LAMPIRAN
Lampiran 1
Kuesioner Penelitian

PENGARUH ORIENTASI PASAR DAN ORIENTASI KEWIRAUSAHAAN TERHADAP KINERJA PEMASARAN DIMEDIASI OLEH INOVASI DAN KEUNGGULAN BERSAING PADA USAHA KECIL MENENGAH MAKANAN BERBASIS KEARIFAN LOKAL DI KABUPATEN BOGOR

==========

PENGANTAR

Penyusunan disertasi dibuat dalam rangka memenuhi syarat untuk dapat menyelesaikan pendidikan strata 3 (S3) Program Doktor Ilmu Ekonomi pada Universitas Merdeka Malang, diperlukan data-data dan informasi-informasi yang mendukung kelancaran penelitian ini.

Demi tercapainya tujuan penelitian ini, maka peneliti mohon kesediaan dari Bapak/Ibu/Saudara/i untuk membantu mengisi angket atau daftar pernyataan yang telah disediakan (terlampir).

Kemudian atas kesediaan Bapak/Ibu/Saudara/i, yang telah meluangkan waktunya untuk mengsisi angket penelitian ini, penyusun mengucapkan banyak terima kasih dan mohon maaf apabila ada pertanyaan yang tidak berkenan di hati Bapak/Ibu/Saudara/i.

Penyusun,

Imam Suryono

Identitas/Deskripsi Responden

Petunjuk:

Berilah tanda silang pada salah satu jawaban yang Bapak/Ibu/Saudara/i kehendaki

Nama :.....(boleh dikosongkan)

Nama Usaha : .....…… (boleh dikosongkan)

Usia :.....

Pendidikan :.....

Alamat : .....

Lama berusaha :☐ Kurang dari 2 thn☐ Lebih dari 2 tahun

Bentuk Usaha :☐ Olahan ☐ Retail

No	Pernyataan	STS	TS	N	S	SS
	Orientasi Pasar (X_1)					
$X_{1.1}$	**Orientasi pelanggan**					
1	Melakukan riset pasar dalam menjalankan bisnis					
2	Kebutuhan pelanggan merupakan prioritas					
3	Komitmen perbaikan terus-menerus pada pelanggan					
$X_{1.2}$	**Orientasi pesaing**					
4	Mencari informasi pesaing sebagai acuan meningkatkan penjualan					
5	Interpretasi strategi pesaing agar penjualan meningkat					
$X_{1.3}$	**Koordinasi antar fungsi**					
6	Melakukan evaluasi secara berkala terhadap bisnis					
7	Menerima kritik dan saran yang membangun					
	Orientasi Kewirausahaan (X2)					
$X_{2.1}$	**Proaktif**					
8	Inisiatif mencari peluang bisnis					
9	Mampu menyesuaikan perubahan lingkungan					
10	Berpikir sebelum bertindak					
$X_{2.2}$	**Berani ambil resiko**					
11	Berani mengembangkan produk baru					
12	Berani memasuki pasar baru					
13	Bertanggung jawab pada keputusan yang diambil					
$X_{2.3}$	**Kompetitif**					
14	Menjadi lebih berhasil					
15	Mempunyai orientasijangka panjang					
$X_{2.4}$	**Agresif**					
16	Bangga mengenalkan produk perusahaan					

17	Berani mengambil keputusan berdasarkan pengalaman					
Inovasi (Y_1)						
$Y_{1.1}$	**Inovasi produk**					
18	Berani tampil beda					
19	Perbaikan kualitas produk secara berkala					
Y1.2	**Inovasi proses**					
20	Penggunaan kelengkapan proses produksi terstandar					
21	Perbaikan proses produksi secara berkala					
$Y_{1.3}$	**Inovasi pemasaran**					
22	Melakukan pembaharuan pelayanan pelanggan					
23	Pembaruan pelanggan dengan terintegrasi					
$Y_{1.4}$	**Inovasi manajemen**					
24	Melakukan pembaruan dalam organisasi bisnis					
25	Melakukan pembaruan dalam perencanaan bisnis					
Keunggulan Bersaing (Y_2)						
$Y_{2.1}$	**Faktor pendukung**					
26	Kelengkapan sarana					
27	Peningkatan kemampuan secara berkala					
$Y_{2.2}$	**Strategi perusahaan**					
28	Menghasilkan produk unggul					
29	Membangun merek yang kuat					
$Y_{2.3}$	**Persaingan**					
30	Produk unik					
31	Produk yang dihasilkan tidak bisa ditiru					
Kinerja Pemasaran (Y_3)						
$Y_{3.1}$	**Pertumbuhan penjualan**					
32	Penjualan meningkat setiap bulan					
33	Memastikan target penjualan tercapai					
34	Penjualan meningkat satu tahun terakhir					
$Y_{3.2}$	**Keuntungan**					
35	Kemampuang menghasilkan laba					
36	Laba meningkat setiap bulan					
$Y_{3.3}$	***Market share***					
37	Wilayah pemasaran meluas					
38	Produk dikenal luas					

Lampiran 2
Hasil Uji Validitas Butir Kuesioner

Correlations – X1

Correlations

		X1 ORIENTASI PASAR
x111	Pearson Correlation	,734**
	Sig. (2-tailed)	,000
	N	143
x112	Pearson Correlation	,701**
	Sig. (2-tailed)	,000
	N	143
x113	Pearson Correlation	,694**
	Sig. (2-tailed)	,000
	N	143
x121	Pearson Correlation	,758**
	Sig. (2-tailed)	,000
	N	143
x122	Pearson Correlation	,720**
	Sig. (2-tailed)	,000
	N	143
x131	Pearson Correlation	,150
	Sig. (2-tailed)	,067
	N	143
x132	Pearson Correlation	,114
	Sig. (2-tailed)	,089
	N	143
X1 ORIENTASI PASAR	Pearson Correlation	1
	N	143

