

## Lampiran 1 Kuesioner Penelitian

### LAMPIRAN

### PERMOHONAN PENELITIAN

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Yth: Bapak / Ibu / Saudara

di tempat

Dengan ini kami memohon kesediaan Bapak/Ibu/Saudara untuk mengisi kuesioner ini. Penelitian ini bertujuan untuk menelaah bagai mana meningkatkan kinerja pemasaran UMKM makanan kota Salatiga.

Penelitian ini hanya digunakan untuk kepentingan ilmiah dan tidak akan dipublikasikan, sehingga pendapat atau opini serta kuesioner yang diberikan oleh Bapak/Ibu/Saudara akan terjamin kerahasiaannya. Oleh karena itu, saya berharap Bapak/Ibu/saudara berkenan mengisi semua pertanyaan di dalam kuesioner ini.

Demikian surat permohonan yang dapat saya sampaikan, atas kesediaan dan partisipasi Bapak/Ibu/Saudar maka saya mengucapkan terima kasih.

Semarang, 24 Desember 2020

Hormat Saya

Nurkhakim

**DAFTAR PERTANYAAN**

No. Responden : .....

Tanggal Pengisian : .....

**PETUNJUK:**

Berilah tanda centang (√) pada salah satu jawaban yang ada pada daftar pertanyaan sesuai dengan pilihan anda dengan menggunakan skala berikut ini:

No	Pernyataan	STS	TS	N	S	SS
		1	2	3	4	5

Kriteria:

1. STS : Sangat Tidak Setuju

2. TS : Tidak Setuju

3. N : Netral

4. S : Setuju

5. SS : Sangat Setuju

**IDENTITAS RESPONDEN**

1. Nama : .....
2. Jenis Kelamin : .....
3. Usia : .....

**a. Kinerja Pemasaran**

No	Pernyataan	STS	ST	N	S	SS
		1	2	3	4	5
1	Kontribusi produk saya terhadap pasar selalu mengalami peningkatan setiap bulanya					
2	Penjualan produk saya selalu mengalami peningkatan setiap bulanya					
3	Pendapatan saya selalu mengalami peningkatan setiap bulanya					
Apakah kinerja pemasaran anda sudah sesuai target? Jawab:..... ..... .....						

**b. Keunggulan Bersaing**

No	Pernyataan	STS	ST	N	S	SS
		1	2	3	4	5
1	Harga yang lebih rendah dari pesaing akan meningkatkan keunggulan bersaing					
2	Produk yang saya hasilkan memiliki keunikan tersendiri dibanding produk pesaing					
3	Produk saya memiliki ciri khas tersendiri yang susah ditiru oleh pesaing					
Apakah produk anda sudah unggul dari pesaing sesuai dengan yang anda harapkan? Jawab:.....						

.....
.....

### c. Inovasi Produk

No	Pernyataan	STS	ST	N	S	SS
		1	2	3	4	5
1	Saya merasa bahwa produk makanan saya memiliki kualitas yang terjaga					
2	Varian produk saya selalu berbeda, tidak ada yang sama dengan produk lama					
3	Gaya dan desain produk saya memiliki penampilan yang menarik					
Bagaimana dampak inovasi produk terhadap UMKM anda? Jawabab:..... ..... .....						

### d. Orientasi Pasar

No	Pernyataan	STS	ST	N	S	SS
		1	2	3	4	5
1	Saya selalu mengamati pasar untuk mengetahui apa kebutuhan produk pasar					
2	Saya selalu mengamati langkah langkah yang dilakukan oleh pesaing					
3	Saya selalu mengembangkan produk agar sesuai dengan kebutuhan pasar dan pelanggan					
Bagaimana dampak orientasi pasar terhadap UMKM anda? Jawabab:..... ..... .....						

## Lampiran 2 Data Penelitian

NO	Inovasi Produk				Orientasi Pasar			Jumlah
	X1.1	X1.2	X1.3	Jumlah	X2.1	X2.2	X2.3	
1	5	5	4	14	4	4	5	13
2	3	4	2	9	3	3	3	9
3	2	4	3	9	3	2	4	9
4	5	3	3	11	3	2	2	7
5	4	4	2	10	3	3	3	9
6	4	4	5	13	3	3	4	10
7	2	2	3	7	4	3	3	10
8	4	4	2	10	4	3	4	11
9	3	3	3	9	3	4	3	10
10	4	4	3	11	3	3	4	10
11	5	4	3	12	3	3	3	9
12	5	4	2	11	3	4	4	11
13	3	3	3	9	4	4	4	12
14	5	5	3	13	3	4	4	11
15	5	5	4	14	5	5	4	14
16	4	4	5	13	4	4	3	11
17	4	4	5	13	4	4	4	12
18	5	4	4	13	4	5	4	13
19	4	4	3	11	4	4	4	12
20	5	3	4	12	3	3	3	9
21	5	5	4	14	4	4	4	12
22	5	3	3	11	4	4	5	13
23	4	4	3	11	4	4	4	12
24	2	3	2	7	3	3	2	8
25	2	4	3	9	4	4	4	12
26	3	4	3	10	3	3	3	9
27	4	4	4	12	3	3	3	9
28	4	4	2	10	4	4	4	12
29	4	4	4	12	4	4	3	11
30	4	4	5	13	3	4	4	11
31	4	4	3	11	4	4	4	12
32	4	4	3	11	4	4	3	11
33	4	4	4	12	3	3	4	10
34	4	4	2	10	3	4	4	11
35	4	4	4	12	3	4	4	11
36	4	4	3	11	3	4	4	11
37	5	5	3	13	4	2	4	10
38	5	5	5	15	5	4	5	14
39	2	3	3	8	3	3	3	9

