

# LAMPIRAN



**DAFTAR PERTANYAAN (KUESIONER) PENGARUH  
ORIENTASI PASAR DAN INOVASI PRODUK  
TERHADAP KEUNGGULAN BERSAING UNTUK  
MENINGKATKAN KINERJA PEMASARAN**

---

Semarang, Mei 2019

Hal : Permohonan Pengisian Kuesioner  
Kepada Yth:  
Bapak/Ibu Responden  
Di tempat

Dengan hormat,

Dalam rangka penyelesaian penyusunan skripsi jurusan Manajemen Universitas Islam Sultan Agung saya bermaksud untuk melakukan penelitian dengan judul **“PENGARUH ORIENTASI PASAR DAN INOVASI PRODUK TERHADAP KEUNGGULAN BERSAING UNTUK MENINGKATKAN KINERJA PEMASARAN (studi pada UMKM Lumpia di Semarang)”** Kuesioner ini terdiri atas sejumlah pernyataan. Perlu Bapak/Ibu ketahui bahwa keberhasilan penelitian ini sangat tergantung dari partisipasi Bapak/Ibu dalam menjawab kuesioner.

Untuk mendapatkan data yang maksimal maka saya mengharapkan partisipasi bapak/ibu untuk menjawab beberapa pertanyaan dengan sebaik baiknya sesuai pengetahuan dan pengalaman yang dimiliki.

Sebelumnya saya ucapkan terimakasih sebesar-besarnya atas kesediaan bapak atau ibu yang telah membantu penelitian ini.

Hormat saya,

Aprilia Caesarsari Kuswardani

## **Lampiran 1**

### **KUESIONER PENELITIAN**

Yth. Bapak/Ibu Responden

Bersama ini saya mohon kesediaan Bapak/Ibu untuk mengisi kuesioner dalam rangka penelitian saya yang berjudul: **“PENGARUH ORIENTASI PASAR DAN INOVASI PRODUK TERHADAP KEUNGGULAN BERSAING UNTUK MENINGKATKAN KINERJA PEMASARAN (studi pada UMKM Lumpia di Semarang)”**

Kuesioner ini terdiri atas sejumlah pernyataan. Perlu Bapak/Ibu ketahui bahwa keberhasilan penelitian ini sangat tergantung dari partisipasi Bapak/Ibu dalam menjawab kuesioner.

#### **Cara Pengisian Kuesioner**

Bapak/Ibu cukup memberikan tanda silang (X) pada pilihan jawaban yang tersedia (rentang angka dari 1 sampai dengan 5) sesuai dengan pendapat Bapak/Ibu. Setiap pernyataan mengharapkan hanya satu jawaban. Setiap angka akan mewakili tingkat kesesuaian dengan pendapat Bapak/Ibu:

1 = Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Netral (N)

4 = Setuju (S)

5 = Sangat Setuju (SS)

Atas partisipasi dan kerjasamanya, saya mengucapkan terima kasih.

Karakteristik / Identitas Responden

1. Nama Responden :
2. Jenis kelamin :
3. Usia :
4. Pendidikan terakhir responden :

| <b>ORIENTASI PASAR</b>                                                                         |                                                                                                                    |            |           |          |          |           |
|------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|------------|-----------|----------|----------|-----------|
| <b>NO</b>                                                                                      | <b>Pernyataan</b>                                                                                                  | <b>STS</b> | <b>TS</b> | <b>N</b> | <b>S</b> | <b>SS</b> |
| 1                                                                                              | Perusahaan kami sering melakukan interaksi dengan pelanggan untuk mengetahui bagaimana melayani mereka dengan baik |            |           |          |          |           |
| 2                                                                                              | Perusahaan kami mengkaji ulang produk untuk bisa menjamin bahwa produk kami sesuai dengan keinginan pelanggan.     |            |           |          |          |           |
| 3                                                                                              | Perusahaan kami mengkaji ulang terhadap pengaruh perubahan pasar agar sesuai keinginan pelanggan.                  |            |           |          |          |           |
| Menurut anda sejauh mana perusahaan melakukan orientasi pasar untuk dapat memuaskan pelanggan? |                                                                                                                    |            |           |          |          |           |

| <b>INOVASI PRODUK</b>                                              |                                                                                 |            |           |          |          |           |
|--------------------------------------------------------------------|---------------------------------------------------------------------------------|------------|-----------|----------|----------|-----------|
| <b>NO</b>                                                          | <b>Pernyataan</b>                                                               | <b>STS</b> | <b>TS</b> | <b>N</b> | <b>S</b> | <b>SS</b> |
| 1                                                                  | Perusahaan kami membuat kemasan baru yang unik agar berbeda dari pesaing.       |            |           |          |          |           |
| 2                                                                  | Perusahaan kami berusaha membuat dan memperkenalkan produk baru kepada konsumen |            |           |          |          |           |
| 3                                                                  | Perusahaan kami mencoba proses produk dengan cara baru                          |            |           |          |          |           |
| Menurut anda perusahaan akan melakukan inovasi produk baru berupa? |                                                                                 |            |           |          |          |           |

| <b>KEUNGGULAN BERSAING</b>                                                             |                                                                      |            |           |          |          |           |
|----------------------------------------------------------------------------------------|----------------------------------------------------------------------|------------|-----------|----------|----------|-----------|
| <b>NO</b>                                                                              | <b>Pernyataan</b>                                                    | <b>STS</b> | <b>TS</b> | <b>N</b> | <b>S</b> | <b>SS</b> |
| 1                                                                                      | Perusahaan kami menetapkan harga dapat bersaing di pasar             |            |           |          |          |           |
| 2                                                                                      | Perusahaan kami memberikan kualitas terbaik dari produk pesaing      |            |           |          |          |           |
| 3                                                                                      | Perusahaan kami memiliki inovasi produk yang berbeda dengan pesaing. |            |           |          |          |           |
| Menurut anda perusahaan akan melakukan apa selanjutnya agar tetap unggul dari pesaing? |                                                                      |            |           |          |          |           |

