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# LAMPIRAN 1

## KUESIONER



**PROGRAM DOKTOR ILMU EKONOMI**

**FAKULTAS EKONOMI DAN BISNIS**

**UNIVERSITAS HASANUDDIN**

**MAKASSAR**

**2022**

**LAMPIRAN 1 :****INSTRUMENT PENELITIAN**

Kepada Yang Terhormat :

Bapak/Ibu/Saudara (i) Pelaku UKM Sulaman Karawo di Gorontalo

Dengan Hormat,

Saya Yolanda Mohungo, mahasiswa Program Doktorat Ilmu Ekonomi Universitas Hasanuddin, memohon kesediaan Bapak/Ibu/Saudara (i) pelaku UKM Sulaman Karawo untuk memberikan informasi dengan menjawab pertanyaan yang terlampir pada surat ini guna mendukung penelitian yang sedang dilakukan dengan judul **“ORIENTASI PASAR DAN INOVASI ESTETIKA MEMEDIASI PENGARUH ORIENTASI KEWIRAUSAHAAN TERHADAP KINERJA BISNIS UKM SULAMAN KARAWO DI GORONTALO”**

Kerjasama Bapak/Ibu/Saudara (i) dalam penelitian ini merupakan penghargaan yang tidak terhingga bagi saya. Semua informasi yang diberikan akan saya gunakan hanya untuk kepentingan akademis saja dan saya menjamin sepenuhnya kerahasiaan identitas serta seluruh jawaban yang Bapak/Ibu/Saudara (i) berikan.

Atas kesediaan Bapak/Ibu/Saudara (i) meluangkan waktu, perhatian dan kerjasamanya saya ucapkan terima kasih yang setulus-tulusnya. Semoga Allah SWT membalas kebaikan Bapak/Ibu/Saudara (i)

Hormat Saya,

**Yolanda Mohungo**

A013181004

**KUESIONER ORIENTASI PASAR DAN INOVASI ESTETIKA MEMEDIASI  
PENGARUH ORIENTASI KEWIRAUSAHAAN TERHADAP KINERJA BISNIS UKM  
SULAMAN KARAWO DI GORONTALO**

**A. Petunjuk Umum**

1. Untuk mengisi identitas Bapak/Ibu/Saudara(i) cukup mengisi titik-titik dan memberi tanda (√) pada kotak yang telah disediakan
2. Mohon Bapak/Ibu/Saudara(i) memberikan jawaban yang sebenarnya sesuai dengan kondisi dan keadaan yang sesungguhnya
3. Jawaban yang Bapak/Ibu/Saudara(i) berikan kami jamin kerahasiannya dan hanya dipergunakan sebatas penelitian dan tidak akan memberikan pengaruh negative baik secara pribadi maupun terhadap perusahaan

**B. Identitas Responden**

1. Nomor Responden : .....
- (diisi oleh Peneliti)
2. Jenis Kelamin :  Laki-laki  Perempuan
3. Posisi dalam Usaha :  Pemilik  Pengelola  
 Pemilik sekaligus Pengelola
4. Umur :  ≤ 20 thn  21–30 thn  31– 40 thn  
:  41-50 thn  ≥51 thn
5. Pendidikan Terakhir:  SD  SLTP  SLTA  
 Diploma  Sarjana
6. Lama Usaha : ..... Tahun

**C. Identitas Usaha**

1. Nama Usaha : .....
2. Alamat : .....
3. Status Usaha : .....
4. Jumlah Tenaga Kerja : Tetap : .....orang  
Tidak tetap : .....orang
5. Bidang Usaha : .....
6. Produk Utama : .....

7. Omset per bulan : .....

#### D. Butir Pernyataan Untuk Penggalan Data

##### Petunjuk Pengisian

1. Beri tanda (x) atau (√) pada salah satu jawaban yang menurut Bapak/Ibu/Saudara(i) sesuai dengan kenyataan
2. Mohon dijawab tanpa dipengaruhi oleh siapapun. Peneliti menjamin kerahasiaan jawaban Bapak/Ibu/Saudara(i)
3. Keterangan : STS = Sangat Tidak Setuju  
 TS = Tidak Setuju  
 N = Netral  
 S = Setuju  
 SS = Sangat Setuju

#### ORIENTASI KEWIRAUSAHAAN

| No | Pernyataan  | Skala Pengukuran |    |   |   |    |
|----|---|------------------|----|---|---|----|
|    |   | STS              | TS | N | S | SS |
| 1  | Mengembangkan produk yang sudah ada sebelumnya menjadi usaha yang tidak hanya menjual sulaman karawo untuk bahan pakain tetapi juga menjual varian produk lainnya seperti tas, mukena, jilbab dan kipas.          |                  |    |   |   |    |
| 2  | Mempromosikan dan mendistribusikan produk melalui media sosial seperti facebook dan instagram   |                  |    |   |   |    |
| 3  | Berani memproduksi sulaman karawo lebih dari yang ditargetkan untuk mengantisipasi adanya kenaikan permintaan konsumen.   |                  |    |   |   |    |
| 4  | Pemilik merupakan pengambil keputusan dalam semua kegiatan yang berhubungan dengan usaha  |                  |    |   |   |    |
| 5  | Pemilik mampu untuk menarik minat beli konsumen dengan melakukan promo produk pada saat momen tertentu seperti lebaran, hari jadi kota Gorontalo, festival karawo yang terdiri dari berbagai macam produk sulaman |                  |    |   |   |    |

**ORIENTASI PASAR**

| No | Pernyataan  | Skala Pengukuran |    |   |   |    |
|----|---|------------------|----|---|---|----|
|    |   | STS              | TS | N | S | SS |
| 1  | Saya selalu berusaha mencari informasi tentang keunggulan pesaing usaha |                  |    |   |   |    |
| 2  | Saya selalu mengungguli pesaing dalam berbisnis                         |                  |    |   |   |    |
| 3  | Saya selalu berusaha untuk merespon tindakan bisnis pesaing             |                  |    |   |   |    |
| 4  | Saya selalu mengumpulkan informasi untuk mengetahui kebutuhan pelanggan |                  |    |   |   |    |
| 5  | Saya selalu berkomitmen untuk memuaskan pelanggan                       |                  |    |   |   |    |
| 6  | Saya selalu berkomitmen mengusahakan agar pelanggan saya loyal          |                  |    |   |   |    |

**INOVASI ESTETIKA**

| No | Pernyataan   | Skala Pengukuran |    |   |   |    |
|----|--|------------------|----|---|---|----|
|    |  | STS              | TS | N | S | SS |
| 1  | Saya selalu berusaha untuk memperkenalkan warna sulaman karawo yang memiliki nilai estetika          |                  |    |   |   |    |
| 2  | Saya berusaha untuk selalu memperkenalkan motif sulaman karawo yang memiliki nilai estetika          |                  |    |   |   |    |
| 3  | Saya berusaha untuk selalu memperkenalkan bahan sulaman karawo yang memiliki nilai estetika          |                  |    |   |   |    |
| 4  | Saya berusaha untuk selalu memperkenalkan desain sulaman karawo yang memiliki nilai estetika         |                  |    |   |   |    |
| 5  | Saya berusaha untuk selalu memperkenalkan kemasan produk sulaman karawo yang memiliki nilai estetika |                  |    |   |   |    |

