

LAMPIRAN



Lampiran 1

Kuesioner

Penelitian 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.

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"/> Wirausaha
5	Asal Daerah
6	Pengalaman Kecantikan Kesalon	<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 sampai 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	1	2	3	4	5	6	7	8	9	10	SS
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Contoh :

1	Saya merasa senang saat dilibatkan dalam pembuatan/pemilihan produk ataupun konten perusahaan	<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>X</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	X	9	10	SS
STS	1	2	3	4	5	6	7	X	9	10	SS			

1. Individual Interaction Capability

No	Pernyataan	Jawaban
1	Karyawan salon mampu memahami kebutuhan yang saya inginkan secara spesifik	SST 1 2 3 4 5 6 7 8 9 10 SS
2	Karyawan salon mampu memahami saya terhadap situasi pribadi saya.	SST 1 2 3 4 5 6 7 8 9 10 SS
3	Karyawan Salon mampu memahami jenis layanan yang terbaik untuk membantu saya.	SST 1 2 3 4 5 6 7 8 9 10 SS
4	Karyawan Salon mampu memahami dalam ,mengidentifikasi harapan pribadi saya	SST 1 2 3 4 5 6 7 8 9 10 SS

2. Ethical Interaction Capability

No	Pernyataan	Jawaban
1	Salon Kecantikan langganan saya tidak pernah memanfaatkan saya untuk kepentingan mereka dengan cara apapun	STS 1 2 3 4 5 6 7 8 9 10 SS
2	Salon Kecantikan langganan saya bertindak secara adil bagi konsumen-konsumen	STS 1 2 3 4 5 6 7 8 9 10 SS
3	Salon Kecantikan langganan saya tidak pernah memberikan informasi yang menyesatkan atau menjerumuskan saya dengan cara apa pun.	STS 1 2 3 4 5 6 7 8 9 10 SS
4	Salon Kecantikan langganan saya tidak pernah mencoba memanipulasi (mengajak untuk berbuat curang) saya.	STS 1 2 3 4 5 6 7 8 9 10 SS

A. Social Value Co-Creation (SVCC)

No	Pernyataan	Jawaban
1	Saya dan Salon Kecantikan langganan saya membahas cara yang lebih inovatif dalam meningkatkan citra diri saya di masyarakat (misal supaya lebih dikenal)	SST 1 2 3 4 5 6 7 8 9 10 SS
2	Saya dan Salon Kecantikan langganan saya membahas cara meningkatkan prestise pribadi saya di masyarakat (misal lebih dihargai di masyarakat)	SST 1 2 3 4 5 6 7 8 9 10 SS
3	Saya dan Salon Kecantikan langganan saya membahas cara meningkatkan kepercayaan diri di masyarakat (misal lebih percaya diri)	SST 1 2 3 4 5 6 7 8 9 10 SS
4	Saya dan Salon Kecantikan langganan saya membahas cara yang lebih baik untuk diterima di masyarakat (lebih diterima dilingkungannya)	SST 1 2 3 4 5 6 7 8 9 10 SS

B. 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

Tabulasi Data Penelitian

Individual Interaction Capability

X1.1	X1.2	X1.3	X1.4	Total
8	6	9	8	31
9	2	9	8	28
9	9	9	8	35
6	6	8	7	27
8	8	7	7	30
7	3	7	7	24
6	7	6	8	27
8	8	10	10	36
9	4	7	7	27
8	6	8	7	29
8	8	8	8	32
7	9	8	9	33
9	4	8	5	26
8	3	9	8	28
8	8	10	10	36
10	9	9	9	37
8	5	7	8	28
9	8	9	8	34
8	8	9	9	34
8	8	9	9	34
7	7	7	7	28
10	6	9	9	34
9	8	9	9	35
8	8	8	9	33
10	9	9	7	35
8	6	8	9	31
9	7	8	7	31
8	8	8	8	32
10	10	10	10	40
9	8	9	9	35
9	7	10	9	35
9	8	8	8	33
10	10	10	10	40

