

Lampiran 1

Kuesioner

Dengan hormat,

Saya adalah Fajar Ariyadin. Mahasiswa Fakultas Ekonomi Jurusan Manajemen Universitas Indonusa Esa Unggul Jakarta. Saya sedang mengadakan penelitian untuk tugas akhir (skripsi) dalam rangka memenuhi syarat kelulusan Strata satu (S1), tentang **“Analisis sikap dan perilaku konsumen terhadap minuman bervitamin c dosis tinggi YOU C – 1000 di sekitar kawasan pusat perkantoran Harco Mangga Dua.”**

Oleh karena itu, saya mohon bantuan dari anda semua untuk menjadi responden guna menanggapi apakah sikap dan perilaku anda baik atau tidak baik terhadap sikap dan perilaku terhadap minuman bervitamin c dosis tinggi You C – 1000. Atas partisipasinya, saya ucapkan terima kasih.

Nomor kuesioner :

A. Data responden untuk minuman You C – 1000

Silahkan beri tanda silang (X) untuk jawaban yang sesuai :

- | | | | |
|---------------|---|--------------------------|------------------------|
| 1. Nama | : | | |
| 2. Usia | : | a. <17 tahun | c. 31 – 40 tahun |
| | | b. 17 – 30 tahun | d. >40 tahun |
| 3. Pekerjaan | : | a. Wiraswasta | c. Lainnya |
| | | b. Karyawan | |
| 4. Pendapatan | : | a. < 999.999 | c. 2.000.000-3.000.000 |
| | | b. 1.000.000 – 1.999.999 | d. >3.000.000 |

No	Indikator	Keyakinan					Evaluasi				
		S B	B	C B	T B	ST B	S P	P	C P	T P	ST P
	a. Kualitas minuman mengandung vitamin c dosis tinggi										
	a. Memiliki harga yang terjangkau										
	a. Iklan yang menarik										
	a. Mudah didapatkan										

C. Pertanyaan Normative keyakinan terhadap Minuman You C – 1000

Berikan penilaian anda terhadap pertanyaan di bawah ini dengan membulatkan angka yang ada di kolom skala yang sekiranya dapat mempengaruhi pembelian minuman You C – 1000 dengan skala point yang tersedia:

No	Pertanyaan	Skala
1.	Keluarga anda berpendapat sebaiknya anda mengkonsumsi minuman You C – 1000 untuk menambah vitamin dalam tubuh	-2 -1 0 +1 +2 Tdk memiliki Memiliki
2.	Teman anda berpendapat sebaiknya anda mengkonsumsi minuman You C – 1000 untuk menambah vitamin dalam tubuh	-2 -1 0 +1 +2 Tdk memiliki Memiliki
3.	Promosi yang menyebabkan anda mengkonsumsi minuman bervitamin C dosis tinggi You C – 1000 untuk penambah vitamin di dalam tubuh	-2 -1 0 +1 +2 Tdk memiliki Memiliki

D. Pertanyaan Motivation to comply

Berikan tanda checklist (√) untuk jawaban yang sesuai dengan pendapat anda :

No	Pertanyaan	Tidak pernah	Jarang	Kadang-kadang	Sering	Selalu
1.	Seberapa sering anda berkeinginan menuruti pendapat keluarga anda?					
2.	Seberapa sering anda berkeinginan menuruti pendapat teman anda?					
3.	Seberapa sering anda berkeinginan membeli karena promosi					

E. Kuesioner Bobot

Pada saat anda memutuskan untuk membeli produk minuman bervitamin C dosis tinggi You C – 1000 pertimbangan anda berdasarkan :

