Lampiran 1

**LEMBAR KUESIONER**

* + - 1. **IDENTITAS PEMBERI KUESIONER**

Nama : Yayuk Warastuti

NPM : 173114030

Jenis Kelamin : Perempuan

Jurusan : Manajemen

Fakultas : Ekonomi

Saya adalah mahasiswa Universitas Muslim Nusantara Al Washliyah Fakultas Ekonomi Manajemen yang sedang melakukan penelitian **Pengaruh Harga Dan Kualitas Terhadap Minat Beli Konsumen (Studi Kasus Pembeli Pakaian Balita Di Pekan Pasar Sore Beringin Kab. Deli Serdang)**.

Data dan Informasi yang Bapak/ibu berikan merupakan hal yang sangat berharga, oleh karena itu partisipasi dan kesediaan Bapak/ibu dalam menjawab kuesioner ini sangat saya hargai.

Akhir kata saya ucapkan terima kasih kepada responden yang telah bersedia meluangkan waktunya untuk mengisi kuesioner ini.

Medan, Juni 2020

Peneliti

Yayuk Warastuti

**II. IDENTITAS RESPONDEN**

Nama :

Umur : Tahun

Jenis Kelamin : Laki-Laki / Perempuan

Pendidikan : SD SMP SMA

Diploma/D3 Sarjana/S1

**Kriteria untuk seluruh pertanyaan adalah sebagai berikut :**

|  |  |
| --- | --- |
| **Keterangan** | **Nilai** |
| Sangat Setuju (SS) | 5 |
| Setuju (S) | 4 |
| Kurang Setuju (KS) | 3 |
| Tidak Setuju (TS) | 2 |
| Sangat Tidak Setuju (STS) | 1 |

**III. PETUNJUK PENGISIAN**

1. Berikan tanda checklist (√) pada tempat yang tersedia pada jawaban yang Bapak/ibu anggap paling sesuai.
2. Setiap pernyataan hanya membutuhkan satu jawaban saja
3. Mohon Bapak/ibu memberikan jawaban yang sebenar-benarnya
4. **Harga (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
| **1** | **2** | **3** | | | | |
| **Harga terjangkau daya beli konsumen** | | **5** | **4** | **3** | **2** | **1** |
| 1. | Harga pakaian balita yang ditawarkan sesuai dengan kualitas yang diberikan di Pekan Pasar Sore Beringin Kab. Deli Serdang |  |  |  |  |  |
| 2. | Konsumen tidak memiliki masalah dengan harga yang ditawarkan di Pekan Pasar Sore Beringin Kab. Deli Serdang |  |  |  |  |  |
| 3. | Harga yang ditawarkan tidak terlalu mahal di Pekan Pasar Sore Beringin Kab. Deli Serdang |  |  |  |  |  |
| 4. | Konsumen puas dengan harga yang ditawarkan di Pekan Pasar Sore Beringin Kab. Deli Serdang) |  |  |  |  |  |
| **Harga bersaing dengan merek lain** | |  |  |  |  |  |
| 5. | Harga pakaian balita yang ditawarkan di Pekan Pasar Sore Beringin Kab. Deli Serdang bersaing dengan produk baju balita yang dijual di tempat lain. |  |  |  |  |  |
| 6. | Harga yang ditawarkan Pekan Pasar Sore Beringin Kab. Deli Serdang tidak berbeda jauh dengan harga produk yang dijual ditempat lain. |  |  |  |  |  |
| 7. | Harga pakaian balita yang ditawarkan di Pekan Pasar Sore Beringin Kab. Deli Serdang lebih murah dibandingkan pekan lain |  |  |  |  |  |
| **Pemberian diskon atau potongan harga** | |  |  |  |  |  |
| 8. | Di Pekan Pasar Sore Beringin Kab. Deli Serdang ada memberikan potongan harga pembelian pakaian balita pada hari tertentu. |  |  |  |  |  |
| 9. | Di Pekan Pasar Sore Beringin Kab. Deli Serdang ada memberikan potongan harga pakaian balita kepada pelanggan khusus. |  |  |  |  |  |
| 10. | Di Pekan Pasar Sore Beringin Kab. Deli Serdang ada memberikan potongan harga kepada produk-produk baju balita tertentu. |  |  |  |  |  |

