

Lampiran 1 **Kuesioner**

**JUDUL PENELITIAN**

**PRODUCT KNOWLEDGE, COMMITMENT RELIGIOSITY, SIKAP DAN  
NIAT MEMBELI PRODUK HALAL**

**KUESIONER PENELITIAN**

**Petunjuk Pengisian**

- Bagian I berisi identitas responden, untuk bagian ini anda cukup mengisi data pribadi anda
- Bagian II berisi daftar pertanyaan, untuk bagian ini anda cukup memilih jawaban yang sesuai dengan kriteria anda dengan tanda (X) pada jawaban yang tersedia ke udian jawablah pertanyaan dibawahnya dengan singkat dan jelas.

**I. IDENTITAS RESPONDEN**

1. No :.....(diisi peneliti)
2. Nama :.....
3. Jenis Kelamin
  - a.) Laki-laki
  - b.) Perempuan
4. Usia :.....tahun
5. Sumber Informasi Produk Halal :
  - a.) Teman
  - b.) Media Sosial
  - c.) Media Elektronik
  - d.) Majalah

### 1. PRODUCT KNOWLEDGE

Pernyataan	Keterangan				
	STS	TS	N	S	SS
Saya mengerti hukum Islam tentang Halal dan Haram untuk makanan dan minuman					
Saya merasa memiliki pengetahuan yang cukup tentang makanan dan minuman apa yang dilarang oleh Islam					
Saya memiliki pengetahuan yang cukup untuk membedakan antara barang yang diizinkan dan yang terlarang					
Saya tahu perbedaan antara sertifikasi halal untuk produk dan sertifikasi halal untuk tempat					

### 2. COMMITMENT RELIGIOSITY

Pernyataan	Keterangan				
	STS	TS	N	S	SS
Saya sering menonton acara keagamaan di TV					

Saya senang menghabiskan waktu dengan orang lain dalam afiliasi keagamaan					
Saya sering berpartisipasi dalam pembicaraan agama di masjid					
Saya sering membaca buku dan majalah agama					

### 3. SIKAP

Pernyataan	Keterangan				
	STS	TS	N	S	SS
Saya berhati-hati dalam memilih produk makanan halal					
Saya akan mencari label halal ketika saya membeli produk makanan					
Produk makanan halal itu penting					
Menggunakan produk makanan halal adalah pilihan saya sendiri					

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#### 4. NIAT MEMBELI PRODUK MAKANAN HALAL

Pernyataan	Keterangan				
	STS	TS	N	S	SS
Saya bersedia membayar lebih untuk produk makanan dengan logo halal					
Saya bersedia menunggu lebih lama untuk membeli produk makanan dengan logo halal					
Saya bersedia berkeliling untuk membeli produk makanan dengan logo halal					
Saya bersedia melakukan perjalanan jarak jauh untuk membeli produk makanan dengan logo Halal					

