LAMPIRAN
Lampiran 1  Struktur Organisasi PT. Gasandry

Komisaris

Direktur

Pabrik

Bagian Produksi

Purchasing

Warehouse

PPIC

Quality Control

Pemasaran

Main Distributor PT. Sinar Gunung

Branch PT. Mitra Dwi

Komisaris

Direktur

Pabrik

Bagian Produksi

Purchasing

Warehouse

PPIC

Quality Control

Pemasaran

Main Distributor PT. Sinar Gunung

Branch PT. Mitra Dwi

Keterangan :
- ADM = Adminstrasi
- GAF = General Affair & Finance
- EDP = Entri Data Proses
- COLL = Kolektor
- GDG = Gudang
- KS/FS = Kasir/Finance
- AFS = Admin Finance Supervisor
- Ka Depo = Kepala Depo/SPV Sales
- ASM = Area Sales Manager
- OM = Oprestional Manager
- RM = Regional Manager
- SEK = Sekretaris

Regional MGR

RM

SEKETARIS

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Correlation is significant at the 0.01 level (2-tailed).
Correlation is significant at the 0.05 level (2-tailed).
### Lampiran 3  Uji Validitas kuesioner Kopi Torabika

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Correlation is significant at the 0.05 level (2-tailed).
Correlation is significant at the 0.01 level (2-tailed).
### Lampiran 4 Uji Validitas kuesioner Kopi ABC

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## Lampiran 5 Uji Validitas kuesioner Kopi Kapal Api

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Lampiran 6  Uji Validitas kuesioner Kopi Liong Bulan

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Correlation is significant at the 0.05 level (2-tailed).
Correlation is significant at the 0.01 level (2-tailed).
Lampiran 7 Uji Validitas kuesioner Kopi Oplet

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

**Correlation is significant at the 0.01 level (2-tailed).**
Lampiran 8 Uji Reliabilitas butir pertanyaan merek kopi kemasan

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Lampiran 9 Kuesioner Penelitian

KUISIONER PENELITIAN
STRATEGI Bauran Pemasaran Berdasarkan Analisis Brand Equity Produk Kopi Kemasan

Hari/Tanggal : Nomor Kuisioner :

PETUNJUK PENGISIAN
Mohon Bapak/Ibu/Sdr(i) mengisi kuisioner ini sesuai dengan yang Anda alami sebenarnya. Pada setiap pertanyaan pilihan, berilah tanda (✓) pada jawaban Anda.

IDENTITAS RESPONDEN
1. Jenis kelamin : ( ) Laki-laki ( ) Perempuan
2. Usia :
3. Pekerjaan : ( ) Pegawai swasta ( ) Pegawai Negeri
   ( ) Ibu rumah tangga ( )Wiraswasta
   ( ) Mahasiswa ( ) Pelajar
   ( ) Lainnya, sebutkan : ..................................
4. Pendidikan : ( ) SD ( ) SMP ( ) SMA ( ) Diploma
   ( ) S1 ( ) S2 ( ) S3 ( ) Lainnya, sebutkan : ..............
5. Penghasilan/bulan : ( ) < Rp 500.000 ( ) Rp 500.001 – Rp 1.500.000
   ( ) Rp 1.500.001 – Rp 2.500.000 ( ) Rp 2.500.001 – Rp 3.500.000
   ( ) Rp 3.500.001 – Rp 4.500.000 ( ) > Rp 4.500.000
6. Alamat/kecamatan :

1. Apakah Anda pernah mengkonsumsi kopi kemasan?
   ( ) Ya (lanjutkan ke pertanyaan berikutnya)
   ( ) Tidak (berhenti di sini, tidak perlu menjawab pertanyaan berikutnya)

2. Jenis produk kopi apa yang paling Anda sukai?
   a. Kopi bubuk murni   f. Kopi gula susu
   b. Kopi bubuk + gula   g. Kopi moka susu
   c. Kopi moka           h. Kopi jahe susu
   d. Kopi susu           i. Capucino
   e. Kopi mix            j. Lainnya, sebutkan : ..............................

Pada kondisi apa biasanya Anda minum kopi?
   a. Bangun tidur   e. Malam hari
   b. Menghilangkan ngantuk f. Menghilangkan pusing
   c. Pagi hari   g. Kumpul bersama teman/keluarga
   d. Saat cuaca dingin/hujan h. Lainnya, sebutkan : ..............................
Berikut ini disajikan beberapa atribut produk kopi. Menurut Anda, bagaimanakah tingkat kepentingan atribut tersebut terhadap pemilihan Anda dalam membeli kopi kemasan?

