**Lampiran 1. Tabulasi Data Penelelitian**

**Tabulasi Data Variabel Produk (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | **Nomor Item Pertanyaan** | | | | | **Total**  **X1** |
| 1 | 2 | 3 | 4 | 5 |
| 1 | 4 | 3 | 5 | 5 | 3 | 20 |
| 2 | 4 | 4 | 4 | 3 | 4 | 19 |
| 3 | 4 | 3 | 4 | 4 | 4 | 19 |
| 4 | 4 | 3 | 5 | 3 | 4 | 19 |
| 5 | 3 | 4 | 4 | 3 | 4 | 18 |
| 6 | 3 | 4 | 4 | 3 | 4 | 18 |
| 7 | 3 | 4 | 4 | 3 | 4 | 18 |
| 8 | 3 | 4 | 4 | 3 | 4 | 18 |
| 9 | 3 | 4 | 4 | 3 | 4 | 18 |
| 10 | 3 | 4 | 4 | 3 | 4 | 18 |
| 11 | 5 | 4 | 4 | 4 | 4 | 21 |
| 12 | 5 | 4 | 5 | 3 | 4 | 21 |
| 13 | 4 | 4 | 4 | 5 | 4 | 21 |
| 14 | 4 | 4 | 4 | 3 | 5 | 20 |
| 15 | 4 | 4 | 4 | 5 | 4 | 21 |
| 16 | 4 | 4 | 3 | 3 | 5 | 19 |
| 17 | 4 | 4 | 4 | 4 | 4 | 20 |
| 18 | 3 | 4 | 4 | 4 | 4 | 19 |
| 19 | 4 | 4 | 5 | 4 | 5 | 22 |
| 20 | 5 | 4 | 3 | 4 | 5 | 21 |
| 21 | 5 | 4 | 3 | 4 | 5 | 21 |
| 22 | 4 | 4 | 5 | 3 | 5 | 21 |
| 23 | 5 | 5 | 4 | 4 | 3 | 21 |
| 24 | 5 | 4 | 5 | 3 | 3 | 20 |
| 25 | 5 | 5 | 4 | 4 | 4 | 22 |
| 26 | 5 | 5 | 4 | 4 | 4 | 22 |
| 27 | 4 | 4 | 3 | 4 | 3 | 18 |
| 28 | 5 | 5 | 4 | 3 | 5 | 22 |
| 29 | 5 | 5 | 3 | 4 | 5 | 22 |
| 30 | 5 | 4 | 4 | 4 | 5 | 22 |
| 31 | 5 | 4 | 5 | 5 | 5 | 24 |
| 32 | 5 | 4 | 5 | 5 | 4 | 23 |
| 33 | 3 | 4 | 5 | 3 | 4 | 19 |
| 34 | 4 | 5 | 4 | 4 | 4 | 21 |
| 35 | 4 | 3 | 2 | 2 | 2 | 13 |
| 36 | 4 | 3 | 4 | 2 | 2 | 15 | |
| 37 | 4 | 4 | 4 | 4 | 4 | 20 | |
| 38 | 4 | 4 | 4 | 4 | 4 | 20 | |
| 39 | 4 | 4 | 4 | 4 | 4 | 20 | |
| 40 | 4 | 4 | 4 | 4 | 4 | 20 | |
| 41 | 4 | 4 | 4 | 4 | 4 | 20 | |
| 42 | 4 | 4 | 4 | 4 | 4 | 20 | |
| 43 | 3 | 4 | 4 | 3 | 4 | 18 | |
| 44 | 3 | 4 | 4 | 3 | 4 | 18 | |
| 45 | 3 | 4 | 4 | 3 | 4 | 18 | |
| 46 | 3 | 4 | 4 | 3 | 4 | 18 | |
| 47 | 3 | 4 | 4 | 3 | 4 | 18 | |
| 48 | 3 | 4 | 4 | 3 | 4 | 18 | |
| 49 | 3 | 4 | 4 | 3 | 4 | 18 | |
| 50 | 3 | 4 | 4 | 3 | 4 | 18 | |
| 51 | 3 | 4 | 4 | 3 | 4 | 18 | |
| 52 | 3 | 4 | 4 | 3 | 4 | 18 | |
| 53 | 5 | 4 | 5 | 3 | 4 | 21 | |
| 54 | 5 | 4 | 5 | 3 | 4 | 21 | |
| 55 | 5 | 4 | 5 | 3 | 4 | 21 | |
| 56 | 5 | 4 | 5 | 3 | 4 | 21 | |
| 57 | 3 | 4 | 4 | 3 | 4 | 18 | |
| 58 | 5 | 4 | 5 | 3 | 4 | 21 | |
| 59 | 3 | 4 | 4 | 3 | 4 | 18 | |
| 60 | 3 | 4 | 4 | 3 | 4 | 18 | |
| 61 | 3 | 4 | 4 | 3 | 4 | 18 | |
| 62 | 5 | 4 | 5 | 3 | 4 | 21 | |
|  | ∑X1 | | | | | 1214 | |

