Lampiran 1

KUESIONER STRATEGI MINIMARKET RMP

Identitas Responden

No. Responden :

Tanggal :

Nama :

Umur :

Jenis Kelamin :

Pendidikan :

Jabatan :

**Petunjuk pengisian :**

Berilah tanda x pada salah satu pilihan jawaban yang ada dikolom kanan, sesuai dengan pendapat Bapak/ Ibu tentang strategi Minimarkat RMP.

Ada 5 (lima) alternatif jawaban

SS = 5 : Sangat Setuju

S = 4 : Setuju

RR = 3 : Ragu-Ragu

TS = 2 : Tidak Setuju

STS = 1 : Sangat Tidak Setuju

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| NO | PERNYATAAN | SS | S | RR | TS | STS |
|  | Produk | | | | | |
| 1 | Kelengkapan produk untuk memenuhi kebutuhan konsumen umum |  |  |  |  |  |
| 2 | Kelengkapan produk untuk memenuhi kebutuhan member |  |  |  |  |  |
| 3 | Minimarket perlu menjual produk-produk UKM |  |  |  |  |  |
|  | Harga | | | | | |
| 4 | Pengaturan kembali harga produk untuk bersaing |  |  |  |  |  |
| 5 | Menetapkan discon untuk pembelanjaan diatas nominal tertentu |  |  |  |  |  |
| 6 | Promosi harga di periode tertentu |  |  |  |  |  |
|  | Pelayanan | | | | | |
| 7 | Sistem delivery order untuk pelayanan konsumen |  |  |  |  |  |
| 8 | Membentuk grup member sebagai fasilitas promosi |  |  |  |  |  |
| 9 | Pembangunan outlet baru yang lebih strategis |  |  |  |  |  |
|  | Kerja Sama | | | | | |
| 10 | Memanfaatkan ojek online untuk pengiriman barang |  |  |  |  |  |
| 11 | Kerja sama untuk pembangunan Distribution Center untuk efisiensi harga |  |  |  |  |  |
| 12 | Kerjasama dengan instansi pemerintah dan swasta untuk penjualan produk |  |  |  |  |  |
|  |  |  |  |  |  |  |

**LAMPIRAN 2**

**Lembar Kuesioner AHP**

Kuesioner AHP untuk memilih strategi prioritas “Analisis dan Strategi Pengoptimalan Kinerja Minimarket RMP”

Kuesioner ini ditujukan untuk memilih prioritas aspek strategi pengoptimalan kinerja dalam rangka penelitian “Analisis dan Strategi Pengoptimalan Kinerja Minimarket RMP” . Kuesioner AHP ini merupakan lanjutan analisis TWOS yang telah dilaksanakan sebelumnya dan sudah menentukan beberapa strategi terpilih.

Penjelasan :

1. Maksud penelitan ini adalah mendapatkan persepsi/penilaian expert yang sifatnya subjektif, sehingga jawaban responden dibuat berdasarkan persepsi responden/expert atas penilaian-penilaian faktor-faktor yang berkaitan dengan penentuan strategi Minimarket RMP.
2. Kegunaan penelitian ini adalah untuk penyusunan skripsi, guna melengkapi salah satu syarat penyelesaian pendidikan pada Jurusan Teknik Industri, Program Strata satu Fakultas Teknik Universitas Islam Majapahit, Mojokerto .
3. Bahwa untuk memperoleh masukan seperti tersebut dalam point 1 diatas, maka yang menjadi responden adalah mereka yang mempunyai pemahaman terhadap masalah yang diteliti (expert).
4. Mengingat pentingnya masukan dari Bapak/Ibu, maka kami mohon agar Bapak/Ibudapat mengisi kuesioner ini dengan sungguh-sungguh,agar hasil yang dicapai memberi alternatif strategi pemasaran terbaik.
5. Karena sifatnya penelitian akademik, maka untuk menjaga keakuratan masukan yangBapak/Ibu berikan, kami mengharapkan Bapak/Ibu berkenan untuk mengisi data-datakuesioner ini berupa identitas diri dan lembar pertanyaan di bawah berikut ini :

**DATA RESPONDEN (IDENTITAS DIRI)**

Nama lengkap (beserta gelar):

Jabatan (saat ini) :

Pangkat/golongan :

No. telp/HP :

Alamat :

Jenis kelamin : Pria/Wanita \*

Usia : Tahun

Pendidikan tertinggi : SMA /Akademisi /S1 /S2 /S3

Petunjuk Pengisisan :

1. Untuk memeberikan penilaian terhadap elemen-elemen permasalahan dari setiap level yang sedang diteliti prioritasnya, penilaian dinyatakan dalam skalanumerik (skala 1 hingga 9) dengan menggunakan skala sebagai berikut :

Skala 1 = sama pentingnya

Skala 3 = sedikit lebih penting

Skala 5 = jelas lebih penting

Skala 7 = sangat jelas lebih penting

Skala 9 = mutlak lebih penting

Skala 2, 4, 6, dan 8 adalah nilai antara

Kuesioner ini menggunakan metode ranking untuk menilai besarnya pengaruh antara satu hal dengan hal lainnya (beri tanda silang pada kotak yang anda pilih)

1. Jika elemen pada kolom sebelah kiri lebih penting dari elemen pada kolom sebelah kanan, nilai perbandingan ini diisikan pada kolom sebelah kiri, danJika sebaliknya, maka diisikan pada sebelah kanan (lihat contoh).

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| Pilihan A | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Pilihan B |

Artinya : Pilihan A “Sama Pentingnya” dengan pilihan B

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Pilihan A | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Pilihan B |

Artinya : Pilihan A “Sedikit Penting” dibanding dengan pilihan B

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| Pilihan A | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Pilihan B |

Artinya : Pilihan B “ Jelas Lebih Penting “ dibanding dengan pilihan A

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Pilihan A | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Pilihan B |

Artinya :Pilihan B “ Sangat Jelas Lebih Penting” dibanding dengan pilihan A

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Pilihan A | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Pilihan B |

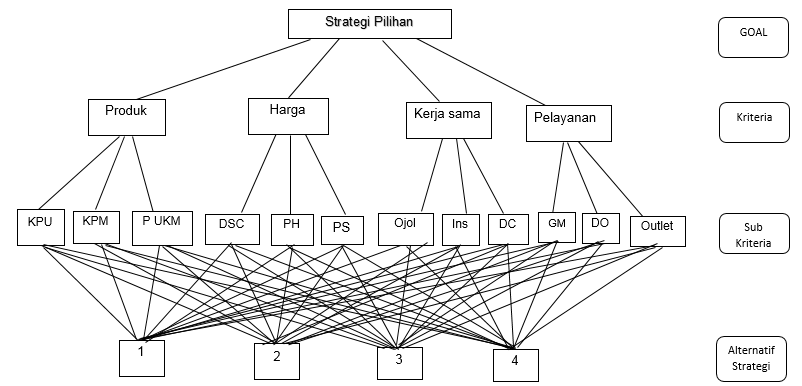
Artinya : Pilihan A “ Mutlak Lebih Penting” dibanding dengan pilihan B

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Pilihan A | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Pilihan B |

Artinya : pilihan A berada pada nilai *intermediate* 6, karena berada antara nilai 7 dan 5

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Pilihan A | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Pilihan B |

Artinya : pilihan B berada pada nilai *intermediate* 4, karena berada pada antara nilai 5 dan 3



Keterangan :

1. KPU : Kelengkapan Produk dari data Umum
2. KPM : Kelengkapan Produk dari data Member
3. P UKM : Produk UKM
4. DSC : Discon
5. PH : Pengaturan Harga Jual
6. PS : Promosi
7. Ojol : Ojek Online
8. INS : Instansi Negeri dan Swasta
9. DC : Distributin Center
10. GM : Grup Member
11. DO : Delivery Order
12. Outlet : Membuat Outlet Baru

**Alternatif Strategi**

1. Memperbanyak grup member serta memberikan pelayanankhusus terhadap mereka, seperti potongan harga, voucherbelanja dan lain-lain.
2. Membuat program promosi dengan bekerja sama dengan Instansi pemerintah maupunswasta, seperti mensupport kegiatan – kegiatan mereka dengan produk” kita.
3. Membangun cabang outlet baru dengan lokasi yang lebih strategis.
4. Melakukan kegiatan pemasaran secara umum dan penguatan kondisi Minimarket seperti melengkapi produk, pengefisienan anggaran dan pelayanan.
5. Berkaitan dengan pencapaian sasaran strategi Minimarket RMP, maka kriteria strategi manakah yang dianggap lebihpenting untuk diprioritaskan ?

