

LAMPIRAN

Lampiran 1. Kuesioner Penelitian

KUESIONER PENELITIAN

PENINGKATAN KINERJA PEMASARAN MELALUI ORIENTASI PASARDAN ORIENTASI KEWIRAUSAHAAN DENGAN *SPECIALIZED MARKETING CAPABILITIES* SEBAGAI VARIABEL MEDIASI (Studi Empirikpada Industri Kecil Manufaktur di Kabupaten Kendal)

A. Identitas Responden

1. No. Arsip : (Diisi Penulis)
2. Jenis Kelamin : Pria Wanita
3. Umur (Tahun) : 18-35 36-45 45-60
4. Pendidikan Terakhir : SMP SMA S1
5. Sudah berapa lama berjualan:

B. PETUNJUK PENGISIAN

1. Sebelum mengisi pertanyaan/ Pernyataan berikut, kami memohon kesediaan untuk membaca terlebih dahulu petunjuk pengisian ini.
2. Setiap pertanyaan pilihlah salah satu jawaban yang paling sesuai dengan keadaan, kemudian berikan tanda centang (√) pada kolom yang tersedia.
3. Contoh pengisian :

No.	Pertanyaan/Pernyataan	Pilihan Jawaban				
		STS	TS	N	S	SS
1.	Saya mendapatkan potongan harga ketika membeli					√

Keterangan :

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

4. Mohon setiap pertanyaan/ pernyataan dapat diisi seluruhnya

KINERJA PEMASARAN

Pernyataan	Pilihan jawaban				
	STS	TS	N	S	SS
1. Jumlah penjualan kami mengalami kenaikan dari tahun ke tahun					
Pada tahun... penjualan sebesar...kg/hari/minggu Pada tahun 2019 penjualan sebesar.....kg/hari/minggu					
2. Pelanggan perusahaan kami mengalami penambahan dari tahun ke tahun					
Jumlah pelanggan pada awal usaha :..... orang/ toko Saat ini :orang/toko					
3. Hasil penjualan produk kami mampu memberikan laba bersih kepada perusahaan kami					
Jumlah laba bersih pada awal usaha: ... Saat ini :.....					

SPECIALIZED MARKETING CAPABILITIES

Pernyataan	Pilihan jawaban				
	STS	TS	N	S	SS
1. Kami memiliki kemampuan untuk mengembangkan produk baru.					
Produk apa yang telah di kembangkan.....					

4. Kami memiliki kemampuan memantau harga pesaing dan perubahan harga					
Jelaskan bagaimana memantau harga pesaing.....					
5. Kami memiliki kemampuan untuk memberikan layanan yang baik kepada distributor.					
Jelaskan bagaimana memberikan layanan yang baik kepada distributor.....					
6. Kami memiliki kemampuan berkomunikasi dengan pelanggan					
Jelaskan bagaimana cara berkomunikasi dengan pelanggan.....					
7. Kami mempunyai kemampuan untuk mengelola penjualan					
Jelaskan bagaimana bentuk mengelola penjualan.....					

ORIENTASI PASAR

Pernyataan	Pilihan jawaban				
	STS	TS	N	S	SS
1. Usaha kami berorientasi / fokus pada kebutuhan para pelanggan					
Jelaskan bagaimana bentuk orientasi pada para pelanggan pelanggan.....					
2. Kami mempunyai strategi yang digunakan untuk menghadapi para pesaing					

Jelaskan bagaimana strategi untuk menghadapi para pesaing.....				
3. Kami selalu berkoordinasi dengan bagian-bagian atau departemen yang berada di bawah lingkup perusahaan				
Jelaskan koordinasi seperti apa.....				

