



LAMPIRAN

Lampiran 1: Kuesioner Penelitian

Kuesioner Pengaruh *Electronic Word of Mouth* di Instagram dan *Sales Promotion* Terhadap Minat Beli Konsumen Bittersweet by Najla

Selamat pagi/siang/sore/malam, semoga saudara/i dalam keadaan sehat selalu

Perkenalkan nama saya Stephen Chrisnada. Saya merupakan mahasiswa aktif Program Studi Manajemen konsentrasi Pemasaran pada Institut Bisnis dan Informatika Kwik Kian Gie. Saat ini saya sedang menyusun tugas akhir skripsi dengan judul "*Pengaruh Electronic Word of Mouth* di Instagram dan *Sales Promotion* terhadap Minat Beli Konsumen Bittersweet by Najla".

Sehubungan dengan hal tersebut, saya memohon kesediaan saudara/i meluangkan waktu untuk berpartisipasi dalam menjawab pernyataan-pernyataan yang terdapat di kuesioner ini. Kuesioner ini bersifat pribadi dan tertutup sehingga akan dijaga kerahasiaannya dan hanya akan digunakan untuk keperluan penelitian ini. Atas partisipasi saudara/i, saya ucapkan terima kasih.

A. Karakteristik Responden

1. Apakah Anda memiliki akun Instagram?
 - a. Ya
 - b. Tidak (mohon berhenti sampai disini)
2. Apakah Anda pernah membeli dan mengonsumsi produk Bittersweet by Najla?
 - a. Ya
 - b. Tidak (mohon berhenti sampai disini)
3. Nama
4. Jenis Kelamin
 - a. Pria
 - b. Wanita
5. Usia
 - a. ≤17 Tahun
 - b. 18 – 25 Tahun
 - c. 26 – 30 Tahun
 - d. >31 Tahun
6. Pekerjaan
 - a. Pelajar/Mahasiswa
 - b. Karyawan/i
 - c. Wiraswasta



- d. Ibu Rumah Tangga
- e. Lainnya

7. Pendapatan/penghasilan per bulan
- a. <Rp 2.000.000
 - b. Rp 2.000.000 – Rp 5.000.000
 - c. Rp 5.000.001 – Rp 10.000.000
 - d. >Rp 10.000.000

1. Electronic Word of Mouth

Petunjuk: Pilihlah jawaban yang menurut anda paling sesuai dengan pertanyaan yang diajukan

Ada 5 tingkatan dalam pengisian kuesioner ini karena menggunakan Skala Likert, yaitu:

- 5 Sangat Setuju (SS)
- 4 Setuju (S)
- 3 Netral (N)
- 2 Tidak Setuju (TS)
- 1 Sangat Tidak Setuju (STS)

1. Saya sering membuka Instagram untuk mencari tentang Bittersweet by Najla

| | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> |

2. Saya dapat merasakan bahwa Instagram merupakan tempat yang efektif untuk mendapatkan informasi mengenai Bittersweet by Najla

| | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> |

3. Saya tidak pernah membaca testimoni ketidakpuasan terhadap Bittersweet by Najla di Instagram

| | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> |

4. Melalui Instagram saya mendapatkan rekomendasi yang berkaitan dengan Bittersweet by Najla

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| | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> |

5 Melalui Instagram saya merasakan kepedulian orang lain saat merekomendasikan produk Bittersweet by Najla

| | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> |

6 Melalui Instagram saya mendapatkan informasi mengenai komentar/review positif konsumen Bittersweet by Najla

| | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> |

7 Melalui Instagram saya mendapatkan bahwa Bittersweet by Najla merupakan pilihan yang tepat untuk produk dessertbox

| | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> |

8. Saya memperoleh informasi mengenai Bittersweet by Najla melalui Instagram

| | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> |

9 Saya ikut berinteraksi dalam Instagram untuk mengetahui informasi tentang Bittersweet by Najla

| | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> |

10. Melalui Instagram saya dapat merasakan kesediaan orang lain dalam membantu publikasi produk Bittersweet by Najla

| | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> |

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11. Saya merasa puas dengan produk Bittersweet by Najla sehingga saya ingin turut sharing tentang kepuasan saya di Instagram

| | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| C | 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> |

1 Saya ingin mencari informasi melalui Instagram mengenai Bittersweet by Najla

| | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> |

1 Saya berharap mendapatkan informasi dari Instagram yang dapat menjawab pertanyaan saya terhadap produk Bittersweet by Najla

| | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> |

2. Sales Promotion

1 Bittersweet by Najla sering memberikan potongan harga

| | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> |

2 Besaran potongan harga/ diskon yang diberikan Bittersweet by Najla menarik perhatian saya

| | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> |

3 Potongan harga/ diskon yang diberikan Bittersweet by Najla sangat bermanfaat bagi saya

| | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> |

4 Kupon belanja yang diberikan Bittersweet by Najla di berbagai platform penjualan menarik perhatian saya

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| | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> |

