

Lampiran 1. Kuesioner



JURUSAN TEKNOLOGI INDUSTRI PERTANIAN
FAKULTAS TEKNOLOGI PERTANIAN
UNIVERSITAS BRAWIJAYA
MALANG

Responden yang terhormat,

Saya mahasiswa Jurusan Teknologi Industri Pertanian, Fakultas Teknologi Pertanian, Universitas Brawijaya Malang, mengharapkan kesediaan saudara untuk mengisi kuesioner ini demi terselesaikannya penyusunan skripsi saya berjudul **“Analisa Preferensi Konsumen Terhadap Atribut Produk Batagor Jepang Takashi Mura dengan Model Kano (Studi Kasus Pada CV. Dapur Inspirasi Indonesia, Malang).”**

Besar harapan saya untuk dapat menerima kembali kuesioner penelitian ini yang telah Saudara isi. Atas bantuan dan partisipasinya saya ucapkan terima kasih.

Hormat Saya,

Moch Mufti

I. Data Karakteristik Responden :

1. Nama :(boleh tidak diisi)
2. Jenis kelamin : L/P (*)
3. Usia saat ini : tahun
4. Pendidikan terakhir : SD/SMP/SMA/D3/S1/S2/S3
5. Pekerjaan :
6. Jumlah uang saku atau pendapatan Anda per bulan :
 - a. < Rp 750.000
 - b. Rp 750.000 s/d Rp 1.500.000
 - c. Rp 1.500.000 s/d Rp 2.500.000
 - d. Rp 2.500.000 s/d Rp 3.000.000
 - e. ≥ Rp 3000.000
7. Tujuan mengkonsumsi Batagor Jepang Taksahi Mura:
 - a. Dimakan sendiri
 - b. Oleh-oleh
 - c. Acara pesta
 - d. Lain-lain.....
8. Frekuensi pembelian Batagor Jepang Taksahi Mura per minggu:
 - a. 1 kali
 - b. 2-5 kali
 - c. > 5 kali

Lampiran 1. Kuesioner (Lanjutan)

II. Tanggapan Responden

Berdasarkan pengamatan Saudara (baik pertama kali mengkonsumsi ataupun sering mengkonsumsi), maka isilah kolom dibawah ini yang sesuai dengan pendapat Anda dengan tanda *checklist* (✓). 1: Suka jika dilakukan; 2 : Harus dilakukan; 3 : Netral; 4 : Tidak suka tetapi jika dilakukan tidak berpengaruh apapun; 5 : Tidak suka jika dilakukan. a: *functional* (pertanyaan mengenai pendapat konsumen jika atribut ada); b: *disfunctional* (pertanyaan mengenai pendapat konsumen jika atribut tidak ada)

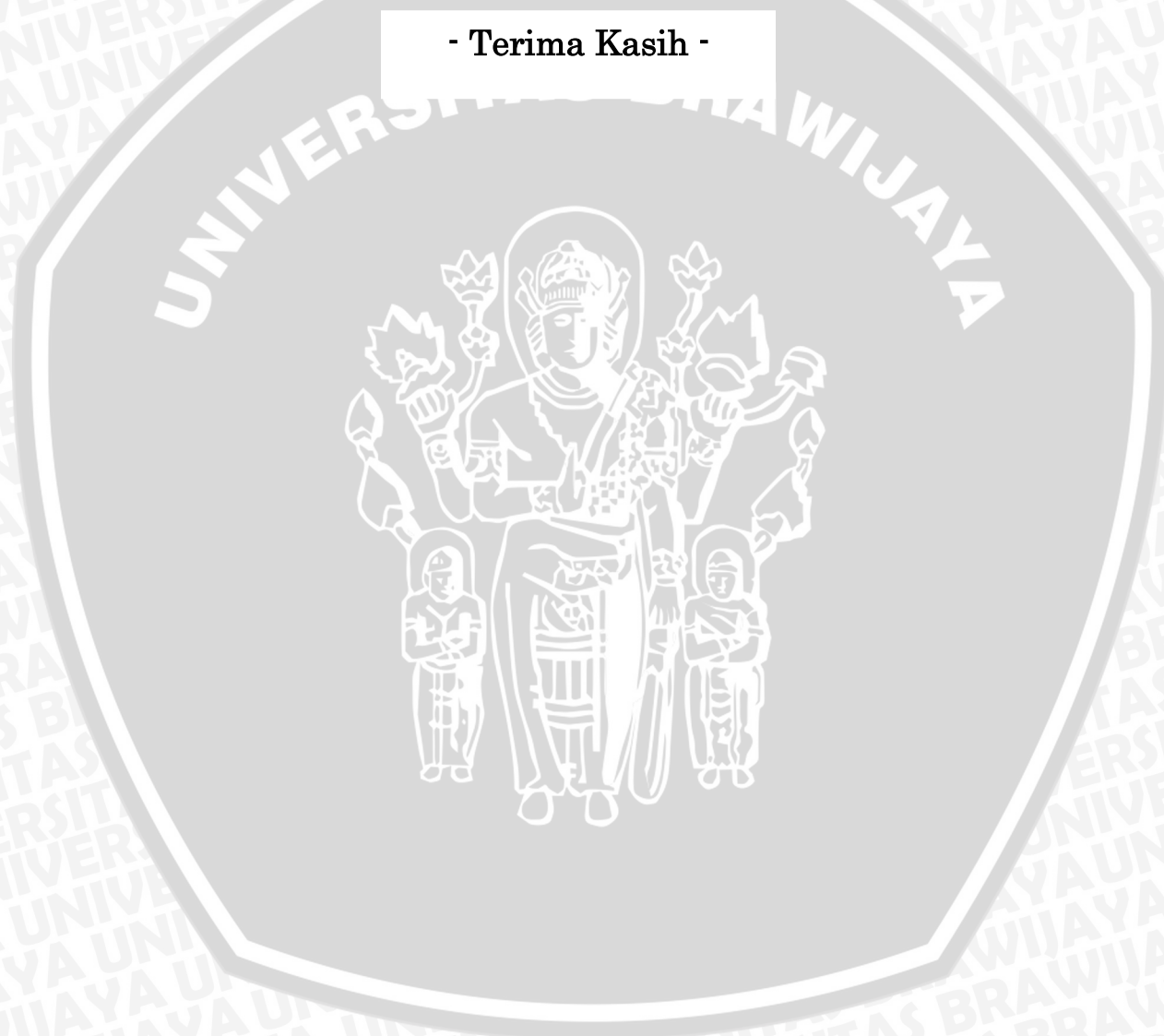
Bagaimana menurut Anda jika:

No	Atribut produk “Batagor Jepang Takashi Mura”	1	2	3	4	5
1.a	Rasa batagor diubah lebih gurih khas ikan					
1.b	Rasa batagor tidak diubah lebih gurih khas ikan					
2.a	Kadar kesesuaian rasa saus teriyaki tepat					
2.b	Kadar kesesuaian rasa saus teriyaki tidak tepat					
3.a	Ada penambahan macam-macam rasa saus					
3.b	Tidak ada penambahan macam-macam rasa saus					
4.a	Ada penambahan pelengkap berupa sayuran rebus (pare, kentang, kubis)					
4.b	Tidak ada penambahan sayuran berupa sayuran rebus (pare, kentang, kubis)					
5.a	Ada perubahan sedikit kerenyahan					
5.b	Tidak ada perubahan sedikit kerenyahan					
6.a	Batagor berwarna kuning keemasan/ putih keemasan					
6.b	Tidak berwarna kuning keemasan/ putih keemasan					
7.a	Ada diversifikasi bentuk batagor menjadi bulat mekar					
7.b	Tidak ada diversifikasi bentuk batagor					
8.a	Ada perubahan kemasan yang praktis sehingga mudah dibawa untuk oleh-oleh					
8.b	Tidak ada perubahan kemasan yang praktis					

Lampiran 1. Kuesioner (Lanjutan)

No	Atribut produk “Batagor Jepang Takashi Mura”	1	2	3	4	5
9.a	Kemasan berbahan karton berlaminasi					
9.b	Kemasan tidak berbahan karton berlaminasi					
10.a	Adanya perbedaan harga pada batagor sesuai variasi kualitas produk					
10.b	Tidak ada perbedaan harga pada batagor sesuai variasi kualitas produk					

- Terima Kasih -



Lampiran 2. Data Jawaban *Functional*

Responden	Atribut										TOTAL
	1	2	3	4	5	6	7	8	9	10	
1	2	1	3	3	1	4	2	3	3	2	25
2	2	1	4	3	1	3	2	2	5	2	26
3	3	2	1	3	2	4	2	3	5	2	28
4	1	2	2	1	2	2	2	2	3	2	21
5	1	1	1	1	1	2	2	2	2	2	15
6	1	2	1	2	2	1	2	2	1	2	16
7	1	2	2	1	2	1	3	2	1	3	17
8	1	3	1	1	3	2	2	2	1	2	18
9	1	1	1	1	1	1	1	1	2	1	11
10	1	1	1	1	1	1	1	1	2	1	11
11	2	2	2	1	2	1	3	2	1	2	17
12	1	2	1	1	2	2	3	2	2	2	18
13	3	2	2	1	2	3	4	4	2	4	27
14	1	2	1	1	2	2	2	1	2	3	17
15	2	3	2	1	3	4	2	2	2	3	24
16	2	3	1	1	3	2	1	2	3	1	17
17	2	1	3	1	1	2	1	4	2	1	19
18	2	1	1	1	1	2	2	1	2	2	18
19	1	2	1	1	2	2	1	2	2	2	15
20	1	3	1	1	2	1	2	2	1	2	16
21	1	2	1	1	3	1	2	2	2	3	17
22	2	2	1	1	2	2	1	2	1	2	17
23	1	1	4	1	1	2	2	3	2	2	19
24	1	1	1	1	1	2	2	2	4	2	17
25	2	1	1	1	1	1	2	1	1	1	12
26	1	2	2	2	2	1	2	2	1	3	18
27	1	2	1	2	2	1	1	2	1	1	13
28	1	2	1	2	2	1	1	1	1	1	12
29	3	2	1	1	2	1	3	1	3	3	20
30	3	2	1	2	2	2	3	2	3	3	22
31	2	2	3	1	1	1	2	1	2	1	15
32	1	2	1	2	2	1	1	1	1	2	13
33	1	1	1	2	1	1	1	4	2	1	15
34	3	2	1	3	2	3	2	3	3	1	24
35	2	3	2	3	3	4	2	2	3	2	25
36	2	2	2	3	2	2	2	2	5	2	25
37	1	3	2	3	3	2	2	3	5	2	25
38	1	1	1	2	1	1	1	1	1	1	12
39	3	1	1	1	1	1	2	3	2	3	18
40	2	2	4	2	2	4	2	2	2	4	26
41	2	1	1	1	1	2	2	2	1	3	16
42	1	1	1	1	1	1	2	1	2	2	14
43	1	3	1	1	3	1	1	1	1	1	12
44	1	1	1	1	1	1	2	1	1	2	12
45	1	2	1	1	2	2	2	1	1	2	14
46	1	1	3	1	1	2	1	1	2	3	16

