

## **BAB V**

### **PENUTUP**

#### **A. Kesimpulan**

Dari rumusan masalah penelitian yang diajukan dan berdasarkan analisis data yang sudah dilakukan serta pembahasan yang sudah diberikan, diperoleh kesimpulan sebagai berikut :

1. Berdasarkan hasil penelitian, variabel bebas pada dimensi kualitas produk yang terdiri dari variasi produk, cita rasa serta ketersediaan produk secara simultan seluruhnya mempunyai pengaruh positif terhadap variabel terikat yaitu minat beli konsumen pada toko Harum Roti dan Kue di Yogyakarta.
2. Variabel cita rasa merupakan variabel yang paling berpengaruh terhadap minat beli konsumen pada toko Harum Roti dan Kue di Yogyakarta. Hal ini dikarenakan kecenderungan konsumen lebih tertarik dan memilih produk yang dinilai berkualitas dengan cita rasa yang enak dibandingkan melihat dari variasi dari produk atau ketersediaan produk itu sendiri.
3. Berdasarkan hasil analisis yang telah diuraikan, menjelaskan bahwa secara simultan semua variabel X memiliki pengaruh yang signifikan terhadap variabel Y dengan nilai F hitung sebesar  $13,689 > F \text{ tabel } (2,70)$  dengan taraf signifikansi  $0,000 < 0,05$ . Kemudian pada uji parsial menunjukkan bahwa  $H_0$  diterima dan  $H_a$  ditolak, ketersediaan produk yang mempunyai t hitung sebesar  $1,633 < t \text{ tabel } (1,98498)$  bukan merupakan variabel yang secara parsial paling mempengaruhi minat beli melainkan

variabel cita rasa yang mempunyai nilai  $t$  hitung sebesar  $2,652 > t$  tabel (1,98498) merupakan variabel yang secara parsial paling mempengaruhi minat beli.

## **B. Saran**

Berdasarkan analisis dan kesimpulan yang berkaitan dengan penelitian ini, saran yang diberikan adalah :

1. Menjadikan penelitian ini sebagai bahan untuk evaluasi bagi pihak toko Harum Roti dan Kue dalam meningkatkan minat beli konsumen dengan berpedoman pada variabel yang telah digunakan. Seperti pada penelitian ini, bahwa variabel cita rasa diketahui secara simultan maupun parsial paling mempengaruhi minat beli, maka dari itu toko Harum Roti dan Kue diharapkan untuk mempertahankan atau bahkan meningkatkan penjualan dengan memperhatikan cita rasa begitu pula dengan variabel lainnya, hendaknya perlu diperhatikan mengenai variasi produk yang ditawarkan untuk bisa lebih ditingkatkan lagi keberagamannya serta perlu diperhatikan juga untuk ketersediaan produk yang ada di outlet untuk lebih meningkatkan minat beli konsumen.
2. Untuk penelitian yang akan datang diharapkan untuk menambah variabel independent lainnya selain variasi produk, cita rasa dan ketersediaan produk yang tentunya dapat mempengaruhi variabel dependen yaitu minat beli agar lebih melengkapi penelitian ini karena masih ada variabel-variabel independen lain selain yang digunakan pada penelitian ini yang mungkin bisa mempengaruhi minat beli.

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## **LAMPIRAN I**

## SURAT PENELITIAN



YAYASAN PENDIDIKAN KARYA SEJAHTERA  
**SEKOLAH TINGGI PARIWISATA AMPTA  
YOGYAKARTA**

Jl. Laksda Adisucipto Km.6 (Tempel, Caturtunggal, Depok, Sleman) Yogyakarta 55281  
Telp / fax : (0274) 485115 - 489514 Website : [www.ampta.ac.id](http://www.ampta.ac.id) Email : [info@ampta.ac.id](mailto:info@ampta.ac.id), [ampta@yahoo.co.id](mailto:ampta@yahoo.co.id)

Nomor : 629/Q.AMPTA/ VI/2022 Yogyakarta, 16 Agustus 2022  
Hal : Permohonan Penelitian

Kepada Yth  
Bapak/Ibu  
Owner Toko Harum Roti dan Kue  
Jl. Dahlia No. 113, Dero, Condongcatur, Depok, Sleman  
Yogyakarta

Dengan Hormat,

Dengan ini kami mengajukan permohonan untuk melaksanakan Penelitian di Toko Harum Roti dan Kue, Yogyakarta selama 4 minggu terhitung mulai tanggal 19 Agustus 2022 sampai dengan tanggal 19 September 2022, bagi mahasiswa kami dari Jurusan D IV Pengelolaan Perhotelan :

Nama Mahasiswa : Cahya Rizqi Amanah  
No Mahasiswa : 318101160  
Semester : IX(Sembilan)

Besar harapan bila mahasiswa kami mendapatkan izin untuk melaksanakan penelitian sehingga dapat menyusun Laporan Penelitian yang berjudul :  
**"ANALISIS PENGARUH DIMENSI KUALITAS PRODUK TERHADAP MINAT BELI KONSUMEN PADA TOKO HARUM ROTI DAN KUE YOGYAKARTA"**. Proposal Penelitian akan diikuti sertakan oleh mahasiswa yang bersangkutan.  
Atas bantuannya kami ucapkan terimakasih.

Hormat kami



Drs. Prihatno, M.M

Tembusan:  
-File



## **LAMPIRAN II**

## SURAT BALASAN PENELITIAN

### HARUM ROTI DAN KUE

Jl. Dahlia No.116, Dero, Condongcatur, Kec. Depok, Kabupaten Sleman, Daerah Istimewa  
Yogyakarta 55283, Telepon : [\(0274\) 882413](tel:0274882413)

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#### SURAT KETERANGAN

Saya yang bertanda tangan di bawah ini, menerangkan bahwa :

Nama : Cahya Rizqi Amanah  
No. Mahasiswa : 318101160  
Kampus : Sekolah Tinggi Pariwisata Ampta Yogyakarta  
Tanggal Penelitian : 18 Agustus 2022 – 18 September 2022  
Judul Penelitian : Analisis Pengaruh Dimensi Kualitas Produk Terhadap Minat Beli  
Konsumen Pada Toko Harum Roti dan Kue.

Mahasiswa tersebut benar telah melakukan penelitian lapangan di Toko Harum Roti dan Kue,  
dan telah menyelesaikannya dengan baik.

Demikian surat ini dibuat untuk digunakan sebagai mestinya.

Dengan hormat,



Owner Harum Roti dan Kue

## **LAMPIRAN III**

## DATA HASIL PENELITIAN

Tabel Data Variabel Variasi Produk (X1)

| NO<br>RSP | VARIASI PRODUK (X1) |      |      |      |      |       |
|-----------|---------------------|------|------|------|------|-------|
|           | X1.1                | X1.2 | X1.3 | X1.4 | X1.5 | total |
| 1         | 5                   | 5    | 5    | 4    | 4    | 23    |
| 2         | 5                   | 5    | 4    | 4    | 4    | 22    |
| 3         | 4                   | 3    | 4    | 3    | 4    | 18    |
| 4         | 4                   | 3    | 3    | 4    | 4    | 18    |
| 5         | 4                   | 4    | 5    | 4    | 4    | 21    |
| 6         | 4                   | 4    | 4    | 4    | 4    | 20    |
| 7         | 3                   | 3    | 3    | 4    | 4    | 17    |
| 8         | 4                   | 4    | 3    | 4    | 3    | 18    |
| 9         | 4                   | 4    | 4    | 3    | 4    | 19    |
| 10        | 4                   | 4    | 4    | 4    | 4    | 20    |
| 11        | 4                   | 3    | 4    | 3    | 3    | 17    |
| 12        | 4                   | 4    | 5    | 3    | 5    | 21    |
| 13        | 5                   | 5    | 4    | 5    | 5    | 24    |
| 14        | 4                   | 4    | 4    | 4    | 4    | 20    |
| 15        | 3                   | 4    | 4    | 3    | 4    | 18    |
| 16        | 4                   | 5    | 3    | 3    | 3    | 18    |
| 17        | 4                   | 5    | 3    | 4    | 5    | 21    |
| 18        | 4                   | 5    | 4    | 5    | 5    | 23    |
| 19        | 4                   | 3    | 4    | 4    | 3    | 18    |
| 20        | 5                   | 4    | 5    | 4    | 4    | 22    |
| 21        | 4                   | 4    | 4    | 4    | 4    | 20    |
| 22        | 3                   | 4    | 4    | 3    | 4    | 18    |
| 23        | 4                   | 4    | 3    | 3    | 4    | 18    |
| 24        | 3                   | 3    | 3    | 3    | 4    | 16    |
| 25        | 4                   | 4    | 4    | 4    | 3    | 19    |
| 26        | 4                   | 4    | 4    | 3    | 4    | 19    |
| 27        | 3                   | 3    | 3    | 3    | 3    | 15    |
| 28        | 5                   | 5    | 5    | 5    | 5    | 25    |
| 29        | 5                   | 4    | 4    | 5    | 4    | 22    |
| 30        | 4                   | 3    | 3    | 3    | 3    | 16    |
| 31        | 5                   | 5    | 5    | 5    | 5    | 25    |
| 32        | 4                   | 4    | 3    | 4    | 3    | 18    |

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|----|---|---|---|---|---|----|
| 33 | 4 | 3 | 3 | 3 | 4 | 17 |
| 34 | 4 | 3 | 3 | 4 | 4 | 18 |
| 35 | 4 | 4 | 4 | 4 | 4 | 20 |
| 36 | 5 | 4 | 4 | 4 | 4 | 21 |
| 37 | 4 | 5 | 5 | 4 | 4 | 22 |
| 38 | 4 | 3 | 4 | 4 | 3 | 18 |
| 39 | 5 | 4 | 4 | 4 | 4 | 21 |
| 40 | 4 | 4 | 4 | 4 | 5 | 21 |
| 41 | 4 | 4 | 4 | 5 | 4 | 21 |
| 42 | 4 | 4 | 4 | 4 | 4 | 20 |
| 43 | 3 | 3 | 3 | 3 | 4 | 16 |
| 44 | 5 | 4 | 4 | 4 | 4 | 21 |
| 45 | 3 | 4 | 4 | 3 | 3 | 17 |
| 46 | 4 | 4 | 4 | 3 | 3 | 18 |
| 47 | 4 | 3 | 4 | 3 | 4 | 18 |
| 48 | 5 | 5 | 5 | 5 | 5 | 25 |
| 49 | 5 | 4 | 4 | 4 | 5 | 22 |
| 50 | 4 | 4 | 4 | 4 | 4 | 20 |
| 51 | 4 | 3 | 4 | 3 | 4 | 18 |
| 52 | 4 | 3 | 3 | 4 | 4 | 18 |
| 53 | 3 | 3 | 3 | 3 | 3 | 15 |
| 54 | 4 | 4 | 4 | 4 | 4 | 20 |
| 55 | 5 | 3 | 4 | 3 | 4 | 19 |
| 56 | 5 | 5 | 5 | 4 | 4 | 23 |
| 57 | 5 | 4 | 4 | 4 | 5 | 22 |
| 58 | 5 | 5 | 5 | 5 | 5 | 25 |
| 59 | 5 | 4 | 4 | 4 | 5 | 22 |
| 60 | 5 | 5 | 5 | 5 | 5 | 25 |
| 61 | 5 | 5 | 5 | 5 | 5 | 25 |
| 62 | 4 | 5 | 4 | 4 | 5 | 22 |
| 63 | 5 | 3 | 5 | 4 | 3 | 20 |
| 64 | 4 | 4 | 4 | 4 | 4 | 20 |
| 65 | 5 | 5 | 4 | 4 | 5 | 23 |
| 66 | 4 | 4 | 4 | 4 | 4 | 20 |
| 67 | 4 | 4 | 4 | 4 | 4 | 20 |
| 68 | 5 | 4 | 4 | 4 | 3 | 20 |
| 69 | 5 | 5 | 5 | 4 | 5 | 24 |
| 70 | 5 | 4 | 4 | 4 | 5 | 22 |
| 71 | 5 | 4 | 4 | 4 | 5 | 22 |
| 72 | 4 | 4 | 4 | 5 | 5 | 22 |
| 73 | 5 | 4 | 4 | 4 | 4 | 21 |

