

## KUESIONER

### PENGARUH ORIENTASI BELAJAR DAN KAPABILITAS PEMASARAN TERHADAP KREATIVITAS STRATEGI DALAM MENDUKUNG KINERJA PEMASARAN

#### A. Identitas Responden

1. Nama : .....
2. Jenis Kelamin :  Laki-laki  Perempuan
3. Usia : .....Tahun
4. Masa Kerja : .....Tahun
5. Pendidikan : SMA  D4  S2   
D3  S1  Lainnya

#### B. Petunjuk

Berilah tanda centang (✓) pada 5 alternatif jawaban yang sesuai pilihan saudara/i

#### Orientasi Belajar (X1)

No.	Pernyataan	STS	TS	N	S	SS
1	Saya akan selalu berkomitmen untuk mempelajari metode kerja yang baru dalam bekerja					
2	Saya akan selalu berusaha menguatkan mental dalam mempelajari metode kerja yang baru					
3	Sebagai seorang karyawan, saya berusaha menyamakan visi dengan visi perusahaan dalam bekerja					
Orientasi pembelajaran yang bagaimana yang anda lakukan dalam mendukung pemasaran ? .....						
.....						
.....						
.....						

**Kapabilitas Pemasaran (X2)**

No.	Pernyataan	STS	TS	N	S	SS
1	Saya mengetahui semua produk yang ditawarkan perusahaan					
2	Saya selalu menjaga hubungan baik dengan pelanggan					
3	Saya selalu menyampaikan informasi yang sebenar-benarnya kepada pelanggan					
Apa saja yang sudah anda lakukan dalam memasarkan produk ? .....						
.....						
.....						
.....						

**Kreativitas Strategi Pemasaran (Y1)**

No.	Pernyataan	STS	TS	N	S	SS
1	Saya selalu berusaha menggunakan ide-ide baru dalam menjual produk					
2	Saya menyukai tantangan dalam bekerja					
3	Saya akan menerapkan strategi pemasaran yang mengedepankan inovasi secara terus menerus					
Strategi apa yang anda lakukan dalam memasarkan produk ? .....						
.....						
.....						
.....						

**Kinerja Pemasaran (Y2)**

No.	Pernyataan	STS	TS	N	S	SS
1	Saya selalu mampu mencapai target penjualan setiap tahunnya.					
2	Saya selalu berhasil menambah pelanggan baru setiap tahunnya.					
3	Dalam tiga tahun terakhir pertumbuhan penjualan mengalami peningkatan.					
Bagaimana cara untuk meningkatkan pertumbuhan penjualan? .....						
.....						
.....						
.....						

**Frequency Table****X1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	16	20.8	20.8	20.8
	4.00	43	55.8	55.8	76.6
	5.00	18	23.4	23.4	100.0
	Total	77	100.0	100.0	

**X1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	7	9.1	9.1	9.1
	4.00	50	64.9	64.9	74.0
	5.00	20	26.0	26.0	100.0
	Total	77	100.0	100.0	

**X1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	10	13.0	13.0	13.0
	4.00	53	68.8	68.8	81.8
	5.00	14	18.2	18.2	100.0
	Total	77	100.0	100.0	

**X2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	16	20.8	20.8	20.8
	4.00	47	61.0	61.0	81.8
	5.00	14	18.2	18.2	100.0
	Total	77	100.0	100.0	

**X2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	13	16.9	16.9	16.9
	4.00	43	55.8	55.8	72.7
	5.00	21	27.3	27.3	100.0
	Total	77	100.0	100.0	

**X2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	8	10.4	10.4	10.4
	4.00	46	59.7	59.7	70.1
	5.00	23	29.9	29.9	100.0
	Total	77	100.0	100.0	

**Y1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	15	19.5	19.5	19.5
	4.00	49	63.6	63.6	83.1
	5.00	13	16.9	16.9	100.0
	Total	77	100.0	100.0	

**Y1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	15	19.5	19.5	19.5
	4.00	49	63.6	63.6	83.1
	5.00	13	16.9	16.9	100.0
	Total	77	100.0	100.0	

**Y1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	7	9.1	9.1	9.1
	4.00	54	70.1	70.1	79.2
	5.00	16	20.8	20.8	100.0
	Total	77	100.0	100.0	

**Y2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	8	10.4	10.4	10.4
	4.00	58	75.3	75.3	85.7
	5.00	11	14.3	14.3	100.0
	Total	77	100.0	100.0	

**Y2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	11	14.3	14.3	14.3
	4.00	49	63.6	63.6	77.9
	5.00	17	22.1	22.1	100.0
	Total	77	100.0	100.0	