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| Kriteria | Bobot | | | | | | | | | | | | | | | | | Kreteria |
| Produk | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Harga |
| Produk | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Pelayanan |
| Produk | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama |
| Harga | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Pelayanan |
| Harga | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama |
| Pelayanan | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama |

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| --- | --- | --- | --- | --- |
| 1 = Sama Penting | 3 = Sedikit Lebih Penting | 5= Jelas Lebih Penting | 7= Sangat Jelas Lebih Penting | 9= Mutlak lebih Penting |

1. Apabila kriteria produk merupakan kriteria strategi yang prioritasuntuk dilakukan sebagai strategi di Minimarket RMP, maka kegiatan manakah yang lebih penting untuk diprioritaskan ?

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| Sub Kriteria | Bobot | | | | | | | | | | | | | | | | | Sub Kreteria |
| Kelengkapan Produk U | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kelengkapan Produk M |
| Kelengkapan Produk U | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Produk UKM |
| Produk UKM | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kelengkapan Produk M |

1. Apabila kriteria Harga merupakan kriteria strategi yang prioritas untuk dilakukan sebagai strategi di Minimarket RMP, maka kegiatan manakah yang lebih penting untuk diprioritaskan ?

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| Sub Kriteria | Bobot | | | | | | | | | | | | | | | | | Sub Kreteria |
| Pengaturan Harga | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Discon |
| Pengaturan Harga | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Promosi |
| Promosi | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Discon |

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| --- | --- | --- | --- | --- |
| 1 = Sama Penting | 3 = Sedikit Lebih Penting | 5= Jelas Lebih Penting | 7= Sangat Jelas Lebih Penting | 9= Mutlak lebih Penting |

1. Apabila kriteria Kerja Sama merupakan kriteria strategi yang prioritas untuk dilakukan sebagai strategi di Minimarket RMP, maka kegiatan manakah yang lebih penting untuk diprioritaskan ?

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| Sub Kriteria | Bobot | | | | | | | | | | | | | | | | | Sub Kreteria |
| DC | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Ojek Online |
| DC | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Instansi Pemerintah dan Swasta |
| Ojek Online | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Instansi Pemerintah dan Swasta |

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| --- | --- | --- | --- | --- |
| 1 = Sama Penting | 3 = Sedikit Lebih Penting | 5= Jelas Lebih Penting | 7= Sangat Jelas Lebih Penting | 9= Mutlak lebih Penting |

1. Apabila kriteria Kerja Sama merupakan kriteria strategi yang prioritas untuk dilakukan sebagai strategi di Minimarket RMP, maka kegiatan manakah yang lebih penting untuk diprioritaskan ?

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| Sub Kriteria | Bobot | | | | | | | | | | | | | | | | | Sub Kreteria |
| Outlet Baru | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Delivery Order |
| Outlet Baru | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Grup Member |
| Delivery Order | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Grup Member |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 = Sama Penting | 3 = Sedikit Lebih Penting | 5= Jelas Lebih Penting | 7= Sangat Jelas Lebih Penting | 9= Mutlak lebih Penting |

1. Berkaitan dengan strategi Minimarket RMP, alternatif strategi manakah yang dianggap lebih penting untukdiprioritaskan ?

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| Strategi | Bobot | | | | | | | | | | | | | | | | | Strategi |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Membangun Outlet Baru |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Penguatan internal Minimarket |
| Penguatan internal Minimarket | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Membangun Outlet Baru |
| Penguatan internal Minimarket | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |
| Membangun Outlet Baru | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |

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| --- | --- | --- | --- | --- |
| 1 = Sama Penting | 3 = Sedikit Lebih Penting | 5= Jelas Lebih Penting | 7= Sangat Jelas Lebih Penting | 9= Mutlak lebih Penting |

1. Manakah strategi yang lebih penting dilakukan sebagai srategi Minimarket RMP , menurut sub kriteria Kelengkapan Produk Umum ?

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| Strategi | Bobot | | | | | | | | | | | | | | | | | | | | | Strategi | |
| Memperbanyak grup member | 9 | | 8 | 7 | 6 | 5 | 4 | | 3 | 2 | 1 | 2 | | 3 | 4 | 5 | 6 | 7 | 8 | | 9 | Membangun Outlet Baru | |
| Memperbanyak grup member | 9 | | 8 | 7 | 6 | 5 | 4 | | 3 | 2 | 1 | 2 | | 3 | 4 | 5 | 6 | 7 | 8 | | 9 | Kerja sama Instansi Pemerintah dan Swasta | |
| Memperbanyak grup member | 9 | | 8 | 7 | 6 | 5 | 4 | | 3 | 2 | 1 | 2 | | 3 | 4 | 5 | 6 | 7 | 8 | | 9 | Penguatan internal Minimarket | |
| Penguatan internal Minimarket | 9 | | 8 | 7 | 6 | 5 | 4 | | 3 | 2 | 1 | 2 | | 3 | 4 | 5 | 6 | 7 | 8 | | 9 | Membangun Outlet Baru | |
| Penguatan internal Minimarket | 9 | | 8 | 7 | 6 | 5 | 4 | | 3 | 2 | 1 | 2 | | 3 | 4 | 5 | 6 | 7 | 8 | | 9 | Kerja sama Instansi Pemerintah dan Swasta | |
| Membangun Outlet Baru | 9 | | 8 | 7 | 6 | 5 | 4 | | 3 | 2 | 1 | 2 | | 3 | 4 | 5 | 6 | 7 | 8 | | 9 | Kerja sama Instansi Pemerintah dan Swasta | |
| 1 = Sama Penting | | 3 = Sedikit Lebih Penting | | | | | | 5= Jelas Lebih Penting | | | | | 7= Sangat Jelas Lebih Penting | | | | | | | 9= Mutlak lebih Penting | | |

1. Manakah strategi yang lebih penting dilakukan sebagai srategi Minimarket RMP , menurut sub kriteria Kelengkapan Produk Member ?

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| Strategi | Bobot | | | | | | | | | | | | | | | | | Strategi |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Membangun Outlet Baru |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Penguatan internal Minimarket |
| Penguatan internal Minimarket | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Membangun Outlet Baru |
| Penguatan internal Minimarket | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |
| Membangun Outlet Baru | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |

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| --- | --- | --- | --- | --- |
| 1 = Sama Penting | 3 = Sedikit Lebih Penting | 5= Jelas Lebih Penting | 7= Sangat Jelas Lebih Penting | 9= Mutlak lebih Penting |

1. Manakah strategi yang lebih penting dilakukan sebagai srategi Minimarket RMP , menurut sub kriteria Produk UKM ?

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| Strategi | Bobot | | | | | | | | | | | | | | | | | Strategi |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Membangun Outlet Baru |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Penguatan internal Minimarket |
| Penguatan internal Minimarket | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Membangun Outlet Baru |
| Penguatan internal Minimarket | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |
| Membangun Outlet Baru | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |

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| --- | --- | --- | --- | --- |
| 1 = Sama Penting | 3 = Sedikit Lebih Penting | 5= Jelas Lebih Penting | 7= Sangat Jelas Lebih Penting | 9= Mutlak lebih Penting |

1. Manakah strategi yang lebih penting dilakukan sebagai srategi Minimarket RMP , menurut sub kriteria*Discon* ?

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| Strategi | Bobot | | | | | | | | | | | | | | | | | Strategi |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Membangun Outlet Baru |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Penguatan internal Minimarket |
| Penguatan internal Minimarket | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Membangun Outlet Baru |
| Penguatan internal Minimarket | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |
| Membangun Outlet Baru | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 = Sama Penting | 3 = Sedikit Lebih Penting | 5= Jelas Lebih Penting | 7= Sangat Jelas Lebih Penting | 9= Mutlak lebih Penting |

1. Manakah strategi yang lebih penting dilakukan sebagai srategi Minimarket RMP , menurut sub kriteria Pengaturan Harga Bersaing ?

