

Lampiran 1

KUESIONER PENELITIAN

Yth. Responden,

Saya sedang melakukan penelitian untuk memenuhi tugas akhir (skripsi) dalam menempuh studi S1 di Universitas PGRI Madiun yang berjudul "**Pengaruh Inovasi Produk, Harga, Dan Promosi Online Terhadap Minat Beli Pada Mie Gacoan Madiun**".

Penelitian ini membutuhkan responden dengan syarat:

1. Konsumen pada Mie Gacoan Madiun
2. Berusia diatas 17 tahun.
3. Domisili Karasidenan Madiun

Jika anda memenuhi syarat tersebut, saya mohon kesediaan anda untuk mengisi kuesioner ini dengan sejujur-jujurnya. Apabila ada yang kurang jelas selama proses pengisian, silakan hubungi saya.

Atas kesediaan dan kerjasamanya, saya ucapkan terimakasih.

Madiun, 2024

Hormat saya,

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.....

Pertanyaan Demografis:

Lengkapilah data dibawah ini dengan memberikan tanda silang (X) untuk jawaban yang anda pilih.

1. Nama : (boleh di isi inisial)
2. Usia : a. 16 – 24 tahun d. 42 – 50 Tahun
 b. 25 – 33 tahun e. > 50 Tahun
 c. 34 – 41 tahun
3. Pendapatan : a. < Rp 1.000.000
 b. Rp 1.000.000 – Rp 3.000.000
 c. Rp 3.000.000 – Rp 5.000.000
 c. > Rp 5.000.000
4. Domisili : a. Kota Madiun
 b. Kab. Madiun
 c. Kab. Ngawi
 d. Kab. Magetan
 e. Kab. Ponorogo

Catatan:

Harap membaca pertanyaan dengan teliti dan seksama untuk memahami pertanyaan dengan baik, memberikan tanda silang (X) untuk jawaban yang anda pilih.

Kuesioner ini menggunakan skala 1-5 dimana bobot penilaian:

- 1 : Sangat tidak setuju (STS)
- 2 : Tidak setuju (TS)
- 3 : Netral (N)
- 4 : Setuju (S)
- 5 : Sangat Setuju (SS)

Variabel Inovasi Produk (X1)

No	Item Pertanyaan	1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)
Kualitas Produk						
1	Kualitas Mie Gacoan Madiun sangat bagus karena rasanya yang enak dan unik					
2	Mie Gacoan memiliki bentuk dan tekstur mie yang berbeda dibanding produk mie lain					
Varian Produk						
3	Terdapat banyak varian menu di Mie Gacoan Madiun					
4	Ukuran porsi Mie Gacoan Madiun pas					
Gaya dan Desain Produk						
5	Penyajian Mie Gacoan Madiun sangat menarik					
6	Packaging Mie Gacoan Madiun memiliki daya tarik					

Variabel Harga (X2)

No	Item Pertanyaan	1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)
Keterjangkauan Harga						
1	Harga Mie Gacoan Madiun sangat terjangkau					
2	Harga Mie Gacoan sesuai dengan relative murah dengan produk yang diberikan					
Kesesuaian Harga dengan Kualitas						
3	Harga Mie Gacoan Madiun sesuai dengan kualitas rasa yang saya nikmati					
4	Harga Mie Gacoan Madiun sesuai dengan kualitas produk					
Kesesuaian Harga dengan Manfaat						
5	Harga Mie Gacoan di Madiun sesuai dengan manfaat yaitu sangat mengenyangkan					
6	Harga Mie Gacoan Madiun bermanfaat untuk kalangan menengah keatas					
Daya Saing Harga						
7	Mie Gacoan di Madiun mampu bersaing dengan produk mie lainnya.					
8	Harga Mie Gacoan Madiun lebih murah dari restoran Mie lainnya					

Variabel Promosi Online (X3)

No	Item Pertanyaan	1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)
Priklanan						
1	Pihak Mie Gacoan di Madiun melakukan promosi melalui iklan secara offline dan online					
2	Dengan melakukan periklanan terjadi peningkatan konsumen Mie Gacoan Madiun					
Penjualan Personal						
3	Pihak Mie Gacoan di Madiun melakukan penjualan personal					
4	Mie Gacoan Madiun menyajikan produk dengan teliti					
Promosi Penjualan						
5	Pihak Mie Gacoan di Madiun melakukan promosi penjualan secara rutin					
6	Mie Gacoan Madiun semakin ramai setelah adanya promosi produk					
Hubungan Masyarakat						
7	Pihak Mie Gacoan di Madiun menjalin hubungan baik dengan Masyarakat sekitar untuk meningkatkan jumlah pembelian					
8	Karyawan mie Gacoan Madiun dapat berkomunikasi dengan baik					
Pemasaran Langsung						
9	Pihak Mie Gacoan di Madiun melakukan pemasaran langsung kepada Masyarakat.					
10	Pihak Mie Gacoan memiliki beberapa resto di setiap kota					

Variabel Minat Beli (Y)

No	Item Pertanyaan	1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)
Minat Transaksional						
1	Saya memiliki keinginan yang tinggi untuk membeli Mie Gacoan di Madiun					
2	Saya mempertimbangkan untuk membeli beberapa menu Mie Gacoan Madiun					
Minat Referensial						
3	Saya berminat membeli Mie Gacoan di Madiun karena adanya rekomendasi dari orang lain					
4	Saya tertarik untuk mencari informasi Mie Gacoan Madiun					
Minat preferensial						
5	Saya berminat membeli Mie Gacoan di Madiun karena rasanya lebih enak daripada mie lainnya					
6	Saya merekomendasikan Mie Gacoan kepada teman saya					
Minat Eksploratif						
7	Saya berminat membeli Mie Gacoan di Madiun karena adanya informasi yang saya peroleh.					
8	Saya tertarik untuk mencoba berbagai menu di Mie Gacoan Madiun					