ORIENTASI KEWIRAUSAHAAN

Pernyataan	Pilihan jawaban				
	STS	TS	N	S	SS
1. Kami mempunyai kemampuan berinovasi dalam menciptakan produk baru					
Berikan contoh.....					
2. Kami selalu berusaha aktif mencari informasi yang terkait dengan peluang usaha					
Informasi biasanya di dapat dari mana...					
3. Kami berani mengambil resiko dalam segala sesuatu yang terjadi					
Jelaskan bagaimana pengalaman mengambil resiko yang pernah di lalui.....					

Lampiran 2. Hasil Analisis

Frequencies

		Statistics			
		jenis_kelamin	Usia	pendidikan	lama_usaha
N	Valid	70	70	70	70
	Missing	0	0	0	0

Frequency Table

		jenis_kelamin			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	perempuan	29	41.4	41.4	41.4
	laki-laki	41	58.6	58.6	100.0
	Total	70	100.0	100.0	

		Usia			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-35 tahun	14	20.0	20.0	20.0
	36-45 tahun	33	47.1	47.1	67.1
	45-60 tahun	23	32.9	32.9	100.0
	Total	70	100.0	100.0	

		Pendidikan			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMP	22	31.4	31.4	31.4
	SMA	23	32.9	32.9	64.3
	S1	25	35.7	35.7	100.0
	Total	70	100.0	100.0	

lama usaha

	Frequency	Percent	Valid Percent	Cumulative Percent
3-5 tahun	12	17.1	17.1	17.1
6-8 tahun	24	34.3	34.3	51.4
Valid 8-10 tahun	18	25.7	25.7	77.1
10 tahun	16	22.9	22.9	100.0
Total	70	100.0	100.0	

Frequencies

Statistics

		OP1	OP2	OP3
N	Valid	70	70	70
	Missing	0	0	0
Mean		3,30	3,41	3,39

Frequency Table

OP1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	8,6	8,6	8,6
	3	37	52,9	52,9	61,4
	4	27	38,6	38,6	100,0
	Total	70	100,0	100,0	

OP2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	5,7	5,7	5,7
	3	33	47,1	47,1	52,9
	4	33	47,1	47,1	100,0
	Total	70	100,0	100,0	

OP3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2,9	2,9	2,9
	3	39	55,7	55,7	58,6
	4	29	41,4	41,4	100,0
	Total	70	100,0	100,0	

Frequencies**Statistics**

		OK1	OK2	OK3
N	Valid	70	70	70
	Missing	0	0	0
Mean		3,20	3,67	3,39

Frequency Table**OK1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	10,0	10,0	10,0
	3	42	60,0	60,0	70,0
	4	21	30,0	30,0	100,0
	Total	70	100,0	100,0	

OK2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	15,7	15,7	15,7
	3	1	1,4	1,4	17,1
	4	58	82,9	82,9	100,0
	Total	70	100,0	100,0	

OK3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	8,6	8,6	8,6
	3	31	44,3	44,3	52,9
	4	33	47,1	47,1	100,0
	Total	70	100,0	100,0	

Frequencies**Statistics**

		SMC1	SMC2	SMC3	SMC4	SMC5
N	Valid	70	70	70	70	70
	Missing	0	0	0	0	0
Mean		3,73	3,87	3,73	4,50	4,24

Frequency Table**SMC1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	19	27,1	27,1	27,1
	4	51	72,9	72,9	100,0
	Total	70	100,0	100,0	

SMC2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	26	37,1	37,1	37,1
	4	27	38,6	38,6	75,7
	5	17	24,3	24,3	100,0
	Total	70	100,0	100,0	

SMC3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	19	27,1	27,1	27,1
	4	51	72,9	72,9	100,0
	Total	70	100,0	100,0	

SMC4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	4,3	4,3	4,3
	4	29	41,4	41,4	45,7
	5	38	54,3	54,3	100,0
	Total	70	100,0	100,0	

SMC5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	17	24,3	24,3	24,3
	4	19	27,1	27,1	51,4
	5	34	48,6	48,6	100,0
	Total	70	100,0	100,0	

