

LAMPIRAN

Lampiran 1. Tabel Frekuensi Konsumsi Susu Cair dan Bubuk dalam 1 Minggu pada Tingkat Pendidikan Terakhir Responden

Usia (tahun)	Pendidikan	Frekuensi Konsumsi													
		Susu segar		Susu <i>fullcream</i>		Susu <i>low fat</i>		Susu bubuk		Susu Medis		Susu Tulang		Susu Diet	
		$\bar{X} \pm \text{stdev}$	Mean Rank	$\bar{X} \pm \text{stdev}$	Mean Rank	$\bar{X} \pm \text{stdev}$	Mean Rank	$\bar{X} \pm \text{stdev}$	Mean Rank	$\bar{X} \pm \text{stdev}$	Mean Rank	$\bar{X} \pm \text{stdev}$	Mean Rank	$\bar{X} \pm \text{stdev}$	Mean Rank
18 - 24	SMP	0		0		0		0		0		0		0	
	SMA	1,74±0,74		2,57±0,87		1,71±0,67		1,91±0,88		1,08±0,32		1,24±0,51		1,17±0,44	
	D3	2,14±0,69	166,52 ^a	2,71±1,11	187,33 ^b	2,14±0,69	180,77 ^a	1,71±0,76	184,47 ^b	1,14±0,38	166,25 ^a	1,43±0,79	157,57 ^a	1,29±0,49	174,91 ^a
	D4/S1	1,83±0,78		2,18±0,68		2,10±0,84		2,05±1,06		1,08±0,35		1,28±0,55		1,20±0,61	
	S2/S3	0		0		0		0		0		0		0	
25 - 40	SMP	2,20±0,84		2,40±1,52		1,00±0,00		1,20±0,45		1,00±0,00		1,80±1,10		1,00±0,00	
	SMA	1,83±0,79		2,43±0,97		1,47±0,63		1,97±1,13		1,13±0,43		1,27±0,78		1,03±0,18	
	D3	1,65±0,85	167,73 ^a	2,04±0,60	172,32 ^{ab}	1,58±0,64	159,58 ^a	1,85±0,92	157,82 ^a	1,04±0,20	167,84 ^a	1,38±0,57	162,14 ^a	1,19±0,40	168,07 ^a
	D4/S1	1,89±0,92		2,48±0,96		1,96±0,73		1,65±1,12		1,22±0,76		1,28±0,62		1,13±0,40	
	S2/S3	1,75±0,5		2,00±0,00		1,75±0,50		1,50±0,58		1,00±0,00		1,25±0,50		1,25±0,50	
>40	SMP	1,80±0,84		1,80±0,84		1,60±0,89		1,00±0,00		1,40±0,89		1,80±0,84		1,00±0,00	
	SMA	1,86±0,65		1,57±0,68		1,48±0,68		1,48±0,68		1,52±1,17		1,67±0,80		1,00±0,00	
	D3	1,74±0,73	178,03 ^a	2,26±0,45	149,07 ^a	1,63±0,68	170,02 ^a	1,63±1,01	167,58 ^{ab}	1,00±0,00	178,22 ^a	1,42±0,61	194,26 ^b	1,21±0,54	167,93 ^a
	D4/S1	2,10±1,12		2,29±0,97		1,93±0,92		1,98±1,00		1,19±0,51		1,50±0,77		1,21±0,52	
	S2/S3	1,95±1,03		2,11±0,74		2,05±0,62		2,26±1,15		1,37±1,01		1,89±1,20		1,11±0,46	

Keterangan :

*Rata - rata: 1 – 1.50 (tidak tentu); 1.51 – 2.50 (2x seminggu); 2.51 – 3.50 (3x seminggu); 3.51 – 4.50 (4x seminggu); >4.50 (5x seminggu)

*Angka yang diikuti dengan huruf superskrip yang sama menunjukkan tidak ada perbedaan yang nyata di setiap kolom

Lampiran 2. Tabel Faktor Pendapatan/bulan Responden terhadap Frekuensi Konsumsi Susu Cair dan Bubuk dalam 1 minggu

Usia (tahun)	Pendapatan	Frekuensi Konsumsi													
		Susu segar		Susu <i>full cream</i>		Susu <i>low fat</i>		Susu bubuk		Susu Medis		Susu Tulang		Susu Diet	
		$\bar{X} \pm \text{stdev}$	Mean Rank	$\bar{X} \pm \text{stdev}$	Mean Rank	$\bar{X} \pm \text{stdev}$	Mean Rank	$\bar{X} \pm \text{stdev}$	Mean Rank	$\bar{X} \pm \text{stdev}$	Mean Rank	$\bar{X} \pm \text{stdev}$	Mean Rank	$\bar{X} \pm \text{stdev}$	Mean Rank
18 - 24	<Rp 1.400.000	1.74±0.67		2.46±0.80		1.87±0.74		2.05±0.95		1.08±0.35		1.24±0.55		1.14±0.41	
	Rp 1.400.100 - Rp 2.800.000	2.36±1.21		2.00±0.77		1.82±0.60		1.36±0.67		1.09±0.30		1.18±0.40		1.45±0.69	
	Rp 2.800.100 - Rp 5.600.000	1.74±0.65	166,52 ^a	2.58±1.02	187,33 ^b	1.79±0.98	180,77 ^a	1.89±0.94	184,47 ^b	1.05±0.23	166,25 ^a	1.37±0.60	157,57 ^a	1.26±0.73	174,91 ^a
	Rp 5.600.100 - Rp 8.400.000	2.00±1.41		2.00±0.00		2.00±0.00		1.50±0.71		1.00±0.00		1.00±0.00		1.00±0.00	
	>Rp 8.400.000	1.50±0.58		3.00±0.82		2.00±0.00		1.75±0.96		1.25±0.50		1.50±0.58		1.25±0.50	
25 - 40	<Rp 1.400.000	2.00±0.63		1.91±0.70		1.64±0.67		1.45±0.69		1.18±0.60		1.55±0.82		1.18±0.40	
	Rp 1.400.100 - Rp 2.800.000	1.74±0.64		2.50±1.08		1.68±0.70		1.79±1.04		1.08±0.27		1.21±0.47		1.05±0.23	
	Rp 2.800.100 - Rp 5.600.000	1.64±0.58	167,73 ^a	2.40±0.70	172,32 ^{ab}	1.83±0.73	159,58 ^a	1.64±0.88	157,82 ^a	1.19±0.74	167,84 ^a	1.31±0.64	162,14 ^a	1.14±0.42	168,07 ^a
	Rp 5.600.100 - Rp 8.400.000	2.62±1.39		2.23±1.01		1.46±0.66		1.92±1.26		1.00±0.00		1.38±0.87		1.15±0.38	
	>Rp 8.400.000	1.71±1.50		2.00±1.00		1.29±0.49		2.43±1.81		1.29±0.76		1.57±1.13		1.14±0.38	
>40	<Rp 1.400.000	1.67±0.72		2.00±0.85		1.60±0.74		1.60±0.83		1.13±0.52		1.40±0.74		1.00±0.00	
	Rp 1.400.100 - Rp 2.800.000	1.83±0.62		1.78±0.65		1.39±0.61		1.67±0.91		1.39±1.04		1.33±0.49		1.00±0.00	
	Rp 2.800.100 - Rp 5.600.000	1.98±1.01	178,03 ^a	2.05±0.79	149,07 ^a	1.74±0.73	170,02 ^a	1.67±0.84	167,58 ^{ab}	1.23±0.68	178,22 ^a	1.51±0.80	194,26 ^b	1.09±0.37	167,93 ^a
	Rp 5.600.100 - Rp 8.400.000	2.27±1.10		2.40±1.06		2.33±1.05		2.07±1.10		1.27±0.59		1.73±0.70		1.53±0.74	
	>Rp 8.400.000	1.93±1.10		2.33±0.82		2.07±0.70		2.40±1.35		1.33±1.05		2.27±1.22		1.20±0.56	

Keterangan :

*Rata - rata: 1 – 1.50 (tidak tentu); 1.51 – 2.50 (2x seminggu); 2.51 – 3.50 (3x seminggu); 3.51 – 4.50 (4x seminggu); >4.50 (5x seminggu)

*Angka yang diikuti dengan huruf superskrip yang sama menunjukkan tidak ada perbedaan yang nyata di setiap kolom

Lampiran 3. Tabel Jumlah Anggota Keluarga terhadap Frekuensi Konsumsi Susu Cair dan Bubuk dalam 1 minggu

