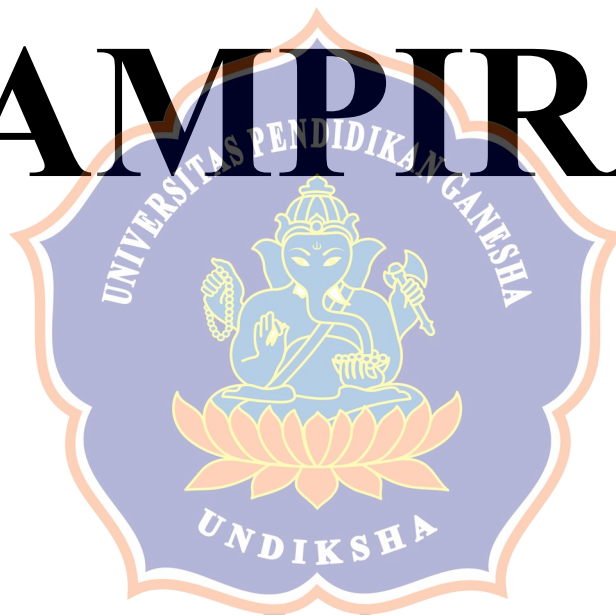
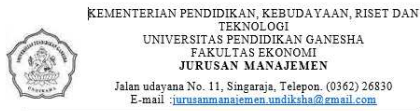


# LAMPIRAN



## Lampiran 1. Kuesioner Penelitian



Kepada Yth. Bapak/Ibu, Saudara/i  
Perihal : Kuesioner

Dengan Hormat,  
Dalam rangka memenuhi salah satu syarat penyelesaian studi di Universitas Pendidikan Ganesha Program Studi Manajemen, dengan ini saya Putu Bintang Herma Yani bermaksud melakukan penelitian dengan judul "Pengaruh Promosi dan Persepsi Kualitas Produk Terhadap Minat Beli Endek Bali Pada Butik Warna Bali Di Kota Singaraja"

Dengan ini saya mohon kesediaan Bapak/Ibu, Saudara/Saudari untuk berkenan mengisi kuesioner ini sebagai data yang akan dipergunakan dalam penelitian. Data yang Bapak/Ibu, Saudara/Saudari berikan akan dijaga kerahasiaannya dan hanya digunakan untuk keperluan penelitian saja. Atas kesediaan Bapak/Ibu, Saudara/Saudari yang bersedia berpartisipasi dalam mengisi kuesioner penelitian ini saya ucapkan terima kasih.

Singaraja, 11 Mei 2026  
Peneliti

Putu Bintang Herma Yani  
Contact Person: 081945480596

### A. Identitas Responden

Beri tanda centang (✓) pada kotak jawaban

- Nama : \_\_\_\_\_
- Alamat : \_\_\_\_\_
- Usia : \_\_\_\_\_
- Jenis Kelamin : ☐ Laki – laki ☐ Perempuan
- Pendapatan : ☐ < 2.500.000  
☐ 2.500.000-5.000.000  
☐ > 5.000.000
- Pekerjaan : ☐ PNS/ TNI/ POLRI ☐ Petani/ Nelayan  
☐ BUMN/ BUMD ☐ Tidak Bekerja  
☐ Swasta
- Pendidikan : ☐ SD – SMA/ Sederajat ☐ Magister (S2)  
☐ Diploma ☐ Doktor (S3)  
☐ Sarjana (S1)

### B. Petunjuk Pengisian Kuesioner

Silahkan anda pilih jawaban yang menurut anda paling sesuai dengan apa yang ada di lembar pertanyaan kuesioner dengan cara memberikan tanda centang (✓) pada pilihan jawab yang tersedia.

Keterangan :

- SS : Sangat Setuju  
S : Setuju  
N : Netral  
TS : Tidak Setuju  
STS : Sangat Tidak Setuju

### C. Draf Pertanyaan

#### Promosi (X<sub>1</sub>)

| No. | Pernyataan                                                                                                | Tanggapan |   |   |    |     |
|-----|-----------------------------------------------------------------------------------------------------------|-----------|---|---|----|-----|
|     |                                                                                                           | SS        | S | N | TS | STS |
| 1   | Saya mengetahui produk Endek Bali dari Butik Warna Bali melalui iklan radio atau media penyiaran lainnya. |           |   |   |    |     |
| 2   | Saya pernah melihat promosi butik warna Bali melalui media cetak.                                         |           |   |   |    |     |
| 3   | Saya mengetahui produk Endek Bali dari butik warna Bali melalui media sosial                              |           |   |   |    |     |
| 4   | Program diskon yang diberikan Butik Warna Bali menarik minat saya untuk membeli produk Endek Bali.        |           |   |   |    |     |
| 5   | Saya mengetahui produk butik warna bali melalui kegiatan Buleleng festival dan pameran.                   |           |   |   |    |     |

#### Persepsi Kualitas Produk (X<sub>2</sub>)

| No. | Pernyataan                                                                      | Tanggapan |   |   |    |     |
|-----|---------------------------------------------------------------------------------|-----------|---|---|----|-----|
|     |                                                                                 | SS        | S | N | TS | STS |
| 1   | Produk Endek Bali di butik warna Bali memiliki kualitas kain yang baik.         |           |   |   |    |     |
| 2   | Produk Endek Bali memiliki pilihan warna yang beragam.                          |           |   |   |    |     |
| 3   | Produk Endek Bali memiliki kualitas yang konsisten setiap pembelian.            |           |   |   |    |     |
| 4   | Produk Endek Bali sesuai dengan deskripsi yang diberikan oleh butik warna bali. |           |   |   |    |     |
| 5   | Produk Endek Bali memiliki ketahanan yang baik terhadap pemakaian.              |           |   |   |    |     |
| 6   | Pelayanan terhadap keluhan produk dilakukan dengan baik.                        |           |   |   |    |     |
| 7   | Motif dan desain produk Endek Bali terlihat menarik dan eksklusif.              |           |   |   |    |     |

|   |                                                                              |  |  |  |  |  |
|---|------------------------------------------------------------------------------|--|--|--|--|--|
| 8 | Saya membeli produk Endek Bali di butik warna bali memiliki kualitas tinggi. |  |  |  |  |  |
|---|------------------------------------------------------------------------------|--|--|--|--|--|

