

**APPENDIX I:  
QUESTIONNAIRE**

Demografi:

A. Lengkapilah pernyataan dibawah ini dengan mengisi kotak di bawah dengan tanda centang atau silang, serta mengisi pernyataan di bawah di bawah ini:

- |   |   |
|---|---|
| <p>1. jenis Kelamin</p> <p><input type="checkbox"/> laki.laki</p> <p><input type="checkbox"/> Perempuan</p> <p>2. Umur</p> <p><input type="checkbox"/> &lt;20</p> <p><input type="checkbox"/> 20-30</p> <p><input type="checkbox"/> 31-40</p> <p><input type="checkbox"/> 41-50</p> <p><input type="checkbox"/> ≥50</p> | <p>3. Status</p> <p><input type="checkbox"/> Menikah</p> <p><input type="checkbox"/> Belum Menikah</p> <p>4. Pendapatan</p> <p><input type="checkbox"/> &lt;500.000</p> <p><input type="checkbox"/> 500.000-Rp1000.000</p> <p><input type="checkbox"/> 1.000.000-2.000.000</p> <p><input type="checkbox"/> 2.000.000-3.000.000</p> <p>5. Pekerjaan: .....</p> |
|---|---|

IDENTITAS DIRI (RELIGIUSITAS)						
No	Pertanyaan	STS	S	B	S	SS
1.	Saya menganggap diri saya seorang Muslim					

**STS:** Sangat Tidak Setuju **TS:** Tidak Setuju **B:** Biasa **S:** Setuju **SS:** Sangat Setuju

NIAT MEMBELI									
No	Pertanyaan	1	2	3	4	5	6	7	8
1	Berapa kali Anda berniat untuk makan daging sapi halal dalam tujuh hari ke depan, termasuk hari ini								

SIKAP						
No	Pertanyaan	STS	TS	B	S	SS
1.	Daging halal penting bagi diri saya					
2	Daging halal adalah pilihan saya sendiri					

STS: Sangat Tidak Setuju TS: Tidak Setuju B: Biasa S: Setuju SS: Sangat Setuju

NORMA SUBJEKTIF						
No	Pertanyaan	TS	T	B	M	SM
1.	Sejauh mana Anda mengambil dorongan untuk makan daging halal dari orang-orang di sekitar anda?  <i>(mitra, keluarga, teman, pemimpin agama, anak-anak dan masyarakat)</i>					

KONTROL PERILAKU						
No	Pertanyaan	STS	TS	B	S	SS
1.	Sangat mudah untuk menemukan daging sapi halal di Yogyakarta					
2.	Daging sapi Halal sudah tersedia					
3.	Ada informasi yang memadai tentang tersedia daging sapi halal					
4.	Saya selalu memiliki kesempatan untuk makan daging halal dari pasar tradisional.					