Lampiran 2. Data Jawaban *Functional* (Lanjutan)

Responden	Atribut										TOTAL
	1	2	3	4	5	6	7	8	9	10	
47	2	3	4	2	3	3	2	3	1	2	24
48	1	2	3	1	2	2	1	1	2	3	17
49	1	1	5	1	1	4	3	1	1	3	23
50	1	2	3	3	2	2	3	1	1	4	21
51	1	2	3	1	2	3	4	1	2	5	23
52	1	1	1	1	1	1	2	2	2	2	14
53	2	5	1	1	5	2	1	1	1	1	16
54	1	2	3	3	2	3	1	2	2	2	21
55	1	2	2	2	2	4	1	2	1	1	17
56	2	2	5	2	2	1	3	2	3	2	24
57	1	2	3	1	2	1	3	2	1	4	19
58	2	2	4	3	2	2	2	2	2	3	23
59	1	2	2	1	2	2	2	3	1	3	19
60	1	2	2	4	2	2	3	4	1	1	23
61	2	1	1	3	1	2	2	2	1	1	17
62	2	1	2	3	1	2	2	4	1	3	23
63	1	1	1	1	1	1	1	1	1	1	10
64	1	1	1	1	1	1	3	1	1	3	14
65	1	2	1	1	2	1	1	1	1	1	11
66	1	1	1	1	1	1	1	2	1	1	12
67	1	2	1	1	2	1	3	3	2	2	17
68	2	1	1	1	1	2	2	3	1	1	16
69	1	1	1	1	1	1	2	1	1	2	12
70	1	2	1	1	2	1	1	1	1	1	11
71	3	4	3	2	4	4	4	2	1	5	31
72	3	4	1	4	4	4	4	3	1	4	31
73	4	3	1	3	3	1	2	5	1	3	26
74	4	3	5	3	3	1	2	2	4	3	30
75	4	5	1	5	5	3	4	2	3	4	34
76	4	3	3	2	3	5	2	3	4	3	32
77	4	5	3	5	5	3	2	2	4	3	34
78	2	4	3	2	4	4	4	2	5	3	32
79	4	5	2	3	5	4	2	4	1	4	32
80	3	3	2	2	3	4	5	3	1	3	28
81	2	2	2	1	2	4	2	3	1	3	22
82	1	3	1	2	3	3	1	2	1	3	19
83	2	2	1	2	2	1	1	2	1	5	18
84	2	3	2	2	3	5	2	3	2	4	27
85	1	2	3	2	2	5	2	2	1	4	25
86	2	1	2	2	1	4	2	2	2	3	22
87	2	2	1	2	2	3	2	2	2	4	22
88	3	3	3	2	3	5	2	3	3	5	32
89	3	2	2	3	2	2	2	2	2	3	24
90	3	2	4	3	2	3	2	3	2	3	28
91	1	2	3	3	2	3	2	1	2	4	24
92	3	2	3	4	2	4	2	2	3	5	31

Lampiran 2. Data Jawaban *Functional* (Lanjutan)

Responden	Atribut										TOTAL
	1	2	3	4	5	6	7	8	9	10	
93	2	3	2	3	3	3	2	2	2	5	26
94	2	2	2	4	2	4	2	1	2	4	26
95	1	3	3	3	3	4	2	5	2	5	30
96	1	1	1	1	1	1	2	2	1	1	13
97	1	1	1	1	1	2	1	2	1	1	13
98	1	1	1	1	1	1	1	2	2	2	14
99	2	1	3	1	1	3	2	3	4	2	24
100	2	2	1	1	2	2	5	3	3	2	23
101	1	1	3	1	1	3	2	1	5	1	19
102	1	1	1	3	1	2	1	1	1	1	13
103	1	2	3	1	2	3	1	1	4	1	18
104	1	1	2	3	1	2	2	2	5	2	22
105	1	2	5	3	2	3	2	2	5	2	28
106	1	2	2	1	2	4	2	3	3	1	21
107	2	3	2	2	3	3	1	2	3	1	21
108	3	4	3	3	4	4	2	5	2	4	33
109	2	3	5	2	3	4	5	3	3	3	32
110	2	2	5	1	2	4	2	3	2	3	26
111	2	2	4	2	2	3	2	2	2	4	25
112	1	1	1	2	1	1	1	1	2	1	12
113	1	1	1	2	1	2	1	3	2	2	16
114	1	1	1	1	1	1	1	2	2	3	14
115	1	1	1	1	1	1	1	2	2	1	12
116	1	1	1	1	1	2	1	4	2	3	18
117	2	1	2	1	1	1	1	4	2	2	17
118	1	2	1	1	2	1	3	1	3	1	15
119	1	2	1	2	2	3	2	2	2	2	19
120	1	1	2	2	1	2	1	2	4	2	19