| <b>KINERJA PEMASARAN</b>                                                            |                                                                                     |            |           |          |          |           |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|------------|-----------|----------|----------|-----------|
| <b>NO</b>                                                                           | <b>Pernyataan</b>                                                                   | <b>STS</b> | <b>TS</b> | <b>N</b> | <b>S</b> | <b>SS</b> |
| 1                                                                                   | Perusahaan kami memiliki kenaikan laba lebih meningkat dibandingkan dengan pesaing. |            |           |          |          |           |
| 2                                                                                   | Perusahaan kami memiliki pelanggan lebih luas dari pesaing                          |            |           |          |          |           |
| 3                                                                                   | Perusahaan kami memiliki hasil penjualan lebih tinggi di bandingkan pesaing.        |            |           |          |          |           |
| Menurut anda apa yang akan perusahaan lakukan untuk meningkatkan kinerja pemasaran? |                                                                                     |            |           |          |          |           |

## Lampiran 2

| X1.1 | X1.2 | X1.3 | X1 | X2.1 | X2.2 | X2.3 | X2 | Y1.1 | Y1.2 | Y1.3 | Y1 | Y2.1 | Y2.2 | Y2.3 | Y2 |
|------|------|------|----|------|------|------|----|------|------|------|----|------|------|------|----|
| 5    | 5    | 4    | 14 | 4    | 4    | 3    | 11 | 5    | 4    | 4    | 13 | 3    | 4    | 3    | 10 |
| 4    | 4    | 3    | 11 | 4    | 3    | 3    | 10 | 4    | 4    | 3    | 11 | 3    | 3    | 3    | 9  |
| 5    | 4    | 4    | 13 | 5    | 5    | 4    | 14 | 5    | 5    | 4    | 14 | 4    | 5    | 4    | 13 |
| 4    | 4    | 4    | 12 | 5    | 4    | 3    | 12 | 4    | 4    | 4    | 12 | 3    | 4    | 4    | 11 |
| 4    | 3    | 3    | 10 | 4    | 4    | 4    | 12 | 4    | 4    | 3    | 11 | 3    | 4    | 3    | 10 |
| 3    | 3    | 3    | 9  | 4    | 3    | 3    | 10 | 3    | 4    | 3    | 10 | 3    | 3    | 3    | 9  |
| 5    | 4    | 4    | 13 | 4    | 4    | 3    | 11 | 5    | 3    | 4    | 12 | 4    | 4    | 4    | 12 |
| 4    | 4    | 4    | 12 | 3    | 3    | 3    | 9  | 4    | 4    | 3    | 11 | 3    | 3    | 4    | 10 |
| 5    | 5    | 4    | 14 | 5    | 5    | 4    | 14 | 5    | 4    | 4    | 13 | 4    | 5    | 4    | 13 |
| 4    | 3    | 3    | 10 | 4    | 4    | 4    | 12 | 4    | 4    | 4    | 12 | 3    | 3    | 3    | 9  |
| 4    | 4    | 3    | 11 | 5    | 4    | 4    | 13 | 4    | 5    | 4    | 13 | 4    | 4    | 4    | 12 |
| 5    | 5    | 4    | 14 | 5    | 5    | 4    | 14 | 5    | 5    | 4    | 14 | 4    | 4    | 5    | 13 |
| 5    | 5    | 5    | 15 | 5    | 4    | 5    | 14 | 5    | 5    | 5    | 15 | 5    | 5    | 5    | 15 |
| 4    | 3    | 3    | 10 | 4    | 4    | 4    | 12 | 4    | 4    | 3    | 11 | 3    | 4    | 4    | 11 |
| 4    | 4    | 4    | 12 | 4    | 4    | 3    | 11 | 5    | 5    | 4    | 14 | 4    | 5    | 4    | 13 |
| 5    | 4    | 5    | 14 | 4    | 4    | 3    | 11 | 5    | 5    | 5    | 15 | 5    | 4    | 5    | 14 |
| 3    | 4    | 4    | 11 | 5    | 4    | 3    | 12 | 4    | 3    | 3    | 10 | 3    | 4    | 3    | 10 |
| 4    | 3    | 3    | 10 | 3    | 3    | 2    | 8  | 3    | 3    | 3    | 9  | 2    | 3    | 3    | 8  |

|   |   |   |    |   |   |   |    |   |   |   |    |   |   |   |    |
|---|---|---|----|---|---|---|----|---|---|---|----|---|---|---|----|
| 5 | 5 | 5 | 15 | 4 | 4 | 4 | 12 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 12 |
| 4 | 4 | 3 | 11 | 4 | 3 | 3 | 10 | 4 | 4 | 3 | 11 | 3 | 4 | 3 | 10 |
| 5 | 5 | 4 | 14 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 5 | 4 | 13 |
| 3 | 3 | 3 | 9  | 4 | 3 | 4 | 11 | 3 | 4 | 3 | 10 | 3 | 3 | 3 | 9  |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 13 | 4 | 5 | 4 | 13 |
| 4 | 3 | 3 | 10 | 3 | 3 | 3 | 9  | 4 | 3 | 3 | 10 | 3 | 4 | 4 | 11 |
| 4 | 5 | 4 | 13 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 5 | 4 | 13 |
| 5 | 5 | 4 | 14 | 5 | 5 | 4 | 14 | 4 | 5 | 4 | 13 | 5 | 5 | 4 | 14 |
| 3 | 4 | 3 | 10 | 3 | 4 | 3 | 10 | 4 | 3 | 3 | 10 | 3 | 3 | 3 | 9  |
| 5 | 5 | 5 | 15 | 5 | 4 | 4 | 13 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 12 |
| 3 | 3 | 4 | 10 | 3 | 3 | 4 | 10 | 3 | 4 | 3 | 10 | 3 | 3 | 4 | 10 |
| 3 | 3 | 3 | 9  | 3 | 3 | 3 | 9  | 3 | 2 | 2 | 7  | 3 | 3 | 3 | 9  |
| 5 | 4 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 11 | 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 | 4 | 4 | 3 | 11 | 3 | 3 | 3 | 9  | 4 | 3 | 3 | 10 |
| 4 | 4 | 3 | 11 | 3 | 3 | 3 | 9  | 3 | 3 | 2 | 8  | 3 | 3 | 3 | 9  |
| 3 | 3 | 2 | 8  | 2 | 2 | 2 | 6  | 2 | 2 | 2 | 6  | 2 | 2 | 3 | 7  |
| 3 | 3 | 3 | 9  | 4 | 3 | 3 | 10 | 3 | 4 | 3 | 10 | 3 | 4 | 3 | 10 |
| 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 | 4 | 4 | 5 | 13 | 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 | 5 | 5 | 4 | 14 | 5 | 5 | 4 | 14 | 4 | 5 | 4 | 13 |
| 3 | 3 | 3 | 9  | 4 | 4 | 3 | 11 | 4 | 3 | 3 | 10 | 3 | 4 | 3 | 10 |



