

LAMPIRAN

Lampiran 1. Kuesioner

No. Kuesioner :

KUESIONER
Penelitian Tentang:
Minat Konsumen untuk Membeli Beras Organik di Pasar Modern
Yogyakarta

Mohon kerjasamanya dengan menjawab pertanyaan sesuai keadaan sebenarnya.
 Kebenaran informasi BapakIbu/Saudara/i sangat berharga untuk bahan penulisan
 skripsi ini.

Terimakasih

Diska Amalia Farah (20130220132), Program Studi Agribisnis, Fakultas
 Pertanian, Universitas Muhammadiyah Yogyakarta.

1. Nama :
2. Usia : Tahun
3. Jenis kelamin : a. Pria b. Wanita
4. Status : a. Lajang b. Menikah
5. Jumlah anggota keluarga (1 rumah) : Orang
6. Alamat :
7. No. HP :
8. Tingkat pendidikan terakhir:
 - a. SD c. SMA e. Sarjana
 - b. SMP d. D3
9. Pekerjaan :
 - a. Mahasiswa c. Pengusaha
 - b. Pegawai negeri/Swasta d. Ibu Rumah Tangga e. Lainnya.....
10. Pendapatan per bulan :
 - a. < 2 juta b. 2,1-4 juta c. 4,1-6 juta d. 6,1-8 juta e. > 8 juta

9.	Variasi beras organik lebih banyak daripada beras anorganik					
10.	Saya menyadari bahwa beras organik memiliki manfaat bagi kesehatan saya karena tidak mengandung pestisida dan bahan kimia lainnya.					
11.	Beras organik memiliki manfaat yang lebih baik bagi kesehatan daripada beras anorganik.					
12.	Saya menyadari dengan mengkonsumsi beras organik akan berpengaruh terhadap peningkatan kesehatan saya.					

Lampiran 2. Tabulasi

No	Pengetahuan		Ketertarikan		Pencarian informasi		Informasi				indikator ketertarikan				Keinginan	
	Ya	Tidak	Ya	Tidak	Ya	Tidak	Jenis	Harga	Stok	Keunggulan	Harga	Warna	Butir beras	Bebas pestisida	Ya	Tidak
1	1	0	1	0	1	0	1	0	0	1	0	0	1	1	1	0
2	1	0	1	0	0	1	0	0	0	0	1	1	0	0	1	0
3	1	0	1	0	1	0	1	1	1	1	1	0	1	1	1	0
4	1	0	1	0	1	0	1	1	1	1	1	1	1	1	1	0
5	1	0	1	0	1	0	1	0	0	0	0	1	0	0	1	0
6	0	1	1	0	0	1	0	0	0	0	1	0	0	0	1	0
7	1	0	1	0	1	0	1	1	0	1	1	1	0	1	1	0
8	1	0	1	0	1	0	0	1	0	0	0	0	1	0	0	1
9	1	0	0	1	0	1	0	0	0	0	0	0	0	0	0	1
10	1	0	1	0	0	1	0	1	0	1	0	0	1	1	1	0
11	1	0	1	0	1	0	1	0	0	1	1	0	0	1	1	0
12	1	0	0	1	0	1	0	0	0	0	0	0	0	0	0	1
13	1	0	1	0	1	0	1	1	0	1	0	0	0	1	1	0
14	1	0	1	0	1	0	1	0	1	1	1	1	0	1	1	0
15	1	0	1	0	1	0	1	1	0	0	0	1	1	1	1	0
16	0	1	1	0	1	0	0	0	0	1	0	0	0	1	1	0
17	1	0	0	1	0	1	0	0	0	0	0	0	0	0	1	0
18	1	0	1	0	0	1	0	0	0	0	0	0	0	1	1	0
19	1	0	1	0	1	0	1	0	0	0	0	0	0	1	1	0
20	1	0	1	0	1	0	0	0	0	1	0	0	0	1	1	0
21	1	0	1	0	1	0	0	0	0	1	0	0	0	1	1	0
22	1	0	1	0	0	1	0	0	0	0	1	0	1	1	0	1

