

LAMPIRAN 1 KUESIONER



KUESIONER PENELITIAN

**PROGRAM STUDI MANAJEMEN – KONSENTRASI MANAJEMEN PEMASARAN FAKULTAS
EKONOMI
UNIVERSITAS ISLAM SULTAN AGUNG SEMARANG**

**PERAN *INDIVIDUAL INTERACTION CAPABILITY*
DAN *EMPOWERED INTERACTION CAPABILITY*
MELALUI *EMOTIONAL VALUE CO-CREATION*
TERHADAP *MARKET PERFORMANCE* PADA
PERUSAHAAN SALON KECANTIKAN DI JAWA
TENGAH**

Dan tolong-menolonglah kamu dalam (mengerjakan) kebajikan dan takwa, dan jangan tolong-menolong dalam berbuat dosa dan pelanggaran. Dan bertakwalah kamu kepada Allah, sesungguhnya Allah amat berat siksa-Nya [Al-Mâidah/5:2]

TERIMA KASIH ATAS SEGALA KONTRIBUSI
BAPAK/IBU/SAUDARA/I DALAM PENELITIAN KAMI.
SEMOGA ALLAH SWT MELIMPAHKAN RAHMAT DAN
HIDAYAH KEPADA KITA SEKALIAN. AAMIIN...

Petunjuk Umum

1. Isilah titik-titik sesuai dengan kondisi yang sebenarnya
2. Gunakan tanda silang (X) untuk jawaban pertanyaan yang sesuai

1. Identitas Responden

No	Identitas	Penjelasan
1	Nama Responden
2	Nama Salon Pavorit (yang biasa digunakan)
3	Jenis Kelamin	<input type="checkbox"/> Laki-laki <input type="checkbox"/> Perempuan
4	Pekerjaan	<input type="checkbox"/> Mahasiswa/Mahasiswi <input type="checkbox"/> PNS <input type="checkbox"/> Pegawai Swasta <input type="checkbox"/> Wirausaha <input type="checkbox"/> Belum Bekerja <input type="checkbox"/> TNI/POLRI
5	Status	<input type="checkbox"/> Menikah <input type="checkbox"/> Belum Menikah
6	Umur	<input type="checkbox"/> 17 – 20 tahun <input type="checkbox"/> 21 – 25 tahun <input type="checkbox"/> 26 – 30 tahun <input type="checkbox"/> 31 – 35 tahun <input type="checkbox"/> ≥ 35 tahun
7	Pendidikan Terakhir	<input type="checkbox"/> SMU <input type="checkbox"/> Diploma <input type="checkbox"/> Sarjana S1 <input type="checkbox"/> SMP <input type="checkbox"/> Pascasarjana (S2 dan S3)
8	Lama berlangganan dengan Salon Pavorit	<input type="checkbox"/> < 3 tahun <input type="checkbox"/> Lebih dari 6 tahun <input type="checkbox"/> Antara 3 s/d 6 tahun
9	Pengalaman servis pada penyedia layanan utama	<input type="checkbox"/> < 3 kali <input type="checkbox"/> Antara 3 s/d 6 kali <input type="checkbox"/> Antara 6 s/d 10 <input type="checkbox"/> Lebih dari 10 kali

Petunjuk Mengisi

Beri tanda X sesuai dengan pendapat, penilaian, persepsi atas pengalaman yang pernah bapak / ibu lakukan. Pilih angka 1 sampai dengan 10 dari kolom yang telah disediakan seperti berikut :

SST	1	2	3	4	5	6	7	8	9	10	SS
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Ket : STS = Sangat Tidak Setuju, SS = Sangat Setuju

Contoh :

No	Pernyataan	Jawaban
1	Dealer mobilini dan perwakilannya membuat saya merasa nyaman selama transaksi kami.	STS 1 2 3 4 5 6 7 8 9 10 10 SS

I. VARIABEL PENELITIAN

A. Individual Interaction Capability

No	Pernyataan	Jawaban
1	Salon Kecantikan langganan saya mempunyai kemampuan yang tinggi dalam memahami kebutuhan pribadi saya..	SST 1 2 3 4 5 6 7 8 9 10 SS
2	Salon Kecantikan langganan saya mempunyai kemampuan sensitivitas situasi pribadi saya dengan baik	SST 1 2 3 4 5 6 7 8 9 10 SS
3	Salon Kecantikan langganan saya mempunyai kemampuan yang tinggi dalam memahami jenis layanan terbaik yang paling membantu saya	SST 1 2 3 4 5 6 7 8 9 10 SS
4	Salon Kecantikan langganan saya mempunyai kemampuan yang tinggi mengidentifikasi harapan pribadi saya	SST 1 2 3 4 5 6 7 8 9 10 SS

