LAMPIRAN – LAMPIRAN

Lampiran 1. Rekapitulasi penjualan Toko Berkah Abadi

Bulan	Tahun 2021	Tahun 2022
Januari	Rp 21.875.500	Rp 19.273.500
Februari	Rp 22.343.000	Rp 17.195.000
Maret	Rp 15.691.500	Rp 11.255.000
April	Rp 17.720.000	Rp 16.225.000
Mei	Rp 22.547.500	Rp 12.978.000
Juni	Rp 13.878.500	Rp 18.633.000
Juli	Rp 19.134.000	Rp 16.245.000
Agustus	Rp 17.623.500	Rp 12.877.500
September	Rp 15.296.500	Rp 9.298.500
Oktober	Rp 10.446.000	Rp 13.675.500
November	Rp 13.775.000	Rp 9.652.000
Desember	Rp 18.715.000	Rp 8.579.000
Jumlah	**Rp 209.046.000**	**Rp 165.887.000**
		Rp 43.159.000
Persentase Penurunan		**-21%**

Lampiran 2. SPSS *Internal Factor Evaluation*

Correlations

		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	TOTAL
P1	Pearson Correlation	1	.612	.612	1.000**	1.000**	1.000**	.612	1.000**	1.000**	.612	.612	1.000**	.612	.612	1.000**	.931*
	Sig. (2-tailed)		.272	.272	.000	.000	.000	.272	.000	.000	.272	.272	.000	.272	.272	.000	.022
	N	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
P2	Pearson Correlation	.612	1	1.000**	.612	.612	.612	1.000**	.612	.612	1.000**	1.000**	.612	1.000**	1.000**	.612	.859
	Sig. (2-tailed)	.272		.000	.272	.272	.272	.000	.272	.272	.000	.000	.272	.000	.000	.272	.062
	N	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
P3	Pearson Correlation	.612	1.000**	1	.612	.612	.612	1.000**	.612	.612	1.000**	1.000**	.612	1.000**	1.000**	.612	.859
	Sig. (2-tailed)	.272	.000		.272	.272	.272	.000	.272	.272	.000	.000	.272	.000	.000	.272	.062
	N	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
P4	Pearson Correlation	1.000**	.612	.612	1	1.000**	1.000**	.612	1.000**	1.000**	.612	.612	1.000**	.612	.612	1.000**	.931*
	Sig. (2-tailed)	.000	.272	.272		.000	.000	.272	.000	.000	.272	.272	.000	.272	.272	.000	.022
	N	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
P5	Pearson Correlation	1.000**	.612	.612	1.000**	1	1.000**	.612	1.000**	1.000**	.612	.612	1.000**	.612	.612	1.000**	.931*
	Sig. (2-tailed)	.000	.272	.272	.000		.000	.272	.000	.000	.272	.272	.000	.272	.272	.000	.022
	N	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
P6	Pearson Correlation	1.000**	.612	.612	1.000**	1.000**	1	.612	1.000**	1.000**	.612	.612	1.000**	.612	.612	1.000**	.931*
	Sig. (2-tailed)	.000	.272	.272	.000	.000		.272	.000	.000	.272	.272	.000	.272	.272	.000	.022
	N	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
P7	Pearson Correlation	.612	1.000**	1.000**	.612	.612	.612	1	.612	.612	1.000**	1.000**	.612	1.000**	1.000**	.612	.859
	Sig. (2-tailed)	.272	.000	.000	.272	.272	.272		.272	.272	.000	.000	.272	.000	.000	.272	.062
	N	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
P8	Pearson Correlation	1.000**	.612	.612	1.000**	1.000**	1.000**	.612	1	1.000**	.612	.612	1.000**	.612	.612	1.000**	.931*
	Sig. (2-tailed)	.000	.272	.272	.000	.000	.000	.272		.000	.272	.272	.000	.272	.272	.000	.022
	N	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
P9	Pearson Correlation	1.000**	.612	.612	1.000**	1.000**	1.000**	.612	1.000**	1	.612	.612	1.000**	.612	.612	1.000**	.931*
	Sig. (2-tailed)	.000	.272	.272	.000	.000	.000	.272	.000		.272	.272	.000	.272	.272	.000	.022
	N	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
P10	Pearson Correlation	.612	1.000**	1.000**	.612	.612	.612	1.000**	.612	.612	1	1.000**	.612	1.000**	1.000**	.612	.859
	Sig. (2-tailed)	.272	.000	.000	.272	.272	.272	.000	.272	.272		.000	.272	.000	.000	.272	.062
	N	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
P11	Pearson Correlation	.612	1.000**	1.000**	.612	.612	.612	1.000**	.612	.612	1.000**	1	.612	1.000**	1.000**	.612	.859
	Sig. (2-tailed)	.272	.000	.000	.272	.272	.272	.000	.272	.272	.000		.272	.000	.000	.272	.062
	N	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
P12	Pearson Correlation	1.000**	.612	.612	1.000**	1.000**	1.000**	.612	1.000**	1.000**	.612	.612	1	.612	.612	1.000**	.931*
	Sig. (2-tailed)	.000	.272	.272	.000	.000	.000	.272	.000	.000	.272	.272		.272	.272	.000	.022
	N	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
P13	Pearson Correlation	.612	1.000**	1.000**	.612	.612	.612	1.000**	.612	.612	1.000**	1.000**	.612	1	1.000**	.612	.859
	Sig. (2-tailed)	.272	.000	.000	.272	.272	.272	.000	.272	.272	.000	.000	.272		.000	.272	.062
	N	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
P14	Pearson Correlation	.612	1.000**	1.000**	.612	.612	.612	1.000**	.612	.612	1.000**	1.000**	.612	1.000**	1	.612	.859
	Sig. (2-tailed)	.272	.000	.000	.272	.272	.272	.000	.272	.272	.000	.000	.272	.000		.272	.062
	N	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
P15	Pearson Correlation	1.000**	.612	.612	1.000**	1.000**	1.000**	.612	1.000**	1.000**	.612	.612	1.000**	.612	.612	1	.931*
	Sig. (2-tailed)	.000	.272	.272	.000	.000	.000	.272	.000	.000	.272	.272	.000	.272	.272		.022
	N	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
TOTAL	Pearson Correlation	.931*	.859	.859	.931*	.931*	.931*	.859	.931*	.931*	.859	.859	.931*	.859	.859	.931*	1
	Sig. (2-tailed)	.022	.062	.062	.022	.022	.022	.062	.022	.022	.062	.062	.022	.062	.062	.022	
	N	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

