

KUESIONER PENELITIAN
“Pengaruh Pengetahuan Produk Halal Dan Religiusitas Terhadap Minat Beli Ulang Melalui Daya Tarik Produk Halal Sebagai Variabel Intervening”

A. Petunjuk pengisian

1. Mohon bapak/ ibu/saudara/ saudara untuk menjawab seluruh pertanyaan yang ada dengan jujur.
2. Berilah tanda (√) pada kolom yang tersedia.
3. Tidak ada jawaban yang benar atau salah, bapak/ ibu/saudara/ saudara cukup menjawab sesuai dengan keadaan yang anda alami dan rasakan.

B. Keterangan Skala jawaban :

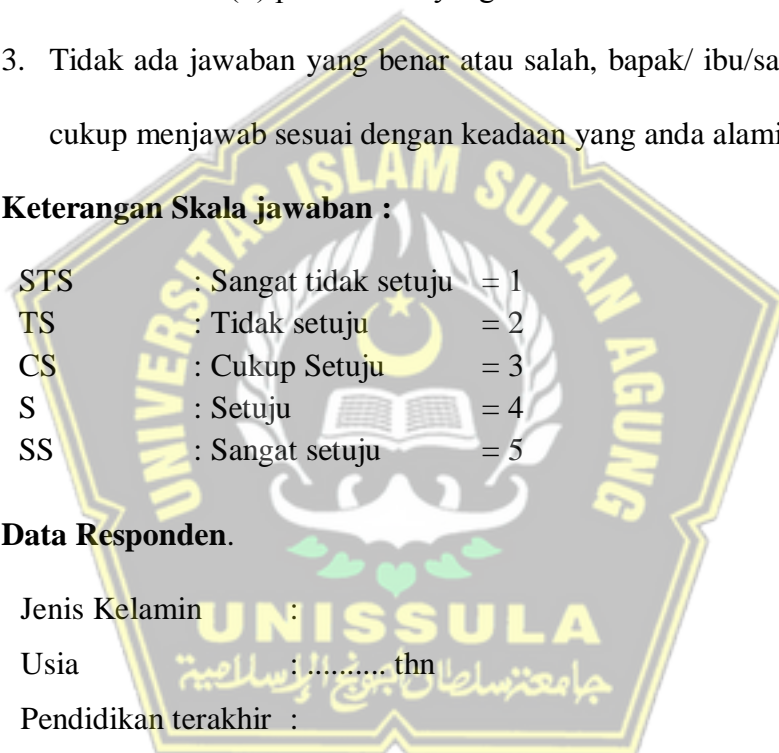
STS	: Sangat tidak setuju	= 1
TS	: Tidak setuju	= 2
CS	: Cukup Setuju	= 3
S	: Setuju	= 4
SS	: Sangat setuju	= 5

C. Data Responden.

Jenis Kelamin :

Usia : thn

Pendidikan terakhir :



D. Pernyataan kuesioner**Pengetahuan Produk Halal(X1)**

NO	PERNYATAAN	STS	TS	CS	S	SS
1	Saya memiliki wawasan mutu produk yang dijual di Kabupaten Demak.					
2	Saya memiliki wawasan keamanan produk yang dijual di Kabupaten Demak.					
3	Saya mengetahui isi dalam kandungan produk yang dijual di Kabupaten Demak.					
4	Saya menggali informasi produk tentang produk yang dijual di Kabupaten Demak sudah halal.					

Religiusitas(X2)

NO	PERNYATAAN	STS	TS	CS	S	SS
1	Saya selalu menjalankan sholat lima waktu dengan tertib.					
2	Saya menjalankan puasa Ramadhan secara penuh					
3	Saya selalu setelah Sholat Berdoa dan berzikir kepada Allah.					
4	Saya membaca kitab Suci Al-Qur'an setiap hari.					
5	Saya sering memakai baju busana muslim dalam kegiatan sehari-hari					

Daya Tarik Produk Halal (Z)

NO	PERNYATAAN	STS	TS	CS	S	SS
1	Produk yang dijual di Kabupaten Demak memiliki nilai prestis bagi pengguna.					
2	Produk yang dijual di Kabupaten Demak merupakan produk eksklusif					
3	Produk yang dijual di Kabupaten Demak memiliki daya Tarik keunikan tersendiri.					

Minat Beli Ulang(Y)

NO	PERNYATAAN	STS	TS	CS	S	SS
1	Saya ingin membeli produk yang dijual di Kabupaten Demak.					
2	Saya bersedia mereferensikan produk yang dijual di Kabupaten Demak.					
3	Saya membeli produk di Kabupaten Demak karena penjualnya ramah-ramah.					
4	Saya mencari segala informasi mengenai produk yang dijual di Kabupaten Demak.					