40	5	4	4	<b>13</b>	4	4	4	<b>12</b>
41	3	3	3	<b>9</b>	4	5	4	<b>13</b>
42	3	3	2	<b>8</b>	4	4	3	<b>11</b>
43	4	4	4	<b>12</b>	4	4	4	<b>12</b>
44	4	4	4	<b>12</b>	5	4	4	<b>13</b>
45	3	3	3	<b>9</b>	4	4	3	<b>11</b>
46	3	3	2	<b>8</b>	4	4	4	<b>12</b>
47	4	4	5	<b>13</b>	5	5	4	<b>14</b>
48	2	3	2	<b>7</b>	3	4	4	<b>11</b>
49	4	5	5	<b>14</b>	3	3	3	<b>9</b>
50	5	5	3	<b>13</b>	4	4	5	<b>13</b>
51	4	4	4	<b>12</b>	4	5	4	<b>13</b>
52	2	3	3	<b>8</b>	4	4	4	<b>12</b>
53	3	4	3	<b>10</b>	4	5	4	<b>13</b>
54	4	5	5	<b>14</b>	5	5	4	<b>14</b>
55	2	2	3	<b>7</b>	2	1	2	<b>5</b>
56	5	5	4	<b>14</b>	5	4	4	<b>13</b>
57	4	4	5	<b>13</b>	4	4	4	<b>12</b>
58	5	4	5	<b>14</b>	3	3	4	<b>10</b>
59	2	4	2	<b>8</b>	5	4	4	<b>13</b>
60	3	3	3	<b>9</b>	3	3	3	<b>9</b>
61	4	4	4	<b>12</b>	4	3	4	<b>11</b>
62	4	4	4	<b>12</b>	4	4	3	<b>11</b>
63	5	5	5	<b>15</b>	4	4	4	<b>12</b>
64	4	4	2	<b>10</b>	3	3	3	<b>9</b>
65	4	3	2	<b>9</b>	2	3	3	<b>8</b>
66	5	5	5	<b>15</b>	4	5	4	<b>13</b>
67	4	4	2	<b>10</b>	4	4	4	<b>12</b>
68	3	5	3	<b>11</b>	4	4	4	<b>12</b>
69	5	3	5	<b>13</b>	3	3	4	<b>10</b>
70	5	4	4	<b>13</b>	4	4	4	<b>12</b>
71	3	2	3	<b>8</b>	1	1	2	<b>4</b>
72	4	4	3	<b>11</b>	3	4	4	<b>11</b>
73	5	4	5	<b>14</b>	5	4	5	<b>14</b>
74	3	4	3	<b>10</b>	3	3	3	<b>9</b>
75	3	3	2	<b>8</b>	3	3	4	<b>10</b>
76	4	5	4	<b>13</b>	4	4	4	<b>12</b>
77	4	4	3	<b>11</b>	4	4	4	<b>12</b>
78	3	4	3	<b>10</b>	4	3	3	<b>10</b>
79	4	5	4	<b>13</b>	4	4	4	<b>12</b>
80	2	2	3	<b>7</b>	4	4	5	<b>13</b>
81	5	5	5	<b>15</b>	4	4	5	<b>13</b>

82	5	5	4	<b>14</b>	5	4	5	<b>14</b>
83	4	4	2	<b>10</b>	4	4	4	<b>12</b>
84	4	4	2	<b>10</b>	3	3	3	<b>9</b>
85	3	4	2	<b>9</b>	3	4	3	<b>10</b>
86	4	4	4	<b>12</b>	4	4	4	<b>12</b>
87	4	4	3	<b>11</b>	4	4	4	<b>12</b>
88	4	4	2	<b>10</b>	3	2	4	<b>9</b>
89	4	5	4	<b>13</b>	3	4	4	<b>11</b>
90	3	5	4	<b>12</b>	3	3	3	<b>9</b>
91	3	4	3	<b>10</b>	4	5	4	<b>13</b>
92	4	4	3	<b>11</b>	3	4	4	<b>11</b>
93	4	4	4	<b>12</b>	4	4	4	<b>12</b>
94	4	4	4	<b>12</b>	3	3	4	<b>10</b>
95	4	4	3	<b>11</b>	4	4	4	<b>12</b>
96	2	3	3	<b>8</b>	3	4	4	<b>11</b>
97	4	4	2	<b>10</b>	4	3	3	<b>10</b>
98	4	5	4	<b>13</b>	5	4	4	<b>13</b>
99	4	4	4	<b>12</b>	3	4	4	<b>11</b>
100	4	5	5	<b>14</b>	3	3	3	<b>9</b>