23	1	0	1	0	0	1	0	0	0	0	1	1	1	1	1	0
24	1	0	1	0	1	0	1	1	1	1	1	1	1	1	1	0
25	1	0	1	0	1	0	0	0	0	1	0	0	0	1	1	0
26	1	0	1	0	1	0	1	1	0	1	0	0	0	1	1	0
27	0	1	1	0	1	0	0	0	0	1	0	0	0	1	1	0
28	1	0	1	0	0	1	0	0	0	0	0	0	1	1	1	0
29	1	0	1	0	1	0	0	0	0	1	1	1	1	1	1	0
30	1	0	1	0	1	0	1	0	0	1	0	0	1	1	1	0
jml	27	3	27	3	20	10	13	9	4	17	11	9	12	23	26	4
prsn	90%	10%	90%	10%	67%	33%	43%	30%	13%	57%	37%	30%	40%	77%	87%	13%
31	1	0	1	0	1	0	1	1	0	1	0	0	0	1	1	0
32	1	0	1	0	0	1	0	0	0	0	0	0	0	1	1	0
33	1	0	1	0	0	1	0	0	0	0	0	0	0	1	1	0
34	1	0	1	0	1	0	0	0	0	1	0	0	0	1	1	0
35	1	0	1	0	1	0	1	1	0	1	1	1	1	1	1	0
36	1	0	0	1	1	0	1	0	0	0	0	0	0	0	1	0
37	1	0	1	0	1	0	1	0	0	0	0	0	0	1	1	0
38	1	0	1	0	0	1	0	0	0	0	0	0	0	1	0	1
39	1	0	1	0	1	0	1	1	1	1	1	1	1	1	1	0
40	0	1	1	0	1	0	0	1	0	1	0	0	0	1	1	0
41	1	0	1	0	1	0	0	0	0	1	1	0	0	1	1	0
42	1	0	1	0	0	1	0	0	0	0	0	0	0	1	1	0
43	1	0	1	0	0	1	0	0	0	0	0	0	0	1	1	0
44	1	0	1	0	1	0	1	1	0	1	0	0	0	1	1	0
45	1	0	1	0	1	0	1	1	1	1	0	0	0	1	1	0
46	1	0	1	0	0	1	0	0	0	0	0	0	0	1	1	0

47	1	0	1	0	0	1	0	0	0	1	0	0	0	1	1	0
48	1	0	1	0	0	1	0	0	0	0	0	0	0	1	1	0
49	1	0	1	0	0	1	0	0	0	0	0	0	1	1	1	0
50	1	0	1	0	0	1	0	0	0	0	0	0	0	1	1	0
51	1	0	0	1	0	1	0	0	0	0	0	0	0	0	1	0
52	1	0	1	0	1	0	0	1	1	0	0	0	0	1	1	0
53	1	0	1	0	1	0	0	0	0	1	0	0	1	1	0	1
54	0	1	1	0	1	0	1	1	1	1	1	0	0	1	1	0
55	1	0	1	0	1	0	0	0	0	1	0	0	1	1	0	1
56	1	0	0	1	0	1	0	0	0	0	0	0	0	0	0	1
57	1	0	1	0	1	0	0	0	0	1	0	0	0	1	1	0
58	1	0	0	1	0	1	0	0	0	0	0	0	0	0	1	0
59	1	0	1	0	1	0	1	1	0	1	0	1	0	1	1	0
60	1	0	1	0	1	0	1	1	1	1	1	1	1	1	1	0
jml	28	2	26	4	17	13	10	10	5	15	5	4	6	26	26	4
prs	93%	7%	87%	13%	57%	43%	33%	33%	17%	50%	17%	13%	20%	87%	87%	13%

No	Indikator Keinginan				Keyakinan		indikator keyakinan				indikator ketidakyakinan			
	hidup sehat	Penasaran rasa	varian lain	kelebihan	Ya	Tidak	aroma	tekstur	manfaat	keamanan	harga	keorganikan beras	ketersediaan	Rasa
1	1	0	0	0	1	0	0	0	1	0	0	0	0	0
2	1	1	0	1	1	0	1	1	1	0	0	0	0	0
3	1	1	1	1	1	0	1	1	1	1	0	0	0	0
4	1	1	1	1	1	0	1	1	1	1	0	0	0	0
5	1	0	0	0	1	0	0	1	0	0	0	0	0	0
6	1	1	1	1	1	0	1	1	1	1	0	0	0	0
7	1	1	1	1	1	0	1	1	1	1	0	0	0	0
8	0	0	0	0	0	1	0	0	0	0	1	0	0	0

