

LAMPIRAN



Lampiran 1 : Kuesioner Penelitian

I. Identitas Responden

No	Identitas	Penjelasan
1	Nama Responden (boleh tidak diisi)
2	Nama Salon Pavorit (yang biasa digunakan)
3	Jenis Kelamin	<input type="checkbox"/> Laki-laki <input type="checkbox"/> Perempuan
4	Pekerjaan	<input type="checkbox"/> PNS <input type="checkbox"/> TNI/POLRI <input type="checkbox"/> Swasta <input type="checkbox"/> Wirausaha <input type="checkbox"/> Belum Bekerja
5	Status	<input type="checkbox"/> Menikah <input type="checkbox"/> Janda/Duda <input type="checkbox"/> Belum Menikah
6	Umur	<input type="checkbox"/> ≤ 15 tahun <input type="checkbox"/> 16 – 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"/> SD <input type="checkbox"/> SMP <input type="checkbox"/> SMU <input type="checkbox"/> Diploma <input type="checkbox"/> Sarjana S1 <input type="checkbox"/> Pascasarjana (S2 dan S3)
8	Lama berlangganan Dengan Salon favorit	<input type="checkbox"/> Kurang dari 3 tahun <input type="checkbox"/> Antara 3 s/d 6 tahun <input type="checkbox"/> Lebih dari 6 tahun
	Favorit	
9	Pengalaman servis pada penyedia layanan utama	<input type="checkbox"/> Kurang dari 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 mobil ini dan perwakilannya membuat saya merasa nyaman selama transaksi kami.	<table border="1"> <tr> <td>STS</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>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			

II. Variabel Penelitian

A. Relational Interaction Capability

No	Pernyataan	Jawaban												
1	Salon Kecantikan langganan saya membuat saya merasa nyaman selama proses transaksi dengannya.	<table border="1"> <tr> <td>STS</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>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
2	Salon Kecantikan langganan saya mencoba menjalin hubungan baik dengan saya.	<table border="1"> <tr> <td>STS</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>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
3	Salon Kecantikan langganan saya mendorong komunikasi dua arah dengan saya.	<table border="1"> <tr> <td>STS</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>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
4	Salon Kecantikan langganan saya menunjukkan minat yang tulus untuk melibatkan saya dalam proses peningkatan kualitas layanan	<table border="1"> <tr> <td>STS</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>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			

B. Emowered Interaction Capability

No	Pernyataan	Jawaban
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1	Salon Kecantikan langganansaya memintasya untuk memberikan ide atau saran terbaik terkait layanan yang Diberikan	SST 1 2 3 4 5 6 7 8 9 10 SS
2	Salon Kecantikan langganansaya mendorong saya untuk membuat layanan yang mudah diterima pelanggan	SST 1 2 3 4 5 6 7 8 9 10 SS
3	Salon Kecantikan langganansaya memberikan kendali atas pemanfaatan layanan sesuai yang saya kehendaki	SST 1 2 3 4 5 6 7 8 9 10 SS
4	Salon Kecantikan langganansaya membiarkannya berinteraksi dengan merek dengan cara yang saya sukai.	SST 1 2 3 4 5 6 7 8 9 10 SS

C. Development Interaction Capability (DIC)

No	Pernyataan	Jawaban
1	Salon Kecantikan langganannya selalu membagikan informasi yang berguna untuk saya	STS 1 2 3 4 5 6 7 8 9 10 SS
2	Salon Kecantikan langganannya selalu membantu saya menjadi lebih berpengetahuan	STS 1 2 3 4 5 6 7 8 9 10 SS
3	Salon Kecantikan langganannya memberikan saran sesuai yang saya butuhkan	STS 1 2 3 4 5 6 7 8 9 10 SS
4	Salon Kecantikan langganannya menawarkan keahlian atau pengetahuan yang bisa saya pelajari.	STS 1 2 3 4 5 6 7 8 9 10 SS

