

# LAMPIRAN



## Lampiran 1 Kuesioner dan Tabulasi Data Penelitian

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### KUESIONER

NO KUES			
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### KARAKTERISTIK RESPONDEN

1. Nama : .....
  2. Jenis kelamin : Laki-laki  Perempuan
  3. Usia : ..... Tahun
  4. Pendidikan Terakhir :
    - SD/Sederajat
    - SMP/Sederajat
    - SMA/Sederajat
    - Diploma
    - Sarjana (S1)
    - Lainnya  .....
  5. Tingkat pendapatan :
    - <Rp.1.000.000
    - Rp.1.000.000-Rp.2.000.000
    - Rp.2.000.000 - Rp.3.000.000
    - Rp.3.000.000 - Rp.4000.000
    - >Rp.4000.000
-

### PETUNJUK PENGISIAN

Jawablah pertanyaan-pertanyaan berikut inidengan memberikan tanda (√) pada setiap pertanyaan yang anda pilih.

Keterangan :

SS : Sangat Setuju

S : Setuju

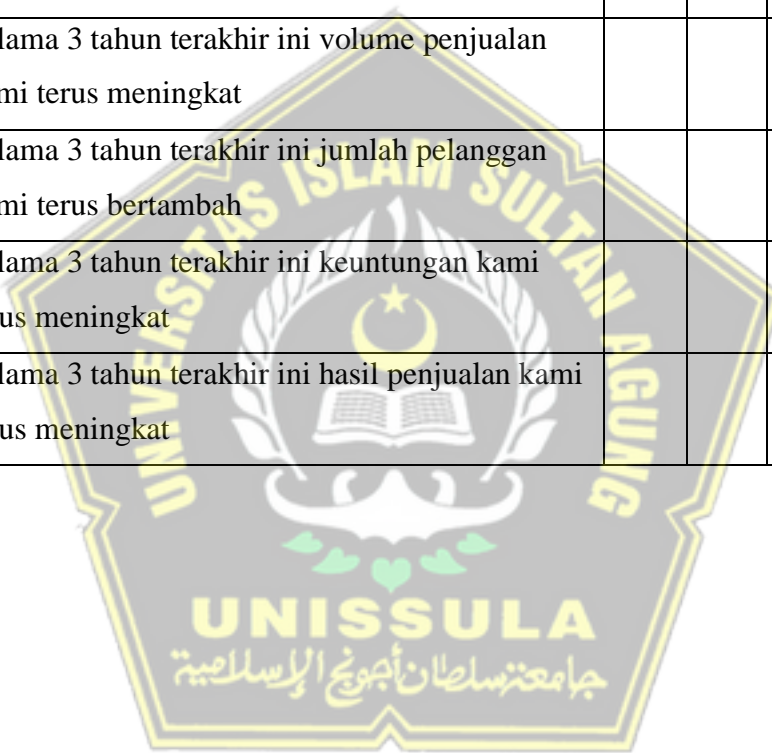
KS : Kurang Setuju

TS : Tidak Setuju

STS : Sangat Tidak Setuju

No	Pernyataan	STS	TS	KS	S	SS
	<i>Keinovasiaan</i>					
1	Kami terbuka untuk menerima ide ide baru dalam mengembangkan Ritel Fashion					
2	Kami menggunakan teknologi baru seperti internet dan medsos dalam mengembangkan bisnis					
3	Kami selalu menawarkan produk fashion yang baru					
4	Kami senang mencoba hal hal yang baru untuk usaha retail					
	<i>Kapabilitas respon pelanggan</i>					
1	Kami cepat dalam menghadapi perubahan harga					
2	Kami melayani pelanggan dengan ramah					
3	Kami menyediakan fasilitas fisik untuk pelanggan yang nyaman					
	<i>Keunggulan Ritel</i>					

1	Produk yang kami tawarkan memiliki ciri khas yang berbeda dengan penjual lainnya					
2	Cara kami melayani pelanggan berbeda dengan penjual lain					
3	Harga yang kami tawarkan relative lebih murah disbanding penjual lain					
	<i>Kinerja bisnis</i>					
1	Selama 3 tahun terakhir ini volume penjualan kami terus meningkat					
2	Selama 3 tahun terakhir ini jumlah pelanggan kami terus bertambah					
3	Selama 3 tahun terakhir ini keuntungan kami terus meningkat					
4	Selama 3 tahun terakhir ini hasil penjualan kami terus meningkat					



