

LAMPIRAN

Lampiran 1 Lembar Kuesioner Penelitian

Kepada Yth:

Bapak / Ibu / Saudara

di Tempat

Bersama ini saya mengajukan permohonan kepada Bapak / Ibu / Saudara untuk bersedia meluangkan waktu dan mengisi daftar pernyataan berikut secara sukarela, jujur dan benar. Adapun tujuan dari pengisian daftar pernyataan ini adalah untuk mengetahui **PENINGKATAN KINERJA BISNIS MELALUI VALUE CREATION DAN RELATIONAL CAPABILITIES SERTA MARKET KNOWLEDGE COMPETENCE**

Data dari penelitian ini tidak akan dipublikasikan namun hanya untuk kepentingan ilmiah. Besar harapan saya dan kiranya Bapak/Ibu/Saudara berkenan mengisi semua pernyataan dalam bentuk kuesioner ini. Atas perhatian dan kesediaan Bapak/Ibu/Saudara, saya ucapkan terima kasih.

Beri tanda (x) bila jawaban saudara sesuai dengan jawaban di bawah ini:

STS	1	2	3	4	5	SS
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Identitas Responden

1. Nama :
2. Jenis Kelamin : Laki-laki perempuan
3. Umur :Tahun
4. Lama Usaha Beroperasi:
 - 1 – 5 Tahun
 - 6 -10 Tahun
 - Diatas 10 Tahun
5. Omzet Usaha Per Bulan:
 - 1-5 Juta
 - 6-10 Juta
 - Diatas 10 Juta

Variabel *Relational capabilities* (X1)

No.	Pernyataan	1	2	3	4	5
1.	Saya selalu berusaha menciptakan nilai keterikatan relasional dengan konsumen					
2.	Saya selalu memiliki beragam informasi lengkap terkait produk fashion yang ditawarkan					
3.	Saya selalu membangun hubungan baik dengan pelanggan yang berorientasi jangka panjang					
4.	Saya selalu berusaha secara konsisten untuk membangun hubungan yang saling					

	menguntungkan dengan pelanggan					
Alasan :						
.....						
.....						
.....						

Variabel *Market knowledge competence (X2)*

No.	Pernyataan	1	2	3	4	5
1.	Saya selalu aktif dalam mencari informasi mengenai kebutuhan pelanggan dan produk yang laku di pasaran					
2.	Saya selalu berusaha meningkatkan daya saing pemasaran					
3.	Saya selalu berupaya terbaik untuk memaksimalkan potensi pemasaran produk					
Alasan : Pendekatan khusus seperti apa ?						
.....						
.....						
.....						

Variabel *Value creation (Y1)*

No.	Pernyataan	1	2	3	4	5
1.	Saya berupaya meningkatkan nilai standar produk dari segi kualitas maupun harga					
2.	Saya berusaha melayani pelanggan dengan maksimal					
3.	Saya selalu berupaya menjaga nilai konsistensi kualitas					

produk terbaik untuk konsumen					
Alasan : Nilai nilai seperti apa yang diberikan kepada pelanggan					

Variabel *Business performance*

No.	Pernyataan	1	2	3	4	5
1.	Saya merasa dalam beberapa bulan terakhir nilai penjualan produk mengalami peningkatan					
2.	Dalam beberapa bulan terakhir jumlah laba bersih usaha mengalami peningkatan					
3.	Jumlah konsumen dalam beberapa bulan terakhir mengalami kenaikan					
4.	Lingkup pemasaran produk mengalami peningkatan yang signifikan dalam beberapa bulan terakhir					
Alasan :						

Tabulasi Data Hasil Jawaban Kuesioner

Relational Capability X1				
X1.1	X1.2	X1.3	X1.4	X1.Total
4	4	5	5	18
5	5	4	4	18
5	5	4	5	19
4	5	5	3	17
4	5	5	5	19
5	5	5	4	19
4	4	3	3	14
4	4	5	4	17
4	4	4	5	17
5	5	5	3	18
3	5	2	4	14
4	5	4	4	17
4	3	4	4	15
3	4	4	4	15
4	4	4	4	16
3	5	2	4	14
4	4	5	4	17
4	4	4	4	16
3	5	3	5	16
5	3	4	4	16
4	4	4	4	16
4	5	5	4	18
3	2	4	4	13
2	5	2	3	12
2	4	4	2	12
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5	4	3	5	17
2	2	4	3	11
4	5	4	4	17
5	5	4	3	17
4	4	5	4	17
4	4	4	4	16

