

LAMPIRAN

Kuesioner

Kepada

Yth.

Bapak/ibu

Di_

Tempat

Assalamu'alaikum Wr. Wb.

Sebelumnya saya ucapkan terimah kasih atas partisipasi bapak/ibu yang telah membantu saya memberikan data, serta jawaban dari pertanyaan-pertanyaan berikut ini. Tujuan pengisian kuesioner ini untuk mengumpulkan data penelitian saya dari kampus Universita Muhammadiyah Palopo, dengan judul Pengaruh strategi marketing mix dalam meningkatkan volume penjualan mobil pada PT. Hadji Kalla Kota Palopo. Sekian dari saya atas kerja sama bapak/ibu saya ucapkan terimah kasih

Wassalamu'alaikum Wr.Wb.

Hormat Peneliti

Suparman Parintak
201620111

A. Deskripsi Responden

Isilah dengan memberi tanda centang (✓) pada kolom yang telah disediakan sesuai dengan identitas bapak/ibu

Jenis Kelamin : laki-laki Perempuan

Usia : Tahun

Pendidikan :

SMA

D1-D3

S1

Jenis Pekerjaan :

Karyawan Pekerjaan

Wirasuasta

BUMN

PNS

B. Petunjuk Pengisian

SS : Sangat Setuju

S : Setuju

CS : Cukup Setuju

TS : Tidak Setuju

STS : Sangat Tidak Setuju

No	Pernyataan	Kriteria				
		STS	TS	CS	S	SS
Marketing Mix (X)						
<i>Produk</i>						
1	Apakah Merek avansa lebih baik digunakan dibandingkan merek yang lain					
2	PT hadji kalla menawarkan produk yang berkualitas					
3	Kami memilih merek mobil avansa karna produknya aman untuk digunakan					
<i>Price</i>		STS	TS	CS	S	SS
4	Kami memberikan potongan harga untuk pembelian dalam tertentu					
5	Harga produk yang kami tawarkan terjangkau oleh konsumen					
6	Proses pembayaran yang kami berikan cepat dan mudah					
<i>Promotion</i>		STS	TS	CS	S	SS
7	PT hadji kalla sering melakukan kegiatan promosi					
8	Media promosi yang digunakan PT hadji kalla bervariasi					
9	Karyawan PT hadji kalla cepat dalam melayani konsumen					

<i>Place</i>		STS	TS	CS	S	SS
10	Pendistribusian produk dilakukan dengan cepat dan tepat sesuai dengan pesanan konsumen					
11	Jangkauan pemasaran produk PT hadji kalla sangat luas dan mudah di mengerti					
12	Lokasi kantor PT Hadji kalla strategis dan mudah di jangkau oleh konsumen					
	Volume Penjualan (Y)	STS	TS	CS	S	SS
13	PT Hadji kalla dalam mencapai volume penjualan sudah maksimal					
14	PT Hadji kalla dalam mendapatkan laba sudah sesuai dengan target yang di keluarkan oleh perusahaan					
15	Karyawan PT Hadji kalla menunjang pertumbuhan perusahaan dengan memberikan pelayanan terbaik bagi konsumen					

REKAPITULASI DATA KUESIONER

PRODUK			HARGA			PROMOSI			LOKASI			VOLUME PENJUALAN		
X11	X12	X13	X21	X22	X23	X31	X32	X33	X41	X42	X43	Y1	Y2	Y3
3	3	3	4	3	3	3	3	3	3	4	4	3	4	3
3	3	4	3	3	3	3	3	3	3	3	4	3	3	4
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455	474	500	498	456	450	393	442	411	497	544	534	474	490	435

