

LAMPIRAN 1 KUESIONER
PENELITIAN

KUESIONER PENELITIAN

Petunjuk Umum

1. Gunakan pensil atau bulpen 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	Konsentrasi Perkuliahan	<input type="checkbox"/> Manajemen <input type="checkbox"/> Akuntansi
4	Usia Responden	<input type="checkbox"/> ≤18 tahun <input type="checkbox"/> 18 –20 tahun <input type="checkbox"/> 21 - 22 tahun
5	Tahun Angkatan	<input type="checkbox"/> 2014 <input type="checkbox"/> 2015 <input type="checkbox"/> 2016

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:

STS	1	2	3	4	5	6	7	8	9	10	SS
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Ket : STS = Sangat Tidak Setuju, SS = Sangat Setuju

Contoh:

No	Pernyataan	Jawaban												
1	Setiap akan mengkonsumsi sebuah produk, saya selalu pastikan bahwa produk itu adalah halal.	<table border="1"> <tr> <td>STS</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>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
Cara memastikannya bagaimana:														

II.VARIABEL PENELITIAN

A. Intrinsik Religiusitas

No	Pernyataan	Jawaban												
1	Saya meyakini sepenuh hati adanya Allah SWT dan Kitab - kitabNya	<table border="1"> <tr> <td>STS</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>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
2	Saya selalu introspeksi diri dan berdoa	<table border="1"> <tr> <td>STS</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>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
3	Saya menjadikan agama sebagai pedoman hidup	<table border="1"> <tr> <td>STS</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>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
4	Saya menjalankan dan mentaati perintah agama	<table border="1"> <tr> <td>STS</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>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
5	Seluruh pendekatan kehidupan saya berdasarkan agama	<table border="1"> <tr> <td>STS</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>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
6	Saya selalu menghargai dan mensyukuri segala ciptaan Allah	<table border="1"> <tr> <td>STS</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>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
<p>Apa peran agama menurut saudara ?</p> <p>.....</p>														

B. Ekstrinsik Religiusitas

No	Pernyataan	Jawaban											
1	Saya mengikuti organisasi keagamaan	STS	1	2	3	4	5	6	7	8	9	10	SS
2	Saya terus memberi informasi tentang organisasi keagamaan saya kepada pihak lain	STS	1	2	3	4	5	6	7	8	9	10	SS
3	Saya melakukan sosialisasi dilingkungan masyarakat	STS	1	2	3	4	5	6	7	8	9	10	SS
4	Saya mampu untuk mengatasi masalah sosial	STS	1	2	3	4	5	6	7	8	9	10	SS
5	Saya mengikuti organisasi untuk mencari banyak teman	STS	1	2	3	4	5	6	7	8	9	10	SS
Sejauh mana manfaat organisasi keagamaan ?		<p>.....</p> <p>.....</p>											

C. Halal Marketing

No	Pernyataan	Jawaban											
1	Merek sangat penting untuk membeli produk halal	STS	1	2	3	4	5	6	7	8	9	10	SS
2	Dukungan selebriti penting untuk membeli produk halal	STS	1	2	3	4	5	6	7	8	9	10	SS
3	Citra (image) produk halal sangat penting bagi sebuah produk yang ditawarkan ke pasar	STS	1	2	3	4	5	6	7	8	9	10	SS
4	Kualitas produk sangat penting untuk produk halal	STS	1	2	3	4	5	6	7	8	9	10	SS
5	Harga yang sesuai dengan daya beli sangat penting untuk produk halal	STS	1	2	3	4	5	6	7	8	9	10	SS
6	Saya lebih senang membeli produk halal meskipun harganya mahal	STS	1	2	3	4	5	6	7	8	9	10	SS
7	Promosi yang sesuai dengan norma – norma agama (syariah) penting untuk produk halal	STS	1	2	3	4	5	6	7	8	9	10	SS
<p>Apa produk halal harus dipasarkan secara halal pula ? Bagaimana pandangan anda ?</p> <p>.....</p> <p>.....</p>													