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Strategi | Bobot | | | | | | | | | | | | | | | | | Strategi |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Membangun Outlet Baru |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Penguatan internal Minimarket |
| Penguatan internal Minimarket | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Membangun Outlet Baru |
| Penguatan internal Minimarket | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |
| Membangun Outlet Baru | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 = Sama Penting | 3 = Sedikit Lebih Penting | 5= Jelas Lebih Penting | 7= Sangat Jelas Lebih Penting | 9= Mutlak lebih Penting |

1. Manakah strategi yang lebih penting dilakukan sebagai srategi Minimarket RMP , menurut sub kriteria Promosi Produk ?

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Strategi | Bobot | | | | | | | | | | | | | | | | | Strategi |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Membangun Outlet Baru |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Penguatan internal Minimarket |
| Penguatan internal Minimarket | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Membangun Outlet Baru |
| Penguatan internal Minimarket | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |
| Membangun Outlet Baru | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |

1. Manakah strategi yang lebih penting dilakukan sebagai srategi Minimarket RMP , menurut sub kriteria Ojek Online ?

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Strategi | Bobot | | | | | | | | | | | | | | | | | Strategi |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Membangun Outlet Baru |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Penguatan internal Minimarket |
| Penguatan internal Minimarket | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Membangun Outlet Baru |
| Penguatan internal Minimarket | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |
| Membangun Outlet Baru | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 = Sama Penting | 3 = Sedikit Lebih Penting | 5= Jelas Lebih Penting | 7= Sangat Jelas Lebih Penting | 9= Mutlak lebih Penting |

1. Manakah strategi yang lebih penting dilakukan sebagai srategi Minimarket RMP , menurut sub kriteria Intansi Pemerintah dan Swasta ?

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Strategi | Bobot | | | | | | | | | | | | | | | | | Strategi |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Membangun Outlet Baru |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Penguatan internal Minimarket |
| Penguatan internal Minimarket | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Membangun Outlet Baru |
| Penguatan internal Minimarket | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |
| Membangun Outlet Baru | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 = Sama Penting | 3 = Sedikit Lebih Penting | 5= Jelas Lebih Penting | 7= Sangat Jelas Lebih Penting | 9= Mutlak lebih Penting |

1. Manakah strategi yang lebih penting dilakukan sebagai srategi Minimarket RMP , menurut sub kriteria*Distribution Center*?

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Strategi | Bobot | | | | | | | | | | | | | | | | | Strategi |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Membangun Outlet Baru |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Penguatan internal Minimarket |
| Penguatan internal Minimarket | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Membangun Outlet Baru |
| Penguatan internal Minimarket | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |
| Membangun Outlet Baru | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 = Sama Penting | 3 = Sedikit Lebih Penting | 5= Jelas Lebih Penting | 7= Sangat Jelas Lebih Penting | 9= Mutlak lebih Penting |

1. Manakah strategi yang lebih penting dilakukan sebagai srategi Minimarket RMP , menurut sub kriteria*Delivery order* ?

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Strategi | Bobot | | | | | | | | | | | | | | | | | Strategi |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Membangun Outlet Baru |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Penguatan internal Minimarket |
| Penguatan internal Minimarket | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Membangun Outlet Baru |
| Penguatan internal Minimarket | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |
| Membangun Outlet Baru | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 = Sama Penting | 3 = Sedikit Lebih Penting | 5= Jelas Lebih Penting | 7= Sangat Jelas Lebih Penting | 9= Mutlak lebih Penting |

1. Manakah strategi yang lebih penting dilakukan sebagai srategi Minimarket RMP , menurut sub kriteriaOutlet Baru?

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Strategi | Bobot | | | | | | | | | | | | | | | | | Strategi |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Membangun Outlet Baru |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Penguatan internal Minimarket |
| Penguatan internal Minimarket | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Membangun Outlet Baru |
| Penguatan internal Minimarket | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |
| Membangun Outlet Baru | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 = Sama Penting | 3 = Sedikit Lebih Penting | 5= Jelas Lebih Penting | 7= Sangat Jelas Lebih Penting | 9= Mutlak lebih Penting |

1. Manakah strategi yang lebih penting dilakukan sebagai srategi Minimarket RMP , menurut sub kriteria Grup Member ?

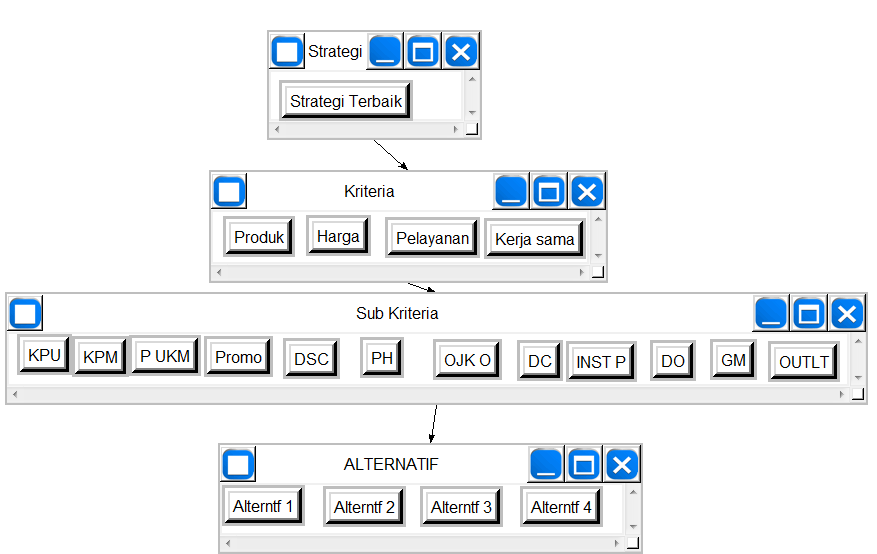
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Strategi | Bobot | | | | | | | | | | | | | | | | | Strategi |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Membangun Outlet Baru |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |
| Memperbanyak grup member | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Penguatan internal Minimarket |
| Penguatan internal Minimarket | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Membangun Outlet Baru |
| Penguatan internal Minimarket | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |
| Membangun Outlet Baru | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Kerja sama Instansi Pemerintah dan Swasta |

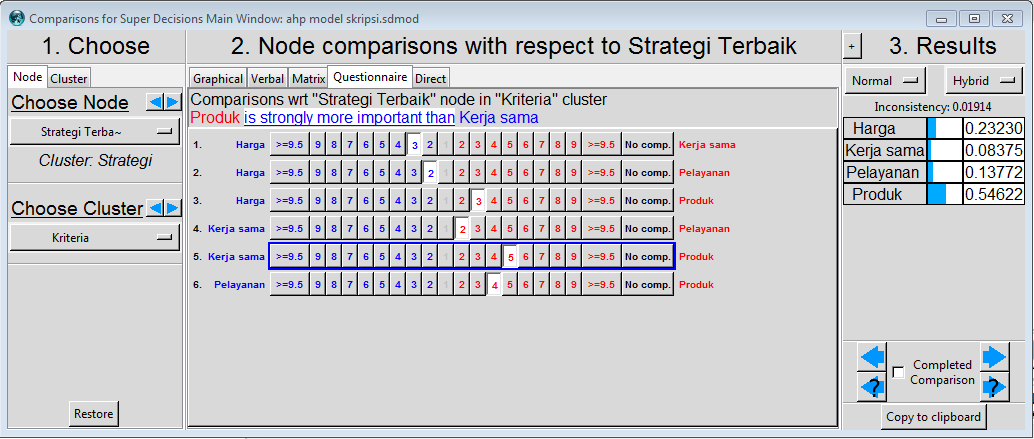
|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 = Sama Penting | 3 = Sedikit Lebih Penting | 5= Jelas Lebih Penting | 7= Sangat Jelas Lebih Penting | 9= Mutlak lebih Penting |

