Perpustakaan Unika

LAMPIRAN

Lampiran 1. Lembar Kuesioner

Perpustakaan Unika

TOP OF MIND

Minuman rasa buah apa yang pernah anda konsumsi ?

a. .....

b. .....

c. .....

d. .....

Pertanyaan Umum

1. Darimana anda mengetahui MARIMAS ?

2. Dimana dan mengapa anda membeli MARIMAS ? Berapa kali dalam seminggu membelinya ?

3. Rasa apa yang paling disuka ? yang tidak ? Ada usulan rasa baru ?

4. Siapa saja yang minum marimas di keluarga anda ? Apakah anda mau merekomendasikan atau mengenalkan ?

5. Jika disuruh memilih, jenis minuman apa yang disuka ? Mengapa ? Mana yang lebih sering ?

6. Menurut anda, apa saja keunggulan MARIMAS ?

7. Pernahkah anda menemui kerusakan ?

KUESIONER

Perpustakaan Unika

I. IDENTITAS RESPONDEN

(Beri Tanda (X) pada jawaban yang anda pilih)

1. No. Responden :
2. Jenis Kelamin : ☐ Pria ☐ Wanita
3. Usia :
4. Pekerjaan :
   ☐ Pelajar / Mahasiswa ☐ Pegawai Swasta ☐ Pegawai Negeri ☐ Wiraswasta
   ☐ Ibu Rumah Tangga ☐ Lainnya, sebutkan.....
5. Pendidikan Terakhir :
   ☐ SD ☐ SMP ☐ SMA ☐ Diploma ☐ Sarjana (S1,S2,S3)
6. Uang saku per hari : Rp .....
7. Pendapatan per bulan :
   ☐ <500.000 ☐ 2.000.000 – 1.000.000
   ☐ 1.000.000 – 500.000 ☐ >2.000.000

II. Diisi Khusus Bagi Yang Belum Pernah Mengkonsumsi Produk MARIMAS

1. Jika belum pernah mengkonsumsi produk MARIMAS, apakah anda sudah pernah mengetahui mendengar produk MARIMAS ?
   ☐ Pernah ☐ Tidak
   Ya Sto
2. Jika belum pernah mengkonsumsi produk MARIMAS, minuman rasa buah segar apa yang pernah anda konsumsi ?
   ☐ Jas - Jus ☐ Nutrisari ☐ Sunfill ☐ Finto ☐ ABC
   ☐ Hore ☐ Nutrimas ☐ Lainnya,.....
3. Darimana anda mengetahui produk tersebut ?
   ☐ Melalui Keluarga ☐ Melalui Teman ☐ Melalui Penjual Toko ☐ Iklan
   ☐ Lainnya, sebutkan.....
4. Alasan anda memilih minuman rasa buah segar yang lain ?
   ☐ Mudah didapat ☐ Rasanya ☐ Lainnya,.....
   ☐ Harganya ☐ Ingin mencoba merek lain
5. Mengapa anda belum pernah mengkonsumsi MARIMAS ?
   ☐ Rasa tidak enak ☐ Harga mahal
   ☐ Tidak tahu produk MARIMAS ☐ Sulit didapat
   ☐ Lainnya, sebutkan.....

Terima kasih atas partisipasi anda

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III. KETERKAITAN DENGAN PRODUK

(Beri Tanda (X) pada jawaban yang anda pilih)

1. Dari mana anda mengetahui MARIMAS ?
   - ☐ Melalui Keluarga
   - ☐ Melalui Teman
   - ☐ Melalui Penjual Toko
   - ☐ Iklan
   - ☐ Lainnya, sebutkan.....

2. Mengapa anda membeli MARIMAS ? (Jawaban boleh lebih dari satu)
   - ☐ Mudah didapat
   - ☐ Variasi Rasa
   - ☐ Harga murah
   - ☐ Kualitasnya
   - ☐ Lainnya, sebutkan.....

3. Rasa buah apa yang paling anda sukai dari produk MARIMAS ?
   - ☐ Jeruk Segar
   - ☐ Cocopandan
   - ☐ Melon
   - ☐ Mangga
   - ☐ Nanas
   - ☐ Buah Sirsak
   - ☐ Gula Asem
   - ☐ Buah Markisa
   - ☐ Apel Merah
   - ☐ Lychee
   - ☐ Jeruk Nipis
   - ☐ Jeruk Manalagi
   - ☐ Framboze
   - ☐ Jambu Biji

4. Rasa buah apa yang paling tidak anda sukai dari produk MARIMAS? (pilihan lihat pada no. 3)
   .....

5. Merek lain yang pernah anda minum selain MARIMAS ? (Jawaban boleh lebih dari satu)
   - ☐ Jas – Jus
   - ☐ Nutrisari
   - ☐ Sunfill
   - ☐ Finto
   - ☐ ABC
   - ☐ Hore
   - ☐ Nutrimas
   - ☐ Lainnya,.....

6. Mengapa membeli merek lain ?
   - ☐ Mudah didapat
   - ☐ Rasanya
   - ☐ Lainnya,.....
   - ☐ Harganya
   - ☐ Ingin mencoba merek lain

7. Apakah ada usulan rasa baru untuk produk MARIMAS ?
   - ☐ Ya, rasa.....
   - ☐ Tidak

8. Dalam seminggu, berapa kali anda membeli MARIMAS ?
   - ☐ Satu Kali
   - ☐ Dua Kali
   - ☐ Lainnya,.....
   - ☐ Tiga Kali
   - ☐ Empat Kali

9. Di mana anda membeli MARIMAS ?
   - ☐ Warung dekat rumah
   - ☐ Minimarket / Supermarket
   - ☐ Pasar
   - ☐ Kantin
   - ☐ Lainnya,.....

10. Siapa saja yang mengkonsumsi produk MARIMAS dalam keluarga anda ?
    - ☐ Ayah
    - ☐ Ibu
    - ☐ Kakak
    - ☐ Adik
    - ☐ Anak
    - ☐ Lainnya,.....

11. Apakah anda pernah mengenalkan produk MARIMAS atau merekomendasikan kepada teman ata keluarga anda ?
    - ☐ ya
    - ☐ tidak

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12. Dalam berbagai jenis minuman rasa buah yang ada, mana yang lebih anda pilih ?
    - ☐ minuman serbuk dalam sachet
    - ☐ minuman siap saji
    - ☐ minuman rasa buah dalam kemasan cup
    - ☐ sirup
    - ☐ juice buah asli (membuat sendiri)

    alasan : .....

13. Dari kelima jenis minuman diatas, manakah yang lebih sering anda konsumsi ?
    - ☐ minuman serbuk dalam sachet
    - ☐ minuman siap saji
    - ☐ minuman rasa buah dalam kemasan cup
    - ☐ sirup
    - ☐ juice buah asli (membuat sendiri)

    alasan : .....