B. Empowered Interaction Capability

No	Pernyataan	Jawaban
1	Salon Kecantikan langganan saya mempunyai kemampuan	SST 1 2 3 4 5 6 7 8 9 10 SS

	yang tinggi dalam mendorong saya untuk memberikan ide atau saran terbaik terkait layanan yang diberikan													
2	Salon Kecantikan langganan saya mempunyai kemampuan yang tinggi dalam mendorong saya untuk membuat layanan yang mudah diterima pelanggan	<table border="1"> <tr> <td>SST</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	SST	1	2	3	4	5	6	7	8	9	10	SS
SST	1	2	3	4	5	6	7	8	9	10	SS			
3	Salon Kecantikan langganan saya mempunyai kemampuan yang tinggi dalam mendorong saya memberikan kendali atas pemanfaatan layanan sesuai yang saya kehendaki	<table border="1"> <tr> <td>SST</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	SST	1	2	3	4	5	6	7	8	9	10	SS
SST	1	2	3	4	5	6	7	8	9	10	SS			
4	Salon Keantikan langganan saya mempunyai kemampuan yang tinggi dalam mendorong saya berinteraksi dengan mereka dengan cara yang saya sukai	<table border="1"> <tr> <td>SST</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	SST	1	2	3	4	5	6	7	8	9	10	SS
SST	1	2	3	4	5	6	7	8	9	10	SS			

C. EMOTIONAL VALUE CO-CREATION

No	Pernyataan	Jawaban												
1	Saya sering diajak diskusi dengan pengelola salon bagaimana menciptakan layanan yang lebih nyaman	<table border="1"> <tr> <td>SST</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	SST	1	2	3	4	5	6	7	8	9	10	SS
SST	1	2	3	4	5	6	7	8	9	10	SS			
2	Saya sering diajak diskusi dengan pengelola salon begaiman menciptakan produk atau layanan yang lebih aman digunakan	<table border="1"> <tr> <td>SST</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	SST	1	2	3	4	5	6	7	8	9	10	SS
SST	1	2	3	4	5	6	7	8	9	10	SS			
3	Saya sering diajak diskusi dengan pengelola salon bagaimana menciptakan produk atau layanan yang lebih menyenangkan	<table border="1"> <tr> <td>SST</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	SST	1	2	3	4	5	6	7	8	9	10	SS
SST	1	2	3	4	5	6	7	8	9	10	SS			
4	Saya sering diajak diskusi dengan pengelola salon bagaimana menciptakan produk atau layanan yang lebih membanggakan	<table border="1"> <tr> <td>SST</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	SST	1	2	3	4	5	6	7	8	9	10	SS
SST	1	2	3	4	5	6	7	8	9	10	SS			

5.	Saya sering diajak diskusi dengan pengelola salon bagaimana menciptakan produk atau layanan yang lebih membahagiakan	<table border="1"> <tr> <td>SST</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	SST	1	2	3	4	5	6	7	8	9	10	SS
SST	1	2	3	4	5	6	7	8	9	10	SS			

D. Market Performance

No	Pernyataan	Jawaban												
1	Kualitas layanan Salon Kecantikan langganan saya sesuai harapan saya.	<table border="1"> <tr> <td>SST</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	SST	1	2	3	4	5	6	7	8	9	10	SS
SST	1	2	3	4	5	6	7	8	9	10	SS			
2	Saya merasa kualitas pelayanan salon dari waktu ke waktu semakin baik	<table border="1"> <tr> <td>SST</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	SST	1	2	3	4	5	6	7	8	9	10	SS
SST	1	2	3	4	5	6	7	8	9	10	SS			
3	Saya merekomendasikan Salon Kecantikan langganan sayakepada pihak lain	<table border="1"> <tr> <td>SST</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	SST	1	2	3	4	5	6	7	8	9	10	SS
SST	1	2	3	4	5	6	7	8	9	10	SS			
4	Tarip dan harga yang ditetapkan Salon Kecantikan langganan saya sesuai dengan yang saya harapkan.	<table border="1"> <tr> <td>SST</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	SST	1	2	3	4	5	6	7	8	9	10	SS
SST	1	2	3	4	5	6	7	8	9	10	SS			
5.	Saya mendorong teman atau kenalan untuk menggunakan Salon Kecantikan langganan saya	<table border="1"> <tr> <td>SST</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	SST	1	2	3	4	5	6	7	8	9	10	SS
SST	1	2	3	4	5	6	7	8	9	10	SS			
6.	Saya akan memanfaatkan jasa salon, saya pasti dengan Salon Kecantikan langganan saya.	<table border="1"> <tr> <td>SST</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	SST	1	2	3	4	5	6	7	8	9	10	SS
SST	1	2	3	4	5	6	7	8	9	10	SS			

....., 2021

Responden

(.....)

