

KUESIONER PENDAHULUAN UNTUK KONSUMEN

Petunjuk pengisian:

Berikan tanda *checklist* (√) pada kolom jawaban “PENTING” atau “TIDAK PENTING” dari setiap atribut pernyataan yang Bapak/Ibu dan Saudara/I anggap penting dalam memilih produk saos untuk dikonsumsi.

| No | Atribut Pernyataan | Jawaban | |
|----|--|---------|---------------|
| | | PENTING | TIDAK PENTING |
| 1 | Keanekaragaman rasa saos | | |
| 2 | Variasi ukuran saos | | |
| 3 | Rasa dari produk saos | | |
| 4 | Kemenarikan kemasan saos | | |
| 5 | Warna dari produk saos | | |
| 6 | Komposisi bahan pembentuk saos | | |
| 7 | Harga yang terjangkau | | |
| 8 | Harga yang diberikan sesuai dengan kualitas produk yang ditawarkan | | |
| 9 | Tersedianya potongan harga (diskon khusus) | | |
| 10 | Konsistensi harga | | |
| 11 | Adanya potongan harga (diskon khusus) pada waktu-waktu tertentu | | |
| 12 | Kejelasan harga produk saos yang ditawarkan | | |
| 13 | Jumlah karyawan yang memadai | | |
| 14 | Kemasan produk yang baik sehingga tidak bocor | | |
| 15 | Proses <i>packing</i> dengan baik dan rapih | | |

Produk saos yang paling sering Anda jual selain saos “*SWAN Terbang*”, *checklist* (√) 2 merek saos di bawah ini yang menurut Anda menjadi pesaing utama saos “*SWAN Terbang*”.

1. () Sinta Baru
2. () Indosari
3. () Sinar Sari
4. () Bari Mulia
5. () Intan

KUESIONER PENELITIAN UNTUK KONSUMEN

Kepada Yth. Bapak/Ibu dan Saudara/I,

Dalam rangka penyusunan Tugas Akhir pada Fakultas Teknik, Jurusan Teknik Industri di Universitas Kristen Maranatha Bandung, dengan judul “ANALISIS DAN USULAN STRATEGI PEMASARAN (Studi Kasus : Produk Saos dengan Merek “SWAN Terbang” Produksi PT. Multi Berkat Pangan Jl. Garuda No. 41, Bandung)”, maka saya mengharapkan kesediaan Bapak/Ibu dan Saudara/I untuk meluangkan waktu dalam mengisi kuesioner penelitian ini tentang produk saos yang Anda konsumsi.

Akhir kata, saya ucapkan terimakasih atas kesediaan Bapak/Ibu dan Saudara/I yang telah meluangkan waktunya dalam pengisian kuesioner ini dengan baik.

Hormat Saya,
Diana Novita Silalahi

BAGIAN I (PROFIL RESPONDEN)

Petunjuk pengisian:

Berikan tanda *checklist* (✓) pada kolom jawaban “PENTING” atau “TIDAK PENTING” dari setiap atribut pernyataan yang Bapak/Ibu dan Saudara/I anggap penting dalam memilih produk saos untuk dikonsumsi.

- Jenis kelamin Anda:
 Pria Wanita
- Usia Anda saat ini:
 12 tahun - 17 tahun 18 tahun - 25 tahun 40 tahun - 50 tahun
 26 tahun - 32 tahun 33 tahun - 40 tahun ≥ 51 tahun
- Status Anda saat ini:
 Menikah Belum menikah Lainnya.....
- Pekerjaan Anda saat ini:
 Pelajar/Mahasiswa Pegawai swasta Pegawai negeri
 Ibu rumah tangga Wiraswasta Lainnya.....
- Jika Anda seorang Pelajar/Mahasiswa, uang saku Anda perbulan saat ini:
 ≤ Rp. 500.000 Rp. 500.001 - Rp. 1.000.000 Rp. 1.000.001 - Rp. 2.000.000
 Rp. 2.000.001 - Rp. 3.000.000 ≥ Rp. 3.000.001
- Jika Anda sudah bekerja, penghasilan Anda perbulan saat ini:
 ≤ Rp. 500.000 Rp. 500.001 - Rp. 1.000.000 Rp. 1.000.001 - Rp. 2.000.000
 Rp. 2.000.001 - Rp. 3.000.000 ≥ Rp. 3.000.001
- Seberapa sering Anda mengkonsumsi produk saos dalam sebulan:
 Tidak pernah 1-5 kali 6-10 kali
 10-15 kali 15-20 kali ≥ 20 kali
- Alasan utama Anda mengkonsumsi produk saos:
 Dikonsumsi sendiri Kebutuhan usaha Lainnya.....
- Untuk apa biasanya Anda mengkonsumsi produk saos:
 Makan bakso Makan Mie ayam Lainnya.....
- Produk saos yang paling sering Anda konsumsi:
 SWAN Terbang Indosari Sinta Baru
- Dari mana Anda mengetahui produk saos “SWAN Terbang”:
 Teman Keluarga Lainnya.....
- Lokasi tempat tinggal Anda saat ini:
 Bandung Utara Bandung Barat Bandung Timur
 Bandung Selatan Lainnya.....
- Tempat yang paling sering Anda kunjungi untuk membeli produk saos:
 Pasar Toko grosir
 Warung kecil Lainnya.....
- Jika Anda memilih pasar, lokasi pasar yang paling sering Anda kunjungi untuk membeli produk saos:
 Pasar Sederhana-Sukajadi Pasar Ciroyom
 Pasar Antri-Cimahi Pasar Baru
- Jika Anda memilih toko grosir, lokasi toko grosir yang paling sering Anda kunjungi untuk membeli produk saos:
 Sukajadi Cimahi
 Ciroyom Pasar Baru
- Jika Anda memilih warung kecil, lokasi warung kecil yang paling sering Anda kunjungi untuk membeli produk saos:
 Sukajadi Cimahi
 Ciroyom Pasar Baru Lainnya.....

