LAMPIRAN

LAMPIRAN 1

JURUSAN TEKNOLOGI PANGAN
FAKULTAS TEKNOLOGI PERTANIAN
UNIVERSITAS KATOLIK SOEGIJAPRANATA
SEMARANG

Tujuan dari penelitian ini adalah untuk mengidentifikasikan preferensi konsumen remaja terhadap produk ayam olahan *fast food* dan tradisional; serta menganalisa faktor-faktor yang mempengaruhi kesukaan dan penilaian remaja terhadap produk ayam di restoran *fast food* dan restoran tradisional dikota Semarang. Dengan mengisi kuesioner ini anda telah membantu dalam penyelesaian skripsi ini. Terimakasih

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KUESIONER

No Responden :
Tanggal Wawancara :
Tempat :

Petunjuk : isi / beri tanda [√] pada jawaban anda

A. Identitas Responden

1. Nama :
2. Jenis Kelamin : L / P
3. Usia :
4. Pendidikan :
5. Uang saku /bulan :
   a. < Rp 150.000 [ ]
   b. Rp 150.000 – Rp 300.000 [ ]
   c. > Rp 300.000 [ ]

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 merencanakan, mengapa? ……
3. Darimana anda memperoleh informasi tentang produk ayam olahan disini?
   a. Dari Teman [ ] c. Dari Iklan [ ]
   b. Dari Keluarga [ ] d. Tahu sendiri [ ]
4. Berapa kali anda mengkonsumsi produk ayam olahan disini dalam satu bulan?
   a. Sering (> 4x) [ ] c. Jarang (< 3x) [ ]
   b. Kadang-kadang (3-4 x) [ ]

C. Pertanyaan Mengenai Preferensi Konsumen Remaja

1. Bahan baku untuk produk ayam olahan yang lebih anda sukai ?
   a. Ayam broiler (ayam potong) [ ]
   b. Ayam buras (kampung) [ ]
   Lebih sering mengkonsumsi dari bahan baku ayam broiler / ayam kampung:.....
   Alasan:.....
2. Untuk ayam olahan yang dibeli diluar rumah, anda lebih menyukai produk ayam olahan dari restoran ?
   a. *Fast food* [ ]
   b. Tradisional [ ]
   Lebih sering mengkonsumsi ayam olahan restoran *fast food* / tradisional :.....
   Alasan:.....
3. Jenis produk ayam olahan apa 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 Organoleptik Produk Ayam Olahan

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 olahan di tempat ini ?
   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 ayam [ ]
   b. aroma dominan bumbu [ ]
   c. aroma ayam + bumbu [ ]

E. Wawancara Mengenai Cara Penyajian

1. Bagaimana cara penyajian produk ayam olahan di tempat ini ?
   a. sangat menarik sekali [ ] d. agak menarik [ ]
   b. sangat menarik [ ] e. tidak menarik [ ]
   c. menarik [ ]

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

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

F. Atribut Produk Ayam Olahan dan Atribut Layanan Restoran Yang Menurut Anda Terdapat di Tempat ini ?

1. produk trend makanan sekarang	[ ]
2. rasa sesuai selera	[ ]
3. menu menarik + tersedia paket ekonomis	[ ]
4. bumbu produk ayam olahan meresap	[ ]
5. bau produk ayam olahan sedap	[ ]
6. daging ayam empuk	[ ]
7. cepat saji	[ ]
8. tempat nyaman	[ ]
9. tempat strategis	[ ]
10. harga produk ayam olahan terjangkau	[ ]
11. adanya kepastian harga produk ayam olahan	[ ]
12. ukuran produk ayam : a. besar	[ ]
b. sedang	[ ]
c. kecil	[ ]

Dari ke 12 atribut, menurut anda atribut mana yang paling penting :…… .

LAMPIRAN 2. DATA TABULASI PREFERENSI KONSUMEN REMAJA TERHADAP PRODUK AYAM OLAHAN

A. IDEENDITAS RESPONDEN

1. Jns Klmn	Jumlah	%
laki-laki	49	32.666667
perempuan	101	67.333333
	150	

2. Usia	jumlah	
13	20	13.333333
14	19	12.666667
15	5	3.3333333
16	13	8.6666667
17	19	12.666667
18	25	16.666667
19	21	14
20	28	18.666667
	150	

3. Pendidikan	Jmlh	%
SLTP	42	60
SLTA	38	25.33333
Kuliah	70	46.66667
	150	

4. Uang Saku	Jmlh	%
1. <150 rb	43	95.55556
2. 150-300 rb	62	41.33333
3. > 300 rb	45	30
	150	

B. PERTANYAAN UMUM

1. Alasan memilih makan

	Jmlh	%
1 kebutuhan	22	14.66666667
2 keinginan	128	85.33333333
	150	

Alasan pendukung :	jmlh	%
1. suasana menyenangkan	31	19.49686
2. tempat favorit/kesenangan	16	10.06289
3. diajak teman	21	13.20755
4. diajak ortu	26	16.3522
5. ayamnya enak	40	25.15723
6. ada paket ekonomis (harga murah)	14	8.805031
7. sekalian jalan di Mall	11	6.918239
	159	

2. Merencanakan makan

	Jmlh	%
1.Ya	65	43.33333
2. tidak	85	56.66667
	150	

Jawaban tidak (2) :

Alasan	Jmlh	%
1. kebetulan lewat pas lapar	47	52.80899
2. ditraktir teman	19	21.34831
3. Ingin makan di sini	23	25.8427
	89	

3. Perolehan Informasi

	Jmlh	%
1. Dari Teman	22	14.66666667
2. Dari Keluarga	27	18
3.Dari Iklan	30	20
4.Tahu sendiri	71	47.33333333
	150	

C. PERTANYAAN MENGENAI PREFERENSI

1. Bahan baku ayam yang lebih disukai

	Jmlh	%
1.ayam broiler (ayam potong)	50	33.33333
2.ayam buras (kampung)	100	66.66667
	150	

Lebih Sering :

ayam broiler (ayam potong) 91

Alasan	Jmlh
1. Enak	8
2. ukuran daging besar	21
3. daging lebih lunak,	24
4. harga lebih murah	29
5. banyak dipasaran	39
	121

Lebih sering :

ayam buras (kampung) 59

Alasan	Jmlh
1.enak	28
6. lebih alami/sehat	22
7. kadar lemak sedikit	14
8. daging lebih kering	17
	81

4. Berapa kali mengkonsumsi ayam

	Jmlh	%
1.sering	23	15.33333
2.kadang-kadang	57	38
3.jarang	70	46.66667
	150	

2. produk ayam olahan restoran yang disukai

	Jmlh	%
1. fast food impor	58	38.66667
2. tradisional	92	61.33333
	150	

Lebih Sering :

fast food impor 70

Alasan	Jmlh
1. cepat saji	34
2.ada paket ekonomis (harga murah)	13
3. tepungnya enak (crispy)	21
4. lebih praktis	22
5. suasana tempat menyenangkan	10
6. tempat mudah dicari	9
	109

Lebih sering :

Tradisional 80

Alasan	Jmlh
2. Ada paket ekonomis (harga murah)	10
6. Tempat mudah dicari	19
7. bumbunya lebih khas	17
8. bumbu lebih meresap	26
9. banyak variasi menu produk ayam olahan	18
10. lebih sehat (tidak mengunakan bahan pengawet)	15
	105

3. Jenis produk ayam yang disukai

	Jmlh	%
1.ayam goreng tepung	64	42.66667
2.ayam goreng	40	26.66667
3. ayam bakar	43	28.66667
4.ayam penyet	3	2
	150	

4. Rasa produk ayam yang disukai

	Jmlh	%
1. manis	23	15.33333
2. asin	11	7.333333
3. gurih	95	63.33333
4. pedas	21	14
	150	

D. ORGANOLEPTIK PRODUK AYAM OLAHAN

RESTORAN *FAST FOOD IMPOR*

D.1.Rasa

1. Kesukaan terhadap produk ayam olahan

	Jmlh	%
5. sangat suka sekali	7	9.33333
4. sangat suka	9	12
3. suka	54	72
2. agak suka	5	6.66667
1. tidak suka	0	0
	75	

2. Rasa Bumbu produk ayam olahan

	Jmlh	%
5. sangat mantap sekali	6	8
4. sangat mantap	10	13.3333
3. mantap	50	66.6667
2. agak mantap	9	12
1. tidak mantap	0	0
	75	

D.2 Aroma

1. Tingkat ketajaman aroma

	Jmlh	%
5. sangat tajam sekali	2	2.66667
4. sangat tajam	2	2.66667
3. tajam	44	58.6667
2. agak tajam	23	30.6667
1. tidak tajam	4	5.33333
	75	

RESTORAN *TRADISIONAL*

	Jmlh	%
5. sangat suka sekali	2	2.66667
4. sangat suka	21	28
3. suka	46	61.3333
2. agak suka	5	6.66667
1. tidak suka	1	1.33333
	75	

	Jmlh	%
5. sangat mantap sekali	5	6.66667
4. sangat mantap	13	17.3333
3. mantap	45	60
2. agak mantap	12	16
1. tidak mantap	0	0
	75	

	Jmlh	%
5. sangat tajam sekali	3	4
4. sangat tajam	8	10.6667
3. tajam	35	46.6667
2. agak tajam	26	34.6667
1. tidak tajam	3	4
	75	

