

Lampiran I

Bandar Lampung, 9 Februari 2022

Hal : Permohonan Bantuan Pengisian Kuesioner

Kepada Yth :

Bapak/ Ibu

Di Tempat

Dengan ini saya :

Nama : Ketut Indra Jaya

NPM : 1812110086

Jurusan : S1 Manajemen

Dengan Hormat,

Bersama ini saya sampaikan bahwa saya bermaksud mengadakan penelitian pada Konsumen Pusat Oleh-Oleh Khas Lampung Di Toko Aneka Sari Rasa, Penelitian ini dilaksanakan dalam rangka penulisan skripsi sebagai salah satu syarat dalam penyelesaian studi pada program Sarjana IIB Darmajaya. Konsentrasi Manajemen Sumber Daya Manusia. **“PENGARUH KERAGAMAN PRODUK DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN PRODUK DI PUSAT OLEH-OLEH KHAS LAMPUNG DI TOKO ANEKA SARI RASA”** Sehubungan dengan maksud diatas, saya mengharapkan bantuan saudara untuk bersedia mengisi instrumen penelitian ini sesuai dengan pendapat dan pengalaman yang dimiliki. Instrumen ini dirancang sedemikian rupa sehingga tidak seorang pun dapat menelusuri sumber informasinya. Oleh karena itu saudara diharapkan dapat memberikan jawaban sesuai dengan keadaan sesungguhnya, dan saya menjamin kerahasiaan dari jawaban saudara. Bantuan dan partisipasi saudara merupakan sumbangan yang sangat berharga bagi terselenggaranya penelitian ilmiah ini. Untuk itu semuanya saya ucapkan terima kasih.

Hormat Saya,

Ketut Indra Jaya
NPM. 1612110068

PERNYATAAN KUESIONER

Pertanyaan di bawah ini dalam rangka penelitian skripsi dengan judul :

**PENGARUH KERAGAMAN PRODUK DAN PROMOSI TERHADAP
KEPUTUSAN PEMBELIAN PRODUK DI PUSAT OLEH-OLEH KHAS
LAMPUNG DI TOKO ANEKA SARI RASA**

Petunjuk pengisian :

1. Jawablah pertanyaan yang diajukan dibawah ini dengan benar dan jujur.
2. Berilah tanda (√) pada salah satu jawaban yang paling benar.
3. Pertanyaan / pernyataan harus dijawab semua

SS = Sangat Setuju S = Setuju CS = Cukup Setuju

TS = Tidak Setuju STS = Sangat Tidak Setuju

No. Res :

IDENTITAS RESPONDEN

1. Nama Responden : (boleh tidak diisi)

2. Jenis Kelamin : Laki – Laki Perempuan

3. Usia : 17-23 Tahun 34-28 Tahun

24-28 Tahun 39-43 Tahun

28-33 Tahun 44-48 Tahun

DAFTAR PERNYATAAN

Keragaman Produk						
No	Pernyataan	STS	TS	CS	S	SS
Harga Pada Produk						
1	Menurut saya harga yang ditawarkan toko sudah sesuai dengan kualitas produk yang diberikan					
2	Menurut saya toko memberikan harga yang dapat terjangkau konsumen					
Kualitas						
3	Menurut saya kualitas produk yang dihasilkan toko sangat baik					
4	Menurut saya produk yang ada ditoko memiliki keunikan yang menarik konsumen dalam membeli produk tersebut					
Jenis						
5	Menurut saya produk yang ditawarkan toko memiliki keragaman jenis yang membuat konsumen memiliki banyak pilihan					
6	Menurut saya konsumen puas dengan produk produk berkualitas yang dihasilkan toko					
Tampilan Produk						
7	Menurut saya kemasan yang dihasilkan toko memiliki ciri khas yang menggambarkan provinsi lampung					
8	Menurut saya kemasan yang digunakan oleh toko menggunakan bahan yang berkualitas					