Usia (tahun)	Keluarga	Frekuensi Konsumsi													
		Susu segar		Susu <i>full cream</i>		Susu <i>low fat</i>		Susu bubuk		Susu Medis		Susu Tulang		Susu Diet	
		$\bar{X} \pm \text{stdev}$	Mean Rank	$\bar{X} \pm \text{stdev}$	Mean Rank	$\bar{X} \pm \text{stdev}$	Mean Rank	$\bar{X} \pm \text{stdev}$	Mean Rank	$\bar{X} \pm \text{stdev}$	Mean Rank	$\bar{X} \pm \text{stdev}$	Mean Rank	$\bar{X} \pm \text{stdev}$	Mean Rank
18 - 24	2 orang	1,69±0,88 ^a		2,50±0,99		1,65±0,69		1,96±0,96		1,00±0,00		1,15±0,37		1,00±0,00	
	3 orang	1,86±0,69		2,55±0,83		1,86±0,69		1,86±0,83		1,07±0,26		1,31±0,60		1,17±0,47	
	4 orang	1,74±0,86	166,52 ^a	2,23±0,84	187,33 ^b	1,87±0,67	180,77 ^a	1,87±0,76	184,47 ^b	1,06±0,25	166,25 ^a	1,29±0,64	157,57 ^a	1,26±0,51	174,91 ^a
	5 orang	1,93±0,62		2,67±0,73		2,22±0,89		1,85±0,86		1,15±0,46		1,33±0,55		1,37±0,74	
	>5 orang	1,60±0,52		2,10±0,57		1,40±0,52		2,60±1,58		1,20±0,63		1,10±0,32		1,00±0,00	
25 - 40	2 orang	1,64±0,63		2,64±0,84		1,71±0,61		1,64±0,74		1,07±0,27		1,29±0,47		1,00±0,00	
	3 orang	1,69±0,86		2,16±0,95		1,47±0,62		1,97±1,18		1,09±0,39		1,34±0,70		1,19±0,40	
	4 orang	2,00±0,94	167,73 ^a	2,54±1,03	172,32 ^{ab}	1,85±0,73	159,58 ^a	1,65±1,09	157,82 ^a	1,08±0,39	167,84 ^a	1,42±0,90	162,14 ^a	1,04±0,20	168,07 ^a
	5 orang	1,80±0,80		2,23±0,77		1,69±0,72		1,77±1,03		1,26±0,82		1,29±0,57		1,14±0,43	
	>5 orang	2,75±0,96		2,50±1,00		2,25±0,96		1,00±0,00		1,00±0,00		1,00±0,00		1,25±0,50	
>40	2 orang	1,91±1,22		1,64±0,67		1,73±0,79		1,18±0,40		1,55±1,29		1,27±0,47		1,00±0,00	
	3 orang	1,90±1,02		2,35±1,09		1,70±0,92		2,10±1,33		1,35±0,99		1,55±1,05		1,00±0,00	
	4 orang	1,71±0,59	178,03 ^a	2,06±0,73	149,07 ^a	1,71±0,69	170,02 ^a	1,77±0,96	167,58 ^{ab}	1,19±0,54	178,22 ^a	1,71±0,78	194,26 ^b	1,13±0,43	167,93 ^a
	5 orang	2,22±1,06		2,14±0,82		1,89±0,84		1,95±0,91		1,19±0,62		1,70±0,88		1,30±0,62	
	>5 orang	1,71±0,76		1,86±0,38		2,00±0,82		1,57±0,79		1,29±0,76		1,29±0,76		1,00±0,00	

Keterangan :

*Rata - rata: 1 – 1.50 (tidak tentu); 1.51 – 2.50 (2x seminggu); 2.51 – 3.50 (3x seminggu); 3.51 – 4.50 (4x seminggu); >4.50 (5x seminggu)

*Angka yang diikuti dengan huruf superskrip yang sama menunjukkan tidak ada perbedaan yang nyata di setiap kolom

Lampiran 4. Tabel Kisaran Pendapatan Responden terhadap Pemilihan Harga Susu Sapi berdasarkan Jenis Susu

Usia	Pendapatan	Pemilihan Harga berdasarkan Jenis Susu													
		Susu segar		Susu <i>fullcream</i>		Susu <i>low fat</i>		Susu bubuk		Susu Medis		Susu Tulang		Susu Diet	
		$\bar{X} \pm stdev$	Mean Rank	$\bar{X} \pm stdev$	Mean Rank	$\bar{X} \pm stdev$	Mean Rank	$\bar{X} \pm stdev$	Mean Rank	$\bar{X} \pm stdev$	Mean Rank	$\bar{X} \pm stdev$	Mean Rank	$\bar{X} \pm stdev$	Mean Rank
18 - 24 tahun	<Rp 1.400.000	1,80±0.79		2,51±0.71		1,99±0.90		2,25±1.19		1,13±0,55		1,32±0,81		1,26±0,74	
	Rp 1.400.100 - Rp 2.800.000	2,36±1.12		1,91±0.70		2,00±0.77		1,45±0,69		1,09±0,30		1,27±0,65		1,91±1,45	
	Rp 2.800.100 - Rp 5.600.000	1,95±1.03	162,24 ^a	2,58±0.96	173,76 ^a	2,11±1.20	170,9 ^a	2,00±1.25	168,97 ^a	1,05±0,23	143,39 ^a	1,68±1,16	143,03 ^a	1,26±0,81	154,08 ^a
	Rp 5.600.100 - Rp 8.400.000	1,50±0.71		2,50±0.71		2,50±0.71		1,50±0.71		1,00±0,00		1,00±0,00		1,00±0,00	
	>Rp 8.400.000	2,25±0.96		3,00±0.82		2,25±1.50		2,25±1.50		2,25±2,50		3,25±2,63		2,25±2,50	
25 - 40 tahun	<Rp 1.400.000	1,91±0.54		2,00±0.89		2,00±1.00		2,00±1.18		1,45±1,21		1,64±0,92		1,64±1,03	
	Rp 1.400.100 - Rp 2.800.000	1,84±0.72		2,29±0.73		1,84±0.89		2,03±1.13		1,32±0,77		1,50±0,98		1,37±0,88	
	Rp 2.800.100 - Rp 5.600.000	1,81±0.77	166,22 ^a	2,55±0.67	165,68 ^a	2,10±0.98	163,45 ^a	2,21±1.30	173,44 ^a	1,57±1,06	172,22 ^b	1,69±1,05	166,09 ^b	1,50±0,89	173,85 ^b
	Rp 5.600.100 - Rp 8.400.000	2,31±0.85		2,54±0.97		1,85±0.90		2,85±1.68		1,23±0,44		1,77±1,01		1,46±0,78	
	>Rp 8.400.000	2,00±1.41		2,29±0.76		1,71±0.76		2,57±1.40		1,29±0,49		1,43±0,53		1,57±0,79	
>40 tahun	<Rp 1.400.000	1,87±0.74		2,33±0.90		1,73±0.88		1,67±0.90		1,27±0,59		1,73±1,16		1,27±0,59	
	Rp 1.400.100 - Rp 2.800.000	1,83±0.62		2,06±0.94		1,56±0.92		1,72±0.89		1,67±1,33		2,11±1,49		1,17±0,71	
	Rp 2.800.100 - Rp 5.600.000	2,07±0.77	184,57 ^a	2,35±0.87	171,77 ^a	2,07±0.88	177,41 ^a	2,07±1.06	169,2 ^a	1,77±1,07	200,15 ^c	2,26±1,27	206,99 ^c	1,58±0,88	186,05 ^b
	Rp 5.600.100 - Rp 8.400.000	2,47±0.99		2,67±1.05		2,73±1.03		2,40±1.12		2,20±1,32		2,80±1,52		1,93±0,88	
	>Rp 8.400.000	2,27±1.39		2,93±0.88		2,80±1.47		3,00±1.60		2,13±1,55		2,33±1,40		1,93±1,22	

Keterangan

*Rata - rata: 1 – 1.50 (tidak tentu); 1.51 – 2.50 (Rp 3.000 – Rp 30.000); 2.51 – 3.50 (Rp 30.100 – Rp 100.000); 3.51 – 4.50 (Rp 100.100 – Rp 250.000); >4.50 (Rp>250.000)

*Angka yang diikuti dengan huruf superskrip yang sama menunjukkan tidak ada perbedaan yang nyata di setiap kolom

Lampiran 5. Tabel Faktor Pengetahuan Responden terhadap Frekuensi Konsumsi Susu Cair dan Bubuk dalam 1 minggu

