

## KUESIONER PENELITIAN

### Petunjuk Umum

1. Gunakan pensil atau bulpen untuk mengisi kuesioner
2. Isi pertanyaan dengan jawaban yang jelas dan lengkap

### I. Identitas Responden

No.	Identitas	Keterangan
1.	Nama Responden	
2.	Fakultas	
3.	Jenis Kelamin	Laki - laki Perempuan
4.	Usia Responden	$\leq 18$ tahun 18 - 20 tahun 21 - 23 tahun
5.	Frekuensi Pembelian KFC	$\leq 3$ kali $> 3$ kali
6.	Frekuensi pembelian Rocket Chicken	$\leq 3$ kali $> 3$ kali

### Petunjuk Pengisian Kuesioner

Beri tanda (V) sesuai dengan pendapat, penilaian, persepsi atas pengalaman yang pernah Bapak / Ibu lakukan. Pilih angka 1 (satu) sampai dengan 5 (lima) dari kolom yang telah disediakan seperti berikut:

STS	1	2	3	4	5	6	7	8	9	10	SS
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Ket : STS = Sangat Tidak Setuju, SS = Sangat Setuju

Contoh:

No	Pernyataan	Jawaban												
1	Saya meyakini dengan sepenuh hati adanya Allah SWT dan kitab-kitabNya.	<table border="1"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			

A. *Religious Belief*

No.	Pernyataan	Jawaban												
1.	Saya selalu berusaha melaksanakan perintah Allah sesuai dengan yang tertera pada kitab suci Al-Quran dan Hadist nabi	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
2.	Saya menjadikan nilai-nilai atau prinsip-prinsip agama sebagai pedoman hidup.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
3.	Saya selalu mensyukuri dan menghargai segala sesuatu yang telah Allah SWT ciptakan.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
4.	Saya mengikuti organisasi keagamaan.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
5.	Saya sering membagikan informasi keagamaan yang saya peroleh kepada orang lain.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
6.	Saya melakukan kegiatan sosialisasi di lingkungan masyarakat.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
Menurut saudara/i nilai-nilai <i>religious belief</i> (kepercayaan agama) yang harus ditingkatkan adalah....														

*B. Consumer Animosity*

No.	Pernyataan	Jawaban												
1.	Saya membenci produk-produk dari negara-negara yang sedang memusuhi Negara islam	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>STS</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
2.	Saya merasa bersalah jika membeli produk dari negara yang sedang terlibat konflik dengan negara islam	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>STS</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
3.	Saya tidak akan membeli produk dari negara yang bermusuhan dalam politik dan ekonomi dengan Negara islam.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>STS</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
Menurut saudara/i nilai-nilai <i>consumer animosity</i> (kebencian/dendam konsumen) terhadap suatu produk yang pernah anda rasakan adalah....														

*C. Product Judgement*

No.	Pernyataan	Jawaban												
1.	Saya menganggap bahwa produk yang di hasilkan Negara asing telah menggunakan berbagai teknologi canggih dalam proses pengolahan dan pelayanannya.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
2.	Saya merasa produk yang di hasilkan Negara Negara asing atau mendapat lisensi dari Negara Negara asing telah menawarkan cita rasa yang sesuai dengan harapan pelanggan.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
3.	Harga yang ditawarkan produk produk Negara asing sesuai dengan kenikmatan cita rasa yang disajikan.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
Menurut saudara/i aspek terpenting dalam menilai produk ( <i>product judgement</i> ) adalah.....														

*D. Purchase Intention*

No.	Pernyataan	Jawaban												
1.	Saya bersedia untuk melakukan pembelian produk produk Negara asing.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
2.	Cita rasa dan kualitas produk produk Negara asing membuat saya enggan untuk berpindah membeli produk sejenis dari merek lain.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
3.	Saya bersedia membayar lebih untuk dapat menikmati sajian dari produk produk Negara asing.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
4.	Saya bersedia apabila diminta untuk memberikan respon atau pendapat mengenai pelayanan yang disediakan oleh produk produk Negara asing.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
5.	Saya bersedia secara cuma-cuma untuk merekomendasikan produk-produk Negara asing kepada kerabat maupun pihak lain untuk membeli.	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
Menurut saudara/i <i>purchase intention</i> (minat beli) yang biasanya anda tunjukkan sebelum membeli produk adalah.....														

