

LAMPIRAN



LAMPIRAN 1

**JURUSAN TEKNOLOGI PANGAN
FAKULTAS TEKNOLOGI PERTANIAN
UNIVERSITAS KATOLIK SOEGIJAPRANATA
SEMARANG**

Tujuan penelitian ini adalah untuk mengetahui preferensi konsumen dewasa terhadap produk ayam olahan restoran *fast food* dan tradisional. Kuesioner ini digunakan sebagai alat pengumpul data dalam memperoleh informasi tersebut. Dengan mengisi kuesioner ini maka anda telah membantu dalam penyelesaian skripsi ini. **Terima kasih.**

KUESIONER

Petunjuk : Berilah tanda [] pada jawaban yang paling benar menurut anda

A. Identitas Responden

1. Nama : _____
2. Jenis Kelamin : L / P
3. Usia : _____
4. Pendidikan : _____
5. Pekerjaan : _____
6. Pendapatan/bulan :
 - a. < Rp 500.000 []
 - b. Rp 500.000 – Rp 1.000.000 []
 - c. > Rp 1.000.000 []

B. Pertanyaan Umum

1. Apa alasan anda memilih makan di tempat ini ?
 - a. Kebutuhan []
 - b. Keinginan []Alasan lain :
2. Apakah anda sudah merencanakan makan ditempat ini sebelumnya ?
 - a. Merencanakan []
 - b. Tidak merencanakan []Kalau jawaban anda tidak, mengapa?
.....
4. Darimana anda memperoleh informasi tentang produk ayam olahan disini?
 - a. Dari Teman []
 - b. Dari Keluarga []
 - c. Dari Iklan []
 - d. Tahu sendiri []
5. Berapa kali anda mengkonsumsi produk ayam olahan disini dalam satu bulan?
 - a. Sering (> 3 kali) []
 - b. Kadang-kadang (3-4 kali) []
 - c. Jarang (< 3 kali) []

C. Wawancara Mengenai Preferensi Konsumen Terhadap Produk Ayam Olah

1. Bahan baku untuk produk ayam olahan yang lebih anda sukai ?

a. Ayam broiler (ayam potong) []

b. Ayam buras (ayam kampung) []

Lebih sering mengkonsumsi dari bahan baku :

Alasan.....

2. Anda lebih menyukai produk ayam olahan ?

a. *Fast food* impor []

b. Tradisional []

Lebih sering mengkonsumsi produk ayam olahan :

Alasan :

3. Jenis ayam olahan yang paling anda sukai ?

a. ayam goreng tepung [] d. ayam penyet []

b. ayam goreng [] e. lainnya :

c. ayam bakar []

4. Rasa apa yang paling anda sukai untuk produk ayam olahan ?

a. Manis [] c. Gurih []

b. Asin [] d. Pedas []

D. Wawancara Mengenai Penilaian Organoleptik Produk Ayam Olah

D.1. Rasa

1. Apakah anda menyukai rasa produk ayam olahan di tempat ini ?

a. Sangat suka sekali [] d. agak suka []

b. Sangat suka [] e. tidak suka []

c. Suka []

2. Bagaimana rasa bumbu produk ayam olahan di tempat ini ?

a. Sangat mantap sekali [] d. agak mantap []

b. Sangat mantap [] e. tidak mantap []

c. Mantap []

D.2. Aroma

1. Bagaimana tingkat ketajaman aroma sedap produk ayam yang anda konsumsi ?

a. sangat tajam sekali [] d. agak tajam []

b. sangat tajam [] e. tidak tajam []

c. tajam []

2. Aroma apa yang anda rasakan ketika mengkonsumsi produk ayam disini ?

a. aroma dominan bumbu []

b. aroma dominan ayam []

c. aroma bumbu + ayam []

E.Wawancara Mengenai Penilaian Cara Penyajian Produk Ayam Olah

1. Bagaimana cara penyajian produk ayam olahan di tempat ini ?

- a. sangat menarik sekali []
- b. sangat menarik []
- c. menarik []
- d. agak menarik []
- e. tidak menarik []

2. Bagaimana kepraktisan penyajian produk ayam olahan di tempat ini ?

- a. Sangat Praktis Sekali []
- b. Sangat Praktis []
- c. Praktis []
- d. agak praktis []
- e. tidak praktis []

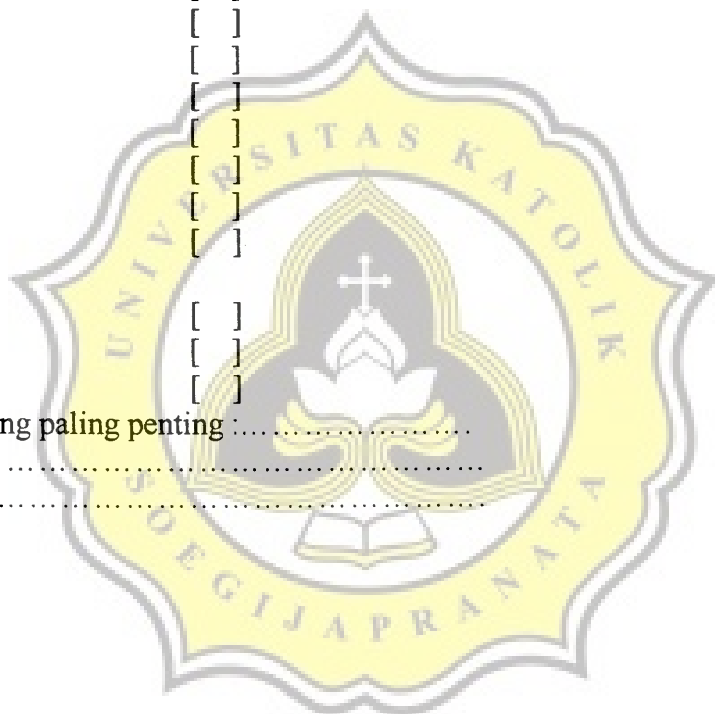
F. Atribut-Atribut Ayam Olah Yang Menurut Anda Terdapat di Restoran Ini?

- rasa sesuai selera orang dewasa []
- menu menarik []
- bumbu meresap []
- baunya sedap []
- daging empuk []
- cepat saji []
- tempat nyaman []
- tempat strategis []
- harga terjangkau []
- kepastian harga []
- ukuran produk ayam :
 - besar []
 - sedang []
 - kecil []

menurut anda atribut mana yang paling penting :.....

alasan :.....

.....



PREFERENSI KONSUMEN DEWASA TERHADAP PRODUK AYAM OLAHAN

A. IDENTITAS RESPONDEN

	Jumlah	Persentase
Jenis Kelamin		
Laki-laki	81	54
Perempuan	69	46
	150	
Usia		
21	7	4.666666667
22	20	13.33333333
23	12	8
24	9	6
25	10	6.666666667
26	4	2.666666667
27	7	4.666666667
28	6	4
29	6	4
30	10	6.666666667
31	5	3.333333333
32	5	3.333333333
33	3	2
34	4	2.666666667
35	8	5.333333333
36	5	3.333333333
37	3	2
38	2	1.333333333
39	2	1.333333333
40	4	2.666666667
41	1	0.666666667
42	2	1.333333333
43	2	1.333333333
44	1	0.666666667
45	5	3.333333333
46	0	0
47	1	0.666666667
48	3	2
49	0	0
50	1	0.666666667
51	0	0
52	1	0.666666667
53	0	0
54	0	0
55	0	0
56	0	0
57	0	0
58	1	0.666666667
59	0	0
60	0	0
>60	0	0
	150	

Pendidikan		
S2	2	1.333333333
S1	65	43.33333333
D3	21	14
SMU	57	38
SMP	4	2.666666667
SD	1	0.666666667
	150	
Pendapatan/bulan		
< 500.000	33	22
500.000 - 1.000.000	41	27.33333333
> 1.000.000	76	50.66666667
	150	

B. PERTANYAAN UMUM

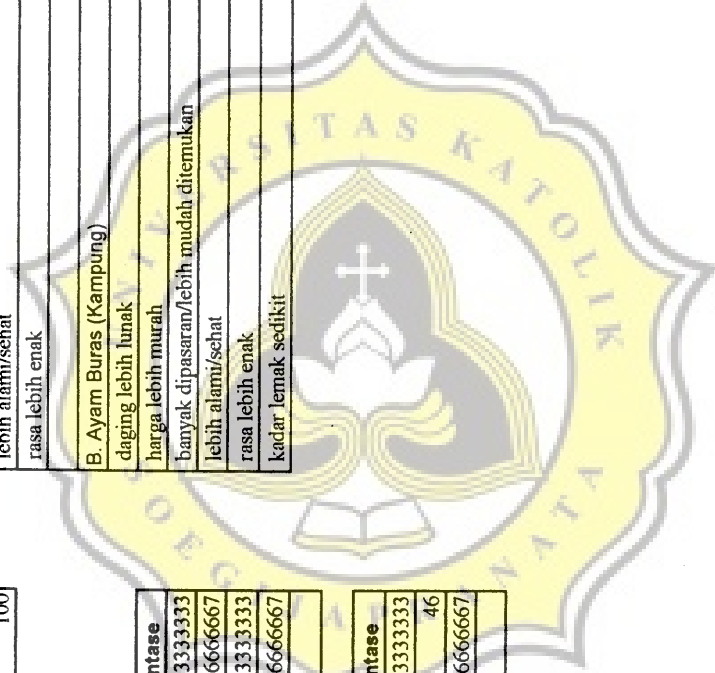
	Jumlah	Persentase
1. Alasan Keadatangan		
Keinginan	115	76.66666667
Kebutuhan	35	23.33333333
	150	
Alasan lain		
variasi makan	13	12.14953271
dijajak anak	10	9.345794393
dijajak teman	12	11.21495327
ada reuni	3	2.803738318
suka makan ayam goreng	9	8.411214953
harga murah	8	7.476635514
praktis	11	10.28037383
tempat terkenal	15	14.01869159
tempat nyaman	12	11.21495327
sesuai selera	14	13.08411215
	107	

