

Kepada Yth.

Bapak/Ibu/Saudara/i Pelanggan Keramik KIA

di tempat

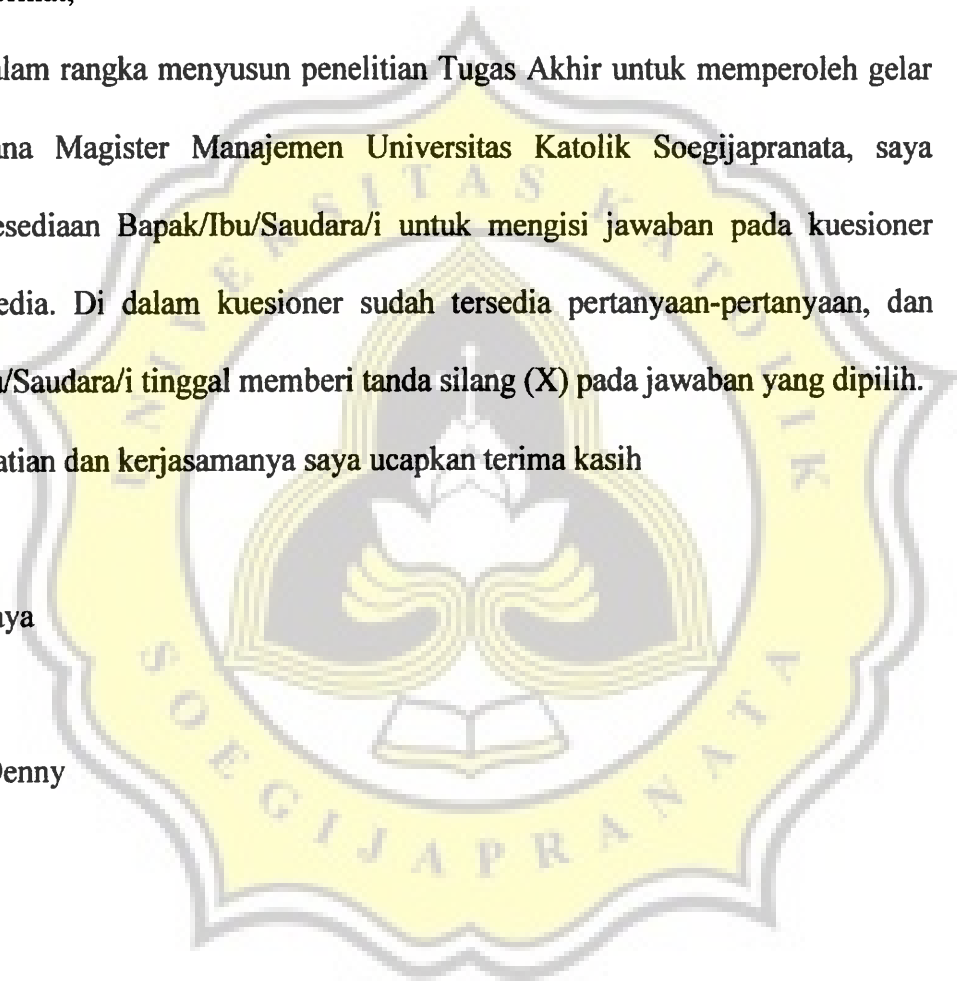
Dengan hormat,

Dalam rangka menyusun penelitian Tugas Akhir untuk memperoleh gelar Pascasarjana Magister Manajemen Universitas Katolik Soegijapranata, saya mohon kesediaan Bapak/Ibu/Saudara/i untuk mengisi jawaban pada kuesioner yang tersedia. Di dalam kuesioner sudah tersedia pertanyaan-pertanyaan, dan Bapak/Ibu/Saudara/i tinggal memberi tanda silang (X) pada jawaban yang dipilih.

Atas perhatian dan kerjasamanya saya ucapkan terima kasih

Hormat saya

Yosafat Denny



Kuesioner
PENGARUH KUALITAS PRODUK PT. KIA KERAMIK YOGYAKARTA
TERHADAP KEPUASAN KONSUMEN

Bapak/Ibu/Saudara/i mohon mengisi biodata di bawah ini :

Nama :

Kelamin :