**LAMPIRAN 2**

**FREKUENSI JAWABAN RESPONDEN**



**PROGRAM DOKTOR ILMU EKONOMI**

**FAKULTAS EKONOMI DAN BISNIS**

**UNIVERSITAS HASANUDDIN**

**MAKASSAR**

**2022**



## Lampiran 2 : Frekuensi Jawaban Responden

|                    | Statistic |         | Mean |
|--------------------|-----------|---------|------|
|                    | Valid     | Missing |      |
| Jenis kelamin      | 180       | 0       | 1.63 |
| Usia               | 180       | 0       | 2.59 |
| Pendidikan         | 180       | 0       | 3.02 |
| Posisi Dalam Usaha | 180       | 0       | 1.88 |
| Lama Usaha         | 180       | 0       | 2.40 |
| X.1                | 180       | 0       | 4.71 |
| X.2                | 180       | 0       | 4.66 |
| X.3                | 180       | 0       | 4.56 |
| X.4                | 180       | 0       | 4.40 |
| X.5                | 180       | 0       | 4.73 |
| X.6                | 180       | 0       | 4.57 |
| X.7                | 180       | 0       | 3.86 |
| X.8                | 180       | 0       | 4.16 |
| X.9                | 180       | 0       | 4.17 |
| X.10               | 180       | 0       | 4.55 |
| X.11               | 180       | 0       | 4.48 |
| X.12               | 180       | 0       | 3.99 |
| X.13               | 180       | 0       | 4.68 |
| X.14               | 180       | 0       | 4.08 |
| X.15               | 180       | 0       | 4.63 |
| X.16               | 180       | 0       | 4.63 |
| X.17               | 180       | 0       | 4.50 |
| X.18               | 180       | 0       | 4.56 |
| X.19               | 180       | 0       | 3.96 |
| X.20               | 180       | 0       | 4.36 |
| X.21               | 180       | 0       | 4.62 |
| X.22               | 180       | 0       | 4.59 |
| X.23               | 180       | 0       | 4.57 |
| Y1.1               | 180       | 0       | 4.86 |
| Y1.2               | 180       | 0       | 4.66 |
| Y1.3               | 180       | 0       | 4.74 |
| Y1.4               | 180       | 0       | 4.76 |
| Y1.5               | 180       | 0       | 4.61 |
| Y1.6               | 180       | 0       | 4.18 |

|       |     |   |      |
|-------|-----|---|------|
| Y1.7  | 180 | 0 | 4.39 |
| Y1.8  | 180 | 0 | 4.21 |
| Y1.9  | 180 | 0 | 4.23 |
| Y1.10 | 180 | 0 | 4.22 |
| Y1.11 | 180 | 0 | 4.73 |
| Y1.12 | 180 | 0 | 4.68 |
| Y1.13 | 180 | 0 | 4.14 |
| Y1.14 | 180 | 0 | 4.67 |
| Y1.15 | 180 | 0 | 4,68 |
| Y2.1  | 180 | 0 | 4.72 |
| Y2.2  | 180 | 0 | 4.68 |
| Y2.3  | 180 | 0 | 4.68 |
| Y2.4  | 180 | 0 | 4.69 |
| Y2.5  | 180 | 0 | 4.63 |
| Y3.1  | 180 | 0 | 4.58 |
| Y3.2  | 180 | 0 | 4.47 |
| Y3.3  | 180 | 0 | 4.45 |
| Y3.4  | 180 | 0 | 4.37 |
| Y3.5  | 180 | 0 | 4,56 |

| Jenis Kelamin |           |           |         |               |                    |
|---------------|-----------|-----------|---------|---------------|--------------------|
|               |           | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid         | Laki-laki | 67        | 37.2    | 37.2          | 37.2               |
|               | Perempuan | 113       | 62.8    | 62.8          | 100.0              |
|               | Total     | 180       | 100.0   | 100.0         |                    |

| Usia  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 21-30 | 23        | 12.8    | 12.8          | 12.8               |
|       | 31-40 | 51        | 28.3    | 28.3          | 41.1               |
|       | 41-50 | 82        | 45.6    | 45.6          | 86.7               |
|       | >51   | 24        | 13.3    | 13.3          | 100.0              |

|  |       |     |       |       |  |
|--|-------|-----|-------|-------|--|
|  | Total | 180 | 100.0 | 100.0 |  |
|--|-------|-----|-------|-------|--|

| Pendidikan |            |           |         |               |                    |
|------------|------------|-----------|---------|---------------|--------------------|
|            |            | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid      | SLTP       | 6         | 3.3     | 3.3           | 3.3                |
|            | SLTA / SMK | 83        | 46.1    | 46.1          | 49.4               |
|            | DIPLOMA    | 6         | 3.3     | 3.3           | 52.8               |
|            | S1         | 74        | 41.1    | 41.1          | 93.9               |
|            | S2         | 9         | 5.0     | 5.0           | 98.9               |
|            | S3         | 2         | 1.1     | 1.1           | 100.0              |
|            | Total      | 180       | 100.0   | 100.0         |                    |

| Lama Usaha |       |           |         |               |                    |
|------------|-------|-----------|---------|---------------|--------------------|
|            |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid      | 1-5   | 15        | 8.3     | 8.3           | 8.3                |
|            | 6-10  | 90        | 50.0    | 50.0          | 58.3               |
|            | 11-15 | 65        | 36.1    | 36.1          | 94.4               |
|            | 16-20 | 8         | 4.4     | 4.4           | 98.9               |
|            | >21   | 2         | 1.1     | 1.1           | 100.0              |
|            | Total | 180       | 100.0   | 100.0         |                    |

| Posisi Dalam Usaha |                             |           |         |               |                    |
|--------------------|-----------------------------|-----------|---------|---------------|--------------------|
|                    |                             | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid              | Pemilik                     | 58        | 32.2    | 32.2          | 32.2               |
|                    | Pemilik sekaligus Pengelola | 85        | 47.2    | 47.2          | 79.4               |

|  |           |     |       |       |       |
|--|-----------|-----|-------|-------|-------|
|  | Pengelola | 37  | 20.6  | 20.6  | 100.0 |
|  | Total     | 180 | 100.0 | 100.0 |       |

| X.1   |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2     | 1         | .6      | .6            | .6                 |
|       | 3     | 6         | 3.3     | 3.3           | 3.9                |
|       | 4     | 38        | 21.1    | 21.1          | 25.0               |
|       | 5     | 135       | 75.0    | 75.0          | 100.0              |
|       | Total | 180       | 100.0   | 100.0         |                    |

| X.2   |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1     | 1         | .6      | .6            | .6                 |
|       | 3     | 8         | 4.4     | 4.4           | 5.0                |
|       | 4     | 42        | 23.3    | 23.3          | 28.3               |
|       | 5     | 129       | 71.7    | 71.7          | 100.0              |
|       | Total | 180       | 100.0   | 100.0         |                    |

| X.3   |   |           |         |               |                    |
|-------|---|-----------|---------|---------------|--------------------|
|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 1         | .6      | .6            | .6                 |
|       | 3 | 11        | 6.1     | 6.1           | 6.7                |
|       | 4 | 54        | 30.0    | 30.0          | 36.7               |
|       | 5 | 114       | 63.3    | 63.3          | 100.0              |

|  |       |     |       |       |  |
|--|-------|-----|-------|-------|--|
|  | Total | 180 | 100.0 | 100.0 |  |
|--|-------|-----|-------|-------|--|

| <b>X.4</b> |       |           |         |               |                    |
|------------|-------|-----------|---------|---------------|--------------------|
|            |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid      | 1     | 2         | 1.1     | 1.1           | 1.1                |
|            | 2     | 3         | 1.7     | 1.7           | 2.8                |
|            | 3     | 14        | 7.8     | 7.8           | 10.6               |
|            | 4     | 63        | 35.0    | 35.0          | 45.6               |
|            | 5     | 98        | 54.4    | 54.4          | 100.0              |
|            | Total | 180       | 100.0   | 100.0         |                    |

