

# **LAMPIRAN**

Lampiran 1: Kuesioner Penelitian

Kepada Yth  
Bapak/ Ibu/ Saudara Responden  
Di Tempat

*Assalamu'alaikum Wr. Wb*

Puji syukur kehadirat Allah SWT atas segala limpahan rahmat-Nya.

Sehubungan dengan penyelesaian tugas skripsi/ karya ilmiah saya, mohon Bapak/Ibu/Sdr/i berkenan untuk mengisi kuesioner dengan judul ***“Model Peningkatan Kinerja Pemasaran berbasis Kapabilitas Pemasaran pada UMKM kuliner di Semarang”***.

Semua informasi yang terkumpul melalui kuesioner ini hanya akan digunakan untuk kepentingan ilmiah sematadan akan dijamin kerahasiannya. Akhir kata kami haturkan terima kasih atas bantuan Bapak/Ibu/Saudara dalam mengisi kuesioner ini. Semoga Allah membalas kebaikan Bapak/Ibu/Saudara, amiin.

*Wassalamu'alaikum Wr. Wb*

Hormat kami,

**Muhammad Ali Subkhan**  
**Mahasiswa FE Unissula**  
**(No. Hp 08985606422)**

**KUESIONER PENELITIAN**

<p>1. Jenis kelamin</p> <ul style="list-style-type: none"><li>a. Pria</li><li>b. Wanita</li></ul>
<p>2. Usia</p> <ul style="list-style-type: none"><li>a. 16-26 tahun</li><li>b. 27-37 tahun</li><li>c. 38-48 tahun</li><li>d. 49-59 tahun</li><li>e. Lebih dari 60 tahun</li></ul>
<p>3. Pendidikan terakhir</p> <ul style="list-style-type: none"><li>a. SD</li><li>b. SMP/SLTP</li><li>c. SMA/SMK/SLTA</li><li>d. S1</li><li>e. Lainnya</li></ul>
<p>4. Berapakah laba tiap minggu yang saudara dapat dari usaha tersebut</p> <ul style="list-style-type: none"><li>a. &lt; dari Rp 5.000.000</li><li>b. Rp 5.001.000 – Rp 10.000.000</li><li>c. Rp 10.001.000 – Rp 15.000.000</li><li>d. &gt; Rp 15.000.000</li></ul>
<p>5. Berapa lama waktu, bapak/ibu menjalankan usaha tersebut</p> <ul style="list-style-type: none"><li>a. &lt; dari 5 tahun</li><li>b. 5-10 tahun</li><li>c. &gt; dari 10 tahun</li></ul>

Pada setiap pertanyaan berikut ini, berikan tanda silang (X) pada kolom yang mencerminkan keadaan Bapak/Ibu/Saudara/i alami

Sangat Tidak Setuju (STS)	Tidak Setuju (TS)	Kurang Setuju (KS)	Setuju (S)	Sangat Setuju (ST)
1	2	3	4	5

No	Variabel	Pernyataan	STS	TS	KS	S	ST
1	Kinerja Pemasaran	Bisnis saya selalu mengalami pertumbuhan penjualan					
		Jumlah pelanggan selalu meningkat					
		Permintaan produk meningkat					
		Laba selalu meningkat					
2	Kapabilitas Pemasaran	Kami selalu melakukan penelitian tentang lingkungan pasar					
		Kami berkontribusi untuk pengembangan bisnis saya					
		Kami mampu melakukan penentuan harga produk yang kami hasilkan					
		Kami selalu mengembangkan produk yang kami miliki					
		Kami selalu melakukan promosi produk dengan baik					
3	<i>E-commerce</i>	Kami selalu melakukan penjualan produk yang kami hasilkan secara online					
		Kami selalu melakukan komunikasi dan promosi secara digital dengan pelanggan					
		Kami selalu melayani pelanggan dengan digital					

		Kami selalu melakukan proses bisnis secara digital					
4	Hubungan Pemasaran	Kami memiliki ikatan dengan pelanggan					
		Kami memiliki empati terhadap pelanggan					
		Kami mendapatkan timbal balik dari pelanggan					
		Kami mendapatkan kepercayaan dari pelanggan					
5	Modal Sosial	Kami memiliki hubungan jaringan dengan pelanggan					
		Kami menggunakan jejaring sosial dengan baik dengan pelanggan					
		Kami mempunyai kohesi sosial yang baik dengan pelanggan					
		Kami menggunakan norma sosial dalam berhubungan dengan pelanggan					

Semarang.....2019

Responden,

(.....)