## Lampiran 2 Data Tabulasi

NO	JK	Product Knowledge					Commitment Religiosity					Sikap					Niat Beli				
		X1.1	X1.2	X1.3	X1.4	X1	X2.1	X2.2	X2.3	X2.4	X2	Y1.1	Y1.2	Y1.3	Y1.4	Y1	Y2.1	Y2.2	Y2.3	Y2.4	Y2
1	L	5	5	5	4	19	4	3	4	4	15	4	5	5	4	18	5	5	5	5	20
2	L	4	4	5	5	18	4	4	3	4	15	4	5	4	4	17	4	4	5	4	17
3	L	4	4	4	3	15	4	3	4	3	14	4	5	5	4	18	4	5	5	5	19
4	L	4	4	4	4	16	3	3	3	3	12	5	4	4	4	17	4	4	4	4	16
5	L	4	4	4	5	17	4	4	4	4	16	4	4	4	4	16	4	4	5	5	18
6	P	4	3	4	4	15	3	3	4	3	13	4	3	4	4	15	5	4	4	4	17
7	L	3	4	3	3	13	3	2	3	2	10	4	3	3	3	13	4	3	4	4	15
8	L	4	3	4	4	15	4	5	4	4	17	4	4	5	4	17	5	5	5	5	20
9	L	3	4	3	4	14	3	4	4	3	14	4	4	4	4	16	4	4	4	4	16
10	P	4	3	4	3	14	4	3	3	4	14	4	4	4	4	16	4	4	4	4	16
11	P	4	4	4	4	16	4	5	4	5	18	4	4	3	4	15	4	4	5	5	18
12	L	4	3	3	4	14	5	5	5	4	19	4	5	4	4	17	5	5	5	5	20
13	P	3	4	3	3	13	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
14	L	4	3	4	3	14	2	2	2	3	9	4	3	4	4	15	4	3	4	4	15
15	P	3	3	3	4	13	4	4	4	4	16	5	4	5	5	19	4	5	5	4	18
16	P	4	4	4	3	15	4	3	3	4	14	4	3	4	4	15	4	4	4	4	16
17	L	3	3	3	3	12	3	3	4	3	13	3	4	3	3	13	4	4	3	4	15
18	P	3	4	4	3	14	3	3	3	3	12	4	5	4	5	18	4	4	4	4	16
19	L	4	3	4	4	15	4	3	3	4	14	5	4	5	5	19	4	5	5	5	19
20	P	4	3	4	3	14	4	4	4	3	15	5	4	4	5	18	4	4	4	4	16
21	P	3	4	3	3	13	4	3	4	3	14	4	4	4	4	16	4	4	3	4	15
22	L	4	3	4	4	15	3	4	4	4	15	4	4	4	5	17	4	4	4	4	16
23	L	4	4	4	4	16	4	4	4	3	15	5	5	4	4	18	5	4	4	4	17
