

LAMPIRAN

Lampiran 1

A. Profil Responden

1.) Jenis Kelamin : Laki-laki Perempuan

2.) Jabatan : Pemilik Pengelola
 Pemilik & Pengelola

3.) Lama berdiri tempat usaha :

4.) Jenis Pemasaran : Online Offline

5.) Pendapatan setiap bulan dari usaha yang dijalankan :
 a. Kurang dari Rp. 3.000.000
 b. Rp. 3.000.000-Rp. 5.000.000
 c. Diatas Rp.5.000.000

A. **Petunjuk Pengisian:** Berilah tanda centang (v) pada kolom pilihan jawaban sesuai dengan pendapat Anda.

Keterangan:

(STS) : Sangat Tidak Setuju, (S) : Setuju,
 (TS) : Tidak Setuju, (SS) : Sangat Setuju
 (N) : Netral

CUSTOMER EMPOWERMENT

Pernyataan	Pilihan jawaban				
	STS	TS	N	S	SS
Pemilik usaha selalu meminta saran dari pelanggan yang datang.					
Pemilik usaha selalu meminta pelanggan berbagi pendapat dengan pelanggan lainnya.					
Pemilik usaha meminta pelanggan untuk beradaptasi dalam menentukan dan meningkatkan pelayanan.					

INNOVATION

Pernyataan	Pilihan jawaban				
	STS	TS	N	S	SS
Pemilik usaha memiliki keberanian untuk berinovasi dan mengambil risiko.					
Pemilik usaha mendorong ide kreatif dalam organisasi.					
Pemilik usaha menghargai kemauan untuk bereksperimen dengan ide baru.					
Pemilik usaha mengharapkan karyawan bekerja sama untuk menerapkan proses baru.					
Aktor keberhasilan terpenting dalam bisnis kita adalah inovatif.					

MARKETING PERFORMANCE

Pernyataan	Pilihan jawaban				
	STS	TS	N	S	SS
Tingkat penjualan pada UKM ini mengalami peningkatan setiap bulannya.					
Tingkat pertumbuhan pelanggan mengalami peningkatan setiap bulannya.					
Tingkat penjualan mengalami peningkatan setiap bulannya.					

KEUNGGULAN BERSAING

Pernyataan	Pilihan jawaban				
	STS	TS	N	S	SS
Pemilik usaha yang melakukan pengenalan produk terbaru pertama kalinya.					
Pemilik usaha melakukan perbedaan diri dengan pesaing lainnya.					
Pemilik usaha menjadi yang terdepan dalam pengembangan inovasi.					

Lampiran 2

Tabulasi Data *Customer Empowerment*

No.	X1.1	X1.2	X1.3	Jumlah
1	4	3	5	12
2	4	4	3	11
3	3	3	4	10
4	3	4	3	10
5	4	4	2	10
6	3	3	4	10
7	4	5	2	11
8	4	3	3	10
9	5	5	5	15
10	4	5	4	13
11	3	3	2	8
12	3	3	4	10
13	3	4	3	10
14	4	3	3	10
15	4	4	4	12
16	4	4	4	12
17	4	3	4	11
18	2	3	2	7
19	3	3	4	10
20	4	5	5	14
21	5	5	3	13

22	4	4	4	12
23	2	3	3	8
24	3	2	4	9
25	3	3	3	9
26	5	5	5	15
27	5	5	4	14
28	5	4	4	13
29	2	2	2	6
30	2	2	3	7
31	2	2	4	8
32	4	4	4	12
33	4	4	4	12
34	4	2	3	9
35	4	4	4	12
36	4	4	4	12
37	4	4	4	12
38	3	3	4	10
39	2	4	3	9
40	2	2	1	5
41	3	3	3	9
42	2	3	4	9
43	4	4	4	12
44	2	2	1	5
45	4	3	3	10



