

LAMPIRAN

Lampiran 1. Kuisisioner Penelitian

Kuisisioner

Identitas Konsumen

Nama :

Jenis Kelamin : a) Laki-laki
b) Perempuan

Usia : a) 17-20 tahun
b) 21-30 tahun
c) 31-40 tahun
d) > 40 tahun

Pendidikan terakhir : a) SMP
b) SMA
c) S1
d) S2
e) S3

Pekerjaan : a) Pelajar/Mahasiswa
b) PNS
c) Karyawan Swasta
d) Wiraswasta
e) Lainnya (.....)

Petunjuk Pengisian

Berilah penilaian anda dengan tanda (X) pada jawaban yang paling tepat

Sangat tidak setuju	1	2	3	4	5	Sangat setuju
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Contoh :

No	Indikator	Skor				
		1	2	3	4	5
1	Menurut saya White Coffee mampu memberikan tingkat kenyamanan berbelanja yang tinggi.			X		

1 = Sangat tidak setuju

2 = Tidak setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

Brand Image

No	Indikator	Skor				
		1	2	3	4	5
1	Merk produk <i>White Coffee</i> mudah diingat					
2	Merk produk <i>White Coffee</i> sangat terkenal					
4	Merk produk <i>White Coffee</i> sangat unik					

Label Halal

No	Indikator	Skor				
		1	2	3	4	5
1	Saya mengetahui bahwa ada Label Halal pada produk <i>White Coffee</i>					
2	Saya percaya produk <i>White Coffee</i> merupakan produk yang halal					
4	Saya berpendapat bahwa bahan baku dan proses produk <i>White Coffee</i> halal					

Kepuasan Konsumen

No	Indikator	Skor				
		1	2	3	4	5
1	Saya merasa senang setelah mengkonsumsi <i>White Coffee</i> .					
2	Saya cenderung ingin melakukan pembelian setelah mengkonsumsi <i>White Coffee</i> .					
3	Saya dengan sukarela mengajak orang lain untuk membeli <i>White Coffee</i>					
4	Saya tidak pernah komplain pada produsen <i>White Coffee</i>					

Keputusan pembelian

No	Indikator	Skor				
		1	2	3	4	5
1	Saya semakin yakin terhadap produk <i>White Coffee</i>					
2	Saya semakin cocok terhadap produk <i>White Coffee</i>					
3	Setiap mau minum kopi saya pilih produk <i>White Coffee</i>					

Lampiran 2. Tabulasi data penelitian

No	Brand Image				Label Halal				Kepuasan Konsumen				Keputusan Pembelian				
	1	2	3		1	2	3		1	2	3	4		1	2	3	
1	4	4	4	12	4	5	4	13	5	4	4	4	17	4	4	4	12
2	4	4	4	12	4	4	5	13	3	4	4	4	15	3	4	4	11
3	4	3	4	11	4	3	4	11	4	4	4	4	16	4	4	4	12
4	4	4	3	11	4	5	4	13	3	4	4	3	14	3	4	4	11
5	4	4	4	12	4	4	5	13	3	4	4	4	15	3	4	4	11
6	4	4	4	12	4	4	4	12	4	3	3	4	14	4	4	4	12
7	4	4	4	12	4	5	4	13	4	4	4	4	16	5	4	5	14
8	4	4	3	11	4	4	4	12	4	4	3	3	14	4	4	3	11
9	4	4	4	12	3	3	4	10	4	3	4	4	15	4	3	4	11
10	4	4	5	13	4	4	4	12	5	5	5	4	19	4	4	5	13
11	4	4	4	12	4	4	4	12	4	4	4	4	16	4	4	4	12
12	4	4	4	12	4	4	4	12	4	4	4	4	16	3	4	4	11
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47	4	4	4	12	4	3	4	11	4	5	5	4	18	4	4	3	11
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Lampiran 3. Hasil Olah Data dengan SPSS

Correlations

Correlations

		x1.1	x1.2	x1.3	tot.x1
x1.1	Pearson Correlation	1	.721**	.473**	.880**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
x1.2	Pearson Correlation	.721**	1	.422**	.859**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
x1.3	Pearson Correlation	.473**	.422**	1	.757**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
tot.x1	Pearson Correlation	.880**	.859**	.757**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Correlations

