**LAMPIRAN**

**Lampiran I. Surat Ijin Penelitian**

**PENGANTAR**

Kepada Yth

Bapak/ Ibu/ Saudara/ Saudari

Konsumen Toko Roti Widoro  
di Sukoharjo

Dengan hormat,

Saya Annissa Nurul F mahasiswa program studi Manajemen Fakultas Ekonomi Universitas Islam Batik Surakarta, bermaksud untuk mengadakan penelitian dengan judul “Minat Beli Konsumen Ditinjau Dari Inovasi Produk, Citra Merek Dan Kualitas Produk (Studi Kasus UMK Toko Roti Widoro Sukoharjo Selama Pandemi Covid- 19). Diharapkan kesediaan Bapak/Ibu/Saudara/i untuk berkenan mengisi daftar kuisioner yang telah tersedia. Informasi dari Bapak/Ibu/Saudara/i akan sangat berguna dalam penelitian dan data kuisioner ini tidak akan dipublikasikan serta hanya melengkapi data penelitian. Oleh karena itu, jawaban yang sesuai keadaan sesungguhnya menurut petunjuk pengisian sangat diharapkan.

Demikian atas kesediaan, perhatiandan kerjasama Bapak/Ibu/Saudara/i, saya ucapkan terima kasih.

Hormat Saya,

Annisa Nurul F

**Lampiran II. Kuisioner Penelitian**

**KUISIONER PENELITIAN**

1. **Identitas Responden**

Nama (Inisial) :

Usia : ….. Tahun

Jenis Kelamin : Laki-laki/Perempuan (coret salah satu)

Pekerjaan :

Penghasilan :

**B. Petunjuk Pengisian**

1. Sebelum mengisi pernyataan, bacalah petunjuk pengisian dengan cermat.
2. Angket ini terdiri dari 29 pernyataan.
3. Berilah tanda silang (X) pada kolom **Sangat Setuju (SS), Setuju (S), Rata – Rata (R), Tidak Setuju (TS),** dan **Sangat Tidak Setuju (STS)** sesuai dengan keadaan yang sebena

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **SS** | **S** | **R** | **TS** | **STS** |
|  | **Variebel : Minat Beli** | | | | | |
| 1 | Saya membeli produk toko roti widoro karena produknya yang unik |  |  |  |  |  |
| 2 | Toko roti widoro menyediakan produk yang mampu menarik perhatian konsumen sehingga memiliki minat beli produk |  |  |  |  |  |
| 3 | Toko roti widoro memiliki banyak produk yang dapat menarik minat beli konsumen |  |  |  |  |  |
| 4 | Toko roti widoro menyediakan produk sesuai dengan keinginan konsumen |  |  |  |  |  |
| 5 | Konsumen melakukan pembelian sesuai dengan produk yang diinginkan |  |  |  |  |  |
|  | **Variebel : Inovasi Produk** | | | | | |
| 1 | Kemampuan Toko roti widoro dalam pengembangan produk baru melalui pemanfaatan teknologi. |  |  |  |  |  |
| 2 | Kemampuan toko roti widoro dalam pembuatan desain baru  yang bersaing dengan produk toko roti lainya. |  |  |  |  |  |
| 3 | Inovasi toko roti widoro dalam pengembangan dan  modifikasi produk. |  |  |  |  |  |
| 4 | Toko roti widoro memiliki pengetahuan yang baik dari  berbagai situasi pasar. |  |  |  |  |  |
| 5 | Toko roti widoro memiliki kemampuan dalam  mengidentifikasi startegi inovatif dari para pesaing. |  |  |  |  |  |
|  | **Variabel : Citra Merek** | | | | | |
| 1 | Toko roti widoro sudah dikenal banyak orang |  |  |  |  |  |
| 2 | Toko roti widoro dikeanl sebagai toko rotimyang berkualitas |  |  |  |  |  |
| 3 | Toko roti widoro menarik sehingga memiliki banyak pelanggan |  |  |  |  |  |
| 4 | Toko roti widoro menyediakan berbagai jenis roti sesuai kebutuhan pelanggan |  |  |  |  |  |
| 5 | Toko roti widoro memiliki keunikan dan citarasa yang khas berbeda dari produk roti pada umumnya |  |  |  |  |  |
|  | **Variabel : Kualitas Produk** | | | | | |
| 1 | Produk roti yang dihasilkan toko roti widoro kualitasnya dapat dibandingkan dengan pesaingnya. |  |  |  |  |  |
| 2 | Toko roti widoro memiliki otlet yang mudah di akses dan terjangkau bagi pembeli |  |  |  |  |  |
| 3 | Produk roti yang dihasilkan toko roti widoro memiliki keandalan produk |  |  |  |  |  |
| 4 | Produk roti yang dihasilkan toko roti widoro memiliki ketahanan Produk. |  |  |  |  |  |
| 5 | Toko roti widoro memiliki produk yang berkualitas sehingga dapat menarik minat beli pelanggan |  |  |  |  |  |

