**BAB V**

**KESIMPULAN DAN SARAN**

1. **Kesimpulan**
2. Keunggulan Bersaing berpengaruh signifikan terhadap Kinerja Pemasaran Sentra Industri Shuttlecock di Kabupaten Sukoharjo.
3. Orientasi Pasar berpengaruh signifikan terhadap Kinerja Pemasaran Sentra Industri Shuttlecock di Kabupaten Sukoharjo.
4. Orientasi Kewirausahaan berpengaruh signifikan terhadap Kinerja Pemasaran Sentra Industri Shuttlecock di Kabupaten Sukoharjo.
5. **Saran**
6. Untuk meningkatkan Keunggulan Bersaing para pengusaha sebaiknya meningkatkan kualitas produk dan berani bersaing dalam hal harga. Hal ini bisa dilakukan dengan mempertahankan eksistensi perusahaan serta melakukan evaluasi strategi pemasaran.
7. Meskipun para pengusaha telah melakukan Orientasi Pasar namun belum dapat meningkatkan target penjualan produk sesuai dengan yang diharapkan. Pengusaha bisa mencari celah agar dapat menarik minat konsumen dan akhirnya loyal terhadap produk tersebut yaitu dengan meningkatkan pelayanan dan kualitas produkyang beragam terkait dengan harga tentunya. Kemudian mengikuti kerja sama dengan platform digital agar menambah pelanggan baru dan mencoba merambah pada bisnis online.
8. Perusahaan/industri hendaknya mempertahankan dan meningkatkan Orientasi Kewirausahaannya, karena suatu perusahaan harus mampu memnuhi resiko yang akan diambil dalam setiap tindakan untuk tetap mampu bertahan dalam persaingan. dan menciptakan produk yang berkualitas yang merupakan daya tarik konsumen dalam melakukan pembelian sehingga produk tersebut dapat mengungguli produk pesaing.
9. Agar lebih mendukung penelitian secara lebih luas maka disarankan bagi peneliti selanjutnya yang ingin meneliti tentang penelitian sentra industri pembuatan Shuttlecock di Kabupaten Sukoharjo agar menambahkan variabel lain seperti variabel Identifikasi Lokasi dan *Service Performance* (Kinerja Layanan, kualitas produk dan lain sebagainya).

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**LAMPIRAN**

# KINERJA PEMASARAN DITINJAU DARI KEUNGGULAN BERSAING, ORIENTASI PASAR DAN KEWIRAUSAHAAN

**(Studi Pada Sentra Industri Shuttlecock Kabupaten Sukoharjo)**

Kepada Yth :

Bp/Ibu/Sdr/i .....................

Di tempat

Dengan Hormat

Ditengah rutinitas dan kesibukan saat ini, perkenankanlah saya untuk meminta sedikit waktu Saudara/Saudari untuk mengisi daftar pertanyaan yang ada pada halaman berikut. Daftar pertanyaan ini dibuat untuk melengkapi data yang diperlukan dalam menyusun skripsi pada Universitas Islam Batik Surakarta dengan **“KINERJA PEMASARAN DITINJAU DARI KEUNGGULAN BERSAING, ORIENTASI PASAR DAN KEWIRAUSAHAAN (Studi Pada Sentra Industri Shuttlecock Kabupaten Sukoharjo)”.**

Saya sangat berharap jawaban Saudara/Saudari merupakan informasi yang sungguh-sungguh dan sesuai dengan pendapat Saudara/Saudari sendiri, karena hal tersebut merupakan sumbangan yang tak terkira bagi terciptanya keaslian dalam tujuan penelitian ini. Akhir kata, atas segala bantuan dan partisipasinya Saudara/Saudari dalam penelitian ini saya mengucapkan banyak terimakasih.

Hormat saya,

# (RENDY IRAWAN)

1. **Identitas Responden**
2. Nama :
3. Jenis Kelamin : a. Laki-laki

b. Perempuan

1. Usia : a. 21 – 30 Tahun

b. 31 – 40 Tahun

c. 41 – 50 Tahun

d. > 51 Tahun

4. Pendidikan Terakhir : a. SD

1. SMP
2. SMU/SLTA
3. Diploma
4. sarjana (S1)

# Petunjuk Kuisioner

Pilihlah jawaban yang paling sesuai dengan pendapat Saudara/Saudari dengan memberi tanda (V) pada pertanyaan yang anda pilih di kolom yang tersedia.

Keterangan :

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

# Pertanyaan

1. **Variabel Kinerja Pemasaran**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **NO** | **PERTANYAAN** | **SS** | **S** | **N** | **TS** | **STS** |
| 1 | Target penjualan selalu mengalami  peningkatan setiap tahunnya |  |  |  |  |  |
| 2 | Omset perusahaan dalam satu tahun ini selalu mengalami peningkatan, setelah  melakukan pengembangan produk |  |  |  |  |  |
| 3 | Pertumbuhan penjualan meningkat secara berkala dengan pelaksanaan pengembangan produk |  |  |  |  |  |
| 4 | Perusahaan saya mengalami peningkatan penjualan bila dibanding dengan tahun  sebelumnya |  |  |  |  |  |
| 5 | Saya senantiasa memperluas daerah  pemasaran untuk produk yang saya hasilkan |  |  |  |  |  |
| 6 | Saya melakukan pengembangan produk  untuk daerah pemasaran |  |  |  |  |  |
| 7 | Dengan memperluas pasar laba yang saya  peroleh semakin meningkat |  |  |  |  |  |