D. Consumer Innovativeness

No	Pernyataan	Jawaban											
1	Ketika saya mendengar tentang produk halal baru, saya mencoba untuk tahu lebih banyak tentang produk tersebut pada kesempatan pertama	STS	1	2	3	4	5	6	7	8	9	10	SS
2	Saya adalah tipe orang yang mencoba setiap produk halal setidaknya satu kali	STS	1	2	3	4	5	6	7	8	9	10	SS
3	Saya lebih memilih merek yang biasanya saya beli daripada mencoba sesuatu yang tidak saya yakini	STS	1	2	3	4	5	6	7	8	9	10	SS
4	Saya mencari pendapat dari mereka yang telah mencoba produk halal atau merek produk halal baru sebelum mencobanya	STS	1	2	3	4	5	6	7	8	9	10	SS
5	Sebelum mencoba produk halal baru, saya mencoba mempelajari apakah teman yang memiliki produk ini memikirkannya	STS	1	2	3	4	5	6	7	8	9	10	SS
Apakah <i>consumer innovativeness</i> itu perlu dimiliki setiap konsumen? Bagaimana pendapat anda?		<p>.....</p> <p>.....</p>											

E. Minat Pembelian Ulang

No	Pernyataan	Jawaban											
1	Saya bermaksud merekomendasikan produk halal rutin digunakan pada orang – orang di sekitar saya	STS	1	2	3	4	5	6	7	8	9	10	SS
2	Saya selalu berusaha mendapatkan informasi tentang produk halal	STS	1	2	3	4	5	6	7	8	9	10	SS
3	Kecuali untuk alasan yang tak terduga, saya berniat untuk terus menggunakan produk halal yang saya gunakan secara teratur	STS	1	2	3	4	5	6	7	8	9	10	SS
4	Jika bisa, saya ingin terus membeli dan menggunakan produk halal	STS	1	2	3	4	5	6	7	8	9	10	SS
5	Kemungkinan saya akan terus membeli produk halal yang sering saya gunakan di masa depan	STS	1	2	3	4	5	6	7	8	9	10	SS
Menurut anda apakah label halal produk berdampak pada minat pembelian produk halal ?		<p>.....</p> <p>.....</p>											

....., 2018

Responden

(.....)

**LAMPIRAN 2 TABULASI
RESPONDEN**

No.	Intrinsik Religiusitas							Ekstrinsik Religiusitas					
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1	X2.1	X2.2	X2.3	X2.4	X2.5	X2
1	10	10	10	10	10	10	60	10	10	10	10	10	50
2	10	10	10	10	9	9	58	10	10	10	10	10	50
3	9	9	9	9	9	9	54	9	9	9	9	9	45
4	10	10	10	10	10	10	60	10	10	9	10	9	48
5	10	9	10	10	10	10	59	9	10	10	10	10	49
6	10	10	10	10	10	10	60	10	10	10	10	10	50
7	9	9	6	9	9	9	51	10	10	10	9	9	48
8	9	6	6	2	6	9	38	9	10	10	9	9	48
9	9	9	2	9	6	6	41	9	9	9	9	9	45
10	9	9	6	6	6	9	45	9	10	9	9	9	46
11	9	9	6	6	9	9	48	10	10	10	10	9	49
12	9	9	2	2	9	9	40	9	9	9	9	9	45
13	9	6	2	9	9	9	44	9	9	9	10	9	46
14	9	9	2	9	9	10	48	10	10	10	10	9	49
15	10	10	1	1	10	10	42	10	10	10	10	6	46
16	6	9	1	6	6	9	37	9	9	10	10	6	44
17	9	10	10	10	10	10	59	10	10	10	10	10	50
18	9	10	9	9	9	9	55	9	10	9	9	9	46
19	10	9	6	6	9	9	49	2	6	10	9	2	29
20	10	9	1	9	9	9	47	10	10	10	9	9	49
21	10	9	6	9	9	10	53	6	9	9	10	6	39
22	9	9	6	9	9	9	51	9	9	9	9	9	45
23	10	9	9	10	10	10	57	10	10	10	9	9	47
24	10	10	1	2	9	1	41	10	10	9	9	10	50
25	9	9	2	9	9	6	37	10	10	10	10	9	47
26	9	9	2	2	9	9	47	10	10	6	9	10	49
27	9	9	6	9	9	9	44	9	9	9	10	9	42
28	9	9	2	2	9	9	47	9	9	9	9	9	45
29	9	9	2	9	2	2	26	9	9	9	9	9	45
30	9	9	2	6	9	9	47	9	9	10	9	9	45
31	9	9	9	9	9	9	51	10	9	10	9	9	47
32	9	9	9	9	10	10	56	10	9	10	9	9	47
33	9	9	10	9	9	9	55	9	9	10	10	9	45
34	10	9	9	9	9	9	55	10	9	9	9	9	47
35	9	9	9	10	9	9	54	9	10	10	10	9	47
36	9	9	9	9	10	9	56	9	9	9	9	9	46
37	10	9	9	10	9	9	55	9	9	9	9	9	46