- a. Pria
- b. Wanita

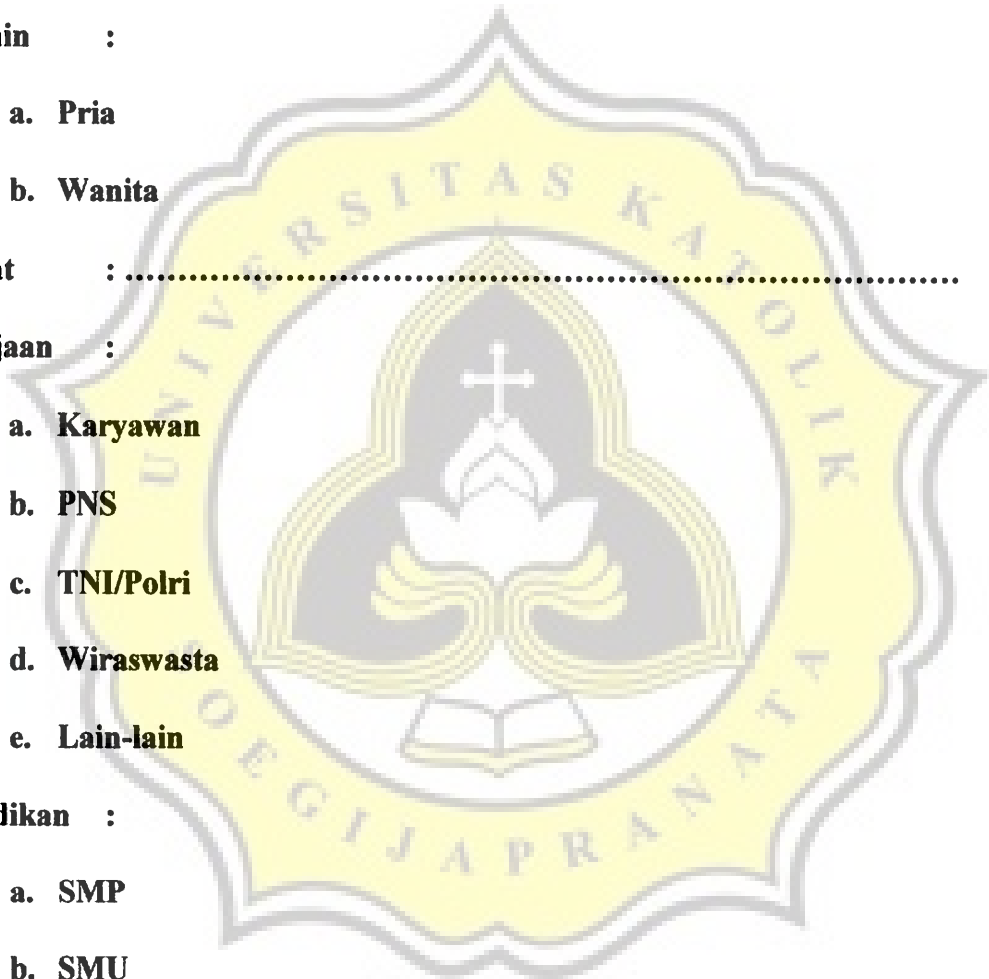
Alamat :

Pekerjaan :

- a. Karyawan
- b. PNS
- c. TNI/Polri
- d. Wiraswasta
- e. Lain-lain

Pendidikan :

- a. SMP
- b. SMU
- c. Diploma
- d. Strata1
- e. Strata2



Mohon mengisi daftar pertanyaan di bawah ini dengan memberi tanda silang (X) pada jawaban yang telah tersedia.

Keterangan :

Score 5 = Sangat Setuju (SS)

Score 4 = Setuju (S)

Score 3 = Sedang-Sedang (SD)

Score 2 = Tidak Setuju (TS)

Score 1 = Sangat Tidak Setuju (STS)

Pertanyaan Yang Berkaitan Dengan Harga Produk

No	Pertanyaan	STS (1)	TS (2)	SD (3)	S (4)	SS (5)
1	Harga produk keramik KIA mampu menjangkau semua segmen konsumen					
2	Harga produk keramik KIA mampu bersaing dengan harga produk keramik lain					
3	Harga produk keramik KIA sesuai dengan kualitasnya					

Pertanyaan Yang Berkaitan Dengan Ciri-Ciri Atau Keistimewaan Produk

No	Pertanyaan	STS (1)	TS (2)	SD (3)	S (4)	SS (5)
1	Corak (warna) produk keramik KIA sangat bervariasi					
2	Motif-motif keramik KIA sangat bervariasi					
3	Aksesoris (list) produk keramik KIA lengkap dan bervariasi					

Pertanyaan Yang Berkaitan Dengan Kinerja Produk

No	Pertanyaan	STS (1)	TS (2)	SD (3)	S (4)	SS (5)
1	Produk keramik KIA kokoh dan kuat					
2	Produk keramik KIA mempunyai ketebalan yang memadai					
3	Produk keramik KIA mampu menahan beban yang berat					
4	Produk keramik KIA apabila dipasang tidak mengalami kerenggangan (ngompol)					

Pertanyaan Yang Berkaitan Dengan Daya Tahan Produk

No	Pertanyaan	STS (1)	TS (2)	SD (3)	S (4)	SS (5)
1	Produk keramik KIA tahan lama untuk digunakan					
2	Produk keramik KIA mudah dibersihkan dan tidak mudah kotor					
3	Produk keramik KIA tidak mudah rusak					

Pertanyaan Yang Berkaitan Kesesuaian Dengan Spesifikasi

No	Pertanyaan	STS (1)	TS (2)	SD (3)	S (4)	SS (5)
1	Ukuran keramik KIA mampu menjangkau setiap segmen					
2	Desain warna produk keramik KIA menarik					
3	Desain warna produk keramik KIA unik					

Pertanyaan Yang Berkaitan Dengan Kepuasan Konsumen

No	Pertanyaan	STS (1)	TS (2)	SD (3)	S (4)	SS (5)
1	Anda merasa senang menggunakan produk keramik KIA					
2	Anda merasa bangga menggunakan produk keramik KIA					
3	Anda tidak berkeinginan untuk pindah ke produk keramik lain					
4	Anda akan merekomendasikan kepada orang lain untuk ikut serta menggunakan produk keramik KIA					

Saran-Saran Anda Untuk Perbaikan Kualitas Produk Keramik KIA:

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Lampiran- Lampiran

Uji Validitas Pertanyaan Harga Produk

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.787	3.600	3.970	.370	1.103	.034	3

The covariance matrix is calculated and used in the analysis.