5. Hak cipta milik IBI KKG (Institut Bisnis dan Informatika Kwik Kian Gie)

Saya senang dengan adanya kupon belanja yang diberikan oleh Bittersweet by Najla

| | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> |

6. Bittersweet by Najla mampu menawarkan produknya dengan baik

| | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> |

7. Produk yang ditawarkan oleh Bittersweet by Najla beragam dan memiliki bentuk yang bagus

| | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> |

3. Minat Beli Konsumen

1. Saya tertarik membeli dessertbox Bittersweet by Najla

| | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> |

2. Bila ada kesempatan saya akan membeli dessertbox Bittersweet by Najla

| | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> |

3. Saya akan merekomendasikan orang lain untuk membeli dessertbox Bittersweet by Najla

| | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> |

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4. Saya akan memberikan testimoni positif mengenai dessertbox Bittersweet by Najla kepada teman-teman saya

| | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> |

5. Saya akan menjadikan dessertbox Bittersweet by Najla sebagai prioritas dessertbox pilihan pertama dibandingkan merek dessertbox lainnya

| | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> |

6. Saya lebih berminat membeli dessertbox Bittersweet by Najla daripada dengan merek dessertbox lainnya

| | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> |

7. Saya tertarik untuk mencari informasi lebih lanjut mengenai dessertbox Bittersweet by Najla

| | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> |

8. Saya selalu tertarik mencari informasi tentang produk-produk terbaru yang ditawarkan Bittersweet by Najla

| | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="radio"/> |

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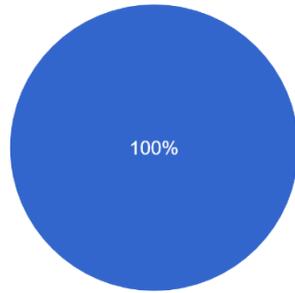
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Lampiran 2: Data Profil Responden Berdasarkan Kepemilikan Akun Instagram

Apakah anda memiliki akun Instagram?

148 responses

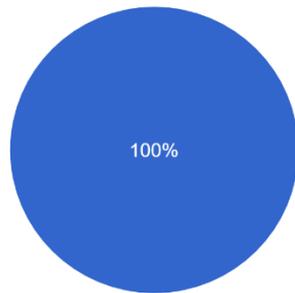


● Ya
● Tidak (mohon berhenti sampai disini)

Lampiran 3: Data Profil Responden Berdasarkan Pernah Membeli dan Mengonsumsi Produk Bittersweet by Najla

Apakah anda pernah membeli dan mengonsumsi produk Bittersweet by Najla?

148 responses



● Ya
● Tidak (mohon berhenti sampai disini)

Lampiran 4: Data Profil Responden Berdasarkan Nama

| No. | Nama |
|-----|------------------|
| 1 | Paraswati Lynda |
| 2 | Setephani |
| 3 | Yudi Zaifan |
| 4 | Ibrahim Putra |
| 5 | Leswati Nina |
| 6 | Amanda P |
| 7 | Anton Purnama |
| 8 | Naftali Michelle |
| 9 | Friska |
| 10 | Febri |
| 11 | Michael Gautama |
| 12 | Jessica Christie |
| 13 | Abednego |



| | |
|----|----------------------------------|
| 14 | Hendri Audrick |
| 15 | Aaron J |
| 16 | Blauss B |
| 17 | syane |
| 18 | Alfie Solomons |
| 19 | elayne febiola |
| 20 | Willy Mulia |
| 21 | Ryan Kusuma |
| 22 | Gary Antonio |
| 23 | Maria |
| 24 | Rachel M |
| 25 | Alvin Samuel |
| 26 | Gio |
| 27 | Christie |
| 28 | Arie Pratama |
| 29 | Dhani |
| 30 | Indri Astuti |
| 31 | Patricia Shelin |
| 32 | Firman Syahputra |
| 33 | Michael W |
| 34 | Joanie |
| 35 | Veni Junisia |
| 36 | Denny Indra |
| 37 | Prasetya Awan |
| 38 | Rochelle |
| 39 | Vincent Christopher |
| 40 | Kayya Shalomina |
| 41 | Tri sari chrisniati |
| 42 | Ayesha Talitha Aqeela Haholongan |
| 43 | Rafi Rahid Hakim |
| 44 | Putri |
| 45 | Alin |
| 46 | Tinut sugeng |
| 47 | celine |
| 48 | Hakim |
| 49 | katherine |
| 50 | aldo sinaga |
| 51 | Daniel Eka |
| 52 | Rina |
| 53 | Inggrid |
| 54 | Amy Meitasari |
| 55 | Rosmania |
| 56 | Alfi |
| 57 | Bagus |
| 58 | Viola |
| 59 | Nimas |
| 60 | Yohanes Andreas |
| 61 | Asita |
| 62 | Budiarti |
| 63 | Dinda |
| 64 | Reyska |

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| | |
|-----|------------------------|
| 65 | Gianti novitasari |
| 66 | Dhito |
| 67 | Eveline |
| 68 | Evangelisca Trisna |
| 69 | Veren |
| 70 | Ghifari |
| 71 | Ambiya Filardi |
| 72 | Indah Kusuma Effendi |
| 73 | Yohanes Aldy |
| 74 | Yohana |
| 75 | Amanda |
| 76 | Stephen Chrisnada |
| 77 | Aditya Putra |
| 78 | Ameliana |
| 79 | Stefanny |
| 80 | Juliana |
| 81 | Permata Kusuma |
| 82 | Isabella |
| 83 | Ferliany |
| 84 | Samuel Iskandar |
| 85 | Peter |
| 86 | Ricardo Antonius |
| 87 | Faizal Muhammad |
| 88 | Novi listiana |
| 89 | Suhardi Widjaja |
| 90 | Bambang |
| 91 | Christina Ellen |
| 92 | Jessica Sutanto |
| 93 | cynthia limtaroli |
| 94 | Giovanni |
| 95 | Agatha |
| 96 | Felice Meryn |
| 97 | Irwan |
| 98 | Lidya |
| 99 | Billy Tanaka |
| 100 | Mutia |
| 101 | Aliya |
| 102 | Raden Adhyasa Pradigta |
| 103 | Dwi Rahmawati |
| 104 | Lidia Sulistiyono |
| 105 | Laras Weningtyas |
| 106 | Novrina |
| 107 | Vivi |
| 108 | Sekar Ayu |
| 109 | Felicia |
| 110 | Billy Wijaya |
| 111 | William Pras |
| 112 | Josephine |
| 113 | Danie Chang |
| 114 | Ridwan Ananda |
| 115 | Fadhilah Pimarinata |
| 116 | Cindy |
| 117 | Bella |

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b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.

