 |
| 2.791 | 2.592 | 3.692 | 4.078 | 4.129 | 2.734 | 2.503 | 4.510 | 27.030 |
| 2.791 | 2.592 | 3.692 | 2.546 | 4.129 | 4.379 | 3.990 | 4.510 | 28.629 |
| 2.791 | 1.000 | 1.000 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 17.935 |
| 1.000 | 2.592 | 1.000 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 17.735 |
| 2.791 | 2.592 | 2.333 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 20.859 |
| 2.791 | 2.592 | 3.692 | 2.546 | 4.129 | 4.379 | 2.503 | 2.755 | 25.387 |
| 2.791 | 2.592 | 2.333 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 20.859 |
| 2.791 | 2.592 | 2.333 | 2.546 | 4.129 | 2.734 | 2.503 | 2.755 | 22.383 |
| 2.791 | 4.127 | 3.692 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 23.754 |
| 2.791 | 2.592 | 2.333 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 20.859 |
| 2.791 | 4.127 | 2.333 | 2.546 | 2.606 | 2.734 | 3.990 | 4.510 | 25.637 |
| 4.473 | 2.592 | 2.333 | 2.546 | 2.606 | 4.379 | 2.503 | 2.755 | 24.185 |
| 2.791 | 2.592 | 2.333 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 20.859 |
| 2.791 | 2.592 | 3.692 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 22.219 |
| 2.791 | 2.592 | 3.692 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 22.219 |
| 2.791 | 2.592 | 2.333 | 4.078 | 2.606 | 2.734 | 2.503 | 2.755 | 22.392 |
| 2.791 | 2.592 | 2.333 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 20.859 |
| 2.791 | 2.592 | 2.333 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 20.859 |
| 2.791 | 2.592 | 2.333 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 20.859 |
| 2.791 | 2.592 | 2.333 | 2.546 | 2.606 | 1.000 | 2.503 | 2.755 | 19.125 |
| 2.791 | 4.127 | 2.333 | 2.546 | 2.606 | 2.734 | 3.990 | 2.755 | 23.882 |
| 2.791 | 2.592 | 3.692 | 1.000 | 1.000 | 2.734 | 2.503 | 2.755 | 19.067 |
| 4.473 | 4.127 | 3.692 | 4.078 | 4.129 | 4.379 | 3.990 | 2.755 | 31.624 |
| 4.473 | 4.127 | 3.692 | 4.078 | 4.129 | 4.379 | 3.990 | 4.510 | 33.379 |
| 2.791 | 4.127 | 3.692 | 2.546 | 2.606 | 2.734 | 2.503 | 2.755 | 23.754 |
| 4.473 | 2.592 | 2.333 | 2.546 | 4.129 | 2.734 | 2.503 | 2.755 | 24.064 |
| 2.791 | 4.127 | 3.692 | 4.078 | 4.129 | 2.734 | 3.990 | 2.755 | 28.297 |
| 2.791 | 2.592 | 1.000 | 1.000 | 4.129 | 2.734 | 1.000 | 2.755 | 18.001 |
| 2.791 | 1.000 | 2.333 | 2.546 | 2.606 | 2.734 | 1.000 | 2.755 | 17.765 |
| 4.473 | 2.592 | 2.333 | 4.078 | 1.000 | 2.734 | 3.990 | 2.755 | 23.954 |
| 1.000 | 1.000 | 1.000 | 1.000 | 2.606 | 2.734 | 1.000 | 1.000 | 11.340 |
| 2.791 | 2.592 | 1.000 | 1.000 | 2.606 | 2.734 | 1.000 | 1.000 | 14.723 |
| 2.791 | 2.592 | 2.333 | 2.546 | 2.606 | 1.000 | 2.503 | 2.755 | 19.125 |

**Lampiran Hasil Output SPSS 25**

1. Hasil Uji Instrumen Penelitian
2. Uji Validitas

Variabel Minat Beli Ulang (Y)

