**Lampiran 1 Kuesioner Penelitian**

**KUESIONER PENELITIAN**

*Assalamualaikum Wr. Wb,*

Yth. Saudara/i responden,

Saya Denis Sahifa (2018020031), Mahasiswa Jurusan Manajemen Fakultas Ekonomi Universitas Islam Batik Surakarta saat ini sedang melakukan penelitian untuk skripsi saya yang berjudul “Keputusan Pembelian Melalui *Marketplace* *Shopee* ditinjau dari *Brand Image, Diversity Product* dan Kepercayaan Produk (Studi Kasus pada Masyarakat Karangrejo di Kota Grobogan)”. Segala informasi yang diberikan dalam kuesioner ini hanya untuk kepentingan penelitian semata dan dijaga kerahasiaannya oleh karena itu, saya meminta kesediaan Saudara/ I untuk dapat meluangkan waktu untuk mengisi seluruh pertanyaan dalam kuesioner ini dengan tepat dan teliti. Atas pengertian dan partisipasinya, saya ucapkan terima kasih.

*Wassalamualaikum Wr. Wb.*

Hormat Saya

(Denis Sahifa)

**PETUNJUK PENGISIAN ANGKET**

Berikut ini saya sajikan daftar pertanyaan, anda diharapkan menjawab pertanyaan dengan cara memberikan tanda (X) silang pada pemilihan yang sesuai dengan kode seperti dibawah ini :

SS : Sangat Setuju = 5

S : Setuju = 4

N : Netral = 3

TS : Tidak Setuju = 2

STS : Sangat Tidak Setuju = 1

Mohon angket ini diisi dengan lengkap.

Kerahasiaan jawaban akan kami jamin sepenuhnya.

Selamat mengerjakan dan terima kasih.

Hormat saya

(Denis Sahifa)

**KUESIONER**

Identitas Responden :

1. Nama : (dapat dirahasiakan)
2. Jenis Kelamin : a. Pria b. Wanita
3. Umur : a. <17 c. 26 - 30

b. 18 – 25 d. > 30

4. Pendidikan Terakhir : a. SLTP c. Diploma

b. SLTA d. Sarjana

5. Pekerjaan : a. Belum Bekerja c. Wiraswasta

b. Pelajar/ Mahasiswa d. Pegawai Negeri

1. Gaji : a. Belum Bekerja c.1.500.000- 5.000.00

b. <1.000.000 d. > 5.000.000

1. **KEPUTUSAN PEMBELIAN**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **NO** | **Pernyataan** | **STS** | **TS** | **N** | **S** | **SS** |
| **1** | **2** | **3** | **4** | **5** |
| 1. | Anda membeli produk melalui *Marketplace Shopee* pada saat adanya kebutuhan. |  |  |  |  |  |
| 2. | Anda membeli produk melalui *Marketplace Shopee* sesuai dengan keinginan karena harga dan kualitas produk yang bagus. |  |  |  |  |  |
| 3. | Anda membeli produk melalui *Marketplace Shopee* karena adanya gratis ongkir. |  |  |  |  |  |
| 4. | Sistem *Cash On Delivery* (bayar di tempat) pada *Shopee* memudahkan anda dalam berbelanja di *Shopee*. |  |  |  |  |  |
| 5. | *Shopee* memiliki sistem pembayaran instan (mandiri *clickpay*, BCA *clickpay*, cicilan, saldo *Shopee*, indomaret, kartu kredit, transfer ATM, *mobile banking*) memudahkan anda saat berbelanja. |  |  |  |  |  |

1. ***BRAND IMAGE***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **STS** | **TS** | **N** | **S** | **SS** |
| **1** | **2** | **3** | **4** | **5** |
| 1 | Aplikasi *e-commerce* yang memiliki nama dan pelafalan yang mudah diingat adalah *Shopee.* |  |  |  |  |  |
| 2 | Aplikasi *e-commerce* menarik dengan adanya diskon, *flash sale,* gratis ongkir dan anda mendapatkannya di *e-commerce Shopee.* |  |  |  |  |  |
| 3 | Aplikasi yang sedang populer saat ini adalah *e-commerce Shopee.* |  |  |  |  |  |
| 4 | *Shopee* merupakan *marketplace* yang sudah terkenal. |  |  |  |  |  |
| 5 | *Shopee* memiliki karakteristik bagi pelanggan. |  |  |  |  |  |

