

Lampiran 2. Kuisioner Tingkat Kepentingan Atribut

Petunjuk berilah tanda centang (V) pada salah satu jawaban yang sesuai dengan pendapat bapak/ibu/saudara/i.

Keterangan :

Sangat Penting	= 5	Kurang Penting	= 2
Penting	= 4	Tidak Penting	= 1
Cukup Penting	= 3		

No	Variabel	Atribut	5	4	3	2	1	Alasan
1	Produk	a. Merek						
		b. Desain Kemasan						
		c. Bentuk Kemasan						
		d. Tanggal Kadaluarsa						
		e. Komposisi						
		f. Kerenyahan						
		g. Rasa						
2	Harga	a. Harga Terjangkau						
		b. Kesesuaian dengan kualitas produk						
3	Promosi	Periklanan						
4	Distribusi	Kemudahan mendapat produk						

Lampiran 3. Kuisioner Tingkat Kinerja Antribut

Petunjuk berilah tanda centang (V) pada salah satu jawaban yang sesuai dengan pendapat bapak/ibu/saudara/i.

Keterangan

Sangat Puas	= 5	Kurang Puas	= 2
Puas	= 4	Tidak Puas	= 1
Cukup Puas	= 3		

No	Variabel	Atribut	5	4	3	2	1	Alasan
1	Produk	a. Bagaimanakah penilaian saudara terhadap Merek						
		b. Bagaimanakah penilaian saudara terhadap Desain Kemasan						
		c. Bagaimanakah penilaian saudara terhadap bentuk kemasan						
		d. Bagaimanakah penilaian saudara terhadap tanggal kadaluarsa						
		e. Bagaimanakah penilaian saudara terhadap komposisi						
		f. Bagaimanakah penilaian saudara terhadap kerenyahan						
		g. Bagaimanakah penilaian saudara terhadap rasa						
2	Harga	a. Bagaimanakah penilaian saudara terhadap harga yang ditawarkan						

		b. Bagaimanakah penilaian saudara terhadap kesesuaian harga dengan kualitas produk						
3	Promosi	Bagaimanakah penilaian saudara terhadap periklanan						
4	Distribusi	Bagaimanakah penilaian saudara terhadap kemudahan mendapat produk						



Lampiran 4. Data Tingkat Kepentingan

R	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	TOTAL
1	3	4	3	4	3	4	4	3	3	3	4	38
2	4	4	4	5	5	5	4	3	4	5	4	47
3	3	4	4	5	4	4	4	3	4	3	3	41
4	3	3	2	4	3	4	3	3	3	4	3	35
5	3	4	3	5	4	4	5	3	3	4	3	41
6	4	4	4	4	1	1	3	4	1	3	1	30
7	2	3	3	4	5	5	5	4	4	5	4	44
8	2	3	3	5	4	5	5	3	3	4	3	40
9	3	3	3	5	5	4	3	3	3	5	3	40
10	3	3	3	4	4	4	4	3	3	3	3	37
11	4	4	5	5	4	4	4	4	4	5	3	46
12	4	4	4	5	5	5	5	4	4	3	4	47
13	3	4	4	5	5	5	5	3	3	5	4	46
14	3	3	3	4	4	4	5	3	4	3	4	40
15	3	3	4	5	5	5	5	4	4	4	4	46
16	1	4	2	4	4	3	3	3	3	4	3	34
17	1	2	3	4	4	4	3	3	3	4	3	34
18	4	4	4	5	5	4	4	4	4	5	3	46
19	4	4	5	5	5	5	5	5	4	4	4	50
20	5	4	3	2	1	5	3	3	2	3	1	32
21	5	5	4	3	2	5	4	4	2	5	5	44
22	3	4	4	4	4	4	5	3	3	3	4	41
23	5	5	5	4	3	3	5	2	5	4	3	44
24	4	5	5	5	5	5	5	4	4	4	4	50
25	4	3	2	4	2	3	2	4	3	2	4	33
26	5	5	5	4	4	4	4	3	3	3	4	44
27	4	4	5	3	4	4	5	5	4	4	5	47
28	3	5	5	5	4	4	5	5	4	4	3	47
29	2	2	2	3	2	3	5	4	2	5	4	34
30	5	5	5	5	5	5	5	4	4	5	1	49
31	4	4	4	4	4	4	4	3	3	3	3	40
32	4	5	4	4	4	3	4	3	3	3	2	39
33	4	4	4	3	4	4	3	3	4	3	3	39
34	4	5	4	3	4	4	4	4	4	5	3	44
35	5	5	5	5	5	5	5	5	5	5	5	55
36	4	5	5	5	5	4	5	5	5	4	4	51
37	5	5	5	5	5	5	3	3	3	4	3	46
38	4	4	4	4	5	4	5	5	5	5	4	49
39	4	4	4	4	5	4	5	5	5	5	4	49
40	5	3	5	5	5	5	5	5	5	5	5	53
Total	145	158	155	171	161	166	170	147	142	160	137	