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

Correlations – X2

Correlations

		X2 ORIENTASI KEWIRAUSAHAAN
x211	Pearson Correlation	,683**
	Sig. (2-tailed)	,000
	N	143
x212	Pearson Correlation	,706**
	Sig. (2-tailed)	,000
	N	143
x213	Pearson Correlation	,744**
	Sig. (2-tailed)	,000
	N	143
x221	Pearson Correlation	,686**
	Sig. (2-tailed)	,000
	N	143
x222	Pearson Correlation	,630**
	Sig. (2-tailed)	,000
	N	143
x223	Pearson Correlation	,695**
	Sig. (2-tailed)	,000
	N	143
x231	Pearson Correlation	,608**
	Sig. (2-tailed)	,000
	N	143
x232	Pearson Correlation	,709**
	Sig. (2-tailed)	,000
	N	143
x241	Pearson Correlation	,097
	Sig. (2-tailed)	,123
	N	143
x242	Pearson Correlation	,101
	Sig. (2-tailed)	,133
	N	143
X2 ORIENTASI KEWIRAUSAHAAN	Pearson Correlation	1
	N	143

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

Correlations – Y1

Correlations

		Y1 INOVASI
y111	Pearson Correlation	,117
	Sig. (2-tailed)	,143
	N	143
y112	Pearson Correlation	,126
	Sig. (2-tailed)	,149
	N	143
y121	Pearson Correlation	,145
	Sig. (2-tailed)	,156
	N	143
y122	Pearson Correlation	,167
	Sig. (2-tailed)	,159
	N	143
y131	Pearson Correlation	,723**
	Sig. (2-tailed)	,000
	N	143
y132	Pearson Correlation	,690**
	Sig. (2-tailed)	,000
	N	143
y141	Pearson Correlation	,732**
	Sig. (2-tailed)	,000
	N	143
y142	Pearson Correlation	,684**
	Sig. (2-tailed)	,000
	N	143
Y1 INOVASI	Pearson Correlation	1
	N	143

**. Correlation is significant at the 0.01 level

Correlations – Y2

Correlations

		Y2 KEUNGGULAN BERSAING
y211	Pearson Correlation	,743**
	Sig. (2-tailed)	,000
	N	143
Y212	Pearson Correlation	,691**
	Sig. (2-tailed)	,000
	N	143
Y221	Pearson Correlation	,778**
	Sig. (2-tailed)	,000
	N	143
Y222	Pearson Correlation	,837**
	Sig. (2-tailed)	,000
	N	143
Y231	Pearson Correlation	,821**
	Sig. (2-tailed)	,000
	N	143
Y232	Pearson Correlation	,717**
	Sig. (2-tailed)	,000
	N	143
Y2 KEUNGGULAN BERSAING	Pearson Correlation	1
	N	143

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

Correlations – Y3

Correlations

		Y3 KINERJA PEMASARAN
y311	Pearson Correlation	,837**
	Sig. (2-tailed)	,000
	N	143
y312	Pearson Correlation	,853**
	Sig. (2-tailed)	,000
	N	143
y313	Pearson Correlation	,875**
	Sig. (2-tailed)	,000
	N	143
y321	Pearson Correlation	,868**
	Sig. (2-tailed)	,000
	N	143
y322	Pearson Correlation	,866**
	Sig. (2-tailed)	,000
	N	143
y331	Pearson Correlation	,866**
	Sig. (2-tailed)	,000
	N	143
y332	Pearson Correlation	,868**
	Sig. (2-tailed)	,000
	N	143
Y3 KINERJA PEMASARAN	Pearson Correlation	1
	N	143

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

Lampiran 3
Hasil Uji Reliabilitas Butir Kuesioner

Reliability – X1

Scale: ALL VARIABLES

Case Processing S ! ! ary

		N	%
Cases	Valid	143	100,0
	Excluded[a]	0	,0
	Total	143	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,817	5

Ite ! Statistics

	Mean	Std. Deviation	N
x111	4,5245	,51502	143
x112	4,6084	,50400	143
x113	4,4056	,58427	143
x121	4,3427	,55798	143
x122	4,2517	,64424	143

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22,1329	4,581	2,14028	5

Reliability – X2

Scale: ALL VARIABLES

Case Processing S ! ! ary

		N	%
Cases	Valid	143	100,0
	Excluded[a]	0	,0
	Total	143	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,852	8

Ite ! Statistics

	Mean	Std. Deviation	N
x211	4,3497	,58453	143
x212	4,3427	,59463	143
x213	4,4056	,61938	143
x221	4,2238	,62144	143
x222	4,2448	,60766	143
x223	4,2308	,67857	143
x231	4,2797	,65441	143
x232	4,2867	,67784	143

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
34,3636	12,501	3,53562	8

Reliability – Y1

Scale: ALL VARIABLES

Case Processing S ! ! ary

		N	%
Cases	Valid	143	100,0
	Excluded[a]	0	,0
	Total	143	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,850	4

Ite ! Statistics

	Mean	Std. Deviation	N
y131	4,2587	,64691	143
y132	4,2517	,66575	143
y141	4,2308	,65748	143
y142	4,2448	,69421	143

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16,9860	4,901	2,21387	4

Reliability – Y2

Scale: ALL VARIABLES

Case Processing S ! ! ary

		N	%
Cases	Valid	143	100,0
	Excluded[a]	0	,0
	Total	143	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,858	6

