**Lampiran1.KuesionerPenelitian**

**KUESIONER PENELITIAN**

**Pengaruh Keragaman Produk Terhadap Keputusan Pembelian Konsumen (Studi Kasus: Gerai Indomaret Mandala By Pass 1 Cabang Medan)**

**Nomor Kuesioner: Tanggal Wawancara:**

Assalamu’alaikumwr.wb

Saya mahasiswa S1 Program Studi Manajemen Fakultas Ekonomi Universitas Muslim Nusantara Al Washliyah, yang saat ini sedang menyelesaikan Skripsi.

Sehubung dengan hal tersebut saya meminta bantuan dalam pengisian lembaran angket ini sesuai dengan keadaan/perasaan diri dari bapak/ibu, angket ini hanya akan digunakan sebagai instrument (data) dalam penelitian ini.

Demikian yang dapat saya sampaikan, atas perhatian, kerja sama, dan bantuan yang telah bapak/ibu berikan saya ucapkan terima kasih.

1. **PetunjukPengisian:**
   1. Berikantanda(X)dan(√) padakolomyang disediakan
   2. Alternatif jawaban yang tersedia pada kuesioner, silahkan anda pilih yang dianggap sesuai.

Ya Tidak

□

□

1. **Karakteristik Responden**
   1. JenisKelamin:  Laki–laki  Perempuan
   2. Umur Tahun
   3. Pendidikan :

 Tidak Sekolah  Tamat SMA

 Tamat SD  D3

 TamatSMP  S1

1. Pekerjaan

* Pelajar  Pegawai Negeri
* Ibu Rumah Tangga  Wiraswasta
* Pegawai Swasta  Lainnya

Sebutkan Penghasilan per bulan Belanja di Indomaret perbulan

1. **PetunjukPengisian**

Berikantanda(X) dan(√)padakolomyang disediakan:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| SS | S | R | TS | STS |

|  |  |  |
| --- | --- | --- |
| SS | :untukjawabanSangatSetuju | =5 |
| S | :untukjawabanSetuju | =4 |
| R | :untukjawabanRagu– Ragu | =3 |
| TS | :untukjawabanTidakSetuju | =2 |
| STS | :untukjawabanSangatTidakSetuju | =1 |

**KERAGAMANPRODUK(X)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Keterangan** | | | | |
| **SS** | **S** | **R** | **TS** | **STS** |
| 1  2  3 | Saya melihat bahwa barang- Barang yang ada di Indomaret Mandala By Pass 1, sudah mempunyai berbagai ukuran Produk yang beragam  Saya melihat bahwa Indomaret Mandala By Pass 1 sudah Mempunyai produk-produk yang Beraneka ragam kualitasnya  Saya melihat bahwa Indomaret By Pass 1 sudah memiliki harga Produk yang beraneka ragam |  |  |  |  |  |

**KEPUTUSANPEMBELIANKONSUMEN(Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | Keterangan | | | | |
| SS | S | R | TS | STS |
| 1  2  3  4  5 | Saya membeli barang di Indomaret Mandala By Pass 1 karena sudah Mengetahui kebutuhan saya.  Setelah saya mengetahui kebutuhan saya, saya mencari  beberapa barang yang ada di  Indomaret Mandala By Pass 1  Setelah saya mendapatkan barang-barang, saya mengevaluasi beberapa barang tersebut, mana yang akan saya beli di Indomaret Mandala By Pass 1  Setelah saya mengevaluasi, maka Saya memutuskan untuk membeli Barang yang telah saya evaluasi di Indomaret Mandala By Pass 1  Saya merasa tepat terhadap keputusan saya, atas pembelian Barang di Indomaret Mandala By Pass 1 |  |  |  |  |  |

