LAMPIRAN

LAMPIRAN

Lampiran 1.

KUESIONER PENELITIAN

Assalamualaikum Wr. Wb

Dengan hormat,

Berkenaan dengan penelitian mengenai "**Model Pengembangan Kinerja Pemasaran Pada Konveksi di Kabupaten Tegal**" Saya mohon kesediaan Bapak/Ibu untuk mengisi kuesioner berikut ini. Kerahasiaan identitas Bapak/Ibu dijamin dan hanya dipergunakan untuk kepentingan dan sumbangan pemikiran dalam penyusunan skripsi di Jurusan Manajemen Universitas Sultan Agung Semarang. Agar data dapat diolah lebih lanjut, maka saya mohon agar keseluruhan pertanyaan/pernyataan diisi dengan lengkap.

Kesediaan dan kerjasama yang Bapak/Ibu/Saudara berikan dalam informasi yang benar dan lengkap akan sangat mendukung keberhasilan dalam penelitian ini. Selain itu jawaban yang diberikan dapat memberi masukan yang sangat berharga bagi saya.

Akhir kata saya mengucapkan terima kasih atas kesediaan dan kerjasama yang Bapak/Ibu/Saudara meluangkan waktu dalam pengisian kuesioner ini.

Wassalamualaikum Wr. Wb

Hormat saya,

(Septien Intan A)

I. Profil Responden

1. Nama :
2. Usia :
3. Jenis Kelamin :
4. Jumlah Variasi Produk :
5. Daerah Pemasaran :
6. Jumlah Tenaga Kerja :
7. Rata-rata omset / Bulan :

II. Petunjuk Pengisian :

Mohon memberi tanda silang (X) pada jawaban Bapak/Ibu/Saudara yang paling sesuai dan mengisi bagian yang membutuhkan jawaban tertulis.

Sangat tidak setuju	**1**	**2**	**3**	**4**	**5**	**Sangat setuju**

A. Inovasi Produk

Scale	Score 1	2	3	4	5
konveksi yang kami kelola selalu mengembangkan proses produksi dengan cara yang lebih efektif					

Mengembangkan produk yang seperti apamohon dijelaskan :

Scale	Score 1	2	3	4	5
konveksi yang kami kelola dapat membuat produk dengan bahan baku yang berbeda					

Bagaimana cara membuat produk yang baru mohon dijelaskan:

Scale	Score				
	1	2	3	4	5
Pengembangan teknologi dapat mengembangkan pemasaran					
Pengembangan pemasaran yang seperti apa yang berbeda mohon dijelaskan :					

A. Kapabilitas Pemasaran

Scale	Score				
	1	2	3	4	5
Anda memberikan harga yang terjangkau					
Bagaimana cara anda menentukan harga mohon dijelaskan :					

Scale	Score				
	1	2	3	4	5
Produk anda telah mempuntai pelanggan tetap					
Jaringan distribusi mohon dijelaskan :					

Scale	Score				
	1	2	3	4	5
Terdapat model produk yang baru setiap bulan					
Kemampuan produkyang anda lakukan seperti apa, mohon dijelaskan :					

Scale	Score				
	1	2	3	4	5
Memberikan promosi kepada pelanggan produk anda					
Promosi apa yang anda lakukan? mohon dijelaskan					

B. Kinerja pemasaran

Scale	**Score**				
	1	**2**	**3**	**4**	**5**
Pertumbuhan penjualan produk yang tinggi berdampak pada kenaikan biaya					
bagaimana cara meningkatkan pertumbuhan penjualan produk? Mohon dijelaskan					

Scale	Score				
	1	2	3	4	5
Pertumbuhan pelanggan yang tinggi berdampak pada kenaikan keuntungan					
Bagaimana cara meningkatkan pertumbuhan pelanggan?Mohon dijelaskan					

Scale	Score				
	1	**2**	**3**	**4**	**5**
Keberhasilan produk akan menambahkan jumlah produksi					
Bagaimana cara meningkatkan supaya berhasil produk anda? Mohon dijelaskan					

