LAMPIRAN

Lampiran 1: Kuesioner

KUISIONER
PENELITIAN

Responden yang terhormat:

Perkenalkan saya Mahasiswa Universitas Islam Sultan Agung Semarang Program Studi Magister Manajemen yang sedang mengadakan penelitian tentang "Strategi Menciptakan Keunggulan Bersaing Melalui Inovasi Produk dan Media Sosial Dalam Rangka Meningkatkan Kinerja Pemasaran UMKM Batik Semarang. Kali ini, saya selaku peneliti meminta kesediaan Bapak/Ibu/Saudara/i untuk membantu penelitian ini dengan mengisi kuisioner. Berikut kuisioner yang saya ajukan, mohon kepada Bapak/Ibu/Saudara/i untuk memberikan jawaban yang sejujur-jujurnya dan sesuai dengan keadaan yang sebenarnya. Adapun jawaban yang Bapak/Ibu/Saudara/i berikan tidak akan berpengaruh pada diri Bapak/Ibu/Saudara/i karena penelitian ini dilakukan semata-mata untuk pengembangan ilmu pengetahuan. Atas kesediaannya saya ucapkan terima kasih.

Hormat saya,

Eko Wahyudi

20401900011

A. DATA RESPONDEN:

Sebelum menjawab pertanyaan dalam kuesioner ini, mohon Saudara mengisi data berikut terlebih dahulu. (Jawaban yang saudara berikan akan diperlakukan secara rahasia). Lingkari untuk jawaban pilihan saudara.

a. Jenis Kelamin:

1. Laki-laki 2. Perempuan

b. Berapa usia anda saat ini?

1. < 25 tahun 2. 25 – 35 tahun 3. 36 – 45 4. > 45 tahun

c. Apa pendidikan terakhir saudara?

1. SD 2. SMP 3. SMA/SMK 4. S1/S2

c. Usia perusahaan / toko Anda?

1. Lebih dari 2 tahun 2. Kurang dari 2 tahun

c. Jenis usaha perusahaan / toko Anda?

1. Memproduksi dan menjual 2. Hanya Produksi 3. Hanya Menjual

B. PETUNJUK PENGISIAN KUESIONER

Responden dapat memberikan jawaban dengan memberikan tanda silang (X) pada salah satu pilihan jawaban yang tersedia. Hanya satu jawaban saja yang dimungkinkan untuk setiap pertanyaan. Pada masing-masing pertanyaan terdapat lima alternative jawaban yang mengacu pada teknik skala Likert, yaitu:

- Sangat setuju (SS) = 5
- Setuju (S) = 4
- Ragu - Ragu (R) = 3
- Tidak Setuju (TS) = 2
- Setuju (STS) = 1

Data responden dan semua informasi yang diberikan akan dijamin kerahasiaannya, oleh sebab itu dimohon untuk mengisi kuesioner dengan sebenarnya dan seobjektif mungkin.

Inovasi Produk (X1)

No	Pertanyaan	STS	TS	R	S	SS
1	Saya membuat produk baru secara berkala	1	2	3	4	5
2	Saya selalu mengembangkan produk untuk menjaga keunggulan	1	2	3	4	5
3	Saya mengupdate teknis perwarnaan secara berkala	1	2	3	4	5
4	Saya menciptakann desain pola atau motif baru secara konsisten	1	2	3	4	5

Sosial Media (X2)

No	Pertanyaan	STS	TS	R	S	SS
1	Saya aktif mengelola akun media social online	1	2	3	4	5
2	Media social online saya harus memiliki tampilan yang professional	1	2	3	4	5
3	Saya memberi informasi detail produk di sosial media online	1	2	3	4	5
4	Saya menjaga komunikasi yang baik dengan semua pelanggan	1	2	3	4	5

Keunggulan bersaing (Y1)

No	Pertanyaan	STS	TS	R	S	SS
1	Saya menciptakan produk yang unik dan menarik di pasaran.	1	2	3	4	5
2	Saya menciptakan produk dengan nilai lebih dibandingkan pesaing	1	2	3	4	5
3	Saya membuat produk yang susah ditiru pesaing	1	2	3	4	5
4	Saya menentukan harga yang cukup bersaing	1	2	3	4	5
5	Saya memberikan potongan harga dengan syarat tertentu	1	2	3	4	5

Kinerja Pemasaran (Y2)

No	Pertanyaan	STS	TS	R	S	SS
1	Laba saya meningkat	1	2	3	4	5

2	Omset perusahaan saya naik	1	2	3	4	5
3	Perusahaan saya mengalami peningkatan penjualan	1	2	3	4	5
4	Pertumbuhan pelanggan saya meningkat	1	2	3	4	5

Lampiran

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,779
Bartlett's Test of Sphericity	Approx. Chi-Square	180,495
	df	6
	Sig.	,000

Anti-image Matrices

		X1.1	X1.2	X1.3	X1.4
Anti-image Covariance	X1.1	,545	-,140	-,061	-,198
	X1.2	-,140	,416	-,240	-,118
	X1.3	-,061	-,240	,517	-,042
	X1.4	-,198	-,118	-,042	,595
Anti-image Correlation	X1.1	,811[a]	-,294	-,115	-,348
	X1.2	-,294	,736[a]	-,518	-,238
	X1.3	-,115	-,518	,764[a]	-,075
	X1.4	-,348	-,238	-,075	,823[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
X1.1	1,000	,666
X1.2	1,000	,765
X1.3	1,000	,650
X1.4	1,000	,614

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total

1	2,695	67,379	67,379	2,695
2	,593	14,816	82,195	
3	,419	10,475	92,670	
4	,293	7,330	100,000	

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Extraction Sums of Squared Loadings	
	% of Variance	Cumulative %
1	67,379	67,379
2		
3		
4		

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
X1.1	,816
X1.2	,875
X1.3	,806
X1.4	,784

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix[a]

Rotated Component Matrix[a]

a. Only one component was extracted. The solution cannot be rotated.

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,717
Bartlett's Test of Sphericity	Approx. Chi-Square	132,124
	df	6
	Sig.	,000

Anti-image Matrices

		X2.1	X2.2	X2.3	X2.4
Anti-image Covariance	X2.1	,521	-,082	-,292	-,103
	X2.2	-,082	,645	-,131	-,249
	X2.3	-,292	-,131	,528	-,014
	X2.4	-,103	-,249	-,014	,725
Anti-image Correlation	X2.1	,690[a]	-,141	-,557	-,168
	X2.2	-,141	,766[a]	-,225	-,364
	X2.3	-,557	-,225	,681[a]	-,023
	X2.4	-,168	-,364	-,023	,759[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
X2.1	1,000	,676
X2.2	1,000	,599

X2.3	1,000	,655
X2.4	1,000	,478

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total
1	2,408	60,205	60,205	2,408
2	,762	19,039	79,244	
3	,498	12,438	91,682	
4	,333	8,318	100,000	

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Extraction Sums of Squared Loadings	
	% of Variance	Cumulative %
1	60,205	60,205
2		
3		
4		

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
X2.1	,822
X2.2	,774
X2.3	,809
X2.4	,691

Extraction Method: Principal Component Analysis.

