# DAFTAR PUSTAKA

Arikunto, S. (2012). *Prosedur Penelitian: Suatu Pendekatan Praktek*. Jakarta: Rineka Cipta.

Arista, E. D. (2011). *Analsis Pengaruh Iklan, Kepercayaan Merek dan Citra Merek Terhadap Minat Beli Konsumen*. Vol. 13, No. 1 ISSN 1693-928X.

Darmano dan Wardaya, S. (2016). *Manajemen Pemasaran. Ed. 1, Cet.1*.

Deepublih. Yogyakarta.

Desmaryani, S. (2019). *Wirausaha dan Daya Saing*. Yogyakarta: Deepublish. Djaharuddin, D., Djufri, F., Ismail, A., Mabrur dan St. Hardiyanti. (2017).

*Pengaruh Inovasi Produk dan Brand Image Terhadap Minat Beli Konsumen Tupperware Pada PT. Dian Nugraha Sakti di Makassar*. Jurnal lmiah Bongaya (Manajemen & Akuntansi). ISSN : 1907 – 5480. April 2017, No. XXI.

Griffin, R. W. (2014). *Manajemen, Edisi Ketujuh, Jilid 1*. Erlangga. Jakarta. Herdioko, J. (2017). *Pengaruh Produk dan Harga Terhadap Minat Beli*

*Konsumen Dalam Berbelanja Produk Kopi Secara Daring: Studi Kasus Pada Situs Internet Otten Coffee*. JRMB, Volume 12, No. 2.

Kotler, Philip dan Gary Armstrong. (2015). *Principles Of Marketing*, Edisi 14, New Jersey: Prentice-Hall Published.

Kuncoro, M. (2013). *Metode Riset untuk Bisnis dan Ekonomi” Edisi 4*. Jakarta: Erlangga.

Nasution, M. F. R. (2014). *Pengaruh Promosi dan Harga Terhadap Minat Beli Perumahan Obama PT. Nailah Adi Kurnia Sei Mencirim Medan*. Jurnal Manajemen dan Bisnis Vol. 14 No. 02 ISSN 1693-7619.

Putra, M. C. S. D. dan Ekawati, N. W. (2017). *Pengaruh Inovasi Produk, Harga, Citra Merek dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Sepeda Motor Vespa*. E-Jurnal Manajemen Unud, Vol. 6, No. 3, 2017: 1674-1700, ISSN : 2302-8912.

Rasyid, H. A. dan Indah, A. T. (2018). *Pengaruh Inovasi Produk dan Harga Terhadap Keputusan Pembelian Sepeda Motor Yamaha di Kota Tangerang Selatan*. Jurnal Perspektif, p -ISSN: 1411 -8637 e -ISSN: 2550 -1178, Vol. XVI No. 1 Maret 2018.

Sanusi, A. (2012). *Metode Penelitian Bisnis*. Jakarta: PT. Salemba Empat.

Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: PT Alfabet.

Susanto, Y. W. (2017). *Pengaruh Inovasi Produk, Kualitas Produk dan Harga Terhadap Keputusan Pembelian di Toko Roti dan Kue Ferissa Bantul Yogyakarta*. Fakultas Ekonomi. Universisitas PGRI Yogyakarta.

Umar, . (2013). Metode Penelitian Untuk Skripsi dan Tesis. Rajawali. Jakarta.

# Lampiran 1

**KUESIONER**

Kepada Yth Bapak/Ibu Responden Di

Langsa

Puji syukur kita panjatkan kehadirat Allah SWT karena atas limpahan rahmat, hidayah dan taufik-Nya lah sehingga angket penelitian ini yang berjudul “Pengaruh Inovasi Produk Terhadap Minat Beli Konsumen Pada CV. Bumoe Pasee Persada Group Langsa”. Sehubungan dengan hal tersebut, maka mohon kesediaan Bapak/Ibu untuk mengisi angket ini walaupun disadari bahwa kesibukan selalu menyertai aktivitas, tugas dan pekerjaan Bapak/Ibu. Dalam mengisi angket ini, mohon kesediannya untuk menjawab secara jujur dan objektif, serta tidak merasa ragu karena angket ini hanya untuk kebutuhan penelitian, yang tidak sama sekali dimaksudkan untuk memberi penilaian yang dapat merugikan akademik Bapak/Ibu.

Atas kesediaan dan kerjasama yang baik ini diucapkan banyak terima kasih, semoga Allah SWT meridhoi kita semua, Amin.

Medan, Februari 2020 Peneliti

# Nadra Minelva

1. **IDENTITAS RESPONDEN**

Nama : .........................................................................

Jenis Kelamin : .........................................................................

Umur : .........................................................................

# PETUNJUK PENGISIAN

* 1. bacalah baik-baik setiap pernyataan dalam angket ini sebelum menjawabnya.
	2. Berilah jawaban dengan memberi tanda (√) pada kolom yang tersedia. SS = Sangat Setuju

S = Setuju

KS = Kurang Setuju TS = Tidak Setuju

STS = Sangat Tidak Setuju

* 1. bila ada sesuatu yang kurang jelas. mohon ditanyakan pada peneliti.

