

## LAMPIRAN

### Lampiran 1

#### Data Harga

| NO  | Perbandingan | Kesesuaian | Daya Saing | Jumlah |
|-----|--------------|------------|------------|--------|
| 1   | 5            | 4          | 4          | 13     |
| 2   | 3            | 4          | 3          | 10     |
| 3   | 3            | 4          | 4          | 11     |
| 4   | 5            | 5          | 5          | 15     |
| 5   | 5            | 5          | 5          | 15     |
| 6   | 4            | 4          | 4          | 12     |
| 7.  | 4            | 4          | 4          | 12     |
| 8.  | 1            | 3          | 3          | 7      |
| 9.  | 4            | 4          | 4          | 12     |
| 10. | 5            | 5          | 5          | 15     |
| 11. | 4            | 4          | 3          | 11     |
| 12. | 4            | 4          | 4          | 12     |
| 13. | 4            | 5          | 5          | 14     |
| 14. | 3            | 3          | 4          | 10     |
| 15. | 4            | 5          | 4          | 13     |
| 16. | 5            | 5          | 4          | 14     |
| 17. | 4            | 4          | 3          | 11     |
| 18. | 4            | 5          | 4          | 13     |
| 19. | 4            | 4          | 4          | 12     |
| 20. | 4            | 4          | 4          | 12     |
| 21. | 4            | 3          | 3          | 10     |
| 22. | 3            | 4          | 4          | 11     |
| 23. | 4            | 5          | 3          | 12     |
| 24. | 4            | 4          | 3          | 11     |
| 25. | 4            | 3          | 5          | 12     |
| 26. | 4            | 4          | 4          | 12     |
| 27. | 4            | 4          | 3          | 11     |
| 28. | 4            | 4          | 3          | 11     |
| 29. | 4            | 4          | 4          | 12     |
| 30. | 4            | 4          | 4          | 12     |
| 31  | 4            | 4          | 4          | 12     |
| 32. | 4            | 4          | 3          | 11     |
| 33. | 4            | 4          | 4          | 12     |
| 34. | 5            | 5          | 5          | 15     |
| 35. | 5            | 4          | 4          | 13     |
| 36. | 4            | 4          | 4          | 12     |
| 37. | 4            | 4          | 4          | 12     |

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| 38. | 3 | 3 | 4 | 10 |
| 39. | 3 | 4 | 3 | 10 |
| 40. | 4 | 4 | 4 | 12 |
| 41. | 4 | 4 | 4 | 12 |
| 42. | 4 | 4 | 4 | 12 |
| 43. | 4 | 4 | 4 | 12 |
| 44. | 4 | 5 | 4 | 13 |
| 45. | 4 | 4 | 3 | 11 |
| 46. | 4 | 4 | 4 | 12 |
| 47. | 4 | 5 | 5 | 14 |
| 48. | 4 | 4 | 4 | 12 |
| 49. | 4 | 4 | 4 | 12 |
| 50. | 4 | 4 | 5 | 13 |
| 51. | 3 | 4 | 4 | 11 |
| 52. | 2 | 3 | 2 | 7  |
| 53. | 4 | 4 | 4 | 12 |
| 54. | 3 | 4 | 3 | 10 |
| 55. | 3 | 4 | 3 | 10 |
| 56. | 3 | 4 | 4 | 11 |
| 57. | 3 | 4 | 5 | 12 |
| 58. | 4 | 4 | 5 | 13 |
| 59. | 4 | 5 | 4 | 13 |
| 60. | 4 | 4 | 4 | 12 |
| 61. | 4 | 4 | 5 | 13 |
| 62. | 5 | 4 | 5 | 14 |
| 63. | 5 | 5 | 5 | 15 |
| 64. | 3 | 4 | 3 | 10 |
| 65. | 3 | 4 | 4 | 11 |
| 66. | 5 | 5 | 5 | 15 |
| 67. | 4 | 4 | 4 | 12 |
| 68. | 4 | 4 | 4 | 12 |
| 69. | 4 | 4 | 4 | 12 |
| 70. | 3 | 4 | 4 | 11 |
| 71. | 4 | 4 | 4 | 12 |
| 72. | 4 | 4 | 4 | 12 |
| 73. | 3 | 4 | 3 | 10 |
| 74. | 3 | 4 | 4 | 11 |
| 75. | 4 | 4 | 4 | 12 |
| 76. | 3 | 4 | 3 | 10 |
| 77. | 3 | 4 | 4 | 11 |
| 78. | 3 | 3 | 3 | 9  |
| 79. | 4 | 4 | 4 | 12 |
| 80. | 4 | 4 | 4 | 12 |
| 81. | 4 | 4 | 3 | 11 |
| 82. | 3 | 4 | 4 | 11 |

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| 83.  | 4 | 4 | 4 | 12 |
| 84.  | 5 | 5 | 3 | 13 |
| 85.  | 4 | 5 | 3 | 12 |
| 86.  | 5 | 5 | 3 | 13 |
| 87.  | 5 | 5 | 3 | 13 |
| 88.  | 5 | 5 | 3 | 13 |
| 89.  | 3 | 4 | 3 | 10 |
| 90.  | 3 | 4 | 4 | 11 |
| 91.  | 5 | 5 | 5 | 15 |
| 92.  | 3 | 4 | 3 | 10 |
| 93.  | 5 | 5 | 5 | 15 |
| 94.  | 5 | 4 | 5 | 14 |
| 95.  | 4 | 4 | 3 | 11 |
| 96.  | 4 | 4 | 5 | 13 |
| 97.  | 4 | 4 | 4 | 12 |
| 98.  | 4 | 4 | 4 | 12 |
| 99.  | 5 | 5 | 5 | 15 |
| 100. | 4 | 4 | 4 | 12 |

