

Assalamualaikum Wr. Wb

Dengan hormat,

Sehubungan dalam rangka memenuhi skripsi saya pada program Sarjana Universitas Islam Sultan Agung Fakultas Ekonomi, dengan segala kerendahan hati saya mohon kesediaan Bapak/Ibu/Saudara membantu dalam memberikan jawaban dari beberapa pertanyaan yang tersedia dalam kuesioner ini berupa kuesioner tertutup dan kuesioner terbuka mengenai “Pengaruh *Costumer Knowledge Dan Knowledge Manajemen Terhadap New Product Performance Dengan Costumer Involvement* Sebagai Variable Intervening UKM Tenun Ikat Troso Di Jepara”. Pengumpulan data ini semata-mata hanya akan digunakan untuk penyusunan skripsi dan akan dijamin kerahasiaannya.

Kesediaan dan kerjasama yang Bapak/Ibu/Saudara berikan dalam bentuk informasi yang benar dan lengkap akan sangat mendukung keberhasilan dalam penelitian ini. Selain itu jawaban yang Bapak/Ibu/Saudara berikan juga dapat memberi masukan yang sangat berharga bagi saya.

Akhir kata saya mengucapkan terima kasih atas kesediaan dan kerjasama Bapak/Ibu/Saudara yang telah meluangkan waktu dalam pengisian kuesioner ini.

Wassalamualaikum Wr.Wb

Hormat saya,

Peneliti

KUESIONER PENELITIAN

Pengaruh *Costumer Knowledge* Dan *Knowledge Manajemen* Terhadap *New Product Performance* Dengan *Costumer Involvement* Sebagai Variable Intervening UKM Tenun Ikat Troso Di Jepara

A. Identitas Responden

1. Nama Pemilik :
2. Umur (Tahun) MM : 17-40 41-65
3. Pendidikan Terakhir : SMP SMA S1
4. Nama Usaha/Bisnis :
5. Produk Yang Di Hasilkan :
6. Umur Perusahaan :

B. PETUNJUK PENELITIAN

1. Sebelum mengisi pertanyaan/ Pernyataan berikut, kami memohon kesediaan untuk membaca terlebih dahulu petunjuk pengisian ini.
2. Setiap pertanyaan pilihlah salah satu jawaban yang paling sesuai dengan keadaan, kemudian berikan tanda centang (√) pada kolom yang tersedia.
3. Contoh pengisian :

No.	Pertanyaan/Pernyataan	Pilihan Jawaban				
		STS	TS	N	S	SS
1.	Saya memberikan pelayanan yang baik ketika ada pembeli.					√

Keterangan :

- STS = Sangat Tidak Setuju
- TS = Tidak Setuju
- N = Netral
- S = Setuju
- SS = Sangat Setuju

4. Mohon setiap pertanyaan/ pernyataan dapat diisi seluruhnya

COSTUMER KNOWLADGE

NO	Pertanyaan	Pilihan Jawaban				
		STS	TS	N	S	SS
1.	Konsumen UKM tenun ikat Troso selalu mengetahui jenis tenun Troso.					
2.	Konsumen UKM tenun ikat Troso memiliki pengetahuan tentang manfaat produk tenun Troso.					
3.	Konsumen UKM tenun ikat Troso selalu mengetahui karakteristik tenun Troso.					

KNOWLADGE MANAJEMEN

NO	Pertanyaan	Pilihan Jawaban				
		STS	TS	N	S	SS
1.	UKM tenun ikat Troso selalu mengikuti perkembangan tenun troso.					
2.	UKM saling berbagi informasi trend tenun troso.					
3.	UKM selalu melakukan perubahan sitem pengelolaan internal berbasis informasi perkembangan tenun troso.					