Lampiran 2

HASIL ANGKET

HASIL ANGKET VARIABEL INOVASI PRODUK

No.	Inovasi Produk (X1)						Jumah
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	
1	4	4	3	4	4	3	22
2	3	3	3	3	3	3	18
3	5	4	4	5	4	4	26
4	5	5	5	5	5	5	30
5	4	3	4	4	3	3	21
6	5	5	4	5	5	4	28
7	4	3	5	4	4	4	24
8	4	4	5	5	4	4	26
9	4	4	5	5	4	4	26
10	5	4	5	5	4	3	26
11	5	5	5	4	4	4	27
12	4	4	5	4	3	4	24
13	4	4	4	4	4	3	23
14	5	4	4	5	4	4	26
15	5	5	5	5	5	5	30
16	5	5	5	5	5	5	30
17	4	3	4	3	4	3	21
18	4	5	5	5	4	3	26
19	5	5	5	5	5	5	30
20	1	1	1	1	1	1	6
21	5	5	5	5	4	4	28
22	4	4	4	4	4	4	24
23	4	3	4	3	4	4	22
24	5	5	5	5	5	5	30
25	5	5	5	5	5	5	30
26	4	4	5	4	5	5	27
27	5	4	4	4	4	4	25
28	4	4	4	4	4	5	25
29	4	3	4	3	4	4	22
30	4	4	4	4	4	4	24
31	4	4	4	4	4	4	24
32	4	4	4	4	4	4	24
33	5	3	5	4	4	4	25
34	4	3	4	4	4	5	24
35	3	3	5	5	3	3	22
36	4	4	3	4	3	3	21
37	4	4	4	5	4	4	25
38	4	3	4	4	5	5	25
39	4	3	4	4	4	3	22
40	3	3	3	3	3	3	18
41	3	3	3	3	3	3	18

42	4	4	4	4	4	4	24
43	4	4	4	4	4	4	24
44	3	4	3	4	5	4	23
45	5	5	5	5	5	5	30
46	4	3	5	4	4	3	23
47	4	4	5	5	5	5	28
48	4	4	5	5	5	5	28
49	5	5	5	5	5	5	30
50	5	5	5	5	5	5	30
51	4	5	5	4	5	5	28
52	5	5	5	5	5	5	30
53	4	4	4	4	5	5	26
54	5	5	5	5	5	5	30
55	3	4	3	3	3	3	19
56	4	2	4	4	3	2	19
57	5	4	5	4	5	4	27
58	5	5	5	5	5	5	30
59	4	3	4	4	3	3	21
60	4	4	4	4	5	4	25
61	5	5	5	5	5	5	30
62	5	4	4	4	4	4	25
63	3	3	4	3	3	3	19
64	5	5	5	4	3	4	26
65	4	4	4	4	4	4	24
66	5	4	4	5	5	4	27
67	5	5	4	4	5	5	28
68	3	4	4	4	4	4	23
69	4	4	4	4	4	4	24
70	4	4	4	4	4	4	24
71	4	4	4	5	4	3	24
72	5	5	5	5	5	5	30
73	5	5	4	4	5	5	28
74	4	4	4	3	4	4	23
75	4	4	4	4	4	4	24
76	5	5	5	5	5	5	30
77	4	5	5	4	4	5	27
78	4	4	4	3	4	3	22
79	5	5	5	5	5	5	30
80	5	5	4	4	4	5	27
81	4	4	4	4	4	4	24
82	5	5	3	4	4	1	22
83	4	5	4	5	5	5	28
84	4	4	4	4	4	4	24
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86	5	5	5	5	5	5	30
87	4	5	4	5	5	4	27
88	5	5	5	5	5	5	30
89	5	5	4	4	5	5	28