**Lampiran III. Tabulasi Data 20 Responden**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| MB1 | MB2 | MB3 | MB4 | MB5 | IP1 | IP2 | IP3 | IP4 | IP5 | CM1 | CM2 | CM3 | CM4 | CM5 | KP1 | KP2 | KP3 | KP4 | KP5 |
| 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 5 | 4 | 4 |
| 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 |
| 5 | 4 | 3 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 5 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 5 | 4 |
| 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 5 |
| 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 |
| 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 |
| 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 |
| 4 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 5 | 5 |
| 4 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 |
| 4 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 5 | 3 | 4 | 5 | 5 |
| 5 | 4 | 5 | 5 | 5 | 3 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 |
| 3 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 5 | 4 | 5 | 3 | 3 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 4 | 3 | 5 | 3 | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 |
| 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 |

**Lampiran IV. Hasil Uji Validitas**

**Uji Validitas Minat Beli**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | MB1 | MB2 | MB3 | MB4 | MB5 | TOTAL |
| MB1 | Pearson Correlation | 1 | -,027 | ,161 | -,050 | ,488\* | ,465\* |
| Sig. (2-tailed) |  | ,911 | ,496 | ,833 | ,029 | ,039 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| MB2 | Pearson Correlation | -,027 | 1 | ,083 | ,394 | ,091 | ,497\* |
| Sig. (2-tailed) | ,911 |  | ,727 | ,086 | ,702 | ,026 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| MB3 | Pearson Correlation | ,161 | ,083 | 1 | ,157 | ,552\* | ,695\*\* |
| Sig. (2-tailed) | ,496 | ,727 |  | ,509 | ,012 | ,001 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| MB4 | Pearson Correlation | -,050 | ,394 | ,157 | 1 | ,172 | ,559\* |
| Sig. (2-tailed) | ,833 | ,086 | ,509 |  | ,468 | ,010 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| MB5 | Pearson Correlation | ,488\* | ,091 | ,552\* | ,172 | 1 | ,780\*\* |
| Sig. (2-tailed) | ,029 | ,702 | ,012 | ,468 |  | ,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| TOTAL | Pearson Correlation | ,465\* | ,497\* | ,695\*\* | ,559\* | ,780\*\* | 1 |
| Sig. (2-tailed) | ,039 | ,026 | ,001 | ,010 | ,000 |  |
| N | 20 | 20 | 20 | 20 | 20 | 20 |

|  |
| --- |
| \*. Correlation is significant at the 0.05 level (2-tailed). |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). |

**Uji Validitas Inovasi Produk**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | IP1 | IP2 | IP3 | IP4 | IP5 | TOTAL |
| IP1 | Pearson Correlation | 1 | ,330 | ,419 | ,553\* | ,094 | ,805\*\* |
| Sig. (2-tailed) |  | ,156 | ,066 | ,011 | ,694 | ,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| IP2 | Pearson Correlation | ,330 | 1 | -,132 | ,330 | -,040 | ,503\* |
| Sig. (2-tailed) | ,156 |  | ,578 | ,156 | ,866 | ,024 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| IP3 | Pearson Correlation | ,419 | -,132 | 1 | ,088 | ,238 | ,536\* |
| Sig. (2-tailed) | ,066 | ,578 |  | ,712 | ,312 | ,015 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| IP4 | Pearson Correlation | ,553\* | ,330 | ,088 | 1 | ,228 | ,730\*\* |
| Sig. (2-tailed) | ,011 | ,156 | ,712 |  | ,333 | ,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| IP5 | Pearson Correlation | ,094 | -,040 | ,238 | ,228 | 1 | ,458\* |
| Sig. (2-tailed) | ,694 | ,866 | ,312 | ,333 |  | ,042 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| TOTAL | Pearson Correlation | ,805\*\* | ,503\* | ,536\* | ,730\*\* | ,458\* | 1 |
| Sig. (2-tailed) | ,000 | ,024 | ,015 | ,000 | ,042 |  |
| N | 20 | 20 | 20 | 20 | 20 | 20 |

|  |
| --- |
| \*. Correlation is significant at the 0.05 level (2-tailed). |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). |