# Inovasi Produk (X)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **KS** | **STS** |
| **Keunggulan relatif (*relative advantage*)** |
| 1 | Produk minuman yang dijual memilikidesain produk lebih inovatif |  |  |  |  |  |
| 2 | Setiap kemasan produk minuman yangdijual mengikuti perkembangan pasar |  |  |  |  |  |
| **Kesesuaian/keserasian (*compability*)** |
| 3 | Setiap produk miuman yang dijual telahberinovasi sesuai dengan selerea konsumen |  |  |  |  |  |
| 4 | Harga produk yang dijual sesuai denganyang ditawarkan kepada konsumen |  |  |  |  |  |
| **Kerumitan (*complexity*)** |
| 5 | Inovasi produk minuman yang dijualmudah ditemukan dalam waktu singkat |  |  |  |  |  |
| 6 | Konsumen tidak mengalami kesulitan dalam mendapatkan produk yang telahberinovasi |  |  |  |  |  |

|  |
| --- |
| **Ketercobaan (*triability*)** |
| 7 | Semua produk yang dijual telahbersertifikat halal |  |  |  |  |  |
| 8 | Produk yang dijual dijamin tidakmenggung kesehatan konsumen |  |  |  |  |  |
| **Keterlihatan (*observability*)** |
| 9 | Produk yang dijual diiklankan di TVsehingga mudah mengenali setiap produk |  |  |  |  |  |
| 10 | Konsumen mudah melihat informasiproduk yang dijual melalui profil perusahaan. |  |  |  |  |  |

**Minat Pembeli (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **KS** | **STS** |
| ***Attention* (Perhatian)** |
| 1 | Saya selalu mengikuti perkembanganinovasi produk minuman |  |  |  |  |  |
| 2 | Saya berusaha mencari informasi penting mengenai inovasi produk minumankemasan terbaru |  |  |  |  |  |
| 3 | Saya memberi perhatian lebih terhadap setiap produk baru yang telah berinovasiterutama menyangkut masalah kesehatan |  |  |  |  |  |
| ***Interest* (Ketertarikan)** |
| 4 | Saya sangat suka dengan inovasi produkminuman yang menggugah selera |  |  |  |  |  |
| 5 | Bentuk kemasan menjadi salah satu dayatarik dalam membeli sebuah produk |  |  |  |  |  |
| 6 | Saya merasa tertarik membeli minumankemasan dengan rasa pilihan dan teksturnya unik |  |  |  |  |  |
| ***Desire* (Keinginan)** |
| 7 | Saya langsung membeli minuman yangsesuai dengan keinginan saya |  |  |  |  |  |
| 8 | Saya berkeinginan memiliki koleksi semuajenis minuman kemasan dirumah |  |  |  |  |  |
| ***Action* (Tindakan)** |
| 9 | Saya langsung berhenti membeli produkminuman yang berbahaya bagi kesehatan |  |  |  |  |  |
| 10 | Saya menceritakan tentang minumankemasan kesukaan kepada teman-teman di media sosial |  |  |  |  |  |

**Lampiran 2**

**Tabulasi Data Variabel Inovasi Produk (Y)**

|  |  |  |
| --- | --- | --- |
| **No.****Responden** | **No. Item Pernyataan** | **X** |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| 1 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 44 |
| 2 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 47 |
| 3 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 45 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 41 |
| 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 45 |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 7 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 48 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| 9 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 47 |
| 10 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 44 |
| 11 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 47 |
| 12 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 44 |
| 13 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 14 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 44 |
| 15 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 45 |
| 16 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 47 |
| 17 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| 18 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 41 |
| 19 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 20 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 47 |
| 21 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 45 |
| 22 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 45 |
| 23 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 48 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 25 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 48 |
| 26 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 44 |
| 27 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 43 |
| 28 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 45 |
| 29 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 44 |
| 30 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 31 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 47 |
| 32 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 43 |
| 33 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 41 |
| 34 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 35 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 36 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| 37 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 38 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 44 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 39 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |
| 40 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 45 |
| 41 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 48 |
| 42 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 43 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 44 |
| 44 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 44 |
| 45 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 43 |
| 46 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 45 |
| 47 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 44 |
| 48 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 49 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 45 |
| 50 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 48 |
| 51 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 45 |
| 52 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 45 |
| 53 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 44 |
| 54 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 43 |
| 55 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 45 |
| 56 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 57 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 46 |
| 58 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 47 |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 41 |
| 60 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 41 |
| 61 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 46 |
| 62 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| 64 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 47 |
| 65 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 66 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 67 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 44 |
| 68 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 43 |
| 69 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 70 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 38 |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 72 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 73 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 74 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 75 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 44 |
| 76 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 77 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 47 |
| 78 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 5 | 40 |
| 79 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 80 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 81 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 82 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 44 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 83 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 42 |
| 84 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 36 |
| 85 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 36 |
| 86 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 87 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| 88 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 89 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 45 |
| 90 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 91 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 92 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 45 |
| 93 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 42 |
| 94 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| Total | 417 | 403 | 391 | 413 | 409 | 421 | 415 | 413 | 410 | 432 | 4124 |

