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# LAMPIRAN

**Lampiran 1**  
Kuesioner Penelitian

Responden Yth.  
Di tempat

Responden yang terhormat,

Saya Siti Nurfariza, mahasiswa tingkat akhir Fakultas Ekonomi dan Bisnis Universitas Binaniaga Indonesia jurusan Manajemen. Saat ini saya sedang melakukan penelitian mengenai **“ANALISIS SIKAP DAN PERILAKU KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN DAGING SAPI DI JUHDAN BOGA HEWANI ”**.

Dengan segala kerendahan hati, saya mengharapkan kesedian anda untuk membantu mengisi kuisisioner guna melengkapi skripsi saya. Semua informasi yang diperoleh dari kuisisioner ini akan disimpan dan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan penelitian.

Atas perhatian, ketersediaan dan bantuannya, saya ucapkan terimakasih.

Hormat Saya,

Siti Nurfariza  
S1-0217122

No. Responden :    (Diisi oleh peneliti)

Tanggal Wawancara :   /   /    (Diisi oleh peneliti)

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**Isilah pertanyaan di bawah ini dengan memberikan tanda (✓) untuk jawaban yang sesuai dengan pilihan Anda atau mengisi titik yang telah disediakan.**

**A. Screening**

1. Apakah anda membeli produk daging sapi dalam 3 bulan terakhir ini?  
☐ ya(Lanjutkan ke pertanyaan berikutnya) ☐ Tidak (stop)
2. Dimanakah anda membeli produk daging sapi ?  
☐ Juhdan Boga Hewani ☐ Pasar Tradisional  
☐ Super Market
3. Apakah anda mengetahui produk daging sapi di Juhdan Boga Hewani ?  
☐ Iya ☐ Tidak
4. Darimana anda mengetahui Produk daging sapi di Juhdan Boga Hewani ?  
☐ Keluarga ☐ Teman  
☐ Petugas promosi/reseller ☐ Selain teman, keluarga dan petugas promosi
5. Apakah anda pernah mengkonsumsi atau membeli produk daging sapi di Juhda Boga Hewani?  
☐ Iya ☐ Tidak
6. Seberapa sering anda melakukan pembelian produk daging sapi di Juhdan Boga Hewani ?  
☐ Sekali dalam 3 bulan  
☐ Sekali dalam 1 bulan  
☐ Sekali dalam seminggu
7. Untuk siapa anda membeli produk daging sapi ?  
☐ Diri sendiri ☐ Teman  
☐ Keluarga
8. Dimanakah anda membeli produk daging sapi di Juhdan Boga Hewani tersebut ?  
☐ WhatsApp ☐ Facebook  
☐ Instagram ☐ Secara langsung

## B. Profil Responden

1. E-mail :
2. Nama :
3. Jenis Kelamin : ☐ Pria ☐ Wanita
4. Alamat : ☐ Bogor Selatan ☐ Bogor Tengah  
☐ Bogor Barat ☐ Bogor Utara  
☐ Bogor Timur ☐ Tanah Sareal
5. Usia : ☐ 18-24 Tahun ☐ 35-44 Tahun  
☐ 25-34 Tahun ☐ 45-54 Tahun
6. Pendidikan : ☐ SD/ sederajat ☐ Diploma  
☐ SMP/ sederajat ☐ Akademi  
☐ SMA/ sederajat ☐ Sarjana/ S2/ S3
7. Pekerjaan : ☐ Pelajar ☐ Wiraswasta  
☐ Mahasiswa ☐ Ibu Rumah Tangga  
☐ Pegawai Swasta ☐ Pegawai Negeri/ TNI/ Polri
8. Penghasila rata-rata per bulan (jika menikah, termasuk penghasilan suami/istri, untuk pelajar. Mahasiswa, jumlah kiriman/uang saku dari orangtua)?  
☐ Dibawah Rp 1.000.000 ☐ Rp 4.000.000 - Rp 6.000.000  
☐ Rp 1.000.000 - Rp 2.500.000 ☐ Di atas Rp. 6.000.000  
☐ Rp 2.500.000 - Rp 4.000.000

### PERTANYAAN UMUM

Pilihlah jawaban dengan memberikan tanda centang (✓) pada salah satu jawaban yang paling sesuai.

#### C. Model Sikap

##### 1. *Evaluation* ( $e_i$ ),

Keterangan:

| Sikap | Sangat Tidak Penting (STP) | Tidak Penting (TP) | Biasa (B) | Penting (P) | Sangat Penting (SP) |
|-------|----------------------------|--------------------|-----------|-------------|---------------------|
| Skor  | -2                         | 1                  | 0         | 1           | 2                   |

Contoh:

| No | Atribut      | STP | TP | B | P | SP |
|----|--------------|-----|----|---|---|----|
| 1  | Warna daging |     |    |   |   | ✓  |

Menurut anda, bagaimana kepentingan atribut Daging Sapi di bawah ini ( $e_i$ ) ?

| No | Atribut                | STP | TP | B | P | SP |
|----|------------------------|-----|----|---|---|----|
| 1  | Warna daging           |     |    |   |   |    |
| 2  | Bau daging             |     |    |   |   |    |
| 3  | Kandungan lemak daging |     |    |   |   |    |
| 4  | Jenis variasi produk   |     |    |   |   |    |
| 5  | Kemasan                |     |    |   |   |    |
| 6  | Harga                  |     |    |   |   |    |
| 7  | Promosi                |     |    |   |   |    |
| 8  | Kemudahan memperoleh   |     |    |   |   |    |

2. **Belief** ( $b_i$ )

Keterangan:

| Sikap | Sangat Tidak Setuju (STS) | Tidak Setuju (TS) | Biasa (B) | Setuju (S) | Sangat Setuju (SS) |
|-------|---------------------------|-------------------|-----------|------------|--------------------|
| Skor  | 1                         | 2                 | 3         | 4          | 5                  |

Contoh:

| No | Atribut                                        | STP | TP | B | P | SP |
|----|------------------------------------------------|-----|----|---|---|----|
| 1  | Daging sapi memiliki warna yang baik dan segar |     |    |   |   | √  |

Pertanyaan:

Menurut anda, apakah atribut di bawah ini dimiliki oleh daging Sapi di Juhdan Boga Hewani ( $b_i$ )?

| No | Atribut                                                                           | STP | TP | B | P | SP |
|----|-----------------------------------------------------------------------------------|-----|----|---|---|----|
| 1  | Daging sapi memiliki warna yang baik dan segar                                    |     |    |   |   |    |
| 2  | Daging sapi memiliki bau yang khas dan terasa sangar pekat                        |     |    |   |   |    |
| 3  | Daging sapi memiliki kandungan lemak yang melakat pada daging banyak atau sedikit |     |    |   |   |    |
| 4  | Daging sapi memiliki jenis varia produk yang beragam                              |     |    |   |   |    |
| 5  | Daging sapi memiliki kemasan yang menarik                                         |     |    |   |   |    |
| 6  | Daging sapi memiliki harga yang terjangkau                                        |     |    |   |   |    |
| 7  | Daging sapi melakukan promosi yang menarik                                        |     |    |   |   |    |
| 8  | Daging sapi mudah diperoleh                                                       |     |    |   |   |    |

## D. Model Sikap Normatif

1. Keyakinan Normatif (NB<sub>i</sub>)

Keterangan:

| <b>Sikap</b> | Sangat Menolak (SM) | Menolak (TS) | Netral (N) | Dianjurkan (D) | Sangat Dianjurkan (SS) |
|--------------|---------------------|--------------|------------|----------------|------------------------|
| <b>Skor</b>  | -2                  | -1           | 0          | 1              | 2                      |

Contoh:

| <b>No</b> | <b>Atribut</b> | <b>SM</b> | <b>M</b> | <b>N</b> | <b>D</b> | <b>SD</b> |
|-----------|----------------|-----------|----------|----------|----------|-----------|
| 1         | Keluarga       |           |          |          |          | √         |

Pertanyaan:

Bagaimana reaksi orang-orang dekat (keluarga,teman petugas promosi/peraga, selain keluarga, teman dan petugas promosi/peraga) terhadap keputusan anda dalam membeli daging sapi yang anda konsumsi (NB<sub>i</sub>)?

| <b>No</b> | <b>Atribut</b>                                      | <b>SM</b> | <b>M</b> | <b>N</b> | <b>S</b> | <b>SD</b> |
|-----------|-----------------------------------------------------|-----------|----------|----------|----------|-----------|
| 1         | Keluarga                                            |           |          |          |          |           |
| 2         | Teman                                               |           |          |          |          |           |
| 3         | Petugas promosi/ reseller                           |           |          |          |          |           |
| 4         | Selain Keluarga, teman, dan petugas promosi/ peraga |           |          |          |          |           |

## 2. Motivasi (NC<sub>i</sub>)

Keterangan:

| <b>Sikap</b> | Sangat Lemah<br>(SM) | Lemah<br>(TS) | Netral<br>(N) | Kuat<br>(K) | Sangat Kuat<br>(SS) |
|--------------|----------------------|---------------|---------------|-------------|---------------------|
| <b>Skor</b>  | -2                   | -1            | 0             | 1           | 2                   |

Contoh:

| <b>No</b> | <b>Atribut</b> | <b>SL</b> | <b>L</b> | <b>N</b> | <b>K</b> | <b>SK</b> |
|-----------|----------------|-----------|----------|----------|----------|-----------|
| 1         | Keluarga       |           |          |          |          | √         |

Pertanyaan:

Bagaimana pengaruh orang-orang dekat terhadap motivasi anda membeli daging sapi yang anda konsumsi (NC<sub>i</sub>)?

| <b>No</b> | <b>Atribut</b>                                      | <b>SL</b> | <b>L</b> | <b>N</b> | <b>K</b> | <b>SK</b> |
|-----------|-----------------------------------------------------|-----------|----------|----------|----------|-----------|
| 1         | Keluarga                                            |           |          |          |          |           |
| 2         | Teman                                               |           |          |          |          |           |
| 3         | Petugas promosi/ reseller                           |           |          |          |          |           |
| 4         | Selain Keluarga, teman, dan petugas promosi/ peraga |           |          |          |          |           |

## Lampiran 2

### Gambar Produk



### Lampiran 3

#### Data Validitas dan Realibilitas

Juhdan Boga Hewani

| No  | Merk daging yg di konsumsi | Warna Daging |    |    | Bau Daging |    |    | Kandungan lemak daging |    |    | Jenis varian produk |    |    | Kemasan |    |    | Harga |    |    | Promosi |    |    | Kemudahan Memperoleh |    |    | Sikap |
|-----|----------------------------|--------------|----|----|------------|----|----|------------------------|----|----|---------------------|----|----|---------|----|----|-------|----|----|---------|----|----|----------------------|----|----|-------|
|     |                            | Ei           | Bi | Ao | Ei         | Bi | Ao | Ei                     | Bi | Ao | Ei                  | Bi | Ao | Ei      | Bi | Ao | Ei    | Bi | Ao | Ei      | Bi | Ao | Ei                   | Bi | Ao |       |
| 74  | 1                          | 2            | 5  | 10 | 2          | 5  | 10 | 2                      | 5  | 10 | 2                   | 5  | 10 | 2       | 5  | 10 | 2     | 5  | 10 | 2       | 5  | 10 | 2                    | 5  | 10 | 80    |
| 12  | 1                          | 2            | 5  | 10 | 2          | 4  | 8  | 1                      | 4  | 4  | 2                   | 5  | 10 | 2       | 5  | 10 | 2     | 5  | 10 | 2       | 5  | 10 | 2                    | 5  | 10 | 72    |
| 19  | 1                          | 2            | 5  | 10 | 2          | 5  | 10 | 2                      | 5  | 10 | 2                   | 5  | 10 | 1       | 4  | 4  | 2     | 4  | 8  | 2       | 4  | 8  | 2                    | 4  | 8  | 68    |
| 102 | 1                          | 2            | 5  | 10 | 2          | 5  | 10 | 2                      | 5  | 10 | 2                   | 5  | 10 | 2       | 5  | 10 | 2     | 5  | 10 | 2       | 5  | 10 | 2                    | 5  | 10 | 80    |
| 103 | 1                          | 2            | 5  | 10 | 2          | 5  | 10 | 2                      | 5  | 10 | 2                   | 5  | 10 | 2       | 5  | 10 | 2     | 5  | 10 | 2       | 5  | 10 | 2                    | 5  | 10 | 80    |
| 58  | 1                          | 2            | 5  | 10 | 2          | 5  | 10 | 2                      | 5  | 10 | 2                   | 5  | 10 | 2       | 5  | 10 | 2     | 5  | 10 | 2       | 5  | 10 | 2                    | 5  | 10 | 80    |
| 7   | 1                          | 2            | 5  | 10 | 2          | 5  | 10 | 2                      | 4  | 8  | 2                   | 5  | 10 | 2       | 4  | 8  | 2     | 5  | 10 | 2       | 4  | 8  | 2                    | 5  | 10 | 74    |
| 15  | 1                          | 2            | 5  | 10 | 2          | 5  | 10 | 1                      | 5  | 5  | 2                   | 5  | 10 | 1       | 5  | 5  | 2     | 5  | 10 | 2       | 5  | 10 | 2                    | 5  | 10 | 70    |
| 45  | 1                          | 2            | 5  | 10 | 2          | 5  | 10 | 2                      | 5  | 10 | 2                   | 5  | 10 | 2       | 5  | 10 | 2     | 5  | 10 | 2       | 5  | 10 | 2                    | 5  | 10 | 80    |
| 25  | 1                          | 2            | 5  | 10 | 2          | 5  | 10 | 2                      | 5  | 10 | 2                   | 5  | 10 | 1       | 5  | 5  | 2     | 5  | 10 | 2       | 5  | 10 | 2                    | 5  | 10 | 75    |
| 32  | 1                          | 2            | 5  | 10 | 2          | 5  | 10 | 2                      | 5  | 10 | 2                   | 5  | 10 | 2       | 5  | 10 | 2     | 5  | 10 | 2       | 5  | 10 | 2                    | 5  | 10 | 80    |
| 33  | 1                          | 2            | 5  | 10 | 2          | 5  | 10 | 2                      | 5  | 10 | 2                   | 5  | 10 | 2       | 5  | 10 | 2     | 5  | 10 | 2       | 5  | 10 | 2                    | 5  | 10 | 80    |
| 34  | 1                          | 2            | 5  | 10 | 2          | 5  | 10 | 2                      | 5  | 10 | 2                   | 5  | 10 | 2       | 5  | 10 | 2     | 5  | 10 | 2       | 5  | 10 | 2                    | 5  | 10 | 80    |
| 35  | 1                          | 1            | 4  | 4  | 1          | 4  | 4  | 2                      | 4  | 8  | 2                   | 5  | 10 | 2       | 4  | 8  | 2     | 5  | 10 | 2       | 4  | 8  | 2                    | 5  | 10 | 62    |
| 36  | 1                          | 1            | 3  | 3  | 1          | 4  | 4  | 2                      | 4  | 8  | 2                   | 5  | 10 | 2       | 4  | 8  | 2     | 5  | 10 | 2       | 4  | 8  | 2                    | 5  | 10 | 61    |