2. Aroma Yang dirasakan

	Jmlh	%
3. aroma bumbu + ayam	45	60
2. aroma dominan bumbu	14	18.6667
1. aroma dominan ayam	16	21.3333
	75	

	jmlh	%
3. aroma bumbu + ayam	43	57.3333
2. aroma dominan bumbu	19	25.3333
1. aroma dominan ayam	13	17.3333
	75	

E. CARA PENYAJIAN

1. Daya tarik penyajian

	Jmlh	%
5. sangat menarik sekali	2	2.66667
4. sangat menarik	5	6.66667
3. Menarik	45	60
2. agak menarik	22	29.3332
1. tidak menarik	1	1.33333
	75	

	Jmlh	%
5. sangat menarik sekali	3	4
4. sangat menarik	9	12
3. Menarik	40	53.3333
2. agak menarik	20	26.6667
1. tidak menarik	3	4
	75	

2. Kepraktisan penyajian

	Jmlh	%
5. sangat praktis sekali	3	4
4. sangat praktis	13	17.3333
3. praktis	53	70.6667
2. agak praktis	5	6.66667
1. tidak praktis	1	1.33333
	75	

	Jmlh	%
5. sangat praktis sekali	2	2.66667
4. sangat praktis	4	5.33333
3. praktis	49	65.3333
2. agak praktis	19	25.3333
1. tidak praktis	1	1.33333
	75	

ATRIBUT RESTORAN *FAST FOOD IMPOR*

aribut	Jmlh
1. produk trend makanan sekarang	32
2. Rasa sesuai selera anak muda	50
3. menu menarik (tersedia paket ekonomis)	49
4. bumbu meresap	48
5. baunya sedap	39
6. daging empuk	52
7. cepat saji	62
8. tempat nyaman	46
9. tempat strategis	44
10. harga terjangkau	53
11. kepastian harga	27
12. ukuran produk	
a. besar	16
b. sedang	39
c. kecil	3

Atribut Yang Paling Penting

aribut	Jmlh	%
1. produk trend makanan sekarang	2	1.333333
2. Rasa sesuai selera anak muda	32	21.33333
3. menu menarik (tersedia paket ekonomis)	12	8
4. bumbu meresap	26	17.33333
5. baunya sedap	3	2
6. daging empuk	8	5.333333
7. cepat saji	15	10
8. tempat nyaman	10	6.666667
9. tempat strategis	6	4
10. harga terjangkau	27	18
11. kepastian harga	5	3.333333
12. ukuran produk	4	2.666667
	150	

ATRIBUT RESTORAN *TRADISIONAL*

aribut	Jmlh
1. produk trend makanan sekarang	15
2. Rasa sesuai selera anak muda	23
3. menu menarik (tersedia paket ekonomis)	32
4. bumbu meresap	51
5. baunya sedap	48
6. daging empuk	52
7. cepat saji	32
8. tempat nyaman	51
9. tempat strategis	38
10. harga terjangkau	26
11. kepastian harga	19
12. ukuran produk	
a. besar	13
b. sedang	35
c. kecil	9

LAMPIRAN 3. Perhitungan Jumlah Sampel (Banyak Responden) Yang Paling Minimum

Penentuan jumlah sampel (banyak responden) dilakukan pada tingkat keyakinan 95%, signifikansi $\alpha = 0,05$ dan kesalahan penarikan sampel 10% (0,1). Rumus besarnya sampel :

$$N = P(1 - P).\left\{\frac{Z\alpha/2}{\varepsilon}\right\}^2$$

$\alpha = 0,05 \qquad \frac{1}{2}\alpha = 0,025$

$Z\alpha/2 = 1 - \frac{1}{2}\alpha$

$= 1 - 0,025$

$= 0,975 \longrightarrow$ lihat tabel Z (1 arah), $Z\alpha/2 = 1,96$

1. Suka bahan baku ayam kampung = 100 orang (lihat data tabulasi)
   Proporsi = 100/ 150 = 0,67

   $N = 0,67\ (1 - 0,67)\left\{\frac{1,96}{0,1}\right\}^2$

   $= 0,2211\ .\ 384,16$

   $= 84,9$

   jadi, banyaknya responden yang harus disurvei paling sedikit 85 orang

2. Suka ayam olahan tradisional = 92 orang (lihat data tabulasi)
   Proporsi = 92 / 150 = 0,61

   $N = 0,61\ (1 - 0,61)\left\{\frac{1,96}{0,1}\right\}^2$

   $= 0,2379\ .\ 384,16$

   $= 91,39$

   jadi, banyaknya responden yang harus disurvei paling sedikit 91 orang

3. Suka produk ayam goreng tepung = 64 orang (lihat data tabulasi)
   Proporsi = 64 / 150 = 0,43

   $N = 0,43\ (1 - 0,43)\left\{\frac{1,96}{0,1}\right\}^2$

   $= 0,2451\ .\ 384,16$

   $= 94,15$

   jadi, banyaknya responden yang harus disurvei paling sedikit 94 orang

4. Suka rasa gurih untuk produk ayam olahan = 95 orang (lihat data tabulasi)
   Proporsi = 95 / 150 = 0,63

   $N = 0,63\ (1 - 0,63)\left\{\frac{1,96}{0,1}\right\}^2$

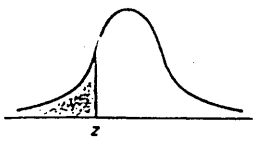
   $= 0,2331\ .\ 384,16$

   $= 89,5$

   jadi, banyaknya responden yang harus disurvei paling sedikit 90 orang

Tabel Z

Table I
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	.6442	.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.

LAMPIRAN 4. Hasil Olah Data Validitas dan Reliabilitas

RELIABILITY ANALYSIS-SCALE (ALPHA)

N of Cases = 150.0

Item Means	Mean	Minimum	Maximum	Range	Max/Min	Variance
	2.9867	2.7133	3.2400	.5267	1.1941	.0486
Item Variances	Mean	Minimum	Maximum	Range	Max/Min	Variance
	.5459	.4630	.6354	.1723	1.3722	.0054
Inter-item Correlations	Mean	Minimum	Maximum	Range	Max/Min	Variance
	.3409	.2068	.6096	.4028	2.9477	.0102

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Alpha if Item Deleted
TK_SUKA	11.6933	4.3349	.5591	.4002	.6411
TK_BUMBU	11.7733	4.0557	.5961	.4324	.6217
TK_AROMA	12.2200	4.4412	.4014	.1677	.7047
TK_DY.TR	12.1067	4.3912	.4504	.2051	.6829
TK_PRAKT	11.9400	4.7816	.3966	.1698	.7014

Analysis of Variance

Source of Variation	Sum of Sq.	DF	Mean Square	F	Prob.
Between People	191.4667	149	1.2850		
Within People	244.4000	600	.4073		
Between Measures	29.1867	4	7.2967	20.2070	.0000
Residual	215.2133	596	.3611		
Total	435.8667	749	.5819		
Grand Mean	2.9867				

Intraclass Correlation Coefficient

Two-Way Mixed Effect Model (Consistency Definition):
People Effect Random, Measure Effect Fixed
Single Measure Intraclass Correlation = .3385*
95.00% C.I.: Lower = .2632 Upper = .4210
F = 3.5586 DF = (149, 596.0) Sig. = .0000 (Test Value = .0000
Average Measure Intraclass Correlation = .7190**
95.00% C.I.: Lower = .6411 Upper = .7843
F = 3.5586 DF = (149, 596.0) Sig. = .0000 (Test Value = .0000
*: Notice that the same estimator is used whether the interaction effect is present or not.
**: This estimate is computed if the interaction effect is absent, otherwise ICC is not estimable.

Reliability Coefficients 5 items
Alpha = .7190 Standardized item alpha = .7212

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

LAMPIRAN 5. **Hasil Olah Data *Chi-Square* Antara Kesukaan dan Sering Konsumsi Bahan Baku Ayam Olahan**

Chi-Square Test

Kesukaan Terhadap Bahan Baku Ayam Olahan

Frequencies

SUKA_BHN

	Observed N	Expected N	Residual
ayam broiler	50	75.0	-25.0
ayam kampung	100	75.0	25.0
Total	150		

Test Statistics

	SUKA_BHN
Chi-Square[a]	16.667
df	1
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 75.0.

Sering Konsumsi Terhadap Bahan Baku Ayam Olahan

Frequencies

SRG_BHN

	Observed N	Expected N	Residual
ayam broiler	91	75.0	16.0
ayam kampung	59	75.0	-16.0
Total	150		

Test Statistics

	SRG_BHN
Chi-Square[a]	6.827
df	1
Asymp. Sig.	.009

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 75.0.

Frequencies

Kesukaan dan Sering Konsumsi Ayam Broiler

AY_BRLER

	Observed N	Expected N	Residual
suka	50	70.5	-20.5
sering konsumsi	91	70.5	20.5
Total	141		

Test Statistics

	AY_BRLER
Chi-Square[a]	11.922
df	1
Asymp. Sig.	.001

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 70.5.

Kesukaan dan Sering Konsumsi Ayam Kampung

Frequencies

AY_KMPG

	Observed N	Expected N	Residual
suka	100	79.5	20.5
sering konsumsi	59	79.5	-20.5
Total	159		

Test Statistics

	AY_KMPG
Chi-Square[a]	10.572
df	1
Asymp. Sig.	.001

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 79.5.