1. Sikap terhadap You C – 1000 = %
2. Keluarga, Teman dan Promosi = %

Lampiran 2
VALIDITAS KEYAKINAN

	p1	p2	p3	p4	p5	p6	p7	p8	total
p1	Pearson Correlation Sig. (2-tailed) N	.248 .187 30	-.055 .772 30	.062 .743 30	.098 .606 30	.198 .295 30	.255 .173 30	.546(**) .002 30	.449(*) .013 30
p2	Pearson Correlation Sig. (2-tailed) N	.248 .187 30	.075 .694 30	.250 .183 30	.516(**) .003 30	.325 .080 30	.394(*) .031 30	.135 .476 30	.599(**) .000 30
p3	Pearson Correlation Sig. (2-tailed) N	-.055 .772 30	.075 .694 30	.245 .192 30	.263 .161 30	.250 .183 30	-.041 .829 30	.167 .376 30	.367(*) .046 30
p4	Pearson Correlation Sig. (2-tailed) N	.062 .743 30	.250 .183 30	.245 .192 30	.301 .106 30	.204 .280 30	.302 .104 30	.403(*) .027 30	.557(**) .001 30
p5	Pearson Correlation Sig. (2-tailed) N	.098 .606 30	.516(**) .003 30	.263 .161 30	.301 .106 30	.339 .067 30	.248 .186 30	.311 .095 30	.570(**) .001 30
p6	Pearson Correlation Sig. (2-tailed) N	.198 .295 30	.325 .080 30	.250 .183 30	.204 .280 30	1 1	.397(*) .030 30	.108 .570 30	.631(**) .000 30
p7	Pearson Correlation Sig. (2-tailed) N	.255 .173 30	.394(*) .031 30	-.041 .829 30	.302 .104 30	.397(*) .030 30	1 30	.244 .194 30	.684(**) .000 30
p8	Pearson Correlation Sig. (2-tailed) N	.546(**) .002 30	.135 .476 30	.167 .376 30	.403(*) .027 30	.108 .570 30	.244 .194 30	1 30	.543(**) .002 30
total	Pearson Correlation Sig. (2-tailed) N	.449(*) .013 30	.599(**) .000 30	.367(*) .046 30	.557(**) .001 30	.631(**) .000 30	.684(**) .000 30	.543(**) .002 30	1 30

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

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

Lampiran 3

RELIABILITAS KEYAKINAN

Case Processing Summary

		N	%
Cases	Valid	30	96.8
	Excluded(a)	1	3.2
	Total	31	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.714	8

Lampiran 4
VALIDITAS EVALUASI

	p1	p2	p3	p4	p5	p6	p7	p8	total
p1	Pearson Correlation Sig. (2-tailed) N	.076 .688 30	.518(**) .003 30	.277 .138 30	.305 .101 30	.097 .610 30	.253 .177 30	.455(*) .011 30	.691(**) .000 30
p2	Pearson Correlation Sig. (2-tailed) N	.076 .688 30	.218 .248 30	.112 .557 30	.181 .338 30	.379(*) .039 30	.138 .466 30	.296 .112 30	.532(**) .002 30
p3	Pearson Correlation Sig. (2-tailed) N	.518(**) .003 30	.218 .248 30	.377(*) .040 30	.164 .387 30	.087 .647 30	.085 .654 30	.355 .054 30	.674(**) .000 30
p4	Pearson Correlation Sig. (2-tailed) N	.277 .138 30	.377(*) .040 30	.112 .557 30	.164 .385 30	-.104 .584 30	.323 .082 30	.355 .054 30	.573(**) .001 30
p5	Pearson Correlation Sig. (2-tailed) N	.305 .101 30	.164 .387 30	.164 .385 30	.164 .387 30	-.017 .931 30	-.149 .432 30	.226 .229 30	.385(*) .036 30
p6	Pearson Correlation Sig. (2-tailed) N	.097 .610 30	.379(*) .039 30	-.104 .584 30	-.017 .931 30	1 30	-.052 .786 30	.208 .270 30	.381(*) .038 30
p7	Pearson Correlation Sig. (2-tailed) N	.253 .177 30	.138 .466 30	.085 .654 30	.323 .082 30	-.052 .786 30	1 30	.156 .410 30	.398(*) .030 30
p8	Pearson Correlation Sig. (2-tailed) N	.455(*) .011 30	.296 .112 30	.355 .054 30	.226 .229 30	.208 .270 30	.156 .410 30	1 30	.713(**) .000 30
total	Pearson Correlation Sig. (2-tailed) N	.691(**) .000 30	.532(**) .002 30	.573(**) .001 30	.385(*) .036 30	.381(*) .038 30	.398(*) .030 30	.713(**) .000 30	1 30