17. Kapan biasanya waktu luang Anda untuk membeli produk saos:
 () Pukul 04.00 s/d pukul 08.00 () Pukul 12.01 s/d pukul 16.00
 () Pukul 08.01 s/d pukul 12.00 () Lainnya.....

BAGIAN II

Petunjuk pengisian:

Berikan tanda *checklist* (√) pada kolom jawaban “**Kolom Kepentingan**”, “**Kolom Kinerja**”, dan “**Kolom Ranking**” dari setiap atribut pernyataan yang sesuai dengan Bapak/Ibu dan Saudara/I.

1. **Kolom Kepentingan**, Bapak/Ibu dan Saudara/I diminta untuk menilai seberapa penting atribut pernyataan tersebut yang mempengaruhi Anda saat memilih produk saos “*SWAN Terbang*”.

Keterangan:

- a. Sangat Penting (SP) : *Checklist* angka 4
- b. Penting (P) : *Checklist* angka 3
- c. Tidak Penting (TP) : *Checklist* angka 2
- d. Sangat Tidak Penting (STP) : *Checklist* angka 1

2. **Kolom Kinerja**, Bapak/Ibu dan Saudara/I diminta untuk menilai seberapa baik kinerja dari produk saos “*SWAN Terbang*” dalam memenuhi setiap atribut pernyataan tersebut.

Keterangan:

- a. Sangat Puas (SP) : *Checklist* angka 4
- b. Puas (P) : *Checklist* angka 3
- c. Tidak Puas (TP) : *Checklist* angka 2
- d. Sangat Tidak Puas (STP) : *Checklist* angka 1

3. **Kolom Ranking**, Bapak/Ibu dan Saudara/I diminta untuk memberikan bobot nilai yang menunjukkan peringkat produk saos berdasarkan atribut-atribut pernyataan tersebut, dimana **angka 1 untuk produk saos terbaik, angka 2 untuk produk saos terbaik kedua, dan angka 3 untuk produk saos terburuk dari ketiga jenis produk saos.**

Keterangan:

- ♥ ST : *SWAN Terbang*
- ♥ SB : *Sinta Baru*
- ♥ I : *Indosari*

| Kepentingan | | | | No | Atribut Pernyataan | Kinerja | | | | Ranking | | |
|--------------------------|----|---|----|----|--|---------|----|---|----|---------|----|---|
| STP | TP | P | SP | | | STP | TP | P | SP | ST | SB | I |
| <i>Product</i> | | | | | | | | | | | | |
| | | | | 1 | Keanekaragaman rasa saos | | | | | | | |
| | | | | 2 | Variasi ukuran saos | | | | | | | |
| | | | | 3 | Rasa dari produk saos | | | | | | | |
| | | | | 4 | Kemenarikan kemasan saos | | | | | | | |
| | | | | 5 | Warna dari produk saos | | | | | | | |
| | | | | 6 | Komposisi bahan pembentuk saos | | | | | | | |
| <i>Price</i> | | | | | | | | | | | | |
| | | | | 7 | Harga yang terjangkau | | | | | | | |
| | | | | 8 | Harga yang diberikan sesuai dengan kualitas produk yang ditawarkan | | | | | | | |
| | | | | 9 | Tersedianya potongan harga (diskon khusus) | | | | | | | |
| | | | | 10 | Konsistensi harga | | | | | | | |
| <i>Promotion</i> | | | | | | | | | | | | |
| | | | | 11 | Adanya potongan harga (diskon khusus) pada waktu-waktu tertentu | | | | | | | |
| | | | | 12 | Kejelasan harga produk saos yang ditawarkan | | | | | | | |
| <i>People</i> | | | | | | | | | | | | |
| | | | | 13 | Jumlah karyawan yang memadai | | | | | | | |
| <i>Physical Evidence</i> | | | | | | | | | | | | |
| | | | | 14 | Kemasan produk yang baik sehingga tidak bocor | | | | | | | |
| <i>Process</i> | | | | | | | | | | | | |
| | | | | 15 | Proses <i>packing</i> dengan baik dan rapih | | | | | | | |

KUESIONER PENDAHULUAN UNTUK TOKO GROSIR

Petunjuk pengisian:

Berikan tanda *checklist* (√) pada kolom jawaban “PENTING” atau “TIDAK PENTING” dari setiap atribut pernyataan yang Bapak/Ibu dan Saudara/I anggap penting dalam memilih produk saos untuk dikonsumsi.

| No | Atribut Pernyataan | Jawaban | |
|----|--|---------|---------------|
| | | PENTING | TIDAK PENTING |
| 1 | Keanekaragaman rasa saos | | |
| 2 | Variasi ukuran saos | | |
| 3 | Rasa dari produk saos | | |
| 4 | Kemenarikan kemasan saos | | |
| 5 | Warna dari produk saos | | |
| 6 | Ketersediaan produk saos yang ditawarkan | | |
| 7 | Komposisi bahan pembentuk saos | | |
| 8 | Harga yang terjangkau | | |
| 9 | Harga yang diberikan sesuai dengan kualitas produk yang ditawarkan | | |
| 10 | Tersedianya potongan harga (diskon khusus) | | |
| 11 | Kejelasan nota pembelian | | |
| 12 | Konsistensi harga | | |
| 13 | Adanya potongan harga (diskon khusus) pada waktu-waktu tertentu | | |
| 14 | Kejelasan harga produk saos yang ditawarkan | | |
| 15 | Jumlah karyawan yang memadai | | |
| 16 | Kemasan produk yang baik sehingga tidak bocor | | |
| 17 | Jumlah angkutan yang disediakan | | |
| 18 | Kebersihan alat angkutan yang digunakan | | |
| 19 | Bangunan yang terawat | | |
| 20 | Adanya layanan pengiriman langsung ke konsumen | | |
| 21 | Proses <i>packing</i> dengan baik dan rapih | | |

Produk saos yang paling sering Anda jual selain saos “*SWAN Terbang*”, *checklist* (√) 2 merek saos di bawah ini yang menurut Anda menjadi pesaing utama saos “*SWAN Terbang*”.

