LAMPIRAN A
KUESIONER PENDAHULUAN

KUESIONER

Responden yang terhormat,

Saya, Sherlly mahasiswi jurusan Teknik Industri sedang menjalani Tugas Akhir. Dimana salah satu tugas mata kuliah tersebut adalah melaksanakan penelitian mengenai "USULAN STRATEGI BAURAN PEMASARAN PRODUK PERHIASAN EMAS TERHADAP PESAINGNYA (Studi Kasus di Toko Mas Jaya Abadi) Bandung". Kuesioner ini bertujuan untuk melakukan penelitian dalam upaya meningkatkan penjualan perhiasan di Toko Mas Jaya Abadi. Untuk itu, penulis mohon kesediaannya konsumen Toko Mas untuk mengisi kuesioner di bawah ini. Atas kesediaan anda, penulis mengucapkan terima kasih.

Petunjuk : Pilihlah jawaban yang sesuai dengan pendapat anda, dengan memberikan tanda silang (X) pada jawaban yang anda pilih.

1. Dimana Bapak/Ibu biasa membeli perhiasan Mas?
   a. Toko Mas Jaya Abadi
   b. Toko Mas Zaman
   c. Toko Mas Berkah
   d. Toko Mas Metro
   e. Lainnya _____

LAMPIRAN B
VALIDITAS KONSTRUK

LAMPIRAN C
KUESIONER PENELITIAN

KUESIONER

Responden yang terhormat,

Saya, Sherlly mahasiswi jurusan Teknik Industri sedang menjalani Tugas Akhir. Dimana salah satu tugas mata kuliah tersebut adalah melaksanakan penelitian mengenai "USULAN STRATEGI BAURAN PEMASARAN PRODUK PERHIASAN EMAS TERHADAP PESAINGNYA (Studi Kasus di Toko Mas Jaya Abadi) Bandung". Kuesioner ini bertujuan untuk melakukan penelitian dalam upaya meningkatkan penjualan perhiasan di Toko Mas Jaya Abadi. Untuk itu, penulis mohon kesediaannya konsumen Toko Mas untuk mengisi kuesioner di bawah ini. Atas kesediaan anda, penulis mengucapkan terima kasih.

Bagian I

Petunjuk : Pilihlah jawaban yang sesuai dengan pendapat anda, dengan memberikan tanda silang (X) pada jawaban yang anda pilih.

1. Anda tinggal di daerah :
   a. Bandung Utara
   b. Bandung Selatan
   c. Bandung Barat
   d. Bandung Timur
   e. Lainnya _____
2. Usia anda sekarang :
   a. ≤ 16 tahun
   b. 17 – 29 tahun
   c. 30 – 49 tahun
   d. ≥ 50 tahun
3. Jenis kelamin anda :
   a. Pria
   b. Wanita
4. Pendidikan terakhir anda :
   a. SD
   b. SMP
   c. SMA
   d. Perguruan tinggi
   e. Lainnya _____
5. Pekerjaan anda saat ini :
   a. Pegawai Negeri
   b. Pegawai Swasta
   c. Pengusaha / Wiraswasta
   d. Pelajar / Mahasiswa
   e. Ibu Rumah Tangga
   f. Lainnya _____

6. Apabila telah bekerja, penghasilan per bulan saat ini :
   a. Penghasilan ≤ Rp. 799.999,-
   b. Rp. 800.000,- ≤ Penghasilan ≤ Rp. 1.499.999,-
   c. Rp. 1.500.000,- ≤ Penghasilan ≤ Rp. 2.999.999,-
   d. Rp. 3.000.000,- ≤ Penghasilan ≤ Rp. 4.999.999,-
   e. Penghasilan ≥ Rp. 5.000.000,-
7. Apabila belum bekerja, jumlah uang saku per bulan saat ini (setelah dipotong uang kost, jika kost) :
   a. < Rp. 500.000,-
   b. Rp. 500.000,- hingga Rp. 1.000.000,-
   c. > Rp. 1.000.000,-
8. Frekuensi anda datang ke toko perhiasan emas dalam 1 bulan :
   a. ≤ 4x
   b. 5x - 8x
   c. 9x - 12x
   d. > 13x
9. Jenis perhiasan yang paling sering dibeli saat di toko perhiasan emas adalah :
   a. Gelang Kaki
   b. Gelang Tangan
   c. Kalung beserta liontin (*koye*)
   d. Kalung polos
   e. Cincin
   f. Cincin Pernikahan
   g. Cincin Batu permata (cirkon)
   h. Lainnya _____
10. Jika anda membeli perhiasan emas, kadar yang anda pilih (dalam %) adalah :
    a. 30% < Persen (%) ≤ 37,5% [MUDA]
    b. 37,5% < Persen (%) ≤ 42,00% [MUDA]
    c. 70% < Persen (%) ≤ 75% [TUA]
    d. Persen > 75% [TUA]
    e. Lainnya _____
11. Dimana anda biasa membeli perhiasan emas :
    a. Toko Mas Jaya Abadi
    b. Toko Mas Zaman
    c. Toko Mas Berkah
    d. Lainnya
12. Anda mengetahui Toko Mas Jaya Abadi Jl. A.H Nasution no. 213 dari :
    a. Teman
    b. Kebetulan lewat
    c. Saudara
    d. Orang Tua
    e. Lainnya

13. Alasan utama apakah yang menjadi tolak ukur anda dalam memilih perhiasan emas di sebuah toko perhiasan ?
    a. Kualitas produk yang baik
    b. Pelayanan karyawati toko yang memuaskan
    c. Banyaknya model terbaru (*Up To Date*)
    d. Harga yang sesuai dengan pasaran
    e. Potongan *discount* dari pemilik toko
    f. Banyak bonus yang diberikan pada *event* tertentu. Ex: lebaran, imlek
    g. Lainnya _____
14. Warna apakah yang paling anda sukai untuk produk perhiasan emas ?
    a. Kuning
    b. Kuning kemerahan
    c. Putih
15. Alasan anda membeli perhiasan emas adalah :
    a. *Fashion* / Hobi
    b. Investasi
    c. Untuk dicreditkan
    d. Lainnya _____

Bagian II & III
Petunjuk 1 :

Berilah tanda *checklist* (√) pada kolom kosong dibawah ini berdasarkan pendapat anda yang paling mewakili.

SP = Sangat Penting; P = Penting; TP = Tidak Penting; STP = Sangat Tidak Penting

SB = Sangat Baik; B = Baik; TB = Tidak Baik; STB = Sangat Tidak Baik

Petunjuk 2 :

Berilah urutan ranking dari toko yang menurut anda memberikan kepuasa tertinggi terhadap sejumlah pernyataan bawah ini.

Angka 1 untuk toko yang memberikan rasa **kepuasan tertinggi**

Angka 2 untuk toko dengan tingkat **kepuasan kedua**

Angka 3 untuk toko dengan tingkat **kepuasan terendah**

Tingkat Kepentingan				No	Variabel Penelitian	Tingkat Performansi Toko Mas Jaya Abadi				Ranking		
SP	P	TP	STP			SB	B	TB	STB	Toko Mas Jaya Abadi	Toko Mas Zaman	Toko Mas Berkah
1	2	3	4			1	2	3	4			
PRODUCT (PRODUK)												
				1	Model perhiasan yang *Up To Date*							
				2	Model perhiasan yang tidak banyak di pasaran (*limited edition*)							
				3	Model perhiasan yang unik							
				4	Kualitas warna kuning kemerahan							
				5	Kualitas warna perhiasan putih							
				6	Kualitas warna perhiasan kuning							
				7	Warna Batu permata (cirkon)							
				8	Design model perhiasan polos							
				9	Design model perhiasan banyak permata							
				10	Design model perhiasan dengan ukiran							
				11	Kesesuaian berat perhiasan dengan surat / sertifikat							
PRICE (HARGA)												
				12	Potongan harga saat membeli perhiasan							
				13	Harga penerimaan produk dari toko mas lain							
PROMOTION (PROMOSI)												
				14	Kualitas *service* cuci gratis perhiasan							
				15	*Free* untuk setiap pemasangan permata							
				16	Lamanya garansi yang diberikan							
				17	Nama & Logo yang mudah diingat							
				18	Banyaknya *cashback* dalam pembelian							
				19	Adanya fasilitas member dan *discount* untuk member							
PLACE (TEMPAT)												
				20	Ketersediaan *Website* untuk model perhiasan terbaru dan profil perusahaan							
PEOPLE (ORANG)												
				21	Kemurahan senyum dalam melayani pelanggan							
				22	Cepat tanggap akan kebutuhan pelanggan							
				23	Menanggapi keluhan pelanggan							
				24	Kecepatan dan ketepatan dalam melayani pelanggan							
				25	Pengetahuan karyawan / karyawati tentang produk perhiasan							
PROCESS (PROSES)												
				26	Karyawan / karyawati yang selalu siap melayani pelanggan							
				27	Karyawan / karyawati yang selalu mengingatkan kepada pelanggan terhadap model baru							
				28	Kemudahan & fleksibilitas pembayaran dengan adanya mesin EDC (tunai/credit)							
				29	Ketepatan perhitungan karyawan / karyawati							
PHYSICAL EVIDENCE (BENTUK FISIK)												
				30	Letak toko yang strategis							
				31	Kesejukan toko dalam memilih perhiasan							
				32	Tingkat kecahayaan toko yang mempengaruhi dalam memilih perhiasan							
				33	Kebersihan toko							
				34	Kebersihan Lingkungan sekitar toko							

LAMPIRAN D
HASIL PENGUMPULAN DATA

Data Mentah Tingkat Kepentingan

VARIABEL		PRODUK											PRICE		PROMOTION						PLACE	PEOPLE					PROCESS				PHYSICAL EVIDENCE				
		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	27	28	29	30	31	32	33	34
RESPONDEN	1	4	4	3	3	3	3	3	4	4	4	4	4	4	3	3	3	1	3	3	2	3	3	3	3	3	3	3	3	4	4	3	4	4	3
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Data Mentah Tingkat Kepentingan (*lanjutan)*

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AVERAGE		3.559	3.576	3.371	3.376	3.394	3.412	2.771	3.394	3.541	3.524	3.402	3.382	3.382	3.388	3.406	3.453	2.353	3.382	3.035	1.565	3.400	3.529	3.406	3.518	3.382	3.412	3.576	3.612	3.488	3.418	3.476	3.476	3.388	2.688
Standar Deviasi		0.595	0.583	0.660	0.595	0.682	0.550	0.949	0.618	0.500	0.557	0.666	0.555	0.545	0.608	0.493	0.626	0.683	0.606	0.643	0.497	0.491	0.501	0.701	0.578	0.606	0.582	0.496	0.567	0.547	0.583	0.755	0.513	0.588	0.465
Varians		0.355	0.340	0.436	0.354	0.465	0.303	0.900	0.382	0.250	0.310	0.444	0.309	0.297	0.369	0.243	0.391	0.466	0.368	0.413	0.247	0.241	0.251	0.491	0.334	0.368	0.338	0.246	0.322	0.299	0.339	0.570	0.263	0.345	0.216

Data Mentah Tingkat Performansi

VARIABEL		PRODUK											PRICE		PROMOTION					PEOPLE					PROCESS			PHYSICAL EVIDENCE					
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Data Mentah Tingkat Performansi (*lanjutan)*

