**LAMPIRAN**

Lampiran 1. Tabulasi skor karakteristik konsumen kedai kopi

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No. Responden** | **Usia** | **Jumlah Tanggungan (orang)** | **Tingkat Pendidikan** | **Pendapatan Per Bulan (Rupiah)** | **Jarak dari Rumah ke Kedai Kopi** |
| 1 | 1 | 1 | 2 | 1 | 2 |
| 2 | 1 | 1 | 2 | 1 | 3 |
| 3 | 1 | 2 | 1 | 2 | 3 |
| 4 | 1 | 1 | 2 | 1 | 3 |
| 5 | 1 | 1 | 2 | 2 | 2 |
| 6 | 1 | 1 | 2 | 2 | 1 |
| 7 | 1 | 1 | 2 | 1 | 1 |
| 8 | 1 | 1 | 2 | 1 | 3 |
| 9 | 1 | 1 | 1 | 2 | 2 |
| 10 | 1 | 1 | 2 | 1 | 3 |
| 11 | 1 | 1 | 2 | 1 | 3 |
| 12 | 1 | 1 | 2 | 2 | 2 |
| 13 | 1 | 1 | 1 | 1 | 2 |
| 14 | 1 | 1 | 1 | 1 | 3 |
| 15 | 1 | 1 | 2 | 2 | 1 |
| 16 | 1 | 1 | 2 | 2 | 2 |
| 17 | 1 | 1 | 2 | 2 | 2 |
| 18 | 1 | 1 | 2 | 4 | 2 |
| 19 | 1 | 1 | 2 | 1 | 2 |
| 20 | 1 | 1 | 2 | 1 | 3 |
| 21 | 1 | 1 | 1 | 2 | 1 |
| 22 | 1 | 1 | 1 | 2 | 1 |
| 23 | 3 | 2 | 2 | 4 | 1 |
| 24 | 1 | 1 | 2 | 4 | 2 |
| 25 | 1 | 1 | 2 | 2 | 2 |
| 26 | 1 | 1 | 2 | 1 | 2 |
| 27 | 1 | 1 | 2 | 1 | 2 |
| 28 | 1 | 1 | 2 | 2 | 2 |
| 29 | 1 | 1 | 2 | 2 | 2 |
| 30 | 1 | 1 | 1 | 1 | 2 |
| 31 | 1 | 1 | 2 | 1 | 3 |
| 32 | 1 | 2 | 1 | 1 | 2 |
| 33 | 1 | 1 | 1 | 2 | 1 |
| 34 | 1 | 1 | 2 | 1 | 2 |
| 35 | 1 | 1 | 2 | 1 | 1 |
| 36 | 1 | 1 | 2 | 2 | 2 |
| 37 | 1 | 1 | 2 | 1 | 2 |
| 38 | 1 | 1 | 2 | 2 | 1 |
| 39 | 1 | 1 | 2 | 1 | 2 |
| 40 | 1 | 1 | 2 | 1 | 2 |
| 41 | 1 | 1 | 1 | 1 | 2 |
| 42 | 1 | 1 | 2 | 1 | 2 |
| 43 | 1 | 1 | 2 | 1 | 2 |
| 44 | 1 | 2 | 1 | 2 | 3 |
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| 46 | 1 | 1 | 2 | 2 | 2 |
| 47 | 1 | 1 | 1 | 2 | 1 |
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| 49 | 1 | 1 | 1 | 1 | 2 |
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| 51 | 1 | 1 | 2 | 4 | 3 |
| 52 | 1 | 1 | 2 | 2 | 2 |
| 53 | 1 | 1 | 2 | 3 | 1 |
| 54 | 1 | 1 | 2 | 1 | 2 |
| 55 | 1 | 2 | 2 | 4 | 2 |
| 56 | 1 | 1 | 1 | 1 | 2 |
| 57 | 1 | 1 | 2 | 1 | 2 |
| 58 | 1 | 1 | 2 | 3 | 2 |
| 59 | 1 | 1 | 2 | 1 | 2 |
| 60 | 1 | 3 | 1 | 4 | 2 |
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| 62 | 1 | 2 | 2 | 2 | 2 |
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| 82 | 1 | 1 | 2 | 3 | 2 |
| 83 | 3 | 1 | 2 | 3 | 1 |
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| 85 | 3 | 2 | 1 | 4 | 3 |
| 86 | 1 | 1 | 1 | 2 | 2 |
| 87 | 2 | 1 | 2 | 4 | 3 |
| 88 | 2 | 3 | 2 | 2 | 2 |
| 89 | 3 | 2 | 2 | 4 | 3 |
| 90 | 3 | 3 | 1 | 3 | 1 |
| 91 | 3 | 2 | 1 | 4 | 3 |
| 92 | 3 | 3 | 2 | 4 | 3 |
| 93 | 3 | 2 | 2 | 3 | 1 |
| 94 | 3 | 1 | 2 | 2 | 2 |
| 95 | 3 | 2 | 2 | 3 | 1 |
| 96 | 3 | 1 | 2 | 2 | 1 |
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| 99 | 3 | 3 | 2 | 3 | 1 |
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| 108 | 1 | 1 | 1 | 1 | 3 |
| 109 | 1 | 2 | 2 | 3 | 3 |
| 110 | 1 | 1 | 2 | 2 | 3 |
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| 112 | 1 | 2 | 2 | 2 | 2 |
| 113 | 1 | 1 | 2 | 2 | 2 |
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| 116 | 1 | 1 | 1 | 3 | 3 |
| 117 | 1 | 1 | 1 | 2 | 1 |
| 118 | 1 | 1 | 2 | 1 | 3 |
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| 122 | 3 | 3 | 2 | 3 | 2 |
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| 124 | 1 | 2 | 1 | 2 | 2 |
| 125 | 1 | 1 | 1 | 2 | 1 |
| 126 | 1 | 1 | 1 | 3 | 2 |
