

# LAMPIRAN

### Lampiran 1 : Kuisisioner

Beri tanda (√)

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

No.	Pernyataan	SS	S	N	TS	STS
1	Sr. Kitchen menawarkan harga sesuai kualitas					
2	Sr. Kitchen menawarkan produk yang memiliki cita rasa yang enak					
3	Iklan yang ditampilkan Sr. Kitchen sangat menarik perhatian					
4	Sr. Kitchen memiliki tempat yang nyaman					
5	Saya dapat mengakses informasi tentang produk Sr. Kitchen yang saya inginkan melalui akun resmi Sr. Kitchen					
6	Saya dapat menghubungi <i>customer service</i> Sr. Kitchen melalui <i>Whatsapp</i>					
7	Saya melihat produk Sr. Kitchen pada situs <i>Facebook, Instagram, Youtube</i> , dan lain-lain					
8	Pihak pelayanan Sr. Kitchen menanyakan barang sudah sampai atau belum untuk pengantaran pemesanan.					
9	Saya membeli produk Sr. Kitchen sesuai					

	kebutuhan dan keinginan					
10	Saya membeli produk Sr. Kitchen karena kualitas produk yang baik					
11	Saya memilih membeli di Sr. Kitchen daripada ditempat lain					
12	Saya memutuskan melakukan pembayaran produk secara <i>online</i>					

## Lampiran 2 : Hasil Jawaban Responden

### Konvensional Marketing (X1)

#### KONVENSIONAL MARKETING

No	1	2	3	4	Total
1	4	2	3	4	13
2	5	3	3	5	16
3	5	3	5	5	18
4	5	3	5	5	18
5	5	3	5	5	18
6	5	5	5	5	20
7	5	5	5	5	20
8	5	5	5	5	20
9	5	5	5	5	20
10	5	5	5	5	20
11	5	5	5	5	20
12	5	5	5	5	20
13	5	5	5	5	20
14	5	5	5	5	20
15	5	5	5	5	20
16	5	5	5	5	20
17	4	3	5	3	15
18	4	3	5	3	15
19	4	3	5	3	15
20	4	3	3	3	13
21	4	3	3	3	13
22	5	3	5	3	16
23	5	3	5	3	16
24	5	3	5	5	18
25	5	3	5	4	17
26	5	5	5	5	20
27	4	5	5	5	19
28	5	4	4	5	18
29	5	4	5	5	19
30	5	4	5	4	18
31	5	4	5	5	19
32	5	4	5	5	19
33	5	4	5	5	19

**Digital Marketing (X2)**

## DIGITAL MARKETING

No	1	2	3	4	Total
1	4	4	3	5	16
2	5	4	3	5	17
3	5	4	3	5	17
4	5	4	3	5	17
5	5	4	3	5	17
6	5	5	3	5	18
7	4	5	5	5	19
8	3	3	3	3	12
9	3	3	3	3	12
10	3	4	3	3	13
11	3	4	3	3	13
12	3	4	3	3	13
13	3	4	3	3	13
14	3	4	4	3	14
15	5	5	4	3	17
16	5	3	4	3	15
17	5	3	4	3	15
18	5	3	4	5	17
19	3	3	3	4	13
20	3	3	3	4	13
21	3	3	3	4	13
22	3	3	3	4	13
23	3	3	3	4	13
24	3	3	3	4	13
25	3	3	3	5	14
26	5	3	5	5	18
27	5	3	5	5	18
28	5	3	5	5	18
29	5	3	5	5	18
30	5	5	5	5	20
31	5	5	5	5	20
32	5	5	5	5	20
33	5	5	5	5	20

**Keputusan Pembelian : Y**

## KEPUTUSAN PEMBELIAN

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

### Lampiran 3 : Uji Analisis Statistik Deskriptif

#### X1 Konvensional Marketing

##### Statistics

		X1.1	X1.2	X1.3	X1.4
N	Valid	35	35	35	35
	Missing	0	0	0	0
Mean		4.7143	3.9429	4.7429	4.5143
Std. Error of Mean		.08765	.15847	.11109	.13824
Median		5.0000	4.0000	5.0000	5.0000
Mode		5.00	3.00 <sup>a</sup>	5.00	5.00
Std. Deviation		.51856	.93755	.65722	.81787
Variance		.269	.879	.432	.669
Range		2.00	3.00	2.00	2.00
Minimum		3.00	2.00	3.00	3.00
Maximum		5.00	5.00	5.00	5.00
Percentiles	10	4.0000	3.0000	3.0000	3.0000
	20	4.0000	3.0000	5.0000	3.2000
	25	4.0000	3.0000	5.0000	4.0000
	30	5.0000	3.0000	5.0000	4.8000
	40	5.0000	3.4000	5.0000	5.0000
	50	5.0000	4.0000	5.0000	5.0000
	60	5.0000	4.0000	5.0000	5.0000
	70	5.0000	5.0000	5.0000	5.0000

