

## Lampiran 2

### Tabulasi Validitas dan Reliabilitas Keyakinan (*Belief*)

Resp	p1	p2	p3	p4	p5	p6	Total
1	5	4	4	4	4	4	25
2	3	3	5	4	3	5	23
3	4	4	4	5	4	4	25
4	4	3	3	3	3	3	19
5	3	5	4	4	5	4	25
6	4	4	3	3	4	3	21
7	4	3	4	3	3	5	22
8	5	4	4	4	4	4	25
9	3	5	3	3	5	3	22
10	5	3	4	4	3	4	23
11	4	4	3	4	4	3	22
12	3	4	5	4	4	5	25
13	4	5	5	4	5	5	28
14	3	3	3	3	3	3	18
15	4	4	3	4	4	4	23
16	5	4	4	3	4	4	24
17	4	3	3	4	3	3	20
18	3	5	5	4	5	5	27
19	4	5	3	5	4	3	24
20	5	4	5	4	4	5	27
21	3	4	3	4	4	3	21
22	5	5	4	3	5	4	26
23	4	4	3	4	4	3	22
24	4	3	4	4	3	4	22
25	4	5	3	4	5	3	24
26	4	3	3	3	3	3	19
27	4	5	4	4	5	4	26
28	5	3	5	5	3	5	26
29	3	3	3	3	3	3	18
30	3	4	3	3	4	3	20

**Tabulasi Validitas dan Reliabilitas Evaluasi (Evaluation)**

<b>Resp</b>	<b>p1</b>	<b>p2</b>	<b>p3</b>	<b>p4</b>	<b>p5</b>	<b>p6</b>	<b>Total</b>
1	4	4	3	3	4	3	21
2	2	3	3	4	3	3	18
3	3	2	3	5	2	3	18
4	4	5	5	4	5	5	28
5	5	3	5	2	3	5	23
6	4	4	5	5	4	5	27
7	3	5	3	4	5	3	23
8	2	3	4	5	3	4	21
9	4	4	3	2	4	3	20
10	5	3	5	5	3	5	26
11	4	3	2	4	3	2	18
12	4	5	4	4	5	4	26
13	5	3	5	4	3	5	25
14	3	5	3	5	5	3	24
15	3	3	4	2	3	4	19
16	4	4	5	4	4	5	26
17	5	3	2	3	3	2	18
18	3	4	4	4	4	4	23
19	4	5	3	3	5	3	23
20	4	5	3	3	5	3	23
21	3	5	3	3	5	3	22
22	5	5	3	3	5	3	24
23	3	3	4	4	3	4	21
24	4	1	5	4	1	5	20
25	3	3	3	3	3	3	18
26	4	4	2	4	4	2	20
27	5	4	4	3	4	4	24
28	4	3	3	4	3	3	20
29	3	5	3	4	5	3	23
30	5	4	5	3	4	5	26

## Lampiran 3

## Uji Validitas Keyakinan ( Belief )

## Correlations

		p1	p2	p3	P4	p5	p6	Total
p1	Pearson Correlation	1	-.067	.206	.189	-.074	.208	.392*
	Sig. (2-tailed)		.724	.275	.318	.699	.269	.032
	N	30	30	30	30	30	30	30
p2	Pearson Correlation	-.067	1	.082	.178	.973**	.033	.608**
	Sig. (2-tailed)	.724		.666	.347	.000	.864	.000
	N	30	30	30	30	30	30	30
p3	Pearson Correlation	.206	.082	1	.360	.127	.949**	.758**
	Sig. (2-tailed)	.275	.666		.051	.502	.000	.000
	N	30	30	30	30	30	30	30
p4	Pearson Correlation	.189	.178	.360	1	.094	.315	.549**
	Sig. (2-tailed)	.318	.347	.051		.620	.090	.002
	N	30	30	30	30	30	30	30
p5	Pearson Correlation	-.074	.973**	.127	.094	1	.079	.614**
	Sig. (2-tailed)	.699	.000	.502	.620		.678	.000
	N	30	30	30	30	30	30	30
p6	Pearson Correlation	.208	.033	.949**	.315	.079	1	.722**
	Sig. (2-tailed)	.269	.864	.000	.090	.678		.000
	N	30	30	30	30	30	30	30
Total	Pearson Correlation	.392*	.608**	.758**	.549**	.614**	.722**	1
	Sig. (2-tailed)	.032	.000	.000	.002	.000	.000	
	N	30	30	30	30	30	30	30