PERTANYAAN HARGA1	7.7600	.972	.300	.959	.847
PERTANYAAN HARGA2	7.5700	.672	.993	.985	.108
PERTANYAAN HARGA3	7.3900	.665	.438	.976	.766

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.3600	1.505	1.22697	3

UJI VALIDITAS PERTANYAAN CIRI-CIRI ATAU KEISTIMEWAAN PRODUK

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.867	3.810	3.940	.130	1.034	.004	3

The covariance matrix is calculated and used in the analysis.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PERTANYAAN KEISTIMEWAAN PRODUK1	7.7900	.491	.683	.899	.584
PERTANYAAN KEISTIMEWAAN PRODUK2	7.7500	.432	.915	.915	.268
PERTANYAAN KEISTIMEWAAN PRODUK3	7.6600	.853	.293	.490	.955

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.6000	1.192	1.09175	3

UJI VALIDITAS PERTANYAAN KINERJA PRODUK

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.978	3.780	4.060	.280	1.074	.018	4

The covariance matrix is calculated and used in the analysis.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PERTANYAAN KINERJA PRODUK1	12.1300	1.831	.487	.385	.852
PERTANYAAN KINERJA PRODUK2	11.8900	1.594	.906	.832	.687
PERTANYAAN KINERJA PRODUK3	11.8500	1.583	.629	.634	.793
PERTANYAAN KINERJA PRODUK4	11.8600	1.536	.654	.600	.782

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.9100	2.749	1.65813	4

UJI VALIDITAS PERTANYAAN DAYA TAHAN PRODUK

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.017	3.950	4.090	.140	1.035	.005	3

The covariance matrix is calculated and used in the analysis.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PERTANYAAN DAYA TAHAN PRODUK1	8.0400	.645	.730	.726	.404
PERTANYAAN DAYA TAHAN PRODUK2	7.9600	.665	.661	.713	.489
PERTANYAAN DAYA TAHAN PRODUK3	8.1000	.879	.301	.107	.915

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.0500	1.442	1.20080	3

UJI VALIDITAS PERTANYAAN KESESUAIAN DENGAN SPESIFIKASI

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.457	4.400	4.520	.120	1.027	.004	3

The covariance matrix is calculated and used in the analysis.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PERTANYAAN KESESUAIAN DENGAN SPESIFIKASI1	8.9700	1.484	.898	.812	.888
PERTANYAAN KESESUAIAN DENGAN SPESIFIKASI2	8.8500	1.604	.875	.782	.907
PERTANYAAN KESESUAIAN DENGAN SPESIFIKASI3	8.9200	1.569	.842	.712	.932

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.3700	3.387	1.84037	3

**UJI VALIDITAS PERTANYAAN
KEPUASAN KONSUMEN**
Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.448	4.430	4.480	.050	1.011	.001	4

The covariance matrix is calculated and used in the analysis.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PERTANYAAN KEPUASAN KONSUMEN1	13.3600	3.445	.983	.976	.980
PERTANYAAN KEPUASAN KONSUMEN2	13.3400	3.520	.970	.955	.983
PERTANYAAN KEPUASAN KONSUMEN3	13.3600	3.465	.971	.956	.983
PERTANYAAN KEPUASAN KONSUMEN4	13.3100	3.549	.950	.904	.989

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.7900	6.188	2.48752	4

UJI RELIABILITAS VARIABEL

Reliability

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means.	4.092	3.787	4.457	.670	1.177	.084	6

The covariance matrix is calculated and used in the analysis.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
HARGA PRODUK	20.7650000	4.030	.595	.792	.869
CIRI-CIRI ATAU KEISTIMEWAAN PRODUK	20.6850000	4.103	.636	.808	.865
KINERJA PRODUK	20.5741667	3.845	.712	.769	.852
DAYA TAHAN PRODUK	20.5350000	3.882	.718	.715	.852
KESESUAIAN DENGAN SPESIFIKASI	20.0950000	3.104	.784	.976	.840
KEPUASAN KONSUMEN	20.1041667	3.127	.755	.975	.847

HASIL REGRESI BERGANDA

Regression

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.988(a)	.975	.974	.10050786	.975	739.219	5	94	.000	1.792

a Predictors: (Constant), KESESUAIAN DENGAN SPESIFIKASI, HARGA PRODUK, DAYA TAHAN PRODUK, KINERJA PRODUK, CIRI-CIRI ATAU KEISTIMEWAAN PRODUK

b Dependent Variable: KEPUASAN KONSUMEN

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37.337	5	7.467	739.219	.000(a)
	Residual	.950	94	.010		
	Total	38.287	99			

a Predictors: (Constant), KESESUAIAN DENGAN SPESIFIKASI, HARGA PRODUK, DAYA TAHAN PRODUK, KINERJA PRODUK, CIRI-CIRI ATAU KEISTIMEWAAN PRODUK

b Dependent Variable: KEPUASAN KONSUMEN

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.274	.121		2.259	.026
	HARGA PRODUK	.319	.054	.113	5.907	.000
	CIRI-CIRI ATAU KEISTIMEWAA N PRODUK	.180	.061	.105	2.964	.004
	KINERJA PRODUK	.279	.042	.186	6.697	.000
	DAYA TAHAN PRODUK	.178	.044	.115	4.093	.000
	KESESUAIAN DENGAN SPESIFIKASI	1.020	.021	1.006	48.050	.000

a Dependent Variable: KEPUASAN KONSUMEN

Casewise Diagnostics(a)