Promosi						
No	Pernyataan	STS	TS	CS	S	SS
Frekuensi Promosi						
1	Menurut saya Toko Aneka Sari Rasa mengadakan program promosi disetiap minggunya					
2	Menurut saya Toko Aneka Sari Rasa melakukan promosi melalui berbagai media					
Kualitas Promosi						
3	Menurut saya Toko Aneka Sari Rasa memberikan informasi promosi yang mudah dipahami konsumen					
4	Menurut saya Toko Aneka Sari Rasa memberikan informasi promosi yang sangat detail					
Waktu Promosi						
5	Menurut saya Toko Aneka Sari Rasa mengadakan promosi dengan durasi atau rentang waktu yang panjang					
6	Menurut saya Toko Aneka Sari Rasa mengadakan promosi diwaktu tertentu saja					
Ketepatan Promosi						
7	Menurut saya Toko Aneka Sari Rasa memiliki program promosi yang sesuai dengan keinginan					
8	Menurut saya Toko Aneka Sari Rasa memiliki program promosi yang diperuntukan untuk semua orang					

Keputusan Pembelian						
No	Pernyataan	STS	TS	CS	S	SS
Kemantapan						
1	Saya yakin membeli oleh-oleh khas Lampung di Toko Aneka Sari Rasa karena banyak keragaman produknya					
2	Saya menjadikan Toko Aneka Sari Rasa pilihan utama dalam membeli oleh-oleh khas Lampung					
Kebiasaan						
3	Saya membeli oleh-oleh khas Lampung di Toko Aneka Sari Rasa karena sesuai kebutuhan					
4	Saya membeli oleh-oleh khas Lampung di Toko Aneka Sari Rasa karena sering mengadakan promosi					
Rekomendasi						
5	Saya bersedia merekomendasikan orang lain untuk membeli oleh-oleh khas Lampung di Toko Aneka Sari Rasa					
6	Saya bersedia memberikan ulasan positif di sosial media mengenai oleh-oleh khas Lampung di Toko Aneka Sari Rasa					
Pembelian Ulang						
7	Saya akan terus membeli oleh-oleh khas Lampung di Toko Aneka Sari Rasa dimasa yang akan datang					
8	Saya merasa puas membeli oleh-oleh khas Lampung di Toko Aneka Sari Rasa					

Lampiran II (Hasil Jawaban Responden)