1. () Sinta Baru
2. () Indosari
3. () Sinar Sari
4. () Bari Mulia
5. () Intan

KUESIONER PENELITIAN UNTUK TOKO GROSIR

Kepada Yth. Bapak/Ibu dan Saudara/I,

Dalam rangka penyusunan Tugas Akhir pada Fakultas Teknik, Jurusan Teknik Industri di Universitas Kristen Maranatha Bandung, dengan judul “ANALISIS DAN USULAN STRATEGI PEMASARAN (Studi Kasus : Produk Saos dengan Merek “SWAN Terbang” Produksi PT. Multi Berkat Pangan Jl. Garuda No. 41, Bandung)”, maka saya mengharapkan kesediaan Bapak/Ibu dan Saudara/I untuk meluangkan waktu dalam mengisi kuesioner penelitian ini tentang produk saos yang Anda jual.

Akhir kata, saya ucapkan terimakasih atas kesediaan Bapak/Ibu dan Saudara/I yang telah meluangkan waktunya dalam pengisian kuesioner ini dengan baik.

Hormat Saya,
Diana Novita Silalahi

BAGIAN I (DATA RESPONDEN)

Petunjuk pengisian:

Berikan tanda *checklist* (√) pada kolom jawaban “PENTING” atau “TIDAK PENTING” dari setiap atribut pernyataan yang Bapak/Ibu dan Saudara/I anggap penting dalam memilih produk saos untuk dikonsumsi.

- Jenis kelamin Anda:
 Pria Wanita
- Usia Anda saat ini:
 12 tahun - 17 tahun 18 tahun - 25 tahun 40 tahun - 50 tahun
 26 tahun - 32 tahun 33 tahun - 40 tahun Diatas 51 tahun
- Status Anda saat ini:
 Menikah Lainnya.....
 Belum menikah
- Pekerjaan Anda saat ini:
 Pelajar/Mahasiswa Pegawai swasta Pegawai negeri
 Ibu rumah tangga Wiraswasta Lainnya.....
- Jika Anda sudah bekerja, penghasilan Anda perbulan saat ini:
 ≤ Rp. 500.000 Rp. 500.001 - Rp. 1.000.000 Rp. 1.000.001 - Rp. 2.000.000
 Rp. 2.000.001 - Rp. 3.000.000 ≥ Rp. 3.000.001
- Seberapa sering Anda menjual produk saos dalam sebulan:
 Tidak pernah 1-5 kali 6-10 kali
 10-15 kali 15-20 kali ≥ 20 kali
- Alasan utama Anda membeli produk saos:
 Dikonsumsi sendiri Kebutuhan usaha
 Dijual kembali Lainnya.....
- Produk saos yang paling sering Anda jual:
 SWAN Terbang Indosari Sinta Baru
- Dari mana Anda mengetahui produk saos “SWAN Terbang”:
 Teman Lainnya.....
 Keluarga
- Lokasi tempat tinggal Anda saat ini:
 Bandung Utara Bandung Barat Bandung Timur
 Bandung Selatan Lainnya.....
- Tempat yang paling sering Anda kunjungi untuk membeli produk saos:
 Distributor Pasar
 Lainnya.....
- Jika Anda memilih pasar, lokasi pasar yang paling sering Anda kunjungi untuk membeli produk saos:
 Pasar Sederhana-Sukajadi
 Pasar Antri-Cimahi
 Pasar Ciroyom
 Pasar Baru
 Lainnya.....
- Kapan biasanya waktu luang Anda untuk membeli produk saos:
 Pukul 00.00 s/d pukul 07.00 Pukul 13.01 s/d pukul 19.00
 Pukul 07.01 s/d pukul 13.00 Lainnya.....

BAGIAN II

Petunjuk pengisian:

Berikan tanda *checklist* (√) pada kolom jawaban “**Kolom Kepentingan**”, “**Kolom Kinerja**”, dan “**Kolom Ranking**” dari setiap atribut pernyataan yang sesuai dengan Bapak/Ibu dan Saudara/I.

1. **Kolom Kepentingan**, Bapak/Ibu dan Saudara/I diminta untuk menilai seberapa penting atribut pernyataan tersebut yang mempengaruhi Anda saat memilih produk saos “*SWAN Terbang*”.

Keterangan:

e. Sangat Penting (SP) : *Checklist* angka 4

f. Penting (P) : *Checklist* angka 3

g. Tidak Penting (TP) : *Checklist* angka 2

h. Sangat Tidak Penting (STP) : *Checklist* angka 1

2. **Kolom Kinerja**, Bapak/Ibu dan Saudara/I diminta untuk menilai seberapa baik kinerja dari produk saos “*SWAN Terbang*” dalam memenuhi setiap atribut pernyataan tersebut.

