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**LAMPIRAN**

**Lampiran 1 Kuesioner Pertanyaan**

**KUESIONER PENELITIAN**

*Assalamualaikum Wr. Wb,*

Sehubungan dengan pelaksanaan tugas akhir untuk menempuh gelar S1 di Fakultas Ekonomi Universitas Islam Batik Surakarta, penelitian saya yang berjudul “Kinerja Pemasaran Ditinjau dari Inovasi, Diferensiasi, dan Keunggulan Bersaing pada CV Yuspin Boyolali**”.** Membutuhkan kerjasama dari para agen yang mengetahui kinerja pemasaran pada CV Yuspin Boyolali.

Mohon dengan Hormat kesediaan Bapak/Ibu/Saudara/i untuk mengisi kuesioner, sehingga penelitian yang saya kerjakan ini dapat diselesaikan dengan baik dan bermanfaat kepada berbagai pihak. Perlu dipahami bahwa penelitian ini tidak ada tujuan lain semata-mata hanya pengembang ilmu pengetahuan khususnya dalam bidang pemasaran jasa dan semua jawaban Bapak/Ibu/Saudara saya jaga kerahasiaannya.

Atas kesediaannya saya ucapkan terima kasih, semoga penelitian ini bermanfaat.

*Wassalamualaikum Wr. Wb*

Hormat Saya

**Adhitya Khresna YPS**

**Lampiran 2 Data pertanyaaan responden**

1. **Petunjuk Pengisian**
2. Mohon memberi tanda centang (√) pada jawaban yang menurut Bapak/Ibu/Sdr/I anggap paling sesuai.
3. Mohon mengisi bagian yang membutuhkan jawaban tertulis.
4. Isilah jawaban pernyataan berikut ini sesuai pendapat anda dengan memberikan tanda centang (√ ) pada kolom yang tersedia.

Sangat Setuju = 5

Setuju (S) = 4

Kurang Setuju (KS) = 3

Tidak Setuju (TS) = 2

Sangat Tidak Setuju (STS) = 1

1. **Identitas Responden**
2. Nama :
3. Jenis kelamin : Laki-laki Perempuan

1. Usia : < 21 tahun 31 - 40 tahun

21 - 30 tahun > 40 tahun

1. Tingkat pendidikan : SMP/Sederajat D1-D3 >S1

SMA/K S1

1. Tingkat Pendapatan : <1.500.000

Rp. 1.500.000 - Rp. 2.500.000

Rp. 2.500.000 - Rp. 3.500.000

> Rp. 3.500.000

1. **Pernyataan kuesioner**
   * + 1. **Kinerja Pemasaran**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | SS | S | KS | TS | STS |
| 1. | Produk yang dijual mempunyai nilai dan manfaat untuk para konsumen. |  |  |  |  |  |
| 2. | CV Yuspin senantiasa melakukan pengembangan produk untuk meningkatkan daerah pemasaran. |  |  |  |  |  |
| 3. | Pertumbuhan pelanggan selalu mengalami peningkatan sesuai dengan yang diharapkan. |  |  |  |  |  |

* + - 1. **Inovasi**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | SS | S | KS | TS | STS |
| 1. | Ukuran produk yang ditawarkan memiliki ukuran yang beragam. |  |  |  |  |  |
| 2. | CV Yuspin selalu berusaha menampilkan produk dalam bentuk yang berbeda dengan pesaing. |  |  |  |  |  |
| 3. | Harga sesuaikan berdasarkan ukuran, bentuk dan kualitas. |  |  |  |  |  |
| 4. | CV Yuspin selalu berupaya untuk mengembangkan produk yang dijual agar lebih berkualitas. |  |  |  |  |  |
| 5. | CV Yuspin membudayakan membuat produk dengan bahan baku yang berbeda dari biasanya. |  |  |  |  |  |

* + - 1. **Diferensiasi**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | SS | S | KS | TS | STS |
| 1. | Produk CV Yuspin memiliki keunikan pada model desain. |  |  |  |  |  |
| 2. | Produk CV Yuspin memiliki keunikan pada bahan. |  |  |  |  |  |
| 3. | Produk CV Yuspin mempunyai ciri yang khas. |  |  |  |  |  |
| 4. | Model produk CV Yuspin yang diluncurkan sesuai dengan permintaan pasar. |  |  |  |  |  |
| 5. | Produk CV Yuspin memiliki ukura yang bervariasi. |  |  |  |  |  |