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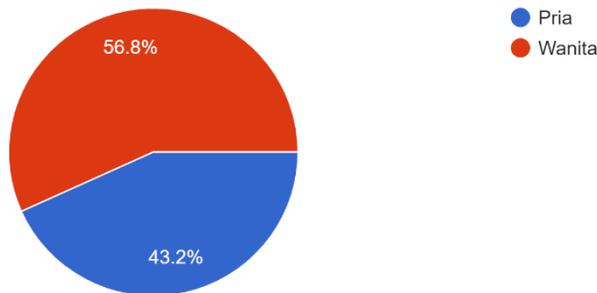


| | |
|-----|---------------------|
| 118 | Kristin |
| 119 | Freddy |
| 120 | Kevin Wang |
| 121 | Daniel Ch |
| 122 | Arya Pratama |
| 123 | Hanna |
| 124 | Priscilla |
| 125 | Deviana |
| 126 | Gracia |
| 127 | Dario |
| 128 | Sisca |
| 129 | Rio |
| 130 | Risma Fitri |
| 131 | Billa |
| 132 | Atet |
| 133 | Isabella |
| 134 | Sharon Winne |
| 135 | Andrew |
| 136 | Daniel Jatmiko |
| 137 | Yulia |
| 138 | Hanna Tan |
| 139 | Filemon |
| 140 | clara |
| 141 | Lukas Meliniawan |
| 142 | Sthira Danuar |
| 143 | Yoel |
| 144 | Sheren |
| 145 | Intan |
| 146 | Vierlyando Setiawan |
| 147 | Oktavia |
| 148 | Rini Meiliana |

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Lampiran 5: Data Profil Responden Berdasarkan Jenis Kelamin

Jenis Kelamin
148 responses

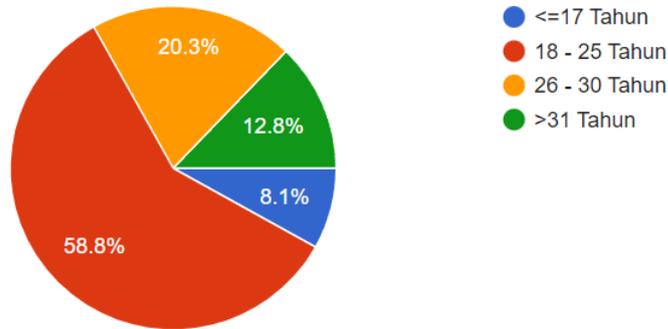




Lampiran 6: Data Profil Responden Berdasarkan Usia

Usia

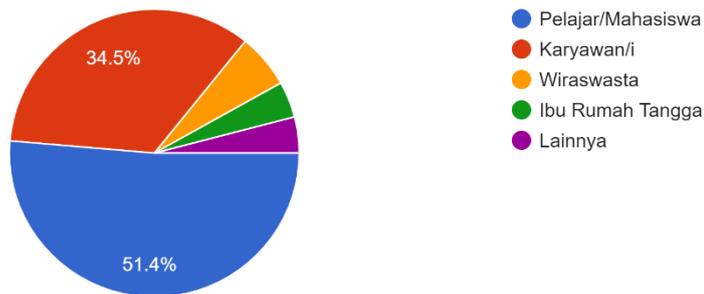
148 responses



Lampiran 7: Data Profil Responden Berdasarkan Pekerjaan

Pekerjaan

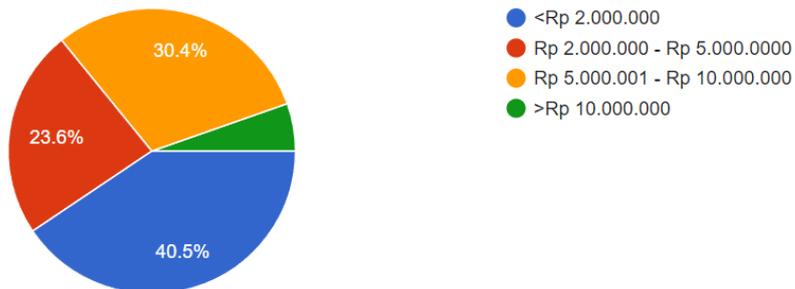
148 responses



Lampiran 8: Data Profil Responden Berdasarkan Pendapatan/penghasilan per bulan

Pendapatan/penghasilan per bulan

148 responses



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Lampiran 9: Data Kuesioner *Electronic Word of Mouth*