|     |   |   |   |   |   |    |
|-----|---|---|---|---|---|----|
| 74  | 5 | 5 | 5 | 5 | 5 | 25 |
| 75  | 5 | 5 | 5 | 5 | 5 | 25 |
| 76  | 5 | 5 | 5 | 5 | 5 | 25 |
| 77  | 5 | 5 | 5 | 5 | 5 | 25 |
| 78  | 5 | 5 | 5 | 5 | 5 | 25 |
| 79  | 5 | 5 | 5 | 5 | 5 | 25 |
| 80  | 4 | 4 | 4 | 4 | 4 | 20 |
| 81  | 5 | 5 | 5 | 5 | 5 | 25 |
| 82  | 5 | 5 | 5 | 5 | 5 | 25 |
| 83  | 5 | 5 | 5 | 5 | 5 | 25 |
| 84  | 5 | 5 | 5 | 5 | 5 | 25 |
| 85  | 5 | 5 | 5 | 5 | 5 | 25 |
| 86  | 5 | 5 | 5 | 5 | 5 | 25 |
| 87  | 5 | 5 | 5 | 5 | 4 | 24 |
| 88  | 5 | 5 | 5 | 5 | 5 | 25 |
| 89  | 5 | 5 | 5 | 5 | 5 | 25 |
| 90  | 5 | 5 | 5 | 5 | 5 | 25 |
| 91  | 5 | 5 | 5 | 5 | 5 | 25 |
| 92  | 5 | 5 | 5 | 5 | 5 | 25 |
| 93  | 5 | 5 | 5 | 5 | 5 | 25 |
| 94  | 4 | 4 | 3 | 4 | 5 | 20 |
| 95  | 4 | 4 | 4 | 5 | 3 | 20 |
| 96  | 5 | 5 | 4 | 4 | 5 | 23 |
| 97  | 4 | 4 | 3 | 4 | 4 | 19 |
| 98  | 5 | 5 | 5 | 5 | 5 | 25 |
| 99  | 4 | 5 | 4 | 3 | 4 | 20 |
| 100 | 4 | 4 | 4 | 4 | 4 | 20 |

Tabel Data Variabel Cita Rasa (X2)

| NO | CITA RASA (X2) |      |      |      |      |
|----|----------------|------|------|------|------|
|    | RSP            | X2.1 | X2.2 | X2.3 | X2.4 |
| 1  | 5              | 5    | 5    | 4    | 19   |
| 2  | 5              | 4    | 4    | 5    | 18   |
| 3  | 4              | 4    | 4    | 4    | 16   |
| 4  | 4              | 3    | 3    | 3    | 13   |
| 5  | 4              | 5    | 5    | 5    | 19   |
| 6  | 4              | 4    | 4    | 4    | 16   |
| 7  | 3              | 3    | 4    | 4    | 14   |
| 8  | 4              | 3    | 4    | 4    | 15   |
| 9  | 4              | 3    | 4    | 3    | 14   |
| 10 | 4              | 4    | 4    | 4    | 16   |
| 11 | 4              | 3    | 4    | 4    | 15   |
| 12 | 5              | 4    | 4    | 4    | 17   |
| 13 | 4              | 4    | 5    | 4    | 17   |
| 14 | 4              | 4    | 4    | 4    | 16   |
| 15 | 4              | 3    | 4    | 3    | 14   |
| 16 | 4              | 4    | 5    | 5    | 18   |
| 17 | 5              | 4    | 4    | 5    | 18   |
| 18 | 4              | 3    | 2    | 5    | 14   |
| 19 | 4              | 5    | 3    | 5    | 17   |
| 20 | 5              | 5    | 4    | 5    | 19   |
| 21 | 5              | 4    | 5    | 5    | 19   |
| 22 | 4              | 3    | 3    | 3    | 13   |
| 23 | 4              | 4    | 4    | 4    | 16   |
| 24 | 3              | 4    | 3    | 3    | 13   |
| 25 | 4              | 4    | 4    | 4    | 16   |
| 26 | 3              | 3    | 4    | 4    | 14   |
| 27 | 3              | 3    | 3    | 3    | 12   |
| 28 | 5              | 5    | 5    | 5    | 20   |
| 29 | 5              | 5    | 5    | 5    | 20   |
| 30 | 4              | 4    | 3    | 3    | 14   |
| 31 | 5              | 5    | 5    | 5    | 20   |
| 32 | 3              | 4    | 3    | 4    | 14   |
| 33 | 4              | 3    | 3    | 3    | 13   |
| 34 | 3              | 3    | 4    | 3    | 13   |
| 35 | 4              | 4    | 3    | 4    | 15   |

|    |   |   |   |   |    |
|----|---|---|---|---|----|
| 36 | 5 | 5 | 5 | 5 | 20 |
| 37 | 5 | 4 | 5 | 5 | 19 |
| 38 | 3 | 3 | 3 | 3 | 12 |
| 39 | 5 | 5 | 5 | 5 | 20 |
| 40 | 4 | 3 | 4 | 4 | 15 |
| 41 | 4 | 4 | 4 | 4 | 16 |
| 42 | 4 | 4 | 4 | 4 | 16 |
| 43 | 4 | 4 | 3 | 3 | 14 |
| 44 | 5 | 4 | 5 | 4 | 18 |
| 45 | 3 | 4 | 4 | 3 | 14 |
| 46 | 4 | 4 | 4 | 4 | 16 |
| 47 | 4 | 4 | 4 | 4 | 16 |
| 48 | 5 | 5 | 5 | 5 | 20 |
| 49 | 5 | 5 | 4 | 5 | 19 |
| 50 | 4 | 4 | 4 | 4 | 16 |
| 51 | 4 | 3 | 4 | 4 | 15 |
| 52 | 4 | 4 | 4 | 4 | 16 |
| 53 | 3 | 3 | 3 | 3 | 12 |
| 54 | 3 | 3 | 3 | 4 | 13 |
| 55 | 5 | 4 | 4 | 5 | 18 |
| 56 | 5 | 5 | 5 | 5 | 20 |
| 57 | 4 | 5 | 4 | 4 | 17 |
| 58 | 5 | 5 | 5 | 5 | 20 |
| 59 | 4 | 4 | 4 | 5 | 17 |
| 60 | 5 | 5 | 5 | 5 | 20 |
| 61 | 5 | 4 | 5 | 5 | 19 |
| 62 | 4 | 4 | 4 | 4 | 16 |
| 63 | 4 | 4 | 4 | 5 | 17 |
| 64 | 4 | 4 | 4 | 4 | 16 |
| 65 | 5 | 5 | 5 | 5 | 20 |
| 66 | 4 | 4 | 4 | 4 | 16 |
| 67 | 4 | 4 | 4 | 5 | 17 |
| 68 | 5 | 4 | 5 | 4 | 18 |
| 69 | 4 | 5 | 4 | 4 | 17 |
| 70 | 4 | 4 | 4 | 5 | 17 |
| 71 | 4 | 4 | 4 | 4 | 16 |
| 72 | 4 | 4 | 4 | 5 | 17 |
| 73 | 4 | 5 | 4 | 5 | 18 |
| 74 | 5 | 5 | 5 | 5 | 20 |
| 75 | 5 | 5 | 5 | 5 | 20 |
| 76 | 5 | 5 | 5 | 5 | 20 |



|     |   |   |   |   |    |
|-----|---|---|---|---|----|
| 77  | 5 | 5 | 5 | 5 | 20 |
| 78  | 5 | 5 | 5 | 5 | 20 |
| 79  | 5 | 5 | 5 | 5 | 20 |
| 80  | 4 | 4 | 4 | 4 | 16 |
| 81  | 5 | 5 | 5 | 5 | 20 |
| 82  | 5 | 5 | 5 | 5 | 20 |
| 83  | 5 | 5 | 5 | 5 | 20 |
| 84  | 5 | 5 | 5 | 5 | 20 |
| 85  | 5 | 5 | 5 | 5 | 20 |
| 86  | 5 | 5 | 5 | 5 | 20 |
| 87  | 5 | 5 | 5 | 5 | 20 |
| 88  | 5 | 5 | 5 | 5 | 20 |
| 89  | 5 | 5 | 5 | 5 | 20 |
| 90  | 5 | 5 | 5 | 5 | 20 |
| 91  | 5 | 5 | 5 | 5 | 20 |
| 92  | 5 | 5 | 5 | 5 | 20 |
| 93  | 5 | 5 | 5 | 5 | 20 |
| 94  | 5 | 5 | 4 | 4 | 18 |
| 95  | 5 | 5 | 5 | 4 | 19 |
| 96  | 4 | 4 | 4 | 4 | 16 |
| 97  | 4 | 4 | 4 | 4 | 16 |
| 98  | 4 | 5 | 5 | 5 | 19 |
| 99  | 5 | 5 | 4 | 5 | 19 |
| 100 | 4 | 4 | 4 | 4 | 16 |

Tabel Data Variabel Ketersediaan Produk (X3)

| NO<br>RSP | KETERSEDIAAN PRODUK (X3) |      |      |       |
|-----------|--------------------------|------|------|-------|
|           | X3.1                     | X3.2 | X3.3 | total |
| 1         | 4                        | 3    | 4    | 11    |
| 2         | 4                        | 3    | 3    | 10    |
| 3         | 4                        | 3    | 3    | 10    |
| 4         | 4                        | 4    | 3    | 11    |
| 5         | 4                        | 3    | 4    | 11    |
| 6         | 4                        | 4    | 4    | 12    |
| 7         | 4                        | 4    | 4    | 12    |
| 8         | 3                        | 3    | 4    | 10    |
| 9         | 4                        | 5    | 4    | 13    |
| 10        | 3                        | 4    | 4    | 11    |
| 11        | 3                        | 4    | 4    | 11    |
| 12        | 4                        | 3    | 3    | 10    |
| 13        | 4                        | 3    | 3    | 10    |
| 14        | 3                        | 3    | 3    | 9     |
| 15        | 4                        | 4    | 3    | 11    |
| 16        | 3                        | 4    | 3    | 10    |
| 17        | 3                        | 4    | 3    | 10    |
| 18        | 4                        | 4    | 4    | 12    |
| 19        | 3                        | 4    | 3    | 10    |
| 20        | 4                        | 3    | 4    | 11    |
| 21        | 3                        | 3    | 3    | 9     |
| 22        | 3                        | 4    | 3    | 10    |
| 23        | 3                        | 4    | 4    | 11    |
| 24        | 3                        | 3    | 4    | 10    |
| 25        | 3                        | 3    | 3    | 9     |
| 26        | 4                        | 3    | 4    | 11    |
| 27        | 3                        | 3    | 3    | 9     |
| 28        | 5                        | 5    | 5    | 15    |
| 29        | 4                        | 3    | 3    | 10    |
| 30        | 2                        | 4    | 3    | 9     |
| 31        | 4                        | 4    | 4    | 12    |
| 32        | 3                        | 3    | 3    | 9     |
| 33        | 4                        | 3    | 3    | 10    |
| 34        | 4                        | 3    | 5    | 12    |
| 35        | 4                        | 4    | 4    | 12    |

