

KUESIONER**IDENTITAS RESPONDEN**

Nama (Inisial) :

Usia

Kurang dari 20 tahun : 21 th. – 30 th. : 31 th. – 40 th. : 41 th. – 50 th. : 51 th. – 60 th. :

Jenis Kelamin : 1. Pria 2. Perempuan

Pendidikan Terakhir

SMP : SMA/SMK : D3 : S1 : S2 :

Penghasilan

< Rp. 1jt : ≥ Rp. 1jt s.d Rp. 2jt : ≥ Rp. 2jt s.d Rp. 3jt : ≥ Rp. 3jt s.d Rp. 4jt : > Rp. 5jt :

Lampiran Kuesioner Penelitian

KUESIONER PENELITIAN

Penelitian dengan Judul:

PERAN *HALAL KNOWLEDGE*, RELIGIOUSITY DAN HALAL QUALITY TERHADAP HALAL PURCHASE INTENTION MELALUI PENINGKATAN ATTITUDE TOWARD HALAL FOOD

Kepada Yth.

Bapak/Ibu Pemilik Restaurant

Dengan Hormat

Bersama ini saya :

Nama : ILMAN TAUFIQ LAZUARDY

Status : Mahasiswa Universitas Islam Sultan Agung Semarang

NIM : MM 20401700039

Sedang mengadakan penelitian dengan judul “**PERAN *HALAL KNOWLEDGE*, RELIGIOUSITY DAN HALAL QUALITY TERHADAP HALAL PURCHASE INTENTION MELALUI PENINGKATAN ATTITUDE TOWARD HALAL FOOD**”. Untuk keperluan tersebut, saya mohon bantuan bapak/ibu atau saudara dengan hormat untuk memberikan penilaian melalui kuesioner ini dengan sebenar-benarnya berdasarkan atas apa yang Bapak/Ibu/Sdr lakukan berkaitan dengan apa yang Bapak/Ibu atau Saudara rasakan terhadap Pembelian Makanan Halal di Kota Semarang.

Semoga partisipasi yang Bapak/Ibu berikan dapat bermanfaat untuk kepentingan ilmu pengetahuan serta dapat membantu upaya meningkatkan Niat Beli pada Makanan Halal. Atas kerjasama dan partisipasi yang diberikan, saya ucapkan terima kasih.

Hormat Saya,

ILMAN TAUFIQ LAZUARDY

NIM. MM 20401700039

PETUNJUK PENGISIAN

Memberikan tanda silang (X) pada masing-masing pertanyaan di bawah ini yang sesuai dengan pendapat Bapak/Ibu pada jawaban yang tersedia.

Apabila terdapat kekeliruan dalam menjawab, bisa dirubah dengan memberi tanda (=) pada jawaban yang salah, selanjutnya silahkan beri tanda silang (X) pada jawaban yang sesuai.

Nilai skor Indeks penilaian bilamana Bapak/Ibu memberi jawaban pada pilihan:

Sangat Tidak Setuju	: Mempunyai nilai skor 1 (STS)
Tidak Setuju	: Mempunyai nilai skor 2 (TS)
Antara Cukup Setuju	: Mempunyai nilai skor 3 (CS)
Setuju	: Mempunyai nilai skor 4 (S)
Sangat Setuju	: Mempunyai nilai skor 5 (SS)

HALAL PRODUCT KNOWLEDGE

NO	<i>HALAL PRODUCT KNOWLEDGE</i>	STS	TS	CS	S	SS
1.	Mengerti tentang label halal dan sertifikat halal sebelum membeli					
2.	Memahami pembuatan dan prosesnya serta akibatnya sebelum membeli					
3.	Mencari informasi tentang makanan halal sebelum membeli					

Bagaimana pendapat saudara/i tentang Produk Halal terhadap Restaurant Halal ?

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IDEOLOGY RELIGIOUSITY

NO	<i>IDEOLOGY RELIGIOUSITY</i>	STS	TS	CS	S	SS
1.	Keyakinan bahwa makanan halal adalah makanan yang harus dikonsumsi orang islam.					
2.	Kesadaran bahwa makanan halal adalah makanan yang baik.					
3.	Rela meluangkan waktu untuk memahami konsep halal menurut islam.					

Bagaimana pendapat saudara/i tentang Religiusitas terhadap Restaurant Halal ?

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HALAL PRODUCT QUALITY

NO	<i>HALAL PRODUCT QUALITY</i>	STS	TS	CS	S	SS
1.	Makanan halal memiliki standart kualitas yang dapat diterima					
2.	Makanan halal memiliki kualitas yang konsisten					
3.	Makanan halal sangat baik dalam rasa dan tekstur					

Bagaimana pendapat saudara/i tentang Kualitas Produk Halal terhadap Restaurant Halal ?