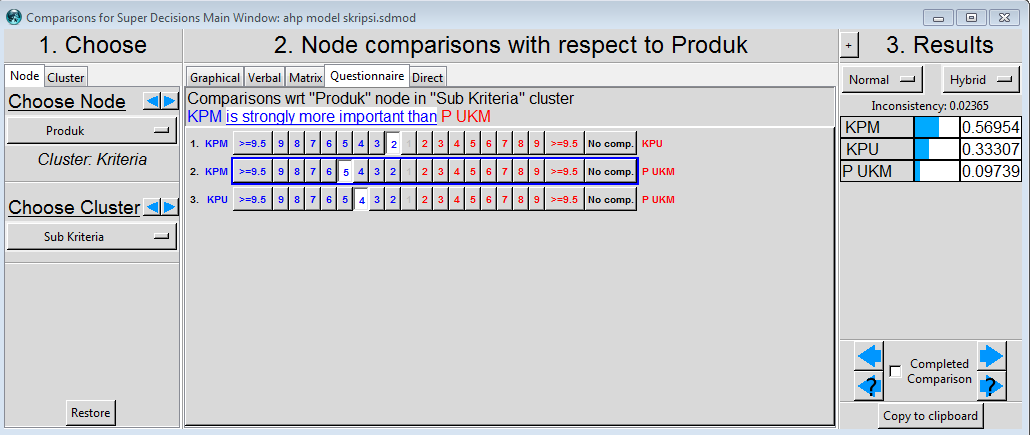
Tabel Pengolahan Kuisioner AHP

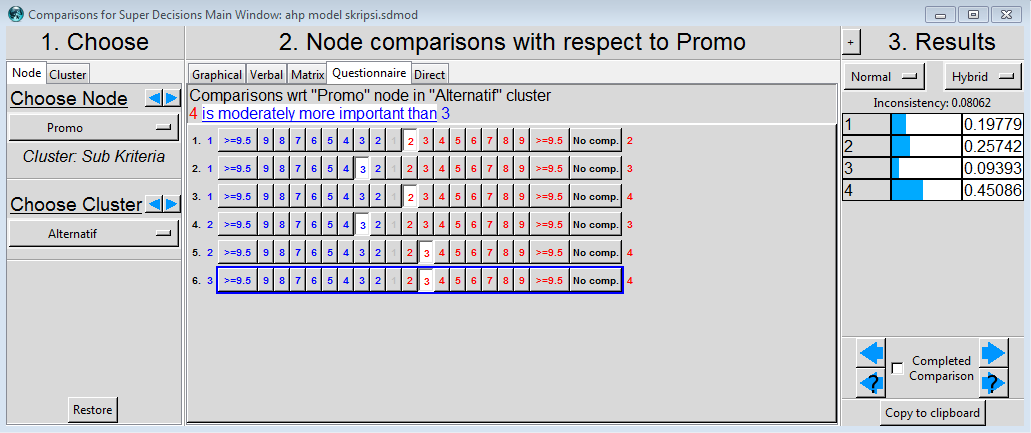
|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Kriteria | Res 1 | Res 2 | Res 3 | Res 4 | Res 5 | Jumlah | Rataan  Geometrik |
|  | P-H | 3 | 3 | 3 | 5 | 3 | 405 | 3,32269903 |
|  | P-P | 5 | 5 | 3 | 5 | 5 | 1875 | 4,514402257 |
|  | P- K | 7 | 5 | 3 | 7 | 5 | 3675 | 5,164775739 |
|  | H-P | 3 | 5 | 3 | 3 | 1 | 135 | 2,667268608 |
|  | H-K | 3 | 3 | 5 | 1 | 3 | 135 | 2,667268608 |
|  | P-K | 1 | 3 | 3 | 3 | 1 | 27 | 1,933182045 |
|  |  |  |  |  |  |  |  |  |
| Produk | KPU-KPM | 0,333 | 1 | 0,5 | 0,333 | 0,333 | 0,01846 | 0,450049767 |
|  | KPU-UKM | 3 | 3 | 5 | 3 | 5 | 675 | 3,680109614 |
|  | UKM-KPM | 0,2 | 0,333 | 0,2 | 0,2 | 0,333 | 0,00089 | 0,245242475 |
|  |  |  |  |  |  |  |  |  |
| Harga | PH- DISC | 5 | 7 | 5 | 3 | 5 | 2625 | 4,828651495 |
|  | PH-Promo | 5 | 7 | 5 | 7 | 5 | 6125 | 5,720331779 |
|  | DISC-Promo | 3 | 1 | 0,333 | 3 | 3 | 8,991 | 1,551535081 |
|  |  |  |  |  |  |  | 0 | 0 |
| Kerja Sama | OJO- INST | 0,2 | 0,333 | 0,2 | 0,333 | 0,2 | 0,00089 | 0,245242475 |
|  | OJO- DC | 1 | 3 | 3 | 3 | 1 | 27 | 1,933182045 |
|  | DC-INST | 0,333 | 0,333 | 0,2 | 0,333 | 0,2 | 0,00148 | 0,271567965 |
|  |  |  |  |  |  |  | 0 | 0 |
| Pelayanan | DO-GM | 1 | 1 | 0,333 | 0,333 | 1 | 0,11089 | 0,64413618 |
|  | DO-OUTL | 5 | 7 | 5 | 3 | 3 | 1575 | 4,359695041 |
|  | GM-OUTL | 5 | 3 | 3 | 4 | 3 | 540 | 3,519482029 |
|  |  |  |  |  |  |  | 0 | 0 |
| Alternatif | 1-2 | 3 | 1 | 3 | 1 | 1 | 9 | 1,551845574 |
|  | 1-3 | 5 | 3 | 5 | 3 | 3 | 675 | 3,680109614 |
|  | 1-4 | 0,3 | 3 | 3 | 0,3 | 0,2 | 0,162 | 0,694869105 |
|  | 2-3 | 3 | 3 | 2 | 5 | 3 | 270 | 3,063887063 |
|  | 2-4 | 0,333 | 0,2 | 0,5 | 0,333 | 0,333 | 0,00369 | 0,326186919 |
|  | 3-4 | 0,2 | 0,2 | 0,333 | 0,14 | 0,2 | 0,00037 | 0,206220792 |
|  |  |  |  |  |  |  |  | 0 |
| KPU | 1-2 | 3 | 3 | 1 | 3 | 1 | 27 | 1,933182045 |
|  | 1-3 | 5 | 7 | 5 | 3 | 3 | 1575 | 4,359695041 |
|  | 1-4 | 0,3 | 0,2 | 0,2 | 0,3 | 0,2 | 0,00072 | 0,235215805 |
|  | 2-3 | 3 | 3 | 2 | 5 | 3 | 270 | 3,063887063 |
|  | 2-4 | 0,333 | 0,2 | 0,5 | 0,2 | 0,333 | 0,00222 | 0,294566729 |
|  | 3-4 | 0,2 | 0,2 | 0,333 | 0,14 | 0,2 | 0,00037 | 0,206220792 |
|  |  |  |  |  |  |  |  |  |
| KPM | 1-2 | 3 | 3 | 1 | 3 | 1 | 27 | 1,933182045 |
|  | 1-3 | 5 | 7 | 5 | 3 | 3 | 1575 | 4,359695041 |
|  | 1-4 | 0,3 | 0,2 | 0,2 | 0,3 | 0,2 | 0,00072 | 0,235215805 |
|  | 2-3 | 3 | 3 | 2 | 5 | 3 | 270 | 3,063887063 |
|  | 2-4 | 0,333 | 0,2 | 0,5 | 0,2 | 0,333 | 0,00222 | 0,294566729 |
|  | 3-4 | 0,2 | 0,2 | 0,2 | 0,14 | 0,2 | 0,00022 | 0,186229983 |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  | 0 |  |
| UKM | 1-2 | 0,333 | 0,2 | 1 | 0,333 | 1 | 0,02218 | 0,466856804 |
|  | 1-3 | 3 | 3 | 1 | 3 | 3 | 81 | 2,408224685 |
|  | 1-4 | 1 | 1 | 0,3 | 0,3 | 0,2 | 0,018 | 0,447769493 |
|  | 2-3 | 5 | 3 | 7 | 5 | 5 | 2625 | 4,828651495 |
|  | 2-4 | 0,333 | 0,2 | 0,5 | 0,2 | 0,333 | 0,00222 | 0,294566729 |
|  | 3-4 | 0,333 | 0,2 | 0,333 | 0,2 | 0,333 | 0,00148 | 0,271567965 |
|  |  |  |  |  |  |  | 0 |  |
| PH | 1-2 | 3 | 3 | 3 | 3 | 1 | 81 | 2,408224685 |
|  | 1-3 | 5 | 7 | 5 | 3 | 3 | 1575 | 4,359695041 |
|  | 1-4 | 0,3 | 3 | 0,2 | 0,3 | 0,2 | 0,0108 | 0,404282322 |
|  | 2-3 | 3 | 3 | 2 | 5 | 3 | 270 | 3,063887063 |
|  | 2-4 | 0,333 | 0,2 | 0,5 | 0,333 | 0,333 | 0,00369 | 0,326186919 |
|  | 3-4 | 0,2 | 0,2 | 0,2 | 0,14 | 0,2 | 0,00022 | 0,186229983 |
|  |  |  |  |  |  |  | 0 |  |
| DISCON | 1-2 | 5 | 5 | 3 | 3 | 3 | 675 | 3,680109614 |
|  | 1-3 | 5 | 7 | 5 | 7 | 7 | 8575 | 6,118526224 |
|  | 1-4 | 3 | 3 | 3 | 0,3 | 5 | 40,5 | 2,096481356 |
|  | 2-3 | 3 | 3 | 2 | 5 | 3 | 270 | 3,063887063 |
|  | 2-4 | 0,333 | 0,2 | 0,5 | 1 | 0,333 | 0,01109 | 0,406422454 |
|  | 3-4 | 0,2 | 0,2 | 0,333 | 0,333 | 0,2 | 0,00089 | 0,245242475 |
|  |  |  |  |  |  |  | 0 |  |
| PROMO | 1-2 | 0,333 | 0,2 | 3 | 0,2 | 0,333 | 0,01331 | 0,421515882 |
|  | 1-3 | 3 | 3 | 3 | 3 | 1 | 81 | 2,408224685 |
|  | 1-4 | 0,3 | 3 | 3 | 0,3 | 0,2 | 0,162 | 0,694869105 |
|  | 2-3 | 3 | 3 | 2 | 5 | 3 | 270 | 3,063887063 |
|  | 2-4 | 3 | 3 | 3 | 3 | 5 | 405 | 3,32269903 |
|  | 3-4 | 0,2 | 0,333 | 0,333 | 0,333 | 0,2 | 0,00148 | 0,271567965 |
|  |  |  |  |  |  |  | 0 |  |
| OJO | 1-2 | 0,333 | 0,333 | 3 | 0,333 | 1 | 0,11078 | 0,644007301 |
|  | 1-3 | 3 | 3 | 1 | 3 | 3 | 81 | 2,408224685 |
|  | 1-4 | 1 | 3 | 1 | 1 | 3 | 9 | 1,551845574 |
|  | 2-3 | 1 | 3 | 2 | 3 | 3 | 54 | 2,220643035 |
|  | 2-4 | 0,333 | 0,333 | 0,333 | 1 | 0,333 | 0,0123 | 0,414911418 |
|  | 3-4 | 0,333 | 0,2 | 0,333 | 0,333 | 0,2 | 0,00148 | 0,271567965 |
|  |  |  |  |  |  |  |  |  |
| DC | 1-2 | 0,333 | 0,333 | 0,333 | 1 | 1 | 0,03693 | 0,516971427 |
|  | 1-3 | 3 | 3 | 3 | 2 | 3 | 162 | 2,766323734 |
|  | 1-4 | 0,3 | 3 | 3 | 0,3 | 0,2 | 0,162 | 0,694869105 |
|  | 2-3 | 3 | 5 | 5 | 5 | 7 | 2625 | 4,828651495 |
|  | 2-4 | 3 | 3 | 3 | 1 | 0,333 | 8,991 | 1,551535081 |
|  | 3-4 | 1 | 1 | 0,333 | 1 | 1 | 0,333 | 0,802580949 |
|  |  |  |  |  |  |  | 0 |  |
| INSTANSI | 1-2 | 0,2 | 0,2 | 3 | 0,333 | 0,2 | 0,00799 | 0,380654611 |
|  | 1-3 | 3 | 2 | 3 | 2 | 1 | 36 | 2,047672511 |
|  | 1-4 | 0,3 | 3 | 0,3 | 0,3 | 0,3 | 0,0243 | 0,475467958 |
|  | 2-3 | 3 | 7 | 5 | 5 | 7 | 3675 | 5,164775739 |
|  | 2-4 | 3 | 3 | 3 | 1 | 3 | 81 | 2,408224685 |
|  | 3-4 | 0,5 | 0,333 | 0,333 | 0,333 | 0,333 | 0,00615 | 0,361201369 |
|  |  |  |  |  |  |  | 0 |  |
| DO | 1-2 | 3 | 5 | 3 | 3 | 1 | 135 | 2,667268608 |
|  | 1-3 | 5 | 7 | 5 | 3 | 3 | 1575 | 4,359695041 |
|  | 1-4 | 0,3 | 3 | 3 | 0,3 | 0,2 | 0,162 | 0,694869105 |
|  | 2-3 | 3 | 3 | 2 | 5 | 3 | 270 | 3,063887063 |
|  | 2-4 | 0,333 | 0,2 | 0,5 | 1 | 0,333 | 0,01109 | 0,406422454 |
|  | 3-4 | 0,2 | 0,2 | 0,333 | 0,14 | 0,2 | 0,00037 | 0,206220792 |
|  |  |  |  |  |  |  | 0 |  |
| GM | 1-2 | 5 | 5 | 3 | 3 | 5 | 1125 | 4,075965548 |
|  | 1-3 | 5 | 7 | 5 | 9 | 7 | 11025 | 6,433920935 |
|  | 1-4 | 5 | 3 | 3 | 1 | 3 | 135 | 2,667268608 |
|  | 2-3 | 3 | 3 | 5 | 3 | 3 | 405 | 3,32269903 |
|  | 2-4 | 0,333 | 0,2 | 0,5 | 0,2 | 0,333 | 0,00222 | 0,294566729 |
|  | 3-4 | 0,333 | 0,2 | 0,333 | 0,333 | 0,2 | 0,00148 | 0,271567965 |
|  |  |  |  |  |  |  |  |  |
| Outlet | 1-2 | 3 | 5 | 3 | 3 | 1 | 135 | 2,667268608 |
|  | 1-3 | 0,2 | 0,14 | 0,2 | 0,2 | 0,2 | 0,00022 | 0,186229983 |
|  | 1-4 | 3 | 3 | 3 | 5 | 5 | 675 | 3,680109614 |
|  | 2-3 | 0,2 | 0,14 | 0,2 | 0,2 | 0,2 | 0,00022 | 0,186229983 |
|  | 2-4 | 3 | 3 | 3 | 3 | 4 | 324 | 3,177671523 |
|  | 3-4 | 7 | 9 | 5 | 5 | 3 | 4725 | 5,431007 |