10	8	9	9	36
10	3	9	9	31
10	10	10	10	40
8	8	8	8	32
6	5	5	5	21
7	4	4	4	19
9	6	7	7	29
10	10	10	9	39
8	5	6	4	23
10	7	10	8	35
9	4	8	8	29
10	10	10	10	40
8	7	8	8	31
6	7	6	8	27
8	3	9	6	26
8	5	6	5	24
9	9	9	9	36
9	2	9	9	29
10	3	7	5	25
5	5	9	9	28
8	9	10	10	37
10	3	10	10	33
8	3	6	3	20
10	8	9	9	36
6	7	7	8	28
7	8	4	5	24
10	10	10	10	40
9	6	9	5	29
8	8	8	8	32
9	9	9	9	36
9	5	5	7	26
10	10	10	10	40
8	8	9	8	33
8	9	9	9	35
9	10	9	9	37
4	5	3	3	15
8	8	7	7	30
9	9	10	10	38
8	5	8	6	27

9	9	8	8	34
10	8	10	10	38
9	9	8	8	34
9	9	5	5	28
9	8	9	8	34
8	8	8	8	32
9	10	10	8	37
10	8	10	10	38
7	7	7	7	28
8	9	9	9	35
8	8	8	7	31
6	6	6	6	24
5	5	4	5	19
10	8	10	9	37
8	6	8	9	31
8	7	7	9	31
10	9	9	10	38
7	7	8	8	30
9	10	9	9	37
5	7	5	9	26
10	3	8	8	29
9	2	9	4	24
9	8	8	9	34
9	2	8	5	24
9	7	6	9	31
6	1	8	8	23
6	6	8	6	26
10	10	10	10	40

Ethical Interaction Capability

X2.1	X2.2	X2.3	X2.4	Total
7	9	8	9	33
9	9	9	9	36
9	8	8	8	33
9	10	10	10	39
9	10	10	10	39
5	7	8	2	22
7	7	7	8	29
10	10	10	10	40
8	9	9	8	34
9	9	9	9	36
10	10	10	10	40
8	8	9	7	32
8	9	9	9	35
10	10	10	10	40
10	10	10	10	40
7	7	8	9	31
9	8	8	8	33
10	10	10	10	40
8	8	9	9	34
8	8	9	8	33
8	8	8	8	32
9	7	9	9	34
10	9	9	9	37
10	9	10	10	39
9	9	10	9	37
6	7	7	7	27
7	8	8	8	31
8	8	8	8	32
10	10	10	10	40
9	9	9	9	36
7	9	9	9	34
8	9	9	8	34
10	10	10	10	40
9	10	10	10	39
9	9	10	10	38
10	10	10	10	40
9	8	8	8	33

6	6	6	6	24
7	7	7	7	28
10	9	8	10	37
9	10	9	10	38
5	5	5	6	21
10	10	10	10	40
5	8	10	9	32
10	10	10	10	40
8	8	9	9	34
7	7	7	8	29
8	8	8	9	33
10	10	10	10	40
9	9	9	9	36
9	9	9	9	36
9	10	10	10	39
10	10	10	10	40
7	10	10	10	37
10	10	10	6	36
10	10	10	10	40
9	10	10	10	39
9	7	6	8	30
10	10	10	10	40
8	10	8	8	34
8	9	9	9	35
8	8	8	8	32
9	9	9	7	34
7	8	8	9	32
10	10	10	10	40
8	8	8	8	32
6	9	9	9	33
9	9	9	9	36
4	3	3	4	14
7	7	7	8	29
10	10	10	10	40
9	10	10	10	39
8	8	8	10	34
8	10	10	10	38
9	10	8	9	36
4	4	3	4	15

10	10	9	10	39
8	8	8	7	31
9	9	9	9	36
9	10	10	10	39
7	7	7	7	28
8	9	9	8	34
8	8	8	8	32
8	10	10	10	38
8	10	10	10	38
10	10	10	10	40
8	8	8	9	33
7	6	8	8	29
9	10	10	10	39
10	9	7	10	36
9	9	9	9	36
6	7	7	6	26
8	9	9	9	35
9	9	9	9	36
10	10	10	10	40
8	8	9	8	33
8	9	9	6	32
8	8	8	8	32
8	9	8	9	34
10	10	10	10	40