1. **Kualitas (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
| **1** | **2** | **3** | | | | |
| ***Performance*** | | **5** | **4** | **3** | **2** | **1** |
| 1. | Pakaian balita yang dijual di Pekan Pasar Sore Beringin Kab. Deli Serdangmemiliki tampilan yang bagus |  |  |  |  |  |
| 2. | Tampilan Pakaian balita yang dijual di Pekan Pasar Sore Beringin Kab. Deli Serdang sangat menarik. |  |  |  |  |  |
| ***Feature*** | |  |  |  |  |  |
| 3. | Pakaian balita yang dijual di Pekan Pasar Sore Beringin Kab. Deli Serdang memberikan hiasan/motif yang menarik di setiap baju yang dijual. |  |  |  |  |  |
| 4. | Pakaian balita yang dijual di Pekan Pasar Sore Beringin Kab. Deli Serdang memiliki warna beragam |  |  |  |  |  |
| ***Reliability*** | |  |  |  |  |  |
| 5. | Pakaian balita yang dijual diPekan Pasar Sore Beringin Kab. Deli Serdang memiliki kain yang tidak mudah rusak. |  |  |  |  |  |
| 6. | Pakaian balita yang dijual di Pekan Pasar Sore Beringin Kab. Deli Serdang memiliki motif yang bagus |  |  |  |  |  |
| ***Conformance*** | | | | | | |
| 7. | Kualitas pakaian balita yang dijual di Pekan Pasar Sore Beringin Kab. Deli Serdang sudah teruji. |  |  |  |  |  |
| 8. | Pakaian balita yang dijual di Pekan Pasar Sore Beringin Kab. Deli Serdang memiliki kain yang nyaman untuk balita |  |  |  |  |  |
| ***Durability*** | |  |  |  |  |  |
| 9. | Pakaian balita yang dijual di Pekan Pasar Sore Beringin Kab. Deli Serdang memiliki kualitas kain untuk jangka waktu yang lama |  |  |  |  |  |
| ***Aesthetic*** | |  |  |  |  |  |
| 10. | Pakaian balita yang dijual di Pekan Pasar Sore Beringin Kab. Deli Serdang memiliki motif khusus |  |  |  |  |  |

1. **Minat Beli (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
| **1** | **2** | **3** | | | | |
| **Minat Transaksional** | | **5** | **4** | **3** | **2** | **1** |
| 1. | Harga yang ditawarkan sesuai dengan kualitas yang diberikan Pekan Pasar Sore Beringin Kab. Deli Serdang |  |  |  |  |  |
| 2. | Baju balita yang jual memiliki kualitas yang sesuai dengan harga yang ditawarkan Pekan Pasar Sore Beringin Kab. Deli Serdang |  |  |  |  |  |
| **Minat Referensial** | |  |  |  |  |  |
| 3. | Konsumen selalu merekomendasikan Pekan Pasar Sore Beringin Kab. Deli Serdang kepada kerabat dan teman-teman |  |  |  |  |  |
| 4. | Konsumen sangat puas dengan harga dan kualitas yang diberikan sehingga konsumen menceritakannya kepada teman-teman konsumen |  |  |  |  |  |
| **Minat Preferensial** | |  |  |  |  |  |
| 5. | Konsumen mendapatkan rekomendasi dari kerabat lain mengenai Pekan Pasar Sore Beringin Kab. Deli Serdang |  |  |  |  |  |
| 6. | Konsumen langsung tertarik waktu pertama kali diperkenalkan dengan Pekan Pasar Sore Beringin Kab. Deli Serdang |  |  |  |  |  |
| **Minat Eksploratif** | |  |  |  |  |  |
| 7. | Konsumen selalu mencari informasi mengenai kualitas baju terbaru yang dijual Pekan Pasar Sore Beringin Kab. Deli Serdang |  |  |  |  |  |
| 8. | Konsumen selalu mencari informasi mengenai diskon yang di Pekan Pasar Sore Beringin Kab. Deli Serdang |  |  |  |  |  |

