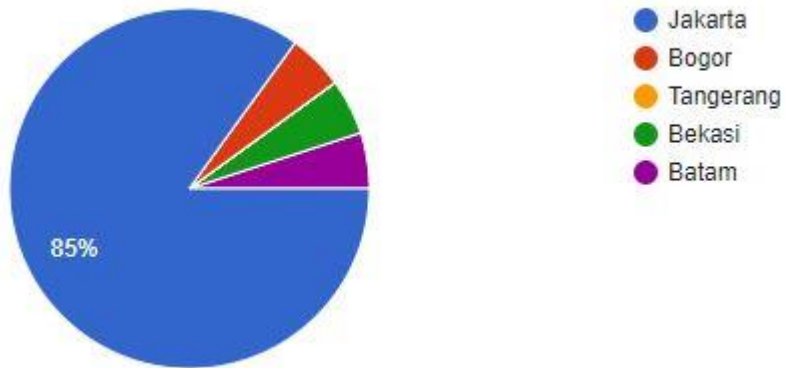


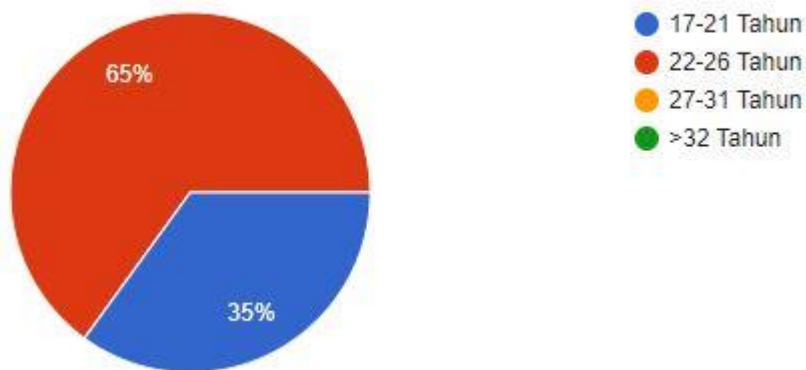
## LAMPIRAN

### a. Hasil kuesioner Competitive Profile Matrix

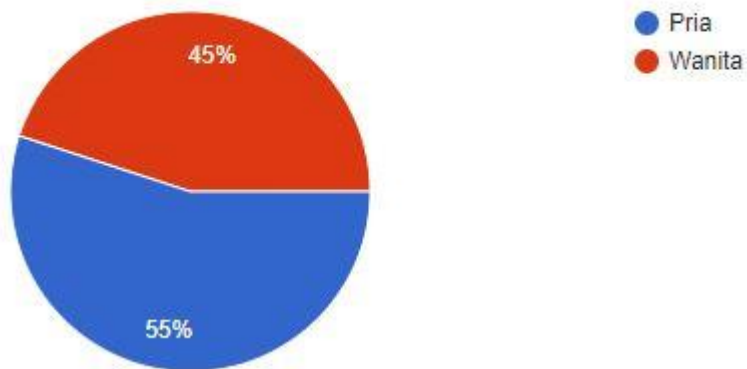
Domisili