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

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

## Lampiran 4

## HASIL UJI RELIABILITAS KEYAKINAN

**Reliability****Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.632	5

## Lampiran 5

## Uji Validitas Evaluasi ( Evaluation )

## Correlations

		p1	p2	p3	P4	p5	p6	Total
p1	Pearson Correlation	1	-.067	.323	-.155	-.106	.287	.400*
	Sig. (2-tailed)		.726	.082	.414	.575	.124	.029
	N	30	30	30	30	30	30	30
p2	Pearson Correlation	-.067	1	-.185	-.061	.985**	-.245	.512**
	Sig. (2-tailed)	.726		.329	.751	.000	.193	.004
	N	30	30	30	30	30	30	30
p3	Pearson Correlation	.323	-.185	1	.199	-.215	.983**	.680**
	Sig. (2-tailed)	.082	.329		.293	.255	.000	.000
	N	30	30	30	30	30	30	30
p4	Pearson Correlation	-.155	-.061	.199	1	-.019	.244	.322
	Sig. (2-tailed)	.414	.751	.293		.919	.195	.083
	N	30	30	30	30	30	30	30
p5	Pearson Correlation	-.106	.985**	-.215	-.019	1	-.244	.500**
	Sig. (2-tailed)	.575	.000	.255	.919		.195	.005
	N	30	30	30	30	30	30	30
p6	Pearson Correlation	.287	-.245	.983**	.244	-.244	1	.649**
	Sig. (2-tailed)	.124	.193	.000	.195	.195		.000
	N	30	30	30	30	30	30	30
Total	Pearson Correlation	.400*	.512**	.680**	.322	.500**	.649**	1
	Sig. (2-tailed)	.029	.004	.000	.083	.005	.000	
	N	30	30	30	30	30	30	30

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

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

## Lampiran 6

## HASIL UJI RELIABILITAS EVALUASI

**Reliability****Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.475	5

## Lampiran 7

## Uji Validitas &amp; Realibilitas Normative Belief

Correlations

		p1	p2	p3	Total
p1	Pearson Correlation	1	.709**	.460*	.891**
	Sig. (2-tailed)		.000	.011	.000
	N	30	30	30	30
p2	Pearson Correlation	.709**	1	.297	.858**
	Sig. (2-tailed)	.000		.111	.000
	N	30	30	30	30
p3	Pearson Correlation	.460*	.297	1	.681**
	Sig. (2-tailed)	.011	.111		.000
	N	30	30	30	30
Total	Pearson Correlation	.891**	.858**	.681**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

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

## Reliability

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.739	3



## Lampiran 8

## Uji Validitas &amp; Reliabilitas Motivation to Comply

Correlations

		p1	p2	p3	Total
p1	Pearson Correlation	1	.384*	.396*	.741**
	Sig. (2-tailed)		.036	.030	.000
	N	30	30	30	30
p2	Pearson Correlation	.384*	1	.535**	.818**
	Sig. (2-tailed)	.036		.002	.000
	N	30	30	30	30
p3	Pearson Correlation	.396*	.535**	1	.813**
	Sig. (2-tailed)	.030	.002		.000
	N	30	30	30	30
Total	Pearson Correlation	.741**	.818**	.813**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

