**LAMPIRAN**

Rekapitulasi Data Responden :

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **Digital Marketing (X1)** | | | **Jml** | **Ragam Produk (X2)** | | | **Jml** | **Minat Beli (Y)** | | | **Jml** |
| 1 | 4 | 5 | 4 | 13 | 3 | 2 | 4 | 9 | 4 | 3 | 4 | 11 |
| 2 | 3 | 3 | 3 | 9 | 4 | 4 | 3 | 11 | 4 | 3 | 3 | 10 |
| 3 | 3 | 3 | 3 | 9 | 4 | 4 | 4 | 12 | 3 | 4 | 4 | 11 |
| 4 | 5 | 4 | 5 | 14 | 4 | 3 | 4 | 11 | 4 | 5 | 3 | 12 |
| 5 | 5 | 4 | 4 | 13 | 4 | 4 | 5 | 13 | 4 | 5 | 4 | 13 |
| 6 | 3 | 3 | 3 | 9 | 3 | 2 | 2 | 7 | 4 | 3 | 4 | 11 |
| 7 | 4 | 4 | 5 | 13 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 12 |
| 8 | 4 | 4 | 5 | 13 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 12 |
| 9 | 3 | 3 | 3 | 9 | 4 | 3 | 3 | 10 | 3 | 4 | 4 | 11 |
| 10 | 3 | 3 | 3 | 9 | 2 | 2 | 3 | 7 | 3 | 3 | 2 | 8 |
| 11 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 11 | 4 | 3 | 4 | 11 |
| 12 | 3 | 2 | 1 | 6 | 4 | 3 | 3 | 10 | 3 | 3 | 3 | 9 |
| 13 | 3 | 4 | 2 | 9 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 12 |
| 14 | 3 | 2 | 2 | 7 | 4 | 3 | 2 | 9 | 3 | 4 | 3 | 10 |
| 15 | 3 | 3 | 2 | 8 | 4 | 4 | 3 | 11 | 4 | 4 | 3 | 11 |
| 16 | 4 | 4 | 5 | 13 | 3 | 4 | 4 | 11 | 4 | 5 | 5 | 14 |
| 17 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 |
| 18 | 4 | 3 | 4 | 11 | 5 | 4 | 5 | 14 | 5 | 5 | 4 | 14 |
| 19 | 4 | 4 | 4 | 12 | 3 | 3 | 4 | 10 | 4 | 4 | 4 | 12 |
| 20 | 5 | 5 | 5 | 15 | 4 | 3 | 4 | 11 | 4 | 5 | 4 | 13 |
| 21 | 3 | 4 | 4 | 11 | 3 | 4 | 3 | 10 | 3 | 4 | 4 | 11 |
| 22 | 4 | 4 | 4 | 12 | 5 | 4 | 3 | 12 | 4 | 4 | 4 | 12 |
| 23 | 5 | 5 | 5 | 15 | 3 | 3 | 3 | 9 | 5 | 5 | 5 | 15 |
| 24 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 11 |
| 25 | 4 | 4 | 4 | 12 | 5 | 4 | 3 | 12 | 4 | 4 | 4 | 12 |
| 26 | 4 | 5 | 5 | 14 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 12 |
| 27 | 4 | 4 | 5 | 13 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 13 |
| 28 | 5 | 4 | 5 | 14 | 5 | 5 | 5 | 15 | 3 | 5 | 3 | 11 |
| 29 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 |
| 30 | 5 | 4 | 4 | 13 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 13 |
| 31 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 3 | 3 | 3 | 9 |
| 32 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 |
| 33 | 4 | 5 | 4 | 13 | 3 | 4 | 4 | 11 | 4 | 5 | 3 | 12 |
| 34 | 4 | 4 | 3 | 11 | 4 | 4 | 2 | 10 | 5 | 5 | 5 | 15 |
| 35 | 4 | 4 | 4 | 12 | 5 | 3 | 4 | 12 | 3 | 3 | 3 | 9 |
| 36 | 4 | 3 | 3 | 10 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 12 |
| 37 | 4 | 3 | 3 | 10 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 |
| 38 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 13 |
| 39 | 4 | 4 | 4 | 12 | 4 | 5 | 3 | 12 | 5 | 5 | 4 | 14 |
| 40 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 11 |
| 41 | 4 | 4 | 5 | 13 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 12 |
| 42 | 4 | 3 | 2 | 9 | 4 | 3 | 3 | 10 | 5 | 5 | 4 | 14 |
| 43 | 4 | 4 | 5 | 13 | 4 | 4 | 5 | 13 | 3 | 3 | 3 | 9 |
| 44 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 13 | 4 | 5 | 4 | 13 |
| 45 | 5 | 2 | 5 | 12 | 5 | 5 | 4 | 14 | 4 | 4 | 4 | 12 |
| 46 | 5 | 5 | 4 | 14 | 5 | 4 | 4 | 13 | 5 | 5 | 5 | 15 |
| 47 | 5 | 4 | 5 | 14 | 5 | 4 | 4 | 13 | 4 | 5 | 5 | 14 |
| 48 | 4 | 5 | 4 | 13 | 4 | 5 | 3 | 12 | 4 | 4 | 4 | 12 |