## **LAMPIRAN 2 TABULASI DATA**

x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	x1
10	8	9	7	8	8	50
9	8	8	8	9	8	50
8	7	7	6	7	7	42
7	7	7	7	6	7	41
10	8	9	8	9	9	53
8	7	7	7	8	7	44
9	9	8	8	7	8	49
9	9	9	8	7	8	50
8	7	7	6	8	7	43
7	7	7	7	7	7	42
10	9	9	8	9	8	53
9	6	6	6	7	7	41
7	6	6	7	6	8	40
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9	8	8	6	7	7	45
9	9	6	6	7	8	45
7	8	7	7	8	7	44
8	7	7	6	6	7	41
7	6	7	6	6	6	38
8	9	8	9	9	8	51
10	9	8	8	7	8	50
8	7	7	8	7	9	46
9	7	8	8	8	8	48
8	9	8	6	7	8	46
8	6	6	6	7	7	40
8	8	8	7	8	8	47
7	7	7	7	7	7	42
9	8	7	6	8	6	44
7	6	6	6	7	7	39
8	7	7	7	7	7	43
9	8	7	8	8	7	47
7	6	6	6	7	6	38
8	8	8	8	8	8	48
9	6	7	6	8	7	43
9	8	8	8	9	9	51
7	8	7	7	7	8	44
8	7	8	6	7	6	42



9	8	8	7	8	7	47
7	7	6	6	7	6	39
8	7	7	6	7	8	43
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7	6	6	6	7	6	38
7	7	7	7	7	7	42
9	7	8	6	8	7	45
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7	6	6	6	6	7	38
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8	8	7	8	8	8	47
7	6	7	7	7	7	41
10	8	8	7	8	8	49
7	7	6	6	6	6	38
8	8	7	6	7	7	43
9	9	8	7	8	6	47
7	6	6	6	6	8	39
6	6	6	6	6	6	36
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9	9	9	8	8	8	51

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8	6	6	6	8	5	39
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8	7	7	7	6	7	42
10	7	8	8	8	8	49
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x2.1	x2.2	x2.3	x2	y1.1	y1.2	y1.3	y1
8	7	7	22	8	9	9	26
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9	8	8	25	9	10	9	28
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8	8	8	24	8	8	7	23
8	9	9	26	6	7	7	20
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7	8	7	22	6	6	6	18
8	9	8	25	7	7	8	22
7	6	6	19	5	5	7	17
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10	10	10	30	10	10	10	30
10	10	10	30	10	10	10	30
10	10	10	30	10	10	10	30

y2.1	y2.2	y2.3	y2.4	y2.5	y2
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9	7	7	6	8	37
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6	7	6	5	6	30
5	6	5	6	7	29
7	6	7	6	6	32
5	5	4	4	5	23
6	6	6	5	6	29
6	6	5	7	7	31
7	6	6	7	6	32
7	7	7	8	7	36
6	6	7	6	7	32
7	8	7	8	8	38
8	8	8	8	9	41
7	7	6	6	7	33
8	7	8	8	8	39
8	8	9	9	8	42
6	6	6	6	5	29
7	6	5	5	7	30
6	5	6	6	5	28
7	7	7	8	7	36
6	7	6	6	7	32
6	6	5	6	6	29
6	7	6	8	7	34
7	6	6	6	6	31
7	8	7	8	7	37
6	6	6	7	6	31
6	7	7	6	6	32
7	6	8	7	8	36
7	7	6	7	7	34
8	7	8	8	7	38
7	6	6	6	6	31
6	6	7	6	7	32

6	7	6	6	6	31
7	8	7	8	8	38
7	6	6	7	7	33
8	7	8	7	6	36
8	8	8	7	8	39
7	8	6	7	7	35
7	8	8	7	8	38
8	8	7	8	8	39
6	7	6	6	7	32
5	5	5	6	6	27
6	6	6	5	6	29
7	4	5	5	4	25
7	5	6	6	7	31
6	6	7	8	8	35
7	7	7	6	6	33
9	8	8	8	7	40
9	9	9	9	8	44
10	10	8	9	9	46
7	7	7	7	7	35
7	6	6	7	7	33
7	7	6	6	6	32
8	8	7	8	8	39
9	8	8	8	7	40
9	10	10	10	10	49
10	10	9	10	10	49



