

## **SURAT PERMOHONAN MENJADI RESPONDEN**

Kepada Yth

Calon Responden

Di tempat

Dengan hormat, yang bertanda tangan dibawah ini :

Nama : TITIS TRIAWAN

NIM : 30401411464

Prodi : Ekonomi / Manajemen

Universitas : Universitas Islam Sultan Agung (UNISSULA)

Bermaksud ingin melakukan penelitian dengan judul “PENINGKATAN KINERJA PEMASARAN MELALUI KEUNGGULAN BERSAING YANG BERBASIS PADA ORIENTASI PASAR DAN ORIENTASI KEWIRAUSAHAAN dengan studi kasus pada UMKM olahan ceriping dan kerupuk di kota semarang”.

Penelitian ini tidak akan merugikan bagi calon responden. Semua informasi dari hasil penelitian akan dijaga kerahasiaannya dan hanya dipergunakan untuk kepentingan penelitian.

Atas perhatian dan kesediaannya menjadi responden saya ucapkan terima kasih.

Hormat saya,

Titis Triawan

## LEMBAR KUESIONER

### IDENTITAS RESPONDEN

Nama :

Jenis Kelamin : A. Laki-laki                      B. Perempuan

Jenis Usaha : A. Ceriping                      B. Kerupuk                      C. Ceriping dan Kerupuk

### PETUNJUK PENGISIAN

Berilah tanda centang dari pernyataan pernyataan yang ada dibawah ini dengan keterangan sebagai berikut :

STS : Sangat tidak setuju

TS : Tidak setuju

N : Netral

S : Setuju

SS : Sangat setuju

### KINERJA PEMASARAN

NO	PERNYATAAN	STS	TS	N	S	SS
<b>1</b>	<b>Nilai Penjualan</b>					
	Saya selalu mendapatkan laba atau untung dari usaha ini					
<b>2</b>	<b>Pertumbuhan Pasar</b>					
	Setiap tahun jumlah penjualan saya selalu meningkat					
<b>3</b>	<b>Porsi pasar</b>					
	Produk saya menguasai pasar di dalam persaingan dengan pesaing.					

## KEUNGGULAN BERSAING

NO	PERNYATAAN	STS	TS	N	S	SS
<b>1</b>	<b>Bernilai</b>					
	Produk saya Harganya lebih murah, Higenis, berkualitas dan sangat terjamin ke halalannya.					
<b>2</b>	<b>Berbeda dengan yang lain</b>					
	Produk saya memiliki ciri khas khusus yang sulit ditiru pesaing					
<b>3</b>	<b>Tidak mudah digantikan</b>					
	Produk saya tidak memiliki produk substitusi atau pengganti					

## ORIENTASI PASAR

NO	PERNYATAAN	STS	TS	N	S	SS
<b>1</b>	<b>Orientasi Pelanggan</b>					
	Saya memahami dan menanggapi keluhan dan keinginan pelanggan					
<b>2</b>	<b>Orientasi Pesaing</b>					
	Saya berusaha merespon setiap perkembangan pesaing untuk dijadikan acuan dalam perbaikan produk					
<b>3</b>	<b>Koordinasi interfunksional</b>					
	Dalam memberikan pelayanan yang baik, saya selalu berkoordinasi dengan berbagai pihak.					

## ORIENTASI KEWIRAUSAHAAN

NO	PERNYATAAN	STS	TS	N	S	SS
<b>1</b>	<b>Inovatif</b>					
	Saya terus berusaha menemukan ide-ide baru (inovasi) untuk mengembangkan usaha saya					
<b>2</b>	<b>Berani mengambil resiko</b>					
	Saya berani mengambil resiko untuk mengembangkan usaha					
<b>3</b>	<b>Proaktif</b>					
	Saya selalu proaktif untuk meningkatkan kinerja penjualan					
<b>4</b>	<b>Agresifitas bersaing</b>					
	Saya terus menerus memasarkan produk saya agar lebih dikenal konsumen					