**Tabulasi Data Variabel Harga (X2)**

|  |  |  |  |
| --- | --- | --- | --- |
| **No.**  **Responden** | **Nomor Item Pertanyaan** | | **Total**  **X2** |
| 1 | 2 |
| 1 | 4 | 5 | 9 |
| 2 | 3 | 4 | 7 |
| 3 | 2 | 3 | 5 |
| 4 | 4 | 4 | 8 |
| 5 | 4 | 4 | 8 |
| 6 | 4 | 4 | 8 |
| 7 | 4 | 4 | 8 |
| 8 | 4 | 4 | 8 |
| 9 | 4 | 4 | 8 |
| 10 | 4 | 4 | 8 |
| 11 | 4 | 4 | 8 |
| 12 | 2 | 4 | 6 |
| 13 | 2 | 4 | 6 |
| 14 | 2 | 4 | 6 |
| 15 | 2 | 4 | 6 |
| 16 | 4 | 4 | 8 |
| 17 | 3 | 4 | 7 |
| 18 | 3 | 4 | 7 |
| 19 | 3 | 5 | 8 |
| 20 | 3 | 5 | 8 |
| 21 | 4 | 5 | 9 |
| 22 | 4 | 5 | 9 |
| 23 | 4 | 4 | 8 |
| 24 | 4 | 4 | 8 |
| 25 | 4 | 4 | 8 |
| 26 | 4 | 4 | 8 |
| 27 | 3 | 4 | 7 |
| 28 | 3 | 5 | 8 |
| 29 | 3 | 5 | 8 |
| 30 | 3 | 5 | 8 |
| 31 | 4 | 5 | 9 |
| 32 | 4 | 4 | 8 |
| 33 | 4 | 4 | 8 |
| 34 | 4 | 4 | 8 |
| 35 | 2 | 2 | 4 |
| 36 | 2 | 3 | 5 |
| 37 | 4 | 4 | 8 |
| 38 | 4 | 4 | 8 |
| 39 | 4 | 4 | 8 |
| 40 | 4 | 4 | 8 |
| 41 | 4 | 4 | 8 |
| 42 | 4 | 4 | 8 |
| 43 | 4 | 4 | 8 |
| 44 | 4 | 4 | 8 |
| 45 | 4 | 4 | 8 |
| 46 | 4 | 4 | 8 |
| 47 | 4 | 4 | 8 |
| 48 | 4 | 4 | 8 |
| 49 | 4 | 4 | 8 |
| 50 | 4 | 4 | 8 |
| 51 | 4 | 4 | 8 |
| 52 | 4 | 4 | 8 |
| 53 | 2 | 2 | 4 |
| 54 | 2 | 3 | 5 |
| 55 | 2 | 3 | 5 |
| 56 | 2 | 3 | 5 |
| 57 | 4 | 4 | 8 |
| 58 | 2 | 3 | 5 |
| 59 | 4 | 4 | 8 |
| 60 | 4 | 4 | 8 |
| 61 | 4 | 4 | 8 |
| 62 | 2 | 3 | 5 |
|  | ∑X2 | | 459 |