**Uji Validitas Citra Merek**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | CM1 | CM2 | CM3 | CM4 | CM5 | TOTAL |
| CM1 | Pearson Correlation | 1 | ,307 | -,077 | ,151 | ,269 | ,466\* |
| Sig. (2-tailed) |  | ,188 | ,747 | ,525 | ,251 | ,038 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| CM2 | Pearson Correlation | ,307 | 1 | ,129 | ,438 | ,469\* | ,675\*\* |
| Sig. (2-tailed) | ,188 |  | ,587 | ,053 | ,037 | ,001 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| CM3 | Pearson Correlation | -,077 | ,129 | 1 | ,186 | ,429 | ,560\* |
| Sig. (2-tailed) | ,747 | ,587 |  | ,433 | ,059 | ,010 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| CM4 | Pearson Correlation | ,151 | ,438 | ,186 | 1 | ,561\* | ,724\*\* |
| Sig. (2-tailed) | ,525 | ,053 | ,433 |  | ,010 | ,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| CM5 | Pearson Correlation | ,269 | ,469\* | ,429 | ,561\* | 1 | ,840\*\* |
| Sig. (2-tailed) | ,251 | ,037 | ,059 | ,010 |  | ,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| TOTAL | Pearson Correlation | ,466\* | ,675\*\* | ,560\* | ,724\*\* | ,840\*\* | 1 |
| Sig. (2-tailed) | ,038 | ,001 | ,010 | ,000 | ,000 |  |
| N | 20 | 20 | 20 | 20 | 20 | 20 |

|  |
| --- |
| \*. Correlation is significant at the 0.05 level (2-tailed). |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). |

**Uji Validitas Kualitas Produk**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | KP1 | KP2 | KP3 | KP4 | KP5 | TOTAL |
| KP1 | Pearson Correlation | 1 | -,118 | ,284 | ,247 | ,396 | ,572\*\* |
| Sig. (2-tailed) |  | ,622 | ,225 | ,293 | ,084 | ,008 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| KP2 | Pearson Correlation | -,118 | 1 | ,042 | ,071 | ,439 | ,532\* |
| Sig. (2-tailed) | ,622 |  | ,861 | ,767 | ,053 | ,016 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| KP3 | Pearson Correlation | ,284 | ,042 | 1 | -,052 | ,180 | ,477\* |
| Sig. (2-tailed) | ,225 | ,861 |  | ,829 | ,448 | ,033 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| KP4 | Pearson Correlation | ,247 | ,071 | -,052 | 1 | ,177 | ,542\* |
| Sig. (2-tailed) | ,293 | ,767 | ,829 |  | ,455 | ,013 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| KP5 | Pearson Correlation | ,396 | ,439 | ,180 | ,177 | 1 | ,753\*\* |
| Sig. (2-tailed) | ,084 | ,053 | ,448 | ,455 |  | ,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| TOTAL | Pearson Correlation | ,572\*\* | ,532\* | ,477\* | ,542\* | ,753\*\* | 1 |
| Sig. (2-tailed) | ,008 | ,016 | ,033 | ,013 | ,000 |  |
| N | 20 | 20 | 20 | 20 | 20 | 20 |

|  |
| --- |
| \*\*. 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**

**Uji Reliabilitas Minat Beli**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 20 | 100,0 |
| Excludeda | 0 | ,0 |
| Total | 20 | 100,0 |

|  |  |  |
| --- | --- | --- |
| a. Listwise deletion based on all variables in the procedure. | | |
| Reliability Statistics | | |
| Cronbach's Alpha | N of Items |
| ,574 | 5 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| MB1 | 16,70 | 3,168 | ,236 | ,565 |
| MB2 | 16,80 | 3,011 | ,211 | ,580 |
| MB3 | 16,55 | 2,366 | ,406 | ,472 |
| MB4 | 16,75 | 2,829 | ,269 | ,553 |
| MB5 | 16,60 | 2,147 | ,552 | ,369 |

