

Lampiran 1 Kuesioner Penelitian

**KUESIONER PENGARUH DIGITAL MARKETING
TERHADAP MINAT BELI KONSUMEN PADA
PERUMAHAN SUBSIDI IRONWOOD**

Nama :

Usia :

Jenis

Kelamin :

Email :

Pekerjaan :

Keterangan Jawaban :

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Kurang Setuju

4 = Setuju

5 = Sangat Setuju

Digital Marketing (X)

| NO | PERNYATAAN | PENILAIAN | | | | |
|----|--|-----------|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 1 | Saya mudah mengakses informasi tentang perumahan subsidi Ironwood melalui media digital. | | | | | |
| 2 | Informasi yang tersedia dapat diakses kapan saja saya butuh. | | | | | |
| 3 | Saya merasa dapat berinteraksi langsung dengan pihak pengembang melalui media digital. | | | | | |

| | | | | | | |
|----|--|--|--|--|--|--|
| 4 | Media digital perumahan Ironwood memungkinkan saya untuk mengajukan pertanyaan dengan mudah. | | | | | |
| 5 | Konten digital perumahan Ironwood menarik dan menyenangkan untuk diikuti. | | | | | |
| 6 | Informasi tentang perumahan disampaikan dengan cara yang menghibur | | | | | |
| 7 | Saya percaya informasi yang disampaikan melalui media digital perumahan Ironwood. | | | | | |
| 8 | Media digital perumahan Ironwood memberikan informasi yang akurat dan terpercaya. | | | | | |
| 9 | Saya merasa terganggu dengan banyaknya iklan perumahan Ironwood yang muncul di media digital. | | | | | |
| 10 | Informasi digital tentang perumahan Ironwood sering membuat saya merasa jengkel atau tidak nyaman. | | | | | |
| 11 | Informasi yang saya terima melalui media digital cukup lengkap dan jelas. | | | | | |
| 12 | Media digital perumahan Ironwood memberikan informasi yang membantu saya memahami produk. | | | | | |

Minat Beli (Y)

| NO | PERNYATAAN | PENILAIAN | | | | |
|----|--|-----------|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 1 | Saya merasa mudah melakukan transaksi pembelian perumahan subsidi Ironwood melalui media digital. | | | | | |
| 2 | Pembayaran melalui berbagai metode yang tersedia membuat saya merasa nyaman dalam bertransaksi di perumahan subsidi ironwood | | | | | |
| 3 | Proses pembayaran dan pemesanan rumah subsidi Ironwood via digital berjalan lancar. | | | | | |
| 4 | Saya sering menggunakan media digital untuk mencari informasi dan referensi tentang perumahan subsidi Ironwood. | | | | | |
| 5 | Ulasan dan testimoni dari pengguna lain sangat mempengaruhi keputusan saya dalam memilih Perumahan Subsidi Ironwood | | | | | |
| 6 | Media digital membantu saya membandingkan perumahan Ironwood dengan pilihan lain sebelum memutuskan membeli. | | | | | |
| 7 | Saya lebih memilih menggunakan media digital untuk mencari informasi perumahan subsidi Ironwood dibandingkan cara lain. | | | | | |

| | | | | | | |
|----|---|--|--|--|--|--|
| 8 | Saya lebih suka meninjau berbagai penawaran rumah subsidi Ironwood melalui platform digital sesuai selera pribadi saya. | | | | | |
| 9 | Saya merasa media digital memberikan pengalaman yang sesuai dengan keinginan saya saat mencari rumah subsidi Ironwood. | | | | | |
| 10 | Saya tertarik untuk mengeksplorasi fitur dan konten baru yang ditawarkan dalam media digital perumahan Ironwood. | | | | | |
| 11 | Media digital perumahan Ironwood mendorong saya untuk mencari informasi lebih dalam terkait produk. | | | | | |
| 12 | Saya tertarik mencoba berkunjung ke lokasi perumahan setelah melihat promosi digital yang menarik dan informatif. | | | | | |

Lampiran 2 Dokumentasi Penelitian

1. Dokumentasi progress rumah perumahan subsidi pada bulan desember.



2. Penyebaran brosur perumahan subsidi ironwood bersama tim marketing di pinggir jalan raya.
3. Diskusi bersama konsumen untuk pembelian perumahan subsidi ironwood



4. Surve rumah bersama konsumen di perumahan subsidi ironwood
5. Foto bersama kepala marketing di lokasi perumahan subsidi ironwood



6. Surve dari bank Mandiri untuk kerjasama KPR perumahan subsidi ironwood.
7. Foto bersama kepala marketing da tim marketing yang mendapatkan sertifikar *best marketing* perumahan subsidi ironwood.