Analysis Summary

Date and Time

Date: 19 October 2020

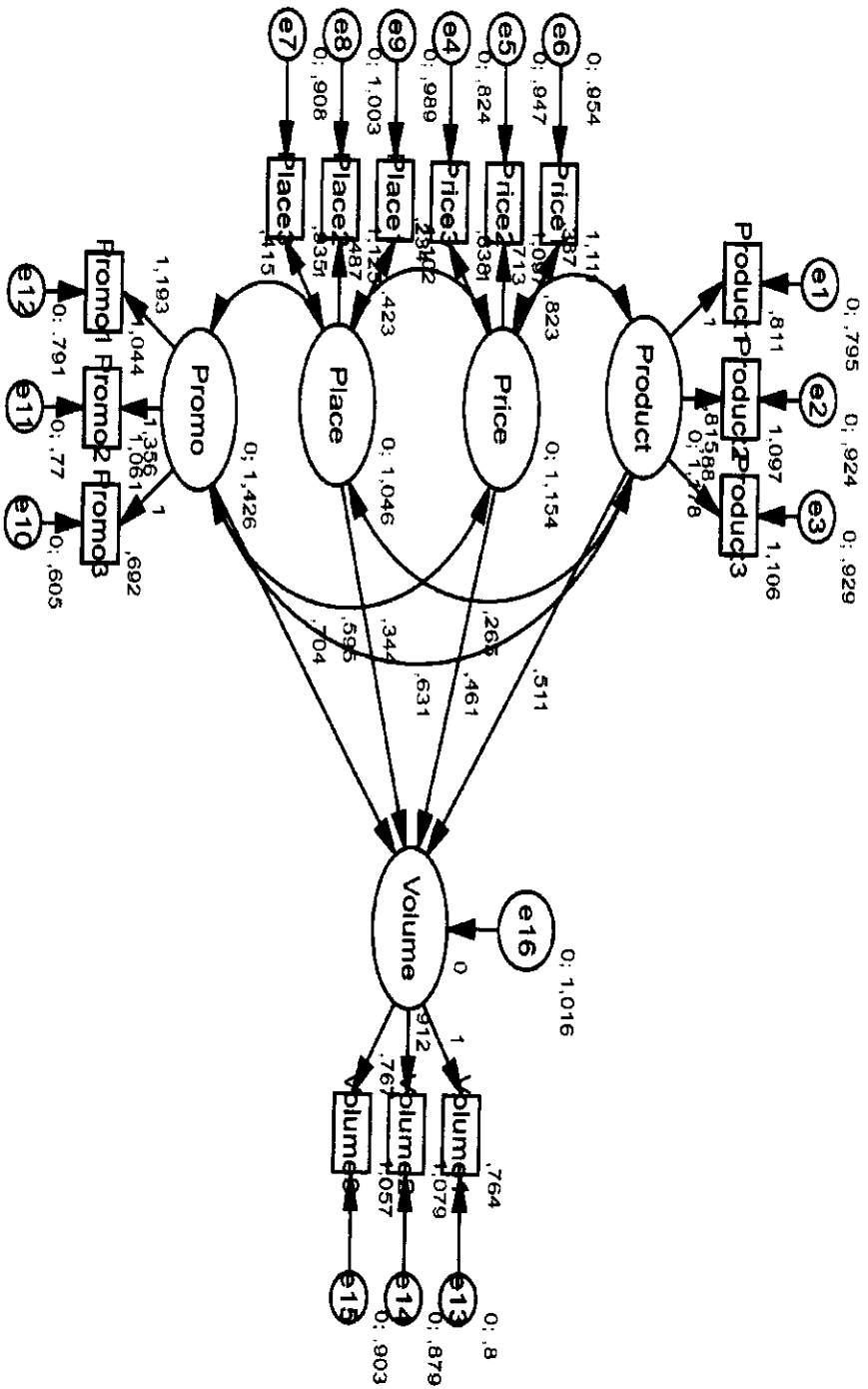
Time: 06:41:10

Title

Parman punya gaes: 19 October 2020 06:41:10

Notes for Group (Group number 1)

The model is recursive.
Sample size = 150



Variable Summary (Group number 1)**Your model contains the following variables (Group number 1)**

Observed, endogenous variables

Product1
Product2
Product3
Price3
Price2
Price1
Place3
Place2
Place1
Promo3
Promo2
Promo1
Volume1
Volume2
Volume3

Unobserved, endogenous variables

Volume

Unobserved, exogenous variables

Product
e1
e2
e3
Price
e4
e5
e6
Place
e7
e8
e9
Promo
e10
e11
e12
e13
e14
e15
e16

Variable counts (Group number 1)

Number of variables in your model:	36
Number of observed variables:	15
Number of unobserved variables:	21
Number of exogenous variables:	20
Number of endogenous variables:	16

