

## KUESIONER PENELITIAN

### PROGRAM STUDI MANAJEMEN – KONSENTRASI PEMASARAN MODEL PENINGKATAN KINERJA BISNIS UMKM MAKANAN DI KOTA SEMARANG BERBASIS *SPECIALIZED MARKETING* *CAPABILITY* DAN KEUNGGULAN PRODUK

#### Petunjuk Umum

1. Gunakan pensil atau pulpen untuk mengisi kuesioner.
2. Gunakan huruf dan kalimat yang jelas agar mudah dibaca.
3. Isi pertanyaan dengan jawaban yang jelas dan lengkap.

#### I. Identitas Responden

No.	Identitas	Keterangan
1.	Jenis Kelamin	<input type="checkbox"/> Laki-laki <input type="checkbox"/> Perempuan
2.	Jabatan dalam Perusahaan	<input type="checkbox"/> Pemilik <input type="checkbox"/> Pengelola <input type="checkbox"/> Pemilik dan Pengelola
3.	Usia	<input type="checkbox"/> ≤ 25 tahun <input type="checkbox"/> 36-40 tahun <input type="checkbox"/> 26 – 30 tahun <input type="checkbox"/> 41- 45 tahun <input type="checkbox"/> 31-35 tahun <input type="checkbox"/> ≥ 45 tahun
4.	Lama Pengalaman Berusaha	..... tahun
5.	Pendidikan Terakhir	<input type="checkbox"/> SMA <input type="checkbox"/> Pascasarjana (S2) <input type="checkbox"/> D3 <input type="checkbox"/> Doktor (S3) <input type="checkbox"/> Sarjana (S1)
6.	Pekerjaan Lainnya	.....

## II. Identitas Perusahaan

No.	Identitas	Keterangan
1.	Nama Perusahaan	
2.	Alamat Perusahaan	
3.	No. Telp / HP	
4.	Status Hukum Perusahaan	<input type="checkbox"/> V <input type="checkbox"/> Perseorangan <input type="checkbox"/> T <input type="checkbox"/> Lainnya (sebutkan) :.....
5.	Tahun Mulai Beroperasi	
6.	Jumlah Tenaga Kerja	<input type="checkbox"/> 5 orang <input type="checkbox"/> 11 – 15 orang <input type="checkbox"/> – 10 orang <input type="checkbox"/> > 15 orang
7.	Wilayah Pemasaran	<input type="checkbox"/> Kecamatan <input type="checkbox"/> Provinsi <input type="checkbox"/> Kabupaten/kota <input type="checkbox"/> Nasional <input type="checkbox"/> Internasional
8.	Modal	Awal                      : Sekarang                      :
9.	Keuntungan Perbulan	Paling Rendah            : Paling tinggi                      :
10.	Omzet Penjualan Perbulan	

### Petunjuk Mengisi

Beri tanda (√) sesuai dengan pendapat, penilaian, maupun persepsi atas pengalaman Bapak/Ibu/Saudara/I rasakan. Pilih angka 1 sampai 10 dari kolom yang telah disediakan sebagai berikut:

<b>STS</b>	1	2	3	4	5	6	7	8	9	10	<b>SS</b>
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### III. VARIABEL PENELITIAN

#### A. *Specialized Marketing Capability (SMC)*

No.	Pernyataan	Jawaban
1.	UMKM makanan menetapkan harga yang sesuai dengan target pasar.	STS 1 2 3 4 5 6 7 8 9 10 SS
Kemampuan seperti apa yang dimiliki dalam menentukan harga produk?		
2.	UMKM makanan mengembangkan produk baru yang belum ada dipasaran secara cepat.	STS 1 2 3 4 5 6 7 8 9 10 SS
Kemampuan seperti apa yang dimiliki dalam mengembangkan produk baru?		
3.	UMKM makanan memiliki saluran distribusi yang sangat luas.	STS 1 2 3 4 5 6 7 8 9 10 SS
Kemampuan seperti apa yang dimiliki dalam distribusi produk?		

