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**Lampiran 01**

**IdentitasPenulis**

|  |  |
| --- | --- |
| Nama  | : Safvirdha Afrilia |
| NPM  | : 163114313 |
| Fakultas  | : Ekonomi  |
| Program Studi  | : Manajemen  |
| Umur  | : 22 Tahun  |
| JenisKelamin  | : Perempuan  |
| Alamat  | : Tj. Morawa |
| PerguruanTinggi  | : Universitas Muslim Nusantara Al-Washliyah Medan  |
| JudulPenelitian  | : “Pengaruh Diversifikasi Produk Terhadap Keputusan Pembelian” pada CV. Lintang Mas Agro Medan. |

Dengan ini saya mohon kesediaan saudara/i untuk mengisi daftar kuesioner.Informasi yang anda berikan hanya semata-mata untuk melengkapi data penelitian dalam rangka penyusunan skripsi.Untuk itu, isilah kuesioner in dengan jawaban yang sebenar-benarnya.Atas kesediaan saudara/i, saya ucapkan terimakasih.

Medan, Maret 2020

Peneliti

**SafvirdhaAfrilia**

**NPM :163114313**

**Lampiran 02**

*Keterangan : berilah tanda checklist (*√) *pada kotak yang sesuai dengan identitas anda!*

**II**. **Identitas Responden**

No. Responden :

* 1. Jenis Kelamin : Laki-laki

 Perempuan

* 1. Umur : 25 - 35 Tahun

 35 - 45 Tahun

>45 Tahun

* 1. Pendidikan : SMP

SMA

D3

S1

S2

**III. Petunjuk Pengisian**

1. Pilihlah jawaban paling tepat menurutanda.
2. Bacalah setiap pertanyaan dengan seksama.
3. Isilah semua nomor dengan memilih satu diantara 5 alternatif jawaban dengan memberikan tanda checklist (√) pada kolom yang soda disediakan.
4. Alternatif jawaban adalah sebagai berikut:

##  Keterangan : Nilai

 SS = Sangat Setuju 5

 S = Setuju 4

 KS = Kurang Setuju 3

 TS = Tidak Setuju 2

 STS = Sangat Tidak Setuju 1

5.Jawablah semua jawaban yang ada tanpa ada yang terlewatkan.

**Lampiran 03**

1. **Diversifikasi Produk (X)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No**  | **Pernyataan**  | **SS**  | **S**  | **KS**  | **TS**  | **STS**  |
| **1.**  | **Kemasan**  |  |  |  |  |  |
|  | * + - * 1. Kemasan pada produk pupuk menarik perhatian konsumen
 |  |  |  |  |  |
|  | * + - * 1. Dari segi kemasan produk sudah baik
 |  |  |  |  |  |
| **2** | **Ukuran**  |  |  |  |  |  |
|  | Ukuran produk pupuk CV. Lintang Mas Agro Medan sudah maksimal |  |  |  |  |  |
|  | Ukuran pupuk sudah bervariasi sehingga membantu konsumen |  |  |  |  |  |
| **3.**  | **Kualitas**  |  |  |  |  |  |
|  | * 1. Kualitas produk sudah memenuhi daya tarik konsumen
 |  |  |  |  |  |
|  | * 1. Komposisi pada pupuk yang digunakan pada produk sudah berkualitas
 |  |  |  |  |  |
|  | * 1. Kualitas produk sudah sesuai dengan apa yang di harapkan konsumen
 |  |  |  |  |  |
| **4.**  | **Harga**  |  |  |  |  |  |
|  | * + - * 1. Sesuaikah harga dengan isi komposisi pada produk
 |  |  |  |  |  |
|  | * + - * 1. Harga yang di tawarkan sesuai dengan kualitas yang di dapatkan konsumen
 |  |  |  |  |  |
|  | * + - * 1. Harga produk sudah sesuai dengan pasaran
 |  |  |  |  |  |

