

LEMBAR KOMENTAR

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Judul Tugas Akhir :

ANALISIS DAN USULAN STRATEGI PEMASARAN MENGGUNAKAN IMPORTANCE
PERFORMANCE ANALYSIS (IPA) DAN CORRESPONDENCE ANALYSIS (CA)

(Studi Kasus : CV. IMYA PRODUCTION)

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KUESIONER PENDAHULUAN

Dengan hormat, saya sebagai mahasiswa Universitas Kristen Maranatha, Jurusan Teknik Industri sedang melaksanakan penelitian mengenai tingkat kepuasan dari kualitas *T-Shirt* dan faktor – faktor apa saja yang dipentingkan oleh konsumen dalam memilih *T-Shirt*.

Kerjasama anda saya harapkan untuk mengisi kuesioner dengan sejujur – jujurnya, dan atas ketersediaan waktunya saya ucapkan terimakasih yang sebesar – besarnya.

Bagian 1

Isi pertanyaan dengan memberikan tanda *checkbox* (√)

Dari pilihan dibawah ini, *T-Shirt* merek manakah yang paling anda minati & rekomendasikan untuk pihak lain?

- 3 Second
- GreenLight
- Cressida
- Lainnya :

Bagian 2

Dari pilihan pernyataan yang ada dibawah ini, isi pernyataan yang paling penting menurut anda.

| | PERNYATAAN | YA | TIDAK |
|----|---|----|-------|
| 1 | Ukuran <i>T-shirt</i> yang <i>selalu tersedia di Counter</i> | | |
| 2 | Kesesuaian ukuran <i>T-Shirt</i> dengan tubuh pengguna | | |
| 3 | Desain gambar pada <i>T-Shirt</i> yang Menarik | | |
| 4 | Warna dan Sablon yang tidak mudah rusak | | |
| 5 | Label merek yang menarik, yang menjadi ciri khas produk | | |
| 6 | Kemasan (plastik, atau <i>goodie bag</i>) yang menjadi ciri khas produk | | |
| 7 | Jaminan Kualitas produk pada saat digunakan | | |
| 8 | Banyaknya variasi produk yang dipajang | | |
| 9 | Kerapihan Produk Pada Saat dipajang | | |
| 10 | Motif / Corak pada desain gambar dalam 1 Jenis Produk | | |
| 11 | Desain Produk (<i>V-neck / Biasa</i>) yang sesuai dengan Trend | | |
| 12 | Bahan yang digunakan nyaman pada saat dipakai | | |
| 13 | Harga yang terjangkau untuk produk <i>T-shirt</i> | | |
| 14 | Harga Sesuai dengan kualitas | | |
| 15 | Kejelasan keterangan mengenai Harga Produk | | |
| 16 | Bonus produk (stiker, gantungan kunci) pada pembelian di Harga Tertentu | | |
| 17 | Diskon / Potongan Harga yang perusahaan berikan pada <i>Event-Event Tertentu</i> | | |
| 18 | Frekuensi Promosi yang dilakukan pada media cetak (Majalah Mode, Majalah Remaja) | | |
| 19 | Promosi melalui media elektronik (radio, tv, dll) | | |
| 20 | Keterbukaan perusahaan untuk kritik dan saran | | |
| 21 | Pemberitahuan sebelumnya bahwa akan diadakannya <i>Event-event</i> | | |
| 22 | Lokasi (<i>Counter</i>) penjualan yang mudah dijangkau | | |
| 23 | Cepatnya produk akan ada kembali di tempat penjualan (<i>Counter</i>), jika stok nya kosong | | |
| 24 | Lokasi (<i>Counter</i>) Penjualan yang mudah untuk ditemukan | | |

KUESIONER PENELITIAN

Dengan hormat, saya sebagai mahasiswa Universitas Kristen Maranatha, Jurusan Teknik Industri sedang melaksanakan penelitian mengenai tingkat kepuasan dari kualitas *T-Shirt* dan faktor – faktor apa saja yang dipentingkan oleh konsumen dalam memilih *T-Shirt*. Pengumpulan data akan dilaksanakan dengan pengisian kuesioner untuk selanjutnya dilakukan pengolahan data kuesioner penelitian.

Kerjasama anda saya harapkan untuk mengisi kuesioner dengan sejujur – jujurnya, dan atas ketersediaan waktunya saya ucapkan terimakasih yang sebesar – besarnya.