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

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

Lampiran 5

RELIABILITAS EVALUASI

Case Processing Summary

		N	%
Cases	Valid	30	96.8
	Excluded(a)	1	3.2
	Total	31	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.667	8

Lampiran 6

Tabulasi sikap : Keyakinan dan Evaluasi

no	Keyakinan									Evaluasi								
	p1	p2	p3	p4	p5	p6	p7	p8	Total	p1	p2	p3	p4	p5	p6	p7	p8	Total
1	1	2	2	2	1	0	0	2	10	1	2	2	2	2	1	2	1	13
2	1	2	1	2	1	0	2	2	11	2	2	1	2	1	2	2	2	14
3	2	1	2	1	0	1	1	1	9	1	0	1	2	1	-2	1	1	5
4	2	2	0	2	1	2	2	1	12	2	1	2	1	2	0	1	2	11
5	1	0	1	1	2	-1	-1	1	4	1	1	0	2	2	1	1	1	9
6	1	2	1	1	1	0	0	1	7	2	1	0	2	1	1	1	1	9
7	0	0	2	1	1	0	0	1	5	1	1	1	1	1	1	1	1	8
8	1	2	1	1	2	0	2	1	10	1	1	2	2	2	1	0	2	11
9	2	2	2	1	2	2	2	1	14	2	0	2	1	1	1	2	0	9
10	0	2	1	0	1	0	2	0	6	2	1	0	1	2	1	2	2	11
11	1	2	0	1	0	-2	0	0	2	1	2	2	2	1	2	2	2	14
12	0	1	1	1	1	-1	1	0	4	2	1	2	1	0	2	2	2	12
13	1	1	1	1	2	1	2	1	10	1	-1	1	1	1	2	-1	0	4
14	2	1	1	2	1	0	2	2	11	0	2	1	0	2	2	-1	2	8
15	1	1	0	2	1	0	0	1	6	1	1	0	1	1	0	1	0	5
16	0	2	2	2	2	1	1	2	12	2	1	2	1	2	1	2	2	13
17	2	-1	1	2	0	0	2	2	8	1	2	0	0	2	0	1	0	6
18	2	1	0	1	1	0	1	2	8	1	1	2	1	2	2	2	1	12
19	1	1	0	0	0	0	2	1	5	0	0	-1	-1	1	0	1	-1	-1
20	1	2	0	2	1	2	2	1	11	2	1	1	0	2	2	0	1	9
21	1	1	2	1	0	1	1	0	7	1	2	1	0	0	2	1	2	9
22	0	-1	1	2	0	-1	-1	1	1	2	2	2	0	1	2	1	-1	9
23	1	1	1	0	1	1	-2	0	3	0	2	1	1	2	1	0	0	7
24	2	0	2	0	1	0	0	2	7	1	1	2	1	1	0	1	1	8
25	1	1	2	2	1	1	2	1	11	2	1	0	-1	2	2	0	2	8
26	0	-1	1	0	-1	-1	-1	0	3	1	0	-1	1	2	1	2	1	7
27	0	-1	-1	0	0	-1	1	0	2	-2	1	-2	0	0	2	1	-1	-1
28	1	1	0	1	1	1	1	1	7	0	0	0	0	0	0	1	1	2
29	1	0	0	-1	0	1	0	1	2	1	2	0	1	1	2	2	2	11
30	-1	0	2	2	1	2	1	0	7	2	2	1	2	2	2	1	2	14
31	2	2	2	0	2	2	-1	1	10	2	1	2	-2	1	1	2	1	8
32	1	2	2	2	2	1	2	2	14	1	1	0	0	2	2	1	0	7
33	1	1	1	2	2	2	2	1	12	1	1	0	0	2	1	1	1	7

