

## **KUESIONER PENELITIAN**

### *PENGARUH LABEL HALAL, RELIGIUSITAS DAN HARGA TERHADAP MINAT BELI DAN KEPUTUSAN PEMBELIAN MIE SAMYANG ( STUDI KASUS MAHASISWA DI SEMARANG )*

Responden yang terhormat,

Dalam rangka penyusunan skripsi yang menjadi salah satu syarat untuk menyelesaikan program sarjana (S1) pada Fakultas Ekonomi Universitas Islam Sultan Agung Semarang, maka saya mohon kesediaan saudara/saudarai untuk menyatakan pernyataan yang disediakan dalam kuesioner ini.

Berikut ini adalah kuesioner yang berkaitan dengan penelitian tentang pengaruh label halal, religiusitas dan harga terhadap minat beli dan keputusan pembelian konsumen mie samyang. Oleh karena itu di sela-sela kesibukan Anda, kami mohon dengan hormat kesediaan Anda untuk mengisi kuesioner berikut ini. Atas kesediaan Anda dan partisipasi Anda sekalian untuk mengisi kuesioner yang ada, saya ucapkan banyak terima kasih.

Hormat saya

Dwi Septiyani

### Identitas Responden

Nama :

Jenis Kelamin :  Laki-laki  perempuan

Umur : .....Tahun

Universitas :

Uang saku perbulan :

### Daftar Kuesioner :

Beri tanda (√) bila jawaban saudara sesuai dengan jawaban di bawah ini :

SS = Sangat Setuju. Dengan nilai : 5

S = Setuju. Dengan nilai : 4

N = Netral. Dengan nilai : 3

TS = Tidak Setuju. Dengan nilai : 2

STS = Sangat Tidak Setuju. Dengan nilai : 1

Label Halal (X1)						
No	Pernyataan	STS	TS	KS	S	SS
1	Saya mengetahui kegunaan label halal					
2	Saya mengetahui produk makanan yang dilabeli label halal dan yang tidak dilabeli					
3	Saya selalu memperhatikan label halal pada kemasan.					

Religiusitas (X2)						
No	Pernyataan	STS	TS	KS	S	SS
1	Saya mengikuti perilaku ajaran islam dalam bermuamalah					
2	Saya menerapkan ajaran islam dalam bermuamalah					
3	Saya menjalankan perintah sesuai syariat					

islam dalam bermuamalah					
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Harga (X3)						
No	Pernyataan	STS	TS	KS	S	SS
1	Harga mie samyang terjangkau untuk saya					
2	Harga mie samyang sesuai dengan kualitas produk					
3	Harga mie samyang sudah sesuai dengan manfaat dari produknya					

Minat beli (Y1)						
No	Pernyataan	STS	TS	KS	S	SS
1	Saya memiliki kecenderungan untuk mencari informasi lebih detail tentang produk.					
2	Saya mempunyai selera tersendiri terhadap suatu barang					
3	Saya akan menceritakan hal positif tentang produk yang saya minati.					

Keputusan Pembelian (Y2)						
No	Pernyataan	STS	TS	KS	S	SS
1	Saya meyakini dengan produk yang akan saya beli					
2	Saya merasakan kecocokan dengan produk yang saya beli					
3	Meskipun bukan kebutuhan pokok, tetapi saya akan tetap membeli mie samyang					



## ANALISIS DESKRIPTIF

**Statistics**

		X1.1	X1.2	X1.3	Religiusitas
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4.1000	4.0800	3.9700	12.1500
Std. Deviation		.78496	.73416	.79715	1.97139

**X1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	3.0	3.0	3.0
	3.00	17	17.0	17.0	20.0
	4.00	47	47.0	47.0	67.0
	5.00	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

**X1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	23	23.0	23.0	23.0
	4.00	46	46.0	46.0	69.0
	5.00	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

**X1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	27	27.0	27.0	29.0
	4.00	43	43.0	43.0	72.0
	5.00	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

**Statistics**

		X2.1	X2.2	X2.3	Labelisasi Halal
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.8100	3.8900	3.7300	11.4300
Std. Deviation		.80019	.72328	.87450	2.01637

**X2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	4.0	4.0	4.0
	3.00	31	31.0	31.0	35.0
	4.00	45	45.0	45.0	80.0
	5.00	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

**X2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	29	29.0	29.0	30.0
	4.00	50	50.0	50.0	80.0
	5.00	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

**X2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	8	8.0	8.0	8.0
	3.00	31	31.0	31.0	39.0
	4.00	41	41.0	41.0	80.0
	5.00	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

**Statistics**

		X3.1	X3.2	X3.3	Harga
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4.2600	4.1400	4.1100	12.5100
Std. Deviation		.73333	.73882	.70918	1.79503

