

## **LAMPIRAN 1**



### Hasil Kuisisioner pendahuluan bagian 1

Responden	Pertanyaan																									
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
1	1	0	1	1	1	1	1	0	0	1	0	1	0	0	1	0	1	0	1	1	0	0	1	1	1	0
2	1	1	1	1	1	1	1	1	1	1	1	0	0	0	1	1	1	1	1	1	1	1	1	0	1	1
3	1	0	1	1	1	1	1	1	1	1	1	0	0	0	1	1	1	0	0	1	0	0	0	0	1	0
4	1	1	1	1	1	1	0	0	0	0	1	0	0	0	1	0	1	0	0	1	0	1	1	0	1	0
5	1	0	0	1	1	1	1	1	1	1	0	1	0	0	1	1	1	0	1	0	0	1	1	1	0	0
6	1	0	1	1	1	1	1	1	0	1	0	1	0	1	1	1	0	0	1	1	0	1	0	1	1	1
7	1	0	0	1	1	1	1	1	1	1	1	0	0	0	0	1	0	0	1	1	0	1	0	0	1	0
8	0	1	1	1	1	1	1	1	1	0	0	1	0	0	1	0	1	0	0	1	0	0	1	1	0	1
9	1	1	1	1	1	0	1	1	1	1	0	1	0	0	1	1	1	1	0	0	1	0	1	1	1	0
10	0	0	0	1	1	1	1	0	0	1	0	1	1	1	1	0	0	1	1	1	0	1	1	1	1	0
11	1	0	1	0	1	1	1	1	0	0	0	1	0	0	1	1	1	0	1	1	0	1	0	1	0	0
12	1	1	1	0	1	1	1	1	1	0	0	1	0	0	0	1	1	1	1	1	1	1	1	0	1	0
13	1	0	0	1	1	1	1	1	0	0	0	1	0	0	1	1	1	0	1	1	0	0	1	1	1	0
14	1	0	1	1	1	1	1	1	1	1	1	0	0	1	1	0	0	0	1	0	1	0	1	1	0	0
15	1	0	1	1	1	1	1	1	0	1	0	1	1	1	0	1	1	0	1	1	0	1	1	1	1	1
16	1	0	1	1	1	0	1	1	1	1	0	1	0	0	0	1	1	0	1	0	0	1	1	1	1	0
17	1	0	1	1	1	1	1	0	0	0	0	1	0	0	1	0	1	0	1	1	0	1	0	1	0	0
18	1	0	0	0	1	1	1	1	0	1	0	1	0	1	0	1	1	0	0	1	1	1	1	0	1	0
19	0	1	1	1	1	1	1	0	0	1	0	1	1	0	1	0	1	0	1	1	0	0	0	1	1	0
20	1	0	1	0	1	1	1	1	1	1	0	1	0	0	0	0	0	0	0	1	1	1	1	1	1	0
21	1	0	1	1	1	1	1	1	1	0	1	1	0	0	1	0	1	1	0	1	0	1	1	1	1	0
22	1	1	1	1	1	0	1	1	0	1	1	0	1	1	1	1	1	0	1	0	0	1	1	0	0	0
23	1	0	0	1	1	0	0	0	0	1	0	1	0	0	1	1	1	1	1	1	0	0	1	1	1	1
24	1	0	1	0	1	1	1	1	0	0	0	1	0	0	0	0	1	1	1	1	0	1	0	0	1	0
25	1	1	1	0	1	1	1	0	1	0	1	1	0	0	1	0	1	1	1	1	0	1	1	1	1	0
26	0	1	1	1	1	1	1	1	0	1	0	1	1	0	1	1	1	0	1	1	1	1	1	1	1	0
27	1	0	0	1	1	1	1	1	1	1	0	1	0	0	1	0	1	0	1	1	0	0	1	1	0	1
28	1	1	1	0	1	1	1	1	1	0	1	0	0	0	1	1	1	1	0	0	1	1	0	0	1	0
29	1	0	1	1	1	0	0	0	1	0	1	0	0	0	1	0	0	0	0	1	0	1	1	1	1	0
30	1	0	1	0	1	1	1	1	1	0	0	1	0	0	0	1	0	0	1	0	1	1	1	1	1	0

### Hasil kuisisioner pendahuluan bagian 2 (data pesaing)

Responden	Toko					
	Sejati	Matahari	Puteri	Maju Jaya	Mekar Jaya	Palapa
1	0	1	0	1	1	0
2	1	1	0	0	0	0
3	1	1	0	1	0	0
4	0	0	1	0	0	0
5	1	1	0	0	0	1
6	0	0	0	1	0	0
7	0	1	0	0	0	0
8	1	0	0	0	1	0
9	0	0	0	1	0	0
10	0	1	0	0	0	1
11	1	1	0	1	0	1
12	0	0	0	0	0	0
13	0	1	0	1	0	0
14	1	0	0	0	0	0
15	0	0	0	0	0	1
16	0	1	1	0	0	1
17	1	0	0	0	1	0
18	0	1	0	0	0	0
19	1	1	0	0	0	0
20	0	1	0	0	0	1
21	0	1	0	0	0	0
22	0	0	0	0	1	0
23	1	0	0	0	0	0
24	0	1	0	0	0	0
25	1	0	0	0	0	0
26	0	1	0	1	0	0
27	0	0	0	1	0	1
28	0	1	1	0	0	0
29	1	1	0	0	0	0
30	0	0	0	1	0	1
Persentase	36,67%	56,67%	10,00%	30,00%	13,33%	26,67%

## **LAMPIRAN 2**

# KUESIONER PENELITIAN

Kepada Yth,

Dalam rangka penyusunan Tugas Akhir pada jurusan Teknik Industri di Universitas Kristen Maranatha Bandung, dengan judul "**Analisis Persaingan Toko Bahan-bahan dan Perlengkapan Pembuatan Kue (Studi Kasus di Toko Harum Jl Kalipah Apo no 46 Bandung)**", kepada Bapak/Ibu/Sdr/i dimohon kesediaannya untuk mengisi kuesioner penelitian ini sebagai bahan untuk kepentingan penelitian.

Akhir kata, saya ucapkan terima kasih atas bantuan, kerjasama, dan kesediaan Bapak/Ibu/Sdr/i dalam meluangkan waktu untuk membaca dan mengisi kuesioner ini.

**Jawaban Bapak/Ibu/Sdr/i dijamin kerahasiaannya.**

Hormat saya,

Ryan Leonardi

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## **Bagian I**

### **DATA RESPONDEN**

#### **Petunjuk Pengisian**

Berikan tanda checklist [√] pada tanda kurung dibawah ini yang sesuai dengan Bapak/Ibu/Sdr/i.

1. Jenis kelamin Anda :

( ) Pria

( ) Wanita

2. Usia Anda saat ini :

( ) 17 tahun  $\leq$  Usia < 31 tahun

( ) Usia  $\geq$  51 tahun

( ) 31 tahun  $\leq$  Usia < 51 tahun

3. Tujuan Anda membeli bahan-bahan dan perlengkapan pembuatan kue :
- ( ) Untuk dijual kembali                      ( ) Keperluan Pribadi  
 ( ) Produksi Kue, Roti, atau Donut        ( ) Lainnya.....
4. Tingkat penghasilan Anda per bulan :
- ( ) Penghasilan  $\leq$  3 juta                      ( ) Penghasilan  $>$  6 juta  
 ( )  $3 \text{ juta} < \text{Penghasilan} \leq 6 \text{ juta}$
5. Anda mengetahui Toko Harum dari :
- ( ) Teman    ( ) Kebetulan lewat  
 ( ) Saudara    ( ) Lainnya.....

## **Bagian II**

### **Petunjuk Pengisian :**

- Pada kolom sebelah kiri, Anda diminta untuk menilai **tingkat kepuasan** yang ada pada Toko Harum pada tiap atribut dengan memberikan tanda *checklist* ( $\surd$ ).

Keterangan :

STP : Sangat Tidak Puas                      P : Puas

TP : Tidak Puas                                      SP : Sangat Puas

- Pada kolom sebelah kanan, Anda diminta untuk membandingkan atribut pada kedua toko dengan memberikan tanda *checklist* ( $\surd$ ) jika menurut Anda atribut di toko tersebut adalah yang **terbaik** dibandingkan toko lainnya.

