

LAMPIRAN

Lampiran 1. Kuesioner

Kuesioner

Responden Yth,

Saya adalah mahasiswi program Studi Manajemen Fakultas Ekonomi Universitas Islam Sultan Agung Semarang yang sedang melakukan penelitian mengenai “MEMBANGUN HUBUNGAN *CUSTOMER ORIENTATION* MELALUI *ADAPTIVE SELLING* DAN *SALESMANSHIP SKILL* TERHADAP *SALES*

PERFORMANCE”. Penelitian ini merupakan bagian dari tugas akhir untuk memenuhi sebagian dari syarat-syarat guna mencapai gelar sarjana S-1. Demi tercapainya hasil yang diinginkan, mohon kesediaan anda untuk ikut berpartisipasi dengan mengisi kuesioner ini dengan lengkap dan benar. Semua informasi yang saya peroleh sebagai hasil kuesioner ini bersifat rahasia dan hanya dipergunakan untuk kepentingan akademis. Tidak ada jawaban yang benar ataupun salah dalam penelitian ini. Atas kesediaannya saya ucapkan terima kasih.

Petunjuk : Berilah tanda silang (X) pada nomor yang tersedia sesuai dengan jawaban yang anda pilih. Pilih salah satu jawaban saja untuk setiap pertanyaan, kecuali ada petunjuk khusus.

Profil Responden

Untuk mengetahui profil responden yang ada di dalam penelitian ini, saya membutuhkan informasi sebagai berikut :

Nama:

Jenis Kelamin

Pria

Wanita

Usia

Pendidikan

17 s/d 22 tahun

23 s/d 28 tahun

29 s/d 34 tahun

35 s/d 40 tahun

40 tahun keatas

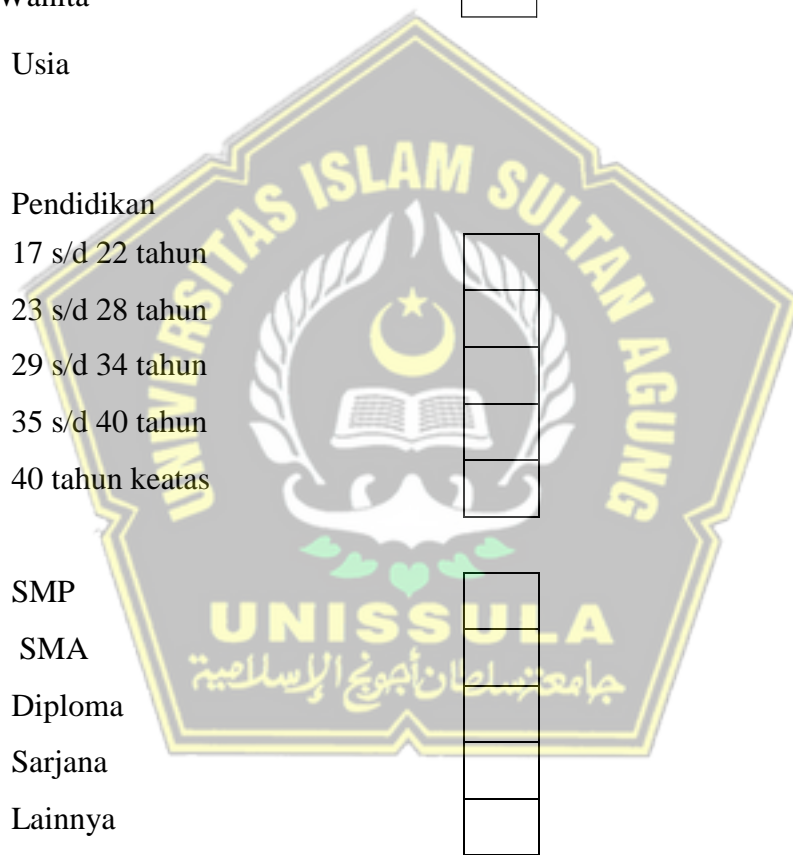
SMP

SMA

Diploma

Sarjana

Lainnya



Mohon semua pertanyaan di bawah ini diisi dengan lengkap, karena kelengkapan informasi akan membantu peneliti dalam menyelesaikan penelitian.

