



**LAMPIRAN 1 KUESIONER**

## KUESIONER PENELITIAN

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

**PENGARUH *RELATIONAL* DAN *DEVELOPMENT INTERACTION*  
*CAPABILITY* TERHADAP *MARKET PERFORMANCE* MELALUI  
*SOCIAL VALUE CO CREATION* PADA INDUSTRI JASA KREATIF  
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 beratsiksa-Nya [Al-  
Mâidah/5:2]*

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

Diserahkan pada Responden Tanggal :

..... 2020

## KUESIONER PENELITIAN

### PENGARUH *RELATIONAL* DAN *DEVELOPMENT INTERACTION CAPABILITY* TERHADAP *MARKET PERFORMANCE* MELALUI *SOCIAL VALUE CO CREATION* PADA INDUSTRI JASA KREATIF SALON KECANTIKAN DI JAWA TENGAH

#### Petunjuk Umum

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

Mohon kesediaan Bapak/Ibu/Sdr untuk mengisi kuesioner ini. Kuesioner ini merupakan kuesioner yang penulis susun dalam rangka pelaksanaan penelitian. Jawaban yang Bapak/Ibu/Sdr berikan tidak akan mempengaruhi kedudukan maupun jabatan, mengingat kerahasiaan identitas Bapak/Ibu/Sdr akan kami jaga.

#### I. IDENTITAS RESPONDEN

NO	Identitas	Penjelasan
1	Nama Responden	.....(boleh tidak diisi)
2	Jenis Kelamin	<input type="checkbox"/> laki-laki <input type="checkbox"/> perempuan
3	Usia	.....tahun
4	Status	<input type="checkbox"/> Pelajar <input type="checkbox"/> Mahasiswa <input type="checkbox"/> Karyawan <input type="checkbox"/> Wiraswasta
5	Asal Daerah	.....
6	Pengalaman perawatan di salon	<input type="checkbox"/> Tidak Pernah <input type="checkbox"/> Pernah (sekali) <input type="checkbox"/> Pernah (jarang) <input type="checkbox"/> Pernah (sering)
7	Nama tempat salon kecantikan yang menjadi langganan	.....
8	Pernahkah anda melakukan perawatan berulang pada salon kecantikan yang sama?	<input type="checkbox"/> Tidak Pernah <input type="checkbox"/> Pernah (sekali) <input type="checkbox"/> Pernah (jarang) <input type="checkbox"/> Pernah (sering)

#### PETUNJUK PENGISIAN

Berilah tanda (X) pada kolom jawaban yang tersedia sesuai dengan pendapat, persepsi atas pengalaman yang pernah Bapak/Ibu/Sdr lakukan. Pilih angka 1-10 dari kolom yang sudah disediakan. Skor 1 menunjukkan jawaban Sangat Tidak Setuju (STS) atas pernyataan yang diajukan, sedangkan skor 10 menunjukkan Sangat Setuju (SS) dengan pernyataan yang diajukan.

STS		2	3	4	5	6	7	8	9	10	SS
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Contoh :

No	Pernyataan	Jawaban												
1	Dealer mobil dan perwakilannya membuat saya merasa nyaman saat 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><del>8</del></td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	<del>8</del>	9	10	SS
STS	1	2	3	4	5	6	7	<del>8</del>	9	10	SS			

## II. VARIABEL PENELITIAN

### A. Relational Interaction Capability

No	Pernyataan	Jawaban												
1	Salon Kecantikan langganannya saya membuat saya merasa nyaman saat 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 langganannya saya mencoba menjalin hubungan baik 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			
3	Salon Kecantikan langganannya saya mendorong komunikasi dua arah 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			
4	Salon Kecantikan langganannya 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. Developmental Interaction Capabilities

No	Pernyataan	Jawaban												
1	Salon Kecantikan langganannya saya selalu membagikan informasi yang berguna untuk 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			
2	Salon Kecantikan langganannya saya selalu membantunya menjadi lebih berpengetahuan	<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 langganannya saya memberikan saran sesuai yang saya butuhkan	<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 langganannya saya menawarkan keahlian atau pengetahuan yang bisa saya pelajari.	<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			

