

## **LAMPIRAN-LAMPIRAN**

### *Lampiran I*

## **KUESIONER PENELITIAN**

Assalamualaikum Wr., Wb.

Saya Randy Aditya Yunus, mahasiswa Program Studi Ekonomi Pembangunan Fakultas Ekonomi dan Bisnis Universitas Siliwangi 2018. Saat ini saya sedang melakukan Penelitian guna memenuhi penelitian Skripsi yang berjudul “Analisis Determinasi Permintaan Barang *Fashion* melalui *Marketplace Official Store* (Survei pada Mahasiswa/i Universitas Siliwangi)”.

Oleh karena ini, saya selaku peneliti mengharapkan kesediaan saudara/i untuk menjadi responden pada penelitian ini. Saya berharap saudara/i dapat menjawab pertanyaan yang disediakan dengan jujur dan sesuai dengan fakta. Semoga partisipasi saudara/i dapat memberikan manfaat serta membantu peneliti dalam pengolahan data yang akan peneliti lakukan. Atas kerjasama serta waktu saudara/i saya ucapkan terimakasih.

### **Aturan Pengisian Kuesioner Penelitian**

1. Kuisoner penelitian ini memuat beberapa pernyataan.
2. Diharapkan seluruh responden mengisinya secara jujur sesuai dengan pengalaman responden sendiri dan tidak menyalin jawaban dari rekan yang lain.
3. Seluruh pernyataan dan pertanyaan penelitian WAJIB diisi.

4. Seluruh data dan jawaban responden dijamin kerahasiaan dan hanya digunakan untuk kepentingan penelitian.

## I. Identitas Responden

Nama Lengkap :

Npm :

Fakultass :

## II. Petunjuk Pengisian

Pada setiap nomer pernyataan berilah tanda centang tepat pada kolom yang tersedia sesuai dengan penelitian anda.

Keterangan jawaban:

Sangat Tidak Setuju (STS) = 1

Tidak Setuju (TS) = 2

Kurang Setuju (KS) = 3

Setuju (S) = 4

Sangat Setuju (SS) = 5

### A. Promosi

| No.   | Pernyataan                                                                                          | STS<br>(1) | TS<br>(2) | KS<br>(3) | S<br>(4) | SS<br>(5) |
|-------|-----------------------------------------------------------------------------------------------------|------------|-----------|-----------|----------|-----------|
| P2P1. | Saya akan merasa tergiur untuk membeli barang <i>fashion</i> dengan potongan harga yang ditawarkan. |            |           |           |          |           |

|      |                                                                                                                           |  |  |  |  |  |
|------|---------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| P6P2 | <i>Brand Ambassador/Model fashion</i> yang saya kagumi membuat saya ingin membeli barang <i>fashion</i> tersebut.         |  |  |  |  |  |
| P3P3 | Iklan barang <i>fashion</i> yang tanpa sengaja muncul di beranda media sosial saya membuat saya tergiur untuk membelinya. |  |  |  |  |  |
| P1P4 | Iklan dengan konten yang menarik semakin membuat saya tertarik untuk membeli barang <i>fashion</i> tersebut.              |  |  |  |  |  |
| P5P5 | Saya akan membeli barang <i>fashion</i> bila terdapat penawaran <i>cashback</i> .                                         |  |  |  |  |  |
| P4P6 | Tawaran promosi dalam berbentuk kupon membuat saya membeli barang <i>fashion</i> untuk memanfaatkan kupon tersebut.       |  |  |  |  |  |

## B. Penilaian Konsumen

| No.  | Pernyataan                                                                                                                | STS<br>(1) | TS<br>(2) | KS<br>(3) | S<br>(4) | SS<br>(5) |
|------|---------------------------------------------------------------------------------------------------------------------------|------------|-----------|-----------|----------|-----------|
| P1P7 | Saya akan membeli barang <i>fashion</i> di <i>Marketplace</i> apabila <i>review</i> dari pembeli lainnya meyakinkan saya. |            |           |           |          |           |

|       |                                                                                                          |  |  |  |  |  |
|-------|----------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| P2P8  | Saya hanya akan membeli barang <i>fashion</i> di <i>Marketplace</i> apabila reputasi toko tersebut baik. |  |  |  |  |  |
| P2P9  | Saya merasa adanya manfaat dari fitur <i>review</i> konsumen untuk pembelian barang <i>fashion</i> .     |  |  |  |  |  |
| P4P10 | Saya mendapatkan gambaran produk dari <i>review</i> konsumen.                                            |  |  |  |  |  |
| P5P11 | Saya merasa nyaman untuk membeli barang pada toko yang memiliki rating tinggi dari konsumen.             |  |  |  |  |  |

### C. Harga

| No.   | Pernyataan                                                                                       | STS<br>(1) | TS<br>(2) | KS<br>(3) | S<br>(4) | SS<br>(5) |
|-------|--------------------------------------------------------------------------------------------------|------------|-----------|-----------|----------|-----------|
| H2P12 | Saya akan membeli barang <i>fashion</i> apabila harga yang ditawarkan sesuai dengan kualitasnya. |            |           |           |          |           |
| H3P13 | Saya tidak akan membeli barang <i>fashion</i> yang harganya terlampau jauh lebih mahal           |            |           |           |          |           |

|        |                                                                                                                           |  |  |  |  |  |
|--------|---------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
|        | dibandingkan dengan harga produk dari saingan toko tersebut.                                                              |  |  |  |  |  |
| H1P14. | Saya akan membeli barang <i>fashion</i> dengan harga yang terjangkau.                                                     |  |  |  |  |  |
| H4P15  | Saya tidak tertarik dengan barang <i>fashion</i> yang memiliki harga yang terlampau sangat mahal meskipun brand terkenal. |  |  |  |  |  |
| H5P16  | Saya akan membeli barang <i>fashion</i> apabila harganya sesuai dengan manfaat yang ditawarkan.                           |  |  |  |  |  |

#### D. Permintaan Barang

| No.   | Pernyataan                                                                                                        | STS<br>(1) | TS<br>(2) | KS<br>(3) | S<br>(4) | SS<br>(5) |
|-------|-------------------------------------------------------------------------------------------------------------------|------------|-----------|-----------|----------|-----------|
| P1P17 | Saya akan membeli produk barang <i>fashion</i> apabila saya sudah tertarik pada barang tersebut.                  |            |           |           |          |           |
| P2P18 | Saya membeli barang <i>fashion</i> melalui <i>Marketplace</i> karena praktis dan menghemat waktu dan tenaga saya. |            |           |           |          |           |

|       |                                                                                                                                        |  |  |  |  |  |
|-------|----------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| P3P19 | Saya akan memutuskan untuk membeli apabila barang sudah memenuhi keinginan saya.                                                       |  |  |  |  |  |
| P4P20 | Saya akan membeli produk barang <i>fashion</i> melalui <i>Marketplace</i> apabila saya sudah yakin terhadap kejelasan produk tersebut. |  |  |  |  |  |

*Lampiran II***REKAPITULASI DATA RESPONDEN**

## 1. Promosi (X1)

| N = 100 | P1 | P2 | P3 | P4 | P5 | P6 | Total |
|---------|----|----|----|----|----|----|-------|
| 1.      | 3  | 5  | 5  | 5  | 5  | 2  | 25    |
| 2.      | 4  | 2  | 4  | 3  | 4  | 4  | 21    |
| 3.      | 5  | 5  | 3  | 2  | 5  | 5  | 25    |
| 4.      | 5  | 5  | 5  | 5  | 2  | 5  | 27    |
| 5.      | 3  | 3  | 5  | 3  | 2  | 5  | 21    |
| 6.      | 4  | 3  | 3  | 2  | 3  | 3  | 18    |
| 7.      | 3  | 3  | 2  | 3  | 3  | 4  | 18    |
| 8.      | 2  | 3  | 3  | 3  | 3  | 4  | 18    |
| 9.      | 4  | 2  | 3  | 3  | 3  | 3  | 18    |
| 10.     | 2  | 3  | 3  | 3  | 3  | 4  | 18    |
| 11.     | 3  | 4  | 3  | 3  | 3  | 2  | 18    |
| 12.     | 4  | 3  | 2  | 3  | 3  | 3  | 18    |
| 13.     | 3  | 3  | 3  | 4  | 3  | 2  | 18    |
| 14.     | 4  | 3  | 2  | 3  | 3  | 3  | 18    |
| 15.     | 3  | 2  | 3  | 3  | 3  | 4  | 18    |
| 16.     | 5  | 3  | 3  | 3  | 2  | 3  | 19    |
| 17.     | 2  | 3  | 3  | 3  | 3  | 5  | 19    |
| 18.     | 3  | 3  | 3  | 2  | 3  | 5  | 19    |
| 19.     | 5  | 3  | 3  | 3  | 3  | 2  | 19    |
| 20.     | 4  | 3  | 2  | 3  | 3  | 3  | 18    |
| 21.     | 2  | 3  | 3  | 3  | 3  | 4  | 18    |
| 22.     | 3  | 3  | 2  | 3  | 3  | 3  | 17    |
| 23.     | 3  | 3  | 3  | 4  | 3  | 5  | 21    |
| 24.     | 4  | 3  | 3  | 3  | 3  | 5  | 21    |
| 25.     | 5  | 2  | 3  | 4  | 3  | 4  | 21    |
| 26.     | 5  | 5  | 5  | 5  | 3  | 5  | 28    |
| 27.     | 3  | 5  | 5  | 5  | 5  | 5  | 28    |
| 28.     | 5  | 5  | 3  | 3  | 5  | 3  | 24    |
| 29.     | 5  | 5  | 3  | 3  | 3  | 5  | 24    |
| 30.     | 4  | 5  | 3  | 3  | 3  | 4  | 22    |
| 31.     | 4  | 3  | 4  | 3  | 3  | 5  | 22    |
| 32.     | 4  | 3  | 3  | 4  | 3  | 4  | 21    |
| 33.     | 5  | 5  | 3  | 3  | 3  | 4  | 23    |
| 34.     | 5  | 5  | 3  | 4  | 3  | 3  | 23    |
| 35.     | 5  | 4  | 3  | 3  | 3  | 4  | 22    |
| 36.     | 5  | 4  | 3  | 3  | 3  | 4  | 22    |
| 37.     | 5  | 4  | 4  | 3  | 3  | 3  | 22    |

