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# LAMPIRAN

## **Lampiran 1**

### **BIODATA**

#### **Identitas Diri**

Nama : Agnes Mayevachrisnita Maryoso

Tempat, Tanggal Lahir : Depok, 27 Mei 2001

Jenis Kelamin : Perempuan Agama : Katolik

Alamat Rumah : Perumahan Alamanda Blok N No.6, Talassa City

Telepon : 0813 5630 8416 E-mail : [agnesmayeva27@gmail.com](mailto:agnesmayeva27@gmail.com)

#### **Riwayat Pendidikan**

2007 – 2013 : SD Desa Putera Jakarta Selatan

2013 – 2016 : SMP Negeri 131 Jakarta Selatan

2016 – 2019 : SMA Mardi Yuana Depok

#### **Pengalaman Organisasi**

1. Pengurus Himpunan Keluarga Mahasiswa Katolik (KMK) Ekonomi Unhas Periode 2021-2022

2. Pengurus Ikatan Mahasiswa Manajemen (Immaj) FEB-UH Periode 2022

Demikian biodata ini dibuat dengan sebenarnya.

Makassar, 10 Februari 2023

Agnes Mayevachrisnita Maryoso

## **Lampiran 2**

### **KUESIONER PENELITIAN**

No. Responden:  
Kepada yaitu Bapak/Ibu  
Di Tempat

Assalamualaikum wr.wb

Dalam rangka menyelesaikan tugas akhir skripsi sebagai salah satu syarat memperoleh gelar (S1) di Universitas Hasanuddin (UNHAS) maka, mahasiswi yang bersangkutan:

Nama : AGNES MAYEVACHRISNITA MARYOSO

Nim : A021191042

Judul Skripsi : Kebijakan Pemotongan Harga dan Kualitas Produk Terhadap Keputusan Pembelian Konsumen Pada Produk Skincare Somethinc.

Berkenaan dengan hal tersebut, peneliti mengharapkan segenap bantuan dan kerjasama bapak/ibu untuk dapat mengisi kuesioner yang telah disediakan oleh peneliti sebagai bukti konkrit yang merupakan bagian penting dalam melengkapi penyusunan skripsi ini dalam penyelesaian studi. Kerahasiaan jawaban yang diberikan hanya diketahui oleh responden dan peneliti. Untuk itu sekiranya mohon untuk melakukan pengisian kuesioner sesuai dengan keadaan sesungguhnya.

Atas perhatian dan kerjasamanya peneliti ucapkan banyak terimakasih.

#### **PETUNJUK PENGISIAN PERNYATAAN**

1. Isilah identitas Bapak/Ibu sebagai salah satu komponen pelengkap pada penelitian ini
  - a. Nama :
  - b. Jenis Kelamin :
  - c. Usia :
  - d. Lama masebagai coutomer :
2. Berilah tanda silang (X) pada setiap butir pernyataan pada masing-masing indikator yang telah disediakan.
3. Pilihlah jawaban pernyataan dibawah yang sesuai dengan jawaban Bapak/Ibu dengan sebenar-sebenarnya tanpa adanya pengaruh dari pihak orang lain.

4. Pada setiap pernyataan pada kolom yang tersedia memiliki ketentuan point sebagai berikut:

- a. Sangat Setuju (SS) = 5
- b. Setuju (S) = 4
- c. Netral (N) = 3
- d. Tidak Setuju (TS) = 2
- e. Sangat Tidak Setuju = 1

**DAFTAR PERNYATAAN**

|          | Pertanyaan  | Jawaban   |          |          |           |            |
|----------|---|-----------|----------|----------|-----------|------------|
| <b>A</b> | <b>Pemotongan Harga atau <i>Discount</i> (X<sub>1</sub>)</b>  | <b>SS</b> | <b>S</b> | <b>N</b> | <b>TS</b> | <b>STS</b> |
|          | 1. Produk skincare somethinc menawarkan produk dengan harga yang bervariasi dan dapat dijangkau konsumen.       |           |          |          |           |            |
|          | 2. Harga skincare pada somethinc dapat dikatakan sesuai dengan kualitas produk.                                 |           |          |          |           |            |
|          | 3. Penawaran harga pada produk skincare somethinc dapat dipertimbangkan mengenai nominal harga setiap tahunnya. |           |          |          |           |            |
|          | 4. Harga yang ditawarkan pada penjualan produk skincare somethinc sebanding dengan manfaat yang akan dirasakan. |           |          |          |           |            |
|          | 5. Semakin baik patok harga pada penjualan skincare somethinc maka akan semakin baik pula tingkat penjualannya. |           |          |          |           |            |
| <b>B</b> | <b>Kualitas Produk (X<sub>2</sub>)</b>  |           |          |          |           |            |
|          | 1. Konsumen merasa sangat baik setelah mengenakan skincare dari produk skincare somethinc .                     |           |          |          |           |            |
|          | 2. Daya tahan pada produk skincare something sesuai SOP dan skincare pada umumnya.                              |           |          |          |           |            |
|          | 3. Produk skincare somethinc memiliki sertifikasi dan legalitas sehingga produk tersebut legal dalam pasar.     |           |          |          |           |            |