## **LAMPIRAN 3 HASIL ANALISIS DATA**

## ANALISIS DESKRIPTIF

		Statistics						
		x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	Religious Belief
N	Valid	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0
Mean		7.9600	7.3100	7.1900	6.9100	7.2700	7.2700	43.9100
Median		8.0000	7.0000	7.0000	7.0000	7.0000	7.0000	43.0000
Std. Deviation		1.11844	1.15203	1.16943	1.09263	1.12685	1.15343	5.86566

### x1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
5.00	1	1.0	1.0	1.0
6.00	6	6.0	6.0	7.0
7.00	30	30.0	30.0	37.0
Valid 8.00	32	32.0	32.0	69.0
9.00	21	21.0	21.0	90.0
10.00	10	10.0	10.0	100.0
Total	100	100.0	100.0	

### x1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
5.00	2	2.0	2.0	2.0
6.00	26	26.0	26.0	28.0
7.00	30	30.0	30.0	58.0
Valid 8.00	27	27.0	27.0	85.0
9.00	11	11.0	11.0	96.0
10.00	4	4.0	4.0	100.0
Total	100	100.0	100.0	

**x1.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
4.00	1	1.0	1.0	1.0
5.00	3	3.0	3.0	4.0
6.00	25	25.0	25.0	29.0
Valid 7.00	34	34.0	34.0	63.0
8.00	25	25.0	25.0	88.0
9.00	8	8.0	8.0	96.0
10.00	4	4.0	4.0	100.0
Total	100	100.0	100.0	

**x1.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
5.00	3	3.0	3.0	3.0
6.00	40	40.0	40.0	43.0
7.00	31	31.0	31.0	74.0
Valid 8.00	19	19.0	19.0	93.0
9.00	3	3.0	3.0	96.0
10.00	4	4.0	4.0	100.0
Total	100	100.0	100.0	

**x1.5**

	Frequency	Percent	Valid Percent	Cumulative Percent
5.00	4	4.0	4.0	4.0
6.00	20	20.0	20.0	24.0
7.00	38	38.0	38.0	62.0
Valid 8.00	25	25.0	25.0	87.0
9.00	9	9.0	9.0	96.0
10.00	4	4.0	4.0	100.0
Total	100	100.0	100.0	

**x1.6**

	Frequency	Percent	Valid Percent	Cumulative Percent
4.00	1	1.0	1.0	1.0
5.00	5	5.0	5.0	6.0
6.00	17	17.0	17.0	23.0
7.00	34	34.0	34.0	57.0
8.00	33	33.0	33.0	90.0
9.00	6	6.0	6.0	96.0
10.00	4	4.0	4.0	100.0
Total	100	100.0	100.0	

**Statistics**

	x2.1	x2.2	x2.3	Consumer Animosity
N Valid	100	100	100	100
Missing	0	0	0	0
Mean	6.9800	6.8800	6.9000	20.7600
Median	7.0000	7.0000	7.0000	20.0000
Std. Deviation	1.46322	1.54580	1.49410	4.31141

**x2.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
4.00	4	4.0	4.0	4.0
5.00	8	8.0	8.0	12.0
6.00	29	29.0	29.0	41.0
7.00	27	27.0	27.0	68.0
8.00	16	16.0	16.0	84.0
9.00	9	9.0	9.0	93.0
10.00	7	7.0	7.0	100.0
Total	100	100.0	100.0	

**x2.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
4.00	7	7.0	7.0	7.0
5.00	8	8.0	8.0	15.0
6.00	31	31.0	31.0	46.0
Valid 7.00	19	19.0	19.0	65.0
8.00	21	21.0	21.0	86.0
9.00	7	7.0	7.0	93.0
10.00	7	7.0	7.0	100.0
Total	100	100.0	100.0	

**x2.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
3.00	1	1.0	1.0	1.0
4.00	5	5.0	5.0	6.0
5.00	10	10.0	10.0	16.0
6.00	24	24.0	24.0	40.0
Valid 7.00	24	24.0	24.0	64.0
8.00	24	24.0	24.0	88.0
9.00	7	7.0	7.0	95.0
10.00	5	5.0	5.0	100.0
Total	100	100.0	100.0	

**Statistics**

	y1.1	y1.2	y1.3	Product Judgment
N	Valid	100	100	100
	Missing	0	0	0
Mean	7.0400	7.3400	7.2700	21.6500
Median	7.0000	7.0000	7.0000	22.0000
Std. Deviation	1.33273	1.43703	1.32463	3.88568