LAMPIRAN 6. Hasil Olah Data *Chi-Square*, Kesukaan dan Sering Konsumsi Ayam Olahan Restoran

Chi-Square Test

Kesukaan Responden Terhadap Ayam Olahan Restoran

Frequencies

OLAH_SUK

	Observed N	Expected N	Residual
olahan resto fast food	58	75.0	-17.0
olahan resto tradisional	92	75.0	17.0
Total	150		

Test Statistics

	OLAH_SUK
Chi-Square[a]	7.707
df	1
Asymp. Sig.	.006

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 75.0.

Sering Konsumsi Responden Terhadap Ayam Olahan restoran

Frequencies

OLAH_SRG

	Observed N	Expected N	Residual
olahan resto fast food	70	75.0	-5.0
olahan resto tradisional	80	75.0	5.0
Total	150		

Test Statistics

	OLAH_SRG
Chi-Square[a]	.667
df	1
Asymp. Sig.	.414

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 75.0.

Kesukaan dan Sering Konsumsi Responden Terhadap Ayam Olahan Restoran *Fast Food*

Frequencies

FASTFOOD

	Observed N	Expected N	Residual
suka	58	64.0	-6.0
sering konsumsi	70	64.0	6.0
Total	128		

Test Statistics

	FASTFOOD
Chi-Square[a]	1.125
df	1
Asymp. Sig.	.289

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 64.0.

Kesukaan dan Sering Konsumsi Responden Terhadap Ayam Olahan Restoran Tradision

Frequencies

TRDSONAL

	Observed N	Expected N	Residual
suka	92	86.0	6.0
sering konsumsi	80	86.0	-6.0
Total	172		

Test Statistics

	TRDSONAL
Chi-Square[a]	.837
df	1
Asymp. Sig.	.360

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 86.0.

LAMPIRAN 7. Hasil Olah Data Korelasi *Contingency Coefficient*, Hubungan Faktor Individu Dengan Kesukaan Bahan Baku Ayam Olahan dan Kesukaan Ayam Olahan Restoran

Crosstabs

Hubungan Faktor Individu Dengan Kesukaan Bahan Baku Ayam Olahan

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
JNS_KLMN * BHN_BKU	150	100.0%	0	.0%	150	100.0%
USIA * BHN_BKU	150	100.0%	0	.0%	150	100.0%
PNDDKAN * BHN_BKU	150	100.0%	0	.0%	150	100.0%
UANG_SAK * BHN_BKU	150	100.0%	0	.0%	150	100.0%

JNS_KLMN * BHN_BKU

Crosstab

			BHN_BKU		
			ayam broiler	ayam kampung	Total
JNS_KLMN	laki-laki	Count	13	36	49
		% within JNS_KLMN	26.5%	73.5%	100.0%
	perempuan	Count	37	64	101
		% within JNS_KLMN	36.6%	63.4%	100.0%
Total		Count	50	100	150
		% within JNS_KLMN	33.3%	66.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.515[b]	1	.218		
Continuity Correction[a]	1.095	1	.295		
Likelihood Ratio	1.549	1	.213		
Fisher's Exact Test				.269	.148
Linear-by-Linear Association	1.505	1	.220		
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 16.33.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.100	.218
N of Valid Cases		150	

a. Not assuming the null hypothesis.

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

USIA * BHN_BKU

Crosstab

			BHN_BKU		
			ayam broiler	ayam kampung	Total
USIA	13.00	Count	11	9	20
		% within USIA	55.0%	45.0%	100.0%
	14.00	Count	5	14	19
		% within USIA	26.3%	73.7%	100.0%
	15.00	Count	3	2	5
		% within USIA	60.0%	40.0%	100.0%
	16.00	Count	4	9	13
		% within USIA	30.8%	69.2%	100.0%
	17.00	Count	6	13	19
		% within USIA	31.6%	68.4%	100.0%
	18.00	Count	10	15	25
		% within USIA	40.0%	60.0%	100.0%
	19.00	Count	7	14	21
		% within USIA	33.3%	66.7%	100.0%
	20.00	Count	4	24	28
		% within USIA	14.3%	85.7%	100.0%
Total		Count	50	100	150
		% within USIA	33.3%	66.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.382[a]	7	.123
Likelihood Ratio	11.700	7	.111
Linear-by-Linear Association	4.549	1	.033
N of Valid Cases	150		

a. 3 cells (18.8%) have expected count less than 5. The minimum expected count is 1.67.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.266	.123
N of Valid Cases		150	

a. Not assuming the null hypothesis.

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

PNDDKAN * BHN_BKU

Crosstab

			BHN_BKU		
			ayam broiler	ayam kampung	Total
PNDDKAN	SLTP	Count	18	24	42
		% within PNDDKAN	42.9%	57.1%	100.0%
	SLTA	Count	10	28	38
		% within PNDDKAN	26.3%	73.7%	100.0%
	Kuliah	Count	22	48	70
		% within PNDDKAN	31.4%	68.6%	100.0%
Total		Count	50	100	150
		% within PNDDKAN	33.3%	66.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.671[a]	2	.263
Likelihood Ratio	2.640	2	.267
Linear-by-Linear Association	1.191	1	.275
N of Valid Cases	150		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 12.67.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.132	.263
N of Valid Cases		150	

a. Not assuming the null hypothesis.

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

UANG_SAK * BHN_BKU

Crosstab

			BHN_BKU		
			ayam broiler	ayam kampung	Total
UANG_SAK	<150 rb	Count	19	24	43
		% within UANG_SAK	44.2%	55.8%	100.0%
	150-300 rb	Count	21	41	62
		% within UANG_SAK	33.9%	66.1%	100.0%
	>300 rb	Count	10	35	45
		% within UANG_SAK	22.2%	77.8%	100.0%
Total		Count	50	100	150
		% within UANG_SAK	33.3%	66.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.787[a]	2	.091
Likelihood Ratio	4.871	2	.088
Linear-by-Linear Association	4.748	1	.029
N of Valid Cases	150		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.33.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.176	.091
N of Valid Cases		150	

a. Not assuming the null hypothesis.

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

Crosstabs

Hubungan Faktor Individu Dengan Kesukaan Ayam Olahan Restoran

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
JNS_KLMN * AY_OLAH	150	100.0%	0	.0%	150	100.0%
USIA * AY_OLAH	150	100.0%	0	.0%	150	100.0%
PNDDKAN * AY_OLAH	150	100.0%	0	.0%	150	100.0%
UANG_SAK * AY_OLAH	150	100.0%	0	.0%	150	100.0%

JNS_KLMN * AY_OLAH

Crosstab

			AY_OLAH		
			ayam olahan resto fast food	ayam olahan resto tradisional	Total
JNS_KLMN	laki-laki	Count	15	34	49
		% within JNS_KLMN	30.6%	69.4%	100.0%
	perempuan	Count	43	58	101
		% within JNS_KLMN	42.6%	57.4%	100.0%
Total		Count	58	92	150
		% within JNS_KLMN	38.7%	61.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.991[b]	1	.158		
Continuity Correction[a]	1.518	1	.218		
Likelihood Ratio	2.026	1	.155		
Fisher's Exact Test				.211	.108
Linear-by-Linear Association	1.977	1	.160		
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 18.95.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.114	.158
N of Valid Cases		150	

a. Not assuming the null hypothesis.

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

USIA * AY_OLAH

Crosstab

			AY_OLAH		Total
			ayam olahan resto fast food	ayam olahan resto tradisional	
USIA	13.00	Count	11	9	20
		% within USIA	55.0%	45.0%	100.0%
	14.00	Count	9	10	19
		% within USIA	47.4%	52.6%	100.0%
	15.00	Count	4	1	5
		% within USIA	80.0%	20.0%	100.0%
	16.00	Count	5	8	13
		% within USIA	38.5%	61.5%	100.0%
	17.00	Count	5	14	19
		% within USIA	26.3%	73.7%	100.0%
	18.00	Count	11	14	25
		% within USIA	44.0%	56.0%	100.0%
	19.00	Count	7	14	21
		% within USIA	33.3%	66.7%	100.0%
	20.00	Count	6	22	28
		% within USIA	21.4%	78.6%	100.0%
Total		Count	58	92	150
		% within USIA	38.7%	61.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.741[a]	7	.109
Likelihood Ratio	12.003	7	.100
Linear-by-Linear Association	6.667	1	.010
N of Valid Cases	150		

a. 2 cells (12.5%) have expected count less than 5. The minimum expected count is 1.93.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.269	.109
N of Valid Cases		150	

a. Not assuming the null hypothesis.

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

PNDDKAN * AY_OLAH

Crosstab

			AY_OLAH		
			ayam olahan resto fast food	ayam olahan resto tradisional	Total
PNDDKAN	SLTP	Count	23	19	42
		% within PNDDKAN	54.8%	45.2%	100.0%
	SLTA	Count	15	23	38
		% within PNDDKAN	39.5%	60.5%	100.0%
	Kuliah	Count	20	50	70
		% within PNDDKAN	28.6%	71.4%	100.0%
Total		Count	58	92	150
		% within PNDDKAN	38.7%	61.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.606[a]	2	.022
Likelihood Ratio	7.587	2	.023
Linear-by-Linear Association	7.500	1	.006
N of Valid Cases	150		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.69.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.220	.022
N of Valid Cases		150	

a. Not assuming the null hypothesis.