LAMPIRAN 2 TABULASI DATA



No.	Individual Interaction Capability				X1	Empowered Interaction Capabiliy				X2
1	9	2	9	9	29	9	9	9	10	37
2	10	3	7	5	25	8	8	6	6	28
3	5	5	9	9	28	8	8	7	7	30
4	8	9	10	10	37	8	8	10	10	36
5	10	3	10	10	33	9	10	10	10	39
6	9	10	9	9	37	10	10	10	10	40
7	10	8	9	9	36	9	9	9	9	36
8	6	7	7	8	28	6	8	6	9	29
9	7	8	4	5	24	7	5	6	4	22
10	10	10	10	10	40	7	7	10	10	34
11	9	6	9	5	29	7	8	8	9	32
12	8	8	8	8	32	8	8	8	8	32
13	9	9	9	9	36	9	9	10	10	38
14	9	5	5	7	26	6	7	7	7	27
15	10	10	10	10	40	10	10	10	10	40
16	8	8	9	8	33	8	8	8	9	33
17	8	9	9	9	35	9	9	7	8	33
18	9	10	9	9	37	9	9	9	9	36
19	10	10	10	10	40	10	10	10	10	40
20	8	8	7	7	30	8	7	8	7	30
21	9	9	10	10	38	10	10	9	10	39
22	8	5	8	6	27	6	5	5	6	22
23	9	9	8	8	34	10	8	8	8	34
24	10	8	10	10	38	6	6	10	10	32
25	9	9	8	8	34	8	9	8	8	33
26	9	9	5	5	28	8	8	7	7	30
27	9	8	9	8	34	8	8	8	8	32
28	8	8	8	8	32	8	9	8	8	33
29	9	10	10	8	37	9	9	9	8	35
30	10	8	10	10	38	10	10	10	10	40
31	7	7	7	7	28	7	7	7	7	28
32	8	9	9	9	35	8	9	9	8	34
33	8	8	8	7	31	7	6	5	5	23
34	6	6	6	6	24	6	10	10	10	36
35	5	5	4	5	19	7	9	8	7	31
36	10	8	10	9	37	8	9	9	10	36
37	8	6	8	9	31	8	8	8	8	32
38	8	7	7	9	31	8	9	7	7	31
39	10	9	9	10	38	10	9	9	10	38
40	7	7	8	8	30	9	10	10	7	36
41	9	10	9	9	37	9	9	8	8	34
42	5	7	5	9	26	6	7	6	7	26
43	10	3	8	8	29	7	8	7	9	31
44	9	2	9	4	24	9	9	9	9	36
45	9	8	8	9	34	9	9	9	9	36
46	10	6	10	10	36	10	10	10	10	40
47	9	7	6	9	31	9	9	9	8	35

48	6	1	8	8	23	7	8	8	6	29
49	9	8	9	9	35	9	8	8	9	34
50	8	9	7	8	32	8	7	6	9	30
51	7	5	7	8	27	8	8	7	9	32
52	10	6	10	10	36	7	7	7	10	31
53	10	2	9	9	30	9	9	9	9	36
54	7	9	8	7	31	7	7	7	9	30
55	8	7	8	8	31	8	8	8	8	32
56	5	4	6	7	22	6	7	6	8	27
57	7	8	6	8	29	7	8	7	7	29
58	8	7	9	6	30	5	6	8	8	27
59	9	9	10	10	38	10	10	10	10	40
60	6	4	7	7	24	7	9	8	8	32
61	10	1	9	9	29	10	9	8	7	34
62	8	6	8	8	30	8	7	7	7	29
63	10	2	10	10	32	3	9	8	8	28
64	9	1	8	9	27	10	9	5	7	31
65	9	4	8	8	29	8	9	9	8	34
66	8	8	8	8	32	6	7	7	8	28
67	8	8	8	8	32	5	5	8	8	26
68	8	8	9	8	33	8	8	8	8	32
69	8	8	8	8	32	8	8	8	8	32
70	9	5	8	8	30	9	8	5	8	30
71	8	8	8	8	32	8	8	8	8	32
72	9	8	9	9	35	9	9	8	9	35
73	9	2	8	6	25	7	7	8	8	30
74	10	8	9	7	34	8	8	8	10	34
75	9	9	9	9	36	9	9	9	9	36
76	8	7	8	8	31	8	7	7	8	30
77	9	8	8	7	32	8	8	8	9	33
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80	7	8	9	8	32	8	7	8	8	31
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82	10	10	9	10	39	10	9	9	10	38
83	8	9	9	10	36	8	8	8	9	33
84	8	6	10	10	34	8	9	10	9	36
85	9	8	7	8	32	7	8	9	9	33
86	8	5	6	8	27	6	9	8	9	32
87	10	9	10	10	39	9	9	9	9	36
88	8	6	8	8	30	8	8	8	8	32
89	8	8	6	7	29	4	5	8	8	25
90	10	5	9	7	31	6	7	9	9	31
91	10	9	8	9	36	8	8	9	10	35
92	9	8	8	9	34	9	9	9	9	36
93	10	7	10	10	37	9	10	10	10	39
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98	9	2	10	9	30	9	10	9	9	37
99	9	4	8	9	30	9	8	9	9	35
100	8	7	8	7	30	7	7	7	7	28

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102	9	2	9	9	29	2	3	9	9	23
103	9	5	9	8	31	8	8	9	9	34
104	10	10	10	10	40	10	10	10	5	35
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108	8	5	8	8	29	7	7	7	8	29
109	8	8	8	8	32	8	8	8	8	32
110	10	9	10	9	38	10	9	10	9	38
111	10	5	10	10	35	7	7	10	8	32
112	8	8	9	8	33	8	8	8	8	32
113	10	10	10	10	40	10	10	10	9	39
114	8	8	9	8	33	7	7	8	8	30
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118	10	8	10	9	37	10	10	8	8	36
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121	4	5	3	3	15	5	6	5	5	21
122	10	10	10	10	40	9	10	10	10	39
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125	9	8	8	8	33	7	8	8	9	32
126	10	4	10	7	31	5	6	6	9	26
127	7	5	6	6	24	7	7	7	7	28
128	5	6	6	7	24	7	7	7	7	28
129	8	5	5	6	24	5	5	5	5	20
130	9	2	8	7	26	5	5	7	8	25
131	9	9	10	9	37	9	8	10	9	36
132	8	2	8	8	26	8	8	8	8	32
133	7	5	5	5	22	4	4	5	6	19
134	9	9	5	5	28	5	6	5	5	21
135	8	5	6	8	27	6	9	8	9	32
136	10	10	10	10	40	10	10	10	10	40
137	10	10	10	10	40	10	10	10	10	40
138	10	10	10	10	40	10	10	10	10	40
139	4	4	5	7	20	8	8	8	7	31
140	10	10	10	10	40	8	9	9	10	36
141	6	5	8	5	24	6	8	7	10	31
142	6	5	4	5	20	5	5	6	5	21
143	9	2	8	5	24	8	8	7	8	31
144	8	3	6	3	20	5	5	6	6	22
145	9	2	9	4	24	9	9	9	9	36
146	7	5	6	6	24	6	6	6	7	25
147	6	3	8	5	22	6	7	7	7	27
148	7	4	4	4	19	7	7	5	7	26
149	8	4	6	6	24	8	7	7	7	29
150	7	4	7	7	25	4	5	7	8	24