RESPONDEN	x1.1	x1.2	x1.3	X1	x2.1	x2.2	x2.3	x2.4	X2	y1.1	y1.2	y1.3	Y1	y2.1	y2.2	y2.3	Y2
RESPONDEN 1	5	5	5	15	5	5	5	5	20	5	5	5	15	5	4	5	14
RESPONDEN 2	5	5	5	15	5	5	5	5	20	5	5	5	15	5	5	5	15
RESPONDEN 3	4	4	4	12	4	4	4	4	16	4	4	4	12	4	4	4	12
RESPONDEN 4	5	5	5	15	5	5	4	5	19	5	5	4	14	5	5	4	14
RESPONDEN 5	5	4	5	14	4	5	5	5	19	5	5	5	15	5	5	4	14
RESPONDEN 6	5	5	5	15	5	5	5	5	20	5	5	4	14	5	5	5	15
RESPONDEN 7	4	4	3	11	5	5	5	4	19	5	5	5	15	4	4	4	12
RESPONDEN 8	4	3	3	10	4	5	5	4	18	3	4	4	11	2	4	4	10
RESPONDEN 9	4	4	2	10	4	4	4	4	16	4	4	4	12	4	4	4	12
RESPONDEN 10	4	4	3	11	4	5	4	4	17	4	4	4	12	4	4	4	12
RESPONDEN 11	4	4	3	11	5	5	5	5	20	4	4	4	12	4	4	4	12
RESPONDEN 12	4	4	2	10	4	4	4	4	16	4	4	4	12	2	2	2	6
RESPONDEN 13	4	3	2	9	4	4	4	5	17	4	4	4	12	2	2	3	7
RESPONDEN 14	5	5	1	11	5	5	5	5	20	5	3	5	13	3	5	5	13
RESPONDEN 15	4	5	5	14	5	5	5	5	20	4	4	4	12	4	4	4	12
RESPONDEN 16	4	5	4	13	4	5	4	4	17	5	5	4	14	5	5	5	15
RESPONDEN 17	5	4	3	12	2	3	5	4	14	3	3	4	10	3	4	5	12
RESPONDEN 18	5	4	1	10	5	5	5	5	20	4	5	5	14	4	4	4	12
RESPONDEN 19	5	5	1	11	5	5	5	5	20	5	5	5	15	5	5	5	15
RESPONDEN 20	4	4	2	10	5	5	4	4	18	4	4	4	12	4	4	4	12
RESPONDEN 21	4	4	3	11	4	4	3	4	15	4	4	4	12	2	2	2	6
RESPONDEN 22	4	4	2	10	4	4	4	4	16	4	4	4	12	4	4	4	12
RESPONDEN 23	4	4	2	10	4	4	4	4	16	4	4	4	12	4	4	4	12
RESPONDEN 24	4	4	2	10	4	4	4	4	16	4	4	4	12	4	4	4	12

