

LAMPIRAN

Lampiran 1. Biodata

RIWAYAT HIDUP

Nama : Mohammad Rahmatullah
Jenis Kelamin : Laki-Laki
Tempat, Tanggal Lahir: Surabaya, 07 Oktober 1996
Status : Belum Menikah
Alamat Rumah : Jl. Tenggilis Lama 2 No. 51, Surabaya
Alamat Email : rahmatulah14@gmail.com
Sekolah Dasar : SD Kyai Hasyim Surabaya
SLTP/ Sederajat : SMP Kyai Hasyim Surabaya
SLTA/ Sederajat : SMA NEGERI 14 Surabaya



Lampiran 2. Kuesioner



KUESIONER

PENGARUH HARGA, CITA RASA, DISTRIBUSI, DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN TEH PUCUK HARUM

(Studi pada Generasi Y dan Z di Kota Surabaya)

Kepada Yth.

Bapak/Ibu/Saudara/i Responden Penelitian Skripsi

Di Tempat

Dengan Hormat,

Bersama ini saya memohon kepada Bapak/Ibu/Saudara/i berkenan untuk mengisi kuesioner dalam rangka menyelesaikan tugas akhir (skripsi) dengan memberi tanda *checklist*

☒ pada jawaban yang anda anggap paling tepat seperti berikut :

- | | |
|------------------------|--------|
| 1. Sangat Tidak Setuju | Skor 1 |
| 2. Tidak Setuju | Skor 2 |
| 3. Cukup Setuju | Skor 3 |
| 4. Setuju | Skor 4 |
| 5. Sangat Setuju | Skor 5 |

Berkenaan dengan informasi yang Bapak/Ibu/Saudara/i berikan adanya kami jaga kerahasiaannya. Demikian saya sampaikan atas bantuannya saya ucapkan terimakasih.

