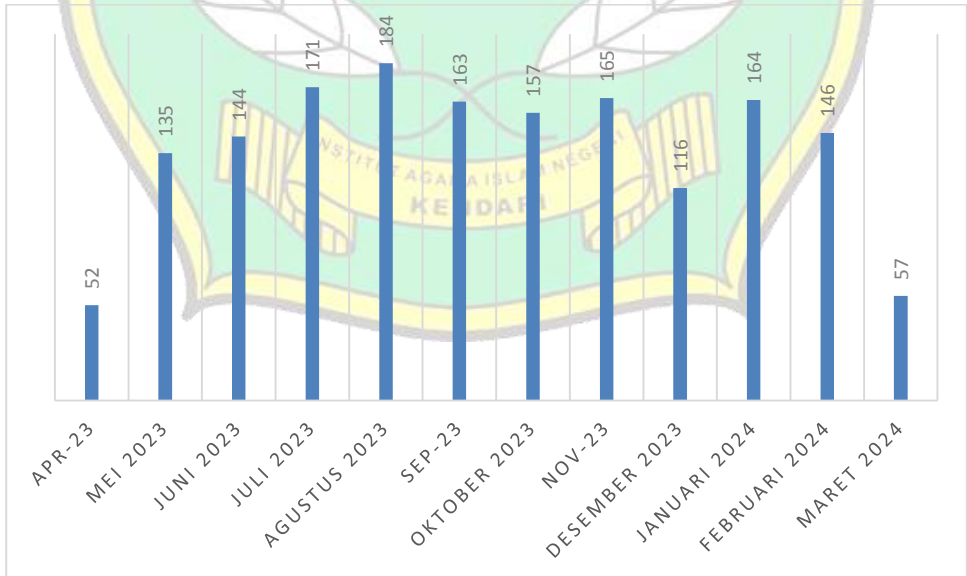




Lampiran 1: Data Penelitian

a. Jumlah Member Spirit Gym Periode Maret 2023 – Februari 2024

| No | Bulan/Tahun | Jumlah Member/Orang |
|----|----------------|---------------------|
| 1 | April 2023 | 52 |
| 2 | Mei 2023 | 135 |
| 3 | Juni 2023 | 144 |
| 4 | Juli 2023 | 171 |
| 5 | Agustus 2023 | 184 |
| 6 | September 2023 | 163 |
| 7 | Oktober 2023 | 157 |
| 8 | November 2023 | 165 |
| 9 | Desember 2023 | 116 |
| 10 | Januari 2024 | 164 |
| 11 | Februari 2024 | 146 |
| 12 | Maret 2024 | 57 |

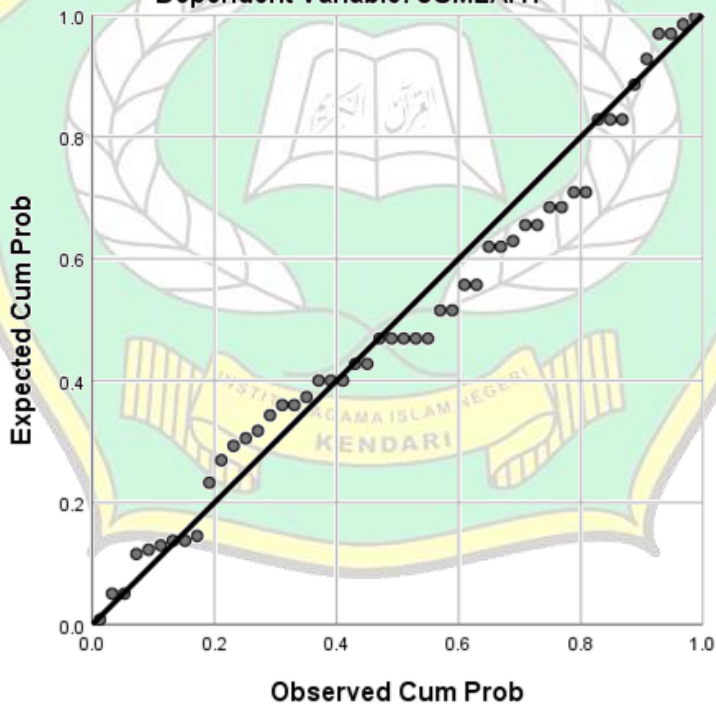


b. Lampiran 2: Output SPSS Versi 26**Statistik Deskriptif**

| | Descriptive Statistics | | | | |
|--------------------|------------------------|---------|---------|-------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| Bauran Pemasaran | 50 | 45 | 70 | 60.68 | 5.860 |
| minat | 50 | 29 | 40 | 35.78 | 3.284 |
| Valid N (listwise) | 50 | | | | |

