**KUESIONER**

1. **Identitas Peneliti**

Nama : Husna Ulfah

NPM : 163114444

Alamat : Jl. Sakti Lubis Gg. Pegawai No. 9

Program Studi : Manajemen

Fakultas : Ekonomi

Asal Perguruan Tinggi : Universitas Muslim Nusantara (UMN) Al Washliyah Medan

Judul Skripsi : Pengaruh Bonus Pack Dan Kualitas Produk Terhadap Keputusan Pembelian Pada PT. Alamjaya Wirasentosa Tg. Morawa Deli Serdang Sumatera Utara

Saya adalah mahasiswa Universitas Muslim Nusantara Al Washliyah Fakultas Ekonomi Jurusan Manajemen yang sedang melakukan penelitian tentang “Pengaruh Bonus Pack Dan Kualitas Produk Terhadap Keputusan Pembelian Pada PT. Alamjaya Wirasentosa Tg. Morawa Deli Serdang Sumatera Utara”.

Data dan informasi yang Abang/Kakak/Adik berikan merupakan hal yang sangat berharga. Oleh karena itu, partisipasi dan kesediaan Abang/Kakak/Adik dalam menjawab kuesioner ini sangat saya hargai.

Akhir kata, saya ucapkan terima kasih kepada responden yang telah besedia meluangkan waktunya untuk mengisi kuesioner ini.

Medan, Desember 2020 Peneliti,

Husna Ulfah NPM :163114444

1. **Identitas Responden**
2. Nama Responden :
3. Jenis Kelamin : Laki-laki Perempuan
4. Umur : Tahun
5. pendidikan : SMA Diploma/D3

Sarjana/S1 Pasca Sarjana/S2

1. **Petunjuk Pengisian Kuesioner**

Berikan tanda *checklist* (✓) pada salah satu jawaban yang paling sesuai dengan pendapat anda.

Sangat Tidak Setuju (STS)

Tidak Setuju (TS)

Kurang Setuju (KS)

Setuju (S)

Sangat Setuju (SS)

1. **Daftar pernyataan kuisioner**
   1. **Bonus Pack ( X1 )**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **NO** | **Pernyataan** | **STS**  **1** | **TS**  **2** | **KS**  **3** | **S**  **4** | **SS**  **5** |
| 1. | Konsumen akan tertarik jika produk ditawarkan dengan diskon yang menarik |  |  |  |  |  |
| 2. | Konsumen sangat terbantu dengan adanya paket diskon suatu produk |  |  |  |  |  |
| 3. | Kelebihan produk yang dibeli akan dikonsumsi diwaktu yang akan datang |  |  |  |  |  |
| 4. | Konsumen mencari paket diskon diantara produk sejenis |  |  |  |  |  |
| 5. | Meskipun diskon produk yang ada menarik minat konsumen, akan tetapi produk akan disesuaikan dengan kebutuha konsumen |  |  |  |  |  |
| 6. | Tujuan paket bonus merupakan pilihan konsumen untuk mendapat nilai manfaat lebih dari suatu produk |  |  |  |  |  |
|  | Menghasilkan pesanan penjualan yang lebih besar |  |  |  |  |  |
| 7. | Paket bonus akan mendorong konsumen untuk membayar lebih dari kuantitas yang diperlukan konsumen |  |  |  |  |  |
| 8. | Kelebihan produk yang dibeli konsumen akan diberikan kepada saudara atau teman terdekatnya |  |  |  |  |  |
| 9. | Konsumen rela memberi produk degan paket bonus yang ada, mengingat bulan berikutnya belum tentu mendapatkan paket bonus tersebut |  |  |  |  |  |

1. **Kualitas Produk (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **NO** | **Pernyataan** | **STS (1)** | **TS (2)** | **KS (3)** | **S (4)** | **SS (5)** |
| 1. | Perusahaan menawarkan berbagai jenis pilihan kepada konsumen |  |  |  |  |  |
| 2. | Konsumen merasa puas dengan aneka jenis menu yang ada |  |  |  |  |  |
| 3. | Perusahaan sangat respon dengan permintaan para konsumen |  |  |  |  |  |
| 4. | Produk yang ada sesuai dengan keinginan konsumen |  |  |  |  |  |
| 5. | Konsumen puas dengan cita rasa yang ada pada produk perusahaan |  |  |  |  |  |
| 6. | Perusahaan memiliki komitmen yang kuat dalam menjaga kualitas produknya |  |  |  |  |  |
| 7. | Perusahaan memiliki citra yang baik di benak para konsumen |  |  |  |  |  |
| 8. | Perusahaan tidak terindikasi melakukan praktik kecurangan yang merugikan konsumen |  |  |  |  |  |
| 9. | Perusahaan dikenal sebagai perusahaan dengan kualitas produk yang baik serta sesuai dengan daya beli konsumen |  |  |  |  |  |
| 10. | Produk yang ada di perusahaan dikemas pada kemasan yang manarik |  |  |  |  |  |
| 11. | Desain kemasan sangat sesuai dengan harapan konsumen |  |  |  |  |  |
| 12. | Konsumen merasa puas dengan lokasi dalam mendapatkan produk yang diinginkannya |  |  |  |  |  |
| 13. | Perusahaan memberikan jaminan jika terjadi kesalahn pada konsumen |  |  |  |  |  |
| 14. | Perusahaan memiliki kotmen yang kuat dalam memberikan garansi kepada para konsumennya |  |  |  |  |  |
| 15. | Konsumen merasa yakin dengan kebersihan produk perusahaan |  |  |  |  |  |