* + - 1. **Keunggulan Bersaing**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | SS | S | KS | TS | STS |
| 1. | CV Yuspin senantiasa menawarkan harga yang kompetitif dibandingkan dengan pesaing. |  |  |  |  |  |
| 2. | CV Yuspin senantiasa menawarkan produk yang berkualitas tinggi dibandingkan dengan pesaing. |  |  |  |  |  |
| 3. | CV Yuspin senantiasa menyediakan produk sesuai dengan keinginan dan kebutuhan pelanggan dibandingkan dengan pesaing. |  |  |  |  |  |
| 4. | CV Yuspin selalu memberikan pelayanan yang ramah dan sopan. |  |  |  |  |  |
| 5. | CV Yuspin bergerak cepat dalam mengembangkan produk baru dibanding dengan pesaing. |  |  |  |  |  |

**Lampiran 3 Data Tabulasi 20 Responden**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | Kinerja Pemasaran | | | | Inovasi | | | | | | Diferensiasi | | | | | | Keunggulan Bersaing | | | | | |
| 1 | 4 | 4 | 4 | 12 | 3 | 3 | 4 | 4 | 3 | 17 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 3 | 3 | 4 | 4 | 18 |
| 2 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 4 | 3 | 18 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 4 | 3 | 4 | 4 | 19 |
| 3 | 5 | 4 | 4 | 13 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 4 | 4 | 4 | 4 | 21 |
| 4 | 4 | 3 | 3 | 10 | 4 | 3 | 3 | 4 | 4 | 18 | 4 | 4 | 4 | 3 | 4 | 19 | 3 | 4 | 4 | 4 | 4 | 19 |
| 5 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 3 | 19 |
| 6 | 5 | 4 | 4 | 13 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 4 | 5 | 5 | 5 | 24 | 5 | 4 | 5 | 5 | 4 | 23 |
| 7 | 4 | 4 | 3 | 11 | 5 | 4 | 5 | 4 | 4 | 22 | 4 | 4 | 5 | 3 | 5 | 21 | 4 | 4 | 3 | 5 | 4 | 20 |
| 8 | 5 | 4 | 4 | 13 | 4 | 5 | 4 | 5 | 4 | 22 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 4 | 3 | 4 | 4 | 19 |
| 9 | 4 | 4 | 3 | 11 | 3 | 4 | 4 | 4 | 4 | 19 | 4 | 3 | 3 | 4 | 4 | 18 | 4 | 4 | 4 | 4 | 4 | 20 |
| 10 | 4 | 5 | 4 | 13 | 5 | 2 | 5 | 4 | 3 | 19 | 2 | 5 | 2 | 3 | 4 | 16 | 5 | 5 | 4 | 5 | 3 | 22 |
| 11 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 12 | 4 | 4 | 3 | 11 | 4 | 5 | 4 | 5 | 5 | 23 | 5 | 4 | 5 | 4 | 5 | 23 | 4 | 5 | 5 | 4 | 4 | 22 |
| 13 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 5 | 3 | 20 | 5 | 4 | 4 | 5 | 5 | 23 | 4 | 5 | 5 | 5 | 4 | 23 |
| 14 | 4 | 3 | 4 | 11 | 5 | 4 | 4 | 5 | 4 | 22 | 3 | 4 | 3 | 4 | 5 | 19 | 4 | 3 | 3 | 4 | 4 | 18 |
| 15 | 5 | 4 | 4 | 13 | 5 | 5 | 5 | 5 | 4 | 24 | 4 | 3 | 5 | 4 | 4 | 20 | 4 | 5 | 4 | 5 | 5 | 23 |
| 16 | 5 | 4 | 3 | 12 | 5 | 4 | 5 | 5 | 4 | 23 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 4 | 5 | 5 | 3 | 22 |
| 17 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 5 | 5 | 5 | 5 | 25 |
| 18 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 19 | 4 | 3 | 3 | 10 | 4 | 4 | 4 | 4 | 4 | 20 | 2 | 4 | 4 | 4 | 4 | 18 | 3 | 4 | 3 | 4 | 4 | 18 |
| 20 | 5 | 4 | 5 | 14 | 4 | 4 | 4 | 5 | 4 | 21 | 5 | 4 | 5 | 5 | 5 | 24 | 4 | 5 | 5 | 5 | 5 | 24 |