|    |   |   |   |    |
|----|---|---|---|----|
| 36 | 4 | 3 | 3 | 10 |
| 37 | 5 | 4 | 5 | 14 |
| 38 | 4 | 3 | 3 | 10 |
| 39 | 4 | 3 | 3 | 10 |
| 40 | 4 | 3 | 4 | 11 |
| 41 | 3 | 4 | 4 | 11 |
| 42 | 4 | 4 | 4 | 12 |
| 43 | 3 | 3 | 4 | 10 |
| 44 | 4 | 3 | 3 | 10 |
| 45 | 3 | 3 | 4 | 10 |
| 46 | 3 | 3 | 3 | 9  |
| 47 | 4 | 4 | 4 | 12 |
| 48 | 5 | 5 | 5 | 15 |
| 49 | 4 | 4 | 4 | 12 |
| 50 | 4 | 4 | 4 | 12 |
| 51 | 3 | 3 | 3 | 9  |
| 52 | 4 | 3 | 3 | 10 |
| 53 | 3 | 3 | 3 | 9  |
| 54 | 3 | 3 | 3 | 9  |
| 55 | 4 | 5 | 4 | 13 |
| 56 | 4 | 4 | 4 | 12 |
| 57 | 3 | 4 | 3 | 10 |
| 58 | 4 | 4 | 4 | 12 |
| 59 | 4 | 3 | 3 | 10 |
| 60 | 5 | 5 | 5 | 15 |
| 61 | 5 | 5 | 5 | 15 |
| 62 | 4 | 2 | 2 | 8  |
| 63 | 4 | 4 | 4 | 12 |
| 64 | 4 | 3 | 4 | 11 |
| 65 | 4 | 4 | 4 | 12 |
| 66 | 4 | 3 | 3 | 10 |
| 67 | 4 | 3 | 3 | 10 |
| 68 | 4 | 4 | 4 | 12 |
| 69 | 5 | 5 | 5 | 15 |
| 70 | 5 | 4 | 5 | 14 |
| 71 | 4 | 4 | 4 | 12 |
| 72 | 4 | 3 | 4 | 11 |
| 73 | 5 | 4 | 4 | 13 |
| 74 | 3 | 3 | 3 | 9  |
| 75 | 3 | 4 | 4 | 11 |
| 76 | 3 | 3 | 4 | 10 |

|     |   |   |   |    |
|-----|---|---|---|----|
| 77  | 3 | 3 | 3 | 9  |
| 78  | 4 | 4 | 3 | 11 |
| 79  | 4 | 4 | 4 | 12 |
| 80  | 4 | 4 | 4 | 12 |
| 81  | 3 | 3 | 3 | 9  |
| 82  | 4 | 4 | 4 | 12 |
| 83  | 3 | 4 | 3 | 10 |
| 84  | 3 | 4 | 3 | 10 |
| 85  | 4 | 4 | 4 | 12 |
| 86  | 4 | 3 | 3 | 10 |
| 87  | 3 | 4 | 4 | 11 |
| 88  | 4 | 3 | 4 | 11 |
| 89  | 4 | 4 | 4 | 12 |
| 90  | 4 | 4 | 4 | 12 |
| 91  | 4 | 3 | 3 | 10 |
| 92  | 4 | 4 | 4 | 12 |
| 93  | 3 | 3 | 3 | 9  |
| 94  | 4 | 4 | 4 | 12 |
| 95  | 4 | 4 | 4 | 12 |
| 96  | 4 | 3 | 3 | 10 |
| 97  | 3 | 3 | 3 | 9  |
| 98  | 4 | 3 | 3 | 10 |
| 99  | 4 | 4 | 3 | 11 |
| 100 | 3 | 3 | 3 | 9  |

Tabel Data Variabel Minat Beli (Y)

| NO<br>RSP | MINAT BELI (Y) |      |      |      |      | total |
|-----------|----------------|------|------|------|------|-------|
|           | Y1.1           | Y1.2 | Y1.3 | Y1.4 | Y1.5 |       |
| 1         | 4              | 3    | 4    | 3    | 3    | 17    |
| 2         | 5              | 4    | 4    | 4    | 4    | 21    |
| 3         | 5              | 5    | 4    | 4    | 4    | 22    |
| 4         | 3              | 3    | 4    | 3    | 4    | 17    |
| 5         | 5              | 4    | 4    | 4    | 5    | 22    |
| 6         | 4              | 4    | 4    | 4    | 4    | 20    |
| 7         | 4              | 3    | 3    | 3    | 3    | 16    |
| 8         | 3              | 3    | 3    | 3    | 4    | 16    |
| 9         | 3              | 4    | 3    | 3    | 3    | 16    |
| 10        | 4              | 3    | 4    | 4    | 3    | 18    |
| 11        | 4              | 3    | 4    | 4    | 3    | 18    |
| 12        | 4              | 3    | 4    | 3    | 4    | 18    |
| 13        | 3              | 4    | 4    | 4    | 4    | 19    |
| 14        | 4              | 3    | 4    | 4    | 4    | 19    |
| 15        | 4              | 3    | 3    | 3    | 3    | 16    |
| 16        | 4              | 3    | 4    | 4    | 3    | 18    |
| 17        | 4              | 3    | 3    | 3    | 3    | 16    |
| 18        | 4              | 5    | 4    | 5    | 4    | 22    |
| 19        | 3              | 4    | 3    | 3    | 3    | 16    |
| 20        | 5              | 5    | 4    | 3    | 4    | 21    |
| 21        | 4              | 4    | 4    | 4    | 4    | 20    |
| 22        | 4              | 3    | 3    | 3    | 3    | 16    |
| 23        | 3              | 4    | 4    | 4    | 4    | 19    |
| 24        | 4              | 3    | 4    | 3    | 4    | 18    |
| 25        | 4              | 4    | 4    | 4    | 4    | 20    |
| 26        | 3              | 4    | 4    | 3    | 4    | 18    |
| 27        | 3              | 2    | 3    | 4    | 3    | 15    |
| 28        | 3              | 4    | 4    | 3    | 4    | 18    |
| 29        | 4              | 5    | 5    | 5    | 4    | 23    |
| 30        | 4              | 3    | 3    | 3    | 3    | 16    |
| 31        | 4              | 4    | 3    | 3    | 3    | 17    |
| 32        | 3              | 4    | 3    | 3    | 3    | 16    |
| 33        | 3              | 2    | 5    | 3    | 3    | 16    |
| 34        | 2              | 3    | 3    | 4    | 3    | 15    |
| 35        | 4              | 3    | 3    | 4    | 4    | 18    |

|    |   |   |   |   |   |    |
|----|---|---|---|---|---|----|
| 36 | 4 | 5 | 5 | 5 | 4 | 23 |
| 37 | 4 | 5 | 4 | 5 | 4 | 22 |
| 38 | 3 | 3 | 3 | 4 | 4 | 17 |
| 39 | 4 | 4 | 5 | 3 | 3 | 19 |
| 40 | 3 | 4 | 4 | 3 | 4 | 18 |
| 41 | 4 | 5 | 4 | 3 | 3 | 19 |
| 42 | 4 | 4 | 4 | 4 | 4 | 20 |
| 43 | 3 | 3 | 3 | 3 | 3 | 15 |
| 44 | 5 | 4 | 4 | 4 | 4 | 21 |
| 45 | 3 | 3 | 4 | 3 | 4 | 17 |
| 46 | 4 | 4 | 3 | 3 | 4 | 18 |
| 47 | 4 | 3 | 4 | 4 | 4 | 19 |
| 48 | 5 | 5 | 5 | 5 | 5 | 25 |
| 49 | 4 | 5 | 5 | 5 | 4 | 23 |
| 50 | 4 | 4 | 4 | 4 | 4 | 20 |
| 51 | 4 | 4 | 3 | 4 | 3 | 18 |
| 52 | 4 | 4 | 3 | 3 | 3 | 17 |
| 53 | 3 | 3 | 3 | 3 | 3 | 15 |
| 54 | 4 | 3 | 3 | 3 | 3 | 16 |
| 55 | 5 | 5 | 5 | 4 | 5 | 24 |
| 56 | 5 | 4 | 4 | 4 | 5 | 22 |
| 57 | 4 | 5 | 4 | 4 | 5 | 22 |
| 58 | 4 | 3 | 3 | 5 | 4 | 19 |
| 59 | 4 | 3 | 2 | 3 | 2 | 14 |
| 60 | 5 | 4 | 4 | 5 | 4 | 22 |
| 61 | 4 | 5 | 4 | 5 | 4 | 22 |
| 62 | 4 | 4 | 4 | 4 | 4 | 20 |
| 63 | 3 | 4 | 3 | 4 | 3 | 17 |
| 64 | 4 | 4 | 4 | 4 | 4 | 20 |
| 65 | 5 | 5 | 4 | 3 | 3 | 20 |
| 66 | 5 | 5 | 4 | 4 | 3 | 21 |
| 67 | 4 | 4 | 3 | 5 | 4 | 20 |
| 68 | 5 | 4 | 4 | 5 | 4 | 22 |
| 69 | 5 | 5 | 5 | 5 | 5 | 25 |
| 70 | 4 | 4 | 4 | 4 | 3 | 19 |
| 71 | 4 | 4 | 4 | 4 | 4 | 20 |
| 72 | 5 | 5 | 3 | 4 | 4 | 21 |
| 73 | 5 | 5 | 5 | 5 | 5 | 25 |
| 74 | 4 | 4 | 4 | 4 | 4 | 20 |
| 75 | 5 | 4 | 4 | 4 | 5 | 22 |
| 76 | 3 | 4 | 3 | 4 | 3 | 17 |

|     |   |   |   |   |   |    |
|-----|---|---|---|---|---|----|
| 77  | 5 | 5 | 5 | 5 | 5 | 25 |
| 78  | 3 | 3 | 4 | 4 | 3 | 17 |
| 79  | 3 | 3 | 4 | 3 | 4 | 17 |
| 80  | 4 | 4 | 4 | 4 | 4 | 20 |
| 81  | 5 | 5 | 5 | 5 | 5 | 25 |
| 82  | 5 | 5 | 5 | 5 | 5 | 25 |
| 83  | 5 | 5 | 4 | 5 | 5 | 24 |
| 84  | 4 | 4 | 4 | 3 | 3 | 18 |
| 85  | 5 | 4 | 4 | 5 | 4 | 22 |
| 86  | 4 | 4 | 3 | 4 | 3 | 18 |
| 87  | 5 | 5 | 5 | 5 | 5 | 25 |
| 88  | 4 | 4 | 3 | 3 | 3 | 17 |
| 89  | 3 | 3 | 2 | 4 | 4 | 16 |
| 90  | 4 | 4 | 3 | 4 | 3 | 18 |
| 91  | 3 | 3 | 4 | 4 | 4 | 18 |
| 92  | 5 | 5 | 5 | 5 | 5 | 25 |
| 93  | 5 | 5 | 5 | 5 | 5 | 25 |
| 94  | 4 | 4 | 4 | 5 | 4 | 21 |
| 95  | 4 | 4 | 4 | 4 | 3 | 19 |
| 96  | 5 | 5 | 4 | 4 | 4 | 22 |
| 97  | 4 | 3 | 3 | 3 | 3 | 16 |
| 98  | 4 | 4 | 3 | 4 | 3 | 18 |
| 99  | 4 | 4 | 4 | 4 | 4 | 20 |
| 100 | 4 | 5 | 3 | 4 | 3 | 19 |

## **LAMPIRAN IV**



HASIL OUTPUT SPSS VERSI 26

Hasil Uji Validitas Variasi Produk (X1)

| <b>Correlations</b> |                     |        |        |        |        |        |          |
|---------------------|---------------------|--------|--------|--------|--------|--------|----------|
|                     |                     | X1.1   | X1.2   | X1.3   | X1.4   | X1.5   | X1.TOTAL |
| X1.1                | Pearson Correlation | 1      | .477** | .466** | .095   | .194   | .620**   |
|                     | Sig. (2-tailed)     |        | .008   | .009   | .617   | .305   | .000     |
|                     | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| X1.2                | Pearson Correlation | .477** | 1      | .795** | .300   | -.107  | .700**   |
|                     | Sig. (2-tailed)     | .008   |        | .000   | .107   | .574   | .000     |
|                     | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| X1.3                | Pearson Correlation | .466** | .795** | 1      | .527** | .086   | .826**   |
|                     | Sig. (2-tailed)     | .009   | .000   |        | .003   | .651   | .000     |
|                     | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| X1.4                | Pearson Correlation | .095   | .300   | .527** | 1      | .645** | .770**   |
|                     | Sig. (2-tailed)     | .617   | .107   | .003   |        | .000   | .000     |
|                     | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| X1.5                | Pearson Correlation | .194   | -.107  | .086   | .645** | 1      | .539**   |
|                     | Sig. (2-tailed)     | .305   | .574   | .651   | .000   |        | .002     |
|                     | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| X1.TOTAL            | Pearson Correlation | .620** | .700** | .826** | .770** | .539** | 1        |
|                     | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .002   |          |
|                     | N                   | 30     | 30     | 30     | 30     | 30     | 30       |