- SS = Apabila anda “Sangat Setuju” dengan pernyataan tersebut
S = Apabila anda “Setuju” dengan pernyataan tersebut
CS = Apabila anda “Cukup Setuju” dengan pernyataan tersebut
TS = Apabila anda “Tidak Setuju” dengan pernyataan tersebut
STS = Apabila anda “Sangat Tidak Setuju” dengan pernyataan tersebut



Customer Orientation (Orientasi Pelanggan)

No.	Pertanyaan	SS	S	CS	TS	STS
1.	Salesman memahami pelanggan secara baik					
2.	Salesman selalu mengutamakan kepentingan pelanggan					
3.	Salesman mengetahui keinginan dan selera pelanggan					
4.	Salesman mempengaruhi pembeli pada keputusan pembelian					
5.	Salesman merespon pelayanan pelanggan					

Adaptive Selling (Penjualan Adaptif)

No.	Pertanyaan	SS	S	CS	TS	STS
1.	Salesman bersikap ramah dalam berinteraksi saat menjual produk kepada pelanggan					
2.	Salesman menerapkan senyum sapa saat menjual produk kepada pelanggan					
3.	Salesman menciptakan hubungan secara baik dengan pelanggan					
4.	Salesman menjelaskan produk pada pelanggan					
5.	Salesman mengenali emosi pelanggan					

Salesmanship Skill (Keahlian Tenaga Penjual)

No.	Pertanyaan	SS	S	CS	TS	STS
1	Salesman mempunyai kemampuan untuk mempengaruhi pelanggan dalam pencapaian target penjualan					
2	Salesman mampu untuk menutup target penjualan					
3	Salesman mampu untuk menyajikan pesanan penjualan pada pelanggan					
4	Salesman dipercayai pelanggan					
5	Salesman mempunyai keterampilan bernegosiasi					

Sales Performance (Kinerja Penjualan)

No.	Pertanyaan	SS	S	CS	TS	STS
1	Salesman memenuhi target penjualan					
2	Salesman memenuhi jumlah pesanan pelanggan					
3	Salesman berpengaruh pada peningkatan presentase penjualan					
4	Salesman mempengaruhi jumlah pelanggan menjadi meningkat					
5	Salesman selalu bertanggung jawab					

No	Costumer Orientation (X1)					X1. Total
	X1.1	X1.2	X1.3	X1.4	X1.5	
1	5	5	5	5	5	25
2	5	5	3	4	4	21
3	5	5	5	5	5	25
4	4	4	5	4	5	22
5	5	5	5	5	5	25
6	5	5	5	5	5	25
7	4	4	5	2	5	20
8	5	5	4	4	5	23
9	5	4	5	4	5	23
10	5	4	5	4	5	23
11	4	4	4	4	4	20
12	3	5	4	4	4	20
13	4	5	5	5	5	24
14	5	4	5	5	5	24
15	5	5	5	4	5	24
16	4	4	4	5	4	21
17	4	4	5	5	5	23
18	4	3	4	4	4	19
19	3	4	4	4	3	18
20	4	5	4	5	5	23
21	2	5	5	4	4	20
22	5	5	5	5	5	25
23	4	3	4	5	5	21
24	4	4	3	5	4	20
25	4	4	3	4	4	19
26	4	3	3	4	3	17
27	5	5	5	5	5	25
28	5	5	5	5	5	25
29	4	5	5	5	5	24
30	5	4	5	5	3	22
31	5	4	5	4	4	22
32	5	5	4	4	5	23
33	5	5	5	5	5	25
34	3	4	3	3	4	17
35	4	3	4	5	4	20
36	4	4	4	3	4	19
37	5	5	5	5	5	25
38	4	4	5	5	5	23

39	5	5	3	5	5	23
0	4	5	5	5	5	24
41	5	5	5	5	5	25
42	4	3	5	5	4	21
43	4	4	4	4	3	19
44	5	4	5	4	4	22
45	4	4	4	4	4	20
46	4	5	4	5	5	23
47	5	5	5	5	5	25
48	5	4	5	4	4	22
49	3	3	4	4	4	18
50	5	5	5	5	5	25
51	3	3	3	3	3	15
52	5	5	5	4	5	24
53	5	5	5	3	5	23
54	5	5	5	5	5	25
55	5	5	4	4	5	23
56	4	5	4	3	5	21
57	3	4	4	3	3	17
58	5	4	5	4	4	22
59	5	5	5	5	5	25
60	4	4	5	5	4	22
61	4	4	4	4	4	20
62	5	5	5	5	5	25
63	4	4	4	4	4	20
64	5	5	5	5	5	25
65	5	4	4	4	4	21
66	5	5	5	5	5	25
67	5	5	5	4	5	24
68	5	5	5	5	5	25
69	4	5	4	4	5	22
70	5	4	5	5	5	24
71	4	5	4	5	4	22
72	5	5	5	3	5	23
73	5	5	5	5	5	25
74	5	4	5	5	4	23
75	4	5	5	4	4	22
76	5	5	5	4	5	24
77	3	4	4	3	4	18
78	5	5	5	5	5	25
79	5	4	5	5	5	24

