



**LAMPIRAN – LAMPIRAN**

**Lampiran 01.** Data Jumlah Pengunjung dan Jumlah Transaksi Toko Niara Mart pada Bulan Mei sampai Juli 2020

No	Bulan	Jumlah Transaksi
1	Mei	7335
2	Juni	7142
3	Juli	6769

Sumber: Toko Niara Mart





UNIVERSITAS PENDIDIKAN GANESHA  
FAKULTAS EKONOMI  
JURUSAN MANAJEMEN  
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Email : [jurusanmanajemen.undiksha@gmail.com](mailto:jurusanmanajemen.undiksha@gmail.com)

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Kepada

Yth. Saudara/i Pelanggan Niara Mart

Di tempat

Hal : Pengisian Kuisisioner

Dengan Hormat,

Saudara/i Mahasiswa Jurusan Manajemen Undiksha, sehubungan dengan penelitian yang saya lakukan untuk menyelesaikan studi di Universitas Pendidikan Ganesha, saya mohon dengan hormat kesediaannya meluangkan waktu untuk mengisi kuisisioner ini secara sukarela. Kuisisioner ini bertujuan memperoleh data yang digunakan untuk mengetahui **“Pengaruh Keragaman Produk dan Lokasi Terhadap Keputusan Pembelian di Toko Niara Mart (Studi Kasus Studi Kasus Pada Pelanggan Toko Niara Mart)”**. Data yang diperoleh hanya akan digunakan untuk tujuan akademik dan akan dipergunakan secara konfidensial. Diharapkan agar Saudara/i berkenan untuk menjawab seluruh pernyataan yang ada dengan jujur. Atas kerjasama dan partisipasi yang diberikan saya ucapkan terima kasih.

Hormat Saya,

Ketut Wahyu Darmawan  
NIM. 1717041111

## Lampiran 02. Kuesioner Penelitian

### KUESIONER PENELITIAN

#### Pengaruh Keragaman Produk dan Lokasi Terhadap Keputusan Pembelian Toko Niara Mart (Studi Kasus Pada Pelanggan Toko Niara Mart)

#### Petunjuk Pengisian

1. Pernyataan di bawah ini hanya semata-mata untuk data penelitian dalam rangka menyusun TAS (Tugas Akhir Skripsi).
2. Isilah data pribadi anda terlebih dahulu.
3. Bacalah dengan teliti setiap pernyataan dan jawablah yang paling sesuai dengan keadaan dan pendapat anda.
4. Berilah tanda centang (√) pada pilihan jawaban yang anda kehendaki pada kolom yang telah tersedia.

#### Keterangan

Keterangan	Arti	Angka
SS	Sangat Setuju	5
S	Setuju	4
N	Netral	3
TS	Tidak Setuju	2
STS	Sangat Tidak Setuju	1

#### Identitas Responden

Nama :

NIM :

Jenis Kelamin :

Pernah berbelanja di Toko Niara Mart.

< 2 kali dalam tiga bulan terakhir

> 2 kali dalam tiga bulan terakhir

**Butir Pernyataan**

**A. Keputusan Pembelian**

No	Pernyataan	SS	S	N	TS	STS
1.	Toko Niara Mart menyediakan seluruh kebutuhan saya.					
2.	Saya mencari informasi terlebih dahulu sebelum memutuskan untuk membeli produk di Toko Niara Mart.					
3.	Produk yang saya beli di Toko Niara Mart memberikan manfaat sesuai dengan keinginan saya.					
4.	Saya menerima rekomendasi dari teman dan kerabat untuk berbelanja di Toko Niara Mart.					
5.	Saya merasa puas setelah berbelanja di Toko Niara Mart.					

**B. Keragaman Produk**

No	Pernyataan	SS	S	N	TS	STS
1.	Banyak ragam kategori produk yang di jual di toko Niara Mart.					
2.	Toko Niara Mart menjual berbagai macam merek produk.					
3.	Toko Niara Mart menjual produk dengan berbagai variasi ukuran.					
4.	Toko Niara Mart menjual produk yang berkualitas dan terjamin.					