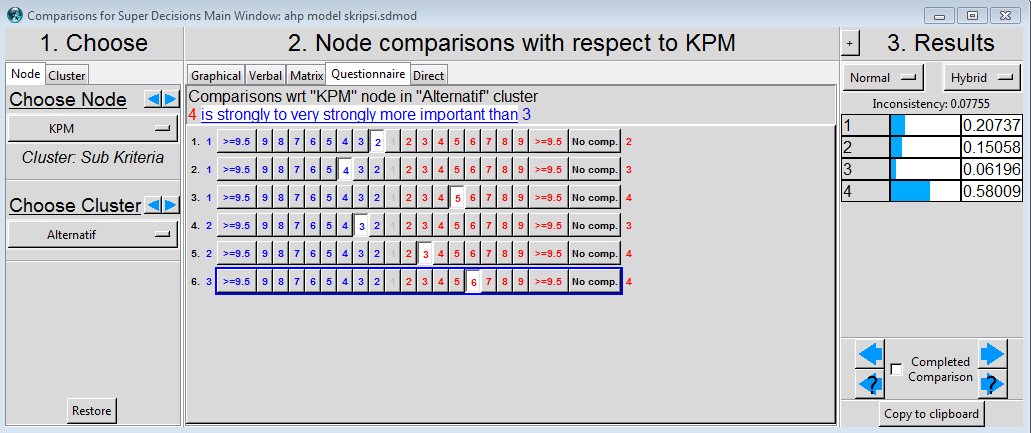
Penghitungan Komparasi dengan Software Super Decisions