#### Minat Beli (Y)

| No. | Pernyataan                                                                                 | Tanggapan |   |   |    |     |
|-----|--------------------------------------------------------------------------------------------|-----------|---|---|----|-----|
|     |                                                                                            | SS        | S | N | TS | STS |
| 1   | Saya mengetahui Produk Endek Bali yang dijual di butik warna Bali.                         |           |   |   |    |     |
| 2   | Saya merasa produk Endek Bali di butik Warna Bali sesuai dengan kebutuhan dan selera saya. |           |   |   |    |     |
| 3   | Saya merasa tertarik memiliki produk Endek Bali yang dijual di butik Warna Bali.           |           |   |   |    |     |
| 4   | Saya bersedia merekomendasikan produk Endek Bali di butik Warna Bali kepada orang lain.    |           |   |   |    |     |

## Lampiran 2. Hasil Survey Awal

### Minat Beli (Y)

| Pernyataan   | STS<br>(1) | TS<br>(2) | KS<br>(3) | S<br>(4) | SS<br>(5) | Jumlah     | Rata<br>Skor | Kriteria   |
|--------------|------------|-----------|-----------|----------|-----------|------------|--------------|------------|
| Pernyataan 1 | 0          | 22        | 8         | 0        | 0         | 68         | 2,27         | Tidak Baik |
| Pernyataan 2 | 0          | 26        | 4         | 0        | 0         | 64         | 2,13         | Tidak Baik |
| Pernyataan 3 | 0          | 23        | 7         | 0        | 0         | 67         | 2,23         | Tidak Baik |
| Pernyataan 4 | 0          | 24        | 6         | 0        | 0         | 66         | 2,20         | Tidak Baik |
| <b>Total</b> |            |           |           |          |           | <b>265</b> | <b>2,21</b>  | Tidak Baik |

### Promosi (X<sub>1</sub>)

| Pernyataan   | STS<br>(1) | TS<br>(2) | KS<br>(3) | S<br>(4) | SS<br>(5) | Jumlah     | Rata<br>Skor | Kriteria |
|--------------|------------|-----------|-----------|----------|-----------|------------|--------------|----------|
| Pernyataan 1 | 0          | 0         | 20        | 5        | 5         | 105        | 3,50         | Baik     |
| Pernyataan 2 | 0          | 0         | 2         | 28       | 0         | 118        | 3,93         | Baik     |
| Pernyataan 3 | 0          | 0         | 0         | 29       | 1         | 121        | 4,03         | Baik     |
| Pernyataan 4 | 0          | 0         | 0         | 29       | 1         | 121        | 4,03         | Baik     |
| Pernyataan 5 | 0          | 0         | 0         | 29       | 1         | 121        | 4,03         | Baik     |
| <b>Total</b> |            |           |           |          |           | <b>586</b> | <b>3,91</b>  | Baik     |

### Persepsi Kualitas Produk (X<sub>2</sub>)

| Pernyataan   | STS<br>(1) | TS<br>(2) | KS<br>(3) | S<br>(4) | SS<br>(5) | Jumlah     | Rata<br>Skor | Kriteria |
|--------------|------------|-----------|-----------|----------|-----------|------------|--------------|----------|
| Pernyataan 1 | 0          | 0         | 0         | 29       | 1         | 121        | 4,03         | Baik     |
| Pernyataan 2 | 0          | 0         | 0         | 29       | 1         | 121        | 4,03         | Baik     |
| Pernyataan 3 | 0          | 0         | 0         | 29       | 1         | 121        | 4,03         | Baik     |
| Pernyataan 4 | 0          | 0         | 0         | 29       | 1         | 121        | 4,03         | Baik     |
| Pernyataan 5 | 0          | 0         | 0         | 29       | 1         | 121        | 4,03         | Baik     |
| Pernyataan 6 | 0          | 0         | 1         | 28       | 1         | 120        | 4,00         | Baik     |
| Pernyataan 7 | 0          | 0         | 0         | 29       | 1         | 121        | 4,03         | Baik     |
| Pernyataan 8 | 0          | 0         | 0         | 29       | 1         | 121        | 4,03         | Baik     |
| <b>Total</b> |            |           |           |          |           | <b>967</b> | <b>4,03</b>  | Baik     |

### Lampiran 3. Tabulasi Penelitian

#### Tabulasi Penelitian Uji Validitas dan Uji Reliabilitas

#### PROMOSI (X1)

| NO | PROMOSI |      |      |      |      | TOTAL X1 |
|----|---------|------|------|------|------|----------|
|    | X1.1    | X1.2 | X1.3 | X1.4 | X1.5 |          |
| 1  | 4       | 4    | 5    | 5    | 4    | 22       |
| 2  | 5       | 3    | 5    | 5    | 4    | 22       |
| 3  | 4       | 4    | 4    | 4    | 4    | 20       |
| 4  | 5       | 4    | 5    | 4    | 4    | 22       |
| 5  | 5       | 4    | 5    | 5    | 4    | 23       |
| 6  | 2       | 3    | 3    | 3    | 3    | 14       |
| 7  | 3       | 3    | 3    | 3    | 3    | 15       |
| 8  | 4       | 4    | 4    | 4    | 5    | 21       |
| 9  | 4       | 4    | 4    | 4    | 5    | 21       |
| 10 | 5       | 5    | 5    | 5    | 5    | 25       |
| 11 | 5       | 5    | 5    | 5    | 4    | 23       |
| 12 | 5       | 5    | 5    | 5    | 5    | 25       |
| 13 | 5       | 4    | 5    | 5    | 4    | 23       |
| 14 | 5       | 5    | 5    | 5    | 5    | 25       |
| 15 | 5       | 5    | 5    | 5    | 5    | 25       |
| 16 | 5       | 5    | 5    | 5    | 4    | 24       |
| 17 | 4       | 3    | 3    | 3    | 3    | 16       |
| 18 | 3       | 4    | 3    | 3    | 3    | 16       |
| 19 | 4       | 4    | 5    | 5    | 4    | 22       |
| 20 | 4       | 5    | 3    | 5    | 5    | 22       |
| 21 | 4       | 3    | 4    | 4    | 4    | 19       |
| 22 | 3       | 3    | 4    | 5    | 4    | 19       |
| 23 | 5       | 3    | 3    | 5    | 5    | 21       |
| 24 | 5       | 4    | 3    | 4    | 5    | 21       |
| 25 | 3       | 3    | 3    | 3    | 3    | 15       |
| 26 | 5       | 3    | 5    | 4    | 5    | 22       |
| 27 | 5       | 5    | 5    | 5    | 5    | 25       |
| 28 | 3       | 5    | 4    | 5    | 5    | 22       |
| 29 | 3       | 3    | 3    | 3    | 3    | 15       |
| 30 | 4       | 5    | 3    | 4    | 4    | 20       |

