

### Lampiran

#### Lampiran 01. Data Penjualan PT. Prima Fresh Mart Cabang Buleleng Maret 2020 Sampai Dengan Maret 2021

BULAN DAN TAHUN	PENJUALAN
Maret 2020	Rp. 25.000.000.00
April 2020	Rp. 30.000.000.00
Mei 2020	Rp. 38.000.000.00
Juni 2020	Rp. 43.000.000.00
Juli 2020	Rp. 43.500.000.00
Agustus 2020	Rp. 47.555.000.00
September 2020	Rp. 43.535.000.00
Oktober 2020	Rp. 35.000.000.00
November 2020	Rp. 33.599.000.00
Desember 2020	Rp. 29.000.000.00
Januari 2021	Rp. 25.560.000.00
Februari 2021	Rp. 23.545.000.00
Maret 2021	Rp. 20.056.000.00

Sumber PT. Prima Fresh Mart Cabang Buleleng

## Lampiran 02. Kuesioner Penelitian

### 1. Identitas responden

(beri tanda pada kotak jawaban)

- 1) Nama Lengkap : .....
- 2) Email : .....
- 3) Usia : ..... (tahun)
- 4) Jenis Kelamin :  Laki-Laki  Perempuan

5) Apakah anda pernah berbelanja di PT. Prima Freshmart Buleleng?

YA  TIDAK

### 2. Pengaruh Digital Marketing Dan Kualitas Produk Terhadap Keputusan Pembelian Di PT. Prima Freshmart Buleleng

#### PETUNJUK PENGISIAN JAWABAN

1. Jawablah pernyataan berikut ini dengan sejujurnya, baik pernyataan yang menyangkut Digital Marketing, Kualitas Produk, Dan Keputusan pembelian
2. Cara menjawab pernyataan tersebut dengan memberi tanda centang pada pilihan jawaban yang tersedia dan paling sesuai.

Keterangan :

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

## 3. Draft Pernyataan

**a. Keputusan pembelian**

No	Pertanyaan	SS	S	N	TS	STS
	Keputusan Pembelian	5	4	3	2	1
1	Aksesibilitas di PT. Prima Freshmart memuaskan					
2	PT. Prima Freshmart memiliki interaktivitas yang baik					
3	PT. Prima Freshmart menghibur konsumen di setiap Event					
4	Masyarakat percaya berbelanja di PT. Prima Freshmart					
5	pihak PT. Prima Freshmart tidak mengganggu konsumen yang sedang berbelanja					
6	pihak PT. Prima Freshmart merekomendasikan produk atau informatif terhadap konsumen					

**b. kualitas produk**

No	Pertanyaan	SS	S	N	TS	STS
	Keputusan Pembelian	5	4	3	2	1
1	Kinerja Produk di PT. Prima Freshmart sangat baik					
2	berbagai macam produk dan keistimewaan tambahan yang berkualitas di PT. Prima Freshmart					
3	Kehandalan sebuah produk memuaskan konsumen berbelanja di PT. Prima Freshmart Buleleng					
4	Daya tahan produk sangat baik yang memuaskan konsumen berbelanja di PT. Prima Freshmart					

### c. Digital Marketing

No	Pertanyaan	SS	S	N	TS	STS
	Digital Marketing	5	4	3	2	1
1	Saya memutuskan berbelanja di PT. Prima Freshmart karena kualitas produk yang sangat baik					
2	PT. Prima Freshmart menyediakan pembayaran melalui aplikasi Dana, OVO, M-Banking, dan Shopee					
3	banyak produk atau merk ternama di PT. Prima Freshmart Buleleng					
4	konsumen PT. Prima Freshmart bisa berbelanja melalui Aplikasi WhatsApp					
5	Konsumen bebas memilih waktu pembelian di PT. Prima Freshmart Buleleng					
6	PT. Prima Freshmart tidak membataskan konsumen dalam berbelanja					



