

Lampiran 1. Kuesioner

KUESIONER PENELITIAN

Peningkatan *Competitive Advantage* Melalui *Customer Relationship Management*

Berbasis *Human Capital* dan *Marketing Intelligence*

A. IDENTITAS RESPONDEN

1. Jenis Kelamin : Laki- laki Perempuan
2. Lama Operasional Usaha : tahun

B. PETUNJUK PENGISIAN

1. Setiap pertanyaan pilihlah salah satu jawaban yang paling sesuai dengan keadaan, kemudian berikan tanda centang (√) pada kolom yang tersedia.
2. Keterangan :
 - 1 = Sangat Tidak Setuju (STS)
 - 2 = Tidak Setuju (TS)
 - 3 = Netral (N)
 - 4 = Setuju (S)
 - 5 = Sangat Setuju (SS)

A. Human Capital

No.	Pernyataan	Skala Penilaian				
		1	2	3	4	5
1	Pemilik usaha memiliki pengetahuan dan keahlian yang mendukung pekerjaan					
2	Pemilik usaha memiliki motivasi yang tinggi dalam pekerjaannya					
3	Pemilik usaha memberikan kesempatan untuk mengembangkan diri seperti rekan lainnya					

B. Marketing Intelligence

No.	Pernyataan	Skala Penilaian				
		1	2	3	4	5
1	Kami selalu menemui pelanggan untuk mengetahui keluhan pelanggan					
2	Usaha kami mampu mengali informasi tentang perubahan pasar					
3	Setiap informasi yang diperoleh, usaha kami mampu mengolah informasi dengan tepat mengenai perubahan pasar					

C. Customer Relationship Management

No.	Pernyataan	Skala Penilaian				
		1	2	3	4	5
1	Usaha kami menerapkan sistem membership dengan baik					
2	Usaha kami berperilaku ramah dan sopan terhadap pelanggan					
3	Hubungan kerjasama yang kami lakukan untuk memenuhi kebutuhan pelanggan sudah baik					

D. Competitive Advantage

No.	Pernyataan	Skala Penilaian				
		1	2	3	4	5
1	Usaha kami mampu menciptakan value dibanding pesaing.					
2	Usaha kami senantiasa menawarkan produk yang lebih berkualitas dibanding pesaing.					
3	Usaha kami memiliki keunggulan dalam waktu pengiriman barang.					
4	Usaha kami senantiasa melakukan inovasi produk.					

Lampiran 2. Deskriptive Variabel

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	98	1.00	5.00	4.4286	.84950
X1.2	98	1.00	5.00	4.5102	.74950
X1.3	98	1.00	5.00	4.7041	.66129
Valid N (listwise)	98				