### C. Lokasi

No	Pernyataan	SS	S	N	TS	STS
1.	Lokasi toko Niara Mart memiliki akses yang mudah dikunjungi.					
2.	Lokasi dari toko Niara Mart sangat strategis.					
3.	Lokasi dari toko Niara Mart mudah dilihat dan terdapat petunjuk keberadaannya.					
4	Tempat parkir toko Niara Mart luas dan aman.					
5	Lingkungan dari toko Niara Mart nyaman dan bersih.					



## Lampiran 03. Data Kuesioner

NO	KERAGAMAN PRODUK (X1)					LOKASI (X2)						KEPUTUSAN PEMBELIAN (Y)					
	X1.1	X1.2	X1.3	X1.4	TX1	X2.1	X2.2	X2.3	X2.4	X2.5	TX2	Y.1	Y.2	Y.3	Y.4	Y.5	TY
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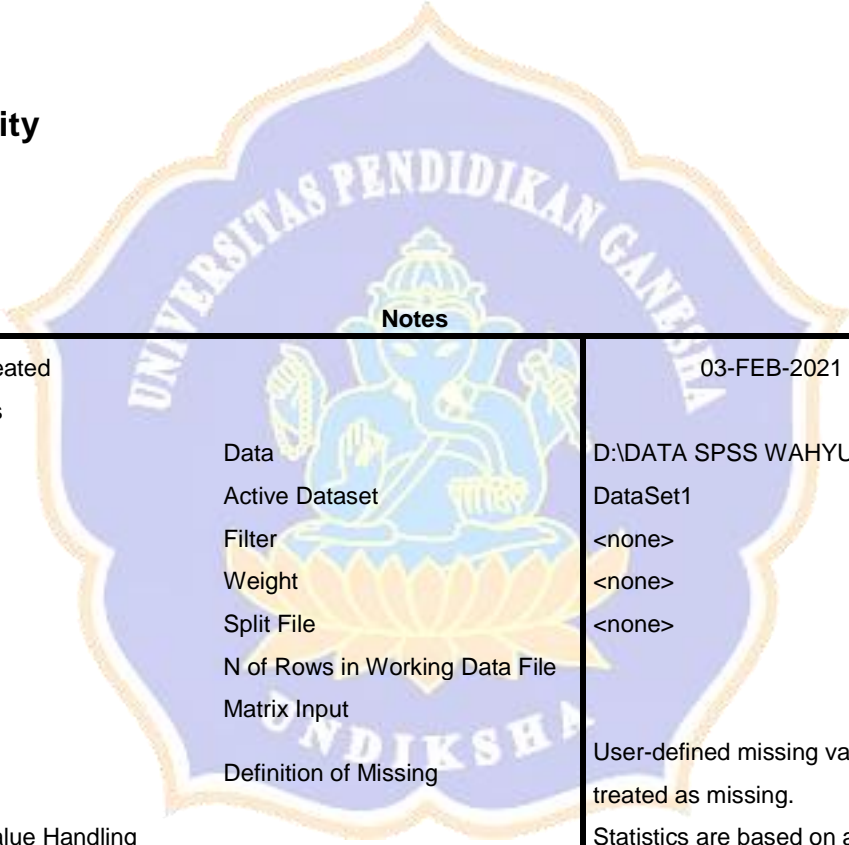
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## Lampiran 04. Output SPSS

