

# **LAMPIRAN I**

## **KUESIONER**

### **Kuesioner Penelitian**

Responden yang terhormat,

Bersama ini saya mengharapkan kesediaan Bapak/ibu/saudara(i) untuk mengisi daftar pertanyaan dalam kuesioner ini dengan tujuan sebagai data untuk penyusunan skripsi dengan judul : ” MODEL PENINGKATAN KINERJA PEMASARAN BERDASARKAN INOVASI PRODUK DAN ORIENTASI KEWIRAUSAHAAN DENGAN KAPABILITAS SEBAGAI VARIABEL INTERVENING (STUDI KASUS PADA UMKM KUNINGAN DI SENTRA JUWANA). ”. Atas kesediaan Bapak/ibu/saudara(i) menjawab dengan sejujurnya dan sebaik-baiknya, saya mengucapkan terima kasih.

Peneliti,

Rani Andini

## IDENTITAS RESPONDEN

### Petunjuk Pengisian

Berilah tanda pada salah satu jawaban tertera pada daftar pernyataan SS/S/N/TS/STS pada kolom yang telah disediakan.

Isilah identitas diri Ibu/Bapak/Saudara/i sesuai keadaan yang sebenarnya.

- a) Nama Pemilik / Usaha :
- b) Umur : a. 26-30 tahun  
b. 36-40 tahun  
c. > 40 tahun
- c) Jenis Kelamin : a. Perempuan  
b. Laki-laki
- d) Pendidikan Terakhir : a. SD  
b. SMP/MTs  
c. SMA/MA  
d. Diploma  
e. Sarjana

Berilah jawaban atas pernyataan-pernyataan pada lembar selanjutnya dengan tanda, yaitu 1-5 untuk setiap pernyataan dengan ketentuan bobot sebagai bobot sebagai berikut:

- |                        |         |
|------------------------|---------|
| 1. Sangat Setuju       | Bobot 5 |
| 2. Setuju              | Bobot 4 |
| 3. Netral              | Bobot 3 |
| 4. Tidak Setuju        | Bobot 2 |
| 5. Sangat Tidak Setuju | Bobot 1 |

### A. Kinerja Pemasaran

No	Scale	Score				
		1	2	3	4	5
1	Dalam tiga tahun terakhir perusahaan mengalami peningkatan volume penjualan					
2	Dalam tiga tahun terakhir perusahaan mengalami peningkatan pertumbuhan pelanggan					
3	Dalam tiga tahun terakhir perusahaan peningkatan kemampulabaan					
4	Dalam tiga tahun terakhir perusahaan mengalami penurunan penjualan produk yang dikembalikan (sales return)					
5	Dalam tiga tahun terakhir perusahaan mempunyai jangkauan wilayah pemasaran yang lebih luas					

### B. Kapabilitas Pemasaran

No	Scale	Score				
		1	2	3	4	5
1	Perusahaan mempunyai jaringan distribusi yang luas					
2	Perusahaan mampu menentukan riset pemasaran					
3	Perusahaan mampu menentukan strategi harga					
4	Perusahaan menerapkan Manajemen Promosi yang sesuai					
5	Perusahaan mampu menentukan pengembangan produk yang akan diproduksi mendatang					

### C. Inovasi Produk

No	Scale	Score				
		1	2	3	4	5
1	Kerajinan kuningan mempunyai ciri khas yang berbeda dengan kerajinan logam lainnya					
2	Kerajinan kuningan memberikan pilihan pada konsumen untuk menentukan pilihan					
3	Kerajinan kuningan memungkinkan masuk dalam persaingan pasar yang telah ada					
4	Kerajinan kuningan melengkapi produksi kerajinan logam yang telah ada					
5	Kerajinan Kerajinan kuningan menjadikan kerajinan logam menjadi produk yang lebih beragam					

### D. Orientasi Kewirausahaan

No	Scale	Score				
		1	2	3	4	5
1	Perusahaan memiliki pengalaman berusaha yang cukup lama					
2	Perusahaan mampu berubah sesuai dengan keinginan pelanggan (flexibel)					
3	Perusahaan berani mengambil resiko yang akan dihadapi di depan					
4	Perusahaan mampu untuk mengenali peluang dan komitmen untuk inovasi					
5	Perusahaan mampu dalam menanggulangi atau mengantisipasi terhadap segala perubahan					