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Volume <--- Product	.000	.018	.022	.982	par_11
Volume <--- Price	-.691	.245	-2,817	.005	par_12
Volume <--- Place	.115	.081	1,413	.158	par_13
Volume <--- Promo	-.066	.126	-.524	.601	par_14
Product1 <--- Product	1,000				
Product2 <--- Product	.006	.279	.022	.982	par_1
Product3 <--- Product	.003	.115	.022	.982	par_2
Price3 <--- Price	1,000				
Price2 <--- Price	.084	.166	.503	.615	par_3
Price1 <--- Price	3,254	1,003	3,243	.001	par_4
Place3 <--- Place	1,000				
Place2 <--- Place	.009	.106	.081	.935	par_5
Place1 <--- Place	.619	.252	2,451	.014	par_6
Promo3 <--- Promo	1,000				
Promo2 <--- Promo	.412	.090	4,560	***	par_7
Promo1 <--- Promo	.677	.095	7,106	***	par_8
Volume1 <--- Volume	1,000				
Volume2 <--- Volume	1,151	.176	6,548	***	par_9
Volume3 <--- Volume	1,509	.243	6,221	***	par_10

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
Volume <--- Product	.005
Volume <--- Price	-.642
Volume <--- Place	.177
Volume <--- Promo	-.123
Product1 <--- Product	8,711
Product2 <--- Product	.050
Product3 <--- Product	.016
Price3 <--- Price	.326
Price2 <--- Price	.040
Price1 <--- Price	1,033
Place3 <--- Place	.733
Place2 <--- Place	.008
Place1 <--- Place	.493
Promo3 <--- Promo	.886
Promo2 <--- Promo	.399
Promo1 <--- Promo	.617
Volume1 <--- Volume	.740
Volume2 <--- Volume	.610
Volume3 <--- Volume	.577

Intercepts: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Product1	3,033	.029	103,060	***	par_21
Product2	3,160	.031	100,349	***	par_22
Product3	3,333	.042	79,457	***	par_23
Price3	3,000	.063	47,276	***	par_24
Price2	3,040	.043	70,329	***	par_25
Price1	3,320	.065	51,020	***	par_26
Place3	2,740	.047	58,602	***	par_27
Place2	2,947	.035	83,893	***	par_28
Place1	2,620	.043	60,919	***	par_29
Promo3	3,560	.047	76,062	***	par_30
Promo2	3,627	.043	84,579	***	par_31
Promo1	3,313	.046	72,818	***	par_32
Volume1	3,160	.030	105,216	***	par_33
Volume2	3,267	.042	77,869	***	par_34
Volume3	2,900	.058	49,896	***	par_35

Covariances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Product <--> Price	-.023	.010	-2,244	.025	par_15
Price <--> Place	-.028	.014	-1,967	.049	par_16
Promo <--> Place	-.083	.027	-3,083	.002	par_17
Promo <--> Product	-.025	.015	-1,637	.102	par_18
Promo <--> Price	.093	.032	2,906	.004	par_19
Product <--> Place	.013	.014	.885	.376	par_20

Correlations: (Group number 1 - Default model)

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		Estimate
Product <-->	Price	-,029
Price <-->	Place	-,267
Promo <-->	Place	-,391
Promo <-->	Product	-,016
Promo <-->	Price	,725
Product <-->	Place	,010

Variiances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Product	9,794	441,568	,022	,982	par_36
Price	,064	,033	1,907	,057	par_37
Place	,175	,077	2,269	,023	par_38
Promo	,256	,044	5,793	***	par_39
e16	,026	,010	2,538	,011	par_40
e1	-9,664	441,571	-,022	,983	par_41
e2	,147	,024	6,151	***	par_42
e3	,262	,031	8,594	***	par_43
e4	,536	,063	8,477	***	par_44
e5	,278	,032	8,632	***	par_45
e6	-,043	,127	-,335	,737	par_46
e7	,151	,072	2,105	,035	par_47
e8	,184	,021	8,631	***	par_48
e9	,209	,036	5,806	***	par_49
e10	,070	,026	2,733	,006	par_50
e11	,230	,028	8,340	***	par_51
e12	,191	,025	7,567	***	par_52
e13	,061	,010	5,839	***	par_53
e14	,165	,022	7,378	***	par_54
e15	,336	,044	7,585	***	par_55