34	2	2	2	1	1	1	1	1	11	0	1	1	0	1	1	1	1	6
35	1	2	2	0	2	2	0	-2	7	2	1	-1	2	2	1	2	0	9
36	1	2	2	2	-1	1	1	-2	6	0	0	1	1	0	2	2	0	6
37	1	-1	1	2	2	2	2	1	10	1	1	1	2	2	0	2	2	11
38	2	0	2	2	2	2	1	0	11	1	2	-1	1	2	-2	1	1	5
39	1	1	1	1	2	2	1	2	11	2	2	2	1	0	2	2	2	13
40	2	1	2	2	2	2	2	2	15	1	1	2	2	1	2	1	1	11
41	1	0	2	-2	2	1	1	2	7	-1	1	1	1	2	1	2	1	8
42	0	2	-1	0	2	1	1	0	5	2	-2	0	2	2	0	2	0	6
43	2	-1	0	1	1	0	1	1	5	2	-1	1	1	0	2	2	-1	6
44	2	2	0	1	0	1	0	1	7	0	1	1	2	1	1	0	1	7
45	2	2	2	0	1	0	2	0	9	2	0	1	2	2	2	2	1	12
46	1	1	2	2	1	1	1	2	11	2	2	2	2	2	2	2	2	16
47	0	2	2	2	2	1	2	1	12	0	0	1	1	1	2	2	0	7
48	2	-1	1	2	1	1	2	2	10	1	1	1	1	2	0	2	2	10
49	1	1	0	1	0	1	0	1	5	1	2	-1	1	1	-2	1	1	4
50	2	1	0	0	2	1	1	2	9	2	2	2	1	2	2	2	2	15
51	1	2	0	2	1	2	0	1	9	1	1	2	2	1	2	1	2	12
52	0	1	2	1	0	1	1	0	6	-1	1	1	1	2	1	2	2	9
53	1	2	1	2	2	0	2	1	11	2	-2	0	2	1	0	2	-1	4
54	1	1	2	1	0	1	2	1	9	2	-2	1	1	0	2	2	1	7
55	2	2	2	2	2	2	1	1	14	1	1	1	2	1	2	1	1	10
56	2	0	1	1	1	-1	2	-1	5	2	0	1	2	2	2	2	0	11
57	1	1	1	1	-1	0	2	0	5	2	2	2	2	1	2	2	2	15
58	2	0	2	1	0	0	1	-1	5	0	-1	1	1	0	-1	-1	-1	-2
59	0	1	1	1	2	0	1	1	7	0	-1	-2	1	1	1	0	2	2
60	1	2	2	2	1	2	1	2	13	2	2	1	2	2	0	0	2	11
61	2	1	1	0	2	0	2	2	10	0	-1	-2	0	2	1	0	2	2
62	0	-2	1	1	0	1	0	-1	0	0	2	1	1	2	0	0	2	8
63	1	1	0	0	2	1	0	0	5	2	2	2	1	2	1	2	1	13
64	1	1	0	1	0	0	2	2	7	1	2	1	2	2	2	2	1	13
65	0	2	0	1	1	1	1	0	6	2	0	1	1	2	-2	-1	0	3
66	2	1	1	1	0	0	1	2	8	1	1	1	2	1	0	0	1	7
67	0	1	2	2	0	1	0	1	7	1	1	0	1	1	1	0	1	6
68	1	-1	0	1	2	0	2	1	6	2	1	0	2	0	1	1	0	7
69	2	1	1	1	2	1	2	1	11	2	1	1	1	2	1	1	1	10
70	1	0	0	0	1	1	0	0	3	1	1	2	0	1	1	0	1	7