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	118	4	3	2	3	2	3	3	3	3	3	3	2	4	2	2	3	2	3	3	3	3	2	2	3	4	3	3	3	3	3	3	4
	119	3	4	3	4	4	2	2	4	4	4	4	4	3	3	4	4	2	3	3	4	3	4	4	4	3	4	4	4	4	4	4	4
	120	4	4	3	4	4	4	2	4	4	4	4	4	3	4	3	4	2	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4
	121	4	3	3	3	4	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4
	122	4	4	4	4	4	4	3	3	4	3	4	3	3	3	3	3	2	4	4	4	3	4	3	4	4	4	4	4	4	3	4	3
	123	4	3	4	3	4	4	2	3	3	4	4	3	3	3	4	4	3	3	4	3	3	3	2	3	4	3	3	3	4	4	4	3
	124	4	3	3	3	3	3	2	4	3	4	4	4	4	3	3	3	3	3	3	3	3	3	3	4	3	4	4	4	4	3	3	3
	125	4	4	3	3	4	3	2	4	4	4	3	3	4	4	3	4	3	4	3	4	4	4	3	3	4	4	4	3	4	4	3	4
	126	4	3	3	3	3	3	2	3	3	4	3	3	3	3	3	3	2	3	3	3	3	4	3	4	3	4	4	3	4	4	3	3
	127	4	4	4	4	4	4	2	4	4	3	3	3	4	4	4	4	3	4	4	4	4	3	3	3	4	4	4	4	4	3	3	4
	128	4	4	4	4	4	4	3	3	4	4	4	3	3	4	3	3	3	4	3	4	4	2	2	3	3	3	3	4	3	4	4	4
	129	4	4	4	4	3	3	2	4	4	4	4	4	4	2	2	4	2	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4
	130	4	4	4	4	3	3	2	3	4	4	4	4	3	4	2	2	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3
	131	4	4	4	3	4	4	2	3	4	4	4	4	4	4	4	4	3	4	4	4	4	3	3	3	3	4	3	3	4	4	4	4
	132	4	4	4	3	3	3	2	4	4	4	4	4	4	4	4	4	3	3	4	4	4	4	3	4	4	4	4	4	4	4	4	4
	133	4	3	4	3	4	4	3	4	3	3	3	3	3	3	3	4	2	3	4	3	4	3	2	3	4	3	3	3	3	3	3	3
	134	4	4	3	3	3	4	2	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	3	3	4	3	3	4	3	4	4	3
	135	4	4	4	4	4	3	3	4	4	4	4	3	4	4	3	3	3	3	4	4	4	3	3	4	4	4	4	4	4	4	4	3
	136	4	4	3	4	3	4	2	3	4	3	3	3	3	4	3	3	2	4	3	4	3	4	3	3	3	4	4	4	4	3	3	3
	137	4	4	3	3	3	2	2	4	4	4	3	3	3	3	2	3	3	3	3	4	4	4	3	3	3	4	4	4	4	4	3	4
	138	4	3	4	3	3	3	2	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	4	4	3	4	4	3	4
	139	4	3	4	3	2	3	3	3	3	3	3	3	4	2	2	3	2	3	3	3	3	2	2	3	3	3	3	3	3	3	3	4
	140	4	4	3	4	4	2	3	3	4	4	4	4	3	3	4	4	2	3	3	4	3	4	4	4	4	4	4	4	4	4	4	4
	141	3	4	3	4	4	4	2	4	4	4	4	4	3	4	3	4	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4
	142	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4
	143	3	4	4	4	4	4	2	3	3	4	4	3	3	3	4	3	2	3	4	4	3	4	3	4	4	4	4	4	4	3	4	4
	144	3	3	4	3	4	4	3	3	4	4	3	3	3	3	4	4	3	4	4	3	3	3	2	3	3	3	3	3	4	4	4	4
	145	4	3	4	3	4	4	2	4	3	3	3	3	3	3	3	4	2	3	4	3	4	4	4	4	4	4	4	3	4	3	3	4
	146	4	4	3	3	3	4	3	4	4	4	4	4	4	4	4	4	2	4	4	3	4	4	4	4	3	4	4	4	3	4	4	4
	147	3	4	4	4	4	3	2	4	4	4	4	3	4	4	3	3	3	4	4	4	4	3	3	4	4	4	4	4	3	4	4	4
	148	3	4	3	4	3	4	2	3	4	3	3	3	3	4	3	3	3	3	3	4	3	4	3	3	4	4	4	4	3	3	3	4
	149	3	4	3	3	3	2	3	4	4	4	3	3	3	3	2	3	2	3	3	4	4	4	3	3	3	4	4	4	3	4	3	4
	150	3	3	4	3	3	3	2	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	4	4	4	3	4	3	3	4
	151	3	3	4	3	2	3	2	3	3	3	3	4	2	2	2	3	2	3	3	3	3	4	3	3	3	4	4	3	2	3	3	4
	152	4	4	3	4	4	2	2	3	4	4	4	4	3	3	4	4	2	3	3	4	3	4	4	4	3	3	4	4	2	4	4	4
	153	4	4	3	4	4	4	2	4	4	4	4	4	3	4	3	4	2	4	3	4	4	4	2	4	3	4	4	4	4	4	4	4
	154	3	3	3	3	4	3	2	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	4	3	4	4	3	3	3	3	3
	155	4	4	4	4	4	4	3	3	4	3	4	4	3	3	3	3	2	4	4	4	3	4	3	3	3	4	4	4	3	3	4	3
	156	3	3	4	3	4	4	2	3	3	4	4	4	3	3	4	4	3	3	4	3	3	4	3	3	3	4	4	3	3	4	4	3
	157	4	3	4	3	4	4	3	4	3	3	3	4	3	3	3	4	2	3	4	3	4	3	3	3	3	4	4	3	4	3	3	3
	158	3	4	3	3	4	3	2	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	3	3	3	4	4	4	3	4	4	3
	159	4	4	4	4	4	3	2	4	4	4	4	4	3	4	3	3	2	3	4	4	4	4	4	4	3	3	4	4	2	4	4	3
	160	3	4	3	4	3	4	2	3	4	3	3	3	3	4	3	3	3	3	3	4	3	4	2	4	3	4	4	4	3	4	3	3
	161	4	4	3	3	3	2	2	4	4	4	3	3	3	3	2	3	3	3	3	4	4	3	3	4	4	4	4	4	2	4	3	3
	162	4	3	4	3	3	3	2	3	3	3	3	4	3	3	3	4	2	3	3	3	3	4	3	3	3	4	4	3	2	4	3	3
	163	3	3	4	3	2	3	2	3	3	3	3	4	2	2	2	3	3	3	3	3	3	4	3	3	3	4	4	3	4	4	3	3
	164	3	4	3	4	4	2	2	3	4	4	4	4	3	3	4	4	3	3	3	4	3	4	4	4	3	4	4	4	4	3	3	3
	165	4	4	3	4	4	4	2	4	4	4	4	4	3	4	3	4	2	4	3	4	4	4	4	4	4	4	4	4	3	3	3	4
	166	3	3	3	3	4	3	2	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
	167	4	4	4	4	4	4	2	3	4	3	4	4	3	3	3	3	2	4	4	4	3	4	3	4	4	4	4	4	3	3	3	3
	168	4	3	4	3	4	4	3	3	3	4	4	4	3	3	4	4	2	3	4	3	3	3	2	3	4	4	3	3	3	2	3	3
	169	4	3	3	4	3	3	2	3	3	4	4	4	4	3	3	3	3	3	3	3	3	3	2	2	3	4	3	3	2	3	3	3
	170	4	4	3	4	4	3	2	4	4	4	3	3	4	4	3	4	2	4	3	4	4	4	4	4	4	4	4	4	3	2	3	4
AVERAGE		3.718	3.541	3.512	3.476	3.600	3.453	2.682	3.476	3.541	3.424	3.529	3.506	3.371	3.394	3.465	3.512	2.735	3.435	3.465	3.518	3.376	3.365	3.447	3.453	3.441	3.653	3.606	3.529	3.524	3.500	3.471	3.553
Standar Deviasi		0.451	0.500	0.547	0.501	0.548	0.606	0.749	0.567	0.500	0.641	0.524	0.598	0.623	0.628	0.645	0.536	0.726	0.497	0.500	0.501	0.575	0.650	0.625	0.499	0.510	0.490	0.490	0.501	0.588	0.513	0.501	0.555
Variansi		0.204	0.250	0.299	0.251	0.301	0.368	0.561	0.322	0.250	0.411	0.274	0.358	0.388	0.394	0.416	0.287	0.527	0.247	0.250	0.251	0.331	0.422	0.391	0.249	0.260	0.240	0.240	0.251	0.346	0.263	0.251	0.308

LAMPIRAN E
TABEL NORMAL

LAMPIRAN F
TABEL NILAI *PRODUCT MOMENT*

Tabel Nilai *Product Moment*

N	Taraf Signifikan		N	Taraf Signifikan		N	Taraf Signifikan	
	5%	1%		5%	1%		5%	1%
3	0.997	0.999	27	0.381	0.487	55	0.266	0.345
4	0.950	0.990	28	0.374	0.478	60	0.254	0.33
5	0.878	0.959	29	0.367	0.47	65	0.244	0.317
6	0.811	0.917	30	0.361	0.463	70	0.235	0.306
7	0.754	0.874	31	0.355	0.456	75	0.227	0.296
8	0.707	0.834	32	0.349	0.449	80	0.220	0.286
9	0.666	0.798	33	0.344	0.442	85	0.213	0.278
10	0.632	0.765	34	0.339	0.436	90	0.207	0.27
11	0.602	0.735	35	0.334	0.430	95	0.202	0.263
12	0.576	0.708	36	0.329	0.424	100	0.195	0.256
13	0.553	0.684	37	0.325	0.418	125	0.176	0.230
14	0.532	0.661	38	0.32	0.413	150	0.159	0.21
15	0.514	0.641	39	0.316	0.408	175	0.148	0.194
16	0.497	0.623	40	0.312	0.403	200	0.138	0.181
17	0.482	0.606	41	0.308	0.398	300	0.113	0.148
18	0.486	0.590	42	0.304	0.393	400	0.098	0.128
19	0.456	0.575	43	0.301	0.389	500	0.088	0.115
20	0.444	0.561	44	0.297	0.384	600	0.080	0.105
21	0.433	0.549	45	0.294	0.38	700	0.074	0.097
22	0.423	0.537	46	0.291	0.376	800	0.070	0.091
23	0.413	0.526	47	0.288	0.372	900	0.065	0.086
24	0.404	0.515	48	0.284	0.368	1000	0.062	0.081
25	0.396	0.505	49	0.281	0.364			
26	0.388	0.496	50	0.279	0.361			

LAMPIRAN G
OUTPUT VALIDITAS & RELIABILITAS

Output SPSS Tingkat Kepentingan

Case Processing Summary

		N	%
Cases	Valid	170	100.0
	Excluded[a]	0	.0
	Total	170	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.823	.829	34

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	113.6294	57.051	.304	.	.819
VAR00002	113.7353	56.066	.300	.	.820
VAR00003	113.9647	55.738	.399	.	.815
VAR00004	113.9176	56.774	.301	.	.819
VAR00005	113.8647	55.585	.386	.	.816
VAR00006	113.9176	57.271	.251	.	.821
VAR00007	113.6706	58.412	.188	.	.822
VAR00008	113.8235	58.016	.243	.	.821
VAR00009	113.5118	58.168	.281	.	.820
VAR00010	113.7235	56.379	.427	.	.815
VAR00011	113.6529	57.080	.394	.	.816
VAR00012	114.0118	55.846	.381	.	.816
VAR00013	113.9412	57.559	.248	.	.821
VAR00014	113.8588	56.110	.415	.	.815
VAR00015	114.1000	56.540	.343	.	.818
VAR00016	113.7765	57.997	.196	.	.823
VAR00017	113.6882	58.204	.183	.	.823
VAR00018	113.9765	57.905	.195	.	.823
VAR00019	114.2118	55.813	.420	.	.815
VAR00020	113.8471	59.858	.010	.	.828
VAR00021	113.8471	57.065	.398	.	.816
VAR00022	113.7176	55.671	.580	.	.811
VAR00023	113.8412	55.140	.445	.	.814
VAR00024	113.7176	57.245	.307	.	.819
VAR00025	113.9706	55.224	.467	.	.813
VAR00026	113.7412	56.311	.491	.	.814
VAR00027	113.6000	58.052	.271	.	.820
VAR00028	113.5000	58.109	.295	.	.819
VAR00029	113.4647	57.706	.379	.	.818
VAR00030	113.8294	58.308	.181	.	.823
VAR00031	113.7706	57.704	.173	.	.825
VAR00032	113.7706	58.178	.232	.	.821
VAR00033	113.8176	56.990	.325	.	.818
VAR00034	113.7412	56.311	.491	.	.814