2. Merencanakan makan	Jumlah	Persentase
Merencanakan	75	50
Tidak merencanakan	75	50
	150	
Alasan (Jawaban Tidak)		
kebutuhan lewat	44	58.66666667
diajak orang lain	12	16
restoran lain penuh	4	5.333333333
terbiasa kesini	5	6.666666667
tempat strategis	10	13.33333333
	75	100

3. Sumber Informasi	Jumlah	Persentase
Dari Teman	23	15.33333333
Dari Keluarga	13	8.666666667
Dari Iklan	32	21.33333333
Tahu Sendiri	82	54.66666667
	150	

4. Frekuensi Mengonsumsi Ayam	Jumlah	Persentase
Sering	20	13.33333333
Kadang-Kadang	69	46
Jarang	61	40.66666667
	150	

1. Bahan Baku Ayam Yang Disukai	Jumlah	Persentase
Ayam Broiler (Ayam Potong)	24	16
Ayam Buras (Kampung)	126	84
	150	
Lebih Sering Mengonsumsi		
A. Ayam Broiler (Ayam Potong)	41	27.33333333
ukuran daging besar	13	
daging lebih lunak	7	
harga lebih murah	7	
banyak dipasarkan/lebih mudah ditemukan	17	
lebih alami/sehat	0	
rasa lebih enak	7	
B. Ayam Buras (Kampung)	109	72.66666667
daging lebih lunak	3	
harga lebih murah	1	
banyak dipasarkan/lebih mudah ditemukan	1	
lebih alami/sehat	48	
rasa lebih enak	53	
kadar lemak sedikit	16	



Tradisional	115	76.66666667
	150	
Lebih Sering Mengonsumsi		
A. Fast Food Import	36	24
restoran banyak & sering dijumpai	6	
lebih praktis	20	
lebih sehat, ada sayuran	1	
rasa lebih enak	12	
lebih sesuai selera	3	
tempat strategis	4	
B. Tradisional	114	76
bumbunya lebih khas	20	
bumbu lebih meresap + mantap	25	
restoran banyak & sering dijumpai	3	
lebih praktis	1	
lebih sehat, ada sayuran	37	
rasa lebih enak	19	
lebih sesuai selera	20	
tempat strategis	7	

Ayam Goreng	46	30.66666667
Ayam Bakar	56	37.33333333
Ayam Penyet	7	4.66666667
	150	
4. Rasa Yang Paling Disukai Untuk Produk Ayam Olahahan	Jumlah	Persentase
Manis	19	12.66666667
Asin	15	10
Gurih	86	57.33333333
Pedas	30	20
	150	



D. 1. Organoleptik Rasa

Tingkat kesukaan Rasa Ayam Olahhan	Jumlah	Persentase
Tidak suka	1	0.666666667
Agak suka	17	11.33333333
Suka	96	64
Sangat suka	21	14
Sangat suka sekali	15	10
	150	

Tingkat Kematapan Rasa Bumbu Ayam Olahhan	Jumlah	Persentase
Tidak mantap	4	2.666666667
Agak mantap	24	16
Mantap	94	62.66666667
Sangat mantap	17	11.33333333
Sangat mantap sekali	11	7.333333333
	150	

D. 2. Organoleptik Aroma

Tingkat Ketajaman Aroma Sedap Ayam Olahhan	Jumlah	Persentase
Tidak tajam	16	10.66666667
Agak tajam	46	30.66666667
Tajam	65	43.33333333
Sangat tajam	14	9.333333333
Sangat tajam sekali	9	6
	150	

Aroma Ayam Olahhan Yang Dirasakan	Jumlah	Persentase
Aroma dominan bumbu	86	57.33333333
Aroma dominan ayam	42	28
Aroma bumbu + ayam	22	14.66666667
	150	

E. Cara Penyajian

Daya Tarik Cara Penyajian Ayam Olahhan	Jumlah	Persentase
Tidak menarik	6	4
Agak menarik	30	20
Menarik	82	54.66666667
Sangat menarik	27	18
Sangat menarik sekali	5	3.333333333
	150	

Tingkat Kepraktisan Penyajian Ayam Olahhan	Jumlah	Persentase
Tidak praktis	0	0
Agak praktis	15	10
Praktis	98	65.33333333
Sangat praktis	32	21.33333333
Sangat praktis sekali	5	3.333333333
	150	

F. Atribut-atribut yang ada di restoran	ADA	TIDAK ADA	Jumlah
rasa sesuai selera orang dewasa	102	48	150
menu menarik (tersedia paket ekonomis)	95	55	150
bumbu meresap	107	43	150
bau sedap	88	62	150
daging empuk	131	19	150
cepat saji	130	20	150
tempat nyaman	125	25	150
tempat strategis	111	39	150
harga terjangkau	114	36	150
kepastian harga	87	63	150

ukuran produk ayam : - besar	18
- sedang	125
- kecil	7
	150

bumbu meresap	27	18
bau sedap	2	1.333333333
daging empuk	4	2.666666667
cepat saji	20	13.333333333
tempat nyaman	16	10.666666667
tempat strategis	6	4
harga terjangkau	13	8.666666667
kepastian harga	3	2
ukuran produk ayam	2	1.333333333
	150	



Tingkat kesukaan Rasa Ayam Olahhan	Jumlah	Persentase
Tidak suka	1	0.666666667
Agak suka	11	7.333333333
Suka	51	34
Sangat suka	9	6
Sangat suka sekali	3	2
	75	50

Tingkat Kemantapan Rasa Bumbu Ayam Olahhan	Jumlah	Persentase
Tidak mantap	3	2
Agak mantap	15	10
Mantap	47	31.33333333
Sangat mantap	9	6
Sangat mantap sekali	1	0.666666667
	75	50

C. 2. Organoleptik Aroma

Tingkat Ketajaman Aroma Sedap Ayam Olahhan	Jumlah	Persentase
Tidak tajam	10	6.666666667
Agak tajam	25	16.66666667
Tajam	30	20
Sangat tajam	8	5.333333333
Sangat tajam sekali	2	1.333333333
	75	50

Aroma Ayam Olahhan Yang Dirasakan	Jumlah	Persentase
Aroma dominan bumbu	48	32
Aroma dominan ayam	21	14
Aroma bumbu + ayam	6	4
	75	50

D. Cara Penyajian Restoran Fast Food

Daya Tarik Cara Penyajian Ayam Olahhan	Jumlah	Persentase
Tidak menarik	4	2.666666667
Agak menarik	15	10
Menarik	45	30
Sangat menarik	11	7.333333333
Sangat menarik sekali	0	0
	75	50

Tingkat Kepraktisan Penyajian Ayam Olahhan	Jumlah	Persentase
Tidak praktis	0	0
Agak praktis	4	2.666666667
Praktis	54	36
Sangat praktis	15	10
Sangat praktis sekali	2	1.333333333
	75	50

Tingkat kesukaan Rasa Ayam Olahhan	Jumlah	Persentase
Tidak suka	0	0
Agak suka	6	4
Suka	45	30
Sangat suka	12	8
Sangat suka sekali	12	8
	75	50

Tingkat Kemantapan Rasa Bumbu Ayam Olahhan	Jumlah	Persentase
Tidak mantap	1	0.666666667
Agak mantap	9	6
Mantap	47	31.33333333
Sangat mantap	8	5.333333333
Sangat mantap sekali	10	6.666666667
	75	50

C. 2. Organoleptik Aroma

Tingkat Ketajaman Aroma Sedap Ayam Olahhan	Jumlah	Persentase
Tidak tajam	6	4
Agak tajam	21	14
Tajam	35	23.33333333
Sangat tajam	6	4
Sangat tajam sekali	7	4.666666667
	75	50

Aroma Ayam Olahhan Yang Dirasakan	Jumlah	Persentase
Aroma dominan bumbu	38	25.33333333
Aroma dominan ayam	21	14
Aroma bumbu + ayam	16	10.66666667
	75	50

D. Cara Penyajian Restoran Tradisional

Daya Tarik Cara Penyajian Ayam Olahhan	Jumlah	Persentase
Tidak menarik	2	1.333333333
Agak menarik	15	10
Menarik	37	24.66666667
Sangat menarik	16	10.66666667
Sangat menarik sekali	5	3.333333333
	75	50

Tingkat Kepraktisan Penyajian Ayam Olahhan	Jumlah	Persentase
Tidak praktis	0	0
Agak praktis	11	7.333333333
Praktis	44	29.33333333
Sangat praktis	17	11.33333333
Sangat praktis sekali	3	2
	75	50

E. Atribut-atribut yang ada di restoran	ADA	TIDAK ADA	Jumlah
rasa sesuai selera orang dewasa	32	43	75
menu menarik (tersedia paket ekonomis)	49	26	75
bumbu meresap	43	32	75
bau sedap	34	41	75
daging empuk	65	10	75
cepat saji	69	6	75
tempat nyaman	59	16	75
tempat strategis	56	19	75
harga terjangkau	56	19	75
kepastian harga	72	3	75

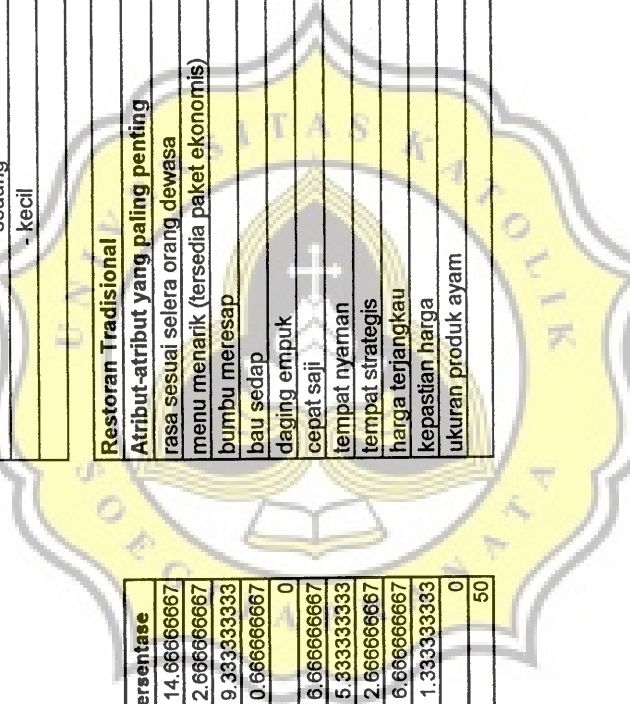
ukuran produk ayam : - besar	8
- sedang	66
- kecil	1
	75