1. ***DIVERSITY PRODUCT***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **STS** | **TS** | **N** | **S** | **SS** |
| **1** | **2** | **3** | **4** | **5** |
| 1. | *Shopee* memiliki beragam kategori produk yang ditawarkan. |  |  |  |  |  |
| 2. | *Shopee* tersedia berbagai macam merek Produk. |  |  |  |  |  |
| 3. | Pilihan ukuran produk yang ditawarkan *Shopee* sangat bervariasi. |  |  |  |  |  |
| 4. | Kualitas produk yang ditawarkan *Shopee* sesuai dengan keinginan anda. |  |  |  |  |  |
| 5. | *Shopee* tersedia desain produk yang beragam. |  |  |  |  |  |

1. **KEPERCAYAAN PRODUK**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **STS** | **TS** | **N** | **S** | **SS** |
| **1** | **2** | **3** | **4** | **5** |
| 1. | Para penjual di toko online *Shopee* memiliki reputasi yang baik *(star seller).* |  |  |  |  |  |
| 2. | Para penjual di *Marketplace Shopee* ini menyediakan informasi yang dapat di percaya. |  |  |  |  |  |
| 3. | Para penjual di *Marketplace Shopee* ini memberikan pelayanan dengan cepat. |  |  |  |  |  |
| 4. | *E-commerce Shopee* akan menepati janji sesuai kesepakatan transaksi. |  |  |  |  |  |
| 5. | *Shopee* yang menggunakan fitur keamanan dari pihak ketiga (misalnya : *cybertrust, verisign*, dan lain sebagainya) memberikan rasa aman bagi anda. |  |  |  |  |  |

**Lampiran 2 Data 20 Responden Uji Instrumen**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Keputusan Pembelian Y** | | | | | **Total Y** | **Brand Image X1** | | | | | **Total X1** |
| **Y1** | **Y2** | **Y3** | **Y4** | **Y5** | **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** |
| 1 | 3 | 3 | 3 | 3 | 3 | 15 | 5 | 4 | 5 | 5 | 4 | 23 |
| 2 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 |
| 3 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 5 | 4 | 5 | 23 |
| 4 | 3 | 4 | 4 | 4 | 4 | 19 | 4 | 5 | 4 | 5 | 4 | 22 |
| 5 | 5 | 4 | 4 | 4 | 3 | 20 | 3 | 3 | 4 | 4 | 5 | 19 |
| 6 | 4 | 4 | 3 | 3 | 4 | 18 | 5 | 5 | 5 | 5 | 5 | 25 |
| 7 | 3 | 3 | 3 | 4 | 4 | 17 | 5 | 4 | 3 | 5 | 5 | 22 |
| 8 | 1 | 2 | 3 | 3 | 3 | 12 | 4 | 5 | 3 | 5 | 5 | 22 |
| 9 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 10 | 3 | 4 | 3 | 4 | 4 | 18 | 4 | 5 | 5 | 5 | 5 | 24 |
| 11 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 4 | 5 | 5 | 23 |
| 12 | 4 | 4 | 3 | 4 | 4 | 19 | 4 | 4 | 3 | 4 | 4 | 19 |
| 13 | 3 | 2 | 3 | 4 | 4 | 16 | 4 | 4 | 4 | 5 | 5 | 22 |
| 14 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 15 | 3 | 3 | 3 | 4 | 4 | 17 | 4 | 4 | 5 | 5 | 5 | 23 |
| 16 | 4 | 4 | 4 | 5 | 5 | 22 | 4 | 4 | 5 | 4 | 5 | 22 |
| 17 | 3 | 3 | 4 | 4 | 4 | 18 | 4 | 4 | 4 | 4 | 5 | 21 |
| 18 | 3 | 3 | 4 | 4 | 4 | 18 | 4 | 3 | 4 | 4 | 5 | 20 |
| 19 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 5 | 5 | 5 | 5 | 24 |
| 20 | 3 | 3 | 3 | 3 | 3 | 15 | 5 | 4 | 5 | 5 | 5 | 24 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Diversity Product X2** | | | | | **Total X2** | **Kepercayaan Produk X3** | | | | | **Total X3** |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** |
| 1 | 5 | 3 | 4 | 5 | 5 | 22 | 4 | 4 | 3 | 3 | 3 | 17 |
| 2 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 3 | 5 | 4 | 4 | 5 | 4 | 22 | 4 | 5 | 4 | 4 | 4 | 21 |
| 4 | 4 | 3 | 3 | 5 | 5 | 20 | 5 | 5 | 5 | 4 | 4 | 23 |
| 5 | 4 | 4 | 4 | 5 | 3 | 20 | 5 | 5 | 5 | 4 | 4 | 23 |
| 6 | 2 | 4 | 4 | 5 | 3 | 18 | 3 | 4 | 4 | 3 | 3 | 17 |
| 7 | 2 | 4 | 4 | 4 | 4 | 18 | 5 | 5 | 5 | 3 | 4 | 22 |
| 8 | 2 | 3 | 3 | 5 | 4 | 17 | 3 | 4 | 4 | 3 | 3 | 17 |
| 9 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 10 | 5 | 5 | 4 | 5 | 4 | 23 | 4 | 4 | 4 | 4 | 5 | 21 |
| 11 | 3 | 3 | 3 | 5 | 5 | 19 | 5 | 5 | 5 | 4 | 4 | 23 |
| 12 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 13 | 4 | 5 | 5 | 5 | 5 | 24 | 4 | 4 | 4 | 4 | 4 | 20 |
| 14 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 15 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 3 | 4 | 19 |
| 16 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 17 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 18 | 4 | 2 | 4 | 4 | 4 | 18 | 4 | 5 | 5 | 4 | 4 | 22 |
| 19 | 4 | 4 | 5 | 4 | 4 | 21 | 5 | 5 | 4 | 4 | 5 | 23 |
| 20 | 3 | 5 | 5 | 4 | 4 | 21 | 4 | 4 | 4 | 3 | 4 | 19 |

