

LAMPIRAN

Lampiran 1. Kuesioner

Assalamualaikum Warahmatullahi Wabarakatu

Bersama ini saya mengharapkan bantuan bapak/ ibu untuk mengisi kuesioner yang saya berikan. Adapun kuesioner ini merupakan survei tentang “model peningkatan kinerja pemasaran berbasis kemampuan manajemen merek dan keinnovasian pemasaran melalui strategi kinerja komunikasi pada UMKM busana muslim di Jawa Tengah” yang akan digunakan sebagai bahan untuk membuat skripsi.

Atas perhatian dan kerja samanya saya mengucapkan terimakasih

Bagian 1 : Identitas Responden

Nama :

Jenis Kelamin :

Usia :

Jabatan :

Berilah tanda X sesuai dengan pendapat, penilaian, persepsi atas pengalaman yang pernah ba[pak/ibu lakukan. Pilih angka 1 sampai 10 dari kolom yang telah disediakan seperti berikut :

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

Ket : SST = Sangat Tidak Setuju, SS = Sangat Setuju

A. Brand Management Capability

| No | Pertanyaan | Jawaban |
|----|---|----------------------|
| 1 | Kami memiliki kemampuan menggunakan wawasan pelanggan untuk mengidentifikasi posisi merek yang bernilai | 1 2 3 4 5 6 7 8 9 10 |
| 2 | Kami memiliki kemampuan dalam menetapkan asosiasi merek yang diinginkan di benak pelanggan | 1 2 3 4 5 6 7 8 9 10 |
| 3. | Kami memiliki kemampuan mengembangkan citra merek diantaratarget pelanggan | 1 2 3 4 5 6 7 8 9 10 |
| 4 | Kami memiliki kemampuan mencapai tingkat kesadaran merek yang tinggi di pasar | 1 2 3 4 5 6 7 8 9 10 |
| 5 | kami memiliki kemampuan dalam memanfaatkan ekuitas merek yang tinggi di pasaran | 1 2 3 4 5 6 7 8 9 10 |

B. Marketing Innovativeness

| No | Pertanyaan | Jawaban |
|--|--|----------------------|
| 1 | Kami memberi kebebasan berkreasi kepada seluruh SDM perusahaan (seperti pengelola dan karyawan) untuk menemukan ide-ide pemasaran baru yang dapat memperbaiki efektifitas program-program pemasaran | 1 2 3 4 5 6 7 8 9 10 |
| Bentuk dukungan apa saja yang diberikan (boleh memilih lebih dari satu) | | |
| <ul style="list-style-type: none"> ○ Fasilitas teknologi(seperti alat komunikasi pemasaran, misal HP) ○ Fasilitas pelatihan kewirausahaan ○ Fasilitas transportasi (misal motor) ○ Lain-lain (sebutkan) | | |
| 2 | kami sering mencoba(eksperimen) cara-cara baru(trobosan baru) dalam melaksanakan program-program pemasaran | 1 2 3 4 5 6 7 8 9 10 |
| Bentuk uji coba yang pernah kami lakukan (boleh memilih lebih dari satu) | | |
| <ul style="list-style-type: none"> ○ Membuat/ menawarkan produk baru ○ Merubah harga jual (misal dengan potongan harga atau penurunan harga secara langsung) ○ Mencari daerah pemasaran baru ○ Merubah cara-cara melakukan promosi ○ Membuat kartu pelanggan berinteraksi dengan pelanggan | | |
| 3. | kami terus menerus memperbaiki penampilan produk busana muslim yang ditawarkan | 1 2 3 4 5 6 7 8 9 10 |
| penampilan produk busana muslim yang senantiasa diperbaiki (boleh memilih lebih dari satu) | | |
| <ul style="list-style-type: none"> ○ Desain ○ Corak ○ Bentuk ○ Warna ○ Ukuran | | |

| | | | | | | | | | | | | |
|---|--|--|---|---|---|---|---|---|----|---|---|----|
| | <ul style="list-style-type: none"> ○ Bahan ○ Lain-lain (sebutkan)..... | | | | | | | | | | | |
| 4 | Hampir setiap bulan kami memperkenalkan produk busana muslim dengan model baru ke pasar | <table border="1"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td> </tr> </table> | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | | |
| berapa kali rata-rata perusahaan memperkenalkan produk busana muslim baru ke pasar dalam satu bulan? <ul style="list-style-type: none"> ○ 1-2 kali ○ 3- 4 kali ○ 5-6 kali ○ Lebih dari 6 Apa alasan utama memperkenalkan produk baru (boleh memilih lebih dari satu) <ul style="list-style-type: none"> ○ Produk lama using ○ Mengikuti tren konsumen ○ Pesaing memperkenalkan produk baru ○ Alasan lainnya(sebutkan)..... | | | | | | | | | | | | |
| 5 | Kami senantiasa memanfaatkan teknologi baru yang memudahkan pemasaran produk yang dihasilkan <ul style="list-style-type: none"> ○ | <table border="1"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td> </tr> </table> | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | | |
| contoh pemanfaatan teknologi (boleh memilih lebih dari satu) <ul style="list-style-type: none"> ○ Media sosial ○ Internet ○ Kartu pelanggan ○ Surat massa tulis ○ Media elektronik seperti radio ○ Lain-lain (sebutkan.....) | | | | | | | | | | | | |

C. Islamic Marketing Communication Strategy

| No | Pertanyaan | Jawaban | | | | | | | | | | |
|---|--|--|---|---|---|---|---|---|----|---|---|----|
| 1 | Tujuan kami dalam berkomunikasi dengan pelanggan tidak lain menyampaikan informasi produk dan perusahaan yang selaras dengan nilai-nilai agama Islam (Kejujuran) | <table border="1"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td> </tr> </table> | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | | |
| Apa tujuan saudara berkomunikasi dengan pelanggan | | | | | | | | | | | | |
| 2 | Sebagian besar isi pesan yang kami buat untuk berkomunikasi(promosi) dengan pelanggan sudah memperhatikan nilai-nilai agama Islam (Akurat dan cermat) | <table border="1"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td> </tr> </table> | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | | |
| contoh model pesan yang dibuat | | | | | | | | | | | | |
| 3. | Iklan yang kami gunakan untuk berpromosi sesuai dengan etika dan nilai-nilai agama Islam (diucapkan secara baik dan jelas) | <table border="1"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td> </tr> </table> | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | | |
| Siapa yang menjadi model iklan..... | | | | | | | | | | | | |
| 4 | kami terus mengkomunikasikan citra | <table border="1"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td> </tr> </table> | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | | |

| | | |
|--|--|--|
| | perusahaan sebagai perusahaan yang religius patuh pada nilai-nilai agama Islam sebagian besar komunikasi dengan pelanggzn melalui apa..... | |
|--|--|--|

D. Marketing Performance

| No | Pertanyaan | Jawaban | | | | | | | | | | |
|---|--|---|---|---|---|---|---|---|----|---|---|----|
| 1 | Selama tiga tahun terakhir ini keuntungan perusahaan kami terus meningkat | <table border="1" style="display: inline-table;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td> </tr> </table> | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | | |
| Berapa kira-kira persentase (%) peningkatan keuntungan setiap bulan ? <ul style="list-style-type: none"> <input type="radio"/> Kurang dari 5% <input type="radio"/> 5-10% <input type="radio"/> 11-15% <input type="radio"/> 16-20% <input type="radio"/> Lebih dari 20% | | | | | | | | | | | | |
| 2 | Selama tiga tahun terakhir ini penjumlahan pelanggan kami terus bertambah | <table border="1" style="display: inline-table;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td> </tr> </table> | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | | |
| Berapa kira-kira persentase (%) peningkatan keuntungan setiap bulan ? <ul style="list-style-type: none"> <input type="radio"/> Kurang dari 5% <input type="radio"/> 5-10% <input type="radio"/> 11-15% <input type="radio"/> 16-20% <input type="radio"/> Lebih dari 20% | | | | | | | | | | | | |
| 3. | Selama tiga tahun terakhir ini wilayah penjualan perusahaan kami terus bertambah luas | <table border="1" style="display: inline-table;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td> </tr> </table> | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | | |
| Lingkup wilayah penjualan sekarang <ul style="list-style-type: none"> <input type="radio"/> Kecamatan <input type="radio"/> Kabupaten <input type="radio"/> Provinsi <input type="radio"/> Nasional <input type="radio"/> internasional | | | | | | | | | | | | |
| 4 | selama tiga tahun terakhir ini hasil penjualan (dalam rupiah) perusahaan kami terus meningkat. Lebih dari 20% | <table border="1" style="display: inline-table;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td> </tr> </table> | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | | |
| Beapa kira-kira persentase (%) peningkatan keuntungan setiap bulan ? <ul style="list-style-type: none"> <input type="radio"/> Kurang dari 5% <input type="radio"/> 5-10% <input type="radio"/> 11-15% <input type="radio"/> 16-20% <input type="radio"/> Lebih dari 20% | | | | | | | | | | | | |

Lampiran 2. Uji Validitas dan Reliability Brand Management Capability

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 192 | 100,0 |
| | Excluded ^a | 0 | ,0 |
| | Total | 192 | 100,0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,851 | 5 |

Correlations

| | | ITEM1 | ITEM2 | ITEM3 | ITEM4 | ITEM5 | TOTAL |
|-------|---------------------|--------|--------|--------|--------|--------|--------|
| ITEM1 | Pearson Correlation | 1 | ,603** | ,517** | ,558** | ,456** | ,784** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 192 | 192 | 192 | 192 | 192 | 192 |
| ITEM2 | Pearson Correlation | ,603** | 1 | ,518** | ,557** | ,509** | ,813** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,000 | ,000 | ,000 |
| | N | 192 | 192 | 192 | 192 | 192 | 192 |
| ITEM3 | Pearson Correlation | ,517** | ,518** | 1 | ,532** | ,578** | ,790** |
| | Sig. (2-tailed) | ,000 | ,000 | | ,000 | ,000 | ,000 |
| | N | 192 | 192 | 192 | 192 | 192 | 192 |
| ITEM4 | Pearson Correlation | ,558** | ,557** | ,532** | 1 | ,520** | ,801** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | | ,000 | ,000 |
| | N | 192 | 192 | 192 | 192 | 192 | 192 |
| ITEM5 | Pearson Correlation | ,456** | ,509** | ,578** | ,520** | 1 | ,774** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | | ,000 |
| | N | 192 | 192 | 192 | 192 | 192 | 192 |
| TOTAL | Pearson Correlation | ,784** | ,813** | ,790** | ,801** | ,774** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 192 | 192 | 192 | 192 | 192 | 192 |

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

Lampiran 3. Uji Validitas dan Realibility Marketing Innovativeness

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 192 | 100,0 |
| | Excluded ^a | 0 | ,0 |
| | Total | 192 | 100,0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,848 | 5 |

Correlations

| | | ITEM1 | ITEM2 | ITEM3 | ITEM4 | ITEM5 | TOTAL |
|-------|---------------------|--------|--------|--------|--------|--------|--------|
| ITEM1 | Pearson Correlation | 1 | ,585** | ,580** | ,520** | ,475** | ,791** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,000 | ,000 | ,000 |
| | N | 192 | 192 | 192 | 192 | 192 | 192 |
| ITEM2 | Pearson Correlation | ,585** | 1 | ,633** | ,548** | ,401** | ,802** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,000 | ,000 | ,000 |
| | N | 192 | 192 | 192 | 192 | 192 | 192 |
| ITEM3 | Pearson Correlation | ,580** | ,633** | 1 | ,589** | ,497** | ,840** |
| | Sig. (2-tailed) | ,000 | ,000 | | ,000 | ,000 | ,000 |
| | N | 192 | 192 | 192 | 192 | 192 | 192 |
| ITEM4 | Pearson Correlation | ,520** | ,548** | ,589** | 1 | ,456** | ,795** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | | ,000 | ,000 |
| | N | 192 | 192 | 192 | 192 | 192 | 192 |
| ITEM5 | Pearson Correlation | ,475** | ,401** | ,497** | ,456** | 1 | ,717** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | | ,000 |
| | N | 192 | 192 | 192 | 192 | 192 | 192 |
| TOTAL | Pearson Correlation | ,791** | ,802** | ,840** | ,795** | ,717** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 192 | 192 | 192 | 192 | 192 | 192 |

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

Lampiran 4. Uji Validitas dan Realibility Islamic Marketing Communication Strategy

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 192 | 100,0 |
| | Excluded ^a | 0 | ,0 |
| | Total | 192 | 100,0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,795 | 4 |

Correlations

| | | ITEM1 | ITEM2 | ITEM3 | ITEM4 | TOTAL |
|-------|---------------------|--------|--------|--------|--------|--------|
| ITEM1 | Pearson Correlation | 1 | ,558** | ,535** | ,499** | ,822** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,000 | ,000 |
| | N | 192 | 192 | 192 | 192 | 192 |
| ITEM2 | Pearson Correlation | ,558** | 1 | ,477** | ,436** | ,776** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,000 | ,000 |
| | N | 192 | 192 | 192 | 192 | 192 |
| ITEM3 | Pearson Correlation | ,535** | ,477** | 1 | ,456** | ,791** |
| | Sig. (2-tailed) | ,000 | ,000 | | ,000 | ,000 |
| | N | 192 | 192 | 192 | 192 | 192 |
| ITEM4 | Pearson Correlation | ,499** | ,436** | ,456** | 1 | ,761** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | | ,000 |
| | N | 192 | 192 | 192 | 192 | 192 |
| TOTAL | Pearson Correlation | ,822** | ,776** | ,791** | ,761** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | |
| | N | 192 | 192 | 192 | 192 | 192 |

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

Lampiran 5. Uji Validitas dan Reliability Marketing Performance

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 192 | 100,0 |
| | Excluded ^a | 0 | ,0 |
| | Total | 192 | 100,0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,859 | 4 |

Correlations

| | | ITEM1 | ITEM2 | ITEM3 | ITEM4 | TOTAL |
|-------|---------------------|--------|--------|--------|--------|--------|
| ITEM1 | Pearson Correlation | 1 | ,713** | ,636** | ,509** | ,838** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,000 | ,000 |
| | N | 192 | 192 | 192 | 192 | 192 |
| ITEM2 | Pearson Correlation | ,713** | 1 | ,685** | ,549** | ,873** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,000 | ,000 |
| | N | 192 | 192 | 192 | 192 | 192 |
| ITEM3 | Pearson Correlation | ,636** | ,685** | 1 | ,561** | ,857** |
| | Sig. (2-tailed) | ,000 | ,000 | | ,000 | ,000 |
| | N | 192 | 192 | 192 | 192 | 192 |
| ITEM4 | Pearson Correlation | ,509** | ,549** | ,561** | 1 | ,793** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | | ,000 |
| | N | 192 | 192 | 192 | 192 | 192 |
| TOTAL | Pearson Correlation | ,838** | ,873** | ,857** | ,793** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | |
| | N | 192 | 192 | 192 | 192 | 192 |

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

Lampiran 6. Uji Multikolinearitas

Coefficients^a

| Model | | Collinearity Statistics | |
|-------|-----|-------------------------|-------|
| | | Tolerance | VIF |
| 1 | BMC | ,643 | 1,555 |
| | MI | ,643 | 1,555 |

a. Dependent Variable: MCS

Coefficients^a

| Model | | Collinearity Statistics | |
|-------|------|-------------------------|-------|
| | | Tolerance | VIF |
| 1 | BMC | ,563 | 1,776 |
| | MI | ,621 | 1,611 |
| | IMCS | ,710 | 1,409 |

a. Dependent Variable: MP

Lampiran 7. Uji Heteroskedasitas

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 2,041 | 1,336 | | 1,528 | ,128 |
| BMC | ,027 | ,040 | ,062 | ,685 | ,494 |
| MI | -,024 | ,035 | -,063 | -,691 | ,490 |

a. Dependent Variable: abres

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | ,257 | 1,719 | | ,149 | ,881 |
| BMC | ,069 | ,050 | ,132 | 1,370 | ,172 |
| MI | -,037 | ,042 | -,081 | -,886 | ,377 |
| MCS | ,036 | ,054 | ,056 | ,656 | ,512 |

a. Dependent Variable: abres

Lampiran 8. Uji Asumsi Klasik Normalitas

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 192 |
| Normal Parameters ^{a,b} | Mean | ,0000000 |
| | Std. Deviation | 2,79276033 |
| Most Extreme Differences | Absolute | ,045 |
| | Positive | ,038 |
| | Negative | -,045 |
| Test Statistic | | ,045 |
| Asymp. Sig. (2-tailed) | | ,200 ^{c,d} |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 192 |
| Normal Parameters ^{a,b} | Mean | ,0000000 |
| | Std. Deviation | 3,33296030 |
| Most Extreme Differences | Absolute | ,046 |
| | Positive | ,030 |
| | Negative | -,046 |
| Test Statistic | | ,046 |
| Asymp. Sig. (2-tailed) | | ,200 ^{c,d} |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Lampiran 9. Analisis Regresi Linier Berganda

Model 1

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 12,660 | 2,102 | | 6,024 | ,000 |
| | BMC | ,324 | ,063 | ,396 | 5,179 | ,000 |
| | MI | ,142 | ,054 | ,199 | 2,602 | ,010 |

a. Dependent Variable: MCS

Model 2

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 4,385 | 2,746 | | 1,597 | ,112 |
| | BMC | ,248 | ,080 | ,244 | 3,099 | ,002 |
| | MI | ,254 | ,066 | ,287 | 3,824 | ,000 |
| | IMCS | ,213 | ,087 | ,172 | 2,449 | ,015 |

a. Dependent Variable: MP

Lampiran 10. Koefisien Determinasi

Model 1

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | ,539 ^a | ,290 | ,283 | 2,807 |

a. Predictors: (Constant), MI, BMC

Model 2

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | ,585 ^a | ,342 | ,331 | 3,359 |

a. Predictors: (Constant), MCS, MI, BMC

Lampiran 11. Uji F (Uji Model)

Model 1

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 609,163 | 2 | 304,582 | 38,642 | ,000 ^b |
| | Residual | 1489,706 | 189 | 7,882 | | |
| | Total | 2098,870 | 191 | | | |

a. Dependent Variable: MCS

b. Predictors: (Constant), MI, BMC

Model 2

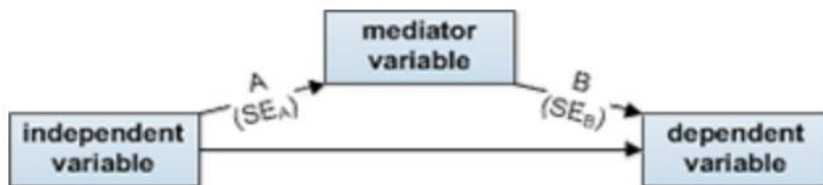
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 1101,998 | 3 | 367,333 | 32,548 | ,000 ^b |
| | Residual | 2121,747 | 188 | 11,286 | | |
| | Total | 3223,745 | 191 | | | |

a. Dependent Variable: MP

b. Predictors: (Constant), MCS, MI, BMC

Lampiran 12. Sobel Test

Model 1

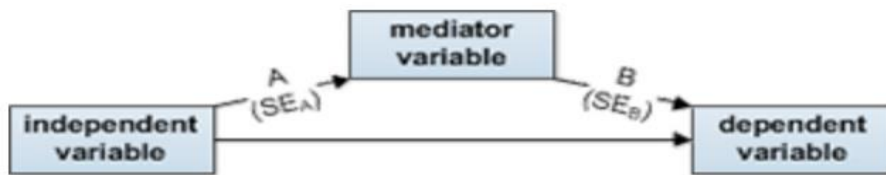


A: 0.324 ?

B: 0.213 ?

 SE_A : 0.063 ? SE_B : 0.087 ?**Calculate!****Sobel test statistic:** 2.21056902**One-tailed probability:** 0.01353285**Two-tailed probability:** 0.02706570

Model 2

A: ?B: ?SE_A: ?SE_B: ?**Calculate!****Sobel test statistic: 1.79187835****One-tailed probability: 0.03657623****Two-tailed probability: 0.07315245**