

LAMPIRAN 1. Panduan Wawancara

Panduan Wawancara

Identitas responden

Nama :

Umur/ Kelas :

Jenis kelamin :

Asal SD :

Bagian I

1. Apakah adik suka membeli snack ? (ya/ tidak), alasan
2. Dimanakah biasa membeli snack ? (warung sekitar sekolah, warung dekat rumah, taman ria, pasar, supermarket, lainnya), alasan ?
3. Dalam kondisi bagaimana biasanya membeli snack ? (ingin, lapar, jajan istirahat, diajak teman, dibelikan ibu, lainnya)
4. Frekuensi pembelian snack ? (setiap hari, seminggu 1 x, seminggu lebih 1 X, 2 minggu 1 X, sebulan 1 X, dll). Banyaknya setiap kali pembelian ?
5. Membeli produk lebih sering terencana / tidak ? bila tidak karena apa ?(lihat dietalase/ dipajang, mendengar teman bicara, melihat teman makan, dll)
6. Yang berpengaruh dalam pembelian/ pemilihan snack ? (Keluarga, teman, iklan)
7. A. Apakah dalam pembelian memperhatikan bungkus/ kemasan ?
B. Bahan kemasan seperti apa yang disukai ? (plastik/ karton)
C. bila membeli lebih sering dalam stuan/ dos-dosan/ satu plastik lebih dari 1 kemasan ?
8. Apakah memilih kemasan yang menggelembung ? (ya/ tidak), mengapa?
9. Dengan cara bagaimana mengetahui isinya banyak atau tidak ?
10. Apakah mempertimbangkan tulisan berhadaiah ?
Apakah memperhatikan jenis hadiah ?
11. Gambar/ desain kemasan yang disukai ? (Mobil-mobilan, boneka, binatang, tokoh film, lainnya)
12. Warna kemasan yang disukai ?

13. Apakah memperhatikan hal – hal yang tercantum dalam kemasan ? (ya/tidak)

- | | |
|-----------------------------|--------------------------------|
| a. merk | b. berat snack |
| c. kehalalan | d. komposisi |
| e. tulisan no preservatives | f. tanpa pemanis |
| g. tanpa pewarna | h. kadaluwarsa |
| i. MSG | j. pilihan rasa |
| k. diproduksi oleh | l. buanglah pada tempat sampah |

14. Mengapa memperhatikan hal-hal tersebut diatas ?

15. Apakah ada pihak lain yang mengajarkan untuk memperhatikan ? (ya/ tidak), siapa?

16. Apakah harga jadi faktor pertimbangan dalam pembelian snack ? (ya/ tidak), mengapa ?

17. A. Jika anda membeli produk dan tidak sesuai seharusnya (rusak, melempem, bau, dsb), apakah yang saudara lakukan ?

B. Apakah mengulang membeli merk yang rusak tersebut ?

Bagian II (organoleptik kemasan)

1. Dari ke 12 produk ini , kemasan mana yang paling disukai? (urutkan 1-3), mengapa?

2. Yang paling sering dibeli ? (urutkan 1-3), mengapa ?

Bagian III (Organoleptik snack)

1. Manakah bentuk yang paling disukai ? Urutkan 1-3

2. Manakah warna yang paling disukai ? Urutkan 1-3

3. Manakah aroma yang paling disukai ? Urutkan 1- 3

LAMPIRAN 2. Jumlah Sampel

Butir Pertanyaan	P	Tingkat Kepercayaan (%)	Tingkat kesalahan (%)	Jumlah sampel minimum
Kesukaan pembelian	0,88	95	5,5	135
Bahan kemasan yang disukai	0,9533	95	5	69
Kadaluwarsa	0,9733	95	5	40
Pilihan rasa	0,9333	95	5	96

Keterangan :

P = perkiraan proporsi pada populasi



LAMPIRAN 3. Uji Kesukaan terhadap Jumlah Responden (Binomial)

NPar Tests

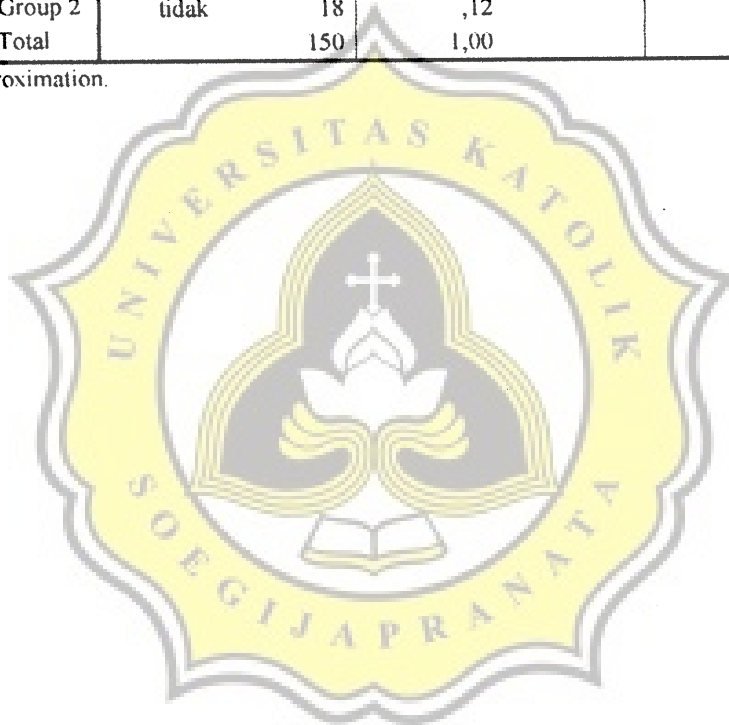
Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
KESUKAA N	150	1,1200	,32605	1,00	2,00

Binomial Test

		Category	N	Observed Prop.	Test Prop.	Asymp. Sig. (2-tailed)
KESUKAAN	Group 1	ya	132	,88	,50	,000(a)
	Group 2	tidak	18	,12		
	Total		150	1,00		

a. Based on Z Approximation.



LAMPIRAN 4. Karakteristik Responden

NPar Tests Chi-Square Test Frequencies

JNS_KLMN

	Observed N	Expected N	Residual
laki-laki	67	75,0	-8,0
perempuan	83	75,0	8,0
Total	150		

UMUR

	Observed N	Expected N	Residual
8,00	1	25,0	-24,0
9,00	30	25,0	5,0
10,00	62	25,0	37,0
11,00	49	25,0	24,0
12,00	7	25,0	-18,0
14,00	1	25,0	-24,0
Total	150		

KELAS

	Observed N	Expected N	Residual
4,00	38	50,0	-12,0
5,00	56	50,0	6,0
6,00	56	50,0	6,0
Total	150		

TKT_EK

	Observed N	Expected N	Residual
atas	50	50,0	,0
menengah	50	50,0	,0
bawah	50	50,0	,0
Total	150		

Test Statistics

	JNS_KLMN	UMUR	KELAS	TKT_EK
Chi-Square(a,b,c)	1,707	137,840	4,320	,000
df	1	5	2	2
Asymp. Sig.	,191	,000	,115	1,000

- a 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 75,0.
 b 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 25,0.
 c 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 50,0.

LAMPIRAN 5. Kesukaan Pembelian

**NPar Tests
Chi-Square Test
Frequencies**

SK_JK

	Observed N	Expected N	Residual
ya	132	75,0	57,0
tidak	18	75,0	-57,0
Total	150		

Test Statistics

	SK_JK
Chi-Square(a)	86,640
df	1
Asymp. Sig.	,000

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 75,0.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
KESUKAAN * JK	150	100,0%	0	,0%	150	100,0%

KESUKAAN * JK Crosstabulation

		JK		Total
		laki-laki	perempuan	
KESUKAAN	ya	Count 58	74	132
		Expected Count 59,0	73,0	132,0
	tidak	Count 9	9	18
		Expected Count 8,0	10,0	18,0
Total		Count 67	83	150
		Expected Count 67,0	83,0	150,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,235(b)	1	,628		
Continuity Correction(a)	,054	1	,816		
Likelihood Ratio	,234	1	,628		
Fisher's Exact Test				,801	,406
Linear-by-Linear Association	,234	1	,629		
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 8,04.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
TINGK_EK * KESUKAAN	150	100,0%	0	,0%	150	100,0%

TINGK_EK * KESUKAAN Crosstabulation

			KESUKAAN		Total
			ya	tidak	
TINGK_EK	atas	Count	47	3	50
		Expected Count	44,0	6,0	50,0
		Count	42	8	50
menengah	bawah	Expected Count	44,0	6,0	50,0
		Count	43	7	50
		Expected Count	44,0	6,0	50,0
Total		Count	132	18	150
		Expected Count	132,0	18,0	150,0
		Count			

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2,652(a)	2	,266
Likelihood Ratio	2,917	2	,233
Linear-by-Linear Association	1,505	1	,220
N of Valid Cases	150		

a 0 cells (,0%) have expected count less than 5. The minimum expected count is 6,00.

LAMPIRAN 6. Alasan Kesukaan Pembelian

NPar Tests
 Chi-Square Test
 Frequencies
 Crosstabs

ALASAN KESUKAAN

	Observed N	Expected N	Residual
gizi	3	15,0	-12,0
rasa	93	15,0	78,0
harga	1	15,0	-14,0
dari produk	7	15,0	-8,0
ketersediaan	4	15,0	-11,0
kesehatan	12	15,0	-3,0
kesukaan	7	15,0	-8,0
camilan	9	15,0	-6,0
lainnya	11	15,0	-4,0
tdk menjawab	3	15,0	-12,0
Total	150		

Test Statistics

	ALASAN KESUKAAN
Chi-Square(a)	458,533
df	9
Asymp. Sig.	,000

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 15,0.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
ALS_JK * JK	150	100,0%	0	,0%	150	100,0%

ALASAN KESUKAAN * JK Crosstabulation

			JENIS KELAMIN		Total
			laki-laki	perempuan	
ALSAN	gizi	Count	2	1	3
		Expected	1,3	1,7	3,0
	rasa	Count	41	52	93
		Expected	41,5	51,5	93,0
	harga	Count	0	1	1
		Expected	,4	,6	1,0
	dari produk	Count	4	3	7
		Expected	3,1	3,9	7,0
	ketersediaan	Count	1	3	4
		Expected	1,8	2,2	4,0
	kesehatan	Count	7	5	12
		Expected	5,4	6,6	12,0
	kesukaan	Count	3	4	7
		Expected	3,1	3,9	7,0
	camilan	Count	1	8	9
		Expected	4,0	5,0	9,0
	lainnya	Count	6	5	11
		Expected	4,9	6,1	11,0
	tdk menjawab	Count	2	1	3
		Expected	1,3	1,7	3,0
Total		Count	67	83	150
		Expected	67,0	83,0	150,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8,512(a)	9	,483
Likelihood Ratio	9,617	9	,382
Linear-by-Linear Association	,004	1	,949
N of Valid Cases	150		

a. 15 cells (75,0%) have expected count less than 5. The minimum expected count is ,45.

NPar Tests
Chi-Square Test
Frequencies

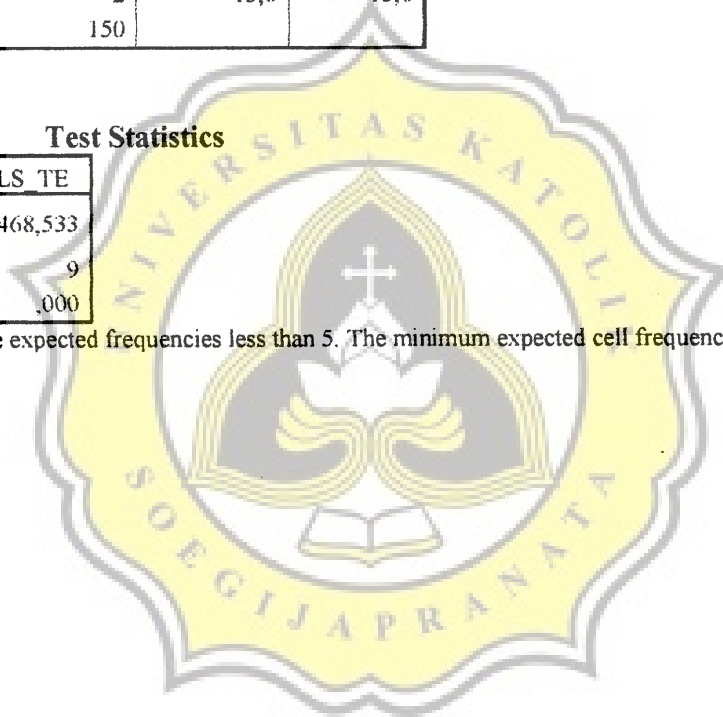
ALASAN KESUKAAN

	Observed N	Expected N	Residual
gizi	3	15,0	-12,0
rasa	93	15,0	78,0
harga	1	15,0	-14,0
dari produk	7	15,0	-8,0
ketersediaan	4	15,0	-11,0
keehatan	18	15,0	3,0
kesukaan	1	15,0	-14,0
camilan	12	15,0	-3,0
lainnya	9	15,0	-6,0
tdk menjawab	2	15,0	-13,0
Total	150		

Test Statistics

	ALS TE
Chi-Square(a)	468,533
df	9
Asymp. Sig.	,000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 15,0.



