

## **LAMPIRAN I**

### **KUESIONER PENELITIAN**

Kepada

Yth. Bapak/Ibu/Sdr/i

Konsumen “D’BARLEYS Bakery & Restaurant

Pangkalpinang

Dengan hormat,

Sehubungan dengan penelitian skripsi yang sedang kami lakukan, kami mengharapkan kesediaan Bapak/Ibu/Sdr/i untuk mengisi kuesioner yang terdiri dari beberapa pertanyaan.

Penelitian ini merupakan salah satu metode pengumpulan data primer yang dilakukan untuk menyelesaikan tugas akhir (skripsi) dengan judul “Pengaruh Inovasi Produk dan Ekuitas Merek Terhadap Keunggulan Bersaing (Studi Kasus pada D’Barleys Bakery & Restaurant Pangkalpinang)”. Sebagai salah satu syarat untuk mendapatkan gelar Sarjana Ekonomi (SE) di Universitas Bangka Belitung.

Untuk itu mohon ketersediaan Bapak/Ibu/Sdr/i untuk mengisi kuesioner ini dengan jujur sesuai dengan keadaan sebenarnya. Kesediaan Bapak/Ibu/Sdr/i dalam mengisi keusioner, sangat bearti bagi penyelesaian penelitian ini. Atas perhatian dan partisipasi Bapak/Ibu/Sdr/i, kami ucapkan terima kasih.

Hormat saya,

Feriyanto

## Data Responden

Nama :

Alamat :

Jenis kelamin :  Laki-laki  Perempuan

Usia :  < 20 Tahun  21-30 Tahun

31- 40 Tahun  > 41 Tahun

Pendidikan :  SD  SMP

SMA/SMK  S1/S2/S3

Pekerjaan :  PNS  Pegawai Swasta

Wirausaha  Lainnya

### Petunjuk :

Jawablah pertanyaan dibawah ini dengan memberi tanda cek lis (✓) pada jawaban yang telah tersedia sesuai dengan anggapan anda, dengan alternatif jawaban antara lain:

Keterangan:

Indikator				
Sangat Setuju (SS)	Setuju (S)	Ragu-ragu (RR)	Tidak Setuju (TS)	Sangat Tidak Setuju (STS)
Skor 5	Skor 4	Skor 3	Skor 2	Skor 1

No.	Pertanyaan	Jawaban				
		SS	S	RR	TS	STS
<b>Inovasi Produk (X1)</b>						
1	Menurut saya, bentuk produk yang disajikan di D'Barleys cukup menarik					
2	Menurut saya, varian warna produk yang disajikan di D'Barleys cukup bagus					
3	Menurut saya, sajian produk yang disajikan di D'Barleys berbedah dengan produk di tempat lain					
4	Menurut saya, ukuran produk yang disajikan di D'Barleys sesuai dengan porsinya					
5	Menurut saya, rasa dari produk yang disajikan di D'Barleys cukup enak					
6	Menurut saya, sajian produk yang disajikan di D'Barleys memuaskan selera makan saya					

No	Pertanyaan	Jawaban				
		SS	S	RR	TS	STS
<b>Ekuitas Merek (X2)</b>						
7	Saya mengingat restoran "D'Barleys" dengan baik					
8	Saya mengenal restoran "D'Barleys" melalui iklan					
9	Saya menilai produk yang disajikan di restoran "D'Barleys" cukup menarik					
10	Saya menilai harga produk yang ditawarkan di restoran "D'Barleys" cukup terjangkau					
11	Saya menilai pengunjung yang datang di restoran "D'Barleys" adalah orang suka kuliner					
12	Saya menilai produk yang disajikan di restoran "D'Barleys" cukup berkualitas					

13	Saya menilai tingkat layanan di restoran “D’Barleys” cukup memuaskan konsumen					
14	Saya menilai restoran “D’Barleys” punya pelanggan setia					
15	Saya merasa cukup puas dengan pelayanan di restoran “D’Barleys”					

No	Pertanyaan	Jawaban				
		SS	S	RR	TS	STS
<b>Keunggulan Bersaing (Y)</b>						
16	Saya menilai banyak produk yang ditawarkan di restoran “D’Barleys”					
17	Saya menilai produk di restoran “D’Barleys” sangat bervariasi					
18	Saya menilai pelayanan di restoran “D’Barleys” cukup fleksibel dari tempat lain					
19	Saya menilai produk di restoran “D’Barleys” punya ciri khas dari tempat lain					
20	Saya menilai produk di restoran “D’Barleys” didesain cukup menarik					
21	Saya menilai produk yang disajikan di restoran “D’Barleys” warna/atribut dari produk masih wajar					
22	Saya merasa senang bisa makan/minum di restoran “D’Barleys”					
23	Saya merasa nyaman dengan situasi di restoran “D’Barleys”					
24	Saya merasa terkesan bisa makan/minum di restoran “D’Barleys”					

## LAMPIRAN II

### TABULASI DATA

#### TABULASI JAWABAN RESPONDEN

##### 1. Variabel Inovasi Produk (X1)

NO	Inovasi Produk						X1 TOTAL
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	
1	4	4	4	4	4	4	24
2	4	4	5	4	4	5	26
3	5	5	5	4	4	4	25
4	5	5	5	5	4	4	26
5	4	4	5	4	5	4	26
6	3	3	3	5	4	5	25
7	4	4	4	5	4	4	24
8	4	4	4	5	4	4	25
9	3	4	4	4	3	3	22
10	4	4	4	5	4	4	25
11	3	3	3	5	4	4	22
12	4	4	5	5	3	4	24
13	5	5	5	5	4	4	27
14	4	4	4	3	5	4	25
15	5	4	5	4	4	4	27
16	4	5	4	4	4	4	26
17	4	4	4	3	4	4	25
18	4	4	4	4	4	4	26
19	5	5	5	3	4	4	26
20	4	5	4	4	4	4	26
21	5	5	5	5	4	4	27
22	5	4	5	4	5	4	27
23	5	4	5	4	4	4	26
24	5	5	5	4	4	4	26
25	4	4	5	4	4	4	24
26	4	4	4	4	5	5	27
27	5	5	5	5	4	4	26
28	4	4	4	5	4	4	24
29	4	4	5	5	5	5	27
30	4	4	4	4	5	5	26
31	5	4	4	4	4	4	26
32	4	4	4	5	3	3	22

33	4	4	3	5	4	4	22
34	4	4	4	5	4	4	24
35	4	4	4	5	4	3	23
36	5	5	5	4	4	4	25
37	4	4	5	3	3	3	23
38	4	4	4	4	4	4	26
39	4	4	4	4	4	5	25
40	4	4	4	4	4	4	25
41	3	3	3	3	4	5	23
42	4	4	4	4	5	4	27
43	4	4	4	4	4	4	24
44	4	4	4	5	4	4	24
45	5	4	5	4	5	5	29
46	5	4	4	3	5	4	27
47	5	4	4	5	5	5	26
48	5	4	4	4	4	5	25
49	5	4	5	5	4	5	27
50	4	4	4	4	5	5	26
51	4	5	4	4	4	4	26
52	4	4	4	4	4	4	25
53	4	5	4	5	5	5	27
54	4	5	4	5	4	4	27
55	4	4	4	4	4	4	26
56	3	4	4	4	4	4	24
57	4	5	4	5	4	5	28
58	4	4	4	4	4	4	25
59	4	4	4	4	4	4	24
60	4	4	4	4	4	4	24
61	4	4	4	4	4	4	26
62	5	5	5	4	5	5	29
63	4	4	4	3	3	4	25
64	3	4	4	4	5	5	27
65	4	4	4	3	5	5	27
66	4	4	4	3	3	4	25
67	3	3	3	4	4	4	22
68	4	4	4	4	4	5	27
69	5	5	4	5	4	4	27
70	4	4	4	4	3	4	23
71	4	5	5	5	3	4	25
72	4	4	4	5	4	4	24
73	5	5	5	5	3	5	27