46	3	4	4	11
47	3	3	2	8
48	4	3	2	9
49	4	3	4	11
50	4	3	4	11
51	4	4	4	12
52	4	4	5	13
53	3	4	4	11
54	4	3	3	10
55	3	4	4	11
56	2	4	4	10
57	2	2	4	8
58	3	3	3	9
59	2	3	2	7
60	3	4	3	10
61	4	4	3	11
62	3	2	3	8
63	3	3	4	10
64	3	4	2	9
65	3	3	3	9
66	1	2	2	5
67	3	3	3	9
68	4	4	4	12
69	2	4	3	9



70	2	2	2	6
71	3	4	4	11
72	4	4	4	12
73	4	2	4	10
74	3	3	3	9
75	3	4	4	11
76	4	3	2	9
77	4	4	4	12
78	3	4	3	10
79	3	4	3	10
80	3	4	3	10
81	5	4	4	13
82	4	5	4	13
83	4	5	5	14
84	3	4	3	10
85	4	3	4	11
86	3	2	3	8
87	4	3	3	10
88	3	2	4	9
89	3	4	2	9
90	4	2	3	9
91	3	3	4	10
92	3	3	4	10
93	4	3	3	10



94	3	4	3	10
95	4	4	5	13
96	4	4	4	12
97	4	3	2	9
98	4	3	4	11
99	4	3	4	11
100	4	4	4	12

Tabulasi Data *Innovation*

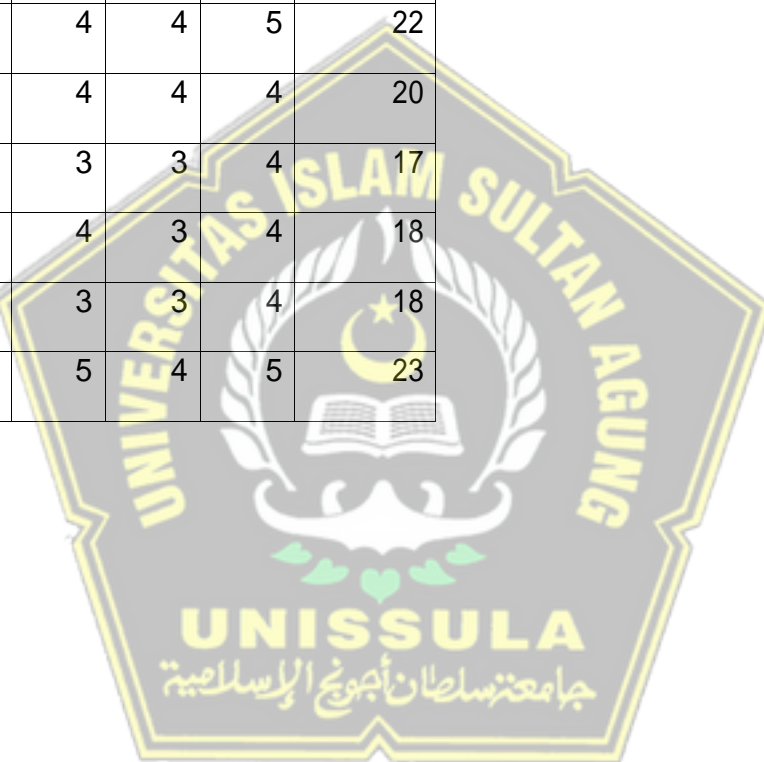
X2.1	X2.2	X2.3	X2.4	X2.5	Jumlah
4	4	3	3	4	18
4	4	5	4	5	22
3	3	4	3	4	17
3	3	3	4	2	15
4	3	3	4	3	17
2	2	3	3	2	12
4	4	5	5	4	22
3	3	3	3	3	15
5	4	3	5	3	20
4	4	5	5	4	22
3	4	3	3	4	17
3	4	3	3	4	17
3	3	4	4	3	17
3	3	3	3	3	15