**Lampiran 2: Tabulasi Responden**

**Tabulasi Data Harga (X1)**

| **No Responden** | **Nomor Item Pernyataan** | | | | | | | | | | **Total X1** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| 1 | 2 | 3 | 3 | 2 | 4 | 4 | 1 | 2 | 3 | 2 | 26 |
| 2 | 1 | 3 | 3 | 2 | 4 | 4 | 1 | 2 | 3 | 2 | 25 |
| 3 | 4 | 3 | 3 | 2 | 4 | 4 | 3 | 2 | 3 | 2 | 30 |
| 4 | 4 | 3 | 3 | 2 | 4 | 4 | 3 | 2 | 3 | 2 | 30 |
| 5 | 4 | 3 | 1 | 2 | 4 | 4 | 3 | 2 | 3 | 2 | 28 |
| 6 | 4 | 3 | 1 | 2 | 4 | 4 | 1 | 2 | 3 | 2 | 26 |
| 7 | 4 | 3 | 1 | 3 | 4 | 4 | 2 | 2 | 3 | 2 | 28 |
| 8 | 2 | 3 | 1 | 3 | 4 | 4 | 2 | 2 | 3 | 2 | 26 |
| 9 | 4 | 4 | 4 | 3 | 4 | 4 | 2 | 2 | 3 | 2 | 32 |
| 10 | 4 | 4 | 4 | 5 | 4 | 4 | 2 | 2 | 3 | 2 | 34 |
| 11 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 2 | 3 | 35 |
| 12 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 2 | 3 | 36 |
| 13 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 2 | 3 | 34 |
| 14 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 2 | 3 | 36 |
| 15 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 2 | 3 | 38 |
| 16 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 2 | 3 | 36 |
| 17 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 2 | 3 | 36 |
| 18 | 4 | 2 | 5 | 5 | 4 | 4 | 5 | 3 | 2 | 3 | 37 |
| 19 | 4 | 2 | 5 | 5 | 4 | 4 | 5 | 4 | 2 | 4 | 39 |
| 20 | 1 | 2 | 5 | 1 | 4 | 4 | 3 | 4 | 3 | 5 | 32 |
| 21 | 4 | 2 | 3 | 5 | 4 | 4 | 3 | 4 | 5 | 3 | 37 |
| 22 | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 5 | 3 | 39 |
| 23 | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 2 | 3 | 36 |
| 24 | 4 | 4 | 3 | 1 | 4 | 4 | 3 | 4 | 5 | 3 | 35 |
| 25 | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 5 | 3 | 39 |
| 26 | 4 | 2 | 3 | 1 | 4 | 4 | 3 | 4 | 1 | 3 | 29 |
| 27 | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 5 | 3 | 39 |
| 28 | 4 | 2 | 3 | 5 | 4 | 4 | 3 | 4 | 5 | 3 | 37 |
| 29 | 4 | 4 | 4 | 2 | 4 | 4 | 2 | 4 | 2 | 2 | 32 |
| 30 | 4 | 2 | 4 | 2 | 4 | 4 | 2 | 4 | 2 | 2 | 30 |
| 31 | 4 | 4 | 4 | 2 | 4 | 4 | 2 | 4 | 3 | 2 | 33 |
| 32 | 4 | 3 | 4 | 5 | 4 | 4 | 2 | 4 | 2 | 2 | 34 |
| 33 | 4 | 3 | 4 | 2 | 4 | 4 | 2 | 4 | 1 | 2 | 30 |
| 34 | 1 | 4 | 4 | 1 | 4 | 4 | 2 | 4 | 5 | 2 | 31 |
| 35 | 2 | 4 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |
| 36 | 1 | 4 | 3 | 3 | 4 | 4 | 2 | 4 | 4 | 4 | 33 |
| 37 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 38 |
| 38 | 4 | 3 | 4 | 4 | 2 | 4 | 3 | 4 | 2 | 4 | 34 |
| 39 | 4 | 4 | 1 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 35 |
| 40 | 4 | 4 | 4 | 4 | 1 | 4 | 4 | 4 | 2 | 1 | 32 |
| 41 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 42 | 4 | 2 | 4 | 4 | 4 | 4 | 1 | 4 | 4 | 4 | 35 |
| 43 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 44 | 4 | 4 | 4 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 34 |
| 45 | 4 | 4 | 4 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 34 |
| 46 | 4 | 4 | 4 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 34 |
| 47 | 4 | 4 | 4 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 34 |
| 48 | 4 | 4 | 4 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 34 |
| 49 | 4 | 4 | 4 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 34 |