9	0	0	0	0	0	1	0	0	0	0	1	0	0	0
10	1	0	0	0	1	0	0	0	1	0	0	0	0	0
11	1	0	1	1	1	0	0	0	1	1	0	0	0	0
12	0	0	0	0	0	1	0	0	0	0	1	0	0	0
13	1	0	0	0	1	0	0	0	1	0	0	0	0	0
14	1	0	1	1	1	0	0	1	1	1	1	0	0	0
15	1	1	1	1	1	0	1	1	1	1	1	0	0	0
16	1	1	1	1	1	0	1	1	1	1	1	0	0	0
17	1	0	0	0	1	0	0	1	0	0	0	0	0	0
18	1	0	0	0	1	0	0	0	1	0	0	0	0	0
19	0	1	0	0	1	0	0	0	1	0	1	0	0	0
20	1	0	0	0	1	0	0	1	0	0	1	0	0	0
21	1	0	0	0	1	0	0	0	1	0	0	0	0	0
22	1	1	1	1	1	0	0	1	1	1	1	0	0	0
23	1	1	1	1	1	0	0	1	1	1	1	0	0	0
24	0	0	1	1	1	0	1	1	1	1	1	0	0	0
25	1	0	0	0	1	0	0	0	1	0	0	0	0	0
26	1	0	0	1	1	0	0	0	1	1	0	0	0	0
27	1	0	0	0	1	0	0	0	1	0	0	0	0	0
28	1	0	0	1	1	0	0	0	1	1	0	0	0	0
29	1	0	0	1	1	0	1	1	1	1	1	0	0	0
30	1	1	1	1	1	0	1	1	1	1	1	0	0	0
jml	25	11	12	16	27	3	10	16	24	15	5	0	0	0
prsn	83%	37%	40%	53%	90%	10%	33%	53%	80%	50%	17%	0%	0%	0%
31	1	0	0	0	1	0	0	0	1	0	0	0	0	0
32	1	0	0	0	0	1	0	0	0	0	1	0	0	0

33	1	1	1	0	1	0	1	1	1	1	0	0	0	0
34	1	0	0	1	1	0	1	0	1	1	0	0	0	0
35	1	0	1	1	1	0	1	1	1	1	0	0	0	0
36	1	0	0	0	0	1	0	0	0	0	1	0	0	0
37	1	0	0	0	1	0	0	0	1	0	0	0	0	0
38	0	0	0	0	0	1	0	0	0	0	1	1	1	0
39	1	1	1	1	1	0	1	1	1	1	0	0	0	0
40	1	0	0	1	0	1	0	0	0	0	1	0	0	0
41	1	0	0	1	0	1	0	0	0	0	0	0	1	0
42	1	0	0	1	0	1	0	0	0	0	1	0	1	0
43	1	0	0	0	1	0	0	1	0	0	0	0	0	0
44	1	0	0	1	1	0	0	0	1	1	0	0	0	0
45	1	0	0	0	1	0	0	0	1	1	0	0	0	0
46	1	0	0	1	0	1	0	0	0	0	1	1	0	0
47	1	0	0	0	1	0	0	0	1	0	0	0	0	0
48	1	1	1	1	0	1	0	0	0	0	1	1	0	1
49	0	1	0	0	0	1	0	0	0	0	1	1	0	0
50	1	1	1	1	1	0	1	1	1	1	0	0	0	0
51	1	0	0	0	0	1	1	0	0	0	1	0	0	0
52	1	0	0	1	0	1	0	0	0	0	1	0	0	0
53	0	0	0	0	0	1	0	0	0	0	1	1	0	0
54	1	1	1	1	0	1	0	0	0	0	1	0	0	0
55	0	0	0	0	0	1	0	0	0	0	1	1	0	0
56	0	0	0	0	0	1	0	0	0	0	1	0	0	0
57	1	0	0	0	1	0	0	0	0	1	0	0	0	0
58	0	0	0	1	0	1	0	0	0	0	0	0	1	0
59	1	0	0	1	1	0	0	1	1	1	0	0	0	0

60	1	1	1	1	1	0	1	1	1	1	0	0	0
jml	24	7	7	15	14	16	7	7	12	10	14	6	4
prs	80%	23%	23%	50%	47%	53%	23%	23%	40%	33%	47%	20%	13%