RESPONDEN 25	4	4	4	12	5	4	4	5	18	4	4	4	12	4	4	4	12
RESPONDEN 26	4	4	5	13	4	4	4	4	16	4	5	4	13	5	4	5	14
RESPONDEN 27	5	4	4	13	5	4	4	5	18	4	5	5	14	4	5	5	14
RESPONDEN 28	4	4	4	12	4	5	5	4	18	4	5	4	13	4	4	4	12
RESPONDEN 29	4	4	4	12	4	4	5	4	17	5	4	4	13	4	4	4	12
RESPONDEN 30	5	4	4	13	4	4	5	4	17	5	4	4	13	4	4	4	12
RESPONDEN 31	4	5	4	13	4	4	5	4	17	4	4	4	12	4	4	4	12
RESPONDEN 32	4	4	4	12	4	4	4	4	16	4	4	4	12	5	4	4	13
RESPONDEN 33	4	4	4	12	4	4	5	4	17	5	4	4	13	4	4	5	13
RESPONDEN 34	4	4	4	12	4	5	4	4	17	4	4	5	13	4	5	4	13
RESPONDEN 35	4	4	4	12	4	4	4	5	17	4	4	4	12	4	4	4	12
RESPONDEN 36	4	5	4	13	4	4	4	5	17	4	4	5	13	4	4	4	12
RESPONDEN 37	4	4	4	12	4	4	4	4	16	4	4	4	12	4	4	5	13
RESPONDEN 38	5	4	5	14	5	5	5	5	20	5	5	4	14	5	5	5	15
RESPONDEN 39	4	5	3	12	4	4	5	4	17	5	5	4	14	4	4	5	13
RESPONDEN 40	4	4	4	12	5	4	4	4	17	4	4	4	12	4	4	4	12
RESPONDEN 41	5	5	4	14	4	4	4	4	16	4	4	4	12	4	4	4	12
RESPONDEN 42	5	5	4	14	4	4	4	5	17	4	4	5	13	4	4	4	12
RESPONDEN 43	4	4	4	12	4	4	4	5	17	4	4	4	12	4	4	4	12
RESPONDEN 44	4	4	3	11	4	4	4	4	16	4	4	4	12	4	4	4	12
RESPONDEN 45	5	5	5	15	4	4	4	5	17	4	4	4	12	5	4	4	13
RESPONDEN 46	5	5	4	14	5	5	5	5	20	5	5	5	15	4	5	5	14
RESPONDEN 47	5	5	5	15	5	5	5	5	20	5	5	5	15	5	5	5	15
RESPONDEN 48	5	5	5	15	5	5	5	5	20	5	5	5	15	5	5	5	15
RESPONDEN 49	5	5	5	15	5	5	5	5	20	4	5	5	14	5	5	5	15

RESPONDEN 50	5	5	5	15	5	5	5	5	20	5	5	5	15	5	5	4	14
RESPONDEN 51	5	5	5	15	5	5	5	5	20	4	5	5	14	5	5	5	15
RESPONDEN 52	5	5	5	15	5	5	5	5	20	5	5	4	14	4	5	5	14
RESPONDEN 53	5	5	4	14	5	5	5	5	20	5	5	5	15	5	5	4	14
RESPONDEN 54	5	5	5	15	5	5	5	4	19	5	5	5	15	5	5	5	15
RESPONDEN 55	5	5	5	15	5	5	5	4	19	5	5	5	15	5	5	4	14
RESPONDEN 56	5	5	5	15	5	5	5	4	19	5	5	5	15	4	4	4	12

## Orientasi pasar

### Statistics

		x1.1	x1.2	x1.3
N	Valid	56	56	56
	Missing	0	0	0

## Frequency Table

### x1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4,00	30	53,6	53,6	53,6
	5,00	26	46,4	46,4	100,0
	Total	56	100,0	100,0	

### x1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	2	3,6	3,6	3,6
	4,00	29	51,8	51,8	55,4
	5,00	25	44,6	44,6	100,0
	Total	56	100,0	100,0	

### x1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	3	5,4	5,4	5,4
	2,00	7	12,5	12,5	17,9
	3,00	8	14,3	14,3	32,1
	4,00	20	35,7	35,7	67,9
	5,00	18	32,1	32,1	100,0
	Total	56	100,0	100,0	

## Orientasi pasar

### Statistics

		x2.1	x2.2	x2.3	x2.4
N	Valid	56	56	56	56
	Missing	0	0	0	0



## Frequency Table

**x2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	1,8	1,8	1,8
	4,00	29	51,8	51,8	53,6
	5,00	26	46,4	46,4	100,0
	Total	56	100,0	100,0	

**x2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	1	1,8	1,8	1,8
	4,00	26	46,4	46,4	48,2
	5,00	29	51,8	51,8	100,0
	Total	56	100,0	100,0	