**Y2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	8	10.4	10.4	10.4
	4.00	55	71.4	71.4	81.8
	5.00	14	18.2	18.2	100.0
	Total	77	100.0	100.0	

## Uji Validitas

## Correlations

		Orientasi	X1.1	X1.2	X1.3
Orientasi	Pearson Correlation	1	.788**	.785**	.869**
	Sig. (2-tailed)		.000	.000	.000
	N	77	77	77	77
X1.1	Pearson Correlation	.788**	1	.333**	.524**
	Sig. (2-tailed)	.000		.003	.000
	N	77	77	77	77
X1.2	Pearson Correlation	.785**	.333**	1	.631**
	Sig. (2-tailed)	.000	.003		.000
	N	77	77	77	77
X1.3	Pearson Correlation	.869**	.524**	.631**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	77	77	77	77

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

## Correlations

		Kapabilitas	X2.1	X2.2	X2.3
Kapabilitas	Pearson Correlation	1	.762**	.873**	.734**
	Sig. (2-tailed)		.000	.000	.000
	N	77	77	77	77
X2.1	Pearson Correlation	.762**	1	.546**	.255*
	Sig. (2-tailed)	.000		.000	.025
	N	77	77	77	77
X2.2	Pearson Correlation	.873**	.546**	1	.506**
	Sig. (2-tailed)	.000	.000		.000
	N	77	77	77	77
X2.3	Pearson Correlation	.734**	.255*	.506**	1
	Sig. (2-tailed)	.000	.025	.000	
	N	77	77	77	77

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

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

### Correlations

		Kreativitas	Y1.1	Y1.2	Y1.3
Kreativitas	Pearson Correlation	1	.880**	.773**	.755**
	Sig. (2-tailed)		.000	.000	.000
	N	77	77	77	77
Y1.1	Pearson Correlation	.880**	1	.535**	.575**
	Sig. (2-tailed)	.000		.000	.000
	N	77	77	77	77
Y1.2	Pearson Correlation	.773**	.535**	1	.292**
	Sig. (2-tailed)	.000	.000		.010
	N	77	77	77	77
Y1.3	Pearson Correlation	.755**	.575**	.292**	1
	Sig. (2-tailed)	.000	.000	.010	
	N	77	77	77	77

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

### Correlations

		Kinerja	Y2.1	Y2.2	Y2.3
Kinerja	Pearson Correlation	1	.781**	.856**	.739**
	Sig. (2-tailed)		.000	.000	.000
	N	77	77	77	77
Y2.1	Pearson Correlation	.781**	1	.560**	.336**
	Sig. (2-tailed)	.000		.000	.003
	N	77	77	77	77
Y2.2	Pearson Correlation	.856**	.560**	1	.433**
	Sig. (2-tailed)	.000	.000		.000
	N	77	77	77	77
Y2.3	Pearson Correlation	.739**	.336**	.433**	1
	Sig. (2-tailed)	.000	.003	.000	
	N	77	77	77	77

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



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

		N	%
Cases	Valid	77	100.0
	Excluded <sup>a</sup>	0	.0
	Total	77	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.737	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	8.2208	1.043	.473	.774
X1.2	8.0779	1.152	.536	.681
X1.3	8.1948	1.027	.701	.495

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

		N	%
Cases	Valid	77	100.0
	Excluded <sup>a</sup>	0	.0
	Total	77	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.701	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	8.2987	1.212	.468	.670
X2.2	8.1688	.958	.664	.406
X2.3	8.0779	1.283	.436	.706

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

		N	%
Cases	Valid	77	100.0
	Excluded <sup>a</sup>	0	.0
	Total	77	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.725	3

**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	8.0909	.847	.688	.450
Y1.2	8.0909	1.031	.474	.727
Y1.3	7.9481	1.129	.495	.697

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

		N	%
Cases	Valid	77	100.0
	Excluded <sup>a</sup>	0	.0
	Total	77	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.704	3

**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	8.1558	.923	.537	.601
Y2.2	8.1169	.710	.605	.502
Y2.3	8.1169	.947	.439	.710

**Regression 1****Descriptive Statistics**

	Mean	Std. Deviation	N
Kreativitas	12.0649	1.40804	77
Orientasi	12.2468	1.46140	77
Kapabilitas	12.2727	1.50120	77

**Correlations**

		Kreativitas	Orientasi	Kapabilitas
Pearson Correlation	Kreativitas	1.000	.772	.589
	Orientasi	.772	1.000	.473
	Kapabilitas	.589	.473	1.000
Sig. (1-tailed)	Kreativitas	.	.000	.000
	Orientasi	.000	.	.000
	Kapabilitas	.000	.000	.
N	Kreativitas	77	77	77
	Orientasi	77	77	77
	Kapabilitas	77	77	77