No	pembelian beras		jenis yang dibeli					total	kategori				capaian skor
	Ya	Tidak	putih	merah	hitam	coklat	lainnya		1	2	3	4	
1	1	0	0	0	0	0	1	3	0	0	0	1	66,67
2	1	0	1	0	0	0	0	3	0	0	0	1	66,67
3	1	0	0	1	0	0	0	3	0	0	0	1	66,67
4	1	0	1	0	1	0	0	3	0	0	0	1	66,67
5	1	0	1	0	0	0	0	3	0	0	0	1	66,67
6	1	0	1	0	0	0	0	3	0	0	0	1	66,67
7	1	0	0	1	0	0	0	3	0	0	0	1	66,67
8	0	1	0	0	0	0	0	1	0	1	0	0	0,00
9	0	1	0	0	0	0	0	0	1	0	0	0	-33,33
10	1	0	1	0	0	0	0	3	0	0	0	1	66,67
11	1	0	1	0	0	0	0	3	0	0	0	1	66,67
12	0	1	0	0	0	0	0	0	1	0	0	0	-33,33
13	1	0	1	1	0	0	0	3	0	0	0	1	66,67
14	1	0	0	1	0	0	0	3	0	0	0	1	66,67
15	1	0	0	1	0	0	0	3	0	0	0	1	66,67
16	0	1	0	0	0	0	0	3	0	0	0	1	66,67
17	1	0	1	0	0	0	0	2	0	0	1	0	33,33
18	1	0	1	0	0	0	0	3	0	0	0	1	66,67
19	1	0	1	0	0	0	0	3	0	0	0	1	66,67
20	1	0	1	0	0	0	0	3	0	0	0	1	66,67

21	1	0	1	0	0	0	0	3	0	0	0	1	66,67
22	1	0	0	1	0	0	0	2	0	0	1	0	33,33
23	1	0	1	0	0	0	0	3	0	0	0	1	66,67
24	1	0	0	1	0	0	0	3	0	0	0	1	66,67
25	1	0	1	0	0	0	0	3	0	0	0	1	66,67
26	1	0	0	1	0	0	0	3	0	0	0	1	66,67
27	1	0	0	1	0	0	0	3	0	0	0	1	66,67
28	0	1	0	0	0	0	0	3	0	0	0	1	66,67
29	0	1	0	0	0	0	0	3	0	0	0	1	66,67
30	0	1	0	0	0	0	0	3	0	0	0	1	66,67
jml	23	7	14	9	1	0	1		2	1	2	25	
prsn	77%	23%	47%	30%	3%	0%	3%		7%	3%	7%	83%	
31	1	0	0	1	0	0	0	3	0	0	0	1	66,67
32	0	1	0	0	0	0	0	2	0	0	1	0	33,33
33	1	0	0	1	0	0	0	3	0	0	0	1	66,67
34	0	1	0	0	0	0	0	3	0	0	0	1	66,67
35	1	0	1	0	0	0	0	3	0	0	0	1	66,67
36	0	1	0	0	0	0	0	1	0	1	0	0	0,00
37	1	0	1	0	0	0	0	3	0	0	0	1	66,67
38	0	1	0	0	0	0	0	1	0	1	0	0	0,00
39	1	0	0	0	1	0	0	3	0	0	0	1	66,67
40	0	1	0	0	0	0	0	2	0	0	1	0	33,33
41	0	1	0	0	0	0	0	2	0	0	1	0	33,33
42	0	1	0	0	0	0	0	2	0	0	1	0	33,33
43	1	0	0	1	0	0	0	3	0	0	0	1	66,67
44	1	0	1	1	0	0	0	3	0	0	0	1	66,67

45	1	0	0	0	0	0	0	3	0	0	0	1	66,67
46	0	1	0	0	0	0	0	2	0	0	1	0	33,33
47	0	1	0	0	0	0	0	3	0	0	0	1	66,67
48	0	1	0	0	0	0	0	2	0	0	1	0	33,33
49	0	1	0	0	0	0	0	2	0	0	1	0	33,33
50	1	0	0	1	0	0	0	3	0	0	0	1	66,67
51	0	1	0	0	0	0	0	1	0	1	0	0	0,00
52	0	1	0	0	0	0	0	2	0	0	1	0	33,33
53	0	1	0	0	0	0	0	1	0	1	0	0	0,00
54	0	1	0	0	0	0	0	2	0	0	1	0	33,33
55	0	1	0	0	0	0	0	1	0	1	0	0	0,00
56	0	1	0	0	0	0	0	0	1	0	0	0	-33,33
57	1	0	0	0	0	0	0	3	0	0	0	1	66,67
58	0	1	0	0	0	0	0	1	0	1	0	0	0,00
59	1	0	1	1	0	0	0	3	0	0	0	1	66,67
60	1	0	1	0	0	0	0	3	0	0	0	1	66,67
jml	12	18	5	6	1	0	0		1	6	9	14	
prs	40%	60%	17%	20%	3%	0%	0%	0%	3%	20%	30%	47%	

