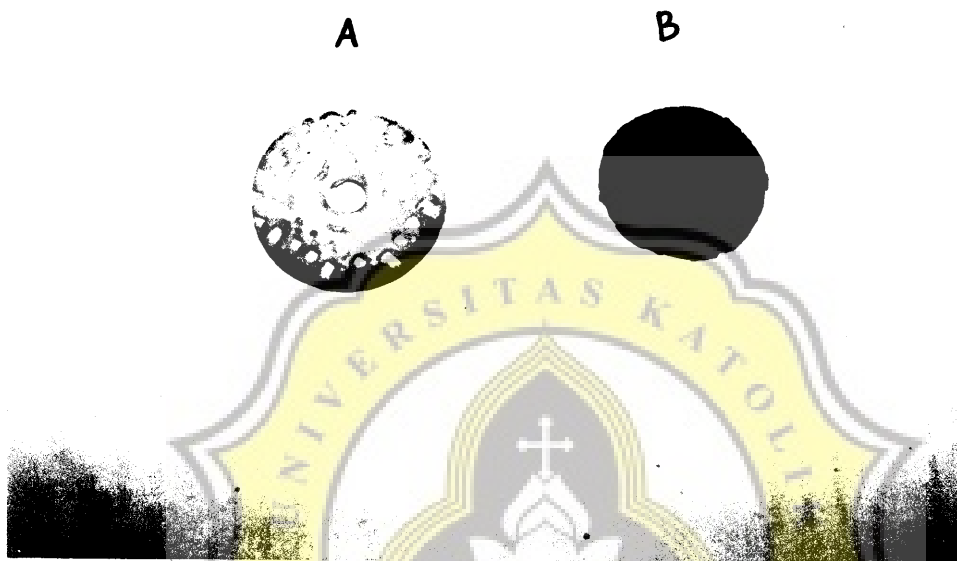


LAMPIRAN 1. Gambar Cookies Bentuk Lingkaran Tidak Berlapis Krim

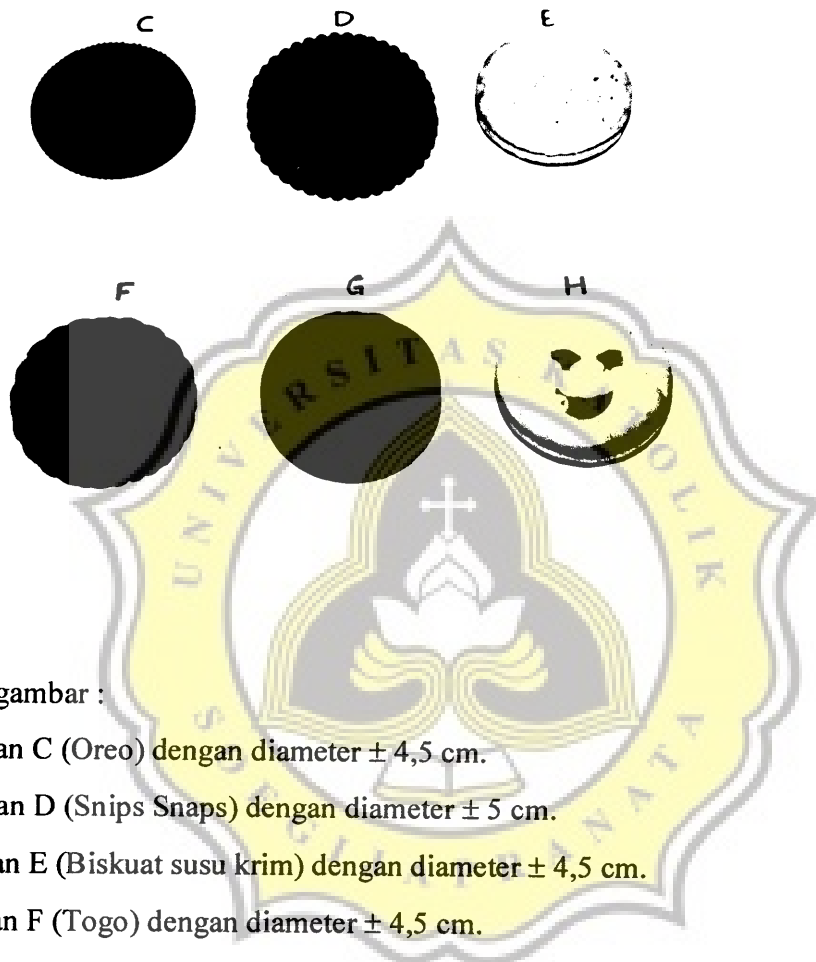


Keterangan gambar :

A = Lingkaran A (Biskuit susu) dengan diameter $\pm 4,5$ cm.

B = Lingkaran B (Choco mania) dengan diameter ± 4 cm.

LAMPIRAN 2. Gambar Cookies Bentuk Lingkaran Berlapis Krim



Keterangan gambar :

C = Lingkaran C (Oreo) dengan diameter $\pm 4,5$ cm.

D = Lingkaran D (Snips Snaps) dengan diameter ± 5 cm.

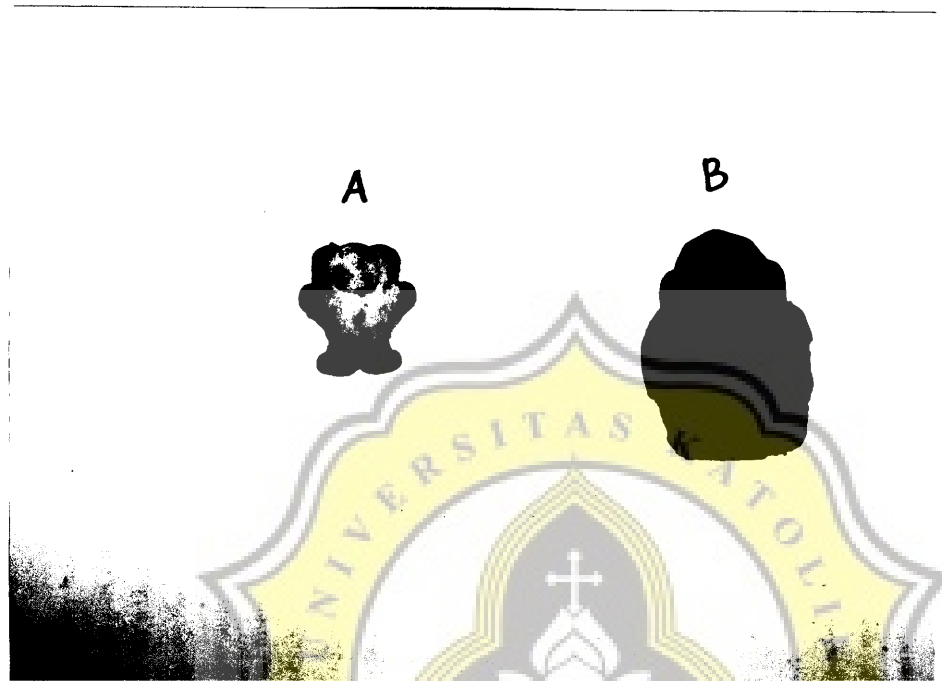
E = Lingkaran E (Biskuit susu krim) dengan diameter $\pm 4,5$ cm.

F = Lingkaran F (Togo) dengan diameter $\pm 4,5$ cm.

G = Lingkaran G (Dueto) dengan diameter $\pm 4,5$ cm.

H = Lingkaran H (Trakinas) dengan diameter $\pm 4,5$ cm.

LAMPIRAN 3. Gambar Cookies Bentuk Beruang



Keterangan gambar :

A = Beruang A (Good time teddy) dengan ukuran $\pm 2,5$ cm x 3 cm.

B = Beruang B (Hollanda coco bear) dengan ukuran $\pm 3,5$ cm x 5 cm.