No.	Emotional Value Cp- Creation					Y1	Empowered Interaction Capability						X2
1	9	9	9	9	9	45	9	9	9	9	9	9	54
2	5	5	3	3	8	24	8	9	8	9	10	9	53
3	7	6	5	7	9	34	8	9	9	9	8	8	51
4	9	9	7	7	9	41	9	9	9	10	10	9	56
5	10	10	10	10	8	48	10	10	10	10	10	10	60
6	10	9	9	9	8	45	10	9	9	10	10	10	58
7	9	9	9	9	7	43	9	9	9	8	8	8	51
8	8	7	7	6	8	36	9	8	8	9	9	10	53
9	8	10	8	8	9	43	9	8	8	5	7	8	45
10	10	10	10	10	7	47	10	10	10	10	10	10	60
11	7	7	7	7	5	33	9	9	9	9	8	8	52
12	8	8	8	8	7	39	9	9	9	9	9	9	54
13	8	7	6	7	9	37	8	7	8	7	8	7	45
14	6	7	6	6	6	31	6	6	6	8	5	6	37
15	10	10	10	10	7	47	10	10	10	10	10	10	60
16	9	9	8	9	8	43	8	8	7	7	8	8	46
17	8	8	8	8	9	41	8	8	8	9	8	8	49
18	9	10	9	9	8	45	9	9	9	9	9	9	54
19	10	10	10	10	7	47	10	10	10	10	10	10	60
20	7	8	7	8	8	38	7	7	8	8	8	8	46
21	10	10	10	9	9	48	9	9	10	10	9	10	57
22	6	7	6	6	7	32	6	6	6	6	6	6	36
23	7	8	7	7	8	37	9	8	8	8	7	8	48
24	7	8	10	10	8	43	10	10	10	9	9	9	57
25	7	7	7	7	8	36	9	7	7	7	7	7	44
26	8	8	7	7	8	38	7	7	8	9	3	4	38
27	7	8	7	9	7	38	9	10	10	9	10	10	58
28	9	9	9	10	9	46	10	9	9	9	9	9	55
29	10	8	6	6	8	38	8	8	8	8	10	8	50
30	9	9	9	8	8	43	8	8	8	8	4	7	43
31	8	7	8	7	8	38	7	7	7	7	7	7	42
32	9	9	9	8	8	43	9	9	9	9	9	8	53
33	6	5	5	5	8	29	8	7	7	7	5	7	41

34	6	6	6	6	7	31	6	8	6	6	6	10	42
35	5	5	5	5	8	28	10	10	10	5	9	8	52
36	6	6	8	1	6	27	10	10	10	10	10	8	58
37	7	7	8	7	8	37	8	8	8	8	8	8	48
38	8	8	8	8	7	39	8	8	8	7	8	8	47
39	10	10	10	10	9	49	10	10	10	10	9	9	58
40	10	10	10	10	9	49	9	9	9	9	8	10	54
41	9	9	9	7	9	43	8	8	7	8	7	8	46
42	7	7	6	7	6	33	7	6	7	7	6	7	40
43	8	8	8	8	8	40	8	8	8	8	8	7	47
44	9	9	9	9	9	45	9	9	9	9	9	9	54
45	10	10	10	9	8	47	10	10	10	10	10	10	60
46	10	10	10	10	10	50	10	10	10	10	10	10	60
47	7	7	8	8	5	35	8	8	8	8	8	8	48
48	4	4	5	5	6	24	5	5	5	5	5	5	30
49	9	9	9	9	9	45	9	9	9	9	9	9	54
50	4	4	8	7	9	32	5	7	7	9	8	9	45
51	8	7	7	8	9	39	8	7	7	7	8	7	44
52	4	9	9	7	9	38	10	8	9	8	10	10	55
53	7	8	7	7	7	36	7	7	7	8	7	8	44
54	6	7	8	8	7	36	8	8	8	8	8	8	48
55	8	8	8	8	8	40	8	8	8	8	8	8	48
56	4	4	4	4	7	23	7	7	7	9	7	8	45
57	8	8	8	8	7	39	7	7	8	8	8	8	46
58	6	7	7	7	8	35	8	8	8	8	8	8	48
59	10	9	9	9	8	45	9	9	9	9	10	10	56
60	7	6	8	7	9	37	8	7	6	8	7	6	42
61	9	10	9	9	9	46	8	8	8	10	8	7	49
62	7	6	7	5	8	33	5	6	6	7	6	7	37
63	7	9	10	9	9	44	7	7	7	7	10	7	45
64	10	10	8	8	8	44	9	10	10	10	10	10	59
65	9	9	9	9	9	45	9	9	9	9	8	9	53
66	5	8	8	7	8	36	7	8	9	9	9	9	51
67	5	5	5	5	6	26	8	5	5	8	5	5	36
68	3	6	4	5	6	24	7	9	8	6	8	8	46
69	8	8	8	8	8	40	8	8	8	8	8	8	48