**y1.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
4.00	4	4.0	4.0	4.0
5.00	6	6.0	6.0	10.0
6.00	24	24.0	24.0	34.0
7.00	29	29.0	29.0	63.0
8.00	27	27.0	27.0	90.0
9.00	5	5.0	5.0	95.0
10.00	5	5.0	5.0	100.0
Total	100	100.0	100.0	

**y1.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
4.00	2	2.0	2.0	2.0
5.00	7	7.0	7.0	9.0
6.00	21	21.0	21.0	30.0
7.00	23	23.0	23.0	53.0
8.00	28	28.0	28.0	81.0
9.00	10	10.0	10.0	91.0
10.00	9	9.0	9.0	100.0
Total	100	100.0	100.0	

**y1.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
4.00	2	2.0	2.0	2.0
5.00	5	5.0	5.0	7.0
6.00	21	21.0	21.0	28.0
7.00	30	30.0	30.0	58.0
8.00	27	27.0	27.0	85.0
9.00	8	8.0	8.0	93.0
10.00	7	7.0	7.0	100.0

Total	100	100.0	100.0
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**Statistics**

		y2.1	y2.2	y2.3	y2.4	y2.5	Purchase Intention
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
Mean		7.1200	6.9100	6.7600	6.9500	6.9600	34.7000
Median		7.0000	7.0000	7.0000	7.0000	7.0000	34.5000
Std. Deviation		1.04717	1.09263	1.09286	1.12254	1.02415	4.71512

**y2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	4	4.0	4.0	4.0
	6.00	23	23.0	23.0	27.0
	7.00	42	42.0	42.0	69.0
	8.00	21	21.0	21.0	90.0
	9.00	8	8.0	8.0	98.0
	10.00	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

**y2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4.00	1	1.0	1.0	1.0
	5.00	6	6.0	6.0	7.0
	6.00	30	30.0	30.0	37.0
	7.00	34	34.0	34.0	71.0
	8.00	25	25.0	25.0	96.0
	9.00	1	1.0	1.0	97.0
	10.00	3	3.0	3.0	100.0
Total	100	100.0	100.0		

**y2.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
4.00	1	1.0	1.0	1.0
5.00	8	8.0	8.0	9.0
6.00	36	36.0	36.0	45.0
7.00	31	31.0	31.0	76.0
8.00	18	18.0	18.0	94.0
9.00	5	5.0	5.0	99.0
10.00	1	1.0	1.0	100.0
Total	100	100.0	100.0	

**y2.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
4.00	1	1.0	1.0	1.0
5.00	6	6.0	6.0	7.0
6.00	32	32.0	32.0	39.0
7.00	26	26.0	26.0	65.0
8.00	30	30.0	30.0	95.0
9.00	3	3.0	3.0	98.0
10.00	2	2.0	2.0	100.0
Total	100	100.0	100.0	

**y2.5**

	Frequency	Percent	Valid Percent	Cumulative Percent
4.00	1	1.0	1.0	1.0
5.00	5	5.0	5.0	6.0
6.00	24	24.0	24.0	30.0
7.00	44	44.0	44.0	74.0
8.00	21	21.0	21.0	95.0
9.00	3	3.0	3.0	98.0
10.00	2	2.0	2.0	100.0
Total	100	100.0	100.0	



## HASIL UJI VALIDITAS

**Correlations**

		x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	Religious Belief
x1.1	Pearson Correlation	1	.653**	.662**	.559**	.634**	.564**	.788**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
x1.2	Pearson Correlation	.653**	1	.788**	.761**	.690**	.674**	.885**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
x1.3	Pearson Correlation	.662**	.788**	1	.765**	.712**	.680**	.893**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
x1.4	Pearson Correlation	.559**	.761**	.765**	1	.709**	.773**	.883**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
x1.5	Pearson Correlation	.634**	.690**	.712**	.709**	1	.713**	.863**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
x1.6	Pearson Correlation	.564**	.674**	.680**	.773**	.713**	1	.853**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
Religious Belief	Pearson Correlation	.788**	.885**	.893**	.883**	.863**	.853**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