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
Volume	,652
Volume3	,333
Volume2	,372
Volume1	,548
Promo1	,381
Promo2	,159
Promo3	,785
Place1	,243
Place2	,000
Place3	,537
Price1	1,067
Price2	,002
Price3	,106
Product3	,000
Product2	,003
Product1	75,874

Matrices (Group number 1 - Default model)

Factor Score Weights (Group number 1 - Default model)

	Volume3	Volume2	Volume1	Promo1	Promo2	Promo3	Place1	Place2	Place3	Price1	Price2	Price3	Product3	Product2	Product1
Place	,020	,031	,073	-,020	-,010	-,079	,194	,003	,434	,022	,000	-,001	-,002	-,007	,000
Price	,008	,013	,030	-,007	-,004	-,030	-,001	,000	-,002	,366	-,001	-,009	-,002	-,008	,000
Product	-,693	-1,077	-2,538	-1,406	-,709	-5,645	-,477	-,008	-1,067	14,027	-,055	-,342	-9,907	-42,628	105,000
Promo	-,005	-,007	-,017	,132	,066	,530	-,017	,000	-,037	,159	-,001	-,004	-,004	-,017	,000
Volume	,062	,097	,227	-,004	-,002	-,014	,013	,000	,029	-,142	,001	,003	-,001	-,006	,000

Total Effects (Group number 1 - Default model)

	Place	Price	Product	Promo	Volume
Volume	,115	-,691	,000	-,066	,000
Volume3	,173	-1,043	,001	-,100	1,509
Volume2	,132	-,795	,000	-,076	1,151
Volume1	,115	-,691	,000	-,066	1,000
Promo1	,000	,000	,000	,677	,000
Promo2	,000	,000	,000	,412	,000
Promo3	,000	,000	,000	1,000	,000
Place1	,619	,000	,000	,000	,000
Place2	,009	,000	,000	,000	,000
Place3	1,000	,000	,000	,000	,000
Price1	,000	3,254	,000	,000	,000
Price2	,000	,084	,000	,000	,000
Price3	,000	1,000	,000	,000	,000
Product3	,000	,000	,003	,000	,000
Product2	,000	,000	,006	,000	,000
Product1	,000	,000	1,000	,000	,000

Standardized Total Effects (Group number 1 - Default model)

	Place	Price	Product	Promo	Volume
Volume	,177	-,642	,005	-,123	,000
Volume3	,102	-,371	,003	-,071	,577
Volume2	,108	-,392	,003	-,075	,610
Volume1	,131	-,475	,003	-,091	,740
Promo1	,000	,000	,000	,617	,000
Promo2	,000	,000	,000	,399	,000
Promo3	,000	,000	,000	,886	,000
Place1	,493	,000	,000	,000	,000
Place2	,008	,000	,000	,000	,000
Place3	,733	,000	,000	,000	,000
Price1	,000	1,033	,000	,000	,000
Price2	,000	,040	,000	,000	,000
Price3	,000	,326	,000	,000	,000
Product3	,000	,000	,016	,000	,000
Product2	,000	,000	,050	,000	,000
Product1	,000	,000	8,711	,000	,000

Direct Effects (Group number 1 - Default model)

	Place	Price	Product	Promo	Volume
Volume	,115	-,691	,000	-,066	,000
Volume3	,000	,000	,000	,000	1,509
Volume2	,000	,000	,000	,000	1,151
Volume1	,000	,000	,000	,000	1,000
Promo1	,000	,000	,000	,677	,000
Promo2	,000	,000	,000	,412	,000
Promo3	,000	,000	,000	1,000	,000
Place1	,619	,000	,000	,000	,000
Place2	,009	,000	,000	,000	,000
Place3	1,000	,000	,000	,000	,000
Price1	,000	3,254	,000	,000	,000
Price2	,000	,084	,000	,000	,000
Price3	,000	1,000	,000	,000	,000
Product3	,000	,000	,003	,000	,000
Product2	,000	,000	,006	,000	,000
Product1	,000	,000	1,000	,000	,000

Standardized Direct Effects (Group number 1 - Default model)