**. Correlation is significant at the 0.01 level (2-tailed).

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

SPSS *Eksternal Factor Evaluation*

Correlations

		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	Total
P1	Pearson Correlation	1	.183	.059	.099	.365*	.428*	.099	.036	.135	.171	-.089	.098	.453*
	Sig. (2-tailed)		.332	.755	.604	.047	.018	.604	.849	.476	.366	.640	.608	.012
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	.183	1	-.057	.222	.336	.063	.380*	-.035	.391*	.247	.086	.564**	.593**
	Sig. (2-tailed)	.332		.764	.239	.069	.740	.038	.854	.033	.188	.652	.001	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P3	Pearson Correlation	.059	-.057	1	.431*	-.089	.277	.123	.272	.000	.280	.028	.000	.405*
	Sig. (2-tailed)	.755	.764		.017	.640	.138	.517	.146	1.000	.134	.884	1.000	.026
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P4	Pearson Correlation	.099	.222	.431*	1	-.066	.148	.318	.264	.047	.429*	-.031	.337	.536**
	Sig. (2-tailed)	.604	.239	.017		.730	.436	.087	.159	.806	.018	.872	.069	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P5	Pearson Correlation	.365*	.336	-.089	-.066	1	.099	.099	-.145	.135	.171	.208	.098	.396*
	Sig. (2-tailed)	.047	.069	.640	.730		.604	.604	.443	.476	.366	.270	.608	.030
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P6	Pearson Correlation	.428*	.063	.277	.148	.099	1	.148	.075	.047	.207	.123	.135	.477**
	Sig. (2-tailed)	.018	.740	.138	.436	.604		.436	.692	.806	.272	.517	.477	.008
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P7	Pearson Correlation	.099	.380*	.123	.318	.099	.148	1	.641**	.047	.207	.123	.337	.595**