Keterangan:

e. Sangat Puas (SP) : *Checklist* angka 4

f. Puas (P) : *Checklist* angka 3

g. Tidak Puas (TP) : *Checklist* angka 2

h. Sangat Tidak Puas (STP) : *Checklist* angka 1

3. **Kolom Ranking**, Bapak/Ibu dan Saudara/I diminta untuk memberikan bobot nilai yang menunjukkan peringkat produk saos berdasarkan atribut-atribut pernyataan tersebut, dimana **angka 1 untuk produk saos terbaik, angka 2 untuk produk saos terbaik kedua, dan angka 3 untuk produk saos terburuk dari ketiga jenis produk saos.**

Keterangan:

♥ ST : *SWAN Terbang*

♥ SB : *Sinta Baru*

♥ I : *Indosari*

| Kepentingan | | | | No | Atribut Pernyataan | Kinerja | | | | Ranking | | |
|-------------|----|---|----|----|--|---------|----|---|----|---------|----|---|
| STP | TP | P | SP | | | STP | TP | P | SP | ST | SB | I |
| | | | | | <i>Product</i> | | | | | | | |
| | | | | 1 | Rasa dari produk saos | | | | | | | |
| | | | | 2 | Warna dari produk saos | | | | | | | |
| | | | | 3 | Ketersediaan produk saos yang ditawarkan | | | | | | | |
| | | | | | <i>Price</i> | | | | | | | |
| | | | | 4 | Harga yang terjangkau | | | | | | | |
| | | | | 5 | Harga yang diberikan sesuai dengan kualitas produk yang ditawarkan | | | | | | | |
| | | | | 6 | Tersedianya potongan harga (diskon khusus) | | | | | | | |
| | | | | 7 | Kejelasan nota pembelian | | | | | | | |
| | | | | 8 | Konsistensi harga | | | | | | | |
| | | | | | <i>Promotion</i> | | | | | | | |
| | | | | 9 | Adanya potongan harga (diskon khusus) pada waktu-waktu tertentu | | | | | | | |
| | | | | 10 | Kejelasan harga produk saos yang ditawarkan | | | | | | | |
| | | | | | <i>People</i> | | | | | | | |
| | | | | 11 | Jumlah karyawan yang memadai | | | | | | | |
| | | | | | <i>Physical Evidence</i> | | | | | | | |
| | | | | 12 | Kemasan produk yang baik sehingga tidak bocor | | | | | | | |
| | | | | 13 | Jumlah angkutan yang disediakan | | | | | | | |
| | | | | 14 | Kebersihan alat angkutan yang digunakan | | | | | | | |
| | | | | | <i>Process</i> | | | | | | | |
| | | | | 15 | Adanya layanan pengiriman langsung ke konsumen | | | | | | | |
| | | | | 16 | Proses <i>packing</i> dengan baik dan rapih | | | | | | | |

Data Mentah Kuesioner Pendahuluan Untuk Konsumen

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

Data Mentah Kuesioner Pendahuluan Untuk Toko Grosir

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

Data Mentah Kuesioner Penelitian Bagian 2 Untuk Konsumen

| Responden | Atribut Pernyataan | | | | | | | | | | | | | | |
|-----------|--------------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
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| 22 | 3 | 2 | 1 | 1 | 2 | 2 | 2 | 4 | 2 | 3 | 1 | 2 | 2 | 3 | 3 |
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| 24 | 2 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 |
| 25 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 4 | 3 |
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| 57 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 |
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| 60 | 2 | 2 | 3 | 1 | 1 | 2 | 2 | 1 | 2 | 3 | 2 | 2 | 3 | 3 | 3 |
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| Responden | Atribut Pernyataan | | | | | | | | | | | | | | |
|-----------|--------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
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| 120 | 3 | 3 | 3 | 4 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 |
| Rata2 | 2.8417 | 2.8583 | 2.8750 | 2.9167 | 2.5333 | 2.6917 | 2.6333 | 2.6583 | 2.8000 | 2.8750 | 2.8333 | 2.8833 | 2.7917 | 2.9167 | 2.8167 |
| StDev | 0.6859 | 0.6896 | 0.8941 | 0.8460 | 0.8294 | 0.7424 | 0.8495 | 0.8648 | 0.9038 | 0.9309 | 0.8632 | 0.8218 | 0.7436 | 0.9624 | 0.7990 |

| Responden | Atribut Pernyataan | | | | | | | | | | | | | | |
|-----------|--------------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
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| 16 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
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| 25 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 3 |
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| Responden | Atribut Pernyataan | | | | | | | | | | | | | | |
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| 120 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 4 | 4 | 3 | 3 | 3 |
| Rata2 | 3.1667 | 3.1667 | 3.1917 | 3.1167 | 3.1833 | 3.1583 | 3.2000 | 3.1750 | 3.3250 | 3.2333 | 3.3250 | 3.3333 | 3.2167 | 3.2250 | 3.2000 |
| StDev | 0.7140 | 0.5470 | 0.7252 | 0.7239 | 0.7099 | 0.6610 | 0.6686 | 0.5749 | 0.6503 | 0.6827 | 0.6103 | 0.6901 | 0.6375 | 0.5920 | 0.5739 |