NO	Keunggulan Bersaing				Kinerja Pemasaran			
	Y1.1	Y1.2	Y1.3	Jumlah	Y2.1	Y2.2	Y2.3	Jumlah
1	4	4	4	<b>12</b>	4	5	4	<b>13</b>
2	2	3	3	<b>8</b>	3	2	2	<b>7</b>
3	3	4	4	<b>11</b>	4	3	2	<b>9</b>
4	4	4	4	<b>12</b>	3	4	2	<b>9</b>
5	4	4	3	<b>11</b>	3	2	2	<b>7</b>
6	3	3	3	<b>9</b>	3	3	2	<b>8</b>
7	3	3	3	<b>9</b>	3	3	3	<b>9</b>
8	5	4	3	<b>12</b>	3	3	4	<b>10</b>
9	3	3	3	<b>9</b>	2	4	2	<b>8</b>
10	4	3	3	<b>10</b>	3	3	3	<b>9</b>
11	3	3	4	<b>10</b>	3	2	2	<b>7</b>
12	3	4	3	<b>10</b>	3	3	3	<b>9</b>
13	4	4	5	<b>13</b>	4	5	4	<b>13</b>
14	5	5	4	<b>14</b>	4	3	4	<b>11</b>
15	4	4	5	<b>13</b>	5	5	5	<b>15</b>
16	3	4	4	<b>11</b>	4	4	4	<b>12</b>
17	4	4	4	<b>12</b>	4	4	5	<b>13</b>
18	5	4	4	<b>13</b>	5	5	4	<b>14</b>
19	2	3	3	<b>8</b>	3	3	3	<b>9</b>

20	4	3	3	<b>10</b>	3	4	3	<b>10</b>
21	4	4	4	<b>12</b>	4	4	4	<b>12</b>
22	4	3	4	<b>11</b>	5	5	5	<b>15</b>
23	3	4	4	<b>11</b>	4	5	3	<b>12</b>
24	3	3	3	<b>9</b>	3	3	2	<b>8</b>
25	4	5	3	<b>12</b>	3	4	4	<b>11</b>
26	2	4	3	<b>9</b>	3	3	3	<b>9</b>
27	4	2	4	<b>10</b>	4	4	4	<b>12</b>
28	4	4	3	<b>11</b>	4	4	2	<b>10</b>
29	3	3	3	<b>9</b>	4	3	3	<b>10</b>
30	4	4	4	<b>12</b>	4	4	4	<b>12</b>
31	4	4	5	<b>13</b>	4	3	3	<b>10</b>
32	4	4	3	<b>11</b>	3	4	4	<b>11</b>
33	4	5	4	<b>13</b>	4	4	4	<b>12</b>
34	3	3	4	<b>10</b>	2	3	3	<b>8</b>
35	4	5	3	<b>12</b>	4	4	4	<b>12</b>
36	3	3	4	<b>10</b>	3	2	2	<b>7</b>
37	4	4	4	<b>12</b>	3	4	4	<b>11</b>
38	5	3	5	<b>13</b>	5	4	4	<b>13</b>
39	3	2	2	<b>7</b>	3	3	2	<b>8</b>
40	4	4	5	<b>13</b>	4	4	4	<b>12</b>
41	3	4	3	<b>10</b>	4	4	3	<b>11</b>
42	2	2	2	<b>6</b>	2	3	2	<b>7</b>
43	4	4	3	<b>11</b>	3	3	3	<b>9</b>
44	5	4	3	<b>12</b>	4	5	4	<b>13</b>
45	2	2	3	<b>7</b>	2	3	2	<b>7</b>
46	2	3	3	<b>8</b>	3	4	3	<b>10</b>
47	5	4	4	<b>13</b>	5	4	4	<b>13</b>
48	2	3	3	<b>8</b>	2	2	2	<b>6</b>
49	5	4	4	<b>13</b>	5	5	5	<b>15</b>
50	4	4	5	<b>13</b>	5	5	5	<b>15</b>
51	5	4	4	<b>13</b>	4	5	4	<b>13</b>
52	2	2	2	<b>6</b>	3	2	3	<b>8</b>
53	4	4	4	<b>12</b>	2	3	2	<b>7</b>
54	5	4	5	<b>14</b>	5	4	5	<b>14</b>
55	3	3	2	<b>8</b>	3	3	2	<b>8</b>
56	4	5	4	<b>13</b>	5	4	4	<b>13</b>
57	3	4	4	<b>11</b>	4	3	4	<b>11</b>
58	4	4	4	<b>12</b>	4	4	4	<b>12</b>
59	4	4	4	<b>12</b>	4	4	4	<b>12</b>
60	2	3	2	<b>7</b>	2	3	3	<b>8</b>
61	3	4	4	<b>11</b>	5	5	5	<b>15</b>