70	9	8	8	7	8	40	8	8	7	7	8	7	45
71	8	8	7	7	7	37	9	8	8	8	9	9	51
72	9	9	8	8	8	42	9	9	9	8	9	9	53
73	7	6	3	3	6	25	9	9	9	8	10	10	55
74	10	10	9	8	8	45	10	10	10	8	10	10	58
75	9	9	9	9	9	45	9	9	9	9	9	9	54
76	8	8	8	8	8	40	8	8	8	8	8	8	48
77	8	8	8	8	8	40	9	7	7	8	8	8	47
78	10	1	10	10	10	41	10	10	10	10	10	10	60
79	7	8	7	7	7	36	9	9	8	10	9	8	53
80	8	8	8	8	6	38	8	8	8	8	8	8	48
81	7	7	7	8	7	36	8	8	8	7	7	7	45
82	9	10	9	10	9	47	10	10	9	10	9	10	58
83	9	9	9	9	8	44	9	9	10	9	9	8	54
84	10	9	10	10	8	47	10	10	10	10	8	10	58
85	7	7	7	7	7	35	8	8	7	8	10	9	50
86	5	5	3	4	6	23	6	7	8	7	7	8	43
87	9	10	9	8	8	44	9	9	8	10	10	7	53
88	8	8	8	8	9	41	9	8	8	8	9	8	50
89	8	9	9	8	8	42	8	9	8	9	10	8	52
90	6	8	8	7	7	36	8	7	6	8	8	7	44
91	5	4	4	4	5	22	9	8	8	9	9	9	52
92	10	10	10	9	8	47	10	10	10	10	10	10	60
93	9	8	9	8	9	43	10	10	10	10	10	10	60
94	4	5	5	3	5	22	9	10	9	9	9	10	56
95	7	8	8	8	8	39	7	8	9	8	8	8	48
96	9	9	9	8	8	43	8	6	7	9	10	10	50
97	9	9	9	8	9	44	9	9	8	8	8	9	51
98	8	8	8	8	9	41	10	10	10	10	10	10	60
99	9	9	9	9	7	43	9	9	9	8	6	9	50
100	6	7	7	7	8	35	7	7	6	6	6	6	38
101	9	9	9	9	8	44	9	9	10	9	10	9	56
102	8	8	8	9	9	42	9	9	9	8	9	9	53
103	10	7	9	9	9	44	8	9	9	9	9	10	54
104	10	10	10	10	10	50	10	10	10	10	10	10	60
105	10	10	10	10	8	48	7	9	9	8	9	8	50

106	9	9	9	9	6	42	9	9	9	9	8	9	53
107	6	6	6	6	9	33	8	8	8	8	8	8	48
108	7	8	7	7	8	37	7	7	7	7	7	7	42
109	7	7	7	7	8	36	7	7	7	7	7	8	43
110	10	10	9	9	9	47	9	9	10	10	9	10	57
111	5	1	1	1	4	12	9	10	7	9	5	9	49
112	8	8	8	8	8	40	9	8	8	8	8	8	49
113	10	10	10	10	8	48	10	10	10	10	10	10	60
114	7	7	7	8	8	37	7	8	7	7	7	7	43
115	8	8	9	8	9	42	8	8	8	8	8	8	48
116	6	7	5	5	6	29	9	8	9	9	9	8	52
117	5	5	5	5	8	28	7	10	8	10	10	5	50
118	4	10	10	10	10	44	10	10	10	10	10	10	60
119	7	6	7	6	5	31	8	8	6	8	9	9	48
120	1	1	7	1	2	12	8	8	8	10	10	10	54
121	8	8	7	7	6	36	8	8	8	8	8	7	47
122	10	10	10	10	6	46	10	10	10	10	10	10	60
123	8	6	7	7	7	35	9	9	9	9	9	9	54
124	9	10	9	9	8	45	9	9	9	9	9	9	54
125	7	10	8	8	7	40	9	9	8	9	10	9	54
126	7	7	7	4	5	30	10	10	10	8	9	10	57
127	5	4	4	3	5	21	8	9	8	9	10	9	53
128	6	6	6	6	6	30	6	6	6	6	6	6	36
129	6	7	7	8	7	35	7	8	9	8	9	9	50
130	4	3	4	4	6	21	8	8	8	8	6	8	46
131	8	8	9	9	8	42	9	5	8	8	9	10	49
132	8	7	7	7	8	37	8	8	8	8	8	8	48
133	8	5	7	6	5	31	5	6	6	8	6	6	37
134	8	8	7	7	7	37	7	7	8	9	3	4	38
135	5	5	3	4	6	23	6	7	8	7	7	8	43
136	10	10	10	10	10	50	10	10	10	10	10	9	59
137	10	10	10	10	9	49	10	10	10	10	10	10	60
138	10	10	10	10	8	48	10	10	10	10	10	10	60
139	9	9	8	6	7	39	7	8	8	6	6	4	39
140	4	8	4	2	3	21	10	10	10	10	10	10	60
141	4	4	5	4	6	23	8	9	8	8	8	8	49