**Tabulasi Data Variabel Tempat (X3)**

|  |  |  |  |
| --- | --- | --- | --- |
| **No.**  **Responden** | **Nomor Item Pertanyaan** | | **Total**  **X3** |
| 1 | 2 |
| 1 | 5 | 4 | 9 |
| 2 | 3 | 3 | 6 |
| 3 | 4 | 4 | 8 |
| 4 | 4 | 4 | 8 |
| 5 | 3 | 3 | 6 |
| 6 | 3 | 3 | 6 |
| 7 | 3 | 3 | 6 |
| 8 | 3 | 3 | 6 |
| 9 | 3 | 3 | 6 |
| 10 | 3 | 3 | 6 |
| 11 | 3 | 3 | 6 |
| 12 | 4 | 4 | 8 |
| 13 | 4 | 4 | 8 |
| 14 | 4 | 4 | 8 |
| 15 | 4 | 4 | 8 |
| 16 | 4 | 4 | 8 |
| 17 | 4 | 4 | 8 |
| 18 | 4 | 4 | 8 |
| 19 | 4 | 4 | 8 |
| 20 | 4 | 4 | 8 |
| 21 | 3 | 3 | 6 |
| 22 | 3 | 3 | 6 |
| 23 | 4 | 4 | 8 |
| 24 | 4 | 4 | 8 |
| 25 | 3 | 3 | 6 |
| 26 | 4 | 4 | 8 |
| 27 | 4 | 4 | 8 |
| 28 | 3 | 3 | 6 |
| 29 | 3 | 3 | 6 |
| 30 | 3 | 3 | 6 |
| 31 | 3 | 3 | 6 |
| 32 | 3 | 3 | 6 |
| 33 | 4 | 4 | 8 |
| 34 | 3 | 3 | 6 |
| 35 | 2 | 2 | 4 |
| 36 | 2 | 2 | 4 |
| 37 | 4 | 4 | 8 |
| 38 | 4 | 4 | 8 |
| 39 | 4 | 4 | 8 |
| 40 | 4 | 4 | 8 |
| 41 | 4 | 4 | 8 |
| 42 | 4 | 4 | 8 |
| 43 | 3 | 3 | 6 |
| 44 | 3 | 3 | 6 |
| 45 | 3 | 3 | 6 |
| 46 | 3 | 3 | 6 |
| 47 | 3 | 3 | 6 |
| 48 | 3 | 3 | 6 |
| 49 | 3 | 3 | 6 |
| 50 | 3 | 3 | 6 |
| 51 | 3 | 3 | 6 |
| 52 | 3 | 3 | 6 |
| 53 | 2 | 2 | 4 |
| 54 | 2 | 2 | 4 |
| 55 | 2 | 2 | 4 |
| 56 | 2 | 2 | 4 |
| 57 | 3 | 3 | 6 |
| 58 | 2 | 2 | 4 |
| 59 | 3 | 3 | 6 |
| 60 | 3 | 3 | 6 |
| 61 | 3 | 3 | 6 |
| 62 | 2 | 2 | 4 |
|  | ∑X3 | | 403 |