## Correlations

		x2.1	x2.2	x2.3	Consumer Animosity
x2.1	Pearson Correlation	1	.874**	.858**	.950**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
x2.2	Pearson Correlation	.874**	1	.891**	.964**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
x2.3	Pearson Correlation	.858**	.891**	1	.957**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Consumer Animosity	Pearson Correlation	.950**	.964**	.957**	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	Product Judgment
y1.1	Pearson Correlation	1	.863**	.829**	.945**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
y1.2	Pearson Correlation	.863**	1	.859**	.959**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
y1.3	Pearson Correlation	.829**	.859**	1	.943**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Product Judgment	Pearson Correlation	.945**	.959**	.943**	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	y2.4	y2.5	Purchase Intention
y2.1	Pearson Correlation	1	.707**	.740**	.667**	.645**	.856**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
y2.2	Pearson Correlation	.707**	1	.675**	.746**	.746**	.885**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
y2.3	Pearson Correlation	.740**	.675**	1	.739**	.695**	.880**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
y2.4	Pearson Correlation	.667**	.746**	.739**	1	.736**	.890**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
y2.5	Pearson Correlation	.645**	.746**	.695**	.736**	1	.870**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Purchase Intention	Pearson Correlation	.856**	.885**	.880**	.890**	.870**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	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
.930	6

**X2****Reliability Statistics**

Cronbach's Alpha	N of Items
.954	3

**Y1****Reliability Statistics**

Cronbach's Alpha	N of Items
.944	3

**Y2****Reliability Statistics**

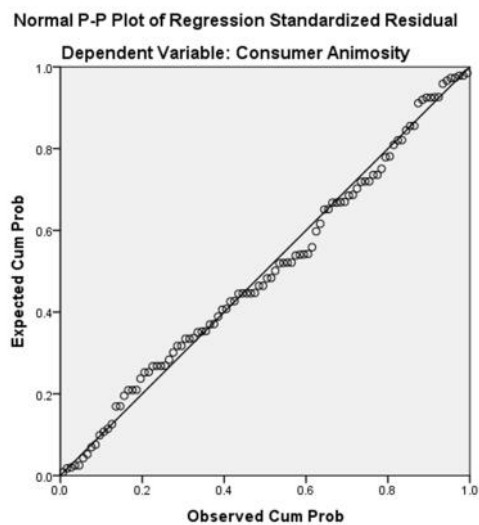
Cronbach's Alpha	N of Items
.924	5

## HASIL UJI ASUMSI KLASIK

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

#### Model 1

#### Chart



#### NPar Tests

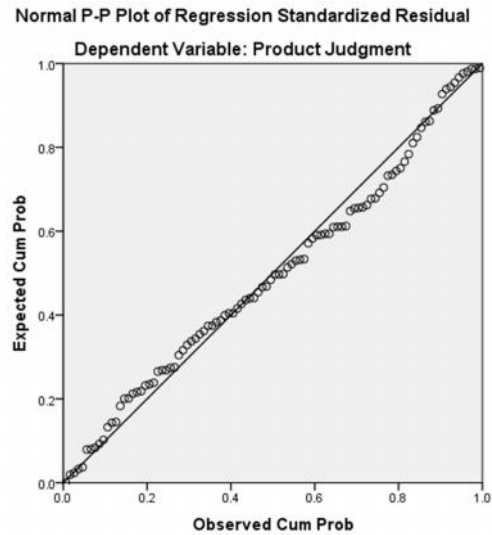
##### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	4.14550847
	Absolute	.067
Most Extreme Differences	Positive	.067
	Negative	-.051
Kolmogorov-Smirnov Z		.674
Asymp. Sig. (2-tailed)		.753

a. Test distribution is Normal.

b. Calculated from data.

