LAMPIRAN

KUESIONER PENELITIAN

Kepada Yth,

Pelanggan

Dengan Hormat,

Bersama ini saya :

Nama : Vini Nur Alfianti

NIM : 30401411481

Sedang mengadakan penelitian dengan judul penelitian **pengaruh religiusitas dan pengetahuan produk halal terhadap kesadaran produk halal dan minat pembelian produk wardah di al fath ciputra mall semarang.** Untuk keperluan tersebut, saya mohon bantuan Bpk/Ibu atau Saudara/i dengan hormat untuk memberikan penilaian melalui kuesioner ini dengan sebenar-benarnya berdasarkan atas apa yang Bpk/ Ibu/ Sdr/ i lakukan berkaitan dengan apa yang Bapak/ Ibu/ Sdr/I rasakan terhadap **Pengaruh Religiusitas Dan Pengetahuan Produk Halal Terhadap Kesadaran Produk Halal Dan Minat Pembelian Produk Halal Pada konsumen** Semoga partisipasi yang Bpk/ Ibu/ Sdr/ i berikan dapat bermanfaat untuk kepentingan ilmu pengetahuan serta dapat membantu upaya meningkatkan kepuasan pelanggan. Atas kerjasama dan partisipasi yang diberikan, saya ucapkan terima kasih.

Identitas responden

Nama :……………………….

Jenis Kelamin : perempuan

Umur : ………………Tahun

Pendidikan :………………………

Variabel intra religiusitas

No.	Pernyataan	1	2	3	4	5	6	7	8	9	10
1.	Saya semakin yakin bahwa proses produksi kosmetik merek Wardah menggunakan bahan-bahan yang halal.										
2.	Saya semakin yakin bahwa kosmetik merek Wardah menggunakan bahan baku yang halal										
3.	Saya semakin yakin bahwa kosmetik merek Wardah adalah produk halal										

Variabel Extra religiusitas

No.	Pernyataan	1	2	3	4	5	6	7	8	9	10
1.	Saya memiliki alasan yang cukup kuat untuk membeli kosmetik halal										
2.	Menurut orang-orang yang penting bagi saya, sebaiknya saya membeli kosmetik dengan label halal										
3.	Teman-teman saya akan berpikir bahwa saya seharusnya memilih kosmetik dengan label halal										

Variabel Pengetahuan produk halal

No.	Pernyataan	1	2	3	4	5	6	7	8	9	10
1.	Saya sangat mengerti hukum islam tentang halal dan haram untuk sebuah produk										
2.	Saya sangat merasa bahwa saya memiliki pengetahuan yang cukup tentang produk apa yang dilarang oleh islam										
3.	Saya sangat memiliki cukup pengetahuan untuk membedakan antara barang yang diijinkan dan yang dilarang.										

Variabel Penilaian Produk halal

No.	Pernyataan	1	2	3	4	5	6	7	8	9	10
1.	Mencari selalu mencari referensi tentang kosmetik halal										
2	Saya selalu menggunakan kosmetik produk halal karena keyakinannya										
3.	Saya selalu berusaha menghindari kosmetik yang syubhat (tidak jelas/meragukan)										
4	Saya selalu memperhatikan logo halal sebelum menggunakan kosmetik halal										
5	Saya selalu memastikan kehalalan komposisi kosmetik halal										
6	Saya selalu mengkonsumsi kosmetik halal untuk menunjukkan komitmen agamanya										
7.	Saya merasa tenang jika mengkonsumsi kosmetik yang jelas halal										

Variabel Minat Pembelian Produk Halal

No.	Pernyataan	1	2	3	4	5	6	7	8	9	10
1.	Saya akan merekomendasikan kosmetik halal kepada orang-orang disekitar										
2.	Saya akan selalu mendapatkan informasi tentang kosmetik halal										
3.	Saya selalu berniat untuk menggunakan kosmetik halal secara teratur										

1	2	3	1	Purchase_Intention	1	2	3	Intra_Religiusitas	1	2	3	Extra_Religiusitas	1	2	3	Product_Knowledge	3	1	2	3	1	2	3	Product_Awareness
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4	5	4	5	18	5	5	5	15	5	5	5	15	3	3	3	9	5	5	5	5	3	3	3	29
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4	4	4	3	15	3	2	2	7	4	3	3	10	4	5	3	12	2	4	3	3	4	5	3	24