### C. Social Value Co-Creation (SVCC)

No	Pernyataan	Jawaban												
1	Saya dan Salon Kecantikan langganannya membahas cara yang lebih inovatif dalam meningkatkan citra di	<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			

	masyarakat (misalnya lebih dikenal)	
2	Sayadan Salon Kecantikan langganansaya membahas cara meningkatkan prestise pribadisaya di masyarakat (misalnya lebih dihargai di masyarakat)	SST 1 2 3 4 5 6 7 8 9 10 SS
3	Sayadan Salon Kecantikan langganansaya membahas cara meningkatkan kepercayaan diri di masyarakat (misalnya lebih percaya diri)	SST 1 2 3 4 5 6 7 8 9 10 SS
4	Sayadan Salon Kecantikan langganansaya membahas cara yang lebih baik untuk diterima di masyarakat (lebih diterima di lingkungannya)	SST 1 2 3 4 5 6 7 8 9 10 SS

#### D. Market Performance

No	Pernyataan	Jawaban
1	Kualitas layanan Salon Kecantikan langganansaya sesuai harapan saya	SST 1 2 3 4 5 6 7 8 9 10 SS
2	Saya merekomendasikan Salon Kecantikan langganansaya 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 langganansaya	SST 1 2 3 4 5 6 7 8 9 10 SS
4	Tarif dan harga yang ditetapkan Salon Kecantikan langganansaya 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 langganansaya	SST 1 2 3 4 5 6 7 8 9 10 SS
6	Jika saya akan memanfaatkan jasa salon, saya pasti dengan Salon Kecantikan langganansaya	SST 1 2 3 4 5 6 7 8 9 10 SS

....., .....

2020

Responden

(.....)



## LAMPIRAN 2 TABULASI DATA

<i>Relational Interaction Capability</i>				<b>X1</b>	<i>Development Interaction Capability</i>				<b>X2</b>
<b>X1.1</b>	<b>X1.2</b>	<b>X1.3</b>	<b>X1.4</b>		<b>X2.1</b>	<b>X2.2</b>	<b>X2.3</b>	<b>X2.3</b>	
8	9	7	8	<b>32</b>	8	9	9	9	<b>35</b>
9	9	9	9	<b>36</b>	9	9	9	9	<b>36</b>
8	9	8	8	<b>33</b>	8	8	8	9	<b>33</b>
7	7	9	7	<b>30</b>	9	8	8	8	<b>33</b>
8	10	10	10	<b>38</b>	10	10	10	8	<b>38</b>
8	9	9	7	<b>33</b>	8	7	8	9	<b>32</b>
10	10	10	10	<b>40</b>	10	10	10	10	<b>40</b>
7	7	9	6	<b>29</b>	6	6	6	6	<b>24</b>
7	9	7	6	<b>29</b>	7	7	6	7	<b>27</b>
10	10	10	10	<b>40</b>	10	10	10	6	<b>36</b>
7	8	8	7	<b>30</b>	8	8	8	8	<b>32</b>
9	7	8	8	<b>32</b>	9	7	9	8	<b>33</b>
9	10	10	10	<b>39</b>	10	10	10	10	<b>40</b>
9	9	8	7	<b>33</b>	8	8	8	7	<b>31</b>
5	8	8	6	<b>27</b>	7	9	8	9	<b>33</b>
9	9	9	9	<b>36</b>	8	8	7	8	<b>31</b>
10	10	10	10	<b>40</b>	10	10	10	10	<b>40</b>
8	9	9	9	<b>35</b>	9	9	9	9	<b>36</b>
9	8	7	8	<b>32</b>	8	8	8	8	<b>32</b>
8	8	9	8	<b>33</b>	9	9	9	9	<b>36</b>
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9	10	9	9	37	9	9	9	9	36
9	8	9	9	35	10	10	10	9	39
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<i>Social Value Co Creation</i>				<b>Y1</b>	<i>Market Performance</i>						<b>Y2</b>
<b>Y1.1</b>	<b>Y1.2</b>	<b>Y1.3</b>	<b>Y1.4</b>		<b>Y2.1</b>	<b>Y2.2</b>	<b>Y2.3</b>	<b>Y2.4</b>	<b>Y2.5</b>	<b>Y2.6</b>	
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## LAMPIRAN 3 HASIL ANALISIS DATA