## Lampiran 2

### Data Kualitas Produk

| No | Kinerja | Keistimewaan | Keandalan | Daya Tahan | Kualitas yang dirasakan | Jumlah |
|----|---------|--------------|-----------|------------|-------------------------|--------|
| 1  | 5       | 5            | 5         | 5          | 5                       | 25     |
| 2  | 5       | 4            | 4         | 4          | 4                       | 21     |
| 3  | 4       | 4            | 4         | 5          | 5                       | 22     |
| 4  | 5       | 4            | 4         | 4          | 5                       | 22     |
| 5  | 5       | 5            | 5         | 3          | 5                       | 23     |
| 6  | 5       | 4            | 4         | 5          | 5                       | 23     |
| 7  | 4       | 3            | 4         | 4          | 4                       | 19     |
| 8  | 5       | 1            | 4         | 2          | 4                       | 16     |
| 9  | 5       | 4            | 4         | 3          | 4                       | 20     |
| 10 | 5       | 5            | 5         | 5          | 5                       | 25     |
| 11 | 4       | 3            | 4         | 3          | 4                       | 18     |
| 12 | 4       | 4            | 4         | 4          | 3                       | 19     |
| 13 | 5       | 5            | 5         | 4          | 5                       | 24     |
| 14 | 4       | 4            | 4         | 3          | 5                       | 20     |
| 15 | 5       | 4            | 4         | 4          | 4                       | 21     |
| 16 | 5       | 4            | 5         | 4          | 4                       | 22     |
| 17 | 3       | 3            | 3         | 5          | 5                       | 19     |

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|----|---|---|---|---|---|----|
| 18 | 5 | 3 | 4 | 5 | 5 | 22 |
| 19 | 4 | 4 | 4 | 4 | 4 | 20 |
| 20 | 5 | 4 | 4 | 4 | 4 | 21 |
| 21 | 5 | 4 | 3 | 4 | 5 | 21 |
| 22 | 5 | 3 | 5 | 5 | 5 | 23 |
| 23 | 5 | 4 | 5 | 4 | 5 | 23 |
| 24 | 3 | 3 | 4 | 4 | 4 | 18 |
| 25 | 5 | 5 | 4 | 4 | 4 | 22 |
| 26 | 4 | 4 | 4 | 3 | 4 | 19 |
| 27 | 4 | 4 | 4 | 3 | 4 | 19 |
| 28 | 4 | 3 | 4 | 4 | 4 | 19 |
| 29 | 4 | 4 | 4 | 4 | 4 | 20 |
| 30 | 4 | 4 | 4 | 4 | 4 | 20 |
| 31 | 4 | 4 | 4 | 4 | 4 | 20 |
| 32 | 5 | 4 | 4 | 4 | 4 | 21 |
| 33 | 5 | 4 | 4 | 4 | 4 | 21 |
| 34 | 5 | 4 | 5 | 4 | 5 | 23 |
| 35 | 5 | 5 | 5 | 5 | 5 | 25 |
| 36 | 4 | 4 | 4 | 4 | 4 | 20 |
| 37 | 4 | 4 | 4 | 4 | 4 | 20 |
| 38 | 4 | 4 | 4 | 4 | 4 | 20 |
| 39 | 4 | 4 | 4 | 4 | 4 | 20 |
| 40 | 5 | 4 | 4 | 4 | 5 | 22 |
| 41 | 4 | 5 | 4 | 4 | 4 | 21 |
| 42 | 5 | 4 | 5 | 3 | 5 | 22 |
| 43 | 4 | 4 | 4 | 3 | 4 | 19 |
| 44 | 5 | 5 | 5 | 4 | 4 | 23 |
| 45 | 4 | 3 | 4 | 3 | 5 | 19 |
| 46 | 4 | 4 | 4 | 4 | 4 | 20 |
| 47 | 5 | 5 | 5 | 4 | 5 | 24 |
| 48 | 4 | 3 | 4 | 4 | 5 | 20 |
| 49 | 4 | 4 | 4 | 4 | 4 | 20 |
| 50 | 4 | 4 | 4 | 5 | 5 | 22 |
| 51 | 5 | 4 | 4 | 4 | 4 | 21 |
| 52 | 3 | 3 | 3 | 3 | 3 | 15 |
| 53 | 4 | 4 | 4 | 4 | 4 | 20 |
| 54 | 4 | 3 | 4 | 4 | 5 | 20 |
| 55 | 4 | 3 | 4 | 4 | 5 | 20 |
| 56 | 5 | 4 | 4 | 4 | 4 | 21 |
| 57 | 4 | 4 | 4 | 4 | 5 | 21 |
| 58 | 4 | 5 | 4 | 4 | 5 | 22 |
| 59 | 5 | 5 | 5 | 5 | 5 | 25 |
| 60 | 5 | 5 | 5 | 5 | 5 | 25 |
| 61 | 4 | 5 | 5 | 5 | 5 | 24 |
| 62 | 5 | 5 | 5 | 5 | 5 | 25 |

