

BAB V

PENUTUP

Bab terakhir ini berisi kesimpulan, implikasi manajerial, keterbatasan penelitian, dan saran untuk penelitian selanjutnya yang diambil dari keseluruhan penelitian yang telah dilakukan, yaitu mengenai pengaruh *planned behavior theory* terhadap niat pembelian produk halal oleh konsumen

5.1. Kesimpulan

Berdasarkan hasil dari analisis data penelitian pengaruh pengaruh sikap, norma subjektif, persepsi kendali perilaku, religiusitas internal, dan religiusitas eksternal terhadap niat pembelian produk halal pada konsumen muslim, maka dapat disimpulkan sebagai berikut:

1. Hasil analisis pada karakteristik responden dapat diketahui bahwa mayoritas responden berjenis kelamin wanita yaitu sebesar 74,67%, seluruh responden berusia antara 18 sampai 40 tahun, mayoritas pekerjaan responden yaitu pelajar/mahasiswa sebesar 86% dengan tingkat pendidikan terakhir SMA/SMK yang menjadi mayoritas yaitu sebesar 64% dari total keseluruhan responden. Sedangkan pendapatan per bulan responden yang berjumlah < Rp 1.500.000 menjadi mayoritas sebesar 60,7. Tidak terdapat perbedaan persepsi mengenai seluruh variabel sikap, norma subjektif, persepsi kendali perilaku, religiusitas internal, dan religiusitas eksternal terhadap niat pembelian yang timbul akan produk halal.

2. Variabel sikap, norma subjektif, dan persepsi kendali perilaku mempengaruhi niat pembelian produk halal oleh konsumen muslim.
3. Variabel religiusitas baik yang internal maupun eksternal tidak memiliki pengaruh terhadap niat pembelian produk halal oleh konsumen muslim.
4. Berdasarkan hasil uji t, variabel sikap, norma subjektif, dan persepsi kendali perilaku memiliki pengaruh positif dan signifikan terhadap niat pembelian produk halal oleh konsumen Muslim. Apabila sikap, norma subjektif, dan persepsi kendali perilaku yang dirasakan konsumen semakin positif, maka akan semakin muncul pula niat pembelian terhadap suatu produk halal.

5.2. Implikasi Manajerial

Berdasarkan hasil penelitian yang telah dilakukan, perusahaan dapat menggunakan penelitian ini sebagai bahan pertimbangan untuk menyusun strategi-strategi pemasarannya dimasa yang akan datang dan hendaknya selalu memperhatikan faktor-faktor yang dapat berpengaruh terhadap niat pembelian produk halal. Strategi pemasaran yang diperlukan yaitu distribusi produk yang memudahkan konsumen untuk dijangkau dengan melakukan analisis geografis.

Selain itu strategi pengiklanan produk pun harus disesuaikan dengan pandangan konsumen muslim terhadap produk halal, bagaimana simbol religiusitas yang ditampilkan oleh produk akan memunculkan hal yang menarik dimata konsumen.

Penelitian ini menunjukkan bahwa peran dari *theory of planned behavior* yang dirasakan konsumen memiliki pengaruh yang besar dalam menimbulkan niat pembelian terhadap produk halal. Dimana sikap konsumen terhadap suatu produk akan mempengaruhi niat belinya di masa mendatang, sehingga pelaku usaha diharapkan dapat menciptakan produk berlabel halal dengan kualitas yang baik dan tidak hanya bergantung kepada simbol religiusitas saja. Norma-norma yang berlaku di sekitar konsumen pun mempengaruhi niat belinya terhadap produk halal sehingga perusahaan dapat menyusun strategi pemasaran yang berhubungan dengan segmentasi pasar terhadap konsumen yang akan dituju yang dapat mempengaruhi konsumen dalam memunculkan niat pembelian terhadap suatu produk halal.

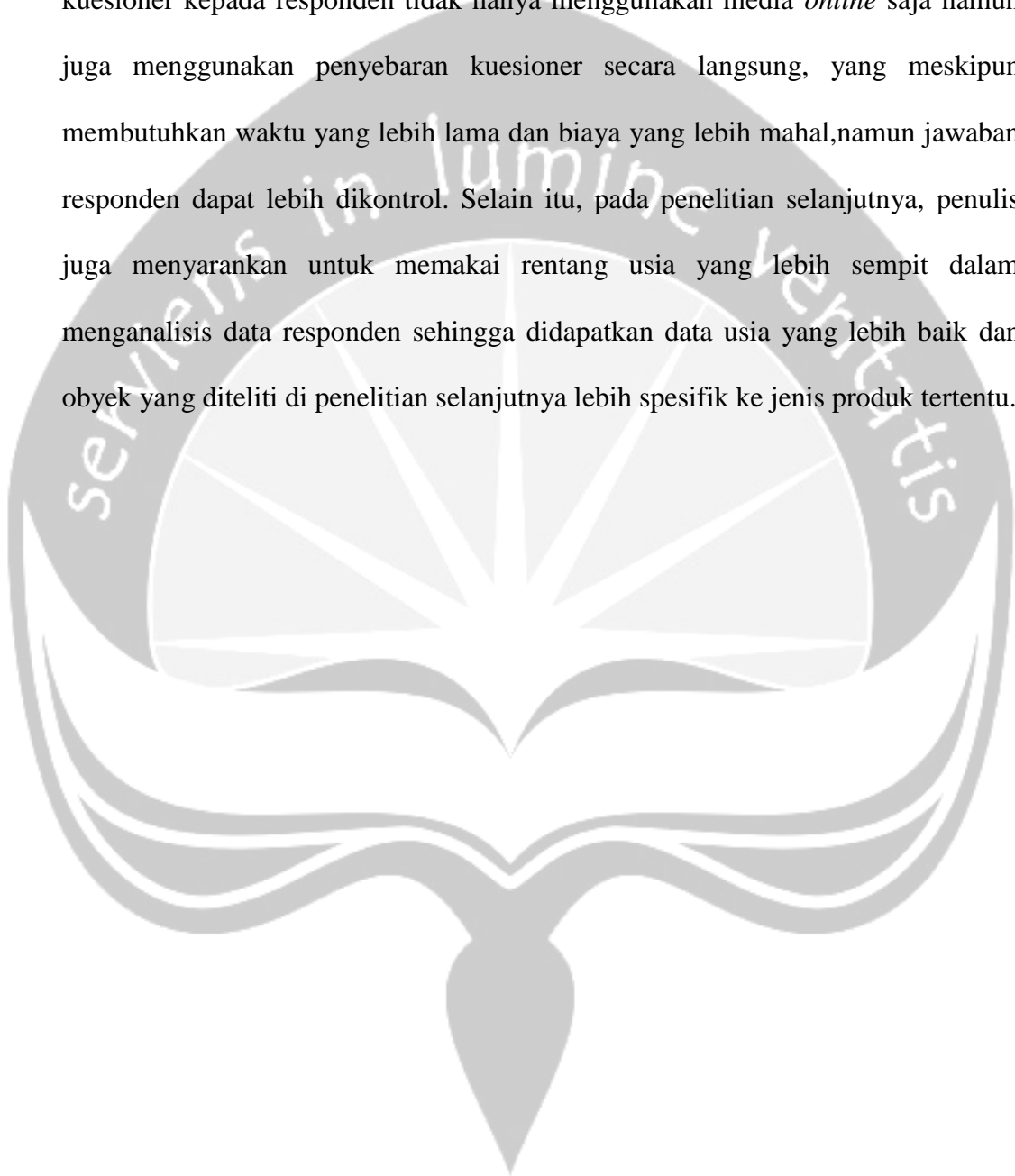
5.3. Keterbatasan Penelitian

Penelitian ini tidak terlepas dari keterbatasan maupun kelemahan. Adapun keterbatasan yang ditemukan dalam penelitian ini adalah:

Kuesioner penelitian dibagikan melalui media online sehingga tidak terdapat kontrol oleh peneliti selama proses pengisian kuesioner yang dilakukan oleh responden, rentang usia responden terlalu jauh sehingga usia responden yang mengisi kuesioner menjadi homogen. Selain itu dalam penelitian ini produk halal yang diteliti tidak spesifik ke satu jenis produk tertentu.

5.4. Saran untuk Penelitian Selanjutnya

Pada penelitian selanjutnya, penulis menyarankan pada saat membagikan kuesioner kepada responden tidak hanya menggunakan media *online* saja namun juga menggunakan penyebaran kuesioner secara langsung, yang meskipun membutuhkan waktu yang lebih lama dan biaya yang lebih mahal, namun jawaban responden dapat lebih dikontrol. Selain itu, pada penelitian selanjutnya, penulis juga menyarankan untuk memakai rentang usia yang lebih sempit dalam menganalisis data responden sehingga didapatkan data usia yang lebih baik dan obyek yang diteliti di penelitian selanjutnya lebih spesifik ke jenis produk tertentu.



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LAMPIRAN I
LEMBAR KUESIONER

Kuesioner ini dibuat untuk mengetahui **“Faktor-faktor yang Mempengaruhi Niat Beli Konsumen Muslim terhadap Produk Halal”** Maka dari itu diharapkan para responden untuk mengisi pernyataan di bawah ini dengan jujur.

• **Profil Responden** (*lingkari salah satu)

1. Agama yang dianut :
 - a. Islam
 - b. Kristen
 - c. Katolik
 - d. Hindu
 - e. Budha
 - f. Kong Hu cu
2. Domisili :
 - a. Perempuan
 - b. Laki-laki
3. Status Pekerjaan:
 - a. Pelajar/mahasiswa
 - b. Karyawan swasta
 - c. Pegawai Negeri sipil
 - d. Wiraswasta
 - e. Lainnya, tuliskan...
4. Usia (dalam tahun) :
 - a. 12-17
 - b. 18-40
 - c. 41-65
5. Pendapatan per bulan :
 - a. < Rp 1.500.000
 - b. Rp 1.500.000 - Rp 2.500.000
 - c. Rp 2.500.000 - Rp 3.500.000
 - d. > Rp 3.500.000

- **Petunjuk Pengisian**

Berilah penilaian Anda terhadap pernyataan-pernyataan berikut dengan memberikan tanda ceklis (√) pada salah satu kolom pernyataan yang tersedia. Setiap alternatif jawaban yang Anda berikan akan mempunyai nilai poin yang terdiri dari sebagai berikut :

STS	=	Sangat Tidak Setuju	dengan poin	=	1
TS	=	Tidak Setuju	dengan poin	=	2
N	=	Netral	dengan poin	=	3
S	=	Setuju	dengan poin	=	4
SS	=	Sangat Setuju	dengan poin	=	5

Sikap

No	Keterangan	STS	TS	N	S	SS
1	Sertifikat halal pada suatu produk merupakan gagasan yang baik					
2	Saya selalu mencari produk bersertifikat halal yang baru diluncurkan.					
3	Saya lebih memilih produk dengan sertifikat halal daripada yang tidak memiliki sertifikat halal					
4	Saya merasa bahwa semua umat Muslim harus membeli produk dengan sertifikasi halal					
5	Saya merasa bahwa produk bersertifikat halal akan memiliki kualitas yang lebih baik dibandingkan dengan produk yang tidak bersertifikat halal					
6	Saya terus mencari merek-merek bersertifikat halal yang baru diluncurkan.					
7	Saya siap menempuh jarak yang lebih jauh untuk membeli produk bersertifikat halal					

Norma subjektif

No	Keterangan	STS	TS	N	S	SS
1	Teman-teman saya akan mendukung keputusan saya untuk membeli produk bersertifikat halal					
2	Teman-teman saya juga akan membeli produk bersertifikat halal					
3	Orang-orang yang penting bagi saya akan mendukung keputusan saya untuk membeli produk bersertifikat halal					

Persepsi Kendali Perilaku

No	Keterangan	STS	TS	N	S	SS
1	Saya mampu untuk membeli merek bersertifikat halal meskipun harga nya sedikit lebih mahal					
2	Membeli atau tidak membeli merek bersertifikat halal merupakan keputusan keputusan saya sendiri					
3	Jika merek bersertifikat halal tersedia di toko-toko, saya yakin saya hanya akan membeli merek bersertifikat halal					
4	Saya memiliki pengetahuan untuk membeli produk dengan sertifikat halal					

Religiusitas

No	Keterangan	STS	TS	N	S	SS
INTERNAL						
1	Agama sangat penting untuk saya, karena dapat menjawab banyak pertanyaan tentang makna kehidupan					
2	Saya terkadang membaca buku atau majalah mengenai agama yang saya anut					
3	Saya meluangkan waktu untuk mencoba meningkatkan pemahaman saya mengenai agama					
4	Keyakinan agama yang saya anut melatarbelakangi seluruh pendekatan saya terhadap kehidupan					
5	Keyakinan agama memengaruhi semua hal dalam hidup saya					
6	Penting bagi saya untuk meluangkan waktu dalam melakukan ajaran keagamaan dan doa					
EKSTERNAL						
1	Saya senang mengambil bagian dalam kegiatan organisasi agama saya.					
2	Saya memiliki pengetahuan yang baik mengenai kelompok/organisasi agama di sekitar saya dan memiliki pengaruh dalam pengambilan keputusan di dalamnya					
3	Saya memberikan kontribusi yang sifatnya finansial kepada organisasi keagamaan di sekitar saya					
4	Saya menikmati menghabiskan waktu dengan orang lain dari kelompok/organisasi agama saya					

Niat Pembelian

	Keterangan	STS	TS	N	S	SS
1	Saya siap untuk membeli produk dengan sertifikat halal di masa mendatang					
2	Ketika membeli produk untuk keperluan sehari-hari, saya lebih memilih untuk membeli produk yang memiliki sertifikat halal					
3	Jika tersedia, saya akan terus membeli produk dengan sertifikat halal					
4	Saya lebih memilih untuk membeli produk dengan sertifikat halal walaupun merek dari produk tersebut tidak terlalu populer					
5	Saya akan membeli produk dengan sertifikat halal, bahkan jika harga produk tersebut sedikit lebih mahal					





LAMPIRAN 2

Pre-Test 1

Uji Validitas dan Reliabilitas

Uji Validitas Variabel Sikap

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SIKAP1	19,57	24,806	,595	,872
SIKAP2	20,90	23,472	,528	,878
SIKAP3	20,03	20,999	,766	,847
SIKAP4	20,27	21,857	,639	,865
SIKAP5	20,40	19,766	,815	,840
SIKAP6	21,37	23,620	,667	,863
SIKAP7	21,07	20,685	,686	,860