## Model 2 Charts



## NPar Tests

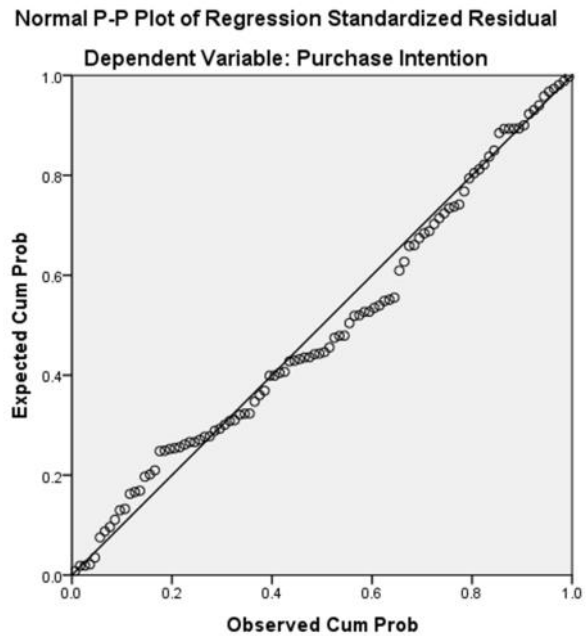
### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.97705549
	Absolute	.070
Most Extreme Differences	Positive	.070
	Negative	-.058
Kolmogorov-Smirnov Z		.698
Asymp. Sig. (2-tailed)		.714

a. Test distribution is Normal.

b. Calculated from data.

### Model 3



### NPar Tests

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	3.05629107
	Absolute	.094
Most Extreme Differences	Positive	.094
	Negative	-.075
Kolmogorov-Smirnov Z		.939
Asymp. Sig. (2-tailed)		.341

a. Test distribution is Normal.

b. Calculated from data.

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

Model 2

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

Model		Collinearity Statistics	
		Tolerance	VIF
1	Religious Belief	.925	1.082
	Consumer Animosity	.925	1.082

a. Dependent Variable: Product Judgment

Model 3

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

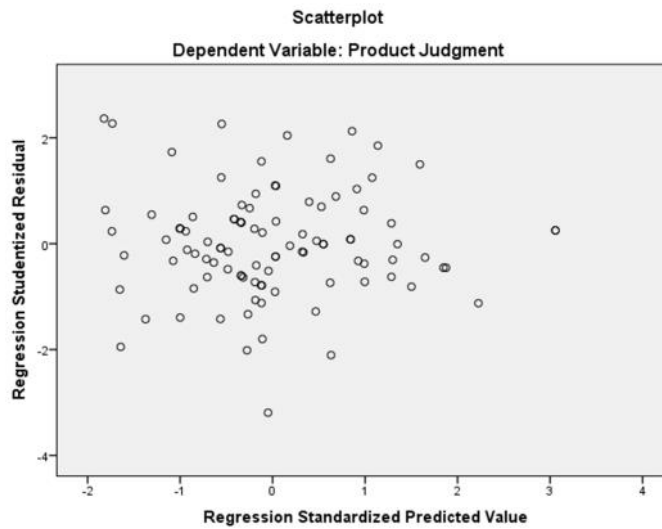
Model		Collinearity Statistics	
		Tolerance	VIF
1	Religious Belief	.624	1.602
	Consumer Animosity	.865	1.157
	Product Judgment	.587	1.704

a. Dependent Variable: Purchase Intention



### 3. Uji Heterokedastisitas

#### Model 2



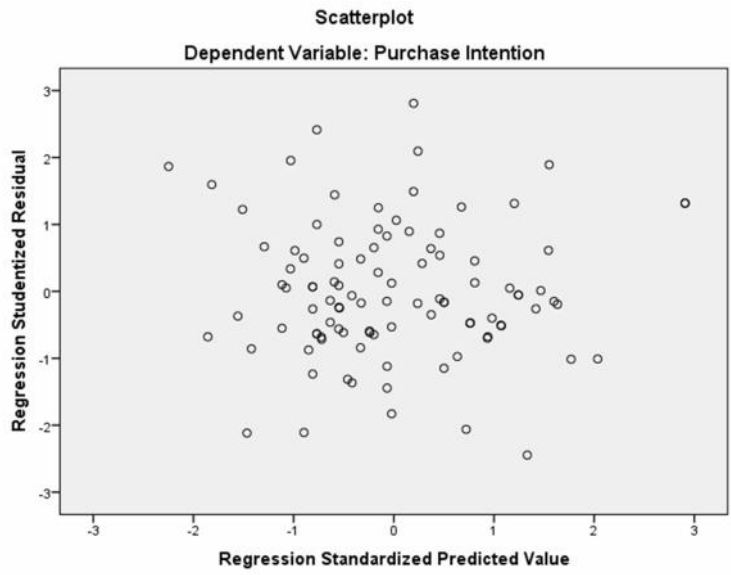
#### Uji Gletzert

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	3.876	1.592	2.435	.017
	Religious Belief	-.032	.035	-.097	.360
	Consumer Animosity	-.011	.048	-.024	.819