71	1	1	2	2	2	2	2	2	14	2	0	0	1	0	1	1	0	5
72	0	1	1	1	1	1	1	1	7	2	1	0	1	2	1	2	1	10
73	1	1	0	-1	0	0	1	0	2	1	2	2	2	2	2	2	2	15
74	1	1	0	0	0	1	0	0	3	2	1	2	1	0	2	2	0	10
75	2	1	1	0	1	0	2	2	9	2	-1	1	1	1	2	-1	2	7
76	0	2	0	0	2	-1	1	-1	3	1	2	1	2	2	1	2	0	11
77	1	2	1	2	1	1	0	0	8	2	1	0	1	1	0	1	1	7
78	2	2	1	1	2	0	1	2	11	0	1	1	2	2	1	1	1	9
79	0	2	0	0	2	-1	1	-1	3	1	1	1	1	2	1	1	1	9
80	0	0	2	2	1	1	1	0	7	2	1	-1	0	1	1	1	0	5
81	1	1	2	2	1	0	2	2	11	2	0	0	1	0	1	0	0	4
82	2	1	1	2	1	1	2	1	11	-1	2	2	1	2	1	0	1	8
83	0	2	0	1	2	0	2	-2	5	-1	-1	0	-1	2	1	1	1	2
84	1	2	2	0	2	2	1	-1	9	1	2	1	2	2	0	0	0	8
85	2	2	1	0	1	2	2	0	10	0	-2	0	1	2	2	0	0	3
86	-1	2	2	2	2	0	1	-1	7	1	1	-2	1	1	1	0	1	4
87	2	1	1	1	1	0	2	1	9	1	1	0	1	-1	1	1	0	4
88	1	2	1	0	2	1	2	2	11	1	0	-1	0	0	-1	1	2	2
89	2	1	1	-1	2	2	1	0	8	2	2	1	0	2	2	0	2	11
90	2	1	2	0	2	2	2	-2	9	0	1	2	1	2	1	1	1	9
91	2	1	1	0	2	0	2	1	9	1	1	2	1	1	2	1	0	9
92	2	-2	1	0	1	0	2	2	6	1	-1	2	0	1	-2	-1	1	1
93	-1	1	1	1	0	2	2	0	6	0	1	1	1	0	1	1	2	7
94	1	1	-1	1	1	2	0	0	5	1	0	0	0	1	1	0	0	3
95	2	2	1	2	2	2	1	1	13	2	2	1	1	2	2	1	1	12
96	0	1	1	0	2	-1	0	2	5	1	1	2	1	2	1	2	1	11
97	1	1	2	0	1	1	2	1	9	0	1	1	0	0	0	1	2	5
98	0	1	2	1	2	2	1	1	10	2	0	0	0	1	1	1	1	6
99	1	1	1	0	2	2	1	0	8	0	0	0	0	2	1	0	1	4
100	1	0	-1	1	-1	0	2	0	2	2	1	2	0	1	1	1	1	9
Rata-rata	1.05	1.00	1.03	0.96	1.11	0.71	1.10	0.73		1.10	0.82	0.77	0.98	1.30	1.00	1.03	0.95	

Lampiran 7
Norma subjektif

Responden	<i>Reference</i>			Total	<i>Motivasion to comply</i>			total	N. subjektif
	keluarga	teman	promosi		keluarga	teman	promosi		
1	1	1	2	4	2	2	2	6	8
2	1	1	1	3	2	1	0	3	3
3	0	1	0	1	0	0	0	0	0
4	1	-1	0	0	1	0	1	2	1
5	2	2	1	5	0	-1	1	0	-1
6	-1	2	-1	0	0	0	0	0	0
7	2	1	1	4	2	1	1	4	6
8	1	1	0	2	0	0	2	2	0
9	2	-1	1	2	2	1	0	3	3
10	2	0	0	2	-1	1	1	1	-2
11	0	0	1	1	-2	0	-1	-3	-1
12	2	1	-1	2	2	0	-2	0	6
13	2	1	2	5	-1	0	2	1	2
14	1	-1	1	1	0	0	2	2	2
15	1	1	1	3	0	0	-2	-2	-2
16	2	1	-1	2	0	1	0	1	1
17	1	1	-1	1	2	1	2	5	1
18	2	0	1	3	2	1	-1	2	3
19	-1	1	1	1	2	0	2	4	0
20	1	1	1	3	-2	0	2	0	0
21	1	0	1	2	-1	1	0	0	-1
22	2	-1	1	2	1	0	2	3	4
23	2	1	1	4	-2	0	1	-1	-3
24	0	-2	2	0	-2	0	1	-1	2
25	1	0	0	1	0	0	0	0	0
26	2	1	0	3	0	1	2	3	1
27	2	0	1	3	-1	1	0	0	-2
28	1	1	0	2	2	0	1	3	2
29	2	0	2	4	0	0	0	0	0
30	0	0	1	1	-1	0	1	0	1