Correlations

		x2.1	x2.2	x2.3	tot.x2
x2.1	Pearson Correlation	1	.229*	.421**	.703**
	Sig. (2-tailed)		.022	.000	.000
	N	100	100	100	100
x2.2	Pearson Correlation	.229*	1	.444**	.754**
	Sig. (2-tailed)	.022		.000	.000
	N	100	100	100	100
x2.3	Pearson Correlation	.421**	.444**	1	.820**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
tot.x2	Pearson Correlation	.703**	.754**	.820**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

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

Correlations

Notes

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	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
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Correlations

		y1.1	y1.2	y1.3	y1.4	tot.y1
y1.1	Pearson Correlation	1	.625**	.663**	.590**	.840**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
y1.2	Pearson Correlation	.625**	1	.691**	.687**	.871**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
y1.3	Pearson Correlation	.663**	.691**	1	.713**	.893**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
y1.4	Pearson Correlation	.590**	.687**	.713**	1	.850**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
tot.y1	Pearson Correlation	.840**	.871**	.893**	.850**	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

		y2.1	y2.2	y2.3	tot.y2
y2.1	Pearson Correlation	1	.681**	.618**	.871**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
y2.2	Pearson Correlation	.681**	1	.679**	.887**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
y2.3	Pearson Correlation	.618**	.679**	1	.879**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
tot.y2	Pearson Correlation	.871**	.887**	.879**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

** . Correlation is significant at the 0.01 level (2-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
.778	3

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	7.2800	1.436	.709	.593
x1.2	7.1900	1.489	.666	.642
x1.3	7.2300	1.755	.482	.838

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
.632	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x2.1	7.8500	1.260	.379	.614
x2.2	7.9000	1.101	.404	.591
x2.3	7.7300	1.007	.552	.371

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
.883	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y1.1	10.7000	3.384	.703	.868
y1.2	10.7300	3.310	.759	.846
y1.3	10.6300	3.145	.790	.833
y1.4	10.6900	3.731	.755	.853

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
.851	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y2.1	7.0800	1.650	.706	.805
y2.2	7.0000	1.697	.756	.763
y2.3	7.0400	1.554	.706	.809

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Label Halal, Brand Image ^b	.	Enter

a. Dependent Variable: Kepuasan Konsumen
 b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.712 ^a	.507	.497	1.70880

- a. Predictors: (Constant), Label Halal, Brand Image
 b. Dependent Variable: Kepuasan Konsumen

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	291.509	2	145.755	49.916	.000 ^b
	Residual	283.241	97	2.920		
	Total	574.750	99			

- a. Dependent Variable: Kepuasan Konsumen
 b. Predictors: (Constant), Label Halal, Brand Image

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.227	1.506		-.151	.880
	Brand Image	.629	.104	.464	6.049	.000
	Label Halal	.652	.127	.395	5.150	.000

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand Image	.863	1.159
	Label Halal	.863	1.159

- a. Dependent Variable: Kepuasan Konsumen

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Brand Image	Label Halal
1	1	2.977	1.000	.00	.00	.00
	2	.015	14.113	.14	1.00	.15
	3	.008	19.826	.86	.00	.85