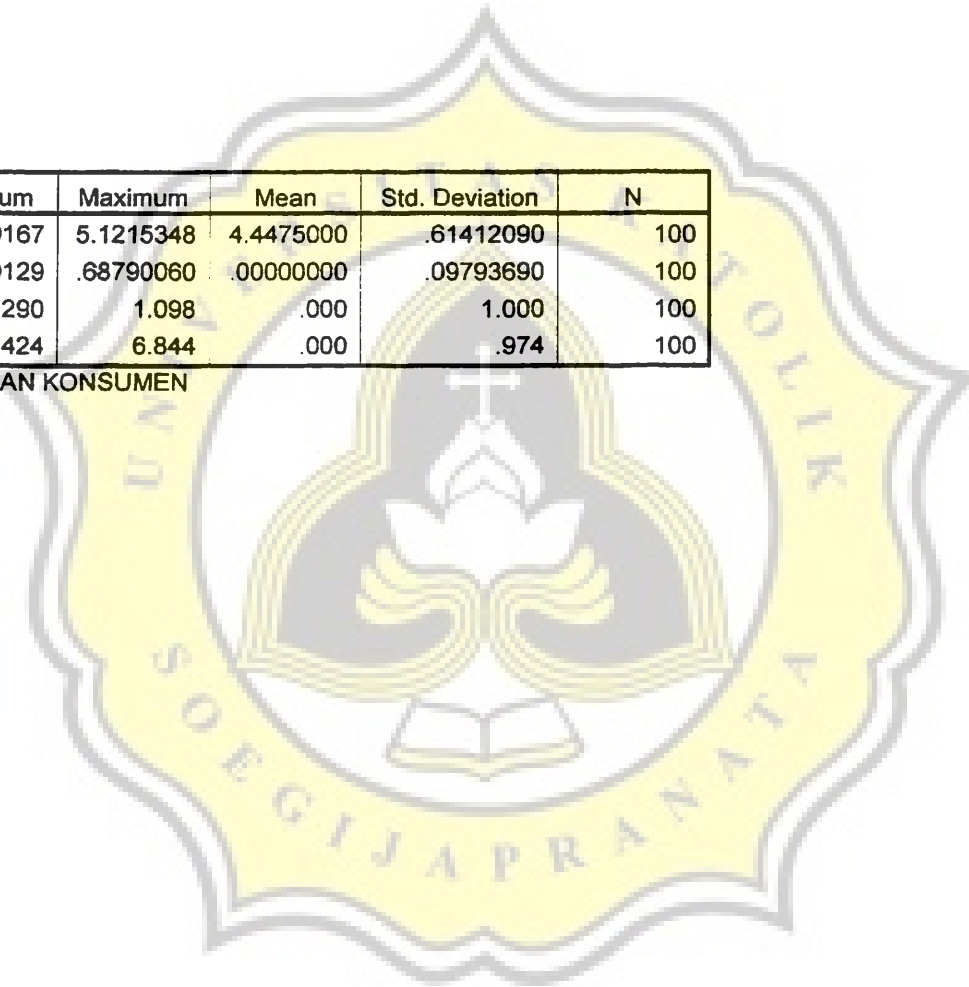
Case Number	Std. Residual	KEPUASAN KONSUMEN
11	6.844	5.00000

a Dependent Variable: KEPUASAN KONSUMEN

Residuals Statistics(a)

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.0409167	5.1215348	4.4475000	.61412090	100
Residual	.24360129	.68790060	.00000000	.09793690	100
Std. Predicted Value	2.290	1.098	.000	1.000	100
Std. Residual	2.424	6.844	.000	.974	100

