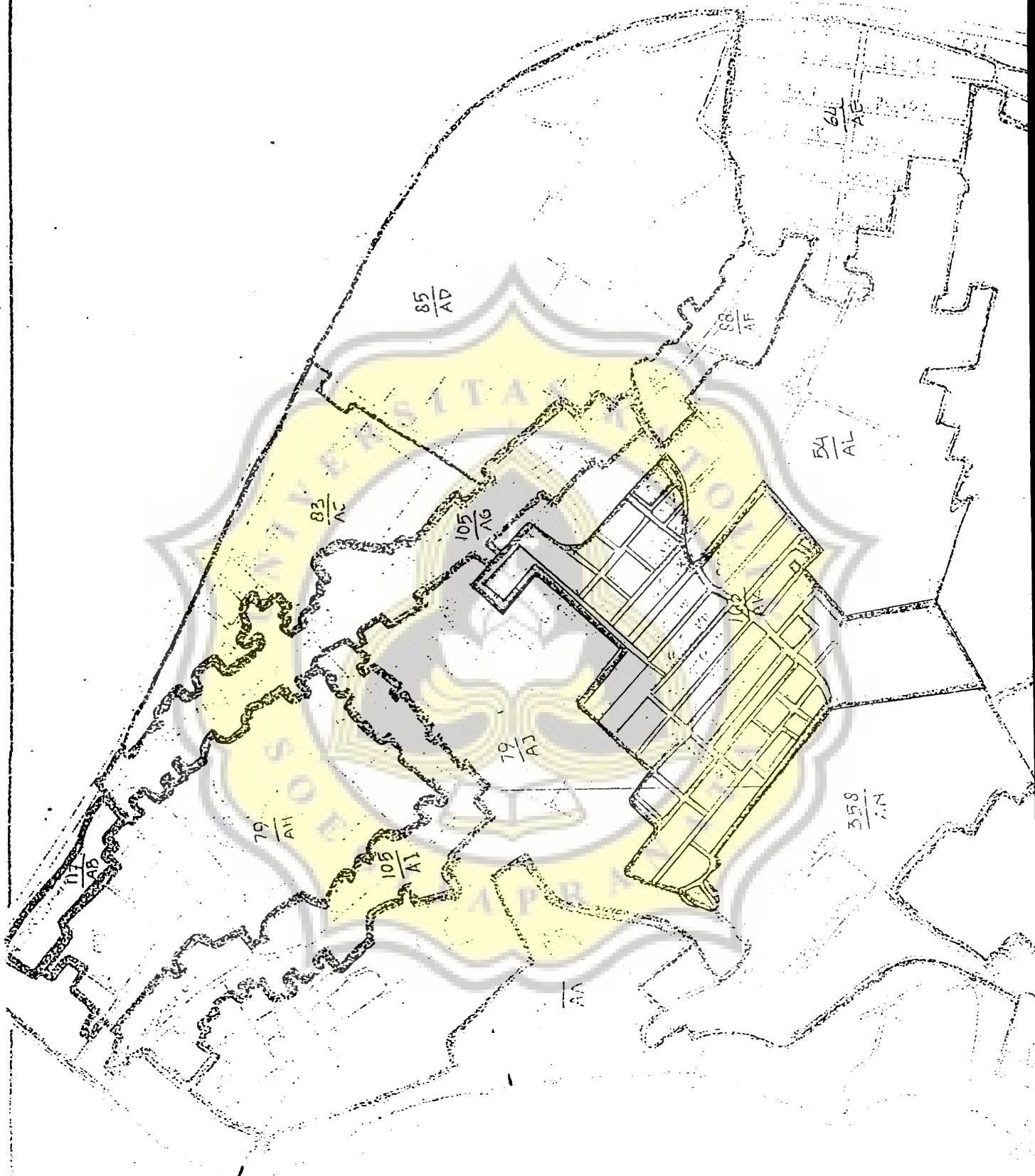


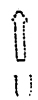


# **LAMPIRAN 1**

# GOMBEL PERMAI

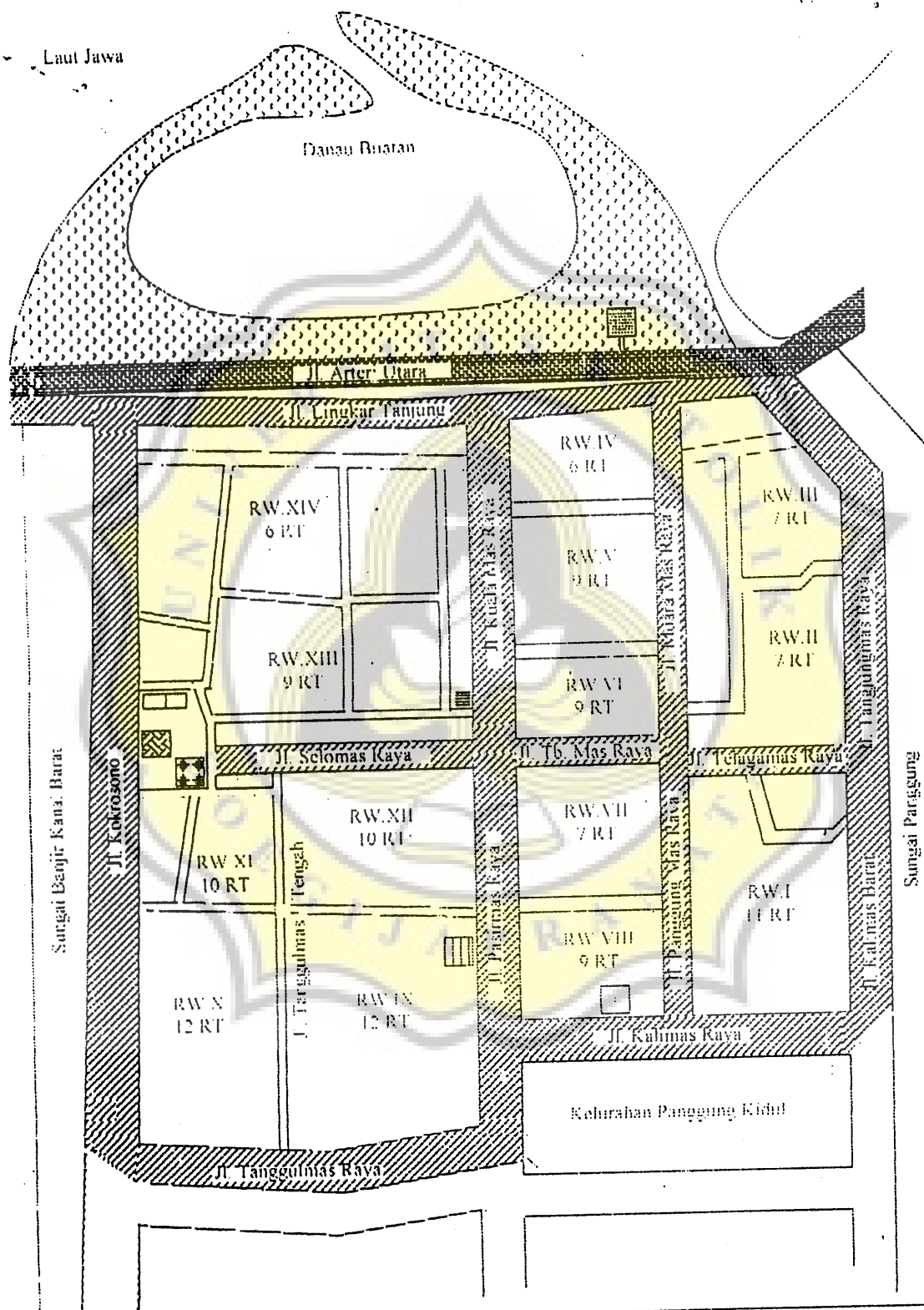


# PETA WILAYAH KELURAHAN PANGGUNG LOR










Laut Jawa

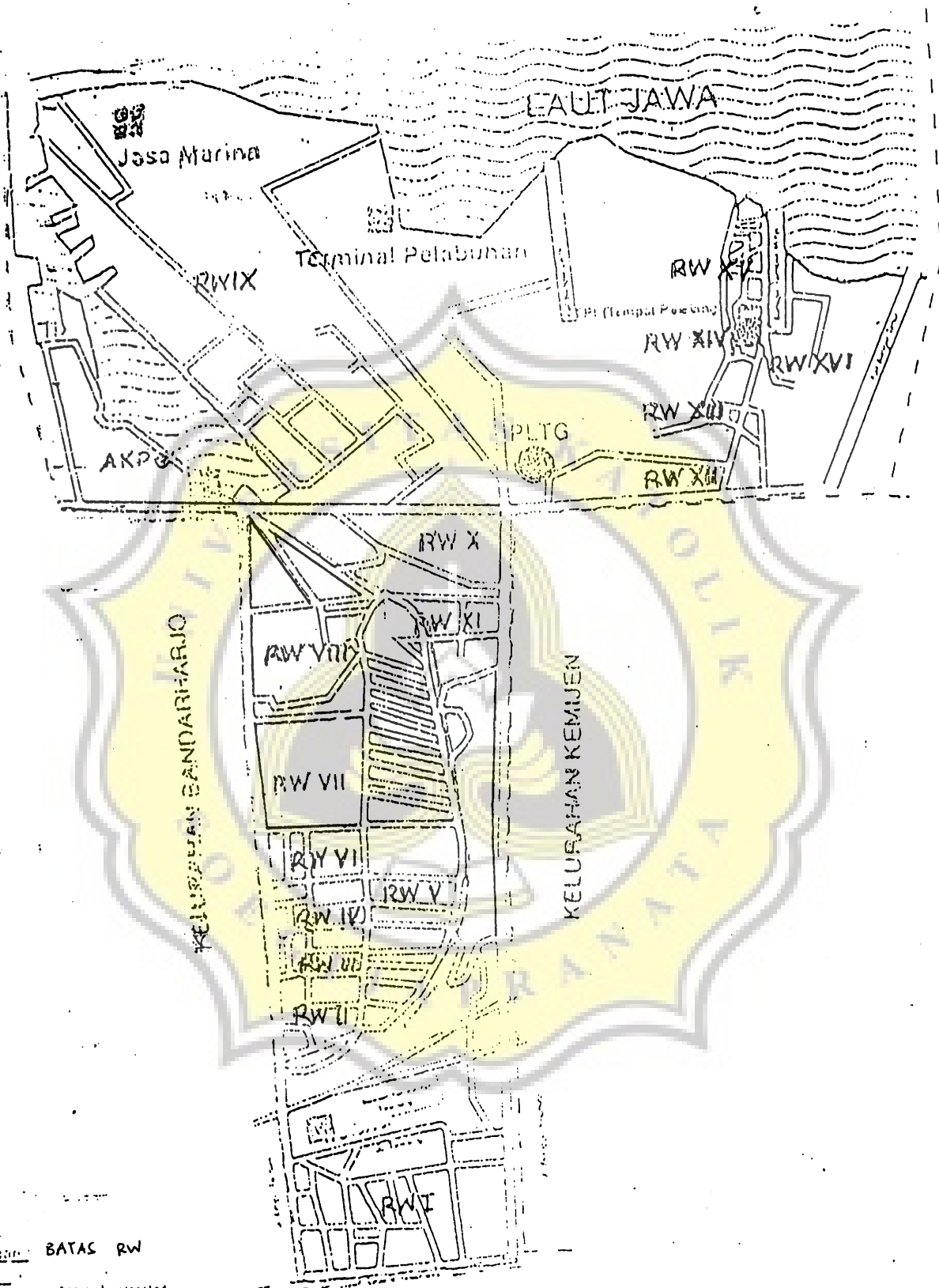
Danau Buatan

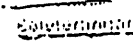
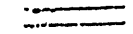
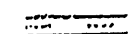

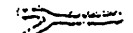


**Legenda :**

-  Container / TPS
-  Puskesmas
-  Kelurahan Pangung Lor
-  Bank Pannin
-  SMU 14 / SLTP 25
-  Kantor PT Tanah Mas
-  Pasar Selomas