Uji Validitas Variabel Norma Subjektif

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NSUB1	11,23	3,702	,133	,808
NSUB2	11,43	2,668	,729	,432
NSUB3	11,90	2,852	,459	,602
NSUB4	11,53	2,740	,604	,503

Uji Validitas Variabel Persepsi Kendali Perilaku

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PKP1	10,50	10,259	,617	,964
PKP2	10,83	7,661	,924	,868
PKP3	10,83	7,661	,924	,868
PKP4	10,73	8,478	,860	,892

Uji Validitas Variabel Religiusitas Internal

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
R11	17,93	17,513	,634	,869
R12	17,80	17,338	,722	,854
R13	17,33	17,678	,736	,852
R14	17,67	17,471	,619	,872
R15	17,27	18,202	,816	,846
R16	18,00	16,966	,666	,864

Uji Validitas Variabel Religiusitas Eksternal

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RE1	8,80	6,510	,797	,729
RE2	9,07	7,168	,696	,779
RE3	8,97	8,378	,444	,890
RE4	9,17	7,730	,786	,753

Uji Validitas Variabel Niat Beli**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PI1	15,23	11,702	,732	,888
PI2	15,17	10,351	,688	,893
PI3	15,03	10,240	,839	,860
PI4	15,67	9,816	,683	,899
PI5	15,43	9,633	,885	,847

Uji Reliabilitas Variabel Sikap

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

Reliability Statistics

Cronbach's Alpha	N of Items
,879	7

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

Uji Reliabilitas Variabel Norma Subjektif

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

Reliability Statistics

Cronbach's Alpha	N of Items
,672	4

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

Uji Reliabilitas Variabel Persepsi Kendali Perilaku

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

Reliability Statistics

Cronbach's Alpha	N of Items
,925	4

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

Uji Reliabilitas Religiusitas Internal

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

Reliability Statistics

Cronbach's Alpha	N of Items
,880	6

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

Uji Reliabilitas Variabel Religiusitas Eksternal

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

Reliability Statistics

Cronbach's Alpha	N of Items
,836	4

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

Uji Reliabilitas Variabel Niat Beli

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

Reliability Statistics

Cronbach's Alpha	N of Items
,900	5

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



LAMPIRAN 3

Pre-Test 1I

Uji Validitas dan Reliabilitas

Uji Validitas Variabel Sikap

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SIKAP1	19,57	24,806	,595	,872
SIKAP2	20,90	23,472	,528	,878
SIKAP3	20,03	20,999	,766	,847
SIKAP4	20,27	21,857	,639	,865
SIKAP5	20,40	19,766	,815	,840
SIKAP6	21,37	23,620	,667	,863
SIKAP7	21,07	20,685	,686	,860

Uji Validitas Variabel Norma Subjektif

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NSUB1	7,30	1,803	,765	,637
NSUB2	7,77	1,840	,536	,874
NSUB3	7,40	1,766	,695	,698

Uji Validitas Variabel Persepsi Kendali Perilaku

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PKP1	10,50	10,259	,617	,964
PKP2	10,83	7,661	,924	,868
PKP3	10,83	7,661	,924	,868
PKP4	10,73	8,478	,860	,892

Uji Validitas Variabel Religiusitas Internal

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
R11	17,93	17,513	,634	,869
R12	17,80	17,338	,722	,854
R13	17,33	17,678	,736	,852
R14	17,67	17,471	,619	,872
R15	17,27	18,202	,816	,846
R16	18,00	16,966	,666	,864

Uji Validitas Variabel Religiusitas Eksternal

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RE1	8,80	6,510	,2	,729
RE2	9,07	7,168	,696	,779
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Uji Validitas Variabel Niat Beli**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PI1	15,23	11,702	,732	,888
PI2	15,17	10,351	,688	,893
PI3	15,03	10,240	,839	,860
PI4	15,67	9,816	,683	,899
PI5	15,43	9,633	,885	,847

Uji Reliabilitas Variabel Sikap

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

Reliability Statistics

Cronbach's Alpha	N of Items
,879	7

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

Uji Reliabilitas Variabel Norma Subjektif

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

Reliability Statistics

Cronbach's Alpha	N of Items
,808	3

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

Uji Reliabilitas Variabel Persepsi Kendali Perilaku

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

Reliability Statistics

Cronbach's Alpha	N of Items
,925	4

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

Uji Reliabilitas Religiusitas Internal

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

Reliability Statistics

Cronbach's Alpha	N of Items
,880	6

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

Uji Reliabilitas Variabel Religiusitas Eksternal

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

Reliability Statistics

Cronbach's Alpha	N of Items
,836	4

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

Uji Reliabilitas Variabel Niat Beli

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

Reliability Statistics

Cronbach's Alpha	N of Items
,900	5

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



Lampiran 4

Perbedaan Variabel sikap, norma subjektif, persepsi kendali perilaku dan religiusitas terhadap Niat Pembelian Produk Halal Berdasarkan Perbedaan Jenis Kelamin

Group Statistics

JENISKELAM	N	Mean	Std. Deviation	Std. Error Mean
AVGSIKAP				
Laki-laki	38	3,6503	,94641	,15353
Perempuan	112	3,9429	,81244	,07677

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means	
	F	Sig.	T	df
AVGSIKAP				
Equal variances assumed	2,739	,100	-1,839	148
Equal variances not assumed			-1,705	56,635

Independent Samples Test

	t-test for Equality of Means			
	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
				Lower
AVGSIKAP				
Equal variances assumed	,068	-,29268	,15918	-,60725
Equal variances not assumed	,094	-,29268	,17165	-,63646

Independent Samples Test

		t-test for Equality of Means
		95% Confidence Interval of the Difference
		Upper
AVGSIKAP	Equal variances assumed	,02188
	Equal variances not assumed	,05109

Group Statistics

JENISKELAMIN		N	Mean	Std. Deviation	Std. Error Mean
AVGPI	Laki-laki	38	4,0737	,95456	,15485
	Perempuan	112	4,2482	,76653	,07243

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	Df
AVGPI	Equal variances assumed	5,422	,021	-1,137	148
	Equal variances not assumed			-1,021	54,098

Independent Samples Test

		t-test for Equality of Means			
		Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
					Lower
AVGPI	Equal variances assumed	,257	-,17453	,15349	-,47785
	Equal variances not assumed	,312	-,17453	,17095	-,51725

Independent Samples Test

		t-test for Equality of Means	
		95% Confidence Interval of the Difference	
		Upper	
AVGPI	Equal variances assumed	,12879	
	Equal variances not assumed	,16819	

Group Statistics

	JENISKE LAMIN	N	Mean	Std. Deviation	Std. Error Mean
AVGNSUB	Laki-laki	38	3,9216	,78100	,12670
	Perempuan	112	4,1876	,76566	,07235

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
AVGNSUB	Equal variances assumed	,031	,861	-1,841	148
	Equal variances not assumed			-1,823	62,838

Independent Samples Test

		t-test for Equality of Means		
		Sig. (2-tailed)	Mean Difference	Std. Error Difference
AVGNSUB	Equal variances assumed	,068	-,26601	,14447
	Equal variances not assumed	,073	-,26601	,14590

Independent Samples Test

		t-test for Equality of Means	
		95% Confidence Interval of the Difference	
		Lower	Upper
AVGNSUB	Equal variances assumed	-,55149	,01947
	Equal variances not assumed	-,55758	,02556

Group Statistics

JENISKELAMI		N	Mean	Std. Deviation	Std. Error Mean
AVGPKP	Laki-laki	38	3,9605	1,03409	,16775
	Perempuan	112	4,2522	,75821	,07164

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
AVGPKP	Equal variances assumed	6,363	,013	-1,859	148
	Equal variances not assumed			-1,599	51,161

Independent Samples Test

		t-test for Equality of Means			
		Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
		Lower			
AVGPKP	Equal variances assumed	,065	-,29171	,15690	-,60176
	Equal variances not assumed	,116	-,29171	,18241	-,65788

Independent Samples Test

		t-test for Equality of Means	
		95% Confidence Interval of the Difference	
		Upper	
AVGPKP	Equal variances assumed	,01835	
	Equal variances not assumed	,07447	

Group Statistics

		N	Mean	Std. Deviation	Std. Error Mean
AVGRI	JENISKELAMIN Laki-laki	38	3,9471	,96948	,15727
	Perempuan	112	4,1663	,75992	,07181

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means	
	F	Sig.	t	df
AVGRI Equal variances assumed	1,570	,212	-1,429	148
AVGRI Equal variances not assumed			-1,268	53,262

Independent Samples Test

	t-test for Equality of Means			
	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
				Lower
AVGRI Equal variances assumed	,155	-,21923	,15345	-,52246
AVGRI Equal variances not assumed	,210	-,21923	,17289	-,56596

Independent Samples Test

	t-test for Equality of Means	
	95% Confidence Interval of the Difference	
	Upper	
AVGRI Equal variances assumed		,08400
AVGRI Equal variances not assumed		,12749

Group Statistics

JENISKELAMIN		N	Mean	Std. Deviation	Std. Error Mean
AVGRE	Laki-laki	38	3,2632	,89659	,14545
	Perempuan	112	3,3973	,98671	,09324

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
AVGRE	Equal variances assumed	,745	,389	-,741	148
	Equal variances not assumed			-,777	69,731

Independent Samples Test

		t-test for Equality of Means		
		Sig. (2-tailed)	Mean Difference	Std. Error Difference
AVGRE	Equal variances assumed	,460	-,13416	,18116
	Equal variances not assumed	,440	-,13416	,17276

Independent Samples Test

		t-test for Equality of Means	
		95% Confidence Interval of the Difference	
		Lower	Upper
AVGREI	Equal variances assumed	-,49215	,22383
	Equal variances not assumed	-,47875	,21043

Perbedaan Variabel sikap, norma subjektif, persepsi kendali perilaku dan religiusitas terhadap Niat Pembelian Produk Halal Berdasarkan Perbedaan Status Pekerjaan

Group Statistics

STATUSPEKERJAAN		N	Mean	Std. Deviation	Std. Error Mean
AVGSIKAP	Pelajar/Mahasiswa	129	3,8396	,85808	,07555
	non Pelajar/Mahasiswa	21	4,0076	,81761	,17842
AVGNSUB	Pelajar/Mahasiswa	129	4,0932	,79075	,06962
	non Pelajar/Mahasiswa	21	4,2386	,67546	,14740
AVGPKP	Pelajar/Mahasiswa	129	4,1473	,85159	,07498
	non Pelajar/Mahasiswa	21	4,3571	,76881	,16777
AVGRI	Pelajar/Mahasiswa	129	4,0914	,84626	,07451
	non Pelajar/Mahasiswa	21	4,1348	,71674	,15641
AVGRE	Pelajar/Mahasiswa	129	3,3740	,97384	,08574
	non Pelajar/Mahasiswa	21	3,2381	,90993	,19856
AVGPI	Pelajar/Mahasiswa	129	4,1829	,84596	,07448
	non Pelajar/Mahasiswa	21	4,2857	,60851	,13279

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
AVGSIKAP	Equal variances assumed	,004	,952	-,837	148
	Equal variances not assumed			-,867	27,676
AVGNSUB	Equal variances assumed	,053	,819	-,796	148
	Equal variances not assumed			-,892	29,689
AVGPKP	Equal variances assumed	,083	,774	-1,061	148
	Equal variances not assumed			-1,142	28,609
AVGRI	Equal variances assumed	,880	,350	-,222	148
	Equal variances not assumed			-,250	29,867
AVGRE	Equal variances assumed	,314	,576	,598	148
	Equal variances not assumed			,629	28,002
AVGPI	Equal variances assumed	2,131	,146	-,534	148
	Equal variances not assumed			-,675	34,038

Independent Samples Test

		t-test for Equality of Means		
		Sig. (2-tailed)	Mean Difference	Std. Error Difference
AVGSIKAP	Equal variances assumed	,404	-,16801	,20065
	Equal variances not assumed	,393	-,16801	,19375
AVGNSUB	Equal variances assumed	,427	-,14539	,18264
	Equal variances not assumed	,380	-,14539	,16301
AVGPKP	Equal variances assumed	,291	-,20986	,19787
	Equal variances not assumed	,263	-,20986	,18376
AVGRI	Equal variances assumed	,825	-,04337	,19529
	Equal variances not assumed	,804	-,04337	,17325
AVGRE	Equal variances assumed	,551	,13594	,22718
	Equal variances not assumed	,535	,13594	,21628
AVGPI	Equal variances assumed	,594	-,10277	,19246
	Equal variances not assumed	,504	-,10277	,15225

Independent Samples Test

		t-test for Equality of Means	
		95% Confidence Interval of the Difference	
		Lower	Upper
AVGSIKAP	Equal variances assumed	-,56452	,22851
	Equal variances not assumed	-,56510	,22909
AVGNSUB	Equal variances assumed	-,50631	,21553
	Equal variances not assumed	-,47845	,18767
AVGPKP	Equal variances assumed	-,60087	,18116
	Equal variances not assumed	-,58591	,16620
AVGRI	Equal variances assumed	-,42929	,34256
	Equal variances not assumed	-,39725	,31052
AVGRE	Equal variances assumed	-,31300	,58487
	Equal variances not assumed	-,30710	,57897
AVGPI	Equal variances assumed	-,48310	,27756
	Equal variances not assumed	-,41217	,20663

Perbedaan Variabel sikap, norma subjektif, persepsi kendali perilaku dan religiusitas terhadap Niat Pembelian Produk Halal Berdasarkan Perbedaan Kategori Pendidikan