**Lampiran 3 Hasil Uji Validitas dan Reabilitas**

**VALIDITAS**

**Hasil Uji Validitas Keputusan Pembelian (Y)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Y1 | 36.70 | 25.695 | .758 | .791 |
| Y2 | 36.65 | 26.450 | .790 | .793 |
| Y3 | 36.60 | 27.305 | .847 | .797 |
| Y4 | 36.30 | 28.326 | .808 | .808 |
| Y5 | 36.30 | 28.642 | .758 | .813 |

**Hasil Uji Validitas *Brand Image* (X1)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| X1.1 | 41.00 | 11.368 | .601 | .712 |
| X1.2 | 40.90 | 10.726 | .633 | .696 |
| X1.3 | 40.90 | 10.621 | .574 | .703 |
| X1.4 | 40.60 | 11.726 | .641 | .718 |
| X1.5 | 40.45 | 13.313 | .211 | .773 |

**Hasil Uji Validitas *Diversity Product* (X2)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| X2.1 | 38.65 | 14.555 | .292 | .654 |
| X2.2 | 38.55 | 12.682 | .591 | .535 |
| X2.3 | 38.40 | 14.042 | .513 | .577 |
| X2.4 | 37.95 | 15.629 | .344 | .626 |
| X2.5 | 38.30 | 14.326 | .491 | .586 |

**Hasil Uji Validitas Kepercayaan Produk (X3)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| X3.1 | 38.15 | 17.608 | .691 | .650 |
| X3.2 | 37.95 | 19.313 | .529 | .690 |
| X3.3 | 38.10 | 19.253 | .445 | .695 |
| X3.4 | 38.60 | 16.358 | .873 | .609 |
| X3.5 | 38.35 | 16.871 | .840 | .624 |

**RELIABILITAS**

1. **Keputusan Pembelian (Y)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .836 | 5 |

1. ***Brand Image* (X1)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .753 | 5 |

1. **Diversity Product (X2)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .639 | 5 |

1. **Kepercayaan Produk (X3)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .713 | 5 |

