



**LAMPIRAN - LAMPIRAN**

**Lampiran 01. Daftar top 10 sales value of beauty brands in Indonesian e-commerce.**



Sumber: Kompas 2024

**Lampiran 02. Gambar google trands**



Sumber: Google trends 2025

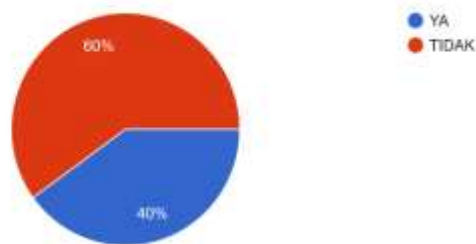
### Lampiran 03. Observasi awal survey

Hasil diperoleh melalui *google form* dengan akses link:

<https://docs.google.com/forms/d/e/1FAIpQLScDq6jnTL2UfhVgb7WTwLs4nckkOfnN93wQix8p1KBaXMNvUA/viewform?usp=header>

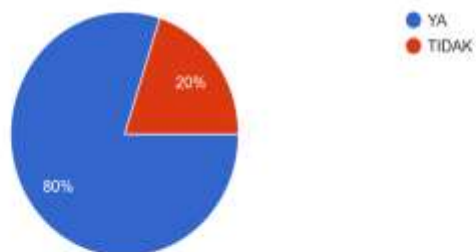
1. Apakah anda berminat untuk membeli produk Scarlett?

20 jawaban



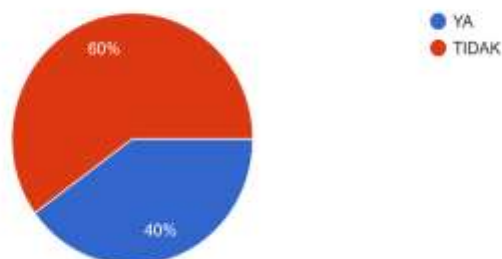
2. Apakah anda cenderung mempertimbangkan merek lain sebelum memilih produk Scarlett?

20 jawaban



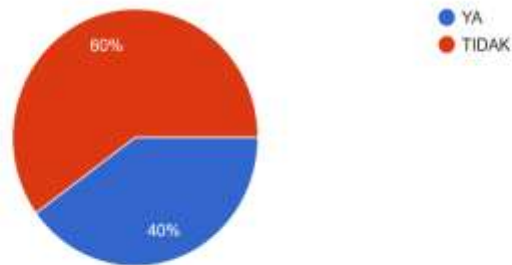
3. Apakah menurut anda harga produk Scarlett sebanding dengan kualitas yang ditawarkan?

20 jawaban



4. Jika anda menerima rekomendasi dari teman, keluarga atau influencer apakah itu cukup untuk membuat anda berminat untuk membeli produk Scarlett?

20 jawaban



Sumber: Data primer yang diperoleh langsung dari responden awal.



#### Lampiran 04. Kuesioner Penelitian

##### KUESIONER PENELITIAN

Kepada

Yth. Bapak/Ibu, Saudara/i

Hal: Permohonan Pengisian Kuesioner

Dengan Hormat,

Dalam rangka penyelesaian skripsi terkait studi yang sedang saya lakukan di program studi S1 Manajemen, Fakultas Ekonomi, Universitas Pendidikan Ganesha, dengan ini saya melaksanakan penelitian yang berjudul **“Pengaruh Kualitas Produk dan Persepsi Harga Terhadap Minat Beli Produk *Skincare* Scarlett di Kota Singaraja”**.

Maka dengan ini saya Nadya Valentine Saragih memohon kesediaan Bapak/Ibu, Saudara/I untuk meluangkan waktunya mengisi beberapa pertanyaan dan pernyataan di dalam kuesioner ini dengan baik dan benar. Semua jawaban yang Bapak/Ibu, Saudara/I berikan akan sangat bermanfaat untuk menyelesaikan penelitian ini. Atas perhatian dan partisipasinya, saya ucapkan terimakasih

Singaraja 27 mei 2025  
Peneliti,

Nadya Valentine Saragih  
NIM 2117041038

### A. Petunjuk Pengisian Kuesioner

Silahkan pilih jawaban yang menurut anda paling sesuai dengan kondisi yang ada dengan memberikan tanda (✓) pada pilihan jawaban yang tersedia. Jawaban yang tersedia berupa Skala Likert yaitu 1 – 5 yang memiliki arti sebagai berikut:

| Kode | Jawaban Responden   | Skor Positif |
|------|---------------------|--------------|
| STS  | Sangat Tidak Setuju | 1            |
| TS   | Tidak Setuju        | 2            |
| N    | Netral              | 3            |
| S    | Setuju              | 4            |
| SS   | Sangat Setuju       | 5            |

### B. Identitas Responden

1. Nama :
2. Jenis kelamin : ☐ laki-laki ☐ Perempuan
3. Usia :
4. Pendidikan :
5. Pekerjaan :

### C. Pernyataan

#### 1. Kualitas Produk ( $X_1$ )

| No. | Pernyataan                                                                | STS | TS | N | S | SS |
|-----|---------------------------------------------------------------------------|-----|----|---|---|----|
|     | Kualitas Produk                                                           | 1   | 2  | 3 | 4 | 5  |
| 1.  | Produk Scarlett menawarkan berbagai variasi yang sesuai dengan kebutuhan. |     |    |   |   |    |
| 2.  | Produk Scarlett sesuai dengan deskripsi yang ditampilkan.                 |     |    |   |   |    |
| 3.  | Produk Scarlett mudah dikembalikan atau ditukar jika mengalami kerusakan. |     |    |   |   |    |

#### 2. Persepsi Harga ( $X_2$ )

| No. | Pernyataan                                                                                          | STS | TS | N | S | SS |
|-----|-----------------------------------------------------------------------------------------------------|-----|----|---|---|----|
|     | Persepsi Harga                                                                                      | 1   | 2  | 3 | 4 | 5  |
| 1.  | Harga produk Scarlett tergolong terjangkau bagi saya.                                               |     |    |   |   |    |
| 2.  | Harga produk Scarlett sesuai dengan kualitas yang ditawarkan                                        |     |    |   |   |    |
| 3.  | Harga produk Scarlett sebanding dengan manfaat yang saya rasakan                                    |     |    |   |   |    |
| 4.  | Harga produk Scarlett memberikan nilai lebih dibandingkan merek lain yang pernah saya pertimbangkan |     |    |   |   |    |