| No. | Kp1 | Kp2 | Kp3 | Kp4 | Kp5 | Kp6 | Kp7 | Kp8 | Kp9 | Kp10 | Kp11 | Kp12 | Kp13 | TOTAL |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|-------|
| 1 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 64 |
| 2 | 3 | 4 | 4 | 1 | 4 | 4 | 3 | 5 | 4 | 5 | 3 | 5 | 5 | 50 |
| 3 | 1 | 3 | 3 | 3 | 4 | 5 | 4 | 4 | 2 | 4 | 4 | 3 | 4 | 44 |
| 4 | 3 | 4 | 5 | 4 | 3 | 3 | 3 | 5 | 4 | 4 | 3 | 3 | 4 | 48 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 64 |
| 6 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 3 | 3 | 3 | 5 | 5 | 57 |
| 7 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 3 | 3 | 54 |
| 8 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 57 |
| 9 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 64 |
| 10 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 47 |
| 11 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 62 |
| 12 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 62 |
| 13 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 63 |
| 14 | 4 | 4 | 5 | 2 | 4 | 5 | 4 | 5 | 5 | 3 | 4 | 4 | 3 | 52 |
| 15 | 3 | 5 | 5 | 4 | 5 | 5 | 4 | 2 | 4 | 5 | 5 | 3 | 5 | 55 |
| 16 | 2 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 53 |
| 17 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 42 |
| 18 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 63 |
| 19 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 52 |
| 20 | 5 | 4 | 2 | 5 | 4 | 5 | 4 | 5 | 2 | 5 | 1 | 4 | 4 | 50 |
| 21 | 2 | 4 | 1 | 1 | 4 | 4 | 5 | 2 | 1 | 5 | 1 | 2 | 3 | 35 |
| 22 | 4 | 5 | 1 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 1 | 4 | 5 | 53 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| 24 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 63 |
| 25 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 51 |
| 26 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 65 |
| 27 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 49 |
| 28 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 61 |
| 29 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 47 |
| 30 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 61 |
| 31 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 65 |
| 32 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| 33 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 48 |
| 34 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 2 | 4 | 4 | 5 | 5 | 54 |
| 35 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 46 |
| 36 | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 48 |
| 37 | 3 | 4 | 2 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 45 |
| 38 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 51 |
| 39 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 2 | 3 | 2 | 4 | 4 | 44 |
| 40 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 63 |
| 41 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 65 |
| 42 | 2 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 41 |
| 43 | 3 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 3 | 5 | 3 | 5 | 5 | 57 |
| 44 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 61 |

1. Ditaring mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:

- a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.
2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.



| | | | | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 45 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 49 |
| 46 | 4 | 5 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 52 |
| 47 | 1 | 4 | 5 | 2 | 4 | 4 | 4 | 4 | 2 | 5 | 2 | 5 | 4 | 46 |
| 48 | 1 | 4 | 4 | 1 | 3 | 3 | 4 | 5 | 1 | 5 | 3 | 4 | 4 | 42 |
| 49 | 3 | 5 | 2 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 2 | 3 | 4 | 46 |
| 50 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 53 |
| 51 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 2 | 4 | 3 | 4 | 4 | 50 |
| 52 | 2 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 2 | 5 | 3 | 4 | 5 | 51 |
| 53 | 2 | 4 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 3 | 3 | 3 | 35 |
| 54 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 60 |
| 55 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 62 |
| 56 | 1 | 2 | 4 | 2 | 2 | 4 | 4 | 2 | 2 | 3 | 2 | 2 | 4 | 34 |
| 57 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 48 |
| 58 | 5 | 5 | 4 | 5 | 3 | 5 | 4 | 3 | 4 | 4 | 2 | 5 | 5 | 54 |
| 59 | 5 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 50 |
| 60 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 59 |
| 61 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 63 |
| 62 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 5 | 58 |
| 63 | 4 | 4 | 3 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 56 |
| 64 | 2 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 2 | 5 | 3 | 3 | 4 | 49 |
| 65 | 3 | 3 | 5 | 3 | 4 | 4 | 4 | 2 | 1 | 4 | 3 | 2 | 3 | 41 |
| 66 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 51 |
| 67 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 48 |
| 68 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 51 |
| 69 | 1 | 5 | 3 | 2 | 2 | 4 | 4 | 4 | 2 | 4 | 2 | 2 | 5 | 40 |
| 70 | 2 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 39 |
| 71 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 49 |
| 72 | 2 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 1 | 4 | 3 | 5 | 5 | 53 |
| 73 | 2 | 3 | 5 | 1 | 5 | 3 | 3 | 3 | 1 | 4 | 3 | 2 | 3 | 38 |
| 74 | 3 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 51 |
| 75 | 2 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 3 | 4 | 3 | 3 | 3 | 47 |
| 76 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 58 |
| 77 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 57 |
| 78 | 4 | 4 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 79 | 4 | 5 | 2 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 5 | 5 | 55 |
| 80 | 2 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 57 |
| 81 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 54 |
| 82 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 51 |
| 83 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 65 |
| 84 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 63 |
| 85 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 53 |
| 86 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 46 |
| 87 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 2 | 2 | 4 | 4 | 49 |
| 88 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 54 |
| 89 | 2 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 45 |
| 90 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 61 |
| 91 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 3 | 5 | 4 | 4 | 5 | 57 |
| 92 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 5 | 3 | 3 | 3 | 5 | 5 | 47 |
| 93 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 51 |
| 94 | 5 | 4 | 2 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 49 |

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:

- a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
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2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.