**Lampiran 4 Hasil Uji Validitas dan Reliabilitas**

**Validitas Kinerja Pemasaran**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | | KP1 | | KP2 | | KP3 | KP |
| KP1 | Pearson Correlation | | 1 | | 0,168 | | 0,342 | .700\*\* |
| Sig. (2-tailed) | |  | | 0,478 | | 0,140 | 0,001 |
| N | | 20 | | 20 | | 20 | 20 |
| KP2 | Pearson Correlation | | 0,168 | | 1 | | 0,321 | .656\*\* |
| Sig. (2-tailed) | | 0,478 | |  | | 0,168 | 0,002 |
| N | | 20 | | 20 | | 20 | 20 |
| KP3 | Pearson Correlation | | 0,342 | | 0,321 | | 1 | .800\*\* |
| Sig. (2-tailed) | | 0,140 | | 0,168 | |  | 0,000 |
| N | | 20 | | 20 | | 20 | 20 |
| KP | Pearson Correlation | | .700\*\* | | .656\*\* | | .800\*\* | 1 |
| Sig. (2-tailed) | | 0,001 | | 0,002 | | 0,000 |  |
| N | | 20 | | 20 | | 20 | 20 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |
| **Reliabilitas Kinerja Pemasaran**  **Reliability Statistics** | | | | | |
| Cronbach's Alpha | | N of Items | |
| 0,539 | | 3 | |

**Validitas Inovasi**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | IV1 | IV2 | IV3 | IV4 | IV5 | IV |
| IV1 | Pearson Correlation | 1 | 0,207 | .712\*\* | .444\* | 0,224 | .700\*\* |
| Sig. (2-tailed) |  | 0,380 | 0,000 | 0,050 | 0,343 | 0,001 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| IV2 | Pearson Correlation | 0,207 | 1 | 0,241 | .649\*\* | .719\*\* | .810\*\* |
| Sig. (2-tailed) | 0,380 |  | 0,307 | 0,002 | 0,000 | 0,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| IV3 | Pearson Correlation | .712\*\* | 0,241 | 1 | 0,328 | 0,087 | .639\*\* |
| Sig. (2-tailed) | 0,000 | 0,307 |  | 0,158 | 0,717 | 0,002 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| IV4 | Pearson Correlation | .444\* | .649\*\* | 0,328 | 1 | 0,355 | .764\*\* |
| Sig. (2-tailed) | 0,050 | 0,002 | 0,158 |  | 0,125 | 0,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| IV5 | Pearson Correlation | 0,224 | .719\*\* | 0,087 | 0,355 | 1 | .678\*\* |
| Sig. (2-tailed) | 0,343 | 0,000 | 0,717 | 0,125 |  | 0,001 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| IV | Pearson Correlation | .700\*\* | .810\*\* | .639\*\* | .764\*\* | .678\*\* | 1 |
| Sig. (2-tailed) | 0,001 | 0,000 | 0,002 | 0,000 | 0,001 |  |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed).   |  |  | | --- | --- | | **Reliabilitas Inovasi**  **Reliability Statistics** | | | Cronbach's Alpha | N of Items | | 0,760 | 5 | | | | | | | | |

**Validitas Diferensiasi**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | DF1 | DF2 | DF3 | DF4 | DF5 | DF |
| DF1 | Pearson Correlation | 1 | 0,084 | .734\*\* | .513\* | .482\* | .877\*\* |
| Sig. (2-tailed) |  | 0,726 | 0,000 | 0,021 | 0,031 | 0,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| DF2 | Pearson Correlation | 0,084 | 1 | 0,069 | 0,014 | 0,227 | 0,328 |
| Sig. (2-tailed) | 0,726 |  | 0,774 | 0,954 | 0,335 | 0,158 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| DF3 | Pearson Correlation | .734\*\* | 0,069 | 1 | 0,386 | 0,427 | .819\*\* |
| Sig. (2-tailed) | 0,000 | 0,774 |  | 0,092 | 0,060 | 0,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| DF4 | Pearson Correlation | .513\* | 0,014 | 0,386 | 1 | 0,366 | .676\*\* |
| Sig. (2-tailed) | 0,021 | 0,954 | 0,092 |  | 0,112 | 0,001 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| DF5 | Pearson Correlation | .482\* | 0,227 | 0,427 | 0,366 | 1 | .679\*\* |
| Sig. (2-tailed) | 0,031 | 0,335 | 0,060 | 0,112 |  | 0,001 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| DF | Pearson Correlation | .877\*\* | 0,328 | .819\*\* | .676\*\* | .679\*\* | 1 |
| Sig. (2-tailed) | 0,000 | 0,158 | 0,000 | 0,001 | 0,001 |  |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | |

|  |  |
| --- | --- |
| **Reliabilitas Diferensiasi**  **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| 0,726 | 5 |