**Tabulasi Data Variabel Promosi (X4)**

|  |  |  |  |
| --- | --- | --- | --- |
| **No.**  **Responden** | **Nomor Item Pertanyaan** | | **Total**  **X4** |
| 1 | 2 |
| 1 | 5 | 5 | 10 |
| 2 | 3 | 3 | 6 |
| 3 | 4 | 3 | 7 |
| 4 | 4 | 3 | 7 |
| 5 | 3 | 3 | 6 |
| 6 | 4 | 4 | 8 |
| 7 | 3 | 3 | 6 |
| 8 | 4 | 4 | 8 |
| 9 | 4 | 4 | 8 |
| 10 | 4 | 4 | 8 |
| 11 | 4 | 4 | 8 |
| 12 | 4 | 4 | 8 |
| 13 | 4 | 2 | 6 |
| 14 | 4 | 2 | 6 |
| 15 | 4 | 2 | 6 |
| 16 | 4 | 4 | 8 |
| 17 | 3 | 3 | 6 |
| 18 | 3 | 3 | 6 |
| 19 | 3 | 3 | 6 |
| 20 | 3 | 3 | 6 |
| 21 | 4 | 4 | 8 |
| 22 | 4 | 4 | 8 |
| 23 | 4 | 4 | 8 |
| 24 | 4 | 4 | 8 |
| 25 | 4 | 4 | 8 |
| 26 | 4 | 4 | 8 |
| 27 | 3 | 4 | 7 |
| 28 | 3 | 4 | 7 |
| 29 | 3 | 4 | 7 |
| 30 | 3 | 4 | 7 |
| 31 | 4 | 4 | 8 |
| 32 | 4 | 4 | 8 |
| 33 | 4 | 4 | 8 |
| 34 | 4 | 4 | 8 |
| 35 | 3 | 3 | 6 |
| 36 | 2 | 3 | 5 |
| 37 | 4 | 4 | 8 |
| 38 | 4 | 4 | 8 |
| 39 | 4 | 4 | 8 |
| 40 | 4 | 4 | 8 |
| 41 | 4 | 3 | 7 |
| 42 | 3 | 4 | 7 |
| 43 | 4 | 4 | 8 |
| 44 | 4 | 4 | 8 |
| 45 | 4 | 4 | 8 |
| 46 | 4 | 4 | 8 |
| 47 | 4 | 4 | 8 |
| 48 | 4 | 4 | 8 |
| 49 | 4 | 4 | 8 |
| 50 | 4 | 4 | 8 |
| 51 | 4 | 4 | 8 |
| 52 | 4 | 4 | 8 |
| 53 | 3 | 3 | 6 |
| 54 | 2 | 3 | 5 |
| 55 | 2 | 3 | 5 |
| 56 | 2 | 3 | 5 |
| 57 | 4 | 4 | 8 |
| 58 | 2 | 3 | 5 |
| 59 | 4 | 4 | 8 |
| 60 | 4 | 4 | 8 |
| 61 | 4 | 4 | 8 |
| 62 | 2 | 3 | 5 |
|  | ∑X4 | | 448 |