Group Statistics

PENDIDIKAN		N	Mean	Std. Deviation	Std. Error Mean
AVGSIKAP	SMA/SMK	96	3,8227	,87110	,08891
	LEBIH DARI SMA/SMK	54	3,9350	,81960	,11153
AVGNSUB	SMA/SMK	96	4,0697	,84063	,08580
	LEBIH DARI SMA/SMK	54	4,1915	,64278	,08747
AVGPKP	SMA/SMK	96	4,1146	,86900	,08869
	LEBIH DARI SMA/SMK	54	4,2870	,78519	,10685
AVGRI	SMA/SMK	96	4,0971	,84181	,08592
	LEBIH DARI SMA/SMK	54	4,0981	,80862	,11004
AVGRE	SMA/SMK	96	3,3281	,95924	,09790
	LEBIH DARI SMA/SMK	54	3,4028	,97784	,13307
AVGPI	SMA/SMK	96	4,1458	,83173	,08489
	LEBIH DARI SMA/SMK	54	4,2889	,78636	,10701

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
AVGSIKAP	Equal variances assumed	,288	,592	-,774	148
	Equal variances not assumed			-,787	115,692
AVGNSUB	Equal variances assumed	1,575	,211	-,923	148
	Equal variances not assumed			-,994	134,554
AVGPKP	Equal variances assumed	1,825	,179	-1,207	148
	Equal variances not assumed			-1,242	119,534
AVGRI	Equal variances assumed	,584	,446	-,008	148
	Equal variances not assumed			-,008	113,736
AVGRE	Equal variances assumed	,237	,627	-,454	148
	Equal variances not assumed			-,452	108,218
AVGPI	Equal variances assumed	,589	,444	-1,031	148
	Equal variances not assumed			-1,047	115,233

Independent Samples Test

		t-test for Equality of Means		
		Sig. (2-tailed)	Mean Difference	Std. Error Difference
AVGSIKAP	Equal variances assumed	,440	-,11229	,14510
	Equal variances not assumed	,433	-,11229	,14263
AVGNSUB	Equal variances assumed	,357	-,12179	,13193
	Equal variances not assumed	,322	-,12179	,12252
AVGPKP	Equal variances assumed	,229	-,17245	,14288
	Equal variances not assumed	,217	-,17245	,13886
AVGRI	Equal variances assumed	,994	-,00106	,14120
	Equal variances not assumed	,994	-,00106	,13961
AVGRE	Equal variances assumed	,650	-,07465	,16431
	Equal variances not assumed	,652	-,07465	,16520
AVGPI	Equal variances assumed	,304	-,14306	,13877
	Equal variances not assumed	,297	-,14306	,13659

Independent Samples Test

		t-test for Equality of Means	
		95% Confidence Interval of the Difference	
		Lower	Upper
AVGSIKAP	Equal variances assumed	-,39903	,17445
	Equal variances not assumed	-,39480	,17022
AVGNSUB	Equal variances assumed	-,38251	,13892
	Equal variances not assumed	-,36412	,12053
AVGPKP	Equal variances assumed	-,45480	,10989
	Equal variances not assumed	-,44741	,10250
AVGRI	Equal variances assumed	-,28009	,27796
	Equal variances not assumed	-,27763	,27550
AVGRE	Equal variances assumed	-,39935	,25004
	Equal variances not assumed	-,40210	,25280
AVGPI	Equal variances assumed	-,41727	,13116
	Equal variances not assumed	-,41361	,12750

**Perbedaan Variabel sikap, norma subjektif, persepsi kendali perilaku dan religiusitas
terhadap Niat Pembelian Produk Halal Berdasarkan Perbedaan Pendapatan**

Descriptives

	N	Mean	Std. Deviation	Std. Error	
AVGSIKAP	< Rp 1.500.000	91	3,8493	,78742	,08254
	Rp 1.500.000 - Rp 2.500.000	40	3,9042	,89317	,14122
	> Rp 2.500.000	19	3,8426	1,08316	,24849
	Total	150	3,8631	,85187	,06955
AVGNSUB	< Rp 1.500.000	91	4,1320	,71998	,07547
	Rp 1.500.000 - Rp 2.500.000	40	4,1170	,74553	,11788
	> Rp 2.500.000	19	4,0179	1,08031	,24784
	Total	150	4,1135	,77521	,06330
AVGPKP	< Rp 1.500.000	91	4,0989	,81127	,08504
	Rp 1.500.000 - Rp 2.500.000	40	4,3313	,79135	,12512
	> Rp 2.500.000	19	4,2237	1,06032	,24325
	Total	150	4,1767	,84123	,06869
AVGRI	< Rp 1.500.000	91	4,1424	,75537	,07918
	Rp 1.500.000 - Rp 2.500.000	40	4,0043	,90556	,14318
	> Rp 2.500.000	19	4,0784	1,00286	,23007
	Total	150	4,0975	,82729	,06755
AVGRE	< Rp 1.500.000	91	3,3434	,90343	,09470
	Rp 1.500.000 - Rp 2.500.000	40	3,3688	1,08897	,17218
	> Rp 2.500.000	19	3,3816	1,01505	,23287
	Total	150	3,3550	,96337	,07866
AVGPI	< Rp 1.500.000	91	4,2044	,76069	,07974
	Rp 1.500.000 - Rp 2.500.000	40	4,2400	,84392	,13344
	> Rp 2.500.000	19	4,0737	1,02678	,23556
	Total	150	4,1973	,81594	,06662

Descriptives

		95% Confidence Interval for Mean		Minimum	Maximum
		Lower Bound	Upper Bound		
AVGSIKAP	< Rp 1.500.000	3,6854	4,0133	1,71	5,00
	Rp 1.500.000 - Rp 2.500.000	3,6186	4,1899	1,43	5,00
	> Rp 2.500.000	3,3206	4,3647	1,00	5,00
	Total	3,7257	4,0006	1,00	5,00
AVGNSUB	< Rp 1.500.000	3,9820	4,2819	2,00	5,00
	Rp 1.500.000 - Rp 2.500.000	3,8786	4,3554	2,33	5,00
	> Rp 2.500.000	3,4972	4,5386	1,00	5,00
	Total	3,9885	4,2386	1,00	5,00
AVGPKP	< Rp 1.500.000	3,9299	4,2679	1,50	5,00
	Rp 1.500.000 - Rp 2.500.000	4,0782	4,5843	1,00	5,00
	> Rp 2.500.000	3,7126	4,7347	1,00	5,00
	Total	4,0409	4,3124	1,00	5,00
AVGRI	< Rp 1.500.000	3,9851	4,2997	1,50	5,00
	Rp 1.500.000 - Rp 2.500.000	3,7146	4,2939	1,00	5,00
	> Rp 2.500.000	3,5951	4,5618	1,00	5,00
	Total	3,9640	4,2309	1,00	5,00
AVGRE	< Rp 1.500.000	3,1553	3,5316	1,00	5,00
	Rp 1.500.000 - Rp 2.500.000	3,0205	3,7170	1,00	5,00
	> Rp 2.500.000	2,8923	3,8708	1,00	5,00
	Total	3,1996	3,5104	1,00	5,00
AVGPI	< Rp 1.500.000	4,0460	4,3628	2,00	5,00
	Rp 1.500.000 - Rp 2.500.000	3,9701	4,5099	1,40	5,00
	> Rp 2.500.000	3,5788	4,5686	1,00	5,00
	Total	4,0657	4,3290	1,00	5,00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
	Between Groups	,093	2	,046	,063	,939
AVGSIKAP	Within Groups	108,033	147	,735		
	Total	108,126	149			
	Between Groups	,205	2	,103	,169	,845
AVGNSUB	Within Groups	89,337	147	,608		
	Total	89,543	149			
	Between Groups	1,548	2	,774	1,095	,337
AVGPKP	Within Groups	103,895	147	,707		
	Total	105,443	149			
	Between Groups	,538	2	,269	,390	,678
AVGRI	Within Groups	101,438	147	,690		
	Total	101,976	149			
	Between Groups	,033	2	,017	,018	,982
AVGRE	Within Groups	138,251	147	,940		
	Total	138,284	149			
	Between Groups	,368	2	,184	,274	,761
AVGPI	Within Groups	98,831	147	,672		
	Total	99,199	149			



Post Hoc Tests

Multiple Comparisons

Dependent Variable	(I) PENDAPATAN	(J) PENDAPATAN	Mean Difference (I-J)		
AVGSIKAP	Bonferroni	Rp 1.500.000 - Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	-,05491	
		< Rp 1.500.000	> Rp 2.500.000	,00671	
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	,05491	
			> Rp 2.500.000	,06162	
			< Rp 1.500.000	-,00671	
			> Rp 2.500.000	-,06162	
	Games-Howell		Rp 1.500.000 - Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	-,05491
		< Rp 1.500.000	> Rp 2.500.000	,00671	
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	,05491	
			> Rp 2.500.000	,06162	
			< Rp 1.500.000	-,00671	
			> Rp 2.500.000	-,06162	
AVGNSUB	Bonferroni	Rp 1.500.000 - Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	,01498	
		< Rp 1.500.000	> Rp 2.500.000	,11408	
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	-,01498	
			> Rp 2.500.000	,09911	
			< Rp 1.500.000	-,11408	
			> Rp 2.500.000	-,09911	
	Games-Howell		Rp 1.500.000 - Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	,01498
		< Rp 1.500.000	> Rp 2.500.000	,11408	
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	-,01498	
			> Rp 2.500.000	,09911	
			< Rp 1.500.000	-,11408	
			> Rp 2.500.000	-,09911	
AVGPKP	Bonferroni	Rp 1.500.000 - Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	-,23235	
		< Rp 1.500.000	> Rp 2.500.000	-,12478	
	Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	,23235		
		> Rp 2.500.000	,10757		

Multiple Comparisons

Dependent Variable	(I) PENDAPATAN	(J) PENDAPATAN	Std. Error	
AVGSIKAP	Bonferroni	< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000 > Rp 2.500.000	,16263 ,21623
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000 > Rp 2.500.000	,16263 ,23886
		> Rp 2.500.000	< Rp 1.500.000 Rp 1.500.000 - Rp 2.500.000	,21623 ,23886
		< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000 > Rp 2.500.000	,16358 ,26184
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000 > Rp 2.500.000	,16358 ,28582
		> Rp 2.500.000	< Rp 1.500.000 Rp 1.500.000 - Rp 2.500.000	,26184 ,28582
	Games-Howell	< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000 > Rp 2.500.000	,14789 ,19663
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000 > Rp 2.500.000	,14789 ,21721
		> Rp 2.500.000	< Rp 1.500.000 Rp 1.500.000 - Rp 2.500.000	,19663 ,21721
		< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000 > Rp 2.500.000	,13997 ,25908
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000 > Rp 2.500.000	,13997 ,27445
		> Rp 2.500.000	< Rp 1.500.000 Rp 1.500.000 - Rp 2.500.000	,25908 ,27445
AVGNSUB	Bonferroni	< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000 > Rp 2.500.000	,15949 ,21205
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000 > Rp 2.500.000	,15949 ,23424
	Games-Howell	< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000 > Rp 2.500.000	,15949 ,21205
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000 > Rp 2.500.000	,15949 ,23424
AVGPKP	Bonferroni	< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000 > Rp 2.500.000	,15949 ,21205
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000 > Rp 2.500.000	,15949 ,23424

Multiple Comparisons

Dependent Variable	(I) PENDAPATAN	(J) PENDAPATAN	Sig.	
AVGSIKAP	Bonferroni	< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000	1,000
			> Rp 2.500.000	1,000
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	1,000
			> Rp 2.500.000	1,000
		> Rp 2.500.000	< Rp 1.500.000	1,000
			Rp 1.500.000 - Rp 2.500.000	1,000
	Games-Howell		Rp 1.500.000 - Rp 2.500.000	,940
		< Rp 1.500.000	> Rp 2.500.000	1,000
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	,940
			> Rp 2.500.000	,975
		> Rp 2.500.000	< Rp 1.500.000	1,000
			Rp 1.500.000 - Rp 2.500.000	,975
AVGNSUB	Bonferroni	< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000	1,000
			> Rp 2.500.000	1,000
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	1,000
			> Rp 2.500.000	1,000
		> Rp 2.500.000	< Rp 1.500.000	1,000
			Rp 1.500.000 - Rp 2.500.000	1,000
	Games-Howell		Rp 1.500.000 - Rp 2.500.000	,994
		< Rp 1.500.000	> Rp 2.500.000	,899
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	,994
			> Rp 2.500.000	,931
		> Rp 2.500.000	< Rp 1.500.000	,899
			Rp 1.500.000 - Rp 2.500.000	,931
AVGPKP	Bonferroni	< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000	,442
			> Rp 2.500.000	1,000
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	,442
			> Rp 2.500.000	1,000

Multiple Comparisons

Dependent Variable	(I) PENDAPATAN	(J) PENDAPATAN	95% Confidence Interval
			Lower Bound
AVGSIKAP	Bonferroni	< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000 -,4488
		> Rp 2.500.000	-,5169
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000 -,3389
		> Rp 2.500.000	> Rp 2.500.000 -,5168
		> Rp 2.500.000	< Rp 1.500.000 -,5304
		> Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000 -,6401
	Games-Howell	< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000 -,4470
		> Rp 2.500.000	-,6508
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000 -,3372
		> Rp 2.500.000	> Rp 2.500.000 -,6429
		> Rp 2.500.000	< Rp 1.500.000 -,6642
		> Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000 -,7662
AVGNSUB	Bonferroni	< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000 -,3432
		> Rp 2.500.000	-,3621
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000 -,3731
		> Rp 2.500.000	> Rp 2.500.000 -,4269
		> Rp 2.500.000	< Rp 1.500.000 -,5903
		> Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000 -,6251
	Games-Howell	< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000 -,3200
		> Rp 2.500.000	-,5379
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000 -,3499
		> Rp 2.500.000	> Rp 2.500.000 -,5822
		> Rp 2.500.000	< Rp 1.500.000 -,7661
		> Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000 -,7804
AVGPKP	Bonferroni	< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000 -,6186
		> Rp 2.500.000	-,6383
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000 -,1539
		> Rp 2.500.000	-,4597