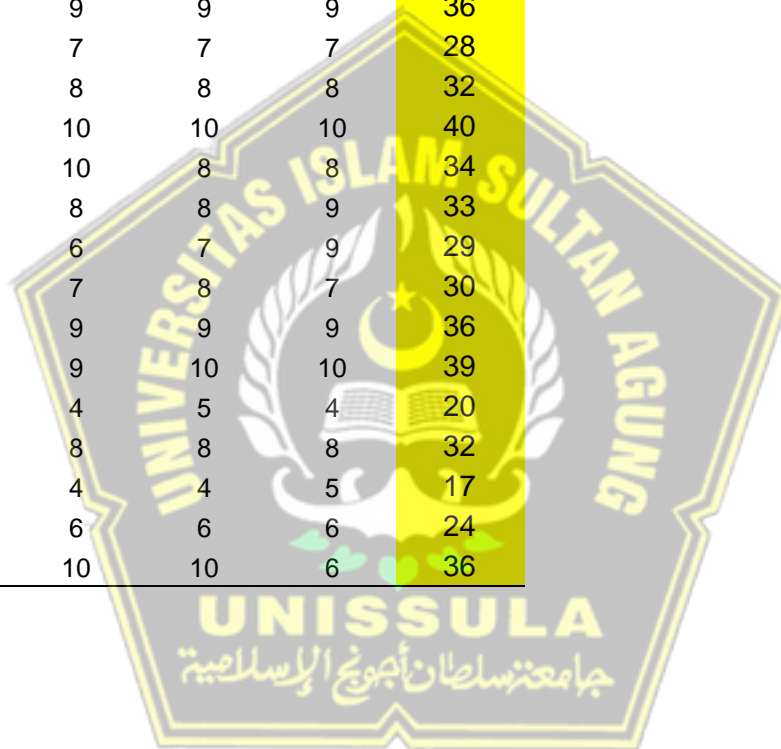


Social Value Co-creation Y1

Y1.1	Y1.2	Y1.3	Y1.4	Total
8	9	9	8	34
10	10	10	10	40
9	9	8	7	33
6	6	7	8	27
8	9	7	7	31
7	7	8	8	30
7	8	7	7	29
7	7	7	7	28
10	9	9	9	37
8	8	8	8	32
10	10	10	10	40
9	8	8	9	34
4	5	4	5	18
8	7	7	8	30
10	10	10	10	40
9	7	8	7	31
8	8	8	8	32
3	1	4	2	10
8	9	8	9	34
8	8	9	8	33
7	6	7	6	26
6	6	9	7	28
9	9	8	9	35
8	7	9	9	33
8	9	8	9	34
7	7	7	7	28
7	6	7	7	27
7	7	8	7	29
10	10	10	10	40
9	9	10	8	36
6	7	7	8	28
9	9	9	9	36
10	2	2	3	17
10	10	10	10	40
9	9	9	9	36
9	9	8	9	35
8	8	8	8	32

5	5	5	5	20
7	7	7	7	28
8	7	8	8	31
9	9	6	8	32
5	5	5	5	20
7	6	6	4	23
9	9	10	9	37
10	7	8	9	34
7	6	7	6	26
7	8	7	7	29
7	7	7	7	28
8	7	8	8	31
5	5	5	2	17
9	9	9	10	37
8	3	3	4	18
9	7	7	7	30
9	10	10	10	39
10	10	10	10	40
5	5	5	6	21
9	9	9	9	36
9	8	7	8	32
7	8	10	10	35
10	10	10	10	40
8	7	8	8	31
8	8	8	8	32
7	6	6	6	25
6	6	6	6	24
10	10	10	10	40
8	8	9	9	34
9	8	8	8	33
9	9	9	9	36
8	7	8	8	31
7	8	8	7	30
10	10	10	9	39
7	7	7	7	28
8	7	8	7	30
7	10	7	6	30
7	7	7	7	28
7	7	8	7	29

8	8	9	7	32
9	9	9	9	36
8	8	9	8	33
10	9	10	10	39
7	7	7	7	28
9	9	8	8	34
5	5	4	4	18
6	6	7	6	25
5	6	5	6	22
9	9	9	9	36
7	7	7	7	28
8	8	8	8	32
10	10	10	10	40
8	10	8	8	34
8	8	8	9	33
7	6	7	9	29
8	7	8	7	30
9	9	9	9	36
10	9	10	10	39
7	4	5	4	20
8	8	8	8	32
4	4	4	5	17
6	6	6	6	24
10	10	10	6	36