**X3.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	17	17.0	17.0	17.0
	4.00	40	40.0	40.0	57.0
	5.00	43	43.0	43.0	100.0
	Total	100	100.0	100.0	

**X3.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	18	18.0	18.0	19.0
	4.00	47	47.0	47.0	66.0
	5.00	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

**X3.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	20	20.0	20.0	20.0
	4.00	49	49.0	49.0	69.0
	5.00	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

**Statistics**

		Y1.1	Y1.2	Y1.3	Minat Beli
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.9900	4.1300	4.0200	12.1400
Std. Deviation		.77192	.79968	.82853	2.04010

**Y1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	24	24.0	24.0	26.0
	4.00	47	47.0	47.0	73.0
	5.00	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

**Y1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	20	20.0	20.0	22.0
	4.00	41	41.0	41.0	63.0
	5.00	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

**Y1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	3.0	3.0	3.0
	3.00	24	24.0	24.0	27.0
	4.00	41	41.0	41.0	68.0
	5.00	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

**Statistics**

		Y2.1	Y2.2	Y2.3	Keputusan Pembelian
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4.0600	3.6800	4.0600	11.8000
Std. Deviation		.74968	.83943	.74968	2.07924

**Y2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	22	22.0	22.0	23.0
	4.00	47	47.0	47.0	70.0
	5.00	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

**Y2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	7	7.0	7.0	7.0
	3.00	35	35.0	35.0	42.0
	4.00	41	41.0	41.0	83.0
	5.00	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

**Y2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	22	22.0	22.0	23.0
	4.00	47	47.0	47.0	70.0
	5.00	30	30.0	30.0	100.0
	Total	100	100.0	100.0	



## HASIL UJI VALIDITAS

**Correlations**

		X1.1	X1.2	X1.3	Religiusitas
X1.1	Pearson Correlation	1	.617**	.570**	.858**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X1.2	Pearson Correlation	.617**	1	.574**	.850**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X1.3	Pearson Correlation	.570**	.574**	1	.845**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Religiusitas	Pearson Correlation	.858**	.850**	.845**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

**Correlations**

		X2.1	X2.2	X2.3	Labelisasi Halal
X2.1	Pearson Correlation	1	.557**	.590**	.852**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X2.2	Pearson Correlation	.557**	1	.527**	.808**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X2.3	Pearson Correlation	.590**	.527**	1	.857**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Labelisasi Halal	Pearson Correlation	.852**	.808**	.857**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

**Correlations**

		X3.1	X3.2	X3.3	Harga
X3.1	Pearson Correlation	1	.547**	.547**	.850**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X3.2	Pearson Correlation	.547**	1	.452**	.814**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X3.3	Pearson Correlation	.547**	.452**	1	.805**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Harga	Pearson Correlation	.850**	.814**	.805**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

**Correlations**

		Y1.1	Y1.2	Y1.3	Minat Beli
Y1.1	Pearson Correlation	1	.542**	.585**	.828**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Y1.2	Pearson Correlation	.542**	1	.621**	.849**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Y1.3	Pearson Correlation	.585**	.621**	1	.871**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Minat Beli	Pearson Correlation	.828**	.849**	.871**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

**Correlations**

		Y2.1	Y2.2	Y2.3	Keputusan Pembelian
Y2.1	Pearson Correlation	1	.673**	.748**	.902**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Y2.2	Pearson Correlation	.673**	1	.641**	.877**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Y2.3	Pearson Correlation	.748**	.641**	1	.889**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Keputusan Pembelian	Pearson Correlation	.902**	.877**	.889**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

## HASIL UJI RELIABILITAS

(X1)