Output SPSS Tingkat Performansi

Case Processing Summary

		N	%
Cases	Valid	170	100.0
	Excluded[a]	0	.0
	Total	170	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.828	.831	32

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	106.8882	46.550	.163	.	.828
VAR00002	107.0647	43.765	.566	.	.816
VAR00003	107.2412	44.184	.364	.	.822
VAR00004	107.2176	45.757	.266	.	.825
VAR00005	107.0059	45.177	.309	.	.824
VAR00006	107.0824	46.218	.167	.	.829
VAR00007	107.1294	45.273	.283	.	.825
VAR00008	107.1294	45.273	.283	.	.825
VAR00009	107.0647	43.765	.566	.	.816
VAR00010	107.0647	45.398	.288	.	.825
VAR00011	107.0765	45.385	.297	.	.824
VAR00012	107.3353	43.881	.393	.	.821
VAR00013	107.3529	45.555	.234	.	.827
VAR00014	107.2412	44.314	.418	.	.820
VAR00015	107.3647	45.192	.278	.	.825
VAR00016	107.0471	45.678	.256	.	.826
VAR00017	107.1412	45.305	.234	.	.827
VAR00018	107.2353	45.175	.256	.	.826
VAR00021	107.1412	45.684	.269	.	.825
VAR00022	107.0647	43.765	.566	.	.816
VAR00023	107.1941	45.175	.342	.	.823
VAR00024	107.1294	44.208	.437	.	.820
VAR00025	107.3882	44.274	.416	.	.820
VAR00026	107.1529	44.545	.444	.	.820
VAR00027	107.1647	46.186	.189	.	.828
VAR00028	106.9529	45.406	.320	.	.824
VAR00029	107.0000	46.095	.213	.	.827
VAR00030	107.0765	43.834	.554	.	.816
VAR00031	107.0824	44.940	.313	.	.824
VAR00032	107.1059	45.610	.271	.	.825
VAR00033	107.1353	44.757	.410	.	.821
VAR00034	107.5118	45.778	.247	.	.826

LAMPIRAN H
OUTPUT SPSS CA
(*Correspondence Analysis*)

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

The table to be analyzed:

	1 JA	2 ZA	3 BE	Margin
1	370	311	339	1020
2	379	339	302	1020
3	367	307	346	1020
4	364	332	324	1020
5	369	320	331	1020
6	349	314	357	1020
7	333	350	337	1020
8	368	345	307	1020
9	363	347	310	1020
10	342	318	360	1020
11	385	289	346	1020
12	365	351	304	1020
13	375	327	318	1020
14	328	369	323	1020
15	374	385	261	1020
16	353	335	332	1020
17	357	344	319	1020
18	356	350	314	1020
19	341	337	342	1020
20	339	343	338	1020
21	342	365	313	1020
22	347	373	300	1020
23	355	366	299	1020
24	339	372	309	1020
25	357	377	286	1020
26	379	369	272	1020
27	361	363	296	1020
28	352	337	331	1020
29	368	350	302	1020
30	381	372	267	1020
31	399	300	321	1020
32	342	325	353	1020
Margin	11499	10982	10159	32640

The Rowprofiles:

	1 JA	2 ZA	3 BE	Margin
1	.363	.305	.332	1.000
2	.372	.332	.296	1.000
3	.360	.301	.339	1.000
4	.357	.325	.318	1.000
5	.362	.314	.325	1.000
6	.342	.308	.350	1.000
7	.326	.343	.330	1.000
8	.361	.338	.301	1.000
9	.356	.340	.304	1.000
10	.335	.312	.353	1.000
11	.377	.283	.339	1.000

12	.358	.344	.298	1.000
13	.368	.321	.312	1.000
14	.322	.362	.317	1.000
15	.367	.377	.256	1.000
16	.346	.328	.325	1.000
17	.350	.337	.313	1.000
18	.349	.343	.308	1.000
19	.334	.330	.335	1.000
20	.332	.336	.331	1.000
21	.335	.358	.307	1.000
22	.340	.366	.294	1.000
23	.348	.359	.293	1.000
24	.332	.365	.303	1.000
25	.350	.370	.280	1.000
26	.372	.362	.267	1.000
27	.354	.356	.290	1.000
28	.345	.330	.325	1.000
29	.361	.343	.296	1.000
30	.374	.365	.262	1.000
31	.391	.294	.315	1.000
32	.335	.319	.346	1.000
Margin	.352	.336	.311	

The Columnprofiles:

	1 JA	2 ZA	3 BE	Margin
1	.032	.028	.033	.031
2	.033	.031	.030	.031
3	.032	.028	.034	.031
4	.032	.030	.032	.031
5	.032	.029	.033	.031
6	.030	.029	.035	.031
7	.029	.032	.033	.031
8	.032	.031	.030	.031
9	.032	.032	.031	.031
10	.030	.029	.035	.031
11	.033	.026	.034	.031
12	.032	.032	.030	.031
13	.033	.030	.031	.031
14	.029	.034	.032	.031
15	.033	.035	.026	.031
16	.031	.031	.033	.031
17	.031	.031	.031	.031
18	.031	.032	.031	.031
19	.030	.031	.034	.031
20	.029	.031	.033	.031
21	.030	.033	.031	.031
22	.030	.034	.030	.031
23	.031	.033	.029	.031
24	.029	.034	.030	.031
25	.031	.034	.028	.031
26	.033	.034	.027	.031
27	.031	.033	.029	.031
28	.031	.031	.033	.031
29	.032	.032	.030	.031
30	.033	.034	.026	.031
31	.035	.027	.032	.031
32	.030	.030	.035	.031

Margin	1.000	1.000	1.000

Dimension	Singular Value	Inertia	Proportion Explained	Cumulative Proportion
1	.05612	.00315	.738	.738
2	.03345	.00112	.262	1.000
Total		.00427	1.000	1.000

Row Scores:

Row	Marginal Profile	Dim 1	2
1	.031	-.268	-.140
2	.031	.072	-.215
3	.031	-.327	-.111
4	.031	-.088	-.059
5	.031	-.182	-.122
6	.031	-.360	.089
7	.031	-.084	.290
8	.031	.069	-.092
9	.031	.061	-.036
10	.031	-.360	.167
11	.031	-.407	-.320
12	.031	.113	-.055
13	.031	-.075	-.182
14	.031	.082	.359
15	.031	.515	-.125
16	.031	-.121	.062
17	.031	-.005	.026
18	.031	.050	.041
19	.031	-.171	.193
20	.031	-.121	.219
21	.031	.123	.204
22	.031	.234	.157
23	.031	.209	.065
24	.031	.177	.242
25	.031	.334	.052
26	.031	.380	-.192
27	.031	.213	-.002
28	.031	-.107	.074
29	.031	.121	-.088
30	.031	.423	-.211
31	.031	-.212	-.462
32	.031	-.288	.173

Contribution of row points to the inertia of each dimension:

Row	Marginal Profile	Dim 1	2
1	.031	.040	.018
2	.031	.003	.043
3	.031	.060	.012
4	.031	.004	.003
5	.031	.018	.014
6	.031	.072	.007
7	.031	.004	.078
8	.031	.003	.008
9	.031	.002	.001

10	.031	.072	.026
11	.031	.092	.095
12	.031	.007	.003
13	.031	.003	.031
14	.031	.004	.120
15	.031	.148	.015
16	.031	.008	.004
17	.031	.000	.001
18	.031	.001	.002
19	.031	.016	.035
20	.031	.008	.045
21	.031	.008	.039
22	.031	.031	.023
23	.031	.024	.004
24	.031	.017	.055
25	.031	.062	.003
26	.031	.080	.034
27	.031	.025	.000
28	.031	.006	.005
29	.031	.008	.007
30	.031	.099	.042
31	.031	.025	.199
32	.031	.046	.028
		1.000	1.000

Contribution of dimensions to the inertia of each row point:

Row	Marginal Profile	Dim 1	2	Total
1	.031	.860	.140	1.000
2	.031	.158	.842	1.000
3	.031	.936	.064	1.000
4	.031	.787	.213	1.000
5	.031	.787	.213	1.000
6	.031	.965	.035	1.000
7	.031	.124	.876	1.000
8	.031	.487	.513	1.000
9	.031	.822	.178	1.000
10	.031	.886	.114	1.000
11	.031	.731	.269	1.000
12	.031	.877	.123	1.000
13	.031	.221	.779	1.000
14	.031	.080	.920	1.000
15	.031	.966	.034	1.000
16	.031	.865	.135	1.000
17	.031	.067	.933	1.000
18	.031	.713	.287	1.000
19	.031	.568	.432	1.000
20	.031	.337	.663	1.000
21	.031	.377	.623	1.000
22	.031	.789	.211	1.000
23	.031	.946	.054	1.000
24	.031	.473	.527	1.000
25	.031	.986	.014	1.000
26	.031	.868	.132	1.000
27	.031	1.000	.000	1.000
28	.031	.775	.225	1.000
29	.031	.759	.241	1.000
30	.031	.871	.129	1.000
31	.031	.261	.739	1.000
32	.031	.823	.177	1.000

Column Scores:

Column	Marginal Profile	Dim 1	2
1 JA	.352	.019	-.248
2 ZA	.336	.272	.148
3 BE	.311	-.316	.121

Contribution of column points to the inertia of each dimension:

Column	Marginal Profile	Dim 1	2
1 JA	.352	.002	.645
2 ZA	.336	.445	.219
3 BE	.311	.553	.136
		1.000	1.000

Contribution of dimensions to the inertia of each column point:

Column	Marginal Profile	Dim 1	2	Total
1 JA	.352	.010	.990	1.000
2 ZA	.336	.851	.149	1.000
3 BE	.311	.920	.080	1.000

Variances and Correlation Matrix of the singular values:

Dim	Variances	Correlations between dimensions	
1	3.01E-005	1.000	
2	3.06E-005	-.016	1.000

Variances and Correlation Matrix of scores of Row 1

Dim	Variances	Correlations between dimensions	
1	.001	1.000	
2	.001	-.884	1.000

Variances and Correlation Matrix of scores of Row 2

Dim	Variances	Correlations between dimensions	
1	.002	1.000	
2	4.11E-004	.473	1.000

Variances and Correlation Matrix of scores of Row 3

Dim	Variances	Correlations between dimensions	
1	9.04E-004	1.000	
2	.002	-.830	1.000

Variances and Correlation Matrix of scores of Row 4

Dim	Variances	Correlations between dimensions	
1	2.02E-004	1.000	
2	1.69E-004	-.879	1.000

Variances and Correlation Matrix of scores of Row 5

Dim	Variances	Correlations between dimensions	
1	8.66E-004	1.000	
2	7.22E-004	-.883	1.000

Variances and Correlation Matrix of scores of Row 6

Dim	Variances	Correlations between dimensions	
1	7.22E-004	1.000	
2	.002	.747	1.000

Variances and Correlation Matrix of scores of Row 7

Dim	Variances	Correlations between dimensions	
1	.004	1.000	
2	7.01E-004	.423	1.000

Variances and Correlation Matrix of scores of Row 8

Dim	Variances	Correlations between dimensions	
1	4.55E-004	1.000	
2	1.47E-004	.762	1.000

Variances and Correlation Matrix of scores of Row 9

Dim	Variances	Correlations between dimensions	
1	7.96E-005	1.000	
2	7.76E-005	.870	1.000

