Lampiran 1

# KUESIONER

Kepada Yth. Bapak/Ibu/Saudara/SaudariDi Tempat,

Dengan hormat,

Saya yang bertanda tangan di bawah ini:

Nama : Nur Maulidia

NPM 173114099

Jenis Kelamin : Perempuan

Jurusan : Manajemen

Asal Perguruan Tinggi : Universitas Muslim Nusantara Al-Washliyah

Medan

Judul Penelitian :“Pengaruh Kepercayaan Konsumen Terhadap

Minat Beli pada Susu Kambing Etawa Mulia Jaya di Desa Melati II Perbaungan”.

Dengan ini saya mohon kesediaan Bapak/Ibu/Saudara/Saudari untuk mengisi daftar kuesioner. Informasi yang Bapak/Ibu/Saudara/Saudari berikan hanya semata-mata untuk melengkapi data penelitian dalam rangka penyusunan skripsi. Untuk itu, sudikiranya Bapak/Ibu/Saudara/Saudari untuk mengisi kuesioner ini dengan jawaban yang sebenar-benarnya. Atas kesediaan Bapak/Ibu/Saudara/Saudari saya ucapkan terima kasih.

Pemohon,

Nur Maulidia

# KUESIONER

**1. Identitas Responden**

No : ☐

Nama :

Jenis Kelamin : ☐ Laki-laki ☐ Perempuan

Usia : Tahun

Jabatan :

# Petunjuk Pengisisn Kuesioner

Berilah tanda cheklist  pada jawaban yang paling sesuai dengan pendapat Bapak/Ibu/Saudara/Saudari pada kolom yang tersedia. Setiap Responden hanya diperbolehkan memilih satu jawaban. Penelitian ini dapat Bapak/Ibu/Saudara/Saudari lakukan berdasarkan skala berikut:

* 1. Sangat Setuju (SS) 5
	2. Setuju (S) 4
	3. Kurang Setuju (KS) 3
	4. Tidak Setuju (TS) 2
	5. Sangat Tidak Setuju (STS) 1

# Kepercayaan Konsumen (X)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
|  | **Kredibilitas (*Credibility*)** |  |  |  |  |  |
| 1. | Saya percaya bahwa Susu Kambing Etawa di Mulia Jaya selalu memberikan kesan positif terhadap konsumennya dari segi rasa, manfaat,aroma dan kebersihannya. |  |  |  |  |  |
| 2. | Saya percaya bahwa Susu Kambing Etawa Mulia Jaya mampu mengatasi konsumennya yang kurang mempercayai betapa pentingnyamengkonsumsi tersebut bagi kesehatan. |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 3. | Saya percaya bahwa dengan mengkonsumsi Susu Kambing Etawa Mulia Jaya dapatmenyembuhkan berbagai macam penyakit. |  |  |  |  |  |
|  | **Reliabilitas (*Reliability*)** |  |  |  |  |  |
| 4. | Saya percaya bahwa Susu Kambing Etawa Mulia Jaya selalu mengutamakan keterus terangan dan kebersihan dalam menjual Susu tersebut. |  |  |  |  |  |
| 5. | Saya percaya bahwa Susu Kambing Etawa Mulia Jaya selalu memberikan yang terbaik bagi konsumennya agar konsumennya percaya dalam mengkonsumsi Susu tersebut. |  |  |  |  |  |
| 6. | Saya percaya bahwa Susu Kambing Etawa Mulia Jaya dapat memberikan kesan positif baik pada agen ataupun konsumen yanglangsung membeli di lokasi tersebut. |  |  |  |  |  |
|  | **Intimasi (*Intimacy*)** |  |  |  |  |  |
| 7. | Saya percaya bahwa Susu Kambing Etawa Mulia Jaya merupakan suatu usaha yang sangat baik bagi kesehatan apabila selalumengkonsumsinya. |  |  |  |  |  |
| 8. | Saya percaya bahwa Susu Kambing Etawa di Mulia Jaya tidak pernah menggunakan bahan-bahan yang dapat merugikan kesehatan konsumennya agar konsumennyatertarik. |  |  |  |  |  |
| 9. | Saya percaya bahwa Susu Kambing Etawa Mulia Jaya dapat memenuhi kebutuhan konsumennya, baik dari segi kebersihanmaupun dari segi rasa. |  |  |  |  |  |
| 10. | Saya merasa bahwa Susu Kambing Etawa Mulia Jaya memiliki kandungan yang baik bagi kesehatan dari pada susu yang lainnya. |  |  |  |  |  |