90	5	5	4	5	5	5	29
91	5	5	4	5	4	5	28
92	4	4	4	4	4	5	25
93	4	5	4	5	5	4	27
94	4	5	4	5	5	5	28
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98	5	4	5	5	4	5	28
99	4	3	4	3	4	3	21
100	4	4	3	3	3	3	20
101	4	3	4	4	4	4	23
102	5	5	4	5	5	5	29
103	4	2	4	5	4	5	24
104	5	4	5	4	5	5	28
105	4	5	5	4	5	5	28
106	4	4	4	4	5	4	25
107	5	5	4	4	4	5	27
108	4	4	3	5	4	4	24
109	4	5	4	4	5	4	26
110	4	5	4	4	5	5	27
111	4	5	3	5	4	5	26
112	4	4	4	4	4	4	24
113	5	4	5	4	4	4	26
114	5	5	5	4	5	5	29
115	5	5	5	5	5	5	30
116	5	4	5	5	3	5	27
117	4	4	4	4	4	4	24
118	5	5	4	5	5	4	28
119	5	5	5	5	5	5	30
120	5	4	4	4	4	3	24
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124	5	5	5	5	5	5	30
125	3	5	4	4	4	5	25
126	4	4	4	4	4	4	24
127	2	2	2	2	2	2	12
128	5	4	5	3	5	5	27
129	4	4	5	5	4	5	27
130	4	5	4	5	4	5	27
131	5	5	4	5	5	4	28
132	4	4	4	4	4	4	24
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134	4	5	5	4	5	5	28
135	5	4	4	4	5	4	26
136	4	5	5	4	5	4	27
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140	5	4	4	5	4	5	27
141	4	5	5	4	5	4	27
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143	5	4	5	4	5	4	27
144	3	4	4	4	3	3	21
145	5	4	5	4	5	4	27
146	5	5	5	5	4	5	29
147	5	4	4	5	4	5	27
148	5	4	4	4	4	4	25
149	3	4	4	4	4	4	23
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152	3	4	2	1	2	2	14
153	4	4	4	5	4	5	26
154	4	5	4	5	4	5	27
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156	4	4	4	4	4	4	24
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163	4	4	4	4	4	5	25
164	4	5	4	5	4	5	27
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166	3	5	3	5	4	5	25
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168	4	5	4	5	4	5	27
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173	4	5	4	5	4	5	27
174	4	5	4	5	4	5	27
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176	3	5	4	5	4	5	26
177	5	4	5	4	5	4	27
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182	4	4	4	5	4	5	26
183	4	5	4	5	5	5	28
184	4	5	4	5	5	4	27
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189	4	5	4	5	4	5	27
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194	5	5	4	5	4	5	28
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210	5	4	4	3	4	5	25
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214	4	5	5	4	5	4	27
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216	4	5	4	5	4	4	26
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219	4	4	4	5	4	5	26
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222	4	5	4	5	3	4	25
223	4	5	4	5	4	5	27
224	4	5	4	5	4	5	27
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226	4	5	4	5	4	5	27
227	2	2	2	2	2	2	12
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237	5	5	5	4	5	5	29
238	4	4	4	4	4	5	25
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248	4	3	4	4	3	5	23
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250	4	4	4	4	4	5	25
251	3	5	4	5	4	5	26
252	4	5	4	5	4	5	27
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257	4	5	4	3	4	5	25
258	2	3	3	2	4	3	17
259	3	4	3	4	3	4	21
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262	4	5	3	5	5	4	26
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265	3	5	3	5	3	3	22
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280	5	5	2	4	5	3	24
281	3	3	3	2	3	3	17

282	3	5	3	3	4	4	22
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285	4	4	3	5	4	4	24
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318	4	4	4	3	3	4	22
319	4	5	3	4	3	4	23
320	4	4	3	5	4	5	25
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322	4	4	3	4	4	4	23
323	3	4	4	5	4	4	24
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325	3	4	3	4	3	4	21
326	3	3	3	4	3	4	20
327	3	4	4	5	4	3	23
328	4	5	3	4	4	4	24
329	4	5	4	5	3	5	26

330	5	4	4	4	4	4	25
331	5	4	4	4	4	5	26
332	3	3	4	3	3	3	19
333	4	5	4	5	4	5	27
334	4	5	4	4	4	4	25
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337	4	3	3	4	4	4	22
338	2	4	3	4	3	4	20
339	3	3	3	4	3	4	20
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341	3	4	3	3	3	3	19
342	3	4	3	4	3	4	21
343	3	4	3	4	4	4	22
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346	2	4	3	3	3	4	19
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348	4	3	3	4	4	3	21
349	3	4	4	3	3	4	21
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352	3	4	3	2	4	3	19
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359	5	5	4	3	3	4	24
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HASIL ANGGKET VARIABEL MINAT BELI

No.	Minat Beli (Y)								Jumlah
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Lampiran 3

UJI VALIDITAS

UJI VALIDITAS VARIABEL INOVASI PRODUK

		Correlations						
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Inovasi Produk
X1.1	Pearson Correlation	1	.279**	.560**	.413**	.542**	.300**	.706**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	400	400	400	400	400	400	400
X1.2	Pearson Correlation	.279**	1	.333**	.492**	.400**	.462**	.690**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	400	400	400	400	400	400	400
X1.3	Pearson Correlation	.560**	.333**	1	.384**	.573**	.420**	.740**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	400	400	400	400	400	400	400
X1.4	Pearson Correlation	.413**	.492**	.384**	1	.405**	.518**	.750**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	400	400	400	400	400	400	400
X1.5	Pearson Correlation	.542**	.400**	.573**	.405**	1	.375**	.746**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	400	400	400	400	400	400	400
X1.6	Pearson Correlation	.300**	.462**	.420**	.518**	.375**	1	.714**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	400	400	400	400	400	400	400
Inovasi Produk	Pearson Correlation	.706**	.690**	.740**	.750**	.746**	.714**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	400	400	400	400	400	400	400

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

UJI VALIDITAS VARIABEL HARGA

		Correlations								
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	Harga
X2.1	Pearson Correlation	1	.345**	.672**	.427**	.500**	.330**	.589**	.347**	.728**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	400	400	400	400	400	400	400	400	400
X2.2	Pearson Correlation	.345**	1	.394**	.555**	.384**	.445**	.427**	.512**	.709**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	400	400	400	400	400	400	400	400	400
X2.3	Pearson Correlation	.672**	.394**	1	.395**	.563**	.298**	.622**	.375**	.751**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	400	400	400	400	400	400	400	400	400
X2.4	Pearson Correlation	.427**	.555**	.395**	1	.378**	.427**	.475**	.531**	.743**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	400	400	400	400	400	400	400	400	400
X2.5	Pearson Correlation	.500**	.384**	.563**	.378**	1	.360**	.470**	.444**	.700**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	400	400	400	400	400	400	400	400	400
X2.6	Pearson Correlation	.330**	.445**	.298**	.427**	.360**	1	.311**	.488**	.628**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	400	400	400	400	400	400	400	400	400
X2.7	Pearson Correlation	.589**	.427**	.622**	.475**	.470**	.311**	1	.413**	.754**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	400	400	400	400	400	400	400	400	400
X2.8	Pearson Correlation	.347**	.512**	.375**	.531**	.444**	.488**	.413**	1	.725**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	400	400	400	400	400	400	400	400	400
Harga	Pearson Correlation	.728**	.709**	.751**	.743**	.700**	.628**	.754**	.725**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	400	400	400	400	400	400	400	400	400