## ANALISIS DESKRIPTIF

### Statistics

		RIC1	RIC2	RIC3	RIC4
N	Valid	202	202	202	202
	Missing	0	0	0	0

### RIC1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	2	1.0	1.0	1.0
	6.00	7	3.5	3.5	4.5
	7.00	26	12.9	12.9	17.3
	8.00	70	34.7	34.7	52.0
	9.00	55	27.2	27.2	79.2
	10.00	42	20.8	20.8	100.0
	Total	202	100.0	100.0	

### RIC2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4.00	1	.5	.5	.5
	5.00	1	.5	.5	1.0
	6.00	5	2.5	2.5	3.5
	7.00	30	14.9	14.9	18.3
	8.00	61	30.2	30.2	48.5
	9.00	55	27.2	27.2	75.7
	10.00	49	24.3	24.3	100.0
	Total	202	100.0	100.0	

RIC3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4.00	3	1.5	1.5	1.5
	5.00	1	.5	.5	2.0
	6.00	6	3.0	3.0	5.0
	7.00	39	19.3	19.3	24.3
	8.00	56	27.7	27.7	52.0
	9.00	52	25.7	25.7	77.7
	10.00	45	22.3	22.3	100.0
	Total	202	100.0	100.0	

RIC4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	1	.5	.5	.5
	6.00	16	7.9	7.9	8.4
	7.00	37	18.3	18.3	26.7
	8.00	61	30.2	30.2	56.9
	9.00	45	22.3	22.3	79.2
	10.00	42	20.8	20.8	100.0
	Total	202	100.0	100.0	

**Statistics**

		DIC1	DIC2	DIC3	DIC4
N	Valid	202	202	202	202
	Missing	0	0	0	0

**DIC1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.5	.5	.5
	4.00	1	.5	.5	1.0
	5.00	7	3.5	3.5	4.5
	6.00	8	4.0	4.0	8.4
	7.00	38	18.8	18.8	27.2
	8.00	59	29.2	29.2	56.4
	9.00	41	20.3	20.3	76.7
	10.00	47	23.3	23.3	100.0
	Total	202	100.0	100.0	

**DIC2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.0	1.0	1.0
	3.00	1	.5	.5	1.5
	4.00	2	1.0	1.0	2.5
	5.00	8	4.0	4.0	6.4
	6.00	13	6.4	6.4	12.9
	7.00	37	18.3	18.3	31.2
	8.00	58	28.7	28.7	59.9
	9.00	39	19.3	19.3	79.2
	10.00	42	20.8	20.8	100.0
	Total	202	100.0	100.0	

DIC3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.5	.5	.5
	3.00	1	.5	.5	1.0
	5.00	5	2.5	2.5	3.5
	6.00	9	4.5	4.5	7.9
	7.00	28	13.9	13.9	21.8
	8.00	61	30.2	30.2	52.0
	9.00	48	23.8	23.8	75.7
	10.00	49	24.3	24.3	100.0
	Total	202	100.0	100.0	

DIC4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.0	1.0	1.0
	2.00	1	.5	.5	1.5
	3.00	5	2.5	2.5	4.0
	4.00	4	2.0	2.0	5.9
	5.00	17	8.4	8.4	14.4
	6.00	18	8.9	8.9	23.3
	7.00	32	15.8	15.8	39.1
	8.00	50	24.8	24.8	63.9
	9.00	41	20.3	20.3	84.2
	10.00	32	15.8	15.8	100.0
	Total	202	100.0	100.0	

## Statistics

		SVC1	SVC2	SVC3	SVC4
N	Valid	202	202	202	202
	Missing	0	0	0	0

## SVC1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	2	1.0	1.0	1.0
	4.00	5	2.5	2.5	3.5
	5.00	17	8.4	8.4	11.9
	6.00	9	4.5	4.5	16.3
	7.00	40	19.8	19.8	36.1
	8.00	55	27.2	27.2	63.4
	9.00	38	18.8	18.8	82.2
	10.00	36	17.8	17.8	100.0
	Total	202	100.0	100.0	

