

## LAMPIRAN

### Lampiran 1 : Kuesioner

#### **PENGARUH *PRODUCT INGREDIENTS*, *ISLAMIC BRANDING*, DAN KEANEKARAGAMAN TERHADAP MINAT BELI**

**(Survey Pada Konsumen HNI/HPAI di Kabupaten Pasuruan)**

Nama :

Jenis Kelamin :

Usia :

Pilihlah jawaban yang menurut Anda paling cocok dengan pernyataan tertera.

Keterangan :

1. STS = Sangat Tidak Setuju
2. TS = Tidak Setuju
3. R = Ragu-ragu
4. S = Setuju
5. SS = Sangat Setuju

#### A. Variabel *Product Ingredients* (bahan produk) (X1)

No.	<i>Product Ingredient</i> (bahan produk)					
	Pernyataan	STS	TS	R	S	SS
1.	Produk HNI/HPAI terbuat dari bahan alami dan dapat diketahui informasinya melalui website dan sosmed					
2.	Komposisi pada produk HNI/HPAI mudah dimengerti manfaatnya					
3.	Bahan baku produk HNI/HPAI yang digunakan berlandaskan ilmiah					

B. Variabel *Islamic Branding* (X2)

No.	<i>Islamic Branding</i>					
	Pernyataan	STS	TS	R	S	SS
1.	Merek HNI/HPAI merupakan brand yang berbeda dengan brand herbal lainnya					
2.	Produk HNI/HPAI menjadi produk rekomendasi utama konsumen					
3.	Produk HNI/HPAI menggunakan bahan yang sangat aman					
4.	Produk HNI/HPAI sudah berlabel halal					

C. Variabel Keanekaragaman (X3)

No.	Keanekaragaman					
	Pernyataan	STS	TS	R	S	SS
1.	Ukuran produk HNI/HPAI sangat bervariasi					
2.	Produk yang ditawarkan oleh HNI/HPAI sangat beranekaragam jenisnya dibandingkan dengan produk herbal lainnya					
3.	Bahan baku yang digunakan pada produk HNI/HPAI bernilai unggul					
4.	Desain kemasan produk HNI/HPAI memiliki ciri khas warna yang menarik					
5.	Produk HNI/HPAI menawarkan produk yang sangat bervariasi dan masing-masing memiliki kualitas yang baik					

D. Variabel Minat Beli (Y)

No.	Minat Beli					
	Pernyataan	STS	TS	R	S	SS
1.	Setelah mengetahui informasi tentang produk HNI/HPAI itu aman dan halal, saya cenderung ingin membeli produk tersebut					
2.	Setelah mendapatkan hasil yang					

	sesuai dari produk HNI/HPAI, saya cenderung merefrensikan produk tersebut kepada konsumen lain					
3.	Saya memilih produk HNI/HPAI dalam memenuhi kebutuhan sehari-hari maupun obat-obatan herbal					
4.	Saya akan mencari informasi positif mengenai khasiat lain dari produk HNI/HPAI					

### **Lampiran 2 : Uji Validitas**

**Correlations**

		x1.1	x1.2	x1.3	x1
x1.1	Pearson Correlation	1	-,157	-,093	,396**
	Sig. (2-tailed)		,110	,344	,000
	N	105	105	105	105
x1.2	Pearson Correlation	-,157	1	-,188	,559**
	Sig. (2-tailed)	,110		,055	,000
	N	105	105	105	105
x1.3	Pearson Correlation	-,093	-,188	1	,486**
	Sig. (2-tailed)	,344	,055		,000
	N	105	105	105	105
x1	Pearson Correlation	,396**	,559**	,486**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	105	105	105	105