Surabaya, Juni-Agustus 2021

Hormat Saya

I. SELEKSI RESPONDEN BERKAITAN DENGAN KEBUTUHAN PENELITIAN

1. Apakah Saudara/i pernah membeli teh pucuk harum minimal 1 kali ?

Jawaban : ☐ Ya ☐ Tidak

2. Apakah Saudara/i saat ini berusia antara 17-40 tahun ?

Jawaban : ☐ Ya ☐ Tidak

3. Apakah Saudara/i saat ini berdomisili di Kota Surabaya ?

Jawaban : ☐ Ya ☐ Tidak

II. IDENTITAS RESPONDEN DAN LOKASI PEMBELIAN PRODUK

1. Nama _____ Tanggal Pengisian : _____ 2021

2. Jenis Kelamin : ☐ Laki-laki ☐ Perempuan

3. Usia : ☐ 17-20 ☐ 21-24

☐ 25-30 ☐ 31-35

☐ 36-40

4. Profesi : ☐ Mahasiswa ☐ Karyawan Swasta
☐ Pelajar ☐ PNS
☐ Wiraswasta ☐ Lainnya (Sebutkan ...)

5. Pendidikan Terakhir : ☐ Belum Tamat SD ☐ SD

☐ SMP ☐ SMA

☐ Diploma ☐ Sarjana

6. Domisili : ☐ Surabaya Timur ☐ Surabaya Barat

☐ Surabaya Utara ☐ Surabaya Pusat

☐ Surabaya Selatan

7. Lokasi Pembelian

Teh Pucuk Harum : ☐ Minimarket ☐ Toko Kelontong

☐ Swalayan / mall ☐ Warkop / Warung Nasi

No.	Pernyataan	STS	TS	CS	S	SS
HARGA						
1.	Menurut saya harga teh pucuk harum terjangkau dan ramah di kantong					
2.	Menurut saya harga teh pucuk harum setara dengan kualitas produknya					
3.	Menurut saya harga teh pucuk harum sesuai dengan manfaat yang didapatkan oleh konsumen					
4.	Menurut saya harga teh pucuk harum dapat bersaing dengan teh kemasan botol merek lain					
CITA RASA						
5.	Menurut saya teh pucuk harum beraroma wangi teh sesuai dengan yang saya harapkan					
6.	Menurut saya rasa teh pucuk harum (rasa manis dan rasa teh) sudah sesuai harapan					
7.	Menurut saya tekstur dari teh pucuk harum ketika diminum nyaman di mulut dan tenggorokan					
8.	Menurut saya teh pucuk harum yang diminum dalam keadaan dingin (setelah disimpan di lemari es) terasa lebih menyegarkan					
DISTRIBUSI						
9.	Menurut saya gerai penjualan teh pucuk harum tersebar luas dan mudah dijumpai di mana-mana (seperti swalayan, toko, warung)					
10.	Menurut saya lokasi gerai penjualan teh pucuk harum mudah dijangkau (karena dekat dengan tempat yang berhubungan dengan aktivitas sehari-hari)					
11.	Menurut saya teh pucuk harum tersedia dipasaran dalam jumlah yang cukup banyak sehingga saya tidak kesulitan mencari teh pucuk harum					
KUALITAS PRODUK						
12.	Menurut saya produk teh pucuk harum terjaga kebersihannya / higienis hingga ke tangan konsumen					

13.	Menurut saya produk teh pucuk harum di gerai penjualan memiliki daya tahan yang baik dan tidak ditemukan cacat produk sebelum masa kadaluarsa					
14.	Menurut saya berat isi minuman teh pucuk harum sudah sesuai dengan yang tertera pada kemasan					
15.	Menurut saya produk teh pucuk harum memiliki warna yang menarik dan sesuai standart teh.					
KEPUTUSAN PEMBELIAN						
16.	Saya merasa membutuhkan produk minuman kemasan siap saji sebelum memutuskan membeli teh pucuk harum					
17.	Saya melakukan perbandingan dari segi harga, cita rasa, distribusi / kemudahan mendapatkan produk, dan kualitas, sebelum membeli teh pucuk harum					
18.	Saya memutuskan untuk membeli dan mengonsumsi minuman teh siap saji teh pucuk harum					
19.	Saya merasa puas dengan produk teh pucuk harum dan bersedia merekomendasikan ke orang terdekat saya (seperti teman, keluarga)					

Lampiran 3. Tabulasi Data

No	Harga				X1	Cita Rasa				X2	Distribusi			X3	Kulitas Produk				X4	Keputusan Pembelian				Y
	1	2	3	4		1	2	3	4		1	2	3		1	2	3	4		1	2	3	4	
1	4	4	4	3	15	3	4	4	5	16	5	5	5	15	4	4	4	4	16	4	4	4	4	16
2	5	4	5	4	18	4	4	3	5	16	4	4	5	13	4	4	4	4	16	4	5	4	4	17
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Lampiran 4. Distribusi Frekuensi

Frequency Table

Harga (X1)

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	1	1,0	1,0	1,0
3.00	11	11,0	11,0	12,0
4.00	52	52,0	52,0	64,0
5.00	36	36,0	36,0	100,0
Total	100	100,0	100,0	

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	4	4,0	4,0	4,0
3.00	34	34,0	34,0	38,0
4.00	51	51,0	51,0	89,0
5.00	11	11,0	11,0	100,0
Total	100	100,0	100,0	

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	5	5,0	5,0	5,0
3.00	22	22,0	22,0	27,0
4.00	51	51,0	51,0	78,0
5.00	22	22,0	22,0	100,0
Total	100	100,0	100,0	

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	3	3,0	3,0	3,0
3.00	15	15,0	15,0	18,0
4.00	51	51,0	51,0	69,0
5.00	31	31,0	31,0	100,0
Total	100	100,0	100,0	

Cita Rasa (X2)

X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	36	36,0	36,0	36,0
4.00	55	55,0	55,0	91,0
5.00	9	9,0	9,0	100,0
Total	100	100,0	100,0	

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	1	1,0	1,0	1,0
3.00	17	17,0	17,0	18,0
4.00	59	59,0	59,0	77,0
5.00	23	23,0	23,0	100,0
Total	100	100,0	100,0	

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	5	5,0	5,0	5,0
3.00	32	32,0	32,0	37,0
4.00	54	54,0	54,0	91,0
5.00	9	9,0	9,0	100,0
Total	100	100,0	100,0	