Variances and Correlation Matrix of scores of Row 10

Dim	Variances	Correlations between dimensions	
1	.002	1.000	
2	.003	.875	1.000

Variances and Correlation Matrix of scores of Row 11

Dim	Variances	Correlations between dimensions	
1	.006	1.000	
2	.004	-.873	1.000

Variances and Correlation Matrix of scores of Row 12

Dim	Variances	Correlations between dimensions	
1	1.89E-004	1.000	
2	2.59E-004	.873	1.000

Variances and Correlation Matrix of scores of Row 13

Dim	Variances	Correlations between dimensions	
1	.002	1.000	
2	3.34E-004	-.565	1.000

Variances and Correlation Matrix of scores of Row 14

Dim	Variances	Correlations between dimensions	
1	.007	1.000	
2	.001	-.360	1.000

Variances and Correlation Matrix of scores of Row 15

Dim	Variances	Correlations between dimensions	
1	.001	1.000	
2	.005	.743	1.000

Variances and Correlation Matrix of scores of Row 16

Dim	Variances	Correlations between dimensions	
1	2.38E-004	1.000	
2	2.99E-004	.878	1.000

Variances and Correlation Matrix of scores of Row 17

Dim	Variances	Correlations between dimensions	
1	3.73E-005	1.000	
2	6.12E-006	.283	1.000

Variances and Correlation Matrix of scores of Row 18

Dim	Variances	Correlations between dimensions	
1	9.83E-005	1.000	
2	6.04E-005	-.852	1.000

Variances and Correlation Matrix of scores of Row 19

Dim	Variances	Correlations between dimensions	
1	.002	1.000	
2	7.91E-004	.809	1.000

Variances and Correlation Matrix of scores of Row 20

Dim	Variances	Correlations between dimensions	
1	.003	1.000	
2	5.96E-004	.664	1.000

Variances and Correlation Matrix of scores of Row 21

Dim	Variances	Correlations between dimensions	
1	.002	1.000	
2	5.71E-004	-.701	1.000

Variances and Correlation Matrix of scores of Row 22

Dim	Variances	Correlations between dimensions	
1	.001	1.000	
2	.001	-.883	1.000

Variances and Correlation Matrix of scores of Row 23

Dim	Variances	Correlations between dimensions	
1	3.28E-004	1.000	
2	8.43E-004	-.808	1.000

Variances and Correlation Matrix of scores of Row 24

Dim	Variances	Correlations between dimensions	
1	.003	1.000	
2	9.94E-004	-.763	1.000

Variances and Correlation Matrix of scores of Row 25

Dim	Variances	Correlations between dimensions	
1	4.10E-004	1.000	
2	.002	-.587	1.000

Variances and Correlation Matrix of scores of Row 26

Dim	Variances	Correlations between dimensions	
1	.002	1.000	
2	.003	.881	1.000

Variances and Correlation Matrix of scores of Row 27

Dim	Variances	Correlations between dimensions	
1	1.11E-004	1.000	
2	8.45E-004	.046	1.000

Variances and Correlation Matrix of scores of Row 28

Dim	Variances	Correlations between dimensions	
1	3.19E-004	1.000	
2	2.48E-004	.877	1.000

Variances and Correlation Matrix of scores of Row 29

Dim	Variances	Correlations between dimensions	
1	4.41E-004	1.000	
2	3.22E-004	.875	1.000

Variances and Correlation Matrix of scores of Row 30

Dim	Variances	Correlations between dimensions	
1	.003	1.000	
2	.004	.880	1.000

Variances and Correlation Matrix of scores of Row 31

Dim	Variances	Correlations between dimensions	
1	.011	1.000	
2	.002	-.606	1.000

Variances and Correlation Matrix of scores of Row 32

Dim	Variances	Correlations between dimensions	
1	.002	1.000	
2	.002	.885	1.000

Variances and Correlation Matrix of scores of Column 1 JA

Dim	Variances	Correlations between dimensions	
1	.003	1.000	
2	4.27E-004	.121	1.000

Variances and Correlation Matrix of scores of Column 2 ZA

Dim	Variances	Correlations between dimensions	
1	.001	1.000	
2	.002	-.886	1.000

Variances and Correlation Matrix of scores of Column 3 BE

Dim	Variances	Correlations between dimensions
1	9.99E-004	1.000

2	.002	.851	1.000

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

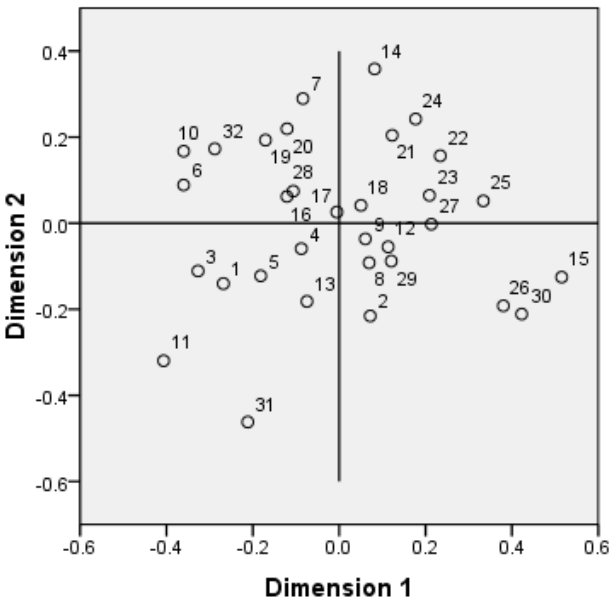
	3 BE	1 JA	2 ZA	Margin
11	346	385	289	1020
6	357	349	314	1020
10	360	342	318	1020
3	346	367	307	1020
32	353	342	325	1020
1	339	370	311	1020
31	321	399	300	1020
5	331	369	320	1020
19	342	341	337	1020
16	332	353	335	1020
20	338	339	343	1020
28	331	352	337	1020
4	324	364	332	1020
7	337	333	350	1020
13	318	375	327	1020
17	319	357	344	1020
18	314	356	350	1020
9	310	363	347	1020
8	307	368	345	1020
2	302	379	339	1020
14	323	328	369	1020
12	304	365	351	1020
29	302	368	350	1020
21	313	342	365	1020
24	309	339	372	1020
23	299	355	366	1020
27	296	361	363	1020
22	300	347	373	1020
25	286	357	377	1020
26	272	379	369	1020
30	267	381	372	1020
15	261	374	385	1020
Margin	10159	11499	10982	32640

The data-matrix permuted according to the scores in dimension: 2

	1 JA	3 BE	2 ZA	Margin
31	399	321	300	1020
11	385	346	289	1020
2	379	302	339	1020
30	381	267	372	1020
26	379	272	369	1020
13	375	318	327	1020
1	370	339	311	1020
15	374	261	385	1020
5	369	331	320	1020
3	367	346	307	1020
8	368	307	345	1020
29	368	302	350	1020
4	364	324	332	1020
12	365	304	351	1020
9	363	310	347	1020

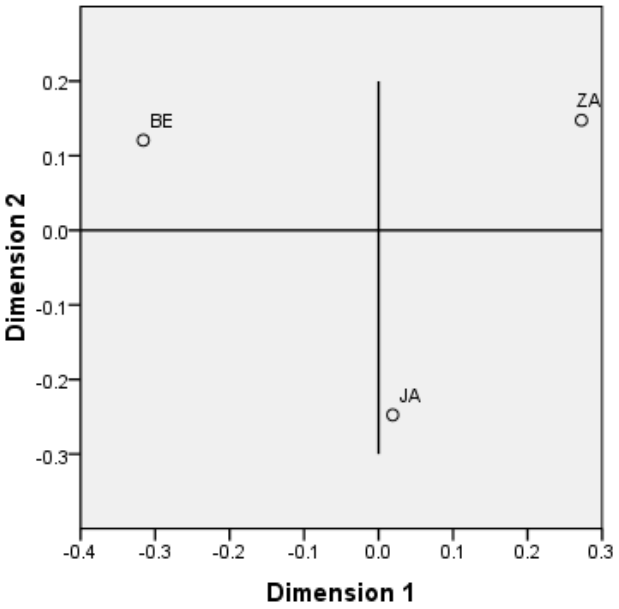
27	361	296	363	1020
17	357	319	344	1020
18	356	314	350	1020
25	357	286	377	1020
16	353	332	335	1020
23	355	299	366	1020
28	352	331	337	1020
6	349	357	314	1020
22	347	300	373	1020
10	342	360	318	1020
32	342	353	325	1020
19	341	342	337	1020
21	342	313	365	1020
20	339	338	343	1020
24	339	309	372	1020
7	333	337	350	1020
14	328	323	369	1020
Margin	11499	10159	10982	32640

Row Scores



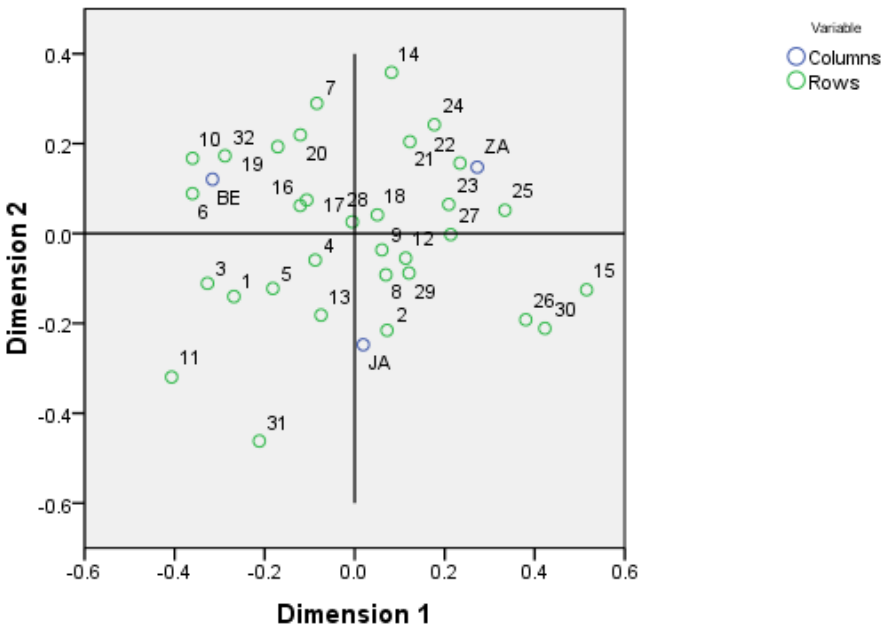
Symmetric Normalization

Column Scores



Symmetric Normalization

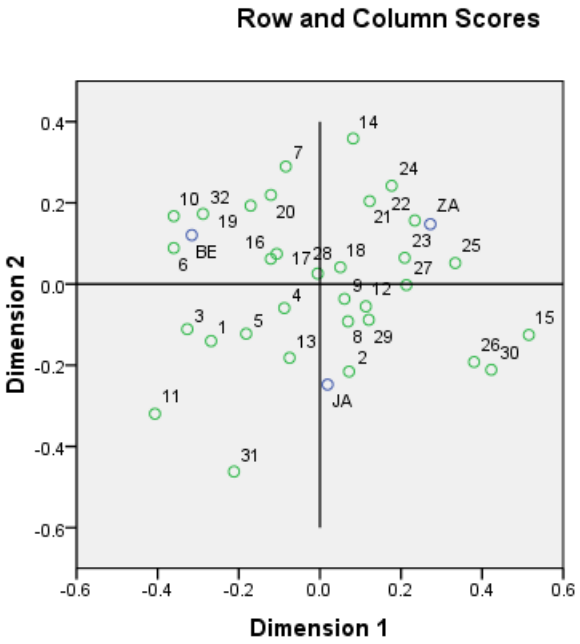
Row and Column Scores



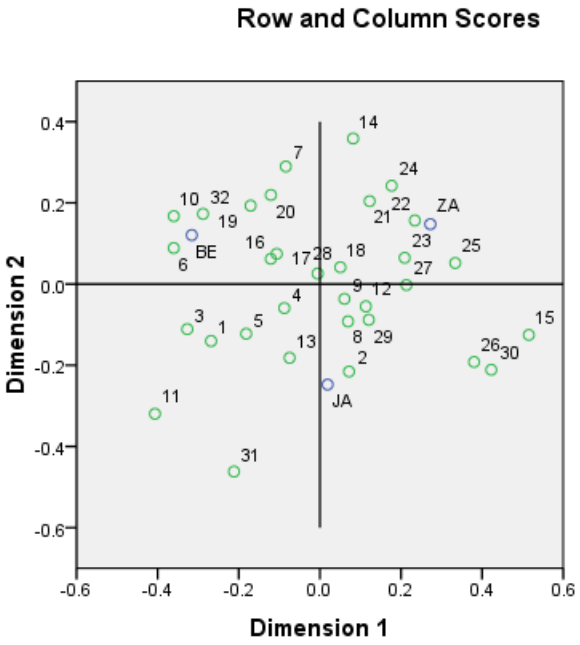
Symmetric Normalization

LAMPIRAN I
PENGOLAHAN DATA CA
(*Correspondence Analysis*)