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

## Reliability

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.701	3

## Lampiran 9

**Analisa Sikap Konsumen terhadap Produk *Bear Brand***

Resp	Belief						Evaluation						Sikap
	Fungsi	Kemasan	Rasa	Gengsi	Daya Tahan Simpan	Harga	Fungsi	Kemasan	Rasa	Gengsi	Daya Tahan Simpan	Harga	
1	1	0	1	1	1	1	1	1	1	0	0	1	3
2	1	0	1	0	0	0	1	0	1	0	0	0	2
3	1	1	1	1	1	1	1	1	1	1	1	1	5
4	2	1	2	1	1	1	2	1	2	1	1	1	11
5	0	1	-1	1	1	0	0	1	1	0	0	1	0
6	1	0	1	1	1	1	1	0	1	1	1	1	4
7	2	2	0	0	0	2	1	1	0	0	0	0	4
8	2	1	2	1	1	1	-1	-1	-2	-1	-1	2	-6
9	2	1	2	1	1	1	-2	-1	-1	0	0	-1	-8
10	2	0	2	0	0	0	-1	-1	-1	-1	-1	0	-4
11	2	2	1	0	0	1	1	1	1	2	2	1	6
12	2	1	2	2	2	2	2	1	1	1	1	1	11
13	1	1	1	1	1	0	1	1	1	0	0	1	3
14	1	1	1	1	1	1	1	0	0	1	1	1	3
15	1	1	1	1	1	1	1	0	1	0	0	1	3
16	1	1	1	1	1	1	1	1	1	0	0	1	4
17	1	1	1	1	1	1	1	0	1	1	1	1	4
18	1	1	0	0	0	1	1	1	1	1	1	1	3
19	1	1	1	0	0	1	1	1	1	1	1	1	4
20	1	1	1	1	1	1	1	1	1	1	1	1	5
21	1	1	1	1	1	1	1	1	1	0	0	1	4
22	0	1	0	0	0	1	-1	-1	0	-1	-1	-1	-2
23	2	-1	2	-1	-1	0	-1	0	-1	-1	-1	0	-3
24	0	0	1	1	1	0	0	1	-1	-1	-1	1	-2
25	1	1	1	1	1	0	-1	-1	-1	-1	-1	-1	-4
26	2	2	2	2	2	2	-1	1	-1	1	1	1	2
27	1	1	2	1	1	1	1	1	2	1	1	1	8
28	0	1	0	0	0	1	2	1	1	1	1	1	2
29	1	1	2	1	1	1	0	0	-1	0	0	1	-1
30	0	1	2	1	1	1	1	2	1	2	2	2	8
31	2	1	2	1	1	0	1	1	1	1	1	2	6
32	1	1	1	1	1	1	1	0	0	0	0	1	2
33	-1	0	0	0	0	0	0	1	0	1	1	0	0
34	2	1	0	0	0	2	2	1	0	1	1	2	9

35	2	0	1	1	1	1	2	0	1	1	1	2	8
36	1	0	0	0	0	1	2	0	1	0	0	2	4
37	2	1	0	0	0	1	2	2	2	1	1	1	7
38	2	0	1	-1	-1	1	0	0	0	1	1	1	0
39	2	-1	1	1	1	0	2	0	1	1	1	1	6
40	2	-1	1	0	0	1	1	-2	-1	-1	-1	0	3
41	2	-1	0	0	0	1	2	-1	-1	0	0	2	7
42	2	0	-1	0	0	1	1	-1	0	0	0	-1	1
43	1	1	1	0	0	1	0	0	-1	-1	-1	0	-1
44	2	2	0	0	0	1	0	2	0	1	1	1	5
45	2	2	2	2	2	1	2	1	2	1	1	1	13
46	1	0	1	0	0	-1	0	0	0	0	0	2	-2
47	1	0	2	0	0	-1	1	1	1	1	1	1	2
48	0	0	0	1	1	0	1	0	0	0	0	1	0
49	2	0	0	-1	-1	1	1	-1	-1	-1	-1	1	4
50	1	-1	0	0	0	1	2	-1	0	0	0	-1	2
51	2	0	0	0	0	1	0	0	-1	-1	-1	-1	-1
52	0	0	0	0	0	0	2	2	1	2	2	1	0
53	1	0	-1	-1	-1	1	1	0	0	0	0	1	2
54	2	1	1	1	1	1	1	2	1	2	2	1	8
55	1	0	-1	0	0	2	1	0	1	0	0	1	2
56	1	-1	0	-1	-1	1	1	-1	0	-1	-1	1	4
57	2	-1	-1	0	0	1	1	-1	-1	0	0	1	5
58	0	1	0	0	0	0	2	1	2	0	0	1	1
59	-1	2	0	1	1	0	2	2	2	0	0	2	2
60	2	0	1	2	2	1	2	0	1	2	2	1	10
61	1	1	1	1	1	0	2	1	2	1	1	1	6
62	2	1	2	1	1	1	2	1	2	1	1	1	11
63	2	0	0	0	0	1	2	0	0	0	0	2	6
64	2	0	0	0	0	1	2	0	0	0	0	2	6
65	2	-1	0	0	0	0	1	-1	0	-1	-1	1	3
66	1	-1	0	-1	-1	0	0	0	-1	0	0	2	0
67	1	-1	0	-1	-1	1	-1	-1	0	-1	-1	1	2
68	2	-1	2	0	0	-1	-2	0	-2	-1	-1	0	-8
69	2	1	2	-1	-1	-1	-1	0	-1	0	0	0	-4
70	2	1	2	-1	-1	1	-2	-1	-2	-1	-1	1	-7
71	1	-1	1	-1	-1	-1	-2	1	-2	1	1	1	-7
72	1	2	1	1	1	2	-2	-2	-2	-1	-1	-2	-13
73	1	2	1	0	0	1	1	-1	-1	0	0	1	-1
74	2	1	2	1	1	0	1	-2	-1	0	0	1	-2
75	1	0	2	-1	-1	1	1	-1	-1	0	0	1	0
76	2	-1	2	1	1	0	1	-2	-1	-1	-1	2	1
77	1	0	2	1	1	1	1	-2	-1	0	0	2	1
78	0	0	1	0	0	1	0	-2	-1	0	0	2	1

