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 membantumencegah anemia |  |  |  |  |  |
|  | Mengkonsumsi berah merah dapat membantumeningkatkan fungsi otot |  |  |  |  |  |
| 2 | Harga |  |  |  |  |  |
|  | Harga daging sapi yang ditawarkan bervariasisesuai jenis dan terjangkau oleh konsumen |  |  |  |  |  |
|  | Harga daging sapi yang di tawarkan sesuaidengan lokasi penjualan |  |  |  |  |  |
|  | Harga daging sapi yang ditawarkan sesuaidengan 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 ±4bulan |  |  |  |  |  |
|  | Keutuhan daging sapi yang baik berwarnamerah segar (tidak pucat) |  |  |  |  |  |
| 4 | Tekstur |  |  |  |  |  |
|  | Tekstur daging sapi kenyal |  |  |  |  |  |
|  | Daging sapi setelah dimasak cenderung lebihcepat menjadi empuk |  |  |  |  |  |
|  | Takaran air lebih banyak akan membuatdaging sapi lebih empuk |  |  |  |  |  |
| 5 | Kandungan Gizi |  |  |  |  |  |
|  | Daging Sapi mengandung kadar protein |  |  |  |  |  |
|  | Daging Sapi memiliki vitamin B komplek danomega 3 |  |  |  |  |  |
|  | Kandungan zat besi pada daging sapi sangat baik untuk metabolisme energi bagi tubuhmanusia |  |  |  |  |  |
| 6 | Lokasi |  |  |  |  |  |
|  | Lokasi Pasar Deli Tua berada dikawasan yangmudah dijangkau |  |  |  |  |  |
|  | Pasar Deli Tua berada didekat pusatkeramaian |  |  |  |  |  |
|  | Pasar Deli Tua memiliki tempat parkir yangluas |  |  |  |  |  |

**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% |