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LAMPIRAN

Lampiran 1
Kuisoner Penelitian

**PENGARUH HARGA DAN PROMOSI TERHADAP *PURCHASE INTENTION*
PRODUK SUSU BEBELAC DI GIANT BOTANI SQUARE**

Kepada Yth:

Saudara/i Responden

Di Tempat

Responden yang terhormat,

Perkenalkan saya mahasiswa Program Studi Manajemen, Universitas Binaniaga Indonesia Bogor sedang melakukan penelitian dengan judul : **Pengaruh Harga dan Promosi Terhadap *Purchase Intention* Produk Susu Bebelac di Giant Botani Square.**

Dengan segala kerendahan hati, saya mengharapkan kesedian Anda untuk mengisi kuisoner penelitian sesuai dengan pendapat pribadi. Objektivitas jawaban Anda akan diperlakukan sesuai dengan standar profesionalitas dan etika penelitian. Oleh karena itu, kerahasiaan Anda akan terjaga.

Atas bantuan dan ketersediaan Anda meluangkan waktu, saya ucapkan terimakasih.

Hormat saya

Irma Oktapia

NPM. S1-0216137

KUISONER

| No | Pertanyaan | SS | S | N | TS | STS |
|--------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|----|---|---|----|-----|
| Harga | | | | | | |
| Keterjangkauan Harga | | | | | | |
| 1 | Harga susu bebelac terjangkau | | | | | |
| 2 | Saya memilih susu bebelac karena adanya potongan harga | | | | | |
| Kesesuaian Harga dengan kualitas Produk | | | | | | |
| 3 | Harga susu bebelac sesuai dengan kualitas yang diberikan | | | | | |
| 4 | Saya memilih produk susu bebelac karena harga dan kualitas tidak mengecewakan | | | | | |
| Harga Sesuai kemampuan atau daya saing harga | | | | | | |
| 5 | Harga susu bebelac mampu bersaing dan sesuai dengan kemampuan atau daya beli masyarakat | | | | | |
| 6 | Saya memilih membeli susu bebelac di giant botani square karena lebih murah di banding produk susu lain yang sejenis | | | | | |
| Kesesuaian harga dengan manfaat | | | | | | |
| 7 | Harga susu bebelac sesuai manfaat yang di dapatkan | | | | | |
| 8 | Saya memilih susu bebelac karena cocok dengan kebutuhan | | | | | |
| Promosi | | | | | | |
| Promosi dengan memberikan diskon | | | | | | |
| 1 | Banyak diskon yang di tawarkan susu bebelac | | | | | |
| 2 | Susu bebelac menawarkan diskon potongan harga untuk <i>event-event</i> tertentu | | | | | |
| Promosi dengan pemberian kupon belanja dalam waktu tertentu | | | | | | |
| 3 | Saya tertarik membeli susu bebelac karena adanya pemberian kupon belanja dalam waktu tertentu | | | | | |
| 4 | Saya sering mendapatkan kupon belanja | | | | | |
| Promosi dilakukan dengan pemampangan | | | | | | |
| 5 | Susu bebelac di tampilkan di tempat yang mudah terlihat produk di tempat umum | | | | | |
| <i>Purchase intention</i> | | | | | | |
| Minat Transaksional | | | | | | |
| 1 | Saya tertarik untuk membeli produk susu bebelac di giant botani square | | | | | |
| 2 | Saya sudah yakin untuk membeli produk susu bebelac di giant botani square | | | | | |
| Minat Referensial | | | | | | |

| | | | | | | |
|---------------------------|-----------------------------------------------------------------------------------------------|--|--|--|--|--|
| 3 | Bersedia mau merekomendasikan susu bebelac di giant botani square kepada keluarga | | | | | |
| 4 | Bersedia merekomendasikan susu bebelac kepada teman | | | | | |
| Minat Preferensial | | | | | | |
| 5 | Saya tetap memilih susu bebelac | | | | | |
| 6 | Susu bebelac di giant botani square lebih menarik perhatian saya | | | | | |
| Minat Eksploratif | | | | | | |
| 7 | Saya menanyakan Informasi Susu Bebelac Kepada Orang yang sudah menggunakannya | | | | | |
| 8 | Saya tertarik untuk membeli Susu Bebelac setelah mendapatkan informasi dari Spg yang bertugas | | | | | |

Lampiran 2
Data Penelitian

| No | Harga | | | | | | | | Promosi | | | | | <i>Purchase Intention</i> | | | | | | | |
|----|-------|---|---|---|---|---|---|---|---------|---|---|---|---|---------------------------|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
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| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
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| 6 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
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| 10 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 5 | 5 | 3 | 5 | 3 |
| 11 | 5 | 5 | 5 | 5 | 5 | 2 | 5 | 5 | 3 | 4 | 5 | 4 | 5 | 5 | 2 | 5 | 5 | 4 | 4 | 3 | 3 |
| 12 | 5 | 5 | 5 | 5 | 5 | 2 | 5 | 5 | 3 | 4 | 5 | 4 | 5 | 5 | 2 | 5 | 5 | 4 | 4 | 3 | 3 |
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| 20 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
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| 92 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | |
| 93 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | |
| 94 | 3 | 3 | 3 | 2 | 1 | 1 | 3 | 2 | 3 | 5 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | |
| 95 | 3 | 2 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | |
| 96 | 3 | 2 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | |
| 97 | 3 | 2 | 1 | 2 | 3 | 3 | 1 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | |
| 98 | 2 | 4 | 3 | 2 | 3 | 4 | 3 | 2 | 2 | 3 | 4 | 4 | 4 | 1 | 1 | 2 | 2 | 3 | 3 | 4 | |
| 99 | 2 | 3 | 5 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 2 | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | |
| 100 | 1 | 5 | 5 | 5 | 5 | 1 | 5 | 5 | 5 | 3 | 3 | 3 | 5 | 1 | 2 | 3 | 3 | 5 | 2 | 5 | |