|  |  |  |  |  |  |
|--|--|--|--|--|--|
| 4. Produk skincare something diyakini memiliki bahan baku yang berkualitas sehingga disukai konsumen.  |  |  |  |  |  |
| <b>C. Keputusan Pembelian Konsumen (Y)</b>   |  |  |  |  |  |
| 1. Memilih produk skincare something karena sesuai dengan kebutuhan kondisi kulit wajah saya.  |  |  |  |  |  |
| 2. Produk skincare something memiliki produk pasar yang membuat saya rugi jika tidak membelinya.   |  |  |  |  |  |
| 3. Memperoleh informasi sebelum melakukan pembelian skincare something adalah metode yang alternatif.  |  |  |  |  |  |
| 4. Saya memutuskan membeli produk skincare something karena dipasar kualitas tersebut tidak diragukan lagi.  |  |  |  |  |  |
| 5. Setelah melakukan pembelian lebih lanjut terlebih dahulu saya melakukan riset dan melihat dampak penggunaan skincare something sebelum dan setelah pemakaian. |  |  |  |  |  |



### Lampiran 3

### Tabulasi Data

### Lampiran 4

### Olah Data

#### Frequencies Pemotongan Harga (*Discount*) (X1)

|                    |         | Statistics |      |      |      |      | PemotonganHar<br>gaDiscount |
|--------------------|---------|------------|------|------|------|------|-----------------------------|
|                    |         | X1.1       | X1.2 | X1.3 | X1.4 | X1.5 |                             |
| N                  | Valid   | 100        | 100  | 100  | 100  | 100  | 100                         |
|                    | Missing | 0          | 0    | 0    | 0    | 0    | 0                           |
| Mean               |         | 4.04       | 4.15 | 4.08 | 4.17 | 4.06 | 20.50                       |
| Std. Error of Mean |         | .079       | .082 | .076 | .079 | .079 | .370                        |
| Median             |         | 4.00       | 4.00 | 4.00 | 4.00 | 4.00 | 20.00                       |
| Mode               |         | 4          | 4    | 4    | 4    | 4    | 20                          |
| Std. Deviation     |         | .790       | .821 | .761 | .792 | .789 | 3.702                       |
| Variance           |         | .625       | .674 | .579 | .627 | .623 | 13.707                      |
| Range              |         | 3          | 4    | 3    | 4    | 4    | 18                          |
| Minimum            |         | 2          | 1    | 2    | 1    | 1    | 7                           |
| Maximum            |         | 5          | 5    | 5    | 5    | 5    | 25                          |
| Sum                |         | 404        | 415  | 408  | 417  | 406  | 2050                        |

#### Frequency Table

|       |   | X1.1      |         |               | Cumulative<br>Percent |
|-------|---|-----------|---------|---------------|-----------------------|
|       |   | Frequency | Percent | Valid Percent |                       |
| Valid | 2 | 4         | 4.0     | 4.0           | 4.0                   |
|       | 3 | 17        | 17.0    | 17.0          | 21.0                  |
|       | 4 | 50        | 50.0    | 50.0          | 71.0                  |
|       | 5 | 29        | 29.0    | 29.0          | 100.0                 |
| Total |   | 100       | 100.0   | 100.0         |                       |

#### X1.2

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 2         | 2.0     | 2.0           | 2.0                |
|       | 3     | 15        | 15.0    | 15.0          | 17.0               |
|       | 4     | 47        | 47.0    | 47.0          | 64.0               |
|       | 5     | 36        | 36.0    | 36.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

### X1.3

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 3         | 3.0     | 3.0           | 3.0                |
|       | 3     | 16        | 16.0    | 16.0          | 19.0               |
|       | 4     | 51        | 51.0    | 51.0          | 70.0               |
|       | 5     | 30        | 30.0    | 30.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