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

HASIL OUTPUT SPSS VERSI 26

Hasil Uji Validitas Cita Rasa (X2)

| <b>Correlations</b> |                     |        |        |        |        |          |
|---------------------|---------------------|--------|--------|--------|--------|----------|
|                     |                     | X2.1   | X2.2   | X2.3   | X2.4   | X2.TOTAL |
| X2.1                | Pearson Correlation | 1      | .610** | .707** | .643** | .860**   |
|                     | Sig. (2-tailed)     |        | .000   | .000   | .000   | .000     |
|                     | N                   | 30     | 30     | 30     | 30     | 30       |
| X2.2                | Pearson Correlation | .610** | 1      | .743** | .583** | .855**   |
|                     | Sig. (2-tailed)     | .000   |        | .000   | .001   | .000     |
|                     | N                   | 30     | 30     | 30     | 30     | 30       |
| X2.3                | Pearson Correlation | .707** | .743** | 1      | .665** | .905**   |
|                     | Sig. (2-tailed)     | .000   | .000   |        | .000   | .000     |
|                     | N                   | 30     | 30     | 30     | 30     | 30       |
| X2.4                | Pearson Correlation | .643** | .583** | .665** | 1      | .829**   |
|                     | Sig. (2-tailed)     | .000   | .001   | .000   |        | .000     |
|                     | N                   | 30     | 30     | 30     | 30     | 30       |
| X2.TOTAL            | Pearson Correlation | .860** | .855** | .905** | .829** | 1        |
|                     | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |          |
|                     | N                   | 30     | 30     | 30     | 30     | 30       |

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

HASIL OUTPUT SPSS VERSI 26

Hasil Uji Validitas Ketersediaan Produk (X3)

| <b>Correlations</b>  |                     |        |        |        |          |
|--|---------------------|--------|--------|--------|----------|
|  |                     | X3.1   | X3.2   | X3.3   | X3.TOTAL |
| X3.1   | Pearson Correlation | 1      | .326   | .460*  | .736**   |
|  | Sig. (2-tailed)     |        | .078   | .011   | .000     |
|  | N                   | 30     | 30     | 30     | 30       |
| X3.2   | Pearson Correlation | .326   | 1      | .837** | .853**   |
|  | Sig. (2-tailed)     | .078   |        | .000   | .000     |
|  | N                   | 30     | 30     | 30     | 30       |
| X3.3   | Pearson Correlation | .460*  | .837** | 1      | .909**   |
|  | Sig. (2-tailed)     | .011   | .000   |        | .000     |
|  | N                   | 30     | 30     | 30     | 30       |
| X3.TOTAL   | Pearson Correlation | .736** | .853** | .909** | 1        |
|  | Sig. (2-tailed)     | .000   | .000   | .000   |          |
|  | N                   | 30     | 30     | 30     | 30       |
| *. Correlation is significant at the 0.05 level (2-tailed).  |                     |        |        |        |          |
| **. Correlation is significant at the 0.01 level (2-tailed). |                     |        |        |        |          |

HASIL OUTPUT SPSS VERSI 26

Hasil Uji Validitas Minat Beli (Y)

| Correlations   |                     |        |        |        |        |        |          |
|--|---------------------|--------|--------|--------|--------|--------|----------|
|  |                     | Y1.1   | Y1.2   | Y1.3   | Y1.4   | Y1.5   | Y1.TOTAL |
| Y1.1   | Pearson Correlation | 1      | .654** | .266   | .345   | .166   | .650**   |
|  | Sig. (2-tailed)     |        | .000   | .156   | .062   | .379   | .000     |
|  | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| Y1.2   | Pearson Correlation | .654** | 1      | .480** | .378*  | .081   | .726**   |
|  | Sig. (2-tailed)     | .000   |        | .007   | .040   | .671   | .000     |
|  | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| Y1.3   | Pearson Correlation | .266   | .480** | 1      | .527** | .515** | .793**   |
|  | Sig. (2-tailed)     | .156   | .007   |        | .003   | .004   | .000     |
|  | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| Y1.4   | Pearson Correlation | .345   | .378*  | .527** | 1      | .534** | .785**   |
|  | Sig. (2-tailed)     | .062   | .040   | .003   |        | .002   | .000     |
|  | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| Y1.5   | Pearson Correlation | .166   | .081   | .515** | .534** | 1      | .632**   |
|  | Sig. (2-tailed)     | .379   | .671   | .004   | .002   |        | .000     |
|  | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| Y1.TOTAL   | Pearson Correlation | .650** | .726** | .793** | .785** | .632** | 1        |
|  | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   |          |
|  | N                   | 30     | 30     | 30     | 30     | 30     | 30       |
| **. Correlation is significant at the 0.01 level (2-tailed). |                     |        |        |        |        |        |          |
| *. Correlation is significant at the 0.05 level (2-tailed).  |                     |        |        |        |        |        |          |

Hasil Uji Reliabilitas Variasi Produk (X1)

| <b>Reliability Statistics</b> |  |            |
|-------------------------------|--|------------|
| Cronbach's Alpha              | Cronbach's Alpha Based on Standardized Items | N of Items |
| .891                          | .891   | 5          |

Hasil Uji Reliabilitas Cita Rasa (X2)

| <b>Reliability Statistics</b> |  |            |
|-------------------------------|--|------------|
| Cronbach's Alpha              | Cronbach's Alpha Based on Standardized Items | N of Items |
| .899                          | .900   | 4          |

Hasil Uji Reliabilitas Ketersediaan Produk (X3)

| <b>Reliability Statistics</b> |  |            |
|-------------------------------|--|------------|
| Cronbach's Alpha              | Cronbach's Alpha Based on Standardized Items | N of Items |
| .743                          | .741   | 3          |

Hasil Uji Reliabilitas Minat Beli (Y)

| <b>Reliability Statistics</b> |  |            |
|-------------------------------|--|------------|
| Cronbach's Alpha              | Cronbach's Alpha Based on Standardized Items | N of Items |
| .841                          | .842   | 5          |

Data Usia Responden

| No           | Usia          | Jumlah     | Presentase  |
|--------------|---------------|------------|-------------|
| 1            | 15 – 25 tahun | 62         | 62%         |
| 2            | 26 – 36 tahun | 14         | 14%         |
| 3            | 37 – 47 tahun | 13         | 13%         |
| 4            | > 47 tahun    | 11         | 11%         |
| <b>Total</b> |               | <b>100</b> | <b>100%</b> |

Data Jenis Kelamin Responden

| No           | Jenis Kelamin | Jumlah     | Presentase  |
|--------------|---------------|------------|-------------|
| 1            | Perempuan     | 73         | 73%         |
| 2            | Laki-laki     | 27         | 27%         |
| <b>Total</b> |               | <b>100</b> | <b>100%</b> |

Data Pekerjaan Responden

| No           | Pekerjaan           | Jumlah     | Presentase  |
|--------------|---------------------|------------|-------------|
| 1            | Pelajar / Mahasiswa | 61         | 61%         |
| 2            | PNS / TNI / Polri   | 12         | 12%         |
| 3            | Pegawai Swasta      | 11         | 11%         |
| 4            | Wiraswasta          | 14         | 14%         |
| 5            | Lain-lain           | 2          | 2%          |
| <b>Total</b> |                     | <b>100</b> | <b>100%</b> |

Data Domisili Responden

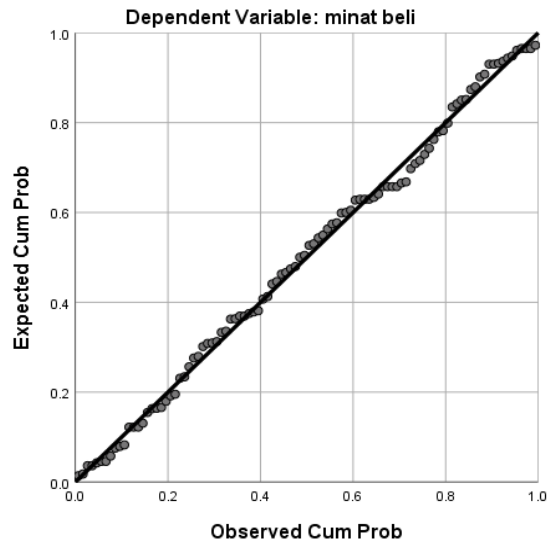
| <b>No</b>    | <b>Domisili</b> | <b>Jumlah</b> | <b>Presentase</b> |
|--------------|-----------------|---------------|-------------------|
| 1            | DIY             | 69            | 69%               |
| 2            | Luar DIY        | 31            | 31%               |
| <b>Total</b> |                 | <b>100</b>    | <b>100%</b>       |

Data Frekuensi Kunjungan Responden

| <b>No</b>    | <b>Frekuensi</b>          | <b>Jumlah</b> | <b>Presentase</b> |
|--------------|---------------------------|---------------|-------------------|
| 1            | 1-2 kali dalam sebulan    | 79            | 79%               |
| 2            | Lebih dari 2 kali sebulan | 21            | 21%               |
| <b>Total</b> |                           | <b>100</b>    | <b>100%</b>       |

## Hasil Uji Normalitas

**Normal P-P Plot of Regression Standardized Residual**



| <b>One-Sample Kolmogorov-Smirnov Test</b>          |                |                         |
|--|----------------|-------------------------|
|  |                | Unstandardized Residual |
| N  |                | 100                     |
| Normal Parameters <sup>a,b</sup>                   | Mean           | .0000000                |
|  | Std. Deviation | 2.40532132              |
| Most Extreme Differences                           | Absolute       | .049                    |
|  | Positive       | .049                    |
|  | Negative       | -.043                   |
| Test Statistic                                     |                | .049                    |
| Asymp. Sig. (2-tailed)                             |                | .200 <sup>c,d</sup>     |
| a. Test distribution is Normal.                    |                |                         |
| b. Calculated from data.                           |                |                         |
| c. Lilliefors Significance Correction.             |                |                         |
| d. This is a lower bound of the true significance. |                |                         |

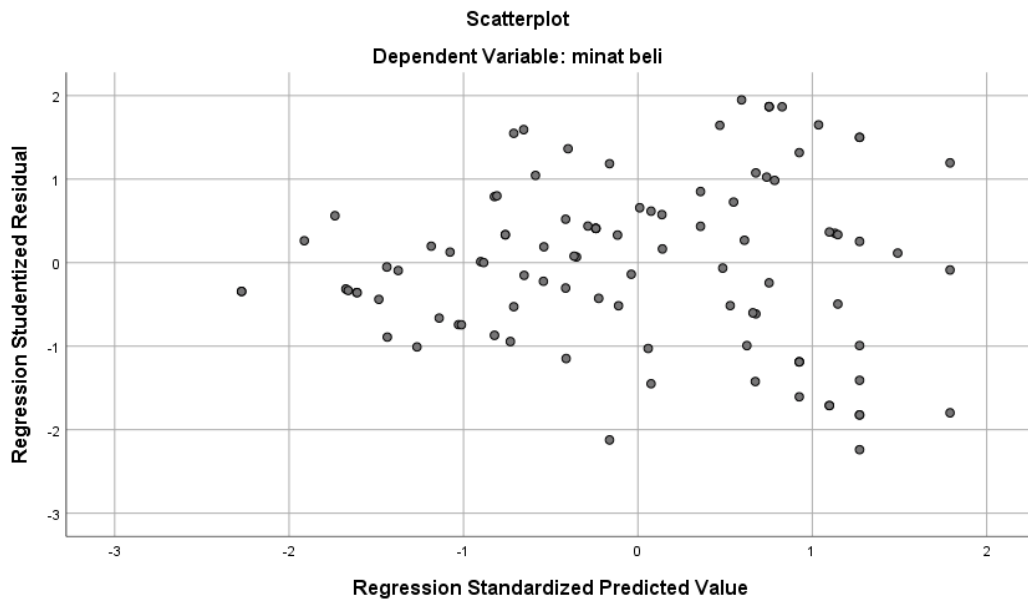


## Hasil Uji Heteroskedastisitas

| <b>Coefficients<sup>a</sup></b> |                     |                             |            |                           |        |      |
|---------------------------------|---------------------|-----------------------------|------------|---------------------------|--------|------|
| Model                           |                     | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|                                 |                     | B                           | Std. Error | Beta                      |        |      |
| 1                               | (Constant)          | -3.151                      | 1.128      |                           | -2.793 | .006 |
|                                 | VARIASI PRODUK      | .217                        | .077       | .445                      | 2.813  | .006 |
|                                 | CITA RASA           | .058                        | .090       | .101                      | .647   | .519 |
|                                 | KETERSEDIAAN PRODUK | -.047                       | .084       | -.051                     | -.560  | .577 |