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

	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	400	400	400	400	400	400	400	400	400	400	400
X3.10	Pearson Correlation	.290**	.468**	.306**	.539**	.311**	.595**	.351**	.576**	.291**	1	.676**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	400	400	400	400	400	400	400	400	400	400	400
Promosi Online	Pearson Correlation	.686**	.692**	.699**	.711**	.733**	.734**	.680**	.709**	.701**	.676**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	400	400	400	400	400	400	400	400	400	400	400

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

UJI VALIDITAS VARIABEL MINAT BELI

		Correlations									
		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Minat Beli	
Y1.1	Pearson Correlation	1	.292**	.652**	.358**	.546**	.344**	.560**	.361**	.714**	
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	
	N	400	400	400	400	400	400	400	400	400	
Y1.2	Pearson Correlation	.292**	1	.393**	.555**	.310**	.509**	.344**	.439**	.675**	
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	
	N	400	400	400	400	400	400	400	400	400	
Y1.3	Pearson Correlation	.652**	.393**	1	.315**	.508**	.384**	.598**	.418**	.739**	
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	
	N	400	400	400	400	400	400	400	400	400	
Y1.4	Pearson Correlation	.358**	.555**	.315**	1	.433**	.554**	.390**	.513**	.722**	
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	
	N	400	400	400	400	400	400	400	400	400	
Y1.5	Pearson Correlation	.546**	.310**	.508**	.433**	1	.527**	.468**	.340**	.701**	
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	
	N	400	400	400	400	400	400	400	400	400	
Y1.6	Pearson Correlation	.344**	.509**	.384**	.554**	.527**	1	.328**	.474**	.702**	
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	

	N	400	400	400	400	400	400	400	400	400
Y1.7	Pearson Correlation	.560**	.344**	.598**	.390**	.468**	.328**	1	.479**	.739**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	400	400	400	400	400	400	400	400	400
Y1.8	Pearson Correlation	.361**	.439**	.418**	.513**	.340**	.474**	.479**	1	.727**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	400	400	400	400	400	400	400	400	400
Minat Beli	Pearson Correlation	.714**	.675**	.739**	.722**	.701**	.702**	.739**	.727**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	400	400	400	400	400	400	400	400	400

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

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UJI RELIABILITAS

UJI RELIABILITAS VARIABEL INOVASI PRODUK

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.818	.819	6

UJI RELIABILITAS VARIABEL HARGA

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.865	.865	8

UJI RELIABILITAS VARIABEL PROMOSI ONLINE

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.885	.886	10

UJI RELIABILITAS VARIABEL MINAT BELI

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.860	.864	8

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ANALISIS DESKRIPTIF DATA

Statistics

		Inovasi Produk	Harga	Promosi Online	Minat Beli
N	Valid	400	400	400	400
	Missing	0	0	0	0
Mean		24.4625	33.4050	42.5950	34.5950
Median		25.0000	34.0000	43.0000	35.0000
Std. Deviation		3.40258	4.52129	4.91542	4.06353
Minimum		6.00	8.00	10.00	8.00
Maximum		30.00	40.00	50.00	40.00

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	.5	.5	.5
	2.00	13	3.3	3.3	3.8
	3.00	86	21.5	21.5	25.3
	4.00	208	52.0	52.0	77.3
	5.00	91	22.8	22.8	100.0
	Total		400	100.0	100.0

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	.5	.5	.5
	2.00	7	1.8	1.8	2.3
	3.00	61	15.3	15.3	17.5
	4.00	153	38.3	38.3	55.8
	5.00	177	44.3	44.3	100.0
	Total		400	100.0	100.0

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.3	.3	.3
	2.00	10	2.5	2.5	2.8
	3.00	87	21.8	21.8	24.5
	4.00	223	55.8	55.8	80.3
	5.00	79	19.8	19.8	100.0
	Total		400	100.0	100.0

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	.5	.5	.5
	2.00	11	2.8	2.8	3.3
	3.00	70	17.5	17.5	20.8
	4.00	163	40.8	40.8	61.5
	5.00	154	38.5	38.5	100.0
	Total		400	100.0	100.0

Total	400	100.0	100.0
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X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	.5	.5	.5
	2.00	4	1.0	1.0	1.5
	3.00	82	20.5	20.5	22.0
	4.00	214	53.5	53.5	75.5
	5.00	98	24.5	24.5	100.0
	Total	400	100.0	100.0	

X1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	.8	.8	.8
	2.00	7	1.8	1.8	2.5
	3.00	57	14.2	14.2	16.8
	4.00	164	41.0	41.0	57.8
	5.00	169	42.3	42.3	100.0
	Total	400	100.0	100.0	