Uji Normalitas P-Plot

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: JUMLAHY



Uji Normalitas

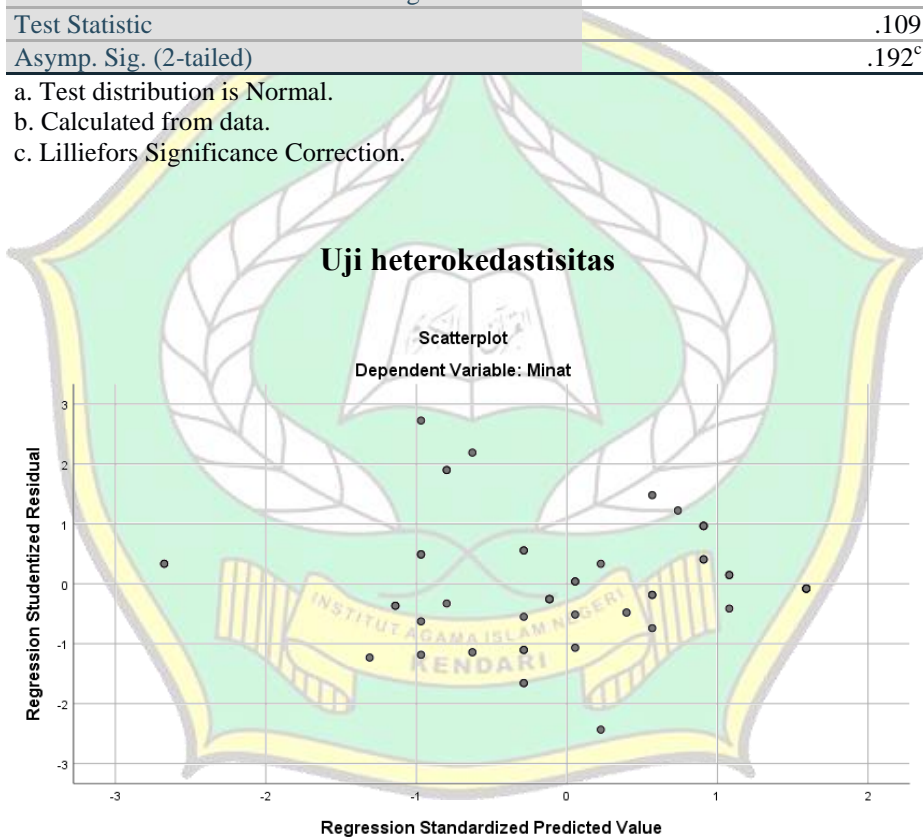
One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 50 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 1.80752295 |
| Most Extreme Differences | Absolute | .109 |
| | Positive | .109 |
| | Negative | -.071 |
| Test Statistic | | .109 |
| Asymp. Sig. (2-tailed) | | .192 ^c |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.



Uji Linearitas

ANOVA Table

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|--------------------------------|----------------|--------------------------|----------------|-------|-------------|---------|------|
| Minat * Bauran Pemasaran | Between Groups | (Combined) | 427.568 | 15 | 28.505 | 9.594 | .000 |
| | | Linearity | 368.490 | 1 | 368.490 | 124.032 | .000 |
| | | Deviation from Linearity | 59.078 | 14 | 4.220 | 1.420 | .197 |
| | Within Groups | 101.012 | 34 | 2.971 | | | |
| | Total | 528.580 | 49 | | | | |

Uji Autokorelasi

Model Summary^b

| Model | R | R Square | Adjusted Square | R | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-----------------|---|----------------------------|---------------|
| 1 | .835 ^a | .697 | .691 | | 1.826 | 1.894 |

a. Predictors: (Constant), Bauran Pemasaran

b. Dependent Variable: minat

Uji Regresi Sederhana

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | t | Sig. |
|-------|------------------|-----------------------------|------------|---------------------------|--|--------|------|
| | | B | Std. Error | Beta | | | |
| 1 | (Constant) | 7.386 | 2.714 | | | 2.722 | .009 |
| | Bauran Pemasaran | .468 | .045 | .835 | | 10.511 | .000 |

a. Dependent Variable: Minat

Hasil Uji koefisien Determinasi (R²)