|   |   |   |    |   |   |   |    |   |   |   |    |   |   |   |    |
|---|---|---|----|---|---|---|----|---|---|---|----|---|---|---|----|
| 5 | 4 | 4 | 13 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 12 | 5 | 5 | 4 | 14 |
| 4 | 3 | 3 | 10 | 4 | 4 | 3 | 11 | 3 | 3 | 3 | 9  | 4 | 3 | 3 | 10 |
| 4 | 4 | 4 | 12 | 4 | 4 | 4 | 12 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 |
| 4 | 5 | 4 | 13 | 4 | 5 | 4 | 13 | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 14 |
| 3 | 3 | 3 | 9  | 3 | 3 | 3 | 9  | 4 | 3 | 3 | 10 | 3 | 4 | 3 | 10 |
| 2 | 2 | 2 | 6  | 2 | 3 | 2 | 7  | 3 | 3 | 3 | 9  | 3 | 3 | 3 | 9  |
| 4 | 4 | 3 | 11 | 4 | 4 | 3 | 11 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 |
| 3 | 4 | 3 | 10 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 | 4 | 5 | 5 | 14 |
| 4 | 4 | 4 | 12 | 4 | 5 | 4 | 13 | 4 | 5 | 4 | 13 | 5 | 5 | 4 | 14 |
| 4 | 5 | 5 | 14 | 5 | 5 | 5 | 15 | 5 | 4 | 5 | 14 | 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 12 | 3 | 3 | 4 | 10 | 4 | 3 | 3 | 10 | 3 | 3 | 4 | 10 |
| 5 | 5 | 5 | 15 | 4 | 4 | 3 | 11 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 13 |
| 4 | 3 | 4 | 11 | 3 | 3 | 3 | 9  | 3 | 3 | 3 | 9  | 3 | 4 | 3 | 10 |
| 5 | 5 | 5 | 15 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 12 | 5 | 5 | 5 | 15 |

## Lampiran 3 Hasil Distribusi

### Frequencies

|      |         | Statistics |      |      |
|------|---------|------------|------|------|
|      |         | X1.1       | X1.2 | X1.3 |
| N    | Valid   | 52         | 52   | 52   |
|      | Missing | 0          | 0    | 0    |
| Mean |         | 4,04       | 3,92 | 3,67 |

### Frequency Table

|       |       | X1.1      |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS    | 1         | 1,9     | 1,9           | 1,9                |
|       | N     | 11        | 21,2    | 21,2          | 23,1               |
|       | S     | 25        | 48,1    | 48,1          | 71,2               |
|       | SS    | 15        | 28,8    | 28,8          | 100,0              |
|       | Total | 52        | 100,0   | 100,0         |                    |

|       |       | X1.2      |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS    | 1         | 1,9     | 1,9           | 1,9                |
|       | N     | 15        | 28,8    | 28,8          | 30,8               |
|       | S     | 23        | 44,2    | 44,2          | 75,0               |
|       | SS    | 13        | 25,0    | 25,0          | 100,0              |
|       | Total | 52        | 100,0   | 100,0         |                    |

**X1.3**

|       |       | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | TS    | 2         | 3,8     | 3,8           | 3,8                   |
|       | N     | 20        | 38,5    | 38,5          | 42,3                  |
|       | S     | 23        | 44,2    | 44,2          | 86,5                  |
|       | SS    | 7         | 13,5    | 13,5          | 100,0                 |
|       | Total | 52        | 100,0   | 100,0         |                       |

**Frequencies****Statistics**

|   |         | X2.1 | X2.2 | X2.3 |
|---|---------|------|------|------|
| N | Valid   | 52   | 52   | 52   |
|   | Missing | 0    | 0    | 0    |
|   | Mean    | 4,02 | 3,83 | 3,48 |

**Frequency Table****X2.1**

|       |       | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | TS    | 2         | 3,8     | 3,8           | 3,8                   |
|       | N     | 10        | 19,2    | 19,2          | 23,1                  |
|       | S     | 25        | 48,1    | 48,1          | 71,2                  |
|       | SS    | 15        | 28,8    | 28,8          | 100,0                 |
|       | Total | 52        | 100,0   | 100,0         |                       |

**X2.2**

|       |       | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | TS    | 1         | 1,9     | 1,9           | 1,9                   |
|       | N     | 15        | 28,8    | 28,8          | 30,8                  |
|       | S     | 28        | 53,8    | 53,8          | 84,6                  |
|       | SS    | 8         | 15,4    | 15,4          | 100,0                 |
|       | Total | 52        | 100,0   | 100,0         |                       |