Usia (tahun)	Pengetahuan	Frekuensi Konsumsi													
		Susu segar		Susu <i>fullcream</i>		Susu <i>low fat</i>		Susu bubuk		Susu Medis		Susu Tulang		Susu Diet	
		$\bar{X} \pm \text{stdev}$	Mean Rank	$\bar{X} \pm \text{stdev}$	Mean Rank	$\bar{X} \pm \text{stdev}$	Mean Rank	$\bar{X} \pm \text{stdev}$	Mean Rank	$\bar{X} \pm \text{stdev}$	Mean Rank	$\bar{X} \pm \text{stdev}$	Mean Rank	$\bar{X} \pm \text{stdev}$	Mean Rank
18 - 24	Rendah	2,10±0.74		2,20±0.42		1,80±0.42		1,80±0.79		1,20±0.42		1,70±0.67		1,60±0.97	
	Sedang	1,67±0.63	166,52 ^a	2,44±0.74		1,88±0.79		1,92±0.82		1,06±0.32		1,19±0.49		1,13±0.44	
	Baik	1,82±0.75		2,50±0.95	187,33 ^b	1,90±0.76	180,77 ^a	1,84±0.91	184,47 ^b	1,06±0.24	166,25 ^a	1,18±0.44	157,57 ^a	1,18±0.44	174,91 ^a
	Sangat Baik	1,87±1.06		2,47±0.99		1,73±0.80		2,47±1.30		1,13±0.52		1,47±0.74		1,13±0.35	
25 - 40	Rendah	1,83±0.64		2,21±0.88		1,67±0.64		1,83±1.20		1,13±0.45		1,50±0.72		1,21±0.51	
	Sedang	1,81±0.82	167,73 ^a	2,38±0.87		1,68±0.73		1,60±0.80		1,09±0.35		1,23±0.48		1,06±0.25	
	Baik	1,91±1.04		2,37±0.97	172,32 ^{ab}	1,74±0.74	159,58 ^a	1,86±1.22	157,82 ^a	1,11±0.47	167,84 ^a	1,34±0.87	162,14 ^a	1,14±0.36	168,07 ^a
	Sangat Baik	1,40±0.55		2,40±1.14		1,40±0.55		2,20±1.10		1,80±1.79		1,20±0.45		1,00±0.00	
>40	Rendah	2,33±1.02		2,03±0.73		1,82±0.77		1,79±1.05		1,18±0.77		1,85±1.06		1,15±0.44	
	Sedang	1,71±0.84	178,03 ^a	2,21±0.99		1,76±0.94		1,89±1.03		1,11±0.39		1,50±0.65		1,13±0.47	
	Baik	1,89±0.93		2,00±0.73	149,07 ^a	1,81±0.74	170,02 ^a	1,74±0.94	167,58 ^{ab}	1,59±1.12	178,22 ^a	1,48±0.80	194,26 ^b	1,15±0.46	167,93 ^a
	Sangat Baik	1,63±0.74		2,00±0.76		1,75±0.46		1,88±0.83		1,25±0.46		1,50±0.76		1,13±0.35	

Keterangan :

*Rata - rata: 1 – 1.50 (tidak tentu); 1.51 – 2.50 (2x seminggu); 2.51 – 3.50 (3x seminggu); 3.51 – 4.50 (4x seminggu); >4.50 (5x seminggu)

*Angka yang diikuti dengan huruf superskrip yang sama menunjukkan tidak ada perbedaan yang nyata di setiap kolom

Lampiran 6. Tabel Faktor Pengetahuan Responden terhadap Pemilihan Pemilihan Harga Susu Sapi berdasarkan Jenis Susu

Usia	Pengetahuan	Pemilihan Hargaberdasarkan Jenis Susu													
		Susu segar		Susu <i>full cream</i>		Susu <i>low fat</i>		Susu bubuk		Susu Medis		Susu Tulang		Susu Diet	
		$\bar{X} \pm \text{stdev}$	Mean Rank	$\bar{X} \pm \text{stdev}$	Mean Rank	$\bar{X} \pm \text{stdev}$	Mean Rank	$\bar{X} \pm \text{stdev}$	Mean Rank	$\bar{X} \pm \text{stdev}$	Mean Rank	$\bar{X} \pm \text{stdev}$	Mean Rank	$\bar{X} \pm \text{stdev}$	Mean Rank
8 - 24 tahu	Rendah	2,20±0.79		2,60±0.84		2,40±0.97		1,90±0.88		1,60±1.07		2,10±0.88		1,60±0.97	
	Sedang	1,81±0.87		2,50±0.77		1,98±1.00		2,13±1.18		1,04±0.29		1,31±0.83		1,23±0.78	
	Baik	1,86±0.7	162,24 ^a	2,44±0.76	173,76 ^a	2,06±0.91	170,9 ^a	2,06±1.15	168,97 ^a	1,14±0.73	143,39 ^a	1,34±1.06	143,03 ^a	1,38±1.05	154,08 ^a
	Sangat Baik	2,00±.20		2,47±0.83		1,80±0.86		2,53±1.46		1,20±0.77		1,67±1.23		1,47±0.99	
5 - 40 tahu	Rendah	2,08±0.78		2,21±0.78		1,96±0.81		2,33±1.01		1,63±0.88		2,04±1.04		1,71±0.91	
	Sedang	1,89±0.79		2,47±0.65		1,89±0.89		2,11±1.34		1,36±0.82		1,49±0.83		1,32±0.66	
	Baik	1,86±0.85	166,22 ^a	2,46±0.89	165,68 ^a	2,09±1.07	163,45 ^a	2,31±1.43	173,44 ^a	1,31±0.96	172,22 ^b	1,54±1.09	166,09 ^b	1,57±1.09	173,85 ^b
	Sangat Baik	1,40±0.55		2,00±0.71		1,40±0.55		2,20±1.30		1,60±1.34		1,20±0.45		1,00±0.00	
>40 tahun	Rendah	2,39±0.97		2,39±0.90		2,18±1.13		2,24±1.12		1,94±1.00		2,64±1.27		1,76±0.71	
	Sedang	1,89±0.86		2,42±0.95		1,87±1.04		1,97±1.13		1,53±1.01		2,00±1.19		1,45±0.86	
	Baik	2,00±0.73	184,57 ^a	2,52±0.98	171,77 ^a	2,33±1.07	177,41 ^a	2,00±1.21	169,2 ^a	2,07±1.52	200,15 ^c	2,07±1.47	206,99 ^c	1,52±1.01	186,05 ^b
	Sangat Baik	2,00±1.07		2,25±1.04		2,50±1.07		2,88±1.36		1,50±1.41		2,38±1.92		1,50±1.41	

Keterangan

*Rata - rata: 1 – 1.50 (tidak tentu); 1.51 – 2.50 (Rp 3.000 – Rp 30.000); 2.51 – 3.50 (Rp 30.100 – Rp 100.000); 3.51 – 4.50 (Rp 100.100 – Rp 250.000); >4.50 (Rp>250.000)

*Angka yang diikuti dengan huruf superskrip yang sama menunjukkan tidak ada perbedaan yang nyata di setiap kolom

Lampiran 7. Pertanyaan Kuesioner Perilaku Konsumsi Susu Sapi Cair dan Bubuk

KUESIONER

Link kuesioner : <https://forms.gle/T5p3xbfYykEc1GJGA>

1. Identitas Responden

1.1. Nama (Inisial, contoh : AM)

1.2. Jenis Kelamin

- Laki – laki
- Perempuan

1.3. Usia

- 18 – 24 tahun
- 25 – 40 tahun
- > 40 tahun

1.4. Domisili

- Semarang
- Sekitar Semarang (sekurang – kurangnya 1x seminggu datang ke Semarang/Kawasan perbatasan kota Semarang)

1.5. Tingkat Pendidikan

- SMP
- SMA/SMK
- D3
- D4/S1
- S2/S3

1.6. Jenis Pekerjaan

- Wirausahawan
- Wiraswasta
- PNS
- Dokter
- Perawat
- Polisi
- TNI
- Tenaga Pendidik (Dosen/Guru)
- Ibu Rumah Tangga
- Tidak bekerja
- Lainnya

1.7. Kisaran Pendapatan Perbulan

- < Rp 1.400.000
- Rp 1.400.100 - 2.800.000
- Rp 2.800.100 - 5.600.000
- Rp 5.600.100 - 8.400.000
- >Rp 8.400.000

1.8. Jumlah orang dalam 1 keluarga (yang tinggal bersama)

- 2 orang
- 3 orang

- 4 orang
- 5 orang
- >5 orang

Perilaku susu segar/UHT/Pasteurisasi

Jenis dan frekuensi susu yang anda konsumsi selama 1 minggu terakhir (pilih 1 jawaban untuk setiap kategori. diberikan skala : tidak tentu – lebih dari 4x)

	Tidak tentu	2x	3x	4x	>4x
Susu segar					
Susu <i>fullcream</i>					
Susu <i>low fat</i>					
Susu bubuk					
Susu medis (diabetasol, pulmosol)					
Susu khusus tulang (anlene, HiLo)					
Susu diet (WRP, Slim Fit)					

Ukuran kemasan susu cair yang anda beli dalam 1 minggu terakhir (pilih 1 jawaban untuk setiap kategori. diberikan skala : tidak tentu – lebih dari 4x)

	Tidak tentu	2x	3x	4x	>4x
125 mL					
200 mL					
250 mL					
450 mL					
1000 mL					

Ukuran kemasan susu bubuk yang anda beli selama 1 minggu terakhir (pilih 1 jawaban untuk setiap kategori diberikan skala : tidak tentu – lebih dari 4x)

	Tidak tentu	2x	3x	4x	>4x
<i>Sachet</i> (27 – 40 g)					
<i>Box</i> kecil (200 – 400 g)					
<i>Box</i> sedang (450 – 600 g)					
<i>Box</i> besar (650 – 800 g)					

Kisaran harga produk susu olahan yang anda beli selama 1 minggu terakhir

	Tidak tentu	Rp 3.000 - Rp 30.000	Rp 30.100 - Rp 100.000	Rp 100.100 - Rp 250.000	> Rp 250.000
Susu segar					
Susu <i>fullcream</i>					
Susu <i>low fat</i>					
Susu bubuk					
Susu medis (diabetasol, pulmosol)					
Susu khusus tulang (anlene, HiLo)					

Susu diet (WRP, Slim Fit)					
---------------------------	--	--	--	--	--

Dimana anda sering membeli produk susu jenis tersebut? (diberikan skala : sangat jarang - selalu)

	Sangat jarang	Jarang	Agak sering	Sering	Selalu
Pasar					
Toko kelontong/warung					
Supermarket					
Minimarket					
Online Store					

Alasan Mengonsumsi susu (berdasarkan kesehatan)

Mengapa anda memilih mengonsumsi susu jenis tertentu?

