

Lampiran 1 Daftar Nama Produsen Roti di Semarang

No	Nama	Alamat
1	Dyriana Bakery And Cafe	Jl. Pandanaran 51A, Randusari
2	Fancy Bakery	Jl. Ngesrep Timur V/38 F, Tembalang
3	Moaci Gemini Pusat	Jl. RA Kartini No. 19
4	Toko Oen	Jl. Pemuda No. 52
5	Swiss House Bakery	Jl. Setia Budi No.68A Sumurboto
6	Cafe Pelangi	Jl. Singosari Raya No. 45
7	Istana Oleh-Oleh Brilliant	Jl. Erlangga Raya 2
8	Excellent Bakery	Jl. Letjen S. Parman No.53 A, Gajahmungkur
9	Chanadia	Jl. Pandanaran No.105 B, Mugassari
10	First Love Cake	Jl. Moh. Suyudi No.60, Miroto
11	Royal Cake And Bakery	Jl. Gajah Raya No.10, Pandean Lamper
12	Wonder Bakery	Jl. MT. Haryono No.687B, Wonodri
13	Virgin Cake And Bakery	Jl. Parang Kusumo Raya No. 16-18, Tlogosari Kulon
14	Holland Bakery	Jl. Pandanaran No. 19A & 21, Randusari
15	The Bakery	Jl. MT. Haryono No.655, Wonodri
16	Imperial Bakery Indische Cafe	Jl. Menteri Supeno No.3, Mugassari
17	Mamaya House – Cake And Bakery	Jl. Nogososro No.87L Muktiharjo Kidul
18	Dewa Bakery	Jl. Papandayan No.6, Bendan Ngisor
19	Fancy Bakery Siliwangi	Jl. Sudirman No.75 B, Krobokan
20	Selera Snack And Bakery	Jl. Ngesrep Timur III No.33 A, Sumurboto
21	Bengawan Bakery	Jl. Abdurahman Saleh No.199B
22	Wijaya Bakery	Jl. Pemuda No.38 Bangunharjo
23	Buana Bakery	Jl. Abdurahman Saleh No.11
24	Galaxy Cake And Bakery	Gg. Baru No.104, Kranggan
25	Ortiz Cake And Bakery	Jl. Hasanudin G 11 Semarang Utara
26	Bonnie Cake And Bakery	Jl. Jangli Gabeng No.5A, Jangli
27	Purimas 3 Cake And Bakery	Jl. Mgr Sugiyopranoto No.55, Pendrikan Kidul
28	Venice Cake	Jl. Jalan Gajahmada No.45, Kembangsari
29	Cherlin Bakery	Jl, Majapahit No.402, Palebon
30	My Bakery	Jl. Sultan Agung No.115B
31	Toko Roti Rapi	Jl. Kauman no. 66 Semarang

Lampiran 2 Kuesioner Penelitian

No. Responden :

KUESIONER PENELITIAN

Yth,

Konsumen Toko Roti Rapi

Ditempat

Dengan Hormat,

Kesediaan Bapak/Ibu/Saudara/i untuk berpartisipasi mengisi dan menjawab seluruh pertanyaan yang ada dalam kuesioner ini. Penelitian ini digunakan untuk menyusun skripsi yang berjudul **“PENGARUH SIKAP KONSUMEN, BAURAN PROMOSI, DAN *BRAND IMAGE* TERHADAP MINAT BELI KONSUMEN (Studi Kasus pada Toko Roti Rapi Semarang)”** . Untuk itu diharapkan kejujuran Bapak/Ibu/Saudara/i dalam menjawab pertanyaan yang telah disediakan. Semoga penelitian ini bermanfaat bagi kita semua.

Atas kesediaan Bapak/Ibu/Saudara/i saya ucapkan terima kasih.