| 127 | 1 | 1 | 2 | 4 | 1 |
| 128 | 1 | 1 | 2 | 2 | 2 |
| 129 | 3 | 2 | 1 | 2 | 2 |
| 130 | 1 | 1 | 2 | 1 | 1 |
| 131 | 2 | 1 | 2 | 2 | 1 |
| 132 | 2 | 2 | 2 | 4 | 1 |
| 133 | 2 | 2 | 2 | 1 | 3 |
| 134 | 2 | 2 | 2 | 3 | 3 |
| 135 | 3 | 2 | 1 | 3 | 3 |
| 136 | 1 | 1 | 2 | 1 | 2 |
| 137 | 3 | 2 | 2 | 3 | 2 |
| 138 | 1 | 1 | 2 | 2 | 2 |
| 139 | 1 | 1 | 1 | 1 | 1 |
| 140 | 1 | 1 | 2 | 2 | 2 |
| 141 | 1 | 1 | 2 | 2 | 1 |
| 142 | 1 | 1 | 2 | 2 | 2 |
| 143 | 1 | 1 | 1 | 1 | 2 |
| 144 | 1 | 1 | 1 | 1 | 1 |
| 145 | 2 | 1 | 2 | 2 | 2 |
| 146 | 1 | 1 | 1 | 1 | 1 |
| 147 | 1 | 1 | 2 | 1 | 1 |
| 148 | 1 | 1 | 1 | 1 | 1 |
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| 150 | 2 | 2 | 2 | 4 | 3 |
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| 184 | 1 | 1 | 2 | 2 | 3 |
| 185 | 1 | 1 | 2 | 2 | 1 |
| 186 | 1 | 1 | 1 | 1 | 2 |
| 187 | 1 | 1 | 1 | 1 | 1 |
| 188 | 1 | 1 | 1 | 1 | 1 |
| 189 | 1 | 1 | 1 | 1 | 3 |
| 190 | 2 | 2 | 2 | 3 | 2 |
| 191 | 2 | 2 | 2 | 3 | 1 |
| 192 | 2 | 2 | 3 | 4 | 2 |
| 193 | 2 | 2 | 2 | 4 | 3 |
| 194 | 2 | 2 | 3 | 4 | 2 |
| 195 | 2 | 2 | 2 | 3 | 1 |
| 196 | 2 | 3 | 3 | 4 | 3 |
| 197 | 2 | 3 | 3 | 4 | 3 |
| 198 | 2 | 2 | 2 | 4 | 2 |
| 199 | 2 | 2 | 3 | 4 | 1 |
| 200 | 2 | 2 | 3 | 4 | 1 |
| 201 | 2 | 3 | 3 | 4 | 1 |
| 202 | 2 | 2 | 2 | 4 | 2 |
| 203 | 2 | 3 | 3 | 4 | 3 |
| 204 | 2 | 2 | 2 | 3 | 1 |
| 205 | 3 | 3 | 3 | 4 | 1 |
| 206 | 3 | 3 | 3 | 3 | 3 |
| 207 | 3 | 3 | 3 | 4 | 1 |
| 208 | 3 | 3 | 3 | 4 | 2 |
| 209 | 3 | 2 | 2 | 4 | 2 |
| 210 | 3 | 2 | 3 | 4 | 1 |
| 211 | 3 | 3 | 2 | 4 | 3 |
| 212 | 3 | 3 | 3 | 4 | 1 |
| 213 | 3 | 3 | 3 | 4 | 3 |
| 214 | 3 | 3 | 3 | 4 | 2 |
| 215 | 3 | 2 | 3 | 4 | 1 |
| 216 | 3 | 3 | 3 | 4 | 3 |
| 217 | 2 | 3 | 2 | 4 | 2 |
| 218 | 3 | 3 | 3 | 4 | 3 |
| 219 | 3 | 2 | 2 | 4 | 1 |
| 220 | 1 | 1 | 2 | 2 | 2 |
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| 223 | 3 | 2 | 2 | 4 | 3 |
| 224 | 1 | 2 | 2 | 3 | 3 |
| 225 | 2 | 2 | 2 | 2 | 2 |
| 226 | 3 | 3 | 3 | 4 | 3 |
| 227 | 2 | 2 | 2 | 3 | 2 |
| 228 | 3 | 2 | 2 | 4 | 2 |
| 229 | 3 | 2 | 2 | 3 | 1 |
| 230 | 1 | 2 | 2 | 2 | 2 |
| 231 | 2 | 2 | 2 | 3 | 2 |
| 232 | 2 | 1 | 2 | 3 | 3 |
| 233 | 3 | 3 | 2 | 4 | 3 |
| 234 | 1 | 2 | 2 | 4 | 2 |
| 235 | 3 | 2 | 2 | 4 | 1 |
| 236 | 2 | 2 | 2 | 3 | 3 |
| 237 | 1 | 1 | 2 | 2 | 2 |
| 238 | 1 | 2 | 2 | 3 | 3 |
| 239 | 2 | 2 | 2 | 4 | 3 |
| 240 | 3 | 2 | 2 | 3 | 2 |
| 241 | 3 | 3 | 2 | 4 | 1 |
| 242 | 1 | 1 | 2 | 3 | 3 |
| 243 | 1 | 2 | 2 | 2 | 2 |
| 244 | 2 | 2 | 2 | 4 | 3 |
| 245 | 1 | 1 | 2 | 1 | 1 |
| 246 | 1 | 1 | 2 | 2 | 2 |
| 247 | 1 | 2 | 2 | 2 | 1 |
| 248 | 1 | 1 | 2 | 2 | 2 |
| 249 | 1 | 2 | 2 | 3 | 2 |
| 250 | 3 | 2 | 3 | 4 | 3 |
| 251 | 1 | 1 | 2 | 2 | 2 |
| 252 | 2 | 2 | 2 | 3 | 1 |
| 253 | 1 | 1 | 2 | 2 | 1 |
| 254 | 1 | 1 | 1 | 2 | 2 |
| 255 | 3 | 2 | 2 | 2 | 2 |
| 256 | 1 | 1 | 2 | 1 | 1 |
| 257 | 1 | 1 | 2 | 1 | 2 |
| 258 | 2 | 2 | 2 | 3 | 2 |
| 259 | 1 | 1 | 2 | 2 | 2 |
| 260 | 1 | 2 | 2 | 2 | 2 |
| 261 | 1 | 1 | 2 | 1 | 1 |
| 262 | 1 | 1 | 1 | 2 | 1 |
| 263 | 1 | 1 | 2 | 3 | 2 |
| 264 | 1 | 1 | 2 | 1 | 2 |
| 265 | 1 | 1 | 2 | 2 | 1 |
| 266 | 2 | 2 | 2 | 3 | 2 |
| 267 | 3 | 3 | 3 | 4 | 2 |
| 268 | 2 | 2 | 2 | 3 | 2 |
| 269 | 3 | 2 | 3 | 4 | 1 |
| 270 | 1 | 1 | 2 | 2 | 2 |
| 271 | 3 | 3 | 2 | 3 | 3 |
| 272 | 3 | 3 | 3 | 4 | 2 |