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RELIABILITY
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/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE CORR
/SUMMARY=TOTAL.
```

### Reliability



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Weight	<none>
Split File	<none>
N of Rows in Working Data File	140
Matrix Input	
Definition of Missing	User-defined missing values are treated as missing.
Missing Value Handling	Statistics are based on all cases with valid data for all variables in the procedure.
Cases Used	

Syntax		RELIABILITY /VARIABLES=X1.1 X1.2 X1.3 X1.4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE CORR /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

[DataSet1] D:\DATA SPSS WAHYU.sav

**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	140	100.0
	Excluded <sup>a</sup>	0	.0
	Total	140	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items

.788	.787	4
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#### Item Statistics

	Mean	Std. Deviation	N
X1.1	4.2214	.72039	140
X1.2	4.1286	.73790	140
X1.3	4.1286	.71814	140
X1.4	4.1571	.70222	140

#### Inter-Item Correlation Matrix

	X1.1	X1.2	X1.3	X1.4
X1.1	1.000	.582	.556	.343
X1.2	.582	1.000	.552	.461
X1.3	.556	.552	1.000	.388
X1.4	.343	.461	.388	1.000

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1	12.4143	3.007	.617	.419	.725
X1.2	12.5071	2.842	.676	.461	.694
X1.3	12.5071	3.000	.624	.403	.722
X1.4	12.4786	3.359	.472	.239	.795

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.6357	5.068	2.25117	4

RELIABILITY

/VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5

```

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## Reliability

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	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax	RELIABILITY	
	/VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5	
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	ALL	
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	Elapsed Time	00:00:00.00



[DataSet1] D:\DATA SPSS WAHYU.sav

## Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	140	100.0
	Excluded <sup>a</sup>	0	.0
	Total	140	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.859	.859	5

### Item Statistics

	Mean	Std. Deviation	N
X2.1	4.2143	.69723	140
X2.2	4.1000	.72270	140
X2.3	4.2071	.75385	140
X2.4	4.0714	.66401	140
X2.5	4.2929	.68379	140

**Inter-Item Correlation Matrix**

	X2.1	X2.2	X2.3	X2.4	X2.5
X2.1	1.000	.585	.586	.495	.637
X2.2	.585	1.000	.596	.540	.508
X2.3	.586	.596	1.000	.531	.510
X2.4	.495	.540	.531	1.000	.508
X2.5	.637	.508	.510	.508	1.000

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	16.6714	5.186	.715	.535	.819
X2.2	16.7857	5.162	.688	.481	.826
X2.3	16.6786	5.054	.685	.477	.828
X2.4	16.8143	5.534	.630	.403	.841
X2.5	16.5929	5.380	.661	.469	.833

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
20.8857	7.944	2.81845	5

RELIABILITY

/VARIABLES=Y.1 Y.2 Y.3 Y.4 Y.5

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/STATISTICS=DESCRIPTIVE SCALE CORR

/SUMMARY=TOTAL.

## Reliability

Notes		
Output Created		03-FEB-2021 21:31:36
Comments		
Input	Data	D:\DATA SPSS WAHYU.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
Missing Value Handling	N of Rows in Working Data File	140
	Matrix Input	
	Definition of Missing	User-defined missing values are treated as missing.
Syntax	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
		RELIABILITY
		/VARIABLES=Y.1 Y.2 Y.3 Y.4 Y.5
		/SCALE('ALL VARIABLES') ALL
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.02

[DataSet1] D:\DATA SPSS WAHYU.sav

## Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	140	100.0
	Excluded <sup>a</sup>	0	.0
	Total	140	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.786	.787	5

**Item Statistics**

	Mean	Std. Deviation	N
Y.1	4.2143	.74704	140
Y.2	4.0286	.75810	140
Y.3	4.2429	.69811	140
Y.4	4.1571	.75170	140
Y.5	4.2286	.71311	140

**Inter-Item Correlation Matrix**

	Y.1	Y.2	Y.3	Y.4	Y.5
Y.1	1.000	.370	.562	.516	.488
Y.2	.370	1.000	.395	.333	.321
Y.3	.562	.395	1.000	.324	.524
Y.4	.516	.333	.324	1.000	.416
Y.5	.488	.321	.524	.416	1.000

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y.1	16.6571	4.587	.658	.461	.712
Y.2	16.8429	5.112	.456	.215	.781
Y.3	16.6286	4.897	.604	.423	.733
Y.4	16.7143	4.939	.522	.319	.759
Y.5	16.6429	4.908	.580	.363	.740

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
20.8714	7.250	2.69250	5

CORRELATIONS

/VARIABLES=X1.1 X1.2 X1.3 X1.4 TX1

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

## Correlations

## Notes

Output Created		03-FEB-2021 21:31:52
Comments		
Input	Data	D:\DATA SPSS WAHYU.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	140
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=X1.1 X1.2 X1.3 X1.4 TX1 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.02