Hormat Saya,

Ignatius Irfan Suryana

Petunjuk pengisian:

- Identitas responden diisi dengan keterangan diri.
- Berikan tanda *checklist* (√) pada salah satu kolom yang paling sesuai dengan jawaban Anda dengan pilihan jawaban:

1. Sangat Setuju (SS), Skor 5
2. Setuju (S), Skor 4
3. Netral (N), Skor 3
4. Tidak setuju (TS), Skor 2
5. Sangat tidak setuju (STS), Skor 1

IDENTITAS RESPONDEN

Pada bagian ini Anda diminta untuk mengisi data pribadi secara lengkap :

1. Nama :
2. Alamat :
3. Jenis Kelamin : Laki – laki / Perempuan (coret yang tidak perlu)
4. Umur :tahun
5. Pendidikan terakhir : a. SD
b. SLTP
c. SLTA
d. Diploma
e. S1
f. S2
g. S3
6. Pekerjaan Responden : a. Pegawai Negeri Sipil
b. Pegawai swasta
c. Wiraswasta / pedagang
d. Pelajar / Mahasiswa
e. Lainnya

7. Lama menjadi pelanggan :

- a. < 1 tahun
- b. 1 – 3 tahun
- c. > 3 tahun

DAFTAR PERNYATAAN

Sikap Konsumen (X₁)

No.	Pernyataan	SS	S	N	TS	STS
1.	Saya memiliki pengetahuan mengenai bahan-bahan yang digunakan untuk membuat roti di Toko Roti Rapi adalah bahan terbaik yang berkualitas tinggi					
2.	Saya memiliki pengetahuan bahwa roti yang diproduksi oleh Toko Roti Rapi berkualitas tinggi dan tanpa menggunakan bahan pengawet					
3.	Saya mantap berbelanja di Toko roti Rapi					
4.	Saya senang berbelanja di Toko roti Rapi					

Bauran Promosi (X₂)

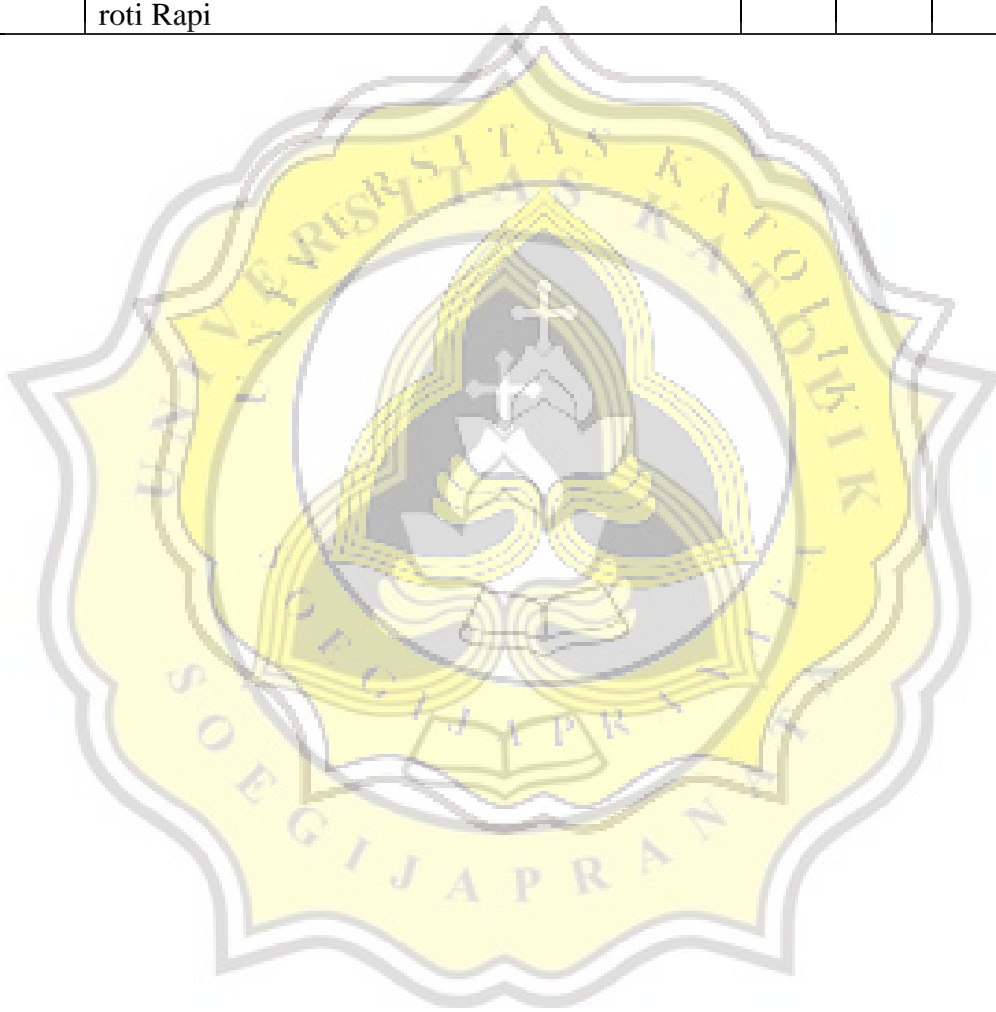
No.	Pernyataan	SS	S	N	TS	STS
5.	Materi iklan Toko Roti Rapi di media mudah dimengerti					
6.	Toko Roti Rapi menggunakan platform media sosial dengan testimoni positif untuk menarik pelanggan					
7.	Toko roti Rapi memberikan jangka waktu promosi yang cukup lama					