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ATTITUDE TOWARDS HALAL FOOD

NO	<i>ATTITUDE TOWARDS HALAL FOOD</i>	STS	TS	CS	S	SS
1.	Makanan halal lebih terjamin keamanannya daripada makanan tidak halal					
2.	Makanan halal lebih sehat daripada makanan tidak halal					
3.	Memiliki sikap yang baik terhadap makanan halal					

Bagaimana pendapat saudara/i tentang Sikap terhadap Restaurant Halal ?

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HALAL FOOD PURCHASE INTENTION

NO	<i>HALAL FOOD PURCHASE INTENTION</i>	STS	TS	CS	S	SS
1.	Memiliki niat beli yang tinggi terhadap makanan halal					
2.	Membeli makanan halal meskipun harganya mahal daripada makanan tidak halal					
3.	Cenderung membeli makanan halal					

Bagaimana pendapat saudara/i tentang Minat Beli terhadap Restaurant Halal ?

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FREKUENSI DESKRIPSI VARIABEL

Halal Product Knowledge

		Statistics		
		X1.1	X1.2	X1.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		4.28	4.20	4.07
Median		4.00	4.00	4.00
Mode		4	4	4
Minimum		3	3	3
Maximum		5	5	5

Ideology Religiosity

		Statistics		
		X2.1	X2.2	X2.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		4.27	4.14	4.17
Median		4.00	4.00	4.00
Mode		4	4	4
Minimum		3	3	3
Maximum		5	5	5

Halal Product Quality

Statistics

		X3.1	X3.2	X3.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		4.27	4.23	4.28
Median		4.00	4.00	4.00
Mode		4	4	4
Minimum		3	3	3
Maximum		5	5	5

Attitude Towards Halal Food

Statistics

		Y1.1	Y1.2	Y1.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		4.33	4.32	4.25
Median		4.00	4.00	4.00
Mode		4	4	4
Minimum		3	3	3
Maximum		5	5	5

Halal Food Purchase Intention

Statistics

		Y2.1	Y2.2	Y2.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		4.30	4.17	4.21
Median		4.00	4.00	4.00
Mode		4	4	4
Minimum		2	3	2
Maximum		5	5	5

Uji Validitas

Correlations

		X1.1	X1.2	X1.3	Total_X1
X1.1	Pearson Correlation	1	.336**	.157	.635**
	Sig. (2-tailed)		.001	.118	.000
	N	100	100	100	100
X1.2	Pearson Correlation	.336**	1	.490**	.827**
	Sig. (2-tailed)	.001		.000	.000
	N	100	100	100	100
X1.3	Pearson Correlation	.157	.490**	1	.764**
	Sig. (2-tailed)	.118	.000		.000
	N	100	100	100	100
Total_X1	Pearson Correlation	.635**	.827**	.764**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

Correlations

		X2.1	X2.2	X2.3	Total_X2
X2.1	Pearson Correlation	1	.510**	.381**	.757**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X2.2	Pearson Correlation	.510**	1	.588**	.869**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X2.3	Pearson Correlation	.381**	.588**	1	.814**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Total_X2	Pearson Correlation	.757**	.869**	.814**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

Correlations

		X3.1	X3.2	X3.3	Total_X3
X3.1	Pearson Correlation	1	.284**	.256*	.665**
	Sig. (2-tailed)		.004	.010	.000
	N	100	100	100	100
X3.2	Pearson Correlation	.284**	1	.480**	.797**
	Sig. (2-tailed)	.004		.000	.000
	N	100	100	100	100
X3.3	Pearson Correlation	.256*	.480**	1	.781**
	Sig. (2-tailed)	.010	.000		.000
	N	100	100	100	100
Total_X3	Pearson Correlation	.665**	.797**	.781**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

Correlations

		Y1.1	Y1.2	Y1.3	Total_Y1
Y1.1	Pearson Correlation	1	.500**	.266**	.754**
	Sig. (2-tailed)		.000	.007	.000
	N	100	100	100	100
Y1.2	Pearson Correlation	.500**	1	.435**	.824**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Y1.3	Pearson Correlation	.266**	.435**	1	.746**
	Sig. (2-tailed)	.007	.000		.000
	N	100	100	100	100
Total_Y1	Pearson Correlation	.754**	.824**	.746**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