4	4	4	4	4	20
4	4	3	4	3	18
4	3	3	3	4	17
3	3	4	3	4	17
2	3	3	3	2	13
4	4	4	5	3	20
4	3	4	5	2	18
5	5	5	5	5	25
4	4	4	4	4	20
3	3	4	4	3	17
4	3	3	3	4	17
5	4	3	4	4	20
4	4	5	5	4	22
4	5	5	4	5	23
1	3	4	2	3	13
2	4	2	2	3	13
3	2	2	2	3	12
5	5	4	4	5	23
4	5	5	4	5	23
4	3	4	4	3	18
3	4	3	4	3	17
4	4	4	4	4	20
4	4	4	4	4	20
4	3	4	3	4	18

3	3	3	4	2	15
3	3	3	2	4	15
3	4	3	3	4	17
4	3	3	3	4	17
4	5	5	4	5	23
3	3	4	3	4	17
3	3	4	3	4	17
4	3	3	4	3	17
3	2	3	3	2	13
4	3	3	3	4	17
3	4	4	3	4	18
4	4	3	3	4	18
4	3	3	4	3	17
4	3	3	4	3	17
3	4	4	4	3	18
4	3	3	3	4	17
4	3	3	4	3	17
3	3	3	4	2	15
3	3	2	2	3	13
3	3	3	3	3	15
4	4	4	4	4	20
3	3	3	3	3	15
3	3	2	2	3	13
4	3	3	4	3	17

2	3	2	3	2	12
3	4	3	4	3	17
2	2	4	3	2	13
2	3	2	2	3	12
3	3	3	3	3	15
4	4	4	4	4	20
3	3	3	4	2	15
4	2	2	2	3	13
4	4	3	4	3	18
4	4	4	4	4	20
3	4	4	4	3	18
3	2	2	3	2	12
3	3	4	4	3	17
3	3	4	3	4	17
4	4	4	4	4	20
4	4	5	4	5	22
3	3	3	4	2	15
3	3	2	3	2	13
4	4	4	4	4	20
4	4	4	4	4	20
4	4	4	4	4	20
3	4	4	4	3	18
4	3	4	3	4	18
3	3	4	4	3	17

3	3	3	3	3	15
3	3	4	3	4	17
4	3	3	4	3	17
3	2	2	2	3	12
3	3	2	3	2	13
5	5	5	5	5	25
3	4	2	3	3	15
4	2	2	2	3	13
5	4	4	4	5	22
4	4	4	4	4	20
4	3	3	3	4	17
3	4	4	3	4	18
4	4	3	3	4	18
4	5	5	4	5	23



Lampiran 3
Deskripsi Profil Responden

Karakteristik	Frekuensi	Persentase (%)
Jenis Kelamin		
Laki – Laki	67	67,00
Perempuan	33	33,00
Jabatan		
Pemilik	42	42,00
Pengelola	37	37,00
Pemilik dan Pengelola	21	21,00
Jenis Pemasaran		
Online	72	72,00
Offline	28	28,00
Penghasilan		
< Rp.3.000.000.-	18	18,00
Rp.3.000.000,- s/d Rp.5.000.000.-	34	34,00
> Rp.5.000.000.-	48	48,00
Jumlah	100	100

Sumber : Data Primer Diolah, 2020

Uji Validitas dan Reliabilitas

Variabel Customer Empowerment

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.748	3

Item Statistics

	Mean	Std. Deviation	N
X1.1	3.42	.819	100
X1.2	3.42	.831	100
X1.3	3.41	.854	100

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	6.83	2.102	.588	.649
X1.2	6.83	2.082	.582	.656
X1.3	6.84	2.075	.555	.688

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.25	4.169	2.042	3

Uji Validitas dan Reliabilitas

Variabel Innovation

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.844	5

Item Statistics

	Mean	Std. Deviation	N
X2.1	3.50	.745	100
X2.2	3.44	.743	100
X2.3	3.45	.857	100
X2.4	3.51	.785	100
X2.5	3.45	.857	100

