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## LAMPIRAN

NO :

### IDENTITAS RESPONDEN

#### Profil Demografi dan Usaha

1	Nama	:	
2	Pendidikan terakhir	:	SD SMP SMA D3 S1 Tidak sekolah/tidak tamat SD
3	Jenis kelamin	:	L/P
4	Jumlah skala usaha	:	Ekor
5	Lama berusaha (peternakan)	:	Tahun
6	Penghasilan tahunan:	:	≤25 juta >25-50 juta >50-75 juta >75-100 juta >100 juta
7	Pembelian pakan tahunan	:	≤250 kg >250-500 kg >500-750 kg >750-1.000 kg >1.000 kg

### PERNYATAAN TENTANG PENGARUH RELATIONSHIP MARKETING TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER RETENTION PADA PELANGGAN PAKAN AYAM LAYER PT. JAPFA COMFEED Tbk. UNIT MAKASSAR

Silahkan memberikan tanda (x) pada salah satu kolom jawaban sesuai dengan pendapat anda dengan ketentuan sebagai berikut

SS	:	Sangat Setuju
S	:	Setuju
R	:	Ragu-Ragu
TS		Tidak Setuju
STS		Sangat Tidak Setuju

No	Pernyataan	Pilihan Jawaban				
		STS	TS	R	S	SS
<b>Relationship Marketing</b>						
	<b>Kepercayaan</b>					
1	Saya mendapatkan jaminan terhadap produk yang telah dibeli					
2	Perusahaan Konsisten dalam melakukan pelayanan					
	<b>Komitmen</b>					

1	Perusahaan memenuhi janji yang telah diberikan					
2	Perusahaan memberikan pelayanan prima					
	<b>Komunikasi</b>					
1	Perusahaan menyediakan informasi mengenai produk					
2	Perusahaan memberikan informasi yang dapat dipercaya dan akurat					
	<b>Hubungan Timbal Balik</b>					
1	Perusahaan merespon dengan cepat keluhan yang saya dapatkan					
2	Perusahaan memiliki kemampuan dalam mengatasi komplain					
<b>Customer Retention</b>						
	<b>Kepuasan</b>					
1	Saya merasa puas terhadap produk yang saya beli					
2	Saya tidak khawatir terhadap produk yang saya beli					
	<b>Kebiasaan Perilaku</b>					
1	Saya diberikan perlakuan khusus dari perusahaan karena membeli produk dalam skala besar					
2	Saya mengajak orang lain untuk menggunakan produk					
	<b>Komitmen</b>					
1	Saya membeli produk yang sama dan tidak berganti produk					
2	Saya mengatakan hal positif terhadap produk kepada orang lain					
	<b>Kesukaan Produk</b>					
1	Saya tidak pernah kecewa dalam melakukan pembelian pada produk tersebut					
2	Saya selalu mendemonstrasikan keunggulan produk kepada orang lain					
	<b>Biaya Peralihan</b>					
1	Jika berganti produsen saya khawatir akan kehilangan diskon/bonus sebagai konsumen lama					
2	Jika berganti produsen saya khawatir akan mengalami kerugian finansial (keuangan) karena bergabung dengan produsen baru					
<b>Customer Loyalty</b>						
	<b>Merekomendasikan Produk</b>					
1	Saya merekomendasikan produk kepada kerabat atau keluarga					
2	Saya merekomendasikan produk pada rekan bisnis					
3	Saya merekomendasikan produk ke teman atau orang-orang yang memiliki profesi yang sama (dalam hal ini usaha peternakan ayam layer)					

	<b>Kekebalan dari Daya Tarik Produk sejenis dari pesaing</b>					
1	Saya tetap melakukan pembelian secara konsisten walaupun terdapat hal negative mengenai produk					
2	Saya tidak terpengaruh pada produk sejenis yang lain dengan merek yang berbeda					
	<b>Kesetiaan terhadap produk</b>					
1	Melakukan pembelian berulang pada jenis produk yang sama secara berkala					
2	Melakukan pembelian berulang pada varian produk secara berkala					

## RIWAYAT HIDUP



Muhammad Alwi Akbar dilahirkan di Polmas pada tanggal 8 Juli 2000. Ia memperoleh gelar Sarjana di bidang peternakan dari Universitas Hasanuddin pada tahun 2021. Selama berkuliah Muhammad Alwi Akbar banyak aktif dalam kegiatan kampus dan banyak mendapatkan pendanaan seperti Beasiswa PT. Charoen Pokphand, Pendanaan Program Kreativitas Mahasiswa Skim Karsa Cipta, Pendanaan Kampus Mengajar dan Masih banyak lagi.

Setelah menyelesaikan pendidikan Sarjana, Muhammad Alwi Akbar banyak membantu kegiatan penelitian dan pengabdian Dosen di Fakultas Peternakan Universitas Hasanuddin selama 1 tahun. Kemudian Muhammad Alwi Akbar melanjutkan Studi Magister di bidang Ilmu dan Teknologi Peternakan pada tahun 2022. Selama Studi, Muhammad Alwi Akbar mendapatkan Beasiswa Pendidikan Indonesia yang didanai langsung oleh Lembaga Pengelola Dana Pendidikan (LPDP) sampai tahun 2024. Penulis memperoleh gelar Magister di bidang Ilmu dan Teknologi Peternakan dari Universitas Hasanuddin pada tahun 2024.