Component Matrix[a]

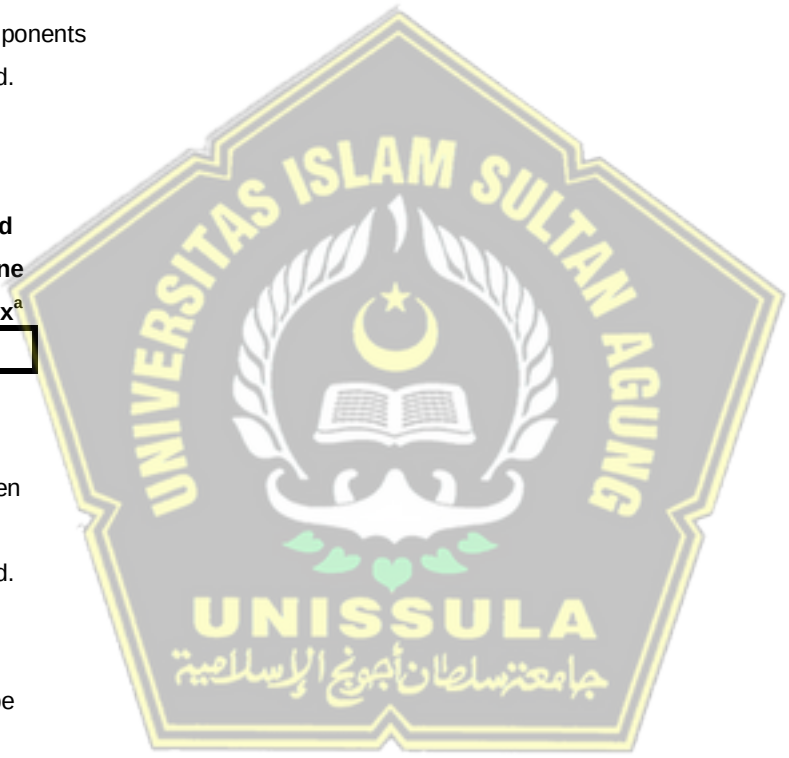
	Component
	1
X2.1	,822
X2.2	,774
X2.3	,809
X2.4	,691

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix[a]

a. Only one component was extracted. The solution cannot be rotated.



Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,783
Bartlett's Test of Sphericity	Approx. Chi-Square	270,043
	df	10
	Sig.	,000

Anti-image Matrices

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5
Anti-image Covariance	Y1.1	,394	-,221	-,004	-,086	,080
	Y1.2	-,221	,336	-,054	-,066	-,121
	Y1.3	-,004	-,054	,473	-,214	-,106
	Y1.4	-,086	-,066	-,214	,399	-,050
	Y1.5	,080	-,121	-,106	-,050	,759
Anti-image Correlation	Y1.1	,740[a]	-,608	-,008	-,216	,147
	Y1.2	-,608	,757[a]	-,134	-,181	-,240
	Y1.3	-,008	-,134	,808[a]	-,491	-,178
	Y1.4	-,216	-,181	-,491	,812[a]	-,091
	Y1.5	,147	-,240	-,178	-,091	,827[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Y1.1	1,000	,648
Y1.2	1,000	,761
Y1.3	1,000	,656
Y1.4	1,000	,741
Y1.5	1,000	,337

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total
1	3,143	62,868	62,868	3,143
2	,800	15,998	78,866	
3	,553	11,053	89,919	
4	,284	5,684	95,603	
5	,220	4,397	100,000	

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Extraction Sums of Squared Loadings	
	% of Variance	Cumulative %
1	62,868	62,868
2		
3		
4		
5		

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
Y1.1	,805
Y1.2	,873
Y1.3	,810
Y1.4	,861
Y1.5	,581

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix[a]

a. Only one component was extracted. The solution cannot be rotated.

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,821
Bartlett's Test of Sphericity	Approx. Chi-Square	311,565
	df	6
	Sig.	,000

Anti-image Matrices

		Y2.1	Y2.2	Y2.3	Y2.4
Anti-image Covariance	Y2.1	,492	-,137	-,035	-,071
	Y2.2	-,137	,379	-,087	-,066
	Y2.3	-,035	-,087	,256	-,160
	Y2.4	-,071	-,066	-,160	,254
Anti-image Correlation	Y2.1	,895[a]	-,316	-,100	-,200
	Y2.2	-,316	,871[a]	-,279	-,211
	Y2.3	-,100	-,279	,775[a]	-,626
	Y2.4	-,200	-,211	-,626	,778[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Y2.1	1,000	,685
Y2.2	1,000	,779
Y2.3	1,000	,832
Y2.4	1,000	,837

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total
1	3,133	78,317	78,317	3,133
2	,416	10,401	88,718	

3	,295	7,369	96,086	
4	,157	3,914	100,000	

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Extraction Sums of Squared Loadings	
	% of Variance	Cumulative %
1	78,317	78,317
2		
3		
4		

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
Y2.1	,828
Y2.2	,883
Y2.3	,912
Y2.4	,915

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix[a]

Rotated Component Matrix[a]

a. Only one component was extracted. The solution cannot be rotated.

Correlations

Correlations

		X1.1	X1.2	X1.3	X1.4	Inovasi Produk
X1.1	Pearson Correlation	1	,604**	,501**	,576**	,833**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	114	114	114	114	114
X1.2	Pearson Correlation	,604**	1	,684**	,559**	,861**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	114	114	114	114	114
X1.3	Pearson Correlation	,501**	,684**	1	,458**	,796**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	114	114	114	114	114
X1.4	Pearson Correlation	,576**	,559**	,458**	1	,790**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	114	114	114	114	114
Inovasi Produk	Pearson Correlation	,833**	,861**	,796**	,790**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	114	114	114	114	114

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

Correlations

		X2.1	X2.2	X2.3	X2.4	Social Media
X2.1	Pearson Correlation	1	,455**	,661**	,391**	,828**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	114	114	114	114	114
X2.2	Pearson Correlation	,455**	1	,468**	,488**	,786**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	114	114	114	114	114
X2.3	Pearson Correlation	,661**	,468**	1	,339**	,803**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	114	114	114	114	114
X2.4	Pearson Correlation	,391**	,488**	,339**	1	,676**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	114	114	114	114	114
Social Media	Pearson Correlation	,828**	,786**	,803**	,676**	1
	Sig. (2-tailed)	,000	,000	,000	,000	