Inovasi Produk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6.00	1	.3	.3	.3
	12.00	2	.5	.5	.8
	13.00	1	.3	.3	1.0
	14.00	2	.5	.5	1.5
	17.00	3	.8	.8	2.3
	18.00	7	1.8	1.8	4.0
	19.00	15	3.8	3.8	7.8
	20.00	15	3.8	3.8	11.5
	21.00	30	7.5	7.5	19.0
	22.00	30	7.5	7.5	26.5
	23.00	24	6.0	6.0	32.5
	24.00	54	13.5	13.5	46.0
	25.00	45	11.3	11.3	57.3
	26.00	44	11.0	11.0	68.3
	27.00	69	17.3	17.3	85.5
	28.00	26	6.5	6.5	92.0
	29.00	6	1.5	1.5	93.5
	30.00	26	6.5	6.5	100.0
	Total	400	100.0	100.0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.3	.3	.3
	2.00	6	1.5	1.5	1.8
	3.00	83	20.8	20.8	22.5
	4.00	202	50.5	50.5	73.0
	5.00	108	27.0	27.0	100.0

Total	400	100.0	100.0
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X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.3	.3	.3
	2.00	6	1.5	1.5	1.8
	3.00	48	12.0	12.0	13.8
	4.00	150	37.5	37.5	51.2
	5.00	195	48.8	48.8	100.0
	Total	400	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.3	.3	.3
	2.00	17	4.3	4.3	4.5
	3.00	89	22.3	22.3	26.8
	4.00	195	48.8	48.8	75.5
	5.00	98	24.5	24.5	100.0
	Total	400	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	.8	.8	.8
	2.00	16	4.0	4.0	4.8
	3.00	60	15.0	15.0	19.8
	4.00	144	36.0	36.0	55.8
	5.00	177	44.3	44.3	100.0
	Total	400	100.0	100.0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.3	.3	.3
	2.00	5	1.3	1.3	1.5
	3.00	26	6.5	6.5	8.0
	4.00	191	47.8	47.8	55.8
	5.00	177	44.3	44.3	100.0
	Total	400	100.0	100.0	

X2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	.5	.5	.5
	2.00	3	.8	.8	1.3
	3.00	30	7.5	7.5	8.8
	4.00	130	32.5	32.5	41.3
	5.00	235	58.8	58.8	100.0
	Total	400	100.0	100.0	

X2.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	.5	.5	.5
	2.00	12	3.0	3.0	3.5
	3.00	119	29.8	29.8	33.3
	4.00	175	43.8	43.8	77.0
	5.00	92	23.0	23.0	100.0
	Total	400	100.0	100.0	

X2.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	1.0	1.0	1.0
	2.00	12	3.0	3.0	4.0
	3.00	52	13.0	13.0	17.0
	4.00	146	36.5	36.5	53.5
	5.00	186	46.5	46.5	100.0
	Total	400	100.0	100.0	

Harga

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8.00	1	.3	.3	.3
	16.00	1	.3	.3	.5
	18.00	1	.3	.3	.8
	19.00	1	.3	.3	1.0
	20.00	1	.3	.3	1.3
	22.00	1	.3	.3	1.5
	23.00	5	1.3	1.3	2.8
	24.00	7	1.8	1.8	4.5
	25.00	4	1.0	1.0	5.5
	26.00	9	2.3	2.3	7.8
	27.00	7	1.8	1.8	9.5
	28.00	14	3.5	3.5	13.0
	29.00	18	4.5	4.5	17.5
	30.00	27	6.8	6.8	24.3
	31.00	16	4.0	4.0	28.2
	32.00	34	8.5	8.5	36.8
	33.00	25	6.3	6.3	43.0
	34.00	39	9.8	9.8	52.8
	35.00	36	9.0	9.0	61.8
	36.00	61	15.3	15.3	77.0
	37.00	26	6.5	6.5	83.5
	38.00	26	6.5	6.5	90.0
	39.00	12	3.0	3.0	93.0
	40.00	28	7.0	7.0	100.0
	Total	400	100.0	100.0	

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.3	.3	.3
	2.00	2	.5	.5	.8
	3.00	57	14.2	14.2	15.0
	4.00	234	58.5	58.5	73.5
	5.00	106	26.5	26.5	100.0
	Total	400	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.3	.3	.3
	2.00	2	.5	.5	.8
	3.00	56	14.0	14.0	14.8
	4.00	141	35.3	35.3	50.0
	5.00	200	50.0	50.0	100.0
	Total	400	100.0	100.0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	.5	.5	.5
	2.00	4	1.0	1.0	1.5
	3.00	82	20.5	20.5	22.0
	4.00	217	54.3	54.3	76.3
	5.00	95	23.8	23.8	100.0
	Total	400	100.0	100.0	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.3	.3	.3
	2.00	1	.3	.3	.5
	3.00	42	10.5	10.5	11.0
	4.00	135	33.8	33.8	44.8
	5.00	221	55.3	55.3	100.0
	Total	400	100.0	100.0	

X3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.3	.3	.3
	2.00	3	.8	.8	1.0
	3.00	71	17.8	17.8	18.8
	4.00	233	58.3	58.3	77.0
	5.00	92	23.0	23.0	100.0
	Total	400	100.0	100.0	

X3.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.3	.3	.3
	2.00	1	.3	.3	.5
	3.00	40	10.0	10.0	10.5
	4.00	137	34.3	34.3	44.8
	5.00	221	55.3	55.3	100.0
	Total	400	100.0	100.0	

X3.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.3	.3	.3
	2.00	1	.3	.3	.5
	3.00	41	10.3	10.3	10.8
	4.00	221	55.3	55.3	66.0
	5.00	136	34.0	34.0	100.0
	Total	400	100.0	100.0	