74	4	4	4	4	4	5	25
75	4	4	4	5	4	4	22
76	5	5	5	5	5	5	28
77	5	5	5	5	5	4	27
78	4	4	5	5	4	4	27
79	4	4	3	3	4	4	25
80	5	4	4	4	5	5	28
81	4	4	4	4	5	4	25
82	4	4	3	3	4	5	24
83	4	4	4	4	5	4	25
84	4	4	4	3	5	4	25
85	5	4	5	4	5	5	29
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90	4	4	4	4	3	4	25
91	4	4	4	4	4	4	24
92	5	5	5	5	5	4	29
93	4	5	4	5	4	4	25
94	5	5	5	5	4	4	26
95	4	5	5	4	4	4	28
96	4	5	4	4	5	5	27
97	5	5	5	5	4	4	27
98	4	4	4	5	4	4	24
99	5	5	5	5	5	5	30
100	5	5	5	5	5	5	28
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103	4	4	4	4	4	4	24
104	4	4	4	4	4	4	24
105	4	4	4	4	4	3	23
106	3	3	3	3	4	4	22
107	4	4	4	4	3	3	23
108	4	4	4	4	4	4	24
109	5	5	5	5	4	5	27
110	4	4	4	4	4	4	24
111	5	4	5	5	4	5	26
112	4	4	4	5	5	4	25
113	4	4	4	4	4	4	24
114	4	5	4	4	4	4	25

115	5	4	5	5	5	5	28
116	4	4	4	4	5	4	25
117	4	4	4	4	5	5	26
118	3	4	4	4	4	5	25
119	4	4	5	4	4	5	28
120	4	4	4	5	5	5	26
121	4	4	4	5	4	4	24
122	4	4	4	4	4	4	26
123	4	4	4	5	5	5	28
124	4	4	4	4	4	4	24
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129	2	2	2	2	2	2	17
130	4	4	4	4	4	4	22
131	4	5	5	4	4	4	27
132	4	4	4	5	4	4	26
133	4	4	5	4	5	5	27
134	4	4	5	5	5	5	29
135	5	5	5	5	5	5	29
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138	5	5	5	4	4	4	28
139	5	5	5	5	4	4	26
140	4	4	5	4	4	4	27
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143	4	4	4	5	4	4	26
144	3	4	4	4	4	4	24
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146	5	5	5	5	4	4	28
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148	5	4	5	4	4	4	25
149	4	5	4	4	4	4	25
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172	4	4	4	4	5	4	26
173	4	4	4	4	5	4	26
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185	4	4	4	4	4	4	25
186	4	4	5	4	5	4	27
187	1	1	1	1	1	2	15
188	4	4	3	4	4	4	25
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191	4	5	5	5	4	5	27
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214	4	4	4	4	4	4	26
215	4	5	4	5	3	3	23
216	4	5	4	5	4	4	26
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218	3	4	4	4	5	5	28
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235	5	5	5	5	4	4	26
236	4	4	4	4	4	4	24
237	4	4	4	5	3	3	22

238	5	5	5	5	4	4	28
239	5	5	5	5	3	4	25
240	4	4	4	5	4	4	24
241	4	4	4	3	4	4	26
242	5	4	4	4	4	4	26
243	4	4	4	4	5	5	26
244	4	4	5	3	4	4	23
245	4	4	5	4	4	3	24
246	4	4	4	3	4	4	24
247	1	1	1	1	1	1	12
248	5	5	4	5	3	3	24
249	4	4	4	4	4	4	22
250	5	5	4	4	3	5	26
251	4	5	5	4	4	4	28
252	4	4	4	4	4	4	24
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256	5	5	5	5	3	4	25
257	4	5	5	4	5	5	30
258	4	5	4	4	5	5	27
259	5	5	5	5	3	4	27
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261	5	5	5	5	4	5	28
262	5	5	5	5	4	4	28
263	4	4	4	4	3	4	23
264	4	4	5	3	3	4	25
265	4	4	4	4	4	4	26
266	4	4	4	4	3	5	24
267	4	4	4	4	4	5	26
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302	4	4	4	4	5	5	26
303	4	5	5	4	4	4	26
304	4	4	4	5	5	5	27
305	4	4	5	4	4	4	25
306	4	4	5	5	4	4	25
307	5	5	5	5	4	5	27
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309	4	4	5	4	4	4	25
310	5	5	5	4	5	4	27
311	5	5	5	5	4	5	29
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316	3	4	4	4	4	4	24
317	4	4	4	5	3	4	23
318	3	3	3	5	4	4	23
319	4	4	5	5	5	4	24

320	5	5	5	5	4	4	27
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322	5	4	5	4	4	4	25
323	4	5	4	4	4	4	27
324	4	4	4	3	4	3	25
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328	5	5	5	5	4	4	26
329	5	4	5	4	4	4	27
330	5	4	5	4	4	4	27
331	5	5	5	4	5	5	29
332	4	4	5	4	4	4	27
333	4	4	4	4	4	4	24
334	5	5	5	5	5	5	29
335	4	4	4	5	5	5	28
336	4	5	4	5	4	4	25
337	5	5	5	5	3	4	25
338	4	5	5	4	4	4	26
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345	4	4	5	3	4	3	27
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353	4	4	4	4	4	5	25
354	5	4	5	5	4	5	28
355	4	4	5	5	5	5	22
356	4	4	4	4	4	4	24
357	4	5	4	4	4	4	25
358	5	4	5	5	5	5	28
359	4	4	4	4	4	4	24
360	4	3	4	4	3	3	22