**Lampiran 3**

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

|  |  |  |
| --- | --- | --- |
| **No.****Responden** | **No. Item Pernyataan** | **Y** |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| 1 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 45 |
| 2 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 48 |
| 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 44 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 45 |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| 7 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 48 |
| 8 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 48 |
| 9 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 47 |
| 10 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| 12 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 45 |
| 13 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 14 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 15 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 43 |
| 16 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 48 |
| 17 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |
| 18 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 19 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 20 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 48 |
| 21 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 46 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 44 |
| 23 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 24 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 48 |
| 25 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 47 |
| 26 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 44 |
| 27 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 43 |
| 29 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 30 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 31 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 45 |
| 32 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 45 |
| 33 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 43 |
| 34 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 43 |
| 35 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 48 |
| 36 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 37 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 38 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 39 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 40 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 46 |
| 41 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 47 |
| 42 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 43 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 44 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 45 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 45 |
| 46 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| 47 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 48 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 48 |
| 49 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 47 |
| 50 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 51 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |
| 52 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 47 |
| 53 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 44 |
| 54 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 55 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 46 |
| 56 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 57 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 46 |
| 58 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 44 |
| 59 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 44 |
| 60 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |
| 61 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 45 |
| 62 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 48 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 64 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 48 |
| 65 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 46 |
| 66 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 68 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 37 |
| 69 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 34 |
| 70 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 37 |
| 71 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 38 |
| 72 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 37 |
| 73 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 44 |
| 74 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 48 |
| 75 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 76 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 44 |
| 77 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 42 |
| 78 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 79 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 80 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 37 |
| 81 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 42 |
| 82 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 40 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 83 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| 84 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 85 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 38 |
| 86 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 40 |
| 87 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 39 |
| 88 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 89 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 41 |
| 90 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 44 |
| 91 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 45 |
| 92 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 46 |
| 93 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 45 |
| 94 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 45 |
| Total | 413 | 409 | 417 | 400 | 397 | 410 | 411 | 419 | 408 | 416 | 4100 |

**Lampiran 4**

**Total Tabulasi variabel X dan Y**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No.** | **X** | **Y** | **X2** | **Y2** | **X.Y** |
| 1 | 44 | 45 | 1936 | 2025 | 1980 |
| 2 | 47 | 48 | 2209 | 2304 | 2256 |
| 3 | 45 | 44 | 2025 | 1936 | 1980 |
| 4 | 41 | 41 | 1681 | 1681 | 1681 |
| 5 | 45 | 45 | 2025 | 2025 | 2025 |
| 6 | 40 | 41 | 1600 | 1681 | 1640 |
| 7 | 48 | 48 | 2304 | 2304 | 2304 |
| 8 | 41 | 48 | 1681 | 2304 | 1968 |
| 9 | 47 | 47 | 2209 | 2209 | 2209 |
| 10 | 44 | 43 | 1936 | 1849 | 1892 |
| 11 | 47 | 41 | 2209 | 1681 | 1927 |
| 12 | 44 | 45 | 1936 | 2025 | 1980 |
| 13 | 49 | 49 | 2401 | 2401 | 2401 |
| 14 | 44 | 41 | 1936 | 1681 | 1804 |
| 15 | 45 | 43 | 2025 | 1849 | 1935 |
| 16 | 47 | 48 | 2209 | 2304 | 2256 |
| 17 | 41 | 43 | 1681 | 1849 | 1763 |
| 18 | 41 | 43 | 1681 | 1849 | 1763 |
| 19 | 47 | 48 | 2209 | 2304 | 2256 |
| 20 | 47 | 48 | 2209 | 2304 | 2256 |
| 21 | 45 | 46 | 2025 | 2116 | 2070 |
| 22 | 45 | 44 | 2025 | 1936 | 1980 |
| 23 | 48 | 47 | 2304 | 2209 | 2256 |
| 24 | 49 | 48 | 2401 | 2304 | 2352 |
| 25 | 48 | 47 | 2304 | 2209 | 2256 |
| 26 | 44 | 44 | 1936 | 1936 | 1936 |
| 27 | 43 | 43 | 1849 | 1849 | 1849 |
| 28 | 45 | 43 | 2025 | 1849 | 1935 |
| 29 | 44 | 41 | 1936 | 1681 | 1804 |
| 30 | 49 | 50 | 2401 | 2500 | 2450 |
| 31 | 47 | 45 | 2209 | 2025 | 2115 |
| 32 | 43 | 45 | 1849 | 2025 | 1935 |
| 33 | 41 | 43 | 1681 | 1849 | 1763 |
| 34 | 40 | 43 | 1600 | 1849 | 1720 |
| 35 | 50 | 48 | 2500 | 2304 | 2400 |
| 36 | 41 | 41 | 1681 | 1681 | 1681 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 37 | 49 | 50 | 2401 | 2500 | 2450 |
| 38 | 44 | 41 | 1936 | 1681 | 1804 |
| 39 | 43 | 41 | 1849 | 1681 | 1763 |
| 40 | 45 | 46 | 2025 | 2116 | 2070 |
| 41 | 48 | 47 | 2304 | 2209 | 2256 |
| 42 | 49 | 50 | 2401 | 2500 | 2450 |
| 43 | 44 | 43 | 1936 | 1849 | 1892 |
| 44 | 44 | 41 | 1936 | 1681 | 1804 |
| 45 | 43 | 45 | 1849 | 2025 | 1935 |
| 46 | 45 | 41 | 2025 | 1681 | 1845 |
| 47 | 44 | 41 | 1936 | 1681 | 1804 |
| 48 | 49 | 48 | 2401 | 2304 | 2352 |
| 49 | 45 | 47 | 2025 | 2209 | 2115 |
| 50 | 48 | 50 | 2304 | 2500 | 2400 |
| 51 | 45 | 43 | 2025 | 1849 | 1935 |
| 52 | 45 | 47 | 2025 | 2209 | 2115 |
| 53 | 44 | 44 | 1936 | 1936 | 1936 |
| 54 | 43 | 41 | 1849 | 1681 | 1763 |
| 55 | 45 | 46 | 2025 | 2116 | 2070 |
| 56 | 48 | 50 | 2304 | 2500 | 2400 |
| 57 | 46 | 46 | 2116 | 2116 | 2116 |
| 58 | 47 | 44 | 2209 | 1936 | 2068 |
| 59 | 41 | 44 | 1681 | 1936 | 1804 |
| 60 | 41 | 43 | 1681 | 1849 | 1763 |
| 61 | 46 | 45 | 2116 | 2025 | 2070 |
| 62 | 47 | 48 | 2209 | 2304 | 2256 |
| 63 | 41 | 41 | 1681 | 1681 | 1681 |
| 64 | 47 | 48 | 2209 | 2304 | 2256 |
| 65 | 48 | 46 | 2304 | 2116 | 2208 |
| 66 | 40 | 40 | 1600 | 1600 | 1600 |
| 67 | 44 | 40 | 1936 | 1600 | 1760 |
| 68 | 43 | 37 | 1849 | 1369 | 1591 |
| 69 | 39 | 34 | 1521 | 1156 | 1326 |
| 70 | 38 | 37 | 1444 | 1369 | 1406 |
| 71 | 40 | 38 | 1600 | 1444 | 1520 |
| 72 | 42 | 37 | 1764 | 1369 | 1554 |
| 73 | 42 | 44 | 1764 | 1936 | 1848 |
| 74 | 41 | 48 | 1681 | 2304 | 1968 |
| 75 | 44 | 40 | 1936 | 1600 | 1760 |
| 76 | 41 | 44 | 1681 | 1936 | 1804 |
| 77 | 47 | 42 | 2209 | 1764 | 1974 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 78 | 40 | 39 | 1600 | 1521 | 1560 |
| 79 | 38 | 39 | 1444 | 1521 | 1482 |
| 80 | 39 | 37 | 1521 | 1369 | 1443 |
| 81 | 40 | 42 | 1600 | 1764 | 1680 |
| 82 | 44 | 40 | 1936 | 1600 | 1760 |
| 83 | 42 | 41 | 1764 | 1681 | 1722 |
| 84 | 36 | 36 | 1296 | 1296 | 1296 |
| 85 | 36 | 38 | 1296 | 1444 | 1368 |
| 86 | 39 | 40 | 1521 | 1600 | 1560 |
| 87 | 41 | 39 | 1681 | 1521 | 1599 |
| 88 | 39 | 38 | 1521 | 1444 | 1482 |
| 89 | 45 | 41 | 2025 | 1681 | 1845 |
| 90 | 40 | 44 | 1600 | 1936 | 1760 |
| 91 | 40 | 45 | 1600 | 2025 | 1800 |
| 92 | 45 | 46 | 2025 | 2116 | 2070 |
| 93 | 42 | 45 | 1764 | 2025 | 1890 |
| 94 | 47 | 45 | 2209 | 2025 | 2115 |
| Total | 4124 | 4100 | 181914 | 180078 | 180702 |