Descriptive Statistics

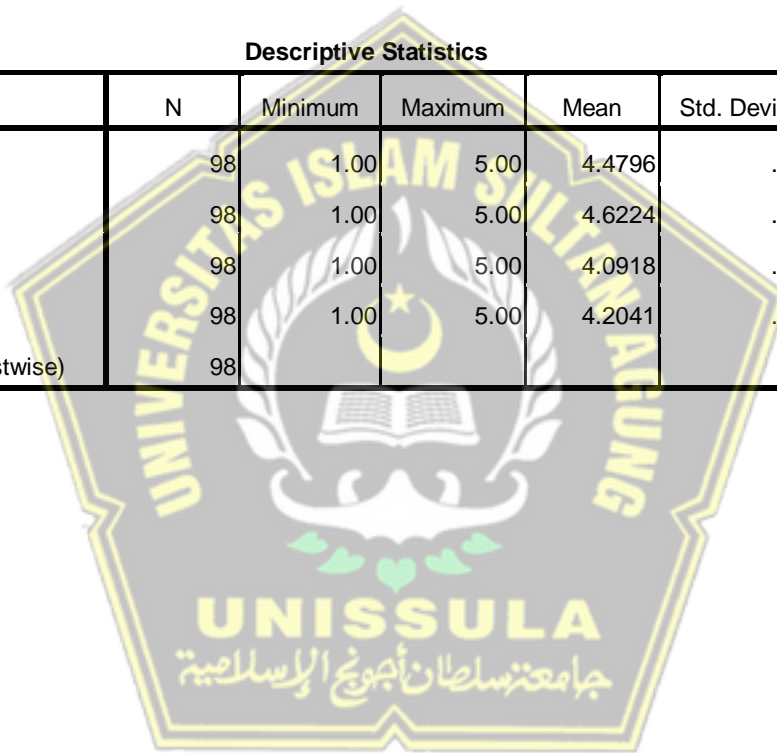
	N	Minimum	Maximum	Mean	Std. Deviation
X2.1	98	1.00	5.00	3.9694	.89043
X2.2	98	1.00	5.00	3.9898	.81853
X2.3	98	1.00	5.00	4.0204	.83702
Valid N (listwise)	98				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Y1.1	98	1.00	5.00	3.4388	1.21049
Y1.2	98	1.00	5.00	4.7755	.63458
Y1.3	98	1.00	5.00	4.1327	.90403
Valid N (listwise)	98				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Y2.1	98	1.00	5.00	4.4796	.74929
Y2.2	98	1.00	5.00	4.6224	.68135
Y2.3	98	1.00	5.00	4.0918	.83834
Y2.4	98	1.00	5.00	4.2041	.81176
Valid N (listwise)	98				

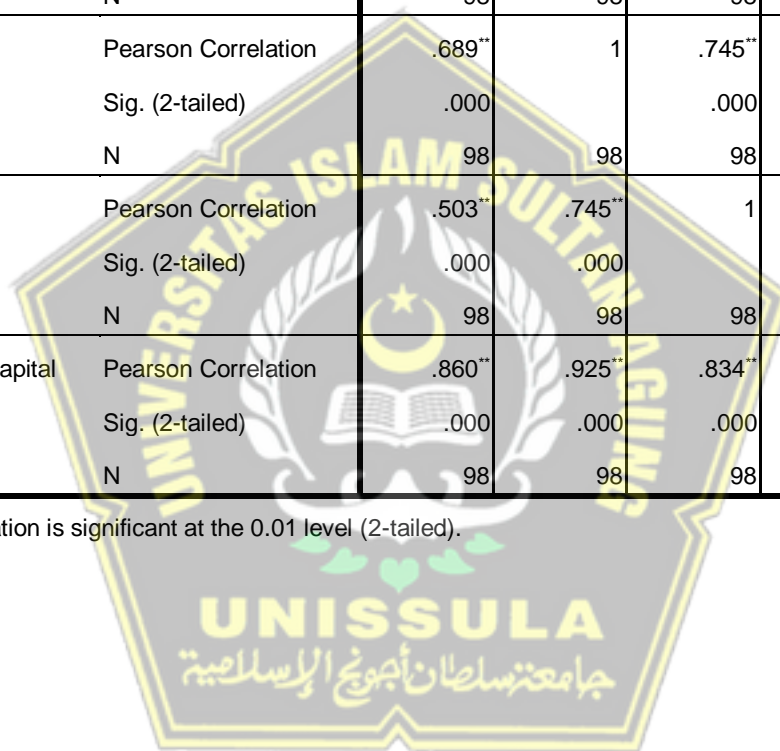


Lampiran 3. Uji Validitas

Correlations

		X1.1	X1.2	X1.3	Human_Capital
X1.1	Pearson Correlation	1	.689**	.503**	.860**
	Sig. (2-tailed)		.000	.000	.000
	N	98	98	98	98
X1.2	Pearson Correlation	.689**	1	.745**	.925**
	Sig. (2-tailed)	.000		.000	.000
	N	98	98	98	98
X1.3	Pearson Correlation	.503**	.745**	1	.834**
	Sig. (2-tailed)	.000	.000		.000
	N	98	98	98	98
Human_Capital	Pearson Correlation	.860**	.925**	.834**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	98	98	98	98