## 2. Variabel Ekuitas Merek (X2)

NO	Ekuitas Merek									X2 TOTAL
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	
1	4	4	4	4	4	4	4	4	5	37
2	5	5	5	5	5	4	5	4	5	43
3	4	4	4	4	4	4	4	4	4	36
4	4	4	4	5	4	4	4	4	4	37
5	4	4	4	5	4	4	4	4	4	37
6	5	5	5	5	4	5	4	5	4	42
7	5	5	5	5	4	4	4	4	4	40
8	4	4	4	4	4	4	4	4	4	36
9	4	4	4	4	4	3	4	3	3	33
10	5	5	5	5	4	4	4	4	4	40
11	4	4	4	4	4	3	4	3	4	34
12	4	4	4	4	4	4	4	4	4	36
13	4	4	4	4	4	4	4	4	4	36
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15	4	4	4	5	5	5	5	5	5	42
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25	5	5	5	4	4	3	4	3	4	37
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27	4	4	4	4	4	4	4	4	4	36
28	5	5	5	4	4	3	4	3	4	37
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87	5	5	5	4	4	4	4	4	4	39
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91	4	4	4	5	5	5	5	5	3	42
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222	4	4	4	4	4	5	4	4	4	37
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225	4	4	4	4	4	4	4	4	4	36
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240	4	5	4	4	4	4	4	3	4	36
241	5	5	5	5	5	5	5	5	5	45
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252	4	4	4	4	4	4	4	4	4	36
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265	5	5	5	5	5	5	5	5	5	45
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271	4	5	3	3	3	3	4	3	3	31
272	4	5	4	4	4	4	4	4	4	37
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274	5	5	5	5	5	5	5	5	5	45
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276	5	5	4	5	4	5	5	4	3	42
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298	4	4	4	4	4	5	4	4	4	37
299	4	4	4	4	4	5	4	4	4	37
300	5	5	5	5	5	5	5	5	5	45
301	4	4	4	4	4	4	4	4	4	36
302	4	4	4	4	4	5	4	4	4	37
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304	5	5	5	5	5	5	5	5	5	45
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306	3	3	3	3	3	3	3	3	3	27
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313	5	5	4	5	5	5	5	4	5	43
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319	5	5	5	5	5	5	5	5	5	45
320	4	4	4	4	5	4	4	5	4	39
321	5	5	5	5	5	5	5	5	5	45
322	5	4	4	5	4	5	4	4	5	40
323	4	5	4	5	4	5	5	4	5	41
324	5	5	5	5	5	5	5	5	5	45
325	4	4	4	4	4	5	4	4	4	37



### 3. Variabel Keunggulan Bersaing (Y)

NO	Keunggulan Bersaing									Y TOTAL
	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Y1.9	
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5	4	4	4	4	4	4	4	4	4	36
6	4	5	4	5	3	3	5	3	5	38
7	4	4	4	5	4	4	5	4	4	38
8	4	4	4	5	4	4	4	4	4	37
9	4	3	3	4	5	4	4	4	3	34
10	4	4	4	5	5	4	5	4	4	39
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18	4	4	4	4	4	4	4	4	4	36
19	4	4	4	3	5	5	4	5	4	37
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21	4	4	4	5	5	5	4	5	4	39
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25	4	3	4	4	4	4	4	4	4	35
26	5	5	5	4	5	4	5	4	5	43
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28	4	3	4	5	4	4	4	4	4	36
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44	4	4	4	5	5	4	4	4	4	38
45	5	5	5	4	5	4	5	4	5	43
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73	4	4	4	5	5	5	4	5	5	40
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75	4	4	4	5	4	4	4	4	4	37
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77	4	4	4	5	5	5	4	5	4	39
78	4	4	4	5	4	4	4	4	4	37
79	4	4	4	3	4	4	4	4	4	35



80	4	4	4	4	4	4	4	4	5	37
81	4	4	4	4	4	4	4	4	4	36
82	4	4	4	3	5	4	3	4	5	36
83	4	4	4	4	5	4	4	4	4	37
84	5	5	4	3	4	4	5	4	4	39
85	4	4	4	4	5	4	4	4	5	38
86	4	4	4	5	5	5	4	5	4	40
87	4	4	4	4	4	4	4	4	5	38
88	5	5	5	4	5	4	5	4	5	43
89	4	4	4	4	5	4	4	4	4	37
90	4	4	4	4	4	4	4	4	4	37
91	5	5	5	4	4	4	5	4	4	41
92	5	5	5	5	5	5	5	5	4	44
93	4	4	4	5	5	4	4	4	4	39
94	3	3	3	5	5	5	3	5	4	34
95	4	4	4	4	5	4	4	4	4	37
96	4	4	4	4	5	4	4	4	5	38
97	4	4	3	5	5	5	4	5	4	38
98	4	4	4	5	4	4	4	4	4	37
99	3	3	3	5	5	5	3	5	5	35
100	4	4	4	5	5	5	4	5	5	41
101	5	4	5	4	4	4	5	4	4	40
102	4	4	4	3	4	3	4	3	3	33
103	5	4	5	4	4	4	4	4	4	39
104	4	5	4	4	5	4	5	4	4	39
105	4	4	4	4	4	4	4	4	3	35
106	4	4	4	3	3	4	4	4	4	34
107	5	5	5	4	4	4	5	4	3	40
108	4	5	4	4	4	4	5	4	4	38
109	5	5	5	5	5	5	5	5	5	45
110	4	4	5	4	4	4	4	4	4	38
111	5	4	5	5	5	5	4	5	5	43
112	5	5	5	5	4	4	5	4	4	42
113	4	4	4	4	5	4	4	4	4	38
114	4	4	4	4	4	4	4	4	4	36
115	5	5	5	5	5	5	5	5	5	45
116	4	4	4	4	4	4	4	4	4	36
117	4	4	4	4	4	4	4	4	5	38
118	4	4	4	4	4	4	4	4	5	37
119	5	4	5	4	4	4	4	4	5	39
120	4	4	4	5	4	4	4	4	5	38

121	4	4	4	5	4	3	4	3	4	35
122	4	4	4	4	4	4	4	4	4	36
123	4	4	4	5	5	5	4	5	5	40
124	5	5	5	4	4	4	5	4	4	41
125	3	3	4	4	4	4	4	4	4	35
126	4	4	4	4	4	4	4	4	4	36
127	4	3	4	5	4	4	4	4	5	37
128	4	4	4	4	4	4	4	4	4	36
129	2	2	2	2	2	2	3	2	4	22
130	4	4	4	4	4	4	4	4	4	36
131	4	4	4	4	5	5	4	5	4	38
132	4	4	4	5	4	4	4	4	4	37
133	4	5	5	4	4	4	4	4	5	40
134	5	5	5	5	4	4	4	4	5	41
135	5	5	5	5	5	5	4	5	5	43
136	5	5	5	4	4	4	4	4	5	40
137	5	4	5	4	4	4	5	4	5	40
138	5	4	4	4	5	5	4	5	4	39
139	4	4	4	5	5	5	4	5	4	39
140	4	4	4	4	4	4	4	4	4	36
141	4	4	4	5	3	3	4	3	4	36
142	4	4	5	5	4	4	5	4	5	39
143	4	4	4	5	4	4	4	4	4	36
144	4	4	4	4	5	4	4	4	4	37
145	5	5	5	5	5	4	5	4	5	43
146	4	4	4	5	5	5	5	5	4	41
147	4	4	4	3	4	4	4	4	4	35
148	4	4	4	4	5	5	4	5	4	38
149	4	4	4	4	5	4	4	4	4	37
150	5	4	4	3	4	4	4	4	4	36
151	4	4	4	4	4	4	4	4	4	36
152	5	5	5	3	5	5	5	5	5	42
153	5	5	5	4	4	4	4	4	5	40
154	4	4	4	5	5	5	4	5	4	39
155	5	4	4	4	5	4	4	4	4	38
156	5	4	4	4	4	5	4	5	4	38
157	4	5	5	4	5	5	4	5	5	42
158	4	4	4	4	4	4	3	4	4	34
159	5	4	4	4	5	4	4	4	4	38
160	5	5	5	5	5	5	5	5	5	45
161	5	5	5	5	4	4	5	4	5	43