Lampiran 2. Tabulasi skor atribut bauran pemasaran

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No. Responden** | *Product* (X1) | | | | | Total X1 | *Price* (X2) | | Total X2 | *Place* (X3) | | | | | Total X3 | *Promotion* (X4) | | Total X4 |
| X1 | X2 | X3 | X4 | X5 | X1 | X2 | X1 | X2 | X3 | X4 | X5 | X1 | X2 |
| 1 | 5 | 4 | 3 | 5 | 5 | 22 | 4 | 5 | 9 | 5 | 3 | 5 | 5 | 4 | 22 | 5 | 5 | 10 |
| 2 | 5 | 5 | 3 | 4 | 5 | 22 | 5 | 5 | 10 | 4 | 5 | 5 | 5 | 5 | 24 | 5 | 5 | 10 |
| 3 | 5 | 5 | 3 | 5 | 5 | 23 | 5 | 5 | 10 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 10 |
| 4 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 10 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 10 |
| 5 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 5 | 10 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 8 |
| 6 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 10 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 10 |
| 7 | 4 | 5 | 3 | 4 | 5 | 21 | 3 | 5 | 8 | 3 | 5 | 5 | 5 | 5 | 23 | 4 | 5 | 9 |
| 8 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 5 | 10 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 10 |
| 9 | 4 | 5 | 4 | 4 | 4 | 21 | 4 | 5 | 9 | 5 | 5 | 5 | 5 | 3 | 23 | 4 | 5 | 9 |
| 10 | 5 | 5 | 3 | 3 | 4 | 20 | 4 | 5 | 9 | 5 | 5 | 5 | 5 | 3 | 23 | 3 | 5 | 8 |
| 11 | 5 | 4 | 2 | 5 | 4 | 20 | 4 | 5 | 9 | 4 | 5 | 5 | 5 | 4 | 23 | 4 | 4 | 8 |
| 12 | 5 | 5 | 3 | 5 | 5 | 23 | 5 | 5 | 10 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 8 |
| 13 | 3 | 4 | 3 | 5 | 5 | 20 | 3 | 4 | 7 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 5 | 9 |
| 14 | 5 | 5 | 4 | 4 | 4 | 22 | 3 | 5 | 8 | 4 | 5 | 5 | 5 | 4 | 23 | 4 | 4 | 8 |
| 15 | 5 | 5 | 3 | 5 | 5 | 23 | 5 | 5 | 10 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 10 |
| 16 | 5 | 4 | 4 | 5 | 5 | 23 | 5 | 4 | 9 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 5 | 10 |
| 17 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 8 | 4 | 5 | 4 | 4 | 4 | 21 | 4 | 4 | 8 |
| 18 | 5 | 4 | 3 | 3 | 3 | 18 | 5 | 5 | 10 | 3 | 5 | 5 | 5 | 4 | 22 | 4 | 4 | 8 |
| 19 | 5 | 4 | 4 | 5 | 5 | 23 | 5 | 5 | 10 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 5 | 10 |
| 20 | 5 | 4 | 2 | 3 | 5 | 19 | 5 | 4 | 9 | 5 | 5 | 5 | 5 | 5 | 25 | 3 | 4 | 7 |
| 21 | 5 | 5 | 3 | 4 | 4 | 21 | 4 | 5 | 9 | 4 | 5 | 5 | 5 | 4 | 23 | 3 | 4 | 7 |
| 22 | 4 | 4 | 2 | 3 | 3 | 16 | 3 | 4 | 7 | 3 | 4 | 4 | 4 | 3 | 18 | 3 | 4 | 7 |
| 23 | 5 | 5 | 2 | 5 | 5 | 22 | 3 | 4 | 7 | 4 | 3 | 5 | 5 | 5 | 22 | 3 | 4 | 7 |
| 24 | 5 | 4 | 3 | 4 | 4 | 20 | 2 | 4 | 6 | 5 | 5 | 5 | 5 | 3 | 23 | 4 | 5 | 9 |
| 25 | 3 | 3 | 2 | 3 | 3 | 14 | 2 | 3 | 5 | 3 | 4 | 5 | 5 | 3 | 20 | 3 | 3 | 6 |
| 26 | 5 | 5 | 3 | 4 | 4 | 21 | 3 | 5 | 8 | 5 | 5 | 5 | 5 | 4 | 24 | 3 | 5 | 8 |
| 27 | 5 | 5 | 4 | 4 | 4 | 22 | 4 | 5 | 9 | 4 | 4 | 5 | 5 | 4 | 22 | 4 | 4 | 8 |
| 28 | 5 | 4 | 3 | 4 | 4 | 20 | 3 | 4 | 7 | 4 | 5 | 5 | 5 | 4 | 23 | 3 | 3 | 6 |
| 29 | 5 | 5 | 4 | 5 | 4 | 23 | 4 | 4 | 8 | 4 | 4 | 5 | 4 | 4 | 21 | 5 | 5 | 10 |