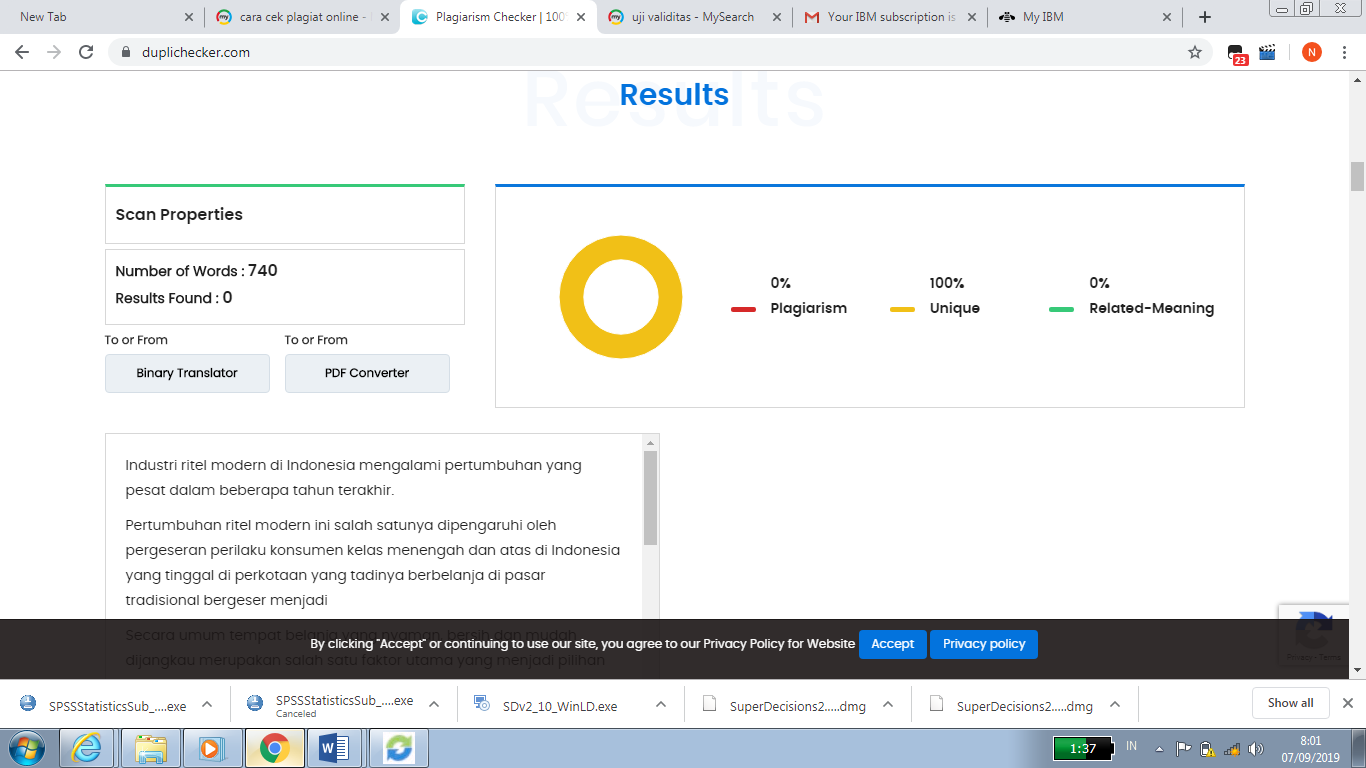




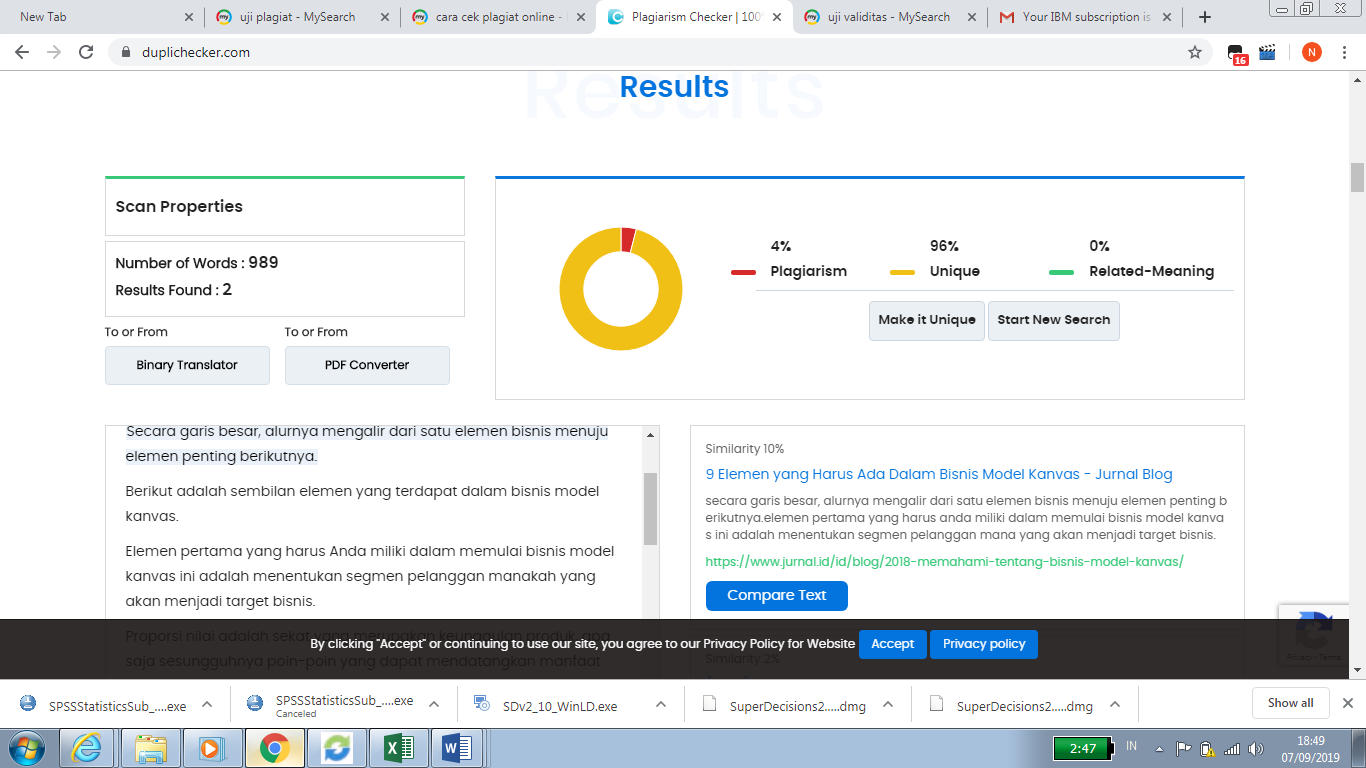


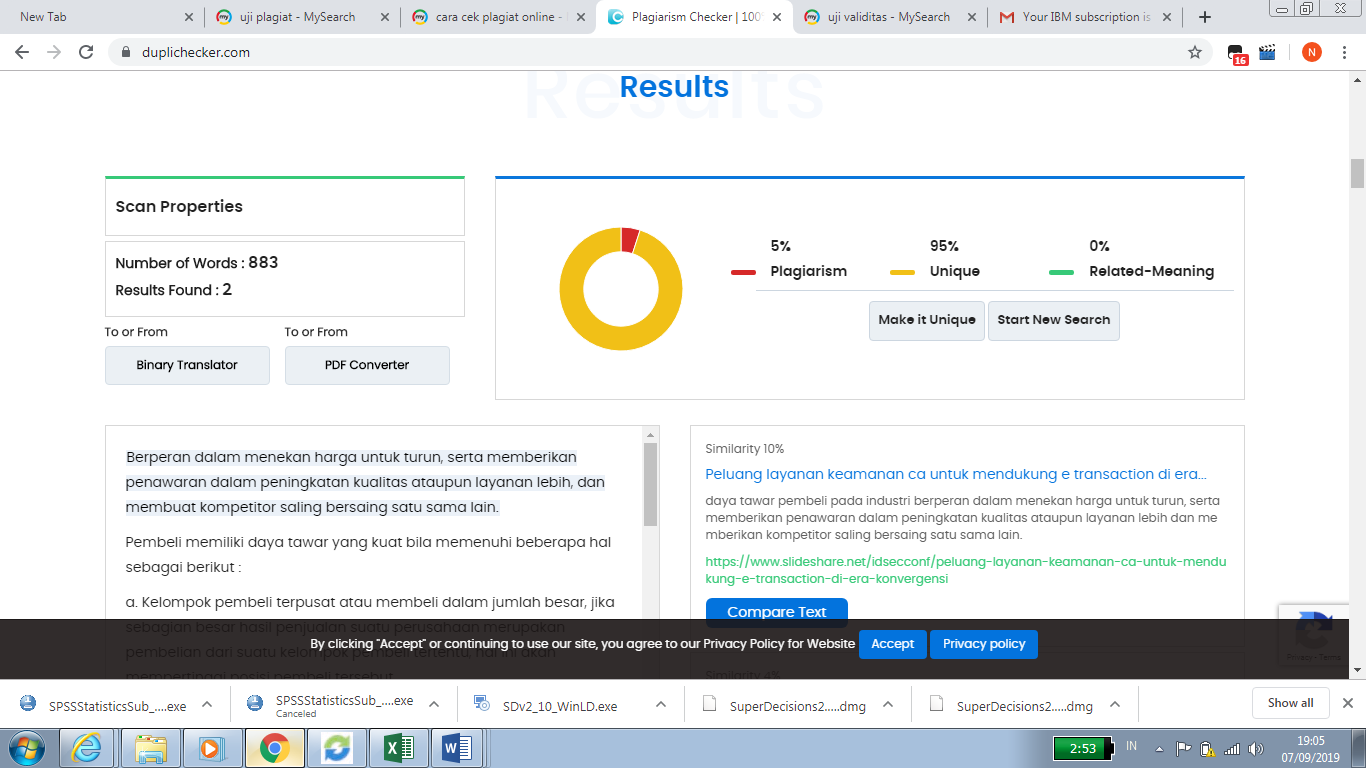
**Cek Plagiat**