#### 3. Minat Beli ( $Y$ )

| No. | Pernyataan                                                                   | STS | TS | N | S | SS |
|-----|------------------------------------------------------------------------------|-----|----|---|---|----|
|     | Minat Beli                                                                   | 1   | 2  | 3 | 4 | 5  |
| 1.  | Saya tertarik untuk mencari informasi lebih lanjut mengenai produk Scarlett. |     |    |   |   |    |
| 2.  | Saya memiliki ketertarikan terhadap produk Scarlett dibanding merek lain.    |     |    |   |   |    |
| 3.  | Saya memiliki keinginan untuk mencoba produk Scarlett.                       |     |    |   |   |    |
| 4.  | Saya berencana membeli produk Scarlett dalam waktu dekat.                    |     |    |   |   |    |

**Lampiran 05. Hasil Data Ordinal Responden Sampel Kecil**

| Kualitas Produk (X1) |   |   |   |    | Persepsi Harga (X2) |   |   |   |    | Minat Beli (Y) |   |   |   |     |
|----------------------|---|---|---|----|---------------------|---|---|---|----|----------------|---|---|---|-----|
| NO                   | 1 | 2 | 3 | TX | 1                   | 2 | 3 | 4 | TX | 1              | 2 | 3 | 4 | T.Y |
| 1                    | 3 | 2 | 3 | 8  | 5                   | 5 | 4 | 5 | 19 | 5              | 5 | 5 | 5 | 20  |
| 2                    | 4 | 3 | 4 | 11 | 4                   | 4 | 4 | 4 | 16 | 3              | 2 | 5 | 4 | 14  |
| 3                    | 4 | 2 | 4 | 10 | 4                   | 5 | 4 | 4 | 17 | 5              | 4 | 5 | 5 | 19  |
| 4                    | 4 | 3 | 3 | 10 | 5                   | 5 | 4 | 5 | 19 | 5              | 4 | 5 | 5 | 19  |
| 5                    | 5 | 4 | 5 | 14 | 4                   | 4 | 4 | 4 | 16 | 5              | 4 | 4 | 4 | 17  |
| 6                    | 4 | 3 | 4 | 11 | 5                   | 5 | 5 | 5 | 20 | 4              | 4 | 5 | 5 | 18  |
| 7                    | 5 | 4 | 5 | 14 | 5                   | 4 | 5 | 5 | 19 | 5              | 5 | 5 | 5 | 20  |
| 8                    | 5 | 5 | 5 | 15 | 5                   | 5 | 4 | 5 | 19 | 5              | 5 | 5 | 5 | 20  |
| 9                    | 4 | 4 | 5 | 13 | 4                   | 5 | 4 | 4 | 17 | 4              | 5 | 4 | 4 | 17  |
| 10                   | 4 | 5 | 5 | 14 | 4                   | 5 | 3 | 4 | 16 | 4              | 3 | 3 | 5 | 15  |
| 11                   | 4 | 3 | 4 | 11 | 4                   | 4 | 4 | 4 | 16 | 5              | 5 | 4 | 5 | 19  |
| 12                   | 4 | 3 | 4 | 11 | 4                   | 4 | 4 | 4 | 16 | 5              | 5 | 5 | 5 | 20  |
| 13                   | 5 | 5 | 5 | 15 | 5                   | 5 | 5 | 5 | 20 | 5              | 5 | 5 | 4 | 19  |
| 14                   | 4 | 4 | 5 | 13 | 4                   | 5 | 5 | 5 | 19 | 5              | 5 | 5 | 5 | 20  |
| 15                   | 5 | 5 | 5 | 15 | 5                   | 5 | 5 | 5 | 20 | 5              | 5 | 5 | 5 | 20  |
| 16                   | 4 | 3 | 4 | 11 | 5                   | 5 | 5 | 5 | 20 | 4              | 4 | 4 | 5 | 17  |
| 17                   | 4 | 4 | 4 | 12 | 4                   | 4 | 4 | 4 | 16 | 5              | 4 | 5 | 5 | 19  |
| 18                   | 3 | 3 | 3 | 9  | 4                   | 4 | 5 | 5 | 18 | 4              | 4 | 5 | 5 | 18  |
| 19                   | 5 | 4 | 5 | 14 | 4                   | 4 | 4 | 5 | 17 | 5              | 5 | 5 | 5 | 20  |
| 20                   | 5 | 3 | 3 | 11 | 3                   | 4 | 3 | 3 | 13 | 5              | 5 | 5 | 5 | 20  |
| 21                   | 4 | 3 | 3 | 10 | 5                   | 4 | 4 | 4 | 17 | 5              | 5 | 4 | 5 | 19  |

|    |   |   |   |           |   |   |   |   |           |   |   |   |   |           |
|----|---|---|---|-----------|---|---|---|---|-----------|---|---|---|---|-----------|
| 22 | 4 | 3 | 5 | <b>12</b> | 4 | 5 | 4 | 5 | <b>18</b> | 5 | 5 | 5 | 5 | <b>20</b> |
| 23 | 4 | 5 | 4 | <b>13</b> | 5 | 5 | 5 | 5 | <b>20</b> | 5 | 5 | 5 | 5 | <b>20</b> |
| 24 | 4 | 4 | 4 | <b>12</b> | 4 | 4 | 4 | 4 | <b>16</b> | 5 | 5 | 4 | 5 | <b>19</b> |
| 25 | 4 | 4 | 5 | <b>13</b> | 4 | 5 | 4 | 4 | <b>17</b> | 4 | 4 | 4 | 5 | <b>17</b> |
| 26 | 5 | 5 | 5 | <b>15</b> | 5 | 4 | 4 | 3 | <b>16</b> | 5 | 4 | 4 | 4 | <b>17</b> |
| 27 | 4 | 4 | 5 | <b>13</b> | 4 | 5 | 4 | 5 | <b>18</b> | 4 | 4 | 4 | 4 | <b>16</b> |
| 28 | 5 | 3 | 4 | <b>12</b> | 4 | 5 | 4 | 4 | <b>17</b> | 5 | 5 | 5 | 5 | <b>20</b> |
| 29 | 4 | 4 | 5 | <b>13</b> | 4 | 5 | 5 | 4 | <b>18</b> | 5 | 5 | 5 | 5 | <b>20</b> |
| 30 | 5 | 5 | 5 | <b>15</b> | 4 | 5 | 3 | 5 | <b>17</b> | 5 | 5 | 5 | 5 | <b>20</b> |