Multiple Comparisons

Dependent Variable	(I) PENDAPATAN	(J) PENDAPATAN	95% Confidence Interval
			Upper Bound
AVGSIKAP	Bonferroni	< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000 > Rp 2.500.000 ,3389
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000 > Rp 2.500.000 ,5304
		> Rp 2.500.000	< Rp 1.500.000 Rp 1.500.000 - Rp 2.500.000 ,4488
		< Rp 1.500.000	> Rp 2.500.000 ,6401
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000 Rp 1.500.000 - Rp 2.500.000 ,5169
		> Rp 2.500.000	> Rp 2.500.000 ,5168
	Games-Howell	< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000 > Rp 2.500.000 ,3372
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000 > Rp 2.500.000 ,6642
		> Rp 2.500.000	< Rp 1.500.000 Rp 1.500.000 - Rp 2.500.000 ,4470
		< Rp 1.500.000	> Rp 2.500.000 ,7662
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000 Rp 1.500.000 - Rp 2.500.000 ,6508
		> Rp 2.500.000	> Rp 2.500.000 ,6429
AVGNSUB	Bonferroni	< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000 > Rp 2.500.000 ,3731
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000 > Rp 2.500.000 ,5903
		> Rp 2.500.000	< Rp 1.500.000 Rp 1.500.000 - Rp 2.500.000 ,3432
	Games-Howell	< Rp 1.500.000	> Rp 2.500.000 ,6251
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000 Rp 1.500.000 - Rp 2.500.000 ,3621
		> Rp 2.500.000	> Rp 2.500.000 ,4269
AVGPKP	Bonferroni	< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000 > Rp 2.500.000 ,3499
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000 > Rp 2.500.000 ,7661
		> Rp 2.500.000	< Rp 1.500.000 Rp 1.500.000 - Rp 2.500.000 ,3200
	Games-Howell	< Rp 1.500.000	> Rp 2.500.000 ,7804
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000 Rp 1.500.000 - Rp 2.500.000 ,5379
		> Rp 2.500.000	> Rp 2.500.000 ,5822
			Rp 1.500.000 - Rp 2.500.000 > Rp 2.500.000 ,1539
			> Rp 2.500.000 ,3887
			< Rp 1.500.000 ,6186
			> Rp 2.500.000 ,6748

Multiple Comparisons

Dependent Variable		(I) PENDAPATAN	(J) PENDAPATAN	Mean Difference (I-J)
AVGPKP	Bonferroni		< Rp 1.500.000	,12478
		> Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	-,10757
		< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000	-,23235
		> Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	-,12478
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	,23235
		> Rp 2.500.000	> Rp 2.500.000	,10757
	Games-Howell	< Rp 1.500.000	< Rp 1.500.000	,12478
		> Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	-,10757
		< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000	,13817
		> Rp 2.500.000	> Rp 2.500.000	,06400
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	-,13817
		> Rp 2.500.000	> Rp 2.500.000	-,07417
AVGRI	Bonferroni		< Rp 1.500.000	-,06400
		> Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	-,07417
		< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000	,13817
		> Rp 2.500.000	> Rp 2.500.000	,06400
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	-,13817
		> Rp 2.500.000	> Rp 2.500.000	-,07417
	Games-Howell	< Rp 1.500.000	< Rp 1.500.000	-,06400
		> Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	,07417
		< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000	-,02534
		> Rp 2.500.000	> Rp 2.500.000	-,03817
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	,02534
		> Rp 2.500.000	> Rp 2.500.000	-,01283
AVGRE	Bonferroni		< Rp 1.500.000	,03817
		> Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	,01283
		< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000	-,02534
	Games-Howell	< Rp 1.500.000	< Rp 1.500.000	-,02534
		> Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	
		< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000	

Multiple Comparisons

Dependent Variable		(I) PENDAPATAN	(J) PENDAPATAN	Std. Error
AVGPKP	Bonferroni	> Rp 2.500.000	< Rp 1.500.000	,21205
			Rp 1.500.000 - Rp 2.500.000	,23424
			Rp 1.500.000 - Rp 2.500.000	,15129
		< Rp 1.500.000	> Rp 2.500.000	,25769
			< Rp 1.500.000	,15129
			> Rp 2.500.000	,27355
	Games-Howell	Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	,25769
			> Rp 2.500.000	,27355
			Rp 1.500.000 - Rp 2.500.000	,15759
		> Rp 2.500.000	> Rp 2.500.000	,20953
			< Rp 1.500.000	,15759
			> Rp 2.500.000	,23145
AVGRI	Bonferroni	Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	,20953
			> Rp 2.500.000	,23145
			Rp 1.500.000 - Rp 2.500.000	,16362
		< Rp 1.500.000	> Rp 2.500.000	,24332
			< Rp 1.500.000	,16362
			> Rp 2.500.000	,27099
	Games-Howell	Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	,24332
			> Rp 2.500.000	,27099
			Rp 1.500.000 - Rp 2.500.000	,18398
		> Rp 2.500.000	> Rp 2.500.000	,24461
			< Rp 1.500.000	,18398
			> Rp 2.500.000	,27021
AVGRE	Bonferroni	Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	,24461
			> Rp 2.500.000	,27021
	Games-Howell	> Rp 2.500.000	< Rp 1.500.000	,24461
		< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000	,27021
	< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000	,19651	

Multiple Comparisons

Dependent Variable		(I) PENDAPATAN	(J) PENDAPATAN	Sig.
AVGPKP	Bonferroni	> Rp 2.500.000	< Rp 1.500.000	1,000
			Rp 1.500.000 - Rp 2.500.000	1,000
			Rp 1.500.000 - Rp 2.500.000	,280
		< Rp 1.500.000	> Rp 2.500.000	,879
			< Rp 1.500.000	,280
			> Rp 2.500.000	,919
	Games-Howell	Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	,280
			> Rp 2.500.000	,919
		> Rp 2.500.000	< Rp 1.500.000	,879
			Rp 1.500.000 - Rp 2.500.000	,919
			Rp 1.500.000 - Rp 2.500.000	1,000
			> Rp 2.500.000	1,000
AVGRI	Bonferroni	Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	1,000
			> Rp 2.500.000	1,000
		> Rp 2.500.000	< Rp 1.500.000	1,000
			Rp 1.500.000 - Rp 2.500.000	1,000
			Rp 1.500.000 - Rp 2.500.000	,677
			> Rp 2.500.000	,963
	Games-Howell	Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	,677
			> Rp 2.500.000	,960
		> Rp 2.500.000	< Rp 1.500.000	,963
			Rp 1.500.000 - Rp 2.500.000	,960
			Rp 1.500.000 - Rp 2.500.000	1,000
			> Rp 2.500.000	1,000
AVGRE	Bonferroni	Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	1,000
			> Rp 2.500.000	1,000
		> Rp 2.500.000	< Rp 1.500.000	1,000
	Games-Howell		Rp 1.500.000 - Rp 2.500.000	1,000
			Rp 1.500.000 - Rp 2.500.000	,991
		< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000	,991

Multiple Comparisons

Dependent Variable		(I) PENDAPATAN	(J) PENDAPATAN	95% Confidence Interval
				Lower Bound
AVGPKP	Bonferroni		< Rp 1.500.000	-,3887
		> Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	-,6748
		< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000	-,5940
		> Rp 2.500.000	> Rp 2.500.000	-,7709
		< Rp 1.500.000	< Rp 1.500.000	-,1293
		Rp 1.500.000 - Rp 2.500.000	> Rp 2.500.000	-,5694
	Games-Howell	< Rp 1.500.000	< Rp 1.500.000	-,5213
		> Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	-,7846
		< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000	-,2435
		> Rp 2.500.000	> Rp 2.500.000	-,4434
		< Rp 1.500.000	< Rp 1.500.000	-,5198
		Rp 1.500.000 - Rp 2.500.000	> Rp 2.500.000	-,6347
AVGRI	Bonferroni	> Rp 2.500.000	< Rp 1.500.000	-,5714
		> Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	-,4863
		< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000	-,2544
		> Rp 2.500.000	> Rp 2.500.000	-,5464
		< Rp 1.500.000	< Rp 1.500.000	-,5308
		Rp 1.500.000 - Rp 2.500.000	> Rp 2.500.000	-,7397
	Games-Howell	< Rp 1.500.000	< Rp 1.500.000	-,6744
		> Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	-,5914
		< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000	-,4709
		> Rp 2.500.000	> Rp 2.500.000	-,6305
		< Rp 1.500.000	< Rp 1.500.000	-,4202
		Rp 1.500.000 - Rp 2.500.000	> Rp 2.500.000	-,6672
AVGRE	Bonferroni	> Rp 2.500.000	< Rp 1.500.000	-,5542
		> Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	-,6415
		< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000	-,4969
	Games-Howell	< Rp 1.500.000	< Rp 1.500.000	
		> Rp 2.500.000	> Rp 2.500.000	
		< Rp 1.500.000	< Rp 1.500.000	

Multiple Comparisons

Dependent Variable		(I) PENDAPATAN	(J) PENDAPATAN	95% Confidence Interval	
				Upper Bound	
AVGPKP	Bonferroni		< Rp 1.500.000	,6383	
		> Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	,4597	
			Rp 1.500.000 - Rp 2.500.000	,1293	
		< Rp 1.500.000	> Rp 2.500.000	,5213	
			< Rp 1.500.000	,5940	
			> Rp 2.500.000	,7846	
	Games-Howell		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	,7709
				> Rp 2.500.000	,5694
		> Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	,5198
		< Rp 1.500.000		> Rp 2.500.000	,5714
			Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	,2435
				> Rp 2.500.000	,4863
AVGRI	Bonferroni		< Rp 1.500.000	,4434	
		> Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	,6347	
			Rp 1.500.000 - Rp 2.500.000	,5308	
		< Rp 1.500.000	> Rp 2.500.000	,6744	
			< Rp 1.500.000	,2544	
			> Rp 2.500.000	,5914	
	Games-Howell		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	,5464
				> Rp 2.500.000	,7397
		> Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	,4202
		< Rp 1.500.000		> Rp 2.500.000	,5542
			Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	,4709
				> Rp 2.500.000	,6415
AVGRE	Bonferroni		< Rp 1.500.000	,6305	
		> Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	,6672	
	Games-Howell		< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000	,4462

Multiple Comparisons

Dependent Variable		(I) PENDAPATAN	(J) PENDAPATAN	Mean Difference (I-J)
AVGRE	Games-Howell	< Rp 1.500.000	> Rp 2.500.000	-,03817
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	,02534
			> Rp 2.500.000	-,01283
			< Rp 1.500.000	,03817
		> Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	,01283
			Rp 1.500.000 - Rp 2.500.000	-,03560
	Bonferroni	Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	,03560
			> Rp 2.500.000	,16632
		> Rp 2.500.000	< Rp 1.500.000	-,13071
			Rp 1.500.000 - Rp 2.500.000	-,16632
			Rp 1.500.000 - Rp 2.500.000	-,03560
			> Rp 2.500.000	,13071
AVGPI	Games-Howell	Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	,03560
			> Rp 2.500.000	,16632
			< Rp 1.500.000	-,13071
		> Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	-,16632

Multiple Comparisons

Dependent Variable		(I) PENDAPATAN	(J) PENDAPATAN	Std. Error
AVGRE	Games-Howell	< Rp 1.500.000	> Rp 2.500.000	,25139
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	,19651
			> Rp 2.500.000	,28961
		> Rp 2.500.000	< Rp 1.500.000	,25139
			Rp 1.500.000 - Rp 2.500.000	,28961
	Bonferroni	< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000	,15555
			> Rp 2.500.000	,20682
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	,15555
			> Rp 2.500.000	,22846
		> Rp 2.500.000	< Rp 1.500.000	,20682
AVGPI	Games-Howell	Rp 1.500.000 - Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	,22846
			Rp 1.500.000 - Rp 2.500.000	,15545
			> Rp 2.500.000	,24869
	Bonferroni	Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	,15545
			> Rp 2.500.000	,27073
		> Rp 2.500.000	< Rp 1.500.000	,24869
	Rp 1.500.000 - Rp 2.500.000	,27073		

Multiple Comparisons

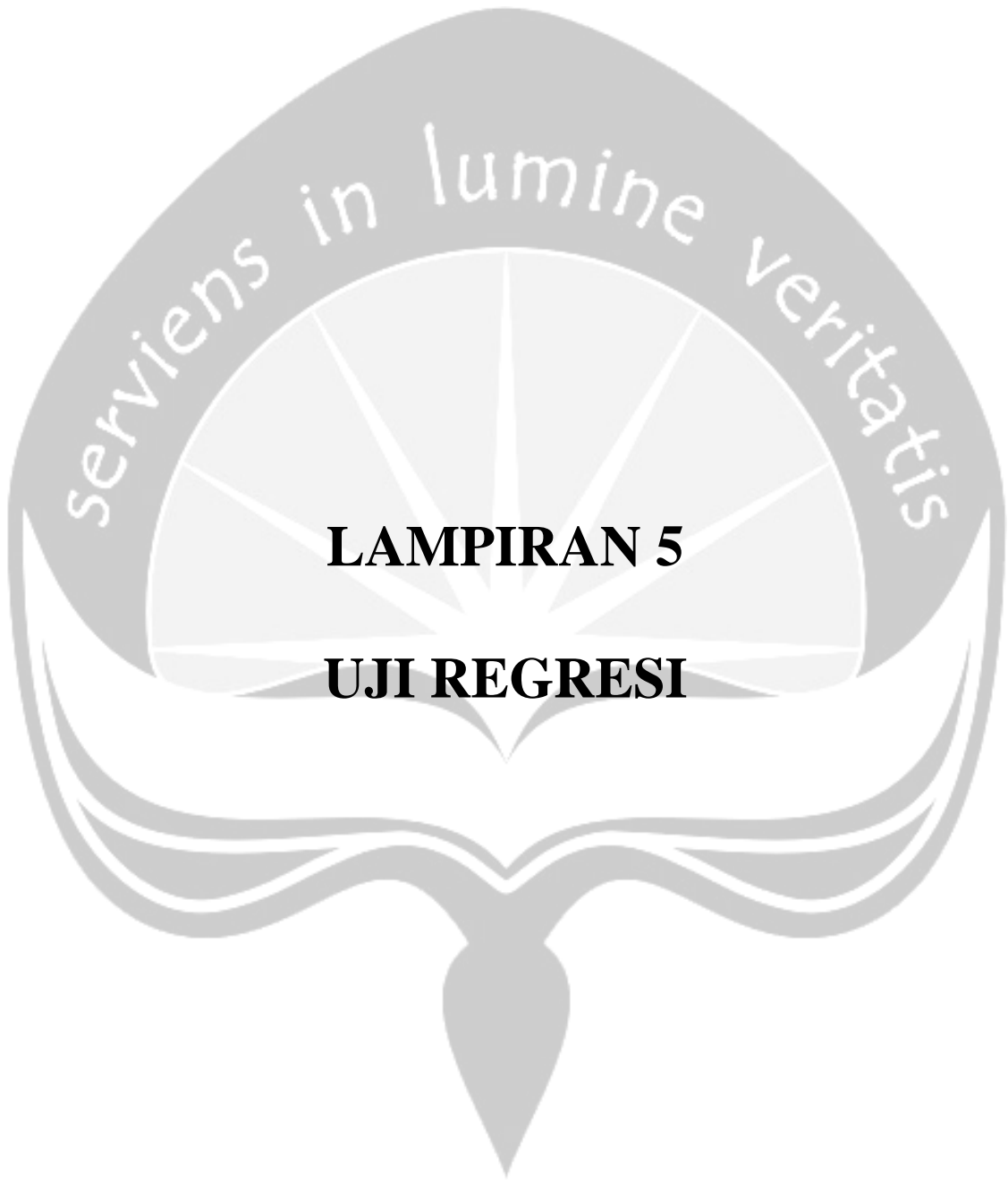
Dependent Variable		(I) PENDAPATAN	(J) PENDAPATAN	Sig.
AVGRE	Games-Howell	< Rp 1.500.000	> Rp 2.500.000	,987
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	,991
			> Rp 2.500.000	,999
		> Rp 2.500.000	< Rp 1.500.000	,987
			Rp 1.500.000 - Rp 2.500.000	,999
	Bonferroni	< Rp 1.500.000	Rp 1.500.000 - Rp 2.500.000	1,000
			> Rp 2.500.000	1,000
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	1,000
			> Rp 2.500.000	1,000
		> Rp 2.500.000	< Rp 1.500.000	1,000
AVGPI	Games-Howell	Rp 1.500.000 - Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	1,000
			Rp 1.500.000 - Rp 2.500.000	,972
			> Rp 2.500.000	,860
	Bonferroni	Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	,972
			> Rp 2.500.000	,813
		> Rp 2.500.000	< Rp 1.500.000	,860
	Rp 1.500.000 - Rp 2.500.000	,813		

