Lampiran 1. Kuesioner Penelitian

**KUESIONER**

Bersama ini saya meminta kesediaan saudara untuk mengisi daftar kuesioner yang diberikan. Informasi yang saudara berikan merupakan bantuan yang sangat berarti bagi saya dalam menyelesaikan penelitian ini. Atas bantuan, perhatian saudara, saya ucapkan terima kasih.

**IDENTITAS RESPONDEN**

Jenis kelamin : Perempuan Laki-laki

Umur (Tahun) : <18 18-28 29-39 >40

Pekerjaan : Pelajar/Mahasiswa Wiraswasta Pegawai Swasta

Pegawai Negeri Sipil Lainnya

Pendapatan : < 1 juta 1-3 juta > 3 juta

**PETUNJUK PENGISIAN**

Berilah respon terhadap pernyataan dalam tabel dengan memberikan tanda (√) pada kolom yang sesuai dengan persepsi Saudara/i mengenai pernyataan tersebut. Skala respon yaitu :

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **SS** | **S** | **N** | **TS** | **STS** |
| Sangat Setuju | Setuju | Netral | Tidak Setuju | Sangat Tidak Setuju |

PERSEPSI KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN DAGING SAPI DI PASAR DELI TUA

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | SS | S | N | TS | STS |
| 1 | Gaya Hidup |  |  |  |  |  |
|  | Daging Sapi bermanfaat bagi kesehatan tubuh |  |  |  |  |  |
|  | Mengkonsumsi daging sapi dapat membantu  mencegah anemia |  |  |  |  |  |
|  | Mengkonsumsi berah merah dapat membantu  meningkatkan fungsi otot |  |  |  |  |  |
| 2 | Harga |  |  |  |  |  |
|  | Harga daging sapi yang ditawarkan bervariasi  sesuai jenis dan terjangkau oleh konsumen |  |  |  |  |  |
|  | Harga daging sapi yang di tawarkan sesuai  dengan lokasi penjualan |  |  |  |  |  |
|  | Harga daging sapi yang ditawarkan sesuai  dengan kualitas produk yang didapatkan |  |  |  |  |  |
| 3 | Kualitas |  |  |  |  |  |
|  | Kemenarikan warna pada daging sapi baik |  |  |  |  |  |
|  | Daya tahan daging sapi jika di simpan dengan benar menggunakan freezer akan bertahan ±4  bulan |  |  |  |  |  |
|  | Keutuhan daging sapi yang baik berwarna  merah segar (tidak pucat) |  |  |  |  |  |
| 4 | Tekstur |  |  |  |  |  |
|  | Tekstur daging sapi kenyal |  |  |  |  |  |
|  | Daging sapi setelah dimasak cenderung lebih  cepat menjadi empuk |  |  |  |  |  |
|  | Takaran air lebih banyak akan membuat  daging sapi lebih empuk |  |  |  |  |  |
| 5 | Kandungan Gizi |  |  |  |  |  |
|  | Daging Sapi mengandung kadar protein |  |  |  |  |  |
|  | Daging Sapi memiliki vitamin B komplek dan  omega 3 |  |  |  |  |  |
|  | Kandungan zat besi pada daging sapi sangat baik untuk metabolisme energi bagi tubuh  manusia |  |  |  |  |  |
| 6 | Lokasi |  |  |  |  |  |
|  | Lokasi Pasar Deli Tua berada dikawasan yang  mudah dijangkau |  |  |  |  |  |
|  | Pasar Deli Tua berada didekat pusat  keramaian |  |  |  |  |  |
|  | Pasar Deli Tua memiliki tempat parkir yang  luas |  |  |  |  |  |

**Lampiran 2. Skor Jawaban konsumen Daging Sapi Terhadap Tolak Ukur Gaya Hidup**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No Sampel** | **Skor Jawaban Pertanyaan** | | | **Jumlah** |
| **1** | **2** | **3** |
| 1 | 4 | 5 | 5 | 14 |
| 2 | 5 | 5 | 4 | 14 |
| 3 | 5 | 5 | 5 | 15 |
| 4 | 4 | 5 | 5 | 14 |
| 5 | 5 | 5 | 5 | 15 |
| 6 | 4 | 5 | 5 | 14 |
| 7 | 5 | 5 | 5 | 15 |
| 8 | 5 | 5 | 5 | 15 |
| 9 | 4 | 5 | 5 | 14 |
| 10 | 5 | 5 | 5 | 15 |
| 11 | 5 | 2 | 5 | 12 |
| 12 | 2 | 2 | 5 | 9 |
| 13 | 5 | 5 | 5 | 15 |
| 14 | 5 | 5 | 4 | 14 |
| 15 | 5 | 5 | 4 | 14 |
| 16 | 5 | 5 | 5 | 15 |
| 17 | 5 | 5 | 5 | 15 |
| 18 | 5 | 1 | 5 | 11 |
| 19 | 5 | 5 | 4 | 14 |
| 20 | 5 | 5 | 5 | 15 |
| 21 | 2 | 5 | 4 | 11 |
| 22 | 5 | 5 | 4 | 14 |
| 23 | 5 | 5 | 4 | 14 |
| 24 | 5 | 5 | 4 | 14 |
| 25 | 5 | 5 | 1 | 11 |
|  | 115 | 115 | 113 |  |
| Skor Maksimal | | | | 343 |
| Skor Diharapkan | 5 | 5 | 5 |  |
| Presentasi (%) | | | | 91,46% |