14. Apakah anda setuju dengan pernyataan di bawah ini ?

PRODUK MARIMAS :	Setuju	Ragu -Ragu	Tidak Setuju
a. rasanya bermacam – macam	☐	☐	☐
b. harganya terjangkau	☐	☐	☐
c. kemasannya menarik	☐	☐	☐
d. mudah diperoleh	☐	☐	☐
e. cara penyajian praktis	☐	☐	☐
f. mudah dibuka	☐	☐	☐
g. mudah larut dalam air	☐	☐	☐
h. aman bagi kesehatan	☐	☐	☐
i. warnanya yang menarik (jika disajikan)	☐	☐	☐
j. mengandung vitamin C dan kalsium (Ca)	☐	☐	☐
k. rasanya enak	☐	☐	☐

15. Apakah anda pernah menemui kerusakan ketika anda membeli produk MARIMAS ?
    - ☐ pernah
    - ☐ tidak

    jika jawaban pernah, jenis kerusakan apa yang pernah anda temui : <u>jawaban boleh lebih dari satu</u>
    - ☐ bocor
    - ☐ menggumpal
    - ☐ sachet kosong
    - ☐ warna larutan berubah
    - ☐ rasa berubah
    - ☐ lainnya, sebutkan.....

16. Apakah yang menarik / keunggulan produk MARIMAS di banding dengan produk yang lain ? (jawaban boleh lebih dari satu)
    - ☐ Rasa lebih enak
    - ☐ desain kemasan lebih menarik
    - ☐ warna lebih menarik
    - ☐ lebih mudah diperoleh
    - ☐ isi lebih banyak
    - ☐ harga lebih murah
    - ☐ aroma seperti buah asli
    - ☐ pilihan rasa lebih banyak
    - ☐ kualitas lebih bagus
    - ☐ lainnya, sebutkan.....

Perpustakaan Unika

Kritik anda untuk produk MARIMAS :

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.....

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"TERIMA KASIH ATAS PARTISIPASI ANDA"

☺ ☺ ☺

Lampiran 2. Hasil Tabulasi Data Uji Survey Persepsi Konsumen Terhadap Marimas

3.1. Identitas Responden

Jenis Kelamin	
pria	50.77
wanita	49.23

usia	
0-12	32.00
13-20	37.23
>=21	30.77

Pekerjaan	
Pelajar/Mahasiswa	81.54
Pegawai	7.08
Wiraswasta	6.46
Lainnya	6.46

Pendidikan	
TK	30.15
SD	21.23
SMP	6.46
SMA	30.46
Diploma	4.00
Sarjana	7.38
Belum Sekolah	0.31

Uang saku	
<=5000	78.44
5001-10000	13.38
>=10000	8.18

Pendapatan	
<500000	42.86
50000-1000000	24.49
1000000-2000000	28.57
>2000000	4.08

Perpustakaan Unika

3.2. Top of Mind (TOM)

Merk dagang	TOM1	TOM2	TOM3	TOM4
marimas	43.24	21.94	13.06	12.78
nutrisari	30.03	19.35	14.43	14.29
hore	7.51	10.00	13.40	12.78
jasjus	5.11	13.23	13.40	17.67
sunfill	3.90	6.45	9.28	8.65
Finto	1.20	2.90	6.53	6.77
ABC	1.20	7.74	5.84	4.14
Lainnya	7.81	18.39	24.05	22.93

TOM1	Pria	Wanita	anak-2	remaja	dewasa
marimas	44.4	42.1	55.8	35.5	39.8
nutrisari	24.3	36.0	25.0	31.4	33.3
hore	7.1	7.9	5.8	11.6	4.6
jasjus	7.1	3.0	0.0	5.8	9.3
sunfill	4.7	3.0	1.0	7.4	2.8
Finto	1.2	1.2	1.0	2.5	0.0
ABC	1.8	0.6	1.0	1.7	0.9
Lainnya	9.5	6.1	10.6	4.1	9.3

Perpustakaan Unika

TOM2	Pria	Wanita	anak-2	remaja	dewasa
marimas	23.1	20.9	20.2	23.8	21.6
nutrisari	17.0	21.5	22.3	21.0	15.3
hore	12.2	8.0	12.8	13.3	4.5
jasjus	11.6	14.7	0.0	15.2	22.5
sunfill	6.1	6.7	7.4	6.7	5.4
Finto	3.4	2.5	1.1	6.7	0.9
ABC	7.5	8.0	7.4	8.6	7.2
Lainnya	19.0	17.8	28.7	4.8	22.5

TOM3	Pria	Wanita	anak-2	remaja	dewasa
marimas	12.7	13.4	15.2	11.2	12.9
nutrisari	17.6	11.4	22.8	13.3	7.9
hore	11.3	15.4	18.5	14.3	7.9
jasjus	9.2	17.4	0.0	19.4	19.8
sunfill	4.9	13.4	4.3	18.4	5.0
Finto	9.2	4.0	7.6	7.1	5.0
ABC	5.6	6.0	2.2	5.1	9.9
Lainnya	29.6	18.8	29.3	11.2	31.7

TOM4	Pria	Wanita	anak-2	remaja	dewasa
marimas	14.4	11.3	13.0	12.4	12.9
nutrisari	18.4	10.6	15.2	20.2	7.1
hore	9.6	15.6	14.1	15.7	8.2
jasjus	16.8	18.4	0.0	16.9	37.6
sunfill	6.4	10.6	9.8	10.1	5.9
Finto	5.6	7.8	4.3	11.2	4.7
ABC	4.8	3.5	3.3	5.6	3.5
Lainnya	24.0	22.0	40.2	7.9	20.0

3.3. Sumber info

Darimana tahu marimas		Pria	Wanita	anak-2	remaja	dewasa
keluarga	3.08	4.24	1.88	7.69	0.83	1.00
teman	3.69	5.45	1.88	2.88	4.13	4.00
penjual toko	3.38	2.42	4.38	4.81	1.65	4.00
iklan	89.85	87.88	91.88	84.62	93.39	91.00

alasan beli		pria	wanita	anak2	remaja	dewasa
mudah didpt	22,96	24,20	21,54	15,79	25,11	26,67
variasi rasa	32,78	28,47	37,31	34,87	29,60	35,15
harga murah	32,96	34,52	31,15	34,87	30,94	33,94
kualitas	8,15	9,61	6,92	9,21	11,66	2,42
enak dan segar	2,04	[illegible],42	2,69	3,95	1,79	0,61
ingin coba	1,11	[illegible].78	0,38	1,32	0,90	1,21