# Variabel Keunggulan Bersaing

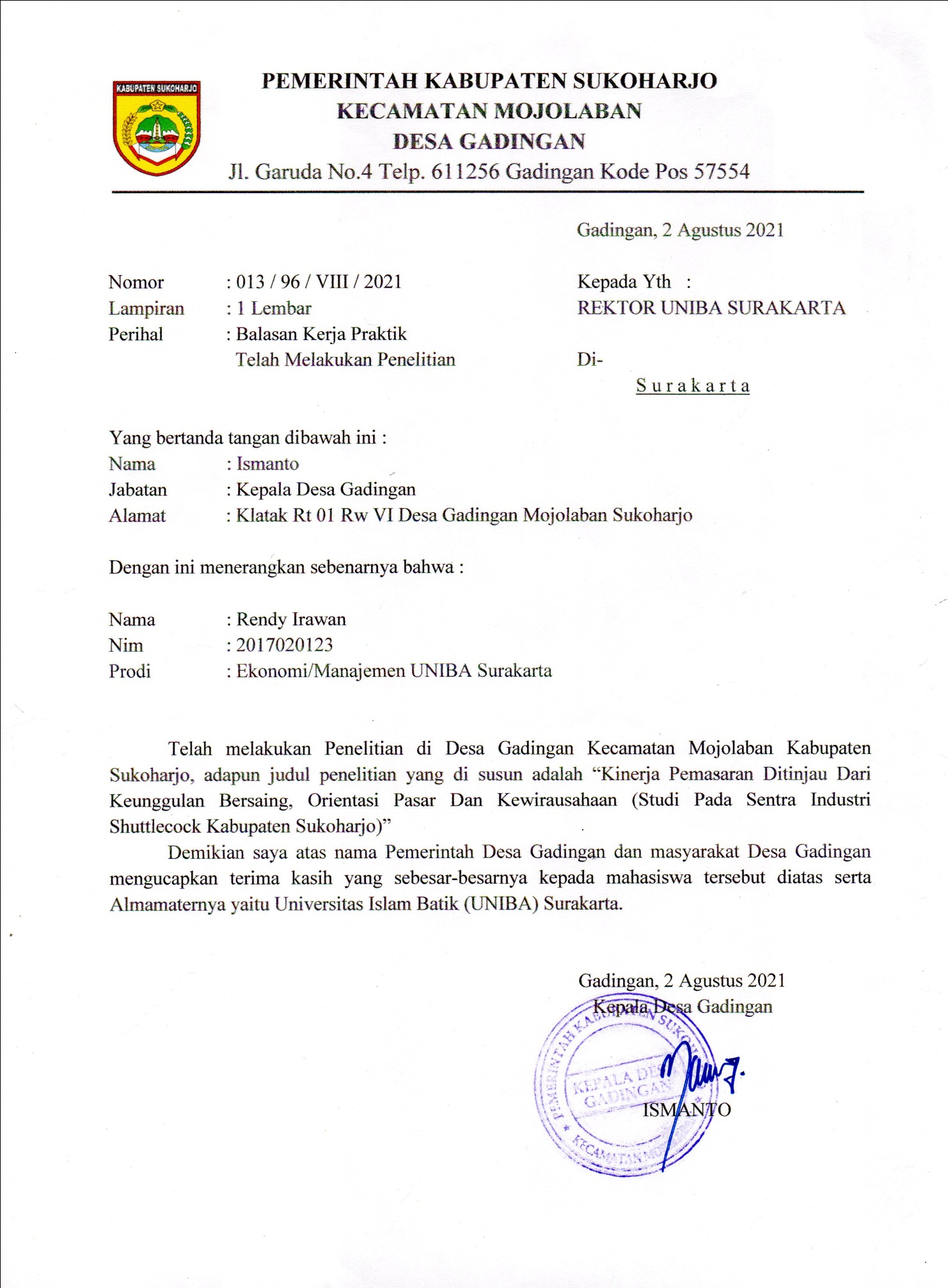
|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **NO** | **PERTANYAAN** | **SS** | **S** | **N** | **TS** | **STS** |
| 1 | Produk saya memiliki image eksklusif |  |  |  |  |  |
| 2 | Produk yang saya buat memiliki ciri khas  tersendiri(corak/motif/bentuk) |  |  |  |  |  |
| 3 | Saya menetapkan harga produk sesuai  harga pasar |  |  |  |  |  |
| 4 | Saya menetapkan harga berdasarkan  kualitas produk |  |  |  |  |  |
| 5 | Produk saya memiliki rancangan yang  lebih baik dibanding produk pesaing |  |  |  |  |  |

1. **Variabel Orientasi Pasar**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **NO** | **PERTANYAAN** | **SS** | **S** | **N** | **TS** | **STS** |
| 1 | Ketika saya mengetahui bahwa konsumen  menginginkan saya memodifikasi produk, saya berusaha melakukannya |  |  |  |  |  |
| 2 | Saya secara periodik mengkaji ulang usaha-usaha pengembangan produk untuk menjamin bahwa produk saya sesuai  dengan keinginan konsumen |  |  |  |  |  |
| 3 | Saya mengumpulkan informasi mengenai  selera konsumen melalui patner dagang |  |  |  |  |  |
| 4 | Saya selalu mengawasi langkah-langkah dan aktifitas yang dilakukan oleh pesaing (jika pesaing mengeluarkan bentuk produk dan harga baru maka perusahaan akan  segera merseponnya) |  |  |  |  |  |
| 5 | Saya selalu berkomunikasi dengan  karyawan agar menghasilkan produksi yang berkualitas baik |  |  |  |  |  |

# Variabel Orientasi Kewirausahaan

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **NO** | **PERTANYAAN** | **SS** | **S** | **N** | **TS** | **STS** |
| 1 | Kemasan produk saya semakin menarik |  |  |  |  |  |
| 2 | Saya selalu mengembangkan produk  dengan ide-ide baru |  |  |  |  |  |
| 3 | Saya terus berusaha memperluas pasar  dan memperbanyak produksi |  |  |  |  |  |
| 4 | Saya selalu berani mengambil resiko  dalam pemasaran produk |  |  |  |  |  |
| 5 | Saya selalu memiliki semangat dalam  mengembangkan usaha untuk masa depan |  |  |  |  |  |

****

**LAMPIRAN DATA**

**UJI INSTRUMEN**

KEUNGGULAN BERSAING (X1)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| N | X1 | | | | | JML |
| Q1 | Q2 | Q3 | Q4 | Q5 |
| 1 | 5 | 4 | 4 | 5 | 5 | 23 |
| 2 | 5 | 5 | 5 | 5 | 5 | 25 |
| 3 | 4 | 5 | 5 | 5 | 5 | 24 |
| 4 | 4 | 5 | 5 | 4 | 5 | 23 |
| 5 | 3 | 5 | 5 | 4 | 3 | 20 |
| 6 | 5 | 5 | 5 | 4 | 4 | 23 |
| 7 | 5 | 5 | 4 | 5 | 5 | 24 |
| 8 | 5 | 5 | 5 | 4 | 4 | 23 |
| 9 | 4 | 4 | 4 | 4 | 4 | 20 |
| 10 | 5 | 5 | 5 | 5 | 5 | 25 |
| 11 | 4 | 4 | 4 | 4 | 5 | 21 |
| 12 | 5 | 3 | 4 | 4 | 5 | 21 |
| 13 | 4 | 4 | 4 | 4 | 4 | 20 |
| 14 | 4 | 4 | 4 | 5 | 5 | 22 |
| 15 | 5 | 5 | 4 | 4 | 4 | 22 |
| 16 | 5 | 5 | 5 | 5 | 5 | 25 |
| 17 | 4 | 5 | 4 | 5 | 4 | 22 |
| 18 | 5 | 5 | 5 | 5 | 5 | 25 |
| 19 | 5 | 5 | 5 | 5 | 5 | 25 |
| 20 | 4 | 4 | 4 | 4 | 4 | 20 |

ORIENTASI PASAR (X2)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| N | X2 | | | | | JML |
| Q1 | Q2 | Q3 | Q4 | Q5 |
| 1 | 4 | 4 | 4 | 4 | 4 | 20 |
| 2 | 5 | 5 | 5 | 5 | 5 | 25 |
| 3 | 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 5 | 4 | 5 | 4 | 22 |
| 5 | 4 | 3 | 4 | 5 | 4 | 20 |
| 6 | 4 | 5 | 4 | 4 | 5 | 22 |
| 7 | 4 | 4 | 4 | 4 | 4 | 20 |
| 8 | 4 | 4 | 5 | 5 | 5 | 23 |
| 9 | 4 | 4 | 4 | 4 | 4 | 20 |
| 10 | 5 | 5 | 5 | 5 | 5 | 25 |
| 11 | 4 | 4 | 4 | 5 | 4 | 21 |
| 12 | 4 | 4 | 4 | 4 | 5 | 21 |
| 13 | 4 | 4 | 4 | 4 | 4 | 22 |
| 14 | 4 | 4 | 4 | 5 | 4 | 21 |
| 15 | 4 | 5 | 4 | 5 | 3 | 21 |
| 16 | 5 | 4 | 4 | 4 | 5 | 22 |
| 17 | 4 | 4 | 4 | 4 | 4 | 20 |
| 18 | 4 | 5 | 4 | 5 | 4 | 22 |
| 19 | 5 | 4 | 4 | 4 | 4 | 21 |
| 20 | 4 | 4 | 4 | 4 | 4 | 20 |