**Lampiran 3. Skor Jawaban Konsumen Daging Sapi Terhadap Tolak Ukur Harga**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No Sampel** | **Skor Jawaban Pertanyaan** | | | **Jumlah** |
| **1** | **2** | **3** |
| 1 | 5 | 4 | 4 | 13 |
| 2 | 3 | 4 | 5 | 12 |
| 3 | 5 | 5 | 4 | 14 |
| 4 | 5 | 3 | 3 | 11 |
| 5 | 4 | 5 | 5 | 14 |
| 6 | 5 | 4 | 5 | 14 |
| 7 | 3 | 5 | 3 | 11 |
| 8 | 4 | 5 | 5 | 14 |
| 9 | 4 | 4 | 5 | 13 |
| 10 | 4 | 4 | 4 | 12 |
| 11 | 3 | 4 | 5 | 12 |
| 12 | 3 | 5 | 5 | 13 |
| 13 | 4 | 5 | 4 | 13 |
| 14 | 3 | 5 | 5 | 13 |
| 15 | 4 | 4 | 4 | 12 |
| 16 | 3 | 5 | 5 | 13 |
| 17 | 4 | 4 | 4 | 12 |
| 18 | 3 | 5 | 5 | 13 |
| 19 | 4 | 4 | 4 | 12 |
| 20 | 3 | 5 | 5 | 13 |
| 21 | 3 | 4 | 4 | 11 |
| 22 | 3 | 3 | 4 | 10 |
| 23 | 3 | 4 | 5 | 12 |
| 24 | 3 | 4 | 4 | 11 |
| 25 | 3 | 5 | 4 | 12 |
|  | 91 | 109 | 110 |  |
| Skor Maksimal | | | | 310 |
| Skor Diharapkan | 5 | 5 | 5 |  |
| Presentasi (%) | | | | 82,67% |

**Lampiran 4. Skor Jawaban Konsumen Daging Sapi Terhadap Tolak Ukur Kualitas**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No** | **Skor Jawaban Pertanyaan** | | | **Jumlah** |
| **1** | **2** | **3** |
| 1 | 5 | 4 | 5 | 14 |
| 2 | 4 | 3 | 4 | 11 |
| 3 | 5 | 4 | 5 | 14 |
| 4 | 5 | 5 | 5 | 15 |
| 5 | 5 | 4 | 5 | 14 |
| 6 | 5 | 5 | 4 | 14 |
| 7 | 5 | 4 | 5 | 14 |
| 8 | 4 | 5 | 5 | 14 |
| 9 | 4 | 4 | 4 | 12 |
| 10 | 5 | 5 | 4 | 14 |
| 11 | 5 | 4 | 4 | 13 |
| 12 | 5 | 5 | 5 | 15 |
| 13 | 5 | 5 | 3 | 13 |
| 14 | 5 | 4 | 5 | 14 |
| 15 | 4 | 5 | 4 | 13 |
| 16 | 4 | 5 | 5 | 14 |
| 17 | 5 | 5 | 4 | 14 |
| 18 | 4 | 3 | 5 | 12 |
| 19 | 5 | 5 | 3 | 13 |
| 20 | 4 | 3 | 5 | 12 |
| 21 | 5 | 5 | 3 | 13 |
| 22 | 5 | 4 | 4 | 13 |
| 23 | 5 | 5 | 3 | 13 |
| 24 | 5 | 5 | 4 | 14 |
| 25 | 5 | 5 | 2 | 12 |
|  | 118 | 111 | 105 |  |
| Skor Maksimal | | | | 334 |
| Skor Diharapkan | 5 | 5 | 5 |  |
| Presentasi (%) | | | | 89,67% |