24	P	3	4	4	3	14	3	4	3	3	13	4	3	4	4	15	4	4	4	4	16
25	L	4	4	4	4	16	4	4	3	4	15	5	5	4	5	19	5	4	5	5	19
26	P	4	3	4	4	15	4	4	3	3	14	4	3	4	3	14	5	4	4	4	17
27	P	4	4	4	4	16	4	4	4	3	15	4	4	4	4	16	5	5	4	4	18
28	L	4	5	5	4	18	4	4	4	5	17	5	4	5	4	18	5	5	5	5	20
29	L	4	4	4	3	15	4	3	4	3	14	4	4	4	4	16	5	4	4	4	17
30	L	3	4	3	4	14	4	4	3	3	14	4	4	3	4	15	4	4	3	4	15
31	L	4	4	4	4	16	3	3	3	4	13	4	5	4	4	17	5	5	4	4	18
32	L	3	3	3	3	12	4	3	4	3	14	4	4	4	4	16	4	3	4	4	15
33	L	4	4	4	4	16	4	3	4	4	15	4	4	5	4	17	4	4	4	4	16
34	L	4	3	3	3	13	3	4	3	4	14	4	4	3	3	14	4	3	4	3	14
35	P	4	4	4	4	16	4	4	4	4	16	4	4	3	4	15	4	4	4	4	16
36	L	3	4	4	3	14	4	3	3	3	13	4	4	3	3	14	4	3	4	4	15
37	P	4	5	5	5	19	5	4	5	4	18	4	4	4	4	16	5	5	5	5	20
38	P	4	3	3	3	13	4	4	3	3	14	4	4	3	4	15	4	5	4	4	17
39	P	4	3	4	3	14	3	4	4	4	15	4	4	4	4	16	4	5	5	4	18
40	L	5	4	3	4	16	4	4	4	4	16	4	4	4	5	17	4	5	5	5	19
41	L	4	4	4	3	15	4	4	3	3	14	4	3	3	4	14	4	4	4	4	16
42	P	5	5	4	4	18	4	5	4	5	18	4	4	4	4	16	5	4	4	5	18
43	L	5	4	4	4	17	5	4	5	4	18	4	4	4	4	16	4	4	5	5	18
44	L	4	4	4	3	15	3	3	4	3	13	4	3	4	3	14	4	4	4	4	16
45	L	4	5	5	5	19	4	4	5	5	18	4	4	4	4	16	5	5	5	4	19
46	L	4	5	5	5	19	4	4	3	3	14	4	4	4	3	15	5	4	5	5	19
47	P	4	4	5	4	17	4	4	4	4	16	4	5	4	4	17	5	5	4	4	18
48	P	4	3	4	4	15	5	4	3	3	15	4	4	4	4	16	4	4	4	5	17
49	L	3	3	3	3	12	4	4	4	3	15	4	5	4	5	18	4	4	4	5	17
50	L	2	3	2	3	10	4	3	4	3	14	4	3	3	4	14	4	4	3	4	15