**Lampiran 06 Hasil Data Ordinal Responden Sampel Besar**

| Kualitas Produk (X1) |   |   |   |     | Persepsi Harga (X2) |   |   |   |     | Minat Beli (Y) |   |   |   |     |
|----------------------|---|---|---|-----|---------------------|---|---|---|-----|----------------|---|---|---|-----|
| NO                   | 1 | 2 | 3 | JML | 1                   | 2 | 3 | 4 | JML | 1              | 2 | 3 | 4 | JML |
| 1                    | 5 | 5 | 5 | 15  | 5                   | 5 | 5 | 5 | 20  | 5              | 5 | 5 | 5 | 20  |
| 2                    | 4 | 5 | 4 | 13  | 5                   | 5 | 4 | 5 | 19  | 5              | 5 | 5 | 4 | 19  |
| 3                    | 3 | 4 | 4 | 11  | 4                   | 4 | 4 | 3 | 15  | 4              | 4 | 5 | 3 | 16  |
| 4                    | 5 | 3 | 4 | 12  | 5                   | 5 | 4 | 4 | 18  | 4              | 4 | 4 | 4 | 16  |
| 5                    | 5 | 3 | 4 | 12  | 5                   | 4 | 4 | 4 | 17  | 5              | 4 | 4 | 5 | 18  |
| 6                    | 4 | 5 | 5 | 14  | 4                   | 4 | 4 | 5 | 17  | 4              | 5 | 5 | 5 | 19  |
| 7                    | 3 | 2 | 3 | 8   | 3                   | 2 | 3 | 2 | 10  | 3              | 2 | 3 | 2 | 10  |
| 8                    | 3 | 2 | 2 | 7   | 3                   | 2 | 2 | 3 | 10  | 3              | 2 | 3 | 3 | 11  |
| 9                    | 3 | 4 | 5 | 12  | 3                   | 4 | 3 | 4 | 14  | 5              | 3 | 5 | 4 | 17  |
| 10                   | 5 | 5 | 5 | 15  | 5                   | 5 | 4 | 4 | 18  | 5              | 4 | 4 | 3 | 16  |
| 11                   | 4 | 4 | 2 | 10  | 3                   | 2 | 2 | 3 | 10  | 3              | 2 | 4 | 3 | 12  |
| 12                   | 4 | 3 | 3 | 10  | 4                   | 2 | 3 | 2 | 11  | 4              | 3 | 4 | 2 | 13  |
| 13                   | 4 | 3 | 4 | 11  | 4                   | 3 | 2 | 3 | 12  | 4              | 4 | 3 | 2 | 13  |
| 14                   | 3 | 4 | 5 | 12  | 3                   | 4 | 3 | 4 | 14  | 5              | 3 | 5 | 4 | 17  |
| 15                   | 5 | 5 | 5 | 15  | 5                   | 5 | 5 | 5 | 20  | 5              | 5 | 5 | 5 | 20  |
| 16                   | 5 | 5 | 5 | 15  | 5                   | 5 | 5 | 5 | 20  | 5              | 5 | 5 | 5 | 20  |
| 17                   | 3 | 5 | 4 | 12  | 4                   | 3 | 3 | 4 | 14  | 4              | 3 | 4 | 5 | 16  |
| 18                   | 5 | 5 | 5 | 15  | 5                   | 5 | 5 | 5 | 20  | 5              | 5 | 5 | 5 | 20  |
| 19                   | 4 | 3 | 4 | 11  | 4                   | 4 | 3 | 3 | 14  | 4              | 4 | 3 | 4 | 15  |
| 20                   | 4 | 3 | 3 | 10  | 4                   | 2 | 3 | 2 | 11  | 4              | 3 | 4 | 2 | 13  |
| 21                   | 4 | 3 | 4 | 11  | 4                   | 3 | 2 | 3 | 12  | 4              | 4 | 3 | 2 | 13  |
| 22                   | 3 | 4 | 5 | 12  | 3                   | 4 | 3 | 4 | 14  | 5              | 3 | 5 | 4 | 17  |
| 23                   | 5 | 4 | 4 | 13  | 5                   | 5 | 4 | 5 | 19  | 5              | 5 | 5 | 4 | 19  |
| 24                   | 4 | 3 | 3 | 10  | 4                   | 3 | 4 | 3 | 14  | 4              | 3 | 4 | 4 | 15  |