No	K1	K2	K3	K4	K5	K6	K7	K8	Keragaman Produk	P1	P2	P3	P4	P5	P6	P7	P8	Promosi
1	4	5	4	2	5	5	5	4	34	4	4	4	4	2	3	3	4	28
2	4	3	4	4	4	3	3	4	29	4	5	4	2	1	3	3	5	27
3	5	4	3	3	3	3	2	4	27	2	2	5	2	1	3	2	5	22
4	5	4	4	4	4	4	5	5	35	4	5	3	5	5	5	5	5	37
5	3	5	5	5	4	4	5	5	36	4	5	4	5	5	5	4	3	35
6	4	4	4	4	4	5	5	5	35	5	4	5	5	3	5	3	4	34
7	4	5	5	4	5	5	5	4	37	5	4	3	4	4	4	5	4	33
8	5	5	5	5	5	5	5	5	40	5	5	4	5	3	5	4	5	36
9	5	5	5	5	4	4	4	5	37	5	5	5	4	5	4	5	5	38
10	5	3	5	5	5	5	5	5	38	5	4	5	5	5	5	5	5	39
11	4	3	4	5	5	5	5	5	36	5	5	5	5	5	5	5	4	39
12	5	5	5	5	5	5	5	5	40	5	5	4	5	5	5	5	3	37
13	4	5	5	5	4	3	4	2	32	5	4	4	3	2	3	4	4	29
14	3	4	4	4	3	2	3	2	25	3	3	4	4	2	4	4	3	27
15	3	5	5	5	3	3	4	4	32	3	4	4	4	2	3	4	3	27
16	4	2	4	4	3	2	3	1	23	3	3	5	3	4	3	3	4	28
17	4	5	3	4	2	3	3	3	27	3	3	5	4	3	4	4	4	30
18	3	4	3	3	3	4	4	3	27	3	3	5	3	3	3	3	3	26
19	4	4	4	4	4	4	5	4	33	4	5	5	4	3	4	3	4	32
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21	4	3	4	5	3	2	3	3	27	4	5	5	3	2	2	4	4	29
22	2	2	3	3	2	2	3	3	20	4	4	5	2	3	3	3	4	28
23	4	5	5	5	3	3	4	4	33	4	5	5	3	4	3	4	4	32
24	4	5	4	4	3	4	4	3	31	3	3	5	2	2	2	3	4	24
25	3	5	5	5	4	3	3	3	31	3	4	5	3	3	3	3	4	28
26	3	4	5	5	4	4	4	4	33	4	4	5	4	2	3	3	2	27
27	2	4	4	5	3	4	3	4	29	3	4	5	3	4	2	3	5	29
28	5	4	2	5	3	3	4	3	29	3	5	5	3	3	4	2	3	28
29	3	4	3	5	4	4	4	3	30	3	3	5	3	2	4	3	3	26
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32	4	4	4	5	4	3	4	3	31	5	5	5	3	3	1	2	4	28
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37	4	3	3	4	3	3	3	4	27	4	4	3	4	2	3	3	4	27
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43	4	4	3	4	3	3	5	3	29	4	4	5	3	3	3	3	4	29
44	5	4	3	5	3	3	2	3	28	4	5	5	4	3	3	2	5	31
45	5	4	4	4	4	5	4	2	32	4	3	5	2	3	3	2	4	26
46	5	5	2	4	5	5	5	4	35	4	4	5	3	3	3	3	3	28
47	3	4	4	4	4	4	3	4	30	4	5	3	4	3	4	3	3	29
48	3	4	4	4	5	5	4	2	31	4	4	5	2	2	1	2	3	23
49	4	5	5	4	3	3	4	3	31	4	3	3	4	1	4	2	4	25
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53	5	5	5	4	3	3	5	2	32	4	5	5	3	3	2	3	3	28
54	3	4	3	5	3	4	4	4	30	5	5	4	3	2	4	2	5	30
55	4	4	4	4	4	3	4	3	30	4	4	4	3	3	3	4	4	29
56	3	5	3	4	4	4	5	3	31	4	4	5	3	2	2	3	4	27
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79	4	5	4	5	4	4	3	3	32	3	3	2	2	4	1	5	3	23
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83	2	4	4	4	4	5	4	2	29	4	4	3	2	4	3	4	2	26
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85	3	2	4	4	5	5	5	5	33	5	5	5	5	5	5	3	4	37
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96	5	4	5	5	3	3	4	3	32	3	4	3	4	4	3	4	3	28
97	5	5	5	5	3	3	4	5	35	3	3	4	4	5	5	5	5	34
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No	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	Keputusan_Pembelian
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69	3	4	4	2	3	3	5	4	28
70	3	4	2	3	4	4	4	4	28
71	2	3	2	3	5	5	3	5	28
72	3	2	3	3	4	4	3	4	26
73	3	3	3	5	3	3	4	4	28
74	5	2	3	3	5	5	4	4	31
75	5	2	2	2	4	4	3	4	26
76	2	3	5	5	4	4	4	4	31
77	4	3	5	3	5	5	4	3	32
78	2	3	3	3	4	4	5	4	28
79	3	4	5	3	5	5	4	3	32
80	4	3	5	3	4	4	4	4	31
81	4	2	4	3	4	4	3	4	28
82	3	3	3	2	4	4	5	4	28
83	3	3	3	4	4	4	3	4	28
84	5	4	4	4	4	4	4	4	33
85	3	5	5	5	5	5	5	5	38
86	4	4	3	3	3	3	3	3	26
87	2	4	4	4	3	4	4	3	28
88	3	3	3	2	3	3	2	3	22
89	5	5	5	4	5	5	4	5	38
90	5	5	5	5	5	5	5	5	40
91	4	3	3	4	4	5	4	4	31
92	5	4	4	3	3	3	3	3	28
93	5	4	4	3	3	4	3	3	29
94	5	4	3	3	3	3	3	3	27
95	4	3	3	3	3	3	3	3	25
96	4	3	4	3	3	3	3	3	26
97	5	5	5	5	4	5	5	4	38