51	L	4	5	5	4	18	4	5	5	4	18	4	4	4	3	15	5	5	5	4	19
52	P	4	4	4	4	16	3	4	4	4	15	4	4	3	4	15	4	4	5	4	17
53	P	4	3	3	4	14	4	5	5	5	19	4	4	4	3	15	4	4	5	4	17
54	L	3	4	3	3	13	3	3	3	4	13	4	3	4	4	15	4	4	5	4	17
55	P	4	5	5	4	18	4	3	4	4	15	4	4	4	4	16	4	5	5	4	18
56	L	4	4	3	3	14	4	4	3	4	15	4	4	4	4	16	5	5	4	4	18
57	P	3	3	4	3	13	5	4	5	4	18	4	4	5	4	17	5	5	5	4	19
58	L	3	3	3	3	12	4	3	4	3	14	4	3	3	4	14	4	4	4	4	16
59	P	4	3	3	4	14	3	4	4	4	15	5	4	4	4	17	4	5	4	4	17
60	L	3	3	3	3	12	4	3	4	3	14	4	4	4	4	16	4	4	4	4	16
61	L	4	4	4	4	16	4	5	4	5	18	4	4	4	3	15	4	3	4	4	15
62	L	4	3	4	4	15	4	3	3	4	14	4	4	3	3	14	5	4	5	4	18
63	L	3	4	4	3	14	4	4	3	3	14	4	3	4	4	15	5	4	5	5	19
64	P	4	3	3	4	14	3	3	4	4	14	4	4	3	3	14	4	4	4	4	16
65	L	4	5	4	4	17	4	4	5	4	17	3	4	4	4	15	4	5	5	4	18
66	P	3	4	3	3	13	3	3	3	4	13	4	4	3	3	14	4	3	4	4	15
67	L	5	5	4	4	18	4	5	4	5	18	4	4	5	5	18	5	4	5	5	19
68	P	4	4	4	3	15	3	4	3	4	14	4	3	4	4	15	4	4	5	4	17
69	L	4	3	4	3	14	4	3	3	3	13	3	3	3	3	12	4	3	4	3	14
70	P	4	3	3	4	14	4	4	5	5	18	3	3	4	5	15	4	3	3	5	15
71	L	4	4	4	5	17	4	4	3	3	14	4	4	5	4	17	5	4	5	4	18
72	P	4	4	4	4	16	3	4	4	4	15	4	4	4	4	16	4	5	4	4	17
73	L	4	4	4	4	16	4	4	3	3	14	4	4	4	4	16	5	5	4	4	18
74	L	4	3	3	4	14	3	3	4	3	13	4	3	4	4	15	4	4	5	4	17
75	L	4	5	4	5	18	4	4	5	5	18	4	4	4	4	16	4	4	5	4	17
76	P	3	3	3	3	12	4	3	4	4	15	4	3	3	4	14	4	3	4	4	15
77	L	4	4	4	4	16	5	5	5	4	19	5	4	4	5	18	5	5	4	4	18
78	P	3	3	3	4	13	4	4	4	4	16	4	4	4	4	16	4	3	3	4	14
79	L	2	2	3	3	10	4	4	3	3	14	4	3	3	4	14	3	3	4	3	13
80	P	4	3	3	4	14	4	4	4	3	15	4	4	4	4	16	4	4	4	4	16
81	L	3	3	4	3	13	4	4	3	3	14	4	4	3	4	15	3	4	3	4	14
82	L	4	5	4	4	17	4	4	4	3	15	4	4	5	5	18	4	4	4	5	17
83	P	4	4	4	4	16	3	3	3	4	13	3	4	4	4	15	3	4	3	4	14
84	L	4	4	3	3	14	3	3	3	3	12	3	3	3	3	12	4	3	3	3	13
85	P	4	4	4	4	16	4	4	3	3	14	4	5	5	4	18	5	4	5	4	18
86	L	4	3	3	4	14	4	4	3	3	14	4	4	4	5	17	4	5	5	4	18
87	L	4	4	4	4	16	4	4	4	4	16	4	5	5	4	18	4	4	4	4	16
88	L	3	4	4	4	15	4	3	4	4	15	4	4	4	4	16	4	3	4	3	14
89	P	4	3	4	3	14	3	4	3	3	13	3	3	4	3	13	3	3	3	3	12
90	L	4	5	5	4	18	4	4	4	3	15	4	4	4	4	16	4	5	4	5	18
91	P	5	4	5	4	18	4	4	3	4	15	4	4	4	4	16	5	4	4	5	18
92	L	4	4	4	3	15	4	4	3	3	14	3	3	4	4	14	4	4	4	4	16
93	P	4	4	5	4	17	4	4	4	4	16	5	4	4	4	17	5	5	5	4	19
94	L	4	3	3	4	14	4	4	3	4	15	4	4	4	4	16	4	3	3	4	14
95	L	4	5	4	4	17	4	4	3	4	15	4	4	4	4	16	4	4	4	3	15
96	P	3	4	4	4	15	4	3	4	3	14	4	3	4	4	15	4	4	3	4	15
97	L	4	4	4	4	16	4	3	3	4	14	5	4	4	5	18	4	5	5	5	19
98	P	4	4	4	3	15	4	4	4	4	16	5	4	4	4	17	5	4	5	5	19
99	P	3	4	3	4	14	4	4	4	4	16	4	4	4	4	16	4	5	4	5	18
100	P	3	3	4	3	13	4	4	3	4	15	4	4	3	4	15	4	3	4	4	15
Rata2		3,77	3,76	3,79	3,69	15	3,81	3,73	3,69	3,65	14,9	4,04	3,9	3,92	3,98	15,8	4,25	4,12	4,24	4,18	16,8