| 50 | 4 | 4 | 4 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 34 |
| 51 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 52 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 53 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 4 | 4 | 4 | 30 |
| 54 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 4 | 4 | 4 | 30 |
| 55 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 4 | 4 | 4 | 30 |
| 56 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 4 | 4 | 4 | 30 |
| 57 | 4 | 1 | 4 | 4 | 4 | 4 | 1 | 4 | 4 | 4 | 34 |
| 58 | 4 | 4 | 1 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 35 |
| 59 | 4 | 1 | 4 | 4 | 2 | 4 | 4 | 4 | 2 | 4 | 33 |
| 60 | 4 | 4 | 4 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 29 |
| 61 | 4 | 4 | 4 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 29 |
| 62 | 4 | 4 | 4 | 4 | 3 | 2 | 3 | 2 | 3 | 2 | 31 |
| 63 | 2 | 4 | 4 | 4 | 3 | 2 | 3 | 2 | 3 | 2 | 29 |
| 64 | 4 | 4 | 4 | 4 | 3 | 2 | 3 | 2 | 3 | 2 | 31 |
| 65 | 4 | 4 | 4 | 4 | 3 | 2 | 3 | 2 | 3 | 2 | 31 |
| 66 | 2 | 4 | 4 | 4 | 3 | 2 | 3 | 2 | 3 | 2 | 29 |
| 67 | 4 | 4 | 4 | 4 | 3 | 2 | 3 | 2 | 3 | 2 | 31 |
| 68 | 4 | 4 | 4 | 4 | 3 | 2 | 3 | 2 | 3 | 2 | 31 |
| 69 | 4 | 4 | 4 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 29 |
| 70 | 4 | 4 | 4 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 30 |
| 71 | 2 | 4 | 4 | 2 | 3 | 4 | 4 | 2 | 4 | 4 | 33 |
| 72 | 2 | 4 | 2 | 4 | 3 | 4 | 4 | 2 | 4 | 1 | 30 |
| 73 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 74 | 4 | 2 | 4 | 4 | 4 | 4 | 1 | 4 | 4 | 4 | 35 |
| 75 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 76 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 77 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 78 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 79 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 80 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 81 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 82 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 83 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 84 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 85 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 4 | 4 | 4 | 30 |
| 86 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 4 | 4 | 4 | 30 |
| 87 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 4 | 4 | 4 | 30 |
| 88 | 2 | 4 | 4 | 2 | 3 | 4 | 4 | 2 | 4 | 4 | 33 |
| 89 | 2 | 4 | 2 | 4 | 3 | 4 | 4 | 2 | 4 | 1 | 30 |
| 90 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 91 | 4 | 2 | 4 | 4 | 4 | 4 | 1 | 4 | 4 | 4 | 35 |
| 92 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 93 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 94 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 95 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 96 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 97 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 98 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 99 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 100 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| **∑X1** | | | | | | | | | | | 3192 |