	Place	Price	Product	Promo	Volume
Volume	,177	-,642	,005	-,123	,000
Volume3	,000	,000	,000	,000	,577
Volume2	,000	,000	,000	,000	,610
Volume1	,000	,000	,000	,000	,740
Promo1	,000	,000	,000	,617	,000
Promo2	,000	,000	,000	,399	,000
Promo3	,000	,000	,000	,886	,000
Place1	,493	,000	,000	,000	,000
Place2	,008	,000	,000	,000	,000
Place3	,733	,000	,000	,000	,000
Price1	,000	1,033	,000	,000	,000
Price2	,000	,040	,000	,000	,000
Price3	,000	,326	,000	,000	,000
Product3	,000	,000	,016	,000	,000
Product2	,000	,000	,050	,000	,000
Product1	,000	,000	8,711	,000	,000

Indirect Effects (Group number 1 - Default model)

	Place	Price	Product	Promo	Volume
Volume	,000	,000	,000	,000	,000
Volume3	,173	-,1043	,001	-,100	,000
Volume2	,132	-,795	,000	-,076	,000
Volume1	,115	-,691	,000	-,066	,000
Promo1	,000	,000	,000	,000	,000
Promo2	,000	,000	,000	,000	,000
Promo3	,000	,000	,000	,000	,000
Place1	,000	,000	,000	,000	,000
Place2	,000	,000	,000	,000	,000
Place3	,000	,000	,000	,000	,000
Price1	,000	,000	,000	,000	,000
Price2	,000	,000	,000	,000	,000
Price3	,000	,000	,000	,000	,000
Product3	,000	,000	,000	,000	,000
Product2	,000	,000	,000	,000	,000
Product1	,000	,000	,000	,000	,000

Standardized Indirect Effects (Group number 1 - Default model)

	Place	Price	Product	Promo	Volume
--	-------	-------	---------	-------	--------

Volume	.000	.000	.000	.000	.000
Volume3	.102	-.371	.003	-.071	.000
Volume2	.108	-.392	.003	-.075	.000
Volume1	.131	-.475	.003	-.091	.000
Promo1	.000	.000	.000	.000	.000
Promo2	.000	.000	.000	.000	.000
Promo3	.000	.000	.000	.000	.000
Place1	.000	.000	.000	.000	.000
Place2	.000	.000	.000	.000	.000
Place3	.000	.000	.000	.000	.000
Price1	.000	.000	.000	.000	.000
Price2	.000	.000	.000	.000	.000
Price3	.000	.000	.000	.000	.000
Product3	.000	.000	.000	.000	.000
Product2	.000	.000	.000	.000	.000
Product1	.000	.000	.000	.000	.000

Model Fit Summary**CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	55	221,312	80	,000	2,766
Saturated model	135	,000	0		
Independence model	30	646,735	105	,000	6,159

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,658	,551	,751	,658	,739
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,762	,501	,563
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	141,312	100,789	189,491
Saturated model	,000	,000	,000
Independence model	541,735	465,250	625,714

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	1,485	,948	,676	1,272
Saturated model	,000	,000	,000	,000
Independence model	4,341	3,636	3,122	4,199

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,109	,092	,126	,000
Independence model	,186	,172	,200	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	331,312	344,545		
Saturated model	270,000	302,481		
Independence model	706,735	713,953		

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	2,224	1,952	2,547	2,312
Saturated model	1,812	1,812	1,812	2,030
Independence model	4,743	4,230	5,307	4,792

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	69	76
Independence model	30	33

Minimization History (Default model)

