

# LAMPIRAN

## Lampiran 1. Kuesioner Penelitian

**KUESIONER PENELITIAN**

Assalamualaikumwr.wb

Responden yang terhormat :

Saya mahasiswa Universitas Islam Sultan Agung Semarang (UNISSULA) program studi manajemen yang sedang mengadakan penelitian untuk skripsi tentang “ **KONEKSITAS RELIGIUSITAS, PENILAIAN PRODUK HALAL DAN NIAT BELI : (Studi Khusus Pada Konsumen KFC di kota Semarang)** ”. Saya selaku peneliti meminta kesediaan Bapak/Ibu untuk membantu mengisi kuesioner. Berikut kuesioner yang saya ajukan, mohon kepada Bapak/Ibu untuk member jawaban yang sejujur-jujurnya dan sesuai dengan keadaan yang sebenarnya. Adapun jawaban yang Bapak/Ibu berikan tidak akan berpengaruh pada diri Bapak/Ibu karena penelitian ini dilakukan semata-mata untuk pengembangan ilmu pengetahuan. Atas kesediaannya saya ucapkan terimakasih.

Wa’alaikumsalam wr. wb

Mengetahui Pembimbing

Hormat Saya

Dr.Hendar,M.Si

Widiya Anggun Permatasari

## KUESIONER PENELITIAN

### KONEKSITAS RELIGIUSITAS, PENILAIAN PRODUK HALAL DAN NIAT BELI : (Studi Khusus Konsumen KFC di kota Semarang)

#### Petunjuk Umum

1. Gunakan pensil atau pulpen untuk mengisi kuesioner
2. Isi pertanyaan dengan jawaban yang jelas dan lengkap

#### I. Identitas Responden

No	Identitas	Penjelasan
1	Nama Responden	
2	Jenis Kelamin	<input type="checkbox"/> Laki-laki <input type="checkbox"/> Perempuan
3	Kedudukan dalam masyarakat	<input type="checkbox"/> Pendidik <input type="checkbox"/> Pemuka Agama <input type="checkbox"/> Karyawan <input type="checkbox"/> Wirausaha <input type="checkbox"/> Lainnya,.....
4	Umur	<input type="checkbox"/> ≤ 20 tahun <input type="checkbox"/> 21- 30 tahun <input type="checkbox"/> 31- 40 tahun <input type="checkbox"/> 41- 50 tahun <input type="checkbox"/> 50-60 tahun <input type="checkbox"/> ≥ 60 tahun
5	Pendidikan Terakhir	<input type="checkbox"/> SD <input type="checkbox"/> SMP <input type="checkbox"/> Diploma <input type="checkbox"/> SMU <input type="checkbox"/> Doktor (S3) <input type="checkbox"/> Pasca Sarjana <input type="checkbox"/> Sarjana S1
6	Status	<input type="checkbox"/> Belum Menikah <input type="checkbox"/> Janda / Duda <input type="checkbox"/> Menikah
7	Pekerjaan	

#### Petunjuk Mengisi

Beri tanda X sesuai dengan pendapat, penilaian, persepsi atas pengalaman yang pernah bapak/ibu lakukan. Pilih angka 1 sampai dengan 10 dari kolom yang telah disediakan seperti berikut :

SSTS	1	2	3	4	5	6	7	8	9	10	SSS
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#### Keterangan Skor :

1. SSTS = Sama Sekali Tidak Setuju
2. STS = Sangat Tidak Setuju
3. TS = Tidak Setuju

4. AS = Agak Setuju
5. R = Ragu
6. BS = Biasa saja
7. AS = Agak Setuju
8. S = Setuju
9. SS = Sangat Setuju
10. SSS = Sangat Setuju Sekali

Contoh :

No	Pernyataan	Jawaban												
1	Setiap akan mengkonsumsi sebuah produk, saya selalu pastikan bahwa produk itu adalah Halal	<table border="1"> <tr> <td>SSTS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td><del>8</del></td> <td>9</td> <td>10</td> <td>SSS</td> </tr> </table>	SSTS	1	2	3	4	5	6	7	<del>8</del>	9	10	SSS
SSTS	1	2	3	4	5	6	7	<del>8</del>	9	10	SSS			

