

## 7. LAMPIRAN

### Lampiran 1. Deskripsi Responden

No.	Karakteristik Responden	Jumlah responden	Persentase (%)	
1	Laki-Laki	188	53,7%	
	Perempuan	162	46,3%	
2	Umur	25-34	109	31,1%
		35-44	63	18%
		45-54	135	38,6%
		55-64	40	11,4%
		> 65	3	0,9%
3	Status Pernikahan	Menikah	250	71,4%
		Cerai hidup	7	2%
		Cerai mati	8	2,3%
		Belum menikah tapi memiliki tanggungan (saudara atau orangtua)	85	24,3%
4	Domisili	Semarang Pusat	75	21,4%
		Semarang Selatan	107	30,5%
		Semarang Timur	65	18,6%
		Semarang Barat	65	18,65
		Semarang Utara	38	10,9%
5	Jenis Pekerjaan Anda	Pegawai negeri sipil	46	13,1%
		Pegawai swasta	134	38,3%
		Wirausaha	64	18,3%
		Ibu Rumah Tangga	39	11,2%
		Tenaga pengajar	25	7,1%
		Lainnya	42	12%
6	Jenispekerjaan suami/istri	Pegawai negeri sipil	28	8%
		Pegawai swasta	81	23,1%
		Wirausaha	40	11,4%
		Ibu rumah tangga	67	19,1%
		Tenaga pengajar	24	6,9%
		Belum menikah	79	22,6%
Lainnya	31	8,9%		

## Lampiran 2. Daftar Pertanyaan Kuesioner

### BAGIAN I: *PRELIMINARY*

No	Karakteristik Responden	Pilihan Jawaban
1.	Jenis Kelamin	Laki-laki Perempuan
2.	Umur	25-34 35-44 45-54 55-64 >65
3.	Status Pernikahan	Menikah Cerai hidup Cerai mati Belum menikah tapi memiliki tanggungan (saudara atau orangtua)
4.	Domisili	Semarang Pusat Semarang Selatan Semarang Timur Semarang Barat Semarang Utara
5.	Jenis Pekerjaan Anda	Pegawai negeri sipil Pegawai swasta Wirausaha Ibu Rumah Tangga Tenaga Pengajar Lainnya
	Jenis Pekerjaan Suami/Istri	Pegawai negeri sipil

6.	Pegawai swasta Wirausaha Ibu Rumah Tangga Tenaga pengajar Belom menikah Lainnya
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## BAGIAN II: FAKTOR SOSIAL

No	Faktor Sosial	Pilihan Jawaban
1.	Jumlah anggota	2 3 4 >4
2.	Penerimaan Per bulan	<Rp 1.400.000 Rp1.400.000-Rp2.800.000 Rp2.800.001-Rp 5.000.000 Rp5.000.001-Rp10.000.000 >Rp 10.000.001
3.	Pendidikan	SD SMP SMA S1 S2 S3 Tidak sekolah

### BAGIAN III: PERTIMBANGAN MEMBELI

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No	Pertimbangan membeli	Pilihan Jawaban
1.	Harga	Bukan Prioritas Tidak Terlalu Penting Penting Sangat Penting Prioritas
2.	Rasa	Bukan Prioritas Tidak Terlalu Penting Penting Sangat Penting Prioritas
3.	Kualitas	Bukan Prioritas Tidak Terlalu Penting Penting Sangat Penting Prioritas
4.	Kemudahan Membeli	Bukan Prioritas Tidak Terlalu Penting Penting Sangat Penting Prioritas

## BAGIAN IV: PENGETAHUAN IKAN

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No	Pengetahuan Ikan	Pilihan Jawaban
1.	Kandungan Ikan	Vitamin A Karbohidrat Vitamin D Protein Kalsium Omega-3
2.	Manfaat Ikan	Menunjang pertumbuhan dan kecerdasan anak Mendukung kesehatan tulang Menjaga kesehatan mata Meningkatkan kekuatan gigi Menjaga kebugaran tubuh Mencegah dan mengatasi depresi

## **BAGIAN V: PERTIMBANGAN MEMBELI**

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<b>No</b>	<b>Pertimbangan membeli</b>	<b>Pilihan Jawaban</b>
		Tidak Mengonsumsi
		1-2 kali
1.	Masak Sendiri	3-4 kali
		5-6 kali
		>6 kali
2.	Makan Di Luar Rumah	Tidak Mengonsumsi
		1-2 kali
		3-4 kali
		5-6 kali
		>6 kali
3.	Beli Siap Konsumsi	Tidak Mengonsumsi
		1-2 kali
		3-4 kali
		5-6 kali
		>6 kali
4.	Mendapat Kiriman	Tidak Mengonsumsi
		1-2 kali
		3-4 kali
		5-6 kali
		>6 kali