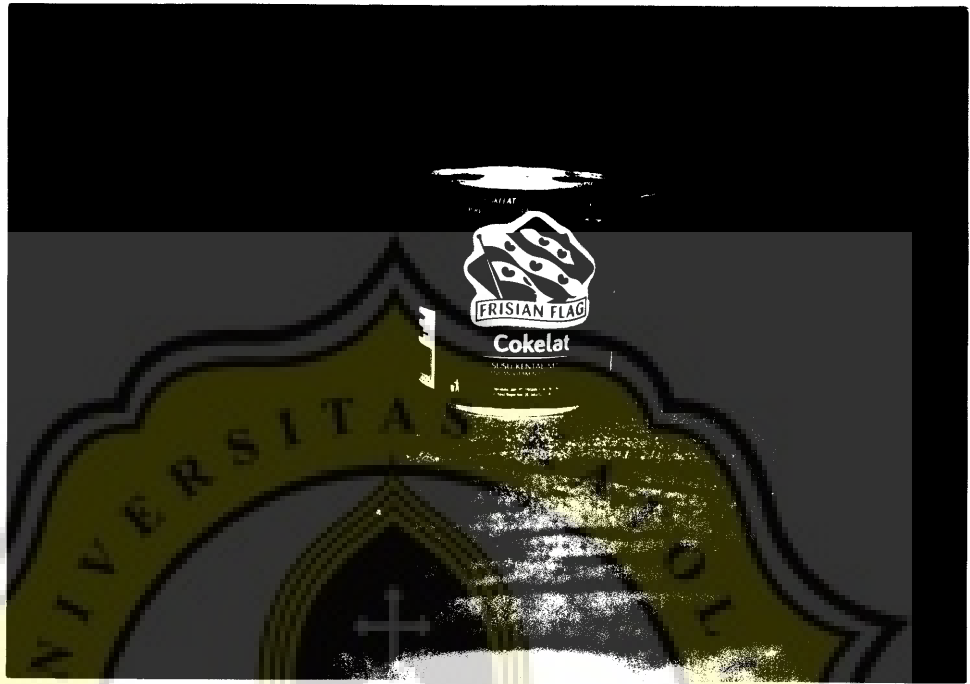
# PETA ADMINISTRATIF KELURAHAN TANJUNG MAS



-  BATAS RW
-  JALAN UMUM
-  REL KERETA API
-  BATAS KELURAHAN
-  SUNGAI



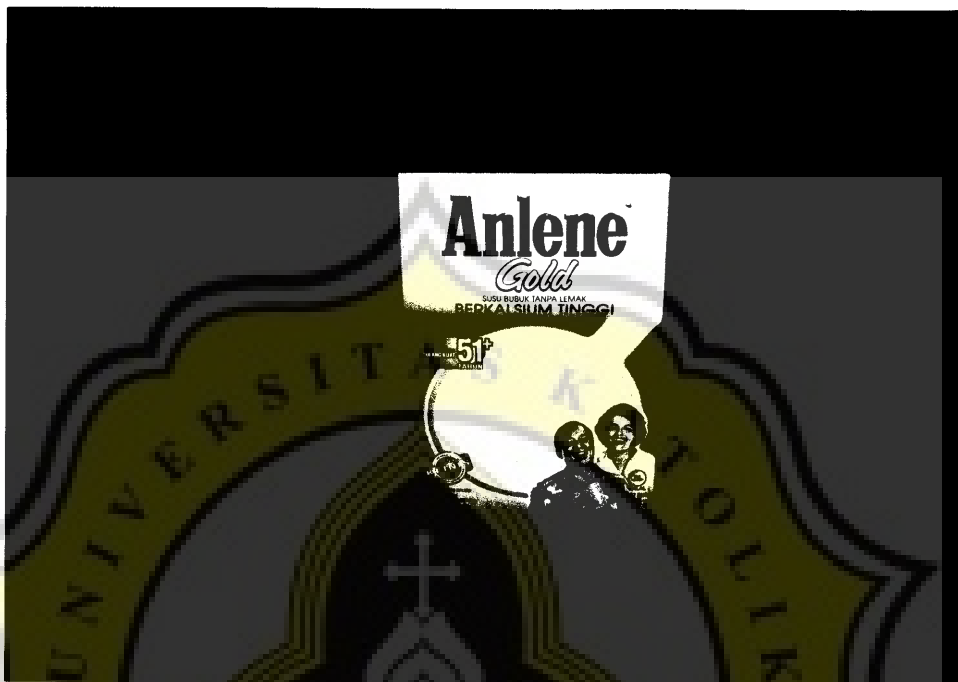
## **LAMPIRAN 2**



Gambar Susu Bendera Kental Manis



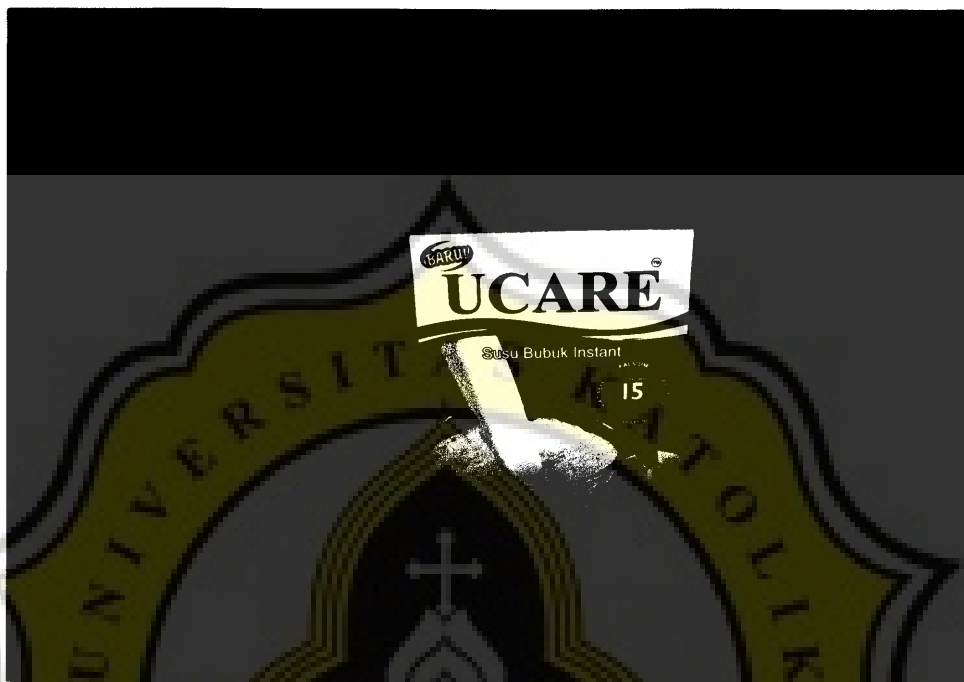
Gambar Susu Dancow Bubuk



Gambar Susu Anlene Bubuk



Gambar Susu Indomilk Kental Manis



Gambar Susu U-Care Bubuk



Gambar Lima (5) Merek Susu Utama





# **LAMPIRAN 3**

**JURUSAN TEKNOLOGI PANGAN**  
**FAKULTAS TEKNOLOGI PERTANIAN**  
**UNIVERSITAS KATOLIK SOEGIJAPRANATA**  
**Jl. Pawiyatan Luhur IV No.1, Bendan Dhuwur, Semarang.**

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Tujuan dari penelitian ini adalah untuk mengetahui pengaruh tingkat sosial ekonomi, pengetahuan gizi dan iklan terhadap pola konsumsi susu pada tingkat usia anak (6-12 th) yang ada di lokasi Semarang. Dengan mengisi kuesioner ini saya selaku penulis mengucapkan banyak terima kasih atas segala partisipasinya.

**Kuesioner**

Jawablah pertanyaan dibawah ini dengan memberikan tanda (✓) pada jawaban saudara :

1. Apakah adik suka mengkonsumsi susu ?
  - a. tidak mengkonsumsi ( ... ) 1
  - b. jarang mengkonsumsi ( ... ) 2
  - c. mengkonsumsi ( ... ) 3
2. Biasanya jenis susu apa yang sering adik konsumsi ?
  - a. bubuk ( ... ) 1
  - b. kental manis ( ... ) 2
  - c. cair ( ... ) 3
3. Dalam sehari, berapa kali adik mengkonsumsi susu ?
  - a. jarang ( ... ) 1
  - b. 1x/hari ( ... ) 2
  - c. 2x/hari ( ... ) 3
  - d. 3x/hari ( ... ) 4
4. Apa alasan adik mengkonsumsi susu ?
  - a. dorongan orangtua ( ... ) 1
  - b. faktor terbiasa ( ... ) 2
  - c. adanya iklan ( ... ) 3

5. Dimanakah adik biasa membeli susu ?
- a. jatah dari pemerintah (...) 1
  - b. pasar tradisional (...) 2
  - c. swalayan/supermarket (...) 3
6. Penghasilan orangtua per bulan ?
- a.  $\leq$  Rp 750.000 (...) 1
  - b. Rp 750.000 – Rp 2.000.000 (...) 2
  - c.  $\geq$  Rp 2.000.000 (...) 3
7. Apa pendidikan orangtua ?
- a. SD (...) 1
  - b. SMP (...) 2
  - c. SMU (...) 3
  - d. D3 (...) 4
  - e. S1 (...) 5
  - f. S2 (...) 6



Data Responden

Nama responden

Jenis kelamin

Usia

Pendidikan Responden

Berat/tinggi badan

Nama Orangtua

Pekerjaan Orangtua

Jumlah anggota keluarga

**JURUSAN TEKNOLOGI PANGAN  
FAKULTAS TEKNOLOGI PERTANIAN  
UNIVERSITAS KATOLIK SOEGIJAPRANATA**

**Jl. Pawiyatan Luhur IV No.1, Bendan Dhuwur, Semarang.**

---

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh tingkat sosial ekonomi, pengetahuan gizi dan iklan terhadap pola konsumsi susu pada responden dengan tingkat usia remaja (13-17 th), dewasa (18-59 th) dan lansia (> 60 th) di lokasi Semarang. Dengan mengisi kuesioner ini, saya selaku penulis mengucapkan banyak terima kasih atas segala partisipasinya.

**Kuesioner**

Jawablah pertanyaan dibawah ini dengan memberikan tanda (√) pada jawaban saudara :

1. Apakah saudara suka mengkonsumsi susu ?
  - a. tidak mengkonsumsi ( ... ) 1
  - b. jarang mengkonsumsi ( ... ) 2
  - c. mengkonsumsi ( ... ) 3
2. Biasanya jenis susu apa yang sering saudara konsumsi ?
  - a. susu bubuk ( ... ) 1
  - b. susu kental manis ( ... ) 2
  - c. susu cair ( ... ) 3
3. Dalam sehari, berapa kali saudara mengkonsumsi susu ?
  - a. jarang ( ... ) 1
  - b. 1 x sehari ( ... ) 2
  - c. 2 x sehari ( ... ) 3
  - d. 3 x sehari ( ... ) 4

4. Apa alasan saudara mengkonsumsi susu ?
- a. dorongan orangtua (...) 1
  - b. faktor terbiasa (...) 2
  - c. adanya iklan (...) 3
5. Dimanakan saudara biasa membeli susu ?
- a. jatah dari pemerintah (...) 1
  - b. pasar tradisional (...) 2
  - c. swalayan / supermarket (...) 3
6. Penghasilan saudara per bulan ?
- a.  $\leq$  Rp. 750.000 (...) 1
  - b. Rp. 750.000 – Rp. 2.000.000 (...) 2
  - c.  $\geq$  Rp. 2.000.000 (...) 3
7. Apakah pada saat saudara membeli susu selalu memperhitungkan merek dan harga susu ?
- a. tidak memperhitungkan (...) 1
  - b. memperhitungkan (...) 2
8. Apa pendidikan saudara ?
- a. SD (...) 1
  - b. SMP (...) 2
  - c. SMA (...) 3
  - d. D3 (...) 4
  - e. S1 (...) 5
  - f. S2 (...) 6
9. Apakah informasi yang tertera pada label kemasan ikut mempengaruhi saudara dalam pola konsumsi susu ?
- a. mempengaruhi (...) 1
  - b. tidak mempengaruhi (...) 2

10. Apakah saudara tahu tentang istilah status gizi, bagaimana menurut saudara bila ada pandangan bahwa jumlah zat nutrisi yang masuk kedalam tubuh kita ikut mempengaruhi keseimbangan kondisi tubuh kita ?

a. tidak setuju (....) 1

b. setuju (....) 2

11. Menurut saudara bagaimana, bila ada pandangan bahwa susu itu merupakan makanan ataupun minuman yang memiliki kandungan gizi yang hampir sempurna ?

a. tidak benar (....) 1

b. benar (....) 2

12. Bagaimana pandangan saudara mengenai iklan-iklan produk susu yang beredar, apakah iklan juga ikut berpengaruh terhadap pola konsumsi susu saudara ?