**X2.3**

|       |       | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | TS    | 3         | 5,8     | 5,8           | 5,8                   |
|       | N     | 23        | 44,2    | 44,2          | 50,0                  |
|       | S     | 24        | 46,2    | 46,2          | 96,2                  |
|       | SS    | 2         | 3,8     | 3,8           | 100,0                 |
|       | Total | 52        | 100,0   | 100,0         |                       |

**Frequencies****Statistics**

|      |         | Y1.1 | Y1.2 | Y1.3 |
|------|---------|------|------|------|
| N    | Valid   | 52   | 52   | 52   |
|      | Missing | 0    | 0    | 0    |
| Mean |         | 3,98 | 3,85 | 3,54 |

**Frequency Table****Y1.1**

|       |       | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | TS    | 1         | 1,9     | 1,9           | 1,9                   |
|       | N     | 11        | 21,2    | 21,2          | 23,1                  |
|       | S     | 28        | 53,8    | 53,8          | 76,9                  |
|       | SS    | 12        | 23,1    | 23,1          | 100,0                 |
|       | Total | 52        | 100,0   | 100,0         |                       |

**Y1.2**

|       |       | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | TS    | 2         | 3,8     | 3,8           | 3,8                   |
|       | N     | 14        | 26,9    | 26,9          | 30,8                  |
|       | S     | 26        | 50,0    | 50,0          | 80,8                  |
|       | SS    | 10        | 19,2    | 19,2          | 100,0                 |
|       | Total | 52        | 100,0   | 100,0         |                       |

**Y1.3**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | TS    | 3         | 5,8     | 5,8           | 5,8                |
|       | N     | 22        | 42,3    | 42,3          | 48,1               |
|       | S     | 23        | 44,2    | 44,2          | 92,3               |
|       | SS    | 4         | 7,7     | 7,7           | 100,0              |
|       | Total | 52        | 100,0   | 100,0         |                    |

**Frequencies****Statistics**

|      |         | Y2.1 | Y2.2 | Y2.3 |
|------|---------|------|------|------|
| N    | Valid   | 52   | 52   | 52   |
|      | Missing | 0    | 0    | 0    |
| Mean |         | 3,65 | 3,98 | 3,75 |

**Frequency Table****Y2.1**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | TS    | 2         | 3,8     | 3,8           | 3,8                |
|       | N     | 22        | 42,3    | 42,3          | 46,2               |
|       | S     | 20        | 38,5    | 38,5          | 84,6               |
|       | SS    | 8         | 15,4    | 15,4          | 100,0              |
|       | Total | 52        | 100,0   | 100,0         |                    |

Y2.2

|       |       | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | TS    | 1         | 1,9     | 1,9           | 1,9                   |
|       | N     | 14        | 26,9    | 26,9          | 28,8                  |
|       | S     | 22        | 42,3    | 42,3          | 71,2                  |
|       | SS    | 15        | 28,8    | 28,8          | 100,0                 |
|       | Total | 52        | 100,0   | 100,0         |                       |

Y2.3

|       |       | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | N     | 20        | 38,5    | 38,5          | 38,5                  |
|       | S     | 25        | 48,1    | 48,1          | 86,5                  |
|       | SS    | 7         | 13,5    | 13,5          | 100,0                 |
|       | Total | 52        | 100,0   | 100,0         |                       |

## Lampiran 4

### Uji Validitas dan Reliabilitas Orientasi Pasar

Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 52 | 100,0 |
|       | Excluded <sup>a</sup> | 0  | ,0    |
|       | Total                 | 52 | 100,0 |

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

Reliability Statistics

| Cronbach's<br>Alpha | N of Items |
|---------------------|------------|
| ,856                | 4          |

**Item-Total Statistics**

|                 | Scale Mean if<br>Item Deleted | Scale Variance if<br>Item Deleted | Corrected<br>Item-Total<br>Correlation | Cronbach's<br>Alpha if Item<br>Deleted |
|-----------------|-------------------------------|-----------------------------------|----------------------------------------|----------------------------------------|
| X1.1            | 19,23                         | 12,299                            | ,843                                   | ,823                                   |
| X1.2            | 19,35                         | 12,035                            | ,870                                   | ,812                                   |
| X1.3            | 19,60                         | 12,285                            | ,855                                   | ,821                                   |
| Orientasi pasar | 11,63                         | 4,354                             | 1,000                                  | ,885                                   |

## Uji Validitas dan Reliabilitas Inovasi Produk

**Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 52 | 100,0 |
|       | Excluded <sup>a</sup> | 0  | ,0    |
|       | Total                 | 52 | 100,0 |

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

**Reliability Statistics**

| Cronbach's<br>Alpha | N of Items |
|---------------------|------------|
| ,855                | 4          |

**Item-Total Statistics**

|                | Scale Mean if<br>Item Deleted | Scale Variance if<br>Item Deleted | Corrected<br>Item-Total<br>Correlation | Cronbach's<br>Alpha if Item<br>Deleted |
|----------------|-------------------------------|-----------------------------------|----------------------------------------|----------------------------------------|
| X2.1           | 18,63                         | 9,727                             | ,863                                   | ,787                                   |
| X2.2           | 18,83                         | 10,420                            | ,829                                   | ,813                                   |
| X2.3           | 19,17                         | 10,852                            | ,769                                   | ,834                                   |
| Inovasi produk | 11,33                         | 3,675                             | 1,000                                  | ,849                                   |

## Uji Validitas dan Reliabilitas Keunggulan Bersaing

**Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 52 | 100,0 |
|       | Excluded <sup>a</sup> | 0  | ,0    |
|       | Total                 | 52 | 100,0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,856             | 4          |