**Tabulasi Data Variabel Minat (Y)**

|  |  |  |  |
| --- | --- | --- | --- |
| **No.**  **Responden** | **Nomor Item Pertanyaan** | | **Total**  **Y** |
| 1 | 2 |
| 1 | 5 | 4 | 9 |
| 2 | 3 | 3 | 6 |
| 3 | 4 | 2 | 6 |
| 4 | 3 | 4 | 7 |
| 5 | 3 | 4 | 7 |
| 6 | 3 | 4 | 7 |
| 7 | 3 | 4 | 7 |
| 8 | 3 | 4 | 7 |
| 9 | 3 | 4 | 7 |
| 10 | 3 | 4 | 7 |
| 11 | 4 | 4 | 8 |
| 12 | 3 | 2 | 5 |
| 13 | 5 | 2 | 7 |
| 14 | 3 | 2 | 5 |
| 15 | 5 | 2 | 7 |
| 16 | 3 | 4 | 7 |
| 17 | 4 | 3 | 7 |
| 18 | 4 | 3 | 7 |
| 19 | 4 | 3 | 7 |
| 20 | 4 | 3 | 7 |
| 21 | 4 | 4 | 8 |
| 22 | 3 | 4 | 7 |
| 23 | 4 | 4 | 8 |
| 24 | 3 | 4 | 7 |
| 25 | 4 | 4 | 8 |
| 26 | 4 | 4 | 8 |
| 27 | 4 | 3 | 7 |
| 28 | 3 | 3 | 6 |
| 29 | 4 | 3 | 7 |
| 30 | 4 | 3 | 7 |
| 31 | 5 | 4 | 9 |
| 32 | 5 | 4 | 9 |
| 33 | 3 | 4 | 7 |
| 34 | 4 | 4 | 8 |
| 35 | 2 | 2 | 4 |
| 36 | 2 | 2 | 4 |
| 37 | 4 | 4 | 8 |
| 38 | 4 | 4 | 8 |
| 39 | 4 | 4 | 8 |
| 40 | 4 | 4 | 8 |
| 41 | 4 | 4 | 8 |
| 42 | 4 | 4 | 8 |
| 43 | 4 | 4 | 8 |
| 44 | 3 | 4 | 7 |
| 45 | 3 | 4 | 7 |
| 46 | 3 | 4 | 7 |
| 47 | 3 | 4 | 7 |
| 48 | 3 | 4 | 7 |
| 49 | 3 | 4 | 7 |
| 50 | 3 | 4 | 7 |
| 51 | 3 | 4 | 7 |
| 52 | 3 | 4 | 7 |
| 53 | 3 | 2 | 5 |
| 54 | 3 | 2 | 5 |
| 55 | 3 | 2 | 5 |
| 56 | 3 | 2 | 5 |
| 57 | 3 | 4 | 7 |
| 58 | 3 | 2 | 5 |
| 59 | 3 | 4 | 7 |
| 60 | 3 | 4 | 7 |
| 61 | 3 | 4 | 7 |
| 62 | 3 | 2 | 5 |
|  | ∑Y | | 428 |