**Tabulasi Data Variabel Kualitas (X2)**

| **No Responden** | **Nomor Item Pernyataan** | | | | | | | | | | **Total X2** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| 1 | 2 | 3 | 2 | 3 | 4 | 4 | 1 | 2 | 3 | 2 | 26 |
| 2 | 2 | 3 | 2 | 3 | 4 | 4 | 1 | 2 | 3 | 2 | 26 |
| 3 | 2 | 3 | 2 | 3 | 4 | 4 | 3 | 2 | 3 | 2 | 28 |
| 4 | 2 | 3 | 2 | 3 | 4 | 4 | 3 | 2 | 3 | 2 | 28 |
| 5 | 2 | 3 | 2 | 3 | 4 | 4 | 3 | 2 | 3 | 2 | 28 |
| 6 | 2 | 3 | 2 | 3 | 4 | 4 | 1 | 2 | 3 | 2 | 26 |
| 7 | 2 | 3 | 2 | 3 | 4 | 4 | 2 | 2 | 3 | 2 | 27 |
| 8 | 2 | 3 | 2 | 3 | 4 | 4 | 2 | 2 | 3 | 2 | 27 |
| 9 | 2 | 3 | 2 | 3 | 4 | 4 | 2 | 2 | 3 | 2 | 27 |
| 10 | 2 | 3 | 2 | 3 | 4 | 4 | 2 | 2 | 3 | 2 | 27 |
| 11 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 3 | 2 | 3 | 30 |
| 12 | 3 | 2 | 3 | 2 | 4 | 4 | 3 | 3 | 2 | 3 | 29 |
| 13 | 3 | 2 | 3 | 2 | 4 | 4 | 3 | 3 | 2 | 3 | 29 |
| 14 | 3 | 2 | 3 | 2 | 4 | 4 | 3 | 3 | 2 | 3 | 29 |
| 15 | 3 | 2 | 3 | 2 | 4 | 4 | 5 | 3 | 2 | 3 | 31 |
| 16 | 2 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 2 | 3 | 36 |
| 17 | 2 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 2 | 3 | 34 |
| 18 | 2 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 2 | 3 | 36 |
| 19 | 2 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 2 | 4 | 38 |
| 20 | 2 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 5 | 38 |
| 21 | 2 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 3 | 38 |
| 22 | 2 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 3 | 38 |
| 23 | 2 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 2 | 3 | 35 |
| 24 | 2 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 3 | 38 |
| 25 | 2 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 3 | 38 |
| 26 | 2 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 1 | 3 | 34 |
| 27 | 2 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 3 | 38 |
| 28 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 3 | 40 |
| 29 | 4 | 4 | 5 | 4 | 4 | 4 | 2 | 4 | 2 | 2 | 35 |
| 30 | 4 | 4 | 5 | 4 | 4 | 4 | 2 | 4 | 2 | 2 | 35 |
| 31 | 4 | 4 | 5 | 4 | 4 | 4 | 2 | 4 | 3 | 2 | 36 |
| 32 | 4 | 4 | 5 | 4 | 4 | 4 | 2 | 4 | 2 | 2 | 35 |
| 33 | 4 | 4 | 5 | 4 | 4 | 4 | 2 | 4 | 1 | 2 | 34 |
| 34 | 4 | 4 | 5 | 4 | 4 | 4 | 2 | 4 | 5 | 2 | 38 |
| 35 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 36 | 4 | 4 | 3 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 37 |
| 37 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 38 |
| 38 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 2 | 4 | 36 |
| 39 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 37 |
| 40 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 2 | 1 | 34 |
| 41 | 2 | 3 | 2 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 33 |
| 42 | 2 | 3 | 2 | 3 | 3 | 4 | 1 | 4 | 4 | 4 | 30 |
| 43 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 4 | 4 | 4 | 30 |
| 44 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 4 | 4 | 4 | 30 |
| 45 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 4 | 4 | 4 | 30 |
| 46 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 4 | 4 | 4 | 30 |
| 47 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 4 | 4 | 4 | 30 |
| 48 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 4 | 4 | 4 | 30 |
| 49 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 4 | 4 | 4 | 30 |