Frequencies**Statistics**

		KP1	KP2	KP3
N	Valid	70	70	70
	Missing	0	0	0
Mean		3,56	3,90	3,80

Frequency Table

KP1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	31	44,3	44,3	44,3
	4	39	55,7	55,7	100,0
	Total	70	100,0	100,0	

KP2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	4,3	4,3	4,3
	3	1	1,4	1,4	5,7
	4	66	94,3	94,3	100,0
	Total	70	100,0	100,0	

KP3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,4	1,4	1,4
	3	12	17,1	17,1	18,6
	4	57	81,4	81,4	100,0
	Total	70	100,0	100,0	

Correlations

		Correlations			
		OP1	OP2	OP3	OP
OP1	Pearson Correlation	1	.166	.721**	.883**
	Sig. (1-tailed)		.084	.000	.000
	N	70	70	70	70
OP2	Pearson Correlation	.166	1	-.096	.516**
	Sig. (1-tailed)	.084		.214	.000
	N	70	70	70	70
OP3	Pearson Correlation	.721**	-.096	1	.741**
	Sig. (1-tailed)	.000	.214		.000
	N	70	70	70	70
OP	Pearson Correlation	.883**	.516**	.741**	1
	Sig. (1-tailed)	.000	.000	.000	
	N	70	70	70	70

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

Correlations

		Correlations			
		OK1	OK2	OK3	OK
OK1	Pearson Correlation	1	-.306**	.432**	.513**
	Sig. (1-tailed)		.005	.000	.000
	N	70	70	70	70
OK2	Pearson Correlation	-.306**	1	.271*	.567**
	Sig. (1-tailed)	.005		.012	.000
	N	70	70	70	70
OK3	Pearson Correlation	.432**	.271*	1	.862**
	Sig. (1-tailed)	.000	.012		.000
	N	70	70	70	70
OK	Pearson Correlation	.513**	.567**	.862**	1
	Sig. (1-tailed)	.000	.000	.000	
	N	70	70	70	70

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

* . Correlation is significant at the 0.05 level (1-tailed).

Correlations

Correlations

		SMC1	SMC2	SMC3	SMC4	SMC5	SMC
SMC1	Pearson Correlation	1	,397**	1,000**	,139	,181	,583**
	Sig. (1-tailed)		,000	,000	,126	,067	,000
	N	70	70	70	70	70	70
SMC2	Pearson Correlation	,397**	1	,397**	-,303**	,749**	,532**
	Sig. (1-tailed)	,000		,000	,005	,000	,000
	N	70	70	70	70	70	70
SMC3	Pearson Correlation	1,000**	,397**	1	,139	,181	,583**
	Sig. (1-tailed)	,000	,000		,126	,067	,000
	N	70	70	70	70	70	70
SMC4	Pearson Correlation	,139	-,303**	,139	1	-,075	,501**
	Sig. (1-tailed)	,126	,005	,126		,268	,000
	N	70	70	70	70	70	70
SMC5	Pearson Correlation	,181	,749**	,181	-,075	1	,740**
	Sig. (1-tailed)	,067	,000	,067	,268		,000
	N	70	70	70	70	70	70
SMC	Pearson Correlation	,583**	,532**	,583**	,501**	,740**	1
	Sig. (1-tailed)	,000	,000	,000	,000	,000	
	N	70	70	70	70	70	70

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

Correlations

		Correlations			
		KP1	KP2	KP3	KP
KP1	Pearson Correlation	1	-.144	.318**	.613**
	Sig. (1-tailed)		.117	.004	.000
	N	70	70	70	70
KP2	Pearson Correlation	-.144	1	.518**	.611**
	Sig. (1-tailed)	.117		.000	.000
	N	70	70	70	70
KP3	Pearson Correlation	.318**	.518**	1	.864**
	Sig. (1-tailed)	.004	.000		.000
	N	70	70	70	70
KP	Pearson Correlation	.613**	.611**	.864**	1
	Sig. (1-tailed)	.000	.000	.000	
	N	70	70	70	70

