

LAMPIRAN 1 kuesioner penelitian

KUESIONER PENELITIAN

ANALISIS MINAT BELI MAKANAN HALAL BERBASIS PENGETAHUAN HALAL DAN RELIGIUSITAS DENGAN SIKAP KONSUMEN SEBAGAI MEDIASI

(Studi Kasus Pada Konsumen Container Kebab Baba Rafi di SPBU Jl.

Ahmad Yani Semarang)

Pelanggan / Responden yang terhormat,

Berkenaan dengan penelitian mengenai “ **ANALISIS MINAT BELI MAKANAN HALAL BERBASIS PENGETAHUAN HALAL DAN RELIGIUSITAS DENGAN SIKAP KONSUMEN SEBAGAI MEDIASI (Studi Kasus Pada Konsumen Container Kebab Baba Rafi di SPBU Jl. Ahmad Yani Semarang)**” Saya mohon kesediaan Bapak/Ibu untuk mengisi kuesioner berikut ini. Kerahasiaan identitas Bapak/Ibu dijamin dan hanya dipergunakan untuk kepentingan dan sumbangan pemikiran dalam penyusunan skripsi di Jurusan Manajemen Universitas Sultan Agung Semarang. Agar data dapat diolah lebih lanjut, maka saya mohon agar keseluruhan pertanyaan/ Pernyataan diisi dengan lengkap.

Karakteristik Responden :

1. Jenis Kelamin : Pria Wanita *)
2. Usia :
3. Pendidikan Terakhir : SD SMP SMU Diploma S1 *)

Atas perhatian dan partisipasi Bapak/Ibu, saya ucapkan terima kasih.

Hormat saya,

(Lilis Khoirun Nisa)

Minat Beli	STS	TS	N	S	SS
Saya punya niat tinggi untuk membeli makanan halal					
Saya membeli makanan halal walaupun harganya lebih mahal daripada makanan non halal					
Saya akan membeli makanan halal					
Faktor yang membuat minat beli saya meningkat adalah Mohon jelaskan					

Sikap Terhadap Makanan Halal	STS	TS	N	S	SS
Produk yang saya beli adalah produk yang terbaik					
Produk yang saya beli merupakan produk yang terkenal					
Produk yang saya beli adalah produk yang diinginkan					
Produk yang saya beli adalah produk yang disukai					
Produk yang saya beli adalah produk yang handal					
Sikap apa yang mendasari minat beli anda ? Mohon Jelaskan.....					

Pengetahuan Halal	STS	TS	N	S	SS
Saya mengerti tentang tentang label halal dan sertifikasi makanan halal sebelum membeli					

Saya sangat mengerti tentang input, proses dan dampak makanan halal sebelum membeli					
Saya tertarik dengan informasi penting tentang makanan halal sebelum membeli					
Kriteria pengetahuan halal seperti apa yang mendorong anda melakukan pembelian ? Mohon jelaskan					

Religiusitas	STS	TS	N	S	SS
Saya hanya diperbolehkan / diharuskan mengkonsumsi makanan halal					
Saya harus ketat menjaga / melarang diri dari mengkonsumsi makanan non halal sebagaimana diperintahkan dalam Al-Qur'an					
Saya rela menunda makan jika tidak tersedia makanan halal					
Mengkonsumsi makanan halal merupakan bentuk ketaatan terhadap agama.					
Pedoman religiusitas seperti apa yang menuntun anda melakukan pembelian produk ? Mohon jelaskan					

LAMPIRAN 2 Hasil Analisis

Frequencies

		Statistics		
		X1.1	X1.2	X1.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		3.63	3.43	3.50

Frequency Table

		X1.1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	18	18.0	18.0	18.0
	3	31	31.0	31.0	49.0
	4	21	21.0	21.0	70.0
	5	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

		X1.2			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	67	67.0	67.0	67.0
	4	23	23.0	23.0	90.0
	5	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	64	64.0	64.0	64.0
	4	22	22.0	22.0	86.0
	5	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

Frequencies**Statistics**

		X2.1	X2.2	X2.3	X2.4	X2.5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		4.04	4.03	4.49	4.41	4.64

Frequency Table**X2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	14	14.0	14.0	14.0
	4	68	68.0	68.0	82.0
	5	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	19	19.0	19.0	19.0
	4	59	59.0	59.0	78.0
	5	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	51	51.0	51.0	51.0
	5	49	49.0	49.0	100.0
	Total	100	100.0	100.0	

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	59	59.0	59.0	59.0
5	41	41.0	41.0	100.0
Total	100	100.0	100.0	