Harum					Toko		
STP	TP	P	SP	No	Atribut	Harum	Matahari
				1	Keanekaragaman jenis produk		
				2	Ketersediaan barang yang diperlukan		
				3	Kebersihan produk yang dijual		
				4	Adanya contoh produk yang dijual		
				5	Produk yang dijual tidak kadaluarsa		
				6	Harga yang lebih murah		
				7	Harga sesuai dengan produk yang diberikan		
				8	Harga sesuai dengan takaran yang diberikan		
				9	Terdapat papan nama yang jelas		
				10	Fasilitas tempat parkir yang luas		
				11	Keramahan karyawan		
				12	Kecepatan karyawan dalam menyediakan barang		
				13	Kerapihan karyawan dalam mengepak barang		
				14	Kesesuaian memberikan barang yang dipesan		
				15	Kebersihan toko		
				16	Adanya penerangan yang cukup dalam toko		
				17	Karyawan membantu mengantarkan barang ke kendaraan		
				18	Perhitungan pembayaran yang tepat		
				19	Adanya bonus/ <i>discount</i> untuk pembelian dalam jumlah tertentu		
				20	Adanya jasa layanan antar barang ( <i>delivery service</i> )		

**Terima Kasih atas kesediaan Bapak/Ibu/Saudara/i mengisi kuesioner ini.**

### Hasil kuisioner penelitian (data mentah tingkat kepuasan Toko Harum)

No Responden	No. Pernyataan																			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
1	2	1	3	3	3	1	3	3	1	3	3	2	3	1	3	3	2	3	3	2
2	4	2	4	4	4	3	4	4	3	2	4	3	3	3	4	4	3	4	4	3
3	3	3	4	3	4	3	3	3	3	3	3	3	4	4	3	3	3	2	3	2
4	2	2	2	1	2	2	3	3	2	1	2	1	3	2	3	3	1	2	3	1
5	1	2	2	3	2	1	3	4	1	2	3	1	2	2	3	2	1	3	2	1
6	2	1	3	3	3	1	3	1	1	2	3	1	3	1	3	3	1	3	2	2
7	2	3	3	4	4	3	3	4	3	3	3	2	2	3	3	3	3	3	4	3
8	3	3	4	4	4	3	4	4	3	3	3	3	4	3	4	4	3	4	3	2
9	1	2	2	3	4	3	3	2	3	4	2	4	4	3	3	1	3	3	3	3
10	2	2	2	1	3	3	2	3	2	2	3	3	3	3	2	2	1	3	2	2
11	3	3	3	4	4	4	4	4	3	4	3	2	3	3	4	4	3	4	3	3
12	3	3	4	3	4	3	3	4	2	3	3	3	3	3	3	3	2	3	2	2
13	2	2	4	3	3	3	3	3	3	3	3	3	3	3	2	3	1	2	3	3
14	3	3	3	3	2	4	3	3	2	2	4	3	3	3	3	3	2	3	2	1
15	1	2	2	3	4	4	3	3	2	2	3	2	3	3	2	3	1	3	3	2
16	2	2	2	4	4	4	4	4	2	3	4	2	3	2	4	2	2	3	4	2
17	3	3	3	3	4	4	4	4	2	3	4	4	4	3	4	4	2	3	2	3
18	2	2	3	2	4	3	3	3	2	2	3	2	3	3	3	2	2	2	3	2
19	2	3	2	3	3	3	3	2	2	3	3	2	3	2	3	3	2	3	2	1
20	2	2	4	4	3	2	3	3	3	3	3	3	3	2	4	3	3	2	3	2
21	3	3	3	2	4	3	3	4	3	3	4	4	3	2	3	3	3	4	2	3
22	4	2	3	4	4	2	4	2	2	3	3	2	3	3	4	4	3	3	3	2
23	3	3	3	3	2	3	3	3	2	4	3	2	2	3	3	3	2	3	2	2
24	4	3	4	4	4	3	4	4	3	3	4	3	4	3	4	4	3	4	4	3
25	2	2	2	3	4	4	3	4	1	3	4	3	4	2	3	2	2	4	3	2
26	2	2	3	2	4	3	3	3	1	4	4	3	3	3	3	3	1	3	2	3
27	3	1	3	2	4	4	4	4	3	3	3	3	3	1	4	4	2	3	3	2
28	2	2	3	3	4	3	4	3	3	3	4	2	4	2	3	2	3	3	3	2
29	3	3	3	3	4	3	4	4	4	2	4	2	3	3	3	4	2	3	3	3
30	2	3	2	3	4	4	4	4	1	3	3	4	3	3	4	2	2	3	3	1
31	2	1	3	4	4	2	4	3	1	3	3	1	4	3	4	3	1	4	2	1
32	1	4	4	4	3	3	4	3	1	3	4	2	4	4	4	3	3	1	1	3
33	1	3	3	3	4	2	3	3	3	4	4	2	3	4	3	4	1	4	2	1
34	1	4	4	4	3	3	4	3	3	4	3	1	4	2	3	1	2	3	3	2
35	2	1	4	3	4	2	3	4	2	2	2	1	4	4	2	3	2	3	2	3
36	2	2	3	3	3	3	4	3	2	4	4	1	3	2	3	2	3	2	2	2
37	1	3	4	3	3	3	3	3	1	3	4	1	2	2	3	1	3	1	3	3
38	4	2	4	4	4	3	3	4	1	2	3	3	4	4	3	4	3	2	3	2
39	1	2	3	4	4	2	4	4	3	2	3	1	4	3	3	2	2	3	1	2
40	2	4	3	4	3	3	3	4	3	3	3	1	4	2	4	3	1	3	2	2
41	2	3	2	4	3	4	2	4	3	2	4	3	4	3	3	4	2	4	2	2
42	1	3	3	2	3	4	3	3	2	3	3	3	3	3	4	4	2	3	3	2
43	1	4	3	4	3	3	4	3	2	2	2	2	3	4	3	3	1	4	1	2
44	2	3	4	3	4	3	4	2	2	3	3	1	4	2	3	4	3	3	3	1
45	2	3	3	4	3	4	3	4	2	2	4	3	4	3	4	3	3	3	2	2
46	4	2	3	3	4	2	3	4	3	3	3	2	2	4	2	4	4	4	1	3
47	2	3	4	3	4	3	4	4	2	3	3	1	4	3	3	4	1	2	2	2
48	2	1	3	4	3	3	3	1	3	2	3	1	4	3	2	3	2	3	2	1
49	1	3	4	4	4	3	2	3	2	2	4	2	2	3	4	3	2	2	1	1
50	2	2	3	3	3	1	4	4	1	1	4	2	4	2	3	2	3	3	3	3
51	1	1	1	3	4	4	3	3	2	2	4	1	4	2	4	3	2	2	3	2
52	2	3	3	3	4	3	4	4	2	2	4	2	4	2	4	2	3	3	4	1
53	1	1	3	3	3	4	3	3	2	1	2	3	4	3	3	3	3	3	1	1
54	1	2	4	4	3	1	3	3	2	1	4	2	4	1	3	2	1	3	2	2
55	2	2	4	3	3	4	4	4	2	3	3	1	3	2	3	3	2	2	2	3



56	1	2	4	4	2	4	4	4	4	3	4	1	4	3	3	2	3	3	3	1
57	1	1	3	3	4	4	3	3	2	3	3	4	3	3	3	3	2	4	3	2
58	2	2	4	4	3	4	3	3	2	3	3	2	4	3	4	2	1	4	2	2
59	2	2	3	4	3	3	3	3	1	4	4	1	3	4	3	3	3	2	2	2
60	2	4	3	3	3	4	4	3	2	3	4	1	3	4	3	3	1	3	1	2
61	2	3	3	4	4	3	3	3	1	3	4	2	4	2	4	2	3	4	1	1
62	1	3	4	3	3	4	4	4	2	4	4	3	3	4	3	2	4	3	3	2
63	3	4	4	3	3	1	4	4	1	1	4	1	3	4	4	1	2	2	3	1
64	1	3	4	4	4	3	3	3	1	3	4	2	4	1	3	2	1	3	3	1
65	4	3	4	3	4	3	3	4	2	3	3	2	3	3	3	2	3	3	2	1
66	2	2	1	4	4	2	2	3	1	3	4	2	2	4	3	1	3	2	2	1
67	1	3	3	3	3	3	3	4	1	2	3	1	3	3	3	1	2	2	2	3
68	1	2	2	3	4	4	3	3	2	2	4	1	4	4	4	2	3	3	2	2
69	2	4	4	3	4	3	4	4	2	4	3	2	4	3	4	3	4	2	3	1
70	3	1	4	3	2	3	3	4	2	4	3	3	3	3	4	3	2	3	2	1
71	1	4	4	4	3	3	4	4	2	4	2	1	1	4	3	3	3	3	3	1
72	1	1	3	4	4	4	4	4	1	1	3	2	4	4	4	4	2	4	2	2
73	2	3	1	4	4	3	3	1	3	3	4	3	3	3	3	2	2	4	1	2
74	1	2	3	3	4	4	3	3	1	1	3	2	2	4	3	1	3	3	2	1
75	2	4	3	4	3	4	3	3	1	4	3	2	4	4	4	4	3	3	2	2
76	2	3	4	3	4	3	3	3	1	4	3	1	3	4	4	2	3	3	2	3
77	2	3	1	3	4	2	4	3	2	4	4	2	4	4	3	2	2	4	2	1
78	2	4	3	3	3	4	3	4	1	4	3	1	3	3	3	3	2	1	2	2
79	3	2	2	4	2	3	4	3	2	3	4	1	3	3	3	3	1	4	4	2
80	1	3	4	3	4	1	4	3	2	4	4	1	3	2	3	2	3	4	2	2
81	2	1	3	4	3	2	4	4	2	3	3	1	3	4	4	2	2	3	1	1
82	2	1	3	4	4	2	4	3	2	4	2	3	3	4	3	3	2	4	2	1
83	1	2	1	3	4	3	4	3	1	2	4	2	3	4	3	2	1	4	2	2
84	2	2	2	4	3	2	4	3	1	3	3	1	4	3	4	3	2	4	3	3
85	1	1	3	4	3	3	4	3	2	2	3	1	4	1	3	4	2	4	2	1
86	2	2	3	3	3	4	4	3	4	2	3	1	4	3	4	3	2	4	3	2
87	1	3	4	3	4	4	3	4	2	2	3	2	3	2	3	4	1	4	4	3
88	2	4	3	3	4	4	4	3	1	2	3	2	4	1	3	2	3	3	1	2
89	4	3	4	3	3	1	4	4	2	1	3	1	3	3	3	3	3	4	4	2
90	3	3	3	3	3	3	2	3	2	3	4	1	3	2	3	2	4	3	1	1
91	2	4	3	4	3	2	3	4	1	1	3	2	3	4	4	2	3	4	3	2
92	1	3	3	3	4	4	4	4	2	4	4	3	4	2	4	2	1	3	2	1
93	1	4	1	3	3	4	4	3	1	3	3	1	3	3	4	2	2	3	4	1
94	2	4	4	4	3	4	3	4	2	3	4	2	4	2	3	1	1	2	4	1
95	2	3	3	3	4	3	3	3	1	2	4	3	4	2	3	3	3	3	4	1
96	2	4	4	3	4	4	3	3	2	2	3	2	3	4	2	2	1	4	3	2
97	3	4	3	3	3	3	2	4	2	3	4	2	4	4	3	4	1	3	4	3
98	1	4	3	4	4	3	4	3	2	2	3	1	1	3	4	3	3	3	3	2
99	1	4	4	4	3	4	3	4	1	1	3	2	4	4	4	3	2	4	2	2
100	2	3	3	4	3	3	3	3	1	2	4	1	3	3	4	2	1	3	2	1
101	2	4	2	3	3	4	4	4	2	3	2	1	4	3	1	2	3	4	2	2
102	2	4	4	4	2	3	3	3	2	2	4	1	3	3	3	2	1	1	2	1
103	2	4	4	3	3	3	4	1	2	3	3	1	3	4	2	2	2	3	4	1
104	2	4	4	3	3	3	3	3	3	2	4	4	4	3	4	1	2	4	2	2
105	1	1	3	3	3	3	3	3	1	2	4	2	3	4	4	3	3	3	1	3
106	3	4	3	4	3	4	4	4	1	3	3	1	2	4	4	1	2	3	2	2
107	2	1	3	3	3	2	4	1	2	2	3	1	4	3	3	4	3	4	2	2
108	2	3	2	4	2	3	3	3	2	3	3	1	4	3	4	3	2	2	3	1
109	3	2	3	4	3	3	3	2	2	4	4	1	4	3	3	3	1	4	2	2
110	2	4	3	3	3	3	3	4	3	3	4	2	3	3	3	4	3	3	3	1