**Lampiran 2. Data Tabulasi Responden**

**DATA TABULASI RESPONDEN VARIABEL KERAGAMAN PRODUK (X)**

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

**DATA TABULASI RESPONDEN VARIABEL KEPUTUSAN PEMBELIAN KONSUMEN (Y)**

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

**DATA TABULASI UJI VALIDITAS X DAN Y**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **45** |
| 2 | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **45** |
| 3 | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **4** | **44** |
| 4 | **4** | **4** | **4** | **4** | **4** | **5** | **5** | **4** | **4** | **38** |
| 5 | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **36** |
| 6 | **4** | **5** | **4** | **4** | **4** | **4** | **4** | **5** | **5** | **39** |
| 7 | **4** | **5** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **37** |
| 8 | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **5** | **4** | **37** |
| 9 | **3** | **5** | **3** | **4** | **4** | **4** | **4** | **4** | **4** | **35** |
| 10 | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **36** |
| 11 | **5** | **4** | **5** | **4** | **4** | **5** | **5** | **5** | **4** | **41** |
| 12 | **4** | **4** | **4** | **5** | **4** | **4** | **4** | **4** | **4** | **37** |
| 13 | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **36** |
| 14 | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **45** |
| 15 | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **36** |
| 16 | **5** | **4** | **5** | **5** | **5** | **4** | **4** | **4** | **5** | **41** |
| 17 | **5** | **4** | **5** | **5** | **5** | **4** | **4** | **4** | **5** | **41** |
| 18 | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **36** |
| 19 | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **36** |
| 20 | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **36** |
| 21 | **4** | **4** | **4** | **5** | **4** | **4** | **4** | **4** | **4** | **37** |
| 22 | **5** | **4** | **5** | **4** | **4** | **5** | **5** | **5** | **4** | **41** |
| 23 | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **36** |
| 24 | **3** | **5** | **3** | **5** | **4** | **4** | **4** | **4** | **4** | **36** |
| 25 | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **5** | **4** | **37** |
| 26 | **4** | **5** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **37** |
| 27 | **4** | **5** | **4** | **5** | **4** | **5** | **5** | **5** | **5** | **42** |
| 28 | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **36** |
| 29 | **4** | **4** | **4** | **5** | **4** | **4** | **4** | **4** | **4** | **37** |
| 30 | **4** | **5** | **4** | **5** | **4** | **4** | **4** | **4** | **4** | **38** |
| Total | **126** | **131** | **126** | **132** | **126** | **128** | **128** | **130** | **127** | **1154** |

Titik Persentase Distribusi (Df 81-120)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **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** |
| **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 |
| **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 |
| **101** | 0.67693 | 1.28999 | 1.66008 | 1.98373 | 2.36384 | 2.62539 | 3.17289 |
| **102** | 0.67690 | 1.28991 | 1.65993 | 1.98350 | 2.36346 | 2.62489 | 3.17206 |
| **103** | 0.67688 | 1.28982 | 1.65978 | 1.98326 | 2.36310 | 2.62441 | 3.17125 |
| **104** | 0.67686 | 1.28974 | 1.65964 | 1.98304 | 2.36274 | 2.62393 | 3.17045 |
| **105** | 0.67683 | 1.28967 | 1.65950 | 1.98282 | 2.36239 | 2.62347 | 3.16967 |
| **106** | 0.67681 | 1.28959 | 1.65936 | 1.98260 | 2.36204 | 2.62301 | 3.16890 |
| **107** | 0.67679 | 1.28951 | 1.65922 | 1.98238 | 2.36170 | 2.62256 | 3.16815 |
| **108** | 0.67677 | 1.28944 | 1.65909 | 1.98217 | 2.36137 | 2.62212 | 3.16741 |
| **109** | 0.67675 | 1.28937 | 1.65895 | 1.98197 | 2.36105 | 2.62169 | 3.16669 |
| **110** | 0.67673 | 1.28930 | 1.65882 | 1.98177 | 2.36073 | 2.62126 | 3.16598 |
| **111** | 0.67671 | 1.28922 | 1.65870 | 1.98157 | 2.36041 | 2.62085 | 3.16528 |
| **112** | 0.67669 | 1.28916 | 1.65857 | 1.98137 | 2.36010 | 2.62044 | 3.16460 |
| **113** | 0.67667 | 1.28909 | 1.65845 | 1.98118 | 2.35980 | 2.62004 | 3.16392 |
| **114** | 0.67665 | 1.28902 | 1.65833 | 1.98099 | 2.35950 | 2.61964 | 3.16326 |
| **115** | 0.67663 | 1.28896 | 1.65821 | 1.98081 | 2.35921 | 2.61926 | 3.16262 |
| **116** | 0.67661 | 1.28889 | 1.65810 | 1.98063 | 2.35892 | 2.61888 | 3.16198 |
| **117** | 0.67659 | 1.28883 | 1.65798 | 1.98045 | 2.35864 | 2.61850 | 3.16135 |
| **118** | 0.67657 | 1.28877 | 1.65787 | 1.98027 | 2.35837 | 2.61814 | 3.16074 |
| **119** | 0.67656 | 1.28871 | 1.65776 | 1.98010 | 2.35809 | 2.61778 | 3.16013 |
| **120** | 0.67654 | 1.28865 | 1.65765 | 1.97993 | 2.35782 | 2.61742 | 3.15954 |

Ouput Spss

**KarakteristikRespondenBerdasarkanJenisKelamin**

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **JenisKelamin** | **Frekuensi(Orang)** | **Persentase(%)** |
| 1 | Laki-Laki | 38 | 38,4 |
| 2 | Perempuan | 61 | 61,6 |
|  | **Jumlah** | **99** | **100** |

Sumber:HasilPenelitian,2021.

**Karakteristik Responden Berdasarkan Umur**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Kriteria Usia** | **Frekuensi ( Orang )** | **Persentase (%)** |
| 1 | 20 tahun- 30 tahun | 45 | 45,4 |
| 2 | 31 tahun- 40 tahun | 39 | 39,4 |
| 3 | 41 tahun- 50 tahun | 15 | 15,2 |
|  | **Total** | **99** | **100** |

Sumber : Hasil Penelitian, 2021

**KarakteristikRespondenBerdasarkanPendidikan**

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **KriteriaPendidikan** | **Jumlah(Orang)** | **Persentase(%)** |
| 3 | SMA | 35 | 35,4 |
| 5 | D3 | 11 | 11,1 |
| 6 | Strata-1 | 53 | 53,5 |
| **Total** | | **97** | **100** |

Sumber :HasilPenelitian,2021.