Model Summary^b

| Model | R | R Square | Adjusted Square | R | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-----------------|---|----------------------------|---------------|
| 1 | .835 ^a | .697 | .691 | | 1.826 | 1.894 |

a. Predictors: (Constant), Bauran Pemasaran

b. Dependent Variable: minat

Uji Parsial (Uji-T)

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | t | Sig. |
|-------|------------------|-----------------------------|------------|---------------------------|--|--------|------|
| | | B | Std. Error | Beta | | | |
| 1 | (Constant) | 7.386 | 2.714 | | | 2.722 | .009 |
| | Bauran Pemasaran | .468 | .045 | .835 | | 10.511 | .000 |

a. Dependent Variable: minat

Uji Simultan (Uji-F)

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1 | Regression | 368.490 | 1 | 368.490 | 110.485 | .000 ^b |
| | Residual | 160.090 | 48 | 3.335 | | |
| | Total | 528.580 | 49 | | | |

a. Dependent Variable: Minat

b. Predictors: (Constant), Bauran Pemasaran

Uji Korelasi Person (r)

Correlations

| | | Bauran Pemasaran | Minat |
|------------------|---------------------|------------------|--------|
| Bauran Pemasaran | Pearson Correlation | 1 | .835** |
| | Sig. (2-tailed) | | .000 |
| | N | 50 | 50 |
| Minat | Pearson Correlation | .835** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 50 | 50 |

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



Lampiran 3.
Instrument Penelitian (Kuisisioner/Angket)
kisi kisi angket atau kuesioner

| VARIABEL | FAKTOR | INDIKATOR |
|-----------------|------------------|---------------------|
| | Bauran Pemasaran | Harga |
| | | Lokasi |
| | | Promosi |
| | | Produk |
| | Minat | Minat Transaksional |
| | | Minat Referensial |
| | | Minat Preferensial |
| | | Minat Eksploratif |



Angket Atau Kuesioner

Nama :

Usia : **Jenis kelamin :**

| No | Pernyataan | Jawaban | | | | |
|-------------------------|--|---------|----|---|---|----|
| | | STS | KS | N | S | SS |
| Bauran Pemasaran | | | | | | |
| 1 | Menurut Anda, sejauh mana harga layanan di Spirit Gym sesuai dengan kualitas produk yang disediakan? | 1 | 2 | 3 | 4 | 5 |
| 2 | Apakah Anda setuju bahwa harga yang dikenakan di Spirit Gym sebanding dengan manfaat yang Anda terima dari menggunakan fasilitasnya? | 1 | 2 | 3 | 4 | 5 |
| 3 | Menurut Anda, apakah harga layanan di Spirit Gym kompetitif dibandingkan dengan harga yang ditawarkan oleh pusat kebugaran lain di sekitar Anda? | 1 | 2 | 3 | 4 | 5 |
| 4 | Apakah Anda merasa bahwa lokasi Spirit Gym mudah dijangkau dari tempat tinggal atau tempat kerja Anda? | 1 | 2 | 3 | 4 | 5 |
| 5 | Sejauh mana Anda setuju bahwa akses menuju Spirit Gym berjalan lancar tanpa hambatan yang signifikan? | 1 | 2 | 3 | 4 | 5 |

| | | | | | | |
|----|---|---|---|---|---|---|
| 6 | Menurut Anda, apakah suasana di Spirit Gym terasa aman dan luas, memberikan kenyamanan dan kebebasan untuk berolahraga dengan nyaman? | 1 | 2 | 3 | 4 | 5 |
| 7 | Menurut Anda, seberapa efektif periklanan Spirit Gym dalam memberikan informasi tentang layanan dan fasilitas yang mereka tawarkan? | 1 | 2 | 3 | 4 | 5 |
| 8 | Sejauh mana Anda yakin bahwa interaksi personal dengan staf Spirit Gym memberikan nilai tambah dalam pengalaman Anda sebagai pelanggan? | 1 | 2 | 3 | 4 | 5 |
| 9 | Apakah Anda percaya bahwa Spirit Gym memiliki hubungan yang baik dengan masyarakat sekitar dan aktif dalam kegiatan atau acara komunitas? | 1 | 2 | 3 | 4 | 5 |
| 10 | Menurut Anda, seberapa efektif program penjualan langsung yang dilakukan oleh Spirit Gym dalam menarik minat dan meningkatkan keanggotaan? | 1 | 2 | 3 | 4 | 5 |
| 11 | Menurut Anda, seberapa banyak variasi layanan dan fasilitas yang ditawarkan oleh Spirit Gym untuk memenuhi berbagai kebutuhan dan preferensi pelanggan? | 1 | 2 | 3 | 4 | 5 |
| 12 | Sejauh mana Anda yakin bahwa produk-produk yang ditawarkan oleh Spirit Gym memiliki daya tahan yang baik dan dapat bertahan lama? | 1 | 2 | 3 | 4 | 5 |
| 13 | Apakah Anda merasa bahwa kualitas produk yang diberikan oleh Spirit Gym sesuai dengan spesifikasi atau harapan yang Anda miliki sebagai pelanggan? | 1 | 2 | 3 | 4 | 5 |