3	4	4	4	15
3	5	4	5	17
4	5	4	3	16
4	5	5	4	18
4	5	5	5	19
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4	4	4	5	17
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5	5	5	5	20
1	5	5	5	16
5	4	4	3	16
3	2	5	4	14
5	4	2	3	14
3	2	3	4	12
4	4	4	4	16
5	5	5	5	20
4	5	4	5	18
4	4	4	5	17
5	5	2	4	16
4	3	4	4	15
4	3	4	3	14
4	4	3	3	14
3	3	4	3	13
4	4	5	4	17
4	5	4	4	17
4	4	4	4	16
4	5	4	5	18
4	4	4	5	17

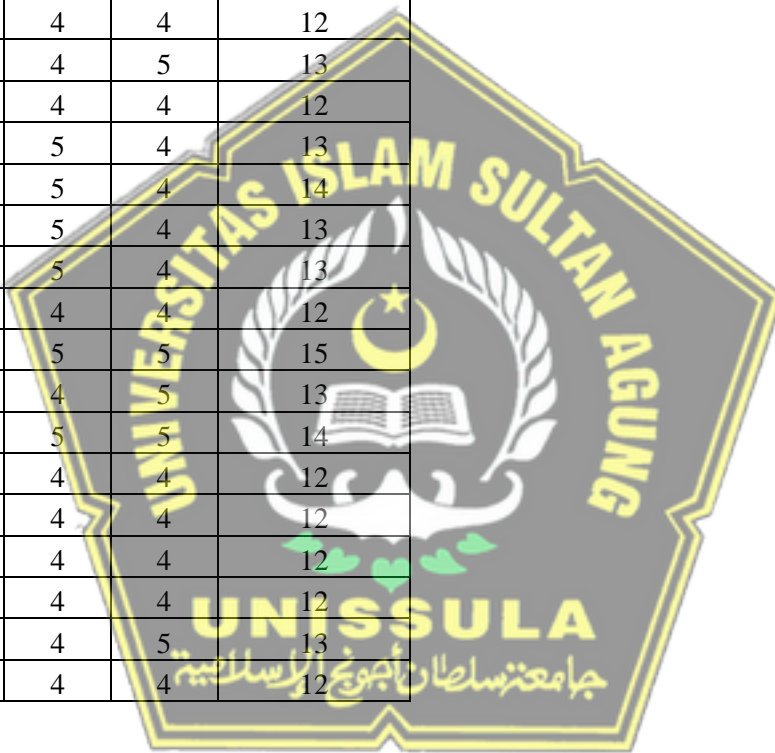
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5	5	5	5	20
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4	5	4	5	18
5	5	5	4	19
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5	5	5	3	18
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2	4	5	4	15
3	4	4	4	15
4	4	4	2	14
4	4	5	5	18
5	4	5	5	19
4	5	4	5	18

Market Knowledge Competence X2			
X2.1	X2.2	X2.3	X2.Total
4	4	5	13
4	4	4	12
5	5	4	14
4	4	4	12
4	5	5	14
5	5	4	14
3	3	4	10
4	5	4	13
5	4	4	13
4	5	5	14
3	2	5	10
5	4	4	13
4	4	4	12
4	4	4	12
4	5	5	14
4	4	4	12
5	5	4	14
4	2	5	11
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2	5	4	11
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5	4	4	13
4	4	4	12
4	2	4	10
5	3	5	13

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5	5	5	15



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4	4	4	12
4	4	4	12
4	4	4	12
4	4	5	13
4	4	4	12



Value Creation Y1			
Y1.1	Y1.2	Y1.3	Y1.Total
3	4	4	11
2	4	4	10
4	4	4	12
5	4	4	13
4	4	5	13
4	4	5	13
3	4	4	11
4	4	4	12
4	4	4	12
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4	5	5	14
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5	5	5	15
5	5	5	15
4	4	5	13
4	4	3	11
4	4	4	12
4	4	4	12
4	4	4	12
4	4	3	11