ALASAN KESUKAAN * TE Crosstabulation

			TE			Total
			atas	menengah	bawah	
ALASAN	gizi	Count	1	1	1	3
		Expected	1,0	1,0	1,0	3,0
	rasa	Count	33	30	30	93
		Expected	31,0	31,0	31,0	93,0
	harga	Count	1	0	0	1
		Expected	,3	,3	,3	1,0
	dari produk	Count	0	5	2	7
		Expected	2,3	2,3	2,3	7,0
	ketersediaan	Count	1	1	2	4
		Expected	1,3	1,3	1,3	4,0
	kesehatan	Count	1	6	11	18
		Expected	6,0	6,0	6,0	18,0
	kesukaan	Count	1	0	0	1
		Expected	,3	,3	,3	1,0
	camilan	Count	6	3	3	12
		Expected	4,0	4,0	4,0	12,0
	lainnya	Count	4	4	1	9
		Expected	3,0	3,0	3,0	9,0
	tdk menjawab	Count	2	0	0	2
		Expected	,7	,7	,7	2,0
Total		Count	50	50	50	150
		Expected	50,0	50,0	50,0	150,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25,955(a)	18	,101
Likelihood Ratio	30,027	18	,037
Linear-by-Linear Association	,305	1	,581
N of Valid Cases	150		

a. 24 cells (80,0%) have expected count less than 5. The minimum expected count is ,33.

LAMPIRAN 7. Sumber Informasi

NPar Tests Chi-Square Test Frequencies

SUMBER INFORMASI

	Observed N	Expected N	Residual
Keluarga	24	25,0	-1,0
Teman	16	25,0	-9,0
Iklan	89	25,0	64,0
diri sendiri	18	25,0	-7,0
Semua	1	25,0	-24,0
tdk menjawab	2	25,0	-23,0
Total	150		

Test Statistics

	SMB INFO
Chi-Square(a)	213,280
Df	5
Asymp. Sig.	,000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 25,0.

NPar Tests

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
IKLAN	89	1,5169	,50255	1,00	2,00

Chi-Square Test Frequencies

IKLAN

	Observed N	Expected N	Residual
laki-laki	43	44,5	-1,5
perempuan	46	44,5	1,5
Total	89		

Test Statistics

	IKLAN
Chi-Square(a)	,101
df	1
Asymp. Sig.	,750

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 44,5.

NPar Tests
Chi-Square Test
Frequencies

SMB_KEL, TEMAN, IKLAN, DIRI SDR

	Observed N	Expected N	Residual
keluarga	24	36,8	-12,8
teman	16	36,8	-20,8
iklan	89	36,8	52,3
diri sendiri	18	36,8	-18,8
Total	147		

Test Statistics

	SMB_kel,teman, iklan, diri sdr
Chi-Square(a)	99,993
df	3
Asymp. Sig.	,000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36,8.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
SMB_INFO * JK	150	100,0%	0	,0%	150	100,0%

SUMBER INFORMASI * JK Crosstabulation

			JK		Total
			laki-laki	perempuan	
SMB_INFO	keluarga	Count	10	14	24
		Expected Count	10,7	13,3	24,0
	teman	Count	8	8	16
		Expected Count	7,1	8,9	16,0
	iklan	Count	43	46	89
		Expected Count	39,8	49,2	89,0
	diri sendiri	Count	5	13	18
		Expected Count	8,0	10,0	18,0
	semua	Count	0	1	1
		Expected Count	,4	,6	1,0
	tdk menjawab	Count	1	1	2
		Expected Count	,9	1,1	2,0
Total		Count	67	83	150
		Expected Count	67,0	83,0	150,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3,658(a)	5	,600
Likelihood Ratio	4,130	5	,531
Linear-by-Linear Association	,259	1	,611
N of Valid Cases	150		

a 4 cells (33,3%) have expected count less than 5. The minimum expected count is ,45.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
SMB_TE * TE	150	100,0%	0	,0%	150	100,0%



SMB_TE * TE Crosstabulation

			TE			Total
			atas	bawah	3,00	
SMB_TE	keluarga	Count	5	12	7	24
		Expected Count	8,0	8,0	8,0	24,0
	teman	Count	6	6	4	16
		Expected Count	5,3	5,3	5,3	16,0
	iklan	Count	27	30	32	89
		Expected Count	29,7	29,7	29,7	89,0
	diri sendiri	Count	11	1	6	18
		Expected Count	6,0	6,0	6,0	18,0
	semua	Count	0	0	1	1
		Expected Count	,3	,3	,3	1,0
	tdk menjawab	Count	1	1	0	2
		Expected Count	,7	,7	,7	2,0
Total		Count	50	50	50	150
		Expected Count	50,0	50,0	50,0	150,0
		Count				

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15,510(a)	10	,115
Likelihood Ratio	17,687	10	,060
Linear-by-Linear Association	,670	1	,413
N of Valid Cases	150		

a. 6 cells (33,3%) have expected count less than 5. The minimum expected count is ,33.

LAMPIRAN 8. Perencanaan Pembelian

NPar Tests

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
RENCANA	150	1.5867	.5333	1.00	3.00

Chi-Square Test Frequencies

RENCANA

	Observed N	Expected N	Residual
ya	65	50.0	15.0
tidak	82	50.0	32.0
lain-lain	3	50.0	-47.0
Total	150		

Test Statistics

	RENCANA
Chi-Square(a)	69.160
df	2
Asymp. Sig.	.000

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.0.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
RENCANA * JK	150	100.0%	0	.0%	150	100.0%

RENCANA * JK Crosstabulation

		JK		Total
		laki-laki	perempuan	
RENCANA ya	Count	31	34	65
	Expected Count	29.0	36.0	65.0
tidak	Count	35	47	82
	Expected Count	36.6	45.4	82.0
lain-lain	Count	1	2	3
	Expected Count	1.3	1.7	3.0
Total	Count	67	83	150
	Expected Count	67.0	83.0	150.0
	Count			

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.527(a)	2	.768
Likelihood Ratio	.531	2	.767
Linear-by-Linear Association	.505	1	.477
N of Valid Cases	150		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.34.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
RENC_TE * TE	150	100,0%	0	,0%	150	100,0%

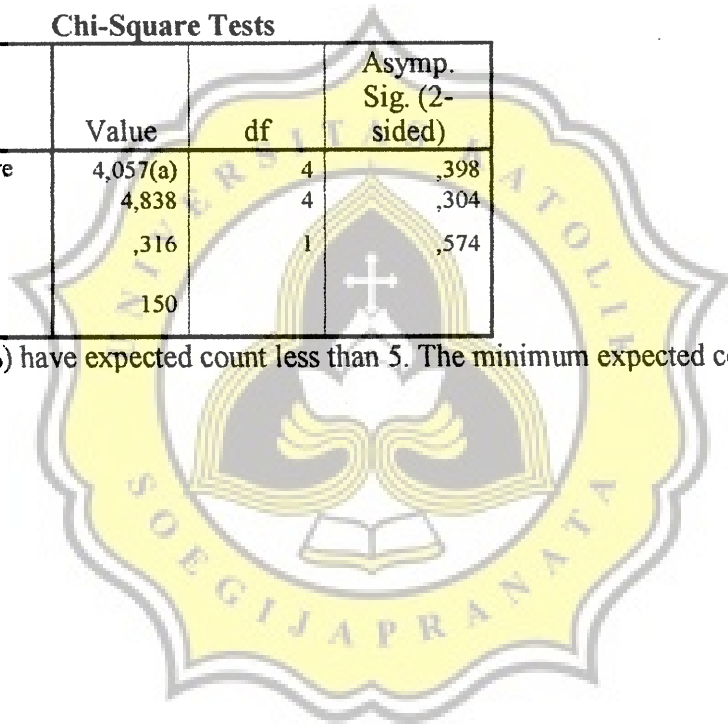
RENC TE * TE Crosstabulation

			TE			Total
			atas	menengah	bawah	
RENC_TE	ya	Count	21	19	25	65
		Expected Count	21,7	21,7	21,7	65,0
	tidak	Count	28	31	23	82
		Expected Count	27,3	27,3	27,3	82,0
	lain-lain	Count	1	0	2	3
		Expected Count	1,0	1,0	1,0	3,0
Total		Count	50	50	50	150
		Expected Count	50,0	50,0	50,0	150,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4,057(a)	4	,398
Likelihood Ratio	4,838	4	,304
Linear-by-Linear Association	,316	1	,574
N of Valid Cases	150		

a 3 cells (33,3%) have expected count less than 5. The minimum expected count is 1,00.



LAMPIRAN 9. Alasan Tanpa Perencanaan

NPar Tests
Chi-Square Test
Frequencies

ALS TANPA PRCN

	Observed N	Expected N	Residual
keinginan sesaat	23	17,6	5,4
terpengaruh teman	24	17,6	6,4
dari luar/dipajang	30	17,6	12,4
pernah dengar	4	17,6	-13,6
lain-lain	7	17,6	-10,6
Total	88		

Test Statistics

	ALS TANPA PRCN
Chi-Square(a)	29,614
df	4
Asymp. Sig.	,000

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 17,6.

DIPAJANG

	Observed N	Expected N	Residual
laki-laki	11	15,0	-4,0
perempuan	19	15,0	4,0
Total	30		

Test Statistics

	DIPAJANG
Chi-Square(a)	2,133
df	1
Asymp. Sig.	,144

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 15,0.

TERPENGARUH TEMAN

	Observed N	Expected N	Residual
laki-laki	8	12.0	-4.0
perempuan	16	12.0	4.0
Total	24		

Test Statistics

	TERP TEMAN
Chi-Square(a)	2.667
df	1
Asymp. Sig.	.102

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 12.0.

NPar Tests Chi-Square Test Frequencies

PENGARUH TEMAN T.E. BAWAH

	Observed N	Expected N	Residual
atas	4	8.0	-4.0
menengah	6	8.0	-2.0
bawah	14	8.0	6.0
Total	24		

Test Statistics

	Penagruh teman_ t.e. Bawah
Chi-Square(a)	7.000
df	2
Asymp. Sig.	.030

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 8.0.

DIPAJANG T.E. ATAS

	Observed N	Expected N	Residual
atas	13	10,0	3,0
menengah	10	10,0	,0
bawah	7	10,0	-3,0
Total	30		

Test Statistics

	DIPJANG T.E. AT
Chi-Square(a)	1,800
df	2
Asymp. Sig.	,407

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 10,0.

KEINGINAN SESAAT T.E. MENENGAH

	Observed N	Expected N	Residual
atas	8	7,3	,7
menengah	12	7,3	4,7
bawah	2	7,3	-5,3
Total	22		

Test Statistics

	KEINGINAN SESAAT _T.E. MENENGAH
Chi-Square(a)	6,909
df	2
Asymp. Sig.	,032

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 7,3.

LAMPIRAN 10. Tempat Pembelian

NPar Tests
Chi-Square Test
Frequencies

TEMPAT PEMBELIAN

Tempat pembelian	Observed N	Expected N	Residual
Sekitar sekolah	44	50,0	-6,0
Sekitar rumah	54	50,0	4,0
Supermarket	52	50,0	2,0
Total	150		

Test Statistics

	TEMPAT PEMBELIAN
Chi-Square(a)	1,120
df	2
Asymp. Sig.	,571

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50,0.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
TMPT_PEMBELIAN * JK	150	100.0%	0	.0%	150	100.0%

TEMPAT_PEMBELIAN * JENIS KELAMIN Crosstabulation

		JK		Total	
		laki-laki	perempuan		
TMPT_PEMBELIAN	Sekitar sekolah	Count	22	22	44
		Expected Count	19.7	24.3	44.0
	Sekitar rumah	Count	23	31	54
		Expected Count	24.1	29.9	54.0
	supermarket	Count	22	30	52
		Expected Count	23.2	28.8	52.0
Total		Count	67	83	150
		Expected Count	67.0	83.0	150.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.717(a)	2	.699
Likelihood Ratio	.715	2	.699
Linear-by-Linear Association	.537	1	.464
N of Valid Cases	150		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 19.65.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Tempat Pembelian_T.E. EK	150	100.0%	0	.0%	150	100.0%

Tempat_Pembelian * TK_EK Crosstabulation

			TK_EK			Total
			atas	menengah	bawah	
Tempat_Pembelian	Sekitar sekolah	Count	19	14	11	44
		Expected Count	14.7	14.7	14.7	44.0
	Sekitar rumah	Count	13	13	28	54
		Expected Count	18.0	18.0	18.0	54.0
	supermarket	Count	18	23	11	52
		Expected Count	17.3	17.3	17.3	52.0
Total		Count	50	50	50	150
		Expected Count	50.0	50.0	50.0	150.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.753(a)	4	.005
Likelihood Ratio	14.392	4	.006
Linear-by-Linear Association	.016	1	.901
N of Valid Cases	150		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.67.

LAMPIRAN 11. Alasan Memilih Tempat Pembelian

NPar Tests Chi-Square Test Frequencies

Alasan pemilihan _Tempat Pembelian

	Observed N	Expected N	Residual
harga	48	30,0	18,0
kedekatan	55	30,0	25,0
ketersediaan	26	30,0	-4,0
lainnya	16	30,0	-14,0
kosong	5	30,0	-25,0
Total	150		

Test Statistics

	ALS PB1
Chi-Square(a)	59,533
df	4
Asymp. Sig.	,000

a 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 30,0.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
ALS_PB1 * JK1	150	100.0%	0	.0%	150	100.0%

Alasan Pembelian * Jenis Kelamin Crosstabulation

		Jenis Kelamin		Total	
		laki-laki	perempuan		
Alasan Pembelian	harga	Count	24	24	48
		Expected Count	21.4	26.6	48.0
	kedekatan	Count	28	27	55
		Expected Count	24.6	30.4	55.0
	ketersediaan	Count	11	15	26
		Expected Count	11.6	14.4	26.0
	lainnya	Count	3	13	16
		Expected Count	7.1	8.9	16.0
	kosong	Count	1	4	5
		Expected Count	2.2	2.8	5.0
Total		Count	67	83	150
		Expected Count	67.0	83.0	150.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.057(a)	4	.133
Likelihood Ratio	7.592	4	.108
Linear-by-Linear Association	5.170	1	.023
N of Valid Cases	150		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.23.