a. Dependent Variable: KEPUASAN KONSUMEN

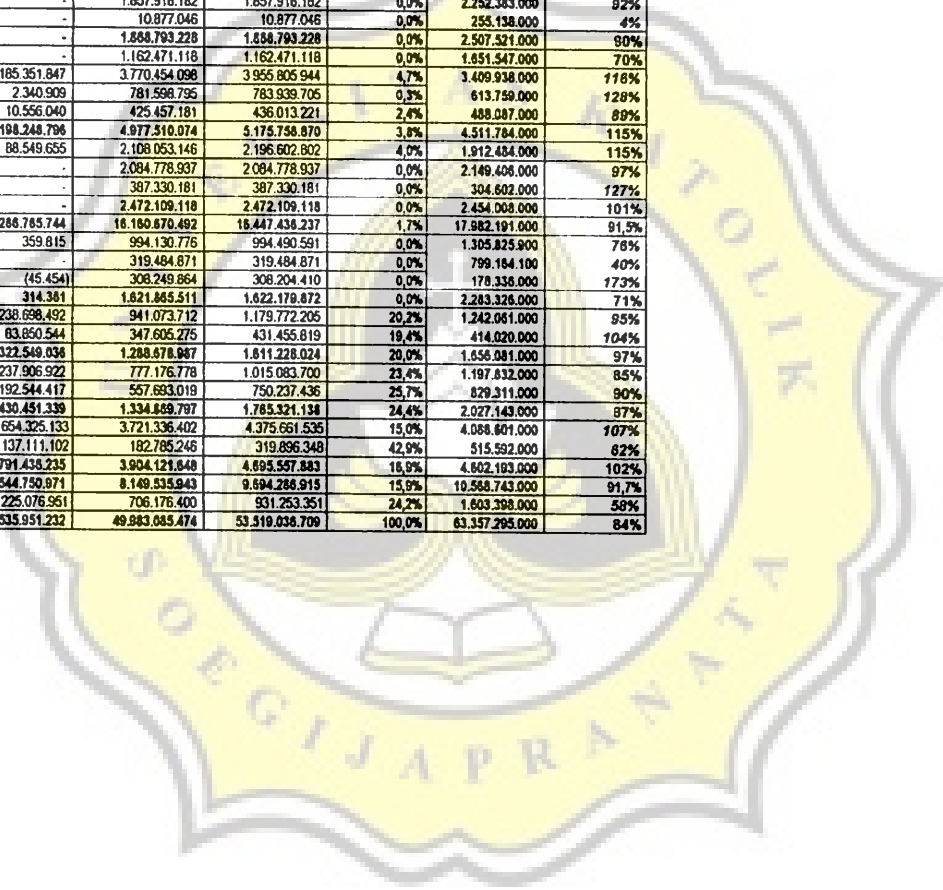


OMZET ALL KOKOH TANGGAL 1 - 31 Mei 2009

BRANCH					REGULER		KOMITMEN	
	not invoiced	sales invoiced	total	% not inv. to total	TARGET	% ACH.	TARGET	% ACH.
MEDAN	160.048.145	2.785.592.523	2.925.640.668	5,5%	3.614.939.000	81%	3.614.939.000	81%
PEKANBARU	272.186.187	1.555.748.421	1.827.934.608	14,9%	2.112.880.000	87%	2.112.880.000	87%
PALEMBANG	259.752.696	2.403.993.408	2.663.746.004	9,8%	3.053.280.000	87%	3.053.280.000	87%
- JAMBI	729.889.683	171.522.488	900.212.171			#DIV/0!		#DIV/0!
TTL	988.442.279	2.575.515.896	3.563.958.175	27,7%	3.053.280.000	117%	3.053.280.000	117%
LAMPUNG	799.868.651	1.115.072.232	1.914.940.882	41,8%	2.021.942.000	95%	2.021.942.000	95%
Region I TOTAL	2.220.545.262	8.011.929.072	10.232.474.333	21,7%	10.803.041.000	94,7%	10.803.041.000	94,7%
JAKARTA PUSAT		216.365.056	216.365.056	0,0%	636.269.024	34%	592.306.704	37%
JAKARTA TIMUR		124.138.552	124.138.552	0,0%	397.668.140	31%	320.832.798	39%
JAKARTA SELATAN		174.879.373	174.879.373	0,0%	598.502.210	29%	401.040.958	44%
JAKARTA BARAT		305.797.312	305.797.312	0,0%	556.735.396	55%	460.682.992	66%
JAKARTA UTARA		83.152.181	83.152.181	0,0%	397.668.140	21%	226.228.255	37%
- MODERN MARKET	413.963.979	1.603.269.750	2.017.233.729	20,5%	1.391.838.490	145%	1.079.725.763	187%
TTL	413.963.979	2.507.602.224	2.921.566.203	14,2%	3.976.681.399	73%	3.080.817.510	95%
BEKASI		1.807.348.895	1.807.348.895	0,0%	2.995.396.000	60%	2.650.304.000	68%
BOGOR	83.205.342	1.348.831.082	1.412.036.404	4,5%	2.510.152.000	56%	2.219.735.000	64%
BANDUNG	(815.019)	2.049.064.179	2.048.249.160	0,0%	2.313.832.018	89%	2.059.080.633	99%
- MODERN MARKET		646.322.127	646.322.127	0,0%	834.625.092	77%	890.027.387	73%
TTL	(815.019)	2.695.386.306	2.694.571.287	0,0%	3.148.257.108	88%	2.949.108.000	91%
TANGERANG	71.189.163	706.527.224	777.716.387	9,2%	1.448.733.000	54%	1.448.733.000	54%
- MODERN MARKET	410.291.592	1.216.833.784	1.627.125.376	25,2%	1.843.842.000	88%	1.843.842.000	88%
TTL	481.480.755	1.923.361.008	2.404.841.763	20,0%	3.292.575.000	73%	3.292.575.000	73%
CIREBON	(2.187.814)	2.183.217.995	2.181.030.381	-0,1%	2.827.481.000	77%	2.208.411.000	89%
Region II TOTAL	955.647.443	12.485.747.290	13.421.394.733	7,1%	18.750.522.507	71,6%	16.400.950.510	81,8%
SEMARANG	136.222.125	2.178.890.566	2.313.112.691	5,9%	2.987.134.800	77%	2.336.570.600	99%
- SOLO		542.386.217	542.386.217	0,0%	1.286.765.760	42%	1.006.522.720	54%
- PROYEK	23.300.849	88.145.274	109.446.123	21,3%	321.691.440	34%	251.630.680	43%
TTL	159.522.974	2.805.422.057	2.964.945.031	5,4%	4.595.592.000	65%	3.594.724.000	82%
JOGYA	118.660.499	1.205.312.213	1.321.972.712	8,8%	1.928.761.258	69%	1.513.143.650	97%
- PROYEK		121.249.051	121.249.051	0,0%	350.641.742	35%	267.025.350	46%
TTL	118.660.499	1.326.561.264	1.443.221.763	8,1%	2.279.403.000	63%	1.780.169.000	88%
PURWOKERTO		1.203.454.318	1.203.454.318	0,0%	1.745.369.000	69%	1.384.377.000	88%
SURABAYA	310.602.457	2.327.434.797	2.638.037.254	11,8%	2.832.410.000	93%	2.773.346.200	96%
- MODERN MARKET	57.998.987	466.998.988	524.995.973	11,0%	622.749.000	84%	520.010.400	101%
- PROYEK	20.022.938	303.688.828	323.711.764	6,2%	508.477.000	64%	424.728.400	76%
TTL	388.624.380	3.098.120.611	3.486.744.991	11,1%	3.963.636.000	88%	3.718.083.000	94%
STP KEDIRI	161.744.258	883.343.121	1.045.087.379	15,5%	1.751.658.000	60%	1.551.449.000	67%
MALANG	106.183.777	1.089.980.765	1.196.164.542	8,9%	2.049.958.000	58%	1.816.268.000	66%
- MODERN MARKET		231.120.345	231.120.345	0,0%	320.117.000	72%	284.107.000	81%
TTL	106.183.777	1.321.101.110	1.427.284.887	7,4%	2.370.075.000	60%	2.100.375.000	68%
Region III TOTAL	932.735.888	10.638.002.481	11.570.738.369	8,1%	16.705.734.000	69,3%	14.109.177.000	82,0%
BALI	11.157.718	1.018.329.547	1.027.484.265	1,1%	2.265.501.000	45%	1.889.400.000	54%
- LOMBOK		628.977.887	628.977.887	0,0%		#DIV/0!		#DIV/0!
- MODERN MARKET		183.914.869	183.914.869	0,0%		#DIV/0!		#DIV/0!
TTL	11.157.718	1.809.219.283	1.820.377.001	0,6%	2.265.501.000	80%	1.889.400.000	89%
SAMARINDA	252.918.843	706.693.935	959.610.578	26,4%	1.376.703.750	70%	1.376.703.750	70%
- BALIKPAPAN	128.004.473	202.801.686	330.806.130	38,7%	458.901.250	72%	458.901.250	72%
TTL	380.921.116	909.495.601	1.290.416.717	29,5%	1.835.605.000	70%	1.835.605.000	70%
BANJARMASIN	852.501.100	468.667.999	1.121.169.099	58,2%	1.327.095.000	84%	1.382.289.000	81%
- PONTIANAK	10.552.029	505.348.290	515.898.319	2,0%	785.198.000	66%	693.945.000	74%
TTL	683.053.129	974.014.289	1.637.067.418	40,5%	2.112.293.000	78%	2.076.234.000	79%
MAKASSAR	480.387.898	3.095.257.880	3.575.645.358	13,4%	4.059.417.000	88%	4.059.417.000	88%
- KENDARI+MANADO	53.766.420	555.813.088	609.579.508	8,8%		#DIV/0!		#DIV/0!
TTL	534.154.118	3.651.070.748	4.185.224.866	12,8%	4.059.417.000	103%	4.059.417.000	103%
Region IV TOTAL	1.589.286.081	7.343.799.919	8.933.088.000	17,8%	10.272.818.000	87,0%	9.860.656.000	90,6%
PROYEK	235.911.459	1.014.295.251	1.250.206.710	18,9%	1.409.535.000	89%	1.407.591.000	89%
GRAND TOTAL	5.934.126.133	39.473.774.013	45.407.900.145	100,0%	57.941.648.507	78%	52.581.415.510	86%