**Lampiran 5. Skor Jawaban Konsumen Daging Sapi Terhadap Tolak Ukur Tekstur**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No Sampel** | **Skor Jawaban Pertanyaan** | | | **Jumlah** |
| **1** | **2** | **3** |
| 1 | 5 | 5 | 4 | 14 |
| 2 | 4 | 4 | 3 | 11 |
| 3 | 5 | 5 | 4 | 14 |
| 4 | 4 | 5 | 5 | 14 |
| 5 | 5 | 4 | 4 | 13 |
| 6 | 4 | 5 | 5 | 14 |
| 7 | 5 | 4 | 4 | 13 |
| 8 | 5 | 4 | 5 | 14 |
| 9 | 5 | 4 | 5 | 14 |
| 10 | 5 | 5 | 3 | 13 |
| 11 | 4 | 4 | 5 | 13 |
| 12 | 5 | 5 | 5 | 15 |
| 13 | 4 | 4 | 5 | 13 |
| 14 | 5 | 5 | 3 | 13 |
| 15 | 4 | 3 | 4 | 11 |
| 16 | 5 | 4 | 4 | 13 |
| 17 | 5 | 5 | 5 | 15 |
| 18 | 5 | 3 | 3 | 11 |
| 19 | 5 | 5 | 5 | 15 |
| 20 | 4 | 3 | 3 | 10 |
| 21 | 5 | 3 | 4 | 12 |
| 22 | 5 | 3 | 3 | 11 |
| 23 | 5 | 3 | 5 | 13 |
| 24 | 5 | 3 | 4 | 12 |
| 25 | 5 | 3 | 5 | 13 |
|  | 118 | 101 | 105 |  |
| Skor Maksimal | | | | 324 |
| Skor Diharapkan | 5 | 5 | 5 |  |
| Presentasi (%) | | | | 86,4% |

**Lampiran 6. Skor Jawaban Konsumen Daging Sapi Terhadap Tolak Ukur Kandungan Gizi**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No Sampel** | **Skor Jawaban Pertanyaan** | | | **Jumlah** |
| **1** | **2** | **3** |
| 1 | 5 | 5 | 5 | 15 |
| 2 | 4 | 4 | 4 | 12 |
| 3 | 5 | 5 | 5 | 15 |
| 4 | 5 | 5 | 4 | 14 |
| 5 | 4 | 5 | 5 | 14 |
| 6 | 5 | 5 | 5 | 15 |
| 7 | 5 | 3 | 5 | 13 |
| 8 | 5 | 5 | 4 | 14 |
| 9 | 4 | 5 | 5 | 14 |
| 10 | 5 | 5 | 5 | 15 |
| 11 | 5 | 5 | 4 | 14 |
| 12 | 5 | 5 | 5 | 15 |
| 13 | 5 | 4 | 5 | 14 |
| 14 | 4 | 5 | 5 | 14 |
| 15 | 5 | 5 | 4 | 14 |
| 16 | 5 | 5 | 5 | 15 |
| 17 | 5 | 5 | 5 | 15 |
| 18 | 4 | 5 | 4 | 13 |
| 19 | 5 | 4 | 5 | 14 |
| 20 | 5 | 5 | 4 | 14 |
| 21 | 4 | 4 | 5 | 13 |
| 22 | 5 | 5 | 3 | 13 |
| 23 | 4 | 4 | 5 | 13 |
| 24 | 4 | 4 | 3 | 11 |
| 25 | 5 | 4 | 4 | 13 |
|  | 117 | 116 | 113 |  |
| Skor Maksimal | | | | 346 |
| Skor Diharapkan | 5 | 5 | 5 |  |
| Presentasi (%) | | | | 92,26% |

**Lampiran 7. Skor Jawaban Konsumen Daging Sapi Terhadap Tolak Ukur Lokasi**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No Smpel | Skor Jawaban Pertanyaan | | | Jumlah |
| 1 | 2 | 3 |
| 1 | 4 | 5 | 5 | 14 |
| 2 | 5 | 4 | 5 | 14 |
| 3 | 5 | 5 | 4 | 14 |
| 4 | 4 | 5 | 5 | 14 |
| 5 | 5 | 4 | 5 | 14 |
| 6 | 5 | 5 | 5 | 15 |
| 7 | 4 | 4 | 5 | 13 |
| 8 | 5 | 5 | 4 | 14 |
| 9 | 5 | 4 | 5 | 14 |
| 10 | 4 | 5 | 4 | 13 |
| 11 | 5 | 3 | 5 | 13 |
| 12 | 4 | 4 | 4 | 12 |
| 13 | 5 | 5 | 5 | 15 |
| 14 | 5 | 4 | 5 | 14 |
| 15 | 5 | 5 | 4 | 14 |
| 16 | 4 | 5 | 5 | 14 |
| 17 | 5 | 4 | 4 | 13 |
| 18 | 5 | 5 | 5 | 15 |
| 19 | 5 | 4 | 5 | 14 |
| 20 | 4 | 5 | 5 | 14 |
| 21 | 5 | 5 | 5 | 15 |
| 22 | 4 | 4 | 5 | 13 |
| 23 | 5 | 5 | 5 | 15 |
| 24 | 5 | 5 | 4 | 14 |
| 25 | 5 | 3 | 5 | 13 |
|  | 117 | 112 | 118 |  |
| Skor Maksimal | | | | 347 |
| Skor Diharapkan | 5 | 5 | 5 |  |
| Presentasi (%) | | | | 92,53% |