Multiple Comparisons

Dependent Variable		(I) PENDAPATAN	(J) PENDAPATAN	95% Confidence Interval
				Lower Bound
AVGRE	Games-Howell	< Rp 1.500.000	> Rp 2.500.000	-,6654
			< Rp 1.500.000	-,4462
		Rp 1.500.000 - Rp 2.500.000	> Rp 2.500.000	-,7193
			< Rp 1.500.000	-,5891
		> Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	-,6936
			Rp 1.500.000 - Rp 2.500.000	-,4123
	Bonferroni	Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	-,3701
			> Rp 2.500.000	-,3411
			< Rp 1.500.000	-,3869
		> Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	-,6316
			2.500.000	-,7196
			Rp 1.500.000 - Rp 2.500.000	-,4081
AVGPI	Games-Howell	< Rp 1.500.000	> Rp 2.500.000	-,4934
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	-,3369
			> Rp 2.500.000	-,5011
		< Rp 1.500.000	-,7548	
		> Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	-,8338
		2.500.000		

Multiple Comparisons

Dependent Variable		(I) PENDAPATAN	(J) PENDAPATAN	95% Confidence Interval
				Upper Bound
AVGRE	Games-Howell	< Rp 1.500.000	> Rp 2.500.000	,5891
			< Rp 1.500.000	,4969
		Rp 1.500.000 - Rp 2.500.000	> Rp 2.500.000	,6936
			< Rp 1.500.000	,6654
		> Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	,7193
			Rp 1.500.000 - Rp 2.500.000	,3411
	Bonferroni		> Rp 2.500.000	,6316
		Rp 1.500.000 - Rp 2.500.000	< Rp 1.500.000	,4123
			> Rp 2.500.000	,7196
			< Rp 1.500.000	,3701
		> Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	,3869
			Rp 1.500.000 - Rp 2.500.000	,3369
AVGPI	Games-Howell	< Rp 1.500.000	> Rp 2.500.000	,7548
			< Rp 1.500.000	,4081
		Rp 1.500.000 - Rp 2.500.000	> Rp 2.500.000	,8338
			< Rp 1.500.000	,4934
		> Rp 2.500.000	Rp 1.500.000 - Rp 2.500.000	,5011
			2.500.000	



Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TOTALRE, TOTALSIKAP, TOTALNSUB, TOTALRI, TOTALPKP ^b		Enter
2		TOTALRI	Backward (criterion: Probability of F- to-remove >= ,100).
3		TOTALRE	Backward (criterion: Probability of F- to-remove >= ,100).

a. Dependent Variable: TOTALPI

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,881 ^a	,776	,768	1,969
2	,881 ^b	,776	,770	1,963
3	,881 ^c	,776	,771	1,957

a. Predictors: (Constant), TOTALRE, TOTALSIKAP, TOTALNSUB, TOTALRI, TOTALPKP

b. Predictors: (Constant), TOTALRE, TOTALSIKAP, TOTALNSUB, TOTALPKP

c. Predictors: (Constant), TOTALSIKAP, TOTALNSUB, TOTALPKP

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1936,430	5	387,286	99,853	,000 ^b
	Residual	558,510	144	3,879		
	Total	2494,940	149			
2	Regression	1936,035	4	484,009	125,569	,000 ^c
	Residual	558,905	145	3,855		
	Total	2494,940	149			
3	Regression	1935,511	3	645,170	168,377	,000 ^d
	Residual	559,429	146	3,832		
	Total	2494,940	149			

a. Dependent Variable: TOTALPI

b. Predictors: (Constant), TOTALRE, TOTALSIKAP, TOTALNSUB, TOTALRI, TOTALPKP

c. Predictors: (Constant), TOTALRE, TOTALSIKAP, TOTALNSUB, TOTALPKP

d. Predictors: (Constant), TOTALSIKAP, TOTALNSUB, TOTALPKP

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	1,513	,957		1,581	,116
	TOTALSIKAP	,260	,044	,380	5,948	,000
	TOTALNSUB	,378	,106	,215	3,577	,000
	TOTALPKP	,461	,089	,380	5,155	,000
	TOTALRI	,018	,057	,022	,319	,750
	TOTALRE	-,028	,059	-,026	-,472	,638
	(Constant)	1,595	,918		1,738	,084
2	TOTALSIKAP	,260	,044	,381	5,969	,000
	TOTALNSUB	,380	,105	,216	3,614	,000
	TOTALPKP	,475	,079	,391	6,038	,000
	TOTALRE	-,020	,053	-,018	-,369	,713
	(Constant)	1,586	,915		1,734	,085
3	TOTALSIKAP	,259	,043	,379	5,978	,000
	TOTALNSUB	,374	,104	,213	3,611	,000
	TOTALPKP	,466	,075	,384	6,220	,000

a. Dependent Variable: TOTALPI

Excluded Variables^a

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics	
					Tolerance	
2	TOTALRI	,022 ^b	,319	,750	,027	,326
3	TOTALRI	,007 ^c	,120	,905	,010	,409
	TOTALRE	-,018 ^c	-,369	,713	-,031	,621

a. Dependent Variable: TOTALPI

b. Predictors in the Model: (Constant), TOTALRE, TOTALSIKAP, TOTALNSUB, TOTALPKP

c. Predictors in the Model: (Constant), TOTALSIKAP, TOTALNSUB, TOTALPKP





No	S I 1	S I 2	S I 3	S I 4	S I 5	S I 6	S I 7	ASI	N S 1	N S 2	N S 3	ANS	P K 1	P K 2	P K 3	P K 4	AP K	R I 1	R I 2	R I 3	R I 4	R I 5	R I 6	ARI	R E 1	R E 2	R E 3	R E 4	AR E	P I 1	P I 2	P I 3	P I 4	P I 5	API
1	5	3	4	4	5	3	3	3,86	4	4	4	4,00	3	4	4	4	3,75	3	4	4	4	4	4	3,83	4	4	3	3	3,50	4	4	4	4	4	4,00
2	4	3	3	4	3	3	2	3,14	3	3	2	2,67	4	3	3	3	3,25	4	4	4	4	4	2	3,67	2	1	1	2	1,50	3	3	3	3	2	2,80
3	4	3	4	3	3	3	3	3,29	4	3	3	3,33	4	2	2	3	2,75	3	3	4	2	4	3	3,17	3	2	2	2	2,25	3	4	3	2	2	2,80
4	5	3	5	4	4	2	1	3,43	4	3	4	3,67	3	2	2	3	2,50	2	2	4	4	4	2	3,00	2	3	1	2	2,00	4	5	5	3	4	4,20
5	5	2	3	2	1	2	1	2,29	4	3	5	4,00	4	4	4	4	4,00	1	2	4	4	3	1	2,50	1	1	3	2	1,75	4	5	5	3	4	4,20
6	4	4	5	5	4	3	2	3,86	4	3	3	3,33	2	3	3	3	2,75	3	4	3	4	4	3	3,50	3	2	2	3	2,50	3	4	4	3	4	3,60
7	5	3	5	5	5	2	4	4,14	5	4	5	4,67	5	5	5	5	5,00	5	5	5	5	5	5	5,00	5	5	4	5	4,75	5	4	5	5	5	4,80
8	4	2	4	5	3	2	1	3,00	4	4	4	4,00	4	4	4	4	4,00	2	3	4	3	3	4	3,17	4	2	3	4	3,25	4	5	4	2	4	3,80
9	3	2	2	1	1	1	1	1,57	2	3	2	2,33	4	2	2	4	3,00	3	3	4	3	3	3	3,17	3	3	3	3	3,00	3	2	3	3	3	2,80
10	4	2	2	2	3	2	2	2,43	4	4	4	4,00	2	2	2	2	2,00	3	5	5	5	5	5	4,67	5	5	2	3	3,75	3	3	3	2	2	2,60
11	5	5	3	3	3	2	2	3,29	4	3	4	3,67	4	5	5	3	4,25	3	3	5	5	5	4	4,17	4	3	4	3	3,50	4	3	4	2	3	3,20
12	5	3	5	4	4	3	3	3,86	4	4	4	4,00	3	2	2	2	2,25	3	3	3	3	4	2	3,00	2	2	2	2	2,00	5	4	5	3	4	4,20
13	5	4	5	5	5	3	4	4,43	5	3	4	4,00	5	5	5	5	5,00	4	3	4	4	4	4	3,83	4	4	3	2	3,25	5	5	5	5	4	4,80
14	5	3	5	5	5	2	5	4,29	5	5	5	5,00	5	5	5	5	5,00	3	5	5	5	5	4	4,50	4	3	3	3	3,25	5	5	5	5	5	5,00
15	5	4	3	2	2	3	3	3,14	3	2	3	2,67	4	4	4	5	4,25	3	3	2	2	4	2	2,67	2	3	2	2	2,25	3	4	4	2	4	3,40
16	4	2	4	3	4	2	3	3,14	4	3	4	3,67	3	4	4	4	3,75	3	3	3	3	3	2	2,83	2	3	2	3	2,50	3	4	4	3	3	3,40
17	5	3	5	3	3	3	3	3,57	5	5	5	5,00	5	5	5	5	5,00	5	3	5	5	5	3	4,33	3	3	4	3	3,25	5	5	5	3	4	4,40
18	2	1	1	3	1	1	1	1,43	3	3	3	3,00	1	1	1	1	1,00	1	1	1	1	1	1	1,00	1	1	1	1	1,00	3	1	1	1	1	1,40
19	4	4	4	4	4	3	4	3,86	4	4	4	4,00	4	4	4	4	4,00	4	4	4	4	4	4	4,00	4	3	3	3	3,25	4	4	4	4	4	4,00
20	4	2	4	4	4	2	4	3,43	4	4	4	4,00	4	4	4	4	4,00	4	4	5	2	4	4	3,83	4	4	4	4	4,00	4	4	4	4	4	4,00
21	4	2	4	4	4	2	4	3,43	4	3	4	3,67	4	4	4	4	4,00	5	5	5	4	5	5	4,83	5	4	5	4	4,50	4	4	4	4	4	4,00
22	5	3	5	4	4	3	4	4,00	3	3	4	3,33	4	3	3	3	3,25	4	4	4	5	4	4	4,17	4	3	3	3	3,25	5	5	5	5	5	5,00
23	4	2	4	4	4	2	2	3,14	4	2	4	3,33	5	2	2	2	2,75	2	2	4	2	4	2	2,67	2	2	5	2	2,75	4	4	4	4	4	4,00
24	5	4	5	5	5	4	4	4,57	5	5	4	4,67	4	4	4	4	4,00	4	4	4	4	4	4	4,00	4	4	4	4	4,00	4	5	5	5	5	4,80
25	4	4	4	5	4	4	4	4,14	4	3	4	3,67	4	4	4	4	4,00	4	4	4	4	4	2	3,67	2	2	4	2	2,50	4	4	4	4	4	4,00