## Lampiran 2. Tabulasi Data

**Variabel Kinerja Pemasaran**

y2.1	y2.2	y2.3	y2.4	y2
4	5	4	5	18
4	3	4	3	14
4	5	4	4	17
3	4	4	4	15
4	4	5	4	17
5	5	4	5	19
4	3	4	4	15
4	5	5	4	18
5	5	5	5	20
4	4	4	4	16
3	3	4	3	13
4	4	4	4	16
4	5	4	5	18
3	4	3	4	14
3	3	3	3	12
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4	4	4	4	16
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4	4	4	4	16
3	4	3	4	14
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4	3	4	3	14
3	3	3	4	13
5	4	4	5	18
4	4	4	5	17
4	5	5	4	18
3	4	4	4	15

4	5	4	4	17
4	5	4	5	18
3	3	4	4	14
4	4	3	4	15
3	3	3	3	12
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4	4	5	5	18
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4	4	5	4	17
3	4	3	4	14
5	4	4	5	18
4	4	4	4	16
4	5	5	4	18
5	4	5	5	19

5	5	5	5	20
4	4	3	4	15
4	5	4	5	18
3	4	4	4	15
4	4	5	4	17
3	3	4	4	14
4	4	5	5	18
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4	4	4	4	16
4	4	5	5	18
3	3	3	4	13
4	3	4	3	14
4	4	4	4	16
4	5	4	5	18
4	5	5	5	19

#### Variabel Kapabilitas Pemasaran

y1.1	y1.2	y1.3	y1.4	y1.5	y1
4	4	4	4	5	21
4	4	3	4	4	19
4	4	5	5	4	22
3	4	4	4	3	18
4	4	4	4	4	20
4	3	4	4	4	19
4	3	3	3	3	16
4	5	4	4	4	21
4	5	5	4	5	23
5	5	4	3	4	21
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4	4	4	4	4	20
5	4	5	4	4	22
4	4	4	3	3	18
3	3	4	4	3	17
4	5	4	4	5	22
5	4	5	5	4	23



3	4	3	3	4	17
4	4	4	4	4	20
4	3	3	3	4	17
3	4	4	4	4	19
5	4	4	4	3	20
5	4	4	5	4	22
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4	5	5	4	4	22
4	3	4	3	4	18
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4	4	4	3	3	18
3	4	5	4	4	20
4	4	4	4	3	19
4	4	5	4	4	21
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3	4	3	4	3	17
4	3	4	4	4	19
4	4	4	5	3	20
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4	4	4	3	4	19
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4	4	4	4	5	21
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4	4	5	5	4	22
5	5	5	5	5	25
4	4	4	4	4	20

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4	5	4	5	4	22
3	4	3	4	4	18
4	4	4	5	4	21
3	4	3	4	3	17
3	4	3	4	4	18
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4	3	4	4	3	18
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5	5	4	4	5	23
4	4	3	3	4	18
3	3	4	3	4	17
4	4	5	4	5	22
4	4	4	4	5	21
3	4	3	4	4	18
4	5	4	5	4	22
5	5	4	4	5	23
4	5	5	5	5	24

**Variabel E-commerce**

x1.1	x1.2	x1.3	x1.4	x1
4	4	5	5	18
4	3	4	4	15
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4	5	5	4	18
4	5	5	5	19

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3	4	3	4	14
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4	5	4	4	17
4	4	5	3	16
4	4	5	5	18
4	5	5	4	18
5	4	5	5	19

**Variabel Hubungan Pemasaran**

x2.1	x2.2	x2.3	x2.4	x2
5	4	5	5	19
4	4	3	4	15
4	5	5	4	18
4	4	4	4	16
5	4	5	5	19
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4	3	4	3	14
4	5	5	4	18

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4	4	5	4	17
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4	4	4	3	15
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4	4	4	4	16
5	5	4	5	19
4	4	4	4	16
4	4	5	4	17
4	3	4	5	16

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4	3	4	3	14
5	4	5	4	18
3	3	3	3	12
4	4	4	3	15
5	4	5	4	18
5	4	5	5	19
5	5	5	5	20