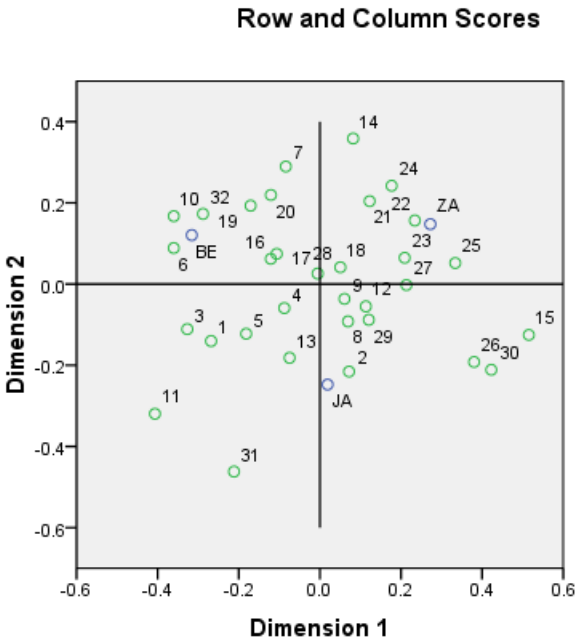
1. Model perhiasan yang Up To Date



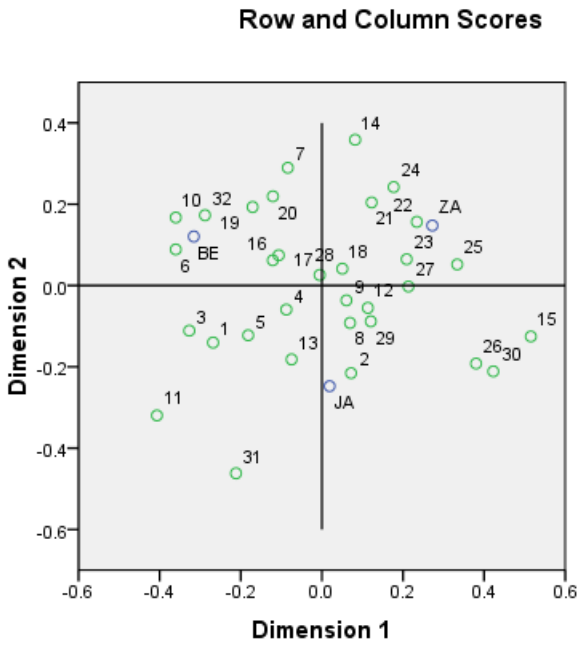
2. Model perhiasan yang tidak banyak di pasaran (limited edition)



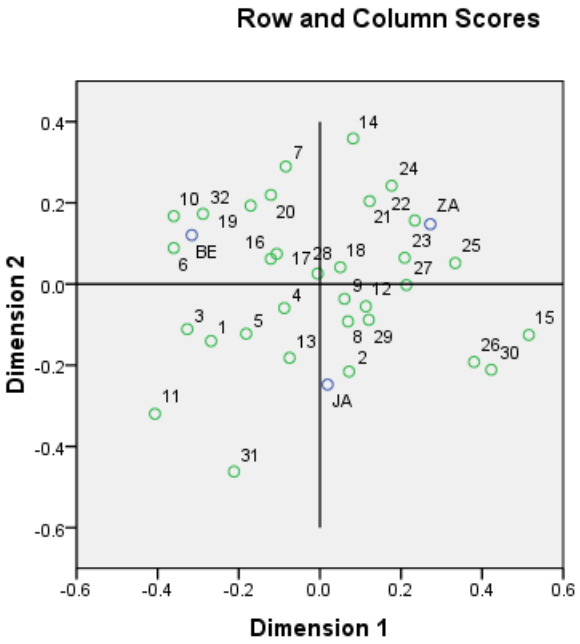
3. Model perhiasan yang unik



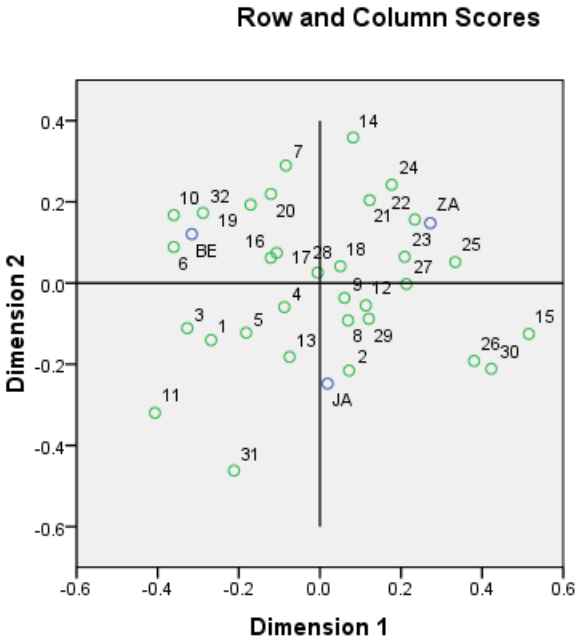
4. Kualitas warna kuning kemerahan



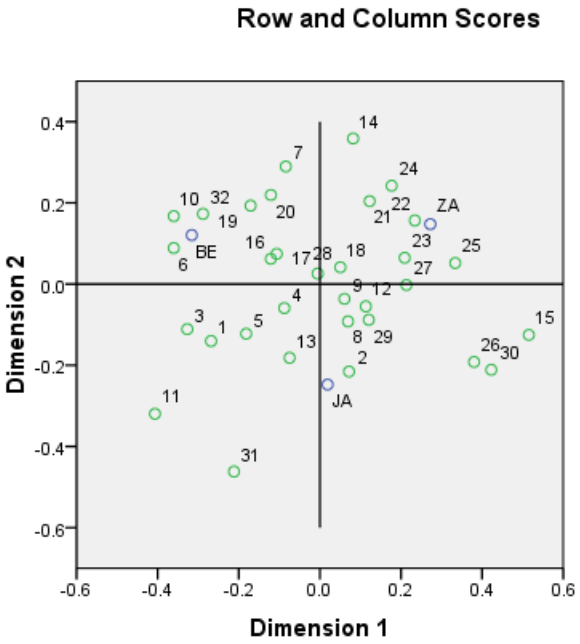
5. Kualitas warna perhiasan putih



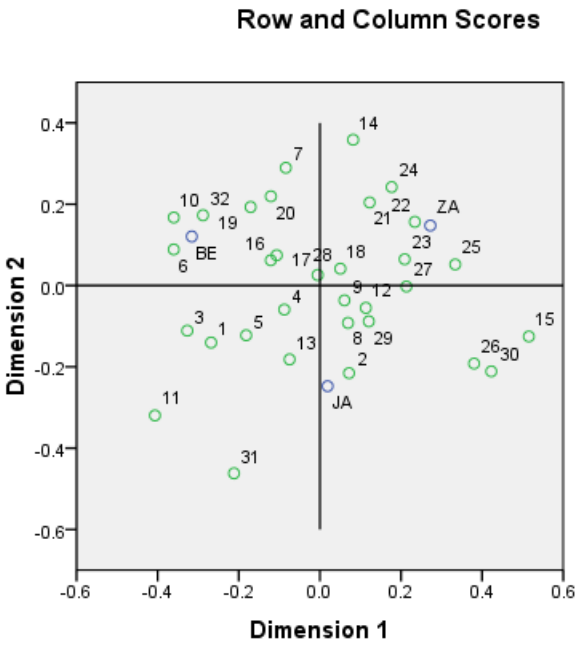
6. Kualitas warna perhiasan kuning



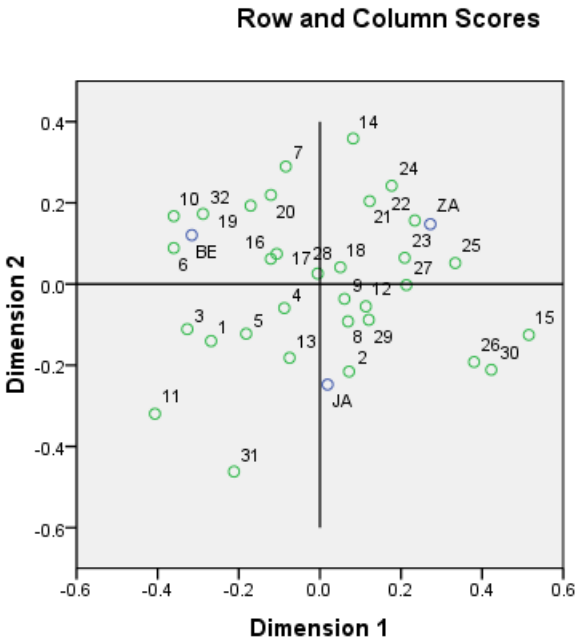
7. Warna Batu Permata (cirkon)



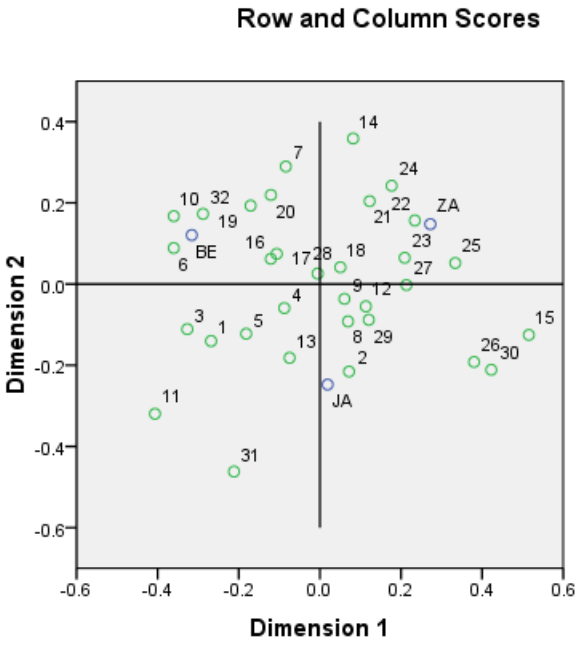
8. Design model perhiasan polos



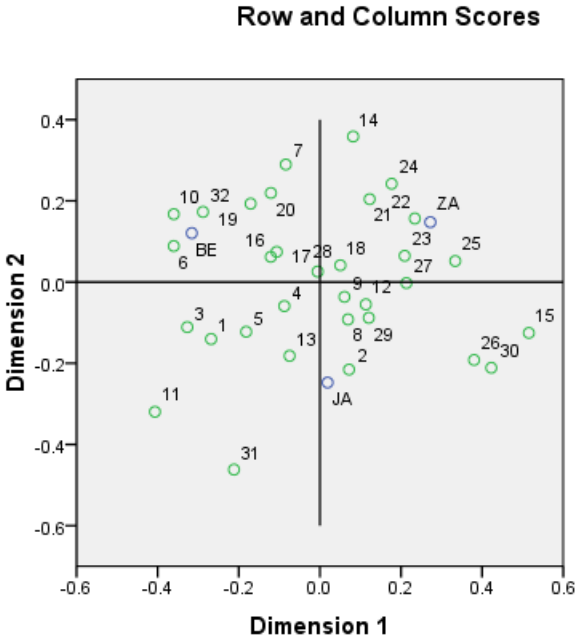
9. Design model perhiasan banyak permata