| <b>X.5</b> |       |           |         |               |                    |
|------------|-------|-----------|---------|---------------|--------------------|
|            |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid      | 1     | 1         | .6      | .6            | .6                 |
|            | 2     | 1         | .6      | .6            | 1.1                |
|            | 3     | 3         | 1.7     | 1.7           | 2.8                |
|            | 4     | 35        | 19.4    | 19.4          | 22.2               |
|            | 5     | 140       | 77.8    | 77.8          | 100.0              |
|            | Total | 180       | 100.0   | 100.0         |                    |

| <b>X.6</b> |   |           |         |               |                    |
|------------|---|-----------|---------|---------------|--------------------|
|            |   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid      | 2 | 1         | .6      | .6            | .6                 |
|            | 3 | 8         | 4.4     | 4.4           | 5.0                |

|  |       |     |       |       |       |
|--|-------|-----|-------|-------|-------|
|  | 4     | 59  | 32.8  | 32.8  | 37.8  |
|  | 5     | 112 | 62.2  | 62.2  | 100.0 |
|  | Total | 180 | 100.0 | 100.0 |       |

| <b>X.7</b> |       |           |         |               |                    |
|------------|-------|-----------|---------|---------------|--------------------|
|            |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid      | 1     | 18        | 10.0    | 10.0          | 10.0               |
|            | 2     | 13        | 7.2     | 7.2           | 17.2               |
|            | 3     | 20        | 11.1    | 11.1          | 28.3               |
|            | 4     | 55        | 30.6    | 30.6          | 58.9               |
|            | 5     | 74        | 41.1    | 41.1          | 100.0              |
|            | Total | 180       | 100.0   | 100.0         |                    |

| <b>X.8</b> |       |           |         |               |                    |
|------------|-------|-----------|---------|---------------|--------------------|
|            |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid      | 1     | 6         | 3.3     | 3.3           | 3.3                |
|            | 2     | 8         | 4.4     | 4.4           | 7.8                |
|            | 3     | 29        | 16.1    | 16.1          | 23.9               |
|            | 4     | 45        | 25.0    | 25.0          | 48.9               |
|            | 5     | 92        | 51.1    | 51.1          | 100.0              |
|            | Total | 180       | 100.0   | 100.0         |                    |

| <b>X.9</b> |   |           |         |               |                    |
|------------|---|-----------|---------|---------------|--------------------|
|            |   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid      | 1 | 5         | 2.8     | 2.8           | 2.8                |

|  |       |     |       |       |       |
|--|-------|-----|-------|-------|-------|
|  | 2     | 7   | 3.9   | 3.9   | 6.7   |
|  | 3     | 22  | 12.2  | 12.2  | 18.9  |
|  | 4     | 64  | 35.6  | 35.6  | 54.4  |
|  | 5     | 82  | 45.6  | 45.6  | 100.0 |
|  | Total | 180 | 100.0 | 100.0 |       |

| <b>X.10</b> |       |           |         |               |                    |
|-------------|-------|-----------|---------|---------------|--------------------|
|             |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid       | 3     | 20        | 11.1    | 11.1          | 11.1               |
|             | 4     | 41        | 22.8    | 22.8          | 33.9               |
|             | 5     | 119       | 66.1    | 66.1          | 100.0              |
|             | Total | 180       | 100.0   | 100.0         |                    |

| <b>X.11</b> |       |           |         |               |                    |
|-------------|-------|-----------|---------|---------------|--------------------|
|             |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid       | 1     | 1         | .6      | .6            | .6                 |
|             | 2     | 1         | .6      | .6            | 1.1                |
|             | 3     | 14        | 7.8     | 7.8           | 8.9                |
|             | 4     | 58        | 32.2    | 32.2          | 41.1               |
|             | 5     | 106       | 58.9    | 58.9          | 100.0              |
|             | Total | 180       | 100.0   | 100.0         |                    |

| <b>X.12</b> |   |           |         |               |                    |
|-------------|---|-----------|---------|---------------|--------------------|
|             |   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid       | 1 | 10        | 5.6     | 5.6           | 5.6                |

|  |       |     |       |       |       |
|--|-------|-----|-------|-------|-------|
|  | 2     | 9   | 5.0   | 5.0   | 10.6  |
|  | 3     | 29  | 16.1  | 16.1  | 26.7  |
|  | 4     | 57  | 31.7  | 31.7  | 58.3  |
|  | 5     | 75  | 41.7  | 41.7  | 100.0 |
|  | Total | 180 | 100.0 | 100.0 |       |

| <b>X.13</b> |       |           |         |               |                    |
|-------------|-------|-----------|---------|---------------|--------------------|
|             |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid       | 1     | 1         | .6      | .6            | .6                 |
|             | 3     | 4         | 2.2     | 2.2           | 2.8                |
|             | 4     | 46        | 25.6    | 25.6          | 28.3               |
|             | 5     | 129       | 71.7    | 71.7          | 100.0              |
|             | Total | 180       | 100.0   | 100.0         |                    |

| <b>X.14</b> |       |           |         |               |                    |
|-------------|-------|-----------|---------|---------------|--------------------|
|             |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid       | 1     | 8         | 4.4     | 4.4           | 4.4                |
|             | 2     | 6         | 3.3     | 3.3           | 7.8                |
|             | 3     | 29        | 16.1    | 16.1          | 23.9               |
|             | 4     | 58        | 32.2    | 32.2          | 56.1               |
|             | 5     | 79        | 43.9    | 43.9          | 100.0              |
|             | Total | 180       | 100.0   | 100.0         |                    |

| <b>X.15</b> |  |  |  |  |  |
|-------------|--|--|--|--|--|
|-------------|--|--|--|--|--|



|       |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|------------------|-----------------------|
| Valid | 2     | 1         | .6      | .6               | .6                    |
|       | 3     | 4         | 2.2     | 2.2              | 2.8                   |
|       | 4     | 55        | 30.6    | 30.6             | 33.3                  |
|       | 5     | 120       | 66.7    | 66.7             | 100.0                 |
|       | Total | 180       | 100.0   | 100.0            |                       |

| <b>X.16</b> |       |           |         |                  |                       |
|-------------|-------|-----------|---------|------------------|-----------------------|
|             |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
| Valid       | 1     | 1         | .6      | .6               | .6                    |
|             | 3     | 8         | 4.4     | 4.4              | 5.0                   |
|             | 4     | 47        | 26.1    | 26.1             | 31.1                  |
|             | 5     | 124       | 68.9    | 68.9             | 100.0                 |
|             | Total | 180       | 100.0   | 100.0            |                       |

| <b>X.17</b> |       |           |         |                  |                       |
|-------------|-------|-----------|---------|------------------|-----------------------|
|             |       | Frequency | Percent | Valid<br>Percent | Cumulative<br>Percent |
| Valid       | 3     | 7         | 3.9     | 3.9              | 3.9                   |
|             | 4     | 76        | 42.2    | 42.2             | 46.1                  |
|             | 5     | 97        | 53.9    | 53.9             | 100.0                 |
|             | Total | 180       | 100.0   | 100.0            |                       |