|     |   |   |   |   |   |    |
|-----|---|---|---|---|---|----|
| 63  | 5 | 5 | 5 | 5 | 5 | 25 |
| 64  | 5 | 4 | 4 | 3 | 3 | 19 |
| 65  | 4 | 4 | 4 | 4 | 4 | 20 |
| 66  | 5 | 5 | 5 | 4 | 5 | 24 |
| 67  | 4 | 4 | 4 | 4 | 4 | 20 |
| 68  | 5 | 4 | 4 | 5 | 4 | 22 |
| 69  | 4 | 4 | 4 | 4 | 4 | 20 |
| 70  | 4 | 3 | 4 | 4 | 4 | 19 |
| 71  | 4 | 4 | 4 | 4 | 4 | 20 |
| 72  | 4 | 4 | 4 | 4 | 4 | 20 |
| 73  | 4 | 3 | 4 | 4 | 3 | 18 |
| 74  | 4 | 4 | 3 | 4 | 4 | 19 |
| 75  | 4 | 4 | 4 | 4 | 4 | 20 |
| 76  | 4 | 3 | 4 | 4 | 4 | 19 |
| 77  | 4 | 4 | 4 | 4 | 5 | 21 |
| 78  | 4 | 4 | 4 | 4 | 4 | 20 |
| 79  | 4 | 4 | 4 | 4 | 4 | 20 |
| 80  | 4 | 4 | 4 | 4 | 4 | 20 |
| 81  | 4 | 3 | 4 | 3 | 4 | 18 |
| 82  | 4 | 4 | 4 | 4 | 4 | 20 |
| 83  | 4 | 4 | 4 | 4 | 4 | 20 |
| 84  | 5 | 5 | 5 | 4 | 5 | 24 |
| 85  | 5 | 5 | 5 | 4 | 5 | 24 |
| 86  | 5 | 4 | 5 | 4 | 5 | 23 |
| 87  | 5 | 4 | 5 | 4 | 5 | 23 |
| 88  | 4 | 4 | 4 | 4 | 5 | 21 |
| 89  | 4 | 3 | 4 | 4 | 4 | 19 |
| 90  | 4 | 4 | 4 | 4 | 5 | 21 |
| 91  | 5 | 4 | 4 | 4 | 5 | 22 |
| 92  | 4 | 3 | 4 | 4 | 4 | 19 |
| 93  | 4 | 5 | 4 | 4 | 4 | 21 |
| 94  | 4 | 5 | 4 | 5 | 4 | 22 |
| 95  | 4 | 3 | 4 | 4 | 4 | 19 |
| 96  | 4 | 4 | 4 | 4 | 4 | 20 |
| 97  | 4 | 4 | 4 | 5 | 4 | 21 |
| 98  | 4 | 4 | 4 | 4 | 5 | 21 |
| 99  | 5 | 5 | 5 | 5 | 5 | 25 |
| 100 | 4 | 4 | 4 | 4 | 5 | 21 |

### Lampiran 3

#### Data Sertifikat Halal

| NO  | Logo halal | Kemasan | Gambar | Jumlah |
|-----|------------|---------|--------|--------|
| 1.  | 5          | 5       | 5      | 15     |
| 2.  | 4          | 4       | 4      | 12     |
| 3.  | 5          | 5       | 5      | 15     |
| 4.  | 4          | 4       | 5      | 13     |
| 5.  | 5          | 5       | 5      | 15     |
| 6.  | 4          | 4       | 4      | 12     |
| 7.  | 4          | 4       | 4      | 12     |
| 8.  | 5          | 5       | 4      | 14     |
| 9.  | 5          | 5       | 4      | 14     |
| 10. | 5          | 5       | 5      | 15     |
| 11. | 4          | 4       | 4      | 12     |
| 12. | 4          | 4       | 4      | 12     |
| 13. | 5          | 5       | 5      | 15     |
| 14. | 3          | 4       | 2      | 9      |
| 15. | 4          | 4       | 4      | 12     |
| 16. | 5          | 5       | 5      | 15     |
| 17. | 3          | 3       | 3      | 9      |
| 18. | 5          | 4       | 4      | 13     |
| 19. | 4          | 4       | 4      | 12     |
| 20. | 4          | 4       | 4      | 12     |
| 21. | 5          | 5       | 5      | 15     |
| 22. | 5          | 4       | 4      | 13     |
| 23. | 5          | 5       | 5      | 15     |
| 24. | 4          | 4       | 4      | 12     |
| 25. | 4          | 4       | 4      | 12     |
| 26. | 4          | 4       | 4      | 12     |
| 27. | 4          | 4       | 4      | 12     |
| 28. | 4          | 3       | 4      | 11     |
| 29. | 4          | 4       | 5      | 13     |
| 30. | 4          | 4       | 4      | 12     |
| 31. | 4          | 4       | 4      | 12     |
| 32. | 4          | 4       | 5      | 13     |
| 33. | 4          | 5       | 4      | 13     |
| 34. | 4          | 5       | 4      | 13     |
| 35. | 5          | 5       | 5      | 15     |
| 36. | 4          | 4       | 4      | 12     |
| 37. | 4          | 4       | 4      | 12     |
| 38. | 4          | 4       | 4      | 12     |
| 39. | 4          | 4       | 4      | 12     |

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|-----|---|---|---|----|
| 40. | 4 | 4 | 4 | 12 |
| 41. | 3 | 4 | 4 | 11 |
| 42. | 4 | 4 | 4 | 12 |
| 43. | 4 | 5 | 4 | 13 |
| 44. | 5 | 5 | 3 | 13 |
| 45. | 4 | 5 | 4 | 13 |
| 46. | 5 | 4 | 5 | 14 |
| 47. | 5 | 5 | 4 | 14 |
| 48. | 4 | 5 | 4 | 13 |
| 49. | 4 | 4 | 4 | 12 |
| 50. | 4 | 4 | 5 | 13 |
| 51. | 4 | 4 | 4 | 12 |
| 52. | 4 | 4 | 3 | 11 |
| 53. | 4 | 4 | 4 | 12 |
| 54. | 4 | 4 | 4 | 12 |
| 55. | 4 | 4 | 4 | 12 |
| 56. | 4 | 4 | 4 | 12 |
| 57. | 5 | 5 | 4 | 14 |
| 58. | 5 | 5 | 4 | 14 |
| 59. | 5 | 5 | 5 | 15 |
| 60. | 4 | 4 | 4 | 12 |
| 61. | 5 | 5 | 4 | 14 |
| 62. | 5 | 5 | 5 | 15 |
| 63. | 5 | 5 | 5 | 15 |
| 64. | 4 | 3 | 4 | 11 |
| 65. | 5 | 5 | 4 | 14 |
| 66. | 4 | 4 | 4 | 12 |
| 67. | 4 | 4 | 4 | 12 |
| 68. | 4 | 4 | 4 | 12 |
| 69. | 4 | 4 | 4 | 12 |
| 70. | 4 | 4 | 4 | 12 |
| 71. | 4 | 4 | 4 | 12 |
| 72. | 4 | 4 | 4 | 12 |
| 73. | 4 | 4 | 4 | 12 |
| 74. | 3 | 3 | 4 | 10 |
| 75. | 4 | 4 | 4 | 12 |
| 76. | 4 | 4 | 4 | 12 |
| 77. | 4 | 4 | 4 | 12 |
| 78. | 5 | 5 | 5 | 15 |
| 79. | 4 | 4 | 4 | 12 |
| 80. | 4 | 4 | 4 | 12 |
| 81. | 5 | 4 | 4 | 13 |
| 82. | 4 | 4 | 4 | 12 |
| 83. | 4 | 4 | 4 | 12 |
| 84. | 5 | 5 | 4 | 14 |