31	1	1	2	4	0	1	1	2	3
32	2	1	2	5	2	2	1	5	8
33	2	1	2	5	-2	-2	0	-4	-6
34	-1	1	2	2	1	2	0	3	1
35	-1	1	2	2	-1	0	1	0	3
36	1	0	2	3	1	1	1	3	3
37	-1	1	0	0	-1	0	1	0	1
38	2	0	2	4	2	0	1	3	6
39	1	-1	2	2	1	2	-2	1	-5
40	0	1	2	3	-1	0	2	1	4
41	1	1	1	3	1	2	-1	2	2
42	0	1	1	2	-1	0	0	-1	0
43	0	2	1	3	0	0	2	2	2
44	2	1	1	4	1	-1	-1	-1	0
45	-1	1	-1	-1	1	0	2	3	-3
46	1	-1	2	2	-1	0	1	0	1
47	1	0	2	3	1	0	1	2	3
48	0	-1	1	0	0	1	1	2	0
49	1	1	0	2	0	1	1	2	1
50	2	2	1	5	0	0	2	2	2
51	0	1	0	1	0	0	2	2	0
52	0	1	-1	0	1	1	0	2	1
53	2	-1	2	3	1	0	1	2	4
54	1	1	2	4	0	0	1	1	2
55	2	-1	1	2	1	1	2	4	3
56	2	-1	-1	0	1	1	1	3	0
57	-1	0	-1	-2	1	1	1	3	-2
58	1	0	1	2	1	0	1	2	2
59	-1	0	1	0	0	0	0	0	0
60	2	1	1	4	1	1	0	2	3
61	0	1	1	2	1	0	0	1	0
62	1	1	0	2	0	0	0	0	0
63	2	1	2	5	1	0	1	2	4
64	1	-1	0	0	-2	0	1	-1	-2
65	2	0	0	2	0	1	-1	0	0
66	0	0	1	1	0	1	1	2	1

67	1	1	0	2	1	0	-1	0	1
68	1	0	2	3	1	1	-1	1	-1
69	0	-2	1	-1	1	0	1	2	1
70	1	-1	-1	-1	-2	0	0	-2	-2
71	1	0	2	3	0	1	0	1	0
72	-1	-1	2	0	1	1	0	2	-2
73	1	1	0	2	0	0	2	2	0
74	-1	2	0	1	0	0	1	1	0
75	2	1	1	4	0	1	1	2	2
76	1	1	0	2	1	2	1	4	3
77	1	0	2	3	1	2	0	3	1
78	0	2	1	3	1	0	1	2	1
79	2	2	1	5	1	2	1	4	7
80	2	1	1	4	0	1	1	2	2
81	0	-1	1	0	0	0	1	1	1
82	1	-2	0	-1	0	1	1	2	-2
83	1	1	1	3	1	0	0	1	1
84	2	-1	2	3	1	1	1	3	3
85	0	2	1	3	1	0	1	2	1
86	1	-2	1	0	1	1	-2	0	-3
87	1	0	2	3	-2	2	-2	-2	-6
88	0	-1	0	-1	1	1	2	4	-1
89	2	1	1	4	1	2	1	4	5
90	1	0	2	3	1	0	-2	-1	-3
91	0	2	1	3	1	0	1	2	1
92	1	1	0	2	0	1	2	3	1
93	1	0	0	1	1	0	0	1	1
94	0	2	1	3	0	-1	1	0	-1
95	2	2	0	4	1	0	1	2	2
96	2	2	1	5	1	1	1	3	5
97	2	1	2	5	0	1	0	1	1
98	1	1	0	2	0	0	0	0	0
99	2	0	0	2	-1	-1	2	0	-2
100	0	1	-1	0	1	0	2	3	-2
Rata-rata	0.93	0.45	0.82		0.33	0.47	0.63		1.04