N	114	114	114	114	114

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

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4
Y1.1	Pearson Correlation	1	,758**	,489**	,605**
	Sig. (2-tailed)		,000	,000	,000
	N	114	114	114	114
Y1.2	Pearson Correlation	,758**	1	,570**	,647**
	Sig. (2-tailed)	,000		,000	,000
	N	114	114	114	114
Y1.3	Pearson Correlation	,489**	,570**	1	,698**
	Sig. (2-tailed)	,000	,000		,000
	N	114	114	114	114
Y1.4	Pearson Correlation	,605**	,647**	,698**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	114	114	114	114
Y1.5	Pearson Correlation	,255**	,415**	,419**	,393**
	Sig. (2-tailed)	,006	,000	,000	,000
	N	114	114	114	114
Keunggulan Bersaing	Pearson Correlation	,777**	,852**	,825**	,845**
	Sig. (2-tailed)	,000	,000	,000	,000
	N	114	114	114	114

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

Correlations

		Y1.5	Keunggulan Bersaing
Y1.1	Pearson Correlation	,255**	,777**
	Sig. (2-tailed)	,006	,000
	N	114	114
Y1.2	Pearson Correlation	,415**	,852**
	Sig. (2-tailed)	,000	,000
	N	114	114
Y1.3	Pearson Correlation	,419**	,825**
	Sig. (2-tailed)	,000	,000
	N	114	114

Y1.4	Pearson Correlation	,393**	,845**
	Sig. (2-tailed)	,000	,000
	N	114	114
Y1.5	Pearson Correlation	1	,636**
	Sig. (2-tailed)		,000
	N	114	114
Keunggulan Bersaing	Pearson Correlation	,636**	1
	Sig. (2-tailed)	,000	
	N	114	114

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

Correlations

		Y2.1	Y2.2	Y2.3
Y2.1	Pearson Correlation	1	,663**	,636**
	Sig. (2-tailed)		,000	,000
	N	114	114	114
Y2.2	Pearson Correlation	,663**	1	,734**
	Sig. (2-tailed)	,000		,000
	N	114	114	114
Y2.3	Pearson Correlation	,636**	,734**	1
	Sig. (2-tailed)	,000	,000	
	N	114	114	114
Y2.4	Pearson Correlation	,655**	,726**	,842**
	Sig. (2-tailed)	,000	,000	,000
	N	114	114	114
Kinerja Pemasaran	Pearson Correlation	,829**	,884**	,911**
	Sig. (2-tailed)	,000	,000	,000
	N	114	114	114

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

Correlations

		Y2.4	Kinerja Pemasaran
Y2.1	Pearson Correlation	,655**	,829**
	Sig. (2-tailed)	,000	,000
	N	114	114
Y2.2	Pearson Correlation	,726**	,884**

	Sig. (2-tailed)	,000	,000
	N	114	114
Y2.3	Pearson Correlation	,842**	,911**
	Sig. (2-tailed)	,000	,000
	N	114	114
Y2.4	Pearson Correlation	1	,914**
	Sig. (2-tailed)		,000
	N	114	114
Kinerja Pemasaran	Pearson Correlation	,914**	1
	Sig. (2-tailed)	,000	
	N	114	114

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

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	114	100,0
	Excluded[a]	0	,0
	Total	114	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,836	4

Scale: ALL VARIABLES

Case Processing Summary

	N	%

Cases	Valid	114	100,0
	Excluded[a]	0	,0
	Total	114	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,777	4

RELIABILITY

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	114	100,0
	Excluded[a]	0	,0
	Total	114	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,842	5

Scale: ALL VARIABLES

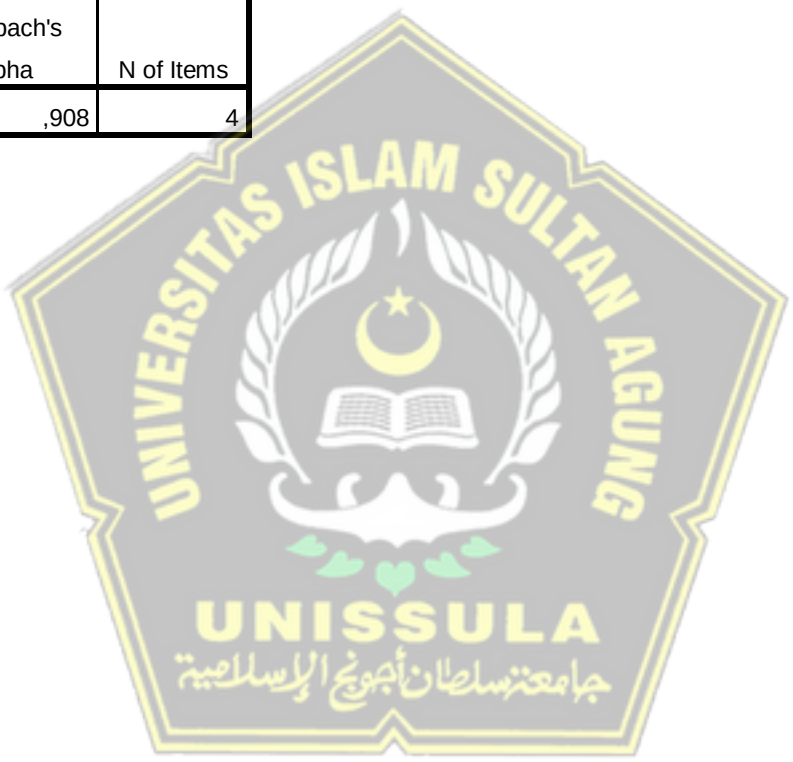
Case Processing Summary

		N	%
Cases	Valid	114	100,0
	Excluded[a]	0	,0
	Total	114	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,908	4



Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Keunggulan Bersaing	21,35	3,198	114
Inovasi Produk	17,68	2,646	114
Social Media	16,86	2,847	114

Correlations

		Keunggulan Bersaing	Inovasi Produk	Social Media
Pearson Correlation	Keunggulan Bersaing	1,000	,711	,592
	Inovasi Produk	,711	1,000	,668
	Social Media	,592	,668	1,000
Sig. (1-tailed)	Keunggulan Bersaing	.	,000	,000
	Inovasi Produk	,000	.	,000
	Social Media	,000	,000	.
N	Keunggulan Bersaing	114	114	114
	Inovasi Produk	114	114	114
	Social Media	114	114	114

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Social Media, Inovasi Produk[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Keunggulan Bersaing