a. Dependent Variable: ABS\_RES

### Grafik Scatterplot



## Hasil Uji Multikolonieritas

| Coefficients <sup>a</sup> |              |      |                         |       |
|---------------------------|--------------|------|-------------------------|-------|
| Model                     | Correlations |      | Collinearity Statistics |       |
|                           | Partial      | Part | Tolerance               | VIF   |
| (Constant)                |              |      |                         |       |
| VARIASI PRODUK            | .065         | .055 | .305                    | 3.280 |
| CITA RASA                 | .261         | .227 | .315                    | 3.175 |
| KETERSEDIAAN PRODUK       | .164         | .139 | .906                    | 1.104 |

a. Dependent Variable: MINAT BELI

## Hasil Uji Autokorelasi

| Model Summary <sup>b</sup> |                   |          |                   |                            |               |
|----------------------------|-------------------|----------|-------------------|----------------------------|---------------|
| Model                      | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1                          | .547 <sup>a</sup> | .300     | .278              | 2.44262                    | 1.869         |

a. Predictors: (Constant), KETERSEDIAAN PRODUK, CITA RASA, VARIASI PRODUK

b. Dependent Variable: MINAT BELI

### Hasil Uji F

| ANOVA <sup>a</sup>   |            |                |    |             |        |                   |
|--|------------|----------------|----|-------------|--------|-------------------|
| Model  |            | Sum of Squares | df | Mean Square | F      | Sig.              |
| 1  | Regression | 245.019        | 3  | 81.673      | 13.689 | .000 <sup>b</sup> |
|  | Residual   | 572.771        | 96 | 5.966       |        |                   |
|  | Total      | 817.790        | 99 |             |        |                   |
| a. Dependent Variable: Minat Beli (Y)  |            |                |    |             |        |                   |
| b. Predictors: (Constant), Ketersediaan Produk (X3), Cita Rasa (X2), Variasi Produk (X1) |            |                |    |             |        |                   |

### Hasil Uji T

| Coefficients <sup>a</sup>             |                          |                             |            |                           |       |      |
|---------------------------------------|--------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model                                 |                          | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                                       |                          | B                           | Std. Error | Beta                      |       |      |
| 1                                     | (Constant)               | 6.229                       | 2.230      |                           | 2.794 | .006 |
|                                       | Variasi Produk (X1)      | .098                        | .153       | .099                      | .642  | .523 |
|                                       | Cita Rasa (X2)           | .472                        | .178       | .404                      | 2.652 | .009 |
|                                       | Ketersediaan Produk (X3) | .272                        | .167       | .147                      | 1.633 | .106 |
| a. Dependent Variable: Minat Beli (Y) |                          |                             |            |                           |       |      |

### Hasil Uji Koefisien Determinasi

| Model Summary  |                   |          |                   |                            |
|--|-------------------|----------|-------------------|----------------------------|
| Model  | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1  | .547 <sup>a</sup> | .300     | .278              | 2.44262                    |
| a. Predictors: (Constant), Ketersediaan Produk (X3), Cita Rasa (X2), Variasi Produk (X1) |                   |          |                   |                            |

## **LAMPIRAN V**

## **KUISIONER PENGUMPULAN DATA**

Kepada Yth. Responden,

Saya Cahya Rizqi Amanah, mahasiswi STP AMPTA YOGYAKARTA yang sedang melakukan penelitian untuk kepentingan skripsi atau tugas akhir dengan judul “Analisis Pengaruh Dimensi Kualitas Produk Terhadap Minat Beli Konsumen Pada Toko Harum Roti dan Kue Yogyakarta”.

Sehubungan dengan hal diatas, berkenan Bapak/Ibu/Sdr/Sdri untuk bersedia menjadi responden dari penelitian ini. Atas kerjasama dan kesediaan yangdiberikan, saya mengucapkan banyak terima kasih.

### **PROFIL RESPONDEN**

1. Nama : .....

2. Usia :

- 15 - 25 tahun
- 26 - 36 tahun
- 37 - 47 tahun
- > 47 tahun

3. Jenis Kelamin :

- Perempuan
- Laki-laki

4. Pekerjaan :

- Mahasiswa/Pelajar
- PNS/TNI/Polri
- Pegawai swasta
- Wiraswasta
- Lain-lain : .....

5. Domisili:

- DIY
- Luar DIY

6. Seberapa sering mengunjungi toko Harum Roti dan Kue:
- 1-2 kali dalam sebulan
  - Lebih dari 2 kali dalam sebulan

### KUESIONER

**Silahkan beri tanda pada kolom yang tersedia dibawah ini:**

- STS = sangat tidak setuju  
 TS = tidak setuju  
 N = netral  
 S = setuju  
 SS = sangat setuju

| Pernyataan                            |   | STS | TS | N | S | SS |
|---------------------------------------|---|-----|----|---|---|----|
| <b>Variasi Produk (X<sub>1</sub>)</b> |   |     |    |   |   |    |
| 1                                     | Produk di toko Harum Roti dan Kue berkualitas                           |     |    |   |   |    |
| 2                                     | Produk di toko Harum Roti dan Kue memiliki bentuk yang unik dan menarik |     |    |   |   |    |
| 3                                     | Produk di toko Harum Roti dan Kue di kemas dengan menarik               |     |    |   |   |    |
| 4                                     | Produk di toko Harum Roti dan Kue memiliki ukuran yang pas              |     |    |   |   |    |
| 5                                     | Toko Harum Roti dan Kue memberikan harga yang terjangkau                |     |    |   |   |    |

| Pernyataan                       |  | STS | TS | N | S | SS |
|----------------------------------|--|-----|----|---|---|----|
| <b>Cita Rasa (X<sub>2</sub>)</b> |  |     |    |   |   |    |
| 1                                | Toko Harum Roti dan Kue memiliki produk dengan cita rasa yang enak                     |     |    |   |   |    |
| 2                                | Saya menyukai produk dari toko Harum Roti dan Kue                                      |     |    |   |   |    |
| 3                                | Toko Harum Roti dan Kue dinilai menggunakan bahan yang berkualitas dalam pembuatannya. |     |    |   |   |    |
| 4                                | Produk di toko Harum Roti dan Kue memiliki aroma yang enak.                            |     |    |   |   |    |

| Pernyataan                                 |  | STS | TS | N | S | SS |
|--|--|-----|----|---|---|----|
| <b>Ketersediaan Produk (X<sub>3</sub>)</b> |  |     |    |   |   |    |
| 1  | Tata letak produk di toko Harum Roti dan Kue menarik.        |     |    |   |   |    |
| 2  | Produk yang saya cari di toko Harum Roti dan Kue selalu ada. |     |    |   |   |    |
| 3  | Produk di toko Harum Roti dan Kue selalu lengkap.            |     |    |   |   |    |

| Pernyataan                     |  | STS | TS | N | S | SS |
|--------------------------------|--|-----|----|---|---|----|
| <b>Minat Beli Konsumen (Y)</b> |  |     |    |   |   |    |
| 1                              | Saya puas dengan kualitas produk di toko Harum Roti dan Kue.                           |     |    |   |   |    |
| 2                              | Saya pernah melakukan pembelian ulang di toko Harum Roti dan Kue                       |     |    |   |   |    |
| 3                              | Saya mereferensikan toko Harum Roti dan Kue kepada orang-orang sekitar saya            |     |    |   |   |    |
| 4                              | Saya tertarik membeli di toko Harum Roti dan Kue karena tersedia banyak variasi produk |     |    |   |   |    |
| 5                              | Toko Harum Roti dan Kue lebih menarik perhatian saya dibanding toko roti lain          |     |    |   |   |    |

## **LAMPIRAN VI**



## PERTANYAAN WAWANCARA

### ANALISIS PENGARUH DIMENSI KUALITAS PRODUK TERHADAP MINAT BELI KONSUMEN PADA TOKO HARUM ROTI DAN KUE

1. Bagaimana sejarah singkat berdirinya Toko Harum?
2. Sudah berapa lama Toko Harum ini beroperasi?
3. Produk apa saja yang dijual di Toko Harum?
4. Apa yang menjadi point of value dari Toko Harum jika dibandingkan dengan toko roti lainnya?
5. Biasanya konsumen Toko Harum berasal dari kalangan apa?
6. Berapa kisaran jumlah konsumen perhari di Toko Harum?
7. Tahan berapa lama produk yang dijual di Toko Harum?
8. Bagaimana cara Toko Harum dalam memudahkan konsumen memperoleh produk kue dan roti yang diinginkan?
9. Bagaimana kualitas dan jenis bahan baku yang akan diproduksi di Toko Harum?
10. Bagaimana proses pengolahan produk di Toko Harum terhadap kualitas produknya?
11. Bagaimana cara Toko Harum dalam menjaga kualitas produk yang akan dijual?