### Hasil kuisioner penelitian (Ranking Toko Harum)

No Responden	No. Pernyataan																			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
1	0	0	1	1	1	0	0	1	0	1	1	0	1	1	1	0	0	1	0	0
2	1	1	1	0	1	1	0	0	0	1	1	1	1	1	1	1	1	1	1	1
3	1	0	1	1	0	0	1	0	1	0	1	0	1	1	1	1	0	0	0	0
4	0	0	0	0	1	0	0	1	0	0	1	0	0	0	0	1	1	1	1	0
5	1	1	0	0	1	0	1	0	0	1	0	1	1	1	1	1	0	0	0	0
6	1	1	1	0	0	1	1	1	1	0	1	1	0	0	1	1	0	0	0	1
7	0	0	1	0	1	1	0	1	0	1	0	0	1	1	0	1	1	1	0	0
8	0	0	1	0	1	0	1	1	0	0	1	1	1	1	1	1	0	0	1	0
9	1	0	0	0	0	1	1	1	0	1	1	0	1	0	1	0	0	1	0	0
10	0	0	1	1	1	0	0	0	0	1	1	0	1	1	1	1	0	0	1	1
11	0	0	0	1	1	1	1	1	0	0	1	0	0	1	1	0	1	0	1	0
12	1	1	1	0	0	1	0	0	0	1	0	0	1	1	0	1	0	1	0	0
13	0	1	0	1	0	1	1	1	0	1	1	1	1	0	1	0	0	1	1	0
14	1	1	1	0	1	0	1	1	0	0	1	0	0	1	1	1	1	1	1	0
15	0	0	1	0	0	1	0	0	0	1	1	0	0	0	1	1	0	0	0	1
16	0	0	0	0	1	1	1	1	0	0	1	1	1	1	1	0	1	1	1	0
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19	0	0	1	0	1	1	0	1	0	1	0	1	0	1	1	0	0	0	1	1
20	1	0	0	1	1	1	1	0	0	1	1	0	1	0	0	1	0	1	1	0
21	0	1	0	0	0	1	1	1	0	0	1	0	1	0	1	0	1	0	0	0
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24	0	1	1	0	1	1	1	1	0	0	1	1	1	0	1	1	0	1	0	0
25	0	0	0	0	1	0	1	0	0	0	0	0	0	0	1	0	0	1	1	1
26	0	0	1	1	0	1	0	1	0	1	1	1	0	0	1	1	0	0	0	0
27	0	0	1	0	1	0	1	0	0	0	0	0	1	0	1	0	0	1	1	0
28	1	1	0	0	1	1	1	1	0	1	1	0	0	1	1	0	0	0	0	1
29	0	1	1	1	1	1	0	1	0	0	1	0	0	0	0	1	1	0	0	0
30	1	1	1	0	1	1	1	1	0	0	0	1	1	1	1	1	0	1	1	0
31	1	1	1	0	1	1	1	1	0	1	1	0	0	1	0	0	0	0	1	0
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34	1	1	1	0	0	1	0	1	0	1	1	1	1	1	1	1	1	1	0	0
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39	1	1	1	0	1	1	1	1	0	0	1	0	1	1	0	0	0	0	1	1
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46	0	0	0	0	1	0	1	1	0	0	1	1	0	0	1	1	0	0	1	0
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51	1	1	1	0	0	0	1	0	0	0	1	0	1	1	0	0	0	1	1	0
52	1	0	0	1	1	0	0	1	0	1	0	1	1	0	1	1	0	0	0	0
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56	0	0	1	0	0	1	1	0	0	0	1	1	1	1	0	0	0	0	1	0
57	0	0	1	0	1	1	0	1	0	1	1	0	0	0	0	1	0	1	0	0
58	1	0	0	0	1	1	1	1	0	1	1	1	0	1	0	0	0	1	1	0
59	0	1	1	1	1	1	1	1	0	0	0	0	1	1	0	1	0	0	0	0
60	0	0	0	1	1	1	1	1	0	0	1	0	0	0	1	0	1	1	1	0
61	1	0	1	0	0	0	0	1	0	1	1	1	0	0	0	1	0	0	1	0
62	0	0	1	0	1	0	1	1	0	0	0	0	1	1	0	0	0	0	0	1
63	0	0	1	0	0	1	0	1	1	1	1	1	0	0	1	1	1	1	0	0
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65	0	0	0	0	0	0	1	1	0	0	1	0	1	1	0	1	0	0	1	0
66	1	0	1	1	1	0	1	1	0	1	1	1	0	0	1	0	1	1	0	1
67	1	0	0	1	1	0	0	1	0	1	1	0	1	0	0	1	0	0	0	0
68	0	0	1	0	0	0	1	1	0	1	1	1	1	1	0	0	0	1	1	0
69	1	0	1	0	1	0	0	1	0	0	1	1	1	0	0	1	0	1	0	0
70	0	0	1	0	1	1	1	1	0	0	1	0	1	1	0	1	0	0	1	1
71	1	0	1	0	1	0	0	1	0	1	1	1	0	1	1	0	0	0	1	0
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77	1	0	1	0	1	0	1	1	0	1	0	0	1	1	1	0	1	0	0	0
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80	1	0	1	1	0	1	1	1	0	1	0	0	1	0	1	1	0	0	0	0
81	0	1	1	1	1	0	0	0	0	0	1	1	0	1	0	1	1	0	1	0
82	1	0	0	0	0	1	1	1	0	1	1	1	1	0	1	0	0	0	1	0
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85	0	1	0	0	0	1	1	1	0	1	1	1	1	1	0	0	0	0	1	0
86	0	0	1	0	0	1	1	0	0	1	1	0	1	1	1	0	0	1	1	0
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89	0	1	1	1	1	1	0	1	0	1	1	1	1	1	1	1	1	1	1	0
90	0	1	1	0	0	1	1	1	0	1	1	0	1	0	1	1	0	0	0	0
91	0	0	0	1	1	0	1	0	0	0	1	1	1	0	1	0	0	0	0	0
92	0	1	0	1	0	1	1	1	0	1	0	0	1	1	0	1	1	0	0	0
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95	0	1	1	1	0	1	1	0	0	1	1	0	1	1	0	1	0	0	0	0
96	0	1	0	1	1	0	0	1	0	1	0	0	0	0	0	1	0	1	1	0
97	0	0	1	0	1	1	1	1	0	0	1	1	1	1	1	0	1	0	0	0
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99	0	0	1	1	1	1	1	1	0	1	0	0	1	1	0	0	0	0	0	0
100	0	1	1	0	0	0	1	1	1	0	1	0	0	1	1	1	0	1	0	1
101	0	1	1	1	1	1	1	1	0	1	1	0	1	1	0	0	1	1	0	0
102	1	1	1	1	1	0	0	0	0	1	1	1	1	0	0	1	0	0	0	0
103	1	0	0	0	1	0	1	1	0	0	1	1	1	1	1	1	0	0	1	0
104	0	1	0	1	1	0	1	1	0	1	1	1	0	1	0	1	1	1	1	0
105	1	1	1	1	0	1	1	1	0	0	0	1	0	0	1	1	1	1	0	0
106	1	0	1	0	1	0	1	1	0	1	0	1	1	1	0	1	0	1	0	0
107	0	1	1	0	0	1	1	1	0	0	1	0	1	1	0	1	1	0	1	0
108	1	0	1	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0
109	0	1	1	1	1	0	1	1	0	0	1	0	0	1	1	1	1	1	1	1
110	0	1	1	0	1	0	1	0	0	1	1	1	0	1	0	0	0	0	1	0