Lampiran 2. Data Penelitian

NO	Inovasi Produk			Jml	Kapabilitas Pemasaran				Jml	Kinerja Pemasaran			Jml
	1	2	3		1	2	3	4		1	2	3	
1	4	5	4	**13**	5	5	5	5	**20**	5	4	5	**14**
2	4	4	4	**12**	4	5	5	4	**18**	3	4	4	**11**
3	3	3	3	**9**	3	4	3	3	**13**	3	3	3	**9**
4	5	5	5	**15**	5	2	4	5	**16**	5	4	5	**14**
5	3	4	4	**11**	3	4	4	3	**14**	3	3	3	**9**
6	4	4	4	**12**	4	5	4	4	**17**	4	4	4	**12**
7	4	4	4	**12**	4	5	5	5	**19**	5	5	5	**15**
8	5	5	5	**15**	5	5	5	5	**20**	5	5	5	**15**
9	4	2	3	**9**	4	4	4	4	**16**	3	3	3	**9**
10	4	4	4	**12**	5	5	5	5	**20**	4	3	3	**10**
11	3	3	3	**9**	2	2	3	2	**9**	3	3	4	**10**
12	5	4	5	**14**	4	4	4	4	**16**	3	4	4	**11**
13	3	2	3	**8**	4	3	3	3	**13**	4	4	4	**12**
14	3	3	3	**9**	3	3	3	2	**11**	3	4	4	**11**
15	3	4	3	**10**	4	4	4	4	**16**	3	3	4	**10**
16	3	3	3	**9**	3	4	3	3	**13**	3	4	3	**10**
17	4	4	4	**12**	3	3	4	3	**13**	4	4	3	**11**
18	2	4	2	**8**	3	4	2	2	**11**	3	3	3	**9**
19	2	4	3	**9**	3	3	2	2	**10**	3	3	3	**9**
20	4	4	4	**12**	4	5	4	4	**17**	5	5	5	**15**
21	5	5	5	**15**	4	4	5	4	**17**	5	5	3	**13**
22	4	4	4	**12**	4	4	3	4	**15**	4	3	4	**11**
23	4	5	4	**13**	5	5	5	5	**20**	5	4	4	**13**
24	3	3	3	**9**	3	3	4	4	**14**	4	3	4	**11**
25	3	3	3	**9**	3	4	4	4	**15**	4	3	4	**11**
26	3	3	3	**9**	3	3	3	3	**12**	2	2	2	**6**
27	5	5	5	**15**	4	4	4	4	**16**	5	4	5	**14**
28	3	3	4	**10**	3	3	3	3	**12**	2	2	3	**7**
29	2	3	5	**10**	3	3	3	5	**14**	4	3	2	**9**
30	2	3	3	**8**	2	3	3	2	**10**	3	3	3	**9**
31	3	2	3	**8**	2	2	3	2	**9**	5	3	3	**11**

