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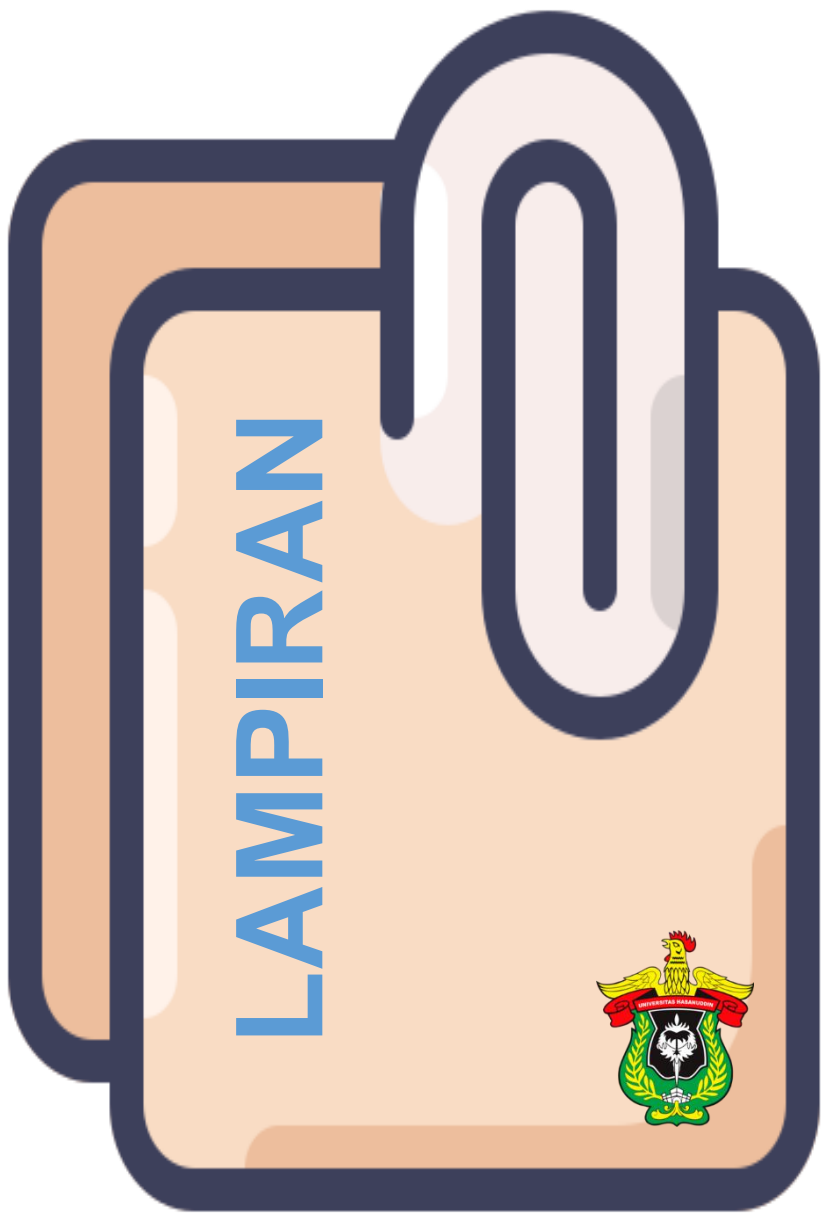


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## KUISIONER PENELITIAN



### **PENGARUH ORIENTASI PASAR, INOVASI DAN KUALITAS PRODUK TERHADAP KINERJA BISNIS MELALUI KEUNGGULAN BERSAING BERKELANJUTAN DI KAWASAN WISATA SULAWESI SELATAN**

Kepada

Yth. Saudara (i) / Responden

Di –

Tempat

Dengan hormat,

Saya Mahasiswa Pasca Sarjana Program Doktor Ilmu Ekonomi Fakultas Ekonomi dan Bisnis (FEB) Universitas Hasanuddin Makassar mengadakan penelitian tentang Pengaruh Orientasi Pasar, Inovasi dan Kualitas Produk terhadap Kinerja Bisnis melalui Keunggulan Bersaing Berkelanjutan di Kawasan Wisata Sulawesi Selatan.