a. mempengaruhi (....) 1

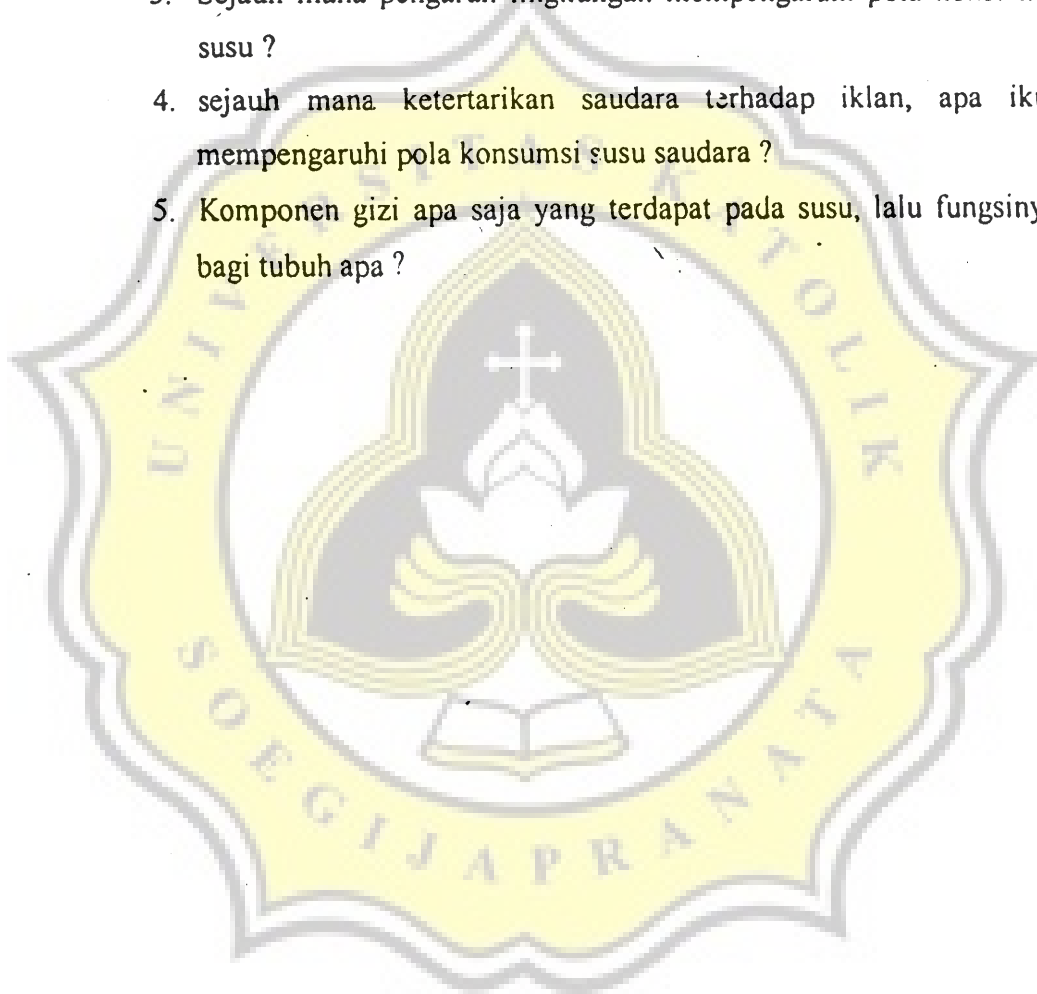
b. tidak mempengaruhi (....) 2

**Data Responden**

Nama Responden :  
Jenis Kelamin :  
Usia :  
Pendidikan Orangtua :  
Berat/tinggi badan :  
Nama Orangtua :  
Pekerjaan saudara :  
Pendidikan orangtua :  
Jumlah anggota keluarga :

## PEDOMAN WAWANCARA

1. Merek Susu Yang dikonsumsi ?
2. Mengapa tidak mengonsumsi susu ?
3. Sejauh mana pengaruh lingkungan mempengaruhi pola konsumsi susu ?
4. sejauh mana ketertarikan saudara terhadap iklan, apa ikut mempengaruhi pola konsumsi susu saudara ?
5. Komponen gizi apa saja yang terdapat pada susu, lalu fungsinya bagi tubuh apa ?





# **LAMPIRAN 4**



### Survei pola konsumsi susu di lokasi GP

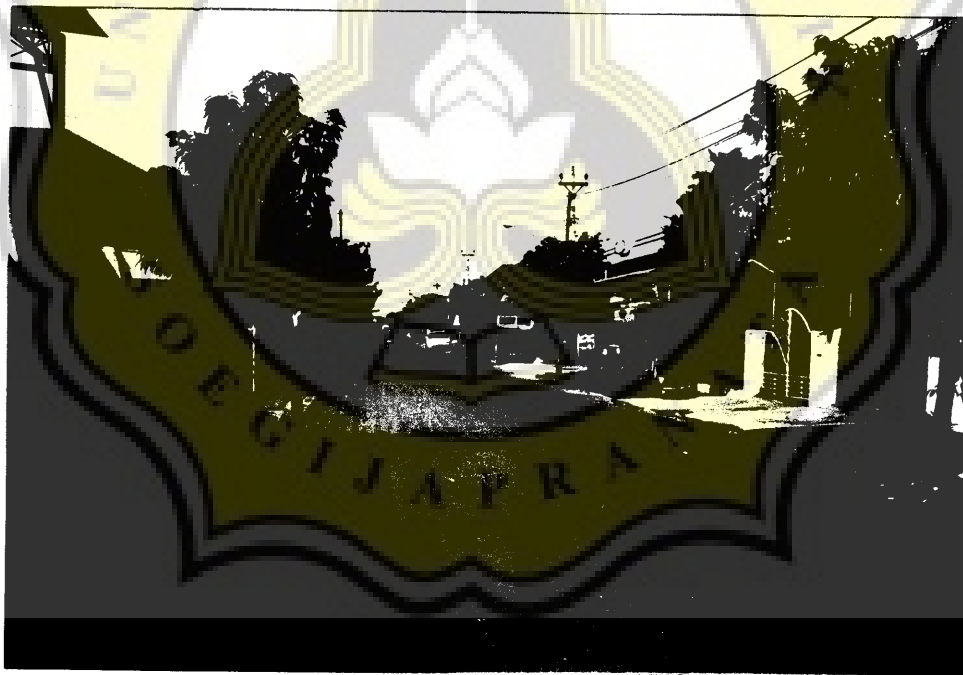
No	Pelaksanaan	Pagi	Siang	Sore-malam
		07.00-10.00 WIB	11.00-13.00 WIB	15.00-20.00 WIB
1	13 Oktober 2003	6 orang	3 orang	22 orang
2	14 Oktober 2003	9 orang	6 orang	24 orang
3	15 Oktober 2003	8 orang	9 orang	26 orang
4	16 Oktober 2003	9 orang	10 orang	24 orang
5	17 Oktober 2003	8 orang	9 orang	27 orang
6	18 Oktober 2003	-	12 orang	22 orang
7	19 Oktober 2003	6 orang	10 orang	25 orang
8	20 Oktober 2003	-	9 orang	16 orang



Gambar Lokasi Perumahan Gombel Permai (GP)

### Survei pola konsumsi susu di lokasi TM

No	Pelaksanaan	Pagi	Siang	Sore-malam
		07.00-10.00 WIB	11.00-13.00 WIB	15.00-20.00 WIB
1	27 Oktober 2003	9 orang	6 orang	23 orang
2	28 Oktober 2003	12 orang	18 orang	29 orang
3	29 Oktober 2003	15 orang	22 orang	29 orang
4	30 Oktober 2003	11 orang	24 orang	34 orang
5	31 Oktober 2003	12 orang	20 orang	27 orang
6	1 November 2003	9 orang	-	-



Gambar Lokasi Perumahan Tanah Mas (TM)

### Survei pola konsumsi susu di lokasi TS

No	Pelaksanaan	Pagi	Siang	Sore-malam
		07.00-10.00 WIB	11.00-13.00 WIB	15.00-20.00 WIB
1	03 November 2003	12 orang	8 orang	25 orang
2	04 November 2003	15 orang	12 orang	28 orang
3	05 November 2003	18 orang	14 orang	27 orang
4	06 November 2003	14 orang	19 orang	21 orang
5	07 November 2003	16 orang	23 orang	25 orang
6	08 November 2003	23 orang	-	-



Gambar Lokasi Perumahan PJKA Tawangsari (TS)

**Survei pola konsumsi susu di lokasi KH**

No	Pelaksanaan	Pagi	Siang	Sore-malam
		07.00-10.00 WIB	11.00-13.00 WIB	15.00-20.00 WIB
1	10 November 2003	4 orang	18 orang	24 orang
2	11 November 2003	18 orang	-	24 orang
3	12 November 2003	24 orang	16 orang	-
4	13 November 2003	12 orang	14 orang	26 orang
5	14 November 2003	12 orang	19 orang	26 orang
6	15 November 2003	21 orang	21 orang	-
7	16 November 2003	21 orang	-	-



Gambar Lokasi Perkampungan Kabonharjo (KH)

### Survei pola konsumsi susu di lokasi TL

No	Pelaksanaan	Pagi	Siang	Sore-malam
		07.00-10.00 WIB	11.00-13.00 WIB	15.00-20.00 WIB
1	17 November 2003	12 orang	8 orang	28 orang
2	18 November 2003	18 orang	15 orang	32 orang
3	04 Desember 2003	15 orang	21 orang	30 orang
4	05 Desember 2003	25 orang	25 orang	30 orang
5	06 Desember 2003	27 orang	14 orang	-



Gambar Lokasi Perkampungan Nelayan Tambaklorok



**LAMPIRAN 5**

## Crosstabs

### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Lokasi * Jenis Kelamin	1500	100,0%	0	,0%	1500	100,0%

### Lokasi \* Jenis Kelamin Crosstabulation

			Jenis Kelamin		Total
			Laki - Laki	Perempuan	
Lokasi	Gombel Permai	Count	142	158	300
		% of Total	9,5%	10,5%	20,0%
	Tanah Mas	Count	148	152	300
		% of Total	9,9%	10,1%	20,0%
	Tawang Sari	Count	135	165	300
		% of Total	9,0%	11,0%	20,0%
	Kebon Harjo	Count	145	155	300
		% of Total	9,7%	10,3%	20,0%
	Tambak Lorok	Count	140	160	300
		% of Total	9,3%	10,7%	20,0%
Total		Count	710	790	1500
		% of Total	47,3%	52,7%	100,0%

### Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	,007	,026	,256	,798 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	,007	,026	,256	,798 <sup>c</sup>
N of Valid Cases		1500			

a. Not assuming the null hypothesis.

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

c. Based on normal approximation.

## Crosstabs

### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Frekuensi mengkonsumsi susu * Tingkat Usia	300	100,0%	0	,0%	300	100,0%

**Frekuensi mengkonsumsi susu \* Tingkat Usia Crosstabulation**

			Tingkat Usia		
			Anak-Anak	Remaja	Dewasa
Frekuensi mengkonsumsi susu	Tidak Mengkonsumsi	Count % of Total		24 8,0%	32 10,7%
	Jarang	Count % of Total	1 ,3%		
	1 x perhari	Count % of Total	13 4,3%	18 6,0%	25 8,3%
	2 x perhari	Count % of Total	58 19,3%	8 2,7%	3 1,0%
	3 x perhari	Count % of Total	28 9,3%		
	Total	Count % of Total	100 33,3%	50 16,7%	60 20,0%





**Frekuensi mengkonsumsi susu \* Tingkat Usia Crosstabulation**

			Tingkat	
			Lansia	Total
Frekuensi mengkonsumsi susu	Tidak Mengkonsumsi	Count	4	60
		% of Total	1,3%	20,0%
	Jarang	Count	4	5
		% of Total	1,3%	1,7%
	1 x perhari	Count	20	76
		% of Total	6,7%	25,3%
	2 x perhari	Count	62	131
		% of Total	20,7%	43,7%
	3 x perhari	Count		28
		% of Total		9,3%
Total		Count	90	300
		% of Total	30,0%	100,0%

**Symmetric Measures**

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	-,221	,044	-3,920	,000 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	-,255	,057	-4,549	,000 <sup>c</sup>
N of Valid Cases		300			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

**Crosstabs**

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Frekuensi mengkonsumsi susu * Tingkat Usia	300	100,0%	0	,0%	300	100,0%

**Frekuensi mengkonsumsi susu \* Tingkat Usia Crosstabulation**

			Tingkat Usia		
			Anak-Anak	Remaja	Dewasa
Frekuensi mengkonsumsi susu	Tidak Mengkonsumsi	Count	8	27	41
		% of Total	2,7%	9,0%	13,7%
	Jarang	Count	3		
		% of Total	1,0%		
	1 x perhari	Count	29	19	17
		% of Total	9,7%	6,3%	5,7%
	2 x perhari	Count	50	4	2
		% of Total	16,7%	1,3%	,7%
	3 x perhari	Count	10		
		% of Total	3,3%		
Total		Count	100	50	60
		% of Total	33,3%	16,7%	20,0%

**Frekuensi mengkonsumsi susu \* Tingkat Usia Crosstabulation**

			Tingkat	
			Lansia	Total
Frekuensi mengkonsumsi susu	Tidak Mengkonsumsi	Count	24	100
		% of Total	8,0%	33,3%
	Jarang	Count		3
		% of Total		1,0%
	1 x perhari	Count	47	112
		% of Total	15,7%	37,3%
2 x perhari	Count	19	75	
	% of Total	6,3%	25,0%	
3 x perhari	Count		10	
	% of Total		3,3%	
Total		Count	90	300
		% of Total	30,0%	100,0%

**Symmetric Measures**

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	-,297	,050	-5,368	,000 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	-,318	,056	-5,799	,000 <sup>c</sup>
N of Valid Cases		300			

a. Not assuming the null hypothesis.