Perpustakaan Unika

rasa paling suka		pria	wanita	anak	remaja	dewasa
jeruk segar	49,23	49,09	49,38	38,46	47,11	63,00
mangga	12,31	12,73	11,88	11,54	15,70	9,00
apel merah	7,38	9,09	5,63	12,50	5,79	4,00
lychee	5,85	4,24	7,50	8,65	5,79	3,00
jeruk nipis	5,85	5,45	6,25	5,77	4,96	7,00
jambu biji	3,69	1,82	5,63	8,65	0,83	2,00
Lainnya	15,69	17,58	13,75	14,42	19,83	12,00

Rasa tidak suka		pria	wanita	anak2	remaja	dewasa
cocopandan	20.92	16.97	25.00	16.85	15.25	42.17
gula asem	18.46	19.39	17.50	38.20	16.95	7.23
sirsak	7.38	7.88	6.88	7.87	10.17	6.02
melon	7.08	10.30	3.75	7.87	3.39	14.46
jambu biji	6.77	8.48	5.00	5.62	11.02	4.82
nanas	6.46	6.06	6.88	6.74	7.63	7.23
framboze	6.46	8.48	4.38	3.37	11.02	6.02
Lainnya	26.46	22.42	30.63	30.34	27.12	32.53

merk lain yang diminum		pria	wanita	anak2	remaja	dewasa
jasjus	15.58	15.25	15.87	17.57	16.52	12.09
nutrisari	32.60	34.75	30.77	31.53	29.43	38.60
sunfill	15.32	12.99	17.31	16.22	16.52	12.56
finto	10.00	9.32	10.58	12.61	10.51	6.51
abc	12.47	11.02	13.70	9.91	13.81	13.02
hore	10.65	11.58	9.86	9.46	9.91	13.02
Lainnya	5.38	5.08	1.92	2.70	3.30	4.19

Alasan beli merek lain		pria	wanita	anak2	remaja	dewasa
mudah didpt	6.77	9.09	4.38	3.85	9.92	6.00
rasanya	25.23	29.09	21.25	24.04	17.36	36.00
harganya	2.46	2.42	2.50	3.85	2.48	1.00
ingin coba	65.54	59.39	71.88	68.27	70.25	57.00

Usulan rasa		pria	wanita	anak2	remaja	dewasa
ya	61.85	64.24	59.38	65.38	66.94	52.00
tidak	38.15	35.76	40.63	34.62	33.06	48.00

Rasa Baru		pria	wanita	anak2	remaja	dewasa
anggur	43.28	49.46	52.56	52.83	54.29	43.75
durian	17.91	21.51	20.51	18.87	18.57	27.08
coklat	6.47	6.45	8.97	11.32	7.14	4.17
kombinasi	5.97	6.45	7.69	9.43	4.29	8.33
strawbery	4.98	6.45	5.13	3.77	4.29	10.42
alpokat	3.98	6.45	2.56	0.00	7.14	6.25
Lainnya	17.41	3.23	2.56	3.77	4.29	0.00

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Frekuensi Pembelian	pria	wanita	anak2	remaja	dewasa
1x	28.87	48.48	35.00	25.00	37.19	65.00
2x	42.68	13.33	20.63	25.00	13.22	13.00
3x	9.13	13.94	12.50	17.31	14.05	8.00
4x	12.10	13.94	21.25	18.27	26.45	6.00
5x	2.97	2.42	6.25	8.65	3.31	1.00
6x	0.21	0.61	0.00	0.00	0.00	1.00
7x	2.55	4.85	2.50	5.77	1.65	4.00
>7x	1.49	2.42	1.88	0.00	4.13	2.00

Tempat pembelian	pria	wanita	anak2	remaja	dewasa
warung dekat rumah	83.38	87.27	79.38	82.69	86.78	80.00
mini/supermaket	11.08	8.48	13.75	14.42	7.44	12.00
pasar	2.77	1.21	4.38	0.96	2.48	5.00
kantin	2.77	3.03	2.50	1.92	3.31	3.00

Yang mengkonsumsi	pria	wanita	anak2	remaja	dewasa
ayah/suami	20.21	19.59	20.86	19.16	19.27	22.12
ibu/istri	24.65	24.56	25.15	28.14	24.00	23.45
kakak	22.90	21.64	24.23	25.15	28.00	15.04
adik	17.51	19.30	15.64	13.17	21.45	15.93
anak	5.39	4.97	5.83	0.60	2.18	12.83
diri sendiri	9.13	9.94	8.28	13.77	5.09	10.62

Ada Rekomendasi	pria	wanita	anak2	remaja	dewasa
ya	39.69	36.36364	43.125	50.0	38.84298	30.0
tidak	60.31	63.63636	56.875	50.0	61.15702	70.0

setuju	96.31	96.36	96.25	93.27	96.69	99.00
ragu"	3.69	3.64	3.75	6.73	3.31	1.00
tdk setuju	0.00	0.00	0.00	0.00	0.00	0.00

Harga Terjangkau	pria	wanita	anak2	remaja	dewasa
setuju	88.00	87.27	88.75	82.69	84.30	98.00
ragu"	8.92	8.48	9.38	11.54	12.40	2.00
tdk setuju	3.08	4.24	1.88	5.77	3.31	0.00

Kemasan menarik	pria	wanita	anak2	remaja	dewasa
setuju	70.46	71.52	69.38	75.00	60.33	78.00
ragu"	21.54	21.21	21.88	15.38	31.40	16.00
tdk setuju	8.00	7.27	8.75	9.62	8.26	6.00

Mudh diperoleh	pria	wanita	anak2	remaja	dewasa
setuju	96.00	95.76	96.25	97.12	94.21	97.00
ragu"	4.00	4.24	3.75	2.88	5.79	3.00
tdk setuju	0.00	0.00	0.00	0.00	0.00	0.00

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Mudah Larut		pria	wanita	anak2	remaja	dewasa
setuju	82.77	83.64	81.88	87.50	80.17	81.00
ragu"	14.46	13.94	15.00	10.58	17.36	15.00
tdk setuju	2.77	2.42	3.13	1.92	2.48	4.00

Praktis		pria	wanita	anak2	remaja	dewasa
setuju	92.31	90.30	94.38	91.35	90.08	96.00
ragu"	7.38	9.09	5.63	7.69	9.92	4.00
tdk setuju	0.31	0.61	0.00	0.96	0.00	0.00

Mudah dibuka		pria	wanita	anak2	remaja	dewasa
setuju	81.85	81.21	82.50	80.77	78.51	87.00
ragu"	14.77	15.15	14.38	16.35	15.70	12.00
tdk setuju	3.38	3.64	3.13	2.88	5.79	1.00