| 50 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 4 | 4 | 4 | 30 |
| 51 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 52 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 53 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 4 | 4 | 4 | 29 |
| 54 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 4 | 4 | 4 | 29 |
| 55 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 4 | 4 | 4 | 29 |
| 56 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 4 | 4 | 4 | 29 |
| 57 | 3 | 2 | 3 | 2 | 2 | 4 | 1 | 4 | 4 | 4 | 29 |
| 58 | 3 | 2 | 3 | 2 | 2 | 4 | 4 | 2 | 4 | 4 | 30 |
| 59 | 4 | 2 | 4 | 2 | 2 | 4 | 4 | 4 | 2 | 4 | 32 |
| 60 | 4 | 5 | 4 | 5 | 5 | 2 | 3 | 2 | 3 | 2 | 35 |
| 61 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 25 |
| 62 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 2 | 3 | 2 | 32 |
| 63 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 2 | 3 | 2 | 32 |
| 64 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 2 | 3 | 2 | 32 |
| 65 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 2 | 3 | 2 | 32 |
| 66 | 2 | 3 | 2 | 3 | 4 | 2 | 3 | 2 | 3 | 2 | 26 |
| 67 | 2 | 3 | 2 | 3 | 4 | 2 | 3 | 2 | 3 | 2 | 26 |
| 68 | 2 | 3 | 2 | 3 | 4 | 2 | 3 | 2 | 3 | 2 | 26 |
| 69 | 2 | 3 | 2 | 3 | 4 | 2 | 3 | 2 | 3 | 2 | 26 |
| 70 | 2 | 3 | 2 | 3 | 4 | 3 | 2 | 3 | 2 | 3 | 27 |
| 71 | 2 | 3 | 2 | 3 | 4 | 4 | 4 | 2 | 4 | 4 | 32 |
| 72 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 2 | 4 | 1 | 35 |
| 73 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 74 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 75 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 4 | 4 | 4 | 29 |
| 76 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 4 | 4 | 4 | 29 |
| 77 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 4 | 4 | 4 | 29 |
| 78 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 4 | 4 | 4 | 29 |
| 79 | 3 | 2 | 3 | 2 | 2 | 4 | 1 | 4 | 4 | 4 | 29 |
| 80 | 3 | 2 | 3 | 2 | 2 | 4 | 4 | 2 | 4 | 4 | 30 |
| 81 | 4 | 2 | 4 | 2 | 2 | 4 | 4 | 4 | 2 | 4 | 32 |
| 82 | 4 | 5 | 4 | 5 | 5 | 2 | 3 | 2 | 3 | 2 | 35 |
| 83 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 25 |
| 84 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 2 | 3 | 2 | 32 |
| 85 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 2 | 3 | 2 | 32 |
| 86 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 2 | 3 | 2 | 32 |
| 87 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 2 | 3 | 2 | 32 |
| 88 | 2 | 3 | 2 | 3 | 4 | 4 | 4 | 2 | 4 | 4 | 32 |
| 89 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 2 | 4 | 1 | 35 |
| 90 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 91 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 4 | 4 | 4 | 29 |
| 92 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 4 | 4 | 4 | 29 |
| 93 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 4 | 4 | 4 | 29 |
| 94 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 4 | 4 | 4 | 29 |
| 95 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 4 | 4 | 4 | 29 |
| 96 | 3 | 2 | 3 | 2 | 2 | 4 | 1 | 4 | 4 | 4 | 29 |
| 97 | 3 | 2 | 3 | 2 | 2 | 4 | 4 | 2 | 4 | 4 | 30 |
| 98 | 4 | 2 | 4 | 2 | 2 | 4 | 4 | 4 | 2 | 4 | 32 |
| 99 | 4 | 5 | 4 | 5 | 5 | 2 | 3 | 2 | 3 | 2 | 35 |
| 100 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 25 |
| **∑X2** | | | | | | | | | | | **3134** |