Ite ! Statistics

	Mean	Std. Deviation	N
y211	4,4266	,59917	143
Y212	4,1818	,63508	143
Y221	4,2308	,63570	143
Y222	4,2657	,74068	143
Y231	4,1678	,75046	143
Y232	4,0699	,69859	143

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
25,3427	9,706	3,11540	6

Reliability – Y3

Scale: ALL VARIABLES

Case Processing S ! ! ary

		N	%
Cases	Valid	143	100,0
	Excluded[a]	0	,0
	Total	143	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,942	7

Ite ! Statistics

	Mean	Std. Deviation	N
y311	4,1259	,74934	143
y312	4,0839	,74585	143
y313	4,0909	,74973	143
y321	4,1329	,72421	143
y322	4,0769	,72264	143
y331	4,0070	,71696	143
y332	4,0070	,71696	143

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
28,5245	19,505	4,41641	7

Lampiran 4

Hasil Deskriptive Butir Kuesioner

"escri#ti$es – X1

"escri#ti$e Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
x111	143	3,00	5,00	4,5245	,51502
x112	143	3,00	5,00	4,6084	,50400
x113	143	3,00	5,00	4,4056	,58427
X11 Orientasi Pelanggan	143	3,00	5,00	4,5128	,44396
x121	143	3,00	5,00	4,3427	,55798
x122	143	3,00	5,00	4,2517	,64424
X12 Orientasi Pesaing	143	3,00	5,00	4,2972	,54462
x131	143	3,00	5,00	4,3007	,65041
x132	143	3,00	5,00	4,4545	,66848
X13 Koordinasi antar fungsi	143	3,00	5,00	4,3776	,59403
X1 ORIENTASI PASAR	143	3,14	5,00	4,4127	,42701
Valid N (listwise)	143				

"escri#ti$es – X2

"escri#ti$e Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
x211	143	3,00	5,00	4,3497	,58453
x212	143	3,00	5,00	4,3427	,59463
x213	143	3,00	5,00	4,4056	,61938
X21 Proaktif	143	3,00	5,00	4,3657	,52563
x221	143	3,00	5,00	4,2238	,62144
x222	143	3,00	5,00	4,2448	,60766
x223	143	3,00	5,00	4,2308	,67857
X22 Berani ambil risiko	143	3,00	5,00	4,2326	,53965
x231	143	3,00	5,00	4,2797	,65441
x232	143	3,00	5,00	4,2867	,67784
X23 Kompetitif	143	3,00	5,00	4,2832	,60966
x241	143	3,00	5,00	4,1818	,66752
x242	143	3,00	5,00	4,1678	,71193
X24 Agresif	143	3,00	5,00	4,1748	,62309
X2 ORIENTASI KEWIRAUSAHAAN	143	3,20	5,00	4,2713	,43792
Valid N (listwise)	143				

"escri#ti$es – Y1

"escri#ti$e Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
y111	143	3,00	5,00	4,1259	,61515
y112	143	3,00	5,00	4,2308	,60155
Y11 Inovasi Produk	143	3,00	5,00	4,1783	,57960
y121	143	3,00	5,00	4,1748	,65343
y122	143	2,00	5,00	4,1119	,77917
Y12 Inovasi Proses	143	3,00	5,00	4,1434	,61844
y131	143	3,00	5,00	4,2587	,64691
y132	143	3,00	5,00	4,2517	,66575
Y13 Inovasi Pemasaran	143	3,00	5,00	4,2552	,59596
y141	143	2,00	5,00	4,2308	,65748
y142	143	2,00	5,00	4,2448	,69421
Y14 Inovasi Manajemen	143	2,00	5,00	4,2378	,63864
Y1 INOVASI	143	2,75	5,00	4,2060	,46705
Valid N (listwise)	143				

"escri#ti$es – Y2

"escri#ti$e Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
y211	143	3,00	5,00	4,4266	,59917
Y212	143	3,00	5,00	4,1818	,63508
Y21 Faktor Pendukung	143	3,00	5,00	4,3042	,54719
Y221	143	3,00	5,00	4,2308	,63570
Y222	143	3,00	5,00	4,2657	,74068
Y22 Strategi Perusahaan	143	3,00	5,00	4,2483	,61631
Y231	143	3,00	5,00	4,1678	,75046
Y232	143	3,00	5,00	4,0699	,69859
Y23 Persaingan	143	3,00	5,00	4,1189	,66066
Y2 KEUNGGULAN BERSAING	143	3,00	5,00	4,2239	,51934
Valid N (listwise)	143				

"escri#ti$es – Y3

"escri#ti$e Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
y311	143	3,00	5,00	4,1259	,74934
y312	143	3,00	5,00	4,0839	,74585
y313	143	3,00	5,00	4,0909	,74973
Y31 Pertumbuhan Penjualan	143	3,00	5,00	4,1001	,69443
y321	143	3,00	5,00	4,1329	,72421
y322	143	3,00	5,00	4,0769	,72264
Y32 Keuntungan	143	3,00	5,00	4,1049	,67879
y331	143	3,00	5,00	4,0070	,71696
y332	143	2,00	5,00	4,0070	,71696
Y33 Market Share	143	2,50	5,00	4,0070	,70207
Y3 KINERJA PEMASARAN	143	2,86	5,00	4,0753	,63059
Valid N (listwise)	143				

Lampiran 5
Hasil Distribusi Frekuensi Butir Kuesioner

Frekuensi Jawaban Responden

%P‰1 Melakukan riset pasar dalam menjalankan bisnis					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	.7	.7	.7
	4	66	46.2	46.2	46.9
	5	76	53.1	53.1	100.0
	Total	143	100.0	100.0	