**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                | 18,75                      | 10,936                         | ,813                             | ,818                             |
| Y1.2                | 18,88                      | 10,732                         | ,794                             | ,815                             |
| Y1.3                | 19,19                      | 10,747                         | ,861                             | ,805                             |
| Keunggulan bersaing | 11,37                      | 3,844                          | 1,000                            | ,852                             |

## Uji Validitas dan Reliabilitas Kinerja Pemasaran

**Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 52 | 100,0 |
|       | Excluded <sup>a</sup> | 0  | ,0    |
|       | Total                 | 52 | 100,0 |

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



**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,858             | 4          |

**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              | 19,12                      | 11,163                         | ,863                             | ,802                             |
| Y2.2              | 18,79                      | 11,229                         | ,828                             | ,809                             |
| Y2.3              | 19,02                      | 12,019                         | ,814                             | ,832                             |
| Kinerja pemasaran | 11,38                      | 4,084                          | 1,000                            | ,863                             |

## Lampiran 5

### Regression\_1

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

| Model | Variables Entered                            | Variables Removed | Method |
|-------|----------------------------------------------|-------------------|--------|
| 1     | Inovasi produk, Orientasi pasar <sup>b</sup> | .                 | Enter  |

a. Dependent Variable: Keunggulan bersaing

b. All requested variables entered.

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | ,823 <sup>a</sup> | ,678     | ,665              | 1,135                      |

a. Predictors: (Constant), Inovasi produk, Orientasi pasar

b. Dependent Variable: Keunggulan bersaing

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 132,912        | 2  | 66,456      | 51,569 | ,000 <sup>b</sup> |
|       | Residual   | 63,145         | 49 | 1,289       |        |                   |
|       | Total      | 196,058        | 51 |             |        |                   |

a. Dependent Variable: Keunggulan bersaing

b. Predictors: (Constant), Inovasi produk, Orientasi pasar

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

| Model |                 | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|-------|-----------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|       |                 | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1     | (Constant)      | 1,293                       | 1,006      |                           | 1,286 | ,205 |                         |       |
|       | Orientasi pasar | ,296                        | ,106       | ,315                      | 2,785 | ,008 | ,514                    | 1,945 |
|       | Inovasi produk  | ,585                        | ,116       | ,572                      | 5,061 | ,000 | ,514                    | 1,945 |

a. Dependent Variable: Keunggulan bersaing

**Collinearity Diagnostics<sup>a</sup>**

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions |                 |                |
|-------|-----------|------------|-----------------|----------------------|-----------------|----------------|
|       |           |            |                 | (Constant)           | Orientasi pasar | Inovasi produk |
| 1     | 1         | 2,975      | 1,000           | ,00                  | ,00             | ,00            |
|       | 2         | ,017       | 13,377          | ,97                  | ,23             | ,09            |
|       | 3         | ,009       | 18,503          | ,03                  | ,77             | ,91            |