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## **BAGIAN VI: MAKAN BERSAMA DENGAN KELUARGA**

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<b>No</b>	<b>Makan bersama dengan keluarga</b>	<b>Pilihan Jawaban</b>
		Tidak Mengonsumsi
1.	Ayah	1-2 kali 3-4 kali 5-6 kali >6 kali
2.	Ibu	Tidak Mengonsumsi 1-2 kali 3-4 kali 5-6 kali >6 kali
3.	Anak	Tidak Mengonsumsi 1-2 kali 3-4 kali 5-6 kali >6 kali
4.	Keluarga Serumah	Tidak Mengonsumsi 1-2 kali 3-4 kali 5-6 kali >6 kali

## BAGIAN VII: PERTANYAAN KUESIONER FREKUENSI KONSUMSI IKAN

No	Jenis ikan	Pilihan Jawaban
1.	Frekuensi Konsumsi Ikan Laut	Tidak Mengonsumsi 1-2 kali 3-4 kali 5-6 kali >6 kali
2.	Frekuensi Konsumsi Ikan air tawar	Tidak Mengonsumsi 1-2 kali 3-4 kali 5-6 kali >6 kali
3.	Frekuensi Konsumsi Ikan air payau	Tidak Mengonsumsi 1-2 kali 3-4 kali 5-6 kali >6 kali
4.	Frekuensi Konsumsi Ikan tak berenang air tawar dan laut	Tidak Mengonsumsi 1-2 kali 3-4 kali 5-6 kali >6 kali
No	Jenis ikan	Pilihan Jawaban
1.	Frekuensi Konsumsi Ikan olahan	Tidak Mengonsumsi 1-2 kali 3-4 kali 5-6 kali >6 kali
2.	Frekuensi Konsumsi Ikan <i>ready to eat</i>	Tidak Mengonsumsi 1-2 kali 3-4 kali 5-6 kali >6 kali
3.	Frekuensi Konsumsi Bumbu berbasis ikan	Tidak Mengonsumsi 1-2 kali 3-4 kali

		5-6 kali >6 kali
4.	Frekuensi Konsumsi Lauk berbasis ikan lainnya	Tidak Mengonsumsi 1-2 kali 3-4 kali 5-6 kali >6 kali

### Lampiran 3. Jawaban Benar Pada Variabel Pengetahuan

Vitamin A	199
Vitamin D	215
Protein	222
Kalsium	163
Omega-3	268

Menunjang pertumbuhan dan kecerdasan anak	313
Mendukung kesehatan tulang	200
Menjaga kesehatan mata	179
Menjaga kebugaran tubuh	191
Mencegah dan mengatasi depresi	89

## Lampiran 4. Hasil Uji Hubungan

### Correlations

			All_X1	All_X2	All_X3	All_X4	All_X5	All_Y
Kendall's tau_b	All_X1	Correlation Coefficient	1.000	-.132**	.181**	.238**	.283**	.247**
		Sig. (2-tailed)	.	.001	.000	.000	.000	.000
		N	350	350	350	350	350	350
	All_X2	Correlation Coefficient	-.132**	1.000	-.183**	-.328**	-.328**	-.332**
		Sig. (2-tailed)	.001	.	.000	.000	.000	.000
		N	350	350	350	350	350	350
	All_X3	Correlation Coefficient	.181**	-.183**	1.000	.189**	.223**	.198**
		Sig. (2-tailed)	.000	.000	.	.000	.000	.000
		N	350	350	350	350	350	350
	All_X4	Correlation Coefficient	.238**	-.328**	.189**	1.000	.597**	.704**
		Sig. (2-tailed)	.000	.000	.000	.	.000	.000
		N	350	350	350	350	350	350
	All_X5	Correlation Coefficient	.283**	-.328**	.223**	.597**	1.000	.614**
		Sig. (2-tailed)	.000	.000	.000	.000	.	.000
		N	350	350	350	350	350	350
	All_Y	Correlation Coefficient	.247**	-.332**	.198**	.704**	.614**	1.000
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.
		N	350	350	350	350	350	350