%P‰2 Kebutuhan pelanggan merupakan prioritas					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	.7	.7	.7
	4	54	37.8	37.8	38.5
	5	88	61.5	61.5	100.0
	Total	143	100.0	100.0	

%P‰3 Komitmen perbaikan terus-menerus pada pelanggan					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	4.9	4.9	4.9
	4	71	49.7	49.7	54.5
	5	65	45.5	45.5	100.0
	Total	143	100.0	100.0	

%P‰' Mencari informasi pesaing sebagai acuan					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	4.2	4.2	4.2
	4	82	57.3	57.3	61.5
	5	55	38.5	38.5	100.0
	Total	143	100.0	100.0	

%P(
Interpretasi strategi pesaing dalam memasarkan produk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	16	11.2	11.2	11.2
	4	75	52.4	52.4	63.6
	5	52	36.4	36.4	100.0
	Total	143	100.0	100.0	

%P)
Melakukan evaluasi secara berkala terhadap bisnis

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	15	10.5	10.5	10.5
	4	70	49.0	49.0	59.4
	5	58	40.6	40.6	100.0
	Total	143	100.0	100.0	

%P*
Menerima kritik dan saran yang membangun

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	14	9.8	9.8	9.8
	4	50	35.0	35.0	44.8
	5	79	55.2	55.2	100.0
	Total	143	100.0	100.0	

%+1
Inisiatif mencari peluang bisnis

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	5.6	5.6	5.6
	4	77	53.8	53.8	59.4
	5	58	40.6	40.6	100.0
	Total	143	100.0	100.0	

%+2 Mampu menyesuaikan perubahan lingkungan					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	6.3	6.3	6.3
	4	76	53.1	53.1	59.4
	5	58	40.6	40.6	100.0
	Total	143	100.0	100.0	

%+3 Berpikir sebelum bertindak					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	7.0	7.0	7.0
	4	65	45.5	45.5	52.4
	5	68	47.6	47.6	100.0
	Total	143	100.0	100.0	

%+ ' Berani mengembangkan produk baru					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	15	10.5	10.5	10.5
	4	81	56.6	56.6	67.1
	5	47	32.9	32.9	100.0
	Total	143	100.0	100.0	

%+ (Berani memasuki pasar baru					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	13	9.1	9.1	9.1
	4	82	57.3	57.3	66.4
	5	48	33.6	33.6	100.0
	Total	143	100.0	100.0	

%+)

Bertanggung jawab pada keputusan yang diambil

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	20	14.0	14.0	14.0
	4	70	49.0	49.0	62.9
	5	53	37.1	37.1	100.0
	Total	143	100.0	100.0	

%+*

Menjadi lebih berhasil

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	16	11.2	11.2	11.2
	4	71	49.7	49.7	60.8
	5	56	39.2	39.2	100.0
	Total	143	100.0	100.0	

%+,

Mempunyai orientasi jangka panjang

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	18	12.6	12.6	12.6
	4	66	46.2	46.2	58.7
	5	59	41.3	41.3	100.0
	Total	143	100.0	100.0	

%+-

Bangga mengenalkan produk perusahaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	21	14.7	14.7	14.7
	4	75	52.4	52.4	67.1
	5	47	32.9	32.9	100.0
	Total	143	100.0	100.0	

%+1. Berani mengambil keputusan berdasarkan pengalaman					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	26	18.2	18.2	18.2
	4	67	46.9	46.9	65.0
	5	50	35.0	35.0	100.0
	Total	143	100.0	100.0	

I / 1 Berani tampil beda					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	19	13.3	13.3	13.3
	4	87	60.8	60.8	74.1
	5	37	25.9	25.9	100.0
	Total	143	100.0	100.0	

I / 2 Perbaikan kualitas produk secara berkala					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	13	9.1	9.1	9.1
	4	84	58.7	58.7	67.8
	5	46	32.2	32.2	100.0
	Total	143	100.0	100.0	

I / 3 Penggunaan kelengkapan proses produksi terstandar					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	20	14.0	14.0	14.0
	4	78	54.5	54.5	68.5
	5	45	31.5	31.5	100.0
	Total	143	100.0	100.0	

I / ' Perbaikan proses produksi secara berkala					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.7	.7	.7
	3	33	23.1	23.1	23.8
	4	58	40.6	40.6	64.3
	5	51	35.7	35.7	100.0
	Total	143	100.0	100.0	

I / (Melakukan pembaharuan pelayanan pelanggan					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	16	11.2	11.2	11.2
	4	74	51.7	51.7	62.9
	5	53	37.1	37.1	100.0
	Total	143	100.0	100.0	

I /) Pembaruan pelanggan dengan terintegrasi					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	18	12.6	12.6	12.6
	4	71	49.7	49.7	62.2
	5	54	37.8	37.8	100.0
	Total	143	100.0	100.0	

I / * Melakukan pembaruan dalam organisasi bisnis					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.7	.7	.7
	3	15	10.5	10.5	11.2
	4	77	53.8	53.8	65.0
	5	50	35.0	35.0	100.0
	Total	143	100.0	100.0	

I /, Melakukan pembaruan dalam perencanaan bisnis					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.7	.7	.7
	3	18	12.6	12.6	13.3
	4	69	48.3	48.3	61.5
	5	55	38.5	38.5	100.0
	Total	143	100.0	100.0	

+B1 Kelengkapan sarana					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	5.6	5.6	5.6
	4	66	46.2	46.2	51.7
	5	69	48.3	48.3	100.0
	Total	143	100.0	100.0	