162	5	4	4	5	5	4	4	4	4	39
163	5	5	5	4	4	4	5	4	5	42
164	5	5	5	4	4	5	4	5	5	41
165	4	4	4	5	4	4	4	4	4	37
166	5	4	4	5	4	4	3	4	4	37
167	4	5	4	5	5	4	4	4	4	39
168	5	5	5	5	4	4	5	4	5	43
169	5	5	4	4	5	5	4	5	4	40
170	4	5	4	3	4	3	5	3	4	37
171	4	4	4	4	4	4	4	4	4	36
172	5	5	4	4	5	4	5	4	4	40
173	5	5	4	4	4	4	5	4	4	40
174	4	4	4	3	5	4	4	4	4	36
175	4	4	4	4	4	4	4	4	4	36
176	5	5	5	4	4	4	5	4	5	42
177	4	5	4	5	5	4	5	4	4	40
178	5	5	5	4	5	4	5	4	5	43
179	5	4	4	3	4	5	5	5	4	39
180	4	5	4	5	4	5	5	5	4	40
181	5	5	5	4	4	5	4	5	5	41
182	5	4	5	5	5	5	5	5	5	43
183	5	5	4	3	4	5	4	5	4	38
184	5	5	5	5	4	4	5	4	5	43
185	4	4	4	4	3	4	4	4	4	35
186	4	5	4	4	4	4	4	4	4	37
187	1	1	2	1	1	1	2	1	3	14
188	5	5	5	4	3	4	4	4	4	38
189	4	4	4	4	4	4	3	4	4	35
190	4	5	5	4	3	5	4	5	5	39
191	4	4	5	5	5	4	4	4	5	40
192	4	4	4	5	4	4	4	4	4	37
193	5	4	4	4	3	4	4	4	4	36
194	4	5	5	4	4	4	4	4	4	38
195	4	4	4	5	4	5	4	5	4	38
196	4	4	4	4	4	4	4	4	4	36
197	4	4	4	3	4	4	4	4	5	36
198	4	5	4	4	4	4	4	4	4	37
199	4	4	5	5	4	4	4	4	4	38
200	4	4	5	4	4	4	4	4	4	36
201	4	4	4	4	4	4	4	4	4	36
202	4	4	5	4	4	4	4	4	4	38

203	4	4	4	4	4	4	4	4	3	35
204	4	4	4	4	4	4	4	4	4	36
205	4	4	4	4	4	3	5	3	5	38
206	4	4	5	4	4	4	4	4	5	38
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208	3	4	5	4	4	4	5	4	5	39
209	4	4	4	4	4	4	4	4	4	37
210	5	5	4	4	4	4	5	4	4	39
211	4	4	5	5	5	5	5	5	3	41
212	4	5	4	4	4	4	4	4	4	37
213	4	4	5	4	5	4	4	4	4	38
214	5	4	5	4	5	4	4	4	4	40
215	4	4	4	5	5	4	4	4	3	37
216	4	4	4	5	5	4	5	4	4	39
217	4	4	4	4	4	4	4	4	4	36
218	4	5	4	4	4	4	5	4	5	39
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220	4	4	4	4	4	4	4	4	4	36
221	4	3	3	4	4	4	4	4	4	34
222	4	4	4	4	4	4	5	4	5	38
223	4	3	4	4	4	4	4	4	4	35
224	4	4	4	4	5	5	4	5	4	38
225	4	4	4	3	4	4	4	4	4	35
226	4	4	4	4	4	4	4	4	4	36
227	5	5	5	3	4	4	5	4	5	41
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229	4	4	3	4	4	4	4	4	5	36
230	4	4	4	4	4	4	4	4	5	37
231	4	4	4	5	5	5	4	5	4	39
232	4	3	3	4	4	4	3	4	4	33
233	4	4	4	5	5	5	4	5	4	39
234	5	3	5	5	4	4	5	4	4	40
235	4	4	4	5	5	5	4	5	4	39
236	5	4	4	4	4	4	5	4	4	39
237	4	3	4	5	4	4	4	4	3	35
238	5	5	5	5	5	5	5	5	4	44
239	4	4	4	5	5	5	4	5	4	39
240	4	3	4	5	4	4	4	4	4	36
241	5	5	5	3	4	4	5	4	4	40
242	5	5	5	4	4	4	5	4	4	41
243	4	3	4	4	4	4	4	4	5	36







### LAMPIRAN III

#### HASIL KARAKTERISTIK RESPONDEN

##### JENIS KELAMIN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid laki-laki	172	48,0	48,0	48,0
perempuan	188	52,0	52,0	100,0
Total	360	100,0	100,0	

##### USIA

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <20 tahun	35	10,0	10,0	10,0
21-30 tahun	152	42,0	42,0	52,0
31-40 tahun	132	36,0	36,0	88,0
> 41 tahun	42	12,0	12,0	100,0
Total	360	100,0	100,0	

##### PENDIDIKAN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SD	17	5,0	5,0	5,0
SMP	45	12,0	12,0	17,0
SMA/SMK	202	56,0	56,0	73,0
S1/S2/S3	96	27,0	27,0	100,0
Total	360	100,0	100,0	

##### PEKERJAAN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid PNS	89	25,0	25,0	25,0
PEGAWAI SWASTA	115	32,0	32,0	57,0
WIRUSAHA	135	37,0	37,0	94,0
LAINNYA	21	6,0	6,0	100,0
Total	360	100,0	100,0	



## LAMPIRAN IV

### HASIL UJI VALIDITAS

#### 1. Variabel Inovasi Produk

		Correlations						
		IP1	IP2	IP3	IP4	IP5	IP6	I.P
	Pearson Correlation	1	,662**	,700**	,360**	,314**	,299**	,606**
IP1	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000
	N	360	360	360	360	360	360	360
	Pearson Correlation	,662**	1	,633**	,382**	,241**	,250**	,610**
IP2	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000
	N	360	360	360	360	360	360	360
	Pearson Correlation	,700**	,633**	1	,338**	,275**	,259**	,619**
IP3	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000
	N	360	360	360	360	360	360	360
	Pearson Correlation	,360**	,382**	,338**	1	,180**	,271**	,315**
IP4	Sig. (2-tailed)	,000	,000	,000		,001	,000	,000
	N	360	360	360	360	360	360	360
	Pearson Correlation	,314**	,241**	,275**	,180**	1	,609**	,652**
IP5	Sig. (2-tailed)	,000	,000	,000	,001		,000	,000
	N	360	360	360	360	360	360	360
	Pearson Correlation	,299**	,250**	,259**	,271**	,609**	1	,625**
IP6	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000
	N	360	360	360	360	360	360	360
	Pearson Correlation	,606**	,610**	,619**	,315**	,652**	,625**	1
I.P	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	360	360	360	360	360	360	360