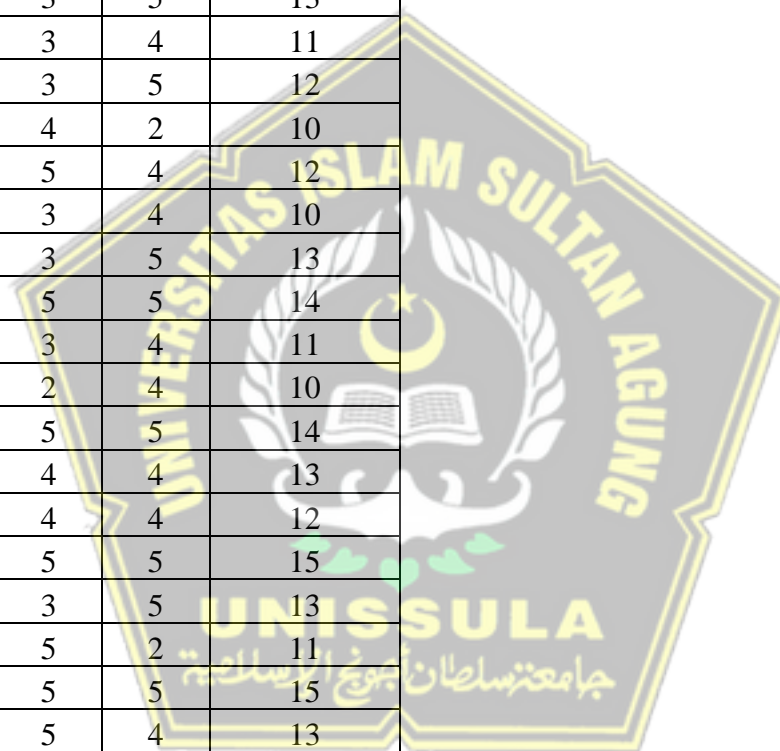
<b>Keinovasian</b>					
Responden	X1.1	X1.2	X1.3	X1.4	X1.Total
1	5	5	5	4	19
2	5	5	5	4	19
3	5	5	5	4	19
4	5	5	5	5	20
5	5	5	5	5	20
6	5	5	5	5	20
7	3	4	4	5	16
8	4	4	5	3	16
9	5	5	5	5	20
10	5	5	5	5	20
11	5	5	4	5	19
12	5	5	5	5	20
13	5	5	5	5	20
14	4	3	4	4	15
15	5	5	5	5	20
16	5	5	5	4	19
17	3	4	5	4	16
18	3	3	5	3	14
19	5	5	4	4	18
20	5	4	5	5	19
21	4	4	4	5	17
22	4	5	5	5	19
23	4	5	5	4	18
24	5	5	5	5	20
25	4	5	5	4	18
26	4	5	5	5	19
27	3	4	4	4	15
28	5	4	3	4	16
29	3	4	3	5	15
30	4	4	5	3	16
31	5	4	2	3	14
32	4	4	4	3	15
33	4	4	3	3	14
34	5	4	4	4	17

35	4	5	5	4	18
36	4	4	4	4	16
37	3	2	5	5	15
38	5	5	5	5	20
39	5	4	4	4	17
40	4	3	3	4	14
41	5	5	5	5	20
42	5	4	3	5	17
43	5	5	2	2	14
44	5	5	5	5	20
45	5	5	3	3	16
46	4	4	4	3	15
47	5	5	5	5	20
48	5	5	4	4	18
49	5	5	5	5	20
50	5	5	5	5	20
51	1	1	5	5	12
52	2	5	2	2	11
53	5	5	5	5	20
54	5	5	4	4	18
55	5	5	5	4	19
56	4	5	5	5	19
57	4	4	4	4	16
58	4	5	5	4	18
59	4	5	4	5	18
60	5	5	5	4	19
61	4	5	5	5	19
62	4	5	5	5	19
63	4	5	5	5	19
64	4	5	5	5	19
65	4	5	4	4	17
66	5	5	5	5	20
67	5	5	5	5	20
68	3	4	3	3	13
69	4	4	4	3	15
70	5	5	5	5	20