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

UANG_SAK * AY_OLAH

Crosstab

			AY_OLAH		
			ayam olahan resto fast food	ayam olahan resto tradisional	Total
UANG_SAK	<150 rb	Count	17	26	43
		% within UANG_SAK	39.5%	60.5%	100.0%
	150-300 rb	Count	26	36	62
		% within UANG_SAK	41.9%	58.1%	100.0%
	>300 rb	Count	15	30	45
		% within UANG_SAK	33.3%	66.7%	100.0%
Total		Count	58	92	150
		% within UANG_SAK	38.7%	61.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.833[a]	2	.659
Likelihood Ratio	.841	2	.657
Linear-by-Linear Association	.366	1	.545
N of Valid Cases	150		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 16.63.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.074	.659
N of Valid Cases		150	

a. Not assuming the null hypothesis.

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

LAMPIRAN 8. Hasil Olah Data Korelasi *Contingency Coefficient*, Hubungan Faktor Individu Dengan Kesukaan Jenis Produk Ayam dan Kesukaan Macam Rasa Produk Ayam

Crosstabs

Hubungan Faktor Individu dengan Kesukaan Jenis Produk Ayam

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
JNS_KLMN * PROD_SUK	150	100.0%	0	.0%	150	100.0%
USIA * PROD_SUK	150	100.0%	0	.0%	150	100.0%
PNDDKAN * PROD_SUK	150	100.0%	0	.0%	150	100.0%
UANG_SAK * PROD_SUK	150	100.0%	0	.0%	150	100.0%

JNS_KLMN * PROD_SUK

Crosstab

			PROD_SUK				
			ay.goreng tepung	ay.goreng	ay.bakar	ay.penyet	Total
JNS_KLMN	laki-laki	Count	21	14	14		49
		% within JNS_KLMN	42.9%	28.6%	28.6%		100.0%
	peremp uan	Count	43	26	29	3	101
		% within JNS_KLMN	42.6%	25.7%	28.7%	3.0%	100.0%
Total		Count	64	40	43	3	150
		% within JNS_KLMN	42.7%	26.7%	28.7%	2.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.555[a]	3	.670
Likelihood Ratio	2.472	3	.480
Linear-by-Linear Association	.169	1	.681
N of Valid Cases	150		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is .98.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.101	.670
N of Valid Cases		150	

a. Not assuming the null hypothesis.

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

USIA * PROD_SUK

Crosstab

			PROD_SUK				Total
			ay.goreng tepung	ay.goreng	ay.bakar	ay.penyet	
USIA	13.00	Count	13	5	2		20
		% within USIA	65.0%	25.0%	10.0%		100.0%
	14.00	Count	11	3	4	1	19
		% within USIA	57.9%	15.8%	21.1%	5.3%	100.0%
	15.00	Count	2	1	2		5
		% within USIA	40.0%	20.0%	40.0%		100.0%
	16.00	Count	7	1	5		13
		% within USIA	53.8%	7.7%	38.5%		100.0%
	17.00	Count	5	7	7		19
		% within USIA	26.3%	36.8%	36.8%		100.0%
	18.00	Count	10	8	7		25
		% within USIA	40.0%	32.0%	28.0%		100.0%
	19.00	Count	9	6	6		21
		% within USIA	42.9%	28.6%	28.6%		100.0%
	20.00	Count	7	9	10	2	28
		% within USIA	25.0%	32.1%	35.7%	7.1%	100.0%
Total		Count	64	40	43	3	150
		% within USIA	42.7%	26.7%	28.7%	2.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.271[a]	21	.384
Likelihood Ratio	24.070	21	.290
Linear-by-Linear Association	7.453	1	.006
N of Valid Cases	150		

a. 13 cells (40.6%) have expected count less than 5. The minimum expected count is .10.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.360	.384
N of Valid Cases		150	

a. Not assuming the null hypothesis.

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

PNDDKAN * PROD_SUK

Crosstab

			PROD_SUK				Total
			ay.goreng tepung	ay.goreng	ay.bakar	ay.pen yet	
PNDDKAN	SLTP	Count	26	8	7	1	42
		% within PNDDKAN	61.9%	19.0%	16.7%	2.4%	100.0%
	SLTA	Count	14	9	14	1	38
		% within PNDDKAN	36.8%	23.7%	36.8%	2.6%	100.0%
	Kuliah	Count	24	23	22	1	70
		% within PNDDKAN	34.3%	32.9%	31.4%	1.4%	100.0%
Total		Count	64	40	43	3	150
		% within PNDDKAN	42.7%	26.7%	28.7%	2.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.547[a]	6	.103
Likelihood Ratio	10.535	6	.104
Linear-by-Linear Association	4.656	1	.031
N of Valid Cases	150		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is .76.

Symmetric Measures

		Value	Approx. Sig
Nominal by Nominal	Contingency Coefficient	.256	.103
N of Valid Cases		150	

a. Not assuming the null hypothesis.

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

UANG_SAK * PROD_SUK

Crosstab

			PROD_SUK				
			ay.goreng tepung	ay.goreng	ay.bakar	ay.penyet	Total
UANG_SAK	<150 rb	Count	21	12	10		43
		% within UANG_SAK	48.8%	27.9%	23.3%		100.0%
	150-300 rb	Count	26	14	20	2	62
		% within UANG_SAK	41.9%	22.6%	32.3%	3.2%	100.0%
	>300 rb	Count	17	14	13	1	45
		% within UANG_SAK	37.8%	31.1%	28.9%	2.2%	100.0%
Total		Count	64	40	43	3	150
		% within UANG_SAK	42.7%	26.7%	28.7%	2.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.446[a]	6	.751
Likelihood Ratio	4.248	6	.643
Linear-by-Linear Association	1.220	1	.269
N of Valid Cases	150		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is .86.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.150	.751
N of Valid Cases		150	

a. Not assuming the null hypothesis.

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

Crosstabs

Hubungan Faktor Individu Dengan Kesukaan Rasa Produk Ayam

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
JNS_KLMN * RASA_SUK	150	100.0%	0	.0%	150	100.0%
USIA * RASA_SUK	150	100.0%	0	.0%	150	100.0%
PNDDKAN * RASA_SUK	150	100.0%	0	.0%	150	100.0%
UANG_SAK * RASA_SUK	150	100.0%	0	.0%	150	100.0%

JNS_KLMN * RASA_SUK

Crosstab

			RASA_SUK				Total
			manis	asin	gurih	pedas	
JNS_KLMN	laki-laki	Count	7	2	32	8	49
		% within JNS_KLMN	14.3%	4.1%	65.3%	16.3%	100.0%
	perempuan	Count	16	9	63	13	101
		% within JNS_KLMN	15.8%	8.9%	62.4%	12.9%	100.0%
Total		Count	23	11	95	21	150
		% within JNS_KLMN	15.3%	7.3%	63.3%	14.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.427[a]	3	.699
Likelihood Ratio	1.535	3	.674
Linear-by-Linear Association	.553	1	.457
N of Valid Cases	150		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 3.59.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.097	.699
N of Valid Cases		150	

a. Not assuming the null hypothesis.

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

USIA * RASA_SUK

Crosstab

			RASA_SUK				Total
			manis	asin	gurih	pedas	
USIA	13.00	Count	1		18	1	20
		% within USIA	5.0%		90.0%	5.0%	100.0%
	14.00	Count	2	2	14	1	19
		% within USIA	10.5%	10.5%	73.7%	5.3%	100.0%
	15.00	Count			5		5
		% within USIA			100.0%		100.0%
	16.00	Count	3		8	2	13
		% within USIA	23.1%		61.5%	15.4%	100.0%
	17.00	Count	6	1	9	3	19
		% within USIA	31.6%	5.3%	47.4%	15.8%	100.0%
	18.00	Count	3	4	14	4	25
		% within USIA	12.0%	16.0%	56.0%	16.0%	100.0%
	19.00	Count	4	1	12	4	21
		% within USIA	19.0%	4.8%	57.1%	19.0%	100.0%
	20.00	Count	4	3	15	6	28
		% within USIA	14.3%	10.7%	53.6%	21.4%	100.0%
Total		Count	23	11	95	21	150
		% within USIA	15.3%	7.3%	63.3%	14.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.635[a]	21	.364
Likelihood Ratio	26.065	21	.204
Linear-by-Linear Association	.151	1	.698
N of Valid Cases	150		

a. 25 cells (78.1%) have expected count less than 5. The minimum expected count is .37.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.362	.364
N of Valid Cases		150	

a. Not assuming the null hypothesis.

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

PNDDKAN * RASA_SUK

Crosstab

			RASA_SUK				Total
			manis	asin	gurih	pedas	
PNDDKAN	SLTP	Count	3	2	35	2	42
		% within PNDDKAN	7.1%	4.8%	83.3%	4.8%	100.0%
	SLTA	Count	10	3	18	7	38
		% within PNDDKAN	26.3%	7.9%	47.4%	18.4%	100.0%
	Kuliah	Count	10	6	42	12	70
		% within PNDDKAN	14.3%	8.6%	60.0%	17.1%	100.0%
Total		Count	23	11	95	21	150
		% within PNDDKAN	15.3%	7.3%	63.3%	14.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.307[a]	6	.038
Likelihood Ratio	13.993	6	.030
Linear-by-Linear Association	.020	1	.888
N of Valid Cases	150		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 2.79.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.285	.038
N of Valid Cases		150	

a. Not assuming the null hypothesis.