E. Atribut-atribut yang ada di restoran	ADA	TIDAK ADA	Jumlah
rasa sesuai selera orang dewasa	70	5	75
menu menarik (tersedia paket ekonomis)	46	29	75
bumbu meresap	64	11	75
bau sedap	54	21	75
daging empuk	66	9	75
cepat saji	61	14	75
tempat nyaman	66	9	75
tempat strategis	55	20	75
harga terjangkau	58	17	75
kepastian harga	15	60	75

ukuran produk ayam : - besar	10
- sedang	59
- kecil	6
	75

Restoran Fast Food	Jumlah	Persentase
Atribut-atribut yang paling penting	22	14.66666667
rasa sesuai selera orang dewasa	4	2.666666667
menu menarik (tersedia paket ekonomis)	14	9.333333333
bumbu meresap	1	0.666666667
bau sedap	0	0
daging empuk	10	6.666666667
cepat saji	8	5.333333333
tempat nyaman	4	2.666666667
tempat strategis	10	6.666666667
harga terjangkau	2	1.333333333
kepastian harga	0	0
ukuran produk ayam	75	50

Restoran Tradisional	Jumlah	Persentase
Atribut-atribut yang paling penting	28	18.66666667
rasa sesuai selera orang dewasa	3	2
menu menarik (tersedia paket ekonomis)	13	8.666666667
bumbu meresap	1	0.666666667
bau sedap	4	2.666666667
daging empuk	10	6.666666667
cepat saji	8	5.333333333
tempat nyaman	2	1.333333333
tempat strategis	3	2
harga terjangkau	1	0.666666667
kepastian harga	2	1.333333333
ukuran produk ayam	75	50



EMPIRAN 3

Perhitungan Jumlah Sampel

Perhitungan jumlah sampel ini dilakukan dengan tingkat keyakinan 95%, dan tingkat kesalahan penarikan sampel lebih kecil dari 0,1 atau 10%

rumus yang digunakan untuk mengetahui banyaknya responden yang harus diinterview adalah sebagai berikut:

$$n = P (1 - P) \left\{ \frac{Z_{\alpha/2}}{\varepsilon} \right\}^2$$

mana:

- = jumlah sampel
- = proporsi responden
- = tingkat keyakinan
- = tingkat ketelitian

Kesukaan Terhadap Bahan Baku Ayam Kampung

diketahui: $\alpha = 0,05$

$\varepsilon = 0,1$ (10%)

$P = 0,84$ (84%)

tanya: $n = ?$

jawab:

$$\frac{\alpha}{2} = \frac{0,05}{2} = 0,025$$

$\alpha/2 = 1 - 0,025 = 0,975 \rightarrow$ dari tabel Z (*one-tailed*) diperoleh nilai $Z_{\alpha/2} = 1,96$

$$= 0,84 (1 - 0,84) \left\{ \frac{1,96}{0,1} \right\}^2$$

$= 51,63 \approx 52$ orang

Kesukaan Terhadap Jenis Ayam Olahan Restoran Tradisional

diketahui: $\alpha = 0,05$

$\varepsilon = 0,1$ (10%)

$P = 0,767$ (76,7%)



tanya: $n = ?$

wab:

$$= 0,767 (1 - 0,767) \left\{ \frac{1,96}{0,1} \right\}^2$$

$\approx 68,7 \approx 69$ orang

Kesukaan Terhadap Jenis Produk Ayam Bakar

ketahui: $\alpha = 0,05$

$\epsilon = 0,1$ (10%)

$P = 0,373$ (37,3%)

tanya: $n = ?$

wab:

$$= 0,373 (1 - 0,373) \left\{ \frac{1,96}{0,1} \right\}^2$$

$\approx 89,8 \approx 90$ orang

Kesukaan Terhadap Rasa Gurih Untuk Produk Ayam Olahan

ketahui: $\alpha = 0,05$

$\epsilon = 0,1$ (10%)

$P = 0,573$ (57,3%)

tanya: $n = ?$

wab:

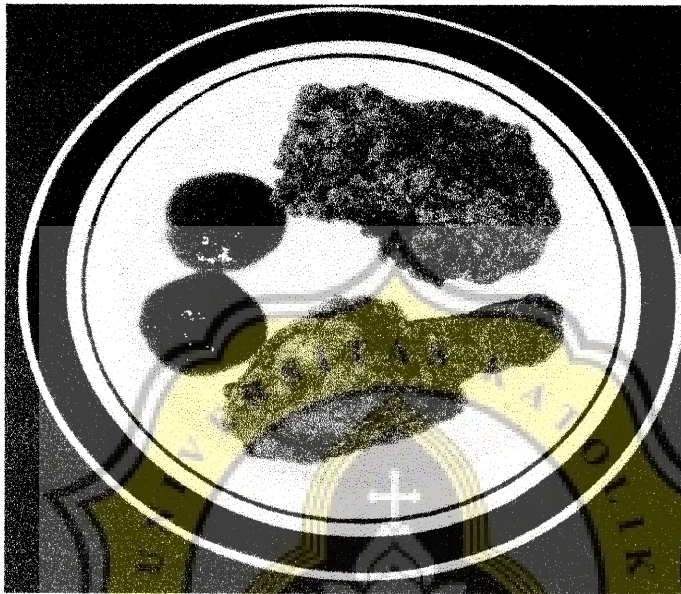
$$= 0,573 (1 - 0,573) \left\{ \frac{1,96}{0,1} \right\}^2$$

≈ 94 orang



LAMPIRAN 4. Gambar Produk Ayam Olah Restoran *Fast Food* dan Produk Ayam Olah Restoran Tradisional

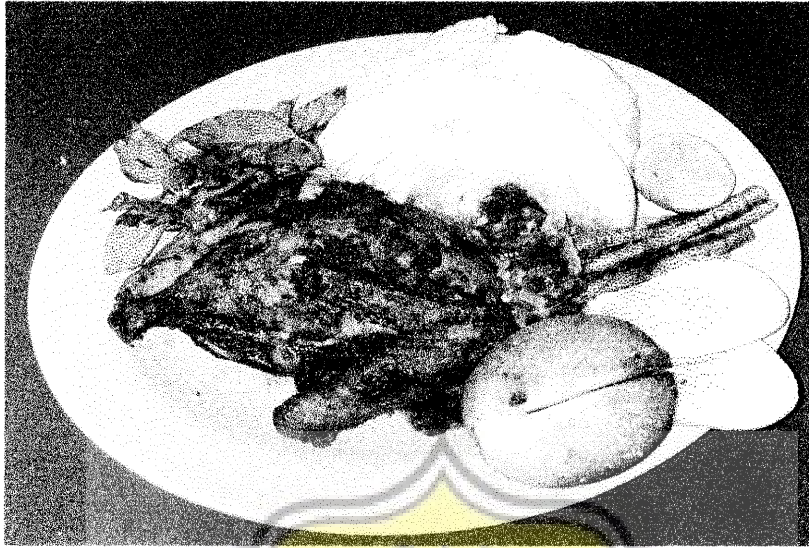
Produk Ayam Olah Restoran *Fast Food*



Produk : Ayam Goreng Tepung

Bahan Baku : Ayam Broiler

Produk Ayam Olahan Restoran Tradisional



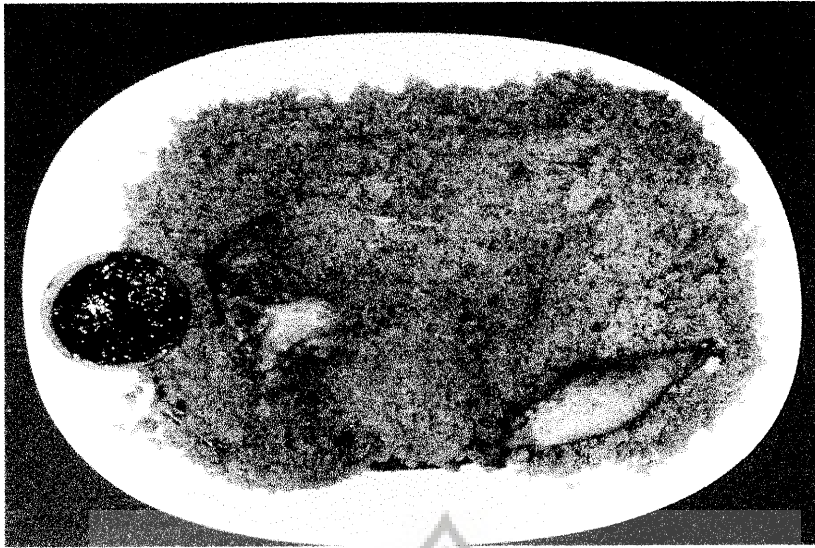
Produk : Ayam Penyet

Bahan Baku : Ayam Kampung

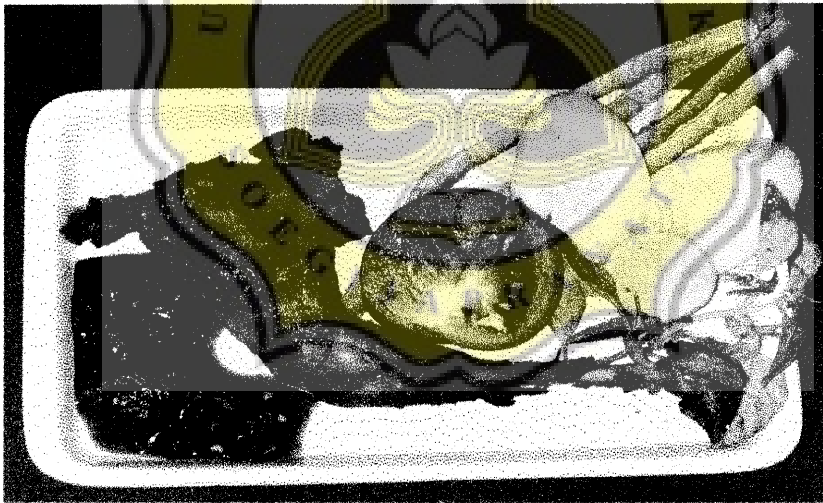


Produk : Ayam Bakar

Bahan Baku : Ayam Kampung



Produk : Ayam Goreng
Bahan baku : Ayam Kampung



Produk : Ayam Goreng
Bahan baku : Ayam Kampung



EMPIRAN 5

Uji Validitas dan Reliabilitas

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Alpha if Deleted
TK_RASA	11.8867	5.2153	.5428	.4691	.6306
TK_BUMBU	12.0533	4.9233	.6131	.5148	.5990
TK_AROMA	12.4067	4.9140	.4427	.2244	.6799
DAYA_TRK	12.1333	5.2975	.4915	.2861	.6511
TK_PRAKT	11.9200	6.5439	.2647	.0975	.7281