Lainnya

[illegible]

| No  | Merk daging yg di konsumsi | Warna Daging |    |    | Bau Daging |    |    | Kandungan lemak daging |    |    | Jenis varian produk |    |    | Kemasan |    |    | Harga |    |    | Promosi |    |    | Kemudahan Memperoleh |    |    | Sikap |
|-----|----------------------------|--------------|----|----|------------|----|----|------------------------|----|----|---------------------|----|----|---------|----|----|-------|----|----|---------|----|----|----------------------|----|----|-------|
|     |                            | Ei           | Bi | Ao | Ei         | Bi | Ao | Ei                     | Bi | Ao | Ei                  | Bi | Ao | Ei      | Bi | Ao | Ei    | Bi | Ao | Ei      | Bi | Ao | Ei                   | Bi | Ao |       |
| 113 | 2                          | 2            | 5  | 10 | 2          | 5  | 10 | 2                      | 5  | 10 | 2                   | 5  | 10 | 2       | 5  | 10 | 2     | 5  | 10 | 2       | 5  | 10 | 2                    | 5  | 10 | 80    |
| 128 | 2                          | 1            | 4  | 4  | 1          | 4  | 4  | 1                      | 4  | 4  | 1                   | 4  | 4  | 1       | 4  | 4  | 1     | 4  | 4  | 1       | 4  | 4  | 1                    | 4  | 4  | 32    |
| 131 | 2                          | 1            | 4  | 4  | 1          | 4  | 4  | 1                      | 4  | 4  | 1                   | 4  | 4  | 1       | 4  | 4  | 1     | 4  | 4  | 1       | 4  | 4  | 1                    | 4  | 4  | 32    |
| 201 | 2                          | 1            | 5  | 5  | 1          | 5  | 5  | 1                      | 5  |    | 2                   | 5  | 10 | 2       | 5  |    | 2     | 5  |    | 2       | 5  | 10 | 2                    | 5  | 10 | 40    |
| 213 | 2                          | 2            | 5  | 10 | 2          | 5  | 10 | 2                      | 5  | 10 | 2                   | 5  | 10 | 2       | 5  | 10 | 2     | 5  | 10 | 2       | 5  | 10 | 2                    | 5  | 10 | 80    |

| No  | Status | Sikap | rank |
|-----|--------|-------|------|
| 74  | 1      | 80    | 1    |
| 12  | 1      | 72    | 75   |
| 19  | 1      | 68    | 79   |
| 102 | 1      | 80    | 1    |
| 103 | 1      | 80    | 1    |
| 58  | 1      | 80    | 1    |
| 7   | 1      | 74    | 70   |
| 15  | 1      | 70    | 76   |
| 45  | 1      | 80    | 1    |
| 25  | 1      | 75    | 66   |
| 32  | 1      | 80    | 1    |
| 33  | 1      | 80    | 1    |
| 34  | 1      | 80    | 1    |
| 35  | 1      | 62    | 85   |
| 36  | 1      | 61    | 103  |
| 54  | 2      | 56    | 6    |
| 57  | 2      | 32    | 9    |
| 73  | 2      | 32    | 9    |
| 82  | 2      | 50    | 7    |
| 86  | 2      | 80    | 1    |
| 91  | 2      | 80    | 1    |
| 92  | 2      | 32    | 9    |
| 98  | 2      | 32    | 9    |
| 105 | 2      | 80    | 1    |
| 106 | 2      | 32    | 9    |
| 113 | 2      | 80    | 1    |
| 128 | 2      | 32    | 9    |
| 131 | 2      | 32    | 9    |
| 201 | 2      | 40    | 8    |
| 213 | 2      | 80    | 1    |

| Juhdan Boga Hewani |      |
|--------------------|------|
| Sikap              | Rank |
| 80                 | 1    |
| 72                 | 75   |
| 68                 | 79   |
| 80                 | 1    |
| 80                 | 1    |
| 80                 | 1    |
| 74                 | 70   |
| 70                 | 76   |
| 80                 | 1    |
| 75                 | 66   |
| 80                 | 1    |
| 80                 | 1    |
| 80                 | 1    |
| 62                 | 85   |
| 61                 | 103  |

| Lainnya |      |
|---------|------|
| Sikap   | Rank |
| 56      | 6    |
| 32      | 9    |
| 32      | 9    |
| 50      | 7    |
| 80      | 1    |
| 80      | 1    |
| 32      | 9    |
| 32      | 9    |
| 80      | 1    |
| 32      | 9    |
| 80      | 1    |
| 32      | 9    |
| 40      | 8    |
| 80      | 1    |

**Lampiran 4**  
**Hasil Uji Validitas**

| <b>Ranks</b> |                   |    |           |              |
|--------------|-------------------|----|-----------|--------------|
|              | Status            | N  | Mean Rank | Sum of Ranks |
| Sikap        | Juhda Boga Hewani | 15 | 19,33     | 290,00       |
|              | Merek Lain        | 15 | 11,67     | 175,00       |
|              | Total             | 30 |           |              |

| <b>Test Statistics<sup>a</sup></b> |                   |
|------------------------------------|-------------------|
|                                    | Sikap             |
| Mann-Whitney U                     | 55,000            |
| Wilcoxon W                         | 175,000           |
| Z                                  | -2,505            |
| Asymp. Sig. (2-tailed)             | ,012              |
| Exact Sig. [2*(1-tailed Sig.)]     | ,016 <sup>b</sup> |

a. Grouping Variable: Status

b. Not corrected for ties.

## Lampiran 5

### Uji Realibilitas

**Case Processing Summary**

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 215 | 98,6  |
|       | Excluded <sup>a</sup> | 3   | 1,4   |
|       | Total                 | 218 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

|                  |            |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| ,965             | 16         |

Item-Total Statistics

|                                    | Scale Mean if<br>Item Deleted | Scale Variance<br>if Item Deleted | Corrected Item-<br>Total<br>Correlation | Cronbach's<br>Alpha if Item<br>Deleted |
|------------------------------------|-------------------------------|-----------------------------------|-----------------------------------------|----------------------------------------|
| evaluasi_warna_daging              | 46,63                         | 43,674                            | ,816                                    | ,962                                   |
| evaluasi_bau_daging                | 46,64                         | 43,933                            | ,794                                    | ,962                                   |
| evaluasi_kandungan_lemak_daging    | 46,67                         | 43,841                            | ,758                                    | ,963                                   |
| evaluasi_jenis_varian_produk       | 46,43                         | 44,751                            | ,783                                    | ,962                                   |
| evaluasi_kemasan                   | 46,53                         | 44,633                            | ,756                                    | ,963                                   |
| evaluasi_harga                     | 46,38                         | 45,022                            | ,762                                    | ,963                                   |
| evaluasi_promosi                   | 46,48                         | 44,821                            | ,720                                    | ,963                                   |
| evaluasi_kemudahan_memperoleh      | 46,39                         | 45,043                            | ,754                                    | ,963                                   |
| kepercayaan_warna_daging           | 43,66                         | 44,012                            | ,789                                    | ,962                                   |
| kepercayaan_bau_daging             | 43,64                         | 44,081                            | ,787                                    | ,962                                   |
| kepercayaan_kandungan_lemak_daging | 43,70                         | 43,885                            | ,774                                    | ,962                                   |
| kepercayaan_jenis_varian_produk    | 43,44                         | 44,566                            | ,809                                    | ,962                                   |
| kepercayaan_kemasan                | 43,54                         | 43,959                            | ,789                                    | ,962                                   |
| kepercayaan_harga                  | 43,42                         | 44,572                            | ,798                                    | ,962                                   |
| kepercayaan_promosi                | 43,51                         | 44,316                            | ,804                                    | ,962                                   |
| kepercayaan_kemudahan_memperoleh   | 43,43                         | 44,601                            | ,792                                    | ,962                                   |

**Lampiran 6**  
**Data Tabulasi Kuisisioner 218 Responden**

| SCREENING |                           |                |                |                 |                          |                 |             |                    |
|-----------|---------------------------|----------------|----------------|-----------------|--------------------------|-----------------|-------------|--------------------|
| No        | Membeli daging sapi 3 bln | Membeli dimana | Tau produk JHB | Tau darimanakah | Konsumsi daging sapi JHB | Seberapa sering | Untuk siapa | Dimana kah membeli |
| 1         | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 1                  |
| 2         | 1                         | 1              | 1              | 2               | 1                        | 2               | 1           | 1                  |
| 3         | 1                         | 1              | 1              | 1               | 1                        | 2               | 1           | 1                  |
| 4         | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 1                  |
| 5         | 1                         | 1              | 1              | 1               | 1                        | 2               | 1           | 1                  |
| 6         | 1                         | 1              | 1              | 1               | 1                        | 2               | 1           | 4                  |
| 7         | 1                         | 1              | 1              | 1               | 1                        | 2               | 1           | 4                  |
| 8         | 1                         | 1              | 1              | 2               | 1                        | 2               | 2           | 1                  |
| 9         | 1                         | 1              | 1              | 2               | 1                        | 2               | 1           | 4                  |
| 10        | 1                         | 1              | 1              | 2               | 1                        | 2               | 1           | 1                  |
| 11        | 1                         | 1              | 1              | 2               | 1                        | 2               | 1           | 4                  |
| 12        | 1                         | 1              | 1              | 2               | 1                        | 1               | 2           | 1                  |
| 13        | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 4                  |
| 14        | 1                         | 1              | 1              | 1               | 1                        | 2               | 1           | 1                  |
| 15        | 1                         | 1              | 1              | 2               | 1                        | 2               | 1           | 1                  |
| 16        | 1                         | 1              | 1              | 4               | 1                        | 2               | 2           | 4                  |
| 17        | 1                         | 1              | 1              | 1               | 1                        | 1               | 1           | 4                  |
| 18        | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 1                  |
| 19        | 1                         | 1              | 1              | 2               | 1                        | 2               | 1           | 1                  |
| 20        | 1                         | 1              | 1              | 1               | 1                        | 2               | 1           | 4                  |
| 21        | 1                         | 1              | 1              | 2               | 1                        | 2               | 1           | 4                  |
| 22        | 1                         | 1              | 1              | 2               | 1                        | 2               | 2           | 2                  |
| 23        | 1                         | 1              | 1              | 2               | 1                        | 2               | 1           | 2                  |
| 24        | 1                         | 1              | 1              | 2               | 1                        | 2               | 1           | 4                  |
| 25        | 1                         | 1              | 1              | 2               | 1                        | 2               | 1           | 1                  |
| 26        | 1                         | 1              | 1              | 2               | 1                        | 2               | 1           | 1                  |
| 27        | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 4                  |
| 28        | 1                         | 1              | 1              | 1               | 1                        | 2               | 1           | 1                  |
| 29        | 1                         | 1              | 1              | 1               | 1                        | 1               | 1           | 2                  |
| 30        | 1                         | 1              | 1              | 2               | 1                        | 2               | 1           | 4                  |
| 31        | 1                         | 1              | 1              | 2               | 1                        | 2               | 1           | 1                  |
| 32        | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 2                  |
| 33        | 1                         | 1              | 1              | 2               | 1                        | 2               | 1           | 1                  |
| 34        | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 2                  |