**Lampiran 4 Data Penelitian**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Keputusan Pembelian Y** | | | | | **Total Y** | **Brand Image X1** | | | | | **Total X1** |
| **Y1** | **Y2** | **Y3** | **Y4** | **Y5** | **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** |
| 1 | 3 | 3 | 3 | 3 | 3 | 15 | 5 | 4 | 5 | 5 | 4 | 23 |
| 2 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 |
| 3 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 5 | 4 | 5 | 23 |
| 4 | 3 | 4 | 4 | 4 | 4 | 19 | 4 | 5 | 4 | 5 | 4 | 22 |
| 5 | 5 | 4 | 4 | 4 | 3 | 20 | 3 | 3 | 4 | 4 | 5 | 19 |
| 6 | 4 | 4 | 3 | 3 | 4 | 18 | 5 | 5 | 5 | 5 | 5 | 25 |
| 7 | 3 | 3 | 3 | 4 | 4 | 17 | 5 | 4 | 3 | 5 | 5 | 22 |
| 8 | 1 | 2 | 3 | 3 | 3 | 12 | 4 | 5 | 3 | 5 | 5 | 22 |
| 9 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 10 | 3 | 4 | 3 | 4 | 4 | 18 | 4 | 5 | 5 | 5 | 5 | 24 |
| 11 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 4 | 5 | 5 | 23 |
| 12 | 4 | 4 | 3 | 4 | 4 | 19 | 4 | 4 | 3 | 4 | 4 | 19 |
| 13 | 3 | 2 | 3 | 4 | 4 | 16 | 4 | 4 | 4 | 5 | 5 | 22 |
| 14 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 15 | 3 | 3 | 3 | 4 | 4 | 17 | 4 | 4 | 5 | 5 | 5 | 23 |
| 16 | 4 | 4 | 4 | 5 | 5 | 22 | 4 | 4 | 5 | 4 | 5 | 22 |
| 17 | 3 | 3 | 4 | 4 | 4 | 18 | 4 | 4 | 4 | 4 | 5 | 21 |
| 18 | 3 | 3 | 4 | 4 | 4 | 18 | 4 | 3 | 4 | 4 | 5 | 20 |
| 19 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 5 | 5 | 5 | 5 | 24 |
| 20 | 3 | 3 | 3 | 3 | 3 | 15 | 5 | 4 | 5 | 5 | 5 | 24 |
| 21 | 5 | 4 | 3 | 4 | 5 | 21 | 3 | 4 | 4 | 4 | 5 | 20 |
| 22 | 3 | 3 | 4 | 5 | 1 | 16 | 3 | 5 | 3 | 3 | 3 | 17 |
| 23 | 4 | 5 | 3 | 4 | 3 | 19 | 4 | 4 | 3 | 3 | 5 | 19 |
| 24 | 3 | 3 | 3 | 2 | 4 | 15 | 3 | 2 | 3 | 2 | 2 | 12 |
| 25 | 4 | 4 | 5 | 5 | 4 | 22 | 3 | 5 | 4 | 4 | 4 | 20 |
| 26 | 4 | 5 | 5 | 5 | 4 | 23 | 4 | 4 | 4 | 4 | 4 | 20 |
| 27 | 5 | 4 | 4 | 5 | 3 | 21 | 3 | 3 | 5 | 4 | 4 | 19 |
| 28 | 5 | 4 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 4 | 24 |
| 29 | 4 | 5 | 4 | 3 | 3 | 19 | 4 | 4 | 5 | 3 | 5 | 21 |
| 30 | 4 | 5 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 |
| 31 | 5 | 5 | 3 | 3 | 5 | 21 | 3 | 3 | 3 | 3 | 3 | 15 |
| 32 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 20 |
| 33 | 4 | 4 | 5 | 5 | 3 | 21 | 3 | 4 | 4 | 5 | 3 | 19 |
| 34 | 4 | 5 | 4 | 3 | 3 | 19 | 4 | 4 | 3 | 3 | 5 | 19 |
| 35 | 5 | 3 | 4 | 3 | 4 | 19 | 3 | 4 | 3 | 5 | 4 | 19 |
| 36 | 4 | 1 | 1 | 1 | 1 | 8 | 1 | 1 | 1 | 1 | 1 | 5 |
| 37 | 3 | 5 | 5 | 2 | 4 | 19 | 3 | 5 | 4 | 5 | 5 | 22 |
| 38 | 3 | 3 | 3 | 2 | 2 | 13 | 3 | 2 | 4 | 2 | 3 | 14 |
| 39 | 5 | 5 | 3 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 40 | 1 | 3 | 2 | 2 | 2 | 10 | 2 | 1 | 1 | 5 | 5 | 14 |
| 41 | 5 | 3 | 3 | 4 | 4 | 19 | 4 | 4 | 4 | 4 | 3 | 19 |
| 42 | 2 | 1 | 1 | 3 | 2 | 9 | 3 | 2 | 2 | 2 | 3 | 12 |
| 43 | 5 | 5 | 4 | 2 | 5 | 21 | 5 | 4 | 3 | 4 | 4 | 20 |
| 44 | 3 | 3 | 4 | 4 | 3 | 17 | 3 | 4 | 3 | 3 | 3 | 16 |
| 45 | 5 | 4 | 5 | 5 | 5 | 24 | 5 | 5 | 4 | 5 | 5 | 24 |
| 46 | 5 | 4 | 5 | 3 | 4 | 21 | 4 | 5 | 4 | 5 | 3 | 21 |
| 47 | 3 | 3 | 4 | 3 | 4 | 17 | 4 | 2 | 4 | 4 | 4 | 18 |
| 48 | 3 | 4 | 3 | 3 | 3 | 16 | 3 | 3 | 3 | 3 | 3 | 15 |
| 49 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 50 | 3 | 3 | 3 | 4 | 4 | 17 | 3 | 3 | 3 | 3 | 3 | 15 |
| 51 | 4 | 4 | 5 | 4 | 5 | 22 | 4 | 4 | 5 | 4 | 5 | 22 |
| 52 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 53 | 5 | 4 | 5 | 3 | 5 | 22 | 3 | 4 | 4 | 4 | 5 | 20 |
| 54 | 4 | 5 | 3 | 4 | 4 | 20 | 5 | 5 | 3 | 5 | 4 | 22 |
| 55 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 56 | 4 | 5 | 3 | 4 | 4 | 20 | 5 | 3 | 4 | 3 | 4 | 19 |
| 57 | 4 | 5 | 3 | 5 | 4 | 21 | 5 | 3 | 4 | 3 | 3 | 18 |
| 58 | 4 | 5 | 4 | 4 | 5 | 22 | 3 | 4 | 5 | 4 | 5 | 21 |
| 59 | 4 | 3 | 5 | 5 | 3 | 20 | 4 | 4 | 3 | 4 | 5 | 20 |
| 60 | 5 | 4 | 4 | 5 | 4 | 22 | 4 | 5 | 4 | 4 | 5 | 22 |
| 61 | 4 | 5 | 5 | 4 | 4 | 22 | 3 | 4 | 4 | 3 | 3 | 17 |
| 62 | 4 | 4 | 5 | 3 | 2 | 18 | 5 | 3 | 4 | 4 | 3 | 19 |
| 63 | 4 | 3 | 3 | 5 | 4 | 19 | 5 | 3 | 4 | 3 | 2 | 17 |
| 64 | 5 | 4 | 3 | 5 | 2 | 19 | 4 | 3 | 5 | 3 | 4 | 19 |
| 65 | 4 | 3 | 5 | 5 | 4 | 21 | 3 | 4 | 5 | 3 | 2 | 17 |
| 66 | 4 | 4 | 3 | 5 | 4 | 20 | 3 | 5 | 4 | 3 | 4 | 19 |
| 67 | 4 | 4 | 2 | 4 | 4 | 18 | 3 | 4 | 4 | 3 | 4 | 18 |
| 68 | 4 | 4 | 5 | 1 | 5 | 19 | 5 | 5 | 4 | 4 | 4 | 22 |
| 69 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 70 | 4 | 4 | 3 | 5 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 71 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 5 | 5 | 4 | 22 |
| 72 | 5 | 3 | 5 | 5 | 3 | 21 | 4 | 5 | 5 | 5 | 4 | 23 |
| 73 | 3 | 4 | 3 | 5 | 4 | 19 | 3 | 4 | 3 | 4 | 4 | 18 |
| 74 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 75 | 5 | 4 | 4 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 76 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 77 | 5 | 4 | 5 | 4 | 5 | 23 | 5 | 5 | 5 | 4 | 5 | 24 |
| 78 | 5 | 4 | 5 | 5 | 4 | 23 | 5 | 5 | 5 | 5 | 4 | 24 |
| 79 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 80 | 5 | 4 | 5 | 3 | 4 | 21 | 5 | 5 | 4 | 4 | 5 | 23 |
| 81 | 4 | 3 | 5 | 2 | 1 | 15 | 3 | 2 | 3 | 3 | 4 | 15 |
| 82 | 5 | 4 | 5 | 4 | 5 | 23 | 5 | 4 | 4 | 5 | 5 | 23 |
| 83 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 4 | 5 | 5 | 24 |
| 84 | 4 | 3 | 5 | 3 | 4 | 19 | 3 | 3 | 3 | 5 | 3 | 17 |
| 85 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 86 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 87 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 88 | 2 | 3 | 4 | 4 | 3 | 16 | 1 | 3 | 3 | 4 | 4 | 15 |
| 89 | 4 | 5 | 4 | 5 | 3 | 21 | 3 | 4 | 3 | 3 | 3 | 16 |
| 90 | 5 | 4 | 4 | 5 | 5 | 23 | 4 | 5 | 4 | 4 | 4 | 21 |
| 91 | 4 | 4 | 5 | 4 | 4 | 21 | 4 | 4 | 4 | 3 | 5 | 20 |
| 92 | 4 | 5 | 5 | 4 | 5 | 23 | 5 | 5 | 4 | 5 | 5 | 24 |
| 93 | 4 | 3 | 5 | 5 | 4 | 21 | 3 | 3 | 3 | 4 | 3 | 16 |
| 94 | 2 | 3 | 4 | 1 | 1 | 11 | 1 | 2 | 3 | 2 | 3 | 11 |
| 95 | 4 | 4 | 4 | 5 | 5 | 22 | 5 | 4 | 4 | 4 | 4 | 21 |
| 96 | 4 | 3 | 4 | 5 | 4 | 20 | 3 | 4 | 4 | 5 | 4 | 20 |
| 97 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 3 | 15 |
| 98 | 5 | 5 | 2 | 5 | 3 | 20 | 2 | 5 | 3 | 5 | 3 | 18 |
| 99 | 1 | 1 | 2 | 2 | 3 | 9 | 4 | 3 | 3 | 4 | 3 | 17 |
| 100 | 2 | 3 | 3 | 3 | 3 | 14 | 4 | 3 | 4 | 4 | 4 | 19 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Diversity Product X2** | | | | | **Total X2** | **Kepercayaan Produk X3** | | | | | **Total X3** |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** |
| 1 | 5 | 3 | 4 | 5 | 5 | 22 | 4 | 4 | 3 | 3 | 3 | 17 |
| 2 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 3 | 5 | 4 | 4 | 5 | 4 | 22 | 4 | 5 | 4 | 4 | 4 | 21 |
| 4 | 4 | 3 | 3 | 5 | 5 | 20 | 5 | 5 | 5 | 4 | 4 | 23 |
| 5 | 4 | 4 | 4 | 5 | 3 | 20 | 5 | 5 | 5 | 4 | 4 | 23 |
| 6 | 2 | 4 | 4 | 5 | 3 | 18 | 3 | 4 | 4 | 3 | 3 | 17 |
| 7 | 2 | 4 | 4 | 4 | 4 | 18 | 5 | 5 | 5 | 3 | 4 | 22 |
| 8 | 2 | 3 | 3 | 5 | 4 | 17 | 3 | 4 | 4 | 3 | 3 | 17 |
| 9 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 10 | 5 | 5 | 4 | 5 | 4 | 23 | 4 | 4 | 4 | 4 | 5 | 21 |
| 11 | 3 | 3 | 3 | 5 | 5 | 19 | 5 | 5 | 5 | 4 | 4 | 23 |
| 12 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 13 | 4 | 5 | 5 | 5 | 5 | 24 | 4 | 4 | 4 | 4 | 4 | 20 |
| 14 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 15 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 3 | 4 | 19 |
| 16 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 17 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 18 | 4 | 2 | 4 | 4 | 4 | 18 | 4 | 5 | 5 | 4 | 4 | 22 |
| 19 | 4 | 4 | 5 | 4 | 4 | 21 | 5 | 5 | 4 | 4 | 5 | 23 |
| 20 | 3 | 5 | 5 | 4 | 4 | 21 | 4 | 4 | 4 | 3 | 4 | 19 |
| 21 | 5 | 4 | 4 | 5 | 5 | 23 | 4 | 4 | 5 | 5 | 4 | 22 |
| 22 | 3 | 4 | 4 | 3 | 3 | 17 | 3 | 3 | 3 | 3 | 3 | 15 |
| 23 | 5 | 5 | 4 | 4 | 3 | 21 | 3 | 4 | 4 | 4 | 5 | 20 |
| 24 | 2 | 2 | 2 | 3 | 2 | 11 | 2 | 3 | 3 | 3 | 2 | 13 |
| 25 | 4 | 4 | 5 | 5 | 5 | 23 | 3 | 3 | 3 | 4 | 4 | 17 |
| 26 | 4 | 4 | 4 | 4 | 4 | 20 | 3 | 3 | 3 | 3 | 4 | 16 |
| 27 | 5 | 5 | 5 | 5 | 3 | 23 | 4 | 4 | 3 | 4 | 5 | 20 |
| 28 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 3 | 3 | 4 | 5 | 19 |
| 29 | 3 | 3 | 4 | 5 | 4 | 19 | 5 | 4 | 5 | 5 | 3 | 22 |
| 30 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 20 |
| 31 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 3 | 15 |