8. Surve lokasi dari bank BNI untuk kerjasama pengambilan KPR oleh konsumen di perumahan subsidi ironwood.
9. Surve perkembangan perumahan oleh investor perumahan subsidi ironwood.



10. Booking fee oleh konsumen perumahan subsidi ironwood
11. Rapat bersama kepala marketing untuk perkembangan penjualan perumahan subsidi ironwood.



Lampiran 3 Hasil Uji Validitas *Digital Marketing (X)*

| | | Correlations | | | | | | | | | | | | |
|------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|--------|
| | | X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 | X9 | X10 | X11 | X12 | X |
| X.1 | Pearson Correlation | 1 | .247** | .159 | -.018 | .291** | .224* | .189* | .254** | .093 | .072 | .082 | .101 | .412** |
| | Sig. (2-tailed) | | .008 | .092 | .851 | .002 | .017 | .044 | .006 | .324 | .446 | .387 | .285 | <.001 |
| | N | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 |
| X.2 | Pearson Correlation | .247** | 1 | .140 | .168 | .305** | .292** | .373** | .184 | -.035 | .121 | .138 | .309** | .488** |
| | Sig. (2-tailed) | .008 | | .138 | .074 | <.001 | .002 | <.001 | .051 | .715 | .201 | .144 | <.001 | <.001 |
| | N | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 |
| X.3 | Pearson Correlation | .159 | .140 | 1 | .277** | .258** | .304** | .222* | .180 | .051 | .211* | .175 | .294** | .504** |
| | Sig. (2-tailed) | .092 | .138 | | .003 | .006 | .001 | .018 | .056 | .590 | .024 | .063 | .001 | <.001 |
| | N | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 |
| X.4 | Pearson Correlation | -.018 | .168 | .277** | 1 | .123 | .384** | .365** | .309** | -.137 | .041 | .159 | .447** | .481** |
| | Sig. (2-tailed) | .851 | .074 | .003 | | .191 | <.001 | <.001 | <.001 | .146 | .663 | .090 | <.001 | <.001 |
| | N | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 |
| X.5 | Pearson Correlation | .291** | .305** | .258** | .123 | 1 | .449** | .412** | .402** | .062 | .128 | .333** | .254** | .621** |
| | Sig. (2-tailed) | .002 | <.001 | .006 | .191 | | <.001 | <.001 | <.001 | .512 | .173 | <.001 | .006 | <.001 |
| | N | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 |
| X.6 | Pearson Correlation | .224* | .292** | .304** | .384** | .449** | 1 | .406** | .398** | .136 | .206* | .275** | .317** | .700** |
| | Sig. (2-tailed) | .017 | .002 | .001 | <.001 | <.001 | | <.001 | <.001 | .149 | .028 | .003 | <.001 | <.001 |
| | N | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 |
| X.7 | Pearson Correlation | .189* | .373** | .222* | .365** | .412** | .406** | 1 | .420** | -.038 | .208* | .189* | .395** | .652** |
| | Sig. (2-tailed) | .044 | <.001 | .018 | <.001 | <.001 | <.001 | | <.001 | .688 | .027 | .044 | <.001 | <.001 |
| | N | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 |
| X.8 | Pearson Correlation | .254** | .184 | .180 | .309** | .402** | .398** | .420** | 1 | .113 | .043 | .368** | .303** | .629** |
| | Sig. (2-tailed) | .006 | .051 | .056 | <.001 | <.001 | <.001 | <.001 | | .229 | .651 | <.001 | .001 | <.001 |
| | N | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 |
| X.9 | Pearson Correlation | .093 | -.035 | .051 | -.137 | .062 | .136 | -.038 | .113 | 1 | .683** | .019 | -.245** | .344** |
| | Sig. (2-tailed) | .324 | .715 | .590 | .146 | .512 | .149 | .688 | .229 | | <.001 | .845 | .009 | <.001 |
| | N | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 |
| X.10 | Pearson Correlation | .072 | .121 | .211* | .041 | .128 | .206* | .208* | .043 | .683** | 1 | -.030 | -.051 | .490** |
| | Sig. (2-tailed) | .446 | .201 | .024 | .663 | .173 | .028 | .027 | .651 | <.001 | | .749 | .587 | <.001 |
| | N | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 |
| X.11 | Pearson Correlation | .082 | .138 | .175 | .158 | .333** | .275** | .189* | .368** | .019 | -.030 | 1 | .141 | .426** |
| | Sig. (2-tailed) | .387 | .144 | .063 | .090 | <.001 | .003 | .044 | <.001 | .845 | .749 | | .134 | <.001 |
| | N | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 |
| X.12 | Pearson Correlation | .101 | .309** | .294** | .447** | .254** | .317** | .395** | .303** | .245** | -.051 | .141 | 1 | .494** |
| | Sig. (2-tailed) | .285 | <.001 | .001 | <.001 | .006 | <.001 | <.001 | .001 | .009 | .587 | .134 | | <.001 |
| | N | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 |
| X | Pearson Correlation | .412** | .488** | .504** | .481** | .621** | .700** | .652** | .629** | .344** | .490** | .426** | .494** | 1 |
| | Sig. (2-tailed) | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 |
| | N | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 |