Frequencies

Frequency Table

V1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	21	10.5	10.5	10.5
	4	141	70.5	70.5	81.0
	5	38	19.0	19.0	100.0
	Total	200	100.0	100.0	

V2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	16	8.0	8.0	8.0
	4	100	50.0	50.0	58.0
	5	84	42.0	42.0	100.0
	Total	200	100.0	100.0	

V3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	29	14.5	14.5	14.5
	4	106	53.0	53.0	67.5
	5	65	32.5	32.5	100.0
	Total	200	100.0	100.0	

V4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	73	36.5	36.5	36.5
	4	76	38.0	38.0	74.5
	5	51	25.5	25.5	100.0
	Total	200	100.0	100.0	

Purchase_Intention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	13	24	12.0	12.0	12.0
	14	8	4.0	4.0	16.0
	15	44	22.0	22.0	38.0
	16	12	6.0	6.0	44.0
	17	13	6.5	6.5	50.5
	18	79	39.5	39.5	90.0
	19	20	10.0	10.0	100.0
	Total	200	100.0	100.0	

V6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	73	36.5	36.5	36.5
	4	76	38.0	38.0	74.5
	5	51	25.5	25.5	100.0
	Total	200	100.0	100.0	

V7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	5.5	5.5	5.5
	3	55	27.5	27.5	33.0
	4	76	38.0	38.0	71.0
	5	58	29.0	29.0	100.0
	Total	200	100.0	100.0	

V8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	5.5	5.5	5.5
	3	40	20.0	20.0	25.5
	4	80	40.0	40.0	65.5
	5	69	34.5	34.5	100.0
	Total	200	100.0	100.0	

Intra_Religiusitas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7	6	3.0	3.0	3.0
	8	5	2.5	2.5	5.5
	9	26	13.0	13.0	18.5
	10	14	7.0	7.0	25.5
	11	49	24.5	24.5	50.0
	12	22	11.0	11.0	61.0
	13	16	8.0	8.0	69.0
	14	31	15.5	15.5	84.5
	15	31	15.5	15.5	100.0
	Total	200	100.0	100.0	

V10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	22	11.0	11.0	11.0
	4	124	62.0	62.0	73.0
	5	54	27.0	27.0	100.0
	Total	200	100.0	100.0	

V11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	43	21.5	21.5	21.5
	4	99	49.5	49.5	71.0
	5	58	29.0	29.0	100.0
	Total	200	100.0	100.0	

V12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	38	19.0	19.0	19.0
	4	108	54.0	54.0	73.0
	5	54	27.0	27.0	100.0
	Total	200	100.0	100.0	

Extra_Religiusitas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10	27	13.5	13.5	13.5
	11	46	23.0	23.0	36.5
	12	53	26.5	26.5	63.0
	13	23	11.5	11.5	74.5
	14	13	6.5	6.5	81.0
	15	38	19.0	19.0	100.0
	Total	200	100.0	100.0	

V14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	59	29.5	29.5	29.5
	4	101	50.5	50.5	80.0
	5	40	20.0	20.0	100.0
	Total	200	100.0	100.0	

V15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	48	24.0	24.0	24.0
	4	81	40.5	40.5	64.5
	5	71	35.5	35.5	100.0
	Total	200	100.0	100.0	

V16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	1.5	1.5	1.5
	3	85	42.5	42.5	44.0
	4	55	27.5	27.5	71.5
	5	57	28.5	28.5	100.0
	Total	200	100.0	100.0	

Product_Knowledge

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9	21	10.5	10.5	10.5
	10	44	22.0	22.0	32.5
	11	27	13.5	13.5	46.0
	12	20	10.0	10.0	56.0
	13	40	20.0	20.0	76.0
	14	36	18.0	18.0	94.0
	15	12	6.0	6.0	100.0
	Total	200	100.0	100.0	

V18

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	5.5	5.5	5.5
	3	40	20.0	20.0	25.5
	4	80	40.0	40.0	65.5
	5	69	34.5	34.5	100.0
	Total	200	100.0	100.0	

V19

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	22	11.0	11.0	11.0
	4	124	62.0	62.0	73.0
	5	54	27.0	27.0	100.0
	Total	200	100.0	100.0	