**Lampiran 2. Kuesioner**

**LEMBAR INSTRUMEN PENELITIAN**

1. **Wawancara dengan pemilik Usaha Tabo *Coffee* Sipirok**
2. Deskripsi Usaha Tabo *Coffee* Sipirok
3. Bagaimana sejarah usaha Tabo *Coffee* Sipirok didirikan ?
4. Bagaimana struktur organisasi usaha Tabo *Coffee* Sipirok ?
5. Apa saja tugas dari masing-masing posisi karyawan di usaha Tabo *Coffee* Sipirok ?
6. Bagaimana pengaturan jadwal kerja karyawan usaha Tabo *Coffee* Sipirok?
7. Konsep Strategi Bisnis
8. Bagaimana strategi usaha Tabo *Coffee* Sipirok untuk menghadapi persaingan?
9. Bagaimana strategi usaha Tabo *Coffee* Sipirok dalam memasarkan produknya?
10. Bagaimana cara usaha Tabo *Coffee* Sipirok untuk memuaskan konsumennya?
11. Bagaimana cara usaha Tabo *Coffee* Sipirok dalam mempertahankan eksistensinya?
12. *Product*
13. Apa yang melatar belakangi dalam pemberian merek Tabo *Coffee* Sipirok?
14. Apa saja jenis produk kopi yang dipasarkan ?
15. Jenis Produk apa yang menjadi andalan Tabo *Coffee* Sipirok?
16. Apakah keunggulan dari produk Tabo *Coffee* Sipirok?
17. Bagaimana cara usaha Tabo *Coffee* Sipirok untuk menjaga kualitas produk?
18. *Price*
19. Bagaimana strategi dalam menentukan harga produk Tabo *Coffee* Sipirok ?
20. Berapa batasan harga minimal dan maksimal yang ditetapkan ?
21. Apakah harga yang ditetapkan dapat mengalami fluktuasi ?
22. Apa yang menjadi tujuan dari penetapan harga produk ?
23. *Place*
24. Bagaimana strategi dalam menentukan tempat yang strategis ?
25. Bagaimana saluran distribusi produk Tabo *Coffee* Sipirok ?
26. *Promosion*
27. Bagaimana strategi dalam melakukan promosi ?
28. Apa saja bentuk promosi yang dilakukan?
29. Media apa yang digunakan dalam melakukan promosi ?
30. **Wawancara Kepada Masyarakat di Kecamatan Sipirok Kabupaten Tapanuli Selatan.**
31. **Bauran Pemasaran (X)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **SB** | **B** | **CB** | **TB** | **STB** |
| **1** | **2** | **3** | | | | |
| ***Product* (X1)** | | **5** | **4** | **3** | **2** | **1** |
| 1. | Menurut saudara, bagaimana desain kemasan dari produk Tabo *Coffee* Sipirok? |  |  |  |  |  |
| 2. | Menurut saudara, bagaimana Aroma Tabo *Coffee* Sipirok? |  |  |  |  |  |
| 3. | Menurut saudara, bagaimana tekstur Tabo *Coffee* Sipirok? |  |  |  |  |  |
| 4. | Menurut saudara, bagaimana rasa minuman Tabo *Coffee* Sipirok? |  |  |  |  |  |
| 5. | Menurut saudara, bagaimana ukuran isi produk Tabo *Coffee* Sipirok yang disajikan? |  |  |  |  |  |
| ***Price* (X2)** | |  |  |  |  |  |
| **No** | **Pertanyaan** | **ST** | **T** | **CT** | **TT** | **STT** |
| 1. | Menurut saudara, apakah harga Tabo *Coffee* Sipirok terjangkau (Rp 60.000,00/ 200 gr) ? |  |  |  |  |  |
|  |  | **SS** | **S** | **CS** | **TS** | **STS** |
| 2. | Apakah harga yang ditawarkan sesuai dengan tampilan Tabo *Coffee* Sipirok ? |  |  |  |  |  |
| ***Place* (X3)** | |  |  |  |  |  |
| **No** | **Pertanyaan** | **ST** | **T** | **CT** | **TT** | **STT** |
| 1. | Apakah lokasi pemasaran Tabo *Coffee* Sipirok mudah di jangkau? |  |  |  |  |  |
|  |  | **SS** | **S** | **CS** | **TS** | **STS** |
| 2. | Bagaimana pendapat saudara tentang lokasi pemasaran Tabo *Coffee* Sipirok? |  |  |  |  |  |
| ***Promotion* (X4)** | |  |  |  |  |  |
| **No** | **Pertanyaan** | **SM** | **M** | **CM** | **TM** | **STM** |
| 1. | Dari promosi yang pernah dilakukan Apakah saudara mengenal kopi Merek Tabo *Coffee* Sipirok ? |  |  |  |  |  |
|  |  | **ST** | **T** | **CT** | **TT** | **STT** |
| 2. | Apakah dengan adanya Diskon yang diberikan saudara tertarik untuk Tabo *Coffee* Sipirok ? |  |  |  |  |  |

1. **Minat Beli (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Pertanyaan** | **ST** | **T** | **CT** | **TT** | **STT** |
| 1. | Apakah saudara tertarik untuk membeli Tabo *Coffee* Sipirok dengan kualitas dan harga yang tersedia ? |  |  |  |  |  |
|  |  | **SB** | **B** | **CB** | **TB** | **STB** |
| 2. | Apakah saudara Berminat untuk membeli Kembali Tabo *Coffee* Sipirok ? |  |  |  |  |  |

**Lampiran 3. Hasil Regresi**

Warning # 849 in column 23. Text: in\_ID

The LOCALE subcommand of the SET command has an invalid parameter. It could

not be mapped to a valid backend locale.

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS BCOV R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT y

/METHOD=ENTER x1 x2 x3 x4

/RESIDUALS DURBIN.