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

## 2. Variabel Ekuitas Merek

Correlations

	EM1	EM2	EM3	EM4	EM5	EM6	EM7	EM8	EM9	E.M
Pearson Correlation	1	,682**	,652**	,419**	,356**	,320**	,378**	,321**	,366**	,718**
EM1 Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000	,000	,000
N	360	360	360	360	360	360	360	360	360	360
Pearson Correlation	,682**	1	,782**	,379**	,282**	,225**	,211**	,186**	,271**	,620**
EM2 Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000	,000	,000
N	360	360	360	360	360	360	360	360	360	360
Pearson Correlation	,652**	,782**	1	,404**	,345**	,237**	,298**	,272**	,303**	,670**
EM3 Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000	,000	,000
N	360	360	360	360	360	360	360	360	360	360
Pearson Correlation	,419**	,379**	,404**	1	,549**	,467**	,468**	,429**	,493**	,726**
EM4 Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000	,000	,000
N	360	360	360	360	360	360	360	360	360	360
Pearson Correlation	,356**	,282**	,345**	,549**	1	,550**	,672**	,541**	,533**	,743**
EM5 Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000	,000	,000
N	360	360	360	360	360	360	360	360	360	360
Pearson Correlation	,320**	,225**	,237**	,467**	,550**	1	,425**	,668**	,453**	,684**
EM6 Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,000	,000	,000
N	360	360	360	360	360	360	360	360	360	360
Pearson Correlation	,378**	,211**	,298**	,468**	,672**	,425**	1	,624**	,602**	,741**
EM7 Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000	,000	,000
N	360	360	360	360	360	360	360	360	360	360
Pearson Correlation	,321**	,186**	,272**	,429**	,541**	,668**	,624**	1	,589**	,720**
EM8 Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000		,000	,000
N	360	360	360	360	360	360	360	360	360	360
Pearson Correlation	,366**	,271**	,303**	,493**	,533**	,453**	,602**	,589**	1	,675**
EM9 Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000		,000
N	360	360	360	360	360	360	360	360	360	360
Pearson Correlation	,718**	,620**	,670**	,726**	,743**	,684**	,741**	,720**	,675**	1
E.M Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	
N	360	360	360	360	360	360	360	360	360	360

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

### 3. Variabel Keunggulan Bersaing

Correlations

	KB1	KB2	KB3	KB4	KB5	KB6	KB7	KB8	KB9	K.B
Pearson Correlation	1	,636**	,711**	,127*	,243**	,241**	,519**	,285**	,305**	,749**
Sig. (2-tailed)		,000	,000	,016	,000	,000	,000	,000	,000	,000
N	360	360	360	360	360	360	360	360	360	360
Pearson Correlation	,636**	1	,600**	,105*	,213**	,259**	,576**	,297**	,334**	,724**
Sig. (2-tailed)	,000		,000	,047	,000	,000	,000	,000	,000	,000
N	360	360	360	360	360	360	360	360	360	360
Pearson Correlation	,711**	,600**	1	,147**	,194**	,219**	,520**	,244**	,379**	,755**
Sig. (2-tailed)	,000	,000		,005	,000	,000	,000	,000	,000	,000
N	360	360	360	360	360	360	360	360	360	360
Pearson Correlation	,127*	,105*	,147**	1	,436**	,411**	,110*	,397**	,135*	,473**
Sig. (2-tailed)	,016	,047	,005		,000	,000	,036	,000	,010	,000
N	360	360	360	360	360	360	360	360	360	360
Pearson Correlation	,243**	,213**	,194**	,436**	1	,624**	,151**	,627**	,197**	,562**
Sig. (2-tailed)	,000	,000	,000	,000		,000	,004	,000	,000	,000
N	360	360	360	360	360	360	360	360	360	360
Pearson Correlation	,241**	,259**	,219**	,411**	,624**	1	,114*	,914**	,204**	,579**
Sig. (2-tailed)	,000	,000	,000	,000	,000		,030	,000	,000	,000
N	360	360	360	360	360	360	360	360	360	360
Pearson Correlation	,519**	,576**	,520**	,110*	,151**	,114*	1	,158**	,208**	,654**
Sig. (2-tailed)	,000	,000	,000	,036	,004	,030		,003	,000	,000
N	360	360	360	360	360	360	360	360	360	360
Pearson Correlation	,285**	,297**	,244**	,397**	,627**	,914**	,158**	1	,262**	,586**
Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,003		,000	,000
N	360	360	360	360	360	360	360	360	360	360
Pearson Correlation	,305**	,334**	,379**	,135*	,197**	,204**	,208**	,262**	1	,509**
Sig. (2-tailed)	,000	,000	,000	,010	,000	,000	,000	,000		,000
N	360	360	360	360	360	360	360	360	360	360
Pearson Correlation	,749**	,724**	,755**	,473**	,562**	,579**	,654**	,586**	,509**	1
Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	
N	360	360	360	360	360	360	360	360	360	360

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

\* . Correlation is significant at the 0.05 level (2-tailed).

## LAMPIRAN V

### HASIL UJI RELIABILITAS

#### 1. Variabel Inovasi Produk

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,785	,790	6

#### 2. Variabel Ekuitas Merek

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,874	,875	9

#### 3. Variabel Keunggulan Bersaing

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,816	,820	9

## LAMPIRAN VI

### HASIL UJI REGRESI LINIER BERGANDA, UJI T, UJI F DAN KOEFISIEN DETERMINASI

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,842 <sup>a</sup>	,710	,708	1,767

a. Predictors: (Constant), EkuitasMerek, InovasiProduk

b. Dependent Variable: KeunggulanBersaing

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2722,599	2	1361,300	436,226	,000 <sup>b</sup>
	Residual	1114,065	357	3,121		
	Total	3836,664	359			