| SCREENING |                           |                |                |                 |                          |                 |             |                   |
|-----------|---------------------------|----------------|----------------|-----------------|--------------------------|-----------------|-------------|-------------------|
| No        | Membeli daging sapi 3 bln | Membeli dimana | Tau produk JHB | Tau darimanakah | Konsumsi daging sapi JHB | Seberapa sering | Untuk siapa | Dimanakah membeli |
| 35        | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 4                 |
| 36        | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 1                 |
| 37        | 1                         | 1              | 1              | 3               | 1                        | 2               | 2           | 2                 |
| 38        | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 39        | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 1                 |
| 40        | 1                         | 1              | 1              | 4               | 1                        | 2               | 1           | 4                 |
| 41        | 1                         | 1              | 1              | 1               | 1                        | 1               | 2           | 1                 |
| 42        | 1                         | 1              | 1              | 2               | 1                        | 2               | 1           | 1                 |
| 43        | 1                         | 1              | 1              | 2               | 1                        | 2               | 1           | 1                 |
| 44        | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 45        | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 2                 |
| 46        | 1                         | 1              | 1              | 3               | 1                        | 2               | 1           | 1                 |
| 47        | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 1                 |
| 48        | 1                         | 1              | 1              | 4               | 1                        | 1               | 1           | 4                 |
| 49        | 1                         | 1              | 1              | 1               | 1                        | 1               | 1           | 1                 |
| 50        | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 51        | 1                         | 1              | 1              | 1               | 1                        | 2               | 2           | 1                 |
| 52        | 1                         | 1              | 1              | 1               | 1                        | 1               | 1           | 1                 |
| 53        | 1                         | 1              | 1              | 3               | 1                        | 2               | 1           | 1                 |
| 54        | 1                         | 2              | 1              | 4               | 2                        | 1               | 1           | 4                 |
| 55        | 1                         | 1              | 1              | 1               | 1                        | 1               | 1           | 1                 |
| 56        | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 1                 |
| 57        | 1                         | 2              | 1              | 2               | 2                        | 2               | 1           | 1                 |
| 58        | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 1                 |
| 59        | 1                         | 1              | 1              | 2               | 1                        | 2               | 1           | 1                 |
| 60        | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 2                 |
| 61        | 1                         | 1              | 1              | 2               | 1                        | 2               | 1           | 1                 |
| 62        | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 1                 |
| 63        | 1                         | 1              | 1              | 2               | 1                        | 2               | 1           | 1                 |
| 64        | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 1                 |
| 65        | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 1                 |
| 66        | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 1                 |
| 67        | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 1                 |
| 68        | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 1                 |
| 69        | 1                         | 1              | 1              | 1               | 1                        | 1               | 1           | 4                 |
| 70        | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 1                 |

| SCREENING |                           |                |                |                 |                          |                 |             |                   |
|-----------|---------------------------|----------------|----------------|-----------------|--------------------------|-----------------|-------------|-------------------|
| No        | Membeli daging sapi 3 bln | Membeli dimana | Tau produk JHB | Tau darimanakah | Konsumsi daging sapi JHB | Seberapa sering | Untuk siapa | Dimanakah membeli |
| 71        | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 72        | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 73        | 1                         | 2              | 1              | 2               | 2                        | 1               | 1           | 1                 |
| 74        | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 75        | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 76        | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 77        | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 78        | 1                         | 1              | 1              | 4               | 1                        | 1               | 1           | 1                 |
| 79        | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 1                 |
| 80        | 1                         | 1              | 1              | 3               | 1                        | 2               | 1           | 1                 |
| 81        | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 1                 |
| 82        | 1                         | 3              | 1              | 4               | 2                        | 1               | 1           | 4                 |
| 83        | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 1                 |
| 84        | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 1                 |
| 85        | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 1                 |
| 86        | 1                         | 3              | 1              | 2               | 2                        | 2               | 1           | 1                 |
| 87        | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 88        | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 89        | 1                         | 1              | 1              | 3               | 1                        | 2               | 1           | 1                 |
| 90        | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 91        | 1                         | 2              | 1              | 3               | 2                        | 2               | 2           | 1                 |
| 92        | 1                         | 3              | 1              | 3               | 2                        | 1               | 1           | 1                 |
| 93        | 1                         | 1              | 1              | 3               | 1                        | 2               | 1           | 1                 |
| 94        | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 95        | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 96        | 1                         | 1              | 1              | 3               | 1                        | 2               | 2           | 1                 |
| 97        | 1                         | 1              | 1              | 2               | 1                        | 1               | 2           | 1                 |
| 98        | 1                         | 2              | 1              | 3               | 2                        | 1               | 1           | 1                 |
| 99        | 1                         | 1              | 1              | 3               | 1                        | 2               | 1           | 1                 |
| 100       | 1                         | 1              | 1              | 3               | 1                        | 2               | 1           | 1                 |
| 101       | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 1                 |
| 102       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 103       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 104       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 105       | 1                         | 3              | 1              | 3               | 2                        | 1               | 1           | 1                 |
| 106       | 1                         | 3              | 1              | 3               | 2                        | 1               | 1           | 1                 |
| 107       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 108       | 1                         | 1              | 1              | 3               | 1                        | 2               | 1           | 1                 |
| 109       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |

| SCREENING |                           |                |                |                 |                          |                 |             |                   |
|-----------|---------------------------|----------------|----------------|-----------------|--------------------------|-----------------|-------------|-------------------|
| No        | Membeli daging sapi 3 bln | Membeli dimana | Tau produk JHB | Tau darimanakah | Konsumsi daging sapi JHB | Seberapa sering | Untuk siapa | Dimanakah membeli |
| 110       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 111       | 1                         | 1              | 1              | 3               | 1                        | 2               | 1           | 1                 |
| 112       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 113       | 1                         | 2              | 1              | 3               | 2                        | 2               | 1           | 1                 |
| 114       | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 1                 |
| 115       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 116       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 117       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 118       | 1                         | 1              | 1              | 3               | 1                        | 2               | 1           | 1                 |
| 119       | 1                         | 1              | 1              | 3               | 1                        | 2               | 1           | 1                 |
| 120       | 1                         | 1              | 1              | 3               | 1                        | 2               | 1           | 1                 |
| 121       | 1                         | 1              | 1              | 2               | 1                        | 1               | 2           | 1                 |
| 122       | 1                         | 1              | 1              | 3               | 1                        | 2               | 1           | 1                 |
| 123       | 1                         | 1              | 1              | 3               | 1                        | 1               | 3           | 1                 |
| 124       | 1                         | 1              | 1              | 3               | 1                        | 1               | 3           | 1                 |
| 125       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 126       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 127       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 128       | 1                         | 3              | 1              | 2               | 2                        | 1               | 2           | 1                 |
| 129       | 1                         | 1              | 1              | 2               | 1                        | 2               | 2           | 1                 |
| 130       | 1                         | 1              | 1              | 2               | 1                        | 2               | 2           | 1                 |
| 131       | 1                         | 2              | 1              | 2               | 2                        | 1               | 1           | 1                 |
| 132       | 1                         | 1              | 1              | 3               | 1                        | 3               | 1           | 1                 |
| 133       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 134       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 135       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 136       | 1                         | 1              | 1              | 3               | 1                        | 2               | 1           | 1                 |
| 137       | 1                         | 1              | 1              | 3               | 1                        | 1               | 2           | 1                 |
| 138       | 1                         | 1              | 1              | 3               | 1                        | 2               | 1           | 1                 |
| 139       | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 1                 |
| 140       | 1                         | 1              | 1              | 3               | 1                        | 2               | 1           | 1                 |
| 141       | 1                         | 1              | 1              | 3               | 1                        | 2               | 1           | 1                 |
| 142       | 1                         | 1              | 1              | 2               | 1                        | 1               | 2           | 1                 |
| 143       | 1                         | 1              | 1              | 3               | 1                        | 2               | 1           | 1                 |
| 144       | 1                         | 1              | 1              | 2               | 1                        | 2               | 1           | 1                 |
| 145       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |

| SCREENING |                           |                |                |                 |                          |                 |             |                   |
|-----------|---------------------------|----------------|----------------|-----------------|--------------------------|-----------------|-------------|-------------------|
| No        | Membeli daging sapi 3 bln | Membeli dimana | Tau produk JHB | Tau darimanakah | Konsumsi daging sapi JHB | Seberapa sering | Untuk siapa | Dimanakah membeli |
| 146       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 147       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 148       | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 1                 |
| 149       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 150       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 151       | 1                         | 1              | 1              | 3               | 1                        | 2               | 1           | 1                 |
| 152       | 1                         | 1              | 1              | 3               | 1                        | 2               | 1           | 1                 |
| 153       | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 3                 |
| 154       | 1                         | 1              | 1              | 2               | 1                        | 1               | 2           | 2                 |
| 155       | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 3                 |
| 156       | 1                         | 1              | 1              | 3               | 1                        | 2               | 1           | 2                 |
| 157       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 158       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 3                 |
| 159       | 1                         | 1              | 1              | 2               | 1                        | 2               | 1           | 1                 |
| 160       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 3                 |
| 161       | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 2                 |
| 162       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 3                 |
| 163       | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 3                 |
| 164       | 1                         | 1              | 1              | 3               | 1                        | 1               | 2           | 1                 |
| 165       | 1                         | 1              | 1              | 3               | 1                        | 2               | 2           | 1                 |
| 166       | 1                         | 1              | 1              | 3               | 1                        | 1               | 2           | 2                 |
| 167       | 1                         | 1              | 1              | 3               | 1                        | 2               | 1           | 2                 |
| 168       | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 1                 |
| 169       | 1                         | 1              | 1              | 2               | 1                        | 2               | 1           | 2                 |
| 170       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 171       | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 1                 |
| 172       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 173       | 1                         | 1              | 1              | 3               | 1                        | 1               | 2           | 1                 |
| 174       | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 1                 |
| 175       | 1                         | 1              | 1              | 3               | 1                        | 2               | 1           | 1                 |
| 176       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 3                 |
| 177       | 1                         | 1              | 1              | 2               | 1                        | 1               | 2           | 2                 |
| 178       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 3                 |
| 179       | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 1                 |
| 180       | 1                         | 1              | 1              | 3               | 1                        | 2               | 1           | 2                 |

| SCREENING |                           |                |                |                 |                          |                 |             |                   |
|-----------|---------------------------|----------------|----------------|-----------------|--------------------------|-----------------|-------------|-------------------|
| No        | Membeli daging sapi 3 bln | Membeli dimana | Tau produk JHB | Tau darimanakah | Konsumsi daging sapi JHB | Seberapa sering | Untuk siapa | Dimanakah membeli |
| 181       | 1                         | 1              | 1              | 2               | 1                        | 2               | 1           | 1                 |
| 182       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 183       | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 1                 |
| 184       | 1                         | 1              | 1              | 3               | 1                        | 2               | 2           | 2                 |
| 185       | 1                         | 1              | 1              | 2               | 1                        | 2               | 3           | 1                 |
| 186       | 1                         | 1              | 1              | 3               | 1                        | 2               | 3           | 2                 |
| 187       | 1                         | 1              | 1              | 2               | 1                        | 2               | 1           | 1                 |
| 188       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 2                 |
| 189       | 1                         | 1              | 1              | 3               | 1                        | 2               | 1           | 2                 |
| 190       | 1                         | 1              | 1              | 4               | 1                        | 1               | 2           | 4                 |
| 191       | 1                         | 1              | 1              | 3               | 1                        | 2               | 2           | 1                 |
| 192       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 193       | 1                         | 1              | 1              | 2               | 1                        | 2               | 1           | 1                 |
| 194       | 1                         | 1              | 1              | 1               | 1                        | 2               | 1           | 4                 |
| 195       | 1                         | 1              | 1              | 4               | 1                        | 1               | 2           | 4                 |
| 196       | 1                         | 1              | 1              | 1               | 1                        | 1               | 1           | 4                 |
| 197       | 1                         | 1              | 1              | 1               | 1                        | 2               | 1           | 1                 |
| 198       | 1                         | 1              | 1              | 2               | 1                        | 2               | 1           | 1                 |
| 199       | 1                         | 1              | 1              | 2               | 1                        | 2               | 1           | 4                 |
| 200       | 1                         | 1              | 1              | 3               | 1                        | 2               | 2           | 1                 |
| 201       | 1                         | 3              | 1              | 2               | 2                        | 2               | 1           | 1                 |
| 202       | 1                         | 1              | 1              | 2               | 1                        | 1               | 2           | 2                 |
| 203       | 1                         | 1              | 1              | 3               | 1                        | 2               | 1           | 1                 |
| 204       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 2                 |
| 205       | 1                         | 1              | 1              | 2               | 1                        | 2               | 1           | 3                 |
| 206       | 1                         | 1              | 1              | 2               | 1                        | 1               | 2           | 1                 |
| 207       | 1                         | 1              | 1              | 3               | 1                        | 2               | 2           | 1                 |
| 208       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 209       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 1                 |
| 210       | 1                         | 1              | 1              | 2               | 1                        | 2               | 2           | 2                 |
| 211       | 1                         | 1              | 1              | 2               | 1                        | 2               | 1           | 1                 |
| 212       | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 1                 |
| 213       | 1                         | 2              | 1              | 3               | 2                        | 1               | 1           | 1                 |
| 214       | 1                         | 1              | 1              | 3               | 1                        | 1               | 1           | 3                 |
| 215       | 1                         | 1              | 1              | 2               | 1                        | 1               | 1           | 4                 |
| 216       | 1                         | 1              | 1              | 2               | 1                        | 2               | 1           | 4                 |
| 217       | 1                         | 1              | 1              | 3               | 1                        | 2               | 1           | 1                 |
| 218       | 1                         | 1              | 1              | 3               | 1                        | 2               | 1           | 4                 |