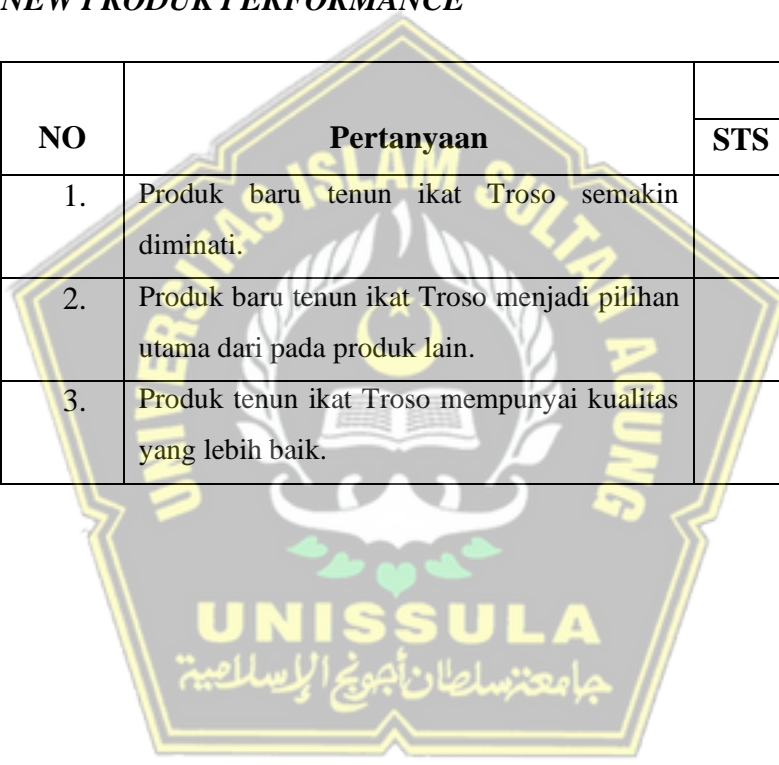
COSTUMER INVOLVEMENT

NO	Pertanyaan	Pilihan Jawaban				
		STS	TS	N	S	SS
1.	UKM tenun ikat Troso selalu melibatkan konsumen dalam menghasilkan layanan baru.					

2.	UKM tenun ikat Troso selalu melibatkan konsumen dalam mendesain dan memproduksi produk baru.					
3.	UKM tenun ikat Troso selalu melibatkan konsumen dalam meyakinkan pelanggan lain.					

NEW PRODUK PERFORMANCE

NO	Pertanyaan	Pilihan Jawaban				
		STS	TS	N	S	SS
1.	Produk baru tenun ikat Troso semakin diminati.					
2.	Produk baru tenun ikat Troso menjadi pilihan utama dari pada produk lain.					
3.	Produk tenun ikat Troso mempunyai kualitas yang lebih baik.					



LAMPIRAN 2 TABULASI DATA

COSTUMER KNOWLADGE			JUMLAH	KNOWLADGE MANAJEMEN			JUMLAH
X1.1	X1.2	X1.3		X2.1	X2.2	X2.3	
1	1	1	3	1	1	2	4
4	4	4	12	4	4	4	12
5	4	4	13	5	4	4	13
4	5	5	14	4	5	5	14
4	4	4	12	4	4	4	12
3	3	3	9	3	3	3	9
4	5	3	12	4	5	3	12
3	3	3	9	3	3	3	9
4	4	4	12	4	5	3	12
2	2	2	6	3	2	2	7
4	4	4	12	3	3	2	8
4	5	4	13	4	5	4	13
4	4	4	12	4	5	4	13
3	3	4	10	3	3	3	9
3	3	3	9	3	3	3	9
4	4	4	12	4	4	4	12
4	5	5	14	4	4	5	13
5	4	4	13	4	4	4	12
4	4	4	12	4	4	4	12
5	4	4	13	5	3	4	12
3	3	3	9	3	3	3	9
3	3	3	9	3	3	3	9
5	5	5	15	5	5	5	15
2	3	2	7	4	4	3	11
1	2	2	5	4	5	2	11
3	5	3	11	4	4	4	12
4	4	4	12	4	3	3	10
4	4	4	12	3	4	4	11
4	4	4	12	4	4	4	12
4	4	3	11	3	3	4	10
4	4	4	12	4	3	3	10
4	4	4	12	4	4	4	12
3	4	3	10	4	3	4	11
4	4	4	12	4	4	4	12
4	5	4	13	4	4	4	12
4	4	3	11	4	4	5	13
4	4	5	13	5	5	5	15
4	4	5	13	4	4	3	11
3	3	3	9	3	3	3	9