## SVC2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.5	.5	.5
	2.00	2	1.0	1.0	1.5
	3.00	5	2.5	2.5	4.0
	4.00	7	3.5	3.5	7.4
	5.00	13	6.4	6.4	13.9
	6.00	23	11.4	11.4	25.2
	7.00	48	23.8	23.8	49.0
	8.00	38	18.8	18.8	67.8
	9.00	40	19.8	19.8	87.6
	10.00	25	12.4	12.4	100.0
Total	202	100.0	100.0		



**SVC3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.0	1.0	1.0
	2.00	1	.5	.5	1.5
	3.00	3	1.5	1.5	3.0
	4.00	7	3.5	3.5	6.4
	5.00	12	5.9	5.9	12.4
	6.00	14	6.9	6.9	19.3
	7.00	34	16.8	16.8	36.1
	8.00	58	28.7	28.7	64.9
	9.00	40	19.8	19.8	84.7
	10.00	31	15.3	15.3	100.0
	Total	202	100.0	100.0	

**SVC4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.5	.5	.5
	2.00	1	.5	.5	1.0
	3.00	2	1.0	1.0	2.0
	4.00	7	3.5	3.5	5.4
	5.00	10	5.0	5.0	10.4
	6.00	22	10.9	10.9	21.3
	7.00	37	18.3	18.3	39.6
	8.00	52	25.7	25.7	65.3
	9.00	44	21.8	21.8	87.1
	10.00	26	12.9	12.9	100.0
	Total	202	100.0	100.0	

**Statistics**

		MP1	MP2	MP3	MP4	MP5	MP6
N	Valid	202	202	202	202	202	202
	Missing	0	0	0	0	0	0

**MP1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	5	2.5	2.5	2.5
	6.00	8	4.0	4.0	6.4
	7.00	29	14.4	14.4	20.8
	8.00	67	33.2	33.2	54.0
	9.00	55	27.2	27.2	81.2
	10.00	38	18.8	18.8	100.0
	Total	202	100.0	100.0	

**MP2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	8	4.0	4.0	4.0
	6.00	9	4.5	4.5	8.4
	7.00	32	15.8	15.8	24.3
	8.00	60	29.7	29.7	54.0
	9.00	55	27.2	27.2	81.2
	10.00	38	18.8	18.8	100.0
	Total	202	100.0	100.0	

**MP3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	5	2.5	2.5	2.5
	6.00	13	6.4	6.4	8.9
	7.00	36	17.8	17.8	26.7
	8.00	64	31.7	31.7	58.4
	9.00	41	20.3	20.3	78.7

10.00	43	21.3	21.3	100.0
Total	202	100.0	100.0	

**MP4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5.00	5	2.5	2.5	2.5
6.00	8	4.0	4.0	6.4
7.00	32	15.8	15.8	22.3
8.00	67	33.2	33.2	55.4
9.00	51	25.2	25.2	80.7
10.00	39	19.3	19.3	100.0
Total	202	100.0	100.0	

**MP5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	2	1.0	1.0	1.0
4.00	1	.5	.5	1.5
5.00	8	4.0	4.0	5.4
6.00	20	9.9	9.9	15.3
7.00	22	10.9	10.9	26.2
8.00	60	29.7	29.7	55.9
9.00	44	21.8	21.8	77.7
10.00	45	22.3	22.3	100.0
Total	202	100.0	100.0	

**MP6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4.00	3	1.5	1.5	1.5
5.00	7	3.5	3.5	5.0
6.00	9	4.5	4.5	9.4
7.00	30	14.9	14.9	24.3
8.00	65	32.2	32.2	56.4
9.00	43	21.3	21.3	77.7
10.00	45	22.3	22.3	100.0

Total	202	100.0	100.0
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#### Correlations

		RIC1	RIC2	RIC3	RIC4	RIC
RIC1	Pearson Correlation	1	.621**	.637**	.589**	.832**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	202	202	202	202	202
RIC2	Pearson Correlation	.621**	1	.687**	.580**	.848**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	202	202	202	202	202
RIC3	Pearson Correlation	.637**	.687**	1	.640**	.879**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	202	202	202	202	202
RIC4	Pearson Correlation	.589**	.580**	.640**	1	.832**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	202	202	202	202	202
RIC	Pearson Correlation	.832**	.848**	.879**	.832**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	202	202	202	202	202