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



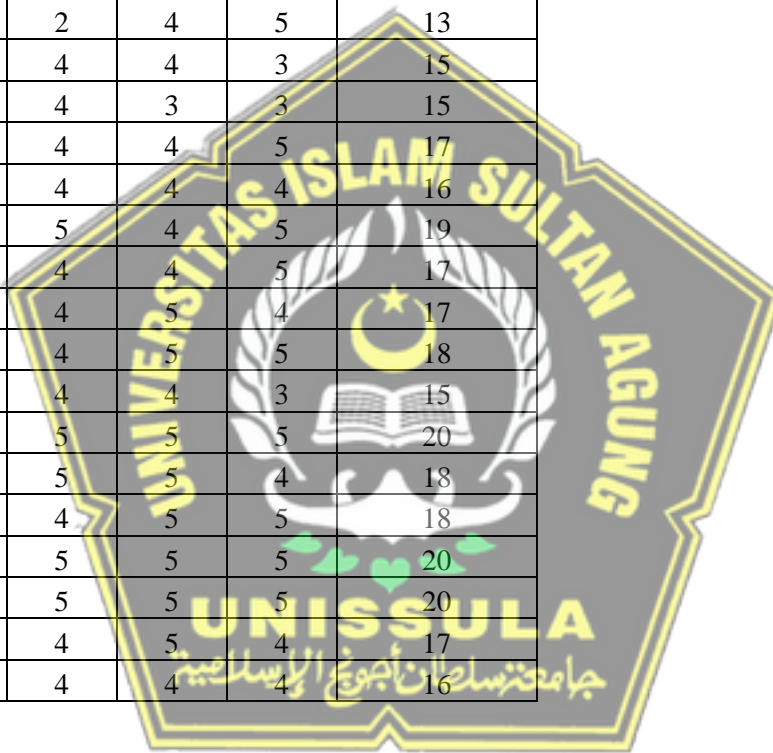
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2	4	4	10
5	5	4	14
4	4	3	11
4	5	2	11
5	5	4	14
5	5	4	14
4	5	4	13
5	5	2	12



Business Performance Y2				
Y2.1	Y2.2	Y2.3	Y2.4	Y2.Total
4	4	4	5	17
5	2	4	5	16
4	4	4	5	17
4	3	4	4	15
4	4	4	5	17
2	5	5	5	17
3	4	4	4	15
3	4	4	5	16
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4	4	5	2	15
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4	2	2	4	12
5	4	4	5	18

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4	5	5	5	19
5	5	5	4	19
4	4	4	4	16
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4	4	3	4	15
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5	5	5	5	20

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5	5	4	4	18
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5	5	5	5	20
4	5	5	4	18
4	4	5	5	18
5	5	5	5	20
5	5	5	5	20
4	4	5	4	17
4	4	4	4	16



Lampiran 2 Uji Validitas

Relational Capability (X_1)

Correlations

		K1.1	K1.2	K1.3	K1.4	K1.Total
K1.1	Pearson Correlation	1	.220*	.325**	.076	.682**
	Sig. (2-tailed)		.028	.001	.453	.000
	N	100	100	100	100	100
K1.2	Pearson Correlation	.220*	1	.087	.218*	.626**
	Sig. (2-tailed)	.028		.391	.029	.000
	N	100	100	100	100	100
K1.3	Pearson Correlation	.325**	.087	1	.146	.617**
	Sig. (2-tailed)	.001	.391		.146	.000
	N	100	100	100	100	100
K1.4	Pearson Correlation	.076	.218*	.146	1	.550**
	Sig. (2-tailed)	.453	.029	.146		.000
	N	100	100	100	100	100
K1.Total	Pearson Correlation	.682**	.626**	.617**	.550**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

