# LAMPIRAN

**Lampiran 2. Kuisioner Penelitian**

### KUISIONER (PENGUSAHA REMPEYEK TUMPI)
### Strategi Pengembangan Agroindustri Tumpi Kacang Hijau
### Di Dusun Karangbolo Desa Lerep Kecamatan Ungaran Barat
### Kabupaten Semarang

Tanggal Pengisian        :
Nama                            :
Pendidikan                   :
Umur                            :
Jenis Kelamin              : L/P
Lama Usaha                  :

**Penilaian Kondisi**
Angka 1 = Sangat Tidak Penting
Angka 2 = Kurang Peting
Angka 3 = Rata-Rata
Angka 4 = Cukup Penting
Angka 5 = Sangat Penting

| No | Pertanyaan | Penilaian Kondisi | | | | |
|----|------------|:-:|:-:|:-:|:-:|:-:|
| | | 1 | 2 | 3 | 4 | 5 |
| 1 | Modal yang dimiliki | | | | | |
| 2 | Melakukan Pembukuan usaha | | | | | |
| 3 | Keahlian dalam berproduksi | | | | | |
| 4 | Waktu untuk berproduksi | | | | | |
| 5 | Bahan baku untuk produksi | | | | | |
| 6 | Hubungan dengan penjual bahan baku | | | | | |
| 7 | Alat yang diimiliki berproduksi | | | | | |
| 8 | Teknologi yang dimiliki | | | | | |
| 9 | Jaminan Kualitas Produk | | | | | |
| 10 | Masa konsumsi produk | | | | | |
| 11 | Cara pengemasan | | | | | |
| 12 | Merek dagang dan PIRT | | | | | |
| 13 | Harga terjangkau | | | | | |
| 14 | Kegiatan Pemasaran dalam kota | | | | | |
| 15 | Kegiatan Pemasaran luar kota | | | | | |
| 16 | Kegiatan Promosi | | | | | |
| 17 | Minat konsumen | | | | | |
| 18 | Produk karangbolo terkenal | | | | | |
| 19 | Hari-hari tertentu mempengaruhi permintaan | | | | | |
| 20 | Mampu memenuhi kebutuhan konsumen | | | | | |
| 21 | Hubungan dengan agen/distributor/reesaler | | | | | |
| 22 | Inflasi bahan baku terhadap produk | | | | | |
| 23 | Pemerintah memberikan perhatian | | | | | |

**KUISIONER (AGEN/DISTIBUTOR/REESALE)**

**Strategi Pengembangan Agroindustri Tumpi Kacang Hijau**
**Di Dusun Karangbolo Desa Lerep Kecamatan Ungaran**
**Kabupaten Semarang**

Nama            :
Pendidikan      :
Pekerjaan       :
Alamat          :
Umur            :
Jenis Kelamin   : L/P
Tanggungan      :
Harga Beli      :
Harga Jual      :

**Penilaian Kondisi**

Angka 1 = Sangat Tidak Penting
Angka 2 = Kurang Peting
Angka 3 = Rata-Rata
Angka 4 = Cukup Penting
Angka 5 = Sangat Penting

| No | Pertanyaan | Penilaian Kondisi | | | | |
|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 1 | Mengetahui tempat usaha | | | | | |
| 2 | Jumlah rempeyek yang anda beli | | | | | |
| 3 | Tentang Harga Produk | | | | | |
| 4 | Kualitas produk | | | | | |
| 5 | Pengemasa mempengaruhi untuk membeli | | | | | |
| 6 | Rempeyek tumpi memenuhi kebutuhan konsumen | | | | | |
| 7 | Jangkauan penjual produk | | | | | |
| 8 | Hari-hari mempengaruhi jumlah permintaan | | | | | |
| 9 | Rempeyek tumpi kembali menguntungkan | | | | | |
| 10 | Rempeyek tumpi dapat meningkatkan perekonomian | | | | | |
| 11 | Konsumen suka terhadap produk | | | | | |
| 12 | Kendala/masalah dalam menjual usaha reseller | | | | | |

**KUISIONER (KONSUMEN)**

**Strategi Pengembangan Agroindustri Tumpi Kacang Hijau**
**Di Dusun Karangbolo Desa Lerep Kecamatan Ungaran Barat**
**Kabupaten Semarang**

**DATA RESPONDEN**

Nama               :
Pendidikan         :
Pekerjaan          :
Alamat             :
Umur               :
Jenis Kelamin      : L/P
Harga Beli         :