4.	UMKM makanan mampu berkomunikasi dan memasarkan produk dengan pelanggan.	STS 1 2 3 4 5 6 7 8 9 10 SS
Kemampuan seperti apa yang dimiliki dalam melakukan komunikasi?		
<input type="checkbox"/> Periklanan <input type="checkbox"/> Internet <input type="checkbox"/> Lainnya <input type="checkbox"/> Sosial Media <input type="checkbox"/> Penjualan Pribadi <input type="checkbox"/> Promosi Penjualan <input type="checkbox"/> Hubungan Pemasaran		
5.	UMKM makanan melakukan penjualan yang optimal.	STS 1 2 3 4 5 6 7 8 9 10 SS
Kemampuan seperti apa yang dimiliki dalam melakukan penjualan produk?		
6.	UMKM makanan melakukan riset pasar guna mencari informasi tentang pasar.	STS 1 2 3 4 5 6 7 8 9 10 SS
Kemampuan seperti apa yang dimiliki dalam hal manajemen informasi pasar?		

### B. Keunggulan Produk

No.	Pernyataan	Jawaban
1.	UMKM makanan memiliki variasi produk lebih banyak.	STS 1 2 3 4 5 6 7 8 9 10 SS
Keunggulan seperti apa yang dimiliki dalam menentukan harga produk?		
2.	UMKM makanan memiliki kualitas relatif atas pesaing.	STS 1 2 3 4 5 6 7 8 9 10 SS
Produk kami lebih baik dalam beberapa hal, yakni ?		
3.	UMKM makanan meningkatkan kemanfaatan produk relatif atas pesaing.	STS 1 2 3 4 5 6 7 8 9 10 SS
Keunggulan seperti apa yang dilakukan dalam meningkatkan kinerja produk yang dihasilkan?		

### C. Kinerja Bisnis

No.	Pernyataan	Jawaban
1.	Pertumbuhan penjualan UMKM makanan semakin tinggi.	STS 1 2 3 4 5 6 7 8 9 10 SS
Pertumbuhan penjualan seperti apa yang ditunjukkan oleh perusahaan?		
2.	Pertumbuhan modal UMKM makanan semakin bertambah.	STS 1 2 3 4 5 6 7 8 9 10 SS
Pertumbuhan modal seperti apa yang ditunjukkan oleh perusahaan?		
3.	Pertumbuhan pelanggan UMKM makanan semakin pesat.	STS 1 2 3 4 5 6 7 8 9 10 SS
Pertumbuhan pelanggan seperti apa yang ditunjukkan oleh perusahaan?		

## **LAMPIRAN 2 TABULASI DATA**

x.1	x.2	x.3	x.4	x.5	x.6	x	Y1.1	Y1.2	Y1.3	Y1	y2.1	y2.2	y2.3	y2
10	8	9	8	9	8	52	8	8	8	24	8	9	9	26
8	8	7	8	8	8	47	6	6	6	18	8	8	9	25
8	9	9	6	9	9	50	7	6	7	20	7	8	7	22
7	7	7	7	6	7	41	5	5	5	15	7	7	7	21
10	8	9	8	9	9	53	7	7	7	21	8	9	8	25
8	8	8	7	8	8	47	6	6	7	19	7	8	7	22
9	8	8	9	8	9	51	7	7	8	22	8	10	10	28
9	9	9	9	9	9	54	8	8	8	24	10	10	10	30
8	7	7	6	8	7	43	6	5	6	17	7	8	7	22
7	7	6	7	7	7	41	5	5	5	15	7	7	6	20
10	9	9	8	9	8	53	8	8	8	24	8	7	8	23
8	7	7	6	7	7	42	6	6	6	18	7	6	6	19
7	8	8	7	8	8	46	7	7	7	21	8	8	8	24
7	7	9	9	8	8	48	7	8	8	23	8	9	10	27
8	8	8	6	7	7	44	6	5	6	17	7	6	7	20
9	9	7	7	7	8	47	6	6	7	19	8	9	8	25
7	8	7	7	8	7	44	6	5	5	16	8	7	7	22
7	7	7	6	6	7	40	5	5	4	14	6	7	7	20
7	6	7	6	6	6	38	4	4	3	11	5	6	6	17
8	9	8	9	9	8	51	5	4	5	14	8	9	8	25
10	9	9	9	10	9	56	6	7	8	21	10	9	9	28
9	10	10	10	9	9	57	9	8	8	25	10	9	10	29
9	7	8	8	8	8	48	7	6	6	19	7	6	6	19
10	9	9	8	7	8	51	8	8	8	24	8	8	7	23
8	6	6	6	7	7	40	6	7	7	20	6	7	7	20
8	8	8	7	8	8	47	8	7	8	23	7	7	8	22
7	7	7	7	7	7	42	7	8	7	22	6	6	6	18
9	8	7	6	8	6	44	8	9	8	25	7	7	8	22
7	6	6	6	7	7	39	7	6	6	19	5	5	7	17
8	7	7	7	7	7	43	8	7	8	23	8	8	9	25
9	8	7	8	8	7	47	10	10	9	29	9	10	9	28
7	6	6	6	7	6	38	8	8	8	24	7	6	6	19
8	8	8	8	8	8	48	9	10	10	29	8	8	8	24
8	6	7	6	8	7	42	6	6	6	18	7	6	6	19
9	8	8	8	9	9	51	8	8	8	24	8	8	7	23
7	8	7	8	7	8	45	5	6	7	18	6	6	6	18
8	7	8	6	7	6	42	6	6	5	17	5	5	6	16
9	8	8	7	8	7	47	8	7	8	23	7	6	8	21
7	7	6	6	7	6	39	6	5	6	17	7	6	7	20
8	7	7	6	7	8	43	6	6	7	19	7	8	7	22