### Hasil kuisioner penelitian (Ranking Toko Matahari)

No Responden	No. Pernyataan																			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
1	1	1	0	0	0	1	1	0	1	0	0	1	0	0	0	1	1	0	1	1
2	0	0	0	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0
3	0	1	0	0	1	1	0	1	0	1	0	1	0	0	0	0	1	1	1	1
4	1	1	1	1	0	1	1	0	1	1	0	1	1	1	1	0	0	0	0	1
5	0	0	1	1	0	1	0	1	1	0	1	0	0	0	0	0	1	1	1	1
6	0	0	0	1	0	0	0	0	1	0	0	1	1	0	0	1	1	1	0	0
7	1	1	0	1	0	0	1	0	1	0	1	1	0	0	1	0	0	0	1	1
8	1	1	0	1	0	1	0	0	1	1	0	0	0	0	0	0	1	1	0	1
9	0	1	1	1	1	0	0	0	1	0	0	1	0	1	0	1	1	0	1	1
10	1	1	0	0	0	1	1	1	1	0	0	1	0	0	0	0	1	1	0	0
11	1	1	1	0	0	0	0	0	1	1	0	1	1	0	0	0	1	1	0	1
12	0	0	0	1	1	0	1	1	1	0	1	1	0	0	1	0	1	0	1	1
13	1	0	1	0	1	0	0	0	1	0	0	0	0	1	0	1	1	0	0	1
14	0	0	0	1	0	1	0	0	1	1	0	1	1	0	0	0	0	0	1	1
15	1	1	0	1	1	0	1	1	1	0	0	1	1	1	0	0	1	1	1	0
16	1	1	1	1	0	0	0	0	1	1	0	0	0	0	0	1	0	0	0	1
17	0	1	0	1	0	0	0	0	1	0	0	1	1	0	1	0	1	1	1	1
18	1	1	0	0	1	0	0	1	1	0	0	1	0	0	0	1	1	0	0	1
19	1	1	0	1	0	0	1	0	1	0	1	0	1	0	0	1	1	1	0	0
20	0	1	1	0	0	0	0	1	1	0	0	1	0	1	1	0	1	0	0	1
21	1	0	1	1	1	0	0	0	1	1	0	1	0	1	0	1	0	1	1	1
22	1	0	0	0	0	1	0	0	1	1	1	1	1	0	0	0	1	0	0	1
23	0	1	1	0	0	0	1	1	0	0	0	1	1	0	1	1	1	1	1	1
24	1	0	0	1	0	0	0	0	1	1	0	0	0	1	0	0	1	0	1	1
25	1	1	1	1	0	1	0	1	1	1	1	1	1	1	0	1	1	0	0	0
26	1	1	0	0	1	0	1	0	1	0	0	0	1	1	0	0	1	1	1	1
27	1	1	0	1	0	1	0	1	1	1	1	1	0	1	0	1	1	0	0	1
28	0	0	1	1	0	0	0	0	1	0	0	1	1	0	0	1	1	1	1	0
29	1	0	0	0	0	0	1	0	1	1	0	1	1	1	1	0	0	1	1	1
30	0	0	0	1	0	0	0	0	1	1	1	0	0	0	0	0	1	0	0	1
31	0	0	0	1	0	0	0	0	1	0	0	1	1	0	0	1	1	1	0	1
32	1	0	1	1	0	1	0	0	1	1	0	1	0	0	0	0	0	0	0	1
33	0	1	0	0	0	1	1	1	1	1	1	1	0	0	1	1	1	0	0	0
34	0	0	0	1	1	0	1	0	1	0	0	0	0	0	0	0	0	0	1	1
35	1	1	1	1	0	1	0	0	1	1	0	1	0	1	0	0	1	1	0	1
36	1	1	0	0	0	1	0	0	1	1	1	0	0	0	1	1	0	0	0	1
37	1	0	0	1	0	0	0	0	1	0	0	1	1	0	1	0	1	1	0	1
38	0	1	1	1	0	1	1	0	0	1	1	0	0	1	0	1	0	1	1	1
39	0	0	0	1	0	0	0	0	1	1	0	1	0	0	1	1	1	1	0	0
40	0	1	1	1	0	1	1	0	1	0	0	1	1	1	1	0	1	0	1	1
41	1	1	0	1	0	1	0	0	1	1	1	1	1	0	0	1	1	1	1	1
42	0	0	1	0	0	0	1	1	1	0	0	1	0	0	1	1	1	1	1	1
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45	1	0	1	1	1	0	1	1	1	0	1	0	0	0	1	1	1	1	1	0
46	1	1	1	1	0	1	0	0	1	1	0	0	1	1	0	0	1	1	0	1
47	0	1	0	1	0	1	0	0	1	0	0	1	0	0	0	1	1	0	0	1
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50	0	1	1	0	0	1	1	0	1	0	0	1	0	1	0	1	0	1	0	1
51	0	0	0	1	1	1	0	1	1	1	0	1	0	0	1	1	1	1	0	1
52	0	1	1	0	0	1	1	0	1	0	1	0	0	1	0	0	1	1	1	1
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54	0	1	0	1	0	1	1	0	0	1	0	1	1	0	1	0	0	1	0	0
55	0	0	1	1	0	0	0	0	1	0	0	1	0	0	0	0	1	0	1	1

56	1	1	0	1	1	0	0	1	1	1	0	0	0	0	1	1	1	1	0	1
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58	0	1	1	1	0	0	0	0	1	0	0	0	1	0	1	1	1	0	0	1
59	1	0	0	0	0	0	0	0	1	1	1	1	0	0	1	0	1	1	1	1
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61	0	1	0	1	1	1	1	0	1	0	0	0	1	1	1	0	1	1	0	1
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63	1	1	0	1	1	0	1	0	0	0	0	0	1	1	0	0	0	0	1	1
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66	0	1	0	0	0	1	0	0	1	0	0	0	1	1	0	1	0	0	1	0
67	0	1	1	0	0	1	1	0	1	0	0	1	0	1	1	0	1	1	1	1
68	1	1	0	1	1	1	0	0	1	0	0	0	0	0	1	1	1	0	0	1
69	0	1	0	1	0	1	1	0	1	1	0	0	0	1	1	0	1	0	1	1
70	1	1	0	1	0	0	0	0	1	1	0	1	0	0	1	0	1	1	0	0
71	0	1	0	1	0	1	1	0	1	0	0	0	1	0	0	1	1	1	0	1
72	1	0	0	0	1	0	0	0	1	1	0	1	0	0	1	0	1	0	0	1
73	1	1	1	1	0	1	0	0	1	0	1	1	1	0	0	0	0	1	1	1
74	0	0	0	0	0	1	1	1	1	1	0	0	0	1	1	0	1	0	0	1
75	1	1	0	0	1	1	1	1	1	0	1	1	0	0	1	0	1	0	1	1
76	0	1	0	1	0	1	0	0	1	0	0	1	1	1	1	1	0	1	1	0
77	0	1	0	1	0	1	0	0	1	0	1	1	0	0	0	0	1	0	1	1
78	0	0	0	1	1	1	0	0	1	0	0	1	0	0	1	1	1	1	0	1
79	1	0	1	1	0	0	1	1	1	0	0	0	1	1	1	1	1	1	1	0
80	0	1	0	0	1	0	0	0	1	0	0	1	1	0	1	0	0	1	1	1
81	1	0	0	0	0	1	1	1	1	1	0	0	1	0	1	0	0	1	0	1
82	0	1	1	1	1	0	0	0	1	0	0	0	0	1	0	1	1	1	0	1
83	1	0	1	0	0	1	0	1	1	0	0	1	0	0	0	0	1	0	1	1
84	0	0	0	0	0	0	1	0	0	1	1	0	0	1	1	0	0	1	1	1
85	1	0	1	1	1	0	0	0	1	0	0	0	0	0	1	1	1	1	0	1
86	1	1	0	1	1	0	0	1	1	0	0	1	0	0	0	1	1	0	0	1
87	0	1	0	1	0	0	1	0	1	1	1	1	1	1	1	0	1	1	1	1
88	1	0	1	0	0	0	0	0	1	0	0	1	0	1	0	1	0	1	1	1
89	1	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	1
90	1	0	0	1	1	0	0	0	1	0	0	1	0	1	0	0	1	1	1	1
91	1	1	1	0	0	1	0	1	1	1	0	0	1	0	1	1	1	1	1	1
92	1	0	1	0	1	0	0	0	1	0	1	1	0	0	1	0	0	1	1	1
93	0	0	0	0	0	1	0	1	1	1	0	0	1	0	0	0	1	1	0	1
94	1	1	0	1	0	1	1	0	1	0	0	1	0	1	0	1	0	1	1	1
95	1	0	0	0	1	0	0	1	1	0	0	1	0	0	1	0	1	1	1	1
96	1	0	1	0	0	1	1	0	1	0	1	1	1	1	1	0	1	0	0	1
97	1	1	0	1	0	0	0	0	1	1	0	0	0	0	0	1	0	1	1	1
98	0	0	0	1	1	1	0	1	1	0	0	0	0	0	1	0	0	1	1	1
99	1	1	0	0	0	0	0	0	1	0	1	1	0	0	1	1	1	1	1	1
100	1	0	0	1	1	1	0	0	0	1	0	1	1	0	0	0	1	0	1	0
101	1	0	0	0	0	0	0	0	1	0	0	1	0	0	1	1	0	0	1	1
102	0	0	0	0	0	1	1	1	1	0	0	0	0	1	1	0	1	1	1	1
103	0	1	1	1	0	1	0	0	1	1	0	0	0	0	0	0	1	1	0	1
104	1	0	1	0	0	1	0	0	1	0	0	0	1	0	1	1	0	0	0	1
105	0	0	0	0	1	0	0	1	1	1	0	0	1	1	0	0	0	1	1	0
106	0	1	0	1	0	1	0	0	1	0	1	0	0	1	0	1	0	1	0	1
107	1	0	0	1	1	0	0	0	1	1	0	1	0	0	1	0	0	1	0	1
108	0	1	0	1	0	1	1	1	1	0	1	1	1	1	0	1	1	1	1	1
109	1	0	0	0	0	1	0	0	1	1	0	1	1	0	0	0	0	0	0	0
110	1	0	0	1	0	1	0	1	1	0	0	0	1	0	1	1	1	0	1	1