STS: Sangat Tidak Setuju TS: Tidak Setuju B: Biasa S: Setuju SS: Sangat Setuju

**APPENDIX 2:  
LIST OF RESPONDENTS DATA**

No	Attitude Behavior			Subjective Norm		Perceived control Behavior					Self-identity		Purchasing Intention
	X <sub>1.1</sub>	X <sub>1.2</sub>	X <sub>1</sub>	X <sub>2.1</sub>	X <sub>2</sub>	X <sub>3.1</sub>	X <sub>3.2</sub>	X <sub>3.3</sub>	X <sub>3.4</sub>	X <sub>3</sub>	X <sub>4.1</sub>	X <sub>4</sub>	
1	4	4	4.00	5	5.00	4	4	4	4	4.00	4	4.00	8
2	4	4	4.00	5	5.00	4	4	4	4	4.00	4	4.00	8
3	2	2	2.00	4	4.00	4	4	4	4	4.00	2	2.00	7
4	5	4	4.50	3	3.00	2	2	2	2	2.00	4	4.00	7
5	5	5	5.00	5	5.00	4	3	4	3	3.50	4	4.00	8
6	4	4	4.00	4	4.00	4	4	4	4	4.00	4	4.00	7
7	4	4	4.00	3	3.00	4	4	4	4	4.00	2	2.00	7
8	4	5	4.50	3	3.00	4	4	4	4	4.00	2	2.00	7
9	4	5	4.50	2	2.00	2	3	1	2	2.00	2	2.00	7
10	4	4	4.00	2	2.00	2	3	1	2	2.00	2	2.00	7
11	4	4	4.00	3	3.00	3	3	3	3	3.00	2	2.00	7
12	4	4	4.00	4	4.00	1	1	1	1	1.00	2	2.00	7
13	1	1	1.00	2	2.00	1	1	1	2	1.25	3	3.00	4
14	1	1	1.00	3	3.00	2	2	1	1	1.50	1	1.00	4
15	2	2	2.00	1	1.00	2	2	2	2	2.00	2	2.00	4
16	5	5	5.00	5	5.00	5	4	5	5	4.75	4	4.00	8
17	2	3	2.50	4	4.00	4	4	3	3	3.50	2	2.00	7
18	2	2	2.00	3	3.00	1	1	1	1	1.00	2	2.00	5
19	5	5	5.00	4	4.00	4	4	4	4	4.00	2	2.00	7
20	4	5	4.50	4	4.00	2	2	2	2	2.00	2	2.00	7
21	4	5	4.50	4	4.00	4	4	4	4	4.00	2	2.00	7
22	4	5	4.50	4	4.00	4	2	4	4	3.50	2	2.00	7
23	1	1	1.00	3	3.00	1	1	1	1	1.00	2	2.00	4
24	4	2	3.00	4	4.00	4	4	4	4	4.00	3	3.00	7
25	4	2	3.00	4	4.00	4	4	4	4	4.00	3	3.00	7
26	3	3	3.00	3	3.00	4	4	4	4	4.00	1	1.00	7
27	2	2	2.00	3	3.00	3	3	3	3	3.00	4	4.00	7
28	3	3	3.00	2	2.00	3	3	3	4	3.25	4	4.00	7
29	2	2	2.00	3	3.00	3	3	3	3	3.00	3	3.00	5
30	4	3	3.50	4	4.00	3	3	3	3	3.00	3	3.00	5
31	2	2	2.00	2	2.00	2	2	2	2	2.00	2	2.00	4
32	2	2	2.00	2	2.00	1	1	1	1	1.00	2	2.00	4
33	2	2	2.00	1	1.00	2	2	3	3	2.50	2	2.00	7
34	3	4	3.50	2	2.00	3	4	4	4	3.75	4	4.00	7
35	3	4	3.50	4	4.00	3	4	4	3	3.50	4	4.00	7
36	1	2	1.50	4	4.00	4	4	4	3	3.75	4	4.00	7