|     |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|----|
| 38. | 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 39. | 3 | 3 | 3 | 3 | 3 | 4 | 19 |
| 40. | 3 | 3 | 3 | 3 | 3 | 5 | 20 |
| 41. | 3 | 3 | 4 | 4 | 3 | 5 | 22 |
| 42. | 4 | 4 | 5 | 5 | 3 | 3 | 24 |
| 43. | 3 | 4 | 4 | 5 | 3 | 3 | 22 |
| 44. | 3 | 3 | 3 | 5 | 3 | 5 | 22 |
| 45. | 3 | 3 | 3 | 3 | 3 | 5 | 20 |
| 46. | 3 | 4 | 4 | 3 | 3 | 3 | 20 |
| 47. | 4 | 3 | 3 | 3 | 4 | 3 | 20 |
| 48. | 3 | 2 | 3 | 4 | 3 | 5 | 20 |
| 49. | 3 | 4 | 3 | 3 | 3 | 4 | 20 |
| 50. | 3 | 5 | 3 | 3 | 3 | 3 | 20 |
| 51. | 3 | 4 | 3 | 3 | 4 | 4 | 21 |
| 52. | 5 | 4 | 3 | 4 | 3 | 5 | 24 |
| 53. | 5 | 5 | 5 | 5 | 3 | 5 | 28 |
| 54. | 5 | 3 | 5 | 5 | 5 | 5 | 28 |
| 55. | 5 | 5 | 4 | 5 | 3 | 4 | 26 |
| 56. | 5 | 5 | 5 | 5 | 3 | 5 | 28 |
| 57. | 4 | 4 | 4 | 5 | 3 | 5 | 25 |
| 58. | 4 | 4 | 4 | 5 | 3 | 5 | 25 |
| 59. | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 60. | 4 | 3 | 5 | 3 | 4 | 3 | 22 |
| 61. | 5 | 3 | 3 | 5 | 4 | 3 | 23 |
| 62. | 5 | 5 | 3 | 3 | 4 | 3 | 23 |
| 63. | 5 | 3 | 3 | 3 | 3 | 5 | 22 |
| 64. | 5 | 3 | 3 | 3 | 3 | 5 | 22 |
| 65. | 3 | 3 | 3 | 3 | 3 | 5 | 20 |
| 66. | 4 | 5 | 3 | 3 | 3 | 3 | 21 |
| 67. | 5 | 3 | 4 | 3 | 4 | 3 | 22 |
| 68. | 5 | 3 | 3 | 3 | 3 | 5 | 22 |
| 69. | 5 | 3 | 3 | 3 | 3 | 4 | 21 |
| 70. | 3 | 3 | 3 | 3 | 3 | 4 | 19 |
| 71. | 4 | 3 | 4 | 3 | 3 | 3 | 20 |
| 72. | 4 | 3 | 3 | 4 | 3 | 3 | 20 |
| 73. | 4 | 3 | 3 | 3 | 3 | 4 | 20 |
| 74. | 5 | 3 | 3 | 3 | 3 | 5 | 22 |
| 75. | 3 | 3 | 3 | 3 | 3 | 5 | 20 |
| 76. | 3 | 3 | 3 | 3 | 3 | 5 | 20 |
| 77. | 4 | 5 | 4 | 5 | 3 | 5 | 26 |
| 78. | 5 | 5 | 5 | 5 | 2 | 4 | 26 |
| 79. | 4 | 5 | 4 | 5 | 3 | 5 | 26 |
| 80. | 4 | 5 | 4 | 2 | 3 | 5 | 23 |
| 81. | 4 | 5 | 4 | 5 | 5 | 3 | 26 |

|      |   |   |   |   |   |   |    |
|------|---|---|---|---|---|---|----|
| 82.  | 4 | 5 | 5 | 5 | 3 | 5 | 27 |
| 83.  | 5 | 5 | 5 | 4 | 3 | 5 | 27 |
| 84.  | 5 | 5 | 5 | 4 | 3 | 5 | 27 |
| 85.  | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 86.  | 3 | 4 | 3 | 3 | 3 | 3 | 19 |
| 87.  | 5 | 5 | 3 | 3 | 3 | 4 | 23 |
| 88.  | 5 | 4 | 3 | 3 | 3 | 5 | 23 |
| 89.  | 4 | 5 | 3 | 3 | 3 | 4 | 22 |
| 90.  | 4 | 5 | 3 | 3 | 3 | 4 | 22 |
| 91.  | 5 | 5 | 3 | 3 | 3 | 4 | 23 |
| 92.  | 5 | 5 | 3 | 3 | 3 | 5 | 24 |
| 93.  | 5 | 4 | 3 | 3 | 3 | 5 | 23 |
| 94.  | 5 | 3 | 4 | 3 | 3 | 4 | 22 |
| 95.  | 5 | 3 | 3 | 5 | 5 | 5 | 26 |
| 96.  | 5 | 3 | 3 | 5 | 5 | 5 | 26 |
| 97.  | 5 | 4 | 3 | 5 | 5 | 3 | 25 |
| 98.  | 5 | 4 | 5 | 3 | 3 | 5 | 25 |
| 99.  | 5 | 5 | 3 | 3 | 5 | 5 | 26 |
| 100. | 3 | 5 | 5 | 5 | 5 | 3 | 26 |

## 2. Penilaian Konsumen (X2)

| N = 100 | P1 | P2 | P3 | P4 | P5 | Total |
|---------|----|----|----|----|----|-------|
| 1.      | 5  | 5  | 5  | 5  | 4  | 24    |
| 2.      | 3  | 3  | 3  | 3  | 3  | 15    |
| 3.      | 4  | 5  | 5  | 5  | 4  | 23    |
| 4.      | 3  | 3  | 3  | 3  | 3  | 15    |
| 5.      | 3  | 3  | 3  | 3  | 3  | 15    |
| 6.      | 5  | 5  | 5  | 5  | 5  | 25    |
| 7.      | 5  | 5  | 5  | 5  | 5  | 25    |
| 8.      | 5  | 4  | 5  | 4  | 5  | 23    |
| 9.      | 4  | 4  | 4  | 4  | 4  | 20    |
| 10.     | 5  | 5  | 5  | 5  | 5  | 25    |
| 11.     | 5  | 5  | 5  | 5  | 5  | 25    |
| 12.     | 4  | 4  | 4  | 4  | 4  | 20    |
| 13.     | 4  | 5  | 5  | 5  | 5  | 24    |
| 14.     | 5  | 5  | 5  | 5  | 5  | 25    |
| 15.     | 5  | 5  | 5  | 5  | 5  | 25    |
| 16.     | 4  | 4  | 4  | 4  | 4  | 20    |
| 17.     | 4  | 4  | 4  | 4  | 4  | 20    |
| 18.     | 5  | 5  | 5  | 3  | 5  | 23    |
| 19.     | 4  | 4  | 5  | 5  | 5  | 23    |
| 20.     | 4  | 5  | 4  | 5  | 4  | 22    |

|     |   |   |   |   |   |    |
|-----|---|---|---|---|---|----|
| 21. | 4 | 4 | 4 | 4 | 4 | 20 |
| 22. | 4 | 4 | 4 | 4 | 4 | 20 |
| 23. | 5 | 5 | 5 | 5 | 5 | 25 |
| 24. | 4 | 4 | 4 | 4 | 4 | 20 |
| 25. | 4 | 5 | 4 | 3 | 3 | 19 |
| 26. | 5 | 5 | 5 | 4 | 5 | 24 |
| 27. | 4 | 5 | 4 | 4 | 4 | 21 |
| 28. | 5 | 5 | 5 | 5 | 5 | 25 |
| 29. | 4 | 4 | 4 | 4 | 4 | 20 |
| 30. | 5 | 5 | 5 | 5 | 5 | 25 |
| 31. | 3 | 4 | 4 | 5 | 5 | 21 |
| 32. | 4 | 5 | 5 | 5 | 5 | 24 |
| 33. | 5 | 4 | 5 | 5 | 4 | 23 |
| 34. | 4 | 4 | 5 | 5 | 5 | 23 |
| 35. | 5 | 5 | 5 | 5 | 5 | 25 |
| 36. | 4 | 4 | 4 | 4 | 4 | 20 |
| 37. | 5 | 5 | 5 | 5 | 5 | 25 |
| 38. | 4 | 5 | 5 | 5 | 5 | 24 |
| 39. | 5 | 5 | 5 | 5 | 5 | 25 |
| 40. | 4 | 4 | 4 | 4 | 5 | 21 |
| 41. | 5 | 3 | 5 | 4 | 5 | 22 |
| 42. | 5 | 4 | 5 | 5 | 4 | 23 |
| 43. | 5 | 5 | 5 | 5 | 5 | 25 |
| 44. | 5 | 4 | 5 | 5 | 5 | 24 |
| 45. | 4 | 5 | 3 | 4 | 4 | 20 |
| 46. | 4 | 4 | 4 | 4 | 4 | 20 |
| 47. | 4 | 4 | 4 | 4 | 4 | 20 |
| 48. | 5 | 4 | 3 | 3 | 5 | 20 |
| 49. | 5 | 4 | 4 | 4 | 4 | 21 |
| 50. | 5 | 5 | 5 | 5 | 5 | 25 |
| 51. | 4 | 5 | 5 | 5 | 5 | 24 |
| 52. | 4 | 4 | 4 | 5 | 4 | 21 |
| 53. | 4 | 5 | 4 | 4 | 4 | 21 |
| 54. | 3 | 4 | 3 | 3 | 4 | 17 |
| 55. | 5 | 5 | 5 | 5 | 5 | 25 |
| 56. | 4 | 4 | 4 | 5 | 4 | 21 |
| 57. | 4 | 4 | 4 | 5 | 5 | 22 |
| 58. | 4 | 5 | 5 | 5 | 5 | 24 |
| 59. | 5 | 5 | 5 | 4 | 5 | 24 |
| 60. | 5 | 5 | 5 | 5 | 5 | 25 |
| 61. | 5 | 5 | 5 | 5 | 5 | 25 |
| 62. | 5 | 5 | 5 | 5 | 4 | 24 |
| 63. | 5 | 5 | 5 | 5 | 5 | 25 |
| 64. | 4 | 4 | 5 | 5 | 4 | 22 |