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| 5 | 4 | 4 | 5 | 4 | 4 |
| 5 | 4 | 5 | 4 | 4 | 5 |
| 5 | 4 | 5 | 5 | 4 | 5 |
| 4 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 4 | 4 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 5 | 5 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 4 | 4 | 5 | 4 |

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| 5 | 4 | 4 | 5 | 4 | 4 |
| 5 | 4 | 5 | 4 | 4 | 5 |
| 5 | 4 | 5 | 5 | 4 | 5 |
| 4 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 4 | 4 | 5 | 4 |
| 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 |
| 5 | 4 | 5 | 5 | 4 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 4 | 4 | 5 | 4 |

**MINAT BELI (Y)**

| NO | MINAT BELI |     |     |     | TOTAL Y |
|----|------------|-----|-----|-----|---------|
|    | Y.1        | Y.2 | Y.3 | Y.4 |         |
| 1  | 4          | 4   | 5   | 5   | 18      |
| 2  | 5          | 5   | 5   | 5   | 20      |
| 3  | 3          | 3   | 3   | 3   | 12      |
| 4  | 4          | 5   | 5   | 5   | 19      |
| 5  | 4          | 5   | 4   | 4   | 17      |
| 6  | 4          | 2   | 4   | 4   | 14      |
| 7  | 3          | 3   | 4   | 4   | 14      |
| 8  | 4          | 4   | 4   | 4   | 16      |
| 9  | 4          | 4   | 4   | 4   | 16      |
| 10 | 5          | 5   | 4   | 4   | 18      |
| 11 | 3          | 3   | 3   | 3   | 12      |
| 12 | 5          | 5   | 4   | 4   | 18      |
| 13 | 5          | 5   | 5   | 5   | 20      |
| 14 | 5          | 5   | 5   | 5   | 20      |
| 15 | 5          | 5   | 5   | 5   | 20      |
| 16 | 3          | 5   | 5   | 5   | 18      |
| 17 | 5          | 4   | 5   | 5   | 19      |
| 18 | 5          | 4   | 5   | 5   | 19      |
| 19 | 4          | 4   | 4   | 4   | 16      |
| 20 | 5          | 4   | 4   | 4   | 17      |
| 21 | 4          | 4   | 3   | 3   | 14      |
| 22 | 5          | 3   | 5   | 5   | 18      |
| 23 | 5          | 5   | 4   | 4   | 18      |
| 24 | 3          | 3   | 3   | 3   | 12      |
| 25 | 4          | 3   | 4   | 4   | 15      |
| 26 | 5          | 5   | 5   | 5   | 20      |
| 27 | 4          | 4   | 4   | 4   | 16      |
| 28 | 4          | 3   | 5   | 5   | 17      |
| 29 | 4          | 4   | 4   | 4   | 16      |
| 30 | 5          | 4   | 5   | 5   | 19      |

# Tabulasi Penelitian Uji Hipotesis

## PROMOSI (X1)

| NO | PROMOSI |      |      |      |      | TOTAL X1 |
|----|---------|------|------|------|------|----------|
|    | X1.1    | X1.2 | X1.3 | X1.4 | X1.5 |          |
| 1  | 2       | 2    | 1    | 2    | 1    | 8        |
| 2  | 1       | 2    | 1    | 1    | 2    | 7        |
| 3  | 2       | 2    | 2    | 2    | 2    | 10       |
| 4  | 2       | 1    | 2    | 3    | 2    | 10       |
| 5  | 2       | 2    | 2    | 2    | 1    | 9        |
| 6  | 3       | 2    | 1    | 2    | 2    | 10       |
| 7  | 1       | 1    | 1    | 1    | 2    | 6        |
| 8  | 2       | 1    | 2    | 2    | 2    | 9        |
| 9  | 1       | 2    | 2    | 2    | 1    | 8        |
| 10 | 1       | 2    | 2    | 2    | 1    | 8        |
| 11 | 5       | 5    | 5    | 5    | 5    | 25       |
| 12 | 5       | 5    | 5    | 5    | 5    | 25       |
| 13 | 5       | 5    | 5    | 5    | 5    | 25       |
| 14 | 5       | 5    | 5    | 5    | 4    | 24       |
| 15 | 5       | 4    | 3    | 3    | 4    | 19       |
| 16 | 3       | 2    | 2    | 2    | 3    | 12       |
| 17 | 3       | 3    | 3    | 3    | 3    | 15       |
| 18 | 4       | 5    | 4    | 4    | 4    | 21       |
| 19 | 5       | 5    | 4    | 4    | 4    | 22       |
| 20 | 5       | 5    | 5    | 5    | 5    | 25       |
| 21 | 5       | 5    | 5    | 5    | 5    | 25       |
| 22 | 5       | 5    | 4    | 5    | 5    | 24       |
| 23 | 4       | 5    | 5    | 5    | 4    | 23       |
| 24 | 5       | 5    | 5    | 5    | 5    | 25       |
| 25 | 5       | 5    | 5    | 5    | 3    | 23       |
| 26 | 5       | 5    | 5    | 5    | 5    | 25       |
| 27 | 5       | 4    | 3    | 4    | 3    | 19       |
| 28 | 5       | 5    | 3    | 4    | 4    | 21       |
| 29 | 3       | 5    | 5    | 4    | 4    | 21       |
| 30 | 5       | 3    | 4    | 4    | 5    | 21       |
| 31 | 4       | 3    | 5    | 4    | 3    | 19       |
| 32 | 4       | 3    | 3    | 3    | 3    | 16       |
| 33 | 4       | 4    | 5    | 5    | 3    | 21       |
| 34 | 5       | 3    | 4    | 5    | 4    | 21       |
| 35 | 3       | 3    | 3    | 3    | 1    | 13       |
| 36 | 5       | 4    | 4    | 5    | 3    | 21       |
| 37 | 4       | 4    | 3    | 4    | 3    | 18       |

