

Lampiran I

KUESIONER **ANALISIS PERILAKU KONSUMEN TERHADAP** **KEPUTUSAN PEMBELIAN TAHU DI UD MAKMUR** **ABADI**

Kepada Yth.
Bapak / Ibu / Saudara / i
Karyawan dan Karyawati

Dengan hormat,

Sebelumnya saya mohon maaf jika telah mengganggu aktivitas keseharian Bapak / Ibu / Saudara / i. Pada kesempatan ini ijin saya mengajukan beberapa pertanyaan sehubungan dengan penelitian yang saya lakukan. Jawaban yang anda berikan tidak ada yang salah, karena semua jawaban benar, namun jawaban yang paling benar merupakan jawaban yang sesuai dengan keadaan yang sesungguhnya Bapak / Ibu / Saudara / i alami.

Demikian sekilas pengantar yang dapat saya berikan atas perhatian dan partisipasinya saya ucapkan terima kasih.

Identitas Responden :

1. Nama responden :
2. Jenis Kelamin :
 - a. Pria
 - b. Wanita
3. Pendidikan :
 - a. SLTP
 - b. SMU

4. Usia :
5. Pekerjaan :
6. Status tempat tinggal :
- c. Sarjana
 - a. IRT
 - b. karyawan
 - c. wirausaha
 - a. rumah sendiri
 - b. kost
 - c. kontraan

Petunjuk pengisian:

1. Mohon dijawab semua pertanyaan di bawah ini dengan memberi tanda silang (X) pada jawaban yang menurut anda paling sesuai atau benar.
2. Faktor-faktor yang mempengaruhi perilaku konsumen dalam pembelian tahu
Apakah setiap variable dibawah ini mempengaruhi keputusan anda dalam melakukan pembelian produk tahu
 - a. STS : sangat tidak setuju
 - b. TS : tidak setuju
 - c. CS : cukup setuju
 - d. S : setuju
 - e. SS : sangat setuju
- 3.

DAFTAR PERNYATAAN

NO	URAIAN	TANGGAPAN				
		SS	S	CS	TS	STS
	Rasa dan tekstur produk (X1)					
1	rasa dan tekstur sudah baik karena rasah yang					

	gurih dan tekstur yang lembut					
2	Rasa dan tekstur kurang baik karena rasa sedikit asam dan tekstur yang padat					
Skor		5	4	3	2	1

NO	URAIAN	TANGGAPAN				
Tampilan produk (X2)		SS	S	CS	TS	STS
1	Tampilan menarik karena sudah diberi kemasan dan label.					
2	Tampilan kurang menarik karena tidak ada kemasan dan label					
Skor		5	4	3	2	1

NO	URAIAN	TANGGAPAN				
Tingkat aksesibilitas(X3)		SS	S	CS	TS	STS
1	Kurang mudah karena akses untuk menuju ke UD Makmur Abadi cukup sulit untuk dijangkau untuk konsumen					
2	Mudah karena akses untuk menuju ke UD Makmur abadi dekat dengan jalan raya					
Skor		5	4	3	2	1

NO	URAIAN	TANGGAPAN				
	Harga tahu(X4)	SS	S	CS	TS	STS
1	Harga tahu yang ditawarkan murah					
2	harga yang ditawarkan belum dikatakan terjangkau bagi masyarakat menengah kebawah					
Skor		5	4	3	2	1

NO	URAIAN	TANGGAPAN				
	Tingkat pelayanan dan keramahan (X5)	SS	S	CS	TS	STS
2	Tingkat pelayanan dan keramahan sudah baik karena respon yang cepat dan baik diberikan kepada konsumen					
3	Tingkat pelayanan dan keramahan tidak baik karena terkadang respon lama dan konsumen sering menunggu dipelayani oleh produsen					
Skor		5	4	3	2	1

NO	URAIAN	TANGGAPAN				
	Perilaku konsumen(Y)	SS	S	CS	TS	STS
1	Saya membeli tahu di UD Makmur Abadi karena keinginan saya sendiri					

2	Saya membeli tahu di UD Makmur Abadi karena sudah mengetahui bahan yang digunakan aman untuk dikonsumsi					
Skor		5	4	3	2	1

Terima Kasih Atas Partisipasi Anda

Lampiran II

HASIL SKORING DATA

NO	X1	X2	X3	X4	X5	Y1
1	2	3	2	3	4	2
2	2	2	2	3	3	2
3	3	3	3	3	3	3
4	4	4	2	3	3	3
5	4	4	3	4	4	4
6	3	3	3	3	3	3
7	3	2	1	3	4	2
8	3	3	3	3	3	3
9	2	2	2	2	2	2
10	3	3	3	3	4	3
11	4	4	3	4	4	4
12	3	2	3	2	3	4
13	3	3	4	4	4	4
14	4	3	4	4	4	4
15	4	4	3	4	4	4
16	4	2	2	3	3	3
17	2	2	2	2	2	2
18	3	3	4	3	3	4
19	3	3	3	3	3	4
20	3	3	3	3	3	3
21	3	3	3	3	3	3
22	3	2	2	3	2	2
23	4	3	2	3	3	3
24	2	2	2	1	3	2
25	1	1	1	2	1	1
26	4	4	4	4	4	4
27	4	3	3	3	4	4