### Lampiran 3 Hasil Output SPSS

#### Validitas

##### Correlations

		X1.1	X1.2	X1.3	X1.4	X1
X1.1	Pearson Correlation	1	.359**	.480**	.431**	.726**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X1.2	Pearson Correlation	.359**	1	.573**	.401**	.787**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X1.3	Pearson Correlation	.480**	.573**	1	.399**	.813**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X1.4	Pearson Correlation	.431**	.401**	.399**	1	.718**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
X1	Pearson Correlation	.726**	.787**	.813**	.718**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

##### Correlations

		X2.1	X2.2	X2.3	X2.4	X2
X2.1	Pearson Correlation	1	.425**	.386**	.179	.653**
	Sig. (2-tailed)		.000	.000	.075	.000
	N	100	100	100	100	100
X2.2	Pearson Correlation	.425**	1	.359**	.439**	.768**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X2.3	Pearson Correlation	.386**	.359**	1	.412**	.757**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X2.4	Pearson Correlation	.179	.439**	.412**	1	.717**
	Sig. (2-tailed)	.075	.000	.000		.000
	N	100	100	100	100	100
X2	Pearson Correlation	.653**	.768**	.757**	.717**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

## Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1
Y1.1	Pearson Correlation	1	.289**	.246*	.372**	.638**
	Sig. (2-tailed)		.004	.014	.000	.000
	N	100	100	100	100	100
Y1.2	Pearson Correlation	.289**	1	.338**	.248*	.689**
	Sig. (2-tailed)	.004		.001	.013	.000
	N	100	100	100	100	100
Y1.3	Pearson Correlation	.246*	.338**	1	.406**	.735**
	Sig. (2-tailed)	.014	.001		.000	.000
	N	100	100	100	100	100
Y1.4	Pearson Correlation	.372**	.248*	.406**	1	.726**
	Sig. (2-tailed)	.000	.013	.000		.000
	N	100	100	100	100	100
Y1	Pearson Correlation	.638**	.689**	.735**	.726**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

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

## Correlations

		Y2.1	Y2.2	Y2.3	Y2.4	Y2
Y2.1	Pearson Correlation	1	.406**	.416**	.343**	.703**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Y2.2	Pearson Correlation	.406**	1	.464**	.387**	.784**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Y2.3	Pearson Correlation	.416**	.464**	1	.392**	.784**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Y2.4	Pearson Correlation	.343**	.387**	.392**	1	.694**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Y2	Pearson Correlation	.703**	.784**	.784**	.694**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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



**Reliabilitas**

X1

**Reliability Statistics**

Cronbach's Alpha	N of Items
.759	4

X2

**Reliability Statistics**

Cronbach's Alpha	N of Items
.699	4

Y1

**Reliability Statistics**

Cronbach's Alpha	N of Items
.646	4

Y2

**Reliability Statistics**

Cronbach's Alpha	N of Items
.726	4

**Uji Normalitas Kolmogorov**

Res\_1

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a</sup>	Mean	.0000000
	Std. Deviation	1.37323659
Most Extreme Differences	Absolute	.070
	Positive	.070
	Negative	-.063
Kolmogorov-Smirnov Z		.697
Asymp. Sig. (2-tailed)		.716
a. Test distribution is Normal.		

Res\_2

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a</sup>	Mean	.0000000
	Std. Deviation	1.23407193
Most Extreme Differences	Absolute	.084
	Positive	.054
	Negative	-.084
Kolmogorov-Smirnov Z		.844
Asymp. Sig. (2-tailed)		.474
a. Test distribution is Normal.		

**Uji Multikolinieritas****Coefficients<sup>a</sup>**

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	.855	1.169
	X2	.855	1.169

a. Dependent Variable: Y1

**Coefficients<sup>a</sup>**

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	.802	1.246
	X2	.805	1.243
	Y1	.828	1.208

a. Dependent Variable: Y2

**Uji heterokedastisitas glejser****Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.416	.775		1.828	.071
	X1	.013	.045	.033	.298	.767
	X2	-.034	.048	-.078	-.715	.476

a. Dependent Variable: Abs\_RES1

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.008	.901		1.119	.266
	X1	-.041	.043	-.106	-.936	.351
	X2	.048	.046	.118	1.049	.297
	Y1	-.008	.055	-.017	-.150	.881

a. Dependent Variable: Abs\_RES2

**Uji determinan R2****Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.415 <sup>a</sup>	.172	.155	1.38732

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y1

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.719 <sup>a</sup>	.518	.503	1.25321

a. Predictors: (Constant), Y1, X2, X1

b. Dependent Variable: Y2

**Uji F (Model Regresi)****ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.748	2	19.374	10.066	.000 <sup>a</sup>
	Residual	186.692	97	1.925		
	Total	225.440	99			

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y1

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	161.820	3	53.940	34.345	.000 <sup>a</sup>
	Residual	150.770	96	1.571		
	Total	312.590	99			

a. Predictors: (Constant), Y1, X2, X1

b. Dependent Variable: Y2

## Uji Persamaan Regresi

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.875	1.338		7.382	.000
	X1	.197	.078	.253	2.527	.013
	X2	.202	.082	.246	2.466	.015

a. Dependent Variable: Y1

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.787	1.510		1.183	.240
	X1	.321	.073	.350	4.423	.000
	X2	.191	.076	.197	2.495	.014
	Y1	.464	.092	.394	5.055	.000

a. Dependent Variable: Y2