ORIENTASI KEWIRAUSAHAAN (X3)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| N | X3 | | | | | JML |
| Q1 | Q2 | Q3 | Q4 | Q5 |
| 1 | 4 | 4 | 4 | 4 | 4 | 20 |
| 2 | 5 | 5 | 5 | 4 | 4 | 23 |
| 3 | 4 | 4 | 5 | 5 | 4 | 22 |
| 4 | 4 | 5 | 5 | 5 | 5 | 24 |
| 5 | 5 | 5 | 4 | 5 | 4 | 23 |
| 6 | 4 | 5 | 5 | 4 | 5 | 23 |
| 7 | 4 | 5 | 4 | 5 | 5 | 23 |
| 8 | 5 | 4 | 5 | 4 | 5 | 23 |
| 9 | 5 | 5 | 4 | 5 | 5 | 24 |
| 10 | 5 | 4 | 5 | 4 | 4 | 22 |
| 11 | 4 | 4 | 4 | 4 | 4 | 20 |
| 12 | 5 | 5 | 5 | 5 | 5 | 25 |
| 13 | 4 | 4 | 4 | 5 | 4 | 21 |
| 14 | 4 | 5 | 5 | 4 | 5 | 23 |
| 15 | 4 | 4 | 4 | 4 | 4 | 20 |
| 16 | 5 | 5 | 5 | 5 | 5 | 25 |
| 17 | 5 | 5 | 5 | 5 | 5 | 25 |
| 18 | 5 | 4 | 5 | 4 | 4 | 22 |
| 19 | 4 | 5 | 5 | 5 | 5 | 24 |
| 20 | 4 | 4 | 4 | 4 | 4 | 20 |

KINERJA PEMASARAN (Y)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| N | Y | | | | | | | JML |
| Q1 | Q2 | Q3 | Q4 | Q5 | Q6 | Q7 |
| 1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 2 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 30 |
| 3 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 33 |
| 4 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 31 |
| 5 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 29 |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 7 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 8 | 4 | 4 | 4 | 5 | 3 | 5 | 5 | 30 |
| 9 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 31 |
| 10 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 11 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 33 |
| 12 | 5 | 3 | 4 | 4 | 3 | 5 | 4 | 28 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 14 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 31 |
| 15 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 16 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 17 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 30 |
| 18 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 30 |
| 19 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 31 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |

**UJI VALIDITAS KEUNGGULAN BERSAING (X1)**

CORRELATIONS

/VARIABLES=X1 X2 X3 X4 X5 Xtotal

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

**Correlations**

**Notes**

|  |  |  |
| --- | --- | --- |
| Output Created |  | 18-Jan-2022 14:18:37  F:\RE\HASIL SPSS BARU\SPSS X1  baru.sav  DataSet0  <none>  <none>  <none>  20  User-defined missing values are treated as missing.  Statistics for each pair of variables are based on all the cases with valid data for that pair.  CORRELATIONS  /VARIABLES=X1 X2 X3 X4 X5 Xtotal  /PRINT=TWOTAIL NOSIG  /MISSING=PAIRWISE.  00:00:00.063  00:00:00.031 |
| Comments |  |
| Input | Data |
|  | Active Dataset |
|  | Filter |
|  | Weight |
|  | Split File |
|  | N of Rows in Working |
|  | Data File |
| Missing Value Handling | Definition of Missing |
|  | Cases Used |
| Syntax |  |
| Resources | Processor Time |
|  | Elapsed Time |

[DataSet0] F:\RE\HASIL SPSS BARU\SPSS X1 baru.sav

**Correlations**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | | X1 | X2 | X3 | X4 | X5 | Xtotal |
| X1 | Pearson Correlation | 1 | .145 | .169 | .338 | .502\* | .672\*\* |
|  | Sig. (2-tailed) |  | .542 | .476 | .145 | .024 | .001 |
|  | N | 20 | 20 | 20 | 20 | 20 | 20 |
| X2 | Pearson Correlation | .145 | 1 | .686\*\* | .343 | -.087 | .621\*\* |
|  | Sig. (2-tailed) | .542 |  | .001 | .139 | .714 | .004 |

\*. Correlation is significant at the 0.05 level (2-tailed).

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

**Correlations**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | | X1 | X2 | X3 | X4 | X5 | Xtotal |
| X2 | N | 20 | 20 | 20 | 20 | 20 | 20 |
| X3 | Pearson Correlation | .169 | .686\*\* | 1 | .200 | .085 | .630\*\* |
|  | Sig. (2-tailed) | .476 | .001 |  | .398 | .722 | .003 |
|  | N | 20 | 20 | 20 | 20 | 20 | 20 |
| X4 | Pearson Correlation | .338 | .343 | .200 | 1 | .594\*\* | .740\*\* |
|  | Sig. (2-tailed) | .145 | .139 | .398 |  | .006 | .000 |
|  | N | 20 | 20 | 20 | 20 | 20 | 20 |
| X5 | Pearson Correlation | .502\* | -.087 | .085 | .594\*\* | 1 | .644\*\* |
|  | Sig. (2-tailed) | .024 | .714 | .722 | .006 |  | .002 |
|  | N | 20 | 20 | 20 | 20 | 20 | 20 |
| Xtotal | Pearson Correlation Sig. (2-tailed)  N | .672\*\*  .001  20 | .621\*\*  .004  20 | .630\*\*  .003  20 | .740\*\*  .000  20 | .644\*\*  .002  20 | 1  20 |

\*. Correlation is significant at the 0.05 level (2-tailed).

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

**UJI RELIABILITAS KEUNGGULAN BERSAING (X1)**

RELIABILITY

/VARIABLES=X1 X2 X3 X4 X5

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/SUMMARY=CORR.

**Reliability**

**Notes**

|  |  |
| --- | --- |
| Output Created | 18-Jan-2022 14:18:50 |
| Comments |  |
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|  | baru.sav |
| Active Dataset | DataSet0 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 20 |
| Matrix Input |  |

**Notes**

|  |  |  |
| --- | --- | --- |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
|  | Cases Used | Statistics are based on all cases with valid data for all variables in the procedure. |
| Syntax |  | RELIABILITY  /VARIABLES=X1 X2 X3 X4 X5  /SCALE('ALL VARIABLES') ALL  /MODEL=ALPHA  /SUMMARY=CORR. |
| Resources | Processor Time | 00:00:00.031 |
|  | Elapsed Time | 00:00:00.027 |

[DataSet0] F:\RE\HASIL SPSS BARU\SPSS X1 baru.sav

**Scale: ALL VARIABLES**

**Case Processing Summary**

|  |  |  |  |
| --- | --- | --- | --- |
|  | | N | % |
| Cases | Valid | 20 | 100.0 |
|  | Excludeda | 0 | .0 |
|  | Total | 20 | 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 |
| .672 | .679 | 5 |

**Summay Item Statistics**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Mean | Minimum | Maximum | Range | Maximum / Minimum | Variance | N of Items |
| Inter-Item Correlations | .297 | -.087 | .686 | .773 | -7.860 | .055 | 5 |

SAVE OUTFILE='F:\RE\HASIL SPSS BARU\SPSS X1 baru.sav' /COMPRESSED.