**Validitas Keunggulan Bersaing**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | KB1 | KB2 | KB3 | KB4 | KB5 | KB |
| KB1 | Pearson Correlation | 1 | 0,204 | .451\* | .499\* | -0,160 | .580\*\* |
| Sig. (2-tailed) |  | 0,389 | 0,046 | 0,025 | 0,502 | 0,007 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| KB2 | Pearson Correlation | 0,204 | 1 | .645\*\* | .578\*\* | 0,304 | .805\*\* |
| Sig. (2-tailed) | 0,389 |  | 0,002 | 0,008 | 0,192 | 0,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| KB3 | Pearson Correlation | .451\* | .645\*\* | 1 | .527\* | 0,118 | .842\*\* |
| Sig. (2-tailed) | 0,046 | 0,002 |  | 0,017 | 0,621 | 0,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| KB4 | Pearson Correlation | .499\* | .578\*\* | .527\* | 1 | 0,186 | .789\*\* |
| Sig. (2-tailed) | 0,025 | 0,008 | 0,017 |  | 0,432 | 0,000 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| KB5 | Pearson Correlation | -0,160 | 0,304 | 0,118 | 0,186 | 1 | 0,397 |
| Sig. (2-tailed) | 0,502 | 0,192 | 0,621 | 0,432 |  | 0,083 |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| KB | Pearson Correlation | .580\*\* | .805\*\* | .842\*\* | .789\*\* | 0,397 | 1 |
| Sig. (2-tailed) | 0,007 | 0,000 | 0,000 | 0,000 | 0,083 |  |
| N | 20 | 20 | 20 | 20 | 20 | 20 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |

**Reliabilitas Keunggulan Bersaing**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| 0,717 | 5 |

**Lampran 5 Data Tabulasi 90 Responden**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | Kinerja Pemasaran | | | | Inovasi | | | | | | Diferensiasi | | | | | | Keunggulan Bersaing | | | | | |
| 1 | 4 | 4 | 4 | 12 | 3 | 3 | 4 | 4 | 3 | 17 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 3 | 3 | 4 | 4 | 18 |
| 2 | 4 | 4 | 4 | 12 | 4 | 3 | 4 | 4 | 3 | 18 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 4 | 3 | 4 | 4 | 19 |
| 3 | 5 | 4 | 4 | 13 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 4 | 4 | 4 | 4 | 21 |
| 4 | 4 | 3 | 3 | 10 | 4 | 3 | 3 | 4 | 4 | 18 | 4 | 4 | 4 | 3 | 4 | 19 | 3 | 4 | 4 | 4 | 4 | 19 |
| 5 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 3 | 19 |
| 6 | 5 | 4 | 4 | 13 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 4 | 5 | 5 | 5 | 24 | 5 | 4 | 5 | 5 | 4 | 23 |
| 7 | 4 | 4 | 3 | 11 | 5 | 4 | 5 | 4 | 4 | 22 | 4 | 4 | 5 | 3 | 5 | 21 | 4 | 4 | 3 | 5 | 4 | 20 |
| 8 | 5 | 4 | 4 | 13 | 4 | 5 | 4 | 5 | 4 | 22 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 4 | 3 | 4 | 4 | 19 |
| 9 | 4 | 4 | 3 | 11 | 3 | 4 | 4 | 4 | 4 | 19 | 4 | 3 | 3 | 4 | 4 | 18 | 4 | 4 | 4 | 4 | 4 | 20 |
| 10 | 4 | 5 | 4 | 13 | 5 | 2 | 5 | 4 | 3 | 19 | 2 | 5 | 2 | 3 | 4 | 16 | 5 | 5 | 4 | 5 | 3 | 22 |
| 11 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 12 | 4 | 4 | 3 | 11 | 4 | 5 | 4 | 5 | 5 | 23 | 5 | 4 | 5 | 4 | 5 | 23 | 4 | 5 | 5 | 4 | 4 | 22 |
| 13 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 5 | 3 | 20 | 5 | 4 | 4 | 5 | 5 | 23 | 4 | 5 | 5 | 5 | 4 | 23 |
| 14 | 4 | 3 | 4 | 11 | 5 | 4 | 4 | 5 | 4 | 22 | 3 | 4 | 3 | 4 | 5 | 19 | 4 | 3 | 3 | 4 | 4 | 18 |
| 15 | 5 | 4 | 4 | 13 | 5 | 5 | 5 | 5 | 4 | 24 | 4 | 3 | 5 | 4 | 4 | 20 | 4 | 5 | 4 | 5 | 5 | 23 |
| 16 | 5 | 4 | 3 | 12 | 5 | 4 | 5 | 5 | 4 | 23 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 4 | 5 | 5 | 3 | 22 |
| 17 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 5 | 5 | 5 | 5 | 25 |
| 18 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 19 | 4 | 3 | 3 | 10 | 4 | 4 | 4 | 4 | 4 | 20 | 2 | 4 | 4 | 4 | 4 | 18 | 3 | 4 | 3 | 4 | 4 | 18 |
| 20 | 5 | 4 | 5 | 14 | 4 | 4 | 4 | 5 | 4 | 21 | 5 | 4 | 5 | 5 | 5 | 24 | 4 | 5 | 5 | 5 | 5 | 24 |
| 21 | 4 | 4 | 4 | 12 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| 22 | 4 | 4 | 3 | 11 | 5 | 4 | 4 | 4 | 3 | 20 | 5 | 4 | 4 | 5 | 4 | 22 | 4 | 4 | 5 | 5 | 4 | 22 |
| 23 | 4 | 5 | 5 | 14 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 4 | 5 | 5 | 22 | 5 | 4 | 4 | 4 | 5 | 22 |
| 24 | 4 | 5 | 4 | 13 | 4 | 5 | 5 | 5 | 4 | 23 | 3 | 5 | 5 | 5 | 5 | 23 | 5 | 5 | 4 | 4 | 4 | 22 |
| 25 | 5 | 4 | 5 | 14 | 5 | 5 | 5 | 4 | 4 | 23 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 5 | 5 | 3 | 22 |
| 26 | 5 | 5 | 4 | 14 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 27 | 4 | 4 | 4 | 12 | 5 | 4 | 4 | 5 | 4 | 22 | 5 | 5 | 4 | 4 | 5 | 23 | 4 | 5 | 5 | 5 | 4 | 23 |
| 28 | 4 | 4 | 5 | 13 | 4 | 4 | 5 | 3 | 4 | 20 | 4 | 3 | 5 | 3 | 4 | 19 | 4 | 3 | 5 | 3 | 4 | 19 |
| 29 | 3 | 4 | 5 | 12 | 4 | 4 | 5 | 4 | 3 | 20 | 4 | 5 | 4 | 4 | 4 | 21 | 4 | 4 | 5 | 4 | 4 | 21 |
| 30 | 5 | 4 | 3 | 12 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 3 | 3 | 4 | 4 | 18 | 3 | 4 | 2 | 5 | 4 | 18 |
| 31 | 4 | 5 | 3 | 12 | 3 | 4 | 5 | 4 | 3 | 19 | 5 | 4 | 4 | 5 | 4 | 22 | 4 | 4 | 3 | 3 | 4 | 18 |
| 32 | 3 | 4 | 5 | 12 | 4 | 3 | 5 | 4 | 4 | 20 | 3 | 4 | 5 | 4 | 4 | 20 | 5 | 4 | 3 | 5 | 4 | 21 |
| 33 | 4 | 5 | 4 | 13 | 4 | 5 | 4 | 4 | 3 | 20 | 4 | 5 | 4 | 4 | 5 | 22 | 4 | 5 | 5 | 4 | 4 | 22 |
| 34 | 4 | 5 | 4 | 13 | 4 | 5 | 3 | 4 | 3 | 19 | 4 | 5 | 4 | 3 | 4 | 20 | 4 | 5 | 4 | 3 | 4 | 20 |