**x2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	1	1,8	1,8	1,8
	4,00	25	44,6	44,6	46,4
	5,00	30	53,6	53,6	100,0
	Total	56	100,0	100,0	

**x2.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4,00	29	51,8	51,8	51,8
	5,00	27	48,2	48,2	100,0
	Total	56	100,0	100,0	

## Keunggulan bersaing

**Statistics**

		y1.1	y1.2	y1.3
N	Valid	56	56	56
	Missing	0	0	0

## Frequency Table

**y1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	2	3,6	3,6	3,6
	4,00	31	55,4	55,4	58,9
	5,00	23	41,1	41,1	100,0
	Total	56	100,0	100,0	

**y1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	2	3,6	3,6	3,6
	4,00	29	51,8	51,8	55,4
	5,00	25	44,6	44,6	100,0
	Total	56	100,0	100,0	

**y1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4,00	35	62,5	62,5	62,5
	5,00	21	37,5	37,5	100,0
	Total	56	100,0	100,0	

## Kinerja Pemasaran

**Statistics**

		y2.1	y2.2	y2.3
N	Valid	56	56	56
	Missing	0	0	0

## Frequency Table

**y2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	4	7,1	7,1	7,1
	3,00	2	3,6	3,6	10,7
	4,00	31	55,4	55,4	66,1
	5,00	19	33,9	33,9	100,0
	Total	56	100,0	100,0	

**y2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	2,00	3	5,4	5,4	5,4
	4,00	33	58,9	58,9	64,3
	5,00	20	35,7	35,7	100,0
Total		56	100,0	100,0	

### y2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	3,6	3,6
	3,00	1	1,8	5,4
	4,00	33	58,9	64,3
	5,00	20	35,7	100,0
Total		56	100,0	

### correlations

#### Correlations

		x1.1	x1.2	x1.3	orientasi pasar
x1.1	Pearson Correlation	1	,596**	,365**	,695**
	Sig. (2-tailed)		,000	,006	,000
	N	56	56	56	56
x1.2	Pearson Correlation	,596**	1	,442**	,759**
	Sig. (2-tailed)	,000		,001	,000
	N	56	56	56	56
x1.3	Pearson Correlation	,365**	,442**	1	,886**
	Sig. (2-tailed)	,006	,001		,000
	N	56	56	56	56
orientasi pasar	Pearson Correlation	,695**	,759**	,886**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	56	56	56	56

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

### correlations

#### Correlations

		x2.1	x2.2	x2.3	x2.4	orientasi kewirausahaan
x2.1	Pearson Correlation	1	,732**	,370**	,508**	,856**
	Sig. (2-tailed)		,000	,005	,000	,000
	N	56	56	56	56	56
x2.2	Pearson Correlation	,732**	1	,532**	,368**	,856**
	Sig. (2-tailed)	,000		,000	,005	,000
	N	56	56	56	56	56

x2.3	Pearson Correlation	,370**	,532**	1	,269*	,699**
	Sig. (2-tailed)	,005	,000		,045	,000
	N	56	56	56	56	56
x2.4	Pearson Correlation	,508**	,368**	,269*	1	,680**
	Sig. (2-tailed)	,000	,005	,045		,000
	N	56	56	56	56	56
orientasi kewirausahaan	Pearson Correlation	,856**	,856**	,699**	,680**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	56	56	56	56	56

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

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

## correlations

Correlations

		y1.1	y1.2	y1.3	keunggulan bersaing
y1.1	Pearson Correlation	1	,598**	,409**	,831**
	Sig. (2-tailed)		,000	,002	,000
	N	56	56	56	56
y1.2	Pearson Correlation	,598**	1	,486**	,862**
	Sig. (2-tailed)	,000		,000	,000
	N	56	56	56	56
y1.3	Pearson Correlation	,409**	,486**	1	,752**
	Sig. (2-tailed)	,002	,000		,000
	N	56	56	56	56
keunggulan bersaing	Pearson Correlation	,831**	,862**	,752**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	56	56	56	56