- LEJENDAR: TK_RASA = Tingkat Kesukaan Rasa
 TK_BUMBU = Tingkat Kemantapan Bumbu
 TK_AROMA = Tingkat Ketajaman Aroma
 DAYA_TRK = Daya Tarik Penyajian
 TK_PRAKT = Tingkat Kepraktisan Penyajian

Analysis of Variance

Source of Variation	Sum of Sq.	DF	Mean Square	F	Prob.
Between People	233.5000	149	1.5671		
Within People	297.2000	600	.4953		
Between Measures	25.9867	4	6.4967	14.2766	.0000
Individual	271.2133	596	.4551		
Total	530.7000	749	.7085		
Grand Mean	3.0200				

Reliability Coefficients

5 items

Alpha = .7096

Standardized item alpha = .7074

LAMPIRAN 6

Hasil Uji Chi Square

Perbedaan Penilaian Atribut Yang Terdapat Di Restoran Fast Food dan Tradisional

Chi-Square Test

Frequencies

RASA

	Observed N	Expected N	Residual
fast food	32	51.0	-19.0
tradisional	70	51.0	19.0
Total	102		

MENU

	Observed N	Expected N	Residual
fast food	49	47.5	1.5
tradisional	46	47.5	-1.5
Total	95		

BUMBU

	Observed N	Expected N	Residual
fast food	43	53.5	-10.5
tradisional	64	53.5	10.5
Total	107		

BAU

	Observed N	Expected N	Residual
fast food	34	44.0	-10.0
tradisional	54	44.0	10.0
Total	88		

EMPUK

	Observed N	Expected N	Residual
fast food	65	65.5	-.5
tradisional	66	65.5	.5
Total	131		

CPTSAJI

	Observed N	Expected N	Residual
fast food	69	65.0	4.0
tradisional	61	65.0	-4.0
Total	130		

NYAMAN

	Observed N	Expected N	Residual
fast food	59	62.5	-3.5
tradisional	66	62.5	3.5
Total	125		

STRAGS

	Observed N	Expected N	Residual
fast food	56	55.5	.5
tradisional	55	55.5	-0.5
Total	111		

HARGA

	Observed N	Expected N	Residual
fast food	56	57.0	-1.0
tradisional	58	57.0	1.0
Total	114		

PASTI

	Observed N	Expected N	Residual
fast food	72	43.5	28.5
tradisional	15	43.5	-28.5
Total	87		

UK_BSR

	Observed N	Expected N	Residual
fast food	8	9.0	-1.0
tradisional	10	9.0	1.0
Total	18		

UK_SDG

	Observed N	Expected N	Residual
fast food	66	62.5	3.5
tradisional	59	62.5	-3.5
Total	125		

UK_KCL

	Observed N	Expected N	Residual
fast food	1	3.5	-2.5
tradisional	6	3.5	2.5
Total	7		

Test Statistics

	RASA	MENU	BUMBU	BAU	EMPUK	CPTSAJI	NYAMAN
Chi-Square ^{a,b}	14.157	.095	4.121	4.545	.008	.492	.392
df	1	1	1	1	1	1	1
Asymp. Sig.	.000	.758	.042	.033	.930	.483	.531

Test Statistics

	STRAGS	HARGA	PASTI	UK BSR	UK SDG	UK KCL
Chi-Square ^{a,b}	.009	.035	37.345	.222	.392	3.571
df	1	1	1	1	1	1
Asymp. Sig.	.924	.851	.000	.637	.531	.059

- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 51.0.
- b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 47.5.
- c. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 53.5.
- d. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 44.0.
- e. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 65.5.
- f. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 65.0.
- g. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 62.5.
- h. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 55.5.
- i. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 57.0.
- j. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 43.5.
- k. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 9.0.
- l. 2 cells (100.0%) have expected frequencies less than 5. The minimum expected cell frequency is 3.5.

LAMPIRAN 7

Hasil Uji Spearman Correlation

Antara Usia Dengan Frekuensi Konsumsi

Correlations

			FREKUENS	USIA
Spearman's rho	FREKUENS	Correlation Coefficient	1.000	.112
		Sig. (2-tailed)	.	.172
		N	150	150
	USIA	Correlation Coefficient	.112	1.000
		Sig. (2-tailed)	.172	.
		N	150	150

Antara Tingkat Pendidikan Akhir Dengan Frekuensi Konsumsi

Correlations

			FREKUENS	PENDDIK
Spearman's rho	FREKUENS	Correlation Coefficient	1.000	-.016
		Sig. (2-tailed)	.	.842
		N	150	150
	PENDDIK	Correlation Coefficient	-.016	1.000
		Sig. (2-tailed)	.842	.
		N	150	150

Antara Pendapatan Dengan Frekuensi Konsumsi

Correlations

			FREKUENS	PENDPTN
Spearman's rho	FREKUENS	Correlation Coefficient	1.000	.168*
		Sig. (2-tailed)	.	.040
		N	150	150
	PENDPTN	Correlation Coefficient	.168*	1.000
		Sig. (2-tailed)	.040	.
		N	150	150

*. Correlation is significant at the .05 level (2-tailed).

Sebaran Responden Menurut Usia dan Frekuensi Konsumsi

USIA * FREKUENS Crosstabulation

			FREKUENS			Total
			Jarang	Kadang-Kadang	Sering	
USIA	Dewasa awal (21 - 39)	Count	55	59	14	128
		Expected Count	52.9	58.9	16.2	128.0
	Dewasa tengah (40 - 60)	Count	7	10	5	22
		Expected Count	9.1	10.1	2.8	22.0
Total		Count	62	69	19	150
		Expected Count	62.0	69.0	19.0	150.0

Sebaran Responden Menurut Tingkat Pendidikan Akhir dan Frekuensi Konsumsi

PENDDIK * FREKUENS Crosstabulation

			FREKUENS			Total
			Jarang	Kadang-Kadang	Sering	
PENDDIK	SD	Count	0	0	1	1
		Expected Count	.4	.5	.1	1.0
	SMP	Count	2	1	1	4
		Expected Count	1.7	1.8	.5	4.0
	SMU	Count	24	25	7	56
		Expected Count	23.1	25.8	7.1	56.0
	D3	Count	9	10	3	22
		Expected Count	9.1	10.1	2.8	22.0
	S1	Count	26	32	7	65
		Expected Count	26.9	29.9	8.2	65.0
	S2	Count	1	1	0	2
		Expected Count	.8	.9	.3	2.0
Total		Count	62	69	19	150
		Expected Count	62.0	69.0	19.0	150.0

Sebaran Responden Menurut Pendapatan Per Bulan dan Frekuensi Konsumsi

PENDPTN * FREKUENS Crosstabulation

			FREKUENS			Total
			Jarang	Kadang-Kadang	Sering	
PENDPTN <500.000	Count	17	13	3	33	
	Expected Count	13.6	15.2	4.2	33.0	
500.000 - 1.000.000	Count	19	19	3	41	
	Expected Count	16.9	18.9	5.2	41.0	
>1.000.000	Count	26	37	13	76	
	Expected Count	31.4	35.0	9.6	76.0	
Total	Count	62	69	19	150	
	Expected Count	62.0	69.0	19.0	150.0	



LAMPIRAN 8

Hasil Uji Koefisien Kontingensi

Hubungan Antara Jenis Kelamin Dengan Frekuensi Konsumsi

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
JNS_KEL * FREKUENSI	150	45.3%	181	54.7%	331	100.0%

JENIS KELAMIN * FREKUENSI Crosstabulation

			FREKUENSI			Total
			Jarang	Kadang-Kadang	Sering	
JNS_KEL	perempuan	Count	32	29	8	69
		Expected Count	28.5	31.7	8.7	69.0
	laki-laki	Count	30	40	11	81
		Expected Count	33.5	37.3	10.3	81.0
Total		Count	62	69	19	150
		Expected Count	62.0	69.0	19.0	150.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.340 ^a	2	.512
Likelihood Ratio	1.340	2	.512
Linear-by-Linear Association	1.037	1	.309
N of Valid Cases	150		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.74.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.094	.512
N of Valid Cases	150	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

Hubungan Antara Frekuensi Konsumsi Dengan Sumber Informasi

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
FREKUENSI * S_INFORM	150	45.3%	181	54.7%	331	100.0%

FREKUENSI * SUMBER INFORMASI Crosstabulation

			SUMBER INFORMASI				Total
			Teman	Keluarga	Iklan	Tahu sendiri	
FREKUENSI	Jarang	Count	14	5	13	30	62
		Expected Count	9.5	5.4	13.2	33.9	62.0
	Kadang	Count	8	7	14	40	69
		Expected Count	10.6	6.0	14.7	37.7	69.0
	Sering	Count	1	1	5	12	19
		Expected Count	2.9	1.6	4.1	10.4	19.0
Total		Count	23	13	32	82	150
		Expected Count	23.0	13.0	32.0	82.0	150.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.559 ^a	6	.474
Likelihood Ratio	5.798	6	.446
Linear-by-Linear Association	4.088	1	.043
N of Valid Cases	150		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 1.65.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.189	.474
N of Valid Cases		150	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