**Data Responden**

| NO | NAMA              | EMAIL                              | Jenis Kelamin | Usian | Pendidikan | Pekerjaan | Penghasilan |
|----|-------------------|------------------------------------|---------------|-------|------------|-----------|-------------|
| 1  | Gina              | Ginamutiara0598@gmail.com          | 1             | 1     | 2          | 1         | 2           |
| 2  | Gita              | Gitafahira@gmail.com               | 1             | 1     | 2          | 1         | 3           |
| 3  | Rosdiana Rohmah   | rosdianad93@gmail.com              | 1             | 2     | 4          | 2         | 3           |
| 4  | Siti              | sitinurfariza04@gmail.com          | 1             | 1     | 2          | 6         | 1           |
| 5  | Nurul Aini        | nurulainie517@gmail.com            | 1             | 1     | 2          | 1         | 1           |
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| 7  | Sri Wahyuni       | Srraywahyuni@gmail.com             | 1             | 3     | 4          | 2         | 3           |
| 8  | Ibnu muttaqin     | lbnmuttaqin2112@gmail.com          | 2             | 2     | 2          | 2         | 4           |
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| 11 | Fitria            | ftrhndyn9@gmail.com                | 1             | 1     | 3          | 1         | 1           |
| 12 | Fika              | Fikafebiola.xupw2@gmail.com        | 1             | 1     | 2          | 2         | 2           |
| 13 | Fauziah Umami     | fauziahumamii@gmail.com            | 1             | 1     | 5          | 2         | 3           |
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| 18 | Danti             | danti.damayanti84@gmail.com        | 1             | 3     | 4          | 4         | 3           |
| 19 | Wulan             | wlnsf.wsf@gmail.com                | 1             | 2     | 2          | 2         | 3           |
| 20 | Ade sandi         | adesandimudrika08@gmail.com        | 2             | 1     | 2          | 1         | 1           |
| 21 | Nadine            | nadine.tias@gmail.com              | 1             | 1     | 4          | 2         | 2           |
| 22 | Ihda Juita        | ihdajuita@gmail.com                | 1             | 1     | 4          | 2         | 2           |
| 23 | Risma Arsida      | rismaarsida96@gmail.com            | 1             | 1     | 2          | 1         | 1           |
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| 25 | Tia               | Tiaristiawann@gmail.com            | 1             | 1     | 4          | 1         | 3           |
| 26 | Aulia             | aulia.fitriani12@gmail.com         | 1             | 1     | 3          | 2         | 5           |
| 27 | Safira            | Safiraarizki@gmail.com             | 1             | 1     | 2          | 2         | 4           |
| 28 | Siti nurhasanah   | Sitin1819@gmail.com                | 1             | 2     | 4          | 5         | 4           |
| 29 | Haerul Tamimi     | haerultamimi1605@gmail.com         | 2             | 1     | 4          | 1         | 1           |
| 30 | Vivi              | vivivirania56@gmail.com            | 1             | 1     | 4          | 2         | 2           |
| 31 | amalia            | amaliatasya121@gmail.com           | 1             | 1     | 4          | 2         | 5           |
| 32 | tasya             | amaliatasya2001@gmail.com          | 1             | 1     | 4          | 2         | 4           |
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| 34 | Tiara k           | Tiaraakd23@gmail.com               | 1             | 1     | 4          | 2         | 3           |
| 35 | Linda             | lindahardiyanti25@gmail.com        | 1             | 1     | 2          | 6         | 1           |
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| 38 | Kebab             | stikkulitkebab@gmail.com           | 1             | 2     | 2          | 6         | 2           |
| 39 | Putri             | putrimaulia710@gmail.com           | 1             | 1     | 2          | 2         | 3           |
| 40 | Zahra             | Azzahrahamelia30@gmail.com         | 1             | 2     | 2          | 2         | 3           |

## Data Responden

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| 41 | Via           | dyvia24@gmail.com                 | 1             | 2    | 2          | 3         | 4           |
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| 43 | Dita          | ditaamelia721@gmail.com           | 1             | 1    | 1          | 2         | 3           |
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| 52 | Sisca         | siscanuraini10@gmail.com          | 1             | 1    | 2          | 1         | 2           |
| 53 | Pradita       | praditana05@gmail.com             | 1             | 1    | 2          | 1         | 2           |
| 54 | Febry         | febrymp2702@gmail.com             | 1             | 1    | 2          | 1         | 3           |
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| 58 | Nabila        | nabilabila@gmail.com              | 1             | 1    | 2          | 2         | 2           |
| 59 | Diana         | diananana@gmail.com               | 1             | 1    | 2          | 3         | 4           |
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| 61 | Bila          | nbilleew@gmail.com                | 1             | 1    | 2          | 1         | 2           |
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| 63 | Rika          | rikagustari71@gmail.com           | 1             | 1    | 2          | 1         | 2           |
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| 75 | Hilmi         | muhammad.hilmy98@gmail.com        | 2             | 1    | 2          | 1         | 2           |

| Data Responden |           |                                |               |      |            |           |             |
|----------------|-----------|--------------------------------|---------------|------|------------|-----------|-------------|
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| 89             | Bela      | bellarizkypananda@gmail.com    | 1             | 1    | 1          | 2         | 3           |
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| 93             | Fikri     | akhmadfikri221@gmail.com       | 2             | 2    | 4          | 2         | 4           |
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| 98             | Dinda     | dindafanisyya@gmail.com        | 1             | 1    | 3          | 2         | 3           |
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| 101            | Wenti     | indahwenti@gmail.com           | 1             | 2    | 2          | 5         | 3           |
| 102            | Riri      | ririaw60@gmail.com             | 1             | 1    | 2          | 2         | 3           |
| 103            | Revi      | reivanurseptiani@gmail.com     | 1             | 2    | 2          | 5         | 3           |
| 104            | Agfia     | rr.agfiadesy@gmail.com         | 1             | 1    | 2          | 2         | 3           |
| 105            | Helvy     | helvy14yahoo.co.id@gmail.com   | 1             | 2    | 3          | 3         | 3           |
| 106            | Nada      | nadarevya10@gmail.com          | 1             | 1    | 2          | 5         | 3           |
| 107            | Nurul     | nurulaeni00@gmail.com          | 1             | 3    | 3          | 3         | 4           |
| 108            | Ilham     | ilhamtaufiq510@gmail.com       | 2             | 2    | 4          | 2         | 4           |
| 109            | sunart    | sunarti.divafood@gmail.com     | 1             | 3    | 4          | 5         | 3           |
| 110            | Rama      | r629297@gmail.com              | 2             | 2    | 3          | 3         | 3           |
| 111            | Rahmi     | rahmi2015sofyan@gmail.com      | 1             | 1    | 2          | 2         | 3           |
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| Data Responden |          |                                |               |      |            |           |             |
|----------------|----------|--------------------------------|---------------|------|------------|-----------|-------------|
| NO             | NAMA     | EMAIL                          | Jenis Kelamin | USIA | Pendidikan | Pekerjaan | Penghasilan |
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| 127            | Rini     | rinisundari542@gmail.com       | 1             | 2    | 2          | 5         | 3           |
| 128            | Destia   | destiasasha@gmail.com          | 1             | 3    | 4          | 4         | 4           |
| 129            | Sovia    | sovia.aisyia123@gmail.com      | 1             | 2    | 3          | 2         | 3           |
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| 142            | Hariyoto | heriyoto45@gmail.com           | 2             | 3    | 4          | 4         | 4           |
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| 146            | Bunga    | bungaelsaapriliani28@gmail.com | 1             | 2    | 2          | 5         | 4           |
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| Data Responden |           |                                |               |      |            |           |             |
|----------------|-----------|--------------------------------|---------------|------|------------|-----------|-------------|
| NO             | NAMA      | EMAIL                          | Jenis Kelamin | USIA | Pendidikan | Pekerjaan | Penghasilan |
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| 184            | handayani | handayaniagustina806@gmail.com | 1             | 2    | 3          | 2         | 3           |
| 185            | Sarti     | sarti356@gmail.com             | 1             | 4    | 2          | 5         | 3           |
| 186            | Danu      | danutriatmaja34@gmail.com      | 2             | 2    | 3          | 3         | 3           |
| 187            | Lestari   | pujilestari5@gmail.com         | 1             | 2    | 4          | 2         | 3           |
| 188            | ardi      | ardiwijayatama4@gmail.com      | 2             | 2    | 2          | 2         | 3           |
| 189            | Manda     | mandcrushti@gmail.com          | 1             | 3    | 2          | 5         | 3           |
| 190            | Suherti   | suherti321@gmail.com           | 1             | 3    | 2          | 5         | 3           |

| Data Responden |                 |                            |               |      |            |           |             |
|----------------|-----------------|----------------------------|---------------|------|------------|-----------|-------------|
| NO             | NAMA            | EMAIL                      | Jenis Kelamin | USIA | Pendidikan | Pekerjaan | Penghasilan |
| 191            | Panji           | panji54@gmail.com          | 2             | 2    | 3          | 3         | 3           |
| 192            | Fani            | faniaryanti31@gmail.com    | 1             | 1    | 2          | 1         | 3           |
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| 194            | Wanda           | 31wandanurdianti@gmail.com | 1             | 1    | 2          | 1         | 1           |
| 195            | Anggi           | anggitapratama@gmail.com   | 1             | 1    | 3          | 2         | 3           |
| 196            | Neli saanah     | Nelisaanah@gmail.com       | 1             | 2    | 2          | 5         | 1           |
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| 198            | Agustus tiano   | Agustiani275@gmail.com     | 2             | 2    | 3          | 2         | 4           |
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| 213            | Dina            | dinaolivia047@gmail.com    | 1             | 2    | 2          | 5         | 3           |
| 214            | Suprpto         | suprpto.alfatih@gmail.com  | 2             | 3    | 2          | 2         | 3           |
| 215            | Silvia Ria      | Riavia9@gmail.com          | 1             | 1    | 2          | 2         | 4           |
| 216            | Yunita          | yunita.nrhlis@gmail.com    | 1             | 1    | 2          | 1         | 1           |
| 217            | Lisaa           | lisay2800@gmail.com        | 1             | 1    | 2          | 1         | 1           |
| 218            | Irpan evan      | irpanevan37@gmail.com      | 2             | 2    | 2          | 3         | 3           |

| NO | Evaluasi (ei)     |                 |                            |                          |              |            |              |                           |
|----|-------------------|-----------------|----------------------------|--------------------------|--------------|------------|--------------|---------------------------|
|    | Warna Daging (e1) | Bau Daging (e2) | kadungan lemak daging (e3) | Jenis Varian Produk (e4) | Kemasan (e5) | Harga (e6) | Promosi (e7) | Kemudahan memperoleh (e8) |
| 1  | 1                 | 1               | 1                          | 1                        | 2            | 2          | 2            | 2                         |
| 2  | 1                 | 1               | 1                          | 1                        | 1            | 2          | 2            | 2                         |
| 3  | 2                 | 1               | 2                          | 2                        | 2            | 1          | 1            | 2                         |
| 4  | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 5  | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 6  | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 7  | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 8  | 1                 | 1               | 2                          | 1                        | 2            | 1          | 1            | 1                         |
| 9  | 0                 | 0               | 0                          | 0                        | 0            | 0          | 0            | 0                         |
| 10 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 11 | 2                 | 2               | 1                          | 1                        | 1            | 2          | 2            | 2                         |
| 12 | 2                 | 2               | 1                          | 2                        | 2            | 2          | 2            | 2                         |
| 13 | 1                 | 1               | 1                          | 2                        | 1            | 2          | 1            | 1                         |
| 14 | 1                 | 1               | 0                          | 1                        | 1            | 1          | 1            | 1                         |
| 15 | 2                 | 2               | 1                          | 2                        | 1            | 2          | 2            | 2                         |
| 16 | 1                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 17 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 0            | 2                         |
| 18 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 19 | 2                 | 2               | 2                          | 2                        | 1            | 2          | 2            | 2                         |
| 20 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 21 | 1                 | 1               | 1                          | 1                        | 1            | 2          | 2            | 1                         |
| 22 | 0                 | 0               | 0                          | 0                        | 2            | 0          | 1            | 2                         |
| 23 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 24 | 2                 | 1               | 2                          | 2                        | 1            | 1          | 2            | 2                         |
| 25 | 2                 | 2               | 2                          | 2                        | 1            | 2          | 2            | 2                         |
| 26 | 2                 | 2               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 27 | 2                 | 2               | 2                          | 1                        | 1            | 2          | 0            | 2                         |
| 28 | 2                 | 2               | 1                          | 2                        | 1            | 2          | 1            | 2                         |
| 29 | 1                 | 1               | 1                          | 1                        | 0            | 1          | 0            | 1                         |
| 30 | 1                 | 1               | 1                          | 1                        | 1            | 2          | 0            | 0                         |
| 31 | 2                 | 1               | 2                          | 1                        | 1            | 2          | 1            | 2                         |
| 32 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 33 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 34 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 35 | 1                 | 1               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 36 | 1                 | 1               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 37 | 0                 | 0               | 1                          | 2                        | 1            | 2          | 1            | 2                         |
| 38 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |

|    | Evaluasi (ei)     |                 |                            |                          |              |            |              |                           |
|----|-------------------|-----------------|----------------------------|--------------------------|--------------|------------|--------------|---------------------------|
| NO | Warna Daging (e1) | Bau Daging (e2) | kadungan lemak daging (e3) | Jenis Varian Produk (e4) | Kemasan (e5) | Harga (e6) | Promosi (e7) | Kemudahan memperoleh (e8) |
| 39 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 40 | 1                 | 1               | 1                          | 2                        | 2            | 2          | 1            | 2                         |
| 41 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 42 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 43 | 1                 | 1               | 1                          | 2                        | 2            | 1          | 1            | 2                         |
| 44 | 2                 | 2               | 2                          | 2                        | 1            | 2          | 1            | 2                         |
| 45 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 46 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 47 | 1                 | 1               | 1                          | 2                        | 2            | 2          | 2            | 2                         |
| 48 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 49 | 2                 | 2               | 2                          | 1                        | 2            | 2          | 2            | 2                         |
| 50 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 51 | 0                 | 0               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 52 | 0                 | 1               | 0                          | 2                        | 1            | 2          | 2            | 2                         |
| 53 | 0                 | 0               | 1                          | 2                        | 1            | 2          | 1            | 2                         |
| 54 | 1                 | 1               | 1                          | 2                        | 1            | 2          | 2            | 2                         |
| 55 | 1                 | 1               | 1                          | 1                        | 1            | 2          | 1            | 2                         |
| 56 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 57 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 58 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 59 | 0                 | 0               | 0                          | 1                        | 1            | 1          | 1            | 1                         |
| 60 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 61 | 0                 | 0               | 0                          | 1                        | 1            | 1          | 1            | 1                         |
| 62 | 1                 | 1               | 1                          | 2                        | 2            | 2          | 2            | 2                         |
| 63 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 64 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 65 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 66 | 1                 | 1               | 1                          | 2                        | 1            | 2          | 1            | 2                         |
| 67 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 68 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 69 | 1                 | 1               | 0                          | 1                        | 0            |            | 2            |                           |
| 70 | 0                 | 0               | 0                          | 1                        | 1            | 1          | 1            | 1                         |
| 71 | 1                 | 1               | 1                          | 2                        | 1            | 2          | 1            | 2                         |
| 72 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 73 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 74 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 75 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 76 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |

| NO  | Evaluasi (ei)     |                 |                            |                          |              |            |              |                           |
|-----|-------------------|-----------------|----------------------------|--------------------------|--------------|------------|--------------|---------------------------|
|     | Warna Daging (e1) | Bau Daging (e2) | kadungan lemak daging (e3) | Jenis Varian Produk (e4) | Kemasan (e5) | Harga (e6) | Promosi (e7) | Kemudahan memperoleh (e8) |
| 77  | 1                 | 1               | 1                          | 2                        | 2            | 2          | 2            | 2                         |
| 78  | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 79  | 1                 | 1               | 1                          | 2                        | 1            | 2          | 1            | 2                         |
| 80  | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 81  | 0                 | 0               | 0                          | 1                        | 0            | 1          | 1            | 1                         |
| 82  | 1                 | 1               | 1                          | 2                        | 1            | 2          | 1            | 2                         |
| 83  | 1                 | 1               | 1                          | 2                        | 2            | 2          | 2            | 2                         |
| 84  | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 85  | 1                 | 1               | 1                          | 2                        | 2            | 2          | 2            | 2                         |
| 86  | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 87  | 1                 | 1               | 1                          | 2                        | 2            | 2          | 2            | 2                         |
| 88  | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 89  | 2                 | 1               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 90  | 1                 | 1               | 0                          | 2                        | 1            | 2          | 1            | 2                         |
| 91  | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 92  | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 93  | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 94  | 1                 | 1               | 0                          | 2                        | 1            | 2          | 2            | 2                         |
| 95  | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 96  | 0                 | 0               | 0                          | 1                        | 0            | 1          | 2            | 1                         |
| 97  | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 98  | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 99  | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 100 | 1                 | 1               | 1                          | 2                        | 2            | 2          | 2            | 2                         |
| 101 | 1                 | 1               | 0                          | 2                        | 1            | 2          | 2            | 2                         |
| 102 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 103 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 104 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 105 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 106 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 107 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 108 | 0                 | 0               | 1                          | 2                        |              | 2          | 2            | 2                         |
| 109 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 110 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 111 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 112 | 1                 | 1               | 1                          | 2                        | 1            | 2          | 1            | 2                         |
| 113 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 114 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |

| NO  | Evaluasi (ei)     |                 |                            |                          |              |            |              |                           |
|-----|-------------------|-----------------|----------------------------|--------------------------|--------------|------------|--------------|---------------------------|
|     | Warna Daging (e1) | Bau Daging (e2) | kadungan lemak daging (e3) | Jenis Varian Produk (e4) | Kemasan (e5) | Harga (e6) | Promosi (e7) | Kemudahan memperoleh (e8) |
| 115 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 116 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 117 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 118 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 119 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 120 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 121 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 122 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 123 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 124 | 1                 | 1               | 1                          | 1                        | 1            | 2          | 1            | 2                         |
| 125 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 126 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 127 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 128 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 129 | 1                 | 1               | 1                          | 2                        | 2            | 2          | 2            | 2                         |
| 130 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 131 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 132 | 1                 | 2               | 1                          | 2                        | 1            | 2          | 1            | 2                         |
| 133 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 134 | 1                 | 1               | 1                          | 2                        | 2            | 2          | 2            | 2                         |
| 135 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 136 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 137 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 138 | 1                 | 1               | 1                          | 2                        | 2            | 2          | 2            | 2                         |
| 139 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 140 | 1                 | 1               | 1                          | 2                        | 2            | 2          | 2            | 2                         |
| 141 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 142 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 143 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 144 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 145 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 146 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 147 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 148 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 149 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 150 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 151 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 152 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |

| NO  | Evaluasi (ei)     |                 |                            |                          |              |            |              |                           |
|-----|-------------------|-----------------|----------------------------|--------------------------|--------------|------------|--------------|---------------------------|
|     | Warna Daging (e1) | Bau Daging (e2) | kadungan lemak daging (e3) | Jenis Varian Produk (e4) | Kemasan (e5) | Harga (e6) | Promosi (e7) | Kemudahan memperoleh (e8) |
| 153 | 1                 | 1               | 1                          | 2                        | 2            | 2          | 2            | 2                         |
| 154 | 2                 | 1               | 1                          | 2                        | 1            | 2          | 1            | 2                         |
| 155 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 156 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 157 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 158 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 159 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 160 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 161 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 162 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 163 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 164 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 165 | 1                 | 1               | 1                          | 2                        | 2            | 2          | 2            | 2                         |
| 166 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 167 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 168 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 169 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 170 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 171 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 172 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 173 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 174 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 175 | 2                 | 2               | 2                          | 2                        |              | 2          | 2            | 2                         |
| 176 | 1                 | 1               | 1                          | 2                        | 2            | 2          | 2            | 2                         |
| 177 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 178 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 179 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 180 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 181 | 1                 | 1               | 1                          | 2                        | 2            | 2          | 2            | 2                         |
| 182 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 183 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 184 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 185 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 186 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 187 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 188 | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 189 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 190 | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |

| NO        | Evaluasi (ei)     |                 |                            |                          |              |            |              |                           |
|-----------|-------------------|-----------------|----------------------------|--------------------------|--------------|------------|--------------|---------------------------|
|           | Warna Daging (e1) | Bau Daging (e2) | kadungan lemak daging (e3) | Jenis Varian Produk (e4) | Kemasan (e5) | Harga (e6) | Promosi (e7) | Kemudahan memperoleh (e8) |
| 191       | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 192       | 1                 | 1               | 1                          | 2                        | 2            | 2          | 2            | 2                         |
| 193       | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 194       | 1                 | 1               | 0                          | 1                        | 1            | 1          | 1            | 1                         |
| 195       | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 196       | 1                 | 2               | 1                          | 1                        | 1            | 2          | 2            | 2                         |
| 197       | 1                 | 1               | 1                          | 1                        | 1            | 2          | 2            | 2                         |
| 198       | 1                 | 1               | 1                          | 2                        | 2            | 2          | 2            | 2                         |
| 199       | 2                 | 2               | 2                          | 2                        | 1            | 2          | 2            | 2                         |
| 200       | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 201       | 1                 | 1               | 1                          | 2                        | 2            | 2          | 2            | 2                         |
| 202       | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 203       | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 204       | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 205       | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 206       | 1                 | 1               | 1                          | 2                        | 2            | 2          | 2            | 2                         |
| 207       | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 208       | 1                 | 1               | 1                          | 1                        | 1            | 1          | 1            | 1                         |
| 209       | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 210       | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 211       | 1                 | 1               | 1                          | 2                        | 2            | 2          | 2            | 2                         |
| 212       | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 213       | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 214       | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 215       | 2                 | 2               | 2                          | 2                        | 2            | 2          | 2            | 2                         |
| 216       | 2                 | 2               | 1                          | 1                        | 1            | 2          | 2            | 1                         |
| 217       | 2                 | 1               | 0                          | 1                        | 1            | 2          | 2            | 1                         |
| 218       | 1                 | 1               | 0                          | 2                        | 1            | 2          | 2            | 1                         |
| rata-rata | 1,40              | 1,39            | 1,36                       | 1,60                     | 1,50         | 1,65       | 1,56         | 1,65                      |

|           | <b>Belief (bi)</b>       |                        |                                   |                                 |                     |                   |                     |                                  |
|-----------|--------------------------|------------------------|-----------------------------------|---------------------------------|---------------------|-------------------|---------------------|----------------------------------|
| <b>NO</b> | <b>Warna Daging (b1)</b> | <b>Bau Daging (b2)</b> | <b>Kadungan lemak daging (b3)</b> | <b>Jenia varian produk (b4)</b> | <b>Kemasan (b5)</b> | <b>Harga (b6)</b> | <b>Promosi (b7)</b> | <b>Kemudahan memperoleh (b8)</b> |
| 1         | 4                        | 4                      | 4                                 | 4                               | 4                   | 4                 | 4                   | 4                                |
| 2         | 4                        | 4                      | 4                                 | 4                               | 4                   | 4                 | 4                   | 4                                |
| 3         | 4                        | 5                      | 4                                 | 5                               | 4                   | 5                 | 4                   | 4                                |
| 4         | 4                        | 4                      | 4                                 | 4                               | 3                   | 4                 | 3                   | 4                                |
| 5         | 4                        | 4                      | 4                                 | 4                               | 4                   | 4                 | 4                   | 3                                |
| 6         | 4                        | 4                      | 4                                 | 4                               | 4                   | 4                 | 4                   | 4                                |
| 7         | 5                        | 5                      | 4                                 | 5                               | 4                   | 5                 | 4                   | 5                                |
| 8         | 5                        | 4                      | 5                                 | 4                               | 5                   | 4                 | 5                   | 4                                |
| 9         | 5                        | 5                      | 5                                 | 5                               | 5                   | 5                 | 5                   | 5                                |
| 10        | 4                        | 4                      | 4                                 | 4                               | 4                   | 4                 | 4                   | 4                                |
| 11        | 5                        | 5                      | 4                                 | 4                               | 5                   | 5                 | 5                   | 5                                |
| 12        | 5                        | 4                      | 4                                 | 5                               | 5                   | 5                 | 5                   | 5                                |
| 13        | 4                        | 4                      | 3                                 | 4                               | 3                   | 3                 | 3                   | 4                                |
| 14        | 4                        | 3                      | 3                                 | 4                               | 3                   | 5                 | 4                   | 5                                |
| 15        | 5                        | 5                      | 5                                 | 5                               | 5                   | 5                 | 5                   | 5                                |
| 16        | 3                        | 3                      | 3                                 | 3                               | 3                   | 3                 | 3                   | 3                                |
| 17        | 4                        | 4                      | 4                                 | 4                               | 4                   | 4                 | 4                   | 4                                |
| 18        | 4                        | 4                      | 4                                 | 4                               | 4                   | 4                 | 4                   | 4                                |
| 19        | 5                        | 5                      | 5                                 | 5                               | 4                   | 4                 | 4                   | 4                                |
| 20        | 4                        | 4                      | 4                                 | 4                               | 4                   | 4                 | 4                   | 4                                |
| 21        | 4                        | 4                      | 4                                 | 4                               | 4                   | 4                 | 4                   | 4                                |
| 22        | 3                        | 3                      | 3                                 | 3                               | 3                   | 3                 | 3                   | 3                                |
| 23        | 4                        | 4                      | 4                                 | 4                               | 4                   | 4                 | 4                   | 4                                |
| 24        | 4                        | 4                      | 4                                 | 5                               | 5                   | 5                 | 5                   | 5                                |
| 25        | 5                        | 5                      | 5                                 | 5                               | 5                   | 5                 | 5                   | 5                                |
| 26        | 5                        | 5                      | 4                                 | 4                               | 3                   | 4                 | 4                   | 4                                |
| 27        | 5                        | 5                      | 5                                 | 5                               | 5                   | 5                 | 5                   | 5                                |
| 28        | 5                        | 4                      | 4                                 | 4                               | 4                   | 4                 | 4                   | 4                                |
| 29        | 4                        | 5                      | 4                                 | 4                               | 5                   | 4                 | 5                   | 5                                |
| 30        | 4                        | 4                      | 4                                 | 5                               | 5                   | 4                 | 4                   | 4                                |
| 31        | 5                        | 4                      | 3                                 | 4                               | 5                   | 5                 | 4                   | 5                                |
| 32        | 5                        | 5                      | 5                                 | 5                               | 5                   | 5                 | 5                   | 5                                |
| 33        | 5                        | 5                      | 5                                 | 5                               | 5                   | 5                 | 5                   | 5                                |
| 34        | 5                        | 5                      | 5                                 | 5                               | 5                   | 5                 | 5                   | 5                                |
| 35        | 4                        | 4                      | 4                                 | 5                               | 4                   | 5                 | 4                   | 5                                |