**Lampiran 03. Tabulasi Data Digital Marketing, Kualitas Produk, dan Keputusan Pembelian**

No	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	T_X1	X2.1	X2.2	X2.3	X2.4	T_X2	Y1	Y2	Y3	Y4	Y5	Y6	T_Y
1	5	5	4	4	5	4	27	4	4	4	4	16	5	5	4	4	5	5	28
2	5	4	4	4	5	4	26	4	4	4	4	16	4	4	4	4	4	3	23
3	5	5	5	5	5	5	30	5	3	4	4	16	4	3	5	4	4	5	25
4	5	5	5	5	5	5	30	5	5	5	5	20	5	5	5	5	5	5	30
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7	5	5	5	5	5	5	30	5	5	5	5	20	5	5	5	5	5	5	30
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9	4	4	3	3	4	4	22	4	3	4	3	14	3	3	4	3	4	4	21
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11	4	5	5	5	4	4	27	5	4	4	5	18	4	5	3	5	5	4	26
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15	3	3	3	3	3	3	18	3	3	3	3	12	3	3	3	3	3	3	18
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124	4	3	4	5	4	3	23	5	4	2	4	15	3	4	3	4	3	3	20
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**Lampiran 04. Distribusi Nilai  $r_{tabel}$**

N	<i>The Level of Significance</i>		N	<i>The Level of Significance</i>	
	5%	1%		5%	1%
3	0.997	0.999	38	0.320	0.413
4	0.950	0.990	39	0.316	0.408
5	0.878	0.959	40	0.312	0.403
6	0.811	0.917	41	0.308	0.398
7	0.754	0.874	42	0.304	0.393
8	0.707	0.834	43	0.301	0.389
9	0.666	0.798	44	0.297	0.384
10	0.632	0.765	45	0.294	0.380
11	0.602	0.735	46	0.291	0.376
12	0.576	0.708	47	0.288	0.372
13	0.553	0.684	48	0.284	0.368
14	0.532	0.661	49	0.281	0.364
15	0.514	0.641	50	0.279	0.361
16	0.497	0.623	55	0.266	0.345
17	0.482	0.606	60	0.254	0.330
18	0.468	0.590	65	0.244	0.317
19	0.456	0.575	70	0.235	0.306
20	0.444	0.561	75	0.227	0.296
21	0.433	0.549	80	0.220	0.286
22	0.432	0.537	85	0.213	0.278
23	0.413	0.526	90	0.207	0.267
24	0.404	0.515	95	0.202	0.263
25	0.396	0.505	100	0.195	0.256
26	0.388	0.496	125	0.176	0.230
27	0.381	0.487	150	0.159	0.210
28	0.374	0.478	175	0.148	0.194
29	0.367	0.470	200	0.138	0.181
30	0.361	0.463	300	0.113	0.148
31	0.355	0.456	400	0.098	0.128
32	0.349	0.449	500	0.088	0.115
33	0.344	0.442	600	0.080	0.105
34	0.339	0.436	700	0.074	0.097
35	0.334	0.430	800	0.070	0.091
36	0.329	0.424	900	0.065	0.086
37	0.325	0.418	1000	0.062	0.081

Sumber: [http://repository.upi.edu/14867/16/S\\_PEA\\_1005771\\_Appendix7.pdf](http://repository.upi.edu/14867/16/S_PEA_1005771_Appendix7.pdf)

