

LAMPIRAN 1 KUESIONER

KUESIONER PENELITIAN

ANALISIS *RELIGIOUS BELIEF* DAN *KNOWLEDGE BRAND HALAL* TERHADAP *BRAND AWARENESS HALAL* DAN *PURCHASE DECISION* PADA UMKM MAKANAN HALAL DI SEMARANG

I. PENGANTAR

Dalam rangka menyelesaikan Tugas Akhir di Jurusan Manajemen Fakultas Ekonomi Universitas Islam Sultan Agung Semarang, saya bermaksud untuk melakukan penelitian terhadap Bapak/Ibu/Saudara/i. Tujuan penelitian ini adalah untuk menganalisis *religious belief* dan *knowledge brand halal* terhadap *brand awareness* dan *purchase decision* pada UMKM makanan halal di Semarang.

Berkaitan dengan hal tersebut, saya mohon bantuan Bapak/Ibu/Saudara/I untuk menjawab pertanyaan/ Pernyataan dalam kuesioner penelitian ini dengan sebaik-baiknya. Atas perhatian dan bantuannya, saya ucapkan terima kasih.

Semarang, September 2019

Hormat Saya,

Lutfinur Ummidah

II. IDENTITAS RESPONDEN

1. Nama responden :
2. Jenis Kelamin :
3. Usia :
4. Universitas :
5. Produk merk halal apa yang sering anda konsumsi :
6. Seberapa sering anda mengkonsumsi produk halal dalam satu bulan :

Isilah daftar pertanyaan di bawah ini yang sesuai dengan pengamatan keadaan yang sebenarnya.

Berikan tanda (X) pada kolom jawaban yang anda pilih dengan ketentuan :

SS = Sangat Setuju N = Netral STS = Sangat Tidak Setuju
 S = Setuju TS = Tidak Setuj

III. PETUNJUK PENGISIAN

1. Sebelum mengisi pertanyaan / pernyataan berikut, kami memohon kesediaan Bapak/Ibu/Saudara/I untuk membaca petunjuk terlebih dahulu petunjuk pengisian.
2. Pilihlah salah satu jawaban pada pernyataan yang menurut anda benar dengan memberikan tanda centang (v) pada kolom yang tersedia.
3. Contoh pengisian :

No.	Pernyataan	Pilihan Jawaban				
		STS	TS	N	S	SS
1.	Saya tidak mengkonsumsi makanan yang berbahan haram.					

Keterangan :

- STS = Sangat Tidak Setuju
- TS = Tidak Setuju
- N = Netral
- S = Setuju
- SS = Sangat Setuju
-

I. PURCHASE DECISION PRODUK HALAL

No.	Pernyataan	Pilihan Jawaban				
		STS	TS	N	S	SS
1.	Saya selalu tertarik membeli produk (makanan dan minuman) yang halal..					
2.	Saya mempercayai bahwa produk halal selalu baik dalam keadaan apapun.					
3.	Saya tertarik membeli Makanan dan minuman halal dengan jumlah yang lebih banyak.					
4.	Saya selalu berkenan untuk membeli produk halal dalam jangka panjang					

Menurut saudara/I, seperti apa tahapan memilih produk halal ?

II. BRAND AWARENESS HALAL

No.	Pernyataan	Pilihan Jawaban				
		STS	TS	N	S	SS
1.	Saya sadar bahwa produk suatu makanan yang akan saya konsumsi itu halal					
2.	Saya yakin bahan baku kualitas makanan itu bersih (higenis).					
3.	Saya yakin bahan baku halal itu aman bagi kesehatan					

Menurut saudara/I, seperti apa kesadaran konsumen muslim terhadap produk halal?

III. RELIGIOUS BELIEF

No.	Pernyataan	Pilihan Jawaban				
		STS	TS	N	S	SS
1	Saya beriman dan bertaqwa kepada allah dengan cara mengkonsumsi produk halal					
2	Saya menyadari bahwa setiap perbuatan saya selalu di catat malaikat roqib dan atid					
3	Saya sering membaca Al-Qur'an Untuk mengatasi keresahan					
4	Saya sering bersholawat memuja rasullah					
5	Usaha dan doa adalah prinsip saya untuk mencapi cita-cita					

Menurut saudara/I, seperti apa keyakinan konsumen muslim terhadap agamnya yang berkaitan dengan rukun iman ?