|    | <b>Belief (bi)</b> |                 |                            |                          |              |            |              |                           |
|----|--------------------|-----------------|----------------------------|--------------------------|--------------|------------|--------------|---------------------------|
| NO | Warna Daging (b1)  | Bau Daging (b2) | Kadungan lemak daging (b3) | Jenia varian produk (b4) | Kemasan (b5) | Harga (b6) | Promosi( b7) | Kemudahan memperoleh (b8) |
| 36 | 3                  | 4               | 4                          | 5                        | 4            | 5          | 4            | 5                         |
| 37 | 4                  | 4               | 4                          | 5                        | 4            | 5          | 4            | 5                         |
| 38 | 4                  | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 39 | 5                  | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 40 | 4                  | 4               | 4                          | 5                        | 5            | 5          | 4            | 5                         |
| 41 | 4                  | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 42 | 5                  | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 43 | 4                  | 4               | 4                          | 5                        | 4            | 5          | 4            | 5                         |
| 44 | 5                  | 5               | 5                          | 5                        | 4            | 5          | 4            | 5                         |
| 45 | 5                  | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 46 | 4                  | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 47 | 4                  | 4               | 4                          | 5                        | 5            | 5          | 5            | 5                         |
| 48 | 4                  | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 49 | 5                  | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 50 | 4                  | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 51 | 3                  | 3               | 3                          | 4                        | 4            | 4          | 4            | 4                         |
| 52 | 3                  | 4               | 3                          | 5                        | 4            | 5          | 5            | 5                         |
| 53 | 3                  | 3               | 4                          | 5                        | 4            | 5          | 4            | 5                         |
| 54 | 4                  | 4               | 4                          | 5                        | 4            | 5          | 5            | 5                         |
| 55 | 4                  | 4               | 4                          | 4                        | 4            | 5          | 4            | 5                         |
| 56 | 4                  | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 57 | 4                  | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 58 | 5                  | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 59 | 3                  | 3               | 3                          | 4                        | 4            | 4          | 4            | 4                         |
| 60 | 4                  | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 61 | 4                  | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 62 | 4                  | 4               | 4                          | 5                        | 5            | 5          | 5            | 5                         |
| 63 | 4                  | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 64 | 5                  | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 65 | 4                  | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 66 | 4                  | 4               | 4                          | 5                        | 4            | 5          | 4            | 5                         |
| 67 | 4                  | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 68 | 4                  | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 69 | 4                  | 4               | 3                          | 4                        | 4            | 5          | 5            | 4                         |
| 70 | 3                  | 3               | 3                          | 4                        | 4            | 4          | 4            | 4                         |
| 71 | 4                  | 4               | 4                          | 5                        | 5            | 5          | 4            | 5                         |
| 72 | 4                  | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 73 | 4                  | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |

|     | <b>Belief (bi)</b>       |                        |                                   |                                 |                     |                   |                     |                                  |
|-----|--------------------------|------------------------|-----------------------------------|---------------------------------|---------------------|-------------------|---------------------|----------------------------------|
| NO  | <b>Warna Daging (b1)</b> | <b>Bau Daging (b2)</b> | <b>Kadungan lemak daging (b3)</b> | <b>Jenia varian produk (b4)</b> | <b>Kemasan (b5)</b> | <b>Harga (b6)</b> | <b>Promosi (b7)</b> | <b>Kemudahan memperoleh (b8)</b> |
| 74  | 5                        | 5                      | 5                                 | 5                               | 5                   | 5                 | 5                   | 5                                |
| 75  | 4                        | 4                      | 4                                 | 4                               | 4                   | 4                 | 4                   | 4                                |
| 76  | 5                        | 5                      | 5                                 | 5                               | 5                   | 5                 | 5                   | 5                                |
| 77  | 4                        | 4                      | 4                                 | 5                               | 5                   | 5                 | 5                   | 5                                |
| 78  | 4                        | 4                      | 4                                 | 4                               | 4                   | 4                 | 4                   | 4                                |
| 79  | 4                        | 4                      | 4                                 | 5                               | 4                   | 5                 | 4                   | 5                                |
| 80  | 4                        | 4                      | 4                                 | 4                               | 4                   | 4                 | 4                   | 4                                |
| 81  | 3                        | 3                      | 3                                 | 4                               | 3                   | 4                 | 4                   | 4                                |
| 82  | 4                        | 4                      | 4                                 | 5                               | 4                   | 5                 | 4                   | 5                                |
| 83  | 4                        | 4                      | 4                                 | 5                               | 5                   | 5                 | 5                   | 5                                |
| 84  | 4                        | 4                      | 4                                 | 4                               | 4                   | 4                 | 4                   | 4                                |
| 85  | 4                        | 4                      | 4                                 | 5                               | 5                   | 5                 | 5                   | 5                                |
| 86  | 5                        | 5                      | 5                                 | 5                               | 5                   | 5                 | 5                   | 5                                |
| 87  | 4                        | 4                      | 4                                 | 5                               | 5                   | 5                 | 5                   | 5                                |
| 88  | 4                        | 4                      | 4                                 | 4                               | 4                   | 4                 | 4                   | 4                                |
| 89  | 5                        | 5                      | 5                                 | 5                               | 5                   | 5                 | 5                   | 5                                |
| 90  | 4                        | 4                      | 3                                 | 5                               | 4                   | 5                 | 4                   | 5                                |
| 91  | 5                        | 5                      | 5                                 | 5                               | 5                   | 5                 | 5                   | 5                                |
| 92  | 4                        | 4                      | 4                                 | 4                               | 4                   | 4                 | 4                   | 4                                |
| 93  | 5                        | 5                      | 5                                 | 5                               | 5                   | 5                 | 5                   | 5                                |
| 94  | 4                        | 4                      | 3                                 | 5                               | 4                   | 5                 | 5                   | 5                                |
| 95  | 4                        | 4                      | 4                                 | 4                               | 4                   | 4                 | 4                   | 4                                |
| 96  | 3                        | 3                      | 3                                 | 4                               | 3                   | 4                 | 4                   | 4                                |
| 97  | 5                        | 5                      | 5                                 | 5                               | 5                   | 5                 | 5                   | 5                                |
| 98  | 4                        | 4                      | 4                                 | 4                               | 4                   | 4                 | 4                   | 4                                |
| 99  | 5                        | 5                      | 5                                 | 5                               | 5                   | 5                 | 5                   | 5                                |
| 100 | 4                        | 4                      | 4                                 | 5                               | 5                   | 5                 | 5                   | 5                                |
| 101 | 4                        | 4                      | 3                                 | 5                               | 4                   | 5                 | 5                   | 5                                |
| 102 | 5                        | 5                      | 5                                 | 5                               | 5                   | 5                 | 5                   | 5                                |
| 103 | 5                        | 5                      | 5                                 | 5                               | 5                   | 5                 | 5                   | 5                                |
| 104 | 4                        | 4                      | 4                                 | 4                               | 4                   | 4                 | 4                   | 4                                |
| 105 | 5                        | 5                      | 5                                 | 5                               | 5                   | 5                 | 5                   | 5                                |
| 106 | 4                        | 4                      | 4                                 | 4                               | 4                   | 4                 | 4                   | 4                                |
| 107 | 5                        | 5                      | 5                                 | 5                               | 5                   | 5                 | 5                   | 5                                |
| 108 | 4                        | 4                      | 4                                 | 4                               | 4                   | 4                 | 4                   | 4                                |
| 109 | 5                        | 5                      | 5                                 | 5                               | 5                   | 5                 | 5                   | 5                                |
| 110 | 4                        | 4                      | 4                                 | 4                               | 4                   | 4                 | 4                   | 4                                |

|     | Belief (bi)       |                 |                            |                          |              |            |              |                           |
|-----|-------------------|-----------------|----------------------------|--------------------------|--------------|------------|--------------|---------------------------|
| NO  | Warna Daging (b1) | Bau Daging (b2) | Kadungan lemak daging (b3) | Jenia varian produk (b4) | Kemasan (b5) | Harga (b6) | Promosi (b7) | Kemudahan memperoleh (b8) |
| 111 | 4                 | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 112 | 4                 | 4               | 4                          | 5                        | 4            | 5          | 4            | 5                         |
| 113 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 114 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 115 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 116 | 4                 | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 117 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 118 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 119 | 4                 | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 120 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 121 | 4                 | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 122 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 123 | 4                 | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 124 | 4                 | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 125 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 126 | 4                 | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 127 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 128 | 4                 | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 129 | 4                 | 4               | 4                          | 5                        | 5            | 5          | 5            | 5                         |
| 130 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 131 | 4                 | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 132 | 4                 | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 133 | 4                 | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 134 | 4                 | 4               | 4                          | 5                        | 5            | 5          | 5            | 5                         |
| 135 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 136 | 4                 | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 137 | 4                 | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 138 | 4                 | 4               | 4                          | 5                        | 5            | 5          | 5            | 5                         |
| 139 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 140 | 4                 | 4               | 4                          | 5                        | 5            | 5          | 5            | 5                         |
| 141 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 4            | 5                         |
| 142 | 4                 | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 143 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 144 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 145 | 4                 | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 146 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 147 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 148 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |

|     | Belief (bi)       |                 |                            |                          |              |            |              |                           |
|-----|-------------------|-----------------|----------------------------|--------------------------|--------------|------------|--------------|---------------------------|
| NO  | Warna Daging (b1) | Bau Daging (b2) | Kadungan lemak daging (b3) | Jenia varian produk (b4) | Kemasan (b5) | Harga (b6) | Promosi (b7) | Kemudahan memperoleh (b8) |
| 149 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 150 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 151 | 4                 | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 152 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 153 | 4                 | 4               | 4                          | 5                        | 5            | 5          | 5            | 5                         |
| 154 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 155 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 156 | 4                 | 4               | 4                          | 5                        | 5            | 5          | 5            | 5                         |
| 157 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 158 | 4                 | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 159 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 160 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 161 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 162 | 4                 | 4               | 4                          | 5                        | 5            | 5          | 5            | 5                         |
| 163 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 164 | 4                 | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 165 | 4                 | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 166 | 4                 | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 167 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 168 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 169 | 4                 | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 170 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 171 | 4                 | 4               | 4                          | 4                        | 4            | 5          | 5            | 5                         |
| 172 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 173 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 174 | 4                 | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 175 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 176 | 4                 | 4               | 4                          | 5                        | 5            | 5          | 5            | 5                         |
| 177 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 178 | 4                 | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 179 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 180 | 4                 | 4               | 4                          | 5                        | 5            | 5          | 5            | 5                         |
| 181 | 4                 | 4               | 4                          | 5                        | 5            | 5          | 5            | 5                         |
| 182 | 4                 | 4               | 4                          | 5                        | 5            | 5          | 5            | 5                         |
| 183 | 4                 | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 184 | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |

|           | Belief (bi)       |                 |                            |                          |              |            |              |                           |
|-----------|-------------------|-----------------|----------------------------|--------------------------|--------------|------------|--------------|---------------------------|
| NO        | Warna Daging (b1) | Bau Daging (b2) | Kadungan lemak daging (b3) | Jenia varian produk (b4) | Kemasan (b5) | Harga (b6) | Promosi (b7) | Kemudahan memperoleh (b8) |
| 185       | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 186       | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 187       | 4                 | 4               | 4                          | 5                        | 5            | 5          | 5            | 5                         |
| 188       | 4                 | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 189       | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 190       | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 191       | 4                 | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 192       | 4                 | 4               | 4                          | 5                        | 5            | 5          | 5            | 5                         |
| 193       | 5                 | 5               | 5                          | 5                        | 4            | 5          | 5            | 5                         |
| 194       | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 195       | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 196       | 4                 | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 197       | 4                 | 5               | 5                          | 4                        | 5            | 4          | 4            | 4                         |
| 198       | 4                 | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 199       | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 200       | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 201       | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 202       | 4                 | 4               | 4                          | 5                        | 5            | 5          | 5            | 5                         |
| 203       | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 204       | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 205       | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 206       | 4                 | 4               | 4                          | 5                        | 5            | 5          | 5            | 5                         |
| 207       | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 208       | 4                 | 4               | 4                          | 4                        | 4            | 4          | 4            | 4                         |
| 209       | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 210       | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 211       | 4                 | 4               | 4                          | 5                        | 5            | 5          | 5            | 5                         |
| 212       | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 213       | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 214       | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 215       | 5                 | 5               | 5                          | 5                        | 5            | 5          | 5            | 5                         |
| 216       | 4                 | 5               | 4                          | 4                        | 3            | 5          | 5            | 5                         |
| 217       | 4                 | 5               | 4                          | 4                        | 4            | 5          | 4            | 4                         |
| 218       | 4                 | 5               | 4                          | 5                        | 4            | 5          | 5            | 5                         |
| Rata-rata | 4,38              | 4,39            | 4,33                       | 4,59                     | 4,49         | 4,61       | 4,52         | 4,60                      |

