DAFTAR RIWAYAT HIDUP

Nama	:	Dewi Lestari
Tempat, Tanggal Lahir	:	Menggala, 07 Mei 1995
Jenis Kelamin	:	Perempuan
Agama	:	Islam
Pendidikan Terakhir	:	S1 (Sarjana Ekonomi)
Alamat	:	Gang Tenggiri 3 ketapang pangkalbalam
Email:	:	Dewi.lestari0595@gmail.com

Pendidikan Formal

2012-2016	:	Universitas Bangka Belitung (Fakultas Ekonomi, Program Studi Manajemen), Balunijuk
2009-2012	:	SMA Negeri 4 Pangkalpinang
2006-2009	:	SMP Negeri 4 Pangkalpinang
2000-2006	:	SD Negeri 14 Pangkalpinang

LAMPIRAN

KUESIONER PENELITIAN

PENGARUH VARIAN PRODUK, HARGA DAN KUALITAS LAYANAN

TERHADAP MINAT BELI KONSUMEN PADA ZYVI CELL PANGKALPINANG

Diajukan Oleh :

NAMA : DEWI LESTARI
NIM : 302 12 11 022

JURUSAN MANAJEMEN
FAKULTAS EKONOMI
UNIVERSITAS BANGKA BELITUNG
2016

KUESIONER PENELITIAN

Kepada

Yth. Bapak/Ibu/Saudara/i

Dengan hormat,

Saya yang bertandatangan dibawah ini :

Nama : Dewi Lestari

Nim : 302 12 11 022

Prodi : Manajemen

Adalah mahasiswi fakultas Ekonomi, Universitas Bangka Belitung yang sedang menyusun proposal penelitian dengan judul "**Pengaruh Varian Produk, Harga dan Kualitas Layanan terhadap Minat Beli Konsumen pada Konter Zyvi Cell Pangkalpinang**". Oleh karena itu, mohon bantuan Bapak/Ibu/Sdr/i untuk menjawab pertanyaan/pernyataan kuesioner berikut ini (terlampir).

Kuesioner ini hanya untuk kepentingan penelitian semata, dan tidak untuk dipublikasikan. Kerahasiaan Bapak/Ibu/Sdr/i dapat saya jamin.

Demikian atas waktu dan responnya saya ucapkan terimakasih.

Balunijuk, 17 Juni 2016

Peneliti,

Dewi Lestari

A. Profil Responden

Berilah tanda (√) untuk setiap jawaban yang menurut anda paling sesuai dengan diri anda

1. Nama : .....
2. Jenis Kelamin : ☐ Laki-Laki ☐ Perempuan
3. Usia : ☐ 18-25 Tahun ☐ 31-40 Tahun
   ☐ 26-30 Tahun ☐ >40 Tahun
4. Pekerjaan : ☐ Pelajar/Mahasiswa ☐ Pegawai Negeri
   ☐ Wirausaha ☐ Lainnya

B. Petunjuk Kuesioner

Bapak/Ibu/Sdr/i diminta untuk memilih salah satu dari beberapa alternative jawaban yang tersedia dengan cara memberikan **tanda centang (√)**. Setiap jawaban tidak ada yang benar atau salah, jawaban yang paling baik adalah jawaban yang sesuai dengan keadaan atau situasi yang Bapak/Ibu/Sdr/i rasakan atau alami.

Keterangan :

Skala :	Skor :
Sangat Setuju (SS)	5
Setuju (S)	4
Ragu-ragu (RR)	3
Tidak Setuju (TS)	2
Sangat Tidak Setuju (STS)	1

No	**Pernyataan**	**SS**	**S**	**RR**	**TS**	**STS**
Varian produk (X1)						
Ukuran		**5**	**4**	**3**	**2**	**1**
1	Produk yang ada di Konter Zyvi Cell lebih beragam dibandingkan Konter lainnya					
2	Desain produk yang ada di Konter Zyvi Cell tidak kalah dengan desain produk di Konter lain					

Tampilan						
3	Konter Zyvi Cell menampilkan banyak pilihan produk yang saya butuh kan					
4	Tampilan Produk yang ada di Konter Zyvi Cell sangat menarik					
Harga (X2)						
Harga yang dipersepsikan						
5	Harga produk yang ditawarkan Konter Zyvi Cell sesuai dengan kemampuan saya					
6	Harga yang ditawarkan Konter Zyvi Cell terjangkau sesuai dengan type poduk					
7	Konter Zyvi Cell sering melakukan potongan harga pada setiap pembelian produknya					
Harga yang direferensikan						
8	Konter Zyvi Cell menyediakan produk dengan berbagai variasi harga					
9	Harga produk Konter Zyvi Cell sesuai dengan manfaat yang saya peroleh					
Kualitas layanan (x3)						
Fasilitas fisik (*tangible*)						
10	Konter Zyvi Cell menyediakan tempat yang nyaman bagi konsumen yang dating					
11	Konter Zyvi Cell menyediakan fasilitas penunjang seperti daftar harga dan poster produk terbaru dari berbagai operator					
Reliabilitas (*reliability*)						
12	Karyawan Konter Zyvi Cell melakukan pengiriman pulsa dan transaksi lainnya tepat waktu					
13	Konter Zyvi Cell dapat bertransaksi setiap saat ketika jam kerjanya					
	Responsivitas (*responsivenes*)	**5**	**4**	**3**	**2**	**1**
14	Karyawan Konter Zyvi Cell tanggap dalam melayani konsumen					
15	Karyawan Konter Zyvi Cell selalu menjawab setiap pertanyaan konsumen dengan baik					
Kompetensi (*competency)*						
16	Karyawan Konter Zyvi Cell memiliki pengetahuan yang baik tentang produk yang dijualnya					
17	Konter Zyvi cell memiliki respon yang cepat terhadap permintaan konsumen					

Tata krama (*courtesy*)						
18	Karyawan Konter Zyvi Cell melayani konsumen dengan ramah dan sopan					
19	Karyawan Konter Zyvi Cell menggunakan pakaian yang sopan dan rapi					
Kredibilitas (*Credibility*)						
20	Manajemen pelayanan Konter Zyvi Cell sangat baik					
21	Konter Zyvi Cell memiliki reputasi yang baik di benak saya					
Keamanan (*security*)						
22	Fasilitas konter yang diberikan oleh Konter Zyvi Cell aman, sama dengan konter lainnya					
23	Konter Zyvi Cell memiliki layanan yang aman dan bebas dari tindakan penipuan					
Akses *(access*)						
24	Konter Zyvi Cell dspat dengan mudah diakses karena berada ditengah-tengah kota					
25	Konter Zyvi Cell dapat dengan mudah didatangi ketika dibutuhkan					
Komunikasi (*communication)*						
26	Informasi tentang produk dan harga yang ada diKonter Zyvi Cell dapat ditemui dengan mudah					
27	Konter Zyvi cell menanggapi pertanyaan dan keluhan konsumen					
Perhatian pada pelanggan						
28	Konter Zyvi cell memahami kebutuhan konsumen					
29	Pegawai Konter Zyvi cell memberikan saran dan pendapat sesuai kebutuhan konsumen					
Minat Beli (Y_1)		**5**	**4**	**3**	**2**	**1**
Minat transaksional						
30	Saya berminat membeli di Konter Zyvi Cell karena Konter Zyvi Cell memiliki produk yang mempunyai karakteriktik yang tinggi					
31	Saya berkeinginan untuk membeli di Konter Zyvi Cell karena produk yang ada di Konter Zyvi Cell memiliki keunggulan yang tinggi					
Minat Referential						
32	Saya akan merekomendasikan Konter Zyvi Cell kepada orang lain					