No	murah					sesuai manfaat					sesuai kualitas					Rerata X1	terdapat beberapa merek					jaminan mutu					kualitas					Rerata X2
	STS	TS	CS	S	SS	STS	TS	CS	S	SS	STS	TS	CS	S	SS		STS	TS	CS	S	SS	STS	TS	CS	S	SS	STS	TS	CS	S	SS	
1	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00	0	0	0	4	0	0	0	0	4	0	0	0	0	5	4,33	
2	0	0	3	0	0	0	0	0	4	0	0	0	0	4	0	3,67	0	0	0	4	0	0	0	0	4	0	0	0	4	0	4,00	
3	0	0	3	0	0	0	0	0	4	0	0	0	0	4	0	3,67	0	0	0	4	0	0	0	0	4	0	0	0	4	0	4,00	
4	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00	0	0	3	0	0	0	0	0	4	0	0	0	3	0	3,33	
5	1	0	0	0	0	1	0	0	0	0	0	0	3	0	0	1,67	1	0	0	0	0	0	0	0	4	0	0	0	0	5	3,33	

6	0	0	3	0	0	0	0	0	4	0	0	0	3	0	0	3,33	0	0	0	4	0	0	2	0	0	0	0	2	0	0	0	2,67
7	0	0	0	4	0	0	0	0	0	5	0	0	0	4	0	4,33	0	0	0	0	5	0	0	0	4	0	0	0	0	4	0	4,33
8	1	0	0	0	0	0	0	0	4	0	0	0	0	4	0	3,00	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00
9	0	0	3	0	0	0	0	3	0	0	0	0	3	0	0	3,00	0	0	3	0	0	0	0	3	0	0	0	0	3	0	0	3,00
10	0	2	0	0	0	0	2	0	0	0	0	2	0	0	0	2,00	0	0	3	0	0	0	0	3	0	0	0	2	0	0	0	2,67
11	0	0	3	0	0	0	0	0	4	0	0	0	0	4	0	3,67	0	0	0	0	5	0	0	3	0	0	0	2	0	0	0	3,33
12	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00
13	0	2	0	0	0	0	0	0	0	5	0	0	0	0	5	4,00	0	0	0	0	5	0	0	0	0	5	0	0	0	0	5	5,00
14	0	0	3	0	0	0	0	3	0	0	0	0	0	4	0	3,33	0	0	3	0	0	0	0	3	0	0	0	0	0	4	0	3,33
15	0	0	3	0	0	0	0	0	4	0	0	0	0	4	0	3,67	0	0	0	4	0	0	0	3	0	0	0	0	3	0	0	3,33
16	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00
17	0	0	0	4	0	0	0	3	0	0	0	0	3	0	0	3,33	0	0	3	0	0	0	0	3	0	0	0	0	3	0	0	3,00
18	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00
19	0	2	0	0	0	0	0	3	0	0	0	0	3	0	0	2,67	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00
20	0	0	0	0	5	0	0	0	4	0	0	0	3	0	0	4,00	0	0	0	4	0	0	2	0	0	0	0	2	0	0	0	2,67
21	0	0	3	0	0	0	0	0	4	0	0	0	0	4	0	3,67	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00
22	0	2	0	0	0	0	0	0	4	0	0	0	3	0	0	3,00	0	0	0	0	5	0	0	0	4	0	0	0	0	0	5	4,67
23	0	2	0	0	0	0	0	0	4	0	0	0	3	0	0	3,00	0	0	0	0	5	0	0	0	4	0	0	0	0	0	5	4,67
24	0	0	0	4	0	0	0	3	0	0	0	0	0	0	5	4,00	0	0	0	4	0	0	0	0	0	5	0	0	0	4	0	4,33
25	0	0	3	0	0	0	0	0	4	0	0	0	3	0	0	3,33	0	0	3	0	0	0	0	3	0	0	0	0	3	0	0	3,00
26	0	2	0	0	0	0	0	3	0	0	0	0	0	4	0	3,00	0	0	0	4	0	0	0	0	4	0	0	0	3	0	0	3,67
27	0	0	0	4	0	0	0	3	0	0	0	0	3	0	0	3,33	0	0	3	0	0	0	0	3	0	0	0	0	3	0	0	3,00
28	0	0	3	0	0	0	0	0	4	0	0	0	0	4	0	3,67	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00
29	0	0	3	0	0	0	0	0	4	0	0	0	0	4	0	3,67	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00
30	0	0	3	0	0	0	0	3	0	0	0	0	3	0	0	3,00	0	0	3	0	0	0	0	3	0	0	0	0	3	0	0	3,00
31	0	0	3	0	0	0	0	0	4	0	0	0	0	0	5	4,00	0	0	0	0	5	0	0	0	4	0	0	0	0	4	0	4,33
32	0	2	0	0	0	0	0	3	0	0	0	0	3	0	0	2,67	0	0	0	0	5	0	0	3	0	0	0	0	3	0	0	3,67