|    |   |   |   |    |   |   |   |   |    |   |   |   |   |    |
|----|---|---|---|----|---|---|---|---|----|---|---|---|---|----|
| 25 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 4 | 17 | 4 | 5 | 4 | 4 | 17 |
| 26 | 4 | 4 | 4 | 12 | 5 | 5 | 4 | 3 | 17 | 5 | 5 | 4 | 4 | 18 |
| 27 | 5 | 5 | 4 | 14 | 4 | 5 | 4 | 5 | 18 | 5 | 5 | 5 | 5 | 20 |
| 28 | 4 | 3 | 3 | 10 | 4 | 3 | 4 | 4 | 15 | 4 | 4 | 4 | 3 | 15 |
| 29 | 5 | 4 | 5 | 14 | 4 | 5 | 5 | 5 | 19 | 5 | 4 | 4 | 5 | 18 |
| 30 | 3 | 5 | 4 | 12 | 5 | 4 | 5 | 3 | 17 | 4 | 4 | 5 | 4 | 17 |
| 31 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 5 | 17 | 4 | 4 | 4 | 5 | 17 |
| 32 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 4 | 5 | 19 |
| 33 | 4 | 5 | 5 | 14 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 4 | 5 | 19 |
| 34 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 4 | 19 | 5 | 5 | 4 | 5 | 19 |
| 35 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 4 | 4 | 17 |
| 36 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 4 | 16 | 4 | 5 | 5 | 4 | 18 |
| 37 | 4 | 5 | 4 | 13 | 5 | 4 | 4 | 5 | 18 | 5 | 4 | 5 | 4 | 18 |
| 38 | 5 | 5 | 5 | 15 | 5 | 4 | 4 | 4 | 17 | 5 | 4 | 4 | 5 | 18 |
| 39 | 5 | 4 | 5 | 14 | 4 | 4 | 4 | 5 | 17 | 5 | 4 | 4 | 4 | 17 |
| 40 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 41 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 5 | 4 | 17 |
| 42 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 5 | 4 | 19 |
| 43 | 4 | 4 | 4 | 12 | 3 | 4 | 4 | 4 | 15 | 4 | 5 | 4 | 4 | 17 |
| 44 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 45 | 5 | 4 | 4 | 13 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 4 | 4 | 16 |
| 46 | 3 | 4 | 5 | 12 | 3 | 3 | 5 | 4 | 15 | 3 | 5 | 4 | 5 | 17 |
| 47 | 4 | 5 | 5 | 14 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 48 | 5 | 3 | 4 | 12 | 4 | 4 | 5 | 5 | 18 | 5 | 4 | 3 | 4 | 16 |
| 49 | 3 | 4 | 4 | 11 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 50 | 4 | 3 | 4 | 11 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 4 | 4 | 16 |
| 51 | 5 | 3 | 3 | 11 | 2 | 3 | 3 | 2 | 10 | 3 | 4 | 3 | 4 | 14 |
| 52 | 3 | 2 | 2 | 7  | 2 | 3 | 3 | 1 | 9  | 4 | 2 | 1 | 3 | 10 |

|    |   |   |   |    |   |   |   |   |    |   |   |   |   |    |
|----|---|---|---|----|---|---|---|---|----|---|---|---|---|----|
| 53 | 3 | 3 | 4 | 10 | 4 | 3 | 4 | 3 | 14 | 4 | 4 | 3 | 4 | 15 |
| 54 | 5 | 4 | 4 | 13 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 4 | 19 |
| 55 | 5 | 4 | 4 | 13 | 5 | 4 | 4 | 4 | 17 | 4 | 4 | 3 | 4 | 15 |
| 56 | 4 | 4 | 4 | 12 | 4 | 5 | 4 | 5 | 18 | 5 | 4 | 4 | 4 | 17 |
| 57 | 4 | 4 | 5 | 13 | 4 | 4 | 5 | 5 | 18 | 4 | 4 | 5 | 4 | 17 |
| 58 | 5 | 5 | 5 | 15 | 3 | 4 | 4 | 4 | 15 | 5 | 3 | 4 | 5 | 17 |
| 59 | 5 | 3 | 4 | 12 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 4 | 3 | 17 |
| 60 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 61 | 5 | 4 | 5 | 14 | 5 | 4 | 4 | 5 | 18 | 4 | 5 | 4 | 5 | 18 |
| 62 | 4 | 5 | 3 | 12 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 4 | 4 | 16 |
| 63 | 5 | 4 | 4 | 13 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 4 | 4 | 16 |
| 64 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 3 | 5 | 17 |
| 65 | 5 | 5 | 4 | 14 | 5 | 5 | 4 | 4 | 18 | 4 | 5 | 5 | 5 | 19 |
| 66 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 4 | 5 | 5 | 19 |
| 67 | 5 | 3 | 3 | 11 | 4 | 3 | 3 | 4 | 14 | 5 | 5 | 4 | 5 | 19 |
| 68 | 5 | 4 | 5 | 14 | 4 | 4 | 5 | 3 | 16 | 5 | 4 | 4 | 5 | 18 |
| 69 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 4 | 17 | 4 | 5 | 4 | 4 | 17 |
| 70 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 3 | 15 | 4 | 5 | 4 | 4 | 17 |
| 71 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 72 | 5 | 4 | 4 | 13 | 5 | 5 | 5 | 4 | 19 | 4 | 5 | 5 | 4 | 18 |
| 73 | 4 | 4 | 4 | 12 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 3 | 3 | 14 |
| 74 | 5 | 3 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 75 | 4 | 3 | 5 | 12 | 4 | 4 | 4 | 4 | 16 | 5 | 5 | 4 | 4 | 18 |
| 76 | 2 | 2 | 2 | 6  | 3 | 3 | 3 | 3 | 12 | 3 | 4 | 2 | 3 | 12 |
| 77 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 78 | 3 | 5 | 5 | 13 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 79 | 3 | 5 | 4 | 12 | 4 | 4 | 5 | 4 | 17 | 5 | 4 | 4 | 5 | 18 |
| 80 | 4 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 12 | 4 | 3 | 3 | 4 | 14 |