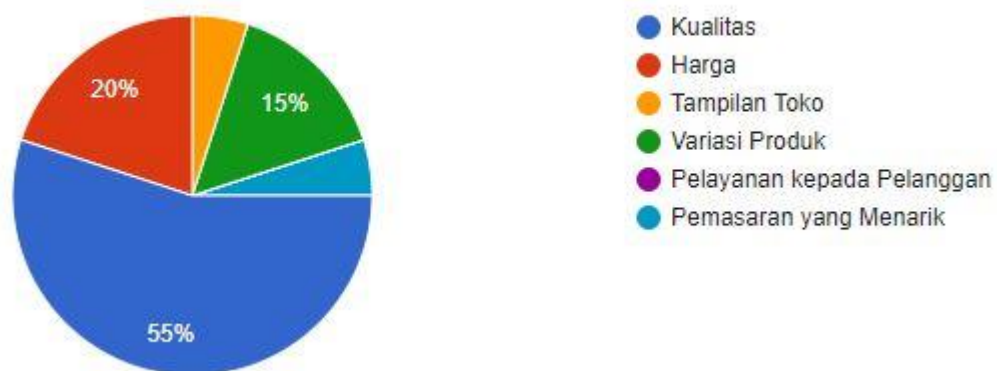
Umur



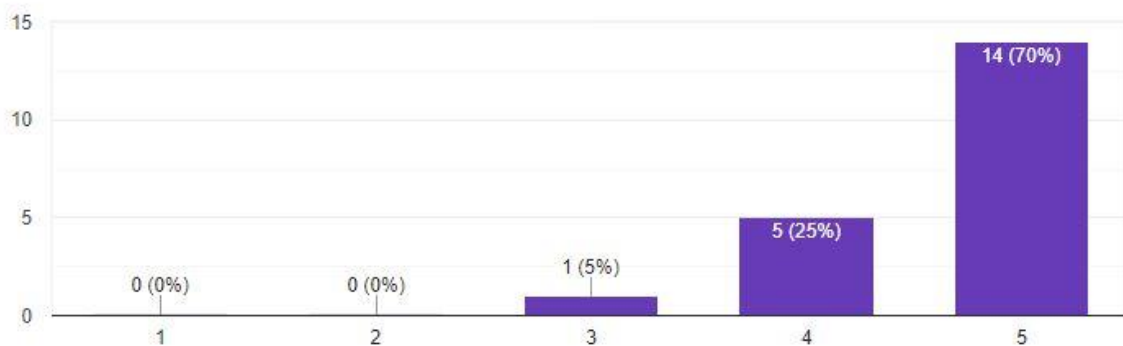
Jenis Kelamin



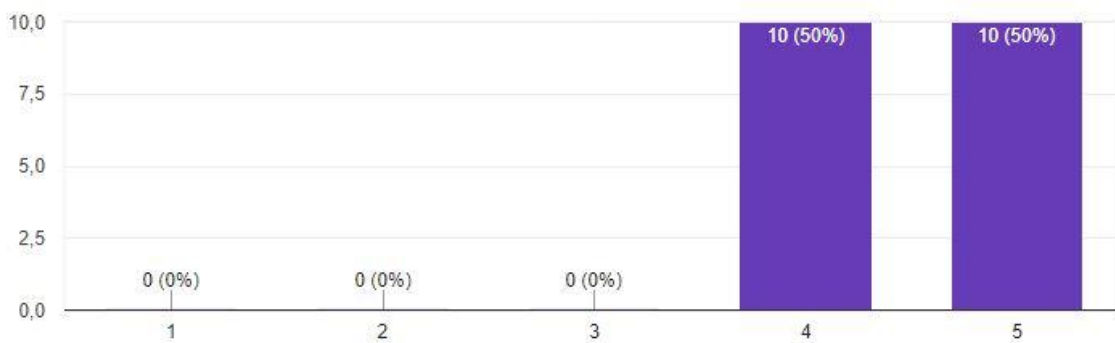
Faktor yang paling berpengaruh dalam keputusan pembelian pakaian