| 30 | 5 | 4 | 5 | 5 | 5 | 24 | 5 | 5 | 10 | 4 | 5 | 5 | 5 | 4 | 23 | 4 | 5 | 9 |
| 31 | 3 | 4 | 3 | 4 | 4 | 18 | 4 | 3 | 7 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 3 | 7 |
| 32 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 10 | 5 | 5 | 5 | 5 | 3 | 23 | 5 | 5 | 10 |
| 33 | 3 | 5 | 5 | 5 | 4 | 22 | 3 | 5 | 8 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 5 | 9 |
| 34 | 5 | 5 | 1 | 3 | 4 | 18 | 3 | 4 | 7 | 5 | 4 | 5 | 5 | 4 | 23 | 4 | 4 | 8 |
| 35 | 5 | 5 | 2 | 3 | 4 | 19 | 3 | 5 | 8 | 4 | 5 | 5 | 5 | 5 | 24 | 3 | 4 | 7 |
| 36 | 5 | 5 | 4 | 5 | 5 | 24 | 4 | 5 | 9 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 10 |
| 37 | 5 | 5 | 3 | 5 | 4 | 22 | 4 | 5 | 9 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 10 |
| 38 | 4 | 4 | 3 | 4 | 4 | 19 | 3 | 4 | 7 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 8 |
| 39 | 4 | 5 | 3 | 4 | 5 | 21 | 5 | 5 | 10 | 5 | 5 | 5 | 5 | 3 | 23 | 3 | 4 | 7 |
| 40 | 4 | 4 | 3 | 4 | 4 | 19 | 3 | 4 | 7 | 4 | 3 | 5 | 5 | 4 | 21 | 4 | 4 | 8 |
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| 42 | 5 | 5 | 4 | 5 | 5 | 24 | 4 | 4 | 8 | 5 | 5 | 5 | 5 | 3 | 23 | 4 | 4 | 8 |
| 43 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 10 | 5 | 5 | 5 | 4 | 4 | 23 | 4 | 4 | 8 |
| 44 | 5 | 4 | 2 | 5 | 4 | 20 | 3 | 3 | 6 | 2 | 4 | 5 | 5 | 4 | 20 | 5 | 3 | 8 |
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| 46 | 5 | 5 | 3 | 4 | 5 | 22 | 3 | 5 | 8 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 8 |
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| 52 | 4 | 4 | 5 | 5 | 4 | 22 | 4 | 3 | 7 | 4 | 4 | 4 | 4 | 5 | 21 | 3 | 4 | 7 |
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| 54 | 5 | 4 | 3 | 5 | 4 | 21 | 4 | 4 | 8 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 4 | 9 |
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| 58 | 5 | 5 | 3 | 5 | 4 | 22 | 3 | 5 | 8 | 5 | 5 | 5 | 5 | 3 | 23 | 5 | 4 | 9 |
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| 64 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 9 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 3 | 8 |
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| 69 | 5 | 5 | 3 | 5 | 4 | 22 | 4 | 5 | 9 | 4 | 4 | 5 | 5 | 5 | 23 | 5 | 5 | 10 |
| 70 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 4 | 9 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 5 | 9 |
| 71 | 5 | 5 | 3 | 5 | 3 | 21 | 4 | 5 | 9 | 5 | 4 | 5 | 5 | 3 | 22 | 3 | 5 | 8 |
| 72 | 5 | 5 | 2 | 4 | 5 | 21 | 4 | 5 | 9 | 4 | 4 | 5 | 5 | 4 | 22 | 4 | 5 | 9 |
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| 77 | 5 | 5 | 4 | 5 | 5 | 24 | 3 | 5 | 8 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 5 | 9 |
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| 79 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 5 | 10 | 5 | 5 | 5 | 5 | 5 | 25 | 3 | 5 | 8 |
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| 89 | 4 | 5 | 2 | 5 | 5 | 21 | 4 | 5 | 9 | 4 | 5 | 5 | 5 | 5 | 24 | 5 | 5 | 10 |
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Lampiran 3. Tabulasi Skor Perilaku Konsumen Kopi