|     |   |   |   |    |   |   |   |   |    |   |   |   |   |    |
|-----|---|---|---|----|---|---|---|---|----|---|---|---|---|----|
| 81  | 3 | 3 | 3 | 9  | 4 | 3 | 3 | 4 | 14 | 3 | 4 | 3 | 3 | 13 |
| 82  | 5 | 4 | 4 | 13 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 4 | 5 | 17 |
| 83  | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 84  | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 4 | 5 | 4 | 4 | 17 |
| 85  | 5 | 3 | 4 | 12 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 4 | 4 | 16 |
| 86  | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 4 | 16 | 3 | 4 | 4 | 4 | 15 |
| 87  | 5 | 3 | 4 | 12 | 5 | 5 | 4 | 5 | 19 | 4 | 5 | 4 | 5 | 18 |
| 88  | 5 | 5 | 4 | 14 | 4 | 4 | 5 | 4 | 17 | 5 | 4 | 5 | 5 | 19 |
| 89  | 5 | 4 | 3 | 12 | 4 | 3 | 4 | 5 | 16 | 5 | 5 | 4 | 4 | 18 |
| 90  | 5 | 5 | 4 | 14 | 4 | 3 | 4 | 4 | 15 | 4 | 4 | 5 | 4 | 17 |
| 91  | 4 | 5 | 5 | 14 | 5 | 4 | 4 | 4 | 17 | 5 | 4 | 4 | 4 | 17 |
| 92  | 4 | 5 | 5 | 14 | 4 | 4 | 5 | 4 | 17 | 4 | 5 | 5 | 5 | 19 |
| 93  | 4 | 4 | 5 | 13 | 5 | 4 | 5 | 5 | 19 | 5 | 4 | 5 | 4 | 18 |
| 94  | 4 | 5 | 4 | 13 | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 5 | 4 | 19 |
| 95  | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 96  | 4 | 3 | 5 | 12 | 5 | 5 | 5 | 4 | 19 | 4 | 4 | 3 | 5 | 16 |
| 97  | 3 | 5 | 4 | 12 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 4 | 19 |
| 98  | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 20 |
| 99  | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 100 | 5 | 5 | 5 | 15 | 5 | 4 | 5 | 5 | 19 | 5 | 5 | 5 | 4 | 19 |
| 101 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 16 |
| 102 | 5 | 4 | 3 | 12 | 4 | 5 | 4 | 4 | 17 | 5 | 4 | 3 | 4 | 16 |
| 103 | 5 | 5 | 3 | 13 | 4 | 5 | 5 | 4 | 18 | 5 | 5 | 3 | 4 | 17 |
| 104 | 5 | 5 | 4 | 14 | 5 | 4 | 4 | 5 | 18 | 4 | 4 | 5 | 4 | 17 |
| 105 | 3 | 2 | 2 | 7  | 3 | 2 | 2 | 3 | 10 | 2 | 2 | 3 | 3 | 10 |
| 106 | 3 | 3 | 2 | 8  | 3 | 2 | 2 | 3 | 10 | 3 | 2 | 2 | 3 | 10 |
| 107 | 3 | 3 | 2 | 8  | 3 | 3 | 2 | 2 | 10 | 3 | 3 | 2 | 3 | 11 |
| 108 | 3 | 3 | 4 | 10 | 4 | 4 | 3 | 3 | 14 | 3 | 4 | 3 | 4 | 14 |

|     |   |   |   |           |   |   |   |   |           |   |   |   |   |           |
|-----|---|---|---|-----------|---|---|---|---|-----------|---|---|---|---|-----------|
| 109 | 4 | 3 | 3 | <b>10</b> | 4 | 4 | 4 | 3 | <b>15</b> | 3 | 3 | 4 | 4 | <b>14</b> |
| 110 | 4 | 3 | 2 | <b>9</b>  | 3 | 3 | 3 | 5 | <b>14</b> | 5 | 4 | 4 | 3 | <b>16</b> |



## Lampiran 07. Hasil Uji Reliabilitas dan Uji Validitas Sampel Kecil

### Uji Reliabilitas Kualitas Produk

#### Reliability Statistics

| Cronbach's |            |
|------------|------------|
| Alpha      | N of Items |
| .791       | 3          |

### Uji Reliabilitas Persepsi Harga

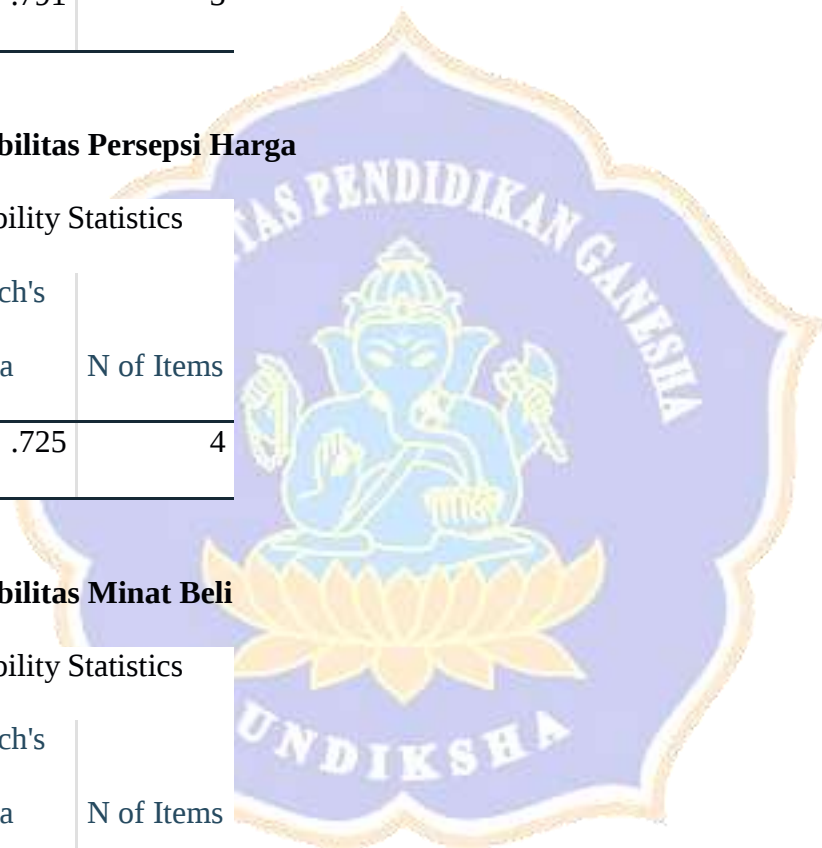
#### Reliability Statistics

| Cronbach's |            |
|------------|------------|
| Alpha      | N of Items |
| .725       | 4          |

### Uji Reliabilitas Minat Beli

#### Reliability Statistics

| Cronbach's |            |
|------------|------------|
| Alpha      | N of Items |
| .715       | 4          |



### Uji Reliabilitas Minat Beli

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .715             | 4          |