Mengandung Vit C		pria	wanita	anak2	remaja	dewasa
setuju	75.08	82.42	67.50	88.46	71.07	66.00
ragu"	23.69	16.36	31.25	11.54	26.45	33.00
tdk setuju	1.23	1.21	1.25	0.00	2.48	1.00

Aman		pria	wanita	anak2	remaja	dewasa
setuju	56.92	64.24	49.38	68.27	56.20	46.00
ragu"	36.62	29.09	44.38	25.96	38.84	45.00
tdk setuju	6.46	6.67	6.25	5.77	4.96	9.00

Warna Menarik		pria	wanita	anak2	remaja	dewasa
setuju	56.92	52.73	61.25	52.88	54.55	64.00
ragu"	35.69	37.58	33.75	35.58	36.36	35.00
tdk setuju	7.38	9.70	5.00	11.54	9.09	1.00

Rasanya Enak		pria	wanita	anak2	remaja	dewasa
setuju	87.38	94.55	80.00	95.19	87.60	79.00
ragu"	9.23	3.64	15.00	2.88	9.09	16.00
tdk setuju	3.38	1.82	5.00	1.92	3.31	5.00

Ada Kerusakan		pria	wanita	anak2	remaja	dewasa
pernah	44.62	46.06	43.13	42.31	49.59	41.00
tidak	55.38	53.94	56.88	57.69	50.41	59.00

Rusak		pria	wanita	anak2	remaja	dewasa
bocor	25.74	29.36	21.51	35.48	24.72	15.69
menggumpal	53.47	46.79	61.29	37.10	52.81	74.51
sachet kosong	8.91	10.09	7.53	9.68	10.11	5.88
warna larutan berubah	5.94	7.34	4.30	9.68	5.62	1.96
rasa berubah	5.94	6.42	5.38	8.06	6.74	1.96

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Keunggulan Marimas		pria	wanita	anak2	remaja	dewasa
rasa lebih enak	15.44	19.42	11.53	20.33	16.71	8.84
warna lebih menarik	3.44	2.64	4.24	2.44	2.31	6.02
isi lebih banyak	2.61	3.12	2.12	2.44	3.46	1.61
aroma spt buah	8.08	7.91	8.24	6.91	8.07	9.24
kualitas lb bagus	3.33	3.60	3.06	2.85	4.61	2.01
kemasan menarik	1.90	1.44	2.35	2.44	1.44	2.01
mudah diperoleh	18.53	17.27	19.76	19.51	17.87	18.47
harga lb murah	22.09	19.66	24.47	19.92	20.75	26.10
pilihan rasa	24.58	24.94	24.24	23.17	24.78	25.70

minuman pilih		pria	wanita	anak2	remaja	dewasa
min.serbuk	29,23	32,93	25,47	17,31	34,71	35,00
min. siap saji	13,54	12,80	14,29	14,42	15,70	10,00
min. cup	4,62	3,66	5,59	7,69	3,31	3,00
sirup	15,38	14,63	16,15	19,23	18,18	8,00
juice	37,23	35,98	38,51	41,35	28,10	44,00

minuman konsumsi		pria	wanita	anak2	remaja	dewasa
min.serbuk	54.46	59.76	49.07	54.37	53.72	55.45
min. siap saji	8.31	7.32	9.32	5.83	10.74	7.92
min. cup	3.38	4.27	2.48	5.83	1.65	2.97
sirup	13.23	8.54	18.01	17.48	9.92	12.87
juice	20.62	20.12	21.12	16.50	23.97	20.79

Perpustakaan Unika

Lampiran 3. Perhitungan Jumlah Sampel

Rumus perhitungan jumlah sampel

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

Keterangan :

N = jumlah sampel
P = perkiraan proporsi pada populasi
Z = nilai standar sesuai dengan tingkat signifikansi
ε = kesalahan penarikan sampel yang dapat diterima

Responden yang mengkonsumsi minuman serbuk

Diketahui :

$\alpha = 0{,}05\ 35 \rightarrow \frac{1}{2}\alpha = 0{,}02675$

P (proporsi) = 0,54

Ditanya: N =?

Jawab :

$Z^{\alpha/2} = 0{,}0535/2 = 0{,}02675$

$Z^{\alpha/2} = 1 - 0{,}02675 = 0{,}97325 \rightarrow$ dari tabel Z (*one tailed* / satu arah)

Diperoleh $Z^{\alpha/2} = 1{,}93$

Responden yang mengkonsumsi minuman serbuk = 54% (proporsi 0,54)

$N = 0{,}54\ (1 - 0{,}54).(1{,}93/0{,}0535)^2$

$= 0{,}54\ .\ 0{,}46\ .\ 1301{,}38$

$= 323{,}26$

Perpustakaan Unika

Lampiran 4. Hasil Uji *Chi-Square* Dengan Menggunakan Perangkat Lunak SPSS *for Windows*

Test Statistics

	TOM1
Chi-Square[a]	952.720
df	12
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 25.0.

Test Statistics

	TOM2
Chi-Square[a]	374.173
df	14
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 18.5.

Test Statistics

	TOM3
Chi-Square[a]	239.125
df	15
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 16.0.

Test Statistics

	TOM4
Chi-Square[a]	272.498
df	16
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 13.9.

Perpustakaan Unika

CHI-SQUARE JENIS KELAMIN

Test Statistics

	JENKEL
Chi-Square[a]	.077
df	1
Asymp. Sig.	.782

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 162.5.

USIA

Test Statistics

	USIA
Chi-Square[a]	2.295
df	2
Asymp. Sig.	.317

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 108.3.

DARIMANA TAHU

Test Statistics

	DARIMANA
Chi-Square[a]	728.895
df	3
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 81.3.

RASA SUKA

Test Statistics

	RASASUKA
Chi-Square[a]	926.514
df	13
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 23.2.

RASA TIDAK SUKA

Test Statistics

	TIDKSUKA
Chi-Square[a]	185.677
df	13
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 23.2.

Perpustakaan Unika

ALASAN MEMBELI MARIMAS

Test Statistics

	ALMARIMA
Chi-Square[a]	900.547
df	9
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 55.6.

MEREKLAIN YANG DI KONSUMSI

Test Statistics

	MERKLAIN
Chi-Square[a]	1431.319
df	14
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 51.9.

RASA BARU

Test Statistics

	RSBARU
Chi-Square[a]	995.643
df	24
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 9.0.

YANG MENGKONSUMSI

Test Statistics

	YAGKONSM
Chi-Square[a]	1658.664
df	17
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 38.4.

Perpustakaan Unika

ALASAN MEMBELI MEREK LAIN

Test Statistics

	ALBLLAIN
Chi-Square[a]	322.889
df	3
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 81.3.

ADA USULAN RASA BARU

Test Statistics

	ADAUSUL
Chi-Square[a]	18.243
df	1
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 162.5.