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|------|---|---|---|----|
| 85.  | 5 | 5 | 4 | 14 |
| 86.  | 5 | 4 | 4 | 13 |
| 87.  | 5 | 5 | 3 | 13 |
| 88.  | 5 | 5 | 3 | 13 |
| 89.  | 4 | 4 | 4 | 12 |
| 90.  | 5 | 4 | 4 | 13 |
| 91.  | 4 | 4 | 4 | 12 |
| 92.  | 5 | 5 | 5 | 15 |
| 93.  | 4 | 5 | 5 | 14 |
| 94.  | 5 | 4 | 5 | 14 |
| 95.  | 4 | 3 | 4 | 11 |
| 96.  | 5 | 4 | 4 | 13 |
| 97.  | 4 | 4 | 4 | 12 |
| 98.  | 4 | 5 | 4 | 13 |
| 99.  | 5 | 5 | 5 | 15 |
| 100. | 4 | 5 | 5 | 14 |

#### Lampiran 4

#### Data Pembelian Ulang

| Kecenderungan | Kebutuhan | Rencana | Jumlah |
|---------------|-----------|---------|--------|
| 5             | 5         | 5       | 15     |
| 4             | 4         | 4       | 12     |
| 5             | 5         | 5       | 15     |
| 4             | 3         | 4       | 11     |
| 5             | 5         | 5       | 15     |
| 4             | 4         | 4       | 12     |
| 4             | 4         | 4       | 12     |
| 4             | 2         | 4       | 10     |
| 4             | 4         | 4       | 12     |
| 5             | 5         | 4       | 14     |
| 4             | 4         | 4       | 12     |
| 4             | 4         | 4       | 12     |
| 5             | 4         | 4       | 13     |
| 5             | 4         | 5       | 14     |
| 4             | 4         | 4       | 12     |
| 5             | 4         | 5       | 14     |
| 4             | 5         | 3       | 12     |
| 4             | 4         | 4       | 12     |
| 4             | 4         | 4       | 12     |
| 4             | 4         | 4       | 12     |
| 3             | 5         | 5       | 13     |



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| 4 | 4 | 4 | 12 |
| 5 | 5 | 4 | 14 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 5 | 4 | 13 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 5 | 13 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 3 | 4 | 3 | 10 |
| 4 | 4 | 4 | 12 |
| 3 | 5 | 5 | 13 |
| 3 | 4 | 3 | 10 |
| 4 | 3 | 3 | 10 |
| 4 | 5 | 4 | 13 |
| 4 | 4 | 4 | 12 |
| 3 | 3 | 3 | 9  |
| 5 | 5 | 5 | 15 |
| 3 | 4 | 4 | 11 |
| 3 | 4 | 5 | 12 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 4 | 5 | 4 | 13 |
| 4 | 5 | 4 | 13 |
| 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 15 |
| 4 | 5 | 4 | 13 |
| 4 | 4 | 3 | 11 |
| 4 | 5 | 5 | 14 |

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| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 5 | 3 | 12 |
| 4 | 5 | 4 | 13 |
| 3 | 5 | 4 | 12 |
| 3 | 5 | 4 | 12 |
| 5 | 5 | 3 | 13 |
| 3 | 4 | 4 | 11 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 3 | 3 | 3 | 9  |
| 5 | 4 | 4 | 13 |
| 5 | 5 | 5 | 15 |
| 3 | 4 | 4 | 11 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 12 |

## Lampiran 5

### Data Citra Merek

| Kekuatan | Keunikan | Kesukaan | Jumlah |
|----------|----------|----------|--------|
| 5        | 5        | 5        | 15     |
| 4        | 4        | 4        | 12     |
| 5        | 5        | 5        | 15     |
| 3        | 3        | 4        | 10     |
| 5        | 5        | 5        | 15     |
| 4        | 4        | 4        | 12     |
| 4        | 3        | 4        | 11     |
| 4        | 1        | 2        | 7      |
| 4        | 4        | 4        | 12     |
| 4        | 5        | 5        | 14     |
| 3        | 3        | 3        | 9      |
| 3        | 3        | 3        | 9      |
| 4        | 4        | 4        | 12     |
| 5        | 4        | 4        | 13     |
| 4        | 4        | 4        | 12     |
| 5        | 3        | 5        | 13     |
| 4        | 3        | 4        | 11     |
| 4        | 4        | 4        | 12     |
| 4        | 4        | 4        | 12     |
| 4        | 4        | 4        | 12     |
| 4        | 3        | 3        | 10     |
| 4        | 5        | 4        | 13     |
| 4        | 4        | 4        | 12     |
| 3        | 3        | 4        | 10     |
| 4        | 4        | 4        | 12     |
| 4        | 4        | 4        | 12     |
| 4        | 4        | 4        | 12     |
| 4        | 4        | 4        | 12     |
| 4        | 4        | 4        | 12     |
| 4        | 4        | 4        | 12     |
| 4        | 4        | 4        | 12     |
| 4        | 3        | 3        | 10     |
| 5        | 4        | 4        | 13     |
| 5        | 4        | 4        | 13     |
| 5        | 5        | 5        | 15     |
| 4        | 4        | 4        | 12     |