D. Emotional Value Co-Creation (EVCC)

No	Pernyataan	Jawaban
1	Sayadan Salon Kecantikan langganannya membahas Cara menciptakan layanan yang lebih nyaman	SST 1 2 3 4 5 6 7 8 9 10 SS
2	Saya dan Salon Kecantikan langganannya membahas cara menciptakan produk atau layanan yang lebih aman digunakan	SST 1 2 3 4 5 6 7 8 9 10 SS
3	Sayadan Salon Kecantikan langganannya membahas cara menciptakan produk atau layanan yang lebih menyenangkan	SST 1 2 3 4 5 6 7 8 9 10 SS
4	Sayadan Salon Kecantikan langganannya membahas cara menciptakan produk atau layanan yang lebih membanggakan.	SST 1 2 3 4 5 6 7 8 9 10 SS
	Sayadan Salon Kecantikan langganannya membahas cara menciptakan produk atau layanan yang lebih membahagiakan.	

E. Market Performance

No	Pernyataan	Jawaban
1	Kualitas layanan Salon Kecantikan langganan saya sesuai harapan saya	SST 1 2 3 4 5 6 7 8 9 10 SS
2	Saya merekomendasikan Salon Kecantikan langganan saya kepada pihak lain	SST 1 2 3 4 5 6 7 8 9 10 SS
3	Saya mendorong teman atau kenalan untuk menggunakan Salon Kecantikan langganan saya	SST 1 2 3 4 5 6 7 8 9 10 SS
4	Tarif dan harga yang ditetapkan Salon Kecantikan langganan saya sesuai dengan yang saya harapkan	SST 1 2 3 4 5 6 7 8 9 10 SS
5	Sudah cukup lama saya berlangganan dengan Salon Kecantikan langganan saya	SST 1 2 3 4 5 6 7 8 9 10 SS
6	Jika saya akan memanfaatkan jasa salon, saya pasti dengan Salon Kecantikan langganan saya	SST 1 2 3 4 5 6 7 8 9 10 SS

Lampiran 2

Frequency Table

RIC1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 6	3	2.0	2.0	2.0
7	18	12.0	12.0	14.0
8	55	36.7	36.7	50.7
9	44	29.3	29.3	80.0
10	30	20.0	20.0	100.0
Total	150	100.0	100.0	

RIC2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	1	.7	.7	.7
6	2	1.3	1.3	2.0
7	22	14.7	14.7	16.7
8	46	30.7	30.7	47.3
9	45	30.0	30.0	77.3
10	34	22.7	22.7	100.0

RIC2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	1	.7	.7	.7
	6	2	1.3	1.3	2.0
	7	22	14.7	14.7	16.7
	8	46	30.7	30.7	47.3
	9	45	30.0	30.0	77.3
	10	34	22.7	22.7	100.0
	Total	150	100.0	100.0	

RIC3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	1	.7	.7	.7
	6	4	2.7	2.7	3.3
	7	31	20.7	20.7	24.0
	8	42	28.0	28.0	52.0
	9	37	24.7	24.7	76.7
	10	35	23.3	23.3	100.0
	Total	150	100.0	100.0	

RIC4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6	8	5.3	5.3	5.3
	7	27	18.0	18.0	23.3
	8	52	34.7	34.7	58.0
	9	30	20.0	20.0	78.0
	10	33	22.0	22.0	100.0
	Total	150	100.0	100.0	

EIC1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	1	.7	.7	.7
	5	5	3.3	3.3	4.0
	6	13	8.7	8.7	12.7

7	25	16.7	16.7	29.3
8	47	31.3	31.3	60.7
9	38	25.3	25.3	86.0
10	21	14.0	14.0	100.0
Total	150	100.0	100.0	

EIC2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5	5	3.3	3.3	3.3
6	11	7.3	7.3	10.7
7	21	14.0	14.0	24.7
8	43	28.7	28.7	53.3
9	47	31.3	31.3	84.7
10	23	15.3	15.3	100.0
Total	150	100.0	100.0	

EIC3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5	5	3.3	3.3	3.3
6	6	4.0	4.0	7.3
7	28	18.7	18.7	26.0
8	51	34.0	34.0	60.0
9	34	22.7	22.7	82.7
10	26	17.3	17.3	100.0
Total	150	100.0	100.0	