OMZET ALL KOKOH TANGGAL 1 - 30 Juni 2009					REGULER	
BRANCH	not invoiced	sales invoiced	total	% not inv. to total		% ACHL
MEDAN	519.916.288	3.263.888.361	3.783.804.649	13,7%	3.932.228.000	96%
PEKANBARU	375.623.855	1.842.537.583	2.018.161.438	18,6%	2.299.039.000	88%
PALEMBANG	195.323.549	2.165.479.798	2.360.803.345	8,3%	2.945.584.199	80%
- JAMBI	418.440.124	469.562.803	885.942.927		1.000.000.000	89%
TTL	611.763.673	2.634.982.599	3.246.746.272	18,8%	3.945.584.199	82%
LAMPUNG	509.583.823	1.253.522.434	1.763.066.257	28,9%	2.201.167.000	80%
Region I TOTAL	2.018.867.639	8.794.930.977	10.811.798.616	18,7%	12.378.018.199	87,3%
JAKARTA PUSAT	-	384.801.133	384.801.133	0,0%	645.384.000	57%
JAKARTA TIMUR	-	69.671.937	69.671.937	0,0%	419.499.600	17%
JAKARTA SELATAN	-	243.456.039	243.456.039	0,0%	591.602.000	41%
JAKARTA BARAT	-	252.130.671	252.130.671	0,0%	580.845.600	43%
JAKARTA UTARA	-	98.015.825	98.015.825	0,0%	344.204.800	28%
- MODERN MARKET	349.602.820	1.741.287.157	2.090.889.978	16,7%	1.721.024.000	121%
TTL	349.602.820	2.767.362.762	3.116.965.581	11,2%	4.302.560.000	72%
BEKASI	-	1.929.347.392	1.929.347.392	0,0%	3.260.581.000	59%
BOGOR	223.070	1.732.537.484	1.732.760.554	0,0%	2.733.587.000	63%
BANDUNG	3.452.188	2.088.803.854	2.092.256.042	0,2%	2.572.938.512	81%
- MODERN MARKET	-	751.108.259	751.108.259	0,0%	854.702.488	88%
TTL	3.452.188	2.839.910.113	2.843.362.301	0,1%	3.427.641.000	83%
TANGERANG	148.388.688	830.312.627	978.701.715	15,2%	2.007.402.000	49%
- MODERN MARKET	205.764.343	1.674.859.355	1.880.623.698	10,9%	1.577.243.000	119%
TTL	354.153.231	2.505.172.182	2.859.325.413	12,4%	3.584.645.000	80%
CIREBON	84.107.504	1.856.412.795	1.940.520.298	4,3%	3.077.558.000	63%
Region II TOTAL	791.538.813	13.630.742.728	14.422.281.539	5,5%	20.386.572.000	70,7%
SEMARANG	81.854.828	2.106.303.132	2.188.157.960	2,9%	3.250.909.350	67%
- SOLO	52.047.577	604.819.269	656.866.828	7,9%	1.400.391.720	47%
- PROYEK	268.954	45.815.290	46.084.244	0,6%	350.097.930	13%
TTL	114.169.359	2.756.737.671	2.870.907.030	4,0%	5.001.399.000	57%
JOGYA	52.399.179	1.773.905.184	1.826.304.363	2,9%	2.218.705.000	89%
- PROYEK	-	30.592.040	30.592.040	0,0%	262.673.000	12%
TTL	52.399.179	1.804.497.224	1.856.896.403	2,8%	2.481.378.000	80%
PURWOKERTO	-	1.271.742.626	1.271.742.626	0,0%	1.899.499.000	67%
SURABAYA	337.988.780	3.273.435.857	3.611.404.636	9,4%	3.082.909.000	117%
- MODERN MARKET	20.762.901	708.797.122	729.560.023	2,8%	677.432.000	108%
- PROYEK	18.677.715	299.241.495	317.919.210	5,9%	553.153.000	57%
TTL	377.409.396	4.281.474.474	4.658.883.669	8,1%	4.313.494.000	108%
STP KEDIRI	463.540.383	1.449.760.680	1.913.301.043	24,2%	1.906.246.000	100%
MALANG	42.210.668	1.748.388.438	1.790.599.105	2,4%	2.230.817.000	80%
- MODERN MARKET	-	321.259.695	321.259.695	0,0%	348.216.000	92%
TTL	42.210.668	2.069.648.133	2.111.858.800	2,0%	2.579.033.000	82%
Region III TOTAL	1.049.728.965	13.633.860.808	14.683.589.771	7,1%	18.181.049.000	80,8%
BALI	448.028	1.187.684.135	1.188.130.163	0,0%	1.424.048.000	82%
- LOMBOK	-	498.050.920	498.050.920	0,0%	662.822.000	58%
- MODERN MARKET	(138.818)	133.247.342	133.110.524	-0,1%	178.336.000	75%
TTL	309.210	1.798.982.397	1.799.291.607	0,0%	2.485.206.000	73%
SAMARINDA	178.783.873	1.214.927.766	1.391.711.639	12,7%	1.497.905.000	93%
- BALIKPAPAN	208.391.041	408.319.036	616.710.078	33,8%	499.302.000	124%
TTL	385.174.914	1.623.246.802	2.008.421.717	19,2%	1.997.207.000	101%
BANJARMASIN	523.391.801	331.273.237	854.665.038	81,1%	1.444.209.000	59%
- PONTIANAK	88.778.081	456.024.600	544.802.681	35,3%	854.735.000	64%
TTL	610.167.882	787.297.837	1.397.465.699	43,7%	2.298.944.000	61%
MAKASSAR	483.988.924	3.162.395.391	3.626.382.314	12,8%	3.844.156.732	94%
- KENDARI+MANADO	98.971.052	725.626.681	824.597.733	12,0%	573.402.052	144%
TTL	562.957.976	3.888.022.072	4.450.980.047	12,6%	4.417.558.784	101%
Region IV TOTAL	1.558.609.962	8.097.549.108	9.656.159.070	16,1%	11.178.915.784	86,4%
PROYEK	251.049.191	1.144.118.609	1.395.168.000	18,0%	1.526.808.000	91%
GRAND TOTAL	5.667.794.570	45.301.202.430	50.968.998.996	100,0%	63.651.362.983	80%