- a. Dependent Variable: Kepuasan Konsumen

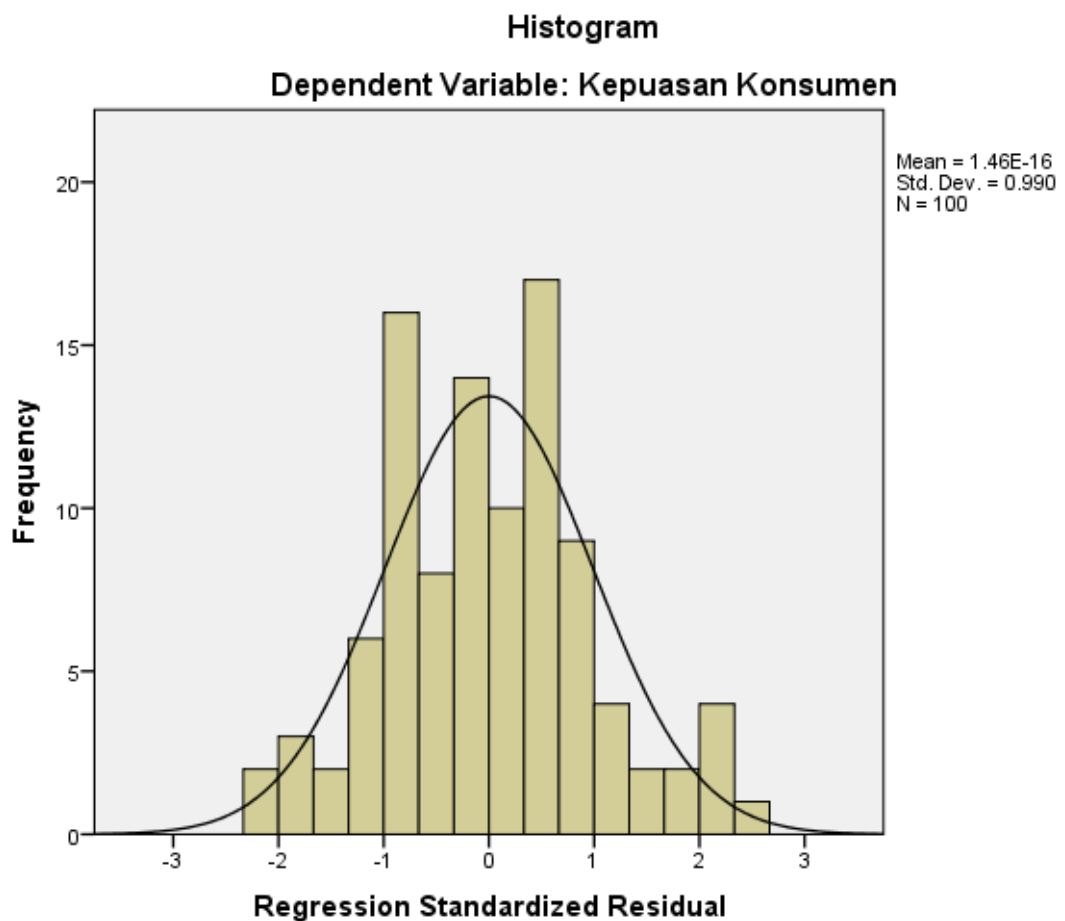
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	8.7837	17.0756	14.2500	1.71597	100
Std. Predicted Value	-3.186	1.647	.000	1.000	100
Standard Error of Predicted Value	.174	.603	.280	.097	100

Adjusted Predicted Value	8.3263	17.1191	14.2436	1.72563	100
Residual	-3.79469	4.09300	.00000	1.69145	100
Std. Residual	-2.221	2.395	.000	.990	100
Stud. Residual	-2.242	2.509	.002	1.008	100
Deleted Residual	-3.86730	4.49125	.00639	1.75348	100
Stud. Deleted Residual	-2.290	2.581	.003	1.018	100
Mahal. Distance	.032	11.335	1.980	2.281	100
Cook's Distance	.000	.204	.012	.030	100
Centered Leverage Value	.000	.114	.020	.023	100

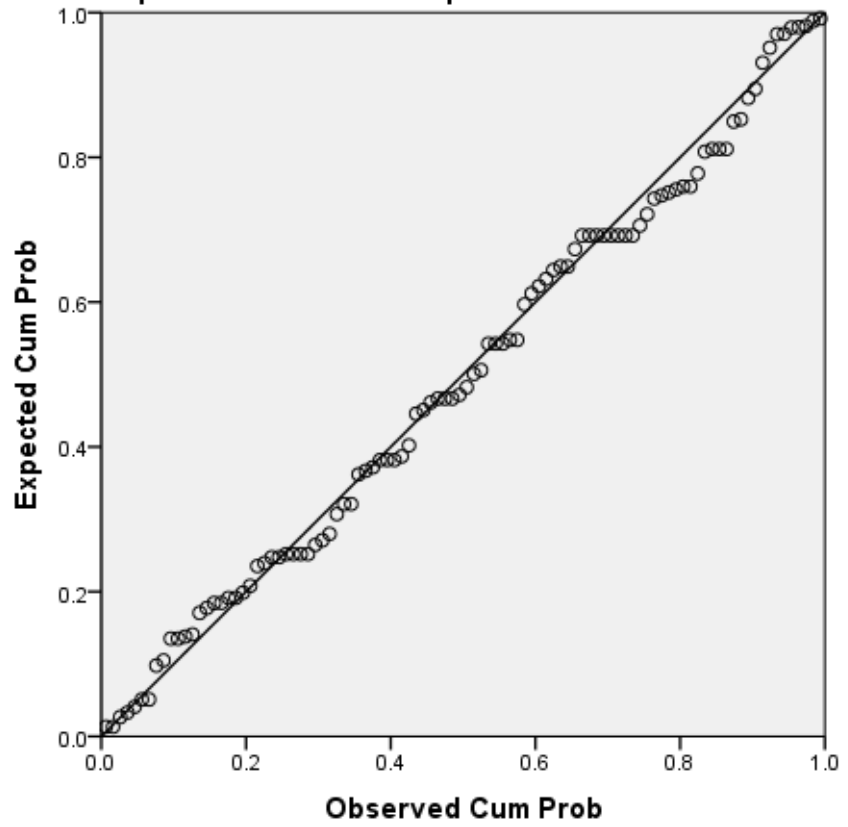
a. Dependent Variable: Kepuasan Konsumen