2	4	2	8	4	3	4	11
4	4	4	12	4	3	4	11
5	5	5	15	4	4	4	12
5	5	5	15	5	5	5	15
3	3	3	9	4	4	4	12
4	4	4	12	4	4	4	12
4	3	5	12	4	5	3	12
4	1	4	9	4	3	4	11
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2	3	4	9	5	4	5	14
3	4	5	12	2	4	5	11
3	4	5	12	5	4	3	12
4	4	5	13	4	5	5	14
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4	5	4	13	4	4	4	12
3	4	5	12	5	5	4	14
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4	3	4	11	5	4	4	13

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4	4	5	13	4	5	3	12
4	4	3	11	5	5	5	15
4	4	3	11	4	4	4	12
4	4	3	11	4	5	3	12
3	4	3	10	2	4	2	8
4	4	4	12	4	3	5	12
3	4	3	10	4	3	4	11

COSTUMER INVOLVEMENT			JUMLAH	NEW PRODUK PERFORMANCE			JUMLAH
Y1.1	Y1.2	Y1.3		Y2.1	Y2.2	Y2.3	
3	4	4	11	1	2	2	5
4	4	4	12	4	3	4	11
4	4	5	13	4	5	4	13
5	5	4	14	5	4	5	14
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3	3	4	10	3	4	4	11
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4	5	4	13	4	4	4	12
1	2	2	5	2	2	2	6
5	2	2	9	4	3	4	11
5	5	4	14	5	5	5	15
3	3	4	10	5	3	4	12
3	3	3	9	3	3	3	9
3	3	3	9	4	3	3	10
4	4	4	12	4	4	5	13
4	5	5	14	5	4	5	14
3	4	4	11	4	4	4	12

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5	5	5	15	5	4	5	14
3	3	3	9	3	3	3	9
3	3	3	9	3	3	3	9
5	5	5	15	5	5	5	15
4	4	3	11	4	3	4	11
2	2	3	7	4	2	2	8
4	4	4	12	4	4	4	12
3	3	3	9	3	3	3	9
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3	2	4	9	4	2	4	10
4	5	5	14	5	5	5	15
4	4	4	12	4	4	5	13
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4	4	4	12	4	4	4	12
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4	4	4	12	4	4	5	13

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3	2	3	8	4	4	4	12
3	3	4	10	4	3	3	10
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4	3	3	10	4	5	4	13
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4	4	4	12	4	4	4	12
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2	3	4	9	4	5	5	14
2	5	5	12	4	4	5	13
3	4	5	12	5	4	3	12
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5	4	5	14	5	4	4	13
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4	4	4	12	5	5	5	15
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4	3	2	9	4	4	5	13
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4	5	4	13	4	5	4	13
4	4	4	12	4	3	5	12
4	5	4	13	4	5	4	13
4	3	5	12	4	3	5	12
5	4	5	14	5	5	4	14
4	2	3	9	4	4	5	13
5	4	5	14	4	5	4	13
4	5	4	13	5	4	4	13
4	3	4	11	4	4	4	12
4	3	3	10	5	3	4	12

LAMPIRAN 3 LAMPIRAN HASIL ANALISIS DATA

ANALISIS DESKRIPTIF

Statistics

		X1.1	X1.2	X1.3	X2.1	X2.2	X2.3	Y1.1	Y1.2	Y1.3	Y2.1	Y2.2	Y2.3
N	Valid	102	102	102	102	102	102	102	102	102	102	102	102
	Missing	0	0	0	0	0	0	0	0	0	0	0	0

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	7	6.9	6.9	8.8
	3	20	19.6	19.6	28.4
	4	59	57.8	57.8	86.3
	5	14	13.7	13.7	100.0
	Total	102	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	3	2.9	2.9	4.9
	3	14	13.7	13.7	18.6
	4	56	54.9	54.9	73.5
	5	27	26.5	26.5	100.0
	Total	102	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	4	3.9	3.9	4.9
	3	22	21.6	21.6	26.5
	4	47	46.1	46.1	72.5
	5	28	27.5	27.5	100.0
	Total	102	100.0	100.0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	2	2.0	2.0	2.9
	3	17	16.7	16.7	19.6
	4	61	59.8	59.8	79.4
	5	21	20.6	20.6	100.0
	Total	102	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	2	2.0	2.0	2.9
	3	27	26.5	26.5	29.4
	4	41	40.2	40.2	69.6
	5	31	30.4	30.4	100.0
	Total	102	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	4.9	4.9	4.9
	3	23	22.5	22.5	27.5
	4	45	44.1	44.1	71.6
	5	29	28.4	28.4	100.0
	Total	102	100.0	100.0	