**Regression**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| Unstandardized  Predicted Value | 62 | 3,65600 | 8,74076 | 6,9032258 | 1,00400781 |
| Produk | 62 | 13,00 | 24,00 | 19,5806 | 1,88652 |
| Harga | 62 | 4,00 | 9,00 | 7,4032 | 1,26049 |
| Tempat | 62 | 4,00 | 9,00 | 6,5000 | 1,36406 |
| Promosi | 62 | 5,00 | 10,00 | 7,2258 | 1,12234 |
| Valid N (listwise) | 62 |  |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | |
|  | | | | produk | | harga | | Tempat | promosi | minat |
| produk | | Pearson Correlation | | 1 | | ,107 | | ,185 | -,063 | ,305\* |
| Sig. (2-tailed) | |  | | ,409 | | ,151 | ,627 | ,016 |
| N | | 62 | | 62 | | 62 | 62 | 62 |
| harga | | Pearson Correlation | | ,107 | | 1 | | ,434\*\* | ,757\*\* | ,836\*\* |
| Sig. (2-tailed) | | ,409 | |  | | ,000 | ,000 | ,000 |
| N | | 62 | | 62 | | 62 | 62 | 62 |
| tempat | | Pearson Correlation | | ,185 | | ,434\*\* | | 1 | ,385\*\* | ,544\*\* |
| Sig. (2-tailed) | | ,151 | | ,000 | |  | ,002 | ,000 |
| N | | 62 | | 62 | | 62 | 62 | 62 |
| promosi | | Pearson Correlation | | -,063 | | ,757\*\* | | ,385\*\* | 1 | ,705\*\* |
| Sig. (2-tailed) | | ,627 | | ,000 | | ,002 |  | ,000 |
| N | | 62 | | 62 | | 62 | 62 | 62 |
| minat | | Pearson Correlation | | ,305\* | | ,836\*\* | | ,544\*\* | ,705\*\* | 1 |
| Sig. (2-tailed) | | ,016 | | ,000 | | ,000 | ,000 |  |
| N | | 62 | | 62 | | 62 | 62 | 62 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | |
| **Variables Entered/Removeda** | | | | | | |
| Model | Variables Entered | | Variables Removed | | Method | |
| 1 | promosi, produk, tempat, hargab | | . | | Enter | |
| a. Dependent Variable: minat | | | | | | |
| b. All requested variables entered. | | | | | | |