**LAMPIRAN II**  
**HASIL KUESIONER**

Resp	Orientasi Kewirusahaan (X1)					TOT X1	Inovasi Produk (X2)					TOTAL X2	Kapabilitas Pemasaran (Y1)					TOTAL Y1	Kinerja Pemasaran (Y2)					Total Y2
	P1	P2	P3	P4	P5		P6	P7	P8	P9	P10		P11	P12	P13	P14	P15		P16	P17	P18	P19	P20	
1	4	4	3	4	5	20	4	4	3	3	5	19	2	3	4	4	3	16	4	4	5	4	4	21
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No	Nama Perusahaan	Umur	Jeni Kelamin	Pendidikan Terakhir
1	Warsindo Putra Jaya	36-40	Laki-laki	SMK/SMA
2	Suikarna Brass	36-40	Laki-laki	SMK/SMA
3	Sarana Brass	36-40	Laki-laki	SMK/SMA
4	Sido Makmur Barokah	36-40	Laki-laki	SMK/SMA
5	Bawi Brass	>40	Laki-laki	SMK/SMA
6	Gelombang Abadi	36-40	Laki-laki	SMK/SMA
7	Sari Logam	36-40	Laki-laki	SMK/SMA
8	Maju Mapan	36-40	Laki-laki	SMK/SMA
9	Kuningan Sukar	36-40	Laki-laki	SMK/SMA
10	Budi Jaya Logam	36-40	Laki-laki	SMK/SMA
11	Kuningan Tarmuji	36-40	Laki-laki	SMK/SMA
12	Kuningan Sumedi	36-40	Laki-laki	SMK/SMA
13	Kuningan Marsudi	36-40	Laki-laki	DIPLOMA
14	Wartindo Kuningan	36-40	Laki-laki	DIPLOMA
15	Warsindo Brass Kuningan	36-40	Laki-laki	SMK/SMA
16	Sinar Raya Logam	36-40	Laki-laki	SMK/SMA
17	Ksp Brass	>40	Laki-laki	SMK/SMA
18	Karya Logam	36-40	Laki-laki	DIPLOMA
19	Sinar Abadi	36-40	Laki-laki	DIPLOMA
20	Mahkota Logam	36-40	Laki-laki	DIPLOMA
21	Dadi Brass Kuningan	36-40	Laki-laki	DIPLOMA
22	Tarindo Kuningan	>40	Laki-laki	DIPLOMA
23	Gandika Kuningan	>40	Laki-laki	DIPLOMA
24	Sumber Rejeki	>40	Laki-laki	SMK/SMA
25	Krisna	36-40	Laki-laki	SMK/SMA
26	Kuncoro Logam	36-40	Laki-laki	SMK/SMA
27	Usaha Jaya	36-40	Laki-laki	SARJANA
28	Makarty Brass	36-40	Laki-laki	SARJANA
29	Senita Logam	>40	Laki-laki	DIPLOMA
30	Indo Karya	>40	Laki-laki	SMK/SMA
31	Rejeki Lestari	36-40	Laki-laki	SMK/SMA
32	Harto Brass Abadi	36-40	Laki-laki	SMK/SMA
33	Kitta	36-40	Laki-laki	SMK/SMA
34	Ajiroso	36-40	Laki-laki	SMK/SMA
35	Hosana	36-40	Laki-laki	SMK/SMA
36	Saridin	36-40	Laki-laki	SMK/SMA
37	Sutikno	>40	Laki-laki	SARJANA
38	Yadi Karya	>40	Laki-laki	SARJANA
39	Sido Makmur	36-40	Laki-laki	SARJANA
40	Sinar Logam	36-40	Laki-laki	SMK/SMA
41	Satria Indo Logam	>40	Laki-laki	SMK/SMA
42	Sri Lestari	36-40	Laki-laki	SMK/SMA

43	Kuningan Marsani	36-40	Laki-laki	SMK/SMA
44	Isaku	36-40	Laki-laki	SMK/SMA
45	Kuningan Suparman	36-40	Laki-laki	SMK/SMA
46	Sarwi Brass	36-40	Laki-laki	SMK/SMA
47	KRJ Produk	36-40	Laki-laki	SMK/SMA
48	SM Produk	36-40	Laki-laki	SMK/SMA
49	Kuningan Sunardi	>40	Laki-laki	SMK/SMA
50	Sinar Padi	>40	Laki-laki	SMK/SMA
51	Logam Indra Prasta	>40	Laki-laki	DIPLOMA
52	Kuningan Suwatono	>40	Laki-laki	DIPLOMA
53	Kuningan P.Darmo	>40	Laki-laki	SMK/SMA
54	Kuningan Joko Sutrisno	36-40	Laki-laki	SMK/SMA
55	Karya Mulia	>40	Laki-laki	SMK/SMA
56	Kuningan Ali Mahmudi	>40	Laki-laki	SMK/SMA
57	Sunar Jaya	>40	Laki-laki	SMK/SMA
58	Sinar Abadi Logam	>40	Laki-laki	SMK/SMA
59	Damtama	36-40	Laki-laki	SMK/SMA
60	Ontoseno	36-40	Laki-laki	SARJANA
61	Mahkota Karya	36-40	Laki-laki	SMK/SMA
62	New Logam Sakti	36-40	Laki-laki	SMK/SMA
63	Mahkota	36-40	Laki-laki	SMK/SMA
64	Kuningan Nastain	36-40	Laki-laki	SMK/SMA
65	Fernanda Brass	36-40	Laki-laki	SMK/SMA
66	Adi Karya	>40	Laki-laki	SMK/SMA
67	Kuningan Karnawi	>40	Laki-laki	SMK/SMA
68	Waskita Karya Wijaya	>40	Laki-laki	DIPLOMA
69	Hasana	>40	Laki-laki	DIPLOMA
70	Alex Jaya	36-40	Laki-laki	DIPLOMA
71	Fans Alumunium	36-40	Laki-laki	DIPLOMA
72	Ojo lali Brass	36-40	Laki-laki	SMK/SMA
73	Juana Abadi Brass	36-40	Laki-laki	SMK/SMA
74	Kuningan Suwadi	36-40	Laki-laki	SMK/SMA
75	Kuningan Sukarno	>40	Laki-laki	SMK/SMA
76	Kuningan Yari	>40	Laki-laki	SMK/SMA
77	Kuningan Warso	36-40	Laki-laki	SMK/SMA
78	Kuningan Karki	36-40	Laki-laki	SMK/SMA
79	Eben Heazer Logam	36-40	Laki-laki	SMK/SMA
80	Kuningan Wakito	36-40	Laki-laki	SMK/SMA
81	Kuningan Wartoyo	>40	Laki-laki	SMK/SMA
82	Kuningan Rukijo	>40	Laki-laki	SMK/SMA
83	Satria Indo Logam Brass	>40	Laki-laki	SMK/SMA
84	Kuningan Tono Hartono	>40	Laki-laki	SMK/SMA
85	Kuningan Tion Brass	>40	Laki-laki	SMK/SMA
86	Kuningan Teguh Eko	>40	Laki-laki	DIPLOMA