32	4	4	4	**12**	4	4	4	4	**16**	4	3	4	**11**
33	4	5	5	**14**	4	5	5	4	**18**	4	4	4	**12**
34	4	4	4	**12**	4	5	5	4	**18**	4	4	4	**12**
35	5	5	5	**15**	5	5	5	5	**20**	4	5	5	**14**
36	3	4	3	**10**	3	4	4	3	**14**	3	3	3	**9**
37	2	2	2	**6**	3	3	3	3	**12**	3	3	4	**10**
38	3	3	4	**10**	4	3	3	3	**13**	4	4	4	**12**
39	4	4	4	**12**	4	4	4	4	**16**	4	4	4	**12**
40	4	3	4	**11**	5	4	4	5	**18**	4	4	3	**11**
41	4	4	4	**12**	4	5	4	4	**17**	4	3	4	**11**
42	3	2	4	**9**	4	4	3	3	**14**	4	4	4	**12**
43	5	4	5	**14**	4	4	2	3	**13**	4	3	4	**11**
44	3	3	3	**9**	3	4	4	3	**14**	3	3	3	**9**
45	4	3	4	**11**	3	3	3	5	**14**	4	3	3	**10**
46	4	4	4	**12**	5	5	5	5	**20**	5	4	5	**14**
47	3	4	3	**10**	4	4	4	4	**16**	4	3	3	**10**
48	3	3	2	**8**	3	5	3	3	**14**	3	4	4	**11**
49	4	3	4	**11**	3	3	4	2	**12**	2	3	3	**8**
50	4	4	4	**12**	5	5	5	5	**20**	5	5	5	**15**
51	3	4	3	**10**	4	4	4	4	**16**	4	4	3	**11**
52	2	2	4	**8**	2	3	2	4	**11**	3	3	2	**8**
53	3	3	4	**10**	3	4	3	3	**13**	3	3	3	**9**
54	2	3	2	**7**	4	4	4	4	**16**	2	4	4	**10**
55	3	2	4	**9**	4	4	3	3	**14**	4	4	4	**12**
56	3	3	3	**9**	3	4	3	5	**15**	4	3	2	**9**
57	4	5	4	**13**	4	5	5	4	**18**	3	4	4	**11**
58	5	5	5	**15**	5	5	4	5	**19**	5	4	5	**14**
59	4	4	4	**12**	4	4	4	3	**15**	4	4	4	**12**
60	5	5	5	**15**	5	5	5	5	**20**	4	4	4	**12**
61	3	2	4	**9**	4	4	3	3	**14**	4	4	4	**12**
62	4	4	4	**12**	4	4	3	4	**15**	4	4	4	**12**
63	2	2	2	**6**	4	4	4	4	**16**	3	3	3	**9**
64	5	5	5	**15**	5	5	4	5	**19**	4	4	4	**12**
65	5	5	5	**15**	5	5	5	5	**20**	4	5	5	**14**
66	4	4	4	**12**	4	4	4	4	**16**	4	4	4	**12**

67	4	2	4	**10**	2	4	4	4	**14**	2	3	2	**7**
68	4	4	4	**12**	3	3	3	3	**12**	3	3	4	**10**
69	3	4	4	**11**	4	4	4	4	**16**	3	4	3	**10**
70	3	3	3	**9**	2	2	3	2	**9**	2	3	2	**7**
71	4	3	4	**11**	3	3	4	3	**13**	3	3	3	**9**
72	4	4	4	**12**	4	5	5	5	**19**	4	5	5	**14**
73	4	2	2	**8**	4	4	4	4	**16**	3	3	3	**9**
74	3	3	3	**9**	4	4	4	4	**16**	3	4	3	**10**
75	5	5	5	**15**	5	5	5	5	**20**	4	5	5	**14**
76	4	3	4	**11**	5	5	5	5	**20**	4	3	3	**10**
77	2	3	3	**8**	3	3	3	3	**12**	4	3	3	**10**
78	4	4	4	**12**	4	4	4	4	**16**	3	3	4	**10**
79	4	3	3	**10**	2	4	4	4	**14**	4	2	2	**8**
80	5	3	3	**11**	3	4	4	4	**15**	3	3	4	**10**
81	3	5	3	**11**	5	5	5	5	**20**	4	4	5	**13**
82	3	3	3	**9**	3	4	3	3	**13**	3	4	3	**10**
83	5	5	5	**15**	5	5	3	4	**17**	5	4	5	**14**
84	4	4	5	**13**	5	4	4	4	**17**	4	4	4	**12**
85	5	5	5	**15**	5	5	4	5	**19**	5	4	5	**14**

Lampiran 3. Hasil Data SPSS

Correlations

Notes

Output Created		24-JAN-2020 08:42:40
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	85
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=ino1 ino2 ino3 tot.ino /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.03