33	0	2	0	0	0	0	0	0	4	0	0	0	0	4	0	3,33	0	0	0	4	0	0	2	0	0	0	0	2	0	0	0	2,67	
34	0	2	0	0	0	0	0	0	4	0	0	0	0	4	0	3,33	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00	
35	0	2	0	0	0	0	0	0	4	0	0	0	0	4	0	3,33	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00	
36	1	0	0	0	0	0	0	0	4	0	0	0	0	4	0	3,00	0	2	0	0	0	0	0	0	4	0	0	0	0	4	0	3,33	
37	0	2	0	0	0	0	0	3	0	0	0	0	3	0	0	2,67	0	0	0	4	0	0	0	0	4	0	0	0	3	0	0	3,67	
38	0	2	0	0	0	0	0	3	0	0	0	2	0	0	0	2,33	0	0	0	4	0	0	0	0	4	0	0	0	3	0	0	3,67	
39	0	0	3	0	0	0	0	0	4	0	0	0	0	4	0	3,67	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00	
40	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00	0	0	3	0	0	0	0	0	4	0	0	0	0	4	0	3,67	
41	0	2	0	0	0	0	0	0	4	0	0	0	0	4	0	3,33	0	0	3	0	0	0	0	3	0	0	0	0	0	4	0	3,33	
42	0	0	0	4	0	0	0	0	4	0	0	0	3	0	0	3,67	0	0	3	0	0	0	0	3	0	0	0	0	0	3	0	0	3,00
43	0	2	0	0	0	0	0	3	0	0	0	0	3	0	0	2,67	0	0	0	4	0	0	0	3	0	0	0	0	2	0	0	0	3,00
44	0	0	3	0	0	0	0	0	4	0	0	0	0	4	0	3,67	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00	
45	0	2	0	0	0	0	0	0	4	0	0	0	0	4	0	3,33	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00	
46	0	2	0	0	0	0	0	3	0	0	0	0	0	4	0	3,00	0	0	3	0	0	0	0	0	4	0	0	0	0	4	0	3,67	
47	0	2	0	0	0	0	2	0	0	0	0	2	0	0	0	2,00	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00	
48	0	2	0	0	0	0	0	3	0	0	0	0	3	0	0	2,67	0	0	3	0	0	0	0	0	4	0	0	0	0	4	0	3,67	
49	0	2	0	0	0	0	0	3	0	0	0	2	0	0	0	2,33	0	0	0	4	0	0	0	0	4	0	0	0	3	0	0	3,67	
50	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0	1,00	1	0	0	0	0	1	0	0	0	0	0	0	3	0	0	1,67	
51	0	0	3	0	0	0	0	0	4	0	0	0	0	4	0	3,67	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00	
52	0	2	0	0	0	0	0	3	0	0	0	0	0	4	0	3,00	0	0	3	0	0	0	0	0	4	0	0	0	0	4	0	3,67	
53	0	2	0	0	0	0	0	0	4	0	0	0	0	4	0	3,33	0	0	3	0	0	0	0	0	4	0	0	0	0	0	5	4,00	
54	0	2	0	0	0	0	2	0	0	0	0	0	0	4	0	2,67	0	0	3	0	0	0	0	0	4	0	0	0	3	0	0	3,33	
55	0	0	3	0	0	0	0	3	0	0	0	0	0	4	0	3,33	0	0	0	4	0	0	0	3	0	0	0	0	3	0	0	3,33	
56	1	0	0	0	0	1	0	0	0	0	0	2	0	0	0	1,33	0	0	0	4	0	0	0	0	4	0	0	2	0	0	0	3,33	
57	1	0	0	0	0	0	0	3	0	0	0	0	3	0	0	2,33	0	2	0	0	0	0	0	0	4	0	0	0	0	4	0	3,33	
58	0	0	3	0	0	0	0	0	4	0	0	0	0	4	0	3,67	0	0	0	4	0	0	0	3	0	0	0	0	3	0	0	3,33	
59	0	0	3	0	0	0	0	0	4	0	0	0	0	4	0	3,67	0	0	0	0	5	0	0	3	0	0	0	0	0	4	0	4,00	

60	0	2	0	0	0	0	0	0	4	0	0	0	0	4	0	3,33	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00
----	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	------	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	------