FREKUENSI PEMBELIAN

Test Statistics

	FREKUENS
Chi-Square[a]	339.837
df	7
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 40.6.

TEMPAT BELI MARIMAS

Test Statistics

	TEMPATBL
Chi-Square[a]	596.834
df	3
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 81.3.

Perpustakaan Unika

REKOMENDASI

Test Statistics

	REKOMEND
Chi-Square[a]	13.812
df	1
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 162.5.

MINUMAN PILIH

Test Statistics

	MNMPILIH
Chi-Square[a]	194.489
df	5
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 54.2.

MINUMAN KONSUMSI

Test Statistics

	MNMKONSU
Chi-Square[a]	379.585
df	5
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 54.2.

RASA MACAM – MACAM DAN HARGA TERJANGKAU

Test Statistics

	RSMACAM	HRGTJK
Chi-Square[a,b]	278.772	438.726
df	1	2
Asymp. Sig.	.000	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 162.5.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 108.3.

Perpustakaan Unika

KEMASANNYA MENARIK MUDAH DIPEROLEH

Test Statistics

	KMSMENAR	MDHPEROL
Chi-Square[a,b]	210.542	275.080
df	2	1
Asymp. Sig.	.000	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 108.3.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 162.5.

CARA PENYAJIAN PRAKTIS

Test Statistics

	PRAKTIS
Chi-Square[a]	511.095
df	2
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 108.3.

MUDAH DIBUKA

Test Statistics

	MDHBUKA
Chi-Square[a]	350.517
df	2
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 108.3.

MUDAH LARUT DALAM AIR

Test Statistics

	LARUT
Chi-Square[a]	364.086
df	2
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 108.3.

Perpustakaan Unika

AMAN BAGI KESEHATAN

Test Statistics

	AMAN
Chi-Square[a]	125.711
df	2
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 108.3.

WARNANYA YANG MENARIK

Test Statistics

	WRNMNR
Chi-Square[a]	120.449
df	2
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 108.3.

MENGANDUNG VITAMIN C DAN Ca

Test Statistics

	VITCCA
Chi-Square[a]	279.440
df	2
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 108.3.

RASA ENAK

Test Statistics

	RSENAK
Chi-Square[a]	428.942
df	2
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 108.3.

Perpustakaan Unika

KEUNGGULAN

Test Statistics

	UNGGUL
Chi-Square[a]	1063.880
df	12
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 65.5.

KRITIK

Test Statistics

	KRITIK
Chi-Square[a]	342.800
df	15
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 19.4.

ADA KERUSAKAN

Test Statistics

	ADRSK
Chi-Square[a]	3.769
df	1
Asymp. Sig.	.052

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 162.5.

Perpustakaan Unika

Lampiran 5. Hasil Uji *Kendall's Corelation* Dengan Menggunakan Perangkat Lunak SPSS *for Windows*

UANG SAKU DAN FREKUENSI

Correlations

			SAKU	FREKUENS
Kendall's tau_b	SAKU	Correlation Coefficient	1.000	-.193**
		Sig. (2-tailed)	.	.000
		N	269	268
	FREKUENS	Correlation Coefficient	-.193**	1.000
		Sig. (2-tailed)	.000	.
		N	268	324

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

PENDAPATAN DAN FREKUENSI

Correlations

			PENDAPAT	FREKUENS
Kendall's tau_b	PENDAPAT	Correlation Coefficient	1.000	-.075
		Sig. (2-tailed)	.	.563
		N	48	48
	FREKUENS	Correlation Coefficient	-.075	1.000
		Sig. (2-tailed)	.563	.
		N	48	48

PENDIDIKAN DAN FREKUENSI

Correlations

			PENDIDIK	FREKUEN
Kendall's tau_b	PENDIDIK	Correlation Coefficient	1.000	-.254**
		Sig. (2-tailed)	.	.000
		N	325	324
	FREKUEN	Correlation Coefficient	-.254**	1.000
		Sig. (2-tailed)	.000	.
		N	324	324

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

Perpustakaan Unika

Lampiran 6. Hasil Uji *Koefisien Kontingensi* Dengan Menggunakan Perangkat Lunak SPSS *for Windows*

JENIS KELAMIN DAN RASA MACAM – MACAM

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.003	.957
N of Valid Cases		325	

a. Not assuming the null hypothesis.

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

JENIS KELAMIN DAN AMAN

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.076	.393
N of Valid Cases		325	

a. Not assuming the null hypothesis.

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

JENIS KELAMIN DAN KEUNGGULAN MARIMAS

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.142	.028
N of Valid Cases		842	

a. Not assuming the null hypothesis.

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

JENIS KELAMIN DAN DIMANA MEMBELI MARIMAS

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.131	.130
N of Valid Cases		325	

a. Not assuming the null hypothesis.

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

Perpustakaan Unika

JENIS KELAMIN DAN RASA SUKA

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.217	.249
N of Valid Cases		325	

a. Not assuming the null hypothesis.

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

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Perpustakaan Unika

PEKERJAAN DAN KEUNGGULAN

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.200	1.000
N of Valid Cases		838	

a. Not assuming the null hypothesis.

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

PEKERJAAN DAN RASA MACAM - MACAM

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.073	.995
N of Valid Cases		325	

a. Not assuming the null hypothesis.

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

KERJA DAN AMAN BAGI KESEHATAN

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.195	.797
N of Valid Cases		325	

a. Not assuming the null hypothesis.

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

KERJA DAN TEMPAT MEMBELI ✓

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.297	.255
N of Valid Cases		324	

a. Not assuming the null hypothesis.

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

Perpustakaan Unika

PEKERJAAN DAN RASA SUKA

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.430	.999
N of Valid Cases		325	

a. Not assuming the null hypothesis.

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

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Perpustakaan Unika

USIA DAN AMAN

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.183	.024
N of Valid Cases		325	

a. Not assuming the null hypothesis.

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

USIA DAN RASA MACAM – MACAM

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.121	.091
N of Valid Cases		325	

a. Not assuming the null hypothesis.

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

USIA DAN TEMPAT BELI

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.139	.384
N of Valid Cases		325	

a. Not assuming the null hypothesis.

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

USIA DAN RASA SUKA

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.335	.030
N of Valid Cases		325	

a. Not assuming the null hypothesis.

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

Perpustakaan Unika

USIA DAN KEUNGGULAN

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.083	.442
N of Valid Cases		541	

a. Not assuming the null hypothesis.

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

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Perpustakaan Unika

UANG SAKU DAN RASA AMAN

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.191	.037
N of Valid Cases		269	

a. Not assuming the null hypothesis.

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

UANG SAKU DAN PILIHAN RASA (RASA MACAM – MACAM)

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.075	.464
N of Valid Cases		270	

a. Not assuming the null hypothesis.