79	1	1	2	-1	-1	0	0	-2	-1	0	0	1	-4
80	1	2	1	2	2	1	0	-2	-1	1	1	1	-2
81	0	1	1	1	1	0	0	-1	-2	1	1	2	-2
82	0	0	0	-1	-1	0	1	0	-2	0	0	2	0
83	0	-1	0	-1	-1	2	1	-1	-2	0	0	1	3
84	0	-1	0	-1	-1	1	0	0	-1	1	1	0	-1
85	0	-1	0	0	0	1	0	0	-1	0	0	0	0
86	0	-1	0	0	0	1	-1	-1	0	0	0	0	1
87	-1	-1	0	-1	-1	1	1	-1	0	0	0	1	1
88	-1	-1	0	-1	-1	0	1	-2	0	1	1	1	0
89	-1	-1	1	0	0	0	1	-1	0	0	0	2	0
90	0	0	0	0	0	1	2	0	0	1	1	0	0
91	0	0	0	-1	-1	0	1	0	-1	0	0	0	0
92	-1	-1	1	-1	-1	1	0	-1	0	1	1	1	1
93	-1	-1	1	-1	-1	1	0	-1	0	0	0	1	2
94	0	-1	0	-2	-2	0	-1	-1	0	-1	-1	1	3
95	0	-2	1	-2	-2	2	-1	0	-1	0	0	0	-1
96	1	-2	-1	-2	-2	1	0	0	-1	-1	-1	1	4
97	1	-2	0	-1	-1	1	0	1	0	-1	-1	0	-1
98	1	-1	1	-1	-1	0	-1	0	0	-1	-1	0	0
99	0	-1	0	0	0	1	-1	1	1	-1	-1	1	0
100	1	-1	0	0	0	0	0	-1	0	-1	-1	2	1
Rata2	1	0.21	0.74	0,2	0.15	0.7	0.58	-0.03	-0.01	0,18	0.18	0.87	<b>1.2023</b>

## Lampiran 10

Norma Subyektif Produk Bear Brand

Resp.	<i>Normatif Belief</i>			<i>Motivation to Comply</i>			N.Subyktif
	Keluarga	Teman	Iklan	Keluarga	Teman	Iklan	
1	1	-1	-1	-1	0	1	-2
2	1	-2	2	0	2	0	-4
3	0	0	0	0	0	-1	0
4	1	-1	0	1	1	0	0
5	1	1	0	0	-1	0	-1
6	1	0	1	0	0	0	0
7	0	0	1	0	0	1	1
8	1	-1	2	1	1	2	4
9	0	0	0	0	1	-1	0
10	2	2	1	0	1	1	3
11	1	1	0	1	1	1	2
12	1	1	1	1	1	1	3
13	1	0	0	0	1	0	0
14	-2	-2	-2	-1	-1	0	4
15	1	1	1	1	0	0	1
16	1	-1	-1	1	1	1	-1
17	-1	-2	-1	-1	-2	-2	7
18	1	1	1	-1	1	1	1
19	-1	-2	1	0	-2	0	4
20	1	1	1	1	1	1	3
21	2	1	1	2	2	2	8
22	2	1	1	2	1	1	6
23	-1	1	0	0	0	1	0
24	1	1	0	1	0	1	1
25	1	0	1	0	1	0	0
26	1	0	0	0	-1	-1	0
27	-1	-2	0	1	-1	0	1
28	1	0	1	0	-1	0	0
29	1	0	0	1	0	-1	1
30	0	1	0	0	1	0	1
31	0	0	1	0	1	1	1
32	1	-1	1	0	0	0	0
33	1	1	0	2	0	0	2
34	1	1	1	2	0	2	4
35	-1	-1	-1	1	-1	0	0
36	1	0	0	1	0	1	1
37	1	0	0	0	0	-1	0
38	0	1	1	0	0	0	0
39	-2	0	0	-2	-2	-1	4
40	1	0	0	0	0	0	0
41	-1	-1	-1	0	0	0	0
42	1	-1	-1	1	1	0	0
43	1	0	0	1	1	1	1