38	9	10	9	10	9	10	57	9	9	9	9	9	46
39	9	9	9	9	9	9	55	9	9	9	9	9	45
40	9	9	9	9	10	9	55	9	9	10	9	9	46
41	9	9	9	9	10	9	55	9	9	10	9	9	46
42	9	9	9	9	10	9	55	9	9	9	9	9	47
43	9	10	9	9	9	9	55	9	9	9	10	9	47
44	9	9	9	10	10	9	55	9	9	9	9	10	45
45	10	9	10	9	10	10	59	10	10	9	10	10	50
46	9	10	6	9	10	10	54	10	9	9	10	9	46
47	9	9	9	9	9	10	55	10	9	10	9	10	46
48	10	10	9	9	10	10	58	10	9	10	10	9	45
49	10	10	9	9	10	10	54	10	9	10	9	9	47
50	9	9	9	9	9	9	55	10	9	10	9	9	46
51	9	9	6	9	9	9	58	10	9	10	9	10	45
52	10	10	10	9	9	9	58	10	9	10	10	9	47
53	10	10	9	10	10	10	54	10	9	10	10	9	50
54	10	10	10	10	9	10	51	10	9	10	9	10	50
55	10	10	10	10	10	10	57	10	9	10	9	10	49
56	10	10	10	9	10	10	59	10	10	10	9	10	50
57	10	10	10	10	10	10	59	10	10	10	9	9	50
58	10	10	10	10	9	9	60	10	10	10	9	10	50
59	10	10	10	10	10	10	59	10	10	10	9	10	50
60	10	10	9	10	10	10	60	10	10	9	10	10	50
61	10	10	10	10	10	10	58	10	10	9	10	10	48
62	10	10	10	10	10	10	60	10	10	9	10	10	48
63	10	10	10	10	10	10	59	10	10	10	10	9	48
64	10	10	10	10	10	10	60	10	10	10	10	9	48
65	9	9	9	9	9	9	60	10	10	10	10	9	47
66	9	9	9	9	10	9	60	10	10	10	10	9	46
67	9	9	10	9	10	9	60	10	10	9	10	9	47
68	10	9	9	9	10	9	54	9	10	10	10	9	47
69	10	10	10	9	10	10	55	9	9	10	10	9	50
70	10	10	10	10	10	10	56	10	9	10	9	10	49
71	9	9	10	9	10	9	56	9	9	10	9	10	47
72	9	9	9	9	9	9	54	10	10	10	9	10	48
73	9	9	9	10	9	9	55	9	10	10	9	9	46
74	10	9	10	9	9	10	57	9	10	10	9	10	47
75	9	10	10	9	9	9	56	9	10	10	9	10	47
76	10	10	10	10	10	10	60	9	10	10	10	10	50

77	10	10	10	10	10	10	60	9	10	9	10	9	50
78	10	10	10	10	10	10	60	9	10	10	10	10	50
79	10	10	9	10	10	10	59	10	10	10	10	10	50
80	10	9	10	10	10	10	59	10	10	10	10	10	50
81	10	10	10	10	10	10	60	10	10	10	10	10	50
82	10	10	10	10	10	10	60	10	10	9	10	10	50
83	10	10	10	9	10	10	58	10	10	9	10	10	49
84	10	10	9	10	10	10	60	10	10	9	10	10	50
85	9	9	9	10	10	10	58	10	10	10	10	10	49
86	10	10	9	10	10	10	60	10	10	10	10	10	49
87	10	10	9	10	10	10	60	10	10	10	9	9	49
88	9	9	6	10	9	10	56	9	10	10	9	10	46
89	9	10	6	9	9	9	55	10	9	9	9	10	47
90	9	9	9	9	9	9	54	9	9	10	10	9	47
91	9	9	9	9	10	9	55	9	10	10	9	10	46
92	9	9	6	9	9	9	51	9	9	10	6	10	39
93	10	9	6	9	9	9	52	10	10	10	10	9	49
94	9	9	9	10	10	10	57	9	9	10	10	9	48
95	9	9	6	9	6	9	48	10	10	10	6	9	45
96	10	10	10	10	9	9	58	10	10	10	10	10	50
97	9	10	10	9	9	9	56	10	10	10	9	9	48
98	9	9	9	9	9	9	54	10	10	10	9	9	48
99	10	10	10	10	10	10	60	10	10	10	10	10	50
100	10	9	10	9	9	10	57	9	9	9	9	9	45