**Karekteristik Berdasarkan Pekerjaan**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Kriteria Pekerjaan** | **Frekuensi ( Orang )** | **Percent (%)** |
| 1 | Karyawan Swasta | 27 | 27,3 |
| 2 | PNS | 15 | 15,1 |
| 4 | Wiraswasta | 27 | 27,3 |
| 5 | Ibu Rumah Tangga | 30 | 30,3 |
|  | **Total** | **99** | **100** |

Sumber : Hasil Penelitian,2021

**HASIL JAWABAN RESPONDEN X**

**X1.P1**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1.00 | 1 | 1.0 | 1.0 | 1.0 |
| 2.00 | 10 | 10.1 | 10.1 | 11.1 |
| 3.00 | 28 | 28.3 | 28.3 | 39.4 |
| 4.00 | 51 | 51.5 | 51.5 | 90.9 |
| 5.00 | 9 | 9.1 | 9.1 | 100.0 |
| Total | 99 | 100.0 | 100.0 |  |

**X1P2**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1.00 | 1 | 1.0 | 1.0 | 1.0 |
| 2.00 | 8 | 8.1 | 8.1 | 9.1 |
| 3.00 | 29 | 29.3 | 29.3 | 38.4 |
| 4.00 | 47 | 47.5 | 47.5 | 85.9 |
| 5.00 | 14 | 14.1 | 14.1 | 100.0 |
| Total | 99 | 100.0 | 100.0 |  |

**X1P3**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2.00 | 4 | 4.0 | 4.0 | 4.0 |
| 3.00 | 27 | 27.3 | 27.3 | 31.3 |
| 4.00 | 39 | 39.4 | 39.4 | 70.7 |
| 5.00 | 29 | 29.3 | 29.3 | 100.0 |
| Total | 99 | 100.0 | 100.0 |  |

**HASIL JAWABAN RESPONDEN Y**

**Y1.P1**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3.00 | 7 | 7.1 | 7.1 | 7.1 |
| 4.00 | 92 | 92.9 | 92.9 | 100.0 |
| Total | 99 | 100.0 | 100.0 |  |

**Y1.P2**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3.00 | 7 | 7.1 | 7.1 | 7.1 |
| 4.00 | 88 | 88.9 | 88.9 | 96.0 |
| 5.00 | 4 | 4.0 | 4.0 | 100.0 |
| Total | 99 | 100.0 | 100.0 |  |

**Y1.P3**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3.00 | 3 | 3.0 | 3.0 | 3.0 |
| 4.00 | 83 | 83.8 | 83.8 | 86.9 |
| 5.00 | 13 | 13.1 | 13.1 | 100.0 |
| Total | 99 | 100.0 | 100.0 |  |

**Y1.P4**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3.00 | 3 | 3.0 | 3.0 | 3.0 |
| 4.00 | 60 | 60.6 | 60.6 | 63.6 |
| 5.00 | 36 | 36.4 | 36.4 | 100.0 |
| Total | 99 | 100.0 | 100.0 |  |

**Y1.P5**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3.00 | 17 | 17.2 | 17.2 | 17.2 |
| 4.00 | 23 | 23.2 | 23.2 | 40.4 |
| 5.00 | 59 | 59.6 | 59.6 | 100.0 |
| Total | 99 | 100.0 | 100.0 |  |

**Uji Normalitas**

**One-Sample Kolmogorov-Smirnov Test**

|  |  |  |
| --- | --- | --- |
|  | | Unstandardized Residual |
| N | | 99 |
| Normal Parameters(a,b) | Mean | .0000000 |
| Std. Deviation | 1.43475870 |
| Most Extreme Differences | Absolute | .059 |
| Positive | .053 |
| Negative | -.059 |
| Kolmogorov-Smirnov Z | | .582 |
| Asymp. Sig. (2-tailed) | | .887 |

a Test distribution is Normal.

b Calculated from data.

**Hasil Uji Linier Regresi Berganda**

**Coefficients(a)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |  | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|  |  | B | Std. Error | Beta | B | Std. Error |
| 1 | (Constant) | 17.413 | .723 |  | 24.100 | .000 |
|  | Keragaman produk | .299 | .063 | .433 | 4.726 | .000 |

a Dependent Variable: Keputusan Pembelian

**Hasil Uji t**

**Coefficients(a)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |  | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|  |  | B | Std. Error | Beta | B | Std. Error |
| 1 | (Constant) | 17.413 | .723 |  | 24.100 | .000 |
|  | Keragaman produk | .299 | .063 | .433 | 4.726 | .000 |

a Dependent Variable: Keputusan Pembelian

**HASIL UJI KOEFISIEN DETERMINASI (R2)**

**Model Summary**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .433(a) | .187 | .179 | 1.44214 |

a Predictors: (Constant), VAR00001





**Lampiran 3. Dokumentasi Penelitian**

Foto beberapa yang mengisi angket