44	0	-1	-1	-2	-2	-2	4
45	-1	0	0	2	-1	0	-2
46	1	1	1	0	-1	0	-1
47	0	1	1	0	0	0	0
48	0	0	-1	1	0	0	0
49	1	1	1	1	0	0	1
50	1	1	-2	-1	1	-1	2
51	1	0	0	0	0	0	0
52	-1	-1	-1	0	0	0	0
53	1	-1	-1	1	1	0	0
54	1	0	0	1	1	1	1
55	0	-1	-1	2	2	-2	0
56	-1	0	0	2	-1	0	-2
57	1	1	1	0	-1	0	-1
58	0	1	1	0	0	0	0
59	0	0	-1	1	0	0	0
60	1	1	1	1	0	0	1
61	1	1	2	-1	1	-1	-2
62	1	1	0	1	1	1	2
63	1	1	1	1	1	1	3
64	1	0	0	0	1	0	0
65	-2	2	-2	-1	-1	0	0
66	1	1	1	1	0	0	1
67	1	-1	-1	1	1	1	-1
68	-1	-2	-1	-1	-2	-2	7
69	1	1	1	-1	1	1	1
70	-1	-2	1	0	-2	0	4
71	1	1	-1	1	1	1	1
72	2	1	-1	2	2	2	4
73	2	1	1	2	1	1	6
74	-1	1	0	0	0	1	0
75	1	1	0	1	0	1	1
76	1	0	1	0	1	0	0
77	1	0	0	0	-1	-1	0
78	-1	2	0	1	-1	0	-3
79	1	0	1	0	1	0	0
80	1	0	0	1	0	-1	1
81	0	1	0	0	1	0	1
82	0	0	1	0	-1	1	1
83	1	-1	1	0	0	0	0
84	1	1	0	2	0	0	2
85	1	1	1	2	0	2	4
86	-1	-1	-1	-1	-1	0	2
87	1	0	0	1	0	1	1
88	1	0	0	0	0	-1	0
89	1	0	1	0	0	0	0
90	0	0	1	0	0	1	1
91	1	1	-2	1	1	2	-2

92	0	0	0	0	1	-1	0
93	2	2	1	0	1	1	3
94	1	0	0	0	0	0	0
95	-1	1	-1	0	0	0	0
96	1	1	-1	1	1	0	2
97	1	0	0	1	1	1	1
98	0	1	-1	-2	2	-2	4
99	1	0	0	2	1	0	2
100	1	1	1	0	1	0	1
rata2	0.5	0.18	0.14	0.4	0.2	0.18	<b>0.2612</b>



## Lampiran 11

**Bobot Sikap dan Norma Subyektif Produk Bear Brand**

RESP.	SIKAP	N.Sbytif
1	50%	50%
2	60%	40%
3	70%	30%
4	60%	40%
5	80%	20%
6	60%	40%
7	50%	50%
8	60%	40%
9	40%	60%
10	60%	40%
11	50%	50%
12	30%	70%
13	50%	50%
14	40%	60%
15	60%	40%
16	40%	60%
17	50%	50%
18	40%	60%
19	30%	70%
20	60%	40%
21	70%	30%
22	50%	50%
23	50%	50%
24	80%	20%
25	40%	60%
26	60%	40%
27	50%	50%
28	60%	40%
29	40%	60%
30	60%	40%
31	70%	30%
32	100%	0%
33	80%	20%
34	75%	25%
35	95%	5%
36	100%	0%
37	100%	0%
38	80%	20%
39	100%	0%
40	50%	50%
41	80%	20%
42	50%	50%
43	20%	80%
44	50%	50%
45	50%	50%
46	80%	20%
47	60%	40%
48	75%	25%
49	15%	85%
50	40%	60%
51	80%	20%
52	40%	60%
53	60%	40%