75	5.0000	5.0000	5.0000	5.0000
80	5.0000	5.0000	5.0000	5.0000
90	5.0000	5.0000	5.0000	5.0000

a. Multiple modes exist. The smallest value is shown

## Frequency Table

### X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	1	2.9	2.9	2.9
	4.00	8	22.9	22.9	25.7
	5.00	26	74.3	74.3	100.0
	Total	35	100.0	100.0	

### X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	2.9	2.9	2.9
	3.00	13	37.1	37.1	40.0
	4.00	8	22.9	22.9	62.9
	5.00	13	37.1	37.1	100.0
	Total	35	100.0	100.0	



**X1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	4	11.4	11.4	11.4
	4.00	1	2.9	2.9	14.3
	5.00	30	85.7	85.7	100.0
	Total	35	100.0	100.0	

**X1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	7	20.0	20.0	20.0
	4.00	3	8.6	8.6	28.6
	5.00	25	71.4	71.4	100.0
	Total	35	100.0	100.0	

## X2 Digital Marketing

### Statistics

		X2.1	X2.2	X2.3	X2.4
N	Valid	35	35	35	35
	Missing	0	0	0	0
Mean		4.1429	3.8000	3.7714	4.2571
Std. Error of Mean		.16471	.14083	.15386	.14975
Median		5.0000	4.0000	3.0000	5.0000
Mode		5.00	3.00	3.00	5.00
Std. Deviation		.97446	.83314	.91026	.88593
Variance		.950	.694	.829	.785
Range		2.00	2.00	2.00	2.00
Minimum		3.00	3.00	3.00	3.00
Maximum		5.00	5.00	5.00	5.00
Percentiles	10	3.0000	3.0000	3.0000	3.0000
	20	3.0000	3.0000	3.0000	3.0000
	25	3.0000	3.0000	3.0000	3.0000
	30	3.0000	3.0000	3.0000	3.8000
	40	3.4000	3.0000	3.0000	4.0000
	50	5.0000	4.0000	3.0000	5.0000
	60	5.0000	4.0000	4.0000	5.0000
	70	5.0000	4.0000	5.0000	5.0000
	75	5.0000	5.0000	5.0000	5.0000

80	5.0000	5.0000	5.0000	5.0000
90	5.0000	5.0000	5.0000	5.0000

### Frequency Table

#### X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	14	40.0	40.0	40.0
	4.00	2	5.7	5.7	45.7
	5.00	19	54.3	54.3	100.0
	Total	35	100.0	100.0	

#### X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	16	45.7	45.7	45.7
	4.00	10	28.6	28.6	74.3
	5.00	9	25.7	25.7	100.0
	Total	35	100.0	100.0	

#### X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	19	54.3	54.3	54.3

	4.00	5	14.3	14.3	68.6
	5.00	11	31.4	31.4	100.0
	Total	35	100.0	100.0	

**X2.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	10	28.6	28.6	28.6
	4.00	6	17.1	17.1	45.7
	5.00	19	54.3	54.3	100.0
	Total	35	100.0	100.0	

**Y Keputusan Pembelian****Statistics**

		Y.1	Y.2	Y.3	Y.4
N	Valid	35	35	35	35
	Missing	0	0	0	0
Mean		4.1714	3.8571	3.8857	4.2571
Std. Error of Mean		.16645	.14862	.15756	.14975
Median		5.0000	4.0000	4.0000	5.0000
Mode		5.00	3.00	3.00	5.00
Std. Deviation		.98476	.87927	.93215	.88593
Variance		.970	.773	.869	.785
Range		2.00	2.00	2.00	2.00
Minimum		3.00	3.00	3.00	3.00
Maximum		5.00	5.00	5.00	5.00
Percentiles	10	3.0000	3.0000	3.0000	3.0000
	20	3.0000	3.0000	3.0000	3.0000
	25	3.0000	3.0000	3.0000	3.0000
	30	3.0000	3.0000	3.0000	3.8000
	40	3.4000	3.0000	3.0000	4.0000
	50	5.0000	4.0000	4.0000	5.0000
	60	5.0000	4.0000	4.0000	5.0000
70	5.0000	5.0000	5.0000	5.0000	
75	5.0000	5.0000	5.0000	5.0000	

80	5.0000	5.0000	5.0000	5.0000
90	5.0000	5.0000	5.0000	5.0000

### Frequency Table

#### Y.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	14	40.0	40.0	40.0
	4.00	1	2.9	2.9	42.9
	5.00	20	57.1	57.1	100.0
	Total	35	100.0	100.0	

#### Y.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	16	45.7	45.7	45.7
	4.00	8	22.9	22.9	68.6
	5.00	11	31.4	31.4	100.0
	Total	35	100.0	100.0	

## Y.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	17	48.6	48.6	48.6
	4.00	5	14.3	14.3	62.9
	5.00	13	37.1	37.1	100.0
	Total	35	100.0	100.0	