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

**Correlations**

		x1.1	x1.2	x1.3	x1
x1.1	Pearson Correlation	1	,054	-,040	,567**
	Sig. (2-tailed)		,584	,684	,000
	N	105	105	105	105
x1.2	Pearson Correlation	,054	1	-,026	,790**
	Sig. (2-tailed)	,584		,793	,000
	N	105	105	105	105

x1.3	Pearson Correlation	-,040	-,026	1	,274**
	Sig. (2-tailed)	,684	,793		,005
	N	105	105	105	105
x1	Pearson Correlation	,567**	,790**	,274**	1
	Sig. (2-tailed)	,000	,000	,005	
	N	105	105	105	105

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

#### Correlations

		x2.1	x2.2	x2.3	x2.4	x2
x2.1	Pearson Correlation	1	-,222*	-,021	,090	,414**
	Sig. (2-tailed)		,023	,833	,361	,000
	N	105	105	105	105	105
x2.2	Pearson Correlation	-,222*	1	-,049	,228*	,555**
	Sig. (2-tailed)	,023		,616	,019	,000
	N	105	105	105	105	105
x2.3	Pearson Correlation	-,021	-,049	1	,015	,461**
	Sig. (2-tailed)	,833	,616		,879	,000
	N	105	105	105	105	105
x2.4	Pearson Correlation	,090	,228*	,015	1	,571**
	Sig. (2-tailed)	,361	,019	,879		,000
	N	105	105	105	105	105
x2	Pearson Correlation	,414**	,555**	,461**	,571**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	105	105	105	105	105

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

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

**Correlations**

		x3.1	x3.2	x3.3	x3.4	x3.5	x3
x3.1	Pearson Correlation	1	-,098	,275**	-,005	,211*	,522**
	Sig. (2-tailed)		,319	,005	,962	,031	,000
	N	105	105	105	105	105	105
x3.2	Pearson Correlation	-,098	1	,145	-,049	,015	,405**
	Sig. (2-tailed)	,319		,139	,616	,879	,000
	N	105	105	105	105	105	105
x3.3	Pearson Correlation	,275**	,145	1	-,216*	,120	,594**
	Sig. (2-tailed)	,005	,139		,027	,222	,000
	N	105	105	105	105	105	105
x3.4	Pearson Correlation	-,005	-,049	-,216*	1	,228*	,411**
	Sig. (2-tailed)	,962	,616	,027		,019	,000
	N	105	105	105	105	105	105
x3.5	Pearson Correlation	,211*	,015	,120	,228*	1	,545**
	Sig. (2-tailed)	,031	,879	,222	,019		,000
	N	105	105	105	105	105	105
x3	Pearson Correlation	,522**	,405**	,594**	,411**	,545**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	105	105	105	105	105	105

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

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

**Correlations**

		y.1	y.2	y.3	y.4	y
y.1	Pearson Correlation	1	,040	,040	-,274**	,352**
	Sig. (2-tailed)		,685	,689	,005	,000
	N	105	105	105	105	105
y.2	Pearson Correlation	,040	1	,228*	-,033	,508**
	Sig. (2-tailed)	,685		,019	,738	,000
	N	105	105	105	105	105
y.3	Pearson Correlation	,040	,228*	1	,205*	,788**
	Sig. (2-tailed)	,689	,019		,036	,000
	N	105	105	105	105	105
y.4	Pearson Correlation	-,274**	-,033	,205*	1	,432**
	Sig. (2-tailed)	,005	,738	,036		,000
	N	105	105	105	105	105
Y	Pearson Correlation	,352**	,508**	,788**	,432**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	105	105	105	105	105