EIC4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	1	.7	.7	.7
5	4	2.7	2.7	3.3
6	4	2.7	2.7	6.0
7	23	15.3	15.3	21.3
8	46	30.7	30.7	52.0

9	43	28.7	28.7	80.7
10	29	19.3	19.3	100.0
Total	150	100.0	100.0	

DIC1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5	4	2.7	2.7	2.7
6	3	2.0	2.0	4.7
7	26	17.3	17.3	22.0
8	50	33.3	33.3	55.3
9	29	19.3	19.3	74.7
10	38	25.3	25.3	100.0
Total	150	100.0	100.0	

DIC2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	2	1.3	1.3	1.3
5	5	3.3	3.3	4.7
6	7	4.7	4.7	9.3
7	22	14.7	14.7	24.0
8	50	33.3	33.3	57.3
9	30	20.0	20.0	77.3
10	34	22.7	22.7	100.0
Total	150	100.0	100.0	

DIC3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5	3	2.0	2.0	2.0
6	5	3.3	3.3	5.3
7	15	10.0	10.0	15.3
8	51	34.0	34.0	49.3
9	38	25.3	25.3	74.7
10	38	25.3	25.3	100.0

DIC3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	3	2.0	2.0	2.0
	6	5	3.3	3.3	5.3
	7	15	10.0	10.0	15.3
	8	51	34.0	34.0	49.3
	9	38	25.3	25.3	74.7
	10	38	25.3	25.3	100.0
	Total	150	100.0	100.0	

DIC4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	1.3	1.3	1.3
	4	1	.7	.7	2.0
	5	9	6.0	6.0	8.0
	6	13	8.7	8.7	16.7
	7	21	14.0	14.0	30.7
	8	42	28.0	28.0	58.7
	9	32	21.3	21.3	80.0
	10	30	20.0	20.0	100.0
	Total	150	100.0	100.0	

EVCC1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	.7	.7	.7
	4	2	1.3	1.3	2.0
	5	8	5.3	5.3	7.3
	6	12	8.0	8.0	15.3
	7	30	20.0	20.0	35.3
	8	38	25.3	25.3	60.7
	9	33	22.0	22.0	82.7
	10	26	17.3	17.3	100.0
	Total	150	100.0	100.0	

EVCC2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	3	2.0	2.0	2.0
	5	6	4.0	4.0	6.0
	6	10	6.7	6.7	12.7
	7	22	14.7	14.7	27.3
	8	48	32.0	32.0	59.3
	9	33	22.0	22.0	81.3
	10	28	18.7	18.7	100.0
	Total	150	100.0	100.0	

EVCC3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	1.3	1.3	1.3
	4	3	2.0	2.0	3.3
	5	6	4.0	4.0	7.3
	6	10	6.7	6.7	14.0
	7	28	18.7	18.7	32.7
	8	40	26.7	26.7	59.3
	9	35	23.3	23.3	82.7
	10	26	17.3	17.3	100.0
	Total	150	100.0	100.0	

EVCC4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	1.3	1.3	1.3
	4	3	2.0	2.0	3.3
	5	5	3.3	3.3	6.7
	6	11	7.3	7.3	14.0
	7	35	23.3	23.3	37.3
	8	45	30.0	30.0	67.3
	9	27	18.0	18.0	85.3

10	22	14.7	14.7	100.0
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MP1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 6	5	3.3	3.3	3.3
7	21	14.0	14.0	17.3
8	54	36.0	36.0	53.3
9	41	27.3	27.3	80.7
10	29	19.3	19.3	100.0
Total	150	100.0	100.0	

MP2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5	2	1.3	1.3	1.3
6	5	3.3	3.3	4.7
7	25	16.7	16.7	21.3
8	48	32.0	32.0	53.3
9	44	29.3	29.3	82.7
10	26	17.3	17.3	100.0
Total	150	100.0	100.0	