37	4	4	4.00	4	4.00	4	4	4	4	4.00	2	2.00	7
38	3	3	3.00	4	4.00	4	4	4	4	4.00	1	1.00	8
39	4	4	4.00	4	4.00	3	4	4	4	3.75	2	2.00	7
40	5	4	4.50	4	4.00	5	4	5	5	4.75	2	2.00	8
41	3	3	3.00	3	3.00	3	3	3	3	3.00	2	2.00	7
42	2	2	2.00	5	5.00	3	4	3	4	3.50	1	1.00	7
43	4	4	4.00	5	5.00	3	4	4	4	3.75	2	2.00	7
44	2	2	2.00	5	5.00	3	4	4	4	3.75	2	2.00	7
45	3	3	3.00	2	2.00	4	4	4	3	3.75	2	2.00	7
46	3	3	3.00	4	4.00	4	4	4	4	4.00	4	4.00	7
47	4	3	3.50	4	4.00	4	4	4	3	3.75	4	4.00	7
48	2	3	2.50	1	1.00	3	2	2	2	2.25	1	1.00	5
49	4	3	3.50	4	4.00	4	4	4	4	4.00	4	4.00	7
50	4	5	4.50	3	3.00	4	4	4	4	4.00	4	4.00	7
51	4	4	4.00	5	5.00	4	4	4	4	4.00	5	5.00	8
52	4	4	4.00	5	5.00	4	4	4	4	4.00	5	5.00	8
53	3	3	3.00	3	3.00	4	4	3	3	3.50	3	3.00	7
54	3	4	3.50	4	4.00	2	3	3	4	3.00	2	2.00	7
55	4	4	4.00	2	2.00	2	2	3	3	2.50	2	2.00	7
56	4	5	4.50	4	4.00	1	1	3	3	2.00	2	2.00	7
57	3	3	3.00	5	5.00	1	1	3	3	2.00	2	2.00	7
58	2	2	2.00	1	1.00	4	4	4	4	4.00	2	2.00	4
59	4	5	4.50	4	4.00	3	3	4	4	3.50	2	2.00	7
60	4	4	4.00	5	5.00	5	5	2	3	3.75	3	3.00	8
61	1	2	1.50	4	4.00	4	4	4	4	4.00	3	3.00	5
62	2	2	2.00	4	4.00	1	2	1	1	1.25	3	3.00	5
63	4	4	4.00	5	5.00	3	4	4	4	3.75	3	3.00	7
64	4	4	4.00	5	5.00	4	4	4	4	4.00	3	3.00	7
65	4	4	4.00	3	3.00	4	4	4	4	4.00	3	3.00	7
66	4	4	4.00	4	4.00	4	4	4	4	4.00	4	4.00	7
67	2	2	2.00	4	4.00	1	1	1	1	1.00	2	2.00	5
68	4	4	4.00	4	4.00	4	4	4	3	3.75	4	4.00	7
69	4	4	4.00	4	4.00	4	4	4	4	4.00	4	4.00	7
70	2	3	2.50	4	4.00	2	3	3	3	2.75	5	5.00	7
71	4	4	4.00	4	4.00	2	4	4	4	3.50	4	4.00	7
72	2	4	3.00	4	4.00	3	3	3	4	3.25	3	3.00	7
73	4	4	4.00	5	5.00	5	4	5	5	4.75	4	4.00	8
74	5	5	5.00	5	5.00	2	2	3	3	2.50	3	3.00	8
75	5	5	5.00	5	5.00	2	2	3	3	2.50	3	3.00	8
76	2	3	2.50	3	3.00	4	3	3	4	3.50	3	3.00	7
77	4	4	4.00	4	4.00	4	4	4	4	4.00	3	3.00	7
78	5	5	5.00	5	5.00	2	3	4	4	3.25	3	3.00	8
79	3	1	2.00	2	2.00	2	1	2	1	1.50	3	3.00	5
80	3	3	3.00	4	4.00	3	4	4	4	3.75	3	3.00	7
81	4	4	4.00	4	4.00	5	5	4	4	4.50	3	3.00	7