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	,728[a]	,530	,522	2,212

a. Predictors: (Constant), Social Media, Inovasi Produk

b. Dependent Variable: Keunggulan Bersaing

Model Summary[b]

Model	Change Statistics					Durbin-Watson
	R Square Change	F Change	df1	df2	Sig. F Change	
1	,530	62,615	2	111	,000	2,045

b. Dependent Variable: Keunggulan Bersaing

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	612,798	2	306,399	62,615	,000[a]
	Residual	543,167	111	4,893		
	Total	1155,965	113			

a. Predictors: (Constant), Social Media, Inovasi Produk

b. Dependent Variable: Keunggulan Bersaing

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,176	1,464		3,537	,001
	Inovasi Produk	,690	,106	,571	6,525	,000
	Social Media	,236	,098	,210	2,403	,018

a. Dependent Variable: Keunggulan Bersaing

Coefficients[a]

Model		Correlations			Collinearity Statistics	
		Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)					
	Inovasi Produk	,711	,526	,425	,553	1,807
	Social Media	,592	,222	,156	,553	1,807

a. Dependent Variable: Keunggulan Bersaing

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Inovasi Produk	Social Media
1	1	2,978	1,000	,00	,00	,00
	2	,014	14,470	,87	,03	,37
	3	,008	19,539	,13	,96	,63

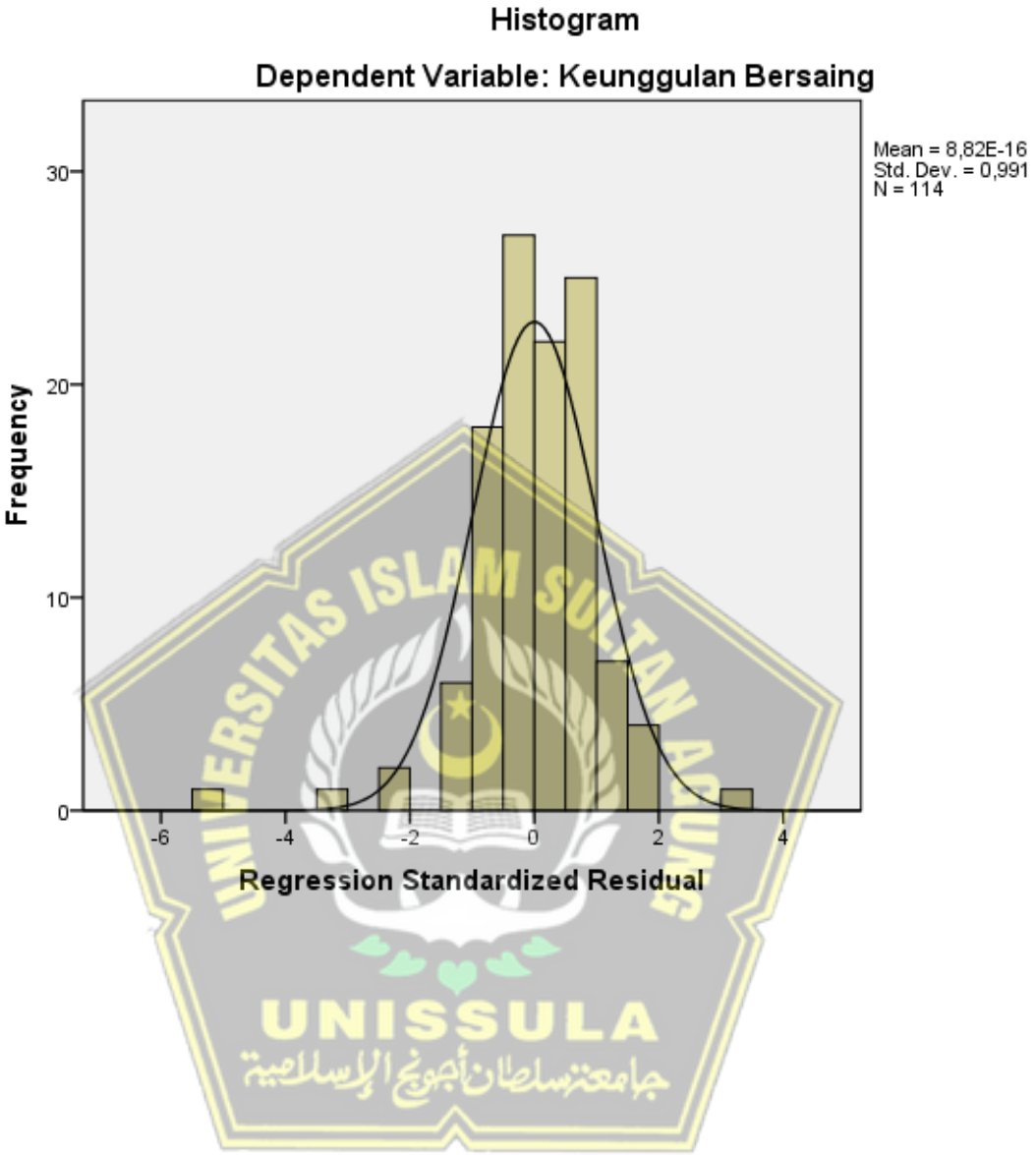
a. Dependent Variable: Keunggulan Bersaing