MP3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5	1	.7	.7	.7
6	8	5.3	5.3	6.0
7	27	18.0	18.0	24.0
8	51	34.0	34.0	58.0
9	31	20.7	20.7	78.7
10	32	21.3	21.3	100.0
Total	150	100.0	100.0	

MP4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	2	1.3	1.3	1.3
	6	6	4.0	4.0	5.3
	7	21	14.0	14.0	19.3
	8	55	36.7	36.7	56.0
	9	37	24.7	24.7	80.7
	10	29	19.3	19.3	100.0
	Total	150	100.0	100.0	

MP5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	1.3	1.3	1.3
	4	1	.7	.7	2.0
	5	3	2.0	2.0	4.0
	6	12	8.0	8.0	12.0
	7	18	12.0	12.0	24.0
	8	53	35.3	35.3	59.3
	9	28	18.7	18.7	78.0
	10	33	22.0	22.0	100.0
	Total	150	100.0	100.0	

MP6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	2	1.3	1.3	1.3
	5	1	.7	.7	2.0
	6	8	5.3	5.3	7.3
	7	20	13.3	13.3	20.7
	8	57	38.0	38.0	58.7
	9	32	21.3	21.3	80.0
	10	30	20.0	20.0	100.0

MP6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	2	1.3	1.3	1.3
5	1	.7	.7	2.0
6	8	5.3	5.3	7.3
7	20	13.3	13.3	20.7
8	57	38.0	38.0	58.7
9	32	21.3	21.3	80.0
10	30	20.0	20.0	100.0
Total	150	100.0	100.0	

Lampiran 3 Uji Validitas

Variabel *Relational Interaction Capability*

	RIC1	RIC2	RIC3	RIC4
RIC1 Pearson Correlation	1	.554**	.573**	.513**
Sig. (2-tailed)		.000	.000	.000
N	150	150	150	150
RIC2 Pearson Correlation	.554**	1	.716**	.573**
Sig. (2-tailed)	.000		.000	.000
N	150	150	150	150
RIC3 Pearson Correlation	.573**	.716**	1	.658**
Sig. (2-tailed)	.000	.000		.000
N	150	150	150	150
RIC4 Pearson Correlation	.513**	.573**	.658**	1
Sig. (2-tailed)	.000	.000	.000	
N	150	150	150	150

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

Emowered interaction capability

EIC1 Pearson Correlation	.412**	.408**	.425**	.517**
Sig. (2-tailed)	.000	.000	.000	.000
N	150	150	150	150

EIC2 Pearson Correlation	.332**	.338**	.389**	.447**
Sig. (2-tailed)	.000	.000	.000	.000
N	150	150	150	150
EIC3 Pearson Correlation	.309**	.274**	.362**	.340**
Sig. (2-tailed)	.000	.001	.000	.000
N	150	150	150	150
EIC4 Pearson Correlation	.322**	.309**	.361**	.310**
Sig. (2-tailed)	.000	.000	.000	.000
N	150	150	150	150

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

Development interaction capability

DIC1 Pearson Correlation	.329**	.427**	.461**	.540**
Sig. (2-tailed)	.000	.000	.000	.000
N	150	150	150	150
DIC2 Pearson Correlation	.412**	.430**	.446**	.498**
Sig. (2-tailed)	.000	.000	.000	.000
N	150	150	150	150
DIC3 Pearson Correlation	.502**	.399**	.473**	.528**
Sig. (2-tailed)	.000	.000	.000	.000
N	150	150	150	150
DIC4 Pearson Correlation	.295**	.334**	.317**	.385**
Sig. (2-tailed)	.000	.000	.000	.000
N	150	150	150	150

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

Emotional value co-creation

EVCC1 Pearson Correlation	.286**	.310**	.294**	.402**	.584**
Sig. (2-tailed)	.000	.000	.000	.000	.000
N	150	150	150	150	150
EVCC2 Pearson Correlation	.362**	.367**	.304**	.413**	.567**
Sig. (2-tailed)	.000	.000	.000	.000	.000
N	150	150	150	150	150
EVCC3 Pearson Correlation	.307**	.359**	.298**	.376**	.485**
Sig. (2-tailed)	.000	.000	.000	.000	.000