142	7	9	8	10	8	42	8	9	8	9	8	8	50
143	7	9	4	4	6	30	9	9	9	8	9	9	53
144	3	4	4	4	5	20	8	6	6	7	8	8	43
145	9	9	9	9	8	44	9	9	9	9	9	9	54
146	7	6	7	6	8	34	7	6	7	7	6	6	39
147	5	5	6	5	7	28	8	7	7	7	6	7	42
148	7	7	6	6	7	33	7	7	7	7	6	7	41
149	10	8	9	8	9	44	8	8	7	9	7	7	46
150	4	3	3	3	7	20	8	5	5	8	7	5	38



LAMPIRAN BAB 4

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	2	1.3	1.3	1.3
	5	5	3.3	3.3	4.7
	6	8	5.3	5.3	10.0
	7	12	8.0	8.0	18.0
	8	40	26.7	26.7	44.7
	9	44	29.3	29.3	74.0
	10	39	26.0	26.0	100.0
	Total	150	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	2.7	2.7	2.7
	2	12	8.0	8.0	10.7
	3	7	4.7	4.7	15.3
	4	9	6.0	6.0	21.3
	5	20	13.3	13.3	34.7
	6	12	8.0	8.0	42.7
	7	13	8.7	8.7	51.3
	8	34	22.7	22.7	74.0
	9	22	14.7	14.7	88.7
	10	17	11.3	11.3	100.0
	Total	150	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	.7	.7	.7
	4	4	2.7	2.7	3.3
	5	7	4.7	4.7	8.0
	6	12	8.0	8.0	16.0
	7	11	7.3	7.3	23.3
	8	44	29.3	29.3	52.7
	9	34	22.7	22.7	75.3
	10	37	24.7	24.7	100.0
	Total	150	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	1.3	1.3	1.3
	4	3	2.0	2.0	3.3
	5	11	7.3	7.3	10.7
	6	9	6.0	6.0	16.7
	7	18	12.0	12.0	28.7
	8	43	28.7	28.7	57.3
	9	34	22.7	22.7	80.0
	10	30	20.0	20.0	100.0
	Total	150	100.0	100.0	

UJI VALIDITAS

Correlations

		X1.1	X1.2	X1.3	X1.4	TotalX1
X1.1	Pearson Correlation	1	.208*	.673**	.521**	.712**
	Sig. (2-tailed)		.011	.000	.000	.000
	N	150	150	150	150	150
X1.2	Pearson Correlation	.208*	1	.244**	.359**	.707**
	Sig. (2-tailed)	.011		.003	.000	.000
	N	150	150	150	150	150
X1.3	Pearson Correlation	.673**	.244**	1	.699**	.796**
	Sig. (2-tailed)	.000	.003		.000	.000
	N	150	150	150	150	150
X1.4	Pearson Correlation	.521**	.359**	.699**	1	.814**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	150	150	150	150	150
TotalX1	Pearson Correlation	.712**	.707**	.796**	.814**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	150	150	150	150	150

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

Correlations

		X2.1	X2.2	X2.3	X2.4	TotalX2
X2.1	Pearson Correlation	1	.799**	.512**	.351**	.830**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	150	150	150	150	150
X2.2	Pearson Correlation	.799**	1	.619**	.481**	.889**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	150	150	150	150	150
X2.3	Pearson Correlation	.512**	.619**	1	.673**	.838**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	150	150	150	150	150

X2.4	Pearson Correlation	.351**	.481**	.673**	1	.737**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	150	150	150	150	150
TotalX2	Pearson Correlation	.830**	.889**	.838**	.737**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	150	150	150	150	150

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

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	TotalY1
Y1.1	Pearson Correlation	1	.743**	.743**	.768**	.539**	.881**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150
Y1.2	Pearson Correlation	.743**	1	.749**	.765**	.493**	.876**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150
Y1.3	Pearson Correlation	.743**	.749**	1	.867**	.572**	.913**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150
Y1.4	Pearson Correlation	.768**	.765**	.867**	1	.658**	.940**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150
Y1.5	Pearson Correlation	.539**	.493**	.572**	.658**	1	.721**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	150	150	150	150	150	150
TotalY1	Pearson Correlation	.881**	.876**	.913**	.940**	.721**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150

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

Correlations

		Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	Y2.6	TotalY2
Y2.1	Pearson Correlation	1	.750**	.750**	.603**	.632**	.653**	.853**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150
Y2.2	Pearson Correlation	.750**	1	.856**	.636**	.650**	.664**	.887**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150
Y2.3	Pearson Correlation	.750**	.856**	1	.642**	.652**	.685**	.893**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150	150
Y2.4	Pearson Correlation	.603**	.636**	.642**	1	.580**	.550**	.776**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150	150
Y2.5	Pearson Correlation	.632**	.650**	.652**	.580**	1	.732**	.846**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150	150
Y2.6	Pearson Correlation	.653**	.664**	.685**	.550**	.732**	1	.848**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	150	150	150	150	150	150	150
TotalY2	Pearson Correlation	.853**	.887**	.893**	.776**	.846**	.848**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150

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

UJI REALIBILITAS

Individual Interaction Capabiliti (X1)