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

SAKU DAN RASA SUKA

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.342	.107
N of Valid Cases		266	

a. Not assuming the null hypothesis.

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

SAKU DAN FREKUENSI

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.273	.044
N of Valid Cases		266	

a. Not assuming the null hypothesis.

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

Perpustakaan Unika

SAKU DAN DIMANA BELI

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.151	.398
N of Valid Cases		266	

a. Not assuming the null hypothesis.

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

SAKU DAN TOM

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.086	.996
N of Valid Cases		269	

a. Not assuming the null hypothesis.

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

Perpustakaan Unika

PENDAPATAN DAN TEMPAT BELI

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.400	.426
N of Valid Cases		48	

a. Not assuming the null hypothesis.

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

PENDAPATAN DAN RASA SUKA

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.515	.836
N of Valid Cases		48	

a. Not assuming the null hypothesis.

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

PENDAPATAN DAN KEUNGGULAN

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.571	.400
N of Valid Cases		39	

a. Not assuming the null hypothesis.

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

PENDAPATAN DAN AMAN

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.430	.085
N of Valid Cases		49	

a. Not assuming the null hypothesis.

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

Perpustakaan Unika

PENDAPATAN DAN RASA MACAM – MACAM (PILIHAN RASA)

Symmetric Measures

		Value
Nominal by Nominal	Contingency Coefficient	.[a]
N of Valid Cases		49

a. No statistics are computed because RSMACAM is a constant.

PENDAPATAN DAN TOM

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.438	.475
N of Valid Cases		49	

a. Not assuming the null hypothesis.

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

Perpustakaan Unika

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
FREKUENS * RSMACAM	325	100.0%	0	.0%	325	100.0%
FREKUENS * TERJANGK	325	100.0%	0	.0%	325	100.0%
FREKUENS * KMSMNR	325	100.0%	0	.0%	325	100.0%
FREKUENS * PEROLEH	325	100.0%	0	.0%	325	100.0%
FREKUENS * PREKTIS	325	100.0%	0	.0%	325	100.0%
FREKUENS * BUKA	325	100.0%	0	.0%	325	100.0%
FREKUENS * LARUT	325	100.0%	0	.0%	325	100.0%
FREKUENS * AMAN	325	100.0%	0	.0%	325	100.0%
FREKUENS * MENARIK	325	100.0%	0	.0%	325	100.0%
FREKUENS * VITAMINC	325	100.0%	0	.0%	325	100.0%
FREKUENS * ENAK	325	100.0%	0	.0%	325	100.0%

FREKUENSI DAN RASA MACAM – MACAM

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.160	.286
N of Valid Cases		325	

a. Not assuming the null hypothesis.

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

FREKUENSI & TERJANGKAU

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.242	.122
N of Valid Cases		325	

a. Not assuming the null hypothesis.

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

FREKUENSI & RASA ENAK

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.237	.155
N of Valid Cases		325	

a. Not assuming the nul hypothesis.

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

Perpustakaan Unika

FREKUENSI & KEMASAN MENARIK

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.216	.320
N of Valid Cases		325	

a. Not assuming the null hypothesis.

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

FREKUENSI & MUDAH PEROLEH

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.112	.766
N of Valid Cases		325	

a. Not assuming the null hypothesis.

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

FREKUENSI & PENYAJIAN PRAKTIS

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.181	.689
N of Valid Cases		325	

a. Not assuming the null hypothesis.

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

FREKUENSI & MUDAH DIBUKA

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.203	.453
N of Valid Cases		325	

a. Not assuming the null hypothesis.

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

Perpustakaan Unika

FREKUENSI & MUDAH LARUT

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.171	.776
N of Valid Cases		325	

a. Not assuming the null hypothesis.

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

FREKUENSI & AMAN

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.269	.031
N of Valid Cases		325	

a. Not assuming the null hypothesis.

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

FREKUENSI & KEMASAN MENARIK

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.202	.464
N of Valid Cases		325	

a. Not assuming the null hypothesis.

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

FREKUENSI & VITAMIN C DAN KALSIUM

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.284	.012
N of Valid Cases		325	

a. Not assuming the null hypothesis.

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

Perpustakaan Unika

Lampiran 7. Hasil Uji *Mann - Whitney U* Dengan Menggunakan Perangkat Lunak SPSS *for Windows*

JENIS KELAMIN DAN TOM 1

Test Statistics[a]

	TOM1
Mann-Whitney U	13081.000
Wilcoxon W	26776.000
Z	-.150
Asymp. Sig. (2-tailed)	.881

a. Grouping Variable: JENKEL

JENIS KELAMIN DAN TOM 2

Test Statistics[a]

	TOM2
Mann-Whitney U	9180.500
Wilcoxon W	19765.500
Z	-.594
Asymp. Sig. (2-tailed)	.552

a. Grouping Variable: JENKEL

JENIS KELAMIN DAN TOM 3

Test Statistics[a]

	TOM3
Mann-Whitney U	7629.500
Wilcoxon W	16674.500
Z	-.928
Asymp. Sig. (2-tailed)	.353

a. Grouping Variable: JENKEL

JENIS KELAMIN DAN TOM 4

Test Statistics[a]

	TOM4
Mann-Whitney U	6717.000
Wilcoxon W	13158.000
Z	-.554
Asymp. Sig. (2-tailed)	.580

a. Grouping Variable: JENKEL

Perpustakaan Unika

Test Statistics[a]

	DARIMANA	RASASUKA	RASATDK	BELIMERK
Mann-Whitney U	12631.500	12707.500	12078.500	11421.500
Wilcoxon W	26326.500	26402.500	24958.500	25116.500
Z	-1.281	-.621	-1.336	-2.506
Asymp. Sig. (2-tailed)	.200	.535	.182	.012

a. Grouping Variable: JENKEL

Test Statistics[a]

	ADAUSUL	FREKUENS	DMNBELI	REKOMEND	PILIH	KONSUMSI
Mann-Whitney U	11629.000	12171.000	12307.500	12377.500	11953.000	13185.000
Wilcoxon W	25324.000	25866.000	25187.500	26072.500	25648.000	26880.000
Z	-1.940	-1.877	-1.244	-1.014	-1.617	-.054
Asymp. Sig. (2-tailed)	.052	.060	.214	.311	.106	.957

a. Grouping Variable: JENKEL

Test Statistics[a]

	RSMACAM	TERJANGK	MENARIK	PEROLEH	PRAKTIS
Mann-Whitney U	12973.500	12882.500	13135.000	12982.000	13180.500
Wilcoxon W	25853.500	26577.500	26015.000	25862.000	26060.500
Z	-.474	-.469	-.226	-.558	-.034
Asymp. Sig. (2-tailed)	.635	.639	.821	.577	.973

a. Grouping Variable: JENKEL

Test Statistics[a]