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

c. Based on normal approximation.

**Crosstabs**

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Frekuensi mengkonsumsi susu * Tingkat Usia	300	100,0%	0	,0%	300	100,0%

**Frekuensi mengkonsumsi susu \* Tingkat Usia Crosstabulation**

			Tingkat Usia		
			Anak-Anak	Remaja	Dewasa
Frekuensi mengkonsumsi susu	Tidak Mengkonsumsi	Count	27	28	37
		% of Total	9,0%	9,3%	12,3%
	1 x perhari	Count	47	17	19
		% of Total	15,7%	5,7%	6,3%
	2 x perhari	Count	21	4	4
		% of Total	7,0%	1,3%	1,3%
3 x perhari	Count	5	1		
	% of Total	1,7%	,3%		
Total		Count	100	50	60
		% of Total	33,3%	16,7%	20,0%

**Frekuensi mengkonsumsi susu \* Tingkat Usia Crosstabulation**

			Tingkat	
			Lansia	Total
Frekuensi mengkonsumsi susu	Tidak Mengkonsumsi	Count	34	126
		% of Total	11,3%	42,0%
	1 x perhari	Count	45	128
		% of Total	15,0%	42,7%
	2 x perhari	Count	11	40
		% of Total	3,7%	13,3%
	3 x perhari	Count		6
		% of Total		2,0%
Total	Count	90	300	
	% of Total	30,0%	100,0%	

**Symmetric Measures**

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	-,152	,056	-2,659	,008 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	-,149	,057	-2,603	,010 <sup>c</sup>
N of Valid Cases		300			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

**Crosstabs**

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Frekuensi mengkonsumsi susu * Tingkat Usia	300	100,0%	0	,0%	300	100,0%

**Frekuensi mengkonsumsi susu \* Tingkat Usia Crosstabulation**

			Tingkat Usia		
			Anak-Anak	Remaja	Dewasa
Frekuensi mengkonsumsi susu	Tidak Mengkonsumsi	Count	42	42	46
		% of Total	14,0%	14,0%	15,3%
	Jarang	Count	6		
		% of Total	2,0%		
	1 x perhari	Count	45	7	14
		% of Total	15,0%	2,3%	4,7%
	2 x perhari	Count	7	1	
		% of Total	2,3%	,3%	
Total	Count	100	50	60	
	% of Total	33,3%	16,7%	20,0%	

### Frekuensi mengkonsumsi susu \* Tingkat Usia Crosstabulation

			Tingkat	
			Lansia	Total
Frekuensi mengkonsumsi susu	Tidak Mengonsumsi	Count	58	188
		% of Total	19,3%	62,7%
	Jarang	Count	3	9
		% of Total	1,0%	3,0%
	1 x perhari	Count	29	95
		% of Total	9,7%	31,7%
	2 x perhari	Count		8
		% of Total		2,7%
Total	Count	90	300	
	% of Total	30,0%	100,0%	

### Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	-,194	,057	-3,413	,001 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	-,194	,059	-3,416	,001 <sup>c</sup>
N of Valid Cases		300			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

### Crosstabs

#### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Frekuensi mengkonsumsi susu * Tingkat Usia	300	100,0%	0	,0%	300	100,0%

### Frekuensi mengkonsumsi susu \* Tingkat Usia Crosstabulation

			Tingkat Usia		
			Anak-Anak	Remaja	Dewasa
Frekuensi mengkonsumsi susu	Tidak Mengonsumsi	Count	77	43	50
		% of Total	25,7%	14,3%	16,7%
	Jarang	Count	6		
		% of Total	2,0%		
	1 x perhari	Count	12	7	9
		% of Total	4,0%	2,3%	3,0%
	2 x perhari	Count	3		
		% of Total	1,0%		
	3 x perhari	Count	2		1
		% of Total	,7%		,3%
Total	Count	100	50	60	
	% of Total	33,3%	16,7%	20,0%	

### Frekuensi mengkonsumsi susu \* Tingkat Usia Crosstabulation

			Tingkat	
			Lansia	Total
Frekuensi mengkonsumsi susu	Tidak Mengkonsumsi	Count	54	224
		% of Total	18,0%	74,7%
	Jarang	Count		6
		% of Total		2,0%
	1 x perhari	Count	30	58
		% of Total	10,0%	19,3%
	2 x perhari	Count	6	9
		% of Total	2,0%	3,0%
	3 x perhari	Count		3
		% of Total		1,0%
Total	Count	90	300	
	% of Total	30,0%	100,0%	

### Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	,156	,061	2,734	,007 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	,158	,061	2,763	,006 <sup>c</sup>
N of Valid Cases		300			

a. Not assuming the null hypothesis.

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

c. Based on normal approximation.

### Crosstabs

#### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Lokasi * Konsumsi Lima Susu Utama	285	100,0%	0	,0%	285	100,0%

#### Lokasi \* Konsumsi Lima Susu Utama Crosstabulation

			Konsumsi Lima Susu Utama			
			Bendera	Dancow	Enfagrow	Indomilk
Lokasi	Gombel Permai	Count	31	3	8	4
		% of Total	10,9%	1,1%	2,8%	1,4%
	Tanah Mas	Count	35	24	3	8
		% of Total	12,3%	8,4%	1,1%	2,8%
	Tawang Sari	Count	24	21	4	7
		% of Total	8,4%	7,4%	1,4%	2,5%
	Kebon Harjo	Count	22	16	5	5
		% of Total	7,7%	5,6%	1,8%	1,8%
	Tambak Lorok	Count	11	8	1	1
		% of Total	3,9%	2,8%	,4%	,4%
Total		Count	123	72	21	25
		% of Total	43,2%	25,3%	7,4%	8,8%

**Lokasi \* Konsumsi Lima Susu Utama Crosstabulation**

			Konsumsi	
			U-Care	Total
Lokasi	Gombel Permai	Count	20	66
		% of Total	7,0%	23,2%
	Tanah Mas	Count	16	86
		% of Total	5,6%	30,2%
	Tawang Sari	Count	4	60
		% of Total	1,4%	21,1%
	Kebon Harjo	Count	3	51
		% of Total	1,1%	17,9%
	Tambak Lorok	Count	1	22
		% of Total	,4%	7,7%
Total		Count	44	285
		% of Total	15,4%	100,0%

**Symmetric Measures**

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	-,201	,054	-3,448	,001 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	-,120	,061	-2,033	,043 <sup>c</sup>
N of Valid Cases		285			

a. Not assuming the null hypothesis.

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

c. Based on normal approximation.

**Crosstabs**

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Lokasi * Konsumsi Lima Susu Utama	74	100,0%	0	,0%	74	100,0%

**Lokasi \* Konsumsi Lima Susu Utama Crosstabulation**

			Konsumsi Lima Susu Utama			
			Andec	Bendera	Indomilk	Kedelai
Lokasi	Gombel Permai	Count	8		5	2
		% of Total	10,8%		6,8%	2,7%
	Tanah Mas	Count	6	8	4	
		% of Total	8,1%	10,8%	5,4%	
	Tawang Sari	Count		6		5
		% of Total		8,1%		6,8%
	Kebon Harjo	Count	5			
		% of Total	6,8%			
	Tambak Lorok	Count		3	2	
		% of Total		4,1%	2,7%	
Total		Count	19	17	11	7
		% of Total	25,7%	23,0%	14,9%	9,5%

**Lokasi \* Konsumsi Lima Susu Utama Crosstabulation**

			Konsumsi	
			L-Men	Total
Lokasi	Gombel Permai	Count	5	20
		% of Total	6,8%	27,0%
	Tanah Mas	Count	3	21
		% of Total	4,1%	28,4%
	Tawang Sari	Count	6	17
		% of Total	8,1%	23,0%
	Kebon Harjo	Count	4	9
		% of Total	5,4%	12,2%
	Tambak Lorok	Count	2	7
		% of Total	2,7%	9,5%
Total		Count	20	74
		% of Total	27,0%	100,0%

**Symmetric Measures**

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	,077	,116	,656	,514 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	,139	,121	1,193	,237 <sup>c</sup>
N of Valid Cases		74			

a. Not assuming the null hypothesis.

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

c. Based on normal approximation.

**Crosstabs**

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Lokasi * Konsumsi Lima Susu Utama	131	100,0%	0	,0%	131	100,0%

**Lokasi \* Konsumsi Lima Susu Utama Crosstabulation**

			Konsumsi Lima Susu Utama			
			Anlene	Calcimex	Dancow	Kedelai
Lokasi	Gombel Permai	Count	14	12	16	3
		% of Total	10,7%	9,2%	12,2%	2,3%
	Tanah Mas	Count	7	4	14	10
		% of Total	5,3%	3,1%	10,7%	7,6%
	Tawang Sari	Count	10	10	3	7
		% of Total	7,6%	7,6%	2,3%	5,3%
	Kebon Harjo	Count	1	1		3
		% of Total	,8%	,8%		2,3%
	Tambak Lorok	Count	1	1		2
		% of Total	,8%	,8%		1,5%
Total		Count	33	28	33	25
		% of Total	25,2%	21,4%	25,2%	19,1%



### Lokasi \* Konsumsi Lima Susu Utama Crosstabulation

		Konsumsi	
		L-Men	Total
Lokasi	Gombel Permai	Count % of Total	10 7,6% 55 42,0%
	Tanah Mas	Count % of Total	  35 26,7%
	Tawang Sari	Count % of Total	  30 22,9%
	Kebon Harjo	Count % of Total	1 ,8% 6 4,6%
	Tambak Lorok	Count % of Total	1 ,8% 5 3,8%
	Total	Count % of Total	12 9,2% 131 100,0%

### Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	,029	,097	,325	,746 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	-,009	,094	-,104	,918 <sup>c</sup>
N of Valid Cases		131			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

### Crosstabs

#### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Lokasi * Konsumsi Lima Susu Utama	139	100,0%	0	,0%	139	100,0%

### Lokasi \* Konsumsi Lima Susu Utama Crosstabulation

			Konsumsi Lima Susu Utama			
			Anlene	Calcimex	Dancow	Kedelai
Lokasi	Gombel Permai	Count	10	8	8	7
		% of Total	7,2%	5,8%	5,8%	5,0%
	Tanah Mas	Count	9	7	3	11
		% of Total	6,5%	5,0%	2,2%	7,9%
	Tawang Sari	Count	19	6		
		% of Total	13,7%	4,3%		
	Kebon Harjo	Count	12	10		
		% of Total	8,6%	7,2%		
	Tambak Lorok	Count	11	9		2
		% of Total	7,9%	6,5%		1,4%
Total		Count	61	40	11	20
		% of Total	43,9%	28,8%	7,9%	14,4%



**Lokasi \* Konsumsi Lima Susu Utama Crosstabulation**

			Konsumsi	
			WRP	Total
Lokasi	Gombel Permai	Count	6	39
		% of Total	4,3%	28,1%
	Tanah Mas	Count		30
		% of Total		21,6%
	Tawang Sari	Count		25
		% of Total		18,0%
	Kebon Harjo	Count	1	23
		% of Total	,7%	16,5%
	Tambak Lorok	Count		22
		% of Total		15,8%
Total		Count	7	139
		% of Total	5,0%	100,0%

**Symmetric Measures**

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	-,357	,068	-4,466	,000 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	-,368	,076	-4,637	,000 <sup>c</sup>
N of Valid Cases		139			

a. Not assuming the null hypothesis.

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

c. Based on normal approximation.

**Crosstabs**

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Lokasi * Konsumsi Lima Susu Utama	27	100,0%	0	,0%	27	100,0%

**Lokasi \* Konsumsi Lima Susu Utama Crosstabulation**

			Konsumsi Lima Susu Utama			
			Bunda	Kedelai	Lactamil	Prenagen
Lokasi	Gombel Permai	Count	1		2	1
		% of Total	3,7%		7,4%	3,7%
	Tanah Mas	Count	2			3
		% of Total	7,4%			11,1%
	Tawang Sari	Count	3	1	1	3
		% of Total	11,1%	3,7%	3,7%	11,1%
	Kebon Harjo	Count		2	2	
		% of Total		7,4%	7,4%	
	Tambak Lorok	Count				2
		% of Total				7,4%
Total		Count	6	3	5	9
		% of Total	22,2%	11,1%	18,5%	33,3%

### Lokasi \* Konsumsi Lima Susu Utama Crosstabulation

		Konsumsi		
		Enfa Mama	Total	
Lokasi	Gombel Permai	Count	3	7
		% of Total	11,1%	25,9%
	Tanah Mas	Count	1	6
		% of Total	3,7%	22,2%
	Tawang Sari	Count		8
		% of Total		29,6%
	Kebon Harjo	Count		4
		% of Total		14,8%
	Tambak Lorok	Count		2
		% of Total		7,4%
Total		Count	4	27
		% of Total	14,8%	100,0%

### Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	-,189	,168	-,963	,345 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	-,247	,184	-1,277	,214 <sup>c</sup>
N of Valid Cases		27			

a. Not assuming the null hypothesis.

