



Jika skor yang diberikan pada Minuman Serbuk pada angka 1 dan 2, Maka anda tidak perlu mengisi pertanyaan no 3 sampai no 16 tetapi anda langsung mengisi pertanyaan dari no 17

3. Dalam kondisi bagaimana anda membeli minuman serbuk?
a. Ingin b. Haus c. Lainnya.....
4. Dimana anda biasa membeli minuman serbuk?
a. Warung sekitar kampus b. Warung dekat rumah
c. Pasar d. Supermarket
e. Lainnya.....
5. Darimana anda mendapatkan informasi pertama kali tentang minuman serbuk?
a. Iklan b. Teman dan keluarga c. Merek yang ada di warung
d. Lainnya.....
6. Rasa minuman serbuk apa yang paling anda sukai?
a. Jeruk b. Strawberry c. Melon d. Manga
e. Apel f. Jambu g. Nanas h. Lainnya.....
7. Warna minuman serbuk apa yang paling anda sukai?
a. Orange b. Kuning c. Hijau d. Merah
e. Lainnya.....
8. Apakah anda membaca informasi dalam kemasan minuman serbuk?
a. Ya b. Tidak
9. Menurut anda informasi apakah yang paling penting?
a. Berat bersih b. Komposisi c. Kadaluwarsa
d. Kandungan Gizi e. Keberadaan bahan pengawet, pewarna dan pemanis buatan
10. Dari berbagai merek minuman serbuk dibawah ini mana yang paling sering anda konsumsi ?
a. Marimas b. Jasjus c. Hore d. Nutrisari e. Tang
f. Sunfill
g. Lainnya.....
11. Dari merek minuman serbuk yang paling sering anda beli tersebut apakah anda tahu harganya
a. Tahu tepat b. Tahu perkiraan c. Tidak tahu
12. Apa yang mempengaruhi anda mengkonsumsi Ulang minuman serbuk tersebut
a. Iklan b. Hadiah c. Orang lain d. Rasanya.
e. Lainnya.....

13. Seberapa sering anda mengkonsumsi minuman serbuk
- Pernah mengkonsumsi
 - Mengkonsumsi Lebih dari satu kali per bulan
 - Mengkonsumsi lebih dari satu kali per minggu
 - Mengkonsumsi Lebih dari satu kali per tiga hari
 - Mengkonsumsi lebih dari satu kali per hari
14. Jenis kemasan apa yang paling sering anda beli
- Sachet
 - Kemasan gelas/ Jumbo
 - Kemasan kardus
 - Lainnya.....
15. Berikan penilaian dengan skor (1-5) dari atribut kemasan minuman serbuk?
 Keterangan : Skor 1 = Sangat tidak penting Skor 2 = tidak penting
 Skor 3= agak penting Skor 4 = Penting Skor 5 = Sangat Penting

	1	2	3	4	5	
a. Warna	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
sangat tidak penting						sangat penting
b. Gambar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
sangat tidak penting						sangat penting
c. Ukuran	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
sangat tidak penting						sangat penting
d. Kemudahan disobek	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
sangat tidak penting						sangat penting
e. Bahan Kemasan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
sangat tidak penting						sangat penting

16. Faktor-faktor yang paling menentukan anda membeli minuman serbuk, urutkan (1-7) dari yang paling menentukan (1) sampai yang paling tidak menentukan (7)
- Kebutuhan / Keinginan []
 - Rasa []
 - Warna []
 - Harga []
 - Merek []
 - Penampilan dan Ukuran Kemasan []
 - Iklan / Promosi []

Pertanyaan no 17 hanya diisi jika skor yang diberikan pada pertanyaan no 2A menunjukkan angka 1 dan 2

17. Apa alasan anda tidak suka Minum minuman serbuk ? (boleh diisi lebih dari satu)

- Karena rasanya
- Karena aromanya
- Karena Harganya
- Karena Warnanya
- Karena Keberadaan bahan pengawet, pewarna dan pemanis buatan
- Lainnya.....

Terima kasih atas partisipasinya



LAMPIRAN 2. DATA TABULASI

1	jenis kel		%			
	laki-laki		50.33			
	perempuan		49.67			
	uang saku		%	Pria	%	Wanita
	<2000 / hr		64	95	62.91	97
	2000-5000/hr		34.33	53	35.10	50
	5000-10000		1.33	3	1.99	1
	>10000		0.33	0	0	1
				151		149
	Umur		%	Pria	%	Wanita
	10 thn		20.67	21	13.91	41
	11 thn		55.67	89	58.94	78
	12 thn		20.33	34	22.52	27
	13 thn		3.33	7	4.64	3
				151		149
2:00 AM	minuman serbuk		%	Pria	%	Wanita
	sgt tdk suka		0.33	1	0.66	0
	tdk suka		1.00	1	0.66	2
	agak suka		28.67	53	35.10	33
	suka		56.33	73	48.34	96
	sangat suka		13.67	23	15.23	18
				151		149
B	Syrup		%	Pria	%	Wanita
	sgt tdk suka		0.33	1	0.66	0
	tdk suka		4.33	11	7.28	2
	agak suka		34.67	59	39.07	45
	suka		43.67	60	39.74	71
	sangat suka		17.00	20	13.25	31
				151		149
C	soft drink		%	Pria	%	Wanita
	sgt tdk suka		0.67	1	0.66	1
	tdk suka		1.33	3	1.99	1
	agak suka		9.67	14	9.27	15
	suka		37.67	54	35.76	59
	sangat suka		50.67	79	52.32	73
				151		149
D	nata de coco		%	Pria	%	Wanita
	sgt tdk suka		4.67	9	5.96	5
	tdk suka		13.00	20	13.25	19
	agak suka		29.67	44	29.14	45
	suka		35.33	53	35.10	53
	sangat suka		17.33	25	16.56	27
				151		149

E	AMDK	%	Pria	%	Wanita	%
	sgt tdk suka	2	4	12.12	2	6.06
	tdk suka	2.33	4	12.12	3	9.09
	agak suka	33	59	39.07	40	26.85
	suka	40.67	51	33.77	71	47.65
	sangat suka	22	33	21.85	33	22.15
			151		149	
3	kondisi	%	Pria	%	Wanita	%
	ingin	51.18	65	43.33	87	59.18
	haus	48.82	85	56.67	60	40.82
			150		147	
4	dimana beli	%	Pria	%	Wanita	%
	wrg sekitar sekol	6.40	10	6.67	9	6.12
	wrg dekat rumah	81.48	128	85.33	114	77.55
	supermarket	12.12	12	8.00	24	16.33
			150		147	
5	darimana mend	%	Pria	%	Wanita	%
	iklan	95.62	141	94	143	97.28
	teman	1.68	3	2	2	1.36
	merek yang ada	2.69	6	4	2	1.36
			150		147	
6	Rasa minuman :	%	Pria	%	Wanita	%
	jeruk	34.01	49	32.67	52	35.37
	strawberry	19.19	33	22	24	16.33
	melon	20.54	37	24.67	24	16.33
	mangga	17.17	22	14.67	29	19.73
	apel	3.03	6	4	3	2.04
	jambu	6.06	3	2	15	10.20
			150		147	
7	Warna minumar	%	Pria	%	Wanita	%
	orange	44.11	59	39.33	72	48.98
	kuning	13.47	21	14	19	12.93
	hijau	18.52	30	20	25	17.01
	merah	23.91	40	26.67	31	21.09
			150		147	