Lampiran 3. Data Jawaban *Disfunctional*

Responden	Atribut										TOTAL
	1	2	3	4	5	6	7	8	9	10	
1	5	4	5	5	3	4	4	5	4	4	43
2	5	3	2	5	4	5	5	4	3	4	40
3	5	5	3	5	5	3	4	2	3	3	38
4	2	5	4	5	4	2	3	3	5	2	35
5	4	5	4	3	4	3	5	2	5	3	38
6	2	3	2	2	2	2	2	2	5	3	25
7	2	5	4	4	2	5	3	3	5	5	38
8	2	2	3	2	2	3	3	2	5	2	26
9	4	5	5	4	5	4	5	5	5	5	47
10	4	5	5	4	5	5	5	5	5	5	48
11	3	3	3	3	4	3	3	3	3	3	31
12	3	4	5	3	5	4	4	3	5	3	39
13	4	3	4	5	2	5	5	4	5	5	42
14	4	4	4	5	3	4	5	5	4	4	42
15	4	5	4	3	5	2	5	4	5	5	42
16	4	5	4	5	5	5	5	5	5	5	48
17	4	4	5	5	3	4	3	5	5	5	43
18	4	3	5	4	5	3	4	3	5	5	41
19	5	4	4	5	4	4	5	4	5	5	45
20	4	5	3	5	1	3	2	3	5	5	36
21	5	5	5	5	1	5	4	5	5	4	44
22	5	2	5	2	3	1	3	2	4	4	31
23	5	3	4	3	3	5	3	4	5	3	38
24	1	1	1	1	2	1	1	2	1	2	13
25	2	5	5	5	5	5	4	5	4	4	44
26	4	5	5	5	5	5	4	5	5	4	47
27	2	1	1	1	1	3	2	1	1	2	15
28	4	4	4	4	4	4	4	4	4	4	40
29	4	5	5	5	5	5	5	5	5	5	49
30	4	3	3	4	5	5	1	2	2	5	34
31	5	5	5	5	5	5	5	5	5	5	50
32	3	4	4	4	3	3	2	3	3	3	32
33	5	3	5	2	4	3	3	2	5	4	36
34	5	2	4	3	5	4	3	5	5	3	39
35	5	5	5	5	4	5	5	5	5	3	47
36	5	5	5	5	5	5	5	5	4	4	48
37	4	2	2	5	3	5	5	4	2	3	35
38	5	5	5	5	5	4	5	5	4	5	48
39	5	4	5	4	5	4	5	3	3	3	41
40	3	5	3	3	3	4	5	5	5	5	41
41	4	3	2	4	5	2	2	5	1	3	31
42	5	5	2	5	5	5	5	5	5	5	47
43	2	5	1	5	5	5	3	5	2	4	37
44	5	5	3	5	5	4	5	5	4	5	46
45	5	5	2	3	5	4	5	4	3	3	39
46	5	5	2	2	5	2	1	3	1	2	28

Lampiran 3. Data Jawaban *Disfunctional* (Lanjutan)

Responden	Atribut										TOTAL
	1	2	3	4	5	6	7	8	9	10	
47	5	5	5	3	5	2	1	4	4	1	35
48	5	5	5	4	1	2	5	5	5	4	41
49	3	5	3	3	2	4	4	3	3	3	33
50	4	5	4	3	3	4	2	4	3	3	35
51	4	1	5	1	3	1	1	4	4	4	28
52	5	2	4	1	2	3	1	4	4	4	30
53	4	5	4	3	5	3	4	4	4	4	40
54	1	5	2	4	2	1	5	2	5	2	29
55	3	5	4	5	2	3	1	4	4	4	35
56	2	3	4	4	1	2	1	4	2	3	26
57	2	3	3	2	2	3	2	3	3	3	26
58	4	3	4	1	4	4	3	4	4	4	35
59	3	3	3	1	2	2	1	3	3	3	24
60	4	1	4	1	2	4	3	4	4	4	31
61	4	5	4	5	3	4	4	4	4	4	41
62	3	5	3	1	1	2	1	3	3	3	25
63	4	5	4	4	1	2	1	5	4	3	33
64	5	3	4	1	2	1	1	5	3	3	28
65	4	1	5	1	5	3	2	4	3	4	32
66	3	5	2	4	1	1	2	3	1	1	23
67	4	5	4	2	2	2	2	3	3	3	30
68	5	3	3	3	5	4	3	4	3	4	37
69	4	5	3	3	4	2	3	3	5	4	36
70	4	3	5	1	1	4	1	5	5	4	33
71	4	5	3	2	4	3	2	4	5	4	36
72	4	5	4	1	2	4	3	4	5	2	34
73	5	4	4	3	3	4	4	4	5	3	39
74	4	5	3	3	2	2	3	3	3	3	31
75	3	5	3	3	4	2	3	3	3	3	32
76	4	5	3	1	2	1	4	3	2	2	27
77	4	1	4	1	4	2	1	4	3	3	27
78	3	3	3	5	2	4	3	3	3	3	32
79	4	5	3	2	2	2	1	4	3	4	30
80	4	4	3	3	3	2	2	3	5	4	33
81	4	3	3	2	4	3	1	3	3	3	29
82	4	5	4	4	1	1	1	4	4	4	32
83	4	3	3	3	3	4	4	3	5	4	36
84	5	4	5	5	3	3	4	5	5	1	40
85	4	4	3	4	4	4	4	5	5	2	39
86	5	5	4	4	3	2	5	5	5	4	42
87	4	4	4	4	4	5	5	5	4	4	43
88	5	5	4	4	5	2	4	5	5	2	41
89	5	5	5	4	3	2	4	5	5	2	40
90	2	4	4	2	4	5	5	5	3	5	39
91	5	5	4	5	5	5	4	5	4	4	46
92	4	4	5	5	4	4	3	4	5	4	42