## Y.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	10	28.6	28.6	28.6
	4.00	6	17.1	17.1	45.7
	5.00	19	54.3	54.3	100.0
	Total	35	100.0	100.0	

## Lampiran 4 :Uji Validitas

### Uji Validitas X<sub>1</sub> : Konvensional Marketing

#### Correlations

		X1.1	X1.2	X1.3	X1.4	X1
X1.1	Pearson Correlation	1	.328	.296	.426*	.615**
	Sig. (2-tailed)		.054	.084	.011	.000
	N	35	35	35	35	35
X1.2	Pearson Correlation	.328	1	.453**	.615**	.857**
	Sig. (2-tailed)	.054		.006	.000	.000
	N	35	35	35	35	35
X1.3	Pearson Correlation	.296	.453**	1	.308	.668**
	Sig. (2-tailed)	.084	.006		.072	.000
	N	35	35	35	35	35
X1.4	Pearson Correlation	.426*	.615**	.308	1	.816**
	Sig. (2-tailed)	.011	.000	.072		.000
	N	35	35	35	35	35
X1	Pearson Correlation	.615**	.857**	.668**	.816**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	35	35	35	35	35

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

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



## Uji Validitas X<sub>2</sub> : Digital Marketing

### Correlations

		X2.1	X2.2	X2.3	X2.4	X2
X2.1	Pearson Correlation	1	.399*	.635**	.604**	.870**
	Sig. (2-tailed)		.018	.000	.000	.000
	N	35	35	35	35	35
X2.2	Pearson Correlation	.399*	1	.365*	.271	.645**
	Sig. (2-tailed)	.018		.031	.115	.000
	N	35	35	35	35	35
X2.3	Pearson Correlation	.635**	.365*	1	.440**	.799**
	Sig. (2-tailed)	.000	.031		.008	.000
	N	35	35	35	35	35
X2.4	Pearson Correlation	.604**	.271	.440**	1	.755**
	Sig. (2-tailed)	.000	.115	.008		.000
	N	35	35	35	35	35
X2	Pearson Correlation	.870**	.645**	.799**	.755**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	35	35	35	35	35

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

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

### Uji Validitas Y : Keputusan Pembelian

#### Correlations

		Y.1	Y.2	Y.3	Y.4	Y
Y.1	Pearson Correlation	1	.437**	.695**	.622**	.875**
	Sig. (2-tailed)		.009	.000	.000	.000
	N	35	35	35	35	35
Y.2	Pearson Correlation	.437**	1	.446**	.313	.682**
	Sig. (2-tailed)	.009		.007	.067	.000
	N	35	35	35	35	35
Y.3	Pearson Correlation	.695**	.446**	1	.535**	.846**
	Sig. (2-tailed)	.000	.007		.001	.000
	N	35	35	35	35	35
Y.4	Pearson Correlation	.622**	.313	.535**	1	.774**
	Sig. (2-tailed)	.000	.067	.001		.000
	N	35	35	35	35	35
Y	Pearson Correlation	.875**	.682**	.846**	.774**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	35	35	35	35	35

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

## Lampiran 5 : Uji Realibilitas

### Uji Realibilitas X1 :

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.729	.731	4

### Uji Realibilitas X2 :

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.729	.731	4

### Uji Realibilitas Y :

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.729	.731	4

### Lampiran 6 :Hasil Uji Analisis Regresi Linear Berganda

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations
		B	Std. Error	Beta			Zero-order
1	(Constant)	4.071	3.600		1.131	.267	
	X1	.057	.176	.044	.326	.746	.146
	X2	.693	.141	.657	4.913	.000	.664

**Coefficients<sup>a</sup>**

Model		Correlations			
		Partial	Part	Tolerance	VIF
1	(Constant)				
	X1	.058	.043	.976	1.025
	X2	.656	.649	.976	1.025

a. Dependent Variable: Y

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	X1	X2
1	1	2.973	1.000	.00	.00	.00
	2	.020	12.217	.04	.21	.90
	3	.007	20.644	.96	.79	.09

a. Dependent Variable: Y

Residuals Statistics<sup>a</sup>

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	13.5385	19.0263	16.1714	1.95183	35
Std. Predicted Value	-1.349	1.463	.000	1.000	35
Standard Error of Predicted Value	.408	.979	.646	.145	35
Adjusted Predicted Value	13.6183	18.9549	16.1882	1.94369	35
Residual	-6.39058	3.88330	.00000	2.19252	35
Std. Residual	-2.828	1.718	.000	.970	35
Stud. Residual	-2.950	1.775	-.004	1.008	35
Deleted Residual	-6.95493	4.14625	-.01681	2.36733	35
Stud. Deleted Residual	-3.403	1.841	-.024	1.077	35
Mahal. Distance	.137	5.403	1.943	1.335	35
Cook's Distance	.000	.256	.026	.051	35
Centered Leverage Value	.004	.159	.057	.039	35

a. Dependent Variable: Y