# **LAMPIRAN-LAMPIRAN**

## **Hasil Angket Kuesioner Variabel X**

| **NO** | **SP1** | **SP2** | **SP3** | **SP4** | **SP5** | **SP6** | **SP7** | **SP8** | **Jumlah** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | 2 | 1 | 2 | 3 | 1 | 1 | 2 | 2 | 14 |
| 2 | 5 | 5 | 5 | 5 | 2 | 5 | 5 | 5 | 37 |
| 3 | 1 | 3 | 2 | 5 | 2 | 1 | 1 | 2 | 17 |
| 4 | 5 | 4 | 3 | 3 | 4 | 4 | 5 | 3 | 31 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 1 | 35 |
| 6 | 1 | 4 | 5 | 4 | 4 | 5 | 5 | 1 | 29 |
| 7 | 1 | 5 | 3 | 3 | 5 | 5 | 5 | 3 | 30 |
| 8 | 2 | 1 | 1 | 1 | 1 | 2 | 4 | 1 | 13 |
| 9 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 30 |
| 10 | 1 | 1 | 1 | 1 | 1 | 3 | 1 | 1 | 10 |
| 11 | 1 | 4 | 2 | 4 | 4 | 1 | 1 | 2 | 19 |
| 12 | 4 | 2 | 2 | 2 | 2 | 2 | 4 | 2 | 20 |
| 13 | 2 | 2 | 2 | 2 | 2 | 4 | 2 | 2 | 18 |
| 14 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 9 |
| 15 | 2 | 4 | 2 | 2 | 4 | 2 | 2 | 2 | 20 |
| 16 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 26 |
| 17 | 3 | 2 | 2 | 2 | 2 | 4 | 3 | 2 | 20 |
| 18 | 3 | 2 | 2 | 2 | 2 | 5 | 3 | 2 | 21 |
| 19 | 5 | 3 | 3 | 2 | 3 | 1 | 5 | 3 | 25 |
| 20 | 5 | 2 | 2 | 2 | 2 | 4 | 5 | 2 | 24 |
| 21 | 5 | 3 | 4 | 3 | 3 | 3 | 5 | 4 | 30 |
| 22 | 3 | 1 | 2 | 5 | 1 | 3 | 3 | 2 | 20 |
| 23 | 4 | 1 | 1 | 1 | 1 | 4 | 4 | 1 | 17 |
| 24 | 1 | 3 | 5 | 2 | 3 | 5 | 1 | 5 | 25 |
| 25 | 3 | 1 | 4 | 2 | 1 | 3 | 3 | 4 | 21 |
| 26 | 2 | 3 | 2 | 4 | 3 | 2 | 2 | 2 | 20 |
| 27 | 2 | 1 | 5 | 3 | 1 | 5 | 2 | 5 | 24 |
| 28 | 1 | 5 | 2 | 1 | 5 | 1 | 1 | 2 | 18 |
| 29 | 3 | 1 | 2 | 2 | 1 | 1 | 3 | 2 | 15 |
| 30 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 19 |
| 31 | 1 | 1 | 4 | 3 | 1 | 2 | 1 | 4 | 17 |
| 32 | 4 | 4 | 2 | 4 | 4 | 2 | 4 | 2 | 26 |
| 33 | 2 | 1 | 3 | 5 | 1 | 2 | 2 | 3 | 19 |
| 34 | 3 | 3 | 3 | 1 | 3 | 3 | 3 | 3 | 22 |
| 35 | 4 | 2 | 2 | 2 | 2 | 3 | 4 | 2 | 21 |
| 36 | 4 | 2 | 2 | 2 | 2 | 3 | 4 | 2 | 21 |
| 37 | 2 | 3 | 3 | 3 | 3 | 4 | 2 | 3 | 23 |
| 38 | 2 | 2 | 2 | 1 | 2 | 3 | 2 | 2 | 16 |
| 39 | 1 | 4 | 4 | 2 | 4 | 1 | 1 | 4 | 21 |
| 40 | 3 | 2 | 5 | 1 | 2 | 3 | 3 | 5 | 24 |
| 41 | 3 | 4 | 1 | 5 | 4 | 3 | 3 | 1 | 24 |
| 42 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 33 |
| 43 | 3 | 3 | 5 | 3 | 3 | 3 | 3 | 5 | 28 |
| 44 | 5 | 4 | 5 | 4 | 4 | 3 | 5 | 5 | 35 |
| 45 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 25 |
| 46 | 1 | 2 | 2 | 4 | 2 | 4 | 1 | 2 | 18 |
| 47 | 3 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 30 |
| 48 | 1 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 13 |
| 49 | 3 | 1 | 3 | 3 | 1 | 3 | 3 | 3 | 20 |
| 50 | 5 | 2 | 2 | 1 | 2 | 2 | 5 | 2 | 21 |
| 51 | 2 | 1 | 1 | 4 | 1 | 2 | 2 | 1 | 14 |
| 52 | 3 | 5 | 3 | 3 | 5 | 3 | 3 | 3 | 28 |
| 53 | 1 | 3 | 2 | 4 | 3 | 3 | 1 | 2 | 19 |
| 54 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 22 |
| 55 | 4 | 1 | 1 | 1 | 1 | 2 | 4 | 1 | 15 |
| 56 | 3 | 1 | 4 | 3 | 1 | 3 | 3 | 4 | 22 |
| 57 | 1 | 2 | 1 | 4 | 2 | 2 | 1 | 1 | 14 |
| 58 | 4 | 1 | 1 | 2 | 1 | 3 | 4 | 1 | 17 |
| 59 | 2 | 3 | 1 | 4 | 3 | 3 | 2 | 1 | 19 |
| 60 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 38 |
| 61 | 4 | 2 | 2 | 2 | 2 | 2 | 4 | 2 | 20 |
| 62 | 3 | 3 | 1 | 4 | 3 | 3 | 3 | 1 | 21 |
| 63 | 3 | 3 | 1 | 1 | 3 | 2 | 3 | 1 | 17 |
| 64 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 65 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 38 |
| 66 | 1 | 1 | 1 | 2 | 1 | 3 | 1 | 1 | 11 |
| 67 | 1 | 2 | 2 | 4 | 2 | 1 | 1 | 2 | 15 |
| 68 | 3 | 3 | 4 | 4 | 3 | 2 | 3 | 4 | 26 |
| 69 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 3 | 36 |
| 70 | 3 | 3 | 3 | 1 | 3 | 3 | 3 | 3 | 22 |
| 71 | 3 | 1 | 3 | 3 | 1 | 3 | 3 | 3 | 20 |
| 72 | 5 | 1 | 1 | 2 | 1 | 5 | 5 | 1 | 21 |
| 73 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |
| 74 | 5 | 1 | 4 | 3 | 1 | 2 | 5 | 4 | 25 |
| 75 | 5 | 5 | 4 | 1 | 5 | 4 | 5 | 4 | 33 |