98	4	5	5	4	5	4	4	5	36
99	4	5	5	5	4	5	5	4	37
100	3	4	4	3	4	4	3	4	29
101	5	4	5	5	4	5	5	4	37
102	5	5	5	5	5	5	5	2	37
103	5	5	5	5	5	5	5	4	39
104	4	4	4	4	4	3	5	3	31
105	5	4	4	5	4	4	4	4	34
106	5	3	4	3	5	5	5	5	35
107	4	2	2	4	4	3	3	3	25
108	1	3	4	2	4	4	4	3	25
109	3	4	3	3	3	3	2	3	24
110	4	4	4	5	5	5	4	5	36
111	5	4	4	5	5	5	5	5	38
112	4	5	4	4	3	3	4	4	31
113	5	5	4	5	4	4	3	3	33
114	5	5	4	5	4	4	3	3	33
115	5	5	4	5	4	3	3	3	32
116	4	5	4	4	3	3	3	3	29
117	3	4	3	4	3	4	3	3	27
118	5	5	5	5	5	5	5	4	39
119	2	2	5	4	5	5	4	5	32
120	4	5	3	4	5	5	5	4	35

Lampiran III (Hasil Uji Deskriptif)

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	48	40.0	40.0	40.0
Perempuan	72	60.0	60.0	100.0
Total	120	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17-23 Tahun	14	11.7	11.7	11.7
24-28 Tahun	36	30.0	30.0	41.7
28-33 Tahun	24	20.0	20.0	61.7
34-38 Tahun	18	15.0	15.0	76.7
39-43 Tahun	16	13.3	13.3	90.0
44-48 Tahun	12	10.0	10.0	100.0
Total	120	100.0	100.0	

K1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.8	.8	.8
2	9	7.5	7.5	8.3
3	34	28.3	28.3	36.7
4	43	35.8	35.8	72.5
5	33	27.5	27.5	100.0
Total	120	100.0	100.0	

K2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	8	6.7	6.7	6.7
3	15	12.5	12.5	19.2
4	55	45.8	45.8	65.0
5	42	35.0	35.0	100.0
Total	120	100.0	100.0	

K3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.8	.8	.8
2	3	2.5	2.5	3.3
3	23	19.2	19.2	22.5
4	48	40.0	40.0	62.5
5	45	37.5	37.5	100.0
Total	120	100.0	100.0	

K4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	1.7	1.7	1.7
3	14	11.7	11.7	13.3
4	49	40.8	40.8	54.2
5	55	45.8	45.8	100.0
Total	120	100.0	100.0	

K5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.7	1.7	1.7
2	9	7.5	7.5	9.2
3	40	33.3	33.3	42.5
4	44	36.7	36.7	79.2
5	25	20.8	20.8	100.0
Total	120	100.0	100.0	

K6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	3.3	3.3	3.3
2	6	5.0	5.0	8.3
3	39	32.5	32.5	40.8
4	42	35.0	35.0	75.8
5	29	24.2	24.2	100.0
Total	120	100.0	100.0	

K7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.7	1.7	1.7
2	11	9.2	9.2	10.8
3	29	24.2	24.2	35.0
4	50	41.7	41.7	76.7
5	28	23.3	23.3	100.0
Total	120	100.0	100.0	

K8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	4.2	4.2	4.2
2	15	12.5	12.5	16.7
3	38	31.7	31.7	48.3
4	44	36.7	36.7	85.0
5	18	15.0	15.0	100.0
Total	120	100.0	100.0	

P1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.8	.8	.8
2	5	4.2	4.2	5.0
3	35	29.2	29.2	34.2
4	53	44.2	44.2	78.3
5	26	21.7	21.7	100.0
Total	120	100.0	100.0	

P2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.7	1.7	1.7
2	4	3.3	3.3	5.0
3	27	22.5	22.5	27.5
4	52	43.3	43.3	70.8
5	35	29.2	29.2	100.0
Total	120	100.0	100.0	

P3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.7	1.7	1.7
2	7	5.8	5.8	7.5
3	26	21.7	21.7	29.2
4	41	34.2	34.2	63.3
5	44	36.7	36.7	100.0
Total	120	100.0	100.0	