80	5	5	5	5	5	25
81	5	5	5	5	5	25
82	5	5	5	4	5	24
83	5	5	5	4	5	24
84	5	5	5	4	5	24
85	3	3	4	4	4	18
86	5	5	5	5	5	25
87	4	3	4	4	4	19
88	4	3	3	5	4	19
89	4	4	3	3	3	17
90	4	3	3	4	4	18
91	5	5	4	4	4	22
92	2	3	5	4	3	17
93	5	5	5	5	5	25
94	4	5	4	3	5	21
95	5	5	5	3	5	23
96	4	5	5	3	4	21
97	3	4	4	5	5	21
98	5	4	3	4	4	20
99	4	4	4	3	4	19
100	3	3	4	5	3	18
101	5	5	5	5	5	25
102	3	5	5	4	3	20
103	5	2	3	4	4	18
104	4	2	3	4	5	18
105	4	4	5	5	3	21
106	5	5	5	5	5	25
107	5	4	4	5	5	23
108	5	5	4	4	4	22
109	4	5	4	4	4	21
110	5	5	5	5	5	25

Adoptive Selling (Y1)					
Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1. Total
5	5	5	5	5	25
5	4	4	4	4	21
5	5	5	5	5	25
5	3	4	4	4	20
5	5	3	4	5	22
5	5	5	5	5	25
4	5	5	4	4	22
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5	5	5	5	4	24
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5	4	4	4	5	22
5	5	5	5	2	22
5	5	5	5	4	24
4	3	3	3	5	18
4	4	2	4	4	18
4	4	4	5	4	21
4	4	5	5	4	22
3	5	3	4	4	19
4	4	3	3	4	18
5	5	5	5	3	23
4	4	4	4	3	19
5	5	5	5	5	25
4	4	4	4	4	20
2	4	5	4	4	19
3	4	4	4	3	18
3	4	3	5	5	20
5	5	5	5	5	25
5	5	5	5	5	25
4	3	5	5	5	22
5	5	4	5	5	24
5	5	4	5	3	22
5	5	5	5	5	25
5	5	5	5	4	24
4	4	4	4	3	19
5	5	5	5	5	25
4	4	5	4	2	19
5	5	5	5	5	25
5	5	4	4	4	22

5	4	4	4	4	21
4	5	5	5	5	24
5	5	5	5	5	25
5	5	5	5	3	23
5	3	4	3	4	19
5	5	4	5	4	23
4	3	4	4	4	19
5	5	4	5	4	23
5	5	5	5	5	25
5	5	5	5	3	23
4	2	4	4	4	18
5	5	5	5	5	25
3	4	3	5	5	20
5	5	5	5	5	25
5	5	4	4	4	22
5	5	5	5	5	25
5	5	5	5	4	24
5	4	4	4	4	21
5	3	4	4	3	19
5	5	5	5	4	24
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5	4	4	5	4	22
5	4	5	4	4	22
5	5	5	5	5	25
5	4	4	4	5	22
5	5	5	5	5	25
3	5	4	4	4	20
5	5	5	5	5	25
5	4	5	4	4	22
5	5	5	5	5	25
5	5	5	4	4	23
5	5	5	5	5	25
5	5	5	5	3	23
5	5	5	5	4	24
5	5	5	5	5	25
4	4	4	4	4	20
4	4	4	4	2	18
5	4	5	5	5	24
5	5	5	4	4	23
5	5	5	5	4	24
5	5	5	5	5	25