|    |   |   |   |   |   |    |
|----|---|---|---|---|---|----|
| 38 | 4 | 3 | 5 | 3 | 5 | 20 |
| 39 | 4 | 4 | 3 | 4 | 3 | 18 |
| 40 | 4 | 3 | 3 | 4 | 5 | 19 |
| 41 | 4 | 3 | 4 | 4 | 4 | 19 |
| 42 | 4 | 4 | 3 | 5 | 3 | 19 |
| 43 | 4 | 3 | 3 | 4 | 5 | 19 |
| 44 | 4 | 4 | 5 | 4 | 4 | 21 |
| 45 | 3 | 4 | 4 | 4 | 4 | 19 |
| 46 | 4 | 5 | 4 | 4 | 4 | 21 |
| 47 | 4 | 4 | 3 | 5 | 4 | 20 |
| 48 | 5 | 5 | 5 | 5 | 5 | 25 |
| 49 | 4 | 3 | 3 | 4 | 4 | 18 |
| 50 | 4 | 5 | 4 | 4 | 4 | 21 |
| 51 | 5 | 4 | 3 | 4 | 4 | 20 |
| 52 | 4 | 5 | 4 | 4 | 5 | 22 |
| 53 | 5 | 4 | 4 | 3 | 4 | 20 |
| 54 | 4 | 3 | 4 | 4 | 4 | 19 |
| 55 | 4 | 5 | 3 | 4 | 4 | 20 |
| 56 | 4 | 4 | 3 | 4 | 4 | 19 |
| 57 | 4 | 3 | 5 | 4 | 4 | 20 |
| 58 | 3 | 5 | 5 | 4 | 4 | 21 |
| 59 | 3 | 5 | 4 | 4 | 4 | 20 |
| 60 | 1 | 1 | 1 | 4 | 4 | 11 |
| 61 | 3 | 4 | 4 | 4 | 4 | 19 |
| 62 | 3 | 5 | 4 | 3 | 3 | 18 |
| 63 | 5 | 5 | 4 | 5 | 5 | 24 |
| 64 | 4 | 4 | 5 | 5 | 4 | 22 |
| 65 | 4 | 5 | 5 | 4 | 4 | 22 |
| 66 | 4 | 4 | 1 | 5 | 3 | 17 |
| 67 | 5 | 5 | 5 | 4 | 4 | 23 |
| 68 | 5 | 5 | 5 | 4 | 5 | 24 |
| 69 | 5 | 5 | 5 | 5 | 4 | 24 |
| 70 | 5 | 5 | 5 | 4 | 4 | 23 |
| 71 | 5 | 3 | 5 | 5 | 4 | 22 |
| 72 | 3 | 5 | 4 | 4 | 4 | 20 |
| 73 | 3 | 2 | 2 | 5 | 4 | 16 |
| 74 | 2 | 4 | 5 | 3 | 4 | 18 |
| 75 | 2 | 4 | 4 | 4 | 3 | 17 |
| 76 | 5 | 5 | 5 | 4 | 4 | 23 |
| 77 | 4 | 3 | 3 | 4 | 4 | 18 |
| 78 | 4 | 4 | 4 | 4 | 4 | 20 |

|     |   |   |   |   |   |    |
|-----|---|---|---|---|---|----|
| 79  | 3 | 3 | 4 | 5 | 3 | 18 |
| 80  | 5 | 5 | 5 | 1 | 1 | 17 |
| 81  | 5 | 5 | 5 | 5 | 5 | 25 |
| 82  | 5 | 5 | 5 | 4 | 4 | 23 |
| 83  | 5 | 5 | 5 | 5 | 5 | 25 |
| 84  | 5 | 5 | 5 | 4 | 4 | 23 |
| 85  | 4 | 5 | 3 | 4 | 2 | 18 |
| 86  | 1 | 1 | 1 | 4 | 5 | 12 |
| 87  | 5 | 5 | 5 | 4 | 4 | 23 |
| 88  | 5 | 4 | 3 | 5 | 4 | 21 |
| 89  | 1 | 1 | 1 | 5 | 5 | 13 |
| 90  | 5 | 5 | 5 | 4 | 4 | 23 |
| 91  | 2 | 2 | 1 | 2 | 1 | 8  |
| 92  | 1 | 2 | 1 | 1 | 2 | 7  |
| 93  | 2 | 2 | 2 | 2 | 2 | 10 |
| 94  | 2 | 1 | 2 | 3 | 2 | 10 |
| 95  | 2 | 2 | 2 | 2 | 1 | 9  |
| 96  | 3 | 2 | 1 | 2 | 2 | 10 |
| 97  | 1 | 1 | 1 | 1 | 2 | 6  |
| 98  | 2 | 1 | 2 | 2 | 2 | 9  |
| 99  | 1 | 2 | 2 | 2 | 1 | 8  |
| 100 | 1 | 2 | 2 | 2 | 1 | 8  |
| 101 | 5 | 5 | 5 | 5 | 5 | 25 |
| 102 | 5 | 5 | 5 | 5 | 5 | 25 |
| 103 | 5 | 5 | 5 | 5 | 5 | 25 |
| 104 | 5 | 5 | 5 | 5 | 4 | 24 |
| 105 | 5 | 5 | 5 | 5 | 4 | 24 |
| 106 | 3 | 2 | 2 | 2 | 3 | 12 |
| 107 | 3 | 3 | 3 | 3 | 3 | 15 |
| 108 | 4 | 5 | 4 | 4 | 4 | 21 |
| 109 | 5 | 5 | 4 | 4 | 4 | 22 |
| 110 | 5 | 5 | 5 | 5 | 5 | 25 |
| 111 | 5 | 5 | 5 | 5 | 5 | 25 |
| 112 | 5 | 5 | 4 | 5 | 5 | 24 |
| 113 | 4 | 5 | 5 | 5 | 4 | 23 |
| 114 | 5 | 5 | 5 | 5 | 5 | 25 |
| 115 | 5 | 5 | 5 | 5 | 3 | 23 |
| 116 | 5 | 5 | 5 | 5 | 5 | 25 |
| 117 | 5 | 4 | 3 | 4 | 3 | 19 |
| 118 | 5 | 5 | 3 | 4 | 4 | 21 |
| 119 | 3 | 5 | 5 | 4 | 4 | 21 |