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

#### Correlations

		DIC1	DIC2	DIC3	DIC4	DIC
DIC1	Pearson Correlation	1	.755**	.766**	.494**	.868**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	202	202	202	202	202
DIC2	Pearson Correlation	.755**	1	.773**	.515**	.885**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	202	202	202	202	202
DIC3	Pearson Correlation	.766**	.773**	1	.519**	.881**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	202	202	202	202	202
DIC4	Pearson Correlation	.494**	.515**	.519**	1	.774**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	202	202	202	202	202
DIC	Pearson Correlation	.868**	.885**	.881**	.774**	1
	Sig. (2-tailed)	.000	.000	.000	.000	

N	202	202	202	202	202
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\*\* . Correlation is significant at the 0.01 level (2-tailed).

#### Correlations

	SVC1	SVC2	SVC3	SVC4	SVC
SVC1 Pearson Correlation	1	.683**	.667**	.625**	.829**
Sig. (2-tailed)		.000	.000	.000	.000
N	202	202	202	202	202
SVC2 Pearson Correlation	.683**	1	.805**	.746**	.913**
Sig. (2-tailed)	.000		.000	.000	.000
N	202	202	202	202	202
SVC3 Pearson Correlation	.667**	.805**	1	.802**	.923**
Sig. (2-tailed)	.000	.000		.000	.000
N	202	202	202	202	202
SVC4 Pearson Correlation	.625**	.746**	.802**	1	.892**
Sig. (2-tailed)	.000	.000	.000		.000
N	202	202	202	202	202
SVC Pearson Correlation	.829**	.913**	.923**	.892**	1
Sig. (2-tailed)	.000	.000	.000	.000	
N	202	202	202	202	202

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

#### Correlations

	SVC1	SVC2	SVC3	SVC4	SVC
SVC1 Pearson Correlation	1	.683**	.667**	.625**	.829**
Sig. (2-tailed)		.000	.000	.000	.000
N	202	202	202	202	202
SVC2 Pearson Correlation	.683**	1	.805**	.746**	.913**
Sig. (2-tailed)	.000		.000	.000	.000
N	202	202	202	202	202
SVC3 Pearson Correlation	.667**	.805**	1	.802**	.923**
Sig. (2-tailed)	.000	.000		.000	.000
N	202	202	202	202	202
SVC4 Pearson Correlation	.625**	.746**	.802**	1	.892**
Sig. (2-tailed)	.000	.000	.000		.000
N	202	202	202	202	202
SVC Pearson Correlation	.829**	.913**	.923**	.892**	1
Sig. (2-tailed)	.000	.000	.000	.000	
N	202	202	202	202	202

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

## HASIL UJI RELIABILITAS

RIC

### Case Processing Summary

		N	%
Cases	Valid	202	100.0
	Excluded <sup>a</sup>	0	.0
	Total	202	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
.869	.870	4

### 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
RIC1	25.1832	10.170	.707	.501	.839
RIC2	25.1188	9.837	.728	.542	.830
RIC3	25.2673	9.033	.766	.590	.815
RIC4	25.3614	9.655	.690	.480	.846

DIC

**Case Processing Summary**

		N	%
Cases	Valid	202	100.0
	Excluded <sup>a</sup>	0	.0
	Total	202	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
.862	.875	4

**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
DIC1	24.0347	17.626	.770	.656	.804
DIC2	24.2327	16.219	.783	.670	.793
DIC3	23.9158	17.590	.794	.683	.796
DIC4	24.6485	16.786	.555	.309	.905



SVC

**Case Processing Summary**

		N	%
Cases	Valid	202	100.0
	Excluded <sup>a</sup>	0	.0
	Total	202	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
.912	.912	4

**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
SVC1	22.8119	24.820	.712	.513	.916
SVC2	23.2376	21.366	.835	.704	.874
SVC3	22.9604	21.391	.854	.747	.867
SVC4	22.9950	22.940	.807	.676	.884