## **LAMPIRAN VII**

**Tabel Distribusi t (df = 1-40)**

| <b>Pr<br/>df</b> | <b>0.25<br/>0.50</b> | <b>0.10<br/>0.20</b> | <b>0.05<br/>0.10</b> | <b>0.025<br/>0.050</b> | <b>0.01<br/>0.02</b> | <b>0.005<br/>0.010</b> | <b>0.001<br/>0.002</b> |
|------------------|----------------------|----------------------|----------------------|------------------------|----------------------|------------------------|------------------------|
| <b>1</b>         | 1.00000              | 3.07768              | 6.31375              | 12.70620               | 31.82052             | 63.65674               | 318.30884              |
| <b>2</b>         | 0.81650              | 1.88562              | 2.91999              | 4.30265                | 6.96456              | 9.92484                | 22.32712               |
| <b>3</b>         | 0.76489              | 1.63774              | 2.35336              | 3.18245                | 4.54070              | 5.84091                | 10.21453               |
| <b>4</b>         | 0.74070              | 1.53321              | 2.13185              | 2.77645                | 3.74695              | 4.60409                | 7.17318                |
| <b>5</b>         | 0.72669              | 1.47588              | 2.01505              | 2.57058                | 3.36493              | 4.03214                | 5.89343                |
| <b>6</b>         | 0.71756              | 1.43976              | 1.94318              | 2.44691                | 3.14267              | 3.70743                | 5.20763                |
| <b>7</b>         | 0.71114              | 1.41492              | 1.89458              | 2.36462                | 2.99795              | 3.49948                | 4.78529                |
| <b>8</b>         | 0.70639              | 1.39682              | 1.85955              | 2.30600                | 2.89646              | 3.35539                | 4.50079                |
| <b>9</b>         | 0.70272              | 1.38303              | 1.83311              | 2.26216                | 2.82144              | 3.24984                | 4.29681                |
| <b>10</b>        | 0.69981              | 1.37218              | 1.81246              | 2.22814                | 2.76377              | 3.16927                | 4.14370                |
| <b>11</b>        | 0.69745              | 1.36343              | 1.79588              | 2.20099                | 2.71808              | 3.10581                | 4.02470                |
| <b>12</b>        | 0.69548              | 1.35622              | 1.78229              | 2.17881                | 2.68100              | 3.05454                | 3.92963                |
| <b>13</b>        | 0.69383              | 1.35017              | 1.77093              | 2.16037                | 2.65031              | 3.01228                | 3.85198                |
| <b>14</b>        | 0.69242              | 1.34503              | 1.76131              | 2.14479                | 2.62449              | 2.97684                | 3.78739                |
| <b>15</b>        | 0.69120              | 1.34061              | 1.75305              | 2.13145                | 2.60248              | 2.94671                | 3.73283                |
| <b>16</b>        | 0.69013              | 1.33676              | 1.74588              | 2.11991                | 2.58349              | 2.92078                | 3.68615                |
| <b>17</b>        | 0.68920              | 1.33338              | 1.73961              | 2.10982                | 2.56693              | 2.89823                | 3.64577                |
| <b>18</b>        | 0.68836              | 1.33039              | 1.73406              | 2.10092                | 2.55238              | 2.87844                | 3.61048                |
| <b>19</b>        | 0.68762              | 1.32773              | 1.72913              | 2.09302                | 2.53948              | 2.86093                | 3.57940                |
| <b>20</b>        | 0.68695              | 1.32534              | 1.72472              | 2.08596                | 2.52798              | 2.84534                | 3.55181                |
| <b>21</b>        | 0.68635              | 1.32319              | 1.72074              | 2.07961                | 2.51765              | 2.83136                | 3.52715                |
| <b>22</b>        | 0.68581              | 1.32124              | 1.71714              | 2.07387                | 2.50832              | 2.81876                | 3.50499                |
| <b>23</b>        | 0.68531              | 1.31946              | 1.71387              | 2.06866                | 2.49987              | 2.80734                | 3.48496                |
| <b>24</b>        | 0.68485              | 1.31784              | 1.71088              | 2.06390                | 2.49216              | 2.79694                | 3.46678                |
| <b>25</b>        | 0.68443              | 1.31635              | 1.70814              | 2.05954                | 2.48511              | 2.78744                | 3.45019                |
| <b>26</b>        | 0.68404              | 1.31497              | 1.70562              | 2.05553                | 2.47863              | 2.77871                | 3.43500                |
| <b>27</b>        | 0.68368              | 1.31370              | 1.70329              | 2.05183                | 2.47266              | 2.77068                | 3.42103                |
| <b>28</b>        | 0.68335              | 1.31253              | 1.70113              | 2.04841                | 2.46714              | 2.76326                | 3.40816                |
| <b>29</b>        | 0.68304              | 1.31143              | 1.69913              | 2.04523                | 2.46202              | 2.75639                | 3.39624                |
| <b>30</b>        | 0.68276              | 1.31042              | 1.69726              | 2.04227                | 2.45726              | 2.75000                | 3.38518                |
| <b>31</b>        | 0.68249              | 1.30946              | 1.69552              | 2.03951                | 2.45282              | 2.74404                | 3.37490                |
| <b>32</b>        | 0.68223              | 1.30857              | 1.69389              | 2.03693                | 2.44868              | 2.73848                | 3.36531                |
| <b>33</b>        | 0.68200              | 1.30774              | 1.69236              | 2.03452                | 2.44479              | 2.73328                | 3.35634                |
| <b>34</b>        | 0.68177              | 1.30695              | 1.69092              | 2.03224                | 2.44115              | 2.72839                | 3.34793                |
| <b>35</b>        | 0.68156              | 1.30621              | 1.68957              | 2.03011                | 2.43772              | 2.72381                | 3.34005                |
| <b>36</b>        | 0.68137              | 1.30551              | 1.68830              | 2.02809                | 2.43449              | 2.71948                | 3.33262                |
| <b>37</b>        | 0.68118              | 1.30485              | 1.68709              | 2.02619                | 2.43145              | 2.71541                | 3.32563                |
| <b>38</b>        | 0.68100              | 1.30423              | 1.68595              | 2.02439                | 2.42857              | 2.71156                | 3.31903                |
| <b>39</b>        | 0.68083              | 1.30364              | 1.68488              | 2.02269                | 2.42584              | 2.70791                | 3.31279                |
| <b>40</b>        | 0.68067              | 1.30308              | 1.68385              | 2.02108                | 2.42326              | 2.70446                | 3.30688                |

**Tabel Distribusi t (df = 41-80)**

| <b>Pr</b><br><b>df</b> | <b>0.25</b><br><b>0.50</b> | <b>0.10</b><br><b>0.20</b> | <b>0.05</b><br><b>0.10</b> | <b>0.025</b><br><b>0.050</b> | <b>0.01</b><br><b>0.02</b> | <b>0.005</b><br><b>0.010</b> | <b>0.001</b><br><b>0.002</b> |
|------------------------|----------------------------|----------------------------|----------------------------|------------------------------|----------------------------|------------------------------|------------------------------|
| <b>41</b>              | 0.68052                    | 1.30254                    | 1.68288                    | 2.01954                      | 2.42080                    | 2.70118                      | 3.30127                      |
| <b>42</b>              | 0.68038                    | 1.30204                    | 1.68195                    | 2.01808                      | 2.41847                    | 2.69807                      | 3.29595                      |
| <b>43</b>              | 0.68024                    | 1.30155                    | 1.68107                    | 2.01669                      | 2.41625                    | 2.69510                      | 3.29089                      |
| <b>44</b>              | 0.68011                    | 1.30109                    | 1.68023                    | 2.01537                      | 2.41413                    | 2.69228                      | 3.28607                      |
| <b>45</b>              | 0.67998                    | 1.30065                    | 1.67943                    | 2.01410                      | 2.41212                    | 2.68959                      | 3.28148                      |
| <b>46</b>              | 0.67986                    | 1.30023                    | 1.67866                    | 2.01290                      | 2.41019                    | 2.68701                      | 3.27710                      |
| <b>47</b>              | 0.67975                    | 1.29982                    | 1.67793                    | 2.01174                      | 2.40835                    | 2.68456                      | 3.27291                      |
| <b>48</b>              | 0.67964                    | 1.29944                    | 1.67722                    | 2.01063                      | 2.40658                    | 2.68220                      | 3.26891                      |
| <b>49</b>              | 0.67953                    | 1.29907                    | 1.67655                    | 2.00958                      | 2.40489                    | 2.67995                      | 3.26508                      |
| <b>50</b>              | 0.67943                    | 1.29871                    | 1.67591                    | 2.00856                      | 2.40327                    | 2.67779                      | 3.26141                      |
| <b>51</b>              | 0.67933                    | 1.29837                    | 1.67528                    | 2.00758                      | 2.40172                    | 2.67572                      | 3.25789                      |
| <b>52</b>              | 0.67924                    | 1.29805                    | 1.67469                    | 2.00665                      | 2.40022                    | 2.67373                      | 3.25451                      |
| <b>53</b>              | 0.67915                    | 1.29773                    | 1.67412                    | 2.00575                      | 2.39879                    | 2.67182                      | 3.25127                      |
| <b>54</b>              | 0.67906                    | 1.29743                    | 1.67356                    | 2.00488                      | 2.39741                    | 2.66998                      | 3.24815                      |
| <b>55</b>              | 0.67898                    | 1.29713                    | 1.67303                    | 2.00404                      | 2.39608                    | 2.66822                      | 3.24515                      |
| <b>56</b>              | 0.67890                    | 1.29685                    | 1.67252                    | 2.00324                      | 2.39480                    | 2.66651                      | 3.24226                      |
| <b>57</b>              | 0.67882                    | 1.29658                    | 1.67203                    | 2.00247                      | 2.39357                    | 2.66487                      | 3.23948                      |
| <b>58</b>              | 0.67874                    | 1.29632                    | 1.67155                    | 2.00172                      | 2.39238                    | 2.66329                      | 3.23680                      |
| <b>59</b>              | 0.67867                    | 1.29607                    | 1.67109                    | 2.00100                      | 2.39123                    | 2.66176                      | 3.23421                      |
| <b>60</b>              | 0.67860                    | 1.29582                    | 1.67065                    | 2.00030                      | 2.39012                    | 2.66028                      | 3.23171                      |
| <b>61</b>              | 0.67853                    | 1.29558                    | 1.67022                    | 1.99962                      | 2.38905                    | 2.65886                      | 3.22930                      |
| <b>62</b>              | 0.67847                    | 1.29536                    | 1.66980                    | 1.99897                      | 2.38801                    | 2.65748                      | 3.22696                      |
| <b>63</b>              | 0.67840                    | 1.29513                    | 1.66940                    | 1.99834                      | 2.38701                    | 2.65615                      | 3.22471                      |
| <b>64</b>              | 0.67834                    | 1.29492                    | 1.66901                    | 1.99773                      | 2.38604                    | 2.65485                      | 3.22253                      |
| <b>65</b>              | 0.67828                    | 1.29471                    | 1.66864                    | 1.99714                      | 2.38510                    | 2.65360                      | 3.22041                      |
| <b>66</b>              | 0.67823                    | 1.29451                    | 1.66827                    | 1.99656                      | 2.38419                    | 2.65239                      | 3.21837                      |
| <b>67</b>              | 0.67817                    | 1.29432                    | 1.66792                    | 1.99601                      | 2.38330                    | 2.65122                      | 3.21639                      |
| <b>68</b>              | 0.67811                    | 1.29413                    | 1.66757                    | 1.99547                      | 2.38245                    | 2.65008                      | 3.21446                      |
| <b>69</b>              | 0.67806                    | 1.29394                    | 1.66724                    | 1.99495                      | 2.38161                    | 2.64898                      | 3.21260                      |
| <b>70</b>              | 0.67801                    | 1.29376                    | 1.66691                    | 1.99444                      | 2.38081                    | 2.64790                      | 3.21079                      |
| <b>71</b>              | 0.67796                    | 1.29359                    | 1.66660                    | 1.99394                      | 2.38002                    | 2.64686                      | 3.20903                      |
| <b>72</b>              | 0.67791                    | 1.29342                    | 1.66629                    | 1.99346                      | 2.37926                    | 2.64585                      | 3.20733                      |
| <b>73</b>              | 0.67787                    | 1.29326                    | 1.66600                    | 1.99300                      | 2.37852                    | 2.64487                      | 3.20567                      |
| <b>74</b>              | 0.67782                    | 1.29310                    | 1.66571                    | 1.99254                      | 2.37780                    | 2.64391                      | 3.20406                      |
| <b>75</b>              | 0.67778                    | 1.29294                    | 1.66543                    | 1.99210                      | 2.37710                    | 2.64298                      | 3.20249                      |
| <b>76</b>              | 0.67773                    | 1.29279                    | 1.66515                    | 1.99167                      | 2.37642                    | 2.64208                      | 3.20096                      |
| <b>77</b>              | 0.67769                    | 1.29264                    | 1.66488                    | 1.99125                      | 2.37576                    | 2.64120                      | 3.19948                      |
| <b>78</b>              | 0.67765                    | 1.29250                    | 1.66462                    | 1.99085                      | 2.37511                    | 2.64034                      | 3.19804                      |
| <b>79</b>              | 0.67761                    | 1.29236                    | 1.66437                    | 1.99045                      | 2.37448                    | 2.63950                      | 3.19663                      |
| <b>80</b>              | 0.67757                    | 1.29222                    | 1.66412                    | 1.99006                      | 2.37387                    | 2.63869                      | 3.19526                      |