33	Saya menyarankan orang lain untuk membeli di Konter Zyvi Cell					
	Minat Prefensial					
34	Saya sangat yakin akan kualitas yang ditawarkan Konter Zyvi Cell dan membuat saya berminat membeli di Zyvi Cell					
35	Saya berkeinginan untuk melakukan pembelian ulang di Konter Zyvi Cell					
	Minat Eksploratif					
36	Saya berminat membeli di Konter Zyvi Cell ini karena sebelumnya saya sudah mengetahui keunggulan dari konter ini					
37	Saya berminat membeli di Konter Zyvi Cell ini karena sebelumnya saya sudah mendapatkan informasi mengenai konter ini dari teman saya					

Terima Kasih atas partisipasinya ☺

LAMPIRAN 3

Tabulasi Jawaban Responden

(Varian Produk)

No	X1.1	X1.2	X1.3	X1.4	Total X1
1	4	5	5	5	19
2	4	3	3	2	12
3	3	3	3	3	12
4	4	4	4	4	16
5	4	2	5	4	15
6	4	4	4	4	16
7	4	4	4	4	16
8	4	4	4	4	16
9	5	5	5	4	19
10	5	4	4	4	17
11	5	5	4	5	19
12	4	5	4	4	17
13	4	3	4	4	15
14	3	3	3	2	11
15	4	4	4	4	16
16	4	4	4	4	16
17	4	4	4	3	15
18	4	5	5	5	19
19	5	4	5	5	19
20	3	4	3	3	13
21	3	4	4	5	16
22	5	5	5	4	19
23	5	4	4	4	17
24	4	4	4	4	16

25	4	4	4	4	16
26	3	3	4	4	14
27	4	4	3	3	14
28	3	5	3	4	15
29	3	3	3	4	13
30	3	3	5	4	15
31	5	5	4	5	19
32	4	5	5	4	18
33	4	3	4	4	15
34	5	4	5	5	19
35	4	3	5	4	16
36	3	2	4	4	13
37	2	4	4	4	14
38	4	2	3	4	13
39	2	4	4	5	15
40	4	5	5	4	18
41	3	4	3	3	13
42	4	4	3	2	13
43	4	4	4	4	16
44	4	5	5	5	19
45	4	4	4	5	17
46	4	4	4	4	16
47	5	4	4	5	18
48	5	4	5	5	19
49	5	3	4	4	16
50	5	4	4	5	18
51	5	4	4	5	18
52	4	4	3	3	14
53	3	3	3	4	13

54	4	3	2	2	11
55	3	4	2	4	13
56	3	4	3	3	13
57	3	4	3	3	13
58	3	4	3	4	14
59	3	4	4	4	15
60	3	3	4	4	14
61	4	5	5	5	19
62	4	4	5	4	17
63	5	5	4	4	18
64	4	4	4	4	16
65	5	5	4	3	17
66	4	4	5	2	15
67	5	4	5	4	18
68	4	4	4	2	14
69	4	3	4	4	15
70	4	3	4	4	15
71	3	3	3	3	12
72	4	4	5	4	17
73	5	4	4	4	17
74	4	4	5	5	18
75	4	5	5	5	19
76	2	4	2	2	10
77	4	3	3	3	13
78	4	3	3	4	14
79	5	5	4	5	19
80	4	4	3	4	15
81	3	4	2	5	14
82	3	3	4	4	14

83	5	4	2	5	16
84	5	3	4	4	16
85	3	2	4	4	13
86	5	4	4	3	16
87	4	2	3	2	11
88	3	4	3	4	14
89	3	3	3	2	11
90	3	1	4	4	12
91	2	3	4	4	13
92	3	4	3	3	13
93	5	4	5	4	18
94	4	3	4	4	15
95	4	4	5	5	18
96	4	3	4	3	14
97	4	4	4	5	17
98	5	5	4	5	19
99	4	4	4	4	16
100	5	5	3	3	16
101	4	4	3	3	14

(Harga)

No	X2.1	X2.2	X2.3	X2.4	X2.5	Total Harga
1	4	4	4	4	4	20
2	5	5	4	5	4	23
3	4	4	4	4	4	20
4	5	4	4	4	4	21
5	4	4	5	4	5	22
6	5	5	4	5	4	23
7	4	4	4	4	4	20
8	4	4	4	4	2	18
9	4	4	3	3	4	18
10	2	4	4	4	4	18
11	4	4	4	2	4	18
12	4	3	3	4	4	18
13	4	4	4	4	4	20
14	5	5	5	4	4	23
15	4	2	4	4	4	18
16	4	4	4	4	4	20
17	4	4	2	4	4	18
18	4	4	4	4	4	20
19	4	4	4	4	4	20
20	4	4	2	4	3	17
21	4	4	4	4	4	20
22	5	5	5	4	5	24
23	4	4	4	4	4	20
24	4	4	4	4	4	20

25	4	4	4	4	4	20
26	5	5	5	5	5	25
27	4	4	4	4	4	20
28	4	4	4	4	4	20
29	5	5	5	5	5	25
30	5	5	5	5	5	25
31	4	4	4	4	4	20
32	3	3	3	3	3	15
33	4	4	4	4	4	20
34	4	4	4	4	4	20
35	5	4	4	3	4	20
36	5	4	4	4	4	21
37	3	3	3	3	3	15
38	5	4	4	4	4	21
39	5	5	4	5	5	24
40	4	4	4	4	4	20
41	5	5	4	5	4	23
42	5	4	5	4	5	23
43	4	4	4	4	4	20
44	4	4	4	4	4	20
45	5	5	5	5	5	25
46	4	4	5	4	5	22
47	5	5	5	5	5	25
48	5	4	4	5	4	22
49	4	5	4	5	4	22
50	5	5	5	5	5	25

51	4	4	4	4	4	20
52	5	4	4	4	4	21
53	5	5	5	5	5	25
54	4	4	4	4	4	20
55	5	4	4	4	4	21
56	4	4	4	4	4	20
57	4	5	4	5	4	22
58	4	4	4	4	4	20
59	4	4	4	4	4	20
60	5	4	4	4	4	21
61	4	4	4	4	4	20
62	5	5	5	5	5	25
63	4	4	3	4	4	19
64	5	5	5	5	5	25
65	5	5	5	5	5	25
66	4	4	3	4	4	19
67	4	4	4	4	4	20
68	4	4	4	5	4	21
69	4	4	4	4	4	20
70	5	4	3	4	4	20
71	5	4	3	4	4	20
72	4	4	4	4	4	20
73	5	4	3	5	4	21
74	5	5	4	5	5	24
75	4	4	4	4	4	20
76	5	4	5	5	5	24

77	5	4	5	4	5	23
78	4	4	4	4	4	20
79	4	4	4	4	4	20
80	5	5	5	5	5	25
81	5	4	5	4	5	23
82	5	5	4	5	5	24
83	5	4	5	4	5	23
84	5	4	5	4	5	23
85	5	5	5	5	5	25
86	4	4	4	4	4	20
87	5	5	4	5	5	24
88	5	5	5	5	5	25
89	4	4	4	4	4	20
90	4	3	3	4	4	18
91	4	4	4	4	4	20
92	5	5	5	4	5	24
93	4	4	4	4	4	20
94	4	4	4	4	4	20
95	4	4	4	4	4	20
96	5	5	5	5	5	25
97	4	4	4	4	4	20
98	4	4	4	4	4	20
99	5	5	5	5	5	25
100	5	5	5	5	5	25
101	4	4	4	4	4	20

(Kualitas Layanan)