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|---|---|---|----|
| 5 | 4 | 4 | 13 |
| 4 | 4 | 4 | 12 |
| 4 | 3 | 4 | 11 |
| 4 | 4 | 4 | 12 |
| 4 | 3 | 4 | 11 |
| 5 | 4 | 4 | 13 |
| 5 | 4 | 4 | 13 |
| 4 | 4 | 4 | 12 |
| 5 | 4 | 4 | 13 |
| 4 | 3 | 3 | 10 |
| 4 | 3 | 5 | 12 |
| 5 | 4 | 4 | 13 |
| 5 | 4 | 3 | 12 |
| 4 | 4 | 5 | 13 |
| 4 | 4 | 4 | 12 |
| 3 | 3 | 3 | 9  |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 5 | 4 | 5 | 14 |
| 4 | 5 | 5 | 14 |
| 4 | 4 | 4 | 12 |
| 4 | 5 | 5 | 14 |
| 5 | 4 | 5 | 14 |
| 5 | 5 | 5 | 15 |
| 3 | 3 | 4 | 10 |
| 4 | 5 | 4 | 13 |
| 5 | 3 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 3 | 11 |
| 3 | 3 | 4 | 10 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 3 | 3 | 4 | 10 |
| 4 | 4 | 3 | 11 |
| 4 | 4 | 4 | 12 |
| 4 | 3 | 4 | 11 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 3 | 3 | 5 | 11 |

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|---|---|---|----|
| 4 | 3 | 4 | 11 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 5 | 13 |
| 4 | 4 | 5 | 13 |
| 4 | 3 | 5 | 12 |
| 4 | 3 | 5 | 12 |
| 2 | 3 | 5 | 10 |
| 4 | 3 | 4 | 11 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 3 | 11 |
| 4 | 5 | 5 | 14 |
| 5 | 5 | 5 | 15 |
| 3 | 3 | 3 | 9  |
| 5 | 4 | 4 | 13 |
| 4 | 4 | 4 | 12 |
| 5 | 4 | 4 | 13 |
| 5 | 5 | 5 | 15 |
| 5 | 4 | 4 | 13 |
|   |   |   |    |

Lampiran 6

Hasil Olah data

UJI INSTRUMEN

Uji Validitas

1. Harga

|             |                     | Correlations |        |        |             |
|-------------|---------------------|--------------|--------|--------|-------------|
|             |                     | X1.1         | X1.2   | X1.3   | Total Harga |
| X1.1        | Pearson Correlation | 1            | .624** | .432** | .872**      |
|             | Sig. (2-tailed)     |              | .000   | .000   | .000        |
|             | N                   | 100          | 100    | 100    | 100         |
| X1.2        | Pearson Correlation | .624**       | 1      | .290** | .757**      |
|             | Sig. (2-tailed)     | .000         |        | .003   | .000        |
|             | N                   | 100          | 100    | 100    | 100         |
| X1.3        | Pearson Correlation | .432**       | .290** | 1      | .750**      |
|             | Sig. (2-tailed)     | .000         | .003   |        | .000        |
|             | N                   | 100          | 100    | 100    | 100         |
| Total Harga | Pearson Correlation | .872**       | .757** | .750** | 1           |
|             | Sig. (2-tailed)     | .000         | .000   | .000   |             |
|             | N                   | 100          | 100    | 100    | 100         |

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

2. Kualitas Produk

|      |                                        | Descriptive Statistics |           |         |         |       | Overall Descriptive Statistics |
|------|----------------------------------------|------------------------|-----------|---------|---------|-------|--------------------------------|
| Item | Item Label                             | Mean                   | Std. Dev. | Minimum | Maximum | Range | Overall Mean                   |
| Q1.1 | Perasaan senang dalam menggunakan alat | 1                      | .840**    | .000    | 4.00    | 4.00  | .840**                         |
|      | Seberapa sering menggunakan alat       | .000                   | .840**    | .000    | 4.00    | 4.00  |                                |
|      | Seberapa sering menggunakan alat       | .000                   | .840**    | .000    | 4.00    | 4.00  |                                |
| Q1.2 | Perasaan senang dalam menggunakan alat | .000                   | .840**    | .000    | 4.00    | 4.00  | .840**                         |
|      | Seberapa sering menggunakan alat       | .000                   | .840**    | .000    | 4.00    | 4.00  |                                |
|      | Seberapa sering menggunakan alat       | .000                   | .840**    | .000    | 4.00    | 4.00  |                                |
| Q1.3 | Perasaan senang dalam menggunakan alat | .000                   | .840**    | .000    | 4.00    | 4.00  | .840**                         |
|      | Seberapa sering menggunakan alat       | .000                   | .840**    | .000    | 4.00    | 4.00  |                                |
|      | Seberapa sering menggunakan alat       | .000                   | .840**    | .000    | 4.00    | 4.00  |                                |
| Q1.4 | Perasaan senang dalam menggunakan alat | .000                   | .840**    | .000    | 4.00    | 4.00  | .840**                         |
|      | Seberapa sering menggunakan alat       | .000                   | .840**    | .000    | 4.00    | 4.00  |                                |
|      | Seberapa sering menggunakan alat       | .000                   | .840**    | .000    | 4.00    | 4.00  |                                |
| Q1.5 | Perasaan senang dalam menggunakan alat | .000                   | .840**    | .000    | 4.00    | 4.00  | .840**                         |
|      | Seberapa sering menggunakan alat       | .000                   | .840**    | .000    | 4.00    | 4.00  |                                |
|      | Seberapa sering menggunakan alat       | .000                   | .840**    | .000    | 4.00    | 4.00  |                                |
| Q1.6 | Perasaan senang dalam menggunakan alat | .000                   | .840**    | .000    | 4.00    | 4.00  | .840**                         |
|      | Seberapa sering menggunakan alat       | .000                   | .840**    | .000    | 4.00    | 4.00  |                                |
|      | Seberapa sering menggunakan alat       | .000                   | .840**    | .000    | 4.00    | 4.00  |                                |
| Q1.7 | Perasaan senang dalam menggunakan alat | .000                   | .840**    | .000    | 4.00    | 4.00  | .840**                         |
|      | Seberapa sering menggunakan alat       | .000                   | .840**    | .000    | 4.00    | 4.00  |                                |
|      | Seberapa sering menggunakan alat       | .000                   | .840**    | .000    | 4.00    | 4.00  |                                |
| Q1.8 | Perasaan senang dalam menggunakan alat | .000                   | .840**    | .000    | 4.00    | 4.00  | .840**                         |
|      | Seberapa sering menggunakan alat       | .000                   | .840**    | .000    | 4.00    | 4.00  |                                |
|      | Seberapa sering menggunakan alat       | .000                   | .840**    | .000    | 4.00    | 4.00  |                                |