1. **Keputusan Pembelian (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No**  | **Pernyataan**  | **SS**  | **S**  | **KS**  | **TS**  | **STS**  |
| **1.** | **Kemantapan Pada Sebuah Produk** |  |  |  |  |  |
|  | Manfaat produk pupuk menimbulkan keyakinan pada konsumen |  |  |  |  |  |
|  | b. Saya merasa mantap membeli pupuk pada CV. Lintang Mas Agro Medan |  |  |  |  |  |
| **2.**  | **Kebiasaan dalam Membeli** |  |  |  |  |  |
|  | * + - * 1. Membeli pupuk merupakan kebiasaan konsumen yang berlangganan
 |  |  |  |  |  |
|  | * 1. Saya membeli produk pupuk karena membutuhkan untuk para pelanggan dan masyarakat
 |  |  |  |  |  |
|  | * 1. Para konsumen akan membeli lagi pada CV. Lintang Mas Agro Medan
 |  |  |  |  |  |
| **3.** | **Memberikan Rekomendasi** |  |  |  |  |  |
|  | * + - * 1. Dengan andanya rekomendasi dapat meningkatkan daya beli pelanggan
 |  |  |  |  |  |
|  | * + - * 1. Merekomendasikan kepada teman atau pelanggan baru untuk membeli produk dikarenakan kualitas produk yang baik
 |  |  |  |  |  |
| **4.** | **Melakukan Pembelian Ulang** |  |  |  |  |  |
|  | 1. Pelanggan selalu membeli ulang produk pupuk pada CV. Lintang Mas Agro Medan
 |  |  |  |  |  |
|  | 1. Pelanggan akan melakukan pembelian ulang dikarenakan kualitas produk pupuk sangat bermanfaat terutama bagi petani
 |  |  |  |  |  |
|  | 1. Pembelian ulang dikarenakan kualitas produk yang baik
 |  |  |  |  |  |

**BERITA ACARA BIMBINGAN**

Nama : Safvirdha Afrilia

Pembimbing : 1. Rukmini, SE., M.Si 2. Julianto Hutasuhut,SE,MM

Judul : Pengaruh Pelaksanaan Strategi Diversifikasi Produk Terhadap Keputusan Pembelian Pada CV. Lintang Mas Agro Medan

|  |  |  |  |
| --- | --- | --- | --- |
| Bimb.ke | Tanggal | Materi bimbingan | Keterangan  |
| 1 | 13 -Maret -2020 | * Sistematika penulisan
 |  |
|  |  | * EYD
 |  |
|  |  | * Penulisan huruf besar
 |  |
|  |  | * Margin atas, kiri, kanan, dan bawah
 |  |
|  |  | * Kerangka konseptual
 |  |
|  |  | * Desaign penelitian
 |  |
| 2 | 30 - Maret -2020 | * Penulisan huruf besar
 |  |
|  |  | * Nama pengarang buku
 |  |
|  |  | * Spasi penulisan
 |  |
|  |  | * Penomoran sub bab
 |  |
| 3 | 14 – Maret -2020 | * Indikator Volume Penjualan
 |  |
|  |  | * Kerangka Konseptual
 |  |
|  |  | * Alat pengumpulan data
 |  |
|  |  | * Tambahan daftar pustaka
 |  |
|  |  | * Penambahan pengertian volume penjualan
 |  |
|  |  | * Penambahan indikator X dan Y
 |  |
| 4 | 13 Mei 2020 | * Rumusan Masalah
 |  |
|  |  | * Tujuan Penelitian
 |  |
|  |  | * Jadwal Pelaksanaan Penelitian
 |  |