| | | | | | | | | | | | | | | |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 95 | 2 | 3 | 2 | 4 | 2 | 4 | 4 | 4 | 2 | 2 | 3 | 4 | 4 | 40 |
| 96 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 63 |
| 97 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 60 |
| 98 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 3 | 5 | 3 | 56 |
| 99 | 3 | 3 | 2 | 3 | 3 | 4 | 4 | 4 | 2 | 3 | 3 | 4 | 4 | 42 |
| 100 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 53 |
| 101 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 48 |
| 102 | 3 | 5 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 56 |
| 103 | 3 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 55 |
| 104 | 4 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 61 |
| 105 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 58 |
| 106 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 52 |
| 107 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 53 |
| 108 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 61 |
| 109 | 2 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 43 |
| 110 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 44 |
| 111 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 4 | 44 |
| 112 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 5 | 55 |
| 113 | 4 | 5 | 4 | 5 | 2 | 4 | 5 | 5 | 3 | 2 | 3 | 4 | 5 | 51 |
| 114 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 49 |
| 115 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 46 |
| 116 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 44 |
| 117 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 58 |
| 118 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 59 |
| 119 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 3 | 2 | 3 | 2 | 4 | 4 | 39 |
| 120 | 4 | 4 | 2 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 53 |
| 121 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 58 |
| 122 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 53 |
| 123 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 63 |
| 124 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 63 |
| 125 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 64 |
| 126 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 62 |
| 127 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 65 |
| 128 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 65 |
| 129 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 65 |
| 130 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 61 |
| 131 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 65 |
| 132 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 46 |
| 133 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 58 |
| 134 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 53 |
| 135 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 65 |
| 136 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 45 |
| 137 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 65 |
| 138 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 49 |
| 139 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 65 |
| 140 | 5 | 5 | 3 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 5 | 5 | 57 |
| 141 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 63 |
| 142 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 51 |
| 143 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 62 |
| 144 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 65 |

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:

- a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
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2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.



| | | | | | | | | | | | | | | |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 145 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 49 |
| 146 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 63 |
| 147 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 65 |
| 148 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 65 |

Lampiran 10: Data Kuesioner Sales Promotion

| No. | Kp1 | Kp2 | Kp3 | Kp4 | Kp5 | Kp6 | Kp7 | Total |
|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| 1 | 4 | 4 | 5 | 5 | 5 | 4 | 2 | 29 |
| 2 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 30 |
| 3 | 3 | 4 | 5 | 5 | 5 | 4 | 5 | 31 |
| 4 | 3 | 5 | 5 | 5 | 5 | 4 | 3 | 30 |
| 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 32 |
| 6 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 34 |
| 7 | 3 | 3 | 3 | 4 | 5 | 4 | 5 | 27 |
| 8 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 29 |
| 9 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 11 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 34 |
| 12 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 33 |
| 13 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 34 |
| 14 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 32 |
| 15 | 3 | 5 | 5 | 5 | 5 | 5 | 3 | 31 |
| 16 | 3 | 5 | 4 | 4 | 5 | 3 | 3 | 27 |
| 17 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 24 |
| 18 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 33 |
| 19 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 32 |
| 20 | 5 | 4 | 5 | 3 | 5 | 4 | 4 | 30 |
| 21 | 5 | 2 | 3 | 2 | 5 | 5 | 5 | 27 |
| 22 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 34 |
| 23 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 30 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 25 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 33 |
| 26 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 27 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 34 |
| 28 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 27 |
| 30 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 34 |
| 31 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 33 |
| 32 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 32 |
| 33 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 33 |
| 34 | 5 | 4 | 3 | 4 | 4 | 5 | 5 | 30 |
| 35 | 3 | 3 | 3 | 3 | 3 | 5 | 4 | 24 |
| 36 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 37 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 28 |
| 38 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 27 |

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:

- a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.
2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.



| | | | | | | | | |
|----|---|---|---|---|---|---|---|----|
| 39 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 32 |
| 40 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 34 |
| 41 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 33 |
| 42 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 23 |
| 43 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 30 |
| 44 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 45 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 29 |
| 46 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 29 |
| 47 | 2 | 4 | 5 | 5 | 5 | 5 | 5 | 31 |
| 48 | 4 | 2 | 4 | 1 | 4 | 4 | 5 | 24 |
| 49 | 4 | 2 | 3 | 3 | 2 | 4 | 4 | 22 |
| 50 | 3 | 3 | 4 | 4 | 5 | 5 | 5 | 29 |
| 51 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 30 |
| 52 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 25 |
| 53 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 33 |
| 54 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 32 |
| 55 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 33 |
| 56 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 32 |
| 57 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 58 | 5 | 3 | 4 | 4 | 4 | 5 | 5 | 30 |
| 59 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 30 |
| 60 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 61 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 33 |
| 62 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 30 |
| 63 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 64 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 31 |
| 65 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 28 |
| 66 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 69 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 24 |
| 70 | 3 | 3 | 5 | 2 | 4 | 4 | 4 | 25 |
| 71 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 23 |
| 72 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 29 |
| 73 | 2 | 2 | 2 | 2 | 2 | 4 | 5 | 19 |
| 74 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 26 |
| 75 | 3 | 3 | 3 | 3 | 3 | 4 | 5 | 24 |
| 76 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 33 |
| 77 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 32 |
| 78 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 79 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 34 |
| 80 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 28 |
| 81 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 82 | 3 | 3 | 3 | 3 | 3 | 5 | 4 | 24 |
| 83 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 84 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 31 |
| 85 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 26 |
| 86 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 26 |
| 87 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 30 |
| 88 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 30 |

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:

- a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.
2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.



