

Lampiran 1:

Pengantar Kuesioner



Pengantar Kuesioner



Implementasi Strategi Bersaing Dalam Perencanaan Usaha Macarina Jember

Kepada Yth.

Sdr/i. Konsumen & Karyawan “Macarina Jember”

di tempat

Berkaitan dengan kegiatan penelitian yang saya lakukan dengan judul “Implementasi Strategi Bersaing Dalam Perencanaan Usaha Macarina Jember”. sebagai salah satu syarat untuk memperoleh gelar Sarjana Ekonomi pada Universitas Muhammadiyah Jember, maka dengan ini saya mengharapkan bantuan saudara untuk mengisi daftar Pernyataan yang saya sertakan di bawah ini.

Agar memperoleh masukan yang berarti, saya berharap kuesioner ini diisi dengan keadaan yang sebenarnya. Semua sumber dan data yang diperoleh dijamin kerahasiaannya.

Atas perhatian dan bantuannya saya mengucapkan banyak terima kasih.

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**DAFTAR PERTANYAAN WAWANCARA INFORMAN KUNCI
(Pemilik Macarina JEMBER)**

Pernyataan digunakan untuk menyusun data skripsi pada program stars 1 (S1)
Fakultas Ekonomi Manajemen yang di ajukan peneliti.

- a. Petunjuk Pengisian
 - Baca dan pahami setiap pernyataan dan seksama
 - Isi jawaban dengan jelas
- b. Identitas Responden
 - No Responden :
 - Jenis kelamin :

1. Sebutkan Visi dan Misi Macarina JEMBER ?

Dilihat dari faktor Internal perusahaan :

1. Menurut Bapak hal-hal apa saja yang menjadi kekuatan perusahaan ?
2. Menurut Bapak hal-hal apa saja yang menjadi kelemahan perusahaan ?

Dilihat dari faktor Eksternal perusahaan :

1. Menurut Bapak hal-hal apa saja yang menjadi peluang perusahaan ?
2. Menurut Bapak hal-hal apa saja yang menjadi ancaman perusahaan ?

Pertanyaan wawancara untuk perusahaan :

1. Apa produk yang tersedia sudah berlabel halal ?
2. Bagaimana dengan penampilan karyawan Macarina Jember ?
3. Bagaimana strategi penetapan harga yang diterapkan pada Macarina Jember ?
4. Strategi bisnis apa yang diterapkan Macarina Jember dalam menghadapi persaingan selama ini?
5. Bentuk promosi seperti apa yang telah dilakukan Macarina Jember dalam mengembangkan pasarnya selama ini ?
6. Menurut anda bagaimana lokasi usaha Macarina Jember?
7. Menurut anda siapa sajakah pesaing utama perusahaan ?
8. Bagaimana Macarina Jember menghadapi permainan harga dari pesaing ?
9. Menurut anda bagaimana menjaga sebuah kepercayaan terhadap konsumen?
10. Menurut anda bagaimana suasana Macarina Jember?
11. Menurut anda bagaimana peluang agar Usaha bisa berkembang ?

**DAFTAR PERTANYAAN WAWANCARA INFORMAN UTAMA
(KARYAWAN MACARINA JEMBER)**

Pernyataan digunakan untuk menyusun data skripsi pada program sarjana 1 (S1)
Fakultas Ekonomi Manajemen yang diajukan peneliti.

a. Petunjuk Pengisian

- Baca dan pahami setiap pernyataan dan seksama
- Isi jawaban dengan jelas

b. Identitas Responden

- No Responden :
- Jenis kelamin :

1. Bagaimana dengan produk yang ada sudah berlabel halal ?
2. Bagaimana cara menanggapi permainan harga dari pesaing ?
3. Bagaimana promosi yang diberlakukan pemilik usaha, apakah berjalan dengan baik ?
4. Bagaimana karyawan menjaga kerapian seragam ?
5. Bagaimana pelayanan yang di terapkan oleh Macarina Jember?
6. Bagaimana karyawan membuat suasana toko menjadi nyaman untuk berbelanja ?
7. Seberapa tanggapkah karyawan terhadap konsumen ?