+B2 Peningkatan kemampuan secara berkala					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	18	12.6	12.6	12.6
	4	81	56.6	56.6	69.2
	5	44	30.8	30.8	100.0
	Total	143	100.0	100.0	

+B3 Menghasilkan produk bernilai tambah					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	16	11.2	11.2	11.2
	4	78	54.5	54.5	65.7
	5	49	34.3	34.3	100.0
	Total	143	100.0	100.0	

+B' Membangun merek yang kuat					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	25	17.5	17.5	17.5
	4	55	38.5	38.5	55.9
	5	63	44.1	44.1	100.0
	Total	143	100.0	100.0	

+B(Produk unik dan langka					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	30	21.0	21.0	21.0
	4	59	41.3	41.3	62.2
	5	54	37.8	37.8	100.0
	Total	143	100.0	100.0	

+B) Produk yang dihasilkan tidak bisa ditiru					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	30	21.0	21.0	21.0
	4	73	51.0	51.0	72.0
	5	40	28.0	28.0	100.0
	Total	143	100.0	100.0	

+P1 Penjualan meningkat setiap bulan					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	32	22.4	22.4	22.4
	4	61	42.7	42.7	65.0
	5	50	35.0	35.0	100.0
	Total	143	100.0	100.0	

+P2
Memastikan target penjualan tercapai

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	34	23.8	23.8	23.8
	4	63	44.1	44.1	67.8
	5	46	32.2	32.2	100.0
	Total	143	100.0	100.0	

+P3
Pelanggan meningkat satu tahun terakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	34	23.8	23.8	23.8
	4	62	43.4	43.4	67.1
	5	47	32.9	32.9	100.0
	Total	143	100.0	100.0	

+P'
Kemampuan menghasilkan laba

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	29	20.3	20.3	20.3
	4	66	46.2	46.2	66.4
	5	48	33.6	33.6	100.0
	Total	143	100.0	100.0	

+P(
Laba meningkat setiap bulan

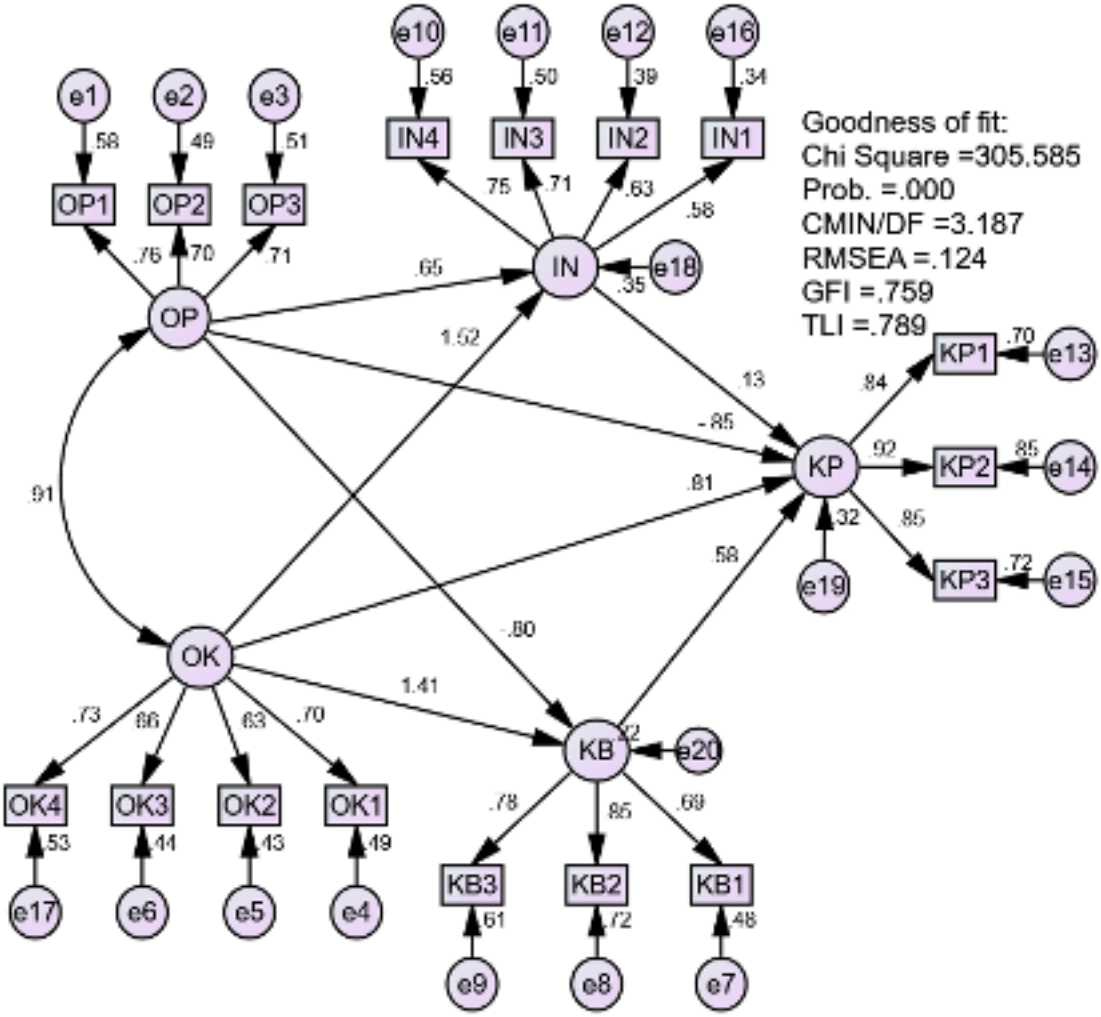
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	32	22.4	22.4	22.4
	4	68	47.6	47.6	69.9
	5	43	30.1	30.1	100.0
	Total	143	100.0	100.0	