87	Kuningan Suwarso Subur	>40	Laki-laki	DIPLOMA
88	Kuningan Sutrisno	>40	Laki-laki	DIPLOMA
89	Kuningan Sundoyo	>40	Laki-laki	SMK/SMA
90	El Shaddai Brass	>40	Laki-laki	SMK/SMA
91	Sanjaya	36-40	Laki-laki	SMK/SMA
92	Balinda	36-40	Laki-laki	SMK/SMA
93	Warsindo Brass Satu	36-40	Laki-laki	SMK/SMA
94	Tiga Putra	36-40	Laki-laki	SARJANA
95	Awana Brass	36-40	Laki-laki	SARJANA
96	Kuningan Sukarno Titut	36-40	Laki-laki	SARJANA
97	Putika Logam	>40	Laki-laki	SMK/SMA
98	Cahaya Abadi	>40	Laki-laki	SMK/SMA
99	Farrindo Jaya	36-40	Laki-laki	SMK/SMA
100	Kanigoro Crom	36-40	Laki-laki	SMK/SMA

#### Statistics

		UMUR	GENDER	PENDIDIKAN
N	Valid	100	100	100
	Missing	0	0	0

#### UMUR

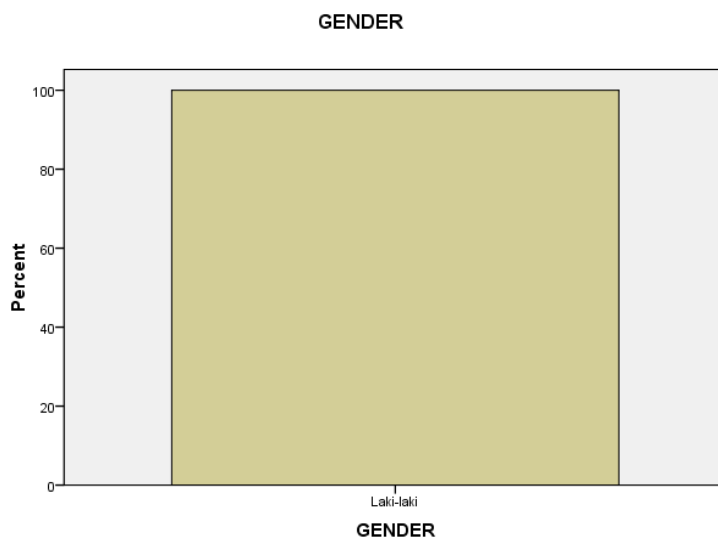
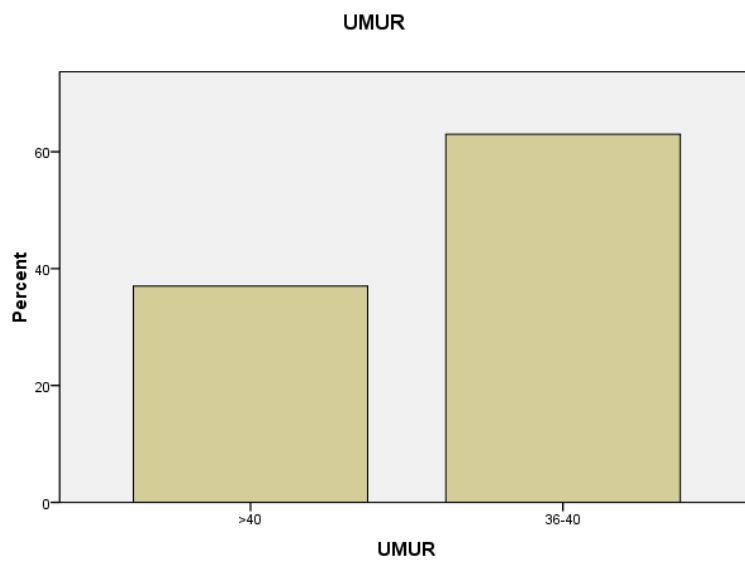
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>40	37	37.0	37.0	37.0
	36-40	63	63.0	63.0	100.0
	Total	100	100.0	100.0	

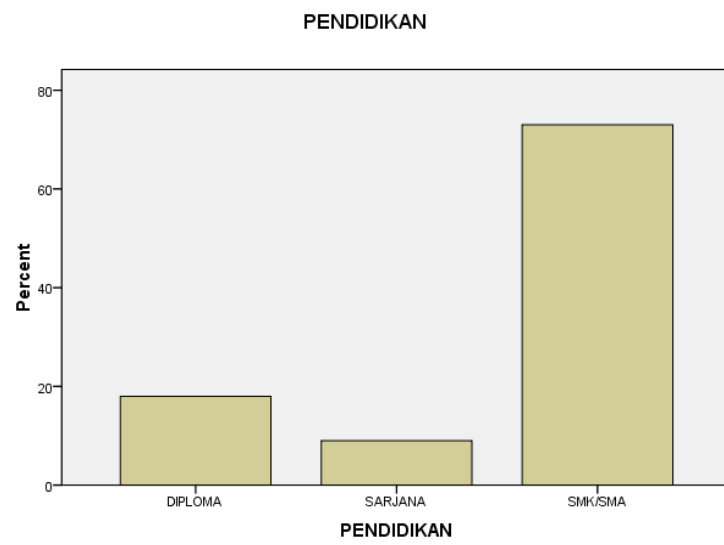
#### GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	100	100.0	100.0	100.0

#### PENDIDIKAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	DIPLOMA	18	18.0	18.0	18.0
	SARJANA	9	9.0	9.0	27.0
	SMK/SMA	73	73.0	73.0	100.0
	Total	100	100.0	100.0	







No	Nama Perusahaan	No	Nama Perusahaan
1	Warsindo Putra Jaya	51	Logam Indra Prasta
2	Suikarna Brass	52	Kuningan Suwatono
3	Sarana Brass	53	Kuningan P.Darmo
4	Sido Makmur Barokah	54	Kuningan Joko Sutrisno
5	Bawi Brass	55	Karya Mulia
6	Gelombang Abadi	56	Kuningan Ali Mahmudi
7	Sari Logam	57	Sunar Jaya
8	Maju Mapan	58	Sinar Abadi Logam
9	Kuningan Sukar	59	Damtama
10	Budi Jaya Logam	60	Ontoseno
11	Kuningan Tarmuji	61	Mahkota Karya
12	Kuningan Sumedi	62	New Logam Sakti
13	Kuningan Marsudi	63	Mahkota
14	Wartindo Kuningan	64	Kuningan Nastain
15	Warsindo Brass Kuningan	65	Fernanda Brass
16	Sinar Raya Logam	66	Adi Karya
17	Ksp Brass	67	Kuningan Karnawi
18	Karya Logam	68	Waskita Karya Wijaya
19	Sinar Abadi	69	Hasana
20	Mahkota Logam	70	Alex Jaya
21	Dadi Brass Kuningan	71	Fans Alumunium
22	Tarindo Kuningan	72	Ojo lali Brass
23	Gandika Kuningan	73	Juana Abadi Brass
24	Sumber Rejeki	74	Kuningan Suwadi
25	Krisna	75	Kuningan Sukarno
26	Kuncoro Logam	76	Kuningan Yari
27	Usaha Jaya	77	Kuningan Warso
28	Makarty Brass	78	Kuningan Karki
29	Senita Logam	79	Eben Heazer Logam
30	Indo Karya	80	Kuningan Wakito
31	Rejeki Lestari	81	Kuningan Wartoyo
32	Harto Brass Abadi	82	Kuningan Rukijo
33	Kitta	83	Satria Indo Logam Brass
34	Ajiroso	84	Kuningan Tono Hartono
35	Hosana	85	Kuningan Tion Brass
36	Saridin	86	Kuningan Teguh Eko
37	Sutikno	87	Kuningan Suwarso Subur
38	Yadi Karya	88	Kuningan Sutrisno

39	Sido Makmur	89	Kuningan Sundoyo
40	Sinar Logam	90	El Shaddai Brass
41	Satria Indo Logam	91	Sanjaya
42	Sri Lestari	92	Balinda
43	Kuningan Marsani	93	Warsindo Brass Satu
44	Isaku	94	Tiga Putra
45	Kuningan Suparman	95	Awana Brass
46	Sarwi Brass	96	Kuningan Sukarno Titut
47	KRJ Produk	97	Putika Logam
48	SM Produk	98	Cahaya Abadi
49	Kuningan Sunardi	99	Farrindo Jaya
50	Sinar Padi	100	Kanigoro Crom

#### Statistics

		P1	P2	P3	P4	P5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3.86	3.70	3.63	3.32	3.91
Median		4.00	4.00	4.00	3.00	4.00
Mode		4	4	4	4	4
Sum		386	370	363	332	391

#### P1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.0	3.0	3.0
	2	9	9.0	9.0	12.0
	3	19	19.0	19.0	31.0
	4	37	37.0	37.0	68.0
	5	32	32.0	32.0	100.0
Total		100	100.0	100.0	

**P2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	4.0	4.0	4.0
	2	8	8.0	8.0	12.0
	3	24	24.0	24.0	36.0
	4	42	42.0	42.0	78.0
	5	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

**P3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.0	3.0	3.0
	2	9	9.0	9.0	12.0
	3	27	27.0	27.0	39.0
	4	44	44.0	44.0	83.0
	5	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

**P4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	6.0	6.0	6.0
	2	16	16.0	16.0	22.0
	3	29	29.0	29.0	51.0
	4	38	38.0	38.0	89.0
	5	11	11.0	11.0	100.0

**P4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	6.0	6.0	6.0
	2	16	16.0	16.0	22.0
	3	29	29.0	29.0	51.0
	4	38	38.0	38.0	89.0
	5	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

**P5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	7.0	7.0	7.0
	2	5	5.0	5.0	12.0
	3	12	12.0	12.0	24.0
	4	42	42.0	42.0	66.0
	5	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

**Statistics**

		P6	P7	P8	P9	P10
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3.55	3.59	3.35	3.57	3.75
Median		4.00	4.00	4.00	4.00	4.00
Mode		4	4	4	4	4
Sum		355	359	335	357	375