Lampiran 8

Tabulasi Bobot (Weight)

Responden	Sikap	Norma Subjektif
1	0.9	0.1
2	0.4	0.6
3	0.7	0.3
4	0.75	0.25
5	0.65	0.35
6	0.2	0.8
7	0.85	0.15
8	0.75	0.25
9	0.5	0.5
10	0.85	0.15
11	0.7	0.3
12	0.65	0.35
13	0.85	0.15
14	0.5	0.5
15	0.5	0.5
16	0.85	0.15
17	0.15	0.85
18	0.55	0.45
19	0.75	0.25
20	0.7	0.3
21	0.5	0.5
22	0.45	0.55
23	0.65	0.35
24	0.75	0.25
25	0.75	0.25
26	0.85	0.15
27	0.85	0.15
28	0.65	0.35
29	0.75	0.25
30	0.9	0.1
31	0.75	0.25
32	0.85	0.15
33	0.7	0.3
34	0.4	0.6
35	0.8	0.2
36	0.65	0.35

37	0.2	0.8
38	0.8	0.2
39	0.9	0.1
40	0.85	0.15
41	0.85	0.15
42	0.65	0.35
43	0.4	0.6
44	0.6	0.4
45	0.85	0.15
46	0.85	0.15
47	0.75	0.25
48	0.7	0.3
49	0.65	0.35
50	0.1	0.9
51	0.2	0.8
52	0.9	0.1
53	0.2	0.8
54	0.5	0.5
55	0.5	0.5
56	0.5	0.5
57	0.8	0.2
58	0.85	0.15
59	0.7	0.3
60	0.5	0.5
61	0.55	0.45
62	0.45	0.55
63	0.65	0.35
64	0.8	0.2
65	0.7	0.3
66	0.6	0.4
67	0.75	0.25
68	0.85	0.15
69	0.8	0.2
70	0.65	0.35
71	0.65	0.35
72	0.8	0.2
73	0.65	0.35
74	0.5	0.5
75	0.5	0.5
76	0.8	0.2
77	0.45	0.55
78	0.55	0.45

79	0.8	0.2
80	0.55	0.45
81	0.85	0.15
82	0.9	0.1
83	0.7	0.3
84	0.4	0.6
85	0.6	0.4
86	0.5	0.5
87	0.3	0.7
88	0.7	0.3
89	0.3	0.7
90	0.7	0.3
91	0.75	0.25
92	0.85	0.15
93	0.85	0.15
94	0.7	0.3
95	0.8	0.2
96	0.9	0.1
97	0.85	0.1
98	0.5	0.1
99	0.7	0.1
100	0.9	0.1
Rata-rata	0.66	0.34