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	13	13,0	13,0	13,0
4.00	44	44,0	44,0	57,0
5.00	43	43,0	43,0	100,0
Total	100	100,0	100,0	

Distribusi (X3)**X3.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	4	4,0	4,0	4,0
4.00	59	59,0	59,0	63,0
5.00	37	37,0	37,0	100,0
Total	100	100,0	100,0	

X3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	14	14,0	14,0	14,0
4.00	66	66,0	66,0	80,0
5.00	20	20,0	20,0	100,0
Total	100	100,0	100,0	

X3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	14	14,0	14,0	14,0
4.00	65	65,0	65,0	79,0
5.00	21	21,0	21,0	100,0
Total	100	100,0	100,0	

Kualitas Produk (X4)**X4.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	14	14,0	14,0	14,0
4.00	60	60,0	60,0	74,0
5.00	26	26,0	26,0	100,0
Total	100	100,0	100,0	

X4.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	34	34,0	34,0	34,0
4.00	53	53,0	53,0	87,0
5.00	13	13,0	13,0	100,0
Total	100	100,0	100,0	

X4.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	15	15,0	15,0	15,0
4.00	72	72,0	72,0	87,0
5.00	13	13,0	13,0	100,0
Total	100	100,0	100,0	

X4.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	22	22,0	22,0	22,0
4.00	52	52,0	52,0	74,0
5.00	26	26,0	26,0	100,0
Total	100	100,0	100,0	

Keputusan Pembelian (Y)**Y.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	1	1,0	1,0	1,0
3.00	11	11,0	11,0	12,0
4.00	62	62,0	62,0	74,0
5.00	26	26,0	26,0	100,0
Total	100	100,0	100,0	

Y.2

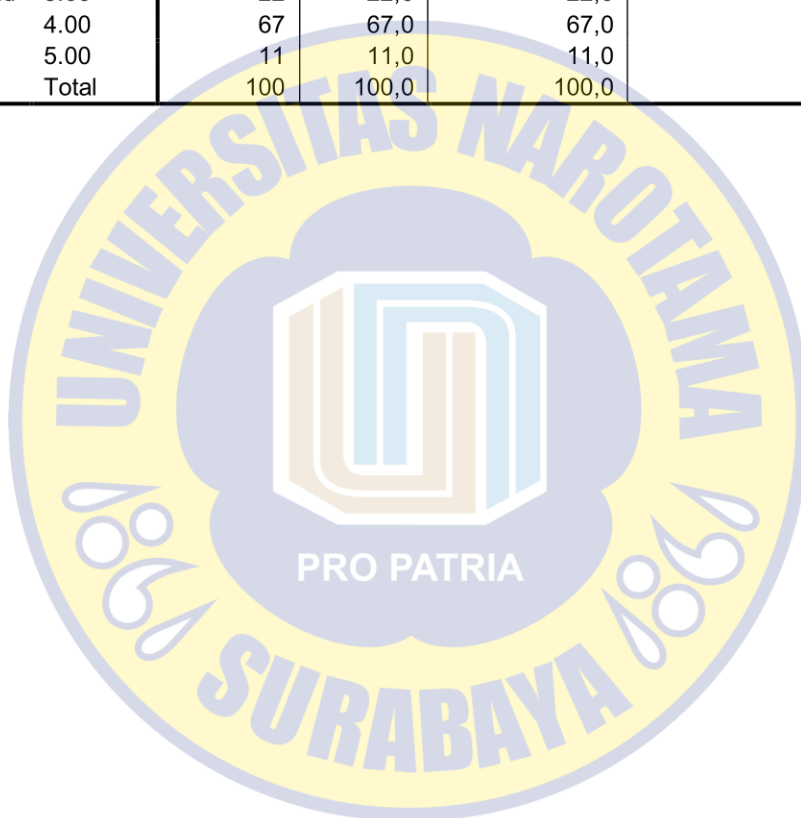
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	4	4,0	4,0	4,0
4.00	76	76,0	76,0	80,0
5.00	20	20,0	20,0	100,0
Total	100	100,0	100,0	

Y.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	3	3,0	3,0	3,0
4.00	43	43,0	43,0	46,0
5.00	54	54,0	54,0	100,0
Total	100	100,0	100,0	