**Tabulasi Data Variabel Minat Beli (Y)**

| **No Responden** | **Nomor Item Pernyataan** | | | | | | | | **Total Y** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** |
| 1 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 39 |
| 2 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 36 |
| 3 | 2 | 5 | 4 | 4 | 5 | 5 | 2 | 5 | 32 |
| 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 36 |
| 5 | 2 | 5 | 4 | 4 | 5 | 5 | 2 | 5 | 32 |
| 6 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 7 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 8 | 2 | 5 | 4 | 4 | 5 | 5 | 2 | 5 | 32 |
| 9 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 10 | 2 | 5 | 4 | 4 | 5 | 5 | 2 | 5 | 32 |
| 11 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 12 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 13 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 39 |
| 14 | 3 | 5 | 4 | 4 | 5 | 5 | 3 | 5 | 34 |
| 15 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 16 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 17 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 18 | 3 | 5 | 4 | 4 | 5 | 5 | 3 | 5 | 34 |
| 19 | 3 | 5 | 4 | 4 | 5 | 5 | 3 | 5 | 34 |
| 20 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 21 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 22 | 3 | 5 | 4 | 4 | 5 | 5 | 3 | 5 | 34 |
| 23 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 24 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 25 | 5 | 2 | 4 | 4 | 5 | 5 | 5 | 2 | 32 |
| 26 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 27 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 28 | 5 | 2 | 4 | 4 | 5 | 5 | 5 | 2 | 32 |
| 29 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 30 | 5 | 2 | 4 | 4 | 5 | 5 | 5 | 2 | 32 |
| 31 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 35 |
| 32 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 36 |
| 33 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 36 |
| 34 | 5 | 2 | 4 | 4 | 5 | 5 | 5 | 2 | 32 |
| 35 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 36 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 37 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 38 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 39 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 36 |
| 40 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 36 |
| 41 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 35 |
| 42 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 35 |
| 43 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 35 |
| 44 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 35 |
| 45 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 35 |
| 46 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 35 |
| 47 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 35 |
| 48 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 35 |
| 49 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 35 |
| 50 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 35 |
| 51 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 35 |
| 52 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 35 |
| 53 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 34 |
| 54 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 56 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 57 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 58 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 60 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 61 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 62 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 66 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 69 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 70 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
| 71 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 34 |
| 72 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 34 |
| 73 | 3 | 5 | 4 | 4 | 5 | 5 | 3 | 5 | 34 |
| 74 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 75 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 76 | 5 | 2 | 4 | 4 | 5 | 5 | 5 | 2 | 32 |
| 77 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 78 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 79 | 5 | 2 | 4 | 4 | 5 | 5 | 5 | 2 | 32 |
| 80 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 81 | 5 | 2 | 4 | 4 | 5 | 5 | 5 | 2 | 32 |
| 82 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 35 |
| 83 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 36 |
| 84 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 36 |
| 85 | 5 | 2 | 4 | 4 | 5 | 5 | 5 | 2 | 32 |
| 86 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 87 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 88 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 89 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 90 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 91 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 92 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 93 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
| 94 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 34 |
| 95 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 34 |
| 96 | 3 | 5 | 4 | 4 | 5 | 5 | 3 | 5 | 34 |
| 97 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 98 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 99 | 5 | 2 | 4 | 4 | 5 | 5 | 5 | 2 | 32 |
| 100 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| **∑Y** | | | | | | | | | **3486** |

**Lampiran 3: Hasil Output SPSS**

**Regression**

|  |  |  |
| --- | --- | --- |
| **Notes** | | |
| Output Created | | 18-JUN-2021 21:12:35 |
| Comments | |  |
| Input | Active Dataset | DataSet0 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 100 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on cases with no missing values for any variable used. |
| Syntax | | REGRESSION  /DESCRIPTIVES MEAN STDDEV CORR SIG N  /MISSING LISTWISE  /STATISTICS COEFF OUTS CI(95) BCOV R ANOVA COLLIN TOL CHANGE ZPP  /CRITERIA=PIN(.05) POUT(.10)  /NOORIGIN  /DEPENDENT VAR00003  /METHOD=ENTER VAR00001 VAR00002  /SCATTERPLOT=(\*ZRESID ,\*ZPRED)  /RESIDUALS DURBIN HISTOGRAM(ZRESID) NORMPROB(ZRESID)  /CASEWISE PLOT(ZRESID) OUTLIERS(3). |
| Resources | Processor Time | 00:00:02.98 |
| Elapsed Time | 00:00:04.75 |
| Memory Required | 1644 bytes |
| Additional Memory Required for Residual Plots | 904 bytes |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
| R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .940a | .884 | .882 | .863 | .884 | 370.669 | 2 | 97 | .000 | .154 |
| a. Predictors: (Constant), Kualitas (X2), Harga (X1) | | | | | | | | | | |
| b. Dependent Variable: Minat Beli (Y) | | | | | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 551.835 | 2 | 275.918 | 370.669 | .000b |
| Residual | 72.205 | 97 | .744 |  |  |
| Total | 624.040 | 99 |  |  |  |
| a. Dependent Variable: Minat Beli (Y) | | | | | | |
| b. Predictors: (Constant), Kualitas (X2), Harga (X1) | | | | | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 13.365 | .915 |  | 14.607 | .000 |  |  |
| Harga (X1) | .487 | .108 | .654 | 4.512 | .000 | .057 | 17.612 |
| Kualitas (X2) | .190 | .094 | .292 | 2.016 | .047 | .057 | 17.612 |
| a. Dependent Variable: Minat Beli (Y) | | | | | | | | |