	BUKA	LARUT	AMAN
Mann-Whitney U	12456.000	12230.000	12864.000
Wilcoxon W	26151.000	25925.000	26559.000
Z	-1.340	-1.309	-.452
Asymp. Sig. (2-tailed)	.180	.191	.651

a. Grouping Variable: JENKEL

Perpustakaan Unika

Test Statistics[a]

	WARNA	VIT.C	ENAK
Mann-Whitney U	12657.000	13005.500	12975.000
Wilcoxon W	26352.000	25885.500	26670.000
Z	-.854	-.399	-.309
Asymp. Sig. (2-tailed)	.393	.690	.758

a. Grouping Variable: JENKEL

JENIS KELAMIN DAN RASA BARU

Test Statistics[a]

	RASABARU
Mann-Whitney U	4926.500
Wilcoxon W	10597.500
Z	-.276
Asymp. Sig. (2-tailed)	.783

a. Grouping Variable: JENKEL

JENIS KELAMIN DAN YANG MENGKONSUMSI

Test Statistics[a]

	YGKONSUM
Mann-Whitney U	53691.500
Wilcoxon W	106992.500
Z	-.842
Asymp. Sig. (2-tailed)	.400

a. Grouping Variable: JENKEL

JENIS KELAMIN DAN ALASAN BELI MARIMAS

Test Statistics[a]

	ALMARIM
Mann-Whitney U	35284.500
Wilcoxon W	69214.500
Z	-.716
Asymp. Sig. (2-tailed)	.474

a. Grouping Variable: JENKEL

Perpustakaan Unika

Lampiran 8. Hasil Uji *Kolmogorov - Smirnov* Dengan Menggunakan Perangkat Lunak SPSS *for Windows*

KRITIK UNTUK MARIMAS

Test Statistics[a]

		KRITIK
Most Extreme Differences	Absolute	.108
	Positive	.015
	Negative	-.108
Kolmogorov-Smirnov Z		.944
Asymp. Sig. (2-tailed)		.335

a. Grouping Variable: JENKEL

KEUNGGULAN MARIMAS

Test Statistics[a]

		UNGGUL
Most Extreme Differences	Absolute	.053
	Positive	.053
	Negative	-.033
Kolmogorov-Smirnov Z		.773
Asymp. Sig. (2-tailed)		.589

a. Grouping Variable: JENKEL

ADA USUL RASA BARU

Test Statistics[a]

		ADAUSUL
Most Extreme Differences	Absolute	.135
	Positive	.135
	Negative	-.035
Kolmogorov-Smirnov Z		1.215
Asymp. Sig. (2-tailed)		.104

a. Grouping Variable: JENKEL

MEREK LAIN YANG DIKONSUMSI

Test Statistics[a]

		MERKLAIN
Most Extreme Differences	Absolute	.049
	Positive	.049
	Negative	-.034
Kolmogorov-Smirnov Z		.676
Asymp. Sig. (2-tailed)		.751

a. Grouping Variable: JENKEL

Perpustakaan Unika

KOLMOGOROV

JENIS KELAMIN DAN RAS TIDAK SUKA

Test Statistics[a]

		RSTDK
Most Extreme Differences	Absolute	.081
	Positive	.000
	Negative	-.081
Kolmogorov-Smirnov Z		.734
Asymp. Sig. (2-tailed)		.654

a. Grouping Variable: JENKEL

JENIS KELAMIN DAN REKOMENDASI

Test Statistics[a]

		REKOMEND
Most Extreme Differences	Absolute	.068
	Positive	.000
	Negative	-.068
Kolmogorov-Smirnov Z		.609
Asymp. Sig. (2-tailed)		.852

a. Grouping Variable: JENKEL

JENIS KELAMIN DAN YANG MENGKONSUMSI MARIMAS

Test Statistics[a]

		YGKONSUM
Most Extreme Differences	Absolute	.045
	Positive	.000
	Negative	-.045
Kolmogorov-Smirnov Z		.576
Asymp. Sig. (2-tailed)		.895

a. Grouping Variable: JENKEL

JENIS KELAMIN DAN MINUMAN PILIH

Test Statistics[a]

		MNMPILIH	MNMKONSU
Most Extreme Differences	Absolute	.077	.106
	Positive	.077	.106
	Negative	-.006	-.006
Kolmogorov-Smirnov Z		.696	.959
Asymp. Sig. (2-tailed)		.717	.316

a. Grouping Variable: JENKEL

Perpustakaan Unika

Lampiran 9. Hasil Uji *Kruskall Wallis* Dengan Menggunakan Perangkat Lunak SPSS *for Windows*

USIA DAN TOM 1

Ranks

	USIA	N	Mean Rank
TOM1	1.00	104	140.96
	2.00	121	179.57
	3.00	100	165.88
	Total	325	

Test Statistics[a,b]

	TOM1
Chi-Square	10.842
df	2
Asymp. Sig.	.004

a. Kruskal Wallis Test

b. Grouping Variable: USIA

USIA DAN TOM 2

Test Statistics[a,b]

	TOM2
Chi-Square	.274
df	2
Asymp. Sig.	.872

a. Kruskal Wallis Test

b. Grouping Variable: USIA

USIA DAN TOM 3

Test Statistics[a,b]

	TOM3
Chi-Square	.713
df	2
Asymp. Sig.	.700

a. Kruskal Wallis Test

b. Grouping Variable: USIA

USIA DAN TOM 4

Test Statistics[a,b]

	TOM4
Chi-Square	.192
df	2
Asymp. Sig.	.909

a. Kruskal Wallis Test

b. Grouping Variable: USIA

Perpustakaan Unika

Usia vs darimana tahu & rasa suka & rasa tidak suka
Kruskal-Wallis Test

Test Statistics[a,b]

	DARIMANA	RASASUKA	RASATDK
Chi-Square	5.263	13.832	9.913
df	2	2	2
Asymp. Sig.	.072	.001	.007

a. Kruskal Wallis Test

b. Grouping Variable: USIA

Usia vs alasan beli merk lain & ada usulan rasa baru & frekuensi pembelian

Test Statistics[a,b]

	BELIMERK	ADAUSUL	FREKUENS
Chi-Square	4.273	5.974	28.699
df	2	2	2
Asymp. Sig.	.118	.050	.000

a. Kruskal Wallis Test

b. Grouping Variable: USIA

Usia vs dimana beli & rekomendasi & minuman yang dipilih & minuman yang dikonsumsi
Kruskal Wallis

Test Statistics[a,b]