### Variabel Modal Sosial

x3.1	x3.2	x3.3	x3.4	x3
5	4	4	4	17
4	4	3	2	13
5	4	5	4	18
3	4	3	3	13
4	3	4	4	15
4	4	4	5	17
3	3	3	3	12
4	4	4	4	16
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3	4	4	4	15
4	3	3	3	13
4	4	5	4	17
5	4	4	5	18

3	4	4	4	15
4	3	3	3	13
4	3	4	3	14
5	4	4	4	17
4	5	4	4	17
3	4	3	3	13
4	3	5	4	16
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4	4	4	4	16
4	4	4	3	15
4	3	3	4	14
3	4	4	5	16
3	3	3	3	12
4	4	4	3	15



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4	4	5	5	18
3	3	3	4	13
4	5	5	4	18
4	4	3	3	14
4	4	4	4	16
5	5	5	4	19
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4	3	4	4	15
4	4	4	4	16
4	4	3	4	15
3	2	3	4	12
4	4	4	3	15
4	4	4	4	16
2	3	3	3	11
5	4	3	3	15
3	3	4	4	14
4	4	4	4	16
5	4	4	5	18
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4	4	4	3	15
4	3	4	5	16
4	3	4	3	14
5	3	4	3	15
4	4	5	4	17
5	4	5	4	18
5	5	5	5	20

### Lampiran 3. Hasil Analisis Data

#### ANALISIS DESKRIPTIF

**x1.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	25	25.0	25.0	25.0
4.00	69	69.0	69.0	94.0
5.00	6	6.0	6.0	100.0
Total	100	100.0	100.0	

**x1.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	29	29.0	29.0	29.0
4.00	54	54.0	54.0	83.0
5.00	17	17.0	17.0	100.0
Total	100	100.0	100.0	

**x1.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	23	23.0	23.0	23.0
4.00	48	48.0	48.0	71.0
5.00	29	29.0	29.0	100.0
Total	100	100.0	100.0	

**x1.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	25	25.0	25.0	25.0
4.00	53	53.0	53.0	78.0
5.00	22	22.0	22.0	100.0
Total	100	100.0	100.0	

**Statistics**

	x2.1	x2.2	x2.3	x2.4	Hubungan Pemasaran
N Valid	100	100	100	100	100
Missing	0	0	0	0	0
Mean	3.9900	4.0900	4.1600	4.0200	16.2600
Median	4.0000	4.0000	4.0000	4.0000	16.0000
Std. Deviation	.64346	.68306	.73471	.76515	2.15847

**x2.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	21	21.0	21.0
	4.00	59	59.0	80.0
	5.00	20	20.0	100.0
	Total	100	100.0	100.0

**x2.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	19	19.0	19.0
	4.00	53	53.0	72.0
	5.00	28	28.0	100.0
	Total	100	100.0	100.0

**x2.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	20	20.0	20.0
	4.00	44	44.0	64.0
	5.00	36	36.0	100.0
	Total	100	100.0	100.0

**x2.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0
	3.00	25	25.0	26.0
	4.00	45	45.0	71.0
	5.00	29	29.0	100.0
	Total	100	100.0	100.0

**Statistics**

		x3.1	x3.2	x3.3	x3.4	Modal Sosial
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3.8200	3.7700	3.8800	3.7300	15.2000
Median		4.0000	4.0000	4.0000	4.0000	15.0000
Std. Deviation		.74373	.63333	.72864	.67950	2.08409

**x3.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0
	3.00	32	32.0	34.0
	4.00	48	48.0	82.0
	5.00	18	18.0	100.0
	Total	100	100.0	100.0

**x3.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	1	1.0	1.0	1.0
3.00	31	31.0	31.0	32.0
4.00	58	58.0	58.0	90.0
5.00	10	10.0	10.0	100.0
Total	100	100.0	100.0	

**x3.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	1	1.0	1.0	1.0
3.00	30	30.0	30.0	31.0
4.00	49	49.0	49.0	80.0
5.00	20	20.0	20.0	100.0
Total	100	100.0	100.0	

**x3.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	1	1.0	1.0	1.0
3.00	37	37.0	37.0	38.0
4.00	50	50.0	50.0	88.0
5.00	12	12.0	12.0	100.0
Total	100	100.0	100.0	