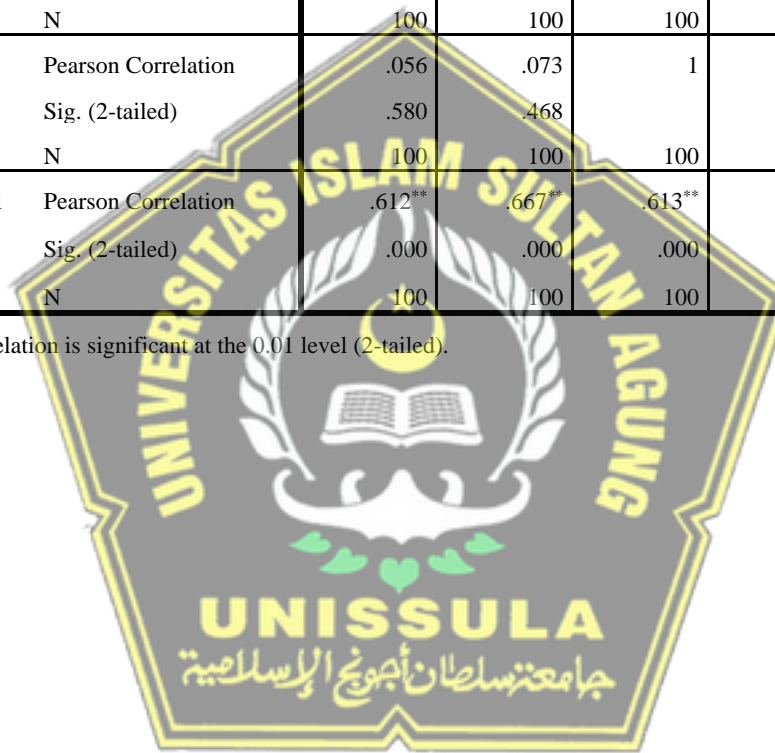
*. Correlation is significant at the 0.05 level (2-tailed).

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

Market Knowledge Competence (X₂)

		Correlations			
		K2.1	K2.2	K2.3	K2.Total
K2.1	Pearson Correlation	1	.165	.056	.612**
	Sig. (2-tailed)		.100	.580	.000
	N	100	100	100	100
K2.2	Pearson Correlation	.165	1	.073	.667**
	Sig. (2-tailed)	.100		.468	.000
	N	100	100	100	100
K2.3	Pearson Correlation	.056	.073	1	.613**
	Sig. (2-tailed)	.580	.468		.000
	N	100	100	100	100
K2.Total	Pearson Correlation	.612**	.667**	.613**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

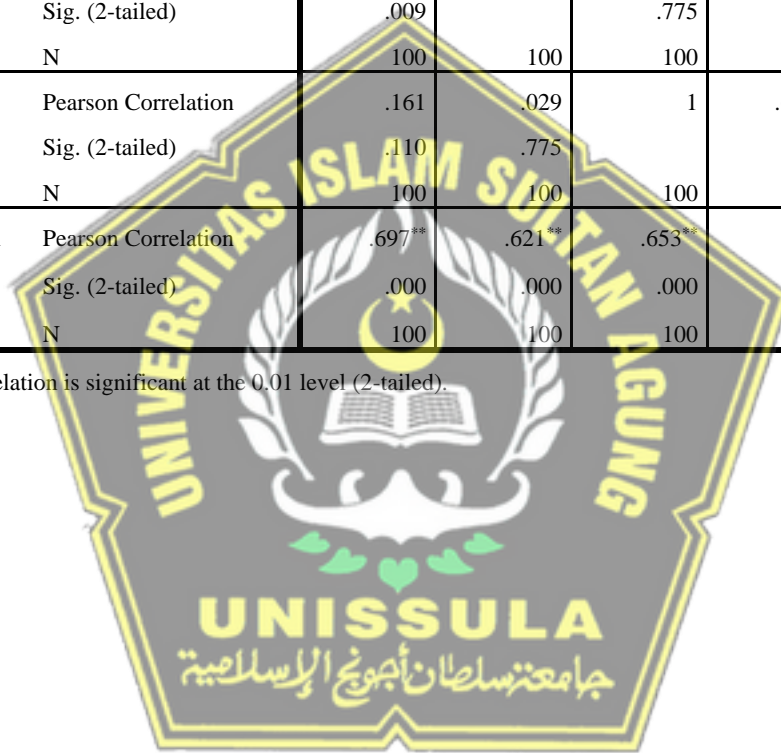


Value Creation (Y₁)

Correlations

		K3.1	K3.2	K3.3	K3.Total
K3.1	Pearson Correlation	1	.260**	.161	.697**
	Sig. (2-tailed)		.009	.110	.000
	N	100	100	100	100
K3.2	Pearson Correlation	.260**	1	.029	.621**
	Sig. (2-tailed)	.009		.775	.000
	N	100	100	100	100
K3.3	Pearson Correlation	.161	.029	1	.653**
	Sig. (2-tailed)	.110	.775		.000
	N	100	100	100	100
K3.Total	Pearson Correlation	.697**	.621**	.653**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