X2.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	8	8.0	8.0	8.0
4	20	20.0	20.0	28.0
5	72	72.0	72.0	100.0
Total	100	100.0	100.0	

Frequencies

Statistics

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		4.47	4.42	4.20	4.37	4.23

Frequency Table

Y1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	1	1.0	1.0	1.0
4	51	51.0	51.0	52.0
5	48	48.0	48.0	100.0
Total	100	100.0	100.0	

Y1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	58	58.0	58.0	58.0
5	42	42.0	42.0	100.0
Total	100	100.0	100.0	

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	9.0	9.0	9.0
	4	62	62.0	62.0	71.0
	5	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	63	63.0	63.0	63.0
	5	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

Y1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	15	15.0	15.0	15.0
	4	47	47.0	47.0	62.0
	5	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

Frequencies

Statistics

		Y2.1	Y2.2	Y2.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		3.86	3.88	3.86

Frequency Table

Y2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	24	24.0	24.0	24.0
	4	66	66.0	66.0	90.0
	5	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Y2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	23	23.0	23.0	23.0
	4	66	66.0	66.0	89.0
	5	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

Y2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	28	28.0	28.0	28.0
	4	58	58.0	58.0	86.0
	5	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

Frequencies

		Statistics		
		JK	USIA	Pendidikan
N	Valid	100	100	100
	Missing	0	0	0
Mean		1.28	3.49	3.15

Frequency Table

		JK			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	perempuan	72	72.0	72.0	72.0
	laki-laki	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

		USIA			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	26-35 tahun	29	29.0	29.0	29.0
	36-45 tahun	20	20.0	20.0	49.0
	46-55 tahun	24	24.0	24.0	73.0
	> 55 tahun	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

		Pendidikan			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMP	35	35.0	35.0	35.0
	SMA	34	34.0	34.0	69.0
	diploma	12	12.0	12.0	81.0
	Sarjana	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

Correlations

		X1.1	X1.2	X1.3	pengetahuan
X1.1	Pearson Correlation	1	.136	-.371	.672
	Sig. (1-tailed)		.089	.000	.000
	N	100	100	100	100
X1.2	Pearson Correlation	.136	1	.072	.639
	Sig. (1-tailed)	.089		.238	.000
	N	100	100	100	100
X1.3	Pearson Correlation	-.371	.072	1	.273
	Sig. (1-tailed)	.000	.238		.003
	N	100	100	100	100
pengetahuan	Pearson Correlation	.672	.639	.273	1
	Sig. (1-tailed)	.000	.000	.003	
	N	100	100	100	100

** . Correlation is significant at the 0.01 level (1-tailed).

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	religiusitas
X2.1	Pearson Correlation	1	.440**	.108	.589**	-.271**	.752**
	Sig. (1-tailed)		.000	.143	.000	.003	.000
	N	100	100	100	100	100	100
X2.2	Pearson Correlation	.440**	1	.267**	-.071	-.398**	.544**
	Sig. (1-tailed)	.000		.004	.242	.000	.000
	N	100	100	100	100	100	100
X2.3	Pearson Correlation	.108	.267**	1	-.410**	.245**	.503**
	Sig. (1-tailed)	.143	.004		.000	.007	.000
	N	100	100	100	100	100	100
X2.4	Pearson Correlation	.589**	-.071	-.410**	1	-.073	.390**
	Sig. (1-tailed)	.000	.242	.000		.236	.000
	N	100	100	100	100	100	100
X2.5	Pearson Correlation	-.271**	-.398**	.245**	-.073	1	.224*
	Sig. (1-tailed)	.003	.000	.007	.236		.013
	N	100	100	100	100	100	100
religiusitas	Pearson Correlation	.752**	.544**	.503**	.390**	.224*	1
	Sig. (1-tailed)	.000	.000	.000	.000	.013	
	N	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

Correlations

	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	sikap
Y1.1 Pearson Correlation	1	.596**	-.112	.024	.033	.587**
Sig. (1-tailed)		.000	.133	.405	.371	.000
N	100	100	100	100	100	100
Y1.2 Pearson Correlation	.596**	1	-.500**	.397**	-.283*	.381**
Sig. (1-tailed)	.000		.000	.000	.002	.000
N	100	100	100	100	100	100
Y1.3 Pearson Correlation	-.112	-.500**	1	-.050	.531**	.466**
Sig. (1-tailed)	.133	.000		.312	.000	.000
N	100	100	100	100	100	100
Y1.4 Pearson Correlation	.024	.397**	-.050	1	-.255**	.365**
Sig. (1-tailed)	.405	.000	.312		.005	.000
N	100	100	100	100	100	100
Y1.5 Pearson Correlation	.033	-.283*	.531**	-.255**	1	.567**
Sig. (1-tailed)	.371	.002	.000	.005		.000
N	100	100	100	100	100	100
sikap Pearson Correlation	.587**	.381**	.466**	.365**	.567**	1
Sig. (1-tailed)	.000	.000	.000	.000	.000	
N	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (1-tailed).