- Mempercepat pengeroposan tulang
- Karena alasan kesehatan tertentu (penderita diabetes, pneumonia, dll)
- Meningkatkan sistem imun
- Menjaga kesehatan tulang dan gigi
- Untuk memenuhi kebutuhan kalsium harian dan menurunkan resiko penyakit jantung

Pertanyaan Terkait Susu dan Produk Susu

Pertanyaan tentang Pengetahuan Produk susu dan olahan

Pilihlah jawaban yang sesuai dan boleh memilih lebih dari 1 jawaban

1. Ciri – ciri susu sapi segar yang baik
 - Memiliki bau dan rasa khas susu
 - Warna putih/putih kekuningan
 - Tekstur menggumpal
 - Memiliki rasa sedikit asam
 - Tekstur sedikit kental
2. Cara mengonsumsi susu segar/pasteurisasi yang benar
 - Langsung diminum
 - Direbus dahulu sebelum diminum
 - Diminum langsung habis
 - Dibiarkan diruang terbuka kemudian dikonsumsi
 - Jika tidak habis, susu segar bisa disimpan di kulkas
3. Penyimpanan susu segar/pasteurisasi/UHT yang tepat :
 - Menggunakan kemasan yang kedap udara dan disimpan di kulkas
 - Susu disimpan di dalam botol yang tertutup rapat dan disimpan di kulkas
 - Sebelum disimpan, susu segar yang sudah direbus, didinginkan di suhu ruang terlebih dahulu
 - Penyimpanan susu terpisah dengan daging
 - Penyimpanan susu terpisah dengan sayur dan buah

4. Hewan berikut yang dapat menghasilkan susu dan dapat dikonsumsi manusia

- Sapi
- Kuda
- Kambing
- Kerbau
- Kucing

5. Proses yang dapat dilakukan untuk mengolah susu adalah

- Sterilisasi
- Pasteurisasi
- Fermentasi
- Pengeringan
- Pembekuan

6. Berikut salah satu proses pengolahan susu selain suhu tinggi adalah

- Pengeringan
- UHT
- Pembekuan
- Sterilisasi
- Pasteurisasi

7. Kriteria susu tidak layak konsumsi

- Rasa menjadi asam
- Tekstur menggumpal
- Adanya perubahan bau
- Warna menjadi kekuningan
- Aroma seperti kopi

Lampiran 8. Output SPSS Validitas dan Reliabilitas Data Pendahuluan

Correlations

		Faktor sosial	pengetahuan	Frek_Konsumsi	kemasan_cair	Kemasan_bubuk	Harga	Lokasi	total
Faktor_sosial	Pearson Correlation	1	-.288*	,090	,076	,101	,367**	,035	,368**
	Sig. (2-tailed)		,026	,493	,564	,442	,004	,790	,004
	N	60	60	60	60	60	60	60	60
pengetahuan	Pearson Correlation	-.288*	1	-.124	-.083	-.093	-.350**	,031	,122
	Sig. (2-tailed)	,026		,346	,530	,478	,006	,816	,355
	N	60	60	60	60	60	60	60	60
Frek_Konsumsi	Pearson Correlation	,090	-.124	1	,322*	,392**	,516**	,423**	,688**
	Sig. (2-tailed)	,493	,346		,012	,002	,000	,001	,000
	N	60	60	60	60	60	60	60	60
kemasan_cair	Pearson Correlation	,076	-.083	,322*	1	-.074	,637**	,431**	,637**
	Sig. (2-tailed)	,564	,530	,012		,575	,000	,001	,000
	N	60	60	60	60	60	60	60	60
Kemasan_bubuk	Pearson Correlation	,101	-.093	,392**	-.074	1	,074	,100	,378**
	Sig. (2-tailed)	,442	,478	,002	,575		,572	,447	,003
	N	60	60	60	60	60	60	60	60
Harga	Pearson Correlation	,367**	-.350**	,516**	,637**	,074	1	,366**	,733**
	Sig. (2-tailed)	,004	,006	,000	,000	,572		,004	,000
	N	60	60	60	60	60	60	60	60
Lokasi	Pearson Correlation	,035	,031	,423**	,431**	,100	,366**	1	,636**
	Sig. (2-tailed)	,790	,816	,001	,001	,447	,004		,000
	N	60	60	60	60	60	60	60	60
total	Pearson Correlation	,368**	,122	,688**	,637**	,378**	,733**	,636**	1
	Sig. (2-tailed)	,004	,355	,000	,000	,003	,000	,000	
	N	60	60	60	60	60	60	60	60

*. Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,838	,858	33

Lampiran 9. Output SPSS Validitas dan Reliabilitas Data Utama

Correlations

		faktor_sosial	Pengetahuan	frekuensi_konsumsi	Kemasan_cair	Kemasan_bubuk	Harga_all	Lokasi_all	total
faktor_sosial	Pearson Correlation	1	-,209**	,202**	,199**	,215**	,310**	,066	,396**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,226	,000
	N	340	340	340	340	340	340	340	340
Pengetahuan	Pearson Correlation	-,209**	1	-,018	-,173**	-,223**	-,134*	-,001	,139*
	Sig. (2-tailed)	,000		,740	,001	,000	,013	,985	,010
	N	340	340	340	340	340	340	340	340
frekuensi_konsumsi	Pearson Correlation	,202**	-,018	1	,368**	,396**	,514**	,372**	,686**
	Sig. (2-tailed)	,000	,740		,000	,000	,000	,000	,000
	N	340	340	340	340	340	340	340	340
Kemasan_cair	Pearson Correlation	,199**	-,173**	,368**	1	,538**	,539**	,395**	,704**
	Sig. (2-tailed)	,000	,001	,000		,000	,000	,000	,000
	N	340	340	340	340	340	340	340	340
Kemasan_bubuk	Pearson Correlation	,215**	-,223**	,396**	,538**	1	,531**	,291**	,653**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000
	N	340	340	340	340	340	340	340	340
Harga_all	Pearson Correlation	,310**	-,134*	,514**	,539**	,531**	1	,327**	,800**
	Sig. (2-tailed)	,000	,013	,000	,000	,000		,000	,000
	N	340	340	340	340	340	340	340	340
Lokasi_all	Pearson Correlation	,066	-,001	,372**	,395**	,291**	,327**	1	,596**
	Sig. (2-tailed)	,226	,985	,000	,000	,000	,000		,000
	N	340	340	340	340	340	340	340	340
total	Pearson Correlation	,396**	,139*	,686**	,704**	,653**	,800**	,596**	1
	Sig. (2-tailed)	,000	,010	,000	,000	,000	,000	,000	
	N	340	340	340	340	340	340	340	340

** . Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,817	,824	33

Lampiran 10. Output Uji Chi - Square 3 Tingkat Usia

Test Statistics

	Usia
Chi-Square ^a	1,347
df	2
Asymp. Sig.	,510

a. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 113,3.

Lampiran 11. Output SPSS Uji K - Independent Sample Perilaku Konsumsi Susu Cair dan Bubuk

	Frek_susu_segar	Frek_fullcream	Frek_lowfat	Frek_bubuk	Frek_medis	frek_tulang	frek_diet	Uk_125mL	Uk_200mL	Uk_250mL	Uk_450mL
Chi-Square	1,097	10,548	3,217	5,123	3,992	14,666	1,214	2,542	,889	2,371	5,028
df	2	2	2	2	2	2	2	2	2	2	2
Asymp. Sig.	,578	,005	,200	,077	,136	,001	,545	,281	,641	,306	,081

a. Kruskal Wallis Test

b. Grouping Variable: Usia

Test Statistics^{a,b}

Uk_1000mL	Sachet	box_kecil	box_sedang	box_besar	Harga_susu_segar	harga_fullcream	harga_lowfat	harga_bubuk	harga_medis	harga_tulang	harga_diet
7,791	1,051	3,395	3,381	12,285	3,762	,483	1,214	,162	35,552	33,239	10,614
2	2	2	2	2	2	2	2	2	2	2	2
,020	,591	,183	,184	,002	,152	,786	,545	,922	,000	,000	,005

Pasar	warung	supermarke:	minimarket	online_store
,684	4,690	5,645	13,807	4,805
2	2	2	2	2
,710	,096	,059	,001	,090

Lampiran 12. Output SPSS Uji K - Independent Sample Karakteristik Sosial Ekonomi terhadap Perilaku Konsumsi Susu