28	3	4	4	3	3	3
29	2	2	2	2	3	3
30	4	4	3	3	4	3

Lampiran III

Hasil uji SPSS

- Rasa dan tekstur (X1)

Correlations

		X1.1	X1.2	X1.3	TOTAL
X1.1	Pearson Correlation	1	.642**	.659**	.880**
	Sig. (2-tailed)		.000	.000	.000
	N	100	99	100	100
X1.2	Pearson Correlation	.642**	1	.560**	.845**
	Sig. (2-tailed)	.000		.000	.000
	N	99	99	99	99
TOTAL	Pearson Correlation	.880**	.845**	.850**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	99	100	100

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

Case Processing Summary

	N	%

Cases	Valid	99	99.0
	Excluded ^a	1	1.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.829	3

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	4.77	2.323	.736	.716
X1.2	4.83	2.429	.658	.792

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.695
Bartlett's Test of Sphericity	Approx. Chi-Square
	105.892
	df
	2
	Sig.
	.000

		X1.1	X1.2
Anti-image Covariance	X1.1	.459	-.227
	X1.2	-.227	.594

Anti-image Correlation	X1.1	.649 ^a	-.434
	X1.2	-.434	.746 ^a

Communalities

	Initial	Extraction
X1.1	1.000	.798
X1.2	1.000	.684

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1	2.200	73.321	73.321	2.200	73.321
2	.485	16.182	89.502			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
X1.1	.893
X1.2	.827

Extraction Method: Principal
Component Analysis.

a. 1 components extracted.

- Tampilan produk (X2)

Correlations

		X1.1	X1.2	X1.3	TOTAL
X1.1	Pearson Correlation	1	.573**	.626**	.831**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X1.2	Pearson Correlation	.573**	1	.721**	.885**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
TOTAL	Pearson Correlation	.831**	.885**	.899**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

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
.842	2

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	4.82	2.472	.646	.837
X1.2	4.80	2.101	.720	.769

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.708
Bartlett's Test of Sphericity Approx. Chi-Square	124.675
df	2
Sig.	.000

		X2.1	X2.2
Anti-image Covariance	X2.1	.577	-.115
	X2.2	-.115	.456
Anti-image Correlation	X2.1	.790 ^a	-.225
	X2.2	-.225	.695 ^a

Communalities

	Initial	Extraction
X2.1	1.000	.695
X2.2	1.000	.774

Extraction Method: Principal Component

Analysis.

Total Variance Explained

Component	Initial Eigenvalues	Extraction Sums of Squared Loadings

	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.282	76.070	76.070	2.282	76.070	76.070
2	.445	14.831	90.901			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
X2.1	.834
X2.2	.880

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

- Tingkat aksesibilitas (X3)

Correlations

		X3.1	X3.2	X3.3	TOTAL
X3.1	Pearson Correlation	1	.521**	.519**	.838**

	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X3.2	Pearson Correlation	.521 **	1	.453 **	.784 **
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
TOTAL	Pearson Correlation	.838 **	.784 **	.824 **	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

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
.746	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	4.41	2.265	.609	.616
X3.2	4.48	2.676	.558	.683

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.686
Bartlett's Test of Sphericity	Approx. Chi-Square
	67.616
	df
	2
	Sig.
	.000

		X3.1	X3.2
Anti-image Covariance	X3.1	.627	-.246
	X3.2	-.246	.683
Anti-image Correlation	X3.1	.659 ^a	-.376
	X3.2	-.376	.701 ^a

Communalities

	Initial	Extraction
X3.1	1.000	.705
X3.2	1.000	.647

Extraction Method: Principal

Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.996	66.544	66.544	1.996	66.544	66.544
2	.547	18.244	84.788			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
X3.1	.839
X3.2	.804

Extraction Method: Principal

Component Analysis.

a. 1 components extracted.

- Harga tahu (X4)

Correlations

		X4.1	X4.2	TOTAL
X4.1	Pearson Correlation	1	.530**	.877**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
X4.2	Pearson Correlation	.530**	1	.872**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
TOTAL	Pearson Correlation	.877**	.872**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

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

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
.693	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X4.1	2.41	.689	.530	.
X4.2	2.49	.717	.530	.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.500
Bartlett's Test of Sphericity	Approx. Chi-Square
	32.223
	df
	1
	Sig.
	.000

Anti-image Matrices

	X4.1	X4.2
Anti-image Covariance	X4.1	.719
		-.381

	X4.2	-0.381	.719
Anti-image Correlation	X4.1	.500 ^a	-.530
	X4.2	-.530	.500 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
X4.1	1.000	.765
X4.2	1.000	.765

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.530	76.525	76.525	1.530	76.525	76.525
2	.470	23.475	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1

X4.1	.875
X4.2	.875

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

- Tingkat pelayanan dan keramahan (X5)