**Minat Beli (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pernyataan** | **SS** | **S** | **KS** | **TS** | **STS** |
|  | **Minat Transaksional** |  |  |  |  |  |
| 1. | Saya tertarik untuk membeli Susu KambingEtawa di Mulia Jaya karna pelayanan dan penjelasan yang diberikan begitu baik. |  |  |  |  |  |
| 2. | Saya tertarik untuk membeli Susu Kambing Etawa di Mulia Jaya karena susunya memiliki varian rasa sehingga saya dapatmemilih variannya. |  |  |  |  |  |
| 3. | Saya tertarik dalam mengkonsumsi Susu Kambing Etawa di Mulia Jaya karena M u l i a J a ya selalu mengutamakan kebersihanternak. |  |  |  |  |  |
|  | **Minat Referensial** |  |  |  |  |  |
| 4. | Saya pernah bersedia untuk merekomendasikan Susu Kambing Etawa di Mulia Jaya ke berbagai konsumen agar banyakpeminatnya. |  |  |  |  |  |
|  | **Minat Preferensial** |  |  |  |  |  |
| 5. | Saya mengkonsumsi Susu Kambing Etawakarena dengan mengkonsumsi Susu tersebut baik bagi kesehatan. |  |  |  |  |  |
| 6. | Saya lebih memilih Susu Kambing Etawa di Mulia Jaya karna Mulia Jaya sudah semaksimal mungkin untuk memberikankesan positif terhadap konsumennya. |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 7. | Susu Kambing Etawa adalah Susu yang baik bagi kesehatan walaupun rasanya terasaamis. |  |  |  |  |  |
| 8. | Saya segera membeli Susu Kambing Etawa setelah mengetahui banyak manfaatnya dan sudah banyak yang mengkonsumsi Susutersebut. |  |  |  |  |  |
|  | **Minat Eksploratif** |  |  |  |  |  |
| 9. | Saya menanyakan informasi terhadap Susu Kambing Etawa di Mulia Jaya kepadakonsumen yang sudah mengkonsumsinya. |  |  |  |  |  |
| 10. | Saya tertarik untuk membeli Susu KambingEtawa di Mulia Jaya setelah mendengar informasi dari teman atau kerabat saya. |  |  |  |  |  |

Lampiran 2

# Data Tabulasi Jawaban 87 Responden

|  |  |  |
| --- | --- | --- |
| **Responden** | **Kepercayaan Konsumen (X)** | **Jumlah** |
| X.1 | X.2 | X.3 | X.4 | X.5 | X.6 | X.7 | X.8 | X.9 | X.10 |
| 1 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 44 |
| 2 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 44 |
| 3 | 3 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 41 |
| 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 42 |
| 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 45 |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 42 |
| 8 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 44 |
| 9 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 44 |
| 10 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 11 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 37 |
| 12 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 41 |
| 13 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 45 |
| 14 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 43 |
| 15 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 46 |
| 16 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 43 |
| 17 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 36 |
| 18 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 43 |
| 19 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 43 |
| 20 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 42 |
| 21 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 44 |
| 22 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 37 |
| 23 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 44 |
| 24 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 42 |
| 25 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 45 |
| 26 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 38 |
| 27 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 3 | 5 | 5 | 42 |
| 28 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 45 |
| 29 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 41 |
| 30 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 47 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 32 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 42 |
| 33 | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 5 | 5 | 45 |
| 34 | 3 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 41 |
| 35 | 3 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 5 | 4 | 42 |
| 36 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 45 |
| 37 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 37 |
| 38 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 39 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 44 |
| 40 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 3 | 4 | 5 | 39 |
| 41 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 42 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 38 |
| 43 | 5 | 4 | 3 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 39 |
| 44 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 44 |
| 45 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 37 |
| 46 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 44 |
| 47 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 46 |
| 48 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 44 |
| 49 | 5 | 5 | 5 | 4 | 3 | 3 | 4 | 5 | 5 | 5 | 44 |
| 50 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 37 |
| 51 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 40 |
| 52 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 44 |
| 53 | 3 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 41 |
| 54 | 3 | 5 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 40 |
| 55 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 46 |
| 56 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 37 |
| 57 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 42 |
| 58 | 5 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 5 | 5 | 44 |
| 59 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 46 |
| 60 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 61 | 3 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 38 |
| 62 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 43 |
| 63 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 46 |
| 64 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 41 |
| 65 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 47 |
| 66 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 67 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 42 |
| 68 | 4 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 5 | 5 | 43 |
| 69 | 3 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 41 |
| 70 | 3 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 5 | 4 | 42 |
| 71 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 44 |
| 72 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 73 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 37 |
| 74 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 41 |
| 75 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 45 |
| 76 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 43 |
| 77 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 46 |
| 78 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 43 |
| 79 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 36 |
| 80 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 43 |
| 81 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 43 |
| 82 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 42 |
| 83 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 44 |
| 84 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 37 |
| 85 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 44 |
| 86 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 42 |
| 87 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 45 |
| Jumlah | 350 | 367 | 372 | 362 | 356 | 359 | 374 | 371 | 384 | 393 | 3688 |