Y.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	22	22,0	22,0	22,0
4.00	67	67,0	67,0	89,0
5.00	11	11,0	11,0	100,0
Total	100	100,0	100,0	



Lampiran 5. Data Interval

Deskriptif Statistik

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	100	2,00	5,00	4,2300	0,67950
X1.2	100	2,00	5,00	3,6900	0,72048
X1.3	100	2,00	5,00	3,9000	0,79772
X1.4	100	2,00	5,00	4,1000	0,75879
X2.1	100	3,00	5,00	3,7300	0,61718
X2.2	100	2,00	5,00	4,0400	0,66545
X2.3	100	2,00	5,00	3,6700	0,71145
X2.4	100	3,00	5,00	4,3000	0,68902
X3.1	100	3,00	5,00	4,3300	0,55149
X3.2	100	3,00	5,00	4,0600	0,58292
X3.3	100	3,00	5,00	4,0700	0,59041
X4.1	100	3,00	5,00	4,1200	0,62410
X4.2	100	3,00	5,00	3,7900	0,65590
X4.3	100	3,00	5,00	3,9800	0,53144
X4.4	100	3,00	5,00	4,0400	0,69515
Y.1	100	2,00	5,00	4,1300	0,63014
Y.2	100	3,00	5,00	4,1600	0,46537
Y.3	100	3,00	5,00	4,5100	0,55949
Y.4	100	3,00	5,00	3,8900	0,56667
Valid N (listwise)	100				

Lampiran 6. Hasil Output SPSS

1. Uji Validitas Variabel Harga (X1)

Correlations

		X1.1	X1.2	X1.3	X1.4	Total_X1
X1.1	Pearson Correlation	1	.498**	.266**	.425**	.774**
	Sig. (2-tailed)		0,000	0,007	0,000	0,000
	N	100	100	100	100	100
X1.2	Pearson Correlation	.498**	1	.244*	.279**	.721**
	Sig. (2-tailed)	0,000		0,014	0,005	0,000
	N	100	100	100	100	100
X1.3	Pearson Correlation	.266**	.244*	1	0,117	.611**
	Sig. (2-tailed)	0,007	0,014		0,247	0,000
	N	100	100	100	100	100
X1.4	Pearson Correlation	.425**	.279**	0,117	1	.660**
	Sig. (2-tailed)	0,000	0,005	0,247		0,000
	N	100	100	100	100	100
Total_X1	Pearson Correlation	.774**	.721**	.611**	.660**	1
	Sig. (2-tailed)	0,000	0,000	0,000	0,000	
	N	100	100	100	100	100

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

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

2. Uji Validitas Variabel Cita Rasa (X2)

Correlations

		X2.1	X2.2	X2.3	X2.4	Total_X2
X2.1	Pearson Correlation	1	.199*	.278**	.335**	.648**
	Sig. (2-tailed)		0,047	0,005	0,001	0,000
	N	100	100	100	100	100
X2.2	Pearson Correlation	.199*	1	.263**	.326**	.660**
	Sig. (2-tailed)	0,047		0,008	0,001	0,000
	N	100	100	100	100	100
X2.3	Pearson Correlation	.278**	.263**	1	.266**	.683**
	Sig. (2-tailed)	0,005	0,008		0,008	0,000
	N	100	100	100	100	100
X2.4	Pearson Correlation	.335**	.326**	.266**	1	.716**
	Sig. (2-tailed)	0,001	0,001	0,008		0,000
	N	100	100	100	100	100
Total_X2	Pearson Correlation	.648**	.660**	.683**	.716**	1
	Sig. (2-tailed)	0,000	0,000	0,000	0,000	
	N	100	100	100	100	100

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

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

3. Uji Validitas Variabel Distribusi (X3)

Correlations

		X3.1	X3.2	X3.3	Total_X3
X3.1	Pearson Correlation	1	.535**	.301**	.797**
	Sig. (2-tailed)		0,000	0,002	0,000
	N	100	100	100	100
X3.2	Pearson Correlation	.535**	1	.252*	.786**
	Sig. (2-tailed)	0,000		0,011	0,000
	N	100	100	100	100
X3.3	Pearson Correlation	.301**	.252*	1	.691**
	Sig. (2-tailed)	0,002	0,011		0,000
	N	100	100	100	100
Total_X3	Pearson Correlation	.797**	.786**	.691**	1
	Sig. (2-tailed)	0,000	0,000	0,000	
	N	100	100	100	100