IV. KNOWLEDGE BRAND HALAL

No.	Pernyataan	Pilihan Jawaban				
		STS	TS	N	S	SS
1.	Saya mengetahui hukum atau syariah yang berkaitan dengan halal dan haramnya suatu produk.					
2.	Saya mengetahui kandungan kehalalan bahan baku yang akan saya makan					
3.	Menurut saya sertifikasi halal menjadi tanda kehalalan suatu produk					

Menurut saudara/I, seberapa jauh informasi yang anda ketahui tentang produk halal?

LAMPIRAN 2 TABULASI D

x1.1	x1.2	x1.3	x1.4	x1.5	x1	x2.1	x2.2	x2.3	x2
4	4	3	4	4	19	4	4	4	12
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5	5	5	5	5	25	5	5	5	15
5	5	5	5	5	25	5	5	5	15

y1.1	y1.2	y1.3	Y1	y2.1	y2.2	y2.3	y2.4	y2
4	5	4	13	4	5	3	5	17
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LAMPIRAN 3 HASIL ANALISIS DATA

ANALISIS DESKRIPTIF

		x1.1	x1.2	x1.3	x1.4	x1.5	Religious belief
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
Mean		4.0400	4.0500	4.0800	3.9500	4.1100	20.2300
Std. Deviation		.69515	.72995	.74779	.77035	.72328	2.85988

x1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	19	19.0	19.0	20.0
	4.00	55	55.0	55.0	75.0
	5.00	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

x1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	21	21.0	21.0	22.0
	4.00	50	50.0	50.0	72.0
	5.00	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

x1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	21	21.0	21.0	22.0
	4.00	47	47.0	47.0	69.0
	5.00	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

x1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	3.0	3.0	3.0
	3.00	23	23.0	23.0	26.0
	4.00	50	50.0	50.0	76.0
	5.00	24	24.0	24.0	100.0
Total		100	100.0	100.0	

x1.5

		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	50	50.0	50.0	69.0
	5.00	31	31.0	31.0	100.0
Total		100	100.0	100.0	

Statistics

		x2.1	x2.2	x2.3	Knowledge Brand Halal
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.9400	3.8700	3.8400	11.6500
Std. Deviation		.85067	.73382	.76171	2.07133

x2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	4.0	4.0	4.0
	3.00	27	27.0	27.0	31.0
	4.00	40	40.0	40.0	71.0
	5.00	29	29.0	29.0	100.0
Total		100	100.0	100.0	

x2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	28	28.0	28.0	30.0
	4.00	51	51.0	51.0	81.0
	5.00	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

x2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	3.0	3.0	3.0
	3.00	29	29.0	29.0	32.0
	4.00	49	49.0	49.0	81.0
	5.00	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

Statistics

		y1.1	y1.2	y1.3	Brand awareness halal
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4.0100	3.9600	3.9700	11.9400
Std. Deviation		.67412	.70953	.71711	1.69265

y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	19	19.0	19.0	20.0
	4.00	58	58.0	58.0	78.0
	5.00	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	24	24.0	24.0	25.0
	4.00	53	53.0	53.0	78.0
	5.00	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	27	27.0	27.0	27.0
	4.00	49	49.0	49.0	76.0
	5.00	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

Statistics

		y2.1	y2.2	y2.3	y2.4	Purchase Decision produk halal
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3.9300	4.1500	3.8700	4.0400	15.9900
Std. Deviation		.67052	.72995	.67652	.76436	2.32464

y2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	26	26.0	26.0	26.0
	4.00	55	55.0	55.0	81.0
	5.00	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

y2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	20	20.0	20.0	20.0
	4.00	45	45.0	45.0	65.0
	5.00	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

y2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	30	30.0	30.0	30.0
	4.00	53	53.0	53.0	83.0
	5.00	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

y2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	24	24.0	24.0	25.0
	4.00	45	45.0	45.0	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	x1.4	x1.5	Religious belief
x1.1	Pearson Correlation	1	.553**	.518**	.400**	.514**	.757**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
x1.2	Pearson Correlation	.553**	1	.659**	.382**	.659**	.832**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
x1.3	Pearson Correlation	.518**	.659**	1	.516**	.600**	.846**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
x1.4	Pearson Correlation	.400**	.382**	.516**	1	.318**	.679**
	Sig. (2-tailed)	.000	.000	.000		.001	.000
	N	100	100	100	100	100	100
x1.5	Pearson Correlation	.514**	.659**	.600**	.318**	1	.789**
	Sig. (2-tailed)	.000	.000	.000	.001		.000
	N	100	100	100	100	100	100
Religious belief	Pearson Correlation	.757**	.832**	.846**	.679**	.789**	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).