Iteration	Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	12	-,229	9999,000	750,520	0	9999,000
1	e	2	-,138	1,761	427,376	20	,805
2	e	1	-,051	,777	333,320	4	,800
3	e	2	-,074	,653	281,012	5	,953
4	e	1	-,025	,919	247,516	6	,693
5	e	1	-,017	,185	238,209	7	,851
6	e	0		,455	230,849	11	1,096
7	e	0	37535,654	,358	229,517	3	,000
8	e	0	6053,776	,471	226,308	1	1,201
9	e	0	45236,268	,423	225,529	3	,000
10	e	0	13797,657	,493	224,090	1	1,284
11	e	0	46625,252	,508	223,593	2	,000
12	e	0	33052,076	,590	223,031	1	1,285
13	e	0	108710,342	,955	222,827	1	,716
14	e	0	82601,949	,539	222,462	1	1,061
15	e	0	7054095,700	,785	222,318	6	,000
16	e	0	351139,618	,943	222,172	1	1,310
17	e	0	517176,523	,990	222,050	1	1,338
18	e	0	791505,459	1,168	221,953	1	1,277
19	e	0	967669,202	1,093	221,865	1	1,359
20	e	0	1909741,344	1,610	221,808	1	1,005
21	e	0	1445140,296	,997	221,733	1	1,246
22	e	0	7443792,322	1,865	221,707	2	,000
23	e	0	2888164,055	1,038	221,643	1	1,176
24	e	0	27428522,427	1,508	221,615	3	,000
25	e	0	11072846,253	1,794	221,580	1	1,338
26	e	0	18956974,703	2,031	221,549	1	1,295
27	e	0	27078787,608	1,935	221,521	1	1,359
28	e	0	52879245,820	2,571	221,500	1	1,148
29	e	0	54407419,005	1,800	221,476	1	1,326
30	e	0	188244206,100	2,231	221,463	2	,000
31	e	0	131614326,650	2,350	221,445	1	1,365
32	e	0	267438467,272	3,393	221,433	1	1,027
33	e	0	223405545,133	2,006	221,416	1	1,275
34	e	0	1068883841,336	3,485	221,408	2	,000
35	e	0	430869577,226	2,174	221,394	1	1,269
36	e	0	2040498479,586	3,935	221,388	2	,000
37	e	0	790146031,397	2,297	221,376	1	1,250
38	e	0	4212410112,794	4,686	221,372	2	,000
39	e	0	1298421972,640	2,253	221,361	1	1,185
40	e	0	10601817482,407	3,405	221,356	3	,000
41	e	0	4220979573,070	4,276	221,349	1	1,306
42	e	0	5176675260,300	4,096	221,343	1	1,357
43	e	0	8567805290,938	5,078	221,338	1	1,211
44	e	0	8252353031,795	3,818	221,332	1	1,360
45	e	0	20925287783,006	7,626	221,331	1	,201
46	e	0	8534484072,312	2,475	221,323	1	1,092
47	e	0	148964864943,718	4,118	221,320	4	,000
48	e	0	38755284833,729	7,261	221,317	1	,860
49	e	0	23803432041,833	3,480	221,312	1	1,223
			149243963793,622				

Pairwise Parameter Comparisons (Default model)

Variance-covariance Matrix of Estimates (Default model)