P4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.7	1.7	1.7
2	19	15.8	15.8	17.5
3	43	35.8	35.8	53.3
4	39	32.5	32.5	85.8
5	17	14.2	14.2	100.0
Total	120	100.0	100.0	

P5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	3.3	3.3	3.3
2	32	26.7	26.7	30.0
3	44	36.7	36.7	66.7
4	19	15.8	15.8	82.5
5	21	17.5	17.5	100.0
Total	120	100.0	100.0	

P6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	6	5.0	5.0	5.0
2	16	13.3	13.3	18.3
3	40	33.3	33.3	51.7
4	40	33.3	33.3	85.0
5	18	15.0	15.0	100.0
Total	120	100.0	100.0	

P7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.7	1.7	1.7
2	21	17.5	17.5	19.2
3	37	30.8	30.8	50.0
4	32	26.7	26.7	76.7
5	28	23.3	23.3	100.0
Total	120	100.0	100.0	

P8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.8	.8	.8
2	8	6.7	6.7	7.5
3	33	27.5	27.5	35.0
4	54	45.0	45.0	80.0
5	24	20.0	20.0	100.0
Total	120	100.0	100.0	

KP1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.8	.8	.8
2	10	8.3	8.3	9.2
3	30	25.0	25.0	34.2
4	43	35.8	35.8	70.0
5	36	30.0	30.0	100.0
Total	120	100.0	100.0	

KP2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	10	8.3	8.3	8.3
3	34	28.3	28.3	36.7
4	44	36.7	36.7	73.3
5	32	26.7	26.7	100.0
Total	120	100.0	100.0	

KP3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.7	1.7	1.7
2	12	10.0	10.0	11.7
3	39	32.5	32.5	44.2
4	41	34.2	34.2	78.3
5	26	21.7	21.7	100.0
Total	120	100.0	100.0	

KP4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	8	6.7	6.7	6.7
3	35	29.2	29.2	35.8
4	39	32.5	32.5	68.3
5	38	31.7	31.7	100.0
Total	120	100.0	100.0	

KP5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	19	15.8	15.8	15.8
4	50	41.7	41.7	57.5
5	51	42.5	42.5	100.0
Total	120	100.0	100.0	

KP6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	.8	.8	.8
3	21	17.5	17.5	18.3
4	51	42.5	42.5	60.8
5	47	39.2	39.2	100.0
Total	120	100.0	100.0	

KP7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.7	1.7	1.7
2	7	5.8	5.8	7.5
3	39	32.5	32.5	40.0
4	36	30.0	30.0	70.0
5	36	30.0	30.0	100.0
Total	120	100.0	100.0	

KP8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	2.5	2.5	2.5
3	38	31.7	31.7	34.2
4	52	43.3	43.3	77.5
5	27	22.5	22.5	100.0
Total	120	100.0	100.0	

Lampiran IV (Hasil Uji Validitas)

		Correlations								Keragaman_Produk
		K1	K2	K3	K4	K5	K6	K7	K8	
K1	Pearson Correlation	1	.044	.146	.123	.291	.282	.249	.183	.447**
	Sig. (2-tailed)		.787	.369	.451	.069	.078	.122	.259	.004
	N	40	40	40	40	40	40	40	40	40
K2	Pearson Correlation	.044	1	.290	.192	.254	.351*	.314*	.249	.527**
	Sig. (2-tailed)	.787		.070	.235	.114	.026	.048	.121	.000
	N	40	40	40	40	40	40	40	40	40
K3	Pearson Correlation	.146	.290	1	.455**	.501**	.308	.321*	.239	.624**
	Sig. (2-tailed)	.369	.070		.003	.001	.053	.043	.138	.000
	N	40	40	40	40	40	40	40	40	40
K4	Pearson Correlation	.123	.192	.455**	1	.249	.068	.168	.088	.431**
	Sig. (2-tailed)	.451	.235	.003		.122	.677	.300	.588	.006
	N	40	40	40	40	40	40	40	40	40
K5	Pearson Correlation	.291	.254	.501**	.249	1	.627**	.697**	.499**	.807**
	Sig. (2-tailed)	.069	.114	.001	.122		.000	.000	.001	.000
	N	40	40	40	40	40	40	40	40	40
K6	Pearson Correlation	.282	.351*	.308	.068	.627**	1	.763**	.578**	.798**
	Sig. (2-tailed)	.078	.026	.053	.677	.000		.000	.000	.000
	N	40	40	40	40	40	40	40	40	40
K7	Pearson Correlation	.249	.314*	.321*	.168	.697**	.763**	1	.473**	.789**
	Sig. (2-tailed)	.122	.048	.043	.300	.000	.000		.002	.000
	N	40	40	40	40	40	40	40	40	40
K8	Pearson Correlation	.183	.249	.239	.088	.499**	.578**	.473**	1	.672**
	Sig. (2-tailed)	.259	.121	.138	.588	.001	.000	.002		.000
	N	40	40	40	40	40	40	40	40	40
Keragaman Produk	Pearson Correlation	.447**	.527**	.624**	.431**	.807**	.798**	.789**	.672**	1
	Sig. (2-tailed)	.004	.000	.000	.006	.000	.000	.000	.000	
	N	40	40	40	40	40	40	40	40	40