|     |   |   |   |   |   |    |
|-----|---|---|---|---|---|----|
| 120 | 5 | 3 | 4 | 4 | 5 | 21 |
| 121 | 4 | 3 | 5 | 4 | 3 | 19 |
| 122 | 4 | 3 | 3 | 3 | 3 | 16 |
| 123 | 4 | 4 | 5 | 5 | 3 | 21 |
| 124 | 5 | 3 | 4 | 5 | 4 | 21 |
| 125 | 3 | 3 | 3 | 3 | 1 | 13 |
| 126 | 5 | 4 | 4 | 5 | 3 | 21 |
| 127 | 4 | 4 | 3 | 4 | 3 | 18 |
| 128 | 4 | 3 | 5 | 3 | 5 | 20 |
| 129 | 4 | 4 | 3 | 4 | 3 | 18 |
| 130 | 4 | 3 | 3 | 4 | 5 | 19 |
| 131 | 4 | 3 | 4 | 4 | 4 | 19 |
| 132 | 4 | 4 | 3 | 5 | 3 | 19 |
| 133 | 4 | 3 | 3 | 4 | 5 | 19 |
| 134 | 4 | 4 | 5 | 4 | 4 | 21 |
| 135 | 3 | 4 | 4 | 4 | 4 | 19 |
| 136 | 4 | 5 | 4 | 4 | 4 | 21 |
| 137 | 4 | 4 | 3 | 5 | 4 | 20 |
| 138 | 5 | 5 | 5 | 5 | 5 | 25 |
| 139 | 4 | 3 | 3 | 4 | 4 | 18 |
| 140 | 4 | 5 | 4 | 4 | 4 | 21 |
| 141 | 5 | 4 | 3 | 4 | 4 | 20 |
| 142 | 4 | 5 | 4 | 4 | 5 | 22 |
| 143 | 5 | 4 | 4 | 3 | 4 | 20 |
| 144 | 4 | 3 | 4 | 4 | 4 | 19 |
| 145 | 4 | 5 | 3 | 4 | 4 | 20 |
| 146 | 4 | 4 | 3 | 4 | 4 | 19 |
| 147 | 4 | 3 | 5 | 4 | 4 | 20 |
| 148 | 3 | 5 | 5 | 4 | 4 | 21 |
| 149 | 3 | 5 | 4 | 4 | 4 | 20 |
| 150 | 1 | 1 | 1 | 4 | 4 | 11 |
| 151 | 3 | 4 | 4 | 4 | 4 | 19 |
| 152 | 3 | 5 | 4 | 3 | 3 | 18 |
| 153 | 5 | 5 | 4 | 5 | 5 | 24 |
| 154 | 4 | 4 | 5 | 5 | 4 | 22 |
| 155 | 4 | 5 | 5 | 4 | 4 | 22 |
| 156 | 4 | 4 | 1 | 5 | 3 | 17 |
| 157 | 5 | 5 | 5 | 4 | 4 | 23 |
| 158 | 5 | 5 | 5 | 4 | 5 | 24 |
| 159 | 5 | 5 | 5 | 5 | 4 | 24 |
| 160 | 5 | 5 | 5 | 4 | 4 | 23 |

|     |   |   |   |   |   |    |
|-----|---|---|---|---|---|----|
| 161 | 5 | 3 | 5 | 5 | 4 | 22 |
| 162 | 3 | 5 | 4 | 4 | 4 | 20 |
| 163 | 3 | 2 | 2 | 5 | 4 | 16 |
| 164 | 2 | 4 | 5 | 3 | 4 | 18 |
| 165 | 2 | 4 | 4 | 4 | 3 | 17 |
| 166 | 5 | 5 | 5 | 4 | 4 | 23 |
| 167 | 4 | 3 | 3 | 4 | 4 | 18 |
| 168 | 4 | 4 | 4 | 4 | 4 | 20 |
| 169 | 3 | 3 | 4 | 5 | 3 | 18 |
| 170 | 5 | 5 | 5 | 1 | 1 | 17 |

### PERSEPSI KUALITAS PRODUK (X2)

| NO | KUALITAS PRODUK |      |      |      |      |      |      |      | TOTAL X2 |
|----|-----------------|------|------|------|------|------|------|------|----------|
|    | X2.1            | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 |          |
| 1  | 2               | 1    | 2    | 2    | 2    | 1    | 2    | 2    | 14       |
| 2  | 2               | 2    | 2    | 2    | 2    | 2    | 1    | 1    | 14       |
| 3  | 1               | 1    | 2    | 2    | 1    | 1    | 1    | 1    | 10       |
| 4  | 2               | 1    | 2    | 1    | 2    | 1    | 1    | 1    | 11       |
| 5  | 2               | 1    | 2    | 1    | 2    | 2    | 1    | 1    | 12       |
| 6  | 2               | 2    | 2    | 2    | 2    | 2    | 2    | 2    | 16       |
| 7  | 2               | 2    | 2    | 2    | 2    | 1    | 2    | 2    | 15       |
| 8  | 2               | 2    | 1    | 2    | 2    | 2    | 2    | 2    | 14       |
| 9  | 2               | 1    | 2    | 1    | 2    | 2    | 2    | 2    | 14       |
| 10 | 2               | 2    | 1    | 2    | 2    | 2    | 2    | 2    | 15       |
| 11 | 3               | 2    | 2    | 3    | 2    | 2    | 3    | 3    | 20       |
| 12 | 3               | 2    | 3    | 1    | 2    | 1    | 2    | 1    | 15       |
| 13 | 3               | 2    | 2    | 2    | 2    | 2    | 2    | 3    | 18       |
| 14 | 2               | 2    | 2    | 1    | 2    | 2    | 2    | 3    | 16       |
| 15 | 2               | 2    | 2    | 2    | 2    | 1    | 2    | 1    | 14       |
| 16 | 2               | 3    | 4    | 3    | 4    | 2    | 3    | 3    | 24       |
| 17 | 3               | 3    | 4    | 3    | 2    | 3    | 3    | 3    | 24       |
| 18 | 4               | 4    | 5    | 4    | 4    | 4    | 5    | 5    | 35       |
| 19 | 1               | 5    | 2    | 5    | 5    | 4    | 3    | 3    | 28       |
| 20 | 5               | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 40       |
| 21 | 5               | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 40       |
| 22 | 5               | 5    | 5    | 5    | 5    | 4    | 5    | 5    | 39       |
| 23 | 5               | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 40       |
| 24 | 5               | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 40       |
| 25 | 5               | 5    | 4    | 5    | 5    | 5    | 5    | 5    | 39       |
| 26 | 5               | 5    | 5    | 5    | 5    | 5    | 5    | 5    | 40       |
| 27 | 3               | 3    | 4    | 3    | 5    | 3    | 3    | 3    | 27       |