**P6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	6.0	6.0	6.0
	2	10	10.0	10.0	16.0
	3	25	25.0	25.0	41.0
	4	41	41.0	41.0	82.0
	5	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

**P7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	5.0	5.0	5.0
	2	11	11.0	11.0	16.0
	3	20	20.0	20.0	36.0
	4	48	48.0	48.0	84.0
	5	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

**P8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	20	20.0	20.0	22.0
	3	27	27.0	27.0	49.0
	4	43	43.0	43.0	92.0
	5	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

**P9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	18	18.0	18.0	19.0
	3	22	22.0	22.0	41.0
	4	41	41.0	41.0	82.0
	5	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

**P10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	10	10.0	10.0	11.0
	3	22	22.0	22.0	33.0
	4	47	47.0	47.0	80.0
	5	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

**Statistics**

		P11	P12	P13	P14	P15
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3.61	3.70	3.79	3.70	3.66
Median		4.00	4.00	4.00	4.00	4.00
Mode		4	4	4	4	4
Sum		361	370	379	370	366

**P11**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	4.0	4.0	4.0
	2	10	10.0	10.0	14.0
	3	25	25.0	25.0	39.0
	4	43	43.0	43.0	82.0
	5	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

**P12**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.0	3.0	3.0
	2	10	10.0	10.0	13.0
	3	20	20.0	20.0	33.0
	4	48	48.0	48.0	81.0
	5	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

**P13**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	9	9.0	9.0	10.0
	3	23	23.0	23.0	33.0
	4	44	44.0	44.0	77.0
	5	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

**P14**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	4.0	4.0	4.0
	2	8	8.0	8.0	12.0
	3	24	24.0	24.0	36.0
	4	42	42.0	42.0	78.0
	5	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

**P15**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	6.0	6.0	6.0
	2	7	7.0	7.0	13.0
	3	23	23.0	23.0	36.0
	4	43	43.0	43.0	79.0
	5	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

**Statistics**

		P16	P17	P18	P19	P20
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3.77	3.52	3.57	3.54	3.99
Median		4.00	4.00	4.00	4.00	4.00
Mode		4	4	4	4	5
Sum		377	352	357	354	399

**P16**



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	7.0	7.0	7.0
	2	7	7.0	7.0	14.0
	3	14	14.0	14.0	28.0
	4	46	46.0	46.0	74.0
	5	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

**P17**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	5.0	5.0	5.0
	2	14	14.0	14.0	19.0
	3	21	21.0	21.0	40.0
	4	44	44.0	44.0	84.0
	5	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

**P18**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	11	11.0	11.0	13.0
	3	30	30.0	30.0	43.0
	4	42	42.0	42.0	85.0
	5	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

**P19**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.0	3.0	3.0
	2	12	12.0	12.0	15.0
	3	26	26.0	26.0	41.0
	4	46	46.0	46.0	87.0
	5	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

**P20**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.0	3.0	3.0
	2	8	8.0	8.0	11.0
	3	14	14.0	14.0	25.0
	4	37	37.0	37.0	62.0
	5	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

**LAMPIRAN III**  
**UJI VALIDITAS DAN**  
**RELIABILYITAS**

**Scale: ALL****Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.950	20

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	69.22	192.658	.798	.946
P2	69.38	192.884	.819	.946
P3	69.45	197.886	.679	.948
P4	69.76	201.417	.491	.951
P5	69.17	190.405	.817	.946
P6	69.53	193.827	.739	.947
P7	69.49	197.404	.642	.948
P8	69.73	205.694	.392	.952
P9	69.51	198.151	.635	.948
P10	69.33	199.233	.661	.948
P11	69.47	196.474	.691	.948
P12	69.38	196.703	.709	.947
P13	69.29	200.248	.614	.949
P14	69.38	192.884	.819	.946
P15	69.42	193.499	.759	.947
P16	69.31	195.287	.661	.948
P17	69.56	198.996	.566	.950
P18	69.51	197.646	.708	.947
P19	69.54	197.443	.698	.948
P20	69.09	195.012	.718	.947



B.UJI RELIABILITY

RELIABILITY INOVASI PRODUK

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.866	5

**Item Statistics**

	Mean	Std. Deviation	N
P1	3.86	1.064	100
P2	3.70	1.030	100
P3	3.63	.971	100
P4	3.32	1.062	100
P5	3.91	1.138	100

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	14.56	11.138	.819	.803
P2	14.72	11.840	.731	.827
P3	14.79	12.531	.671	.842
P4	15.10	13.182	.489	.885
P5	14.51	11.121	.747	.822

RELIABILITY ORIENTASI KEWIRAUSAHAAN

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.765	5

**Item Statistics**

	Mean	Std. Deviation	N
P6	3.55	1.086	100
P7	3.59	1.045	100
P8	3.35	.957	100
P9	3.57	1.018	100
P10	3.75	.925	100

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P6	14.26	8.073	.621	.689
P7	14.22	8.375	.598	.699
P8	14.46	9.766	.401	.765
P9	14.24	8.992	.501	.734
P10	14.06	9.128	.555	.716

**RELIABILITY KAPABILITAS PEMASARAN****Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.861	5

**Item Statistics**

	Mean	Std. Deviation	N
P11	3.61	1.024	100
P12	3.70	.990	100
P13	3.79	.935	100
P14	3.70	1.030	100
P15	3.66	1.075	100

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P11	14.85	10.957	.656	.838
P12	14.76	10.851	.709	.825
P13	14.67	11.799	.588	.854
P14	14.76	10.730	.691	.829
P15	14.80	10.141	.753	.812