Bagian 1

Isi pertanyaan dengan memberikan tanda silang (X)

1. Jenis Kelamin :
 - Pria
 - Wanita
2. Usia :
 - 15-17 Tahun
 - 18-21 Tahun
 - 21-25 Tahun
3. Pekerjaan anda saat ini :
 - Siswa/i Sekolah Menengah Pertama
 - Siswa/i Sekolah Menengah Atas
 - Mahasiswa/i Perguruan Tinggi
 - Lainnya.....
4. Pengeluaran dalam pembelian *T-Shirt* dalam 1 bulan:
 - < Rp.300.000
 - Rp. 300.000 - Rp.500.000
 - Rp. 600.000 – Rp. 800.000
 - Rp. 900.000 – Rp. 1.100.000
 - Rp. 1.100.00 – Rp. 1.300.000
 - Lainnya.....
5. Sumber dana untuk membeli *T-Shirt* :
 - Orang tua
 - Sendiri
 - Lainnya.....
6. Frekuensi pembelian :
 - 1 X dalam 1 Bulan
 - 2 X dalam 1 Bulan
 - 3 X dalam 1 Bulan
 - Lainnya.....
7. Kisaran harga *T-Shirt* yang dibeli :
 - < Rp. 35.000 / *T-Shirt*
 - Rp. 35.000 – Rp. 50.000 / *T-Shirt*
 - Rp. 60.000 – Rp. 75.000 / *T-Shirt*
 - Lainnya.....
8. Tempat anda membeli (*T-Shirt*) :
 - Departement Store*
 - Distro
 - Situs / Pembelian Online
 - Lainnya.....
9. Apa yang anda pentingkan dalam membeli *T-Shirt* :
 - Kualitas Sablon
 - Kualitas Jahitan
 - Corak pada desain Gambar *T-Shirt*
 - Warna *T-Shirt*
 - Ukuran
 - Desain Gambar pada *T-Shirt*
 - Lainnya.....
10. Jenis media yang “sering” dibaca / dengar / tonton : (boleh pilih lebih dari satu) :
 - Koran.....
 - Radio.....
 - Majalah.....
 - TV.....
 - Lainnya

Bagian 2

Petunjuk Pengisian : Untuk mengisi Kuesioner dibawah ini, beri tanda *checklist* (✓) di setiap Pernyataan yang menurut anda benar. Untuk bagian “Peringkat Pesaing”, cukup beri tanda *checklist* (✓) di salah satu kolom paling baik menurut anda.

Keterangan :

- Tingkat Kepentingan
 - 1 = sangat tidak penting
 - 2 = tidak penting
 - 3 = penting
 - 4 = sangat penting
- Tingkat Performansi
 - 1 = sangat tidak baik
 - 2 = tidak baik
 - 3 = baik
 - 4 = sangat baik
- Perusahaan
 - SS : *Simple Stuff*
 - 3 Scnd : *3 Seconds*

| Tingkat Kepentingan | | | | No | Atribut | Tingkat Performansi | | | | Peringkat Pesaing | |
|---------------------|----|---|----|----|--|---------------------|----|---|----|-------------------|--------|
| STP | TP | P | SP | | | STB | TB | B | SB | SS | 3 Scnd |
| PRODUCT | | | | | | | | | | | |
| | | | | 1 | Ukuran <i>T-shirt</i> yang selalu tersedia di Counter | | | | | | |
| | | | | 2 | Kesesuaian ukuran <i>T-Shirt</i> dengan tubuh pengguna | | | | | | |
| | | | | 3 | Desain gambar pada <i>T-Shirt</i> yang Menarik | | | | | | |
| | | | | 4 | Warna dan Sablon yang tidak mudah rusak | | | | | | |
| | | | | 5 | Label merek yang menarik, yang menjadi ciri khas produk | | | | | | |
| | | | | 6 | Kemasan (plastik, atau goodie bag) yang menjadi ciri khas produk | | | | | | |
| | | | | 7 | Jaminan Kualitas produk pada saat digunakan | | | | | | |
| | | | | 8 | Banyaknya variasi produk yang dipajang | | | | | | |
| | | | | 9 | Kerapihan Produk Pada Saat dipajang | | | | | | |
| | | | | 10 | Motif / Corak pada desain gambar dalam 1 Jenis Produk | | | | | | |
| | | | | 11 | Desain Produk (V-neck / Biasa) yang sesuai dengan Trend | | | | | | |
| | | | | 12 | Bahan yang digunakan nyaman pada saat dipakai | | | | | | |
| PRICE | | | | | | | | | | | |
| | | | | 13 | Harga yang terjangkau untuk produk <i>T-shirt</i> | | | | | | |
| | | | | 14 | Harga Sesuai dengan kualitas | | | | | | |
| | | | | 15 | Kejelasan keterangan mengenai Harga Produk | | | | | | |
| | | | | 16 | Bonus produk (stiker, gantungan kunci) pada pembelian di Harga Tertentu | | | | | | |
| | | | | 17 | Diskon / Potongan Harga yang perusahaan berikan pada <i>Event-Event Tertentu</i> | | | | | | |
| PROMOTION | | | | | | | | | | | |
| | | | | 18 | Frekuensi Promosi yang dilakukan pada media cetak (Majalah Mode, Majalah Remaja) | | | | | | |
| | | | | 19 | Promosi melalui media elektronik (radio, tv, dll) | | | | | | |
| | | | | 20 | Keterbukaan perusahaan untuk kritik dan saran | | | | | | |
| | | | | 21 | Pemberitahuan sebelumnya bahwa akan diadakannya <i>Event-event</i> | | | | | | |
| PLACE | | | | | | | | | | | |
| | | | | 22 | Lokasi (Counter) penjualan yang mudah dijangkau | | | | | | |
| | | | | 23 | Cepatnya produk akan ada kembali di tempat penjualan (Counter), jika stok nya kosong | | | | | | |
| | | | | 24 | Lokasi (Counter) Penjualan yang mudah untuk ditemukan | | | | | | |