NPar Tests

Chi-Square Test

Frequencies

KEDEKATAN

	Observed N	Expected N	Residual
laki-laki	28	27,5	,5
perempuan	27	27,5	-,5
Total	55		

Test Statistics

	KEDEKATAN
Chi-Square(a)	,018
df	1
Asymp. Sig.	,893

a. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 27,5.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
ALS_PB * TK_EK	150	100.0%	0	0%	150	100.0%

Alasan Pembelian * T. Ekonomi Crosstabulation

			Tingkat Ekonomi			Total
			atas	menengah	bawah	
Alasan Pembelian	harga	Count	17	15	16	48
		Expected Count	16.0	16.0	16.0	48.0
	kedekatan	Count	19	18	18	55
		Expected Count	18.3	18.3	18.3	55.0
	ketersediaan	Count	7	7	12	26
		Expected Count	8.7	8.7	8.7	26.0
	lainnya	Count	3	10	3	16
		Expected Count	5.3	5.3	5.3	16.0
	kosong	Count	4	0	1	5
		Expected Count	1.7	1.7	1.7	5.0
Total		Count	50	50	50	150
		Expected Count	50.0	50.0	50.0	150.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.409(a)	8	.099
Likelihood Ratio	13.641	8	.092
Linear-by-Linear Association	.075	1	.784
N of Valid Cases	150		

a 3 cells (20.0%) have expected count less than 5. The minimum expected count is 1.67.

NPar Tests
Chi-Square Test
Frequencies

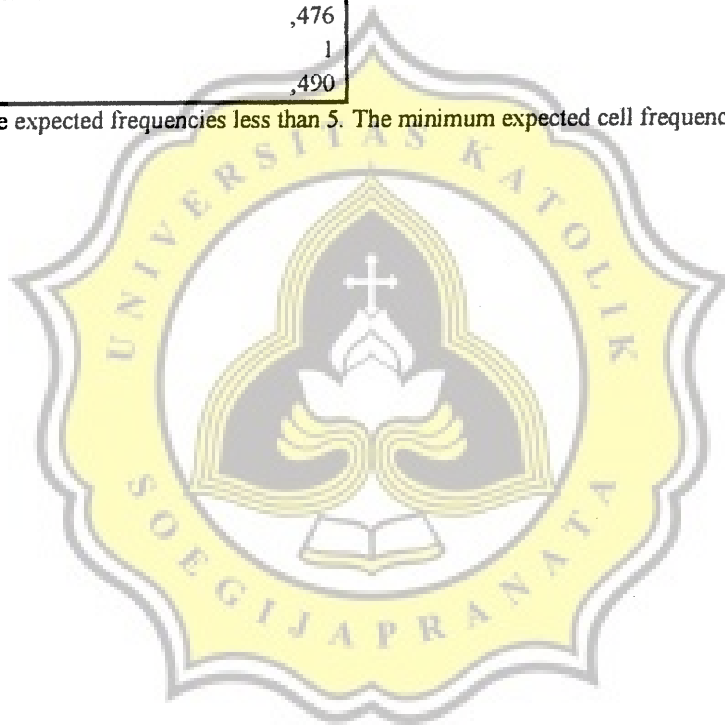
HARGA_KEDEKATAN

	Observed N	Expected N	Residual
harga	48	51,5	-3,5
kedekatan	55	51,5	3,5
Total	103		

Test Statistics

	HARGA KEDEKATAN
Chi-Square(a)	,476
df	1
Asymp. Sig.	,490

a 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 51,5.



LAMPIRAN 12. Alasan Pembelian

NPar Tests Chi-Square Test Frequencies

Alasan Pembelian

	Observed N	Expected N	Residual
keinginan	88	29,8	58,2
kebutuhan	14	29,8	-15,8
mengisi waktu senggang	22	29,8	-7,8
disediakan	11	29,8	-18,8
dibelikan	14	29,8	-15,8
Total	149		

Test Statistics

	Alasan Pembelian
Chi-Square(a)	144,322
df	4
Asymp. Sig.	,000

a 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 29,8.

KEINGINAN

	Observed N	Expected N	Residual
laki-laki	42	44,0	-2,0
perempuan	46	44,0	2,0
Total	88		

Test Statistics

	KEINGIN
Chi-Square(a)	,182
df	1
Asymp. Sig.	,670

a 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 44,0.

MENGENGISI WAKTU SENGGANG

	Observed N	Expected N	Residual
laki-laki	5	11,0	-6,0
perempuan	17	11,0	6,0
Total	22		

Test Statistics

	MENGGISI WAKTU SENGGANG
Chi-Square(a)	6,545
df	1
Asymp. Sig.	,011

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 11,0

KEBUTUHAN

	Observed N	Expected N	Residual
laki-laki	8	7,0	1,0
perempuan	6	7,0	-1,0
Total	14		

Test Statistics

	KEBUTUHAN
Chi-Square(a)	,286
df	1
Asymp. Sig.	,593

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 7,0.

KEINGINAN TINGKAT EKONOMI

	Observed N	Expected N	Residual
atas	30	29,3	,7
menengah	25	29,3	-4,3
bawah	33	29,3	3,7
Total	88		

Test Statistics

	KEING TE
Chi-Square(a)	1,114
df	2
Asymp. Sig.	,573

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 29,3.

T.E. Menengah

	Observed N	Expected N	Residual
mengisi waktu senggang	11	6,0	5,0
disediakan	5	6,0	-1,0
dibelian	2	6,0	-4,0
Total	18		

Test Statistics

	T.E. Menengah
Chi-Square(a)	7,000
df	2
Asymp. Sig.	,030

a 0 cells (0%) have expected frequencies less than 5. The minimum expected cell frequency is 6,0.



LAMPIRAN 13. Frekuensi Pembelian

**NPar Tests
Chi-Square Test
Frequencies**

FREK PMB

	Observed N	Expected N	Residual
<3 hari	73	25,0	48,0
<1 minggu	23	25,0	-2,0
1-2 minggu	38	25,0	13,0
2 minggu-1 bulan	9	25,0	-16,0
> 5 bulan	2	25,0	-23,0
kadang-kadang	5	25,0	-20,0
Total	150		

Test Statistics

	Frekuensi Pembelian
Chi-Square(a)	146,480
df	5
Asymp. Sig.	,000

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 25,0.

KURANG 3HARI

	Observed N	Expected N	Residual
laki-laki	30	36,5	-6,5
perempuan	43	36,5	6,5
Total	73		

Test Statistics

	KRG 3HR
Chi-Square(a)	2,315
df	1
Asymp. Sig.	,128

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36,5.

Kurang 3 hari (T.E)

	Observed N	Expected N	Residual
atas	23	24,0	-1,0
menengah	21	24,0	-3,0
bawah	28	24,0	4,0
Total	72		

Test Statistics

	KR 3HRTE
Chi-Square(a)	1,083
df	2
Asymp. Sig.	,582

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 24,0.



LAMPIRAN 14. Banyaknya Setiap kali Pembelian

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
BNYK_PMB * JKL	150	100,0%	0	,0%	150	100,0%

Banyaknya setiap kali pembelian * Jenis Kelamin Crosstabulation

			JKL		Total
			laki-laki	perempuan	
BNYK_PMB	1 bungkus	Count	25	33	58
		Expected	25,9	32,1	58,0
	2-3 bungkus	Count	22	27	49
		Expected	21,9	27,1	49,0
	> 3 bungkus	Count	20	23	43
		Expected	19,2	23,8	43,0
Total		Count	67	83	150
		Expected	67,0	83,0	150,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	,118(a)	2	,943
Likelihood Ratio	,118	2	,943
Linear-by-Linear Association	,117	1	,733
N of Valid Cases	150		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 19,21.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
BNYK_TE * TKT EK	150	100,0%	0	,0%	150	100,0%

Banyaknya setiap pembelian * Tingkat ekonomi Crosstabulation

			Tingkat Ekonomi			Total
			atas	menengah	bawah	
Banyaknya Pembelian	1 bungkus	Count	24	23	11	58
		Expected Count	19,3	19,3	19,3	58,0
	2-3 bungkus	Count	17	13	19	49
		Expected Count	16,3	16,3	16,3	49,0
	> 3 bungkus	Count	9	14	20	43
		Expected Count	14,3	14,3	14,3	43,0
Total	Count	50	50	50	150	
	Expected Count	50,0	50,0	50,0	150,0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10,789(a)	4	,029
Likelihood Ratio	11,423	4	,022
Linear-by-Linear Association	8,626	1	,003
N of Valid Cases	150		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 14,33.

LAMPIRAN 15. Cara Mengetahui Volume Snack

NPar Tests
Chi-Square Test
Frequencies

Cara mengetahui volume snack

	Observed N	Expected N	Residual
mengocok-ngocok	114	37,5	76,5
meremas	11	37,5	-26,5
mmbaca neto	6	37,5	-31,5
lainnya	19	37,5	-18,5
Total	150		

Test Statistics

	VOL SNCK
Chi-Square(a)	210,373
df	3
Asymp. Sig.	,000

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 37,5.

DIKOCOK

	Observed N	Expected N	Residual
laki-laki	55	57,0	-2,0
perempuan	59	57,0	2,0
Total	114		

Test Statistics

	DIKOCOK
Chi-Square(a)	,140
df	1
Asymp. Sig.	,708

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 57,0.

LAMPIRAN 16. Perhatian terhadap Kemasan

NPar Tests Chi-Square Test Frequencies

Perhatian terhadap Kemasan

	Observed N	Expected N	Residual
ya	124	75,0	49,0
tidak	26	75,0	-49,0
Total	150		

Test Statistics

	Perhatian terhadap kemasan
Chi-Square(a)	64,027
df	1
Asymp. Sig.	,000

a 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 75,0.

Memperhatikn kemasan JK

	Observed N	Expected N	Residual
laki-laki	53	62,0	-9,0
perempuan	71	62,0	9,0
Total	124		

Test Statistics

	Memperhatikan kemasan JK
Chi-Square(a)	2,613
df	1
Asymp. Sig.	,106

a 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 62,0.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Perhatian thd Kemasan TE	150	100,0%	0	,0%	150	100,0%

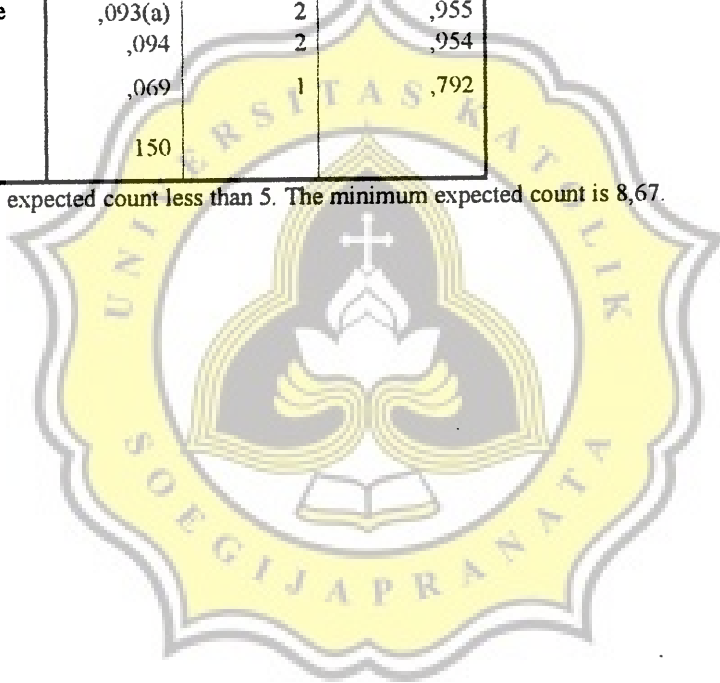
PERKM TE * TE Crosstabulation

			Tingkat ekonomi			Total
			atas	menengah	bawah	
Perhatian terhadap kemasan	ya	Count	41	41	42	124
		Expected Count	41,3	41,3	41,3	124,0
	tidak	Count	9	9	8	26
		Expected Count	8,7	8,7	8,7	26,0
Total	Count	50	50	50	150	
	Expected Count	50,0	50,0	50,0	150,0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	,093(a)	2	,955
Likelihood Ratio	,094	2	,954
Linear-by-Linear Association	,069	1	,792
N of Valid Cases	150		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 8,67.



LAMPIRAN 17. Bahan Kemasan yang Disukai

NPar Tests Chi-Square Test Frequencies

BIIN NPAR

	Observed N	Expected N	Residual
plastik	143	37,5	105,5
kardus/karton	4	37,5	-33,5
lainnya	1	37,5	-36,5
semuanya	2	37,5	-35,5
Total	150		

Test Statistics

	Bahan kemasan
Chi-Square(a)	395,867
df	3
Asymp. Sig.	,000

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 37,5.

PLASTIK

	Observed N	Expected N	Residual
laki-laki	63	71,5	-8,5
perempuan	80	71,5	8,5
Total	143		

Test Statistics

	PLASTIK
Chi-Square(a)	2,021
df	1
Asymp. Sig.	,155

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 71,5.

LAMPIRAN 18. Satuan Pembelian

NPar Tests Chi-Square Test Frequencies

Satuan pembelian

	Observed N	Expected N	Residual
satuan	129	50,0	79,0
dos-dosan	7	50,0	-43,0
>1	14	50,0	-36,0
Total	150		

Test Statistics

	Satuan Pembelian
Chi-Square(a)	187,720
df	2
Asymp. Sig.	,000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50,0.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Satuan Pembelian_JK	150	100,0%	0	,0%	150	100,0%

Satuan Pembelian * JK Crosstabulation

			JK		Total
			laki-laki	perempuan	
ECR_SAT	satuan	Count	55	74	129
		Expected Count	57,6	71,4	129,0
	dos-dosan	Count	5	2	7
		Expected Count	3,1	3,9	7,0
	>1	Count	7	7	14
		Expected Count	6,3	7,7	14,0
Total		Count	67	83	150
		Expected Count	67,0	83,0	150,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2,405(a)	2	,300
Likelihood Ratio	2,427	2	,297
Linear-by-Linear Association	,831	1	,362
N of Valid Cases	150		

a 2 cells (33,3%) have expected count less than 5. The minimum expected count is 3,13.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
SAT_TE * TK_EK	150	100,0%	0	,0%	150	100,0%

SATUAN PEMBELIAN * TK_EK Crosstabulation

			TK_EK			Total
			atas	menengah	bawah	
SAT_TE	satuan	Count	42	43	44	129
		Expected	43,0	43,0	43,0	129,0
	dos-dosan	Count	3	0	4	7
		Expected	2,3	2,3	2,3	7,0
	>1	Count	5	7	2	14
		Expected	4,7	4,7	4,7	14,0
Total		Count	50	50	50	150
		Expected	50,0	50,0	50,0	150,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6,475(a)	4	,166
Likelihood Ratio	8,844	4	,065
Linear-by-Linear Association	,679	1	,410
N of Valid Cases	150		

a 6 cells (66,7%) have expected count less than 5. The minimum expected count is 2,33.