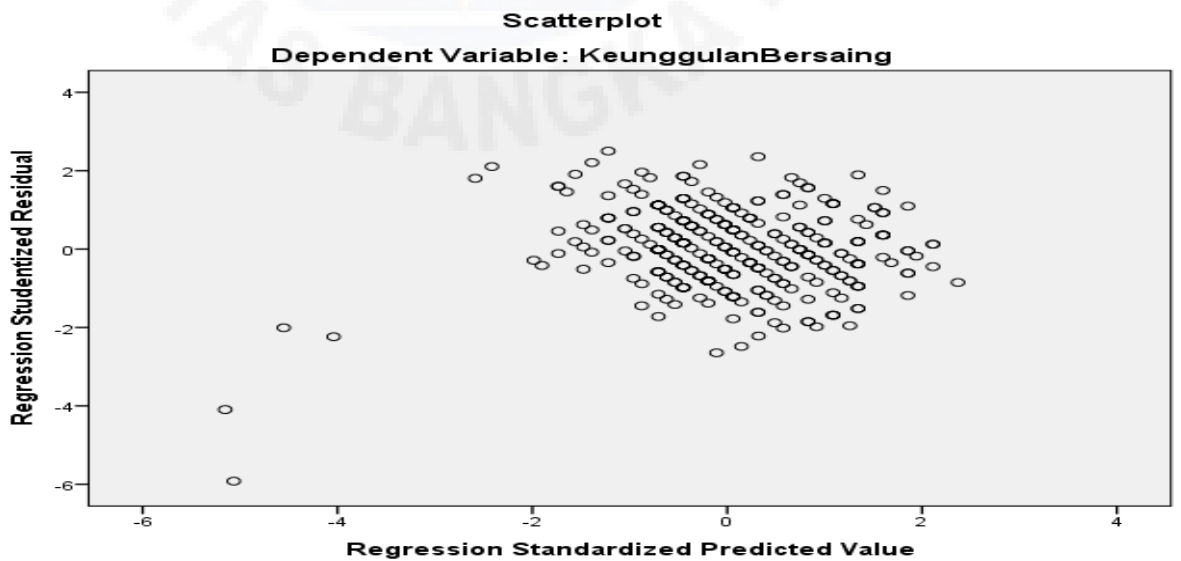
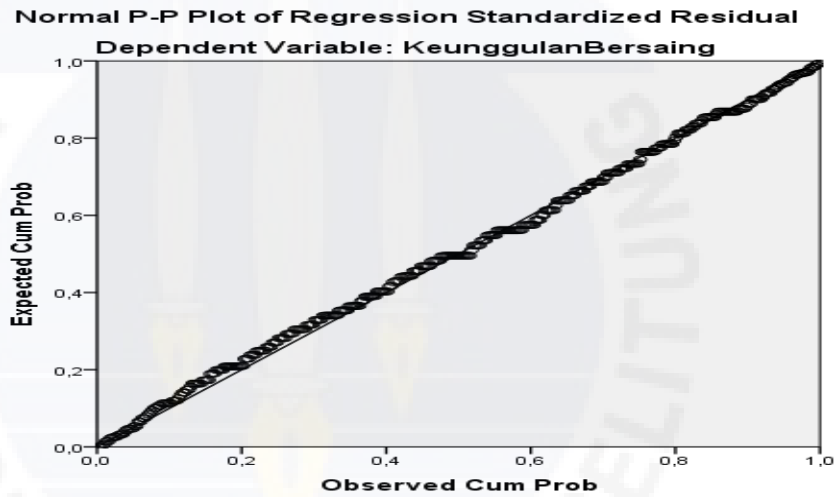
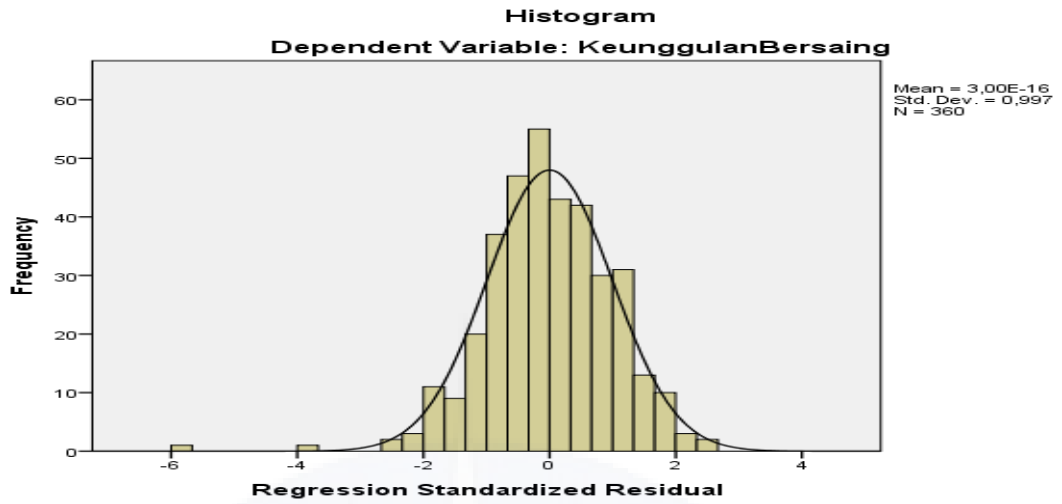
a. Dependent Variable: KeunggulanBersaing

b. Predictors: (Constant), Ekuitas Merek, Inovasi Produk

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,138	1,255		1,704	,089		
	InovasiProduk	,707	,050	,444	14,157	,000	,827	1,209
	EkuitasMerek	,470	,027	,555	17,695	,000	,827	1,209

a. Dependent Variable: KeunggulanBersaing



LAMPIRAN VII

Data Pengunjung D'Barleys Bakery & Restaurant Pangkalpinang

No	Forecast	1st - 7th	8th - 14th	15th - 21th	22th - End	Total
1	Nov-15	888	827	845	955	3515
2	Oct-15	715	665	770	1237	3387
3	Sep-15	874	728	807	1036	3445
4	Agust-15	830	838	892	1166	3726
5	Jul-15	944	1028	829	1284	4085
6	Jun-15	565	712	578	798	2653
7	May-15	738	843	704	1020	3305
8	Apr-15	918	737	747	838	3240
9	Mar-15	759	647	735	1233	3374
10	Feb-15	795	827	748	990	3360
11	Jan-15	867	792	1248	776	3683
12	Des-14	879	805	1126	1060	3870
					TOTAL	41643

D'Barleys Restaurant

Prepare By



Approved By



# D'Barleys Restaurant

No	Forecast	1st - 7th	8th - 14th	15th - 21th	22th - End	Total
1	Des-15	741	805	734	1401	3681
2	Jan-16	816	775	661	924	3176
3	Feb-16	731	957	715	734	3137
4	Mar-16	705	789	842	1006	3342
5	Apr-16	720	841	763	1129	3453
6	Mei-16	809	759	783	954	3305
TOTAL						20094