|    |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|----|
| 28 | 4 | 4 | 3 | 5 | 5 | 3 | 3 | 3 | 30 |
| 29 | 5 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 35 |
| 30 | 4 | 5 | 5 | 3 | 5 | 4 | 5 | 5 | 36 |
| 31 | 3 | 4 | 3 | 3 | 5 | 5 | 3 | 3 | 29 |
| 32 | 5 | 5 | 3 | 5 | 5 | 3 | 4 | 4 | 34 |
| 33 | 4 | 3 | 3 | 3 | 4 | 5 | 5 | 5 | 32 |
| 34 | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 35 |
| 35 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 20 |
| 36 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 36 |
| 37 | 5 | 5 | 3 | 3 | 4 | 3 | 3 | 3 | 29 |
| 38 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 35 |
| 39 | 3 | 5 | 4 | 4 | 3 | 3 | 5 | 5 | 32 |
| 40 | 5 | 5 | 5 | 5 | 3 | 3 | 2 | 2 | 30 |
| 41 | 5 | 4 | 3 | 3 | 3 | 4 | 5 | 5 | 32 |
| 42 | 5 | 5 | 4 | 4 | 5 | 3 | 5 | 5 | 36 |
| 43 | 2 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 30 |
| 44 | 4 | 3 | 3 | 3 | 4 | 5 | 3 | 3 | 28 |
| 45 | 3 | 4 | 4 | 2 | 4 | 4 | 3 | 3 | 27 |
| 46 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 35 |
| 47 | 4 | 4 | 4 | 3 | 5 | 3 | 5 | 5 | 33 |
| 48 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 3 | 34 |
| 49 | 4 | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 32 |
| 50 | 3 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 33 |
| 51 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 34 |
| 52 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 36 |
| 53 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 35 |
| 54 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 32 |
| 55 | 4 | 3 | 5 | 4 | 5 | 3 | 5 | 5 | 34 |
| 56 | 4 | 3 | 5 | 3 | 5 | 3 | 5 | 5 | 33 |
| 57 | 5 | 3 | 4 | 3 | 4 | 5 | 3 | 3 | 30 |
| 58 | 3 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 36 |
| 59 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 29 |
| 60 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 3 | 32 |
| 61 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 29 |
| 62 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 34 |
| 63 | 5 | 4 | 5 | 3 | 5 | 4 | 4 | 4 | 34 |
| 64 | 4 | 5 | 3 | 4 | 5 | 5 | 3 | 3 | 32 |
| 65 | 4 | 3 | 3 | 3 | 5 | 4 | 4 | 4 | 30 |
| 66 | 5 | 4 | 4 | 5 | 5 | 5 | 3 | 3 | 34 |
| 67 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 68 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 35 |

|     |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|----|
| 69  | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 8  |
| 70  | 4 | 5 | 3 | 5 | 3 | 4 | 3 | 3 | 30 |
| 71  | 3 | 5 | 5 | 4 | 5 | 5 | 3 | 3 | 33 |
| 72  | 3 | 5 | 4 | 5 | 5 | 3 | 3 | 3 | 31 |
| 73  | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 37 |
| 74  | 2 | 4 | 4 | 4 | 3 | 5 | 3 | 3 | 28 |
| 75  | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 35 |
| 76  | 4 | 4 | 3 | 5 | 4 | 5 | 5 | 5 | 35 |
| 77  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 78  | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 34 |
| 79  | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 29 |
| 80  | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 35 |
| 81  | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 82  | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 37 |
| 83  | 3 | 3 | 4 | 3 | 2 | 2 | 3 | 3 | 23 |
| 84  | 4 | 5 | 5 | 4 | 5 | 4 | 3 | 3 | 33 |
| 85  | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 33 |
| 86  | 4 | 5 | 2 | 3 | 2 | 2 | 4 | 4 | 26 |
| 87  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 88  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 89  | 3 | 3 | 3 | 3 | 3 | 5 | 5 | 5 | 30 |
| 90  | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 91  | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 2 | 14 |
| 92  | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 14 |
| 93  | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 10 |
| 94  | 2 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 11 |
| 95  | 2 | 1 | 2 | 1 | 2 | 2 | 1 | 1 | 12 |
| 96  | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 16 |
| 97  | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 15 |
| 98  | 2 | 2 | 1 | 2 | 1 | 2 | 2 | 2 | 14 |
| 99  | 2 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 14 |
| 100 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 15 |
| 101 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 102 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 103 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 104 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 105 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 106 | 2 | 3 | 4 | 3 | 4 | 2 | 3 | 3 | 24 |
| 107 | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 3 | 24 |
| 108 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 35 |
| 109 | 1 | 5 | 2 | 5 | 5 | 4 | 3 | 3 | 28 |

|     |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|----|
| 110 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 111 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 112 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 39 |
| 113 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 114 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 115 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 39 |
| 116 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 117 | 3 | 3 | 4 | 3 | 5 | 3 | 3 | 3 | 27 |
| 118 | 4 | 4 | 3 | 5 | 5 | 3 | 3 | 3 | 30 |
| 119 | 5 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 35 |
| 120 | 4 | 5 | 5 | 3 | 5 | 4 | 5 | 5 | 36 |
| 121 | 3 | 4 | 3 | 3 | 5 | 5 | 3 | 3 | 29 |
| 122 | 5 | 5 | 3 | 5 | 5 | 3 | 4 | 4 | 34 |
| 123 | 4 | 3 | 3 | 3 | 4 | 5 | 5 | 5 | 32 |
| 124 | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 35 |
| 125 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 20 |
| 126 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 36 |
| 127 | 5 | 5 | 3 | 3 | 4 | 3 | 3 | 3 | 29 |
| 128 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 35 |
| 129 | 3 | 5 | 4 | 4 | 3 | 3 | 5 | 5 | 32 |
| 130 | 5 | 5 | 5 | 5 | 3 | 3 | 2 | 2 | 30 |
| 131 | 5 | 4 | 3 | 3 | 3 | 4 | 5 | 5 | 32 |
| 132 | 5 | 5 | 4 | 4 | 5 | 3 | 5 | 5 | 36 |
| 133 | 2 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 30 |
| 134 | 4 | 3 | 3 | 3 | 4 | 5 | 3 | 3 | 28 |
| 135 | 3 | 4 | 4 | 2 | 4 | 4 | 3 | 3 | 27 |
| 136 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 35 |
| 137 | 4 | 4 | 4 | 3 | 5 | 3 | 5 | 5 | 33 |
| 138 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 3 | 34 |
| 139 | 4 | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 32 |
| 140 | 3 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 33 |
| 141 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 34 |
| 142 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 36 |
| 143 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 35 |
| 144 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 32 |
| 145 | 4 | 3 | 5 | 4 | 5 | 3 | 5 | 5 | 34 |
| 146 | 4 | 3 | 5 | 3 | 5 | 3 | 5 | 5 | 33 |
| 147 | 5 | 3 | 4 | 3 | 4 | 5 | 3 | 3 | 30 |
| 148 | 3 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 36 |
| 149 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 29 |
| 150 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 3 | 32 |