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

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

4. Uji Validitas Variabel Kualitas Produk (X4)

Correlations

		X4.1	X4.2	X4.3	X4.4	Total_X4
X4.1	Pearson Correlation	1	.235*	.251*	.338**	.667**
	Sig. (2-tailed)		0,019	0,012	0,001	0,000
	N	100	100	100	100	100
X4.2	Pearson Correlation	.235*	1	.307**	.218*	.650**
	Sig. (2-tailed)	0,019		0,002	0,029	0,000
	N	100	100	100	100	100
X4.3	Pearson Correlation	.251*	.307**	1	.412**	.684**
	Sig. (2-tailed)	0,012	0,002		0,000	0,000
	N	100	100	100	100	100
X4.4	Pearson Correlation	.338**	.218*	.412**	1	.738**
	Sig. (2-tailed)	0,001	0,029	0,000		0,000
	N	100	100	100	100	100
Total_X4	Pearson Correlation	.667**	.650**	.684**	.738**	1
	Sig. (2-tailed)	0,000	0,000	0,000	0,000	
	N	100	100	100	100	100

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

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

5. Uji Validitas Variabel Keputusan Pembelian (Y)

Correlations

		Y.1	Y.2	Y.3	Y.4	Total_Y
Y.1	Pearson Correlation	1	.342**	.469**	.210*	.769**
	Sig. (2-tailed)		0,001	0,000	0,036	0,000
	N	100	100	100	100	100
Y.2	Pearson Correlation	.342**	1	.265**	.221*	.627**
	Sig. (2-tailed)	0,001		0,008	0,027	0,000
	N	100	100	100	100	100
Y.3	Pearson Correlation	.469**	.265**	1	.211*	.721**
	Sig. (2-tailed)	0,000	0,008		0,035	0,000
	N	100	100	100	100	100
Y.4	Pearson Correlation	.210*	.221*	.211*	1	.604**
	Sig. (2-tailed)	0,036	0,027	0,035		0,000
	N	100	100	100	100	100
Total_Y	Pearson Correlation	.769**	.627**	.721**	.604**	1
	Sig. (2-tailed)	0,000	0,000	0,000	0,000	
	N	100	100	100	100	100

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

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



Uji Reabilitas

Reabilitas Variabel Harga (X1)

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics			
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items	
.626	.637	4	

Inter-Item Correlation Matrix				
	X1.1	X1.2	X1.3	X1.4
X1.1	1.000	.498	.266	.425
X1.2	.498	1.000	.244	.279
X1.3	.266	.244	1.000	.117
X1.4	.425	.279	.117	1.000

Inter-Item Covariance Matrix				
	X1.1	X1.2	X1.3	X1.4
X1.1	.462	.244	.144	.219
X1.2	.244	.519	.140	.153
X1.3	.144	.140	.636	.071
X1.4	.219	.153	.071	.576

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
X1.1	11.6900	2.458	.570	.355	.444
X1.2	12.2300	2.543	.467	.267	.512
X1.3	12.0200	2.787	.267	.088	.662
X1.4	11.8200	2.674	.357	.187	.593

Reabilitas Variabel Cita Rasa (X2)

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.605	.606	4

Inter-Item Correlation Matrix				
	X2.1	X2.2	X2.3	X2.4
X2.1	1.000	.199	.278	.335
X2.2	.199	1.000	.263	.326
X2.3	.278	.263	1.000	.266
X2.4	.335	.326	.266	1.000

Inter-Item Covariance Matrix				
	X2.1	X2.2	X2.3	X2.4
X2.1	.381	.082	.122	.142
X2.2	.082	.443	.124	.149
X2.3	.122	.124	.506	.130
X2.4	.142	.149	.130	.475

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
X2.1	12.0100	2.232	.375	.154	.543
X2.2	11.7000	2.152	.364	.143	.551
X2.3	12.0700	2.046	.370	.139	.548
X2.4	11.4400	1.986	.435	.198	.496