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UNIVERSITAS BINA NUSANTARA



LAMPIRAN VIII

Daftar Menu Dan Harga Produk D'Barleys Bakery & Restaurant  
Pangkalpinang

Bar				Des-15 Pastry			
ITEM		Price		Type	Item	Price	
Fresh Fruits	Single Juice	Rp	28.000,00	Pudding & Pie	Cream brulee	Rp 30.000,00	
	Mix Juice	Rp	30.000,00		Tiramisu Glass	Rp 35.000,00	
	Fruits Platter	Rp	35.000,00		Chocolate lava	Rp 35.000,00	
	Fruits Salad	Rp	35.000,00		Chocolate chery mouse	Rp 32.000,00	
Water Softdrinks		Rp	-		Peach Pie	Rp 30.000,00	
	Mineral Water	Rp	8.000,00		Apple Pie	Rp 30.000,00	
	Soda Water	Rp	15.000,00		Strawberry Pie	Rp 30.000,00	
	Soda Gembira	Rp	25.000,00		Almond Cream Pie	Rp 30.000,00	
	Cola Float	Rp	25.000,00		Slice Cake	Cheese Cake	Rp 35.000,00
	Softdrinks	Rp	18.000,00			Rainbow cake	Rp 32.000,00
Alcohol Drinks	Bintang	Rp	35.000,00	Chocolate truffle		Rp 32.000,00	
	Heineken	Rp	38.000,00	Raspberry velvet		Rp 32.000,00	
	Beer Flavour	Rp	45.000,00	Black velvet		Rp 32.000,00	
Ofical	Fruil Platter			Opera cake		Rp 32.000,00	
	Coffee			Tiramisu cake		Rp 32.000,00	
	Aqua / 300 ml	Rp	5.000,00	Crepes Waffle & Pancake	Original Crepes	Rp 25.000,00	
Special Blended	Frappucino	Rp	35.000,00		Special Crepes	Rp 28.000,00	
	Frappulatte	Rp	35.000,00		Original Waffle	Rp 25.000,00	
	Mocca Frost	Rp	35.000,00		Special Waffle	Rp 28.000,00	
	Caramel Frost	Rp	35.000,00		Original Pancake	Rp 25.000,00	
	Cookies N Cream Frost	Rp	35.000,00		Special Pancake	Rp 28.000,00	
	Avocado Coffee Float	Rp	38.000,00		Bread & Ice Cream	black forest glass	Rp 35.000,00
	Orange Breeze	Rp	38.000,00	Toast bread		Rp 20.000,00	
	Barleys Berry Frost	Rp	38.000,00	black forest crepes		Rp 28.000,00	
	GT Macha Frost	Rp	38.000,00	Fried ice cream		Rp 28.000,00	
	Banana GT Frost	Rp	38.000,00			Rp -	
	Milkshake	Rp	32.000,00	Banana split		Rp 30.000,00	
	Smoothies	Rp	32.000,00	Special melba		Rp 30.000,00	
	Special Milkshake	Rp	35.000,00	Bread ice cream		Rp 30.000,00	
		Rp	-	Fruit sundae		Rp 30.000,00	
			Ice cream single	Rp 15.000,00			
			Ice cream double	Rp 25.000,00			
Homemade Drinks	Lemon Tea & Lemonade	Rp	30.000,00	Weekly Special	Cinnamons pancake	Rp 38.000,00	
	Homemade Drinks	Rp	30.000,00		Snowy crepes	Rp 38.000,00	
	Homemade Squash	Rp	35.000,00		cupcake	Rp 15.000,00	
	Mocktails & Punch	Rp	32.000,00		cupcakes	Rp 12.500,00	
	Virgin Sangria	Rp	35.000,00		milk pudding	Rp 10.000,00	
	Virgin Sangria by Pitcher	Rp	99.000,00		chocolate stick	Rp 10.000,00	
	Calamansi	Rp	25.000,00		almond cookies	Rp 40.000,00	
	Calamansi by Pitcher	Rp	65.000,00		fruits tondu	Rp 10.000,00	
		Rp	-		Whole Cake	Rainbow 15x15	Rp 200.000,00
Fresh Brewers	Single Espresso	Rp	15.000,00			Rainbow 20x20	Rp 300.000,00
	Double Espresso	Rp	20.000,00	Rainbow 25x25		Rp -	
	Black Coffee	Rp	20.000,00	Rainbow 30x30		Rp 400.000,00	
	Milk Coffee	Rp	25.000,00	vanilla sponge		Rp 100.000,00	
	Hot Cappucino	Rp	30.000,00	Black ( 15 x 15 )		Rp 200.000,00	
	Hot Latte	Rp	30.000,00	Black ( 20 x 20 )		Rp 300.000,00	
	Hot Flavour Latte	Rp	30.000,00	Black ( 25 x 25 )		Rp 400.000,00	
	Iced Coffee Float	Rp	25.000,00	Black ( 30 x 30 )		Rp 500.000,00	
	Iced Cappucino	Rp	32.000,00	Raspberry ( 15x15 )		Rp 200.000,00	
	Iced Latte	Rp	32.000,00	Raspberry ( 20 x 20 )	Rp 300.000,00		
Iced Flavour Latte	Rp	32.000,00	Raspberry ( 25 x 25 )	Rp 400.000,00			
Infused Herbal Tea	Hot Flavoured Tea	Rp	15.000,00	Raspberry ( 30 x 30 )	Rp 500.000,00		
	Iced Regular Tea	Rp	8.000,00	Tiramisu ( 15 x 15 )	Rp 200.000,00		
Gourmets Chocolate	Hot Chocolate	Rp	25.000,00	Tiramisu ( 20 x 20 )	Rp 300.000,00		
	Iced Chocolate	Rp	28.000,00				

Kitchen			Japanese			
	ITEM	Price		ITEM	Price	
SOUP	Caesar Salad	Rp 38.000,00	Soup Noodle	Chicken Katsu Ramen	Rp 40.000,00	
	Blacpepper Soup	Rp 38.000,00		Gyuniku Spicy Ramen	Rp 45.000,00	
Appetizer / Light Snack	Frenh Fries	Rp 28.000,00		Seafood Ramen	Rp 50.000,00	
	Potato Wedges	Rp 28.000,00			Rp -	
				Nabeyaki Udon	Rp 40.000,00	
	Potato Chips	Rp 30.000,00		Gyuniku Spicy Udon	Rp 45.000,00	
	Garlic Bread	Rp 30.000,00		Seafood Udon	Rp 50.000,00	
					Rp -	
	Bruchetta	Rp 30.000,00		Sushi Fusion	Sweet Ebi Roll	Rp 48.000,00
	Mushroom Fritto	Rp 30.000,00			Tuna Delicacy Roll	Rp 48.000,00
	Salmon skin Fritto	Rp 35.000,00	Volcano Roll		Rp 48.000,00	
	Calamari	Rp 35.000,00	Californian Roll		Rp 48.000,00	
Prawn Pritto	Rp 45.000,00	Crispy Ebi Roll	Rp 48.000,00			
		Spicy Dynamite Roll	Rp 60.000,00			
Hot Dog	Rp 35.000,00	Jumbo Dragon Ebi Roll	Rp 65.000,00			
Chicken Burger	Rp 40.000,00	Ebi Avocado Roll	Rp 65.000,00			
Beef Burger	Rp 50.000,00	Golden Roll	Rp 65.000,00			
Tuna Sanwich	Rp 40.000,00	Gyuniku Teriyaki Roll	Rp 65.000,00			
Club Sanwich	Rp 50.000,00	Aburi Mentai Roll	Rp 65.000,00			
			Rp -			
Western	Omelette	Rp 38.000,00	Sashimi	Salmon Sashimi	Rp 65.000,00	
	Fish & Chip	Rp 40.000,00		Maguro Sashimi	Rp 65.000,00	
	Gordon Bleu	Rp 45.000,00		Assorted Sashimi	Rp 95.000,00	
	Lasagna	Rp 50.000,00		Rp -		
Salmon Pan Fried	Rp 100.000,00	Nigiri	Nigiri Ebi	Rp 25.000,00		
Grill & Steak	Chicken Steak		Rp 65.000,00	Nigiri Salmon	Rp 25.000,00	
	Chicken Leg		Rp 65.000,00	Nigiri Maguro	Rp 25.000,00	
	Salmon Steak		Rp 110.000,00	Specials Assorted Nigiri	Rp 65.000,00	
	Sirloin Steak		Rp 135.000,00	Nigiri Salmon Mentai	Rp 45.000,00	
Tenderloin Steak	Rp 150.000,00		Onigiri	Rp 35.000,00		
		Temaki Hand Roll	Rp 45.000,00			
Pasta	Aglio Olio	Rp 40.000,00		Rp -		
	Bolognaise	Rp 40.000,00	Makimono	Salmon Tobiko	Rp 45.000,00	
	Carbonara	Rp 40.000,00		Spicy Salmon Maki	Rp 40.000,00	
	Hot & Spicy Tuna	Rp 45.000,00		Spicy Maguro Maki	Rp 40.000,00	
	Salmon Creamy	Rp 45.000,00		Kani Mayo Maki	Rp 40.000,00	
Marinara	Rp 45.000,00	Ebi Tempura Maki		Rp 40.000,00		
Pizza	Margarita	Rp 50.000,00	Gyuniku Teriyaki Maki	Rp 40.000,00		
	Hawaian	Rp 65.000,00		Rp -		
	Asian Chicken	Rp 65.000,00	Don Buri	Beef Teriyaki Don	Rp 45.000,00	
	Smoke Beef	Rp 70.000,00		Chicken Katsu Don	Rp 45.000,00	
	Marinara	Rp 70.000,00		Chicken Teriyaki	Rp 55.000,00	
	Meat Lover	Rp 70.000,00		Gyuniku Teriyaki	Rp 65.000,00	
		Salmon Teriyaki		Rp 70.000,00		
Asian food	Gado-gado	Rp 30.000,00	Special Of The Week	kinoko udon	Rp 50.000,00	
	Mie Ayam	Rp 30.000,00		mix inari sushi	Rp 30.000,00	
	D'barleys Fried Rice	Rp 35.000,00		tomyum fla	Rp 55.000,00	
	Seaffod Fried Rice	Rp 40.000,00		yaki udon	Rp 50.000,00	
	Soup Iga	Rp 90.000,00			Rp -	
Oxtail	Rp 100.000,00					
Side Dish	Steam Rice	Rp 8.000,00				
	telor	Rp 5.000,00				
	Add topping	Rp 15.000,00				
Special		Rp -				
	roast WINGS	Rp 55.000,00				
	Dorny panfried	Rp 55.000,00				
		Rp -				
	Rp -					