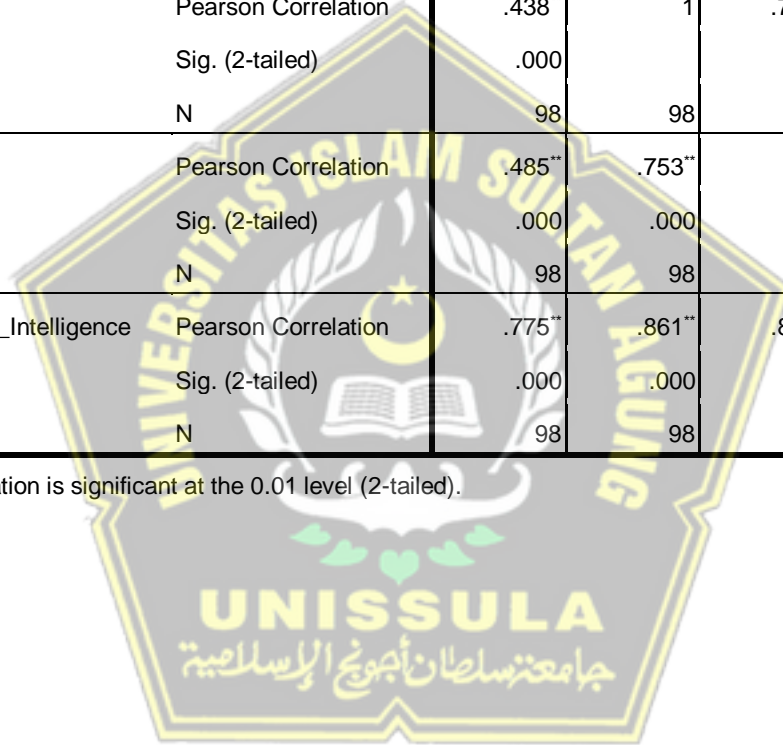
** . Correlation is significant at the 0.01 level (2-tailed).



Correlations

		X2.1	X2.2	X2.3	Marketing_Intelligence
X2.1	Pearson Correlation	1	.438**	.485**	.775**
	Sig. (2-tailed)		.000	.000	.000
	N	98	98	98	98
X2.2	Pearson Correlation	.438**	1	.753**	.861**
	Sig. (2-tailed)	.000		.000	.000
	N	98	98	98	98
X2.3	Pearson Correlation	.485**	.753**	1	.883**
	Sig. (2-tailed)	.000	.000		.000
	N	98	98	98	98
Marketing_Intelligence	Pearson Correlation	.775**	.861**	.883**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	98	98	98	98

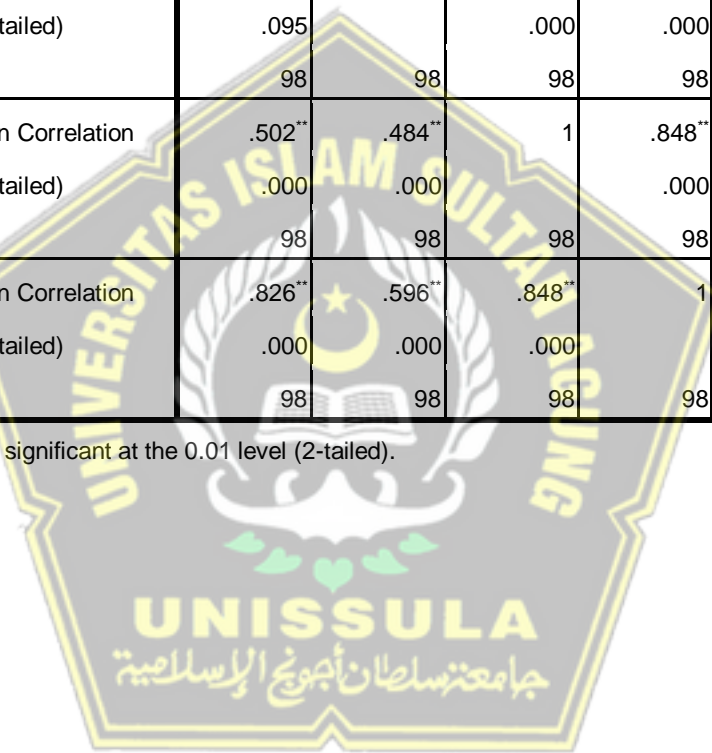
** . Correlation is significant at the 0.01 level (2-tailed).