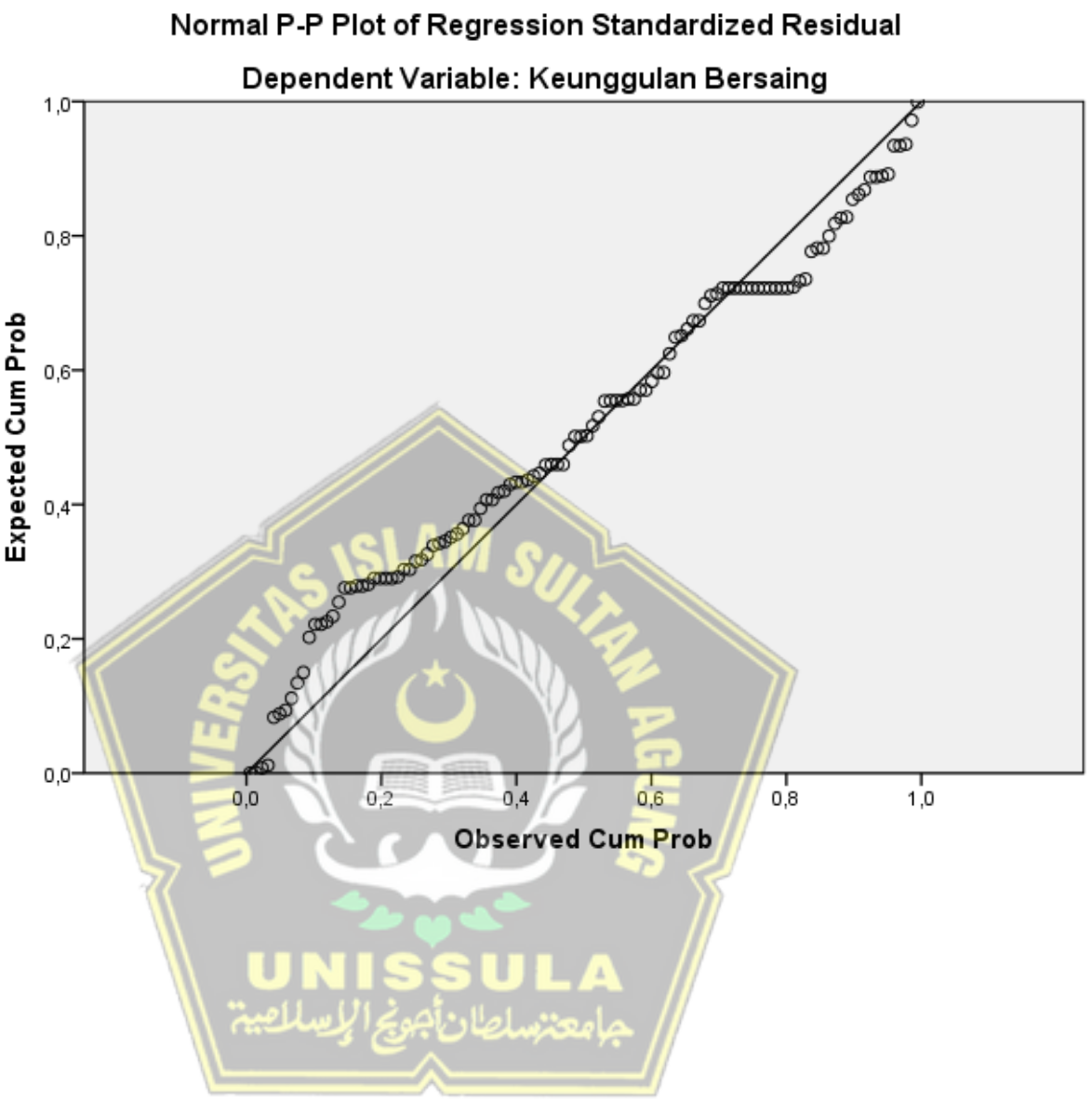
Residuals Statistics[a]

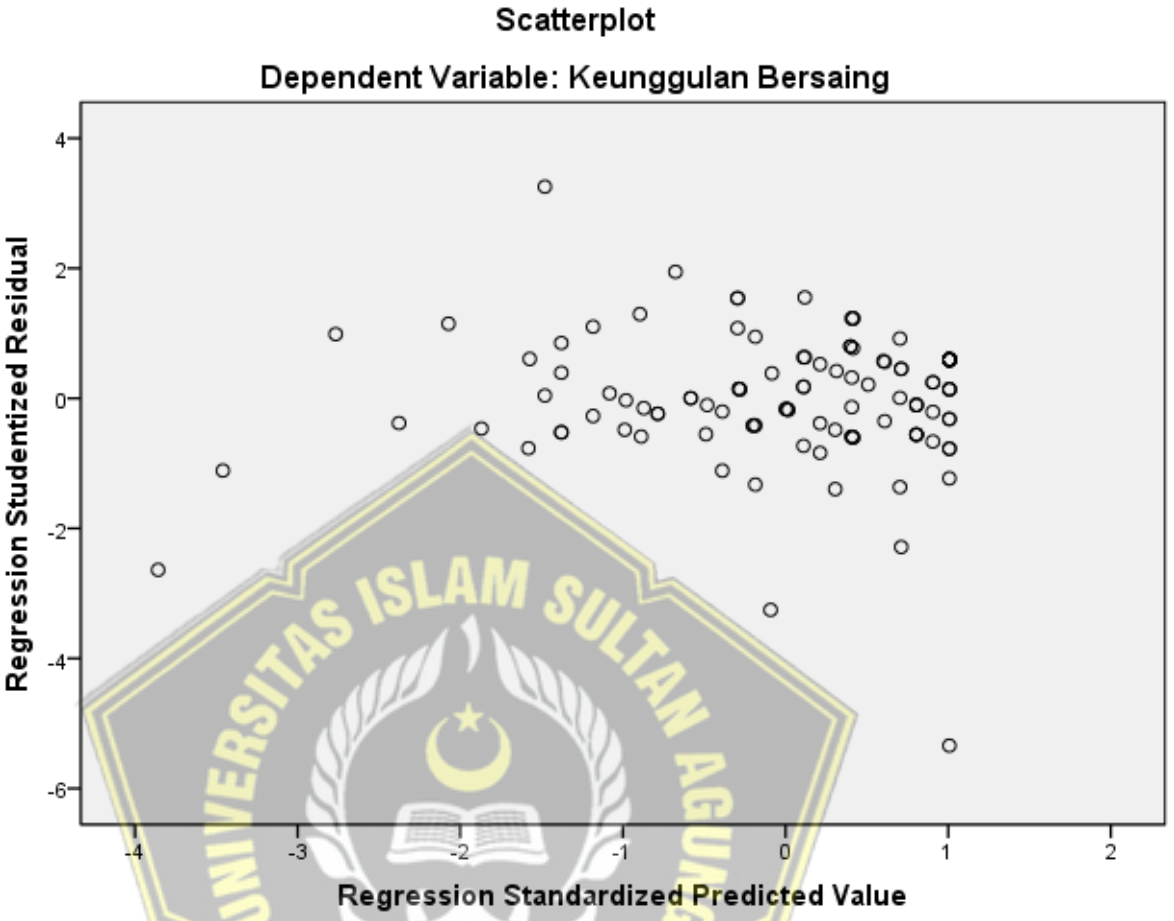
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	12,37	23,70	21,35	2,329	114
Std. Predicted Value	-3,858	1,007	,000	1,000	114
Standard Error of Predicted Value	,209	,869	,339	,118	114
Adjusted Predicted Value	13,34	23,93	21,35	2,299	114
Residual	-11,696	7,096	,000	2,192	114
Std. Residual	-5,287	3,208	,000	,991	114
Stud. Residual	-5,341	3,255	,000	1,009	114
Deleted Residual	-11,933	7,306	-,002	2,272	114
Stud. Deleted Residual	-6,168	3,407	-,008	1,061	114
Mahal. Distance	,017	16,430	1,982	2,574	114
Cook's Distance	,000	,423	,012	,045	114
Centered Leverage Value	,000	,145	,018	,023	114

a. Dependent Variable: Keunggulan Bersaing

Charts


Histogram
Dependent Variable: Keunggulan Bersaing
Mean = 8,82E-16
Std. Dev. = 0,991
N = 114
Frequency
30
20
10
0
-6
-4
-2
0
2
4
Regression Standardized Residual