No.	<i>Halal Marketing</i>								<i>Consumer Innovativeness</i>					
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3	X4.1	X4.2	X4.3	X4.4	X4.5	Y1
1	10	10	10	10	10	10	10	70	10	9	10	10	10	49
2	10	10	10	10	10	10	9	69	10	10	10	9	10	49
3	9	9	9	9	9	9	10	63	9	9	9	9	9	45
4	10	10	9	10	10	10	10	69	10	10	9	10	10	49
5	10	10	10	9	10	10	10	69	10	10	9	10	10	49
6	10	10	9	9	10	10	9	68	10	10	10	10	10	50
7	10	10	10	10	9	10	9	68	9	9	9	10	9	46
8	6	9	9	6	9	9	9	57	2	9	9	6	9	35
9	9	9	9	9	9	9	9	63	9	9	9	9	9	45
10	9	9	9	9	9	9	9	63	9	9	9	9	6	42
11	9	9	9	9	9	9	9	63	9	9	9	9	9	45
12	9	9	9	9	9	9	9	63	3	2	2	9	9	24
13	9	9	9	9	9	9	9	63	3	2	6	6	9	25
14	10	1	9	9	9	9	10	56	9	2	2	2	10	25
15	10	6	10	10	6	6	9	62	6	10	10	10	10	46
16	6	9	9	6	6	6	9	55	6	6	9	6	9	36
17	9	9	9	9	10	10	10	65	9	9	9	9	9	45
18	10	10	9	9	10	10	6	68	10	10	10	9	9	48
19	6	6	9	10	6	6	9	45	6	9	10	9	6	40
20	9	10	10	10	9	9	6	66	9	9	9	9	9	45
21	10	9	10	10	9	9	9	63	9	9	6	9	6	39
22	9	9	9	9	9	9	6	63	9	2	9	9	9	38
23	9	2	9	10	9	9	10	51	3	2	2	6	9	21
24	10	10	10	10	10	10	9	70	10	10	10	10	10	50
25	9	9	9	9	9	9	10	63	9	9	9	9	8	45
26	9	10	10	10	10	10	9	69	9	9	9	10	9	46
27	9	9	9	9	9	9	9	63	3	2	2	2	9	17
28	9	9	9	9	9	9	9	63	9	9	9	9	9	45
29	9	9	9	9	9	9	9	63	9	9	9	9	9	45
30	9	9	9	9	9	9	10	63	9	9	9	9	9	45
31	10	9	10	10	10	10	9	68	3	2	9	9	9	28
32	9	9	9	9	9	9	9	64	9	9	9	9	9	45
33	9	10	9	9	9	9	9	64	10	9	10	9	10	48
34	9	10	10	9	9	9	10	66	9	10	10	9	10	48
35	9	10	9	9	9	9	9	65	9	9	9	9	10	46
36	10	9	9	9	9	9	9	65	9	9	9	9	10	46

37	10	9	9	9	9	9	9	65	9	9	9	9	10	46
38	9	9	9	9	9	10	9	64	9	9	9	9	9	45
39	9	9	9	9	10	10	9	64	10	9	9	10	9	46
40	10	9	9	9	10	9	9	65	9	9	10	9	9	46
41	9	9	10	9	9	9	9	64	9	10	9	9	9	47
42	9	9	9	9	9	10	9	65	9	9	9	9	10	46
43	9	9	10	9	10	10	9	65	9	9	9	9	10	46
44	9	9	9	9	9	9	9	64	9	9	10	10	9	46
45	10	10	9	10	10	10	10	69	10	10	10	9	10	50
46	10	10	9	9	10	9	9	65	9	9	10	9	9	46
47	9	9	9	9	9	9	9	63	9	9	9	9	9	46
48	9	9	9	9	9	10	10	66	9	9	9	9	9	46
49	9	9	10	10	10	9	9	65	9	9	9	9	9	47
50	9	9	9	9	9	9	9	63	9	9	9	9	9	46
51	9	9	9	9	9	9	9	63	9	9	9	9	6	46
52	9	9	9	9	9	9	9	63	10	9	9	10	9	46
53	10	10	10	10	9	10	10	70	9	10	10	9	10	50
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55	10	10	10	10	10	10	10	70	10	9	9	9	10	45
56	9	10	10	10	10	9	10	68	10	9	9	10	10	45
57	10	10	10	10	9	10	10	68	10	10	10	10	10	45
58	9	10	10	10	10	9	10	70	10	10	10	10	10	45
59	10	10	9	9	9	10	10	69	9	10	10	10	9	42
60	10	10	10	10	10	10	10	69	10	10	10	9	10	46
61	10	10	10	10	10	10	9	69	10	9	9	10	10	49
62	10	10	10	10	10	10	10	70	10	10	10	10	10	49
63	10	10	10	10	10	10	9	69	9	10	10	9	10	49
64	10	10	10	10	10	10	10	69	10	9	9	10	10	49
65	10	9	9	10	10	9	9	69	9	9	10	10	9	49
66	9	9	9	9	9	9	9	70	9	9	10	10	9	50
67	10	9	9	9	9	9	9	65	9	9	10	10	9	48
68	9	9	9	9	9	9	9	64	9	9	10	10	9	49
69	10	10	9	9	9	10	10	68	10	10	10	9	9	49
70	10	10	10	10	10	10	9	69	10	10	9	9	10	49
71	9	9	9	9	10	10	9	64	9	10	9	10	9	47
72	10	9	9	9	10	9	10	68	9	9	10	10	9	49
73	9	10	9	9	9	10	9	69	10	9	9	9	10	47
74	9	9	10	9	10	9	10	64	10	10	9	9	10	47
75	9	9	10	9	9	9	9	66	9	9	9	9	9	46