82	3	4	3.50	4	4.00	4	4	3	4	3.75	3	3.00	7
83	1	2	1.50	4	4.00	3	3	2	2	2.50	2	2.00	5
84	2	2	2.00	2	2.00	2	2	1	2	1.75	2	2.00	5
85	2	3	2.50	4	4.00	2	2	2	2	2.00	4	4.00	7
86	2	3	2.50	4	4.00	4	4	4	4	4.00	4	4.00	7
87	2	3	2.50	3	3.00	3	4	3	4	3.50	4	4.00	7
88	1	1	1.00	3	3.00	3	5	5	5	4.50	4	4.00	7
89	4	3	3.50	5	5.00	4	3	4	4	3.75	3	3.00	7
90	2	2	2.00	2	2.00	3	2	2	2	2.25	2	2.00	5
91	2	4	3.00	4	4.00	4	4	4	4	4.00	2	2.00	8
92	3	4	3.50	4	4.00	4	4	4	4	4.00	2	2.00	7
93	5	5	5.00	5	5.00	5	5	5	5	5.00	2	2.00	8
94	5	5	5.00	5	5.00	5	5	5	5	5.00	2	2.00	8
95	4	4	4.00	4	4.00	4	4	4	4	4.00	2	2.00	7
96	4	4	4.00	4	4.00	5	5	5	5	5.00	4	4.00	7
97	5	5	5.00	4	4.00	5	5	5	5	5.00	5	5.00	8
98	5	5	5.00	5	5.00	5	5	5	5	5.00	5	5.00	8
99	5	5	5.00	4	4.00	4	4	4	4	4.00	4	4.00	8
100	4	4	4.00	4	4.00	3	3	3	3	3.00	4	4.00	7
101	4	4	4.00	4	4.00	3	3	3	3	3.00	4	4.00	7
102	4	4	4.00	4	4.00	2	4	4	4	3.50	4	4.00	7
103	2	4	3.00	4	4.00	3	3	3	4	3.25	3	3.00	7
104	4	4	4.00	5	5.00	5	4	5	5	4.75	4	4.00	8
105	4	3	3.50	4	4.00	4	4	4	3	3.75	4	4.00	7
106	2	3	2.50	3	3.00	3	2	2	2	2.25	2	2.00	5
107	4	3	3.50	4	4.00	4	4	4	4	4.00	4	4.00	7
108	4	5	4.50	4	4.00	4	4	4	4	4.00	4	4.00	7
109	2	2	2.00	4	4.00	4	4	4	4	4.00	4	4.00	7
110	3	3	3.00	4	4.00	4	4	4	4	4.00	4	4.00	7
<b>Average</b>	<b>3.29</b>	<b>3.45</b>	<b>3.37</b>	<b>3.71</b>	<b>3.71</b>	<b>3.28</b>	<b>3.35</b>	<b>3.37</b>	<b>3.42</b>	<b>3.36</b>	<b>2.95</b>	<b>2.95</b>	<b>6.77</b>

**APPENDIX 3**  
**OUTPUT VALIDITY AND RELIABILITY TEST USING SPSS**

**1. Pre-test Validity and Reliability Result**  
**Correlations**

Correlations				
		X1.1	X1.2	Total_X1
X1.1	Pearson Correlation	1	.840**	.958**
	Sig. (2-tailed)		.000	.000
	N	40	40	40
X1.2	Pearson Correlation	.840**	1	.961**
	Sig. (2-tailed)	.000		.000
	N	40	40	40
Total_X1	Pearson Correlation	.958**	.961**	1
	Sig. (2-tailed)	.000	.000	
	N	40	40	40

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

**Reliability**  
**Scale: ALL VARIABLES**

Case Processing Summary			
		N	%
Cases	Valid	40	100.0
	Excluded <sup>a</sup>	0	.0
	Total	40	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.913	2

**Correlations**

Correlations						
		X3.1	X3.2	X3.3	X3.4	Total_X3
X3.1	Pearson Correlation	1	.881**	.934**	.914**	.972**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	40	40	40	40	40
X3.2	Pearson Correlation	.881**	1	.845**	.849**	.928**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	40	40	40	40	40
X3.3	Pearson Correlation	.934**	.845**	1	.944**	.972**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	40	40	40	40	40
X3.4	Pearson Correlation	.914**	.849**	.944**	1	.966**

	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	40	40	40	40	40
Total_X3	Pearson Correlation	.972**	.928**	.972**	.966**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	40	40	40	40	40
**. Correlation is significant at the 0.01 level (2-tailed).						