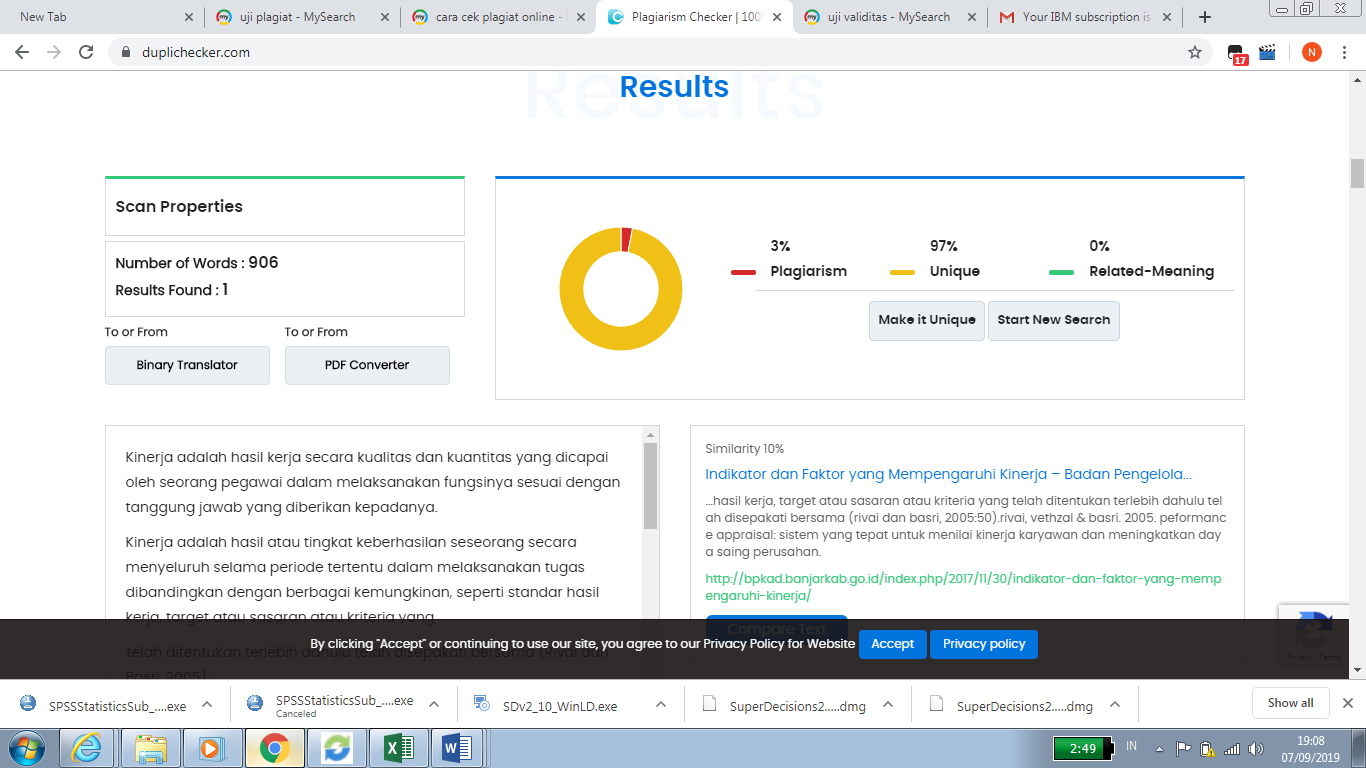
BAB I

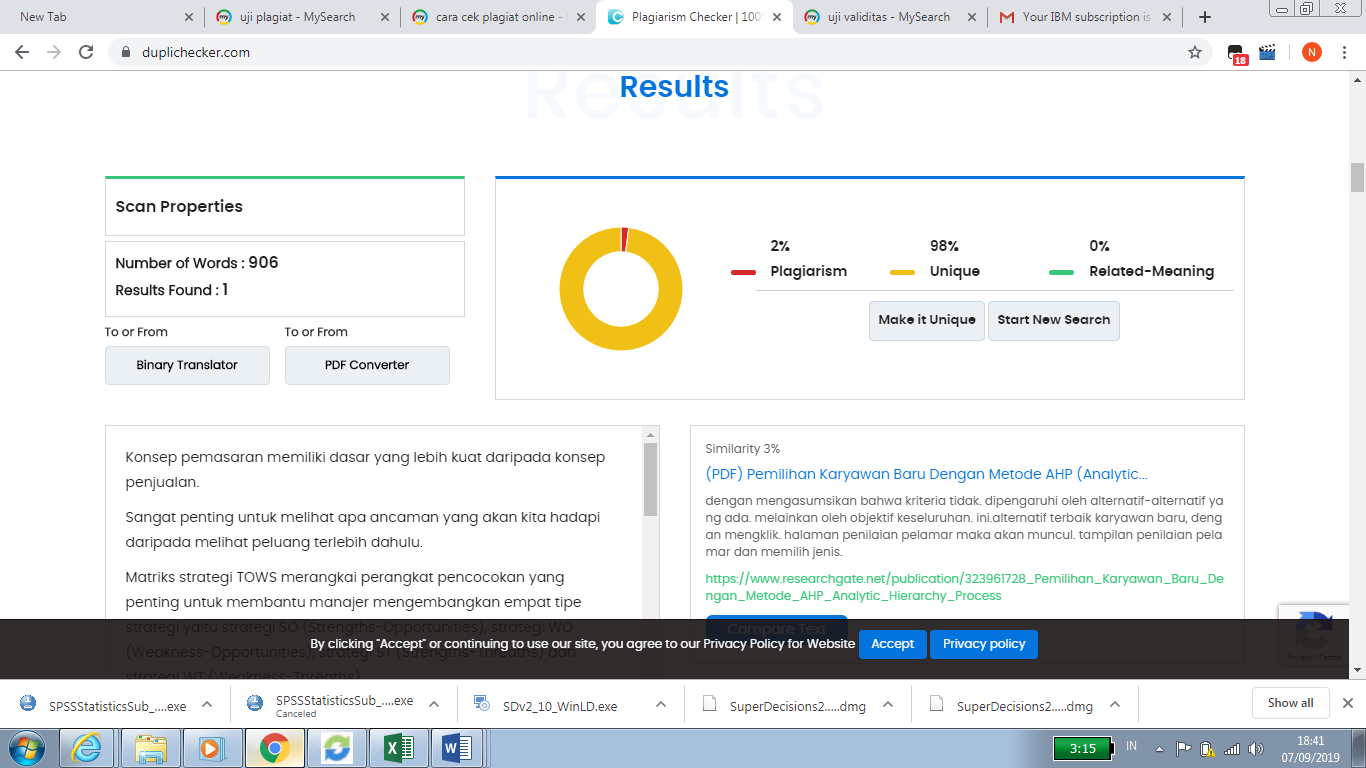


BAB II

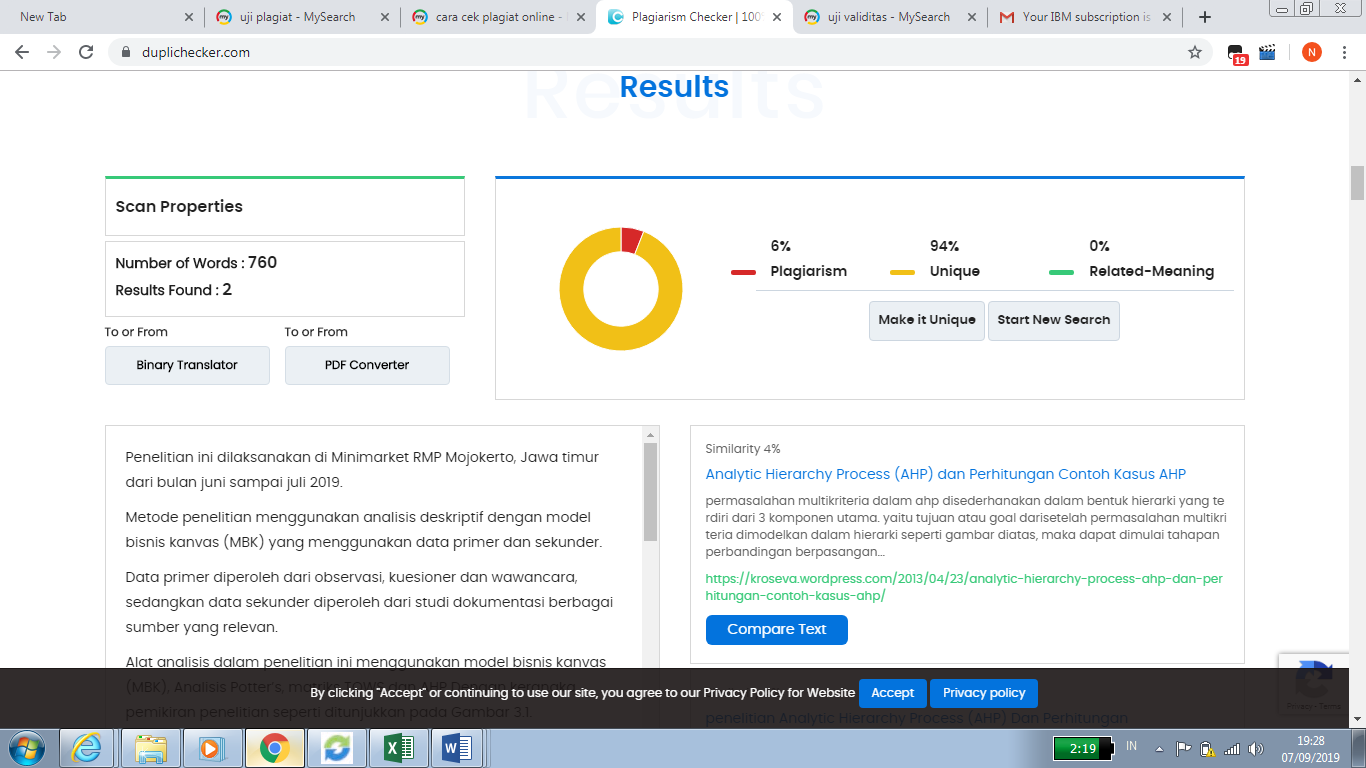




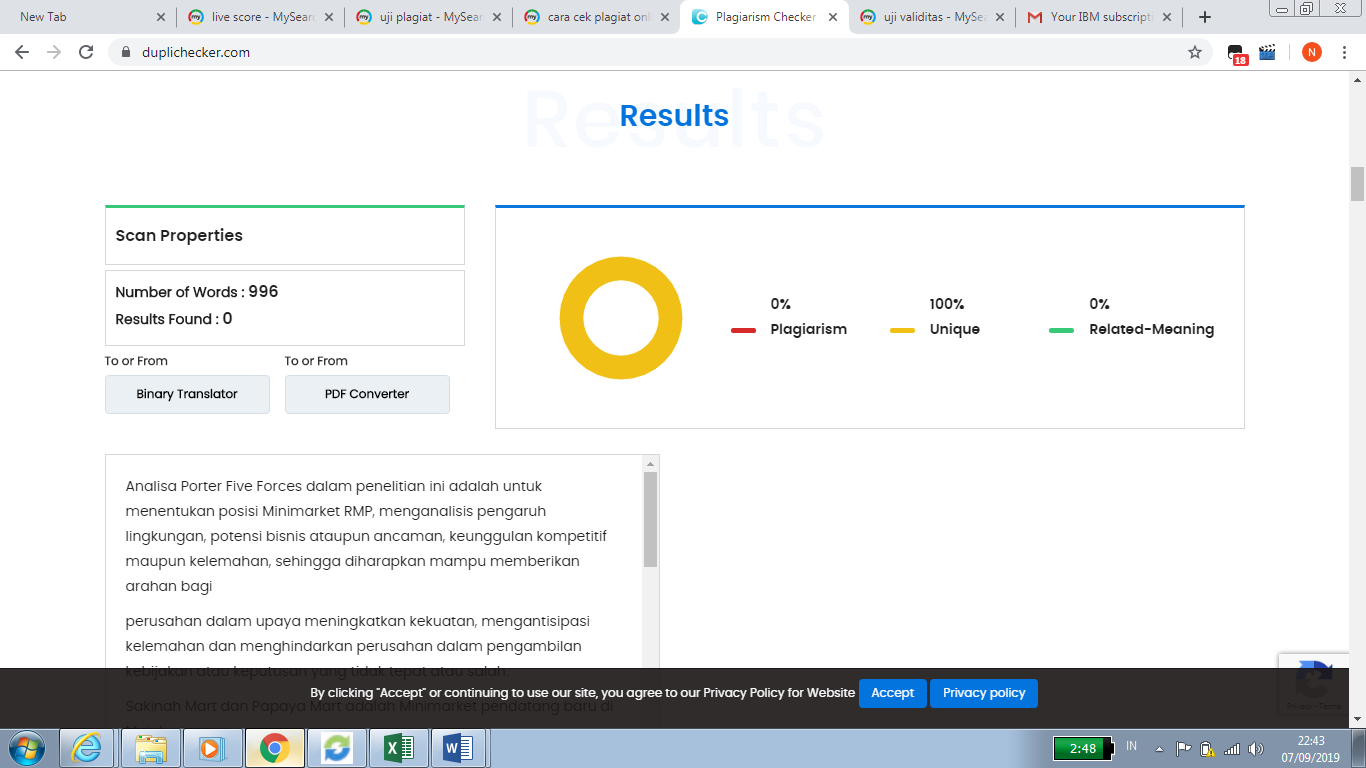