Brand Image (X₃)

No.	Pernyataan	SS	S	N	TS	STS
8.	Toko Roti Rapi memiliki reputasi yang baik sehingga selalu menjadi pertimbangan utama saya saat akan membeli roti					
9.	Produk Toko Roti Rapi selalu menampilkan inovasi dalam varian baru					
10.	Saya akan terus berlangganan di Toko Roti Rapi					

Minat Beli (Y)

No.	Pernyataan	SS	S	N	TS	STS
11.	Saya memiliki keinginan membeli produk toko roti Rapi					
12.	Saya bersedia merekomendasikan produk toko roti Rapi kepada orang lain					
13.	Saya sangat menyukai produk yang ada di Toko roti Rapi					



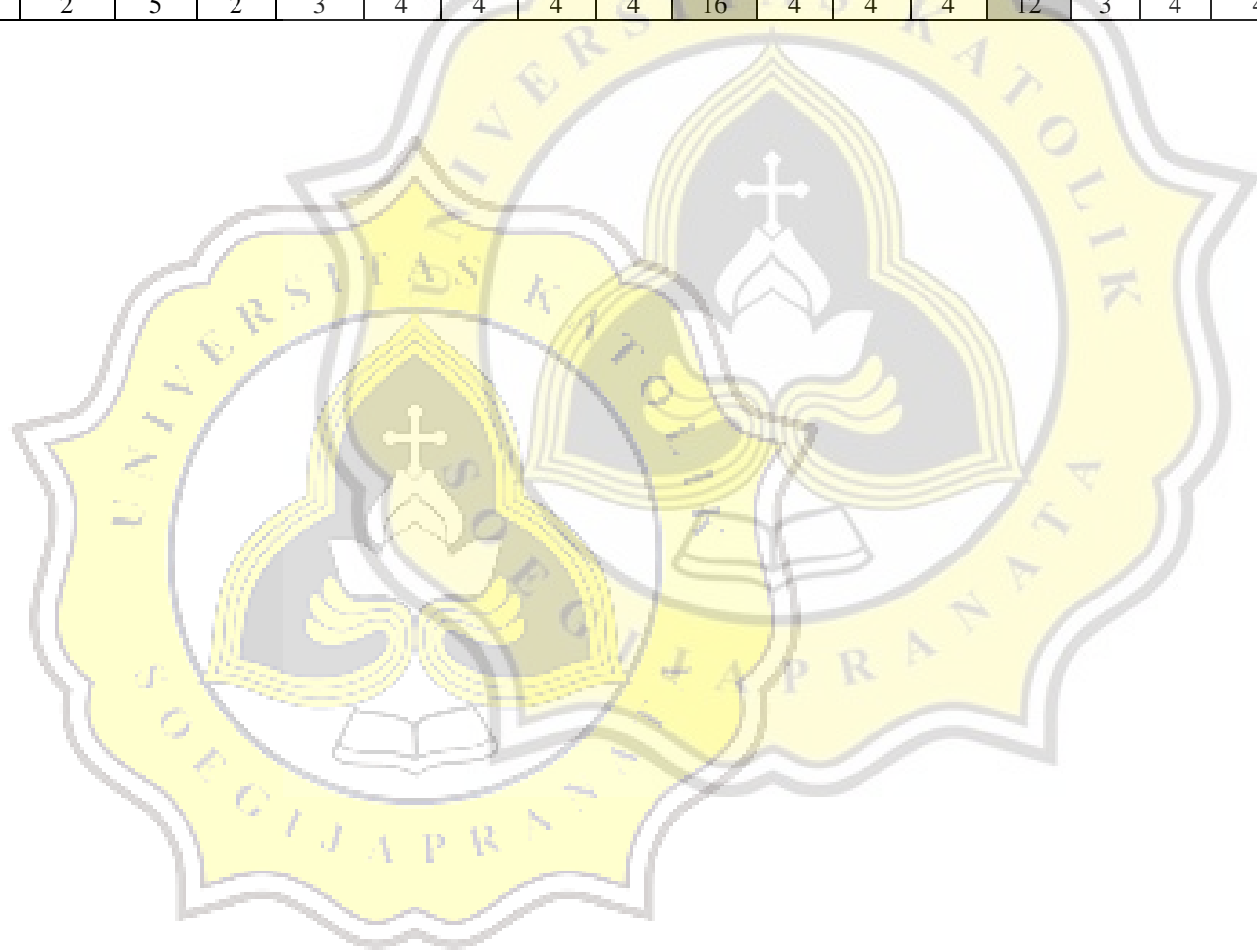
Lampiran 3 Data Penelitian

No	JK	Umur	PND	PKJ	Lm Lgmn	Sikap Konsumen (X1)					Bauran Promosi (X2)				Brand Image (X3)				Minat Beli (Y)			
						P1	P2	P3	P4	X1	P5	P6	P7	X2	P8	P9	P10	X3	P11	P12	P13	Y
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Lampiran 4 Statistik Deskriptif Responden

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	28	28.6	28.6	28.6
	Perempuan	70	71.4	71.4	100.0
	Total	98	100.0	100.0	

Umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-30 Tahun	8	8.2	8.2	8.2
	31-40 Tahun	49	50.0	50.0	58.2
	41-50 Tahun	22	22.4	22.4	80.6
	> 51 Tahun	19	19.4	19.4	100.0
	Total	98	100.0	100.0	

Pendidikan Terakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMP	3	3.1	3.1	3.1
	SMA	32	32.7	32.7	35.7
	Diploma	12	12.2	12.2	48.0
	S1	45	45.9	45.9	93.9
	S2	6	6.1	6.1	100.0
	Total	98	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pegawai Negeri Sipil	51	52.0	52.0	52.0
	Pegawai Swasta	22	22.4	22.4	74.5
	Wiraswasta/Pedagang	17	17.3	17.3	91.8
	Pelajar/Mahasiswa	8	8.2	8.2	100.0
	Total	98	100.0	100.0	

Lama menjadi Langganan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 1 Tahun	15	15.3	15.3	15.3
	1-3 Tahun	33	33.7	33.7	49.0
	> 3 Tahun	50	51.0	51.0	100.0
	Total	98	100.0	100.0	