Correlations

		x2.1	x2.2	x2.3	Knowledge Brand Halal
x2.1	Pearson Correlation	1	.554**	.749**	.882**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
x2.2	Pearson Correlation	.554**	1	.703**	.840**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
x2.3	Pearson Correlation	.749**	.703**	1	.924**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Knowledge Brand Halal	Pearson Correlation	.882**	.840**	.924**	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	Brand awareness halal
y1.1	Pearson Correlation	1	.423**	.523**	.797**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
y1.2	Pearson Correlation	.423**	1	.474**	.789**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
y1.3	Pearson Correlation	.523**	.474**	1	.831**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Brand awareness halal	Pearson Correlation	.797**	.789**	.831**	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	Purchase Decision produk halal
y2.1	Pearson Correlation	1	.620**	.514**	.656**	.848**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
y2.2	Pearson Correlation	.620**	1	.388**	.568**	.793**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
y2.3	Pearson Correlation	.514**	.388**	1	.596**	.757**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
y2.4	Pearson Correlation	.656**	.568**	.596**	1	.870**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Purchase Decision produk halal	Pearson Correlation	.848**	.793**	.757**	.870**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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
.839	5

X2

Reliability Statistics

Cronbach's Alpha	N of Items
.856	3

Y1

Reliability Statistics

Cronbach's Alpha	N of Items
.729	3

Y2

Reliability Statistics

Cronbach's Alpha	N of Items
.834	4

HASIL UJI REGRESI LINIER BERGANDA

Output Regresi persamaan 1

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Knowledge Brand Halal, Religious belief ^b		Enter

a. Dependent Variable: Brand awareness halal

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.657 ^a	.431	.419	1.28985

a. Predictors: (Constant), Knowledge Brand Halal, Religious belief

b. Dependent Variable: Brand awareness halal

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	122.261	2	61.130	36.744	.000 ^b
	Residual	161.379	97	1.664		
	Total	283.640	99			

a. Dependent Variable: Brand awareness halal

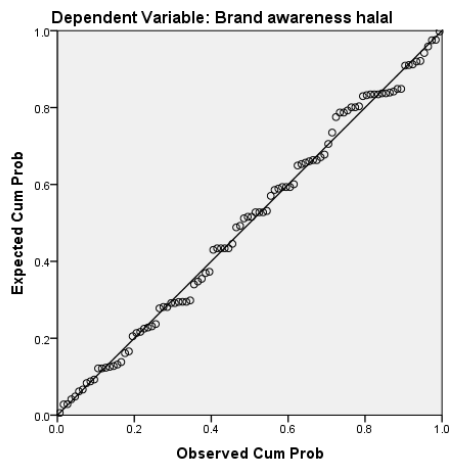
b. Predictors: (Constant), Knowledge Brand Halal, Religious belief

Coefficients^a

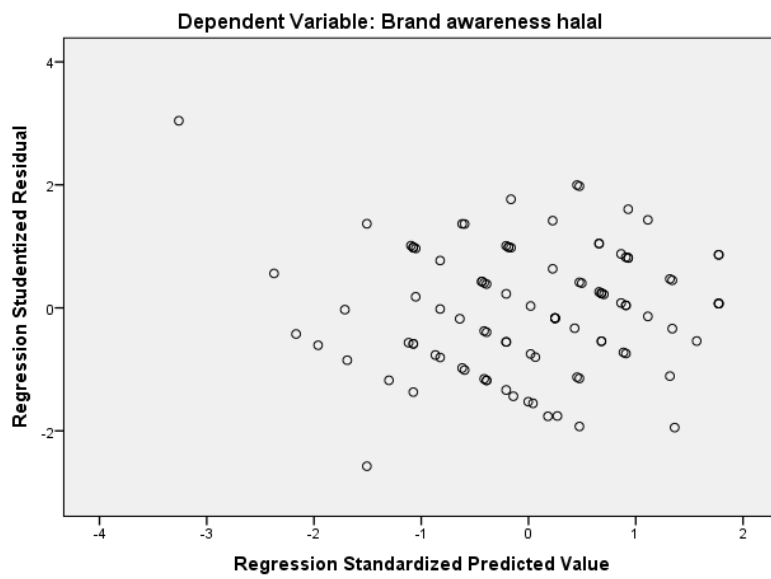
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.166	.932		4.470	.000
	Religious belief	.253	.065	.427	3.902	.000
	Knowledge Brand Halal	.228	.089	.279	2.551	.012