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Keunggulan Bersaing
Expected Cum Prob
Observed Cum Prob
0,0
0,2
0,4
0,6
0,8
1,0



Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Kinerja Pemasaran	16,32	2,833	114
Inovasi Produk	17,68	2,646	114
Social Media	16,86	2,847	114
Keunggulan Bersaing	21,35	3,198	114

Correlations

		Kinerja Pemasaran	Inovasi Produk
Pearson Correlation	Kinerja Pemasaran	1,000	,594
	Inovasi Produk	,594	1,000

	Social Media	,547	,668
	Keunggulan Bersaing	,606	,711
Sig. (1-tailed)	Kinerja Pemasaran	.	,000
	Inovasi Produk	,000	.
	Social Media	,000	,000
	Keunggulan Bersaing	,000	,000
N	Kinerja Pemasaran	114	114
	Inovasi Produk	114	114
	Social Media	114	114
	Keunggulan Bersaing	114	114

Correlations

		Social Media	Keunggulan Bersaing
Pearson Correlation	Kinerja Pemasaran	,547	,606
	Inovasi Produk	,668	,711
	Social Media	1,000	,592
	Keunggulan Bersaing	,592	1,000
Sig. (1-tailed)	Kinerja Pemasaran	,000	,000
	Inovasi Produk	,000	,000
	Social Media	.	,000
	Keunggulan Bersaing	,000	.
N	Kinerja Pemasaran	114	114
	Inovasi Produk	114	114
	Social Media	114	114
	Keunggulan Bersaing	114	114

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method

1	Keunggulan Bersaing, Social Media, Inovasi Produk[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Kinerja Pemasaran

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,665[a]	,442	,427	2,145

a. Predictors: (Constant), Keunggulan Bersaing, Social Media, Inovasi Produk

b. Dependent Variable: Kinerja Pemasaran

Model Summary[b]

Model	Change Statistics					Durbin-Watson
	R Square Change	F Change	df1	df2	Sig. F Change	

1	,442	29,069	3	110	,000	1,590

b. Dependent Variable: Kinerja Pemasaran

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	401,080	3	133,693	29,069	,000[a]
	Residual	505,911	110	4,599		
	Total	906,991	113			

a. Predictors: (Constant), Keunggulan Bersaing, Social Media, Inovasi Produk

b. Dependent Variable: Kinerja Pemasaran

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,486	1,497		1,661	,100
	Inovasi Produk	,245	,121	,229	2,031	,045
	Social Media	,202	,098	,203	2,065	,041
	Keunggulan Bersaing	,286	,092	,323	3,109	,002

a. Dependent Variable: Kinerja Pemasaran

Coefficients[a]

Model		Correlations			Collinearity Statistics	
		Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)					

	Inovasi Produk	,594	,190	,145	,400	2,500
	Social Media	,547	,193	,147	,526	1,901
	Keunggulan Bersaing	,606	,284	,221	,470	2,128

a. Dependent Variable: Kinerja Pemasaran

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Inovasi Produk
1	1	3,970	1,000	,00	,00
	2	,014	16,687	,83	,02
	3	,010	19,976	,17	,08
	4	,006	25,723	,00	,89

a. Dependent Variable: Kinerja Pemasaran

Collinearity Diagnostics[a]

Model	Dimension	Variance Proportions	
		Social Media	Keunggulan Bersaing
1	1	,00	,00
	2	,30	,00
	3	,59	,42
	4	,10	,58

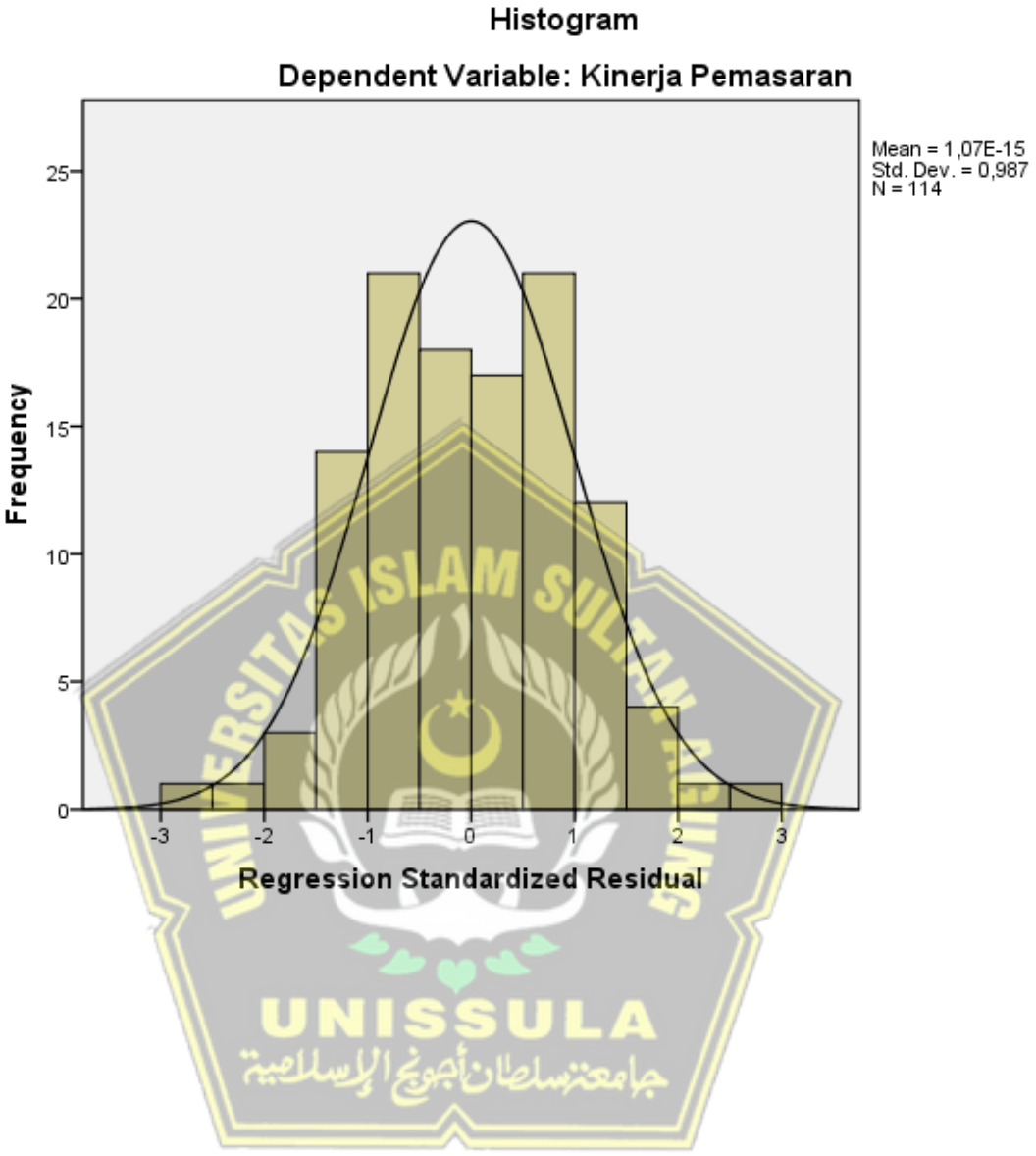
a. Dependent Variable: Kinerja Pemasaran