Test Statistics^{a,b}

	X1	X2	Y1	Y2	Y3	Y4
Chi-Square	65,637	19,337	6,561	1,576	7,398	11,115
df	2	2	2	2	2	2
Asymp. Sig.	,000	,000	,038	,455	,025	,004

a. Kruskal Wallis Test

b. Grouping Variable: Usia

Lampiran 13. Output SPSS Uji Hubungan Faktor Sosial Ekonomi dan Pengetahuan dengan Frekuensi Konsumsi Susu Pada Ketiga Kelompok Usia

		Correlations													
		Pendidikan	Pendapatan	Anggota keluarga	X1	pengetahuan	Frek_susu_segar	Frek_fullcream	Frek_lowfat	Frek_bubuk	Frek_medis	frek_tulang	frek_diet	Y1	
Kendall's tau_b	Pendidikan	Correlation Coefficient	1,000	,213*	,123	,548**	-,127	,079	-,182*	,217**	,033	-,017	,047	,006	,060
		Sig. (2-tailed)	.	,012	,122	,000	,120	,347	,029	,010	,693	,848	,589	,943	,446
		N	123	123	123	123	123	123	123	123	123	123	123	123	123
Pendapatan		Correlation Coefficient	1,000	,056	,463**	-,067	,043	-,003	-,031	-,143	,048	,100	,110	-,037	
		Sig. (2-tailed)		,012	,475	,000	,407	,607	,966	,705	,079	,578	,242	,198	,633
		N	123	123	123	123	123	123	123	123	123	123	123	123	
Anggota_keluarga		Correlation Coefficient	,123	,056	1,000	,603**	-,064	,061	-,005	,084	,032	,129	,037	,146	,096
		Sig. (2-tailed)	,122	,475		,000	,397	,436	,948	,276	,678	,111	,642	,069	,189
		N	123	123	123	123	123	123	123	123	123	123	123	123	123
X1		Correlation Coefficient	,548**	,463**	,603**	1,000	-,090	,076	-,081	,140	,006	,092	,108	,104	,088
		Sig. (2-tailed)	,000	,000	,000		,216	,317	,276	,061	,931	,241	,164	,182	,214
		N	123	123	123	123	123	123	123	123	123	123	123	123	123
pengetahuan		Correlation Coefficient	-,127	-,067	-,064	-,090	1,000	,014	,025	-,002	,039	-,068	-,052	-,040	,068
		Sig. (2-tailed)	,120	,407	,397	,216		,864	,748	,978	,624	,430	,627	,633	,365
		N	123	123	123	123	123	123	123	123	123	123	123	123	123
Frek_susu_segar		Correlation Coefficient	,079	,043	,061	,076	,014	1,000	,036	-,051	-,167**	,153	,098	,123	,247**
		Sig. (2-tailed)	,347	,607	,436	,317	,864		,660	,538	,039	,076	,252	,151	,001
		N	123	123	123	123	123	123	123	123	123	123	123	123	123
Frek_fullcream		Correlation Coefficient	-,182*	-,003	-,005	-,081	,026	,036	1,000	-,086	-,042	-,052	-,065	-,147	,304**
		Sig. (2-tailed)	,029	,966	,948	,276	,748	,660		,289	,598	,546	,439	,082	,000
		N	123	123	123	123	123	123	123	123	123	123	123	123	123
Frek_lowfat		Correlation Coefficient	,217**	-,031	,084	,140	-,002	-,051	-,086	1,000	-,116	,025	,237**	,232**	,258*
		Sig. (2-tailed)	,010	,705	,276	,061	,978	,538	,289		,149	,774	,005	,006	,001
		N	123	123	123	123	123	123	123	123	123	123	123	123	123
Frek_bubuk		Correlation Coefficient	,083	-,143	,032	,006	,039	-,167**	-,042	-,116	1,000	,174**	,192**	,048	,414**
		Sig. (2-tailed)	,693	,079	,678	,931	,624	,039	,598	,149		,039	,021	,564	,000
		N	123	123	123	123	123	123	123	123	123	123	123	123	123
Frek_medis		Correlation Coefficient	-,017	,048	,129	,092	-,066	,153	-,052	,025	,174**	1,000	,386**	,538**	,355**
		Sig. (2-tailed)	,848	,578	,111	,241	,430	,076	,546	,774	,039		,000	,000	,000
		N	123	123	123	123	123	123	123	123	123	123	123	123	123
frek_tulang		Correlation Coefficient	,047	,100	,037	,108	-,052	,098	-,065	,237**	,192**	,386**	1,000	,340**	,441**
		Sig. (2-tailed)	,589	,242	,642	,164	,527	,252	,439	,005	,021	,000		,000	,000
		N	123	123	123	123	123	123	123	123	123	123	123	123	123
frek_diet		Correlation Coefficient	-,006	-,110	,146	,104	-,040	,123	-,147	,232**	,048	,538**	,340**	1,000	,340**
		Sig. (2-tailed)	,943	,198	,069	,182	,633	,151	,082	,006	,564	,000	,000		,000
		N	123	123	123	123	123	123	123	123	123	123	123	123	123
Y1		Correlation Coefficient	,060	-,037	,096	,088	,088	,247**	,304**	,258**	,414**	,355**	,441**	,340**	1,000
		Sig. (2-tailed)	,446	,633	,189	,214	,365	,001	,000	,001	,000	,000	,000	,000	
		N	123	123	123	123	123	123	123	123	123	123	123	123	123

*. Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

Lampiran 14. Output SPSS Uji Hubungan Faktor Sosial Ekonomi dan Pengetahuan dengan Pemilihan Ukuran Kemasan Susu Cair dan Bubuk Pada Ketiga Kelompok Usia

		Correlations															
		Pendidikan	Pendapatan	Anggota_keluarga	X1	pengetahuan	Uk 125mL	Uk 200mL	Uk 250mL	Uk 450mL	Uk 1000mL	Sachet	box kecil	box sedang	box besar	Y2	
Kendall's tau_b	Pendidikan	1,000	,213*	,123	,548*	-,127	,086	,020	-,056	-,055	-,076	,032	,024	,110	,046	,088	
			,012	,122	,000	-,120	,309	,807	,492	,516	,361	,694	,781	,195	,591	,247	
	N	123	123	123	123	123	123	123	123	123	123	123	123	123	123	123	
Pendapatan	Correlation Coefficient	,213*	1,000	,056	,463*	-,067	-,012	-,022	-,076	,051	,135	-,091	-,070	,021	,016	-,021	
				,475	,000	,407	,888	,785	,348	,545	,098	,261	,405	,804	,846	,775	
	N	123	123	123	123	123	123	123	123	123	123	123	123	123	123	123	
Anggota_keluarga	Correlation Coefficient	-,123	,056	1,000	,603**	-,064	,051	-,032	,085	,144	,018	-,069	,030	-,218**	,111	,102	
				,475	,000	,397	,516	,680	,262	,068	,817	,367	,703	,006	,162	,146	
	N	123	123	123	123	123	123	123	123	123	123	123	123	123	123	123	
X1	Correlation Coefficient	,548*	,463*	,603**	1,000	-,090	,062	,008	,004	,103	,025	-,063	,011	,223**	,102	,106	
				,000	,000	-,216	,412	,920	,953	,177	,739	,390	,884	,003	,185	,117	
	N	123	123	123	123	123	123	123	123	123	123	123	123	123	123	123	
pengetahuan	Correlation Coefficient	-,127	-,067	-,064	-,090	1,000	-,215**	,022	,016	,000	,177*	,035	-,116	-,120	-,046	,004	
				,397	,216	,008	,781	,842	,995	,026	,658	,154	,138	,570	,959		
	N	123	123	123	123	123	123	123	123	123	123	123	123	123	123	123	
Uk_125mL	Correlation Coefficient	,086	-,012	,051	,062	-,215**	1,000	,317**	-,065	,118	-,102	,199*	,322**	,256**	,071	,273**	
				,888	,516	,412	,008	,000	,419	,160	,213	,014	,000	,002	,400	,000	
	N	123	123	123	123	123	123	123	123	123	123	123	123	123	123	123	
Uk_200mL	Correlation Coefficient	,020	-,022	-,032	,008	,022	,317**	1,000	,286*	,149	-,095	,321**	,210*	,167*	,096	,415*	
				,807	,785	,680	,920	,781	,000	,071	,239	,000	,012	,044	,247	,000	
	N	123	123	123	123	123	123	123	123	123	123	123	123	123	123	123	
Uk_250mL	Correlation Coefficient	-,056	-,076	,085	,004	-,016	-,065	,286**	1,000	-,174*	,002	,161*	,089	,215**	-,008	,374**	
				,492	,348	,262	,953	,842	,419	,000	,032	,983	,040	,277	,008	,918	
	N	123	123	123	123	123	123	123	123	123	123	123	123	123	123	123	
Uk_450mL	Correlation Coefficient	-,055	,051	,144	,103	,000	,118	,149	,174*	1,000	,341**	,126	,352**	,491**	,299*	,450**	
				,516	,545	,068	,177	,995	,160	,071	,032	,000	,122	,000	,000	,000	
	N	123	123	123	123	123	123	123	123	123	123	123	123	123	123	123	
Uk_1000mL	Correlation Coefficient	-,076	,135	,016	,025	-,177*	-,102	-,095	,002	,341**	1,000	-,068	,039	,151	,340*	,233*	
				,361	,098	,817	,739	,026	,213	,239	,983	,000	,000	,643	,067	,000	
	N	123	123	123	123	123	123	123	123	123	123	123	123	123	123	123	
Sachet	Correlation Coefficient	,032	-,091	-,069	-,063	,035	,199*	,321**	,161*	-,126	-,068	1,000	,231**	,185*	,022	,442**	
				,694	,261	,367	,390	,658	,014	,000	,122	,397	,005	,023	,786	,000	
	N	123	123	123	123	123	123	123	123	123	123	123	123	123	123	123	
box kecil	Correlation Coefficient	,024	-,070	,030	,011	-,116	,322**	,210*	,089	-,352**	,039	,231**	1,000	-,476**	,308**	,445**	
				,781	,405	,703	,884	,154	,000	,012	,277	,000	,643	,005	,000	,000	
	N	123	123	123	123	123	123	123	123	123	123	123	123	123	123	123	
box sedang	Correlation Coefficient	,110	,021	,216*	,223**	-,120	,256**	-,167*	,215**	,491**	,151	,185*	,476**	1,000	,456**	,542**	
				,195	,804	,006	,003	,138	,002	,044	,008	,000	,067	,023	,000	,000	
	N	123	123	123	123	123	123	123	123	123	123	123	123	123	123	123	
box besar	Correlation Coefficient	,046	,016	,111	,102	-,046	,071	,096	-,008	,289**	,340**	,022	,308**	,456**	1,000	,344**	
				,591	,846	,162	,185	,570	,400	,247	,918	,000	,786	,000	,000	,000	
	N	123	123	123	123	123	123	123	123	123	123	123	123	123	123	123	
Y2	Correlation Coefficient	,088	-,021	,102	,106	,004	,273**	,415**	,374**	,450**	,233**	,442**	,445**	,542**	,344**	1,000	
				,247	,775	,146	,117	,959	,000	,000	,000	,000	,000	,000	,000	,000	
	N	123	123	123	123	123	123	123	123	123	123	123	123	123	123	123	