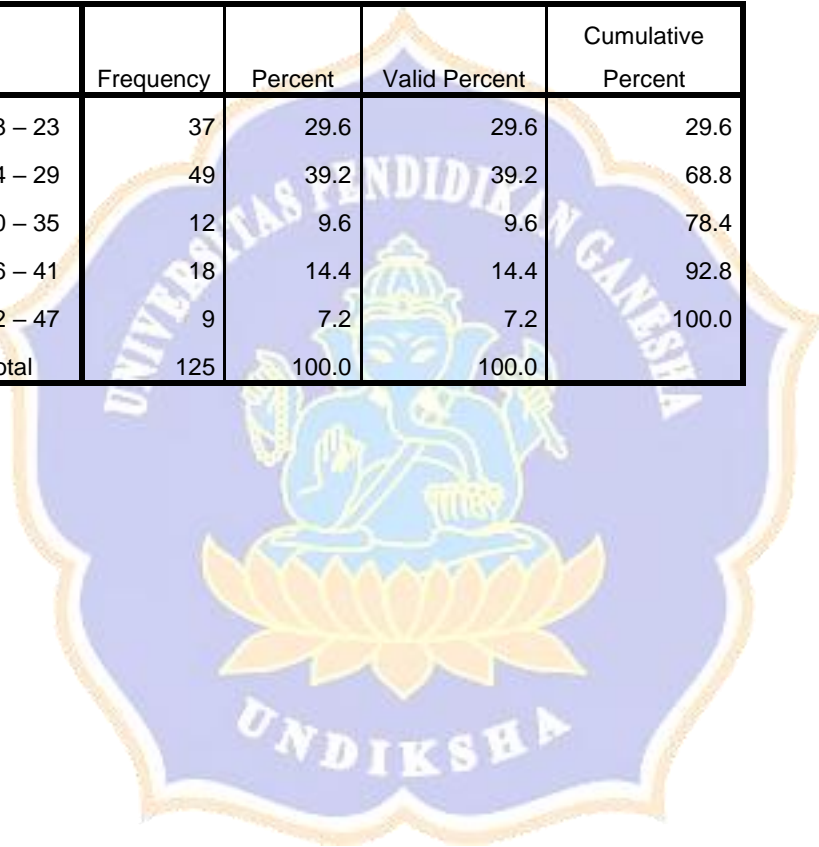
### Lampiran 05. Deskripsi Data Responden

#### JenisKelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	65	52.0	52.0	52.0
	Perempuan	60	48.0	48.0	100.0
	Total	125	100.0	100.0	

#### Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 – 23	37	29.6	29.6	29.6
	24 – 29	49	39.2	39.2	68.8
	30 – 35	12	9.6	9.6	78.4
	36 – 41	18	14.4	14.4	92.8
	42 – 47	9	7.2	7.2	100.0
	Total	125	100.0	100.0	



## Lampiran 06. Uji Validitas dan Reliabilitas

### Digital Marketing

#### Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	T_X1
X1.1	Pearson Correlation	1	.515**	.398**	.374**	.367**	.435**	.730**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	125	125	125	125	125	125	125
X1.2	Pearson Correlation	.515**	1	.243**	.268**	.358**	.454**	.669**
	Sig. (2-tailed)	.000		.006	.003	.000	.000	.000
	N	125	125	125	125	125	125	125
X1.3	Pearson Correlation	.398**	.243**	1	.425**	.320**	.385**	.683**
	Sig. (2-tailed)	.000	.006		.000	.000	.000	.000
	N	125	125	125	125	125	125	125
X1.4	Pearson Correlation	.374**	.268**	.425**	1	.363**	.389**	.685**
	Sig. (2-tailed)	.000	.003	.000		.000	.000	.000
	N	125	125	125	125	125	125	125
X1.5	Pearson Correlation	.367**	.358**	.320**	.363**	1	.419**	.672**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	125	125	125	125	125	125	125
X1.6	Pearson Correlation	.435**	.454**	.385**	.389**	.419**	1	.732**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	125	125	125	125	125	125	125
T_X1	Pearson Correlation	.730**	.669**	.683**	.685**	.672**	.732**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	125	125	125	125	125	125	125