Lampiran 5. Data Tingkat Kinerja

R	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	TOTAL
1	4	4	4	4	3	4	3	3	3	3	3	38
2	3	4	3	5	4	4	4	3	4	3	4	41
3	3	4	4	5	4	4	3	3	3	2	3	38
4	3	3	3	4	4	4	3	3	3	2	2	34
5	3	3	3	4	3	3	3	3	3	2	2	32
6	2	2	2	2	4	4	4	2	3	2	1	28
7	3	3	3	3	3	4	4	2	2	2	2	31
8	2	3	2	4	4	4	3	3	3	2	2	32
9	3	3	3	4	3	3	3	3	3	3	3	34
10	3	3	3	3	3	3	3	3	3	2	2	31
11	3	3	4	4	5	4	4	3	3	3	3	39
12	3	3	5	4	4	4	4	3	4	3	3	40
13	3	3	4	5	5	4	4	3	3	3	4	41
14	3	3	4	4	4	4	5	4	4	3	3	41
15	4	4	4	5	5	5	4	3	3	3	3	43
16	2	2	2	4	4	3	3	3	3	1	1	28
17	3	2	2	4	3	3	3	3	3	1	2	29
18	3	3	3	4	4	4	3	3	3	3	3	36
19	4	3	4	5	5	5	5	5	5	4	4	49
20	4	3	5	1	3	4	1	5	3	2	4	35
21	1	3	2	3	4	4	5	5	5	5	5	42
22	3	3	4	3	4	5	4	3	3	3	3	38
23	4	4	3	3	4	3	3	3	2	3	3	35
24	4	4	5	5	5	5	5	4	5	4	4	50
25	1	2	3	4	3	2	5	3	2	4	2	31
26	5	5	5	5	5	5	4	3	3	3	3	46
27	3	3	4	4	5	5	5	5	4	4	3	45
28	3	4	3	4	4	5	4	4	4	3	4	42
29	3	4	4	2	5	4	5	3	3	1	1	35
30	3	3	3	3	4	2	1	5	4	3	4	35
31	4	4	4	4	4	4	4	4	4	4	4	44
32	2	4	3	2	4	4	4	4	2	4	4	37
33	3	4	4	3	4	4	4	4	3	4	3	40
34	4	4	4	3	4	3	4	4	4	4	4	42
35	3	4	4	4	5	4	4	3	5	4	4	44
36	3	4	3	5	4	4	5	5	5	5	5	48
37	4	5	5	5	5	4	4	4	4	5	4	49
38	4	4	4	4	3	5	4	4	5	5	5	47
39	3	4	4	4	2	4	4	4	4	5	4	42
40	5	4	4	4	3	4	4	4	4	5	4	45
Total	126	137	142	152	158	157	151	141	139	127	127	