10	10	10	10	10	10	60	7	8	8	23	8	8	8	24
7	6	6	6	7	6	38	6	6	5	17	6	7	6	19
7	7	7	7	7	7	42	7	8	8	23	6	5	5	16
9	7	8	6	8	7	45	8	9	9	26	7	6	6	19
8	5	5	5	5	4	32	7	7	8	22	5	5	5	15
6	6	5	6	5	5	33	8	8	7	23	7	8	9	24
6	6	6	6	6	6	36	8	9	8	25	8	9	8	25
5	5	5	5	5	5	30	8	7	7	22	4	4	4	12
7	6	6	6	6	7	38	8	7	8	23	6	5	5	16
8	7	6	7	7	8	43	8	8	9	25	8	7	6	21
8	8	7	8	8	8	47	8	9	9	26	8	7	8	23
7	6	7	7	7	7	41	6	7	7	20	7	6	7	20
10	8	8	7	8	8	49	8	8	8	24	7	8	8	23
7	7	6	6	6	6	38	6	6	7	19	6	6	6	18
8	8	7	6	7	7	43	8	8	9	25	7	8	7	22
9	9	8	7	8	6	47	6	7	7	20	9	8	8	25
7	6	6	6	6	8	39	5	6	6	17	8	7	7	22
6	6	6	6	6	6	36	4	5	4	13	7	6	6	19
9	9	8	8	9	9	52	6	7	7	20	9	8	8	25
8	7	7	6	7	8	43	6	5	6	17	6	6	6	18
7	8	8	7	8	8	46	7	7	7	21	8	7	7	22
8	6	6	6	6	6	38	6	6	7	19	7	7	6	20
9	8	7	8	7	8	47	7	7	8	22	8	6	7	21
8	7	6	7	7	7	42	7	6	7	20	6	6	6	18
7	6	6	6	6	7	38	6	6	6	18	8	6	6	20
9	8	8	7	7	8	47	8	8	9	25	7	8	7	22
6	6	6	6	6	7	37	5	6	6	17	6	7	7	20
7	8	8	7	7	7	44	7	7	7	21	7	8	7	22
8	6	9	6	6	6	41	6	6	5	17	8	8	8	24
6	7	6	7	6	6	38	6	4	5	15	4	5	6	15
9	8	8	8	6	7	46	7	8	8	23	7	8	8	23
7	7	7	6	7	7	41	7	6	6	19	6	7	7	20
8	8	8	8	8	8	48	8	8	8	24	8	8	8	24
7	8	8	7	7	7	44	6	8	6	20	7	7	7	21
9	9	9	8	8	8	51	8	7	8	23	8	8	9	25
8	7	6	6	7	6	40	7	7	7	21	8	6	7	21
7	7	8	7	7	8	44	8	9	9	26	8	7	8	23
5	6	5	6	5	5	32	7	6	6	19	8	6	6	20
8	7	7	7	6	7	42	7	8	8	23	7	8	7	22
7	7	6	7	6	7	40	6	8	7	21	8	6	6	20
6	6	7	6	7	7	39	6	6	6	18	7	6	6	19