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

c. Based on normal approximation.

### Crosstabs

#### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Lokasi * Jenis Susu yang dikonsumsi	802	100,0%	0	,0%	802	100,0%

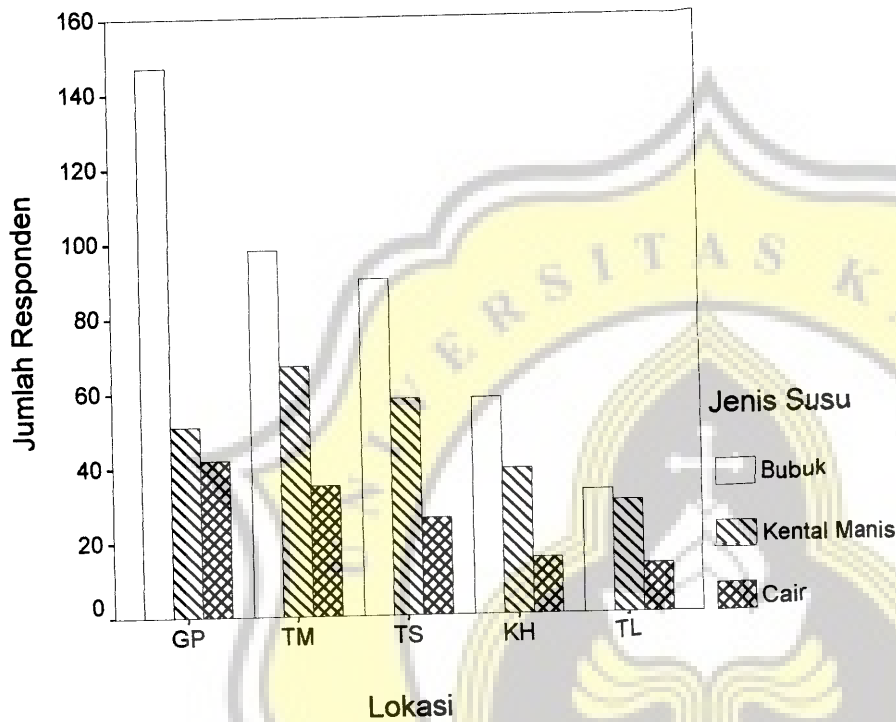
### Lokasi \* Jenis Susu yang dikonsumsi Crosstabulation

		Jenis Susu yang dikonsumsi			Total	
		Bubuk	Kental Manis	Cair		
Lokasi	Gombel Permai	Count	147	51	42	240
		% of Total	18,3%	6,4%	5,2%	29,9%
	Tanah Mas	Count	98	67	35	200
		% of Total	12,2%	8,4%	4,4%	24,9%
	Tawang Sari	Count	90	58	26	174
		% of Total	11,2%	7,2%	3,2%	21,7%
	Kebon Harjo	Count	58	39	15	112
		% of Total	7,2%	4,9%	1,9%	14,0%
	Tambak Lorok	Count	33	30	13	76
		% of Total	4,1%	3,7%	1,6%	9,5%
Total		Count	426	245	131	802
		% of Total	53,1%	30,5%	16,3%	100,0%

### Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	,047	,035	1,341	,180 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	,065	,035	1,837	,067 <sup>c</sup>
N of Valid Cases		802			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.



### Crosstabs

#### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Pengaruh iklan * Frekuensi mengkonsumsi susu	802	100,0%	0	,0%	802	100,0%

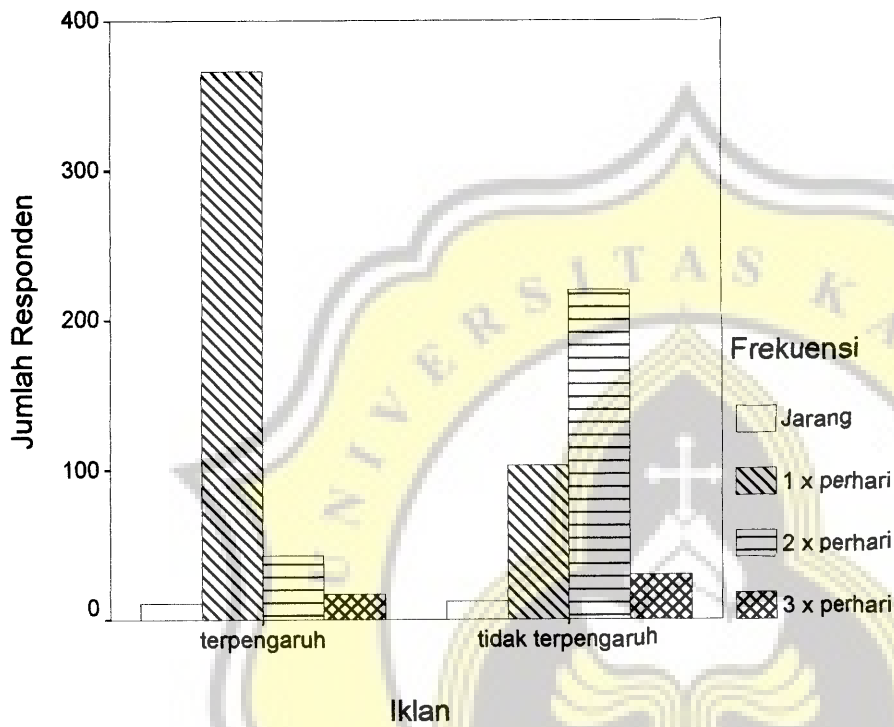
#### Pengaruh Iklan \* Frekuensi mengkonsumsi susu Crosstabulation

			Frekuensi mengkonsumsi susu				Total
			Jarang	1 x perhari	2 x perhari	3 x perhari	
Pengaruh iklan	terpengaruh	Count	11	366	43	17	437
		% of Total	1,4%	45,6%	5,4%	2,1%	54,5%
	tidak terpengaruh	Count	12	103	220	30	365
		% of Total	1,5%	12,8%	27,4%	3,7%	45,5%
Total		Count	23	469	263	47	802
		% of Total	2,9%	58,5%	32,8%	5,9%	100,0%

**Symmetric Measures**

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	,449	,034	14,230	,000 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	,505	,032	16,545	,000 <sup>c</sup>
N of Valid Cases		802			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.



**Crosstabs**

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Penghasilan * Frekuensi mengkonsumsi susu	802	100,0%	0	,0%	802	100,0%

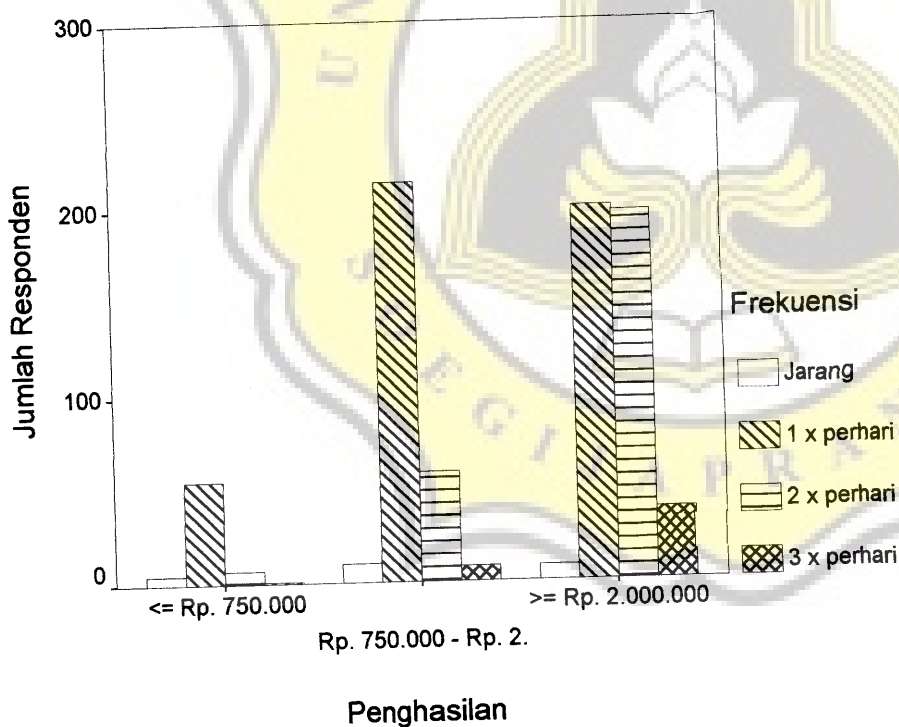
**Penghasilan \* Frekuensi mengkonsumsi susu Crosstabulation**

		Frekuensi mengkonsumsi susu				Total
		Jarang	1 x perhari	2 x perhari	3 x perhari	
Penghasilan <= Rp. 750.000	Count	5	55	7	1	68
	% of Total	.6%	6.9%	.9%	.1%	8.5%
Rp. 750.000 - Rp. 2.000.000	Count	10	214	59	8	291
	% of Total	1,2%	26,7%	7,4%	1,0%	36,3%
>= Rp. 2.000.000	Count	8	200	197	38	443
	% of Total	1,0%	24,9%	24,6%	4,7%	55,2%
Total	Count	23	469	263	47	802
	% of Total	2,9%	58,5%	32,8%	5,9%	100,0%

**Symmetric Measures**

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	,313	,030	9,310	,000 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	,334	,031	10,007	,000 <sup>c</sup>
N of Valid Cases		802			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.



**Crosstabs**

### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
pendidikan orantua * Frekuensi mengkonsumsi susu	442	98,9%	5	1,1%	447	100,0%

### pendidikan orantua \* Frekuensi mengkonsumsi susu Crosstabulation

		Frekuensi mengkonsumsi susu				Total
		Jarang	1 x sehari	2 x sehari	3 x sehari	
pendidikan orantua	SD	Count	5	14	4	23
		% of Total	1,1%	3,2%	,9%	5,2%
SMP	Count	4	40	13	5	62
	% of Total	,9%	9,0%	2,9%	1,1%	14,0%
SMA	Count		32	25	15	72
	% of Total		7,2%	5,7%	3,4%	16,3%
D3	Count	6	56	49	10	121
	% of Total	1,4%	12,7%	11,1%	2,3%	27,4%
S1	Count	1	40	43	16	100
	% of Total	,2%	9,0%	9,7%	3,6%	22,6%
S2	Count		41	23		64
	% of Total		9,3%	5,2%		14,5%
Total	Count	16	223	157	46	442
	% of Total	3,6%	50,5%	35,5%	10,4%	100,0%

### Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	,109	,045	2,301	,022 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	,097	,047	2,055	,041 <sup>c</sup>
N of Valid Cases		442			

a. Not assuming the null hypothesis.

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

c. Based on normal approximation.