**Uji Reliabilitas Inovasi Produk**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 20 | 100,0 |
| Excludeda | 0 | ,0 |
| Total | 20 | 100,0 |

|  |  |  |
| --- | --- | --- |
| a. Listwise deletion based on all variables in the procedure. | | |
| Reliability Statistics | | |
| Cronbach's Alpha | N of Items |
| ,578 | 5 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| IP1 | 16,60 | 2,358 | ,619 | ,342 |
| IP2 | 16,60 | 3,200 | ,189 | ,603 |
| IP3 | 16,45 | 3,103 | ,223 | ,586 |
| IP4 | 16,60 | 2,568 | ,498 | ,423 |
| IP5 | 16,35 | 3,397 | ,195 | ,589 |

**Uji Reliabilitas Citra Merek**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 20 | 100,0 |
| Excludeda | 0 | ,0 |
| Total | 20 | 100,0 |

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

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,656 | 5 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| CM1 | 16,50 | 3,316 | ,202 | ,688 |
| CM2 | 16,75 | 2,934 | ,497 | ,574 |
| CM3 | 16,70 | 2,958 | ,239 | ,695 |
| CM4 | 16,65 | 2,555 | ,493 | ,560 |
| CM5 | 16,60 | 2,358 | ,702 | ,455 |

**Uji Reliabilitas Kualitas Produk**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 20 | 100,0 |
| Excludeda | 0 | ,0 |
| Total | 20 | 100,0 |

|  |  |  |
| --- | --- | --- |
| a. Listwise deletion based on all variables in the procedure. | | |
| Reliability Statistics | | |
| Cronbach's Alpha | N of Items |
| ,482 | 5 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| KP1 | 17,05 | 2,261 | ,333 | ,391 |
| KP2 | 17,30 | 2,221 | ,187 | ,477 |
| KP3 | 17,05 | 2,366 | ,154 | ,492 |
| KP4 | 17,20 | 2,168 | ,164 | ,502 |
| KP5 | 17,00 | 1,789 | ,526 | ,231 |