	par_1	par_2	par_3	par_4	par_5	par_6	par_7	par_8	par_9	par_10	par_11	par_12	par_13	par_14	par_15	par_16	par_1
par_1	.078																
par_2	.032	.013															
par_3	.000	.000	.028														
par_4	.000	.000	.014	1.007													
par_5	.000	.000	.000	.000	.011												
par_6	.000	.000	.000	.000	.001	.064											
par_7	.000	.000	.000	.000	.000	.000	.008										
par_8	.000	.000	.000	.000	.000	.000	.002	.009									
par_9	.000	.000	.000	.000	.000	.000	.000	.000	.031								
par_10	.000	.000	.000	.000	.000	.000	.000	.000	.015	.059							
par_11	.005	.002	.000	.000	.000	.000	.000	.000	.000	.000	.000						
par_12	.002	.001	-.003	-.028	.000	.000	.000	.001	.006	.008	.000	.060					
par_13	.000	.000	.000	-.002	.000	.009	.000	.000	-.001	-.001	.000	-.002	.007				
par_14	.000	.000	.000	-.069	.000	.002	.000	-.001	.001	.001	.000	-.020	.003	.016			
par_15	-.001	.000	.000	.007	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		
par_16	.000	.000	.000	.009	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
par_17	.000	.000	.000	.000	.000	.002	.000	.000	.000	.000	.000	.000	.000	.000	-.001	.000	.000
par_18	-.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
par_19	.000	.000	.000	-.029	.000	.000	.000	.000	.000	.000	.000	.001	.000	.002	.000	.000	.000
par_20	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
par_21	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
par_22	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
par_23	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
par_24	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
par_25	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
par_26	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
par_27	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
par_28	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
par_29	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
par_30	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
par_31	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
par_32	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
par_33	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
par_34	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
par_35	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
par_36	-122,996	-50,963	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
par_37	.000	.000	-.001	-.031	.000	.000	.000	.000	.000	.000	-8,093	-3,697	.300	.647	1,238	.000	.000
par_38	.000	.000	.000	.000	.000	-.016	.000	.000	.000	.000	.000	.000	.003	.000	.001	.000	.000
par_39	.000	.000	.000	.000	.000	.000	-.001	-.002	.000	.000	.000	.000	-.003	-.001	.000	.000	-.000
par_40	.000	.000	.000	.004	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
par_41	122,997	50,964	.000	.000	.000	.000	.000	.000	.000	.000	8,093	3,697	-.300	-.647	-1,238	.000	.000
par_42	-.005	-.002	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
par_43	-.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
par_44	.000	.000	.000	.008	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
par_45	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.002	.000	-.001	.000	.000	.000
par_46	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
par_47	.000	.000	.000	-.085	.000	.000	.000	.000	.000	.000	.000	.000	-.017	.000	.013	-.001	-.001
par_48	.000	.000	.000	.000	.000	.015	.000	.000	.000	.000	.000	.000	.000	.003	.001	.000	.000
par_49	.000	.000	.000	.000	.000	-.006	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
par_50	.000	.000	.000	.000	.000	.000	.001	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000
par_51	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
par_52	.000	.000	.000	.000	.000	.000	.000	-.001	.000	.000	.000	.000	.000	.000	.000	.000	.000
par_53	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000
par_54	.000	.000	.000	.000	.000	.000	.000	.000	-.001	.000	.000	.000	.000	.000	.000	.000	.000
par_55	.000	.000	.000	.000	.000	.000	.000	.000	.000	-.002	.000	.000	.000	.000	.000	.000	.000



MAJELIS PENDIDIKAN TINGGI, PENELITIAN DAN PENGEMBANGAN
UNIVERSITAS MUHAMMADIYAH PALOPO
LEMBAGA PENELITIAN DAN PENGABDIAN KEPADA
MASYARAKAT (LPPM)

Lt. 2 Gedung MCC Universitas Muhammadiyah Palopo
Jl. Jend. Sudirman Km. 03 Binturu, Kota Palopo (91959) – Telp/Fax: (0471) 327429

Nomor : 011/III.3.AU/LPPM/F/2020
Lampiran : -
Perihal : Penelitian

Palopo, 03 Januari 2020

Kepada Yth,
Pimpinan PT Hadji Kalla Kota Palopo
Di

Tempat

Assalamu'alaikum Wr. Wb.

Dengan hormat, disampaikan bahwa mahasiswa tingkat akhir yang akan menyelesaikan studi Strata Satu (S.1) pada Universitas Muhammadiyah Palopo diwajibkan menyusun karya ilmiah (Skripsi) sebagai salah satu syarat penyelesaian studi. Oleh karena itu, mahasiswa yang bersangkutan akan melakukan pra penelitian untuk memperoleh data yang valid guna mendukung dan terlaksananya penyusunan Skripsi. Sehubungan dengan maksud tersebut, mohon kiranya diberikan izin meneliti, kepada :

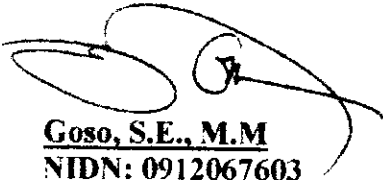
Nama : Suparman Parintak
Stambuk/NIRM : 201620111
Jenis Kelamin : Laki-Laki
Jurusan/Program Studi : Manajemen
Alamat : Padang Sappa
No. Hp. : +62 823 4908 2810

Mohon kiranya Bapak/Ibu berkenan memberikan izin penelitian untuk penulisan Skripsi dengan judul **"Pengaruh Strategi Marketing Mix dalam Meningkatkan Volume Penjualan Mobil Avansa pada PT Hadji Kalla Kota Palopo"**.

Demikian permohonan dari kami, atas kerjasama yang baik diucapkan terima kasih.

Wassalamu'Alaikum Wr. Wb.