LAMPIRAN 19. Pemilihan Kemasan Menggelembung

NPar Tests
Chi-Square Test
Frequencies

Menggelembung

	Observed N	Expected N	Residual
ya	133	75,0	58,0
tidak	17	75,0	-58,0
Total	150		

Test Statistics

	Menggelembung
Chi-Square(a)	89,707
df	1
Asymp. Sig.	,000

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 75,0.

Menggelembung JK

	Observed N	Expected N	Residual
laki-laki	62	66,5	-4,5
perempuan	71	66,5	4,5
Total	133		

Test Statistics

	Menggelembung JK
Chi-Square(a)	,609
df	1
Asymp. Sig.	,435

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 66,5.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Menggelembung * TE	150	100,0%	0	,0%	150	100,0%

Menggelembung * TE Crosstabulation

		TE			Total
		atas	menengah	bawah	
MGLM_TE ya	Count	48	43	42	133
	Expected Count	44,3	44,3	44,3	133,0
tidak	Count	2	7	8	17
	Expected Count	5,7	5,7	5,7	17,0
Total	Count	50	50	50	150
	Expected Count	50,0	50,0	50,0	150,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4,113(a)	2	,128
Likelihood Ratio	4,771	2	,092
Linear-by-Linear Association	3,559	1	,059
N of Valid Cases	150		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 5,67.

LAMPIRAN 20. Alasan Pemilihan Kemasan Menggelembung

**NPar Tests
Chi-Square Test
Frequencies**

Alasan Menggelembung

	Observed N	Expected N	Residual
volum/isi	68	16,7	51,3
melempem/kerenyahan	25	16,7	8,3
kadaluarsa/baru	22	16,7	5,3
kesehatan	4	16,7	-12,7
enak	1	16,7	-15,7
utuh	5	16,7	-11,7
ada hadiah	8	16,7	-8,7
lainnya	13	16,7	-3,7
tidak ada alasan	4	16,7	-12,7
Total	150		

Test Statistics

	Alasan Menggelembung
Chi-Square(a)	211,440
df	8
Asymp. Sig.	,000

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 16,7.

Volume

	Observed N	Expected N	Residual
laki-laki	26	34,0	-8,0
perempuan	42	34,0	8,0
Total	68		

Test Statistics

	VOLUME
Chi-Square(a)	3,765
df	1
Asymp. Sig.	,052

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 34,0.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Alasan menggelembung * JK	150	100,0%	0	,0%	150	100,0%

Alasan menggelembung * JK Crosstabulation

		Jenis Kelamin		Total	
		laki-laki	perempuan		
Alasan Menggelembung	volum/isi	Count	26	42	68
		Expected Count	30,4	37,6	68,0
	melempem/ kerenyahan	Count	12	13	25
		Expected Count	11,2	13,8	25,0
	kdaluarsa/baru	Count	9	13	22
		Expected Count	9,8	12,2	22,0
	kesehatan	Count	0	4	4
		Expected Count	1,8	2,2	4,0
	enak	Count	1	0	1
		Expected Count	,4	,6	1,0
	utuh	Count	3	2	5
		Expected Count	2,2	2,8	5,0
	ada hadiah	Count	7	1	8
		Expected Count	3,6	4,4	8,0
	lainnya	Count	8	5	13
		Expected Count	5,8	7,2	13,0
	tidak ada alasan	Count	1	3	4
		Expected Count	1,8	2,2	4,0
Total		Count	67	83	150
		Expected Count	67,0	83,0	150,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14,381(a)	8	,072
Likelihood Ratio	16,802	8	,032
Linear-by-Linear Association	3,699	1	,054
N of Valid Cases	150		

a. 10 cells (55,6%) have expected count less than 5. The minimum expected count is ,45.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Alasan menggelembung* TE	150	100,0%	0	,0%	150	100,0%

Alasan Menggelembung*TE Crosstabulation

ALS_TE			TKTEK			Total
			atas	menengah	bawah	
volum/isi	Count	22	22	24	68	
	Expected Count	22,7	22,7	22,7	68,0	
melempem/kereyahan	Count	5	13	7	25	
	Expected Count	8,3	8,3	8,3	25,0	
kidaluarsa/baru	Count	9	5	7	21	
	Expected Count	7,0	7,0	7,0	21,0	
kesehatan	Count	2	1	1	4	
	Expected Count	1,3	1,3	1,3	4,0	
enak	Count	0	1	0	1	
	Expected Count	,3	,3	,3	1,0	
utuh	Count	3	1	1	5	
	Expected Count	1,7	1,7	1,7	5,0	
ada hadiah	Count	4	3	1	8	
	Expected Count	2,7	2,7	2,7	8,0	
lainnya	Count	5	3	6	14	
	Expected Count	4,7	4,7	4,7	14,0	
tidak ada alasan	Count	0	1	3	4	
	Expected Count	1,3	1,3	1,3	4,0	
Total	Count	50	50	50	150	
	Expected Count	50,0	50,0	50,0	150,0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15,771(a)	16	,469
Likelihood Ratio	16,774	16	,400
Linear-by-Linear Association	,006	1	,938
N of Valid Cases	150		

a. 18 cells (66,7%) have expected count less than 5. The minimum expected count is ,33.



LAMPIRAN 21. Perhatian terhadap Hadiah dan Jenis Hadiah

NPar Tests
Chi-Square Test
Frequencies

Tulisan Berhadiah

	Observed N	Expected N	Residual
ya	93	50,0	43,0
tidak	50	50,0	,0
kadang-kadang	7	50,0	-43,0
Total	150		

Test Statistics

	Tulisan Berhadiah
Chi-Square(a)	73,960
df	2
Asymp. Sig.	,000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50,0.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
TLS_HDH * JK	150	100,0%	0	,0%	150	100,0%

Tulisan berhadiah * JK Crosstabulation

			Jenis Kelamin		Total
			laki-laki	perempuan	
Tulisan berhadiah	ya	Count	47	46	93
		Expected Count	41,5	51,5	93,0
	tidak	Count	19	31	50
		Expected Count	22,3	27,7	50,0
	kadang-kadang	Count	1	6	7
		Expected Count	3,1	3,9	7,0
Total	Count	67	83	150	
	Expected Count	67,0	83,0	150,0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4,810(a)	2	,090
Likelihood Ratio	5,172	2	,075
Linear-by-Linear Association	4,563	1	,033
N of Valid Cases	150		

a. 2 cells (33,3%) have expected count less than 5. The minimum expected count is 3,13.

NPar Tests

Chi-Square Test

Frequencies

Tulisan Berhadiah ya*JK

	Observed N	Expected N	Residual
laki-laki	47	46,5	,5
perempuan	46	46,5	-,5
Total	93		

Test Statistics

	Tulisan Berhadiah (Ya) *JK
Chi-Square(a)	,011
df	1
Asymp. Sig.	,917

a. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 46,5.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Tulisan Berhadiah* TE	150	100,0%	0	,0%	150	100,0%

Tulisan Berhadiah * TE Crosstabulation

			TE			Total
			atas	menengah	bawah	
TLS_TE	ya	Count	30	26	37	93
		Expected Count	31,0	31,0	31,0	93,0
	tidak	Count	18	20	12	50
		Expected Count	16,7	16,7	16,7	50,0
	kadang-kadang	Count	2	4	1	7
		Expected Count	2,3	2,3	2,3	7,0
Total		Count	50	50	50	150
		Expected Count	50,0	50,0	50,0	150,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6,080(a)	4	,193
Likelihood Ratio	6,159	4	,188
Linear-by-Linear Association	1,881	1	,170
N of Valid Cases	150		

a. 3 cells (33,3%) have expected count less than 5. The minimum expected count is 2,33.

NPar Tests
Chi-Square Test
Frequencies

Jenis Hadiah

	Observed N	Expected N	Residual
Ya	85	50,0	35,0
Tidak	64	50,0	14,0
Kadang-kadang	1	50,0	-49,0
Total	150		

Test Statistics

	Jenis Hadiah
Chi-Square(a)	76,440
df	2
Asymp. Sig.	,000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50,0.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
JNS_HDH * JKL	150	100,0%	0	,0%	150	100,0%

Jenis Hadiah * Jenis Kelamin Crosstabulation

			Jenis Kelamin		Total
			laki-laki	perempuan	
JNS_HDH	Ya	Count	45	40	85
		Expected Count	38,0	47,0	85,0
	Tidak	Count	22	42	64
		Expected Count	28,6	35,4	64,0
	Kadang-kadang	Count	0	1	1
		Expected Count	,4	,6	1,0
Total		Count	67	83	150
		Expected Count	67,0	83,0	150,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5,905(a)	2	,052
Likelihood Ratio	6,327	2	,042
Linear-by-Linear Association	5,772	1	,016
N of Valid Cases	150		

a. 2 cells (33,3%) have expected count less than 5. The minimum expected count is ,45.

NPar Tests Chi-Square Test Frequencies

JNS_JK

	Observed N	Expected N	Residual
laki-laki	45	42,5	2,5
perempuan	40	42,5	-2,5
Total	85		

Test Statistics

		JNS JK
Chi-Square(a)		,294
df		1
Asymp. Sig.		,588

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 42,5.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
HD_TE * TE	150	100,0%	0	,0%	150	100,0%

Jenis Hadiah * TE Crosstabulation

			TE			Total
			atas	menengah	bawah	
HD_TE	ya	Count	29	20	36	85
		Expected Count	28,3	28,3	28,3	85,0
	tidak	Count	21	30	13	64
		Expected Count	21,3	21,3	21,3	64,0
	kadang-kadang	Count	0	0	1	1
		Expected Count	,3	,3	,3	1,0
Total		Count	50	50	50	150
		Expected Count	50,0	50,0	50,0	150,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13,322(a)	4	,010
Likelihood Ratio	13,772	4	,008
Linear-by-Linear Association	1,377	1	,241
N of Valid Cases	150		

a. 3 cells (33,3%) have expected count less than 5. The minimum expected count is ,33.

LAMPIRAN 22 . Desain Kemasan yang Disukai

**NPar Tests
Chi-Square Test
Frequencies**

Desain yang disukai

	Observed N	Expected N	Residual
apa saja	6	18,8	-12,8
isi produk	15	18,8	-3,8
mainan	57	18,8	38,3
binatang	30	18,8	11,3
tokoh cerita	21	18,8	2,3
orang	17	18,8	-1,8
lainnya	3	18,8	-15,8
tdk menjawab	1	18,8	-17,8
Total	150		

Test Statistics

	DESAIN K
Chi-Square(a)	124,667
df	7
Asymp. Sig.	,000

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 18,8.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
DESAIN_K * JK	150	100,0%	0	,0%	150	100,0%

DESAIN_K * JK Crosstabulation

		JK		Total	
		laki-laki	perempuan		
DESAIN_K	apa saja	Count	4	2	6
		Expected Count	2,7	3,3	6,0
	isi produk	Count	8	7	15
		Expected Count	6,7	8,3	15,0
	mainan	Count	18	39	57
		Expected Count	25,5	31,5	57,0
	binatang	Count	18	12	30
		Expected Count	13,4	16,6	30,0
	tokoh cerita	Count	10	11	21
		Expected Count	9,4	11,6	21,0
	orang	Count	8	9	17
		Expected Count	7,6	9,4	17,0
	lainnya	Count	1	2	3
		Expected Count	1,3	1,7	3,0
	tdk menjawab	Count	0	1	1
		Expected Count	,4	,6	1,0
Total		Count	67	83	150
		Expected Count	67,0	83,0	150,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9,512(a)	7	,218
Likelihood Ratio	9,999	7	,189
Linear-by-Linear Association	,003	1	,956
N of Valid Cases	150		

a. 6 cells (37,5%) have expected count less than 5. The minimum expected count is ,45.

NPar Tests

Chi-Square Test

Frequencies

MAINAN

	Observed N	Expected N	Residual
laki-laki	18	28,5	-10,5
perempuan	39	28,5	10,5
Total	57		

BINATANG

	Observed N	Expected N	Residual
laki-laki	18	15,0	3,0
perempuan	12	15,0	-3,0
Total	30		

Test Statistics

	MAINAN	BINATAN G
Chi-Square(a,b)	7,737	1,200
df	1	1
Asymp. Sig.	,005	,273

a 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 28,5.

b 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 15,0.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
DESAIN_T * TE	150	100,0%	0	,0%	150	100,0%

DESAIN_T * TE Crosstabulation

DESAIN_T			TE			Total
			atas	menengah	bawah	
apa saja	Count		4	1	1	6
	Expected		2,0	2,0	2,0	6,0
isi produk	Count		5	10	0	15
	Expected		5,0	5,0	5,0	15,0
mainan	Count		12	21	25	58
	Expected		19,3	19,3	19,3	58,0
binatang	Count		9	12	9	30
	Expected		10,0	10,0	10,0	30,0
tokoh cerita	Count		11	3	7	21
	Expected		7,0	7,0	7,0	21,0
orang	Count		8	2	7	17
	Expected		5,7	5,7	5,7	17,0
lainnya	Count		1	1	1	3
	Expected		1,0	1,0	1,0	3,0
Total	Count		50	50	50	150
	Expected		50,0	50,0	50,0	150,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26,405(a)	12	,009
Likelihood Ratio	31,267	12	,002
Linear-by-Linear Association	,000	1	1,000
N of Valid Cases	150		

a. 6 cells (28,6%) have expected count less than 5. The minimum expected count is 1,00.