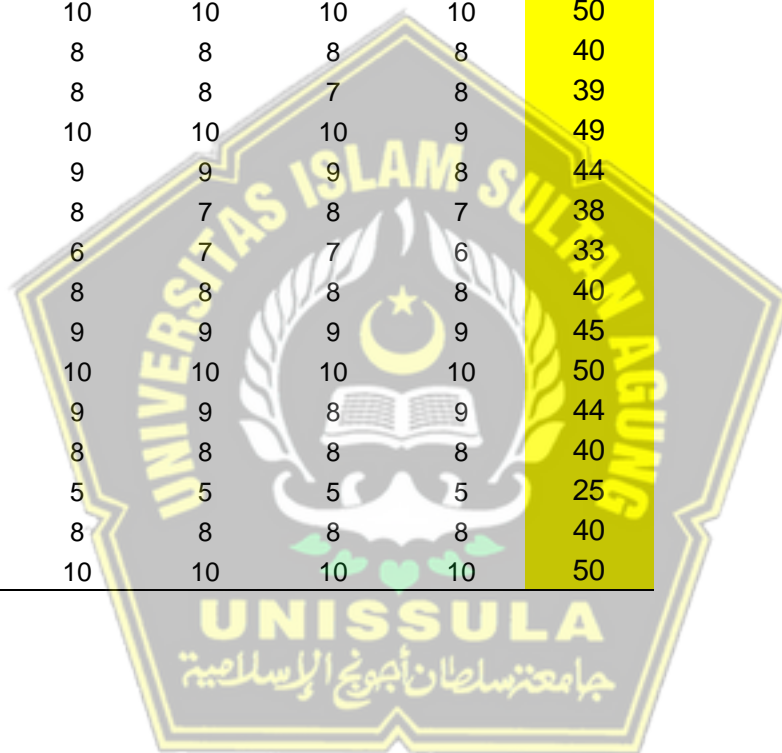


Market performance Y2

Y2.1	XY2.2	Y2.3	Y2.4	Y2.5	Total
9	9	9	9	8	44
9	9	9	9	9	45
8	9	8	10	9	44
9	8	7	7	9	40
8	8	8	8	6	38
8	7	7	6	6	34
7	8	7	7	7	36
10	10	10	8	8	46
8	8	8	8	8	40
8	9	8	9	8	42
10	10	10	10	10	50
8	8	8	8	8	40
8	7	7	9	6	37
8	8	8	8	9	41
10	10	10	10	10	50
7	8	8	8	8	39
8	8	8	7	7	38
8	9	8	9	7	41
8	9	8	8	9	42
8	9	9	8	7	41
9	8	8	7	8	40
6	5	6	5	5	27
8	7	8	7	8	38
10	8	7	9	6	40
8	9	8	7	6	38
8	7	7	8	7	37
7	7	7	7	8	36
7	7	7	8	8	37
10	10	10	10	10	50
9	9	9	8	8	43
7	7	7	7	6	34
9	9	9	9	9	45
10	10	10	10	10	50
10	7	10	9	8	44
9	9	9	9	9	45
10	9	10	10	10	49
8	8	8	8	8	40

6	5	5	5	5	26
7	7	7	7	6	34
10	10	10	10	10	50
8	8	10	9	8	43
8	5	6	8	8	35
9	9	9	10	7	44
8	9	10	10	8	45
9	9	10	9	8	45
8	8	7	8	8	39
7	8	7	7	7	36
9	8	8	8	8	41
7	7	8	7	10	39
5	5	5	6	5	26
9	9	9	9	9	45
8	9	8	9	10	44
8	9	9	9	8	43
9	9	9	10	10	47
10	10	10	10	10	50
8	6	6	7	8	35
9	9	9	8	8	43
9	8	8	9	9	43
9	8	8	5	7	37
10	10	10	10	10	50
9	9	9	9	8	44
9	9	9	9	9	45
8	7	8	7	8	38
6	6	6	8	5	31
10	10	10	10	10	50
8	8	7	7	8	38
8	8	8	9	8	41
9	9	9	9	9	45
8	8	8	8	8	40
7	7	8	8	8	38
9	9	10	10	9	47
6	6	6	6	6	30
9	8	8	8	7	40
10	10	10	9	9	48
9	7	7	7	7	37
7	7	8	9	3	34