[DataSet1] D:\DATA SPSS WAHYU.sav

## Correlations

	X1.1	X1.2	X1.3	X1.4	TX1
X1.1 Pearson Correlation	1	.582**	.556**	.343**	.795**
X1.1 Sig. (2-tailed)		.000	.000	.000	.000
X1.1 N	140	140	140	140	140
X1.2 Pearson Correlation	.582**	1	.552**	.461**	.834**
X1.2 Sig. (2-tailed)	.000		.000	.000	.000
X1.2 N	140	140	140	140	140

	Pearson Correlation	.556**	.552**	1	.388**	.799**
X1.3	Sig. (2-tailed)	.000	.000		.000	.000
	N	140	140	140	140	140
	Pearson Correlation	.343**	.461**	.388**	1	.696**
X1.4	Sig. (2-tailed)	.000	.000	.000		.000
	N	140	140	140	140	140
	Pearson Correlation	.795**	.834**	.799**	.696**	1
TX1	Sig. (2-tailed)	.000	.000	.000	.000	
	N	140	140	140	140	140

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

#### CORRELATIONS

```

/VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5 TX2
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

### Correlations

#### Notes

Output Created		03-FEB-2021 21:32:40
Comments		
Input	Data	D:\DATA SPSS WAHYU.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	140
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.

Syntax	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair. CORRELATIONS /VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5 TX2 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.03

[DataSet1] D:\DATA SPSS WAHYU.sav

**Correlations**

	X2.1	X2.2	X2.3	X2.4	X2.5	TX2
X2.1 Pearson Correlation	1	.585**	.586**	.495**	.637**	.825**
X2.1 Sig. (2-tailed)		.000	.000	.000	.000	.000
X2.1 N	140	140	140	140	140	140
X2.2 Pearson Correlation	.585**	1	.596**	.540**	.508**	.811**
X2.2 Sig. (2-tailed)	.000		.000	.000	.000	.000
X2.2 N	140	140	140	140	140	140
X2.3 Pearson Correlation	.586**	.596**	1	.531**	.510**	.814**
X2.3 Sig. (2-tailed)	.000	.000		.000	.000	.000
X2.3 N	140	140	140	140	140	140
X2.4 Pearson Correlation	.495**	.540**	.531**	1	.508**	.762**
X2.4 Sig. (2-tailed)	.000	.000	.000		.000	.000
X2.4 N	140	140	140	140	140	140
X2.5 Pearson Correlation	.637**	.508**	.510**	.508**	1	.786**
X2.5 Sig. (2-tailed)	.000	.000	.000	.000		.000
X2.5 N	140	140	140	140	140	140
TX2 Pearson Correlation	.825**	.811**	.814**	.762**	.786**	1
TX2 Sig. (2-tailed)	.000	.000	.000	.000	.000	
TX2 N	140	140	140	140	140	140



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

```
CORRELATIONS
/VARIABLES=Y.1 Y.2 Y.3 Y.4 Y.5 TY
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.
```

## Correlations

Notes	
Output Created	03-FEB-2021 21:32:59
Comments	
Input	Data
	Active Dataset
	Filter
	Weight
	Split File
N of Rows in Working Data File	140
Missing Value Handling	Definition of Missing
	Cases Used
Syntax	User-defined missing values are treated as missing. Statistics for each pair of variables are based on all the cases with valid data for that pair. CORRELATIONS /VARIABLES=Y.1 Y.2 Y.3 Y.4 Y.5 TY /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time
	Elapsed Time

[DataSet1] D:\DATA SPSS WAHYU.sa

## Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	TY
Y.1	Pearson Correlation	1	.370**	.562**	.516**	.488**	.801**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	140	140	140	140	140	140
Y.2	Pearson Correlation	.370**	1	.395**	.333**	.321**	.664**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	140	140	140	140	140	140
Y.3	Pearson Correlation	.562**	.395**	1	.324**	.524**	.755**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	140	140	140	140	140	140
Y.4	Pearson Correlation	.516**	.333**	.324**	1	.416**	.710**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	140	140	140	140	140	140
Y.5	Pearson Correlation	.488**	.321**	.524**	.416**	1	.742**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	140	140	140	140	140	140
TY	Pearson Correlation	.801**	.664**	.755**	.710**	.742**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	140	140	140	140	140	140

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

## REGRESSION