Correlations

		Y1.1	Y1.2	Y1.3	CRM
Y1.1	Pearson Correlation	1	.170	.502**	.826**
	Sig. (2-tailed)		.095	.000	.000
	N	98	98	98	98
Y1.2	Pearson Correlation	.170	1	.484**	.596**
	Sig. (2-tailed)	.095		.000	.000
	N	98	98	98	98
Y1.3	Pearson Correlation	.502**	.484**	1	.848**
	Sig. (2-tailed)	.000	.000		.000
	N	98	98	98	98
CRM	Pearson Correlation	.826**	.596**	.848**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	98	98	98	98

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



Correlations

		Y2.1	Y2.2	Y2.3	Y2.4	Competitive _Advantage
Y2.1	Pearson Correlation	1	.823**	.651**	.702**	.907**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	98	98	98	98	98
Y2.2	Pearson Correlation	.823**	1	.549**	.625**	.847**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	98	98	98	98	98
Y2.3	Pearson Correlation	.651**	.549**	1	.684**	.844**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	98	98	98	98	98
Y2.4	Pearson Correlation	.702**	.625**	.684**	1	.874**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	98	98	98	98	98
Competitive _Advantage	Pearson Correlation	.907**	.847**	.844**	.874**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	98	98	98	98	98

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

Lampiran 4. Uji Reliabilitas

Case Processing Summary

		N	%
Cases	Valid	98	100.0
	Excluded ^a	0	.0
	Total	98	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.839	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	9.21	1.737	.645	.850
X1.2	9.13	1.724	.821	.656
X1.3	8.94	2.161	.670	.812

Case Processing Summary

		N	%
Cases	Valid	98	100.0
	Excluded ^a	0	.0
	Total	98	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.788	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	8.01	2.402	.493	.859
X2.2	7.99	2.216	.685	.652
X2.3	7.96	2.101	.723	.608

Case Processing Summary

		N	%
Cases	Valid	98	100.0
	Excluded ^a	0	.0
	Total	98	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.624	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	8.91	1.775	.422	.625
Y1.2	7.57	3.381	.350	.650
Y1.3	8.21	2.129	.627	.245

Case Processing Summary

		N	%
Cases	Valid	98	100.0
	Excluded ^a	0	.0
	Total	98	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.888	4

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	12.92	4.076	.830	.828
Y2.2	12.78	4.526	.745	.863
Y2.3	13.31	4.070	.702	.879
Y2.4	13.19	4.014	.761	.854

Lampiran 5. Uji Asumsi Klasik

1. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		98
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	1.60188666
Most Extreme Differences	Absolute	.067
	Positive	.067
	Negative	-.051
Kolmogorov-Smirnov Z		.663
Asymp. Sig. (2-tailed)		.772

a. Test distribution is Normal.

2. Uji Multikolinieritas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
		1	(Constant)	2.220			1.216	
	Human_Capital	.413	.112	.305	3.697	.000	.561	1.782
	Marketing_Intelligence	.306	.106	.245	2.884	.005	.531	1.884
	CRM	.476	.104	.382	4.555	.000	.544	1.839

a. Dependent Variable: Competitive Advantage

3. Uji Heteroskedastisitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.170	.719		3.017	.003
	Human_Capital	.057	.066	.116	.864	.390
	Marketing_Intelligence	-.100	.063	-.219	-1.588	.116
	CRM	-.039	.062	-.087	-.637	.526

a. Dependent Variable: ABS_RES



Lampiran 6. Analisis Jalur Regresi

Koefisien Jalur Model 1

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Marketing_Intelligence, Human_Capital ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: CRM