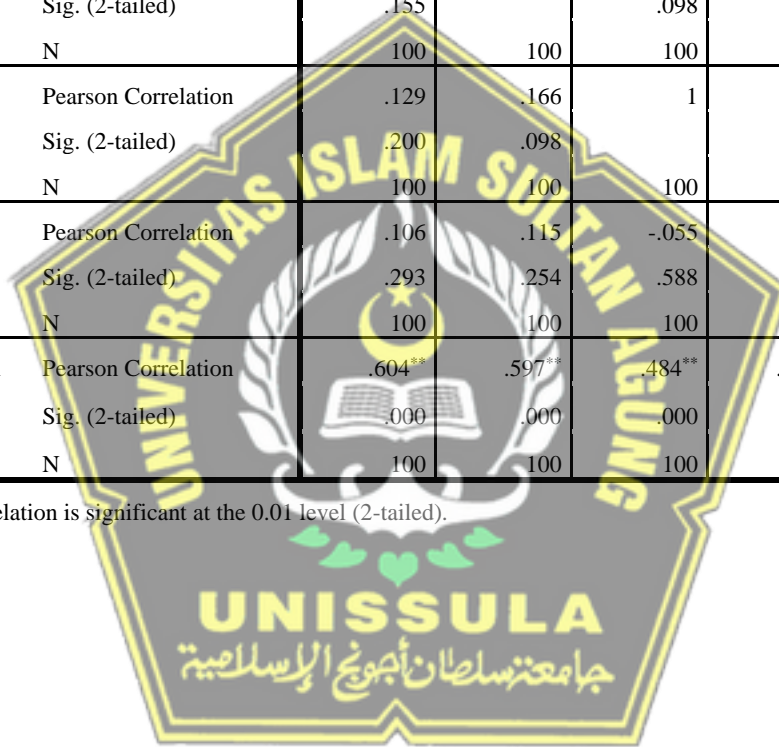
** . Correlation is significant at the 0.01 level (2-tailed).



*Business Performance (Y₂)***Correlations**

		K4.1	K4.2	K4.3	K4.4	K4.Total
K4.1	Pearson Correlation	1	.143	.129	.106	.604**
	Sig. (2-tailed)		.155	.200	.293	.000
	N	100	100	100	100	100
K4.2	Pearson Correlation	.143	1	.166	.115	.597**
	Sig. (2-tailed)	.155		.098	.254	.000
	N	100	100	100	100	100
K4.3	Pearson Correlation	.129	.166	1	-.055	.484**
	Sig. (2-tailed)	.200	.098		.588	.000
	N	100	100	100	100	100
K4.4	Pearson Correlation	.106	.115	-.055	1	.587**
	Sig. (2-tailed)	.293	.254	.588		.000
	N	100	100	100	100	100
K4.Total	Pearson Correlation	.604**	.597**	.484**	.587**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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



Lampiran 3 Uji Reliabilitas

Relational Capability (X₁)

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
.735	5

Market Knowledge Competence (X₂)

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
.721	4

*Value Creation (Y₁)***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
.741	4

*Business Performance (Y₂)***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
.695	5

Lampiran 4 Uji Normalitas

Model 1

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.11287316
Most Extreme Differences	Absolute	.085
	Positive	.073
	Negative	-.085
Kolmogorov-Smirnov Z		.854
Asymp. Sig. (2-tailed)		.459

a. Test distribution is Normal.

b. Calculated from data.

Model 2

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.44054006
Most Extreme Differences	Absolute	.093
	Positive	.093
	Negative	-.054
Kolmogorov-Smirnov Z		.934
Asymp. Sig. (2-tailed)		.347

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 5 Uji Multikolinieritas

Model 1

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3.313	1.237		2.677	.009		
Relational Capability	.286	.060	.422	4.754	.000	.806	1.240
Market Knowledge	.346	.101	.304	3.426	.001	.806	1.240
Competence							

a. Dependent Variable: Value Creation

Model 2

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.626	1.668		.975	.332		
Relational Capability	.274	.087	.294	3.149	.002	.654	1.529
Market Knowledge	.405	.139	.259	2.910	.004	.719	1.390
Competence							
Value Creation	.372	.132	.271	2.819	.006	.616	1.622

a. Dependent Variable: Business Performance

Lampiran 6 Uji Heterokedastisitas

Model 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.058	.760		1.393	.167
	Relational Capability	.013	.037	.039	.344	.732
	Market Knowledge	-.031	.062	-.057	-.503	.616
	Competence					