Lampiran 5 Statistik Deskriptif Variabel

P1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	1.0	1.0	1.0
	Netral	15	15.3	15.3	16.3
	Setuju	73	74.5	74.5	90.8
	Sangat Setuju	9	9.2	9.2	100.0
	Total	98	100.0	100.0	

P2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	3	3.1	3.1	4.1
	Netral	15	15.3	15.3	19.4
	Setuju	72	73.5	73.5	92.9
	Sangat Setuju	7	7.1	7.1	100.0
	Total	98	100.0	100.0	

P3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	4	4.1	4.1	4.1
	Netral	14	14.3	14.3	18.4
	Setuju	68	69.4	69.4	87.8
	Sangat Setuju	12	12.2	12.2	100.0
	Total	98	100.0	100.0	

P4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	2	2.0	2.0	2.0
	Netral	16	16.3	16.3	18.4
	Setuju	70	71.4	71.4	89.8
	Sangat Setuju	10	10.2	10.2	100.0
	Total	98	100.0	100.0	

P5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	3	3.1	3.1	3.1
	Netral	21	21.4	21.4	24.5
	Setuju	65	66.3	66.3	90.8
	Sangat Setuju	9	9.2	9.2	100.0
	Total	98	100.0	100.0	

P6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	4	4.1	4.1	5.1
	Netral	22	22.4	22.4	27.6
	Setuju	60	61.2	61.2	88.8
	Sangat Setuju	11	11.2	11.2	100.0
	Total	98	100.0	100.0	

P7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	4	4.1	4.1	4.1
	Netral	22	22.4	22.4	26.5
	Setuju	63	64.3	64.3	90.8
	Sangat Setuju	9	9.2	9.2	100.0
	Total	98	100.0	100.0	

P8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	2	2.0	2.0	3.1
	Netral	19	19.4	19.4	22.4
	Setuju	65	66.3	66.3	88.8
	Sangat Setuju	11	11.2	11.2	100.0
	Total	98	100.0	100.0	

P9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	3	3.1	3.1	3.1
	Netral	16	16.3	16.3	19.4
	Setuju	67	68.4	68.4	87.8
	Sangat Setuju	12	12.2	12.2	100.0
	Total	98	100.0	100.0	

P10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	4	4.1	4.1	4.1
	Netral	17	17.3	17.3	21.4
	Setuju	67	68.4	68.4	89.8
	Sangat Setuju	10	10.2	10.2	100.0
	Total	98	100.0	100.0	

P11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	3	3.1	3.1	3.1
	Netral	15	15.3	15.3	18.4
	Setuju	69	70.4	70.4	88.8
	Sangat Setuju	11	11.2	11.2	100.0
	Total	98	100.0	100.0	

P12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	2	2.0	2.0	2.0
	Netral	13	13.3	13.3	15.3
	Setuju	75	76.5	76.5	91.8
	Sangat Setuju	8	8.2	8.2	100.0
	Total	98	100.0	100.0	

P13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	2	2.0	2.0	3.1
	Netral	17	17.3	17.3	20.4
	Setuju	70	71.4	71.4	91.8
	Sangat Setuju	8	8.2	8.2	100.0
	Total	98	100.0	100.0	

Lampiran 6 Hasil Uji Validitas

Correlations

		P1	P2	P3	P4	X1
P1	Pearson Correlation	1	.593**	.513**	.472**	.780**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	98	98	98	98	98
P2	Pearson Correlation	.593**	1	.624**	.475**	.841**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	98	98	98	98	98
P3	Pearson Correlation	.513**	.624**	1	.543**	.842**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	98	98	98	98	98
P4	Pearson Correlation	.472**	.475**	.543**	1	.766**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	98	98	98	98	98
X1	Pearson Correlation	.780**	.841**	.842**	.766**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	98	98	98	98	98

