LAMPIRAN 1

Tabulasi Kuesioner

	Inovasi				Kreativitas Program Pemasaran				Kapabilitas Jejajring Usaha				Komitmen Perilaku					Kinerja Pemasaran			
No																					
	x1.1	**x1.2**	**x1.3**	**INV**	**x2.1**	**x2.2**	**x2.3**	**KPP**	**y1.1**	**y1.2**	**y1.3**	**KJU**	**y2.1**	**y2.2**	**y2.3**	**y2.4**	**KMP**	**y3.1**	**y3.2**	**y3.3**	**KNP**
1	3	3	4	10	3	4	3	10	3	3	3	9	3	3	4	4	14	4	3	4	11
2	3	3	3	9	4	3	3	10	2	2	4	8	4	2	4	4	14	4	2	4	10
3	4	4	5	13	4	4	4	12	4	3	3	10	4	4	4	3	15	3	4	4	11
4	3	3	3	9	3	4	4	11	4	2	2	8	2	2	3	4	11	3	4	4	11
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Lampiran 2

Validitas

Correlations

		indikator1.1	indikator1.2	indikator1.3	Inovasi
indikator1.1	Pearson Correlation	1	.473**	.268**	.747**
	Sig. (2-tailed)		.000	.007	.000
	N	100	100	100	100
indikator1.2	Pearson Correlation	.473**	1	.357**	.822**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
indikator1.3	Pearson Correlation	.268**	.357**	1	.709**
	Sig. (2-tailed)	.007	.000		.000
	N	100	100	100	100
Inovasi	Pearson Correlation	.747**	.822**	.709**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Correlations

		indikator2.1	indikator2.2	indikator2.3	KPP
indikator2.1	Pearson Correlation	1	.337**	.304**	.717**
	Sig. (2-tailed)		.001	.002	.000
	N	100	100	100	100
indikator2.2	Pearson Correlation	.337**	1	.429**	.772**
	Sig. (2-tailed)	.001		.000	.000
	N	100	100	100	100
indikator2.3	Pearson Correlation	.304**	.429**	1	.777**
	Sig. (2-tailed)	.002	.000		.000
	N	100	100	100	100
KPP	Pearson Correlation	.717**	.772**	.777**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Correlations

		indikator3.1	indikator3.2	indikator3.3	KJU
indikator3.1	Pearson Correlation	1	.412**	.126	.633**
	Sig. (2-tailed)		.000	.211	.000
	N	100	100	100	100
indikator3.2	Pearson Correlation	.412**	1	.517**	.876**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
indikator3.3	Pearson Correlation	.126	.517**	1	.746**
	Sig. (2-tailed)	.211	.000		.000
	N	100	100	100	100
KJU	Pearson Correlation	.633**	.876**	.746**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Correlations

		indikator4.1	indikator4.2	indikator4.3	indikator4.4	KMP
indikator4.1	Pearson Correlation	1	.313**	.351**	.345**	.725**
	Sig. (2-tailed)		.001	.000	.000	.000
	N	100	100	100	100	100
indikator4.2	Pearson Correlation	.313**	1	.387**	.168	.689**
	Sig. (2-tailed)	.001		.000	.094	.000
	N	100	100	100	100	100
indikator4.3	Pearson Correlation	.351**	.387**	1	.301**	.724**
	Sig. (2-tailed)	.000	.000		.002	.000
	N	100	100	100	100	100
indikator4.4	Pearson Correlation	.345**	.168	.301**	1	.641**
	Sig. (2-tailed)	.000	.094	.002		.000
	N	100	100	100	100	100
KMP	Pearson Correlation	.725**	.689**	.724**	.641**	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

		indikator5.1	indikator5.2	indikator5.3	KNP
indikator5.1	Pearson Correlation	1	.442**	.386**	.833**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
indikator5.2	Pearson Correlation	.442**	1	.231*	.713**
	Sig. (2-tailed)	.000		.021	.000
	N	100	100	100	100
indikator5.3	Pearson Correlation	.386**	.231*	1	.713**
	Sig. (2-tailed)	.000	.021		.000
	N	100	100	100	100
KNP	Pearson Correlation	.833**	.713**	.713**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

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

Lampiran 3

Reliabilitas

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	Cronbach's Alpha Based on Standardized Items	N of Items
.635	.634	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
indikator1.1	7.32	1.371	.456	.235	.524
indikator1.2	7.86	1.091	.519	.281	.422
indikator1.3	6.98	1.414	.368	.140	.637

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	Cronbach's Alpha Based on Standardized Items	N of Items
.624	.624	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
indikator2.1	7.72	1.375	.378	.145	.599
indikator2.2	7.62	1.268	.476	.231	.465
indikator2.3	7.50	1.202	.448	.213	.504

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	Cronbach's Alpha Based on Standardized Items	N of Items
.630	.619	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
indikator3.1	7.66	2.307	.317	.180	.679
indikator3.2	7.76	1.316	.623	.389	.221
indikator3.3	7.50	1.848	.413	.276	.568

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	Cronbach's Alpha Based on Standardized Items	N of Items
.642	.644	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
indikator4.1	11.22	2.274	.464	.218	.543
indikator4.2	11.54	2.332	.389	.186	.599
indikator4.3	11.19	2.337	.484	.238	.532
indikator4.4	11.02	2.545	.358	.156	.616

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	Cronbach's Alpha Based on Standardized Items	N of Items
.623	.621	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
indikator5.1	7.91	1.275	.526	.281	.375
indikator5.2	7.85	1.785	.412	.200	.554
indikator5.3	7.88	1.723	.372	.154	.603

Lampiran 4

Regresi

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	KPP, Inovasi[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: KJU

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.566[a]	.321	.307	1.550

a. Predictors: (Constant), KPP, Inovasi

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.072	1.250		2.457	.016
	Inovasi	.313	.129	.263	2.430	.017
	KPP	.431	.129	.361	3.332	.001

a. Dependent Variable: KJU

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	KJU[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: KMP

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.468[a]	.219	.211	1.724

a. Predictors: (Constant), KJU

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.392	1.081		8.691	.000
	KJU	.488	.093	.468	5.247	.000

a. Dependent Variable: KMP

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	KMP, Inovasi, KPP[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: KNP

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.730[a]	.533	.518	1.206

a. Predictors: (Constant), KMP, Inovasi, KPP

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.183	1.037		1.141	.257
	Inovasi	.297	.101	.268	2.955	.004
	KPP	.355	.134	.318	2.658	.009
	KMP	.219	.098	.245	2.233	.028

a. Dependent Variable: KNP