Lampiran 3. Data Jawaban *Disfunctional* (Lanjutan)

Responden	Atribut										TOTAL
	1	2	3	4	5	6	7	8	9	10	
93	4	4	4	4	3	4	4	5	4	4	40
94	3	5	5	3	4	3	4	1	5	4	37
95	5	5	5	4	5	5	5	4	5	5	48
96	4	4	5	4	4	4	5	4	4	4	42
97	5	5	5	5	5	2	5	4	2	5	43
98	5	5	5	5	2	5	3	5	5	5	45
99	5	4	4	5	3	5	5	5	3	5	44
100	3	4	5	5	5	4	4	5	5	5	45
101	4	4	5	4	4	4	5	5	2	5	42
102	5	5	5	3	5	5	3	4	3	1	39
103	5	3	5	5	3	5	5	3	5	4	43
104	5	5	5	5	3	4	4	5	3	2	41
105	5	5	3	4	5	2	1	5	2	2	34
106	4	4	4	4	4	3	1	4	5	5	38
107	5	5	5	5	3	2	2	5	2	3	37
108	5	5	5	5	2	5	2	5	2	3	39
109	5	5	5	5	1	5	5	5	5	4	45
110	5	5	5	5	2	5	5	5	5	5	47
111	5	5	5	5	2	5	5	5	5	5	47
112	5	5	5	5	5	5	5	5	5	5	50
113	5	5	5	5	3	4	2	5	4	4	42
114	5	5	5	5	5	5	3	3	4	3	43
115	3	4	5	5	5	5	4	5	5	4	45
116	5	5	4	5	4	4	4	5	5	5	46
117	4	5	5	5	5	5	5	3	5	5	47
118	5	5	5	4	5	5	5	3	5	5	47
119	5	5	5	5	5	5	5	4	5	5	49
120	5	5	5	5	5	5	5	3	4	4	46

Lampiran 4. Uji Validitas dan Reabilitas Pertanyaan *Functional*

a. Validitas

Correlations

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	TOTAL
Q1 Pearson Correlation	1	.522**	.210*	.474**	.516**	.386**	.336**	.389**	.215*	.395**	.698**
Sig. (2-tailed)		.000	.021	.000	.000	.000	.000	.000	.018	.000	.000
N	120	120	120	120	120	120	120	120	120	120	120
Q2 Pearson Correlation	.522**	1	.162	.422**	.987**	.417**	.313**	.199*	.068	.378**	.615**
Sig. (2-tailed)	.000		.076	.000	.000	.000	.000	.029	.459	.000	.000
N	120	120	120	120	120	120	120	120	120	120	120
Q3 Pearson Correlation	.210*	.162	1	.250**	.154	.465**	.244**	.153	.324**	.340**	.591**
Sig. (2-tailed)	.021	.076		.006	.093	.000	.007	.095	.000	.000	.000
N	120	120	120	120	120	120	120	120	120	120	120
Q4 Pearson Correlation	.474**	.422**	.250**	1	.427**	.389**	.149	.247**	.256**	.325**	.645**
Sig. (2-tailed)	.000	.000	.006		.000	.000	.105	.006	.005	.000	.000
N	120	120	120	120	120	120	120	120	120	120	120
Q5 Pearson Correlation	.516**	.987**	.154	.427**	1	.424**	.312**	.208*	.076	.395**	.621**
Sig. (2-tailed)	.000	.000	.093	.000		.000	.001	.022	.409	.000	.000
N	120	120	120	120	120	120	120	120	120	120	120
Q6 Pearson Correlation	.386**	.417**	.465**	.389**	.424**	1	.279**	.315**	.269**	.472**	.758**
Sig. (2-tailed)	.000	.000	.000	.000	.000		.002	.000	.003	.000	.000
N	120	120	120	120	120	120	120	120	120	120	120
Q7 Pearson Correlation	.336**	.313**	.244**	.149	.312**	.279**	1	.163	.112	.415**	.524**
Sig. (2-tailed)	.000	.000	.007	.105	.001	.002		.076	.224	.000	.000
N	120	120	120	120	120	120	120	120	120	120	120
Q8 Pearson Correlation	.389**	.199*	.153	.247**	.208*	.315**	.163	1	.066	.227*	.495**
Sig. (2-tailed)	.000	.029	.095	.006	.022	.000	.076		.476	.013	.000
N	120	120	120	120	120	120	120	120	120	120	120
Q9 Pearson Correlation	.215*	.068	.324**	.256**	.076	.269**	.112	.066	1	-.023	.436**
Sig. (2-tailed)	.018	.459	.000	.005	.409	.003	.224	.476		.804	.000
N	120	120	120	120	120	120	120	120	120	120	120
Q10 Pearson Correlation	.395**	.378**	.340**	.325**	.395**	.472**	.415**	.227*	-.023	1	.645**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.013	.804		.000
N	120	120	120	120	120	120	120	120	120	120	120
TOTAL Pearson Correlation	.698**	.615**	.591**	.645**	.621**	.758**	.524**	.495**	.436**	.645**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
N	120	120	120	120	120	120	120	120	120	120	120

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

* . Correlation is significant at the 0.05 level (2-tailed).