**Lampiran 04**

**Tabulasi Data Kuesioner Variabel Diversifikasi Produk (X)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No Responden | x1 | x2 | x3 | x4 | x5 | x6 | x7 | x8 | x9 | x10 | Total |
| 1 | 5 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 37 |
| 2 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 38 |
| 3 | 4 | 3 | 4 | 5 | 4 | 5 | 3 | 4 | 3 | 4 | 39 |
| 4 | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 40 |
| 5 | 5 | 3 | 4 | 5 | 3 | 4 | 3 | 5 | 3 | 3 | 38 |
| 6 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 37 |
| 7 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 3 | 3 | 4 | 40 |
| 8 | 5 | 4 | 3 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 40 |
| 9 | 5 | 4 | 5 | 3 | 4 | 3 | 3 | 4 | 5 | 4 | 40 |
| 10 | 4 | 3 | 5 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 36 |
| 11 | 5 | 3 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 39 |
| 12 | 5 | 4 | 3 | 4 | 3 | 4 | 5 | 3 | 4 | 4 | 39 |
| 13 | 4 | 4 | 5 | 2 | 3 | 5 | 3 | 4 | 4 | 1 | 35 |
| 14 | 4 | 5 | 4 | 3 | 5 | 4 | 3 | 4 | 4 | 4 | 40 |
| 15 | 4 | 4 | 3 | 3 | 5 | 3 | 4 | 3 | 4 | 4 | 37 |
| 16 | 4 | 3 | 4 | 4 | 5 | 2 | 4 | 3 | 4 | 5 | 38 |
| 17 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 4 | 2 | 4 | 37 |
| 18 | 4 | 5 | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 40 |
| 19 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 1 | 37 |
| 20 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 38 |
| 21 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 3 | 4 | 4 | 38 |
| 22 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 38 |
| 23 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 38 |
| 24 | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 5 | 2 | 4 | 38 |
| 25 | 4 | 3 | 5 | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 39 |
| 26 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 5 | 4 | 4 | 40 |
| 27 | 4 | 4 | 4 | 3 | 4 | 3 | 5 | 2 | 4 | 5 | 38 |
| 28 | 4 | 4 | 5 | 3 | 3 | 4 | 5 | 4 | 4 | 4 | 40 |
| 29 | 4 | 3 | 3 | 5 | 4 | 3 | 4 | 5 | 2 | 4 | 37 |
| 30 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 36 |
| 31 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 44 |
| 32 | 4 | 4 | 2 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 40 |
| 33 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 2 | 5 | 4 | 38 |
| 34 | 5 | 2 | 4 | 2 | 3 | 4 | 4 | 3 | 4 | 4 | 35 |
| 35 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 3 | 3 | 4 | 35 |
| 36 | 5 | 2 | 4 | 4 | 3 | 2 | 3 | 3 | 3 | 4 | 33 |
| 37 | 5 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 37 |
| 38 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 39 | 5 | 4 | 4 | 4 | 4 | 2 | 4 | 2 | 4 | 5 | 38 |
| 40 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 41 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 38 |
| Total | 176 | 156 | 158 | 154 | 159 | 151 | 153 | 153 | 149 | 156 | 1565 |

**Lampiran 05**

**Tabulasi Data Kuesioner Variabel Keputusan Pembelian (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No Responden  | y1 | y2 | y3 | y4 | y5 | y6 | y7 | y8 | y9 | y10 | Total |
| 1 | 5 | 3 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 3 | 38 |
| 2 | 5 | 4 | 3 | 5 | 4 | 3 | 4 | 3 | 5 | 3 | 39 |
| 3 | 4 | 3 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 3 | 39 |
| 4 | 4 | 3 | 4 | 5 | 3 | 4 | 2 | 5 | 3 | 4 | 37 |
| 5 | 4 | 2 | 3 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 36 |
| 6 | 3 | 5 | 4 | 4 | 3 | 2 | 4 | 3 | 5 | 3 | 36 |
| 7 | 4 | 3 | 4 | 2 | 3 | 4 | 5 | 4 | 4 | 1 | 34 |
| 8 | 5 | 3 | 4 | 3 | 5 | 4 | 3 | 4 | 3 | 2 | 36 |
| 9 | 4 | 4 | 5 | 3 | 4 | 4 | 3 | 5 | 3 | 4 | 39 |
| 10 | 3 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 3 | 2 | 35 |
| 11 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 2 | 39 |
| 12 | 5 | 3 | 4 | 3 | 4 | 3 | 4 | 2 | 4 | 2 | 34 |
| 13 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 14 | 4 | 4 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 39 |
| 15 | 4 | 3 | 4 | 2 | 3 | 4 | 3 | 4 | 4 | 4 | 35 |
| 16 | 5 | 4 | 4 | 3 | 4 | 4 | 2 | 4 | 4 | 1 | 35 |
| 17 | 4 | 5 | 4 | 3 | 4 | 2 | 3 | 4 | 3 | 4 | 36 |
| 18 | 5 | 4 | 3 | 4 | 4 | 2 | 4 | 3 | 4 | 4 | 37 |
| 19 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 2 | 4 | 4 | 39 |
| 20 | 4 | 4 | 4 | 2 | 3 | 4 | 2 | 4 | 4 | 4 | 35 |
| 21 | 4 | 3 | 3 | 3 | 3 | 5 | 4 | 3 | 1 | 4 | 33 |
| 22 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 3 | 4 | 38 |
| 23 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 5 | 4 | 37 |
| 24 | 4 | 4 | 3 | 2 | 1 | 4 | 5 | 4 | 3 | 4 | 34 |
| 25 | 5 | 4 | 4 | 3 | 5 | 3 | 4 | 3 | 5 | 2 | 38 |
| 26 | 5 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 2 | 5 | 36 |
| 27 | 4 | 5 | 4 | 3 | 2 | 4 | 4 | 4 | 5 | 3 | 38 |
| 28 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 3 | 4 | 4 | 38 |
| 29 | 3 | 2 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 3 | 37 |
| 30 | 5 | 4 | 4 | 3 | 4 | 2 | 4 | 3 | 4 | 2 | 35 |
| 31 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 45 |
| 32 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 33 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 34 | 4 | 4 | 4 | 2 | 3 | 4 | 4 | 4 | 4 | 4 | 37 |
| 35 | 4 | 4 | 4 | 2 | 4 | 4 | 5 | 5 | 4 | 5 | 41 |
| 36 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 37 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 3 | 3 | 3 | 35 |
| 38 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 39 | 5 | 4 | 4 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 40 | 5 | 4 | 2 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 39 |
| 41 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 4 | 36 |
| Total | 174 | 157 | 159 | 139 | 145 | 153 | 156 | 156 | 156 | 143 | 1538 |