5	5	5	5	4	24
5	5	5	5	5	25
5	4	4	4	4	21
5	5	5	5	5	25
5	5	5	5	5	25
4	4	4	4	3	19
5	5	5	5	5	25
4	4	3	4	3	18
3	3	4	5	3	18
4	4	3	4	4	19
4	4	4	4	4	20
5	5	5	5	4	24
3	3	2	2	4	14
5	5	5	5	5	25
5	5	5	5	2	22
5	4	5	4	5	23
5	4	5	5	5	24
5	5	5	5	5	25
4	4	4	4	4	20
3	4	4	3	2	16
3	3	3	4	2	15
5	5	5	5	5	25
2	2	5	2	4	15
5	3	4	5	5	22
5	5	3	5	5	23
5	5	4	4	4	22
5	5	5	5	5	25
5	5	5	5	5	25
5	5	4	4	4	22
3	3	4	4	4	18
5	5	5	5	5	25

Salesmanship Skill (Y2)					
Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	Y2. Total
5	5	5	5	5	25
4	5	5	5	5	24
5	5	5	5	5	25
4	4	4	4	4	20
4	5	4	3	5	21
5	5	5	5	5	25
4	5	5	4	4	22
4	5	4	5	5	23
5	5	5	5	5	25
5	5	5	5	5	25
4	4	4	4	4	20
5	5	3	5	5	23
5	4	5	5	5	24
3	4	3	5	5	20
4	5	5	5	5	24
4	4	4	5	4	21
4	4	4	5	3	20
4	4	4	4	4	20
4	4	4	4	4	20
4	4	5	5	4	22
4	4	4	3	4	19
5	5	5	5	5	25
5	5	5	4	4	23
5	3	4	5	3	20
3	3	4	3	4	17
3	4	3	3	3	16
5	5	5	5	5	25
5	5	5	5	5	25
4	3	4	3	4	18
4	5	4	5	4	22
4	4	4	5	4	21
3	5	5	5	5	23
4	5	4	5	5	23
4	4	4	4	4	20
5	5	5	5	5	25
3	3	4	5	5	20
5	5	5	5	5	25
5	5	5	5	5	25

4	3	3	3	4	17
5	3	5	4	4	21
4	5	4	5	4	22
4	4	4	4	4	20
3	2	5	3	2	15
4	5	5	5	5	24
4	4	4	4	4	20
4	4	5	5	4	22
5	5	5	5	5	25
4	4	5	5	4	22
2	3	4	4	4	17
5	5	5	5	5	25
3	3	3	3	3	15
5	5	5	5	5	25
5	2	5	5	5	22
5	5	5	5	5	25
5	4	5	4	4	22
5	4	5	3	5	22
3	3	3	3	3	15
4	5	4	4	5	22
5	5	5	5	5	25
5	5	4	5	5	24
4	3	4	4	4	19
5	5	5	5	5	25
4	4	4	4	2	18
5	5	5	5	5	25
4	5	5	5	5	24
5	5	5	5	5	25
3	4	5	5	5	22
4	5	5	5	5	24
4	4	4	4	4	20
3	4	4	5	5	21
5	4	5	4	5	23
4	5	5	5	5	24
5	5	5	5	5	25
4	4	5	4	4	21
4	4	5	4	4	21
4	3	4	5	5	21
3	3	4	4	4	18
4	3	5	5	4	21
5	5	5	5	5	25

5	4	5	5	5	24
5	5	5	5	5	25
5	3	5	3	4	20
4	4	5	5	5	23
5	5	5	5	5	25
4	4	4	4	5	21
5	5	5	5	5	25
4	3	4	4	4	19
4	3	4	3	4	18
3	3	4	4	4	18
4	4	4	4	4	20
5	5	5	5	4	24
2	4	5	5	5	21
5	5	5	5	5	25
3	3	4	4	4	18
5	4	5	5	5	24
4	4	4	4	3	19
5	5	5	5	5	25
4	4	4	4	4	20
5	4	5	4	4	22
5	3	3	3	4	18
5	5	5	5	5	25
5	4	3	4	2	18
4	4	5	5	4	22
3	5	5	5	5	23
4	5	3	5	5	22
4	4	5	5	5	23
4	3	5	5	5	22
2	5	5	5	4	21
4	5	4	5	4	22
5	5	5	5	5	25