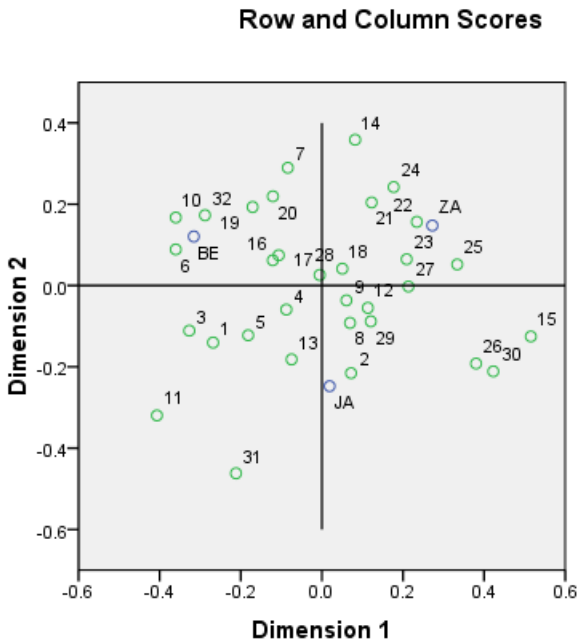
10. Design model perhiasan dengan ukiran



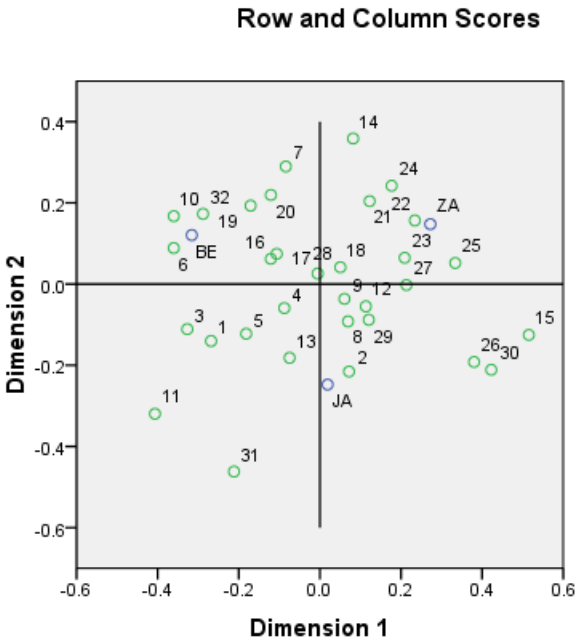
11. Kesesuaian berat perhiasan dengan surat / sertifikat



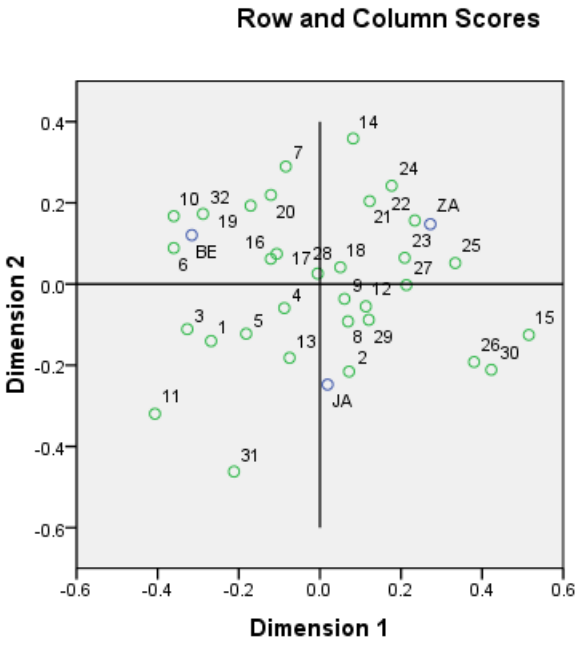
12. Potongan harga saat membeli perhiasan



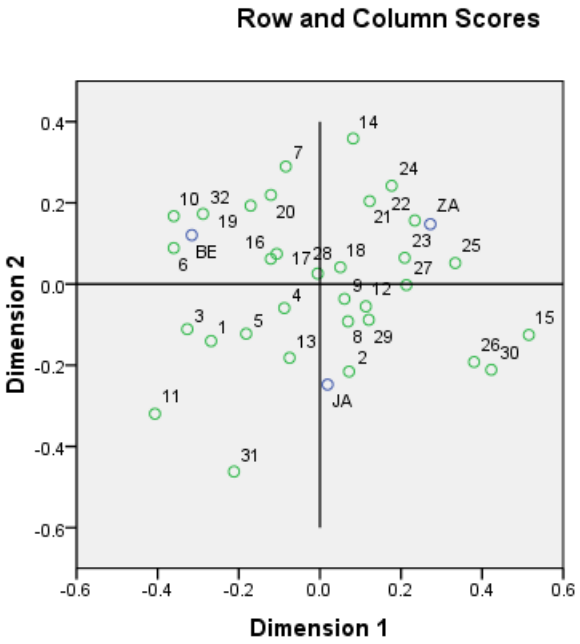
13. Harga penerimaan produk dari toko mas lain



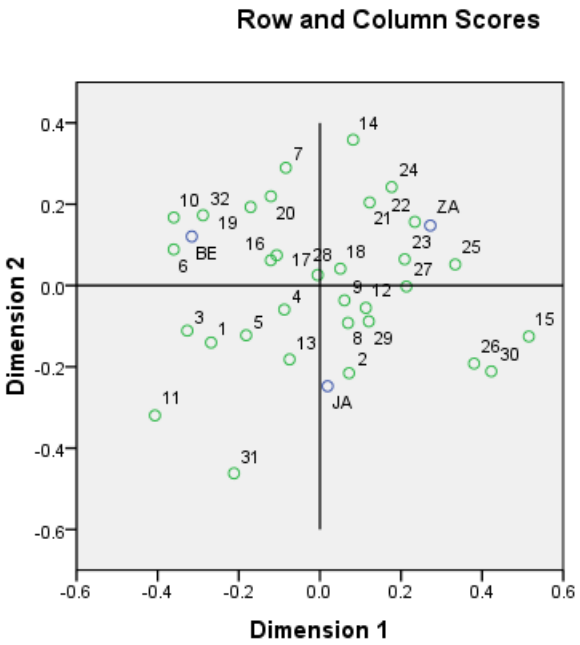
14. Kualitas service cuci gratis perhiasan



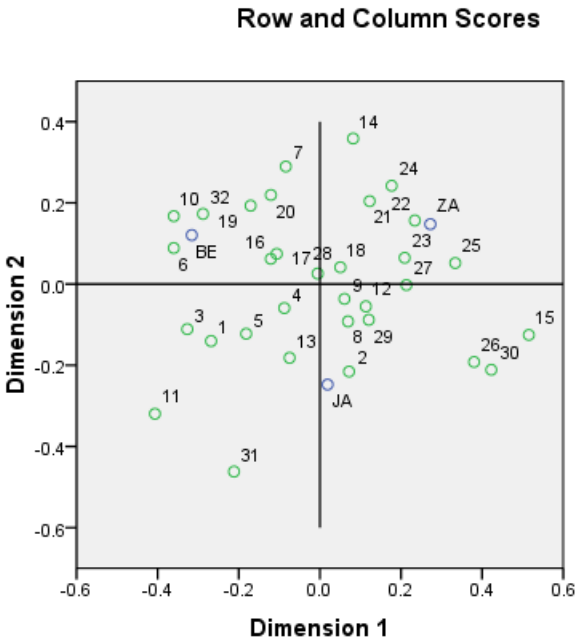
15. *Free* untuk setiap pemasangan permata



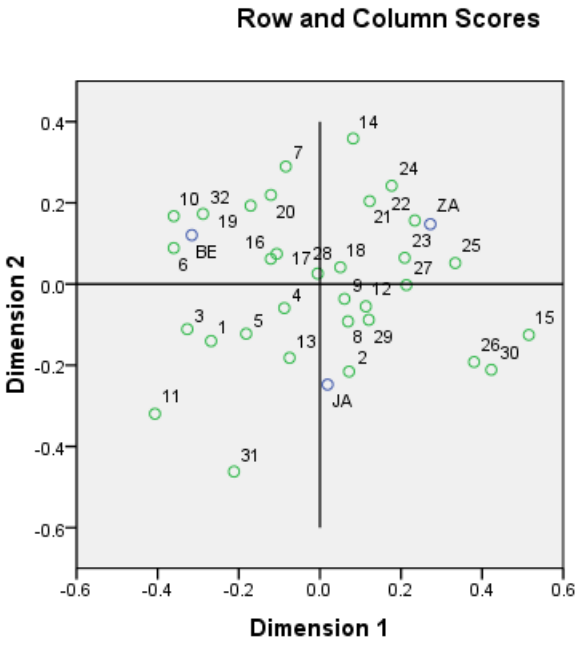
16. Lamanya garansi yang diberikan



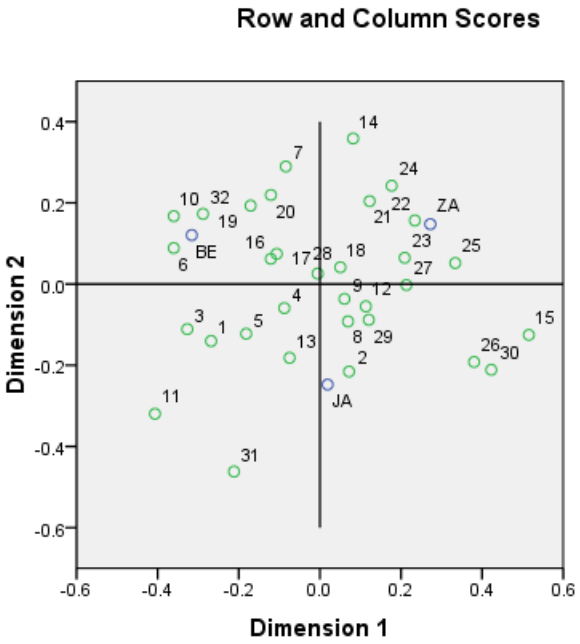
17. Nama & Logo yang mudah diingat



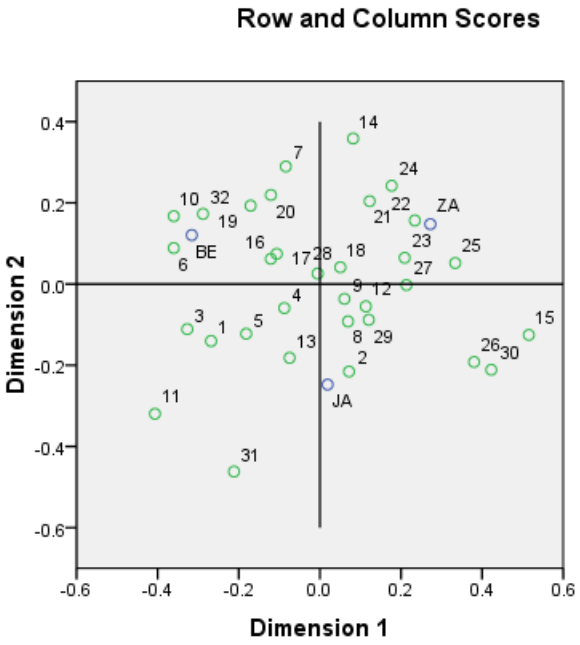
18. Banyaknya cashback dalam pembelian



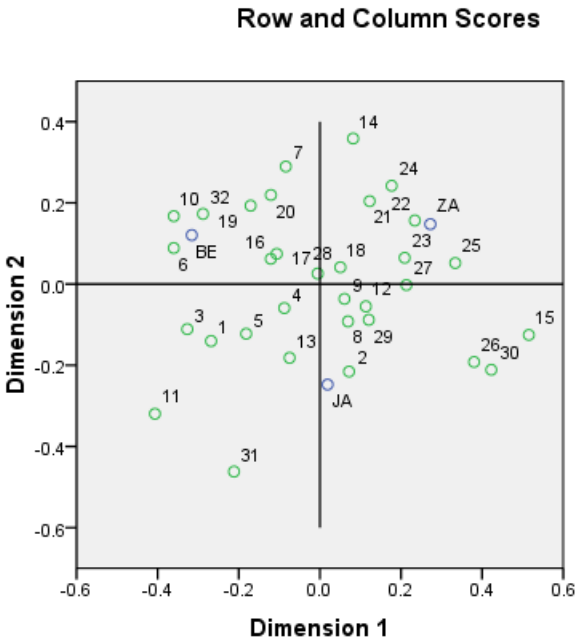
21. Kemurahan senyum dalam melayani pelanggan