|      |   |   |   |   |   |    |
|------|---|---|---|---|---|----|
| 65.  | 4 | 4 | 5 | 4 | 5 | 22 |
| 66.  | 5 | 5 | 5 | 5 | 5 | 25 |
| 67.  | 4 | 5 | 4 | 4 | 4 | 21 |
| 68.  | 5 | 5 | 5 | 5 | 4 | 24 |
| 69.  | 4 | 4 | 4 | 4 | 4 | 20 |
| 70.  | 3 | 3 | 3 | 3 | 3 | 15 |
| 71.  | 4 | 4 | 4 | 4 | 4 | 20 |
| 72.  | 5 | 5 | 5 | 5 | 5 | 25 |
| 73.  | 5 | 4 | 4 | 4 | 4 | 21 |
| 74.  | 5 | 4 | 4 | 5 | 5 | 23 |
| 75.  | 5 | 5 | 5 | 5 | 5 | 25 |
| 76.  | 5 | 5 | 5 | 5 | 5 | 25 |
| 77.  | 5 | 4 | 5 | 5 | 5 | 24 |
| 78.  | 5 | 5 | 5 | 5 | 5 | 25 |
| 79.  | 4 | 4 | 3 | 4 | 4 | 19 |
| 80.  | 5 | 5 | 5 | 4 | 4 | 23 |
| 81.  | 5 | 4 | 4 | 5 | 5 | 23 |
| 82.  | 4 | 4 | 4 | 4 | 4 | 20 |
| 83.  | 5 | 5 | 5 | 5 | 5 | 25 |
| 84.  | 5 | 5 | 5 | 5 | 5 | 25 |
| 85.  | 5 | 4 | 4 | 4 | 5 | 22 |
| 86.  | 4 | 5 | 4 | 4 | 5 | 22 |
| 87.  | 5 | 5 | 5 | 4 | 5 | 24 |
| 88.  | 5 | 5 | 5 | 5 | 5 | 25 |
| 89.  | 5 | 5 | 5 | 5 | 5 | 25 |
| 90.  | 4 | 4 | 4 | 4 | 4 | 20 |
| 91.  | 5 | 5 | 5 | 5 | 5 | 25 |
| 92.  | 5 | 5 | 5 | 5 | 3 | 23 |
| 93.  | 4 | 4 | 4 | 4 | 4 | 20 |
| 94.  | 4 | 3 | 5 | 4 | 3 | 19 |
| 95.  | 5 | 5 | 4 | 4 | 5 | 23 |
| 96.  | 5 | 5 | 5 | 5 | 5 | 25 |
| 97.  | 5 | 5 | 5 | 5 | 5 | 25 |
| 98.  | 5 | 5 | 5 | 5 | 5 | 25 |
| 99.  | 5 | 4 | 5 | 5 | 5 | 24 |
| 100. | 5 | 4 | 5 | 5 | 4 | 23 |

### 3. Harga (X3)

| N = 100 | P1 | P2 | P3 | P4 | P5 | Total |
|---------|----|----|----|----|----|-------|
| 1.      | 5  | 5  | 5  | 5  | 5  | 25    |
| 2.      | 3  | 3  | 5  | 5  | 3  | 19    |
| 3.      | 4  | 4  | 5  | 3  | 3  | 19    |

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

|     |   |   |   |   |   |    |
|-----|---|---|---|---|---|----|
| 48. | 5 | 5 | 5 | 5 | 5 | 25 |
| 49. | 5 | 5 | 5 | 5 | 5 | 25 |
| 50. | 5 | 5 | 5 | 5 | 5 | 25 |
| 51. | 5 | 5 | 5 | 5 | 5 | 25 |
| 52. | 5 | 5 | 5 | 5 | 5 | 25 |
| 53. | 3 | 5 | 5 | 5 | 5 | 23 |
| 54. | 3 | 5 | 5 | 5 | 5 | 23 |
| 55. | 5 | 5 | 5 | 5 | 5 | 25 |
| 56. | 5 | 5 | 5 | 5 | 5 | 25 |
| 57. | 5 | 5 | 5 | 5 | 5 | 25 |
| 58. | 5 | 5 | 5 | 5 | 5 | 25 |
| 59. | 5 | 5 | 5 | 5 | 5 | 25 |
| 60. | 5 | 5 | 5 | 5 | 5 | 25 |
| 61. | 5 | 5 | 5 | 5 | 5 | 25 |
| 62. | 5 | 5 | 5 | 5 | 5 | 25 |
| 63. | 5 | 5 | 5 | 5 | 5 | 25 |
| 64. | 5 | 5 | 5 | 5 | 5 | 25 |
| 65. | 4 | 5 | 5 | 5 | 5 | 24 |
| 66. | 5 | 5 | 5 | 5 | 5 | 25 |
| 67. | 5 | 5 | 5 | 5 | 5 | 25 |
| 68. | 5 | 5 | 5 | 5 | 5 | 25 |
| 69. | 5 | 5 | 5 | 5 | 5 | 25 |
| 70. | 3 | 5 | 5 | 5 | 5 | 23 |
| 71. | 4 | 5 | 5 | 5 | 5 | 24 |
| 72. | 4 | 5 | 5 | 5 | 5 | 24 |
| 73. | 5 | 5 | 5 | 5 | 5 | 25 |
| 74. | 5 | 5 | 5 | 5 | 5 | 25 |
| 75. | 5 | 5 | 5 | 5 | 5 | 25 |
| 76. | 5 | 5 | 5 | 5 | 5 | 25 |
| 77. | 5 | 5 | 5 | 5 | 5 | 25 |
| 78. | 5 | 5 | 5 | 5 | 5 | 25 |
| 79. | 3 | 5 | 5 | 5 | 5 | 23 |
| 80. | 4 | 5 | 5 | 5 | 5 | 24 |
| 81. | 5 | 5 | 5 | 5 | 5 | 25 |
| 82. | 4 | 5 | 5 | 5 | 5 | 24 |
| 83. | 5 | 5 | 5 | 5 | 5 | 25 |
| 84. | 5 | 5 | 5 | 5 | 5 | 25 |
| 85. | 4 | 5 | 5 | 5 | 5 | 24 |
| 86. | 5 | 5 | 5 | 5 | 5 | 25 |
| 87. | 5 | 5 | 5 | 5 | 5 | 25 |
| 88. | 5 | 5 | 5 | 5 | 5 | 25 |
| 89. | 5 | 5 | 5 | 5 | 5 | 25 |
| 90. | 4 | 5 | 5 | 5 | 5 | 24 |
| 91. | 5 | 5 | 5 | 5 | 5 | 25 |

|      |   |   |   |   |   |    |
|------|---|---|---|---|---|----|
| 92.  | 4 | 5 | 5 | 5 | 5 | 24 |
| 93.  | 4 | 5 | 5 | 5 | 5 | 24 |
| 94.  | 5 | 5 | 5 | 5 | 5 | 25 |
| 95.  | 5 | 5 | 5 | 5 | 5 | 25 |
| 96.  | 4 | 5 | 5 | 5 | 5 | 24 |
| 97.  | 5 | 5 | 5 | 5 | 5 | 25 |
| 98.  | 5 | 5 | 5 | 5 | 5 | 25 |
| 99.  | 5 | 5 | 5 | 5 | 5 | 25 |
| 100. | 5 | 5 | 5 | 5 | 5 | 25 |

#### 4. Permintaan Barang (Y)

| N = 100 | P1 | P2 | P3 | P4 | Total |
|---------|----|----|----|----|-------|
| 1.      | 3  | 5  | 5  | 5  | 18    |
| 2.      | 3  | 3  | 5  | 3  | 14    |
| 3.      | 3  | 4  | 5  | 5  | 17    |
| 4.      | 3  | 3  | 5  | 3  | 14    |
| 5.      | 3  | 3  | 5  | 3  | 14    |
| 6.      | 3  | 5  | 5  | 5  | 18    |
| 7.      | 3  | 5  | 5  | 5  | 18    |
| 8.      | 3  | 4  | 4  | 5  | 16    |
| 9.      | 3  | 4  | 4  | 4  | 15    |
| 10.     | 3  | 5  | 5  | 5  | 18    |
| 11.     | 3  | 5  | 5  | 5  | 18    |
| 12.     | 3  | 4  | 4  | 4  | 15    |
| 13.     | 3  | 5  | 4  | 4  | 16    |
| 14.     | 3  | 5  | 5  | 4  | 17    |
| 15.     | 3  | 4  | 4  | 5  | 16    |
| 16.     | 3  | 5  | 4  | 4  | 16    |
| 17.     | 3  | 4  | 2  | 3  | 12    |
| 18.     | 3  | 5  | 5  | 5  | 18    |
| 19.     | 3  | 4  | 4  | 4  | 15    |
| 20.     | 3  | 4  | 4  | 5  | 16    |
| 21.     | 3  | 4  | 4  | 4  | 15    |
| 22.     | 3  | 4  | 3  | 4  | 14    |
| 23.     | 3  | 5  | 5  | 5  | 18    |
| 24.     | 5  | 5  | 5  | 5  | 20    |
| 25.     | 5  | 5  | 5  | 3  | 18    |
| 26.     | 5  | 5  | 5  | 4  | 19    |
| 27.     | 5  | 5  | 5  | 4  | 19    |
| 28.     | 5  | 5  | 5  | 4  | 19    |
| 29.     | 5  | 5  | 5  | 4  | 19    |
| 30      | 5  | 5  | 5  | 5  | 20    |

|     |   |   |   |   |    |
|-----|---|---|---|---|----|
| 31. | 5 | 5 | 5 | 5 | 20 |
| 32. | 5 | 5 | 5 | 5 | 20 |
| 33. | 5 | 5 | 5 | 5 | 20 |
| 34. | 5 | 5 | 5 | 5 | 20 |
| 35. | 5 | 5 | 5 | 5 | 20 |
| 36. | 5 | 5 | 5 | 5 | 20 |
| 37. | 5 | 5 | 5 | 4 | 19 |
| 38. | 5 | 5 | 5 | 5 | 20 |
| 39. | 5 | 5 | 5 | 5 | 20 |
| 40. | 5 | 5 | 5 | 3 | 18 |
| 41. | 5 | 5 | 5 | 4 | 19 |
| 42. | 5 | 5 | 5 | 4 | 19 |
| 43. | 5 | 5 | 5 | 5 | 20 |
| 44. | 5 | 5 | 5 | 5 | 20 |
| 45. | 5 | 5 | 5 | 4 | 19 |
| 46. | 5 | 5 | 5 | 4 | 19 |
| 47. | 5 | 5 | 5 | 4 | 19 |
| 48. | 5 | 5 | 5 | 4 | 19 |
| 49. | 5 | 5 | 5 | 3 | 18 |
| 50. | 5 | 5 | 5 | 5 | 20 |
| 51. | 5 | 5 | 5 | 5 | 20 |
| 52. | 5 | 5 | 5 | 4 | 19 |
| 53. | 5 | 5 | 5 | 4 | 19 |
| 54. | 5 | 5 | 5 | 5 | 20 |
| 55. | 5 | 5 | 5 | 5 | 20 |
| 56. | 5 | 5 | 5 | 4 | 19 |
| 57. | 5 | 5 | 5 | 4 | 19 |
| 58. | 5 | 5 | 5 | 5 | 20 |
| 59. | 5 | 5 | 5 | 5 | 20 |
| 60. | 5 | 5 | 5 | 5 | 20 |
| 61. | 5 | 5 | 5 | 5 | 20 |
| 62. | 5 | 5 | 5 | 4 | 19 |
| 63. | 5 | 5 | 5 | 5 | 20 |
| 64. | 5 | 5 | 5 | 5 | 20 |
| 65. | 5 | 5 | 5 | 5 | 20 |
| 66. | 5 | 5 | 5 | 5 | 20 |
| 67. | 5 | 5 | 5 | 5 | 20 |
| 68. | 5 | 5 | 5 | 4 | 19 |
| 69. | 5 | 5 | 5 | 5 | 20 |
| 70. | 5 | 5 | 5 | 5 | 20 |
| 71. | 5 | 5 | 5 | 4 | 19 |
| 72. | 5 | 5 | 5 | 5 | 20 |
| 73. | 5 | 5 | 5 | 5 | 20 |
| 74. | 5 | 5 | 5 | 5 | 20 |