Sales Performance (Y3)					
Y3.1	Y3.2	Y3.3	Y3.4	Y3.5	Y3. Total
5	5	5	5	5	25
5	4	4	4	5	22
5	5	5	5	5	25
4	4	3	4	4	19
5	5	5	5	5	25
5	5	5	5	5	25
5	5	5	4	2	21
5	5	5	5	5	25
5	5	5	5	5	25
5	5	5	5	5	25
4	4	5	4	4	21
3	5	3	5	5	21
4	5	3	5	5	22
5	5	4	4	5	23
5	3	5	5	5	23
4	4	4	4	4	20
5	4	4	3	5	21
4	4	4	4	4	20
4	3	4	4	4	19
5	5	5	5	5	25
4	4	3	4	3	18
5	5	5	5	5	25
4	4	4	4	4	20
2	5	5	4	3	19
3	3	3	3	3	15
3	4	3	3	3	16
5	5	5	5	5	25
5	5	5	5	5	25
3	4	4	3	2	16
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4	5	4	4	4	21
3	5	4	5	5	22
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5	5	5	5	5	25
4	3	5	5	5	22
5	5	5	5	5	25
4	4	4	5	4	21

4	5	4	5	3	21
4	5	5	4	5	23
5	4	5	5	5	24
5	3	5	4	4	21
4	4	5	3	2	18
5	5	5	5	5	25
4	4	3	3	4	18
4	5	4	4	5	22
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4	5	5	4	5	23
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5	4	5	5	5	24
5	5	5	5	5	25
5	4	5	5	5	24
3	4	3	4	5	19
3	3	3	3	3	15
5	5	4	4	5	23
5	5	5	5	5	25
5	5	4	5	4	23
4	4	4	4	5	21
5	5	5	5	5	25
4	4	4	4	5	21
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4	5	5	5	5	24
5	5	5	5	5	25
4	5	5	4	5	23
5	5	5	5	5	25
4	4	4	4	5	21
5	5	5	5	5	25
5	5	5	5	5	25
5	5	5	4	4	23
4	4	4	4	4	20
4	5	4	4	5	22
4	3	4	3	5	19
3	5	3	5	5	21
5	5	5	5	5	25

5	5	5	5	5	25
5	5	5	5	5	25
4	4	5	5	4	22
5	5	5	5	5	25
5	5	5	5	5	25
4	4	4	5	3	20
5	5	5	5	5	25
4	4	4	4	3	19
3	4	4	4	4	19
3	4	4	4	4	19
4	5	4	4	4	21
2	5	5	5	5	22
4	2	4	4	4	18
5	5	5	5	5	25
4	2	5	4	4	19
4	5	4	4	5	22
4	4	4	5	4	21
5	5	5	5	5	25
4	4	4	4	4	20
4	4	3	4	3	18
2	4	3	3	4	16
5	5	5	5	5	25
5	5	2	2	4	18
5	2	4	4	5	20
4	5	4	4	4	21
3	3	5	5	3	19
5	5	5	5	5	25
5	5	5	5	5	25
2	5	5	5	5	22
5	4	4	5	5	23
5	5	5	5	5	25

Lampiran 2. Uji Validitas

Instrumen *Costumer Orientation* (X_1)

Correlations

		Kuesioner 1.1	Kuesioner 1.2	Kuesioner 1.3	Kuesioner 1.4	Kuesioner 1.5	Kuesioner 1 Total
Kuesioner 1.1	Pearson Correlation	1	.438**	.370**	.311**	.579**	.754**
	Sig. (2- tailed)		.000	.000	.001	.000	.000
	N	110	110	110	110	110	110
Kuesioner 1.2	Pearson Correlation	.438**	1	.495**	.164	.526**	.738**
	Sig. (2- tailed)	.000		.000	.087	.000	.000
	N	110	110	110	110	110	110
Kuesioner 1.3	Pearson Correlation	.370**	.495**	1	.313**	.445**	.726**
	Sig. (2- tailed)	.000	.000		.001	.000	.000
	N	110	110	110	110	110	110
Kuesioner 1.4	Pearson Correlation	.311**	.164	.313**	1	.319**	.584**
	Sig. (2- tailed)	.001	.087	.001		.001	.000
	N	110	110	110	110	110	110
Kuesioner 1.5	Pearson Correlation	.579**	.526**	.445**	.319**	1	.791**
	Sig. (2- tailed)	.000	.000	.000	.001		.000
	N	110	110	110	110	110	110
Kuesioner 1 Total	Pearson Correlation	.754**	.738**	.726**	.584**	.791**	1
	Sig. (2- tailed)	.000	.000	.000	.000	.000	
	N	110	110	110	110	110	110

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

Instrumen *Adoptive Selling* (Y₁)