	Sig. (2-tailed)	.604	.038	.517	.087	.604	.436		.000	.806	.272	.517	.069	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P8	Pearson Correlation	.036	-.035	.272	.264	-.145	.075	.641**	1	.000	.049	.102	.000	.379*
	Sig. (2-tailed)	.849	.854	.146	.159	.443	.692	.000		1.000	.797	.591	1.000	.039
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P9	Pearson Correlation	.135	.391*	.000	.047	.135	.047	.047	.000	1	.122	.253	.055	.429*
	Sig. (2-tailed)	.476	.033	1.000	.806	.476	.806	.806	1.000		.522	.177	.771	.018
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P10	Pearson Correlation	.171	.247	.280	.429*	.171	.207	.207	.049	.122	1	.280	.351	.579**
	Sig. (2-tailed)	.366	.188	.134	.018	.366	.272	.272	.797	.522		.134	.057	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P11	Pearson Correlation	-.089	.086	.028	-.031	.208	.123	.123	.102	.253	.280	1	.183	.405*
	Sig. (2-tailed)	.640	.652	.884	.872	.270	.517	.517	.591	.177	.134		.334	.026
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
P12	Pearson Correlation	.098	.564**	.000	.337	.098	.135	.337	.000	.055	.351	.183	1	.520**
	Sig. (2-tailed)	.608	.001	1.000	.069	.608	.477	.069	1.000	.771	.057	.334		.003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.453*	.593**	.405*	.536**	.396*	.477**	.595**	.379*	.429*	.579**	.405*	.520**	1
	Sig. (2-tailed)	.012	.001	.026	.002	.030	.008	.001	.039	.018	.001	.026	.003	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

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

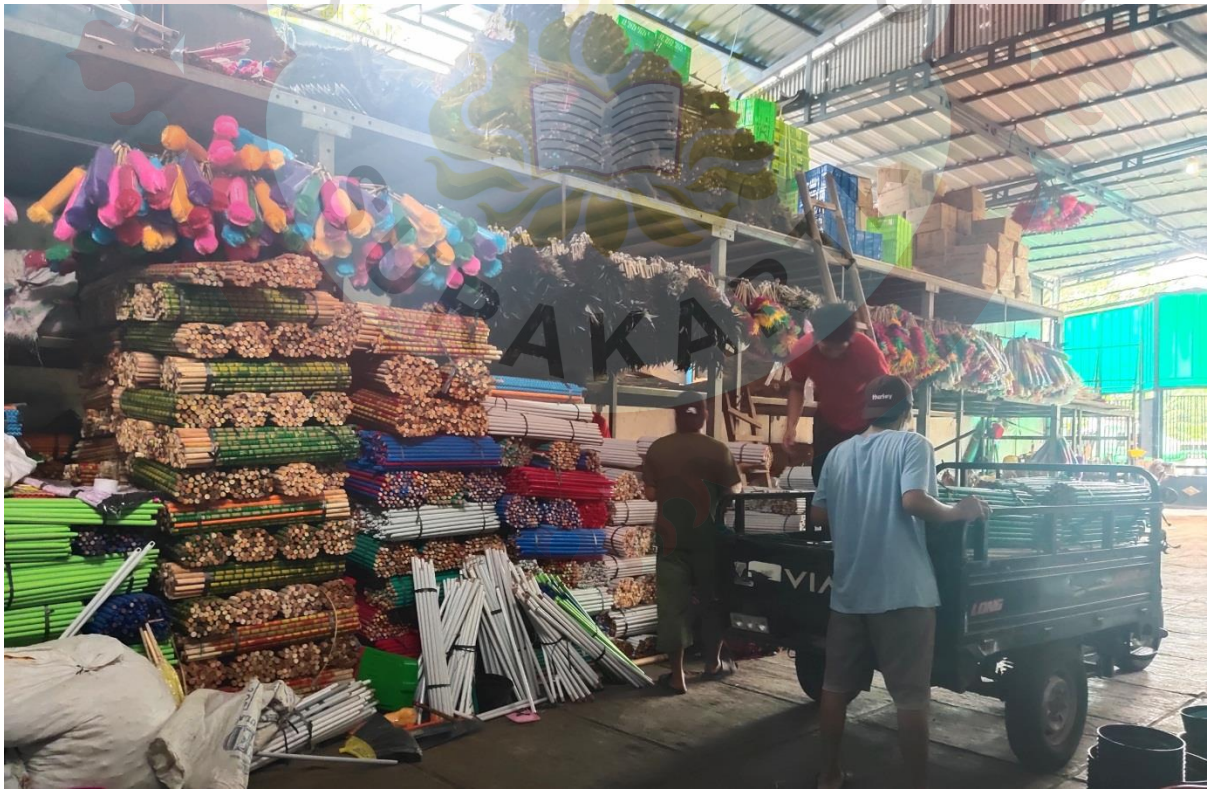
**. Correlation is significant at the 0.01 level (2-tailed).