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

UANG_SAK * RASA_SUK

Crosstab

			RASA_SUK				Total
			manis	asin	gurih	pedas	
UANG_SAK	<150 rb	Count	6	4	30	3	43
		% within UANG_SAK	14.0%	9.3%	69.8%	7.0%	100.0%
	150-300 rb	Count	10	2	41	9	62
		% within UANG_SAK	16.1%	3.2%	66.1%	14.5%	100.0%
	>300 rb	Count	7	5	24	9	45
		% within UANG_SAK	15.6%	11.1%	53.3%	20.0%	100.0%
Total		Count	23	11	95	21	150
		% within UANG_SAK	15.3%	7.3%	63.3%	14.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.362[a]	6	.384
Likelihood Ratio	6.846	6	.335
Linear-by-Linear Association	.178	1	.673
N of Valid Cases	150		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 3.15.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.202	.384
N of Valid Cases		150	

a. Not assuming the null hypothesis.

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

Lampiran 9. Hasil Olah Data Korelasi *Contingency Coeffecient* Hubungan Antara Preferensi Konsumen Remaja Dengan Frekuensi Konsumsi

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
BHN_BKU * SKOR_FRE	150	100.0%	0	.0%	150	100.0%
AY_OLAH * SKOR_FRE	150	100.0%	0	.0%	150	100.0%
PROD_SUK * SKOR_FRE	150	100.0%	0	.0%	150	100.0%
RASA_SUK * SKOR_FRE	150	100.0%	0	.0%	150	100.0%

BHN_BKU * SKOR_FRE

Crosstab

			SKOR_FRE			
			jarang	kadang-kadang	sering	Total
BHN_BKU	ayam broiler	Count	20	19	11	50
		% within BHN_BKU	40.0%	38.0%	22.0%	100.0%
	ayam kampung	Count	50	38	12	100
		% within BHN_BKU	50.0%	38.0%	12.0%	100.0%
Total		Count	70	57	23	150
		% within BHN_BKU	46.7%	38.0%	15.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.888[a]	2	.236
Likelihood Ratio	2.793	2	.248
Linear-by-Linear Association	2.538	1	.111
N of Valid Cases	150		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.67.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.137	.236
N of Valid Cases		150	

a. Not assuming the null hypothesis.

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

AY_OLAH * SKOR_FRE

Crosstab

			SKOR_FRE			
			jarang	kadang-kadang	sering	Total
AY_OLAH	ayam olahan resto fast food	Count	19	27	12	58
		% within AY_OLAH	32.8%	46.6%	20.7%	100.0%
	ayam olahan resto tradisional	Count	51	30	11	92
		% within AY_OLAH	55.4%	32.6%	12.0%	100.0%
Total		Count	70	57	23	150
		% within AY_OLAH	46.7%	38.0%	15.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.509[a]	2	.023
Likelihood Ratio	7.614	2	.022
Linear-by-Linear Association	6.681	1	.010
N of Valid Cases	150		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.89.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.218	.023
N of Valid Cases		150	

a. Not assuming the null hypothesis.

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

PROD_SUK * SKOR_FRE

Crosstab

			SKOR_FRE			
			jarang	kadang-kadang	sering	Total
PROD_SUK	ay.goreng tepung	Count	20	29	15	64
		% within PROD_SUK	31.3%	45.3%	23.4%	100.0%
	ay.goreng	Count	19	16	5	40
		% within PROD_SUK	47.5%	40.0%	12.5%	100.0%
	ay.bakar	Count	30	10	3	43
		% within PROD_SUK	69.8%	23.3%	7.0%	100.0%
	ay.penyet	Count	1	2		3
		% within PROD_SUK	33.3%	66.7%		100.0%
Total		Count	70	57	23	150
		% within PROD_SUK	46.7%	38.0%	15.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.717[a]	6	.007
Likelihood Ratio	18.326	6	.005
Linear-by-Linear Association	13.344	1	.000
N of Valid Cases	150		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is .46.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.325	.007
N of Valid Cases		150	

a. Not assuming the null hypothesis.

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

RASA_SUK * SKOR_FRE

Crosstab

			SKOR_FRE			
			jarang	kadang-kadang	sering	Total
RASA_SUK	manis	Count	14	6	3	23
		% within RASA_SUK	60.9%	26.1%	13.0%	100.0%
	asin	Count	4	4	3	11
		% within RASA_SUK	36.4%	36.4%	27.3%	100.0%
	gurih	Count	42	41	12	95
		% within RASA_SUK	44.2%	43.2%	12.6%	100.0%
	pedas	Count	10	6	5	21
		% within RASA_SUK	47.6%	28.6%	23.8%	100.0%
Total		Count	70	57	23	150
		% within RASA_SUK	46.7%	38.0%	15.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.932[a]	6	.431
Likelihood Ratio	5.689	6	.459
Linear-by-Linear Association	.745	1	.388
N of Valid Cases	150		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 1.69.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.195	.431
N of Valid Cases		150	

a. Not assuming the null hypothesis.

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

LAMPIRAN 10. Hasil Olah Data *Chi-square* Alasan Kedatangan Responden Mengkonsumsi Produk Ayam Olahan di Restoran

Chi-Square Test

Alasan Keinginan di Restoran *Fast Food* dan Tradisional

Frequencies

INGINAN

	Observed N	Expected N	Residual
fast food	65	64.0	1.0
tradisional	63	64.0	-1.0
Total	128		

Test Statistics

	INGINAN
Chi-Square[a]	.031
df	1
Asymp. Sig.	.860

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 64.0.

Alasan Kebutuhan di Restoran *Fast Food* dan Tradisional

Frequencies

KEBTHAN

	Observed N	Expected N	Residual
fast food	10	11.0	-1.0
tradisional	12	11.0	1.0
Total	22		

Test Statistics

	KEBTHAN
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 11.0.

LAMPIRAN 11. Hasil Olah Data *Chi-square* Perencanaan Konsumsi Produk Ayam Olahan di Restoran

Chi-Square Test

Tidak Merencanakan Makan di Restoran *Fast Food* dan Tradisional

Frequencies

TDK_RCN

	Observed N	Expected N	Residual
fast food	44	42.5	1.5
tradisional	41	42.5	-1.5
Total	85		

Test Statistics

	TDK_RCN
Chi-Square[a]	.106
df	1
Asymp. Sig.	.745

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 42.5.

Merencanakan Makan di Restoran *Fast Food* dan Tradisional

Frequencies

MERCNKAN

	Observed N	Expected N	Residual
fast food	31	32.5	-1.5
tradisional	34	32.5	1.5
Total	65		

Test Statistics

	MERCNKAN
Chi-Square[a]	.138
df	1
Asymp. Sig.	.710

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 32.5.

LAMPIRAN 12. Hasil Olah Data *Chi-square* Perolehan Informasi Responden Antar Restoran

Chi-Square Test

Sumber Informasi Dari Teman Antara Restoran *Fast Food* dan Tradisional

Frequencies

INFO_TMN

	Observed N	Expected N	Residual
fast food	5	11.0	-6.0
tradisional	17	11.0	6.0
Total	22		

Test Statistics

	INFO_TMN
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.

Sumber Informasi Dari Keluarga Antar restoran *Fast Food* dan Tradisional

Frequencies

INF_KLRG

	Observed N	Expected N	Residual
fast food	3	13.5	-10.5
tradisional	24	13.5	10.5
Total	27		

Test Statistics

	INF_KLRG
Chi-Square[a]	16.333
df	1
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 13.5.

Sumber Informasi Dari Iklan Antar restoran *Fast Food* dan Tradisional

Frequencies

INF_IKLN

	Observed N	Expected N	Residual
fast food	27	15.0	12.0
tradisional	3	15.0	-12.0
Total	30		

Test Statistics

	INF_IKLN
Chi-Square[a]	19.200
df	1
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 15.0.

Sumber Informasi Dari Mengetahui Sendiri Antar restoran *Fast Food* dan Tradisional

Frequencies

INF_SNDR

	Observed N	Expected N	Residual
fast food	40	35.5	4.5
tradisional	31	35.5	-4.5
Total	71		

Test Statistics

	INF_SNDR
Chi-Square[a]	1.141
df	1
Asymp. Sig.	.285

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 35.5.

LAMPIRAN 13. Hasil Olah Data *Chi-square* Frekuensi Konsumsi Responden Antar Restoran

Chi-Square Test

Frekuensi konsumsi sering antara responden restoran *fast food* dan tradisional

Frequencies

FREK_SRG

	Observed N	Expected N	Residual
fast food	16	11.5	4.5
tradisional	7	11.5	-4.5
Total	23		

Test Statistics

	FREK_SRG
Chi-Square[a]	3.522
df	1
Asymp. Sig.	.061

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 11.5.

Frekuensi konsumsi kadang-kadang antara responden restoran *fast food* dan tradisional

Frequencies

FREK_KDG

	Observed N	Expected N	Residual
fast food	39	28.5	10.5
tradisional	18	28.5	-10.5
Total	57		

Test Statistics

	FREK_KDG
Chi-Square[a]	7.737
df	1
Asymp. Sig.	.005

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 28.5.