**Lampiran VI. Data Kuisioner Penelitian**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **NAMA** | **JENIS KELAMIN** | **USIA** | **PEKERJAAN** | **PENGASILAN** |
| Suranto | LAKI LAKI | > 35 | WIRASWASTA | < 1.000.000 |
| Nurul Imamah | PEREMPUAN | 25 - 35 | KARYAWAN SWASTA | > 3.000.000 |
| Annisa N. Azizah | PEREMPUAN | 25 - 35 | WIRASWASTA | < 1.000.000 |
| Endang Prihatiningsih | PEREMPUAN | > 35 | KARYAWAN SWASTA | 1.000.000 - 2.000.000 |
| Lilik | PEREMPUAN | 25 - 35 | KARYAWAN SWASTA | 1.000.000 - 2.000.000 |
| Yuli Astuti | PEREMPUAN | 25 - 35 | WIRASWASTA | 2.000.000 - 3.000.000 |
| Muhammad dzaky | LAKI LAKI | 18 - 25 | KARYAWAN SWASTA | 1.000.000 - 2.000.000 |
| Harmanto | LAKI LAKI | 25 - 35 | WIRASWASTA | 1.000.000 - 2.000.000 |
| Bagus radit | LAKI LAKI | 25 - 35 | KARYAWAN SWASTA | 1.000.000 - 2.000.000 |
| Sugeng | LAKI LAKI | > 35 | KARYAWAN SWASTA | 1.000.000 - 2.000.000 |
| Joko PW | LAKI LAKI | > 35 | KARYAWAN SWASTA | 2.000.000 - 3.000.000 |
| Bindarto | LAKI LAKI | > 35 | KARYAWAN SWASTA | 1.000.000 - 2.000.000 |
| Nevan catra | LAKI LAKI | 25 - 35 | KARYAWAN SWASTA | 1.000.000 - 2.000.000 |
| Ata Yuniar | PEREMPUAN | 18 - 25 | MAHASISWA | < 1.000.000 |
| Dawai Guwita | PEREMPUAN | 25 - 35 | KARYAWAN SWASTA | 1.000.000 - 2.000.000 |
| Naufal | LAKI LAKI | 18 - 25 | MAHASISWA | < 1.000.000 |
| Dewi Raras | PEREMPUAN | 25 - 35 | KARYAWAN SWASTA | 1.000.000 - 2.000.000 |
| Atiqah Fadilla | PEREMPUAN | 18 - 25 | MAHASISWA | 2.000.000 - 3.000.000 |
| Zia Rana | PEREMPUAN | 25 - 35 | KARYAWAN SWASTA | 1.000.000 - 2.000.000 |
| Heni Wijiyanti | PEREMPUAN | 25 - 35 | WIRASWASTA | 1.000.000 - 2.000.000 |
| Rahajeng | PEREMPUAN | 25 - 35 | KARYAWAN SWASTA | 1.000.000 - 2.000.000 |
| Ahmad Syahrudin | LAKI LAKI | 18 - 25 | KARYAWAN SWASTA | 2.000.000 - 3.000.000 |
| Handayani | PEREMPUAN | 25 - 35 | WIRASWASTA | 1.000.000 - 2.000.000 |
| Suratmi | PEREMPUAN | > 35 | WIRASWASTA | 1.000.000 - 2.000.000 |
| Dede husban | LAKI LAKI | 25 - 35 | KARYAWAN SWASTA | 2.000.000 - 3.000.000 |
| Ety puji pratiwi | PEREMPUAN | 18 - 25 | WIRASWASTA | < 1.000.000 |
| Murifah | PEREMPUAN | 18 - 25 | GURU | 1.000.000 - 2.000.000 |
| Intan. S | PEREMPUAN | 25 - 35 | GURU | < 1.000.000 |
| Anisa Cahyani | PEREMPUAN | 18 - 25 | MAHASISWA | < 1.000.000 |
| Rizki kantika | PEREMPUAN | 18 - 25 | WIRASWASTA | < 1.000.000 |
| Agus maryadi |  | 25 - 35 | KARYAWAN SWASTA | 2.000.000 - 3.000.000 |
| Totok | LAKI LAKI | > 35 | KARYAWAN SWASTA | 1.000.000 - 2.000.000 |
| Siti robiyah | PEREMPUAN | 25 - 35 | PNS | > 3.000.000 |
| Sri Dariyah | PEREMPUAN | 25 - 35 | KARYAWAN SWASTA | 1.000.000 - 2.000.000 |
| Muhammad Mustofa | LAKI LAKI | 25 - 35 | KARYAWAN SWASTA | 2.000.000 - 3.000.000 |
| Sulardi | LAKI LAKI | > 35 | PETRNAK | < 1.000.000 |
| Suwanto | LAKI LAKI | 25 - 35 | PNS | > 3.000.000 |
| Sri Wahyu | PEREMPUAN | > 35 | KARYAWAN SWASTA | 2.000.000 - 3.000.000 |
| Widiastuti | PEREMPUAN | 25 - 35 | KARYAWAN SWASTA | 1.000.000 - 2.000.000 |
| Supriyanto | LAKI LAKI | > 35 | KARYAWAN SWASTA | 2.000.000 - 3.000.000 |
| Ngatini | PEREMPUAN | > 35 | KARYAWAN SWASTA | < 1.000.000 |
| Sudarti | PEREMPUAN | > 35 | KARYAWAN SWASTA | 1.000.000 - 2.000.000 |
| Marino | LAKI LAKI | > 35 | KARYAWAN SWASTA | 1.000.000 - 2.000.000 |
| Supadi | LAKI LAKI | > 35 | KARYAWAN SWASTA | 1.000.000 - 2.000.000 |
| Madaningsih | PEREMPUAN | > 35 | WIRASWASTA | 1.000.000 - 2.000.000 |
| Anton | LAKI LAKI | > 35 | WIRASWASTA | 1.000.000 - 2.000.000 |
| Lestari | PEREMPUAN | > 35 | WIRASWASTA | 1.000.000 - 2.000.000 |
| Slamet Raharjo | LAKI LAKI | > 35 | PNS | 2.000.000 - 3.000.000 |