Lampiran 3. R tabel Uji Validitas

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541
31	0.2913	0.3440	0.4032	0.4421	0.5465
32	0.2869	0.3388	0.3972	0.4357	0.5392
33	0.2826	0.3338	0.3916	0.4296	0.5322
34	0.2785	0.3291	0.3862	0.4238	0.5254
35	0.2746	0.3246	0.3810	0.4182	0.5189
36	0.2709	0.3202	0.3760	0.4128	0.5126
37	0.2673	0.3160	0.3712	0.4076	0.5066
38	0.2638	0.3120	0.3665	0.4026	0.5007
39	0.2605	0.3081	0.3621	0.3978	0.4950
40	0.2573	0.3044	0.3578	0.3932	0.4896
41	0.2542	0.3008	0.3536	0.3887	0.4843
42	0.2512	0.2973	0.3496	0.3843	0.4791
43	0.2483	0.2940	0.3457	0.3801	0.4742
44	0.2455	0.2907	0.3420	0.3761	0.4694
45	0.2429	0.2876	0.3384	0.3721	0.4647
46	0.2403	0.2845	0.3348	0.3683	0.4601
47	0.2377	0.2816	0.3314	0.3646	0.4557
48	0.2353	0.2787	0.3281	0.3610	0.4514
49	0.2329	0.2759	0.3249	0.3575	0.4473
50	0.2306	0.2732	0.3218	0.3542	0.4432

Lampiran 4. Produk Toko Berkah Abadi

Lampiran 5. Aktivitas Toko Berkah Abadi



Lampiran 6. Kuesioner IFE

Kuesioner Faktor Internal Toko Berkah Abadi

Berikan penilaian sesuai dengan kondisi perusahaan

Pedoman Pengukuran :

Skala 4 : Sangat kuat

Skala 3 : Kuat

Skala 2 : Lemah

Skala 1 : Sangat lemah

Nama :

Jenis Kelamin :

- Laki-Laki
- Perempuan

Pendidikan :

- SD
- SMP
- SMA/SMK
- D3
- S1/S2/S3

Pekerjaan :

- Pelajar/Mahasiswa
- Guru/Dosen
- PNS
- Pedagang
- Petani
- Wirausaha
- Karyawan
- Lainnya
- Yang lain:

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Faktor Internal Kekuatan

1. Produk yang dijual Toko berkah abadi berkualitas :
   - Sangat kuat
   - Kuat
   - Lemah
   - Sangat lemah
2. Variasi produk yang dijual beragam :
   - Sangat kuat
   - Kuat
   - Lemah
   - Sangat lemah
3. Harga grosir lebih murah dari pesaing:
   - Sangat kuat
   - Kuat
   - Lemah
   - Sangat lemah
4. Diskon harga terhadap produk di Toko Berkah Abadi :
   - Sangat kuat
   - Kuat
   - Lemah
   - Sangat lemah
5. Lokasi mudah dijangkau :
   - Sangat kuat
   - Kuat
   - Lemah
   - Sangat lemah
6. Melayani pesan antar :
   - Sangat kuat
   - Kuat
   - Lemah
   - Sangat lemah
7. Area Parkir Luas :
   - Sangat kuat
   - Kuat
   - Lemah
   - Sangat lemah

Faktor Internal Kelemahan

1. Toko Berkah Abadi tidak melakukan Promosi:
   - Sangat kuat
   - Kuat
   - Lemah
   - Sangat lemah
2. Harga ecer lebih mahal dari pesaing:
   - Sangat kuat
   - Kuat
   - Lemah
   - Sangat lemah
3. Jumlah Karyawan kurang:
   - Sangat kuat
   - Kuat
   - Lemah
   - Sangat lemah
4. Produk kurang lengkap:
   - Sangat kuat
   - Kuat
   - Lemah
   - Sangat lemah
5. Karyawan kurang cekatan:
   - Sangat kuat
   - Kuat
   - Lemah
   - Sangat lemah

6. Tidak memiliki media sosial:
    - Sangat kuat
    - Kuat
    - Lemah
    - Sangat lemah
7. Tidak memiliki website resmi:
    - Sangat kuat
    - Kuat
    - Lemah
    - Sangat lemah
8. Angaran Pemasaran tidak ada:
    - Sangat kuat
    - Kuat
    - Lemah
    - Sangat lemah

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Lampiran 7. Kuesioner EFE

Kuesioner Faktor Eksternal Toko Berkah Abadi

Berikan penilaian sesuai dengan kondisi perusahaan

Pedoman Pengukuran :

Skala 4 : Sangat kuat

Skala 3 : Kuat

Skala 2 : Lemah

Skala 1 : Sangat lemah

Nama :

Jenis Kelamin :

- Laki-Laki
- Perempuan

Pendidikan :

- SD
- SMP
- SMA/SMK
- D3
- S1/S2/S3

Pekerjaan :

- Pelajar/Mahasiswa
- Guru/Dosen
- PNS
- Pedagang
- Petani
- Wirausaha
- Karyawan
- Lainnya
- Yang lain:

Faktor Eksternal Peluang

1. Media sosial sebagai sarana promosi:
   - Sangat kuat
   - Kuat
   - Lemah
   - Sangat lemah
2. Semua orang membutuhkan:
   - Sangat kuat
   - Kuat
   - Lemah
   - Sangat lemah
3. Toko dekat dengan sentra industri:
   - Sangat kuat
   - Kuat
   - Lemah
   - Sangat lemah
4. Toko dengan kawasan industri:
   - Sangat kuat
   - Kuat
   - Lemah
   - Sangat lemah
5. Berkembangnya Internet:
   - Sangat kuat
   - Kuat
   - Lemah
   - Sangat lemah
6. Area toko padat penduduk:
   - Sangat kuat
   - Kuat
   - Lemah
   - Sangat lemah

Faktor Eksternal Ancaman

1. Munculnya pesaing baru dengan menjual produk serupa:
   - Sangat kuat
   - Kuat
   - Lemah
   - Sangat lemah
2. Kenaikan harga produk dari produsen:
   - Sangat kuat
   - Kuat
   - Lemah
   - Sangat lemah
3. Kenaikan Pajak:
   - Sangat kuat
   - Kuat
   - Lemah
   - Sangat lemah
4. Produk impor yang lebih murah:
   - Sangat kuat
   - Kuat
   - Lemah
   - Sangat lemah
5. Konsumen lebih memilih toko Online:
   - Sangat kuat
   - Kuat
   - Lemah
   - Sangat lemah
6. Gencarnya promosi yang dilakukan pesaing:
   - Sangat kuat
   - Kuat
   - Lemah
   - Sangat lemah