Lampiran 4. Uji Validitas dan Reabilitas Pertanyaan *functional* (Lanjutan)

b. Reabilitas

Sacale : ALL VARIABLE

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.810	10

Item Statistics

	Mean	Std. Deviation	N
Q1	1.6833	.86950	120
Q2	1.9833	.97000	120
Q3	1.9583	1.16961	120
Q4	1.8167	.97862	120
Q5	1.9750	.97414	120
Q6	2.2833	1.19652	120
Q7	1.9917	.91207	120
Q8	2.1333	.96956	120
Q9	2.0750	1.16072	120
Q10	2.4083	1.16313	120

Lampiran 4. Uji Validitas dan Reabilitas Pertanyaan *Functional* (Lanjutan)

b. Reliabilitas

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q1	18.6250	33.144	.621	.782
Q2	18.3250	32.356	.618	.780
Q3	18.3500	33.053	.423	.801
Q4	18.4917	33.193	.529	.789
Q5	18.3333	32.258	.624	.779
Q6	18.0250	30.310	.635	.774
Q7	18.3167	34.840	.413	.801
Q8	18.1750	35.255	.340	.808
Q9	18.2333	35.475	.238	.823
Q10	17.9000	31.906	.522	.789

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.3083	40.114	6.33358	10

Lampiran 5. Uji Validitas dan Reliabilitas Pertanyaan *Disfunctional*

a. Validitas

Correlations

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	TOTAL
Q1 Pearson Correlation	1	.222*	.441**	.278**	.267**	.247**	.255**	.410**	.180*	.176	.539**
Sig. (2-tailed)		.015	.000	.002	.003	.007	.005	.000	.049	.055	.000
N	120	120	120	120	120	120	120	120	120	120	120
Q2 Pearson Correlation	.222*	1	.216*	.513**	.159	.162	.337**	.277**	.228*	.114	.527**
Sig. (2-tailed)	.015		.018	.000	.082	.076	.000	.002	.012	.217	.000
N	120	120	120	120	120	120	120	120	120	120	120
Q3 Pearson Correlation	.441**	.216*	1	.310**	.188*	.322**	.289**	.369**	.475**	.321**	.616**
Sig. (2-tailed)	.000	.018		.001	.040	.000	.001	.000	.000	.000	.000
N	120	120	120	120	120	120	120	120	120	120	120
Q4 Pearson Correlation	.278**	.513**	.310**	1	.256**	.504**	.524**	.413**	.241**	.334**	.730**
Sig. (2-tailed)	.002	.000	.001		.005	.000	.000	.000	.008	.000	.000
N	120	120	120	120	120	120	120	120	120	120	120
Q5 Pearson Correlation	.267**	.159	.188*	.256**	1	.323**	.368**	.147	.096	.221*	.516**
Sig. (2-tailed)	.003	.082	.040	.005		.000	.000	.109	.295	.015	.000
N	120	120	120	120	120	120	120	120	120	120	120
Q6 Pearson Correlation	.247**	.162	.322**	.504**	.323**	1	.547**	.363**	.309**	.464**	.706**
Sig. (2-tailed)	.007	.076	.000	.000	.000		.000	.000	.001	.000	.000
N	120	120	120	120	120	120	120	120	120	120	120
Q7 Pearson Correlation	.255**	.337**	.289**	.524**	.368**	.547**	1	.258**	.408**	.392**	.743**
Sig. (2-tailed)	.005	.000	.001	.000	.000	.000		.004	.000	.000	.000
N	120	120	120	120	120	120	120	120	120	120	120
Q8 Pearson Correlation	.410**	.277**	.369**	.413**	.147	.363**	.258**	1	.183*	.280**	.580**
Sig. (2-tailed)	.000	.002	.000	.000	.109	.000	.004		.045	.002	.000
N	120	120	120	120	120	120	120	120	120	120	120
Q9 Pearson Correlation	.180*	.228*	.475**	.241**	.096	.309**	.408**	.183*	1	.392**	.566**
Sig. (2-tailed)	.049	.012	.000	.008	.295	.001	.000	.045		.000	.000
N	120	120	120	120	120	120	120	120	120	120	120
Q10 Pearson Correlation	.176	.114	.321**	.334**	.221*	.464**	.392**	.280**	.392**	1	.595**
Sig. (2-tailed)	.055	.217	.000	.000	.015	.000	.000	.002	.000		.000
N	120	120	120	120	120	120	120	120	120	120	120
TOTAL Pearson Correlation	.539**	.527**	.616**	.730**	.516**	.706**	.743**	.580**	.566**	.595**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
N	120	120	120	120	120	120	120	120	120	120	120

*. Correlation is significant at the 0.05 level (2-tailed).