**Correlations**

		y1.1	y1.2	y1.3	keunggulan bersaing
y1.1	Pearson Correlation	1	,598**	,409**	,831**
	Sig. (2-tailed)		,000	,002	,000
	N	56	56	56	56
y1.2	Pearson Correlation	,598**	1	,486**	,862**
	Sig. (2-tailed)	,000		,000	,000
	N	56	56	56	56
y1.3	Pearson Correlation	,409**	,486**	1	,752**
	Sig. (2-tailed)	,002	,000		,000
	N	56	56	56	56
keunggulan bersaing	Pearson Correlation	,831**	,862**	,752**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	56	56	56	56

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

**correlations**

**Correlations**

		y2.1	y2.2	y2.3	kinerja pemasaran
y2.1	Pearson Correlation	1	,746**	,590**	,885**
	Sig. (2-tailed)		,000	,000	,000
	N	56	56	56	56
y2.2	Pearson Correlation	,746**	1	,759**	,932**

	Sig. (2-tailed)	,000		,000	,000
	N	56	56	56	56
y2.3	Pearson Correlation	,590**	,759**	1	,863**
	Sig. (2-tailed)	,000	,000		,000
	N	56	56	56	56
kinerja pemasaran	Pearson Correlation	,885**	,932**	,863**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	56	56	56	56

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

## Reliability

### Case Processing Summary

		N	%
Cases	Valid	56	100,0
	Excluded <sup>a</sup>	0	,0
	Total	56	100,0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
,712	3

## Reliability

### Case Processing Summary

		N	%
Cases	Valid	56	100,0
	Excluded <sup>a</sup>	0	,0
	Total	56	100,0

### Case Processing Summary

		N	%
Cases	Valid	56	100,0
	Excluded <sup>a</sup>	0	,0
	Total	56	100,0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
,778	4

## Reliability

### Case Processing Summary

		N	%
Cases	Valid	56	100,0
	Excluded <sup>a</sup>	0	,0
	Total	56	100,0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
,750	3

## Reliability

### Case Processing Summary

		N	%
Cases	Valid	56	100,0
	Excluded <sup>a</sup>	0	,0
	Total	56	100,0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
,871	3

## NPar Tests

### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	Unstandardized Residual
N		56	56
Normal Parameters <sup>a,b</sup>	Mean	,0317658	-,1936075
	Std. Deviation	,81664046	1,51997086
Most Extreme Differences	Absolute	,119	,076
	Positive	,087	,075
	Negative	-,119	-,076
Kolmogorov-Smirnov Z		,889	,565
Asymp. Sig. (2-tailed)		,408	,907

a. Test distribution is Normal.

b. Calculated from data.

## Regression

### Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	orientasi kewirausahaan, orientasi pasar	.	Enter

a. All requested variables entered.

b. Dependent Variable: keunggulan bersaing

### Coefficients<sup>a</sup>

Model		Collinearity Statistics	
		Tolerance	VIF
1	orientasi pasar	,725	1,380
	orientasi kewirausahaan	,725	1,380

a. Dependent Variable: keunggulan bersaing

## Regression

### Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	keunggulan bersaing, orientasi pasar, orientasi kewirausahaan	.	Enter



**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	keunggulan bersaing, orientasi pasar, orientasi kewirausahaan	.	Enter

- a. All requested variables entered.  
b. Dependent Variable: kinerja pemasaran

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

Model		Collinearity Statistics	
		Tolerance	VIF
1	orientasi pasar	,608	1,644
	orientasi kewirausahaan	,436	2,292
	keunggulan bersaing	,372	2,691

- a. Dependent Variable: kinerja pemasaran

## Heteroskedastisitas model 1

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	orientasi kewirausahaan, orientasi pasar	.	Enter

- a. All requested variables entered.  
b. Dependent Variable: absres1

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,238 <sup>a</sup>	,057	,021	,48222