7	8	8	7	8	8	46	6	7	8	21	8	8	7	23
9	9	9	9	9	9	54	8	8	8	24	8	9	8	25
8	8	7	7	7	7	44	6	7	7	20	7	6	7	20
7	6	4	5	6	5	33	6	6	6	18	7	6	6	19
8	6	6	6	7	8	41	8	8	7	23	8	6	8	22
6	6	6	7	6	7	38	8	6	6	20	6	6	7	19
7	7	8	8	7	7	44	7	8	8	23	8	7	7	22
7	7	6	6	8	8	42	6	7	8	21	7	7	7	21
8	6	6	6	6	8	40	6	7	6	19	7	6	6	19
7	7	8	7	7	7	43	7	8	7	22	7	7	7	21
8	8	7	7	7	7	44	7	8	8	23	8	7	8	23
9	9	9	9	9	9	54	8	9	8	25	8	8	8	24
7	7	7	7	8	7	43	7	6	6	19	6	5	6	17
7	6	6	6	6	6	37	5	6	5	16	4	5	5	14
7	8	7	8	7	8	45	6	6	6	18	4	4	4	12
8	8	8	8	9	9	50	8	8	7	23	7	7	7	21
9	9	9	9	9	8	53	9	8	9	26	9	7	7	23
9	10	9	9	9	9	55	9	9	9	27	9	9	9	27
10	9	10	9	10	10	58	9	10	10	29	10	10	10	30

# **LAMPIRAN 3 HASIL ANALISIS DATA**

## ANALISIS DESKRIPTIF

**Statistics**

		X.1	X.2	X.3	X.4	X.5	X.6	Specialized Marketing Capability
N	Valid	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0
Mean		7.8300	7.4000	7.2800	7.0300	7.3300	7.3500	44.2200
Std. Deviation		1.13756	1.13707	1.23157	1.12326	1.15518	1.12254	6.04458

**X.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
5.00	2	2.0	2.0	2.0
6.00	7	7.0	7.0	9.0
7.00	33	33.0	33.0	42.0
Valid 8.00	30	30.0	30.0	72.0
9.00	20	20.0	20.0	92.0
10.00	8	8.0	8.0	100.0
Total	100	100.0	100.0	

**X.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
5.00	2	2.0	2.0	2.0
6.00	23	23.0	23.0	25.0
7.00	28	28.0	28.0	53.0
Valid 8.00	30	30.0	30.0	83.0
9.00	14	14.0	14.0	97.0
10.00	3	3.0	3.0	100.0
Total	100	100.0	100.0	

**X.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
4.00	1	1.0	1.0	1.0
5.00	4	4.0	4.0	5.0
6.00	24	24.0	24.0	29.0
7.00	28	28.0	28.0	57.0
8.00	26	26.0	26.0	83.0
9.00	14	14.0	14.0	97.0
10.00	3	3.0	3.0	100.0
Total	100	100.0	100.0	

**X.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
5.00	3	3.0	3.0	3.0
6.00	36	36.0	36.0	39.0
7.00	30	30.0	30.0	69.0
8.00	19	19.0	19.0	88.0
9.00	10	10.0	10.0	98.0
10.00	2	2.0	2.0	100.0
Total	100	100.0	100.0	

**X.5**

	Frequency	Percent	Valid Percent	Cumulative Percent
5.00	4	4.0	4.0	4.0
6.00	20	20.0	20.0	24.0
7.00	35	35.0	35.0	59.0
8.00	24	24.0	24.0	83.0
9.00	14	14.0	14.0	97.0
10.00	3	3.0	3.0	100.0
Total	100	100.0	100.0	