54	50%	50%
55	60%	40%
56	40%	60%
57	60%	40%
58	70%	30%
59	100%	0%
60	80%	20%
61	75%	25%
62	95%	5%
63	100%	0%
64	70%	30%
65	80%	20%
66	80%	20%
67	50%	50%
68	50%	50%
69	80%	20%
70	95%	5%
71	40%	60%
72	60%	40%
73	70%	30%
74	100%	0%
75	80%	20%
76	75%	25%
77	95%	5%
78	0%	100%
79	50%	50%
80	40%	60%
81	70%	30%
82	60%	40%
83	80%	20%
84	60%	40%
85	50%	50%
86	60%	40%
87	40%	60%
88	70%	30%
89	0%	100%
90	80%	20%
91	80%	20%
92	60%	40%
93	50%	50%
94	60%	40%
95	40%	60%
96	60%	40%
97	50%	50%
98	30%	70%
99	50%	50%
100	80%	20%
rata2	<b>61%</b>	<b>39%</b>

## Lampiran 10

**Perilaku Konsumen Bear Brand**

RESP.	SIKAP	N.Sbytif	Perilaku
1	50%	50%	50%
2	60%	40%	-40%
3	70%	30%	350%
4	60%	40%	660%
5	80%	20%	-20%
6	60%	40%	240%
7	50%	50%	250%
8	60%	40%	-200%
9	40%	60%	-320%
10	60%	40%	-120%
11	50%	50%	400%
12	30%	70%	540%
13	50%	50%	150%
14	40%	60%	360%
15	60%	40%	220%
16	40%	60%	100%
17	50%	50%	550%
18	40%	60%	180%
19	30%	70%	400%
20	60%	40%	420%
21	70%	30%	520%
22	50%	50%	200%
23	50%	50%	-150%
24	80%	20%	-140%
25	40%	60%	-160%
26	60%	40%	120%
27	50%	50%	450%
28	60%	40%	120%
29	40%	60%	20%
30	60%	40%	520%
31	70%	30%	450%
32	100%	0%	200%
33	80%	20%	40%
34	75%	25%	775%
35	95%	5%	760%
36	100%	0%	400%

37	100%	0%	700%
38	80%	20%	0%
39	100%	0%	600%
40	50%	50%	150%
41	80%	20%	560%
42	50%	50%	50%
43	20%	80%	60%
44	50%	50%	450%
45	50%	50%	550%
46	80%	20%	-180%
47	60%	40%	120%
48	75%	25%	0%
49	15%	85%	145%
50	40%	60%	200%
51	80%	20%	-80%
52	40%	60%	0%
53	60%	40%	120%
54	50%	50%	450%
55	60%	40%	120%
56	40%	60%	40%
57	60%	40%	260%
58	70%	30%	70%
59	100%	0%	200%
60	80%	20%	820%
61	75%	25%	400%
62	95%	5%	1055%
63	100%	0%	600%
64	70%	30%	420%
65	80%	20%	240%
66	80%	20%	20%
67	50%	50%	50%
68	50%	50%	-50%
69	80%	20%	-300%
70	95%	5%	-645%
71	40%	60%	-220%
72	60%	40%	-620%
73	70%	30%	110%
74	100%	0%	-200%
75	80%	20%	20%
76	75%	25%	75%

77	95%	5%	95%
78	0%	100%	-300%
79	50%	50%	-200%
80	40%	60%	-20%
81	70%	30%	-110%
82	60%	40%	40%
83	80%	20%	240%
84	60%	40%	20%
85	50%	50%	200%
86	60%	40%	140%
87	40%	60%	100%
88	70%	30%	0%
89	0%	100%	0%
90	80%	20%	20%
91	80%	20%	-40%
92	60%	40%	60%
93	50%	50%	250%
94	60%	40%	180%
95	40%	60%	-40%
96	60%	40%	320%
97	50%	50%	0%
98	30%	70%	280%
99	50%	50%	100%
100	80%	20%	100%
rata2	61%	39%	<b>84%</b>

## Lampiran 1

### KUESIONER

Saya mahasiswa Fakultas Ekonomi dari Universitas Indonusa Esa Unggul sedang melakukan penelitian skripsi dengan judul “ Analisis Sikap dan Perilaku Konsumen Terhadap Produk Susu *Bear Brand* “. Oleh karena itu saya mengharapkan Bapak/Ibu/Saudara/I bersedia untuk mengisi kuesioner ini sebagai bahan pembuatan skripsi saya. Terima Kasih.