LAMPIRAN 23. Warna Kemasan yang Disukai

NPar Tests
Chi-Square Test
Frequencies

WARNA			
	Observed N	Expected N	Residual
apa saja	8	12,5	-4,5
merah	62	12,5	49,5
kuning	16	12,5	3,5
hijau	13	12,5	,5
biru	16	12,5	3,5
putih	1	12,5	-11,5
hitam	10	12,5	-2,5
jambon/pink	7	12,5	-5,5
oranye	5	12,5	-7,5
lainnya	5	12,5	-7,5
coklat	6	12,5	-6,5
kosong	1	12,5	-11,5
Total	150		

Test Statistics

	WARNA
Chi-Square(a)	236,080
df	11
Asymp. Sig.	,000

a. 0 cells (0%) have expected frequencies less than 5. The minimum expected cell frequency is 12,5.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
WARNA * JK	150	100,0%	0	,0%	150	100,0%

WARNA * JK Crosstabulation

			JK		Total
			laki-laki	perempuan	
WARNA	apa saja	Count	6	2	8
		Expected Count	3,6	4,4	8,0
	merah	Count	30	32	62
		Expected Count	27,7	34,3	62,0
	kuning	Count	3	13	16
		Expected Count	7,1	8,9	16,0
	hijau	Count	5	8	13
		Expected Count	5,8	7,2	13,0
	biru	Count	9	7	16
		Expected Count	7,1	8,9	16,0
	putih	Count	0	1	1
		Expected Count	,4	,6	1,0
	hitam	Count	4	6	10
		Expected Count	4,5	5,5	10,0
	jambon/pink	Count	3	4	7
		Expected Count	3,1	3,9	7,0
	oranye	Count	2	3	5
		Expected Count	2,2	2,8	5,0
	lainnya	Count	3	2	5
		Expected Count	2,2	2,8	5,0
	coklat	Count	1	5	6
		Expected Count	2,7	3,3	6,0
	kosong	Count	1	0	1
		Expected Count	,4	,6	1,0
Total		Count	67	83	150
		Expected Count	67,0	83,0	150,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13,311(a)	11	,273
Likelihood Ratio	14,767	11	,193
Linear-by-Linear Association	,523	1	,470
N of Valid Cases	150		

a. 15 cells (62,5%) have expected count less than 5. The minimum expected count is ,45.

NPar Tests
Chi-Square Test
Frequencies

MERAH

	Observed N	Expected N	Residual
laki-laki	30	31,0	-1,0
perempuan	32	31,0	1,0
Total	62		

KUNING

	Observed N	Expected N	Residual
laki-laki	3	8,0	-5,0
perempuan	13	8,0	5,0
Total	16		

BIRU

	Observed N	Expected N	Residual
laki-laki	9	9,0	,0
Total	9(a)		

a This variable is constant. Chi-Square Test cannot be performed.

Test Statistics

	MERAH	KUNING
Chi-Square(a,b)	,065	6,250
df	1	1
Asymp. Sig.	,799	,012

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 31,0.
 b 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 8,0.

Merah*Kuning

	Observed N	Expected N	Residual
merah	62	39,0	23,0
kuning	16	39,0	-23,0
Total	78		

Kuning *Biru

	Observed N	Expected N	Residual
kuning	16	16,0	,0
biru	16	16,0	,0
Total	32		

Test Statistics

	MXK	KXB
Chi-Square(a,b)	27,128	,000
df	1	1
Asymp. Sig.	,000	1,000

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 39,0.
 b 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 16,0.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
WARNA_TE * TE	150	100,0%	0	,0%	150	100,0%

WARNA_TE * TE Crosstabulation

WARNA_TE			TE			Total
			atas	menengah	bawah	
apa saja	Count		4	2	2	8
	Expected Count		2,7	2,7	2,7	8,0
merah	Count		18	26	18	62
	Expected Count		20,7	20,7	20,7	62,0
kuning	Count		5	7	4	16
	Expected Count		5,3	5,3	5,3	16,0
hijau	Count		3	4	6	13
	Expected Count		4,3	4,3	4,3	13,0
biru	Count		8	0	8	16
	Expected Count		5,3	5,3	5,3	16,0
putih	Count		0	0	1	1
	Expected Count		,3	,3	,3	1,0
hitam	Count		4	3	3	10
	Expected Count		3,3	3,3	3,3	10,0
jambon/pink	Count		1	4	2	7
	Expected Count		2,3	2,3	2,3	7,0
oranye	Count		1	1	3	5
	Expected Count		1,7	1,7	1,7	5,0
lainnya	Count		2	2	1	5
	Expected Count		1,7	1,7	1,7	5,0
coklat	Count		4	1	1	6
	Expected Count		2,0	2,0	2,0	6,0
kosong	Count		0	0	1	1
	Expected Count		,3	,3	,3	1,0
Total	Count		50	50	50	150
	Expected Count		50,0	50,0	50,0	150,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24,216(a)	22	,336
Likelihood Ratio	29,109	22	,142
Linear-by-Linear Association	,001	1	,972
N of Valid Cases	150		

a 27 cells (75,0%) have expected count less than 5. The minimum expected count is ,33.



LAMPIRAN 24. Perhatian terhadap Merek, Pilihan Rasa dan Berat

**NPar Tests
Chi-Square Test
Frequencies**

MERK_YT

	Observed N	Expected N	Residual
ya	111	75,0	36,0
tidak	39	75,0	-36,0
Total	150		

Test Statistics

	MERK_Y T
Chi-Square(a)	34,560
df	1
Asymp. Sig.	,000

a 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 75,0.

PILRS_YT

	Observed N	Expected N	Residual
ya	140	75,0	65,0
tidak	10	75,0	-65,0
Total	150		

Test Statistics

	PILRS_YT
Chi-Square(a)	112,667
df	1
Asymp. Sig.	,000

a 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 75,0.

BERAT_YT

	Observed N	Expected N	Residual
ya	46	50,0	-4,0
tidak	102	50,0	52,0
kadang-kadang	2	50,0	-48,0
Total	150		

Test Statistics

	BERAT_Y T
Chi-Square(a)	100,480
df	2
Asymp. Sig.	,000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50,0.

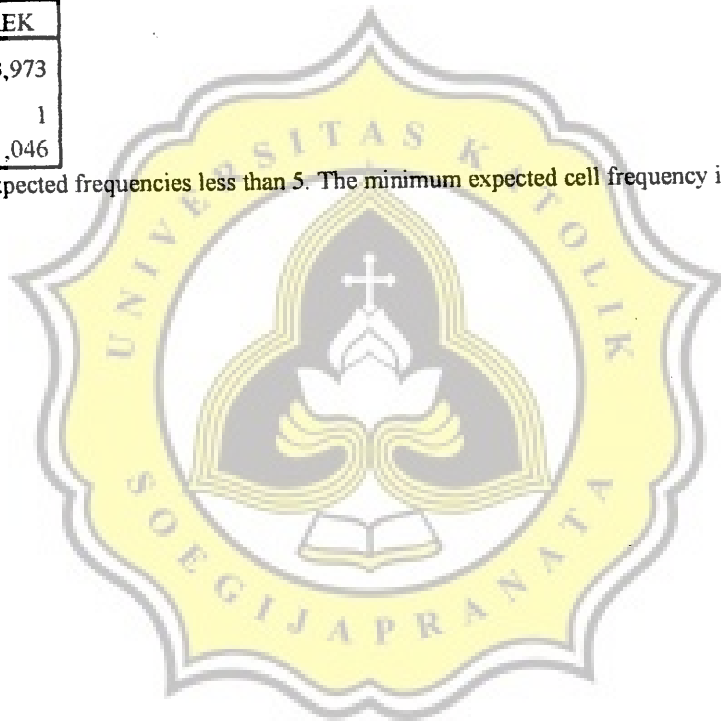
MEREK

	Observed N	Expected N	Residual
laki-laki	45	55,5	-10,5
perempuan	66	55,5	10,5
Total	111		

Test Statistics

	MEREK
Chi-Square(a)	3,973
df	1
Asymp. Sig.	,046

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 55,5.



LAMPIRAN 25. Perhatian terhadap Kehalalan dan Kadaluwarsa

**NPar Tests
Chi-Square Test
Frequencies**

HALAL YT

	Observed N	Expected N	Residual
ya	110	50,0	60,0
tidak	39	50,0	-11,0
kadang-kadang	1	50,0	-49,0
Total	150		

Test Statistics

	HALAL_Y T
Chi-Square(a)	122,440
df	2
Asymp. Sig.	,000

a 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 50,0.

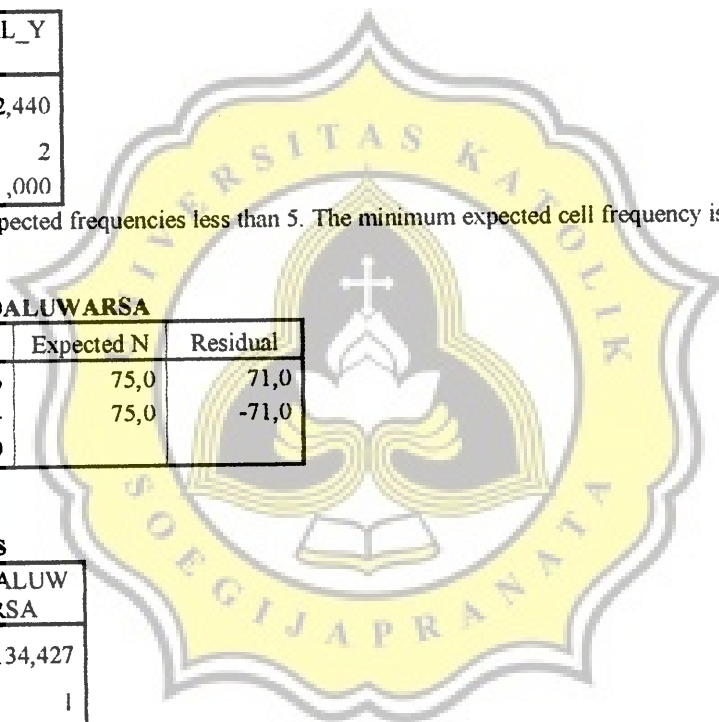
KADALUWARSA

	Observed N	Expected N	Residual
ya	146	75,0	71,0
tidak	4	75,0	-71,0
Total	150		

Test Statistics

	KADALUW ARSA
Chi-Square(a)	134,427
df	1
Asymp. Sig.	,000

a 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 75,0.



NPar Tests
Chi-Square Test
Frequencies

HALAL

	Observed N	Expected N	Residual
laki-laki	46	55,0	-9,0
perempuan	64	55,0	9,0
Total	110		

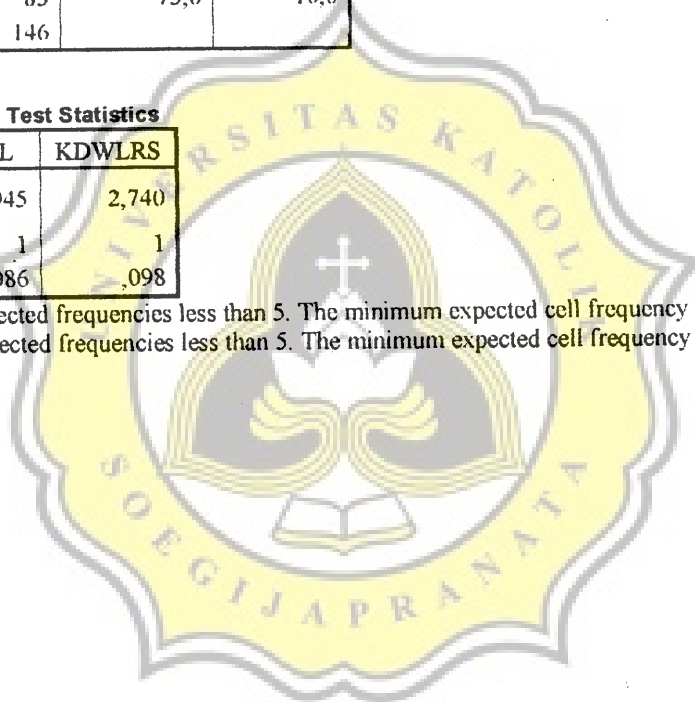
KDWLRS

	Observed N	Expected N	Residual
laki-laki	63	73,0	-10,0
perempuan	83	73,0	10,0
Total	146		

Test Statistics

	HALAL	KDWLRS
Chi-Square(a,b)	2,945	2,740
df	1	1
Asymp. Sig.	,086	,098

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 55,0.
 b 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 73,0.



LAMPIRAN 26. Perhatian terhadap Atribut Mutu

**NPar Tests
Chi-Square Test
Frequencies**

KOMPOSISI

	Observed N	Expected N	Residual
ya	99	50,0	49,0
tidak	45	50,0	-5,0
kadang-kadang	6	50,0	-44,0
Total	150		

Test Statistics

	KOMPOSISI
Chi-Square(a)	87,240
df	2
Asymp. Sig.	,000

a 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 50,0.

JK KOMPOSISI

	Observed N	Expected N	Residual
laki-laki	67	75,0	-8,0
perempuan	83	75,0	8,0
Total	150		

Test Statistics

	JK KOMPS
Chi-Square(a)	1,707
df	1
Asymp. Sig.	,191

a 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 75,0.

**NPar Tests
Chi-Square Test
Frequencies**

PENGAWET_Y

	Observed N	Expected N	Residual
ya	109	50,0	59,0
tidak	40	50,0	-10,0
kadang-kadang	1	50,0	-49,0
Total	150		

Test Statistics

	PENGWT Y
Chi-Square(a)	119,640
df	2
Asymp. Sig.	,000

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50,0.