|     |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|----|
| 151 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 29 |
| 152 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 34 |
| 153 | 5 | 4 | 5 | 3 | 5 | 4 | 4 | 4 | 34 |
| 154 | 4 | 5 | 3 | 4 | 5 | 5 | 3 | 3 | 32 |
| 155 | 4 | 3 | 3 | 3 | 5 | 4 | 4 | 4 | 30 |
| 156 | 5 | 4 | 4 | 5 | 5 | 5 | 3 | 3 | 34 |
| 157 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 158 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 35 |
| 159 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 8  |
| 160 | 4 | 5 | 3 | 5 | 3 | 4 | 3 | 3 | 30 |
| 161 | 3 | 5 | 5 | 4 | 5 | 5 | 3 | 3 | 33 |
| 162 | 3 | 5 | 4 | 5 | 5 | 3 | 3 | 3 | 31 |
| 163 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 37 |
| 164 | 2 | 4 | 4 | 4 | 3 | 5 | 3 | 3 | 28 |
| 165 | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 35 |
| 166 | 4 | 4 | 3 | 5 | 4 | 5 | 5 | 5 | 35 |
| 167 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 168 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 34 |
| 169 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 29 |
| 170 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 35 |

#### Lampiran 4. Hasil Pengujian Validitas dan Reliabilitas

##### Hasil Uji Validitas

| Variabel                                   | Item Pernyataan | Pearson Correlation (Hitung) | r <sub>tabel</sub> | Sig (2-Tailed) | Keterangan |
|--------------------------------------------|-----------------|------------------------------|--------------------|----------------|------------|
| Promosi (X <sub>1</sub> )                  | X1.1            | 0,826                        | 0,361              | 0,000          | Valid      |
|                                            | X1.2            | 0,720                        | 0,361              | 0,000          | Valid      |
|                                            | X1.3            | 0,787                        | 0,361              | 0,000          | Valid      |
|                                            | X1.4            | 0,883                        | 0,361              | 0,000          | Valid      |
|                                            | X1.5            | 0,799                        | 0,361              | 0,000          | Valid      |
| Persepsi Kualitas Produk (X <sub>2</sub> ) | X2.1            | 0,857                        | 0,361              | 0,000          | Valid      |
|                                            | X2.2            | 0,879                        | 0,361              | 0,000          | Valid      |
|                                            | X2.3            | 0,879                        | 0,361              | 0,000          | Valid      |
|                                            | X2.4            | 0,906                        | 0,361              | 0,000          | Valid      |
|                                            | X2.5            | 0,868                        | 0,361              | 0,000          | Valid      |
|                                            | X2.6            | 0,879                        | 0,361              | 0,000          | Valid      |
|                                            | X2.7            | 0,906                        | 0,361              | 0,000          | Valid      |
|                                            | X2.8            | 0,868                        | 0,361              | 0,000          | Valid      |
| Minat Beli (Y)                             | Y.1             | 0,801                        | 0,361              | 0,000          | Valid      |
|                                            | Y.2             | 0,740                        | 0,361              | 0,000          | Valid      |
|                                            | Y.3             | 0,884                        | 0,361              | 0,000          | Valid      |

|  |     |       |       |       |       |
|--|-----|-------|-------|-------|-------|
|  | Y.4 | 0,884 | 0,361 | 0,000 | Valid |
|--|-----|-------|-------|-------|-------|

(Sumber: Output SPSS 25.0 for windows, 2025)

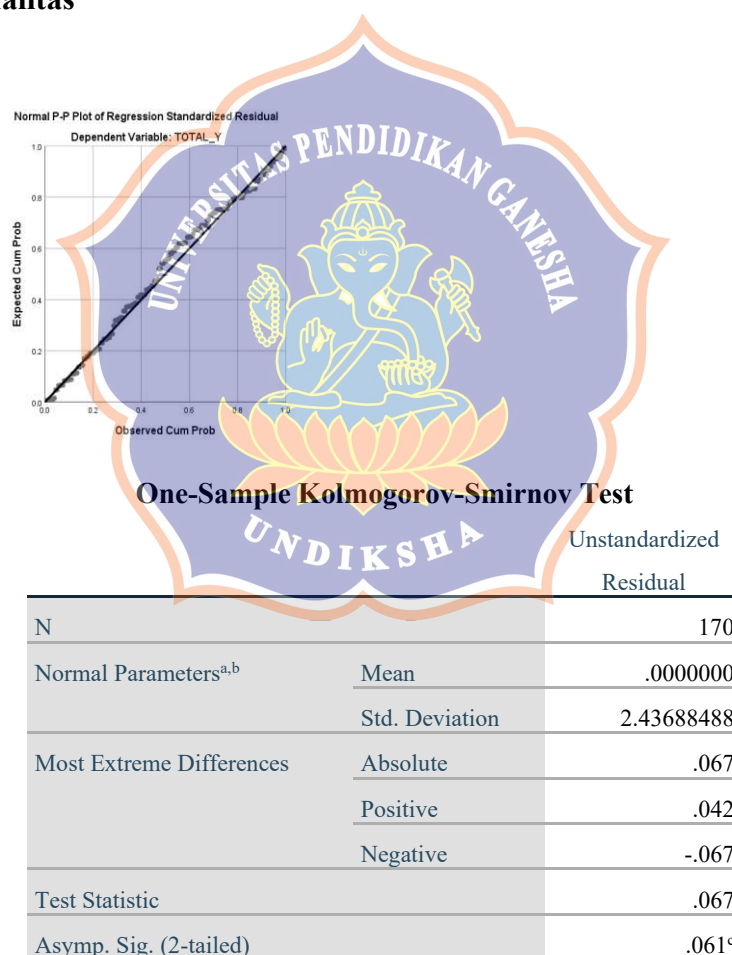
### Hasil Uji Reliabilitas

| Variabel                           | Cronbach's Alpha | Keterangan |
|------------------------------------|------------------|------------|
| Promosi ( $X_1$ )                  | 0,836            | Reliabel   |
| Persepsi Kualitas Produk ( $X_2$ ) | 0,861            | Reliabel   |
| Minat Beli (Y)                     | 0,958            | Reliabel   |

(Sumber: Output SPSS 25.0 for windows, 2025)

## Lampiran 5. Hasil Pengujian Asumsi Klasik

### Uji Normalitas



a. Test distribution is Normal.