62	3	3	3	9	2	2	4	8
63	5	4	5	14	4	5	5	14
64	4	3	3	10	3	3	2	8
65	3	3	4	10	3	2	4	9
66	5	4	4	13	5	5	5	15
67	4	4	3	11	5	4	4	13
68	2	3	3	8	4	5	4	13
69	4	3	4	11	4	3	3	10
70	5	4	4	13	4	2	3	9
71	2	1	1	4	3	2	2	7
72	4	4	4	12	3	3	3	9
73	5	5	4	14	4	4	5	13
74	4	4	4	12	3	5	4	12
75	3	3	3	9	2	2	2	6
76	4	4	4	12	5	4	4	13
77	4	4	4	12	3	5	3	11
78	4	3	3	10	3	3	4	10
79	4	4	4	12	5	5	4	14
80	3	2	3	8	3	3	2	8
81	4	4	4	12	5	5	5	15
82	5	5	4	14	5	5	4	14
83	4	3	4	11	3	4	3	10
84	3	3	2	8	3	3	3	9
85	3	4	3	10	4	4	4	12
86	4	3	3	10	4	2	4	10
87	4	5	4	13	3	4	4	11
88	4	4	4	12	4	3	3	10
89	4	4	4	12	4	3	3	10
90	3	3	3	9	4	4	4	12
91	4	3	4	11	4	4	3	11
92	4	4	3	11	3	3	3	9
93	4	4	4	12	4	4	4	12
94	3	3	4	10	4	4	4	12
95	4	3	3	10	3	3	3	9
96	3	3	2	8	2	4	2	8
97	4	4	4	12	4	5	4	13
98	4	4	5	13	4	5	4	13
99	3	4	4	11	4	4	4	12
100	3	3	3	9	3	2	2	7

### Lampiran 3 Uji Validitas

#### Correlations

##### Correlations

		X1.1	X1.2	X1.3	Total_X1
X1.1	Pearson Correlation	1	.554**	.436**	.829**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X1.2	Pearson Correlation	.554**	1	.400**	.777**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X1.3	Pearson Correlation	.436**	.400**	1	.794**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Total_X1	Pearson Correlation	.829**	.777**	.794**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

#### Correlations

##### Correlation

		X2.1	X2.2	X2.3	Total_X2
X2.1	Pearson Correlation	1	.640**	.535**	.862**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X2.2	Pearson Correlation	.640**	1	.538**	.872**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X2.3	Pearson Correlation	.535**	.538**	1	.800**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Total_X2	Pearson Correlation	.862**	.872**	.800**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

## Correlations

### Correlations

		Y1.1	Y1.2	Y1.3	Total_Y1
Y1.1	Pearson Correlation	1	.587**	.564**	.863**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Y1.2	Pearson Correlation	.587**	1	.529**	.831**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Y1.3	Pearson Correlation	.564**	.529**	1	.828**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Total_Y1	Pearson Correlation	.863**	.831**	.828**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

## Correlations

### Correlations

		Y2.1	Y2.2	Y2.3	Total_Y2
Y2.1	Pearson Correlation	1	.596**	.693**	.867**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Y2.2	Pearson Correlation	.596**	1	.637**	.858**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Y2.3	Pearson Correlation	.693**	.637**	1	.893**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Total_Y2	Pearson Correlation	.867**	.858**	.893**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

## Lampiran 4 Uji Reliabilitas

### Reliability

#### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.711	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	7.34	2.105	.579	.556
X1.2	7.22	2.577	.559	.606
X1.3	7.78	2.133	.475	.704

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.799	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	7.41	1.598	.674	.693
X2.2	7.38	1.491	.675	.695
X2.3	7.31	1.873	.593	.779

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.792	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	7.15	1.866	.658	.692
Y1.2	7.20	2.141	.632	.720
Y1.3	7.23	2.098	.615	.736

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.842	3

#### 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	7.05	2.997	.712	.779
Y2.2	7.01	2.838	.671	.817
Y2.3	7.24	2.689	.743	.745

## Lampiran 5 Uji Asumsi Klasik

### NPar Tests

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.41633316
Most Extreme Differences	Absolute	.055
	Positive	.040
	Negative	-.055
Test Statistic		.055
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

### NPar Tests

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.62699366
Most Extreme Differences	Absolute	.065
	Positive	.065
	Negative	-.047
Test Statistic		.065
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.



## Uji Heteroskedastisitas 1

### Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Orientasi Pasar, Inovasi Produk <sup>b</sup>	.	Enter

a. Dependent Variable: AbsRes1

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.193 <sup>a</sup>	.037	.017	17.07621

a. Predictors: (Constant), Orientasi Pasar, Inovasi Produk

**ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1090.261	2	545.130	1.869	.160 <sup>b</sup>
	Residual	28284.912	97	291.597		
	Total	29375.172	99			

a. Dependent Variable: AbsRes1

b. Predictors: (Constant), Orientasi Pasar, Inovasi Produk

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	34.718	6.466		5.369	.000
	Inovasi Produk	-.047	.041	-.128	-1.162	.248
	Orientasi Pasar	-.045	.050	-.100	-.907	.367

a. Dependent Variable: AbsRes1

## Uji Heteroskedastisitas 2

### Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Keunggulan Bersaing, Orientasi Pasar, Inovasi Produk <sup>b</sup>	.	Enter

a. Dependent Variable: AbsRes2

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.122 <sup>a</sup>	.015	-.016	22.38750