PENGAWET

	Observed N	Expected N	Residual
laki-laki	46	54,5	-8,5
perempuan	63	54,5	8,5
Total	109		

Test Statistics

	PGWT
Chi-Square(a)	2,651
df	1
Asymp. Sig.	,103

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 54,5.

**NPar Tests
Chi-Square Test
Frequencies**

PEMANIS YT

	Observed N	Expected N	Residual
ya	67	75,0	-8,0
tidak	83	75,0	8,0
Total	150		

Test Statistics

	PEMNS YT
Chi-Square(a)	1,707
df	1
Asymp. Sig.	,191

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 75,0.

PEMANIS

	Observed N	Expected N	Residual
laki-laki	27	33,5	-6,5
perempuan	40	33,5	6,5
Total	67		

Test Statistics

	PEMANIS
Chi-Square(a)	2,522
df	1
Asymp. Sig.	,112

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 33,5.

NPar Tests

Chi-Square Test Frequencies

PEWARNA YT

	Observed N	Expected N	Residual
ya	77	50,0	27,0
tidak	72	50,0	22,0
kadang-kadang	1	50,0	-49,0
Total	150		

Test Statistics

	PEWRN YT
Chi-Square(a)	72,280
df	2
Asymp. Sig.	,000

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50,0.

PEWARNA

	Observed N	Expected N	Residual
laki-laki	30	38,5	-8,5
perempuan	47	38,5	8,5
Total	77		

Test Statistics

	PEWARNA
Chi-Square(a)	3,753
df	1
Asymp. Sig.	,053

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 38,5.

NPar Tests
Chi-Square Test
Frequencies

VETSIN YT

	Observed N	Expected N	Residual
ya	67	50,0	17,0
tidak	81	50,0	31,0
kadang-kadang	2	50,0	-48,0
Total	150		

Test Statistics

	VETSI YT
Chi-Square(a)	71,080
df	2
Asymp. Sig.	,000

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50,0.

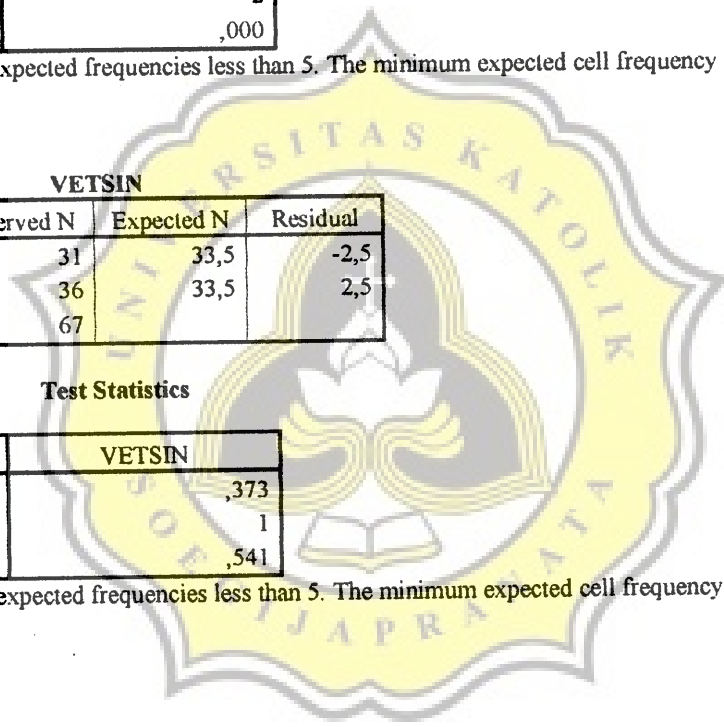
VETSIN

	Observed N	Expected N	Residual
laki-laki	31	33,5	-2,5
perempuan	36	33,5	2,5
Total	67		

Test Statistics

	VETSIN
Chi-Square(a)	,373
df	1
Asymp. Sig.	,541

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 33,5.



LAMPIRAN 27. Perhatian terhadap Atribut Penunjang

NPar Tests Chi-Square Test Frequencies

PRODUSEN

	Observed N	Expected N	Residual
ya	53	75,0	-22,0
tidak	97	75,0	22,0
Total	150		

Test Statistics

	PRODUSEN
Chi-Square(a)	12,907
df	1
Asymp. Sig.	,000

a 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 75,0.

DIPROD YA

	Observed N	Expected N	Residual
laki-laki	24	26,5	-2,5
perempuan	29	26,5	2,5
Total	53		

Test Statistics

	DIPROD
Chi-Square(a)	,472
df	1
Asymp. Sig.	,492

a 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 26,5.

DIPRODUK TDK

	Observed N	Expected N	Residual
laki-laki	43	48,5	-5,5
prempuan	54	48,5	5,5
Total	97		

Test Statistics

	DIPRODUK
Chi-Square(a)	1,247
df	1
Asymp. Sig.	,264

a 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 48,5.

NPar Tests
Chi-Square Test
Frequencies

SAMPA_YT

	Observed N	Expected N	Residual
ya	123	75,0	48,0
tidak	27	75,0	-48,0
Total	150		

Test Statistics

	SAMPA_YT
Chi-Square(a)	61,440
df	1
Asymp. Sig.	,000

a 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 75,0.

BUANG SM

	Observed N	Expected N	Residual
laki-laki	52	61,5	-9,5
perempuan	71	61,5	9,5
Total	123		

Test Statistics

	BUANG SM
Chi-Square(a)	2,935
df	1
Asymp. Sig.	,087

a 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 61,5.

LAMPIRAN 28. Alasan Memperhatikan Atribut dan Yang Mengajarkan

**NPar Tests
Chi-Square Test
Frequencies**

ALASAN			
	Observed N	Expected N	Residual
ingin tahu	46	30,0	16,0
disuruh	12	30,0	-18,0
merasa penting	39	30,0	9,0
kesehatan	51	30,0	21,0
merasa tidak penting	2	30,0	-28,0
Total	150		

Test Statistics	
	ALASAN
Chi-Square(a)	62,867
df	4
Asymp. Sig.	,000

a 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 30,0.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
ALASAN * JK	150	100,0%	0	,0%	150	100,0%

ALASAN * JK Crosstabulation

			JK		Total
			laki-laki	perempuan	
ALASAN	ingin tahu	Count	19	27	46
		Expected Count	20,5	25,5	46,0
	disuruh	Count	6	6	12
		Expected Count	5,4	6,6	12,0
	merasa penting	Count	21	18	39
		Expected Count	17,4	21,6	39,0
	kesehatan	Count	19	32	51
		Expected Count	22,8	28,2	51,0
	merasa tidak penting	Count	2	0	2
		Expected Count	,9	1,1	2,0
Total		Count	67	83	150
		Expected Count	67,0	83,0	150,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5,289(a)	4	,259
Likelihood Ratio	6,043	4	,196
Linear-by-Linear Association	,013	1	,908
N of Valid Cases	150		

a 2 cells (20,0%) have expected count less than 5. The minimum expected count is ,89.

NPar Tests

**Chi-Square Test
Frequencies**

TIGA_ALS

	Observed N	Expected N	Residual
ingin tahu	46	44,7	1,3
merasa penting	39	44,7	-5,7
kesehatan	49	44,7	4,3
Total	134		

Test Statistics

	TIGA ALS
Chi-Square(a)	1,179
df	2
Asymp. Sig.	,555

a 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 44,7.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
ALASAN_T * TE	150	100,0%	0	,0%	150	100,0%

ALASAN_T * TE Crosstabulation

			TE			Total
			atas	menengah	bawah	
ALASAN _T	ingin tahu	Count	10	16	20	46
		Expected Count	15,3	15,3	15,3	46,0
	disuruh	Count	4	5	3	12
		Expected Count	4,0	4,0	4,0	12,0
	merasa penting	Count	12	12	15	39
		Expected Count	13,0	13,0	13,0	39,0
	kesehatan	Count	22	16	12	50
		Expected Count	16,7	16,7	16,7	50,0
	merasa tidak penting	Count	2	1	0	3
		Expected Count	1,0	1,0	1,0	3,0
Total		Count	50	50	50	150
		Expected Count	50,0	50,0	50,0	150,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9,306(a)	8	,317
Likelihood Ratio	10,195	8	,252
Linear-by-Linear Association	6,687	1	,010
N of Valid Cases	150		

a. 6 cells (40,0%) have expected count less than 5. The minimum expected count is 1,00.

NPar Tests
Chi-Square Test
Frequencies

ADA_MGJ

	Observed N	Expected N	Residual
ya	108	50,0	58,0
tidak	41	50,0	-9,0
lain	1	50,0	-49,0
Total	150		

Test Statistics

	ADA_MGJ
Chi-Square(a)	116,920
df	2
Asymp. Sig.	,000

a. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 50,0.

Mengajarikan

	Observed N	Expected N	Residual
keluarga	75	16,8	58,2
teman	6	16,8	-10,8
guru	15	16,8	-1,8
dokter	2	16,8	-14,8
penjual	2	16,8	-14,8
iklan	1	16,8	-15,8
Total	101		

Test Statistics

	MNGJRK
Chi-Square(a)	249,198
df	5
Asymp. Sig.	,000

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 16,8.

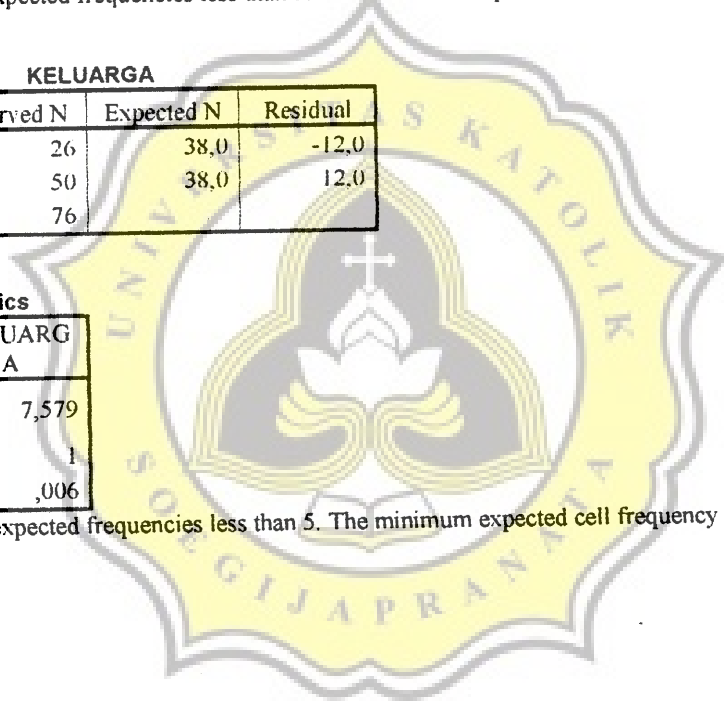
KELUARGA

	Observed N	Expected N	Residual
laki-laki	26	38,0	-12,0
perempuan	50	38,0	12,0
Total	76		

Test Statistics

	KELUARGA
Chi-Square(a)	7,579
df	1
Asymp. Sig.	,006

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 38,0.



LAMPIRAN 29. Pertimbangan Harga terhadap Pembelian

NPar Tests Chi-Square Test Frequencies

HARGA

	Observed N	Expected N	Residual
ya	111	75,0	36,0
tidk	39	75,0	-36,0
Total	150		

Test Statistics

	HARGA
Chi-Square(a)	34,560
df	1
Asymp. Sig.	,000

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 75,0.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
HARGA * JK	150	100,0%	0	,0%	150	100,0%

HARGA * JK Crosstabulation

			JK		Total
			laki-laki	perempuan	
HARGA	ya	Count	47	64	111
		Expected Count	49,6	61,4	111,0
	tidk	Count	20	19	39
		Expected Count	17,4	21,6	39,0
Total		Count	67	83	150
		Expected Count	67,0	83,0	150,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,933(b)	1	,334		
Continuity Correction(a)	,607	1	,436		
Likelihood Ratio	,930	1	,335		
Fisher's Exact Test				,355	,218
Linear-by-Linear Association	,927	1	,336		
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 17,42.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
HARGA_TE * TKT_EK	150	100,0%	0	,0%	150	100,0%

HARGA_TE * TKT_EK Crosstabulation

		TKT_EK			Total
		atas	menengah	bawah	
HARGA_T E	ya	Count 39	Count 39	Count 33	Count 111
	Expected Count	37,0	37,0	37,0	111,0
tidk	Count	11	11	17	39
	Expected Count	13,0	13,0	13,0	39,0
Total	Count	50	50	50	150
	Expected Count	50,0	50,0	50,0	150,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2,495(a)	2	,287
Likelihood Ratio	2,432	2	,296
Linear-by-Linear Association	1,859	1	,173
N of Valid Cases	150		

a 0 cells (,0%) have expected count less than 5. The minimum expected count is 13,00.

**NPar Tests
Chi-Square Test
Frequencies**

DUA ALS

	Observed N	Expected N	Residual
psikologis	30	40,5	-10,5
ketersediaan	51	40,5	10,5
Total	81		

Test Statistics

	DUA ALS
Chi-Square(a)	5,444
df	1
Asymp. Sig.	,020

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 40,5.

Crosstabs

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
ALS_HRGE * TE	150	100,0%	0	,0%	150	100,0%

ALS_HRGE * TE Crosstabulation

		TE			Total	
		atas	menengah	bawah		
ALS_HRGE	psikologis	Count	12	9	9	30
		Expected	10,0	10,0	10,0	30,0
	ketersediaan	Count	10	22	19	51
		Expected	17,0	17,0	17,0	51,0
	lainnya	Count	8	11	13	32
		Expected	10,7	10,7	10,7	32,0
	4,00	Count	20	8	9	37
		Expected	12,3	12,3	12,3	37,0
Total		Count	50	50	50	150
		Expected	50,0	50,0	50,0	150,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13,565(a)	6	,035
Likelihood Ratio	13,499	6	,036
Linear-by-Linear Association	1,703	1	,192
N of Valid Cases	150		

a 0 cells (,0%) have expected count less than 5. The minimum expected count is 10,00.