Y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.0	2.0	2.0
	2	8	7.8	7.8	9.8
	3	30	29.4	29.4	39.2
	4	43	42.2	42.2	81.4
	5	19	18.6	18.6	100.0
	Total	102	100.0	100.0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	9	8.8	8.8	9.8
	3	27	26.5	26.5	36.3
	4	42	41.2	41.2	77.5
	5	23	22.5	22.5	100.0
	Total	102	100.0	100.0	

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	2.9	2.9	2.9
	3	25	24.5	24.5	27.5
	4	45	44.1	44.1	71.6
	5	29	28.4	28.4	100.0
	Total	102	100.0	100.0	

Y2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	1	1.0	1.0	2.0
	3	20	19.6	19.6	21.6
	4	52	51.0	51.0	72.5
	5	28	27.5	27.5	100.0
	Total	102	100.0	100.0	

Y2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	4.9	4.9	4.9
	3	30	29.4	29.4	34.3
	4	44	43.1	43.1	77.5
	5	23	22.5	22.5	100.0
	Total	102	100.0	100.0	

Y2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	3.9	3.9	3.9
	3	20	19.6	19.6	23.5
	4	46	45.1	45.1	68.6
	5	32	31.4	31.4	100.0
Total		102	100.0	100.0	

HASIL UJI VALIDASI

Customer Knowledge

Correlations

		X1.1	X1.2	X1.3	Total
X1.1	Pearson Correlation	1	.585**	.469**	.838**
	Sig. (2-tailed)		.000	.000	.000
	N	102	102	102	102
X1.2	Pearson Correlation	.585**	1	.454**	.829**
	Sig. (2-tailed)	.000		.000	.000
	N	102	102	102	102
X1.3	Pearson Correlation	.469**	.454**	1	.787**
	Sig. (2-tailed)	.000	.000		.000
	N	102	102	102	102
Total	Pearson Correlation	.838**	.829**	.787**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	102	102	102	102

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

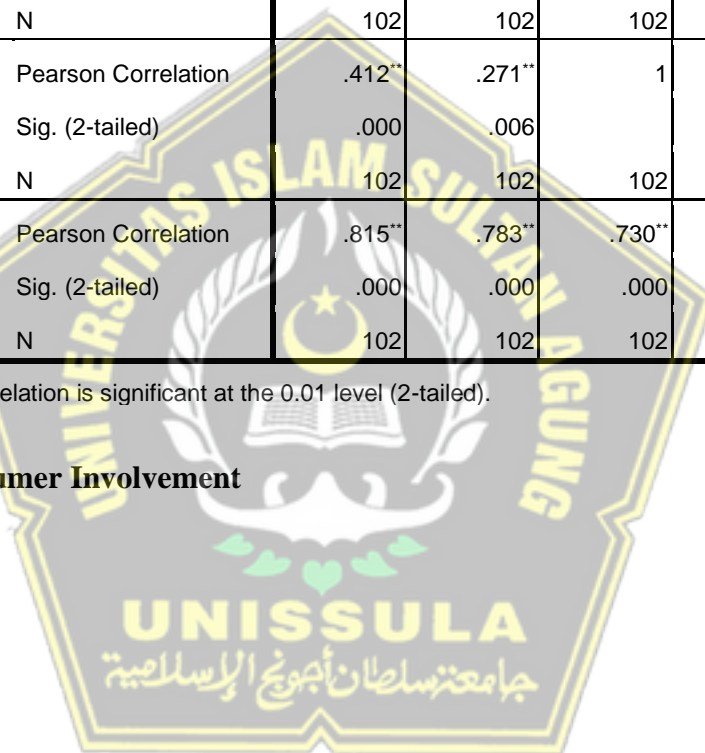
Knowledge Manajemen

Correlations

		X2.1	X2.2	X2.3	Total
X2.1	Pearson Correlation	1	.529**	.412**	.815**
	Sig. (2-tailed)		.000	.000	.000
	N	102	102	102	102
X2.2	Pearson Correlation	.529**	1	.271**	.783**
	Sig. (2-tailed)	.000		.006	.000
	N	102	102	102	102
X2.3	Pearson Correlation	.412**	.271**	1	.730**
	Sig. (2-tailed)	.000	.006		.000
	N	102	102	102	102
Total	Pearson Correlation	.815**	.783**	.730**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	102	102	102	102