*Sumber : Data Diolah Peneliti 2021*

# Data Tabulasi Jawaban 87 Responden

|  |  |  |
| --- | --- | --- |
| **Responden** | **Minat Beli (Y)** | **Jumlah** |
| Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Y.7 | Y.8 | Y.9 | Y.10 |
| 1 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 46 |
| 2 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 46 |
| 3 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 44 |
| 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 46 |
| 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 45 |
| 6 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 41 |
| 7 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 46 |
| 8 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 48 |
| 9 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 44 |
| 10 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 11 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 40 |
| 12 | 5 | 4 | 5 | 3 | 4 | 4 | 3 | 5 | 4 | 4 | 41 |
| 13 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 46 |
| 14 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 45 |
| 15 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 16 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 45 |
| 17 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 37 |
| 18 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 44 |
| 19 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 45 |
| 20 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 22 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 38 |
| 23 | 5 | 4 | 5 | 3 | 4 | 5 | 3 | 5 | 4 | 4 | 42 |
| 24 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 25 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 44 |
| 26 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 39 |
| 27 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 43 |
| 28 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 46 |
| 29 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 43 |
| 30 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 31 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 32 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 40 |
| 33 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 46 |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 34 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 44 |
| 35 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 45 |
| 36 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 46 |
| 37 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 38 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 43 |
| 39 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 45 |
| 40 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 40 |
| 41 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 42 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 39 |
| 43 | 5 | 4 | 3 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 39 |
| 44 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 44 |
| 45 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 38 |
| 46 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 45 |
| 47 | 5 | 5 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 47 |
| 48 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 44 |
| 49 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 45 |
| 50 | 4 | 5 | 4 | 4 | 3 | 5 | 3 | 4 | 4 | 4 | 40 |
| 51 | 4 | 4 | 5 | 3 | 3 | 4 | 3 | 5 | 5 | 4 | 40 |
| 52 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 47 |
| 53 | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 43 |
| 54 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 41 |
| 55 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 45 |
| 56 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 36 |
| 57 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 43 |
| 58 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 44 |
| 59 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 60 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 42 |
| 61 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 36 |
| 62 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 45 |
| 63 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 64 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 43 |
| 65 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 66 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 67 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 42 |
| 68 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 45 |
| 69 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 43 |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 70 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 45 |
| 71 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 44 |
| 72 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 73 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 40 |
| 74 | 5 | 4 | 5 | 3 | 4 | 4 | 3 | 5 | 4 | 4 | 41 |
| 75 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 46 |
| 76 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 45 |
| 77 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 78 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 45 |
| 79 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 37 |
| 80 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 44 |
| 81 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 45 |
| 82 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 83 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 84 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 38 |
| 85 | 5 | 4 | 5 | 3 | 4 | 5 | 3 | 5 | 4 | 4 | 42 |
| 86 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 87 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 44 |
| Jumlah | 370 | 383 | 383 | 374 | 374 | 384 | 369 | 388 | 382 | 392 | 3799 |