71	5	5	4	4	18
72	5	4	4	4	17
73	5	5	5	5	20
74	5	5	5	5	20
75	5	5	5	5	20
76	5	4	3	5	17
77	3	3	3	3	12
78	3	3	4	5	15
79	5	5	5	5	20
80	5	5	5	5	20
81	5	5	5	5	20
82	5	5	5	5	20
83	5	5	5	5	20
84	5	5	4	5	19

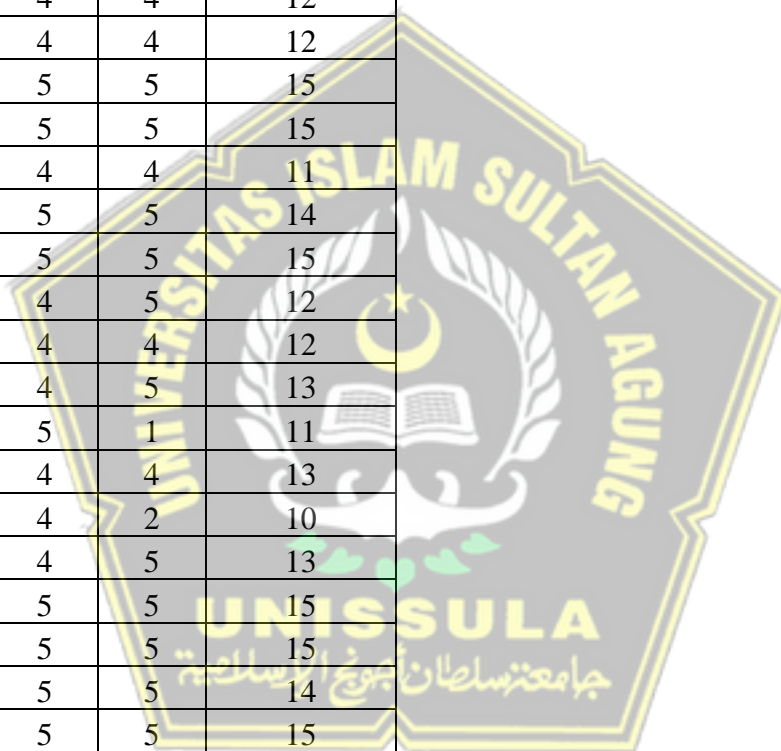
Kapabilitas Respon Pelanggan			
X2.1	X2.2	X2.3	X2.Total
5	5	5	15
5	5	4	14
5	5	4	14
5	5	5	15
5	5	5	15
5	5	5	15
5	4	3	12
3	5	4	12
4	5	5	14
5	5	5	15
1	5	5	11
5	5	5	15
5	5	5	15
4	4	5	13
5	5	5	15
4	5	5	14
4	4	4	12
4	3	3	10
4	5	4	13

5	4	5	14
4	4	5	13
4	5	5	14
5	4	4	13
5	5	5	15
4	5	4	13
4	5	5	14
3	5	4	12
5	3	5	13
4	3	4	11
4	3	5	12
4	4	2	10
3	5	4	12
3	3	4	10
5	3	5	13
4	5	5	14
4	3	4	11
4	2	4	10
4	5	5	14
5	4	4	13
4	4	4	12
5	5	5	15
5	3	5	13
4	5	2	11
5	5	5	15
4	5	4	13
4	4	4	12
5	5	5	15
4	4	4	12
5	5	5	15
5	4	5	14
4	4	5	13
4	5	2	11
5	5	5	15
4	4	4	12
5	5	5	15





5	4	4	13
4	4	5	13
5	5	5	15
4	4	5	13
4	5	4	13
5	5	4	14
4	4	4	12
4	4	4	12
4	4	4	12
4	4	4	12
5	5	5	15
5	5	5	15
3	4	4	11
4	5	5	14
5	5	5	15
3	4	5	12
4	4	4	12
4	4	5	13
5	5	1	11
5	4	4	13
4	4	2	10
4	4	5	13
5	5	5	15
5	5	5	15
4	5	5	14
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15