### Reliability Statistics

Cronbach's Alpha	N of Items
.809	3

X2

### Reliability Statistics

Cronbach's Alpha	N of Items
.789	3

X3

### Reliability Statistics

Cronbach's Alpha	N of Items
.761	3

Y1

### Reliability Statistics

Cronbach's Alpha	N of Items
.807	3

Y2

### Reliability Statistics

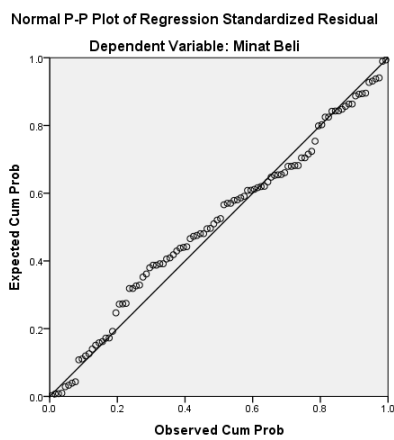
Cronbach's Alpha	N of Items
.866	3

# HASIL Uji ASUMSI KLASIK

## 1. Uji Normalitas (*Probability Plot & Kolmogorov-Smirnov*)

### Persamaan 1

### Chart



### NPar Tests

#### One-Sample Kolmogorov-Smirnov Test

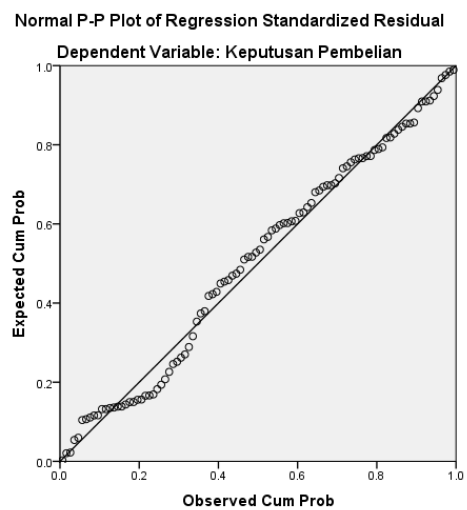
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.35552554
	Absolute	.088
Most Extreme Differences	Positive	.056
	Negative	-.088
Kolmogorov-Smirnov Z		.881
Asymp. Sig. (2-tailed)		.420

a. Test distribution is Normal.

b. Calculated from data.

## Persamaan 2

### Charts



### NPar Tests

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.17909854
Most Extreme Differences	Absolute	.076
	Positive	.076
	Negative	-.055
Kolmogorov-Smirnov Z		.759
Asymp. Sig. (2-tailed)		.612

a. Test distribution is Normal.

b. Calculated from data.

## 2. Uji Multikolinearitas (Nilai *Tolerance* & VIF)

Model 1

Model	Collinearity Statistics		
	Tolerance	VIF	
1	Religiusitas	.633	1.580
	Labelisasi Halal	.555	1.801
	Harga	.590	1.694

a. Dependent Variable: Minat Beli

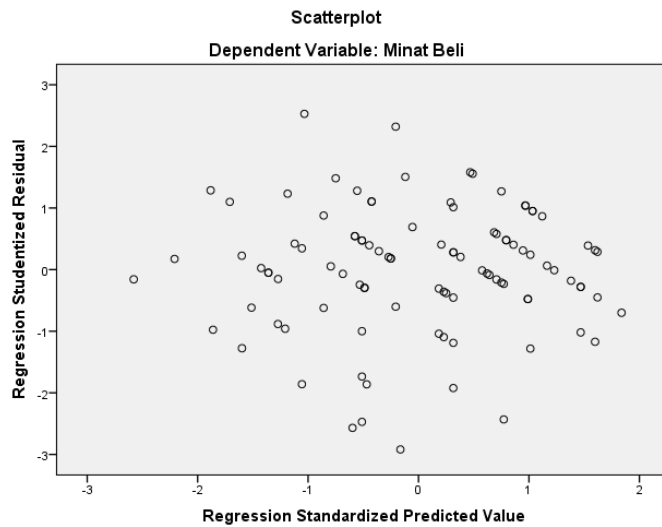
Model 2

Model	Collinearity Statistics		
	Tolerance	VIF	
1	Religiusitas	.537	1.862
	Labelisasi Halal	.489	2.045
	Harga	.559	1.788
	Minat Beli	.441	2.265

a. Dependent Variable: Keputusan Pembelian

### 3. Uji Heterokedastisitas

#### Model 1



#### UJI GLETSER

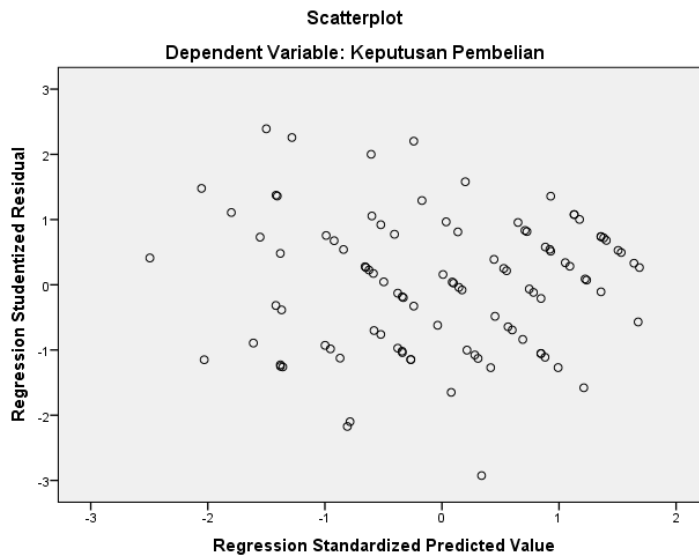
##### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	1.500	.684	2.192	.031
	Religiusitas	.038	.057	.084	.506
	Labelisasi Halal	-.106	.059	-.242	.075
	Harga	.022	.065	.045	.733