### Crosstabs

#### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Pendidikan * Frekuensi mengkonsumsi susu	346	100,0%	0	,0%	346	100,0%

**Pendidikan \* Frekuensi mengkonsumsi susu Crosstabulation**

			Frekuensi mengkonsumsi susu				Total
			Jarang	1 x sehari	2 x sehari	3 x sehari	
Pendidikan	SD	Count	16	146	138	45	345
		% of Total	4,6%	42,2%	39,9%	13,0%	99,7%
	SMP	Count		1			1
		% of Total		,3%			,3%
Total		Count	16	147	138	45	346
		% of Total	4,6%	42,5%	39,9%	13,0%	100,0%

**Symmetric Measures**

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	-,043	,022	-,797	,426 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	-,049	,024	-,903	,367 <sup>c</sup>
N of Valid Cases		346			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

**Crosstabs**

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Pendidikan * Frekuensi mengkonsumsi susu	96	100,0%	0	,0%	96	100,0%

**Pendidikan \* Frekuensi mengkonsumsi susu Crosstabulation**

			Frekuensi mengkonsumsi susu			Total
			1 x sehari	2 x sehari	3 x sehari	
Pendidikan	SMP	Count	39	8		47
		% of Total	40,6%	8,3%		49,0%
	SMA	Count	29	9	1	39
		% of Total	30,2%	9,4%	1,0%	40,6%
	D3	Count	1			1
		% of Total	1,0%			1,0%
	S1	Count	4			4
		% of Total	4,2%			4,2%
	S2	Count	3	2		5
		% of Total	3,1%	2,1%		5,2%
Total		Count	76	19	1	96
		% of Total	79,2%	19,8%	1,0%	100,0%



### Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	,069	,100	,675	,501 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	,085	,100	,827	,410 <sup>c</sup>
N of Valid Cases		96			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

### Crosstabs

#### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Pendidikan * Frekuensi mengkonsumsi susu	203	100,0%	0	,0%	203	100,0%

#### Pendidikan \* Frekuensi mengkonsumsi susu Crosstabulation

		Frekuensi mengkonsumsi susu				Total
		Jarang	1 x perhari	2 x perhari	3 x perhari	
Pendidikan	SMP	Count	7	3		10
		% of Total	3,4%	1,5%		4,9%
SMA	Count	6	2		8	
	% of Total	3,0%	1,0%		3,9%	
D3	Count	4	87	33	124	
	% of Total	2,0%	42,9%	16,3%	61,1%	
S1	Count		32	9	1	42
	% of Total		15,8%	4,4%	,5%	20,7%
S2	Count		14	5		19
	% of Total		6,9%	2,5%		9,4%
Total	Count	4	146	52	1	203
	% of Total	2,0%	71,9%	25,6%	,5%	100,0%

### Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	,002	,066	,032	,975 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	-,004	,068	-,051	,959 <sup>c</sup>
N of Valid Cases		203			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

### Crosstabs



### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Pendidikan * Frekuensi mengkonsumsi susu	157	100,0%	0	,0%	157	100,0%

### Pendidikan \* Frekuensi mengkonsumsi susu Crosstabulation

		Frekuensi mengkonsumsi susu			Total
		Jarang	1 x sehari	2 x sehari	
Pendidikan	SD	Count		1	1
		% of Total		,6%	,6%
SMP	Count	1	17	7	25
	% of Total	,6%	10,8%	4,5%	15,9%
SMA	Count	1	16	3	20
	% of Total	,6%	10,2%	1,9%	12,7%
D3	Count		61	33	94
	% of Total		38,9%	21,0%	59,9%
S1	Count		5	8	13
	% of Total		3,2%	5,1%	8,3%
S2	Count	1	1	2	4
	% of Total	,6%	,6%	1,3%	2,5%
Total	Count	3	100	54	157
	% of Total	1,9%	63,7%	34,4%	100,0%

### Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	,131	,093	1,647	,102 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	,173	,084	2,189	,030 <sup>c</sup>
N of Valid Cases		157			

a. Not assuming the null hypothesis.

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

c. Based on normal approximation.

### Crosstabs

#### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Penghasilan * Frekuensi mengkonsumsi susu	346	100,0%	0	,0%	346	100,0%

**Penghasilan \* Frekuensi mengkonsumsi susu Crosstabulation**

			Frekuensi mengkonsumsi susu				Total
			Jarang	1 x sehari	2 x sehari	3 x sehari	
Penghasilan <= Rp. 750.000	Count		4	11	1	1	17
	% of Total		1,2%	3,2%	,3%	,3%	4,9%
Rp. 750.000 - Rp. 2.000.000	Count		8	79	32	7	126
	% of Total		2,3%	22,8%	9,2%	2,0%	36,4%
>= Rp. 2.000.000	Count		4	57	105	37	203
	% of Total		1,2%	16,5%	30,3%	10,7%	58,7%
Total	Count		16	147	138	45	346
	% of Total		4,6%	42,5%	39,9%	13,0%	100,0%

**Symmetric Measures**

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	,396	,047	8,007	,000 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	,412	,047	8,397	,000 <sup>c</sup>
N of Valid Cases		346			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

**Crosstabs**

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Komponen Gizi Susu * Frekuensi mengkonsumsi susu	802	100,0%	0	,0%	802	100,0%

**Komponen Gizi Susu \* Frekuensi mengkonsumsi susu Crosstabulation**

			Frekuensi mengkonsumsi susu				Total
			Jarang	1 x sehari	2 x sehari	3 x sehari	
Komponen Gizi Susu	Tidak	Count	17	396	25	13	451
		% of Total	2,1%	49,4%	3,1%	1,6%	56,2%
	Benar	Count	6	73	238	34	351
		% of Total	,7%	9,1%	29,7%	4,2%	43,8%
Total		Count	23	469	263	47	802
		% of Total	2,9%	58,5%	32,8%	5,9%	100,0%

### Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	,598	,030	21,119	,000 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	,658	,028	24,700	,000 <sup>c</sup>
N of Valid Cases		802			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

### Crosstabs

#### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Penghasilan * Frekuensi mengkonsumsi susu	442	100,0%	0	,0%	442	100,0%

#### Penghasilan \* Frekuensi mengkonsumsi susu Crosstabulation

		Frekuensi mengkonsumsi susu				Total
		Jarang	1 x sehari	2 x sehari	3 x sehari	
Penghasilan <= Rp. 750.000	Count	4	15	1	1	21
	% of Total	,9%	3,4%	,2%	,2%	4,8%
Rp. 750.000 - Rp. 2.000.000	Count	8	107	38	7	160
	% of Total	1,8%	24,2%	8,6%	1,6%	36,2%
>= Rp. 2.000.000	Count	4	101	118	38	261
	% of Total	,9%	22,9%	26,7%	8,6%	59,0%
Total	Count	16	223	157	46	442
	% of Total	3,6%	50,5%	35,5%	10,4%	100,0%

### Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	,342	,042	7,638	,000 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	,352	,042	7,899	,000 <sup>c</sup>
N of Valid Cases		442			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

### Crosstabs

### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Penghasilan * Frekuensi mengkonsumsi susu	360	100,0%	0	,0%	360	100,0%

### Penghasilan \* Frekuensi mengkonsumsi susu Crosstabulation

		Frekuensi mengkonsumsi susu				Total
		Jarang	1 x perhari	2 x perhari	3 x perhari	
Penghasilan <= Rp. 750.000	Count	1	40	6		47
	% of Total	,3%	11,1%	1,7%		13,1%
Rp. 750.000 - Rp. 2.000.000	Count	2	107	21	1	131
	% of Total	,6%	29,7%	5,8%	,3%	36,4%
>= Rp. 2.000.000	Count	4	99	79		182
	% of Total	1,1%	27,5%	21,9%		50,6%
Total	Count	7	246	106	1	360
	% of Total	1,9%	68,3%	29,4%	,3%	100,0%

### Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	,255	,048	4,999	,000 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	,280	,048	5,525	,000 <sup>c</sup>
N of Valid Cases		360			

a. Not assuming the null hypothesis.

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

c. Based on normal approximation.



**LAMPIRAN 6**

## IPar Tests

### Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Lokasi	1500	3,00	1,41	1	5
Jenis Kelamin	1500	1,5267	,4995	1,00	2,00

## Chi-Square Test

### Frequencies

#### Lokasi

	Observed N	Expected N	Residual
Gombel Permai	300	300,0	,0
Tanah Mas	300	300,0	,0
Tawang Sari	300	300,0	,0
Kebon Harjo	300	300,0	,0
Tambak Lorok	300	300,0	,0
Total	1500		

#### Jenis Kelamin

	Observed N	Expected N	Residual
Laki - Laki	710	750,0	-40,0
Perempuan	790	750,0	40,0
Total	1500		

### Test Statistics

	Lokasi	Jenis Kelamin
Chi-Square <sup>a,b</sup>	,000	4,267
df	4	1
Asymp. Sig.	1,000	,039

- a. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 300,0.
- b. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 750,0.

## NPar Tests

### Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Tingkat Usia	300	2,47	1,23	1	4
Frekuensi mengkonsumsi susu	300	2,21	1,26	0	4

## Chi-Square Test

### Frequencies

### Tingkat Usia

	Observed N	Expected N	Residual
Anak-Anak	100	75,0	25,0
Remaja	50	75,0	-25,0
Dewasa	60	75,0	-15,0
Lansia	90	75,0	15,0
Total	300		

### Frekuensi mengkonsumsi susu

	Observed N	Expected N	Residual
Tidak Mengonsumsi	60	60,0	,0
Jarang	5	60,0	-55,0
1 x sehari	76	60,0	16,0
2 x sehari	131	60,0	71,0
3 x sehari	28	60,0	-32,0
Total	300		

### Test Statistics

	Tingkat Usia	Frekuensi mengkonsumsi susu
Chi-Square <sup>a,b</sup>	22,667	155,767
df	3	4
Asymp. Sig.	,000	,000

- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 75,0.
- b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 60,0.

### NPar Tests

#### Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Tingkat Usia	300	2,47	1,23	1	4
Frekuensi mengkonsumsi susu	300	1,64	1,27	0	4

### Chi-Square Test

#### Frequencies

#### Tingkat Usia

	Observed N	Expected N	Residual
Anak-Anak	100	75,0	25,0
Remaja	50	75,0	-25,0
Dewasa	60	75,0	-15,0
Lansia	90	75,0	15,0
Total	300		

### Frekuensi mengkonsumsi susu

	Observed N	Expected N	Residual
Tidak Mengonsumsi	100	60,0	40,0
Jarang	3	60,0	-57,0
1 x sehari	112	60,0	52,0
2 x sehari	75	60,0	15,0
3 x sehari	10	60,0	-50,0
Total	300		

### Test Statistics

	Tingkat Usia	Frekuensi mengkonsumsi susu
Chi-Square <sup>a,b</sup>	22,667	171,300
df	3	4
Asymp. Sig.	,000	,000

- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 75,0.  
 b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 60,0.

### NPar Tests

#### Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Tingkat Usia	300	2,47	1,23	1	4
Frekuensi mengkonsumsi susu	300	1,33	1,21	0	4

### Chi-Square Test

#### Frequencies

##### Tingkat Usia

	Observed N	Expected N	Residual
Anak-Anak	100	75,0	25,0
Remaja	50	75,0	-25,0
Dewasa	60	75,0	-15,0
Lansia	90	75,0	15,0
Total	300		

### Frekuensi mengkonsumsi susu

	Observed N	Expected N	Residual
Tidak Mengonsumsi	126	75,0	51,0
1 x sehari	128	75,0	53,0
2 x sehari	40	75,0	-35,0
3 x sehari	6	75,0	-69,0
Total	300		



### Test Statistics

	Tingkat Usia	Frekuensi mengkonsumsi susu
Chi-Square <sup>a</sup>	22,667	151,947
df	3	3
Asymp. Sig.	,000	,000

a. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 75,0.

### NPar Tests

#### Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Tingkat Usia	300	2,47	1,23	1	4
Frekuensi mengkonsumsi susu	300	,74	,99	0	3

### Chi-Square Test

#### Frequencies

##### Tingkat Usia

	Observed N	Expected N	Residual
Anak-Anak	100	75,0	25,0
Remaja	50	75,0	-25,0
Dewasa	60	75,0	-15,0
Lansia	90	75,0	15,0
Total	300		

##### Frekuensi mengkonsumsi susu

	Observed N	Expected N	Residual
Tidak Mengkonsumsi	188	75,0	113,0
Jarang	9	75,0	-66,0
1 x perhari	95	75,0	20,0
2 x perhari	8	75,0	-67,0
Total	300		

### Test Statistics

	Tingkat Usia	Frekuensi mengkonsumsi susu
Chi-Square <sup>a</sup>	22,667	293,520
df	3	3
Asymp. Sig.	,000	,000

a. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 75,0.

### NPar Tests

### Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Tingkat Usia	300	2,47	1,23	1	4
Frekuensi mengkonsumsi susu	300	,54	,97	0	4

### Chi-Square Test

#### Frequencies

##### Tingkat Usia

	Observed N	Expected N	Residual
Anak-Anak	100	75,0	25,0
Remaja	50	75,0	-25,0
Dewasa	60	75,0	-15,0
Lansia	90	75,0	15,0
Total	300		

##### Frekuensi mengkonsumsi susu

	Observed N	Expected N	Residual
Tidak Mengkonsumsi	224	60,0	164,0
Jarang	6	60,0	-54,0
1 x perhari	58	60,0	-2,0
2 x perhari	9	60,0	-51,0
3 x perhari	3	60,0	-57,0
Total	300		

#### Test Statistics

	Tingkat Usia	Frekuensi mengkonsumsi susu
Chi-Square <sup>a,b</sup>	22,667	594,433
df	3	4
Asymp. Sig.	,000	,000

a. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 75,0.

b. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 60,0.

### NPar Tests

#### Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Lokasi	285	2,57	1,24	1	5
Konsumsi Lima Susu Utama	285	7,38	5,43	3	19

### Chi-Square Test

#### Frequencies

**Lokasi**

	Observed N	Expected N	Residual
Gombel Permai	66	57,0	9,0
Tanah Mas	86	57,0	29,0
Tawang Sari	60	57,0	3,0
Kebon Harjo	51	57,0	-6,0
Tambak Lorok	22	57,0	-35,0
Total	285		

**Konsumsi Lima Susu Utama**

	Observed N	Expected N	Residual
Bendera	123	57,0	66,0
Dancow	72	57,0	15,0
Enfagrow	21	57,0	-36,0
Indomilk	25	57,0	-32,0
U-Care	44	57,0	-13,0
Total	285		

**Test Statistics**

	Lokasi	Konsumsi Lima Susu Utama
Chi-Square <sup>a</sup>	38,456	124,035
df	4	4
Asymp. Sig.	,000	,000

a. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 57,0.