Apakah membaca informasi p: ya		Apakah membaca informasi p: tidak							
%	79.46	Pria	114	%	76	Wanita	122	%	82.99
	20.54		36		24		25		17.01
			150				147		

Informasi yang plg penting									
brt bersih	%	Pria	4	%	2.67	Wanita	1	%	0.68
komposisi	1.68		7		4.67		1		0.68
kadaluwarsa	2.69		81		54.00		110		74.83
kand gizi	64.31		39		26.00		20		13.61
keberadaan bhn pengawet, pew	19.87		19		12.67		15		10.20
	11.45		150				147		

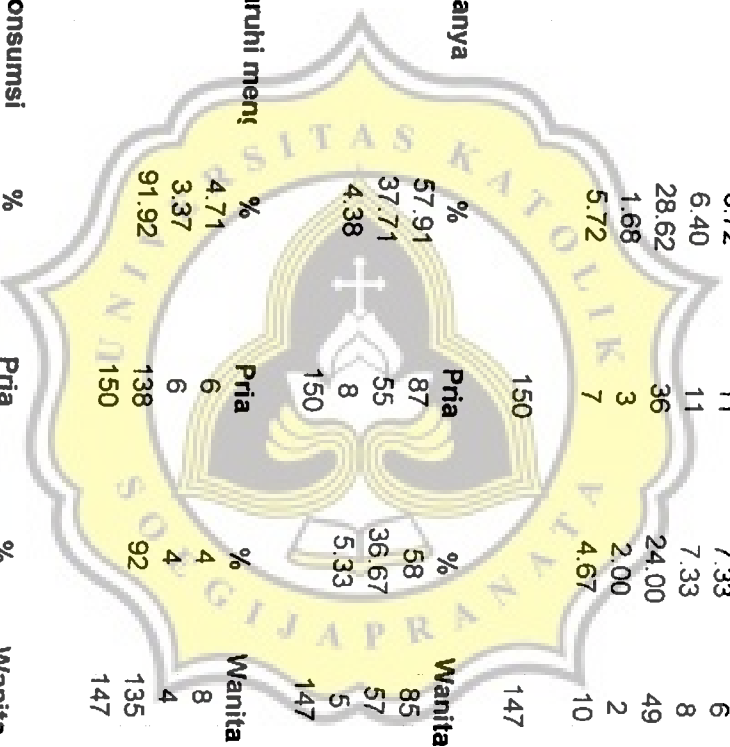
merek mman serbuk yang plg marimas									
jajius	%	Pria	82	%	54.67	Wanita	72	%	48.98
hore	5.72		11		7.33		6		4.06
nutrisari	6.40		11		7.33		8		5.44
tang	28.62		36		24.00		49		33.33
sunfill	1.68		3		2.00		2		1.36
	5.72		7		4.67		10		6.80

anda tahu harganya tahu tepat									
tahu perkraan	%	Pria	87	%	58	Wanita	85	%	57.82
tidak tahu	57.91		55		36.67		57		38.78
	37.71		8		5.33		5		3.40
	4.38		150				147		

apa yang mempengaruhi men: iklan									
hadiah	%	Pria	6	%	4	Wanita	8	%	5.44
rasanya	4.71		6		4		4		2.72
	3.37		138		92		135		91.84
	91.92		150				147		

seberapa srg mengkonsumsi pernah mengkonsumsi									
mengkonsumsi >1x per bin	%	Pria	33	%	22	Wanita	25	%	17.01
mengkonsumsi >1x per mgg	19.53		19		12.67		16		10.88
mengkonsumsi >1x per hr	11.78		42		28		46		31.29
mengkonsumsi >1x per 3 hr	29.63		24		16		25		17.01
	16.50		32		21.33		35		23.81
	22.56		150				147		

jenis kemasan yang plg srg di sachet									
kemasan gelas/jumbo	%	Pria	131	%	87.33	Wanita	126	%	85.71
kemasan kardus	86.53		11		7.33		17		11.56
	9.43		8		5.33		4		2.72
	4.04		150				147		



PENILAIAN ATRIBUT KEMASAN

		Pria		Wanita		
	%		%		%	
15	sgt tdk ptg	3.70	6	4	5	3.40
A	tdk ptg	15.49	21	14	25	17.01
	agak ptg	38.05	57	38	56	38.10
	penting	36.70	55	36.67	54	36.73
	sgt ptg	6.06	11	7.33	7	4.76
			150		147	

		Pria		Wanita		
	%		%		%	
B	sgt tdk ptg	7.74	13	8.67	10	6.80
	tdk ptg	27.61	37	24.67	45	30.61
	agak ptg	34.68	55	36.67	48	32.65
	penting	23.23	32	21.33	37	25.17
	sgt ptg	6.73	13	8.67	7	4.76
			150		147	

		Pria		Wanita		
	%		%		%	
C	sgt tdk ptg	3.37	4	2.67	6	4.08
	tdk ptg	15.15	23	15.33	22	14.97
	agak ptg	29.29	37	24.67	50	34.01
	penting	41.08	66	44	56	38.10
	sgt ptg	11.11	20	13.33	13	8.84
			150		147	

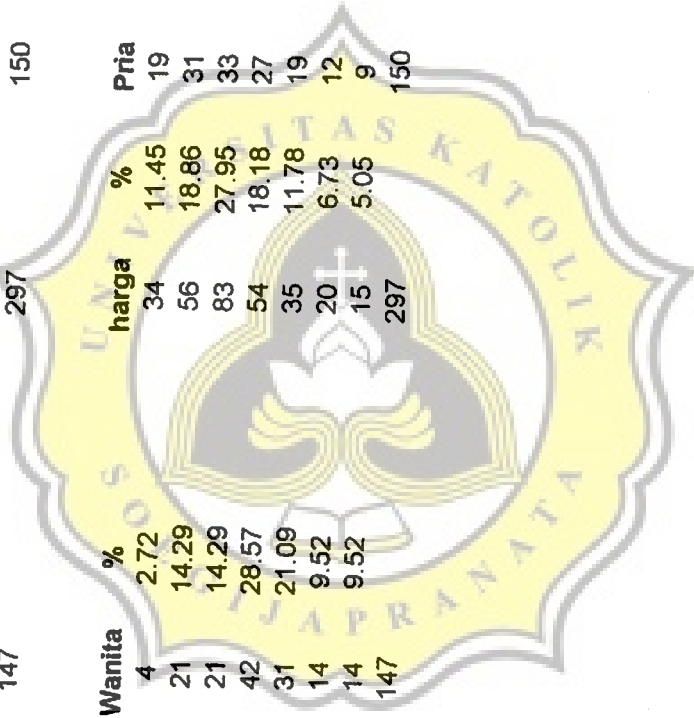
		Pria		Wanita		
	%		%		%	
D	sgt tdk ptg	7.74	9	18.75	14	24.14
	tdk ptg	20.88	38	79.17	24	41.38
	agak ptg	24.58	39	81.25	34	58.62
	penting	35.69	48	32	58	39.46
	sgt ptg	11.11	16	10.67	17	11.56
			150		147	