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No. Responden** | Skor Ordinal | | | | Skor Binary | | | |
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| 5 | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 0 |
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| 25 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 26 | 1 | 1 | 2 | 1 | 0 | 0 | 1 | 0 |
| 27 | 1 | 1 | 2 | 2 | 0 | 0 | 1 | 1 |
| 28 | 1 | 2 | 1 | 2 | 0 | 1 | 0 | 1 |
| 29 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 30 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 1 |
| 31 | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 0 |
| 32 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 33 | 1 | 1 | 2 | 1 | 0 | 0 | 1 | 0 |
| 34 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 35 | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 0 |
| 36 | 1 | 1 | 2 | 2 | 0 | 0 | 1 | 1 |
| 37 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 38 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 1 |
| 39 | 1 | 1 | 2 | 2 | 0 | 0 | 1 | 1 |
| 40 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 1 |
| 41 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 1 |
| 42 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 43 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 1 |
| 44 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 1 |
| 45 | 1 | 1 | 2 | 2 | 0 | 0 | 1 | 1 |
| 46 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 1 |
| 47 | 2 | 1 | 2 | 2 | 1 | 0 | 1 | 1 |
| 48 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 49 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 1 |
| 50 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 51 | 1 | 1 | 2 | 2 | 0 | 0 | 1 | 1 |
| 52 | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 0 |
| 53 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 54 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 55 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 56 | 1 | 1 | 2 | 2 | 0 | 0 | 1 | 1 |
| 57 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 58 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 1 |
| 59 | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 0 |
| 60 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 61 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 1 |
| 62 | 1 | 2 | 2 | 2 | 0 | 1 | 1 | 1 |
| 63 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 64 | 1 | 1 | 2 | 2 | 0 | 0 | 1 | 1 |
| 65 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 1 |
| 66 | 2 | 1 | 1 | 2 | 1 | 0 | 0 | 1 |
| 67 | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 0 |
| 68 | 1 | 2 | 2 | 2 | 0 | 1 | 1 | 1 |
| 69 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 1 |
| 70 | 1 | 1 | 2 | 1 | 0 | 0 | 1 | 0 |
| 71 | 1 | 1 | 2 | 2 | 0 | 0 | 1 | 1 |
| 72 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 73 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 1 |
| 74 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 1 |
| 75 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 76 | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 0 |
| 77 | 1 | 2 | 2 | 2 | 0 | 1 | 1 | 1 |
| 78 | 2 | 1 | 1 | 2 | 1 | 0 | 0 | 1 |
| 79 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 1 |
| 80 | 1 | 2 | 2 | 2 | 0 | 1 | 1 | 1 |
| 81 | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 0 |
| 82 | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 0 |
| 83 | 1 | 1 | 2 | 2 | 0 | 0 | 1 | 1 |
| 84 | 1 | 2 | 1 | 2 | 0 | 1 | 0 | 1 |
| 85 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 1 |
| 86 | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 0 |
| 87 | 1 | 2 | 2 | 2 | 0 | 1 | 1 | 1 |
| 88 | 1 | 2 | 2 | 1 | 0 | 1 | 1 | 0 |
| 89 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 90 | 2 | 1 | 1 | 2 | 1 | 0 | 0 | 1 |
| 91 | 2 | 1 | 1 | 2 | 1 | 0 | 0 | 1 |
| 92 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 1 |
| 93 | 1 | 2 | 2 | 2 | 0 | 1 | 1 | 1 |
| 94 | 1 | 2 | 2 | 2 | 0 | 1 | 1 | 1 |
| 95 | 1 | 2 | 1 | 2 | 0 | 1 | 0 | 1 |
| 96 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 97 | 2 | 1 | 2 | 2 | 1 | 0 | 1 | 1 |
| 98 | 1 | 2 | 1 | 2 | 0 | 1 | 0 | 1 |
| 99 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 1 |
| 100 | 1 | 2 | 1 | 2 | 0 | 1 | 0 | 1 |
| 101 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 1 |
| 102 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 103 | 1 | 1 | 2 | 2 | 0 | 0 | 1 | 1 |
| 104 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 1 |
| 105 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 106 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 1 |
| 107 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 108 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 109 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 1 |
| 110 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 111 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 112 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 1 |
| 113 | 2 | 2 | 1 | 1 | 1 | 1 | 0 | 0 |
| 114 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 1 |
| 115 | 1 | 1 | 2 | 1 | 0 | 0 | 1 | 0 |
| 116 | 1 | 2 | 1 | 2 | 0 | 1 | 0 | 1 |
| 117 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 118 | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 0 |
| 119 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 120 | 2 | 2 | 1 | 1 | 1 | 1 | 0 | 0 |
| 121 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 122 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 123 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 124 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 125 | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 0 |
| 126 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 1 |
| 127 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 1 |
| 128 | 1 | 1 | 2 | 2 | 0 | 0 | 1 | 1 |
| 129 | 2 | 1 | 1 | 2 | 1 | 0 | 0 | 1 |
| 130 | 1 | 2 | 1 | 2 | 0 | 1 | 0 | 1 |
| 131 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 1 |
| 132 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 133 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 1 |
| 134 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 1 |
| 135 | 1 | 2 | 2 | 2 | 0 | 1 | 1 | 1 |
| 136 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 1 |
| 137 | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 0 |
| 138 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 139 | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 0 |
| 140 | 1 | 1 | 2 | 2 | 0 | 0 | 1 | 1 |
| 141 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 142 | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 0 |
| 143 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 144 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 145 | 1 | 2 | 2 | 1 | 0 | 1 | 1 | 0 |