**Lampiran 06**

**Tabulasi Data Variabel X dan Y**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| No.Responden | X | Y | X.Y | X2 | Y2 |
| 1 | 37 | 38 | 1406 | 1369 | 1444 |
| 2 | 38 | 39 | 1482 | 1444 | 1521 |
| 3 | 39 | 39 | 1521 | 1521 | 1521 |
| 4 | 40 | 37 | 1480 | 1600 | 1369 |
| 5 | 38 | 36 | 1368 | 1444 | 1296 |
| 6 | 37 | 36 | 1332 | 1369 | 1296 |
| 7 | 40 | 34 | 1360 | 1600 | 1156 |
| 8 | 40 | 36 | 1440 | 1600 | 1296 |
| 9 | 40 | 39 | 1560 | 1600 | 1521 |
| 10 | 36 | 35 | 1260 | 1296 | 1225 |
| 11 | 39 | 39 | 1521 | 1521 | 1521 |
| 12 | 39 | 34 | 1326 | 1521 | 1156 |
| 13 | 35 | 38 | 1330 | 1225 | 1444 |
| 14 | 40 | 39 | 1560 | 1600 | 1521 |
| 15 | 37 | 35 | 1295 | 1369 | 1225 |
| 16 | 38 | 35 | 1330 | 1444 | 1225 |
| 17 | 37 | 36 | 1295 | 1369 | 1296 |
| 18 | 40 | 37 | 1480 | 1600 | 1369 |
| 19 | 37 | 39 | 1443 | 1369 | 1521 |
| 20 | 38 | 35 | 1330 | 1444 | 1225 |
| 21 | 38 | 33 | 1254 | 1444 | 1089 |
| 22 | 38 | 38 | 1444 | 1444 | 1444 |
| 23 | 38 | 37 | 1406 | 1444 | 1369 |
| 24 | 38 | 34 | 1292 | 1444 | 1156 |
| 25 | 39 | 38 | 1482 | 1521 | 1444 |
| 26 | 40 | 36 | 1440 | 1600 | 1296 |
| 27 | 38 | 38 | 1444 | 1444 | 1444 |
| 28 | 40 | 38 | 1520 | 1600 | 1444 |
| 29 | 37 | 37 | 1369 | 1369 | 1369 |
| 30 | 36 | 35 | 1260 | 1296 | 1225 |
| 31 | 44 | 45 | 1980 | 1936 | 2025 |
| 32 | 40 | 39 | 1560 | 1600 | 1521 |
| 33 | 38 | 41 | 1558 | 1444 | 1681 |
| 34 | 35 | 37 | 1295 | 1225 | 1369 |
| 35 | 35 | 41 | 1435 | 1255 | 1681 |
| 36 | 33 | 38 | 1254 | 1089 | 1444 |
| 37 | 37 | 35 | 1295 | 1369 | 1369 |
| 38 | 40 | 49 | 1960 | 1600 | 2401 |
| 39 | 38 | 38 | 1444 | 1444 | 1444 |
| 40 | 40 | 39 | 1560 | 1600 | 1521 |
| 41 | 38 | 36 | 1368 | 1444 | 1296 |
| 42 | 1565 | 1538 | 58776 | 59857 | 58036 |