## II. VARIABEL PENELITIAN

### A. *Ideologi*

No	Pernyataan	Jawaban												
1	Saya percaya pada produk makanan halal karena itu merupakan perintah dari Allah	<table border="1"> <tr> <td>SSTS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SSS</td> </tr> </table>	SSTS	1	2	3	4	5	6	7	8	9	10	SSS
SSTS	1	2	3	4	5	6	7	8	9	10	SSS			
2	Saya meyakini tentang hukum halal dan haram yang diterangkan didalam Alquran	<table border="1"> <tr> <td>SSTS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SSS</td> </tr> </table>	SSTS	1	2	3	4	5	6	7	8	9	10	SSS
SSTS	1	2	3	4	5	6	7	8	9	10	SSS			
3	Saya yakin bahwa makanan halal lah yang terbaik untuk kesehatan	<table border="1"> <tr> <td>SSTS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SSS</td> </tr> </table>	SSTS	1	2	3	4	5	6	7	8	9	10	SSS
SSTS	1	2	3	4	5	6	7	8	9	10	SSS			
Sejauh mana anda memiliki keyakinan bahwa Hanya Islam agama yang paling baik :														
.....														
.....														
.....														

**B. Ritualistik**

No	Pernyataan	Jawaban
1	Sebelum makan saya selalu berdoa terlebih dahulu	SSTS 1 2 3 4 5 6 7 8 9 10 SSS
2	Ketika makan saya selalu menggunakan tangan kanan	SSTS 1 2 3 4 5 6 7 8 9 10 SSS
3	Ketika makan saya selalu duduk	SSTS 1 2 3 4 5 6 7 8 9 10 SSS
Apakah anda telah puas dengan ritual keagamaan yang sudah dilakukan ? ..... ..... .....		

**C. Intelektual**

No	Pernyataan	Jawaban
1	Saya memahami hukum mengenai halal dan haram	SSTS 1 2 3 4 5 6 7 8 9 10 SSS
2	Saya selalu berusaha mengikuti aturan agama Islam dalam memilih produk makanan halal	SSTS 1 2 3 4 5 6 7 8 9 10 SSS
3	Saya mengetahui perbedaan makanan halal dan haram	SSTS 1 2 3 4 5 6 7 8 9 10 SSS
Sejauh mana anda memiliki pengetahuan tentang Agama Islam yang anda anut: ..... ..... .....		

**D. Eksperimental**

No	Pernyataan	Jawaban												
1	Saya merasa berdosa jika tidak mengkonsumsi makanan halal	<table border="1"> <tr> <td>SSTS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SSS</td> </tr> </table>	SSTS	1	2	3	4	5	6	7	8	9	10	SSS
SSTS	1	2	3	4	5	6	7	8	9	10	SSS			
2	Saya merasa nyaman ketika memilih makanan yang sesuai dengan hukum Islam	<table border="1"> <tr> <td>SSTS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SSS</td> </tr> </table>	SSTS	1	2	3	4	5	6	7	8	9	10	SSS
SSTS	1	2	3	4	5	6	7	8	9	10	SSS			
3	Saya merasa senang saat melihat orang lain juga mengkonsumsi makanan halal	<table border="1"> <tr> <td>SSTS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SSS</td> </tr> </table>	SSTS	1	2	3	4	5	6	7	8	9	10	SSS
SSTS	1	2	3	4	5	6	7	8	9	10	SSS			
Pengalaman spiritual apa yang pernah menggugah peningkatan iman saudara ? ..... ..... .....														