| Sikap Normatif |                          |       |                              |                                                         |                |       |                              |                                                         |
|----------------|--------------------------|-------|------------------------------|---------------------------------------------------------|----------------|-------|------------------------------|---------------------------------------------------------|
| NO             | Keyakinan Normatif (NBi) |       |                              |                                                         | Motivasi (Nci) |       |                              |                                                         |
|                | Keluarga                 | Teman | Petugas Promosi/<br>reseller | Selain keluarga, teman dan petugas Promosi/<br>reseller | Keluarga       | Teman | Petugas Promosi/<br>reseller | Selain keluarga, teman dan petugas Promosi/<br>reseller |
| 1              | 2                        | 2     | 2                            | 2                                                       | 4              | 4     | 4                            | 4                                                       |
| 2              | 2                        | 2     | 1                            | 1                                                       | 4              | 4     | 4                            | 4                                                       |
| 3              | 2                        | 1     | 2                            | 1                                                       | 3              | 2     | 3                            | 2                                                       |
| 4              | 1                        | 0     | 2                            | 0                                                       | 4              | 3     | 5                            | 3                                                       |
| 5              | 1                        | 0     | 0                            | 0                                                       | 4              | 3     | 3                            | 3                                                       |
| 6              | 2                        | 2     | 2                            | 2                                                       | 4              | 5     | 4                            | 4                                                       |
| 7              | 2                        | 2     | 2                            | 2                                                       | 5              | 5     | 3                            | 4                                                       |
| 8              | 2                        | 1     | 2                            | 1                                                       | 5              | 4     | 5                            | 4                                                       |
| 9              | 0                        | 0     | 0                            | 0                                                       | 3              | 3     | 3                            | 3                                                       |
| 10             | 0                        | 0     | 0                            | 0                                                       | 3              | 3     | 3                            | 3                                                       |
| 11             | 2                        | 2     | 2                            | 2                                                       | 5              | 4     | 4                            | 5                                                       |
| 12             | 2                        | 2     | 2                            | 2                                                       | 5              | 5     | 5                            | 5                                                       |
| 13             | 0                        | 0     | 0                            | 0                                                       | 3              | 3     | 4                            | 3                                                       |
| 14             | 1                        | 0     | 2                            | 2                                                       | 4              | 4     | 5                            | 4                                                       |
| 15             | 1                        | 1     | 1                            | 1                                                       | 3              | 3     | 3                            | 3                                                       |
| 16             | 0                        | 0     | 0                            | 0                                                       | 3              | 3     | 3                            | 3                                                       |
| 17             | 0                        | 0     | 0                            | 0                                                       | 3              | 3     | 3                            | 3                                                       |
| 18             | 1                        | 1     | 1                            | 1                                                       | 3              | 3     | 3                            | 3                                                       |
| 19             | 2                        | 1     | 2                            | 1                                                       | 3              | 3     | 4                            | 3                                                       |
| 20             | 1                        | 0     | 1                            | 0                                                       | 4              | 3     | 4                            | 4                                                       |
| 21             | 0                        | 0     | 1                            | 0                                                       | 3              | 3     | 3                            | 3                                                       |
| 22             | 0                        | 0     | 0                            | 0                                                       | 3              | 3     | 3                            | 3                                                       |
| 23             | 0                        | 0     | 0                            | 0                                                       | 3              | 3     | 3                            | 3                                                       |
| 24             | 1                        | 2     | 2                            | 2                                                       | 5              | 5     | 5                            | 5                                                       |
| 25             | 2                        | 2     | 2                            | 2                                                       | 5              | 5     | 5                            | 5                                                       |
| 26             | 2                        | 2     | 2                            | 2                                                       | 4              | 4     | 4                            | 4                                                       |
| 27             | 2                        | 2     | 2                            | 1                                                       | 5              | 5     | 5                            | 5                                                       |
| 28             | 0                        | 0     | 1                            | 0                                                       | 3              | 3     | 3                            | 3                                                       |
| 29             | 2                        | 2     | 2                            | 2                                                       | 5              | 4     | 5                            | 4                                                       |
| 30             | 0                        | 0     | 0                            | 0                                                       | 3              | 3     | 3                            | 3                                                       |
| 31             | 0                        | 0     | 0                            | 0                                                       | 3              | 3     | 3                            | 3                                                       |
| 32             | 1                        | 1     | 1                            | 1                                                       | 3              | 3     | 3                            | 3                                                       |
| 33             | 2                        | 0     | 0                            | 2                                                       | 3              | 3     | 3                            | 3                                                       |
| 34             | 2                        | 2     | 2                            | 2                                                       | 5              | 5     | 5                            | 5                                                       |
| 35             | 2                        | 1     | 2                            | 1                                                       | 5              | 4     | 5                            | 4                                                       |

| Sikap Normatif |                          |       |                              |                                                               |                |       |                              |                                                               |
|----------------|--------------------------|-------|------------------------------|---------------------------------------------------------------|----------------|-------|------------------------------|---------------------------------------------------------------|
| NO             | Keyakinan Normatif (NBi) |       |                              |                                                               | Motivasi (Nci) |       |                              |                                                               |
|                | Keluarga                 | Teman | Petugas Promosi/<br>reseller | Selain keluarga,<br>teman dan<br>petugas Promosi/<br>reseller | Keluarga       | Teman | Petugas Promosi/<br>reseller | Selain keluarga,<br>teman dan<br>petugas Promosi/<br>reseller |
| 36             | 1                        | 0     | 2                            | 0                                                             | 4              | 3     | 5                            | 4                                                             |
| 37             | 1                        | 2     | 2                            | 1                                                             | 4              | 5     | 5                            | 4                                                             |
| 38             | 0                        | 1     | 2                            | 0                                                             | 3              | 4     | 5                            | 3                                                             |
| 39             | 1                        | 2     | 2                            | 1                                                             | 4              | 5     | 5                            | 4                                                             |
| 40             | 0                        | 0     | 1                            | 2                                                             | 3              | 3     | 4                            | 5                                                             |
| 41             | 2                        | 0     | 1                            | 0                                                             | 5              | 3     | 4                            | 3                                                             |
| 42             | 1                        | 2     | 2                            | 1                                                             | 4              | 5     | 5                            | 4                                                             |
| 43             | 1                        | 2     | 2                            | 0                                                             | 4              | 5     | 3                            | 5                                                             |
| 44             | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 45             | 1                        | 2     | 2                            | 1                                                             | 4              | 5     | 5                            | 4                                                             |
| 46             | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 47             | 1                        | 2     | 2                            | 1                                                             | 4              | 5     | 5                            | 4                                                             |
| 48             | 1                        | 1     | 1                            | 2                                                             | 4              | 4     | 4                            | 5                                                             |
| 49             | 2                        | 1     | 1                            | 1                                                             | 5              | 4     | 4                            | 4                                                             |
| 50             | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 51             | 0                        | 2     | 1                            | 1                                                             | 3              | 5     | 4                            | 4                                                             |
| 52             | 0                        | 1     | 1                            | 1                                                             | 3              | 4     | 4                            | 4                                                             |
| 53             | 0                        | 0     | 2                            | 1                                                             | 3              | 3     | 5                            | 4                                                             |
| 54             | 0                        | 0     | 1                            | 2                                                             | 3              | 3     | 4                            | 5                                                             |
| 55             | 2                        | 1     | 1                            | 1                                                             | 5              | 4     | 4                            | 4                                                             |
| 56             | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 57             | 1                        | 2     | 2                            | 1                                                             | 5              | 4     | 5                            | 4                                                             |
| 58             | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 59             | 1                        | 2     | 1                            | 1                                                             | 4              | 5     | 4                            | 4                                                             |
| 60             | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 61             | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 62             | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 63             | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 64             | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 65             | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 66             | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 67             | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 68             | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 69             | 2                        | 1     | 1                            | 1                                                             | 5              | 4     | 4                            | 4                                                             |
| 70             | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |

| Sikap Normatif |                                       |       |                              |                                                               |                             |       |                              |                                                               |
|----------------|---------------------------------------|-------|------------------------------|---------------------------------------------------------------|-----------------------------|-------|------------------------------|---------------------------------------------------------------|
| NO             | Keyakinan Normatif (NB <sub>i</sub> ) |       |                              |                                                               | Motivasi (NC <sub>i</sub> ) |       |                              |                                                               |
|                | Keluarga                              | Teman | Petugas Promosi/<br>reseller | Selain keluarga,<br>teman dan<br>petugas Promosi/<br>reseller | Keluarga                    | Teman | Petugas Promosi/<br>reseller | Selain keluarga,<br>teman dan<br>petugas Promosi/<br>reseller |
| 71             | 1                                     | 1     | 2                            | 1                                                             | 4                           | 4     | 5                            | 4                                                             |
| 72             | 1                                     | 1     | 2                            | 1                                                             | 4                           | 4     | 5                            | 4                                                             |
| 73             | 1                                     | 1     | 1                            | 1                                                             | 4                           | 4     | 4                            | 4                                                             |
| 74             | 1                                     | 1     | 2                            | 1                                                             | 4                           | 4     | 5                            | 4                                                             |
| 75             | 1                                     | 1     | 1                            | 1                                                             | 4                           | 4     | 4                            | 4                                                             |
| 76             | 1                                     | 1     | 2                            | 1                                                             | 4                           | 4     | 5                            | 4                                                             |
| 77             | 1                                     | 1     | 2                            | 1                                                             | 4                           | 4     | 5                            | 4                                                             |
| 78             | 0                                     | 0     | 0                            | 1                                                             | 3                           | 3     | 3                            | 4                                                             |
| 79             | 1                                     | 2     | 1                            | 1                                                             | 4                           | 5     | 4                            | 4                                                             |
| 80             | 1                                     | 1     | 2                            | 1                                                             | 4                           | 4     | 5                            | 4                                                             |
| 81             | 1                                     | 2     | 1                            | 1                                                             | 4                           | 5     | 4                            | 4                                                             |
| 82             | 1                                     | 1     | 1                            | 2                                                             | 4                           | 4     | 4                            | 5                                                             |
| 83             | 1                                     | 2     | 1                            | 1                                                             | 4                           | 5     | 4                            | 4                                                             |
| 84             | 1                                     | 1     | 1                            | 1                                                             | 4                           | 4     | 4                            | 4                                                             |
| 85             | 1                                     | 2     | 1                            | 1                                                             | 4                           | 5     | 4                            | 4                                                             |
| 86             | 1                                     | 2     | 1                            | 1                                                             | 4                           | 5     | 4                            | 4                                                             |
| 87             | 1                                     | 1     | 2                            | 1                                                             | 4                           | 4     | 5                            | 4                                                             |
| 88             | 1                                     | 1     | 2                            | 1                                                             | 4                           | 4     | 5                            | 4                                                             |
| 89             | 0                                     | 0     | 2                            | 1                                                             | 3                           | 3     | 5                            | 4                                                             |
| 90             | 0                                     | 0     | 2                            | 1                                                             | 3                           | 3     | 5                            | 4                                                             |
| 91             | 0                                     | 0     | 2                            | 0                                                             | 3                           | 3     | 5                            | 3                                                             |
| 92             | 0                                     | 0     | 1                            | 0                                                             | 3                           | 3     | 4                            | 3                                                             |
| 93             | 1                                     | 1     | 2                            | 1                                                             | 4                           | 4     | 5                            | 4                                                             |
| 94             | 1                                     | 1     | 2                            | 1                                                             | 4                           | 4     | 5                            | 4                                                             |
| 95             | 0                                     | 1     | 2                            | 0                                                             | 3                           | 4     | 5                            | 3                                                             |
| 96             | 0                                     | 1     | 2                            | 0                                                             | 3                           | 4     | 5                            | 3                                                             |
| 97             | 1                                     | 1     | 2                            | 0                                                             | 4                           | 4     | 5                            | 3                                                             |
| 98             | 1                                     | 1     | 2                            | 1                                                             | 4                           | 4     | 5                            | 4                                                             |
| 99             | 0                                     | 0     | 1                            | 0                                                             | 3                           | 3     | 4                            | 3                                                             |
| 100            | 0                                     | 0     | 1                            | 0                                                             | 3                           | 3     | 4                            | 3                                                             |
| 101            | 0                                     | 0     | 1                            | 0                                                             | 3                           | 3     | 4                            | 3                                                             |
| 102            | 0                                     | 0     | 1                            | 0                                                             | 3                           | 3     | 4                            | 3                                                             |
| 103            | 1                                     | 1     | 1                            | 1                                                             | 4                           | 4     | 4                            | 4                                                             |
| 104            | 1                                     | 1     | 1                            | 1                                                             | 4                           | 4     | 4                            | 4                                                             |
| 105            | 1                                     | 1     | 2                            | 1                                                             | 4                           | 4     | 5                            | 4                                                             |