LAMPIRAN 4. Gambar Kemasan Cookies



Keterangan gambar :

- 1 = Cookies 1 (kemasan Hollanda coco bear)
- 2 = Cookies 2 (kemasan Good time teddy)
- 3 = Cookies 3 (kemasan Choco mania)
- 4 = Cookies 4 (kemasan Biskuat susu)
- 5 = Cookies 5 (kemasan Oreo)
- 6 = Cookies 6 (kemasan Snips Snaps)
- 7 = Cookies 7 (kemasan Biskuat susu krim)
- 8 = Cookies 8 (kemasan Togo)
- 9 = Cookies 9 (kemasan Dueto)
- 10 = Cookies 10 (kemasan Trakinas)

LAMPIRAN 5. Gambar Bentuk Kemasan



Keterangan gambar :

- 1 = Bentuk 1 (Trakinas = roll)
- 2 = Bentuk 2 (Togo = roll + tray)
- 3 = Bentuk 3 (Choco mania = kotak)
- 4 = Bentuk 4 (Good time teddy = chiki)
- 5 = Bentuk 5 (Hollanda coco bear = persegi panjang)

13. Kemasan cookies mana yang bentuknya paling Anda sukai :

- Bentuk 1
- Bentuk 2

- Bentuk 3
- Bentuk 4

Bentuk 5



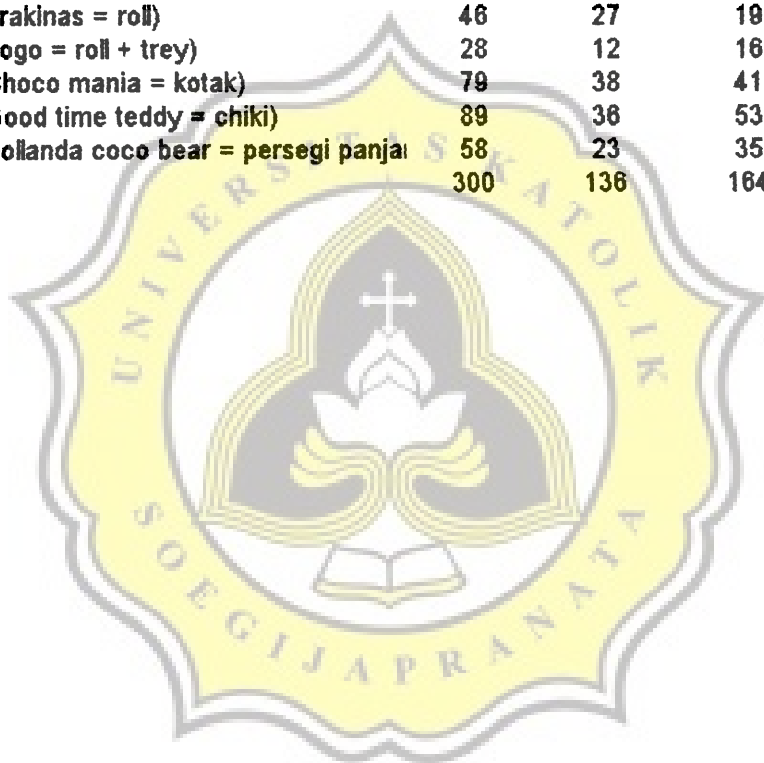
LAMPIRAN 7. Hasil Tabulasi Survei Preferensi Konsumen Terhadap Produk Cookies Berdasarkan Bentuk dan Penyajiannya

| | | | | | | |
|--------------------------------|-------|-----------|-----------|------|------|-----|
| Jenis Kelamin | Total | Usia | SD | SLTP | SMU | |
| Laki-laki | 136 | 8 | 7 | 0 | 0 | |
| Perempuan | 164 | 9 | 21 | 0 | 0 | |
| | | 10 | 25 | 0 | 0 | |
| | | 11 | 34 | 0 | 0 | |
| | | 12 | 13 | 17 | 0 | |
| | | 13 | 0 | 26 | 0 | |
| | | 14 | 0 | 38 | 0 | |
| | | 15 | 0 | 19 | 5 | |
| | | 16 | 0 | 0 | 20 | |
| | | 17 | 0 | 0 | 38 | |
| | | 18 | 0 | 0 | 28 | |
| | | 19 | 0 | 0 | 9 | |
| Perlakuan responden | Total | Laki-laki | Perempuan | SD | SLTP | SMU |
| Langsung dimakan | 163 | 73 | 90 | 41 | 56 | 66 |
| Disimpan dulu | 137 | 63 | 74 | 59 | 44 | 34 |
| | 300 | 136 | 164 | 100 | 100 | 100 |
| Waktu mengkonsumsi | Total | Laki-laki | Perempuan | SD | SLTP | SMU |
| Saat berkumpul dengan teman | 58 | 25 | 31 | 19 | 17 | 20 |
| Saat berkumpul dengan keluarga | 41 | 20 | 21 | 25 | 6 | 10 |
| Saat nonton TV | 162 | 67 | 95 | 49 | 59 | 54 |
| Saat sendirian | 41 | 24 | 17 | 7 | 18 | 16 |
| | 300 | 136 | 164 | 100 | 100 | 100 |
| Uang saku | Total | Laki-laki | Perempuan | SD | SLTP | SMU |
| <55000 | 81 | 31 | 50 | 59 | 16 | 6 |
| 55000-100000 | 88 | 43 | 43 | 31 | 41 | 14 |
| 105000-150000 | 88 | 39 | 49 | 10 | 26 | 52 |
| 155000-200000 | 19 | 8 | 11 | 0 | 4 | 15 |
| 205000-250000 | 9 | 4 | 5 | 0 | 6 | 3 |
| >250000 | 17 | 11 | 6 | 0 | 7 | 10 |
| | 300 | 136 | 164 | 100 | 100 | 100 |
| Tempat membeli | Total | Laki-laki | Perempuan | SD | SLTP | SMU |
| Kantin sekolah | 37 | 21 | 16 | 12 | 15 | 10 |
| Warung dekat rumah | 57 | 29 | 28 | 12 | 21 | 24 |
| Pasar | 2 | 0 | 2 | 0 | 1 | 1 |
| Supermarket | 204 | 86 | 118 | 76 | 63 | 65 |
| | 300 | 136 | 164 | 100 | 100 | 100 |
| Bentuk cookies | Total | Laki-laki | Perempuan | SD | SLTP | SMU |
| Hewan (beruang) | 190 | 73 | 117 | 72 | 59 | 59 |
| Lingkaran | 110 | 63 | 47 | 28 | 41 | 41 |
| | 300 | 136 | 164 | 100 | 100 | 100 |