```

/DESCRIPTIVES MEAN STDDEV CORR SIG N
/MISSING LISTWISE
/STATISTICS COEFF OUTS BCOV R ANOVA COLLIN TOL ZPP
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT TY
/METHOD=ENTER TX1 TX2
/SCATTERPLOT=( *SRESID , *ZPRED)
/RESIDUALS NORMPROB (ZRESID) .

```

## Regression

### Notes

Output Created		03-FEB-2021 21:33:37
Comments		
Input	Data	D:\DATA SPSS WAHYU.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	140
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION
		/DESCRIPTIVES MEAN
		STDDEV CORR SIG N
		/MISSING LISTWISE
		/STATISTICS COEFF OUTS
		BCOV R ANOVA COLLIN TOL
		ZPP
		/CRITERIA=PIN(.05)
		POUT(.10)
		/NOORIGIN
	/DEPENDENT TY	
	/METHOD=ENTER TX1 TX2	
	/SCATTERPLOT=(*SRESID	
	,*ZPRED)	
	/RESIDUALS	
	NORMPROB(ZRESID).	
Resources	Processor Time	00:00:00.53
	Elapsed Time	00:00:00.45
	Memory Required	1924 bytes
	Additional Memory Required for Residual Plots	560 bytes

[DataSet1] D:\DATA SPSS WAHYU.sav

**Descriptive Statistics**

	Mean	Std. Deviation	N
TY	20.8714	2.69250	140
TX1	16.6357	2.25117	140
TX2	20.8857	2.81845	140

**Correlations**

		TY	TX1	TX2
Pearson Correlation	TY	1.000	.694	.761
	TX1	.694	1.000	.739
	TX2	.761	.739	1.000
Sig. (1-tailed)	TY	.	.000	.000
	TX1	.000	.	.000
	TX2	.000	.000	.
N	TY	140	140	140
	TX1	140	140	140
	TX2	140	140	140

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	TX2, TX1 <sup>b</sup>	.	Enter

a. Dependent Variable: TY

b. All requested variables entered.