**E. Konsekuensial**

No	Pernyataan	Jawaban												
1	Mengkonsumsi makanan halal menjadikan saya pribadi yang baik	<table border="1"> <tr> <td>SSTS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SSS</td> </tr> </table>	SSTS	1	2	3	4	5	6	7	8	9	10	SSS
SSTS	1	2	3	4	5	6	7	8	9	10	SSS			
2	Mengkonsumsi makanan halal menjadikan saya lebih menghargai orang lain	<table border="1"> <tr> <td>SSTS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SSS</td> </tr> </table>	SSTS	1	2	3	4	5	6	7	8	9	10	SSS
SSTS	1	2	3	4	5	6	7	8	9	10	SSS			
3	Mengkonsumsi makanan halal menjadikan saya pribadi yang jujur dan adil dengan orang lain	<table border="1"> <tr> <td>SSTS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SSS</td> </tr> </table>	SSTS	1	2	3	4	5	6	7	8	9	10	SSS
SSTS	1	2	3	4	5	6	7	8	9	10	SSS			
Sejauh mana anda merasa bahwa hidup anda bermanfaat bagi orang lain ? ..... ..... .....														

**F. Halal product judgment (Penilaian Produk Halal)**

No	Pernyataan	Jawaban												
1	Saya percaya bahwa produk KFC memiliki kualitas yang baik dibandingkan dengan produk sejenis lainnya.	<table border="1"> <tr> <td>SSTS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SSS</td> </tr> </table>	SSTS	1	2	3	4	5	6	7	8	9	10	SSS
SSTS	1	2	3	4	5	6	7	8	9	10	SSS			
2	Saya menyukai produk makanan KFC karena sesuai dengan kebutuhan saya	<table border="1"> <tr> <td>SSTS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SSS</td> </tr> </table>	SSTS	1	2	3	4	5	6	7	8	9	10	SSS
SSTS	1	2	3	4	5	6	7	8	9	10	SSS			
3	Saya yakin bahwa produk KFC di produksi dengan cara yang layak	<table border="1"> <tr> <td>SSTS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SSS</td> </tr> </table>	SSTS	1	2	3	4	5	6	7	8	9	10	SSS
SSTS	1	2	3	4	5	6	7	8	9	10	SSS			
Apa arti penting produk halal bagi anda ? ..... ..... .....														

**G. Niat Beli Produk Halal**

No	Pernyataan	Jawaban												
1	Saya selalu mencari informasi pada Produk Halal sebelum membelinya	<table border="1"> <tr> <td>SSTS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SSS</td> </tr> </table>	SSTS	1	2	3	4	5	6	7	8	9	10	SSS
SSTS	1	2	3	4	5	6	7	8	9	10	SSS			
2	Saya selalu ingin membeli produk halal	<table border="1"> <tr> <td>SSTS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SSS</td> </tr> </table>	SSTS	1	2	3	4	5	6	7	8	9	10	SSS
SSTS	1	2	3	4	5	6	7	8	9	10	SSS			
3	Produk halal selalu menjadi prioritas / pilihan utama saya	<table border="1"> <tr> <td>SSTS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SSS</td> </tr> </table>	SSTS	1	2	3	4	5	6	7	8	9	10	SSS
SSTS	1	2	3	4	5	6	7	8	9	10	SSS			
Menurut anda apakah label halal produk berdampak pada minat pembelian produk halal ? ..... .....														

Lampiran 2. Hasil Jawaban Responden

No.	x1.1	x1.2	x1.3	x1	x2.1	x2.2	x2.3	x2	x3.1	x3.2	x3.3	x3	x4.1	x4.2	x4.3	x4	x5.1	x5.2	x5.3	x5	y1.1	y1.2	y1.3	y1	y2.1	y2.2	y2.3	y2
1	10	9	10	29	10	10	10	30	9	9	8	26	9	8	9	26	9	8	8	25	10	10	9	29	10	10	10	30
2	10	9	10	29	9	9	8	26	9	8	9	26	8	9	9	26	9	9	8	26	9	10	10	29	10	10	10	30
3	8	7	8	23	8	7	8	23	7	7	8	22	8	8	7	23	8	7	8	23	8	7	8	23	7	8	8	23
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5	9	10	10	29	9	8	9	26	9	9	8	26	9	9	8	26	10	9	10	29	9	10	10	29	10	10	9	29
6	8	9	9	26	9	9	8	26	8	8	9	25	9	8	8	25	8	8	9	25	8	9	8	25	9	9	9	27
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42	8	7	8	23	8	8	7	23	7	7	8	22	8	7	7	22	9	9	9	27	8	7	7	22	7	8	8	23
43	7	8	8	23	10	9	9	28	9	9	7	25	10	9	10	29	8	9	8	25	8	8	9	25	8	7	8	23
44	9	9	8	26	9	10	9	28	10	10	10	30	8	8	9	25	10	10	10	30	9	10	10	29	10	9	9	28
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46	8	8	7	23	8	8	7	23	9	9	8	26	9	8	8	25	8	7	7	22	9	8	8	25	9	8	8	25
47	8	8	7	23	8	7	8	23	8	9	9	26	8	8	7	23	8	7	7	22	8	8	9	25	8	9	9	26
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## Lampiran 3. Hasil Uji SPSS