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

Lampiran 5. Uji Validitas dan Reliabilitas Pertanyaan *Disfunctional* (Lanjutan)

b. Reliabilitas

Sacale : ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.815	10

Item Statistics

	Mean	Std. Deviation	N
Q1	4.0750	1.00555	120
Q2	4.1583	1.15224	120
Q3	3.9750	1.06481	120
Q4	3.6833	1.37800	120
Q5	3.4833	1.36575	120
Q6	3.5417	1.28923	120
Q7	3.4167	1.45281	120
Q8	3.9667	1.04466	120
Q9	3.9583	1.17678	120
Q10	3.6917	1.08307	120

Lampiran 5. Uji Reabilitas dan Validitas Pertanyaan *Disfunctional* (Lanjutan)

b. Reliabilitas

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q1	33.8750	48.026	.432	.805
Q2	33.7917	47.376	.400	.808
Q3	33.9750	46.462	.514	.798
Q4	34.2667	42.029	.623	.783
Q5	34.4667	46.469	.361	.815
Q6	34.4083	43.202	.601	.787
Q7	34.5333	41.159	.632	.782
Q8	33.9833	47.159	.474	.801
Q9	33.9917	46.563	.443	.804
Q10	34.2583	46.664	.488	.800

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
37.9500	55.056	7.41999	10

Lampiran 6. Kategori Kano Setiap Atribut Batagor Jepang Takashi Mura

Responden	Atribut									
	1	2	3	4	5	6	7	8	9	10
1	M	I	M	M	A	I	I	M	I	I
2	M	I	I	M	A	M	M	I	R	I
3	M	M	A	M	M	I	I	I	R	I
4	A	M	M	M	I	I	I	I	M	I
5	A	O	A	A	A	I	M	I	M	I
6	A	I	A	I	I	A	I	I	I	I
7	A	O	I	A	I	O	I	I	I	M
8	A	I	A	A	I	I	I	I	I	I
9	A	O	O	A	O	A	O	O	M	O
10	A	O	O	A	O	O	O	O	M	O
11	I	A	I	A	I	A	I	I	A	I
12	A	I	O	A	M	I	I	I	M	I
13	I	I	I	M	I	M	M	I	M	M
14	A	I	A	M	I	I	M	O	I	I
15	I	M	I	A	M	I	M	I	M	M
16	I	O	A	M	M	M	O	M	M	O
17	I	I	M	M	A	I	A	M	M	O
18	I	I	O	A	O	I	I	A	M	M
19	O	O	A	A	I	I	O	I	M	M
20	A	M	A	M	R	A	I	I	I	M
21	O	M	M	O	R	O	I	M	M	I
22	M	I	M	A	I	R	A	I	A	I
23	O	A	I	A	A	M	I	I	M	I
24	Q	Q	Q	Q	A	R	R	I	R	I
25	I	O	O	O	O	O	I	O	A	A
26	A	M	M	M	M	O	I	M	I	I
27	A	Q	Q	R	R	A	A	R	Q	A
28	A	A	A	I	I	A	A	A	A	A
29	I	M	O	O	M	O	M	O	M	M
30	I	A	A	I	M	M	R	I	I	M
31	M	O	M	O	O	O	M	O	M	O
32	A	A	A	I	I	A	A	A	A	I
33	O	A	O	I	A	A	A	I	I	I
34	M	I	A	I	M	I	I	M	I	I
35	M	M	M	M	I	M	M	M	M	M
36	M	M	M	M	M	M	M	M	R	I
37	A	I	I	M	I	M	M	I	R	I
38	O	M	O	M	O	A	O	O	A	O
39	M	A	O	A	O	A	M	I	I	I
40	I	M	I	I	I	I	M	M	M	M
41	I	A	A	A	O	I	I	M	Q	I
42	O	M	A	O	O	O	M	O	M	M

Lampiran 6. Kategori Kano Setiap Atribut Batagor Jepang Takashi Mura (Lanjutan)

Responden	Atribut									
	1	2	3	4	5	6	7	8	9	10
43	A	O	Q	O	M	O	A	O	A	A
44	M	M	A	M	M	A	M	M	A	M
45	O	O	A	A	O	A	M	A	A	I
46	O	O	I	A	O	I	Q	A	R	I
47	M	M	M	I	M	I	R	I	A	R
48	O	O	M	A	R	I	O	O	M	I
49	A	M	R	A	A	I	I	A	A	I
50	A	O	I	I	I	I	I	A	A	I
51	A	Q	M	Q	I	R	R	A	I	R
52	O	A	A	Q	A	A	R	I	I	I
53	I	O	A	A	Q	I	A	A	A	A
54	Q	M	I	I	I	R	O	I	M	I
55	A	O	I	M	I	I	Q	I	A	A
56	I	I	R	I	R	A	R	I	I	I
57	A	A	I	A	I	A	I	I	A	I
58	I	A	I	R	I	I	I	I	I	I
59	A	I	I	Q	I	I	R	I	A	I
60	A	R	I	R	I	I	I	I	A	A
61	I	M	A	M	A	I	I	I	A	A
62	I	M	I	R	Q	I	R	I	A	I
63	A	O	A	A	Q	A	Q	O	A	A
64	O	A	A	Q	A	Q	R	O	A	I
65	A	Q	O	Q	M	A	A	A	A	A
66	A	M	A	A	Q	Q	A	I	Q	Q
67	A	O	A	A	I	A	I	I	I	I
68	M	I	A	A	O	I	I	I	A	A
69	A	O	A	A	A	A	I	A	I	I
70	A	A	O	Q	R	A	Q	O	I	A
71	I	M	I	I	I	I	I	I	I	R
72	I	M	A	A	I	I	I	I	I	I
73	M	I	A	I	I	A	I	I	I	I
74	I	M	R	I	I	A	I	I	I	I
75	I	M	A	R	R	I	I	I	I	I
76	I	M	I	A	I	R	I	I	I	I
77	I	R	I	R	R	I	A	I	I	I
78	I	I	I	M	I	I	R	I	R	I
79	I	M	I	I	R	I	A	I	A	I
80	I	I	I	I	I	R	Q	I	I	I
81	I	I	I	A	I	I	A	I	A	I
82	A	M	A	I	R	R	Q	I	A	I
83	I	A	A	I	I	A	A	I	I	R