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

Correlations

		P5	P6	P7	X2
P5	Pearson Correlation	1	.573**	.521**	.823**
	Sig. (2-tailed)		.000	.000	.000
	N	98	98	98	98
P6	Pearson Correlation	.573**	1	.554**	.862**
	Sig. (2-tailed)	.000		.000	.000
	N	98	98	98	98
P7	Pearson Correlation	.521**	.554**	1	.823**
	Sig. (2-tailed)	.000	.000		.000
	N	98	98	98	98
X2	Pearson Correlation	.823**	.862**	.823**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	98	98	98	98

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

Correlations

		P8	P9	P10	X3
P8	Pearson Correlation	1	.562**	.532**	.834**
	Sig. (2-tailed)		.000	.000	.000
	N	98	98	98	98
P9	Pearson Correlation	.562**	1	.614**	.854**
	Sig. (2-tailed)	.000		.000	.000
	N	98	98	98	98
P10	Pearson Correlation	.532**	.614**	1	.845**
	Sig. (2-tailed)	.000	.000		.000
	N	98	98	98	98

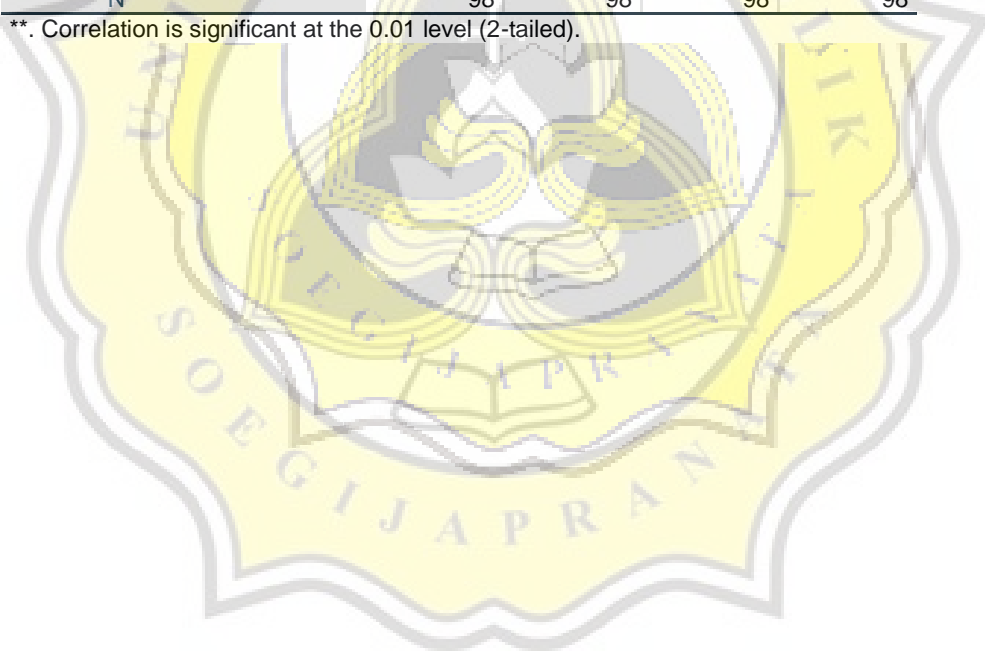
X3	Pearson Correlation	.834**	.854**	.845**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	98	98	98	98

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

Correlations

		P11	P12	P13	Y
P11	Pearson Correlation	1	.498**	.481**	.810**
	Sig. (2-tailed)		.000	.000	.000
	N	98	98	98	98
P12	Pearson Correlation	.498**	1	.556**	.815**
	Sig. (2-tailed)	.000		.000	.000
	N	98	98	98	98
P13	Pearson Correlation	.481**	.556**	1	.838**
	Sig. (2-tailed)	.000	.000		.000
	N	98	98	98	98
Y	Pearson Correlation	.810**	.815**	.838**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	98	98	98	98

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



Lampiran 7 Hasil Uji Reliabilitas

Case Processing Summary

		N	%
Cases	Valid	98	100.0
	Excluded ^a	0	.0
	Total	98	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.822	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	11.62	2.464	.631	.785
P2	11.71	2.103	.687	.755
P3	11.64	2.088	.685	.756
P4	11.64	2.397	.587	.801