Lampiran 6. Kontrol Konsumen Terhadap Tingkat Kepuasan

R	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11
1	2	2	2	2	2	2	2	2	2	2	2
2	2	2	2	3	3	2	1	1	2	2	2
3	2	2	2	2	2	2	2	1	2	3	2
4	2	2	1	2	2	2	2	2	2	2	2
5	2	2	2	2	2	2	2	2	2	2	2
6	2	2	2	2	1	1	2	2	1	2	1
7	1	2	2	2	3	3	2	2	2	2	2
8	1	2	2	3	2	3	2	2	2	1	2
9	2	2	2	3	3	2	2	2	2	3	2
10	2	2	2	2	2	2	2	2	2	2	2
11	2	2	3	3	2	2	3	2	2	1	2
12	2	2	2	3	3	3	3	2	2	2	2
13	2	2	2	3	3	3	3	2	2	2	2
14	2	2	2	2	2	2	2	3	2	2	2
15	2	2	2	2	2	2	2	3	2	3	2
16	1	2	1	2	2	2	1	3	2	3	3
17	1	1	2	2	2	2	2	2	2	2	2
18	2	2	2	3	3	2	2	2	2	2	2
19	2	2	3	3	3	3	3	3	2	2	2
20	3	2	2	1	1	3	1	2	1	3	3
21	3	2	2	2	1	3	1	2	1	2	1
22	2	2	2	2	2	2	2	2	1	2	1
23	3	3	3	2	2	2	1	2	3	2	1
24	2	3	3	2	2	3	1	2	3	1	3
25	2	2	1	2	1	2	1	2	2	1	2
26	3	3	3	2	1	2	1	2	3	1	2
27	2	2	3	2	1	2	2	2	2	1	2
28	2	3	3	3	2	2	3	3	2	2	2
29	1	1	1	2	2	2	3	2	2	2	3
30	3	3	3	3	2	3	1	2	2	2	3
31	2	2	2	2	2	2	2	2	2	2	2
32	2	3	2	2	2	2	2	2	2	2	1
33	2	2	2	2	2	2	2	2	2	2	2
34	2	3	2	2	2	2	2	2	2	3	2
35	3	3	2	3	2	3	3	2	2	2	2
36	2	3	3	3	3	2	2	2	3	2	2
37	3	3	3	3	3	3	2	3	3	2	2
38	2	2	2	2	3	2	2	3	3	3	3
39	2	2	2	2	3	2	2	3	2	3	2
40	3	2	3	3	1	2	5	3	2	3	2