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1				

1	.786 <sup>a</sup>	.617	.612	1.67802
---	-------------------	------	------	---------

a. Predictors: (Constant), TX2, TX1

b. Dependent Variable: TY

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	621.928	2	310.964	110.437	.000 <sup>b</sup>
	Residual	385.757	137	2.816		
	Total	1007.686	139			

a. Dependent Variable: TY

b. Predictors: (Constant), TX2, TX1

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics		
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	4.199	1.138		3.689	.000					
	TX1	.345	.094	.289	3.675	.000	.694	.300	.194	.453	2.207
	TX2	.523	.075	.548	6.976	.000	.761	.512	.369	.453	2.207

a. Dependent Variable: TY

**Coefficient Correlations<sup>a</sup>**

Model		TX2	TX1
1	Correlations		
		1.000	-.739
		-.739	1.000
	Covariances		
		.006	-.005
		-.005	.009

a. Dependent Variable: TY

Collinearity Diagnostics<sup>a</sup>

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	TX1	TX2
1	1	2.985	1.000	.00	.00	.00
	2	.010	16.960	1.00	.13	.13
	3	.005	25.366	.00	.87	.87

a. Dependent Variable: TY

Residuals Statistics<sup>a</sup>

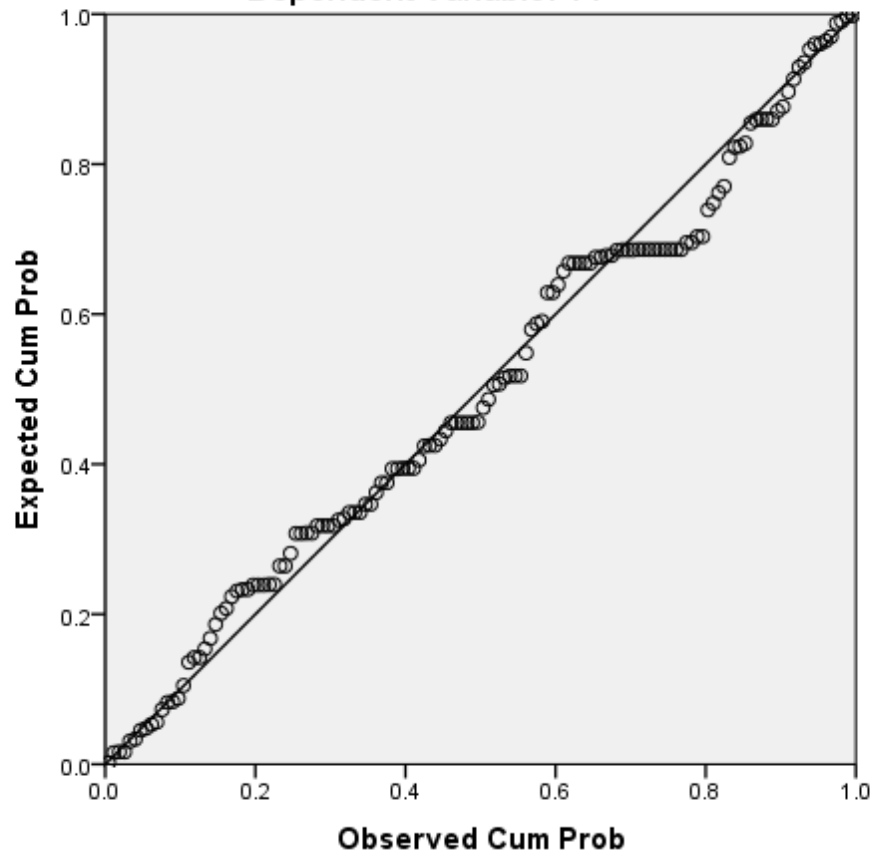
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14.2761	24.1858	20.8714	2.11526	140
Std. Predicted Value	-3.118	1.567	.000	1.000	140
Standard Error of Predicted Value	.145	.472	.232	.080	140
Adjusted Predicted Value	14.3857	24.1906	20.8711	2.11478	140
