



LAMPIRAN 1
KUESIONER PENELITIAN

KUESIONER PENELITIAN

PERAN PENGETAHUAN PRODUK HALAL DAN RELIGIUSITAS

TERHADAP KEPUTUSAN PEMBELIAN PRODUK HALAL

MELALUI KESADARAN LABEL HALAL

Assalamualaikum Wr. Wb

Bersama ini saya sampaikan mengharapkan bantuan teman-teman untuk mengisi kuesioner yang saya berikan. Adapun kuesioner ini merupakan survei tentang Peran Pengetahuan Produk Halal Dan Religiusitas Terhadap Keputusan Pembelian Produk Halal melalui Kesadaran Label Halal yang akan digunakan sebagai bahan untuk membuat skripsi.

Atas perhatian dan kerja sama Anda, saya mengucapkan terima kasih.

I. Identitas Responden

Nama :

Usia :

Jenis Kelamin :

II. Petunjuk Pengisian Kuesioner

1. Bacalah pernyataan di bawah ini dengan cermat.
2. Pilihlah salah satu jawaban dengan memberikan tanda [√] pada kolom alternatif jawaban.
3. Keterangan alternatif jawaban :

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

III. Pernyataan Kuesioner

No.	Pernyataan	Alternatif Jawaban				
		STS	TS	N	S	SS
Pengetahuan Produk Halal		STS	TS	N	S	SS
1	Saya memahami mutu dari produk berlabel halal.					
2	Saya sangat mengetahui kandungan-kandungan yang harus ada pada produk halal					
3	Saya selalu mencari informasi tentang produk halal					
Religiusitas		STS	TS	N	S	SS
4	Saya yakin atas keberadaan dan ke-Esaan Allah SWT.					
5	Saya rajin melaksanakan shalat 5 waktu.					
6	Saya merasakan ketenangan ketika melaksanakan ibadah shalat					
7	Saya mengetahui tentang ajaran agama Islam.					
8	Saya selalu menjalankan apa yang diperintahkan serta menjahui apa yang menjadi larangan Allah					
Kesadaran Label Halal		STS	TS	N	S	SS
9	Saya meyakini bahwa produk berlabel halal aman dikonsumsi.					
10	Produk berlabel halal sesuai dengan ajaran Islam.					
11	Saya percaya bahwa produk halalbermanfaat bagi kesehatan.					
Keputusan Pembelian Produk Halal		STS	TS	N	S	SS
12	Saya semakin mantap membeli produk berlabel halal.					
13	Saya selalu mempertimbangkan kehalalan suatu produk sebelum membelinya.					

14	Apabila tidak ada label halal, saya akan membaca komposisi pada kemasan produk.					
15	Saya lebih memilih produk halal dari pada produk yang tidak berlogo halal.					

Terima kasih telah meluangkan waktu Anda untuk mengisi kuesioner ini ☺



LAMPIRAN 2
TABULASI DATA



No.	x1.1	x1.2	x1.3	x1	x2.1	x2.2	x2.3	x2.4	x2.5	x2	y1.1	y1.2	y1.3	y1	y2.1	y2.2	y2.3	y2
1	5	3	5	13	4	4	3	4	4	19	4	5	4	13	4	3	4	11
2	5	4	4	13	4	5	5	5	5	24	4	5	5	14	4	5	5	14
3	4	4	4	12	5	4	4	4	4	21	4	5	4	13	4	4	4	12
4	4	4	4	12	4	4	3	4	4	19	3	3	5	11	4	4	4	12
5	3	4	3	10	4	4	4	4	4	20	4	4	4	12	4	4	4	12
6	4	4	4	12	3	4	4	4	4	19	3	3	4	10	4	4	3	11
7	4	3	4	11	4	3	4	4	4	19	3	4	4	11	3	4	4	11
8	4	4	4	12	5	4	4	4	4	21	3	4	4	11	4	3	4	11
9	3	4	4	11	3	3	4	3	3	16	3	3	3	9	4	4	4	12
10	4	4	3	11	4	4	4	4	4	20	4	4	3	11	4	4	4	12
11	4	4	4	12	4	4	4	4	4	20	4	5	4	13	5	4	4	13
12	4	3	3	10	4	4	4	4	4	20	3	4	4	11	4	4	5	13
13	4	4	4	12	5	4	4	4	4	21	4	3	4	11	4	4	5	13
14	4	4	3	11	4	4	4	4	4	20	4	4	4	12	4	3	4	11
15	3	3	3	9	4	4	3	4	4	19	4	4	4	12	3	4	4	11
16	4	3	3	10	3	4	4	4	4	19	4	5	4	13	4	4	4	12
17	3	4	4	11	3	3	3	3	3	15	4	4	4	12	4	4	4	12
18	4	3	3	10	4	4	4	4	4	20	4	5	4	13	4	3	4	11
19	4	4	4	12	3	4	4	4	4	19	4	4	4	12	4	4	3	11
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23	4	4	4	12	4	4	4	4	4	20	4	4	5	13	4	5	4	13
24	4	3	4	11	3	3	4	3	3	16	4	4	3	11	4	4	3	11
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26	4	3	4	11	3	4	4	4	4	19	3	4	3	10	3	4	4	11
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28	4	4	3	11	3	4	4	4	4	19	3	4	3	10	3	4	4	11
29	3	3	4	10	4	4	4	4	4	20	3	3	4	10	4	4	2	10
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50	4	4	5	13	3	4	5	4	4	20	4	3	4	11	4	4	4	12