## RELIABILITY KAPABILITAS PEMASARAN

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.850	5

**Item Statistics**

	Mean	Std. Deviation	N
P16	3.77	1.127	100
P17	3.52	1.078	100
P18	3.57	.946	100
P19	3.54	.968	100
P20	3.99	1.059	100

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P16	14.62	11.026	.603	.836
P17	14.87	11.407	.582	.840
P18	14.82	11.361	.714	.806
P19	14.85	11.139	.732	.801
P20	14.40	10.869	.690	.810



**LAMPIRAN IV**  
**UJI NORMALITAS**

## UJI NORMALITAS 1

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

Model	Variables Entered	Variables Removed	Method
1	X2, X1 <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: Y1

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.786 <sup>a</sup>	.618	.610	2.644

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y1

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1097.547	2	548.774	78.493	.000 <sup>a</sup>
	Residual	678.163	97	6.991		
	Total	1775.710	99			

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y1

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

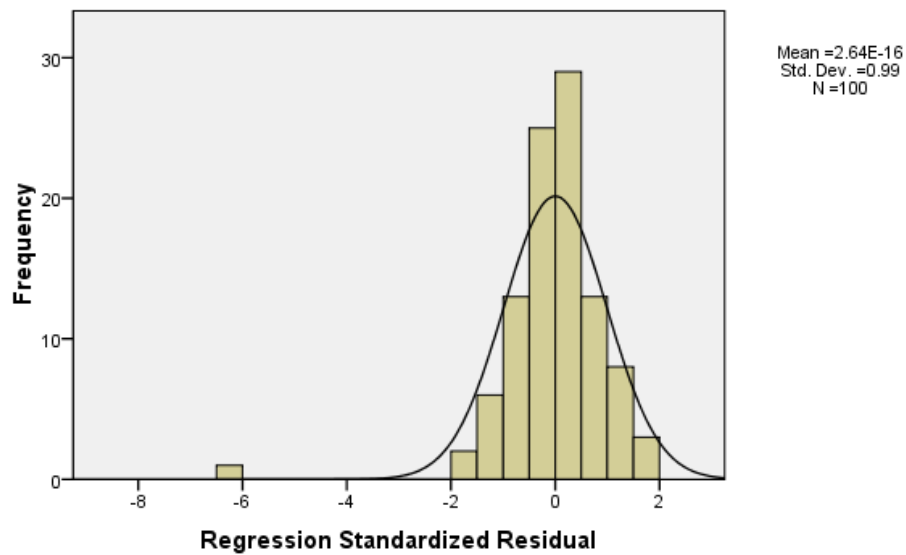
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.273	1.338		1.699	.093
	X1	.434	.115	.436	3.770	.000
	X2	.449	.135	.384	3.321	.001

a. Dependent Variable: Y1

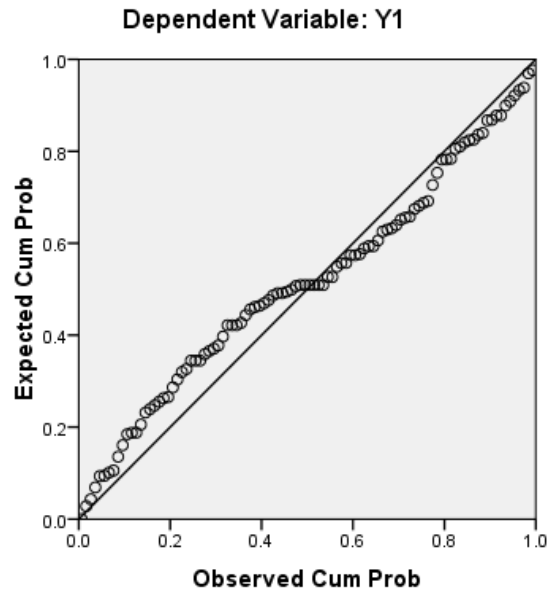
**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	8.01	22.62	18.27	3.330	100
Residual	-16.242	5.245	.000	2.617	100
Std. Predicted Value	-3.082	1.307	.000	1.000	100
Std. Residual	-6.143	1.984	.000	.990	100

a. Dependent Variable: Y1

**Histogram****Dependent Variable: Y1**

Normal P-P Plot of Regression Standardized Residual



**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a</sup>	Mean	.0000000
	Std. Deviation	2.61727486
Most Extreme Differences	Absolute	.103
	Positive	.076
	Negative	-.103
Kolmogorov-Smirnov Z		1.032
Asymp. Sig. (2-tailed)		.237

a. Test distribution is Normal.