76	10	10	10	10	9	9	10	65	10	10	10	10	9	46
77	10	10	10	10	9	10	9	64	9	10	10	10	10	49
78	10	10	10	10	10	10	9	69	10	10	10	10	10	49
79	9	10	10	10	10	10	10	69	10	10	10	10	10	45
80	10	10	10	10	10	10	10	69	10	10	10	10	10	46
81	10	10	10	10	10	9	10	69	10	9	10	10	10	47
82	9	9	10	10	9	10	9	69	10	9	10	10	10	47
83	10	10	10	10	10	9	9	69	10	9	9	9	10	45
84	10	10	9	9	9	10	10	67	10	9	9	9	10	49
85	9	9	9	9	10	9	9	67	10	9	10	10	10	49
86	10	10	10	10	9	10	10	67	10	6	10	10	9	50
87	10	10	10	10	10	9	10	63	10	9	9	9	10	49
88	9	9	9	9	10	9	10	70	9	9	9	9	9	49
89	9	10	9	9	10	9	9	69	9	10	9	9	10	50
90	9	9	10	9	10	9	9	65	10	9	9	10	9	49
91	10	9	9	9	9	10	9	65	9	9	9	9	10	49
92	9	9	9	6	9	9	6	64	9	9	9	6	9	50
93	10	9	9	10	9	9	9	65	6	6	6	9	9	49
94	10	9	10	10	10	10	9	57	10	9	9	10	10	49
95	9	9	9	9	6	9	9	66	9	9	9	6	9	42
96	10	10	9	9	10	10	10	68	10	10	10	10	9	49
97	9	9	9	9	9	9	10	64	9	9	9	10	9	46
98	9	9	9	9	9	9	9	63	9	9	9	9	9	45
99	10	10	10	10	10	10	10	70	10	10	10	10	10	50
100	10	10	10	10	10	10	9	69	9	9	10	10	9	47

No.	Minat Pembelian Ulang						No.	Minat Pembelian Ulang					
	X5.1	X5.2	X5.3	X5.4	X5.5	Y2		X5.1	X5.2	X5.3	X5.4	X5.5	Y2
1	10	10	9	10	10	49	22	10	10	10	10	9	47
2	10	9	9	10	10	48	23	9	9	6	9	9	35
3	9	9	9	9	9	45	24	10	10	10	10	10	50
4	10	10	10	10	9	49	25	9	2	9	9	9	45
5	9	10	10	10	10	49	26	9	9	10	9	10	50
6	10	10	10	10	10	50	27	9	9	9	9	9	38
7	9	9	9	9	9	45	28	9	9	9	9	9	45
8	9	9	6	9	6	40	29	10	9	9	9	9	45
9	9	9	9	9	9	45	30	9	9	9	9	9	45
10	9	9	9	9	9	45	31	10	10	10	9	2	40
11	9	9	9	9	9	45	32	9	9	9	9	10	46
12	10	10	9	9	9	45	33	9	9	9	9	9	47
13	9	9	9	9	9	45	34	9	9	9	9	9	45
14	6	9	10	9	10	49	35	10	9	9	9	10	46
15	9	9	10	9	10	47	36	9	9	9	9	9	45
16	10	10	2	6	6	29	37	9	9	9	9	9	46
17	10	10	9	9	9	45	38	9	9	10	9	9	46
18	10	9	9	9	10	48	39	10	9	9	10	9	45
19	6	6	6	6	2	34	40	10	9	10	10	9	46
20	9	9	9	9	9	46	41	10	10	9	9	9	47
21	2	9	10	6	9	37	42	10	9	9	9	9	47
43	10	10	9	10	9	47	64	10	10	9	9	9	49
44	9	10	10	9	10	47	65	9	10	9	9	9	46
45	9	10	10	9	9	50	66	9	10	9	9	9	46
43	10	10	9	10	9	47	67	10	9	9	10	9	45
44	9	10	10	9	10	47	68	9	10	9	10	10	46
45	9	10	10	9	9	50	69	9	10	10	10	10	50
46	9	10	9	9	9	45	70	9	10	10	9	9	49
47	9	10	9	9	9	45	71	9	10	9	9	9	47
48	9	10	9	9	9	45	72	9	10	10	10	9	46
49	9	10	9	9	9	45	73	9	9	10	9	9	45
50	9	9	9	9	9	45	74	10	9	10	9	10	46
51	9	9	9	10	9	45	75	10	9	10	10	10	46
52	10	10	10	10	10	46	76	9	10	10	10	9	49
53	10	10	10	10	10	49	77	9	10	9	10	9	49