|      |   |   |   |   |    |
|------|---|---|---|---|----|
| 75.  | 5 | 5 | 5 | 5 | 20 |
| 76.  | 5 | 5 | 5 | 5 | 20 |
| 77.  | 5 | 5 | 5 | 5 | 20 |
| 78.  | 5 | 5 | 5 | 5 | 20 |
| 79.  | 5 | 5 | 5 | 4 | 19 |
| 80.  | 5 | 5 | 5 | 4 | 19 |
| 81.  | 5 | 5 | 5 | 5 | 20 |
| 82.  | 5 | 5 | 5 | 4 | 19 |
| 83.  | 5 | 5 | 5 | 5 | 20 |
| 84.  | 5 | 5 | 5 | 5 | 20 |
| 85.  | 5 | 5 | 5 | 4 | 19 |
| 86.  | 5 | 5 | 5 | 4 | 19 |
| 87.  | 5 | 5 | 5 | 5 | 20 |
| 88.  | 5 | 5 | 5 | 5 | 20 |
| 89.  | 5 | 5 | 5 | 4 | 19 |
| 90.  | 5 | 5 | 5 | 5 | 20 |
| 91.  | 5 | 5 | 5 | 4 | 19 |
| 92.  | 5 | 5 | 5 | 4 | 19 |
| 93.  | 5 | 5 | 5 | 4 | 19 |
| 94.  | 5 | 5 | 5 | 3 | 18 |
| 95.  | 5 | 5 | 5 | 4 | 19 |
| 96.  | 5 | 5 | 5 | 5 | 20 |
| 97.  | 5 | 5 | 5 | 5 | 20 |
| 98.  | 5 | 5 | 5 | 5 | 20 |
| 99.  | 5 | 5 | 5 | 5 | 20 |
| 100. | 5 | 5 | 5 | 4 | 19 |

*Lampiran III*

**HASIL METHOD SUCCESSIVE INTERVAL (MSI)**

1. Hasil MSI Promosi ( $X_1$ )

| n=100 | Successive Interval |            |            |            |            |            | Total $X_1$ |
|-------|---------------------|------------|------------|------------|------------|------------|-------------|
|       | $X_{1\_1}$          | $X_{1\_2}$ | $X_{1\_3}$ | $X_{1\_4}$ | $X_{1\_5}$ | $X_{1\_6}$ |             |
| 1     | 2.167               | 4.201      | 4.551      | 4.475      | 4.864      | 1.000      | 21.257      |
| 2     | 3.039               | 1.000      | 3.730      | 2.674      | 4.176      | 3.013      | 17.632      |
| 3     | 4.120               | 4.201      | 2.631      | 1.000      | 4.864      | 4.085      | 20.901      |
| 4     | 4.120               | 4.201      | 4.551      | 4.475      | 1.000      | 4.085      | 22.432      |
| 5     | 2.167               | 2.405      | 4.551      | 2.674      | 1.000      | 4.085      | 16.883      |
| 6     | 3.039               | 2.405      | 2.631      | 1.000      | 2.899      | 2.167      | 14.141      |
| 7     | 2.167               | 2.405      | 1.000      | 2.674      | 2.899      | 3.013      | 14.159      |
| 8     | 1.000               | 2.405      | 2.631      | 2.674      | 2.899      | 3.013      | 14.624      |
| 9     | 3.039               | 1.000      | 2.631      | 2.674      | 2.899      | 2.167      | 14.410      |
| 10    | 1.000               | 2.405      | 2.631      | 2.674      | 2.899      | 3.013      | 14.624      |
| 11    | 2.167               | 3.306      | 2.631      | 2.674      | 2.899      | 1.000      | 14.677      |
| 12    | 3.039               | 2.405      | 1.000      | 2.674      | 2.899      | 2.167      | 14.185      |
| 13    | 2.167               | 2.405      | 2.631      | 3.696      | 2.899      | 1.000      | 14.799      |
| 14    | 3.039               | 2.405      | 1.000      | 2.674      | 2.899      | 2.167      | 14.185      |
| 15    | 2.167               | 1.000      | 2.631      | 2.674      | 2.899      | 3.013      | 14.385      |
| 16    | 4.120               | 2.405      | 2.631      | 2.674      | 1.000      | 2.167      | 14.998      |
| 17    | 1.000               | 2.405      | 2.631      | 2.674      | 2.899      | 4.085      | 15.695      |
| 18    | 2.167               | 2.405      | 2.631      | 1.000      | 2.899      | 4.085      | 15.188      |
| 19    | 4.120               | 2.405      | 2.631      | 2.674      | 2.899      | 1.000      | 15.730      |
| 20    | 3.039               | 2.405      | 1.000      | 2.674      | 2.899      | 2.167      | 14.185      |
| 21    | 1.000               | 2.405      | 2.631      | 2.674      | 2.899      | 3.013      | 14.624      |
| 22    | 2.167               | 2.405      | 1.000      | 2.674      | 2.899      | 2.167      | 13.313      |
| 23    | 2.167               | 2.405      | 2.631      | 3.696      | 2.899      | 4.085      | 17.884      |
| 24    | 3.039               | 2.405      | 2.631      | 2.674      | 2.899      | 4.085      | 17.734      |
| 25    | 4.120               | 1.000      | 2.631      | 3.696      | 2.899      | 3.013      | 17.360      |
| 26    | 4.120               | 4.201      | 4.551      | 4.475      | 2.899      | 4.085      | 24.331      |
| 27    | 2.167               | 4.201      | 4.551      | 4.475      | 4.864      | 4.085      | 24.342      |
| 28    | 4.120               | 4.201      | 2.631      | 2.674      | 4.864      | 2.167      | 20.657      |
| 29    | 4.120               | 4.201      | 2.631      | 2.674      | 2.899      | 4.085      | 20.611      |
| 30    | 3.039               | 4.201      | 2.631      | 2.674      | 2.899      | 3.013      | 18.458      |
| 31    | 3.039               | 2.405      | 3.730      | 2.674      | 2.899      | 4.085      | 18.832      |
| 32    | 3.039               | 2.405      | 2.631      | 3.696      | 2.899      | 3.013      | 17.684      |
| 33    | 4.120               | 4.201      | 2.631      | 2.674      | 2.899      | 3.013      | 19.539      |

|    |       |       |       |       |       |       |        |
|----|-------|-------|-------|-------|-------|-------|--------|
| 34 | 4.120 | 4.201 | 2.631 | 3.696 | 2.899 | 2.167 | 19.715 |
| 35 | 4.120 | 3.306 | 2.631 | 2.674 | 2.899 | 3.013 | 18.644 |
| 36 | 4.120 | 3.306 | 2.631 | 2.674 | 2.899 | 3.013 | 18.644 |
| 37 | 4.120 | 3.306 | 3.730 | 2.674 | 2.899 | 2.167 | 18.896 |
| 38 | 3.039 | 2.405 | 2.631 | 2.674 | 2.899 | 2.167 | 15.816 |
| 39 | 2.167 | 2.405 | 2.631 | 2.674 | 2.899 | 3.013 | 15.790 |
| 40 | 2.167 | 2.405 | 2.631 | 2.674 | 2.899 | 4.085 | 16.862 |
| 41 | 2.167 | 2.405 | 3.730 | 3.696 | 2.899 | 4.085 | 18.983 |
| 42 | 3.039 | 3.306 | 4.551 | 4.475 | 2.899 | 2.167 | 20.436 |
| 43 | 2.167 | 3.306 | 3.730 | 4.475 | 2.899 | 2.167 | 18.743 |
| 44 | 2.167 | 2.405 | 2.631 | 4.475 | 2.899 | 4.085 | 18.662 |
| 45 | 2.167 | 2.405 | 2.631 | 2.674 | 2.899 | 4.085 | 16.862 |
| 46 | 2.167 | 3.306 | 3.730 | 2.674 | 2.899 | 2.167 | 16.943 |
| 47 | 3.039 | 2.405 | 2.631 | 2.674 | 4.176 | 2.167 | 17.092 |
| 48 | 2.167 | 1.000 | 2.631 | 3.696 | 2.899 | 4.085 | 16.479 |
| 49 | 2.167 | 3.306 | 2.631 | 2.674 | 2.899 | 3.013 | 16.691 |
| 50 | 2.167 | 4.201 | 2.631 | 2.674 | 2.899 | 2.167 | 16.739 |
| 51 | 2.167 | 3.306 | 2.631 | 2.674 | 4.176 | 3.013 | 17.967 |
| 52 | 4.120 | 3.306 | 2.631 | 3.696 | 2.899 | 4.085 | 20.738 |
| 53 | 4.120 | 4.201 | 4.551 | 4.475 | 2.899 | 4.085 | 24.331 |
| 54 | 4.120 | 2.405 | 4.551 | 4.475 | 4.864 | 4.085 | 24.500 |
| 55 | 4.120 | 4.201 | 3.730 | 4.475 | 2.899 | 3.013 | 22.438 |
| 56 | 4.120 | 4.201 | 4.551 | 4.475 | 2.899 | 4.085 | 24.331 |
| 57 | 3.039 | 3.306 | 3.730 | 4.475 | 2.899 | 4.085 | 21.533 |
| 58 | 3.039 | 3.306 | 3.730 | 4.475 | 2.899 | 4.085 | 21.533 |
| 59 | 3.039 | 3.306 | 4.551 | 3.696 | 4.176 | 3.013 | 21.781 |
| 60 | 3.039 | 2.405 | 4.551 | 2.674 | 4.176 | 2.167 | 19.012 |
| 61 | 4.120 | 2.405 | 2.631 | 4.475 | 4.176 | 2.167 | 19.974 |
| 62 | 4.120 | 4.201 | 2.631 | 2.674 | 4.176 | 2.167 | 19.969 |
| 63 | 4.120 | 2.405 | 2.631 | 2.674 | 2.899 | 4.085 | 18.816 |
| 64 | 4.120 | 2.405 | 2.631 | 2.674 | 2.899 | 4.085 | 18.816 |
| 65 | 2.167 | 2.405 | 2.631 | 2.674 | 2.899 | 4.085 | 16.862 |
| 66 | 3.039 | 4.201 | 2.631 | 2.674 | 2.899 | 2.167 | 17.611 |
| 67 | 4.120 | 2.405 | 3.730 | 2.674 | 4.176 | 2.167 | 19.272 |
| 68 | 4.120 | 2.405 | 2.631 | 2.674 | 2.899 | 4.085 | 18.816 |
| 69 | 4.120 | 2.405 | 2.631 | 2.674 | 2.899 | 3.013 | 17.744 |
| 70 | 2.167 | 2.405 | 2.631 | 2.674 | 2.899 | 3.013 | 15.790 |
| 71 | 3.039 | 2.405 | 3.730 | 2.674 | 2.899 | 2.167 | 16.914 |
| 72 | 3.039 | 2.405 | 2.631 | 3.696 | 2.899 | 2.167 | 16.838 |
| 73 | 3.039 | 2.405 | 2.631 | 2.674 | 2.899 | 3.013 | 16.662 |
| 74 | 4.120 | 2.405 | 2.631 | 2.674 | 2.899 | 4.085 | 18.816 |