**Penilaian Kondisi**
Angka 1 = Sangat Tidak Penting
Angka 2 = Kurang Peting
Angka 3 = Rata-Rata
Angka 4 = Cukup Penting
Angka 5 = Sangat Penting

| No | Pertanyaan | Penilaian Kondisi | | | | |
|----|------------|---|---|---|---|---|
|    |            | 1 | 2 | 3 | 4 | 5 |
| 1  | Mengetahui Dusun Karangbolo | | | | | |
| 2  | Lokasi mempengaruhi Pembeli | | | | | |
| 3  | Seringnya Membeli Produk | | | | | |
| 4  | Pelayanan Penjual | | | | | |
| 5  | Ketersedian Produk Mememenuhi Kebutuhan | | | | | |
| 6  | Harga Produk | | | | | |
| 7  | Kondisi Produk | | | | | |
| 8  | Tampilan Mempengaruhi Membeli | | | | | |

**KUISIONER**
**(DINAS UMKM KAB. SEMARANG)**
**Strategi Pengembangan Agroindustri Tumpi Kacang Hijau**
**Di Dusun Karangbolo Desa Lerep Kecamatan Ungaran Barat**
**Kabupaten Semarang**

Nama            :
Umur            :
Jabatan         :

1. Apakah bapak/ibu mengetahui usahaa kripik di dusun karangbolo?
2. Bagaimana pendapat Bapak/ibu?
3. Ada berapa usaha sejeni yang berada di kabupaten semarang?
4. Bagaimana peluang usaha kripik di dusun karangbolo?
5. Bagaimana peran dinas dalam pengembangan usaha?
6. Apa upaya yang dinas dalam meningkatkan produksi usaha?
7. Bantuan apa yang pernah diberikan dinas dalam meningkatkan produksi usaha?
8. Recana program ke depan dinas dalam meningkatkan produksi usaha?
9. Saran dan harapan kepaa pengusaha di dusun karangbolo?
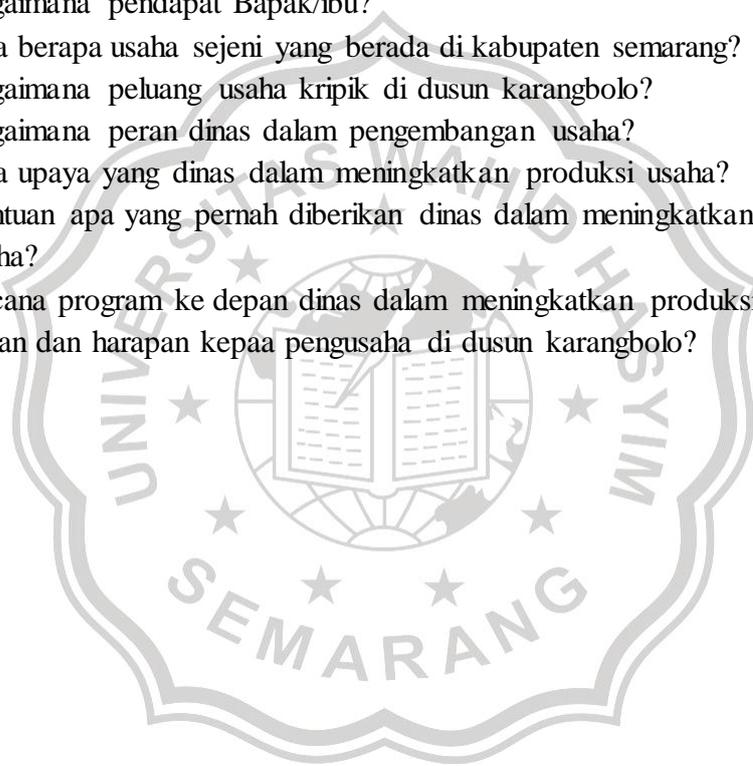
**Lampiran 3. Uji Reliabiliti dan Validitas**