a. Predictors: (Constant), Keunggulan Bersaing, Orientasi Pasar, Inovasi Produk

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	721.473	3	240.491	.480	.697 <sup>b</sup>
	Residual	48115.227	96	501.200		
	Total	48836.699	99			

a. Dependent Variable: AbsRes2

b. Predictors: (Constant), Keunggulan Bersaing, Orientasi Pasar, Inovasi Produk

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	23.587	8.582		2.748	.007
	Inovasi Produk	.065	.065	.137	1.003	.318
	Orientasi Pasar	-.040	.071	-.068	-.562	.575
	Keunggulan Bersaing	-.003	.078	-.006	-.042	.966

a. Dependent Variable: AbsRes2

## Lampiran 6 Hasil Analisis Jalur

### Regression 1

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Orientasi Pasar, Inovasi Produk <sup>b</sup>	.	Enter

a. Dependent Variable: Keunggulan Bersaing

b. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.719 <sup>a</sup>	.516	.506	1.43086

a. Predictors: (Constant), Orientasi Pasar, Inovasi Produk

b. Dependent Variable: Keunggulan Bersaing

**ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	211.996	2	105.998	51.773	.000 <sup>b</sup>
	Residual	198.594	97	2.047		
	Total	410.590	99			

a. Dependent Variable: Keunggulan Bersaing

b. Predictors: (Constant), Orientasi Pasar, Inovasi Produk

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	1.286	.981		1.311
	Inovasi Produk	.518	.075	.538	6.931
	Orientasi Pasar	.336	.086	.304	3.916

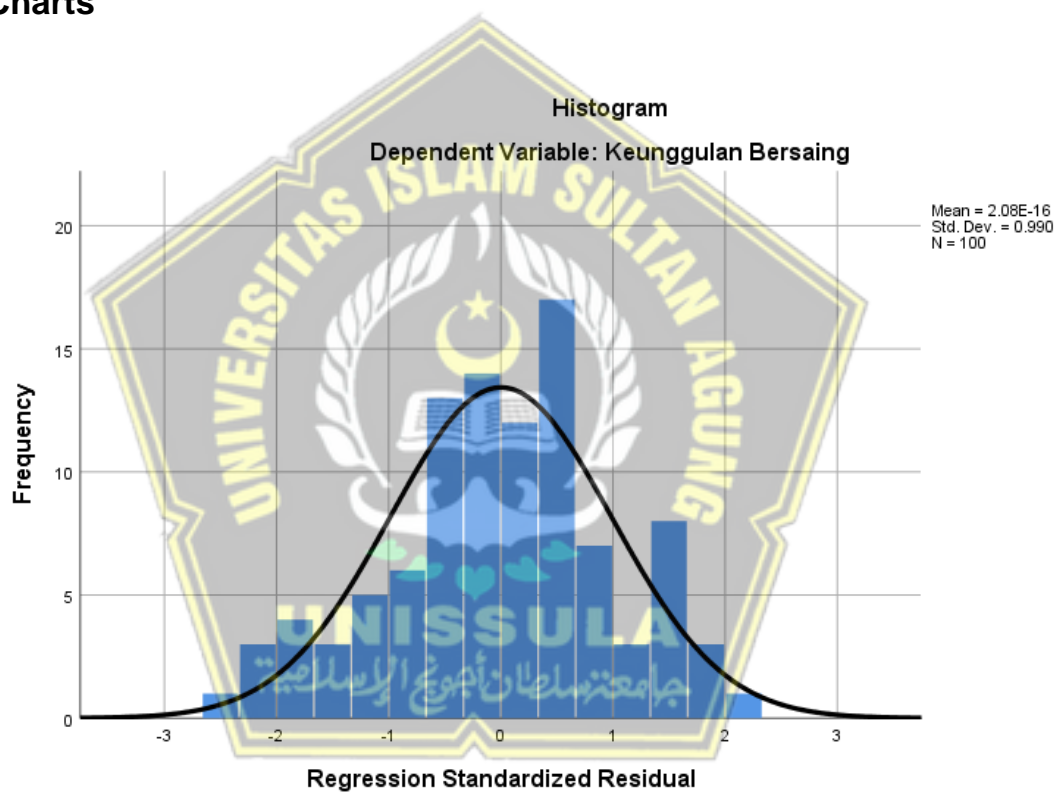
a. Dependent Variable: Keunggulan Bersaing