| Iis Candra | PEREMPUAN | 25 - 35 | WIRASWASTA | 2.000.000 - 3.000.000 |
| Supatmi | PEREMPUAN | > 35 | PNS | > 3.000.000 |
| Subiyanto | LAKI LAKI | > 35 | KARYAWAN SWASTA | 1.000.000 - 2.000.000 |
| Cahya | PEREMPUAN | 25 - 35 | KARYAWAN SWASTA | 1.000.000 - 2.000.000 |
| Kalis | LAKI LAKI | > 35 | WIRASWASTA | < 1.000.000 |
| Marsini | PEREMPUAN | > 35 | WIRASWASTA | 1.000.000 - 2.000.000 |
| Slamet | LAKI LAKI | > 35 | PENSIUNAN | 2.000.000 - 3.000.000 |
| Sunarti | PEREMPUAN | > 35 | IBU RUMAH TANGGA | < 1.000.000 |
| Sugimin | LAKI LAKI | > 35 | PETANI | 1.000.000 - 2.000.000 |
| Saimin | LAKI LAKI | > 35 | PETANI | 1.000.000 - 2.000.000 |
| Giyadi | LAKI LAKI | > 35 | PETANI | 1.000.000 - 2.000.000 |
| Sarini | PEREMPUAN | > 35 | WIRASWASTA | 2.000.000 - 3.000.000 |
| Dwi Maryani | PEREMPUAN | 25 - 35 | IBU RUMAH TANGGA | < 1.000.000 |
| Mariman | LAKI LAKI | > 35 | KARYAWAN SWASTA | 1.000.000 - 2.000.000 |
| Marsina | PEREMPUAN | > 35 | WIRASWASTA | 1.000.000 - 2.000.000 |
| Indi Aini | PEREMPUAN | 18 - 25 | KARYAWAN SWASTA | 1.000.000 - 2.000.000 |
| Hana Wiganti | PEREMPUAN | 25 - 35 | WIRASWASTA | 1.000.000 - 2.000.000 |
| Madyuni | PEREMPUAN | > 35 | WIRASWASTA | 1.000.000 - 2.000.000 |
| Sari | PEREMPUAN | 18 - 25 | MAHASISWA | < 1.000.000 |
| Indriyati | PEREMPUAN | > 35 | WIRASWASTA | 1.000.000 - 2.000.000 |
| Dian Rahmawati | PEREMPUAN | 25 - 35 | WIRASWASTA | 1.000.000 - 2.000.000 |
| Suyono | LAKI LAKI | > 35 | WIRASWASTA | 1.000.000 - 2.000.000 |
| Johan Ramona | LAKI LAKI | 25 - 35 | WIRASWASTA | 1.000.000 - 2.000.000 |
| Arip Sabani | LAKI LAKI | 25 - 35 | WIRASWASTA | 1.000.000 - 2.000.000 |
| Wiyati | PEREMPUAN | > 35 | KARYAWAN SWASTA | > 3.000.000 |
| Yatmoko | LAKI LAKI | > 35 | KARYAWAN SWASTA | 2.000.000 - 3.000.000 |
| Sahuri Teguh | LAKI LAKI | 25 - 35 | KARYAWAN SWASTA | 2.000.000 - 3.000.000 |
| Anita Putri | PEREMPUAN | 18 - 25 | MAHASISWA | < 1.000.000 |
| Anik Setyawati | PEREMPUAN | 25 - 35 | WIRASWASTA | 1.000.000 - 2.000.000 |
| Dita Wulandari | PEREMPUAN | 25 - 35 | KARYAWAN SWASTA | 2.000.000 - 3.000.000 |
| Ryan Puguh | LAKI LAKI | 25 - 35 | KARYAWAN SWASTA | 2.000.000 - 3.000.000 |
| Mukayah | PEREMPUAN | > 35 | PNS | > 3.000.000 |
| Kakan Partikawa | LAKI LAKI | 25 - 35 | KARYAWAN SWASTA | > 3.000.000 |
| Puji Rahayu | PEREMPUAN | 25 - 35 | KARYAWAN SWASTA | 1.000.000 - 2.000.000 |
| Nita Suryati | PEREMPUAN | 25 - 35 | KARYAWAN SWASTA | 2.000.000 - 3.000.000 |
| Qodrat Ainullah | LAKI LAKI | 25 - 35 | WIRASWASTA | 2.000.000 - 3.000.000 |
| Subakri | LAKI LAKI | 25 - 35 | WIRASWASTA | 1.000.000 - 2.000.000 |
| Joko Indriyanto | LAKI LAKI | 25 - 35 | WIRASWASTA | 1.000.000 - 2.000.000 |
| Tri Prasetyo | LAKI LAKI | 18 - 25 | WIRASWASTA | 1.000.000 - 2.000.000 |
| Nanda Nosie | PEREMPUAN | 18 - 25 | MAHASISWA | < 1.000.000 |
| Joko Ari Yadi | LAKI LAKI | > 35 | KARYAWAN SWASTA | 2.000.000 - 3.000.000 |
| Dwi star | PEREMPUAN | 25 - 35 | IBU RUMAH TANGGA | < 1.000.000 |
| Miftahul Huda | LAKI LAKI | 18 - 25 | MAHASISWA | < 1.000.000 |
| Alpiah | PEREMPUAN | > 35 | PETANI | < 1.000.000 |
| Imam Malik | LAKI LAKI | 18 - 25 | MAHASISWA | < 1.000.000 |
| Yogi Hartoto | LAKI LAKI | 18 - 25 | WIRASWASTA | 1.000.000 - 2.000.000 |
| Yunita Putri | PEREMPUAN | 18 - 25 | MAHASISWA | < 1.000.000 |
| Arta Winangsit | LAKI LAKI | 25 - 35 | PNS | 1.000.000 - 2.000.000 |
| Ayu Novitasari | PEREMPUAN | 25 - 35 | KARYAWAN SWASTA | 1.000.000 - 2.000.000 |
| Istiqomah | PEREMPUAN | 25 - 35 | KARYAWAN SWASTA | > 3.000.000 |
| Irwan Prasetyo | LAKI LAKI | 25 - 35 | KARYAWAN SWASTA | 1.000.000 - 2.000.000 |
| Wulandari | PEREMPUAN | 25 - 35 | WIRASWASTA | 1.000.000 - 2.000.000 |