Correlations

		ino1	ino2	ino3	tot.ino
ino1	Pearson Correlation	1	.618**	.725**	.890**
	Sig. (2-tailed)		.000	.000	.000
	N	85	85	85	85
ino2	Pearson Correlation	.618**	1	.608**	.856**
	Sig. (2-tailed)	.000		.000	.000
	N	85	85	85	85
ino3	Pearson Correlation	.725**	.608**	1	.881**

	Sig. (2-tailed)	.000	.000		.000
	N	85	85	85	85
tot.ino	Pearson Correlation	.890**	.856**	.881**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	85	85	85	85

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

Correlations

Notes

Output Created		24-JAN-2020 08:44:55
Comments		
Input	Active Dataset	DataSet0
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	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	85
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=kap1 kap2 kap3 kap4 tot.kap /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.04

Correlations

		kap1	kap2	kap3	kap4	tot.kap
kap1	Pearson Correlation	1	.670**	.598**	.703**	.869**

	Sig. (2-tailed)		.000	.000	.000	.000
	N	85	85	85	85	85
kap2	Pearson Correlation	.670**	1	.634**	.628**	.849**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	85	85	85	85	85
kap3	Pearson Correlation	.598**	.634**	1	.662**	.837**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	85	85	85	85	85
kap4	Pearson Correlation	.703**	.628**	.662**	1	.878**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	85	85	85	85	85
tot.kap	Pearson Correlation	.869**	.849**	.837**	.878**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	85	85	85	85	85

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

Correlations

Notes

Output Created		24-JAN-2020 08:47:11
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	85
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.

Syntax		CORRELATIONS /VARIABLES=kp1 kp2 kp3 tot.kp /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.06
	Elapsed Time	00:00:00.05

Correlations

		kp1	kp2	kp3	tot.kp
kp1	Pearson Correlation	1	.531**	.575**	.828**
	Sig. (2-tailed)		.000	.000	.000
	N	85	85	85	85
kp2	Pearson Correlation	.531**	1	.675**	.846**
	Sig. (2-tailed)	.000		.000	.000
	N	85	85	85	85
kp3	Pearson Correlation	.575**	.675**	1	.887**
	Sig. (2-tailed)	.000	.000		.000
	N	85	85	85	85
tot.kp	Pearson Correlation	.828**	.846**	.887**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	85	85	85	85

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

Reliability

Notes

Output Created		24-JAN-2020 08:49:36
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>

	N of Rows in Working Data File	85
Missing Value Handling	Matrix Input Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=ino1 ino2 ino3 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	85	100.0
	Excluded[a]	0	.0
	Total	85	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.846	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted

ino1	7.3882	2.621	.746	.753
ino2	7.4000	2.648	.660	.840
ino3	7.2588	2.766	.739	.763

Reliability

Notes

Output Created		24-JAN-2020 08:50:16
Comments		
Input	Active Dataset	DataSet0
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	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	85
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=kap1 kap2 kap3 kap4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.03

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	85	100.0
	Excluded[a]	0	.0
	Total	85	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.881	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
kap1	11.6471	5.160	.755	.841
kap2	11.4000	5.457	.733	.850
kap3	11.5882	5.531	.716	.857
kap4	11.6000	4.981	.765	.838

Reliability

Notes

Output Created		24-JAN-2020 08:51:28
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	85
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.

Syntax		RELIABILITY /VARIABLES=kp1 kp2 kp3 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.12

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	85	100.0
	Excluded[a]	0	.0
	Total	85	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.811	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
kp1	7.3059	2.143	.606	.798
kp2	7.3882	2.288	.682	.729
kp3	7.3059	1.858	.710	.690

Regression

Notes

Output Created		24-JAN-2020 09:57:10
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	85
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Inovasi /METHOD=ENTER Kapabilitas /SCATTERPLOT=(*SRESID ,*ZPRED) /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
Resources	Processor Time	00:00:02.43
	Elapsed Time	00:00:02.63
	Memory Required	1756 bytes
	Additional Memory Required for Residual Plots	912 bytes