Coefficients<sup>a</sup>

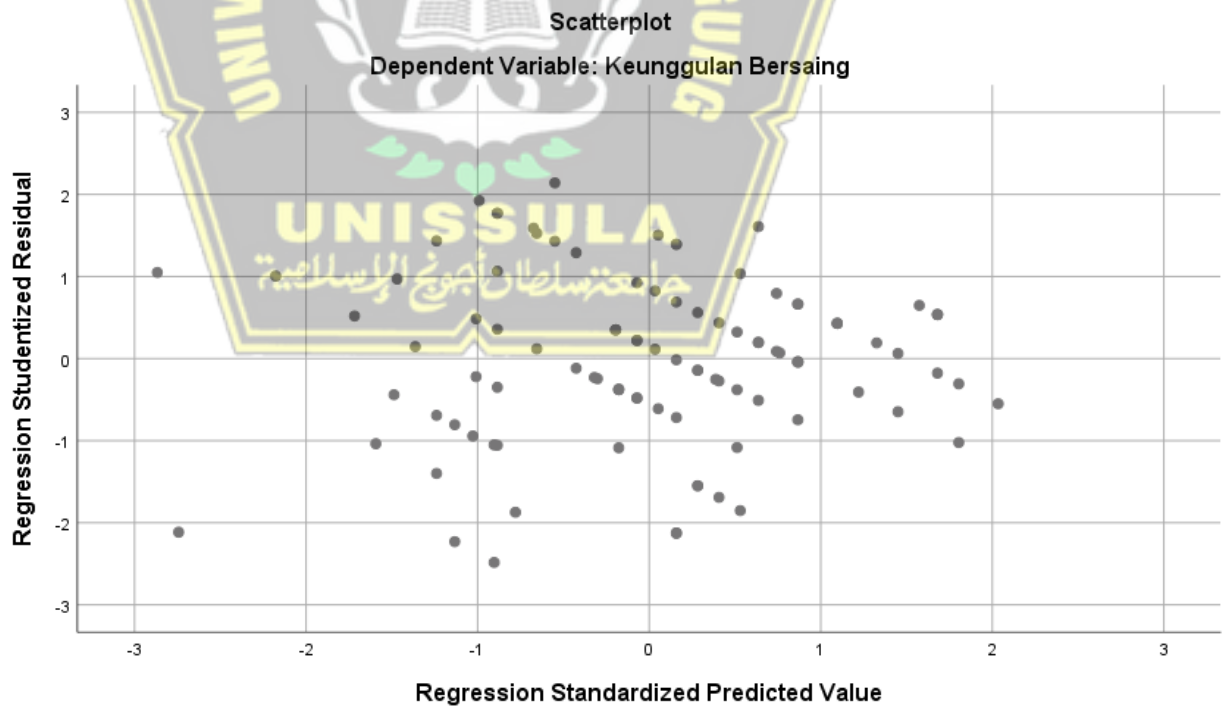
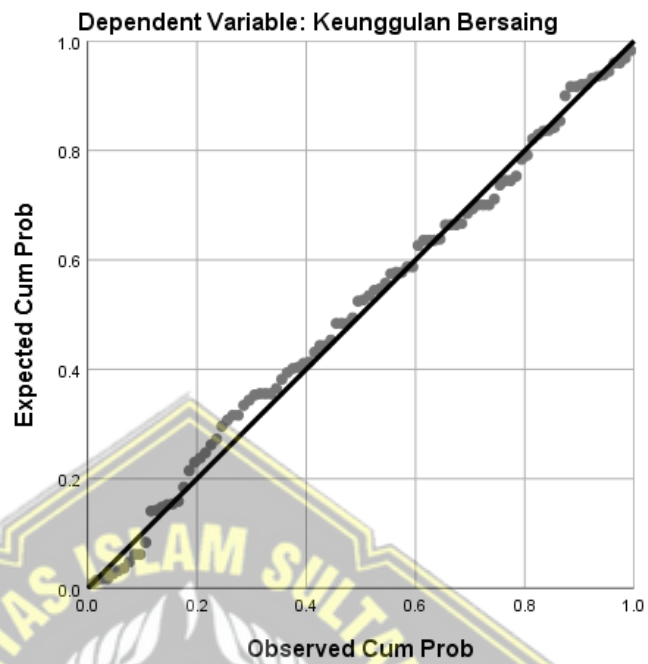
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Inovasi Produk	.829	1.206
	Orientasi Pasar	.829	1.206

a. Dependent Variable: Keunggulan Bersaing

## Charts



Normal P-P Plot of Regression Standardized Residual



## Regression 2

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Keunggulan Bersaing, Orientasi Pasar, Inovasi Produk <sup>b</sup>	.	Enter

a. Dependent Variable: Kinerja Pemasaran

b. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.744 <sup>a</sup>	.553	.539	1.65222

a. Predictors: (Constant), Keunggulan Bersaing, Orientasi Pasar, Inovasi Produk

b. Dependent Variable: Kinerja Pemasaran

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	324.686	3	108.229	39.647	.000 <sup>b</sup>
	Residual	262.064	96	2.730		
	Total	586.750	99			

a. Dependent Variable: Kinerja Pemasaran

b. Predictors: (Constant), Keunggulan Bersaing, Orientasi Pasar, Inovasi Produk

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	-1.002	1.143		-.876
	Inovasi Produk	.334	.106	.290	3.165
	Orientasi Pasar	.262	.107	.198	2.457
	Keunggulan Bersaing	.465	.117	.389	3.970