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

3. Sertifikat halal

Table 3.1

|                       |                             | 2021 | 2022 | 2023 | Total<br>Sertifikasi<br>Halal |
|-----------------------|-----------------------------|------|------|------|-------------------------------|
| 2021                  | Pembelian Sertifikasi Halal | 1    | 2021 | 4021 | 2021                          |
|                       | 2021-2022                   | 2021 | 2021 | 2021 | 2021                          |
|                       | 2021                        | 2021 | 2021 | 2021 | 2021                          |
| 2022                  | Pembelian Sertifikasi Halal | 2021 | 2021 | 2021 | 2021                          |
|                       | 2021-2022                   | 2021 | 2021 | 2021 | 2021                          |
|                       | 2021                        | 2021 | 2021 | 2021 | 2021                          |
| 2023                  | Pembelian Sertifikasi Halal | 2021 | 2021 | 2021 | 2021                          |
|                       | 2021-2022                   | 2021 | 2021 | 2021 | 2021                          |
|                       | 2021                        | 2021 | 2021 | 2021 | 2021                          |
| Total Pembelian Halal | Pembelian Sertifikasi Halal | 2021 | 2021 | 2021 | 2021                          |
|                       | 2021-2022                   | 2021 | 2021 | 2021 | 2021                          |
|                       | 2021                        | 2021 | 2021 | 2021 | 2021                          |

2021 Pembelian Halal Sertifikasi Halal 2021 2021

4. Pembelian Ulang

Table 3.2

|                       |                 | 2021 | 2022 | 2023 | Total<br>Pembelian<br>Ulang |
|-----------------------|-----------------|------|------|------|-----------------------------|
| 2021                  | Pembelian Ulang | 1    | 2021 | 4021 | 2021                        |
|                       | 2021-2022       | 2021 | 2021 | 2021 | 2021                        |
|                       | 2021            | 2021 | 2021 | 2021 | 2021                        |
| 2022                  | Pembelian Ulang | 2021 | 2021 | 2021 | 2021                        |
|                       | 2021-2022       | 2021 | 2021 | 2021 | 2021                        |
|                       | 2021            | 2021 | 2021 | 2021 | 2021                        |
| 2023                  | Pembelian Ulang | 2021 | 2021 | 2021 | 2021                        |
|                       | 2021-2022       | 2021 | 2021 | 2021 | 2021                        |
|                       | 2021            | 2021 | 2021 | 2021 | 2021                        |
| Total Pembelian Ulang | Pembelian Ulang | 2021 | 2021 | 2021 | 2021                        |
|                       | 2021-2022       | 2021 | 2021 | 2021 | 2021                        |
|                       | 2021            | 2021 | 2021 | 2021 | 2021                        |

2021 Pembelian Ulang Sertifikasi Halal 2021 2021

## 5. Citra Merek (Z)

Simulasi

|                 |                      | 2017 | 2018 | 2019 | 2020 |
|-----------------|----------------------|------|------|------|------|
| A               | Persepsi Citra Merek | 1    | 2017 | 2018 | 2019 |
|                 | Nilai (Z-score)      |      | 100  | 100  | 100  |
|                 | Y                    | 100  | 100  | 100  | 100  |
| B               | Persepsi Citra Merek | 100  | 1    | 100  | 100  |
|                 | Nilai (Z-score)      | 100  |      | 100  | 100  |
|                 | Y                    | 100  | 100  | 100  | 100  |
| C               | Persepsi Citra Merek | 100  | 100  | 1    | 100  |
|                 | Nilai (Z-score)      | 100  | 100  |      | 100  |
|                 | Y                    | 100  | 100  | 100  | 100  |
| Total Skor Data | Persepsi Citra Merek | 100  | 100  | 100  | 1    |
|                 | Nilai (Z-score)      | 100  | 100  | 100  |      |
|                 | Y                    | 100  | 100  | 100  | 100  |

40. Simulasi ini merupakan simulasi data (Z-score).



**a. Uji reliabilitas**

**1. (X1) Harga**

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .698             | 3          |

**2. (X2) Kualitas Produk**

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .742             | 5          |

**3. (X3) Sertifikat Halal**

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .724             | 3          |

**4. (Y) Pembelian Ulang**

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .688             | 3          |

**5. (Z) Citra Merek**

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .704             | 3          |

## UJI NORMALITAS

### One-Sample Kolmogorov-Smirnov Test

|                                  |                | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N                                |                | 100                     |
| Normal Parameters <sup>a,b</sup> | Mean           | .0000000                |
|                                  | Std. Deviation | .91038480               |
| Most Extreme Differences         | Absolute       | .088                    |
|                                  | Positive       | .088                    |
|                                  | Negative       | -.078                   |
| Test Statistic                   |                | .088                    |
| Asymp. Sig. (2-tailed)           |                | .056 <sup>c</sup>       |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

## UJI ASUMSI KLASIK

### 1. UJI MULTIKOLINIEARITAS

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

| Model |                        | Collinearity Statistics |       |
|-------|------------------------|-------------------------|-------|
|       |                        | Tolerance               | VIF   |
| 1     | Total Harga            | .476                    | 2.102 |
|       | Total Kualitas Produk  | .357                    | 2.800 |
|       | Total Sertifikat Halal | .696                    | 1.437 |
|       | Total Citra Merk       | .570                    | 1.754 |

a. Dependent Variable: Total Pembelian Ulang

### 2. UJI HETEROSKEDASTISITAS

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

| Model |                        | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|------------------------|-----------------------------|------------|---------------------------|--------|------|
|       |                        | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant)             | -.352                       | .680       |                           | -.518  | .605 |
|       | Total Harga            | -.068                       | .055       | -.178                     | -1.233 | .221 |
|       | Total Kualitas Produk  | .008                        | .049       | .028                      | .170   | .865 |
|       | Total Sertifikat Halal | .061                        | .054       | .135                      | 1.134  | .260 |
|       | Total Citra Merk       | .074                        | .051       | .193                      | 1.464  | .147 |