9	10	10	9	10	48
10	9	9	9	9	46
8	8	8	8	10	42
8	8	8	8	4	36
7	7	7	7	7	35
9	9	9	9	9	45
8	7	7	7	5	34
6	8	6	6	6	32
10	10	10	5	9	44
10	10	10	10	10	50
8	8	8	8	8	40
8	8	8	7	8	39
10	10	10	10	9	49
9	9	9	9	8	44
8	8	7	8	7	38
7	6	7	7	6	33
8	8	8	8	8	40
9	9	9	9	9	45
10	10	10	10	10	50
9	9	9	8	9	44
8	8	8	8	8	40
5	5	5	5	5	25
8	8	8	8	8	40
10	10	10	10	10	50



Lampiran 3

A. Uji Validitas

Individual Interaction Capability (X1) Correlations

		X1.1	X1.2	X1.3	X1.4	X1
X1.1	Pearson Correlation	1	.294**	.666**	.443**	.702**
	Sig. (2-tailed)		.003	.000	.000	.000
	N	100	100	100	100	100
X1.2	Pearson Correlation	.294**	1	.366**	.547**	.768**
	Sig. (2-tailed)	.003		.000	.000	.000
	N	100	100	100	100	100
X1.3	Pearson Correlation	.666**	.366**	1	.705**	.826**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X1.4	Pearson Correlation	.443**	.547**	.705**	1	.853**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
X1	Pearson Correlation	.702**	.768**	.826**	.853**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

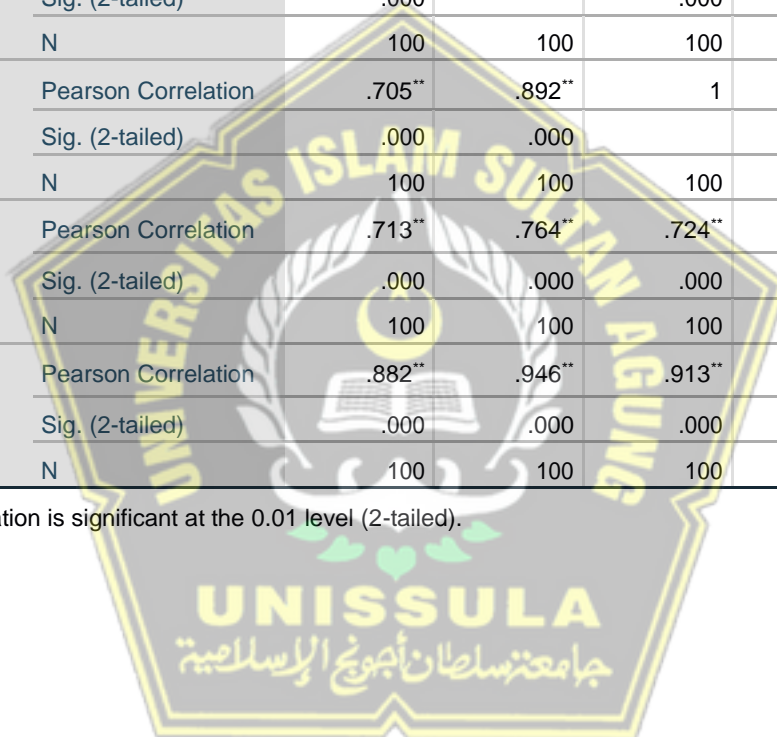
** . Correlation is significant at the 0.01 level (2-tailed).

Ethical Interaction Capability (X2)

Correlations

		X2.1	X2.2	X2.3	X2.4	X2
X2.1	Pearson Correlation	1	.783**	.705**	.713**	.882**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X2.2	Pearson Correlation	.783**	1	.892**	.764**	.946**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X2.3	Pearson Correlation	.705**	.892**	1	.724**	.913**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X2.4	Pearson Correlation	.713**	.764**	.724**	1	.887**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
X2	Pearson Correlation	.882**	.946**	.913**	.887**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