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	13.85	6.896	.606	.823
X2.2	13.91	6.507	.730	.792
X2.3	13.90	6.111	.703	.797
X2.4	13.84	6.823	.582	.830
X2.5	13.90	6.333	.639	.816

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.35	9.826	3.135	5

Uji Validitas dan Reliabilitas

Variabel Keunggulan Bersaing

Cases Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.745	3

Item Statistics

	Mean	Std. Deviation	N
Y1.1	3.52	.731	100
Y1.2	3.40	.816	100
Y1.3	3.55	.857	100

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	6.97	2.151	.516	.710
y2.2	7.09	1.800	.617	.590
y2.3	6.98	2.060	.566	.654

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.47	3.848	1.962	3

Uji Validitas dan Reliabilitas

Variabel Marketing Performance

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.740	3

Item Statistics

	Mean	Std. Deviation	N
y2.1	3.55	.796	100
y2.2	3.43	.868	100
y2.3	3.54	.797	100

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	6.95	2.149	.543	.696
Y1.2	7.07	1.783	.641	.576
Y1.3	6.92	1.852	.540	.702

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.52	3.989	1.997	3



Lampiran 5

Regression Model 1

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Innovation, Customer Empowerment	.	Enter

a. All requested variables entered.

b. Dependent Variable: Keunggulan Bersaing

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.741 ^a	.549	.539	1.331

a. Predictors: (Constant), Innovation, Customer Empowerment

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	208.959	2	104.479	58.938	.000 ^a
	Residual	171.951	97	1.773		
	Total	380.910	99			

a. Predictors: (Constant), Innovation, Customer Empowerment

b. Dependent Variable: Keunggulan Bersaing

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.896	.809		2.344	.021
	Customer Empowerment	.437	.081	.455	5.424	.000
	Innovation	.236	.052	.377	4.501	.000

a. Dependent Variable: Keunggulan Bersaing

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.31790829
Most Extreme Differences	Absolute	.055
	Positive	.048
	Negative	-.055
Kolmogorov-Smirnov Z		.548
Asymp. Sig. (2-tailed)		.925

a. Test distribution is Normal.

b. Calculated from data.

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Customer Empowerment	.662	1.510
	Innovation	.662	1.510

a. Dependent Variable: Keunggulan Bersaing

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.696	.467		3.634	.000
	Customer Empowerment	-.028	.046	-.075	-.607	.545
	Innovation	-.020	.030	-.080	-.649	.518

a. Dependent Variable: Abs_res1

Regression Model 2

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Keunggulan Bersaing, Innovation, Customer Empowerment	.	Enter

- a. All requested variables entered.
b. Dependent Variable: Marketing Performance

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756 ^a	.571	.558	1.328

- a. Predictors: (Constant), Keunggulan Bersaing, Innovation, Customer Empowerment

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	225.681	3	75.227	42.662	.000 ^a
	Residual	169.279	96	1.763		
	Total	394.960	99			

- a. Predictors: (Constant), Keunggulan Bersaing, Innovation, Customer Empowerment
b. Dependent Variable: Marketing Performance

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.476	.829		1.780	.078
	Customer Empowerment	.375	.092	.384	4.092	.000
	Innovation	.128	.058	.201	2.228	.028
	Keunggulan Bersaing	.284	.101	.279	2.806	.006

- a. Dependent Variable: Marketing Performance

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.30762717
Most Extreme Differences	Absolute	.082
	Positive	.082
	Negative	-.039
Kolmogorov-Smirnov Z		.822
Asymp. Sig. (2-tailed)		.508

a. Test distribution is Normal.

b. Calculated from data.

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Customer Empowerment	.508	1.968
	Innovation	.548	1.825
	Keunggulan Bersaing	.451	2.215

a. Dependent Variable: Marketing Performance

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.623	.533		3.044	.003
	Customer Empowerment	-.042	.059	-.101	-.713	.477
	Innovation	-.014	.037	-.052	-.377	.707
	Keunggulan Bersaing	.004	.065	.009	.059	.953

a. Dependent Variable: Abs_res2