

## **LAMPIRAN**

## Lampiran 1. Uji Validitas

## Correlations

		harga	Rasa	warna	volume	labelhalal	tglkadaluarsa	kemasan	ketesediaan	ijinpiirt	sikap
harga	Pearson Correlation	1	.013	-.263	.326	.453*	.273	.103	.648**	.450*	.600**
	Sig. (2-tailed)		.950	.185	.097	.018	.169	.611	.000	.018	.001
	N	27	27	27	27	27	27	27	27	27	27
rasa	Pearson Correlation	.013	1	.172	.694**	-.032	.294	.186	.196	.061	.505**
	Sig. (2-tailed)	.950		.392	.000	.875	.137	.352	.327	.761	.007
	N	27	27	27	27	27	27	27	27	27	27
warna	Pearson Correlation	-.263	.172	1	.141	-.398*	-.157	.053	-.057	-.210	.014
	Sig. (2-tailed)	.185	.392		.483	.040	.433	.793	.779	.292	.946
	N	27	27	27	27	27	27	27	27	27	27
volume	Pearson Correlation	.326	.694**	.141	1	.232	.486*	.381*	.555**	.260	.784**
	Sig. (2-tailed)	.097	.000	.483		.244	.010	.050	.003	.190	.000
	N	27	27	27	27	27	27	27	27	27	27
labelhalal	Pearson Correlation	.453*	-.032	-.398*	.232	1	.498**	-.081	.624**	.665**	.604**
	Sig. (2-tailed)	.018	.875	.040	.244		.008	.688	.001	.000	.001
	N	27	27	27	27	27	27	27	27	27	27
tglkadaluarsa	Pearson Correlation	.273	.294	-.157	.486*	.498**	1	.104	.420*	.370	.646**
	Sig. (2-tailed)	.169	.137	.433	.010	.008		.607	.029	.058	.000
	N	27	27	27	27	27	27	27	27	27	27
kemasan	Pearson Correlation	.103	.186	.053	.381*	-.081	.104	1	.343	.062	.417*
	Sig. (2-tailed)	.611	.352	.793	.050	.688	.607		.080	.760	.030

	N	27	27	27	27	27	27	27	27	27	27
ketesed	Pearson	.648**	.196	-.057	.555**	.624**	.420*	.343	1	.635**	.862**
iaan	Correlation										
	Sig. (2-tailed)	.000	.327	.779	.003	.001	.029	.080		.000	.000
	N	27	27	27	27	27	27	27	27	27	27
ijinpirt	Pearson	.450*	.061	-.210	.260	.665**	.370	.062	.635**	1	.660**
	Correlation										
	Sig. (2-tailed)	.018	.761	.292	.190	.000	.058	.760	.000		.000
	N	27	27	27	27	27	27	27	27	27	27
sikap	Pearson	.600**	.505**	.014	.784**	.604**	.646**	.417*	.862**	.660**	1
	Correlation										
	Sig. (2-tailed)	.001	.007	.946	.000	.001	.000	.030	.000	.000	
	N	27	27	27	27	27	27	27	27	27	27

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

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

## Lampiran 2. Uji Reliabilitas

**Case Processing Summary**

		N	%
Cases	Valid	27	100.0
	Excluded <sup>a</sup>	0	.0
	Total	27	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.737	10

## Lampiran 3. Korelasi Rank Spearman

## Correlations

			SIKAP	USIA	PENDIDIKAN	PENDAPATAN
Spearman's rho	SIKAP	Correlation Coefficient	1.000	.505**	-.381*	-.069
		Sig. (2-tailed)	.	.007	.050	.734
		N	27	27	27	27
	USIA	Correlation Coefficient	.505**	1.000	-.612**	.018
		Sig. (2-tailed)	.007	.	.001	.927
		N	27	27	27	27
	PENDIDIKAN	Correlation Coefficient	-.381*	-.612**	1.000	.312
		Sig. (2-tailed)	.050	.001	.	.113
		N	27	27	27	27
PENDAPATAN	Correlation Coefficient	-.069	.018	.312	1.000	
	Sig. (2-tailed)	.734	.927	.113	.	
	N	27	27	27	27	

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

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