**NPar Tests
Chi-Square Test
Frequencies**

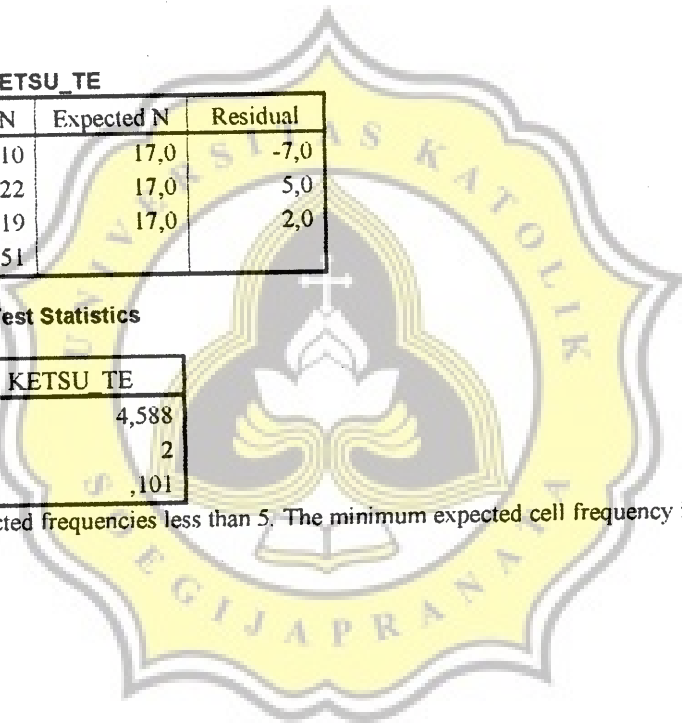
KETSU_TE

	Observed N	Expected N	Residual
atas	10	17,0	-7,0
menengah	22	17,0	5,0
bawah	19	17,0	2,0
Total	51		

Test Statistics

	KETSU TE
Chi-Square(a)	4,588
df	2
Asymp. Sig.	,101

a 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 17,0.



LAMPIRAN 30. Sikap terhadap Produk yang Rusak

NPar Tests
Chi-Square Test
Frequencies

SIKAP

	Observed N	Expected N	Residual
membuang	104	37,3	66,8
memakan	7	37,3	-30,3
menukar	30	37,3	-7,3
lainnya	8	37,3	-29,3
Total	149		

Test Statistics

	SIKAP
Chi-Square(a)	168,557
df	3
Asymp. Sig.	,000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 37,3.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
SIKAP * JK	149	99,3%	1	,7%	150	100,0%

SIKAP * JK Crosstabulation

			JK		Total
			laki-laki	perempuan	
SIKAP	membuang	Count	46	58	104
		Expected Count	46,1	57,9	104,0
	memakan	Count	3	4	7
		Expected Count	3,1	3,9	7,0
	menukar	Count	16	14	30
		Expected Count	13,3	16,7	30,0
	lainnya	Count	1	7	8
		Expected Count	3,5	4,5	8,0
Total		Count	66	83	149
		Expected Count	66,0	83,0	149,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4,277(a)	3	,233
Likelihood Ratio	4,783	3	,188
Linear-by-Linear Association	,150	1	,699
N of Valid Cases	149		

a. 4 cells (50,0%) have expected count less than 5. The minimum expected count is 3,10.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
SKP_TE * TE	100	66,7%	50	33,3%	150	100,0%

SKP_TE * TE Crosstabulation

			TE		Total
			alas	menengah	
SKP_TE	membuang	Count	34	37	71
		Expected Count	35,5	35,5	71,0
	memakan	Count	2	3	5
		Expected Count	2,5	2,5	5,0
	menukar	Count	9	8	17
		Expected Count	8,5	8,5	17,0
	lainnya	Count	5	2	7
		Expected Count	3,5	3,5	7,0
Total		Count	50	50	100
		Expected Count	50,0	50,0	100,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1,671(a)	3	,643
Likelihood Ratio	1,715	3	,634
Linear-by-Linear Association	,990	1	,320
N of Valid Cases	100		

a. 4 cells (50,0%) have expected count less than 5. The minimum expected count is 2,50.

NPar Tests
Chi-Square Test
Frequencies

PENGL

	Observed N	Expected N	Residual
ya	62	50,0	12,0
tidak	86	50,0	36,0
kadang	2	50,0	-48,0
Total	150		

Test Statistics

	PENGL.
Chi-Square(a)	74,880
df	2
Asymp. Sig.	,000

a 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 50,0.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
PENGL_TE * TE	150	100,0%	0	,0%	150	100,0%

PENGL_TE * TE Crosstabulation

		TE			Total	
		atas	menengah	bawah		
PENGL_TE	ya	Count	30	17	15	62
		Expected	20,7	20,7	20,7	62,0
	tidak	Count	20	31	35	86
		Expected	28,7	28,7	28,7	86,0
	kadang	Count	0	2	0	2
		Expected	,7	,7	,7	2,0
Total	Count	50	50	50	150	
	Expected	50,0	50,0	50,0	150,0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14,629(a)	4	,006
Likelihood Ratio	14,925	4	,005
Linear-by-Linear Association	8,381	1	,004
N of Valid Cases	150		

a 3 cells (33,3%) have expected count less than 5. The minimum expected count is ,67.

LAMPIRAN 31. Uji Organoleptik Mutu

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
BTK_SK * JK	150	100,0%	0	,0%	150	100,0%

BTK_SK * JK Crosstabulation

		JK		Total
		laki-laki	perempuan	
BTK_SK	gulai ayam	0	1	1
	amex ball	3	4	7
	cikhi ball	17	12	29
	kenji	2	5	7
	potato	10	14	24
	fuji	2	1	3
	tiara	1	3	4
	taro	8	24	32
	amex	15	6	21
	jagung	0	3	3
	jari-jari	9	10	19
	chetoss			
Total		67	83	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18,707(a)	10	,044
Likelihood Ratio	20,639	10	,024
Linear-by-Linear Association	,219	1	,640
N of Valid Cases	150		

a. 12 cells (54,5%) have expected count less than 5. The minimum expected count is ,45.

NPar Tests

Chi-Square Test

Frequencies

BTK_TARO

	Observed N	Expected N	Residual
laki-laki	8	16,0	-8,0
perempuan	24	16,0	8,0
Total	32		

Test Statistics

BTK TARO	
Chi-Square(a)	8,000
df	1
Asymp. Sig.	,005

a 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 16,0.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
BENTUK * JKB	150	100,0%	0	,0%	150	100,0%

BENTUK * JKB Crosstabulation

			JKB		Total
			laki-laki	perempuan	
BENTUK	bulat	Count	20	17	37
		Expected Count	16,5	20,5	37,0
	panjang	Count	12	19	31
		Expected Count	13,8	17,2	31,0
	jaring	Count	11	28	39
		Expected Count	17,4	21,6	39,0
	tidak beraturan	Count	24	19	43
		Expected Count	19,2	23,8	43,0
Total		Count	67	83	150
		Expected Count	67,0	83,0	150,0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8,202(a)	3	,042
Likelihood Ratio	8,375	3	,039
Linear-by-Linear Association	,002	1	,965
N of Valid Cases	150		

a 0 cells (,0%) have expected count less than 5. The minimum expected count is 13,85.

NPar Tests
Chi-Square Test
Frequencies

BENTUK_SK

	Observed N	Expected N	Residual
gulai ayam	1	13,6	-12,6
amex ball	7	13,6	-6,6
cikhi ball	29	13,6	15,4
kenji	7	13,6	-6,6
potato	24	13,6	10,4
fuji	3	13,6	-10,6
tiara	4	13,6	-9,6
taro	32	13,6	18,4
amex jagung	21	13,6	7,4
jari-jari	3	13,6	-10,6
chetoss	19	13,6	5,4
Total	150		

WARNA_sk

	Observed N	Expected N	Residual
gulai ayam	3	13,6	-10,6
amex ball	2	13,6	-11,6
cikhi ball	8	13,6	-5,6
kenji	5	13,6	-8,6
potato	10	13,6	-3,6
fuji	3	13,6	-10,6
tiara	5	13,6	-8,6
taro	10	13,6	-3,6
amex jagung	82	13,6	68,4
jari-jari	2	13,6	-11,6
chetoss	20	13,6	6,4
Total	150		

ARM_SK

	Observed N	Expected N	Residual
gulai ayam	10	12,5	-2,5
amex ball	10	12,5	-2,5
cikhi ball	20	12,5	7,5
tik-tik	2	12,5	-10,5
kenji	4	12,5	-8,5
potato	21	12,5	8,5
fuji	2	12,5	-10,5
tiara	6	12,5	-6,5
taro	17	12,5	4,5
amex jagung	34	12,5	21,5
jari-jari	5	12,5	-7,5
chetoss	19	12,5	6,5
Total	150		

Test Statistics

	BTK SK	WAR SK	ARM SK
Chi-Square(a,b)	97,573	397,360	84,560
df	10	10	11
Asymp. Sig.	,000	,000	,000

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 13,6.

b 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 12,5.

WARNA_AMJG

	Observed N	Expected N	Residual
laki-laki	32	41,0	-9,0
perempuan	50	41,0	9,0
Total	82		

Test Statistics

	WRN AMJG
Chi-Square(a)	3,951
df	1
Asymp. Sig.	,047

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 41,0.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
ARM_SK * JKL	149	99,3%	1	,7%	150	100,0%

ARM_SK * JKL Crosstabulation

		JKL		Total
		laki-laki	perempuan	
ARM_SK	gulai ayam	5	5	10
	amex ball	8	2	10
	cikhi ball	8	12	20
	tik-tik	1	1	2
	kenji	2	2	4
	potato	6	15	21
	fuji	2	0	2
	tiara	1	5	6
	taro	7	10	17
	amex	16	18	34
	jagung	1	4	5
	jari-jari	1	4	5
	chetoss	7	11	18
Total		64	85	149

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13,570(a)	11	,258
Likelihood Ratio	14,833	11	,190
Linear-by-Linear Association	1,298	1	,255
N of Valid Cases	149		

a. 12 cells (50,0%) have expected count less than 5. The minimum expected count is ,86.



LAMPIRAN 32. Uji Organoleptik Kemasan

NPar Tests Chi-Square Test Frequencies

KMSN_DSK

	Observed N	Expected N	Residual
gule ayam	1	15,0	-14,0
amex ball	10	15,0	-5,0
ciki ball	37	15,0	22,0
tik-tik	1	15,0	-14,0
kenji	7	15,0	-8,0
potato stik	15	15,0	,0
tiara	4	15,0	-11,0
taro	29	15,0	14,0
jari-jri	9	15,0	-6,0
chetoos	37	15,0	22,0
Total	150		

Test Statistics

	KMSN_DSK
Chi-Square(a)	120,133
df	9
Asymp. Sig.	,000

a 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 15,0.

NPar Tests Chi-Square Test Frequencies

TARO POT

	Observed N	Expected N	Residual
potato	15	22,0	-7,0
taro	29	22,0	7,0
Total	44		

Test Statistics

	TARO POT
Chi-Square(a)	4,455
df	1
Asymp. Sig.	,035

a 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 22,0.

NPar Tests
Chi-Square Test
Frequencies

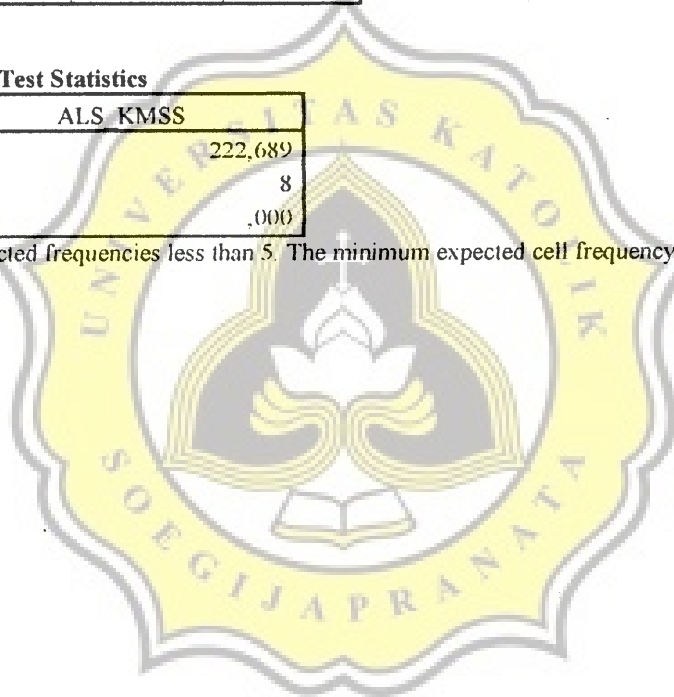
ALS_KMSS

	Observed N	Expected N	Residual
bks	24	20,3	3,7
gambar	64	20,3	43,7
warna	56	20,3	35,7
vol kms bsr	6	20,3	-14,3
tlsn hdh	13	20,3	-7,3
pilihan rasa	15	20,3	-5,3
merk terkenal	1	20,3	-19,3
lain-lain	3	20,3	-17,3
tdk mjwb	1	20,3	-19,3
Total	183		

Test Statistics

	ALS_KMSS
Chi-Square(a)	222,689
df	8
Asymp. Sig.	,000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20,3.



LAMPIRAN 33. Snack Ekstrudat yang Sering Dibeli

SRG_BELI

	Observed N	Expected N	Residual
gule ayam	2	13,6	-11,6
amex ball	5	13,6	-8,6
ciki ball	26	13,6	12,4
tik-tik	3	13,6	-10,6
potato stik	18	13,6	4,4
fuji	3	13,6	-10,6
tiara	8	13,6	-5,6
taro	25	13,6	11,4
amek jagung	14	13,6	,4
jari-jri	9	13,6	-4,6
chetoos	37	13,6	23,4
Total	150		

Test Statistics

	SRG BELI
Chi-Square(a)	98,013
df	10
Asymp. Sig.	,000

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 13,6.