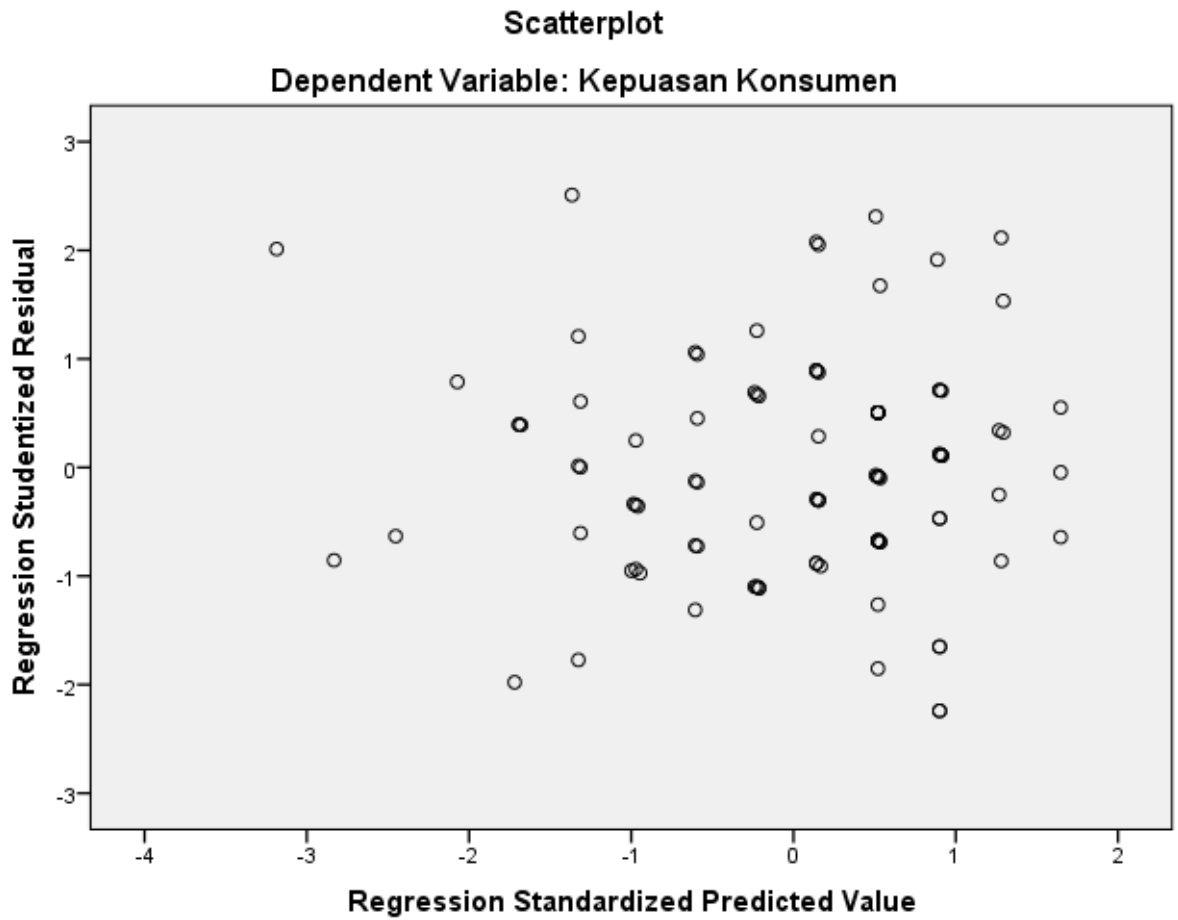
Charts



Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Kepuasan Konsumen





Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kepuasan Konsumen, Label Halal, Brand Image ^b	.	Enter