a. Dependent Variable: Brand awareness halal

Normal P-P Plot of Regression Standardized Residual



Scatterplot



NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.27675093
Most Extreme Differences	Absolute	.059
	Positive	.054
	Negative	-.059
Test Statistic		.059
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Religious belief	.489	2.043
	Knowledge Brand Halal	.489	2.043

- a. Dependent Variable: Brand awareness halal

Uji gletser

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.136	.527		4.050	.000
	Religious belief	-.012	.037	-.045	-.318	.751
	Knowledge Brand Halal	-.075	.051	-.207	-1.472	.144

- a. Dependent Variable: Absres1

Output Regresi persamaan 2

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Brand awareness halal, Religious belief ^b		Enter

a. Dependent Variable: Purchase Decision produk halal

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.759 ^a	.576	.567	1.52937

a. Predictors: (Constant), Brand awareness halal, Religious belief

b. Dependent Variable: Purchase Decision produk halal

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	308.110	2	154.055	65.864	.000 ^b
	Residual	226.880	97	2.339		
	Total	534.990	99			

a. Dependent Variable: Purchase Decision produk halal

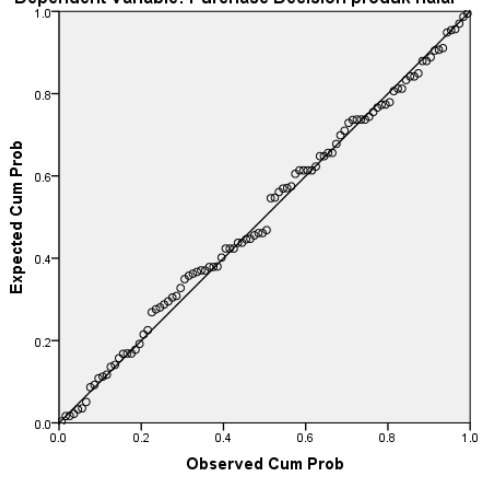
b. Predictors: (Constant), Brand awareness halal, Religious belief

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.173	1.214		1.791	.076
	Religious belief	.351	.069	.432	5.092	.000
	Brand awareness halal	.562	.117	.409	4.823	.000

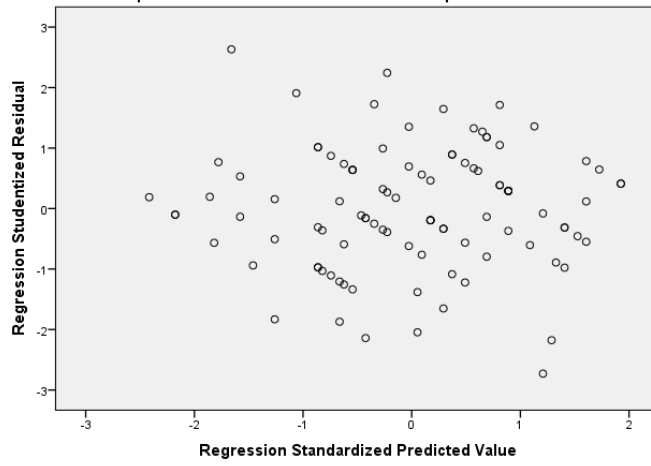
a. Dependent Variable: Purchase Decision produk halal

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Purchase Decision produk halal



Scatterplot

Dependent Variable: Purchase Decision produk halal



NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.51384225
Most Extreme Differences	Absolute	.048
	Positive	.042
	Negative	-.048
Test Statistic		.048
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- Test distribution is Normal.
- Calculated from data.
- Lilliefors Significance Correction.
- This is a lower bound of the true significance.

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Religious belief	.607	1.647
	Brand awareness halal	.607	1.647

- Dependent Variable: Purchase Decision produk halal

Uji gletser

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.196	.736		1.625	.108
	Religious belief	3.453E-5	.042	.000	.001	.999
	Brand awareness halal	7.775E-5	.071	.000	.001	.999

- Dependent Variable: Absres2