<table>
<thead>
<tr>
<th>No.</th>
<th>Artibut</th>
<th>Sangat penting</th>
<th>Penting</th>
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<th>Tidak penting</th>
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<td>9.</td>
<td>Kehalusan bubuk</td>
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</tr>
</tbody>
</table>

Merek kopi kemasan apa yang paling Anda ingat?
........................................................................................................................................

Selain merek tersebut, merek kopi kemasan apa yang Anda ketahui?

a. ........................................ b. ........................................ c. ........................................

Merek kopi kemasan apa yang Anda konsumsi terakhir kali?

Apakah Anda menyukai merek kopi tersebut?
(  ) Sangat tidak suka (  ) Tidak suka (  ) Biasa saja (  ) Suka (  ) Sangat suka

Apakah Anda setuju bahwa alasan Anda mengkonsumsi kopi kemasan merek tersebut hanya karena kebiasaan?
(  ) Sangat tidak setuju (  ) Tidak setuju (  ) Biasa saja (  ) Setuju (  ) Sangat setuju

Seberapa puas Anda dengan kopi kemasan merek tersebut?
(  ) Sangat tidak puas (  ) Tidak puas (  ) Biasa saja (  ) Puas (  ) Sangat puas

Apakah Anda menyarankan atau mempromosikan merek kopi kemasan tersebut kepada orang lain?
(  ) Tidak pernah (  ) Jarang (  ) Kadang-kadang (  ) Sering (  ) Selalu

Sebelum Anda mengonsumsi merek kopi di atas, apakah Anda pernah mengkonsumsi merek kopi lain?
(  ) Ya (lanjut ke pertanyaan no. 12) (  ) Tidak (lanjut ke pertanyaan no. 14)

Merek kopi apa yang sebelumnya Anda konsumsi?

(  ) Rasa tidak enak (  ) Mutu kurang terjamin (  ) Aroma kurang sedap
(  ) Harganya mahal (  ) Sulit diperoleh (  ) Bubuknya tidak halus
(  ) Tidak menyegarkan (  ) Lainnya, sebutkan : ........................................

**Kopi Kemasan Merek GS**

Apakah Anda mengenal produk Kopi GS?
(  ) Ya, saya mengenalnya
(  ) Tidak mengenal sama sekali (lanjutkan ke nomor 19)
15. Apakah Anda pernah mengkonsumsi produk Kopi GS?
   ( ) Ya (lanjut ke No.16)    ( ) Tidak (lanjut ke No.19)

16. Darimana Anda mengenal produk Kopi GS?
   ( ) Iklan televisi   ( ) Iklan radio   ( ) Media cetak
   ( ) Billboard, spanduk, dll   ( ) Internet   ( ) Teman/saudara
   ( ) Lainnya, sebutkan : .................................

17. Apakah kesan Anda terhadap produk Kopi GS?
   a. Harganya terjangkau   ( ) Ya ( ) Tidak
   b. Rasanya enak     ( ) Ya ( ) Tidak
   c. Mutu terjamin     ( ) Ya ( ) Tidak
   d. Informasi label lengkap   ( ) Ya ( ) Tidak
   e. Aroma khas kopi   ( ) Ya ( ) Tidak
   f. Mudah diperoleh   ( ) Ya ( ) Tidak
   g. Menyegarkan   ( ) Ya ( ) Tidak
   h. Bubuknya halus   ( ) Ya ( ) Tidak
   i. Aman dikonsumsi   ( ) Ya ( ) Tidak

18. Bagaimana penilaian Anda mengenai atribut produk Kopi GS?

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</tr>
</tbody>
</table>

Kopi Kemasan Merek Torabika

19. Apakah Anda mengenal produk Kopi Torabika?
   ( ) Ya, saya mengenalnya
   ( ) Tidak mengenal sama sekali (lanjutkan ke nomor 24)

20. Apakah Anda pernah mengkonsumsi produk Kopi Torabika?
   ( ) Ya (lanjut ke No.21)    ( ) Tidak (lanjut ke No.24)

21. Darimana Anda mengenal produk Kopi Torabika?
   ( ) Iklan televisi   ( ) Iklan radio   ( ) Media cetak
   ( ) Billboard, spanduk, dll   ( ) Internet   ( ) Teman/saudara
   ( ) Lainnya, sebutkan : .................................