| <b>X.18</b> |       |           |         |               |                    |
|-------------|-------|-----------|---------|---------------|--------------------|
|             |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid       | 3     | 11        | 6.1     | 6.1           | 6.1                |
|             | 4     | 58        | 32.2    | 32.2          | 38.3               |
|             | 5     | 111       | 61.7    | 61.7          | 100.0              |
|             | Total | 180       | 100.0   | 100.0         |                    |

| <b>X.19</b> |       |           |         |               |                    |
|-------------|-------|-----------|---------|---------------|--------------------|
|             |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid       | 1     | 11        | 6.1     | 6.1           | 6.1                |
|             | 2     | 14        | 7.8     | 7.8           | 13.9               |
|             | 3     | 20        | 11.1    | 11.1          | 25.0               |
|             | 4     | 61        | 33.9    | 33.9          | 58.9               |
|             | 5     | 74        | 41.1    | 41.1          | 100.0              |
|             | Total | 180       | 100.0   | 100.0         |                    |

| <b>X.20</b> |       |           |         |               |                    |
|-------------|-------|-----------|---------|---------------|--------------------|
|             |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid       | 1     | 1         | .6      | .6            | .6                 |
|             | 2     | 3         | 1.7     | 1.7           | 2.2                |
|             | 3     | 20        | 11.1    | 11.1          | 13.3               |
|             | 4     | 62        | 34.4    | 34.4          | 47.8               |
|             | 5     | 94        | 52.2    | 52.2          | 100.0              |
|             | Total | 180       | 100.0   | 100.0         |                    |

| <b>X.21</b> |       |           |         |               |                    |
|-------------|-------|-----------|---------|---------------|--------------------|
|             |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid       | 3     | 6         | 3.3     | 3.3           | 3.3                |
|             | 4     | 57        | 31.7    | 31.7          | 35.0               |
|             | 5     | 117       | 65.0    | 65.0          | 100.0              |
|             | Total | 180       | 100.0   | 100.0         |                    |

| <b>X.22</b> |       |           |         |               |                    |
|-------------|-------|-----------|---------|---------------|--------------------|
|             |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid       | 1     | 1         | .6      | .6            | .6                 |
|             | 3     | 6         | 3.3     | 3.3           | 3.9                |
|             | 4     | 57        | 31.7    | 31.7          | 35.6               |
|             | 5     | 116       | 64.4    | 64.4          | 100.0              |
|             | Total | 180       | 100.0   | 100.0         |                    |

| <b>X.23</b> |       |           |         |               |                    |
|-------------|-------|-----------|---------|---------------|--------------------|
|             |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid       | 2     | 1         | .6      | .6            | .6                 |
|             | 3     | 8         | 4.4     | 4.4           | 5.0                |
|             | 4     | 58        | 32.2    | 32.2          | 37.2               |
|             | 5     | 113       | 62.8    | 62.8          | 100.0              |
|             | Total | 180       | 100.0   | 100.0         |                    |

| <b>Y1.1</b> |  |  |  |  |  |
|-------------|--|--|--|--|--|
|-------------|--|--|--|--|--|

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 1         | .6      | .6            | .6                 |
|       | 4     | 23        | 12.8    | 12.8          | 13.3               |
|       | 5     | 156       | 86.7    | 86.7          | 100.0              |
|       | Total | 180       | 100.0   | 100.0         |                    |

| Y1.2  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 9         | 5.0     | 5.0           | 5.0                |
|       | 4     | 43        | 23.9    | 23.9          | 28.9               |
|       | 5     | 128       | 71.1    | 71.1          | 100.0              |
|       | Total | 180       | 100.0   | 100.0         |                    |

| Y1.3  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 5         | 2.8     | 2.8           | 2.8                |
|       | 4     | 36        | 20.0    | 20.0          | 22.8               |
|       | 5     | 139       | 77.2    | 77.2          | 100.0              |
|       | Total | 180       | 100.0   | 100.0         |                    |

| Y1.4  |   |           |         |               |                    |
|-------|---|-----------|---------|---------------|--------------------|
|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 3         | 1.7     | 1.7           | 1.7                |
|       | 4 | 38        | 21.1    | 21.1          | 22.8               |

|  |       |     |       |       |       |
|--|-------|-----|-------|-------|-------|
|  | 5     | 139 | 77.2  | 77.2  | 100.0 |
|  | Total | 180 | 100.0 | 100.0 |       |

| Y1.5  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 13        | 7.2     | 7.2           | 7.2                |
|       | 4     | 44        | 24.4    | 24.4          | 31.7               |
|       | 5     | 123       | 68.3    | 68.3          | 100.0              |
|       | Total | 180       | 100.0   | 100.0         |                    |

| Y1.6  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1     | 5         | 2.8     | 2.8           | 2.8                |
|       | 2     | 3         | 1.7     | 1.7           | 4.4                |
|       | 3     | 29        | 16.1    | 16.1          | 20.6               |
|       | 4     | 60        | 33.3    | 33.3          | 53.9               |
|       | 5     | 83        | 46.1    | 46.1          | 100.0              |
|       | Total | 180       | 100.0   | 100.0         |                    |

| Y1.7  |   |           |         |               |                    |
|-------|---|-----------|---------|---------------|--------------------|
|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 2         | 1.1     | 1.1           | 1.1                |
|       | 2 | 4         | 2.2     | 2.2           | 3.3                |
|       | 3 | 17        | 9.4     | 9.4           | 12.8               |

|  |       |     |       |       |       |
|--|-------|-----|-------|-------|-------|
|  | 4     | 56  | 31.1  | 31.1  | 43.9  |
|  | 5     | 101 | 56.1  | 56.1  | 100.0 |
|  | Total | 180 | 100.0 | 100.0 |       |

| Y1.8  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1     | 6         | 3.3     | 3.3           | 3.3                |
|       | 2     | 3         | 1.7     | 1.7           | 5.0                |
|       | 3     | 25        | 13.9    | 13.9          | 18.9               |
|       | 4     | 59        | 32.8    | 32.8          | 51.7               |
|       | 5     | 87        | 48.3    | 48.3          | 100.0              |
|       | Total | 180       | 100.0   | 100.0         |                    |

| Y1.9  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1     | 5         | 2.8     | 2.8           | 2.8                |
|       | 2     | 5         | 2.8     | 2.8           | 5.6                |
|       | 3     | 24        | 13.3    | 13.3          | 18.9               |
|       | 4     | 56        | 31.1    | 31.1          | 50.0               |
|       | 5     | 90        | 50.0    | 50.0          | 100.0              |
|       | Total | 180       | 100.0   | 100.0         |                    |

| Y1.10 |   |           |         |               |                    |
|-------|---|-----------|---------|---------------|--------------------|
|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 4         | 2.2     | 2.2           | 2.2                |

|  |       |     |       |       |       |
|--|-------|-----|-------|-------|-------|
|  | 2     | 6   | 3.3   | 3.3   | 5.6   |
|  | 3     | 21  | 11.7  | 11.7  | 17.2  |
|  | 4     | 65  | 36.1  | 36.1  | 53.3  |
|  | 5     | 84  | 46.7  | 46.7  | 100.0 |
|  | Total | 180 | 100.0 | 100.0 |       |

| Y1.11 |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 4         | 2.2     | 2.2           | 2.2                |
|       | 4     | 40        | 22.2    | 22.2          | 24.4               |
|       | 5     | 136       | 75.6    | 75.6          | 100.0              |
|       | Total | 180       | 100.0   | 100.0         |                    |

| Y1.12 |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 5         | 2.8     | 2.8           | 2.8                |
|       | 4     | 48        | 26.7    | 26.7          | 29.4               |
|       | 5     | 127       | 70.6    | 70.6          | 100.0              |
|       | Total | 180       | 100.0   | 100.0         |                    |