No	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3.10	X3.11	X3.12
1	5	5	5	4	4	5	4	4	5	5	5	5
2	5	5	5	4	4	4	5	5	3	5	5	5
3	5	5	4	4	4	5	5	4	4	5	5	4
4	4	4	4	5	5	5	4	4	4	5	4	5
5	5	5	5	4	5	5	5	4	4	5	4	4
6	5	5	5	4	5	5	5	4	4	4	5	5
7	5	5	4	4	5	5	4	4	4	5	5	4
8	4	4	4	5	5	4	4	4	5	5	4	4
9	4	4	5	5	4	4	4	4	5	5	4	4
10	5	4	4	4	5	5	4	4	5	5	4	4
11	5	5	4	5	5	5	5	5	5	5	5	5
12	5	5	5	4	4	5	4	4	4	4	3	4
13	5	5	5	4	4	4	5	5	4	4	4	4
14	5	5	4	4	4	5	5	4	4	4	4	4
15	5	5	4	5	4	4	4	5	4	4	4	4
16	4	4	4	4	3	4	3	3	3	4	4	4
17	4	4	4	4	4	3	4	4	4	3	4	4
18	5	5	5	5	5	5	4	5	5	5	5	5
19	4	5	4	4	4	4	3	3	5	4	4	4
20	4	4	3	4	3	5	3	4	4	4	3	4
21	5	4	4	5	4	4	4	5	4	5	5	5
22	5	5	5	5	5	5	5	5	5	5	4	5
23	5	5	4	5	3	5	4	5	4	5	5	5
24	4	4	4	4	4	4	4	4	4	4	4	4
25	5	5	5	5	5	5	4	4	5	5	5	5
26	5	5	4	3	5	3	3	3	4	4	4	5
27	3	4	3	5	4	4	3	3	5	5	4	4
28	2	3	2	3	4	3	1	2	5	5	4	4
29	4	4	4	3	3	4	4	4	4	4	3	4
30	4	4	2	5	5	4	3	3	4	4	4	4
31	4	4	4	4	4	4	4	4	5	5	5	5
32	5	5	5	5	5	5	4	4	4	4	5	4
33	5	4	4	3	4	2	4	4	4	3	5	4
34	5	2	3	5	4	3	4	5	1	1	5	4
35	4	5	4	3	4	5	4	4	5	4	4	5
36	4	4	5	4	4	5	5	5	4	5	4	5
37	5	5	4	4	5	5	4	5	5	4	4	5
38	4	4	5	5	5	5	4	4	4	4	4	4
39	5	4	4	4	5	4	4	5	5	4	4	5

40	4	5	5	4	4	4	4	4	4	4	3	4
41	4	4	4	3	3	3	2	3	3	4	3	4
42	4	4	2	2	2	4	4	4	3	4	2	4
43	4	4	5	4	4	5	4	4	4	4	4	4
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47	5	4	4	5	4	4	5	4	4	5	5	4
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51	5	5	5	4	4	4	5	4	4	5	5	5
52	4	4	3	3	4	4	4	4	4	3	3	3
53	2	2	2	4	2	4	2	2	3	3	3	3
54	5	5	3	4	3	4	3	4	4	3	4	4
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56	3	4	3	4	3	4	3	3	4	4	4	4
57	3	4	3	4	3	4	3	3	4	4	4	4
58	2	3	3	4	3	3	2	2	3	4	3	3
59	3	4	3	4	4	4	4	4	4	4	3	4
60	2	4	3	4	2	4	3	3	3	3	2	4
61	4	4	4	5	5	5	5	5	4	4	4	4
62	4	4	4	4	5	5	5	4	4	5	5	5
63	4	4	5	5	5	5	4	4	4	5	5	5
64	4	4	4	4	4	5	5	5	5	5	4	5
65	5	4	4	5	5	5	5	4	5	5	4	5
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71	3	3	3	4	3	4	3	3	4	4	3	5
72	5	4	3	4	4	4	5	5	4	4	4	5
73	5	5	4	5	5	5	3	3	4	4	5	5
74	4	4	3	4	3	4	4	4	3	3	4	3
75	4	3	2	4	4	3	3	3	3	3	3	4
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78	4	5	3	5	3	4	4	4	5	4	3	4
79	4	4	5	5	5	5	5	5	5	4	5	5
80	4	5	4	4	4	5	4	3	4	5	5	5
81	5	5	4	5	4	5	3	3	5	5	4	5

82	4	4	5	3	4	4	3	3	3	4	5	3
83	5	5	5	5	2	5	5	2	2	5	5	5
84	4	5	5	4	4	4	5	5	5	5	4	4
85	4	4	4	4	4	4	4	4	5	5	3	4
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87	4	4	4	5	3	3	4	3	4	4	4	4
88	4	4	4	4	4	4	3	3	3	3	3	4
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91	4	4	2	4	3	4	3	3	4	4	2	4
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93	4	4	4	4	5	4	4	4	4	4	5	4
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95	4	4	4	5	4	5	4	3	4	4	5	4
96	3	3	2	2	3	4	4	4	3	3	2	2
97	4	4	5	4	3	4	4	4	4	4	5	4
98	4	5	4	4	4	4	3	4	4	5	5	5
99	4	4	4	4	4	4	4	4	4	4	4	4
100	5	3	3	5	5	4	3	3	5	4	5	5
101	3	4	4	5	4	4	4	4	5	5	4	4

No	X3.13	X3.14	X3.15	X3.16	X3.17	X3.18	X3.19	X3.20	Total X3
1	4	4	5	4	4	5	5	4	91
2	4	4	4	5	5	2	5	4	88
3	4	4	5	5	4	3	5	4	88
4	4	5	4	4	4	4	4	5	87
5	4	5	4	2	5	4	5	5	89
6	4	5	4	4	4	5	5	5	92
7	4	5	4	4	4	4	5	5	89
8	4	5	4	4	4	4	4	5	86
9	4	5	4	4	5	4	4	5	87
10	4	5	5	4	4	4	5	5	89
11	5	5	5	5	4	5	5	5	98
12	4	4	4	5	4	4	5	4	85

13	4	5	4	3	4	4	5	5	87
14	3	4	3	3	3	2	5	4	79
15	4	3	4	4	4	4	5	3	83
16	4	5	4	4	4	4	4	5	78
17	3	3	4	4	4	3	4	3	74
18	5	5	4	5	5	5	5	5	98
19	5	5	5	4	5	5	4	5	86
20	4	4	3	4	3	3	4	4	74
21	4	5	3	4	4	5	5	5	89
22	5	5	5	5	5	4	5	5	98
23	5	5	5	4	4	4	5	5	92
24	4	4	4	4	4	4	4	4	80
25	4	5	4	4	4	4	5	5	93
26	4	5	3	3	4	4	5	5	81
27	4	4	4	4	3	3	3	4	76
28	4	5	3	5	3	4	2	5	69
29	4	4	3	3	3	4	4	4	74
30	5	5	3	3	5	4	4	5	80
31	5	5	5	5	4	5	4	5	90
32	4	4	4	5	5	4	5	4	90
33	5	5	4	3	4	4	5	5	81
34	5	1	5	5	5	5	5	1	74
35	4	5	4	5	5	4	4	5	87
36	5	4	5	4	4	4	4	4	88
37	4	4	5	4	4	4	5	4	89
38	4	3	4	4	3	4	4	3	81

39	4	5	5	4	4	5	5	5	90
40	4	4	4	5	5	4	4	4	83
41	3	4	3	4	3	3	4	4	68
42	5	5	4	4	3	2	4	5	71
43	4	4	4	4	4	4	4	4	82
44	4	4	4	5	5	5	4	4	89
45	5	5	4	4	4	5	5	5	90
46	4	5	4	4	4	4	5	5	89
47	4	4	5	4	4	5	5	4	88
48	4	5	5	4	5	5	5	5	95
49	5	4	5	3	4	4	5	4	73
50	5	4	5	4	4	5	4	4	85
51	5	5	5	4	4	5	5	5	93
52	5	4	4	4	3	3	4	4	74
53	3	5	3	3	3	4	2	5	60
54	4	4	4	3	2	2	5	4	74
55	3	4	3	4	2	4	3	4	63
56	4	4	3	4	3	3	3	4	71
57	4	4	3	4	3	3	3	4	71
58	3	4	3	4	3	4	2	4	62
59	4	4	3	4	4	4	3	4	75
60	4	4	3	3	4	4	2	4	65
61	5	4	4	5	5	5	4	4	89
62	4	5	4	4	5	4	4	5	89
63	5	5	5	5	4	4	4	5	92
64	5	5	4	4	4	5	4	5	90