## **LAMPIRAN 3**

## Pengujian Validitas dan Reliabilitas

### Reliability Statistics

Cronbach's Alpha	N of Items
,881	20

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
r1	54,27	56,340	,627	,870
r2	54,37	59,620	,455	,876
r3	53,77	58,599	,490	,875
r4	53,70	57,597	,509	,874
r5	53,17	57,385	,613	,871
r6	53,73	57,926	,442	,877
r7	53,37	59,137	,626	,872
r8	53,40	58,455	,462	,876
r9	54,50	57,983	,530	,874
r10	53,90	60,024	,376	,879
r11	53,43	60,668	,406	,877
r12	54,13	57,844	,469	,876
r13	53,57	61,151	,367	,879
r14	54,13	59,982	,371	,879
r15	53,47	59,085	,543	,874
r16	53,73	58,616	,438	,877
r17	54,57	55,978	,699	,867
r18	53,67	60,023	,451	,876
r19	53,90	60,231	,391	,878
r20	54,53	58,533	,531	,874

## **LAMPIRAN 4**



### Perhitungan persentase tingkat kepuasan setiap item pertanyaan

Harum					Atribut	Peringkat Toko	
STP	TP	P	SP	No		Harum	Matahari
32	54	17	7	1	Keanekaragaman jenis produk	49	61
16	32	38	24	2	Ketersediaan barang yang diperlukan	48	62
6	15	53	36	3	Kebersihan produk yang dijual	73	37
2	5	59	44	4	Adanya contoh produk yang dijual	40	70
0	9	49	52	5	Produk yang dijual tidak kadaluarsa	77	33
8	15	53	34	6	Harga yang lebih murah	56	54
0	6	57	47	7	Harga sesuai dengan produk yang diberikan	71	39
5	5	54	46	8	Harga sesuai dengan takaran yang diberikan	77	33
32	54	22	2	9	Terdapat papan nama yang jelas	7	103
10	33	47	20	10	Fasilitas tempat parkir yang luas	66	44
0	8	56	46	11	Keramahan karyawan	81	29
42	39	23	6	12	Kecepatan karyawan dalam menyediakan barang	41	69
2	9	52	47	13	Kerapihan karyawan dalam mengepak barang	68	42
7	24	50	29	14	Kesesuaian memberikan barang yang dipesan	69	41
1	9	60	40	15	Kebersihan toko	57	53
9	35	44	22	16	Adanya penerangan yang cukup dalam toko	61	49
27	40	39	4	17	Karyawan membantu mengantarkan barang ke kendaraan	33	77
3	18	56	33	18	Perhitungan pembayaran yang tepat	49	61
14	47	36	13	19	Adanya bonus/ <i>discount</i> untuk pembelian dalam jumlah tertentu	50	60
36	52	22	0	20	Adanya jasa layanan antar barang ( <i>delivery service</i> )	19	91

### Contoh perhitungan untuk atribut 1

Jawaban	Skor	Jumlah Jawaban	Skor Total
STP	1	32	32
TP	2	54	108
P	3	17	51
SP	4	7	28
		110	219

$$\begin{aligned} \text{Tingkat Kepuasan} &= \frac{(32*1) + (54*2) + (17*3) + (7*4)}{4*110} \\ &= \frac{219}{440} = 49,77 = 49.77\% \end{aligned}$$

## **LAMPIRAN 5**

## Hasil pengolahan metode CA

Tahapan untuk melakukan ANACOR melalui *SPSS syntax* adalah sebagai berikut:

1. Memasukkan *input* data

Harum	Matahari
49	61
48	62
73	37
40	70
77	33
56	54
71	39
77	33
7	103
66	44
81	29
41	69
68	42
69	41
57	53
61	49
33	77
49	61
50	60
19	91

2. Menuliskan perintah *syntax*.

```
ANACOR  
TABLE=ALL(20,2)  
/DIMENSION=2  
/NORMALIZATION CANONICAL  
/PRINT TABLE SCORES CONTRIBUTIONS PROFILES PERMUTATION  
/VARIANCES ROWS COLUMNS SINGULAR  
/PLOT ROWS COLUMNS JOINT NDIM(ALL.MAX).
```

3. Setelah program *syntax* ditulis kemudian melakukan *Run All*.

## Output CA

### ANACOR

```
>Warning # 17943 in column 38. Text: )  
>An invalid value specified with the NDIM keyword. The valid  
second  
>dimension may be a number or "max". Plots will be drawn in first  
two  
>dimensions only.
```

```
>Warning # 17912. Command name: ANACOR  
>The number of dimensions is greater than minimum number of rows  
or columns  
>minus 1. It is adjusted.
```

▽

A N A C O R - VERSION 0.4  
BY  
DEPARTMENT OF DATA THEORY  
UNIVERSITY OF LEIDEN, THE NETHERLANDS

```
>Warning # 17954. Command name: ANACOR  
>No low-resolution plots can be drawn since there is only one  
valid  
>dimension.
```

The table to be analyzed:

	1	2	
	Harum	Matahari	Margin
1	49	61	110
2	48	62	110
3	73	37	110
4	40	70	110
5	77	33	110
6	56	54	110
7	71	39	110
8	77	33	110
9	7	103	110

10	66	44	110
11	81	29	110
12	41	69	110
13	68	42	110
14	69	41	110
15	57	53	110
16	61	49	110
17	33	77	110
18	49	61	110
19	50	60	110
20	19	91	110
	-----	-----	-----
Margin	1092	1108	2200

▼

The Rowprofiles:

	1	2	
	Harum	Matahari	Margin
1	,445	,555	1,000
2	,436	,564	1,000
3	,664	,336	1,000
4	,364	,636	1,000
5	,700	,300	1,000
6	,509	,491	1,000
7	,645	,355	1,000
8	,700	,300	1,000
9	,064	,936	1,000
10	,600	,400	1,000
11	,736	,264	1,000
12	,373	,627	1,000
13	,618	,382	1,000
14	,627	,373	1,000
15	,518	,482	1,000
16	,555	,445	1,000
17	,300	,700	1,000
18	,445	,555	1,000
19	,455	,545	1,000
20	,173	,827	1,000
	-----	-----	
Margin	,496	,504	

The Columnprofiles:

	1	2	
	Harum	Matahari	Margin
1	,045	,055	,050
2	,044	,056	,050
3	,067	,033	,050
4	,037	,063	,050

5	,071	,030	,050
6	,051	,049	,050
7	,065	,035	,050
8	,071	,030	,050
9	,006	,093	,050
10	,060	,040	,050
11	,074	,026	,050
12	,038	,062	,050
13	,062	,038	,050
14	,063	,037	,050
15	,052	,048	,050
16	,056	,044	,050
17	,030	,069	,050
18	,045	,055	,050

▽

19	,046	,054	,050
20	,017	,082	,050
Margin	1,000	1,000	

Dimension	Singular Value	Inertia	Proportion Explained	Cumulative Proportion
1	,34972	,12230	1,000	1,000
Total		,12230	1,000	1,000

Row Scores:

Row	Marginal Profile	Dim 1
1	,050	-,172
2	,050	-,203
3	,050	,566
4	,050	-,449
5	,050	,689
6	,050	,043
7	,050	,504
8	,050	,689
9	,050	-1,464
10	,050	,351
11	,050	,812
12	,050	-,418
13	,050	,412
14	,050	,443
15	,050	,074
16	,050	,197
17	,050	-,664
18	,050	-,172
19	,050	-,141
20	,050	-1,095

▽

Contribution of row points to the inertia of each dimension:

Row	Marginal Profile	Dim 1
1	,050	,004
2	,050	,006
3	,050	,046
4	,050	,029
5	,050	,068
6	,050	,000
7	,050	,036
8	,050	,068
9	,050	,306
10	,050	,018
11	,050	,094
12	,050	,025
13	,050	,024
14	,050	,028
15	,050	,001
16	,050	,006
17	,050	,063
18	,050	,004
19	,050	,003
20	,050	,171
		-----
		1,000

▽

Contribution of dimensions to the inertia of each row point:

Row	Marginal Profile	Dim 1	Total
1	,050	1,000	1,000
2	,050	1,000	1,000
3	,050	1,000	1,000
4	,050	1,000	1,000
5	,050	1,000	1,000
6	,050	1,000	1,000
7	,050	1,000	1,000
8	,050	1,000	1,000
9	,050	1,000	1,000
10	,050	1,000	1,000
11	,050	1,000	1,000
12	,050	1,000	1,000
13	,050	1,000	1,000
14	,050	1,000	1,000
15	,050	1,000	1,000
16	,050	1,000	1,000

17	,050	1,000	1,000
18	,050	1,000	1,000
19	,050	1,000	1,000
20	,050	1,000	1,000

Column Scores:

Column	Marginal Profile	Dim 1
1 Harum	,496	,596
2 Matahari	,504	-,587

Contribution of column points to the inertia of each dimension:

Column	Marginal Profile	Dim 1
1 Harum	,496	,504
2 Matahari	,504	,496
		-----
		1,000

▼

Contribution of dimensions to the inertia of each column point:

Column	Marginal Profile	Dim 1	Total
1 Harum	,496	1,000	1,000
2 Matahari	,504	1,000	1,000

Variances and Correlation Matrix of the singular values:

Dim Variances	Correlations between dimensions
1 3,12E-004	1,000

Variances and Correlation Matrix of scores of Row 1

Dim Variances	Correlations between dimensions
1 1,96E-004	1,000

Variances and Correlation Matrix of scores of Row 2

Dim Variances	Correlations between dimensions
1 2,06E-004	1,000



Variances and Correlation Matrix of scores of Row 3

Dim Variances Correlations between dimensions

1 3,04E-004 1,000

Variances and Correlation Matrix of scores of Row 4

Dim Variances Correlations between dimensions

1 3,34E-004 1,000



Variances and Correlation Matrix of scores of Row 5

Dim Variances Correlations between dimensions

1 3,90E-004 1,000

Variances and Correlation Matrix of scores of Row 6

Dim Variances Correlations between dimensions

1 1,56E-004 1,000

Variances and Correlation Matrix of scores of Row 7

Dim Variances Correlations between dimensions

1 2,69E-004 1,000

Variances and Correlation Matrix of scores of Row 8

Dim Variances Correlations between dimensions

1 3,90E-004 1,000

Variances and Correlation Matrix of scores of Row 9

Dim Variances Correlations between dimensions

1 ,002 1,000

Variances and Correlation Matrix of scores of Row 10

Dim Variances Correlations between dimensions

1 2,01E-004 1,000

Variances and Correlation Matrix of scores of Row 11

Dim Variances Correlations between dimensions

1 4,95E-004 1,000



Variances and Correlation Matrix of scores of Row 12

Dim Variances Correlations between dimensions

1 3,14E-004 1,000

Variances and Correlation Matrix of scores of Row 13

Dim Variances Correlations between dimensions

1 2,24E-004 1,000

Variances and Correlation Matrix of scores of Row 14

Dim Variances Correlations between dimensions

1 2,38E-004 1,000

Variances and Correlation Matrix of scores of Row 15

Dim Variances Correlations between dimensions

1 1,55E-004 1,000

Variances and Correlation Matrix of scores of Row 16

Dim Variances Correlations between dimensions

1 1,63E-004 1,000

Variances and Correlation Matrix of scores of Row 17

Dim Variances Correlations between dimensions

1 5,09E-004 1,000

Variances and Correlation Matrix of scores of Row 18

Dim Variances Correlations between dimensions

1 1,96E-004 1,000  
▼

Variances and Correlation Matrix of scores of Row 19

Dim Variances Correlations between dimensions

1 1,86E-004 1,000

Variances and Correlation Matrix of scores of Row 20

Dim Variances Correlations between dimensions

1 ,001 1,000

Variances and Correlation Matrix of scores of Column 1 Harum

Dim Variances Correlations between dimensions

1 3,65E-004 1,000

Variances and Correlation Matrix of scores of Column 2 Matahari

Dim Variances Correlations between dimensions

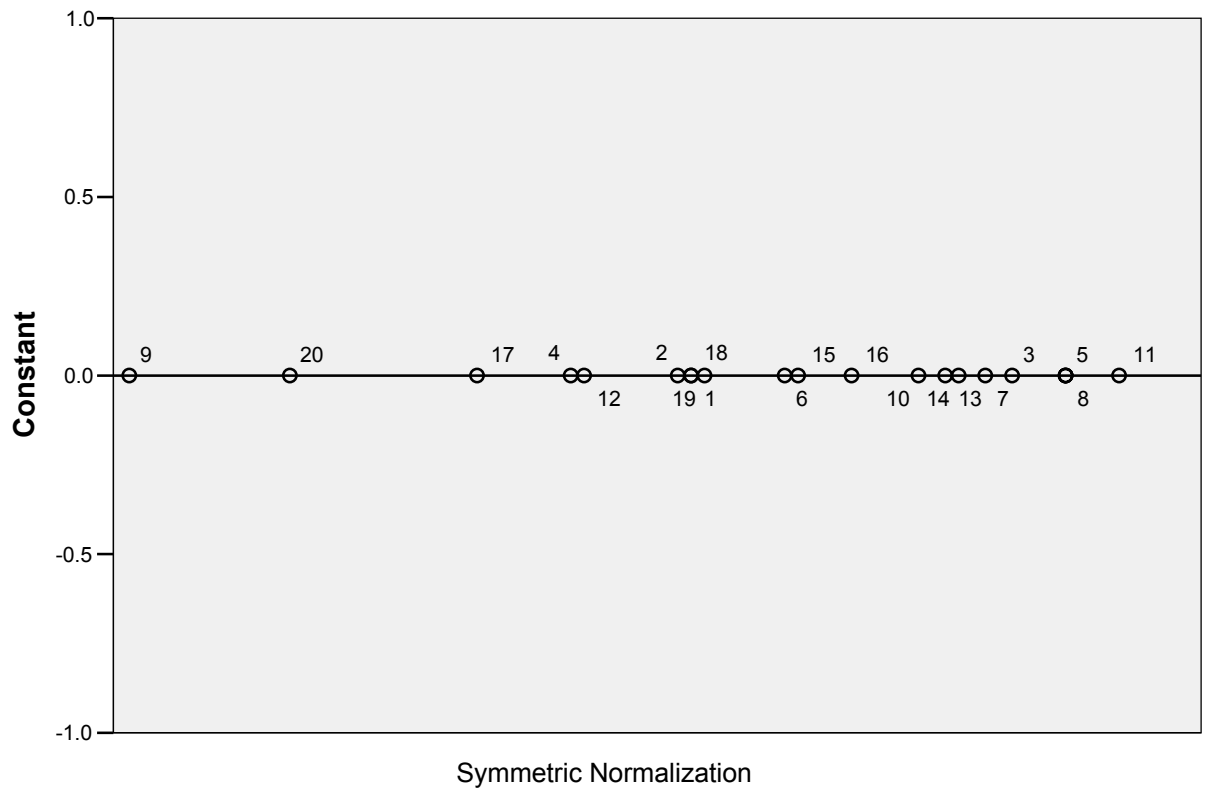
1 3,99E-004 1,000  
▼

The data-matrix permuted according to the scores in dimension: 1

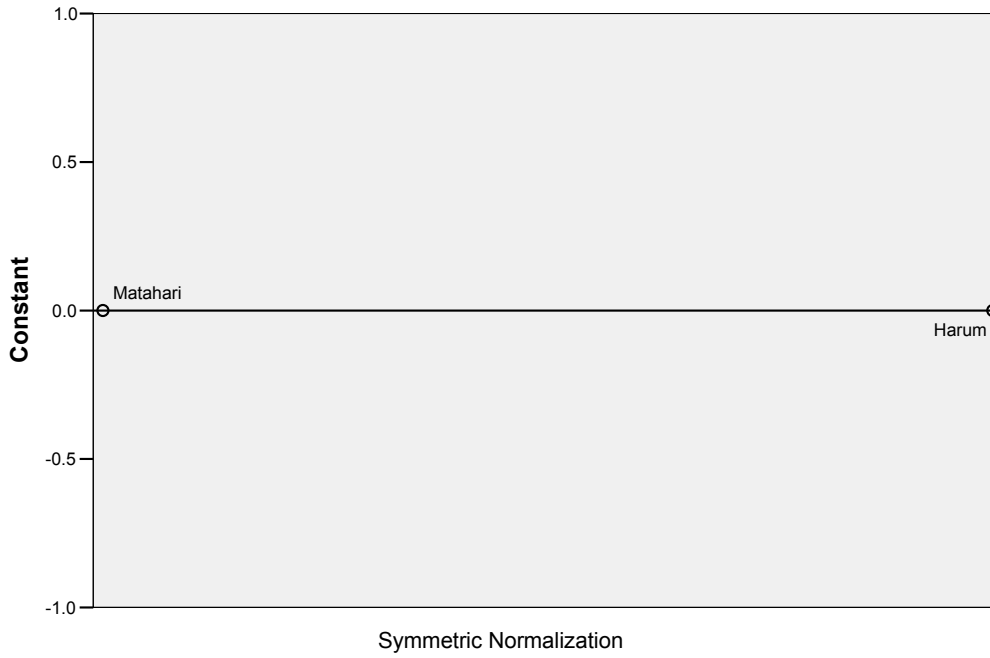
	2 Matahari	1 Harum	Margin
9	103	7	110
20	91	19	110
17	77	33	110
4	70	40	110
12	69	41	110
2	62	48	110
18	61	49	110
1	61	49	110
19	60	50	110
6	54	56	110

15	53	57	110
16	49	61	110
10	44	66	110
13	42	68	110
14	41	69	110
7	39	71	110
3	37	73	110
8	33	77	110
5	33	77	110
11	29	81	110
-----	-----	-----	-----
Margin	1108	1092	2200