Data Mentah Kuesioner Penelitian Bagian 2 Untuk Toko Grosir

| Responden | Atribut Pernyataan | | | | | | | | | | | | | | | |
|-----------|--------------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
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| 43 | 1 | 4 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 3 |
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| 60 | 1 | 2 | 3 | 2 | 2 | 3 | 1 | 1 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 |
| 61 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |

| Responden | Atribut Pernyataan | | | | | | | | | | | | | | | |
|-----------|--------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
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| 98 | 1 | 1 | 1 | 3 | 3 | 1 | 4 | 2 | 1 | 1 | 1 | 2 | 2 | 3 | 1 | 2 |
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| 119 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 |
| 120 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 2 | 4 | 3 | 3 | 2 |
| Rata2 | 2.6167 | 2.8083 | 2.9000 | 2.8417 | 2.8583 | 2.8750 | 2.9167 | 2.5333 | 2.8750 | 2.7833 | 2.6417 | 2.7667 | 2.7583 | 2.7583 | 2.6667 | 2.7833 |
| StDev | 0.8810 | 0.9464 | 0.9112 | 0.6859 | 0.6896 | 0.8941 | 0.8460 | 0.8294 | 0.9309 | 0.8617 | 0.7424 | 0.7750 | 0.7669 | 0.7447 | 0.7372 | 0.7580 |

| Responden | Atribut Pernyataan | | | | | | | | | | | | | | | |
|-----------|--------------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|
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| Responden | Atribut Pernyataan | | | | | | | | | | | | | | | |
|-----------|--------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 62 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 |
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| 70 | 2 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 4 | 3 | 2 | 4 | 3 |
| 71 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 4 | 3 | 2 | 3 |
| 72 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 4 | 3 | 3 | 2 |
| 73 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 2 | 4 | 4 | 4 | 2 | 3 | 4 | 4 |
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| 75 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| 76 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 2 | 4 | 3 |
| 77 | 4 | 4 | 4 | 3 | 2 | 2 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 2 | 4 | 3 |
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| 80 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 3 |
| 81 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 |
| 82 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 2 | 2 | 2 |
| 83 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 |
| 84 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 |
| 85 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 |
| 86 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 |
| 87 | 4 | 3 | 4 | 4 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 |
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| 93 | 2 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 94 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 |
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| 96 | 3 | 2 | 3 | 3 | 4 | 2 | 3 | 4 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 3 |
| 97 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 |
| 98 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 99 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 |
| 100 | 3 | 2 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 2 | 4 | 4 | 3 | 4 | 4 |
| 101 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 |
| 102 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 |
| 103 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 2 | 4 | 4 | 4 | 2 | 3 | 4 | 4 |
| 104 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 |
| 105 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 |
| 106 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 |
| 107 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 |
| 108 | 2 | 3 | 3 | 4 | 3 | 3 | 1 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 4 |
| 109 | 4 | 4 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 4 | 3 | 4 | 2 | 3 | 3 |
| 110 | 3 | 3 | 4 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 4 | 2 | 2 | 4 | 3 |
| 111 | 2 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 4 | 3 | 2 | 4 | 3 |
| 112 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 4 | 3 | 2 | 3 |
| 113 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 3 | 3 | 4 | 3 | 3 | 4 |
| 114 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 2 | 4 | 4 | 4 | 2 | 3 | 4 | 4 |
| 115 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 |
| 116 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 |
| 117 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 2 | 4 | 3 |
| 118 | 4 | 4 | 4 | 3 | 2 | 2 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 2 | 4 | 3 |
| 119 | 3 | 3 | 4 | 4 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 4 | 3 | 3 | 4 | 4 |
| 120 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 4 | 3 | 3 | 4 | 4 |
| Rata2 | 3.3833 | 3.3083 | 3.3917 | 3.3333 | 3.2500 | 3.4920 | 3.1417 | 3.1250 | 3.1250 | 3.3917 | 3.2917 | 3.4417 | 3.3083 | 3.0250 | 3.3750 | 3.3500 |
| StDev | 0.6506 | 0.6324 | 0.6648 | 0.5700 | 0.7362 | 0.5010 | 0.7017 | 0.6806 | 0.7049 | 0.6520 | 0.6271 | 0.6711 | 0.6456 | 0.6669 | 0.6490 | 0.5599 |

SWAN TERBANG (ST)

| Respdn | V1 | V2 | V3 | V4 | V5 | V6 | V7 | V8 | V9 | V10 | V11 | V12 | V13 | V14 | V15 | V16 | Respdn | V1 | V2 | V3 | V4 | V5 | V6 | V7 | V8 | V9 | V10 | V11 | V12 | V13 | V14 | V15 | V16 | |
|--------|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|-----|--------|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|-----|---|
| 1 | 1 | 1 | 3 | 3 | 1 | 1 | 1 | 3 | 1 | 3 | 1 | 1 | 1 | 2 | 1 | 3 | 61 | 2 | 2 | 2 | 3 | 1 | 2 | 3 | 2 | 1 | 2 | 3 | 2 | 3 | 3 | 3 | | |
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| 3 | 1 | 1 | 3 | 3 | 1 | 3 | 1 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 1 | 2 | 63 | 1 | 1 | 3 | 3 | 1 | 1 | 3 | 2 | 1 | 2 | 3 | 1 | 1 | 1 | 3 | 2 | |
| 4 | 1 | 2 | 3 | 3 | 1 | 3 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 3 | 64 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 1 | 3 | 3 | 1 | 2 | 1 | 3 | 3 | |
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| 6 | 2 | 1 | 3 | 3 | 1 | 3 | 2 | 3 | 3 | 3 | 1 | 1 | 3 | 3 | 1 | 3 | 66 | 1 | 1 | 3 | 3 | 2 | 2 | 3 | 3 | 1 | 1 | 3 | 1 | 1 | 2 | 1 | 1 | |
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| 8 | 1 | 1 | 3 | 3 | 1 | 3 | 3 | 2 | 1 | 1 | 1 | 1 | 3 | 3 | 1 | 2 | 68 | 2 | 2 | 3 | 3 | 1 | 1 | 2 | 3 | 1 | 2 | 1 | 3 | 2 | 3 | 3 | 2 | |
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| 24 | 1 | 2 | 1 | 3 | 1 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 1 | 1 | 84 | 1 | 2 | 3 | 3 | 1 | 3 | 2 | 3 | 1 | 2 | 2 | 1 | 2 | 2 | 3 | 3 | |
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| 37 | 1 | 2 | 2 | 3 | 2 | 1 | 3 | 1 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 97 | 1 | 1 | 3 | 3 | 3 | 2 | 1 | 2 | 1 | 2 | 2 | 1 | 2 | 1 | 2 | 1 | |
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| 56 | 1 | 1 | 2 | 3 | 1 | 2 | 1 | 3 | 1 | 3 | 3 | 1 | 2 | 1 | 1 | 3 | 116 | 2 | 3 | 3 | 3 | 1 | 2 | 2 | 3 | 3 | 1 | 2 | 3 | 2 | 1 | 1 | 1 | |
| 57 | 2 | 2 | 2 | 3 | 2 | 1 | 3 | 3 | 1 | 3 | 1 | 2 | 1 | 1 | 3 | 2 | 117 | 1 | 1 | 2 | 3 | 3 | 1 | 3 | 2 | 2 | 1 | 1 | 3 | 1 | 1 | 2 | 2 | |
| 58 | 3 | 2 | 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