		Pria		Wanita		
	%		%		%	
E	sgt tdk ptg	2.02	4	2.67	2	1.36
	tdk ptg	6.73	6	4	14	9.52
	agak ptg	15.82	27	18	20	13.61
	penting	43.10	65	43.33	63	42.86
	sgt ptg	32.32	48	32	48	32.65
			150		147	

faktor yang paling menentukan

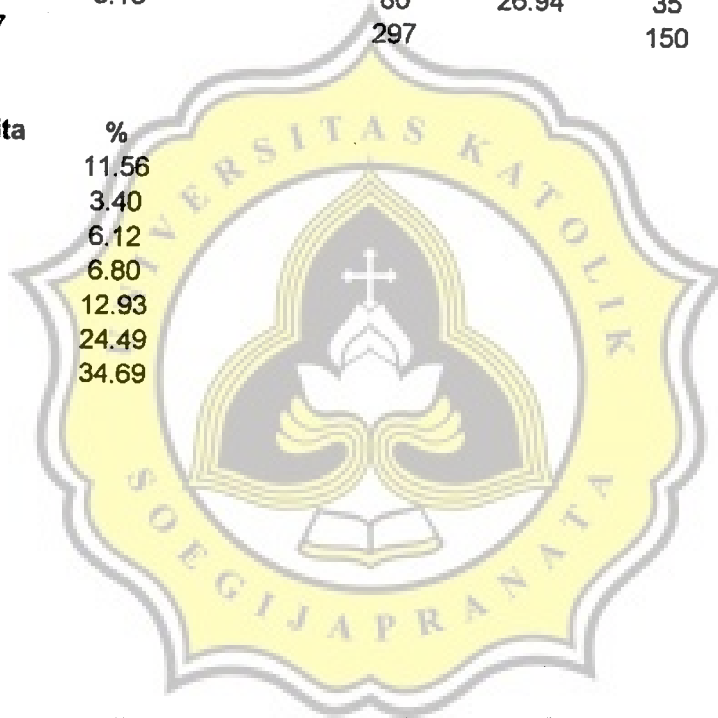
	kebutuhan	%	Pria	%	Wanita	%	rasa	%	Pria	%	Wanita	%
1	49	16.50	21	14	28	19.05	150	50.51	80	53.33	70	47.62
2	78	26.26	43	28.67	35	23.81	57	19.19	23	15.33	34	23.13
3	35	11.78	16	10.67	19	12.93	36	12.12	20	13.33	16	10.88
4	29	9.76	18	12	11	7.48	33	11.11	13	8.67	20	13.61
5	39	13.13	19	12.67	20	13.61	16	5.39	11	7.33	5	3.40
6	32	10.77	17	11.33	15	10.20	4	1.35	2	1.33	2	1.36
7	35	11.78	16	10.67	19	12.93	1	0.34	1	0.67	0	0.00
	297		150		147		297		150		147	

	warna	%	Pria	%	Wanita	%	harga	%	Pria	%	Wanita	%
8	8	2.69	4	2.67	4	2.72	34	11.45	19	12.67	15	10.20
38	38	12.79	17	11.33	21	14.29	56	18.86	31	20.67	25	17.01
46	46	15.49	25	16.67	21	14.29	83	27.95	33	22.00	50	34.01
77	77	25.93	35	23.33	42	28.57	54	18.18	27	18.00	27	18.37
62	62	20.88	31	20.67	31	21.09	35	11.78	19	12.67	16	10.88
37	37	12.46	23	15.33	14	9.52	20	6.73	12	8.00	8	5.44
29	29	9.76	15	10.00	14	9.52	15	5.05	9	6.00	6	4.08
	297		150		147		297		150		147	



merek	%	Pria	%	Wanita	%	penampilan&ukuran	%	Pria	%	Wanita	%
14	4.71	6	4	8	5.44	9	3.03	4	2.67	5	3.40
43	14.48	20	13.33	23	15.65	10	3.37	5	3.33	5	3.40
47	15.82	26	17.33	21	14.29	28	9.43	18	12.00	10	6.80
58	19.53	27	18	31	21.09	25	8.42	19	12.67	6	4.08
63	21.21	35	23.33	28	19.05	50	16.84	22	14.67	28	19.05
46	15.49	22	14.67	24	16.33	95	31.99	47	31.33	48	32.65
26	8.75	14	9.33	12	8.16	80	26.94	35	23.33	45	30.61
297		150	100	147		297		150		147	

iklan	%	Pria	%	Wanita	%
34	11.45	17	11.33	17	11.56
14	4.71	9	6.00	5	3.40
22	7.41	13	8.67	9	6.12
21	7.07	11	7.33	10	6.80
32	10.77	13	8.67	19	12.93
63	21.21	27	18.00	36	24.49
111	37.37	60	40.00	51	34.69
297.00		150		147	



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 5% (0,05). Rumus Besarnya sampel :

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

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

$$\begin{aligned} Z_{\alpha/2} &= 1 - \frac{1}{2} \alpha \\ &= 1 - 0,025 \\ &= 0,975 \rightarrow Z_{\alpha/2} = 1,96 \end{aligned}$$

1. Suka minuman serbuk dan agak suka minuman serbuk = $86 + 169 = 255$ orang

$$\text{Proporsi} = 255/300 = 0,85$$

$$\begin{aligned} N &= 0,85 (1 - 0,85) \cdot \left\{ \frac{1,96}{0,05} \right\}^2 \\ &= 0,12 \cdot 1536,64 \\ &= 195,9 \end{aligned}$$

jadi, banyaknya responden yang harus disurvei paling sedikit 196 orang

2. Suka baca info pada kemasan = 236

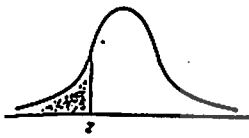
$$\text{Proporsi} = 236/300 = 0,78$$

$$\begin{aligned} N &= 0,78 (1 - 0,78) \cdot \left\{ \frac{1,96}{0,05} \right\}^2 \\ &= 0,17 \cdot 1536,64 \\ &= 261,22 \end{aligned}$$

jadi, banyaknya responden yang harus disurvei paling sedikit 261 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 P. Mosteller, R. E. K. Rourke, and G. B. Thomas, Jr. Reading, Mass.: Addison-Wesley, 1970, p. 473.

LAMPIRAN 4. Hasil Uji Chi-Square

Chi-Square Test

Frequencies

KONDISI

	Observed N	Expected N	Residual
ingin	152	148.5	3.5
haus	145	148.5	-3.5
Total	297		

Test Statistics

	KONDISI
Chi-Square ^a	.165
df	1
Asymp. Sig.	.685

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 148.5.

Frequencies

TMPT_BLI

	Observed N	Expected N	Residual
wmg sktr sekolah	19	74.3	-55.3
wmg dkt rmh pasar	242	74.3	167.8
supermarket	1	74.3	-73.3
Total	297	74.3	-39.3

Test Statistics

	TMPT_BLI
Chi-Square ^a	513.114
df	3
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 74.3.

Frequencies

ASL_INFO

	Observed N	Expected N	Residual
iklan	284	99.0	185.0
teman	5	99.0	-94.0
merek yg ada di wrng	8	99.0	-91.0
Total	297		

Test Statistics

	ASL_INFO
Chi-Square ^a	518.606
df	2
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 99.0.

Frequencies

RASA

	Observed N	Expected N	Residual
jeruk	101	42.4	58.6
strawberi	57	42.4	14.6
melon	61	42.4	18.6
mangga	51	42.4	8.6
apel	9	42.4	-33.4
jambu	16	42.4	-26.4
nanas	2	42.4	-40.4
Total	297		

Test Statistics

	RASA
Chi-Square ^a	177.044
df	6
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 42.4.

Frequencies

WARNA

	Observed N	Expected N	Residual
orange	131	74.3	56.8
kuning	40	74.3	-34.3
hijau	55	74.3	-19.3
merah	71	74.3	-3.3
Total	297		

Test Statistics

	WARNA
Chi-Square ^a	64.306
df	3
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 74.3.

Frequencies

BACA_INF

	Observed N	Expected N	Residual
ya	236	148.5	87.5
tidak	61	148.5	-87.5
Total	297		

Test Statistics

	BACA_INF
Chi-Square ^a	103.114
df	1
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 148.5.

Frequencies

INFO_PTG

	Observed N	Expected N	Residual
berat bersih	5	59.4	-54.4
komposisi	8	59.4	-51.4
kadaluarsa	191	59.4	131.6
kandungan gizi	59	59.4	-.4
keberadaan bhn pengawet	34	59.4	-25.4
Total	297		

Test Statistics

	INFO PTG
Chi-Square ^a	396.721
df	4
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 59.4.

Frequencies

MEREK

	Observed N	Expected N	Residual
marimas	154	49.5	104.5
jasjus	17	49.5	-32.5
hore	19	49.5	-30.5
nutrisari	85	49.5	35.5
tang	5	49.5	-44.5
sunfill	17	49.5	-32.5
Total	297		

Test Statistics

	MEREK
Chi-Square ^a	347.545
df	5
Asymp. Sig.	.000

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

Frequencies

TAHU_HRG

	Observed N	Expected N	Residual
tahu tepat	172	99.0	73.0
tahu perkiraan	112	99.0	13.0
tidak tahu	13	99.0	-86.0
Total	297		

Test Statistics

	TAHU_HRG
Chi-Square ^a	130.242
df	2
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 99.0.

Frequencies

KON_ULNG

	Observed N	Expected N	Residual
iklan	14	99.0	-85.0
hadiah	10	99.0	-89.0
rasa	273	99.0	174.0
Total	297		

Test Statistics

	KON_ULNG
Chi-Square ^a	458.808
df	2
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 99.0.

Frequencies

FREK_KON

	Observed N	Expected N	Residual
pemah mengkonsumsi	58	59.4	-1.4
konsumsi > 1x/bulan	35	59.4	-24.4
konsumsi > 1x/minggu	88	59.4	28.6
konsumsi > 1x/3hari	49	59.4	-10.4
konsumsi > 1x/hari	67	59.4	7.6
Total	297		

Test Statistics

	FREK_KON
Chi-Square ^a	26.620
df	4
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 59.4.

Frequencies

JNS_KEM

	Observed N	Expected N	Residual
sachet	257	99.0	158.0
kemasangelas/jumbo	28	99.0	-71.0
kemasan kardus	12	99.0	-87.0
Total	297		

Test Statistics

	JNS_KEM
Chi-Square ^a	379.535
df	2
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 99.0.

Frequencies

WRN_KEM

	Observed N	Expected N	Residual
sangat tidak penting	11	59.4	-48.4
tidak penting	46	59.4	-13.4
agak penting	113	59.4	53.6
penting	109	59.4	49.6
sangat penting	18	59.4	-41.4
Total	297		

Test Statistics

	WRN_KEM
Chi-Square ^a	161.098
df	4
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 59.4.

Frequencies

GMBR_KEM

	Observed N	Expected N	Residual
sangat tidak penting	23	59.4	-36.4
tidak penting	82	59.4	22.6
agak penting	103	59.4	43.6
penting	69	59.4	9.6
sangat penting	20	59.4	-39.4
Total	297		

Test Statistics

	GMBR_KEM
Chi-Square ^a	90.593
df	4
Asymp. Sig.	.000

- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 59.4.

Frequencies

UKUR_KEM

	Observed N	Expected N	Residual
sangat tidak penting	10	59.4	-49.4
tidak penting	45	59.4	-14.4
agak penting	87	59.4	27.6
penting	122	59.4	62.6
sangat penting	33	59.4	-26.4
Total	297		

Test Statistics

	UKUR_KEM
Chi-Square ^a	135.104
df	4
Asymp. Sig.	.000

- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 59.4.

Frequencies

KMDHN_SB

	Observed N	Expected N	Residual
sangat tidak penting	23	59.4	-36.4
tidak penting	62	59.4	2.6
agak penting	73	59.4	13.6
penting	106	59.4	46.6
sangat penting	33	59.4	-26.4
Total	297		

Test Statistics

	KMDHN_SB
Chi-Square ^a	73.825
df	4
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 59.4.

Frequencies

BHN_KEM

	Observed N	Expected N	Residual
sangat tidak penting	6	59.4	-53.4
tidak penting	20	59.4	-39.4
agak penting	47	59.4	-12.4
penting	128	59.4	68.6
sangat penting	96	59.4	36.6
Total	297		

Test Statistics

	BHN_KEM
Chi-Square ^a	178.505
df	4
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 59.4.

Hasil Chi-Square Jenis Kelamin

Frequencies

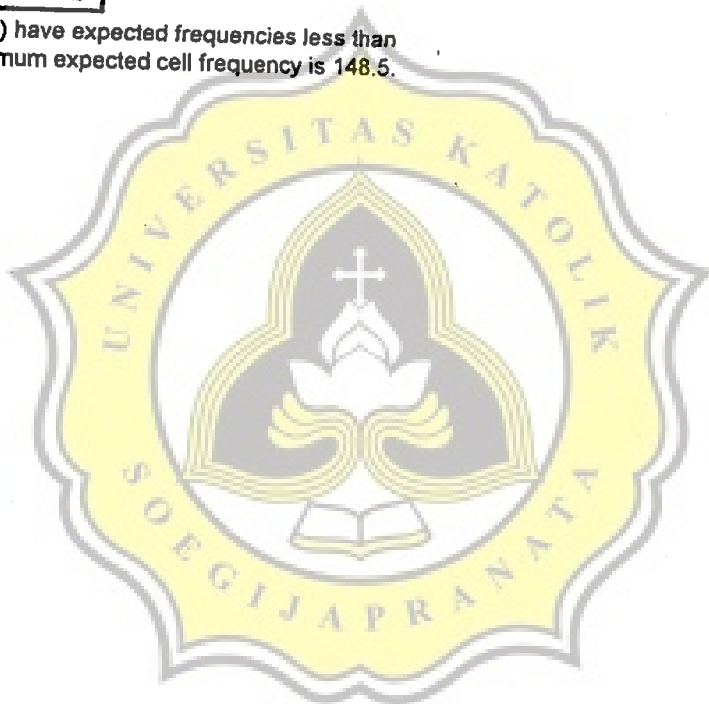
JENKEL

	Observed N	Expected N	Residual
pria	150	148.5	1.5
wanita	147	148.5	-1.5
Total	297		

Test Statistics

	JENKEL
Chi-Square ^a	.030
df	1
Asymp. Sig.	.862

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 148.5.



LAMPIRAN 5. Hasil Olah Data *Mann Whitney U* & *Kolmogorov*

Two-Sample *Kolmogorov-Smirnov* Test

Jenkel*Kondisi

Frequencies

JENKEL	N
KONDISI pria	150
wanita	147
Total	297

Test Statistics^a

		KONDISI
Most Extreme Differences	Absolute	.159
	Positive	.000
	Negative	-.159
Kolmogorov-Smirnov Z		1.366
Asymp. Sig. (2-tailed)		.048

a. Grouping Variable: JENKEL

Mann-Whitney Test

Jenkel*Tempat Beli

Ranks

JENKEL	N	Mean Rank	Sum of Ranks
TMPT_BLI pria	150	142.84	21426.00
wanita	147	155.29	22827.00
Total	297		

Test Statistics^a

	TMPT_BLI
Mann-Whitney U	10101.000
Wilcoxon W	21426.000
Z	-1.847
Asymp. Sig. (2-tailed)	.065

a. Grouping Variable: JENKEL

Mann-Whitney Test

Jenkel*Asal Info

Ranks

JENKEL	N	Mean Rank	Sum of Ranks
ASL_INFO pria	150	151.43	22714.50
wanita	147	146.52	21538.50
Total	297		

Test Statistics^a

	ASL_INFO
Mann-Whitney U	10660.500
Wilcoxon W	21538.500
Z	-1.390
Asymp. Sig. (2-tailed)	.165

a. Grouping Variable: JENKEL

Mann-Whitney Test

Jenkel*Rasa

Ranks

JENKEL	N	Mean Rank	Sum of Ranks
RASA pria	150	144.56	21684.50
wanita	147	153.53	22568.50
Total	297		

Test Statistics^a

	RASA
Mann-Whitney U	10359.500
Wilcoxon W	21684.500
Z	-.928
Asymp. Sig. (2-tailed)	.354

a. Grouping Variable: JENKEL

Two-Sample Kolmogorov-Smirnov Test

Jenkel*Warna

Frequencies

JENKEL	N
WARNA pria	150
wanita	147
Total	297

Test Statistics^a

		WARNA
Most Extreme Differences	Absolute	.096
	Positive	.000
	Negative	-.096
Kolmogorov-Smirnov Z		.831
Asymp. Sig. (2-tailed)		.494

a. Grouping Variable: JENKEL

Mann-Whitney Test

Jenkel *Baca Info

Ranks

JENKEL	N	Mean Rank	Sum of Ranks
BACA_INF pria	150	154.14	23121.00
wanita	147	143.76	21132.00
Total	297		

Test Statistics^a

	BACA_INF
Mann-Whitney U	10254.000
Wilcoxon W	21132.000
Z	-1.489
Asymp. Sig. (2-tailed)	.136

a. Grouping Variable: JENKEL

Mann-Whitney Test

Jenkel*Info Penting

Ranks

JENKEL	N	Mean Rank	Sum of Ranks
INFO_PTG pria	150	155.75	23363.00
wanita	147	142.11	20890.00
Total	297		

Test Statistics^a

	INFO_PTG
Mann-Whitney U	10012.000
Wilcoxon W	20890.000
Z	-1.608
Asymp. Sig. (2-tailed)	.108

a. Grouping Variable: JENKEL

Mann-Whitney Test

Jenkel*Merek

Ranks

JENKEL	N	Mean Rank	Sum of Ranks
MEREK pria	150	142.56	21384.00
wanita	147	155.57	22869.00
Total	297		

Test Statistics^a

	MEREK
Mann-Whitney U	10059.000
Wilcoxon W	21384.000
Z	-1.427
Asymp. Sig. (2-tailed)	.153

a. Grouping Variable: JENKEL

Mann-Whitney Test

Jenkel*Tahu Harga

Ranks

JENKEL	N	Mean Rank	Sum of Ranks
TAHU_HRG pria	150	149.47	22421.00
wanita	147	148.52	21832.00
Total	297		

Test Statistics^a

	TAHU_HRG
Mann-Whitney U	10954.000
Wilcoxon W	21832.000
Z	-.111
Asymp. Sig. (2-tailed)	.912

a. Grouping Variable: JENKEL

Mann-Whitney Test

Jenkel*Konsumsi Ulang

Ranks

JENKEL	N	Mean Rank	Sum of Ranks
KON_ULNG pria	150	149.20	22380.00
wanita	147	148.80	21873.00
Total	297		

Test Statistics^a

	KON_ULNG
Mann-Whitney U	10995.000
Wilcoxon W	21873.000
Z	-.086
Asymp. Sig. (2-tailed)	.932

a. Grouping Variable: JENKEL

Mann-Whitney Test

Jenkel*Frekuensi Konsumsi

Ranks

JENKEL	N	Mean Rank	Sum of Ranks
FREK_KON pria	150	143.90	21584.50
wanita	147	154.21	22668.50
Total	297		

Test Statistics^a

	FREK_KON
Mann-Whitney U	10259.500
Wilcoxon W	21584.500
Z	-1.062
Asymp. Sig. (2-tailed)	.288

a. Grouping Variable: JENKEL

Mann-Whitney Test

Jenkel*Jenis Kemasan

Ranks

JENKEL	N	Mean Rank	Sum of Ranks
JNS_KEM pria	150	148.12	22217.50
wanita	147	149.90	22035.50
Total	297		

Test Statistics^a

	JNS_KEM
Mann-Whitney U	10892.500
Wilcoxon W	22217.500
Z	-.302
Asymp. Sig. (2-tailed)	.763

a. Grouping Variable: JENKEL

UJI BEDA JENIS KELAMIN DAN ATRIBUT KEMASAN MINUMAN SERBUK

Mann-Whitney Test

Jenkel*Warna Kemasan

		Ranks		
JENKEL		N	Mean Rank	Sum of Ranks
WRN_KEM	pria	150	152.05	22807.00
	wanita	147	145.89	21446.00
	Total	297		

Test Statistics^a

	WRN_KEM
Mann-Whitney U	10568.000
Wilcoxon W	21446.000
Z	-.654
Asymp. Sig. (2-tailed)	.513

a. Grouping Variable: JENKEL

Two-Sample Kolmogorov-Smirnov Test

Jenis Kelamin*Gambar Kemasan

Frequencies

JENKEL	N	
GMBR_KEM	pria	150
	wanita	147
	Total	297

Test Statistics^a

		GMBR_KEM
Most Extreme Differences	Absolute	.041
	Positive	.019
	Negative	-.041
Kolmogorov-Smirnov Z		.352
Asymp. Sig. (2-tailed)		1.000

a. Grouping Variable: JENKEL

Mann-Whitney Test

Jenis Kelamin*Ukuran Kemasan

Ranks

	JENKEL	N	Mean Rank	Sum of Ranks
UKUR_KEM	pria	150	156.63	23495.00
	wanita	147	141.21	20758.00
	Total	297		

Test Statistics^a

	UKUR_KEM
Mann-Whitney U	9880.000
Wilcoxon W	20758.000
Z	-1.630
Asymp. Sig. (2-tailed)	.103

a. Grouping Variable: JENKEL

Mann-Whitney Test

Jenis Kelamin*Kemudahan Sobek

Ranks

	JENKEL	N	Mean Rank	Sum of Ranks
KMDHN_SB	pria	150	143.90	21585.00
	wanita	147	154.20	22668.00
	Total	297		

Test Statistics^a

	KMDHN_SB
Mann-Whitney U	10260.000
Wilcoxon W	21585.000
Z	-1.073
Asymp. Sig. (2-tailed)	.283

a. Grouping Variable: JENKEL

Mann-Whitney Test

Jenis Kelamin*Bahan Kemasan

Ranks

JENKEL	N	Mean Rank	Sum of Ranks
BHN_KEM pria	150	149.18	22376.50
wanita	147	148.82	21876.50
Total	297		

Test Statistics^a

	BHN_KEM
Mann-Whitney U	10998.500
Wilcoxon W	21876.500
Z	-.038
Asymp. Sig. (2-tailed)	.970

a. Grouping Variable: JENKEL



LAMPIRAN 6. Hasil Olah Data Korelasi *Contingency Coefficient*

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
KONDISI * FREK_KON	297	100.0%	0	.0%	297	100.0%
TMPT_BLI * FREK_KON	297	100.0%	0	.0%	297	100.0%
ASL_INFO * FREK_KON	297	100.0%	0	.0%	297	100.0%
RASA * FREK_KON	297	100.0%	0	.0%	297	100.0%
WARNA * FREK_KON	297	100.0%	0	.0%	297	100.0%
BACA_INF * FREK_KON	297	100.0%	0	.0%	297	100.0%
INFO_PTG * FREK_KON	297	100.0%	0	.0%	297	100.0%
MEREK * FREK_KON	297	100.0%	0	.0%	297	100.0%
TAHU_HRG * FREK_KON	297	100.0%	0	.0%	297	100.0%
KON_ULNG * FREK_KON	297	100.0%	0	.0%	297	100.0%
JNS_KEM * FREK_KON	297	100.0%	0	.0%	297	100.0%
WRN_KEM * FREK_KON	297	100.0%	0	.0%	297	100.0%
GMBR_KEM * FREK_KON	297	100.0%	0	.0%	297	100.0%
UKUR_KEM * FREK_KON	297	100.0%	0	.0%	297	100.0%
KMDHN_SB * FREK_KON	297	100.0%	0	.0%	297	100.0%
BHN_KEM * FREK_KON	297	100.0%	0	.0%	297	100.0%

KONDISI * FREK_KON

Crosstab

Count

		FREK KON				Total	
		pemah mengkon sumsi	konsumsi >1x/bulan	konsumsi >1x/minggu	konsumsi >1x/3hari		konsumsi >1x/hari
KONDISI	ingin	34	14	43	25	36	152
	haus	24	21	45	24	31	145
Total		58	35	88	49	67	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.400 ^a	4	.493
Likelihood Ratio	3.417	4	.491
Linear-by-Linear Association	.013	1	.909
N of Valid Cases	297		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 17.09.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.106	.493
N of Valid Cases	297	

a. Not assuming the null hypothesis.

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

TMPT_BLI * FREK_KON

Crosstab

Count

		FREK KON					Total
		pernah mengkonsumsi	konsumsi >1x/bulan	konsumsi >1x/minggu	konsumsi >1x/3hari	konsumsi >1x/hari	
TMPT_BLI	wmg sktr sekolah	6	3	8	0	2	19
	wrng dkt rmh pasar	47	26	69	44	56	242
	supermarket	0	0	1	0	0	1
	Total	5	6	10	5	9	35
Total		58	35	88	49	67	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.793 ^a	12	.462
Likelihood Ratio	14.861	12	.249
Linear-by-Linear Association	1.271	1	.260
N of Valid Cases	297		

a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .12.

Symmetric Measures

Nominal by Nominal N of Valid Cases	Contingency Coefficient	Value .195 297	Approx. Sig. .462
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- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

ASL_INFO * FREK_KON

Crosstab

Count	FREK KON					Total
	pernah mengkon sumsi	>1x/bulan	Konsumsi >1x/minggu	konsumsi >1x/3hari	konsumsi >1x/hari	
ASL_INFO iklan teman	54	33	83	47	67	287
merek yg ada di wmg	1	1	2	1	0	5
Total	58	35	88	49	67	297

Chi-Square Tests

Pearson Chi-Square	Value 5.205 ^a	df 8	Asymp. Sig. (2-sided) .735
Likelihood Ratio	7.776	8	.456
Linear-by-Linear Association	3.797	1	.051
N of Valid Cases	297		

- a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .59.

Symmetric Measures

Nominal by Nominal N of Valid Cases	Contingency Coefficient	Value .131 297	Approx. Sig. .735
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- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

RASA * FREK_KON

Crosstab

Count

		FREK KON					Total
		pernah mengkon sumsi	konsumsi >1x/bulan	konsumsi >1x/minggu	konsumsi >1x/3hari	konsumsi >1x/hari	
RASA jeruk		13	15	34	16	23	101
strawberi		14	6	13	9	15	57
melon		11	6	16	12	16	61
mangga		15	3	19	8	6	51
apel		3	1	3	1	1	9
jambu		2	4	2	3	5	16
nanas		0	0	1	0	1	2
Total		58	35	88	49	67	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.176 ^a	24	.509
Likelihood Ratio	24.463	24	.435
Linear-by-Linear Association	.718	1	.397
N of Valid Cases	297		

a. 15 cells (42.9%) have expected count less than 5. The minimum expected count is .24.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Cefficient	.269	.509
N of Valid Cases	297	

a. Not assuming the null hypothesis.

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

WARNA * FREK_KON

Crosstab

Warna	FREK_KON					Total
	pemah mengkon sumsi	konsumsi >1x/bulan	konsumsi >1x/minggu	konsumsi ->1x/3hari	konsumsi >1x/hari	
orange	23	18	39	22	29	131
kuning	10	2	14	7	7	40
hijau	9	7	15	9	15	55
merah	16	8	20	11	16	71
Total	58	35	88	49	67	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.156 ^a	12	.953
Likelihood Ratio	5.515	12	.939
Linear-by-Linear Association	.011	1	.917
N of Valid Cases	297		

a. 1 cells (5.0%) have expected count less than 5. The minimum expected count is 4.71.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.131	.953
N of Valid Cases	297	

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

BACA_INF * FREK_KON

Crosstab

BACA_INF	FREK_KON					Total
	pemah mengkon sumsi	konsumsi >1x/bulan	konsumsi >1x/minggu	konsumsi >1x/3hari	konsumsi >1x/hari	
ya	43	29	68	41	55	236
tidak	15	6	20	8	12	61
Total	58	35	88	49	67	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.329 ^a	4	.676
Likelihood Ratio	2.317	4	.678
Linear-by-Linear Association	1.176	1	.278
N of Valid Cases	297		

- 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	.088	.676
N of Valid Cases	297	

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

INFO_PTG * FREK_KON

Crossstab

Count	INFO_PTG	FREK_KON					Total
		pernah mengkonsumsi	konsumsi >1x/bulan	konsumsi >1x/minggu	konsumsi >1x/3hari	konsumsi >1x/hari	
	berat bersih	0	0	1	2	2	5
	komposisi	2	0	5	0	1	8
	kadalarsa	41	24	56	31	39	191
	kandungan gizi	8	3	18	14	16	59
	keberadaan bhn pengawet	7	8	8	2	9	34
	Total	58	35	88	49	67	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.332 ^a	16	.105
Likelihood Ratio	26.293	16	.050
Linear-by-Linear Association	.004	1	.947
N of Valid Cases	297		

- a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is .59.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.270	.105
N of Valid Cases		297	

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

MERЕК * FREK_KON

Crosstab

Count		FREK KON					Total
		pemah mengkon sumsi	konsumsi >1x/bulan	konsumsi >1x/minggu	konsumsi >1x/3hari	ko 1sumsi >1x/hari	
MERЕК	marimas	30	18	52	24	30	154
	jasjus	1	2	5	3	6	17
	hore	2	3	2	3	9	19
	nutrisari	18	12	22	14	19	85
	tang	0	0	3	1	1	5
	sunfill	7	0	4	4	2	17
Total		58	35	88	49	67	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.823 ^a	20	.208
Likelihood Ratio	27.257	20	.128
Linear-by-Linear Association	.089	1	.765
N of Valid Cases	297		

- a. 17 cells (56.7%) have expected count less than 5. The minimum expected count is .59.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.278	.208
N of Valid Cases		297	

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

TAHU_HRG * FREK_KON

Crosstab

Count		FREK_KON					Total
		pemah mengkonsumsi	konsumsi >1x/bulan	konsumsi >1x/minggu	konsumsi >1x/3hari	konsumsi >1x/hari	
TAHU_HRG	tahu tepat	30	20	49	33	40	172
	tahu perkiraan	25	12	37	14	24	112
	tidak tahu	3	3	2	2	3	13
Total		58	35	88	49	67	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.788 ^a	8	.671
Likelihood Ratio	5.711	8	.680
Linear-by-Linear Association	1.453	1	.228
N of Valid Cases	297		

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is 1.53.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.138	.671
N of Valid Cases	297	

a. Not assuming the null hypothesis.

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

KON_ULNG * FREK_KON

Crosstab

Count		FREK_KON					Total
		pemah mengkonsumsi	konsumsi >1x/bulan	konsumsi >1x/minggu	konsumsi >1x/3hari	konsumsi >1x/hari	
KON_ULNG	iklan	2	2	4	4	2	14
	hadiah	3	3	1	0	3	10
	rasa	53	30	83	45	62	273
Total		58	35	88	49	67	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.717 ^a	8	.367
Likelihood Ratio	9.724	8	.285
Linear-by-Linear Association	.149	1	.700
N of Valid Cases	297		

- a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is 1.18.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.169	.367
N of Valid Cases	297	

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

JNS_KEM * FREK_KON

Count

Crosstab

JNS_KEM	sachet kemasangelas/jumbo kemasangan kardus	FREK KON					Total
		pemah mengkon sumsi	konsumsi >1x/bulan	konsumsi >1x/minggu	konsumsi >1x/3hari	konsumsi >1x/hari	
Total		52	27	77	42	59	255
		4	5	8	7	4	28
		2	3	3	0	4	12
		58	35	88	49	67	267

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.323 ^a	8	.403
Likelihood Ratio	9.686	8	.288
Linear-by-Linear Association	.020	1	.889
N of Valid Cases	297		

- a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is 1.41.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.165	.403
N of Valid Cases	297	

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

WRN_KEM * FREK_KON

Crosstab

Count		FREK KON					Total
		pernah mengkonsumsi	konsumsi >1x/bulan	konsumsi >1x/minggu	konsumsi >1x/3hari	konsumsi >1x/hari	
WRN_KEM	sangat tidak penting	1	1	1	2	6	
	tidak penting	10	5	16	8	7	
	agak penting	26	17	34	19	17	
	penting	19	10	30	16	34	
	sangat penting	2	2	7	4	3	
Total		58	35	88	49	67	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.175 ^a	16	.212
Likelihood Ratio	19.622	16	.238
Linear-by-Linear Association	.567	1	.452
N of Valid Cases	297		

- a. 9 cells (36.0%) have expected count less than 5. The minimum expected count is 1.30.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.252	.212
N of Valid Cases	297	

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

GMBR_KEM * FREK_KON

Crosstab

Count		FREK_KON					Total
		pernah mengkon sumsi	konsumsi >1x/bulan	konsumsi >1x/minggu	konsumsi >1x/3hari	konsumsi >1x/hari	
GMBR_KEM	sangat tidak penting	3	0	5	4	11	
	tidak penting	16	7	27	19	13	
	agak penting	18	20	32	11	22	
	penting	16	4	20	11	18	
	sangat penting	5	4	4	4	3	
Total		58	35	88	49	67	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.366 ^a	16	.029
Likelihood Ratio	29.432	16	.021
Linear-by-Linear Association	2.657	1	.103
N of Valid Cases	297		

a. 7 cells (28.0%) have expected count less than 5. The minimum expected count is 2.36.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.295	.029
N of Valid Cases	297	

a. Not assuming the null hypothesis.

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

UKURAN_KEM * FREK_KON

Crosstab

Count

		FREK_KON					Total
		pemah mengkon sumsi	konsumsi >1x/bulan	konsumsi >1x/minggu	konsumsi >1x/3hari	konsumsi >1x/hari	
UKUR_KEM	sangat tidak penting	4	1	1	1	3	
	tidak penting	9	4	11	5	16	
	agak penting	21	16	25	12	13	
	penting	19	12	41	24	26	
	sangat penting	5	2	10	7	9	
Total		58	35	88	49	67	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.551 ^a	16	.196
Likelihood Ratio	20.157	16	.213
Linear-by-Linear Association	1.363	1	.243
N of Valid Cases	297		

a. 6 cells (24.0%) have expected count less than 5. The minimum expected count is 1.18.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.254	.196
N of Valid Cases	297	

a. Not assuming the null hypothesis.

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

KMDHN_SB * FREK_KON

Crosstab

Count	KMDHN_SB	FREK_KON					Total
		pemah mengkon sumsi	konsumsi >1x/bulan	konsumsi >1x/minggu	konsumsi >1x/3hari	konsumsi >1x/hari	
	sangat tidak penting	5	2	6	3	7	
	tidak penting	15	5	12	11	19	
	agak penting	14	13	25	8	13	
	penting	21	9	39	18	19	
	sangat penting	3	6	6	9	9	
	Total	58	35	88	49	67	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.422 ^a	16	.130
Likelihood Ratio	22.648	16	.123
Linear-by-Linear Association	.023	1	.880
N of Valid Cases	297		

a. 4 cells (16,0%) have expected count less than 5. The minimum expected count is 2.71.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.265	.130
N of Valid Cases	297	

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

BHN_KEM * FREK_KON

Crosstab

Count

		FREK KON					Total
		pemah mengkon sumsi	konsumsi >1x/bulan	konsumsi >1x/minggu	konsumsi >1x/3hari	konsumsi >1x/hari	
BHN_KEM	sangat tidak penting	1	1	0	3	1	
	tidak penting	6	2	5	3	4	
	agak penting	10	6	17	9	5	
	penting	28	12	39	21	28	
	sangat penting	13	14	27	13	29	
Total		58	35	88	49	67	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.978 ^a	16	.325
Likelihood Ratio	18.824	16	.278
Linear-by-Linear Association	2.798	1	.094
N of Valid Cases	297		

a. 9 cells (36.0%) have expected count less than 5. The minimum expected count is .71.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.239	.325
N of Valid Cases		297	

a. Not assuming the null hypothesis.

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

LAMPIRAN 7. Hasil Olah Data *Contingency Coefficient*. Hubungan Frekuensi Konsumsi dengan Faktor-Faktor Penentu Pembelian

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
frek kons vs kebutuhan * FREK_KON	297	78.6%	81	21.4%	378	100.0%

frek kons vs kebutuhan * FREK_KON Crosstabulation

Count		FREK KON					Total
		1.00	2.00	3.00	4.00	5.00	
frek kons vs kebutuhan	7.00	17	10	23	16	18	84
	12.00	22	14	31	16	27	110
	15.00	14	10	26	10	14	74
	16.00	5	1	8	7	8	29
Total		58	35	88	49	67	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.137 ^a	12	.909
Likelihood Ratio	6.650	12	.880
Linear-by-Linear Association	.045	1	.832
N of Valid Cases	297		

a. 2 cells (10.0%) have expected count less than 5. The minimum expected count is 3.42.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.142	.909
N of Valid Cases	297	

a. Not assuming the null hypothesis.

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

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
frek kons vs rasa produk * FREK_KON	297	78.6%	81	21.4%	378	100.0%

frek kons vs rasa produk * FREK_KON Crosstabulation

Count

		FREK_KON					Total
		1.00	2.00	3.00	4.00	5.00	
frek kons	7.00	29	22	43	24	33	151
vs rasa	12.00	13	5	18	9	16	61
produk	15.00	9	5	15	9	14	52
	16.00	7	3	12	7	4	33
Total		58	35	88	49	67	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.983 ^a	12	.917
Likelihood Ratio	6.241	12	.903
Linear-by-Linear Association	.149	1	.700
N of Valid Cases	297		

a. 1 cells (5.0%) have expected count less than 5. The minimum expected count is 3.89.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.141	.917
N of Valid Cases		297	

a. Not assuming the null hypothesis.

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

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
frek kons vs warna produk * FREK_KON	297	78.6%	81	21.4%	378	100.0%

frek kons vs warna produk * FREK_KON Crosstabulation

Count

		FREK_KON					Total
		1.00	2.00	3.00	4.00	5.00	
frek kons	7.00	8	4	10	9	6	37
vs warna	12.00	15	6	21	15	18	75
produk	15.00	22	14	28	15	29	108
	16.00	13	11	29	10	14	77
Total		58	35	88	49	67	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.430 ^a	12	.666
Likelihood Ratio	9.345	12	.673
Linear-by-Linear Association	.004	1	.952
N of Valid Cases	297		

a. 1 cells (5.0%) have expected count less than 5. The minimum expected count is 4.36.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.175	.666
N of Valid Cases		297	

a. Not assuming the null hypothesis.

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

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
frek kons vs harga produk * FREK_KON	297	78.6%	81	21.4%	378	100.0%

frek kons vs harga produk * FREK_KON Crosstabulation

Count

		FREK_KON					Total
		1.00	2.00	3.00	4.00	5.00	
frek kons	7.00	12	4	12	8	13	49
vs harga	12.00	12	6	30	13	15	76
produk	15.00	23	17	34	19	25	118
	16.00	11	8	12	9	14	54
Total		58	35	88	49	67	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.772 ^a	12	.722
Likelihood Ratio	8.751	12	.724
Linear-by-Linear Association	.066	1	.797
N of Valid Cases	297		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.77.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.169	.722
N of Valid Cases		297	

a. Not assuming the null hypothesis.

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

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
frek kons vs merek produk * FREK_KON	297	78.6%	81	21.4%	378	100.0%

frek kons vs merek produk * FREK_KON Crosstabulation

Count		FREK_KON					Total
		1.00	2.00	3.00	4.00	5.00	
frek kons	7.00	6	2	13	9	10	40
vs merek	12.00	15	18	24	11	21	89
produk	15.00	21	9	38	19	23	110
	16.00	16	6	13	10	13	58
Total		58	35	88	49	67	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.320 ^a	12	.224
Likelihood Ratio	14.828	12	.251
Linear-by-Linear Association	1.318	1	.251
N of Valid Cases	297		

a. 1 cells (5.0%) have expected count less than 5. The minimum expected count is 4.71.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.221	.224
N of Valid Cases	297	

a. Not assuming the null hypothesis.

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

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
frek kons vs penampihan ukuran kemasan * FREK_KON	297	78.6%	81	21.4%	378	100.0%

frek kons vs penampilan ukuran kemasan * FREK_KON Crosstabulation

Count

		FREK_KON					Total
		1.00	2.00	3.00	4.00	5.00	
frek kons vs	7.00	21	6	28	12	22	89
penampilan	12.00	22	12	31	20	20	105
ukuran kemasan	15.00	14	15	18	13	18	78
	16.00	1	2	11	4	7	25
Total		58	35	88	49	67	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.933 ^a	12	.245
Likelihood Ratio	16.071	12	.188
Linear-by-Linear Association	.328	1	.567
N of Valid Cases	297		

a. 3 cells (15.0%) have expected count less than 5. The minimum expected count is 2.95.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.219	.245
N of Valid Cases		297	

a. Not assuming the null hypothesis.

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

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
frek kons vs iklan * FREK_KON	297	78.6%	81	21.4%	378	100.0%

frek kons vs iklan * FREK_KON Crosstabulation

Count

		FREK_KON					Total
		1.00	2.00	3.00	4.00	5.00	
frek kons	7.00	23	22	48	20	32	145
vs iklan	12.00	18	8	20	14	17	77
	15.00	12	1	17	13	11	54
	16.00	5	4	3	2	7	21
Total		58	35	88	49	67	297

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.141 ^a	12	.185
Likelihood Ratio	18.562	12	.100
Linear-by-Linear Association	.013	1	.910
N of Valid Cases	297		

a. 4 cells (20.0%) have expected count less than 5. The minimum expected count is 2.47.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.227	.185
N of Valid Cases		297	

a. Not assuming the null hypothesis.

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

LAMPIRAN 8. Hasil Olah Data Korelasi Kendall's. Hubungan Antara Frekuensi Konsumsi dengan Umur dan Uang Saku

Nonparametric Correlations

Frekuensi Konsumsi*Umur Responden

Correlations

Kendall's tau_b	FREK_KON	FREK_KON	UMUR
Correlation Coefficient	1.000		.060
Sig. (2-tailed)			.226
N	297		297
UMUR		.060	1.000
Correlation Coefficient		.226	
Sig. (2-tailed)		.297	
N		297	297

Nonparametric Correlations

Frekuensi Konsumsi*Uang Saku Responden

Correlations

Kendall's tau_b	FREK_KON	FREK_KON	USAKU
Correlation Coefficient	1.000		.025
Sig. (2-tailed)			.629
N	297		297
USAKU		.025	1.000
Correlation Coefficient		.629	
Sig. (2-tailed)		.297	
N		297	297