Lampiran 6. Kategori Kano Setiap Atribut Batagor Jepang Takashi Mura (Lanjutan)

Responden	Atribut									
	1	2	3	4	5	6	7	8	9	10
84	M	I	M	M	I	R	I	M	M	R
85	A	I	I	I	I	R	I	M	I	I
86	M	M	I	I	A	I	M	M	M	I
87	I	I	A	I	I	M	M	M	I	I
88	M	M	I	I	M	R	I	M	M	R
89	M	M	M	I	I	I	I	M	M	I
90	I	I	I	I	I	M	M	M	I	M
91	O	M	I	M	M	M	I	O	I	I
92	I	I	M	M	I	I	I	I	M	R
93	I	I	I	I	I	I	I	M	I	R
94	I	M	M	I	I	I	I	Q	M	I
95	O	M	M	I	M	M	M	R	M	Q
96	A	I	O	A	A	I	O	I	A	A
97	O	M	O	O	O	O	O	M	A	O
98	O	M	O	O	A	M	M	I	M	M
99	M	I	I	O	A	I	R	M	I	M
100	I	I	O	O	M	I	M	O	M	M
101	A	A	M	A	A	I	M	O	R	O
102	O	O	O	I	O	M	A	A	A	Q
103	O	A	M	O	I	I	O	A	M	A
104	O	M	M	M	A	I	M	I	R	I
105	O	M	R	I	M	I	R	M	R	I
106	A	I	I	A	I	I	R	I	M	A
107	M	M	M	M	I	I	A	M	I	A
108	M	M	M	M	I	M	Q	Q	I	I
109	M	M	Q	M	R	M	M	M	M	I
110	M	M	Q	O	I	M	M	M	M	M
111	M	M	M	M	I	O	O	O	M	M
112	O	O	O	M	O	I	A	M	M	O
113	O	O	O	M	A	O	A	I	I	I
114	O	O	O	O	O	O	A	M	I	I
115	A	A	O	O	O	I	A	M	M	A
116	O	M	A	O	A	O	O	I	M	M
117	I	O	M	O	O	O	M	A	M	M
118	O	O	O	A	M	M	M	I	M	O
119	O	M	O	M	M	M	O	I	M	M
120	O	M	M	M	O	A	M	I	I	I

Keterangan: Q = Questionable, R = Reverse, A = Attractive,
O = One Dimensional, M = Must be, I = Indifferent

Lampiran 6. Perhitungan Koefisien Kepuasan Kano

$$IBT = \left[\frac{A+O}{A+O+M+I} \right]$$

$$IWT = - \left[\frac{M+O}{A+O+M+I} \right]$$

$$IBT \text{ atribut 1} = \left[\frac{61}{118} \right] = 0,52$$

$$IWT \text{ atribut 1} = - \left[\frac{49}{118} \right] = - 0,41$$

$$IBT \text{ atribut 2} = \left[\frac{41}{114} \right] = 0,36$$

$$IWT \text{ atribut 2} = - \left[\frac{68}{114} \right] = - 0,60$$

$$IBT \text{ atribut 3} = \left[\frac{57}{111} \right] = 0,51$$

$$IWT \text{ atribut 3} = - \left[\frac{46}{111} \right] = - 0,41$$

$$IBT \text{ atribut 4} = \left[\frac{54}{107} \right] = 0,504$$

$$IWT \text{ atribut 4} = - \left[\frac{46}{107} \right] = - 0,43$$

$$IBT \text{ atribut 5} = \left[\frac{39}{105} \right] = 0,37$$

$$IWT \text{ atribut 5} = - \left[\frac{39}{105} \right] = - 0,37$$

$$IBT \text{ atribut 6} = \left[\frac{39}{109} \right] = 0,36$$

$$IWT \text{ atribut 6} = - \left[\frac{35}{109} \right] = - 0,32$$

$$IBT \text{ atribut 7} = \left[\frac{33}{101} \right] = 0,32$$

$$IWT \text{ atribut 7} = - \left[\frac{38}{101} \right] = - 0,38$$

$$IBT \text{ atribut 8} = \left[\frac{30}{115} \right] = 0,26$$

$$IWT \text{ atribut 8} = - \left[\frac{45}{115} \right] = - 0,39$$

$$IBT \text{ atribut 9} = \left[\frac{44}{107} \right] = 0,41$$

$$IWT \text{ atribut 9} = - \left[\frac{55}{107} \right] = - 0,51$$

$$IBT \text{ atribut 10} = \left[\frac{27}{109} \right] = 0,25$$

$$IWT \text{ atribut 10} = - \left[\frac{31}{109} \right] = - 0,28$$

Q = Questionable,

R = Reverse,

A = Attractive,

O = One Dimensional,

M = Must be,

I = Indifferent

IBT = if better than best in class

IWT = if worse than best in class