**Lampiran 07**

* 1. **Uji Validitas Dan Reliabilitas**
	2. **Diversifikasi Produk (X)**

|  |
| --- |
| **Correlations** |
|  | Item\_1 | Item\_2 | Item\_3 | Item\_4 | Item\_5 | Item\_6 | Item\_7 | Item\_8 | Item\_9 | Item\_10 | X |
| Item\_1 | Pearson Correlation | 1 | .413\* | .526\*\* | .336 | .605\*\* | .678\*\* | .413\* | .714\*\* | .818\*\* | .247 | .791\*\* |
| Sig. (2-tailed) |  | .023 | .003 | .069 | .000 | .000 | .023 | .000 | .000 | .189 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item\_2 | Pearson Correlation | .413\* | 1 | .536\*\* | .535\*\* | .401\* | .709\*\* | .732\*\* | .464\*\* | .196 | .813\*\* | .797\*\* |
| Sig. (2-tailed) | .023 |  | .002 | .002 | .028 | .000 | .000 | .010 | .298 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item\_3 | Pearson Correlation | .526\*\* | .536\*\* | 1 | .346 | .623\*\* | .524\*\* | .536\*\* | .508\*\* | .259 | .282 | .704\*\* |
| Sig. (2-tailed) | .003 | .002 |  | .061 | .000 | .003 | .002 | .004 | .167 | .131 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item\_4 | Pearson Correlation | .336 | .535\*\* | .346 | 1 | .467\*\* | .298 | .668\*\* | .408\* | .134 | .346 | .621\*\* |
| Sig. (2-tailed) | .069 | .002 | .061 |  | .009 | .109 | .000 | .025 | .481 | .061 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item\_5 | Pearson Correlation | .605\*\* | .401\* | .623\*\* | .467\*\* | 1 | .537\*\* | .535\*\* | .680\*\* | .401\* | .208 | .749\*\* |
| Sig. (2-tailed) | .000 | .028 | .000 | .009 |  | .002 | .002 | .000 | .028 | .271 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item\_6 | Pearson Correlation | .678\*\* | .709\*\* | .524\*\* | .298 | .537\*\* | 1 | .590\*\* | .463\* | .470\*\* | .524\*\* | .802\*\* |
| Sig. (2-tailed) | .000 | .000 | .003 | .109 | .002 |  | .001 | .010 | .009 | .003 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item\_7 | Pearson Correlation | .413\* | .732\*\* | .536\*\* | .668\*\* | .535\*\* | .590\*\* | 1 | .464\*\* | .196 | .536\*\* | .779\*\* |
| Sig. (2-tailed) | .023 | .000 | .002 | .000 | .002 | .001 |  | .010 | .298 | .002 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item\_8 | Pearson Correlation | .714\*\* | .464\*\* | .508\*\* | .408\* | .680\*\* | .463\* | .464\*\* | 1 | .600\*\* | .367\* | .776\*\* |
| Sig. (2-tailed) | .000 | .010 | .004 | .025 | .000 | .010 | .010 |  | .000 | .046 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item\_9 | Pearson Correlation | .818\*\* | .196 | .259 | .134 | .401\* | .470\*\* | .196 | .600\*\* | 1 | .397\* | .614\*\* |
| Sig. (2-tailed) | .000 | .298 | .167 | .481 | .028 | .009 | .298 | .000 |  | .030 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item\_10 | Pearson Correlation | .247 | .813\*\* | .282 | .346 | .208 | .524\*\* | .536\*\* | .367\* | .397\* | 1 | .647\*\* |
| Sig. (2-tailed) | .189 | .000 | .131 | .061 | .271 | .003 | .002 | .046 | .030 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Sum\_X | Pearson Correlation | .791\*\* | .797\*\* | .704\*\* | .621\*\* | .749\*\* | .802\*\* | .779\*\* | .776\*\* | .614\*\* | .647\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). |
| **Reliability Statistics** |
| Cronbach's Alpha | N of Items |
| .902 | 10 |

**Lampiran 09**

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| * 1. **Keputusan Pembelian**