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | |
|  | | Y1.1 | Y1.2 | Y1.3 | Y1.4 | Y1.5 | Y1.6 | Y1.7 | Y1.8 | Y1.9 | Y1.TOTAL |
| Y1.1 | Pearson Correlation | 1 | ,176 | ,299 | ,132 | ,276 | ,375\* | ,468\*\* | ,672\*\* | ,202 | ,580\*\* |
| Sig. (2-tailed) |  | ,353 | ,109 | ,486 | ,140 | ,041 | ,009 | ,000 | ,285 | ,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.2 | Pearson Correlation | ,176 | 1 | ,293 | ,317 | ,560\*\* | ,664\*\* | ,463\* | ,245 | ,374\* | ,639\*\* |
| Sig. (2-tailed) | ,353 |  | ,116 | ,088 | ,001 | ,000 | ,010 | ,192 | ,042 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.3 | Pearson Correlation | ,299 | ,293 | 1 | ,283 | ,220 | ,465\*\* | ,580\*\* | ,338 | ,563\*\* | ,657\*\* |
| Sig. (2-tailed) | ,109 | ,116 |  | ,130 | ,243 | ,010 | ,001 | ,068 | ,001 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.4 | Pearson Correlation | ,132 | ,317 | ,283 | 1 | ,705\*\* | ,572\*\* | ,439\* | ,242 | ,345 | ,616\*\* |
| Sig. (2-tailed) | ,486 | ,088 | ,130 |  | ,000 | ,001 | ,015 | ,198 | ,062 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.5 | Pearson Correlation | ,276 | ,560\*\* | ,220 | ,705\*\* | 1 | ,768\*\* | ,467\*\* | ,463\*\* | ,291 | ,734\*\* |
| Sig. (2-tailed) | ,140 | ,001 | ,243 | ,000 |  | ,000 | ,009 | ,010 | ,118 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.6 | Pearson Correlation | ,375\* | ,664\*\* | ,465\*\* | ,572\*\* | ,768\*\* | 1 | ,690\*\* | ,588\*\* | ,435\* | ,873\*\* |
| Sig. (2-tailed) | ,041 | ,000 | ,010 | ,001 | ,000 |  | ,000 | ,001 | ,016 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.7 | Pearson Correlation | ,468\*\* | ,463\* | ,580\*\* | ,439\* | ,467\*\* | ,690\*\* | 1 | ,628\*\* | ,349 | ,796\*\* |
| Sig. (2-tailed) | ,009 | ,010 | ,001 | ,015 | ,009 | ,000 |  | ,000 | ,059 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.8 | Pearson Correlation | ,672\*\* | ,245 | ,338 | ,242 | ,463\*\* | ,588\*\* | ,628\*\* | 1 | ,438\* | ,744\*\* |
| Sig. (2-tailed) | ,000 | ,192 | ,068 | ,198 | ,010 | ,001 | ,000 |  | ,015 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.9 | Pearson Correlation | ,202 | ,374\* | ,563\*\* | ,345 | ,291 | ,435\* | ,349 | ,438\* | 1 | ,660\*\* |
| Sig. (2-tailed) | ,285 | ,042 | ,001 | ,062 | ,118 | ,016 | ,059 | ,015 |  | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.TOTAL | Pearson Correlation | ,580\*\* | ,639\*\* | ,657\*\* | ,616\*\* | ,734\*\* | ,873\*\* | ,796\*\* | ,744\*\* | ,660\*\* | 1 |
| Sig. (2-tailed) | ,001 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | |

Variabel Kualitas Produk(X1)