| 49 | 5 | 3 | 3 | 11 | 3 | 3 | 4 | 10 | 4 | 4 | 4 | 12 |
| 50 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 12 |
| 51 | 4 | 3 | 4 | 11 | 5 | 4 | 5 | 14 | 5 | 5 | 4 | 14 |
| 52 | 5 | 4 | 5 | 14 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 |
| 53 | 5 | 5 | 4 | 14 | 3 | 3 | 3 | 9 | 4 | 4 | 5 | 13 |
| 54 | 5 | 3 | 3 | 11 | 4 | 4 | 4 | 12 | 4 | 5 | 4 | 13 |
| 55 | 5 | 5 | 5 | 15 | 4 | 5 | 5 | 14 | 4 | 4 | 4 | 12 |
| 56 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 13 | 4 | 3 | 5 | 12 |
| 57 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 11 |
| 58 | 5 | 4 | 4 | 13 | 3 | 3 | 3 | 9 | 4 | 5 | 4 | 13 |
| 59 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 11 | 4 | 5 | 5 | 14 |
| 60 | 5 | 5 | 5 | 15 | 3 | 3 | 3 | 9 | 3 | 3 | 3 | 9 |
| 61 | 5 | 5 | 4 | 14 | 4 | 3 | 3 | 10 | 5 | 3 | 5 | 13 |
| 62 | 5 | 4 | 5 | 14 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 12 |
| 63 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 11 |
| 64 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 13 |
| 65 | 5 | 4 | 4 | 13 | 4 | 4 | 5 | 13 | 5 | 4 | 4 | 13 |
| 66 | 5 | 4 | 5 | 14 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 15 |
| 67 | 5 | 3 | 5 | 13 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 13 |
| 68 | 5 | 5 | 5 | 15 | 4 | 4 | 5 | 13 | 4 | 5 | 5 | 14 |
| 69 | 5 | 4 | 5 | 14 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 12 |
| 70 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 13 |
| 71 | 5 | 4 | 5 | 14 | 5 | 4 | 4 | 13 | 4 | 5 | 5 | 14 |
| 72 | 5 | 4 | 5 | 14 | 5 | 4 | 4 | 13 | 4 | 4 | 5 | 13 |
| 73 | 5 | 4 | 5 | 14 | 5 | 4 | 4 | 13 | 4 | 5 | 5 | 14 |
| 74 | 5 | 5 | 5 | 15 | 5 | 4 | 4 | 13 | 3 | 3 | 3 | 9 |
| 75 | 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 | 3 | 5 | 5 | 13 |
| 76 | 5 | 4 | 5 | 14 | 4 | 4 | 4 | 12 | 3 | 5 | 5 | 13 |
| 77 | 5 | 4 | 5 | 14 | 4 | 4 | 4 | 12 | 3 | 5 | 5 | 13 |
| 78 | 5 | 5 | 5 | 15 | 3 | 4 | 4 | 11 | 5 | 5 | 5 | 15 |
| 79 | 5 | 5 | 5 | 15 | 3 | 4 | 4 | 11 | 5 | 5 | 5 | 15 |
| 80 | 5 | 5 | 5 | 15 | 5 | 4 | 4 | 13 | 5 | 5 | 5 | 15 |
| 81 | 5 | 5 | 4 | 14 | 5 | 5 | 4 | 14 | 5 | 5 | 4 | 14 |
| 82 | 5 | 5 | 4 | 14 | 5 | 5 | 4 | 14 | 5 | 5 | 4 | 14 |
| 83 | 5 | 5 | 4 | 14 | 5 | 5 | 4 | 14 | 5 | 5 | 4 | 14 |
| 84 | 5 | 5 | 5 | 15 | 5 | 5 | 4 | 14 | 5 | 5 | 4 | 14 |
| 85 | 5 | 5 | 5 | 15 | 5 | 5 | 4 | 14 | 5 | 5 | 4 | 14 |
| 86 | 5 | 5 | 4 | 14 | 5 | 3 | 4 | 12 | 5 | 5 | 5 | 15 |
| 87 | 5 | 5 | 3 | 13 | 5 | 3 | 4 | 12 | 5 | 5 | 5 | 15 |
| 88 | 5 | 5 | 5 | 15 | 5 | 3 | 4 | 12 | 5 | 5 | 5 | 15 |
| 89 | 5 | 5 | 5 | 15 | 5 | 4 | 4 | 13 | 5 | 5 | 3 | 13 |
| 90 | 5 | 5 | 4 | 14 | 5 | 4 | 4 | 13 | 5 | 5 | 4 | 14 |
| 91 | 5 | 5 | 4 | 14 | 3 | 3 | 3 | 9 | 5 | 5 | 3 | 13 |
| 92 | 5 | 5 | 5 | 15 | 5 | 4 | 4 | 13 | 5 | 5 | 5 | 15 |
| 93 | 5 | 5 | 5 | 15 | 5 | 3 | 4 | 12 | 5 | 5 | 5 | 15 |
| 94 | 5 | 5 | 5 | 15 | 5 | 3 | 4 | 12 | 5 | 5 | 3 | 13 |
| 95 | 5 | 5 | 3 | 13 | 5 | 4 | 4 | 13 | 5 | 5 | 4 | 14 |
| 96 | 4 | 5 | 4 | 13 | 3 | 4 | 4 | 11 | 5 | 4 | 4 | 13 |
| 97 | 4 | 5 | 4 | 13 | 5 | 4 | 4 | 13 | 5 | 4 | 4 | 13 |
| 98 | 4 | 5 | 5 | 14 | 3 | 4 | 4 | 11 | 3 | 5 | 5 | 13 |
| 99 | 4 | 5 | 5 | 14 | 4 | 4 | 3 | 11 | 3 | 4 | 5 | 12 |
| 100 | 5 | 5 | 3 | 13 | 4 | 4 | 3 | 11 | 5 | 4 | 4 | 13 |