## Reliability

### Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	40	100.0
	Excluded <sup>a</sup>	0	.0
	Total	40	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.971	4

## 2. Post-test Validity and Reliability test

### Attitude Behavior (X1)

#### Correlations

Correlations

		X1.1	X1.2	X1
X1.1	Pearson Correlation	1	.809**	.952**
	Sig. (2-tailed)		.000	.000
	N	110	110	110
X1.2	Pearson Correlation	.809**	1	.950**
	Sig. (2-tailed)	.000		.000
	N	110	110	110
X1	Pearson Correlation	.952**	.950**	1
	Sig. (2-tailed)	.000	.000	
	N	110	110	110

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

#### Reliability

Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded <sup>a</sup>	0	.0
	Total	110	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.894	2



## Perceived Control Behavior (X3)

### Correlations

Correlations

		X3.1	X3.2	X3.3	X3.4	X3
X3.1	Pearson Correlation	1	.843**	.781**	.756**	.911**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	110	110	110	110	110
X3.2	Pearson Correlation	.843**	1	.801**	.813**	.929**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	110	110	110	110	110
X3.3	Pearson Correlation	.781**	.801**	1	.920**	.942**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	110	110	110	110	110
X3.4	Pearson Correlation	.756**	.813**	.920**	1	.937**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	110	110	110	110	110
X3	Pearson Correlation	.911**	.929**	.942**	.937**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	110	110	110	110	110

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

### Reliability

Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded <sup>a</sup>	0	.0
	Total	110	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.947	4

**APPENDIX 4:  
OUTPUT DESCRIPTIVE ANALYSIS TEST USING SPSS**

**Frequencies**

**Statistics**

		jenis kelamin	pekerjaan	penghasilan	Umur	Status
N	Valid	110	110	110	110	110
	Missing	0	0	0	0	0

**Frequency Table**

**jenis kelamin**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki - laki	41	37.3	37.3	37.3
	Perempuan	69	62.7	62.7	100.0
	Total	110	100.0	100.0	

**pekerjaan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pegawai negeri	25	22.7	22.7	22.7
	Pegawai swasta	31	28.2	28.2	50.9
	Pedagang/wiraswasta	15	13.6	13.6	64.5
	Mahasiswa/Pelajar	12	10.9	10.9	75.5
	Lain - lain	27	24.5	24.5	100.0
	Total	110	100.0	100.0	

**penghasilan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rp.500.000	10	9.1	9.1	9.1
	Rp.500.000 - Rp.1.000.000	6	5.5	5.5	14.5
	Rp.1.000.000 - Rp.2.000.000	38	34.5	34.5	49.1
	Rp.2.000.000 - Rp.3.000.000	56	50.9	50.9	100.0
	Total	110	100.0	100.0	

### Umur

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 20 tahun	9	8.2	8.2	8.2
20 - 30 tahun	17	15.5	15.5	23.6
31 - 40 tahun	48	43.6	43.6	67.3
41 - 50 tahun	36	32.7	32.7	100.0
Total	110	100.0	100.0	

### Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Menikah	82	74.5	74.5	74.5
Belum menikah	28	25.5	25.5	100.0
Total	110	100.0	100.0	

**APPENDIX 5:  
OUTPUT OF MULTIPLE LINEAR REGRESSION AND MODERATION**

**Regression**

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	X2.X4, X1, X1.X4, X3, X2, X4 <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: Y

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.845 <sup>a</sup>	.714	.697	.59011

a. Predictors: (Constant), X2.X4, X1, X1.X4, X3, X2, X4

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	89.451	6	14.908	42.812	.000 <sup>a</sup>
	Residual	35.868	103	.348		
	Total	125.318	109			

a. Predictors: (Constant), X2.X4, X1, X1.X4, X3, X2, X4

b. Dependent Variable: Y

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.326	.276		12.047	.000
	X1	.385	.067	.389	5.764	.000
	X2	.178	.074	.171	2.404	.018
	X3	.301	.069	.284	4.382	.000
	X4	-.081	.081	-.078	-1.010	.315
	X1.X4	.024	.012	.145	1.996	.049
	X2.X4	.036	.014	.197	2.501	.014

a. Dependent Variable: Y