a. Dependent Variable: Keunggulan bersaing

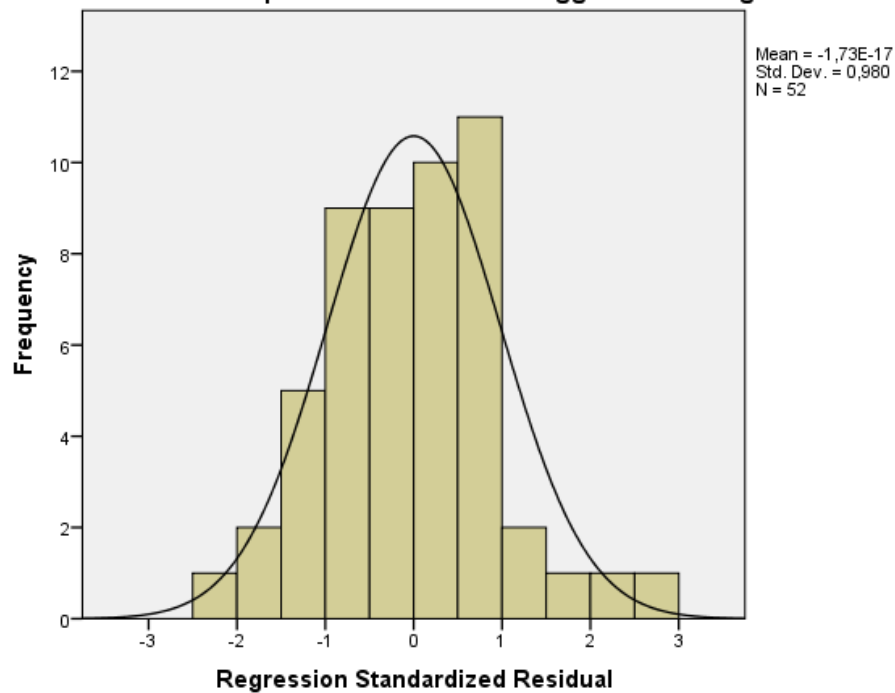
Residuals Statistics<sup>a</sup>

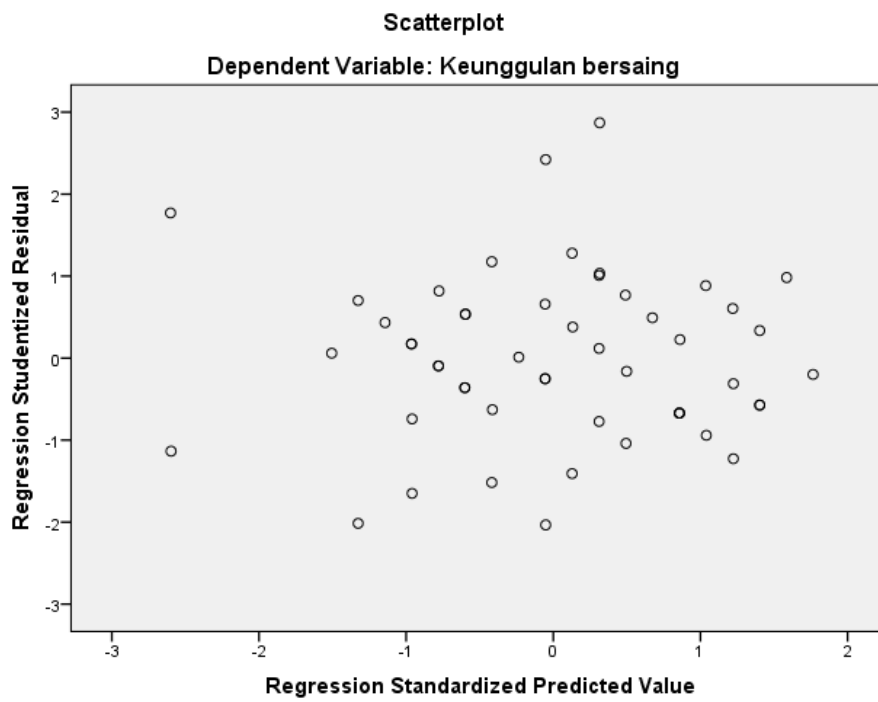
|                                   | Minimum | Maximum | Mean  | Std. Deviation | N  |
|-----------------------------------|---------|---------|-------|----------------|----|
| Predicted Value                   | 7,17    | 14,22   | 11,37 | 1,614          | 52 |
| Std. Predicted Value              | -2,602  | 1,765   | ,000  | 1,000          | 52 |
| Standard Error of Predicted Value | ,165    | ,471    | ,264  | ,070           | 52 |
| Adjusted Predicted Value          | 6,80    | 14,24   | 11,36 | 1,619          | 52 |
| Residual                          | -2,282  | 3,126   | ,000  | 1,113          | 52 |
| Std. Residual                     | -2,010  | 2,754   | ,000  | ,980           | 52 |
| Stud. Residual                    | -2,034  | 2,870   | ,002  | 1,011          | 52 |
| Deleted Residual                  | -2,353  | 3,396   | ,005  | 1,185          | 52 |
| Stud. Deleted Residual            | -2,104  | 3,115   | ,006  | 1,040          | 52 |
| Mahal. Distance                   | ,096    | 7,795   | 1,962 | 1,657          | 52 |
| Cook's Distance                   | ,000    | ,238    | ,022  | ,045           | 52 |
| Centered Leverage Value           | ,002    | ,153    | ,038  | ,032           | 52 |

a. Dependent Variable: Keunggulan bersaing

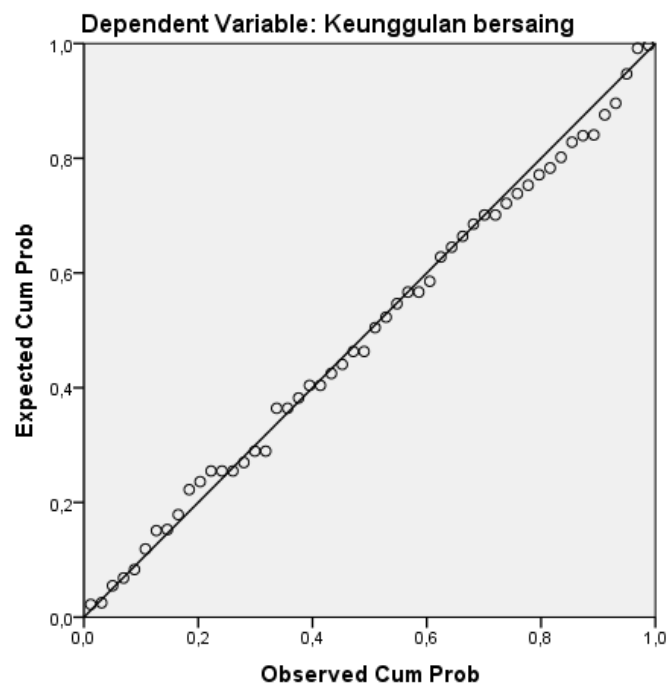
Histogram

Dependent Variable: Keunggulan bersaing





**Normal P-P Plot of Regression Standardized Residual**



## NPar Tests

One-Sample Kolmogorov-Smirnov Test

|                                  |                | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N                                |                | 52                      |
| Normal Parameters <sup>a,b</sup> | Mean           | ,0000000                |
|                                  | Std. Deviation | 1,11271869              |
| Most Extreme Differences         | Absolute       | ,058                    |
|                                  | Positive       | ,058                    |
|                                  | Negative       | -,045                   |
| Test Statistic                   |                | ,058                    |
| Asymp. Sig. (2-tailed)           |                | ,200 <sup>c,d</sup>     |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

## Nonparametric Correlations

Correlations

|                |                         |                         | Orientasi pasar | Inovasi produk | Unstandardized Residual |
|----------------|-------------------------|-------------------------|-----------------|----------------|-------------------------|
| Spearman's rho | Orientasi pasar         | Correlation Coefficient | 1,000           | ,669**         | -,011                   |
|                |                         | Sig. (1-tailed)         | .               | ,000           | ,469                    |
|                |                         | N                       | 52              | 52             | 52                      |
|                | Inovasi produk          | Correlation Coefficient | ,669**          | 1,000          | -,020                   |
|                |                         | Sig. (1-tailed)         | ,000            | .              | ,443                    |
|                |                         | N                       | 52              | 52             | 52                      |
|                | Unstandardized Residual | Correlation Coefficient | -,011           | -,020          | 1,000                   |
|                |                         | Sig. (1-tailed)         | ,469            | ,443           | .                       |
|                |                         | N                       | 52              | 52             | 52                      |

\*\* . Correlation is significant at the 0.01 level (1-tailed).