| 32 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 33 | 3 | 5 | 3 | 4 | 4 | 19 | 5 | 5 | 3 | 4 | 3 | 20 |
| 34 | 5 | 4 | 4 | 3 | 5 | 21 | 5 | 5 | 4 | 5 | 3 | 22 |
| 35 | 5 | 5 | 5 | 4 | 4 | 23 | 3 | 4 | 3 | 4 | 3 | 17 |
| 36 | 1 | 1 | 1 | 1 | 1 | 5 | 1 | 1 | 1 | 1 | 2 | 6 |
| 37 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 38 | 2 | 2 | 3 | 3 | 2 | 12 | 3 | 3 | 3 | 3 | 2 | 14 |
| 39 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 40 | 4 | 4 | 3 | 3 | 5 | 19 | 1 | 5 | 2 | 5 | 1 | 14 |
| 41 | 4 | 4 | 3 | 3 | 3 | 17 | 3 | 3 | 3 | 3 | 3 | 15 |
| 42 | 2 | 2 | 3 | 2 | 2 | 11 | 3 | 3 | 3 | 2 | 1 | 12 |
| 43 | 5 | 5 | 5 | 4 | 5 | 24 | 4 | 4 | 4 | 4 | 3 | 19 |
| 44 | 4 | 4 | 4 | 3 | 3 | 18 | 4 | 4 | 3 | 4 | 3 | 18 |
| 45 | 4 | 5 | 4 | 5 | 5 | 23 | 4 | 4 | 4 | 4 | 5 | 21 |
| 46 | 5 | 3 | 4 | 4 | 5 | 21 | 5 | 3 | 2 | 5 | 4 | 19 |
| 47 | 4 | 5 | 3 | 4 | 3 | 19 | 3 | 3 | 4 | 4 | 3 | 17 |
| 48 | 3 | 4 | 3 | 3 | 4 | 17 | 3 | 3 | 3 | 3 | 3 | 15 |
| 49 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 50 | 3 | 3 | 4 | 3 | 3 | 16 | 3 | 3 | 3 | 3 | 3 | 15 |
| 51 | 5 | 4 | 5 | 5 | 3 | 22 | 3 | 4 | 5 | 3 | 4 | 19 |
| 52 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 53 | 4 | 5 | 5 | 4 | 3 | 21 | 5 | 5 | 4 | 4 | 3 | 21 |
| 54 | 4 | 5 | 5 | 3 | 4 | 21 | 5 | 4 | 5 | 3 | 4 | 21 |
| 55 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 |
| 56 | 5 | 3 | 5 | 2 | 4 | 19 | 4 | 5 | 3 | 4 | 3 | 19 |
| 57 | 4 | 4 | 5 | 3 | 4 | 20 | 4 | 3 | 3 | 5 | 4 | 19 |
| 58 | 5 | 3 | 3 | 3 | 4 | 18 | 5 | 4 | 3 | 5 | 4 | 21 |
| 59 | 5 | 3 | 4 | 4 | 5 | 21 | 3 | 5 | 4 | 4 | 3 | 19 |
| 60 | 5 | 3 | 4 | 5 | 5 | 22 | 5 | 4 | 4 | 3 | 4 | 20 |
| 61 | 4 | 4 | 5 | 4 | 5 | 22 | 4 | 3 | 4 | 5 | 3 | 19 |
| 62 | 4 | 5 | 4 | 4 | 3 | 20 | 5 | 5 | 3 | 4 | 5 | 22 |
| 63 | 2 | 5 | 4 | 4 | 3 | 18 | 3 | 4 | 4 | 3 | 4 | 18 |
| 64 | 5 | 3 | 4 | 3 | 4 | 19 | 3 | 3 | 5 | 3 | 4 | 18 |
| 65 | 4 | 5 | 4 | 4 | 3 | 20 | 5 | 3 | 4 | 3 | 4 | 19 |
| 66 | 4 | 3 | 4 | 4 | 3 | 18 | 4 | 4 | 3 | 5 | 4 | 20 |
| 67 | 3 | 4 | 4 | 3 | 4 | 18 | 4 | 4 | 4 | 4 | 3 | 19 |
| 68 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 69 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 70 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 5 | 21 |
| 71 | 5 | 5 | 4 | 5 | 4 | 23 | 4 | 4 | 4 | 4 | 5 | 21 |
| 72 | 5 | 5 | 5 | 3 | 4 | 22 | 3 | 3 | 4 | 4 | 3 | 17 |
| 73 | 3 | 4 | 3 | 5 | 4 | 19 | 4 | 5 | 3 | 3 | 3 | 18 |
| 74 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 75 | 3 | 4 | 4 | 3 | 5 | 19 | 5 | 4 | 5 | 5 | 5 | 24 |
| 76 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 77 | 3 | 5 | 4 | 5 | 4 | 21 | 5 | 5 | 4 | 4 | 3 | 21 |
| 78 | 5 | 4 | 5 | 5 | 4 | 23 | 4 | 5 | 5 | 5 | 5 | 24 |
| 79 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 80 | 5 | 4 | 3 | 5 | 5 | 22 | 5 | 5 | 4 | 5 | 4 | 23 |
| 81 | 5 | 3 | 1 | 5 | 4 | 18 | 3 | 3 | 2 | 5 | 3 | 16 |
| 82 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 4 | 5 | 5 | 4 | 23 |
| 83 | 3 | 4 | 4 | 5 | 5 | 21 | 5 | 4 | 4 | 5 | 5 | 23 |
| 84 | 5 | 4 | 5 | 2 | 4 | 20 | 3 | 3 | 3 | 3 | 3 | 15 |
| 85 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 86 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 5 | 5 | 22 |
| 87 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 88 | 4 | 4 | 4 | 3 | 4 | 19 | 3 | 3 | 3 | 4 | 3 | 16 |
| 89 | 4 | 4 | 4 | 3 | 3 | 18 | 3 | 4 | 3 | 4 | 4 | 18 |
| 90 | 4 | 5 | 5 | 4 | 4 | 22 | 3 | 3 | 3 | 4 | 4 | 17 |
| 91 | 5 | 5 | 5 | 3 | 4 | 22 | 5 | 4 | 5 | 4 | 4 | 22 |
| 92 | 5 | 5 | 5 | 5 | 5 | 25 | 3 | 3 | 4 | 3 | 5 | 18 |
| 93 | 4 | 4 | 4 | 3 | 4 | 19 | 3 | 3 | 3 | 3 | 3 | 15 |
| 94 | 2 | 3 | 2 | 4 | 3 | 14 | 4 | 4 | 4 | 4 | 4 | 20 |
| 95 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 96 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 3 | 4 | 3 | 3 | 17 |
| 97 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 3 | 15 |
| 98 | 5 | 5 | 4 | 4 | 5 | 23 | 4 | 4 | 4 | 3 | 3 | 18 |
| 99 | 3 | 3 | 4 | 3 | 4 | 17 | 3 | 3 | 3 | 3 | 4 | 16 |
| 100 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 4 | 3 | 3 | 5 | 18 |