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

Costumer Involvement



Correlations

		Y1.1	Y1.2	Y1.3	Total
Y1.1	Pearson Correlation	1	.473**	.306**	.755**
	Sig. (2-tailed)		.000	.002	.000
	N	102	102	102	102
Y1.2	Pearson Correlation	.473**	1	.621**	.874**
	Sig. (2-tailed)	.000		.000	.000
	N	102	102	102	102
Y1.3	Pearson Correlation	.306**	.621**	1	.778**
	Sig. (2-tailed)	.002	.000		.000
	N	102	102	102	102
Total	Pearson Correlation	.755**	.874**	.778**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	102	102	102	102

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

New Produk Performance



Correlations

		Y2.1	Y2.2	Y2.3	Total
Y2.1	Pearson Correlation	1	.512**	.449**	.801**
	Sig. (2-tailed)		.000	.000	.000
	N	102	102	102	102
Y2.2	Pearson Correlation	.512**	1	.473**	.825**
	Sig. (2-tailed)	.000		.000	.000
	N	102	102	102	102
Y2.3	Pearson Correlation	.449**	.473**	1	.796**
	Sig. (2-tailed)	.000	.000		.000
	N	102	102	102	102
Total	Pearson Correlation	.801**	.825**	.796**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	102	102	102	102

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

HASIL UJI RELIABILITAS

Costumer Knowladge

Case Processing Summary

		N	%
Cases	Valid	102	100.0
	Excluded ^a	0	.0
	Total	102	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.752	.752	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1	7.9608	2.097	.617	.395	.624
X1.2	7.6961	2.154	.606	.384	.638
X1.3	7.7549	2.266	.518	.269	.738

Knowledge Manajemen**Case Processing Summary**

		N	%
Cases	Valid	102	100.0
	Excluded ^a	0	.0
	Total	102	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.662	.670	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	7.9314	1.847	.591	.358	.426
X2.2	7.9314	1.768	.465	.283	.580
X2.3	7.9412	1.957	.384	.174	.686

Customer Involvement**Case Processing Summary**

		N	%
Cases	Valid	102	100.0
	Excluded ^a	0	.0
	Total	102	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.722	.724	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1.1	7.7353	2.474	.439	.224	.761
Y1.2	7.6569	1.990	.669	.474	.465
Y1.3	7.4314	2.584	.540	.385	.642

New Produk Performance

Case Processing Summary

		N	%
Cases	Valid	102	100.0
	Excluded ^a	0	.0
	Total	102	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.733	.733	3

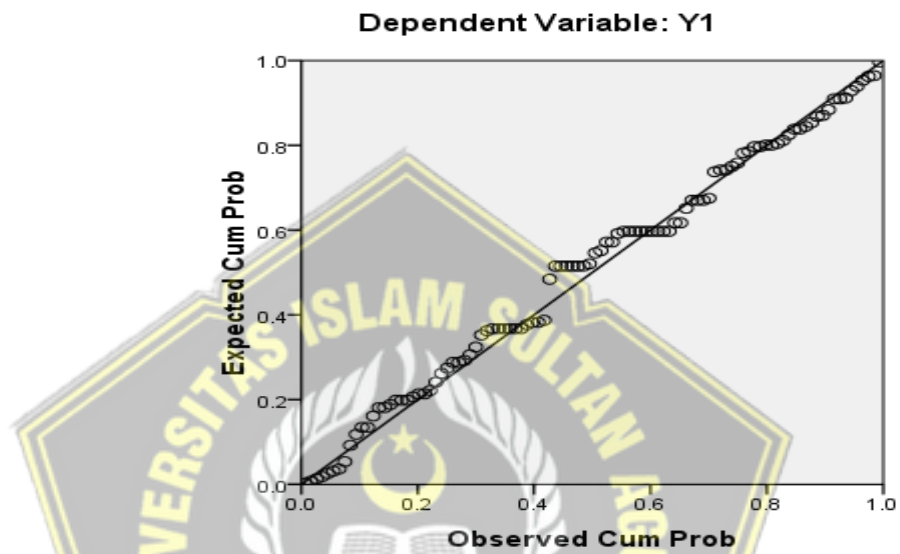
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y2.1	7.8725	2.013	.561	.318	.643
Y2.2	8.0686	1.847	.578	.337	.619
Y2.3	7.8627	1.961	.531	.282	.676