MP

**Case Processing Summary**

		N	%
Cases	Valid	202	100.0
	Excluded <sup>a</sup>	0	.0
	Total	202	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
.923	.925	6

**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
MP1	41.2822	32.900	.786	.634	.909
MP2	41.3515	31.543	.828	.751	.903
MP3	41.3861	31.253	.848	.772	.900
MP4	41.3069	33.676	.711	.512	.918
MP5	41.4653	30.469	.743	.587	.917
MP6	41.3762	31.082	.784	.639	.909

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### Output Persamaan 1

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

Model	Variables Entered	Variables Removed	Method
1	DIC, RIC <sup>b</sup>	.	Enter

a. Dependent Variable: SVC

b. All requested variables entered.

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Durbin-Watson	
					R Square Change	F Change	df1	df2		Sig. F Change
1	.525 <sub>a</sub>	.276	.269	5.34613	.276	37.947	2	199	.000	1.893

a. Predictors: (Constant), DIC, RIC

b. Dependent Variable: SVC

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2169.127	2	1084.563	37.947	.000 <sup>b</sup>
	Residual	5687.651	199	28.581		
	Total	7856.777	201			

a. Dependent Variable: SVC

b. Predictors: (Constant), DIC, RIC

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	7.131	3.181		2.242	.026		
RIC	.231	.117	.150	1.974	.050	.632	1.582
DIC	.489	.088	.421	5.550	.000	.632	1.582

a. Dependent Variable: SVC

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	RIC	DIC
1	1	2.980	1.000	.00	.00	.00
	2	.014	14.765	.44	.01	.70
	3	.006	22.343	.56	.99	.30