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

* Correlation is significant at the 0.05 level (2-tailed).

Lampiran 4 Hasil Uji Validitas Minat Beli (Y)

| | | Correlations | | | | | | | | | | | | |
|------|--------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|--------|
| | | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Y.7 | Y.8 | Y.9 | Y.10 | Y.11 | Y.12 | Y |
| Y.1 | Pearson Correlabon | 1 | .347** | .331** | .215* | .449** | .351** | .225* | .230* | .238* | .328** | .228* | .228* | .591** |
| | Sig. (2-tailed) | | <.001 | <.001 | .022 | <.001 | <.001 | .016 | .014 | .011 | <.001 | .015 | .015 | <.001 |
| | N | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 |
| Y.2 | Pearson Correlabon | .347** | 1 | .244** | .237* | .417** | .278** | .147 | .122 | .078 | .368** | .178 | .178 | .492** |
| | Sig. (2-tailed) | <.001 | | .009 | .011 | <.001 | .003 | .119 | .194 | .409 | <.001 | .059 | .059 | <.001 |
| | N | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 |
| Y.3 | Pearson Correlabon | .331** | .244** | 1 | .341** | .185* | .395** | .596** | .309** | .327** | .248** | .505** | .505** | .719** |
| | Sig. (2-tailed) | <.001 | .009 | | <.001 | .049 | <.001 | <.001 | <.001 | <.001 | .008 | <.001 | <.001 | <.001 |
| | N | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 |
| Y.4 | Pearson Correlabon | .215* | .237* | .341** | 1 | .154 | .362** | .387** | .185* | .315** | .121 | .237* | .237* | .548** |
| | Sig. (2-tailed) | .022 | .011 | <.001 | | .102 | <.001 | <.001 | .049 | <.001 | .198 | .011 | .011 | <.001 |
| | N | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 |
| Y.5 | Pearson Correlabon | .449** | .417** | .185* | .154 | 1 | .150 | .029 | .072 | .172 | .247** | .040 | .040 | .401** |
| | Sig. (2-tailed) | <.001 | <.001 | .049 | .102 | | .111 | .762 | .450 | .067 | .008 | .676 | .676 | <.001 |
| | N | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 |
| Y.6 | Pearson Correlabon | .351** | .278** | .395** | .362** | .150 | 1 | .293** | .222* | .440** | .254** | .374** | .374** | .638** |
| | Sig. (2-tailed) | <.001 | .003 | <.001 | <.001 | .111 | | .002 | .018 | <.001 | .006 | <.001 | <.001 | <.001 |
| | N | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 |
| Y.7 | Pearson Correlabon | .225* | .147 | .596** | .387** | .029 | .293** | 1 | .346** | .317** | .050 | .438** | .438** | .623** |
| | Sig. (2-tailed) | .016 | .119 | <.001 | <.001 | .762 | .002 | | <.001 | <.001 | .599 | <.001 | <.001 | <.001 |
| | N | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 |
| Y.8 | Pearson Correlabon | .230* | .122 | .309** | .185* | .072 | .222* | .346** | 1 | .243** | -.075 | .272** | .272** | .466** |
| | Sig. (2-tailed) | .014 | .194 | <.001 | .049 | .450 | .018 | <.001 | | .009 | .428 | .003 | .003 | <.001 |
| | N | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 |
| Y.9 | Pearson Correlabon | .238* | .078 | .327** | .315** | .172 | .440** | .317** | .243** | 1 | .212* | .471** | .471** | .630** |
| | Sig. (2-tailed) | .011 | .409 | <.001 | <.001 | .067 | <.001 | <.001 | .009 | | .023 | <.001 | <.001 | <.001 |
| | N | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 |
| Y.10 | Pearson Correlabon | .328** | .368** | .248** | .121 | .247** | .254** | .050 | -.075 | .212* | 1 | .158 | .158 | .424** |
| | Sig. (2-tailed) | <.001 | <.001 | .008 | .198 | .008 | .006 | .599 | .428 | .023 | | .094 | .094 | <.001 |
| | N | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 |
| Y.11 | Pearson Correlabon | .228* | .178 | .505** | .237* | .040 | .374** | .439** | .272** | .471** | .158 | 1 | 1.000** | .718** |
| | Sig. (2-tailed) | .015 | .059 | <.001 | .011 | .676 | <.001 | <.001 | .003 | <.001 | .094 | | .000 | <.001 |
| | N | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 |
| Y.12 | Pearson Correlabon | .228* | .178 | .505** | .237* | .040 | .374** | .439** | .272** | .471** | .158 | 1.000** | 1 | .718** |
| | Sig. (2-tailed) | .015 | .059 | <.001 | .011 | .676 | <.001 | <.001 | .003 | <.001 | .094 | .000 | | <.001 |
| | N | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 |
| Y | Pearson Correlabon | .591** | .492** | .719** | .548** | .401** | .638** | .623** | .466** | .630** | .424** | .718** | .718** | 1 |
| | Sig. (2-tailed) | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | <.001 | |
| | N | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 | 114 |