HASIL UJI NORMALITAS

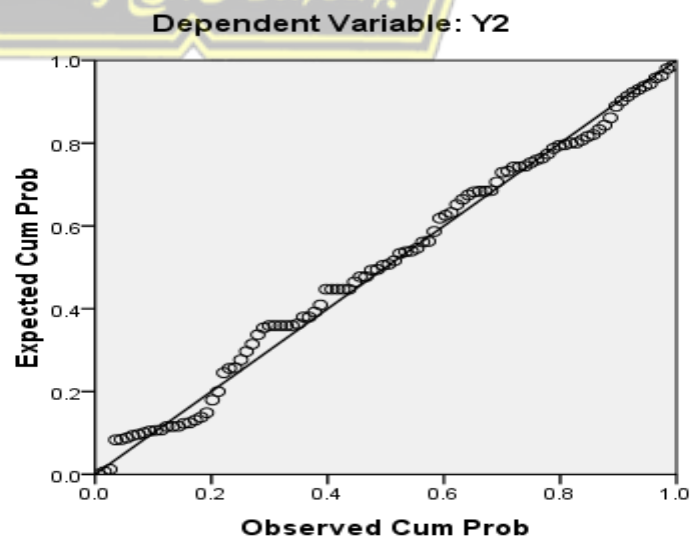
Model 1

Normal P-P Plot of Regression Standardized Residual



Model 2

Normal P-P Plot of Regression Standardized Residual



UJI MULTIKOLONIERITAS

Coefficients^a

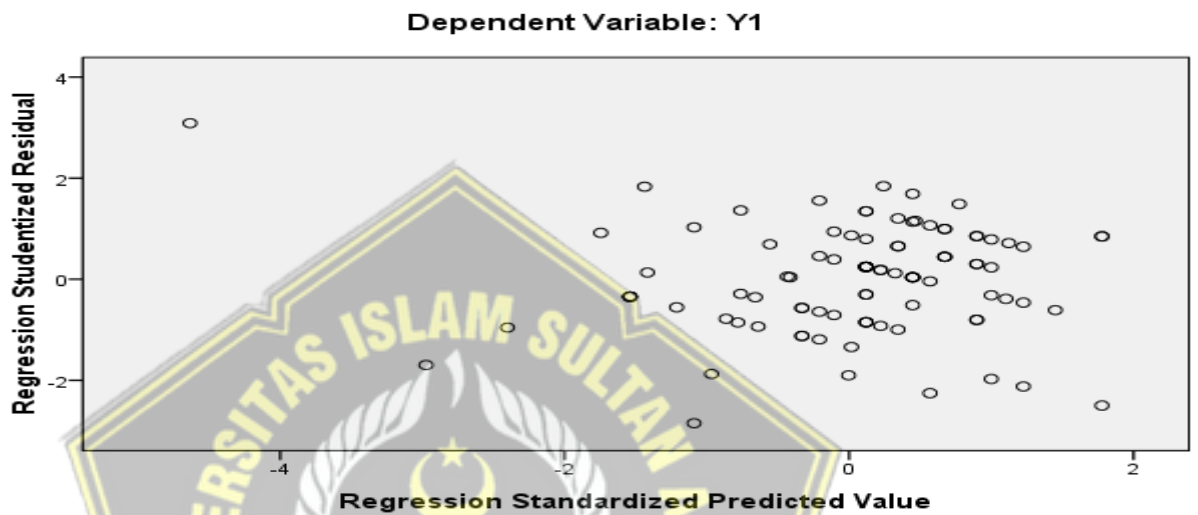
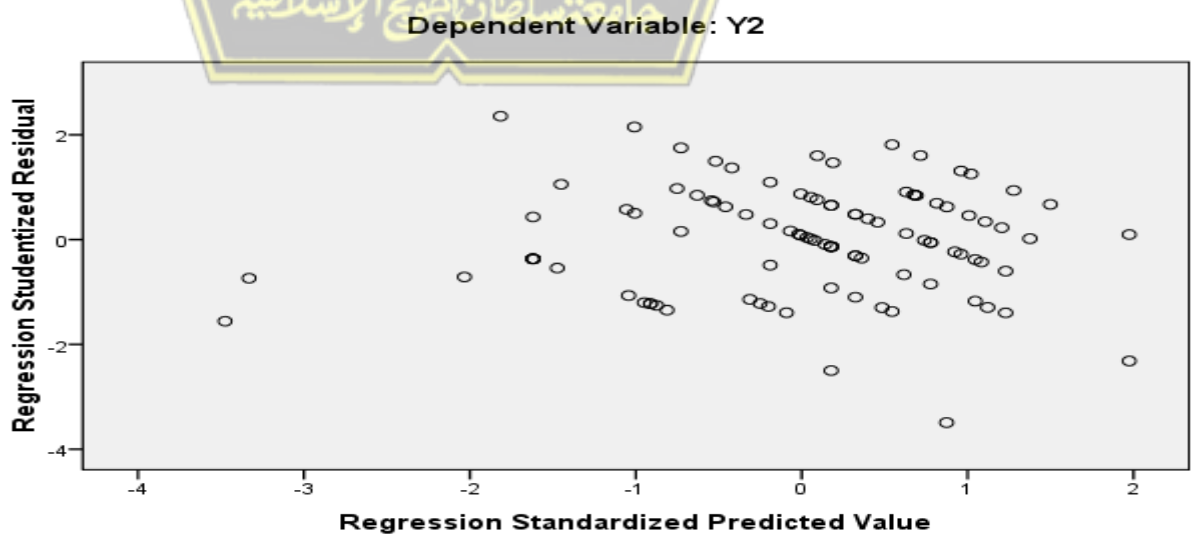
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.861	1.249		3.091	.003		
	X1	.380	.111	.367	3.426	.001	.638	1.567
	X2	.262	.122	.230	2.148	.034	.638	1.567