**Tabel Distribusi t (df = 81-120)**

| <b>Pr</b>  | <b>0.25</b> | <b>0.10</b> | <b>0.05</b> | <b>0.025</b> | <b>0.01</b> | <b>0.005</b> | <b>0.001</b> |
|------------|-------------|-------------|-------------|--------------|-------------|--------------|--------------|
| <b>df</b>  | <b>0.50</b> | <b>0.20</b> | <b>0.10</b> | <b>0.050</b> | <b>0.02</b> | <b>0.010</b> | <b>0.002</b> |
| <b>81</b>  | 0.67753     | 1.29209     | 1.66388     | 1.98969      | 2.37327     | 2.63790      | 3.19392      |
| <b>82</b>  | 0.67749     | 1.29196     | 1.66365     | 1.98932      | 2.37269     | 2.63712      | 3.19262      |
| <b>83</b>  | 0.67746     | 1.29183     | 1.66342     | 1.98896      | 2.37212     | 2.63637      | 3.19135      |
| <b>84</b>  | 0.67742     | 1.29171     | 1.66320     | 1.98861      | 2.37156     | 2.63563      | 3.19011      |
| <b>85</b>  | 0.67739     | 1.29159     | 1.66298     | 1.98827      | 2.37102     | 2.63491      | 3.18890      |
| <b>86</b>  | 0.67735     | 1.29147     | 1.66277     | 1.98793      | 2.37049     | 2.63421      | 3.18772      |
| <b>87</b>  | 0.67732     | 1.29136     | 1.66256     | 1.98761      | 2.36998     | 2.63353      | 3.18657      |
| <b>88</b>  | 0.67729     | 1.29125     | 1.66235     | 1.98729      | 2.36947     | 2.63286      | 3.18544      |
| <b>89</b>  | 0.67726     | 1.29114     | 1.66216     | 1.98698      | 2.36898     | 2.63220      | 3.18434      |
| <b>90</b>  | 0.67723     | 1.29103     | 1.66196     | 1.98667      | 2.36850     | 2.63157      | 3.18327      |
| <b>91</b>  | 0.67720     | 1.29092     | 1.66177     | 1.98638      | 2.36803     | 2.63094      | 3.18222      |
| <b>92</b>  | 0.67717     | 1.29082     | 1.66159     | 1.98609      | 2.36757     | 2.63033      | 3.18119      |
| <b>93</b>  | 0.67714     | 1.29072     | 1.66140     | 1.98580      | 2.36712     | 2.62973      | 3.18019      |
| <b>94</b>  | 0.67711     | 1.29062     | 1.66123     | 1.98552      | 2.36667     | 2.62915      | 3.17921      |
| <b>95</b>  | 0.67708     | 1.29053     | 1.66105     | 1.98525      | 2.36624     | 2.62858      | 3.17825      |
| <b>96</b>  | 0.67705     | 1.29043     | 1.66088     | 1.98498      | 2.36582     | 2.62802      | 3.17731      |
| <b>97</b>  | 0.67703     | 1.29034     | 1.66071     | 1.98472      | 2.36541     | 2.62747      | 3.17639      |
| <b>98</b>  | 0.67700     | 1.29025     | 1.66055     | 1.98447      | 2.36500     | 2.62693      | 3.17549      |
| <b>99</b>  | 0.67698     | 1.29016     | 1.66039     | 1.98422      | 2.36461     | 2.62641      | 3.17460      |
| <b>100</b> | 0.67695     | 1.29007     | 1.66023     | 1.98397      | 2.36422     | 2.62589      | 3.17374      |
| <b>101</b> | 0.67693     | 1.28999     | 1.66008     | 1.98373      | 2.36384     | 2.62539      | 3.17289      |
| <b>102</b> | 0.67690     | 1.28991     | 1.65993     | 1.98350      | 2.36346     | 2.62489      | 3.17206      |
| <b>103</b> | 0.67688     | 1.28982     | 1.65978     | 1.98326      | 2.36310     | 2.62441      | 3.17125      |
| <b>104</b> | 0.67686     | 1.28974     | 1.65964     | 1.98304      | 2.36274     | 2.62393      | 3.17045      |
| <b>105</b> | 0.67683     | 1.28967     | 1.65950     | 1.98282      | 2.36239     | 2.62347      | 3.16967      |
| <b>106</b> | 0.67681     | 1.28959     | 1.65936     | 1.98260      | 2.36204     | 2.62301      | 3.16890      |
| <b>107</b> | 0.67679     | 1.28951     | 1.65922     | 1.98238      | 2.36170     | 2.62256      | 3.16815      |
| <b>108</b> | 0.67677     | 1.28944     | 1.65909     | 1.98217      | 2.36137     | 2.62212      | 3.16741      |
| <b>109</b> | 0.67675     | 1.28937     | 1.65895     | 1.98197      | 2.36105     | 2.62169      | 3.16669      |
| <b>110</b> | 0.67673     | 1.28930     | 1.65882     | 1.98177      | 2.36073     | 2.62126      | 3.16598      |
| <b>111</b> | 0.67671     | 1.28922     | 1.65870     | 1.98157      | 2.36041     | 2.62085      | 3.16528      |
| <b>112</b> | 0.67669     | 1.28916     | 1.65857     | 1.98137      | 2.36010     | 2.62044      | 3.16460      |
| <b>113</b> | 0.67667     | 1.28909     | 1.65845     | 1.98118      | 2.35980     | 2.62004      | 3.16392      |
| <b>114</b> | 0.67665     | 1.28902     | 1.65833     | 1.98099      | 2.35950     | 2.61964      | 3.16326      |
| <b>115</b> | 0.67663     | 1.28896     | 1.65821     | 1.98081      | 2.35921     | 2.61926      | 3.16262      |
| <b>116</b> | 0.67661     | 1.28889     | 1.65810     | 1.98063      | 2.35892     | 2.61888      | 3.16198      |
| <b>117</b> | 0.67659     | 1.28883     | 1.65798     | 1.98045      | 2.35864     | 2.61850      | 3.16135      |
| <b>118</b> | 0.67657     | 1.28877     | 1.65787     | 1.98027      | 2.35837     | 2.61814      | 3.16074      |
| <b>119</b> | 0.67656     | 1.28871     | 1.65776     | 1.98010      | 2.35809     | 2.61778      | 3.16013      |
| <b>120</b> | 0.67654     | 1.28865     | 1.65765     | 1.97993      | 2.35782     | 2.61742      | 3.15954      |

**Tabel Distribusi t (df = 121-160)**

| <b>Pr<br/>df</b> | <b>0.25<br/>0.50</b> | <b>0.10<br/>0.20</b> | <b>0.05<br/>0.10</b> | <b>0.025<br/>0.050</b> | <b>0.01<br/>0.02</b> | <b>0.005<br/>0.010</b> | <b>0.001<br/>0.002</b> |
|------------------|----------------------|----------------------|----------------------|------------------------|----------------------|------------------------|------------------------|
| <b>121</b>       | 0.67652              | 1.28859              | 1.65754              | 1.97976                | 2.35756              | 2.61707                | 3.15895                |
| <b>122</b>       | 0.67651              | 1.28853              | 1.65744              | 1.97960                | 2.35730              | 2.61673                | 3.15838                |
| <b>123</b>       | 0.67649              | 1.28847              | 1.65734              | 1.97944                | 2.35705              | 2.61639                | 3.15781                |
| <b>124</b>       | 0.67647              | 1.28842              | 1.65723              | 1.97928                | 2.35680              | 2.61606                | 3.15726                |
| <b>125</b>       | 0.67646              | 1.28836              | 1.65714              | 1.97912                | 2.35655              | 2.61573                | 3.15671                |
| <b>126</b>       | 0.67644              | 1.28831              | 1.65704              | 1.97897                | 2.35631              | 2.61541                | 3.15617                |
| <b>127</b>       | 0.67643              | 1.28825              | 1.65694              | 1.97882                | 2.35607              | 2.61510                | 3.15565                |
| <b>128</b>       | 0.67641              | 1.28820              | 1.65685              | 1.97867                | 2.35583              | 2.61478                | 3.15512                |
| <b>129</b>       | 0.67640              | 1.28815              | 1.65675              | 1.97852                | 2.35560              | 2.61448                | 3.15461                |
| <b>130</b>       | 0.67638              | 1.28810              | 1.65666              | 1.97838                | 2.35537              | 2.61418                | 3.15411                |
| <b>131</b>       | 0.67637              | 1.28805              | 1.65657              | 1.97824                | 2.35515              | 2.61388                | 3.15361                |
| <b>132</b>       | 0.67635              | 1.28800              | 1.65648              | 1.97810                | 2.35493              | 2.61359                | 3.15312                |
| <b>133</b>       | 0.67634              | 1.28795              | 1.65639              | 1.97796                | 2.35471              | 2.61330                | 3.15264                |
| <b>134</b>       | 0.67633              | 1.28790              | 1.65630              | 1.97783                | 2.35450              | 2.61302                | 3.15217                |
| <b>135</b>       | 0.67631              | 1.28785              | 1.65622              | 1.97769                | 2.35429              | 2.61274                | 3.15170                |
| <b>136</b>       | 0.67630              | 1.28781              | 1.65613              | 1.97756                | 2.35408              | 2.61246                | 3.15124                |
| <b>137</b>       | 0.67628              | 1.28776              | 1.65605              | 1.97743                | 2.35387              | 2.61219                | 3.15079                |
| <b>138</b>       | 0.67627              | 1.28772              | 1.65597              | 1.97730                | 2.35367              | 2.61193                | 3.15034                |
| <b>139</b>       | 0.67626              | 1.28767              | 1.65589              | 1.97718                | 2.35347              | 2.61166                | 3.14990                |
| <b>140</b>       | 0.67625              | 1.28763              | 1.65581              | 1.97705                | 2.35328              | 2.61140                | 3.14947                |
| <b>141</b>       | 0.67623              | 1.28758              | 1.65573              | 1.97693                | 2.35309              | 2.61115                | 3.14904                |
| <b>142</b>       | 0.67622              | 1.28754              | 1.65566              | 1.97681                | 2.35289              | 2.61090                | 3.14862                |
| <b>143</b>       | 0.67621              | 1.28750              | 1.65558              | 1.97669                | 2.35271              | 2.61065                | 3.14820                |
| <b>144</b>       | 0.67620              | 1.28746              | 1.65550              | 1.97658                | 2.35252              | 2.61040                | 3.14779                |
| <b>145</b>       | 0.67619              | 1.28742              | 1.65543              | 1.97646                | 2.35234              | 2.61016                | 3.14739                |
| <b>146</b>       | 0.67617              | 1.28738              | 1.65536              | 1.97635                | 2.35216              | 2.60992                | 3.14699                |
| <b>147</b>       | 0.67616              | 1.28734              | 1.65529              | 1.97623                | 2.35198              | 2.60969                | 3.14660                |
| <b>148</b>       | 0.67615              | 1.28730              | 1.65521              | 1.97612                | 2.35181              | 2.60946                | 3.14621                |
| <b>149</b>       | 0.67614              | 1.28726              | 1.65514              | 1.97601                | 2.35163              | 2.60923                | 3.14583                |
| <b>150</b>       | 0.67613              | 1.28722              | 1.65508              | 1.97591                | 2.35146              | 2.60900                | 3.14545                |
| <b>151</b>       | 0.67612              | 1.28718              | 1.65501              | 1.97580                | 2.35130              | 2.60878                | 3.14508                |
| <b>152</b>       | 0.67611              | 1.28715              | 1.65494              | 1.97569                | 2.35113              | 2.60856                | 3.14471                |
| <b>153</b>       | 0.67610              | 1.28711              | 1.65487              | 1.97559                | 2.35097              | 2.60834                | 3.14435                |
| <b>154</b>       | 0.67609              | 1.28707              | 1.65481              | 1.97549                | 2.35081              | 2.60813                | 3.14400                |
| <b>155</b>       | 0.67608              | 1.28704              | 1.65474              | 1.97539                | 2.35065              | 2.60792                | 3.14364                |
| <b>156</b>       | 0.67607              | 1.28700              | 1.65468              | 1.97529                | 2.35049              | 2.60771                | 3.14330                |
| <b>157</b>       | 0.67606              | 1.28697              | 1.65462              | 1.97519                | 2.35033              | 2.60751                | 3.14295                |
| <b>158</b>       | 0.67605              | 1.28693              | 1.65455              | 1.97509                | 2.35018              | 2.60730                | 3.14261                |
| <b>159</b>       | 0.67604              | 1.28690              | 1.65449              | 1.97500                | 2.35003              | 2.60710                | 3.14228                |
| <b>160</b>       | 0.67603              | 1.28687              | 1.65443              | 1.97490                | 2.34988              | 2.60691                | 3.14195                |