**Statistics**

	y1.1	y1.2	y1.3	y1.4	y1.5	Kapabilitas Pemasaran
N Valid	100	100	100	100	100	100
Missing	0	0	0	0	0	0
Mean	3.9000	4.0300	4.0400	3.9800	3.9500	19.9000
Median	4.0000	4.0000	4.0000	4.0000	4.0000	20.0000
Std. Deviation	.64354	.65836	.65010	.66636	.65713	2.32031

**y1.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	26	26.0	26.0	26.0
4.00	58	58.0	58.0	84.0
5.00	16	16.0	16.0	100.0
Total	100	100.0	100.0	

**y1.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	20	20.0	20.0	20.0
4.00	57	57.0	57.0	77.0
5.00	23	23.0	23.0	100.0
Total	100	100.0	100.0	

**y1.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	19	19.0	19.0	19.0
4.00	58	58.0	58.0	77.0
5.00	23	23.0	23.0	100.0
Total	100	100.0	100.0	

**y1.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	23	23.0	23.0	23.0
4.00	56	56.0	56.0	79.0
5.00	21	21.0	21.0	100.0
Total	100	100.0	100.0	

**y1.5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	24	24.0	24.0	24.0
4.00	57	57.0	57.0	81.0
5.00	19	19.0	19.0	100.0
Total	100	100.0	100.0	

**Statistics**

	y2.1	y2.2	y2.3	y2.4	Kinerja Pemasaran
N Valid	100	100	100	100	100
Missing	0	0	0	0	0
Mean	3.9300	4.0000	4.0100	4.1400	16.0800
Median	4.0000	4.0000	4.0000	4.0000	16.0000
Std. Deviation	.60728	.68165	.67412	.60336	1.93678

**y2.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	22	22.0	22.0	22.0
4.00	63	63.0	63.0	85.0
5.00	15	15.0	15.0	100.0
Total	100	100.0	100.0	

y2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	23	23.0	23.0
	4.00	54	54.0	77.0
	5.00	23	23.0	100.0
	Total	100	100.0	100.0

y2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	22	22.0	22.0
	4.00	55	55.0	77.0
	5.00	23	23.0	100.0
	Total	100	100.0	100.0

y2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	12	12.0	12.0
	4.00	62	62.0	74.0
	5.00	26	26.0	100.0
	Total	100	100.0	100.0

## HASIL UJI VALIDITAS

### Correlations

		x1.1	x1.2	x1.3	x1.4	E Commerce
x1.1	Pearson Correlation	1	.278**	.349**	.263**	.609**
	Sig. (2-tailed)		.005	.000	.008	.000
	N	100	100	100	100	100
x1.2	Pearson Correlation	.278**	1	.453**	.320**	.726**
	Sig. (2-tailed)	.005		.000	.001	.000
	N	100	100	100	100	100
x1.3	Pearson Correlation	.349**	.453**	1	.430**	.801**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
x1.4	Pearson Correlation	.263**	.320**	.430**	1	.719**
	Sig. (2-tailed)	.008	.001	.000		.000
	N	100	100	100	100	100
E Commerce	Pearson Correlation	.609**	.726**	.801**	.719**	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

		x2.1	x2.2	x2.3	x2.4	Hubungan Pemasaran
x2.1	Pearson Correlation	1	.301**	.452**	.472**	.715**
	Sig. (2-tailed)		.002	.000	.000	.000
	N	100	100	100	100	100
x2.2	Pearson Correlation	.301**	1	.353**	.557**	.724**
	Sig. (2-tailed)	.002		.000	.000	.000
	N	100	100	100	100	100
x2.3	Pearson Correlation	.452**	.353**	1	.497**	.763**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
x2.4	Pearson Correlation	.472**	.557**	.497**	1	.841**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Hubungan Pemasaran	Pearson Correlation	.715**	.724**	.763**	.841**	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

		x3.1	x3.2	x3.3	x3.4	Modal Sosial
x3.1	Pearson Correlation	1	.383**	.500**	.323**	.753**
	Sig. (2-tailed)		.000	.000	.001	.000
	N	100	100	100	100	100
x3.2	Pearson Correlation	.383**	1	.421**	.347**	.701**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
x3.3	Pearson Correlation	.500**	.421**	1	.485**	.814**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
x3.4	Pearson Correlation	.323**	.347**	.485**	1	.716**
	Sig. (2-tailed)	.001	.000	.000		.000
	N	100	100	100	100	100
Modal Sosial	Pearson Correlation	.753**	.701**	.814**	.716**	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

