**Lampiran 1.**

**KUESIONER**

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

**IDENTITAS RESPONDEN**

Nama :

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 (X)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **SS** | **S** | **N** | **TS** | **STS** |
| **1** | **Motivasi** |  | | | | |
|  | - Motivasi konsumen mengkonsumsi beras organik pandan wangi untuk kesehatan |  |  |  |  |  |
|  | - Motivasi konsumen mengkonsumsi beras organik pandan wangi ingin mencoba rasa dari beras organik |  |  |  |  |  |
|  | - Motivasi konsumen mengkonsumsi beras organik pandan wangi untuk kebutuhan pokok |  |  |  |  |  |
| **2** | **Harga** |  | | | | |
|  | - Harga beras organik pandan wangi terjangkau |  |  |  |  |  |
|  | - Harga sesuai dengan kualitas beras organik pandan wangi |  |  |  |  |  |
|  | - Harga sesuai dengan manfaat beras organik pandan wangi |  |  |  |  |  |
| **3** | **Kualitas** |  | | | | |
|  | - Beras organik pandan wangi memiliki manfaat untuk kesehatan dibandingkan beras non organik |  |  |  |  |  |
|  | - Beras organik pandan wangi memiliki mutu lebih baik dibandingkan beras non organik |  |  |  |  |  |
|  | - Beras organik pandan wangi tidak mengandung residu berbahaya dibandingkan beras non organik |  |  |  |  |  |
| **4** | **Tekstur** |  | | | | |
|  | - Tekstur beras organik pandan wangi setelah dimasak pulen |  |  |  |  |  |
|  | - Tekstur beras organik pandan wangi setelah dimasak sama dengan beras non organik |  |  |  |  |  |
|  | - Tekstur beras organik pandan wangi setelah dimasak lunak dan basah sehingga tahan 24 jam |  |  |  |  |  |
| **5** | **Kemasan** |  | | | | |
|  | - Kemasan beras organik pandan wangi menarik perhatian konsumen |  |  |  |  |  |
|  | - Bentuk kemasan memudahkan penyimpanan beras organik pandan wangi |  |  |  |  |  |
|  | - Kemasan beras organik pandan wangi yang tidak mudah rusak |  |  |  |  |  |

*Sumber: Data Primer diolah, 2021*

**LAMPIRAN**

Lampiran 1. Karakteristik Responden Beras Organik Pandan Wangi

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No. Responden | Jenis kelamin | Umur (Tahun) | Pekerjaan | Pendapatan |
| 1 | Perempuan | 29-39 | Wiraswasta | > 3 juta |
| 2 | Perempuan | 18-28 | Pegawai Swasta | < 1 juta |
| 3 | Perempuan | 18-28 | Pegawai Swasta | < 1 juta |
| 4 | Perempuan | 18-28 | Pegawai Swasta | > 3 juta |
| 5 | Laki - Laki | 18-28 | Pegawai Negeri Sipil | 1-3 juta |
| 6 | Perempuan | 18-28 | Pegawai Negeri Sipil | 1-3 juta |
| 7 | Perempuan | 18-28 | Pelajar/Mahasiswa | < 1 juta |
| 8 | Perempuan | 18-28 | Pelajar/Mahasiswa | < 1 juta |
| 9 | Laki - Laki | 18-28 | Pelajar/Mahasiswa | > 3 juta |
| 10 | Perempuan | 18-28 | Pegawai Swasta | 1-3 juta |
| 11 | Laki - Laki | >40 | Pegawai Negeri Sipil | 1-3 juta |
| 12 | Perempuan | 29-39 | Pegawai Negeri Sipil | 1-3 juta |
| 13 | Laki - Laki | 18-28 | Wiraswasta | 1-3 juta |
| 14 | Perempuan | >40 | Wiraswasta | > 3 juta |
| 15 | Perempuan | >40 | Wiraswasta | > 3 juta |
| 16 | Perempuan | 29-39 | Pegawai Swasta | 1-3 juta |
| 17 | Laki - Laki | >40 | Wiraswasta | > 3 juta |
| 18 | Laki - Laki | >40 | Pegawai Negeri Sipil | 1-3 juta |
| 19 | Laki - Laki | >40 | Pegawai Negeri Sipil | 1-3 juta |
| 20 | Laki - Laki | >40 | Pegawai Swasta | 1-3 juta |
| 21 | Laki - Laki | 29-39 | Wiraswasta | > 3 juta |
| 22 | Laki - Laki | 29-39 | Pegawai Negeri Sipil | 1-3 juta |
| 23 | Perempuan | >40 | Pegawai Swasta | 1-3 juta |
| 24 | Laki - Laki | >40 | Pegawai Negeri Sipil | 1-3 juta |
| 25 | Laki - Laki | 29-39 | Wiraswasta | > 3 juta |
| 26 | Laki - Laki | >40 | Pegawai Negeri Sipil | > 3 juta |
| 27 | Laki - Laki | >40 | Wiraswasta | > 3 juta |
| 28 | Laki - Laki | <18 | Wiraswasta | 1-3 juta |
| 29 | Laki - Laki | <18 | Pelajar/Mahasiswa | < 1 juta |
| 30 | Laki - Laki | <18 | Pelajar/Mahasiswa | < 1 juta |