a. Dependent Variable: abs_res

Model 2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.935	.790		1.184	.239
	Relational Capability	.002	.041	.006	.051	.959
	Market Knowledge	-.044	.066	-.080	-.668	.506
	Competence					
	Value Creation	.037	.063	.077	.592	.555

a. Dependent Variable: abs_res

Lampiran 7 Analisis Regresi Linear Berganda

Model 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.313	1.237		2.677	.009
	Relational Capability	.286	.060	.422	4.754	.000
	Market Knowledge	.346	.101	.304	3.426	.001
	Competence					

a. Dependent Variable: Value Creation

Model 2

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.626	1.668		.975	.332
	Relational Capability	.274	.087	.294	3.149	.002
	Market Knowledge	.405	.139	.259	2.910	.004
	Competence					
	Value Creation	.372	.132	.271	2.819	.006

a. Dependent Variable: Business Performance

Lampiran 8 Uji Model Regresi (Uji F)

Model 1

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	76.300	2	38.150	30.181	.000 ^a
	Residual	122.610	97	1.264		
	Total	198.910	99			

a. Predictors: (Constant), Market Knowledge Competence, Relational Capability

b. Dependent Variable: Value Creation

Model 2

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	169.470	3	56.490	26.397	.000 ^a
	Residual	205.440	96	2.140		
	Total	374.910	99			

a. Predictors: (Constant), Value Creation, Market Knowledge Competence, Relational Capability

b. Dependent Variable: Business Performance



Lampiran 9 Uji Koefisien Determinasi

Model 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.619 ^a	.384	.371	1.124

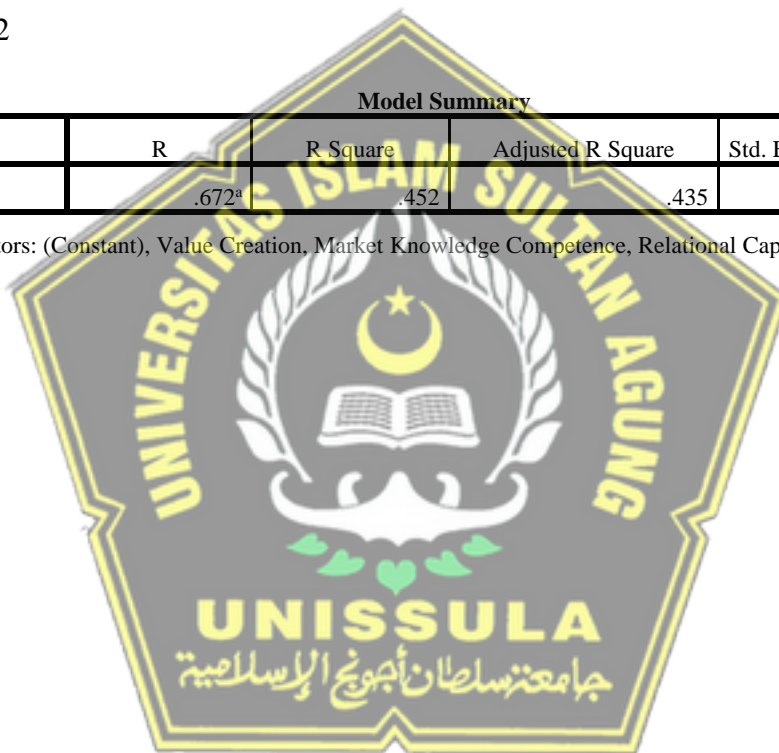
a. Predictors: (Constant), Market Knowledge Competence, Relational Capability

Model 2

Model Summary

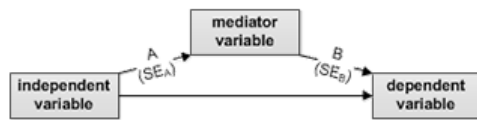
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.672 ^a	.452	.435	1.463

a. Predictors: (Constant), Value Creation, Market Knowledge Competence, Relational Capability



Lampiran 10 Uji Sobel

Model 1



A: ?

B: ?

SE_A: ?

SE_B: ?

Sobel test statistic: 1.97078541

One-tailed probability: 0.02427424



A: ?

B: ?

SE_A: ?

SE_B: ?

Sobel test statistic: 1.69605334

One-tailed probability: 0.04493789

Two-tailed probability: 0.08987578

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