Lampiran 9

Behavior Intention

Responden	Sikap	Bobot Sikap	Norma Subjective	Bobot Norma Subjective	BI
1	17	0.9	8	0.1	16.1
2	20	0.4	3	0.6	9.8
3	6	0.7	0	0.3	4.2
4	14	0.75	1	0.25	10.75
5	6	0.65	-1	0.35	3.55
6	8	0.2	0	0.8	1.6
7	5	0.85	6	0.15	5.15
8	13	0.75	0	0.25	9.75
9	17	0.5	3	0.5	10
10	8	0.85	-2	0.15	6.5
11	3	0.7	-1	0.3	1.8
12	4	0.65	6	0.35	4.7
13	4	0.85	2	0.15	3.7
14	7	0.5	2	0.5	4.5
15	5	0.5	-2	0.5	1.5
16	19	0.85	1	0.15	16.3
17	2	0.15	1	0.85	1.15
18	10	0.55	3	0.45	6.85
19	1	0.75	0	0.25	0.75
20	11	0.7	0	0.3	7.7
21	8	0.5	-1	0.5	3.5
22	-4	0.45	4	0.55	0.4
23	6	0.65	-3	0.35	2.85
24	9	0.75	2	0.25	7.25
25	7	0.75	0	0.25	5.25
26	-6	0.85	1	0.15	-4.95
27	0	0.85	-2	0.15	-0.3
28	2	0.65	2	0.35	2
29	4	0.75	0	0.25	3
30	11	0.9	1	0.1	10
31	13	0.75	3	0.25	10.5
32	11	0.85	8	0.15	10.55
33	11	0.7	-6	0.3	5.9
34	8	0.4	1	0.6	3.8

35	8	0.8	3	0.2	7
36	8	0.65	3	0.35	6.25
37	15	0.2	1	0.8	3.8
38	3	0.8	6	0.2	3.6
39	17	0.9	-5	0.1	14.8
40	21	0.85	4	0.15	18.45
41	8	0.85	2	0.15	7.1
42	2	0.65	0	0.35	1.3
43	7	0.4	2	0.6	4
44	6	0.6	0	0.4	3.6
45	12	0.85	-3	0.15	9.75
46	22	0.85	1	0.15	18.85
47	12	0.75	3	0.25	9.75
48	14	0.7	0	0.3	9.8
49	3	0.65	1	0.35	2.3
50	18	0.1	2	0.9	3.6
51	14	0.2	0	0.8	2.8
52	7	0.9	1	0.1	6.4
53	7	0.2	4	0.8	4.6
54	10	0.5	2	0.5	6
55	18	0.5	3	0.5	10.5
56	11	0.5	0	0.5	5.5
57	11	0.8	-2	0.2	8.4
58	3	0.85	2	0.15	2.85
59	2	0.7	0	0.3	1.4
60	18	0.5	3	0.5	10.5
61	5	0.55	0	0.45	2.75
62	-4	0.45	0	0.55	-1.8
63	9	0.65	4	0.35	7.25
64	11	0.8	-2	0.2	8.4
65	0	0.7	0	0.3	0
66	8	0.6	1	0.4	5.2
67	5	0.75	1	0.25	4
68	5	0.85	-1	0.15	4.1
69	15	0.8	1	0.2	12.2
70	3	0.65	-2	0.35	1.25
71	8	0.65	0	0.35	5.2
72	8	0.8	-2	0.2	6
73	3	0.65	0	0.35	1.95
74	5	0.5	0	0.5	2.5
75	7	0.5	2	0.5	4.5
76	9	0.8	3	0.2	7.8

77	7	0.45	1	0.55	3.7
78	12	0.55	1	0.45	7.05
79	5	0.8	7	0.2	5.4
80	1	0.55	2	0.45	1.45
81	4	0.85	1	0.15	3.55
82	8	0.9	-2	0.1	7
83	1	0.7	1	0.3	1
84	11	0.4	3	0.6	6.2
85	2	0.6	1	0.4	1.6
86	0	0.5	-3	0.5	-1.5
87	5	0.3	-6	0.7	-2.7
88	5	0.7	-1	0.3	3.2
89	15	0.3	5	0.7	8
90	11	0.7	-3	0.3	6.8
91	9	0.75	1	0.25	7
92	7	0.85	1	0.15	6.1
93	7	0.85	1	0.15	6.1
94	4	0.7	-1	0.3	2.5
95	21	0.8	2	0.2	17.2
96	8	0.9	5	0.1	7.7
97	7	0.85	1	0.1	6.05
98	6	0.5	0	0.1	3
99	6	0.7	-2	0.1	4
100	1	0.9	-2	0.1	0.7
Total	7.67	0.66	0.91	0.34	5.415 8