Correlations

		Kuesioner 2.1	Kuesioner 2.2	Kuesioner 2.3	Kuesioner 2.4	Kuesioner 2.5	Kuesioner 2 Total
Kuesioner 2.1	Pearson Correlation	1	.572**	.473**	.536**	.336**	.781**
	Sig. (2- tailed)		.000	.000	.000	.000	.000
N		110	110	110	110	110	110
Kuesioner 2.2	Pearson Correlation	.572**	1	.477**	.632**	.268**	.786**
	Sig. (2- tailed)	.000		.000	.000	.005	.000
N		110	110	110	110	110	110
Kuesioner 2.3	Pearson Correlation	.473**	.477**	1	.559**	.232*	.728**
	Sig. (2- tailed)	.000	.000		.000	.015	.000
N		110	110	110	110	110	110
Kuesioner 2.4	Pearson Correlation	.536**	.632**	.559**	1	.346**	.810**
	Sig. (2- tailed)	.000	.000	.000		.000	.000
N		110	110	110	110	110	110
Kuesioner 2.5	Pearson Correlation	.336**	.268**	.232*	.346**	1	.615**
	Sig. (2- tailed)	.000	.005	.015	.000		.000
N		110	110	110	110	110	110
Kuesioner 2 Total	Pearson Correlation	.781**	.786**	.728**	.810**	.615**	1
	Sig. (2- tailed)	.000	.000	.000	.000	.000	
N		110	110	110	110	110	110

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

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

Instrumen *Salesmanship Skill* (Y₂)

Correlations

		Kuesioner 3.1	Kuesioner 3.2	Kuesioner 3.3	Kuesioner 3.4	Kuesioner 3.5	Kuesioner 3 Total
Kuesioner 3.1	Pearson Correlation	1	.395**	.380**	.262**	.317**	.648**
	Sig. (2- tailed)		.000	.000	.006	.001	.000
	N	110	110	110	110	110	110
Kuesioner 3.2	Pearson Correlation	.395**	1	.371**	.565**	.530**	.790**
	Sig. (2- tailed)	.000		.000	.000	.000	.000
	N	110	110	110	110	110	110
Kuesioner 3.3	Pearson Correlation	.380**	.371**	1	.486**	.470**	.711**
	Sig. (2- tailed)	.000	.000		.000	.000	.000
	N	110	110	110	110	110	110
Kuesioner 3.4	Pearson Correlation	.262**	.565**	.486**	1	.571**	.772**
	Sig. (2- tailed)	.006	.000	.000		.000	.000
	N	110	110	110	110	110	110
Kuesioner 3.5	Pearson Correlation	.317**	.530**	.470**	.571**	1	.777**
	Sig. (2- tailed)	.001	.000	.000	.000		.000
	N	110	110	110	110	110	110
Kuesioner 3 Total	Pearson Correlation	.648**	.790**	.711**	.772**	.777**	1
	Sig. (2- tailed)	.000	.000	.000	.000	.000	
	N	110	110	110	110	110	110

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

Instrumen Sales Performance (Y₃)

Correlations

		Kuesioner 4.1	Kuesioner 4.2	Kuesioner 4.3	Kuesioner 4.4	Kuesioner 4.5	Kuesioner 4 Total
Kuesioner 4.1	Pearson Correlation	1	.317**	.527**	.434**	.423**	.741**
	Sig. (2- tailed)		.001	.000	.000	.000	.000
	N	110	110	110	110	110	110
Kuesioner 4.2	Pearson Correlation	.317**	1	.333**	.483**	.355**	.670**
	Sig. (2- tailed)	.001		.000	.000	.000	.000
	N	110	110	110	110	110	110
Kuesioner 4.3	Pearson Correlation	.527**	.333**	1	.634**	.380**	.768**
	Sig. (2- tailed)	.000	.000		.000	.000	.000
	N	110	110	110	110	110	110
Kuesioner 4.4	Pearson Correlation	.434**	.483**	.634**	1	.498**	.811**
	Sig. (2- tailed)	.000	.000	.000		.000	.000
	N	110	110	110	110	110	110
Kuesioner 4.5	Pearson Correlation	.423**	.355**	.380**	.498**	1	.719**
	Sig. (2- tailed)	.000	.000	.000	.000		.000
	N	110	110	110	110	110	110
Kuesioner 4 Total	Pearson Correlation	.741**	.670**	.768**	.811**	.719**	1
	Sig. (2- tailed)	.000	.000	.000	.000	.000	
	N	110	110	110	110	110	110