Case Processing Summary

		N	%
Cases	Valid	98	100.0
	Excluded ^a	0	.0
	Total	98	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.783	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P5	7.56	1.527	.622	.710
P6	7.60	1.273	.645	.685
P7	7.59	1.481	.607	.723

Case Processing Summary

		N	%
Cases	Valid	98	100.0
	Excluded ^a	0	.0
	Total	98	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.798	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P8	7.74	1.326	.609	.761
P9	7.69	1.349	.671	.694
P10	7.74	1.347	.647	.719

Case Processing Summary

		N	%
Cases	Valid	98	100.0
	Excluded ^a	0	.0
	Total	98	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.755	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P11	7.74	1.079	.554	.708
P12	7.73	1.166	.613	.650
P13	7.81	1.003	.596	.661

Lampiran 8 Hasil Uji Asumsi Klasik

3. Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		98
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.60820004
Most Extreme Differences	Absolute	.073
	Positive	.069
	Negative	-.073
Test Statistic		.073
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

4. Hasil Uji Multikolinearitas

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Sikap Konsumen (X1)	.352	2.837
	Promosi (X2)	.390	2.561
	Brand Image (X3)	.410	2.438

a. Dependent Variable: Minat Beli (Y)

5. Hasil Uji Heteroskedastisitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.751	1.437		-.522	.603
	Sikap Konsumen (X1)	-.059	.151	-.066	-.390	.697
	Promosi (X2)	-.293	.164	-.287	-1.786	.077
	Brand Image (X3)	.268	.165	.255	1.629	.107

a. Dependent Variable: LNU2i

Lampiran 9 Hasil Uji Regresi Linear Berganda

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Brand Image (X3), Bauran Promosi (X2), Sikap Konsumen (X1) ^b		Enter

a. Dependent Variable: Minat Beli (Y)

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.911 ^a	.830	.824	.618

a. Predictors: (Constant), Brand Image (X3), Promosi (X2), Sikap Konsumen (X1)

b. Dependent Variable: Minat Beli (Y)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	174.619	3	58.206	152.487	.000 ^b
	Residual	35.881	94	.382		
	Total	210.500	97			

a. Dependent Variable: Minat Beli (Y)

b. Predictors: (Constant), Brand Image (X3), Bauran Promosi (X2), Sikap Konsumen (X1)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	.892	.516			1.728	.087
	Sikap Konsumen (X1)	.272	.054	.360		5.014	.000
	Bauran Promosi (X2)	.162	.059	.187		2.743	.007
	Brand Image (X3)	.404	.059	.454		6.829	.000

a. Dependent Variable: Minat Beli (Y)

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Sikap Konsumen (X1)	Bauran Promosi (X2)	Brand Image (X3)
1	1	3.978	1.000	.00	.00	.00	.00
	2	.012	18.205	.87	.01	.13	.06
	3	.006	25.346	.01	.00	.59	.74
	4	.004	31.534	.12	.99	.28	.20

a. Dependent Variable: Minat Beli (Y)

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	5.63	14.82	11.64	1.342	98
Std. Predicted Value	-4.485	2.367	.000	1.000	98
Standard Error of Predicted Value	.066	.291	.116	.047	98
Adjusted Predicted Value	5.80	14.80	11.65	1.335	98
Residual	-1.166	1.158	.000	.608	98
Std. Residual	-1.887	1.874	.000	.984	98
Stud. Residual	-1.924	1.932	-.002	1.006	98
Deleted Residual	-1.212	1.231	-.003	.636	98
Stud. Deleted Residual	-1.953	1.962	-.002	1.012	98
Mahal. Distance	.132	20.600	2.969	3.667	98
Cook's Distance	.000	.107	.012	.020	98
Centered Leverage Value	.001	.212	.031	.038	98

a. Dependent Variable: Minat Beli (Y)



Lampiran 10 Hasil Turnitin

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