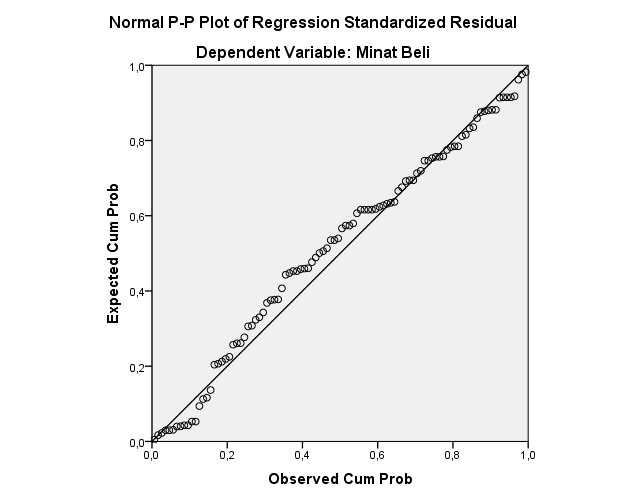
**Lampiran VII. Tabulasi Data 100 Responden**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **MB1** | **MB2** | **MB3** | **MB4** | **MB5** | **IP1** | **IP2** | **IP3** | **IP4** | **IP5** | **CM1** | **CM2** | **CM3** | **CM4** | **CM5** | **KP1** | **KP2** | **KP3** | **KP4** | **KP5** |
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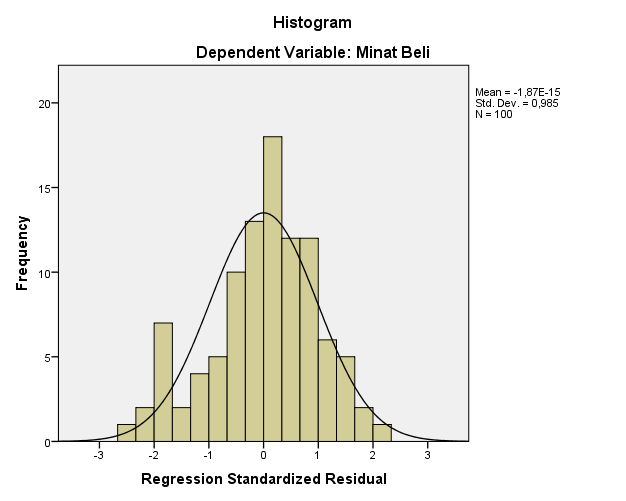
**Lampiran VIII. Hasil Uji Asumsi Klasik**