**X.6**

	Frequency	Percent	Valid Percent	Cumulative Percent
4.00	1	1.0	1.0	1.0
5.00	4	4.0	4.0	5.0
6.00	15	15.0	15.0	20.0
7.00	35	35.0	35.0	55.0
8.00	31	31.0	31.0	86.0
9.00	12	12.0	12.0	98.0
10.00	2	2.0	2.0	100.0
Total	100	100.0	100.0	

**Statistics**

	Y1.1	Y1.2	Y1.3	Keunggulan Produk
N Valid	100	100	100	100
Missing	0	0	0	0
Mean	6.8700	6.9700	7.0600	20.9000
Std. Deviation	1.17770	1.32158	1.33197	3.58870

**Y1.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
4.00	2	2.0	2.0	2.0
5.00	8	8.0	8.0	10.0
6.00	32	32.0	32.0	42.0
7.00	24	24.0	24.0	66.0
8.00	28	28.0	28.0	94.0
9.00	5	5.0	5.0	99.0
10.00	1	1.0	1.0	100.0
Total	100	100.0	100.0	

**Y1.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
4.00	3	3.0	3.0	3.0
5.00	9	9.0	9.0	12.0
6.00	27	27.0	27.0	39.0
7.00	23	23.0	23.0	62.0
8.00	28	28.0	28.0	90.0
9.00	7	7.0	7.0	97.0
10.00	3	3.0	3.0	100.0
Total	100	100.0	100.0	

**Y1.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
3.00	1	1.0	1.0	1.0
4.00	2	2.0	2.0	3.0
5.00	9	9.0	9.0	12.0
6.00	21	21.0	21.0	33.0
7.00	25	25.0	25.0	58.0
8.00	31	31.0	31.0	89.0
9.00	9	9.0	9.0	98.0
10.00	2	2.0	2.0	100.0
Total	100	100.0	100.0	

**Statistics**

	Y2.1	Y2.2	Y2.3	Kinerja Bisnis
N				
Valid	100	100	100	100
Missing	0	0	0	0
Mean	7.2300	7.0800	7.1500	21.4600
Std. Deviation	1.23791	1.33847	1.25831	3.53173

**Y2.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
4.00	4	4.0	4.0	4.0
5.00	4	4.0	4.0	8.0
6.00	14	14.0	14.0	22.0
7.00	34	34.0	34.0	56.0
8.00	35	35.0	35.0	91.0
9.00	5	5.0	5.0	96.0
10.00	4	4.0	4.0	100.0
Total	100	100.0	100.0	

**Y2.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
4.00	2	2.0	2.0	2.0
5.00	8	8.0	8.0	10.0
6.00	27	27.0	27.0	37.0
7.00	24	24.0	24.0	61.0
8.00	25	25.0	25.0	86.0
9.00	10	10.0	10.0	96.0
10.00	4	4.0	4.0	100.0
Total	100	100.0	100.0	

**Y2.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
4.00	2	2.0	2.0	2.0
5.00	4	4.0	4.0	6.0
6.00	25	25.0	25.0	31.0
7.00	33	33.0	33.0	64.0
8.00	23	23.0	23.0	87.0
9.00	8	8.0	8.0	95.0
10.00	5	5.0	5.0	100.0
Total	100	100.0	100.0	



## HASIL UJI VALIDITAS

		Correlations						
		X.1	X.2	X.3	X.4	X.5	X.6	Specialized Marketing Capability
X.1	Pearson	1	.686**	.676**	.565**	.689**	.593**	.802**
	Correlation							
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X.2	Pearson	.686**	1	.792**	.781**	.783**	.712**	.906**
	Correlation							
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X.3	Pearson	.676**	.792**	1	.746**	.779**	.725**	.902**
	Correlation							
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X.4	Pearson	.565**	.781**	.746**	1	.716**	.745**	.866**
	Correlation							
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
X.5	Pearson	.689**	.783**	.779**	.716**	1	.782**	.905**
	Correlation							
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
X.6	Pearson	.593**	.712**	.725**	.745**	.782**	1	.867**
	Correlation							
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
Specialized Marketing Capability	Pearson	.802**	.906**	.902**	.866**	.905**	.867**	1
	Correlation							
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