| Y1.13 |   |           |         |               |                    |
|-------|---|-----------|---------|---------------|--------------------|
|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 8         | 4.4     | 4.4           | 4.4                |
|       | 2 | 7         | 3.9     | 3.9           | 8.3                |
|       | 3 | 18        | 10.0    | 10.0          | 18.3               |

|  |       |     |       |       |       |
|--|-------|-----|-------|-------|-------|
|  | 4     | 65  | 36.1  | 36.1  | 54.4  |
|  | 5     | 82  | 45.6  | 45.6  | 100.0 |
|  | Total | 180 | 100.0 | 100.0 |       |

| Y1.14 |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 3         | 1.7     | 1.7           | 1.7                |
|       | 4     | 54        | 30.0    | 30.0          | 31.7               |
|       | 5     | 123       | 68.3    | 68.3          | 100.0              |
|       | Total | 180       | 100.0   | 100.0         |                    |

| Y1.15 |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 5         | 2.8     | 2.8           | 2.8                |
|       | 4     | 48        | 26.7    | 26.7          | 29.4               |
|       | 5     | 127       | 70.6    | 70.6          | 100.0              |
|       | Total | 180       | 100.0   | 100.0         |                    |

| Y2.1  |   |           |         |               |                    |
|-------|---|-----------|---------|---------------|--------------------|
|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 5         | 2.8     | 2.8           | 2.8                |



|  |       |     |       |       |       |
|--|-------|-----|-------|-------|-------|
|  | 4     | 41  | 22.8  | 22.8  | 25.6  |
|  | 5     | 134 | 74.4  | 74.4  | 100.0 |
|  | Total | 180 | 100.0 | 100.0 |       |

| Y2.2  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 6         | 3.3     | 3.3           | 3.3                |
|       | 4     | 46        | 25.6    | 25.6          | 28.9               |
|       | 5     | 128       | 71.1    | 71.1          | 100.0              |
|       | Total | 180       | 100.0   | 100.0         |                    |

| Y2.3  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 4         | 2.2     | 2.2           | 2.2                |
|       | 4     | 49        | 27.2    | 27.2          | 29.4               |
|       | 5     | 127       | 70.6    | 70.6          | 100.0              |
|       | Total | 180       | 100.0   | 100.0         |                    |

| Y2.4  |   |           |         |               |                    |
|-------|---|-----------|---------|---------------|--------------------|
|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 3         | 1.7     | 1.7           | 1.7                |
|       | 4 | 50        | 27.8    | 27.8          | 29.4               |
|       | 5 | 127       | 70.6    | 70.6          | 100.0              |

|  |       |     |       |       |  |
|--|-------|-----|-------|-------|--|
|  | Total | 180 | 100.0 | 100.0 |  |
|--|-------|-----|-------|-------|--|

| Y2.5  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 8         | 4.4     | 4.4           | 4.4                |
|       | 4     | 51        | 28.3    | 28.3          | 32.8               |
|       | 5     | 121       | 67.2    | 67.2          | 100.0              |
|       | Total | 180       | 100.0   | 100.0         |                    |

| Y3.1  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2     | 1         | .6      | .6            | .6                 |
|       | 3     | 6         | 3.3     | 3.3           | 3.9                |
|       | 4     | 61        | 33.9    | 33.9          | 37.8               |
|       | 5     | 112       | 62.2    | 62.2          | 100.0              |
|       | Total | 180       | 100.0   | 100.0         |                    |

| Y3.2  |   |           |         |               |                    |
|-------|---|-----------|---------|---------------|--------------------|
|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 12        | 6.7     | 6.7           | 6.7                |
|       | 4 | 71        | 39.4    | 39.4          | 46.1               |
|       | 5 | 97        | 53.9    | 53.9          | 100.0              |

|  |       |     |       |       |  |
|--|-------|-----|-------|-------|--|
|  | Total | 180 | 100.0 | 100.0 |  |
|--|-------|-----|-------|-------|--|

| Y3.3  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1     | 1         | .6      | .6            | .6                 |
|       | 3     | 7         | 3.9     | 3.9           | 4.4                |
|       | 4     | 81        | 45.0    | 45.0          | 49.4               |
|       | 5     | 91        | 50.6    | 50.6          | 100.0              |
|       | Total | 180       | 100.0   | 100.0         |                    |

| Y3.4  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1     | 4         | 2.2     | 2.2           | 2.2                |
|       | 3     | 13        | 7.2     | 7.2           | 9.4                |
|       | 4     | 72        | 40.0    | 40.0          | 49.4               |
|       | 5     | 91        | 50.6    | 50.6          | 100.0              |
|       | Total | 180       | 100.0   | 100.0         |                    |

| Y3.5  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3     | 8         | 4.4     | 4.4           | 4.4                |
|       | 4     | 63        | 35.0    | 35.0          | 39.4               |
|       | 5     | 109       | 60.6    | 60.6          | 100.0              |
|       | Total | 180       | 100.0   | 100.0         |                    |

**LAMPIRAN 3**

**HASIL OLAH DATA dan ANALISIS DATA**

**SPSS-AMOS 25**



**PROGRAM DOKTOR ILMU EKONOMI**

**FAKULTAS EKONOMI DAN BISNIS**

**UNIVERSITAS HASANUDDIN**

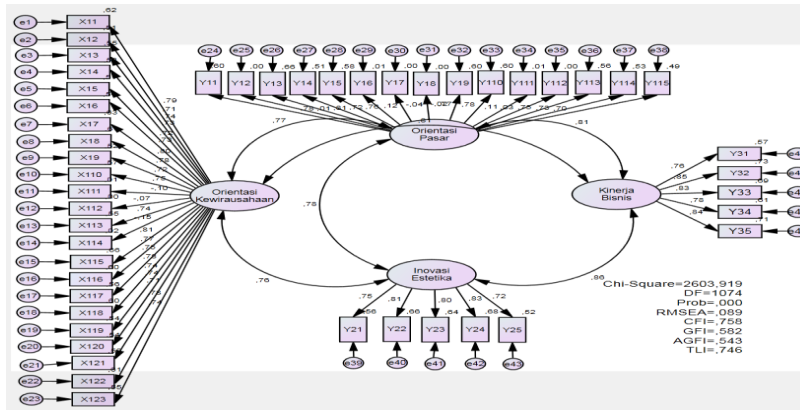
**MAKASSAR**

**2022**

Lampiran 3 : Hasil, Olah Data dan Analisis Data SPSS-AMOS 25

Standardized Estimates

Model CFA 1



Model Fit Summary

CMIN

| Model              | NPAR | CMIN     | DF   | P    | CMIN/DF |
|--------------------|------|----------|------|------|---------|
| Default model      | 102  | 2603,919 | 1074 | ,000 | 2,425   |
| Saturated model    | 1176 | ,000     | 0    |      |         |
| Independence model | 48   | 7461,802 | 1128 | ,000 | 6,615   |

RMR, GFI

| Model              | RMR  | GFI   | AGFI | PGFI |
|--------------------|------|-------|------|------|
| Default model      | ,065 | ,582  | ,543 | ,532 |
| Saturated model    | ,000 | 1,000 |      |      |
| Independence model | ,431 | ,109  | ,071 | ,104 |

