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APPEN

DIX

a. Appendix 1

BIOGRAPHY

Personal Identity

Full Name : Fajrian Rizqulloh Riandana
Place, Date of Birth : Makassar, January 1st 2002
Gender : Male
Address : Bukit Baruga, Antang
E-mail: : fajrianriandana28@gmail.com

Educational Background

- 2008-2014 : SDS Bebunga Estate
- 2014-2017 : SMP Negeri 1 Paser
- 2017-2020 : SMA Negeri 1 Paser

Training and Courses

- Basic Learning Skill, Character, and Creativity (BALANCE) Universitas Hasanuddin (2020)
- Humber Global Summer School : Social Entrepreneurship: People, Profit and The Planet (2023)

b. Appendix 2

RESEARCH QUESTIONNAIRE

**"THE INFLUENCE OF MARKETING STRATEGY ON THE SALES
EFFECTIVENESS OF FOOD AND BEVERAGE SMES IN MAKASSAR CITY"**

Respectfully,

Introducing me Fajrian Rizqulloh Riandana Student of FEB Hasanuddin University. Requesting your willingness to fill out the questionnaire that I submitted. Completing this questionnaire aims to develop science and is only used for the purposes of this thesis research. The researcher guarantees the confidentiality of your personal identity and the answers you have given. For that I hope that all questions are answered honestly. I as a researcher would like to thank you for your willingness and cooperation in taking the time to fill out this questionnaire.

Respondent Identity

Name :

Give a check mark (√) to the answer that is considered most appropriate according to your brother's/sister's answer, following the instructions below.

1. Gender

a. Female

b. Male

2. Age

a. 15-25 Year

b. 26-35 Year

c. 36-45 Year

d. >46

II. List of Question

Give a check mark (√) to the answer that is considered most appropriate according to your brother's/sister's answer, following the instructions below.

Information:

SA = Strongly Agree

A = Agree

N = Neutral

D = Disagree

SD = Strongly Disagree

1. Consumer Perception (X1)

Num.	List of Question	SA	S	N	D	SD
1.	I have a high interest in learning more about Uniqlo products.					
2.	I believe Uniqlo products will provide added value according to my expectations.					
3.	I feel that having access to Uniqlo products is crucial as a clothing necessity.					

2. Product Quality (X2)

Num.	List of Question	SA	S	N	D	SD
1.	What is your opinion on the comfort of Uniqlo products during usage?					
2.	How well do the features provided by Uniqlo products meet your needs?					
3.	How reliable are Uniqlo products for long-term usage?					

3. Price (X3)

Num.	List of Question	SA	S	N	D	SD
1.	In your opinion, does Uniqlo offer competitive prices compared to other similar brands?					
2.	Do you believe that the price of Uniqlo products aligns with the promised quality?					

3.	Does Uniqlo have a competitive advantage in pricing compared to its competitors?					
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4. Purchasing Decision (Y)

Num.	List of Question	SA	S	N	D	SD
1.	The ability of Uniqlo products to meet my fashion preferences and needs.					
2.	I believe that Uniqlo consistently produces quality products.					
3.	Positive reviews from Uniqlo product users enhance my trust in this brand.					

c. Appendix 3

DATA TABULATION

Respondents Answers Regarding Consumer Perception

Respondent	X1.1	X1.2	X1.3	Total X1
1	3	3	3	9
2	4	4	4	12
3	3	3	3	9
4	4	4	4	12
5	3	4	3	10
6	4	4	4	12
7	4	4	4	12
8	3	3	3	9
9	4	4	4	12
10	4	4	4	12
11	3	3	3	9
12	3	3	3	9
13	4	4	4	12
14	4	3	3	10
15	3	3	3	9
16	4	3	4	11
17	3	3	3	9
18	3	3	3	9
19	4	4	4	12
20	3	3	3	9
21	3	4	4	11
22	3	3	4	10
23	3	4	4	11
24	4	3	4	11
25	3	4	3	10
26	3	3	4	10
27	3	3	3	9
28	3	3	3	9
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31	3	4	3	10
32	3	3	3	9
33	3	3	3	9
34	3	3	3	9

35	4	3	4	11
36	4	4	3	11
37	3	4	4	11
38	4	4	4	12
39	4	4	4	12
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177	3	3	3	9
178	3	3	3	9
179	4	4	3	11
180	3	3	3	9
181	4	3	3	10