### X1.4

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 1         | 1.0     | 1.0           | 1.0                |
|       | 2     | 1         | 1.0     | 1.0           | 2.0                |
|       | 3     | 15        | 15.0    | 15.0          | 17.0               |
|       | 4     | 46        | 46.0    | 46.0          | 63.0               |
|       | 5     | 37        | 37.0    | 37.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

### X1.5

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 1         | 1.0     | 1.0           | 1.0                |
|       | 2     | 2         | 2.0     | 2.0           | 3.0                |
|       | 3     | 16        | 16.0    | 16.0          | 19.0               |
|       | 4     | 52        | 52.0    | 52.0          | 71.0               |
|       | 5     | 29        | 29.0    | 29.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

### Frequencies Kualitas Produk (X2)

|                    |         | Statistics |      |      |      |                |
|--------------------|---------|------------|------|------|------|----------------|
|                    |         | X2.1       | X2.2 | X2.3 | X2.4 | KualitasProduk |
| N                  | Valid   | 100        | 100  | 100  | 100  | 100            |
|                    | Missing | 0          | 0    | 0    | 0    | 0              |
| Mean               |         | 4.05       | 4.03 | 4.02 | 4.06 | 16.16          |
| Std. Error of Mean |         | .080       | .077 | .079 | .079 | .298           |
| Median             |         | 4.00       | 4.00 | 4.00 | 4.00 | 16.00          |
| Mode               |         | 4          | 4    | 4    | 4    | 16             |
| Std. Deviation     |         | .796       | .771 | .791 | .789 | 2.980          |
| Variance           |         | .634       | .595 | .626 | .623 | 8.883          |
| Range              |         | 3          | 3    | 3    | 3    | 12             |
| Minimum            |         | 2          | 2    | 2    | 2    | 8              |
| Maximum            |         | 5          | 5    | 5    | 5    | 20             |
| Sum                |         | 405        | 403  | 402  | 406  | 1616           |

### Frequency Table

|       |   | X2.1      |         |               |                    |
|-------|---|-----------|---------|---------------|--------------------|
|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 4         | 4.0     | 4.0           | 4.0                |
|       | 3 | 17        | 17.0    | 17.0          | 21.0               |
|       | 4 | 49        | 49.0    | 49.0          | 70.0               |
|       | 5 | 30        | 30.0    | 30.0          | 100.0              |
| Total |   | 100       | 100.0   | 100.0         |                    |

|       |   | X2.2      |         |               |                    |
|-------|---|-----------|---------|---------------|--------------------|
|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 3         | 3.0     | 3.0           | 3.0                |
|       | 3 | 19        | 19.0    | 19.0          | 22.0               |

|  |       |     |       |       |       |
|--|-------|-----|-------|-------|-------|
|  | 4     | 50  | 50.0  | 50.0  | 72.0  |
|  | 5     | 28  | 28.0  | 28.0  | 100.0 |
|  | Total | 100 | 100.0 | 100.0 |       |

### X2.3

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 4         | 4.0     | 4.0           | 4.0                |
|       | 3     | 18        | 18.0    | 18.0          | 22.0               |
|       | 4     | 50        | 50.0    | 50.0          | 72.0               |
|       | 5     | 28        | 28.0    | 28.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

### X2.4

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 4         | 4.0     | 4.0           | 4.0                |
|       | 3     | 16        | 16.0    | 16.0          | 20.0               |
|       | 4     | 50        | 50.0    | 50.0          | 70.0               |
|       | 5     | 30        | 30.0    | 30.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

### Frequencies Keputusan Pembelian Konsumen (Y)

#### Statistics

|                    |         | Y1   | Y2   | Y3   | Y4   | Y5   | Keputusan Pembelian Konsumen |
|--------------------|---------|------|------|------|------|------|------------------------------|
| N                  | Valid   | 100  | 100  | 100  | 100  | 100  | 100                          |
|                    | Missing | 0    | 0    | 0    | 0    | 0    | 0                            |
| Mean               |         | 4.19 | 4.16 | 4.14 | 4.16 | 4.14 | 20.79                        |
| Std. Error of Mean |         | .083 | .075 | .075 | .077 | .078 | .364                         |
| Median             |         | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 20.00                        |
| Mode               |         | 5    | 4    | 4    | 4    | 4    | 20                           |
| Std. Deviation     |         | .825 | .748 | .752 | .775 | .779 | 3.638                        |
| Variance           |         | .681 | .560 | .566 | .600 | .606 | 13.238                       |
| Range              |         | 3    | 3    | 3    | 3    | 3    | 15                           |
| Minimum            |         | 2    | 2    | 2    | 2    | 2    | 10                           |

|         |     |     |     |     |     |      |
|---------|-----|-----|-----|-----|-----|------|
| Maximum | 5   | 5   | 5   | 5   | 5   | 25   |
| Sum     | 419 | 416 | 414 | 416 | 414 | 2079 |