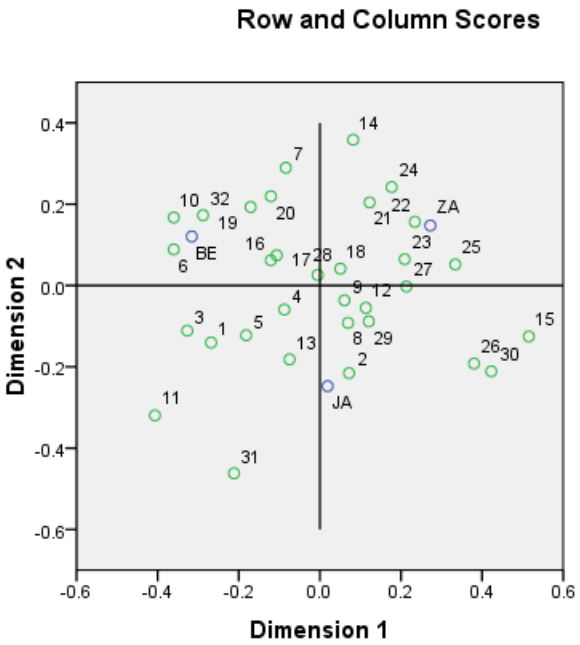
22. Cepat tanggap akan kebutuhan pelanggan



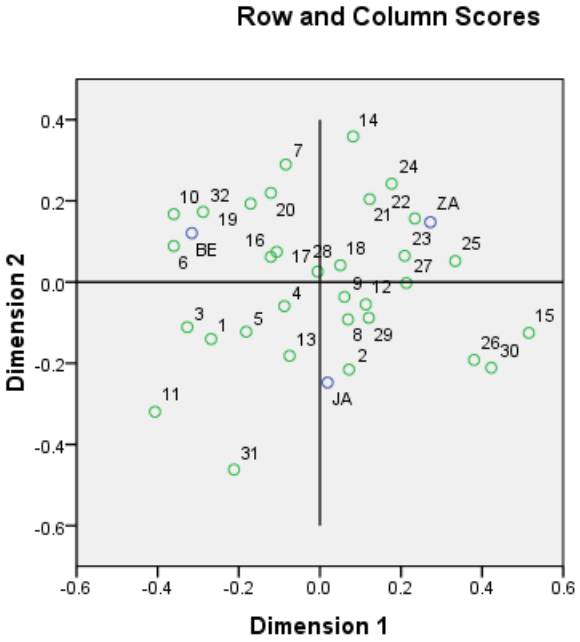
23. Menanggapi keluhan pelanggan



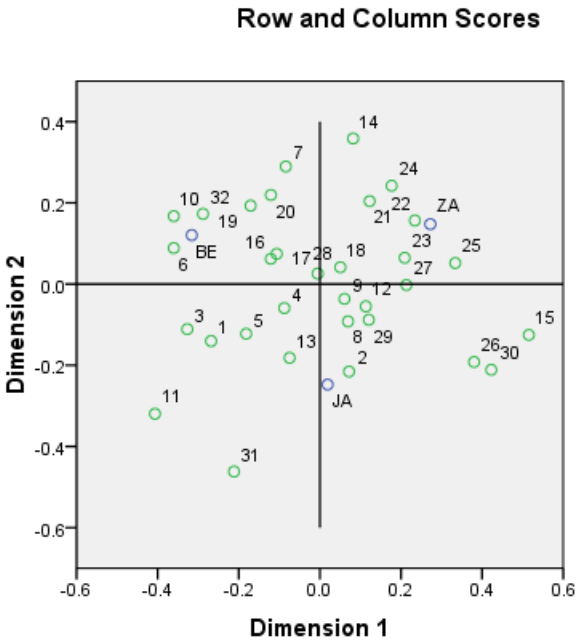
24. Kecepatan dan ketepatan dalam melayani pelanggan



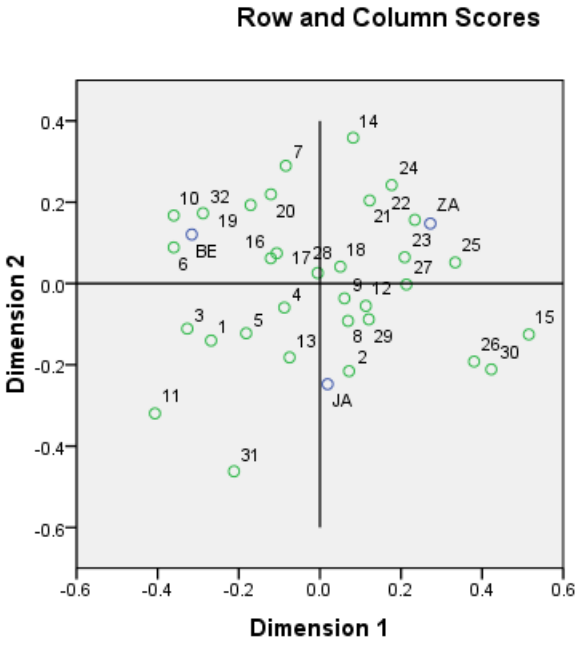
25. Pengetahuan karyawan / karyawati tentang produk perhiasan



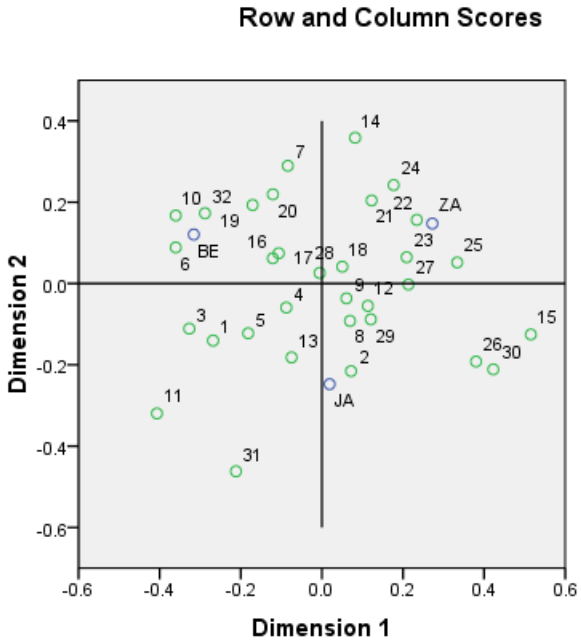
26. Karyawan / karyawati yang selalu siap melayani pelanggan



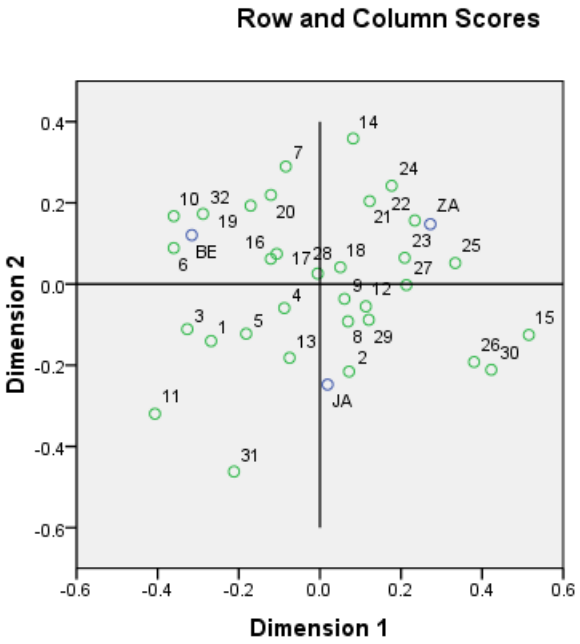
27. Karyawan / karyawati yang selalu mengingatkan kepada pelanggan terhadap model baru



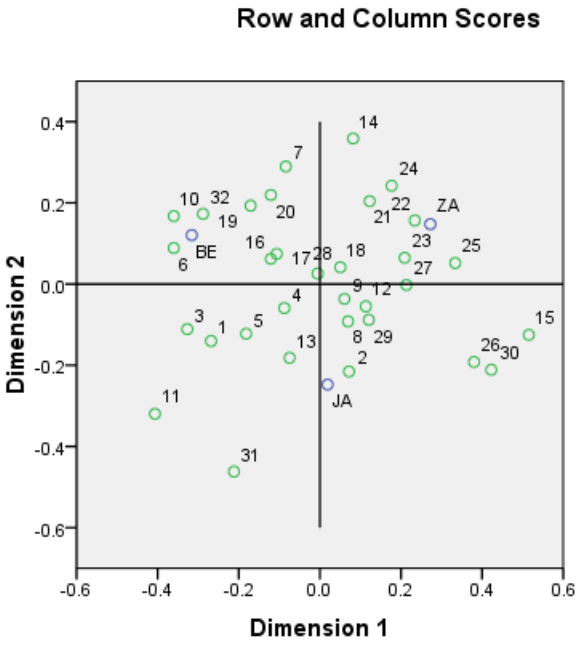
28. Kemudahan & fleksibilitas pembayaran dengan adanya mesin EDC (tunai/credit)



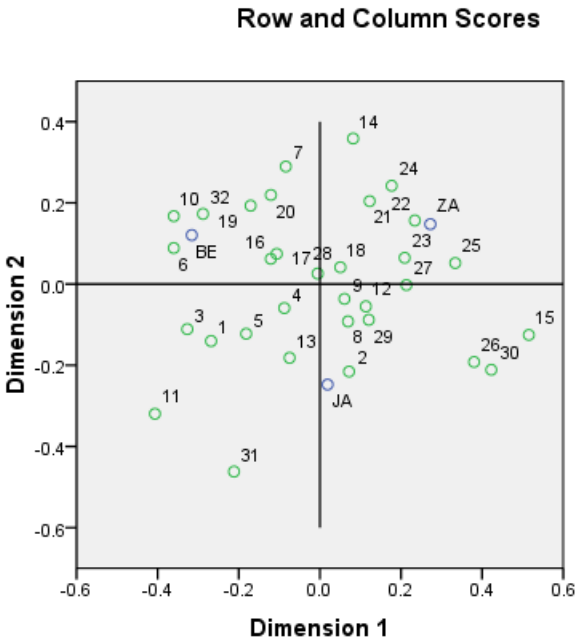
29. Ketepatan perhitungan karyawan / karyawati