| | | | | | | |
|---|--------------|------------------|------------------|-----------|-------------|------------|
| Jenis cookies | Total | Laki-laki | Perempuan | SD | SLTP | SMU |
| Berlapis krim | 238 | 115 | 121 | 71 | 79 | 88 |
| Tidak berlapis krim | 64 | 21 | 43 | 29 | 21 | 14 |
| | 300 | 136 | 164 | 100 | 100 | 100 |
| Bentuk lingkaran tidak berlapis krim | Total | Laki-laki | Perempuan | SD | SLTP | SMU |
| Lingkaran A (Biskuat susu) | 90 | 51 | 39 | 34 | 26 | 30 |
| Lingkaran B (Choco mania) | 210 | 85 | 125 | 66 | 74 | 70 |
| | 300 | 136 | 164 | 100 | 100 | 100 |
| Bentuk beruang | Total | Laki-laki | Perempuan | SD | SLTP | SMU |
| Beruang A (Good time teddy) | 126 | 58 | 68 | 40 | 40 | 46 |
| Beruang B (Hollanda coco bear) | 174 | 78 | 96 | 60 | 60 | 54 |
| | 300 | 136 | 164 | 100 | 100 | 100 |
| Bentuk lingkaran berlapis krim | Total | Laki-laki | Perempuan | SD | SLTP | SMU |
| Lingkaran C (Oreo) | 129 | 75 | 54 | 25 | 56 | 48 |
| Lingkaran D (Snips Snaps) | 12 | 4 | 8 | 6 | 2 | 4 |
| Lingkaran E (Biskuat susu krim) | 28 | 11 | 15 | 11 | 8 | 7 |
| Lingkaran F (Togo) | 13 | 5 | 8 | 3 | 4 | 6 |
| Lingkaran G (Dueto) | 14 | 4 | 10 | 5 | 7 | 2 |
| Lingkaran H (Trakinas) | 106 | 37 | 69 | 50 | 23 | 33 |
| | 300 | 136 | 164 | 100 | 100 | 100 |
| Isi berapa | Total | Laki-laki | Perempuan | SD | SLTP | SMU |
| Isi 1 | 11 | 8 | 3 | 5 | 1 | 5 |
| Isi 2 | 21 | 11 | 10 | 8 | 9 | 4 |
| Isi 3 | 25 | 12 | 13 | 8 | 13 | 4 |
| Isi > 3 | 243 | 105 | 138 | 79 | 77 | 87 |
| | 300 | 136 | 164 | 100 | 100 | 100 |
| Jumlah orang | Total | Laki-laki | Perempuan | SD | SLTP | SMU |
| 1orang | 75 | 52 | 23 | 17 | 32 | 26 |
| 2orang | 99 | 43 | 56 | 37 | 33 | 29 |
| 3orang | 61 | 17 | 44 | 22 | 19 | 20 |
| 4orang | 31 | 14 | 17 | 15 | 4 | 12 |
| > 4 orang | 34 | 10 | 24 | 9 | 12 | 13 |
| | 300 | 136 | 164 | 100 | 100 | 100 |
| Warna kemasan | Total | Laki-laki | Perempuan | SD | SLTP | SMU |
| Cookies 1 (Hollanda coco bear) | 36 | 10 | 26 | 9 | 12 | 15 |
| Cookies 2 (Good time teddy) | 73 | 32 | 41 | 33 | 24 | 16 |
| Cookies 3 (Choco mania) | 55 | 26 | 29 | 22 | 18 | 15 |
| Cookies 4 (Biskuat susu) | 15 | 10 | 5 | 7 | 4 | 4 |
| Cookies 5 (Oreo) | 66 | 33 | 33 | 11 | 27 | 28 |
| Cookies 6 (Snips Snaps) | 22 | 12 | 10 | 8 | 4 | 10 |
| Cookies 7 (Biskuat susu krim) | 9 | 5 | 4 | 2 | 3 | 4 |
| Cookies 8 (Togo) | 5 | 1 | 4 | 2 | 2 | 1 |
| Cookies 9 (Dueto) | 2 | 1 | 1 | 0 | 0 | 2 |
| Cookies 10 (Trakinas) | 17 | 6 | 11 | 6 | 6 | 5 |
| | 300 | 136 | 164 | 100 | 100 | 100 |

| Gambar kemasan | Total | Laki-laki | Perempuan | SD | SLTP | SMU |
|--------------------------------|-------|-----------|-----------|-----|------|-----|
| Cookies 1 (Hollanda coco bear) | 114 | 33 | 81 | 31 | 39 | 44 |
| Cookies 2 (Good time teddy) | 51 | 29 | 22 | 25 | 15 | 11 |
| Cookies 3 (Choco mania) | 34 | 22 | 12 | 6 | 15 | 13 |
| Cookies 4 (Biskuat susu) | 12 | 8 | 4 | 6 | 3 | 3 |
| Cookies 5 (Oreo) | 22 | 13 | 9 | 6 | 3 | 13 |
| Cookies 6 (Snips Snaps) | 9 | 1 | 8 | 4 | 3 | 2 |
| Cookies 7 (Biskuat susu krim) | 7 | 4 | 3 | 1 | 5 | 1 |
| Cookies 8 (Togo) | 8 | 2 | 6 | 3 | 3 | 2 |
| Cookies 9 (Dueto) | 5 | 4 | 1 | 0 | 2 | 3 |
| Cookies 10 (Trakinas) | 38 | 20 | 18 | 18 | 12 | 8 |
| | 300 | 136 | 164 | 100 | 100 | 100 |

| Bentuk kemasan | Total | Laki-laki | Perempuan | SD | SLTP | SMU |
|--|-------|-----------|-----------|-----|------|-----|
| Bentuk1 (Trakinas = roll) | 46 | 27 | 19 | 14 | 10 | 22 |
| Bentuk2 (Togo = roll + tray) | 28 | 12 | 16 | 4 | 10 | 14 |
| Bentuk3 (Choco mania = kotak) | 79 | 38 | 41 | 22 | 33 | 24 |
| Bentuk4 (Good time teddy = chiki) | 89 | 36 | 53 | 34 | 29 | 28 |
| Bentuk5 (Hollanda coco bear = persegi panja) | 58 | 23 | 35 | 26 | 18 | 14 |
| | 300 | 136 | 164 | 100 | 100 | 100 |



LAMPIRAN 8. Hasil Olah Data *Kolmogorov-Smirnov* Berdasarkan Jenis Jelamin

Two-Sample Kolmogorov-Smirnov Test

Test Statistics^a

| | | USIA | UANG SAK | PDDKAN | PERL RES | TPT BELI | WKT KON |
|--------------------------|----------|-------|----------|--------|----------|----------|---------|
| Most Extreme Differences | Absolute | .054 | .077 | .004 | .012 | .099 | .073 |
| | Positive | .054 | .077 | .004 | .012 | .000 | .073 |
| | Negative | -.029 | .000 | -.004 | .000 | -.099 | -.014 |
| Kolmogorov-Smirnov Z | | .467 | .663 | .039 | .104 | .857 | .628 |
| Asymp. Sig. (2-tailed) | | .981 | .771 | 1.000 | 1.000 | .455 | .825 |

a Grouping Variable: JNS_KEL

Test Statistics^a

| | | BTK CKS | BTK BRG | BTK O B | ISI 1BKS | JML_ORG |
|--------------------------|----------|---------|---------|---------|----------|---------|
| Most Extreme Differences | Absolute | .177 | .012 | .222 | .069 | .242 |
| | Positive | .177 | .000 | .000 | .000 | .000 |
| | Negative | .000 | -.012 | -.222 | -.069 | -.242 |
| Kolmogorov-Smirnov Z | | 1.523 | .102 | 1.916 | .598 | 2.088 |
| Asymp. Sig. (2-tailed) | | .019 | 1.000 | .001 | .866 | .000 |

a Grouping Variable: JNS_KEL

Test Statistics^a

| | | WRN KMS | GBR KMS | BTK KMS |
|--------------------------|----------|---------|---------|---------|
| Most Extreme Differences | Absolute | .100 | .251 | .103 |
| | Positive | .100 | .251 | .000 |
| | Negative | -.039 | .000 | -.103 |
| Kolmogorov-Smirnov Z | | .860 | 2.166 | .886 |
| Asymp. Sig. (2-tailed) | | .451 | .000 | .412 |

a Grouping Variable: JNS_KEL

LAMPIRAN 9. Hasil Olah Data *Kruskal-Wallis H* Berdasarkan Tingkat Pendidikan

Kruskal-Wallis Test

Test Statistics^{a, b}

| | PERL_RES | TPT_BELI | KPN_MKN | BTK_CKS | JNS_CKS |
|-------------|----------|----------|---------|---------|---------|
| Chi-Square | 12.720 | 3.530 | 9.349 | 4.836 | 6.691 |
| df | 2 | 2 | 2 | 2 | 2 |
| Asymp. Sig. | .002 | .171 | .009 | .089 | .035 |