Correlations

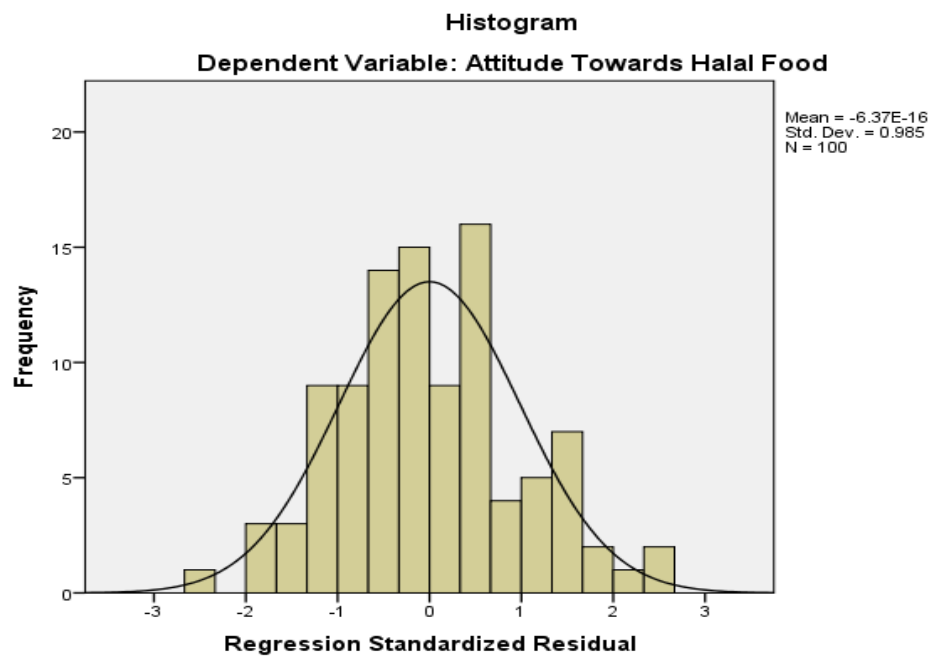
		Y2.1	Y2.2	Y2.3	Total_Y2
Y2.1	Pearson Correlation	1	.566**	.445**	.819**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Y2.2	Pearson Correlation	.566**	1	.516**	.843**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Y2.3	Pearson Correlation	.445**	.516**	1	.798**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Total_Y2	Pearson Correlation	.819**	.843**	.798**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