Uji Validitas :

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Correlations** | | | | |
|  | | Digital\_Marketing | Ragam\_Produk | Minat\_Beli |
| Digital\_Marketing | Pearson Correlation | 1 | 0,383\*\* | 0,477\*\* |
| Sig. (2-tailed) |  | 0,000 | 0,000 |
| N | 100 | 100 | 100 |
| Ragam\_Produk | Pearson Correlation | 0,383\*\* | 1 | 0,277\*\* |
| Sig. (2-tailed) | 0,000 |  | 0,005 |
| N | 100 | 100 | 100 |
| Minat\_Beli | Pearson Correlation | 0,477\*\* | 0,277\*\* | 1 |
| Sig. (2-tailed) | 0,000 | 0,005 |  |
| N | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | |

Uji Reliabilitas seluruh variabel :

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| 0,648 | 0,647 | 3 |

Uji Reliabilitas variabel Digital Marketing :

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| 0,758 | 0,767 | 3 |

Uji Reliabilitas variabel Ragam Produk :

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| 0,620 | 0,620 | 3 |

Uji Reliabilitas variabel Minat Beli :

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| 0,639 | 0,639 | 3 |

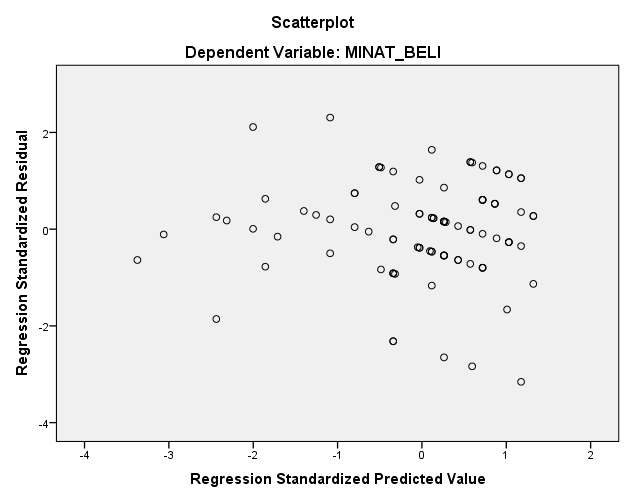
Uji Normalitas :

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | | | |
|  | | Digital\_Marketing | Ragam\_Produk | Minat\_Beli |
| N | | 100 | 100 | 100 |
| Normal Parametersa,b | Mean | 12,79 | 11,86 | 12,57 |
| Std. Deviation | 1,950 | 1,557 | 1,616 |
| Most Extreme Differences | Absolute | ,213 | ,196 | ,152 |
| Positive | ,129 | ,122 | ,105 |
| Negative | -,213 | -,196 | -,152 |
| Test Statistic | | ,213 | ,196 | ,152 |
| Asymp. Sig. (2-tailed) | | ,000c | ,000c | ,000c |
| a. Test distribution is Normal. | | | | |
| b. Calculated from data. | | | | |
| c. Lilliefors Significance Correction. | | | | |

Uji Multikolinieritas, Regresi Linier Berganda dan Uji t Parsial :

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 6,600 | 1,236 |  | 5,338 | 0,000 |  |  |
| Digital\_Marketing | 0,361 | 0,079 | 0,435 | 4,538 | 0,000 | 0,854 | 1,172 |
| Ragam\_Produk | 0,115 | 0,100 | 0,110 | 1,151 | 0,253 | 0,854 | 1,172 |
| a. Dependent Variable: Minat\_Beli | | | | | | | | |

Uji Heteroskedastisitas :



Uji F Simultan :

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 61,616 | 2 | 30,808 | 15,178 | ,000b |
| Residual | 196,894 | 97 | 2,030 |  |  |
| Total | 258,510 | 99 |  |  |  |
| a. Dependent Variable: Minat\_Beli | | | | | | |
| b. Predictors: (Constant), Ragam\_Produk, Digital\_Marketing | | | | | | |

Uji Koefisien Determinasi (r2) :

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | 0,488a | 0,238 | 0,223 | 1,425 |
| a. Predictors: (Constant), Ragam\_Produk, Digital\_Marketing | | | | |