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

Lampiran 3. Uji Reliabilitas Instrumen *Costumer Orientation* (X₁)

Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded ^a	0	.0
	Total	110	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.764	5

Instrumen *Adoptive Selling* (Y₁)

Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded ^a	0	.0
	Total	110	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.789	5

Instrumen *Salesmanship Skill* (Y₂)**Case Processing Summary**

		N	%
Cases	Valid	110	100.0
	Excluded ^a	0	.0
	Total	110	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.791	5

Instrumen *Sales Performance* (Y₃)**Case Processing Summary**

		N	%
Cases	Valid	110	100.0
	Excluded ^a	0	.0
	Total	110	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.793	5

Lampiran 4. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		110
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.25553541
Most Extreme Differences	Absolute	.100
	Positive	.082
	Negative	-.100
Kolmogorov-Smirnov Z		1.047
Asymp. Sig. (2-tailed)		.223

- a. Test distribution is Normal.
b. Calculated from data.

Lampiran 5 Uji Multikolinieritas

		Coefficients ^a				Collinearity Statistics		
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.634	1.132		-1.444	.152		
	Customer Orientation	.319	.075	.287	4.253	.000	.396	2.528
	Adoptive Selling	.257	.068	.246	3.787	.000	.425	2.352
	Salesmanship Skill	.500	.066	.471	7.542	.000	.462	2.163

- a. Dependent Variable: Sales Performance

Lampiran 5. Uji Heterokedastisitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.843	.706		4.024	.000
	Costumer Orientation	.052	.047	.164	1.115	.267
	Adoptive Selling	-.060	.042	-.200	-1.409	.162
	Salesmanship Skill	-.079	.041	-.258	-1.903	.060

a. Dependent Variable: ABS_RES1

Lampiran 6. Analisis Regresi Linear Berganda Model Persamaan 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.226	1.570		3.329	.001
	Costumer Orientation	.770	.071	.723	10.888	.000

a. Dependent Variable: Adoptive Selling

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	433.057	1	433.057	118.543	.000 ^a
	Residual	394.543	108	3.653		
	Total	827.600	109			

a. Predictors: (Constant), Costumer Orientation

b. Dependent Variable: Adoptive Selling

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
_ 1	.723 ^a	.523	.519	1.911

a. Predictors: (Constant), Costumer Orientation

Model Persamaan 2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.896	1.607		3.669	.000
	Costumer Orientation	.725	.072	.694	10.018	.000

a. Dependent Variable: Salesmanship Skill

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	384.106	1	384.106	100.357	.000 ^a
	Residual	413.358	108	3.827		
	Total	797.464	109			

a. Predictors: (Constant), Costumer Orientation

b. Dependent Variable: Salesman Skill

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
_ 1	.694 ^a	.482	.477	1.956

a. Predictors: (Constant), Costumer Orientation

Model Persamaan 3

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.634	1.132		-1.444	.152
	Costumer Orientation	.319	.075	.287	4.253	.000
	Adoptive Selling	.257	.068	.246	3.787	.000
	Salesmanship Skill	.500	.066	.471	7.542	.000

a. Dependent Variable: Sales Performance

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	728.030	3	242.677	149.710	.000 ^a
	Residual	171.824	106	1.621		
	Total	899.855	109			

a. Predictors: (Constant), Salesmanship Skill, Adoptive Selling, Costumer Orientation

b. Dependent Variable: Sales Performance

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
_ 1	.899 ^a	.809	.804	1.273

a. Predictors: (Constant), Salesmanship Skill, Adoptive Selling, Costumer Orientation

Lampiran 7. Uji Sobel Uji Sobel 1

U

independent variable → A (SE_A) → mediator variable → B (SE_B) → dependent variable

A: ?

B: ?

SE_A : ?

SE_B : ?

Calculate!

Sobel test statistic: 3.40891817
 One-tailed probability: 0.00032611
 Two-tailed probability: 0.00065221

Uji Sobel 2

independent variable → A (SE_A) → mediator variable → B (SE_B) → dependent variable

A: ?

B: ?

SE_A : ?

SE_B : ?

Calculate!

Sobel test statistic: 5.73548768
 One-tailed probability: 0.0
 Two-tailed probability: 0.00000001