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kapabilitas[b]	.	Enter

a. Dependent Variable: Inovasi
b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.659[a]	.434	.427	1.79077

a. Predictors: (Constant), Kapabilitas
b. Dependent Variable: Inovasi

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	203.783	1	203.783	63.546	.000[b]
	Residual	266.169	83	3.207		
	Total	469.953	84			

a. Dependent Variable: Inovasi
b. Predictors: (Constant), Kapabilitas

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.036	1.021		2.974	.004
	Kapabilitas	.518	.065	.659	7.972	.000

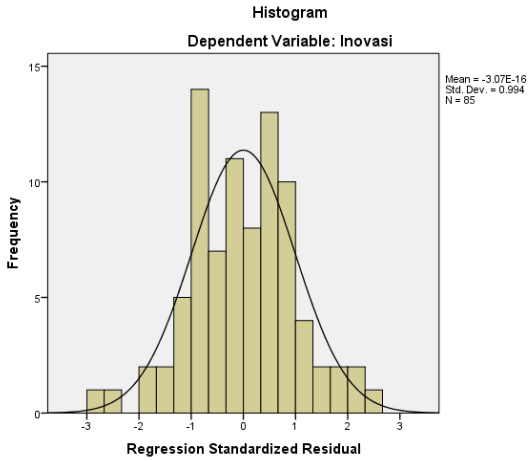
a. Dependent Variable: Inovasi

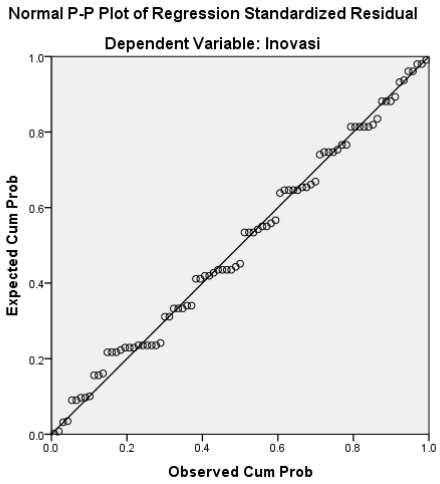
Residuals Statistics[a]

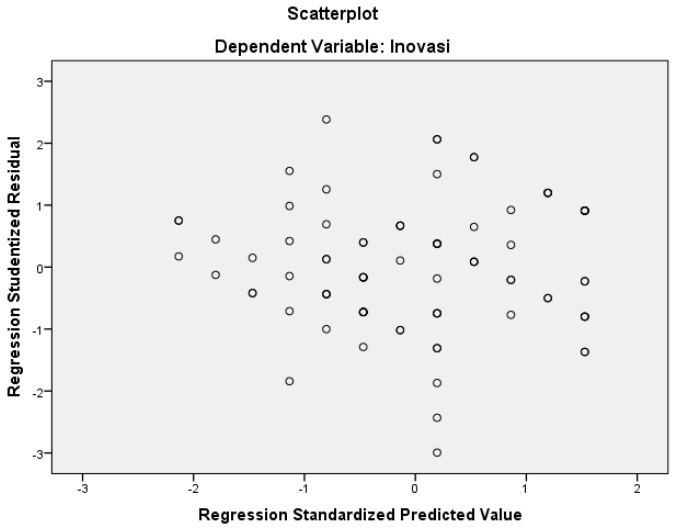
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	7.7003	13.4016	11.0235	1.55756	85
Std. Predicted Value	-2.134	1.527	.000	1.000	85
Standard Error of Predicted Value	.196	.460	.265	.071	85
Adjusted Predicted Value	7.6085	13.5004	11.0208	1.56227	85
Residual	-5.32841	4.22649	.00000	1.78008	85
Std. Residual	-2.975	2.360	.000	.994	85
Stud. Residual	-2.994	2.383	.001	1.004	85
Deleted Residual	-5.39434	4.31025	.00270	1.81636	85
Stud. Deleted Residual	-3.151	2.455	.000	1.019	85
Mahal. Distance	.019	4.552	.988	1.129	85
Cook's Distance	.000	.056	.010	.013	85
Centered Leverage Value	.000	.054	.012	.013	85

a. Dependent Variable: Inovasi

Charts







Regression

Notes

Output Created		24-JAN-2020 09:58:23
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	85

Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT KinerjaPemasaran /METHOD=ENTER Inovasi Kapabilitas /SCATTERPLOT=(*SRESID ,*ZPRED) /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
Resources	Processor Time	00:00:02.45
	Elapsed Time	00:00:03.28
	Memory Required	2020 bytes
	Additional Memory Required for Residual Plots	904 bytes

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kapabilitas, Inovasi[b]	.	Enter

a. Dependent Variable: KinerjaPemasaran
b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.724[a]	.524	.512	1.44974

a. Predictors: (Constant), Kapabilitas, Inovasi
b. Dependent Variable: KinerjaPemasaran

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	189.657	2	94.828	45.119	.000[b]
	Residual	172.343	82	2.102		
	Total	362.000	84			

a. Dependent Variable: KinerjaPemasaran
b. Predictors: (Constant), Kapabilitas, Inovasi

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.902	.869		3.338	.001
	Inovasi	.325	.089	.371	3.661	.000
	Kapabilitas	.293	.070	.424	4.186	.000

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Inovasi	.566	1.766
	Kapabilitas	.566	1.766

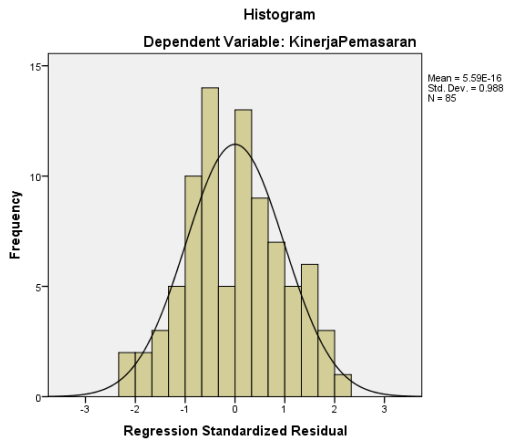
a. Dependent Variable: KinerjaPemasaran

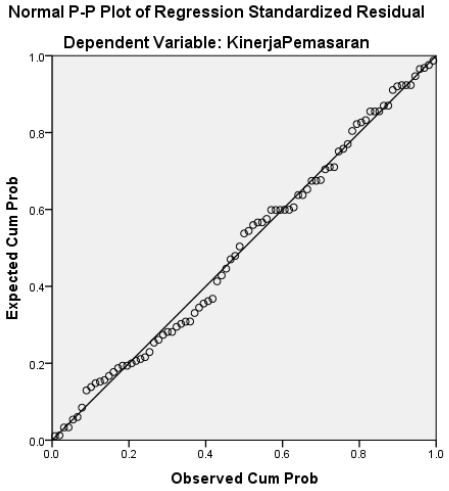
Residuals Statistics[a]