**Lampiran 5**

**Hasil Uji Data SPSS**

1. **Tabel Frequency Inovasi Produk**

**P\_1**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| 4Valid 5Total | 53 | 56.4 | 56.4 | 56.4 |
| 41 | 43.6 | 43.6 | 100.0 |
| 94 | 100.0 | 100.0 |  |

**P\_2**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percent | Valid Percent | CumulativePercent |
| 34Valid 5Total | 3 | 3.2 | 3.2 | 3.2 |
| 61 | 64.9 | 64.9 | 68.1 |
| 30 | 31.9 | 31.9 | 100.0 |
| 94 | 100.0 | 100.0 |  |

**P\_3**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| 34Valid 5Total | 6 | 6.4 | 6.4 | 6.4 |
| 67 | 71.3 | 71.3 | 77.7 |
| 21 | 22.3 | 22.3 | 100.0 |
| 94 | 100.0 | 100.0 |  |

**P\_4**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percent | Valid Percent | CumulativePercent |
| 34Valid 5Total | 5 | 5.3 | 5.3 | 5.3 |
| 47 | 50.0 | 50.0 | 55.3 |
| 42 | 44.7 | 44.7 | 100.0 |
| 94 | 100.0 | 100.0 |  |

**P\_5**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| 34Valid 5Total | 4 | 4.3 | 4.3 | 4.3 |
| 53 | 56.4 | 56.4 | 60.6 |
| 37 | 39.4 | 39.4 | 100.0 |
| 94 | 100.0 | 100.0 |  |

**P\_6**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| 4Valid 5Total | 49 | 52.1 | 52.1 | 52.1 |
| 45 | 47.9 | 47.9 | 100.0 |
| 94 | 100.0 | 100.0 |  |

**P\_7**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| 4Valid 5Total | 55 | 58.5 | 58.5 | 58.5 |
| 39 | 41.5 | 41.5 | 100.0 |
| 94 | 100.0 | 100.0 |  |

**P\_8**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percent | Valid Percent | CumulativePercent |
| 4Valid 5Total | 57 | 60.6 | 60.6 | 60.6 |
| 37 | 39.4 | 39.4 | 100.0 |
| 94 | 100.0 | 100.0 |  |

**P\_9**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| 4Valid 5Total | 60 | 63.8 | 63.8 | 63.8 |
| 34 | 36.2 | 36.2 | 100.0 |
| 94 | 100.0 | 100.0 |  |