*Sumber: Data Primer diolah, 2021*

Lampiran 2. Skor Jawaban Konsumen Beras Organik Pandan Wangi Terhadap

Parameter Motivasi

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No. Sampel | Motivasi | | | Jumlah |
| 1 | 2 | 3 |
| 1 | 5 | 5 | 5 | 15 |
| 2 | 4 | 3 | 4 | 11 |
| 3 | 4 | 3 | 4 | 11 |
| 4 | 5 | 5 | 5 | 15 |
| 5 | 3 | 3 | 3 | 9 |
| 6 | 4 | 3 | 4 | 11 |
| 7 | 4 | 5 | 5 | 14 |
| 8 | 4 | 4 | 2 | 10 |
| 9 | 1 | 1 | 3 | 5 |
| 10 | 5 | 5 | 5 | 15 |
| 11 | 5 | 5 | 5 | 15 |
| 12 | 5 | 5 | 5 | 15 |
| 13 | 5 | 5 | 5 | 15 |
| 14 | 5 | 5 | 5 | 15 |
| 15 | 5 | 5 | 5 | 15 |
| 16 | 5 | 5 | 2 | 12 |
| 17 | 5 | 5 | 5 | 15 |
| 18 | 5 | 5 | 5 | 15 |
| 19 | 5 | 5 | 5 | 15 |
| 20 | 5 | 5 | 5 | 15 |
| 21 | 5 | 5 | 5 | 15 |
| 22 | 5 | 5 | 3 | 13 |
| 23 | 5 | 5 | 3 | 13 |
| 24 | 5 | 5 | 5 | 15 |
| 25 | 5 | 5 | 4 | 14 |
| 26 | 5 | 5 | 5 | 15 |
| 27 | 5 | 5 | 5 | 15 |
| 28 | 5 | 5 | 5 | 15 |
| 29 | 5 | 5 | 5 | 15 |
| 30 | 5 | 5 | 4 | 14 |
| Skor Maksimal | | | | 407 |

*Sumber: Data Primer diolah, 2021*

Lampiran 3. Skor Jawaban Konsumen Beras Organik Pandan Wangi Terhadap

Parameter Harga

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No. Sampel | Harga | | | Jumlah |
| 1 | 2 | 3 |
| 1 | 5 | 5 | 5 | 15 |
| 2 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 3 | 9 |
| 4 | 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 5 | 15 |
| 6 | 4 | 4 | 3 | 11 |
| 7 | 4 | 5 | 5 | 14 |
| 8 | 1 | 4 | 4 | 9 |
| 9 | 2 | 3 | 1 | 6 |
| 10 | 5 | 5 | 5 | 15 |
| 11 | 5 | 4 | 5 | 14 |
| 12 | 4 | 4 | 5 | 13 |
| 13 | 5 | 5 | 5 | 15 |
| 14 | 4 | 4 | 5 | 13 |
| 15 | 4 | 4 | 5 | 13 |
| 16 | 3 | 4 | 5 | 12 |
| 17 | 4 | 4 | 5 | 13 |
| 18 | 3 | 4 | 5 | 12 |
| 19 | 4 | 4 | 5 | 13 |
| 20 | 3 | 5 | 5 | 13 |
| 21 | 5 | 5 | 5 | 15 |
| 22 | 3 | 3 | 5 | 11 |
| 23 | 4 | 4 | 5 | 13 |
| 24 | 5 | 5 | 5 | 15 |
| 25 | 4 | 4 | 5 | 13 |
| 26 | 5 | 5 | 5 | 15 |
| 27 | 5 | 5 | 5 | 15 |
| 28 | 4 | 4 | 4 | 12 |
| 29 | 5 | 5 | 5 | 15 |
| 30 | 5 | 5 | 5 | 15 |
| Skor Maksimal | | | | 388 |