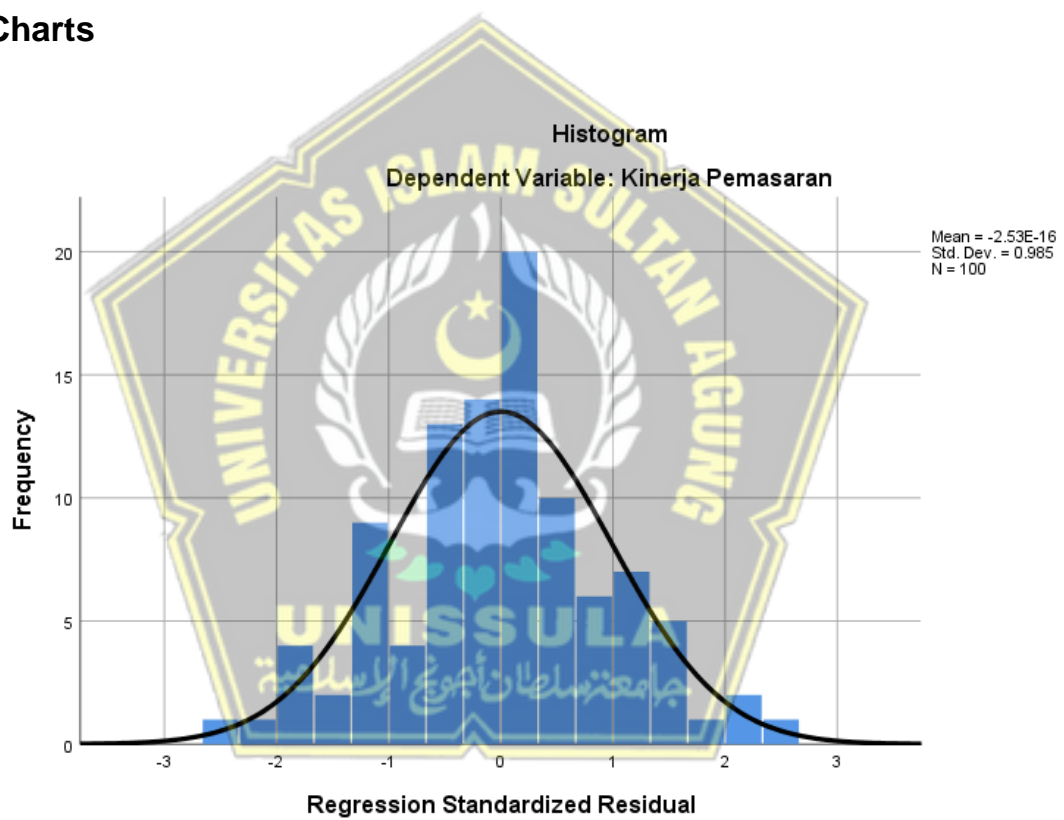
a. Dependent Variable: Kinerja Pemasaran

## Coefficientsa

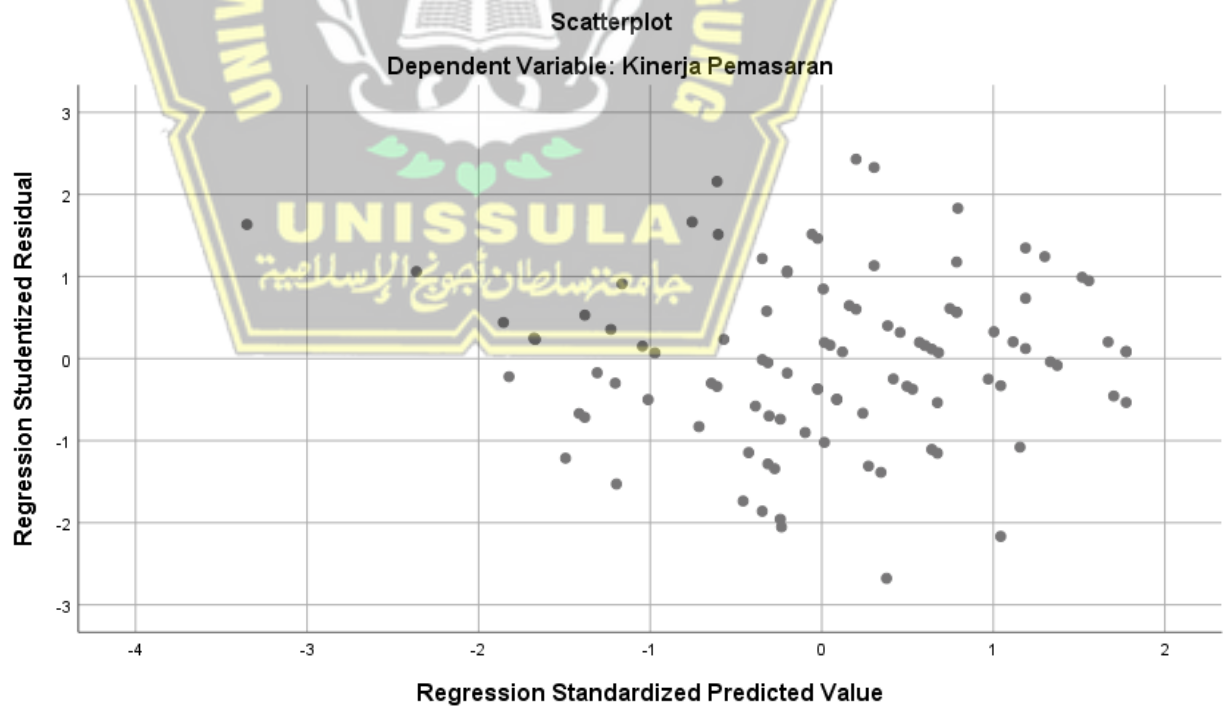
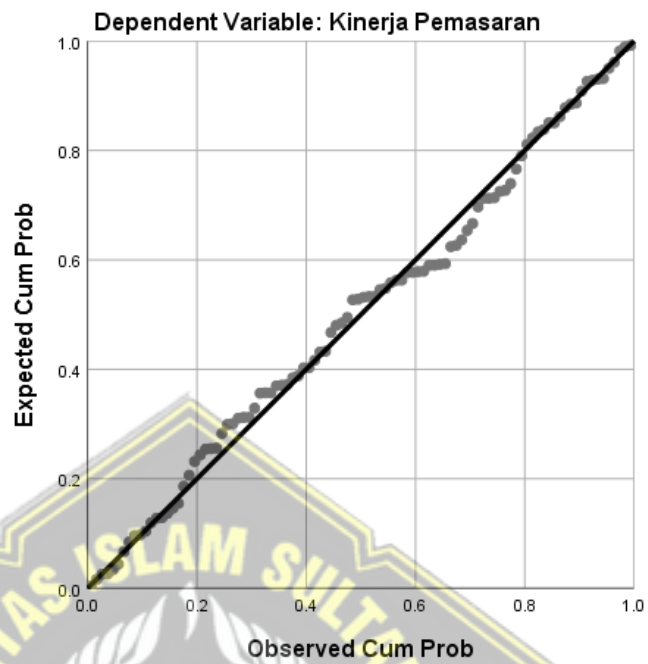
Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	.383		
	Inovasi Produk	.002	.554	1.804
	Orientasi Pasar	.016	.716	1.397
	Keunggulan Bersaing	.000	.484	2.067