| 146 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 147 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 148 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 149 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 150 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 1 |
| 151 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 152 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 153 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 1 |
| 154 | 1 | 2 | 2 | 2 | 0 | 1 | 1 | 1 |
| 155 | 1 | 2 | 2 | 2 | 0 | 1 | 1 | 1 |
| 156 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 157 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 158 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 1 |
| 159 | 2 | 1 | 1 | 1 | 1 | 0 | 0 | 0 |
| 160 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 161 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 162 | 2 | 1 | 1 | 2 | 1 | 0 | 0 | 1 |
| 163 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 164 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 1 |
| 165 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 166 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 1 |
| 167 | 1 | 1 | 2 | 2 | 0 | 0 | 1 | 1 |
| 168 | 1 | 1 | 2 | 2 | 0 | 0 | 1 | 1 |
| 169 | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 0 |
| 170 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 1 |
| 171 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 0 |
| 172 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 173 | 2 | 1 | 1 | 1 | 1 | 0 | 0 | 0 |
| 174 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 175 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 176 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 177 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 178 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 179 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 0 |
| 180 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 181 | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 0 |
| 182 | 1 | 2 | 2 | 1 | 0 | 1 | 1 | 0 |
| 183 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 1 |
| 184 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 185 | 2 | 1 | 1 | 1 | 1 | 0 | 0 | 0 |
| 186 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 187 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 188 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 189 | 2 | 1 | 1 | 1 | 1 | 0 | 0 | 0 |
| 190 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 1 |
| 191 | 2 | 2 | 1 | 1 | 1 | 1 | 0 | 0 |
| 192 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 193 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 1 |
| 194 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 1 |
| 195 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 1 |
| 196 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 0 |
| 197 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 198 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 0 |
| 199 | 1 | 2 | 1 | 2 | 0 | 1 | 0 | 1 |
| 200 | 2 | 1 | 1 | 2 | 1 | 0 | 0 | 1 |
| 201 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 1 |
| 202 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 1 |
| 203 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 1 |
| 204 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 1 |
| 205 | 1 | 2 | 2 | 2 | 0 | 1 | 1 | 1 |
| 206 | 1 | 2 | 2 | 2 | 0 | 1 | 1 | 1 |
| 207 | 1 | 2 | 2 | 2 | 0 | 1 | 1 | 1 |
| 208 | 1 | 2 | 2 | 2 | 0 | 1 | 1 | 1 |
| 209 | 1 | 2 | 2 | 2 | 0 | 1 | 1 | 1 |
| 210 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 0 |
| 211 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 1 |
| 212 | 1 | 2 | 2 | 2 | 0 | 1 | 1 | 1 |
| 213 | 2 | 2 | 1 | 1 | 1 | 1 | 0 | 0 |
| 214 | 2 | 1 | 1 | 1 | 1 | 0 | 0 | 0 |
| 215 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 216 | 1 | 1 | 2 | 2 | 0 | 0 | 1 | 1 |
| 217 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 1 |
| 218 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 219 | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 0 |
| 220 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 221 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 1 |
| 222 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 1 |
| 223 | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 0 |
| 224 | 1 | 1 | 2 | 2 | 0 | 0 | 1 | 1 |
| 225 | 2 | 1 | 1 | 2 | 1 | 0 | 0 | 1 |
| 226 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 1 |
| 227 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 1 |
| 228 | 2 | 1 | 1 | 2 | 1 | 0 | 0 | 1 |
| 229 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 1 |
| 230 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 231 | 2 | 1 | 1 | 2 | 1 | 0 | 0 | 1 |
| 232 | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 0 |
| 233 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 234 | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 0 |
| 235 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 236 | 2 | 1 | 1 | 2 | 1 | 0 | 0 | 1 |
| 237 | 2 | 1 | 1 | 2 | 1 | 0 | 0 | 1 |
| 238 | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 0 |
| 239 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 240 | 1 | 2 | 2 | 2 | 0 | 1 | 1 | 1 |
| 241 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 1 |
| 242 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 243 | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 0 |
| 244 | 2 | 1 | 1 | 2 | 1 | 0 | 0 | 1 |
| 245 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 246 | 2 | 1 | 1 | 2 | 1 | 0 | 0 | 1 |
| 247 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 1 |
| 248 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 249 | 2 | 1 | 2 | 2 | 1 | 0 | 1 | 1 |
| 250 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 251 | 1 | 2 | 1 | 2 | 0 | 1 | 0 | 1 |
| 252 | 1 | 2 | 2 | 2 | 0 | 1 | 1 | 1 |
| 253 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 254 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 255 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 256 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 257 | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 0 |
| 258 | 1 | 2 | 1 | 2 | 0 | 1 | 0 | 1 |
| 259 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 260 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 261 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 262 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 263 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 264 | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 0 |
| 265 | 1 | 1 | 2 | 2 | 0 | 0 | 1 | 1 |
| 266 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 267 | 2 | 2 | 1 | 1 | 1 | 1 | 0 | 0 |
| 268 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 269 | 2 | 1 | 2 | 2 | 1 | 0 | 1 | 1 |
| 270 | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 0 |
| 271 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| 272 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 |