X3.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.3	.3	.3
	2.00	1	.3	.3	.5
	3.00	39	9.8	9.8	10.3
	4.00	120	30.0	30.0	40.3
	5.00	239	59.8	59.8	100.0
	Total	400	100.0	100.0	

X3.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	.5	.5	.5
	2.00	2	.5	.5	1.0
	3.00	72	18.0	18.0	19.0
	4.00	219	54.8	54.8	73.8
	5.00	105	26.3	26.3	100.0
	Total	400	100.0	100.0	

X3.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.3	.3	.3
	2.00	2	.5	.5	.8
	3.00	37	9.3	9.3	10.0
	4.00	126	31.5	31.5	41.5
	5.00	234	58.5	58.5	100.0
	Total	400	100.0	100.0	

Promosi Online

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10.00	1	.3	.3	.3
	20.00	1	.3	.3	.5
	30.00	8	2.0	2.0	2.5
	31.00	1	.3	.3	2.8
	32.00	4	1.0	1.0	3.8
	33.00	5	1.3	1.3	5.0
	34.00	3	.8	.8	5.8
	35.00	7	1.8	1.8	7.5
	36.00	4	1.0	1.0	8.5
	37.00	19	4.8	4.8	13.3
	38.00	14	3.5	3.5	16.8
	39.00	17	4.3	4.3	21.0
	40.00	37	9.3	9.3	30.3
	41.00	20	5.0	5.0	35.3
	42.00	25	6.3	6.3	41.5
	43.00	38	9.5	9.5	51.0
	44.00	43	10.8	10.8	61.8
	45.00	58	14.5	14.5	76.3
	46.00	22	5.5	5.5	81.8
	47.00	20	5.0	5.0	86.8
48.00	8	2.0	2.0	88.8	
49.00	17	4.3	4.3	93.0	
50.00	28	7.0	7.0	100.0	
Total		400	100.0	100.0	

Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	.5	.5	.5
	2.00	2	.5	.5	1.0
	3.00	66	16.5	16.5	17.5
	4.00	216	54.0	54.0	71.5
	5.00	114	28.5	28.5	100.0
	Total		400	100.0	100.0

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.3	.3	.3
	2.00	2	.5	.5	.8
	3.00	47	11.8	11.8	12.5
	4.00	119	29.8	29.8	42.3
	5.00	231	57.8	57.8	100.0
	Total		400	100.0	100.0

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.3	.3	.3
	2.00	1	.3	.3	.5
	3.00	50	12.5	12.5	13.0
	4.00	231	57.8	57.8	70.8

	5.00	117	29.3	29.3	100.0
	Total	400	100.0	100.0	

Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.3	.3	.3
	2.00	3	.8	.8	1.0
	3.00	39	9.8	9.8	10.8
	4.00	123	30.8	30.8	41.5
	5.00	234	58.5	58.5	100.0
	Total	400	100.0	100.0	

Y1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	.5	.5	.5
	2.00	1	.3	.3	.8
	3.00	10	2.5	2.5	3.3
	4.00	170	42.5	42.5	45.8
	5.00	217	54.3	54.3	100.0
	Total	400	100.0	100.0	

Y1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	.5	.5	.5
	2.00	1	.3	.3	.8
	3.00	12	3.0	3.0	3.8
	4.00	88	22.0	22.0	25.8
	5.00	297	74.3	74.3	100.0
	Total	400	100.0	100.0	

Y1.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	.8	.8	.8
	2.00	7	1.8	1.8	2.5
	3.00	96	24.0	24.0	26.5
	4.00	200	50.0	50.0	76.5
	5.00	94	23.5	23.5	100.0
	Total	400	100.0	100.0	

Y1.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	1.0	1.0	1.0
	2.00	9	2.3	2.3	3.3
	3.00	57	14.2	14.2	17.5
	4.00	119	29.8	29.8	47.3
	5.00	211	52.8	52.8	100.0
	Total	400	100.0	100.0	

Minat Beli

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8.00	1	.3	.3	.3
	15.00	1	.3	.3	.5
	17.00	1	.3	.3	.8
	22.00	1	.3	.3	1.0
	23.00	1	.3	.3	1.3
	24.00	7	1.8	1.8	3.0
	25.00	2	.5	.5	3.5
	26.00	4	1.0	1.0	4.5
	27.00	2	.5	.5	5.0
	28.00	5	1.3	1.3	6.3
	29.00	10	2.5	2.5	8.8
	30.00	13	3.3	3.3	12.0
	31.00	18	4.5	4.5	16.5
	32.00	34	8.5	8.5	25.0
	33.00	31	7.8	7.8	32.8
	34.00	28	7.0	7.0	39.8
	35.00	42	10.5	10.5	50.2
	36.00	72	18.0	18.0	68.3
	37.00	45	11.3	11.3	79.5
	38.00	25	6.3	6.3	85.8
39.00	21	5.3	5.3	91.0	
40.00	36	9.0	9.0	100.0	
Total		400	100.0	100.0	

Lampiran 6

UJI ASUMSI KLASIK

UJI NORMALITAS

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		400
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.02280189
Most Extreme Differences	Absolute	.076
	Positive	.066
	Negative	-.076
Test Statistic		.076
Asymp. Sig. (2-tailed)		.100 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

