**KUISONER**

Kepada Yth.

Saudara/i Responden

Di Tempat.

Assalamualaikum, Wr. Wb

Dalam rangka penyelesaian tesis pada program Pascasarjana (S2) Magister Manajemen Universitas BSI Bandung maka peneliti mempunyai kewajiban untuk melakukan penelitian.

Sehubungan dengan hal tersebut, maka peneliti memohon kesediaan Bapak/Ibu atau Saudara/i untuk mengisi kuisoner terlampir. Jawaban anda tidak akan kami publikasikan.

Saya mengucapkan terimakasih yang sebesar-besarnya atas waktu dan kerjasamanya. Wassalamualaikum Wr Wb.

Peneliti,

Suhardi, S.Sos =============================================================

**Identitas Responden**

1. Jenis Kelamin.

a. Pria b. Wanita

2. Pendidikan

a. SLTA b. D3 c. S1 d. S2

**Petunjuk Pengisian Kuisioner:**

Berikan tanda ceklis/contreng ( √ ) pada kotak yang anda setujui mengenai pernyataan dalam kuesioner berikut, dengan memberikan penilaian tentang sejauh mana pernyataan tersebut sesuai dengan realita dan pengalaman anda. Kriteria skala yang digunakan adalah sebagai berikut:

SS = Sangat Setuju

S = Setuju

RR = Ragu- Ragu

TS = Tidak Setuju

STS = Sangat Tidak Setuju

**Contoh :**

1. Saya Konsumen Alfamart

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| SS |  |  | S | **√** |  | RR |  |  | TS |  |  | STS |  |

**Kuisoner Variabel Gaya Hidup**

1. Saya mendatangi gerai alfamart karena alfamart selalu menyediakan barang-barang yang diperlukan.

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1. Saya mengunjungi gerai alfamart untuk keperluan menarik tunai dari ATM

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1. Saya berfikir membeli di gerai alfamart dapat menaikkan gensi.

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1. Saya mendatangi gerai alfamart dengan kemauan sendiri.

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1. Saya mendatangi gerai alfamart untuk membeli kebutuhan pribadi.

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1. Saya memilih gerai alfamart atas ajakan kerabat/teman.

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1. Saya membeli produk di gerai alfamart karena produknya memiliki jaminan kesehatan jika dikonsumsi.

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1. Saya membeli produk di gerai alfamart karena produknya lebih segar.

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1. Saya membeli produk di alfamart karena lebih murah dibanding dengan gerai lain

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**Kusoner Variabel Demografi**

1. Saya membeli produk di alfamart karena memiliki penataan barang sesuai klasifikasi umur.

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1. Berbelanja di alfamart tidak membebani penghasilan saya.

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1. Gerai alfamart memiliki kelengkapan keperluan pria dan wanita.

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1. Gerai alfamanrt menyediakan beragam pilihan merk dan kualitas produk pria dan wanita.

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1. Saya mendatangi gerai alfamart karena dekat dengan tempat tinggal.

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1. Saya mendatangi gerai alfamart kerena mudah dijangkau.

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1. Saya mencari tahu terlebih dahulu mengenai informasi produk sebelum membeli di alfamart.

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1. Saya membandingkan produk sebelum memutuskan untuk membeli di alfamart.

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**Kuisoner Variabel Kualitas Produk**

1. Saya membeli produk di alfamart karena produknya berfungsi baik sesuai dengan kegunaan pokoknya.

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1. Saya membeli produk di alfamart karena produknya menjawab kebutuhan konsukmen.

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1. Saya membeli produk di alfamart karena produknya tidak mudah rusak.

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1. Saya membeli produk di alfamart karena produknya tahan air dan jamur.

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1. Saya berbelanja di alfamart karena ketanggapan pelayan saat terjadi kesalahan pembayaran.

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1. Saya berbelanja di alfamart karena cepat dalam memberikan informasi kepada konsumen.

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1. Saya memilih gerai alfamart karena pelayanan pegawai ramah dalam berkomunikasi dengan konsumen.

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1. Saya memilih gerai alfamart karena pegawai selalu mengucapkan salam ketika konsumen masuk ke gerai.

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1. Saya memilih gerai alfamart karena pegawai memberi pelayanan yang baik terhadap konsumen.

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1. Saya membeli produk di alfamart karena produk yang diual memiliki petunjuk penggunaan produk.

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1. Saya membeli produk di alfamart karena produknya sesuai dengan harapan konsumen.

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1. Saya membeli produk di alfamart karena produk aman digunakan.

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1. Saya membeli produk di alfamart karena produk sudah memenuhi standar keamanan nasional ( SNI).

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1. Saya membeli produk di alfamart karena produknya sudah terpercaya.

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1. Saya membeli produk di alfamart karena sudah terjamin kualitasnya

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**Kualitas Variabel Keputusan Pembelian**

1. Saya membeli produk di alfamat karena memiliki banyak pilihan jenis produk.

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1. Saya membeli produk di alfamart karena memiliki banyak pilihan kualitas dan harga.

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1. Saya membeli produk di alfamart karena produknya bercitra merk yang baik.

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1. Saya membeli produk di alfamart karena merk produknya terkenal.

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1. Saya memilih gerai alfamart karena sanitasi pembuangan yang baik.

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1. Saya memilih gaerai alfamart karena kebersihan garai terjaga.

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1. Saya memilih gerai alfamart karena udara dalam gerai sejuk.

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1. Saya memilih garai alfamart karena penerangan gerai baik.

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1. Saya memilih gerai alfamart karena penataan lampu yang menarik.

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1. Saya membeli produk di alfmart dengan skla kecil ( eceran).

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1. Saya membeli produk di alfamart dalam jumblah banyak untuk dijual kembali.

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1. Saya berbelanja di alfamart saat tanggal tertentu saja.

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1. Saya berbelanja di alfamart karena memiliki sistem pembayaran kredit.

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1. Saya berbelanja di alfamart karena memiliki sistem tarik tunai.

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1. Saya berbelanja di alfamart karena memiliki voucher belanja

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