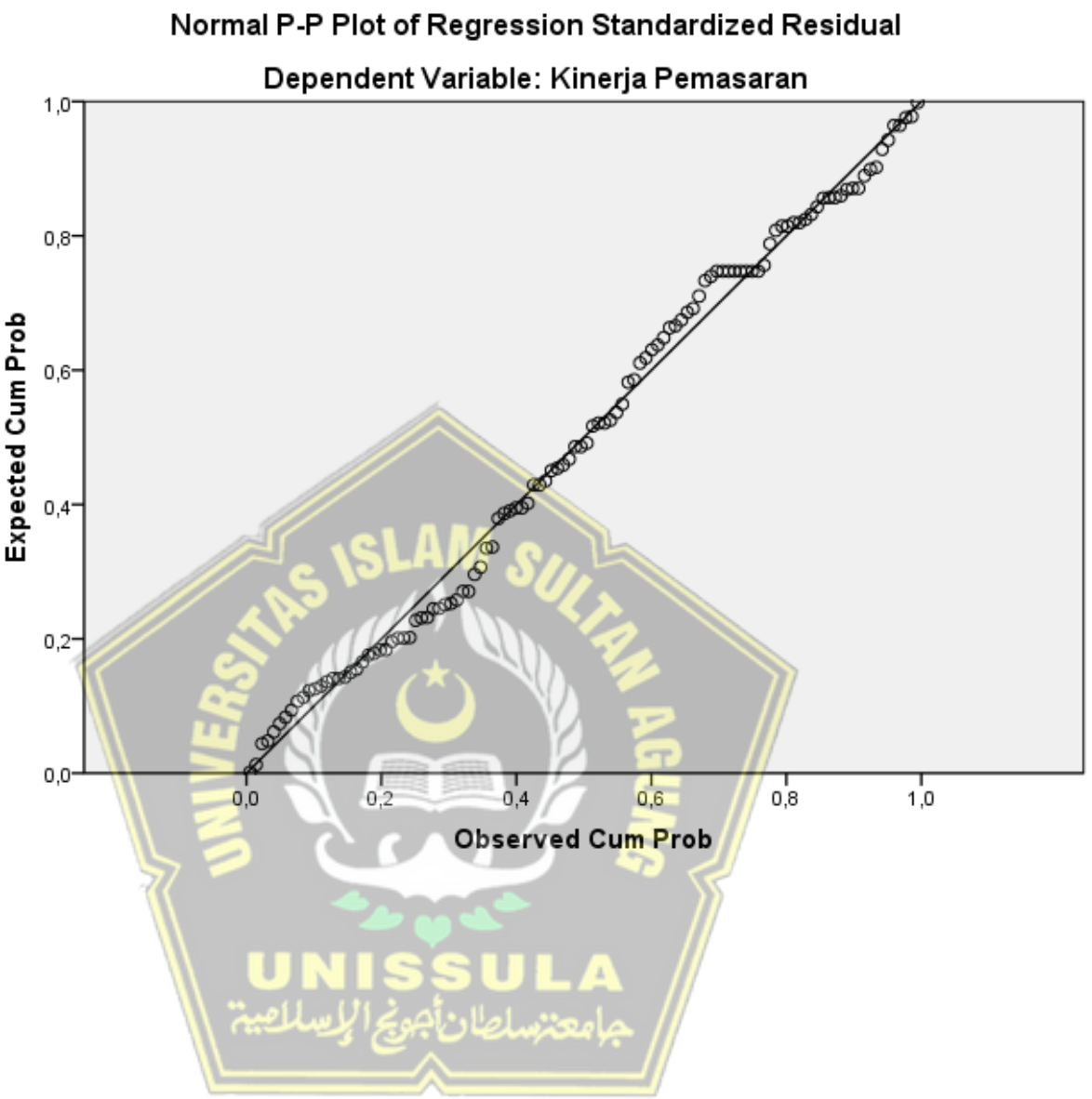
Residuals Statistics[a]