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27	4	4	4	4	4	4	4	4,00	4	3	4	3,67	4	4	4	4	4,00	4	4	4	2	4	4	3,67	4	2	4	2	3,00	4	4	4	4	4	4,00
28	4	2	4	4	4	2	2	3,14	4	3	4	3,67	4	2	2	2	2,50	4	4	2	2	4	2	3,00	2	2	4	2	2,50	4	2	4	4	4	3,60
29	5	5	3	3	4	3	4	3,86	3	3	3	3,00	4	4	4	4	4,00	1	2	3	3	3	4	2,67	4	4	4	4	4,00	4	4	4	5	4	4,20
30	4	3	3	2	2	2	2	2,57	4	4	4	4,00	4	3	3	3	3,25	4	4	4	4	4	3	3,83	3	4	2	3	3,00	3	4	5	3	3	3,60
31	5	5	5	5	5	2	5	4,57	5	5	5	5,00	5	5	5	5	5,00	5	5	5	5	5	4	4,83	4	4	3	3	3,50	5	5	5	5	5	5,00
32	4	2	2	2	2	2	2	2,29	2	2	3	2,33	3	2	2	4	2,75	4	4	4	3	4	2	3,50	2	1	1	2	1,50	3	2	2	2	2	2,20
33	3	2	3	4	1	2	2	2,43	4	3	4	3,67	2	3	3	5	3,25	4	4	4	4	4	3	3,83	3	2	2	2	2,25	4	2	4	2	3	3,00
34	5	5	5	5	5	5	5	5,00	5	5	5	5,00	5	5	5	5	5,00	5	5	5	5	5	5	5,00	2	3	1	2	2,00	5	5	5	5	5	5,00
35	5	5	5	5	1	5	1	3,86	5	1	1	2,33	5	5	5	5	5,00	5	5	5	5	5	5	5,00	1	1	3	2	1,75	5	5	5	5	5	5,00
36	5	5	5	5	5	3	2	4,29	5	5	5	5,00	5	5	5	5	5,00	4	4	4	4	4	3	3,83	3	2	2	3	2,50	2	5	5	5	5	4,40
37	5	4	4	5	3	4	5	4,29	5	4	5	4,67	5	5	4	5	4,75	4	4	5	5	5	3	4,33	4	3	2	5	3,50	5	4	5	5	5	4,80
38	2	2	2	3	3	4	3	2,71	2	2	2	2,00	2	3	2	1	2,00	2	2	1	1	1	2	1,50	2	2	1	2	1,75	2	2	2	2	2	2,00
39	5	5	5	5	3	3	4	4,29	5	5	5	5,00	5	5	4	5	4,75	4	4	4	4	5	3	4,00	3	3	1	5	3,00	5	5	5	4	5	4,80
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45	4	2	1	3	2	2	1	2,14	4	3	3	3,33	2	1	1	2	1,50	1	1	2	2	4	3	2,17	2	2	2	5	2,75	4	3	4	2	2	3,00
46	5	3	5	5	5	3	5	4,43	5	5	5	5,00	5	5	5	5	5,00	4	5	5	3	5	3	4,17	2	3	3	5	3,25	5	5	5	4	5	4,80
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48	4	4	4	4	4	4	4	4,00	4	4	4	4,00	4	4	4	4	4,00	2	4	2	4	4	4	3,33	2	4	2	5	3,25	4	4	4	4	4	4,00
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67	3	1	5	4	4	1	5	3,29	5	5	5	5,00	5	5	4	5	4,75	4	4	5	5	5	4	4,50	3	2	3	4	3,00	5	5	5	5	5	5,00
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71	5	4	4	4	4	3	2	3,71	4	2	5	3,67	4	2	4	4	3,50	4	4	4	4	4	3	3,83	2	2	2	2	2,00	4	4	4	3	4	3,80
72	5	3	5	3	3	3	4	3,71	4	4	4	4,00	4	4	4	5	4,25	4	4	4	4	4	4	4,00	4	4	4	4	4,00	5	5	5	4	4	4,60
73	5	4	5	5	5	4	5	4,71	5	5	5	5,00	5	5	5	5	5,00	5	5	5	5	5	5	5,00	4	4	4	4	4,00	5	5	5	5	5	5,00
74	5	4	4	5	2	2	2	3,43	4	4	2	3,33	4	4	4	5	4,25	4	5	5	5	5	4	4,67	4	4	4	4	4,00	4	4	4	2	2	3,20
75	4	2	4	4	4	4	1	3,29	4	2	2	2,67	4	4	4	5	4,25	4	5	4	4	4	2	3,83	4	2	2	4	3,00	4	2	5	2	2	3,00
76	5	3	4	5	5	3	4	4,14	5	5	5	5,00	5	4	5	5	4,75	5	5	5	5	5	3	4,67	3	3	3	4	3,25	5	5	5	4	5	4,80
77	5	2	5	5	4	2	4	3,86	4	4	4	4,00	5	5	5	5	5,00	5	5	5	5	5	5	5,00	4	2	4	4	3,50	5	5	5	5	4	4,80
78	5	4	5	5	5	4	4	4,57	5	4	5	4,67	5	5	5	4	4,75	4	4	5	4	5	5	4,50	4	2	4	4	3,50	4	5	5	5	5	4,80
79	5	5	5	5	5	5	5	5,00	5	5	5	5,00	5	5	5	5	5,00	5	5	5	5	5	5	5,00	5	5	5	5	5,00	5	5	5	5	5	5,00

80	5	3	3	4	4	2	3	3,43	5	4	4	4,33	4	4	4	4	4,00	4	4	4	4	4	3	3,83	2	2	3	4	2,75	5	4	5	5	4	4,60
81	5	5	5	5	5	5	4	4,86	5	5	5	5,00	4	5	4	5	4,50	5	5	5	5	5	4	4,83	3	3	3	3	3,00	5	5	5	5	5	5,00
82	5	4	5	5	5	5	5	4,86	5	4	5	4,67	4	5	5	5	4,75	5	4	4	4	5	5	4,50	5	5	5	5	5,00	5	5	5	5	5	5,00
83	5	4	4	4	4	2	2	3,57	4	4	4	4,00	4	4	4	4	4,00	2	2	4	4	4	4	3,33	2	2	2	2	2,00	5	4	4	4	4	4,20
84	5	2	5	5	5	2	4	4,00	5	5	5	5,00	5	5	5	5	5,00	5	5	5	5	5	5	5,00	4	5	5	5	4,75	4	5	5	5	5	4,80
85	4	4	4	4	4	3	4	3,86	4	4	4	4,00	4	4	4	5	4,25	5	5	5	5	5	4	4,83	4	3	3	4	3,50	4	4	4	4	4	4,00
86	5	4	5	5	5	4	3	4,43	5	5	5	5,00	4	4	4	5	4,25	3	4	5	5	4	3	4,00	3	3	3	3	3,00	4	4	5	3	4	4,00
87	5	5	5	5	5	5	4	4,86	5	5	5	5,00	5	5	5	5	5,00	5	5	5	5	5	5	5,00	5	5	5	5	5,00	5	5	5	5	5	5,00
88	5	2	4	5	5	2	2	3,57	4	5	5	4,67	5	5	5	4	4,75	4	4	4	5	5	4	4,33	5	4	4	5	4,50	5	4	5	5	4	4,60
89	5	3	5	4	4	3	5	4,14	4	4	4	4,00	5	4	3	5	4,25	4	3	5	4	4	3	3,83	2	4	3	4	3,25	5	5	5	3	5	4,60
90	2	2	2	2	2	2	2	2,00	4	2	4	3,33	2	2	2	4	2,50	4	3	4	3	3	3	3,33	2	2	2	2	2,00	2	2	2	2	2	2,00
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92	2	2	2	2	2	2	3	2,14	3	3	3	3,00	3	3	3	2	2,75	3	3	2	2	2	3	2,50	3	3	3	3	3,00	2	2	2	2	2	2,00
93	4	4	5	5	5	5	1	4,14	5	5	5	5,00	5	5	1	5	4,00	4	5	4	5	5	5	4,67	5	5	4	5	4,75	5	4	4	4	1	3,60
94	5	4	5	4	5	2	2	3,86	4	4	4	4,00	5	4	4	4	4,25	4	4	4	4	4	4	4,00	2	3	4	4	3,25	5	5	5	5	5	5,00
95	3	1	1	2	2	1	2	1,71	2	4	2	2,67	5	2	1	4	3,00	5	5	5	4	4	1	4,00	1	1	1	2	1,25	4	2	4	2	2	2,80
96	5	5	5	5	5	4	5	4,86	5	5	5	5,00	5	5	5	5	5,00	5	5	5	5	5	5	5,00	4	4	4	4	4,00	5	5	5	5	5	5,00
97	4	5	5	4	2	4	4	4,00	5	2	4	3,67	4	4	4	5	4,25	5	5	5	5	5	4	4,83	4	4	5	4	4,25	4	5	5	4	4	4,40
98	5	4	4	4	4	4	4	4,14	5	5	5	5,00	4	4	4	5	4,25	5	4	5	5	5	4	4,67	4	4	4	4	4,00	5	4	4	4	4	4,20
99	5	5	5	5	4	5	3	4,57	3	3	5	3,67	4	5	4	5	4,50	4	5	5	5	5	4	4,67	3	3	4	4	3,50	5	5	5	4	4	4,60
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101	5	4	5	5	5	4	5	4,71	5	5	5	5,00	5	5	4	5	4,75	4	4	5	5	5	4	4,50	3	3	4	4	3,50	5	5	5	5	5	5,00
102	5	4	4	5	3	2	1	3,43	4	4	4	4,00	4	4	3	5	4,00	4	4	4	5	4	3	4,00	3	2	4	4	3,25	4	4	4	3	4	3,80
103	1	1	1	1	1	1	1	1,00	1	1	1	1,00	1	1	1	1	1,00	1	1	1	1	1	1	1,00	1	1	1	1	1,00	1	1	1	1	1	1,00
104	5	5	5	5	5	4	3	4,57	5	5	5	5,00	4	4	4	5	4,25	4	4	4	4	4	3	3,83	3	3	3	4	3,25	4	4	5	4	4	4,20
105	5	4	5	5	3	5	5	4,57	5	5	5	5,00	5	5	3	5	4,50	3	4	5	5	5	4	4,33	4	5	5	5	4,75	5	5	5	5	5	5,00
106	5	5	5	5	4	4	5	4,71	5	4	5	4,67	5	5	4	5	4,75	4	5	4	5	5	4	4,50	4	4	3	5	4,00	5	5	5	4	5	4,80

107	5	4	2	4	2	2	1	2,86	2	3	4	3,00	4	2	1	5	3,00	5	4	5	5	4	1	4,00	1	3	2	4	2,50	5	5	4	2	4	4,00
108	5	5	5	5	2	4	4	4,29	4	5	4	4,33	5	4	4	5	4,50	5	5	5	5	5	4	4,83	2	2	4	4	3,00	5	5	5	5	4	4,80
109	5	4	5	5	4	4	4	4,43	4	4	4	4,00	4	4	5	4	4,25	3	4	3	4	5	3	3,67	3	3	3	3	3,00	5	4	4	4	3	4,00
110	3	3	3	3	2	3	2	2,71	3	3	3	3,00	3	3	3	3	3,00	3	3	3	2	3	2	2,67	2	2	3	3	2,50	3	3	3	3	3	3,00
111	4	3	4	2	2	2	2	2,71	3	3	3	3,00	4	2	4	2	3,00	1	3	2	1	3	1	1,83	1	1	1	1	1,00	4	4	4	3	3	3,60
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113	5	4	4	5	2	2	2	3,43	4	5	5	4,67	5	5	5	5	5,00	5	2	5	5	4	2	3,83	1	1	5	3	2,50	5	5	5	5	5	5,00
114	4	4	4	4	4	2	3	3,57	4	4	4	4,00	4	4	4	5	4,25	4	4	4	5	5	4	4,33	4	3	3	4	3,50	4	5	5	4	4	4,40
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117	5	4	5	5	5	4	5	4,71	5	5	5	5,00	5	5	5	5	5,00	5	5	5	5	5	4	4,83	4	4	4	4	4,00	5	5	5	4	5	4,80
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120	5	3	5	3	3	3	3	3,57	4	4	4	4,00	4	4	4	5	4,25	4	4	5	5	5	4	4,50	3	3	3	4	3,25	4	4	5	5	4	4,40
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122	5	5	5	4	4	2	4	4,14	4	4	5	4,33	4	5	5	5	4,75	4	4	4	4	4	2	3,67	4	2	2	4	3,00	5	4	5	3	4	4,20
123	5	3	5	5	5	5	3	4,43	5	3	4	4,00	4	4	4	5	4,25	4	4	5	4	4	3	4,00	4	3	4	4	3,75	4	4	5	4	4	4,20
124	5	2	5	5	4	2	4	3,86	4	4	4	4,00	4	5	4	5	4,50	5	4	4	5	4	4	4,33	4	4	4	4	4,00	4	5	5	4	4	4,40
125	5	5	5	5	5	5	5	5,00	5	5	5	5,00	5	5	5	5	5,00	5	5	5	5	5	5	5,00	5	5	5	5	5,00	5	5	5	5	5	5,00
126	5	1	5	5	5	1	5	3,86	5	5	5	5,00	5	5	5	5	5,00	5	5	5	5	5	5	5,00	5	5	5	5	5,00	5	5	5	5	5	5,00
127	5	2	5	5	5	2	2	3,71	5	5	5	5,00	5	5	5	5	5,00	5	5	5	5	5	5	5,00	4	4	5	5	4,50	5	5	5	5	5	5,00
128	5	5	5	5	5	5	5	5,00	3	4	5	4,00	4	5	5	5	4,75	5	5	5	5	5	3	4,67	3	3	3	3	3,00	5	5	5	5	4	4,80
129	5	4	5	5	5	5	5	4,86	5	5	5	5,00	5	5	4	5	4,75	5	5	5	5	5	5	5,00	4	4	5	5	4,50	5	5	5	5	5	5,00
130	5	4	5	5	2	5	4	4,29	5	5	5	5,00	5	5	5	5	5,00	5	5	5	5	5	5	5,00	5	5	5	5	5,00	5	5	5	4	5	4,80
131	4	4	5	5	4	4	4	4,29	4	4	4	4,00	4	4	4	5	4,25	4	4	4	4	4	3	3,83	3	3	3	3	3,00	4	5	4	4	4	4,20
132	5	4	5	5	4	4	4	4,43	5	5	5	5,00	5	5	4	5	4,75	4	4	5	5	5	4	4,50	4	3	4	4	3,75	5	5	5	5	5	5,00
133	4	1	2	1	2	1	1	1,71	4	3	2	3,00	4	4	4	5	4,25	5	5	5	5	5	3	4,67	2	4	5	5	4,00	4	4	4	2	2	3,20