SINAR BARU (SB)

| Respdn | V1 | V2 | V3 | V4 | V5 | V6 | V7 | V8 | V9 | V10 | V11 | V12 | V13 | V14 | V15 | V16 | Respdn | V1 | V2 | V3 | V4 | V5 | V6 | V7 | V8 | V9 | V10 | V11 | V12 | V13 | V14 | V15 | V16 |
|--------|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|-----|--------|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|-----|
| 1 | 3 | 2 | 2 | 1 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 61 | 1 | 3 | 1 | 1 | 3 | 1 | 1 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | |
| 2 | 3 | 3 | 1 | 1 | 3 | 3 | 3 | 1 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 1 | 62 | 2 | 3 | 2 | 1 | 3 | 1 | 2 | 1 | 3 | 1 | 3 | 3 | 1 | 1 | 2 | 3 |
| 3 | 2 | 3 | 1 | 1 | 3 | 2 | 3 | 1 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 1 | 63 | 2 | 2 | 2 | 1 | 3 | 2 | 2 | 1 | 3 | 1 | 2 | 3 | 2 | 2 | 2 | 3 |
| 4 | 3 | 3 | 1 | 1 | 3 | 2 | 3 | 1 | 2 | 2 | 2 | 3 | 3 | 1 | 3 | 1 | 64 | 1 | 3 | 2 | 1 | 3 | 3 | 2 | 1 | 3 | 1 | 2 | 3 | 1 | 3 | 2 | 2 |
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| 23 | 2 | 2 | 2 | 1 | 2 | 1 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 1 | 3 | 83 | 2 | 2 | 1 | 1 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 1 | 3 | 3 | 2 | 1 |
| 24 | 2 | 3 | 2 | 1 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 84 | 2 | 3 | 1 | 1 | 3 | 2 | 1 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 2 |
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| 32 | 3 | 2 | 3 | 1 | 3 | 3 | 2 | 2 | 2 | 2 | 1 | 2 | 3 | 3 | 1 | 1 | 92 | 3 | 1 | 3 | 1 | 3 | 2 | 2 | 1 | 1 | 1 | 3 | 2 | 2 | 2 | 2 | 1 |
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| 42 | 2 | 3 | 1 | 1 | 3 | 2 | 3 | 1 | 3 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 102 | 2 | 3 | 2 | 1 | 2 | 3 | 1 | 2 | 2 | 2 | 3 | 1 | 2 | 3 | 2 | 1 |
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| 47 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 1 | 2 | 3 | 1 | 2 | 3 | 3 | 2 | 1 | 107 | 3 | 2 | 1 | 1 | 3 | 2 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 3 | 2 | 3 |
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| 49 | 3 | 3 | 1 | 1 | 3 | 1 | 2 | 2 | 2 | 3 | 1 | 2 | 3 | 2 | 1 | 2 | 109 | 3 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 3 | 1 | 3 | 2 | 1 | 3 |
| 50 | 3 | 2 | 1 | 1 | 3 | 3 | 3 | 1 | 2 | 3 | 2 | 1 | 2 | 3 | 1 | 1 | 110 | 3 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 3 | 2 | 3 | 3 | 1 | 2 |
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| 52 | 2 | 2 | 1 | 1 | 3 | 2 | 3 | 1 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 1 | 112 | 3 | 3 | 1 | 1 | 3 | 2 | 2 | 1 | 2 | 3 | 2 | 1 | 2 | 3 | 2 | 3 |
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| 58 | 1 | 1 | 1 | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| INDOSARI (I) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--------------|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|-----|--------|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|-----|---|
| Respdn | V1 | V2 | V3 | V4 | V5 | V6 | V7 | V8 | V9 | V10 | V11 | V12 | V13 | V14 | V15 | V16 | Respdn | V1 | V2 | V3 | V4 | V5 | V6 | V7 | V8 | V9 | V10 | V11 | V12 | V13 | V14 | V15 | V16 | |
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| 50 | 1 | 1 | 3 | 2 | 2 | 2 | 1 | 3 | 3 | 2 | 3 | 3 | 1 | 1 | 3 | 3 | 110 | 1 | 3 | 3 | 2 | 3 | 1 | 3 | 3 | 1 | 3 | 2 | 3 | 1 | 1 | 2 | 3 | |
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| 56 | 3 | 3 | 1 | 2 | 2 | 1 | 3 | 2 | 2 | 1 | 2 | 3 | 3 | 3 | 2 | 1 | 116 | 1 | 2 | 1 | 2 | 3 | 1 | 1 | 2 | 2 | 3 | 1 | 1 | 3 | 2 | 3 | 3 | |
| 57 | 1 | 3 | 1 | 2 | 1 | 3 | 2 | 2 | 2 | 1 | 3 | 3 | 3 | 2 | 1 | 3 | 117 | 2 | 3 | 3 | 2 | 1 | 2 | 1 | 3 | 3 | 3 | 2 | 1 | 3 | 3 | 1 | 3 | |
| 58 | 2 | 3 | 2 | 2 | 3 | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Uji Validitas dan Reliabilitas Data Kinerja Untuk Konsumen