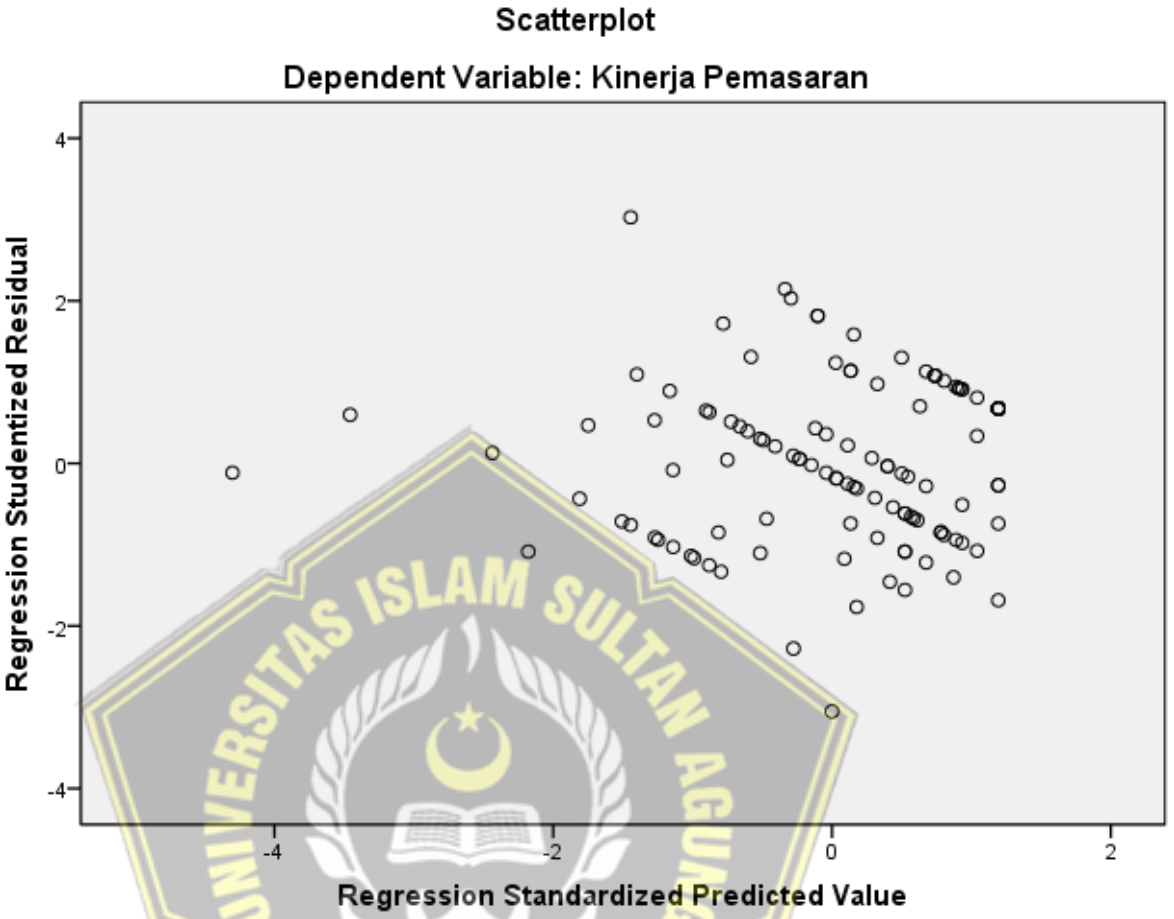
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	8,22	18,57	16,32	1,884	114
Std. Predicted Value	-4,301	1,193	,000	1,000	114
Standard Error of Predicted Value	,206	1,118	,372	,153	114
Adjusted Predicted Value	8,28	18,66	16,31	1,901	114
Residual	-6,324	6,397	,000	2,116	114
Std. Residual	-2,949	2,983	,000	,987	114
Stud. Residual	-3,052	3,026	,003	1,008	114
Deleted Residual	-6,775	6,584	,012	2,211	114
Stud. Deleted Residual	-3,176	3,146	,003	1,018	114
Mahal. Distance	,049	29,712	2,974	4,176	114
Cook's Distance	,000	,276	,012	,034	114
Centered Leverage Value	,000	,263	,026	,037	114

a. Dependent Variable: Kinerja Pemasaran

Charts


Histogram
Dependent Variable: Kinerja Pemasaran
Mean = 1,07E-15
Std. Dev. = 0,987
N = 114
Frequency
25
20
15
10
5
0
-3
-2
-1
0
1
2
3
Regression Standardized Residual


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Kinerja Pemasaran
Expected Cum Prob
Observed Cum Prob
0,0
0,2
0,4
0,6
0,8
1,0



Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Social Media, Inovasi Produk[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Abs_Res1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,111[a]	,012	-,005	1,59357

a. Predictors: (Constant), Social Media, Inovasi Produk

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3,513	2	1,757	,692	,503[a]
	Residual	281,880	111	2,539		
	Total	285,393	113			

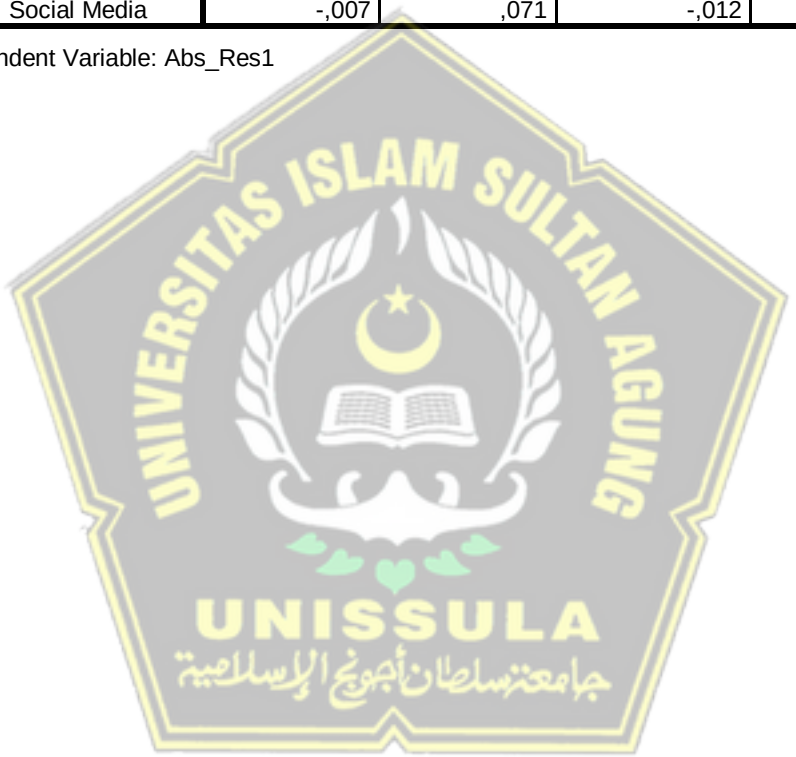
a. Predictors: (Constant), Social Media, Inovasi Produk

b. Dependent Variable: Abs_Res1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,706	1,054		2,567	,012
	Inovasi Produk	-,061	,076	-,102	-,807	,421
	Social Media	-,007	,071	-,012	-,097	,923

a. Dependent Variable: Abs_Res1



Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method

1	Keunggulan Bersaing, Social Media, Inovasi Produk[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Abs_Res2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,141[a]	,020	-,007	1,21655

a. Predictors: (Constant), Keunggulan Bersaing, Social Media, Inovasi Produk

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3,317	3	1,106	,747	,526[a]
	Residual	162,800	110	1,480		
	Total	166,117	113			

a. Predictors: (Constant), Keunggulan Bersaing, Social Media, Inovasi Produk

b. Dependent Variable: Abs_Res2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,437	,849		1,693	,093
	Inovasi Produk	,009	,068	,020	,134	,894
	Social Media	,070	,055	,165	1,270	,207
	Keunggulan Bersaing	-,050	,052	-,131	-,951	,344

a. Dependent Variable: Abs_Res2

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		114
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	2,19243902
Most Extreme Differences	Absolute	,096
	Positive	,096
	Negative	-,634
Kolmogorov-Smirnov Z		,428
Asymp. Sig. (2-tailed)		,134

a. Test distribution is Normal.

b. Calculated from data.

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		114
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	2,11591281
Most Extreme Differences	Absolute	,065
	Positive	,065
	Negative	-,061
Kolmogorov-Smirnov Z		,698
Asymp. Sig. (2-tailed)		,715

a. Test distribution is Normal.

b. Calculated from data.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