**P\_10**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percent | Valid Percent | CumulativePercent |
| 4Valid 5Total | 38 | 40.4 | 40.4 | 40.4 |
| 56 | 59.6 | 59.6 | 100.0 |
| 94 | 100.0 | 100.0 |  |

# Tabel Frequency Minat Beli Konsumen

**P\_1**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| 3 | 3 | 3.2 | 3.2 | 3.2 |
| 4Valid 5 | 5140 | 54.342.6 | 54.342.6 | 57.4100.0 |
| Total | 94 | 100.0 | 100.0 |  |

**P\_2**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percent | Valid Percent | CumulativePercent |
| 3 | 2 | 2.1 | 2.1 | 2.1 |
| 4Valid 5 | 5735 | 60.637.2 | 60.637.2 | 62.8100.0 |
| Total | 94 | 100.0 | 100.0 |  |

**P\_3**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| 3 | 5 | 5.3 | 5.3 | 5.3 |
| 4Valid 5 | 4346 | 45.748.9 | 45.748.9 | 51.1100.0 |
| Total | 94 | 100.0 | 100.0 |  |

**P\_4**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percent | Valid Percent | CumulativePercent |
| 3 | 7 | 7.4 | 7.4 | 7.4 |
| 4Valid 5 | 5631 | 59.633.0 | 59.633.0 | 67.0100.0 |
| Total | 94 | 100.0 | 100.0 |  |

**P\_5**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| 3 | 6 | 6.4 | 6.4 | 6.4 |
| 4Valid 5 | 6127 | 64.928.7 | 64.928.7 | 71.3100.0 |
| Total | 94 | 100.0 | 100.0 |  |

**P\_6**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| 4 | 60 | 63.8 | 63.8 | 63.8 |
| Valid 5 | 34 | 36.2 | 36.2 | 100.0 |
| Total | 94 | 100.0 | 100.0 |  |

**P\_7**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| 4 | 59 | 62.8 | 62.8 | 62.8 |
| Valid 5 | 35 | 37.2 | 37.2 | 100.0 |
| Total | 94 | 100.0 | 100.0 |  |

**P\_8**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percent | Valid Percent | CumulativePercent |
| 3 | 2 | 2.1 | 2.1 | 2.1 |
| 4Valid 5 | 4745 | 50.047.9 | 50.047.9 | 52.1100.0 |
| Total | 94 | 100.0 | 100.0 |  |

**P\_9**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| 3 | 3 | 3.2 | 3.2 | 3.2 |
| 4Valid 5 | 5635 | 59.637.2 | 59.637.2 | 62.8100.0 |
| Total | 94 | 100.0 | 100.0 |  |

**P\_10**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Frequency | Percent | Valid Percent | CumulativePercent |
| 3 | 7 | 7.4 | 7.4 | 7.4 |
| 4Valid 5 | 4047 | 42.650.0 | 42.650.0 | 50.0100.0 |
| Total | 94 | 100.0 | 100.0 |  |

# Uji Validitas Variabel Inovasi Produk

**Correlations**

|  |  |
| --- | --- |
|  | Total\_Item |
|  | Pearson Correlation | .598\* |
| P\_1 | Sig. (2-tailed) | .000 |
|  | N | 94 |
|  | Pearson Correlation | .618\*\* |
| P\_2 | Sig. (2-tailed) | .000 |
|  | N | 94 |
|  | Pearson Correlation | .661\*\* |
| P\_3 | Sig. (2-tailed) | .000 |
|  | N | 94 |
|  | Pearson Correlation | .709\*\* |
| P\_4 | Sig. (2-tailed) | .000 |
|  | N | 94 |
|  | Pearson Correlation | .724 |
| P\_5 | Sig. (2-tailed) | .000 |
|  | N | 94 |
|  | Pearson Correlation | .531\*\* |
| P\_6 | Sig. (2-tailed) | .000 |
|  | N | 94 |
|  | Pearson Correlation | .620\*\* |
| P\_7 | Sig. (2-tailed) | .000 |
|  | N | 94 |
|  | Pearson Correlation | .678\*\* |
| P\_8 | Sig. (2-tailed) | .000 |
|  | N | 94 |
|  | Pearson Correlation | .604\*\* |
| P\_9 | Sig. (2-tailed) | .000 |
|  | N | 94 |
|  | Pearson Correlation | .544\*\* |
| P\_10 | Sig. (2-tailed) | .000 |
|  | N | 94 |
|  | Pearson Correlation | 1\*\* |
| Total\_Item | Sig. (2-tailed) |  |
|  | N | 94 |

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

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

# Uji Validitas Varabel Minat Beli Konsumen

**Correlations**

|  |  |
| --- | --- |
|  | Total\_Item |
|  | Pearson Correlation | .717\*\* |
| P\_1 | Sig. (2-tailed) | .000 |
|  | N | 94 |
|  | Pearson Correlation | .655\*\* |
| P\_2 | Sig. (2-tailed) | .000 |
|  | N | 94 |
|  | Pearson Correlation | .687\*\* |
| P\_3 | Sig. (2-tailed) | .000 |
|  | N | 94 |
|  | Pearson Correlation | .713\*\* |
| P\_4 | Sig. (2-tailed) | .000 |
|  | N | 94 |
|  | Pearson Correlation | .724 |
| P\_5 | Sig. (2-tailed) | .000 |
|  | N | 94 |
|  | Pearson Correlation | .687\*\* |
| P\_6 | Sig. (2-tailed) | .000 |
|  | N | 94 |
|  | Pearson Correlation | .525\* |
| P\_7 | Sig. (2-tailed) | .000 |
|  | N | 94 |
|  | Pearson Correlation | .652\*\* |
| P\_8 | Sig. (2-tailed) | .000 |
|  | N | 94 |
|  | Pearson Correlation | .676\*\* |
| P\_9 | Sig. (2-tailed) | .000 |
|  | N | 94 |
|  | Pearson Correlation | .700\*\* |
| P\_10 | Sig. (2-tailed) | .000 |
|  | N | 94 |
|  | Pearson Correlation | 1\*\* |
| Total\_Item | Sig. (2-tailed) |  |
|  | N | 94 |