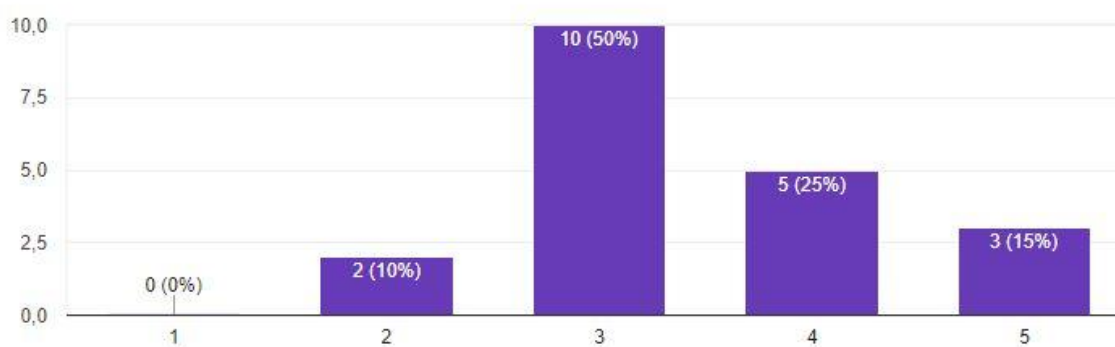
Faktor "Kualitas" dalam keputusan pembelian



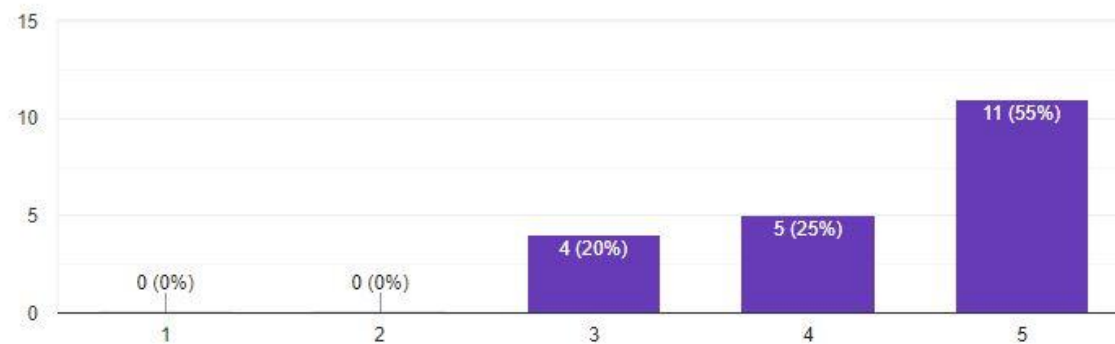
Faktor "Harga" dalam keputusan pembelian



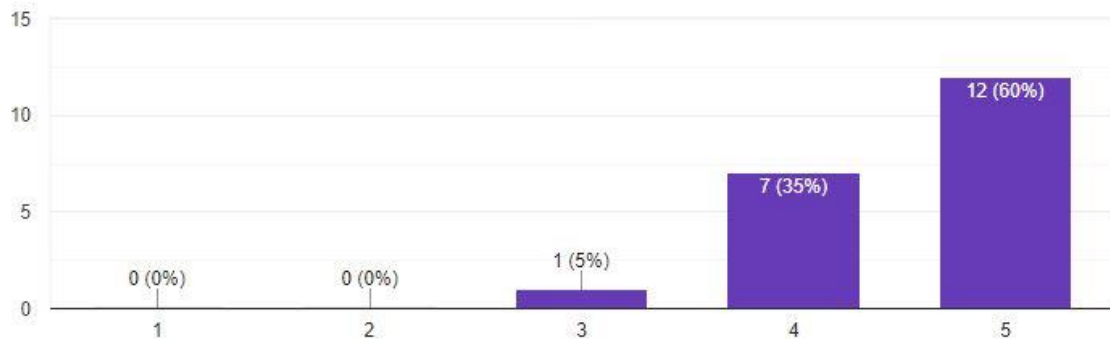
Faktor "Tampilan Toko" dalam keputusan pembelian