| | | | | | | |
|--------------|---|---|---|---|---|---|
| 14 | Menurut Anda, apakah produk-produk yang ditawarkan oleh Spirit Gym memiliki kualitas terbaik dibandingkan dengan merek lain di pasar sejenis? | 1 | 2 | 3 | 4 | 5 |
| Minat | | | | | | |
| 1 | Saya merasa tertarik untuk menjadi anggota Spirit Gym dan menggunakan fasilitasnya secara berkala. | 1 | 2 | 3 | 4 | 5 |
| 2 | Saya akan mempertimbangkan untuk memperpanjang member Spirit Gym dalam waktu dekat. | 1 | 2 | 3 | 4 | 5 |
| 3 | Saya cenderung mencari referensi atau rekomendasi dari teman atau keluarga yang telah menjadi anggota Spirit Gym sebelumnya. | 1 | 2 | 3 | 4 | 5 |
| 4 | Opini atau pengalaman positif orang lain tentang Spirit Gym sangat memengaruhi keputusan saya untuk menjadi anggota | 1 | 2 | 3 | 4 | 5 |
| 5 | Saya lebih memilih Spirit Gym dibandingkan dengan pusat kebugaran lain di sekitar wilayah saya. | 1 | 2 | 3 | 4 | 5 |
| 6 | Saya cenderung memilih Spirit Gym untuk berlangganan jangka panjang daripada tempat kebugaran lainnya. | 1 | 2 | 3 | 4 | 5 |
| 7 | Saya tertarik untuk mengeksplorasi berbagai fasilitas dan program yang ditawarkan oleh Spirit Gym | 1 | 2 | 3 | 4 | 5 |
| 8 | Saya sering mencari informasi tambahan tentang Spirit Gym sebelum memutuskan untuk menjadi anggota | 1 | 2 | 3 | 4 | 5 |

Table Data Kuisisioner Responden

| X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 | X9 | X10 | X11 | X12 | X13 | X14 | X | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y |
|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|
| 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 55 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 38 |
| 5 | 4 | 3 | 3 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 57 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 38 |
| 4 | 5 | 4 | 5 | 5 | 5 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 53 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 30 |
| 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 3 | 56 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 37 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 67 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 38 |
| 4 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 60 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 35 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 66 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 45 | 4 | 5 | 4 | 3 | 4 | 3 | 3 | 3 | 29 |
| 5 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 61 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 34 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 66 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 39 |
| 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 3 | 61 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 36 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 70 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 65 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 66 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 3 | 5 | 5 | 4 | 2 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 62 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 37 |
| 4 | 5 | 5 | 5 | 5 | 3 | 3 | 5 | 3 | 3 | 5 | 3 | 3 | 3 | 55 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 3 | 34 |
| 4 | 5 | 4 | 5 | 5 | 5 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 54 | 4 | 4 | 4 | 5 | 3 | 4 | 5 | 3 | 32 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 67 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 39 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 70 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 5 | 3 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 63 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 36 |
| 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 3 | 4 | 59 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 36 |
| 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 66 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 39 |
| 5 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 64 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 5 | 3 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 62 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 32 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 70 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 3 | 3 | 5 | 4 | 3 | 3 | 57 | 5 | 4 | 3 | 5 | 5 | 4 | 3 | 3 | 32 |
| 4 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 55 | 4 | 4 | 3 | 5 | 4 | 4 | 5 | 3 | 32 |
| 5 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 59 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 34 |

| | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|---|---|---|---|---|---|---|---|----|
| 5 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 64 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 37 |
| 4 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 55 | 5 | 4 | 3 | 5 | 5 | 3 | 3 | 3 | 31 |
| 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 3 | 5 | 4 | 3 | 4 | 60 | 4 | 4 | 3 | 5 | 5 | 4 | 5 | 5 | 35 |
| 4 | 5 | 3 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 5 | 4 | 59 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 |
| 4 | 5 | 3 | 4 | 5 | 4 | 3 | 5 | 5 | 4 | 3 | 4 | 3 | 4 | 56 | 5 | 5 | 4 | 4 | 5 | 3 | 4 | 3 | 33 |
| 5 | 5 | 3 | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 59 | 4 | 3 | 5 | 4 | 4 | 5 | 3 | 4 | 32 |
| 5 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 64 | 4 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 37 |
| 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 64 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 36 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 70 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 3 | 4 | 59 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 36 |
| 4 | 5 | 3 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 5 | 4 | 59 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 |
| 5 | 5 | 3 | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 59 | 4 | 3 | 5 | 4 | 4 | 5 | 3 | 4 | 32 |
| 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 3 | 56 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 37 |
| 4 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 60 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 35 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 66 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 45 | 4 | 5 | 4 | 3 | 4 | 3 | 3 | 3 | 29 |
| 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 3 | 61 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 36 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 70 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 5 | 5 | 5 | 5 | 3 | 3 | 5 | 3 | 3 | 5 | 3 | 3 | 3 | 55 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 3 | 34 |
| 4 | 5 | 4 | 5 | 5 | 5 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 54 | 4 | 4 | 4 | 5 | 3 | 4 | 5 | 3 | 32 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 67 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 39 |
| 5 | 5 | 5 | 3 | 5 | 4 | 4 | 3 | 5 | 4 | 3 | 5 | 5 | 5 | 61 | 5 | 5 | 5 | 3 | 5 | 3 | 4 | 5 | 35 |



| | | | | | | | | | | | | | | | | |
|------------------|---------------------|--------|--------|--------|--------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|
| | Sig. (2-tailed) | .000 | .163 | .825 | .838 | .188 | .046 | .000 | .029 | .001 | .000 | .195 | .000 | .000 | | .000 |
| | N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| Bauran Pemasaran | Pearson Correlation | .712** | .432** | .435** | .476** | .314* | .416** | .642** | .565** | .474** | .659** | .587** | .773** | .768** | .702** | 1 |
| | Sig. (2-tailed) | .000 | .002 | .002 | .000 | .026 | .003 | .000 | .000 | .001 | .000 | .000 | .000 | .000 | .000 | |
| | N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |

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

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

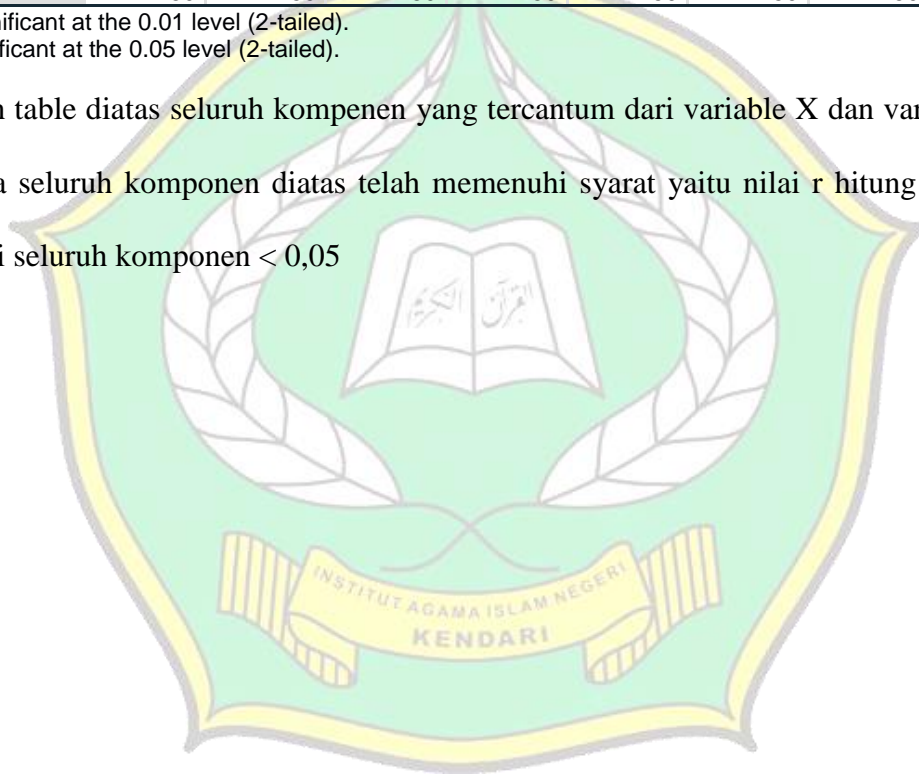


| | | | | | | | | | | |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|---|
| N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | |
| Minat | Pearson Correlation | .666** | .503** | .526** | .541** | .582** | .628** | .645** | .824** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| N | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | |

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

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

Berdasarkan table diatas seluruh komponen yang tercantum dari variable X dan variable Y dinyatakan valid karena seluruh komponen diatas telah memenuhi syarat yaitu nilai r hitung > r tabel dan juga nilai sig dari seluruh komponen < 0,05



Uji Reliabilitas

Kriteria dari pengujian reliabilitas adalah

- Jika nilai cronbach's alpha $> 0,60$ maka intrumen memiliki reliabilitas yang baik dengan kata lain instrument adalah reliabel atau dapat dipercaya
- Jika nilai cronbach's alpha $< 0,60$ maka intrumen yang diuji tersebut tidak reliabel

Bauran Pemasaran

| Reliability Statistics | | |
|------------------------|--|------------|
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .841 | .840 | 14 |

Minat

| Reliability Statistics | | |
|------------------------|--|------------|
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .762 | .768 | 8 |

Berdasarkan kedua table diatas dapat disimpulkan bahwa intrumen memiliki reliabilitas yang baik dan dapat dipercaya dikarenakan nilai Cronbach's alpha dari variable bauran pemasaran sebesar $0,840 > 0,60$, kemudian untuk variable minat sebesar $0,768 > 0,60$ dari kedua nilai tersebut dinyatakan bahwa intrumen adalah reliabel dan terpercaya

Lampiran 4. Dokumentasi

Foto Bersama Pengurus Spirit Gym



Foto Gedung Spirit Gym



Foto Fasilitas Alat Alat Spirit Gym



Foto fasilitas alat angkat beban untuk dada (chest)



Foto fasilitas treadmill



Foto fasilitas alat angkat beban untuk punggung (back)



Foto fasilitas Alat untuk latihan perut



Foto fasilitas alat angkat beban dumbbell



Foto fasilitas alat smith machine



Foto fasilitas Alat untuk latihan kaki (leg)



Foto fasilitas meja kasir



Foto Fasilitas Zumba Dan Aerobic Spirit Gym



Foto Bersama Responden



Skripsi Aldi Hermawan Handoko.docx

ORIGINALITY REPORT

| | | | |
|------------------|------------------|--------------|----------------|
| 33% | 31% | 18% | 17% |
| SIMILARITY INDEX | INTERNET SOURCES | PUBLICATIONS | STUDENT PAPERS |

PRIMARY SOURCES

| | | |
|----------|---|-----------|
| 1 | digilib.iainkendari.ac.id Internet Source | 3% |
| 2 | digitallib.iainkendari.ac.id Internet Source | 1% |
| 3 | repository.umy.ac.id Internet Source | 1% |
| 4 | journal2.um.ac.id Internet Source | 1% |
| 5 | ejournal.lppmunidayan.ac.id Internet Source | 1% |
| 6 | core.ac.uk Internet Source | 1% |
| 7 | Submitted to Universitas Nasional Student Paper | 1% |
| 8 | Submitted to Universitas Putera Batam Student Paper | 1% |
| 9 | repository.radenintan.ac.id Internet Source | 1% |

BIODATA PENULIS



1. Identitas Diri

Nama : Aldi Hermawan Handoko
Tempat Tanggal Lahir : Kota Bangun, 24 Juni 1999
Jenis Kelamin : Laki-Laki
Agama : Islam
Alamat : Jln. Mawar, Desa Kota Bangun
No Telpon : 082293316806
E-Mail : aldihermawan8899@gmail.com

2. Riwayat Pendidikan

2005-2011 : SDN 1 Langgea
2011-2014 : SMPN 1 Ranomeeto
2014-2017 : SMKN 5 Kendari
2018-2024 : Institut Agama Islam Negeri Kendari

3. Identitas Orang Tua

Nama Ayah : Moh. Yusa Handoko

Nama Ibu : Rumini