| | | | | | | | | |
|-----|---|---|---|---|---|---|---|----|
| 89 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 32 |
| 90 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 32 |
| 91 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 29 |
| 92 | 3 | 5 | 5 | 5 | 4 | 4 | 5 | 31 |
| 93 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 30 |
| 94 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 25 |
| 95 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 27 |
| 96 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 97 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 98 | 3 | 3 | 3 | 3 | 3 | 5 | 5 | 25 |
| 99 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 30 |
| 100 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 101 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 29 |
| 102 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 31 |
| 103 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 31 |
| 104 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 105 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 31 |
| 106 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 23 |
| 107 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 108 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 109 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 24 |
| 110 | 3 | 3 | 3 | 5 | 4 | 4 | 4 | 26 |
| 111 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 25 |
| 112 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 33 |
| 113 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 27 |
| 114 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 34 |
| 115 | 3 | 2 | 3 | 3 | 3 | 4 | 4 | 22 |
| 116 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 23 |
| 117 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 29 |
| 118 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 30 |
| 119 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 25 |
| 120 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 121 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 34 |
| 122 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 123 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 124 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 33 |
| 125 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 126 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 127 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 128 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 129 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 130 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 131 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 132 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 30 |
| 133 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 29 |
| 134 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 34 |
| 135 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 136 | 3 | 4 | 4 | 4 | 5 | 3 | 3 | 26 |
| 137 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 138 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 30 |

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:

- a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.
2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.



| | | | | | | | | |
|-----|---|---|---|---|---|---|---|----|
| 139 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 140 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 28 |
| 141 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 142 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 31 |
| 143 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 144 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 145 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 25 |
| 146 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 147 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 148 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |

Lampiran 11: Data Kuesioner Minat Beli Konsumen

| No. | Kp1 | Kp2 | Kp3 | Kp4 | Kp5 | Kp6 | Kp7 | Kp8 | Total |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| 1 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 37 |
| 2 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 3 | 35 |
| 3 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 2 | 33 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 6 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 35 |
| 7 | 5 | 3 | 5 | 5 | 5 | 4 | 3 | 3 | 33 |
| 8 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
| 9 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 31 |
| 11 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 36 |
| 12 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 37 |
| 13 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 14 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 2 | 33 |
| 15 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 2 | 34 |
| 16 | 4 | 3 | 5 | 5 | 3 | 3 | 3 | 2 | 28 |
| 17 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 26 |
| 18 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 19 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 26 |
| 20 | 4 | 4 | 4 | 5 | 2 | 2 | 3 | 3 | 27 |
| 21 | 2 | 2 | 2 | 3 | 1 | 2 | 1 | 2 | 15 |
| 22 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 32 |
| 23 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 36 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 25 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 34 |
| 26 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 27 | 4 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 34 |
| 28 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 39 |
| 29 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 30 |
| 30 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 31 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 32 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 34 |

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber.

- a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.
2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.



| | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|----|
| 33 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
| 34 | 5 | 5 | 4 | 4 | 3 | 3 | 5 | 5 | 34 |
| 35 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 26 |
| 36 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 30 |
| 37 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 29 |
| 38 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
| 39 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 29 |
| 40 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 38 |
| 41 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 42 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 31 |
| 43 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 37 |
| 44 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 38 |
| 45 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 36 |
| 46 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 47 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 36 |
| 48 | 4 | 4 | 2 | 3 | 1 | 2 | 4 | 1 | 21 |
| 49 | 4 | 3 | 4 | 3 | 5 | 5 | 2 | 2 | 28 |
| 50 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 |
| 51 | 4 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 30 |
| 52 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 30 |
| 53 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 27 |
| 54 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 38 |
| 55 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 56 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 3 | 35 |
| 57 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 58 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 37 |
| 59 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
| 60 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 61 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 38 |
| 62 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 34 |
| 63 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 64 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 29 |
| 66 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 67 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 26 |
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 69 | 4 | 4 | 2 | 4 | 1 | 1 | 3 | 1 | 20 |
| 70 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 21 |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 72 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 73 | 4 | 4 | 3 | 4 | 5 | 5 | 1 | 1 | 27 |
| 74 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 29 |
| 75 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 30 |
| 76 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 35 |
| 77 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 35 |
| 78 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 39 |
| 79 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 35 |
| 80 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 81 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| 82 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |

1. Ditaring mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:

- a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
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2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.



| | | | | | | | | | |
|-----|---|---|---|---|---|---|---|---|----|
| 83 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 84 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 85 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 86 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 27 |
| 87 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 34 |
| 88 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 89 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 38 |
| 90 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 37 |
| 91 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 36 |
| 92 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 34 |
| 93 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 34 |
| 94 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 30 |
| 95 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 26 |
| 96 | 5 | 5 | 5 | 5 | 3 | 3 | 3 | 3 | 32 |
| 97 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 37 |
| 98 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 2 | 32 |
| 99 | 4 | 4 | 4 | 3 | 4 | 5 | 3 | 4 | 31 |
| 100 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 35 |
| 101 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 27 |
| 102 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 36 |
| 103 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 35 |
| 104 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 105 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 39 |
| 106 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 28 |
| 107 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 108 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 109 | 4 | 4 | 3 | 3 | 2 | 2 | 2 | 2 | 22 |
| 110 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 29 |
| 111 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 35 |
| 112 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 37 |
| 113 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 32 |
| 114 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 35 |
| 115 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 25 |
| 116 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 28 |
| 117 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 37 |
| 118 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 34 |
| 119 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 28 |
| 120 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 36 |
| 121 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 122 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 34 |
| 123 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 124 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 38 |
| 125 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 126 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 127 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 38 |
| 128 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 37 |
| 129 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 37 |
| 130 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 131 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 38 |
| 132 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 32 |

1. Ditaring mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:

- a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
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2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.