+P) Wilayah pemasaran meluas					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	36	25.2	25.2	25.2
	4	70	49.0	49.0	74.1
	5	37	25.9	25.9	100.0
	Total	143	100.0	100.0	

+P* Produk dikenal luas					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.7	.7	.7
	3	33	23.1	23.1	23.8
	4	73	51.0	51.0	74.8
	5	36	25.2	25.2	100.0
	Total	143	100.0	100.0	

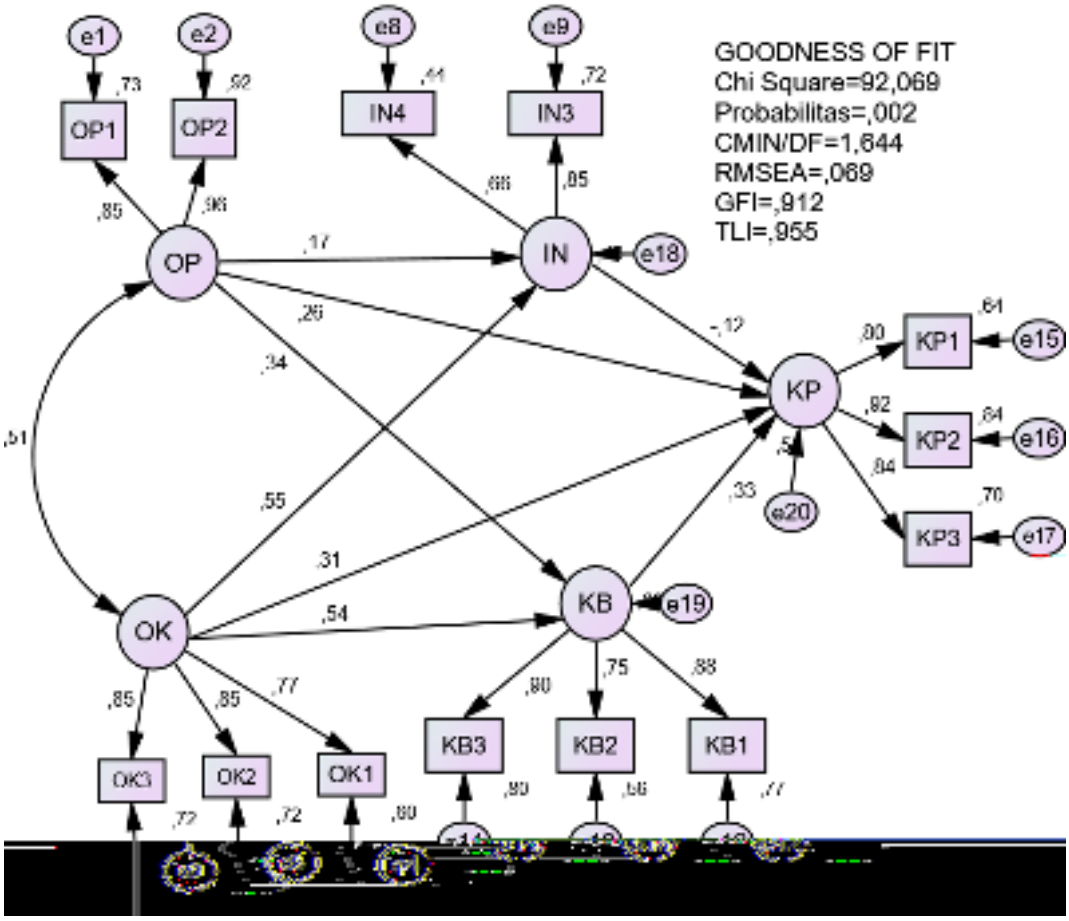
Lampiran 6a

Hasil Model Persamaan Struktural (Awal)



Lampiran 6b

Hasil Model Persamaan Struktural kedua



Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments:	91
Number of distinct parameters to be estimated:	35
Degrees of freedom (91 - 35):	56

Result (Default model)

Minimum was achieved
Chi-square = 92,069
Degrees of freedom = 56
Probability level = ,002

Covariances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
OP <--> OK	,120	,027	4,521	***	par_5

Correlations: (Group number 1 - Default model)

	Estimate
OP <--> OK	,511

Lampiran 7

Hasil Pengujian Asumsi Model Persamaan Struktural

7A. Hasil Uji Normalitas Data Penelitian.

/ Par 0ests

%ne1Sa ! #le +ol ! ogoro$1S ! irno$ 0est

		OP1	OP2	OK1	OK3	OK2	KB1	KB2	KB3
N		143	143	143	143	143	143	143	143
Normal Parameters[a,b]	Mean	4,2117	4,2628	4,1825	4,2920	4,1679	4,2263	4,0803	4,1679
	Std. Deviation	,58700	,57228	,63268	,55784	,65943	,56870	,48596	,63674
Most Extreme Differences	Absolute	,342	,348	,336	,357	,309	,363	,405	,319
	Positive	,342	,348	,336	,357	,309	,363	,405	,319
	Negative	-,272	-,257	-,314	-,249	-,297	-,287	-,354	-,294
Kolmogorov-Smirnov Z		1,098	1,079	,342	,174	,611	,245	,741	,737
Asymp. Sig. (2-tailed)		,305	,301	,408	,560	,345	,478	,320	,330

a. Test distribution is Normal.

b. Calculated from data.