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.784	6

## Kualitas Produk

### Correlations

		X2.1	X2.2	X2.3	X2.4	T_X2
X2.1	Pearson Correlation	1	.330**	.265**	.310**	.682**
	Sig. (2-tailed)		.000	.003	.000	.000
	N	125	125	125	125	125
X2.2	Pearson Correlation	.330**	1	.349**	.271**	.702**
	Sig. (2-tailed)	.000		.000	.002	.000
	N	125	125	125	125	125
X2.3	Pearson Correlation	.265**	.349**	1	.286**	.690**
	Sig. (2-tailed)	.003	.000		.001	.000
	N	125	125	125	125	125
X2.4	Pearson Correlation	.310**	.271**	.286**	1	.687**
	Sig. (2-tailed)	.000	.002	.001		.000
	N	125	125	125	125	125
T_X2	Pearson Correlation	.682**	.702**	.690**	.687**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	125	125	125	125	125

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.633	4



## Keputusan Pembelian

### Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	T_Y
Y1	Pearson Correlation	1	.354**	.522**	.399**	.473**	.244**	.709**
	Sig. (2-tailed)		.000	.000	.000	.000	.006	.000
	N	125	125	125	125	125	125	125
Y2	Pearson Correlation	.354**	1	.320**	.301**	.387**	.347**	.651**
	Sig. (2-tailed)	.000		.000	.001	.000	.000	.000
	N	125	125	125	125	125	125	125
Y3	Pearson Correlation	.522**	.320**	1	.273**	.315**	.303**	.662**
	Sig. (2-tailed)	.000	.000		.002	.000	.001	.000
	N	125	125	125	125	125	125	125
Y4	Pearson Correlation	.399**	.301**	.273**	1	.404**	.285**	.650**
	Sig. (2-tailed)	.000	.001	.002		.000	.001	.000
	N	125	125	125	125	125	125	125
Y5	Pearson Correlation	.473**	.387**	.315**	.404**	1	.489**	.756**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	125	125	125	125	125	125	125
Y6	Pearson Correlation	.244**	.347**	.303**	.285**	.489**	1	.672**
	Sig. (2-tailed)	.006	.000	.001	.001	.000		.000
	N	125	125	125	125	125	125	125
T_Y	Pearson Correlation	.709**	.651**	.662**	.650**	.756**	.672**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	125	125	125	125	125	125	125

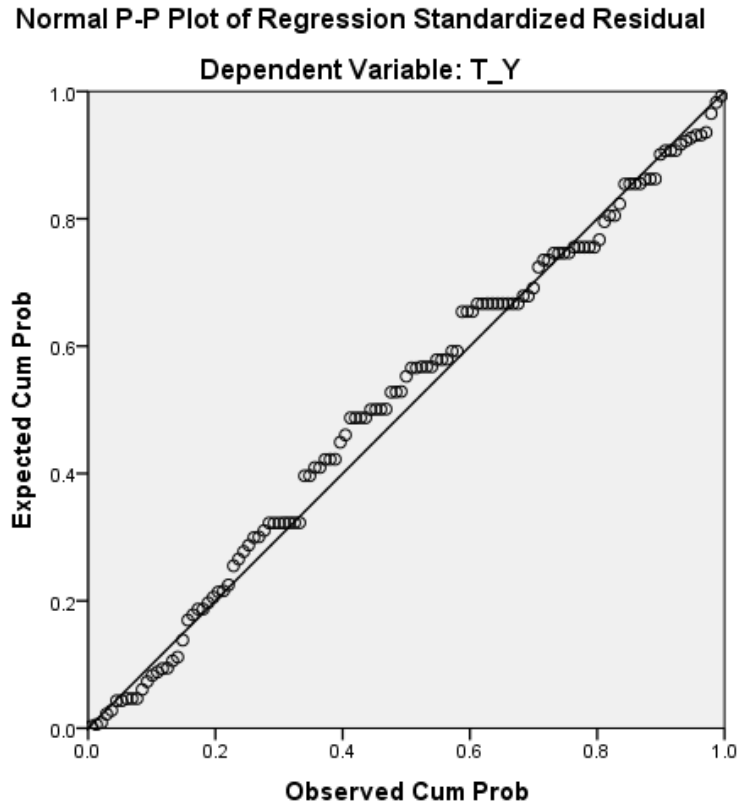
\*\* . Correlation is significant at the 0.01 level (2-tailed).