NPar Tests Chi-Square Test Frequencies

CB P T C

	Observed N	Expected N	Residual
chiki ball	26	26,5	-,5
potato	18	26,5	-8,5
taro	25	26,5	-1,5
cheetos	37	26,5	10,5
Total	106		

Test Statistics

	CB P T C
Chi-Square(a)	6,981
df	3
Asymp. Sig.	,073

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 26,5.

NPar Tests
Chi-Square Test
Frequencies

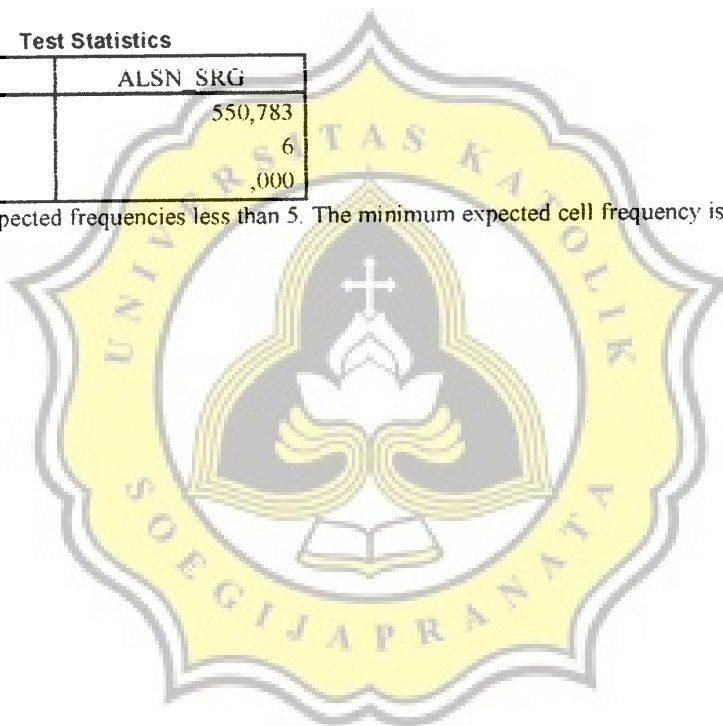
ALSN SRG

	Observed N	Expected N	Residual
Enak, gurih, renyah	127	23,0	104,0
murah	8	23,0	-15,0
isi banyak	4	23,0	-19,0
ada hadiah	10	23,0	-13,0
sesuatu dr produk	1	23,0	-22,0
lain-lain	5	23,0	-18,0
kmsn hgs	6	23,0	-17,0
Total	161		

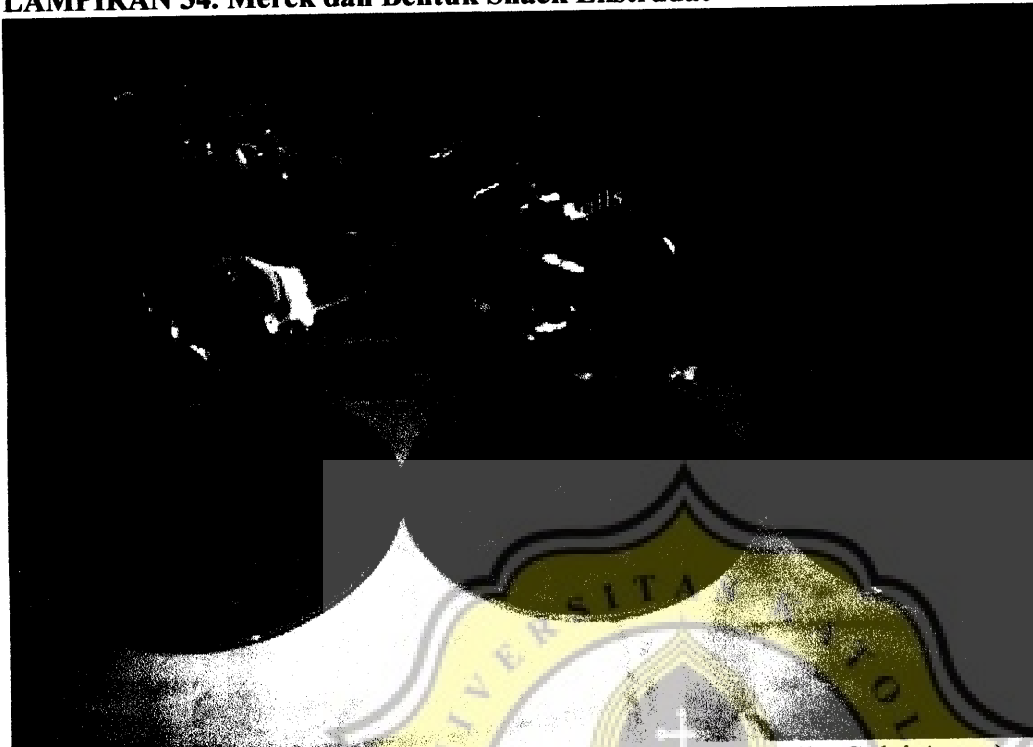
Test Statistics

	ALSN SRG
Chi-Square(a)	550,783
df	6
Asymp. Sig.	,000

a. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 23,0.



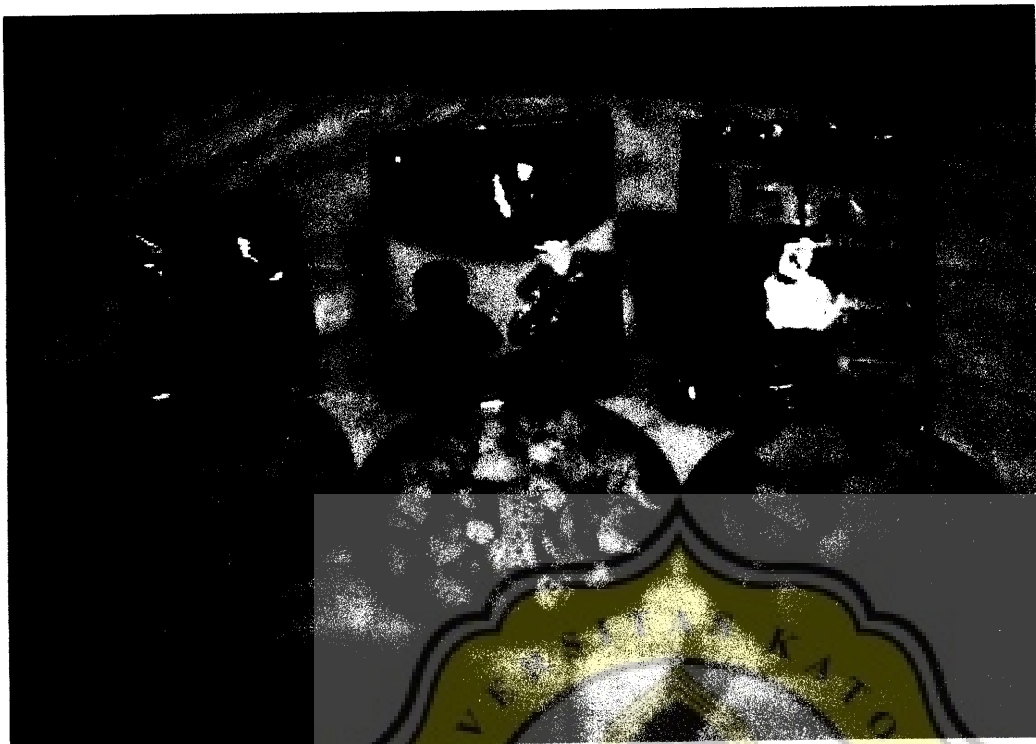
LAMPIRAN 34. Merek dan Bentuk Snack Ekstrudat



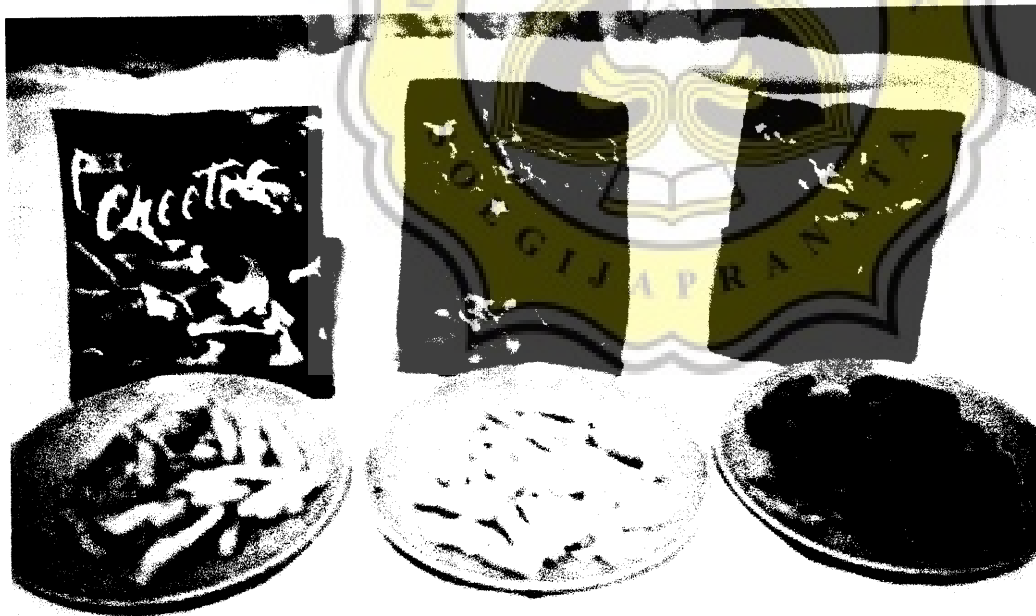
Gambar snack ekstrudat berbentuk bulat (Chiki Ball, Amex Balls, Gulai Ayam)



Gambar snack ekstrudat berbentuk panjang (Tic-tic, Magic Stick, Potato Stick)



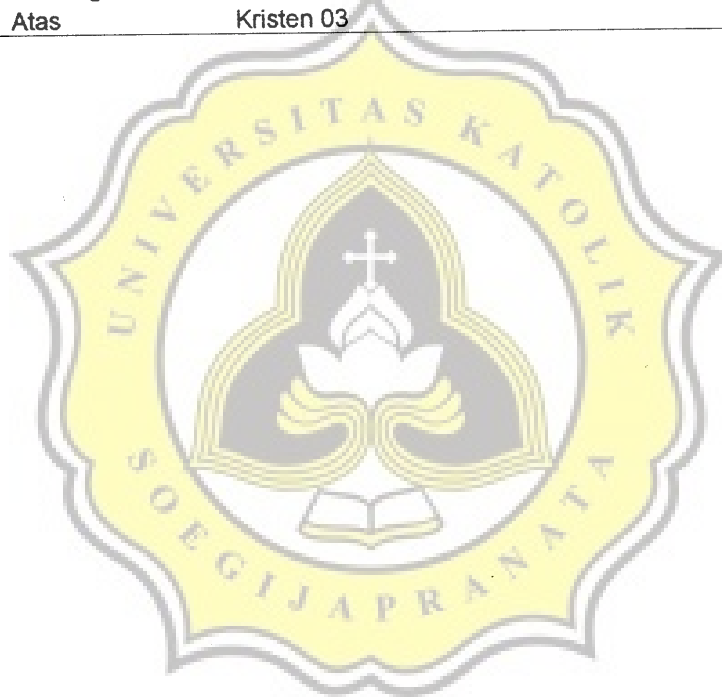
Gambar snack ekstrudat berbentuk jaring (Fuji, Tiara, Taro)



Gambar snack ekstrudat berbentuk tak beraturan (Cheetos, Jari-jari, Amex Jagung Bakar)

Lampiran 35. Daftar Sekolah Dasar

Wilayah	Tingkat Ekonomi	Sekolah Dasar
Semarang Utara	Bawah	Bulu Lor
	Menengah	Christus Rex
	Atas	Theresiana 03
Semarang Selatan	Bawah	Karangasem
	Menengah	Santo Yusuf
	Atas	Sompok
Semarang Barat	Bawah	Bojong Salaman
	Menengah	Kurmosari
	Atas	Bunda Hati Kudus
Semarang Timur	Bawah	Kartini
	Menengah	Kristen 02
	Atas	Karang Turi
Semarang Tengah	Bawah	Karangsari
	Menengah	Theresiana 02
	Atas	Kristen 03



Lampiran 36. Pengadaan Snack Ekstrudat di SD (survey awal)

Wilayah	Tingkat Ekonomi	Skolah Dasar	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Semarang Utara	Bawah	Bulu Lor	+	+	-	-	+	+	-	+	-	-	-	-	-	-	-
	Menengah Atas	Christus Rex Theresiana 03	+	+	+	+	-	-	+	+	+	+	+	+	+	-	-
	Bawah Menengah Atas	Karangasem Santo Yusuf Sompok	+	+	+	-	-	-	+	+	-	-	-	+	+	+	-
Semarang Barat	Bawah Menengah Atas	Bojong Salaman Kurmosari Bunda Hati Kudus	+	+	+	-	-	+	+	+	+	+	+	+	+	-	-
	Bawah	Rejosari Kartini	+	+	-	-	+	+	+	-	-	-	-	-	-	-	-
	Menengah Atas	Kristen 02 Karang Turi	+	+	+	+	-	-	-	-	-	+	+	+	-	-	-
Semarang Tengah	Bawah Menengah Atas	Karangasari Theresiana 02 Kristen 03	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+

Keterangan: 1=Chiki Ball, 2=Cheetos, 3=Taro, 4=Potato Stik, 5=Amex Ball, 6=Amex Jagung Bakar, 7=Jari-jari, 8=Fuji, 9=Tic-tic, 10=Jet Z, 11=Gulai Ayam, 12=Piatos, 13=Tiara, 14=Twistko, 15=French Fries.