KARAKTERISTIK INDIVIDU DENGAN SUMBER INFORMASI

1. Hubungan Antara Jenis Kelamin Dengan Sumber Informasi

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
JNS_KEL * S_INFORM	150	45.3%	181	54.7%	331	100.0%

JENIS KELAMIN * SUMBER INFORMASI Crosstabulation

			SUMBER INFORMASI				Total
			Teman	Keluarga	Iklan	Tahu sendiri	
JNS_KEL	perempuan	Count	13	3	16	37	69
		Expected Count	10.6	6.0	14.7	37.7	69.0
	laki-laki	Count	10	10	16	45	81
		Expected Count	12.4	7.0	17.3	44.3	81.0
Total		Count	23	13	32	82	150
		Expected Count	23.0	13.0	32.0	82.0	150.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.007 ^a	3	.261
Likelihood Ratio	4.190	3	.242
Linear-by-Linear Association	.145	1	.703
N of Valid Cases	150		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.98.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.161	.261
N of Valid Cases		150	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

2. Hubungan Antara Usia Dengan Sumber Informasi

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
USIA * S_INFORM	150	45.3%	181	54.7%	331	100.0%

USIA * SUMBER INFORMASI Crosstabulation

			SUMBER INFORMASI				Total
			Teman	Keluarga	Iklan	Tahu sendiri	
USIA	Dewasa awal (21 - 39)	Count	17	12	31	68	128
		Expected Count	19.6	11.1	27.3	70.0	128.0
	Dewasa tengah (40 - 60)	Count	6	1	1	14	22
		Expected Count	3.4	1.9	4.7	12.0	22.0
Total		Count	23	13	32	82	150
		Expected Count	23.0	13.0	32.0	82.0	150.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.687 ^a	3	.083
Likelihood Ratio	7.756	3	.051
Linear-by-Linear Association	.244	1	.622
N of Valid Cases	150		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 1.91.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.207	.083
N of Valid Cases	150	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

3. Hubungan Antara Tingkat Pendidikan Akhir Dengan Sumber Informasi

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
PENDDIKAN * S_INFORM	150	45.3%	181	54.7%	331	100.0%

PENDDIKAN * SUMBER INFORMASI Crosstabulation

			SUMBER INFORMASI				Total
			Teman	Keluarga	Iklan	Tahu sendiri	
PENDDIKAN	SD	Count	0	0	0	1	1
		Expected Count	.2	.1	.2	.5	1.0
	SMP	Count	1	0	2	1	4
		Expected Count	.6	.3	.9	2.2	4.0
	SMU	Count	8	4	10	34	56
		Expected Count	8.6	4.9	11.9	30.6	56.0
	D3	Count	4	6	7	5	22
		Expected Count	3.4	1.9	4.7	12.0	22.0
	S1	Count	10	3	13	39	65
		Expected Count	10.0	5.6	13.9	35.5	65.0
	S2	Count	0	0	0	2	2
		Expected Count	.3	.2	.4	1.1	2.0
Total		Count	23	13	32	82	150
		Expected Count	23.0	13.0	32.0	82.0	150.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.912 ^a	15	.110
Likelihood Ratio	21.151	15	.132
Linear-by-Linear Association	.116	1	.733
N of Valid Cases	150		

a. 16 cells (66.7%) have expected count less than 5. The minimum expected count is .09.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.357	.110
N of Valid Cases		150	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

4. Hubungan Antara Pendapatan Dengan Sumber Informasi

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
PENDAPATAN * S_INFORM	150	45.3%	181	54.7%	331	100.0%

PENDAPATAN * SUMBER INFORMASI Crosstabulation

			SUMBER INFORMASI				Total
			Teman	Keluarga	Iklan	Tahu sendiri	
PENDAPATAN <500.000	Count	4	3	7	19	33	
	Expected Count	5.1	2.9	7.0	18.0	33.0	
500.000 - 1.000.000	Count	6	4	7	24	41	
	Expected Count	6.3	3.6	8.7	22.4	41.0	
>1.000.000	Count	13	6	18	39	76	
	Expected Count	11.7	6.6	16.2	41.5	76.0	
Total	Count	23	13	32	82	150	
	Expected Count	23.0	13.0	32.0	82.0	150.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.371 ^a	6	.968
Likelihood Ratio	1.401	6	.966
Linear-by-Linear Association	.484	1	.486
N of Valid Cases	150		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 2.86.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.095	.968
N of Valid Cases	150	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

KARAKTERISTIK INDIVIDU DENGAN PREFERENSI KONSUMEN

1. JENIS KELAMIN

a. Hubungan Jenis Kelamin Dengan Kesukaan Jenis Produk Ayam Olah

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
JNS_KEL * JNS_PROD AYAM	150	45.3%	181	54.7%	331	100.0%

JENIS KELAMIN*JENIS PRODUK AYAM OLAHAN Crosstabulation

			JENIS PRODUK AYAM OLAHAN				Total
			Ayam Goreng Tepung	Ayam Goreng	Ayam Bakar	Ayam Penyet	
JNS_KEL	perempuan	Count	17	17	29	6	69
		Expected Count	18.9	21.2	25.8	3.2	69.0
	laki-laki	Count	24	29	27	1	81
		Expected Count	22.1	24.8	30.2	3.8	81.0
Total		Count	41	46	56	7	150
		Expected Count	41.0	46.0	56.0	7.0	150.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.054 ^a	3	.070
Likelihood Ratio	7.441	3	.059
Linear-by-Linear Association	3.806	1	.051
N of Valid Cases	150		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 3.22.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.212	.070
N of Valid Cases		150	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

b. Hubungan Jenis Kelamin Dengan Kesukaan Jenis Rasa Produk Ayam Olah

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
JNS_KEL * JENIS RASA	150	45.3%	181	54.7%	331	100.0%

JENIS KELAMIN*JENIS RASA Crosstabulation

			JENIS RASA				Total
			Manis	Asin	Gurih	Pedas	
JNS_KEL	perempuan	Count	7	8	39	15	69
		Expected Count	8.7	6.9	39.6	13.8	69.0
	laki-laki	Count	12	7	47	15	81
		Expected Count	10.3	8.1	46.4	16.2	81.0
Total		Count	19	15	86	30	150
		Expected Count	19.0	15.0	86.0	30.0	150.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.174 ^a	3	.759
Likelihood Ratio	1.182	3	.757
Linear-by-Linear Association	.436	1	.509
N of Valid Cases	150		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.90.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.088	.759
N of Valid Cases		150	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Hubungan Jenis Kelamin Dengan Kesukaan Bahan Baku Produk Ayam Olahan

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
JNS_KEL * BAHAN BAKU	150	45.3%	181	54.7%	331	100.0%

JENIS KELAMIN*BAHAN BAKU Crosstabulation

			BAHAN BAKU		Total
			Ayam Broiler	Ayam Kampung	
JNS_KEL perempuan	Count	14	55	69	
	Expected Count	11.0	58.0	69.0	
laki-laki	Count	10	71	81	
	Expected Count	13.0	68.0	81.0	
Total	Count	24	126	150	
	Expected Count	24.0	126.0	150.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.750 ^b	1	.186
Likelihood Ratio	1.746	1	.186
Linear-by-Linear Association	1.738	1	.187
N of Valid Cases	150		

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 11.04.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.107	.186
N of Valid Cases		150	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

d. Hubungan Jenis Kelamin Dengan Kesukaan Ayam Olahan Restoran

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
JNS_KEL * JNS_AYAM OLAHAN	150	45.3%	181	54.7%	331	100.0%

JENIS KELAMIN * JENIS AYAM OLAHAN RESTORAN Crosstabulation

			JENIS AYAM OLAHAN RESTORAN		Total
			Fast Food	Tradisional	
JNS_KEL perempuan	Count	14	55	69	
	Expected Count	16.1	52.9	69.0	
laki-laki	Count	21	60	81	
	Expected Count	18.9	62.1	81.0	
Total	Count	35	115	150	
	Expected Count	35.0	115.0	150.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.662 ^b	1	.416
Likelihood Ratio	.666	1	.414
Linear-by-Linear Association	.657	1	.418
N of Valid Cases	150		

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 16.10.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.066	.416
N of Valid Cases		150	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

2. USIA

a. Hubungan Usia Dengan Kesukaan Jenis Produk Ayam Olahan

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
USIA * JNS_PROD AYAM	150	45.3%	181	54.7%	331	100.0%

USIA * JENIS PRODUK AYAM OLAHAN Crosstabulation

			JENIS PRODUK AYAM OLAHAN				Total
			Ayam Goreng Tepung	Ayam Goreng	Ayam Bakar	Ayam Penyet	
USIA	Dewasa awal (21 - 39)	Count	35	34	52	7	128
		Expected Count	35.0	39.3	47.8	6.0	128.0
	Dewasa tengah (40 - 60)	Count	6	12	4	0	22
		Expected Count	6.0	6.7	8.2	1.0	22.0
Total		Count	41	46	56	7	150
		Expected Count	41.0	46.0	56.0	7.0	150.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.530 ^a	3	.036
Likelihood Ratio	9.303	3	.026
Linear-by-Linear Association	2.599	1	.107
N of Valid Cases	150		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 1.03.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.232	.036
N of Valid Cases		150	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

b. Hubungan Usia Dengan Kesukaan Jenis Rasa Produk Ayam Olahan

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
USIA * JENIS RASA	150	45.3%	181	54.7%	331	100.0%

USIA * JENIS RASA Crosstabulation

			JENIS RASA				Total
			Manis	Asin	Gurih	Pedas	
USIA	Dewasa awal (21 - 39)	Count	18	12	69	29	128
		Expected Count	16.2	12.8	73.4	25.6	128.0
	Dewasa tengah (40 - 60)	Count	1	3	17	1	22
		Expected Count	2.8	2.2	12.6	4.4	22.0
Total		Count	19	15	86	30	150
		Expected Count	19.0	15.0	86.0	30.0	150.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.550 ^a	3	.088
Likelihood Ratio	7.937	3	.047
Linear-by-Linear Association	.027	1	.871
N of Valid Cases	150		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 2.20.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.205	.088
N of Valid Cases		150	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

c. Hubungan Usia Dengan Kesukaan Bahan Baku Produk Ayam Olahan

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
USIA * BAHAN BAKU	150	45.3%	181	54.7%	331	100.0%