Correlations

	Y2.1	Y2.2	Y2.3	minat
Y2.1 Pearson Correlation	1	.474**	.308**	.773**
Sig. (1-tailed)		.000	.001	.000
N	100	100	100	100
Y2.2 Pearson Correlation	.474**	1	.286**	.764**
Sig. (1-tailed)	.000		.002	.000
N	100	100	100	100
Y2.3 Pearson Correlation	.308**	.286**	1	.727**
Sig. (1-tailed)	.001	.002		.000
N	100	100	100	100
minat Pearson Correlation	.773**	.764**	.727**	1
Sig. (1-tailed)	.000	.000	.000	
N	100	100	100	100

** . Correlation is significant at the 0.01 level (1-tailed).

Reliability

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
.609	4

Reliability

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
.637	6

Reliability

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
.636	6

Reliability

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
.804	4

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	religiusitas, pengetahuan ^b		Enter

a. Dependent Variable: abs1

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.143 ^a	.020	.000	.60427

a. Predictors: (Constant), religiusitas, pengetahuan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.738	2	.369	1.011	.368 ^b
	Residual	35.419	97	.365		
	Total	36.157	99			

a. Dependent Variable: abs1

b. Predictors: (Constant), religiusitas, pengetahuan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.110	.973		.113	.910
	pengetahuan	-.054	.048	-.121	-1.124	.264
	religiusitas	.059	.048	.132	1.223	.224

a. Dependent Variable: abs1

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	sikap, pengetahuan, religiusitas ^b	.	Enter

a. Dependent Variable: abs2

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.214 ^a	.046	.016	.50363

a. Predictors: (Constant), sikap, pengetahuan, religiusitas

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.173	3	.391	1.541	.209 ^b
	Residual	24.350	96	.254		
	Total	25.522	99			

a. Dependent Variable: abs2

b. Predictors: (Constant), sikap, pengetahuan, religiusitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.991	.927		-1.069	.288
	pengetahuan	-.037	.044	-.098	-.834	.406
	religiusitas	-.011	.045	-.030	-.251	.802
	sikap	.100	.050	.263	1.998	.049

a. Dependent Variable: abs2

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	religiusitas, pengetahuan ^b		Enter

a. Dependent Variable: sikap

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.653 ^a	.427	.415	1.024

a. Predictors: (Constant), religiusitas, pengetahuan

b. Dependent Variable: sikap

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	75.741	2	37.871	36.139	.000 ^b
	Residual	101.649	97	1.048		
	Total	177.390	99			

a. Dependent Variable: sikap

b. Predictors: (Constant), religiusitas, pengetahuan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.996	1.648		5.458	.000		
	pengetahuan	.366	.081	.374	4.522	.000	.864	1.157
	religiusitas	.408	.081	.416	5.028	.000	.864	1.157

a. Dependent Variable: sikap

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	sikap, pengetahuan, religiusitas ^b		Enter

a. Dependent Variable: minat

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.831 ^a	.690	.680	.758

a. Predictors: (Constant), sikap, pengetahuan, religiusitas

b. Dependent Variable: minat

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	122.837	3	40.946	71.257	.000 ^b
	Residual	55.163	96	.575		
	Total	178.000	99			

a. Dependent Variable: minat

b. Predictors: (Constant), sikap, pengetahuan, religiusitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-6.229	1.395		-4.464	.000		
	pengetahuan	.361	.066	.368	5.468	.000	.714	1.401
	religiusitas	.253	.068	.257	3.752	.000	.686	1.458
	sikap	.394	.075	.393	5.238	.000	.573	1.745

a. Dependent Variable: minat

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	Unstandardized Residual
N		100	100
Normal Parameters ^{a,b}	Mean	.0000000	.0000000
	Std. Deviation	1.01328907	.74646216
Most Extreme Differences	Absolute	.057	.084
	Positive	.057	.048
	Negative	-.035	-.084
Test Statistic		.057	.084
Asymp. Sig. (2-tailed)		.200 ^{c,d}	.079 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.