**UJI VALIDITAS** **ORIENTASI PASAR (X2)**

CORRELATIONS

/VARIABLES=X1 X2 X3 X4 X5 Xtotal

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

**Correlations**

**Notes**

|  |  |  |
| --- | --- | --- |
| Output Created |  | 18-Jan-2022 14:02:37  DataSet2  <none>  <none>  <none>  20  User-defined missing values are treated as missing.  Statistics for each pair of variables are based on all the cases with valid data for that pair.  CORRELATIONS  /VARIABLES=X1 X2 X3 X4 X5 Xtotal  /PRINT=TWOTAIL NOSIG  /MISSING=PAIRWISE.  00:00:00.063  00:00:00.031 |
| Comments |  |
| Input | Active Dataset |
|  | Filter |
|  | Weight |
|  | Split File |
|  | N of Rows in Working |
|  | Data File |
| Missing Value Handling | Definition of Missing |
|  | Cases Used |
| Syntax |  |
| Resources | Processor Time |
|  | Elapsed Time |

[DataSet2]

**Correlations**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | | X1 | X2 | X3 | X4 | X5 | Xtotal |
| X1 | Pearson Correlation | 1 | .233 | .490\* | .050 | .466\* | .618\*\* |
|  | Sig. (2-tailed) |  | .323 | .028 | .833 | .038 | .004 |
|  | N | 20 | 20 | 20 | 20 | 20 | 20 |
| X2 | Pearson Correlation | .233 | 1 | .326 | .328 | .130 | .623\*\* |
|  | Sig. (2-tailed) | .323 |  | .160 | .158 | .584 | .003 |
|  | N | 20 | 20 | 20 | 20 | 20 | 20 |
| X3 | Pearson Correlation | .490\* | .326 | 1 | .464\* | .588\*\* | .823\*\* |

\*. Correlation is significant at the 0.05 level (2-tailed).

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

**Correlations**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | | X1 | X2 | X3 | X4 | X5 | Xtotal |
| X3 | Sig. (2-tailed) | .028 | .160 |  | .039 | .006 | .000 |
|  | N | 20 | 20 | 20 | 20 | 20 | 20 |
| X4 | Pearson Correlation | .050 | .328 | .464\* | 1 | -.047 | .497\* |
|  | Sig. (2-tailed) | .833 | .158 | .039 |  | .844 | .026 |
|  | N | 20 | 20 | 20 | 20 | 20 | 20 |
| X5 | Pearson Correlation | .466\* | .130 | .588\*\* | -.047 | 1 | .623\*\* |
|  | Sig. (2-tailed) | .038 | .584 | .006 | .844 |  | .003 |
|  | N | 20 | 20 | 20 | 20 | 20 | 20 |
| Xtotal | Pearson Correlation Sig. (2-tailed)  N | .618\*\*  .004  20 | .623\*\*  .003  20 | .823\*\*  .000  20 | .497\*  .026  20 | .623\*\*  .003  20 | 1  20 |

\*. Correlation is significant at the 0.05 level (2-tailed).

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

**UJI RELIABILITAS ORIENTASI PASAR (X2)**

RELIABILITY

/VARIABLES=X1 X2 X3 X4 X5

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/SUMMARY=CORR.

**Reliability**

**Notes**

|  |  |  |
| --- | --- | --- |
| Output Created |  | 18-Jan-2022 14:02:52  DataSet2  <none>  <none>  <none>  20  User-defined missing values are treated as missing.  Statistics are based on all cases with valid data for all variables in the procedure. |
| Comments |  |
| Input | Active Dataset |
|  | Filter |
|  | Weight |
|  | Split File |
|  | N of Rows in Working Data File |
|  | Matrix Input |
| Missing Value Handling | Definition of Missing |
|  | Cases Used |

**Notes**

|  |  |  |
| --- | --- | --- |
| Syntax |  | RELIABILITY |
|  |  | /VARIABLES=X1 X2 X3 X4 X5 |
|  |  | /SCALE('ALL VARIABLES') ALL |
|  |  | /MODEL=ALPHA |
|  |  | /SUMMARY=CORR. |
| Resources | Processor Time | 00:00:00.062 |
|  | Elapsed Time | 00:00:00.031 |

[DataSet2]

**Scale: ALL VARIABLES**

**Case Processing Summary**

|  |  |  |  |
| --- | --- | --- | --- |
|  | | N | % |
| Cases | Valid | 20 | 100.0 |
|  | Excludeda | 0 | .0 |
|  | Total | 20 | 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 |
| .649 | .685 | 5 |

**Summary Item Statistics**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Mean | Minimum | Maximum | Range | Maximum / Minimum | Variance | N of Items |
| Inter-Item Correlations | .303 | -.047 | .588 | .634 | -12.539 | .041 | 5 |

SAVE OUTFILE='C:\Users\hp\Documents\SPSS X2 baru.sav'

/COMPRESSED.

**UJI VALIDITAS ORIENTASI KEWIRAUSAHAAN (X3)**

CORRELATIONS

/VARIABLES=X1 X2 X3 X4 X5 Xtotal

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

**Correlations**

**Notes**

|  |  |  |
| --- | --- | --- |
| Output Created |  | 18-Jan-2022 14:07:46  DataSet3  <none>  <none>  <none>  20  User-defined missing values are treated as missing.  Statistics for each pair of variables are based on all the cases with valid data for that pair.  CORRELATIONS  /VARIABLES=X1 X2 X3 X4 X5 Xtotal  /PRINT=TWOTAIL NOSIG  /MISSING=PAIRWISE.  00:00:00.047  00:00:00.031 |
| Comments |  |
| Input | Active Dataset |
|  | Filter |
|  | Weight |
|  | Split File |
|  | N of Rows in Working |
|  | Data File |
| Missing Value Handling | Definition of Missing |
|  | Cases Used |
| Syntax |  |
| Resources | Processor Time |
|  | Elapsed Time |

[DataSet3]

**Correlations**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | | X1 | X2 | X3 | X4 | X5 | Xtotal |
| X1 | Pearson Correlation | 1 | .212 | .328 | .101 | .101 | .522\* |
|  | Sig. (2-tailed) |  | .369 | .158 | .673 | .673 | .018 |
|  | N | 20 | 20 | 20 | 20 | 20 | 20 |
| X2 | Pearson Correlation | .212 | 1 | .287 | .503\* | .704\*\* | .814\*\* |

\*. Correlation is significant at the 0.05 level (2-tailed).

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

**Correlations**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | | X1 | X2 | X3 | X4 | X5 | Xtotal |
| X2 | Sig. (2-tailed) | .369 |  | .220 | .024 | .001 | .000 |
|  | N | 20 | 20 | 20 | 20 | 20 | 20 |
| X3 | Pearson Correlation | .328 | .287 | 1 | .000 | .408 | .604\*\* |
|  | Sig. (2-tailed) | .158 | .220 |  | 1.000 | .074 | .005 |
|  | N | 20 | 20 | 20 | 20 | 20 | 20 |
| X4 | Pearson Correlation | .101 | .503\* | .000 | 1 | .400 | .604\*\* |
|  | Sig. (2-tailed) | .673 | .024 | 1.000 |  | .081 | .005 |
|  | N | 20 | 20 | 20 | 20 | 20 | 20 |
| X5 | Pearson Correlation | .101 | .704\*\* | .408 | .400 | 1 | .785\*\* |
|  | Sig. (2-tailed) | .673 | .001 | .074 | .081 |  | .000 |
|  | N | 20 | 20 | 20 | 20 | 20 | 20 |
| Xtotal | Pearson Correlation Sig. (2-tailed)  N | .522\*  .018  20 | .814\*\*  .000  20 | .604\*\*  .005  20 | .604\*\*  .005  20 | .785\*\*  .000  20 | 1  20 |

\*. Correlation is significant at the 0.05 level (2-tailed).