Kepala,



Goso, S.E., M.M
NIDN: 0912067603

Tembusan:
- Ketua Prodi
- Peringgal



1 2 0 2 0 1 9 0 0 9 0 6 9 4

PEMERINTAH KOTA PALOPO
DINAS PENANAMAN MODAL DAN PELAYANAN TERPADU SATU PINTU

Alamat : Jl. K.H.M. Hasyim No.5 Kota Palopo - Sulawesi Selatan Telpn : (0471) 23692

ASLI

IZIN PENELITIAN
 NOMOR : 694/IP/DPMPSTSP/IX/2020

DASAR HUKUM :

1. Undang-Undang Nomor 18 Tahun 2002 tentang Sistem Nasional Penelitian, Pengembangan dan Penerapan IPTEK;
2. Peraturan Mendagri Nomor 64 Tahun 2011 tentang Pedoman Penerbitan Rekomendasi Penelitian, sebagaimana telah diubah dengan Peraturan Mendagri Nomor 7 Tahun 2014;
3. Peraturan Walikota Palopo Nomor 23 Tahun 2016 tentang Penyederhanaan Perizinan dan Non Perizinan di Kota Palopo;
4. Peraturan Walikota Palopo Nomor 34 Tahun 2019 tentang Pendelegasian Kewenangan Penyelenggaraan Perizinan dan Nonperizinan Yang Menjadi Urusan Pemerintah Kota Palopo dan Kewenangan Perizinan dan Nonperizinan Yang Menjadi Urusan Pemerintah Yang Diberikan Pelimpahan Wewenang Walikota Palopo Kepada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kota Palopo.

MEMBERIKAN IZIN KEPADA

Nama : SUPARMAN PARINTAK
 Jenis Kelamin : Laki-Laki
 Alamat : Jl. Jend. Sudirman Kota Palopo
 Pekerjaan : Mahasiswa
 NIM : 201620111

Maksud dan Tujuan mengadakan penelitian dalam rangka penulisan Skripsi dengan Judul :

**PENGARUH STRATEGI MARKETING MIX DALAM MENINGKATKAN VOLUME PENJUALAN MOBIL AVANZA
 PT. HADJI KALLA TOYOTA KOTA PALOPO**

Lokasi Penelitian : PT. HADJI KALLA TOYOTA KOTA PALOPO
 Lamanya Penelitian : 01 September 2020 s.d. 01 November 2020

DENGAN KETENTUAN SEBAGAI BERIKUT :

1. Sebelum dan sesudah melaksanakan kegiatan penelitian kiranya melapor pada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kota Palopo.
2. Menaati semua peraturan perundang-undangan yang berlaku, serta menghormati Adat Istiadat setempat.
3. Penelitian tidak menyimpang dari maksud izin yang diberikan.
4. Menyerahkan 1 (satu) exemplar foto copy hasil penelitian kepada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kota Palopo.
5. Surat Izin Penelitian ini dinyatakan tidak berlaku, bilamana pemegang izin ternyata tidak menaati ketentuan-ketentuan tersebut di atas.

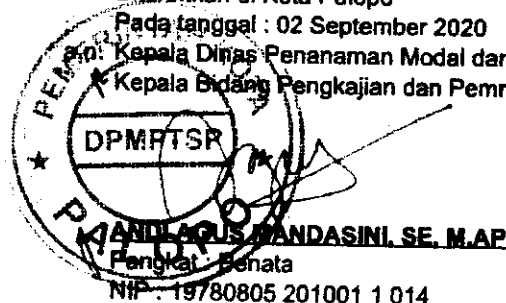
Demikian Surat Izin Penelitian ini diterbitkan untuk dipergunakan sebagaimana mestinya.

Diterbitkan di Kota Palopo

Pada tanggal : 02 September 2020

Kepala Dinas Penanaman Modal dan PTSP

Kepala Bidang Pengkajian dan Pemrosesan Perizinan PTSP



NIP : 19780805 201001 1 014

Tembusan:

1. Kepala Badan Kesbang Prov. Sul-Sel;
2. Walikota Palopo
3. Dandim 1403 SWG
4. KapCres Palopo
5. Kepala Badan Penelitian dan Pengembangan Kota Palopo
6. Kepala Badan Kesbang Kota Palopo
7. Instansi terkait tempat dilaksanakan penelitian

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