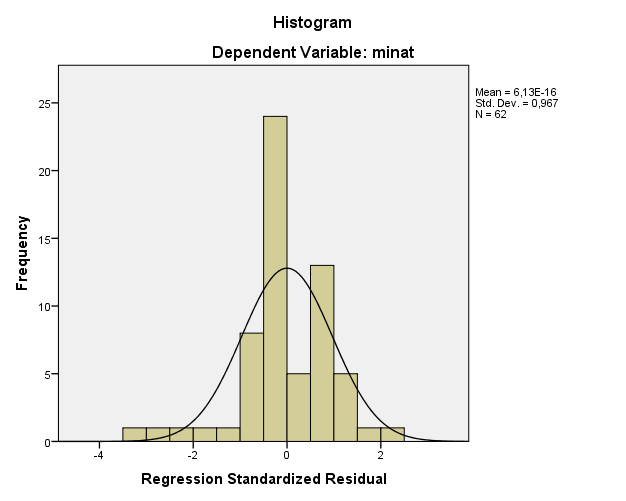
**Model Summaryb**

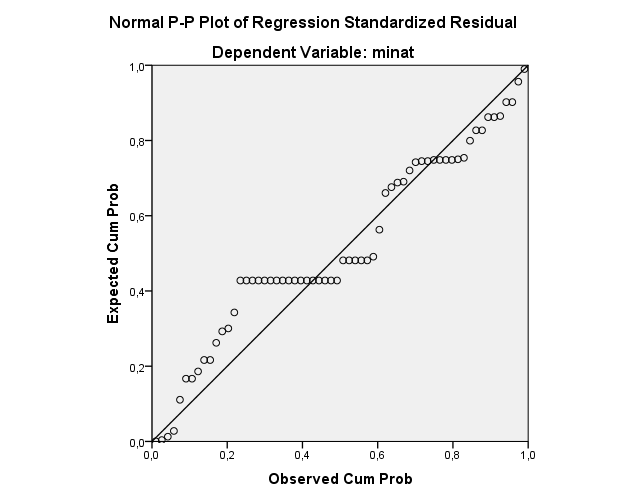
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Model | | | R | R Square | | Adjusted R Square | | Std. Error of the Estimate | | Durbin-Watson | | |
| 1 | | | ,891a | ,794 | | ,780 | | ,52864 | | 2,472 | | |
| a. Predictors: (Constant), promosi, produk, tempat, harga | | | | | | | | | | | | |
| b. Dependent Variable: minat | | | | | | | | | | | | |
| **ANOVAa** | | | | | | | | | | | | |
| Model | | | | Sum of Squares | | df | | Mean Square | | F | Sig. | |
| 1 | Regression | | | 61,490 | | 4 | | 15,372 | | 55,007 | ,000b | |
| Residual | | | 15,929 | | 57 | | ,279 | |  |  | |
| Total | | | 77,419 | | 61 | |  | |  |  | |
| a. Dependent Variable: minat | | | | | | | | | | | | |
| b. Predictors: (Constant), promosi, produk, tempat, harga | | | | | | | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | -2,035 | ,857 |  | -2,373 | ,021 |
| produk | ,135 | ,038 | ,226 | 3,592 | ,001 |
| Harga | ,510 | ,086 | ,571 | 5,914 | ,000 |
| tempat | ,140 | ,056 | ,169 | 2,485 | ,016 |
| promosi | ,222 | ,096 | ,222 | 2,326 | ,024 |
| a. Dependent Variable: minat | | | | | | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | **Residuals Statisticsa** | | | | | | |  | Minimum | Maximum | Mean | Std. Deviation | N | | Predicted Value | 3,6560 | 8,7408 | 6,9032 | 1,00401 | 62 | | Residual | -1,76124 | 1,22803 | ,00000 | ,51102 | 62 | | Std. Predicted Value | -3,234 | 1,830 | ,000 | 1,000 | 62 | | Std. Residual | -3,332 | 2,323 | ,000 | ,967 | 62 | | a. Dependent Variable: minat | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficient Correlationsa** | | | | | | |
| Model | | | promosi | harga | Tempat | Produk |
| 1 | Correlations | Promosi | 1,000 | -,146 | -,397 | -,647 |
| Harga | -,146 | 1,000 | -,327 | ,072 |
| Tempat | -,397 | -,327 | 1,000 | ,149 |
| Produk | -,647 | ,072 | ,149 | 1,000 |
| Covariances | Promosi | ,014 | -,001 | -,003 | -,004 |
| Harga | -,001 | ,004 | -,001 | ,000 |
| Tempat | -,003 | -,001 | ,004 | ,000 |
| Produk | -,004 | ,000 | ,000 | ,002 |
| 1. Dependent Variable: minat | | | | | | | |

**Charts**



**Lampiran 2. Hasil Dokumentasi**



*Dokumentasi penelitian, bersama pemilik usaha Tabo Coffee Sipirok*



*Dokumentasi penelitian, bersama pemilik usaha Tabo Coffee Sipirok*

*Dokumentasi penelitian, usaha Tabo Coffee Sipirok*



*Dokumentasi wawancara bersama masyarakat di Kecamatan Sipirok*



*Dokumentasi wawancara bersama masyarakat di Kecamatan Sipirok*



*Dokumentasi wawancara bersama masyarakat di Kecamatan Sipirok*



*Dokumentasi wawancara bersama masyarakat di Kecamatan Sipirok*



*Dokumentasi wawancara bersama masyarakat di Kecamatan Sipirok*