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

**UJI RELIABILITAS ORIENTASI KEWIRAUSAHAAN (X3)**

RELIABILITY

/VARIABLES=X1 X2 X3 X4 X5

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/SUMMARY=CORR.

**Reliability**

**Notes**

|  |  |  |  |
| --- | --- | --- | --- |
| Output Created | |  | 18-Jan-2022 14:08:10 |
| Comments | |  |  |
| Input | Active Dataset | DataSet3 |  |
| Filter | | <none> |  |
| Weight | | <none> |  |
| Split File | | <none> |  |
| N of Rows in Working | |  | 20 |
| Data File | |
| Matrix Input | |  |  |

**Notes**

|  |  |  |
| --- | --- | --- |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
|  | Cases Used | Statistics are based on all cases with valid data for all variables in the procedure. |
| Syntax |  | RELIABILITY  /VARIABLES=X1 X2 X3 X4 X5  /SCALE('ALL VARIABLES') ALL  /MODEL=ALPHA  /SUMMARY=CORR. |
| Resources | Processor Time | 00:00:00.063 |
|  | Elapsed Time | 00:00:00.031 |

[DataSet3]

**Scale: ALL VARIABLES**

**Case Processing Summary**

|  |  |  |  |
| --- | --- | --- | --- |
|  | | N | % |
| Cases | Valid | 20 | 100.0 |
|  | Excludeda | 0 | .0 |
|  | Total | 20 | 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 |
| .687 | .686 | 5 |

**Summary Item Statistics**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Mean | Minimum | Maximum | Range | Maximum / Minimum | Variance | N of Items |
| Inter-Item Correlations | .304 | .000 | .704 | .704 | 1.000E20 | .042 | 5 |

SAVE OUTFILE='C:\Users\hp\Documents\SPSS X3 baru.sav'

/COMPRESSED.

**UJI VALIDITAS KINERJA PEMASARAN (Y)**

CORRELATIONS

/VARIABLES=Y1 Y2 Y3 Y4 Y5 Y6 Y7 Ytotal

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

**Correlations**

**Notes**

|  |  |  |
| --- | --- | --- |
| Output Created |  | 18-Jan-2022 13:47:35  DataSet0  <none>  <none>  <none>  20  User-defined missing values are treated as missing.  Statistics for each pair of variables are based on all the cases with valid data for that pair.  CORRELATIONS  /VARIABLES=Y1 Y2 Y3 Y4 Y5 Y6 Y7  Ytotal  /PRINT=TWOTAIL NOSIG  /MISSING=PAIRWISE.  00:00:00.015  00:00:00.017 |
| Comments |  |
| Input | Active Dataset |
|  | Filter |
|  | Weight |
|  | Split File |
|  | N of Rows in Working |
|  | Data File |
| Missing Value Handling | Definition of Missing |
|  | Cases Used |
| Syntax |  |
| Resources | Processor Time |
|  | Elapsed Time |

[DataSet0]

**Correlations**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Ytotal |
| Y1 | Pearson Correlation | 1 | .571\*\* | .085 | -.151 | .179 | .350 | .307 | .542\* |
|  | Sig. (2-tailed) |  | .009 | .722 | .525 | .450 | .131 | .188 | .014 |
|  | N | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| Y2 | Pearson Correlation | .571\*\* | 1 | .262 | .266 | .421 | .026 | .290 | .647\*\* |
|  | Sig. (2-tailed) | .009 |  | .264 | .258 | .064 | .912 | .215 | .002 |
|  | N | 20 | 20 | 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).

**Correlations**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Ytotal |
| Y3 | Pearson Correlation | .085 | .262 | 1 | .524\* | .603\*\* | .503\* | .302 | .705\*\* |
| Sig. (2-tailed) | | .722 | .264 |  | .018 | .005 | .024 | .196 | .001 |
| N | | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| Y4 | Pearson Correlation | -.151 | .266 | .524\* | 1 | .442 | .390 | .126 | .538\* |
| Sig. (2-tailed) | | .525 | .258 | .018 |  | .051 | .089 | .595 | .014 |
| N | | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| Y5 | Pearson Correlation | .179 | .421 | .603\*\* | .442 | 1 | .394 | .318 | .756\*\* |
| Sig. (2-tailed) | | .450 | .064 | .005 | .051 |  | .086 | .172 | .000 |
| N | | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| Y6 | Pearson Correlation | .350 | .026 | .503\* | .390 | .394 | 1 | .394 | .658\*\* |
| Sig. (2-tailed) | | .131 | .912 | .024 | .089 | .086 |  | .086 | .002 |
| N | | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| Y7 | Pearson Correlation | .307 | .290 | .302 | .126 | .318 | .394 | 1 | .638\*\* |
| Sig. (2-tailed) | | .188 | .215 | .196 | .595 | .172 | .086 |  | .002 |
| N | | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| Ytotal | Pearson Correlation Sig. (2-tailed)  N | .542\*  .014  20 | .647\*\*  .002  20 | .705\*\*  .001  20 | .538\*  .014  20 | .756\*\*  .000  20 | .658\*\*  .002  20 | .638\*\*  .002  20 | 1  20 |

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

\*. Correlation is significant at the 0.05 level (2-tailed).

**UJI RELIABILITAS KINERJA PEMASARAN (Y)**

RELIABILITY

/VARIABLES=Y1 Y2 Y3 Y4 Y5 Y6 Y7

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/SUMMARY=CORR.

**Reliability**

**Notes**

DataSet0

<none>

<none>

<none>

18-Jan-2022 13:48:02

Output Created Comments

Input Active Dataset Filter

Weight

Split File

**Notes**

|  |  |  |
| --- | --- | --- |
| Input | N of Rows in Working Data File | 20 |
|  | Matrix Input |  |
| Missing Value Handling | Definition of Missing | User-defined missing values are |
|  |  | treated as missing. |
|  | Cases Used | Statistics are based on all cases |
|  |  | with valid data for all variables in the |
|  |  | procedure. |
| Syntax |  | RELIABILITY |
|  |  | /VARIABLES=Y1 Y2 Y3 Y4 Y5 Y6 Y7 |
|  |  | /SCALE('ALL VARIABLES') ALL |
|  |  | /MODEL=ALPHA |
|  |  | /SUMMARY=CORR. |
| Resources | Processor Time | 00:00:00.000 |
|  | Elapsed Time | 00:00:00.000 |

[DataSet0]

**Scale: ALL VARIABLES**

**Case Processing Summary**

|  |  |  |  |
| --- | --- | --- | --- |
|  | | N | % |
| Cases | Valid | 20 | 100.0 |
|  | Excludeda | 0 | .0 |
|  | Total | 20 | 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 |
| .758 | .762 | 7 |

**Summary Item Statistics**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Mean | Minimum | Maximum | Range | Maximum / Minimum | Variance | N of Items |
| Inter-Item Correlations | .314 | -.151 | .603 | .754 | -3.989 | .034 | 7 |

SAVE OUTFILE='C:\Users\hp\Documents\SPSS Y baru.sav'

/COMPRESSED.