Baseline Comparisons

| Model              | NFI    | RFI  | IFI    | TLI  | CFI   |
|--------------------|--------|------|--------|------|-------|
|                    | Delta1 | rho1 | Delta2 | rho2 |       |
| Default model      | ,651   | ,633 | ,760   | ,746 | ,758  |
| Saturated model    | 1,000  |      | 1,000  |      | 1,000 |
| Independence model | ,000   | ,000 | ,000   | ,000 | ,000  |

Parsimony-Adjusted Measures

| Model              | PRATIO | PNFI | PCFI |
|--------------------|--------|------|------|
| Default model      | ,952   | ,620 | ,722 |
| Saturated model    | ,000   | ,000 | ,000 |
| Independence model | 1,000  | ,000 | ,000 |

**NCP**

| Model              | NCP      | LO 90    | HI 90    |
|--------------------|----------|----------|----------|
| Default model      | 1529,919 | 1384,135 | 1683,345 |
| Saturated model    | ,000     | ,000     | ,000     |
| Independence model | 6333,802 | 6063,901 | 6610,320 |

**FMIN**

| Model              | FMIN   | F0     | LO 90  | HI 90  |
|--------------------|--------|--------|--------|--------|
| Default model      | 14,547 | 8,547  | 7,733  | 9,404  |
| Saturated model    | ,000   | ,000   | ,000   | ,000   |
| Independence model | 41,686 | 35,384 | 33,877 | 36,929 |

**RMSEA**

| Model              | RMSEA | LO 90 | HI 90 | PCLOSE |
|--------------------|-------|-------|-------|--------|
| Default model      | ,089  | ,085  | ,094  | ,000   |
| Independence model | ,177  | ,173  | ,181  | ,000   |

**AIC**

| Model              | AIC      | BCC      | BIC      | CAIC     |
|--------------------|----------|----------|----------|----------|
| Default model      | 2807,919 | 2884,812 | 3133,601 | 3235,601 |
| Saturated model    | 2352,000 | 3238,523 | 6106,917 | 7282,917 |
| Independence model | 7557,802 | 7593,986 | 7711,063 | 7759,063 |

**ECVI**

| Model              | ECVI   | LO 90  | HI 90  | MECVI  |
|--------------------|--------|--------|--------|--------|
| Default model      | 15,687 | 14,872 | 16,544 | 16,116 |
| Saturated model    | 13,140 | 13,140 | 13,140 | 18,092 |
| Independence model | 42,222 | 40,715 | 43,767 | 42,425 |

**HOELTER**

| Model              | HOELTER<br>.05 | HOELTER<br>.01 |
|--------------------|----------------|----------------|
| Default model      | 80             | 82             |
| Independence model | 29             | 30             |

**Scalar Estimates (Group number 1 - Default model)****Maximum Likelihood Estimates****Regression Weights: (Group number 1 - Default model)**

|                                   | Estimate | S.E. | C.R.   | P   | Label |
|-----------------------------------|----------|------|--------|-----|-------|
| X18 <--- Orientasi_Kewirausahaan  | 1,080    | ,092 | 11,772 | *** | par_1 |
| X19 <--- Orientasi_Kewirausahaan  | ,824     | ,078 | 10,613 | *** | par_2 |
| X110 <--- Orientasi_Kewirausahaan | 1,018    | ,091 | 11,142 | *** | par_3 |

|      |      |                         | Estimate | S.E. | C.R.   | P   | Label  |
|------|------|-------------------------|----------|------|--------|-----|--------|
| Y13  | <--- | Orientasi_Pasar         | 1,028    | ,087 | 11,843 | *** | par_4  |
| Y14  | <--- | Orientasi_Pasar         | ,926     | ,091 | 10,138 | *** | par_5  |
| Y15  | <--- | Orientasi_Pasar         | 1,067    | ,097 | 11,048 | *** | par_6  |
| Y11  | <--- | Orientasi_Pasar         | 1,000    |      |        |     |        |
| X113 | <--- | Orientasi_Kewirausahaan | 1,165    | ,106 | 10,982 | *** | par_7  |
| X17  | <--- | Orientasi_Kewirausahaan | ,959     | ,080 | 11,997 | *** | par_8  |
| Y31  | <--- | Kinerja_Bisnis          | 1,000    |      |        |     |        |
| Y32  | <--- | Kinerja_Bisnis          | 1,271    | ,105 | 12,129 | *** | par_9  |
| X16  | <--- | Orientasi_Kewirausahaan | ,954     | ,087 | 10,928 | *** | par_10 |
| X15  | <--- | Orientasi_Kewirausahaan | ,939     | ,089 | 10,611 | *** | par_11 |
| X14  | <--- | Orientasi_Kewirausahaan | ,950     | ,088 | 10,801 | *** | par_12 |
| X13  | <--- | Orientasi_Kewirausahaan | ,824     | ,075 | 11,021 | *** | par_13 |
| X12  | <--- | Orientasi_Kewirausahaan | ,951     | ,090 | 10,512 | *** | par_14 |
| X11  | <--- | Orientasi_Kewirausahaan | 1,000    |      |        |     |        |
| X115 | <--- | Orientasi_Kewirausahaan | 1,235    | ,100 | 12,349 | *** | par_15 |
| X116 | <--- | Orientasi_Kewirausahaan | 1,231    | ,106 | 11,614 | *** | par_16 |
| X118 | <--- | Orientasi_Kewirausahaan | 1,198    | ,103 | 11,628 | *** | par_17 |
| X123 | <--- | Orientasi_Kewirausahaan | 1,028    | ,094 | 10,986 | *** | par_18 |
| X122 | <--- | Orientasi_Kewirausahaan | 1,102    | ,094 | 11,735 | *** | par_19 |
| X121 | <--- | Orientasi_Kewirausahaan | 1,012    | ,097 | 10,392 | *** | par_20 |
| X120 | <--- | Orientasi_Kewirausahaan | ,861     | ,079 | 10,888 | *** | par_21 |
| X119 | <--- | Orientasi_Kewirausahaan | 1,060    | ,097 | 10,920 | *** | par_22 |
| X117 | <--- | Orientasi_Kewirausahaan | ,941     | ,085 | 11,072 | *** | par_23 |
| Y115 | <--- | Orientasi_Pasar         | ,953     | ,100 | 9,509  | *** | par_24 |
| Y114 | <--- | Orientasi_Pasar         | ,877     | ,089 | 9,812  | *** | par_25 |
| Y113 | <--- | Orientasi_Pasar         | ,958     | ,099 | 9,710  | *** | par_26 |
| Y110 | <--- | Orientasi_Pasar         | 1,046    | ,103 | 10,123 | *** | par_27 |
| Y19  | <--- | Orientasi_Pasar         | 1,009    | ,100 | 10,112 | *** | par_28 |
| Y23  | <--- | Inovasi_Eстетika        | 1,162    | ,108 | 10,715 | *** | par_29 |
| Y33  | <--- | Kinerja_Bisnis          | 1,199    | ,103 | 11,694 | *** | par_30 |
| Y34  | <--- | Kinerja_Bisnis          | ,932     | ,087 | 10,745 | *** | par_31 |
| Y35  | <--- | Kinerja_Bisnis          | 1,135    | ,096 | 11,830 | *** | par_32 |
| Y22  | <--- | Inovasi_Eстетika        | 1,163    | ,106 | 10,938 | *** | par_33 |
| Y21  | <--- | Inovasi_Eстетika        | 1,000    |      |        |     |        |
| Y24  | <--- | Inovasi_Eстетika        | 1,061    | ,094 | 11,242 | *** | par_34 |
| Y25  | <--- | Inovasi_Eстетika        | ,931     | ,095 | 9,774  | *** | par_35 |