# Uji Reliabilitas Inovasi Produk

**Reliability Statistics**

|  |  |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .831 | 10 |

# Uji Reliabilitas Minat Beli Konsumen

**Reliability Statistics**

|  |  |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .860 | 10 |

# Uji Statisttik dan Regresi

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| Inovasi Produk | 94 | 36 | 50 | 43.87 | 3.254 |
| Minat Beli Konsumen | 94 | 34 | 50 | 43.62 | 3.664 |
| Valid N (listwise) | 94 |  |  |  |  |

**Model Summary**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .745a | .554 | .550 | 2.459 |

a. Predictors: (Constant), Inovasi Produk

**Coefficientsa**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| (Constant) | 6.833 | 3.447 |  | 1.982 | .050 |
| 1Inovasi Produk | .838 | .078 | .745 | 10.699 | .000 |

a. Dependent Variable: Minat Beli Konsumen

# Lampiran 6

**Titik Presentase Distribusi t Tabel**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Pr** | **0.25** | **0.10** | **0.05** | **0.025** | **0.01** | **0.005** | **0.001** |
| **df** | **0.50** | **0.20** | **0.10** | **0.050** | **0.02** | **0.010** | **0.002** |
| **1** | 1.00000 | 3.07768 | 6.31375 | 12.70620 | 31.82052 | 63.65674 | 318.30884 |
| **2** | 0.81650 | 1.88562 | 2.91999 | 4.30265 | 6.96456 | 9.92484 | 22.32712 |
| **3** | 0.76489 | 1.63774 | 2.35336 | 3.18245 | 4.54070 | 5.84091 | 10.21453 |
| **4** | 0.74070 | 1.53321 | 2.13185 | 2.77645 | 3.74695 | 4.60409 | 7.17318 |
| **5** | 0.72669 | 1.47588 | 2.01505 | 2.57058 | 3.36493 | 4.03214 | 5.89343 |
| **6** | 0.71756 | 1.43976 | 1.94318 | 2.44691 | 3.14267 | 3.70743 | 5.20763 |
| **7** | 0.71114 | 1.41492 | 1.89458 | 2.36462 | 2.99795 | 3.49948 | 4.78529 |
| **8** | 0.70639 | 1.39682 | 1.85955 | 2.30600 | 2.89646 | 3.35539 | 4.50079 |
| **9** | 0.70272 | 1.38303 | 1.83311 | 2.26216 | 2.82144 | 3.24984 | 4.29681 |
| **10** | 0.69981 | 1.37218 | 1.81246 | 2.22814 | 2.76377 | 3.16927 | 4.14370 |
| **11** | 0.69745 | 1.36343 | 1.79588 | 2.20099 | 2.71808 | 3.10581 | 4.02470 |
| **12** | 0.69548 | 1.35622 | 1.78229 | 2.17881 | 2.68100 | 3.05454 | 3.92963 |
| **13** | 0.69383 | 1.35017 | 1.77093 | 2.16037 | 2.65031 | 3.01228 | 3.85198 |
| **14** | 0.69242 | 1.34503 | 1.76131 | 2.14479 | 2.62449 | 2.97684 | 3.78739 |
| **15** | 0.69120 | 1.34061 | 1.75305 | 2.13145 | 2.60248 | 2.94671 | 3.73283 |
| **16** | 0.69013 | 1.33676 | 1.74588 | 2.11991 | 2.58349 | 2.92078 | 3.68615 |
| **17** | 0.68920 | 1.33338 | 1.73961 | 2.10982 | 2.56693 | 2.89823 | 3.64577 |
| **18** | 0.68836 | 1.33039 | 1.73406 | 2.10092 | 2.55238 | 2.87844 | 3.61048 |
| **19** | 0.68762 | 1.32773 | 1.72913 | 2.09302 | 2.53948 | 2.86093 | 3.57940 |
| **20** | 0.68695 | 1.32534 | 1.72472 | 2.08596 | 2.52798 | 2.84534 | 3.55181 |
| **21** | 0.68635 | 1.32319 | 1.72074 | 2.07961 | 2.51765 | 2.83136 | 3.52715 |
| **22** | 0.68581 | 1.32124 | 1.71714 | 2.07387 | 2.50832 | 2.81876 | 3.50499 |
| **23** | 0.68531 | 1.31946 | 1.71387 | 2.06866 | 2.49987 | 2.80734 | 3.48496 |
| **24** | 0.68485 | 1.31784 | 1.71088 | 2.06390 | 2.49216 | 2.79694 | 3.46678 |
| **25** | 0.68443 | 1.31635 | 1.70814 | 2.05954 | 2.48511 | 2.78744 | 3.45019 |
| **26** | 0.68404 | 1.31497 | 1.70562 | 2.05553 | 2.47863 | 2.77871 | 3.43500 |