- a. Dependent Variable: Keputusan Pembelian
b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
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1	.777 ^a	.603	.591	1.18303
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a. Predictors: (Constant), Kepuasan Konsumen, Label Halal, Brand Image

b. Dependent Variable: Keputusan Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	204.283	3	68.094	48.654	.000 ^b
	Residual	134.357	96	1.400		
	Total	338.640	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kepuasan Konsumen, Label Halal, Brand Image

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.005	1.043		.005	.996
	Brand Image	.191	.085	.183	2.258	.026
	Label Halal	.223	.099	.176	2.256	.026
	Kepuasan Konsumen	.412	.070	.536	5.855	.000

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand Image	.627	1.596
	Label Halal	.678	1.475
	Kepuasan Konsumen	.493	2.029

a. Dependent Variable: Keputusan Pembelian

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Brand Image	Label Halal
1	1	3.966	1.000	.00	.00	.00
	2	.016	15.641	.27	.32	.10
	3	.012	18.536	.14	.51	.09
	4	.006	25.371	.59	.16	.81

Collinearity Diagnostics^a

Model	Dimension	Variance Proportions	
		Kepuasan Konsumen	
1	1		.00
	2		.15
	3		.47

a. Dependent Variable: Keputusan Pembelian

Residuals Statistics^a

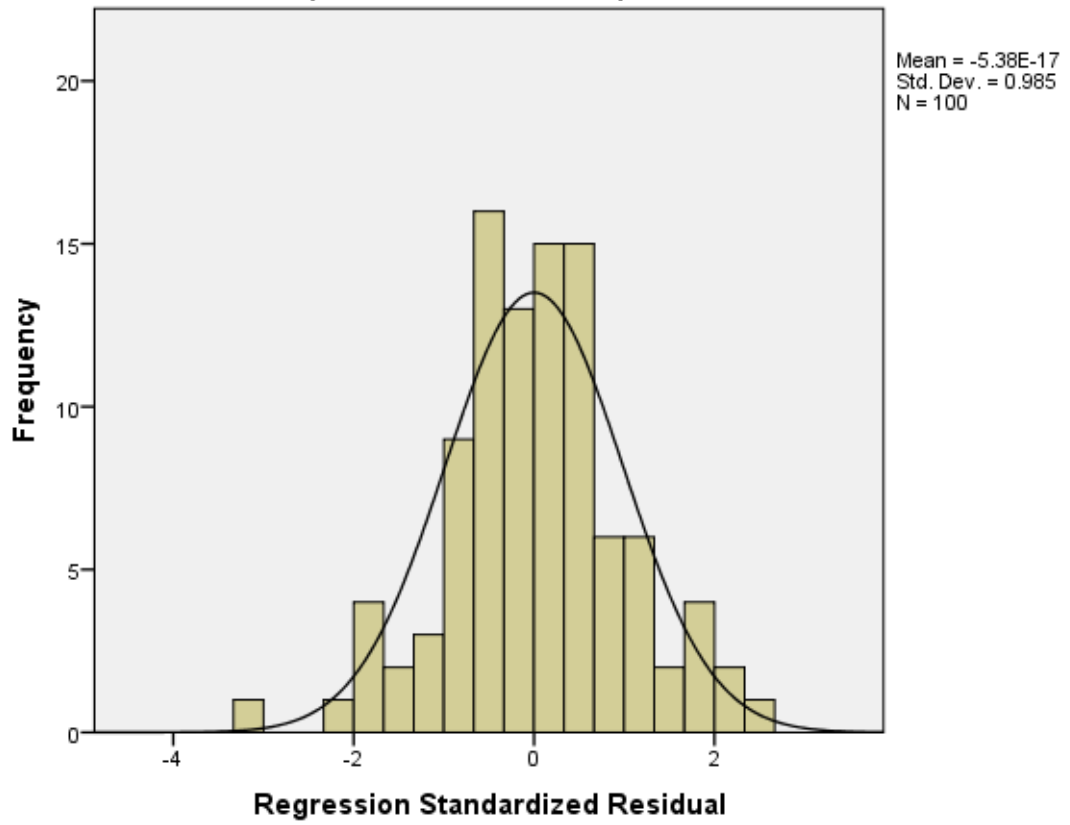
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	6.4185	13.6503	10.5600	1.43648	100
Std. Predicted Value	-2.883	2.151	.000	1.000	100
Standard Error of Predicted Value	.125	.475	.225	.075	100
Adjusted Predicted Value	6.2420	13.7059	10.5565	1.44444	100
Residual	-3.55776	2.80990	.00000	1.16496	100
Std. Residual	-3.007	2.375	.000	.985	100
Stud. Residual	-3.033	2.441	.001	1.003	100
Deleted Residual	-3.61879	2.96789	.00353	1.20971	100
Stud. Deleted Residual	-3.173	2.507	.001	1.016	100
Mahal. Distance	.115	14.950	2.970	2.820	100
Cook's Distance	.000	.084	.010	.015	100
Centered Leverage Value	.001	.151	.030	.028	100