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

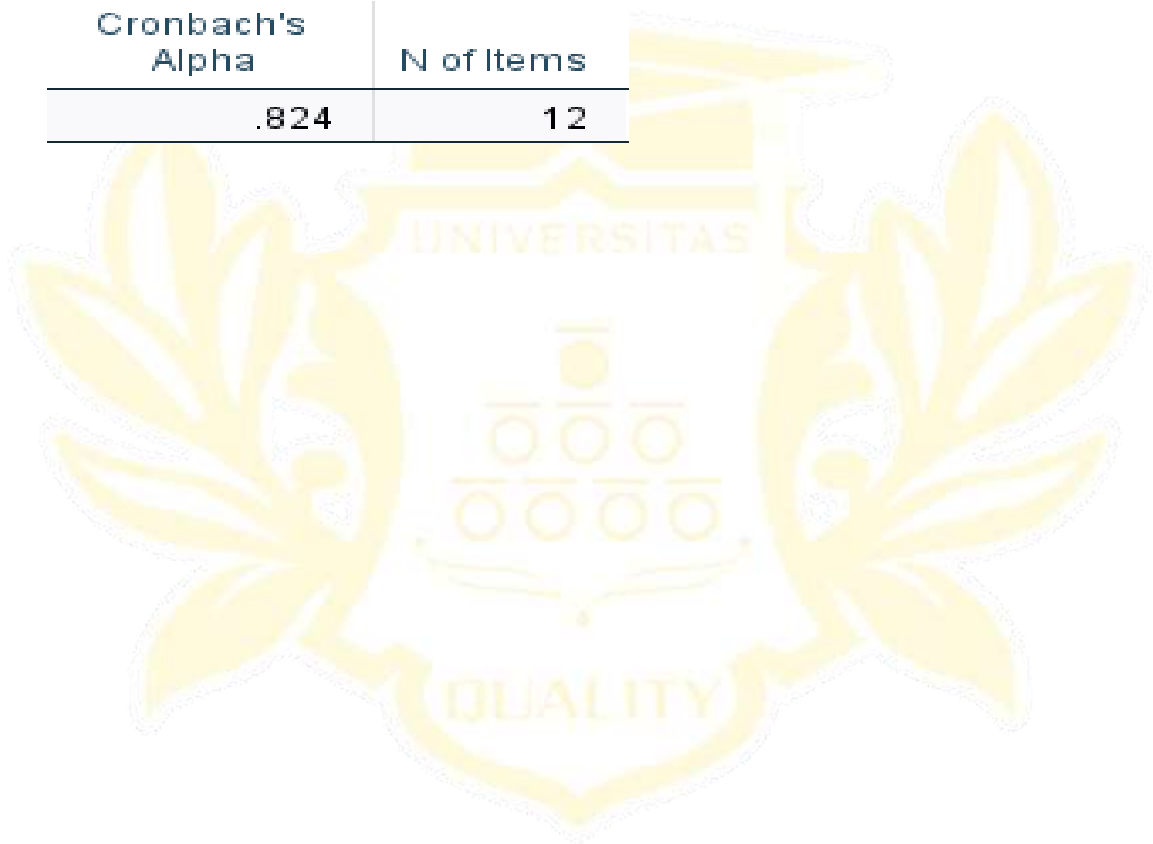
* Correlation is significant at the 0.05 level (2-tailed).