USIA * BAHAN BAKU Crosstabulation

			BAHAN BAKU		Total
			Ayam Broiler	Ayam Kampung	
USIA	Dewasa awal (21 - 39)	Count	21	107	128
		Expected Count	20.5	107.5	128.0
	Dewasa tengah (40 - 60)	Count	3	19	22
		Expected Count	3.5	18.5	22.0
Total		Count	24	126	150
		Expected Count	24.0	126.0	150.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.107 ^b	1	.743
Likelihood Ratio	.111	1	.739
Linear-by-Linear Association	.106	1	.744
N of Valid Cases	150		

- a. Computed only for a 2x2 table
- b. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.52.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.027	.743
N of Valid Cases		150	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

d. Hubungan Usia Dengan Kesukaan Ayam Olahan Restoran

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
USIA * JNS AYAM OLAHAN	150	45.3%	181	54.7%	331	100.0%

USIA * JENIS AYAM OLAHAN RESTORAN Crosstabulation

			JENIS AYAM OLAHAN RESTORAN		Total
			Fast Food	Tradisional	
USIA Dewasa awal (21 - 39)	Count		32	96	128
	Expected Count		29.9	98.1	128.0
Dewasa tengah (40 - 60)	Count		3	19	22
	Expected Count		5.1	16.9	22.0
Total	Count		35	115	150
	Expected Count		35.0	115.0	150.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.355 ^b	1	.244
Likelihood Ratio	1.499	1	.221
Linear-by-Linear Association	1.346	1	.246
N of Valid Cases	150		

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.13.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.095	.244
N of Valid Cases		150	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

FREKUENSI KONSUMSI DENGAN PREFERENSI KONSUMEN

1. Hubungan Frekuensi Konsumsi Dengan Kesukaan Jenis Produk Ayam Olahan

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
FREKUENSI * JNS_PROD AYAM	150	45.3%	181	54.7%	331	100.0%

FREKUENSI * JENIS PRODUK AYAM OLAHAN Crosstabulation

			JENIS PRODUK AYAM OLAHAN				Total
			Ayam Goreng Tepung	Ayam Goreng	Ayam Bakar	Ayam Penyet	
FREKUENSI	Jarang	Count	12	20	26	4	62
		Expected Count	16.9	19.0	23.1	2.9	62.0
	Kadang	Count	23	21	23	2	69
		Expected Count	18.9	21.2	25.8	3.2	69.0
	Sering	Count	6	5	7	1	19
		Expected Count	5.2	5.8	7.1	.9	19.0
Total		Count	41	46	56	7	150
		Expected Count	41.0	46.0	56.0	7.0	150.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.196 ^a	6	.650
Likelihood Ratio	4.325	6	.633
Linear-by-Linear Association	2.075	1	.150
N of Valid Cases	150		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is .89.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.165	.650
N of Valid Cases	150	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

2. Hubungan Frekuensi Konsumsi Dengan Kesukaan Jenis Rasa Produk Ayam Olahan

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
FREKUENSI * JENIS RASA	150	45.3%	181	54.7%	331	100.0%

FREKUENSI * JENIS RASA Crosstabulation

			JENIS RASA				Total
			Manis	Asin	Gurih	Pedas	
FREKUENSI	Jarang	Count	8	4	36	14	62
		Expected Count	7.9	6.2	35.5	12.4	62.0
	Kadang-Kadang	Count	8	6	42	13	69
		Expected Count	8.7	6.9	39.6	13.8	69.0
	Sering	Count	3	5	8	3	19
		Expected Count	2.4	1.9	10.9	3.8	19.0
Total		Count	19	15	86	30	150
		Expected Count	19.0	15.0	86.0	30.0	150.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.514 ^a	6	.276
Likelihood Ratio	6.123	6	.410
Linear-by-Linear Association	1.364	1	.243
N of Valid Cases	150		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 1.90.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.218	.276
N of Valid Cases		150	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

3. Hubungan Frekuensi Konsumsi Dengan Kesukaan Bahan Baku Produk Ayam Olahan

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
FREKUENSI * BAHAN BAKU	150	45.3%	181	54.7%	331	100.0%

FREKUENSI * BAHAN BAKU Crosstabulation

			BAHAN BAKU		Total
			Ayam Broiler	Ayam Kampung	
FREKUENSI	Jarang	Count	8	54	62
		Expected Count	9.9	52.1	62.0
	Kadang-Kadang	Count	13	56	69
		Expected Count	11.0	58.0	69.0
	Sering	Count	3	16	19
		Expected Count	3.0	16.0	19.0
Total		Count	24	126	150
		Expected Count	24.0	126.0	150.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.857 ^a	2	.651
Likelihood Ratio	.865	2	.649
Linear-by-Linear Association	.380	1	.537
N of Valid Cases	150		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.04.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.075	.651
N of Valid Cases		150	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

4. Hubungan Frekuensi Konsumsi Dengan Kesukaan Ayam Olahan Restoran

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
FREKUENSI * JNS_AYAM OLAHAN	150	45.3%	181	54.7%	331	100.0%

FREKUENSI * JENIS AYAM OLAHAN RESTORAN Crosstabulation

			JENIS AYAM OLAHAN RESTORAN		Total
			Fast Food	Tradisional	
FREKUENSI	Jarang	Count	13	49	62
		Expected Count	14.5	47.5	62.0
	Kadang-Kadang	Count	16	53	69
		Expected Count	16.1	52.9	69.0
	Sering	Count	6	13	19
		Expected Count	4.4	14.6	19.0
Total		Count	35	115	150
		Expected Count	35.0	115.0	150.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.917 ^a	2	.632
Likelihood Ratio	.872	2	.646
Linear-by-Linear Association	.744	1	.388
N of Valid Cases	150		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 4.43.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.078	.632
N of Valid Cases		150	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

KARAKTERISTIK INDIVIDU DENGAN PENILAIAN ATRIBUT PALING PENTING

1. Hubungan Jenis Kelamin Dengan Atribut Paling Penting

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
JNS_KEL * ATRIBUT PENTING	150	45.3%	181	54.7%	331	100.0%

JENIS KELAMIN * ATRIBUT PENTING Crosstabulation

			JENIS KELAMIN		Total
			perempuan	laki-laki	
ATRIBUT PENTING	rasa	Count	26	24	50
		Expected Count	23.0	27.0	50.0
	menu menarik	Count	3	4	7
		Expected Count	3.2	3.8	7.0
	bumbu meresap	Count	12	15	27
		Expected Count	12.4	14.6	27.0
	bau sedap	Count	1	1	2
		Expected Count	.9	1.1	2.0
	daging empuk	Count	1	3	4
		Expected Count	1.8	2.2	4.0
	cepat saji	Count	8	12	20
		Expected Count	9.2	10.8	20.0
	tempat nyaman	Count	9	7	16
		Expected Count	7.4	8.6	16.0
	tempat strategis	Count	2	4	6
		Expected Count	2.8	3.2	6.0
	harga terjangkau	Count	4	9	13
		Expected Count	6.0	7.0	13.0
	kepastian harga	Count	2	1	3
		Expected Count	1.4	1.6	3.0
	ukuran produk	Count	1	1	2
		Expected Count	.9	1.1	2.0
Total		Count	69	81	150
		Expected Count	69.0	81.0	150.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.599 ^a	10	.916
Likelihood Ratio	4.692	10	.911
Linear-by-Linear Association	.674	1	.412
N of Valid Cases	150		

a. 12 cells (54.5%) have expected count less than 5. The minimum expected count is .92.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.172	.916
N of Valid Cases	150	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.



2. Hubungan Usia Dengan Atribut Paling Penting

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
USIA * ATRIBUT PENTING	150	45.3%	181	54.7%	331	100.0%

USIA * ATRIBUT PENTING Crosstabulation

			USIA		Total
			Dewasa awal (21 - 39)	Dewasa tengah (40 - 60)	
ATRIBUT PENTING	rasa	Count	37	13	50
		Expected Count	42.7	7.3	50.0
	menu menarik	Count	5	2	7
		Expected Count	6.0	1.0	7.0
	bumbu meresap	Count	27	0	27
		Expected Count	23.0	4.0	27.0
	bau sedap	Count	2	0	2
		Expected Count	1.7	.3	2.0
	daging empuk	Count	2	2	4
		Expected Count	3.4	.6	4.0
	cepat saji	Count	18	2	20
		Expected Count	17.1	2.9	20.0
	tempat nyaman	Count	13	3	16
		Expected Count	13.7	2.3	16.0
	tempat strategis	Count	6	0	6
		Expected Count	5.1	.9	6.0
	harga terjangkau	Count	13	0	13
		Expected Count	11.1	1.9	13.0
	kepastian harga	Count	3	0	3
		Expected Count	2.6	.4	3.0
	ukuran produk	Count	2	0	2
		Expected Count	1.7	.3	2.0
Total		Count	128	22	150
		Expected Count	128.0	22.0	150.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.873 ^a	10	.030
Likelihood Ratio	25.393	10	.005
Linear-by-Linear Association	5.704	1	.017
N of Valid Cases	150		

a. 14 cells (63.6%) have expected count less than 5. The minimum expected count is .29.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.342	.030
N of Valid Cases	150	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.