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

### Correlations

Control Variables			All_X2	All_X3	All_X4	All_X5	All_Y
All_X1	All_X2	Correlation	1.000	-.215	-.398	-.354	-.372
		Significance (2-tailed)	.	.000	.000	.000	.000
		df	0	347	347	347	347
	All_X3	Correlation	-.215	1.000	.211	.243	.250
		Significance (2-tailed)	.000	.	.000	.000	.000
		df	347	0	347	347	347
	All_X4	Correlation	-.398	.211	1.000	.721	.837
		Significance (2-tailed)	.000	.000	.	.000	.000
		df	347	347	0	347	347
	All_X5	Correlation	-.354	.243	.721	1.000	.741
		Significance (2-tailed)	.000	.000	.000	.	.000
		df	347	347	347	0	347
	All_Y	Correlation	-.372	.250	.837	.741	1.000
		Significance (2-tailed)	.000	.000	.000	.000	.
		df	347	347	347	347	0

### Correlations

Control Variables			All_X1	All_X3	All_X4	All_X5	All_Y
All_X2	All_X1	Correlation	1.000	.221	.274	.330	.257
		Significance (2-tailed)	.	.000	.000	.000	.000
		df	0	347	347	347	347
All_X3	All_X3	Correlation	.221	1.000	.192	.242	.233
		Significance (2-tailed)	.000	.	.000	.000	.000
		df	347	0	347	347	347
All_X4	All_X4	Correlation	.274	.192	1.000	.704	.823
		Significance (2-tailed)	.000	.000	.	.000	.000
		df	347	347	0	347	347
All_X5	All_X5	Correlation	.330	.242	.704	1.000	.725
		Significance (2-tailed)	.000	.000	.000	.	.000
		df	347	347	347	0	347
All_Y	All_Y	Correlation	.257	.233	.823	.725	1.000
		Significance (2-tailed)	.000	.000	.000	.000	.
		df	347	347	347	347	0

### Correlations

Control Variables			All_X1	All_X2	All_X4	All_X5	All_Y
All_X3	All_X1	Correlation	1.000	-.105	.263	.309	.238
		Significance (2-tailed)	.	.051	.000	.000	.000
		df	0	347	347	347	347
All_X2	All_X2	Correlation	-.105	1.000	-.382	-.333	-.350
		Significance (2-tailed)	.051	.	.000	.000	.000
		df	347	0	347	347	347
All_X4	All_X4	Correlation	.263	-.382	1.000	.729	.839
		Significance (2-tailed)	.000	.000	.	.000	.000
		df	347	347	0	347	347
All_X5	All_X5	Correlation	.309	-.333	.729	1.000	.743
		Significance (2-tailed)	.000	.000	.000	.	.000
		df	347	347	347	0	347
All_Y	All_Y	Correlation	.238	-.350	.839	.743	1.000
		Significance (2-tailed)	.000	.000	.000	.000	.
		df	347	347	347	347	0

### Correlations

Control Variables			All_X1	All_X2	All_X3	All_X5	All_Y
All_X4	All_X1	Correlation	1.000	-.032	.180	.202	.059
		Significance (2-tailed)	.	.557	.001	.000	.271
		df	0	347	347	347	347
All_X2	All_X2	Correlation	-.032	1.000	-.149	-.109	-.079
		Significance (2-tailed)	.557	.	.005	.041	.139
		df	347	0	347	347	347
All_X3	All_X3	Correlation	.180	-.149	1.000	.166	.144
		Significance (2-tailed)	.001	.005	.	.002	.007
		df	347	347	0	347	347
All_X5	All_X5	Correlation	.202	-.109	.166	1.000	.367
		Significance (2-tailed)	.000	.041	.002	.	.000
		df	347	347	347	0	347
All_Y	All_Y	Correlation	.059	-.079	.144	.367	1.000
		Significance (2-tailed)	.271	.139	.007	.000	.
		df	347	347	347	347	0