| 35 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 36 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 37 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 38 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 39 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 40 | 5 | 5 | 4 | 14 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 41 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 42 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 43 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 44 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 45 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 46 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 47 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 48 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 49 | 4 | 4 | 4 | 12 | 5 | 5 | 4 | 4 | 3 | 21 | 4 | 3 | 4 | 4 | 5 | 20 | 4 | 4 | 4 | 5 | 4 | 21 |
| 50 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 51 | 3 | 4 | 4 | 11 | 5 | 4 | 3 | 4 | 4 | 20 | 4 | 5 | 4 | 4 | 3 | 20 | 4 | 4 | 4 | 4 | 3 | 19 |
| 52 | 5 | 4 | 5 | 14 | 4 | 5 | 5 | 4 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 53 | 3 | 4 | 5 | 12 | 4 | 4 | 4 | 5 | 4 | 21 | 3 | 4 | 4 | 4 | 3 | 18 | 5 | 5 | 4 | 4 | 5 | 23 |
| 54 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 55 | 3 | 4 | 4 | 11 | 5 | 4 | 4 | 4 | 4 | 21 | 5 | 4 | 5 | 4 | 3 | 21 | 4 | 4 | 5 | 3 | 4 | 20 |
| 56 | 3 | 4 | 4 | 11 | 5 | 3 | 4 | 3 | 5 | 20 | 4 | 4 | 4 | 5 | 3 | 20 | 5 | 4 | 4 | 5 | 4 | 22 |
| 57 | 4 | 3 | 4 | 11 | 5 | 4 | 5 | 4 | 3 | 21 | 4 | 5 | 4 | 4 | 5 | 22 | 3 | 3 | 4 | 3 | 3 | 16 |
| 58 | 4 | 3 | 5 | 12 | 4 | 3 | 4 | 5 | 4 | 20 | 3 | 4 | 5 | 4 | 3 | 19 | 4 | 5 | 4 | 4 | 3 | 20 |
| 59 | 3 | 4 | 5 | 12 | 4 | 4 | 5 | 4 | 4 | 21 | 3 | 5 | 4 | 3 | 4 | 19 | 5 | 3 | 4 | 4 | 5 | 21 |
| 60 | 3 | 4 | 5 | 12 | 4 | 3 | 4 | 5 | 3 | 19 | 4 | 5 | 4 | 4 | 4 | 21 | 5 | 4 | 5 | 4 | 4 | 22 |
| 61 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 62 | 4 | 5 | 3 | 12 | 4 | 4 | 3 | 5 | 4 | 20 | 3 | 4 | 5 | 4 | 3 | 19 | 4 | 4 | 5 | 4 | 3 | 20 |
| 63 | 3 | 5 | 4 | 12 | 4 | 5 | 4 | 5 | 4 | 22 | 5 | 4 | 4 | 3 | 4 | 20 | 5 | 3 | 5 | 4 | 4 | 21 |
| 64 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 65 | 5 | 4 | 5 | 14 | 4 | 5 | 4 | 5 | 4 | 22 | 4 | 4 | 5 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 66 | 4 | 5 | 4 | 13 | 3 | 4 | 5 | 4 | 3 | 19 | 4 | 5 | 3 | 4 | 4 | 20 | 3 | 5 | 4 | 4 | 3 | 19 |
| 67 | 5 | 4 | 5 | 14 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 68 | 3 | 4 | 4 | 11 | 5 | 4 | 4 | 3 | 5 | 21 | 4 | 3 | 4 | 5 | 4 | 20 | 3 | 4 | 5 | 4 | 3 | 19 |
| 69 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 70 | 4 | 5 | 3 | 12 | 4 | 5 | 4 | 3 | 4 | 20 | 4 | 5 | 5 | 5 | 4 | 23 | 4 | 5 | 4 | 4 | 5 | 22 |
| 71 | 5 | 4 | 4 | 13 | 4 | 4 | 5 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 72 | 4 | 5 | 5 | 14 | 5 | 4 | 4 | 4 | 4 | 21 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 73 | 5 | 4 | 4 | 13 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 4 | 5 | 21 | 5 | 5 | 5 | 5 | 5 | 25 |
| 74 | 5 | 5 | 5 | 15 | 4 | 4 | 5 | 5 | 5 | 23 | 4 | 4 | 5 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 75 | 3 | 4 | 3 | 10 | 3 | 4 | 4 | 2 | 3 | 16 | 3 | 3 | 4 | 2 | 3 | 15 | 3 | 4 | 2 | 3 | 4 | 16 |
| 76 | 3 | 4 | 3 | 10 | 3 | 3 | 4 | 4 | 3 | 17 | 4 | 3 | 3 | 4 | 3 | 17 | 3 | 3 | 3 | 4 | 3 | 16 |
| 77 | 2 | 4 | 1 | 7 | 3 | 1 | 4 | 1 | 3 | 12 | 3 | 1 | 4 | 3 | 1 | 12 | 2 | 3 | 3 | 2 | 2 | 12 |
| 78 | 4 | 3 | 4 | 11 | 4 | 3 | 4 | 4 | 3 | 18 | 4 | 3 | 4 | 4 | 3 | 18 | 4 | 4 | 4 | 4 | 3 | 19 |
| 79 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 80 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 81 | 4 | 5 | 4 | 13 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 82 | 5 | 4 | 4 | 13 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 |
| 83 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 84 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 85 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 86 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 5 | 5 | 5 | 5 | 24 |
| 87 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 5 | 5 | 5 | 4 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 88 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 89 | 5 | 5 | 5 | 15 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 4 | 5 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 |
| 90 | 4 | 4 | 5 | 13 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |

**Lampiran 6 Hasil Uji Normalitas**

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 90 |
| Normal Parametersa,b | Mean | 0,0000000 |
| Std. Deviation | 0,79523024 |
| Most Extreme Differences | Absolute | 0,177 |
| Positive | 0,098 |
| Negative | -0,177 |
| Test Statistic | | 0,177 |
| Asymp. Sig. (2-tailed) | | .000c |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |

**Lampiran 7 Hasil Uji Multikolinearitas**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 0,793 | 0,709 |  | 1,119 | 0,266 |  |  |
| IV | 0,216 | 0,061 | 0,352 | 3,538 | 0,001 | 0,256 | 3,904 |
| DF | 0,067 | 0,065 | 0,115 | 1,033 | 0,305 | 0,204 | 4,894 |
| KB | 0,268 | 0,063 | 0,463 | 4,265 | 0,000 | 0,215 | 4,642 |
| a. Dependent Variable: Kinerja Pemasaran | | | | | | | | |

**Lampiran 8 Hasil Uji Heterokedastisitas**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Coefficientsa** | | | | | | | | Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | | B | Std. Error | Beta | | 1 | (Constant) | 0,985 | 0,404 |  | 2,440 | 0,017 | | IV | -0,008 | 0,035 | -0,047 | -0,222 | 0,825 | | DF | -0,010 | 0,037 | -0,062 | -0,261 | 0,795 | | KB | 0,002 | 0,036 | 0,014 | 0,060 | 0,952 | | a. Dependent Variable: ABSRES | | | | | | | |

**Lampiran 9 Hasil Uji Regresi Linier Berganda**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 0,793 | 0,709 |  | 1,119 | 0,266 |
| IV | 0,216 | 0,061 | 0,352 | 3,538 | 0,001 |
| DF | 0,067 | 0,065 | 0,115 | 1,033 | 0,305 |
| KB | 0,268 | 0,063 | 0,463 | 4,265 | 0,000 |
| a. Dependent Variable: Kinerja Pemasaran | | | | | | |

**Lampiran 10 Hasil Uji F**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 201,539 | 3 | 67,180 | 102,651 | .000b |
| Residual | 56,283 | 86 | 0,654 |  |  |
| Total | 257,822 | 89 |  |  |  |
| a. Dependent Variable: KP | | | | | | |
| b. Predictors: (Constant), KB, IV, DF | | | | | | |

**Lampiran 11 Hasil Uji t test**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 0,793 | 0,709 |  | 1,119 | 0,266 |
| IV | 0,216 | 0,061 | 0,352 | 3,538 | 0,001 |
| DF | 0,067 | 0,065 | 0,115 | 1,033 | 0,305 |
| KB | 0,268 | 0,063 | 0,463 | 4,265 | 0,000 |
| a. Dependent Variable: Kinerja Pemasaran | | | | | | |

**Lampiran 12 Hasil Uji Determinasi (R2)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .884a | 0,782 | 0,774 | 0,809 |
| a. Predictors: (Constant), KB, IV, DF | | | | |