3. Hubungan Tingkat Pendidikan Akhir Dengan Atribut Paling Penting

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
PENDIDIKAN * ATRIBUT PENTING	150	45.3%	181	54.7%	331	100.0%

PENDIDIKAN * ATRIBUT PENTING Crosstabulation

			PENDIDIKAN						Total
			SD	SMP	SMU	D3	S1	S2	
ATRIBUT PENTING	rasa	Count	1	0	20	8	21	0	50
		Expected Count	.3	1.3	18.7	7.3	21.7	.7	50.0
	menu menarik	Count	0	1	1	2	3	0	7
		Expected Count	.0	.2	2.6	1.0	3.0	.1	7.0
	bumbu meresap	Count	0	1	6	5	14	1	27
		Expected Count	.2	.7	10.1	4.0	11.7	.4	27.0
	bau sedap	Count	0	0	2	0	0	0	2
		Expected Count	.0	.1	.7	.3	.9	.0	2.0
	daging empuk	Count	0	1	1	0	2	0	4
		Expected Count	.0	.1	1.5	.6	1.7	.1	4.0
	cepat saji	Count	0	0	10	3	6	1	20
		Expected Count	.1	.5	7.5	2.9	8.7	.3	20.0
	tempat nyaman	Count	0	1	7	1	7	0	16
		Expected Count	.1	.4	6.0	2.3	6.9	.2	16.0
	tempat strategis	Count	0	0	1	1	4	0	6
		Expected Count	.0	.2	2.2	.9	2.6	.1	6.0
	harga terjangkau	Count	0	0	8	1	4	0	13
		Expected Count	.1	.3	4.9	1.9	5.6	.2	13.0
	kepastian harga	Count	0	0	0	1	2	0	3
		Expected Count	.0	.1	1.1	.4	1.3	.0	3.0
	ukuran produk	Count	0	0	0	0	2	0	2
		Expected Count	.0	.1	.7	.3	.9	.0	2.0
Total		Count	1	4	56	22	65	2	150
		Expected Count	1.0	4.0	56.0	22.0	65.0	2.0	150.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41.284 ^a	50	.805
Likelihood Ratio	40.418	50	.831
Linear-by-Linear Association	.016	1	.900
N of Valid Cases	150		

a. 56 cells (84.8%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.465	.805
N of Valid Cases	150	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.



4. Hubungan Pendapatan Dengan Atribut Paling Penting

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
PENDAPATAN * ATRIBUT PENTING	150	45.3%	181	54.7%	331	100.0%

PENDAPATAN * ATRIBUT PENTING Crosstabulation

			PENDAPATAN			Total
			<500.000	500.000 - 1.000.000	>1.000.000	
ATRIBUT PENTING	rasa	Count	8	14	28	50
		Expected Count	11.0	13.7	25.3	50.0
	menu menarik	Count	1	0	6	7
		Expected Count	1.5	1.9	3.5	7.0
	bumbu meresap	Count	8	10	9	27
		Expected Count	5.9	7.4	13.7	27.0
	bau sedap	Count	1	1	0	2
		Expected Count	.4	.5	1.0	2.0
	daging empuk	Count	0	1	3	4
		Expected Count	.9	1.1	2.0	4.0
	cepat saji	Count	7	4	9	20
		Expected Count	4.4	5.5	10.1	20.0
	tempat nyaman	Count	2	5	9	16
		Expected Count	3.5	4.4	8.1	16.0
	tempat strategis	Count	1	0	5	6
		Expected Count	1.3	1.6	3.0	6.0
	harga terjangkau	Count	5	4	4	13
		Expected Count	2.9	3.6	6.6	13.0
	kepastian harga	Count	0	1	2	3
		Expected Count	.7	.8	1.5	3.0
	ukuran produk	Count	0	1	1	2
		Expected Count	.4	.5	1.0	2.0
Total		Count	33	41	76	150
		Expected Count	33.0	41.0	76.0	150.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.833 ^a	20	.350
Likelihood Ratio	27.423	20	.124
Linear-by-Linear Association	.423	1	.515
N of Valid Cases	150		

a. 23 cells (69.7%) have expected count less than 5. The minimum expected count is .44.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.356	.350
N of Valid Cases	150	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.



LAMPIRAN 9

Hasil Uji Mann-Whitney U

1. Perbedaan Penilaian Rasa Produk Ayam Olahan Restoran Fast Food dan Tradisional

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
TK_RASA	150	3.2133	.79922	1.00	5.00
RESTO	150	1.5000	.50168	1.00	2.00

Mann-Whitney Test

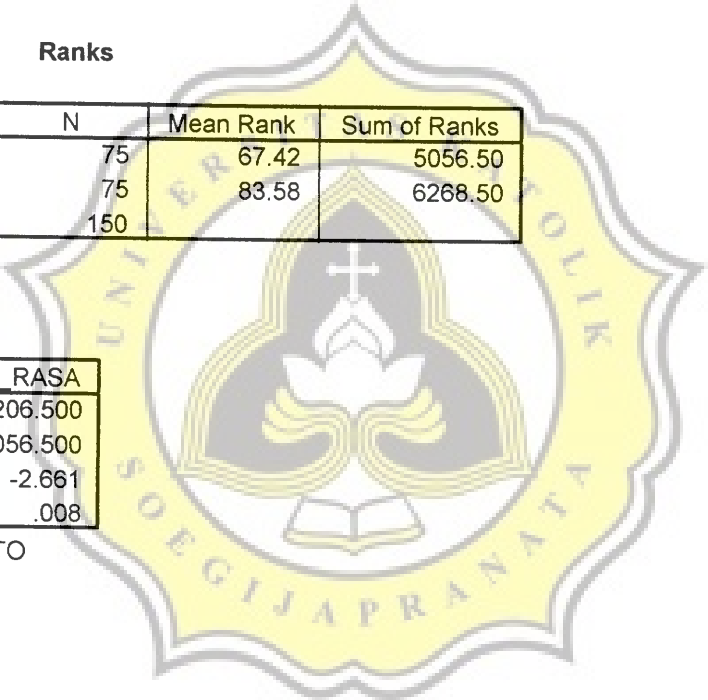
Ranks

RESTO		N	Mean Rank	Sum of Ranks
TK_RASA	Fast Food	75	67.42	5056.50
	Tradisional	75	83.58	6268.50
	Total	150		

Test Statistics^a

	TK_RASA
Mann-Whitney U	2206.500
Wilcoxon W	5056.500
Z	-2.661
Asymp. Sig. (2-tailed)	.008

a. Grouping Variable: RESTO



2. Perbedaan Penilaian Kemantapan Bumbu Produk Ayam Olahan Restoran Fast Food dan Tradisional

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
TK_BUMBU	150	3.0467	.82199	1.00	5.00
RESTO	150	1.5000	.50168	1.00	2.00

Mann-Whitney Test

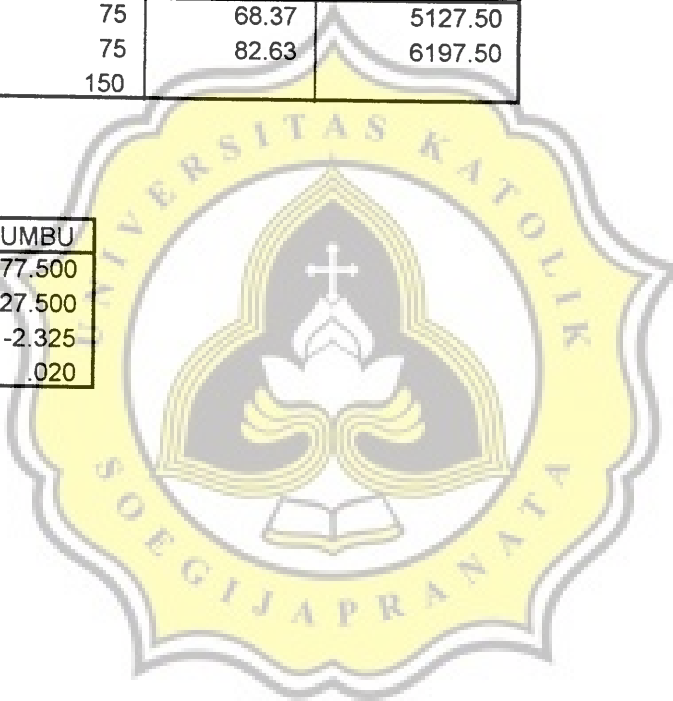
Ranks

	RESTO	N	Mean Rank	Sum of Ranks
TK_BUMBU	Fast Food	75	68.37	5127.50
	Tradisional	75	82.63	6197.50
	Total	150		

Test Statistics^a

	TK_BUMBU
Mann-Whitney U	2277.500
Wilcoxon W	5127.500
Z	-2.325
Asymp. Sig. (2-tailed)	.020

a. Grouping Variable: RESTO



3. Perbedaan Penilaian Ketajaman Aroma Sedap Produk Ayam Olahan Restoran Fast Food dan Tradisional

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
TK_AROMA	150	2.6933	.98952	1.00	5.00
RESTO	150	1.5000	.50168	1.00	2.00

Mann-Whitney Test

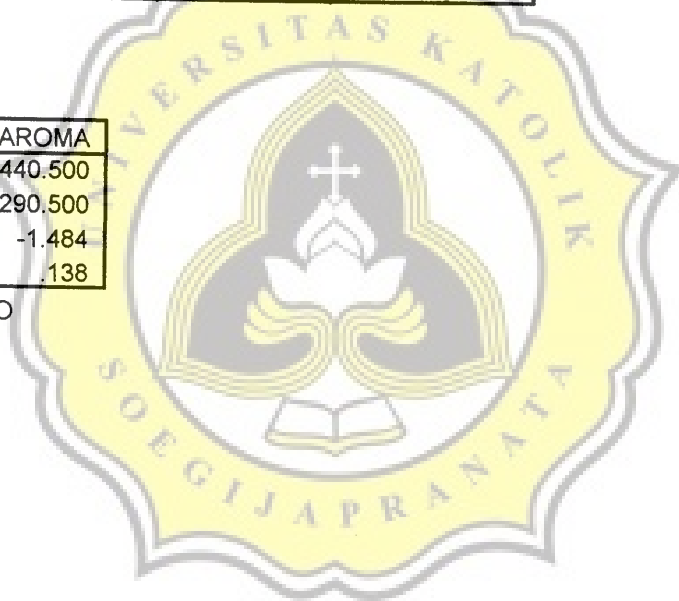
Ranks

	RESTO	N	Mean Rank	Sum of Ranks
TK_AROMA	Fast Food	75	70.54	5290.50
	Tradisional	75	80.46	6034.50
	Total	150		

Test Statistics^a

	TK_AROMA
Mann-Whitney U	2440.500
Wilcoxon W	5290.500
Z	-1.484
Asymp. Sig. (2-tailed)	.138

a. Grouping Variable: RESTO



4. Perbedaan Penilaian Daya Tarik Penyajian Produk Ayam Olah Restoran Fast Food dan Tradisional

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
DAYA_TRK	150	2.9667	.82264	1.00	5.00
RESTO	150	1.5000	.50168	1.00	2.00

