**Lampiran 4**

Tabulasi Variabel X

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Jumlah |
| 1 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 46 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 6 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 45 |
| 7 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 45 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 9 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 12 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 46 |
| 13 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 42 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 39 |
| 15 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 16 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 41 |
| 17 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 46 |
| 18 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 20 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 25 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 27 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 28 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 46 |
| 29 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 41 |
| 30 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| ∑X | 126 | 130 | 126 | 125 | 128 | 129 | 125 | 124 | 126 | 130 |  |
| ∑Y |  |  |  |  |  |  |  |  |  |  | 1269 |
| (∑X)2 | 15876 | 16900 | 15876 | 15625 | 16384 | 16641 | 15625 | 15376 | 15876 | 16900 |  |
| (∑Y)2 |  |  |  |  |  |  |  |  |  |  |  |
| ∑X.Y | 5360 | 5528 | 5354 | 5310 | 5440 | 5484 | 5319 | 5266 | 5360 | 5528 |  |
| ∑X2 | 534 | 570 | 534 | 525 | 552 | 561 | 527 | 516 | 534 | 570 |  |
| ∑Y2 |  |  |  |  |  |  |  |  |  |  | 53949 |

Tabulasi Variabel Y

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| NO | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Jumlah |
| 1 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 43 |
| 2 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 6 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 46 |
| 7 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 46 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 9 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 11 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 12 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 43 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 14 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 15 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 16 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 17 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 19 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 20 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 21 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 24 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 25 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 26 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 27 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 28 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 29 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 30 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| ∑X | 128 | 135 | 128 | 130 | 125 | 124 | 124 | 126 | 128 | 135 |  |
| ∑Y |  |  |  |  |  |  |  |  |  |  | 1283 |
| (∑X)2 | 16384 | 18225 | 16384 | 16641 | 15876 | 15376 | 15376 | 15876 | 16384 | 18225 |  |
| (∑Y)2 |  |  |  |  |  |  |  |  |  |  | 1646089 |
| ∑X.Y | 5510 | 5805 | 5500 | 5543 | 5424 | 5332 | 5332 | 5424 | 5510 | 5805 |  |
| ∑X2 | 552 | 615 | 552 | 561 | 534 | 516 | 516 | 534 | 552 | 615 |  |
| ∑Y2 |  |  |  |  |  |  |  |  |  |  | 55185 |

**Hasil Uji Validitas Variabel Keragaman Produk (X)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| x1 | 38,1000 | 7,403 | 0,838 | . | ,869 |
| x2 | 37,9667 | 7,551 | 0,683 | . | ,883 |
| x3 | 38,1000 | 7,817 | 0,671 | . | ,882 |
| x4 | 38,1333 | 7,913 | 0,670 | . | ,882 |
| x5 | 38,0333 | 7,757 | 0,642 | . | ,886 |
| x6 | 38,0000 | 7,655 | 0,661 | . | ,885 |
| x7 | 38,1333 | 7,361 | 0,771 | . | ,874 |
| x8 | 38,1667 | 8,006 | 0,679 | . | ,882 |
| x9 | 38,1000 | 7,403 | 0,830 | . | ,869 |
| x10 | 37,9667 | 7,551 | 0,683 | . | ,883 |

Cronbach’s Alpha Variabel Independent Keragaman Produk

(X) Realiability Statistics

|  |  |  |
| --- | --- | --- |
| Variabel | *Cronbach Alpha* Hitung | Keterangan |
| Keragaman Produk | 0,892 | Reliabel |

**Hasil Uji Validitas Variabel Keputusan Pembelian**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | | |
| Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| 38,5000 | 8,603 | 0,833 | . | ,903 |
| 38,2667 | 8,961 | 0,647 | . | ,919 |
| 38,5000 | 9,293 | 0,601 | . | ,919 |
| 38,4333 | 9,082 | 0,585 | . | ,918 |
| 38,6000 | 8,800 | 0,909 | . | ,900 |
| 38,6333 | 8,999 | 0,875 | . | ,902 |
| 38,6333 | 8,999 | 0,875 | . | ,902 |
| 38,5667 | 8,599 | 0,909 | . | ,898 |
| 38,5000 | 8,603 | 0,833 | . | ,903 |
| 38,2667 | 8,961 | 0,647 | . | ,919 |

Cronbach’s Alpha Variabel Dependent Keputusan Pembelian

(Y) Realiability Statistics

|  |  |  |
| --- | --- | --- |
| Variabel | *Cronbach Alpha* Hitung | Keterangan |
| Keragaman Produk | 0,892 | Reliabel |