a. Dependent Variable: Keputusan Pembelian

Charts

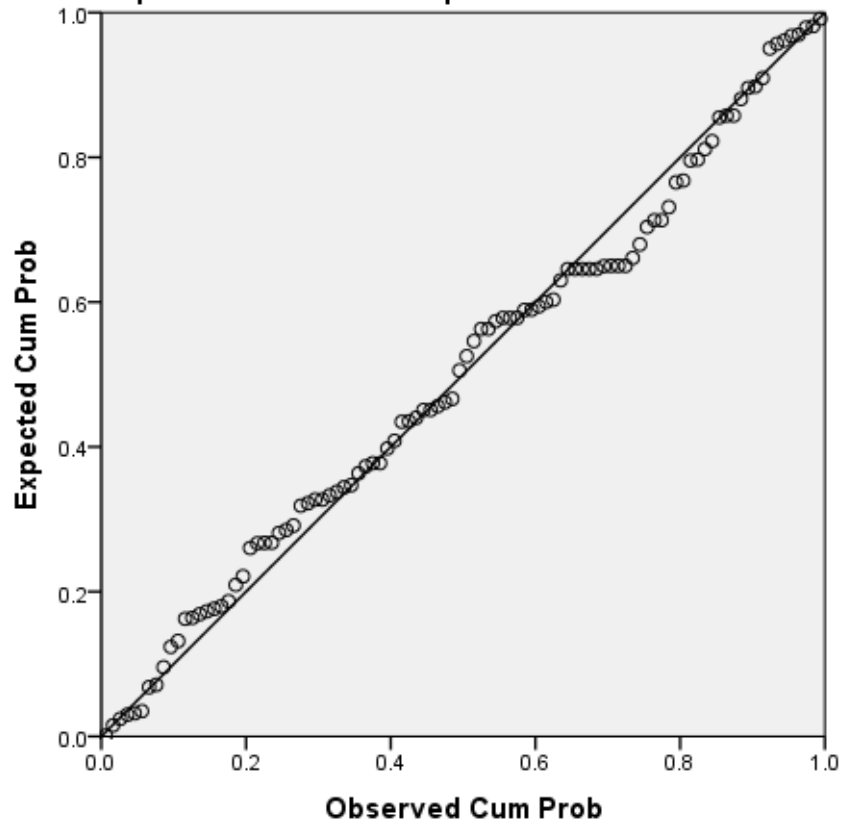
Histogram

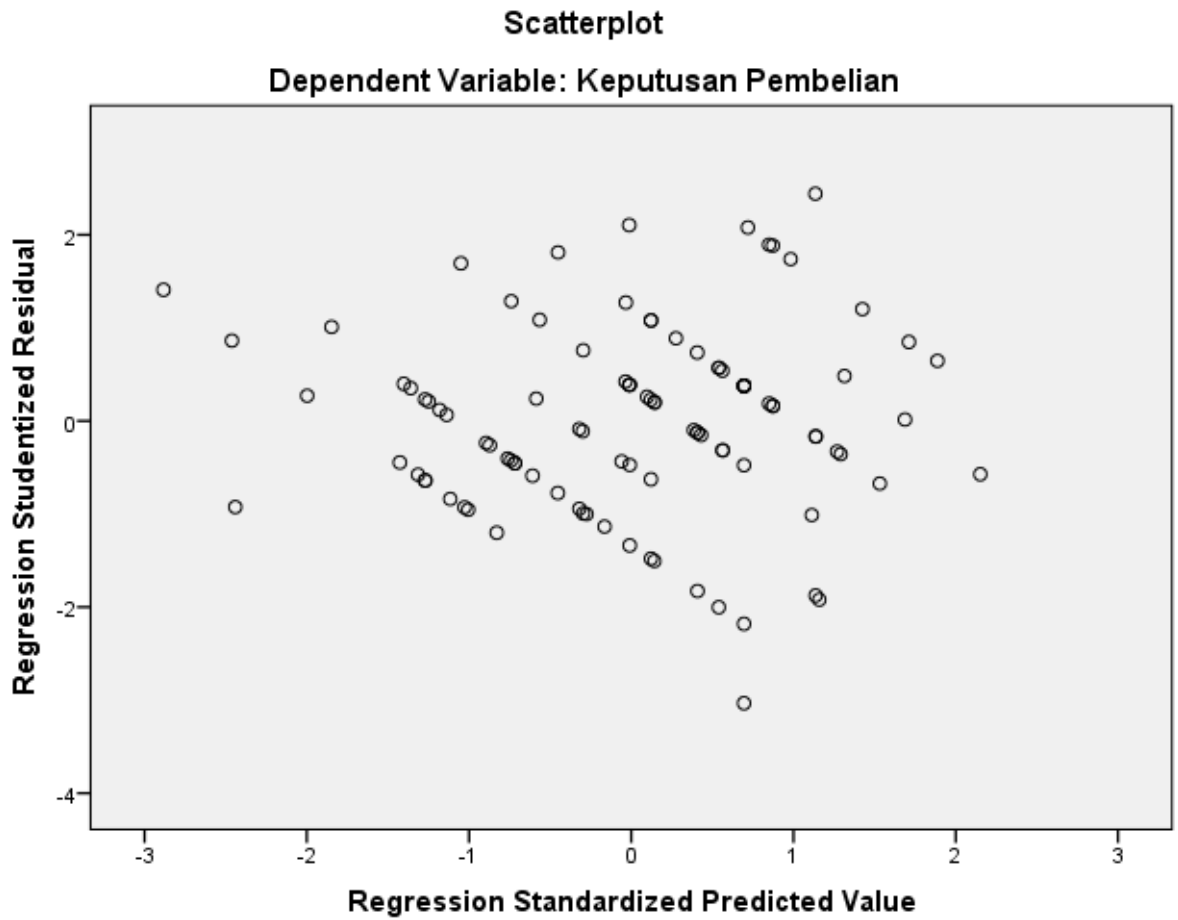
Dependent Variable: Keputusan Pembelian



Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Keputusan Pembelian





NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual 1	Unstandardized Residual 2
N		100	100
Normal Parameters ^{a,b}	Mean	.0000000	.0000000
	Std. Deviation	1.69145420	1.16496493
Most Extreme Differences	Absolute	.058	.078
	Positive	.058	.078
	Negative	-.043	-.057
Kolmogorov-Smirnov Z		.581	.777
Asymp. Sig. (2-tailed)		.889	.583

a. Test distribution is Normal.

b. Calculated from data.

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Label Halal, Brand Image ^b	.	Enter

- a. Dependent Variable: AbsRes1
 b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.176 ^a	.031	.011	1.02119

- a. Predictors: (Constant), Label Halal, Brand Image

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.238	2	1.619	1.552	.217 ^b
	Residual	101.154	97	1.043		
	Total	104.391	99			

- a. Dependent Variable: AbsRes1
 b. Predictors: (Constant), Label Halal, Brand Image

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.274	.900		2.526	.013
	Brand Image	.056	.062	.097	.902	.369
	Label Halal	-.132	.076	-.187	-1.740	.085

- a. Dependent Variable: AbsRes1

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
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1	Kepuasan Konsumen, Label Halal, Brand Image ^b	.	Enter
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- a. Dependent Variable: AbsRes2
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.102 ^a	.010	-.021	.74599

- a. Predictors: (Constant), Kepuasan Konsumen, Label Halal, Brand Image

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.558	3	.186	.334	.800 ^b
	Residual	53.424	96	.557		
	Total	53.983	99			

- a. Dependent Variable: AbsRes2
b. Predictors: (Constant), Kepuasan Konsumen, Label Halal, Brand Image

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.313	.658		.475	.636
	Brand Image	.013	.053	.031	.244	.808
	Label Halal	.017	.062	.033	.265	.792
	Kepuasan Konsumen	.017	.044	.057	.394	.694

- a. Dependent Variable: AbsRes2