**Correlations** |
|  | Item\_1 | Item\_2 | Item\_3 | Item\_4 | Item\_5 | Item\_6 | Item\_7 | Item\_8 | Item\_9 | Item\_10 | Y |
| Item\_1 | Pearson Correlation | 1 | .477\*\* | .594\*\* | .299 | .368\* | .475\*\* | .214 | .475\*\* | 1.000\*\* | .477\*\* | .774\*\* |
| Sig. (2-tailed) |  | .008 | .001 | .109 | .045 | .008 | .256 | .008 | .000 | .008 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item\_2 | Pearson Correlation | .477\*\* | 1 | .351 | .526\*\* | .371\* | .709\*\* | .237 | .367\* | .477\*\* | 1.000\*\* | .792\*\* |
| Sig. (2-tailed) | .008 |  | .057 | .003 | .044 | .000 | .207 | .046 | .008 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item\_3 | Pearson Correlation | .594\*\* | .351 | 1 | .261 | .594\*\* | .464\*\* | .314 | .741\*\* | .594\*\* | .351 | .746\*\* |
| Sig. (2-tailed) | .001 | .057 |  | .164 | .001 | .010 | .091 | .000 | .001 | .057 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item\_4 | Pearson Correlation | .299 | .526\*\* | .261 | 1 | .299 | .261 | .267 | .413\* | .299 | .526\*\* | .587\*\* |
| Sig. (2-tailed) | .109 | .003 | .164 |  | .109 | .164 | .153 | .023 | .109 | .003 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item\_5 | Pearson Correlation | .368\* | .371\* | .594\*\* | .299 | 1 | .356 | .428\* | .356 | .368\* | .371\* | .648\*\* |
| Sig. (2-tailed) | .045 | .044 | .001 | .109 |  | .053 | .018 | .053 | .045 | .044 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item\_6 | Pearson Correlation | .475\*\* | .709\*\* | .464\*\* | .261 | .356 | 1 | .193 | .205 | .475\*\* | .709\*\* | .693\*\* |
| Sig. (2-tailed) | .008 | .000 | .010 | .164 | .053 |  | .307 | .276 | .008 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item\_7 | Pearson Correlation | .214 | .237 | .314 | .267 | .428\* | .193 | 1 | .410\* | .214 | .237 | .504\*\* |
| Sig. (2-tailed) | .256 | .207 | .091 | .153 | .018 | .307 |  | .024 | .256 | .207 | .004 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item\_8 | Pearson Correlation | .475\*\* | .367\* | .741\*\* | .413\* | .356 | .205 | .410\* | 1 | .475\*\* | .367\* | .680\*\* |
| Sig. (2-tailed) | .008 | .046 | .000 | .023 | .053 | .276 | .024 |  | .008 | .046 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item\_9 | Pearson Correlation | 1.000\*\* | .477\*\* | .594\*\* | .299 | .368\* | .475\*\* | .214 | .475\*\* | 1 | .477\*\* | .774\*\* |
| Sig. (2-tailed) | .000 | .008 | .001 | .109 | .045 | .008 | .256 | .008 |  | .008 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Item\_10 | Pearson Correlation | .477\*\* | 1.000\*\* | .351 | .526\*\* | .371\* | .709\*\* | .237 | .367\* | .477\*\* | 1 | .792\*\* |
| Sig. (2-tailed) | .008 | .000 | .057 | .003 | .044 | .000 | .207 | .046 | .008 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Sum\_Y | Pearson Correlation | .774\*\* | .792\*\* | .746\*\* | .587\*\* | .648\*\* | .693\*\* | .504\*\* | .680\*\* | .774\*\* | .792\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .001 | .000 | .000 | .004 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). |
| \*. Correlation is significant at the 0.05 level (2-tailed). |
| **Reliability Statistics** |
| Cronbach's Alpha | N of Items |
| .884 | 10 |

**Lampiran 10**

* 1. **Analisis Koefisien Determinasi**

|  |
| --- |
| **Model Summary** |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .329a | .108 | .087 | 2.902 |
| a. Predictors: (Constant), Diversifikasi.Produk |

Sumber : Hasil Perhitungan SPSS 20.0 (data diolah) 2020

* 1. **Analisis Regresi Linier Berganda dan Uji t**

|  |
| --- |
| **Coefficientsa** |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 18.110 | 8.636 |  | 2.097 | .042 |
| Diversifikasi.Produk | .511 | .226 | .329 | 2.259 | .029 |
| a. Dependent Variable: Keputusan.Pembelian |