**CORRELATION DAN RELIABILITY**
**FAKTOR KEKUATAN**

**Correlations**

| | | soal1 | soal2 | soal3 | soal4 | soal5 | soal6 | score |
|---|---|---|---|---|---|---|---|---|
| soal1 | Pearson Correlation | 1 | 1.000'' | .959'' | .624' | .924'' | -.339 | .966'' |
| | Sig. (2-tailed) | | .000 | .000 | .013 | .000 | .216 | .000 |
| | N | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| soal2 | Pearson Correlation | 1.000'' | 1 | .959'' | .624' | .924'' | -.339 | .966'' |
| | Sig. (2-tailed) | .000 | | .000 | .013 | .000 | .216 | .000 |
| | N | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| soal3 | Pearson Correlation | .959'' | .959'' | 1 | .602' | .967'' | -.429 | .943'' |
| | Sig. (2-tailed) | .000 | .000 | | .018 | .000 | .111 | .000 |
| | N | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| soal4 | Pearson Correlation | .624' | .624' | .602' | 1 | .577' | -.439 | .605' |
| | Sig. (2-tailed) | .013 | .013 | .018 | | .024 | .102 | .017 |
| | N | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| soal5 | Pearson Correlation | .924'' | .924'' | .967'' | .577' | 1 | -.313 | .953'' |
| | Sig. (2-tailed) | .000 | .000 | .000 | .024 | | .256 | .000 |
| | N | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| soal6 | Pearson Correlation | -.339 | -.339 | -.429 | -.439 | -.313 | 1 | -.149 |
| | Sig. (2-tailed) | .216 | .216 | .111 | .102 | .256 | | .596 |
| | N | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| score | Pearson Correlation | .966'' | .966'' | .943'' | .605' | .953'' | -.149 | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .017 | .000 | .596 | |
| | N | 15 | 15 | 15 | 15 | 15 | 15 | 15 |

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

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

# Scale: ALL VARIABLES

## Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 15 | 100.0 |
|       | Excluded<sup>a</sup>  | 0  | .0    |
|       | Total                 | 15 | 100.0 |

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

## Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .796             | 6          |

## Item-Total Statistics

|       | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| soal1 | 17.00                      | 7.571                          | .941                             | .657                             |
| soal2 | 17.00                      | 7.571                          | .941                             | .657                             |
| soal3 | 17.93                      | 7.781                          | .901                             | .670                             |
| soal4 | 17.47                      | 11.695                         | .538                             | .791                             |
| soal5 | 17.00                      | 7.286                          | .913                             | .658                             |
| soal6 | 16.60                      | 14.971                         | -.379                            | .953                             |
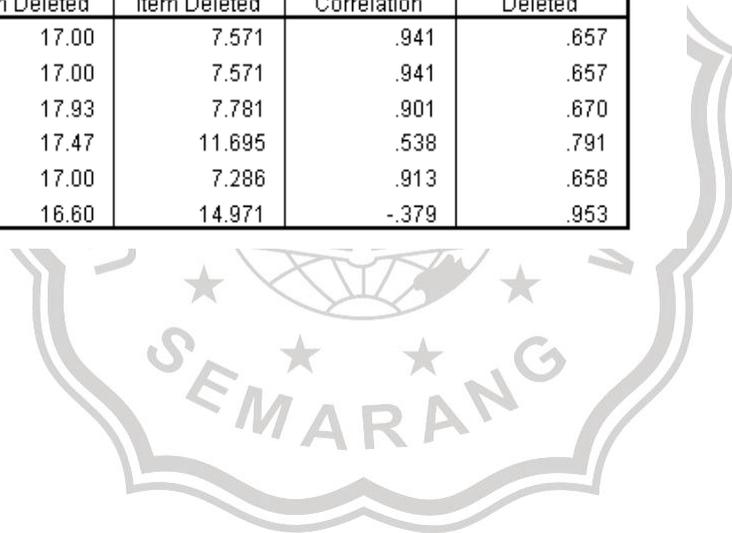
# CORRELATION DAN RELIABILITY
# FAKTOR KELEMAHAN