## 11. Uji Validitas dan Reliabilitas

Tabel 4.12 dan Tabel 4.13

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x1.1	17.16	2.953	.748	.783
x1.2	17.14	3.061	.689	.838
x1.3	17.09	2.920	.755	.777

**Reliability Statistics**

Cronbach's Alpha	N of Items
.857	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x2.1	17.16	2.802	.733	.728
x2.2	17.25	2.715	.684	.773
x2.3	17.17	2.728	.659	.799

**Reliability Statistics**

Cronbach's Alpha	N of Items
.831	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x3.1	17.10	3.545	.720	.773
x3.2	17.19	3.044	.750	.730
x3.3	17.23	2.987	.661	.830

**Reliability Statistics**

Cronbach's Alpha	N of Items
.839	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x4.1	16.73	3.068	.681	.750
x4.2	16.93	2.833	.687	.738
x4.3	17.04	2.625	.664	.769

**Reliability Statistics**

Cronbach's Alpha	N of Items
.820	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x5.1	16.78	2.396	.703	.791
x5.2	16.89	2.624	.687	.805
x5.3	16.83	2.425	.742	.751

**Reliability Statistics**

Cronbach's Alpha	N of Items
.844	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y1.1	17.08	3.731	.756	.845
y1.2	17.11	3.109	.813	.786
y1.3	17.19	3.206	.745	.852

**Reliability Statistics**

Cronbach's Alpha	N of Items
.879	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y2.1	17.77	1.916	.547	.717
y2.2	17.85	1.967	.622	.633
y2.3	18.08	1.872	.588	.669

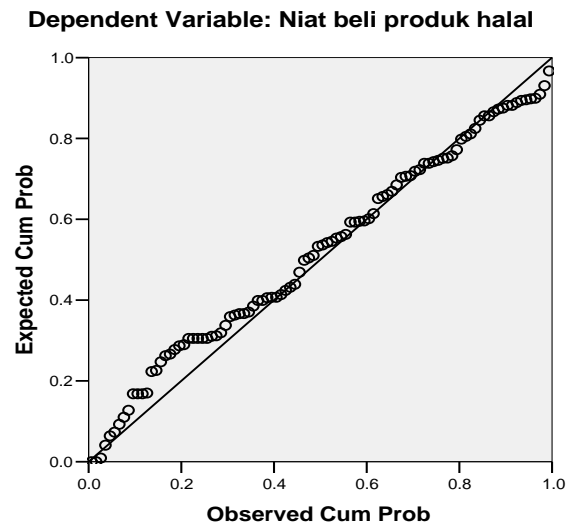
**Reliability Statistics**

Cronbach's Alpha	N of Items
.755	3

## 12. Uji Normalitas

Gambar 4.1

## Normal P-P Plot of Regression Standardized Residual



## One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.95152356
Most Extreme Differences	Absolute	.096
	Positive	.064
	Negative	-.096
Kolmogorov-Smirnov Z		.958
Asymp. Sig. (2-tailed)		.317

a. Test distribution is Normal.

b. Calculated from data.