134	5	5	5	5	4	4	5	4,71	4	5	4	4,33	4	4	4	5	4,25	4	4	5	5	4	4	4,33	4	3	4	4	3,75	5	5	5	4	4	4,60
135	5	5	5	5	5	5	4	4,86	4	4	4	4,00	5	5	5	5	5,00	5	5	5	5	5	4	4,83	4	4	4	4	4,00	5	5	5	5	5	5,00
136	5	5	5	5	5	5	4	4,86	5	5	4	4,67	5	5	5	5	5,00	5	5	5	5	5	4	4,83	5	5	3	3	4,00	5	4	5	5	5	4,80
137	5	4	4	5	5	5	4	4,57	5	5	5	5,00	4	5	5	5	4,75	4	5	5	5	5	5	4,83	4	4	4	4	4,00	5	5	4	4	4	4,40
138	5	4	4	5	5	4	4	4,43	4	4	4	4,00	4	4	4	5	4,25	4	4	4	4	4	3	3,83	3	2	2	3	2,50	4	4	4	3	4	3,80
139	5	5	5	4	2	4	5	4,29	5	4	3	4,00	5	5	5	5	5,00	5	5	5	5	5	2	4,50	2	1	1	3	1,75	5	5	5	5	5	5,00
140	5	4	5	5	3	4	2	4,00	4	4	4	4,00	3	3	4	5	3,75	5	4	5	5	5	4	4,67	3	2	4	4	3,25	4	4	4	2	3	3,40
141	5	4	5	5	4	3	4	4,29	5	3	5	4,33	4	5	4	5	4,50	5	5	5	5	5	4	4,83	3	2	2	3	2,50	5	4	4	4	5	4,40
142	5	3	5	5	5	4	3	4,29	4	4	4	4,00	5	5	4	5	4,75	4	3	5	5	4	3	4,00	3	3	3	3	3,00	5	5	5	5	5	5,00
143	5	5	5	5	5	4	5	4,86	5	5	5	5,00	5	5	5	5	5,00	4	5	5	5	5	4	4,67	4	4	4	4	4,00	5	5	5	5	5	5,00
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146	5	4	4	5	5	4	4	4,43	4	4	4	4,00	4	5	3	4	4,00	2	2	4	5	4	3	3,33	3	1	1	4	2,25	4	5	4	4	4	4,20
147	4	4	4	4	4	2	2	3,43	4	4	4	4,00	4	4	4	4	4,00	2	4	4	4	4	2	3,33	2	2	2	2	2,00	4	4	4	4	4	4,00
148	3	4	4	5	4	3	2	3,57	3	3	3	3,00	5	4	4	5	4,50	2	5	5	5	5	5	4,50	5	3	3	5	4,00	4	4	5	3	3	3,80
149	5	2	5	4	3	2	2	3,29	4	4	4	4,00	4	5	3	5	4,25	4	4	5	5	5	3	4,33	3	3	4	4	3,50	4	4	5	4	4	4,20
150	5	5	5	5	5	5	5	5,00	5	5	5	5,00	5	5	5	5	5,00	5	5	5	5	5	5	5,00	5	5	5	5	5,00	5	5	5	5	5	5,00
151	4	3	3	3	3	3	3	3,14	4	4	4	4,00	4	3	3	5	3,75	5	5	5	5	5	4	4,83	4	3	3	4	3,50	4	3	4	3	3	3,40
152	5	4	4	4	5	2	2	3,71	4	4	4	4,00	4	3	2	5	3,50	4	2	4	4	4	4	3,67	2	2	4	4	3,00	4	5	5	4	4	4,40
153	5	5	5	5	5	5	5	5,00	5	5	5	5,00	5	5	5	5	5,00	5	5	5	5	5	4	4,83	4	4	4	4	4,00	5	5	5	5	5	5,00
154	5	5	5	5	5	4	4	4,71	5	4	5	4,67	5	5	5	5	5,00	4	5	5	5	5	4	4,67	4	4	4	4	4,00	5	5	5	5	5	5,00
155	5	2	5	4	5	2	4	3,86	5	2	4	3,67	5	5	5	4	4,75	1	2	5	2	4	2	2,67	2	2	3	4	2,75	5	4	5	2	4	4,00

Factors Influencing Halal Products Purchase Intention in India: Preliminary Investigation

Adil Khan* and Mohammad Khalid Azam**

This research investigates consumer purchase intention for halal certified products in India and the motives which influence the consumption behavior of these consumers. Globally, marketers and researchers have discovered a consumer segment that is halal market, with a very high potential. The potential of global halal market, excluding Islamic finance, is USD2.3 tn. As this is a largely untapped market, the current research focuses on understanding India's large Muslim consumers' segment. The study employs a survey instrument based on the 'Theory of Planned Behavior'. Apart from the three variables of original model, viz. attitude towards behavior, subjective norm and perceived behavior control, religiosity is also considered in the model to check its impact on purchase intention for halal certified products. Hypotheses are tested using correlation and regression analyses. The study finds that attitude and perceived behavior control are the significant and most important factors influencing the purchase intention for halal certified products. On the other hand, it finds that religiosity and subjective norms are insignificant factors, which is against the common sense belief considering the religious connotation of the products in question.

Introduction

Globally, marketers and researchers have discovered a consumer segment with a very high potential, that is, the 'halal' consumers. There are many halal certification companies worldwide, which test the products offered by the brands for halal standards and certify the compliant brands as halal. Halal is essentially a co-brand and/or certification scheme. The global halal market's potential, excluding Islamic finance, is USD2.3 tn. It is now up to India, as a country with 15 crore Muslims, to tap the opportunity.

Lately, there has been great effort taken on the part of business organizations and companies to capture the newly discovered market. This market comprises a religious segment, which is growing very fast by virtue of high birth rates and by growing conversion rates (Hanzaee and Ramezani, 2011). This phenomenon is 'halal marketing' or in a broader sense 'Islamic marketing'.

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Today halal market is estimated to be around \$2.3 tn (excluding Islamic finance and banking), and among this halal food has the largest share of around \$634.6 bn (Salehudin, 2010; and Daud *et al.*, 2012).

Halal is an arabic word which means legal, permissible, or allowed (Wilson and Liu, 2010). It implies that Muslims should consume from a certain set of things (goods, services, etc.) which is allowed by the Shariah. Understanding of halal for many people is limited to food, specifically halal meat (Regenstein *et al.*, 2003).

The opposite of halal in Arabic is haram (or haraam), which means prohibited (Qaraòdâwâi, 1980). Non-Halal is also used in Malaysia for the same purpose (Wilson and Liu, 2010). In Islam there are guidelines for what is halal and haram. Main sources for knowledge of halal and haram are the Quran and Hadith. Haram is also an arabic word meaning, 'forbidden'. In Islam, this term is used to refer to anything that is prohibited by the faith (Wikipedia, 2015).

In Islam, many things are clearly halal or haram. There are also items which are not as clear, and for which further information is required. Items that are not clear are called 'mashbooh' (Mohammad and Ahmad, 1984).

Halal Certification

Halal products are halal certified from relevant authorities and carry a halal logo. Though any individual Muslim, Islamic organization or agency can issue a halal certificate (Hanzaee and Ramezani, 2011), the acceptability of such certificate varies among consumers, (individuals, organizations and countries). Some countries have strict guidelines and keep renewing the list of certification bodies, for instance, Malaysia's JAKIM has listed two Indian organizations in its list of 'The recognized foreign halal certification bodies and authorities' as on July 19, 2013-14.¹ The list has recognized 73 certification bodies in more than 30 countries.

The process of obtaining halal certification begins with writing an application disclosing the procedure of production, listing the products which need to be certified, listing the ingredients and the regions in which the products will be sold or marketed (Shafie and Othman, 2006).

Certifying organizations evaluate application and select an audit committee for examining the facility. This committee, after review, can suggest necessary recommendations. Then, the applicant company and the certifying agency sign a supervision agreement. After all such formalities, the halal certificate may be issued a specified time (Shafie and Othman, 2006 and Halal India).

Why Halal Branding

Halal branding is a global phenomenon, which has emerged mainly because of two reasons, viz., globalization and increased awareness among Muslim consumers.

¹List of Approved Islamic Bodies, available at <http://www.halal.gov.my/v3/index.php/en/list-of-approved-islamic-bodies>

Globalization has led to greater mobility of resources, both human and non-human. There are countries where Muslims are minority residents and many who migrate for search of employment find it difficult to find products which are suitable for their consumption.

Similarly, in countries like India where young Muslims migrate to other cities find ambiguity in halal nature of products. Increased participation of women in workforce and modernization has also raised the demand for packaged food, so the need for ensuring whether the food is halal or not is also inevitably increasing. In addition, the problem also extends to other categories of products and services, be it clothing, cosmetics or accessories.

The purpose of branding products as halal is to ensure the suitability for consumption by Muslims. Further, it ensures a promise of trust, quality and value.

This study is a part of a larger work (Ph.D. dissertation) which seeks to answer two main questions related to the success of halal branding in India. First, what is the possibility of acceptance and success of halal brands in India? Second, can India become a halal hub, for catering to global halal market, competing with countries like Malaysia, Indonesia and Australia?

This study focuses on answering the first question. The study investigates the purchase intention of halal certified brands in India and the underlying factors that may influence such purchases. The study incorporates the 'theory of planned behavior' as guiding model for determining purchase intention of halal certified products.

Literature Review and Theoretical Framework

The field of Islamic marketing and halal branding is in its nascent stage. Literature on halal purchase intention is very sparse and eclectic. There are many researches related to halal purchase intention, but only a few are published in marketing or consumer behavior journals and a majority of the related articles are published in multidisciplinary journals and conference proceedings. Hence, searching appropriate literature in this area is a tedious task.

Theory of Planned Behavior

This research has adopted the model of 'theory of planned behavior' proposed by Ajzen (1985 and 2005). The model was developed to ascertain behavioral intention and has been successfully tested in various intention-performance paradigms, including health-behavior interventions in the area of medical sciences on the one hand, and measuring purchase intention in the field of consumer behavior, on the other (Ajzen, 2014). Many authors have recommended the usefulness of this model to measure halal purchase intention (Shaari and Arifin, 2009; NurHaslizatul, 2011; Afendi *et al.*, 2014; and Khalek and Ismail, 2015) or in similar context (Shakona, 2013). The model shows that behavior is reinforced by three important beliefs: behavioral, normative and control. In a broader view, behavioral beliefs result in a positive or negative attitude towards the

'behavior'; normative beliefs result in 'subjective norm'; and control beliefs give rise to 'perceived behavioral control'. Moreover, these factors determine the behavioral intention (Ajzen, 2002).

Purchase Intention

In simple words, purchase intention means, a plan to purchase a particular good or service in the future (Business dictionary.com). It refers to the subjective probability of buying a certain product or brand by the consumer. Purchase intention may also be defined as "individual's readiness and willingness to purchase a certain product or service" (Ajzen, 1985 cited in Omar *et al.*, 2012). In the context of this study, it may be defined as a plan or probability of purchasing a halal brand in future.

Attitude

According to Allport (1935), attitude refers to "a mental and neural state of readiness, organized through experience, exerting a directive and dynamic influence upon the individual's response to all objects and situations with which it is related". Ajzen (2005) asserted, "attitude toward a behavior is the degree to which performance of the behavior is positively or negatively valued." This definition has its roots from the expectancy value model according to which attitude is a product of strengths of each belief held by a person and his/her positive or negative evaluation of outcome. Attitude is an important construct in consumer behavior, especially in purchase related researches, as a positive attitude towards a product or service is more likely to result in actual purchase.

Subjective Norms

Subjective norms imply that there are social norms and pressure toward or against the performance of any behavior. This may include family, friend, relatives, peer or other such significant groups (Ajzen, 1991 and 2005). This variable explains the role of significant others in the intention to perform a behavior in question. It is the social pressure that an individual feels to indulge or not to indulge in a particular behavior (Ajzen, 2005).

Perceived Behavioral Control

It refers to people's perception of their ability to perform a given behavior (Ajzen, 2005). Perceived behavior control simply means, how easy or difficult the actual performance is in a given situation. Perceived behavioral control affects behavioral intention and behavior both simultaneously, directly, and also indirectly through behavioral intention (Noar and Zimmerman, 2005).

Religiosity

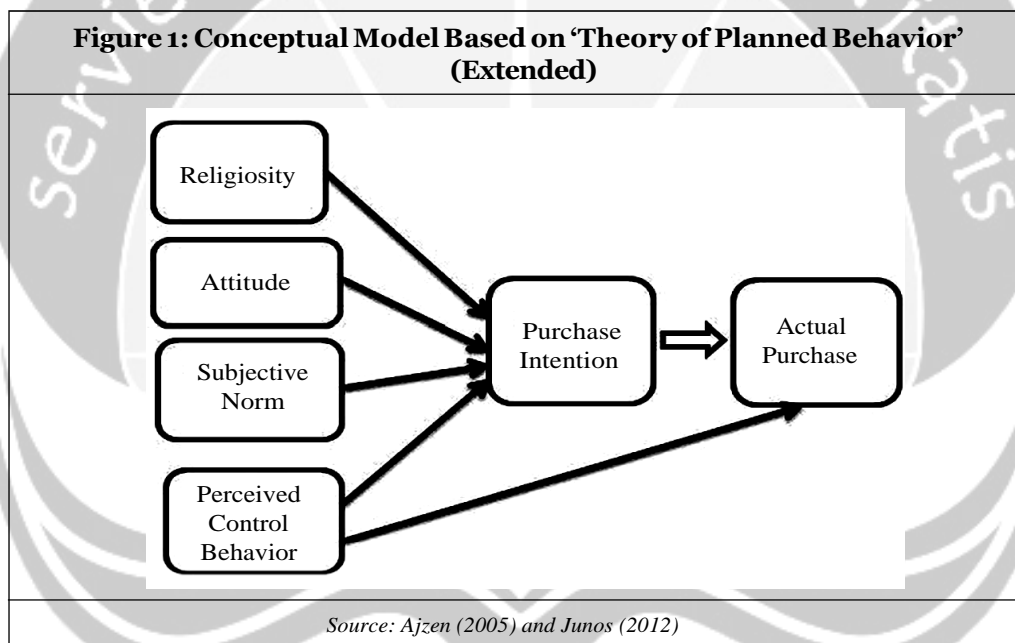
Apart from variables in theory of planned behavior, viz., attitude, subjective norms and perceived behavior control, this study also incorporates a fourth variable, religiosity, to check whether religiosity has any impact on purchase intention of halal brands.

Religion and religiosity are regarded to be taboo topics in area of marketing (Khraim, 2010; and Sandikci and Rice, 2011, p. 51). However, there are a few studies on this topic in marketing literature. Religion is an important component of culture and its

role in consumer behavior cannot be ignored (Patel, 2012). According to Muniz and Schau (2005), “The intersection of the religions and material is neither unusual nor unimportant to understand consumers and their consumption.”