N	150	150	150	150	150
EVCC4 Pearson Correlation	.295**	.353**	.281**	.366**	.481**
Sig. (2-tailed)	.000	.000	.000	.000	.000
N	150	150	150	150	150

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

Market Performance

MP1 Pearson Correlation	.508**	.433**	.451**	.495**	.458**	.439**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
N	150	150	150	150	150	150
MP2 Pearson Correlation	.381**	.369**	.410**	.486**	.460**	.500**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
N	150	150	150	150	150	150
MP3 Pearson Correlation	.481**	.414**	.421**	.507**	.520**	.548**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
N	150	150	150	150	150	150
MP4 Pearson Correlation	.333**	.330**	.403**	.464**	.397**	.396**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
N	150	150	150	150	150	150
MP5 Pearson Correlation	.402**	.390**	.428**	.468**	.369**	.365**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
N	150	150	150	150	150	150
MP6 Pearson Correlation	.385**	.386**	.441**	.449**	.441**	.493**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
N	150	150	150	150	150	150

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

Lampiran 4 Uji Realibilitas

Scale: ALL VARIABLES

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.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RIC1	180.95	394.413	.535	.949
RIC2	180.93	391.585	.551	.949
RIC3	181.05	388.467	.572	.948
RIC4	181.13	386.393	.635	.948
EIC1	181.41	380.244	.678	.947
EIC2	181.25	382.281	.663	.947
EIC3	181.27	384.616	.632	.948
EIC4	181.12	388.710	.542	.949
DIC1	181.07	380.860	.710	.947
DIC2	181.22	374.790	.753	.946
DIC3	180.95	380.145	.764	.946
DIC4	181.45	375.645	.632	.948
EVCC1	181.52	373.540	.698	.947
EVCC2	181.37	373.428	.746	.946
EVCC3	181.49	370.694	.732	.946
EVCC4	181.63	373.321	.714	.947
MP1	181.03	384.509	.752	.946
MP2	181.11	383.242	.730	.947
MP3	181.15	379.634	.772	.946
MP4	181.11	385.935	.659	.947
MP5	181.29	378.810	.637	.948
MP6	181.18	379.357	.740	.946

Lampiran 5 : Uji Multikolinieritas

Model 1

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	8.099	3.871		2.092	.038					
RELATIONAL INTERACTION CAPABILITY	.072	.134	.044	.538	.591	.412	.045	.035	.624	1.602
EMPOWERED INTERACTION CAPABILITY	.176	.141	.119	1.251	.213	.516	.103	.080	.454	2.205
DEVEKOPMENT INTERACTION CAPABILITY	.698	.136	.513	5.127	.000	.391	.329	.410		2.437

a. Dependent Variable: Emotional Value Co-Creation

Model 2

Coefficients^a

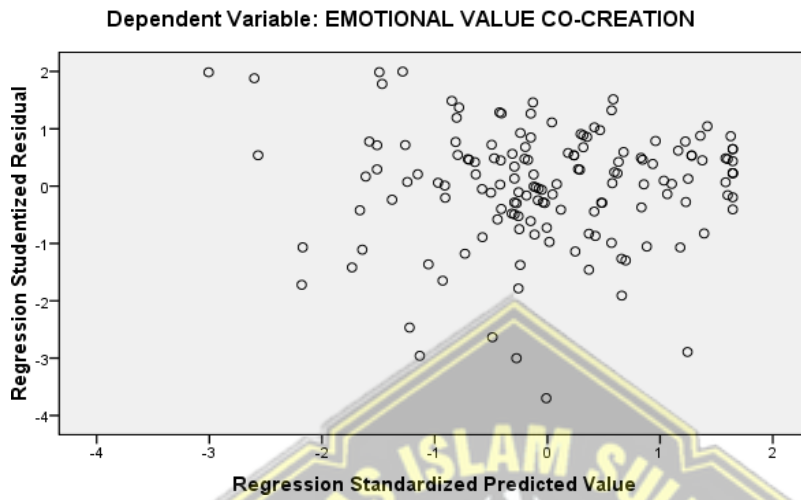
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	26.416	2.571		10.275	.000					
EMOTIONAL VALUE CO-CREATION	.597	.064	.607	9.289	.000	.607	.607	.607	1.000	1.000