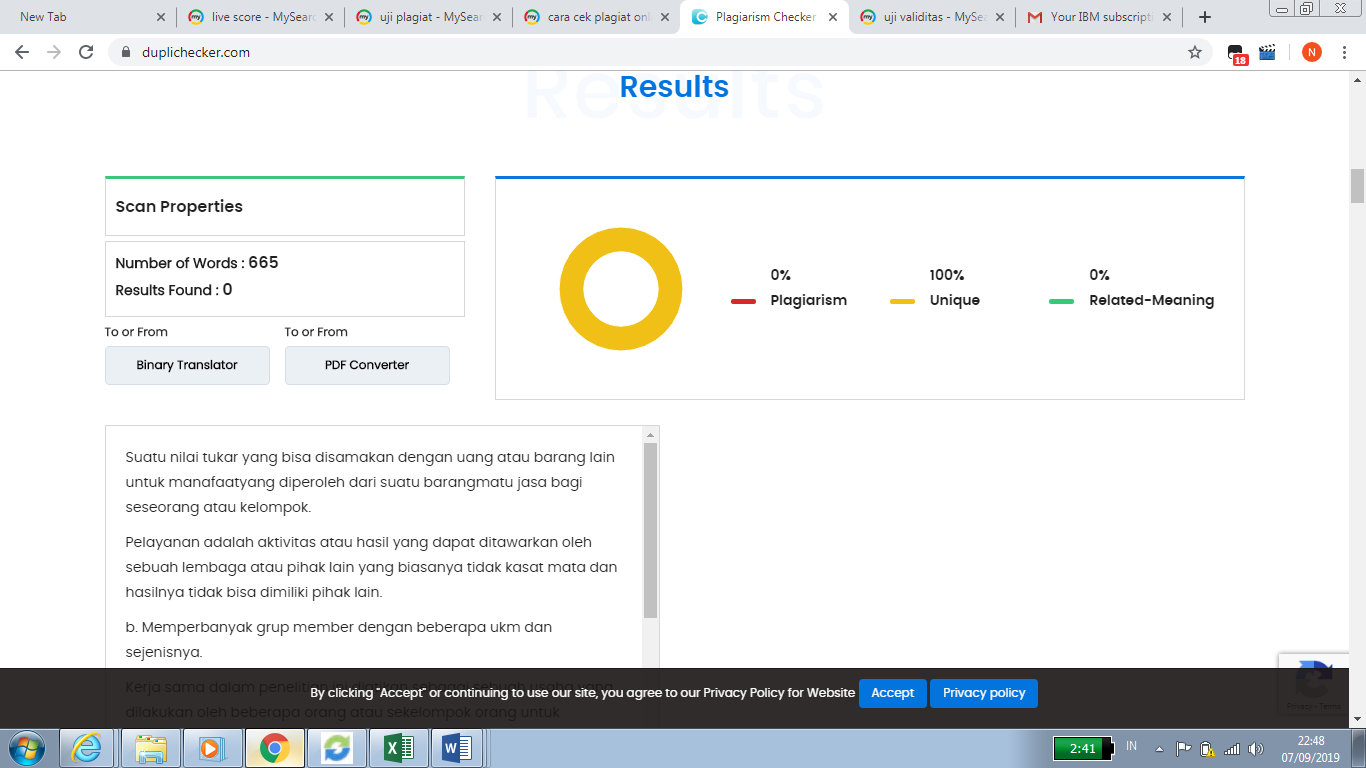


BAB III



BAB IV dan BAB V





Total plagiarisme dari Bab I sampai dengan BAB V adalah 20 %