a Kruskal Wallis Test
b Grouping Variable: PDDKAN

Test Statistics^{a, b}

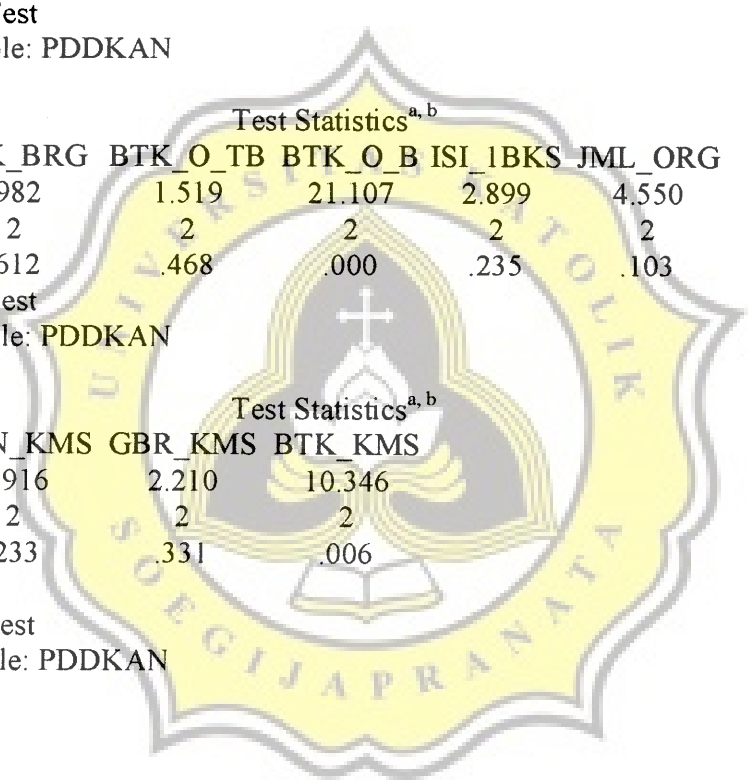
| | BTK_BRG | BTK_O_TB | BTK_O_B | ISI_1BKS | JML_ORG |
|-------------|---------|----------|---------|----------|---------|
| Chi-Square | .982 | 1.519 | 21.107 | 2.899 | 4.550 |
| df | 2 | 2 | 2 | 2 | 2 |
| Asymp. Sig. | .612 | .468 | .000 | .235 | .103 |

a Kruskal Wallis Test
b Grouping Variable: PDDKAN

Test Statistics^{a, b}

| | WRN_KMS | GBR_KMS | BTK_KMS |
|-------------|---------|---------|---------|
| Chi-Square | 2.916 | 2.210 | 10.346 |
| df | 2 | 2 | 2 |
| Asymp. Sig. | .233 | .331 | .006 |

a Kruskal Wallis Test
b Grouping Variable: PDDKAN

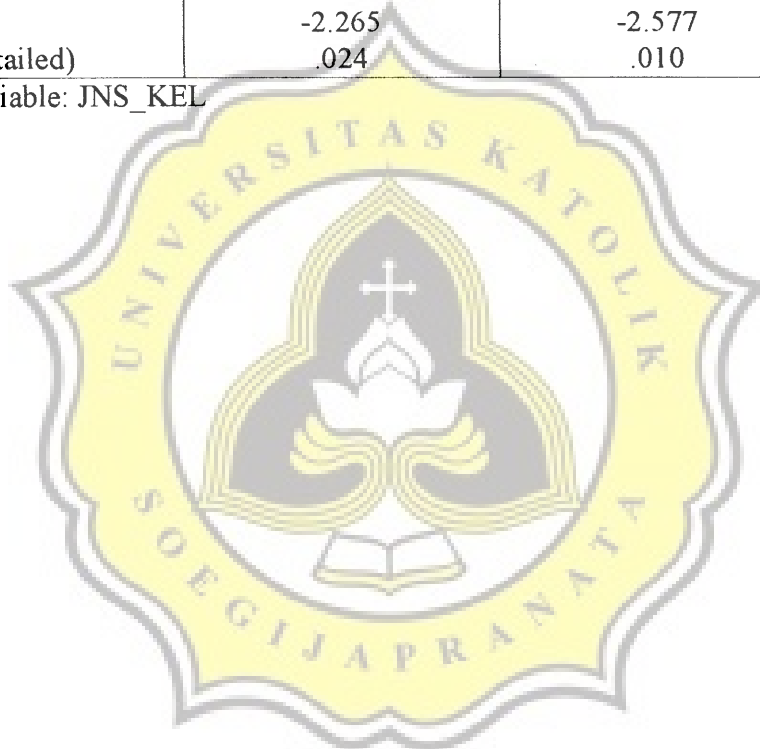


LAMPIRAN 10. Hasil Olah Data *Mann-Whitney U* Tentang Perbedaan Kesukaan Responden Terhadap Jenis *Cookies*, Bentuk Lingkaran Tidak Berlapis Krim Antar Jenis Kelamin

Mann-Whitney Test

| | Test Statistics | |
|------------------------|-----------------|-----------|
| | JNS_CKS | BTK O_TB |
| Mann-Whitney U | 9950.000 | 9622.000 |
| Wilcoxon W | 19266.000 | 18938.000 |
| Z | -2.265 | -2.577 |
| Asymp. Sig. (2-tailed) | .024 | .010 |

a Grouping Variable: JNS_KEL



LAMPIRAN 11. Hasil Olah Data *Chi-square* Tentang Perbedaan Kesukaan Responden Antar Tingkat Pendidikan

Perbedaan Kesukaan Perlakuan Responden Terhadap Cookies Yang Telah Dibeli Antara Tingkat Pendidikan

Langsung Mengkonsumsi Cookies Yang Telah Dibeli

Frequencies

| | | PER_RES | | |
|-------|----------|------------|------------|----------|
| | Category | Observed N | Expected N | Residual |
| 1 | SD | 41 | 53.5 | -12.5 |
| 2 | SMU | 66 | 53.5 | 12.5 |
| Total | | 107 | | |

Test Statistics

| | | PER_RES |
|-------------------------|--|---------|
| Chi-Square ^a | | .000 |
| df | | 1 |
| Asymp. Sig. | | .016 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 53.5.

Disimpan Dulu Cookies Yang Telah Dibeli

Frequencies

| | | PER_RES1 | | |
|-------|----------|------------|------------|----------|
| | Category | Observed N | Expected N | Residual |
| 1 | SD | 59 | 46.5 | 12.5 |
| 2 | SMU | 34 | 46.5 | -12.5 |
| Total | | 93 | | |

Test Statistics

| | | PER_RES1 |
|-------------------------|--|----------|
| Chi-Square ^a | | .000 |
| df | | 1 |
| Asymp. Sig. | | .010 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 46.5.

Perbedaan Kesukaan Waktu Mengonsumsi Cookies Antara Tingkat Pendidikan

Saat Berkumpul Dengan Keluarga

Frequencies

| WKT_KON2 | | Observed N | Expected N | Residual |
|----------|-----|------------|------------|----------|
| Category | | | | |
| 1 | SD | 25 | 17.5 | 7.5 |
| 2 | SMU | 10 | 17.5 | -7.5 |
| Total | | 35 | | |

Test Statistics

| WKT_KON2 | |
|-------------------------|------|
| Chi-Square ^a | .000 |
| df | 1 |
| Asymp. Sig. | .011 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 17.5.

Frequencies

| WKT_KON1 | | Observed N | Expected N | Residual |
|----------|------|------------|------------|----------|
| Category | | | | |
| 1 | SD | 25 | 15.5 | 9.5 |
| 2 | SLTP | 6 | 15.5 | -9.5 |
| Total | | 31 | | |

Test Statistics

| WKT_KON1 | |
|-------------------------|------|
| Chi-Square ^a | .000 |
| df | 1 |
| Asymp. Sig. | .001 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 15.5.

