

LAMPIRAN

Lampiran 1 Pertanyaan Kuesioner

1. Bagaimana menurut anda jika CV. Savana membuat aplikasi pemasaran berbasis online? *

2. Bagaimana menurut anda jika CV. Savana membuat aplikasi pemasaran untuk mempermudah proses transaksi? *

3. Bagaimana menurut anda jika CV. Savana membuat aplikasi pemasaran untuk mengetahui macam produk? *

4. Bagaimana menurut anda jika CV. Savana membuat daftar harga produk sesuai yang diinginkan pelanggan? *

5. Menurut anda, Apakah jika membuat aplikasi pemasaran advertising dapat efisiensi waktu untuk pelanggan? *

6. Menurut anda, Apakah jika membuat aplikasi pemasaran advertising dapat meningkatkan minat pelanggan untuk membeli produk CV. Savana? *

7. Menurut anda, Apakah jika membuat aplikasi pemasaran dapat meminimalisir resiko pada hasil pesanan? *

8. Menurut anda, Apakah jika membuat aplikasi pemasaran advertising dapat meminimalisir biaya yang dikeluarkan oleh pelanggan? *

9. Menurut anda, Apakah jika membuat aplikasi pemasaran advertising dengan fitur diskon/promo dapat meningkatkan minat pelanggan untuk membeli produk CV. Savana? *

Saran Untuk pembuatan aplikasinya *

Lampiran 2 Hasil Kuesioner

| No | X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 | X9 | JU ML AH | RERA TA |
|----|----|----|----|----|----|----|----|----|----|----------------|------------|
| 1 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 31 | 86 |
| 2 | 2 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 27 | 75 |
| 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 21 | 58 |
| 4 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 18 | 50 |
| 5 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 23 | 64 |
| 6 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 23 | 64 |
| 7 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 24 | 67 |
| 8 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 23 | 64 |
| 9 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 20 | 56 |
| 10 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 19 | 53 |
| 11 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 4 | 26 | 72 |
| 12 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 22 | 61 |
| 13 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 | 75 |
| 14 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 24 | 67 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 34 | 94 |
| 16 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 18 | 50 |
| 17 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 | 100 |
| 18 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 21 | 58 |
| 19 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 21 | 58 |
| 20 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 24 | 67 |
| 21 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 23 | 64 |
| 22 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 24 | 67 |
| 23 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 23 | 64 |
| 24 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 23 | 64 |
| 25 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 26 | 72 |
| 26 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 25 | 69 |
| 27 | 2 | 2 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 21 | 58 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 34 | 94 |
| 29 | 3 | 3 | 2 | 3 | 3 | 3 | 4 | 3 | 4 | 28 | 78 |
| 30 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 25 | 69 |
| 31 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 18 | 50 |
| 32 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 24 | 67 |
| 33 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 19 | 53 |
| 34 | 2 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 29 | 81 |

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|----|---|---|---|---|---|---|---|---|---|----|-----|
| 35 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 21 | 58 |
| 36 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 18 | 50 |
| 37 | 2 | 4 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 23 | 64 |
| 38 | 4 | 3 | 2 | 3 | 3 | 3 | 4 | 3 | 3 | 28 | 78 |
| 39 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 32 | 89 |
| 40 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 24 | 67 |
| 41 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 3 | 4 | 32 | 89 |
| 42 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 33 | 92 |
| 43 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 33 | 92 |
| 44 | 2 | 2 | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 25 | 69 |
| 45 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 2 | 32 | 89 |
| 46 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 | 100 |
| 47 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 | 100 |
| 48 | 4 | 4 | 4 | 4 | 4 | 4 | 1 | 2 | 4 | 31 | 86 |
| 49 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 | 100 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 | 100 |
| 51 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 32 | 89 |
| 52 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 | 100 |
| 53 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 | 100 |
| 54 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 | 100 |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 | 100 |
| 56 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 | 100 |
| 57 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 34 | 94 |
| 58 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 | 100 |
| 59 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 35 | 97 |
| 60 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 29 | 81 |
| 61 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 4 | 31 | 86 |
| 62 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 | 100 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 | 100 |
| 64 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 32 | 89 |
| 65 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 33 | 92 |
| 66 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 34 | 94 |
| 67 | 3 | 3 | 4 | 4 | 4 | 3 | 2 | 3 | 4 | 30 | 83 |
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 | 100 |
| 69 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 | 100 |
| 70 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 | 100 |
| 71 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 29 | 81 |
| 72 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 33 | 92 |
| 73 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 33 | 92 |

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|---------------------------|---|---|---|---|---|---|---|---|---|----|-----|
| 74 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 33 | 92 |
| 75 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 | 100 |
| 76 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 32 | 89 |
| 77 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 30 | 83 |
| 78 | 3 | 3 | 4 | 4 | 3 | 3 | 2 | 3 | 3 | 28 | 78 |
| 79 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 34 | 94 |
| 80 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 | 100 |
| 81 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 32 | 89 |
| 82 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 34 | 94 |
| 83 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 35 | 97 |
| 84 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 | 100 |
| 85 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 35 | 97 |
| 86 | 4 | 4 | 4 | 2 | 4 | 4 | 2 | 3 | 3 | 30 | 83 |
| 87 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 30 | 83 |
| 88 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 | 100 |
| 89 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 35 | 97 |
| 90 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 32 | 89 |
| 91 | 4 | 4 | 3 | 2 | 4 | 4 | 3 | 3 | 4 | 31 | 86 |
| 92 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 35 | 97 |
| 93 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 35 | 97 |
| 94 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 33 | 92 |
| 95 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 | 75 |
| 96 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 24 | 67 |
| 97 | 3 | 3 | 2 | 4 | 3 | 4 | 4 | 3 | 3 | 29 | 81 |
| 98 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 33 | 92 |
| 99 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 30 | 83 |
| 100 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 30 | 83 |
| 101 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 32 | 89 |
| 102 | 4 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 23 | 64 |
| 103 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 | 100 |
| 104 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 | 75 |
| 105 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 30 | 83 |
| 106 | 3 | 4 | 3 | 3 | 4 | 2 | 3 | 4 | 2 | 28 | 78 |
| 107 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 33 | 92 |
| 108 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 32 | 89 |
| 109 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 34 | 94 |
| 110 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 28 | 78 |
| Rata - rata (Hasil Akhir) | | | | | | | | | | | 82 |