*Sumber: Data Primer diolah, 2021*

Lampiran 4. Skor Jawaban Konsumen Beras Organik Pandan Wangi Terhadap

Parameter Kualitas

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No. Sampel | Kualitas | | | Jumlah |
| 1 | 2 | 3 |
| 1 | 5 | 5 | 5 | 15 |
| 2 | 4 | 4 | 4 | 12 |
| 3 | 4 | 4 | 4 | 12 |
| 4 | 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 5 | 15 |
| 6 | 4 | 4 | 4 | 12 |
| 7 | 3 | 3 | 4 | 10 |
| 8 | 5 | 4 | 4 | 13 |
| 9 | 2 | 1 | 1 | 4 |
| 10 | 5 | 5 | 5 | 15 |
| 11 | 5 | 5 | 5 | 15 |
| 12 | 5 | 5 | 5 | 15 |
| 13 | 5 | 5 | 5 | 15 |
| 14 | 5 | 5 | 5 | 15 |
| 15 | 5 | 5 | 5 | 15 |
| 16 | 5 | 5 | 5 | 15 |
| 17 | 5 | 5 | 5 | 15 |
| 18 | 5 | 5 | 5 | 15 |
| 19 | 5 | 5 | 5 | 15 |
| 20 | 5 | 4 | 5 | 14 |
| 21 | 5 | 5 | 5 | 15 |
| 22 | 5 | 5 | 5 | 15 |
| 23 | 5 | 5 | 5 | 15 |
| 24 | 5 | 5 | 5 | 15 |
| 25 | 5 | 5 | 5 | 15 |
| 26 | 5 | 5 | 5 | 15 |
| 27 | 5 | 5 | 5 | 15 |
| 28 | 5 | 5 | 5 | 15 |
| 29 | 5 | 5 | 5 | 15 |
| 30 | 5 | 5 | 5 | 15 |
| Skor Maksimal | | | | 422 |

*Sumber: Data Primer diolah, 2021*

Lampiran 5. Skor Jawaban Konsumen Beras Organik Pandan Wangi Terhadap

Parameter Tekstur

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No. Sampel | Tekstur | | | Jumlah |
| 1 | 2 | 3 |
| 1 | 5 | 5 | 5 | 15 |
| 2 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 3 | 9 |
| 4 | 5 | 5 | 5 | 15 |
| 5 | 5 | 1 | 5 | 11 |
| 6 | 4 | 4 | 4 | 12 |
| 7 | 4 | 4 | 5 | 13 |
| 8 | 3 | 4 | 3 | 10 |
| 9 | 1 | 1 | 1 | 3 |
| 10 | 5 | 5 | 5 | 15 |
| 11 | 4 | 5 | 5 | 14 |
| 12 | 5 | 5 | 5 | 15 |
| 13 | 5 | 5 | 5 | 15 |
| 14 | 5 | 1 | 4 | 10 |
| 15 | 5 | 1 | 5 | 11 |
| 16 | 3 | 1 | 3 | 7 |
| 17 | 5 | 1 | 4 | 10 |
| 18 | 5 | 1 | 4 | 10 |
| 19 | 5 | 1 | 4 | 10 |
| 20 | 3 | 1 | 4 | 8 |
| 21 | 4 | 1 | 4 | 9 |
| 22 | 5 | 1 | 4 | 10 |
| 23 | 5 | 1 | 5 | 11 |
| 24 | 5 | 1 | 5 | 11 |
| 25 | 5 | 1 | 5 | 11 |
| 26 | 5 | 5 | 5 | 15 |
| 27 | 5 | 1 | 5 | 11 |
| 28 | 4 | 2 | 3 | 9 |
| 29 | 5 | 5 | 4 | 14 |
| 30 | 5 | 1 | 4 | 10 |
| Skor Maksimal | | | | 333 |

*Sumber: Data Primer diolah, 2021*

Lampiran 6. Skor Jawaban Konsumen Beras Organik Pandan Wangi Terhadap

Parameter Kemasan

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No. Sampel | Kemasan | | | Jumlah |
| 1 | 2 | 3 |
| 1 | 5 | 5 | 5 | 15 |
| 2 | 3 | 3 | 3 | 9 |
| 3 | 3 | 3 | 3 | 9 |
| 4 | 5 | 5 | 5 | 15 |
| 5 | 5 | 3 | 4 | 12 |
| 6 | 4 | 4 | 4 | 12 |
| 7 | 5 | 5 | 5 | 15 |
| 8 | 4 | 4 | 4 | 12 |
| 9 | 1 | 1 | 1 | 3 |
| 10 | 5 | 5 | 5 | 15 |
| 11 | 4 | 5 | 4 | 13 |
| 12 | 4 | 4 | 4 | 12 |
| 13 | 3 | 4 | 3 | 10 |
| 14 | 3 | 4 | 4 | 11 |
| 15 | 4 | 5 | 4 | 13 |
| 16 | 3 | 3 | 3 | 9 |
| 17 | 4 | 5 | 3 | 12 |
| 18 | 3 | 5 | 4 | 12 |
| 19 | 4 | 5 | 3 | 12 |
| 20 | 4 | 5 | 3 | 12 |
| 21 | 4 | 4 | 4 | 12 |
| 22 | 3 | 4 | 3 | 10 |
| 23 | 4 | 4 | 3 | 11 |
| 24 | 4 | 4 | 4 | 12 |
| 25 | 4 | 5 | 3 | 12 |
| 26 | 3 | 4 | 3 | 10 |
| 27 | 3 | 4 | 4 | 11 |
| 28 | 3 | 4 | 3 | 10 |
| 29 | 4 | 3 | 3 | 10 |
| 30 | 4 | 3 | 3 | 10 |
| Skor Maksimal | | | | 341 |

*Sumber: Data Primer diolah, 2021*