65	4	4	5	5	4	5	5	4	92
66	5	4	4	4	5	5	4	4	87
67	4	4	5	4	5	5	4	4	88
68	4	4	4	4	4	4	4	4	76
69	4	4	4	3	4	3	4	4	75
70	4	3	4	3	4	4	3	3	76
71	3	4	3	3	3	3	3	4	68
72	4	4	4	4	5	4	5	4	85
73	4	5	5	4	4	4	5	5	89
74	4	5	4	4	5	5	4	5	79
75	4	5	4	5	5	5	4	5	76
76	4	4	2	4	2	2	4	4	73
77	4	4	4	3	3	3	4	4	73
78	4	5	4	3	3	4	4	5	80
79	5	5	5	5	5	5	4	5	96
80	4	5	4	4	5	4	4	5	87
81	3	5	3	4	5	5	5	5	88
82	4	5	3	3	4	4	4	5	77
83	5	5	5	5	5	5	5	5	91
84	4	5	5	5	4	4	4	5	90
85	5	5	3	3	4	5	4	5	83
86	5	5	5	3	4	5	4	5	76
87	4	4	4	4	3	3	4	4	76
88	4	4	3	4	3	4	4	4	73
89	4	4	3	3	3	4	3	4	71
90	4	5	3	1	4	4	3	5	73

91	4	3	2	3	4	4	4	3	68
92	4	4	3	4	3	3	4	4	75
93	4	5	5	4	5	4	4	5	86
94	4	5	4	3	4	4	4	5	71
95	4	4	4	4	5	5	4	4	84
96	3	3	4	3	4	3	3	3	61
97	4	4	4	4	4	5	4	4	82
98	4	4	5	5	4	5	4	4	86
99	4	4	4	4	4	4	4	4	80
100	4	4	5	5	3	3	5	4	83
101	4	4	4	4	3	3	3	4	79

(Minat Beli Konsumen)

No	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Total Y1
1	4	4	4	4	4	4	4	4	32
2	4	5	5	4	5	4	3	4	34
3	3	4	4	4	4	4	4	4	31
4	4	5	4	4	4	4	4	5	34
5	4	4	4	5	4	5	4	5	35
6	4	5	5	4	5	4	4	5	36
7	4	4	4	4	4	4	3	5	32
8	4	4	4	4	4	4	4	5	33
9	5	4	4	3	3	4	3	5	31
10	5	4	4	4	4	4	3	5	33

11	5	4	4	4	4	4	5	5	35
12	4	4	3	3	4	4	4	4	30
13	4	4	4	4	4	4	4	5	33
14	3	5	5	5	4	4	4	4	34
15	4	4	4	4	4	4	4	3	31
16	4	4	4	4	4	4	4	4	32
17	4	4	4	4	4	4	4	3	31
18	4	4	4	4	4	4	5	2	31
19	5	4	4	4	4	4	4	4	33
20	3	4	4	4	4	3	4	2	28
21	3	4	4	4	4	4	4	4	31
22	5	5	5	5	4	5	5	5	39
23	5	4	4	4	4	4	5	5	35
24	4	4	4	4	4	4	4	4	32
25	4	4	4	4	4	4	5	5	34
26	3	5	5	5	5	5	4	5	37
27	4	4	4	4	4	4	3	4	31
28	3	4	4	4	4	4	4	5	32
29	3	5	5	5	5	5	3	4	35
30	3	5	5	5	5	5	5	5	38
31	5	4	4	4	4	4	5	5	35
32	4	3	3	3	3	3	4	4	27
33	4	4	4	4	4	4	4	4	32
34	5	4	4	4	4	4	5	3	33
35	4	5	4	4	3	4	4	2	30

36	3	5	4	4	4	4	4	4	32
37	2	3	3	3	3	3	5	2	24
38	4	5	4	4	4	4	4	4	33
39	2	5	5	4	5	5	5	5	36
40	4	4	4	4	4	4	5	4	33
41	3	5	5	4	5	4	4	4	34
42	4	5	4	5	4	5	4	5	36
43	4	4	4	4	4	4	4	4	32
44	4	4	4	4	4	4	4	4	32
45	4	5	5	5	5	5	5	5	39
46	4	4	4	5	4	5	4	5	35
47	5	5	5	5	5	5	4	4	38
48	5	5	4	4	5	4	4	5	36
49	5	4	5	4	5	4	4	4	35
50	5	5	5	5	5	5	3	4	37
51	5	4	4	4	4	4	3	5	33
52	4	5	4	4	4	4	3	4	32
53	3	5	5	5	5	5	1	5	34
54	4	4	4	4	4	4	4	4	32
55	3	5	4	4	4	4	2	4	30
56	3	4	4	4	4	4	2	4	29
57	3	4	5	4	5	4	2	4	31
58	3	4	4	4	4	4	3	4	30
59	3	4	4	4	4	4	4	4	31
60	3	5	4	4	4	4	4	4	32

61	4	4	4	4	4	4	4	4	32
62	4	5	5	5	5	5	4	5	38
63	5	4	4	3	4	4	4	5	33
64	4	5	5	5	5	5	5	5	39
65	5	5	5	5	5	5	4	4	38
66	4	4	4	3	4	4	4	4	31
67	5	4	4	4	4	4	4	4	33
68	4	4	4	4	5	4	4	4	33
69	4	4	4	4	4	4	3	4	31
70	4	5	4	3	4	4	4	3	31
71	3	5	4	3	4	4	4	4	31
72	4	4	4	4	4	4	5	4	33
73	5	5	4	3	5	4	4	5	35
74	4	5	5	4	5	5	4	5	37
75	4	4	4	4	4	4	4	5	33
76	2	5	4	5	5	5	4	4	34
77	4	5	4	5	4	5	4	4	35
78	4	4	4	4	4	4	4	5	33
79	5	4	4	4	4	4	4	4	33
80	4	5	5	5	5	5	3	3	35
81	3	5	4	5	4	5	4	2	32
82	3	5	5	4	5	5	4	4	35
83	5	5	4	5	4	5	5	2	35
84	5	5	4	5	4	5	4	4	36
85	3	5	5	5	5	5	4	5	37

86	5	4	4	4	4	4	5	5	35
87	4	5	5	4	5	5	4	4	36
88	3	5	5	5	5	5	4	4	36
89	3	4	4	4	4	4	3	4	30
90	3	4	3	3	4	4	1	5	27
91	2	4	4	4	4	4	4	3	29
92	3	5	5	5	4	5	2	4	33
93	5	4	4	4	4	4	5	5	35
94	4	4	4	4	4	4	2	5	31
95	4	4	4	4	4	4	4	4	32
96	4	5	5	5	5	5	2	3	34
97	4	4	4	4	4	4	4	4	32
98	5	4	4	4	4	4	4	4	33
99	4	5	5	5	5	5	4	4	37
100	5	5	5	5	5	5	5	4	39
101	4	4	4	4	4	4	4	4	32

LAMPIRAN 4

Hasil Karakteristik Responden

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	32	31,7	31,7	31,7
	Perempuan	69	68,3	68,3	100,0
	Total	101	100,0	100,0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<25	33	32,7	32,7	32,7
	26-30	31	30,7	30,7	63,4
	31-40	25	24,8	24,8	88,1
	>40	12	11,9	11,9	100,0
	Total	101	100,0	100,0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/Mahasisiwa	28	27,7	27,7	27,7
	Wirausaha	24	23,8	23,8	51,5
	Karyawan Swasta	13	12,9	12,9	64,4
	Pegawai Negeri	36	35,6	35,6	100,0
	Total	101	100,0	100,0	

LAMPIRAN 5

Hasil Uji Deskriptif

Statistics

		X1.1	X1.2	X1.3	X1.4
N	Valid	101	101	101	101
	Missing	0	0	0	0
Mean		3,91	3,81	3,87	3,89
Median		4,00	4,00	4,00	4,00
Std. Deviation		,801	,821	,808	,859
Minimum		2	1	2	2
Maximum		5	5	5	5