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

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

Correlations

		P1	P2	P3	P4	P5	P6	P7	P8	Promosi
P1	Pearson Correlation	1	.607**	.262	.447**	.434**	.276	.531**	.811**	.733**
	Sig. (2-tailed)		.000	.102	.004	.005	.085	.000	.000	.000
	N	40	40	40	40	40	40	40	40	40
P2	Pearson Correlation	.607**	1	.180	.374*	.398*	.232	.277	.449**	.580**
	Sig. (2-tailed)	.000		.266	.018	.011	.150	.083	.004	.000
	N	40	40	40	40	40	40	40	40	40
P3	Pearson Correlation	.262	.180	1	.657**	.340*	.952**	.430**	.399*	.734**
	Sig. (2-tailed)	.102	.266		.000	.032	.000	.006	.011	.000
	N	40	40	40	40	40	40	40	40	40
P4	Pearson Correlation	.447**	.374*	.657**	1	.565**	.751**	.524**	.341*	.805**
	Sig. (2-tailed)	.004	.018	.000		.000	.000	.001	.031	.000
	N	40	40	40	40	40	40	40	40	40
P5	Pearson Correlation	.434**	.398*	.340*	.565**	1	.463**	.626**	.319*	.736**
	Sig. (2-tailed)	.005	.011	.032	.000		.003	.000	.045	.000
	N	40	40	40	40	40	40	40	40	40
P6	Pearson Correlation	.276	.232	.952**	.751**	.463**	1	.464**	.289	.773**
	Sig. (2-tailed)	.085	.150	.000	.000	.003		.003	.071	.000
	N	40	40	40	40	40	40	40	40	40
P7	Pearson Correlation	.531**	.277	.430**	.524**	.626**	.464**	1	.450**	.755**
	Sig. (2-tailed)	.000	.083	.006	.001	.000	.003		.004	.000
	N	40	40	40	40	40	40	40	40	40
P8	Pearson Correlation	.811**	.449**	.399*	.341*	.319*	.289	.450**	1	.681**
	Sig. (2-tailed)	.000	.004	.011	.031	.045	.071	.004		.000
	N	40	40	40	40	40	40	40	40	40
Promosi	Pearson Correlation	.733**	.580**	.734**	.805**	.736**	.773**	.755**	.681**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	40	40	40	40	40	40	40	40	40