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.676 ^a	.456	.445	1.59799

a. Predictors: (Constant), Marketing_Intelligence, Human_Capital

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	203.614	2	101.807	39.869	.000 ^a
	Residual	242.590	95	2.554		
	Total	446.204	97			

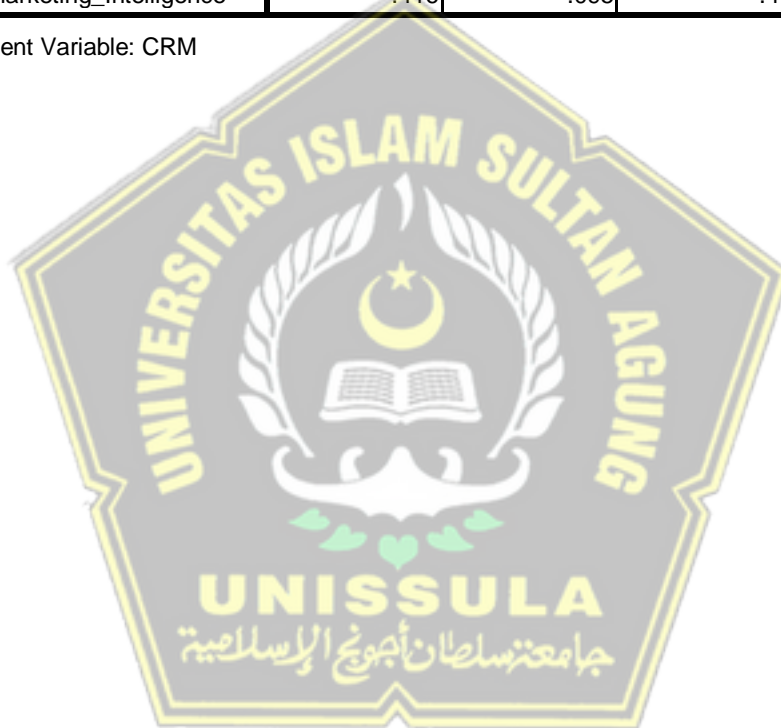
a. Predictors: (Constant), Marketing_Intelligence, Human_Capital

b. Dependent Variable: CRM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.329	1.170		1.991	.049
	Human_Capital	.369	.103	.340	3.588	.001
	Marketing_Intelligence	.416	.095	.414	4.367	.000

a. Dependent Variable: CRM



Koefisien Jalur Model 2

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	CRM, Human_Capital, Marketing_Intelligence ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: Competitive_Advantage

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.801 ^a	.641	.630	1.627

a. Predictors: (Constant), CRM, Human_Capital, Marketing_Intelligence

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	444.574	3	148.191	55.965	.000 ^a
	Residual	248.906	94	2.648		
	Total	693.480	97			

a. Predictors: (Constant), CRM, Human_Capital, Marketing_Intelligence

b. Dependent Variable: Competitive_Advantage

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.220	1.216		1.826	.071
	Human_Capital	.413	.112	.305	3.697	.000
	Marketing_Intelligence	.306	.106	.245	2.884	.005
	CRM	.476	.104	.382	4.555	.000