	DMNBELI	REKOMEND	PILIH	KONSUMSI
Chi-Square	1.757	8.551	9.023	.064
df	2	2	2	2
Asymp. Sig.	.415	.014	.011	.968

a. Kruskal Wallis Test

b. Grouping Variable: USIA

Perpustakaan Unika

Usia vs rasa macam-macam & harga terjangkau & kemasan menarik
Kruskal Wallis

Ranks

	USIA	N	Mean Rank
RSMACAM	1.00	104	167.94
	2.00	121	162.37
	3.00	100	158.63
	Total	325	
TERJANGK	1.00	104	171.88
	2.00	121	168.88
	3.00	100	146.65
	Total	325	
MENARIK	1.00	104	156.99
	2.00	121	178.27
	3.00	100	150.77
	Total	325	

Test Statistics[a,b]

	RSMACAM	TERJANGK	MENARIK
Chi-Square	4.775	13.942	8.311
df	2	2	2
Asymp. Sig.	.092	.001	.016

a. Kruskal Wallis Test

b. Grouping Variable: USIA

Usia vs mudah diperoleh & mudah dibuka & cara penyajiannya praktis
Kruskal Wallis

Test Statistics[a,b]

	MDH	PRAKTIS	BUKA
Chi-Square	1.597	2.893	3.095
df	2	2	2
Asymp. Sig.	.450	.235	.213

a. Kruskal Wallis Test

b. Grouping Variable: USIA

Perpustakaan Unika

Ranks

	USIA	N	Mean Rank
LARUT	1.00	104	155.29
	2.00	121	167.03
	3.00	100	166.14
	Total	325	
AMAN	1.00	104	145.27
	2.00	121	163.05
	3.00	100	181.38
	Total	325	
WARNA	1.00	104	171.99
	2.00	121	167.77
	3.00	100	147.88
	Total	325	

USIA DAN LARUT, AMAN , WARNA

Test Statistics[a,b]

	LARUT	AMAN	WARNA
Chi-Square	2.408	9.827	5.005
df	2	2	2
Asymp. Sig.	.300	.007	.082

a. Kruskal Wallis Test

b. Grouping Variable: USIA

USIA DAN VITAMIN C, RASA ENAK

Kruskal Wallis

Ranks

	USIA	N	Mean Rank
VIT.C	1.00	104	141.02
	2.00	121	169.93
	3.00	100	177.48
	Total	325	
ENAK	1.00	104	150.44
	2.00	121	162.64
	3.00	100	176.49
	Total	325	

Test Statistics[a,b]

	VIT.C	ENAK
Chi-Square	15.478	11.817
df	2	2
Asymp. Sig.	.000	.003

a. Kruskal Wallis Test

b. Grouping Variable: USIA

Perpustakaan Unika

USIA DAN ADA KERUSAKAN

Kruskall wallis

Ranks

	USIA	N	Mean Rank
ADARUSAK	1.00	104	166.75
	2.00	121	154.92
	3.00	100	168.88
	Total	325	

Test Statistics[a,b]

	ADARUSAK
Chi-Square	1.957
df	2
Asymp. Sig.	.376

a. Kruskal Wallis Test

b. Grouping Variable: USIA

USIA DAN FREKUENSI BELI

Kruskal-Wallis Test

Test Statistics[a,b]

	FREKBELI
Chi-Square	29.024
df	2
Asymp. Sig.	.000

a. Kruskal Wallis Test

b. Grouping Variable: USIA

USIA DAN RASA BARU

Krusskal Wallis

Test Statistics[a,b]

	RS_BARU
Chi-Square	.459
df	2
Asymp. Sig.	.795

a. Kruskal Wallis Test

b. Grouping Variable: USIA

Perpustakaan Unika

USIA DAN TEMPAT PEMBELIAN

Kruskal-Wallis Test

Test Statistics[a,b]

	TMPTBELI
Chi-Square	1.237
df	2
Asymp. Sig.	.539

a. Kruskal Wallis Test

b. Grouping Variable: USIA

USIA DAN ADA USULAN RASA BARU

Kruskal Wallis

Ranks

	USIA	N	Mean Rank
ADA_USUL	1.00	104	157.25
	2.00	121	154.72
	3.00	100	179.00
	Total	325	

Test Statistics[a,b]

	ADA_USUL
Chi-Square	5.974
df	2
Asymp. Sig.	.050

a. Kruskal Wallis Test

b. Grouping Variable: USIA

USIA DAN ALASAN BELI MARIMAS

Test Statistics[a,b]

	ALMARIM
Chi-Square	8.258
df	2
Asymp. Sig.	.016

a. Kruskal Wallis Test

b. Grouping Variable: USIA

USIA DAN YANG MENGKONSUMSI

Test Statistics[a,b]

	YGKONSUM
Chi-Square	10.795
df	2
Asymp. Sig.	.005

a. Kruskal Wallis Test

b. Grouping Variable: USIA

Perpustakaan Unika

Usia vs yang mengkonsumsi Marimas
Kruskal Wallis

Ranks

	USIA	N	Mean Rank
YGKONSUM	1.00	167	328.57
	2.00	275	326.79
	3.00	226	348.27
	Total	668	

Test Statistics[a,b]

	YGKONSUM
Chi-Square	1.823
df	2
Asymp. Sig.	.402

a. Kruskal Wallis Test

b. Grouping Variable: USIA

USIA DAN KERUSAKAN

Kruskal-Wallis Test

Test Statistics[a,b]

	KERUSAKA
Chi-Square	.272
df	2
Asymp. Sig.	.873

a. Kruskal Wallis Test

b. Grouping Variable: USIA

USIA DAN KEUNGGULAN MARIMAS

Test Statistics[a,b]

	UNGGUL
Chi-Square	4.963
df	2
Asymp. Sig.	.084

a. Kruskal Wallis Test

b. Grouping Variable: USIA

Perpustakaan Unika

USIA DAN MERK YANG DIKONSUMSI

Test Statistics[a,b]

	MRK_LAIN
Chi-Square	1.177
df	2
Asymp. Sig.	.555

a. Kruskal Wallis Test

b. Grouping Variable: USIA

USIA DAN KRITIK

Test Statistics[a,b]

	KRITIK
Chi-Square	1.690
df	2
Asymp. Sig.	.430

a. Kruskal Wallis Test

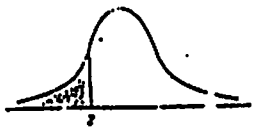
b. Grouping Variable: USIA

Perpustakaan Unika

Lampiran 10. Tabel Nilai Z

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

† For $z \geq 4$ the areas are 1 to four decimal places.
Adapted from *Probability with Statistical Applications*, second edition, by F. Mosteller, R. E. K. Rourke, and G. B. Thomas, Jr. Reading, Mass.: Addison-Wesley, 1970, p. 473.