**Uji Normalitas**

**Grafik Normalitas P-P Plot**



**Grafik Histogram**



**Tabel *Kolmogorov Smirnov***

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | ,0000000 |
| Std. Deviation | 1,38366877 |
| Most Extreme Differences | Absolute | ,085 |
| Positive | ,050 |
| Negative | -,085 |
| Test Statistic | | ,085 |
| Asymp. Sig. (2-tailed) | | ,069c |
| a. Test distribution is Normal. | | | |
| b. Calculated from data. | | | |
| c. Lilliefors Significance Correction. | | | |

**Uji Multikolinearitas**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 1,415 | 2,427 |  | ,583 | ,561 |  |  |
| CITRA MEREK | ,177 | ,086 | ,163 | 2,066 | ,042 | ,936 | 1,068 |
| KUALITAS PRODUK | ,516 | ,085 | ,473 | 6,050 | ,000 | ,948 | 1,055 |
| INOVASI PRODUK | ,281 | ,074 | ,302 | 3,818 | ,000 | ,924 | 1,082 |
| a. Dependent Variable: MINAT BELI | | | | | | | | |

**Uji Heteroskedastisitas**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | |
|  | | | INOVASI PRODUK | CITRA MEREK | KUALITAS PRODUK | Unstandardized Residual |
| Spearman's rho | INOVASI PRODUK | Correlation Coefficient | 1,000 | ,206\* | ,144 | -,048 |
| Sig. (2-tailed) | . | ,040 | ,154 | ,634 |
| N | 100 | 100 | 100 | 100 |
| CITRA MEREK | Correlation Coefficient | ,206\* | 1,000 | ,280\*\* | ,040 |
| Sig. (2-tailed) | ,040 | . | ,005 | ,690 |
| N | 100 | 100 | 100 | 100 |
| KUALITAS PRODUK | Correlation Coefficient | ,144 | ,280\*\* | 1,000 | -,093 |
| Sig. (2-tailed) | ,154 | ,005 | . | ,355 |
| N | 100 | 100 | 100 | 100 |
| Unstandardized Residual | Correlation Coefficient | -,048 | ,040 | -,093 | 1,000 |
| Sig. (2-tailed) | ,634 | ,690 | ,355 | . |
| N | 100 | 100 | 100 | 100 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | |

**Lampiran IX. Analisis Regresi Linear Berganda**

**Uji Analisis Regresi Linear Berganda**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 1,415 | 2,427 |  | ,583 | ,561 |
| INOVASI PRODUK | ,281 | ,074 | ,302 | 3,818 | ,000 |
| CITRA MEREK | ,177 | ,086 | ,163 | 2,066 | ,042 |
| KUALITAS PRODUK | ,516 | ,085 | ,473 | 6,050 | ,000 |
| a. Dependent Variable: MINAT BELI | | | | | | |

**Uji Koefisien Determinan (R2)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,666a | ,444 | ,426 | 1,405 |
| a. Predictors: (Constant), KUALITAS PRODUK, CITRA MEREK, INOVASI PRODUK | | | | |

**Lampiran XI. Uji Hipotesis**

**Hasil Uji F**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 151,211 | 3 | 50,404 | 25,529 | ,000b |
| Residual | 189,539 | 96 | 1,974 |  |  |
| Total | 340,750 | 99 |  |  |  |

|  |
| --- |
| a. Dependent Variable: MINAT BELI |
| b. Predictors: (Constant), KUALITAS PRODUK, CITRA MEREK, INOVASI PRODUK |

**Hasil Uji t**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 1,415 | 2,427 |  | ,583 | ,561 |
| INOVASI PRODUK | ,281 | ,074 | ,302 | 3,818 | ,000 |
| CITRA MEREK | ,177 | ,086 | ,163 | 2,066 | ,042 |
| KUALITAS PRODUK | ,516 | ,085 | ,473 | 6,050 | ,000 |

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| 1. Dependent Variable: MINAT BELI |