Keterangan :

Y1: Frekuensi pembelian

Y2: Pengetahuan konsumen mengenai beberapa proses olahan produk kopi

Y3: Sikap dalam pembelian kopi

Y4: Jumlah uang yang dibelanjakan

Lampiran 4. *Nonparametric Colleration* Hubungan Karakteristik Konsumen dengan Perilaku Konsumen (Frekuensi Pembelian)

| **Correlations** | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  | X1 | X2 | X3 | X4 | X5 | Y1 |
| Spearman's rho | X1 | Correlation Coefficient | 1.000 | .775\*\* | .391\*\* | .684\*\* | .088 | .137\* |
| Sig. (2-tailed) | . | .000 | .000 | .000 | .146 | .024 |
| N | 272 | 272 | 272 | 272 | 272 | 272 |
| X2 | Correlation Coefficient | .775\*\* | 1.000 | .376\*\* | .708\*\* | .169\*\* | .171\*\* |
| Sig. (2-tailed) | .000 | . | .000 | .000 | .005 | .005 |
| N | 272 | 272 | 272 | 272 | 272 | 272 |
| X3 | Correlation Coefficient | .391\*\* | .376\*\* | 1.000 | .439\*\* | .048 | .016 |
| Sig. (2-tailed) | .000 | .000 | . | .000 | .426 | .793 |
| N | 272 | 272 | 272 | 272 | 272 | 272 |
| X4 | Correlation Coefficient | .684\*\* | .708\*\* | .439\*\* | 1.000 | .143\* | .192\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | . | .018 | .002 |
| N | 272 | 272 | 272 | 272 | 272 | 272 |
| X5 | Correlation Coefficient | .088 | .169\*\* | .048 | .143\* | 1.000 | .142\* |
| Sig. (2-tailed) | .146 | .005 | .426 | .018 | . | .019 |
| N | 272 | 272 | 272 | 272 | 272 | 272 |
| Y1 | Correlation Coefficient | .137\* | .171\*\* | .016 | .192\*\* | .142\* | 1.000 |
| Sig. (2-tailed) | .024 | .005 | .793 | .002 | .019 | . |
| N | 272 | 272 | 272 | 272 | 272 | 272 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | |

Lampiran 5. *Nonparametric Colleration* Hubungan Karakteristik Konsumen dengan Perilaku Konsumen (Pengetahuan Konsumen)