Terima kasih atas partisipasi bapak/ ibu/ saudara/saudari dalam mengisi kuesioner penelitian ini.



LAMPIRAN
UJI VALIDITAS X1

Correlations

		x1.1	x1.2	x1.3	x1.4	Pengetahuan produk halal
x1.1	Pearson Correlation	1	.386**	.560**	.726**	.855**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	96	96	96	96	96
x1.2	Pearson Correlation	.386**	1	.417**	.348**	.682**
	Sig. (2-tailed)	.000		.000	.001	.000
	N	96	96	96	96	96
x1.3	Pearson Correlation	.560**	.417**	1	.486**	.782**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	96	96	96	96	96
x1.4	Pearson Correlation	.726**	.348**	.486**	1	.819**
	Sig. (2-tailed)	.000	.001	.000		.000
	N	96	96	96	96	96
Pengetahuan produk halal	Pearson Correlation	.855**	.682**	.782**	.819**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	96	96	96	96	96

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

X2

Correlations

		x2.1	x2.2	x2.3	x2.4	x2.5	Religiusitas
x2.1	Pearson Correlation	1	.416**	.480**	.790**	.322**	.674**
	Sig. (2-tailed)		.000	.000	.000	.001	.000
	N	96	96	96	96	96	96
x2.2	Pearson Correlation	.416**	1	.614**	.468**	.290**	.816**
	Sig. (2-tailed)	.000		.000	.000	.004	.000
	N	96	96	96	96	96	96
x2.3	Pearson Correlation	.480**	.614**	1	.538**	.201	.792**
	Sig. (2-tailed)	.000	.000		.000	.050	.000
	N	96	96	96	96	96	96
x2.4	Pearson Correlation	.790**	.468**	.538**	1	.291**	.772**
	Sig. (2-tailed)	.000	.000	.000		.004	.000
	N	96	96	96	96	96	96
x2.5	Pearson Correlation	.322**	.290**	.201	.291**	1	.585**
	Sig. (2-tailed)	.001	.004	.050	.004		.000
	N	96	96	96	96	96	96
Religiusitas	Pearson Correlation	.674**	.816**	.792**	.772**	.585**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96

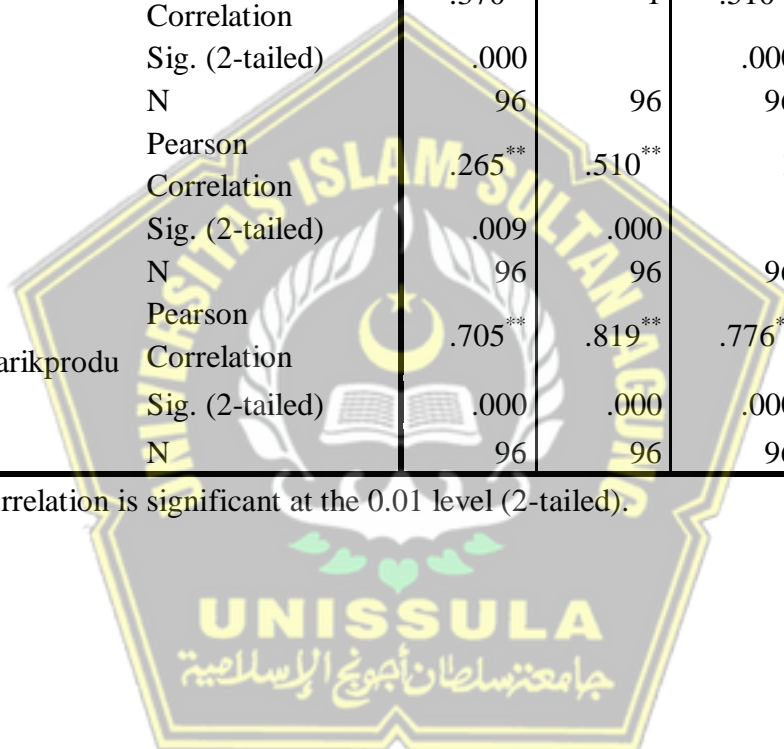
** . Correlation is significant at the 0.01 level (2-tailed).