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

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

### Lampiran 3: Uji Reliabilitas

#### **Product Ingredients (X1)**

##### **Reliability Statistics**

Cronbach's Alpha	N of Items
,673	4

#### **Islamic Branding (X2)**

##### **Reliability Statistics**

Cronbach's Alpha	N of Items
,614	5

#### **Keanekaragaman (X3)**

##### **Reliability Statistics**

Cronbach's Alpha	N of Items
,646	6

#### **Minat Beli (Y)**

##### **Reliability Statistics**

Cronbach's Alpha	N of Items
,664	5

#### Lampiran 4: Uji Normalitas

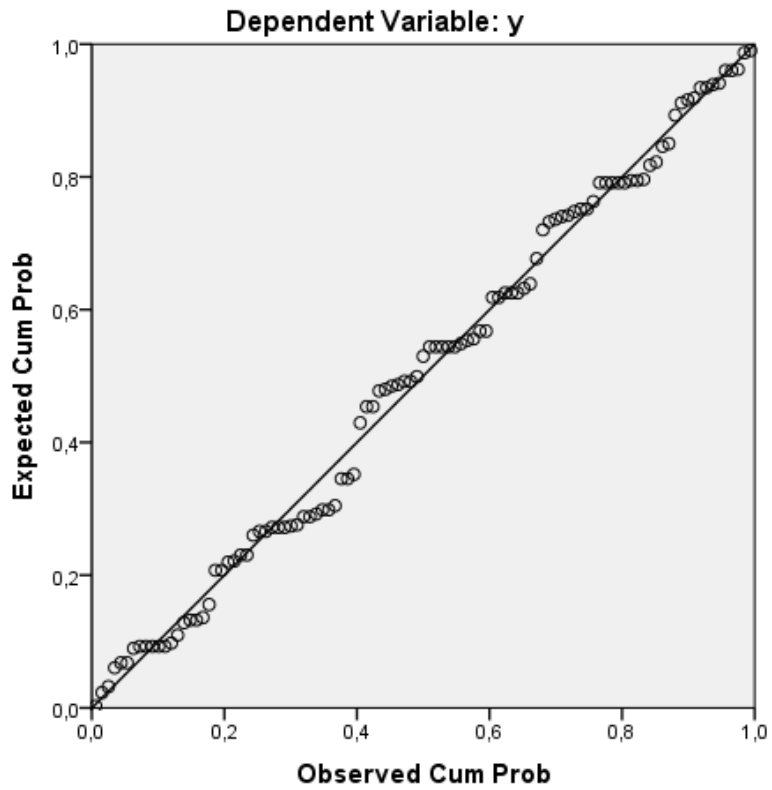
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		105
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	1,37322468
Most Extreme Differences	Absolute	,069
	Positive	,069
	Negative	-,050
Test Statistic		,069
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

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



**Normal P-P Plot of Regression Standardized Residual**



**Lampiran 5: Uji Linieritas**

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
y * x1	Between Groups	(Combined)	32,401	2	16,201	75,639	,000
		Linearity	28,164	1	28,164	131,497	,000
		Deviation from Linearity	4,237	1	4,237	19,781	,000
Within Groups			21,847	102	,214		
Total			54,248	104			

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
y * x2	Between	(Combined)	34,766	3	11,589	60,082	,000

Groups	Linearity	31,308	1	31,308	162,314	,000
	Deviation from Linearity	3,459	2	1,729	8,966	,000
Within Groups		19,481	101	,193		
Total		54,248	104			

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
y * x3	Between	(Combined)	28,608	4	7,152	27,895	,000
	Groups	Linearity	26,187	1	26,187	102,136	,000
		Deviation from Linearity	2,421	3	,807	3,148	,028
Within Groups			25,639	100	,256		
Total			54,248	104			

### Lampiran 6: Uji Multikolinieritas

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,515	,855		4,110	,000		
	x1	,278	,084	,329	3,301	,001	,327	3,062
	x2	,225	,103	,252	2,186	,031	,244	4,101
	x3	,325	,072	,350	4,493	,000	,536	1,865

a. Dependent Variable: y

### Lampiran 7: Uji Heteroskedastisitas

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,623	,532		-1,172	,244
	x1	-,062	,052	-,200	-1,178	,242
	x2	,105	,064	,322	1,642	,104
	x3	,018	,045	,054	,410	,683

a. Dependent Variable: RES2

### Lampiran 8: Uji Analisis Linier Berganda

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	3,515	,855		4,110	,000
	x1	,278	,084	,329	3,301	,001
	x2	,225	,103	,252	2,186	,031
	x3	,325	,072	,350	4,493	,000

a. Dependent Variable: y

### Lampiran 9: Uji F

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36,448	3	12,149	68,940	,000 <sup>b</sup>
	Residual	17,799	101	,176		
	Total	54,248	104			

a. Dependent Variable: y

b. Predictors: (Constant), x3, x1, x2

### Lampiran 10: Koefisien Determinasi ( $R^2$ )

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,820 <sup>a</sup>	,672	,662	,420