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4,0	4,0	4,0
	RR	25	24,8	24,8	28,7
	S	48	47,5	47,5	76,2
	SS	24	23,8	23,8	100,0
	Total	101	100,0	100,0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1,0	1,0	1,0
	TS	5	5,0	5,0	5,9
	RR	24	23,8	23,8	29,7
	S	53	52,5	52,5	82,2
	SS	18	17,8	17,8	100,0
	Total	101	100,0	100,0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	5,0	5,0	5,0
	RR	25	24,8	24,8	29,7
	S	49	48,5	48,5	78,2
	SS	22	21,8	21,8	100,0
	Total	101	100,0	100,0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	9	8,9	8,9	8,9
	RR	16	15,8	15,8	24,8
	S	53	52,5	52,5	77,2
	SS	23	22,8	22,8	100,0
	Total	101	100,0	100,0	

Statistics

		Harga	Harga	Harga	Harga	Harga
N	Valid	101	101	101	101	101
	Missing	0	0	0	0	0
Mean		4,39	4,22	4,13	4,23	4,25
Median		4,00	4,00	4,00	4,00	4,00
Std. Deviation		,583	,559	,658	,564	,555
Minimum		2	2	2	2	2
Maximum		5	5	5	5	5

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1,0	1,0	1,0
	RR	2	2,0	2,0	3,0
	S	55	54,5	54,5	57,4
	SS	43	42,6	42,6	100,0
	Total	101	100,0	100,0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1,0	1,0	1,0
	RR	4	4,0	4,0	5,0
	S	68	67,3	67,3	72,3
	SS	28	27,7	27,7	100,0
	Total	101	100,0	100,0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2,0	2,0	2,0
	RR	10	9,9	9,9	11,9
	S	62	61,4	61,4	73,3
	SS	27	26,7	26,7	100,0
	Total	101	100,0	100,0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1,0	1,0	1,0
	RR	4	4,0	4,0	5,0
	S	67	66,3	66,3	71,3
	SS	29	28,7	28,7	100,0
	Total	101	100,0	100,0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1,0	1,0	1,0
	RR	3	3,0	3,0	4,0
	S	67	66,3	66,3	70,3
	SS	30	29,7	29,7	100,0
	Total	101	100,0	100,0	

Statistics

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7
N	Valid	101	101	101	101	101	101	101
	Missing	0	0	0	0	0	0	0
Mean		4,17	4,19	3,83	4,14	3,99	4,23	3,89
Median		4,00	4,00	4,00	4,00	4,00	4,00	4,00
Std. Deviation		,775	,689	,906	,708	,843	,705	,835
Minimum		2	2	1	2	2	2	1
Maximum		5	5	5	5	5	5	5

X3.8	X3.9	X3.10	X3.11	X3.12	X3.13	X3.14	X3.15
101	101	101	101	101	101	101	101
0	0	0	0	0	0	0	0
3,81	4,07	4,16	4,07	4,23	4,15	4,38	4,01
4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00
,809	,816	,771	,803	,691	,555	,691	,768
2	1	1	2	2	3	1	2
5	5	5	5	5	5	5	5

X3.16	X3.17	X3.18	X3.19	X3.20
101	101	101	101	101
0	0	0	0	0
3,95	3,98	4,04	4,17	4,38
4,00	4,00	4,00	4,00	4,00
,753	,774	,811	,775	,691
1	2	2	2	1
5	5	5	5	5

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4,0	4,0	4,0
	RR	11	10,9	10,9	14,9
	S	50	49,5	49,5	64,4
	SS	36	35,6	35,6	100,0
	Total	101	100,0	100,0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2,0	2,0	2,0
	RR	10	9,9	9,9	11,9
	S	56	55,4	55,4	67,3
	SS	33	32,7	32,7	100,0
	Total	101	100,0	100,0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1,0	1,0	1,0
	TS	8	7,9	7,9	8,9
	RR	21	20,8	20,8	29,7
	S	48	47,5	47,5	77,2
	SS	23	22,8	22,8	100,0
	Total	101	100,0	100,0	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	3,0	3,0	3,0
	RR	10	9,9	9,9	12,9
	S	58	57,4	57,4	70,3
	SS	30	29,7	29,7	100,0
	Total	101	100,0	100,0	

X3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	6	5,9	5,9	5,9
	RR	18	17,8	17,8	23,8
	S	48	47,5	47,5	71,3
	SS	29	28,7	28,7	100,0
	Total	101	100,0	100,0	

X3.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2,0	2,0	2,0
	RR	10	9,9	9,9	11,9
	S	52	51,5	51,5	63,4
	SS	37	36,6	36,6	100,0
	Total	101	100,0	100,0	

X3.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1,0	1,0	1,0
	TS	4	4,0	4,0	5,0
	RR	23	22,8	22,8	27,7
	S	50	49,5	49,5	77,2
	SS	23	22,8	22,8	100,0
	Total	101	100,0	100,0	

X3.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	6	5,9	5,9	5,9
	RR	26	25,7	25,7	31,7
	S	50	49,5	49,5	81,2
	SS	19	18,8	18,8	100,0
	Total	101	100,0	100,0	

X3.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1,0	1,0	1,0
	TS	3	3,0	3,0	4,0
	RR	15	14,9	14,9	18,8
	S	51	50,5	50,5	69,3
	SS	31	30,7	30,7	100,0
	Total	101	100,0	100,0	

X3.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1,0	1,0	1,0
	TS	1	1,0	1,0	2,0
	RR	14	13,9	13,9	15,8
	S	50	49,5	49,5	65,3
	SS	35	34,7	34,7	100,0
	Total	101	100,0	100,0	

X3.11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4,0	4,0	4,0
	RR	17	16,8	16,8	20,8
	S	48	47,5	47,5	68,3
	SS	32	31,7	31,7	100,0
	Total	101	100,0	100,0	

X3.12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2,0	2,0	2,0
	RR	9	8,9	8,9	10,9
	S	54	53,5	53,5	64,4
	SS	36	35,6	35,6	100,0
	Total	101	100,0	100,0	

X3.13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RR	9	8,9	8,9	8,9
	S	68	67,3	67,3	76,2
	SS	24	23,8	23,8	100,0
	Total	101	100,0	100,0	

X3.14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1,0	1,0	1,0
	RR	6	5,9	5,9	6,9
	S	47	46,5	46,5	53,5
	SS	47	46,5	46,5	100,0
	Total	101	100,0	100,0	

X3.15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2,0	2,0	2,0
	RR	23	22,8	22,8	24,8
	S	48	47,5	47,5	72,3
	SS	28	27,7	27,7	100,0
	Total	101	100,0	100,0	

X3.16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1,0	1,0	1,0
	TS	1	1,0	1,0	2,0
	RR	22	21,8	21,8	23,8
	S	55	54,5	54,5	78,2
	SS	22	21,8	21,8	100,0
	Total	101	100,0	100,0	

X3.17

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	3,0	3,0	3,0
	RR	22	21,8	21,8	24,8
	S	50	49,5	49,5	74,3
	SS	26	25,7	25,7	100,0
	Total	101	100,0	100,0	

X3.18

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	5,0	5,0	5,0
	RR	16	15,8	15,8	20,8
	S	50	49,5	49,5	70,3
	SS	30	29,7	29,7	100,0
	Total	101	100,0	100,0	

X3.19

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4,0	4,0	4,0
	RR	11	10,9	10,9	14,9
	S	50	49,5	49,5	64,4
	SS	36	35,6	35,6	100,0
	Total	101	100,0	100,0	

X3.20

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1,0	1,0	1,0
	RR	6	5,9	5,9	6,9
	S	47	46,5	46,5	53,5
	SS	47	46,5	46,5	100,0
	Total	101	100,0	100,0	

Statistics

	Minat Beli	Minat Beli	Minat Beli	Minat Beli	Minat Beli	Minat Beli	Minat Beli	Minat Beli
N Valid	101	101	101	101	101	101	101	101
Missing	0	0	0	0	0	0	0	0
Mean	3,91	4,41	4,24	4,17	4,25	4,27	3,87	4,16
Median	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00
Std. Deviation	,801	,533	,513	,584	,518	,508	,845	,797
Minimum	2	3	3	3	3	3	1	2
Maximum	5	5	5	5	5	5	5	5

Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4,0	4,0	4,0
	RR	25	24,8	24,8	28,7
	S	48	47,5	47,5	76,2
	SS	24	23,8	23,8	100,0
	Total	101	100,0	100,0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RR	2	2,0	2,0	2,0
	S	56	55,4	55,4	57,4
	SS	43	42,6	42,6	100,0
	Total	101	100,0	100,0	

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RR	4	4,0	4,0	4,0
	S	69	68,3	68,3	72,3
	SS	28	27,7	27,7	100,0
	Total	101	100,0	100,0	

Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RR	10	9,9	9,9	9,9
	S	64	63,4	63,4	73,3
	SS	27	26,7	26,7	100,0
	Total	101	100,0	100,0	

Y1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RR	4	4,0	4,0	4,0
	S	68	67,3	67,3	71,3
	SS	29	28,7	28,7	100,0
	Total	101	100,0	100,0	

Y1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RR	3	3,0	3,0	3,0
	S	68	67,3	67,3	70,3
	SS	30	29,7	29,7	100,0
	Total	101	100,0	100,0	

Y1.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2,0	2,0	2,0
	TS	6	5,9	5,9	7,9
	RR	13	12,9	12,9	20,8
	S	62	61,4	61,4	82,2
	SS	18	17,8	17,8	100,0
	Total	101	100,0	100,0	

Y1.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	6	5,9	5,9	5,9
	RR	7	6,9	6,9	12,9
	S	53	52,5	52,5	65,3
	SS	35	34,7	34,7	100,0
	Total	101	100,0	100,0	

LAMPIRAN 6

Hasil Uji Validitas

Correlations

		VP1	VP2	VP3	VP4	X1.Total
Varian Produk	Pearson Correlation	1	,354**	,368**	,262**	,695**
	Sig. (2-tailed)		,000	,000	,008	,000
	N	101	101	101	101	101
Varian Produk	Pearson Correlation	,354**	1	,234*	,297**	,667**
	Sig. (2-tailed)	,000		,018	,003	,000
	N	101	101	101	101	101
Varian Produk	Pearson Correlation	,368**	,234*	1	,469**	,732**
	Sig. (2-tailed)	,000	,018		,000	,000
	N	101	101	101	101	101
Varian Produk	Pearson Correlation	,262**	,297**	,469**	1	,729**
	Sig. (2-tailed)	,008	,003	,000		,000
	N	101	101	101	101	101
X1.Total	Pearson Correlation	,695**	,667**	,732**	,729**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	101	101	101	101	101

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

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

Correlations

		Harga	Harga	Harga	Harga	Harga	X2.Total
Harga	Pearson Correlation	1	,599**	,495**	,552**	,629**	,800**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	101	101	101	101	101	101
Harga	Pearson Correlation	,599**	1	,548**	,698**	,598**	,838**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	101	101	101	101	101	101
Harga	Pearson Correlation	,495**	,548**	1	,432**	,733**	,800**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	101	101	101	101	101	101
Harga	Pearson Correlation	,552**	,698**	,432**	1	,553**	,784**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	101	101	101	101	101	101
Harga	Pearson Correlation	,629**	,598**	,733**	,553**	1	,861**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	101	101	101	101	101	101
X2.Total	Pearson Correlation	,800**	,838**	,800**	,784**	,861**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	101	101	101	101	101	101

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

Correlations

		KL2	KL3	KL4	KL5	KL6	KL7	KL8	KL9	KL10	KL11	KL12	KL13	KL14	KL15	KL16	KL17	KL18	KL19	KL20	X3.Total
KL1	Pearson Correlation	,558**	,439**	,212*	,446**	,258**	,507**	,465**	,155	,206*	,479**	,488**	,290**	,142	,457**	,220*	,339**	,180	1,000**	,142	,693**
	Sig. (2-tailed)	,000	,000	,033	,000	,009	,000	,000	,121	,039	,000	,000	,003	,157	,000	,027	,001	,072	,000	,157	,000
	N	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
KL2	Pearson Correlation	1	,580**	,213*	,313**	,487**	,418**	,387**	,297**	,508**	,320**	,392**	,162	,312**	,242*	,172	,288**	,076	,558**	,312**	,653**
	Sig. (2-tailed)		,000	,033	,001	,000	,000	,000	,003	,000	,001	,000	,106	,001	,015	,085	,003	,450	,000	,001	,000
	N	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
KL3	Pearson Correlation	,580**	1	,364**	,378**	,452**	,477**	,434**	,192	,439**	,497**	,333**	,150	,198*	,362**	,295**	,366**	,295**	,439**	,198*	,692**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,055	,000	,000	,001	,135	,047	,000	,003	,000	,003	,000	,047	,000
	N	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
KL4	Pearson Correlation	,213*	,364**	1	,355**	,437**	,229*	,238*	,174	,326**	,440**	,282**	,074	,015	,200*	,332**	,224*	,269**	,212*	,015	,486**
	Sig. (2-tailed)	,033	,000		,000	,000	,021	,016	,082	,001	,000	,004	,460	,882	,045	,001	,024	,007	,033	,882	,000
	N	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
KL5	Pearson Correlation	,313**	,378**	,355**	1	,408**	,382**	,408**	,452**	,341**	,503**	,347**	,174	,161	,325**	,236*	,414**	,235*	,446**	,161	,656**
	Sig. (2-tailed)	,001	,000	,000		,000	,000	,000	,000	,000	,000	,000	,081	,107	,001	,018	,000	,018	,000	,107	,000
	N	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
KL6	Pearson Correlation	,487**	,452**	,437**	,408**	1	,450**	,374**	,233*	,503**	,307**	,282**	,040	,192	,199*	,228*	,265**	,159	,258**	,192	,581**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,019	,000	,002	,004	,688	,055	,046	,022	,007	,113	,009	,055	,000
	N	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
KL7	Pearson Correlation	,418**	,477**	,229*	,382**	,450**	1	,694**	,158	,337**	,339**	,355**	,359**	,037	,454**	,166	,414**	,213*	,507**	,037	,658**
	Sig. (2-tailed)	,000	,000	,021	,000	,000		,000	,115	,001	,001	,000	,000	,713	,000	,097	,000	,033	,000	,713	,000
	N	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
KL8	Pearson Correlation	,387**	,434**	,238*	,408**	,374**	,694**	1	,202*	,225*	,267**	,292**	,330**	-,033	,325**	,264**	,265**	,149	,465**	-,033	,588**
	Sig. (2-tailed)	,000	,000	,016	,000	,000	,000		,043	,024	,007	,003	,001	,742	,001	,008	,007	,138	,000	,742	,000
	N	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
KL9	Pearson Correlation	,297**	,192	,174	,452**	,233*	,158	,202*	1	,539**	,176	,415**	,176	,273**	,254*	,168	,129	,192	,155	,273**	,485**
	Sig. (2-tailed)	,003	,055	,082	,000	,019	,115	,043		,000	,079	,000	,078	,006	,010	,092	,199	,054	,121	,006	,000
	N	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
KL10	Pearson Correlation	,508**	,439**	,326**	,341**	,503**	,337**	,225*	,539**	1	,353**	,495**	,131	,413**	,234*	,323**	,206*	,182	,206*	,413**	,634**
	Sig. (2-tailed)	,000	,000	,001	,000	,000	,001	,024	,000		,000	,000	,190	,000	,019	,001	,039	,069	,039	,000	,000
	N	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
KL11	Pearson Correlation	,320**	,497**	,440**	,503**	,307**	,339**	,267**	,176	,353**	1	,422**	,246*	,205*	,437**	,336**	,308**	,257**	,479**	,205*	,658**
	Sig. (2-tailed)	,001	,000	,000	,000	,002	,001	,007	,079	,000		,000	,013	,040	,000	,001	,002	,010	,000	,040	,000
	N	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101