22. Apakah kesan Anda terhadap produk Kopi Torabika?
   a. Harganya terjangkau   ( ) Ya ( ) Tidak
   b. Rasanya enak     ( ) Ya ( ) Tidak
   c. Mutu terjamin     ( ) Ya ( ) Tidak
   d. Informasi label lengkap   ( ) Ya ( ) Tidak
   e. Aroma khas kopi   ( ) Ya ( ) Tidak
   f. Mudah diperoleh   ( ) Ya ( ) Tidak
   g. Menyegarkan   ( ) Ya ( ) Tidak
   h. Bubuknya halus   ( ) Ya ( ) Tidak
   i. Aman dikonsumsi   ( ) Ya ( ) Tidak
23. Bagaimana penilaian Anda mengenai atribut produk Kopi Torabika?

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</tr>
</tbody>
</table>

Kopi Kemasan Merek ABC

24. Apakah Anda mengenal produk Kopi ABC?
( ) Ya, saya mengenalnya
( ) Tidak mengenal sama sekali (lanjutkan ke nomor 29)

25. Apakah Anda pernah mengkonsumsi produk Kopi ABC?
( ) Ya (lanjut ke No.26)  ( ) Tidak (lanjut ke No.29)

26. Darimana Anda mengenal produk Kopi ABC?
( ) Iklan televisi  ( ) Iklan radio  ( ) Media cetak
( ) Billboard, spanduk, dll  ( ) Internet  ( ) Teman/saudara
( ) Lainnya, sebutkan : ..............................

27. Apakah kesan Anda terhadap produk Kopi ABC?
a. Harganya terjangkau  ( ) Ya  ( ) Tidak
d. Rasanya enak  ( ) Ya  ( ) Tidak
e. Mutunya terjamin  ( ) Ya  ( ) Tidak
f. Informasi label lengkap  ( ) Ya  ( ) Tidak
g. Aroma khas kopi  ( ) Ya  ( ) Tidak
h. Mudah diperoleh  ( ) Ya  ( ) Tidak
i. Menyegarkan  ( ) Ya  ( ) Tidak
j. Bubuknya halus  ( ) Ya  ( ) Tidak
k. Aman dikonsumsi  ( ) Ya  ( ) Tidak

28. Bagaimana penilaian Anda mengenai atribut produk Kopi ABC?

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</tbody>
</table>
Kopi Kemasan Merek Kapal Api
29. Apakah Anda mengenal produk Kopi Kapal Api?
   ( ) Ya, saya mengenalnya
   ( ) Tidak mengenal sama sekali (lanjutkan ke nomor 34)
30. Apakah Anda pernah mengkonsumsi produk Kopi Kapal Api?
   ( ) Ya (lanjut ke No.31)  ( ) Tidak (lanjut ke No.34)
31. Darimana Anda mengenal produk Kopi Kapal Api?
   ( ) Iklan televisi   ( ) Iklan radio   ( ) Media cetak
   ( ) Billboard, spanduk, dll   ( ) Internet   ( ) Teman/saudara
   ( ) Lainnya, sebutkan: ....................................
32. Apakah kesan Anda terhadap produk Kopi Kapal Api?
   a. Harganya terjangkau   ( ) Ya   ( ) Tidak
   b. Rasanya enak     ( ) Ya   ( ) Tidak
   c. Mutu terjamin     ( ) Ya   ( ) Tidak
   d. Informasi label lengkap   ( ) Ya   ( ) Tidak
   e. Aroma khas kopi   ( ) Ya   ( ) Tidak
   f. Mudah diperoleh   ( ) Ya   ( ) Tidak
   g. Menyegarkan     ( ) Ya   ( ) Tidak
   h. Bubuknya halus   ( ) Ya   ( ) Tidak
   i. Aman dikonsumsi   ( ) Ya   ( ) Tidak
33. Bagaimana penilaian Anda mengenai atribut produk Kopi Kapal Api?