Lampiran 5 Hasil Uji Reliabilitas *Digital Marketing* (X)**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .747 | 12 |

Lampiran 6 Hasil Uji Reliabilitas Minat Beli (Y)**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .824 | 12 |



Lampiran 7 r table dan r hitung

Tabel r untuk df = 101 - 150

| df = (N-2) | Tingkat signifikansi untuk uji satu arah | | | | |
|------------|--|--------|--------|--------|--------|
| | 0.05 | 0.025 | 0.01 | 0.005 | 0.0005 |
| | Tingkat signifikansi untuk uji dua arah | | | | |
| | 0.1 | 0.05 | 0.02 | 0.01 | 0.001 |
| 101 | 0.1630 | 0.1937 | 0.2290 | 0.2528 | 0.3196 |
| 102 | 0.1622 | 0.1927 | 0.2279 | 0.2515 | 0.3181 |
| 103 | 0.1614 | 0.1918 | 0.2268 | 0.2504 | 0.3166 |
| 104 | 0.1606 | 0.1909 | 0.2257 | 0.2492 | 0.3152 |
| 105 | 0.1599 | 0.1900 | 0.2247 | 0.2480 | 0.3137 |
| 106 | 0.1591 | 0.1891 | 0.2236 | 0.2469 | 0.3123 |
| 107 | 0.1584 | 0.1882 | 0.2226 | 0.2458 | 0.3109 |
| 108 | 0.1576 | 0.1874 | 0.2216 | 0.2446 | 0.3095 |
| 109 | 0.1569 | 0.1865 | 0.2206 | 0.2436 | 0.3082 |
| 110 | 0.1562 | 0.1857 | 0.2196 | 0.2425 | 0.3068 |
| 111 | 0.1555 | 0.1848 | 0.2186 | 0.2414 | 0.3055 |
| 112 | 0.1548 | 0.1840 | 0.2177 | 0.2403 | 0.3042 |
| 113 | 0.1541 | 0.1832 | 0.2167 | 0.2393 | 0.3029 |
| 114 | 0.1535 | 0.1824 | 0.2158 | 0.2383 | 0.3016 |
| 115 | 0.1528 | 0.1816 | 0.2149 | 0.2373 | 0.3004 |
| 116 | 0.1522 | 0.1809 | 0.2139 | 0.2363 | 0.2991 |
| 117 | 0.1515 | 0.1801 | 0.2131 | 0.2353 | 0.2979 |
| 118 | 0.1509 | 0.1793 | 0.2122 | 0.2343 | 0.2967 |
| 119 | 0.1502 | 0.1786 | 0.2113 | 0.2333 | 0.2955 |
| 120 | 0.1496 | 0.1779 | 0.2104 | 0.2324 | 0.2943 |
| 121 | 0.1490 | 0.1771 | 0.2096 | 0.2315 | 0.2931 |
| 122 | 0.1484 | 0.1764 | 0.2087 | 0.2305 | 0.2920 |
| 123 | 0.1478 | 0.1757 | 0.2079 | 0.2296 | 0.2908 |
| 124 | 0.1472 | 0.1750 | 0.2071 | 0.2287 | 0.2897 |
| 125 | 0.1466 | 0.1743 | 0.2062 | 0.2278 | 0.2886 |
| 126 | 0.1460 | 0.1736 | 0.2054 | 0.2269 | 0.2875 |
| 127 | 0.1455 | 0.1729 | 0.2046 | 0.2260 | 0.2864 |
| 128 | 0.1449 | 0.1723 | 0.2039 | 0.2252 | 0.2853 |
| 129 | 0.1443 | 0.1716 | 0.2031 | 0.2243 | 0.2843 |
| 130 | 0.1438 | 0.1710 | 0.2023 | 0.2235 | 0.2832 |
| 131 | 0.1432 | 0.1703 | 0.2015 | 0.2226 | 0.2822 |
| 132 | 0.1427 | 0.1697 | 0.2008 | 0.2218 | 0.2811 |
| 133 | 0.1422 | 0.1690 | 0.2001 | 0.2210 | 0.2801 |
| 134 | 0.1416 | 0.1684 | 0.1993 | 0.2202 | 0.2791 |
| 135 | 0.1411 | 0.1678 | 0.1986 | 0.2194 | 0.2781 |
| 136 | 0.1406 | 0.1672 | 0.1979 | 0.2186 | 0.2771 |
| 137 | 0.1401 | 0.1666 | 0.1972 | 0.2178 | 0.2761 |
| 138 | 0.1396 | 0.1660 | 0.1965 | 0.2170 | 0.2752 |
| 139 | 0.1391 | 0.1654 | 0.1958 | 0.2163 | 0.2742 |
| 140 | 0.1386 | 0.1648 | 0.1951 | 0.2155 | 0.2733 |
| 141 | 0.1381 | 0.1642 | 0.1944 | 0.2148 | 0.2723 |
| 142 | 0.1376 | 0.1637 | 0.1937 | 0.2140 | 0.2714 |
| 143 | 0.1371 | 0.1631 | 0.1930 | 0.2133 | 0.2705 |
| 144 | 0.1367 | 0.1625 | 0.1924 | 0.2126 | 0.2696 |
| 145 | 0.1362 | 0.1620 | 0.1917 | 0.2118 | 0.2687 |
| 146 | 0.1357 | 0.1614 | 0.1911 | 0.2111 | 0.2678 |
| 147 | 0.1353 | 0.1609 | 0.1904 | 0.2104 | 0.2669 |
| 148 | 0.1348 | 0.1603 | 0.1898 | 0.2097 | 0.2660 |
| 149 | 0.1344 | 0.1598 | 0.1892 | 0.2090 | 0.2652 |
| 150 | 0.1339 | 0.1593 | 0.1886 | 0.2083 | 0.2643 |