| | | | | | | | | | |
|-----|---|---|---|---|---|---|---|---|----|
| 133 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 33 |
| 134 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 34 |
| 135 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 136 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 28 |
| 137 | 5 | 5 | 5 | 5 | 3 | 3 | 5 | 5 | 36 |
| 138 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 35 |
| 139 | 5 | 5 | 5 | 5 | 3 | 3 | 3 | 3 | 32 |
| 140 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 141 | 5 | 5 | 5 | 5 | 3 | 3 | 3 | 3 | 32 |
| 142 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 143 | 5 | 5 | 5 | 5 | 3 | 3 | 3 | 3 | 32 |
| 144 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 145 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 28 |
| 146 | 5 | 5 | 5 | 5 | 3 | 3 | 3 | 3 | 32 |
| 147 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 148 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |

Lampiran 12: Hasil Output Uji Validitas

1. Hasil Output Uji Validitas Electronic Word of Mouth

| | | VAR00001 | VAR00002 | VAR00003 | VAR00004 | VAR00005 | VAR00006 | VAR00007 | VAR00008 | VAR00009 | VAR00010 | VAR00011 | VAR00012 | VAR00013 | TOTAL |
|----------|---------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|--------|
| VAR00001 | Pearson Correlation | 1 | .487** | .219** | .562** | .373** | .397** | .389** | .424** | .603** | .291** | .456** | .568** | .477** | .686** |
| | Sig. (2-tailed) | | .000 | .007 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |
| VAR00002 | Pearson Correlation | .487** | 1 | .395** | .632** | .465** | .534** | .558** | .550** | .537** | .467** | .393** | .505** | .519** | .734** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |
| VAR00003 | Pearson Correlation | .219** | .395** | 1 | .301** | .483** | .379** | .331** | .324** | .372** | .446** | .532** | .350** | .374** | .593** |
| | Sig. (2-tailed) | .007 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |
| VAR00004 | Pearson Correlation | .562** | .632** | .301** | 1 | .476** | .619** | .582** | .537** | .568** | .354** | .508** | .576** | .569** | .774** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |
| VAR00005 | Pearson Correlation | .373** | .465** | .483** | .476** | 1 | .591** | .543** | .436** | .505** | .608** | .582** | .455** | .407** | .733** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |
| VAR00006 | Pearson Correlation | .397** | .534** | .379** | .619** | .591** | 1 | .671** | .535** | .512** | .444** | .448** | .507** | .579** | .746** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |
| VAR00007 | Pearson Correlation | .389** | .558** | .331** | .582** | .543** | .671** | 1 | .545** | .442** | .386** | .389** | .479** | .523** | .700** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |
| VAR00008 | Pearson Correlation | .424** | .550** | .324** | .537** | .436** | .535** | .545** | 1 | .544** | .361** | .458** | .617** | .505** | .716** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |
| VAR00009 | Pearson Correlation | .603** | .537** | .372** | .568** | .505** | .512** | .442** | .544** | 1 | .461** | .694** | .599** | .514** | .804** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |
| VAR00010 | Pearson Correlation | .291** | .467** | .446** | .354** | .608** | .444** | .386** | .361** | .461** | 1 | .477** | .396** | .446** | .645** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |
| VAR00011 | Pearson Correlation | .456** | .393** | .532** | .508** | .582** | .448** | .369** | .458** | .694** | .477** | 1 | .532** | .468** | .761** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |
| VAR00012 | Pearson Correlation | .568** | .505** | .350** | .576** | .455** | .507** | .479** | .617** | .599** | .396** | .532** | 1 | .663** | .768** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |
| VAR00013 | Pearson Correlation | .477** | .519** | .374** | .569** | .407** | .579** | .523** | .505** | .514** | .446** | .468** | .663** | 1 | .733** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |
| TOTAL | Pearson Correlation | .686** | .734** | .593** | .774** | .733** | .746** | .700** | .716** | .804** | .645** | .761** | .768** | .733** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |

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

1. Ditaring mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
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2. Hasil Output Uji Validitas Sales Promotion

Correlations

| | | VAR00001 | VAR00002 | VAR00003 | VAR00004 | VAR00005 | VAR00006 | VAR00007 | TOTAL |
|----------|---------------------|----------|----------|----------|----------|----------|----------|----------|--------|
| VAR00001 | Pearson Correlation | 1 | .526** | .507** | .438** | .452** | .429** | .405** | .731** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |
| VAR00002 | Pearson Correlation | .526** | 1 | .791** | .759** | .638** | .353** | .176* | .838** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .033 | .000 |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |
| VAR00003 | Pearson Correlation | .507** | .791** | 1 | .698** | .676** | .351** | .180* | .823** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .029 | .000 |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |
| VAR00004 | Pearson Correlation | .438** | .759** | .698** | 1 | .702** | .396** | .219** | .829** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 | .007 | .000 |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |
| VAR00005 | Pearson Correlation | .452** | .638** | .676** | .702** | 1 | .371** | .229** | .787** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | .005 | .000 |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |
| VAR00006 | Pearson Correlation | .429** | .353** | .351** | .396** | .371** | 1 | .615** | .649** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |
| VAR00007 | Pearson Correlation | .405** | .176* | .180* | .219** | .229** | .615** | 1 | .514** |
| | Sig. (2-tailed) | .000 | .033 | .029 | .007 | .005 | .000 | | .000 |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |
| TOTAL | Pearson Correlation | .731** | .838** | .823** | .829** | .787** | .649** | .514** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |

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

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

Hak Cipta Dilindungi Undang-Undang

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Institut Bisnis dan Informatika Kwik Kian Gie