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</table>

Kopi Kemasan Merek Liong Bulan
34. Apakah Anda mengenal produk Liong Bulan?
   ( ) Ya, saya mengenalnya
   ( ) Tidak mengenal sama sekali (lanjutkan ke nomor 39)
35. Apakah Anda pernah mengkonsumsi produk Kopi Liong Bulan?
   ( ) Ya (lanjut ke No.36)  ( ) Tidak (lanjut ke No.39)
36. Darimana Anda mengenal produk Kopi Liong Bulan?
   ( ) Iklan televisi   ( ) Iklan radio   ( ) Media cetak
   ( ) Billboard, spanduk, dll   ( ) Internet   ( ) Teman/saudara
   ( ) Lainnya, sebutkan: ....................................
37. Apakah kesan Anda terhadap produk Kopi Liong Bulan?
   a. Harganya terjangkau   ( ) Ya   ( ) Tidak
   b. Rasanya enak     ( ) Ya   ( ) Tidak
   c. Mutu terjamin     ( ) Ya   ( ) Tidak
   d. Informasi label lengkap   ( ) Ya   ( ) Tidak
   e. Aroma khas kopi   ( ) Ya   ( ) Tidak
   f. Mudah diperoleh   ( ) Ya   ( ) Tidak
   g. Menyegarkan     ( ) Ya   ( ) Tidak
38. Bagaimana penilaian Anda mengenai atribut produk Kopi Liong Bulan?

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</tbody>
</table>

Kopi Kemasan Merek Oplet

40. Apakah Anda mengenal produk Kopi Oplet?
  ( ) Ya, saya mengenalnya
  ( ) Tidak mengenal sama sekali (berhenti menjawab disini)

41. Darimana Anda mengenal produk Kopi Oplet?
  ( ) Iklan televisi
  ( ) Iklan radio
  ( ) Media cetak
  ( ) Billboard, spanduk, dll
  ( ) Internet
  ( ) Teman/saudara
  ( ) Lainnya, sebutkan: ....................................

42. Apakah kesan Anda terhadap produk Kopi Oplet?
  a. Harganya terjangkau
     ( ) Ya
     ( ) Tidak
  b. Rasanya enak
     ( ) Ya
     ( ) Tidak
  c. Mutunya terjamin
     ( ) Ya
     ( ) Tidak
  d. Informasi label lengkap
     ( ) Ya
     ( ) Tidak
  e. Aroma khas kopi
     ( ) Ya
     ( ) Tidak
  f. Mudah diperoleh
     ( ) Ya
     ( ) Tidak
  g. Menyegarkan
     ( ) Ya
     ( ) Tidak
  h. Bubuknya halus
     ( ) Ya
     ( ) Tidak
  i. Aman dikonsumsi
     ( ) Ya
     ( ) Tidak

43. Bagaimana penilaian Anda mengenai atribut produk Kopi Oplet?

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<td>8</td>
<td>Bubuknya halus</td>
<td>Sangat kasar</td>
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<td>9</td>
<td>Aman dikonsumsi</td>
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Lampiran 10  Perbandingan harga merek kopi

<table>
<thead>
<tr>
<th>Nama Produk Kopi</th>
<th>Volume per kemasan</th>
<th>Harga (Rp)</th>
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<tbody>
<tr>
<td>ABC susu</td>
<td>32 gram</td>
<td>700</td>
</tr>
<tr>
<td>ABC moka</td>
<td>32 gram</td>
<td>850</td>
</tr>
<tr>
<td>ABC instan + gula</td>
<td>25 gram</td>
<td>1.000</td>
</tr>
<tr>
<td>KAPAL API susu</td>
<td>32 gram</td>
<td>900</td>
</tr>
<tr>
<td>KAPAL APAI moka</td>
<td>32 gram</td>
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</tr>
<tr>
<td>KAPAL API special kopi</td>
<td>35 gram</td>
<td>1.800</td>
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<tr>
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<td>75 gram</td>
<td>3.500</td>
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<td>TORABIKA 3 in 1</td>
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<td>TORABIKA capucino</td>
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<tr>
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</tr>
<tr>
<td>TORABIKA susu</td>
<td>30 gram</td>
<td>950</td>
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<td>TORABIKA duo susu</td>
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<td>900</td>
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<tr>
<td>TORABIKA duo spesial</td>
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<td>OPLET sedang + gula</td>
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<td>OPLET kecil bubuk</td>
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<tr>
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<td>225 gram</td>
<td>8.000</td>
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<tr>
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<td>600</td>
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<tr>
<td>GS bubuk+gula</td>
<td>22 gram</td>
<td>500</td>
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<tr>
<td>GS kopi jahe susu</td>
<td>22 gram</td>
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<tr>
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<td>1.000</td>
</tr>
<tr>
<td>GS kopi susu</td>
<td>22 gram</td>
<td>750</td>
</tr>
<tr>
<td>GS kopi moka</td>
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