54	10	9	10	10	10	50	78	9	9	10	10	9	48
55	10	9	10	10	10	50	79	10	10	10	9	9	50
56	10	10	10	9	10	50	80	10	10	10	10	9	50
57	10	10	10	10	10	50	81	9	10	10	9	10	49
58	10	10	10	10	9	49	82	10	9	10	10	10	48
59	10	10	10	10	9	49	83	10	10	10	9	10	48
60	9	10	10	10	10	49	84	10	10	9	10	10	50
61	9	9	10	10	9	50	85	9	10	10	10	10	49
62	10	9	10	10	10	47	86	10	10	10	10	10	50
63	9	9	10	9	10	48	87	10	10	10	10	10	50
88	9	9	10	9	9	46							
89	10	10	10	9	9	47							
90	9	9	9	10	9	47							
91	9	9	10	9	9	46							
92	9	9	6	9	9	42							
93	6	9	6	6	9	36							
94	9	9	10	10	10	48							
95	9	9	6	9	9	42							
96	10	10	10	10	10	50							
97	9	9	9	9	9	45							
98	9	9	9	9	9	45							
99	10	10	10	10	10	50							
100	9	10	9	10	9	47							

LAMPIRAN 3 HASIL ANALISIS DATA

1. Frequency Table

a. Intrinsik Religiusitas

Statistics

		x1.1	x1.2	x1.3	x1.4	x1.5	x1.6
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0

Frequency Table

x1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6,00	1	1,0	1,0	1,0
	9,00	51	51,0	51,0	52,0
	10,00	48	48,0	48,0	100,0
	Total	100	100,0	100,0	

x1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6,00	2	2,0	2,0	2,0
	9,00	55	55,0	55,0	57,0
	10,00	43	43,0	43,0	100,0
	Total	100	100,0	100,0	

x1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	4	4,0	4,0	4,0
	2,00	9	9,0	9,0	13,0
	6,00	13	13,0	13,0	26,0
	9,00	35	35,0	35,0	61,0
	10,00	39	39,0	39,0	100,0
	Total	100	100,0	100,0	

x1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	5	5,0	5,0	6,0
	6,00	5	5,0	5,0	11,0
	9,00	50	50,0	50,0	61,0
	10,00	39	39,0	39,0	100,0
	Total	100	100,0	100,0	

x1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	1,0	1,0	1,0
	6,00	5	5,0	5,0	6,0
	9,00	46	46,0	46,0	52,0
	10,00	48	48,0	48,0	100,0
	Total	100	100,0	100,0	

x1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	1	1,0	1,0	2,0
	6,00	2	2,0	2,0	4,0
	9,00	50	50,0	50,0	54,0
	10,00	46	46,0	46,0	100,0
	Total	100	100,0	100,0	

b. Ekstrinsik Religiusitas**Statistics**

		x2.1	x2.2	x2.3	x2.4	x2.5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0

Frequency Table**x2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	1,0	1,0	1,0
	6,00	1	1,0	1,0	2,0
	9,00	46	46,0	46,0	48,0
	10,00	52	52,0	52,0	100,0
	Total	100	100,0	100,0	

x2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6,00	1	1,0	1,0	1,0
	9,00	40	40,0	40,0	41,0
	10,00	59	59,0	59,0	100,0
	Total	100	100,0	100,0	