UJI NORMALITAS 2

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

Model	Variables Entered	Variables Removed	Method
1	Y1 <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: Y2

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.689 <sup>a</sup>	.475	.470	2.986

a. Predictors: (Constant), Y1

b. Dependent Variable: Y2

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	790.089	1	790.089	88.622	.000 <sup>a</sup>
	Residual	873.701	98	8.915		
	Total	1663.790	99			

a. Predictors: (Constant), Y1

b. Dependent Variable: Y2

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.203	1.329		4.669	.000
	Y1	.667	.071	.689	9.414	.000

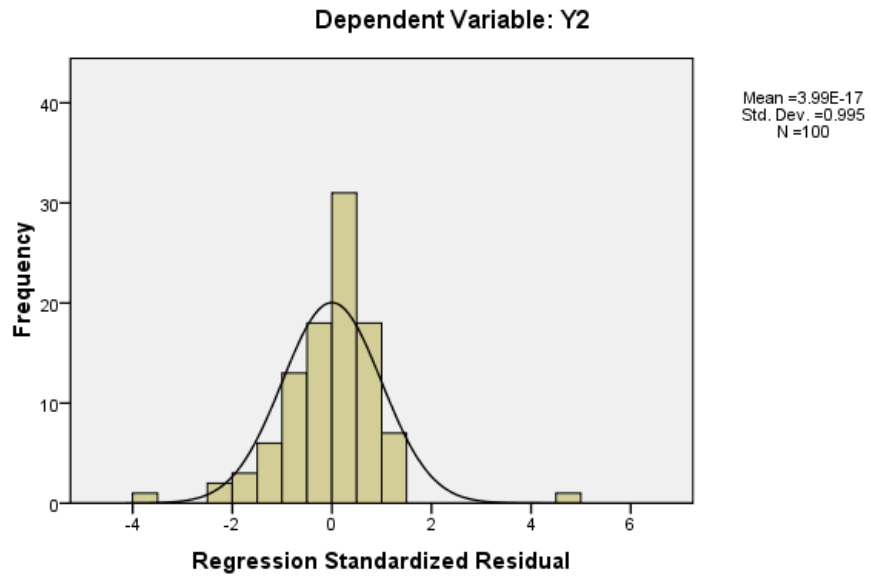
a. Dependent Variable: Y2

**Residuals Statistics<sup>a</sup>**

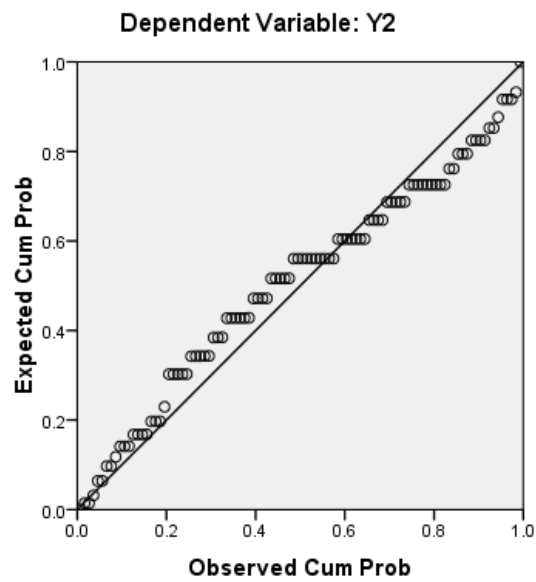
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9.54	22.88	18.39	2.825	100
Residual	-11.878	14.462	.000	2.971	100
Std. Predicted Value	-3.133	1.589	.000	1.000	100
Std. Residual	-3.978	4.843	.000	.995	100

a. Dependent Variable: Y2

### Histogram



### Normal P-P Plot of Regression Standardized Residual



**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a</sup>	Mean	.0000000
	Std. Deviation	2.61727486
Most Extreme Differences	Absolute	.103
	Positive	.076
	Negative	-.103
Kolmogorov-Smirnov Z		1.032
Asymp. Sig. (2-tailed)		.237

a. Test distribution is Normal.

**LAMPIRAN V**

**UJI**

**HETEROSKEDASITAS**



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

Model	Variables Entered	Variables Removed	Method
1	ORIENTASI, INOVASI <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: KAPABILITAS

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.786 <sup>a</sup>	.618	.610	2.644

a. Predictors: (Constant), ORIENTASI, INOVASI

b. Dependent Variable: KAPABILITAS

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1097.547	2	548.774	78.493	.000 <sup>a</sup>
	Residual	678.163	97	6.991		
	Total	1775.710	99			

a. Predictors: (Constant), ORIENTASI, INOVASI

b. Dependent Variable: KAPABILITAS

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.273	1.338		1.699	.093
	INOVASI	.434	.115	.436	3.770	.000
	ORIENTASI	.449	.135	.384	3.321	.001

a. Dependent Variable: KAPABILITAS

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	8.01	22.62	18.27	3.330	100
Residual	-16.242	5.245	.000	2.617	100
Std. Predicted Value	-3.082	1.307	.000	1.000	100
Std. Residual	-6.143	1.984	.000	.990	100

a. Dependent Variable: KAPABILITAS

## Correlations

			INOVASI	ORIENTASI	Unstandardized Residual
Spearman's rho	INOVASI	Correlation Coefficient	1.000	.682**	.080
		Sig. (2-tailed)	.	.000	.432
		N	100	100	100
	ORIENTASI	Correlation Coefficient	.682**	1.000	.039
		Sig. (2-tailed)	.000	.	.703
		N	100	100	100
	Unstandardized Residual	Correlation Coefficient	.080	.039	1.000
		Sig. (2-tailed)	.432	.703	.
		N	100	100	100

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

Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	KAPABILITAS <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: KINERJA

Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.689 <sup>a</sup>	.475	.470	2.986

a. Predictors: (Constant), KAPABILITAS

b. Dependent Variable: KINERJA

ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	790.089	1	790.089	88.622	.000 <sup>a</sup>
	Residual	873.701	98	8.915		
	Total	1663.790	99			

a. Predictors: (Constant), KAPABILITAS

b. Dependent Variable: KINERJA

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.203	1.329		4.669	.000
	KAPABILITAS	.667	.071	.689	9.414	.000

a. Dependent Variable: KINERJA

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9.54	22.88	18.39	2.825	100
Residual	-11.878	14.462	.000	2.971	100
Std. Predicted Value	-3.133	1.589	.000	1.000	100
Std. Residual	-3.978	4.843	.000	.995	100

a. Dependent Variable: KINERJA

**Correlations**

			KAPABILITAS	Unstandardized Residual
Spearman's rho	KAPABILITAS	Correlation Coefficient	1.000	-.022
		Sig. (2-tailed)	.	.830
		N	100	100
	Unstandardized Residual	Correlation Coefficient	-.022	1.000
		Sig. (2-tailed)	.830	.
		N	100	100

**LAMPIRAN VI**  
**UJI**  
**MULTIKOLINEARITAS**

**Descriptive Statistics**

	Mean	Std. Deviation	N
KINERJA	18.39	4.100	100
KAPABILITAS	18.27	4.235	100

**Correlations**

		KINERJA	KAPABILITAS
Pearson Correlation	KINERJA	1.000	.689
	KAPABILITAS	.689	1.000
Sig. (1-tailed)	KINERJA	.	.000
	KAPABILITAS	.000	.
N	KINERJA	100	100
	KAPABILITAS	100	100

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

Model	Variables Entered	Variables Removed	Method
1	KAPABILITAS <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: KINERJA

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.689 <sup>a</sup>	.475	.470	2.986

a. Predictors: (Constant), KAPABILITAS

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	790.089	1	790.089	88.622	.000 <sup>a</sup>
	Residual	873.701	98	8.915		
	Total	1663.790	99			

a. Predictors: (Constant), KAPABILITAS

b. Dependent Variable: KINERJA

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	6.203	1.329		4.669	.000				1.000	1.000
	KAPABILITAS	.667	.071	.689	9.414	.000	.689	.689	.689	1.000	1.000

a. Dependent Variable: KINERJA

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	KAPABILITAS
1	1	1.974	1.000	.01	.01
	2	.026	8.785	.99	.99

a. Dependent Variable: KINERJA

**Descriptive Statistics**

	Mean	Std. Deviation	N
KAPABILITAS	18.27	4.235	100
INOVASI	18.42	4.253	100
ORIENTASI	17.81	3.617	100

**Correlations**

		KAPABILITAS	INOVASI	ORIENTASI
Pearson Correlation	KAPABILITAS	1.000	.758	.750
	INOVASI	.758	1.000	.840
	ORIENTASI	.750	.840	1.000
Sig. (1-tailed)	KAPABILITAS	.	.000	.000
	INOVASI	.000	.	.000
	ORIENTASI	.000	.000	.
N	KAPABILITAS	100	100	100
	INOVASI	100	100	100
	ORIENTASI	100	100	100

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

Model	Variables Entered	Variables Removed	Method
1	ORIENTASI, INOVASI <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: KAPABILITAS

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.786 <sup>a</sup>	.618	.610	2.644	.618	78.493	2	97	.000

a. Predictors: (Constant), ORIENTASI, INOVASI

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1097.547	2	548.774	78.493	.000 <sup>a</sup>
	Residual	678.163	97	6.991		
	Total	1775.710	99			

a. Predictors: (Constant), ORIENTASI, INOVASI

b. Dependent Variable: KAPABILITAS

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	2.273	1.338		1.699	.093					
	INOVASI	.434	.115	.436	3.770	.000	.758	.357	.237	.295	3.394
	ORIENTASI	.449	.135	.384	3.321	.001	.750	.319	.208	.295	3.394

a. Dependent Variable: KAPABILITAS

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	INOVASI	ORIENTASI
1	1	2.965	1.000	.00	.00	.00
	2	.028	10.266	.91	.14	.04
	3	.007	20.658	.09	.86	.96

a. Dependent Variable: KAPABILITAS

**LAMPIRAN VII**  
**UJI REGRESI LINEAR**  
**BERGANDA**



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

Model	Variables Entered	Variables Removed	Method
1	ORIENTASI, INOVASI <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: KAPABILITAS

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.786 <sup>a</sup>	.618	.610	2.644

a. Predictors: (Constant), ORIENTASI, INOVASI

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1097.547	2	548.774	78.493	.000 <sup>a</sup>
	Residual	678.163	97	6.991		
	Total	1775.710	99			

a. Predictors: (Constant), ORIENTASI, INOVASI

b. Dependent Variable: KAPABILITAS

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.273	1.338		1.699	.093
	INOVASI	.434	.115	.436	3.770	.000
	ORIENTASI	.449	.135	.384	3.321	.001

a. Dependent Variable: KAPABILITAS

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

Model	Variables Entered	Variables Removed	Method
1	KAPABILITAS, ORIENTASI, INOVASI <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: KINERJA

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.775 <sup>a</sup>	.601	.589	2.629

a. Predictors: (Constant), KAPABILITAS, ORIENTASI, INOVASI

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1000.307	3	333.436	48.245	.000 <sup>a</sup>
	Residual	663.483	96	6.911		
	Total	1663.790	99			

a. Predictors: (Constant), KAPABILITAS, ORIENTASI, INOVASI

b. Dependent Variable: KINERJA

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.931	1.350		2.171	.032
	INOVASI	.328	.123	.340	2.677	.009
	ORIENTASI	.293	.142	.259	2.064	.042
	KAPABILITAS	.230	.101	.237	2.274	.025

a. Dependent Variable: KINERJA