OMZET ALL KOKOH TANGGAL 1-31 Juli 2009					REGULER	
BRANCH	not Invoiced	sales invoiced	total	not inv. to total		% ACH.
MEDAN	482.091.535	2.894.580.902	3.376.672.437	14,3%	4.274.489.000	78%
PEKANBARU	149.101.783	2.276.949.371	2.426.051.153	6,1%	2.250.224.000	108%
PALEMBANG	199.352.368	2.419.557.544	2.618.909.912	7,6%	2.650.948.000	103%
- JAMBI	434.879.104	713.896.761	1.148.775.865		1.024.564.000	112%
TTL	634.231.472	3.133.454.305	3.767.685.777	16,8%	3.573.512.000	105%
LAMPUNG	(183.884)	1.906.300.809	1.806.118.946	0,0%	2.128.848.000	90%
Region I TOTAL	1.265.240.928	10.211.285.387	11.476.526.313	11,0%	12.229.073.000	93,8%
JAKARTA PUSAT		310.364.436	310.364.436	0,0%	744.226.880	42%
JAKARTA TIMUR		59.618.977	59.618.977	0,0%	325.599.260	18%
JAKARTA SELATAN		377.935.468	377.935.468	0,0%	604.684.340	63%
JAKARTA BARAT		223.646.671	223.646.671	0,0%	651.198.520	34%
JAKARTA UTARA		59.063.590	59.063.590	0,0%	465.141.800	13%
- MODERN MARKET	188.686.554	1.753.610.678	1.942.297.233	9,7%	1.860.587.200	104%
TTL	188.686.554	2.784.239.840	2.972.926.395	6,3%	4.651.418.000	64%
BEKASI		2.342.309.030	2.342.309.030	0,0%	3.238.440.000	72%
BOGOR	(85.455)	1.716.894.220	1.716.808.766	0,0%	2.854.659.000	60%
BANJUNG	4.869.895	2.109.268.728	2.114.138.623	0,2%	2.769.592.000	76%
- MODERN MARKET	(1.109.537)	627.535.117	626.425.580	-0,2%	811.264.000	77%
TTL	3.760.358	2.738.803.845	2.740.564.203	0,1%	3.580.856.000	77%
TANGERANG	4.346.490	1.524.594.962	1.528.941.451	0,3%	2.243.924.000	68%
- MODERN MARKET	9.409.091	1.319.982.250	1.329.391.341	0,7%	1.487.918.000	94%
TTL	13.755.581	2.844.577.212	2.858.332.792	0,5%	3.851.842.000	78%
CIREBON	7.999.602	2.330.593.105	2.338.592.707	0,3%	2.996.845.000	78%
Region II TOTAL	214.116.840	14.755.417.252	14.869.533.893	1,4%	20.973.690.000	71,4%
SEMARANG	(32.707)	2.575.900.826	2.575.868.119	0,0%	3.214.150.550	80%
- SOLO		891.394.243	891.394.243	0,0%	1.384.557.160	64%
- PROYEK		104.438.739	104.438.739	0,0%	348.139.290	30%
TTL	(32.707)	3.571.733.808	3.571.701.101	0,0%	4.944.847.000	72%
JOGYA		1.857.916.182	1.857.916.182	0,0%	2.252.343.000	82%
- PROYEK		10.877.046	10.877.046	0,0%	255.138.000	4%
TTL		1.868.793.228	1.868.793.228	0,0%	2.507.521.000	90%
PURWOKERTO		1.162.471.118	1.162.471.118	0,0%	1.651.547.000	70%
SURABAYA	185.351.847	3.770.454.098	3.955.805.944	4,7%	3.400.938.000	118%
- MODERN MARKET	2.340.909	781.598.795	783.939.705	0,3%	613.759.000	120%
- PROYEK	10.556.040	425.457.181	436.013.221	2,4%	488.087.000	89%
TTL	198.248.796	4.977.510.074	5.178.758.870	3,8%	4.511.784.000	115%
STP KEDIRI	88.549.655	2.108.053.146	2.196.602.802	4,0%	1.912.454.000	115%
MALANG		2.084.778.937	2.084.778.937	0,0%	2.149.406.000	97%
- MODERN MARKET		387.330.181	387.330.181	0,0%	304.602.000	127%
TTL		2.472.109.118	2.472.109.118	0,0%	2.454.008.000	101%
Region III TOTAL	286.785.744	16.180.870.492	16.447.438.237	1,7%	17.982.191.000	91,5%
BALI	359.815	994.130.776	994.490.591	0,0%	1.305.825.900	76%
- LOMBOK		319.484.871	319.484.871	0,0%	799.184.100	40%
- MODERN MARKET	(45.454)	308.249.864	308.204.410	0,0%	178.338.000	173%
TTL	314.361	1.621.865.511	1.622.179.872	0,0%	2.283.326.000	71%
SAMARINDA	238.698.492	941.073.712	1.179.772.205	20,2%	1.242.061.000	95%
- BALIKPAPAN	83.650.544	347.605.275	431.455.819	19,4%	414.020.000	104%
TTL	322.549.036	1.288.678.987	1.611.228.024	20,0%	1.656.081.000	97%
BANJARMASIN	237.906.922	777.176.778	1.015.083.700	23,4%	1.197.832.000	85%
- PONTIANAK	192.544.417	557.693.019	750.237.436	25,7%	829.311.000	90%
TTL	430.451.339	1.334.869.797	1.765.321.134	24,4%	2.027.143.000	87%
MAKASSAR	654.325.133	3.721.336.402	4.375.661.535	15,0%	4.088.601.000	107%
- KENDARI+MAKADO	137.111.102	182.785.246	319.896.348	42,9%	515.592.000	62%
TTL	791.438.235	3.904.121.648	4.695.557.883	16,9%	4.602.193.000	102%
Region IV TOTAL	1.544.750.871	8.149.535.943	9.694.286.915	15,9%	10.568.743.000	91,7%
PROYEK	225.076.951	706.176.400	931.253.351	24,2%	1.603.398.000	58%
GRAND TOTAL	3.535.951.232	49.883.085.474	53.519.038.709	100,0%	63.357.295.000	84%