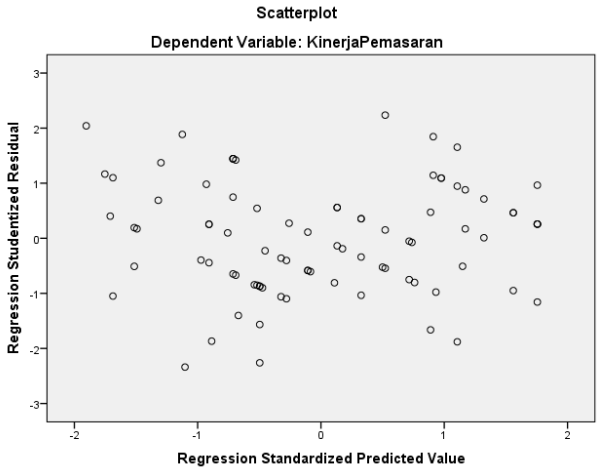
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	8.1392	13.6370	11.0000	1.50260	85
Std. Predicted Value	-1.904	1.755	.000	1.000	85
Standard Error of Predicted Value	.160	.500	.262	.074	85
Adjusted Predicted Value	7.9361	13.7215	10.9956	1.50600	85
Residual	-3.34284	3.21734	.00000	1.43238	85
Std. Residual	-2.306	2.219	.000	.988	85
Stud. Residual	-2.338	2.236	.002	1.005	85
Deleted Residual	-3.43685	3.26693	.00443	1.48330	85
Stud. Deleted Residual	-2.405	2.294	.002	1.016	85
Mahal. Distance	.030	8.998	1.976	1.712	85
Cook's Distance	.000	.099	.012	.017	85
Centered Leverage Value	.000	.107	.024	.020	85

a. Dependent Variable: KinerjaPemasaran

Charts







NPar Tests

Notes

Output Created		24-JAN-2020 09:58:38
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	85

Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each test are based on all cases with valid data for the variable(s) used in that test.
Syntax		NPAR TESTS /K-S(NORMAL)=RES_1 RES_3 /MISSING ANALYSIS.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.05
	Number of Cases Allowed[a]	157286

a. Based on availability of workspace memory.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual 1	Unstandardized Residual 2
N		85	85
Normal Parameters[a,b]	Mean	.0000000	.0000000
	Std. Deviation	1.78007985	1.43237750
Most Extreme Differences	Absolute	.074	.058
	Positive	.055	.058
	Negative	-.074	-.044
Test Statistic		.074	.058
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

Notes

Output Created		24-JAN-2020 09:59:06
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	85
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT KinerjaPemasaran /METHOD=ENTER Inovasi Kapabilitas /SCATTERPLOT=(*SRESID ,*ZPRED) /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).
Resources	Processor Time	00:00:02.31
	Elapsed Time	00:00:02.69
	Memory Required	2020 bytes
	Additional Memory Required for Residual Plots	904 bytes

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kapabilitas, Inovasi[b]	.	Enter

a. Dependent Variable: KinerjaPemasaran
b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.724[a]	.524	.512	1.44974

a. Predictors: (Constant), Kapabilitas, Inovasi
b. Dependent Variable: KinerjaPemasaran

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	189.657	2	94.828	45.119	.000[b]
	Residual	172.343	82	2.102		
	Total	362.000	84			

a. Dependent Variable: KinerjaPemasaran
b. Predictors: (Constant), Kapabilitas, Inovasi

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Inovasi	Kapabilitas
1	1	2.964	1.000	.00	.00	.00
	2	.023	11.406	.91	.34	.05
	3	.013	14.975	.09	.66	.95

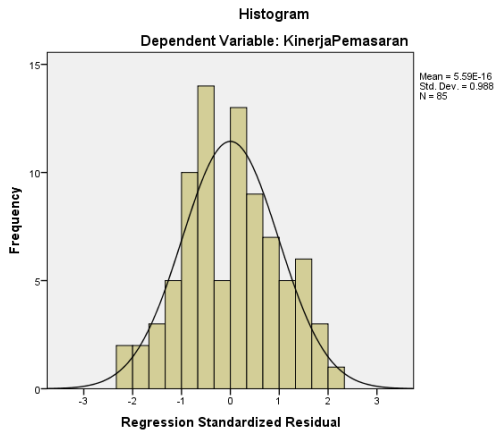
a. Dependent Variable: KinerjaPemasaran

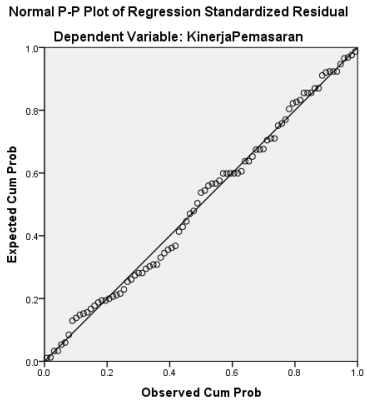
Residuals Statistics[a]