		y1.1	y1.2	y1.3	y1.4	y1.5	Kapabilitas Pemasaran
y1.1	Pearson Correlation	1	.389**	.420**	.349**	.346**	.704**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
y1.2	Pearson Correlation	.389**	1	.469**	.393**	.424**	.756**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
y1.3	Pearson Correlation	.420**	.469**	1	.352**	.359**	.733**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
y1.4	Pearson Correlation	.349**	.393**	.352**	1	.275**	.672**
	Sig. (2-tailed)	.000	.000	.000		.006	.000
	N	100	100	100	100	100	100
y1.5	Pearson Correlation	.346**	.424**	.359**	.275**	1	.679**
	Sig. (2-tailed)	.000	.000	.000	.006		.000
	N	100	100	100	100	100	100
Kapabilitas Pemasaran	Pearson Correlation	.704**	.756**	.733**	.672**	.679**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

## Correlations

		y2.1	y2.2	y2.3	y2.4	Kinerja Pemasaran
y2.1	Pearson Correlation	1	.366**	.446**	.413**	.726**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
y2.2	Pearson Correlation	.366**	1	.462**	.516**	.788**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
y2.3	Pearson Correlation	.446**	.462**	1	.344**	.758**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
y2.4	Pearson Correlation	.413**	.516**	.344**	1	.742**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Kinerja Pemasaran	Pearson Correlation	.726**	.788**	.758**	.742**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	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
.684	4

**(X2)****Reliability Statistics**

Cronbach's Alpha	N of Items
.759	4

**(X3)****Reliability Statistics**

Cronbach's Alpha	N of Items
.736	4

**(Y1)****Reliability Statistics**

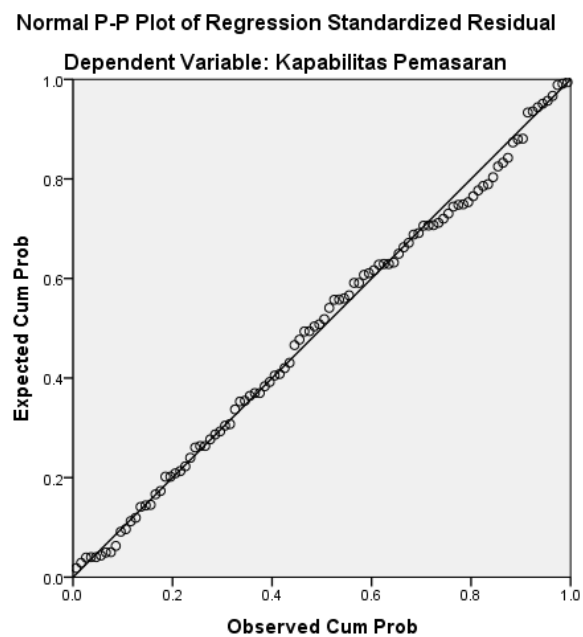
Cronbach's Alpha	N of Items
.752	5

**(Y2)****Reliability Statistics**

Cronbach's Alpha	N of Items
.746	4

## HASIL UJI ASUMSI KLASIK

### 1. Uji Normalitas (*Probability Plot & Kolmogorov-Smirnov*) Persamaan 1 Chart



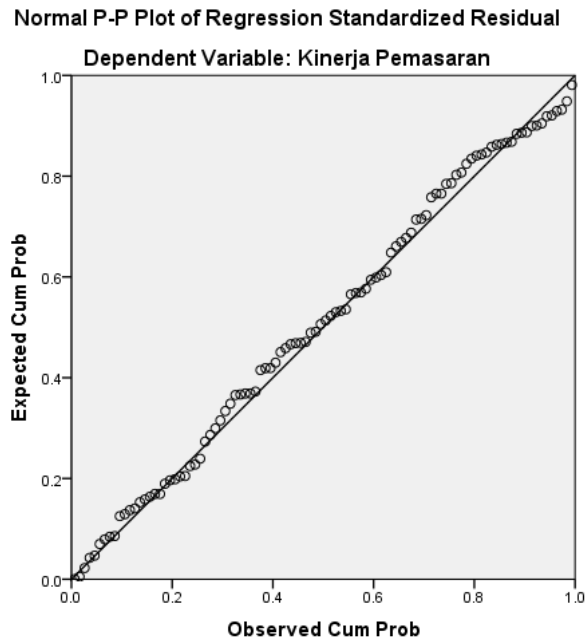
#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.67722730
	Absolute	.047
Most Extreme Differences	Positive	.047
	Negative	-.038
Kolmogorov-Smirnov Z		.471
Asymp. Sig. (2-tailed)		.980