KL12	Pearson Correlation	,392**	,333**	,282**	,347**	,282**	,355**	,292**	,415**	,495**	,422**	1	,328**	,217*	,391**	,406**	,289**	,287**	,488**	,217*	,660**
	Sig. (2-tailed)	,000	,001	,004	,000	,004	,000	,003	,000	,000	,000		,001	,029	,000	,000	,003	,004	,000	,029	,000
	N	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
KL13	Pearson Correlation	,162	,150	,074	,174	,040	,359**	,330**	,176	,131	,246*	,328**	1	,218*	,442**	,209*	,310**	,364**	,290**	,218*	,457**
	Sig. (2-tailed)	,106	,135	,460	,081	,688	,000	,001	,078	,190	,013	,001		,028	,000	,036	,002	,000	,003	,028	,000
	N	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
KL14	Pearson Correlation	,312**	,198*	,015	,161	,192	,037	-,033	,273**	,413**	,205*	,217*	,218*	1	,106	-,041	,201*	,241*	,142	1,000**	,413**
	Sig. (2-tailed)	,001	,047	,882	,107	,055	,713	,742	,006	,000	,040	,029	,028		,291	,686	,044	,015	,157	,000	,000
	N	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
KL15	Pearson Correlation	,242*	,362**	,200*	,325**	,199*	,454**	,325**	,254*	,234*	,437**	,391**	,442**	,106	1	,416**	,404**	,368**	,467**	,106	,622**
	Sig. (2-tailed)	,015	,000	,045	,001	,046	,000	,001	,010	,019	,000	,000	,000	,291		,000	,000	,000	,000	,291	,000
	N	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
KL16	Pearson Correlation	,172	,295**	,332**	,236*	,228*	,166	,264**	,168	,323**	,336**	,406**	,209*	-,041	,416**	1	,273**	,216*	,220*	-,041	,466**
	Sig. (2-tailed)	,085	,003	,001	,018	,022	,097	,008	,092	,001	,001	,000	,036	,686	,000		,006	,030	,027	,686	,000
	N	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
KL17	Pearson Correlation	,288**	,366**	,224*	,414**	,265**	,414**	,265**	,129	,206*	,308**	,289**	,310**	,201*	,404**	,273**	1	,574**	,339**	,201*	,590**
	Sig. (2-tailed)	,003	,000	,024	,000	,007	,000	,007	,199	,039	,002	,003	,002	,044	,000	,006		,000	,001	,044	,000
	N	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
KL18	Pearson Correlation	,076	,295**	,269**	,235*	,159	,213*	,149	,192	,182	,257**	,287**	,364**	,241*	,368**	,216*	,574**	1	,180	,241*	,489**
	Sig. (2-tailed)	,450	,003	,007	,018	,113	,033	,138	,054	,069	,010	,004	,000	,015	,000	,030	,000		,072	,015	,000
	N	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
KL19	Pearson Correlation	,558**	,439**	,212*	,446**	,258**	,507**	,465**	,155	,206*	,479**	,488**	,290**	,142	,467**	,220*	,339**	,180	1	,142	,693**
	Sig. (2-tailed)	,000	,000	,033	,000	,009	,000	,000	,121	,039	,000	,000	,003	,157	,000	,027	,001	,072		,157	,000
	N	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
KL20	Pearson Correlation	,312**	,198*	,015	,161	,192	,037	-,033	,273**	,413**	,205*	,217*	,218*	1,000**	,106	-,041	,201*	,241*	,142	1	,413**
	Sig. (2-tailed)	,001	,047	,882	,107	,055	,713	,742	,006	,000	,040	,029	,028	,000	,291	,686	,044	,015	,157		,000
	N	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
X3.Total	Pearson Correlation	,653**	,692**	,486**	,656**	,581**	,658**	,588**	,485**	,634**	,658**	,660**	,457**	,413**	,622**	,466**	,590**	,489**	,693**	,413**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101

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

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

Correlations

		Minat Beli	Minat Beli	Minat Beli	Minat Beli	Minat Beli	Minat Beli	Minat Beli	Minat Beli	Y1.Total
Minat Beli	Pearson Correlation	1	-,102	-,045	-,032	-,067	-,015	,234*	,195	,366**
	Sig. (2-tailed)		,311	,653	,753	,507	,885	,018	,051	,000
	N	101	101	101	101	101	101	101	101	101
Minat Beli	Pearson Correlation	-,102	1	,669**	,550**	,611**	,704**	-,061	,035	,636**
	Sig. (2-tailed)	,311		,000	,000	,000	,000	,548	,725	,000
	N	101	101	101	101	101	101	101	101	101
Minat Beli	Pearson Correlation	-,045	,669**	1	,633**	,793**	,675**	-,044	,152	,734**
	Sig. (2-tailed)	,653	,000		,000	,000	,000	,661	,130	,000
	N	101	101	101	101	101	101	101	101	101
Minat Beli	Pearson Correlation	-,032	,550**	,633**	1	,489**	,791**	,024	,028	,674**
	Sig. (2-tailed)	,753	,000	,000		,000	,000	,811	,780	,000
	N	101	101	101	101	101	101	101	101	101
Minat Beli	Pearson Correlation	-,067	,611**	,793**	,489**	1	,621**	-,064	,219*	,690**
	Sig. (2-tailed)	,507	,000	,000	,000		,000	,527	,028	,000
	N	101	101	101	101	101	101	101	101	101
Minat Beli	Pearson Correlation	-,015	,704**	,675**	,791**	,621**	1	-,012	,166	,764**
	Sig. (2-tailed)	,885	,000	,000	,000	,000		,903	,097	,000
	N	101	101	101	101	101	101	101	101	101
Minat Beli	Pearson Correlation	,234*	-,061	-,044	,024	-,064	-,012	1	-,044	,330**
	Sig. (2-tailed)	,018	,548	,661	,811	,527	,903		,664	,001
	N	101	101	101	101	101	101	101	101	101
Minat Beli	Pearson Correlation	,195	,035	,152	,028	,219*	,166	-,044	1	,442**
	Sig. (2-tailed)	,051	,725	,130	,780	,028	,097	,664		,000
	N	101	101	101	101	101	101	101	101	101
Y1.Total	Pearson Correlation	,366**	,636**	,734**	,674**	,690**	,764**	,330**	,442**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,001	,000	
	N	101	101	101	101	101	101	101	101	101