Keunggulan Ritel			
Y1.1	Y1.2	Y1.3	Y1.Total
5	5	5	15
5	5	4	14
5	5	4	14
5	5	5	15
5	5	5	15
5	5	5	15
5	3	4	12
3	4	4	11
4	5	5	14
5	5	5	15
2	5	5	12
5	4	5	14
5	5	5	15
5	4	5	14
5	5	5	15
5	4	4	13
4	4	4	12
4	4	3	11
4	5	4	13
5	5	5	15
4	5	5	14
5	5	5	15
4	5	5	14
5	5	5	15
4	5	4	13
4	5	5	14
4	5	2	11
4	5	5	14
4	3	4	11
2	5	5	12
4	4	3	11
5	4	3	12
3	4	5	12
4	5	5	14

5	5	5	15
4	5	5	14
5	5	2	12
5	4	5	14
5	4	4	13
5	4	3	12
4	5	5	14
5	4	4	13
4	4	4	12
5	5	5	15
5	4	4	13
4	4	4	12
5	5	5	15
2	5	5	12
5	5	5	15
4	5	5	14
4	4	4	12
4	5	2	11
5	5	5	15
4	4	4	12
5	5	4	14
4	5	5	14
4	4	4	12
2	5	5	12
5	5	5	15
5	5	5	15
4	5	5	14
4	5	4	13
4	5	4	13
4	5	4	13
4	5	4	13
5	5	5	15
5	5	5	15
3	4	3	10
3	5	4	12
3	5	5	13

4	4	3	11
5	5	5	15
5	5	5	15
5	5	5	15
5	5	4	14
5	5	4	14
5	4	5	14
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
5	5	5	15
2	5	5	12

Kinerja Bisnis				
Y2.1	Y2.2	Y2.3	Y2.4	Y2.Total
5	5	5	5	20
4	4	4	4	16
4	4	4	4	16
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
4	5	5	3	17
4	5	3	3	15
4	5	5	5	19
5	5	5	5	20
5	5	5	4	19
5	5	5	5	20
5	5	5	5	20
4	4	5	5	18
4	5	5	5	19
4	5	4	5	18
2	4	4	4	14
3	3	3	3	12
5	4	4	4	17

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

5	5	5	5	20
5	4	4	4	17
5	5	5	4	19
4	5	5	5	19
4	4	5	4	17
4	4	4	4	16
4	4	4	4	16
4	4	4	4	16
4	4	4	4	16
4	4	4	4	16
5	5	5	5	20
5	5	5	5	20
4	3	3	2	12
4	4	4	4	16
5	4	4	4	17
3	4	4	4	15
4	5	5	5	19
5	5	4	4	18
4	5	5	5	19
5	5	4	4	18
5	5	5	4	19
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
3	5	5	5	18
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
4	5	5	5	19

## Lampiran 2 Uji Validitas

Variabel Keinovasian ( $X_1$ )

		Correlations				
		K1.1	K1.2	K1.3	K1.4	K1.Total
K1.1	Pearson Correlation	1	.652**	.212	.274*	.734**
	Sig. (2-tailed)		.000	.052	.012	.000
	N	84	84	84	84	84
K1.2	Pearson Correlation	.652**	1	.299**	.223*	.739**
	Sig. (2-tailed)	.000		.006	.042	.000
	N	84	84	84	84	84
K1.3	Pearson Correlation	.212	.299**	1	.576**	.722**
	Sig. (2-tailed)	.052	.006		.000	.000
	N	84	84	84	84	84
K1.4	Pearson Correlation	.274*	.223*	.576**	1	.715**
	Sig. (2-tailed)	.012	.042	.000		.000
	N	84	84	84	84	84
K1.Total	Pearson Correlation	.734**	.739**	.722**	.715**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	84	84	84	84	84

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

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

Variabel Kapabilitas Respon Pelanggan (X<sub>2</sub>)

**Correlations**

		K2.1	K2.2	K2.3	K2.Total
K2.1	Pearson Correlation	1	.181	.186	.654**
	Sig. (2-tailed)		.099	.091	.000
	N	84	84	84	84
K2.2	Pearson Correlation	.181	1	.169	.642**
	Sig. (2-tailed)	.099		.124	.000
	N	84	84	84	84
K2.3	Pearson Correlation	.186	.169	1	.717**
	Sig. (2-tailed)	.091	.124		.000
	N	84	84	84	84
K2.Total	Pearson Correlation	.654**	.642**	.717**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	84	84	84	84