Saat Sendirian

Frequencies

| WKT_KON4 | | Observed N | Expected N | Residual |
|----------|------|------------|------------|----------|
| Category | | | | |
| 1 | SD | 7 | 12.5 | -5.5 |
| 2 | SLTP | 18 | 12.5 | 5.5 |
| Total | | 25 | | |

Test Statistics

| WKT_KON4 | |
|-------------------------|------|
| Chi-Square ^a | .000 |
| df | 1 |
| Asymp. Sig. | .028 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 12.5.

Perbedaan Kesukaan Terhadap Jenis Cookies Antara Tingkat Pendidikan.

Kesukaan Terhadap Cookies Tidak Berlapis Krim

Frequencies

| JNS_CKS | | Observed N | Expected N | Residual |
|----------|-----|------------|------------|----------|
| Category | | | | |
| 1 | SD | 29 | 21.5 | 7.5 |
| 2 | SMU | 14 | 21.5 | -7.5 |
| Total | | 43 | | |

Test Statistics

| JNS_CKS | |
|-------------------------|------|
| Chi-Square ^a | .000 |
| df | 1 |
| Asymp. Sig. | .022 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 21.5.

Perbedaan Kesukaan Bentuk Cookies Lingkaran Berlapis Krim Antara Tingkat Pendidikan

Kesukaan Terhadap Bentuk Lingkaran Oreo

Frequencies

| BTK_O_B | | Observed N | Expected N | Residual |
|----------|-----|------------|------------|----------|
| Category | | | | |
| 1 | SD | 5 | 26.5 | -21.5 |
| 2 | SMU | 48 | 26.5 | 21.5 |
| Total | | 53 | | |

Test Statistics

| BTK_O_B | |
|-------------------------|------|
| Chi-Square ^a | .000 |
| df | 1 |
| Asymp. Sig. | .000 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 26.5.

Frequencies

| BTK_O_B1 | | Observed N | Expected N | Residual |
|----------|------|------------|------------|----------|
| Category | | | | |
| 1 | SD | 5 | 30.5 | -25.5 |
| 2 | SLTP | 56 | 30.5 | 25.5 |
| Total | | 61 | | |

Test Statistics

| BTK_O_B1 | |
|-------------------------|------|
| Chi-Square ^a | .000 |
| df | 1 |
| Asymp. Sig. | .000 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 30.5.

Kesukaan Terhadap Bentuk Lingkaran Trakinas

Frequencies

| LINGK_B | | Observed N | Expected N | Residual |
|----------|------|------------|------------|----------|
| Category | | | | |
| 1 | SD | 50 | 36.5 | 13.5 |
| 2 | SLTP | 23 | 36.5 | -13.5 |
| Total | | 73 | | |

Test Statistics

| LINGK_B | |
|-------------------------|------|
| Chi-Square ^a | .000 |
| df | 1 |
| Asymp. Sig. | .002 |

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

Perbedaan Kesukaan Bentuk Kemasan Antara Tingkat Pendidikan

Kesukaan Terhadap Bentuk Kemasan Oreo

Frequencies

| BTK_KMS | | Observed N | Expected N | Residual |
|----------|------|------------|------------|----------|
| Category | | | | |
| 1 | SLTP | 10 | 16.0 | -6.0 |
| 2 | SMU | 22 | 16.0 | 6.0 |
| Total | | 32 | | |

Test Statistics

| BTK_KMS | |
|-------------------------|------|
| Chi-Square ^a | .000 |
| df | 1 |
| Asymp. Sig. | .034 |

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

Kesukaan Terhadap Bentuk Kemasan Togo

Frequencies

| BTK_KMS1 | | Observed N | Expected N | Residual |
|----------|-----|------------|------------|----------|
| Category | | | | |
| 1 | SD | 4 | 9.0 | -5.0 |
| 2 | SMU | 14 | 9.0 | 5.0 |
| Total | | 18 | | |

Test Statistics

| BTK_KMS1 | |
|-------------------------|------|
| Chi-Square ^a | .000 |
| df | 1 |
| Asymp. Sig. | .018 |

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

LAMPIRAN 12. Hasil Olah Data *Chi-square* Tentang Perbedaan Kesukaan Responden Antar Jenis Kelamin

Perbedaan Jumlah Responden Antar Jenis Kelamin

JENKEL

| | Observed N | Expected N | Residual |
|-----------|------------|------------|----------|
| Laki-laki | 45 | 50.0 | -5.0 |
| Perempuan | 55 | 50.0 | 5.0 |
| Total | 100 | | |

Test Statistics

| | JENKEL |
|-------------------------|--------|
| Chi-Square ^a | 1.000 |
| df | 1 |
| Asymp. Sig. | .317 |

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

Perbedaan Kesukaan Terhadap Bentuk dan Jenis Cookies Antara Jenis Kelamin

Kesukaan Terhadap Bentuk Beruang

Frequencies

| BTK_CKS1 | | Observed N | Expected N | Residual |
|----------|-------------|------------|------------|----------|
| Category | | | | |
| 1, | Laki - laki | 73 | 95.0 | -22.0 |
| 2 | Perempuan | 117 | 95.0 | 22.0 |
| Total | | 190 | | |

Test Statistics

| | BTK_CKS1 |
|-------------------------|----------|
| Chi-Square ^a | .000 |
| df | 1 |
| Asymp. Sig. | .001 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 95.0.

Kesukaan Terhadap Cookies Tidak Berlapis Krim

Frequencies

| JNS_CKS2 | | Observed N | Expected N | Residual |
|----------|-----------|------------|------------|----------|
| Category | | | | |
| 1 | Laki-laki | 21 | 32.0 | -11.0 |
| 2 | Perempuan | 43 | 32.0 | 11.0 |
| Total | | 64 | | |

Test Statistics

| JNS_CKS2 | |
|-------------------------|------|
| Chi-Square ^a | .000 |
| df | 1 |
| Asymp. Sig. | .006 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 32.0.

Perbedaan Kesukaan Bentuk Lingkaran Tidak Berlapis Krim Antara Jenis Kelamin

Bentuk Lingkaran Choco Mania

Frequencies

| BTK_0TB2 | | Observed N | Expected N | Residual |
|----------|-----------|------------|------------|----------|
| Category | | | | |
| 1 | Laki-laki | 85 | 105.0 | -20.0 |
| 2 | Perempuan | 125 | 105.0 | 20.0 |
| Total | | 210 | | |

Test Statistics

| BTK_0TB2 | |
|-------------------------|------|
| Chi-Square ^a | .000 |
| df | 1 |
| Asymp. Sig. | .006 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 105.0.

Perbedaan Kesukaan Bentuk Lingkaran Berlapis Krim antara Jenis Kelamin

Bentuk Lingkaran Trakinas

Frequencies

| BTK_O_B6 | | Observed N | Expected N | Residual |
|----------|-----------|------------|------------|----------|
| Category | | | | |
| 1 | Laki-laki | 37 | 53.0 | -16.0 |
| 2 | Perempuan | 69 | 53.0 | 16.0 |
| Total | | 106 | | |

Test Statistics

| BTK_O_B6 | |
|-------------------------|------|
| Chi-Square ^a | .000 |
| df | 1 |
| Asymp. Sig. | .002 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 53.0.

Perbedaan Jumlah Orang Yang Mengkonsumsi Tiap Kemasan Antara Jenis Kelamin

Lebih dari 4 Orang Yang Mengkonsumsi Cookies Tiap Kemasan

Frequencies

| JML_ORG5 | | Observed N | Expected N | Residual |
|----------|-----------|------------|------------|----------|
| Category | | | | |
| 1 | Laki-laki | 10 | 17.0 | -7.0 |
| 2 | Perempuan | 24 | 17.0 | 7.0 |
| Total | | 34 | | |

Test Statistics

| JML_ORG5 | |
|-------------------------|------|
| Chi-Square ^a | .000 |
| df | 1 |
| Asymp. Sig. | .016 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 17.0.