| **27** | 0.68368 | 1.31370 | 1.70329 | 2.05183 | 2.47266 | 2.77068 | 3.42103 |
| **28** | 0.68335 | 1.31253 | 1.70113 | 2.04841 | 2.46714 | 2.76326 | 3.40816 |
| **29** | 0.68304 | 1.31143 | 1.69913 | 2.04523 | 2.46202 | 2.75639 | 3.39624 |
| **30** | 0.68276 | 1.31042 | 1.69726 | 2.04227 | 2.45726 | 2.75000 | 3.38518 |
| **31** | 0.68249 | 1.30946 | 1.69552 | 2.03951 | 2.45282 | 2.74404 | 3.37490 |
| **32** | 0.68223 | 1.30857 | 1.69389 | 2.03693 | 2.44868 | 2.73848 | 3.36531 |
| **33** | 0.68200 | 1.30774 | 1.69236 | 2.03452 | 2.44479 | 2.73328 | 3.35634 |
| **34** | 0.68177 | 1.30695 | 1.69092 | 2.03224 | 2.44115 | 2.72839 | 3.34793 |
| **35** | 0.68156 | 1.30621 | 1.68957 | 2.03011 | 2.43772 | 2.72381 | 3.34005 |
| **36** | 0.68137 | 1.30551 | 1.68830 | 2.02809 | 2.43449 | 2.71948 | 3.33262 |
| **37** | 0.68118 | 1.30485 | 1.68709 | 2.02619 | 2.43145 | 2.71541 | 3.32563 |
| **38** | 0.68100 | 1.30423 | 1.68595 | 2.02439 | 2.42857 | 2.71156 | 3.31903 |
| **39** | 0.68083 | 1.30364 | 1.68488 | 2.02269 | 2.42584 | 2.70791 | 3.31279 |
| **40** | 0.68067 | 1.30308 | 1.68385 | 2.02108 | 2.42326 | 2.70446 | 3.30688 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Pr** | **0.25** | **0.10** | **0.05** | **0.025** | **0.01** | **0.005** | **0.001** |
| **df** | **0.50** | **0.20** | **0.10** | **0.050** | **0.02** | **0.010** | **0.002** |
| **41** | 0.68052 | 1.30254 | 1.68288 | 2.01954 | 2.42080 | 2.70118 | 3.30127 |
| **42** | 0.68038 | 1.30204 | 1.68195 | 2.01808 | 2.41847 | 2.69807 | 3.29595 |
| **43** | 0.68024 | 1.30155 | 1.68107 | 2.01669 | 2.41625 | 2.69510 | 3.29089 |
| **44** | 0.68011 | 1.30109 | 1.68023 | 2.01537 | 2.41413 | 2.69228 | 3.28607 |
| **45** | 0.67998 | 1.30065 | 1.67943 | 2.01410 | 2.41212 | 2.68959 | 3.28148 |
| **46** | 0.67986 | 1.30023 | 1.67866 | 2.01290 | 2.41019 | 2.68701 | 3.27710 |
| **47** | 0.67975 | 1.29982 | 1.67793 | 2.01174 | 2.40835 | 2.68456 | 3.27291 |
| **48** | 0.67964 | 1.29944 | 1.67722 | 2.01063 | 2.40658 | 2.68220 | 3.26891 |
| **49** | 0.67953 | 1.29907 | 1.67655 | 2.00958 | 2.40489 | 2.67995 | 3.26508 |
| **50** | 0.67943 | 1.29871 | 1.67591 | 2.00856 | 2.40327 | 2.67779 | 3.26141 |
| **51** | 0.67933 | 1.29837 | 1.67528 | 2.00758 | 2.40172 | 2.67572 | 3.25789 |
| **52** | 0.67924 | 1.29805 | 1.67469 | 2.00665 | 2.40022 | 2.67373 | 3.25451 |
| **53** | 0.67915 | 1.29773 | 1.67412 | 2.00575 | 2.39879 | 2.67182 | 3.25127 |
| **54** | 0.67906 | 1.29743 | 1.67356 | 2.00488 | 2.39741 | 2.66998 | 3.24815 |
| **55** | 0.67898 | 1.29713 | 1.67303 | 2.00404 | 2.39608 | 2.66822 | 3.24515 |
| **56** | 0.67890 | 1.29685 | 1.67252 | 2.00324 | 2.39480 | 2.66651 | 3.24226 |
| **57** | 0.67882 | 1.29658 | 1.67203 | 2.00247 | 2.39357 | 2.66487 | 3.23948 |
| **58** | 0.67874 | 1.29632 | 1.67155 | 2.00172 | 2.39238 | 2.66329 | 3.23680 |
| **59** | 0.67867 | 1.29607 | 1.67109 | 2.00100 | 2.39123 | 2.66176 | 3.23421 |
| **60** | 0.67860 | 1.29582 | 1.67065 | 2.00030 | 2.39012 | 2.66028 | 3.23171 |
| **61** | 0.67853 | 1.29558 | 1.67022 | 1.99962 | 2.38905 | 2.65886 | 3.22930 |
| **62** | 0.67847 | 1.29536 | 1.66980 | 1.99897 | 2.38801 | 2.65748 | 3.22696 |
| **63** | 0.67840 | 1.29513 | 1.66940 | 1.99834 | 2.38701 | 2.65615 | 3.22471 |