Uji Reliabilitas

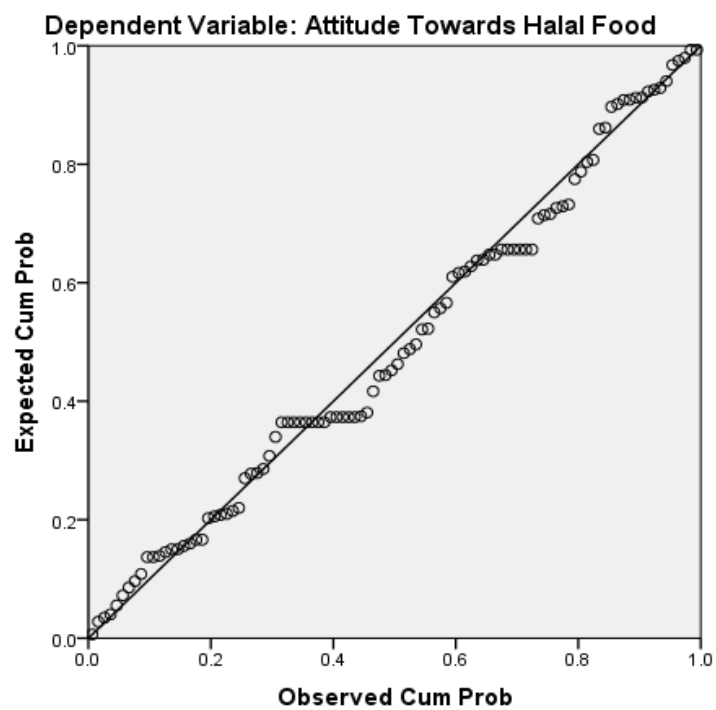
Item-Total Statistics

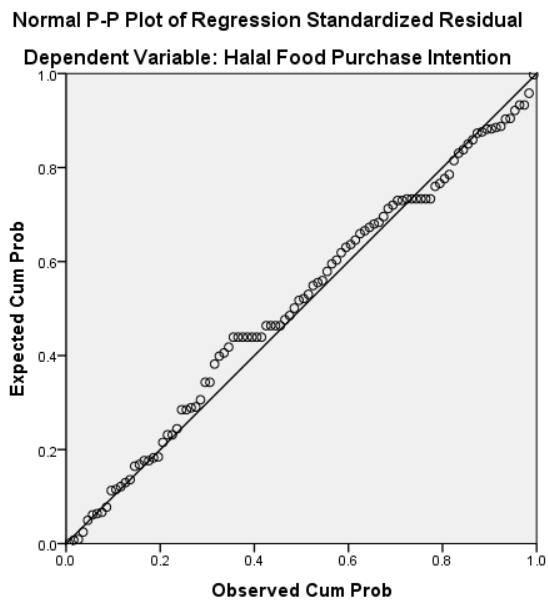
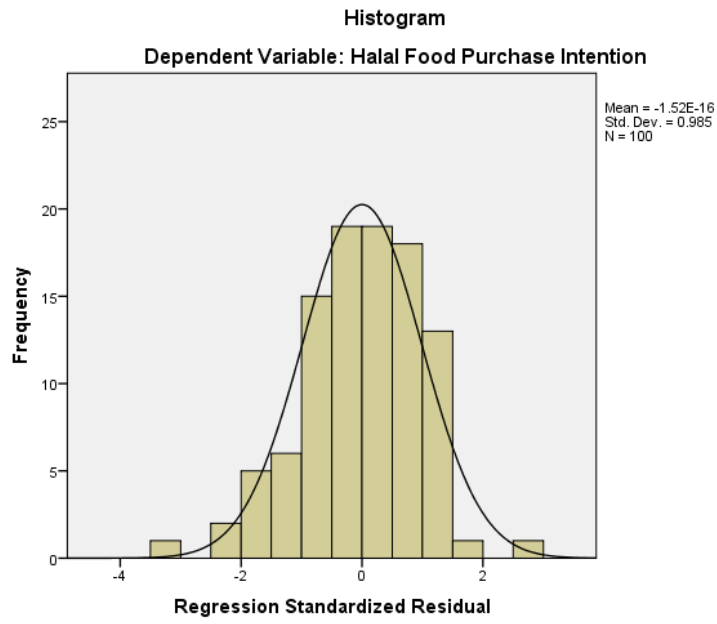
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	122.70	131.889	.428	.904
X1.2	122.78	130.658	.455	.904
X1.3	122.91	131.012	.410	.905
Total_X1	114.43	117.722	.553	.904
X2.1	122.71	129.400	.580	.902
X2.2	122.84	127.611	.613	.901
X2.3	122.81	127.832	.624	.901
Total_X2	114.40	109.535	.723	.898
X3.1	122.71	130.248	.550	.902
X3.2	122.75	129.523	.543	.902
X3.3	122.70	129.727	.540	.902
Total_X3	114.20	113.616	.719	.897
Y1.1	122.65	130.048	.562	.902
Y1.2	122.66	129.722	.606	.902
Y1.3	122.73	128.846	.610	.901
Total_Y1	114.08	112.781	.761	.895
Y2.1	122.68	128.563	.585	.901
Y2.2	122.81	129.691	.529	.903
Y2.3	122.77	129.391	.533	.902
Total_Y2	114.30	112.354	.637	.902

Uji Normalitas Probability Plot



Normal P-P Plot of Regression Standardized Residual





Hasil Uji Multikolinearitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.557	1.117		3.186	.002		
	Halal Product Knowledge	.215	.085	.215	2.946	.004	.684	1.462
	Ideology Religiosity	.238	.080	.280	2.968	.006	.610	1.638
	Halal Product Quality	.522	.083	.529	6.317	.000	.774	1.292