## Lampiran 6 Regression\_2

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

| Model | Variables Entered                                                       | Variables Removed | Method |
|-------|-------------------------------------------------------------------------|-------------------|--------|
| 1     | Keunggulan bersaing,<br>Orientasi pasar,<br>Inovasi produk <sup>b</sup> |                   | Enter  |

a. Dependent Variable: Kinerja pemasaran

b. All requested variables entered.

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | ,857 <sup>a</sup> | ,734     | ,718              | 1,074                      |

a. Predictors: (Constant), Keunggulan bersaing, Orientasi pasar, Inovasi produk

b. Dependent Variable: Kinerja pemasaran

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 152,992        | 3  | 50,997      | 44,253 | ,000 <sup>b</sup> |
|       | Residual   | 55,316         | 48 | 1,152       |        |                   |
|       | Total      | 208,308        | 51 |             |        |                   |

a. Dependent Variable: Kinerja pemasaran

b. Predictors: (Constant), Keunggulan bersaing, Orientasi pasar, Inovasi produk

Coefficients<sup>a</sup>

| Model | Unstandardized Coefficients |            | Standardized Coefficients | t    | Sig.  | Collinearity Statistics |      |       |
|-------|-----------------------------|------------|---------------------------|------|-------|-------------------------|------|-------|
|       | B                           | Std. Error | Beta                      |      |       | Tolerance               | VIF  |       |
|       | 1                           | (Constant) | ,406                      |      |       | ,967                    |      | ,420  |
|       | Orientasi pasar             | ,237       | ,108                      | ,245 | 2,192 | ,033                    | ,444 | 2,253 |
|       | Inovasi produk              | ,331       | ,135                      | ,314 | 2,451 | ,018                    | ,338 | 2,962 |
|       | Keunggulan bersaing         | ,394       | ,135                      | ,382 | 2,914 | ,005                    | ,322 | 3,105 |

a. Dependent Variable: Kinerja pemasaran

Collinearity Diagnostics<sup>a</sup>

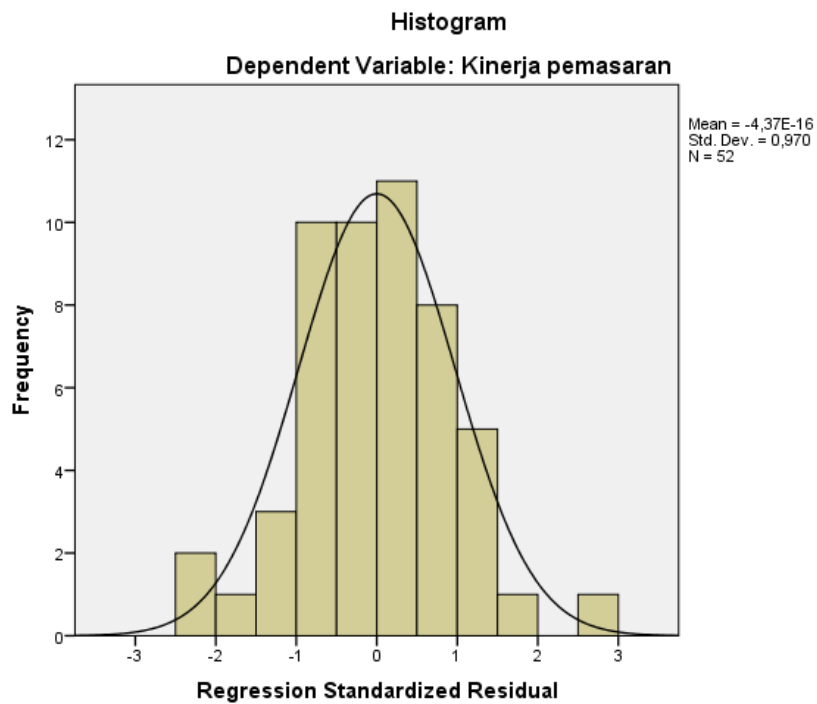
| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions |                 |                |                     |
|-------|-----------|------------|-----------------|----------------------|-----------------|----------------|---------------------|
|       |           |            |                 | (Constant)           | Orientasi pasar | Inovasi produk | Keunggulan bersaing |
| 1     | 1         | 3,967      | 1,000           | ,00                  | ,00             | ,00            | ,00                 |
|       | 2         | ,018       | 14,887          | ,99                  | ,08             | ,03            | ,04                 |
|       | 3         | ,010       | 20,364          | ,00                  | ,92             | ,20            | ,14                 |
|       | 4         | ,006       | 26,201          | ,00                  | ,01             | ,77            | ,81                 |