No	selalu tersedia					beberapa jenis					beberapa ukuran					Rerata X3	mengutamakan kesehatan					manfaat lebih baik					peningkatan kesehatan					Rerata X4
	STS	TS	CS	S	SS	STS	TS	CS	S	SS	STS	TS	CS	S	SS		STS	TS	CS	S	SS	STS	TS	CS	S	SS	STS	TS	CS	S	SS	
1	0	0	3	0	0	0	0	0	4	0	0	0	4	0	3,67	0	0	0	0	5	0	0	0	0	5	0	0	0	0	5	5,00	
2	0	0	0	0	5	0	0	0	0	5	0	0	0	4	0	4,67	0	0	0	0	5	0	0	0	0	5	0	0	0	0	5	5,00
3	0	0	3	0	0	0	0	0	4	0	0	0	0	4	0	3,67	0	0	0	4	0	0	0	0	4	0	0	0	0	0	5	4,33
4	0	0	0	4	0	0	0	3	0	0	0	0	0	4	0	3,67	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00
5	0	0	0	0	5	0	0	0	0	5	0	0	0	0	5	5,00	0	0	0	4	0	0	0	0	5	0	0	0	0	5	4,67	
6	0	2	0	0	0	0	0	0	4	0	0	0	3	0	0	3,00	0	0	0	4	0	0	0	0	5	0	0	0	0	5	4,67	
7	0	0	0	4	0	0	0	0	0	5	0	0	0	0	5	4,67	0	0	0	0	5	0	0	0	0	5	0	0	0	0	5	5,00
8	0	0	0	4	0	0	0	0	0	5	0	0	0	4	0	4,33	0	0	3	0	0	0	0	0	5	0	0	0	0	5	4,33	
9	0	0	3	0	0	0	0	3	0	0	0	0	3	0	0	3,00	0	0	3	0	0	0	0	3	0	0	0	0	3	0	0	3,00
10	0	0	3	0	0	0	0	3	0	0	0	0	3	0	0	3,00	0	0	3	0	0	0	0	3	0	0	0	0	3	0	0	3,00
11	0	0	0	4	0	0	0	0	4	0	0	0	0	0	5	4,33	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00
12	0	2	0	0	0	0	0	3	0	0	0	0	3	0	0	2,67	0	2	0	0	0	0	0	0	5	0	0	0	4	0	3,67	
13	0	0	0	0	5	0	0	0	0	5	0	0	0	0	5	5,00	0	0	0	0	5	0	0	0	0	5	0	0	0	0	5	5,00
14	0	0	0	4	0	0	0	0	4	0	0	0	3	0	0	3,67	0	0	0	4	0	0	0	0	4	0	0	0	3	0	0	3,67
15	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00
16	0	2	0	0	0	0	0	0	4	0	0	0	0	4	0	3,33	0	0	3	0	0	0	0	0	4	0	0	0	0	4	0	3,67
17	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00
18	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00
19	0	0	0	4	0	0	0	3	0	0	0	0	0	4	0	3,67	0	0	0	4	0	0	0	0	4	0	0	0	3	0	0	3,67
20	0	0	0	0	5	0	0	0	4	0	0	0	0	0	5	4,67	0	0	0	0	5	0	0	0	4	0	0	0	0	4	0	4,33
21	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00
22	0	0	0	4	0	0	0	0	0	5	0	0	0	0	5	4,67	0	0	0	4	0	0	0	0	5	0	0	0	0	4	0	4,33