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

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

Correlations

		KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	Keputusan_Pembelian
KP1	Pearson Correlation	1	.511**	.319*	.253	.216	.220	.263	.304	.553**
	Sig. (2-tailed)		.001	.045	.115	.181	.172	.101	.057	.000
	N	40	40	40	40	40	40	40	40	40
KP2	Pearson Correlation	.511**	1	.401*	.494**	.473**	.436**	.577**	.587**	.811**
	Sig. (2-tailed)	.001		.010	.001	.002	.005	.000	.000	.000
	N	40	40	40	40	40	40	40	40	40
KP3	Pearson Correlation	.319*	.401*	1	.105	.433**	.349*	.492**	.447**	.664**
	Sig. (2-tailed)	.045	.010		.520	.005	.028	.001	.004	.000
	N	40	40	40	40	40	40	40	40	40
KP4	Pearson Correlation	.253	.494**	.105	1	.243	.454**	.306	.220	.544**
	Sig. (2-tailed)	.115	.001	.520		.132	.003	.055	.172	.000
	N	40	40	40	40	40	40	40	40	40
KP5	Pearson Correlation	.216	.473**	.433**	.243	1	.410**	.400*	.457**	.635**
	Sig. (2-tailed)	.181	.002	.005	.132		.009	.011	.003	.000
	N	40	40	40	40	40	40	40	40	40
KP6	Pearson Correlation	.220	.436**	.349*	.454**	.410**	1	.532**	.689**	.735**
	Sig. (2-tailed)	.172	.005	.028	.003	.009		.000	.000	.000
	N	40	40	40	40	40	40	40	40	40
KP7	Pearson Correlation	.263	.577**	.492**	.306	.400*	.532**	1	.619**	.777**
	Sig. (2-tailed)	.101	.000	.001	.055	.011	.000		.000	.000
	N	40	40	40	40	40	40	40	40	40
KP8	Pearson Correlation	.304	.587**	.447**	.220	.457**	.689**	.619**	1	.789**
	Sig. (2-tailed)	.057	.000	.004	.172	.003	.000	.000		.000
	N	40	40	40	40	40	40	40	40	40
Keputusan Pembelian	Pearson Correlation	.553**	.811**	.664**	.544**	.635**	.735**	.777**	.789**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	40	40	40	40	40	40	40	40	40

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

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

Lampiran V (Hasil Uji Reliabilitas)

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.795	8

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.870	8

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.841	8

Lampiran VI (Hasil Uji Normlitas)

One-Sample Kolmogorov-Smirnov Test

		Keragaman_Produk	Promosi	Keputusan_Pembelian
N		120	120	120
Normal Parameters ^{a,b}	Mean	30.93	29.03	31.34
	Std. Deviation	4.457	4.500	4.471
Most Extreme Differences	Absolute Positive	.116	.123	.091
	Negative	.053	.123	.091
Kolmogorov-Smirnov Z		1.266	1.351	1.002
	Asymp. Sig. (2-tailed)	.081	.052	.268

a. Test distribution is Normal.

b. Calculated from data.

Lampiran VII (Hasil Uji Linearitas)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan_Pembelian * Keragaman_Produk	(Combined)		979.504	20	48.975	3.465	.000
	Between Groups	Linearity	617.153	1	617.153	43.657	.000
		Deviation from Linearity	362.351	19	19.071	1.349	.171
	Within Groups		1399.488	99	14.136		
	Total		2378.992	119			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan_Pembelian * Promosi	(Combined)		1202.459	21	57.260	4.770	.000
	Between Groups	Linearity	870.811	1	870.811	72.535	.000
		Deviation from Linearity	331.648	20	16.582	1.381	.150
	Within Groups		1176.532	98	12.005		
	Total		2378.992	119			

Lampiran VIII (Hasil Uji Multikolinearitas)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	10.574	2.429		4.352	.000		
1 Keragaman_Produk	.236	.089	.235	2.663	.009	.655	1.526
Promosi	.464	.088	.467	5.288	.000	.655	1.526

a. Dependent Variable: Keputusan_Pembelian

Lampiran IV (Hasil Uji Analisis Regresi Linear Berganda)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Promosi, Keragaman_Produk ^b	.	Enter

- a. Dependent Variable: Keputusan_Pembelian
 b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.634 ^a	.402	.392	3.486

- a. Predictors: (Constant), Promosi, Keragaman_Produk

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.574	2.429		4.352	.000
	Keragaman_Produk	.236	.089	.235	2.663	.009
	Promosi	.464	.088	.467	5.288	.000

- a. Dependent Variable: Keputusan_Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	957.023	2	478.511	39.372	.000 ^b
	Residual	1421.969	117	12.154		
	Total	2378.992	119			

- a. Dependent Variable: Keputusan_Pembelian
 b. Predictors: (Constant), Promosi, Keragaman_Produk