### Uji Validitas Kualitas Produk

#### Correlations

|      |                     | X1.1   | X1.2   | X1.3   | T.X1   |
|------|---------------------|--------|--------|--------|--------|
| X1.1 | Pearson Correlation | 1      | .530** | .494** | .750** |
|      | Sig. (2-tailed)     |        | .003   | .006   | .000   |
|      | N                   | 30     | 30     | 30     | 30     |
| X1.2 | Pearson Correlation | .530** | 1      | .685** | .905** |
|      | Sig. (2-tailed)     | .003   |        | .000   | .000   |
|      | N                   | 30     | 30     | 30     | 30     |
| X1.3 | Pearson Correlation | .494** | .685** | 1      | .870** |
|      | Sig. (2-tailed)     | .006   | .000   |        | .000   |
|      | N                   | 30     | 30     | 30     | 30     |
| T.X1 | Pearson Correlation | .750** | .905** | .870** | 1      |
|      | Sig. (2-tailed)     | .000   | .000   | .000   |        |
|      | N                   | 30     | 30     | 30     | 30     |

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

### Uji Validitas Persepsi Harga

|      |                     | Correlations |        |        |        |        |
|------|---------------------|--------------|--------|--------|--------|--------|
|      |                     | X2.1         | X2.2   | X2.3   | X2.4   | T.X2   |
| X2.1 | Pearson Correlation | 1            | .253   | .517** | .470** | .756** |
|      | Sig. (2-tailed)     |              | .177   | .003   | .009   | .000   |
|      | N                   | 30           | 30     | 30     | 30     | 30     |
| X2.2 | Pearson Correlation | .253         | 1      | .159   | .464** | .604** |
|      | Sig. (2-tailed)     | .177         |        | .402   | .010   | .000   |
|      | N                   | 30           | 30     | 30     | 30     | 30     |
| X2.3 | Pearson Correlation | .517**       | .159   | 1      | .487** | .753** |
|      | Sig. (2-tailed)     | .003         | .402   |        | .006   | .000   |
|      | N                   | 30           | 30     | 30     | 30     | 30     |
| X2.4 | Pearson Correlation | .470**       | .464** | .487** | 1      | .833** |
|      | Sig. (2-tailed)     | .009         | .010   | .006   |        | .000   |
|      | N                   | 30           | 30     | 30     | 30     | 30     |
| T.X2 | Pearson Correlation | .756**       | .604** | .753** | .833** | 1      |
|      | Sig. (2-tailed)     | .000         | .000   | .000   | .000   |        |
|      | N                   | 30           | 30     | 30     | 30     | 30     |

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



### Uji Validitas Minat Beli

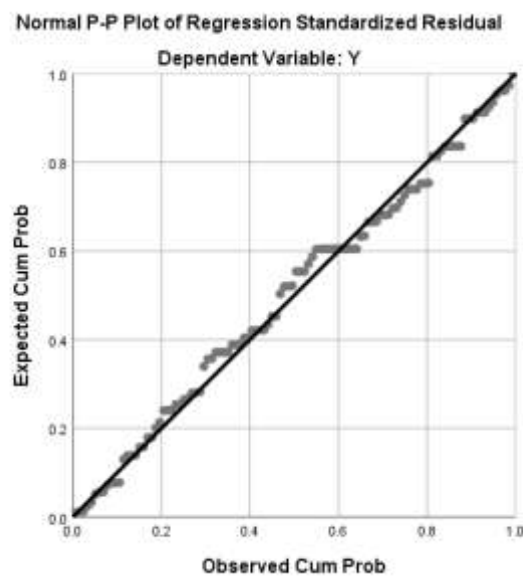
|     |                     | Correlations |        |      |      |        |
|-----|---------------------|--------------|--------|------|------|--------|
|     |                     | Y.1          | Y.2    | Y.3  | Y.4  | T.Y    |
| Y.1 | Pearson Correlation | 1            | .749** | .313 | .349 | .837** |
|     | Sig. (2-tailed)     |              | .000   | .092 | .059 | .000   |
|     | N                   | 30           | 30     | 30   | 30   | 30     |
| Y.2 | Pearson Correlation | .749**       | 1      | .297 | .348 | .861** |
|     | Sig. (2-tailed)     | .000         |        | .111 | .060 | .000   |
|     | N                   | 30           | 30     | 30   | 30   | 30     |

|     |                     |        |        |        |        |        |
|-----|---------------------|--------|--------|--------|--------|--------|
| Y.3 | Pearson Correlation | .313   | .297   | 1      | .274   | .630** |
|     | Sig. (2-tailed)     | .092   | .111   |        | .142   | .000   |
|     | N                   | 30     | 30     | 30     | 30     | 30     |
| Y.4 | Pearson Correlation | .349   | .348   | .274   | 1      | .599** |
|     | Sig. (2-tailed)     | .059   | .060   | .142   |        | .000   |
|     | N                   | 30     | 30     | 30     | 30     | 30     |
| T.Y | Pearson Correlation | .837** | .861** | .630** | .599** | 1      |
|     | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |        |
|     | N                   | 30     | 30     | 30     | 30     | 30     |

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

## Lampiran 08. Pengujian Asumsi Klasik

### 1. Uji Normalitas (Grafik P-Plot dan Uji Kolmogrov-Smirnov)



### One-Sample Kolmogorov-Smirnov Test

|                                        |                       | Unstandardized Residual   |
|----------------------------------------|-----------------------|---------------------------|
| <b>N</b>                               |                       | <b>110</b>                |
| <b>Normal Parameters<sup>a,b</sup></b> | <b>Mean</b>           | <b>.0000000</b>           |
|                                        | <b>Std. Deviation</b> | <b>1.17667955</b>         |
| <b>Most Extreme Differences</b>        | <b>Absolute</b>       | <b>.059</b>               |
|                                        | <b>Positive</b>       | <b>.054</b>               |
|                                        | <b>Negative</b>       | <b>-.059</b>              |
| <b>Test Statistic</b>                  |                       | <b>.059</b>               |
| <b>Asymp. Sig. (2-tailed)</b>          |                       | <b>.200<sup>c,d</sup></b> |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