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.708	4

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	22.81	20.636	.545	.637
X1.2	24.70	16.346	.315	.835
X1.3	23.08	18.114	.637	.571
X1.4	23.27	17.593	.660	.554

Empowered Interaction Capability (X2)

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.841	4

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	24.33	12.667	.658	.811
X2.2	24.07	12.766	.788	.747
X2.3	24.07	13.808	.709	.785
X2.4	23.79	15.458	.564	.843

Emotional Value Co-Creation (Y1)

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.918	5

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	30.15	42.582	.806	.897
Y1.2	30.07	41.934	.794	.900
Y1.3	30.15	41.607	.857	.886
Y1.4	30.39	38.737	.895	.877
Y1.5	30.14	52.135	.622	.931

Market Performance (Y2)

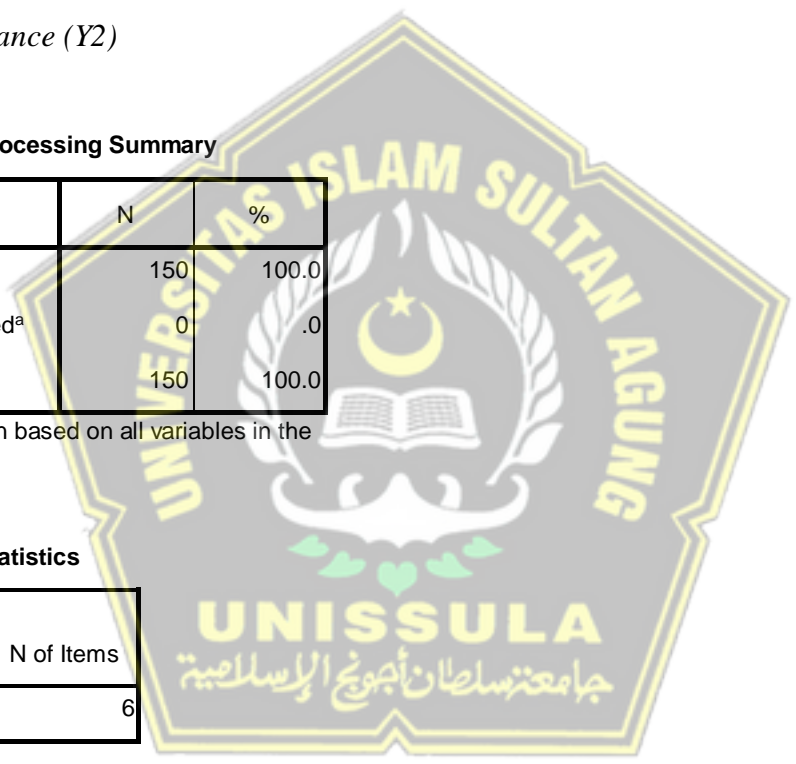
Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.921	6



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	41.63	33.027	.790	.906
Y2.2	41.67	31.899	.834	.899
Y2.3	41.73	31.878	.843	.898
Y2.4	41.59	34.444	.689	.918
Y2.5	41.73	30.267	.756	.912
Y2.6	41.69	31.371	.769	.908

HASIL UJI REGRESI LINIER BERGANDA

Output Regresi Persamaan 1

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Empowered Interaction Capability, Individual Interaction Capability ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Emotional Value Co-Creation

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.526 ^a	.277	.267	6.980

a. Predictors: (Constant), Empowered Interaction Capability, Individual Interaction Capability

b. Dependent Variable: Emotional Value Co-Creation

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2739.257	2	1369.628	28.110	.000 ^a
Residual	7162.536	147	48.725		
Total	9901.793	149			

a. Predictors: (Constant), Empowered Interaction Capability, Individual Interaction Capability

b. Dependent Variable: Emotional Value Co-Creation

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.340	3.965		2.104	.037		
	Individual Interaction Capability	.301	.146	.201	2.060	.041	.519	1.927
	Empowered Interaction Capability	.622	.165	.367	3.765	.000	.519	1.927

a. Dependent Variable: Emotional Value Co-Creation

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Individual Interaction Capability	Empowered Interaction Capability
1	1	2.978	1.000	.00	.00	.00
	2	.015	14.080	.84	.35	.03
	3	.007	20.149	.16	.65	.97

a. Dependent Variable: Emotional Value Co-Creation

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	25.92	45.27	37.73	4.288	150
Std. Predicted Value	-2.753	1.760	.000	1.000	150
Standard Error of Predicted Value	.571	1.817	.940	.303	150
Adjusted Predicted Value	25.19	45.23	37.71	4.314	150
Residual	-26.792	14.571	.000	6.933	150
Std. Residual	-3.838	2.087	.000	.993	150
Stud. Residual	-3.863	2.136	.001	1.004	150
Deleted Residual	-27.143	15.263	.015	7.086	150
Stud. Deleted Residual	-4.062	2.163	-.003	1.019	150
Mahal. Distance	.003	9.108	1.987	2.031	150
Cook's Distance	.000	.086	.007	.014	150
Centered Leverage Value	.000	.061	.013	.014	150