Correlations

		X1.1	X1.2	TOTAL
X1.1	Pearson Correlation	1	.538**	.842**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
X1.2	Pearson Correlation	.538**	1	.908**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
TOTAL	Pearson Correlation	.842**	.908**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

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

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
.685	2

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	2.62	.945	.538	.
X1.2	2.58	.569	.538	.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.500
Bartlett's Test of Sphericity	Approx. Chi-Square
	df
	Sig.
	33.261
	1
	.000

Anti-image Matrices

	X1.1	X1.2
Anti-image Covariance X1.1	.711	-.382

	X1.2		-.382	.711
Anti-image Correlation	X1.1		.500 ^a	-.538
	X1.2		-.538	.500 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
X1.1	1.000	.769
X1.2	1.000	.769

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.538	76.881	76.881	1.538	76.881	76.881
2	.462	23.119	100.000			100.000

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1

X1.1	.877
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Extraction Method: Principal

Component Analysis.

a. 1 components extracted.

- Kelayakan plumbing (Y)

Correlations

		Y1	Y2	Y3	TOTAL
Y1	Pearson	1	.562**	.506**	.809**
	Correlation				
	Sig. (2-tailed)				
	N				
TOTAL	Pearson	.809**	.886**	.854**	1
	Correlation				
	Sig. (2-tailed)				
	N				

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

Case Processing Summary

		N	%
Cases	Valid	99	99.0
	Excluded ^a	1	1.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.809	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	4.94	2.690	.581	.813

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.686	
Bartlett's Test of Sphericity	Approx. Chi-Square	101.285
	df	2
	Sig.	.000

		Y1	Y2
Anti-image Covariance	Y1	.658	-.191
Anti-image Correlation	Y1	.784 ^a	-.344

Communalities

	Initial	Extraction
Y1	1.000	.636

Extraction Method: Principal

Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.170	72.345	72.345	2.170	72.345	72.345
2	.521	17.381	89.726			
3	.308	10.274	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Y1	.797

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

- Regresi
- Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.089	.204		.436	.664
X1	.492	.098	.464	5.019	.000
X2	-.082	.107	-.077	-.762	.448
X3	.501	.086	.481	5.814	.000
X4	.055	.097	.051	.569	.570
X5	.057	.099	.053	.571	.572

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	41.516	4	10.379	45.810	.000 ^b
Residual	21.524	95	.227		
Total	63.040	99			

a. Dependent Variable: Y1

b. Predictors: (Constant),X5, X4, X3, X1, X2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.812 ^a	.659	.644	.476

Lampiran IV

Lembar Bimbingan



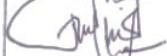
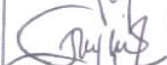
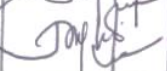
LEMBAR BIMBINGAN SKRIPSI

Nama : NURY MAS'UDAH

Nim : 201669030055

Jurusan : Teknik Industri

Judul : ANALISIS PERILAKU KONSUMEN TERHADAP
KEPUTUSAN PEMBELIAN TAHU DI UD. MAKMUR ABADI

Hari	Tanggal	BAB	Materi Bimbingan	T. Tangan Pembimbing
	04/juli		konsultasi skripsi	
	06/juli	I	revisi BAB	
	14/juli	II	revisi BAB	
	17/agst	III	revisi BAB	
	19/agst	4	revisi BAB	

21/agst	4	Revisi BAB 4	Definis
23/agst	4	Revisi perhitungan	Definis
02/sept	1	revisi tambahan	Definis
03/sept	3	konsultasi	Definis
05/sept		semua skripsi	Definis

Lampiran V

Dokumentasi



Gambar UKM Desa Sengonagung



Gambar proses penyaringan



Lampiran VI

CURRICULUM VITAE

Nama	: Nury Mas'udah	Foto
Tempat, Tgl Lahir	: Pasuruan, 25 November 1997	
Jenis Kelamin	: Perempuan	
Agama	: Islam	
Kewarganegaraan	: Indonesia	
Status	: Belum Nikah	
Perguruan Tinggi	: Universitas Yudharta Pasuruan	
Fakultas	: Teknik	
Jurusan	: Teknik Industri	
Telephone	: 081555410335	
Email	: Nurymas1997@gmail.com	
Alamat	: Beji Sumberuko Purwosari Pasuruan	

PENDIDIKAN

MI Miftahul Ulum	2005-2010 (Berijazah)
SMP Bhinneka Tunggal Ika	2010 - 2013 (Berijazah)
MA Darut Taqwa	2013-2016 (Berijazah)

PENGALAMAN AKADEMIK ORGANISASI

Anggota HIMTI	2017
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KEPRIBADIAAN

Saya memiliki kondisi kesehatan yang sangat baik, dan latar belakang keluarga yang mendoktrin saya untuk selalu disiplin waktu dalam segala hal. Saya terbiasa dengan dunia bisnis, Saya juga memiliki keahlian dalam berbisnis.
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KEMAMPUAN

Mengoperasikan Ms Word, Ms Exel, Ms Power Point..

Demikian daftar riwayat hidup saya, atas perhatiannya kami ucapkan terima kasih banyak.

Hormat saya

Nury Mas'udah