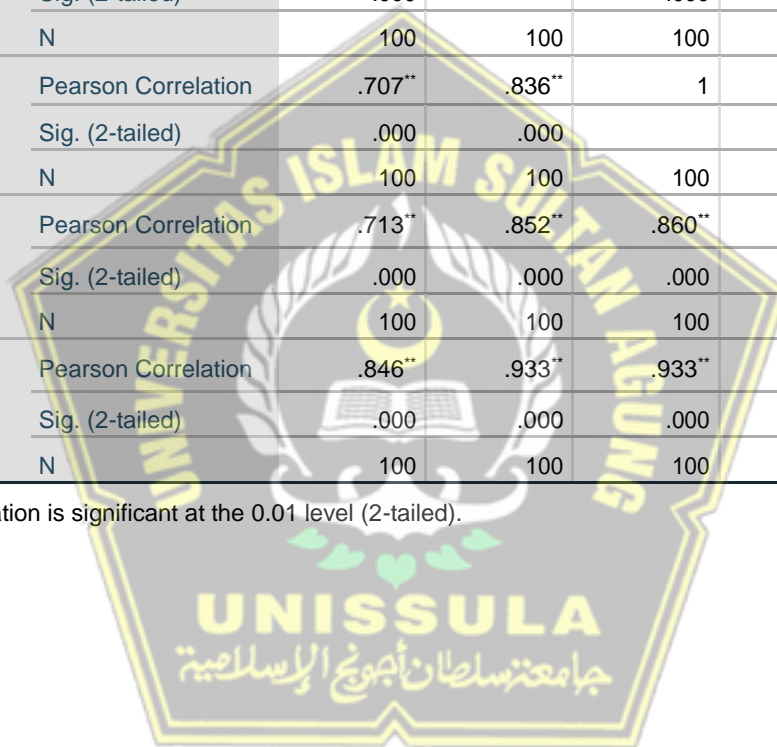
** . Correlation is significant at the 0.01 level (2-tailed).



Social Value Co-creation (Y1)
Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1
Y1.1	Pearson Correlation	1	.708**	.707**	.713**	.846**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Y1.2	Pearson Correlation	.708**	1	.836**	.852**	.933**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Y1.3	Pearson Correlation	.707**	.836**	1	.860**	.933**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Y1.4	Pearson Correlation	.713**	.852**	.860**	1	.941**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Y1	Pearson Correlation	.846**	.933**	.933**	.941**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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



Market Performance (Y2)
Correlations

		Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	Y2
Y2.1	Pearson Correlation	1	.799**	.828**	.661**	.678**	.882**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
Y2.2	Pearson Correlation	.799**	1	.875**	.700**	.694**	.910**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
Y2.3	Pearson Correlation	.828**	.875**	1	.739**	.694**	.921**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
Y2.4	Pearson Correlation	.661**	.700**	.739**	1	.596**	.826**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
Y2.5	Pearson Correlation	.678**	.694**	.694**	.596**	1	.849**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Y2	Pearson Correlation	.882**	.910**	.921**	.826**	.849**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

B. Uji Reabilitas

Individual Interaction Capability (X1)

Case Processing Summary			
		N	%
Cases	Valid	100	56.5
	Excluded ^a	77	43.5
	Total	177	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.807	5

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	54.3900	104.846	.630	.796
X1.2	55.8900	90.099	.657	.760
X1.3	54.6700	97.738	.771	.765
X1.4	54.9200	94.660	.801	.753
X1	31.4100	31.194	1.000	.777

Ethical Interaction Capability (X2)

Case Processing Summary			
		N	%
Cases	Valid	100	56.5
	Excluded ^a	77	43.5
	Total	177	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.842	5

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	60.8000	82.040	.845	.806
X2.2	60.4800	80.777	.929	.796
X2.3	60.4500	81.563	.886	.801
X2.4	60.4700	80.757	.849	.801
X2	34.6000	26.424	1.000	.927

Sosial Value Co-creation (Y1)

Case Processing Summary			
		N	%
Cases	Valid	100	56.5
	Excluded ^a	77	43.5
	Total	177	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.844	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	53.6500	128.795	.805	.821
Y1.2	53.9700	120.332	.910	.795
Y1.3	53.7900	121.865	.911	.798
Y1.4	53.9100	120.265	.920	.794
Y1	30.7600	39.942	1.000	.934

Market Performance (Y2)

Case Processing Summary

		N	%
Cases	Valid	100	56.5
	Excluded ^a	77	43.5
	Total	177	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.811	7