Frekuensi konsumsi jarang antara responden restoran *fast food* dan tradisional

Frequencies

FREK_JRG

	Observed N	Expected N	Residual
fast food	20	35.0	-15.0
tradisional	50	35.0	15.0
Total	70		

Test Statistics

	FREK_JRG
Chi-Square[a]	12.857
df	1
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 35.0.

LAMPIRAN 14. Hasil Olah Data Korelasi *Contingency Coeffecient*, Hubungan Faktor Individu Dengan Sumber Informasi dan Hubungan Sumber Informasi Dengan Frekuensi Konsumsi

Crosstabs

Hubungan faktor individu dengan sumber infomasi produk ayam olahan

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
JNS_KLMN * INFORMAS	150	100.0%	0	.0%	150	100.0%
USIA * INFORMAS	150	100.0%	0	.0%	150	100.0%
PNDDKAN * INFORMAS	150	100.0%	0	.0%	150	100.0%
UANG_SAK * INFORMAS	150	100.0%	0	.0%	150	100.0%

JNS_KLMN * INFORMAS

Crosstab

			INFORMAS				Total
			teman	keluarga	iklan	tahu sendiri	
JNS_KLMN	laki-laki	Count	7	12	11	19	49
		% within JNS_KLMN	14.3%	24.5%	22.4%	38.8%	100.0%
	perempuan	Count	15	15	19	52	101
		% within JNS_KLMN	14.9%	14.9%	18.8%	51.5%	100.0%
Total		Count	22	27	30	71	150
		% within JNS_KLMN	14.7%	18.0%	20.0%	47.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.054[a]	3	.383
Likelihood Ratio	3.008	3	.390
Linear-by-Linear Association	1.190	1	.275
N of Valid Cases	150		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.19.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.141	.383
N of Valid Cases		150	

a. Not assuming the null hypothesis.

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

USIA * INFORMAS

Crosstab

			INFORMAS				Total
			teman	keluarga	iklan	tahu sendiri	
USIA	13.00	Count	1	9	3	7	20
		% within USIA	5.0%	45.0%	15.0%	35.0%	100.0%
	14.00	Count	3	5	1	10	19
		% within USIA	15.8%	26.3%	5.3%	52.6%	100.0%
	15.00	Count	1	2		2	5
		% within USIA	20.0%	40.0%		40.0%	100.0%
	16.00	Count		2	4	7	13
		% within USIA		15.4%	30.8%	53.8%	100.0%
	17.00	Count	2	2	7	8	19
		% within USIA	10.5%	10.5%	36.8%	42.1%	100.0%
	18.00	Count	5	2	5	13	25
		% within USIA	20.0%	8.0%	20.0%	52.0%	100.0%
	19.00	Count	5		5	11	21
		% within USIA	23.8%		23.8%	52.4%	100.0%
	20.00	Count	5	5	5	13	28
		% within USIA	17.9%	17.9%	17.9%	46.4%	100.0%
Total		Count	22	27	30	71	150
		% within USIA	14.7%	18.0%	20.0%	47.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.625[a]	21	.100
Likelihood Ratio	34.427	21	.033
Linear-by-Linear Association	.204	1	.652
N of Valid Cases	150		

a. 22 cells (68.8%) have expected count less than 5. The minimum expected count is .73.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.406	.100
N of Valid Cases		150	

a. Not assuming the null hypothesis.

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

PNDDKAN * INFORMAS

Crosstab

			INFORMAS				Total
			teman	keluarga	iklan	tahu sendiri	
PNDDKAN	SLTP	Count	5	16	4	17	42
		% within PNDDKAN	11.9%	38.1%	9.5%	40.5%	100.0%
	SLTA	Count	2	5	12	19	38
		% within PNDDKAN	5.3%	13.2%	31.6%	50.0%	100.0%
	Kuliah	Count	15	6	14	35	70
		% within PNDDKAN	21.4%	8.6%	20.0%	50.0%	100.0%
Total		Count	22	27	30	71	150
		% within PNDDKAN	14.7%	18.0%	20.0%	47.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.498[a]	6	.001
Likelihood Ratio	22.768	6	.001
Linear-by-Linear Association	.480	1	.488
N of Valid Cases	150		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.57.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.366	.001
N of Valid Cases		150	

a. Not assuming the null hypothesis.

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

UANG_SAK * INFORMAS

Crosstab

			INFORMAS				Total
			teman	keluarga	iklan	tahu sendiri	
UANG_SAK	<150 rb	Count	4	12	15	12	43
		% within UANG_SAK	9.3%	27.9%	34.9%	27.9%	100%
	150-300 rb	Count	11	11	9	31	62
		% within UANG_SAK	17.7%	17.7%	14.5%	50.0%	100%
	>300 rb	Count	7	4	6	28	45
		% within UANG_SAK	15.6%	8.9%	13.3%	62.2%	100%
Total		Count	22	27	30	71	150
		% within UANG_SAK	14.7%	18.0%	20.0%	47.3%	100%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.014[a]	6	.006
Likelihood Ratio	18.019	6	.006
Linear-by-Linear Association	2.950	1	.086
N of Valid Cases	150		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.31.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.327	.006
N of Valid Cases		150	

a. Not assuming the null hypothesis.

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

Crosstabs

Hubungan sumber informasi dengan frekuensi konsumsi

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
INFORMAS * SKOR_FRE	150	100.0%	0	.0%	150	100.0%

INFORMAS * SKOR_FRE Crosstabulation

			SKOR_FRE			Total
			jarang	kadang-kadang	sering	
INFORMAS	teman	Count	13	8	1	22
		% within INFORMAS	59.1%	36.4%	4.5%	100.0%
	keluarga	Count	20	4	3	27
		% within INFORMAS	74.1%	14.8%	11.1%	100.0%
	iklan	Count	10	13	7	30
		% within INFORMAS	33.3%	43.3%	23.3%	100.0%
	tahu sendiri	Count	27	32	12	71
		% within INFORMAS	38.0%	45.1%	16.9%	100.0%
Total		Count	70	57	23	150
		% within INFORMAS	46.7%	38.0%	15.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.695[a]	6	.015
Likelihood Ratio	16.781	6	.010
Linear-by-Linear Association	6.918	1	.009
N of Valid Cases	150		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 3.37.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.308	.015
N of Valid Cases		150	

a. Not assuming the null hypothesis.

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

LAMPIRAN 15. Hasil Olah Data Korelasi *Spearman* Hubungan Faktor Individu Dengan Frekuensi Konsumsi Produk Ayam Olahan di Restoran

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
USIA * SKOR_FRE	150	100.0%	0	.0%	150	100.0%
PNDDKAN * SKOR_FRE	150	100.0%	0	.0%	150	100.0%
UANG_SAK * SKOR_FRE	150	100.0%	0	.0%	150	100.0%

USIA * SKOR_FRE Crosstabulation

			SKOR_FRE			Total
			jarang	kadang-kadang	sering	
USIA	13.00	Count	9	9	2	20
		% within USIA	45.0%	45.0%	10.0%	100.0%
	14.00	Count	9	8	2	19
		% within USIA	47.4%	42.1%	10.5%	100.0%
	15.00	Count	4		1	5
		% within USIA	80.0%		20.0%	100.0%
	16.00	Count	5	5	3	13
		% within USIA	38.5%	38.5%	23.1%	100.0%
	17.00	Count	8	7	4	19
		% within USIA	42.1%	36.8%	21.1%	100.0%
	18.00	Count	10	11	4	25
		% within USIA	40.0%	44.0%	16.0%	100.0%
	19.00	Count	10	7	4	21
		% within USIA	47.6%	33.3%	19.0%	100.0%
	20.00	Count	15	10	3	28
		% within USIA	53.6%	35.7%	10.7%	100.0%
Total		Count	70	57	23	150
		% within USIA	46.7%	38.0%	15.3%	100.0%

PNDDKAN * SKOR_FRE Crosstabulation

			SKOR_FRE			
			jarang	kadang-kadang	sering	Total
PNDDKAN	SLTP	Count	21	16	5	42
		% within PNDDKAN	50.0%	38.1%	11.9%	100.0%
	SLTA	Count	14	14	10	38
		% within PNDDKAN	36.8%	36.8%	26.3%	100.0%
	Kuliah	Count	35	27	8	70
		% within PNDDKAN	50.0%	38.6%	11.4%	100.0%
Total		Count	70	57	23	150
		% within PNDDKAN	46.7%	38.0%	15.3%	100.0%

UANG_SAK * SKOR_FRE Crosstabulation

			SKOR_FRE			
			jarang	kadang-kadang	sering	Total
UANG_SAK	<150 rb	Count	23	16	4	43
		% within UANG_SAK	53.5%	37.2%	9.3%	100.0%
	150-300 rb	Count	30	23	9	62
		% within UANG_SAK	48.4%	37.1%	14.5%	100.0%
	>300 rb	Count	17	18	10	45
		% within UANG_SAK	37.8%	40.0%	22.2%	100.0%
Total		Count	70	57	23	150
		% within UANG_SAK	46.7%	38.0%	15.3%	100.0%