a. Dependent Variable: Kinerja Pemasaran

## Charts



Normal P-P Plot of Regression Standardized Residual





### Lampiran 7 Nama UMKM Makanan Kota Salatiga

No	Nama UMKM
1	Aneka Kripik "AZAHRA"
2	Argo Banana
3	Argotelo "Singkong Keju"
4	Argo Potato
5	Atha Snak
6	Hans Produk
7	Produksi Tempe
8	Roti Aury
9	Rotiku Mantap
10	Sostel Juara
11	Teman Makan
12	AA Snack
13	Dapoer Fidza
14	Juanjegrek
15	Lestari
16	Martabak Mini
17	Mega Peyek
18	Nemo Cake
19	Snack Sederhana
20	Berkah Cemilan
21	Kripik Mubarak
22	Cripping Mbak Mut
23	Deka Snack
24	Djamoer Krispy
25	Krupuk Rambak
26	Mbak Nik Snack
27	Anna snack
28	Me Kichen
29	Jihan Snack
30	Jonacare Snack
31	Dapur Kite
32	Kharisa Snack
33	Enting eting Gepuk
34	Makaroni Ulir
35	Nesty Kue

36	Peyek Kondang
37	Sang Bakol Snack
38	Peyek Juara
39	Andre snack
40	Anissa Cake
41	Tahu Juara
42	Kripik Jos
43	Kripik Banana
44	Kripik Singkong Jaya
45	Barokah Cake & Snack
46	Pentol Bacem
47	Onion Scispy
48	Sostel Lumer
49	Bronis Lumer Jaya
50	Vafilo
51	Piscok Barokah
52	Mendoan Crispi
53	Bakwan Kawi
54	Buble Waffle
55	Gecok Galak
56	Pencok Hattato
57	Susu Kedelai AA
58	Piscok Lumer
59	Singkong Keju Amanah
60	Telo Goreng Pak Adi
61	Jagung Coklat
62	Peyek Kacang Andalan
63	Yummy Salad Salatiga
64	Wingko Babat Raja
65	MYIUA Food
66	Sang Bakoel Snak
67	Rempeyek Bima Ayu
68	R & A Snack
69	Jamur Lezat
70	Kripik Jamur Abadi
71	Mendoan Maju Jaya
72	BB Snack & Cake
73	Dawul Level

74	Kripik Tempe Barokah
75	Bakwan Udang
76	Peyek Teri
77	Peyek Udang
78	Amanah Cake
79	Cake & Drink
80	Swit Memory Food
81	Tahu Bakso Juara
82	Pisang Bakar Jaya
83	Kerupuk Udang
84	Belut Crispy
85	Mie Tapok
86	Makaroni Level
87	Potato Salatiga
88	Aneka Snack Salatiga
89	Bakso Crispy
90	Rambak Juara
91	Krupuk Tahu Salatiga
92	Cake & Snack Makmur
93	Turokur
94	Peyek Belut
95	Arinta Snack
96	Telur Bakar Makmur
97	Rizki Telor Asin
98	Ayam Zimie
99	Nasi grown
100	Warung Kebun Salak