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| 15 | 9 | 12 | 10 | 8 | 11 | 17 | 10 | 92 |
| 12 | 13 | 11 | 17 | 13 | 9 | 13 | 11 | 99 |
| 21 | 16 | 14 | 17 | 15 | 28 | 21 | 14 | 146 |
| 11 | 17 | 24 | 18 | 19 | 18 | 10 | 24 | 141 |
| 16 | 20 | 14 | 13 | 20 | 9 | 14 | 16 | 122 |

## **Hasil Angket Kuesioner Variabel Y**

| **NO** | **MB1** | **MB2** | **MB3** | **MB4** | **MB5** | **MB6** | **MB7** | **MB8** | **Jumlah** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | 3 | 1 | 1 | 2 | 1 | 1 | 2 | 3 | 14 |
| 2 | 5 | 2 | 5 | 5 | 2 | 5 | 5 | 5 | 34 |
| 3 | 5 | 3 | 1 | 1 | 3 | 3 | 2 | 5 | 23 |
| 4 | 3 | 4 | 4 | 5 | 1 | 4 | 3 | 3 | 27 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 39 |
| 6 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 35 |
| 7 | 3 | 2 | 5 | 5 | 5 | 5 | 3 | 3 | 31 |
| 8 | 1 | 1 | 2 | 4 | 1 | 1 | 1 | 1 | 12 |
| 9 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 30 |
| 10 | 1 | 1 | 3 | 1 | 1 | 1 | 1 | 1 | 10 |
| 11 | 4 | 4 | 1 | 1 | 4 | 4 | 2 | 4 | 24 |
| 12 | 2 | 2 | 2 | 4 | 2 | 2 | 2 | 2 | 18 |
| 13 | 2 | 2 | 4 | 2 | 2 | 2 | 2 | 2 | 18 |
| 14 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 9 |
| 15 | 2 | 4 | 2 | 2 | 4 | 4 | 2 | 2 | 22 |
| 16 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 25 |
| 17 | 2 | 2 | 4 | 3 | 2 | 2 | 2 | 2 | 19 |
| 18 | 2 | 2 | 5 | 3 | 2 | 2 | 2 | 2 | 20 |
| 19 | 2 | 3 | 1 | 5 | 3 | 3 | 3 | 2 | 22 |
| 20 | 2 | 2 | 4 | 5 | 2 | 2 | 2 | 2 | 21 |
| 21 | 3 | 3 | 3 | 5 | 3 | 3 | 4 | 3 | 27 |
| 22 | 5 | 1 | 3 | 3 | 1 | 1 | 2 | 5 | 21 |
| 23 | 1 | 1 | 4 | 4 | 1 | 1 | 1 | 1 | 14 |
| 24 | 2 | 3 | 5 | 1 | 3 | 3 | 5 | 2 | 24 |
| 25 | 2 | 1 | 3 | 3 | 1 | 1 | 4 | 2 | 17 |
| 26 | 4 | 3 | 2 | 2 | 3 | 3 | 2 | 4 | 23 |
| 27 | 3 | 1 | 5 | 2 | 1 | 1 | 5 | 3 | 21 |
| 28 | 1 | 5 | 1 | 1 | 5 | 5 | 2 | 1 | 21 |
| 29 | 2 | 1 | 1 | 3 | 1 | 1 | 2 | 2 | 13 |
| 30 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 19 |
| 31 | 3 | 1 | 2 | 1 | 1 | 1 | 4 | 3 | 16 |
| 32 | 4 | 4 | 2 | 4 | 4 | 4 | 2 | 4 | 28 |
| 33 | 5 | 1 | 2 | 2 | 1 | 1 | 3 | 5 | 20 |
| 34 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 20 |
| 35 | 2 | 2 | 3 | 4 | 2 | 2 | 2 | 2 | 19 |
| 36 | 2 | 2 | 3 | 4 | 2 | 2 | 2 | 2 | 19 |