x2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6,00	2	2,0	2,0	2,0
	9,00	39	39,0	39,0	41,0
	10,00	59	59,0	59,0	100,0
	Total	100	100,0	100,0	

x2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6,00	2	2,0	2,0	2,0
	9,00	47	47,0	47,0	49,0
	10,00	51	51,0	51,0	100,0
	Total	100	100,0	100,0	

x2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	1,0	1,0	1,0
	6,00	3	3,0	3,0	4,0
	9,00	56	56,0	56,0	60,0
	10,00	40	40,0	40,0	100,0
	Total	100	100,0	100,0	

c. Halal Marketing

Statistics

		x3.1	x3.2	x3.3	x3.4	x3.5	x3.6	x3.7
N	Valid	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0

Frequency Table

x3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6,00	3	3,0	3,0	3,0
	9,00	50	50,0	50,0	53,0
	10,00	47	47,0	47,0	100,0
	Total	100	100,0	100,0	

x3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	1	1,0	1,0	2,0
	6,00	2	2,0	2,0	4,0
	9,00	52	52,0	52,0	56,0
	10,00	44	44,0	44,0	100,0
	Total	100	100,0	100,0	

x3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9,00	58	58,0	58,0	58,0
	10,00	42	42,0	42,0	100,0
	Total	100	100,0	100,0	

x3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6,00	3	3,0	3,0	3,0
	9,00	57	57,0	57,0	60,0
	10,00	40	40,0	40,0	100,0
	Total	100	100,0	100,0	

x3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	1,0	1,0	1,0
	6,00	2	2,0	2,0	3,0
	9,00	44	44,0	44,0	47,0
	10,00	53	53,0	53,0	100,0
	Total	100	100,0	100,0	

x3.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6,00	3	3,0	3,0	3,0
	9,00	54	54,0	54,0	57,0
	10,00	43	43,0	43,0	100,0
	Total	100	100,0	100,0	

x3.7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 6,00	4	4,0	4,0	4,0
9,00	60	60,0	60,0	64,0
10,00	36	36,0	36,0	100,0
Total	100	100,0	100,0	

d. Consumer Innovativeness**Statistics**

	x4.1	x4.2	x4.3	x4.4	x4.5
N Valid	100	100	100	100	100
Missing	0	0	0	0	0

Frequency Table**x4.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	6	6,0	6,0	6,0
6,00	4	4,0	4,0	10,0
9,00	51	51,0	51,0	61,0
10,00	39	39,0	39,0	100,0
Total	100	100,0	100,0	

x4.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	7	7,0	7,0	7,0
6,00	2	2,0	2,0	9,0
9,00	51	51,0	51,0	60,0
10,00	40	40,0	40,0	100,0
Total	100	100,0	100,0	

x4.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	4	4,0	4,0	4,0
6,00	3	3,0	3,0	7,0
9,00	58	58,0	58,0	65,0
10,00	35	35,0	35,0	100,0
Total	100	100,0	100,0	

x4.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	2	2,0	2,0	2,0
6,00	6	6,0	6,0	8,0
9,00	54	54,0	54,0	62,0
10,00	38	38,0	38,0	100,0
Total	100	100,0	100,0	

x4.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 6,00	5	5,0	5,0	5,0
9,00	52	52,0	52,0	57,0
10,00	43	43,0	43,0	100,0
Total	100	100,0	100,0	

e. Minat Pembelian Ulang**Statistics**

	x5.1	x5.2	x5.3	x5.4	x5.5
N Valid	100	100	100	100	100
Missing	0	0	0	0	0

Frequency Table**x5.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	1	1,0	1,0	1,0
6,00	3	3,0	3,0	4,0
9,00	53	53,0	53,0	57,0
10,00	43	43,0	43,0	100,0
Total	100	100,0	100,0	

x5.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	1	1,0	1,0	1,0
6,00	1	1,0	1,0	2,0
9,00	57	57,0	57,0	59,0
10,00	41	41,0	41,0	100,0
Total	100	100,0	100,0	

x5.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	1	1,0	1,0	1,0
6,00	6	6,0	6,0	7,0
9,00	48	48,0	48,0	55,0
10,00	45	45,0	45,0	100,0
Total	100	100,0	100,0	

x5.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 6,00	4	4,0	4,0	4,0
9,00	56	56,0	56,0	60,0
10,00	40	40,0	40,0	100,0
Total	100	100,0	100,0	

x5.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2,00	2	2,0	2,0	2,0
6,00	2	2,0	2,0	4,0
9,00	58	58,0	58,0	62,0
10,00	38	38,0	38,0	100,0
Total	100	100,0	100,0	