Z

Correlations

		Z.1	Z.2	Z.3	Dayatarikprodukt
Z.1	Pearson Correlation	1	.370**	.265**	.705**
	Sig. (2-tailed)		.000	.009	.000
	N	96	96	96	96
Z.2	Pearson Correlation	.370**	1	.510**	.819**
	Sig. (2-tailed)	.000		.000	.000
	N	96	96	96	96
Z.3	Pearson Correlation	.265**	.510**	1	.776**
	Sig. (2-tailed)	.009	.000		.000
	N	96	96	96	96
Dayatarikprodukt	Pearson Correlation	.705**	.819**	.776**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	96	96	96	96

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



Y

Correlations

		Y.1	Y.2	Y.3	Y.4	Minatbeliulang
Y.1	Pearson Correlation	1	.425**	.225*	.573**	.756**
	Sig. (2-tailed)		.000	.027	.000	.000
	N	96	96	96	96	96
Y.2	Pearson Correlation	.425**	1	.520**	.288**	.758**
	Sig. (2-tailed)	.000		.000	.004	.000
	N	96	96	96	96	96
Y.3	Pearson Correlation	.225*	.520**	1	.290**	.687**
	Sig. (2-tailed)	.027	.000		.004	.000
	N	96	96	96	96	96
Y.4	Pearson Correlation	.573**	.288**	.290**	1	.739**
	Sig. (2-tailed)	.000	.004	.004		.000
	N	96	96	96	96	96
Minatbeliulang	Pearson Correlation	.756**	.758**	.687**	.739**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	96	96	96	96	96

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

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

UJI RELIABILITAS

	Cronbach's Alpha if Item Deleted
x1.1	.892
x1.2	.894
x1.3	.894
x1.4	.893
x2.1	.893
x2.2	.893
x2.3	.894
x2.4	.891
x2.5	.893
Z.1	.896
Z.2	.894
Z.3	.896
Y.1	.894
Y.2	.889
Y.3	.893
Y.4	.896

X1

Reliability Statistics

Cronbach's Alpha	N of Items
.793	4

X2

Reliability Statistics

Cronbach's Alpha	N of Items
.799	5

Y

Reliability Statistics

Cronbach's Alpha	N of Items
.650	3

Z**Reliability Statistics**

Cronbach's Alpha	N of Items
.716	4



UJI ASUMSI KLASIK

A. UJI NORMALITAS

Tahap 1

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	.92992831
	Absolute	.115
Most Extreme Differences	Positive	.115
	Negative	-.085
Kolmogorov-Smirnov Z		1.128
Asymp. Sig. (2-tailed)		.157

a. Test distribution is Normal.

b. Calculated from data.

Tahap 2

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	.97551119
	Absolute	.133
Most Extreme Differences	Positive	.114
	Negative	-.133
Kolmogorov-Smirnov Z		1.302
Asymp. Sig. (2-tailed)		.067

a. Test distribution is Normal.

b. Calculated from data.

B. UJI HETEROSKEDASTISITAS

Tahap 1

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	2.014	.596		3.378	.001		
	Pengetahuanproduk halal	-.087	.046	-.235	-1.909	.059	.670	1.494
	Religiusitas	-.006	.047	-.016	-.134	.894	.670	1.494

a. Dependent Variable: ABS_res

Tahap 2

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	-.410	.660	-.621	.536			
	Pengetahuanproduk halal	.032	.048	.086	.678	.499	.651	1.535
	Religiusitas	.002	.054	.006	.042	.966	.524	1.907
	Dayatarikproduk	.065	.066	.127	.979	.330	.623	1.606

a. Dependent Variable: ABS_res2

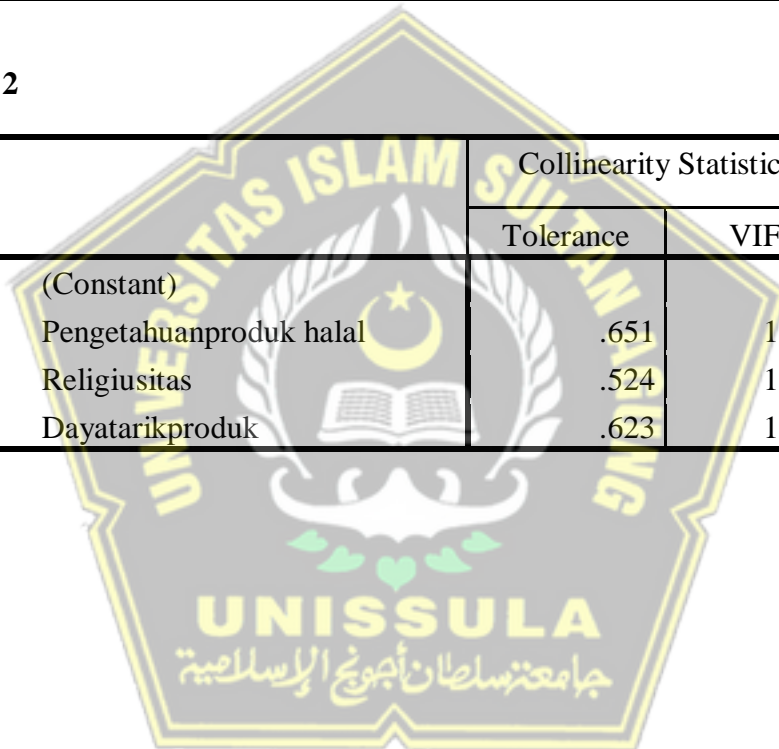
C. UJI MULTIKOLINEARITAS

Tahap 1

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Pengetahuanproduk halal	.670	1.494
	Religiusitas	.670	1.494