Reliability

***** Method 1 (space saver) will be used for this analysis *****

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R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Item-total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Alpha if Item Deleted |
|----------|-------------------------------------|---|--|-----------------------------|
| VAR00001 | 61.1583 | 126.2520 | .5615 | .9285 |
| VAR00002 | 61.1417 | 126.6940 | .5288 | .9290 |
| VAR00003 | 61.1250 | 122.2616 | .6230 | .9275 |
| VAR00004 | 61.0833 | 125.7577 | .4693 | .9301 |
| VAR00005 | 61.4667 | 122.9232 | .6398 | .9272 |
| VAR00006 | 61.3083 | 125.0722 | .5874 | .9281 |
| VAR00007 | 61.3667 | 122.4022 | .6520 | .9269 |
| VAR00008 | 61.3417 | 122.8487 | .6146 | .9276 |
| VAR00009 | 61.2000 | 122.4639 | .6048 | .9278 |
| VAR00010 | 61.1250 | 121.7237 | .6225 | .9275 |
| VAR00011 | 61.1667 | 124.2745 | .5382 | .9290 |
| VAR00012 | 61.1167 | 126.1039 | .4659 | .9301 |
| VAR00013 | 61.2083 | 126.5025 | .4976 | .9295 |
| VAR00014 | 61.0833 | 123.8417 | .6456 | .9272 |
| VAR00015 | 61.1833 | 124.2182 | .5908 | .9280 |

Reliability Coefficients

N of Cases = 120.0

N of Items = 15

Alpha = .9310

Uji Validitas dan Reliabilitas Data Kepentingan Untuk Konsumen

Reliability

***** Method 1 (space saver) will be used for this analysis *****

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R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Item-total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Alpha if Item Deleted |
|----------|-------------------------------------|---|--|-----------------------------|
| VAR00001 | 70.6167 | 73.2300 | .6157 | .9108 |
| VAR00002 | 70.8167 | 73.4787 | .6637 | .9099 |
| VAR00003 | 70.5917 | 72.2436 | .6890 | .9091 |
| VAR00004 | 70.6667 | 72.5098 | .6675 | .9096 |
| VAR00005 | 70.6000 | 73.3008 | .6136 | .9108 |
| VAR00006 | 70.6250 | 72.9926 | .6936 | .9093 |
| VAR00007 | 70.5833 | 74.5812 | .5399 | .9124 |
| VAR00008 | 70.6083 | 75.9546 | .4969 | .9132 |
| VAR00009 | 70.4583 | 76.4352 | .3874 | .9153 |
| VAR00010 | 70.5500 | 74.0311 | .5759 | .9116 |
| VAR00011 | 70.4583 | 75.7461 | .4843 | .9134 |
| VAR00012 | 70.4500 | 74.1992 | .5542 | .9121 |
| VAR00013 | 70.5667 | 75.3401 | .4985 | .9132 |
| VAR00014 | 70.7583 | 74.1344 | .5584 | .9120 |
| VAR00015 | 70.5833 | 75.7745 | .5164 | .9129 |

Reliability Coefficients

N of Cases = 120.0

N of Items = 15

Alpha = .9158

Uji Validitas dan Reliabilitas Data Kinerja Untuk Toko Grosir

Reliability

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***** Method 1 (space saver) will be used for this analysis *****

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R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Item-total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Alpha if Item Deleted |
|----------|-------------------------------------|---|--|-----------------------------|
| VAR00001 | 86.1250 | 254.0095 | .6827 | .9515 |
| VAR00002 | 85.9333 | 252.3821 | .6877 | .9515 |
| VAR00003 | 85.8417 | 254.0840 | .6556 | .9517 |
| VAR00004 | 85.9000 | 261.3849 | .5457 | .9526 |
| VAR00005 | 85.8833 | 262.0871 | .5103 | .9528 |
| VAR00006 | 85.8667 | 254.8560 | .6411 | .9519 |
| VAR00007 | 85.8250 | 261.3893 | .4333 | .9536 |
| VAR00008 | 86.2083 | 256.8890 | .6161 | .9521 |
| VAR00009 | 85.8667 | 253.7132 | .6534 | .9518 |
| VAR00010 | 85.9583 | 253.7714 | .7082 | .9513 |
| VAR00011 | 86.1000 | 257.0319 | .6879 | .9516 |
| VAR00012 | 85.9750 | 259.6044 | .5507 | .9526 |
| VAR00013 | 85.9833 | 256.8064 | .6739 | .9516 |
| VAR00014 | 85.9833 | 258.2518 | .6330 | .9520 |
| VAR00015 | 86.0750 | 257.0447 | .6925 | .9515 |
| VAR00016 | 85.9583 | 259.8218 | .5550 | .9525 |