1. Jenis Kelamin Anda?
  - a. Laki-laki
  - b. Perempuan
2. Berapa Usia Anda saat ini?
  - a. 17 - 23 tahun
  - b. 24 - 30 tahun
  - c. > 31 tahun
3. Berapa Pendapatan Anda dalam 1 bulan?
  - a. Di bawah Rp 1.000.000,-
  - b. Rp 1.000.000-Rp 2.000.000,-
  - c. Rp 2.000.000-Rp3.000.000,-
  - d. Rp > Rp 3.000.000,-
4. Apakah Pekerjaan Anda saat ini?
  - a. Mahasiswa / Pelajar
  - b. Wiraswasta
  - c. Karyawan Swasta
  - d. Ibu Rumah Tangga

## A. Kuesioner Sikap dan Perilaku

### 1. *Belief* (Keyakinan)

Keterangan :

SB = Sangat Baik

B = Baik

CB = Cukup Baik

TB = Tidak Baik

STB = Sangat Tidak Baik

Berilah tanda silang (x) pada tabel-tabel di bawah ini :

No	Pertanyaan	Belief				
		SB	B	CB	TB	STB
		2	1	0	-1	-2
1	Bear Brand dapat menetralkan racun dalam tubuh					
2	Kemasan Bear Brand bervariasi dan higienis					
3	Rasa Bear Brand sesuai dengan selera konsumen					
4	Mengonsumsi Bear Brand merupakan gaya hidup					
5	Daya tahan simpan Bear Brand penting bagi konsumen					
6	Harga Bear Brand terjangkau oleh konsumen					

## 2. *Evaluation* (Evaluasi)

Keterangan :

SP = Sangat Penting

P = Penting

CP = Cukup Penting

TP = Tidak Penting

STP = Sangat tidak Penting

Berilah tanda silang (x) pada tabel-tabel di bawah ini :

No	Pertanyaan	Evaluation				
		SP	P	CP	TP	STP
		2	1	0	-1	-2
1	Bear Brand dapat menetralkan racun dalam tubuh					
2	Kemasan Bear Brand bervariasi dan higienis					
3	Rasa Bear Brand sesuai dengan selera konsumen					
4	Mengonsumsi Bear Brand merupakan gaya hidup					
5	Daya tahan simpan Bear Brand penting bagi konsumen					
6	Harga Bear Brand terjangkau oleh konsumen					

## B. Kuesioner Norma Subyektif

### 1. Normative Belief

Berilah tanda silang (x) pada tabel-tabel di bawah ini :

NO	Pertanyaan	Normative Belief				
		SB	B	CB	TB	STB
		2	1	0	-1	-2
1.	Keluarga saya berpendapat sebaiknya meminum Bear Brand					
2.	Teman saya berpendapat sebaiknya meminum Bear Brand					
3.	Iklan mempengaruhi saya dalam pembelian produk Bear Brand					

### 2. Motivation to Comply

Berilah tanda silang (x) pada tabel-tabel di bawah ini :

NO	Pertanyaan	Normative Belief				
		SB	B	CB	TB	STB
		2	1	0	-1	-2
1.	Keluarga saya berpendapat sebaiknya meminum Bear Brand					
2.	Teman saya berpendapat sebaiknya meminum Bear Brand					
3.	Iklan mempengaruhi saya dalam pembelian produk Bear Brand					



**C. Kuesioner Bobot**

Dalam memutuskan meminum Bear Brand, maka keputusan tersebut

berdasarkan pendapat saya :

1. Sikap saya terhadap produk	=	..... %
2. Keluarga,teman, dan iklan	=	.....%
		<hr/>
		+
TOTAL	=	100 %