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.813 <sup>a</sup>	.661	.652	.83083

a. Predictors: (Constant), Kapabilitas, Orientasi

b. Dependent Variable: Kreativitas

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	99.595	2	49.798	72.142	.000 <sup>a</sup>
	Residual	51.080	74	.690		
	Total	150.675	76			

a. Predictors: (Constant), Kapabilitas, Orientasi

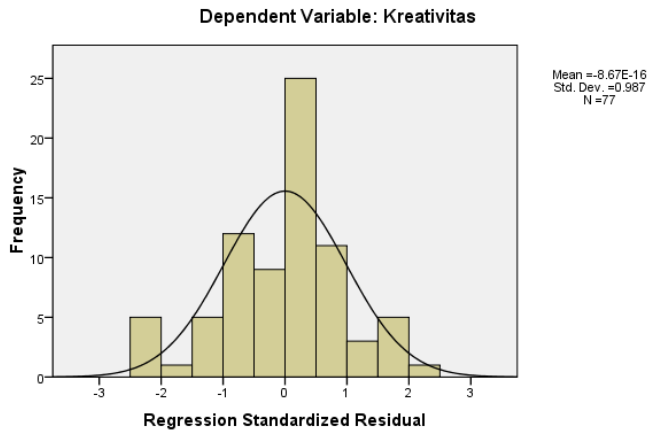
b. Dependent Variable: Kreativitas

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

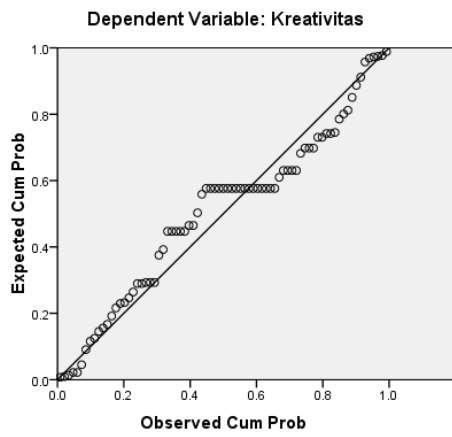
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.241	.924		1.342	.184		
Orientasi	.613	.074	.636	8.278	.000	.777	1.288
Kapabilitas	.271	.072	.289	3.756	.000	.777	1.288

a. Dependent Variable: Kreativitas

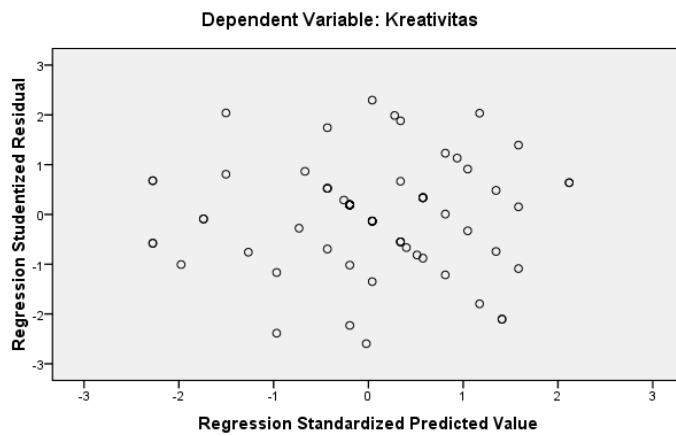
Histogram



Normal P-P Plot of Regression Standardized Residual



Scatterplot



## Regression 2

### Descriptive Statistics

	Mean	Std. Deviation	N
Kinerja	12.1948	1.29817	77
Orientasi	12.2468	1.46140	77
Kapabilitas	12.2727	1.50120	77
Kreativitas	12.0649	1.40804	77

### Correlations

		Kinerja	Orientasi	Kapabilitas	Kreativitas
Pearson Correlation	Kinerja	1.000	.758	.675	.806
	Orientasi	.758	1.000	.473	.772
	Kapabilitas	.675	.473	1.000	.589
	Kreativitas	.806	.772	.589	1.000
Sig. (1-tailed)	Kinerja	.	.000	.000	.000
	Orientasi	.000	.	.000	.000
	Kapabilitas	.000	.000	.	.000
	Kreativitas	.000	.000	.000	.
N	Kinerja	77	77	77	77
	Orientasi	77	77	77	77
	Kapabilitas	77	77	77	77
	Kreativitas	77	77	77	77