1. **Keputusan Pembelian ( Y )**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **NO** | **Pernyataan** | **STS (1)** | **TS (2)** | **KS (3)** | **S (4)** | **SS (5)** |
| 1. | Produk yang saya pilih sesuai dengan kebutuhan yang saya perlukan |  |  |  |  |  |
| 2. | Nilai manfaat adalah produk yang paling dicari oleh konsumen |  |  |  |  |  |
| 3 | Produk dengan varian akan banyak dicari oleh |  |  |  |  |  |
| 4 | Konsumen yang puas terhadap kinerja suatu produk akan memiliki tingkat kepercayaan merek yang baik |  |  |  |  |  |
| 5. | Pengalaman membuat konsumen memiliki dalam melakukan pembelian ulang dimasa yang akan datang |  |  |  |  |  |
| 6. | Merek yang baik akan mengutamakan kualitas dibandingkan dengan harga yang murah |  |  |  |  |  |
| 7. | Ketika melakukan pembelian ulang seorang konsumen akan mempertimbangkan siapa perusahaan yang akan melakuka pengiriman |  |  |  |  |  |
| 8. | Penyalur yang mampu untuk menghindari kerusakaan dalam pengiriman barang akan dicari oleh konsumen |  |  |  |  |  |
| 9. | Waktu ketepatan dalam pengiriman akan menjadi prioritas konsumen |  |  |  |  |  |
| 10. | Konsumen pada umumnya akan melakukan pembelian pada saat mendapatkan gaji atas pekerjaannya |  |  |  |  |  |
| 11. | Bayar ditempat merupakan pilihan konsumen dalam membeli produk |  |  |  |  |  |
| 12. | Pada umumnya konsumen akan menghindari kredit dalam pembelian produk melebihi pendapatannya |  |  |  |  |  |
| 13. | Produk yang dibeli akan disesuaikan dengan kuantitas yang dibutuhkan konsumen |  |  |  |  |  |
| 14. | Jika terdapat promo pembelian konsumen akan bersedia membeli produk melebihi kuantitas yang diperlukan |  |  |  |  |  |
| 15. | Produk yang menarik ditawarkan dengan varians jumlah yang beragam |  |  |  |  |  |

**Tabulasi Jawaban Responden**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Lampiran Tabulasi X1 | | | | | | | | | | |
| n | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | Jumlah |
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| 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 39 |
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| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
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| 14 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 44 |
| 15 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 36 |
| 16 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 43 |
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| 25 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 36 |
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| 27 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 45 |
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| 39 | 5 | 5 | 5 | 5 | 3 | 5 | 3 | 5 | 5 | 37 |
| 40 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
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| 47 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
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| 58 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 45 |
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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Lampiran Tabulasi X2 | | | | | | | | | | | | | | | | |
| n | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 | P13 | P14 | P15 | Jumlah |
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| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 60 |
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| 74 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 74 |
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| Lampiran Tabulasi Y | | | | | | | | | | | | | | | | |
| n | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 | P12 | P13 | P14 | P15 | Total |
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| 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 49 |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 48 |
| 7 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 47 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 48 |
| 9 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 46 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 48 |
| 11 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 51 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 48 |
| 13 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 52 |
| 14 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 58 |
| 15 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 59 |
| 16 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 17 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 59 |
| 18 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 53 |
| 19 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 20 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 54 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 22 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 52 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 24 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 56 |
| 25 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 51 |
| 26 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 55 |
| 27 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 56 |
| 28 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 58 |
| 29 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 58 |
| 30 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 56 |
| 31 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 58 |
| 32 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 56 |
| 33 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 34 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 56 |
| 35 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 57 |
| 36 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 56 |
| 37 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 57 |
| 38 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 48 |
| 39 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 58 |
| 40 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 56 |
| 41 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 57 |
| 42 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 53 |
| 43 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 50 |
| 44 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 50 |
| 45 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 46 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 47 |
| 47 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 48 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 52 |
| 49 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 50 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 56 |
| 51 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 54 |
| 52 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 51 |
| 53 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 54 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 47 |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 56 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 57 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 54 |
| 58 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 59 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 51 |
| 60 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 57 |
| 61 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 62 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 58 |
| 63 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 55 |
| 64 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 57 |
| 65 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 58 |
| 66 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 50 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 68 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 46 |
| 69 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 70 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 72 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 52 |
| 73 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 55 |
| 74 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 59 |
| 75 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 52 |
| 76 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 58 |
| 77 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 52 |
| 78 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 79 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 48 |

Lampiran II

Bonus pack diberikan sesuai dengan yang dijanjikan

Stok produk sesua dengan yang ditawarkan

9+\*-/9

**Tidak Membedakan**

**Membedakan**