## 3. Uji Multikolinearitas

Tabel 4.14

Coefficients<sup>a</sup>

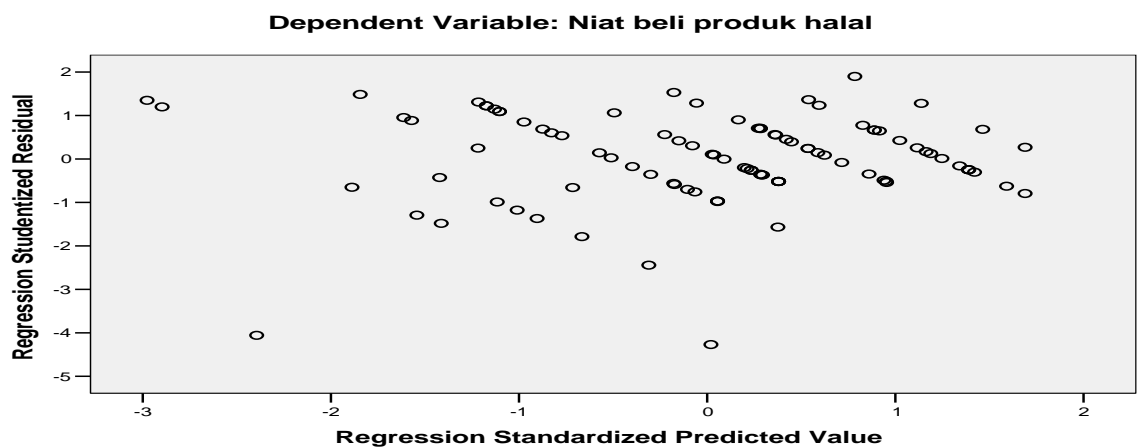
Model		Collinearity Statistics	
		Tolerance	VIF
1	Ideologi	.459	2.176
	Ritualistik	.517	1.935
	Intelektual	.398	2.514
	Experimental	.374	2.672
	Konsekuensial	.517	1.934
	Halal product Judgment	.297	3.362

a. Dependent Variable: Niat beli produk halal

## 4. Uji Heteroskedastisitas

Gambar 4.2

Scatterplot



## 5. Analisis Regresi

Tabel 4.15

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.194	1.961		-1.629	.107
	Ideologi	.223	.086	.207	2.585	.011
	Ritualistik	.296	.080	.272	3.719	.000
	Intelektual	.206	.091	.196	2.250	.027
	Experimental	.198	.099	.180	1.993	.049
	Konsekuensial	.206	.086	.182	2.402	.018

a. Dependent Variable: Halal product Judgment

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.341	1.340		3.986	.000
	Ideologi	.190	.060	.234	3.159	.002
	Ritualistik	.157	.057	.192	2.740	.007
	Intelektual	.146	.063	.184	2.312	.023
	Experimental	.137	.068	.165	2.004	.048
	Konsekuensial	.144	.060	.228	2.402	.017
	Halal product Judgment	.182	.070	.241	2.615	.010

a. Dependent Variable: Niat beli produk halal



## 6. Uji F

Tabel 4.16

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	471.217	5	94.243	44.398	.000 <sup>a</sup>
	Residual	199.533	94	2.123		
	Total	670.750	99			

a. Predictors: (Constant), Konsekuensial, Ritualistik, Intelektual, Ideologi, Experimental

b. Dependent Variable: Halal product Judgment

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	291.116	6	48.519	50.341	.000 <sup>a</sup>
	Residual	89.634	93	.964		
	Total	380.750	99			

a. Predictors: (Constant), Halal product Judgment, Konsekuensial, Ritualistik, Intelektual, Ideologi, Experimental

b. Dependent Variable: Niat beli produk halal

## 7. Koefisien Determinasi

Tabel 4.18

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.838 <sup>a</sup>	.703	.687	1.457

a. Predictors: (Constant), Konsekuensial, Ritualistik, Intelektual, Ideologi, Experimental

Tabel 4.19

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.874 <sup>a</sup>	.765	.749	.982

- a. Predictors: (Constant), Halal product Judgment, Konsekuensial, Ritualis tik, Intelektual, Ideologi, Experimental
- b. Dependent Variable: Niat beli produk halal