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



Variabel Keunggulan Ritel (Y<sub>1</sub>)

**Correlations**

		K3.1	K3.2	K3.3	K3.Total
K3.1	Pearson Correlation	1	.008	.062	.637**
	Sig. (2-tailed)		.943	.572	.000
	N	84	84	84	84
K3.2	Pearson Correlation	.008	1	.382**	.582**
	Sig. (2-tailed)	.943		.000	.000
	N	84	84	84	84
K3.3	Pearson Correlation	.062	.382**	1	.732**
	Sig. (2-tailed)	.572	.000		.000
	N	84	84	84	84
K3.Total	Pearson Correlation	.637**	.582**	.732**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	84	84	84	84

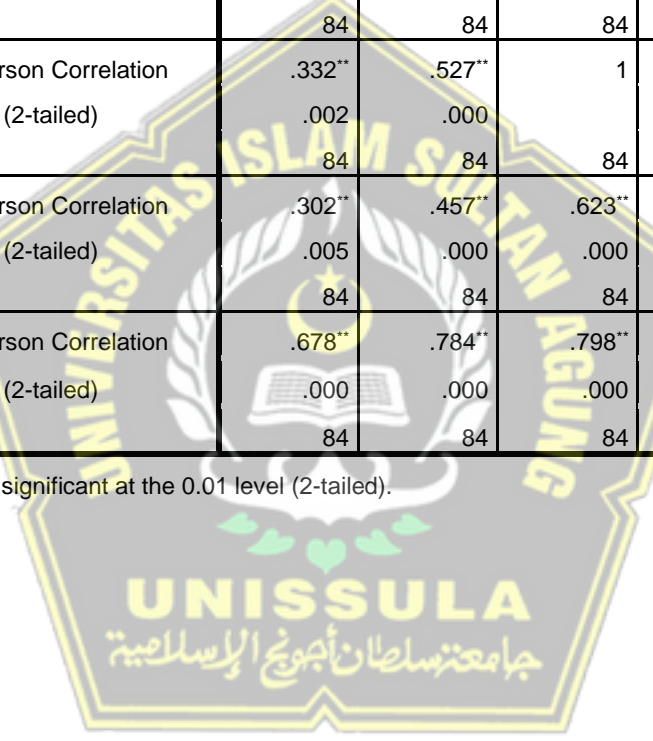
\*\* . Correlation is significant at the 0.01 level (2-tailed).

Variabel Kinerja Bisnis (Y<sub>2</sub>)

**Correlations**

		K4.1	K4.2	K4.3	K4.4	K4.Total
K4.1	Pearson Correlation	1	.359**	.332**	.302**	.678**
	Sig. (2-tailed)		.001	.002	.005	.000
	N	84	84	84	84	84
K4.2	Pearson Correlation	.359**	1	.527**	.457**	.784**
	Sig. (2-tailed)	.001		.000	.000	.000
	N	84	84	84	84	84
K4.3	Pearson Correlation	.332**	.527**	1	.623**	.798**
	Sig. (2-tailed)	.002	.000		.000	.000
	N	84	84	84	84	84
K4.4	Pearson Correlation	.302**	.457**	.623**	1	.769**
	Sig. (2-tailed)	.005	.000	.000		.000
	N	84	84	84	84	84
K4.Total	Pearson Correlation	.678**	.784**	.798**	.769**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	84	84	84	84	84

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



### Lampiran 3 Uji Reliabilitas

Variabel Keinovasian ( $X_1$ )

#### Case Processing Summary

		N	%
Cases	Valid	84	100.0
	Excluded <sup>a</sup>	0	.0
	Total	84	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.790	5

Variabel Kapabilitas Respon Pelanggan ( $X_2$ )

#### Case Processing Summary

		N	%
Cases	Valid	84	100.0
	Excluded <sup>a</sup>	0	.0
	Total	84	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.754	4

Variabel Keunggulan Ritel (Y<sub>1</sub>)

Case Processing Summary

		N	%
Cases	Valid	84	100.0
	Excluded <sup>a</sup>	0	.0
	Total	84	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.733	4

Variabel Kinerja Bisnis (Y<sub>2</sub>)

Case Processing Summary

		N	%
Cases	Valid	84	100.0
	Excluded <sup>a</sup>	0	.0
	Total	84	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.800	5

## Lampiran 4 Uji Asumsi Klasik

### Uji Normalitas

#### Persamaan Regresi 1

##### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		84
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.93544957
Most Extreme Differences	Absolute	.130
	Positive	.130
	Negative	-.081
Kolmogorov-Smirnov Z		1.195
Asymp. Sig. (2-tailed)		.115

a. Test distribution is Normal.

b. Calculated from data.