a. Dependent Variable: Residual2

Model 3



Uji Gletzert

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	3.415	1.551	2.202	.030	
	Religious Belief	-.080	.041	-.242	.057	
	Consumer Animosity	.063	.048	.141	1.316	.191
	Product Judgment	.052	.064	.106	.813	.418

a. Dependent Variable: Residual3

## HASIL UJI REGRESI LINEAR BERGANDA

### Output Regresi I

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

Model	Variables Entered	Variables Removed	Method
1	Religious Belief <sup>b</sup>	.	Enter

a. Dependent Variable: Consumer Animosity

b. All requested variables entered.

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.275 <sup>a</sup>	.075	.066	4.16661

a. Predictors: (Constant), Religious Belief

b. Dependent Variable: Consumer Animosity

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	138.901	1	138.901	8.001	.006 <sup>b</sup>
	Residual	1701.339	98	17.361		
	Total	1840.240	99			

a. Dependent Variable: Consumer Animosity

b. Predictors: (Constant), Religious Belief

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.893	3.162		3.761	.000
	Religious Belief	.202	.071	.275	2.829	.006

a. Dependent Variable: Consumer Animosity

## Output Regresi II

### Regression

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

Model	Variables Entered	Variables Removed	Method
1	Consumer Animosity, Religious Belief <sup>b</sup>	.	Enter

a. Dependent Variable: Product Judgment

b. All requested variables entered.

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.643 <sup>a</sup>	.413	.401	3.00759

a. Predictors: (Constant), Consumer Animosity, Religious Belief

b. Dependent Variable: Product Judgment

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	617.327	2	308.663	34.123	.000 <sup>b</sup>
	Residual	877.423	97	9.046		
	Total	1494.750	99			

a. Dependent Variable: Product Judgment

b. Predictors: (Constant), Consumer Animosity, Religious Belief

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
	(Constant)	1.653	2.442		.677	.500
1	Religious Belief	.366	.054	.553	6.830	.000
	Consumer Animosity	.189	.073	.210	2.592	.011

a. Dependent Variable: Product Judgment

## Regression

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

Model	Variables Entered	Variables Removed	Method
1	Product Judgment, Consumer Animosity, Religious Belief <sup>b</sup>		Enter

a. Dependent Variable: Purchase Intention

b. All requested variables entered.

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.761 <sup>a</sup>	.580	.567	3.10368

a. Predictors: (Constant), Product Judgment, Consumer Animosity, Religious Belief

b. Dependent Variable: Purchase Intention

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1276.249	3	425.416	44.163	.000 <sup>b</sup>
	Residual	924.751	96	9.633		
	Total	2201.000	99			

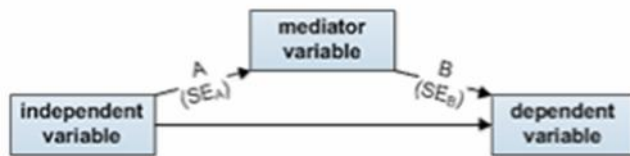
a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Product Judgment, Consumer Animosity, Religious Belief

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.458	2.526		2.953	.004
	Religious Belief	.313	.067	.389	4.652	.000
	Consumer Animosity	.159	.078	.145	2.039	.044
	Product Judgment	.471	.105	.388	4.497	.000

a. Dependent Variable: Purchase Intention



A:  ?

B:  ?

SE<sub>A</sub>:  ?

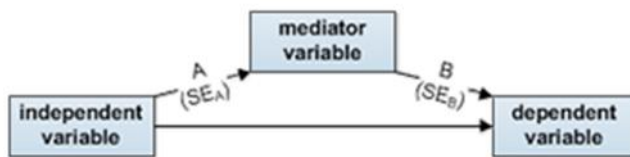
SE<sub>B</sub>:  ?

**Calculate!**

**Sobel test statistic: 3.47587487**

**One-tailed probability: 0.00025459**

**Two-tailed probability: 0.00050919**



A:  ?

B:  ?

SE<sub>A</sub>:  ?

SE<sub>B</sub>:  ?

**Calculate!**

**Sobel test statistic: 2.26995364**

**One-tailed probability: 0.01160520**

**Two-tailed probability: 0.02321040**