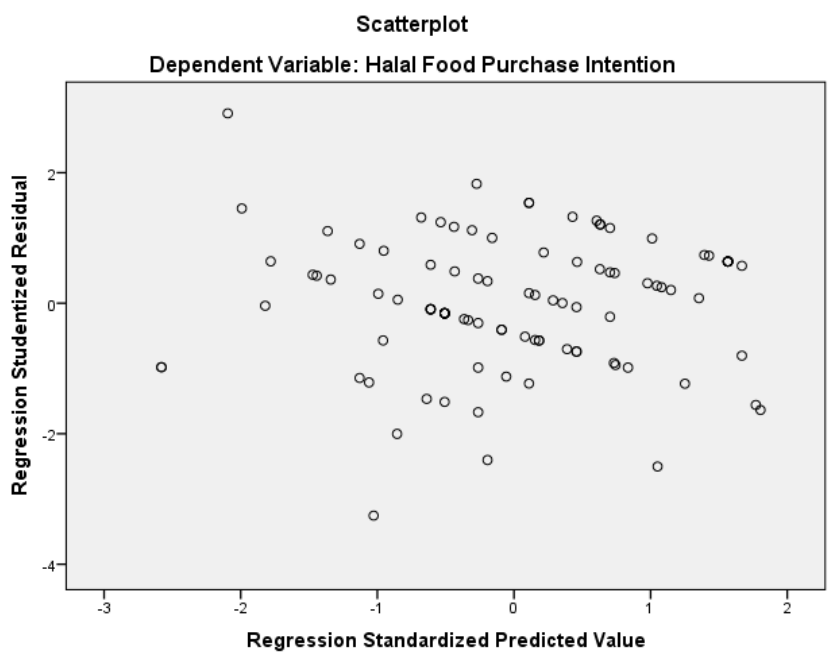
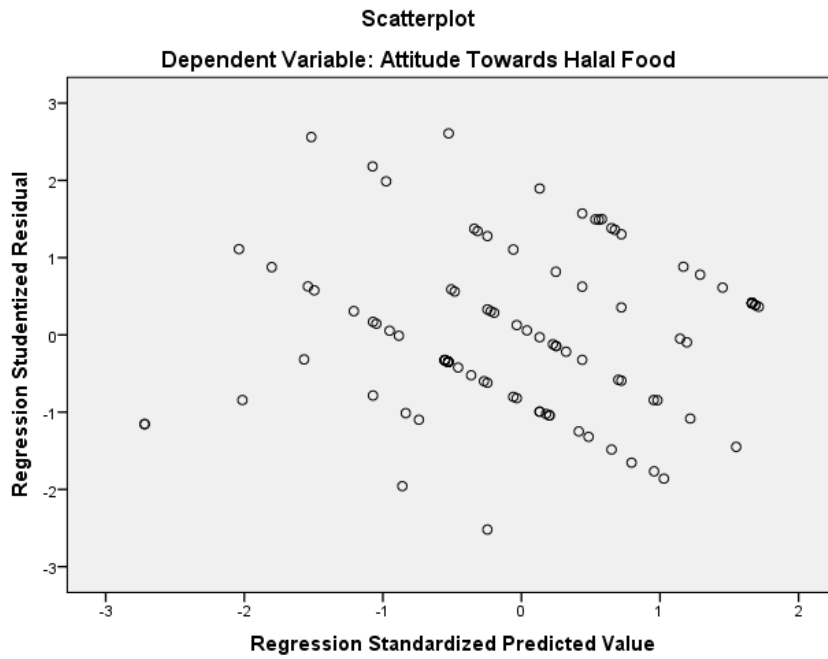
a. Dependent Variable: Attitude Towards Halal Food

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.987	1.524		-4.960	.000		
	Halal Product Knowledge	.470	.110	.470	4.715	.000	.683	1.463
	Ideology Religiosity	.122	.109	.122	1.120	.044	.559	1.789
	Halal Product Quality	.193	.128	.166	1.515	.033	.547	1.829
	Attitude Towards Halal Food	.518	.133	.440	3.910	.000	.521	1.918

a. Dependent Variable: Halal Purchase Intention

Hasil Uji Heteroskedastisitas



Hasil Regresi Linier Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.557	1.117		3.186	.002
	Halal Product Knowledge	.215	.085	.215	2.946	.004
	Ritualistic Religiosity	.238	.080	.280	2.968	.006
	Halal Product Quality	.522	.083	.529	6.317	.000

a. Dependent Variable: Attitude Towards Halal Food

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.987	1.524		-4.960	.000
	Halal Product Knowledge	.470	.110	.470	4.715	.000
	Ritualistic Religiosity	.122	.109	.122	1.120	.044
	Halal Product Quality	.193	.128	.166	1.515	.033
	Attitude Towards Halal Food	.518	.133	.440	3.910	.000

a. Dependent Variable: Halal Food Purchase Intention

Hasil Uji Koefisien Determinasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.692 ^a	.853	.462	1.065	1.984

a. Predictors: (Constant), Halal Product Quality, Halal Product Knowledge, Ritualistic Religiosity

b. Dependent Variable: Attitude Towards Halal Food

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.611 ^a	.927	.346	1.383	2.160

a. Predictors: (Constant), Attitude Towards Halal Food, Halal Product Knowledge, Ritualistic Religiosity, Halal Product Quality

b. Dependent Variable: Halal Food Purchase Intention

Hasil Uji f

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	100.052	3	33.351	29.387	.000 ^b
	Residual	108.948	96	1.135		
	Total	209.000	99			

a. Dependent Variable: Attitude Towards Halal Food

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	108.043	4	27.011	14.121	.000 ^b
	Residual	181.717	95	1.913		
	Total	289.760	99			

a. Dependent Variable: Halal Food Purchase Intention