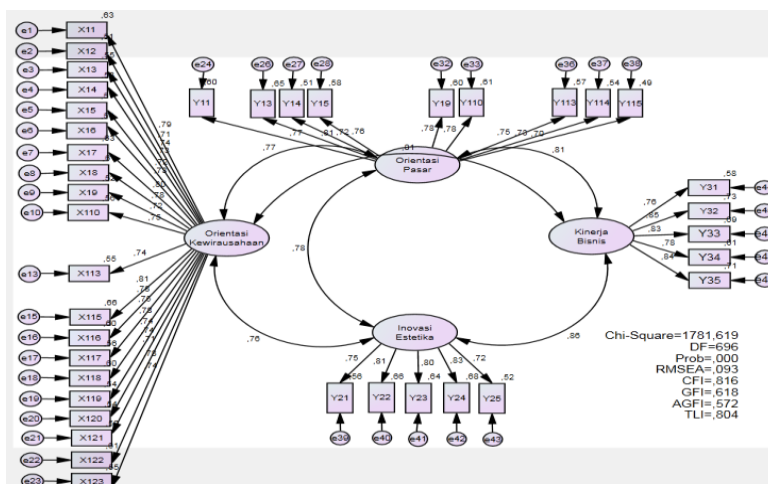
**Standardized Regression Weights: (Group number 1 - Default model)**

|      |      |                         | Estimate |
|------|------|-------------------------|----------|
| X18  | <--- | Orientasi_Kewirausahaan | ,780     |
| X19  | <--- | Orientasi_Kewirausahaan | ,723     |
| X110 | <--- | Orientasi_Kewirausahaan | ,751     |
| Y13  | <--- | Orientasi_Pasar         | ,808     |
| Y14  | <--- | Orientasi_Pasar         | ,715     |
| Y15  | <--- | Orientasi_Pasar         | ,760     |
| Y11  | <--- | Orientasi_Pasar         | ,772     |
| X113 | <--- | Orientasi_Kewirausahaan | ,741     |
| X17  | <--- | Orientasi_Kewirausahaan | ,796     |
| Y31  | <--- | Kinerja_Bisnis          | ,758     |
| Y32  | <--- | Kinerja_Bisnis          | ,855     |
| X16  | <--- | Orientasi_Kewirausahaan | ,735     |

|                                   | Estimate |
|-----------------------------------|----------|
| X15 <--- Orientasi_Kewirausahaan  | ,717     |
| X14 <--- Orientasi_Kewirausahaan  | ,729     |
| X13 <--- Orientasi_Kewirausahaan  | ,738     |
| X12 <--- Orientasi_Kewirausahaan  | ,712     |
| X11 <--- Orientasi_Kewirausahaan  | ,791     |
| X115 <--- Orientasi_Kewirausahaan | ,812     |
| X116 <--- Orientasi_Kewirausahaan | ,775     |
| X118 <--- Orientasi_Kewirausahaan | ,777     |
| X123 <--- Orientasi_Kewirausahaan | ,740     |
| X122 <--- Orientasi_Kewirausahaan | ,779     |
| X121 <--- Orientasi_Kewirausahaan | ,709     |
| X120 <--- Orientasi_Kewirausahaan | ,736     |
| X119 <--- Orientasi_Kewirausahaan | ,738     |
| X117 <--- Orientasi_Kewirausahaan | ,746     |
| Y115 <--- Orientasi_Pasar         | ,702     |
| Y114 <--- Orientasi_Pasar         | ,733     |
| Y113 <--- Orientasi_Pasar         | ,753     |
| Y110 <--- Orientasi_Pasar         | ,779     |
| Y19 <--- Orientasi_Pasar          | ,777     |
| Y23 <--- Inovasi_Estetika         | ,799     |
| Y33 <--- Kinerja_Bisnis           | ,829     |
| Y34 <--- Kinerja_Bisnis           | ,778     |
| Y35 <--- Kinerja_Bisnis           | ,843     |
| Y22 <--- Inovasi_Estetika         | ,811     |
| Y21 <--- Inovasi_Estetika         | ,750     |
| Y24 <--- Inovasi_Estetika         | ,827     |
| Y25 <--- Inovasi_Estetika         | ,722     |

**Standardized Estimates**

**Model CFA 2**





**Model Fit Summary****CMIN**

| Model              | NPAR | CMIN     | DF  | P    | CMIN/DF |
|--------------------|------|----------|-----|------|---------|
| Default model      | 84   | 1781,619 | 696 | ,000 | 2,560   |
| Saturated model    | 780  | ,000     | 0   |      |         |
| Independence model | 39   | 6628,681 | 741 | ,000 | 8,946   |

**RMR, GFI**

| Model              | RMR  | GFI   | AGFI | PGFI |
|--------------------|------|-------|------|------|
| Default model      | ,069 | ,618  | ,572 | ,551 |
| Saturated model    | ,000 | 1,000 |      |      |
| Independence model | ,527 | ,092  | ,045 | ,088 |

**Baseline Comparisons**

| Model              | NFI<br>Delta1 | RFI<br>rho1 | IFI<br>Delta2 | TLI<br>rho2 | CFI   |
|--------------------|---------------|-------------|---------------|-------------|-------|
| Default model      | ,731          | ,714        | ,817          | ,804        | ,816  |
| Saturated model    | 1,000         |             | 1,000         |             | 1,000 |
| Independence model | ,000          | ,000        | ,000          | ,000        | ,000  |

**Parsimony-Adjusted Measures**

| Model              | PRATIO | PNFI | PCFI |
|--------------------|--------|------|------|
| Default model      | ,939   | ,687 | ,766 |
| Saturated model    | ,000   | ,000 | ,000 |
| Independence model | 1,000  | ,000 | ,000 |

**NCP**

| Model              | NCP      | LO 90    | HI 90    |
|--------------------|----------|----------|----------|
| Default model      | 1085,619 | 964,846  | 1214,037 |
| Saturated model    | ,000     | ,000     | ,000     |
| Independence model | 5887,681 | 5630,712 | 6151,179 |

**FMIN**

| Model              | FMIN   | F0     | LO 90  | HI 90  |
|--------------------|--------|--------|--------|--------|
| Default model      | 9,953  | 6,065  | 5,390  | 6,782  |
| Saturated model    | ,000   | ,000   | ,000   | ,000   |
| Independence model | 37,032 | 32,892 | 31,456 | 34,364 |

**RMSEA**

| Model              | RMSEA | LO 90 | HI 90 | PCLOSE |
|--------------------|-------|-------|-------|--------|
| Default model      | ,093  | ,088  | ,099  | ,000   |
| Independence model | ,211  | ,206  | ,215  | ,000   |

**AIC**

| Model              | AIC      | BCC      | BIC      | CAIC     |
|--------------------|----------|----------|----------|----------|
| Default model      | 1949,619 | 1997,965 | 2217,828 | 2301,828 |
| Saturated model    | 1560,000 | 2008,921 | 4050,506 | 4830,506 |
| Independence model | 6706,681 | 6729,127 | 6831,207 | 6870,207 |