*. Correlation is significant at the 0.05 level (2-tailed).
 **. Correlation is significant at the 0.01 level (2-tailed).

		Correlations																	
		Pendidikan	Pendapatan	Anggota_keluarga	X1	pengetahuan	Uk 125mL	Uk 200mL	Uk 250mL	Uk 450mL	Uk 1000mL	Sachet	box kecil	box sedang	box besar	Y2			
Kendall's tau_b	Pendidikan	1,000	.279**	.160*	.611**	-.006	.242	-.131	.029	.003	.031	-.132	.012	.001	.046	.001			
	Pendapatan	.279**	1,000	.054	.569**	-.065	.176*	.062	.027	.035	.082	.087	.127	.070	.211*	.152*			
	Anggota_keluarga	.160*	.054	1,000	.528**	-.099	.085	-.028	.120	.041	.167*	.056	.107	.011	.130	.105			
X1	.611**	.569**	.528**	1,000	-.085	.151	-.040	.084	.056	.131	.020	.118	.065	.192*	.127*				
pengetahuan	-.006	-.065	-.099	-.085	1,000	-.234**	-.156	-.087	-.258**	-.026	-.025	-.113	-.202*	-.258**	-.170**				
Uk_125mL	.083	.176*	.085	.151	-.234**	1,000	.344**	.138	.344**	.038	.213*	.459**	.257*	.290**	.424**				
Uk_200mL	.320	.033	.297	.063	.005	.000	.098	.000	.653	.012	.000	.003	.001	.000	.000				
Uk_250mL	-.131	.062	-.028	-.040	-.156	.344**	1,000	.304**	.338**	.041	.246**	.229**	.253**	.196*	.458**				
Uk_450mL	.029	.027	.120	.084	-.087	.138	.304**	1,000	.344**	.121	-.048	.217*	.164	.260**	.388**				
Uk_1000mL	.723	.739	.136	.273	.285	.098	.000	.000	.143	.565	.011	.054	.002	.000	.000				
Sachet	-.132	.087	.056	.020	-.025	.213*	.246**	-.048	.199*	.002	1,000	.374**	.316*	.262**	.415**				
box_kecil	.012	.127	.107	.118	-.113	.459**	.237*	.217*	.476**	.150	.374**	1,000	.618**	.484**	.520**				
box_sedang	.888	.134	.204	.142	.181	.000	.006	.011	.083	.000	.000	.000	.000	.000	.000				
box_besar	.020	.070	.011	.085	-.202*	.037*	.253**	.164	.639**	.254**	.316**	.618**	1,000	.812**	.550**				
Y2	.989	.042	.157	.071	.022	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000				

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

		Correlations																	
		Pendidikan	Pendapatan	Anggota_keluarga	X1	pengetahuan	Uk 125mL	Uk 200mL	Uk 250mL	Uk 450mL	Uk 1000mL	Sachet	box kecil	box sedang	box besar	Y2			
Kendall's tau_b	Pendidikan	1,000	.474**	.051	.638**	-.042	-.079	.082	-.044	.091	.083	.146	.067	.052	.201*	.117*			
	Pendapatan	.474**	1,000	-.021	.684**	-.114	.087	.166*	.153	.162	.139	.120	.101	.170*	.238**	.229**			
	Anggota_keluarga	.051	-.021	1,000	.333**	-.067	.253**	.155	.236**	.141	.181**	.268**	.186**	.190*	.134	.228**			
X1	.638**	.684**	.333**	1,000	-.070	.113	.170*	.202*	.176*	.196*	.259**	.155	.174*	.279**	.283**				
pengetahuan	-.042	-.114	-.067	-.070	1,000	-.240**	-.160	-.230**	-.149	-.058	-.243**	-.259**	-.245**	-.154	-.194**				
Uk_125mL	-.079	.087	.253**	.113	-.240**	1,000	.454**	.349**	.430**	.191**	.419**	.456**	.355**	.309**	.524**				
Uk_200mL	.082	.166*	.155	.170*	.160	.454**	1,000	.430**	.418**	.091	.403**	.382**	.337**	.323**	.527**				
Uk_250mL	.084	.153	.236**	.202*	-.240**	.349**	.430**	1,000	.525**	.078	.365**	.439**	.441**	.290**	.559**				
Uk_450mL	.091	.162	.141	.176*	-.149	.430**	.418**	.525**	1,000	.235**	.297**	.375**	.511**	.453**	.586**				
Uk_1000mL	.083	.139	.181**	.196*	-.058	.191**	.091	.235**	.235**	1,000	.126	-.058	.190*	.403**	.348**				
Sachet	.146	.120	.268**	.259**	-.243**	.419**	.403**	.365**	.297**	.126	1,000	.397**	.307**	.287**	.514**				
box_kecil	.067	.101	.186**	.155	-.259**	.456**	.382**	.439**	.375**	-.058	.397**	1,000	.608**	.350**	.475**				
box_sedang	.035	.230	.029	.054	.002	.000	.000	.000	.499	.000	.499	.000	.000	.000	.000				
box_besar	.062	.170*	.190*	.174*	-.245**	.355**	.337**	.441**	.511**	.190*	.307**	.608**	1,000	.588**	.564**				
Y2	.538	.043	.025	.031	.004	.000	.000	.000	.027	.000	.027	.000	.000	.000	.000				

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Lampiran 15. Output SPSS Uji Hubungan Faktor Sosial Ekonomi dan Pengetahuan dengan Pemilihan Harga Tiap Jenis Susu Pada Ketiga Kelompok Usia