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.868 <sup>a</sup>	.753	.743	.65816

a. Predictors: (Constant), Kreativitas, Kapabilitas, Orientasi

b. Dependent Variable: Kinerja



**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	96.456	3	32.152	74.223	.000 <sup>a</sup>
	Residual	31.622	73	.433		
	Total	128.078	76			

a. Predictors: (Constant), Kreativitas, Kapabilitas, Orientasi

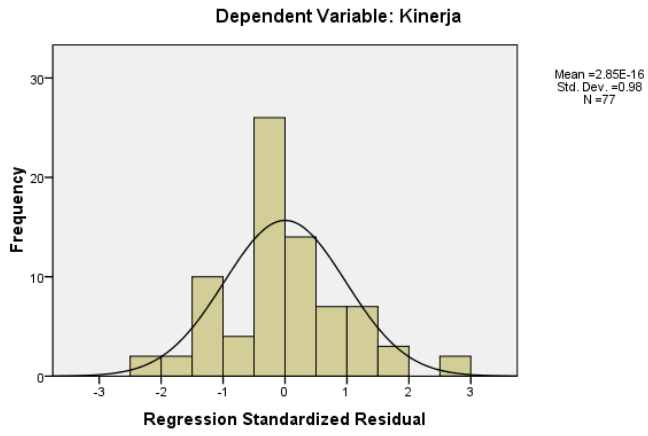
b. Dependent Variable: Kinerja

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

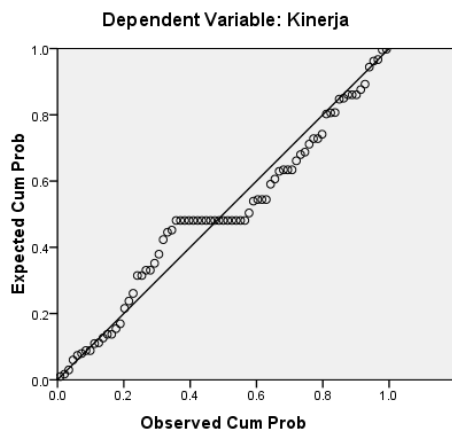
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.282	.741		1.730	.088		
Orientasi	.286	.081	.322	3.517	.001	.403	2.480
Kapabilitas	.257	.062	.297	4.121	.000	.652	1.533
Kreativitas	.353	.092	.383	3.833	.000	.339	2.950

a. Dependent Variable: Kinerja

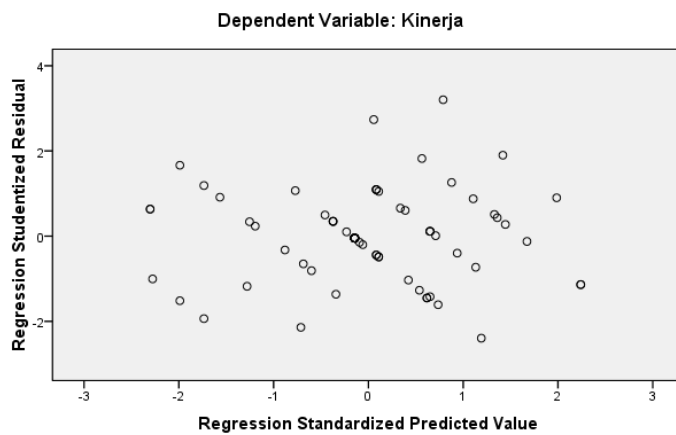
Histogram



Normal P-P Plot of Regression Standardized Residual



Scatterplot



### Uji Normalitas (Kolmogorov Smirnov) 1

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		77
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.81982115
Most Extreme Differences	Absolute	.136
	Positive	.096
	Negative	-.136
Kolmogorov-Smirnov Z		1.192
Asymp. Sig. (2-tailed)		.117

a. Test distribution is Normal.

b. Calculated from data.

### Uji Normalitas (Kolmogorov Smirnov) 2

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		77
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.64504190
Most Extreme Differences	Absolute	.130
	Positive	.091
	Negative	-.130
Kolmogorov-Smirnov Z		1.141
Asymp. Sig. (2-tailed)		.148

a. Test distribution is Normal.

b. Calculated from data.

### Uji Glejser 1

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.080	.608		.132	.895
	Orientasi	.075	.049	.199	1.533	.129
	Kapabilitas	-.032	.047	-.087	-.667	.507

a. Dependent Variable: AbsRes1

### Uji Glejser 2

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.236	.508		.465	.643
	Orientasi	.019	.056	.061	.336	.738
	Kapabilitas	.041	.043	.139	.968	.336
	Kreativitas	-.042	.063	-.133	-.668	.506

a. Dependent Variable: AbsRes2