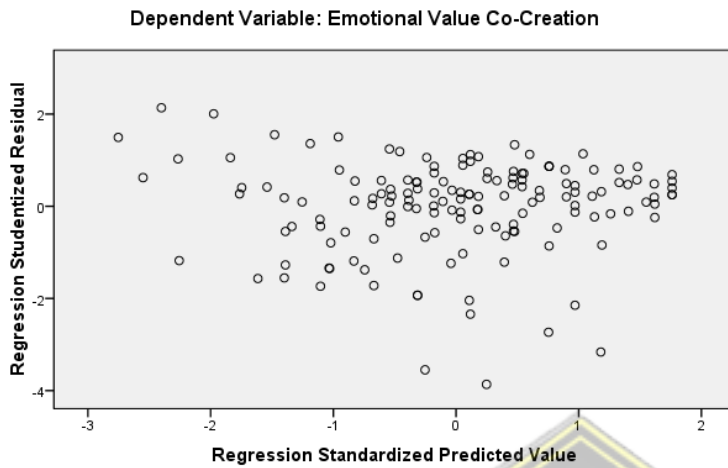
a. Dependent Variable: Emotional Value Co-Creation

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	6.93330469
Most Extreme Differences	Absolute	.129
	Positive	.072
	Negative	-.129
Kolmogorov-Smirnov Z		1.577
Asymp. Sig. (2-tailed)		.014

a. Test distribution is Normal.

Scatterplot



Output Regresi persamaan 2

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Emotional Value Co-Creation, Individual Interaction Capability, Empowered Interaction Capability ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Market Performance

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.669 ^a	.447	.436	5.072

a. Predictors: (Constant), Emotional Value Co-Creation, Individual Interaction Capability, Empowered Interaction Capability

b. Dependent Variable: Market Performance

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3035.343	3	1011.781	39.333	.000 ^a
	Residual	3755.650	146	25.724		
	Total	6790.993	149			

a. Predictors: (Constant), Emotional Value Co-Creation, Individual Interaction Capability, Empowered Interaction Capability

b. Dependent Variable: Market Performance

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	18.619	2.924		6.368	.000		
	Individual Interaction Capability	.272	.108	.219	2.523	.013	.504	1.983
	Empowered Interaction Capability	.556	.126	.396	4.426	.000	.473	2.113
	Emotional Value Co-Creation	.133	.060	.161	2.222	.028	.723	1.382

a. Dependent Variable: Market Performance

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Individual Interaction Capability	Empowered Interaction Capability	Emotional Value Co-Creation
1	1	3.953	1.000	.00	.00	.00	.00
	2	.025	12.647	.12	.04	.02	.96
	3	.015	16.278	.75	.39	.03	.02
	4	.007	23.408	.13	.57	.95	.02

a. Dependent Variable: Market Performance

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	38.96	58.41	50.01	4.513	150
Std. Predicted Value	-2.447	1.863	.000	1.000	150
Standard Error of Predicted Value	.416	1.706	.781	.276	150
Adjusted Predicted Value	38.48	58.40	49.98	4.540	150
Residual	-14.207	11.487	.000	5.021	150
Std. Residual	-2.801	2.265	.000	.990	150
Stud. Residual	-2.854	2.298	.003	1.006	150
Deleted Residual	-14.748	11.822	.031	5.189	150
Stud. Deleted Residual	-2.927	2.332	.002	1.013	150
Mahal. Distance	.011	15.868	2.980	2.941	150
Cook's Distance	.000	.079	.009	.015	150
Centered Leverage Value	.000	.106	.020	.020	150

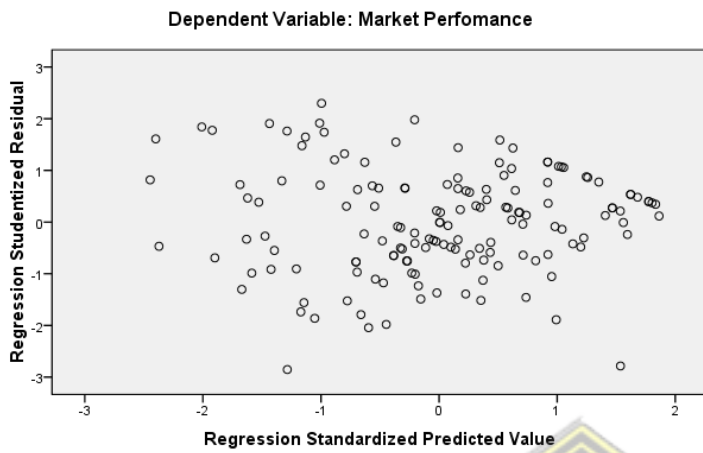
a. Dependent Variable: Market Performance

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	5.02052823
Most Extreme Differences	Absolute	.046
	Positive	.034
	Negative	-.046
Kolmogorov-Smirnov Z		.557
Asymp. Sig. (2-tailed)		.915

a. Test distribution is Normal.

Scatterplot



Input:	Test statistic:	Std. Error:	p-value:
a 0.705	Sobel test: 3.2109987	0.04654627	0.00132275
b 0.212	Aroian test: 3.19171754	0.04682745	0.0014143
s _a 0.084	Goodman test: 3.23063357	0.04626337	0.00123516
s _b 0.061	Reset all	Calculate	

Input:	Test statistic:	Std. Error:	p-value:
a 0.884	Sobel test: 2.54350904	0.05491311	0.01097452
b 0.158	Aroian test: 2.53129941	0.05517798	0.01136408
s _a 0.090	Goodman test: 2.55589708	0.05464696	0.01059144
s _b 0.060	Reset all	Calculate	