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | X1.10 | X1.TOTAL |
| X1.1 | Pearson Correlation | 1 | ,371\* | ,293 | ,197 | ,237 | ,371\* | ,463\* | ,704\*\* | ,289 | ,398\* | ,639\*\* |
| Sig. (2-tailed) |  | ,044 | ,116 | ,298 | ,207 | ,044 | ,010 | ,000 | ,122 | ,029 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | ,371\* | 1 | ,299 | ,022 | -,020 | ,018 | ,134 | ,336 | ,124 | ,305 | ,396\* |
| Sig. (2-tailed) | ,044 |  | ,109 | ,908 | ,918 | ,925 | ,481 | ,070 | ,513 | ,101 | ,030 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | ,293 | ,299 | 1 | ,283 | ,220 | ,465\*\* | ,580\*\* | ,338 | ,563\*\* | ,303 | ,655\*\* |
| Sig. (2-tailed) | ,116 | ,109 |  | ,130 | ,243 | ,010 | ,001 | ,068 | ,001 | ,103 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.4 | Pearson Correlation | ,197 | ,022 | ,283 | 1 | ,705\*\* | ,572\*\* | ,439\* | ,242 | ,345 | ,343 | ,590\*\* |
| Sig. (2-tailed) | ,298 | ,908 | ,130 |  | ,000 | ,001 | ,015 | ,198 | ,062 | ,064 | ,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.5 | Pearson Correlation | ,237 | -,020 | ,220 | ,705\*\* | 1 | ,768\*\* | ,467\*\* | ,463\*\* | ,291 | ,460\* | ,662\*\* |
| Sig. (2-tailed) | ,207 | ,918 | ,243 | ,000 |  | ,000 | ,009 | ,010 | ,118 | ,010 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.6 | Pearson Correlation | ,371\* | ,018 | ,465\*\* | ,572\*\* | ,768\*\* | 1 | ,690\*\* | ,588\*\* | ,435\* | ,546\*\* | ,799\*\* |
| Sig. (2-tailed) | ,044 | ,925 | ,010 | ,001 | ,000 |  | ,000 | ,001 | ,016 | ,002 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.7 | Pearson Correlation | ,463\* | ,134 | ,580\*\* | ,439\* | ,467\*\* | ,690\*\* | 1 | ,628\*\* | ,349 | ,480\*\* | ,762\*\* |
| Sig. (2-tailed) | ,010 | ,481 | ,001 | ,015 | ,009 | ,000 |  | ,000 | ,059 | ,007 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.8 | Pearson Correlation | ,704\*\* | ,336 | ,338 | ,242 | ,463\*\* | ,588\*\* | ,628\*\* | 1 | ,438\* | ,629\*\* | ,801\*\* |
| Sig. (2-tailed) | ,000 | ,070 | ,068 | ,198 | ,010 | ,001 | ,000 |  | ,015 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.9 | Pearson Correlation | ,289 | ,124 | ,563\*\* | ,345 | ,291 | ,435\* | ,349 | ,438\* | 1 | ,517\*\* | ,670\*\* |
| Sig. (2-tailed) | ,122 | ,513 | ,001 | ,062 | ,118 | ,016 | ,059 | ,015 |  | ,003 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.10 | Pearson Correlation | ,398\* | ,305 | ,303 | ,343 | ,460\* | ,546\*\* | ,480\*\* | ,629\*\* | ,517\*\* | 1 | ,753\*\* |
| Sig. (2-tailed) | ,029 | ,101 | ,103 | ,064 | ,010 | ,002 | ,007 | ,000 | ,003 |  | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.TOTAL | Pearson Correlation | ,639\*\* | ,396\* | ,655\*\* | ,590\*\* | ,662\*\* | ,799\*\* | ,762\*\* | ,801\*\* | ,670\*\* | ,753\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,030 | ,000 | ,001 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |

Variabel Keragaman Produk (X2)

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | |
|  | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.TOTAL |
| X2.1 | Pearson Correlation | 1 | ,189 | ,322 | ,325 | ,003 | ,336 | ,375\* | ,211 | ,446\* |
| Sig. (2-tailed) |  | ,316 | ,083 | ,080 | ,986 | ,069 | ,041 | ,262 | ,014 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.2 | Pearson Correlation | ,189 | 1 | ,630\*\* | ,510\*\* | ,490\*\* | ,306 | ,541\*\* | ,406\* | ,676\*\* |
| Sig. (2-tailed) | ,316 |  | ,000 | ,004 | ,006 | ,100 | ,002 | ,026 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.3 | Pearson Correlation | ,322 | ,630\*\* | 1 | ,737\*\* | ,682\*\* | ,445\* | ,712\*\* | ,586\*\* | ,847\*\* |
| Sig. (2-tailed) | ,083 | ,000 |  | ,000 | ,000 | ,014 | ,000 | ,001 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.4 | Pearson Correlation | ,325 | ,510\*\* | ,737\*\* | 1 | ,744\*\* | ,697\*\* | ,688\*\* | ,552\*\* | ,866\*\* |
| Sig. (2-tailed) | ,080 | ,004 | ,000 |  | ,000 | ,000 | ,000 | ,002 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.5 | Pearson Correlation | ,003 | ,490\*\* | ,682\*\* | ,744\*\* | 1 | ,654\*\* | ,677\*\* | ,488\*\* | ,787\*\* |
| Sig. (2-tailed) | ,986 | ,006 | ,000 | ,000 |  | ,000 | ,000 | ,006 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.6 | Pearson Correlation | ,336 | ,306 | ,445\* | ,697\*\* | ,654\*\* | 1 | ,803\*\* | ,591\*\* | ,794\*\* |
| Sig. (2-tailed) | ,069 | ,100 | ,014 | ,000 | ,000 |  | ,000 | ,001 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.7 | Pearson Correlation | ,375\* | ,541\*\* | ,712\*\* | ,688\*\* | ,677\*\* | ,803\*\* | 1 | ,688\*\* | ,904\*\* |
| Sig. (2-tailed) | ,041 | ,002 | ,000 | ,000 | ,000 | ,000 |  | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.8 | Pearson Correlation | ,211 | ,406\* | ,586\*\* | ,552\*\* | ,488\*\* | ,591\*\* | ,688\*\* | 1 | ,743\*\* |
| Sig. (2-tailed) | ,262 | ,026 | ,001 | ,002 | ,006 | ,001 | ,000 |  | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.TOTAL | Pearson Correlation | ,446\* | ,676\*\* | ,847\*\* | ,866\*\* | ,787\*\* | ,794\*\* | ,904\*\* | ,743\*\* | 1 |
| Sig. (2-tailed) | ,014 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | |

Variabel Brand Image (X3)

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | |
|  | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | X3.TOTAL |
| X3.1 | Pearson Correlation | 1 | ,452\* | ,388\* | ,611\*\* | ,326 | ,571\*\* | ,572\*\* | ,537\*\* | ,741\*\* |
| Sig. (2-tailed) |  | ,012 | ,034 | ,000 | ,078 | ,001 | ,001 | ,002 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.2 | Pearson Correlation | ,452\* | 1 | ,590\*\* | ,514\*\* | ,366\* | ,353 | ,772\*\* | ,603\*\* | ,800\*\* |
| Sig. (2-tailed) | ,012 |  | ,001 | ,004 | ,047 | ,056 | ,000 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.3 | Pearson Correlation | ,388\* | ,590\*\* | 1 | ,544\*\* | ,217 | ,416\* | ,592\*\* | ,536\*\* | ,746\*\* |
| Sig. (2-tailed) | ,034 | ,001 |  | ,002 | ,248 | ,022 | ,001 | ,002 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.4 | Pearson Correlation | ,611\*\* | ,514\*\* | ,544\*\* | 1 | ,308 | ,359 | ,764\*\* | ,568\*\* | ,802\*\* |
| Sig. (2-tailed) | ,000 | ,004 | ,002 |  | ,097 | ,051 | ,000 | ,001 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.5 | Pearson Correlation | ,326 | ,366\* | ,217 | ,308 | 1 | ,476\*\* | ,183 | ,311 | ,538\*\* |
| Sig. (2-tailed) | ,078 | ,047 | ,248 | ,097 |  | ,008 | ,333 | ,094 | ,002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.6 | Pearson Correlation | ,571\*\* | ,353 | ,416\* | ,359 | ,476\*\* | 1 | ,339 | ,346 | ,642\*\* |
| Sig. (2-tailed) | ,001 | ,056 | ,022 | ,051 | ,008 |  | ,067 | ,061 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.7 | Pearson Correlation | ,572\*\* | ,772\*\* | ,592\*\* | ,764\*\* | ,183 | ,339 | 1 | ,682\*\* | ,842\*\* |
| Sig. (2-tailed) | ,001 | ,000 | ,001 | ,000 | ,333 | ,067 |  | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.8 | Pearson Correlation | ,537\*\* | ,603\*\* | ,536\*\* | ,568\*\* | ,311 | ,346 | ,682\*\* | 1 | ,764\*\* |
| Sig. (2-tailed) | ,002 | ,000 | ,002 | ,001 | ,094 | ,061 | ,000 |  | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.TOTAL | Pearson Correlation | ,741\*\* | ,800\*\* | ,746\*\* | ,802\*\* | ,538\*\* | ,642\*\* | ,842\*\* | ,764\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,002 | ,000 | ,000 | ,000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | |

1. Uji Reliabilitas
2. Uji Reliabilitas Variabel Minat Beli Ulang (Y)

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,866 | 9 |

1. Uji Reliabilitas Varaibel Kualitas Produk (X1)

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,864 | 10 |

1. Uji Reliabilitas Variabel Keragaman Produk (X2)

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,895 | 8 |

1. Uji Reliabilitas Variabel Brand Image (X3)

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,875 | 8 |

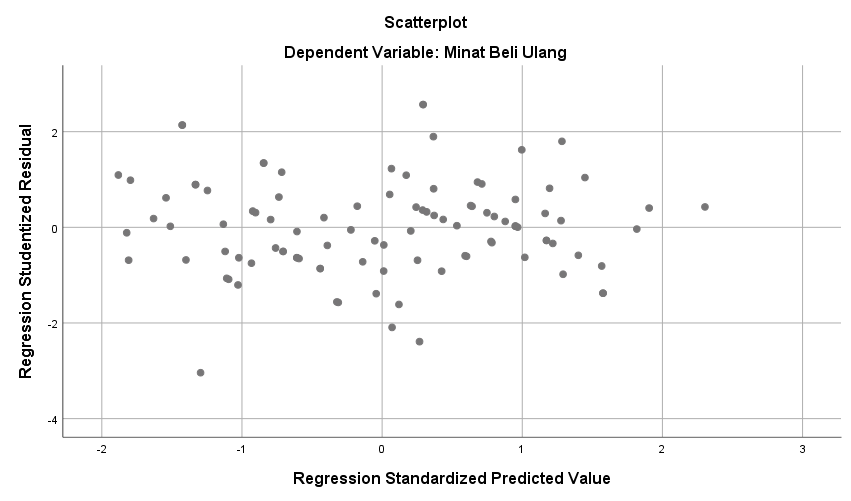
1. **Lampiran Hasil Uji Asumsi Klasik**
2. **Uji Normalitas**

**Uji Normalitas *Kolmogrov-Smirnov***

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | 1.81527688 |
| Most Extreme Differences | Absolute | .065 |
| Positive | .065 |
| Negative | -.048 |
| Test Statistic | | .065 |
| 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. | | |

1. **Uji Multikolinearitas**

|  |  |  |  |
| --- | --- | --- | --- |
| **Coefficientsa** | | | |
| Model | | Collinearity Statistics | |
| Tolerance | VIF |
| 1 | (Constant) |  |  |
| Kualitas Produk | .996 | 1.004 |
|  | Keragaman Produk | .874 | 1.144 |
| Brand Image | .877 | 1.140 |
| a. Dependent Variable: Minat Beli Ulang | | | |

1. **Uji Heteroskedastitas**

**Gambar Scatterplot**

1. **Lampiran Hasil Analisis Regresi Linear Berganda**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 4,801 | 2,776 |  | 1,729 | ,087 |
| Kualitas Produk | ,561 | ,047 | ,732 | 11,948 | ,000 |
| Keragaman Produk | ,120 | ,048 | ,165 | 2,512 | ,014 |
| Brand Image | ,146 | ,049 | ,194 | 2,967 | ,004 |
| a. Dependent Variable: Minat Beli Ulang | | | | | | |

1. **Lampiran Hasil Uji Hipotesis**
2. **Uji t**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 4,801 | 2,776 |  | 1,729 | ,087 |
| Kualitas Produk | ,561 | ,047 | ,732 | 11,948 | ,000 |
| Keragaman Produk | ,120 | ,048 | ,165 | 2,512 | ,014 |
| Brand Image | ,146 | ,049 | ,194 | 2,967 | ,004 |
| a. Dependent Variable: Minat Beli Ulang | | | | | | |

1. **Uji F**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 581,837 | 3 | 193,946 | 57,126 | ,000b |
| Residual | 325,923 | 96 | 3,395 |  |  |
| Total | 907,760 | 99 |  |  |  |
| a. Dependent Variable: Minat Beli Ulang | | | | | | |
| b. Predictors: (Constant), Brand Image, Keragaman Produk, Kualitas Produk | | | | | | |

1. **Lampiran Hasil Koefisien Determinasi**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,801a | ,641 | ,630 | 1,843 |
| a. Predictors: (Constant), Brand Image, Keragaman Produk, Kualitas Produk | | | | |
| b. Dependent Variable: Minat Beli Ulang | | | | |