**Lampiran 5 Hasil Deskripsi Responden**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **JENIS\_KELAMIN** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Laki-laki | 41 | 41,0 | 41,0 | 41,0 |
| Perempuan | 59 | 59,0 | 59,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **USIA** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | <17 | 11 | 11,0 | 11,0 | 11,0 |
| 18-25 | 63 | 63,0 | 63,0 | 74,0 |
| 26-30 | 12 | 12,0 | 12,0 | 12,0 |
| >30  Total | 14  100,0 | 14,0  100,0 | 14,0  100,0 | 100,0 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **PENDIDIKAN** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | SLTP | 35 | 35,0 | 35,0 | 35,0 |
| SLTA | 53 | 53,0 | 53,0 | 53,0 |
| Diploma | 3 | 3,0 | 3,0 | 3,0 |
| Sarjana | 9 | 9,0 | 9,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |
| **PEKERJAAN** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Belum Bekerja | 16 | 16,0 | 16,0 | 16,0 |
| Pelajar/ Mahasiswa | 27 | 27,0 | 27,0 | 27,0 |
| Wiraswasta | 55 | 55,0 | 55,0 | 55,0 |
| Pegawai Negeri | 2 | 2,0 | 2,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |
| **PENDAPATAN** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Belum Bekerja | 35 | 35,0 | 35,0 | 35,0 |
| < 1.000.000 | 18 | 18,0 | 18,0 | 18,0 |
| 1.500.000 - 5.000.000 | 46 | 46,0 | 46,0 | 46,0 |
| >5.000.000 | 1 | 1,0 | 1,0 | 100,0 |
| Total | 100 | 100,0 | 100,0 |  |