Reliability Coefficients

N of Cases = 120.0

N of Items = 16

Alpha = .9535

Uji Validitas dan Reliabilitas Data Kepentingan Untuk Toko Grosir

Reliability

***** Method 1 (space saver) will be used for this analysis *****

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RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Alpha if Item Deleted |
|----------|-------------------------------------|---|--|-----------------------------|
| VAR00001 | 100.3500 | 132.3303 | .6163 | .9321 |
| VAR00002 | 100.4250 | 135.5405 | .4101 | .9343 |
| VAR00003 | 100.3417 | 133.6722 | .5116 | .9332 |
| VAR00004 | 100.4000 | 136.3765 | .3964 | .9343 |
| VAR00005 | 100.4833 | 130.2014 | .6687 | .9313 |
| VAR00006 | 100.7417 | 132.6974 | .6441 | .9319 |
| VAR00007 | 100.5917 | 131.0672 | .6485 | .9316 |
| VAR00008 | 100.6083 | 130.9125 | .6808 | .9313 |
| VAR00009 | 100.6083 | 130.9461 | .6531 | .9316 |
| VAR00010 | 100.3417 | 134.1932 | .4872 | .9335 |
| VAR00011 | 100.4417 | 135.6100 | .4092 | .9343 |
| VAR00012 | 100.2917 | 132.0403 | .6152 | .9320 |
| VAR00013 | 100.4250 | 135.7758 | .3846 | .9346 |
| VAR00014 | 100.7083 | 133.2840 | .5358 | .9329 |
| VAR00015 | 100.3583 | 134.0134 | .5021 | .9333 |
| VAR00016 | 100.3833 | 136.8098 | .3707 | .9345 |

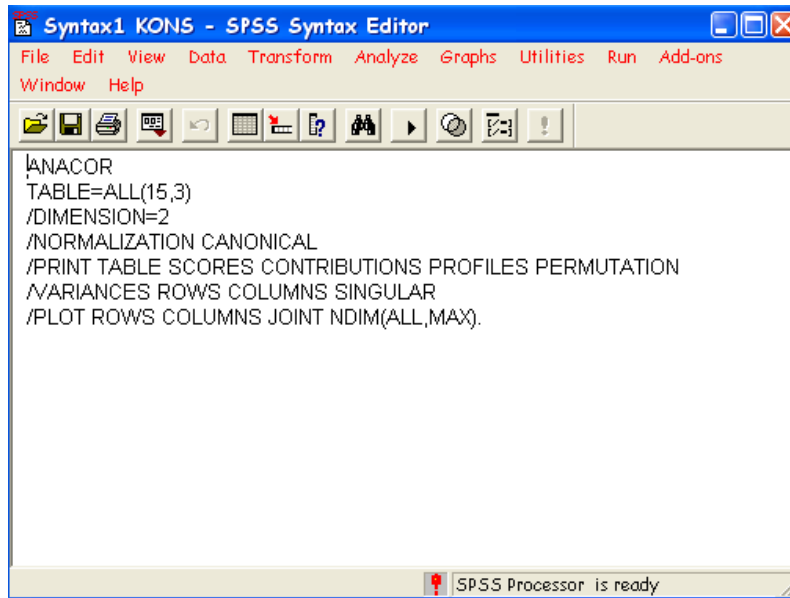
Reliability Coefficients

N of Cases = 120.0

N of Items = 16

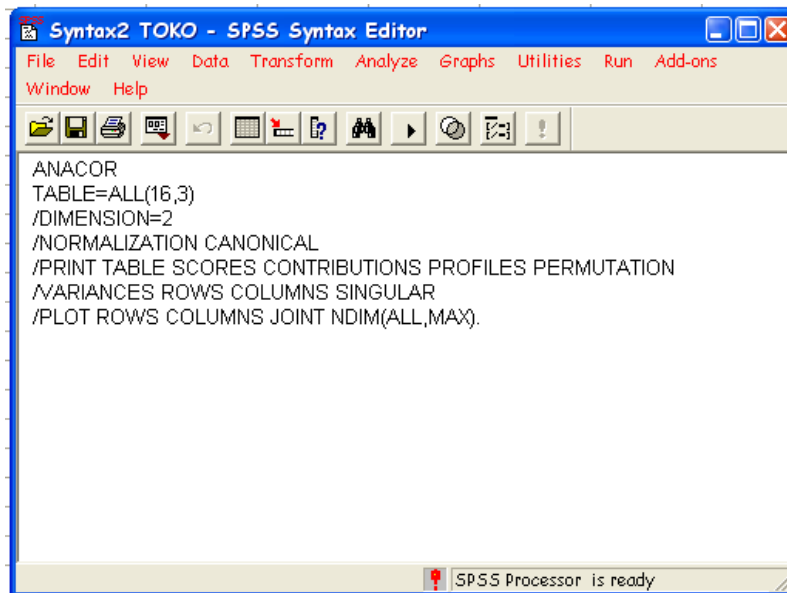
Alpha = .9349

SPSS CA Untuk Konsumen



```
Syntax1 KONS - SPSS Syntax Editor
File Edit View Data Transform Analyze Graphs Utilities Run Add-ons
Window Help
[Icons]
ANACOR
TABLE=ALL(15,3)
/DIMENSION=2
/NORMALIZATION CANONICAL
/PRINT TABLE SCORES CONTRIBUTIONS PROFILES PERMUTATION
/VARIANCES ROWS COLUMNS SINGULAR
/PLOT ROWS COLUMNS JOINT NDIM(ALL,MAX).
SPSS Processor is ready
```

SPSS CA Untuk Toko Grosir



```
Syntax2 TOKO - SPSS Syntax Editor
File Edit View Data Transform Analyze Graphs Utilities Run Add-ons
Window Help
[Icons]
ANACOR
TABLE=ALL(16,3)
/DIMENSION=2
/NORMALIZATION CANONICAL
/PRINT TABLE SCORES CONTRIBUTIONS PROFILES PERMUTATION
/VARIANCES ROWS COLUMNS SINGULAR
/PLOT ROWS COLUMNS JOINT NDIM(ALL,MAX).
SPSS Processor is ready
```