Correlations

		Pendidikan	Pendapatan	Anggota_keluarga	X1	pengetahuan	Harga_susu_segar	harga_fullcream	harga_lowfat	harga_bubuk	harga_medis	harga_tulang	harga_diet	Y3
Kendall's tau_b	Pendidikan	1,000	,213*	,123	,548**	-,127	-,020	,064	-,179*	,011	-,085	-,023	-,031	,093
			,012	-,122	,000	-,120	,809	,440	,029	,889	,329	,784	,720	,224
	N	123	123	123	123	123	123	123	123	123	123	123	123	123
Pendapatan	Correlation Coefficient	,213*	1,000	,056	,463**	-,067	,094	-,033	,039	-,142	,050	,152	,071	,070
	Sig. (2-tailed)	,012		,475	,000	,407	,251	,891	,629	,074	,556	,069	,403	,349
	N	123	123	123	123	123	123	123	123	123	123	123	123	123
Anggota_keluarga	Correlation Coefficient	,123	,056	1,000	,603**	-,064	,008	,022	,075	-,057	,079	,016	-,115	,017
	Sig. (2-tailed)	,122	,475		,000	,397	,919	,778	,322	,444	,328	,843	,150	,810
	N	123	123	123	123	123	123	123	123	123	123	123	123	123
X1	Correlation Coefficient	,548**	,463**	,603**	1,000	-,090	,021	,005	,126	-,061	,036	,086	,066	,074
	Sig. (2-tailed)	,000	,000	,000		,216	,774	,942	,085	,403	,258	,393	,279	,279
	N	123	123	123	123	123	123	123	123	123	123	123	123	123
pengetahuan	Correlation Coefficient	-,127	-,067	-,064	-,090	1,000	-,014	-,015	-,038	,054	-,093	-,130	,034	,058
	Sig. (2-tailed)	,120	,407	,397	,216		,855	,848	,613	,484	,264	,110	,680	,421
	N	123	123	123	123	123	123	123	123	123	123	123	123	123
Harga_susu_segar	Correlation Coefficient	-,020	,094	,008	,021	-,014	1,000	,197*	,073	,065	,212*	,196*	,129	,397**
	Sig. (2-tailed)	,809	,251	,919	,774	,855		,014	,365	,406	,012	,017	,120	,000
	N	123	123	123	123	123	123	123	123	123	123	123	123	123
harga_fullcream	Correlation Coefficient	,064	-,033	,022	,005	-,015	,197**	1,000	,313**	,046	-,029	-,041	-,021	,362**
	Sig. (2-tailed)	,440	,691	,778	,942	,848	,014		,000	,559	,728	,621	,800	,000
	N	123	123	123	123	123	123	123	123	123	123	123	123	123
harga_lowfat	Correlation Coefficient	,179*	,039	,075	,126	-,039	,073	,313**	1,000	-,058	,120	,159	,234**	,449**
	Sig. (2-tailed)	,029	,629	,322	,085	,613	,355	,000		,452	,150	,051	,004	,000
	N	123	123	123	123	123	123	123	123	123	123	123	123	123
harga_bubuk	Correlation Coefficient	,011	-,142	-,057	-,061	,054	,065	,046	-,058	1,000	,084	,163*	,068	,424**
	Sig. (2-tailed)	,889	,074	,444	,403	,484	,406	,559	,452		,305	,043	,402	,000
	N	123	123	123	123	123	123	123	123	123	123	123	123	123
harga_medis	Correlation Coefficient	-,085	,050	,079	,036	-,093	,212*	-,029	,120	,084	1,000	,509**	,525**	,317**
	Sig. (2-tailed)	,329	,556	,328	,645	,264	,012	,728	,150	,305		,000	,000	,000
	N	123	123	123	123	123	123	123	123	123	123	123	123	123
harga_tulang	Correlation Coefficient	-,023	,152	,016	,086	-,130	,196*	-,041	,159	,163*	,509**	1,000	,421**	,421**
	Sig. (2-tailed)	,784	,069	,843	,258	,110	,017	,621	,051	,043	,000		,000	,000
	N	123	123	123	123	123	123	123	123	123	123	123	123	123
harga_diet	Correlation Coefficient	-,031	,071	,115	,066	,034	,129	-,021	,234**	,068	,525**	,421**	1,000	,396**
	Sig. (2-tailed)	,720	,403	,150	,393	,680	,120	,800	,004	,402	,000	,000		,000
	N	123	123	123	123	123	123	123	123	123	123	123	123	123
Y3	Correlation Coefficient	,093	,070	,017	,074	,058	,397**	,362**	,449**	,424**	,317**	,421**	,396**	1,000
	Sig. (2-tailed)	,224	,349	,810	,279	,421	,000	,000	,000	,000	,000	,000	,000	
	N	123	123	123	123	123	123	123	123	123	123	123	123	123

*. Correlation is significant at the 0.05 level (2-tailed).
 **. Correlation is significant at the 0.01 level (2-tailed).

Lampiran 16. Output SPSS Uji Hubungan Faktor Sosial Ekonomi dan Pengetahuan dengan Pemilihan Tempat Beli Produk Susu Pada Ketiga Kelompok Usia

Correlations

			Pendidikan	Pendapatan	Anggota_keluarga	X1	pengetahuan	Pasar	warung	supermarket	minimarket	online_store	Y4	
Kendall's tau_b	Pendidikan	Correlation Coefficient	1,000	,213*	,123	,548**	-,127	,168*	,049	,016	-,034	-,114	,025	
		Sig. (2-tailed)	.	,012	,122	,000	,120	,045	,546	,838	,672	,177	,745	
		N	123	123	123	123	123	123	123	123	123	123	123	
Pendapatan	Pendidikan	Correlation Coefficient	,213*	1,000	,056	,463**	-,067	,039	-,029	,193*	,139	,139	,154*	
		Sig. (2-tailed)	,012	.	,475	,000	,407	,635	,721	,015	,079	,095	,039	
		N	123	123	123	123	123	123	123	123	123	123	123	
Anggota_keluarga	Pendidikan	Correlation Coefficient	,123	,056	1,000	,603**	-,064	,030	,004	,080	,124	-,007	,093	
		Sig. (2-tailed)	,122	,475	.	,000	,397	,702	,959	,283	,096	,932	,183	
		N	123	123	123	123	123	123	123	123	123	123	123	
X1	Pendidikan	Correlation Coefficient	,548**	,463**	,603**	1,000	-,090	,119	,018	,111	,118	,001	,131	
		Sig. (2-tailed)	,000	,000	,000	.	,216	,114	,801	,123	,102	,984	,054	
		N	123	123	123	123	123	123	123	123	123	123	123	
pengetahuan	Pendidikan	Correlation Coefficient	-,127	-,067	-,064	-,090	1,000	-,006	-,115	,135	,040	-,061	,024	
		Sig. (2-tailed)	,120	,407	,397	,216	.	,942	,139	,076	,598	,451	,738	
		N	123	123	123	123	123	123	123	123	123	123	123	
Pasar	Pendidikan	Correlation Coefficient	,168*	,039	,030	,119	-,006	1,000	,347**	,077	,073	,138	,425**	
		Sig. (2-tailed)	,045	,635	,702	,114	,942	.	,000	,324	,354	,095	,000	
		N	123	123	123	123	123	123	123	123	123	123	123	
warung	Pendidikan	Correlation Coefficient	,049	-,029	,004	,018	-,115	,347**	1,000	,013	,013	,161*	,405**	
		Sig. (2-tailed)	,546	,721	,959	,801	,139	,000	.	,862	,865	,046	,000	
		N	123	123	123	123	123	123	123	123	123	123	123	
supermarket	Pendidikan	Correlation Coefficient	,016	,193*	,080	,111	,135	,077	,013	1,000	,563**	,127	,595**	
		Sig. (2-tailed)	,838	,015	,283	,123	,076	,324	,862	.	,000	,108	,000	
		N	123	123	123	123	123	123	123	123	123	123	123	
minimarket	Pendidikan	Correlation Coefficient	-,034	,139	,124	,118	,040	,073	,013	,563**	1,000	,063	,560**	
		Sig. (2-tailed)	,672	,079	,096	,102	,598	,354	,865	,000	.	.	,430	,000
		N	123	123	123	123	123	123	123	123	123	123	123	
online_store	Pendidikan	Correlation Coefficient	-,114	,139	-,007	,001	-,061	,138	,161*	,127	,063	1,000	,382**	
		Sig. (2-tailed)	,177	,095	,932	,984	,451	,095	,046	,108	,430	.	,000	
		N	123	123	123	123	123	123	123	123	123	123	123	
Y4	Pendidikan	Correlation Coefficient	,025	,154*	,093	,131	,024	,425**	,405**	,595**	,560**	,382**	1,000	
		Sig. (2-tailed)	,745	,039	,183	,054	,738	,000	,000	,000	,000	,000	.	
		N	123	123	123	123	123	123	123	123	123	123	123	

*. Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

Correlations

			Pendidikan	Pendapatan	Anggota_keluarga	X1	pengetahuan	Pasar	warung	supermarket	minimarket	online_store	Y4	
Kendall's tau_b	Pendidikan	Correlation Coefficient	1,000	,279**	,160*	,611**	-,006	-,245**	-,236**	,208**	,007	,061	-,066	
		Sig. (2-tailed)	.	,001	,047	,000	,946	,003	,004	,009	,929	,472	,388	
		N	111	111	111	111	111	111	111	111	111	111	111	
Pendapatan	Pendidikan	Correlation Coefficient	,279**	1,000	,054	,559**	-,065	-,251**	-,001	,143	,058	,241**	,054	
		Sig. (2-tailed)	,001	.	,497	,000	,421	,002	,989	,070	,468	,004	,473	
		N	111	111	111	111	111	111	111	111	111	111	111	
Anggota_keluarga	Pendidikan	Correlation Coefficient	,160*	,054	1,000	,528**	-,099	-,043	-,104	,198*	,073	,092	,090	
		Sig. (2-tailed)	,047	,497	.	,000	,213	,597	,196	,012	,355	,272	,229	
		N	111	111	111	111	111	111	111	111	111	111	111	
X1	Pendidikan	Correlation Coefficient	,611**	,559**	,528**	1,000	-,085	-,258**	-,170*	,266**	,091	,194*	,049	
		Sig. (2-tailed)	,000	,000	,000	.	,262	,001	,026	,000	,227	,015	,496	
		N	111	111	111	111	111	111	111	111	111	111	111	
pengetahuan	Pendidikan	Correlation Coefficient	-,006	-,065	-,099	-,085	1,000	,003	-,094	-,126	-,046	,038	-,091	
		Sig. (2-tailed)	,946	,421	,213	,262	.	,975	,245	,110	,563	,654	,227	
		N	111	111	111	111	111	111	111	111	111	111	111	
Pasar	Pendidikan	Correlation Coefficient	-,245**	-,251**	-,043	-,259**	,003	1,000	,217**	-,193*	-,118	-,094	,172*	
		Sig. (2-tailed)	,003	,002	,597	,001	,975	.	,008	,017	,146	,274	,026	
		N	111	111	111	111	111	111	111	111	111	111	111	
warung	Pendidikan	Correlation Coefficient	-,236**	-,001	-,104	-,170*	-,094	,217**	1,000	-,009	,236**	,040	,476**	
		Sig. (2-tailed)	,004	,989	,196	,026	,245	,008	.	,908	,003	,633	,000	
		N	111	111	111	111	111	111	111	111	111	111	111	
supermarket	Pendidikan	Correlation Coefficient	,208**	,143	,198*	,266**	-,126	-,193*	-,009	1,000	,221**	,222**	,460**	
		Sig. (2-tailed)	,009	,070	,012	,000	,110	,017	,908	.	,005	,007	,000	
		N	111	111	111	111	111	111	111	111	111	111	111	
minimarket	Pendidikan	Correlation Coefficient	,007	,058	,073	,091	-,046	-,118	,236**	,221**	1,000	,018	,489**	
		Sig. (2-tailed)	,929	,468	,355	,227	,563	,146	,003	,005	.	.	,833	,000
		N	111	111	111	111	111	111	111	111	111	111	111	
online_store	Pendidikan	Correlation Coefficient	,061	,241**	,092	,194*	,038	-,094	,040	,222**	,018	1,000	,328**	
		Sig. (2-tailed)	,472	,004	,272	,015	,654	,274	,633	,007	,833	.	,000	
		N	111	111	111	111	111	111	111	111	111	111	111	
Y4	Pendidikan	Correlation Coefficient	-,066	,054	,090	,049	-,091	,172*	,476**	,460**	,489**	,328**	1,000	
		Sig. (2-tailed)	,388	,473	,229	,496	,227	,026	,000	,000	,000	,000	.	
		N	111	111	111	111	111	111	111	111	111	111	111	

** Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

			Pendidikan	Pendapatan	Anggota_keluarga	X1	pengetahuan	Pasar	warung	supermarket	minimarket	online_store	Y4
Kendall's tau_b	Pendidikan	Correlation Coefficient	1,000	,474**	-,051	,638**	-,042	-,122	-,081	,198*	,145	,074	,093
		Sig. (2-tailed)	.	,000	,533	,000	,604	,146	,330	,013	,072	,394	,227
		N	106	106	106	106	106	106	106	106	106	106	106
	Pendapatan	Correlation Coefficient	,474**	1,000	-,021	,684**	-,114	-,078	-,126	,342**	,227**	,131	,193*
		Sig. (2-tailed)	,000	.	,796	,000	,157	,348	,125	,000	,005	,130	,012
		N	106	106	106	106	106	106	106	106	106	106	106
	Anggota_keluarga	Correlation Coefficient	-,051	-,021	1,000	,333**	-,067	,075	,189*	-,046	,050	-,058	,071
		Sig. (2-tailed)	,533	,796	.	,000	,411	,368	,022	,562	,535	,508	,354
		N	106	106	106	106	106	106	106	106	106	106	106
	X1	Correlation Coefficient	,638**	,684**	,333**	1,000	-,070	-,055	-,018	,237**	,195*	,076	,171*
		Sig. (2-tailed)	,000	,000	,000	.	,363	,489	,817	,002	,011	,361	,019
		N	106	106	106	106	106	106	106	106	106	106	106
	pengetahuan	Correlation Coefficient	-,042	-,114	-,067	-,070	1,000	-,112	-,096	,006	,020	,036	-,014
		Sig. (2-tailed)	,604	,157	,411	,363	.	,182	,247	,944	,800	,682	,854
N		106	106	106	106	106	106	106	106	106	106	106	
Pasar	Correlation Coefficient	-,122	-,078	,075	-,055	-,112	1,000	,341**	-,021	,056	-,005	,355**	
	Sig. (2-tailed)	,146	,348	,368	,489	,182	.	,000	,795	,501	,953	,000	
	N	106	106	106	106	106	106	106	106	106	106	106	
warung	Correlation Coefficient	-,081	-,126	,189*	-,018	-,096	,341**	1,000	,059	,210*	,112	,510**	
	Sig. (2-tailed)	,330	,125	,022	,817	,247	,000	.	,469	,011	,207	,000	
	N	106	106	106	106	106	106	106	106	106	106	106	
supermarket	Correlation Coefficient	,198*	,342**	-,046	,237**	,006	-,021	,059	1,000	,256**	,131	,459**	
	Sig. (2-tailed)	,013	,000	,562	,002	,944	,795	,469	.	,001	,125	,000	
	N	106	106	106	106	106	106	106	106	106	106	106	
minimarket	Correlation Coefficient	,145	,227**	,050	,195*	,020	,056	,210*	,256**	1,000	,051	,544**	
	Sig. (2-tailed)	,072	,005	,535	,011	,800	,501	,011	,001	.	,553	,000	
	N	106	106	106	106	106	106	106	106	106	106	106	
online_store	Correlation Coefficient	,074	,131	-,058	,076	,036	-,005	,112	,131	,051	1,000	,297**	
	Sig. (2-tailed)	,394	,130	,508	,361	,682	,953	,207	,125	,553	.	,000	
	N	106	106	106	106	106	106	106	106	106	106	106	
Y4	Correlation Coefficient	,093	,193*	-,071	,171*	-,014	,355**	,510**	,459**	,544**	,297**	1,000	
	Sig. (2-tailed)	,227	,012	,354	,019	,854	,000	,000	,000	,000	,000	.	
	N	106	106	106	106	106	106	106	106	106	106	106	

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Lampiran 17. Output SPSS Hasil Mean Rank Ketiga Kelompok Usia dengan Perilaku Konsumsi

	Usia	N	Mean Rank
Frek_susu_segar	1,00	123	166,52
	2,00	111	167,73
	3,00	106	178,03
	Total	340	
Frek_fullcream	1,00	123	187,33
	2,00	111	172,32
	3,00	106	149,07
	Total	340	
Frek_lowfat	1,00	123	180,77
	2,00	111	159,58
	3,00	106	170,02
	Total	340	
Frek_bubuk	1,00	123	184,47
	2,00	111	157,82
	3,00	106	167,58
	Total	340	
Frek_medis	1,00	123	166,25
	2,00	111	167,84
	3,00	106	178,22
	Total	340	
frek_tulang	1,00	123	157,57
	2,00	111	162,14
	3,00	106	194,26
	Total	340	
frek_diet	1,00	123	174,91
	2,00	111	168,07
	3,00	106	167,93
	Total	340	

Uk_125mL	1,00	123	162,08
	2,00	111	180,68
	3,00	106	169,61
	Total	340	
Uk_200mL	1,00	123	164,33
	2,00	111	173,56
	3,00	106	174,46
	Total	340	
Uk_250mL	1,00	123	180,31
	2,00	111	167,90
	3,00	106	161,84
	Total	340	
Uk_450mL	1,00	123	159,13
	2,00	111	170,76
	3,00	106	183,42
	Total	340	
Uk_1000mL	1,00	123	153,13
	2,00	111	175,09
	3,00	106	185,85
	Total	340	

box_kecil	1,00	123	164,16
	2,00	111	165,59
	3,00	106	183,00
	Total	340	
box_sedang	1,00	123	159,81
	2,00	111	174,23
	3,00	106	179,00
	Total	340	
box_besar	1,00	123	153,47
	2,00	111	170,53
	3,00	106	190,24
	Total	340	

Harga_susu_segar	1,00	123	162,24
	2,00	111	166,22
	3,00	106	184,57
	Total	340	
harga_fullcream	1,00	123	173,76
	2,00	111	165,68
	3,00	106	171,77
	Total	340	
harga_lowfat	1,00	123	170,90
	2,00	111	163,45
	3,00	106	177,41
	Total	340	
harga_bubuk	1,00	123	168,97
	2,00	111	173,44
	3,00	106	169,20
	Total	340	
harga_medis	1,00	123	143,39
	2,00	111	172,22
	3,00	106	200,15
	Total	340	
harga_tulang	1,00	123	143,03
	2,00	111	166,09
	3,00	106	206,99
	Total	340	
harga_diet	1,00	123	154,08
	2,00	111	173,85
	3,00	106	186,05
	Total	340	

Pasar	1,00	123	165,20
	2,00	111	174,55
	3,00	106	172,42
	Total	340	
warung	1,00	123	179,32
	2,00	111	176,16
	3,00	106	154,34
	Total	340	
supermarket	1,00	123	186,85
	2,00	111	160,86
	3,00	106	161,63
	Total	340	
minimarket	1,00	123	193,19
	2,00	111	168,17
	3,00	106	146,62
	Total	340	
online_store	1,00	123	177,62
	2,00	111	174,97
	3,00	106	157,55
	Total	340	

Lampiran 18. Hasil Antiplagiasi

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