Reabilitas Variabel Distribusi (X3)

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics			
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items	
.627	.630	3	

Inter-Item Correlation Matrix			
	X3.1	X3.2	X3.3
X3.1	1.000	.535	.301
X3.2	.535	1.000	.252
X3.3	.301	.252	1.000

Inter-Item Covariance Matrix			
	X3.1	X3.2	X3.3
X3.1	.304	.172	.098
X3.2	.172	.340	.087
X3.3	.098	.087	.349

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
X3.1	8.1300	.862	.527	.315	.402
X3.2	8.4000	.848	.482	.295	.461
X3.3	8.3900	.988	.314	.102	.696

Reabilitas Variabel Kualitas Produk (X4)

Scale: ALL VARIABLES

Case Processing Summary		
	N	%
Cases Valid	100	100.0
Excluded ^a	0	.0
Total	100	100.0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.618	.624	4

Inter-Item Correlation Matrix				
	X4.1	X4.2	X4.3	X4.4
X4.1	1.000	.235	.251	.338
X4.2	.235	1.000	.307	.218
X4.3	.251	.307	1.000	.412
X4.4	.338	.218	.412	1.000

Inter-Item Covariance Matrix				
	X4.1	X4.2	X4.3	X4.4
X4.1	.389	.096	.083	.147
X4.2	.096	.430	.107	.099
X4.3	.083	.107	.282	.152
X4.4	.147	.099	.152	.483

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
X4.1	11.8100	1.913	.378	.149	.562
X4.2	12.1400	1.920	.333	.124	.597
X4.3	11.9500	1.987	.457	.226	.517
X4.4	11.8900	1.675	.443	.232	.513

Reabilitas Variabel Keputusan Pembelian (Y)

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics			
		Cronbach's Alpha Based on Standardized Items	N of Items
Cronbach's Alpha		.615	4

Inter-Item Correlation Matrix				
	Y.1	Y.2	Y.3	Y.4
Y.1	1.000	.342	.469	.210
Y.2	.342	1.000	.265	.221
Y.3	.469	.265	1.000	.211
Y.4	.210	.221	.211	1.000

Inter-Item Covariance Matrix				
	Y.1	Y.2	Y.3	Y.4
Y.1	.397	.100	.165	.075
Y.2	.100	.217	.069	.058
Y.3	.165	.069	.313	.067
Y.4	.075	.058	.067	.321

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
Y.1	12.5600	1.239	.486	.276	.470
Y.2	12.5300	1.646	.381	.150	.560
Y.3	12.1800	1.402	.455	.242	.500
Y.4	12.8000	1.596	.279	.081	.629

UJI ASUMSI KLASIK

Uji Normalitas (KS)

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.98228299
Most Extreme Differences	Absolute	.064
	Positive	.064
	Negative	-.038
Test Statistic		.064
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Uji Multikolinieritas

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Harga (X1)	.940	1.064
Cita Rasa (X2)	.759	1.318
Distribusi (X3)	.838	1.194
Kualitas Produk (X4)	.801	1.249

a. Dependent Variable: Keputusan Pembelian (Y)

Uji Heteroskedastisitas – Rank Spearman

			Correlations				
			Harga (X1)	Cita Rasa (X2)	Distribusi (X3)	Kualitas Produk (X4)	Unstandar ized Residual
Spearman's rho	Harga (X1)	Correlation Coefficient	1,000	0,118	0,042	.251*	0,007
		Sig. (2-tailed)		0,242	0,677	0,012	0,942
		N	100	100	100	100	100
	Cita Rasa (X2)	Correlation Coefficient	0,118	1,000	.388**	.374**	0,004
		Sig. (2-tailed)	0,242		0,000	0,000	0,968
		N	100	100	100	100	100
	Distribusi (X3)	Correlation Coefficient	0,042	.388**	1,000	.228*	-0,017
		Sig. (2-tailed)	0,677	0,000		0,023	0,869
		N	100	100	100	100	100
	Kualitas Produk (X4)	Correlation Coefficient	.251*	.374**	.228*	1,000	0,030
		Sig. (2-tailed)	0,012	0,000	0,023		0,770
		N	100	100	100	100	100
	Unstandar dized Residual	Correlation Coefficient	0,007	0,004	-0,017	0,030	1,000
		Sig. (2-tailed)	0,942	0,968	0,869	0,770	
		N	100	100	100	100	100

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

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

UJI HIPOTESIS

Regression

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk (X4), Harga (X1), Distribusi (X3), Cita Rasa (X2) ^b	.	Enter

a. Dependent Variable: Keputusan Pembelian (Y)

b. All requested variables entered.