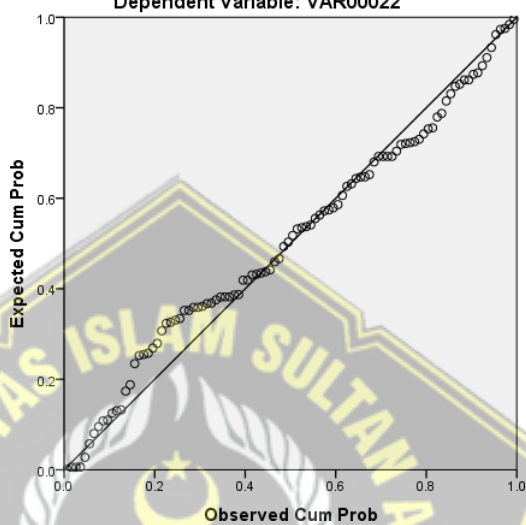
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y2.1	89.8000	166.949	.861	.784
Y2.2	89.9400	163.572	.892	.777
Y2.3	89.9200	162.741	.904	.775
Y2.4	89.9600	165.918	.792	.784
Y2.5	90.2200	160.699	.813	.775
VAR00022	49.0800	48.680	1.000	.937

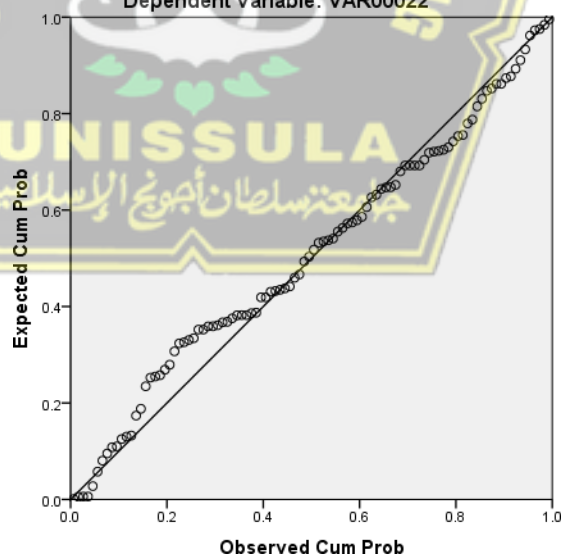
Lampiran 4 Uji Asumsi Klasik

A. Uji Normalitas

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: VAR00022



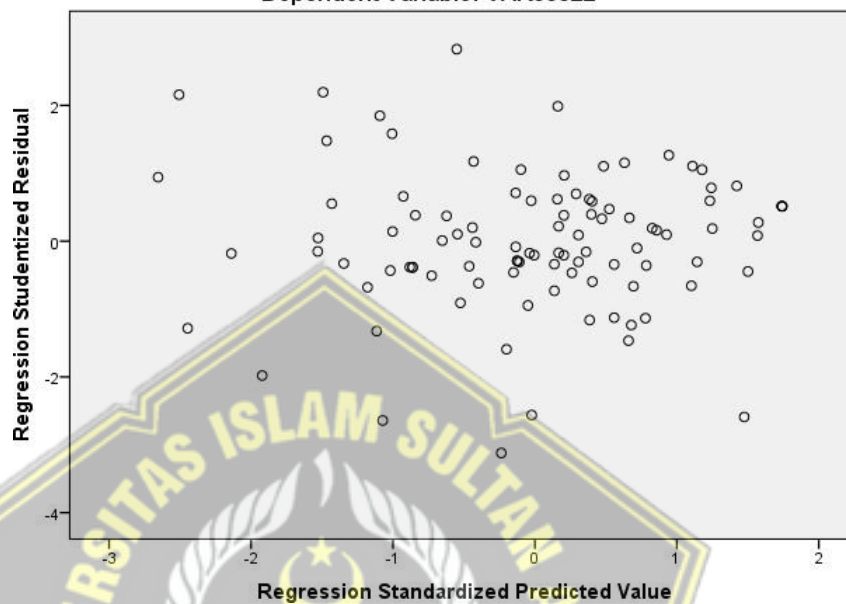
Normal P-P Plot of Regression Standardized Residual
Dependent Variable: VAR00022