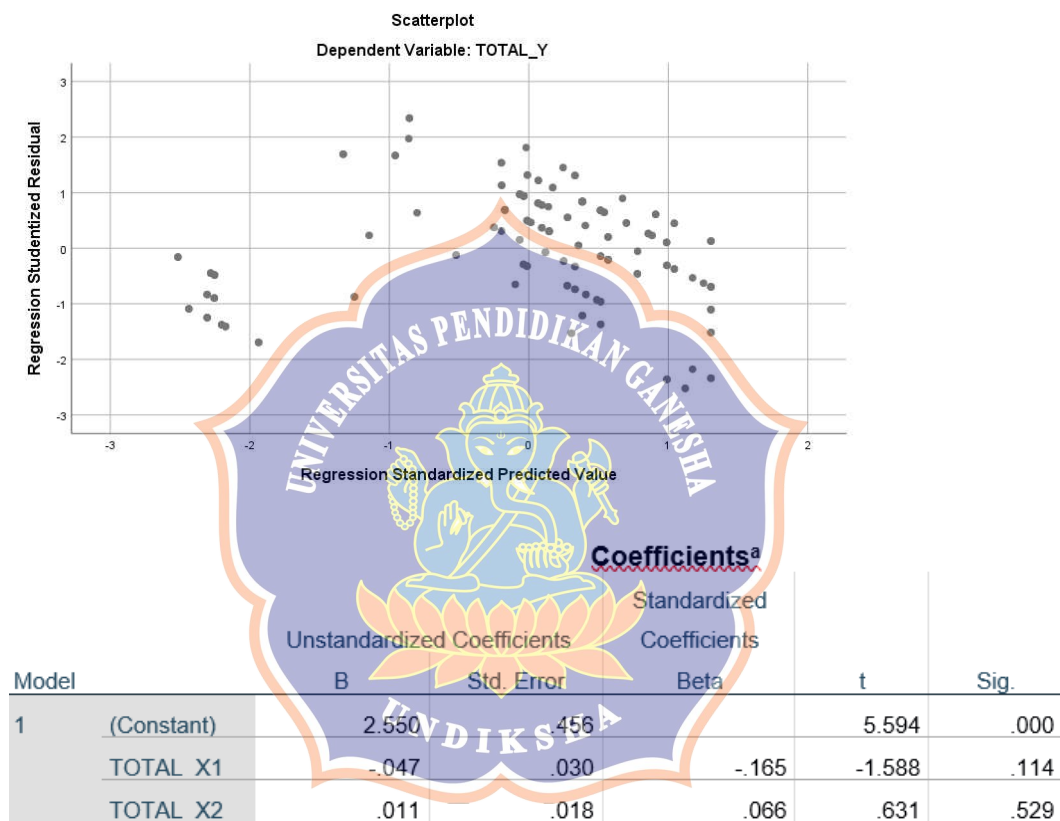
b. Calculated from data.

c. Lilliefors Significance Correction.

### Uji Multikolinearitas

| <i>Coefficients<sup>a</sup></i>            |                                |            |
|--------------------------------------------|--------------------------------|------------|
| Model                                      | <i>Collinearity Statistics</i> |            |
|                                            | <i>Tolerance</i>               | <i>VIF</i> |
| Promosi (X <sub>1</sub> )                  | 0,543                          | 1,841      |
| Persepsi Kualitas Produk (X <sub>2</sub> ) | 0,543                          | 1,841      |

### Uji Heteroskedastisitas



a. Dependent Variable: RES2

### Lampiran 6. Hasil Pengujian Asumsi Klasik

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
|       |            | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant) | 3.698                       | .795       |                           | 4.650 | .000 |
|       | TOTAL_X1   | .389                        | .052       | .498                      | 7.459 | .000 |
|       | TOTAL_X2   | .157                        | .031       | .342                      | 5.129 | .000 |

## Lampiran 7. Hasil Pengujian Hipotesis

### Uji t (Parsial)

| Variabel                           | $t_{hitung}$ | $t_{tabel}$ | Sig.  | $\alpha = 5\%$ | Keterangan |
|------------------------------------|--------------|-------------|-------|----------------|------------|
| Promosi ( $X_1$ )                  | 7,459        | 1,666       | 0,000 | 0,05           | Signifikan |
| Persepsi Kualitas Produk ( $X_2$ ) | 5,129        | 1,666       | 0,000 | 0,05           | Signifikan |

### Uji F (Simultan)

| ANOVA <sup>a</sup> |            |                |     |             |         |                   |
|--------------------|------------|----------------|-----|-------------|---------|-------------------|
| Model              |            | Sum of Squares | df  | Mean Square | F       | Sig.              |
| 1                  | Regression | 1479.115       | 2   | 739.557     | 123.064 | .000 <sup>b</sup> |
|                    | Residual   | 1003.591       | 167 | 6.010       |         |                   |
|                    | Total      | 2482.706       | 169 |             |         |                   |

a. Dependent Variable: TOTAL\_Y

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



## Lampiran 8. Dokumentasi Penelitian



## RIWAYAT HIDUP



Putu Bintang Herma Yani lahir di panji pada tanggal 29 Oktober 2003. Penulis lahir dari pasangan suami istri Bapak Gede Soma Ardika dan Ibu Kadek Tirtayani. Penulis berkebangsaan Indonesia dan beragama Hindu. Penulis memulai pendidikan dasar di SD Negeri 4 Panji dan lulus pada tahun 2016. Kemudian penulis melanjutkan pendidikan di SMP Negeri 6 Singaraja dan lulus pada tahun 2019. Selanjutnya, penulis melanjutkan jenjang pendidikan menengah atas di SMA Negeri 2 Singaraja dan lulus pada tahun 2022. Setelah menyelesaikan pendidikan menengah penulis melanjutkan pendidikan tinggi di Program Studi S1 Manajemen, Fakultas Ekonomi, Universitas Pendidikan Ganesha. Pada tahun 2026, penulis berhasil menyelesaikan studi dan menyusun skripsi yang berjudul "Pengaruh Promosi dan Persepsi Kualitas Produk Terhadap Minat Beli Endek Bali Pada Butik Warna Bali di Kota Singaraja".