*Sumber : Data Diolah Peneliti 2021*

lampiran 3

# Tabel Uji Validitas Variabel kepercayaan Konsumen Menggunakan SPSS Versi 16.0

**Correlations**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | X.1 | X.2 | X.3 | X.4 | X.5 | X.6 | X.7 | X.8 | X.9 | X.10 | TOTAL.X |
| X.1 | Pearson Correlation | 1 | .290\*\* | .105 | .180 | .261\* | .650\*\* | .256\* | .244\* | .166 | .284\*\* | .693\*\* |
|  | Sig. (2-tailed) |  | .007 | .332 | .096 | .014 | .000 | .017 | .023 | .124 | .008 | .000 |
|  | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X.2 | Pearson Correlation | .290\*\* | 1 | .094 | .121 | .223\* | .100 | .688\*\* | .225\* | -.049 | .232\* | .488\*\* |
|  | Sig. (2-tailed) | .007 |  | .385 | .264 | .038 | .358 | .000 | .036 | .654 | .030 | .000 |
|  | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X.3 | Pearson Correlation | .105 | .094 | 1 | .365\*\* | .027 | .121 | -.008 | .240\* | .273\* | .070 | .418\*\* |
|  | Sig. (2-tailed) | .332 | .385 |  | .001 | .805 | .263 | .939 | .025 | .010 | .517 | .000 |
|  | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X.4 | Pearson Correlation | .180 | .121 | .365\*\* | 1 | .278\*\* | .029 | .179 | .064 | .456\*\* | .400\*\* | .577\*\* |
|  | Sig. (2-tailed) | .096 | .264 | .001 |  | .009 | .791 | .097 | .559 | .000 | .000 | .000 |
|  | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X.5 | Pearson Correlation | .261\* | .223\* | .027 | .278\*\* | 1 | .315\*\* | .215\* | .254\* | .025 | .065 | .536\*\* |
|  | Sig. (2-tailed) | .014 | .038 | .805 | .009 |  | .003 | .045 | .018 | .821 | .547 | .000 |
|  | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| X.6 | Pearson Correlation | .650\*\* | .100 | .121 | .029 | .315\*\* | 1 | .198 | .312\*\* | .111 | .073 | .611\*\* |
|  | Sig. (2-tailed) | .000 | .358 | .263 | .791 | .003 |  | .066 | .003 | .305 | .499 | .000 |
|  | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X.7 | Pearson Correlation | .256\* | .688\*\* | -.008 | .179 | .215\* | .198 | 1 | .250\* | -.090 | .078 | .475\*\* |
|  | Sig. (2-tailed) | .017 | .000 | .939 | .097 | .045 | .066 |  | .019 | .409 | .473 | .000 |
|  | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X.8 | Pearson Correlation | .244\* | .225\* | .240\* | .064 | .254\* | .312\*\* | .250\* | 1 | .132 | .041 | .529\*\* |
|  | Sig. (2-tailed) | .023 | .036 | .025 | .559 | .018 | .003 | .019 |  | .222 | .704 | .000 |
|  | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X.9 | Pearson Correlation | .166 | -.049 | .273\* | .456\*\* | .025 | .111 | -.090 | .132 | 1 | .438\*\* | .450\*\* |
|  | Sig. (2-tailed) | .124 | .654 | .010 | .000 | .821 | .305 | .409 | .222 |  | .000 | .000 |
|  | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| X.10 | Pearson Correlation | .284\*\* | .232\* | .070 | .400\*\* | .065 | .073 | .078 | .041 | .438\*\* | 1 | .477\*\* |
|  | Sig. (2-tailed) | .008 | .030 | .517 | .000 | .547 | .499 | .473 | .704 | .000 |  | .000 |
|  | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| TOTAL.X | Pearson Correlation | .693\*\* | .488\*\* | .418\*\* | .577\*\* | .536\*\* | .611\*\* | .475\*\* | .529\*\* | .450\*\* | .477\*\* | 1 |
|  | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
|  | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |

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

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

*Sumber : Data Diolah Peneliti 2021*

# Tabel Uji Validitas Variabel Minat Beli Menggunakan SPSS Versi 16.0

**Correlations**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Y.7 | Y.8 | Y.9 | Y.10 | TOTAL.Y |
| Y.1 | Pearson Correlation | 1 | .390\*\* | .311\*\* | .011 | .574\*\* | .188 | .179 | .493\*\* | .174 | .153 | .621\*\* |
|  | Sig. (2-tailed) |  | .000 | .003 | .922 | .000 | .082 | .096 | .000 | .107 | .156 | .000 |
|  | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Y.2 | Pearson Correlation | .390\*\* | 1 | .133 | .207 | .388\*\* | .102 | .262\* | .424\*\* | -.033 | .155 | .510\*\* |
|  | Sig. (2-tailed) | .000 |  | .218 | .054 | .000 | .347 | .014 | .000 | .765 | .153 | .000 |
|  | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Y.3 | Pearson Correlation | .311\*\* | .133 | 1 | .162 | .307\*\* | .446\*\* | .136 | .257\* | .474\*\* | .193 | .558\*\* |
|  | Sig. (2-tailed) | .003 | .218 |  | .134 | .004 | .000 | .210 | .016 | .000 | .074 | .000 |
|  | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Y.4 | Pearson Correlation | .011 | .207 | .162 | 1 | .322\*\* | .356\*\* | .616\*\* | .001 | .257\* | .581\*\* | .583\*\* |
|  | Sig. (2-tailed) | .922 | .054 | .134 |  | .002 | .001 | .000 | .990 | .016 | .000 | .000 |
|  | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Y.5 | Pearson Correlation | .574\*\* | .388\*\* | .307\*\* | .322\*\* | 1 | .292\*\* | .414\*\* | .330\*\* | .231\* | .358\*\* | .738\*\* |
|  | Sig. (2-tailed) | .000 | .000 | .004 | .002 |  | .006 | .000 | .002 | .031 | .001 | .000 |
|  | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Y.6 | Pearson Correlation | .188 | .102 | .446\*\* | .356\*\* | .292\*\* | 1 | .214\* | .147 | .445\*\* | .310\*\* | .577\*\* |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Sig. (2-tailed) | .082 | .347 | .000 | .001 | .006 | 87 | .047 | .175 | .000 | .004 | .000 |
|  | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Y.7 | Pearson Correlation | .179 | .262\* | .136 | .616\*\* | .414\*\* | .214\* | 1 | .174 | .393\*\* | .485\*\* | .648\*\* |
| Sig. (2-tailed) | .096 | .014 | .210 | .000 | .000 | .047 | 87 | .107 | .000 | .000 | .000 |
| N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Y.8 | Pearson Correlation | .493\*\* | .424\*\* | .257\* | .001 | .330\*\* | .147 | .174 | 1 | .171 | -.009 | .517\*\* |
|  | Sig. (2-tailed) | .000 | .000 | .016 | .990 | .002 | .175 | .107 |  | .114 | .936 | .000 |
|  | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Y.9 | Pearson Correlation | .174 | -.033 | .474\*\* | .257\* | .231\* | .445\*\* | .393\*\* | .171 | 1 | .509\*\* | .578\*\* |
|  | Sig. (2-tailed) | .107 | .765 | .000 | .016 | .031 | .000 | .000 | .114 |  | .000 | .000 |
|  | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| Y.10 | Pearson Correlation | .153 | .155 | .193 | .581\*\* | .358\*\* | .310\*\* | .485\*\* | -.009 | .509\*\* | 1 | .606\*\* |
|  | Sig. (2-tailed) | .156 | .153 | .074 | .000 | .001 | .004 | .000 | .936 | .000 |  | .000 |
|  | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |
| TOTAL.Y | Pearson Correlation | .621\*\* | .510\*\* | .558\*\* | .583\*\* | .738\*\* | .577\*\* | .648\*\* | .517\*\* | .578\*\* | .606\*\* | 1 |
|  | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
|  | N | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 |

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

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

*Sumber : Data Diolah Peneliti 2021*

Lampiran 4 rtabel



Lampiran 5 ttabel