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66	4	4	4	12	3	4	3	3	3	16	4	4	4	12	3	3	4	10
67	3	3	4	10	2	3	2	2	2	11	3	2	4	9	3	2	2	7
68	4	3	4	11	3	3	4	3	3	16	3	3	3	9	4	3	3	10
69	4	4	3	11	3	4	4	4	4	19	4	5	4	13	3	4	4	11
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75	3	4	3	10	4	3	3	3	3	16	3	4	3	10	3	3	4	10
76	4	3	3	10	4	5	4	4	4	21	4	4	4	12	4	4	5	13
77	5	4	4	13	4	4	4	4	4	20	5	4	5	14	4	4	4	12
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81	5	4	5	14	4	5	4	4	4	21	4	3	3	10	4	5	4	13
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83	5	4	5	14	4	4	4	4	4	20	4	4	5	13	4	4	4	12
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90	4	4	4	12	4	5	5	5	5	24	5	5	5	15	4	5	5	14
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92	3	4	3	10	4	4	4	4	4	20	4	4	4	12	4	4	4	12
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96	4	3	4	11	4	4	4	4	4	20	3	4	3	10	4	4	3	11
97	2	2	2	6	2	2	2	2	2	10	2	2	2	6	2	2	2	6
98	4	4	4	12	3	4	4	4	4	19	4	4	5	13	4	4	3	11
99	4	5	5	14	3	4	4	4	4	19	4	5	4	13	3	4	4	11
100	4	4	4	12	4	5	5	5	5	24	5	5	5	15	4	5	5	14

LAMPIRAN 3
HASIL ANALISIS DATA



HASIL UJI VALIDITAS

Correlations

Correlations

		Pengetahuan produk halal
x1.1	Pearson Correlation	.749**
	Sig. (1-tailed)	.000
	N	100
x1.2	Pearson Correlation	.789**
	Sig. (1-tailed)	.000
	N	100
x1.3	Pearson Correlation	.865**
	Sig. (1-tailed)	.000
	N	100
Pengetahuan produk halal	Pearson Correlation	1
	N	100

** . Correlation is significant at the 0.01 level

Correlations

Correlations

		Religiusitas
x2.1	Pearson Correlation	.764**
	Sig. (1-tailed)	.000
	N	100
x2.2	Pearson Correlation	.821**
	Sig. (1-tailed)	.000
	N	100
x2.3	Pearson Correlation	.753**
	Sig. (1-tailed)	.000
	N	100
x2.4	Pearson Correlation	.965**
	Sig. (1-tailed)	.000
	N	100
x2.5	Pearson Correlation	.965**
	Sig. (1-tailed)	.000
	N	100
Religiusitas	Pearson Correlation	1
	N	100

** . Correlation is significant at the 0.01 level

Correlations

Correlations

		Kesadaran label halal
y1.1	Pearson Correlation	.803**
	Sig. (1-tailed)	.000
	N	100
y1.2	Pearson Correlation	.824**
	Sig. (1-tailed)	.000
	N	100
y1.3	Pearson Correlation	.782**
	Sig. (1-tailed)	.000
	N	100
Kesadaran label halal	Pearson Correlation	1
	N	100

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

Correlations

Correlations

		Keputusan pembelian produk halal
y2.1	Pearson Correlation	.732**
	Sig. (1-tailed)	.000
	N	100
y2.2	Pearson Correlation	.803**
	Sig. (1-tailed)	.000
	N	100
y2.3	Pearson Correlation	.799**
	Sig. (1-tailed)	.000
	N	100
Keputusan pembelian produk halal	Pearson Correlation	1
	N	100

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

HASIL UJI RELIABILITAS

Reliability

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
.724	3

Item Statistics

	Mean	Std. Deviation	N
x1.1	4.00	.636	100
x1.2	3.84	.647	100
x1.3	3.94	.722	100

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	7.78	1.466	.472	.718
x1.2	7.94	1.370	.534	.649
x1.3	7.84	1.105	.639	.512