## Correlations

		Y1.1	Y1.2	Y1.3	Keunggulan Produk
Y1.1	Pearson Correlation	1	.789**	.797**	.915**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Y1.2	Pearson Correlation	.789**	1	.856**	.945**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Y1.3	Pearson Correlation	.797**	.856**	1	.948**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Keunggulan Produk	Pearson Correlation	.915**	.945**	.948**	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	Kinerja Bisnis
Y2.1	Pearson Correlation	1	.739**	.736**	.893**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Y2.2	Pearson Correlation	.739**	1	.838**	.937**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Y2.3	Pearson Correlation	.736**	.838**	1	.932**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Kinerja Bisnis	Pearson Correlation	.893**	.937**	.932**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

## HASIL UJI RELIABILITAS

(X1)

### Reliability Statistics

Cronbach's Alpha	N of Items
.939	6

Y1

### Reliability Statistics

Cronbach's Alpha	N of Items
.928	3

Y2

### Reliability Statistics

Cronbach's Alpha	N of Items
.910	3

## HASIL UJI REGRESI LINEAR BERGANDA

### Output Regresi persamaan 1

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

Model	Variables Entered	Variables Removed	Method
1	Specialized Marketing Capability <sup>b</sup>	.	Enter

a. Dependent Variable: Keunggulan Produk

b. All requested variables entered.

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.460 <sup>a</sup>	.211	.203	3.20327

a. Predictors: (Constant), Specialized Marketing Capability

b. Dependent Variable: Keunggulan Produk

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	269.428	1	269.428	26.258	.000 <sup>b</sup>
	Residual	1005.572	98	10.261		
	Total	1275.000	99			

a. Dependent Variable: Keunggulan Produk

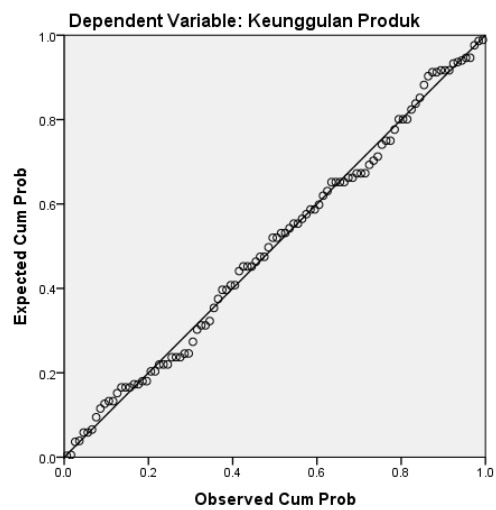
b. Predictors: (Constant), Specialized Marketing Capability

Coefficients<sup>a</sup>

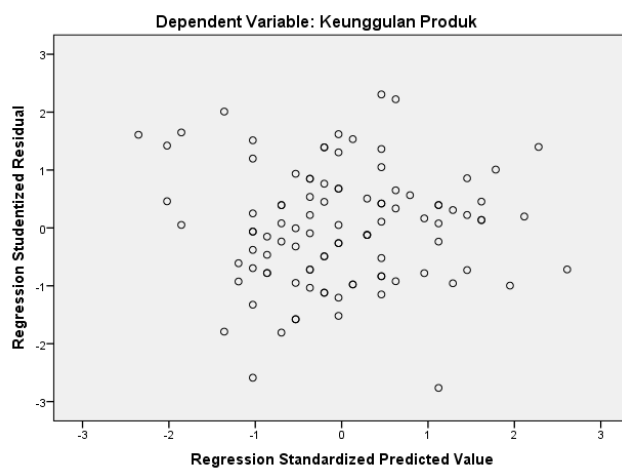
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8.831	2.377		3.716	.000
1 Specialized Marketing Capability	.273	.053	.460	5.124	.000

a. Dependent Variable: Keunggulan Produk

Normal P-P Plot of Regression Standardized Residual



Scatterplot



## NPar Tests

### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	3.18705097
	Absolute	.055
Most Extreme Differences	Positive	.055
	Negative	-.044
Kolmogorov-Smirnov Z		.552
Asymp. Sig. (2-tailed)		.920

a. Test distribution is Normal.

b. Calculated from data.