Koefisien Determinasi (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.764 ^a	.584	.566	1.00275

a. Predictors: (Constant), Kualitas Produk (X4), Harga (X1), Distribusi (X3), Cita Rasa (X2)

Uji F (Simultan)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	133.867	4	33.467	33.283	.000 ^b
	Residual	95.523	95	1.006		
	Total	229.390	99			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Kualitas Produk (X4), Harga (X1), Distribusi (X3), Cita Rasa (X2)

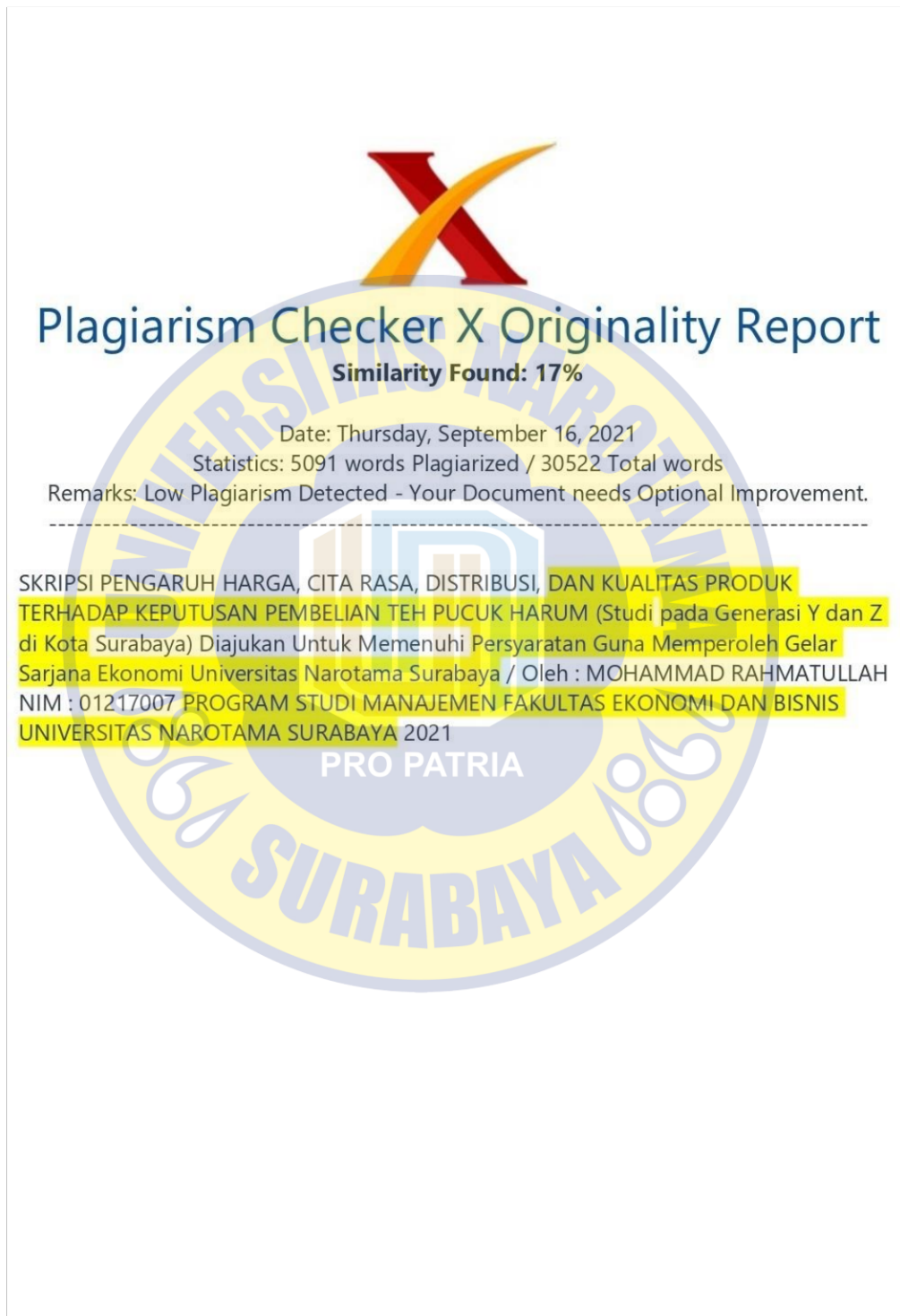
Uji T (Parsial)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.791	1.366		4.972	.000
	Harga (X1)	.161	.051	.215	3.154	.002
	Cita Rasa (X2)	.196	.064	.234	3.080	.003
	Distribusi (X3)	-.341	.084	-.292	-4.044	.000
	Kualitas Produk (X4)	.533	.066	.602	8.140	.000