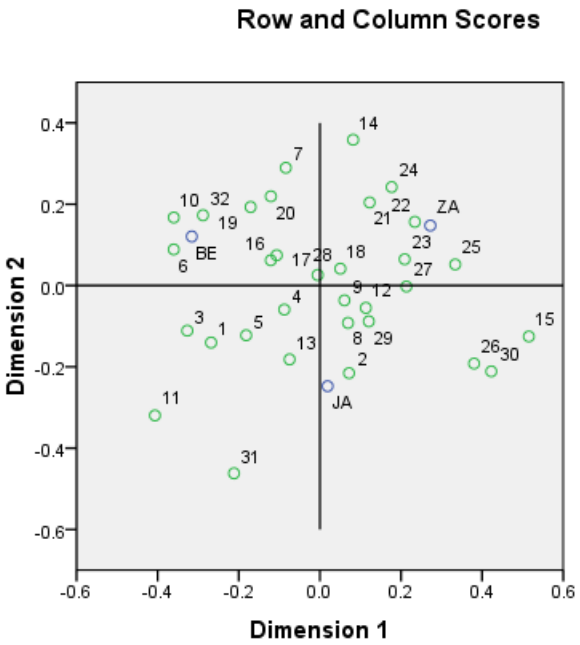
30. Letak toko yang strategis



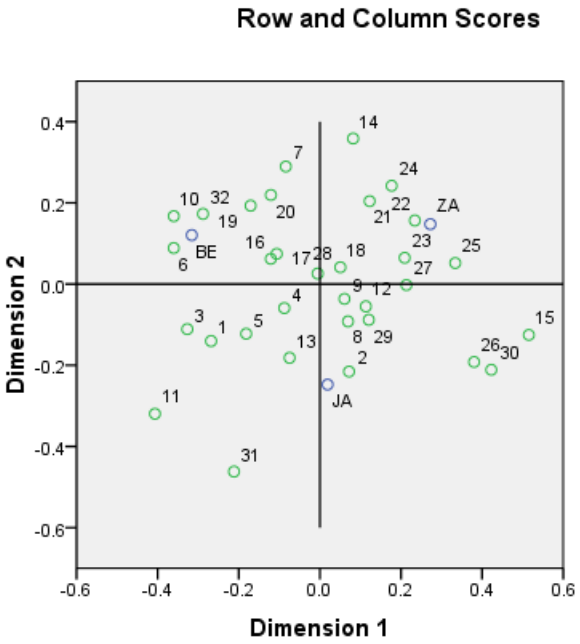
31. Kesejukan toko dalam memilih perhiasan



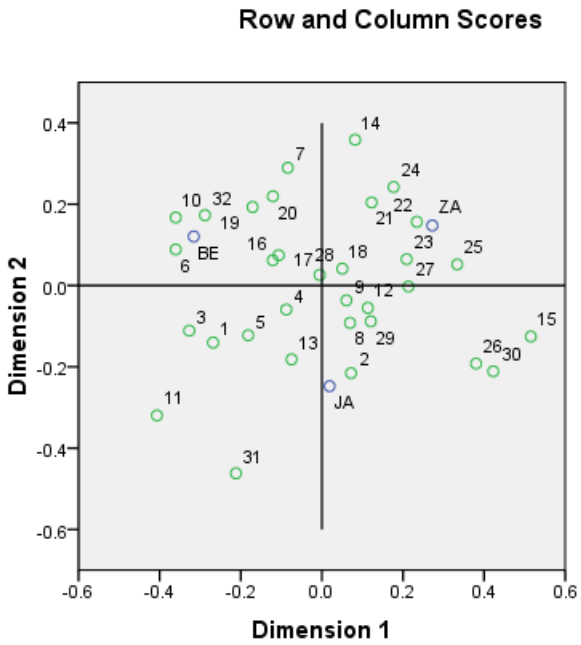
32. Tingkat kecahayaan toko yang mempengaruhi dalam memilih perhiasan

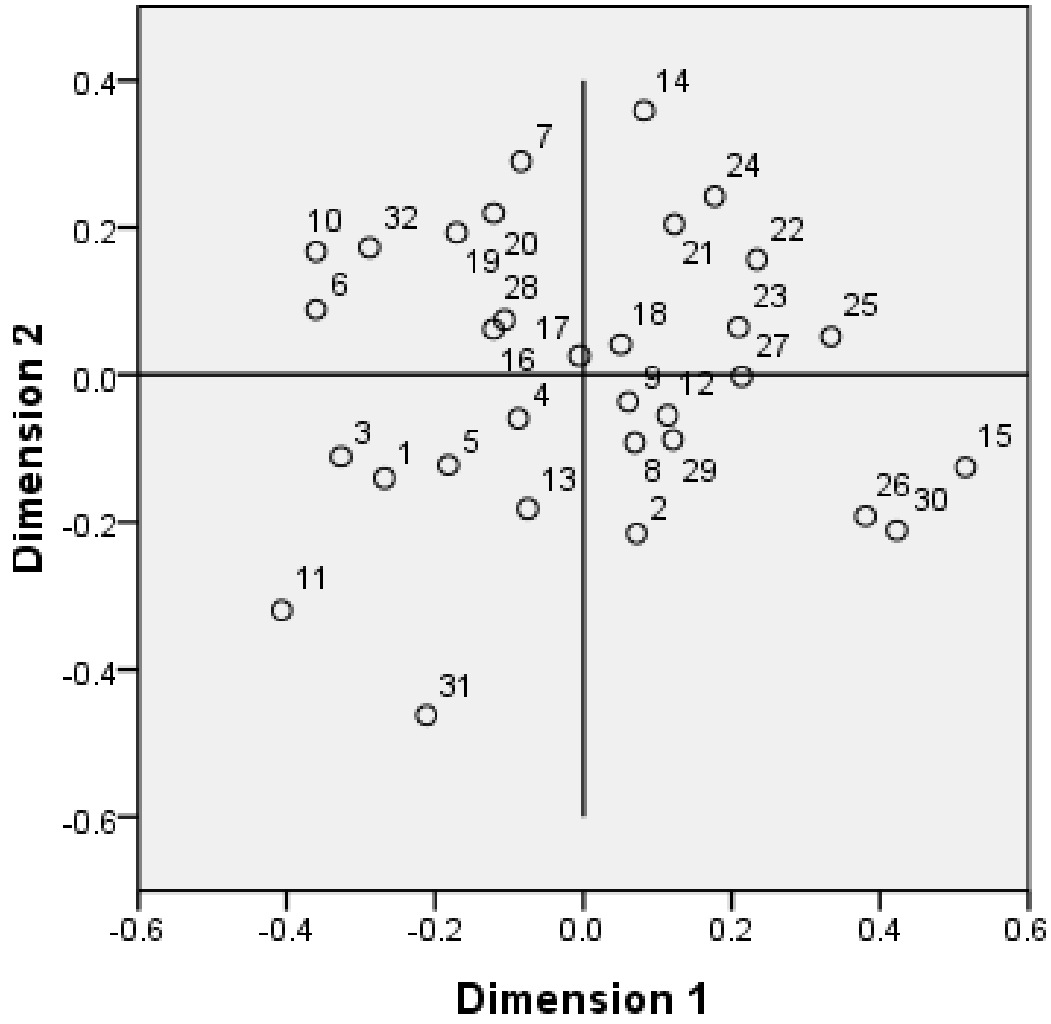


33. Kebersihan toko



34. Kebersihan lingkungan sekitar toko

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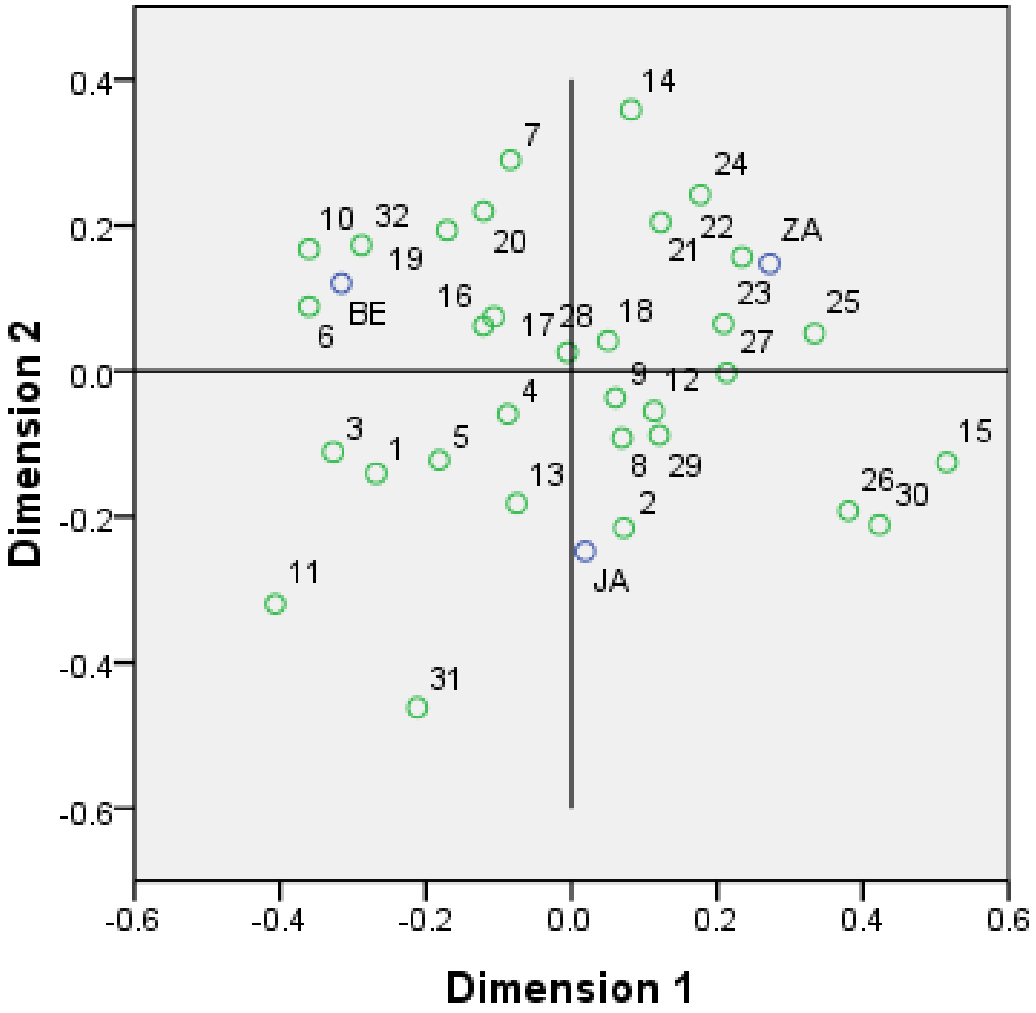
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LAMPIRAN J
BERITA ACARA SEMINAR ISI TUGAS AKHIR

KOMENTAR DOSEN PENGUJI

Nama : Sherlly
NRP : 0923016
Judul Tugas Akhir : Usulan Bauran Strategi Pemasaran Produk Perhiasan Emas terhadap Pesaingnya (Studi Kasus di Toko Mas Jaya Abadi)

Komentar-Komentar Dosen Penguji:

1. Seharusnya dalam presentasi, diperjelas siapa target pasarnya. Apa slogan dari positioningnya.
2. Seharusnya target pasar dan positioning ditulis di abstrak.
3. Penetapan dasar target pasar dan positioning harus jelas kriterianya.
4. Usulan seharusnya merealisasikan target pasar dan positioning.
5. Usulan sebaiknya dikelompokkan (buat rekapnya) berdasarkan bauran pemasaran untuk menjawab perumusan masalah.
6. Cek rumus Uji Hipotesis di bab 5.
7. Cek struktur hipotesis vs wilayah kritis.
8. Var 19 penting sebaiknya diusulkan
9. Abstrak: belum dilengkapi dengan usulan-usulan perbaikan dan waktu tahun berdiri/beroperasi Toko Mas Jaya Abadi.
10. Positioning fleksibilitas penentuan harga jual/beli bertolak belakang dengan identifikasi masalah sehubungan kekurangan tenaga pelayan sedangkan kewenangan penentuan harga jual/beli hanya ditangan pemilik toko bukan tenaga pelayan.

DATA PENULIS

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Pendidikan	: SMA Kristen 2 BPK Penabur
	Jurusan Teknik Industri, Universitas Kristen Maranatha
Nilai Tugas Akhir	:
Tanggal USTA	: