

Lampiran 1 : Kuesioner

KUESIONER PENELITIAN

PROGRAM STUDI MANAJEMEN

Penjualan adaptif : A Mediating factor of the relationship between Costumer

Relationship Management Capabilities And Kinerja pemasaran

PETUNJUK UMUM

Gunakan pensil atau pulpen untuk mengisi kuesioner

Gunakan huruf dan kalimat yang jelas agar mudah dibaca

Isi pernyataan dengan jawaban yang jelas dan lengkap

Identitas Responden

no	Identitas	Penjelasan
1	Nama Responden	
2	Jenis kelamin	Laki- Laki / Perempuan
3	Agama	
4	Jabatan dalam perusahaan	Pemilik / pengelola/ pemilik dan pengelola
5	Latar belakang keluarga	Pengusaha / Bukan pengusaha
6	Pendidikan terakhir	SD / SMP/ SMA/ Diploma / pasca sarjana / dokter (s3)
7	Status	Belum menikah / menikah / janda atau duda

Identitas perusahaan

no	identitas	Penjelasan
1	Nama perusahaan	
2	Alamat perusahaan	
3	No telp / HP	
4	Wilayah pemasaran	Kecamatan/ kabupaten / provinsi / provinsi / inetrnasional

Beri tanda X sesuai dengan pendapat, penilaian, persepsi atas pengalaman yang pernah bapak/ibu lakukan. Pilih angka 1 sampai dengan 10 dari kolom yang telah disediakan sebagai berikut :

SST	1	2	3	4	5	6	7	8	9	10	SS
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Keerangan : SST = Sangat tidak setuju, SS = sangat setuju

A. Kemampuan manajemen hubungan pelanggan (kemampuan manajemen hubungan pelanggan)

no	Pernyataan	Jawaban										
1	Perusahaan kami memiliki kemampuan dalam mengidentifikasi dan	<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			

	menargetkan pelanggan	
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Kemampuan seperti apa (boleh memilih dari salah satu)

- ❖ Mengumpulkan informasi pelanggan
- ❖ Mencatat orang yang sering berbelanja
- ❖ Memiliki catatan tertulis untuk pelanggan
- ❖ Mengenal identitas pelanggan
- ❖ lainnya (sebutkan).....

no	Pernyataan	Jawaban										
2	Perusahaan kami memiliki kemampuan membangun dialog dengan pelanggan	<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			

Kemampuan seperti apa (boleh memilih dari salah satu)

- ❖ menciptakan suasana yang ramah ketika bertemu pelanggan
- ❖ member informasi yang jelas melalui social media (wa, facebook, instagram. Dll)
- ❖ menjelaskan secara detail apa yang ditanyakan pelanggan
- ❖ menghubungi pelanggan ketika ada acara- acara penting seperti pameran, bazaar dll
- ❖ lainnya (sebutkan).....

no	Pernyataan	Jawaban										
3	Perusahaan kami memiliki kemampuan untuk fokus pada pemenuhan kebutuhan target pelanggan jangka panjang	<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			

Kemampuan seperti apa (boleh memilih lebih dari salah satu)

- ❖ membuat kartu pelanggan
- ❖ memberikan bonus atau penghargaan kepada pelanggan setia
- ❖ memberikan layanan setelah penjualan berlangsung
- ❖ lainnya (sebutkan).....

B. kemampuan manajemen merek (Kemampuan manajemen merek)

no	Pernyataan	Jawaban										
1	Kami memiliki kemampuan menggunakan wawasan pelanggan untuk mengidentifikasi posisi merek bernilai	<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			

Kemampuan seperti apa (boleh memilih lebih dari salah satu)

- ❖ mengenal apa yang diharapkan pelanggan
- ❖ membuat merek seperti nama merek yang mudah diingat banyak orang
- ❖ melakukan promosi untuk memperkenalkan merek
- ❖ membuat slogan dimana konsumen mudah mengenal merek
- ❖ lainnya sebutkan.....

no	Pernyataan	Jawaban										
2	Kami memiliki kemampuan mengembangkan citra merek diantara target pelanggan	<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			

Kemampuan seperti apa (boleh memilih lebih dari salah satu)

- ❖ membuat merek seperti nama merek yang mudah diingat banyak orang
- ❖ melakukan promosi untuk memperkenalkan merek
- ❖ membuat slogan dimana konsumen mudah mengenal merek
- ❖ lainnya sebutkan.....

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1	2	3	4	5	6	7	8	9	10			

Kemampuan seperti apa (boleh memilih lebih dari salah satu)

- ❖ membuat merek seperti nama toko yang mudah diingat banyak orang
- ❖ melakukan promosi untuk memperkenalkan merek
- ❖ membuat slogan dimana konsumen mudah mengenal merek
- ❖ lainnya sebutkan.....

no	Pernyataan	Jawaban										
3	Kami memiliki kemampuan mencapai tingkat kesadaran merek yang tinggi dipasar	<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			

Kemampuan seperti apa (boleh memilih lebih dari salah satu)

- ❖ membina hubungan baik dengan pelanggan setia
- ❖ meminta informasi kelebihan dan kekurangan produk dan layanan
- ❖ meminta informasi keinginan pelanggan
- ❖ member solusi atas masalah terkait kebutuhan pelanggan
- ❖ lainnya (sebutkan).....

C. Penjualan adaptif

no	Pernyataan	Jawaban										
1	Kami memiliki kemampuan komunikasi yang dapat disesuaikan	<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			

	berbeda setiap orang											
no	Pernyataan	Jawaban										
2	Kami memiliki kemampuan untuk mengetahui informasi terkait pelanggan sehingga dapat merencanakan penjualan dengan terencana	<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			
no	Pernyataan	Jawaban										
3	Kami memiliki kemampuan sensitivitas yang tinggi mengenai fashion (mengerti tren busana muslim)	<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			

D. Kinerja pemasaran

no	Pernyataan	Jawaban										
1.	Selama tiga tahun terakhir ini jumlah produk yang kami jual terus meningkat	<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			
2.	Selama tiga tahun terakhir ini jumlah pelanggan kami terus meningkat	<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			
3	Selama tiga tahun terakhir ini keuntungan perusahaan kami terus meningkat	<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			

Lampiran 3 : Uji validitas

Correlations

		X1.1	X1.2	X1.3	CRMC
X1.1	Pearson Correlation	1	,461**	,611**	,826**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
X1.2	Pearson Correlation	,461**	1	,632**	,819**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
X1.3	Pearson Correlation	,611**	,632**	1	,886**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
CRMC	Pearson Correlation	,826**	,819**	,886**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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

Correlations

		X2.1	X2.2	X2.3	BMC
X2.1	Pearson Correlation	1	,544**	,578**	,825**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
X2.2	Pearson Correlation	,544**	1	,623**	,860**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
X2.3	Pearson Correlation	,578**	,623**	1	,862**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
BMC	Pearson Correlation	,825**	,860**	,862**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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

Correlations

		Y1.1	Y1.2	Y1.3	AS
Y1.1	Pearson Correlation	1	,533**	,364**	,789**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
Y1.2	Pearson Correlation	,533**	1	,411**	,851**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
Y1.3	Pearson Correlation	,364**	,411**	1	,726**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
AS	Pearson Correlation	,789**	,851**	,726**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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

Correlations

		Y2.1	Y2.2	Y2.3	MP
Y2.1	Pearson Correlation	1	,698**	,710**	,886**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
Y2.2	Pearson Correlation	,698**	1	,741**	,902**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
Y2.3	Pearson Correlation	,710**	,741**	1	,913**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
MP	Pearson Correlation	,886**	,902**	,913**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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

Lampiran 4 : Uji Realiabilitas

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
,797	3

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	15,68	4,705	,595	,774
X1.2	15,36	5,000	,607	,758
X1.3	15,62	4,359	,727	,630

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
,806	3

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	15,32	4,402	,622	,766
X2.2	15,23	3,876	,657	,732
X2.3	15,27	4,078	,684	,702

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
,696	3

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	15,27	3,734	,544	,571
Y1.2	15,51	2,858	,572	,533
Y1.3	15,44	4,107	,444	,685

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.

Hasil Uji Multikolinieritas Model 1**Coefficients^a**

Model		Collinearity Statistics	
		Tolerance	VIF
1	crm capabilities	,640	1,562
	brand management	,640	1,562

a. Dependent Variable: penjualan adaptif

Hasil Uji Multikolinieritas Model 2**Coefficients^a**

Model		Collinearity Statistics	
		Tolerance	VIF
1	crm capabilities	,573	1,746
	brand management	,567	1,763
	penjualan adaptif	,618	1,618

a. Dependent Variable: marketing performance

Hasil Uji Normalitas Model 1

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,07546040
Most Extreme Differences	Absolute	,042
	Positive	,037
	Negative	-,042
Test Statistic		,042
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.

Uji Normalitas Model 2

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,62319905
Most Extreme Differences	Absolute	,071
	Positive	,043
	Negative	-,071
Test Statistic		,071
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.

Analisis Regresi Linier Berganda (model 1)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,042	1,831		4,939	,000
	crm capabilities	,288	,085	,338	3,385	,001
	brand management	,321	,091	,353	3,539	,001

a. Dependent Variable: penjualan adaptif

Analisis Regresi Linier Berganda (model2)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,080	2,602		,799	,426
	crm capabilities	,296	,114	,269	2,587	,011
	brand management	,251	,122	,214	2,053	,043
	penjualan adaptif	,349	,129	,271	2,707	,008

a. Dependent Variable: marketing performance

Nilai Adjusted R Square Model 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,618 ^a	,382	,369	2,097

a. Predictors: (Constant), brand management, crm capabilities

Nilai Adjusted R Square Model 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,637 ^a	,406	,387	2,664

a. Predictors: (Constant), penjualan adaptif, crm capabilities, brand management

Tabel 1 dan 2 uji f**ANOVA^a**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	263,344	2	131,672	29,950	,000 ^b
	Residual	426,446	97	4,396		
	Total	689,790	99			

a. Dependent Variable: penjualan adaptif

b. Predictors: (Constant), brand management, crm capabilities

Tabel 3 hingga 5 uji f**ANOVA^a**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	464,764	3	154,921	21,832	,000 ^b
	Residual	681,236	96	7,096		
	Total	1146,000	99			

a. Dependent Variable: marketing performance

b. Predictors: (Constant), penjualan adaptif, crm capabilities, brand management

Tabel Hipotesis 1 dan 2**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,042	1,831		4,939	,000
	crm capabilities	,288	,085	,338	3,385	,001
	brand management	,321	,091	,353	3,539	,001

a. Dependent Variable: penjualan adaptif

Tabel Hipotesis 3 hingga 5

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,080	2,602		,799	,426
	crm capabilities	,296	,114	,269	2,587	,011
	brand management	,251	,122	,214	2,053	,043
	penjualan adaptif	,349	,129	,271	2,707	,008

a. Dependent Variable: marketing performance

Hasil Uji Multikolinieritas Model 1

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	crm capabilities	,640	1,562
	brand management	,640	1,562

a. Dependent Variable: adaptive selling

Hasil Uji Multikolieniritas Model 2

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	crm capabilities	,573	1,746
	brand management	,567	1,763

adaptive selling	,618	1,618
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a. Dependent Variable: marketing performance

Uji Heterokedastisitas (Model 1)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,310	1,121		1,169	,245
	crm capabilities	-,025	,052	-,061	-,479	,633
	brand management	,039	,055	,090	,711	,479

a. Dependent Variable: ABRES

Uji Heterokedastisitas (Model 2)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,490	1,614		2,162	,033
	crm capabilities	,000	,071	,001	,007	,995
	brand management	-,002	,076	-,004	-,032	,975
	adaptive selling	-,061	,080	-,098	-,760	,449

a. Dependent Variable: ABRES

Hasil Uji Normalitas Model 1

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,07546040
Most Extreme Differences	Absolute	,042
	Positive	,037
	Negative	-,042
Test Statistic		,042
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.

Uji Normalitas Model 2

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,62319905
Most Extreme Differences	Absolute	,071
	Positive	,043
	Negative	-,071
Test Statistic		,071
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.

Analisis Regresi Linier Berganda (model 1)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	9,042	1,831		4,939	,000

crm capabilities	,288	,085	,338	3,385	,001
brand management	,321	,091	,353	3,539	,001

a. Dependent Variable: adaptive selling

Analisis Regresi Linier Berganda (model2)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,080	2,602		,799	,426
	crm capabilities	,296	,114	,269	2,587	,011
	brand management	,251	,122	,214	2,053	,043
	adaptive selling	,349	,129	,271	2,707	,008

a. Dependent Variable: marketing performance

Nilai Adjusted R Square Model 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,618 ^a	,382	,369	2,097

a. Predictors: (Constant), brand management, crm capabilities

Nilai Adjusted R Square Model 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,637 ^a	,406	,387	2,664

a. Predictors: (Constant), adaptive selling, crm capabilities, brand management

Tabel uji f 1 dan 2**ANOVA^a**

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	Residual	426,446	97	4,396		
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a. Dependent Variable: adaptive selling

b. Predictors: (Constant), brand management, crm capabilities

Tabel uji f 3 sampai 5**ANOVA^a**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	464,764	3	154,921	21,832	,000 ^b
	Residual	681,236	96	7,096		
	Total	1146,000	99			

a. Dependent Variable: marketing performance

b. Predictors: (Constant), adaptive selling, crm capabilities, brand management

Tabel Hipotesis 1 dan 2

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,042	1,831		4,939	,000
	crm capabilities	,288	,085	,338	3,385	,001
	brand management	,321	,091	,353	3,539	,001

a. Dependent Variable: adaptive selling

Tabel Hipotesis 3 hingga 5

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,080	2,602		,799	,426
	crm capabilities	,296	,114	,269	2,587	,011
	brand management	,251	,122	,214	2,053	,043
	adaptive selling	,349	,129	,271	2,707	,008

a. Dependent Variable: marketing performance

Tabel sobel test

SEBUAH:	0.288	?
B:	0.349	?
SE _A :	0.085	?
SE _B :	0.129	?

Menghitung!

Statistik uji tangis: 2.11415329
 Probabilitas satu sisi: 0,01725109
 Probabilitas dua sisi: 0,03450218

► Sumber Daya Terkait

[x² Formula](#) [Referensi](#)
[Kalkulator Terkait](#) [Pencarian](#)

SEBUAH:	0.321	?
B:	0.349	?
SE _A :	0.091	?
SE _B :	0.129	?

Menghitung!

Statistik uji tangis: 2.14674064
 Probabilitas satu sisi: 0,01590697
 Probabilitas dua sisi: 0,03181394

► Sumber Daya Terkait

[x² Formula](#) [Referensi](#)
[Kalkulator Terkait](#) [Pencarian](#)