| 37 | 3 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 24 |
| 38 | 1 | 2 | 3 | 2 | 2 | 2 | 2 | 1 | 15 |
| 39 | 2 | 4 | 1 | 1 | 4 | 4 | 4 | 2 | 22 |
| 40 | 1 | 2 | 3 | 3 | 2 | 2 | 5 | 1 | 19 |
| 41 | 5 | 4 | 3 | 3 | 4 | 4 | 1 | 5 | 29 |
| 42 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 32 |
| 43 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 26 |
| 44 | 4 | 4 | 3 | 5 | 4 | 4 | 5 | 4 | 33 |
| 45 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 26 |
| 46 | 4 | 2 | 4 | 1 | 2 | 2 | 2 | 4 | 21 |
| 47 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 32 |
| 48 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 14 |
| 49 | 3 | 1 | 3 | 3 | 1 | 1 | 3 | 3 | 18 |
| 50 | 1 | 2 | 2 | 5 | 2 | 2 | 2 | 1 | 17 |
| 51 | 4 | 1 | 2 | 2 | 1 | 1 | 1 | 4 | 16 |
| 52 | 3 | 5 | 3 | 3 | 5 | 5 | 3 | 3 | 30 |
| 53 | 4 | 3 | 3 | 1 | 3 | 3 | 2 | 4 | 23 |
| 54 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 21 |
| 55 | 1 | 1 | 2 | 4 | 1 | 1 | 1 | 1 | 12 |
| 56 | 3 | 1 | 3 | 3 | 1 | 1 | 4 | 3 | 19 |
| 57 | 4 | 2 | 2 | 1 | 2 | 2 | 1 | 4 | 18 |
| 58 | 2 | 1 | 3 | 4 | 1 | 1 | 1 | 2 | 15 |
| 59 | 4 | 3 | 3 | 2 | 3 | 3 | 1 | 4 | 23 |
| 60 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 37 |
| 61 | 2 | 2 | 2 | 4 | 2 | 2 | 2 | 2 | 18 |
| 62 | 4 | 3 | 3 | 3 | 3 | 3 | 1 | 4 | 24 |
| 63 | 1 | 3 | 2 | 3 | 3 | 3 | 1 | 1 | 17 |
| 64 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 65 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 36 |
| 66 | 2 | 1 | 3 | 1 | 1 | 1 | 1 | 2 | 12 |
| 67 | 4 | 2 | 1 | 1 | 2 | 2 | 2 | 4 | 18 |
| 68 | 4 | 3 | 2 | 3 | 3 | 3 | 4 | 4 | 26 |
| 69 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 38 |
| 70 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 20 |
| 71 | 3 | 1 | 3 | 3 | 1 | 1 | 3 | 3 | 18 |
| 72 | 2 | 1 | 5 | 5 | 1 | 1 | 1 | 2 | 18 |
| 73 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
| 74 | 3 | 1 | 2 | 5 | 1 | 1 | 4 | 3 | 20 |
| 75 | 1 | 5 | 4 | 5 | 5 | 5 | 4 | 1 | 30 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10 | 7 | 11 | 17 | 8 | 9 | 12 | 10 | 84 |
| 17 | 13 | 9 | 13 | 12 | 13 | 11 | 17 | 105 |
| 17 | 16 | 28 | 21 | 16 | 16 | 14 | 17 | 145 |
| 18 | 19 | 18 | 10 | 18 | 17 | 24 | 18 | 142 |
| 13 | 20 | 9 | 14 | 21 | 20 | 14 | 13 | 124 |