LAMPIRAN IX

Foto Di D'Barleys Bakery & Restaurant Pangkalpinang





**SPECIAL Ramadan MENU**

*Barleys*  
Made by simply good

<p><b>Macaroni Alfredo</b> 55</p>  <p>creamy Macaroni, served with Chicken, fresh Spinach and Garlic Bread on top.</p>	<p><b>Royal Soup</b> 60</p>  <p>Authentic Clear Soup served with Seafood, Varian Vegetables and Steam Rice.</p>
<p><b>Chicken Katsu Uramaki</b> 50</p>  <p>Fried Chicken Katsu, Crab Stick, Kyuri, Mayo and Sliced Egg</p>	<p><b>Kurma Green Tea Roll</b> 35</p>  <p>Green Tea Swiss Roll served with Kurma Filling and Kurma Ice Cream</p>
<p><b>Camel Kiss</b> 35</p>  <p>This is a mix of Red Cherry, Lime and served with Sprinkled Sugar</p>	<p><b>Banana Berry</b> 35</p>  <p>This is a mix of Banana Fruit, Strawberry Ice Cream and Grenadine Syrup</p>

## LAMPIRAN X

### Surat Izin Melakukan Penelitian



# d'Barleys

**Bakery & Restaurant**

Jl. A. Yani No. 8, Kec. Taman Sari, Kel. Batin Tikal,  
Pangkalpinang, Bangka

Telp : (0717) 431332 Fax : 431404

#### SURAT KETERANGAN

Yang bertanda tangan dibawah ini :

Nama : Gugum

Jabatan : Supervisor

Dengan ini menerangkan :

Nama : Feriyanto

NIM : 302 12 11 030

Memang benar telah melakukan penelitian dan menyebarkan kuisioner di restaurant yang saya pimpin, dengan judul “ Pengaruh Inovasi Produk dan Ekuitas Merek Terhadap Keunggulan Bersaing Pada D’Barleys Bakery & Restaurant”.

Demikian surat keterangan ini dibuat agar dapat dipergunakan sebagaimana mestinya.

Pangkalpinang, 9 Juni 2016

Gugum

## **LAMPIRAN XI**

### **DAFTAR RIWAYAT HIDUP**

Nama : Feriyanto  
Tempat/tanggal lahir : Pangkalpinang, 3 Februari 1993  
Jenis Kelamin : Laki-laki  
Agama : Budha  
Alamat : Jln. Raya Koba Kel. Beluluk Kec. Pangkalan  
Baru Kab.  
Bangka Tengah, Bangka Belitung  
No. HP : 0819 9532 5548  
E-mail : ferz\_bong93@yahoo.com

#### **Pendidikan Formal**

1. 2012-2016 : Universitas Bangka Belitung  
(Fakultas Ekonomi, Program Studi Manajemen)
2. 2008-2011 : SMK Negeri 1 Pangkalpinang
3. 2005-2008 : SMP Negeri 1 Pangkalan Baru
4. 1999-2005 : SD Santa Theresia II Pangkalpinang
5. 1998-1999 : TK Santa Theresia II Pangkalpinang



### KARTU BIMBINGAN SKRIPSI

Nama Mahasiswa : FERLYANTO IPK : 312  
NIM : 302121030 Nama Pembimbing : KHAIRIYAN SYAH, SE, M.M  
Jurusan : Akuntansi / Manajemen Mulai Skripsi :  
Angkatan :  
Konsentrasi Studi : Manajemen Pemasaran  
Judul Proposal/Skripsi :  
PENGARUH INOVASI PRODUK DAN EKUITAS MEREK TERHADAP KEUNGGULAN  
BERSAING PADA D'BARLEYS BAKERY & RESTAURANT PANGKALPINANG

NO	Tanggal	Keterangan	Paraf Pembimbing
1	1-12-2015	Konsul Judul	[Signature]
2	3-2-2016	Review Awal	[Signature]
3	17 Mar 2016	BAB 1, 2	[Signature]
4	22 Mar 2016	BAB 1, 2, 3	[Signature]
5	1 Apr 2016	Kelengkapan berkas	[Signature]
6	4 Apr 2016	ACC seminar	[Signature]
7	19 Mei 2016	Review Pasca seminar	[Signature]
8	20 Mei 2016	BAB 4 & 5	[Signature]
9	25 Mei 2016	Kelengkapan Berkas	[Signature]
10	1 Ags 2016	ACC Sidang	[Signature]
11			
12			
13			
14			
15			

Catatan :

1. Kartu ini harus diisi saat bimbingan skripsi



### KARTU BIMBINGAN SKRIPSI

Nama Mahasiswa : FERİYANTO  
NIM : 3021211030  
Jurusan : Akuntansi / Manajemen  
Angkatan :  
Konsentrasi Studi : Manajemen Pemasaran

IPK : 3.12  
Nama Pembimbing : DIAN PRIHARDINI W,SE,MM  
Mulai Skripsi : .....

Judul Proposal/Skripsi :  
PENGARUH INOVASI PRODUK DAN EKUITAS MEREK TERHADAP KEUNGGULAN  
BERSAING PADA D'BARLEYS BAKERY & RESTAURANT PANGKALPINANG

NO	Tanggal	Keterangan	Paraf Pembimbing
1	1-12-2015	Apa judul	Di
2	2-12-2015	Revisi judul	Di
3	9-12-2015	ACC judul	Di
4	11-01-2016	Revisi bab 1 - 3	Di
5	13-01-2016	Revisi populasi & sampel penelitian	Di
6	25-01-2016	Revisi penelitian kuantitatif	Di
7	03-02-2016	ACC	Di
8	13-02-2016	Revisi <del>Bab</del> bab 13	Di
9	15-06-2016	Revisi Bab IV x V	Di
10	17-06-2016	Revisi VI x VII	Di
11	24-06-2016	Revisi HI → ACC - pendamping utam	Di
12			
13			
14			
15			

Catatan :

1. Kartu ini harus diisi saat bimbingan skripsi