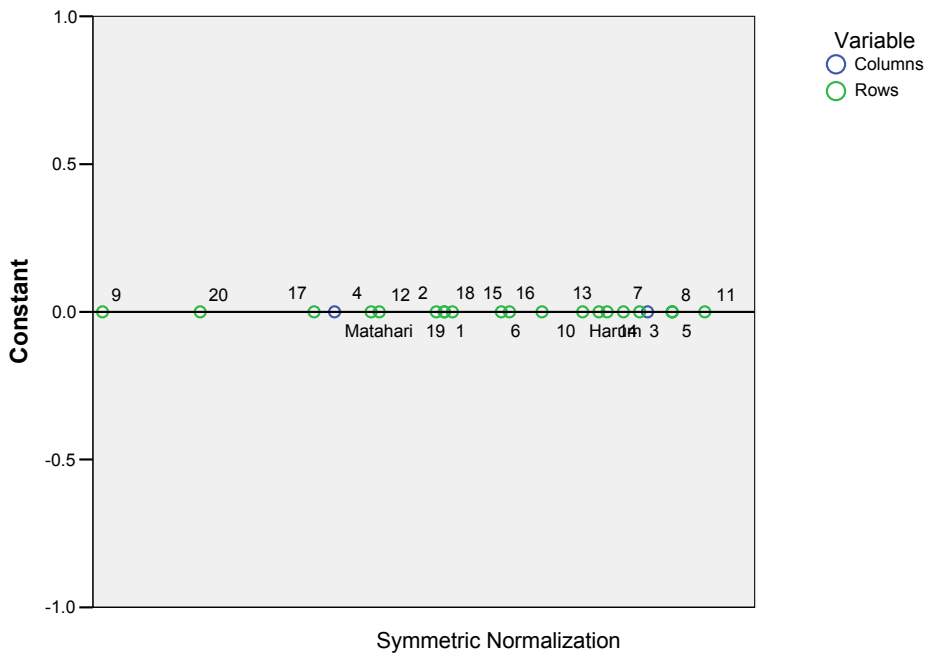
### Row Scores



### Column Scores



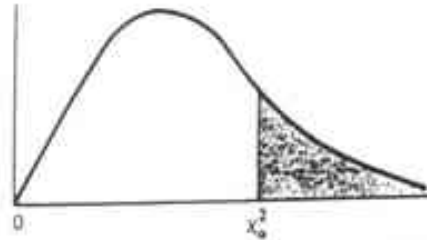
### Row and Column Scores



## **LAMPIRAN 6**

## Tabel Chi Square

TABEL A.6\*  
Nilai Kritis Sebaran Khi-Kuadrat



v	*							
	0.995	0.99	0.975	0.95	0.05	0.025	0.01	0.005
1	0.00393	0.0157	0.01982	0.02393	3.841	5.024	6.635	7.879
2	0.0100	0.0201	0.0506	0.103	5.991	7.378	9.210	10.597
3	0.0717	0.115	0.216	0.352	7.815	9.348	11.345	12.838
4	0.207	0.297	0.484	0.711	9.488	11.143	13.277	14.860
5	0.412	0.554	0.831	1.145	11.070	12.832	15.086	16.750
6	0.676	0.872	1.237	1.635	12.592	14.449	16.812	18.548
7	0.989	1.239	1.690	2.167	14.067	16.013	18.475	20.278
8	1.344	1.646	2.180	2.733	15.507	17.535	20.090	21.955
9	1.735	2.088	2.700	3.325	16.919	19.023	21.666	23.589
10	2.156	2.558	3.247	3.940	18.307	20.483	23.209	25.188
11	2.603	3.053	3.816	4.575	19.675	21.920	24.725	26.757
12	3.074	3.571	4.404	5.226	21.026	23.337	26.217	28.300
13	3.565	4.107	5.009	5.892	22.362	24.736	27.688	29.819
14	4.075	4.660	5.629	6.571	23.685	26.119	29.141	31.319
15	4.601	5.229	6.262	7.261	24.996	27.488	30.578	32.801
16	5.142	5.812	6.908	7.962	26.296	28.845	32.000	34.267
17	5.697	6.408	7.564	8.672	27.587	30.191	33.409	35.718
18	6.265	7.015	8.231	9.390	28.869	31.526	34.805	37.156
19	6.844	7.633	8.907	10.117	30.144	32.852	36.191	38.582
20	7.434	8.260	9.591	10.851	31.410	34.170	37.566	39.997
21	8.034	8.897	10.283	11.591	32.671	35.479	38.932	41.401
22	8.643	9.542	10.982	12.338	33.924	36.781	40.289	42.796
23	9.260	10.196	11.689	13.091	35.172	38.076	41.638	44.181
24	9.886	10.856	12.401	13.848	36.415	39.364	42.980	45.558
25	10.520	11.524	13.120	14.611	37.652	40.646	44.314	46.928
26	11.160	12.198	13.844	15.379	38.885	41.923	45.642	48.290
27	11.808	12.879	14.573	16.151	40.113	43.194	46.963	49.645
28	12.461	13.565	15.308	16.928	41.337	44.461	48.278	50.993
29	13.121	14.256	16.047	17.708	42.557	45.722	49.588	52.336
30	13.787	14.953	16.791	18.493	43.773	46.979	50.892	53.672

\*Diringkas dari Tabel 8 *Biometrika Tables for Statisticians*, Vol. I, dengan izin dari E. S. Pearson dan Biometrika Trustees.

## **LAMPIRAN 7**



**Tabel Normal (z)**

z	Tarf Signifikan	
	0.00	0.09
+ 0.0	0.5000	0.53
+ 0.1	0.5398	0.57
+ 0.2	0.5793	0.61
+ 0.3	0.6179	0.65
+ 0.4	0.6554	0.68
+ 0.5	0.6915	0.72
+ 0.6	0.7257	0.75
+ 0.7	0.7580	0.78
+ 0.8	0.7881	0.81
+ 0.9	0.8159	0.83
+ 1.0	0.8413	0.86
+ 1.1	0.8643	0.88
+ 1.2	0.8849	0.90
+ 1.3	0.9032	0.91
+ 1.4	0.9192	0.93
+ 1.5	0.9332	0.94
+ 1.6	0.9452	0.95
+ 1.7	0.9554	0.96
+ 1.8	0.9641	0.97
+ 1.9	0.9713	0.98
+ 2.0	0.9773	0.98

## **LAMPIRAN 8**

**Tabel Normal Taraf Signifikan**

N	Taraf Signifikan	
	5%	1%
3	0.997	0.999
4	0.950	0.990
5	0.878	0.959
6	0.811	0.917
7	0.754	0.874
8	0.707	0.834
9	0.666	0.798
10	0.632	0.765
11	0.602	0.735
12	0.576	0.708
13	0.553	0.684
14	0.532	0.661
15	0.514	0.641
16	0.497	0.623
17	0.482	0.606
18	0.486	0.590
19	0.456	0.575
20	0.444	0.561
21	0.433	0.549
22	0.423	0.537
23	0.413	0.526
24	0.404	0.515
25	0.396	0.505
26	0.388	0.496

N	Taraf Signifikan	
	5%	1%
27	0.381	0.487
28	0.374	0.478
29	0.367	0.470
30	0.361	0.463
31	0.355	0.456
32	0.349	0.449
33	0.344	0.442
34	0.339	0.436
35	0.334	0.430
36	0.329	0.424
37	0.325	0.418
38	0.32	0.413
39	0.316	0.408
40	0.312	0.403
41	0.308	0.398
42	0.304	0.393
43	0.301	0.389
44	0.297	0.384
45	0.294	0.380
46	0.291	0.376
47	0.288	0.372
48	0.284	0.368
49	0.281	0.364
50	0.279	0.361

N	Taraf Signifikan	
	5%	1%
55	0.266	0.345
60	0.254	0.330
65	0.244	0.317
70	0.235	0.306
75	0.227	0.296
80	0.220	0.286
85	0.213	0.278
90	0.207	0.270
95	0.202	0.263
100	0.195	0.256
125	0.176	0.230
150	0.159	0.210
175	0.148	0.194
200	0.138	0.181
300	0.113	0.148
400	0.098	0.128
500	0.088	0.115
600	0.080	0.105
700	0.074	0.097
800	0.070	0.091
900	0.065	0.086
1000	0.062	0.081

## **LAMPIRAN 9**

### Pengujian I :

a. Struktur Hipotesa.

Ho : Semua atribut yang diuji memiliki proporsi jawaban Penting yang sama.

H<sub>1</sub> : Semua atribut yang diuji memiliki proporsi jawaban Penting yang berbeda.

b. Taraf nyata :  $\alpha = 0.05$

c. Statistik Uji : Cochran Q Test.

$$R = 30 \quad C = 26$$

$$\sum_{i=1}^{30} R_i = 477 \quad \sum_{i=1}^{26} C_i = 477$$

$$\sum_{i=1}^{30} R_i^2 = 7727 \quad \sum_{i=1}^{26} C_i^2 = 10111$$

Dimana :

k : jumlah atribut pertanyaan

C<sub>j</sub> : kolom (atribut)

R<sub>j</sub> : baris (responden)

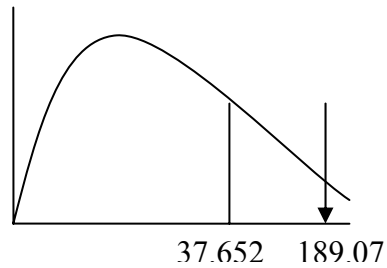
$$Q = \frac{\left[ k \left( k - 1 \sum_i C_j^2 \right) \right] - \left[ k - 1 \left( \sum_i C_j \right)^2 \right]}{k \sum_i R_i - \sum_i R_i^2}$$
$$Q = \frac{[26 \cdot (26 - 1) \cdot 10111] - [(26 - 1) \cdot (477)^2]}{(26 \cdot 477) - 7727} = 189.07$$

d. Wilayah Kritis :  $Q > Q_{(\alpha, v)}$

$$\alpha = 0.05$$

$$v = k - 1 = 26 - 1 = 25$$

$$Q_{(\alpha, v)} = 37.652$$



- e. Keputusan : Tolak  $H_0$ .
- f. Kesimpulan : Semua atribut yang diuji memiliki proporsi jawaban penting yang berbeda. Maka pertanyaan no. 13, 14, dan 26 dibuang karena memiliki nilai yang paling kecil dibandingkan atribut lainnya.