a. Test distribution is Normal.

b. Calculated from data.

## Persamaan 2



### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.26461189
Most Extreme Differences	Absolute	.053
	Positive	.044
	Negative	-.053
Kolmogorov-Smirnov Z		.526
Asymp. Sig. (2-tailed)		.945

a. Test distribution is Normal.

b. Calculated from data.

## 2. Uji Multikolinearitas (Nilai *Tolerance* & *VIF*)

### Model 1

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

Model		Collinearity Statistics	
		Tolerance	VIF
1	E Commerce	.747	1.339
	Hubungan Pemasaran	.641	1.561
	Modal Sosial	.711	1.407

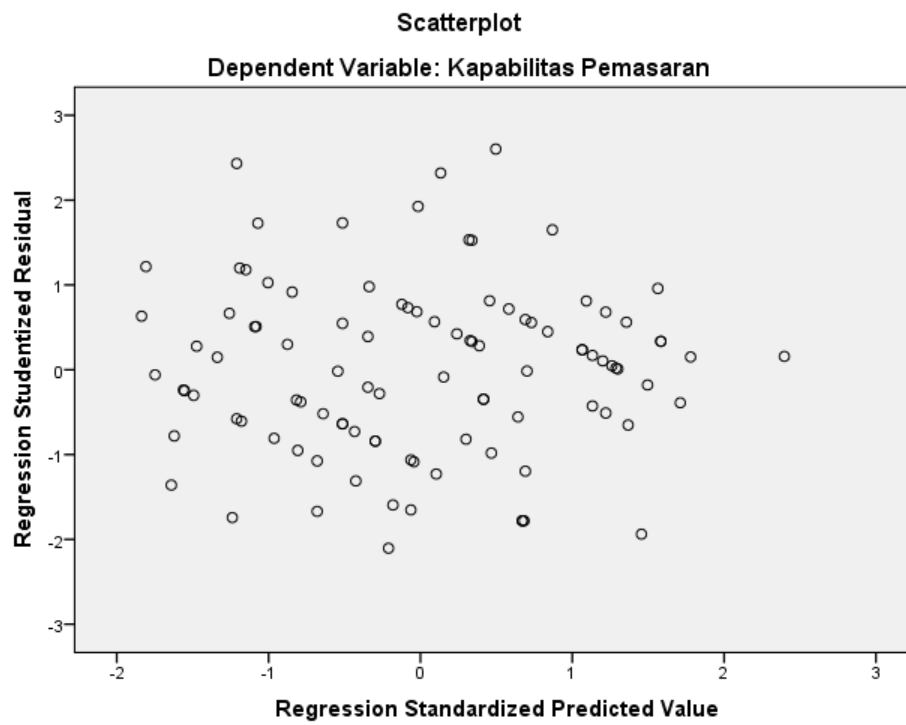
a. Dependent Variable: Kapabilitas Pemasaran

## Model 2

Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	E Commerce	.710	1.409
	Hubungan Pemasaran	.557	1.796
	Modal Sosial	.628	1.591
	Kapabilitas Pemasaran	.523	1.914