V20

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	43	21.5	21.5	21.5
	4	99	49.5	49.5	71.0
	5	58	29.0	29.0	100.0
	Total	200	100.0	100.0	

V21

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	38	19.0	19.0	19.0
	4	108	54.0	54.0	73.0
	5	54	27.0	27.0	100.0
	Total	200	100.0	100.0	

V22

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	59	29.5	29.5	29.5
	4	101	50.5	50.5	80.0
	5	40	20.0	20.0	100.0
	Total	200	100.0	100.0	

V23

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	48	24.0	24.0	24.0
	4	81	40.5	40.5	64.5
	5	71	35.5	35.5	100.0
	Total	200	100.0	100.0	

V24

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	1.5	1.5	1.5
	3	85	42.5	42.5	44.0
	4	55	27.5	27.5	71.5
	5	57	28.5	28.5	100.0
	Total	200	100.0	100.0	

Product_Awareness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	24	14	7.0	7.0	7.0
	25	40	20.0	20.0	27.0
	26	7	3.5	3.5	30.5
	27	16	8.0	8.0	38.5
	28	30	15.0	15.0	53.5
	29	37	18.5	18.5	72.0
	30	8	4.0	4.0	76.0
	31	12	6.0	6.0	82.0
	32	25	12.5	12.5	94.5
	33	9	4.5	4.5	99.0
	34	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.724	4

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.844	3

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.788	3

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.701	3

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.661	7

Correlations

Correlations

		V1	V2	V3	V4	Purchase_Intention
V1	Pearson Correlation	1	.259**	.563**	.178*	.623**
	Sig. (2-tailed)		.000	.000	.012	.000
	N	200	200	200	200	200
V2	Pearson Correlation	.259**	1	.533**	.553**	.796**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	200	200	200	200	200
V3	Pearson Correlation	.563**	.533**	1	.339**	.804**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	200	200	200	200	200
V4	Pearson Correlation	.178*	.553**	.339**	1	.744**
	Sig. (2-tailed)	.012	.000	.000		.000
	N	200	200	200	200	200
Purchase_Intention	Pearson Correlation	.623**	.796**	.804**	.744**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200

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

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

Correlations

Correlations

		V6	V7	V8	Intra_Religiusitas
V6	Pearson Correlation	1	.487**	.659**	.805**
	Sig. (2-tailed)		.000	.000	.000
	N	200	200	200	200
V7	Pearson Correlation	.487**	1	.777**	.875**
	Sig. (2-tailed)	.000		.000	.000
	N	200	200	200	200
V8	Pearson Correlation	.659**	.777**	1	.935**
	Sig. (2-tailed)	.000	.000		.000
	N	200	200	200	200
Intra_Religiusitas	Pearson Correlation	.805**	.875**	.935**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	200	200	200	200

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

Correlations

Correlations

		V10	V11	V12	Extra_Religiusitas
V10	Pearson Correlation	1	.423**	.617**	.789**
	Sig. (2-tailed)		.000	.000	.000
	N	200	200	200	200
V11	Pearson Correlation	.423**	1	.628**	.832**
	Sig. (2-tailed)	.000		.000	.000
	N	200	200	200	200
V12	Pearson Correlation	.617**	.628**	1	.894**
	Sig. (2-tailed)	.000	.000		.000
	N	200	200	200	200
Extra_Religiusitas	Pearson Correlation	.789**	.832**	.894**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	200	200	200	200

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

Correlations

Correlations

		V14	V15	V16	Product_Knowledge
V14	Pearson Correlation	1	.331**	.473**	.736**
	Sig. (2-tailed)		.000	.000	.000
	N	200	200	200	200
V15	Pearson Correlation	.331**	1	.510**	.777**
	Sig. (2-tailed)	.000		.000	.000
	N	200	200	200	200
V16	Pearson Correlation	.473**	.510**	1	.857**
	Sig. (2-tailed)	.000	.000		.000
	N	200	200	200	200
Product_Knowledge	Pearson Correlation	.736**	.777**	.857**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	200	200	200	200