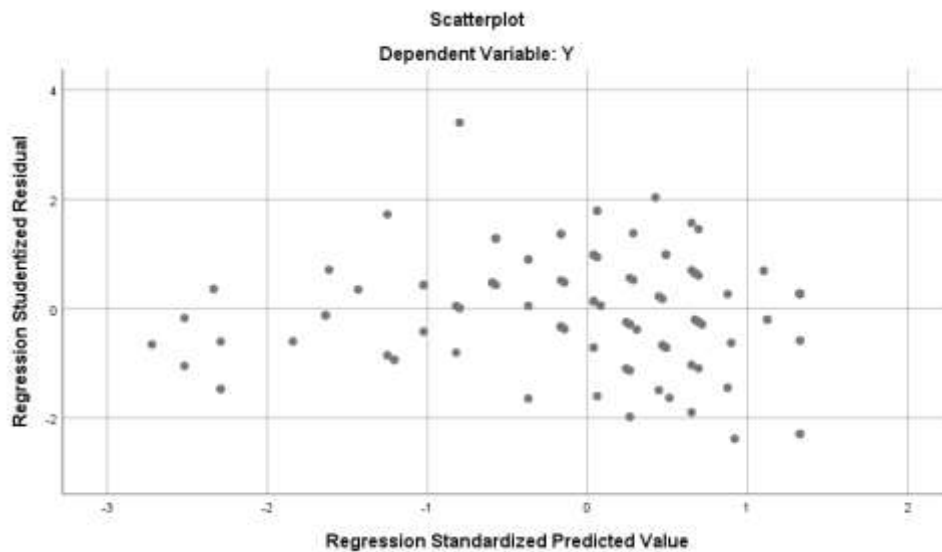
### 2. Uji Multikolinearitas

#### Coefficients<sup>a</sup>

|   | Model      | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig. | Collinearity Statistics |       |
|---|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|   |            | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1 | (Constant) | 3.206                       | .716       |                           | 4.476 | .000 |                         |       |
|   | TX.1       | .498                        | .089       | .406                      | 5.608 | .000 | .394                    | 2.540 |
|   | TX.2       | .450                        | .062       | .528                      | 7.294 | .000 | .394                    | 2.540 |

a. Dependent Variable: Y

### 3. Uji Heteroskedastisitas



Lampiran 9. Output SPSS Analisis Regresi Berganda

#### Coefficients<sup>a</sup>

| Model      | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|            | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| (Constant) | 3.206                       | .716       |                           | 4.476 | .000 |                         |       |
| 1 TX.1     | .498                        | .089       | .406                      | 5.608 | .000 | .394                    | 2.540 |
| TX.2       | .450                        | .062       | .528                      | 7.294 | .000 | .394                    | 2.540 |

a. Dependent Variable: Y

Lampiran 11: Hasil Uji Hipotesis Statistik

#### 1. Uji T (Parsial)

#### Coefficients<sup>a</sup>

| Model        | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |     |
|--------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-----|
|              | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF |
| 1 (Constant) | 3.206                       | .716       |                           | 4.476 | .000 |                         |     |

|      |      |      |      |       |      |      |       |
|------|------|------|------|-------|------|------|-------|
| TX.1 | .498 | .089 | .406 | 5.608 | .000 | .394 | 2.540 |
| TX.2 | .450 | .062 | .528 | 7.294 | .000 | .394 | 2.540 |

a. Dependent Variable: Y

## 2. Uji F (Simultan)

| ANOVA <sup>a</sup> |            |                |     |             |         |                   |
|--------------------|------------|----------------|-----|-------------|---------|-------------------|
| Model              |            | Sum of Squares | Df  | Mean Square | F       | Sig.              |
| 1                  | Regression | 531.454        | 2   | 265.727     | 188.398 | .000 <sup>b</sup> |
|                    | Residual   | 150.919        | 107 | 1.410       |         |                   |
|                    | Total      | 682.373        | 109 |             |         |                   |

a. Dependent Variable: Y

b. Predictors: (Constant), TX.2, TX.1

## 3. Uji Determinasi R<sup>2</sup>

| Model Summary <sup>b</sup> |       |          |                   |                            |
|----------------------------|-------|----------|-------------------|----------------------------|
| Model                      | R     | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                          | .883a | .779     | .775              | 1.18763                    |

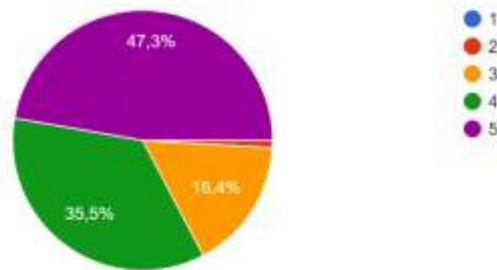
a. Predictors: (Constant), TX.2, TX.1

b. Dependent Variable: Y

## Lampiran 10 Hasil Kuesioner Kualitas Produk

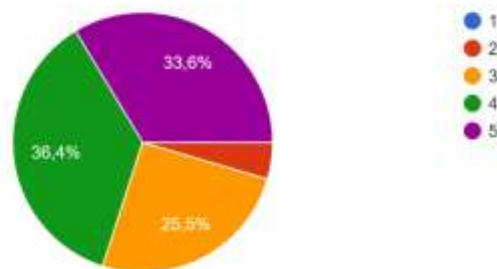
Produk Scarlett menawarkan berbagai variasi yang sesuai dengan kebutuhan

110 jawaban



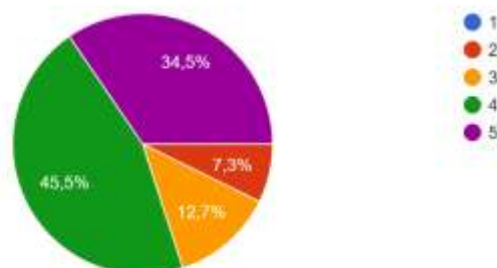
Produk Scarlett sesuai dengan deskripsi yang ditampilkan