a. Dependent Variable: MARKET PERFORMANCE

Lampiran 6 : Uji Heterokedastisitas

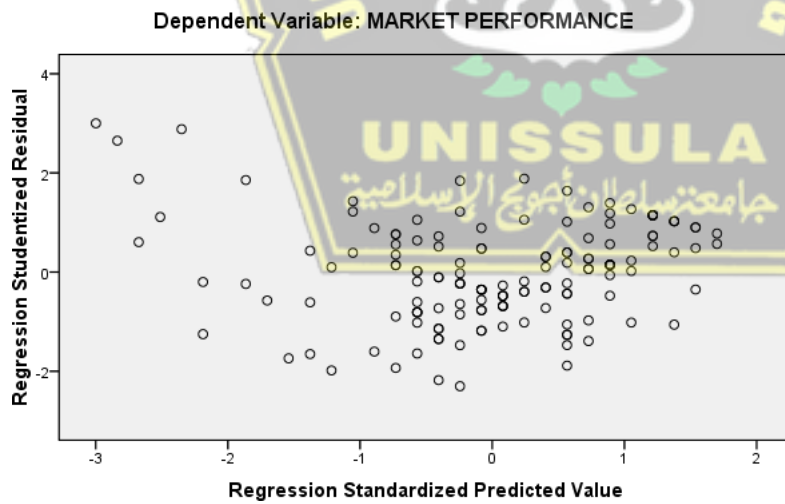
Model 1

Scatterplot



Model 2

Scatterplot

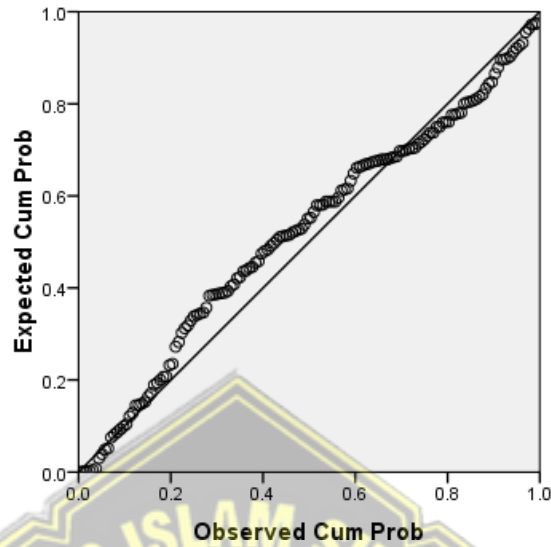


Lampiran 7: Uji Normalitas

Model 1

Normal P-P Plot of Regression Standardized Residual

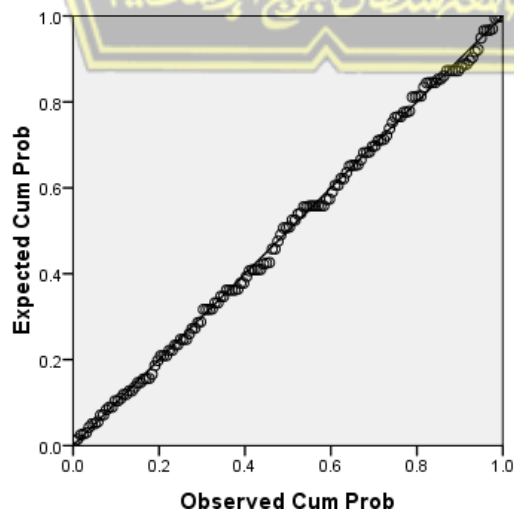
Dependent Variable: EMOTIONAL VALUE CO-CREATION