a. Dependent Variable: Kinerja Pemasaran

### 3. Uji Heterokedastisitas Model 1 heteroskedastisitas



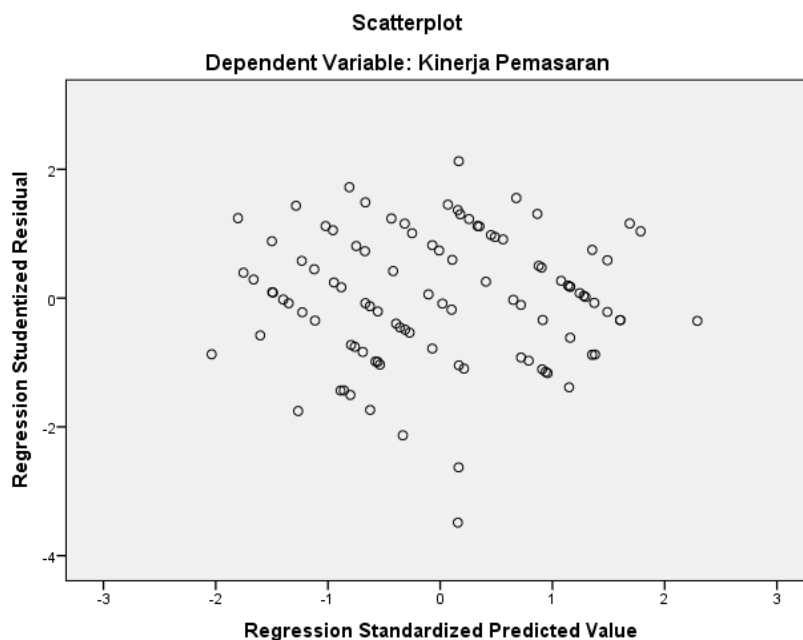
## Uji gletzser

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.691	1.000		2.692	.008
1 E Commerce	-.033	.063	-.062	-.534	.595
Hubungan Pemasaran	-.073	.059	-.156	-1.245	.216
Modal Sosial	.024	.058	.048	.406	.685

a. Dependent Variable: Residual1

## Model 2 heteroskedastisitas



## Uji gletzser

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.824	.782		2.331	.022
1 E Commerce	-.094	.048	-.232	-1.955	.054
Hubungan Pemasaran	.024	.047	.068	.506	.614
Modal Sosial	.050	.046	.137	1.087	.280
Kapabilitas Pemasaran	-.025	.046	-.075	-.539	.591

a. Dependent Variable: Residual2

## HASIL UJI REGRESI LINEAR BERGANDA

### Output Regresi persamaan 1 Regression

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

Model	Variables Entered	Variables Removed	Method
1	Modal Sosial, E Commerce, Hubungan Pemasaran <sup>b</sup>	.	Enter

a. Dependent Variable: Kapabilitas Pemasaran

b. All requested variables entered.

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.691 <sup>a</sup>	.477	.461	1.70323

a. Predictors: (Constant), Modal Sosial, E Commerce, Hubungan Pemasaran

b. Dependent Variable: Kapabilitas Pemasaran

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	254.504	3	84.835	29.243	.000 <sup>b</sup>
	Residual	278.496	96	2.901		
	Total	533.000	99			

a. Dependent Variable: Kapabilitas Pemasaran

b. Predictors: (Constant), Modal Sosial, E Commerce, Hubungan Pemasaran

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

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.808	1.681		2.860	.005
	E Commerce	.236	.105	.192	2.244	.027
	Hubungan Pemasaran	.377	.099	.350	3.802	.000
	Modal Sosial	.345	.097	.310	3.545	.001

a. Dependent Variable: Kapabilitas Pemasaran

## Output Regresi persamaan 2 Regression

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

Model	Variables Entered	Variables Removed	Method
1	Kapabilitas Pemasaran, E Commerce, Modal Sosial, Hubungan Pemasaran <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	.757 <sup>a</sup>	.574	.556	1.29096

a. Predictors: (Constant), Kapabilitas Pemasaran, E Commerce, Modal Sosial, Hubungan Pemasaran

b. Dependent Variable: Kinerja Pemasaran

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	213.035	4	53.259	31.957	.000 <sup>b</sup>
	Residual	158.325	95	1.667		
	Total	371.360	99			

a. Dependent Variable: Kinerja Pemasaran

b. Predictors: (Constant), Kapabilitas Pemasaran, E Commerce, Modal Sosial, Hubungan Pemasaran

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.503	1.327		1.132	.260
	E Commerce	.176	.082	.171	2.153	.034
	Hubungan Pemasaran	.201	.081	.224	2.491	.014
	Modal Sosial	.162	.079	.175	2.069	.041
	Kapabilitas Pemasaran	.305	.077	.366	3.945	.000

a. Dependent Variable: Kinerja Pemasaran