### Frequency Table

**Y1**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 3         | 3.0     | 3.0           | 3.0                |
|       | 3     | 17        | 17.0    | 17.0          | 20.0               |
|       | 4     | 38        | 38.0    | 38.0          | 58.0               |
|       | 5     | 42        | 42.0    | 42.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**Y2**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 3         | 3.0     | 3.0           | 3.0                |
|       | 3     | 12        | 12.0    | 12.0          | 15.0               |
|       | 4     | 51        | 51.0    | 51.0          | 66.0               |
|       | 5     | 34        | 34.0    | 34.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**Y3**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 2         | 2.0     | 2.0           | 2.0                |
|       | 3     | 16        | 16.0    | 16.0          | 18.0               |
|       | 4     | 48        | 48.0    | 48.0          | 66.0               |
|       | 5     | 34        | 34.0    | 34.0          | 100.0              |
|       | Total | 100       | 100.0   | 100.0         |                    |

**Y4**

|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 2 | 2         | 2.0     | 2.0           | 2.0                |

|       |     |       |       |       |
|-------|-----|-------|-------|-------|
| 3     | 17  | 17.0  | 17.0  | 19.0  |
| 4     | 44  | 44.0  | 44.0  | 63.0  |
| 5     | 37  | 37.0  | 37.0  | 100.0 |
| Total | 100 | 100.0 | 100.0 |       |

**Y5**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 3         | 3.0     | 3.0           | 3.0                |
| 3       | 15        | 15.0    | 15.0          | 18.0               |
| 4       | 47        | 47.0    | 47.0          | 65.0               |
| 5       | 35        | 35.0    | 35.0          | 100.0              |
| Total   | 100       | 100.0   | 100.0         |                    |

**Validitas Pemotongan Harga (*Discount*) (X1)**

**Correlations**

|      |                     | X1.1   | X1.2   | X1.3  | X1.4   | X1.5   | Pemotongan Harga Discount |
|------|---------------------|--------|--------|-------|--------|--------|---------------------------|
| X1.1 | Pearson Correlation | 1      | .831** | .834* | .844** | .838** | .929**                    |
|      | Sig. (2-tailed)     |        | .000   | .000  | .000   | .000   | .000                      |
|      | N                   | 100    | 100    | 100   | 100    | 100    | 100                       |
| X1.2 | Pearson Correlation | .831** | 1      | .821* | .923** | .843** | .945**                    |
|      | Sig. (2-tailed)     | .000   |        | .000  | .000   | .000   | .000                      |
|      | N                   | 100    | 100    | 100   | 100    | 100    | 100                       |
| X1.3 | Pearson Correlation | .834** | .821** | 1     | .815** | .917** | .936**                    |
|      | Sig. (2-tailed)     | .000   | .000   |       | .000   | .000   | .000                      |
|      | N                   | 100    | 100    | 100   | 100    | 100    | 100                       |
| X1.4 | Pearson Correlation | .844** | .923** | .815* | 1      | .792** | .935**                    |
|      | Sig. (2-tailed)     | .000   | .000   | .000  |        | .000   | .000                      |
|      | N                   | 100    | 100    | 100   | 100    | 100    | 100                       |
| X1.5 | Pearson Correlation | .838** | .843** | .917* | .792** | 1      | .937**                    |
|      | Sig. (2-tailed)     | .000   | .000   | .000  | .000   |        | .000                      |

|                         |                 |      |        |       |      |        |      |
|-------------------------|-----------------|------|--------|-------|------|--------|------|
|                         | Sig. (2-tailed) | .000 | .000   | .000  | .000 |        | .000 |
|                         | N               | 100  | 100    | 100   | 100  | 100    | 100  |
| PemotonganHargaDiscount | Pearson         | .929 | .945** | .936* | .935 | .937** | 1    |
|                         | Correlation     | **   |        | *     | **   |        |      |
|                         | Sig. (2-tailed) | .000 | .000   | .000  | .000 | .000   |      |
|                         | N               | 100  | 100    | 100   | 100  | 100    | 100  |