B. Uji Heteroskedastisitas

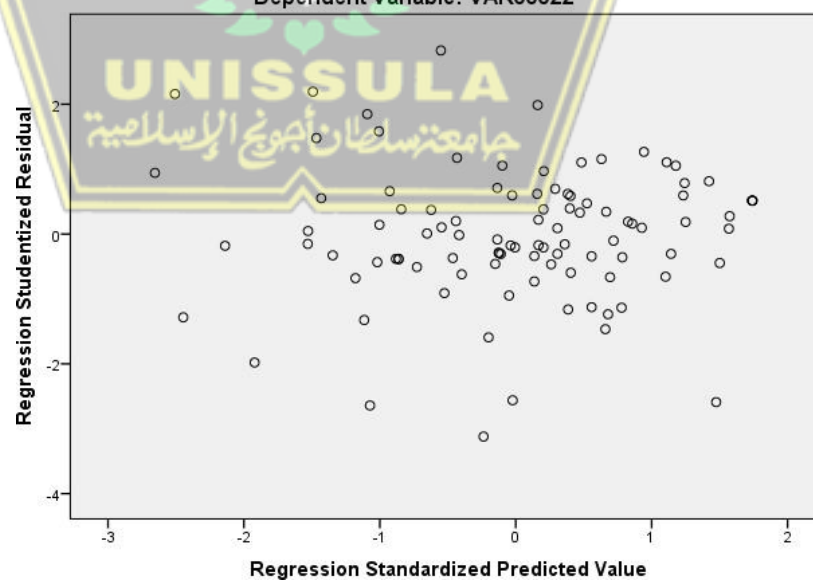
Scatterplot

Dependent Variable: VAR00022



Scatterplot

Dependent Variable: VAR00022



C. Uji Multikolinieritas

Model 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	15.575	4.232		3.681	.000		
	VAR00005	.497	.118	.440	4.209	.000	.766	1.305
	VAR00010	-.013	.128	-.010	-.099	.921	.766	1.305

a. Dependent Variable: VAR00015

Model 2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	13.405	4.052		3.308	.001		
	VAR00005	.174	.115	.140	1.513	.134	.648	1.544
	VAR00010	.449	.115	.331	3.897	.000	.766	1.305
	VAR00015	.477	.091	.432	5.234	.000	.811	1.233

a. Dependent Variable: VAR00022

Lampiran 5 Uji Hipotesis

a. Analisis Regresi Linier Berganda dan Uji T

Model 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	15.455	4.325		3.573	.001
	Individual interaction capability	.476	.121	.410	3.920	.000
	Ethical interaction capability	.012	.129	.010	.097	.923

a. Dependent Variable: Social value co-creation

Model 2

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	11.549	3.499		3.301	.001
	Individual interaction capability	.164	.099	.153	1.655	.101
	Ethical interaction capability	.351	.098	.307	3.586	.001
	Social value co-creation	.395	.077	.425	5.112	.000

a. Dependent Variable: Market performance

b. Uji F

Model 1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	680.414	2	340.207	10.080	.000 ^b
	Residual	3273.826	97	33.751		
	Total	3954.240	99			

a. Dependent Variable: Social value co-creation

b. Predictors: (Constant), Ethical interacton capability, Individual interaction capability

Model 2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1530.016	3	510.005	26.129	.000 ^b
	Residual	1873.824	96	19.519		
	Total	3403.840	99			

a. Dependent Variable: Market performane

b. Predictors: (Constant), Social value co-creation, Ethical interacton capability, Individual interaction capabilityf

c. Uji koefidsian determinasi

Model 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.415 ^a	.172	.155	5.80954

a. Predictors: (Constant), Ethical interacton capability, Individual interaction capability

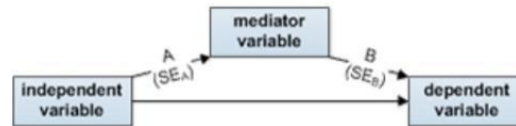
Model 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670 ^a	.449	.432	4.41803

a. Predictors: (Constant), Social value co-creation, Ethical interacton capability, Individual interaction capability

D. Uji Sobel



A: ?

B: ?

SE_A: ?

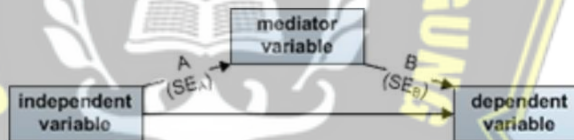
SE_B: ?

Calculate!

Sobel test statistic: 3.12166649

One-tailed probability: 0.00089915

Two-tailed probability: 0.00179831



A: ?

B: ?

SE_A: ?

SE_B: ?

Calculate!

Sobel test statistic: 0.09300797

One-tailed probability: 0.46294862

Two-tailed probability: 0.92589723