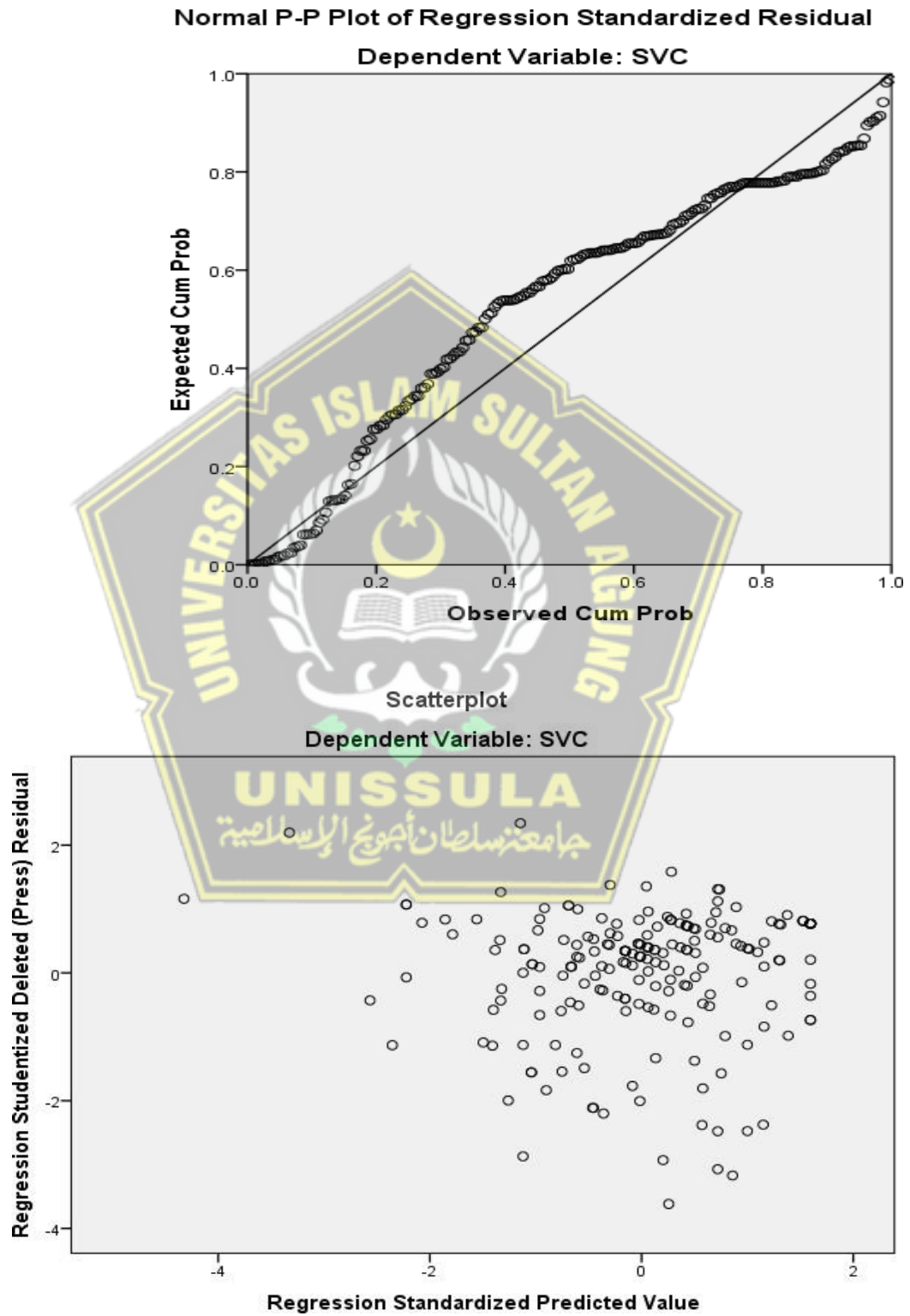
a. Dependent Variable: SVC

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	16.4661	35.9094	30.6683	3.28507	202
Std. Predicted Value	-4.323	1.595	.000	1.000	202
Standard Error of Predicted Value	.380	2.409	.611	.228	202
Adjusted Predicted Value	15.0567	35.9851	30.6545	3.32950	202
Residual	-18.50981	12.09278	.00000	5.31947	202
Std. Residual	-3.462	2.262	.000	.995	202
Stud. Residual	-3.512	2.317	.001	1.004	202
Deleted Residual	-19.04753	12.69300	.01377	5.41419	202
Stud. Deleted Residual	-3.617	2.343	-.002	1.012	202
Mahal. Distance	.018	39.807	1.990	3.355	202
Cook's Distance	.000	.119	.006	.016	202
Centered Leverage Value	.000	.198	.010	.017	202

a. Dependent Variable: SVC

a. Dependen variabel : y1



## Output Persamaan 2

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

Model	Variables Entered	Variables Removed	Method
1	SVC <sup>b</sup>	.	Enter

- a. Dependent Variable: MP  
 b. All requested variables entered.

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.519 <sup>a</sup>	.269	.266	5.75604	.269	73.781	1	200	.000	1.889

- a. Predictors: (Constant), SVC  
 b. Dependent Variable: MP

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2444.503	1	2444.503	73.781	.000 <sup>b</sup>
	Residual	6626.388	200	33.132		
	Total	9070.891	201			

- a. Dependent Variable: MP  
 b. Predictors: (Constant), SVC

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	32.527	2.032		16.005	.000		
	SVC	.558	.065	.519	8.590	.000	1.000	1.000

- a. Dependent Variable: MP

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	SVC
1	1	1.980	1.000	.01	.01
	2	.020	9.936	.99	.99

a. Dependent Variable: MP

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	39.2206	54.8388	49.6337	3.48736	202
Std. Predicted Value	-2.986	1.493	.000	1.000	202
Standard Error of Predicted Value	.406	1.278	.547	.169	202
Adjusted Predicted Value	38.8326	54.8525	49.6202	3.50613	202
Residual	-16.14529	20.22160	.00000	5.74170	202
Std. Residual	-2.805	3.513	.000	.998	202
Stud. Residual	-2.813	3.594	.001	1.005	202
Deleted Residual	-16.24041	21.16743	.01351	5.82890	202
Stud. Deleted Residual	-2.863	3.707	.002	1.013	202
Mahal. Distance	.003	8.916	.995	1.409	202
Cook's Distance	.000	.302	.008	.027	202
Centered Leverage Value	.000	.044	.005	.007	202

a. Dependent Variable: MP



a. Dependen variabel : y2