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

Correlations

Correlations

		V18	V19	V20	V21	V22	V23	V24	Product_ Awareness
V18	Pearson Correlation	1	.105	.206**	.029	.005	.016	.121	.447**
	Sig. (2-tailed)		.141	.003	.681	.939	.817	.088	.000
	N	200	200	200	200	200	200	200	200
V19	Pearson Correlation	.105	1	.423**	.617**	-.072	-.041	-.084	.457**
	Sig. (2-tailed)	.141		.000	.000	.312	.569	.240	.000
	N	200	200	200	200	200	200	200	200
V20	Pearson Correlation	.206**	.423**	1	.628**	.157*	.012	.029	.624**
	Sig. (2-tailed)	.003	.000		.000	.027	.868	.682	.000
	N	200	200	200	200	200	200	200	200
V21	Pearson Correlation	.029	.617**	.628**	1	.176*	-.144*	-.080	.532**
	Sig. (2-tailed)	.681	.000	.000		.013	.041	.260	.000
	N	200	200	200	200	200	200	200	200
V22	Pearson Correlation	.005	-.072	.157*	.176*	1	.331**	.473**	.566**
	Sig. (2-tailed)	.939	.312	.027	.013		.000	.000	.000
	N	200	200	200	200	200	200	200	200
V23	Pearson Correlation	.016	-.041	.012	-.144*	.331**	1	.510**	.488**
	Sig. (2-tailed)	.817	.569	.868	.041	.000		.000	.000
	N	200	200	200	200	200	200	200	200
V24	Pearson Correlation	.121	-.084	.029	-.080	.473**	.510**	1	.586**
	Sig. (2-tailed)	.088	.240	.682	.260	.000	.000		.000
	N	200	200	200	200	200	200	200	200
Product_Awareness	Pearson Correlation	.447**	.457**	.624**	.532**	.566**	.488**	.586**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200	200	200

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

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

Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Product_ Knowledg e, Extra_ Religiusita s, Intra_ Religiusita s[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Product_Awareness

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.994[a]	.988	.988	.304

a. Predictors: (Constant), Product_Knowledge, Extra_ Religiusitas, Intra_Religiusitas

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1475.828	3	491.943	5305.906	.000[a]
	Residual	18.172	196	.093		
	Total	1494.000	199			

a. Predictors: (Constant), Product_Knowledge, Extra_Religiusitas, Intra_Religiusitas

b. Dependent Variable: Product_Awareness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.287	.223		1.283	.201		
	Intra_Religiusitas	.377	.010	.306	37.593	.000	.939	1.065
	Extra_Religiusitas	.961	.013	.584	72.195	.000	.950	1.053
	Product_Knowledge	.981	.012	.661	83.403	.000	.987	1.013

a. Dependent Variable: Product_Awareness

Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Product_ Awarenes s, Intra_ Religiusita s, Extra_ Religiusita s, Product_ Knowledg e[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Purchase_Intention

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.920[a]	.846	.843	.770

a. Predictors: (Constant), Product_Awareness, Intra_ Religiusitas, Extra_Religiusitas, Product_Knowledge
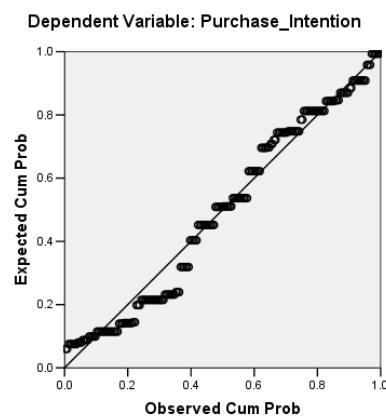
b. Dependent Variable: Purchase_Intention

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	636.316	4	159.079	268.160	.000[a]
	Residual	115.679	195	.593		
	Total	751.995	199			

a. Predictors: (Constant), Product_Awareness, Intra_Religiusitas, Extra_Religiusitas, Product_Knowledge

b. Dependent Variable: Purchase_Intention

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.083	.567		3.670	.000
	Intra_Religiusitas	1.158	.073	1.324	15.935	.000
	Extra_Religiusitas	1.747	.177	1.496	9.883	.000
	Product_Knowledge	2.182	.180	2.074	12.142	.000
	Product_Awareness	-1.655	.181	-2.332	-9.158	.000

a. Dependent Variable: Purchase_Intention

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Purchase_Intention

Scatterplot

Dependent Variable: Purchase_Intention