a. Dependent Variable: Competitive_Advantage



Lampiran 7. Tabulasi Data

No.	Human Capital (X1)				Marketing Intelligence (X2)				CRM (Y1)				Competitive Advantage (Y2)				
	1	2	3	Σ	1	2	3	Σ	1	2	3	Σ	1	2	3	4	Σ
1	5	5	5	15	4	4	4	12	3	5	4	12	4	5	3	4	16
2	5	5	4	14	4	4	4	12	3	5	4	12	3	4	4	3	14
3	4	4	5	13	4	3	4	11	4	5	5	14	5	5	4	5	19
4	5	5	5	15	5	5	5	15	5	5	5	15	5	5	5	5	20
5	5	5	5	15	3	3	3	9	4	5	4	13	5	5	4	4	18
6	5	5	5	15	3	3	2	8	3	4	2	9	3	4	3	4	14
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85	3	3	3	9	3	3	3	9	3	3	3	9	3	3	3	3	12
86	2	2	2	6	2	2	2	6	2	2	2	6	2	2	2	2	8
87	1	1	1	3	1	1	1	3	1	1	1	3	1	1	1	1	4
88	5	5	5	15	5	5	5	15	5	5	5	15	4	4	5	5	18
89	5	5	5	15	5	4	4	13	5	5	5	15	5	4	5	4	18
90	4	3	4	11	3	4	4	11	4	5	4	13	4	4	4	4	16
91	5	5	5	15	3	3	3	9	5	5	5	15	4	4	4	4	16
92	5	5	5	15	4	3	5	12	5	5	5	15	5	5	5	5	20
93	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	4	16
94	5	5	5	15	5	5	5	15	5	5	5	15	5	5	5	5	20
95	4	4	4	12	3	4	4	11	5	4	4	13	4	5	4	4	17
96	4	5	5	14	3	3	3	9	4	5	4	13	3	3	3	4	13
97	5	5	4	14	3	4	4	11	4	4	4	12	5	5	5	5	20
98	4	4	5	13	5	3	3	11	2	3	3	8	3	4	4	3	14

No.	Jenis Kelamin	Lama Operasional Usaha (Tahun)
1	Perempuan	2
2	Laki- laki	2
3	Laki- laki	4
4	Laki- laki	3
5	Perempuan	2
6	Perempuan	2
7	Perempuan	6
8	Perempuan	3
9	Laki- laki	3
10	Laki- laki	2
11	Perempuan	7
12	Perempuan	5
13	Perempuan	6
14	Perempuan	11
15	Perempuan	7
16	Perempuan	2
17	Perempuan	2
18	Perempuan	9
19	Laki- laki	10
20	Perempuan	15
21	Laki- laki	11
22	Laki- laki	7
23	Perempuan	4
24	Laki- laki	7
25	Perempuan	8
26	Perempuan	2
27	Laki- laki	3
28	Laki- laki	10
29	Laki- laki	9
30	Perempuan	4
31	Perempuan	6
32	Laki- laki	3
33	Perempuan	4
34	Perempuan	2
35	Perempuan	6
36	Perempuan	9

37	Laki- laki	11
38	Perempuan	13
39	Laki- laki	5
40	Perempuan	10
41	Laki- laki	11
42	Laki- laki	4
43	Perempuan	5
44	Perempuan	7
45	Laki- laki	2
46	Laki- laki	4
47	Perempuan	15
48	Laki- laki	2
49	Laki- laki	3
50	Perempuan	12
51	Perempuan	4
52	Laki- laki	9
53	Laki- laki	9
54	Perempuan	14
55	Laki- laki	10
56	Laki- laki	5
57	Perempuan	13
58	Laki- laki	10
59	Laki- laki	3
60	Perempuan	12
61	Laki- laki	9
62	Laki- laki	6
63	Perempuan	4
64	Perempuan	4
65	Perempuan	8
66	Laki- laki	6
67	Laki- laki	12
68	Perempuan	5
69	Laki- laki	8
70	Laki- laki	15
71	Perempuan	2
72	Perempuan	12
73	Perempuan	4
74	Laki- laki	2,5
75	Laki- laki	2,5
76	Laki- laki	4
77	Perempuan	2

78	Laki- laki	3,4
79	Perempuan	2
80	Laki- laki	5
81	Perempuan	2
82	Perempuan	12
83	Perempuan	2
84	Laki- laki	3
85	Perempuan	4
86	Laki- laki	4
87	Perempuan	5
88	Perempuan	5
89	Perempuan	3
90	Laki- laki	2
91	Perempuan	4
92	Perempuan	5
93	Perempuan	2
94	Laki- laki	3
95	Perempuan	2
96	Perempuan	13
97	Laki- laki	3
98	Laki- laki	5