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

#### Validitas Kualitas Produk (X2)

|                |                     | Correlations |        |        |        | Kualitas Produk |
|----------------|---------------------|--------------|--------|--------|--------|-----------------|
|                |                     | X2.1         | X2.2   | X2.3   | X2.4   |                 |
| X2.1           | Pearson Correlation | 1            | .853** | .929** | .863** | .963**          |
|                | Sig. (2-tailed)     |              | .000   | .000   | .000   | .000            |
|                | N                   | 100          | 100    | 100    | 100    | 100             |
| X2.2           | Pearson Correlation | .853**       | 1      | .810** | .877** | .934**          |
|                | Sig. (2-tailed)     | .000         |        | .000   | .000   | .000            |
|                | N                   | 100          | 100    | 100    | 100    | 100             |
| X2.3           | Pearson Correlation | .929**       | .810** | 1      | .839** | .945**          |
|                | Sig. (2-tailed)     | .000         | .000   |        | .000   | .000            |
|                | N                   | 100          | 100    | 100    | 100    | 100             |
| X2.4           | Pearson Correlation | .863**       | .877** | .839** | 1      | .945**          |
|                | Sig. (2-tailed)     | .000         | .000   | .000   |        | .000            |
|                | N                   | 100          | 100    | 100    | 100    | 100             |
| KualitasProduk | Pearson Correlation | .963**       | .934** | .945** | .945** | 1               |
|                | Sig. (2-tailed)     | .000         | .000   | .000   | .000   |                 |
|                | N                   | 100          | 100    | 100    | 100    | 100             |

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

#### Validitas Keputusan Pembelian Konsumen (Y)

### Correlations

|                                |                        | Y1     | Y2     | Y3    | Y4     | Y5     | Keputusan<br>Pembelian<br>Konsume<br>n |
|--------------------------------|------------------------|--------|--------|-------|--------|--------|--|
| Y1                             | Pearson<br>Correlation | 1      | .866** | .852* | .837** | .886** | .949**                                 |
|                                | Sig. (2-tailed)        |        | .000   | .000  | .000   | .000   | .000                                   |
|                                | N                      | 100    | 100    | 100   | 100    | 100    | 100                                    |
| Y2                             | Pearson<br>Correlation | .866** | 1      | .821* | .861** | .845** | .936**                                 |
|                                | Sig. (2-tailed)        | .000   |        | .000  | .000   | .000   | .000                                   |
|                                | N                      | 100    | 100    | 100   | 100    | 100    | 100                                    |
| Y3                             | Pearson<br>Correlation | .852** | .821** | 1     | .828** | .880** | .933**                                 |
|                                | Sig. (2-tailed)        | .000   | .000   |       | .000   | .000   | .000                                   |
|                                | N                      | 100    | 100    | 100   | 100    | 100    | 100                                    |
| Y4                             | Pearson<br>Correlation | .837** | .861** | .828* | 1      | .816** | .926**                                 |
|                                | Sig. (2-tailed)        | .000   | .000   | .000  |        | .000   | .000                                   |
|                                | N                      | 100    | 100    | 100   | 100    | 100    | 100                                    |
| Y5                             | Pearson<br>Correlation | .886** | .845** | .880* | .816** | 1      | .944**                                 |
|                                | Sig. (2-tailed)        | .000   | .000   | .000  | .000   |        | .000                                   |
|                                | N                      | 100    | 100    | 100   | 100    | 100    | 100                                    |
| KeputusanPembelianKonsu<br>men | Pearson<br>Correlation | .949** | .936** | .933* | .926** | .944** | 1                                      |
|                                | Sig. (2-tailed)        | .000   | .000   | .000  | .000   | .000   |  |
|                                | N                      | 100    | 100    | 100   | 100    | 100    | 100                                    |

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



### Reliabilitas Pemotongan Harga (*Discount*) (X1)

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .832             | 6          |

### Reliabilitas Kualitas Produk (X2)

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .850             | 5          |

### Reliabilitas Keputusan Pembelian Konsumen (Y)

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .832             | 6          |