**Correlations**

|  |  | soal1 | soal2 | soal3 | soal4 | soal5 | soal6 | soal7 | score |
|---|---|---|---|---|---|---|---|---|---|
| soal1 | Pearson Correlation | 1 | .829** | .112 | 1.000** | .579* | .658** | .650** | .867** |
|  | Sig. (2-tailed) |  | .000 | .691 | .000 | .024 | .008 | .009 | .000 |
|  | N | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| soal2 | Pearson Correlation | .829** | 1 | .557* | .829** | .881** | .371 | .784** | .942** |
|  | Sig. (2-tailed) | .000 |  | .031 | .000 | .000 | .173 | .001 | .000 |
|  | N | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| soal3 | Pearson Correlation | .112 | .557* | 1 | .112 | .825** | -.138 | .619* | .562* |
|  | Sig. (2-tailed) | .691 | .031 |  | .691 | .000 | .624 | .014 | .029 |
|  | N | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| soal4 | Pearson Correlation | 1.000** | .829** | .112 | 1 | .579* | .658** | .650** | .867** |
|  | Sig. (2-tailed) | .000 | .000 | .691 |  | .024 | .008 | .009 | .000 |
|  | N | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| soal5 | Pearson Correlation | .579* | .881** | .825** | .579* | 1 | .178 | .848** | .882** |
|  | Sig. (2-tailed) | .024 | .000 | .000 | .024 |  | .525 | .000 | .000 |
|  | N | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| soal6 | Pearson Correlation | .658** | .371 | -.138 | .658** | .178 | 1 | .291 | .562* |
|  | Sig. (2-tailed) | .008 | .173 | .624 | .008 | .525 |  | .292 | .029 |
|  | N | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| soal7 | Pearson Correlation | .650** | .784** | .619* | .650** | .848** | .291 | 1 | .856** |
|  | Sig. (2-tailed) | .009 | .001 | .014 | .009 | .000 | .292 |  | .000 |
|  | N | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| score | Pearson Correlation | .867** | .942** | .562* | .867** | .882** | .562* | .856** | 1 |
|  | Sig. (2-tailed) | .000 | .000 | .029 | .000 | .000 | .029 | .000 |  |
|  | N | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |

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

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

## Scale: ALL VARIABLES

### Case Processing Summary

|       |          | N  | %     |
|-------|----------|----|-------|
| Cases | Valid    | 15 | 100.0 |
|       | Excluded&sup;ᵃ | 0  | .0    |
|       | Total    | 15 | 100.0 |

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .859             | 7          |

### Item-Total Statistics

|       | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| soal1 | 17.60 | 9.543  | .828 | .825 |
| soal2 | 15.53 | 9.552  | .927 | .821 |
| soal3 | 18.20 | 9.743  | .388 | .875 |
| soal4 | 17.87 | 7.410  | .772 | .819 |
| soal5 | 17.53 | 7.552  | .802 | .811 |
| soal6 | 17.80 | 9.743  | .388 | .875 |
| soal7 | 17.47 | 10.124 | .825 | .837 |
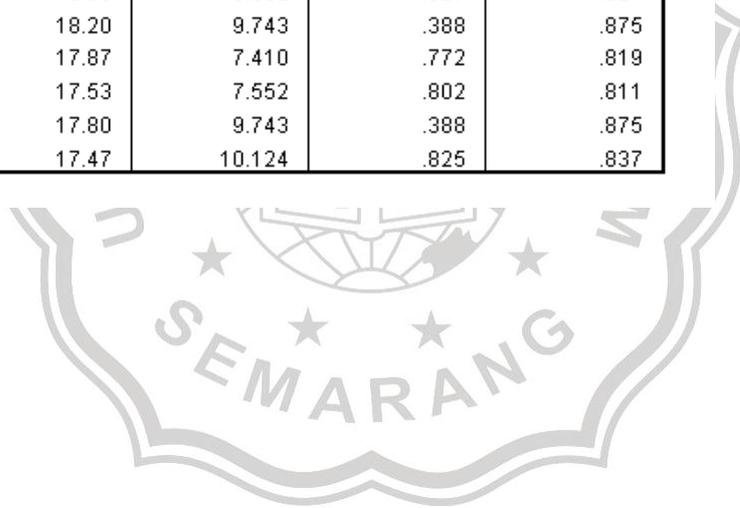
# CORRELATION DAN RELIABILITY
# FAKTOR PELUANG