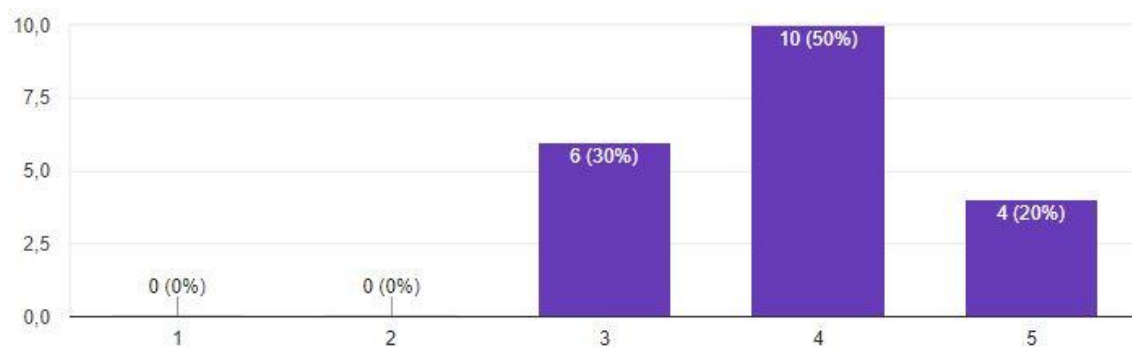
Faktor "Variasi Produk" dalam keputusan pembelian



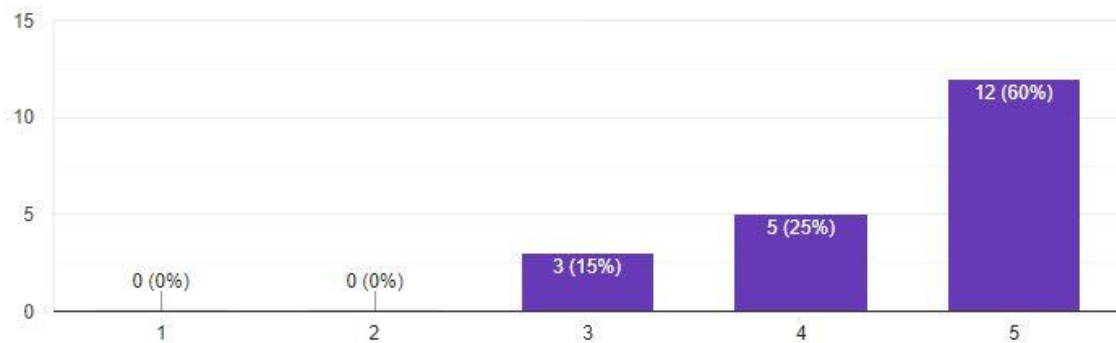
### Faktor "Promo" dalam keputusan pembelian



### Faktor "Pelayanan yang Baik" dalam keputusan pembelian



### Faktor "Pemasaran Melalui Media Sosial" dalam performa penjualan



## b. Harga Produk Pesaing

The screenshot shows the profile of a store named "Bathix" with a 4.7 star rating and 48 reviews. The store is located in Kab. Purwakarta and has a response time of approximately 44 minutes. The product page displays a grid of men's shirts, all priced at Rp 119,000, which is a 48% discount from the original price of Rp 230,000. Each product listing includes a rating and the number of items sold (e.g., 5.0 stars, 4 items sold). A "Voucher" section offers a 10% cashback for purchases over 150,000. A "Galeri" section shows more product images. A "Chat" button is visible in the bottom right corner.

**Bathix** 4.7 ★★★★★  
Dibalas ± 44 menit | Kab. Purwakarta

Nilai Kualitas Produk  
**4.7** ★★★★★

Follow Chat Penjual Info Toko

Beranda **Produk** Ulasan

Official Store ▶ Brand ▶ Bathix ▶ Produk

Voucher 10% Cashback min. Pembelian 150rb

Urutkan Terbaru

Semua Produk

Bathix - Kemeja Basic Pria Polos ...  
Rp 119.000 (48% off Rp 230.000)  
★ 5.0 | Terjual 4

Bathix - Kemeja Basic Pria Polos ...  
Rp 119.000 (48% off Rp 230.000)  
★ 4.8 | Terjual 13

Bathix - Kemeja Basic Pria Polos ...  
Rp 119.000 (48% off Rp 230.000)  
★ 5.0 | Terjual 6