Pada kesempatan ini, saya sangat mengharapkan bantuan Saudara (i) kiranya bersedia mengisi kuisisioner dan menjawab seluruh pernyataan berikut ini dengan sebenar-benarnya. Data yang kami kumpulkan ini hanya untuk kepentingan ilmiah dalam rangka penyelesaian tugas akhir Disertasi.

Informasi yang Saudara (i) berikan hanya digunakan untuk kepentingan terbatas, dalam arti diperlukan untuk penelitian ini saja. Semua data dari tanggapan saudara (i) akan dijamin kerahasiaannya.

Atas kesediaan dan kerjasamanya, peneliti mengucapkan terima kasih dan mohon maaf apabila terdapat kata-kata maupun tulisan yang kurang berkenan sehubungan dengan penelitian ini.

Peneliti,

**NASRUDDIN**  
NIM. A013201003

#### A. Petunjuk Pengisian Kuisisioner

1. Mohon diberi tanda *checklist* (  $\surd$  ) pada kolom jawaban Saudara (i) yang paling sesuai. Pendapat Saudara (i) selanjutnya dinyatakan dalam skala 1 s/d 5 yang memiliki makna :

Sangat Setuju = Skor 5

Setuju = Skor 4

Cukup Setuju = Skor 3

Tidak Setuju = Skor 2

Sangat Tidak Setuju = Skor 1

2. Setiap pernyataan hanya membutuhkan satu jawaban saja.
3. Mohon memberikan tanggapan yang sebenarnya.
4. Setelah mengisi lembar kuisisioner, mohon Saudara (i) kiranya mengembalikan kepada kami untuk diproses selanjutnya.
5. Terima kasih atas partisipasi Saudara (i).

#### B. Identitas Responden

1. Nama Responden :
2. Jenis Kelamin :
  - a. Laki-laki :
  - b. Perempuan :
3. Umur : Tahun
4. Pekerjaan :
  - a. Aparatur Sipil Negara (ASN) :
  - b. Pegawai/Karyawan Swasta :
  - c. Pelajar / Mahasiswa :
  - d. Lainnya :



<b>ORIENTASI PASAR (X1)</b>						
NO.	PERNYATAAN	ALTERNATIF JAWABAN				
		SS	S	CS	TS	STS
<b>Komitmen Pengusaha kepada konsumen (X1.01)</b>						
1.	Produk yang ditawarkan sesuai dengan kebutuhan konsumen dengan mengutamakan kepada kualitas produk dan layanan yang diberikan.					
<b>Respon terhadap tindakan pesaing (X1.02)</b>						
2.	Pelaku usaha mampu merespon setiap perubahan harga yang dilakukan oleh pesaing dengan menyesuaikan harga dengan pesaingnya.					
<b>Berbagi informasi antar bagian dalam perusahaan (X1.03)</b>						
3.	Pelaku usaha memperoleh sumber daya dengan mudah sehingga penentuan harga bersaing pun terkondisi baik.					
<b>INOVASI (X2)</b>						
NO.	PERNYATAAN	ALTERNATIF JAWABAN				
		SS	S	CS	TS	STS
<b>Penggunaan teknologi (X2.01)</b>						
1.	Pengembangan produk dan layanan melalui pemanfaatan teknologi.					
<b>Interaksi dengan pelanggan (X2.02)</b>						
2.	Komunikasi intens dengan pelanggan pasca pembelian/pelayanan.					
<b>Pengembangan layanan baru (X2.03)</b>						
3.	Respon terhadap pengembangan produk dan layanan baru dari pesaing.					
<b>Sistem pengiriman layanan (X2.04)</b>						
4.	Pelaku usaha memberikan respon cepat terhadap pesanan ataupun keluhan produk dan layanan.					
<b>Produk Baru (X2.05)</b>						
5.	Pelaku usaha berinovasi dengan menciptakan produk baru yang belum pernah ada sebelumnya dengan keunikan serta ciri khas tersendiri.					
<b>Lini Produk Baru (X2.06)</b>						
6.	Produk milik pelaku usaha merupakan produk yang lebih dulu dijual di pasar daripada produk pesaing lainnya.					
<b>Tambahan pada lini produk yang telah ada (X2.07)</b>						
7.	Pelaku usaha sudah melakukan modifikasi pada produk yang telah dijualnya dengan menambah nilai keunikan, kualitas maupun harga.					