**Tabel Distribusi t ( df = 161-200)**

| <b>Pr</b>  | <b>0.25</b> | <b>0.10</b> | <b>0.05</b> | <b>0.025</b> | <b>0.01</b> | <b>0.005</b> | <b>0.001</b> |
|------------|-------------|-------------|-------------|--------------|-------------|--------------|--------------|
| <b>df</b>  | <b>0.50</b> | <b>0.20</b> | <b>0.10</b> | <b>0.050</b> | <b>0.02</b> | <b>0.010</b> | <b>0.002</b> |
| <b>161</b> | 0.67602     | 1.28683     | 1.65437     | 1.97481      | 2.34973     | 2.60671      | 3.14162      |
| <b>162</b> | 0.67601     | 1.28680     | 1.65431     | 1.97472      | 2.34959     | 2.60652      | 3.14130      |
| <b>163</b> | 0.67600     | 1.28677     | 1.65426     | 1.97462      | 2.34944     | 2.60633      | 3.14098      |
| <b>164</b> | 0.67599     | 1.28673     | 1.65420     | 1.97453      | 2.34930     | 2.60614      | 3.14067      |
| <b>165</b> | 0.67598     | 1.28670     | 1.65414     | 1.97445      | 2.34916     | 2.60595      | 3.14036      |
| <b>166</b> | 0.67597     | 1.28667     | 1.65408     | 1.97436      | 2.34902     | 2.60577      | 3.14005      |
| <b>167</b> | 0.67596     | 1.28664     | 1.65403     | 1.97427      | 2.34888     | 2.60559      | 3.13975      |
| <b>168</b> | 0.67595     | 1.28661     | 1.65397     | 1.97419      | 2.34875     | 2.60541      | 3.13945      |
| <b>169</b> | 0.67594     | 1.28658     | 1.65392     | 1.97410      | 2.34862     | 2.60523      | 3.13915      |
| <b>170</b> | 0.67594     | 1.28655     | 1.65387     | 1.97402      | 2.34848     | 2.60506      | 3.13886      |
| <b>171</b> | 0.67593     | 1.28652     | 1.65381     | 1.97393      | 2.34835     | 2.60489      | 3.13857      |
| <b>172</b> | 0.67592     | 1.28649     | 1.65376     | 1.97385      | 2.34822     | 2.60471      | 3.13829      |
| <b>173</b> | 0.67591     | 1.28646     | 1.65371     | 1.97377      | 2.34810     | 2.60455      | 3.13801      |
| <b>174</b> | 0.67590     | 1.28644     | 1.65366     | 1.97369      | 2.34797     | 2.60438      | 3.13773      |
| <b>175</b> | 0.67589     | 1.28641     | 1.65361     | 1.97361      | 2.34784     | 2.60421      | 3.13745      |
| <b>176</b> | 0.67589     | 1.28638     | 1.65356     | 1.97353      | 2.34772     | 2.60405      | 3.13718      |
| <b>177</b> | 0.67588     | 1.28635     | 1.65351     | 1.97346      | 2.34760     | 2.60389      | 3.13691      |
| <b>178</b> | 0.67587     | 1.28633     | 1.65346     | 1.97338      | 2.34748     | 2.60373      | 3.13665      |
| <b>179</b> | 0.67586     | 1.28630     | 1.65341     | 1.97331      | 2.34736     | 2.60357      | 3.13638      |
| <b>180</b> | 0.67586     | 1.28627     | 1.65336     | 1.97323      | 2.34724     | 2.60342      | 3.13612      |
| <b>181</b> | 0.67585     | 1.28625     | 1.65332     | 1.97316      | 2.34713     | 2.60326      | 3.13587      |
| <b>182</b> | 0.67584     | 1.28622     | 1.65327     | 1.97308      | 2.34701     | 2.60311      | 3.13561      |
| <b>183</b> | 0.67583     | 1.28619     | 1.65322     | 1.97301      | 2.34690     | 2.60296      | 3.13536      |
| <b>184</b> | 0.67583     | 1.28617     | 1.65318     | 1.97294      | 2.34678     | 2.60281      | 3.13511      |
| <b>185</b> | 0.67582     | 1.28614     | 1.65313     | 1.97287      | 2.34667     | 2.60267      | 3.13487      |
| <b>186</b> | 0.67581     | 1.28612     | 1.65309     | 1.97280      | 2.34656     | 2.60252      | 3.13463      |
| <b>187</b> | 0.67580     | 1.28610     | 1.65304     | 1.97273      | 2.34645     | 2.60238      | 3.13438      |
| <b>188</b> | 0.67580     | 1.28607     | 1.65300     | 1.97266      | 2.34635     | 2.60223      | 3.13415      |
| <b>189</b> | 0.67579     | 1.28605     | 1.65296     | 1.97260      | 2.34624     | 2.60209      | 3.13391      |
| <b>190</b> | 0.67578     | 1.28602     | 1.65291     | 1.97253      | 2.34613     | 2.60195      | 3.13368      |
| <b>191</b> | 0.67578     | 1.28600     | 1.65287     | 1.97246      | 2.34603     | 2.60181      | 3.13345      |
| <b>192</b> | 0.67577     | 1.28598     | 1.65283     | 1.97240      | 2.34593     | 2.60168      | 3.13322      |
| <b>193</b> | 0.67576     | 1.28595     | 1.65279     | 1.97233      | 2.34582     | 2.60154      | 3.13299      |
| <b>194</b> | 0.67576     | 1.28593     | 1.65275     | 1.97227      | 2.34572     | 2.60141      | 3.13277      |
| <b>195</b> | 0.67575     | 1.28591     | 1.65271     | 1.97220      | 2.34562     | 2.60128      | 3.13255      |
| <b>196</b> | 0.67574     | 1.28589     | 1.65267     | 1.97214      | 2.34552     | 2.60115      | 3.13233      |
| <b>197</b> | 0.67574     | 1.28586     | 1.65263     | 1.97208      | 2.34543     | 2.60102      | 3.13212      |
| <b>198</b> | 0.67573     | 1.28584     | 1.65259     | 1.97202      | 2.34533     | 2.60089      | 3.13190      |
| <b>199</b> | 0.67572     | 1.28582     | 1.65255     | 1.97196      | 2.34523     | 2.60076      | 3.13169      |
| <b>200</b> | 0.67572     | 1.28580     | 1.65251     | 1.97190      | 2.34514     | 2.60063      | 3.13148      |

## **LAMPIRAN VIII**



**Tabel Nilai r Product Moment**

| N  | Taraf Signif |       | N  | Taraf Signif |       | N    | Taraf Signif |       |
|----|--------------|-------|----|--------------|-------|------|--------------|-------|
|    | 5%           | 10%   |    | 5%           | 10%   |      | 5%           | 10%   |
| 3  | 0,997        | 0,999 | 27 | 0,381        | 0,487 | 55   | 0,266        | 0,345 |
| 4  | 0,950        | 0,990 | 28 | 0,374        | 0,478 | 60   | 0,254        | 0,330 |
| 5  | 0,878        | 0,959 | 29 | 0,367        | 0,470 | 65   | 0,244        | 0,317 |
|    |              |       |    |              |       |      |              |       |
| 6  | 0,811        | 0,917 | 30 | 0,361        | 0,463 | 70   | 0,235        | 0,306 |
| 7  | 0,754        | 0,874 | 31 | <b>0,355</b> | 0,456 | 75   | 0,227        | 0,296 |
| 8  | 0,707        | 0,834 | 32 | 0,349        | 0,449 | 80   | 0,220        | 0,286 |
| 9  | 0,666        | 0,798 | 33 | 0,344        | 0,442 | 85   | 0,213        | 0,278 |
| 10 | 0,632        | 0,765 | 34 | 0,339        | 0,436 | 90   | 0,207        | 0,270 |
|    |              |       |    |              |       |      |              |       |
| 11 | 0,602        | 0,735 | 35 | 0,334        | 0,430 | 95   | 0,202        | 0,263 |
| 12 | 0,576        | 0,708 | 36 | 0,329        | 0,424 | 100  | 0,195        | 0,256 |
| 13 | 0,553        | 0,684 | 37 | 0,325        | 0,418 | 125  | 0,176        | 0,230 |
| 14 | 0,532        | 0,661 | 38 | 0,320        | 0,413 | 150  | 0,159        | 0,210 |
| 15 | 0,514        | 0,641 | 39 | 0,316        | 0,408 | 175  | 0,148        | 0,194 |
|    |              |       |    |              |       |      |              |       |
| 16 | 0,497        | 0,623 | 40 | 0,312        | 0,403 | 200  | 0,138        | 0,181 |
| 17 | 0,482        | 0,606 | 41 | 0,308        | 0,398 | 300  | 0,113        | 0,148 |
| 18 | 0,468        | 0,590 | 42 | 0,304        | 0,393 | 400  | 0,098        | 0,128 |
| 19 | 0,456        | 0,575 | 43 | 0,301        | 0,389 | 500  | 0,088        | 0,115 |
| 20 | 0,444        | 0,561 | 44 | 0,297        | 0,384 | 600  | 0,080        | 0,105 |
|    |              |       |    |              |       |      |              |       |
| 21 | 0,433        | 0,549 | 45 | 0,294        | 0,380 | 700  | 0,074        | 0,097 |
| 22 | 0,423        | 0,537 | 46 | 0,291        | 0,376 | 800  | 0,070        | 0,091 |
| 23 | 0,413        | 0,526 | 47 | 0,288        | 0,372 | 900  | 0,065        | 0,086 |
| 24 | 0,404        | 0,515 | 48 | 0,284        | 0,368 | 1000 | 0,062        | 0,081 |
| 25 | 0,396        | 0,505 | 49 | 0,281        | 0,364 |      |              |       |
| 26 | 0,388        | 0,496 | 50 | 0,279        | 0,361 |      |              |       |

## **LAMPIRAN IX**

LEMBAR BIMBINGAN

**NAMA MAHASISWA:** Cahya Rizqi A.  
**NO. MAHASISWA :** 318101160  
**JUDUL PENELITIAN :** Analisis Pengaruh Dimensi Kualitas Produk terhadap Minat Beli Konsumen di Toko Harum Batik Koe

**NAMA PEMBIMBING I:** Drs. Saekosa, M.M.  
**NAMA PEMBIMBING II:** Arif Pui Saputra, S.S.M.M.



| NO. | TANGGAL     | URAIAN BIMBINGAN                          | PARAF |
|-----|-------------|---|-------|
|     | 18/09       | habilitasi pembimbingan di latar belakang | Arif  |
|     |             | habilitasi pembimbingan                   | Arif  |
|     |             | habilitasi pembimbingan                   | Arif  |
|     | 27/09-22/10 | - tambahan nomor buku                     | Arif  |
|     |             | - pengantar awal seminar                  |       |
|     |             | menyusun ke dalam                         |       |
|     | 26/09-02/10 | ASST logistik                             | Arif  |
|     |             | habilitasi                                | Arif  |

| NO. | TANGGAL | URAIAN BIMBINGAN | PARAF |
|-----|---------|------------------|-------|
|     | 19/06   | 2020 masalah     | Arif  |
|     |         | peyuan           | Arif  |
|     |         | peyuan           | Arif  |
|     |         | Dr. Sambrotan    | Arif  |
|     | 20/06   | peyuan           | Arif  |
|     | 25/06   | peyuan           | Arif  |
|     |         | peyuan           | Arif  |
|     |         | peyuan           | Arif  |
|     | 29/06   | peyuan           | Arif  |
|     |         | peyuan           | Arif  |
|     |         | peyuan           | Arif  |
|     |         | peyuan           | Arif  |

LEMBAR BIMBINGAN

LEMBAR BIMBINGAN



**NAMA MAHASISWA:** Cahya Rizqi A.  
**NO. MAHASISWA :** 313101160  
**JUDUL PENELITIAN :** Analisis Pengaruh Dimensi Kualitas Produk Terhadap Minat Beli Konsumen di Toko Harum Kori & Re

**NAMA PEMBIMBING I:** Drs. Santosa, M.M.

**NAMA PEMBIMBING II:** Arif Dwi Saputra, S.Si, M.M.

| NO. | TANGGAL | URAIAN BIMBINGAN  | PASIF |
|-----|---------|---|-------|
| 1   | 11/9    | Wawancara dengan informan mengenai definisi operasional, manfaat penelitian, dan materi wawancara | ku    |
| 2   | 14/9    | Menyusun proposal dan materi wawancara  | ku    |
| 3   | 17/9    | Menyusun proposal dan materi wawancara  | ku    |
| 4   | 20/9    | Menyusun proposal dan materi wawancara  | ku    |
| 5   | 23/9    | Menyusun proposal dan materi wawancara  | ku    |
| 6   | 26/9    | Menyusun proposal dan materi wawancara  | ku    |
| 7   | 29/9    | Menyusun proposal dan materi wawancara  | ku    |

| NO. | TANGGAL | URAIAN BIMBINGAN  | PASIF |
|-----|---------|---|-------|
| 1   | 28/9-22 | Salah III   |       |
| 2   |         | - Dikumpulkan em-<br>- dgn 10 angket & kuabasi<br>- dgn 10 Btl babas proposal | ku    |
| 3   |         | ku  |       |
| 4   |         | ku  |       |
| 5   |         | ku  |       |
| 6   |         | ku  |       |
| 7   |         | ku  |       |
| 8   |         | ku  |       |
| 9   |         | ku  |       |
| 10  | 1/10-22 | ku  | ku    |
| 11  | 4/10    | ku  | ku    |
| 12  | 7/10    | ku  | ku    |