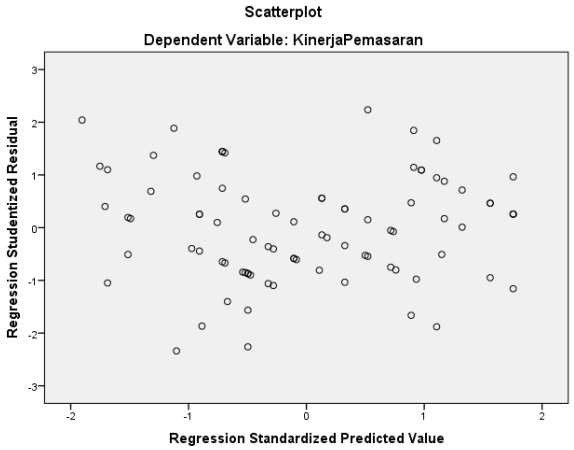
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	8.1392	13.6370	11.0000	1.50260	85
Std. Predicted Value	-1.904	1.755	.000	1.000	85
Standard Error of Predicted Value	.160	.500	.262	.074	85
Adjusted Predicted Value	7.9361	13.7215	10.9956	1.50600	85
Residual	-3.34284	3.21734	.00000	1.43238	85
Std. Residual	-2.306	2.219	.000	.988	85
Stud. Residual	-2.338	2.236	.002	1.005	85
Deleted Residual	-3.43685	3.26693	.00443	1.48330	85
Stud. Deleted Residual	-2.405	2.294	.002	1.016	85
Mahal. Distance	.030	8.998	1.976	1.712	85
Cook's Distance	.000	.099	.012	.017	85
Centered Leverage Value	.000	.107	.024	.020	85

a. Dependent Variable: KinerjaPemasaran

Charts







Regression

Notes

Output Created		24-JAN-2020 11:26:45
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	85

Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT AbsRes1 /METHOD=ENTER Kapabilitas.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.19
	Memory Required	1756 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kapabilitas[b]	.	Enter

a. Dependent Variable: AbsRes1
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.149[a]	.022	.010	1.07630

a. Predictors: (Constant), Kapabilitas

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.191	1	2.191	1.891	.173[b]
	Residual	96.150	83	1.158		
	Total	98.340	84			

a. Dependent Variable: AbsRes1
b. Predictors: (Constant), Kapabilitas

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.577	.613		.941	.350
	Kapabilitas	.054	.039	.149	1.375	.173

a. Dependent Variable: AbsRes1

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT AbsRes2
  /METHOD=ENTER Inovasi Kapabilitas.
```

Regression

Notes

Output Created		24-JAN-2020 11:28:10
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	85
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.

	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT AbsRes2 /METHOD=ENTER Inovasi Kapabilitas.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.08
	Memory Required	2012 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kapabilitas, Inovasi[b]	.	Enter

a. Dependent Variable: AbsRes2
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.169[a]	.029	.005	.81648

a. Predictors: (Constant), Kapabilitas, Inovasi

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.614	2	.807	1.211	.303[b]
	Residual	54.664	82	.667		
	Total	56.278	84			

a. Dependent Variable: AbsRes2
b. Predictors: (Constant), Kapabilitas, Inovasi

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.838	.490		3.755	.000
	Inovasi	-.055	.050	-.159	-1.100	.274
	Kapabilitas	-.004	.039	-.015	-.103	.918

a. Dependent Variable: AbsRes2

SAVE OUTFILE='C:\Users\User\Documents\Septien Intan.sav'
/COMPRESSED.

SAVE OUTFILE='G:\Septien Intan.sav'
/COMPRESSED.