/ Par 0ests

%ne1Sa ! #le +ol ! ogoro$1S ! irno$ 0est

		IN3	IN4	KP1	KP2	KP3
N		143	143	143	143	143
Normal Parameters[a,b]	Mean	4,2044	4,1752	4,2993	4,4161	4,3723
	Std. Deviation	,66574	,65190	,73129	,64901	,63021
Most Extreme Differences	Absolute	,307	,314	,254	,290	,292
	Positive	,307	,314	,235	,265	,292
	Negative	-,292	-,292	-,254	-,290	-,271
Kolmogorov-Smirnov Z		,590	,675	,977	,398	,418
Asymp. Sig. (2-tailed)		,378	,368	,302	,401	,381

a. Test distribution is Normal.

b. Calculated from data.

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
OK1	1,000	5,000	-1,038	-1,962	4,303	1,282
KB3	2,000	5,000	-,498	-1,379	,842	2,012
KB2	3,000	5,000	,205	,981	1,081	1,583
KB1	2,000	5,000	-,259	-1,236	,892	2,131
IN3	1,000	5,000	-1,004	-1,796	3,314	,918
IN4	1,000	5,000	-,829	-1,960	2,948	,044
KP3	2,000	5,000	-1,014	-1,845	2,290	,472
KP2	2,000	5,000	-1,306	-1,239	3,091	1,385

Variable	min	max	skew	c.r.	kurtosis	c.r.
KP1	2,000	5,000	-1,094	-1,227	1,512	3,613
OK3	3,000	5,000	-,020	-,097	-,559	-1,335
OK2	2,000	5,000	-,655	-1,128	1,151	2,050
OP2	3,000	5,000	-,063	-,301	-,474	-1,133
OP1	3,000	5,000	-,075	-,359	-,388	-,927
Multivariate					13,981	1,595

7B. Hasil Uji Out-Lier Jawaban Responden

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
7	69,258	,000	,000
1	66,495	,000	,000
28	64,989	,000	,000
39	63,174	,000	,000
38	54,239	,000	,000
35	53,180	,000	,000
40	46,050	,000	,000
8	39,081	,000	,000
27	34,537	,001	,000
29	34,537	,001	,000
109	27,914	,009	,000
37	27,132	,012	,000
33	26,446	,015	,000
31	26,270	,016	,000
99	26,174	,016	,000
52	26,004	,017	,000
41	25,821	,018	,000
79	22,772	,044	,000
4	22,646	,046	,000
94	22,018	,055	,000
93	21,865	,057	,000
9	21,750	,059	,000
71	21,742	,059	,000
34	20,836	,076	,000
45	20,358	,087	,000
30	19,679	,104	,002
2	19,543	,107	,001
116	19,543	,107	,001
6	18,122	,153	,041

Observation number	Mahalanobis d-squared	p1	p2
113	17,851	,163	,054
75	17,716	,169	,049
101	17,711	,169	,032
123	17,636	,172	,025
106	17,409	,181	,031
107	17,409	,181	,019
73	17,340	,184	,015
3	17,329	,185	,009
70	17,119	,194	,011
51	16,883	,205	,016
134	16,416	,227	,047
90	15,201	,295	,488
67	14,900	,314	,602
68	14,623	,331	,699
117	14,474	,341	,719
122	14,274	,355	,767
108	14,028	,372	,832
92	13,039	,445	,994
16	13,002	,448	,992
130	13,002	,448	,987
44	12,954	,451	,984
55	12,349	,499	,999
20	11,993	,528	1,000
48	11,827	,542	1,000
54	11,709	,552	1,000
120	11,709	,552	1,000
69	11,679	,554	1,000
74	11,679	,554	1,000
57	11,540	,566	1,000
102	11,489	,570	1,000
5	11,480	,571	,999
111	10,759	,631	1,000
95	10,594	,645	1,000
60	10,567	,647	1,000
112	10,548	,649	1,000
103	10,455	,656	1,000
115	10,225	,675	1,000
119	10,041	,691	1,000
86	9,900	,702	1,000
24	9,339	,747	1,000
49	9,339	,747	1,000
23	9,146	,762	1,000

Observation number	Mahalanobis d-squared	p1	p2
137	9,146	,762	1,000
18	9,025	,771	1,000
132	9,025	,771	1,000
110	9,003	,773	1,000
42	8,237	,828	1,000
118	8,147	,834	1,000
87	8,129	,835	1,000
65	7,996	,844	1,000
21	7,671	,864	1,000
19	7,497	,875	1,000
56	7,497	,875	1,000
78	7,497	,875	1,000
133	7,497	,875	1,000
105	7,389	,881	1,000
85	7,233	,890	1,000
97	7,233	,890	1,000
32	5,939	,948	1,000
88	5,934	,949	1,000
10	5,565	,961	1,000
11	5,565	,961	1,000
124	5,565	,961	1,000
125	5,565	,961	1,000
25	4,939	,977	1,000
26	4,939	,977	1,000
46	4,636	,982	1,000
58	4,636	,982	1,000
62	4,636	,982	1,000
64	4,636	,982	1,000
77	4,636	,982	1,000

Chi Square tabel (α= 0,001; DF=56) = 91,460
Chi Square tabel (α= 0,05; DF=56) = 74,460

7C. Hasil Uji Multikolinieritas

Implied Covariances (Group number 1 - Default model)

	OK 1	KB 3	KB 2	KB 1	IN3	IN4	KP 3	KP 2	KP 1	OK 3	OK 2	OP 2	OP 1
OK 1	,397												
KB 3	,198	,402											
KB 2	,126	,207	,234										