Model 2

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: MARKET PERFORMANCE



Lampiran 8 : Uji Hipotesis dan Regresi

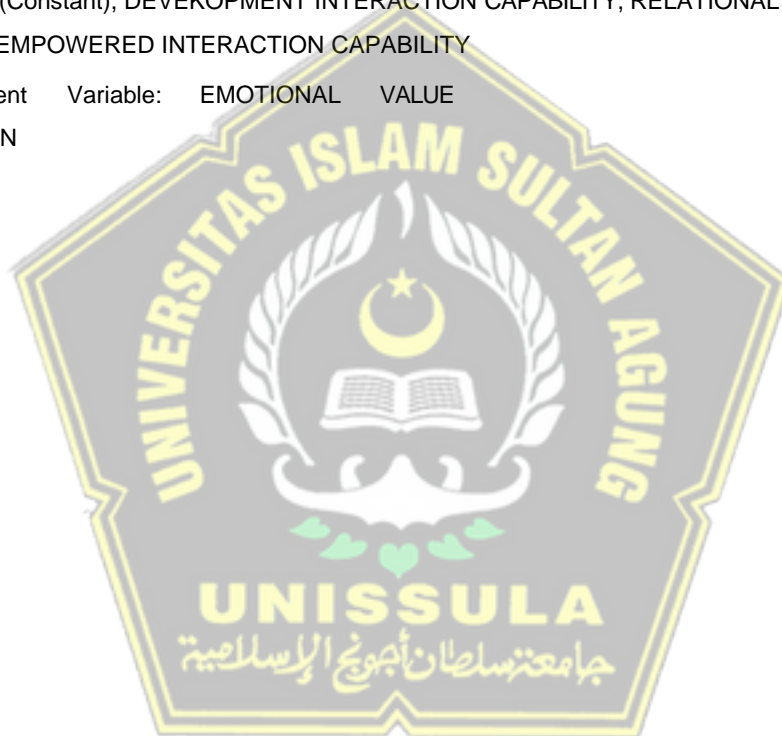
Model 1

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.633 ^a	.400	.388	4.828221	.400	32.487	3	146	.000

a. Predictors: (Constant), DEVEKOPMENT INTERACTION CAPABILITY, RELATIONAL INTERACTION CAPABILITY, EMPOWERED INTERACTION CAPABILITY

b. Dependent Variable: EMOTIONAL VALUE CO-CREATION



ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2271.983	3	757.328	32.487	.000 ^a
	Residual	3403.510	146	23.312		
	Total	5675.493	149			

a. Predictors: (Constant), DEVEKOPMENT INTERACTION CAPABILITY, RELATIONAL INTERACTION CAPABILITY, EMPOWERED INTERACTION CAPABILITY

b. Dependent Variable: EMOTIONAL VALUE CO-CREATION

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	8.099	3.871		2.092	.038					
RELATIONAL INTERACTION CAPABILITY	.072	.134	.044	.538	.591	.412	.045	.035	.624	1.602
EMPOWERED INTERACTION CAPABILITY	.176	.141	.119	1.251	.213	.516	.103	.080	.454	2.205
DEVEKOPMENT INTERACTION CAPABILITY	.698	.136	.513	5.127	.000	.626	.391	.329	.410	2.437

a. Dependent Variable: EMOTIONAL VALUE CO-CREATION

Model 2

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.607 ^a	.368	.364	4.84428	.368	86.285	1	148	.000

a. Predictors: (Constant), EMOTIONAL VALUE CO-CREATION

b. Dependent Variable: MARKET PERFORMANCE

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2024.848	1	2024.848	86.285	.000 ^a
	Residual	3473.126	148	23.467		
	Total	5497.973	149			

a. Predictors: (Constant), EMOTIONAL VALUE CO-CREATION

b. Dependent Variable: MARKET PERFORMANCE

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics		
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF	
1 (Constant)	26.416	2.571		10.275	.000						
EMOTIONAL VALUE CO-CREATION	.597	.064	.607	9.289	.000	.607	.607	.607	1.000	1.000	

a. Dependent Variable: MARKET PERFORMANCE