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.78	2.598	1.612	3

Reliability

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
.900	5

Item Statistics

	Mean	Std. Deviation	N
x2.1	3.85	.730	100
x2.2	3.99	.628	100
x2.3	4.03	.643	100
x2.4	3.97	.594	100
x2.5	3.97	.594	100

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	15.96	4.827	.607	.916
x2.2	15.82	4.917	.717	.886
x2.3	15.78	5.103	.617	.907
x2.4	15.84	4.560	.944	.838
x2.5	15.84	4.560	.944	.838

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.81	7.307	2.703	5

Reliability

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
.716	3

Item Statistics

	Mean	Std. Deviation	N
y1.1	3.82	.593	100
y1.2	4.02	.738	100
y1.3	4.07	.742	100

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	8.09	1.537	.600	.575
y1.2	7.89	1.291	.557	.603
y1.3	7.84	1.388	.475	.709

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.91	2.770	1.664	3

Reliability

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
.675	3

Item Statistics

	Mean	Std. Deviation	N
y2.1	3.92	.598	100
y2.2	4.03	.658	100
y2.3	3.88	.715	100

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	7.91	1.376	.451	.627
y2.2	7.80	1.172	.533	.519
y2.3	7.95	1.119	.486	.587

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.83	2.365	1.538	3

HASIL UJI REGRESI LINIER BERGANDA

MODEL 1

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Religiusitas, Pengetahuan produk halal	.	Enter

- a. All requested variables entered.
b. Dependent Variable: Kesadaran label halal

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.684 ^a	.467	.456	1.227

- a. Predictors: (Constant), Religiusitas, Pengetahuan produk halal
b. Dependent Variable: Kesadaran label halal

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	128.134	2	64.067	42.549	.000 ^a
	Residual	146.056	97	1.506		
	Total	274.190	99			

- a. Predictors: (Constant), Religiusitas, Pengetahuan produk halal
b. Dependent Variable: Kesadaran label halal

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.507	1.028		2.438	.017
	Pengetahuan produk halal	.353	.093	.342	3.809	.000
	Religiusitas	.265	.055	.430	4.800	.000

- a. Dependent Variable: Kesadaran label halal

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.1000000
	Std. Deviation	1.35034807
Most Extreme Differences	Absolute	.087
	Positive	.047
	Negative	-.087
Kolmogorov-Smirnov Z		.875
Asymp. Sig. (2-tailed)		.429

a. Test distribution is Normal.

b. Calculated from data.

UJI MULTIKOLINEARITAS

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Pengetahuan produk halal	.683	1.464
	Religiusitas	.683	1.464

a. Dependent Variable: Kesadaran label halal

UJI GLETSER

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.738	.672		1.097	.275
	Pengetahuan produk halal	-.084	.061	-.167	-1.385	.169
	Religiusitas	.067	.036	.224	1.861	.066

a. Dependent Variable: abs_res1

MODEL 2**Variables Entered/Removed^a**

Model	Variables Entered	Variables Removed	Method
1	Kesadaran label halal, Pengetahuan produk halal, Religiusitas	.	Enter

- a. All requested variables entered.
 b. Dependent Variable: Keputusan pembelian produk halal

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827 ^a	.684	.675	.877

- a. Predictors: (Constant), Kesadaran label halal, Pengetahuan produk halal, Religiusitas
 b. Dependent Variable: Keputusan pembelian produk halal

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	160.247	3	53.416	69.425	.000 ^a
	Residual	73.863	96	.769		
	Total	234.110	99			

- a. Predictors: (Constant), Kesadaran label halal, Pengetahuan produk halal, Religiusitas
 b. Dependent Variable: Keputusan pembelian produk halal

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.152	.757		1.521	.131
	Pengetahuan produk halal	.188	.071	.197	2.650	.009
	Religiusitas	.283	.044	.497	6.437	.000
	Kesadaran label halal	.241	.073	.260	3.315	.001

a. Dependent Variable: Keputusan pembelian produk halal

NPar Tests**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.86376426
Most Extreme Differences	Absolute	.065
	Positive	.050
	Negative	-.065
Kolmogorov-Smirnov Z		.645
Asymp. Sig. (2-tailed)		.799

a. Test distribution is Normal.

b. Calculated from data.

UJI MULTIKOLINEARITAS**Coefficients^a**

Model		Collinearity Statistics	
		Tolerance	VIF
1	Pengetahuan produk halal	.594	1.683
	Religiusitas	.552	1.812
	Kesadaran label halal	.533	1.877

a. Dependent Variable: Keputusan pembelian produk halal

UJI GLETSER**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.621	.494		1.258	.212
	Pengetahuan produk halal	.000	.046	-.001	-.010	.992
	Religiusitas	.031	.029	.146	1.072	.286
	Kesadaran label halal	-.048	.047	-.142	-1.023	.309

a. Dependent Variable: abs_res2