	OK1	KB3	KB2	KB1	IN3	IN4	KP3	KP2	KP1	OK3	OK2	OP2	OP1
KB1	,172	,282	,180	,321									
IN3	,174	,159	,102	,139	,440								
IN4	,133	,121	,078	,106	,242	,422							
KP3	,156	,197	,126	,172	,108	,082	,397						
KP2	,176	,223	,142	,194	,122	,093	,315	,422					
KP1	,173	,219	,140	,191	,120	,091	,309	,349	,534				
OK3	,229	,192	,122	,167	,169	,129	,151	,170	,167	,309			
OK2	,270	,226	,144	,197	,199	,152	,178	,201	,197	,262			

Lampiran 8

Hasil Pengaruh Antar Variabel Eksogen terhadap Endogen

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

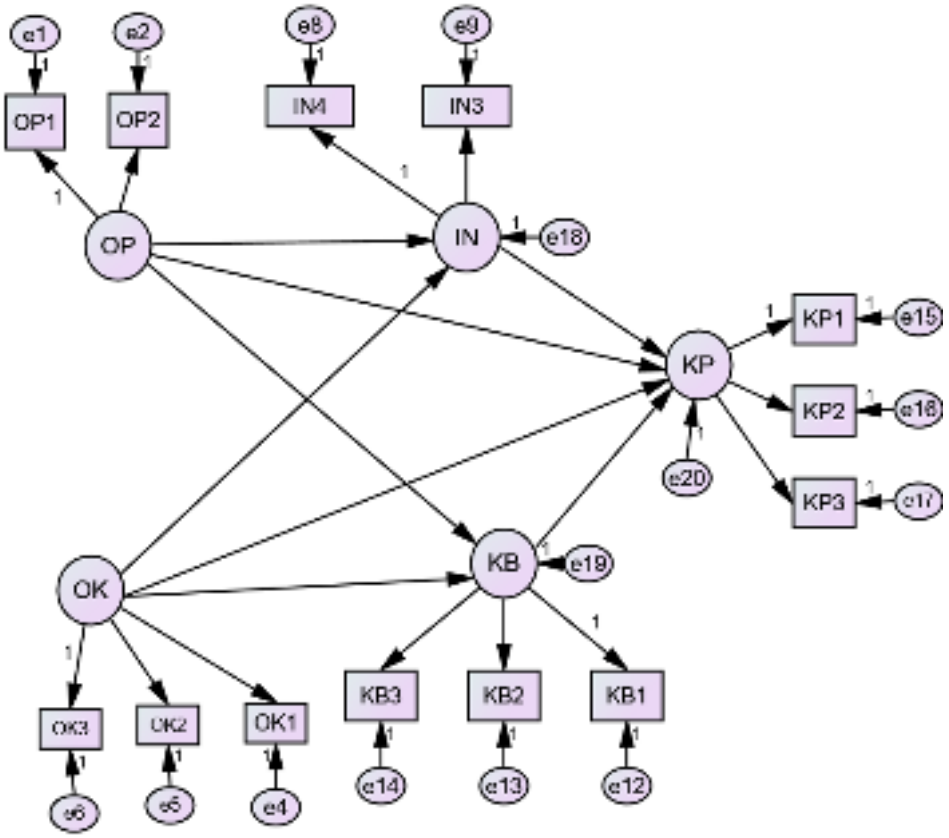
Path			Estimate	S.E.	C.R.	P	Label
IN	<---	OP	,146	,093	1,567	,117	par_10
IN	<---	OK	,501	,130	3,855	***	par_11
KB	<---	OP	,340	,087	3,910	***	par_12
KB	<---	OK	,569	,103	5,495	***	par_13
KP	<---	IN	-,158	,174	-,911	,362	par_14
KP	<---	KB	,394	,165	2,391	,017	par_15
KP	<---	OP	,302	,115	2,640	,008	par_16
KP	<---	OK	,385	,161	2,393	,017	par_17
OP1	<---	OP	1,000				
OP2	<---	OP	1,096	,097	11,267	***	par_8
KP1	<---	KP	1,000				
KP2	<---	KP	1,019	,087	11,686	***	par_1
KP3	<---	KP	,903	,083	10,932	***	par_2
IN4	<---	IN	1,000				
IN3	<---	IN	1,310	,242	5,411	***	par_3
KB1	<---	KB	1,000				
KB2	<---	KB	,733	,071	10,342	***	par_4
KB3	<---	KB	1,147	,084	13,583	***	par_6
OK1	<---	OK	1,032	,104	9,947	***	par_7
OK3	<---	OK	1,000				
OK2	<---	OK	1,180	,101	11,694	***	par_9

Lampiran 9

Hasil Koefisien *Standardized* dan *Loading Faktor*

Standardized Regression Weights: (Group number 1 - Default model)

Path			Estimate
IN	<---	OP	,169
IN	<---	OK	,550
KB	<---	OP	,342
KB	<---	OK	,540
KP	<---	IN	-,116
KP	<---	KB	,334
KP	<---	OP	,258
KP	<---	OK	,309
Factor Loading OP			
OP1	<---	OP	,853
OP2	<---	OP	,959
Factor Loading KP			
KP1	<---	KP	,801
KP2	<---	KP	,918
KP3	<---	KP	,839
Factor Loading IN			
IN4	<---	IN	,661
IN3	<---	IN	,848
Factor Loading KB			
KB1	<---	KB	,875
KB2	<---	KB	,750
KB3	<---	KB	,896
Factor Loading OK			
OK1	<---	OK	,771
OK2	<---	OK	,846
OK3	<---	OK	,848


e1
e2
e8
e9
OP1
OP2
IN4
IN3
OP
IN
e18
KP1
e15
KP
KP2
e16
e20
KP3
e17
KB
e19
OK
KB3
KB2
KB1
OK3
OK2
OK1
e14
e13
e12
e6
e5
e4