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

Scale: ALL VARIABLES

OP

Case Processing Summary

		N	%
Cases	Valid	70	100.0
	Excluded ^a	0	.0
	Total	70	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.782	4

Scale: ALL VARIABLES**OK****Case Processing Summary**

		N	%
Cases	Valid	70	100.0
	Excluded ^a	0	.0
	Total	70	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.732	4

Scale: ALL VARIABLES**SMC****Case Processing Summary**

		N	%
Cases	Valid	70	100,0
	Excluded ^a	0	,0
	Total	70	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,779	6

Scale: ALL VARIABLES**KP****Case Processing Summary**

		N	%
Cases	Valid	70	100.0
	Excluded ^a	0	.0
	Total	70	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.768	4

Regression**Variables Entered/Removed^a**

Model	Variables Entered	Variables Removed	Method
1	OK, OP ^b	.	Enter

a. Dependent Variable: SMC

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.777 ^a	.604	.592	.743

a. Predictors: (Constant), OK, OP

b. Dependent Variable: SMC

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56.411	2	28.206	51.032	.000 ^b
	Residual	37.032	67	.553		
	Total	93.443	69			

a. Dependent Variable: SMC

b. Predictors: (Constant), OK, OP

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	12.653	.783		16.151	.000		
	OP	.288	.098	.312	2.938	.005	.523	1.911
	OK	.479	.097	.528	4.964	.000	.523	1.911

a. Dependent Variable: SMC

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	SMC, OP, OK ^b		Enter

a. Dependent Variable: KP

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.815 ^a	.664	.648	.559

a. Predictors: (Constant), SMC, OP, OK

b. Dependent Variable: KP

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.737	3	13.579	43.432	.000 ^b
	Residual	20.635	66	.313		
	Total	61.371	69			

a. Dependent Variable: KP

b. Predictors: (Constant), SMC, OP, OK

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.725	1.303		1.324	.190		
1 OP	.203	.078	.273	2.601	.011	.464	2.157
OK	.250	.085	.339	2.939	.005	.383	2.613
SMC	.240	.092	.296	2.615	.011	.396	2.523

a. Dependent Variable: KP

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	Unstandardized Residual
N		70	70
Normal Parameters ^{a,b}	Mean	.0000000	.0000000
	Std. Deviation	.73259038	.54685743
	Absolute	.091	.073
Most Extreme Differences	Positive	.091	.068
	Negative	-.069	-.073
Test Statistic		.091	.073
Asymp. Sig. (2-tailed)		.200 ^{c,d}	.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.

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	OK, OP ^b		Enter

a. Dependent Variable: abs1

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.220 ^a	.049	.020	.38041

a. Predictors: (Constant), OK, OP

b. Dependent Variable: abs1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.495	2	.247	1.709	.189 ^b
	Residual	9.696	67	.145		
	Total	10.190	69			

a. Dependent Variable: abs1

b. Predictors: (Constant), OK, OP

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.336	.401		3.332	.001		
	OP	-.055	.050	-.181	-1.097	.277	.523	1.911
	OK	-.016	.049	-.053	-.319	.750	.523	1.911

a. Dependent Variable: abs1

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	SMC, OP, OK ^b	.	Enter

a. Dependent Variable: abs2

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.403 ^a	.163	.124	.31286

a. Predictors: (Constant), SMC, OP, OK

b. Dependent Variable: abs2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.254	3	.418	4.269	.008 ^b
	Residual	6.460	66	.098		
	Total	7.714	69			

a. Dependent Variable: abs2

b. Predictors: (Constant), SMC, OP, OK

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.175	.729		2.983	.004		
	OP	.027	.044	.102	.616	.540	.464	2.157
	OK	-.077	.047	-.295	-1.622	.110	.383	2.613
	SMC	-.060	.051	-.209	-1.166	.248	.396	2.523

a. Dependent Variable: abs2