	Tingkat Kepuasan		
Kategori	Sangat Puas	Puas	Tidak Puas
Jumlah	102	291	47

Lapiran 7. Uji Validitas Tingkat Kepentingan

Correlations

		A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	Total
A1	Pearson Correlation	1	.640**	.658**	-.027	-.014	.182	.049	.238	.241	.028	.009	.464**
	Sig. (2-tailed)		.000	.000	.868	.934	.260	.764	.138	.134	.865	.955	.003
	N	40	40	40	40	40	40	40	40	40	40	40	40
A2	Pearson Correlation	.640**	1	.683**	.099	.137	.084	.157	.123	.231	.035	-.097	.468**
	Sig. (2-tailed)	.000		.000	.545	.401	.608	.334	.451	.152	.832	.551	.002
	N	40	40	40	40	40	40	40	40	40	40	40	40
A3	Pearson Correlation	.658**	.683**	1	.351*	.429**	.279	.435**	.397*	.505**	.212	.138	.771**
	Sig. (2-tailed)	.000	.000		.026	.006	.082	.005	.011	.001	.189	.395	.000
	N	40	40	40	40	40	40	40	40	40	40	40	40
A4	Pearson Correlation	-.027	.099	.351*	1	.663**	.288	.310	.141	.384*	.224	.110	.524**
	Sig. (2-tailed)	.868	.545	.026		.000	.071	.051	.385	.014	.165	.497	.001
	N	40	40	40	40	40	40	40	40	40	40	40	40
A5	Pearson Correlation	-.014	.137	.429**	.663**	1	.545**	.467**	.258	.698**	.417**	.339*	.748**
	Sig. (2-tailed)	.934	.401	.006	.000		.000	.002	.109	.000	.007	.032	.000
	N	40	40	40	40	40	40	40	40	40	40	40	40
A6	Pearson Correlation	.182	.084	.279	.288	.545**	1	.371*	.147	.353*	.351*	.358*	.593**
	Sig. (2-tailed)	.260	.608	.082	.071	.000		.018	.367	.025	.027	.023	.000
	N	40	40	40	40	40	40	40	40	40	40	40	40
A7	Pearson Correlation	.049	.157	.435**	.310	.467**	.371*	1	.400*	.522**	.370*	.412**	.669**
	Sig. (2-tailed)	.764	.334	.005	.051	.002	.018		.010	.001	.019	.008	.000
	N	40	40	40	40	40	40	40	40	40	40	40	40
A8	Pearson Correlation	.238	.123	.397*	.141	.258	.147	.400*	1	.436**	.388*	.394*	.583**
	Sig. (2-tailed)	.138	.451	.011	.385	.109	.367	.010		.005	.013	.012	.000
	N	40	40	40	40	40	40	40	40	40	40	40	40
A9	Pearson Correlation	.241	.231	.505**	.384*	.698**	.353*	.522**	.436**	1	.345*	.409**	.778**
	Sig. (2-tailed)	.134	.152	.001	.014	.000	.025	.001	.005		.029	.009	.000
	N	40	40	40	40	40	40	40	40	40	40	40	40
A10	Pearson Correlation	.028	.035	.212	.224	.417**	.351*	.370*	.388*	.345*	1	.238	.534**
	Sig. (2-tailed)	.865	.832	.189	.165	.007	.027	.019	.013	.029		.140	.000
	N	40	40	40	40	40	40	40	40	40	40	40	40
A11	Pearson Correlation	.009	-.097	.138	.110	.339*	.358*	.412**	.394*	.409**	.238	1	.503**
	Sig. (2-tailed)	.955	.551	.395	.497	.032	.023	.008	.012	.009	.140		.001
	N	40	40	40	40	40	40	40	40	40	40	40	40
Total	Pearson Correlation	.464**	.468**	.771**	.524**	.748**	.593**	.669**	.583**	.778**	.534**	.503**	1
	Sig. (2-tailed)	.003	.002	.000	.001	.000	.000	.000	.000	.000	.000	.001	
	N	40	40	40	40	40	40	40	40	40	40	40	40

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

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

Lampiran 8. Uji Validitas Tingkat Kinerja

Correlations

	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	Total
A1 Pearson Correlation	1	.614**	.668**	.252	.125	.367*	-.114	.140	.208	.179	.307	.530**
Sig. (2-tailed)		.000	.000	.117	.442	.020	.482	.389	.197	.269	.054	.000
N	40	40	40	40	40	40	40	40	40	40	40	40
A2 Pearson Correlation	.614**	1	.574**	.263	.256	.416**	.175	.213	.271	.477**	.519**	.690**
Sig. (2-tailed)	.000		.000	.101	.110	.008	.281	.186	.091	.002	.001	.000
N	40	40	40	40	40	40	40	40	40	40	40	40
A3 Pearson Correlation	.668**	.574**	1	.194	.303	.446**	.153	.231	.252	.334*	.363*	.648**
Sig. (2-tailed)	.000	.000		.230	.057	.004	.346	.151	.116	.035	.021	.000
N	40	40	40	40	40	40	40	40	40	40	40	40
A4 Pearson Correlation	.252	.263	.194	1	.292	.257	.314*	-.026	.357*	.263	.235	.508**
Sig. (2-tailed)	.117	.101	.230		.068	.109	.049	.873	.024	.102	.144	.001
N	40	40	40	40	40	40	40	40	40	40	40	40
A5 Pearson Correlation	.125	.256	.303	.292	1	.422**	.365*	.082	.222	.038	.073	.437**
Sig. (2-tailed)	.442	.110	.057	.068		.007	.021	.614	.168	.814	.656	.005
N	40	40	40	40	40	40	40	40	40	40	40	40
A6 Pearson Correlation	.367*	.416**	.446**	.257	.422**	1	.437**	.147	.361*	.248	.302	.623**
Sig. (2-tailed)	.020	.008	.004	.109	.007		.005	.365	.022	.122	.059	.000
N	40	40	40	40	40	40	40	40	40	40	40	40
A7 Pearson Correlation	-.114	.175	.153	.314*	.365*	.437**	1	.090	.348*	.460**	.142	.505**
Sig. (2-tailed)	.482	.281	.346	.049	.021	.005		.579	.028	.003	.380	.001
N	40	40	40	40	40	40	40	40	40	40	40	40
A8 Pearson Correlation	.140	.213	.231	-.026	.082	.147	.090	1	.610**	.582**	.692**	.567**
Sig. (2-tailed)	.389	.186	.151	.873	.614	.365	.579		.000	.000	.000	.000
N	40	40	40	40	40	40	40	40	40	40	40	40
A9 Pearson Correlation	.208	.271	.252	.357*	.222	.361*	.348*	.610**	1	.576**	.654**	.727**
Sig. (2-tailed)	.197	.091	.116	.024	.168	.022	.028	.000		.000	.000	.000
N	40	40	40	40	40	40	40	40	40	40	40	40
A10 Pearson Correlation	.179	.477**	.334*	.263	.038	.248	.460**	.582**	.576**	1	.793**	.764**
Sig. (2-tailed)	.269	.002	.035	.102	.814	.122	.003	.000	.000		.000	.000
N	40	40	40	40	40	40	40	40	40	40	40	40
A11 Pearson Correlation	.307	.519**	.363*	.235	.073	.302	.142	.692**	.654**	.793**	1	.772**
Sig. (2-tailed)	.054	.001	.021	.144	.656	.059	.380	.000	.000	.000		.000
N	40	40	40	40	40	40	40	40	40	40	40	40
Total Pearson Correlation	.530**	.690**	.648**	.508**	.437**	.623**	.505**	.567**	.727**	.764**	.772**	1
Sig. (2-tailed)	.000	.000	.000	.001	.005	.000	.001	.000	.000	.000	.000	
N	40	40	40	40	40	40	40	40	40	40	40	40