Perbaikan dan revisi produk yang telah ada (X2.08)						
8.	Pelaku usaha telah merevisi dan menyempurnakan produk yang dijual sesuai harga bersaing.					
Penentuan kembali (X2.09)						
9.	Pelaku usaha telah memiliki cabang usaha ditempat dan lokasi yang berbeda dengan keunikan dan kualitas produk yang sama.					
Pengurangan Biaya (X2.10)						
10.	Pelaku usaha telah menentukan harga jual yang pas untuk produk yang serupa dengan pesaing lainnya.					
KUALITAS PRODUK (X3)						
NO.	PERNYATAAN	ALTERNATIF JAWABAN				
		SS	S	CS	TS	STS
Bukti fisik (X3.01)						
1.	Kualitas produk yang dihasilkan unggul dibandingkan produk pesaing.					
Keandalan (X3.02)						
2.	Produk yang diberikan memiliki keandalan tersendiri.					
Ketanggapan (X3.03)						
3.	Adanya penyesuaian produk kepada spesifikasi perusahaan.					
Jaminan dan kepastian (X3.04)						
4.	Produk memiliki ketahanan yang telah teruji.					
Empati (X3.05)						
5.	Pelanggan yang merasa terlibat akan lebih banyak membeli, mempromosikan, dan menunjukkan kesetiaan mereka pada produk yang layanan tertentu.					
KEUNGGULAN BERSAING BERKELANJUTAN (Y)						
NO.	PERNYATAAN	ALTERNATIF JAWABAN				
		SS	S	CS	TS	STS
Bernilai ( <i>Valueable</i> ) (Y.01)						
1.	Daya tarik produk dan layanan terhadap panca indera.					
Pesaing Potensial ( <i>Rare</i> ) (Y.02)						
2.	Pelaku usaha mampu merespon setiap peluang.					
Tidak mudah ditiru ( <i>Inimitability</i> ) (Y.03)						
3.	Desain produk dan jenis layanan yang diberikan lebih menarik yang tidak dimiliki pesaing.					

<b>Tidak mudah digantikan (<i>Nonsubstitutability</i>) (Y.04)</b>						
4.	Karakteristik desain dan manfaat telah memenuhi standar yang telah ditetapkan.					
<b>Keunikan Produk (Y.05)</b>						
5.	Produk yang dihasilkan memiliki ciri khas tersendiri yang tidak dijumpai di tempat lain.					
<b>Kualitas Produk (Y.06)</b>						
6.	Kemungkinan kecil akan mengalami kerusakan atau gagal dalam pemakaian.					
<b>Harga Bersaing (Y.07)</b>						
7.	Harga produk dan layanan disesuaikan berdasarkan desain model dan ukurannya masing-masing.					
<b>KINERJA BISNIS (Z)</b>						
NO.	PERNYATAAN	ALTERNATIF JAWABAN				
		SS	S	CS	TS	STS
<b>Biaya Pelayanan (Z.01)</b>						
1.	Penetapan standar harga dan layanan sesuai ekspektasi konsumen.					
<b>Penggunaan (Z.02)</b>						
2.	Produk dan layanan yang diberikan telah memiliki reputasi baik di mata konsumen ataupun pelanggan.					
<b>Kualitas dan Standar Layanan (Z.03)</b>						
3.	Kineja produk dan layanan telah disesuaikan berdasarkan standar umum yang berlaku di Indonesia.					
<b>Cakupan Pelayanan (Z.04)</b>						
4.	Fasilitas penunjang yang diberikan sangat memadai.					
<b>Kepuasan (Z.05)</b>						
5.	Pelaku bisnis memberikan jaminan kepemilikan produk dan layanan yang diberikan.					

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