**Pengujian II:**

- a. Struktur Hipotesa.
  - $H_0$  : Semua atribut yang diuji memiliki proporsi jawaban Penting yang sama.
  - $H_1$  : Semua atribut yang diuji memiliki proporsi jawaban Penting yang berbeda.
- b. Taraf nyata :  $\alpha = 0.05$
- c. Statistik Uji : Cochran Q Test.

$$R = 30$$

$$C = 23$$

$$\sum_{i=1}^{30} R_i = 462$$

$$\sum_{i=1}^{26} C_i = 462$$

$$\sum_{i=1}^{30} R_i^2 = 7224$$

$$\sum_{i=1}^{26} C_i^2 = 10036$$

Dimana :

k : jumlah atribut pertanyaan

$C_j$  : kolom (atribut)

$R_j$  : baris (responden)

$$Q = \frac{\left[ k \left( k - 1 \sum_i C_j^2 \right) \right] - \left[ k - 1 \left( \sum_i C_j \right)^2 \right]}{k \sum_i R_i - \sum_i R_i^2}$$

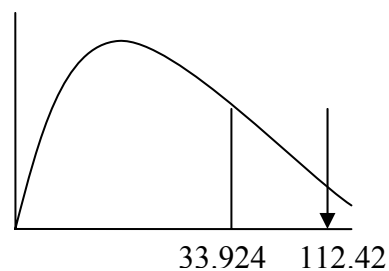
$$Q = \frac{[23 \cdot (23 - 1) \cdot 10036] - [(23 - 1) \cdot (462)^2]}{(23 \cdot 462) - 7224} = 112.42$$

d. Wilayah Kritis :  $Q > Q_{(\alpha, v)}$

$$\alpha = 0.05$$

$$v = k - 1 = 23 - 1 = 22$$

$$Q_{(\alpha, v)} = 33.924$$



e. Keputusan : Tolak  $H_0$ .

f. Kesimpulan : Semua atribut yang diuji memiliki proporsi jawaban penting yang berbeda. Maka pertanyaan no. 11 dan 21 dibuang karena memiliki nilai yang paling kecil dibandingkan atribut lainnya.

### Pengujian III:

a. Struktur Hipotesa.

$H_0$  : Semua atribut yang diuji memiliki proporsi jawaban Penting yang sama.

$H_1$  : Semua atribut yang diuji memiliki proporsi jawaban Penting yang berbeda.

b. Taraf nyata :  $\alpha = 0.05$

c. Statistik Uji : Cochran Q Test.

$$R = 30$$

$$C = 21$$

$$\sum_{i=1}^{30} R_i = 444 \quad \sum_{i=1}^{26} C_i = 444$$

$$\sum_{i=1}^{30} R_i^2 = 6656 \quad \sum_{i=1}^{26} C_i^2 = 9874$$

Dimana :

k : jumlah atribut pertanyaan

C<sub>j</sub> : kolom (atribut)

R<sub>j</sub> : baris (responden)

$$Q = \frac{\left[ k \left( k - 1 \sum_i C_j^2 \right) \right] - \left[ k - 1 \left( \sum_i C_j \right)^2 \right]}{k \sum_i R_i - \sum_i R_i^2}$$

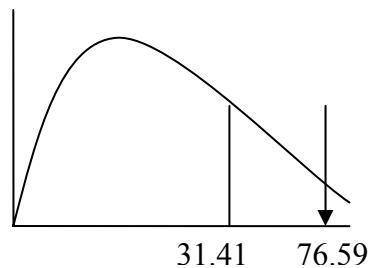
$$Q = \frac{[21 \cdot (21 - 1) \cdot 9874] - [(21 - 1) \cdot (444)^2]}{(21 \cdot 444) - 6656} = 76.59$$

d. Wilayah Kritis :  $Q > Q_{(\alpha, v)}$

$$\alpha = 0.05$$

$$v = k - 1 = 21 - 1 = 20$$

$$Q_{(\alpha, v)} = 31.41$$



e. Keputusan : Tolak  $H_0$ .

f. Kesimpulan : Semua atribut yang diuji memiliki proporsi jawaban penting yang berbeda. Maka pertanyaan no. 2 dan 18 dibuang karena memiliki nilai yang paling kecil dibandingkan atribut lainnya.



#### Pengujian IV:

a. Struktur Hipotesa.

$H_0$  : Semua atribut yang diuji memiliki proporsi jawaban Penting yang sama.

$H_1$  : Semua atribut yang diuji memiliki proporsi jawaban Penting yang berbeda.

b. Taraf nyata :  $\alpha = 0.05$

c. Statistik Uji : Cochran Q Test.

$$R = 30 \quad C = 19$$

$$\sum_{i=1}^{30} R_i = 424 \quad \sum_{i=1}^{26} C_i = 424$$

$$\sum_{i=1}^{30} R_i^2 = 6062 \quad \sum_{i=1}^{26} C_i^2 = 9674$$

Dimana :

k : jumlah atribut pertanyaan

$C_j$  : kolom (atribut)

$R_j$  : baris (responden)

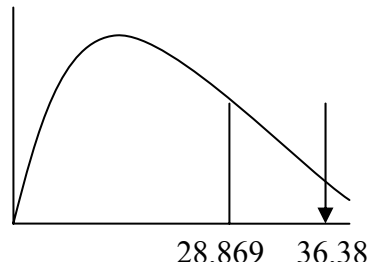
$$Q = \frac{\left[ k \left( k - 1 \sum_i C_j^2 \right) \right] - \left[ k - 1 \left( \sum_i C_j \right)^2 \right]}{k \sum_i R_i - \sum_i R_i^2}$$
$$Q = \frac{[19 \cdot (19 - 1) \cdot 9674] - [(19 - 1) \cdot (424)^2]}{(19 \cdot 424) - 6062} = 36.38$$

d. Wilayah Kritis :  $Q > Q_{(\alpha, v)}$

$$\alpha = 0.05$$

$$v = k - 1 = 19 - 1 = 18$$

$$Q_{(\alpha, v)} = 28.869$$



- e. Keputusan : Tolak  $H_0$ .
- f. Kesimpulan : Semua atribut yang diuji memiliki proporsi jawaban penting yang berbeda. Maka pertanyaan no. 9 dibuang karena memiliki nilai yang paling kecil dibandingkan atribut lainnya.

#### **Pengujian V:**

- a. Struktur Hipotesa.

$H_0$  : Semua atribut yang diuji memiliki proporsi jawaban Penting yang sama.

$H_1$  : Semua atribut yang diuji memiliki proporsi jawaban Penting yang berbeda.

- b. Taraf nyata :  $\alpha = 0.05$
- c. Statistik Uji : Cochran Q Test.

$$R = 30 \qquad C = 18$$

$$\sum_{i=1}^{30} R_i = 409 \qquad \sum_{i=1}^{26} C_i = 409$$

$$\sum_{i=1}^{30} R_i^2 = 5641 \qquad \sum_{i=1}^{26} C_i^2 = 9449$$

Dimana :

$k$  : jumlah atribut pertanyaan

$C_j$  : kolom (atribut)

$R_j$  : baris (responden)

$$Q = \frac{\left[ k \left( k - 1 \sum_i^k C_j^2 \right) \right] - \left[ k - 1 \left( \sum_i^k C_j \right)^2 \right]}{k \sum_i^n R_i - \sum_i^n R_i^2}$$

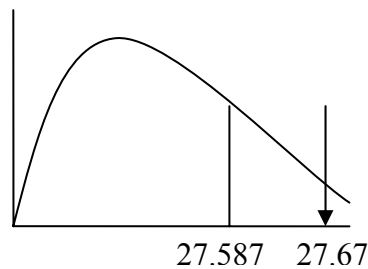
$$Q = \frac{[18 \cdot (18 - 1) \cdot 9449] - [(18 - 1) \cdot (409)^2]}{(18 \cdot 409) - 5641} = 27.67$$

d. Wilayah Kritis :  $Q > Q_{(\alpha, v)}$

$$\alpha = 0.05$$

$$v = k - 1 = 18 - 1 = 17$$

$$Q_{(\alpha, v)} = 27.587$$



e. Keputusan : Tolak  $H_0$ .

f. Kesimpulan : Semua atribut yang diuji memiliki proporsi jawaban penting yang berbeda. Maka pertanyaan no. 16 dibuang karena memiliki nilai yang paling kecil dibandingkan atribut lainnya.

#### **Pengujian VI:**

a. Struktur Hipotesa.

$H_0$  : Semua atribut yang diuji memiliki proporsi jawaban Penting yang sama.

$H_1$  : Semua atribut yang diuji memiliki proporsi jawaban Penting yang berbeda.

b. Taraf nyata :  $\alpha = 0.05$

c. Statistik Uji : Cochran Q Test.

$$R = 30$$

$$C = 17$$

$$\sum_{i=1}^{30} R_i = 391 \quad \sum_{i=1}^{26} C_i = 391$$

$$\sum_{i=1}^{30} R_i^2 = 5163 \quad \sum_{i=1}^{26} C_i^2 = 9125$$

Dimana :

k : jumlah atribut pertanyaan

C<sub>j</sub> : kolom (atribut)

R<sub>j</sub> : baris (responden)

$$Q = \frac{\left[ k \left( k - 1 \sum_i C_j^2 \right) \right] - \left[ k - 1 \left( \sum_i C_j \right)^2 \right]}{k \sum_i R_i - \sum_i R_i^2}$$

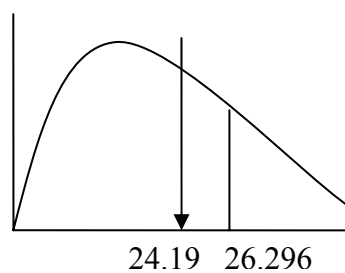
$$Q = \frac{[17 \cdot (17 - 1) \cdot 9125] - [(17 - 1) \cdot (391)^2]}{(17 \cdot 391) - 5163} = 24.19$$

d. Wilayah Kritis :  $Q > Q_{(\alpha, v)}$

$$\alpha = 0.05$$

$$v = k - 1 = 17 - 1 = 16$$

$$Q_{(\alpha, v)} = 26.296$$



e. Keputusan : Terima Ho.

f. Kesimpulan : Semua atribut yang diuji memiliki proporsi jawaban penting yang sama.