#### Persamaan Regresi 2

##### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		84
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.35008622
Most Extreme Differences	Absolute	.137
	Positive	.091
	Negative	-.137
Kolmogorov-Smirnov Z		1.259
Asymp. Sig. (2-tailed)		.084

a. Test distribution is Normal.

b. Calculated from data.

## Uji Multikolinieritas

## Persamaan Regresi 1

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	4.220	.932		4.527	.000		
Keinovasian	.261	.060	.434	4.386	.000	.555	1.802
Kapabilitas Respon Pelanggan	.351	.090	.385	3.891	.000	.555	1.802

a. Dependent Variable: Keunggulan Ritel

## Persamaan Regresi 2

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.555	1.515		-.366	.715		
Keinovasian	.046	.096	.048	.479	.633	.448	2.230
Kapabilitas Respon Pelanggan	.469	.143	.322	3.282	.002	.467	2.139
Keunggulan Ritel	.812	.161	.509	5.035	.000	.440	2.272

a. Dependent Variable: Kinerja Bisnis

## Uji Heterokedastisitas Glestjer

## Persamaan Regresi 1

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.735	.589		2.945	.004
	Keinovasian	-.024	.038	-.092	-.629	.531
	Kapabilitas Respon Pelanggan	-.046	.057	-.117	-.800	.426

a. Dependent Variable: Abs\_RES

## Persamaan Regresi 2

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.680	.907		2.956	.004
	Keinovasian	-.053	.058	-.150	-.924	.358
	Kapabilitas Respon Pelanggan	-.078	.085	-.146	-.916	.362
	Keunggulan Ritel	.026	.097	.045	.274	.785

a. Dependent Variable: Abs\_RES2

## Lampiran 5 Analisis Regresi Berganda

### Persamaan Regresi 1

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.220	.932		4.527	.000
	Keinovasian	.261	.060	.434	4.386	.000
	Kapabilitas Respon Pelanggan	.351	.090	.385	3.891	.000

a. Dependent Variable: Keunggulan Ritel

### Persamaan Regresi 2

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.555	1.515		-.366	.715
	Keinovasian	.046	.096	.048	.479	.633
	Kapabilitas Respon Pelanggan	.469	.143	.322	3.282	.002
	Keunggulan Ritel	.812	.161	.509	5.035	.000

a. Dependent Variable: Kinerja Bisnis



## Lampiran 6 Uji F

### Persamaan Regresi 1

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	92.370	2	46.185	51.507	.000 <sup>a</sup>
	Residual	72.630	81	.897		
	Total	165.000	83			