Respondents Answers Regarding Product Quality

Respondent	X2.1	X2.2	X2.3	Total X2
1	4	4	4	12
2	4	4	5	13
3	5	5	5	15
4	5	4	5	14
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166	4	5	5	14
167	4	5	4	13
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176	4	4	4	12
177	4	4	4	12
178	4	4	5	13
179	5	5	5	15
180	4	4	4	12
181	5	5	5	15

Respondents Answers Regarding Price

Respondent	X3.1	X3.2	X3.3	Total X3
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4	4	4	4	12
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26	5	5	5	15
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31	4	4	4	12
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33	4	4	4	12
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35	4	4	5	13
36	5	4	4	13
37	5	4	4	13
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176	4	5	4	13
177	5	5	5	15
178	4	4	4	12
179	4	4	4	12
180	5	5	5	15
181	4	4	4	12

Respondents Answers Regarding Purchasing Decision

Respondent	Y1	Y2	Y3	Total Y
1	4	4	4	12
2	5	5	5	15
3	4	4	4	12
4	5	5	5	15
5	5	5	5	15
6	5	5	5	15
7	4	4	4	12
8	5	4	5	14
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16	5	4	5	14
17	4	5	4	13
18	5	5	5	15
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174	5	4	5	14
175	4	4	4	12
176	5	5	5	15
177	5	5	5	15
178	5	5	5	15
179	4	4	4	12
180	5	5	5	15
181	4	4	4	12

d. Appendix 4

Validity Test Consumer Perception (X1)

		Correlations			
		X1.1	X1.2	X1.3	TOTALX1
X1.1	Pearson Correlation	1	.467**	.415**	.792**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	181	181	181	181
X1.2	Pearson Correlation	.467**	1	.437**	.802**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	181	181	181	181
X1.3	Pearson Correlation	.415**	.437**	1	.780**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	181	181	181	181
TOTALX1	Pearson Correlation	.792**	.802**	.780**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	181	181	181	181

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

Validity Test Product Quality (X2)

		Correlations			
		X2.1	X2.2	X2.3	TOTALX2
X2.1	Pearson Correlation	1	.524**	.468**	.819**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	181	181	181	181
X2.2	Pearson Correlation	.524**	1	.458**	.816**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	181	181	181	181
X2.3	Pearson Correlation	.468**	.458**	1	.793**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	181	181	181	181
TOTALX2	Pearson Correlation	.819**	.816**	.793**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	181	181	181	181

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

Validity Test Price (X3)

Correlations

		X3.1	X3.2	X3.3	TOTALX3
X3.1	Pearson Correlation	1	.493**	.473**	.802**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	181	180	181	181
X3.2	Pearson Correlation	.493**	1	.412**	.795**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	180	180	180	180
X3.3	Pearson Correlation	.473**	.412**	1	.740**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	181	180	181	181
TOTALX3	Pearson Correlation	.802**	.795**	.740**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	181	180	181	181

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

Validity Test Digital Purchasing Decision (Y)

Correlations

		Y1	Y2	Y3	TOTALY
Y1	Pearson Correlation	1	.439**	.527**	.821**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	181	181	181	181
Y2	Pearson Correlation	.439**	1	.403**	.769**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	181	181	181	181
Y3	Pearson Correlation	.527**	.403**	1	.806**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	181	181	181	181
TOTALY	Pearson Correlation	.821**	.769**	.806**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	181	181	181	181

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

Reliability Test Consumer Perception (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.702	3

Reliability Test Product Quality (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.737	3

Reliability Test Price (X3)

Reliability Statistics

Cronbach's Alpha	N of Items
.720	3

Reliability Test Purchasing Decision (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.716	3

e. Appendix 5

Multiple Linear Regression

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.332	.306		53.374	<.001
	Consumer Peception	.110	.015	.446	7.328	<.001
	Product Quality	.067	.015	.278	4.539	<.001
	Price	.059	.015	.243	3.950	<.001

a. Dependent Variable: Y11

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.436	3	1.812	31.589	<.001 ^b
	Residual	10.153	177	.057		
	Total	15.588	180			

a. Dependent Variable: Y11

b. Predictors: (Constant), Price, Consumer Peception, Product Quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.591 ^a	.349	.338	.23950

a. Predictors: (Constant), Price, Consumer Peception, Product Quality