| **64** | 0.67834 | 1.29492 | 1.66901 | 1.99773 | 2.38604 | 2.65485 | 3.22253 |
| **65** | 0.67828 | 1.29471 | 1.66864 | 1.99714 | 2.38510 | 2.65360 | 3.22041 |
| **66** | 0.67823 | 1.29451 | 1.66827 | 1.99656 | 2.38419 | 2.65239 | 3.21837 |
| **67** | 0.67817 | 1.29432 | 1.66792 | 1.99601 | 2.38330 | 2.65122 | 3.21639 |
| **68** | 0.67811 | 1.29413 | 1.66757 | 1.99547 | 2.38245 | 2.65008 | 3.21446 |
| **69** | 0.67806 | 1.29394 | 1.66724 | 1.99495 | 2.38161 | 2.64898 | 3.21260 |
| **70** | 0.67801 | 1.29376 | 1.66691 | 1.99444 | 2.38081 | 2.64790 | 3.21079 |
| **71** | 0.67796 | 1.29359 | 1.66660 | 1.99394 | 2.38002 | 2.64686 | 3.20903 |
| **72** | 0.67791 | 1.29342 | 1.66629 | 1.99346 | 2.37926 | 2.64585 | 3.20733 |
| **73** | 0.67787 | 1.29326 | 1.66600 | 1.99300 | 2.37852 | 2.64487 | 3.20567 |
| **74** | 0.67782 | 1.29310 | 1.66571 | 1.99254 | 2.37780 | 2.64391 | 3.20406 |
| **75** | 0.67778 | 1.29294 | 1.66543 | 1.99210 | 2.37710 | 2.64298 | 3.20249 |
| **76** | 0.67773 | 1.29279 | 1.66515 | 1.99167 | 2.37642 | 2.64208 | 3.20096 |
| **77** | 0.67769 | 1.29264 | 1.66488 | 1.99125 | 2.37576 | 2.64120 | 3.19948 |
| **78** | 0.67765 | 1.29250 | 1.66462 | 1.99085 | 2.37511 | 2.64034 | 3.19804 |
| **79** | 0.67761 | 1.29236 | 1.66437 | 1.99045 | 2.37448 | 2.63950 | 3.19663 |
| **80** | 0.67757 | 1.29222 | 1.66412 | 1.99006 | 2.37387 | 2.63869 | 3.19526 |
| **81** | 0.67753 | 1.29209 | 1.66388 | 1.98969 | 2.37327 | 2.63790 | 3.19392 |
| **82** | 0.67749 | 1.29196 | 1.66365 | 1.98932 | 2.37269 | 2.63712 | 3.19262 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Pr** | **0.25** | **0.10** | **0.05** | **0.025** | **0.01** | **0.005** | **0.001** |
| **df** | **0.50** | **0.20** | **0.10** | **0.050** | **0.02** | **0.010** | **0.002** |
| **83** | 0.67746 | 1.29183 | 1.66342 | 1.98896 | 2.37212 | 2.63637 | 3.19135 |
| **84** | 0.67742 | 1.29171 | 1.66320 | 1.98861 | 2.37156 | 2.63563 | 3.19011 |
| **85** | 0.67739 | 1.29159 | 1.66298 | 1.98827 | 2.37102 | 2.63491 | 3.18890 |
| **86** | 0.67735 | 1.29147 | 1.66277 | 1.98793 | 2.37049 | 2.63421 | 3.18772 |
| **87** | 0.67732 | 1.29136 | 1.66256 | 1.98761 | 2.36998 | 2.63353 | 3.18657 |
| **88** | 0.67729 | 1.29125 | 1.66235 | 1.98729 | 2.36947 | 2.63286 | 3.18544 |
| **89** | 0.67726 | 1.29114 | 1.66216 | 1.98698 | 2.36898 | 2.63220 | 3.18434 |
| **90** | 0.67723 | 1.29103 | 1.66196 | 1.98667 | 2.36850 | 2.63157 | 3.18327 |
| **91** | 0.67720 | 1.29092 | 1.66177 | 1.98638 | 2.36803 | 2.63094 | 3.18222 |
| **92** | 0.67717 | 1.29082 | **1.66159** | 1.98609 | 2.36757 | 2.63033 | 3.18119 |
| **93** | 0.67714 | 1.29072 | 1.66140 | 1.98580 | 2.36712 | 2.62973 | 3.18019 |
| **94** | 0.67711 | 1.29062 | 1.66123 | 1.98552 | 2.36667 | 2.62915 | 3.17921 |
| **95** | 0.67708 | 1.29053 | 1.66105 | 1.98525 | 2.36624 | 2.62858 | 3.17825 |
| **96** | 0.67705 | 1.29043 | 1.66088 | 1.98498 | 2.36582 | 2.62802 | 3.17731 |
| **97** | 0.67703 | 1.29034 | 1.66071 | 1.98472 | 2.36541 | 2.62747 | 3.17639 |
| **98** | 0.67700 | 1.29025 | 1.66055 | 1.98447 | 2.36500 | 2.62693 | 3.17549 |
| **99** | 0.67698 | 1.29016 | 1.66039 | 1.98422 | 2.36461 | 2.62641 | 3.17460 |
| **100** | 0.67695 | 1.29007 | 1.66023 | 1.98397 | 2.36422 | 2.62589 | 3.17374 |