| Sikap Normatif |                          |       |                              |                                                               |                |       |                              |                                                               |
|----------------|--------------------------|-------|------------------------------|---------------------------------------------------------------|----------------|-------|------------------------------|---------------------------------------------------------------|
| NO             | Keyakinan Normatif (NBi) |       |                              |                                                               | Motivasi (Nci) |       |                              |                                                               |
|                | Keluarga                 | Teman | Petugas Promosi/<br>reseller | Selain keluarga,<br>teman dan<br>petugas Promosi/<br>reseller | Keluarga       | Teman | Petugas Promosi/<br>reseller | Selain keluarga,<br>teman dan<br>petugas Promosi/<br>reseller |
| 106            | 0                        | 0     | 1                            | 0                                                             | 3              | 3     | 4                            | 3                                                             |
| 107            | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 108            | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 109            | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 110            | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 111            | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 112            | 0                        | 0     | 1                            | 0                                                             | 3              | 3     | 4                            | 3                                                             |
| 113            | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 114            | 1                        | 2     | 1                            | 1                                                             | 4              | 5     | 4                            | 4                                                             |
| 115            | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 116            | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 117            | 2                        | 2     | 2                            | 2                                                             | 5              | 5     | 5                            | 5                                                             |
| 118            | 2                        | 2     | 2                            | 2                                                             | 5              | 5     | 5                            | 5                                                             |
| 119            | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 120            | 2                        | 2     | 2                            | 2                                                             | 5              | 5     | 5                            | 5                                                             |
| 121            | 0                        | 0     | 1                            | 0                                                             | 3              | 3     | 4                            | 3                                                             |
| 122            | 1                        | 1     | 2                            | 0                                                             | 4              | 4     | 5                            | 3                                                             |
| 123            | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 124            | 0                        | 0     | 1                            | 0                                                             | 3              | 3     | 4                            | 3                                                             |
| 125            | 2                        | 2     | 2                            | 2                                                             | 5              | 5     | 5                            | 5                                                             |
| 126            | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 127            | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 128            | 0                        | 1     | 0                            | 0                                                             | 3              | 4     | 3                            | 3                                                             |
| 129            | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 130            | 2                        | 2     | 2                            | 2                                                             | 5              | 5     | 5                            | 5                                                             |
| 131            | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 132            | 0                        | 1     | 2                            | 0                                                             | 3              | 4     | 5                            | 3                                                             |
| 133            | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 134            | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 135            | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 136            | 0                        | 1     | 2                            | 0                                                             | 3              | 4     | 5                            | 3                                                             |
| 137            | 1                        | 1     | 2                            | 0                                                             | 4              | 4     | 5                            | 3                                                             |
| 138            | 0                        | 1     | 2                            | 0                                                             | 3              | 4     | 5                            | 3                                                             |
| 139            | 1                        | 2     | 0                            | 0                                                             | 4              | 5     | 3                            | 3                                                             |
| 140            | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |

| Sikap Normatif |                          |       |                              |                                                               |                |       |                              |                                                               |
|----------------|--------------------------|-------|------------------------------|---------------------------------------------------------------|----------------|-------|------------------------------|---------------------------------------------------------------|
| NO             | Keyakinan Normatif (NBi) |       |                              |                                                               | Motivasi (Nci) |       |                              |                                                               |
|                | Keluarga                 | Teman | Petugas Promosi/<br>reseller | Selain keluarga,<br>teman dan<br>petugas Promosi/<br>reseller | Keluarga       | Teman | Petugas Promosi/<br>reseller | Selain keluarga,<br>teman dan<br>petugas Promosi/<br>reseller |
| 141            | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 142            | 1                        | 2     | 1                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 143            | 0                        | 0     | 2                            | 0                                                             | 3              | 3     | 5                            | 3                                                             |
| 144            | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 145            | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 146            | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 147            | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 148            | 1                        | 1     | 2                            | 0                                                             | 4              | 4     | 5                            | 3                                                             |
| 149            | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 150            | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 151            | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 152            | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 153            | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 154            | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 155            | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 156            | 1                        | 1     | 2                            | 0                                                             | 4              | 4     | 5                            | 3                                                             |
| 157            | 2                        | 2     | 2                            | 2                                                             | 5              | 5     | 5                            | 5                                                             |
| 158            | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 159            | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 160            | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 161            | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 162            | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 163            | 1                        | 2     | 1                            | 1                                                             | 4              | 5     | 4                            | 4                                                             |
| 164            | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 165            | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 166            | 1                        | 2     | 1                            | 1                                                             | 4              | 5     | 4                            | 4                                                             |
| 167            | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 168            | 1                        | 2     | 1                            | 1                                                             | 4              | 5     | 4                            | 4                                                             |
| 169            | 1                        | 2     | 1                            | 1                                                             | 4              | 5     | 4                            | 4                                                             |
| 170            | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 171            | 1                        | 2     | 1                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 172            | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 173            | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 174            | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 175            | 1                        | 2     | 1                            | 1                                                             | 4              | 5     | 4                            | 4                                                             |

| Sikap Normatif |                          |       |                              |                                                               |                |       |                              |                                                               |
|----------------|--------------------------|-------|------------------------------|---------------------------------------------------------------|----------------|-------|------------------------------|---------------------------------------------------------------|
| NO             | Keyakinan Normatif (NBi) |       |                              |                                                               | Motivasi (Nci) |       |                              |                                                               |
|                | Keluarga                 | Teman | Petugas Promosi/<br>reseller | Selain keluarga,<br>teman dan<br>petugas Promosi/<br>reseller | Keluarga       | Teman | Petugas Promosi/<br>reseller | Selain keluarga,<br>teman dan<br>petugas Promosi/<br>reseller |
| 176            | 1                        | 1     | 2                            | 0                                                             | 4              | 4     | 5                            | 3                                                             |
| 177            | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 178            | 1                        | 1     | 2                            | 0                                                             | 4              | 4     | 5                            | 3                                                             |
| 179            | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 180            | 1                        | 1     | 2                            | 0                                                             | 4              | 4     | 5                            | 3                                                             |
| 181            | 1                        | 2     | 1                            | 0                                                             | 4              | 5     | 4                            | 3                                                             |
| 182            | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 183            | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 184            | 2                        | 2     | 2                            | 2                                                             | 5              | 5     | 5                            | 5                                                             |
| 185            | 1                        | 2     | 1                            | 1                                                             | 4              | 5     | 4                            | 4                                                             |
| 186            | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 187            | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 188            | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 189            | 2                        | 2     | 2                            | 2                                                             | 5              | 5     | 5                            | 5                                                             |
| 190            | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 191            | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 192            | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 193            | 1                        | 1     | 1                            | 1                                                             | 3              | 3     | 3                            | 3                                                             |
| 194            | 2                        | 0     | 0                            | 0                                                             | 4              | 3     | 3                            | 3                                                             |
| 195            | 1                        | 1     | 1                            | 2                                                             | 4              | 4     | 4                            | 5                                                             |
| 196            | 1                        | 1     | 1                            | 1                                                             | 3              | 3     | 3                            | 3                                                             |
| 197            | 1                        | 1     | 0                            | 0                                                             | 3              | 3     | 3                            | 3                                                             |
| 198            | 1                        | 1     | 1                            | 1                                                             | 3              | 3     | 3                            | 3                                                             |
| 199            | 0                        | 0     | 0                            | 0                                                             | 3              | 3     | 3                            | 3                                                             |
| 200            | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 201            | 0                        | 0     | 0                            | 0                                                             | 3              | 3     | 3                            | 3                                                             |
| 202            | 1                        | 2     | 1                            | 1                                                             | 4              | 5     | 4                            | 4                                                             |
| 203            | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            |                                                               |
| 204            | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 205            | 1                        | 2     | 2                            | 1                                                             | 4              | 5     | 5                            | 4                                                             |

| <b>Sikap Normatif</b> |                          |       |                              |                                                               |                |       |                              |                                                               |
|-----------------------|--------------------------|-------|------------------------------|---------------------------------------------------------------|----------------|-------|------------------------------|---------------------------------------------------------------|
| NO                    | Keyakinan Normatif (NBi) |       |                              |                                                               | Motivasi (Nci) |       |                              |                                                               |
|                       | Keluarga                 | Teman | Petugas Promosi/<br>reseller | Selain keluarga,<br>teman dan<br>petugas Promosi/<br>reseller | Keluarga       | Teman | Petugas Promosi/<br>reseller | Selain keluarga,<br>teman dan<br>petugas Promosi/<br>reseller |
| 206                   | 1                        | 1     | 1                            | 1                                                             | 4              | 4     | 4                            | 4                                                             |
| 207                   | 2                        | 2     | 2                            | 2                                                             | 5              | 5     | 5                            | 5                                                             |
| 208                   | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 209                   | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 210                   | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 211                   | 1                        | 2     | 1                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 212                   | 1                        | 2     | 1                            | 1                                                             | 4              | 5     | 4                            | 4                                                             |
| 213                   | 1                        | 1     | 2                            | 1                                                             | 4              | 4     | 5                            | 4                                                             |
| 214                   | 2                        | 2     | 2                            | 2                                                             | 5              | 5     | 5                            | 5                                                             |
| 215                   | 0                        | 0     | 0                            | 0                                                             | 3              | 3     | 3                            | 3                                                             |
| 216                   | 1                        | 1     | 2                            | 1                                                             | 5              | 5     | 5                            | 4                                                             |
| 217                   | 1                        | 2     | 2                            | 1                                                             | 4              | 5     | 5                            | 4                                                             |
| 218                   | 2                        | 1     | 2                            | 1                                                             | 5              | 4     | 5                            | 3                                                             |
| Rata-rata             | 0,96                     | 1,06  | 1,39                         | 0,89                                                          | 3,89           | 3,98  | 4,31                         | 3,83                                                          |

## Lampiran 7

### Hasil Karakterisrik Responden

#### A. Pengelompokan Responden berdasarkan Jenis Kelamin

| Jenis_Kelamin |           |         |               |                    |
|---------------|-----------|---------|---------------|--------------------|
|               | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid Wanita  | 155       | 71,1    | 71,1          | 71,1               |
| Pria          | 63        | 28,9    | 28,9          | 100,0              |
| Total         | 218       | 100,0   | 100,0         |                    |

#### B. Pengelompokan Responden berdasarkan Jenis Alamat

| Kecamatan           |           |         |               |                    |
|---------------------|-----------|---------|---------------|--------------------|
|                     | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid Bogor Selatan | 35        | 16,1    | 16,1          | 16,1               |
| Bogor Barat         | 46        | 21,1    | 21,1          | 37,2               |
| Bogor Timur         | 35        | 16,1    | 16,1          | 53,2               |
| Bogor Tengah        | 44        | 20,2    | 20,2          | 73,4               |
| Bogor Utara         | 33        | 15,1    | 15,1          | 88,5               |
| Tanah Sareal        | 25        | 11,5    | 11,5          | 100,0              |
| Total               | 218       | 100,0   | 100,0         |                    |

#### C. Pengelompokan berdasarkan Jenis Usia

| Usia              |           |         |               |                    |
|-------------------|-----------|---------|---------------|--------------------|
|                   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid 18-24 tahun | 93        | 42,7    | 42,7          | 42,7               |
| 25-34 tahun       | 96        | 44,0    | 44,0          | 86,7               |
| 35-44 tahun       | 26        | 11,9    | 11,9          | 98,6               |
| 45-54 tahun       | 3         | 1,4     | 1,4           | 100,0              |
| Total             | 218       | 100,0   | 100,0         |                    |

## D. Pengelompokan Responden berdasarkan Jenis Pendidikan

| Pendidikan          |           |         |               |                    |
|---------------------|-----------|---------|---------------|--------------------|
|                     | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid SMP/Sedarajat | 2         | ,9      | ,9            | ,9                 |
| SMA/Sederajat       | 136       | 62,4    | 62,4          | 63,3               |
| Diploma             | 38        | 17,4    | 17,4          | 80,7               |
| Sarjana/S2/S3       | 41        | 18,8    | 18,8          | 99,5               |
| Akademi             | 1         | ,5      | ,5            | 100,0              |
| Total               | 218       | 100,0   | 100,0         |                    |

## E. Pengelompokan Responden berdasarkan Pekerjaan

| Pekerjaan        |           |         |               |                    |
|------------------|-----------|---------|---------------|--------------------|
|                  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid Mahasiswa  | 44        | 20,2    | 20,2          | 20,2               |
| Pegawai Swasta   | 90        | 41,3    | 41,3          | 61,5               |
| Wiraswasta       | 24        | 11,0    | 11,0          | 72,5               |
| Pegawai Negri    | 15        | 6,9     | 6,9           | 79,4               |
| Ibu Rumah Tangga | 38        | 17,4    | 17,4          | 96,8               |
| Tidak Bekerja    | 7         | 3,2     | 3,2           | 100,0              |
| Total            | 218       | 100,0   | 100,0         |                    |

## F. Pengelompokan Berdasarkan Jenis Penghasilan

| Penghasilan                 |           |         |               |                    |
|-----------------------------|-----------|---------|---------------|--------------------|
|                             | Frequency | Percent | Valid Percent | Cumulative Percent |
| Dibawah Rp 1.000.000        | 13        | 6,0     | 6,0           | 6,0                |
| Rp 1.000.000 - Rp 2.500.000 | 37        | 17,0    | 17,0          | 22,9               |
| Rp 2.500.000 - Rp 4.000.000 | 116       | 53,2    | 53,2          | 76,1               |
| Rp 4.000.000 - Rp 6.000.000 | 49        | 22,5    | 22,5          | 98,6               |
| Diatas Rp. 6.000.000        | 3         | 1,4     | 1,4           | 100,0              |
| Total                       | 218       | 100,0   | 100,0         |                    |