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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**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| * 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 | | | | | | |