**UJI REGRESI**

KEUNGGULAN BERSAING (X1)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| N | X1 | | | | | JML |
| Q1 | Q2 | Q3 | Q4 | Q5 |
| 1 | 4 | 4 | 5 | 4 | 3 | 20 |
| 2 | 5 | 5 | 5 | 5 | 5 | 25 |
| 3 | 5 | 5 | 5 | 5 | 5 | 25 |
| 4 | 4 | 5 | 4 | 4 | 2 | 19 |
| 5 | 2 | 5 | 4 | 4 | 2 | 17 |
| 6 | 5 | 4 | 4 | 4 | 4 | 21 |
| 7 | 5 | 5 | 5 | 5 | 5 | 25 |
| 8 | 5 | 4 | 5 | 4 | 4 | 22 |
| 9 | 4 | 3 | 4 | 4 | 4 | 19 |
| 10 | 4 | 5 | 5 | 5 | 5 | 24 |
| 11 | 4 | 5 | 5 | 4 | 5 | 23 |
| 12 | 4 | 3 | 5 | 4 | 4 | 20 |
| 13 | 5 | 4 | 4 | 4 | 4 | 21 |
| 14 | 4 | 4 | 4 | 3 | 4 | 19 |
| 15 | 5 | 5 | 5 | 5 | 5 | 25 |
| 16 | 4 | 5 | 5 | 4 | 5 | 23 |
| 17 | 4 | 5 | 5 | 5 | 4 | 23 |
| 18 | 4 | 5 | 5 | 5 | 4 | 23 |
| 19 | 4 | 5 | 5 | 5 | 4 | 23 |
| 20 | 4 | 5 | 5 | 5 | 4 | 23 |
| 21 | 5 | 5 | 5 | 5 | 5 | 25 |
| 22 | 4 | 4 | 4 | 4 | 4 | 20 |
| 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| 24 | 4 | 5 | 4 | 5 | 4 | 22 |
| 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| 26 | 5 | 5 | 5 | 5 | 5 | 25 |
| 27 | 5 | 5 | 5 | 5 | 5 | 25 |
| 28 | 5 | 5 | 5 | 5 | 5 | 25 |
| 29 | 4 | 4 | 5 | 4 | 3 | 20 |
| 30 | 5 | 5 | 5 | 5 | 5 | 25 |
| 31 | 5 | 5 | 5 | 5 | 5 | 25 |
| 32 | 4 | 5 | 4 | 4 | 2 | 19 |
| 33 | 2 | 5 | 4 | 4 | 2 | 17 |
| 34 | 5 | 4 | 4 | 4 | 4 | 21 |
| 35 | 5 | 5 | 5 | 5 | 5 | 25 |
| 36 | 5 | 5 | 5 | 5 | 5 | 25 |
| 37 | 4 | 5 | 5 | 4 | 5 | 23 |

ORIENTASI PASAR (X2)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| N | X2 | | | | | JML |
| Q1 | Q2 | Q3 | Q4 | Q5 |
| 1 | 3 | 3 | 3 | 4 | 4 | 17 |
| 2 | 4 | 3 | 5 | 5 | 4 | 21 |
| 3 | 5 | 4 | 5 | 5 | 4 | 23 |
| 4 | 4 | 4 | 4 | 5 | 4 | 21 |
| 5 | 2 | 2 | 4 | 4 | 4 | 16 |
| 6 | 4 | 4 | 4 | 4 | 2 | 18 |
| 7 | 5 | 3 | 4 | 5 | 3 | 20 |
| 8 | 4 | 4 | 3 | 3 | 3 | 17 |
| 9 | 3 | 3 | 4 | 4 | 4 | 18 |
| 10 | 5 | 5 | 5 | 5 | 5 | 25 |
| 11 | 4 | 4 | 2 | 5 | 4 | 19 |
| 12 | 3 | 3 | 4 | 4 | 3 | 17 |
| 13 | 3 | 4 | 3 | 3 | 3 | 16 |
| 14 | 3 | 4 | 3 | 5 | 2 | 17 |
| 15 | 4 | 5 | 2 | 5 | 2 | 18 |
| 16 | 4 | 4 | 1 | 4 | 2 | 15 |
| 17 | 4 | 4 | 4 | 4 | 1 | 17 |
| 18 | 4 | 4 | 4 | 4 | 1 | 17 |
| 19 | 4 | 4 | 4 | 4 | 1 | 17 |
| 20 | 4 | 4 | 4 | 4 | 1 | 17 |
| 21 | 3 | 4 | 3 | 4 | 3 | 17 |
| 22 | 3 | 2 | 3 | 4 | 3 | 15 |
| 23 | 2 | 4 | 4 | 5 | 4 | 19 |
| 24 | 5 | 4 | 3 | 4 | 4 | 20 |
| 25 | 2 | 4 | 4 | 5 | 4 | 19 |
| 26 | 5 | 5 | 5 | 5 | 5 | 25 |
| 27 | 5 | 5 | 5 | 5 | 5 | 25 |
| 28 | 2 | 4 | 4 | 4 | 4 | 18 |
| 29 | 3 | 3 | 3 | 4 | 4 | 17 |
| 30 | 4 | 3 | 5 | 5 | 4 | 21 |
| 31 | 5 | 4 | 5 | 5 | 4 | 23 |
| 32 | 4 | 4 | 4 | 5 | 4 | 21 |
| 33 | 2 | 2 | 4 | 4 | 4 | 16 |
| 34 | 4 | 4 | 4 | 4 | 2 | 18 |
| 35 | 5 | 3 | 4 | 5 | 3 | 20 |
| 36 | 4 | 5 | 2 | 5 | 2 | 18 |
| 37 | 4 | 4 | 1 | 4 | 2 | 15 |