PT. KOKOH INTI AREBAMA

Jln. Ring Road Selatan, Brajan, Tamantirto, Kasihan – Bantul, Yogyakarta
55183 Telp : (0274) 450400, 419284 Fax : (0274) 419283

: 010/SPV/PRYK/IV/09

tanggal : 27 April 2009

jenis : Surat Keterangan

halaman ini PT. Kokoh Inti Arebama Tbk

menyatakan bahwa:

Nama : Yosafat Denny.H

Nomor : 07.90.0008

Tempat : Pasca Sarjana Manajemen, Universitas Katolik Soegijapranata, Semarang

yang pada bulan Maret 2009 telah melakukan penelitian / survey di PT. Kokoh Inti Arebama Tbk.

untuk keperluan pembuatan Tugas Akhir dengan judul : **Pengaruh Kualitas Produk PT. KIA Keramik Yogyakarta Terhadap Kepuasan Konsumen dan Implikasinya Bagi Strategi Bisnis Perusahaan**

yang merupakan salah satu syarat dalam menyelesaikan program Pasca Sarjana Magister Manajemen Universitas Katolik Soegijapranata Semarang.

Surat ini diberikan untuk dipergunakan sebagaimana mestinya, dan membebaskan PT. Kokoh Inti Arebama Tbk. dan atau karyawannya dari segala tuntutan berupa apapun dan dari pihak manapun juga.

PT. KOKOH INTI AREBAMA Tbk.

PT. KOKOH INTI AREBAMA
Bantul Yogyakarta

Wiyono
Sales Manager