Nonparametric Correlations

Correlations

			USIA	PNDDKAN	UANG_SAK	SKOR_FRE
Spearman's rho	USIA	Correlation Coefficient	1.000	.861**	.357**	-.021
		Sig. (2-tailed)	.	.000	.000	.802
		N	150	150	150	150
	PNDDKAN	Correlation Coefficient	.861**	1.000	.319**	-.034
		Sig. (2-tailed)	.000	.	.000	.683
		N	150	150	150	150
	UANG_SAK	Correlation Coefficient	.357**	.319**	1.000	.147
		Sig. (2-tailed)	.000	.000	.	.073
		N	150	150	150	150
	SKOR_FRE	Correlation Coefficient	-.021	-.034	.147	1.000
		Sig. (2-tailed)	.802	.683	.073	.
		N	150	150	150	150

**. Correlation is significant at the .01 level (2-tailed).

LAMPIRAN 16. Hasil Olah Data *Mann-Whitney* Mengenai Perbedaan Penilaian Organoleptik dan Cara Penyajian Produk Ayam Olahan Antara Restoran *Fast Food* dan Restoran Tradisional

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
TK_SUKA	150	3.2400	.6920	1.00	5.00
TK_BUMBU	150	3.1600	.7516	2.00	5.00
TK_AROMA	150	2.7133	.7971	1.00	5.00
TK_DMNAN	150	2.3933	.7934	1.00	3.00
TK_DY.TR	150	2.8267	.7663	1.00	5.00
TK_PRAKT	150	2.9933	.6805	1.00	5.00
RESTO	150	1.5000	.5017	1.00	2.00

Mann-Whitney Test

Ranks

	RESTO	N	Mean Rank	Sum of Ranks
TK_SUKA	fast food	75	73.52	5514.00
	tradisional	75	77.48	5811.00
	Total	150		
TK_BUMBU	fast food	75	75.99	5699.00
	tradisional	75	75.01	5626.00
	Total	150		
TK_AROMA	fast food	75	74.04	5553.00
	tradisional	75	76.96	5772.00
	Total	150		
TK_DMNAN	fast food	75	75.69	5676.50
	tradisional	75	75.31	5648.50
	Total	150		
TK_DY.TR	fast food	75	74.09	5557.00
	tradisional	75	76.91	5768.00
	Total	150		
TK_PRAKT	fast food	75	85.42	6406.50
	tradisional	75	65.58	4918.50
	Total	150		

Test Statistics[a]

	TK_SUKA	TK_BUMBU	TK_AROMA	TK_DMNAN
Mann-Whitney U	2664.000	2776.000	2703.000	2798.500
Wilcoxon W	5514.000	5626.000	5553.000	5648.500
Z	-.669	-.160	-.455	-.060
Asymp. Sig. (2-tailed)	.503	.873	.649	.952

Test Statistics[a]

	TK_DY.TR	TK_PRAKT
Mann-Whitney U	2707.000	2068.500
Wilcoxon W	5557.000	4918.500
Z	-.445	-3.391
Asymp. Sig. (2-tailed)	.657	.001

a. Grouping Variable: RESTO

Lampiran 17. Hasil Olah Data *Chi-square* Penilaian Atribut Produk dan Atribut Layanan Antara Restoran *Fast Food* dan Tradisional

Chi-Square Test

Frequencies

AT_TREN

	Observed N	Expected N	Residual
ada di fast food	32	23.5	8.5
ada di tradisional	15	23.5	-8.5
Total	47		

Test Statistics

	AT_TREN
Chi-Square[a]	6.149
df	1
Asymp. Sig.	.013

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 23.5.

Frequencies

ATR_RASA

	Observed N	Expected N	Residual
ada di fast food	50	36.5	13.5
ada di tradisional	23	36.5	-13.5
Total	73		

Test Statistics

	ATR_RASA
Chi-Square[a]	9.986
df	1
Asymp. Sig.	.002

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.5.

Frequencies

ATR_MENU

	Observed N	Expected N	Residual
ada di fast food	49	40.5	8.5
ada di tradisional	32	40.5	-8.5
Total	81		

Test Statistics

	ATR_MENU
Chi-Square[a]	3.568
df	1
Asymp. Sig.	.059

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 40.5.

Frequencies

ATR_BUMB

	Observed N	Expected N	Residual
ada di fast food	48	49.5	-1.5
ada di tradisional	51	49.5	1.5
Total	99		

Test Statistics

	ATR_BUMB
Chi-Square[a]	.091
df	1
Asymp. Sig.	.763

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 49.5.

Frequencies

ATR_BAU

	Observed N	Expected N	Residual
ada di fast food	39	43.5	-4.5
ada di tradisional	48	43.5	4.5
Total	87		

Test Statistics

	ATR_BAU
Chi-Square[a]	.931
df	1
Asymp. Sig.	.335

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 43.5.

Frequencies

ATR_DGG

	Observed N	Expected N	Residual
ada di fast food	52	51.0	1.0
ada di tradisional	50	51.0	-1.0
Total	102		

Test Statistics

	ATR_DGG
Chi-Square[a]	.039
df	1
Asymp. Sig.	.843

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 51.0.

Frequencies

ATR_SAJI

	Observed N	Expected N	Residual
ada di fast food	62	47.0	15.0
ada di tradisional	32	47.0	-15.0
Total	94		

Test Statistics

	ATR_SAJI
Chi-Square[a]	9.574
df	1
Asymp. Sig.	.002

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 47.0.

Frequencies

ATR_NYMN

	Observed N	Expected N	Residual
ada di fast food	46	48.5	-2.5
ada di tradisional	51	48.5	2.5
Total	97		

Test Statistics

	ATR_NYMN
Chi-Square[a]	.258
df	1
Asymp. Sig.	.612

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 48.5.

Frequencies

ATR_STRG

	Observed N	Expected N	Residual
ada di fast food	44	41.0	3.0
ada di tradisional	38	41.0	-3.0
Total	82		

Test Statistics

	ATR_STRG
Chi-Square[a]	.439
df	1
Asymp. Sig.	.508

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 41.0.

Frequencies

ATR_TJKA

	Observed N	Expected N	Residual
ada di fast food	53	39.5	13.5
ada di tradisional	26	39.5	-13.5
Total	79		

Test Statistics

	ATR_TJKA
Chi-Square[a]	9.228
df	1
Asymp. Sig.	.002

a. 0 cells (.0%) have expected frequencies less than 5 The minimum expected cell frequency is 39.5.

Frequencies

ATR_PAST

	Observed N	Expected N	Residual
ada di fast food	27	23.0	4.0
ada di tradisional	19	23.0	-4.0
Total	46		

Test Statistics

	ATR_PAST
Chi-Square[a]	1.391
df	1
Asymp. Sig.	.238

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 23.0.

Frequencies

ATR_BSR

	Observed N	Expected N	Residual
ada di fast food	16	14.5	1.5
ada di tradisional	13	14.5	-1.5
Total	29		

Test Statistics

	ATR_BSR
Chi-Square[a]	.310
df	1
Asymp. Sig.	.577

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 14.5.

Frequencies

ATR_SDG

	Observed N	Expected N	Residual
ada di fast food	39	37.0	2.0
ada di tradisional	35	37.0	-2.0
Total	74		

Test Statistics

	ATR_SDG
Chi-Square[a]	.216
df	1
Asymp. Sig.	.642

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 37.0.

Frequencies

ATR_KCL

	Observed N	Expected N	Residual
ada di fast food	3	6.0	-3.0
ada di tradisional	9	6.0	3.0
Total	12		

Test Statistics

	ATR_KCL
Chi-Square[a]	3.000
df	1
Asymp. Sig.	.083

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 6.0.

LAMPIRAN 18. Hasil Olah Data Korelasi *Contingency Coefficient* Mengenai Hubungan Faktor Individu Dengan Atribut Yang Dianggap Paling Penting

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
JNS_KLMN * ATR_PTG	150	100.0%	0	.0%	150	100.0%
USIA * ATR_PTG	150	100.0%	0	.0%	150	100.0%
PNDDKAN * ATR_PTG	150	100.0%	0	.0%	150	100.0%
UANG_SAK * ATR_PTG	150	100.0%	0	.0%	150	100.0%

JNS_KLMN * ATR_PTG

Crosstab

			ATR_PTG							
			produk trend	rasa	menu menarik	bumbu meresap	bau sedap	daging empuk	cepat saji	tmpt nyaman
JNS_KLMN	laki-laki	Count	1	9	3	6	1	3	6	5
		% within JNS_KLMN	2.0%	18.4%	6.1%	12.2%	2.0%	6.1%	12.2%	10.2%
	perempuan	Count	1	23	9	20	2	5	9	5
		% within JNS_KLMN	1.0%	22.8%	8.9%	19.8%	2.0%	5.0%	8.9%	5.0%
Total		Count	2	32	12	26	3	8	15	10
		% within JNS_KLMN	1.3%	21.3%	8.0%	17.3%	2.0%	5.3%	10.0%	6.7%

Crosstab

			ATR_PTG				Total
			tmpt strategis	harga terjangkau	kepastian harga	ukuran produk	
JNS_KLMN	laki-laki	Count	3	6	2	4	49
		% within JNS_KLMN	6.1%	12.2%	4.1%	8.2%	100.0%
	perempuan	Count	3	21	3		101
		% within JNS_KLMN	3.0%	20.8%	3.0%		100.0%
Total		Count	6	27	5	4	150
		% within JNS_KLMN	4.0%	18.0%	3.3%	2.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.325[a]	11	.216
Likelihood Ratio	15.045	11	.180
Linear-by-Linear Association	1.957	1	.162
N of Valid Cases	150		

a. 14 cells (58.3%) have expected count less than 5. The minimum expected count is .65.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.295	.216
N of Valid Cases		150	

a. Not assuming the null hypothesis.