1 Orang Yang Mengkonsumsi Cookies Tiap Kemasan

Frequencies

| JML_ORG1 | | Observed N | Expected N | Residual |
|----------|-----------|------------|------------|----------|
| Category | | | | |
| 1 | Laki-laki | 52 | 37.5 | 14.5 |
| 2 | Perempuan | 23 | 37.5 | -14.5 |
| Total | | 75 | | |

Test Statistics

| JML_ORG1 | |
|-------------------------|------|
| Chi-Square ^a | .000 |
| df | 1 |
| Asymp. Sig. | .001 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 37.5.

3 Orang Yang Mengkonsumsi Cookies Tiap Kemasan

Frequencies

| JML_ORG3 | | Observed N | Expected N | Residual |
|----------|-----------|------------|------------|----------|
| Category | | | | |
| 1 | Laki-laki | 17 | 30.5 | -13.5 |
| 2 | Perempuan | 44 | 30.5 | 13.5 |
| Total | | 61 | | |

Test Statistics

| JML_ORG3 | |
|-------------------------|------|
| Chi-Square ^a | .000 |
| df | 1 |
| Asymp. Sig. | .001 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 30.5.

Perbedaan Kesukaan Gambar Kemasan Antara Jenis Kelamin

Gambar Kemasan Hollanda Coco Bear

Frequencies

| GMR_KMS1 | | Observed N | Expected N | Residual |
|----------|-----------|------------|------------|----------|
| Category | | | | |
| 1 | Laki-laki | 33 | 57.0 | -24.0 |
| 2 | Perempuan | 81 | 57.0 | 24.0 |
| Total | | 114 | | |

Test Statistics

| | GMR_KMS1 |
|-------------------------|----------|
| Chi-Square ^a | .000 |
| df | 1 |
| Asymp. Sig. | .000 |

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 57.0.



LAMPIRAN 13. Hasil Olah Data *Chi-square* Tentang Perbedaan Kesukaan Responden

Perbedaan Antar Kesukaan Perlakuan Responden

PER_RES

| | Observed N | Expected N | Residual |
|------------------|------------|------------|----------|
| Langsung dimakan | 163 | 150.0 | 13.0 |
| Disimpan dulu | 137 | 150.0 | -13.0 |
| Total | 300 | | |

Test Statistics

| | PER_RES |
|-------------------------|---------|
| Chi-Square ^a | 2.253 |
| df | 1 |
| Asymp. Sig. | .133 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 150.0.

Perbedaan Antar Kesukaan Waktu Konsumsi *Cookies*

WKT_KON

| | Observed N | Expected N | Residual |
|-----------------------------|------------|------------|----------|
| saat berkumpul dengan teman | 56 | 109.0 | -53.0 |
| saat nonton TV | 162 | 109.0 | 53.0 |
| Total | 218 | | |

Test Statistics

| | WKT_KON |
|-------------------------|---------|
| Chi-Square ^a | 51.541 |
| Df | 1 |
| Asymp. Sig. | .000 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 109.0.

Perbedaan Kesukaan Antar Tempat Membeli Cookiesi

TPT_BELI

| | Observed N | Expected N | Residual |
|--------------------|------------|------------|----------|
| warung dekat rumah | 57 | 130.5 | -73.5 |
| supermarket | 204 | 130.5 | 73.5 |
| Total | 261 | | |

Test Statistics

| | TPT_BELI |
|-------------------------|----------|
| Chi-Square ^a | 82.793 |
| Df | 1 |
| Asymp. Sig. | .000 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 130.5.

T_BELI1

| | Observed N | Expected N | Residual |
|--------------------|------------|------------|----------|
| kantin sekolah | 37 | 47.0 | -10.0 |
| warung dekat rumah | 57 | 47.0 | 10.0 |
| Total | 94 | | |

Test Statistics

| | T_BELI1 |
|-------------------------|---------|
| Chi-Square ^a | 4.255 |
| Df | 1 |
| Asymp. Sig. | .039 |

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

T_BELI2

| | Observed N | Expected N | Residual |
|--------------------|------------|------------|----------|
| warung dekat rumah | 57 | 29.5 | 27.5 |
| Pasar | 2 | 29.5 | -27.5 |
| Total | 59 | | |

Test Statistics

| T_BELI2 | |
|-------------------------|--------|
| Chi-Square ^a | 51.271 |
| Df | 1 |
| Asymp. Sig. | .000 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 29.5.

Perbedaan Kesukaan Antar Cookies Bentuk Beruang

BTK_BRG

| | Observed N | Expected N | Residual |
|--------------------|------------|------------|----------|
| Good time teddy | 126 | 150.0 | -24.0 |
| Hollanda coco bear | 174 | 150.0 | 24.0 |
| Total | 300 | | |

Test Statistics

| BTK_BRG | |
|-------------------------|-------|
| Chi-Square ^a | 7.680 |
| df | 1 |
| Asymp. Sig. | .006 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 150.0.

Perbedaan Kesukaan Antar Cookies Bentuk Lingkaran Tidak Berlapis Krim

BTK_L_TB

| | Observed N | Expected N | Residual |
|--------------|------------|------------|----------|
| Biskuat susu | 90 | 150.0 | -60.0 |
| Choco mania | 210 | 150.0 | 60.0 |
| Total | 300 | | |

Test Statistics

| BTK_L_TB | |
|-------------------------|--------|
| Chi-Square ^a | 48.000 |
| df | 1 |
| Asymp. Sig. | .000 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 150.0.

Perbedaan Kesukaan Antar Cookies Bentuk Lingkaran Berlapis Krim

BTK_L_B

| | Observed N | Expected N | Residual |
|----------|------------|------------|----------|
| Oreo | 129 | 117.5 | 11.5 |
| Trakinas | 106 | 117.5 | -11.5 |
| Total | 235 | | |

Test Statistics

| | BTK_L_B |
|-------------------------|---------|
| Chi-Square ^a | 2.251 |
| df | 1 |
| Asymp. Sig. | .134 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 117.5.

BTK_L_B1

| | Observed N | Expected N | Residual |
|-------------------|------------|------------|----------|
| Oreo | 129 | 77.5 | 51.5 |
| Biskuat susu krim | 26 | 77.5 | -51.5 |
| Total | 155 | | |

Test Statistics

| | BTK_L_B1 |
|-------------------------|----------|
| Chi-Square ^a | 68.445 |
| df | 1 |
| Asymp. Sig. | .000 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 77.5.

BTK_L_B2

| | Observed N | Expected N | Residual |
|-------------------|------------|------------|----------|
| Biskuat susu krim | 26 | 19.5 | 6.5 |
| Togo | 13 | 19.5 | -6.5 |
| Total | 39 | | |

Test Statistics

| | BTK_L_B2 |
|-------------------------|----------|
| Chi-Square ^a | 4.333 |
| df | 1 |
| Asymp. Sig. | .037 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 19.5.

BTK_L_B3

| | Observed N | Expected N | Residual |
|-------------------|------------|------------|----------|
| Trakinas | 106 | 66.0 | 40.0 |
| Biskuat susu krim | 26 | 66.0 | -40.0 |
| Total | 132 | | |

Test Statistics

| | BTK_L_B1 |
|-------------------------|----------|
| Chi-Square ^a | 48.485 |
| df | 1 |
| Asymp. Sig. | .000 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 66.0.