| **Correlations** | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  | X1 | X2 | X3 | X4 | X5 | Y1 |
| Spearman's rho | X1 | Correlation Coefficient | 1.000 | .775\*\* | .391\*\* | .684\*\* | .088 | .116 |
| Sig. (2-tailed) | . | .000 | .000 | .000 | .146 | .055 |
| N | 272 | 272 | 272 | 272 | 272 | 272 |
| X2 | Correlation Coefficient | .775\*\* | 1.000 | .376\*\* | .708\*\* | .169\*\* | .136\* |
| Sig. (2-tailed) | .000 | . | .000 | .000 | .005 | .025 |
| N | 272 | 272 | 272 | 272 | 272 | 272 |
| X3 | Correlation Coefficient | .391\*\* | .376\*\* | 1.000 | .439\*\* | .048 | .036 |
| Sig. (2-tailed) | .000 | .000 | . | .000 | .426 | .552 |
| N | 272 | 272 | 272 | 272 | 272 | 272 |
| X4 | Correlation Coefficient | .684\*\* | .708\*\* | .439\*\* | 1.000 | .143\* | .147\* |
| Sig. (2-tailed) | .000 | .000 | .000 | . | .018 | .015 |
| N | 272 | 272 | 272 | 272 | 272 | 272 |
| X5 | Correlation Coefficient | .088 | .169\*\* | .048 | .143\* | 1.000 | .077 |
| Sig. (2-tailed) | .146 | .005 | .426 | .018 | . | .207 |
| N | 272 | 272 | 272 | 272 | 272 | 272 |
| Y1 | Correlation Coefficient | .116 | .136\* | .036 | .147\* | .077 | 1.000 |
| Sig. (2-tailed) | .055 | .025 | .552 | .015 | .207 | . |
| N | 272 | 272 | 272 | 272 | 272 | 272 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | |

Lampiran 6. Nonparametric Colleration Hubungan Karakteristik Konsumen dengan Perilaku Konsumen

(Sikap dalam pembelian kopi)

| **Correlations** | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  | X1 | X2 | X3 | X4 | X5 | Y1 |
| Spearman's rho | X1 | Correlation Coefficient | 1.000 | .775\*\* | .391\*\* | .684\*\* | .088 | .065 |
| Sig. (2-tailed) | . | .000 | .000 | .000 | .146 | .288 |
| N | 272 | 272 | 272 | 272 | 272 | 272 |
| X2 | Correlation Coefficient | .775\*\* | 1.000 | .376\*\* | .708\*\* | .169\*\* | .022 |
| Sig. (2-tailed) | .000 | . | .000 | .000 | .005 | .724 |
| N | 272 | 272 | 272 | 272 | 272 | 272 |
| X3 | Correlation Coefficient | .391\*\* | .376\*\* | 1.000 | .439\*\* | .048 | .065 |
| Sig. (2-tailed) | .000 | .000 | . | .000 | .426 | .286 |
| N | 272 | 272 | 272 | 272 | 272 | 272 |
| X4 | Correlation Coefficient | .684\*\* | .708\*\* | .439\*\* | 1.000 | .143\* | .048 |
| Sig. (2-tailed) | .000 | .000 | .000 | . | .018 | .434 |
| N | 272 | 272 | 272 | 272 | 272 | 272 |
| X5 | Correlation Coefficient | .088 | .169\*\* | .048 | .143\* | 1.000 | .054 |
| Sig. (2-tailed) | .146 | .005 | .426 | .018 | . | .378 |
| N | 272 | 272 | 272 | 272 | 272 | 272 |
| Y1 | Correlation Coefficient | .065 | .022 | .065 | .048 | .054 | 1.000 |
| Sig. (2-tailed) | .288 | .724 | .286 | .434 | .378 | . |
| N | 272 | 272 | 272 | 272 | 272 | 272 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | |

Lampiran 7. Nonparametric Colleration Hubungan Karakteristik Konsumen dengan Perilaku Konsumen

(Jumlah Uang yang dibelanjakan)

| **Correlations** | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  | X1 | X2 | X3 | X4 | X5 | Y1 |
| Spearman's rho | X1 | Correlation Coefficient | 1.000 | .775\*\* | .391\*\* | .684\*\* | .088 | .140\* |
| Sig. (2-tailed) | . | .000 | .000 | .000 | .146 | .021 |
| N | 272 | 272 | 272 | 272 | 272 | 272 |
| X2 | Correlation Coefficient | .775\*\* | 1.000 | .376\*\* | .708\*\* | .169\*\* | .134\* |
| Sig. (2-tailed) | .000 | . | .000 | .000 | .005 | .027 |
| N | 272 | 272 | 272 | 272 | 272 | 272 |
| X3 | Correlation Coefficient | .391\*\* | .376\*\* | 1.000 | .439\*\* | .048 | .017 |
| Sig. (2-tailed) | .000 | .000 | . | .000 | .426 | .777 |
| N | 272 | 272 | 272 | 272 | 272 | 272 |
| X4 | Correlation Coefficient | .684\*\* | .708\*\* | .439\*\* | 1.000 | .143\* | .179\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | . | .018 | .003 |
| N | 272 | 272 | 272 | 272 | 272 | 272 |
| X5 | Correlation Coefficient | .088 | .169\*\* | .048 | .143\* | 1.000 | .099 |
| Sig. (2-tailed) | .146 | .005 | .426 | .018 | . | .104 |
| N | 272 | 272 | 272 | 272 | 272 | 272 |
| Y1 | Correlation Coefficient | .140\* | .134\* | .017 | .179\*\* | .099 | 1.000 |
| Sig. (2-tailed) | .021 | .027 | .777 | .003 | .104 | . |
| N | 272 | 272 | 272 | 272 | 272 | 272 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | |

Lampiran 8. Tabel Isaac and Michael