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

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

LAMPIRAN 7

Hasil Uji Reabilitas

Varian Produk

Reliability Statistics

Cronbach's Alpha	N of Items
,664	4

Harga

Reliability Statistics

Cronbach's Alpha	N of Items
,873	5

Kualitas Layanan

Reliability Statistics

Cronbach's Alpha	N of Items
,897	20

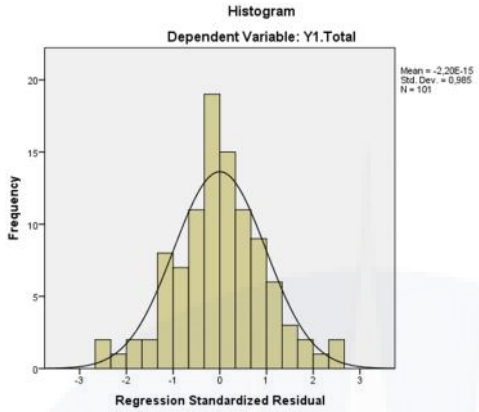
Minat Beli

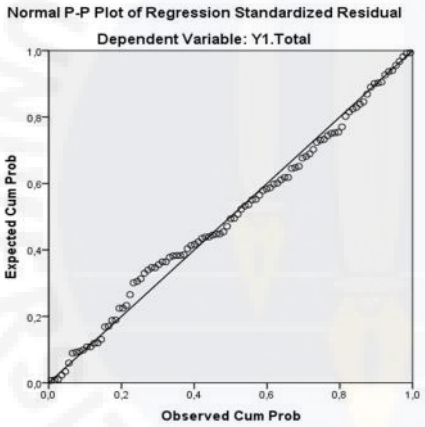
Reliability Statistics

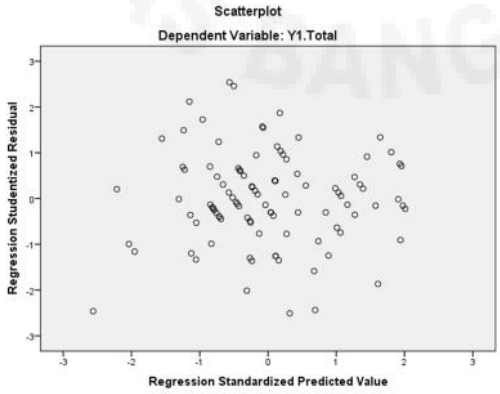
Cronbach's Alpha	N of Items
,639	8

LAMPIRAN 8

Hasil Uji Asumsi Klasik







LAMPIRAN 9

Hasil Uji Regresi Berganda, Uji t, Uji F dan Koefisien Determinasi

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,111	1,730		1,220	,225		
	X1.Total	,312	,070	,261	4,478	,000	,597	1,675
	X2.Total	1,020	,054	,874	19,042	,000	,960	1,042
	X3.Total	,057	,018	,183	3,199	,002	,616	1,624

a. Dependent Variable: Y1.Total

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	620,481	3	206,827	132,597	,000[b]
	Residual	151,302	97	1,560		
	Total	771,782	100			

a. Dependent Variable: Y1.Total

b. Predictors: (Constant), X3.Total, X2.Total, X1.Total

Model Summary[b]

Model	R	R Square	Adjuste R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,897[a]	,804	,798	1,249	,804	132,597	3	97	,000

a. Predictors: (Constant), X3.Total, X2.Total, X1.Total

b. Dependent Variable: Y1.Total

ZYVI CELL

Pulsa, Aksesoris, Loket Online, Data Internet, Service, Perdana
Jln. Kampung Melayu 225 Bukit Merapin, Gerunggang Pangkalpinang
Telp. 0819 9530 0001 Pin. 29F5c856

SURAT KETERANGAN

Yang bertanda tangan di bawah ini :

Nama	: Ari Wisanggono
Jabatan	: Pemilik
Alamat	: Jln. Bukit Merapin, Gerunggang Pangkalpinang

Dengan ini menerangkan :

Nama	: Dewi Lestari
Nim	: 3021211022
Fakultas/Jurusan	: Ekonomi/Manajemen

Menyatakan dengan benar nama diatas telah melakukan penelitian di ZYVI CELL Pangkalpinang tentang pengaruh Varian Produk, Harga dan Kualitas Layanan terhadap Minat Beli Konsumen di ZYVI CELL yang dilaksanakan pada tanggal 20 April 2016 s/d selesai. Demikianlah surat keterangan ini dibuat dengan sebenar-benarnya dan untuk dipergunakan dengan semestinya.

Pangkalpinang, 02 Agustus 2016
Pemilik ZYVI CELL

Ari Wisanggono

KEMENTERIAN RISET, TEKNOLOGI DAN PENDIDIKAN TINGGI
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ABSTRACT

Dewi Lestari, 302 12 11 022. 2016.
The Influence of Variant of Product, Price, and Quality of Service on the Consumer Buying Interest at ZYVI CELL Pangkalpinang
Economics Faculty

The purpose of this study is to know how the effect of variant of product, price, and quality of service of ZYVI CELL Pangkalpinang in attracting consumer buying interest and to review of consumer buying interest at ZYVI CELL Pangkalpinang either partially or simultaneously. This is descriptive quantitative research with a total sample of 101 respondents, while the sampling method uses accidental method. The independent variable of this research consists of variant of product, price, and quality of product, while the dependent variable is consumer buying interest. The test of instrument uses validity test and reliability test. The data analyzing method uses multiple linear regressions with t test, F test and coefficient of determination. The result of this research indicates that partially variant of product has positive and significant influence on consumer buying interest with coefficient is 0.312 and the test result is t_{value} (4.478) > t_{table} (1.9842). Variable of price has positive and significant influence on consumer buying interest with coefficient is 1.020 and the test result is t_{value} (19042) > t_{table} (1.9842). Simultaneously, variable of variant of product, price, and quality of service have positive and significant influence on consumer buying decision with test result is F_{value} (132.397) > F_{table} (2.69) with significance level is 0.00 < 0.05. The result of coefficient of determination (R^2) is 79.8% which means that consumer interest can be explained by variable of variant of product, price, and quality of product, while remaining is 20.2% is influenced by others variable which are not examined in this research.

Keywords: variant of product, price, quality of service, and consumer buying interest.

Head of UPT Pusat Bahasa

Riwan Kusmiadi, S.T.P., M.Si.

Translator

Maya Susilawati, S.Pd

Foto 3x4

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Nama Mahasiswa : DEWI LESTARI
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Nama Pembimbing : KHairiyansyah, SE., M.M.
Mulai Skripsi :
Judul Proposal/Skripsi : Pengaruh Variasi produk, Harga dan kualitas Layanan terhadap minat beli konsumen pada konter Zyvi cell pangkalpinang

NO	Tanggal	Keterangan	Paraf Pembimbing
1	16 Mei 2016	Konsul judul	
2	10 Juni 2016	BAB I	
3	14 Juni 2016	BAB I lanjutan.	
4	16 Juni 2016	BAB I, II, III	
5	19 Juni 2016	BAB I, II, III	
6	20 Juni 2016	Acc ke pembimbing utama.	
7	22 Juni 2016	Perbaikan	
8	25 Juni 2016	4,5	
9	1 Agt 2016	4,5	
10	2 Agt 2016	Kelengkapan Berkas	
11	3 Agt 2016	Acc ke Pembimbing Ut	
12			
13			
14			
15			

Catatan :
1. Kartu ini harus disi saat bimbingan skripsi

Foto 3x4

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Angkatan : 2012
Konsentrasi Studi : MANAGEMEN PEMASARAN
IPK : 3,31
Nama Pembimbing : M. Tanggung, S.E., M.Si.
Mulai Skripsi : .....
Judul Proposal/Skripsi :
PENGARUH VARIAN PRODUK, HARGA DAN KUALITAS LAYANAN TERHADAP MINAT BELI KONSUMEN PADA KONTER ZYVI CELL PANGKALPINANG.

NO	Tanggal	Keterangan	Paraf Pembimbing
1	22/09-16	Konsultasi Judul. Lanjut Latar	
2	[illegible]	Lanjut	
2	16/05-16	Perbaikan Latar Belakang	
3	17/05-16	Perbaikan, Lanjut Bab I	
5	20/05-16	Perbaikan Bab I	
6	7/6 16	Perbaikan Bab I & Bab III	
7	17/6 16	Acc Bab I, Perbaikan Bab II, III	
8	21/6 16	Acc Untuk Ujian Proposal	
9	28 16	Perbaikan Bab IV & V	
10	3/8 16	Perbaikan Bab VI	
11	4/8 16	Acc U/ Ujian Skripsi	
12			
13			
14			
15			

Catatan :
1. Kartu ini harus disi saat bimbingan skripsi

EPT SCORE RECORD

Name of Institution : UPT PUSAT BAHASA UNIVERSITAS BANGKA BELITUNG

Name : DEWI LESTARI

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Native Country : INDONESIA

Native Language : INDONESIA

Sex : F

Test Date : 25/07/2016

From : EPT USL

Signed,

Head of UPT Pusat Bahasa

Scaled Score : Listening Comprehension 40

Structure & Written Expression 40

Reading Comprehension 42

Total Score 407

Riwan Kusmiadi, S.T.P., M.Si

LAMPIRAN 14

Dkumentasi Foto

Varian produk ZYVI CELL

Daftar harga ZYVI CELL

Pelanggan yang datang ke ZYVI CELL

Foto bersama pemilik ZYVI CELL

Foto bersama pegawai ZYVI CELL 2

Foto responden yang sedang mengisi kuesioner