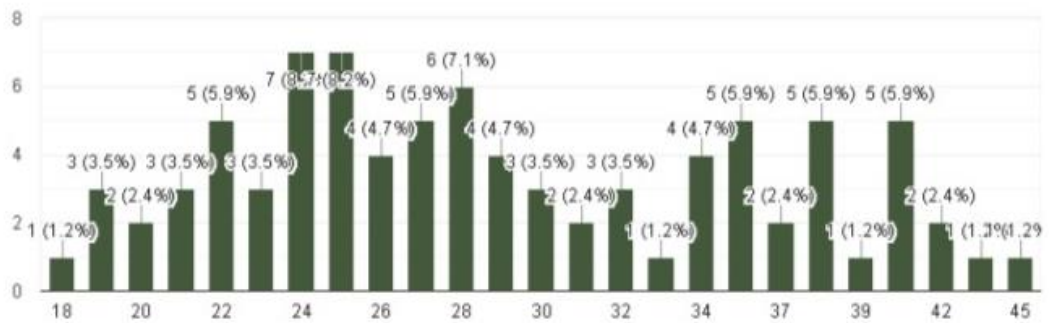
a. Predictors: (Constant), x3, x1, x2

b. Dependent Variable: y

### LAMPIRAN 11: DIAGRAM RESPONDEN MELALUI USIA

Usia

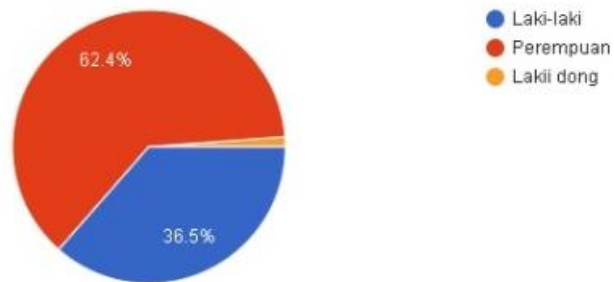
85 responses



### LAMPIRAN 12: DIAGRAM RESPONDEN MELALUI JENIS KELAMIN

Jenis Kelamin

85 responses



### Lampiran 13: Gambar Logo HNI/HPAI



**Lampiran 14: Hasil Dokumentasi**



## Surat Persetujuan Penelitian



**PT. Herba Penawar Alwahida Indonesia (HPAI)**

Jl. Kelapa Sawit Rayo blok H-11, Pondok Kelapa, Duren Sawit, Jakarta  
Timur 13450 Indonesia Telp. (0218) 6906645  
www.hpaindonesia.net



### SURAT KETERANGAN SURVEY PERUSAHAAN

Yang bertanda tangan di bawah ini :

Nama : Siti Aisyah, SE

Jabatan : Direktur PT. Herba Penawar Alwahida Indonesia

Dengan ini menerangkan bahwa :

Nama : Neng Ayu Wulandari S.

NIM : 201669100053

Angkatan/Semester : 2016/VIII

Dari Universitas Yudharta Pasuruan Jurusan Administrasi Bisnis telah melakukan kegiatan riset berupa wawancara tentang Product Ingredients (bahan produk), Islamic Branding, dan Keanekaragaman HPAI di Ds Suwayuwo Kec. Sukorejo Kab. Pasuruan untuk persyaratan pengajuan skripsi

Demikian surat keterangan ini dibuat untuk digunakan sebagaimana mestinya.

Sukorejo, 20 Agustus 2020

Siti Aisyah, SE

Direktur