LAMPIRAN BOBOT DAN RATING

Penilaian Ranting dan Bobot Pada Setiap Faktor Internal dan Eksternal Do Caffe Jember

Penilaian Rating :

Berilah nilai 1 sampai dengan 4 pada setiap faktor internal dan eksternal perusahaan sesuai dengan keterangan berikut ini :

Rating Keterangan

| | |
|---|-------------|
| 4 | Sangat kuat |
| 3 | Kuat |
| 2 | Rata-rata |
| 1 | Lemah |

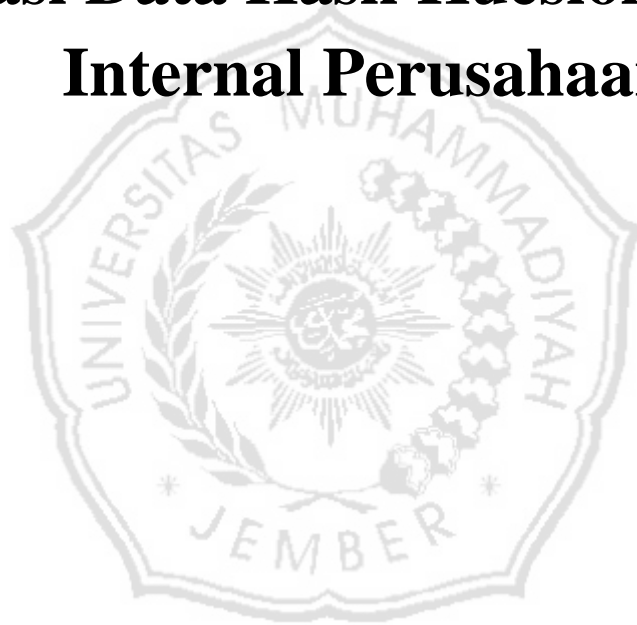
Variabel yang bersifat positif (semua kategori yang masuk dalam kekuatan dan peluang) diberi nilai 1 sampai dengan 4 dengan membandingkan rata-rata dengan pesaing utama. Sedangkan variabel yang bersifat negatif kebalikannya jika kelemahan dan ancaman besar sekali (dibanding dengan rata-rata pesaing sejenis) nilainya adalah 1, sedangkan jika nilai ancaman kecil/dibawah rata-rata pesaing-pesaingnya nilainya 4.

Penilaian Bobot :

Berilah nilai 1 sampai dengan 4 pada setiap faktor internal dan eksternal perusahaan sesuai dengan keterangan berikut :

| | |
|---|----------------|
| 4 | Sangat penting |
| 3 | Penting |
| 2 | Rata-rata |
| 1 | Tidak Penting |

Lampiran 2:
Tabulasi Data Hasil Kuesioner Untuk
Internal Perusahaan



Tabel Tabulasi Data Hasil Kuisisioner Internal Perusahaan (Kekuatan) dan (Kelemahan)

| No | Kekuatan (Strenght) | | | | | | | Kelemahan (<i>Weakness</i>) | | | | |
|-----------------|---------------------|----|----|----|----|----|----|-------------------------------|----|----|----|----|
| | S1 | S2 | S3 | S4 | S5 | S6 | S7 | W1 | W2 | W3 | W4 | W5 |
| 1 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 4 | 4 |
| 2 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 |
| 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 2 | 3 | 2 | 2 | 2 |
| 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 |
| 5 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 |
| 6 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 2 | 4 |
| 7 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 2 | 2 | 3 | 4 | 4 |
| 8 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 2 |
| 9 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 |
| Kategori | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |

Keterangan:

Pemberian kategori nilai:

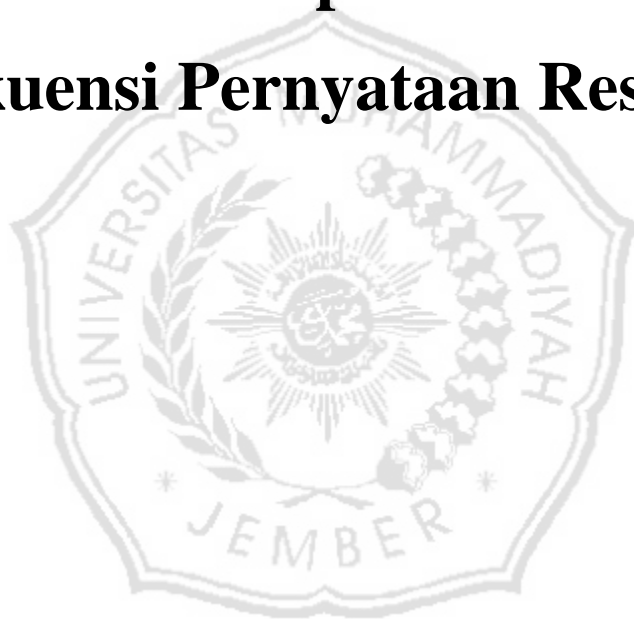
- 0 – 1,4 = 1
- 1,5 – 2,4 = 2
- 2,5 – 3,4 = 3
- 3,5 – 4 = 4

Pemberian nilai kategori untuk setiap indikator:

- S1 = 3,444 → 3
- S2 = 3,667 → 4
- S3 = 3,444 → 3
- S4 = 3,556 → 4
- S5 = 3,667 → 4
- S6 = 3,444 → 3
- S7 = 3,444 → 3
- W1 = 3,000 → 3
- W2 = 3,222 → 3
- W3 = 3,111 → 3
- W4 = 3,222 → 3
- W5 = 3,444 → 3



Lampiran 3:
Frekuensi Pernyataan Responden



1. Kekuatan (Strenght)

```
FREQUENCIES VARIABLES=S1 S2 S3 S4 S5 S6 S7
/STATISTICS=MAXIMUM
/ORDER=ANALYSIS.
```

Frequencies

| Notes | |
|------------------------|--|
| Output Created | 30-APR-2015 15:18:07 |
| Comments | |
| Input | Active Dataset Filter Weight Split File N of Rows in Working Data File |
| Missing Value Handling | Definition of Missing Cases Used |
| Syntax | |
| Resources | Processor Time Elapsed Time |

DataSet1
<none>
<none>
<none>
9
User-defined missing values are treated as missing.
Statistics are based on all cases with valid data.
FREQUENCIES
VARIABLES=S1 S2 S3 S4 S5 S6 S7
/STATISTICS=MAXIMUM
/ORDER=ANALYSIS.
00:00:00.00
00:00:00.00

[DataSet1]

Statistics

| | S1 | S2 | S3 | S4 | S5 | S6 | S7 |
|---------|----|----|----|----|----|----|----|
| N Valid | 9 | 9 | 9 | 9 | 9 | 9 | 9 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Maximum | 4 | 4 | 4 | 4 | 4 | 4 | 4 |

Frequency Table

S1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 5 | 55.6 | 55.6 | 55.6 |
| Valid 4 | 4 | 44.4 | 44.4 | 100.0 |
| Total | 9 | 100.0 | 100.0 | |

S2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 3 | 33.3 | 33.3 | 33.3 |
| Valid 4 | 6 | 66.7 | 66.7 | 100.0 |
| Total | 9 | 100.0 | 100.0 | |

S3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 5 | 55.6 | 55.6 | 55.6 |
| Valid 4 | 4 | 44.4 | 44.4 | 100.0 |
| Total | 9 | 100.0 | 100.0 | |

S4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 4 | 44.4 | 44.4 | 44.4 |
| Valid 4 | 5 | 55.6 | 55.6 | 100.0 |
| Total | 9 | 100.0 | 100.0 | |

S5

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 3 | 33.3 | 33.3 | 33.3 |
| Valid 4 | 6 | 66.7 | 66.7 | 100.0 |
| Total | 9 | 100.0 | 100.0 | |