110 jawaban



Produk Scarlett sesuai dengan deskripsi yang di tampilkan

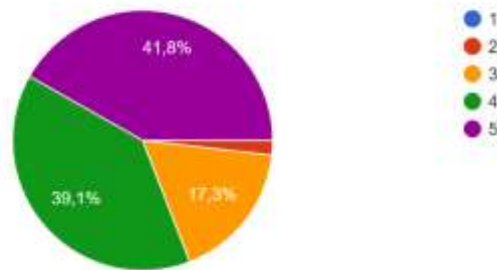
110 jawaban



## Lampiran 12 Hasil Kuesioner Persepsi Harga

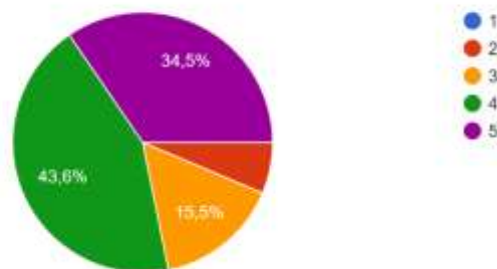
Harga produk Scarlett tergolong terjangkau bagi saya

110 jawaban



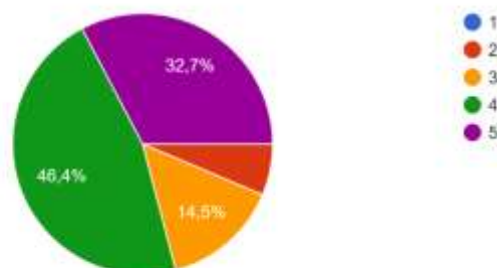
Harga produk Scarlett sesuai dengan kualitas yang ditawarkan

110 jawaban



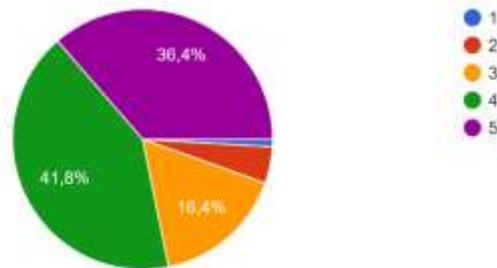
Harga produk Scarlett sebanding dengan manfaat yang saya rasakan

110 jawaban



Harga produk Scarlett memberikan nilai lebih dibandingkan merek lain yang pernah saya pertimbangkan

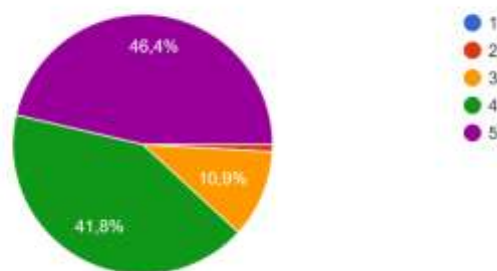
110 jawaban



### Lampiran 13 Hasil Kuesioner Minat Beli

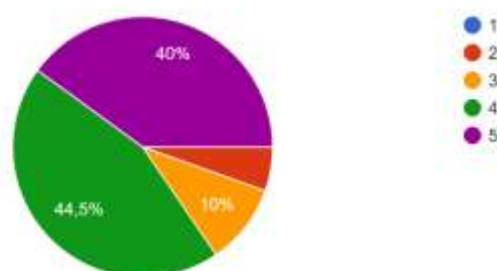
Saya tertarik untuk mencari informasi lebih lanjut mengenai produk Scarlett

110 jawaban

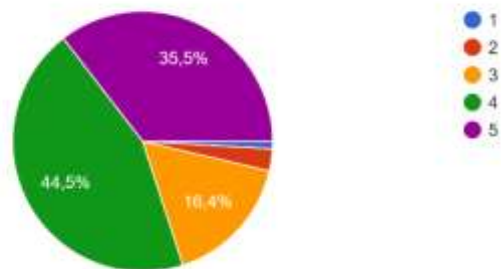


Saya memiliki ketertarikan terhadap produk Scarlett dibanding merek lain

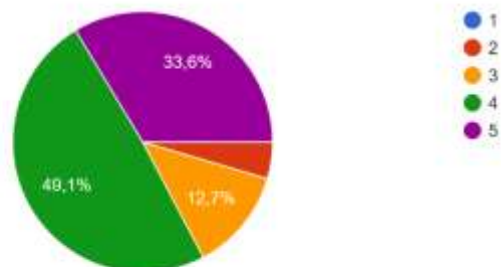
110 jawaban



Saya memiliki keinginan untuk mencoba produk Scarlett  
110 jawaban



Saya berencana membeli produk Scarlett dalam waktu dekat  
110 jawaban



## RIWAYAT HIDUP

Nadya Valentine Saragih lahir di Pematang Raya pada tanggal 14 Februari 2003. Penulis merupakan anak dari pasangan suami istri Jonsof Kartolo Saragih dan Lilde Fristmawaty Purba. Penulis merupakan anak pertama dari 4 bersaudara, adapun saudara penulis adalah Andhika Raymond Saragih, Dhivan Aldian Saragih, dan Rikky Rafael Saragih. Penulis beragama Kristen Protestan. Alamat penulis berada di jalan Bisma Barat no 41, Kecamatan Buleleng, Kabupaten Buleleng, Provinsi Bali. penulis menyelesaikan pendidikan dasar di SD Negeri 091316 Pematang Raya dan lulus pada tahun 2015. Kemudian penulis melanjutkan ke SMP Negeri 2 Raya dan lulus pada tahun 2018. Kemudian melanjutkan ke jenjang sekolah menengah atas di salah satu SMA di SMA Negeri 1 Raya dengan jurusan IPS dan lulus pada tahun 2021. Selanjutnya penulis melanjutkan ke jenjang perguruan tinggi yaitu di Universitas Pendidikan Ganesha dengan mengambil jurusan Manajemen. Pada semester akhir 2025 penulis telah menyelesaikan Tugas Akhir yang berjudul “Pengaruh Kualitas Produk dan Persepsi Harga Terhadap Minat Beli Produk *Skincare* Scarlett di Kota Singaraja”.