

**LAMPIRAN 8**  
**PERHITUNGAN SKOR**

## DATA PERHITUNGAN HIPOTETIK

### a. Data Minat Membeli

$$\mu = \frac{(\text{Jumlah aitem} \times \text{Skor max}) + (\text{Jumlah aitem} \times \text{Skor min})}{2}$$

$$= \frac{(24 \times 4) + (24 \times 1)}{2}$$

$$= 60$$

$$SD = \frac{(\text{Jumlah aitem} \times \text{Skor Max}) - (\text{jumlah aitem} \times \text{Skor min})}{6 SD}$$

$$SD = \frac{(24 \times 4) - (24 \times 1)}{6 SD}$$

$$SD = 12$$

Kategorisasi Subjek :

1. Sangat rendah :  $X < (\mu - 1.8 \sigma)$   
 $X < 55 - 1.8 (11)$   
 $X < 35.2$
2. Rendah :  $(\mu - 1.8 \sigma) \leq X \leq (\mu - 0.6 \sigma)$   
 $55 - 1.8 (11) \leq X \leq 55 - 0.6 (11)$   
 $35.2 \leq X < 48.4$
3. Sedang :  $\mu - 0.6 \sigma \leq X < \mu + 0.6 \sigma$   
 $55 - 0.6 (11) \leq X < 55 + 0.6 (11)$   
 $48.4 \leq X < 61.6$
4. Tinggi :  $\mu + 0.6 \sigma \leq X \leq \mu + 1.8 \sigma$   
 $55 + 0.6 (11) \leq X \leq 55 + 1.8 (11)$   
 $61.6 \leq X \leq 74.8$
5. Sangat Tinggi :  $X > \mu + 1.8 \sigma$   
 $X > 55 + 1.8 (11)$   
 $X > 74.8$

**b. Data Persepsi Konsumen**

$$\mu = \frac{(\text{Jumlah aitem} \times \text{Skor max}) + (\text{Jumlah aitem} \times \text{Skor min})}{2}$$

$$= \frac{(27 \times 4) + (27 \times 1)}{2}$$

$$= 67.5$$

$$SD = \frac{(\text{Jumlah aitem} \times \text{Skor Max}) - (\text{jumlah aitem} \times \text{Skor min})}{6 SD}$$

$$SD = \frac{(27 \times 4) - (27 \times 1)}{6 SD}$$

$$SD = 13.5$$

Kategorisasi Subjek :

6. Sangat rendah :  $X < (\mu - 1.8 \sigma)$   
 $X < 107.5 - 1.8 (21.5)$   
 $X < 68.8$
7. Rendah :  $(\mu - 1.8 \sigma) \leq X \leq (\mu - 0.6 \sigma)$   
 $107.5 - 1.8 (21.5) \leq X \leq 107.5 - 0.6 (21.5)$   
 $68.8 \leq X < 94.6$
8. Sedang :  $\mu - 0.6 \sigma \leq X < \mu + 0.6 \sigma$   
 $107.5 - 0.6 (21.5) \leq X < 107.5 + 0.6 (21.5)$   
 $94.6 \leq X < 120.4$
9. Tinggi :  $\mu + 0.6 \sigma \leq X \leq \mu + 1.8 \sigma$   
 $107.5 + 0.6 (21.5) \leq X \leq 107.5 + 1.8 (21.5)$   
 $120.4 \leq X \leq 146.2$
10. Sangat Tinggi :  $X > \mu + 1.8 \sigma$   
 $X > 107.5 + 1.8 (21.5)$   
 $X > 146.2$

**c. Data Religiusitas**

$$\mu = \frac{(\text{Jumlah aitem} \times \text{Skor max}) + (\text{Jumlah aitem} \times \text{Skor min})}{2}$$

$$= \frac{(26 \times 4) + (26 \times 1)}{2}$$

$$= 83$$

$$SD = \frac{(\text{Jumlah aitem} \times \text{Skor Max}) - (\text{jumlah aitem} \times \text{Skor min})}{6 SD}$$

$$SD = \frac{(26 \times 4) - (26 \times 1)}{6 SD}$$

$$SD = 17.3$$

Kategorisasi Subjek :

11. Sangat rendah :  $X < (\mu - 1.8 \sigma)$   
 $X < 52.5 - 1.8 (10.5)$   
 $X < 33.6$
12. Rendah :  $(\mu - 1.8 \sigma) \leq X \leq (\mu - 0.6 \sigma)$   
 $52.5 - 1.8 (10.5) \leq X \leq 52.5 - 0.6 (10.5)$   
 $33.6 \leq X < 46.2$
13. Sedang :  $\mu - 0.6 \sigma \leq X < \mu + 0.6 \sigma$   
 $52.5 - 0.6 (10.5) \leq X < 52.5 + 0.6 (10.5)$   
 $46.2 \leq X < 58.8$
14. Tinggi :  $\mu + 0.6 \sigma \leq X \leq \mu + 1.8 \sigma$   
 $52.5 + 0.6 (10.5) \leq X \leq 52.5 + 1.8 (10.5)$   
 $58.8 \leq X \leq 71.4$
15. Sangat Tinggi :  $X > \mu + 1.8 \sigma$   
 $X > 52.5 + 1.8 (10.5)$   
 $X > 71.4$