3. Hasil Output Uji Validitas Minat Beli Konsumen

Correlations

| | | VAR00001 | VAR00002 | VAR00003 | VAR00004 | VAR00005 | VAR00006 | VAR00007 | VAR00008 | TOTAL |
|----------|---------------------|----------|----------|----------|----------|----------|----------|----------|----------|--------|
| VAR00001 | Pearson Correlation | 1 | .774** | .720** | .661** | .463** | .406** | .506** | .440** | .780** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |
| VAR00002 | Pearson Correlation | .774** | 1 | .581** | .583** | .391** | .363** | .509** | .422** | .727** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |
| VAR00003 | Pearson Correlation | .720** | .581** | 1 | .718** | .468** | .409** | .470** | .439** | .767** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |
| VAR00004 | Pearson Correlation | .661** | .583** | .718** | 1 | .439** | .380** | .494** | .431** | .747** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |
| VAR00005 | Pearson Correlation | .463** | .391** | .468** | .439** | 1 | .865** | .515** | .557** | .788** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |
| VAR00006 | Pearson Correlation | .406** | .363** | .409** | .380** | .865** | 1 | .466** | .499** | .738** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |
| VAR00007 | Pearson Correlation | .506** | .509** | .470** | .494** | .515** | .466** | 1 | .753** | .788** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |
| VAR00008 | Pearson Correlation | .440** | .422** | .439** | .431** | .557** | .499** | .753** | 1 | .771** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |
| TOTAL | Pearson Correlation | .780** | .727** | .767** | .747** | .788** | .738** | .788** | .771** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 | 148 |

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

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:

a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.

b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.

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Lampiran 13: Hasil Output Uji Reliabilitas

1. Hasil Output Uji Reliabilitas *Electronic Word of Mouth*

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .918 | 13 |

2. Hasil Output Uji Reliabilitas *Sales Promotion*

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .865 | 7 |

3. Hasil Output Uji Reliabilitas *Minat Beli Konsumen*

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .893 | 8 |

Lampiran 14: Hasil Output Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual | |
|----------------------------------|-------------------------|-------------------------|------|
| N | | 148 | |
| Normal Parameters ^{a,b} | Mean | .0000000 | |
| | Std. Deviation | 2.98457488 | |
| Most Extreme Differences | Absolute | .104 | |
| | Positive | .074 | |
| | Negative | -.104 | |
| Test Statistic | | .104 | |
| Asymp. Sig. (2-tailed) | | .001 ^c | |
| Monte Carlo Sig. (2-tailed) | Sig. | .079 ^d | |
| | 99% Confidence Interval | Lower Bound | .072 |
| | | Upper Bound | .086 |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Based on 10000 sampled tables with starting seed 2000000.



Lampiran 15: Hasil Output Uji Multikolonieritas

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|-----------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 2.814 | 2.031 | | 1.385 | .168 | | |
| | EWOM | .353 | .044 | .558 | 8.064 | .000 | .522 | 1.915 |
| | Sales Promotion | .393 | .089 | .304 | 4.401 | .000 | .522 | 1.915 |

a. Dependent Variable: Minat Beli

Lampiran 16: Hasil Output Uji Heteroskedastisitas

| | | EWOM | Sales Promotion | Unstandardized Residual | |
|---------------|-------------------------|-------------------------|-----------------|-------------------------|-------|
| Pearson's rho | EWOM | Correlation Coefficient | 1.000 | .719** | .014 |
| | | Sig. (2-tailed) | . | .000 | .866 |
| | | N | 148 | 148 | 148 |
| | Sales Promotion | Correlation Coefficient | .719** | 1.000 | .025 |
| | | Sig. (2-tailed) | .000 | . | .763 |
| | | N | 148 | 148 | 148 |
| | Unstandardized Residual | Correlation Coefficient | .014 | .025 | 1.000 |
| | | Sig. (2-tailed) | .866 | .763 | . |
| | | N | 148 | 148 | 148 |

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

Lampiran 17: Hasil Output Uji f

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1 | Regression | 2307.888 | 2 | 1153.944 | 127.782 | .000 ^b |
| | Residual | 1309.430 | 145 | 9.031 | | |
| | Total | 3617.318 | 147 | | | |

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Sales Promotion, EWOM

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:
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Lampiran 18: Hasil *Output* Uji t

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|-----------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 2.814 | 2.031 | | 1.385 | .168 | | |
| | EWOM | .353 | .044 | .558 | 8.064 | .000 | .522 | 1.915 |
| | Sales Promotion | .393 | .089 | .304 | 4.401 | .000 | .522 | 1.915 |

a. Dependent Variable: Minat Beli

Lampiran 19: Hasil *Output* Uji Koefisien Determinasi

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .799 ^a | .638 | .633 | 3.005 |

a. Predictors: (Constant), Sales Promotion, EWOM

b. Dependent Variable: Minat Beli

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:
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 - b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.
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Program Studi : _____

Alamat lengkap : _____

Kode Pos : _____

Telp Kantor : _____

Telp Rumah : _____

No HP : _____

Menyatakan dengan sungguh-sungguh bahwa :

1. Keabsahan data dan hal-hal lain yang berkenaan dengan keaslian dalam penyusunan skripsi ini merupakan tanggung jawab pribadi.
2. Apabila dikemudian hari timbul masalah dengan keabsahan data dan keaslian/originalitas skripsi adalah diluar tanggung jawab pihak kampus dan saya bersedia menanggung segala resiko sanksi yang dikeluarkan pihak kampus dan gugatan yang diajukan oleh pihak lain yang merasa dirugikan.

Demikian agar yang berkepentingan maklum.

Jakarta _____

Yang membuat pernyataan

(Nama Lengkap)