**Correlations**

| | | soal1 | soal2 | soal3 | soal4 | soal5 | soal6 | soal7 | soal8 | score |
|---|---|---|---|---|---|---|---|---|---|---|
| soal1 | Pearson Correlation | 1 | .452 | .354 | .280 | .431 | .538' | .218 | .583' | .666'' |
| | Sig. (2-tailed) | | .091 | .196 | .313 | .109 | .039 | .435 | .022 | .007 |
| | N | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| soal2 | Pearson Correlation | .452 | 1 | .853'' | .421 | .891'' | .399 | .839'' | .829'' | .881'' |
| | Sig. (2-tailed) | .091 | | .000 | .118 | .000 | .140 | .000 | .000 | .000 |
| | N | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| soal3 | Pearson Correlation | .354 | .853'' | 1 | .791'' | .522' | .644'' | .926'' | .707'' | .906'' |
| | Sig. (2-tailed) | .196 | .000 | | .000 | .046 | .010 | .000 | .003 | .000 |
| | N | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| soal4 | Pearson Correlation | .280 | .421 | .791'' | 1 | .000 | .786'' | .549' | .559' | .716'' |
| | Sig. (2-tailed) | .313 | .118 | .000 | | 1.000 | .001 | .034 | .030 | .003 |
| | N | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| soal5 | Pearson Correlation | .431 | .891'' | .522' | .000 | 1 | .092 | .564' | .739'' | .650'' |
| | Sig. (2-tailed) | .109 | .000 | .046 | 1.000 | | .745 | .029 | .002 | .009 |
| | N | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| soal6 | Pearson Correlation | .538' | .399 | .644'' | .786'' | .092 | 1 | .433 | .538' | .751'' |
| | Sig. (2-tailed) | .039 | .140 | .010 | .001 | .745 | | .107 | .039 | .001 |
| | N | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| soal7 | Pearson Correlation | .218 | .839'' | .926'' | .549' | .564' | .433 | 1 | .491 | .761'' |
| | Sig. (2-tailed) | .435 | .000 | .000 | .034 | .029 | .107 | | .063 | .001 |
| | N | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| soal8 | Pearson Correlation | .583' | .829'' | .707'' | .559' | .739'' | .538' | .491 | 1 | .880'' |
| | Sig. (2-tailed) | .022 | .000 | .003 | .030 | .002 | .039 | .063 | | .000 |
| | N | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| score | Pearson Correlation | .666'' | .881'' | .906'' | .716'' | .650'' | .751'' | .761'' | .880'' | 1 |
| | Sig. (2-tailed) | .007 | .000 | .000 | .003 | .009 | .001 | .001 | .000 | |
| | N | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |

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

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

# Scale: ALL VARIABLES

**Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 15 | 100.0 |
|       | Excluded<sup>a</sup>  | 0  | .0    |
|       | Total                 | 15 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .890             | 8          |

**Item-Total Statistics**

|       | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| soal1 | 26.40                      | 12.543                         | .526                             | .895                             |
| soal2 | 25.53                      | 13.267                         | .851                             | .868                             |
| soal3 | 25.47                      | 12.981                         | .880                             | .864                             |
| soal4 | 26.47                      | 13.124                         | .628                             | .880                             |
| soal5 | 25.60                      | 13.686                         | .558                             | .886                             |
| soal6 | 26.33                      | 11.952                         | .636                             | .882                             |
| soal7 | 26.40                      | 12.829                         | .681                             | .875                             |
| soal8 | 26.40                      | 11.114                         | .818                             | .860                             |

# CORRELATION DAN RELIABILITY
# FAKTOR ANCAMAN

**Correlations**

|  |  | soal1 | soal2 | score |
|---|---|---|---|---|
| soal1 | Pearson Correlation | 1 | .796** | .942** |
|  | Sig. (2-tailed) |  | .000 | .000 |
|  | N | 15 | 15 | 15 |
| soal2 | Pearson Correlation | .796** | 1 | .953** |
|  | Sig. (2-tailed) | .000 |  | .000 |
|  | N | 15 | 15 | 15 |
| score | Pearson Correlation | .942** | .953** | 1 |
|  | Sig. (2-tailed) | .000 | .000 |  |
|  | N | 15 | 15 | 15 |

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

## Scale: ALL VARIABLES

**Case Processing Summary**

|  |  | N | % |
|---|---|---|---|
| Cases | Valid | 15 | 100.0 |
|  | Excluded[a] | 0 | .0 |
|  | Total | 15 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .884 | 2 |

**Item-Total Statistics**

|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| soal1 | 3.40 | .829 | .796 | [a] |
| soal2 | 3.60 | .686 | .796 | [a] |

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

**Lampiran 4. Dokumentasi Kegiatan Penelitian**

**DOKUMENTASI PENELITIAN**



Gambar 1. Denah pengusaha Tumpi di Dusun Karangbolo



Gambar 2. Wawancara Ketua UMKM

Gambar 3. Produk Tumpi Kacang Hijau



Gambar 4. Bahan Baku Produksi tumpi Kacang Hijau

Gambar 5. Pembuatan Adonan Tumpi Kacang Hijau



Gambar 6. Proses Penggorengan Tumpi Kacang Hijau

Gambar 7. Proses Pengemasan Tumpi Kacang Hijau



Gambar 8. Pemasaran Produk Tumpi Kacang Hijau

Gambar 9. Distributor Tumpi Kacang Hijau



Gambar 10. Penjual Bahan Baku Tumpi Kacang Hijau