a. Dependent Variable: ABRESID

### 3. UJI REGRESI LINIER BERGANDA

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

| Model                  | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|------------------------|-----------------------------|------------|---------------------------|-------|------|
|                        | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant)           | 3.397                       | 1.127      |                           | 3.015 | .003 |
| Total Harga            | .075                        | .090       | .091                      | .831  | .408 |
| Total Kualitas Produk  | .355                        | .076       | .563                      | 4.684 | .000 |
| Total Sertifikat Halal | .051                        | .088       | .052                      | .571  | .569 |

a. Dependent Variable: Total Pembelian Ulang

### 4. UJI HIPOTESIS (UJI T)

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

| Model                  | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|------------------------|-----------------------------|------------|---------------------------|-------|------|
|                        | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant)           | 3.397                       | 1.127      |                           | 3.015 | .003 |
| Total Harga            | .075                        | .090       | .091                      | .831  | .408 |
| Total Kualitas Produk  | .355                        | .076       | .563                      | 4.684 | .000 |
| Total Sertifikat Halal | .051                        | .088       | .052                      | .571  | .569 |

a. Dependent Variable: Total Pembelian Ulang

### 5. UJI HIPOTESIS (UJI F)

**ANOVA<sup>a</sup>**

| Model        | Sum of Squares | df | Mean Square | F      | Sig.              |
|--------------|----------------|----|-------------|--------|-------------------|
| 1 Regression | 71.449         | 3  | 23.816      | 24.760 | .000 <sup>b</sup> |
| Residual     | 92.341         | 96 | .962        |        |                   |
| Total        | 163.790        | 99 |             |        |                   |

a. Dependent Variable: Total Pembelian Ulang

b. Predictors: (Constant), Total Sertifikat Halal, Total Harga, Total Kualitas Produk

## 6. UJI KOEFISIEN DETERMINASI (R<sup>2</sup>)

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .660 <sup>a</sup> | .436     | .419              | .981                       |

a. Predictors: (Constant), Total Sertifikat Halal, Total Harga, Total Kualitas Produk

b. Dependent Variable: Total Pembelian Ulang

## 7. UJI MODERATING (MRA)

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

| Model |                        | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|------------------------|-----------------------------|------------|---------------------------|--------|------|
|       |                        | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant)             | 24.885                      | 7.573      |                           | 3.286  | .001 |
|       | Total Harga            | -.380                       | .661       | -.460                     | -.574  | .567 |
|       | Total Kualitas Produk  | .246                        | .640       | .389                      | .384   | .702 |
|       | Total Sertifikat Halal | -1.271                      | .665       | -1.309                    | -1.911 | .059 |
|       | Total Citra Merk       | -1.496                      | .611       | -1.801                    | -2.449 | .016 |
|       | X1.Z                   | .033                        | .053       | .832                      | .623   | .535 |
|       | X2.Z                   | .002                        | .051       | .087                      | .043   | .966 |
|       | X3.Z                   | .102                        | .055       | 2.471                     | 1.836  | .070 |

a. Dependent Variable: Total Pembelian Ulang

## **RIWAYAT PENULIS**

### **A. IDENTITAS**

1. Nama : Rofiatul Latifah
2. Tempat Tanggal Lahir : Batang, 18 Januari 1999
3. Alamat Rumah : Jl. Yos Sudarso Karangwido
4. Alamat Tinggal : Jl. Yos Sudarso Karangwido
5. Email : rofiatullatifah24@gmail.com
6. Nama Ayah : Wagiyo
7. Nama Ibu : Salistri
8. Pekerjaan Orangtua : Wiraswasta

### **B. RIWAYAT PENDIDIKAN**

1. SD : SD Negeri 09 Karangasem Batang (2005-2011)
2. SMP : SMP Negeri 5 Batang (2011-2014)
3. SMA : MA Negeri Batang (2014-2017)

### **C. RIWAYAT ORGANISASI**

1. KSEI Pekalongan
2. LPTQ IAIN Pekalongan

## **Lampiran 8**

### **Kuesioner**

Nama : Rofiatul Latifah

NIM : 4117020

PENGARUH HARGA, KUALITAS PRODUK DAN SERTIFIKAT HALAL  
TERHADAP PEMBELIAN ULANG KONSUMEN MUSLIM DENGAN CITRA  
MEREK SEBAGAI VARIABEL MODERATING UD. RAMBAK IKAN CAP  
KUDA LAUT BATANG

#### **1. Petunjuk Pengisian Kuesioner**

- a.) Isilah data pribadi anda
- b.) Bacalah dengan teliti setiap pertanyaan dan jawablah yang paling sesuai dengan keadaan dan pendapat anda.
- c.) Berilah tanda ceklis (✓) pada pilihan jawaban yang anda kehendaki pada jawaban yang tersedia:

Keterangan :

1. Sangat Tidak Setuju (STS)
2. Tidak Setuju (TS)
3. Netral (N)
4. Setuju (S)
5. Sangat Setuju (SS)

## 2. Identitas Pribadi

Nama :

Jenis Kelamin : P / L (Lingkari salah satu)

Karakteristik Responden

1. Usia :

2. Tingkat Pendidikan Terakhir : (Pilih Salah Satu Alternatif Jawaban)

☐SD

☐SMP

☐SMA

☐Sarjana

3. Pekerjaan

☐PNS

☐Karyawan Swasta

☐Wiraswasta

☐Pelajar/Mahasiswa

☐Lain-lain

4. Pendapatam Perbulan :

☐ < Rp. 1.000.000

☐ Rp. 4.000.000 – Rp. 5.000.000

☐ Rp. 1.000.000 – Rp. 3.000.000

☐ >Rp. 5.000.000

☐ Rp. 3.000.000 - Rp. 4.000.000



A. Pertanyaan-pertanyaan yang berkaitan dengan Harga

| No | Pertanyaan                                                                                                             | STS | TS | N | S | SS |
|----|------------------------------------------------------------------------------------------------------------------------|-----|----|---|---|----|
| 1. | Harga Rambak Ikan di UD. Rambak Ikan Cap Kuda Laut Terjangkau?                                                         |     |    |   |   |    |
| 2. | Harga Rambak Ikan di UD. Rambak Ikan Cap Kuda Laut sesuai dengan produk?                                               |     |    |   |   |    |
| 3. | Harga Rambak Ikan di UD. Rambak Ikan Cap Kuda Laut lebih terjangkau dibanding dengan harga rambak ikan di tempat lain? |     |    |   |   |    |