**NPar Tests**

**Descriptive Statistics**

	N	Mean	Std. Deviation	Minimum	Maximum
Lokasi	74	2,49	1,27	1	5
Konsumsi Lima Susu Utama	74	6,47	4,60	1	12

**Chi-Square Test**

**Frequencies**

**Lokasi**

	Observed N	Expected N	Residual
Gombel Permai	20	14,8	5,2
Tanah Mas	21	14,8	6,2
Tawang Sari	17	14,8	2,2
Kebon Harjo	9	14,8	-5,8
Tambak Lorok	7	14,8	-7,8
Total	74		

### Konsumsi Lima Susu Utama

	Observed N	Expected N	Residual
Andec	19	14,8	4,2
Bendera	17	14,8	2,2
Indomilk	11	14,8	-3,8
Kedelai	7	14,8	-7,8
L-Men	20	14,8	5,2
Total	74		

### Test Statistics

	Lokasi	Konsumsi Lima Susu Utama
Chi-Square <sup>a</sup>	11,135	8,432
df	4	4
Asymp. Sig.	,025	,077

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 14,8.

### NPar Tests

#### Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Lokasi	131	2,02	1,09	1	5
Konsumsi Lima Susu Utama	131	6,34	3,29	2	12

### Chi-Square Test

### Frequencies

#### Lokasi

	Observed N	Expected N	Residual
Gombel Permai	55	26,2	28,8
Tanah Mas	35	26,2	8,8
Tawang Sari	30	26,2	3,8
Kebon Harjo	6	26,2	-20,2
Tambak Lorok	5	26,2	-21,2
Total	131		

### Konsumsi Lima Susu Utama

	Observed N	Expected N	Residual
Anlene	33	26,2	6,8
Calcimex	28	26,2	1,8
Dancow	33	26,2	6,8
Kedelai	25	26,2	-1,2
L-Men	12	26,2	-14,2
Total	131		

**Test Statistics**

	Lokasi	Konsumsi Lima Susu Utama
Chi-Square <sup>a</sup>	67,893	11,405
df	4	4
Asymp. Sig.	,000	,022

a. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 26,2.

**NPar Tests**

**Descriptive Statistics**

	N	Mean	Std. Deviation	Minimum	Maximum
Lokasi	139	2,71	1,44	1	5
Konsumsi Lima Susu Utama	139	5,32	4,39	2	20

**Chi-Square Test**

**Frequencies**

**Lokasi**

	Observed N	Expected N	Residual
Gombel Permai	39	27,8	11,2
Tanah Mas	30	27,8	2,2
Tawang Sari	25	27,8	-2,8
Kebon Harjo	23	27,8	-4,8
Tambak Lorok	22	27,8	-5,8
Total	139		

**Konsumsi Lima Susu Utama**

	Observed N	Expected N	Residual
Anlene	61	27,8	33,2
Calcimex	40	27,8	12,2
Dancow	11	27,8	-16,8
Kedelai	20	27,8	-7,8
WRP	7	27,8	-20,8
Total	139		

**Test Statistics**

	Lokasi	Konsumsi Lima Susu Utama
Chi-Square <sup>a</sup>	7,007	72,906
df	4	4
Asymp. Sig.	,136	,000

a. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 27,8.

**NPar Tests**

### Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Lokasi	27	2,56	1,25	1	5
Konsumsi Lima Susu Utama	27	12,15	5,57	4	21

### Chi-Square Test

#### Frequencies

##### Lokasi

	Observed N	Expected N	Residual
Gombel Permai	7	5,4	1,6
Tanah Mas	6	5,4	,6
Tawang Sari	8	5,4	2,6
Kebon Harjo	4	5,4	-1,4
Tambak Lorok	2	5,4	-3,4
Total	27		

##### Konsumsi Lima Susu Utama

	Observed N	Expected N	Residual
Bunda	6	5,4	,6
Kedelai	3	5,4	-2,4
Lactamil	5	5,4	-,4
Prenagen	9	5,4	3,6
Enfa Mama	4	5,4	-1,4
Total	27		

#### Test Statistics

	Lokasi	Konsumsi Lima Susu Utama
Chi-Square <sup>a</sup>	4,296	3,926
df	4	4
Asymp. Sig.	,367	,416

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 5,4.

### NPar Tests

#### Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Lokasi	802	2,48	1,30	1	5
Jenis Susu yang dikonsumsi	802	1,63	,75	1	3

### Chi-Square Test

#### Frequencies

### Lokasi

	Observed N	Expected N	Residual
Gombel Permai	240	160,4	79,6
Tanah Mas	200	160,4	39,6
Tawang Sari	174	160,4	13,6
Kebon Harjo	112	160,4	-48,4
Tambak Lorok	76	160,4	-84,4
Total	802		

### Jenis Susu yang dikonsumsi

	Observed N	Expected N	Residual
Bubuk	426	267,3	158,7
Kental Manis	245	267,3	-22,3
Cair	131	267,3	-136,3
Total	802		

### Test Statistics

	Lokasi	Jenis Susu yang dikonsumsi
Chi-Square <sup>a,b</sup>	109,446	165,564
df	4	2
Asymp. Sig.	,000	,000

- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 160,4.  
b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 267,3.

### NPar Tests

#### Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Pengaruh Iklan	802	1,46	,50	1	2
Frekuensi mengkonsumsi susu	802	2,42	,65	1	4

### Chi-Square Test

#### Frequencies

##### Pengaruh Iklan

	Observed N	Expected N	Residual
terpengaruh	437	401,0	36,0
tidak terpengaruh	365	401,0	-36,0
Total	802		

### Frekuensi mengkonsumsi susu

	Observed N	Expected N	Residual
Jarang	23	200,5	-177,5
1 x sehari	469	200,5	268,5
2 x sehari	263	200,5	62,5
3 x sehari	47	200,5	-153,5
Total	802		

### Test Statistics

	Pengaruh Iklan	Frekuensi mengkonsumsi susu
Chi-Square <sup>a,b</sup>	6,464	653,701
df	1	3
Asymp. Sig.	,011	,000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 401,0.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 200,5.

### NPar Tests

#### Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Frekuensi mengkonsumsi susu	802	2,42	,65	1	4
Penghasilan	802	2,47	,65	1	3

### Chi-Square Test

### Frequencies

#### Frekuensi mengkonsumsi susu

	Observed N	Expected N	Residual
Jarang	23	200,5	-177,5
1 x sehari	469	200,5	268,5
2 x sehari	263	200,5	62,5
3 x sehari	47	200,5	-153,5
Total	802		

#### Penghasilan

	Observed N	Expected N	Residual
<= Rp. 750.000	68	267,3	-199,3
Rp. 750.000 - Rp. 2.000.000	291	267,3	23,7
>= Rp. 2.000.000	443	267,3	175,7
Total	802		



### Test Statistics

	Frekuensi mengkonsumsi susu	Penghasilan
Chi-Square <sup>a,b</sup>	653,701	266,157
df	3	2
Asymp. Sig.	,000	,000

a. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 200,5.

b. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 267,3.

### NPar Tests

#### Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Frekuensi mengkonsumsi susu	442	2,53	,73	1	4
Penghasilan	442	2,54	,59	1	3

### Chi-Square Test

#### Frequencies

##### Frekuensi mengkonsumsi susu

	Observed N	Expected N	Residual
Jarang	16	110,5	-94,5
1 x perhari	223	110,5	112,5
2 x perhari	157	110,5	46,5
3 x perhari	46	110,5	-64,5
Total	442		

##### Penghasilan

	Observed N	Expected N	Residual
<= Rp. 750.000	21	147,3	-126,3
Rp. 750.000 - Rp. 2.000.000	160	147,3	12,7
>= Rp. 2.000.000	261	147,3	113,7
Total	442		

### Test Statistics

	Frekuensi mengkonsumsi susu	Penghasilan
Chi-Square <sup>a,b</sup>	252,570	197,109
df	3	2
Asymp. Sig.	,000	,000

a. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 110,5.

b. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 147,3.

### NPar Tests

### Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Frekuensi mengkonsumsi susu	442	2,53	,73	1	4
Pendidikan	442	1,3846	,8737	1,00	6,00

### Chi-Square Test

#### Frequencies

##### Frekuensi mengkonsumsi susu

	Observed N	Expected N	Residual
Jarang	16	110,5	-94,5
1 x perhari	223	110,5	112,5
2 x perhari	157	110,5	46,5
3 x perhari	46	110,5	-64,5
Total	442		

##### Pendidikan

	Observed N	Expected N	Residual
SD	345	73,7	271,3
SMP	48	73,7	-25,7
SMA	39	73,7	-34,7
D3	1	73,7	-72,7
S1	4	73,7	-69,7
S2	5	73,7	-68,7
Total	442		

#### Test Statistics

	Frekuensi mengkonsumsi susu	Pendidikan
Chi-Square <sup>a,b</sup>	252,570	1226,217
df	3	5
Asymp. Sig.	,000	,000

a. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 110,5.

b. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 73,7.

### NPar Tests

#### Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Pendidikan	346	1,0029	5,376E-02	1,00	2,00
Frekuensi mengkonsumsi susu	346	2,61	,77	1	4

### Chi-Square Test

#### Frequencies

### Pendidikan

	Observed N	Expected N	Residual
SD	345	173,0	172,0
SMP	1	173,0	-172,0
Total	346		

### Frekuensi mengkonsumsi susu

	Observed N	Expected N	Residual
Jarang	16	86,5	-70,5
1 x perhari	147	86,5	60,5
2 x perhari	138	86,5	51,5
3 x perhari	45	86,5	-41,5
Total	346		

### Test Statistics

	Pendidikan	Frekuensi mengkonsumsi susu
Chi-Square <sup>a,b</sup>	342,012	150,347
df	1	3
Asymp. Sig.	,000	,000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 173,0.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 86,5.

### NPar Tests

#### Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Pendidikan	96	2,7604	1,0437	2,00	6,00
Frekuensi mengkonsumsi susu	96	2,22	,44	2	4

### Chi-Square Test

### Frequencies

#### Pendidikan

	Observed N	Expected N	Residual
SMP	47	19,2	27,8
SMA	39	19,2	19,8
D3	1	19,2	-18,2
S1	4	19,2	-15,2
S2	5	19,2	-14,2
Total	96		

### Frekuensi mengkonsumsi susu

	Observed N	Expected N	Residual
1 x sehari	76	32,0	44,0
2 x sehari	19	32,0	-13,0
3 x sehari	1	32,0	-31,0
Total	96		

### Test Statistics

	Pendidikan	Frekuensi mengkonsumsi susu
Chi-Square <sup>a,b</sup>	100,458	95,813
df	4	2
Asymp. Sig.	,000	,000

a. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 19,2.

b. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 32,0.

### NPar Tests

#### Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Frekuensi mengkonsumsi susu	203	2,25	,49	1	4
Pendidikan	203	4,2562	,8694	2,00	6,00

### Chi-Square Test

#### Frequencies

#### Frekuensi mengkonsumsi susu

	Observed N	Expected N	Residual
Jarang	4	50,8	-46,8
1 x sehari	146	50,8	95,3
2 x sehari	52	50,8	1,3
3 x sehari	1	50,8	-49,8
Total	203		

#### Pendidikan

	Observed N	Expected N	Residual
SMP	10	40,6	-30,6
SMA	8	40,6	-32,6
D3	124	40,6	83,4
S1	42	40,6	1,4
S2	19	40,6	-21,6
Total	203		

### Test Statistics

	Frekuensi mengkonsu msi susu	Pendidikan
Chi-Square <sup>a,b</sup>	270,635	232,099
df	3	4
Asymp. Sig.	,000	,000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50,8.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 40,6.

### NPar Tests

#### Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Frekuensi mengkonsumsi susu	157	2,32	,51	1	3
Pendidikan	157	3,6688	,9500	1,00	6,00

### Chi-Square Test

#### Frequencies

##### Frekuensi mengkonsumsi susu

	Observed N	Expected N	Residual
Jarang	3	52,3	-49,3
1 x perhari	100	52,3	47,7
2 x perhari	54	52,3	1,7
Total	157		

##### Pendidikan

	Observed N	Expected N	Residual
SD	1	26,2	-25,2
SMP	25	26,2	-1,2
SMA	20	26,2	-6,2
D3	94	26,2	67,8
S1	13	26,2	-13,2
S2	4	26,2	-22,2
Total	157		

### Test Statistics

	Frekuensi mengkonsu msi susu	Pendidikan
Chi-Square <sup>a,b</sup>	89,975	226,962
df	2	5
Asymp. Sig.	,000	,000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 52,3.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 26,2.