Tahap 2

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Pengetahuanproduk halal	.651	1.535
	Religiusitas	.524	1.907
	Dayatarikproduk	.623	1.606



REGRESI LINEAR BERGANDA dan UJI t

Tahap 1

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	3.704	.958		3.866	.000		
1 Pengetahuan produk halal	.119	.074	.161	1.614	.110	.670	1.494
1 Religiusitas	.383	.075	.507	5.073	.000	.670	1.494

a. Dependent Variable: Dayatarikproduk

Tahap 2

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	.821	1.089		.754	.453		
1 Pengetahuan produk halal	.390	.079	.404	4.953	.000	.651	1.535
1 Religiusitas	.313	.090	.317	3.486	.001	.524	1.907
1 Dayatarikproduk	.265	.109	.202	2.419	.018	.623	1.606

a. Dependent Variable: Minatbeliulang

KOEFSISIEN DETERMINASI

Tahap 1

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.614 ^a	.377	.364	.940

a. Predictors: (Constant), Religiusitas, Pengetahuanproduk halal

b. Dependent Variable: Dayatarikproduk

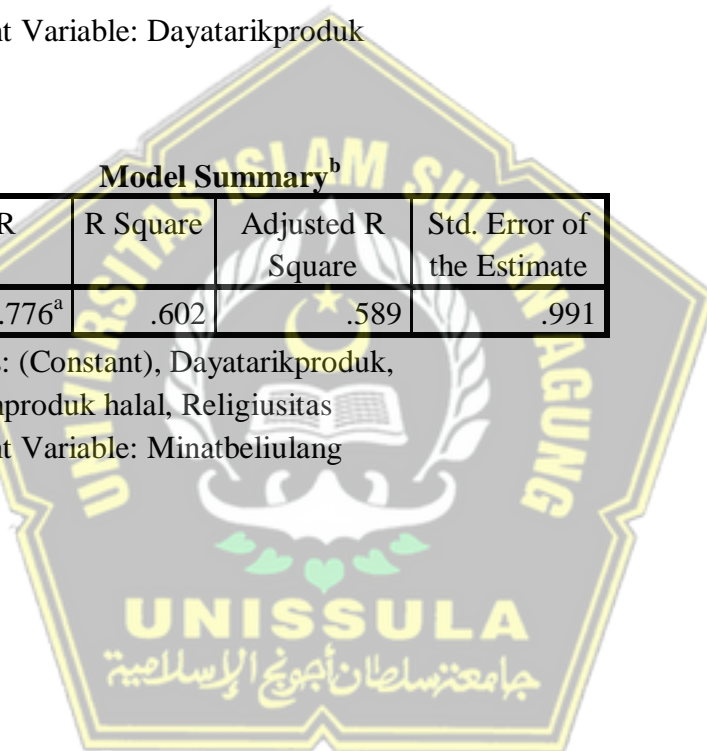
Tahap 2

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.776 ^a	.602	.589	.991

a. Predictors: (Constant), Dayatarikproduk, Pengetahuanproduk halal, Religiusitas

b. Dependent Variable: Minatbeliulang



UJI F

Tahap 1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.806	2	24.903	28.191	.000 ^b
	Residual	82.153	93	.883		
	Total	131.958	95			

a. Dependent Variable: Dayatarikproduk

b. Predictors: (Constant), Religiusitas, Pengetahuanproduk halal

Tahap 2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	136.554	3	45.518	46.322	.000 ^b
	Residual	90.404	92	.983		
	Total	226.958	95			

a. Dependent Variable: Minatbeliulang

b. Predictors: (Constant), Dayatarikproduk, Pengetahuanproduk halal, Religiusitas

UJI SOBEL TEST

1. Pengetahuan Produk Halal – Daya Tarik Produk Halal – Minat Beli Ulang



A: ?

B: ?

SE_A: ?

SE_B: ?

Calculate!

Sobel test statistic: 1.41078990

One-tailed probability: 0.07915329

Two-tailed probability: 0.15830657

2. Religiusitas Ritualistik – Daya Tarik Produk Halal – Minat Beli Ulang



A: ?

B: ?

SE_A: ?

SE_B: ?

Calculate!

Sobel test statistic: 1.78726679

One-tailed probability: 0.03694719

Two-tailed probability: 0.07389438