a. Dependent Variable: Absres1



Model 2 heteroskedastisitas



**UJI GLETSER**

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
(Constant)	1.962	.503		3.899	.000	
1	Religiusitas	.065	.045	.188	1.431	.156
	Labelisasi Halal	-.080	.046	-.238	-1.731	.087
	Harga	.022	.049	.058	.450	.654
	Minat Beli	-.094	.048	-.284	-1.961	.053

a. Dependent Variable: Absres2

## HASIL UJI REGRESI LINEAR BERGANDA

### Output Regresi persamaan 1

#### Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Harga, Religiusitas, Labelisasi Halal <sup>b</sup>	.	Enter

- a. Dependent Variable: Minat Beli  
 b. All requested variables entered.

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.747 <sup>a</sup>	.559	.545	1.37654

- a. Predictors: (Constant), Harga, Religiusitas, Labelisasi Halal  
 b. Dependent Variable: Minat Beli

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	230.133	3	76.711	40.483	.000 <sup>b</sup>
	Residual	181.907	96	1.895		
	Total	412.040	99			

- a. Dependent Variable: Minat Beli  
 b. Predictors: (Constant), Harga, Religiusitas, Labelisasi Halal

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1.012	1.063		.952	.344
	Religiusitas	.365	.088	.353	4.137	.000
	Labelisasi Halal	.332	.092	.328	3.607	.000
	Harga	.232	.100	.204	2.309	.023

a. Dependent Variable: Minat Beli

## Regression

### Persamaan 2

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Minat Beli, Harga, Religiusitas, Labelisasi Halal <sup>b</sup>	.	Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.824 <sup>a</sup>	.678	.665	1.20367

a. Predictors: (Constant), Minat Beli, Harga, Religiusitas, Labelisasi Halal

b. Dependent Variable: Keputusan Pembelian

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	290.363	4	72.591	50.104	.000 <sup>b</sup>
	Residual	137.637	95	1.449		
	Total	428.000	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Minat Beli, Harga, Religiusitas, Labelisasi Halal

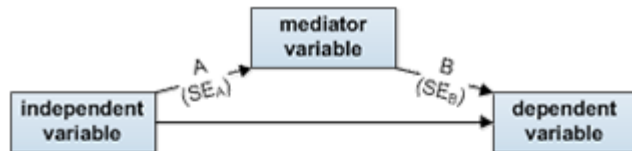
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	-.786	.934		-.841	.402
	Religiusitas	.252	.084	.239	3.009	.003
	Labelisasi Halal	.313	.086	.303	3.646	.000
	Harga	.250	.090	.216	2.773	.007
	Minat Beli	.233	.089	.228	2.605	.011

a. Dependent Variable: Keputusan Pembelian

## UJI SOBEL

RELIGIUSITAS terhadap KEPUTUSAN PEMBELIAN melalui MINAT BELI



A:  ?

B:  ?

SE<sub>A</sub>:  ?

SE<sub>B</sub>:  ?

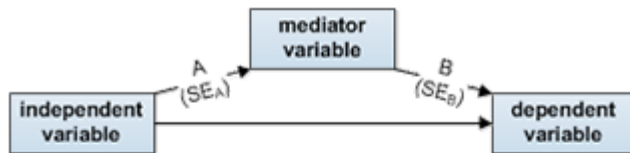
**Calculate!**

**Sobel test statistic:** 2.15906592

**One-tailed probability:** 0.01542253

**Two-tailed probability:** 0.03084505

LABELISASI HALAL terhadap KEPUTUSAN PEMBELIAN melalui MINAT BELI



A:  ?

B:  ?

SE<sub>A</sub>:  ?

SE<sub>B</sub>:  ?

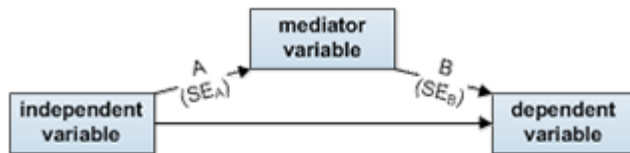
**Calculate!**

**Sobel test statistic:** 2.08041334

**One-tailed probability:** 0.01874382

**Two-tailed probability:** 0.03748764

HARGA terhadap KEPUTUSAN PEMBELIAN melalui MINAT BELI



A:  ?

B:  ?

SE<sub>A</sub>:  ?

SE<sub>B</sub>:  ?

**Calculate!**

**Sobel test statistic:** 1.59583634

**One-tailed probability:** 0.05526267

**Two-tailed probability:** 0.11052534