HASIL PENYEBARAN KUESIONER PENDAHULUAN

Penyebaran dilakukan di lingkungan pengguna *T-Shirt* lebih tepatnya disebarkan di lingkungan mahasiswa Universitas Kristen Maranatha yang menggunakan *T-Shirt*.

❖ BAGIAN 1

| Pesaing | Jumlah Responden |
|---------------|------------------|
| 3 Seconds | 17 |
| GreenLight | 8 |
| Cressida | 2 |
| Lainnya | 3 |
| Jumlah | 30 |

❖ BAGIAN 2

| | PERNYATAAN | Persentase | | Jumlah Responden | | Jumlah |
|----|--|------------|-------|------------------|-------|--------|
| | | YA | TIDAK | YA | TIDAK | |
| 1 | Ukuran <i>T-shirt</i> yang selalu tersedia di Counter | 53% | 47% | 16 | 14 | 30 |
| 2 | Kesesuaian ukuran <i>T-Shirt</i> dengan tubuh pengguna | 57% | 43% | 17 | 13 | 30 |
| 3 | Desain gambar pada <i>T-Shirt</i> yang Menarik | 70% | 30% | 21 | 9 | 30 |
| 4 | Warna dan Sablon yang tidak mudah rusak | 73% | 27% | 22 | 8 | 30 |
| 5 | Label merek yang menarik, yang menjadi ciri khas produk | 83% | 17% | 25 | 5 | 30 |
| 6 | Kemasan (plastik, atau goodie bag) yang menjadi ciri khas produk | 77% | 23% | 23 | 7 | 30 |
| 7 | Jaminan Kualitas produk pada saat digunakan | 93% | 7% | 28 | 2 | 30 |
| 8 | Banyaknya variasi produk yang dipajang | 67% | 33% | 20 | 10 | 30 |
| 9 | Kerapihan Produk Pada Saat dipajang | 63% | 37% | 19 | 11 | 30 |
| 10 | Motif / Corak pada desain gambar dalam 1 Jenis Produk | 57% | 43% | 17 | 13 | 30 |
| 11 | Desain Produk (V-neck / Biasa) yang sesuai dengan Trend | 57% | 43% | 17 | 13 | 30 |
| 12 | Bahan yang digunakan nyaman pada saat dipakai | 97% | 3% | 29 | 1 | 30 |
| 13 | Harga yang terjangkau untuk produk <i>T-shirt</i> | 90% | 10% | 27 | 3 | 30 |
| 14 | Harga Sesuai dengan kualitas | 93% | 7% | 28 | 2 | 30 |
| 15 | Kejelasan keterangan mengenai Harga Produk | 53% | 47% | 16 | 14 | 30 |
| 16 | Bonus produk (stiker, gantungan kunci) pada pembelian di Harga Tertentu | 60% | 40% | 18 | 12 | 30 |
| 17 | Diskon / Potongan Harga yang perusahaan berikan pada <i>Event-Event Tertentu</i> | 57% | 43% | 17 | 13 | 30 |
| 18 | Frekuensi Promosi yang dilakukan pada media cetak (Majalah Mode, Majalah Remaja) | 67% | 33% | 20 | 10 | 30 |
| 19 | Promosi melalui media elektronik (radio, tv, dll) | 83% | 17% | 25 | 5 | 30 |
| 20 | Keterbukaan perusahaan untuk kritik dan saran | 100% | 0% | 30 | 0 | 30 |
| 21 | Pemberitahuan sebelumnya bahwa akan diadakannya <i>Event-event</i> | 53% | 47% | 16 | 14 | 30 |
| 22 | Lokasi (Counter) penjualan yang mudah dijangkau | 60% | 40% | 18 | 12 | 30 |
| 23 | Cepatnya produk akan ada kembali di tempat penjualan (Counter), jika <i>stock</i> nya kosong | 53% | 47% | 16 | 14 | 30 |
| 24 | Lokasi (Counter) Penjualan yang mudah untuk ditemukan | 80% | 20% | 24 | 6 | 30 |