### NPar Tests

### Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Frekuensi mengkonsumsi susu	802	2,42	,65	1	4
Komponen Gizi Susu	802	1,44	,50	1	2

### Chi-Square Test

#### Frequencies

##### Frekuensi mengkonsumsi susu

	Observed N	Expected N	Residual
Jarang	23	200,5	-177,5
1 x sehari	469	200,5	268,5
2 x sehari	263	200,5	62,5
3 x sehari	47	200,5	-153,5
Total	802		

##### Komponen Gizi Susu

	Observed N	Expected N	Residual
Tidak	451	401,0	50,0
Benar	351	401,0	-50,0
Total	802		

#### Test Statistics

	Frekuensi mengkonsumsi susu	Komponen Gizi Susu
Chi-Square <sup>a,b</sup>	653,701	12,469
df	3	1
Asymp. Sig.	,000	,000

- a. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 200,5.  
 b. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 401,0.

### NPar Tests

#### Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Frekuensi mengkonsumsi susu	360	2,28	,50	1	4
Penghasilan	360	2,38	,70	1	3

### Chi-Square Test

#### Frequencies

**Frekuensi mengkonsumsi susu**

	Observed N	Expected N	Residual
Jarang	7	90,0	-83,0
1 x perhari	246	90,0	156,0
2 x perhari	106	90,0	16,0
3 x perhari	1	90,0	-89,0
Total	360		

**Penghasilan**

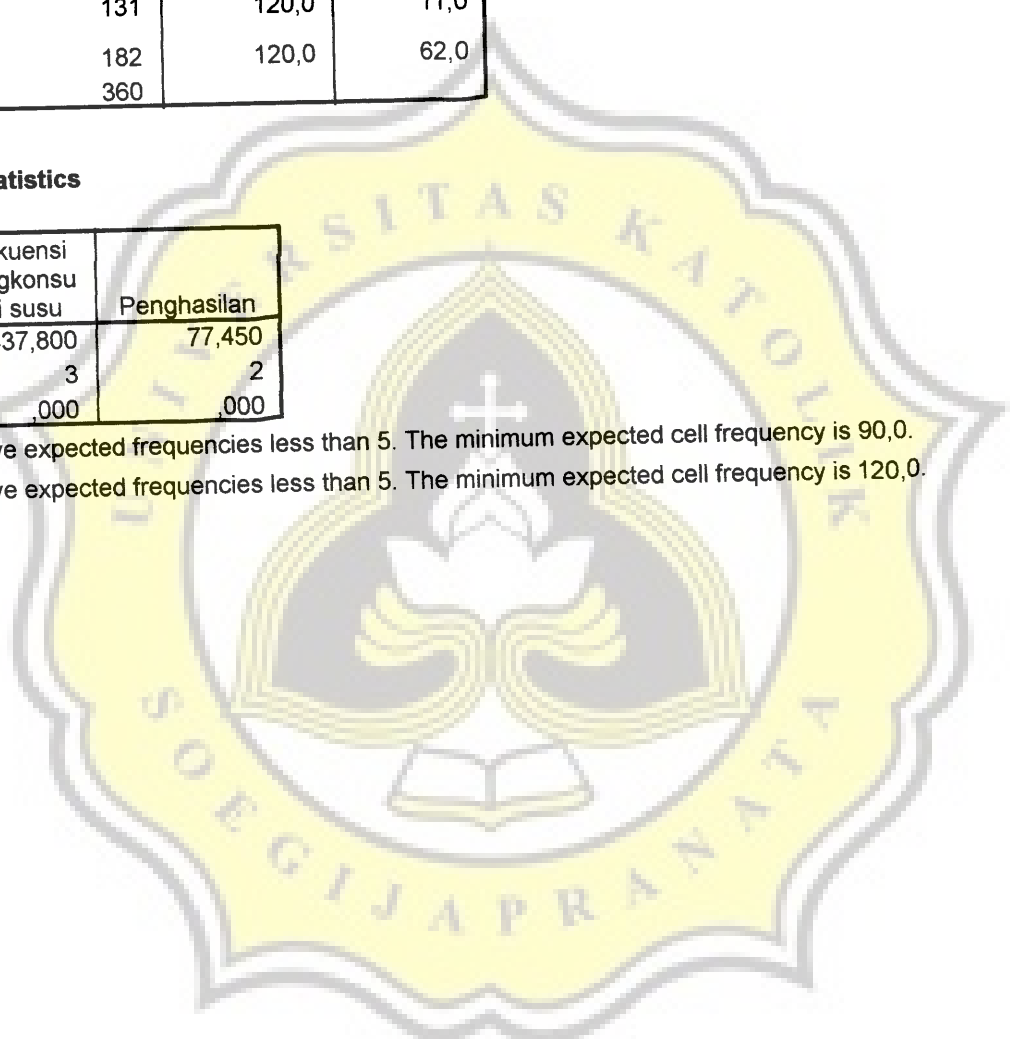
	Observed N	Expected N	Residual
<= Rp. 750.000	47	120,0	-73,0
Rp. 750.000 - Rp. 2.000.000	131	120,0	11,0
>= Rp. 2.000.000	182	120,0	62,0
Total	360		

**Test Statistics**

	Frekuensi mengkonsumi susu	Penghasilan
Chi-Square <sup>a,b</sup>	437,800	77,450
df	3	2
Asymp. Sig.	,000	,000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 90,0.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 120,0.





**LAMPIRAN 7**



## Correlations

Correlations

		Konsumsi Susu	Mengkonsumsi susu	Alasan mengkonsumsi susu	Frekuensi mengkonsumsi susu
Konsumsi Susu	Pearson Correlation	1	,976**	,983**	,984**
	Sig. (2-tailed)	,	,000	,000	,000
	N	1500	1500	1500	1500
Mengkonsumsi susu	Pearson Correlation	,976**	1	,947**	,945**
	Sig. (2-tailed)	,000	,	,000	,000
	N	1500	1500	1500	1500
Alasan mengkonsumsi susu	Pearson Correlation	,983**	,947**	1	,945**
	Sig. (2-tailed)	,000	,000	,	,000
	N	1500	1500	1500	1500
Frekuensi mengkonsumsi susu	Pearson Correlation	,984**	,945**	,945**	1
	Sig. (2-tailed)	,000	,000	,000	,
	N	1500	1500	1500	1500

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

## Correlations

Correlations

		Penghasilan	Dimana Membeli susu	Pendidikan	Tingkat Sosial Ekonomi
Penghasilan	Pearson Correlation	1	,433**	,027	,595**
	Sig. (2-tailed)	,	,000	,291	,000
	N	1500	1500	1500	1500
Dimana Membeli susu	Pearson Correlation	,433**	1	-,053*	,858**
	Sig. (2-tailed)	,000	,	,040	,000
	N	1500	1500	1500	1500
Pendidikan	Pearson Correlation	,027	-,053*	1	-,159**
	Sig. (2-tailed)	,291	,040	,	,000
	N	1500	1500	1500	1500
Tingkat Sosial Ekonomi	Pearson Correlation	,595**	,858**	-,159**	1
	Sig. (2-tailed)	,000	,000	,000	,
	N	1500	1500	1500	1500

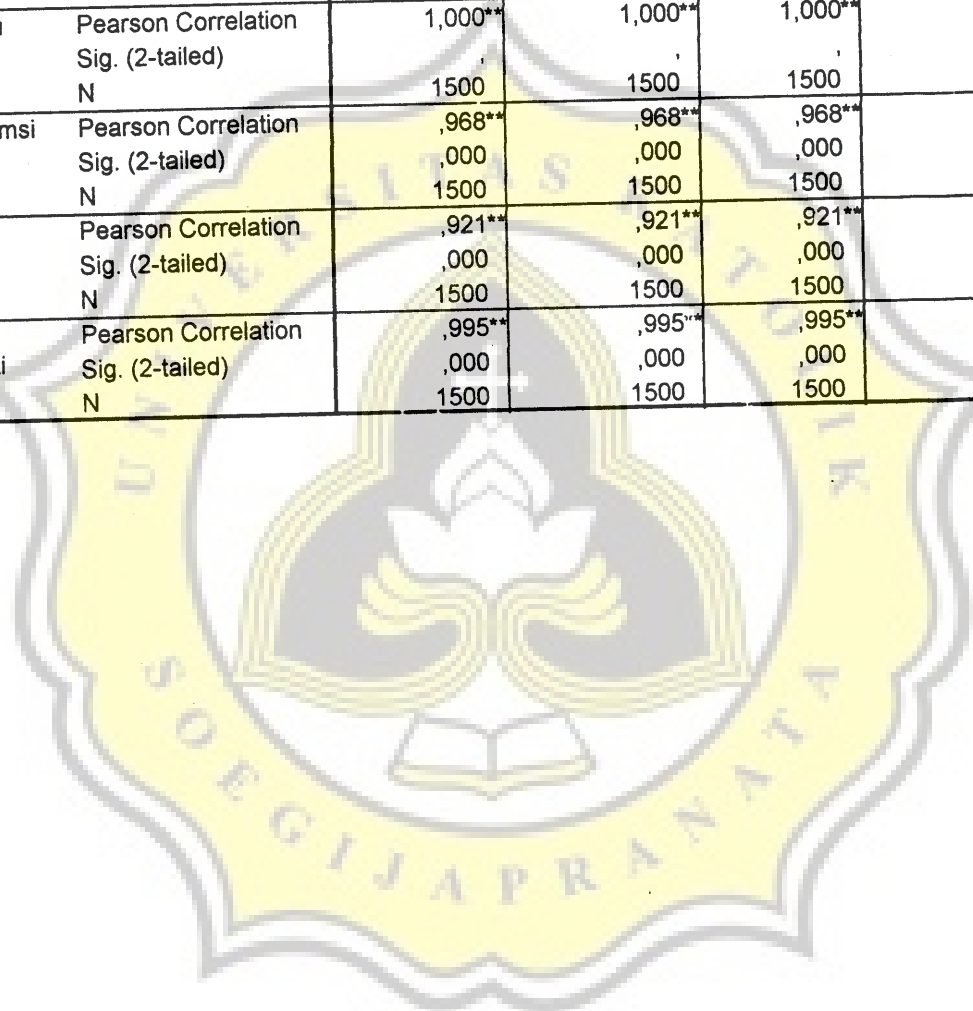
\*\* . Correlation is significant at the 0.01 level (2-tailed).

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

## Correlations

### Correlations

		Memperhitungkan Merk	Informasi Gizi	Status Gizi	Komponen Gizi Susu
Memperhitungkan Merk	Pearson Correlation	1	1,000**	1,000**	1,000**
	Sig. (2-tailed)				
	N	1500	1500	1500	1500
Informasi Gizi	Pearson Correlation	1,000**	1	1,000**	1,000**
	Sig. (2-tailed)				
	N	1500	1500	1500	1500
Status Gizi	Pearson Correlation	1,000**	1,000**	1	1,000**
	Sig. (2-tailed)				
	N	1500	1500	1500	1500
Komponen Gizi Susu	Pearson Correlation	1,000**	1,000**	1,000**	1
	Sig. (2-tailed)				
	N	1500	1500	1500	1500
Manfaat Mengonsumsi	Pearson Correlation	,968**	,968**	,968**	,968**
	Sig. (2-tailed)	,000	,000	,000	,000
	N	1500	1500	1500	1500
Pengaruh Iklan	Pearson Correlation	,921**	,921**	,921**	,921**
	Sig. (2-tailed)	,000	,000	,000	,000
	N	1500	1500	1500	1500
Pengetahuan dan Kesadaran akan Gizi	Pearson Correlation	,995**	,995**	,995**	,995**
	Sig. (2-tailed)	,000	,000	,000	,000
	N	1500	1500	1500	1500



### Correlations

		Manfaat Mengkons umsi	Pengaruh Iklan	Pengetahuan dan Kesadaran akan Gizi
Memperhitungkan Merk	Pearson Correlation Sig. (2-tailed) N	,968** ,000 1500	,921** ,000 1500	,995** ,000 1500
Informasi Gizi	Pearson Correlation Sig. (2-tailed) N	,968** ,000 1500	,921** ,000 1500	,995** ,000 1500
Status Gizi	Pearson Correlation Sig. (2-tailed) N	,968** ,000 1500	,921** ,000 1500	,995** ,000 1500
Komponen Gizi Susu	Pearson Correlation Sig. (2-tailed) N	,968** ,000 1500	,921** ,000 1500	,995** ,000 1500
Manfaat Mengkonsumsi	Pearson Correlation Sig. (2-tailed) N	1 ,000 1500	,919** ,000 1500	,983** ,000 1500
Pengaruh Iklan	Pearson Correlation Sig. (2-tailed) N	,919** ,000 1500	1 ,000 1500	,948** ,000 1500
Pengetahuan dan Kesadaran akan Gizi	Pearson Correlation Sig. (2-tailed) N	,983** ,000 1500	,948** ,000 1500	1 ,000 1500

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