### Uji gletser

#### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	(Constant)	4.556	1.416		
1 Specialized Marketing Capability	-.046	.032	-.144	-1.442	.152

a. Dependent Variable: Absres1

## Output Regresi persamaan 2

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

Model	Variables Entered	Variables Removed	Method
1	Keunggulan Produk, Specialized Marketing Capability <sup>b</sup>	.	Enter

a. Dependent Variable: Kinerja Bisnis

b. All requested variables entered.

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.717 <sup>a</sup>	.514	.504	2.48767

a. Predictors: (Constant), Keunggulan Produk, Specialized Marketing Capability

b. Dependent Variable: Kinerja Bisnis

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	634.554	2	317.277	51.269	.000 <sup>b</sup>
	Residual	600.286	97	6.189		
	Total	1234.840	99			

a. Dependent Variable: Kinerja Bisnis

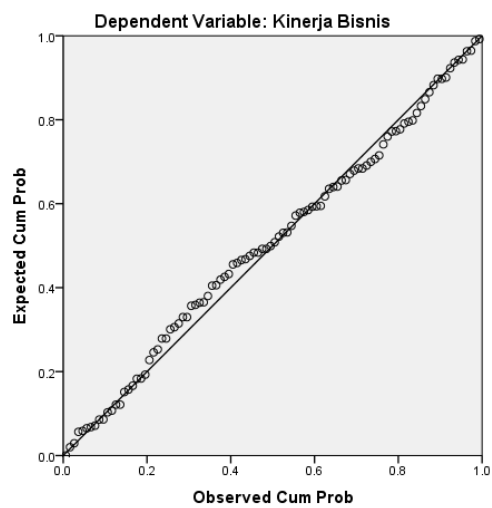
b. Predictors: (Constant), Keunggulan Produk, Specialized Marketing Capability

Coefficients<sup>a</sup>

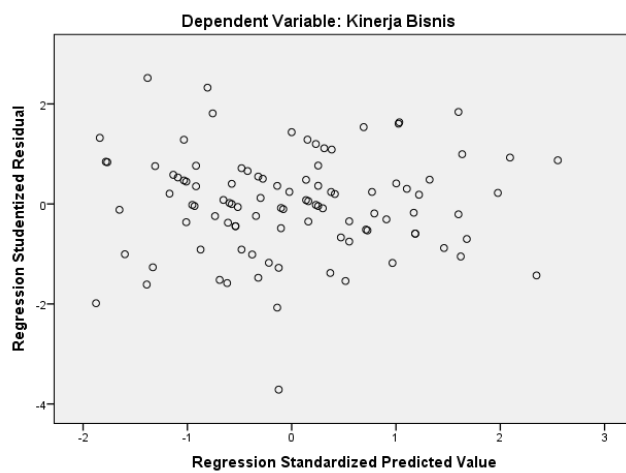
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.762	1.972		.894	.374
Specialized Marketing Capability	.350	.047	.598	7.508	.000
Keunggulan Produk	.203	.078	.206	2.584	.011

a. Dependent Variable: Kinerja Bisnis

Normal P-P Plot of Regression Standardized Residual



Scatterplot





## NPar Tests

### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.46241719
	Absolute	.055
Most Extreme Differences	Positive	.043
	Negative	-.055
Kolmogorov-Smirnov Z		.553
Asymp. Sig. (2-tailed)		.919

a. Test distribution is Normal.

b. Calculated from data.

### Coefficients<sup>a</sup>

Model		Collinearity Statistics	
		Tolerance	VIF
1	Specialized Marketing	.789	1.268
	Capability		
	Keunggulan Produk	.789	1.268

a. Dependent Variable: Kinerja Bisnis

### Uji gletser

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	2.625	1.275		2.059	.042
	Specialized Marketing	-.020	.030	-.074	-.652	.516
	Capability					
	Keunggulan Produk	.005	.051	.012	.103	.918

a. Dependent Variable: Absres2