a. Dependent Variable: Kinerja pemasaran

Residuals Statistics<sup>a</sup>

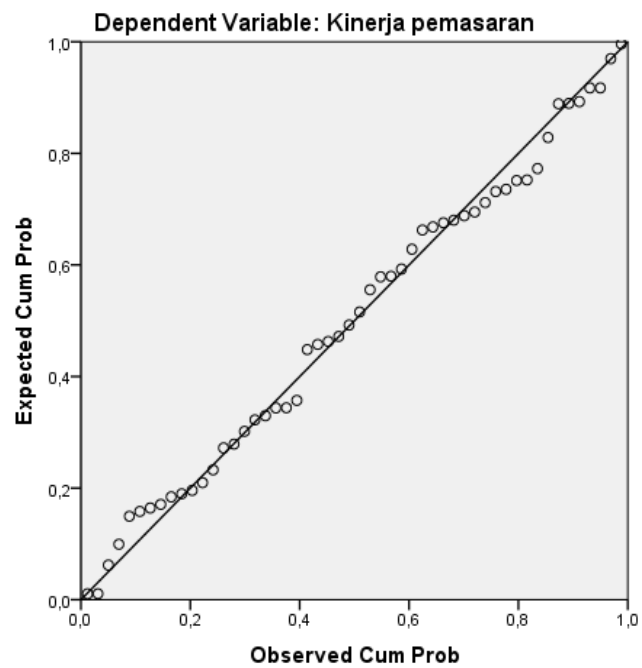
|                                   | Minimum | Maximum | Mean  | Std. Deviation | N  |
|-----------------------------------|---------|---------|-------|----------------|----|
| Predicted Value                   | 6,65    | 14,50   | 11,38 | 1,732          | 52 |
| Std. Predicted Value              | -2,734  | 1,797   | ,000  | 1,000          | 52 |
| Standard Error of Predicted Value | ,156    | ,520    | ,288  | ,077           | 52 |
| Adjusted Predicted Value          | 6,56    | 14,45   | 11,38 | 1,748          | 52 |
| Residual                          | -2,481  | 2,861   | ,000  | 1,041          | 52 |
| Std. Residual                     | -2,311  | 2,665   | ,000  | ,970           | 52 |
| Stud. Residual                    | -2,435  | 2,755   | ,004  | 1,010          | 52 |
| Deleted Residual                  | -2,755  | 3,056   | ,009  | 1,130          | 52 |
| Stud. Deleted Residual            | -2,574  | 2,971   | ,004  | 1,039          | 52 |
| Mahal. Distance                   | ,096    | 10,973  | 2,942 | 2,276          | 52 |
| Cook's Distance                   | ,000    | ,164    | ,022  | ,037           | 52 |
| Centered Leverage Value           | ,002    | ,215    | ,058  | ,045           | 52 |

a. Dependent Variable: Kinerja pemasaran

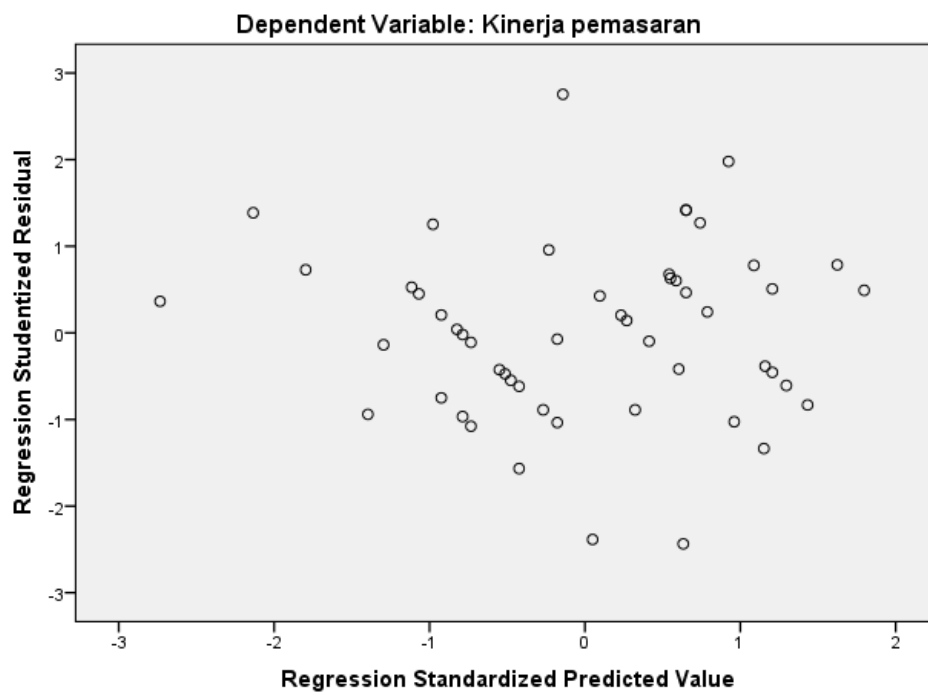




Normal P-P Plot of Regression Standardized Residual



Scatterplot



## NPar Tests

### One-Sample Kolmogorov-Smirnov Test

|                                  |                | Unstandardized<br>Residual |
|----------------------------------|----------------|----------------------------|
| N                                |                | 52                         |
| Normal Parameters <sup>a,b</sup> | Mean           | ,0000000                   |
|                                  | Std. Deviation | 1,04145207                 |
| Most Extreme Differences         | Absolute       | ,068                       |
|                                  | Positive       | ,068                       |
|                                  | Negative       | -,065                      |
| Test Statistic                   |                | ,068                       |
| Asymp. Sig. (2-tailed)           |                | ,200 <sup>c,d</sup>        |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

## Nonparametric Correlations

Correlations

|                         |                         | Orientasi pasar | Inovasi produk | Keunggulan bersaing | Unstandardized Residual |
|-------------------------|-------------------------|-----------------|----------------|---------------------|-------------------------|
| Spearman's rho          | Orientasi pasar         |                 |                |                     |                         |
|                         | Correlation Coefficient | 1,000           | ,669**         | ,730**              | ,078                    |
|                         | Sig. (1-tailed)         | .               | ,000           | ,000                | ,291                    |
|                         | N                       | 52              | 52             | 52                  | 52                      |
| Inovasi produk          | Correlation Coefficient | ,669**          | 1,000          | ,779**              | ,046                    |
|                         | Sig. (1-tailed)         | ,000            | .              | ,000                | ,373                    |
|                         | N                       | 52              | 52             | 52                  | 52                      |
| Keunggulan bersaing     | Correlation Coefficient | ,730**          | ,779**         | 1,000               | ,066                    |
|                         | Sig. (1-tailed)         | ,000            | ,000           | .                   | ,320                    |
|                         | N                       | 52              | 52             | 52                  | 52                      |
| Unstandardized Residual | Correlation Coefficient | ,078            | ,046           | ,066                | 1,000                   |
|                         | Sig. (1-tailed)         | ,291            | ,373           | ,320                | .                       |
|                         | N                       | 52              | 52             | 52                  | 52                      |

\*\* . Correlation is significant at the 0.01 level (1-tailed).