a. Predictors: (Constant), Kapabilitas Respon Pelanggan, Keinovasian

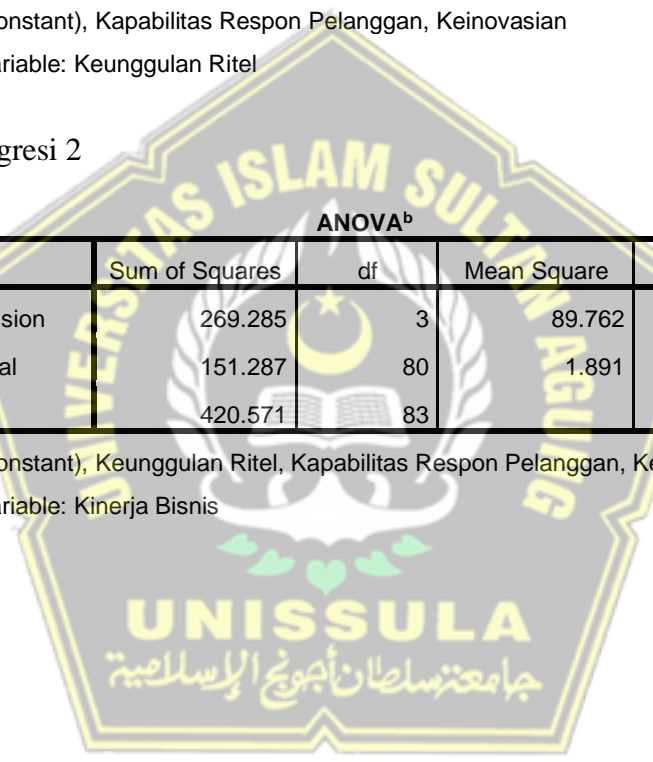
b. Dependent Variable: Keunggulan Ritel

### Persamaan Regresi 2

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	269.285	3	89.762	47.466	.000 <sup>a</sup>
	Residual	151.287	80	1.891		
	Total	420.571	83			

a. Predictors: (Constant), Keunggulan Ritel, Kapabilitas Respon Pelanggan, Keinovasian

b. Dependent Variable: Kinerja Bisnis



## Lampiran 7 Uji Koefisien Determinasi

### Persamaan Regresi 1

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.748 <sup>a</sup>	.560	.549	.947

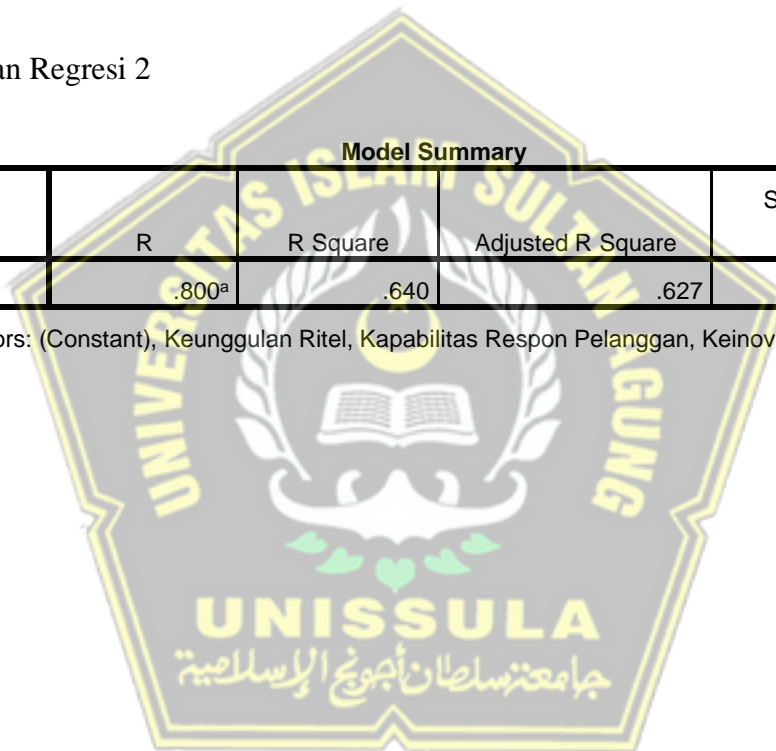
a. Predictors: (Constant), Kapabilitas Respon Pelanggan, Keinovasian

### Persamaan Regresi 2

**Model Summary**

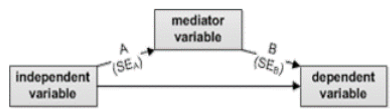
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.800 <sup>a</sup>	.640	.627	1.375

a. Predictors: (Constant), Keunggulan Ritel, Kapabilitas Respon Pelanggan, Keinovasian



## Lampiran 8 Uji Sobel

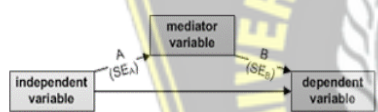
### Uji Sobel 1



A:  ?  
 B:  ?  
 SE<sub>A</sub>:  ?  
 SE<sub>B</sub>:  ?

Sobel test statistic: 2.89687751  
 One-tailed probability: 0.00188448  
 Two-tailed probability: 0.00376897

### Uji Sobel 2



A:  ?  
 B:  ?  
 SE<sub>A</sub>:  ?  
 SE<sub>B</sub>:  ?

Sobel test statistic: 2.54249341  
 One-tailed probability: 0.00550323  
 Two-tailed probability: 0.01100647