- a. Predictors: (Constant), orientasi kewirausahaan, orientasi pasar

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,743	2	,371	1,597	,212 <sup>a</sup>
	Residual	12,325	53	,233		
	Total	13,067	55			

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,743	2	,371	1,597	,212 <sup>a</sup>
	Residual	12,325	53	,233		
	Total	13,067	55			

a. Predictors: (Constant), orientasi kewirausahaan, orientasi pasar

b. Dependent Variable: absres1

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,452	,699		-,647	,521
	orientasi pasar	-,024	,042	-,092	-,586	,561
	orientasi kewirausahaan	,079	,045	,273	1,745	,087

a. Dependent Variable: absres1

**Heteroskedastisitas model 2**

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	keunggulan bersaing, orientasi pasar, orientasi kewirausahaan	.	Enter

a. All requested variables entered.

b. Dependent Variable: absres2

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,307 <sup>a</sup>	,094	,042	,78292

a. Predictors: (Constant), keunggulan bersaing, orientasi pasar, orientasi kewirausahaan

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3,312	3	1,104	1,801	,159 <sup>a</sup>

Residual	31,874	52	,613		
Total	35,186	55			

a. Predictors: (Constant), keunggulan bersaing, orientasi pasar, orientasi kewirausahaan

b. Dependent Variable: absres2

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,557	1,171		3,038	,004
	orientasi pasar	,076	,074	,175	1,032	,307
	orientasi kewirausahaan	-,147	,094	-,311	-1,559	,125
	keunggulan bersaing	-,045	,131	-,073	-,339	,736

a. Dependent Variable: absres2

## Regression

#### Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	keunggulan bersaing, orientasi pasar, orientasi kewirausahaan	.	Enter

a. All requested variables entered.

b. Dependent Variable: kinerja pemasaran

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,715 <sup>a</sup>	,512	,483	1,41182

a. Predictors: (Constant), keunggulan bersaing, orientasi pasar, orientasi kewirausahaan

#### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	108,566	3	36,189	18,156	,000 <sup>a</sup>
	Residual	103,648	52	1,993		
	Total	212,214	55			

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	108,566	3	36,189	18,156	,000 <sup>a</sup>
	Residual	103,648	52	1,993		
	Total	212,214	55			

a. Predictors: (Constant), keunggulan bersaing, orientasi pasar, orientasi kewirausahaan

b. Dependent Variable: kinerja pemasaran

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,981	2,111		-,465	,644
	orientasi pasar	,456	,133	,425	3,424	,001
	orientasi kewirausahaan	,179	,170	,155	3,055	,007
	keunggulan bersaing	,355	,237	,239	3,500	,040

a. Dependent Variable: kinerja pemasaran

**Regression**

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	orientasi kewirausahaan, orientasi pasar	.	Enter

a. All requested variables entered.

b. Dependent Variable: keunggulan bersaing

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,793 <sup>a</sup>	,628	,614	,81854

a. Predictors: (Constant), orientasi kewirausahaan, orientasi pasar

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60,043	2	30,021	44,807	,000 <sup>a</sup>
	Residual	35,511	53	,670		

Total	95,554	55		
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- a. Predictors: (Constant), orientasi kewirausahaan, orientasi pasar  
b. Dependent Variable: keunggulan bersaing

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,189	1,186		1,845	,071
	orientasi pasar	,225	,071	,313	3,184	,002
	orientasi kewirausahaan	,453	,077	,582	5,920	,000