23	0	0	0	4	0	0	0	0	0	5	0	0	0	0	5	4,67	0	0	0	4	0	0	0	0	0	5	0	0	0	4	0	4,33
24	0	2	0	0	0	0	0	3	0	0	0	0	3	0	0	2,67	0	0	0	0	5	0	0	0	0	5	0	0	0	0	5	5,00
25	0	0	0	4	0	0	0	3	0	0	0	0	3	0	0	3,33	0	0	0	4	0	0	0	0	0	5	0	0	0	0	5	4,67
26	0	0	0	4	0	0	0	0	4	0	0	0	3	0	0	3,67	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00
27	0	0	3	0	0	0	0	3	0	0	0	0	0	4	0	3,33	0	0	0	4	0	0	0	3	0	0	0	0	0	4	0	3,67
28	0	0	0	0	5	0	0	0	0	5	0	0	0	4	0	4,67	0	0	0	0	5	0	0	0	0	5	0	0	0	0	5	5,00
29	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00
30	0	2	0	0	0	0	0	3	0	0	0	0	3	0	0	2,67	0	0	3	0	0	0	0	3	0	0	0	0	3	0	0	3,00
31	0	0	3	0	0	0	0	0	0	5	0	0	0	0	5	4,33	0	0	0	0	5	0	0	0	0	5	0	0	0	0	5	5,00
32	0	0	3	0	0	0	0	0	0	5	0	0	0	4	0	4,00	0	2	0	0	0	0	0	3	0	0	0	0	3	0	0	2,67
33	0	0	3	0	0	0	0	0	4	0	0	0	0	4	0	3,67	0	0	3	0	0	0	0	0	4	0	0	0	3	0	0	3,33
34	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00	0	0	0	4	0	0	0	0	4	0	0	0	0	0	5	4,33
35	0	2	0	0	0	0	0	0	4	0	0	0	0	4	0	3,33	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00
36	0	2	0	0	0	0	2	0	0	0	0	2	0	0	0	2,00	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00
37	0	0	3	0	0	0	0	0	4	0	0	0	0	4	0	3,67	0	0	0	0	5	0	0	3	0	0	0	0	0	0	5	4,33
38	0	2	0	0	0	0	2	0	0	0	0	0	0	4	0	2,67	0	0	3	0	0	0	0	0	4	0	0	0	0	4	0	3,67
39	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00
40	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00
41	0	0	3	0	0	0	0	3	0	0	0	2	0	0	0	2,67	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00
42	0	2	0	0	0	0	0	3	0	0	0	2	0	0	0	2,33	0	0	0	4	0	0	0	0	0	5	0	0	0	0	5	4,67
43	0	0	3	0	0	0	0	3	0	0	0	0	0	4	0	3,33	0	0	3	0	0	0	0	3	0	0	0	0	0	4	0	3,33
44	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00
45	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00	0	0	3	0	0	0	0	0	4	0	0	0	0	4	0	3,67
46	0	2	0	0	0	0	0	3	0	0	0	2	0	0	0	2,33	0	0	0	4	0	0	0	0	4	0	0	0	0	0	5	4,33
47	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00
48	0	0	3	0	0	0	0	3	0	0	1	0	0	0	0	2,33	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00
49	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00	0	0	3	0	0	0	0	3	0	0	0	0	3	0	0	3,00

50	1	0	0	0	0	0	0	0	0	5	1	0	0	0	0	2,33	0	0	0	4	0	0	0	0	4	0	0	0	0	5	4,33	
51	0	0	0	4	0	0	0	0	4	0	0	0	3	0	0	3,67	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00
52	0	2	0	0	0	0	0	3	0	0	0	2	0	0	0	2,33	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00
53	0	0	3	0	0	0	0	3	0	0	0	0	3	0	0	3,00	0	0	0	4	0	0	0	0	0	5	0	0	0	0	5	4,67
54	0	2	0	0	0	0	2	0	0	0	0	0	3	0	0	2,33	0	0	3	0	0	0	0	0	4	0	0	0	0	4	0	3,67
55	0	0	3	0	0	0	0	3	0	0	0	0	3	0	0	3,00	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00
56	0	0	0	4	0	0	0	0	4	0	0	2	0	0	0	3,33	0	2	0	0	0	0	0	0	4	0	0	0	0	4	0	3,33
57	0	0	0	4	0	0	0	3	0	0	0	0	3	0	0	3,33	0	0	3	0	0	0	0	3	0	0	0	0	3	0	0	3,00
58	0	0	3	0	0	0	0	3	0	0	0	0	3	0	0	3,00	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00
59	0	0	0	4	0	0	0	3	0	0	0	0	3	0	0	3,33	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00
60	0	0	0	4	0	0	0	0	4	0	0	0	3	0	0	3,67	0	0	0	4	0	0	0	0	4	0	0	0	0	4	0	4,00

Lampiran 3. Hasil Regresi Linier Berganda

Regression**Variables Entered/Removed^a**

Model	Variables Entered	Variables Removed	Method
1	Kesadaran Kesehatan, Ketersediaan Produk, Harga, Merek ^b	.	Enter

- a. Dependent Variable: Minat Beli
 b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,462 ^a	,214	,156	27,24850

- a. Predictors: (Constant), Kesadaran Kesehatan, Ketersediaan Produk, Harga, Merek

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11093,842	4	2773,460	3,735	,009 ^b
	Residual	40836,433	55	742,481		
	Total	51930,274	59			

- a. Dependent Variable: Minat Beli
 b. Predictors: (Constant), Kesadaran Kesehatan, Ketersediaan Produk, Harga, Merek

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-18,171	29,451		-,617	,540
Harga	3,894	5,911	,091	,659	,513
Merek	-11,735	7,378	-,231	-1,591	,117
Ketersediaan Produk	16,833	5,298	,429	3,177	,002
Kesadaran Kesehatan	8,937	7,079	,172	1,263	,212

a. Dependent Variable: Minat Beli