

LAMPIRAN

KUESIONER

Yth. : Bapak / Ibu / Saudara

Pelanggan Shampo Lifebuoy

di tempat

Dengan ini saya memohon kepada Bapak/Ibu/Saudara agar meluangkan waktu sejenak untuk mengisi daftar pernyataan untuk kesiapan penyusunan skripsi secara sukarela, jujur dan benar. Daftar pernyataan ini dimaksudkan untuk mengetahui sejauh mana shampo Lifebuoy mampu mencapai dalam keunggulan bersaing.

Penelitian ini hanya untuk kepentingan ilmiah dan tidak akan dipublikasikan, sehingga saya akan menjamin kerahasiaan dari semua pendapat/opini atau komentar yang Bapak/Ibu/Saudara berikan.

Demikian surat permohonan ini saya sampaikan. Atas kesediaan dan partisipasi Bapak/Ibu/Saudara, saya mengucapkan terima kasih.

Semarang, Agustus 2017

Hormat Saya

Roy'an Nur Rifqi

DAFTAR PERNYATAAN

Petunjuk !

Petunjuk : Beri tanda X pada pilihan di bawah ini dan jawablah pertanyaan yang ada sesuai dengan keadaan Anda.

1. Usia :tahun
2. Tingkat pendidikan :
 - SD/SLTP
 - SLTA
 - DIII
 - Sarjana
3. Pekerjaan Anda
 - Pelajar
 - Mahasiswi
 - Pegawai Negeri/TNI/POLRI
 - Swasta
 - Ibu Rumah Tangga
 - Wiraswasta
 -(lain-lain)
4. Frekuensi Pembelian shampo Lifebuoy :
 - Setiap bulan
 - 2 bulan-3 bulan sekali
 -(lain-lain)

PERNYATAAN

5	4	3	2	1
SS	S	N	TS	STS

- | | | |
|------------------|------|---|
| a. Sangat Setuju | Skor | 5 |
| b. Setuju | Skor | 4 |
| c. Kurang Setuju | Skor | 3 |

- d. Tidak setuju Skor 2
 e. Sangat Tidak setuju Skor 1

a. Kreativitas Program Pemasaran

No	Keterangan	SS	S	KS	TS	STS
		5	4	3	2	1
1.	Perusahaan yang memproduksi shampoo Lifebuoy menemukan ide baru tentang produk baru yang akan dijual					
	Ide-ide baru apa yang biasanya ditemukan pada produk baru shampoo Lifebuoy					
2.	Saya sangat memuji terhadap iklan yang disampaikan shampo Lifebuoy					
	Pujian-pujian apa saja yang diberikan pada shampoo Lifebuoy					
3.	Iklan shampoo Lifebuoy sangat kreatif dalam menyampaikan program pemasaran melalui iklan					
	Iklan-iklan kreatif seperti apa yang disampaikan shampoo Lifebuoy					

b. Orientasi Pasar

No	Keterangan	SS	S	KS	TS	STS
		5	4	3	2	1
1.	Shampo Lifebuoy memahami apa yang saya inginkan					
	Bagaimana tanggapan anda ?					
2.	Produk shampoo Lifebuoy memberikan informasi yang saya perlukan, seperti manfaat penggunaan dan bahan baku					
	Informasi-informasi seperti apa yang anda perlukan ?					
3	Shampoo Lifebuoy mampu menyesuaikan kondisi pasar, seperti harga, variasi produk					
	Bagaimana tanggapan anda ?					

c. Inovasi

No	Keterangan	SS	S	KS	TS	STS
		5	4	3	2	1
1.	Shampo Lifebuoy mempunyai keunggulan dalam variasi produk					
	Keunggulan-keunggulan seperti apa yang diberikan shampoo Lifebuoy ?					
2.	Shampoo Lifebuoy sangat kreatif dalam memenuhi kebutuhan konsumen					
	Kreatifitas seperti apa dalam memenuhi kebutuhan konsumen?					
3.	Harga yang dikeluarkan shampoo Lifebuoy tidak jauh berbeda dengan pesaing					
	Bagaimana tanggapan anda ?					
4.	Shampo Lifebuoy secara berkala melakukan terobosan perluasan produk melalui produk-produk terbaru					

	Bagaimana tanggapan anda ?
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d. Kinerja Pemasaran

No	Keterangan	SS	S	KS	TS	STS
		5	4	3	2	1
1.	Saya puas dengan keunggulan produk shampoo Lifebuoy dalam hal kualitas					
	Bagaimana tanggapan anda ?					
2.	Produk shampoo Lifebuoy sudah sesuai dengan harapan saya					
	Bagaimana tanggapan anda ?					
3.	Produk yang ditawarkan shampoo Lifebuoy banyak disukai					
	Bagaimana tanggapan anda ?					

e. Keunggulan Bersaing

No	Keterangan	SS	S	KS	TS	STS
		5	4	3	2	1
1.	Saya menilai produk Shampo Lifebuoy sebagai produk sampho yang istimewa					
	Keistimewaan seperti apa yang ada pada produk shampoo Lifebuoy?					
2.	Saya langsung merasakan manfaatnya setelah menggunakan shampoo Lifebuoy					
	Manfaat seperti apa yang anda rasakan setelah menggunakan shampoo Lifeboy ?					
3.	Menurut saya shampo Lifebuoy mempunyai ciri khas tersendiri agar tidak mudah ditiru pesaing					
	Ciri khas seperti apa yang ada pada produk shampoo Lifebuoy ?					

Data Mentah
Hasil Jawaban Responden

Lampiran 1

HASIL JAWABAN RESPONDEN

	Kreativitas Prog Pemsrn				Orientasi Pasar				Inovasi					Kinerja pemasaran				Keunggulan Bersaing			
Resp.	x1.1	x1.2	x1.3	x1	x2.1	x2.2	x2.3	x2	x3.1	x3.2	x3.3	x3.4	x3	y1.1	y1.2	y1.3	y	y2.1	y2.2	y2.3	y2
1	4	4	5	13	4	5	5	14	4	4	5	4	17	4	5	4	13	5	4	5	14
2	4	4	4	12	5	4	5	14	4	4	4	4	16	4	5	4	13	4	4	4	12
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47	2	3	3	8	3	3	2	8	2	3	3	3	11	2	3	2	7	2	3	2	7

Data Mentah
Hasil Jawaban Responden

Lampiran 1

48	2	3	2	7	2	3	3	8	3	2	3	3	11	3	2	3	8	3	2	3	8
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Frequencies Kreativitas Program Pemasaran

Statistics

		x1.1	x1.2	x1.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		3.87	3.61	3.76
Median		4.00	4.00	4.00
Mode		4	4	4
Std. Deviation		.991	.909	.900

x1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.0	2.0	2.0
	Tidak Setuju	11	11.0	11.0	13.0
	Kurang setuju	11	11.0	11.0	24.0
	Setuju	50	50.0	50.0	74.0
	Sangat Setuju	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

x1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	13	13.0	13.0	14.0
	Kurang setuju	23	23.0	23.0	37.0
	Setuju	50	50.0	50.0	87.0
	Sangat Setuju	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

x1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	12	12.0	12.0	12.0
	Kurang setuju	19	19.0	19.0	31.0
	Setuju	50	50.0	50.0	81.0
	Sangat Setuju	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

Frequencies Orientasi Pasar

Statistics

		x2.1	x2.2	x2.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		3.67	3.82	3.77
Median		4.00	4.00	4.00
Mode		4	4	4
Std. Deviation		1.025	.892	.962

Frequency Table

x2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	19	19.0	19.0	19.0
	Kurang setuju	17	17.0	17.0	36.0
	Setuju	42	42.0	42.0	78.0
	Sangat Setuju	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

x2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	6	6.0	6.0	6.0
	Kurang setuju	32	32.0	32.0	38.0
	Setuju	36	36.0	36.0	74.0
	Sangat Setuju	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

x2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.0	2.0	2.0
	Tidak Setuju	5	5.0	5.0	7.0
	Kurang setuju	33	33.0	33.0	40.0
	Setuju	34	34.0	34.0	74.0
	Sangat Setuju	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

Frequencies Inovasi

Statistics

		x3.1	x3.2	x3.3	x3.4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.81	3.92	3.76	3.77
Median		4.00	4.00	4.00	4.00
Mode		4	4	4	4
Std. Deviation		.800	.706	.806	.723

x3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	7	7.0	7.0	7.0
	Kurang setuju	22	22.0	22.0	29.0
	Setuju	54	54.0	54.0	83.0
	Sangat Setuju	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

x3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	2	2.0	2.0	2.0
	Kurang setuju	23	23.0	23.0	25.0
	Setuju	56	56.0	56.0	81.0
	Sangat Setuju	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

x3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	8	8.0	8.0	8.0
	Kurang setuju	23	23.0	23.0	31.0
	Setuju	54	54.0	54.0	85.0
	Sangat Setuju	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

x3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	5	5.0	5.0	5.0
	Kurang setuju	25	25.0	25.0	30.0
	Setuju	58	58.0	58.0	88.0
	Sangat Setuju	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

Frequencies Kinerja Pemasaran

Statistics		y1.1	y1.2	y1.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		3.79	4.00	3.90
Median		4.00	4.00	4.00
Mode		4	4	4
Std. Deviation		.868	.953	.927

Frequency Table

y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	11	11.0	11.0	11.0
	Kurang setuju	17	17.0	17.0	28.0
	Setuju	54	54.0	54.0	82.0
	Sangat Setuju	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	10	10.0	10.0	10.0
	Kurang setuju	15	15.0	15.0	25.0
	Setuju	40	40.0	40.0	65.0
	Sangat Setuju	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	10	10.0	10.0	10.0
	Kurang setuju	18	18.0	18.0	28.0
	Setuju	44	44.0	44.0	72.0
	Sangat Setuju	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

Frequencies Keunggulan Bersaing

Statistics

		y2.1	y2.2	y2.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		3.91	3.86	4.05
Median		4.00	4.00	4.00
Mode		4	4	5
Std. Deviation		.954	.817	.999

Frequency Table

y2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	11	11.0	11.0	11.0
	Kurang setuju	17	17.0	17.0	28.0
	Setuju	42	42.0	42.0	70.0
	Sangat Setuju	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

y2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	7	7.0	7.0	7.0
	Kurang setuju	20	20.0	20.0	27.0
	Setuju	53	53.0	53.0	80.0
	Sangat Setuju	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

y2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	11	11.0	11.0	11.0
	Kurang setuju	14	14.0	14.0	25.0
	Setuju	34	34.0	34.0	59.0
	Sangat Setuju	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

Correlations

		Correlations			
		x1.1	x1.2	x1.3	Kreativitas program pemasaran
x1.1	Pearson Correlation	1	.515**	.485**	.813**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
x1.2	Pearson Correlation	.515**	1	.625**	.850**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
x1.3	Pearson Correlation	.485**	.625**	1	.836**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Kreativitas program pemasaran	Pearson Correlation	.813**	.850**	.836**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Correlations

		Correlations			
		x2.1	x2.2	x2.3	Orientasi pasar
x2.1	Pearson Correlation	1	.707**	.782**	.914**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
x2.2	Pearson Correlation	.707**	1	.775**	.897**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
x2.3	Pearson Correlation	.782**	.775**	1	.932**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Orientasi pasar	Pearson Correlation	.914**	.897**	.932**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Correlations

		Correlations				
		x3.1	x3.2	x3.3	x3.4	Inovasi
x3.1	Pearson Correlation	1	.688**	.634**	.500**	.837**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
x3.2	Pearson Correlation	.688**	1	.730**	.656**	.900**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
x3.3	Pearson Correlation	.634**	.730**	1	.564**	.867**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
x3.4	Pearson Correlation	.500**	.656**	.564**	1	.792**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Inovasi	Pearson Correlation	.837**	.900**	.867**	.792**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Correlations

		Correlations			
		y1.1	y1.2	y1.3	Kinerja pemasaran
y1.1	Pearson Correlation	1	.671**	.928**	.950**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
y1.2	Pearson Correlation	.671**	1	.617**	.846**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
y1.3	Pearson Correlation	.928**	.617**	1	.931**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Kinerja pemasaran	Pearson Correlation	.950**	.846**	.931**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Correlations

Correlations		y2.1	y2.2	y2.3	Keunggulan bersaing
y2.1	Pearson Correlation	1	.709**	.916**	.961**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
y2.2	Pearson Correlation	.709**	1	.653**	.842**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
y2.3	Pearson Correlation	.916**	.653**	1	.944**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Keunggulan bersaing	Pearson Correlation	.961**	.842**	.944**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.777	3

Item Statistics

	Mean	Std. Deviation	N
x1.1	3.87	.991	100
x1.2	3.61	.909	100
x1.3	3.76	.900	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x1.1	7.37	2.660	.555	.769
x1.2	7.63	2.660	.658	.651
x1.3	7.48	2.737	.634	.678

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.901	3

Item Statistics

	Mean	Std. Deviation	N
x2.1	3.67	1.025	100
x2.2	3.82	.892	100
x2.3	3.77	.962	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x2.1	7.59	3.052	.792	.872
x2.2	7.44	3.522	.784	.877
x2.3	7.49	3.141	.842	.824

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.869	4

Item Statistics

	Mean	Std. Deviation	N
x3.1	3.81	.800	100
x3.2	3.92	.706	100
x3.3	3.76	.806	100
x3.4	3.77	.723	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x3.1	11.45	3.826	.694	.845
x3.2	11.34	3.863	.820	.797
x3.3	11.50	3.687	.744	.824
x3.4	11.49	4.212	.642	.863

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.892	3

Item Statistics

	Mean	Std. Deviation	N
y1.1	3.79	.868	100
y1.2	4.00	.953	100
y1.3	3.90	.927	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y1.1	7.90	2.859	.887	.763
y1.2	7.69	3.105	.655	.962
y1.3	7.79	2.774	.837	.801

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.905	3

Item Statistics

	Mean	Std. Deviation	N
y2.1	3.91	.954	100
y2.2	3.86	.817	100
y2.3	4.05	.999	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y2.1	7.91	2.729	.904	.780
y2.2	7.96	3.655	.695	.956
y2.3	7.77	2.684	.859	.824

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	-.0385457
	Std. Deviation	1.26500189
Most Extreme Differences	Absolute	.081
	Positive	.081
	Negative	-.055
Test Statistic		.081
Asymp. Sig. (2-tailed)		.104 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Kreativitas program pemasaran	.407	2.457
	Orientasi pasar	.686	1.458
	Inovasi	.437	2.287
	Kinerja pemasaran	.370	2.702

a. Dependent Variable: Keunggulan bersaing

Regression (Heteroskedastisitas)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kinerja pemasaran, Orientasi pasar, Inovasi, Kreativitas program pemasaran ^b		Enter

a. Dependent Variable: Unstandardized Residual

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.019 ^a	.000	-.042	1.29113759

a. Predictors: (Constant), Kinerja pemasaran, Orientasi pasar, Inovasi, Kreativitas program pemasaran

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.054	4	.014	.008	1.000 ^b
	Residual	158.368	95	1.667		
	Total	158.423	99			

a. Dependent Variable: Unstandardized Residual

b. Predictors: (Constant), Kinerja pemasaran, Orientasi pasar, Inovasi, Kreativitas program pemasaran

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.048	.819		.059	.953
	Kreativitas program pemasaran	-.010	.087	-.019	-.117	.907
	Orientasi pasar	-.006	.059	-.012	-.096	.924
	Inovasi	-.001	.076	-.002	-.010	.992
	Kinerja pemasaran	.009	.086	.017	.104	.918

a. Dependent Variable: Unstandardized Residual

Regression (Model I)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Inovasi, Orientasi pasar, Kreativitas program pemasaran ^b	.	Enter

a. Dependent Variable: Kinerja pemasaran

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.794 ^a	.630	.618	1.540

a. Predictors: (Constant), Inovasi, Orientasi pasar, Kreativitas program

pemasaran

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	387.603	3	129.201	54.451	.000 ^b
	Residual	227.787	96	2.373		
	Total	615.390	99			

a. Dependent Variable: Kinerja pemasaran

b. Predictors: (Constant), Inovasi, Orientasi pasar, Kreativitas program pemasaran

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.233	.977		-.238	.812
	Kreativitas program pemasaran	.403	.096	.377	4.218	.000
	Orientasi pasar	.188	.068	.199	2.755	.007
	Inovasi	.346	.084	.357	4.126	.000

a. Dependent Variable: Kinerja pemasaran

Regression (Model II)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kinerja pemasaran, Orientasi pasar, Inovasi, Kreativitas program pemasaran ^b		Enter

a. Dependent Variable: Keunggulan bersaing

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.868 ^a	.753	.743	1.292

a. Predictors: (Constant), Kinerja pemasaran, Orientasi pasar, Inovasi, Kreativitas program pemasaran

b. Dependent Variable: Keunggulan bersaing

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	484.189	4	121.047	72.519	.000 ^b
	Residual	158.571	95	1.669		
	Total	642.760	99			

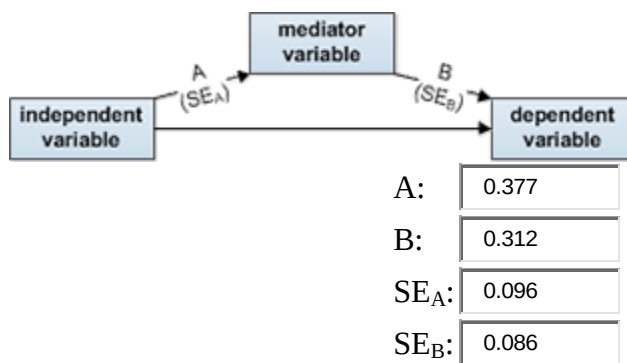
a. Dependent Variable: Keunggulan bersaing

b. Predictors: (Constant), Kinerja pemasaran, Orientasi pasar, Inovasi, Kreativitas program pemasaran

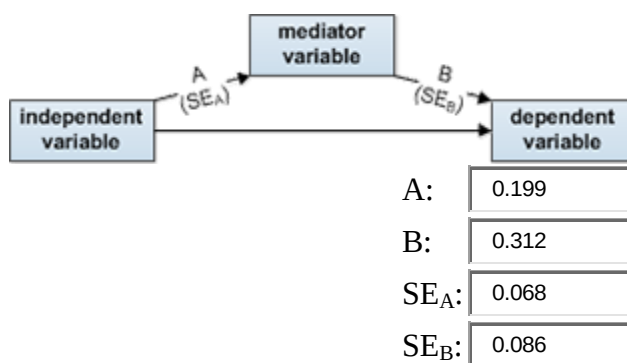
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.874	.820		-1.066	.289
	Kreativitas program pemasaran	.377	.087	.345	4.321	.000
	Orientasi pasar	.160	.060	.165	2.685	.009
	Inovasi	.192	.076	.194	2.517	.013
	Kinerja pemasaran	.319	.086	.312	3.726	.000

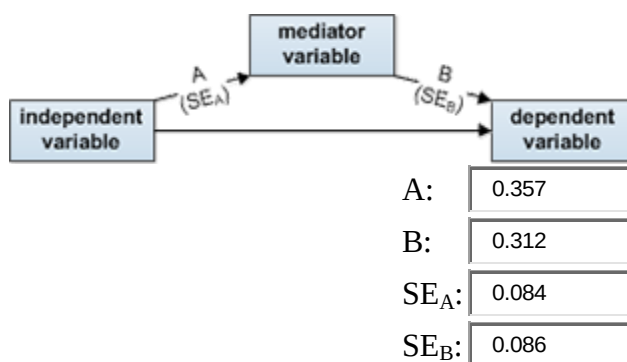
a. Dependent Variable: Keunggulan bersaing



Sobel test statistic: 2.66481518
 One-tailed probability: 0.00385153
 Two-tailed probability: 0.00770306



Sobel test statistic: 2.27777608
 One-tailed probability: 0.01136996
 Two-tailed probability: 0.02273992



Sobel test statistic: 2.75930273
One-tailed probability: 0.00289624
Two-tailed probability: 0.00579248

Tabel t & r product moment dengan signifikansi 5 %

df	tabel t one tail	tabel t two tail	tabel r one tail	tabel r two tail
1	6.3138	12.7062	0.9877	0.9969
2	2.9200	4.3027	0.9000	0.9500
3	2.3534	3.1824	0.8054	0.8783
4	2.1318	2.7764	0.7293	0.8114
5	2.0150	2.5706	0.6694	0.7545
6	1.9432	2.4469	0.6215	0.7067
7	1.8946	2.3646	0.5822	0.6664
8	1.8595	2.3060	0.5494	0.6332
9	1.8331	2.2622	0.5214	0.6021
10	1.8125	2.2281	0.4973	0.5760
15	1.7531	2.1314	0.4124	0.4821
21	1.7207	2.0796	0.3598	0.4227
25	1.7081	2.0595	0.3233	0.3809
30	1.6973	2.0423	0.2960	0.3494
31	1.6955	2.0395	0.2913	0.3440
32	1.6939	2.0369	0.2869	0.3388
33	1.6924	2.0345	0.2826	0.3338
34	1.6909	2.0322	0.2785	0.3291
35	1.6896	2.0301	0.2746	0.3246
36	1.6883	2.0281	0.2709	0.3202
37	1.6871	2.0262	0.2673	0.3160
38	1.6860	2.0244	0.2638	0.3120
39	1.6849	2.0227	0.2605	0.3081
40	1.6839	2.0211	0.2573	0.3044
41	1.6829	2.0195	0.2542	0.3008
42	1.6820	2.0181	0.2512	0.2973
43	1.6811	2.0167	0.2483	0.2940
44	1.6802	2.0154	0.2455	0.2907
45	1.6794	2.0141	0.2429	0.2876
46	1.6787	2.0129	0.2403	0.2845
47	1.6779	2.0117	0.2377	0.2816
48	1.6772	2.0106	0.2353	0.2787
49	1.6766	2.0096	0.2329	0.2759
50	1.6759	2.0086	0.2306	0.2732
51	1.6753	2.0076	0.2284	0.2706
52	1.6747	2.0066	0.2262	0.2681
53	1.6741	2.0057	0.2241	0.2656
54	1.6736	2.0049	0.2221	0.2632
55	1.6730	2.0040	0.2201	0.2609
56	1.6725	2.0032	0.2181	0.2586
57	1.6720	2.0025	0.2162	0.2564
58	1.6716	2.0017	0.2144	0.2542
60	1.6706	2.0003	0.2126	0.2521
62	1.6698	1.9990	0.2108	0.2500
64	1.6690	1.9977	0.2091	0.2480
68	1.6676	1.9955	0.2075	0.2461
76	1.6652	1.9917	0.2058	0.2441
78	1.6646	1.9908	0.2042	0.2423
89	1.6622	1.9870	0.2027	0.2404
95	1.6611	1.9853	0.2012	0.2387
96	1.6609	1.9850	0.1997	0.2368
100	1.6602	1.9840	0.1982	0.2352

Sumber : Imam Ghazali, 2005 :291 - 292

NILAI-NILAI UNTUK DISTRIBUSI F (F Tabel)

UNTUK 5 %

$v_2 = dk$ penyebut	$v_1 = dk$ pembilang						
	1	2	3	4	5	6	7
1	161.45	199.50	215.71	224.58	230.16	233.99	236.77
2	18.51	19.00	19.16	19.25	19.30	19.33	19.49
3	10.13	9.55	9.28	9.12	9.01	8.94	8.67
4	7.71	6.94	6.59	6.39	6.26	6.16	6.04
5	6.61	5.79	5.41	5.19	5.05	4.95	4.95
6	5.99	5.14	4.76	4.53	4.39	4.28	4.53
7	5.59	4.74	4.35	4.12	3.97	3.87	4.12
8	5.32	4.46	4.07	3.84	3.69	3.58	3.84
9	5.12	4.26	3.86	3.63	3.48	3.37	3.66
10	4.96	4.10	3.71	3.48	3.33	3.22	3.71
11	4.84	3.98	3.59	3.36	3.20	3.09	3.59
12	4.75	3.89	3.49	3.26	3.11	3.00	3.49
13	4.67	3.81	3.41	3.18	3.03	2.92	3.41
14	4.60	3.74	3.34	3.11	2.96	2.85	3.34
15	4.54	3.68	3.29	3.06	2.90	2.79	3.29
16	4.49	3.63	3.24	3.01	2.85	2.74	3.24
17	4.45	3.59	3.20	2.96	2.81	2.70	3.20
18	4.41	3.55	3.16	2.93	2.77	2.66	3.16
19	4.38	3.52	3.13	2.90	2.74	2.63	3.13
20	4.35	3.49	3.10	2.87	2.71	2.60	3.10
22	4.30	3.44	3.05	2.82	2.66	2.55	3.05
24	4.26	3.40	3.01	2.78	2.62	2.51	3.01
26	4.23	3.37	2.98	2.74	2.59	2.47	2.98
27	4.21	3.35	2.96	2.73	2.57	2.46	2.96
28	4.20	3.34	2.95	2.71	2.56	2.45	2.95
30	4.17	3.32	2.92	2.69	2.53	2.42	2.92
32	4.15	3.29	2.90	2.67	2.51	2.40	2.90
34	4.13	3.28	2.88	2.65	2.49	2.38	2.88
36	4.11	3.26	2.87	2.63	2.48	2.36	2.87
40	4.08	3.23	2.84	2.61	2.45	2.34	2.84
41	4.08	3.23	2.83	2.60	2.44	2.33	2.83
42	4.07	3.22	2.83	2.59	2.44	2.32	2.82
44	4.06	3.21	2.82	2.58	2.43	2.31	2.82
45	4.06	3.20	2.81	2.58	2.42	2.31	2.81
48	4.04	3.19	2.80	2.57	2.41	2.29	2.80
50	4.03	3.18	2.79	2.56	2.40	2.29	2.79
52	4.03	3.18	2.78	2.55	2.39	2.28	2.78
54	4.02	3.17	2.78	2.54	2.39	2.27	2.77
55	4.02	3.16	2.77	2.54	2.38	2.27	2.77
56	4.01	3.16	2.77	2.54	2.38	2.27	2.77
57	4.01	3.16	2.77	2.53	2.38	2.26	2.77
58	4.01	3.16	2.76	2.53	2.37	2.26	2.76
59	4.00	3.15	2.76	2.53	2.37	2.26	2.76
60	4.00	3.15	2.76	2.53	2.37	2.25	2.75
62	4.00	3.15	2.75	2.52	2.36	2.25	2.75
64	3.99	3.14	2.75	2.52	2.36	2.24	2.74
66	3.99	3.14	2.74	2.51	2.35	2.24	2.74
68	3.98	3.13	2.74	2.51	2.35	2.24	2.74
70	3.98	3.13	2.74	2.50	2.35	2.23	2.74
72	3.97	3.12	2.73	2.50	2.34	2.23	2.73
74	3.97	3.12	2.73	2.50	2.34	2.22	2.73
76	3.97	3.12	2.72	2.49	2.33	2.22	2.72
77	3.97	3.12	2.72	2.49	2.33	2.22	2.72
80	3.96	3.11	2.72	2.49	2.33	2.21	2.71
83	3.96	3.11	2.71	2.48	2.32	2.21	2.71
90	3.95	3.10	2.71	2.47	2.32	2.20	2.70
92	3.94	3.10	2.70	2.47	2.31	2.20	2.70
94	3.94	3.09	2.70	2.47	2.31	2.20	2.70
95	3.94	3.09	2.70	2.47	2.31	2.20	2.70
96	3.94	3.09	2.70	2.47	2.31	2.19	2.70
97	3.94	3.09	2.70	2.47	2.31	2.19	2.70
100	3.94	3.09	2.70	2.46	2.31	2.19	2.70
118	3.92	3.07	2.68	2.45	2.29	2.18	2.68
126	3.92	3.07	2.68	2.44	2.29	2.17	2.68

Sumber : Statistika Untuk Penelitian, Sugiyono (2000 : 298)