## **Hasil Validitas dan Reliabilitas Variabel X**

**Validitas Pernyataan Variabel X**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| SP1 | 19.6533 | 39.013 | .492 | .825 | .797 |
| SP2 | 19.9867 | 37.175 | .641 | .937 | .775 |
| SP3 | 19.8667 | 36.793 | .674 | .848 | .770 |
| SP4 | 19.7333 | 42.820 | .300 | .217 | .823 |
| SP5 | 20.0400 | 38.120 | .592 | .933 | .783 |
| SP6 | 19.7067 | 41.615 | .427 | .268 | .805 |
| SP7 | 19.5200 | 38.037 | .558 | .846 | .787 |
| SP8 | 19.9733 | 38.756 | .553 | .830 | .788 |

**Reliabilitas Pernyataan Variabel X**

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .813 | .812 | 8 |

## **Hasil Validitas dan Reliabilitas Variabel Y**

**Validitas Pernyataan Variabel Y**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| MB1 | 19.5333 | 41.063 | .524 | . | .817 |
| MB2 | 19.8667 | 38.144 | .725 | . | .791 |
| MB3 | 19.5067 | 44.605 | .343 | . | .838 |
| MB4 | 19.3200 | 43.383 | .335 | . | .843 |
| MB5 | 19.8667 | 37.901 | .720 | . | .791 |
| MB6 | 19.7867 | 36.657 | .791 | . | .780 |
| MB7 | 19.6667 | 40.468 | .538 | . | .816 |
| MB8 | 19.5333 | 41.063 | .524 | . | .817 |

**Reliabilitas Pernyataan Variabel Y**

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .832 | .832 | 8 |

## **Hasil Uji Regresi Linear Sederhana dan Uji Hipotesis (Uji T)**

**Regresi dan Hipotesis (Uji T)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .942 | 1.024 |  | .920 | .360 |
| Strategi Pemasaran | .950 | .043 | .932 | 21.982 | .000 |
| a. Dependent Variable: Minat Beli | | | | | | |

## **Hasil Uji Korelasi *Pearson Product Moment***

|  |  |  |  |
| --- | --- | --- | --- |
| **Correlations** | | | |
|  | | Strategi Pemasaran | Minat Beli |
| Strategi Pemasaran | Pearson Correlation | 1 | .932\*\* |
| Sig. (2-tailed) |  | .000 |
| N | 75 | 75 |
| Minat Beli | Pearson Correlation | .932\*\* | 1 |
| Sig. (2-tailed) | .000 |  |
| N | 75 | 75 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | |

## **Hasil Uji Koefisien Determinasi**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .932a | .869 | .867 | 2.61881 |
| a. Predictors: (Constant), Strategi Pemasaran | | | | |