S6

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 3 | 5 | 55.6 | 55.6 | 55.6 |
| Valid 4 | 4 | 44.4 | 44.4 | 100.0 |
| Total | 9 | 100.0 | 100.0 | |

S7

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 3 | 5 | 55.6 | 55.6 | 55.6 |
| Valid 4 | 4 | 44.4 | 44.4 | 100.0 |
| Total | 9 | 100.0 | 100.0 | |

2. Kelemahan (Weakness)

```
FREQUENCIES VARIABLES=W1 W2 W3 W4 W5
/STATISTICS=MINIMUM
/ORDER=ANALYSIS.
```

Frequencies

Notes

| | | |
|------------------------|--|--|
| Output Created | | 30-APR-2015 15:28:38 |
| Comments | | |
| Input | Active Dataset Filter Weight Split File N of Rows in Working Data File | DataSet1 <none> <none> <none> 9 |
| Missing Value Handling | Definition of Missing Cases Used | User-defined missing values are treated as missing. Statistics are based on all cases with valid data. FREQUENCIES VARIABLES=W1 W2 W3 W4 W5 |
| Syntax | | /STATISTICS=MINIMUM /ORDER=ANALYSIS. |
| Resources | Processor Time Elapsed Time | 00:00:00.02 00:00:00.02 |

[DataSet1]

Statistics

| | | W1 | W2 | W3 | W4 | W5 |
|---------|---------|----|----|----|----|----|
| N | Valid | 9 | 9 | 9 | 9 | 9 |
| | Missing | 0 | 0 | 0 | 0 | 0 |
| Minimum | | 2 | 2 | 2 | 2 | 2 |

Frequency Table

W1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 2 | 22.2 | 22.2 | 22.2 |
| | 3 | 5 | 55.6 | 55.6 | 77.8 |
| | 4 | 2 | 22.2 | 22.2 | 100.0 |
| | Total | 9 | 100.0 | 100.0 | |

W2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 2 | 22.2 | 22.2 | 22.2 |
| | 3 | 3 | 33.3 | 33.3 | 55.6 |
| | 4 | 4 | 44.4 | 44.4 | 100.0 |
| | Total | 9 | 100.0 | 100.0 | |

W3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 2 | 22.2 | 22.2 | 22.2 |
| | 3 | 4 | 44.4 | 44.4 | 66.7 |
| | 4 | 3 | 33.3 | 33.3 | 100.0 |
| | Total | 9 | 100.0 | 100.0 | |

W4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 2 | 22.2 | 22.2 | 22.2 |
| | 3 | 3 | 33.3 | 33.3 | 55.6 |
| | 4 | 4 | 44.4 | 44.4 | 100.0 |
| | Total | 9 | 100.0 | 100.0 | |

W5

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 2 | 22.2 | 22.2 | 22.2 |
| 3 | 1 | 11.1 | 11.1 | 33.3 |
| Valid 4 | 6 | 66.7 | 66.7 | 100.0 |
| Total | 9 | 100.0 | 100.0 | |



3. Peluang (Opportunity)

```
FREQUENCIES VARIABLES=O1 O2 O3 O4 O5
  /STATISTICS=MAXIMUM
  /ORDER=ANALYSIS.
```

Frequencies

Notes

| | | |
|------------------------|--------------------------------|--|
| Output Created | | 30-APR-2015 15:15:02 |
| Comments | | |
| Input | Active Dataset | DataSet2 |
| | Filter | <none> |
| | Weight | <none> |
| | Split File | <none> |
| | N of Rows in Working Data File | 40 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| | Cases Used | Statistics are based on all cases with valid data. |
| Syntax | | FREQUENCIES VARIABLES=O1 O2 O3 O4 O5 /STATISTICS=MAXIMUM /ORDER=ANALYSIS. |
| Resources | Processor Time | 00:00:00.02 |
| | Elapsed Time | 00:00:00.02 |

[DataSet2]

Statistics

| | | O1 | O2 | O3 | O4 | O5 |
|---------|---------|----|----|----|----|----|
| N | Valid | 40 | 40 | 40 | 40 | 40 |
| | Missing | 0 | 0 | 0 | 0 | 0 |
| Maximum | | 4 | 4 | 4 | 4 | 4 |