a. Dependent Variable: Y1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.253	.908		1.380	.171		
	X1	.224	.081	.238	2.759	.007	.569	1.757
	X2	.405	.087	.390	4.682	.000	.609	1.642
	Y1	.279	.070	.306	3.964	.000	.711	1.407

a. Dependent Variable: Y2

UJI HETEROKEDASTISITAS**Model 1****Scatterplot****Model 2****Scatterplot**

REGRESI LINIER BERGANDA

TAHAP 1

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	X2, X1 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: Y1

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.540 ^a	.291	.277	1.83157

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y1

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	136.595	2	68.298	20.359	.000 ^a
	Residual	332.111	99	3.355		
	Total	468.706	101			

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.830	1.234		3.105	.002		
	X1	.381	.110	.369	3.481	.001	.637	1.571
	X2	.262	.121	.230	2.168	.033	.637	1.571

a. Dependent Variable: Y1

TAHAP 2**Variables Entered/Removed^b**

Model	Variables Entered	Variables Removed	Method
1	Y1, X2, X1 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: Y2

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.768 ^a	.590	.578	1.27498

a. Predictors: (Constant), Y1, X2, X1

b. Dependent Variable: Y2

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	229.713	3	76.571	47.104	.000 ^a
	Residual	159.307	98	1.626		
	Total	389.020	101			

a. Predictors: (Constant), Y1, X2, X1

b. Dependent Variable: Y2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.330	.900		1.478	.143		
	X1	.220	.081	.234	2.729	.008	.567	1.763
	X2	.406	.086	.391	4.716	.000	.608	1.646
	Y1	.277	.070	.304	3.958	.000	.709	1.411

a. Dependent Variable: Y2

HASIL UJI SOBEL TEST

Output Persamaan 1

Input:		Test statistic:	Std. Error:	p -value:
a	0.381	Sobel test: 2.70788167	0.04277292	0.00677142
b	0.304	Aroian test: 2.66504248	0.04346047	0.00769786
s_a	0.110	Goodman test: 2.75285543	0.04207413	0.0059078
s_b	0.070	Reset all	Calculate	

Output Persamaan 2

Input:		Test statistic:	Std. Error:	p -value:
a	0.262	Sobel test: 1.9377881	0.04110253	0.05264908
b	0.304	Aroian test: 1.89790982	0.04196617	0.05770796
s_a	0.121	Goodman test: 1.98029058	0.04022036	0.04767089
s_b	0.070	Reset all	Calculate	