2. Hasil Uji Validitas dan Uji Reliabilitas

a. Reliability – Intrinsik Religiusitas

Scale: ALL VARIABLES

Case Processing Summary

	N	%
Cases Valid	100	100,0
Excluded ^a	0	,0
Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,752	6

b. Reliability – Ektrinsik Religiusitas**Scale: ALL VARIABLES****Case Processing Summary**

	N	%
Cases Valid	100	100,0
Excluded ^a	0	,0
Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,741	5

c. Reliability – Halal Marketing**Scale: ALL VARIABLES****Case Processing Summary**

	N	%
Cases Valid	100	100,0
Excluded ^a	0	,0
Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,782	7

d. Reliability – Consumer Innovativeness
Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,844	5

e. Reliability – Minat Pembelian Ulang
Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,732	5

3. Uji Asumsi Klasik

a. Uji Multikolonieritas

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	intrinsik religiusitas	,734	1,362
	ektrinsik religiusitas	,472	2,118
	halal marketing	,418	2,392

a. Dependent Variable: consumer innovat5iveness

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	intrinsik religiusitas	,672	1,489
	ektrinsik religiusitas	,470	2,128
	halal marketing	,352	2,845
	consumer innovativeness	,585	1,710

a. Dependent Variable: minat pembelian ulang

b. Uji Heteroskedastisitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	31,019	6,088		5,095	,000
	intrinsik religiusitas	-,259	,063	-,411	-4,120	,100
	ektrinsik religiusitas	-,098	,175	-,069	-,558	,578
	halal marketing	-,149	,133	-,149	-1,124	,264

a. Dependent Variable: ABSRES1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,669	2,823		2,892	,005
	intrinsik religiusitas	-,033	,028	-,119	-1,153	,255
	ektrinsik religiusitas	,154	,078	-,250	2,034	,245
	halal marketing	-,098	,062	-,224	-1,570	,120
	Consumer Innovativeness	-,124	,031	-,440	-3,985	,100

a. Dependent Variable: ABSRES2

c. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	-,0865136
	Std. Deviation	1,41153952
Most Extreme Differences	Absolute	,065
	Positive	,053
	Negative	-,065
Kolmogorov-Smirnov Z		,645
Asymp. Sig. (2-tailed)		,799
e. Test distribution is Normal.		
f. Calculated from data.		

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	-,0000000
	Std. Deviation	,87287949
Most Extreme Differences	Absolute	,109
	Positive	,049
	Negative	-,109
Kolmogorov-Smirnov Z		1,087
Asymp. Sig. (2-tailed)		,188
g. Test distribution is Normal.		
h. Calculated from data.		

4. Uji Analisis Regresi Linier Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-14,037	8,646		-1,624	,108
	intrinsik religiusitas	,268	,089	,273	2,993	,004
	ektrinsik religiusitas	-,166	,249	-,076	-,666	,507
	halal marketing	,802	,188	,514	4,261	,000

a. Dependent Variable: consumer innovativeness

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,252	3,956		-,064	,949
	intrinsik religiusitas	,033	,042	,057	,773	,441
	ektrinsik religiusitas	,356	,113	,278	3,161	,002
	halal marketing	,309	,093	,339	3,329	,001
	consumer innovativeness	,172	,046	,295	3,739	,000

a. Dependent Variable: minat pembelian ulang

5. Uji Goodness of Fit Model dan Koefisien Determinasi

1. Uji F

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1652,881	3	550,960	22,709	,000 ^a
	Residual	2329,079	96	24,261		
	Total	3981,960	99			

a. Predictors: (Constant), halal marketing, intrinsik religiusitas, ektrinsik religiusitas

b. Dependent Variable: consumer innovativeness

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	890,525	4	222,631	45,027	,000 ^a
	Residual	469,715	95	4,944		
	Total	1360,240	99			

a. Predictors: (Constant), consumer innovativeness, ekstrinsik religiusitas, intrinsik religiusitas, halal marketing

b. Dependent Variable: minat pembelian ulang

2. Uji Koefisien Determinasi (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,644 ^a	,415	,397	4,92557

a. Predictors: (Constant), halal marketing, intrinsik religiusitas, ekstrinsik religiusitas

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,809 ^a	,655	,640	2,22359

a. Predictors: (Constant), consumer innovativeness, ekstrinsik religiusitas, intrinsik religiusitas, halal marketing