### Reliability Statistics

Cronbach's Alpha	N of Items
.769	6

## Lampiran 07. Uji Asumsi Klasik

### Uji Normalitas



One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		125
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.31273604
Most Extreme Differences	Absolute	.079
	Positive	.043
	Negative	-.079
Test Statistic		.079
Asymp. Sig. (2-tailed)		.052 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

## Uji Multikolinieritas

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.429	1.914		.746	.457		
T_X1	.539	.089	.472	6.068	.000	.653	1.531
T_X2	.540	.127	.331	4.255	.000	.653	1.531

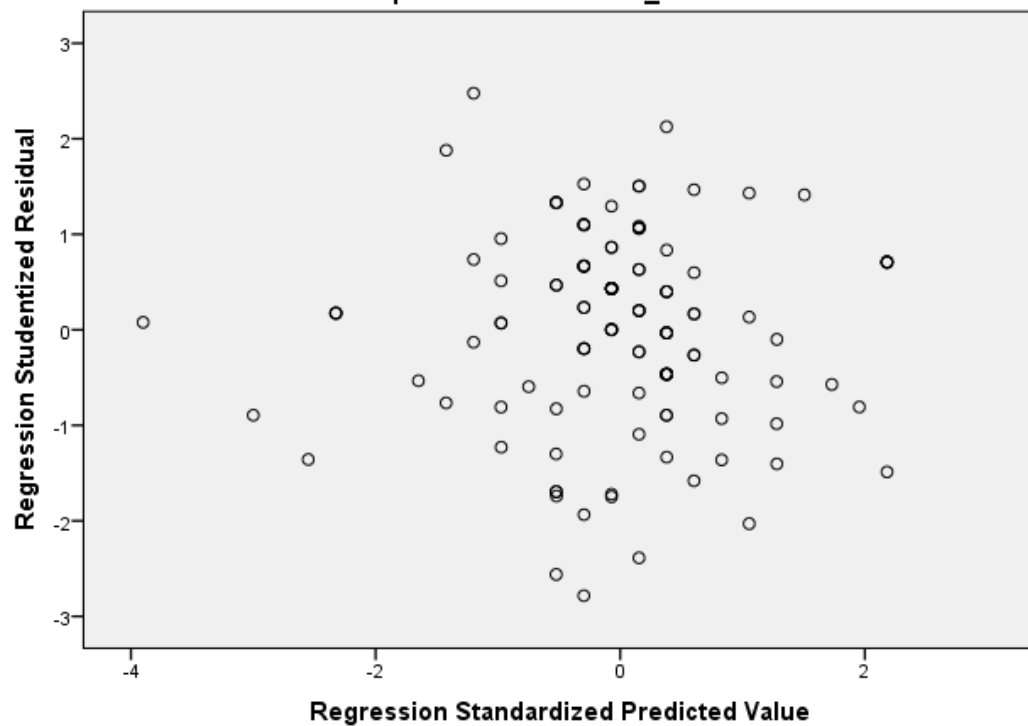
a. Dependent Variable: T\_Y

## Uji Heteroskedastisitas



### Scatterplot

Dependent Variable: T\_Y



### Lampiran 08. Analisis Regresi Linier Berganda

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.719 <sup>a</sup>	.517	.509	2.33162

a. Predictors: (Constant), T\_X2, T\_X1

b. Dependent Variable: T\_Y

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	710.227	2	355.114	65.321	.000 <sup>b</sup>
	Residual	663.245	122	5.436		
	Total	1373.472	124			

a. Dependent Variable: T\_Y

b. Predictors: (Constant), T\_X2, T\_X1

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

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
1 (Constant)	1.429	1.914		.746	.457			
T_X1	.539	.089	.472	6.068	.000	.667	.481	.382
T_X2	.540	.127	.331	4.255	.000	.609	.360	.268

a. Dependent Variable: T\_Y