Bathix - Kemeja Basic Pria Polos ...  
Rp 119.000 (48% off Rp 230.000)  
★ 5.0 | Terjual 3

Chat

## c. Tampilan Toko di PGC



#### d. Suku Bunga Simpanan Berjangka Rupiah Bank

##### I.28 SUKU BUNGA SIMPANAN BERJANGKA RUPIAH MENURUT KELOMPOK BANK DAN JANGKA WAKTU (Persen Per Tahun)

KELOMPOK BANK DAN JANGKA WAKTU	2015	2016	2017	2018	2019	2020				
							Dec	Jan	Feb	Mar
1 <b>Bank Persero</b>										
2 1 Bulan	7.14	6.15	5.58	6.84	6.05	3.80	3.67	3.54	3.38	
3 3 Bulan	7.25	6.35	5.85	6.48	6.20	3.77	3.75	3.63	3.52	
4 6 Bulan	7.56	6.61	6.20	6.36	6.45	4.52	4.22	4.12	3.82	
5 12 Bulan	7.87	6.83	5.98	5.70	6.73	5.28	5.07	4.78	4.17	
6 24 Bulan	9.09	7.33	6.73	7.39	7.46	6.55	6.27	6.16	6.12	
7 <b>Bank Pemerintah Daerah</b>										
8 1 Bulan	7.81	7.27	6.53	7.20	6.78	5.25	4.96	4.69	4.48	
9 3 Bulan	8.26	7.45	7.07	7.58	7.13	5.83	5.89	5.64	4.74	
10 6 Bulan	8.42	7.82	7.26	7.84	7.47	5.24	5.13	4.97	4.81	
11 12 Bulan	9.21	8.38	7.85	7.63	7.58	6.60	6.40	6.30	5.96	
12 24 Bulan	7.68	7.85	6.60	6.78	6.81	6.20	6.13	5.87	5.69	
13 <b>Bank Swasta Nasional</b>										
14 1 Bulan	7.89	6.69	5.86	6.93	5.97	4.38	4.19	3.99	3.85	
15 3 Bulan	8.35	6.85	6.19	7.11	6.29	4.97	4.75	4.60	4.37	
16 6 Bulan	8.84	7.25	6.73	7.10	6.84	5.36	5.20	5.02	4.84	
17 12 Bulan	8.36	7.17	6.64	6.29	6.58	5.36	5.17	5.11	5.02	
18 24 Bulan	9.09	7.62	6.59	6.66	6.46	5.63	5.39	5.19	4.98	
19 <b>Bank Asing dan Bank Campuran</b>										
20 1 Bulan	7.36	5.51	5.30	7.06	5.67	3.73	3.57	3.42	3.24	
21 3 Bulan	8.11	6.47	5.92	7.28	6.32	4.27	4.04	3.85	3.70	
22 6 Bulan	8.71	6.80	6.33	7.08	6.68	4.64	4.47	4.25	4.06	
23 12 Bulan	8.86	7.20	6.44	6.67	7.10	5.01	4.95	4.94	4.63	
24 24 Bulan	9.62	8.39	5.91	7.37	7.19	7.93	7.93	7.65	5.19	
25 <b>Bank Umum</b>										
26 1 Bulan	7.60	6.46	5.81	6.92	6.05	4.25	4.07	3.88	3.72	
27 3 Bulan	7.99	6.69	6.10	6.84	6.30	4.38	4.33	4.16	3.96	
28 6 Bulan	8.54	7.11	6.60	7.06	6.81	5.11	4.92	4.75	4.50	
29 12 Bulan	8.47	7.31	6.79	6.51	6.83	5.69	5.51	5.39	5.08	
30 24 Bulan	9.07	7.38	6.67	7.21	7.30	6.41	6.18	6.04	5.96	

-Sejak periode data Agustus 2017, terdapat perubahan cakupan Bank Swasta Nasional dan Pemerintah akibat adanya perubahan status pada salah satu bank