Lampiran 8 Hasil Jawaban Kuesioner *Digital Marketing (X)*

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
|-----|---|---|---|---|---|---|---|---|---|----|----|----|----|----|
| 1 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 54 |
| 2 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 5 | 46 |
| 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 43 |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 51 |
| 5 | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 45 |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 48 |
| 7 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 50 |
| 8 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 2 | 5 | 5 | 4 | 53 |
| 9 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 51 |
| 10 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 45 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 46 |
| 12 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 48 |
| 13 | 2 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 45 |
| 14 | 2 | 4 | 4 | 4 | 4 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 28 |
| 15 | 4 | 2 | 2 | 1 | 3 | 1 | 2 | 3 | 4 | 1 | 4 | 1 | 1 | 29 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 49 |
| 17 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 40 |
| 18 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 49 |
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Lampiran 9 Hasil Jawaban Kuesioner Minat Beli (Y)

| | | | | | | | | | | | | | | |
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No: 001/IWH/SMP/XI/2025

Hal:

Berikut kami sampaikan perihal pelaksanaan penelitian dosen dan mahasiswa dengan penjelasan sebagai berikut :

Nama : Maria Kristina Situmorang (NIDN : 0107018804)

Nani Patrisia Nababan(NPM : 2202020052)

Program Studi : Manajemen

Fakultas : Sosial dan Hukum

Perguruan Tinggi : Universitas Quality

Sesuai data di atas, kami sampaikan bahwa dosen dan mahasiswa sudah melakukan penelitian pada Perumahan Ironwood.

Demikian yang dapat kami sampaikan agar dapat digunakan sebagaimana mestinya.

Atas perhatian dan kerjasamanya kami ucapkan terimakasih.



HSAN WAHYUDI MALAU
(Pejabat yang mewakili)

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