Mann-Whitney Test

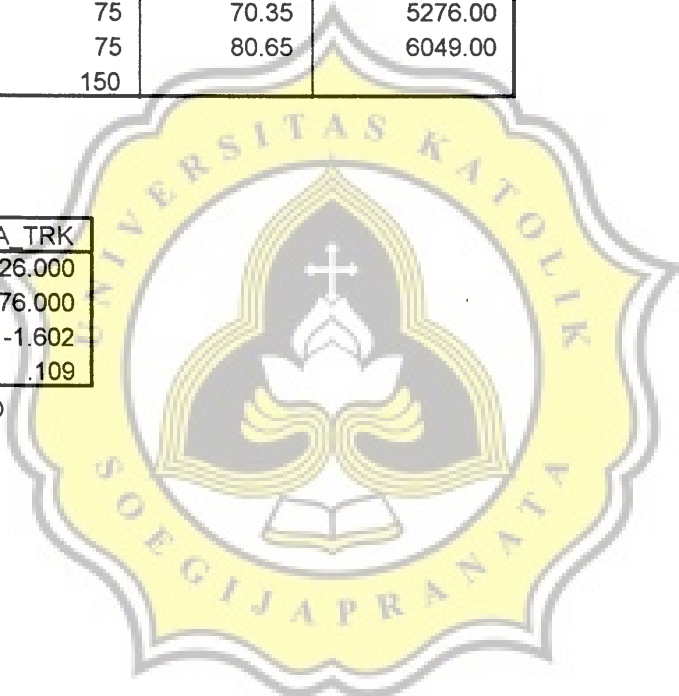
Ranks

	RESTO	N	Mean Rank	Sum of Ranks
DAYA_TRK	Fast Food	75	70.35	5276.00
	Tradisional	75	80.65	6049.00
	Total	150		

Test Statistics^a

	DAYA_TRK
Mann-Whitney U	2426.000
Wilcoxon W	5276.000
Z	-1.602
Asymp. Sig. (2-tailed)	.109

a. Grouping Variable: RESTO



5. Perbedaan Penilaian Kepraktisan Penyajian Produk Ayam Olahan Restoran Fast Food dan Tradisional

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
TK_PRAKT	150	3.1800	.64579	2.00	5.00
RESTO	150	1.5000	.50168	1.00	2.00

Mann-Whitney Test

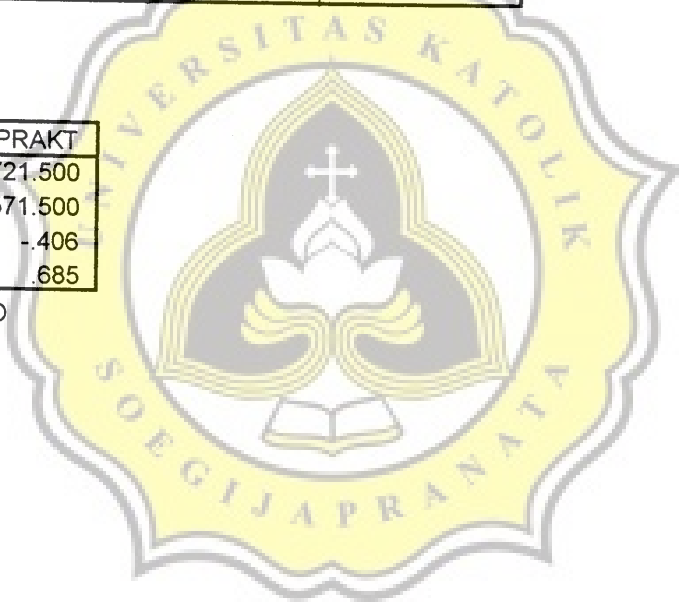
Ranks

	RESTO	N	Mean Rank	Sum of Ranks
TK_PRAKT	Fast Food	75	76.71	5753.50
	Tradisional	75	74.29	5571.50
	Total	150		

Test Statistics^a

	TK_PRAKT
Mann-Whitney U	2721.500
Wilcoxon W	5571.500
Z	-.406
Asymp. Sig. (2-tailed)	.685

a. Grouping Variable: RESTO

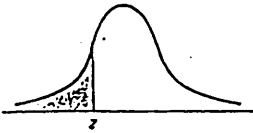


LAMPIRAN 10.

TABEL

1. Table Z (One Tailed) untuk menentukan jumlah Sampel

Table Z
Areas under the standard normal
curve (Areas to the left)



z	0	1	2	3	4	5	6	7	8	9
.0	.5000	.5040	.5080	.5120	.5160	.5199	.5239	.5279	.5319	.5359
.1	.5398	.5438	.5478	.5517	.5557	.5596	.5636	.5675	.5714	.5753
.2	.5793	.5832	.5871	.5910	.5948	.5987	.6026	.6064	.6103	.6141
.3	.6179	.6217	.6255	.6293	.6331	.6368	.6406	.6443	.6480	.6517
.4	.6554	.6591	.6628	.6664	.6700	.6736	.6772	.6808	.6844	.6879
.5	.6915	.6950	.6985	.7019	.7054	.7088	.7123	.7157	.7190	.7224
.6	.7257	.7291	.7324	.7357	.7389	.7422	.7454	.7486	.7517	.7549
.7	.7580	.7611	.7642	.7673	.7704	.7734	.7764	.7794	.7823	.7852
.8	.7881	.7910	.7939	.7967	.7995	.8023	.8051	.8078	.8106	.8133
.9	.8159	.8186	.8212	.8238	.8264	.8289	.8315	.8340	.8365	.8389
1.0	.8413	.8438	.8461	.8485	.8508	.8531	.8554	.8577	.8599	.8621
1.1	.8643	.8665	.8686	.8708	.8729	.8749	.8770	.8790	.8810	.8830
1.2	.8849	.8869	.8888	.8907	.8925	.8944	.8962	.8980	.8997	.9015
1.3	.9032	.9049	.9066	.9082	.9099	.9115	.9131	.9147	.9162	.9177
1.4	.9192	.9207	.9222	.9236	.9251	.9265	.9279	.9292	.9306	.9319
1.5	.9332	.9345	.9357	.9370	.9382	.9394	.9406	.9418	.9429	.9441
1.6	.9452	.9463	.9474	.9484	.9495	.9505	.9515	.9525	.9535	.9545
1.7	.9554	.9564	.9573	.9582	.9591	.9599	.9608	.9616	.9625	.9633
1.8	.9641	.9649	.9656	.9664	.9671	.9678	.9686	.9693	.9699	.9706
1.9	.9713	.9719	.9726	.9732	.9738	.9744	.9750	.9756	.9761	.9767
2.0	.9772	.9778	.9783	.9788	.9793	.9798	.9803	.9808	.9812	.9817
2.1	.9821	.9826	.9830	.9834	.9838	.9842	.9846	.9850	.9854	.9857
2.2	.9861	.9864	.9868	.9871	.9875	.9878	.9881	.9884	.9887	.9890
2.3	.9893	.9896	.9898	.9901	.9904	.9906	.9909	.9911	.9913	.9916
2.4	.9918	.9920	.9922	.9925	.9927	.9929	.9931	.9932	.9934	.9936
2.5	.9938	.9940	.9941	.9943	.9945	.9946	.9948	.9949	.9951	.9952
2.6	.9953	.9955	.9956	.9957	.9959	.9960	.9961	.9962	.9963	.9964
2.7	.9965	.9966	.9967	.9968	.9969	.9970	.9971	.9972	.9973	.9974
2.8	.9974	.9975	.9976	.9977	.9977	.9978	.9979	.9979	.9980	.9981
2.9	.9981	.9982	.9982	.9983	.9984	.9984	.9985	.9985	.9986	.9986
3.0†	.9987	.9987	.9987	.9988	.9988	.9989	.9989	.9989	.9990	.9990

† For $z \geq 4$ the areas are 1 to four decimal places.

Adapted from *Probability with Statistical Applications*, second edition, by F. Mosteller, R. E. K. Rourke, and G. B. Thomas, Jr. Reading, Mass.: Addison-Wesley, 1970, p. 473.

2. Tabel Nilai-nilai *r Product Moment*

N	Taraf Signifikansi		N	Taraf Signifikansi	
	5 %	1 %		5 %	1 %
3	0,997	0,999	38	0,320	0,413
4	0,950	0,990	39	0,316	0,408
5	0,878	0,959	40	0,312	0,403
6	0,811	0,917	41	0,308	0,398
7	0,754	0,874	42	0,304	0,393
8	0,707	0,834	43	0,301	0,389
9	0,666	0,798	44	0,297	0,384
10	0,632	0,765	45	0,294	0,380
11	0,602	0,735	46	0,291	0,376
12	0,576	0,708	47	0,288	0,372
13	0,553	0,684	48	0,284	0,368
14	0,532	0,661	49	0,281	0,364
15	0,514	0,641	50	0,279	0,361
16	0,497	0,623	55	0,266	0,345
17	0,482	0,606	60	0,254	0,330
18	0,468	0,590	65	0,244	0,317
19	0,456	0,575	70	0,235	0,306
20	0,444	0,561	75	0,227	0,296
21	0,433	0,549	80	0,220	0,286
22	0,423	0,537	85	0,213	0,278
23	0,413	0,526	90	0,207	0,270
24	0,404	0,515	95	0,202	0,263
25	0,396	0,505	100	0,195	0,256
26	0,388	0,496	125	0,176	0,230
27	0,381	0,487	150	0,159	0,210
28	0,374	0,478	175	0,148	0,194
29	0,367	0,470	200	0,138	0,181
30	0,361	0,463	300	0,113	0,148
31	0,355	0,456	400	0,098	0,128
32	0,349	0,449	500	0,088	0,115
33	0,344	0,442	600	0,080	0,105
34	0,339	0,436	700	0,074	0,097
35	0,334	0,430	800	0,070	0,091
36	0,329	0,424	900	0,065	0,086
37	0,325	0,418	1000	0,062	0,081