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

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

Lampiran 9. Uji Realibilitas Tingkat Kepentingan

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.750	12

Berdasarkan hasil Uji Reliability Test berikut diperoleh hasil bahwa nilai reliabilitas pada tingkat kepentingan sebesar 750. Hal tersebut menunjukkan bahwa pada variabel tingkat kepentingan produk *egg roll* “DONNA” tersebut memiliki nilai kepercayaan yang valid karena nilai $r\text{-tabel} < r\text{-hitung}$ dengan tingkat signifikansi sebesar 5% pada $n = 40$.

Lampiran 10. Uji realibilitas Tingkat Kinerja

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.753	12

Berdasarkan hasil Uji Reliability Test berikut diperoleh hasil bahwa nilai reliabilitas pada tingkat kinerja sebesar 753. Hal tersebut menunjukkan bahwa pada variabel tingkat kinerja produk *egg roll* “DONNA” tersebut memiliki nilai kepercayaan yang valid karena nilai $r\text{-tabel} < r\text{-hitung}$ dengan tingkat signifikasi sebesar 5% pada $n = 40$.

Lampiran 11. Perhitungan Nilai Interval

1. Range tingkat kesesuaian (skor tingkat kinerja (*performance*) dengan skor tingkat kepentingan (*importance*)).

Besar range untuk tiap kelas adalah = $\frac{\text{skor tertinggi} - \text{skor terendah}}{4}$

$$\text{Jadi } \frac{100-0}{4} = 25$$

- | | |
|---------|-----------------|
| 0-25 | = Tidak Sesuai |
| 26-50 | = Kurang Sesuai |
| 51-75 | = Cukup Sesuai |
| 76-99,9 | = Sesuai |
| ≥100 | = Sangat Sesuai |

2. Rentang kepuasan berkisar dari 0% - 100%, yaitu kepuasan tertinggi dicapai bila CSI menunjukkan nilai 100%. Rentang skala pada penelitian ini dihitung sebagai berikut:

$$\text{Jadi } \frac{100\% - 0\%}{5} = 20\%$$

- | | |
|--------|---------------------|
| 0-20 | = Sangat Tidak Puas |
| 20-40 | = Tidak Puas |
| 40-60 | = Cukup Puas |
| 60-80 | = Puas |
| 80-100 | = Sangat Puas |