UJI MULTIKOLINEARITAS

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Inovasi Produk	.325	3.081
	Harga	.314	3.185
	Promosi Online	.335	2.988

a. Dependent Variable: Minat Beli

UJI HETEROKEDASTISITAS

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	3.822	.894		.971	.401
	Inovasi Produk	.038	.052	.102	1.026	.118
	Harga	.186	.040	.009	.529	.723
	Promosi Online	.555	.036	.065	.726	.468

a. Dependent Variable: Abs_Res

UJI AUTOKORELASI

Model	R Square Change	Change Statistics			Model Summary ^b	
		F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.812	114.689	3	396	.000	2.033

a. Predictors: (Constant), Promosi Online, Inovasi Produk, Harga

b. Dependent Variable: Minat Beli

Lampiran 7

ANALISIS REGRESI LINIER BERGANDA

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			Durbin-Watson		
					R Square Change	F Change	Sig. F Change			
1	.901 ^a	.812	.811	2.03045	.812	114.689	3	396	.000	2.033

a. Predictors: (Constant), Promosi Online, Inovasi Produk, Harga

b. Dependent Variable: Minat Beli

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4955.791	3	1651.930	114.689	.000 ^b
	Residual	1632.599	396	4.123		
	Total	6588.390	399			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Promosi Online, Inovasi Produk, Harga

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Zero-order	Correlations		Collinearity Statistics	
		B	Std. Error					Partial	Part	Tolerance	VIF
1	(Constant)	3.822	.894		4.273	.000					
	Inovasi Produk	.298	.052	.632	5.726	.000	.857	.536	.518	.325	3.081
	Harga	.145	.040	.207	3.629	.000	.751	.227	.216	.314	3.185
	Promosi Online	.177	.036	.471	4.924	.000	.806	.415	.388	.335	2.988

a. Dependent Variable: Minat Beli

Lampiran 8

VALIDASI SUMBER PUSTAKA PENULISAN SKRIPSI

Nama : Breyen Noval Putra Bambang
NIM : 2003102165
Program Studi : Manajemen
Fakultas : Ekonomi dan Bisnis
Dosen Pembimbing I : Dr. Apriyanti, S.E., M.M.
Dosen Pembimbing II : Indra Ayu Fatmala, S.E., M.M.
Judul : Pengaruh Inovasi Produk, Harga, Dan Promosi Online Terhadap Minat Beli Pada Mie Gacoan Madiun

No.	Sumber Pustaka	Halaman		Hasil Validasi	
		Pustaka	Skripsi	Sesuai	Tidak Sesuai
1.	Anggara, O., Anggriani, I., & Rahman, A. (2022). Pengaruh Inovasi Produk Dan Promosi Terhadap Keputusan Pembelian Pada Historia Cafe Dan Royal Kitchen Manna Bengkulu Selatan. <i>Jurnal Multimedia Dehasen</i> , 1(1), 129–140.	137-138	7, 11, 51, 55, 99, 103,	✓	
2.	Arikunto, S. (2010). <i>Prosedur Penelitian Suatu Pendekatan Praktik</i> (pp. 264–275).	266	63	✓	
3.	Astuti, A. D., & Setyawan, D. (2023). Pengaruh Inovasi Produk, Harga dan Promosi Terhadap Minat Beli Fremilt di Kecamatan Jebres Surakarta. <i>Jurnal Manajemen Dan Bisnis Ekonomi</i> , 1(3),	293	4, 6, 8, 10, 49, 51, 53, 54, 56, 98, 101,	✓	

	288–295. https://doi.org/10.54066/jmbe-itb.v1i3.331		103, 105		
4.	Cahyani, A. F. D. (2024). Pengaruh Inovasi Produk, Promosi, dan Harga Terhadap Minat Beli Masyarakat di Pahlawan Religi Center (PRC) Kota Madiun.	89	4, 6, 8, 10, 49, 51, 53, 54, 56, 98, 101, 103, 105	✓	
5.	Dewi, I. G. A. M. R., & P, K. W. L. (2019). Efektivitas E-Samsat, Pajak Progresif Dan Kualitas Pelayanan Terhadap Kepatuhan Wajib Pajak Kendaraan Bermotor. <i>Jurnal Ilmiah Akuntansi Dan Bisnis</i> , 4(1), 50–61. https://doi.org/10.38043/jiab.v4i1.2151	52	17	✓	
6.	Fitria, A., & Hidayat, I. (2017). Pengaruh Bauran Pemasaran, Kualitas Pelayanan Terhadap Keputusan Pembelian Pada Kupunya Rumah Mode. <i>Jurnal Ilmu Dan Riset Manajemen</i> , 6(4), 1–17.	4	33	✓	
7.	Halim, F., Zukhruf Kurniullah, A., Butarbutar Efendi, M., Sudarso, A., Purba, B., Lie, D., Hengki Mangiring Parulian Simarmata, S., Adi Permadi, L., & Novela, V. (2021). Manajemen Pemasaran Jasa. In <i>Manajemen Pemasaran Jasa</i> . Yayasan Kita Menulis.	4	23	✓	
8.	Harliningtyas, A. O., Nilowardono, S., Wazir, S. A. M. B., Wulandari, A., & Sukoco, A. (2020). <i>The Effect Of Product Innovation, Price Perception, And Promotion Of</i>	138	4, 6, 8, 10, 49, 51, 53, 55, 56, 98, 101,	✓	

	<i>Interest In Buying Plaza Chatime Visits. Proceeding 1st International Conference on Business & Social Sciences (ICOBUSS), 132–139.</i>		103, 106		
9.	Khairati, W., Salfadri, & Yulistia. (2022). Pengaruh Inovasi Produk, Promosi dan Harga Terhadap Minat Beli Konsumen Pada Usaha Roti 99 Cupak Kabupaten Solok. <i>Jurnal Matua</i> , 4(2), 227–240.	235	4, 6, 8, 10, 49, 51, 53, 55, 56, 98, 101, 103, 106	✓	
10.	Kurniawan, A., Hak, M. B., Hidayat, A. A., Fadlli, M. D., & Wafik, A. Z. (2023). Pengaruh Inovasi Produk , Harga Dan Promosi Terhadap Keputusan. <i>Muslimpreneur</i> , 3(1), 66–82.	79	4, 6, 8, 10, 49, 51, 53, 55, 56, 98, 101, 103, 106	✓	
11.	Kurniawan, G. (2020). <i>Perilaku Konsumen Dalam Membeli Produk Beras Organik Melalui Ecommerce. Mitra Abisatya.</i>	48, 50, 52	35, 38, 39	✓	
12.	Maino, G. P., Sepang, J. L., & Roring, F. (2022). Pengaruh Inovasi Produk, Persepsi Harga dan Promosi terhadap Minat Beli pada Verel Bakery and Coffee. <i>Jurnal EMBA</i> , 10(1), 184–190. file:///C:/Users/acer/Downloads/iogi2018,+07.+Glorya+Priscilla+Maino.+OK.pdf	188-189	4, 6, 8, 10, 49, 51, 53, 55, 56, 98, 101, 103, 106	✓	
13.	Nelawati, U. (2023). Pengaruh Produk, Harga, dan Promosi Terhadap Minat Beli Konsumen Pada Produk Lapis Labu di Samarinda.	64	4, 6, 8, 11	✓	
14.	Pebriani, W., & Busyra, N. (2023). Pengaruh Inovasi Produk Terhadap Minat Beli Konsumen di Era New Normal. <i>Jurnal Ekonomi Dan</i>	88	6	✓	

	<p><i>Manajemen Teknologi</i>, 7(1), 83–89. https://doi.org/10.35870/emt.v7i1.739</p>				
15.	<p>Rahayu, D. R., Pratikto, H., & Siswanto, E. (2023). <i>The Influence of Price and Product Innovation on the Purchase Intention of Wuling Electric Cars With Brand Image As an Intervening Variable: a Study on Prospective Electric Car Consumers in East Java</i>. <i>International Journal of Business, Law, and Education</i>, 4(2), 517–525. https://doi.org/10.56442/ijble.v4i2.207</p>	522	45	✓	
16.	<p>Sugiyono. (2020). <i>Metode Penelitian Kuantitatif, Kualitatif, dan R&D</i>. CV Alfabeta. https://anyflip.com/xobw/rfpq/basic</p>	84, 55, 194, 126, 127, 194	48, 62, 63, 64, 65, 66, 67, 68, 69, 70	✓	
17.	<p>Sujarwo, J. E. A., & Matruty, E. S. H. R. (2021). <i>The Effect Of Product Promotion And Innovation On Purchase Decisions At Prices As Intervening Variables</i>. <i>International Journal of Social Science and Business</i>, 5(2), 200–206. https://doi.org/10.23887/ijssb.v5i2.33646</p>	204	6, 10, 51, 55, 98, 103	✓	
18.	<p>Tarmidi, D., Prince, Y., Dosinaen, R. P., Siahaan, S. A., Azzadi, M. T., & Napitupulu, G. A. S. (2021). <i>The Effect of Product Innovation and Price on Purchasing Decisions on Shopee Users in Bandung in 2021 (Case Study on Electronic Products Labeled</i></p>	752	6, 8, 51, 53, 98, 101	✓	

	<i>Shipping from Overseas). Turkish Journal of Computer and Mathematics Education, 12(4), 747–753.</i>				
19.	Wijana, P. A., Martini, L. K. B., & Mataufue, R. (2023). Pengaruh Inovasi Produk, Persepsi Harga, dan Promosi Terhadap Minat Beli Pada Maya Sanur Resort & Spa. <i>Jurnal Majalah Ilmiah Widyacakra, 6(2), 57–72.</i>	71	4, 6, 8, 11, 49, 51, 53, 55, 56, 99, 101, 103, 106	✓	
20.	Yusuf, A. (2021). <i>The Influence of Product Innovation and Brand Image on Customer Purchase Decision on Oppo Smartphone Products in South Tangerang City. Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences, 4(1), 472–481.</i> https://doi.org/10.33258/birci.v4i1.1629	479	6, 51, 98	✓	

Catatan Dosen Pembimbing:

Layak / ~~Tidak Layak~~ untuk diuji (coret yang tidak perlu)

Madiun, 22 Agustus 2024
Dosen Pembimbing II,


Indra Ayu Fatmala, S.E., M.M.
NIDN. 0708129501

DAFTAR RIWAYAT HIDUP



Breyen Noval Putra Bambang lahir di Magetan pada tanggal 17 November 2000, anak kedua dari pasangan Bapak Bambang dan Ibu Retno. Dan dibesarkan oleh Bapak Bambang, Ibu Retno. Bertempat tinggal di Desa Gandri. RT. 01/ RW. 02 Kecamatan Pangkur, Kabupaten Ngawi. Menempuh Pendidikan Sekolah Menengah Pertama di Smpn 1 Karangjati tamat pada tahun 2016. Dilanjutkan Sekolah Menengah Keatas di SMAN 01 Ngawi tamat pada tahun 2019. Pendidikan berikutnya ditempuh di Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas PGRI Madiun kemudian diselesaikan pada tahun 2024