- a. Dependent Variable: keunggulan bersaing

**T Tabel**

**Titik Persentase Distribusi t (dk = 1 – 70)**

<b>Pr</b>	<b>0.25</b>	<b>0.10</b>	<b>0.05</b>	<b>0.025</b>	<b>0.01</b>
<b>df</b>	<b>0.50</b>	<b>0.20</b>	<b>0.10</b>	<b>0.050</b>	<b>0.02</b>
<b>1</b>	1.00000	3.07768	6.31375	12.70620	31.82052
<b>2</b>	0.81650	1.88562	2.91999	4.30265	6.96456
<b>3</b>	0.76489	1.63774	2.35336	3.18245	4.54070
<b>4</b>	0.74070	1.53321	2.13185	2.77645	3.74695
<b>5</b>	0.72669	1.47588	2.01505	2.57058	3.36493
<b>6</b>	0.71756	1.43976	1.94318	2.44691	3.14267
<b>7</b>	0.71114	1.41492	1.89458	2.36462	2.99795
<b>8</b>	0.70639	1.39682	1.85955	2.30600	2.89646
<b>9</b>	0.70272	1.38303	1.83311	2.26216	2.82144
<b>10</b>	0.69981	1.37218	1.81246	2.22814	2.76377
<b>11</b>	0.69745	1.36343	1.79588	2.20099	2.71808
<b>12</b>	0.69548	1.35622	1.78229	2.17881	2.68100
<b>13</b>	0.69383	1.35017	1.77093	2.16037	2.65031
<b>14</b>	0.69242	1.34503	1.76131	2.14479	2.62449
<b>15</b>	0.69120	1.34061	1.75305	2.13145	2.60248
<b>16</b>	0.69013	1.33676	1.74588	2.11991	2.58349
<b>17</b>	0.68920	1.33338	1.73961	2.10982	2.56693
<b>18</b>	0.68836	1.33039	1.73406	2.10092	2.55238
<b>19</b>	0.68762	1.32773	1.72913	2.09302	2.53948
<b>20</b>	0.68695	1.32534	1.72472	2.08596	2.52798
<b>21</b>	0.68635	1.32319	1.72074	2.07961	2.51765
<b>22</b>	0.68581	1.32124	1.71714	2.07387	2.50832

<b>Pr</b>	<b>0.25</b>	<b>0.10</b>	<b>0.05</b>	<b>0.025</b>	<b>0.01</b>
<b>Df</b>	<b>0.50</b>	<b>0.20</b>	<b>0.10</b>	<b>0.050</b>	<b>0.02</b>
<b>41</b>	0.68052	1.30254	1.68288	2.01954	2.42080
<b>47</b>	0.67975	1.29982	1.67793	2.01174	2.40835
<b>48</b>	0.67964	1.29944	1.67722	2.01063	2.40658
<b>49</b>	0.67953	1.29907	1.67655	2.00958	2.40489
<b>50</b>	0.67943	1.29871	1.67591	2.00856	2.40327
<b>51</b>	0.67933	1.29837	1.67528	2.00758	2.40172
<b>52</b>	0.67924	1.29805	1.67469	2.00665	2.40022
<b>53</b>	0.67915	1.29773	1.67412	2.00575	2.39879
<b>54</b>	0.67906	1.29743	1.67356	2.00488	2.39741
<b>55</b>	0.67898	1.29713	1.67303	2.00404	2.39608
<b>56</b>	0.67890	1.29685	1.67252	2.00324	2.39480
<b>57</b>	0.67882	1.29658	1.67203	2.00247	2.39357
<b>58</b>	0.67874	1.29632	1.67155	2.00172	2.39238
<b>59</b>	0.67867	1.29607	1.67109	2.00100	2.39123
<b>60</b>	0.67860	1.29582	1.67065	2.00030	2.39012
<b>65</b>	0.67828	1.29471	1.66864	1.99714	2.38510
<b>66</b>	0.67823	1.29451	1.66827	1.99656	2.38419
<b>67</b>	0.67817	1.29432	1.66792	1.99601	2.38330
<b>68</b>	0.67811	1.29413	1.66757	1.99547	2.38245
<b>69</b>	0.67806	1.29394	1.66724	1.99495	2.38161
<b>70</b>	0.67801	1.29376	1.66691	1.99444	2.38081