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

USIA * ATR_PTG

Crosstab

			ATR_PTG							
			produk trend	rasa	menu menarik	bumbu meresap	bau sedap	daging empuk	cepat saji	tmpt nyaman
USIA	13.00	Count		4	1	6	2	2	1	2
		% within USIA		20.0%	5.0%	30.0%	10.0%	10.0%	5.0%	10.0%
	14.00	Count		3	1	3		4	3	1
		% within USIA		15.8%	5.3%	15.8%		21.1%	15.8%	5.3%
	15.00	Count		2		1				
		% within USIA		40.0%		20.0%				
	16.00	Count		4	2	2				
		% within USIA		30.8%	15.4%	15.4%				
	17.00	Count		4	1	4			2	5
		% within USIA		21.1%	5.3%	21.1%			10.5%	26.3%
	18.00	Count	1	3	1	2	1		3	1
		% within USIA	4.0%	12.0%	4.0%	8.0%	4.0%		12.0%	4.0%
	19.00	Count	1	4	2	4			3	
		% within USIA	4.8%	19.0%	9.5%	19.0%			14.3%	
	20.00	Count		8	4	4		2	3	1
		% within USIA		28.6%	14.3%	14.3%		7.1%	10.7%	3.6%
Total		Count	2	32	12	26	3	8	15	10
		% within USIA	1.3%	21.3%	8.0%	17.3%	2.0%	5.3%	10.0%	6.7%

Crosstab

			ATR_PTG				
			tmpt strategis	harga terjangkau	kepastian harga	ukuran produk	Total
USIA	13.00	Count		1		1	20
		% within USIA		5.0%		5.0%	100.0%
	14.00	Count		3	1		19
		% within USIA		15.8%	5.3%		100.0%
	15.00	Count		1	1		5
		% within USIA		20.0%	20.0%		100.0%
	16.00	Count	1	4			13
		% within USIA	7.7%	30.8%			100.0%
	17.00	Count		2		1	19
		% within USIA		10.5%		5.3%	100.0%
	18.00	Count	3	8	1	1	25
		% within USIA	12.0%	32.0%	4.0%	4.0%	100.0%
	19.00	Count	1	4	2		21
		% within USIA	4.8%	19.0%	9.5%		100.0%
	20.00	Count	1	4		1	28
		% within USIA	3.6%	14.3%		3.6%	100.0%
Total		Count	6	27	5	4	150
		% within USIA	4.0%	18.0%	3.3%	2.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	82.480[a]	77	.314
Likelihood Ratio	83.746	77	.280
Linear-by-Linear Association	.144	1	.704
N of Valid Cases	150		

a. 93 cells (96.9%) have expected count less than 5. The minimum expected count is .07.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.596	.314
N of Valid Cases		150	

a. Not assuming the null hypothesis.

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

PNDDKAN * ATR_PTG

Crosstab

			ATR_PTG						
			produk trend	rasa	menu menarik	bumbu meresap	bau sedap	daging empuk	cepat saji
PNDDKAN	SLTP	Count		8	2	10	2	5	4
		% within PNDDKAN		19.0%	4.8%	23.8%	4.8%	11.9%	9.5%
	SLTA	Count		9	3	7	1	1	2
		% within PNDDKAN		23.7%	7.9%	18.4%	2.6%	2.6%	5.3%
	Kuliah	Count	2	15	7	9		2	9
		% within PNDDKAN	2.9%	21.4%	10.0%	12.9%		2.9%	12.9%
Total		Count	2	32	12	26	3	8	15
		% within PNDDKAN	1.3%	21.3%	8.0%	17.3%	2.0%	5.3%	10.0%

Crosstab

			ATR_PTG					Total
			tmpt nyaman	tmpt strategis	harga terjangkau	kepastian harga	ukuran produk	
PNDDKAN	SLTP	Count	3		5	2	1	42
		% within PNDDKAN	7.1%		11.9%	4.8%	2.4%	100.0%
	SLTA	Count	4	3	8			38
		% within PNDDKAN	10.5%	7.9%	21.1%			100.0%
	Kuliah	Count	3	3	14	3	3	70
		% within PNDDKAN	4.3%	4.3%	20.0%	4.3%	4.3%	100.0%
Total		Count	10	6	27	5	4	150
		% within PNDDKAN	6.7%	4.0%	18.0%	3.3%	2.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.718[a]	22	.362
Likelihood Ratio	28.536	22	.159
Linear-by-Linear Association	.409	1	.523
N of Valid Cases	150		

a. 25 cells (69.4%) have expected count less than 5. The minimum expected count is .51.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.370	.362
N of Valid Cases		150	

a. Not assuming the null hypothesis.

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

UANG_SAK * ATR_PTG

Crosstab

			ATR_PTG							
			produk trend	rasa	menu menarik	bumbu meresap	bau sedap	daging empuk	cepat saji	tmpt nyaman
UANG_SAK	<150 rb	Count		8	3	11	1	3	3	2
		% within UANG_SAK		18.6%	7.0%	25.6%	2.3%	7.0%	7.0%	4.7%
	150-300 rb	Count	1	13	6	10	2	2	4	8
		% within UANG_SAK	1.6%	21.0%	9.7%	16.1%	3.2%	3.2%	6.5%	12.9%
	>300 rb	Count	1	11	3	5		3	8	
		% within UANG_SAK	2.2%	24.4%	6.7%	11.1%		6.7%	17.8%	
Total		Count	2	32	12	26	3	8	15	10
		% within UANG_SAK	1.3%	21.3%	8.0%	17.3%	2.0%	5.3%	10.0%	6.7%

Crosstab

			ATR_PTG				Total
			tmpt strategis	harga terjangkau	kepastian harga	ukuran produk	
UANG_SAK	<150 rb	Count	1	8	2	1	43
		% within UANG_SAK	2.3%	18.6%	4.7%	2.3%	100.0%
	150-300 rb	Count	1	11	3	1	62
		% within UANG_SAK	1.6%	17.7%	4.8%	1.6%	100.0%
	>300 rb	Count	4	8		2	45
		% within UANG_SAK	8.9%	17.8%		4.4%	100.0%
Total		Count	6	27	5	4	150
		% within UANG_SAK	4.0%	18.0%	3.3%	2.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.243[a]	22	.335
Likelihood Ratio	28.454	22	.161
Linear-by-Linear Association	.005	1	.941
N of Valid Cases	150		

a. 26 cells (72.2%) have expected count less than 5. The minimum expected count is .57.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.373	.335
N of Valid Cases		150	

a. Not assuming the null hypothesis.

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

LAMPIRAN 19. Kecepatan Waktu Penyajian di Restoran *Fast Food* dan Restoran Tradisional

Kecepatan Waktu Penyajian Restoran *Fast Food*

Restoran *Fast Food*	Jumlah Konsumen yang Dilayani (orang)	Kecepatan Waktu Penyajian (menit : detik . per detik)
A	2	01 : 56.01
	3	01 : 48.13
	2	01 : 47.29
	2	01 : 15.00
	1	00 : 55.22
	2	01 : 49.78
	1	00 : 37.53
	2	01 : 50.00
	4	03 : 23.27
	2	00 : 18.87
	2	01 ; 23.26
	2	01 : 16.24
	1	00 : 55.49
	8	05 : 39.95
	4	02 : 24.47
B	2	01 : 32.03
	5	01 : 15.53
	2	00 : 51.08
	1	00 : 55.08
	1	00 : 24.21
	5	01 : 28.25
	2	00 : 42.74
	5	01 : 17.64
	2	01 : 57.95
	1	01 : 25.44
	2	00 : 31.51
	2	02 : 58.31
	1	01 : 36.39
	4	02 : 09.36
	2	01 : 51.93
Rata-rata	3	01 : 36.40

Kecepatan Waktu Penyajian Restoran Tradisional

Restoran Tradisional	Jumlah Konsumen yang Dilayani (orang)	Kecepatan Waktu Penyajian (menit : detik . per detik)
X	3	14 : 11.20
	3	10 : 16.31
	2	13 : 59.24
	3	14 : 52.46
	1	06 : 59.51
	2	11 : 49.13
	5	10 : 38.21
	7	07 : 56.00
	4	11 : 19.00
	3	10 : 50.00
	2	13 : 44.55
	3	04 : 37.39
	2	08 : 41.58
	2	03 : 56.11
	3	10 : 33.52
Y	5	07 : 20.38
	2	06 : 18.88
	2	05 : 12.96
	2	02 : 24.35
	4	04 : 38.62
	4	06 : 34.80
	4	08 : 00.44
	2	05 : 50.49
	4	04 : 46.18
	6	07 : 00.58
	7	10 : 59.21
	5	06 : 02.50
	4	08 : 59.55
	8	10 : 13.93
	4	07 : 05.21
Z	3	03 : 53.29
	2	04 ; 37.28
	3	06 : 53.02
	2	04 : 27.49
	3	05 : 40.82
	4	04 : 07.42
	2	04 : 05.06
	2	03 : 45.74
	3	04 : 35.18
	3	04 : 46.53
	2	01 : 45.84
	3	05 : 49.53
	2	04 : 59.09
	2	02 : 08.39
	2	06 : 08.88
Rata-rata	5	10 : 51.63