ORIENTASI KEWIRAUSAHAAN (X3)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| N | X3 | | | | | JML |
| Q1 | Q2 | Q3 | Q4 | Q5 |
| 1 | 3 | 3 | 3 | 3 | 2 | 14 |
| 2 | 3 | 3 | 3 | 4 | 4 | 17 |
| 3 | 5 | 5 | 5 | 5 | 4 | 24 |
| 4 | 4 | 5 | 4 | 4 | 5 | 22 |
| 5 | 4 | 4 | 4 | 5 | 4 | 21 |
| 6 | 4 | 4 | 4 | 4 | 4 | 20 |
| 7 | 4 | 4 | 4 | 4 | 5 | 21 |
| 8 | 4 | 4 | 5 | 4 | 4 | 21 |
| 9 | 4 | 4 | 4 | 4 | 5 | 21 |
| 10 | 5 | 3 | 5 | 5 | 5 | 23 |
| 11 | 4 | 4 | 3 | 3 | 3 | 17 |
| 12 | 4 | 4 | 4 | 5 | 4 | 21 |
| 13 | 4 | 4 | 4 | 4 | 4 | 20 |
| 14 | 4 | 2 | 4 | 4 | 4 | 18 |
| 15 | 4 | 4 | 5 | 5 | 3 | 21 |
| 16 | 4 | 4 | 5 | 5 | 4 | 22 |
| 17 | 4 | 4 | 5 | 4 | 4 | 21 |
| 18 | 4 | 4 | 5 | 4 | 4 | 21 |
| 19 | 4 | 4 | 5 | 4 | 4 | 21 |
| 20 | 4 | 4 | 5 | 4 | 4 | 21 |
| 21 | 4 | 3 | 5 | 4 | 5 | 21 |
| 22 | 3 | 4 | 4 | 4 | 4 | 19 |
| 23 | 4 | 4 | 5 | 5 | 5 | 23 |
| 24 | 5 | 4 | 4 | 4 | 5 | 22 |
| 25 | 4 | 4 | 5 | 5 | 5 | 23 |
| 26 | 4 | 4 | 4 | 5 | 4 | 21 |
| 27 | 5 | 5 | 5 | 5 | 5 | 25 |
| 28 | 4 | 4 | 5 | 5 | 5 | 23 |
| 29 | 4 | 3 | 4 | 4 | 5 | 20 |
| 30 | 5 | 3 | 4 | 5 | 5 | 22 |
| 31 | 5 | 5 | 5 | 5 | 4 | 24 |
| 32 | 4 | 5 | 4 | 4 | 5 | 22 |
| 33 | 4 | 4 | 4 | 5 | 4 | 21 |
| 34 | 4 | 4 | 4 | 4 | 4 | 20 |
| 35 | 4 | 4 | 4 | 4 | 5 | 21 |
| 36 | 4 | 4 | 5 | 5 | 3 | 21 |
| 37 | 4 | 4 | 5 | 5 | 4 | 22 |

KINEJA PEMASARAN (Y)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| N | Y | | | | | | | JML |
| Q1 | Q2 | Q3 | Q4 | Q5 | Q6 | Q7 |
| 1 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 27 |
| 2 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 32 |
| 3 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 34 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 29 |
| 5 | 2 | 4 | 4 | 5 | 4 | 5 | 4 | 28 |
| 6 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 30 |
| 7 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 33 |
| 8 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 28 |
| 9 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 30 |
| 10 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 11 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 31 |
| 12 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 25 |
| 13 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 29 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 15 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 34 |
| 16 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 31 |
| 17 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 30 |
| 18 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 30 |
| 19 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 30 |
| 20 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 30 |
| 21 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 33 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 27 |
| 23 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 33 |
| 24 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 33 |
| 25 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 33 |
| 26 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 34 |
| 27 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 28 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 33 |
| 29 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 27 |
| 30 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 32 |
| 31 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 34 |
| 32 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 29 |
| 33 | 2 | 4 | 4 | 5 | 4 | 5 | 4 | 28 |
| 34 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 30 |
| 35 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 33 |
| 36 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 34 |
| 37 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 31 |

**KEUNGGULAN BERSAING (X1)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1 |
| X1.1 | Pearson Correlation | 1 | .034 | .408\* | .446\*\* | .712\*\* | .751\*\* |
| Sig. (2-tailed) |  | .841 | .012 | .006 | .000 | .000 |
| N | 37 | 37 | 37 | 37 | 37 | 37 |
| X1.2 | Pearson Correlation | .034 | 1 | .355\* | .614\*\* | .226 | .524\*\* |
| Sig. (2-tailed) | .841 |  | .031 | .000 | .180 | .001 |
| N | 37 | 37 | 37 | 37 | 37 | 37 |
| X1.3 | Pearson Correlation | .408\* | .355\* | 1 | .606\*\* | .638\*\* | .762\*\* |
| Sig. (2-tailed) | .012 | .031 |  | .000 | .000 | .000 |
| N | 37 | 37 | 37 | 37 | 37 | 37 |
| X1.4 | Pearson Correlation | .446\*\* | .614\*\* | .606\*\* | 1 | .555\*\* | .815\*\* |
| Sig. (2-tailed) | .006 | .000 | .000 |  | .000 | .000 |
| N | 37 | 37 | 37 | 37 | 37 | 37 |
| X1.5 | Pearson Correlation | .712\*\* | .226 | .638\*\* | .555\*\* | 1 | .885\*\* |
| Sig. (2-tailed) | .000 | .180 | .000 | .000 |  | .000 |
| N | 37 | 37 | 37 | 37 | 37 | 37 |
| X1 | Pearson Correlation | .751\*\* | .524\*\* | .762\*\* | .815\*\* | .885\*\* | 1 |
| Sig. (2-tailed) | .000 | .001 | .000 | .000 | .000 |  |
| N | 37 | 37 | 37 | 37 | 37 | 37 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |

**Reliability**

**Scale: ALL VARIABLES**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .789 | 6 |

**ORIENTASI PASAR (X2)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | X2.11 | X2.2 | X2.3 | X2.4 | X2.5 | X2 |
| X2.11 | Pearson Correlation | 1 | .456\*\* | .177 | .340\* | -.027 | .607\*\* |
| Sig. (2-tailed) |  | .005 | .295 | .039 | .873 | .000 |
| N | 37 | 37 | 37 | 37 | 37 | 37 |
| X2.2 | Pearson Correlation | .456\*\* | 1 | -.071 | .271 | -.098 | .435\*\* |
| Sig. (2-tailed) | .005 |  | .675 | .105 | .564 | .007 |
| N | 37 | 37 | 37 | 37 | 37 | 37 |
| X2.3 | Pearson Correlation | .177 | -.071 | 1 | .318 | .412\* | .666\*\* |
| Sig. (2-tailed) | .295 | .675 |  | .055 | .011 | .000 |
| N | 37 | 37 | 37 | 37 | 37 | 37 |
| X2.4 | Pearson Correlation | .340\* | .271 | .318 | 1 | .362\* | .686\*\* |
| Sig. (2-tailed) | .039 | .105 | .055 |  | .028 | .000 |
| N | 37 | 37 | 37 | 37 | 37 | 37 |
| X2.5 | Pearson Correlation | -.027 | -.098 | .412\* | .362\* | 1 | .621\*\* |
| Sig. (2-tailed) | .873 | .564 | .011 | .028 |  | .000 |
| N | 37 | 37 | 37 | 37 | 37 | 37 |
| X2 | Pearson Correlation | .607\*\* | .435\*\* | .666\*\* | .686\*\* | .621\*\* | 1 |
| Sig. (2-tailed) | .000 | .007 | .000 | .000 | .000 |  |
| N | 37 | 37 | 37 | 37 | 37 | 37 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | |

**Reliability**

**Scale: ALL VARIABLES**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .728 | 6 |

**ORIENTASI KEWIRAUSAHAAN (X3)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3 |
| X3.1 | Pearson Correlation | 1 | .285 | .429\*\* | .461\*\* | .411\* | .735\*\* |
| Sig. (2-tailed) |  | .087 | .008 | .004 | .012 | .000 |
| N | 37 | 37 | 37 | 37 | 37 | 37 |
| X3.2 | Pearson Correlation | .285 | 1 | .281 | .229 | .104 | .566\*\* |
| Sig. (2-tailed) | .087 |  | .092 | .173 | .541 | .000 |
| N | 37 | 37 | 37 | 37 | 37 | 37 |
| X3.3 | Pearson Correlation | .429\*\* | .281 | 1 | .564\*\* | .216 | .736\*\* |
| Sig. (2-tailed) | .008 | .092 |  | .000 | .199 | .000 |
| N | 37 | 37 | 37 | 37 | 37 | 37 |
| X3.4 | Pearson Correlation | .461\*\* | .229 | .564\*\* | 1 | .233 | .724\*\* |
| Sig. (2-tailed) | .004 | .173 | .000 |  | .166 | .000 |
| N | 37 | 37 | 37 | 37 | 37 | 37 |
| X3.5 | Pearson Correlation | .411\* | .104 | .216 | .233 | 1 | .613\*\* |
| Sig. (2-tailed) | .012 | .541 | .199 | .166 |  | .000 |
| N | 37 | 37 | 37 | 37 | 37 | 37 |
| X3 | Pearson Correlation | .735\*\* | .566\*\* | .736\*\* | .724\*\* | .613\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  |
| N | 37 | 37 | 37 | 37 | 37 | 37 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | |

**Reliability**

**Scale: ALL VARIABLES**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .764 | 6 |

**KINERJA PEMASARAN (Y)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | |
|  | | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Y.7 | Y |
| Y.1 | Pearson Correlation | 1 | .314 | .576\*\* | .037 | .671\*\* | .176 | .316 | .758\*\* |
| Sig. (2-tailed) |  | .059 | .000 | .826 | .000 | .299 | .057 | .000 |
| N | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Y.2 | Pearson Correlation | .314 | 1 | .033 | .587\*\* | .379\* | .247 | .177 | .608\*\* |
| Sig. (2-tailed) | .059 |  | .845 | .000 | .021 | .140 | .295 | .000 |
| N | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Y.3 | Pearson Correlation | .576\*\* | .033 | 1 | -.224 | .499\*\* | .380\* | .405\* | .606\*\* |
| Sig. (2-tailed) | .000 | .845 |  | .183 | .002 | .020 | .013 | .000 |
| N | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Y.4 | Pearson Correlation | .037 | .587\*\* | -.224 | 1 | .356\* | .516\*\* | -.113 | .465\*\* |
| Sig. (2-tailed) | .826 | .000 | .183 |  | .030 | .001 | .506 | .004 |
| N | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Y.5 | Pearson Correlation | .671\*\* | .379\* | .499\*\* | .356\* | 1 | .612\*\* | .081 | .851\*\* |
| Sig. (2-tailed) | .000 | .021 | .002 | .030 |  | .000 | .632 | .000 |
| N | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Y.6 | Pearson Correlation | .176 | .247 | .380\* | .516\*\* | .612\*\* | 1 | .232 | .680\*\* |
| Sig. (2-tailed) | .299 | .140 | .020 | .001 | .000 |  | .167 | .000 |
| N | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Y.7 | Pearson Correlation | .316 | .177 | .405\* | -.113 | .081 | .232 | 1 | .425\*\* |
| Sig. (2-tailed) | .057 | .295 | .013 | .506 | .632 | .167 |  | .009 |
| N | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| Y | Pearson Correlation | .758\*\* | .608\*\* | .606\*\* | .465\*\* | .851\*\* | .680\*\* | .425\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .004 | .000 | .000 | .009 |  |
| N | 37 | 37 | 37 | 37 | 37 | 37 | 37 | 37 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | |

**Reliability**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .757 | 8 |

**Regression**

|  |  |  |
| --- | --- | --- |
| **Notes** | | |
| Output Created | | 07-DEC-2021 20:41:34 |
| Comments | |  |
| Input | Data | DATA UJI REGRESI |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 37 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on cases with no missing values for any variable used. |
| Syntax | | REGRESSION  /MISSING LISTWISE  /STATISTICS COEFF OUTS R ANOVA  /CRITERIA=PIN(.05) POUT(.10)  /NOORIGIN  /DEPENDENT ARes  /METHOD=ENTER X1 X2 X3. |
| Resources | Processor Time | 00:00:00.03 |
| Elapsed Time | 00:00:00.03 |
| Memory Required | 2028 bytes |
| Additional Memory Required for Residual Plots | 0 bytes |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .390a | .152 | .075 | .72069 |
| a. Predictors: (Constant), Kewirausahaan, Keunggulan Bersaing, Orientasi Pasar | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 3.069 | 3 | 1.023 | 1.970 | .138b |
| Residual | 17.140 | 33 | .519 |  |  |
| Total | 20.209 | 36 |  |  |  |
| a. Dependent Variable: ARes | | | | | | |
| b. Predictors: (Constant), Kewirausahaan, Keunggulan Bersaing, Orientasi Pasar | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 2.224 | 1.402 |  | 1.586 | .122 |
| Keunggulan Bersaing | -.077 | .054 | -.262 | -1.423 | .164 |
| Orientasi Pasar | -.067 | .051 | -.247 | -1.312 | .199 |
| Kewirausahaan | .077 | .065 | .211 | 1.179 | .247 |
| a. Dependent Variable: ARes | | | | | | |

**Regression**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | |
|  | | Kinerja Pemasaran | Keunggulan Bersaing | Orientasi Pasar | Kewirausahaan |
| Pearson Correlation | Kinerja Pemasaran | 1.000 | .831 | .651 | .525 |
| Keunggulan Bersaing | .831 | 1.000 | .456 | .354 |
| Orientasi Pasar | .651 | .456 | 1.000 | .406 |
| Kewirausahaan | .525 | .354 | .406 | 1.000 |
| Sig. (1-tailed) | Kinerja Pemasaran | . | .000 | .000 | .000 |
| Keunggulan Bersaing | .000 | . | .002 | .016 |
| Orientasi Pasar | .000 | .002 | . | .006 |
| Kewirausahaan | .000 | .016 | .006 | . |
| N | Kinerja Pemasaran | 37 | 37 | 37 | 37 |
| Keunggulan Bersaing | 37 | 37 | 37 | 37 |
| Orientasi Pasar | 37 | 37 | 37 | 37 |
| Kewirausahaan | 37 | 37 | 37 | 37 |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | | | | | | |
| 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 | .901a | .811 | .794 | 1.185 | .811 | 47.341 | 3 | 33 | .000 | 1.918 |
| a. Predictors: (Constant), Kewirausahaan, Keunggulan Bersaing, Orientasi Pasar | | | | | | | | | | |
| b. Dependent Variable: Kinerja Pemasaran | | | | | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 199.267 | 3 | 66.422 | 47.341 | .000b |
| Residual | 46.301 | 33 | 1.403 |  |  |
| Total | 245.568 | 36 |  |  |  |
| a. Dependent Variable: Kinerja Pemasaran | | | | | | |
| b. Predictors: (Constant), Kewirausahaan, Keunggulan Bersaing, Orientasi Pasar | | | | | | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Correlations | | | Collinearity Statistics | |
| B | Std. Error | Beta | Zero-order | Partial | Part | Tolerance | VIF |
| 1 | (Constant) | 6.308 | 2.305 |  | 2.737 | .010 |  |  |  |  |  |
| Keunggulan Bersaing | .652 | .089 | .636 | 7.325 | .000 | .831 | .787 | .554 | .758 | 1.318 |
| Orientasi Pasar | .270 | .084 | .287 | 3.231 | .003 | .651 | .490 | .244 | .724 | 1.382 |
| Kewirausahaan | .231 | .107 | .183 | 2.165 | .038 | .525 | .353 | .164 | .799 | 1.252 |
| a. Dependent Variable: Kinerja Pemasaran | | | | | | | | | | | |