O4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 21 | 52.5 | 52.5 | 52.5 |
| Valid 4 | 19 | 47.5 | 47.5 | 100.0 |
| Total | 40 | 100.0 | 100.0 | |

Frequency Table**O1**

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 1 | 2.5 | 2.5 | 2.5 |
| Valid 3 | 17 | 42.5 | 42.5 | 45.0 |
| Valid 4 | 22 | 55.0 | 55.0 | 100.0 |
| Total | 40 | 100.0 | 100.0 | |

O2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 2 | 5.0 | 5.0 | 5.0 |
| Valid 3 | 14 | 35.0 | 35.0 | 40.0 |
| Valid 4 | 24 | 60.0 | 60.0 | 100.0 |
| Total | 40 | 100.0 | 100.0 | |

O3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 19 | 47.5 | 47.5 | 47.5 |
| Valid 4 | 21 | 52.5 | 52.5 | 100.0 |
| Total | 40 | 100.0 | 100.0 | |

O5

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 20 | 50.0 | 50.0 | 50.0 |
| Valid 4 | 20 | 50.0 | 50.0 | 100.0 |
| Total | 40 | 100.0 | 100.0 | |

4. Ancaman (Threat)

```

GET DATA /TYPE=XLSX
  /FILE='D:\YUDI\YUDI\rekap kuesiomer\rifan.xlsx'
  /SHEET=name 'Sheet1'
  /CELLRANGE=full
  /READNAMES=on
  /ASSUMEDSTRWIDTH=32767.
EXECUTE.
DATASET NAME DataSet1 WINDOW=FRONT.
FREQUENCIES VARIABLES=T1 T2 T3 T4
  /STATISTICS=MAXIMUM
  /ORDER=ANALYSIS.

```

Frequencies

Notes

| | | |
|------------------------|--|--|
| Output Created | | 02-MAY-2015 16:18:53 |
| Comments | | |
| Input | Active Dataset Filter Weight Split File N of Rows in Working Data File | DataSet1 <none> <none> <none> 40 |
| Missing Value Handling | Definition of Missing Cases Used | User-defined missing values are treated as missing. Statistics are based on all cases with valid data. FREQUENCIES VARIABLES=T1 T2 T3 T4 /STATISTICS=MAXIMUM /ORDER=ANALYSIS. |
| Syntax | | |
| Resources | Processor Time Elapsed Time | 00:00:00.00 00:00:00.00 |

[DataSet1]

Statistics

| | | T1 | T2 | T3 | T4 |
|---------|---------|----|----|----|----|
| N | Valid | 40 | 40 | 40 | 40 |
| | Missing | 0 | 0 | 0 | 0 |
| Maximum | | 4 | 4 | 4 | 4 |

Frequency Table

T1

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 3 | 7.5 | 7.5 | 7.5 |
| Valid 3 | 22 | 55.0 | 55.0 | 62.5 |
| Valid 4 | 15 | 37.5 | 37.5 | 100.0 |
| Total | 40 | 100.0 | 100.0 | |

T2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 2 | 5.0 | 5.0 | 5.0 |
| Valid 3 | 18 | 45.0 | 45.0 | 50.0 |
| Valid 4 | 20 | 50.0 | 50.0 | 100.0 |
| Total | 40 | 100.0 | 100.0 | |

T3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 4 | 10.0 | 10.0 | 10.0 |
| Valid 3 | 16 | 40.0 | 40.0 | 50.0 |
| Valid 4 | 20 | 50.0 | 50.0 | 100.0 |
| Total | 40 | 100.0 | 100.0 | |

T4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 2 | 5.0 | 5.0 | 5.0 |
| Valid 3 | 12 | 30.0 | 30.0 | 35.0 |
| Valid 4 | 26 | 65.0 | 65.0 | 100.0 |
| Total | 40 | 100.0 | 100.0 | |

Lampiran 4:

Dokumentasi Penelitian