### Correlations

Control Variables			All_X1	All_X2	All_X3	All_X4	All_Y
All_X5	All_X1	Correlation	1.000	-.024	.156	.067	.031
		Significance (2-tailed)	.	.652	.004	.212	.562
		df	0	347	347	347	347
All_X2	All_X2	Correlation	-.024	1.000	-.144	-.222	-.176
		Significance (2-tailed)	.652	.	.007	.000	.001
		df	347	0	347	347	347
All_X3	All_X3	Correlation	.156	-.144	1.000	.063	.110
		Significance (2-tailed)	.004	.007	.	.240	.040
		df	347	347	0	347	347
All_X4	All_X4	Correlation	.067	-.222	.063	1.000	.652
		Significance (2-tailed)	.212	.000	.240	.	.000
		df	347	347	347	0	347
All_Y	All_Y	Correlation	.031	-.176	.110	.652	1.000
		Significance (2-tailed)	.562	.001	.040	.000	.
		df	347	347	347	347	0

### Correlations

			harga	rasa	kualitas	kemudahan_mendapatkan	Y
Kendall's tau_b	harga	Correlation Coefficient	1.000	.314**	.038	.390**	-.218**
		Sig. (2-tailed)	.	.000	.411	.000	.000
		N	350	350	350	350	350
	rasa	Correlation Coefficient	.314**	1.000	.429**	.498**	-.362**
		Sig. (2-tailed)	.000	.	.000	.000	.000
		N	350	350	350	350	350
	kualitas	Correlation Coefficient	.038	.429**	1.000	.306**	-.162**
		Sig. (2-tailed)	.411	.000	.	.000	.000
		N	350	350	350	350	350
	kemudahan_mendapatkan	Correlation Coefficient	.390**	.498**	.306**	1.000	-.254**
		Sig. (2-tailed)	.000	.000	.000	.	.000
		N	350	350	350	350	350
Y		Correlation Coefficient	-.218**	-.362**	-.162**	-.254**	1.000
		Sig. (2-tailed)	.000	.000	.000	.000	.
		N	350	350	350	350	350

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

### Correlations

			kandungan_ikan	manfaat_ikan	Y
Kendall's tau_b	kandungan_ikan	Correlation Coefficient	1.000	.676**	.178**
		Sig. (2-tailed)	.	.000	.000
		N	350	350	350
	manfaat_ikan	Correlation Coefficient	.676**	1.000	.219**
		Sig. (2-tailed)	.000	.	.000
		N	350	350	350
Y		Correlation Coefficient	.178**	.219**	1.000
		Sig. (2-tailed)	.000	.000	.
		N	350	350	350

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

**Correlations**

			masak_sendi ri	makan_dirum ah	beli_siapkon sumsi	mendapat_kir iman	Y
Kendall's tau_b	masak_sendiri	Correlation Coefficient	1.000	.169**	.471**	.370**	.529**
		Sig. (2-tailed)	.	.000	.000	.000	.000
		N	350	350	350	350	350
	makan_dirumah	Correlation Coefficient	.169**	1.000	.446**	.380**	.476**
		Sig. (2-tailed)	.000	.	.000	.000	.000
		N	350	350	350	350	350
	beli_siapkonsumsi	Correlation Coefficient	.471**	.446**	1.000	.501**	.603**
		Sig. (2-tailed)	.000	.000	.	.000	.000
		N	350	350	350	350	350
	mendapat_kiriman	Correlation Coefficient	.370**	.380**	.501**	1.000	.501**
		Sig. (2-tailed)	.000	.000	.000	.	.000
		N	350	350	350	350	350
Y		Correlation Coefficient	.529**	.476**	.603**	.501**	1.000
		Sig. (2-tailed)	.000	.000	.000	.000	.
		N	350	350	350	350	350

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

**Correlations**

			ayah	ibu	anak	keluarga_ser umah	Y
Kendall's tau_b	ayah	Correlation Coefficient	1.000	.305**	.497**	.332**	.465**
		Sig. (2-tailed)	.	.000	.000	.000	.000
		N	350	350	350	350	350
	ibu	Correlation Coefficient	.305**	1.000	.395**	.290**	.392**
		Sig. (2-tailed)	.000	.	.000	.000	.000
		N	350	350	350	350	350
	anak	Correlation Coefficient	.497**	.395**	1.000	.360**	.534**
		Sig. (2-tailed)	.000	.000	.	.000	.000
		N	350	350	350	350	350
	keluarga_serumah	Correlation Coefficient	.332**	.290**	.360**	1.000	.448**
		Sig. (2-tailed)	.000	.000	.000	.	.000
		N	350	350	350	350	350
Y		Correlation Coefficient	.465**	.392**	.534**	.448**	1.000
		Sig. (2-tailed)	.000	.000	.000	.000	.
		N	350	350	350	350	350

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



## Lampiran 5. Hasil Scan Plagiasi

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