a. Dependent Variable: Keputusan Pembelian (Y)

Lampiran 7. Hasil Plagiarism Checker



Plagiarism Checker X Originality Report
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PRO PATRIA

SURABAYA

Lampiran 8. Sertifikat Convergence





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Lampiran 9. Berita Acara Bimbingan Skripsi



UNIVERSITAS
Widyadarmasurabaya

**FAKULTAS
EKONOMI DAN BISNIS**

BERITA ACARA BIMBINGAN SKRIPSI

1 NAMA MAHASISWA : MOHAMMAD RAHMATULLAH

2 NIM : 01217007

3 FAKULTAS : EKONOMI DAN BISNIS

4 PROGRAM STUDI : MANAJEMEN

5 TOPIK SKRIPSI : PEMASARAN

6 TANGGAL PENGUJIAN : 06 Maret 2021

7 NAMA PEMBIMBING I : ANI WULANDARI, S.S., MM

8 NAMA PEMBIMBING II :

9 URAIAN KONSULTASI :

No. Dokumen : FM/111/05/07

Tgl. Terbit : 01.04.2016

Revisi : 00

NO	TANGGAL	JADWAL KEGIATAN PENELITIAN	MONITORING	
			CATATAN	PARAF PEMBIMBING
1	1 - 4 - 2021	Observasi obyek penelitian	Sudah dilakukan dan berhasil baik	f
2	7 - 4 - 2021	Observasi terhadap fenomena bisnis/manajemen	Sudah dilakukan dan berhasil baik	f
3	14 - 4 - 2021	Menentukan masalah penelitian	Sudah dilakukan dan berhasil baik	f
4	22 - 4 - 2021	Kajian teoritis & Empiris	Sudah dilakukan dan berhasil baik	f
5	28 - 4 - 2021	Sintesis dan Rasionalisasi teori	Sudah dilakukan dan berhasil baik	f
6	4 - 5 - 2021	Pendekatan Metodologi penelitian	Sudah dilakukan dan berhasil baik	f
7	25 - 5 - 2021	Pembuatan instrument penelitian	Sudah dilakukan dan berhasil baik	f
8	5 - 7 - 2021	Pengumpulan data	Sudah dilakukan dan berhasil baik	f
9	14 - 7 - 2021	Tabulasi & Pengolahan Data	Sudah dilakukan dan berhasil baik	f
10	9 - 8 - 2021	Deskripsi Hasil Penelitian	Sudah dilakukan dan berhasil baik	f
11	18 - 8 - 2021	Interpretasi Hasil Penelitian	Sudah dilakukan dan berhasil baik	f
12	20 - 8 - 2021	Kelengkapan Data	Sudah dilakukan dan berhasil baik	f

Sidang Skripsi

10. TANGGAL SELESAI BIMBINGAN : 20 Agustus 2021

11. TELAH DIEVALUASI DAN SIAP UNTUK DIHIMPUN

DOSEN PEMBIMBING



ANI WULANDARI, S.S., MM

SURABAYA,
DEKAN

Dr. Ir. Rr. HERMIEN TRIDAYANTI, MM.