DATA MENTAH KUESIONER BAGIAN 2 (KEPENTINGAN)

| | | | | | | | | | | | | | | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 2 | 2 | 3 | 3 | 2 | 4 | 1 | 3 | 2 | 1 | 2 | 3 | 2 | 2 | 3 | 3 | 4 | 2 | 2 | 2 | 4 | 3 | 3 | 3 |
| 2 | 1 | 1 | 2 | 1 | 1 | 2 | 1 | 2 | 4 | 1 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 1 | 2 |
| 3 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 4 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 |
| 4 | 1 | 1 | 4 | 1 | 1 | 4 | 1 | 4 | 4 | 1 | 1 | 1 | 4 | 1 | 4 | 4 | 4 | 1 | 4 | 1 | 4 | 4 | 1 | 4 |
| 5 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 4 | 2 | 3 |
| 6 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 7 | 1 | 1 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 3 | 1 | 2 | 2 | 2 | 1 | 2 | 1 | 2 | 2 | 1 | 2 |
| 8 | 2 | 2 | 3 | 2 | 1 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 2 | 3 | 3 | 2 | 3 |
| 9 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 4 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 3 |
| 10 | 1 | 1 | 3 | 1 | 1 | 4 | 1 | 3 | 3 | 1 | 1 | 1 | 3 | 1 | 3 | 3 | 3 | 1 | 3 | 1 | 3 | 3 | 1 | 3 |
| 11 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 4 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 |
| 12 | 1 | 1 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 1 | 1 | 1 | 3 | 1 | 2 | 2 | 2 | 1 | 4 | 2 | 4 | 2 | 1 | 2 |
| 13 | 3 | 2 | 4 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 4 | 2 | 3 |
| 14 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 |
| 15 | 1 | 1 | 3 | 1 | 1 | 3 | 1 | 3 | 3 | 1 | 1 | 1 | 3 | 1 | 3 | 3 | 3 | 1 | 4 | 1 | 3 | 3 | 1 | 3 |
| 16 | 1 | 1 | 3 | 1 | 1 | 3 | 1 | 3 | 3 | 1 | 1 | 1 | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 1 | 3 | 3 | 1 | 3 |
| 17 | 2 | 2 | 3 | 2 | 2 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 4 | 1 | 3 |
| 18 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 4 | 3 | 2 | 3 |
| 19 | 3 | 1 | 2 | 3 | 3 | 2 | 3 | 4 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 1 | 2 | 2 | 3 | 2 |
| 20 | 3 | 1 | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 |
| 21 | 1 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 |
| 22 | 2 | 2 | 3 | 2 | 1 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 4 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 |
| 23 | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 1 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 24 | 2 | 1 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 |
| 25 | 3 | 1 | 4 | 1 | 1 | 4 | 2 | 4 | 4 | 1 | 1 | 1 | 4 | 1 | 4 | 4 | 4 | 1 | 4 | 1 | 4 | 4 | 1 | 4 |
| 26 | 1 | 2 | 3 | 2 | 2 | 3 | 1 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 4 | 3 | 2 | 3 |
| 27 | 2 | 3 | 4 | 2 | 2 | 3 | 2 | 3 | 3 | 1 | 1 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 |
| 28 | 1 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 |
| 29 | 2 | 2 | 3 | 2 | 2 | 2 | 1 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 4 | 3 | 2 | 3 |
| 30 | 1 | 1 | 3 | 1 | 1 | 3 | 1 | 3 | 3 | 1 | 1 | 1 | 2 | 1 | 3 | 3 | 3 | 1 | 3 | 1 | 3 | 3 | 1 | 3 |
| 31 | 2 | 2 | 4 | 2 | 2 | 4 | 2 | 4 | 4 | 2 | 2 | 1 | 4 | 2 | 4 | 4 | 4 | 2 | 4 | 2 | 4 | 4 | 2 | 4 |
| 32 | 3 | 1 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 1 | 4 | 3 | 4 | 4 | 3 | 4 |
| 33 | 1 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 1 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 |
| 34 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 1 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 |
| 35 | 1 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 4 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 |

| | | | | | | | | | | | | | | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 36 | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | |
| 37 | 2 | 2 | 4 | 2 | 1 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 4 | 3 | 2 | 3 |
| 38 | 1 | 1 | 3 | 1 | 1 | 4 | 1 | 3 | 3 | 1 | 1 | 1 | 4 | 1 | 3 | 3 | 3 | 1 | 3 | 1 | 3 | 3 | 1 | 3 |
| 39 | 2 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 1 | 3 | 3 | 2 | 3 |
| 40 | 1 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 1 | 3 | 2 | 3 | 3 | 3 | 1 | 3 | 2 | 3 | 2 | 2 | 3 |
| 41 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 4 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 4 | 2 | 3 | 3 | 2 | 3 |
| 42 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 3 |
| 43 | 2 | 3 | 3 | 3 | 3 | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 2 | 1 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 44 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 4 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 |
| 45 | 2 | 2 | 3 | 2 | 1 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 |
| 46 | 1 | 2 | 3 | 1 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 4 | 2 | 2 | 3 |
| 47 | 2 | 2 | 4 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 4 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 |
| 48 | 1 | 2 | 4 | 2 | 2 | 4 | 2 | 4 | 4 | 1 | 2 | 1 | 4 | 2 | 4 | 4 | 4 | 2 | 4 | 2 | 4 | 4 | 2 | 4 |
| 49 | 1 | 1 | 4 | 1 | 1 | 4 | 1 | 4 | 2 | 1 | 1 | 1 | 4 | 1 | 4 | 4 | 4 | 1 | 4 | 1 | 4 | 4 | 1 | 4 |
| 50 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 4 | 3 | 2 | 1 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 |
| 51 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 3 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 |
| 52 | 2 | 2 | 3 | 2 | 2 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 |
| 53 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 54 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 |
| 55 | 1 | 1 | 3 | 1 | 1 | 3 | 1 | 3 | 3 | 1 | 2 | 1 | 3 | 1 | 3 | 3 | 3 | 1 | 3 | 1 | 3 | 3 | 1 | 3 |
| 56 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 1 | 2 | 2 | 4 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 3 |
| 57 | 2 | 2 | 4 | 2 | 2 | 4 | 2 | 4 | 4 | 2 | 2 | 2 | 3 | 2 | 4 | 4 | 4 | 2 | 4 | 2 | 4 | 4 | 2 | 4 |
| 58 | 1 | 1 | 2 | 1 | 1 | 3 | 1 | 3 | 3 | 1 | 1 | 2 | 3 | 1 | 3 | 3 | 3 | 1 | 3 | 1 | 3 | 3 | 1 | 3 |
| 59 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 4 | 1 | 3 | 3 | 3 | 1 | 3 | 1 | 3 | 3 | 2 | 3 |
| 60 | 2 | 2 | 3 | 2 | 2 | 3 | 1 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 4 | 3 | 2 | 3 |
| 61 | 2 | 2 | 3 | 2 | 1 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 4 | 2 | 3 | 3 | 2 | 3 |
| 62 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 1 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 1 | 3 |
| 63 | 1 | 3 | 4 | 1 | 1 | 4 | 1 | 4 | 4 | 1 | 1 | 1 | 3 | 1 | 4 | 4 | 4 | 1 | 4 | 1 | 4 | 4 | 1 | 4 |
| 64 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 4 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 |
| 65 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 66 | 2 | 1 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 1 | 2 | 3 | 1 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 |
| 67 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 |
| 68 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 1 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 |
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| 104 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
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| 110 | 1 | 1 | 3 | 1 | 1 | 3 | 2 | 3 | 3 | 1 | 1 | 1 | 2 | 1 | 3 | 3 | 4 | 2 | 2 | 1 | 4 | 3 | 1 | 3 |

DATA MENTAH KUESIONER BAGIAN 2 (PERFORMANSI)

| | | | | | | | | | | | | | | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
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| 110 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 3 | 1 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |

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