

## ***Lampiran 1***

### **KUESIONER PENELITIAN**

***Assalamu'alaikum Wr. Wb.***

Saya Niken Maharani Septiana mahasiswi Program Studi Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam, IAIN Kediri, saat ini sedang melakukan penelitian untuk memenuhi tugas akhir (skripsi). Sehubungan dengan hal tersebut, saya mengharapkan kesediaan Saudara/i untuk berpartisipasi sebagai responden dalam penelitian ini. Kuesioner yang Saudara/i isi akan digunakan hanya untuk tujuan penelitian ini serta semua data yang diberikan akan dijaga kerahasiaannya. Mohon untuk mengisi kuesioner ini dengan jujur dan sesuai dengan keadaan yang sebenarnya karena tidak ada jawaban yang benar atau salah. Partisipasi Saudara/i sangat berarti bagi keberhasilan penelitian ini.

Atas perhatian dan kerjasama yang diberikan, saya ucapkan terima kasih  
***Wassalamu'alaikum Wr. Wb.***

#### **A. Identitas Responden**

1. Nama :
2. Domisili / tempat tinggal :
3. Jenis kelamin :
4. Usia
  - a. < 17 tahun
  - b. 18 – 25 tahun
  - c. 26 – 30 tahun
  - d. 31 – 35 tahun
  - e. > 35 tahun
5. Pekerjaan
  - a. Pelajar / mahasiswa
  - b. Karyawan swasta
  - c. Pegawai negeri
  - d. Wirausaha
  - e. Lainnya...

6. Sumber informasi tentang Akar Coffee Wates
  - a. Media sosial (Instagram, Tiktok, dll)
  - b. Teman / Keluarga
  - c. Iklan Offline (spanduk/pamflet)
7. Frekuensi kunjungan ke Akar Coffee Wates
  - a. 1 kali dalam seminggu
  - b. Lebih dari 1 kali dalam seminggu
  - c. 1 – 2 kali dalam sebulan
  - d. Jarang (kurang dari 1 kali dalam sebulan)
8. Tujuan utama berkunjung ke Akar Coffee Wates
  - a. Nongkrong dengan teman
  - b. Belajar / mengerjakan tugas
  - c. Bekerja (*work from cafe*)
  - d. Meeting / acara kecil

#### **B. Petunjuk Pengisian**

Kuesioner ini menggunakan Skala Likert, dengan pilihan jawaban sebagai berikut:

- |   |                       |
|---|-----------------------|
| 1 | = Sangat Tidak Setuju |
| 2 | = Tidak Setuju (TS)   |
| 3 | = Netral (N)          |
| 4 | = Setuju (S)          |
| 5 | = Sangat Setuju (SS)  |

## PERTANYAAN PENELITIAN

### Keragaman Produk (X<sub>1</sub>)

| No                              | Pernyataan                                                                                                                 | Tanggapan |    |   |   |    |
|---------------------------------|----------------------------------------------------------------------------------------------------------------------------|-----------|----|---|---|----|
|                                 |                                                                                                                            | STS       | TS | N | S | SS |
| Variasi Jenis Produk            |                                                                                                                            |           |    |   |   |    |
| 1.                              | Saya merasa Akar Coffee Wates menawarkan banyak jenis minuman dan makanan yang bisa saya pilih                             |           |    |   |   |    |
| 2.                              | Saya dapat dengan mudah menemukan jenis menu yang sesuai dengan selera saya di Akar Coffee Wates                           |           |    |   |   |    |
| Variasi Kelengkapan Produk      |                                                                                                                            |           |    |   |   |    |
| 1.                              | Saya merasa menu yang disediakan di Akar Coffee Wates sudah cukup lengkap untuk menemani waktu bersantai saya              |           |    |   |   |    |
| 2.                              | Saya merasa Akar Coffee Wates menyediakan menu yang sesuai untuk berbagai suasana, seperti nongkrong, kerja, atau santai   |           |    |   |   |    |
| Variasi Metode Penyajian Produk |                                                                                                                            |           |    |   |   |    |
| 1.                              | Saya bisa memilih produk dalam versi panas atau dingin di Akar Coffee Wates                                                |           |    |   |   |    |
| 2.                              | Saya merasa puas karena produk bisa disajikan sesuai dengan keinginan saya (misalnya <i>dine-in</i> atau <i>takeaway</i> ) |           |    |   |   |    |
| Variasi Kualitas Produk         |                                                                                                                            |           |    |   |   |    |
| 1.                              | Saya merasa kualitas produk di Akar Coffee Wates konsisten dan memuaskan                                                   |           |    |   |   |    |
| 2.                              | Saya merasa bebas memilih produk dengan kualitas sesuai harga yang saya inginkan                                           |           |    |   |   |    |

### Cafe Atmosphere (X<sub>2</sub>)

| No              | Pernyataan                                                                                                       | Tanggapan |    |   |   |    |
|-----------------|------------------------------------------------------------------------------------------------------------------|-----------|----|---|---|----|
|                 |                                                                                                                  | STS       | TS | N | S | SS |
| Layout          |                                                                                                                  |           |    |   |   |    |
| 1.              | Saya merasa nyaman dengan penataan meja dan kursi di Akar Coffee Wates                                           |           |    |   |   |    |
| 2.              | Saya merasa mudah bergerak di dalam area cafe karena layout (tata letak) tertata baik                            |           |    |   |   |    |
| Suara           |                                                                                                                  |           |    |   |   |    |
| 1.              | Saya merasa suara musik yang diputar di Akar Coffee Wates menambah kenyamanan suasana                            |           |    |   |   |    |
| 2.              | Saya merasa tingkat kebisingan di Akar Coffee Wates masih wajar dan tidak mengganggu kenyamanan                  |           |    |   |   |    |
| Aroma (Bau)     |                                                                                                                  |           |    |   |   |    |
| 1.              | Saya merasa aroma kopi dan makanan di Akar Coffee Wates membuat saya lebih betah berlama-lama                    |           |    |   |   |    |
| 2.              | Saya merasa aroma di dalam café ini bersih dan tidak mengganggu                                                  |           |    |   |   |    |
| Tekstur         |                                                                                                                  |           |    |   |   |    |
| 1.              | Saya merasa bahan dan konsep furniture (seperti kursi dan meja) di cafe ini nyaman saat digunakan                |           |    |   |   |    |
| 2.              | Saya merasa material interior seperti dinding atau lantai memberikan kesan bersih dan rapi di Akar Coffee Wates  |           |    |   |   |    |
| Desain Bangunan |                                                                                                                  |           |    |   |   |    |
| 1.              | Saya tertarik dengan suasana bangunan Akar Coffee Wates yang menggunakan desain rumah lama                       |           |    |   |   |    |
| 2.              | Saya merasa desain bangunan bergaya rumah lama di Akar Coffee Wates membuat Anda merasa seperti di rumah sendiri |           |    |   |   |    |

### Keputusan Pembelian (Y)

| No                | Pernyataan                                                                                                             | Tanggapan |    |   |   |    |
|-------------------|------------------------------------------------------------------------------------------------------------------------|-----------|----|---|---|----|
|                   |                                                                                                                        | STS       | TS | N | S | SS |
| Pemilihan Produk  |                                                                                                                        |           |    |   |   |    |
| 1.                | Saya memilih produk di Akar Coffee Wates karena sesuai dengan selera minuman atau makanan saya                         |           |    |   |   |    |
| 2.                | Saya memilih menu di Akar Coffee Wates berdasarkan variasi rasa yang ditawarkan                                        |           |    |   |   |    |
| Pemilihan Lokasi  |                                                                                                                        |           |    |   |   |    |
| 1.                | Saya memilih datang ke Akar Coffee Wates karena lokasinya mudah dijangkau dari tempat tinggal saya                     |           |    |   |   |    |
| 2.                | Saya merasa nyaman mengunjungi Akar Coffee Wates karena lokasi cafenya strategis dan tidak sulit ditemukan             |           |    |   |   |    |
| Jumlah Pembelian  |                                                                                                                        |           |    |   |   |    |
| 1.                | Saya biasanya membeli lebih dari satu menu saat berkunjung ke Akar Coffee Wates                                        |           |    |   |   |    |
| 2.                | Saya memesan makanan atau minuman tambahan saat nongkrong lebih lama di Akar Coffee Wates                              |           |    |   |   |    |
| Waktu Pembelian   |                                                                                                                        |           |    |   |   |    |
| 1.                | Saya biasanya mengunjungi Akar Coffee Wates pada waktu-waktu tertentu (misalnya sore atau malam                        |           |    |   |   |    |
| 2.                | Saya memilih waktu kunjungan ke Akar Coffee Wates berdasarkan momen bersantai atau kumpul dengan teman                 |           |    |   |   |    |
| Metode Pembayaran |                                                                                                                        |           |    |   |   |    |
| 1.                | Saya suka dengan metode pembayaran saat membeli di Akar Coffee Wates, bisa pembayaran tunai dan non-tunai seperti QRIS |           |    |   |   |    |
| 2.                | Apakah ketersediaan metode pembayaran digital di Akar Coffee Wates memudahkan saya dalam melakukan transaksi           |           |    |   |   |    |

**Lampiran 2**

| Res<br>pn | Variasi Jenis<br>Produk |    | Variasi<br>Kelengkapan<br>Produk |    | Variasi Metode<br>Penyajian Produk |    | Variasi<br>Kualitas<br>Produk |    | Tota<br>l X <sub>1</sub> |
|-----------|-------------------------|----|----------------------------------|----|------------------------------------|----|-------------------------------|----|--------------------------|
|           | P1                      | P2 | P3                               | P4 | P5                                 | P6 | P7                            | P8 |                          |
| 1         | 4                       | 3  | 3                                | 3  | 4                                  | 4  | 4                             | 3  | 28                       |
| 2         | 5                       | 5  | 5                                | 5  | 5                                  | 5  | 5                             | 5  | 40                       |
| 3         | 4                       | 4  | 5                                | 4  | 5                                  | 4  | 4                             | 4  | 34                       |
| 4         | 5                       | 4  | 4                                | 5  | 4                                  | 5  | 5                             | 4  | 36                       |
| 5         | 5                       | 5  | 5                                | 5  | 5                                  | 5  | 5                             | 4  | 39                       |
| 6         | 4                       | 4  | 4                                | 4  | 3                                  | 4  | 4                             | 4  | 31                       |
| 7         | 4                       | 4  | 3                                | 4  | 4                                  | 3  | 3                             | 4  | 29                       |
| 8         | 5                       | 5  | 5                                | 5  | 5                                  | 4  | 5                             | 5  | 39                       |
| 9         | 3                       | 4  | 3                                | 4  | 3                                  | 3  | 3                             | 4  | 27                       |
| 10        | 4                       | 4  | 4                                | 4  | 4                                  | 4  | 4                             | 4  | 32                       |
| 11        | 5                       | 5  | 4                                | 5  | 5                                  | 5  | 4                             | 5  | 38                       |
| 12        | 4                       | 5  | 4                                | 5  | 4                                  | 4  | 3                             | 4  | 33                       |
| 13        | 4                       | 4  | 4                                | 4  | 4                                  | 4  | 4                             | 4  | 32                       |
| 14        | 4                       | 4  | 5                                | 4  | 5                                  | 5  | 5                             | 4  | 36                       |
| 15        | 5                       | 5  | 4                                | 5  | 5                                  | 4  | 5                             | 4  | 37                       |
| 16        | 5                       | 4  | 4                                | 5  | 5                                  | 5  | 4                             | 4  | 36                       |
| 17        | 4                       | 4  | 4                                | 4  | 4                                  | 3  | 4                             | 4  | 31                       |
| 18        | 5                       | 5  | 5                                | 4  | 5                                  | 5  | 5                             | 5  | 39                       |
| 19        | 4                       | 4  | 4                                | 4  | 4                                  | 3  | 3                             | 4  | 30                       |
| 20        | 4                       | 3  | 3                                | 4  | 4                                  | 3  | 4                             | 4  | 29                       |
| 21        | 5                       | 4  | 4                                | 5  | 5                                  | 5  | 4                             | 5  | 37                       |
| 22        | 4                       | 4  | 4                                | 4  | 4                                  | 4  | 4                             | 5  | 33                       |
| 23        | 5                       | 5  | 5                                | 5  | 5                                  | 5  | 5                             | 5  | 40                       |
| 24        | 4                       | 5  | 5                                | 5  | 5                                  | 5  | 4                             | 5  | 38                       |
| 25        | 4                       | 5  | 4                                | 4  | 5                                  | 5  | 5                             | 5  | 37                       |
| 26        | 4                       | 5  | 4                                | 4  | 5                                  | 4  | 5                             | 4  | 35                       |
| 27        | 4                       | 5  | 5                                | 5  | 4                                  | 5  | 4                             | 3  | 35                       |
| 28        | 4                       | 5  | 4                                | 5  | 5                                  | 5  | 5                             | 5  | 38                       |
| 29        | 5                       | 4  | 5                                | 4  | 5                                  | 3  | 4                             | 4  | 34                       |
| 30        | 4                       | 5  | 5                                | 5  | 4                                  | 5  | 5                             | 4  | 37                       |
| 31        | 5                       | 5  | 5                                | 5  | 4                                  | 4  | 5                             | 5  | 38                       |
| 32        | 4                       | 4  | 3                                | 4  | 4                                  | 4  | 4                             | 4  | 31                       |
| 33        | 4                       | 4  | 4                                | 5  | 4                                  | 5  | 4                             | 4  | 34                       |
| 34        | 4                       | 4  | 4                                | 4  | 4                                  | 3  | 4                             | 4  | 31                       |
| 35        | 4                       | 4  | 4                                | 4  | 4                                  | 4  | 4                             | 5  | 33                       |
| 36        | 4                       | 3  | 4                                | 4  | 3                                  | 4  | 4                             | 3  | 29                       |
| 37        | 4                       | 5  | 5                                | 5  | 4                                  | 4  | 4                             | 5  | 36                       |
| 38        | 4                       | 4  | 3                                | 3  | 3                                  | 3  | 3                             | 3  | 26                       |
| 39        | 4                       | 4  | 4                                | 4  | 5                                  | 4  | 4                             | 4  | 33                       |

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|----|---|---|---|---|---|---|---|---|----|
| 40 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 35 |
| 41 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 37 |
| 42 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 43 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 26 |
| 44 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 28 |
| 45 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 26 |
| 46 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 35 |
| 47 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 36 |
| 48 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 31 |
| 49 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 16 |
| 50 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 27 |
| 51 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 36 |
| 52 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 53 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 29 |
| 54 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 39 |
| 55 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 33 |
| 56 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 39 |
| 57 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 29 |
| 58 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 36 |
| 59 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 32 |
| 60 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 32 |
| 61 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 36 |
| 62 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 29 |
| 63 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 25 |
| 64 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 34 |
| 65 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 33 |
| 66 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 37 |
| 67 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 68 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 25 |
| 69 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 37 |
| 70 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 36 |
| 71 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 29 |
| 72 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 73 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 38 |
| 74 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 25 |
| 75 | 5 | 5 | 5 | 3 | 4 | 4 | 5 | 5 | 36 |
| 76 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 16 |
| 77 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 37 |
| 78 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 79 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 37 |
| 80 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 39 |
| 81 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 37 |
| 82 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 37 |
| 83 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 32 |
| 84 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 23 |

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|-----|---|---|---|---|---|---|---|---|----|
| 85  | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 34 |
| 86  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 87  | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 38 |
| 88  | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 27 |
| 89  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 90  | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 26 |
| 91  | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 36 |
| 92  | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 38 |
| 93  | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
| 94  | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 32 |
| 95  | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 96  | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 28 |
| 97  | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 28 |
| 98  | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 30 |
| 99  | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 22 |
| 100 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 27 |
| 101 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 36 |
| 102 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 29 |
| 103 | 2 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 25 |
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| 105 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 38 |
| 106 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 34 |
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| 108 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
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| 110 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |
| 111 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 112 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 35 |
| 113 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 35 |
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| 115 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
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| 117 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 31 |
| 118 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 38 |
| 119 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |
| 120 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 37 |
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| 124 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 30 |
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| 126 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 35 |
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| 128 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 32 |
| 129 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 34 |

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|-----|---|---|---|---|---|---|---|---|----|
| 130 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 37 |
| 131 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 30 |
| 132 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 35 |
| 133 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 34 |
| 134 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 36 |
| 135 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 35 |
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| 137 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 38 |
| 138 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 38 |
| 139 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 35 |
| 140 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 39 |
| 141 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 35 |
| 142 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 36 |
| 143 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 144 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 28 |
| 145 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 23 |
| 146 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 26 |
| 147 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 29 |
| 148 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 30 |
| 149 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 150 | 5 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
| 151 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 34 |
| 152 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 27 |
| 153 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 31 |
| 154 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 35 |
| 155 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 35 |
| 156 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 34 |
| 157 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
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| 160 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 37 |
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| 162 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 34 |
| 163 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 35 |
| 164 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
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| 167 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 36 |
| 168 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
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| 171 | 4 | 5 | 5 | 5 | 3 | 4 | 3 | 4 | 33 |
| 172 | 5 | 3 | 4 | 5 | 4 | 5 | 5 | 5 | 36 |
| 173 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 26 |
| 174 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 30 |



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|-----|---|---|---|---|---|---|---|---|----|
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| 221 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 29 |
| 222 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 38 |
| 223 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 32 |
| 224 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 225 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 8  |
| 226 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |
| 227 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 30 |
| 228 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 229 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 38 |
| 230 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 3 | 31 |
| 231 | 5 | 4 | 3 | 5 | 4 | 4 | 5 | 3 | 33 |
| 232 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 39 |
| 233 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 37 |
| 234 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 29 |
| 235 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 36 |
| 236 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 9  |
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| 278 | 3 | 4 | 4 | 3 | 2 | 3 | 3 | 3 | 25 |
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| 349 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |

| Rspn | Layout |    | Suara |    | Aroma |    | Tekstur |    | Desain Bangunan |     | Total<br>X <sub>2</sub> |
|------|--------|----|-------|----|-------|----|---------|----|-----------------|-----|-------------------------|
|      | P1     | P2 | P3    | P4 | P5    | P6 | P7      | P8 | P9              | P10 |                         |
| 1    | 5      | 4  | 5     | 3  | 5     | 4  | 4       | 4  | 4               | 4   | 42                      |
| 2    | 4      | 4  | 4     | 4  | 3     | 4  | 4       | 4  | 4               | 4   | 39                      |



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| 335 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 35 |
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| 337 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 37 |
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| 348 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 44 |
| 349 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 48 |

| Rspn | Pemilihan Produk |    | Pemilihan Lokasi |    | Jumlah Pembelian |    | Waktu Pembelian |    | Metode Pembayaran |     | Total Y |
|------|------------------|----|------------------|----|------------------|----|-----------------|----|-------------------|-----|---------|
|      | P1               | P2 | P3               | P4 | P5               | P6 | P7              | P8 | P9                | P10 |         |
| 1    | 3                | 4  | 4                | 4  | 4                | 5  | 4               | 4  | 4                 | 4   | 40      |
| 2    | 4                | 4  | 4                | 4  | 4                | 4  | 4               | 4  | 4                 | 5   | 41      |
| 3    | 3                | 4  | 4                | 4  | 4                | 4  | 4               | 5  | 4                 | 4   | 40      |
| 4    | 3                | 4  | 4                | 4  | 3                | 4  | 4               | 4  | 5                 | 4   | 39      |
| 5    | 4                | 4  | 4                | 4  | 4                | 4  | 4               | 5  | 4                 | 4   | 41      |
| 6    | 3                | 3  | 3                | 3  | 3                | 3  | 3               | 4  | 4                 | 4   | 33      |
| 7    | 4                | 4  | 5                | 3  | 4                | 4  | 3               | 4  | 4                 | 4   | 39      |
| 8    | 4                | 4  | 5                | 4  | 4                | 5  | 4               | 5  | 5                 | 5   | 45      |
| 9    | 3                | 5  | 4                | 4  | 4                | 4  | 4               | 5  | 4                 | 4   | 41      |

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| 98 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 40 |
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| 116 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 42 |
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| 126 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 43 |
| 127 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 128 | 5 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 35 |
| 129 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 42 |
| 130 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
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| 137 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 42 |
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| 142 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 143 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 144 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 38 |

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| 170 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 36 |
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| 181 | 3 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
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| 189 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 44 |

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| 255 | 3 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 38 |
| 256 | 3 | 3 | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 30 |
| 257 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 258 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 43 |
| 259 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 260 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 261 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 46 |
| 262 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 263 | 2 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 33 |
| 264 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 15 |
| 265 | 3 | 5 | 3 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 40 |
| 266 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 43 |
| 267 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| 268 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 269 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 43 |
| 270 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 271 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 35 |
| 272 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| 273 | 1 | 3 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 19 |
| 274 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 45 |
| 275 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 33 |
| 276 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| 277 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 44 |
| 278 | 2 | 4 | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 30 |
| 279 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |

|     |   |   |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|---|---|----|
| 280 | 3 | 3 | 3 | 3 | 4 | 3 | 5 | 3 | 4 | 4 | 35 |
| 281 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 282 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 45 |
| 283 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 48 |
| 284 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 285 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 23 |
| 286 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 37 |
| 287 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 44 |
| 288 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 35 |
| 289 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 36 |
| 290 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 46 |
| 291 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 44 |
| 292 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 293 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 43 |
| 294 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 46 |
| 295 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 46 |
| 296 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 42 |
| 297 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 36 |
| 298 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 36 |
| 299 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 33 |
| 300 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 36 |
| 301 | 1 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 3 | 2 | 18 |
| 302 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 43 |
| 303 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 43 |
| 304 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 305 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 43 |
| 306 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 307 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 5 | 33 |
| 308 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 46 |
| 309 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 34 |
| 310 | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 12 |
| 311 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 46 |
| 312 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 35 |
| 313 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 44 |
| 314 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 42 |
| 315 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 40 |
| 316 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 46 |
| 317 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 33 |
| 318 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 319 | 2 | 4 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 27 |
| 320 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 43 |
| 321 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 43 |
| 322 | 3 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 40 |
| 323 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 40 |
| 324 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 35 |



*Lampiran 3*

**Tabel Isaac & Michael**

| N   | S   |     |     | N    | S   |     |     | N       | S   |     |     |
|-----|-----|-----|-----|------|-----|-----|-----|---------|-----|-----|-----|
|     | 1%  | 5%  | 10% |      | 1%  | 5%  | 10% |         | 1%  | 5%  | 10% |
| 10  | 10  | 10  | 10  | 280  | 197 | 115 | 138 | 2800    | 537 | 310 | 247 |
| 15  | 15  | 14  | 14  | 290  | 202 | 158 | 140 | 3000    | 543 | 312 | 248 |
| 20  | 19  | 19  | 19  | 300  | 207 | 161 | 143 | 3500    | 558 | 317 | 251 |
| 25  | 24  | 23  | 23  | 320  | 216 | 167 | 147 | 4000    | 569 | 320 | 254 |
| 30  | 29  | 28  | 27  | 340  | 225 | 172 | 151 | 4500    | 578 | 323 | 255 |
| 35  | 33  | 32  | 31  | 360  | 234 | 177 | 155 | 5000    | 586 | 326 | 257 |
| 40  | 38  | 36  | 35  | 380  | 242 | 182 | 158 | 6000    | 598 | 329 | 259 |
| 45  | 42  | 40  | 39  | 400  | 250 | 186 | 162 | 7000    | 606 | 332 | 261 |
| 50  | 47  | 44  | 42  | 420  | 257 | 191 | 165 | 8000    | 613 | 334 | 263 |
| 55  | 51  | 48  | 46  | 440  | 265 | 195 | 168 | 9000    | 618 | 335 | 263 |
| 60  | 55  | 51  | 49  | 460  | 272 | 198 | 171 | 10000   | 622 | 336 | 263 |
| 65  | 59  | 55  | 53  | 480  | 279 | 202 | 173 | 15000   | 635 | 340 | 266 |
| 70  | 63  | 58  | 56  | 500  | 285 | 205 | 176 | 20000   | 642 | 342 | 267 |
| 80  | 71  | 65  | 62  | 600  | 315 | 221 | 187 | 40000   | 563 | 345 | 269 |
| 85  | 75  | 68  | 65  | 650  | 329 | 227 | 191 | 50000   | 655 | 346 | 269 |
| 90  | 79  | 72  | 68  | 700  | 341 | 233 | 195 | 75000   | 658 | 346 | 270 |
| 95  | 83  | 75  | 71  | 750  | 352 | 238 | 199 | 100000  | 659 | 347 | 270 |
| 100 | 87  | 78  | 73  | 800  | 363 | 243 | 202 | 150000  | 661 | 347 | 270 |
| 110 | 94  | 84  | 78  | 850  | 373 | 247 | 205 | 200000  | 661 | 347 | 270 |
| 120 | 102 | 89  | 83  | 900  | 382 | 251 | 208 | 250000  | 662 | 348 | 270 |
| 130 | 109 | 95  | 88  | 950  | 391 | 255 | 211 | 300000  | 662 | 348 | 270 |
| 140 | 116 | 100 | 92  | 1000 | 399 | 258 | 213 | 350000  | 662 | 348 | 270 |
| 150 | 122 | 105 | 97  | 1050 | 414 | 265 | 217 | 400000  | 662 | 348 | 270 |
| 160 | 129 | 110 | 101 | 1100 | 427 | 270 | 221 | 450000  | 663 | 348 | 270 |
| 170 | 135 | 114 | 105 | 1200 | 440 | 275 | 224 | 500000  | 663 | 348 | 270 |
| 180 | 142 | 119 | 108 | 1300 | 450 | 279 | 227 | 550000  | 663 | 348 | 270 |
| 190 | 148 | 123 | 112 | 1400 | 460 | 283 | 229 | 600000  | 663 | 348 | 270 |
| 200 | 154 | 127 | 115 | 1500 | 469 | 286 | 232 | 650000  | 663 | 348 | 270 |
| 210 | 160 | 131 | 118 | 1600 | 477 | 289 | 234 | 700000  | 663 | 348 | 270 |
| 220 | 165 | 135 | 122 | 1700 | 485 | 292 | 235 | 750000  | 663 | 348 | 271 |
| 230 | 171 | 139 | 125 | 1800 | 492 | 294 | 237 | 800000  | 663 | 348 | 271 |
| 240 | 176 | 142 | 127 | 1900 | 498 | 297 | 238 | 850000  | 663 | 348 | 271 |
| 250 | 182 | 146 | 130 | 2000 | 510 | 301 | 241 | 900000  | 663 | 348 | 271 |
| 260 | 187 | 149 | 133 | 2200 | 520 | 304 | 243 | 950000  | 663 | 348 | 271 |
| 270 | 192 | 152 | 135 | 2600 | 529 | 307 | 245 | 1000000 | 664 | 349 | 272 |

**Distribusi Nilai  $r_{\text{tabel}}$   
Signifikansi 5% dan 1%**

| N  | The Level of Significance |       | N    | The Level of Significance |       |
|----|---------------------------|-------|------|---------------------------|-------|
|    | 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 |

## Lampiran 4

**Tabel 4.7**  
**Output Uji Validitas Variabel Keragaman Produk (X<sub>1</sub>)**

| <b>Correlations</b> |                     |        |        |        |        |        |        |        |        |        |
|---------------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|                     |                     | P01    | P02    | P03    | P04    | P05    | P06    | P07    | P08    | TOTAL  |
| P01                 | Pearson Correlation | 1      | .556** | .690** | .460** | .651** | .570** | .584** | .519** | .782** |
|                     | Sig. (2-tailed)     |        | .000   | .000   | .003   | .000   | .000   | .000   | .001   | .000   |
|                     | N                   | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     |
| P02                 | Pearson Correlation | .556** | 1      | .571** | .438** | .471** | .597** | .519** | .583** | .741** |
|                     | Sig. (2-tailed)     | .000   |        | .000   | .005   | .002   | .000   | .001   | .000   | .000   |
|                     | N                   | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     |
| P03                 | Pearson Correlation | .690** | .571** | 1      | .539** | .652** | .540** | .646** | .571** | .816** |
|                     | Sig. (2-tailed)     | .000   | .000   |        | .000   | .000   | .000   | .000   | .000   | .000   |
|                     | N                   | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     |
| P04                 | Pearson Correlation | .460** | .438** | .539** | 1      | .528** | .419** | .587** | .494** | .710** |
|                     | Sig. (2-tailed)     | .003   | .005   | .000   |        | .000   | .007   | .000   | .001   | .000   |
|                     | N                   | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     |
| P05                 | Pearson Correlation | .651** | .471** | .652** | .528** | 1      | .661** | .617** | .662** | .834** |
|                     | Sig. (2-tailed)     | .000   | .002   | .000   | .000   |        | .000   | .000   | .000   | .000   |
|                     | N                   | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     |
| P06                 | Pearson Correlation | .570** | .597** | .540** | .419** | .661** | 1      | .626** | .618** | .794** |
|                     | Sig. (2-tailed)     | .000   | .000   | .000   | .007   | .000   |        | .000   | .000   | .000   |
|                     | N                   | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     |
| P07                 | Pearson Correlation | .584** | .519** | .646** | .587** | .617** | .626** | 1      | .732** | .835** |
|                     | Sig. (2-tailed)     | .000   | .001   | .000   | .000   | .000   | .000   |        | .000   | .000   |
|                     | N                   | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     |
| P08                 | Pearson Correlation | .519** | .583** | .571** | .494** | .662** | .618** | .732** | 1      | .825** |
|                     | Sig. (2-tailed)     | .001   | .000   | .000   | .001   | .000   | .000   | .000   |        | .000   |
|                     | N                   | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     |
| TOTAL               | Pearson Correlation | .782** | .741** | .816** | .710** | .834** | .794** | .835** | .825** | 1      |
|                     | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   | .000   | .000   |        |
|                     | N                   | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     |

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

**Tabel 4.7**  
**Hasil Perolehan Uji Validitas Variabel Keragaman Produk (X<sub>1</sub>)**

| Nama Pernyataan | Perbandingan              |                          | Nilai Sig. | Keputusan |
|-----------------|---------------------------|--------------------------|------------|-----------|
|                 | Nilai R <sub>hitung</sub> | Nilai R <sub>tabel</sub> |            |           |
| P1              | 0,782                     | 0,312                    | 0,000      | Valid     |
| P2              | 0,741                     | 0,312                    | 0,000      | Valid     |
| P3              | 0,816                     | 0,312                    | 0,000      | Valid     |
| P4              | 0,710                     | 0,312                    | 0,000      | Valid     |
| P5              | 0,834                     | 0,312                    | 0,000      | Valid     |
| P6              | 0,794                     | 0,312                    | 0,000      | Valid     |
| P7              | 0,835                     | 0,312                    | 0,000      | Valid     |
| P8              | 0,825                     | 0,312                    | 0,000      | Valid     |

Sumber: Hasil SPSS 25, 2025

**Tabel 4.8**  
**Output Uji Validitas Variabel *Cafe Atmosphere* (X<sub>2</sub>)**

| Correlations |                     |        |        |        |        |        |        |        |        |        |        |        |
|--------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|              |                     | P01    | P02    | P03    | P04    | P05    | P06    | P07    | P08    | P09    | P10    | TOTAL  |
| P01          | Pearson Correlation | 1      | .652** | .577** | .548** | .662** | .665** | .682** | .521** | .585** | .572** | .828** |
|              | Sig. (2-tailed)     |        | .000   | .000   | .000   | .000   | .000   | .000   | .001   | .000   | .000   | .000   |
|              | N                   | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     |
| P02          | Pearson Correlation | .652** | 1      | .505** | .572** | .610** | .411** | .545** | .501** | .480** | .461** | .735** |
|              | Sig. (2-tailed)     | .000   |        | .001   | .000   | .000   | .008   | .000   | .001   | .002   | .003   | .000   |
|              | N                   | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     |
| P03          | Pearson Correlation | .577** | .505** | 1      | .561** | .562** | .365*  | .613** | .467** | .451** | .586** | .723** |
|              | Sig. (2-tailed)     | .000   | .001   |        | .000   | .000   | .021   | .000   | .002   | .003   | .000   | .000   |
|              | N                   | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     |
| P04          | Pearson Correlation | .548** | .572** | .561** | 1      | .692** | .495** | .399*  | .691** | .667** | .605** | .798** |
|              | Sig. (2-tailed)     | .000   | .000   | .000   |        | .000   | .001   | .011   | .000   | .000   | .000   | .000   |
|              | N                   | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     |
| P05          | Pearson Correlation | .662** | .610** | .562** | .692** | 1      | .710** | .667** | .678** | .656** | .560** | .875** |







**Tabel 4.9**  
**Hasil Perolehan Uji Validitas Variabel Keputusan Pembelian (Y)**

| Nama Pernyataan | Perbandingan              |                          | Nilai Sig. | Keputusan |
|-----------------|---------------------------|--------------------------|------------|-----------|
|                 | Nilai R <sub>hitung</sub> | Nilai R <sub>tabel</sub> |            |           |
| P1              | 0,665                     | 0,312                    | 0,000      | Valid     |
| P2              | 0,683                     | 0,312                    | 0,000      | Valid     |
| P3              | 0,731                     | 0,312                    | 0,000      | Valid     |
| P4              | 0,730                     | 0,312                    | 0,000      | Valid     |
| P5              | 0,847                     | 0,312                    | 0,000      | Valid     |
| P6              | 0,845                     | 0,312                    | 0,000      | Valid     |
| P7              | 0,795                     | 0,312                    | 0,000      | Valid     |
| P8              | 0,775                     | 0,312                    | 0,000      | Valid     |
| P9              | 0,816                     | 0,312                    | 0,000      | Valid     |
| P10             | 0,795                     | 0,312                    | 0,000      | Valid     |

Sumber: Hasil SPSS 25, 2025

**Tabel 4.10**  
**Output Uji Reliabilitas Variabel**  
**Keragaman Produk (X<sub>1</sub>)**

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .913                   | 8          |

**Tabel 4.10**  
**Output Uji Reliabilitas Variabel**  
**Cafe Atmosphere (X<sub>2</sub>)**

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .929                   | 10         |

**Tabel 4.10**  
**Output Uji Reliabilitas Variabel Keputusan Pembelian (Y)**

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .922                   | 10         |

**Rekapitulasi Skor Keragaman Produk (X<sub>1</sub>) *Cafe Atmosphere* (X<sub>2</sub>) dan  
Keputusan Pembelian (Y)**

| Rspn | X1 | X2 | Y  |
|------|----|----|----|
| 1    | 28 | 42 | 40 |
| 2    | 40 | 39 | 41 |
| 3    | 34 | 36 | 40 |
| 4    | 36 | 36 | 39 |
| 5    | 39 | 34 | 41 |
| 6    | 31 | 25 | 33 |
| 7    | 29 | 49 | 39 |
| 8    | 39 | 38 | 45 |
| 9    | 27 | 44 | 41 |
| 10   | 32 | 39 | 36 |
| 11   | 38 | 45 | 46 |
| 12   | 33 | 44 | 44 |
| 13   | 32 | 42 | 43 |
| 14   | 36 | 42 | 45 |
| 15   | 37 | 34 | 38 |
| 16   | 36 | 38 | 43 |
| 17   | 31 | 49 | 41 |
| 18   | 39 | 44 | 44 |
| 19   | 30 | 33 | 37 |
| 20   | 29 | 42 | 41 |
| 21   | 37 | 50 | 50 |
| 22   | 33 | 38 | 42 |
| 23   | 40 | 41 | 48 |
| 24   | 38 | 35 | 44 |
| 25   | 37 | 47 | 49 |
| 26   | 35 | 30 | 36 |
| 27   | 35 | 32 | 42 |
| 28   | 38 | 36 | 41 |
| 29   | 34 | 40 | 40 |
| 30   | 37 | 37 | 43 |
| 31   | 38 | 48 | 45 |
| 32   | 31 | 45 | 42 |
| 33   | 34 | 48 | 45 |
| 34   | 31 | 34 | 35 |
| 35   | 33 | 25 | 31 |
| 36   | 29 | 42 | 33 |
| 37   | 36 | 47 | 44 |
| 38   | 26 | 48 | 41 |
| 39   | 33 | 40 | 39 |

| Rspn | X1 | X2 | Y  |
|------|----|----|----|
| 40   | 35 | 34 | 37 |
| 41   | 37 | 45 | 46 |
| 42   | 32 | 34 | 38 |
| 43   | 26 | 30 | 32 |
| 44   | 28 | 47 | 40 |
| 45   | 26 | 32 | 32 |
| 46   | 35 | 41 | 43 |
| 47   | 36 | 40 | 44 |
| 48   | 31 | 45 | 41 |
| 49   | 16 | 47 | 32 |
| 50   | 27 | 44 | 39 |
| 51   | 36 | 39 | 43 |
| 52   | 40 | 29 | 39 |
| 53   | 29 | 45 | 41 |
| 54   | 39 | 44 | 46 |
| 55   | 33 | 37 | 39 |
| 56   | 39 | 30 | 41 |
| 57   | 29 | 42 | 42 |
| 58   | 36 | 47 | 46 |
| 59   | 32 | 44 | 41 |
| 60   | 32 | 47 | 46 |
| 61   | 36 | 48 | 43 |
| 62   | 29 | 36 | 40 |
| 63   | 25 | 41 | 34 |
| 64   | 34 | 42 | 44 |
| 65   | 33 | 45 | 42 |
| 66   | 37 | 42 | 47 |
| 67   | 31 | 39 | 40 |
| 68   | 25 | 45 | 40 |
| 69   | 37 | 43 | 49 |
| 70   | 36 | 44 | 47 |
| 71   | 29 | 47 | 44 |
| 72   | 40 | 46 | 48 |
| 73   | 38 | 39 | 43 |
| 74   | 25 | 40 | 39 |
| 75   | 36 | 48 | 47 |
| 76   | 16 | 38 | 28 |
| 77   | 37 | 39 | 44 |
| 78   | 33 | 36 | 36 |

| Rspn | X1 | X2 | Y  |
|------|----|----|----|
| 79   | 37 | 47 | 48 |
| 80   | 39 | 34 | 47 |
| 81   | 37 | 43 | 44 |
| 82   | 37 | 40 | 43 |
| 83   | 32 | 36 | 41 |
| 84   | 23 | 48 | 36 |
| 85   | 34 | 47 | 44 |
| 86   | 32 | 38 | 39 |
| 87   | 38 | 44 | 44 |
| 88   | 27 | 49 | 42 |
| 89   | 32 | 41 | 41 |
| 90   | 26 | 41 | 39 |
| 91   | 36 | 47 | 44 |
| 92   | 38 | 45 | 50 |
| 93   | 31 | 35 | 39 |
| 94   | 32 | 48 | 43 |
| 95   | 31 | 30 | 36 |
| 96   | 28 | 49 | 41 |
| 97   | 28 | 48 | 41 |
| 98   | 30 | 47 | 40 |
| 99   | 22 | 41 | 33 |
| 100  | 27 | 46 | 39 |
| 101  | 36 | 43 | 44 |
| 102  | 29 | 44 | 41 |
| 103  | 25 | 36 | 33 |
| 104  | 32 | 37 | 41 |
| 105  | 38 | 39 | 43 |
| 106  | 34 | 30 | 37 |
| 107  | 31 | 47 | 46 |
| 108  | 40 | 42 | 47 |
| 109  | 36 | 37 | 36 |
| 110  | 31 | 47 | 44 |
| 111  | 33 | 33 | 35 |
| 112  | 35 | 34 | 44 |
| 113  | 35 | 48 | 44 |
| 114  | 37 | 49 | 45 |
| 115  | 40 | 28 | 37 |
| 116  | 37 | 38 | 42 |
| 117  | 31 | 28 | 34 |

| Rspn | X1 | X2 | Y  |
|------|----|----|----|
| 118  | 38 | 42 | 44 |
| 119  | 31 | 48 | 44 |
| 120  | 37 | 47 | 46 |
| 121  | 29 | 36 | 39 |
| 122  | 37 | 40 | 44 |
| 123  | 33 | 45 | 45 |
| 124  | 30 | 48 | 41 |
| 125  | 28 | 39 | 38 |
| 126  | 35 | 47 | 43 |
| 127  | 23 | 47 | 41 |
| 128  | 32 | 39 | 35 |
| 129  | 34 | 44 | 42 |
| 130  | 37 | 47 | 50 |
| 131  | 30 | 48 | 45 |
| 132  | 35 | 50 | 46 |
| 133  | 34 | 36 | 44 |
| 134  | 36 | 39 | 50 |
| 135  | 35 | 39 | 35 |
| 136  | 31 | 45 | 44 |
| 137  | 38 | 46 | 42 |
| 138  | 38 | 46 | 43 |
| 139  | 35 | 40 | 48 |
| 140  | 39 | 37 | 40 |
| 141  | 35 | 48 | 43 |
| 142  | 36 | 49 | 47 |
| 143  | 31 | 44 | 38 |
| 144  | 28 | 46 | 38 |
| 145  | 23 | 44 | 35 |
| 146  | 26 | 44 | 35 |
| 147  | 29 | 40 | 47 |
| 148  | 30 | 49 | 42 |
| 149  | 40 | 48 | 48 |
| 150  | 33 | 45 | 47 |
| 151  | 34 | 44 | 44 |
| 152  | 27 | 37 | 41 |
| 153  | 31 | 39 | 40 |
| 154  | 35 | 48 | 43 |
| 155  | 35 | 33 | 43 |
| 156  | 34 | 42 | 44 |
| 157  | 40 | 38 | 40 |
| 158  | 29 | 40 | 48 |
| 159  | 38 | 38 | 47 |

| Rspn | X1 | X2 | Y  |
|------|----|----|----|
| 160  | 37 | 42 | 40 |
| 161  | 39 | 29 | 42 |
| 162  | 34 | 50 | 38 |
| 163  | 35 | 41 | 39 |
| 164  | 40 | 41 | 40 |
| 165  | 29 | 45 | 38 |
| 166  | 31 | 40 | 40 |
| 167  | 36 | 48 | 27 |
| 168  | 39 | 38 | 43 |
| 169  | 35 | 34 | 39 |
| 170  | 31 | 39 | 36 |
| 171  | 33 | 38 | 40 |
| 172  | 36 | 48 | 43 |
| 173  | 26 | 46 | 36 |
| 174  | 30 | 44 | 44 |
| 175  | 37 | 38 | 34 |
| 176  | 39 | 37 | 42 |
| 177  | 13 | 17 | 13 |
| 178  | 35 | 30 | 38 |
| 179  | 39 | 35 | 46 |
| 180  | 24 | 20 | 35 |
| 181  | 27 | 39 | 42 |
| 182  | 28 | 49 | 38 |
| 183  | 35 | 47 | 45 |
| 184  | 13 | 16 | 14 |
| 185  | 10 | 18 | 18 |
| 186  | 17 | 44 | 29 |
| 187  | 33 | 46 | 40 |
| 188  | 34 | 32 | 43 |
| 189  | 32 | 30 | 44 |
| 190  | 31 | 41 | 37 |
| 191  | 38 | 36 | 45 |
| 192  | 29 | 39 | 40 |
| 193  | 29 | 39 | 32 |
| 194  | 33 | 37 | 42 |
| 195  | 11 | 15 | 12 |
| 196  | 38 | 39 | 39 |
| 197  | 9  | 15 | 15 |
| 198  | 40 | 37 | 43 |
| 199  | 27 | 46 | 39 |
| 200  | 32 | 46 | 43 |
| 201  | 34 | 47 | 50 |

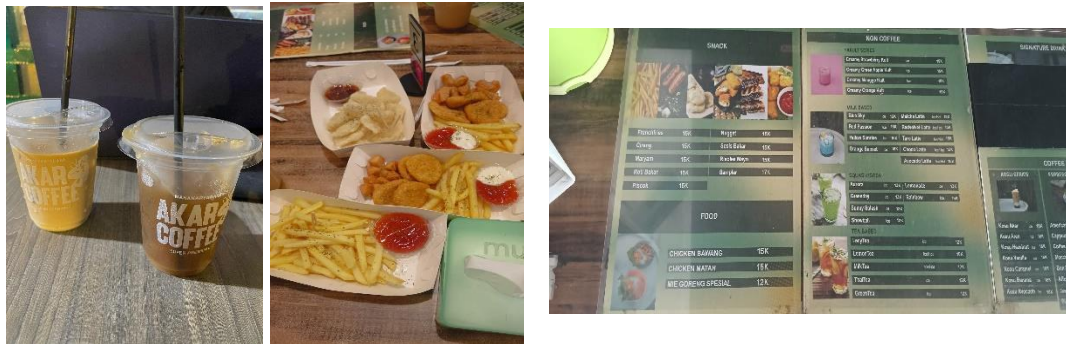
| Rspn | X1 | X2 | Y  |
|------|----|----|----|
| 202  | 30 | 49 | 42 |
| 203  | 10 | 20 | 14 |
| 204  | 30 | 45 | 38 |
| 205  | 38 | 30 | 35 |
| 206  | 30 | 46 | 47 |
| 207  | 29 | 39 | 37 |
| 208  | 37 | 47 | 47 |
| 209  | 32 | 47 | 38 |
| 210  | 35 | 40 | 38 |
| 211  | 36 | 39 | 37 |
| 212  | 15 | 14 | 18 |
| 213  | 31 | 40 | 39 |
| 214  | 37 | 45 | 35 |
| 215  | 39 | 33 | 38 |
| 216  | 27 | 34 | 42 |
| 217  | 34 | 41 | 47 |
| 218  | 34 | 46 | 38 |
| 219  | 32 | 49 | 33 |
| 220  | 35 | 46 | 42 |
| 221  | 29 | 30 | 34 |
| 222  | 38 | 49 | 44 |
| 223  | 32 | 49 | 47 |
| 224  | 33 | 41 | 36 |
| 225  | 8  | 20 | 16 |
| 226  | 31 | 34 | 34 |
| 227  | 30 | 34 | 41 |
| 228  | 24 | 28 | 34 |
| 229  | 38 | 35 | 42 |
| 230  | 31 | 41 | 36 |
| 231  | 33 | 44 | 48 |
| 232  | 39 | 46 | 39 |
| 233  | 37 | 48 | 46 |
| 234  | 29 | 50 | 36 |
| 235  | 36 | 38 | 40 |
| 236  | 9  | 13 | 10 |
| 237  | 24 | 48 | 40 |
| 238  | 9  | 13 | 10 |
| 239  | 36 | 45 | 44 |
| 240  | 30 | 32 | 31 |
| 241  | 35 | 43 | 41 |
| 242  | 33 | 37 | 44 |
| 243  | 16 | 12 | 12 |

| Rspn | X1 | X2 | Y  |
|------|----|----|----|
| 244  | 33 | 46 | 47 |
| 245  | 35 | 30 | 34 |
| 246  | 37 | 49 | 34 |
| 247  | 15 | 20 | 12 |
| 248  | 36 | 48 | 47 |
| 249  | 30 | 50 | 46 |
| 250  | 35 | 35 | 39 |
| 251  | 27 | 27 | 38 |
| 252  | 31 | 38 | 42 |
| 253  | 37 | 35 | 49 |
| 254  | 9  | 11 | 17 |
| 255  | 18 | 50 | 38 |
| 256  | 39 | 35 | 30 |
| 257  | 31 | 33 | 37 |
| 258  | 30 | 42 | 43 |
| 259  | 28 | 46 | 41 |
| 260  | 31 | 42 | 38 |
| 261  | 39 | 48 | 46 |
| 262  | 39 | 47 | 46 |
| 263  | 34 | 43 | 33 |
| 264  | 12 | 16 | 15 |
| 265  | 36 | 43 | 40 |
| 266  | 32 | 49 | 43 |
| 267  | 23 | 46 | 41 |
| 268  | 30 | 49 | 42 |
| 269  | 37 | 43 | 43 |
| 270  | 29 | 49 | 50 |
| 271  | 36 | 35 | 35 |
| 272  | 31 | 48 | 41 |
| 273  | 11 | 19 | 19 |
| 274  | 31 | 40 | 45 |
| 275  | 32 | 34 | 33 |
| 276  | 31 | 41 | 41 |
| 277  | 23 | 46 | 44 |
| 278  | 25 | 31 | 30 |
| 279  | 33 | 50 | 38 |

| Rspn | X1 | X2 | Y  |
|------|----|----|----|
| 280  | 31 | 47 | 35 |
| 281  | 32 | 40 | 40 |
| 282  | 27 | 32 | 45 |
| 283  | 36 | 41 | 48 |
| 284  | 39 | 48 | 47 |
| 285  | 13 | 15 | 23 |
| 286  | 31 | 36 | 37 |
| 287  | 24 | 42 | 44 |
| 288  | 32 | 30 | 35 |
| 289  | 39 | 35 | 36 |
| 290  | 28 | 49 | 46 |
| 291  | 32 | 48 | 44 |
| 292  | 38 | 44 | 47 |
| 293  | 39 | 35 | 43 |
| 294  | 37 | 46 | 46 |
| 295  | 39 | 42 | 46 |
| 296  | 31 | 39 | 42 |
| 297  | 36 | 42 | 36 |
| 298  | 26 | 44 | 36 |
| 299  | 32 | 30 | 33 |
| 300  | 29 | 39 | 36 |
| 301  | 14 | 17 | 18 |
| 302  | 34 | 47 | 43 |
| 303  | 32 | 39 | 43 |
| 304  | 34 | 45 | 47 |
| 305  | 32 | 49 | 43 |
| 306  | 39 | 44 | 50 |
| 307  | 32 | 39 | 33 |
| 308  | 29 | 42 | 46 |
| 309  | 29 | 39 | 34 |
| 310  | 10 | 17 | 12 |
| 311  | 32 | 48 | 46 |
| 312  | 24 | 46 | 35 |
| 313  | 36 | 38 | 44 |
| 314  | 35 | 38 | 42 |
| 315  | 23 | 45 | 40 |

| Rspn | X1 | X2 | Y  |
|------|----|----|----|
| 316  | 38 | 39 | 46 |
| 317  | 36 | 34 | 33 |
| 318  | 36 | 37 | 39 |
| 319  | 35 | 29 | 27 |
| 320  | 32 | 44 | 43 |
| 321  | 36 | 46 | 43 |
| 322  | 36 | 44 | 40 |
| 323  | 37 | 39 | 40 |
| 324  | 31 | 40 | 35 |
| 325  | 27 | 43 | 39 |
| 326  | 31 | 49 | 44 |
| 327  | 10 | 17 | 21 |
| 328  | 24 | 38 | 35 |
| 329  | 29 | 48 | 39 |
| 330  | 37 | 42 | 49 |
| 331  | 9  | 19 | 14 |
| 332  | 32 | 48 | 44 |
| 333  | 38 | 47 | 37 |
| 334  | 38 | 46 | 40 |
| 335  | 34 | 35 | 42 |
| 336  | 32 | 39 | 41 |
| 337  | 39 | 37 | 45 |
| 338  | 33 | 43 | 40 |
| 339  | 30 | 47 | 45 |
| 340  | 33 | 46 | 44 |
| 341  | 30 | 39 | 34 |
| 342  | 31 | 45 | 44 |
| 343  | 39 | 40 | 49 |
| 344  | 37 | 44 | 49 |
| 345  | 33 | 35 | 48 |
| 346  | 29 | 49 | 37 |
| 347  | 28 | 39 | 43 |
| 348  | 28 | 44 | 44 |
| 349  | 33 | 48 | 41 |

### Lampiran 5



Keterangan : Foto produk dan menu dari Akar Coffee Wates



Keterangan : Foto Suasana Akar Coffee Wates



Keterangan : Foto observasi bersama salah satu karyawan dari Akar Coffee Wates

## Lampiran 6



**KEMENTERIAN AGAMA REPUBLIK INDONESIA  
INSTITUT AGAMA ISLAM NEGERI (IAIN) KEDIRI  
FAKULTAS EKONOMI DAN BISNIS ISLAM**

Jalan Sunan Ampel No. 7, Kec. Ngronggo, Kota Kediri, Jawa Timur. Kode Pos 64127  
Telepon (0354) 689282 | Website: [www.iainkediri.ac.id](http://www.iainkediri.ac.id)

Kediri, 13 Juni 2025

Nomor : 0986/In.36/D4/PP.07.01.05/06/2025  
Lamp. : -  
Perihal : Permohonan Izin Riset / Penelitian

Kepada  
OWNER AKAR COFFEE WATES  
di Tempat

Assalamualaikum Wr. Wb.

Dengan hormat kami beritahukan bahwa mahasiswa tersebut di bawah ini :

Nama : NIKEN MAHARANI SEPTIANA  
NIM : 21403045  
Semester : VIII (Delapan)  
Prodi : MANAJEMEN BISNIS SYARI'AH

Dalam rangka menyelesaikan studi dan menyusun skripsinya yang perlu melakukan penelitian lapangan. Untuk itu kami memohon agar mahasiswa yang bersangkutan diberi izin dan kesempatan untuk melakukan penelitian di wilayah / lembaga yang menjadi wewenang Bapak / Ibu, dalam bidang-bidang yang terkait dengan judul skripsinya, yaitu :

**"PENGARUH KERAGAMAN PRODUK DAN CAFE ATMOSPHERE TERHADAP  
KEPUTUSAN PEMBELIAN (Studi pada Konsumen Akar Coffee Wates Kabupaten  
Kediri)"**

Mahasiswa yang melaksanakan riset/penelitian akan berkewajiban mentaati semua peraturan yang berlaku di lembaga/instansi tempat penelitiannya.  
Demikian atas perkenan dan kerjasama Bapak/Ibu. kami sampaikan terimakasih.

Wassalamualaikum Wr. Wb.

a.n. Dekan Fakultas Ekonomi dan Bisnis Islam,  
Kepala Bagian Tata Usaha



**Lampiran 7****SURAT BALASAN DARI OBJEK PENELITIAN**

Kepada Yth.  
Dekan Fakultas Ekonomi dan Bisnis Islam  
Institut Agama Islam Negeri (IAIN) Kediri  
Di Tempat

*Assalamualaikum Wr Wb*

Dengan Hormat,

Yang bertanda tangan dibawah ini:

Nama : Wildan Jerry K.  
Jabatan : Operasional  
Alamat : Ngadiluwih

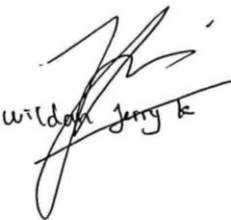
Menerangkan Bahwa:

Nama : Niken Maharani Septiana  
NIM : 21403045  
Asal Universitas : Institut Agama Islam Negeri (IAIN) Kediri  
Program Studi : Manajemen Bisnis Syariah

Menerangkan bahwa nama tersebut telah melakukan penelitian di Akar Coffee Wates Kabupaten Kediri dalam rangka untuk menyelesaikan tugas akhir skripsi dengan judul **"Pengaruh Keragaman Produk dan Cafe Atmosphere terhadap Keputusan Pembelian (Studi pada Konsumen Akar Coffee Wates Kabupaten Kediri)"**.

Demikian surat keterangan ini kami buat, agar dapat dipergunakan seperlunya.  
*Wassalamualaikum Wr Wb*

Kediri, 18 Juni 2025

  
Wildan Jerry K.

## Lampiran 8



**KEMENTERIAN AGAMA REPUBLIK INDONESIA  
INSTITUT AGAMA ISLAM NEGERI KEDIRI  
FAKULTAS EKONOMI DAN BISNIS ISLAM**

Jl. Sunan Ampel No. 07 Ngronggo Kediri 64127 Telp. (0354) 689282 Fax. (0354) 686564  
Website: www.iainkediri.ac.id

**DAFTAR KONSULTASI SKRIPSI**

Nama Mahasiswa : Niken Maharani Septiana  
NIM : 21403045  
Fakultas/Prodi : Ekonomi dan Bisnis Islam/ Manajemen Bisnis Syariah  
Tahun Akademik : 2021  
Judul Skripsi : Pengaruh Keragaman Produk dan *Cafe Atmosphere* terhadap Keputusan Pembelian (Studi pada Konsumen Akar Coffee Wates Kabupaten Kediri)

| No | Tanggal Konsultasi | Perintah Dosen Pembimbing        | Tanda Tangan |
|----|--------------------|----------------------------------|--------------|
| 1  | 21/10/2024         | ACC Judul, Bimbingan BAB I       |              |
| 2  | 5/11/2024          | Revisi BAB I, ACC BAB I          |              |
| 3  | 18/11/2024         | Pengajuan BAB II, ACC BAB II     |              |
| 4  | 25/11/2024         | Bimbingan BAB II dan Revisi      |              |
| 5  | 1/12/2024          | ACC BAB I, II, III               |              |
| 6  | 13/3/2025          | Revisi Proposal                  |              |
| 7  | 17/4/2025          | Bimbingan Angket Kuesioner       |              |
| 8  | 15/5/2025          | Bimbingan BAB IV, V, VI          |              |
| 9  | 4/6/2025           | Revisi BAB IV, V, VI             |              |
| 10 | 17/6/2025          | ACC BAB I, II, III, IV, V dan VI |              |

Kediri, 17 Juni 2025  
Dosen Pembimbing,

**Dr. Ashfa Fikriyah, MEI.**  
NIP. 19750419 200003 2 002



**KEMENTERIAN AGAMA REPUBLIK INDONESIA  
INSTITUT AGAMA ISLAM NEGERI KEDIRI  
FAKULTAS EKONOMI DAN BISNIS ISLAM**

Jl. Sunan Ampel No. 07 Ngronggo Kediri 64127 Telp. (0354) 689282 Fax. (0354) 686564  
Website: [www.iainkediri.ac.id](http://www.iainkediri.ac.id)

**DAFTAR KONSULTASI SKRIPSI**

**Nama Mahasiswa** : Niken Maharani Septiana  
**N I M** : 21403045  
**Fakultas/Prodi** : Ekonomi dan Bisnis Islam/ Manajemen Bisnis Syariah  
**Tahun Akademik** : 2021  
**Judul Skripsi** : Pengaruh Keragaman Produk dan *Cafe Atmosphere* terhadap Keputusan Pembelian (Studi pada Konsumen Akar Coffee Wates Kabupaten Kediri)

| No | Tanggal Konsultasi | Perintah Dosen Pembimbing           | Tanda Tangan |
|----|--------------------|-------------------------------------|--------------|
| 1  | 28/10/2024         | ACC JUDUL                           |              |
| 2  | 1/11/2024          | Bimbingan BAB I                     |              |
| 3  | 20/11/2024         | Revisi BAB I, Bimbingan BAB II, III |              |
| 4  | 29/11/2024         | Revisi BAB II dan III               |              |
| 5  | 9/12/2024          | ACC BAB I, II, III                  |              |
| 6  | 10/3/2025          | Revisi PROPOSAL                     |              |
| 7  | 6/5/2025           | Perogujuan BAB IV                   |              |
| 8  | 26/5/2025          | Revisi BAB IV, Perogujuan BAB V     |              |
| 9  | 10/6/2025          | Revisi BAB V dan VI                 |              |
| 10 | 17/6/2025          | ACC BAB IV, V dan VI                |              |

Kediri, 17 Juni 2025  
Dosen Pembimbing,

**Isyrohil Mulyasarroh, MSA.**  
NIP. 19920909 202012 2 037

**Lampiran 9****DAFTAR RIWAYAT HIDUP**

Penulis bernama lengkap Niken Maharani Septiana. Lahir di Kediri, Jawa Timur pada tanggal 21 September 2002, yang merupakan anak ke-2 dari pasangan Bapak Bibit Harsono dan Ibu Dariati. Penulis saat ini bertempat tinggal di Dusun Brumbung, Desa Sumberagung, Kecamatan Wates, Kabupaten Kediri. Penulis menyelesaikan pendidikan taman kanak-kanak di TK Dharma Wanita IV lulus pada tahun 2009, pendidikan dasar di SDN Sumberagung II lulus tahun 2015, pendidikan menengah SMP Negeri 1 Wates lulus pada tahun 2018, pendidikan menengah atas di SMK Negeri 2 Kota Kediri lulus pada tahun 2021. Pada tahun 2021 penulis memutuskan melanjutkan studi di jenjang Strata-1 di IAIN Kediri dengan mengambil jurusan Manajemen Bisnis Syariah.