**Lampiran 6 Uji Asumsi Klasik**

**Uji Normalitas**

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | 2.34684165 |
| Most Extreme Differences | Absolute | .114 |
| Positive | .079 |
| Negative | -.114 |
| Kolmogorov-Smirnov Z | | 1.114 |
| Asymp. Sig. (2-tailed) | | .050c |

**Uji Multikolinearitas**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 1.373 | 1.469 |  | .935 | .352 |
| brand image | .150 | .122 | .149 | 1.238 | .219 |
| diversity product | .541 | .120 | .501 | 4.520 | .000 |
| Kepercayaan produk | .218 | .113 | .201 | 1.927 | .057 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Coefficientsa** | | | |
| Model | | Collinearity Statistics | |
| Tolerance | VIF |
| 1 | (Constant) |  |  |
| brand image | .267 | 3.741 |
| diversity product | .313 | 3.194 |
| Kepercayaan produk | .355 | 2.815 |

**Uji Heterokedastisitas**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 3.976 | .963 |  | 4.130 | .000 |
| brand image | .059 | .080 | .140 | .737 | .463 |
| diversity product | -.021 | .078 | -.046 | -.263 | .793 |
| Kepercayaan produk | -.154 | .074 | -.342 | -2.078 | .040 |

**Lampiran 7 Hasil Uji Regresi Linear Berganda**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 1.373 | 1.469 |  | .935 | .352 |
| brand image | .150 | .122 | .149 | 1.238 | .219 |
| diversity product | .541 | .120 | .501 | 4.520 | .000 |
| Kepercayaan produk | .218 | .113 | .201 | 1.927 | .057 |

**Uji R2**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .794a | .630 | .619 | 2.383 |

**Uji t**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 1.373 | 1.469 |  | .935 | .352 |
| brand image | .150 | .122 | .149 | 2.238 | .019 |
| diversity product | .541 | .120 | .501 | 4.520 | .000 |
| Kepercayaan produk | .218 | .113 | .201 | 2.927 | .017 |

|  |
| --- |
| a. Dependent Variable: keputusan pembelian |