Lately researches, especially engaged in halal, are exploring the importance of religion and religiosity in consumer decision making (Shaari and Arifin, 2009). Religiosity of an individual refers to the degree of the individual’s adherence to his/her religion (Worthington *et al.*, 2003). It may be measured in terms of involvement in religion as a means as well as an end (Allport, 1950; Worthington *et al.*, 2003; and Mokhlis, 2009). Religiosity as a means refers to the external or extrinsic attribute of religiosity, while as an end, it refers to the intrinsic attribute (Mokhlis, 2009). For halal purchase studies, religion and religiosity may be added in the model (Junos, 2012).

Based on the discussion a conceptual model was developed for the present study (Figure 1).



Objectives

The objectives of this paper are to understand consumer purchase intention for halal certified products in India, and to investigate the motives which influence the consumption behavior of these consumers.

Based on the objectives, the following hypotheses have been developed:

H₁: There is a significant relationship between attitude towards halal certified products and consumer purchase intention towards halal certified products.

H₂: There is a significant relationship between subjective norm and consumer purchase intention towards halal certified products.

H₃: There is a significant relationship between perceived behavioral control and consumer purchase intention towards halal certified products.

H₄: There is a significant relationship between religiosity and consumer purchase intention towards halal certified products.

Data and Methodology

Data

This study was conducted through an online survey using a structured questionnaire (see Appendix). The sample unit included Muslim consumers in Aligarh and Delhi region. The data were collected through Internet, using a Google form. A total of 140 responses were received, out of which only 128 were found useful after preliminary data screening. Convenience sampling (snowballing sampling) method was used and the data was collected through a Google form. For data analysis, correlation and regression analyses have been used.

All questions except demographic variables were measured on a 5-point Likert scale, where five indicates ‘extremely agree’ and one indicates ‘extremely disagree’.

Research Instrument

Although some studies (Shaari and Arifin, 2009; Aziz *et al.*, 2013; and Ishak *et al.*, 2013), most of which have been conducted in Malaysia and Indonesia, were very insightful in constructing the instrument, their adoption was unwarranted. There were some basic problems in adopting their scales. For instance, these countries have a full-fledged market for halal brands and these products are very popular there. They have different subjective norms. Therefore, this study needed to prepare a new questionnaire. The questionnaire for this study was developed based on a document present on Ajzen’s website titled “Constructing a TPB Questionnaire”. This document was very helpful in constructing the survey instrument. For this purpose, some interviews were conducted and a questionnaire was prepared with the following items:

Attitude

1. Halal-certification is a good idea.
2. I always look for newly launched halal-certified products.
3. I prefer halal-certified products over non-certified ones.
4. I think that we all should buy halal-certified products.
5. I think halal-certified products would be of better quality as compared to the non-certified products.
6. I keep looking for newly launched halal-certified brands.
7. I am ready to travel far off to buy halal-certified products.

Subjective Norms

1. My family members would like to buy halal-certified products.
2. My friends would support the idea of me buying halal-certified products.

3. My friends would also like to buy halal-certified products.
4. People who are important to me would support me in my decision to buy halal-certified products.

Perceived Behavioral Control

1. I can afford to buy halal-certified brands even if slightly expensive.
2. Buying or not buying halal-certified brands is solely my decision.
3. If halal-certified brands are available in stores, I am sure that I will only buy halal-certified brands.
4. I have knowledge to buy halal products.

Purchase Intention

1. I am ready to buy halal-certified products in future.
2. While purchasing items of daily use, I prefer buying halal-certified products.
3. If available, I will regularly buy halal-certified products.
4. I prefer to buy halal-certified products even when the brand is not very popular.
5. I buy halal-certified products even if they are slightly expensive.

Religiosity

For religiosity, Religious Commitment Inventory (RCI 10)² by Worthington *et al.* (2003) was used. RCI 10 has 10 items, which measure religiosity.

Results and Discussion

Reliability of Constructs

Table 1 shows the number of items in each construct and the reliability statistics, and Cronbach's alpha for the respective constructs.

Most of the constructs exhibit high reliability (Cronbach's $\alpha > 0.70$). However, the value of Cronbach's α for attitude ($\alpha = 0.650$) and perceived behavioral control ($\alpha = 0.658$) are relatively lower. However, many researchers consider $\alpha > 0.50$ as acceptable (Hair, 1998).

Correlation Analysis

Bivariate correlation analysis was conducted between the dependent variable (halal purchase intention) and each independent variables (attitude, subjective norm, perceived behavioral control and religiosity: intrinsic and extrinsic). The results are presented in Table 2.

Variables like attitude ($r = 0.538, p < 0.001$) and perceived behavioral control ($r = 0.565, p < 0.001$) depict a fair degree of correlation with halal purchase intention. Both are significant at 0.01 level. Subjective norm is also positively and significantly correlated but with a lower degree of correlation ($r = 0.391, p < 0.001$). However, correlation between religiosity and purchase intention is very weak and statistically insignificant.

²Due permission was obtained for using the index.

Scale	No. of Items	Cronbach's Alfa
Subjective Norm	4	0.759
Attitude	7	0.650
Perceived Behavioral Control	4	0.658
Religiosity (Composite)	10	0.873
(Intrinsic)	6	0.815
(Extrinsic)	4	0.738
Purchase Intention	4	0.731

	Purchase Intention	Significance
Subjective Norm	0.391**	0.000
Perceived Behavioral Control	0.565**	0.000
Attitude	0.538**	0.000
Religiosity (Intrinsic)	0.148 ^a	0.094
Religiosity (Extrinsic)	0.138 ^a	0.121

Note: ** Correlation is significant at 0.01 level (2-tailed); and ^aCorrelation is not significant.

Regression Analysis

Regression analysis was conducted in two stages. In the first stage, all the independent variables were taken into consideration, then the independent variables with low level of significance ($p < 0.05$) were removed and the second regression analysis was conducted with the remaining variables (Table 3).

First Regression

The value of R^2 in the first regression equation is obtained as 0.429. This means that the independent variables explain 42.9% of the variation in the dependent variable.

The p -value for the F -statistic is < 0.05 . This means that at least one of the independent variables is a significant predictor of the dependent variable (halal purchase intention). Moreover, there is no problem of multicollinearity as the VIF scores are less than 3 and Durbin-Watson statistics is close to 2.

In terms of model trimming, the results show that Subjective-Norm (SN) and religiosity are not significant predictors of halal purchase intention. These variables were removed from the model and regression was run with the remaining variables.

Table 3: Regression Analysis

Model		Unstandardized Coefficients		Standardized Coeff.	t-Value	p-Value	F-Value	R	R ²	ΔR ²
		B	SE							
1	Intercept	5.580	1.526		3.656	0.000	23.078*	0.655	0.429	0.410
	ATT*	0.219	0.053	0.350	4.092	0.000				
	SN ^q	0.079	0.074	0.084	1.062	0.290				
	PBC*	0.324	0.066	0.394	4.890	0.000				
	Religiosity ^q	-0.028	0.022	-0.092	-1.242	0.217				
2	Intercept	5.673	1.398		4.057	0.000	44.328*	0.644	0.415	0.406
	PBC*	0.330	0.064	0.401	5.183	0.000				
	ATT*	0.219	0.048	0.350	4.523	0.000				

Note: * $p < 0.001$; ^q($p > 0.005$); Dependent variable in both regressions is 'Purchase Intention'.

Second Regression

Second regression was conducted after eliminating the non-significant variables from the first regression model. Regression analysis was performed with remaining variables, attitude and perceived behavioral control. The value of R^2 in second regression is obtained as 0.415. This means that the independent variables explain 41.5% of the variations in the dependent variable. This value is not much different from the R^2 value of the first regression model. This also confirms that the variables removed from the preliminary model were not significant in predicting the halal purchase intention.

The p -value for F -statistic is <0.05 , which means that at least one independent variable is a significant predictor of the reading scores. Table 3 shows that both the variables are significant.

The coefficients have been analyzed to examine and interpret the results. The prediction equation based on the unstandardized coefficients is as follows:

$$HPI_i = 5.73 + 0.219ATT_i + 0.330PBC_i$$

where $i = 1 \dots 128$, HPI = Halal Purchase Intention, ATT = Attitude, PBC = Perceived Behavioral Control.

Conclusion

This study investigates the consumer purchase intention for halal certified products in India and the motives which influence the consumption behavior of these consumers. The results show that out of the four hypotheses framed, only two were accepted. 'Attitude' and 'perceived behavioral control' were found to be most significant in predicting the purchase intention of halal certified products.

This is in conformation with many studies conducted on halal purchase intention based on the 'Theory of Planned Behavior' (Afendi *et al.*, 2015). Positive attitude towards a good

or service has long been associated with a possible purchase intention of that product or service. Perceived behavioral control which translates into easy availability, emerged to be a very important factor for consideration of halal purchase intention. Respondents who believe that halal would be easily available would like to buy it in future.

Religiosity has been found to be an insignificant predictor of halal purchase intentions contrary to the common sense assumption. This may be because of several reasons. First, it is considered as a personal issue and a taboo topic. People do not wish to talk about it. Second, the problem would be because of social desirability bias. Third, among Indian Muslims, halal is largely related to meat. Except pork and alcohol, everything is deemed to be halal. Singh and Agarwal (2011) found that religiosity is not a significant predictor of fast-food consumer's ethical belief. According to them "...we found that neither of the independent variables, namely, importance of money, intrinsic religiosity, and spiritual well-being determine consumers' ethical beliefs..." This result is not only counterintuitive, but also departs from the results obtained by the previous studies. Mukhtar and Butt (2012) conducting a study in Pakistan found that intrinsic religiosity is not a significant predictor of halal purchase intention.

Subjective norms were also found to be insignificant in this study. There are many prior studies on it, and the results are mixed regarding predictability of subjective norms in ascertaining behavioral intentions. Table 4 summarizes the results of hypothesis testing of this study (Table 4).

Table 4: Summary of Results of Hypotheses Testing		
S. No.	Hypothesis	Result
H_1	<i>There is a relationship between attitude toward halal certified products and consumer purchase intention for halal certified products.</i>	Accepted
H_2	<i>There is a relationship between subjective norm and consumer purchase intention toward halal certified products.</i>	Not Accepted
H_3	<i>There is a relationship between perceived behavioral control and consumer purchase intention for halal certified products.</i>	Accepted
H_4	<i>There is a relationship between religiosity and consumer purchase intention toward halal certified products.</i>	Not Accepted

Limitations and Future Research: There are certain limitations of the study. The study incorporates a non-probability sampling method. Therefore, there is a chance of bias in the results. Further, for studying halal products, any specific product categories were not chosen. For future research, studies may be conducted using some specific product category or brand, such as halal cosmetics. As of now, India got its first halal certified cosmetics range in 2014 (*Times of India*, 2014). This product category may be specifically investigated in relation to consumer purchase intention in future studies.

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Appendix

Questionnaire

Dear Friends,

I am a Research Scholar at Department of Business Administration, Aligarh Muslim University. I am conducting a survey related to halal certified products.

Your responses will be confidential and will be used only for academic purpose.

A note about Halal Certification: There are some organizations which get their products certified as 'halal' from some certifying agencies. This means that the certifying agencies give an assurance about the halal-ness of these products. These products are known as halal-certified products or halal brands. For example, halal-certified chocolate, halal-certified noodle, halal-certified cosmetics, etc. Many big brands such as Nestle, Colgate etc. offer halal-certified products.

Suppose halal-certified products are available in India, or are going to be launched soon in Indian markets. What would be your opinion with regard to the following statements?

		Strongly Agree	Moderately Agree	Neither Agree or Disagree	Moderately Disagree	Strongly Disagree
AT1	Halal-certification is a good idea.					
AT2	I always look for newly launched halal-certified products.					
AT3	I prefer halal-certified products over non-certified ones.					
AT4	I think that we all should buy halal-certified products.					
AT5	I think halal-certified products would be of better quality as compared to the non-certified products.					
AT6	I keep looking for newly launched halal-certified brands.					
AT7	I am ready to travel far off to buy halal-certified products.					
PI 1	I am ready to buy halal-certified products in future.					
PI 2	While purchasing items of daily use, I prefer buying halal-certified products					
PI 3	If available, I will regularly buy halal-certified products.					
PI 4	I prefer to buy halal-certified products even when the brand is not very popular.					
PI 5	I buy halal-certified products even if they are slightly expensive.					

		Strongly Agree	Moderately Agree	Neither Agree or Disagree	Moderately Disagree	Strongly Disagree
SN1	My family members would like to buy halal-certified products.					
SN2	My friends would support the idea of me buying halal-certified products.					
SN3	My friends would also like to buy halal-certified products.					
SN4	People who are important to me would support me in my decision to buy halal certified products.					
PB1	I can afford to buy halal-certified brands even if slightly expensive.					
PB 2	Buying or not buying halal-certified brands is solely my decision.					
PB 3	If halal-certified brands are available in stores, I am sure that I will only buy halal-certified brands.					
PB 4	I have the knowledge to buy halal products.					
RI1	Religion is especially important to me because it answers many questions about the meaning of life.					
RI2	I often read books and magazines about my religion.					
RI3	I spend time trying to grow in understanding of my religion.					
RI4	My religious beliefs lie behind my whole approach to life.					
RI5	Religious beliefs influence all my dealings in life.					
RI6	It is important for me to spend periods of time in private religious thought and prayer.					
RE1	I enjoy taking part in activities of my religious organization.					
RE2	I am well informed about my local religious group and have some influence in its decisions.					
RE	I make financial contributions to my religious organization.					
RE4	I enjoy spending time with others of my religious affiliation.					

Demographic Information

What is your profession?

- Student

 Doing own business
 Salaried/Private Job

 Salaried/Government Job

What is your highest educational qualification

- 10+2/ Diploma

 Graduate
 Postgraduate

 Doctorate

Age (in years)

- 24 and below

 25-29
 30-34

 35-39
 40-44

 45 and above

Family income (in ₹ per year)

- Less than 2 lakh

 2 -4 lakh
 4-6 lakh

 6-10 lakh
 10 lakh or more

What is your Gender?

- Male

 Female

Thanks for your participation!

Adil Khan

Research Scholar

Department of Business Administration

Aligarh Muslim University

This questionnaire is meant for pilot study. We would be glad if you participate in our main study. Please send us a mail. We would include you in our mailing list. If you have any other query or suggestions, please feel free to contact us adil.epost@gmail.com

Reference # 03J-2016-02-02-01