### Uji Asumsi Klasik

#### Uji Normalitas

##### One-Sample Kolmogorov-Smirnov Test

|                                  |                | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N                                |                | 100                     |
| Normal Parameters <sup>a,b</sup> | Mean           | .0000000                |
|                                  | Std. Deviation | .09765652               |
| Most Extreme Differences         | Absolute       | .094                    |
|                                  | Positive       | .094                    |
|                                  | Negative       | -.082                   |
| Test Statistic                   |                | .094                    |
| Asymp. Sig. (2-tailed)           |                | .031 <sup>c</sup>       |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

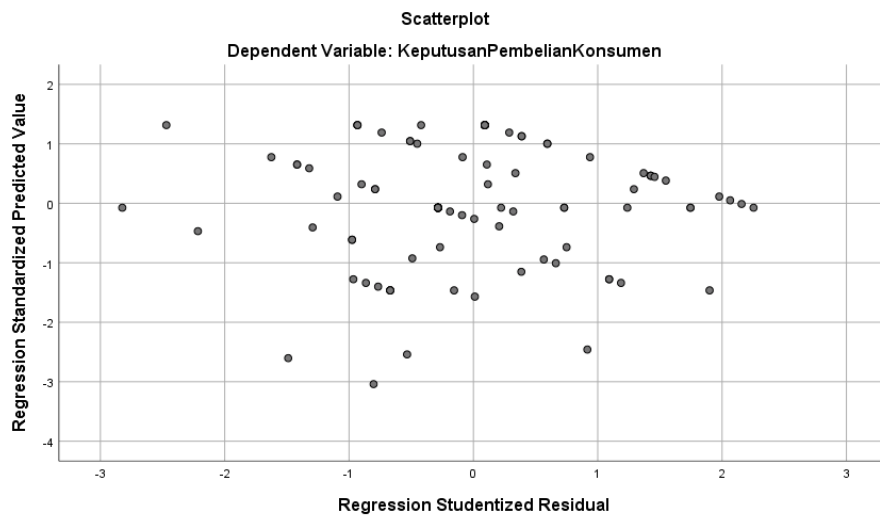
#### Uji Multikolinearitas

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

| Model |                         | Collinearity Statistics |       |
|-------|-------------------------|-------------------------|-------|
|       |                         | Tolerance               | VIF   |
| 1     | (Constant)              |                         |       |
|       | PemotonganHargaDiscount | .336                    | 2.974 |
|       | KualitasProduk          | .336                    | 2.974 |

a. Dependent Variable: KeputusanPembelianKonsumen

### Uji Heteroskedastisitas



### Uji regresi linear berganda

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

| Model |                         | Unstandardized Coefficients |            | Standardized Coefficients<br>Beta |
|-------|-------------------------|-----------------------------|------------|-----------------------------------|
|       |                         | B                           | Std. Error |                                   |
| 1     | (Constant)              | 3.525                       | 1.162      |                                   |
|       | PemotonganHargaDiscount | .191                        | .093       | .195                              |
|       | KualitasProduk          | .825                        | .115       | .676                              |

a. Dependent Variable: KeputusanPembelianKonsumen

### Uji koefisien determinan R<sup>2</sup>

#### Model Summary<sup>b</sup>

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .843 <sup>a</sup> | .710     | .704              | 1.980                      |

a. Predictors: (Constant), KualitasProduk, PemotonganHargaDiscount

b. Dependent Variable: KeputusanPembelianKonsumen

**Uji simultan (Uji F)**

|       |            | ANOVA <sup>a</sup> |    |             |         |                   |
|-------|------------|--------------------|----|-------------|---------|-------------------|
| Model |            | Sum of Squares     | df | Mean Square | F       | Sig.              |
| 1     | Regression | 930.337            | 2  | 465.168     | 118.661 | .000 <sup>b</sup> |
|       | Residual   | 380.253            | 97 | 3.920       |         |                   |
|       | Total      | 1310.590           | 99 |             |         |                   |

a. Dependent Variable: KeputusanPembelianKonsumen

b. Predictors: (Constant), KualitasProduk, PematonganHargaDiscount

**Uji Parsial (Uji T)**

|       |                         | Coefficients <sup>a</sup> |      |
|-------|-------------------------|---------------------------|------|
| Model |                         | t                         | Sig. |
| 1     | (Constant)              | 3.033                     | .003 |
|       | PematonganHargaDiscount | 2.066                     | .042 |
|       | KualitasProduk          | 7.169                     | .000 |

a. Dependent Variable: KeputusanPembelianKonsumen