B. Pertanyaan-pertanyaan yang berkaitan dengan Kualitas Produk

| No. | Pertanyaan                                                                                           | STS | TS | N | S | SS |
|-----|------------------------------------------------------------------------------------------------------|-----|----|---|---|----|
| 1.  | Produk yang diolah UD. Rambak Ikan Cap Kuda Laut adalah baik dan halal?                              |     |    |   |   |    |
| 2.  | Produk yang diproduksi UD. Rambak Ikan Cap Kuda Laut sangat baik daripada UD. Rambak Ikan yang lain? |     |    |   |   |    |
| 3.  | Produk UD. Rambak Ikan Cap Kuda Laut adalah produk yang berkualitas?                                 |     |    |   |   |    |
| 3.  | Produk UD. Rambak Ikan Cap Kuda Laut baik digunakan jangka panjang jika disimpan dengan benar?       |     |    |   |   |    |
| 4.  | Produk UD. Rambak Ikan Cap Kuda Laut enak dan bumbunya kerasa.                                       |     |    |   |   |    |

C. Pertanyaan-pertanyaan yang berkaitan dengan Sertifikat Halal

| No. | Pertanyaan | STS | TS | N | S | SS |
|-----|------------|-----|----|---|---|----|
|     |            |     |    |   |   |    |

|    |                                                                               |  |  |  |  |  |
|----|-------------------------------------------------------------------------------|--|--|--|--|--|
| 1. | Adanya Label Halal di kemasan Rambak Ikan Cap Kuda Laut Batang?               |  |  |  |  |  |
| 2. | Adanya Sertifikat halal di toko UD. Rambak Ikan Cap Kuda Laut?                |  |  |  |  |  |
| 3. | Adanya Kemasan Rambak Ikan Cap Kuda Laut yang higienis dan aman untuk produk? |  |  |  |  |  |

D. Pertanyaan-pertanyaan yang berkaitan dengan Pembelian Ulang

| No. | Pertanyaan                                                                                                                                                 | STS | TS | N | S | SS |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|---|---|----|
| 1.  | Konsumen UD. Rambak Ikan Cap Kuda Laut merasa tertarik dengan produk karena mengetahui keunggulan?                                                         |     |    |   |   |    |
| 2.  | Konsumen UD. Rambak Ikan Cap Kuda Laut membeli untuk kebutuhan konsumsi baik sendiri sampai keluarga?                                                      |     |    |   |   |    |
| 3.  | Konsumen UD. Rambak Ikan Cap Kuda Laut merasa ingin membeli ulang produk untuk masa yang akan datang terutama ketika saat lebaran kumpul bersama keluarga? |     |    |   |   |    |

E. Pertanyaan-pertanyaan yang berkaitan dengan Citra Merek

| No. | Pertanyaan                                                                                   | STS | TS | N | S | SS |
|-----|----------------------------------------------------------------------------------------------|-----|----|---|---|----|
| 1.  | UD. Rambak Ikan Cap Kuda Laut adalah UD. Rambak Ikan yang berjaya dari dulu sampai sekarang. |     |    |   |   |    |
| 2.  | UD. Rambak Ikan Cap Kuda Laut dikenal oleh banyak masyarakat sampai luar jawa.               |     |    |   |   |    |
| 3.  | Konsumen mempunyai persepsi yang baik kepada UD. Rambak Ikan Cap Kuda Laut.                  |     |    |   |   |    |





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UNIVERSITAS ISLAM NEGERI  
K.H. ABDURRAHMAN WAHID PEKALONGAN  
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LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI  
KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS

Sebagai sivitas akademika UIN K.H. Abdurrahman Wahid Pekalongan, yang bertanda tangan dibawah ini, saya:

Nama : ROFIATUL LATIFAH  
NIM : 4117020  
Fakultas/Jurusan : FEBI/ EKONOMI SYARIAH

Demi pengembangan ilmu pengetahuan, menyetujui untuk memberikan kepada Perpustakaan UIN K.H. Abdurrahman Wahid Pekalongan, Hak Bebas Royalti Non-Eksklusif atas karya ilmiah :

☐ Tugas Akhir ☒ Skripsi ☐ Tesis ☐ Desertasi ☐ Lain-lain (.....)

**PENGARUH HARGA, KUALITAS PRODUK DAN SERTIFIKAT HALAL  
TERHADAP PEMBELIAN ULANG KONSUMEN MUSLIM DENGAN CITRA  
MEREK SEBAGAI VARIABEL MODERATING (UD. RAMBAK IKAN CAP KUDA  
LAUT BATANG)**

berserta perangkat yang di perlukan (bila ada). Dengan Hak Bebas Royalti Non-Eksektif ini Perpustakaan UIN K.H. Abdurrahman Wahid Pekalongan berhak menyimpan, mengalih-media/format-kan, mengelolanya dalam bentuk pangkalan data (database), mendistribusikannya, dan menampilkan/mempublikasikannya lewat internet atau media lain secara fulltext untuk kepentingan akademis tanpa perlu meminta ijin dari saya selama tetap mencantumkan nama saya sebagai penulis/pencipta atau penerbit yang bersangkutan.

Saya bersedia untuk menanggung secara pribadi, tanpa melibatkan pihak Perpustakaan UIN K.H. Abdurrahman Wahid Pekalongan, segala bentuk tuntutan hukum yang timbul atas pelanggaran Hak Cipta dalam karya ilmiah saya ini

Dengan demikian ini yang saya buat dengan sebenarnya.

Pekalongan, 4 November 2022



**ROFIATUL LATIFAH**  
NIM. 4117020

NB: Harap diisi, ditempel meterai dan ditandatangani  
Kemudian diformat pdf dan dimasukkan dalam cd.