|     |       |       |       |       |       |       |        |
|-----|-------|-------|-------|-------|-------|-------|--------|
| 75  | 2.167 | 2.405 | 2.631 | 2.674 | 2.899 | 4.085 | 16.862 |
| 76  | 2.167 | 2.405 | 2.631 | 2.674 | 2.899 | 4.085 | 16.862 |
| 77  | 3.039 | 4.201 | 3.730 | 4.475 | 2.899 | 4.085 | 22.428 |
| 78  | 4.120 | 4.201 | 4.551 | 4.475 | 1.000 | 3.013 | 21.360 |
| 79  | 3.039 | 4.201 | 3.730 | 4.475 | 2.899 | 4.085 | 22.428 |
| 80  | 3.039 | 4.201 | 3.730 | 1.000 | 2.899 | 4.085 | 18.953 |
| 81  | 3.039 | 4.201 | 3.730 | 4.475 | 4.864 | 2.167 | 22.474 |
| 82  | 3.039 | 4.201 | 4.551 | 4.475 | 2.899 | 4.085 | 23.250 |
| 83  | 4.120 | 4.201 | 4.551 | 3.696 | 2.899 | 4.085 | 23.553 |
| 84  | 4.120 | 4.201 | 4.551 | 3.696 | 2.899 | 4.085 | 23.553 |
| 85  | 3.039 | 3.306 | 3.730 | 3.696 | 4.176 | 3.013 | 20.959 |
| 86  | 2.167 | 3.306 | 2.631 | 2.674 | 2.899 | 2.167 | 15.844 |
| 87  | 4.120 | 4.201 | 2.631 | 2.674 | 2.899 | 3.013 | 19.539 |
| 88  | 4.120 | 3.306 | 2.631 | 2.674 | 2.899 | 4.085 | 19.716 |
| 89  | 3.039 | 4.201 | 2.631 | 2.674 | 2.899 | 3.013 | 18.458 |
| 90  | 3.039 | 4.201 | 2.631 | 2.674 | 2.899 | 3.013 | 18.458 |
| 91  | 4.120 | 4.201 | 2.631 | 2.674 | 2.899 | 3.013 | 19.539 |
| 92  | 4.120 | 4.201 | 2.631 | 2.674 | 2.899 | 4.085 | 20.611 |
| 93  | 4.120 | 3.306 | 2.631 | 2.674 | 2.899 | 4.085 | 19.716 |
| 94  | 4.120 | 2.405 | 3.730 | 2.674 | 2.899 | 3.013 | 18.842 |
| 95  | 4.120 | 2.405 | 2.631 | 4.475 | 4.864 | 4.085 | 22.580 |
| 96  | 4.120 | 2.405 | 2.631 | 4.475 | 4.864 | 4.085 | 22.580 |
| 97  | 4.120 | 3.306 | 2.631 | 4.475 | 4.864 | 2.167 | 21.562 |
| 98  | 4.120 | 3.306 | 4.551 | 2.674 | 2.899 | 4.085 | 21.636 |
| 99  | 4.120 | 4.201 | 2.631 | 2.674 | 4.864 | 4.085 | 22.575 |
| 100 | 2.167 | 4.201 | 4.551 | 4.475 | 4.864 | 2.167 | 22.424 |

## 2. Hasil MSI Penilaian Konsumen ( $X_2$ )

| n=100 | Successive Interval |            |            |            |            |             |
|-------|---------------------|------------|------------|------------|------------|-------------|
|       | $X_{2\_1}$          | $X_{2\_2}$ | $X_{2\_3}$ | $X_{2\_4}$ | $X_{2\_5}$ | Total $X_2$ |
| 1     | 3.705               | 3.720      | 3.517      | 3.547      | 2.200      | 16.690      |
| 2     | 1.000               | 1.000      | 1.000      | 1.000      | 1.000      | 5.000       |
| 3     | 2.276               | 3.720      | 3.517      | 3.547      | 2.200      | 15.261      |
| 4     | 1.000               | 1.000      | 1.000      | 1.000      | 1.000      | 5.000       |
| 5     | 1.000               | 1.000      | 1.000      | 1.000      | 1.000      | 5.000       |
| 6     | 3.705               | 3.720      | 3.517      | 3.547      | 3.607      | 18.097      |
| 7     | 3.705               | 3.720      | 3.517      | 3.547      | 3.607      | 18.097      |
| 8     | 3.705               | 2.291      | 3.517      | 2.161      | 3.607      | 15.281      |
| 9     | 2.276               | 2.291      | 2.131      | 2.161      | 2.200      | 11.058      |

|    |       |       |       |       |       |        |
|----|-------|-------|-------|-------|-------|--------|
| 10 | 3.705 | 3.720 | 3.517 | 3.547 | 3.607 | 18.097 |
| 11 | 3.705 | 3.720 | 3.517 | 3.547 | 3.607 | 18.097 |
| 12 | 2.276 | 2.291 | 2.131 | 2.161 | 2.200 | 11.058 |
| 13 | 2.276 | 3.720 | 3.517 | 3.547 | 3.607 | 16.668 |
| 14 | 3.705 | 3.720 | 3.517 | 3.547 | 3.607 | 18.097 |
| 15 | 3.705 | 3.720 | 3.517 | 3.547 | 3.607 | 18.097 |
| 16 | 2.276 | 2.291 | 2.131 | 2.161 | 2.200 | 11.058 |
| 17 | 2.276 | 2.291 | 2.131 | 2.161 | 2.200 | 11.058 |
| 18 | 3.705 | 3.720 | 3.517 | 1.000 | 3.607 | 15.550 |
| 19 | 2.276 | 2.291 | 3.517 | 3.547 | 3.607 | 15.239 |
| 20 | 2.276 | 3.720 | 2.131 | 3.547 | 2.200 | 13.875 |
| 21 | 2.276 | 2.291 | 2.131 | 2.161 | 2.200 | 11.058 |
| 22 | 2.276 | 2.291 | 2.131 | 2.161 | 2.200 | 11.058 |
| 23 | 3.705 | 3.720 | 3.517 | 3.547 | 3.607 | 18.097 |
| 24 | 2.276 | 2.291 | 2.131 | 2.161 | 2.200 | 11.058 |
| 25 | 2.276 | 3.720 | 2.131 | 1.000 | 1.000 | 10.127 |
| 26 | 3.705 | 3.720 | 3.517 | 2.161 | 3.607 | 16.711 |
| 27 | 2.276 | 3.720 | 2.131 | 2.161 | 2.200 | 12.488 |
| 28 | 3.705 | 3.720 | 3.517 | 3.547 | 3.607 | 18.097 |
| 29 | 2.276 | 2.291 | 2.131 | 2.161 | 2.200 | 11.058 |
| 30 | 3.705 | 3.720 | 3.517 | 3.547 | 3.607 | 18.097 |
| 31 | 1.000 | 2.291 | 2.131 | 3.547 | 3.607 | 12.576 |
| 32 | 2.276 | 3.720 | 3.517 | 3.547 | 3.607 | 16.668 |
| 33 | 3.705 | 2.291 | 3.517 | 3.547 | 2.200 | 15.261 |
| 34 | 2.276 | 2.291 | 3.517 | 3.547 | 3.607 | 15.239 |
| 35 | 3.705 | 3.720 | 3.517 | 3.547 | 3.607 | 18.097 |
| 36 | 2.276 | 2.291 | 2.131 | 2.161 | 2.200 | 11.058 |
| 37 | 3.705 | 3.720 | 3.517 | 3.547 | 3.607 | 18.097 |
| 38 | 2.276 | 3.720 | 3.517 | 3.547 | 3.607 | 16.668 |
| 39 | 3.705 | 3.720 | 3.517 | 3.547 | 3.607 | 18.097 |
| 40 | 2.276 | 2.291 | 2.131 | 2.161 | 3.607 | 12.466 |
| 41 | 3.705 | 1.000 | 3.517 | 2.161 | 3.607 | 13.990 |
| 42 | 3.705 | 2.291 | 3.517 | 3.547 | 2.200 | 15.261 |
| 43 | 3.705 | 3.720 | 3.517 | 3.547 | 3.607 | 18.097 |
| 44 | 3.705 | 2.291 | 3.517 | 3.547 | 3.607 | 16.668 |
| 45 | 2.276 | 3.720 | 1.000 | 2.161 | 2.200 | 11.357 |
| 46 | 2.276 | 2.291 | 2.131 | 2.161 | 2.200 | 11.058 |
| 47 | 2.276 | 2.291 | 2.131 | 2.161 | 2.200 | 11.058 |
| 48 | 3.705 | 2.291 | 1.000 | 1.000 | 3.607 | 11.603 |
| 49 | 3.705 | 2.291 | 2.131 | 2.161 | 2.200 | 12.488 |
| 50 | 3.705 | 3.720 | 3.517 | 3.547 | 3.607 | 18.097 |

|    |       |       |       |       |       |        |
|----|-------|-------|-------|-------|-------|--------|
| 51 | 2.276 | 3.720 | 3.517 | 3.547 | 3.607 | 16.668 |
| 52 | 2.276 | 2.291 | 2.131 | 3.547 | 2.200 | 12.445 |
| 53 | 2.276 | 3.720 | 2.131 | 2.161 | 2.200 | 12.488 |
| 54 | 1.000 | 2.291 | 1.000 | 1.000 | 2.200 | 7.491  |
| 55 | 3.705 | 3.720 | 3.517 | 3.547 | 3.607 | 18.097 |
| 56 | 2.276 | 2.291 | 2.131 | 3.547 | 2.200 | 12.445 |
| 57 | 2.276 | 2.291 | 2.131 | 3.547 | 3.607 | 13.852 |
| 58 | 2.276 | 3.720 | 3.517 | 3.547 | 3.607 | 16.668 |
| 59 | 3.705 | 3.720 | 3.517 | 2.161 | 3.607 | 16.711 |
| 60 | 3.705 | 3.720 | 3.517 | 3.547 | 3.607 | 18.097 |
| 61 | 3.705 | 3.720 | 3.517 | 3.547 | 3.607 | 18.097 |
| 62 | 3.705 | 3.720 | 3.517 | 3.547 | 2.200 | 16.690 |
| 63 | 3.705 | 3.720 | 3.517 | 3.547 | 3.607 | 18.097 |
| 64 | 2.276 | 2.291 | 3.517 | 3.547 | 2.200 | 13.831 |
| 65 | 2.276 | 2.291 | 3.517 | 2.161 | 3.607 | 13.852 |
| 66 | 3.705 | 3.720 | 3.517 | 3.547 | 3.607 | 18.097 |
| 67 | 2.276 | 3.720 | 2.131 | 2.161 | 2.200 | 12.488 |
| 68 | 3.705 | 3.720 | 3.517 | 3.547 | 2.200 | 16.690 |
| 69 | 2.276 | 2.291 | 2.131 | 2.161 | 2.200 | 11.058 |
| 70 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 | 5.000  |
| 71 | 2.276 | 2.291 | 2.131 | 2.161 | 2.200 | 11.058 |
| 72 | 3.705 | 3.720 | 3.517 | 3.547 | 3.607 | 18.097 |
| 73 | 3.705 | 2.291 | 2.131 | 2.161 | 2.200 | 12.488 |
| 74 | 3.705 | 2.291 | 2.131 | 3.547 | 3.607 | 15.281 |
| 75 | 3.705 | 3.720 | 3.517 | 3.547 | 3.607 | 18.097 |
| 76 | 3.705 | 3.720 | 3.517 | 3.547 | 3.607 | 18.097 |
| 77 | 3.705 | 2.291 | 3.517 | 3.547 | 3.607 | 16.668 |
| 78 | 3.705 | 3.720 | 3.517 | 3.547 | 3.607 | 18.097 |
| 79 | 2.276 | 2.291 | 1.000 | 2.161 | 2.200 | 9.928  |
| 80 | 3.705 | 3.720 | 3.517 | 2.161 | 2.200 | 15.304 |
| 81 | 3.705 | 2.291 | 2.131 | 3.547 | 3.607 | 15.281 |
| 82 | 2.276 | 2.291 | 2.131 | 2.161 | 2.200 | 11.058 |
| 83 | 3.705 | 3.720 | 3.517 | 3.547 | 3.607 | 18.097 |
| 84 | 3.705 | 3.720 | 3.517 | 3.547 | 3.607 | 18.097 |
| 85 | 3.705 | 2.291 | 2.131 | 2.161 | 3.607 | 13.895 |
| 86 | 2.276 | 3.720 | 2.131 | 2.161 | 3.607 | 13.895 |
| 87 | 3.705 | 3.720 | 3.517 | 2.161 | 3.607 | 16.711 |
| 88 | 3.705 | 3.720 | 3.517 | 3.547 | 3.607 | 18.097 |
| 89 | 3.705 | 3.720 | 3.517 | 3.547 | 3.607 | 18.097 |
| 90 | 2.276 | 2.291 | 2.131 | 2.161 | 2.200 | 11.058 |
| 91 | 3.705 | 3.720 | 3.517 | 3.547 | 3.607 | 18.097 |

|     |       |       |       |       |       |        |
|-----|-------|-------|-------|-------|-------|--------|
| 92  | 3.705 | 3.720 | 3.517 | 3.547 | 1.000 | 15.490 |
| 93  | 2.276 | 2.291 | 2.131 | 2.161 | 2.200 | 11.058 |
| 94  | 2.276 | 1.000 | 3.517 | 2.161 | 1.000 | 9.954  |
| 95  | 3.705 | 3.720 | 2.131 | 2.161 | 3.607 | 15.324 |
| 96  | 3.705 | 3.720 | 3.517 | 3.547 | 3.607 | 18.097 |
| 97  | 3.705 | 3.720 | 3.517 | 3.547 | 3.607 | 18.097 |
| 98  | 3.705 | 3.720 | 3.517 | 3.547 | 3.607 | 18.097 |
| 99  | 3.705 | 2.291 | 3.517 | 3.547 | 3.607 | 16.668 |
| 100 | 3.705 | 2.291 | 3.517 | 3.547 | 2.200 | 15.261 |

### 3. Hasil MSI Harga ( $X_3$ )

| n=100 | Successive Interval |            |            |            |            |             |
|-------|---------------------|------------|------------|------------|------------|-------------|
|       | $X_{3\_1}$          | $X_{3\_2}$ | $X_{3\_3}$ | $X_{3\_4}$ | $X_{3\_5}$ | Total $X_3$ |
| 1     | 3.355               | 3.301      | 3.662      | 2.700      | 3.244      | 16.263      |
| 2     | 1.000               | 1.000      | 3.662      | 2.700      | 1.000      | 9.363       |
| 3     | 1.954               | 1.922      | 3.662      | 1.000      | 1.000      | 9.538       |
| 4     | 1.000               | 1.000      | 3.662      | 2.700      | 3.244      | 11.607      |
| 5     | 1.000               | 1.000      | 3.662      | 2.700      | 3.244      | 11.607      |
| 6     | 3.355               | 1.000      | 1.000      | 1.000      | 3.244      | 9.599       |
| 7     | 3.355               | 3.301      | 2.090      | 2.700      | 3.244      | 14.691      |
| 8     | 3.355               | 1.922      | 3.662      | 2.700      | 3.244      | 14.884      |
| 9     | 3.355               | 1.922      | 2.090      | 2.700      | 1.000      | 11.068      |
| 10    | 3.355               | 3.301      | 2.090      | 2.700      | 1.000      | 12.447      |
| 11    | 3.355               | 1.922      | 3.662      | 2.700      | 1.000      | 12.640      |
| 12    | 1.954               | 1.922      | 3.662      | 2.700      | 1.692      | 11.931      |
| 13    | 3.355               | 1.922      | 3.662      | 1.000      | 3.244      | 13.184      |
| 14    | 3.355               | 1.000      | 1.000      | 1.000      | 3.244      | 9.599       |
| 15    | 3.355               | 1.000      | 1.000      | 1.000      | 3.244      | 9.599       |
| 16    | 3.355               | 1.922      | 2.090      | 1.000      | 3.244      | 11.611      |
| 17    | 1.954               | 1.922      | 3.662      | 1.000      | 3.244      | 11.782      |
| 18    | 3.355               | 1.922      | 2.090      | 2.700      | 3.244      | 13.312      |
| 19    | 3.355               | 1.922      | 3.662      | 1.620      | 3.244      | 13.803      |
| 20    | 1.954               | 1.922      | 2.090      | 1.000      | 1.000      | 7.966       |
| 21    | 1.954               | 1.922      | 2.090      | 1.000      | 1.692      | 8.658       |
| 22    | 1.954               | 1.922      | 2.090      | 1.000      | 1.692      | 8.658       |
| 23    | 3.355               | 3.301      | 3.662      | 1.000      | 3.244      | 14.563      |
| 24    | 3.355               | 3.301      | 3.662      | 1.000      | 1.692      | 13.011      |
| 25    | 1.954               | 1.922      | 2.090      | 1.000      | 3.244      | 10.210      |
| 26    | 1.954               | 1.922      | 2.090      | 1.000      | 3.244      | 10.210      |

|    |       |       |       |       |       |        |
|----|-------|-------|-------|-------|-------|--------|
| 27 | 1.954 | 1.922 | 2.090 | 1.000 | 1.692 | 8.658  |
| 28 | 3.355 | 1.922 | 2.090 | 1.000 | 1.692 | 10.059 |
| 29 | 1.954 | 1.922 | 2.090 | 1.000 | 1.692 | 8.658  |
| 30 | 3.355 | 1.922 | 2.090 | 1.000 | 1.692 | 10.059 |
| 31 | 1.954 | 1.922 | 2.090 | 1.000 | 3.244 | 10.210 |
| 32 | 3.355 | 1.000 | 2.090 | 1.000 | 3.244 | 10.689 |
| 33 | 3.355 | 1.922 | 2.090 | 1.000 | 3.244 | 11.611 |
| 34 | 3.355 | 1.000 | 2.090 | 1.000 | 3.244 | 10.689 |
| 35 | 3.355 | 3.301 | 2.090 | 1.000 | 3.244 | 12.990 |
| 36 | 3.355 | 3.301 | 3.662 | 1.000 | 3.244 | 14.563 |
| 37 | 3.355 | 3.301 | 3.662 | 1.000 | 3.244 | 14.563 |
| 38 | 3.355 | 1.000 | 2.090 | 1.000 | 3.244 | 10.689 |
| 39 | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 40 | 1.000 | 3.301 | 3.662 | 2.700 | 3.244 | 13.908 |
| 41 | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 42 | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 43 | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 44 | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 45 | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 46 | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 47 | 1.954 | 3.301 | 3.662 | 2.700 | 3.244 | 14.862 |
| 48 | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 49 | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 50 | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 51 | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 52 | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 53 | 1.000 | 3.301 | 3.662 | 2.700 | 3.244 | 13.908 |
| 54 | 1.000 | 3.301 | 3.662 | 2.700 | 3.244 | 13.908 |
| 55 | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 56 | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 57 | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 58 | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 59 | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 60 | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 61 | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 62 | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 63 | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 64 | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 65 | 1.954 | 3.301 | 3.662 | 2.700 | 3.244 | 14.862 |
| 66 | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 67 | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |

|     |       |       |       |       |       |        |
|-----|-------|-------|-------|-------|-------|--------|
| 68  | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 69  | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 70  | 1.000 | 3.301 | 3.662 | 2.700 | 3.244 | 13.908 |
| 71  | 1.954 | 3.301 | 3.662 | 2.700 | 3.244 | 14.862 |
| 72  | 1.954 | 3.301 | 3.662 | 2.700 | 3.244 | 14.862 |
| 73  | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 74  | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 75  | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 76  | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 77  | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 78  | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 79  | 1.000 | 3.301 | 3.662 | 2.700 | 3.244 | 13.908 |
| 80  | 1.954 | 3.301 | 3.662 | 2.700 | 3.244 | 14.862 |
| 81  | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 82  | 1.954 | 3.301 | 3.662 | 2.700 | 3.244 | 14.862 |
| 83  | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 84  | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 85  | 1.954 | 3.301 | 3.662 | 2.700 | 3.244 | 14.862 |
| 86  | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 87  | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 88  | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 89  | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 90  | 1.954 | 3.301 | 3.662 | 2.700 | 3.244 | 14.862 |
| 91  | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 92  | 1.954 | 3.301 | 3.662 | 2.700 | 3.244 | 14.862 |
| 93  | 1.954 | 3.301 | 3.662 | 2.700 | 3.244 | 14.862 |
| 94  | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 95  | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 96  | 1.954 | 3.301 | 3.662 | 2.700 | 3.244 | 14.862 |
| 97  | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 98  | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 99  | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |
| 100 | 3.355 | 3.301 | 3.662 | 2.700 | 3.244 | 16.263 |

4. Hasil MSI Permintaan Barang *Fashion* (Y)

| n=100 | Successive Interval |       |       |       |         |
|-------|---------------------|-------|-------|-------|---------|
|       | Y_1                 | Y_2   | Y_3   | Y_4   | Total Y |
| 1     | 1.000               | 3.511 | 3.876 | 3.578 | 11.966  |
| 2     | 1.000               | 1.000 | 3.876 | 1.000 | 6.876   |
| 3     | 1.000               | 1.833 | 3.876 | 3.578 | 10.287  |
| 4     | 1.000               | 1.000 | 3.876 | 1.000 | 6.876   |
| 5     | 1.000               | 1.000 | 3.876 | 1.000 | 6.876   |
| 6     | 1.000               | 3.511 | 3.876 | 3.578 | 11.966  |
| 7     | 1.000               | 3.511 | 3.876 | 3.578 | 11.966  |
| 8     | 1.000               | 1.833 | 2.114 | 3.578 | 8.525   |
| 9     | 1.000               | 1.833 | 2.114 | 2.190 | 7.137   |
| 10    | 1.000               | 3.511 | 3.876 | 3.578 | 11.966  |
| 11    | 1.000               | 3.511 | 3.876 | 3.578 | 11.966  |
| 12    | 1.000               | 1.833 | 2.114 | 2.190 | 7.137   |
| 13    | 1.000               | 3.511 | 2.114 | 2.190 | 8.816   |
| 14    | 1.000               | 3.511 | 3.876 | 2.190 | 10.578  |
| 15    | 1.000               | 1.833 | 2.114 | 3.578 | 8.525   |
| 16    | 1.000               | 3.511 | 2.114 | 2.190 | 8.816   |
| 17    | 1.000               | 1.833 | 1.000 | 1.000 | 4.833   |
| 18    | 1.000               | 3.511 | 3.876 | 3.578 | 11.966  |
| 19    | 1.000               | 1.833 | 2.114 | 2.190 | 7.137   |
| 20    | 1.000               | 1.833 | 2.114 | 3.578 | 8.525   |
| 21    | 1.000               | 1.833 | 2.114 | 2.190 | 7.137   |
| 22    | 1.000               | 1.833 | 1.489 | 2.190 | 6.512   |
| 23    | 1.000               | 3.511 | 3.876 | 3.578 | 11.966  |
| 24    | 2.715               | 3.511 | 3.876 | 3.578 | 13.680  |
| 25    | 2.715               | 3.511 | 3.876 | 1.000 | 11.102  |
| 26    | 2.715               | 3.511 | 3.876 | 2.190 | 12.293  |
| 27    | 2.715               | 3.511 | 3.876 | 2.190 | 12.293  |
| 28    | 2.715               | 3.511 | 3.876 | 2.190 | 12.293  |
| 29    | 2.715               | 3.511 | 3.876 | 2.190 | 12.293  |
| 30    | 2.715               | 3.511 | 3.876 | 3.578 | 13.680  |
| 31    | 2.715               | 3.511 | 3.876 | 3.578 | 13.680  |
| 32    | 2.715               | 3.511 | 3.876 | 3.578 | 13.680  |
| 33    | 2.715               | 3.511 | 3.876 | 3.578 | 13.680  |
| 34    | 2.715               | 3.511 | 3.876 | 3.578 | 13.680  |
| 35    | 2.715               | 3.511 | 3.876 | 3.578 | 13.680  |
| 36    | 2.715               | 3.511 | 3.876 | 3.578 | 13.680  |
| 37    | 2.715               | 3.511 | 3.876 | 2.190 | 12.293  |

|    |       |       |       |       |        |
|----|-------|-------|-------|-------|--------|
| 38 | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 39 | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 40 | 2.715 | 3.511 | 3.876 | 1.000 | 11.102 |
| 41 | 2.715 | 3.511 | 3.876 | 2.190 | 12.293 |
| 42 | 2.715 | 3.511 | 3.876 | 2.190 | 12.293 |
| 43 | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 44 | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 45 | 2.715 | 3.511 | 3.876 | 2.190 | 12.293 |
| 46 | 2.715 | 3.511 | 3.876 | 2.190 | 12.293 |
| 47 | 2.715 | 3.511 | 3.876 | 2.190 | 12.293 |
| 48 | 2.715 | 3.511 | 3.876 | 2.190 | 12.293 |
| 49 | 2.715 | 3.511 | 3.876 | 1.000 | 11.102 |
| 50 | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 51 | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 52 | 2.715 | 3.511 | 3.876 | 2.190 | 12.293 |
| 53 | 2.715 | 3.511 | 3.876 | 2.190 | 12.293 |
| 54 | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 55 | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 56 | 2.715 | 3.511 | 3.876 | 2.190 | 12.293 |
| 57 | 2.715 | 3.511 | 3.876 | 2.190 | 12.293 |
| 58 | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 59 | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 60 | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 61 | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 62 | 2.715 | 3.511 | 3.876 | 2.190 | 12.293 |
| 63 | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 64 | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 65 | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 66 | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 67 | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 68 | 2.715 | 3.511 | 3.876 | 2.190 | 12.293 |
| 69 | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 70 | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 71 | 2.715 | 3.511 | 3.876 | 2.190 | 12.293 |
| 72 | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 73 | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 74 | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 75 | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 76 | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 77 | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 78 | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |

|     |       |       |       |       |        |
|-----|-------|-------|-------|-------|--------|
| 79  | 2.715 | 3.511 | 3.876 | 2.190 | 12.293 |
| 80  | 2.715 | 3.511 | 3.876 | 2.190 | 12.293 |
| 81  | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 82  | 2.715 | 3.511 | 3.876 | 2.190 | 12.293 |
| 83  | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 84  | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 85  | 2.715 | 3.511 | 3.876 | 2.190 | 12.293 |
| 86  | 2.715 | 3.511 | 3.876 | 2.190 | 12.293 |
| 87  | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 88  | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 89  | 2.715 | 3.511 | 3.876 | 2.190 | 12.293 |
| 90  | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 91  | 2.715 | 3.511 | 3.876 | 2.190 | 12.293 |
| 92  | 2.715 | 3.511 | 3.876 | 2.190 | 12.293 |
| 93  | 2.715 | 3.511 | 3.876 | 2.190 | 12.293 |
| 94  | 2.715 | 3.511 | 3.876 | 1.000 | 11.102 |
| 95  | 2.715 | 3.511 | 3.876 | 2.190 | 12.293 |
| 96  | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 97  | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 98  | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 99  | 2.715 | 3.511 | 3.876 | 3.578 | 13.680 |
| 100 | 2.715 | 3.511 | 3.876 | 2.190 | 12.293 |

*Lampiran IV***HASIL UJI VALIDITAS DAN UJI RELIABILITAS****1. Uji Validitas Promosi (X<sub>1</sub>)**

|                              | X1_1   | X1_2   | X1_3   | X1_4   | X1_5   | X1_6   | Total_X1 |
|------------------------------|--------|--------|--------|--------|--------|--------|----------|
| X1_1 Pearson Correlation     | 1      | .315** | .142   | .127   | .104   | .103   | .546**   |
| Sig. (2-tailed)              |        | .001   | .159   | .208   | .305   | .306   | .000     |
| N                            | 100    | 100    | 100    | 100    | 100    | 100    | 100      |
| X1_2 Pearson Correlation     | .315** | 1      | .381** | .275** | .142   | .054   | .661**   |
| Sig. (2-tailed)              | .001   |        | .000   | .006   | .160   | .596   | .000     |
| N                            | 100    | 100    | 100    | 100    | 100    | 100    | 100      |
| X1_3 Pearson Correlation     | .142   | .381** | 1      | .539** | .112   | .181   | .694**   |
| Sig. (2-tailed)              | .159   | .000   |        | .000   | .265   | .072   | .000     |
| N                            | 100    | 100    | 100    | 100    | 100    | 100    | 100      |
| X1_4 Pearson Correlation     | .127   | .275** | .539** | 1      | .242*  | .100   | .670**   |
| Sig. (2-tailed)              | .208   | .006   | .000   |        | .015   | .323   | .000     |
| N                            | 100    | 100    | 100    | 100    | 100    | 100    | 100      |
| X1_5 Pearson Correlation     | .104   | .142   | .112   | .242*  | 1      | -.122  | .384**   |
| Sig. (2-tailed)              | .305   | .160   | .265   | .015   |        | .228   | .000     |
| N                            | 100    | 100    | 100    | 100    | 100    | 100    | 100      |
| X1_6 Pearson Correlation     | .103   | .054   | .181   | .100   | -.122  | 1      | .413**   |
| Sig. (2-tailed)              | .306   | .596   | .072   | .323   | .228   |        | .000     |
| N                            | 100    | 100    | 100    | 100    | 100    | 100    | 100      |
| Total_X1 Pearson Correlation | .546** | .661** | .694** | .670** | .384** | .413** | 1        |
| Sig. (2-tailed)              | .000   | .000   | .000   | .000   | .000   | .000   |          |
| N                            | 100    | 100    | 100    | 100    | 100    | 100    | 100      |

2. Uji Validitas Penilaian Konsumen ( $X_2$ )

|          |                     | X2_1   | X2_2   | X2_3   | X2_4   | X2_5   | Total_X2 |
|----------|---------------------|--------|--------|--------|--------|--------|----------|
| X2_1     | Pearson Correlation | 1      | .554** | .694** | .539** | .592** | .822**   |
|          | Sig. (2-tailed)     |        | .000   | .000   | .000   | .000   | .000     |
|          | N                   | 100    | 100    | 100    | 100    | 100    | 100      |
| X2_2     | Pearson Correlation | .554** | 1      | .579** | .526** | .527** | .774**   |
|          | Sig. (2-tailed)     | .000   |        | .000   | .000   | .000   | .000     |
|          | N                   | 100    | 100    | 100    | 100    | 100    | 100      |
| X2_3     | Pearson Correlation | .694** | .579** | 1      | .732** | .588** | .879**   |
|          | Sig. (2-tailed)     | .000   | .000   |        | .000   | .000   | .000     |
|          | N                   | 100    | 100    | 100    | 100    | 100    | 100      |
| X2_4     | Pearson Correlation | .539** | .526** | .732** | 1      | .563** | .824**   |
|          | Sig. (2-tailed)     | .000   | .000   | .000   |        | .000   | .000     |
|          | N                   | 100    | 100    | 100    | 100    | 100    | 100      |
| X2_5     | Pearson Correlation | .592** | .527** | .588** | .563** | 1      | .798**   |
|          | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |        | .000     |
|          | N                   | 100    | 100    | 100    | 100    | 100    | 100      |
| Total_X2 | Pearson Correlation | .822** | .774** | .879** | .824** | .798** | 1        |
|          | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   |          |
|          | N                   | 100    | 100    | 100    | 100    | 100    | 100      |

3. Uji Validitas Harga (X<sub>3</sub>)

|          |                     | X3_1   | X3_2   | X3_3   | X3_4   | X3_5   | Total_X3 |
|----------|---------------------|--------|--------|--------|--------|--------|----------|
| X3_1     | Pearson Correlation | 1      | .201*  | -.059  | -.003  | .162   | .376**   |
|          | Sig. (2-tailed)     |        | .045   | .557   | .980   | .107   | .000     |
|          | N                   | 100    | 100    | 100    | 100    | 100    | 100      |
| X3_2     | Pearson Correlation | .201*  | 1      | .673** | .606** | .327** | .841**   |
|          | Sig. (2-tailed)     | .045   |        | .000   | .000   | .001   | .000     |
|          | N                   | 100    | 100    | 100    | 100    | 100    | 100      |
| X3_3     | Pearson Correlation | -.059  | .673** | 1      | .686** | .256*  | .758**   |
|          | Sig. (2-tailed)     | .557   | .000   |        | .000   | .010   | .000     |
|          | N                   | 100    | 100    | 100    | 100    | 100    | 100      |
| X3_4     | Pearson Correlation | -.003  | .606** | .686** | 1      | .246*  | .806**   |
|          | Sig. (2-tailed)     | .980   | .000   | .000   |        | .014   | .000     |
|          | N                   | 100    | 100    | 100    | 100    | 100    | 100      |
| X3_5     | Pearson Correlation | .162   | .327** | .256*  | .246*  | 1      | .550**   |
|          | Sig. (2-tailed)     | .107   | .001   | .010   | .014   |        | .000     |
|          | N                   | 100    | 100    | 100    | 100    | 100    | 100      |
| Total_X3 | Pearson Correlation | .376** | .841** | .758** | .806** | .550** | 1        |
|          | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   |          |
|          | N                   | 100    | 100    | 100    | 100    | 100    | 100      |

4. Uji Validitas Permintaan Barang *Fashion* (Y)

|         |                     | Y1     | Y2     | Y3     | Y4     | Total_Y |
|---------|---------------------|--------|--------|--------|--------|---------|
| Y1      | Pearson Correlation | 1      | .664** | .572** | .142   | .838**  |
|         | Sig. (2-tailed)     |        | .000   | .000   | .160   | .000    |
|         | N                   | 100    | 100    | 100    | 100    | 100     |
| Y2      | Pearson Correlation | .664** | 1      | .494** | .373** | .826**  |
|         | Sig. (2-tailed)     | .000   |        | .000   | .000   | .000    |
|         | N                   | 100    | 100    | 100    | 100    | 100     |
| Y3      | Pearson Correlation | .572** | .494** | 1      | .230*  | .732**  |
|         | Sig. (2-tailed)     | .000   | .000   |        | .021   | .000    |
|         | N                   | 100    | 100    | 100    | 100    | 100     |
| Y4      | Pearson Correlation | .142   | .373** | .230*  | 1      | .580**  |
|         | Sig. (2-tailed)     | .160   | .000   | .021   |        | .000    |
|         | N                   | 100    | 100    | 100    | 100    | 100     |
| Total_Y | Pearson Correlation | .838** | .826** | .732** | .580** | 1       |
|         | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |         |
|         | N                   | 100    | 100    | 100    | 100    | 100     |

1. Uji Reliabilitas Promosi ( $X_1$ )

|                  |            |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .571             | 6          |

|      | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X1_1 | 18.11                      | 6.644                          | .272                             | .543                             |
| X1_2 | 18.40                      | 5.939                          | .411                             | .475                             |
| X1_3 | 18.70                      | 6.030                          | .497                             | .442                             |
| X1_4 | 18.61                      | 6.018                          | .445                             | .461                             |
| X1_5 | 18.89                      | 7.654                          | .154                             | .582                             |
| X1_6 | 18.09                      | 7.355                          | .110                             | .614                             |

2. Uji Reliabilitas Penilaian Konsumen ( $X_2$ )

|                  |            |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .878             | 5          |

|      | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X2_1 | 17.98                      | 4.404                          | .716                             | .850                             |
| X2_2 | 17.99                      | 4.555                          | .647                             | .866                             |
| X2_3 | 17.96                      | 4.120                          | .797                             | .830                             |
| X2_4 | 17.98                      | 4.303                          | .711                             | .851                             |
| X2_5 | 17.97                      | 4.433                          | .676                             | .860                             |

### 3. Uji Reliabilitas Harga ( $X_3$ )

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .683             | 5          |

|      | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X3_1 | 18.62                      | 4.076                          | .091                             | .765                             |
| X3_2 | 18.63                      | 2.761                          | .707                             | .505                             |
| X3_3 | 18.50                      | 3.303                          | .627                             | .574                             |
| X3_4 | 18.77                      | 2.401                          | .561                             | .578                             |
| X3_5 | 18.44                      | 3.724                          | .343                             | .670                             |

### 4. Uji Reliabilitas Permintaan Barang *Fashion* (Y)

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .688             | 4          |

|    | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Y1 | 14.17                      | 1.355                          | .552                             | .601                             |
| Y2 | 13.87                      | 2.054                          | .715                             | .528                             |
| Y3 | 13.85                      | 2.189                          | .575                             | .592                             |
| Y4 | 14.24                      | 2.245                          | .259                             | .755                             |

*Lampiran V*

**Hasil Uji *Path Analysis***

1. *Path Analysis*

|                       |                     | Total_X1 | Total_X2 | Total_X3 |
|-----------------------|---------------------|----------|----------|----------|
| Promosi               | Pearson Correlation | 1        | .034     | .261**   |
|                       | Sig. (2-tailed)     |          | .738     | .009     |
|                       | N                   | 100      | 100      | 100      |
| Penilaian<br>Konsumen | Pearson Correlation | .034     | 1        | .247*    |
|                       | Sig. (2-tailed)     | .738     |          | .013     |
|                       | N                   | 100      | 100      | 100      |
| Harga                 | Pearson Correlation | .261**   | .247*    | 1        |
|                       | Sig. (2-tailed)     | .009     | .013     |          |
|                       | N                   | 100      | 100      | 100      |

| Model |                       | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|-------|-----------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|       |                       | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1     | (Constant)            | 2.715                       | 1.806      |                           | 1.503 | .136 |                         |       |
|       | Promosi               | .174                        | .047       | .289                      | 3.695 | .000 | .931                    | 1.074 |
|       | Penilaian<br>Konsumen | .221                        | .054       | .321                      | 4.106 | .000 | .938                    | 1.066 |
|       | Harga                 | .308                        | .066       | .377                      | 4.661 | .000 | .875                    | 1.143 |

## 2. Hasil Uji t

| Model              | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|--------------------|-----------------------------|------------|---------------------------|-------|------|
|                    | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant)       | 2.715                       | 1.806      |                           | 1.503 | .136 |
| Promosi            | .174                        | .047       | .289                      | 3.695 | .000 |
| Penilaian Konsumen | .221                        | .054       | .321                      | 4.106 | .000 |
| Harga              | .308                        | .066       | .377                      | 4.661 | .000 |

## 3. Hasil Uji F

| Model |            | Sum of Squares | df | Mean Square | F      | Sig. |
|-------|------------|----------------|----|-------------|--------|------|
| 1     | Regression | 141.123        | 3  | 47.041      | 26.337 | .001 |
|       | Residual   | 171.467        | 96 | 1.786       |        |      |
|       | Total      | 312.590        | 99 |             |        |      |

4. Hasil Uji Koefisien R<sup>2</sup>

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1     | .672 | .451     | .434              | 1.336                      |

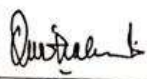
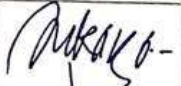
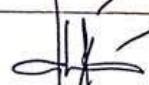
## 5. Hasil Uji Normalitas

| One-Sample Kolmogorov-Smirnov Test          |                         |             |                             |
|---------------------------------------------|-------------------------|-------------|-----------------------------|
|                                             |                         |             | Unstandardize<br>d Residual |
| N                                           |                         |             | 100                         |
| Normal<br>Parameters <sup>a,b</sup>         | Mean                    |             | .0000000                    |
|                                             | Std. Deviation          |             | 1.31605265                  |
| Most Extreme<br>Differences                 | Absolute                |             | .085                        |
|                                             | Positive                |             | .055                        |
|                                             | Negative                |             | -.085                       |
| Test Statistic                              |                         |             | .085                        |
| Asymp. Sig. (2-tailed) <sup>c</sup>         |                         |             | .070                        |
| Monte Carlo Sig.<br>(2-tailed) <sup>d</sup> | Sig.                    |             | .069                        |
|                                             | 99% Confidence Interval | Lower Bound | .063                        |
|                                             |                         | Upper Bound | .076                        |

*Lampiran VI*

**LEMBAR PENGESAHAN**

Nama : Randy Aditya Yunus  
 Jurusan : Ekonomi Pembangunan  
 Judul : ANALISIS DETERMINASI PERMINTAAN BARANG *FASHION* MELALUI  
*MARKETPLACE OFFICIAL STORE* (Survei pada Mahasiswa/i Universitas  
 Siliwangi)

| NO. | NAMA DOSEN                         | JABATAN       | TANDA TANGAN                                                                          |
|-----|------------------------------------|---------------|---------------------------------------------------------------------------------------|
| 1.  | Dwi Hastuti Lestasri K. S.E, M.Si. | Pembimbing I  |    |
| 2.  | H. Aso Sukarso, S.E, M.E.          | Pembimbing II |   |
| 3.  | Dr. Asep Yusup Hanapia, S.E, M.P.  | Penguji I     |  |
| 4.  | Dr. Apip Supriadi, S.E, M.Si.      | Penguji II    |  |

## Lampiran VII

## LEMBAR REVISI UJIAN NASKAH SKRIPSI

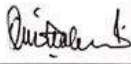
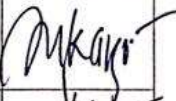
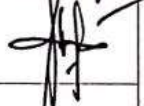
Nama : Randy Aditya Yunus

NPM : 183401097

Tanggal UNS : 11 Januari 2023

Jurusan : Ekonomi Pembangunan

Judul : ANALISIS DETERMINASI PERMINTAAN BARANG  
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| NO | NAMA DOSEN                           | JABATAN       | TANDA TANGAN                                                                          |
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| 1  | Dwi Hastuti Lestari K, S.E., M.Si.   | Pembimbing I  |  |
| 2  | H. Aso Sukarso, S.E., M.E.           | Pembimbing II |  |
| 3  | Dr. H. Asep Yusup Hanapia, S.E., M.P | Penguji I     |  |
| 4  | Dr. Apip Supriadi, S.E., M.Si.       | Penguji II    |  |