Perbedaan Kesukaan Antar Jumlah Cookies Tiap Kemasan

ISI_1BKS

| | Observed N | Expected N | Residual |
|---------|------------|------------|----------|
| Isi > 3 | 243 | 134.0 | 109.0 |
| Isi 3 | 25 | 134.0 | -109.0 |
| Total | 268 | | |

Test Statistics

| | ISI_1BKS |
|-------------------------|----------|
| Chi-Square ^a | 177.328 |
| df | 1 |
| Asymp. Sig. | .000 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 134.0.

ISI_BKS1

| | Observed N | Expected N | Residual |
|-------|------------|------------|----------|
| Isi 1 | 11 | 18.0 | -7.0 |
| Isi 3 | 25 | 18.0 | 7.0 |
| Total | 36 | | |

Test Statistics

| | ISI_BKS1 |
|-------------------------|----------|
| Chi-Square ^a | 5.444 |
| df | 1 |
| Asymp. Sig. | .020 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 18.0.

Perbedaan Kesukaan Antar Jumlah Orang Yang Mengkonsumsi Cookies Tiap Kemasan

JML_ORG

| | Observed N | Expected N | Residual |
|---------|------------|------------|----------|
| 2 orang | 99 | 87.0 | 12.0 |
| 1 orang | 75 | 87.0 | -12.0 |
| Total | 174 | | |

Test Statistics

| JML_ORG | |
|-------------------------|-------|
| Chi-Square ^a | 3.310 |
| df | 1 |
| Asymp. Sig. | .069 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 87.0.

JML_ORG1

| | Observed N | Expected N | Residual |
|---------|------------|------------|----------|
| 2 orang | 99 | 80.0 | 19.0 |
| 3 orang | 61 | 80.0 | -19.0 |
| Total | 160 | | |

Test Statistics

| JML_ORG1 | |
|-------------------------|-------|
| Chi-Square ^a | 9.025 |
| df | 1 |
| Asymp. Sig. | .003 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 80.0.

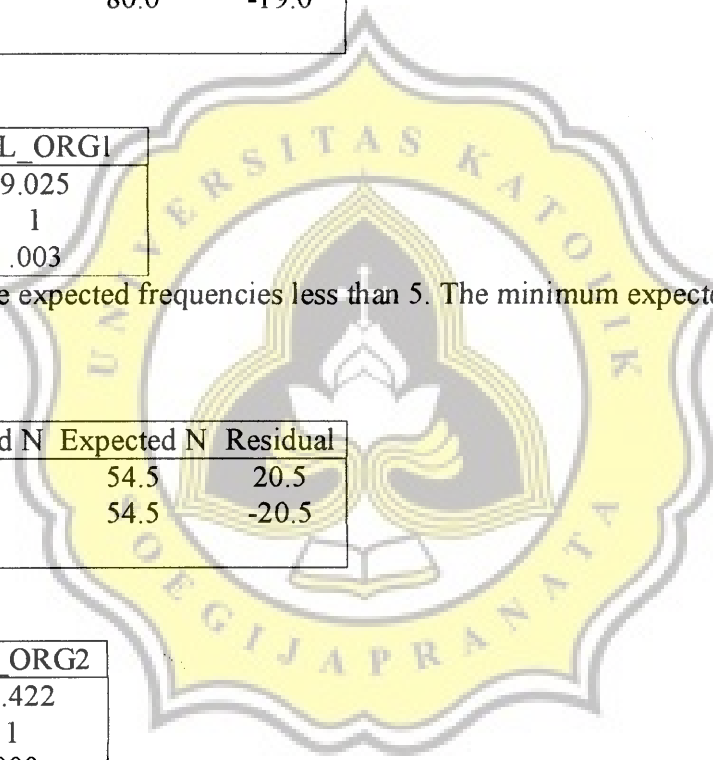
JML_ORG2

| | Observed N | Expected N | Residual |
|-----------|------------|------------|----------|
| 1 orang | 75 | 54.5 | 20.5 |
| > 4 orang | 34 | 54.5 | -20.5 |
| Total | 109 | | |

Test Statistics

| JML_ORG2 | |
|-------------------------|--------|
| Chi-Square ^a | 15.422 |
| df | 1 |
| Asymp. Sig. | .000 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 54.5.



Perbedaan Kesukaan Antar Warna Kemasan Cookies

WRN_KMS8

| | Observed N | Expected N | Residual |
|-----------------|------------|------------|----------|
| Good time teddy | 73 | 64.0 | 9.0 |
| Choco mania | 55 | 64.0 | -9.0 |
| Total | 128 | | |

Test Statistics

| WRN_KMS8 | |
|-------------------------|-------|
| Chi-Square ^a | 2.531 |
| df | 1 |
| Asymp. Sig. | .112 |

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

WRN_KMS

| | Observed N | Expected N | Residual |
|--------------------|------------|------------|----------|
| Good time teddy | 73 | 54.5 | 18.5 |
| Hollanda coco bear | 36 | 54.5 | -18.5 |
| Total | 109 | | |

Test Statistics

| WRN_KMS | |
|-------------------------|--------|
| Chi-Square ^a | 12.560 |
| df | 1 |
| Asymp. Sig. | .000 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 54.5.

WRN_KMS1

| | Observed N | Expected N | Residual |
|--------------------|------------|------------|----------|
| Oreo | 66 | 51.0 | 15.0 |
| Hollanda coco bear | 36 | 51.0 | -15.0 |
| Total | 102 | | |

Test Statistics

| WRN_KMS1 | |
|-------------------------|-------|
| Chi-Square ^a | 8.824 |
| df | 1 |
| Asymp. Sig. | .003 |

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

WRN_KMS2

| | Observed N | Expected N | Residual |
|--------------------|------------|------------|----------|
| Choco mania | 55 | 45.5 | 9.5 |
| Hollanda coco bear | 36 | 45.5 | -9.5 |
| Total | 91 | | |

Test Statistics

| WRN_KMS2 | |
|-------------------------|-------|
| Chi-Square ^a | 3.967 |
| df | 1 |
| Asymp. Sig. | .046 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 45.5.

Perbedaan Kesukaan Antar Gambar Kemasan Cookies**GBR_KMS**

| | Observed N | Expected N | Residual |
|--------------------|------------|------------|----------|
| Hollanda coco bear | 114 | 82.5 | 31.5 |
| Good time teddy | 51 | 82.5 | -31.5 |
| Total | 165 | | |

Test Statistics

| GBR_KMS | |
|-------------------------|--------|
| Chi-Square ^a | 24.055 |
| df | 1 |
| Asymp. Sig. | .000 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 82.5.

Perbedaan Kesukaan Antar Bentuk Kemasan Cookies**BTK_KMS**

| | Observed N | Expected N | Residual |
|----------|------------|------------|----------|
| Bentuk 4 | 89 | 73.5 | 15.5 |
| Bentuk 5 | 58 | 73.5 | -15.5 |
| Total | 147 | | |

Test Statistics

| BTK_KMS | |
|-------------------------|-------|
| Chi-Square ^a | 6.537 |
| df | 1 |
| Asymp. Sig. | .011 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 73.5.

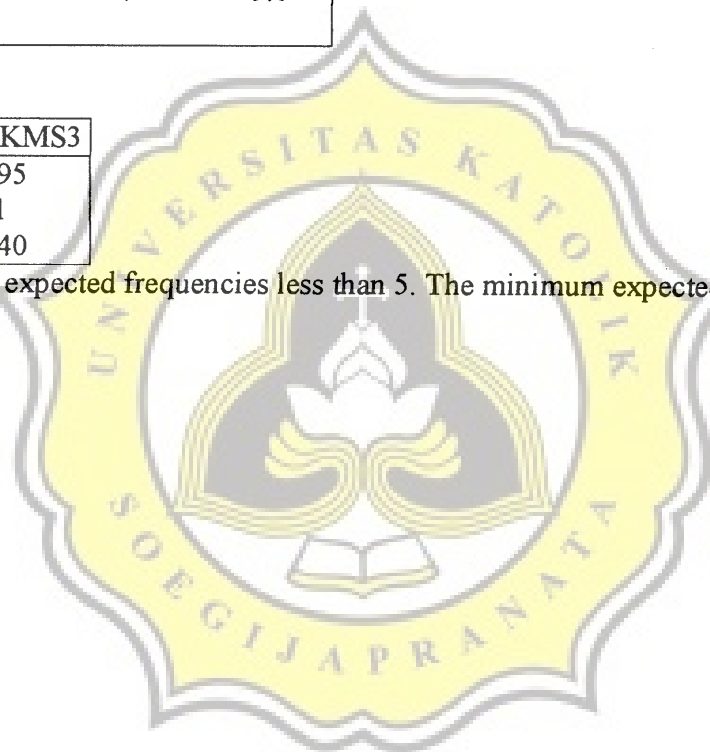
BTK_KMS3

| | Observed N | Expected N | Residual |
|----------|------------|------------|----------|
| Bentuk 4 | 89 | 84.0 | 5.0 |
| Bentuk 3 | 79 | 84.0 | -5.0 |
| Total | 168 | | |

Test Statistics

| BTK_KMS3 | |
|-------------------------|------|
| Chi-Square ^a | .595 |
| df | 1 |
| Asymp. Sig. | .440 |

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 84.0.



LAMPIRAN 14. Hasil Olah Data Korelasi *Contingency Coeffecient* Hubungan Tempat Memebeli, Waktu Mengkonsumsi, Bentuk *Cookies*, Jenis *Cookies*, Bentuk Lingkaran Berlapis Krim, Isi Tiap Kemasan, Atribut (Warna, Gambar, Bentuk) Kemasan Dengan Tingkat Pendidikan

BTK_CKS * PDDKAN

Symmetric Measures

| | Value | Approx. Sig. |
|--|-------|--------------|
| Nominal by Nominal Contingency Coefficient | .126 | .088 |
| N of Valid Cases | 300 | |

WRN_KMS * PDDKAN

Symmetric Measures

| | Value | Approx. Sig. |
|--|-------|--------------|
| Nominal by Nominal Contingency Coefficient | .282 | .100 |
| N of Valid Cases | 300 | |

GBR_KMS * PDDKAN

Symmetric Measures

| | Value | Approx. Sig. |
|--|-------|--------------|
| Nominal by Nominal Contingency Coefficient | .316 | .015 |
| N of Valid Cases | 300 | |

BTK_KMS * PDDKAN

Symmetric Measures

| | Value | Approx. Sig. |
|--|-------|--------------|
| Nominal by Nominal Contingency Coefficient | .237 | .022 |
| N of Valid Cases | 300 | |

BTK_CKS * JENKEL

Symmetric Measures

| | Value | Approx. Sig. |
|--|-------|--------------|
| Nominal by Nominal Contingency Coefficient | .180 | .002 |
| N of Valid Cases | 300 | |

WRN_KMS * PDDKAN

Symmetric Measures

| | Value | Approx. Sig. |
|--|-------|--------------|
| Nominal by Nominal Contingency Coefficient | .189 | .269 |
| N of Valid Cases | 300 | |

GBR_KMS * PDDKAN

Symmetric Measures

| | Value | Approx. Sig. |
|--|-------|--------------|
| Nominal by Nominal Contingency Coefficient | .316 | .000 |
| N of Valid Cases | 300 | |

BTK_KMS * PDDKAN

Symmetric Measures

| | Value | Approx. Sig. |
|--|-------|--------------|
| Nominal by Nominal Contingency Coefficient | .131 | .264 |
| N of Valid Cases | 300 | |

LAMPIRAN 15. Perhitungan Jumlah Sampel dan Tabel Nilai Z

Penentuan jumlah sampel (banyak responden) dilakukan pada tingkat keyakinan 94,4% dan kesalahan penarikan sampel (α) 5,6%. Rumus besarnya sampel :

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

$$\alpha = 0,056$$

$$\frac{1}{2} \alpha = 0,028$$

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

$$= 1 - 0,028 = 0,972 \longrightarrow \text{lihat tabel Z (1arah), } Z_{\alpha/2} = 1,91$$

1. Suka bentuk beruang = 190 orang (lihat data tabulasi)

$$\text{Proporsi} = 190/300 = 0,63$$

$$N = 0,63 (1 - 0,63) \left\{ \frac{1,91}{0,056} \right\}^2$$

$$= 0,2331 \times 1163,3$$

$$= 271,17$$

jadi banyaknya responden yang harus disurvei paling sedikit 272 orang

2. Suka warna kemasan Good time teddy = 73 orang (lihat data tabulasi)

$$\text{Proporsi} = 73/300 = 0,24$$

$$N = 0,24 (1 - 0,24) \left\{ \frac{1,91}{0,056} \right\}^2$$

$$= 0,1824 \times 1163,3$$

$$= 212,19$$

jadi banyaknya responden yang harus disurvei paling sedikit 213 orang

3. Suka gambar kemasan Hollanda coco bear = 114 orang (lihat data tabulasi)

$$\text{Proporsi} = 114/300 = 0,38$$

$$N = 0,38 (1 - 0,38) \left\{ \frac{1,91}{0,056} \right\}^2$$

$$= 0,2356 \times 1163,3$$

$$= 274,07$$

jadi banyaknya responden yang harus disurvei paling sedikit 275 orang

4. Suka bentuk kemasan Good time teddy (besar) = 89 orang (lihat data tabulasi)

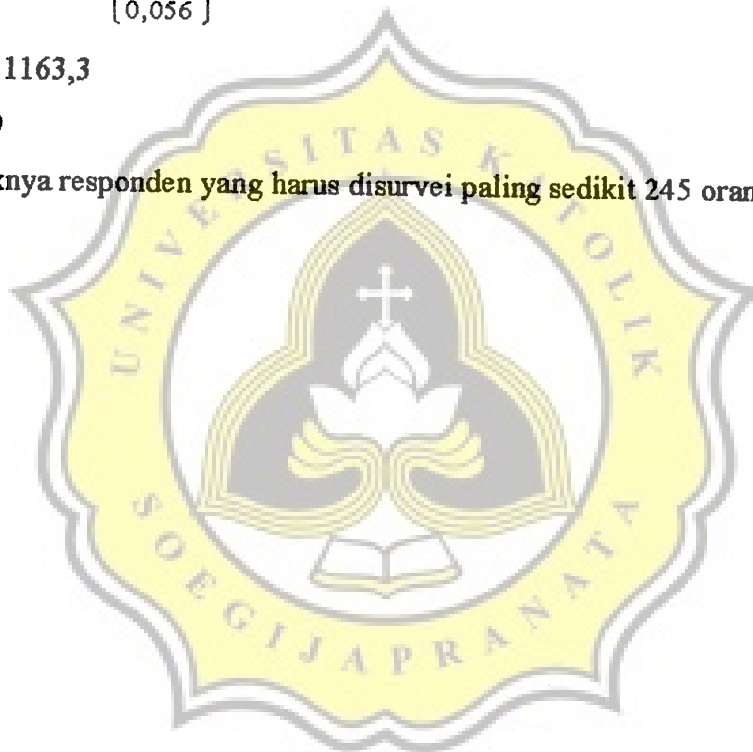
$$\text{Proporsi} = 89/300 = 0,30$$

$$N = 0,30 (1 - 0,30) \left\{ \frac{1,91}{0,056} \right\}^2$$

$$= 0,21 \times 1163,3$$

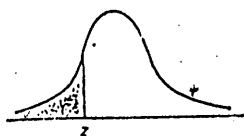
$$= 244,29$$

jadi banyaknya responden yang harus disurvei paling sedikit 245 orang



Nilai Tabel Z

Table 1
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. Kourke, and G. B. Thomas, Jr. Reading, Mass.: Addison-Wesley, 1970, p. 473.