Residual	-4.84330	4.80045	.00000	1.66590	140
Std. Residual	-2.886	2.861	.000	.993	140
Stud. Residual	-2.903	2.960	.000	1.005	140
Deleted Residual	-4.90079	5.13980	.00034	1.70713	140
Stud. Deleted Residual	-2.986	3.048	.001	1.015	140
Mahal. Distance	.040	10.005	1.986	2.215	140
Cook's Distance	.000	.206	.008	.021	140
Centered Leverage Value	.000	.072	.014	.016	140

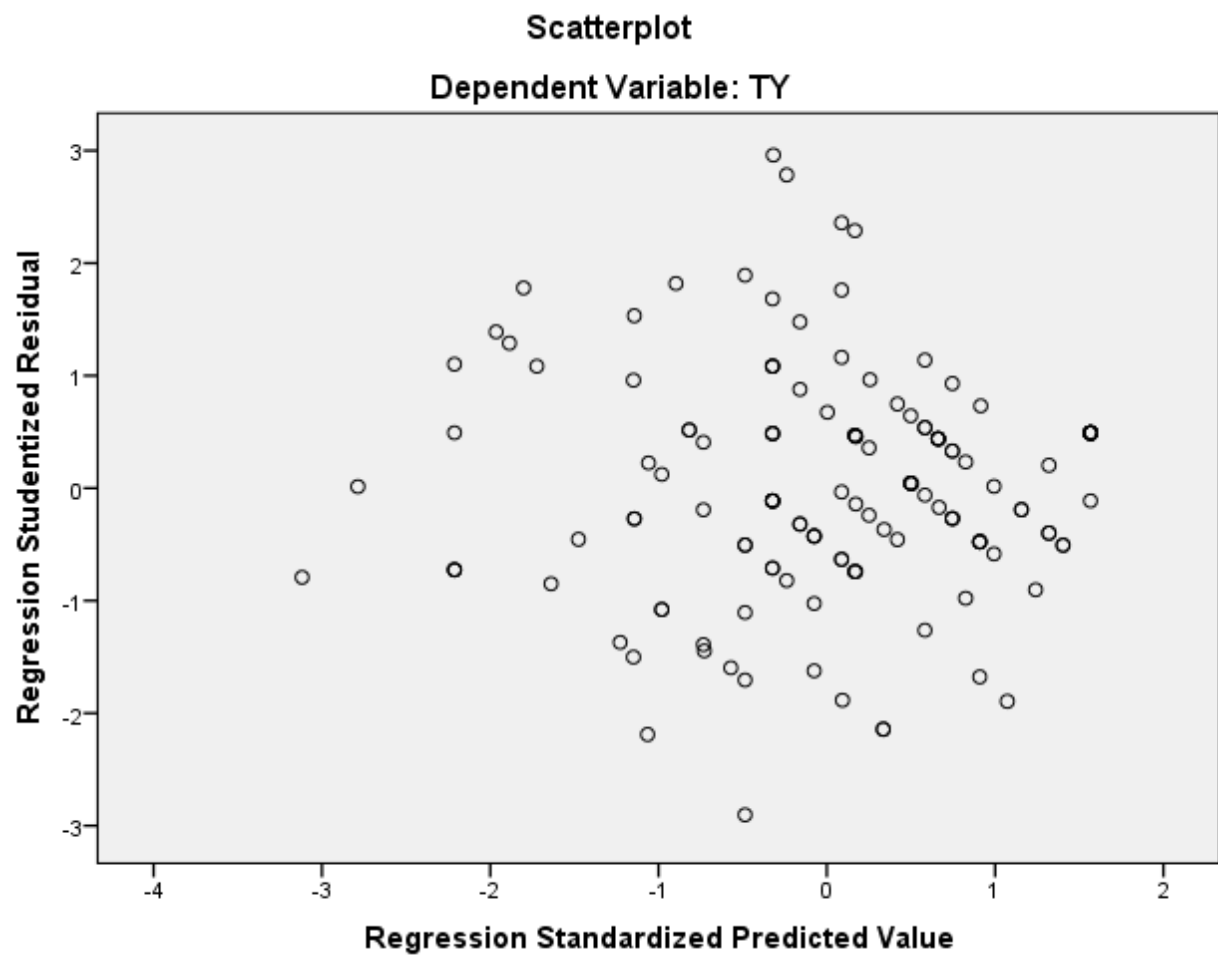
a. Dependent Variable: TY

## Charts

### Normal P-P Plot of Regression Standardized Residual

Dependent Variable: TY







## RIWAYAT HIDUP



Ketut Wahyu Darmawan lahir di Singaraja pada tanggal 14 Juli 1999 sebagai anak ke empat dari empat bersaudara dari pasangan I Made Toya dan Ni Putu Pendi Adnyani. Penulis berkebangsaan Indonesia dan Beragama Hindu. Penulis berasal dari Desa Blahkiuh, Kecamatan Abiansemal, Kabupaten Badung, Provinsi Bali.

Penulis menyelesaikan pendidikan dasar di SD Negeri 3 Banjar Jawa dan lulus pada tahun 2011. Kemudian penulis melanjutkan pendidikan di SMP Negeri 1 Singaraja dan lulus pada tahun 2014 setelahnya penulis melanjutkan pendidikan di SMA Negeri 2 Singaraja dan lulus pada tahun 2017. Setelah lulus penulis melanjutkan pendidikan ke jenjang Perguruan Tinggi di Universitas Pendidikan Ganesha dengan mengambil Jurusan Manajemen, sampai pada penulisan skripsi ini penulis masih terdaftar sebagai mahasiswa Jurusan Manajemen Universitas Pendidikan Ganesha.