**ECVI**

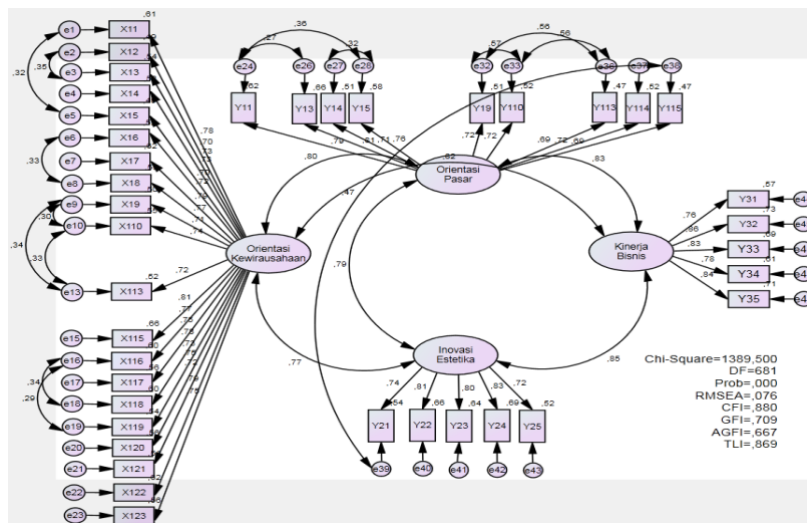
| Model              | ECVI   | LO 90  | HI 90  | MECVI  |
|--------------------|--------|--------|--------|--------|
| Default model      | 10,892 | 10,217 | 11,609 | 11,162 |
| Saturated model    | 8,715  | 8,715  | 8,715  | 11,223 |
| Independence model | 37,467 | 36,032 | 38,940 | 37,593 |

**HOELTER**

| Model              | HOELTER | HOELTER |
|--------------------|---------|---------|
|                    | .05     | .01     |
| Default model      | 77      | 79      |
| Independence model | 22      | 23      |

**Standardized Estimates**

**Uji Konfirmatori 3**



**Model Fit Summary**

**CMIN**

| Model              | NPAR | CMIN     | DF  | P    | CMIN/DF |
|--------------------|------|----------|-----|------|---------|
| Default model      | 99   | 1389,500 | 681 | ,000 | 2,040   |
| Saturated model    | 780  | ,000     | 0   |      |         |
| Independence model | 39   | 6628,681 | 741 | ,000 | 8,946   |

**RMR, GFI**

| Model              | RMR  | GFI   | AGFI | PGFI |
|--------------------|------|-------|------|------|
| Default model      | ,062 | ,709  | ,667 | ,619 |
| Saturated model    | ,000 | 1,000 |      |      |
| Independence model | ,527 | ,092  | ,045 | ,088 |

**Baseline Comparisons**

| Model              | NFI<br>Delta1 | RFI<br>rho1 | IFI<br>Delta2 | TLI<br>rho2 | CFI   |
|--------------------|---------------|-------------|---------------|-------------|-------|
| Default model      | ,790          | ,772        | ,881          | ,869        | ,880  |
| Saturated model    | 1,000         |             | 1,000         |             | 1,000 |
| Independence model | ,000          | ,000        | ,000          | ,000        | ,000  |

**Parsimony-Adjusted Measures**

| Model              | PRATIO | PNFI | PCFI |
|--------------------|--------|------|------|
| Default model      | ,919   | ,726 | ,808 |
| Saturated model    | ,000   | ,000 | ,000 |
| Independence model | 1,000  | ,000 | ,000 |

**NCP**

| Model              | NCP      | LO 90    | HI 90    |
|--------------------|----------|----------|----------|
| Default model      | 708,500  | 605,795  | 818,956  |
| Saturated model    | ,000     | ,000     | ,000     |
| Independence model | 5887,681 | 5630,712 | 6151,179 |

**FMIN**

| Model              | FMIN   | F0     | LO 90  | HI 90  |
|--------------------|--------|--------|--------|--------|
| Default model      | 7,763  | 3,958  | 3,384  | 4,575  |
| Saturated model    | ,000   | ,000   | ,000   | ,000   |
| Independence model | 37,032 | 32,892 | 31,456 | 34,364 |

**RMSEA**

| Model              | RMSEA | LO 90 | HI 90 | PCLOSE |
|--------------------|-------|-------|-------|--------|
| Default model      | ,076  | ,070  | ,082  | ,000   |
| Independence model | ,211  | ,206  | ,215  | ,000   |

**AIC**

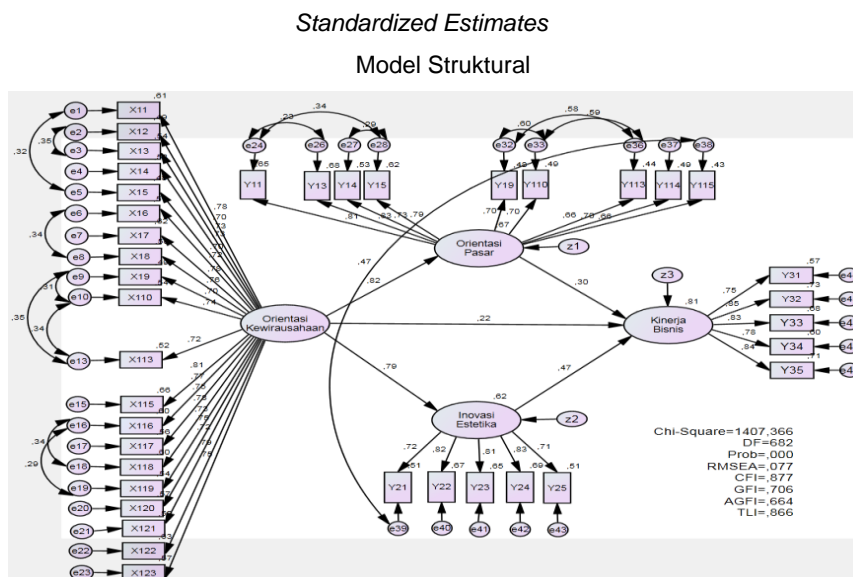
| Model              | AIC      | BCC      | BIC      | CAIC     |
|--------------------|----------|----------|----------|----------|
| Default model      | 1587,500 | 1644,478 | 1903,602 | 2002,602 |
| Saturated model    | 1560,000 | 2008,921 | 4050,506 | 4830,506 |
| Independence model | 6706,681 | 6729,127 | 6831,207 | 6870,207 |

**ECVI**

| Model              | ECVI   | LO 90  | HI 90  | MECVI  |
|--------------------|--------|--------|--------|--------|
| Default model      | 8,869  | 8,295  | 9,486  | 9,187  |
| Saturated model    | 8,715  | 8,715  | 8,715  | 11,223 |
| Independence model | 37,467 | 36,032 | 38,940 | 37,593 |

**HOELTER**

| Model              | HOELTER | HOELTER |
|--------------------|---------|---------|
|                    | .05     | .01     |
| Default model      | 96      | 100     |
| Independence model | 22      | 23      |



**Model Fit Summary**

**CMIN**

| Model              | NPAR | CMIN     | DF  | P    | CMIN/DF |
|--------------------|------|----------|-----|------|---------|
| Default model      | 98   | 1407,366 | 682 | ,000 | 2,064   |
| Saturated model    | 780  | ,000     | 0   |      |         |
| Independence model | 39   | 6628,681 | 741 | ,000 | 8,946   |

**RMR, GFI**

| Model              | RMR  | GFI   | AGFI | PGFI |
|--------------------|------|-------|------|------|
| Default model      | ,068 | ,706  | ,664 | ,618 |
| Saturated model    | ,000 | 1,000 |      |      |
| Independence model | ,527 | ,092  | ,045 | ,088 |

**Baseline Comparisons**

| Model              | NFI<br>Delta1 | RFI<br>rho1 | IFI<br>Delta2 | TLI<br>rho2 | CFI   |
|--------------------|---------------|-------------|---------------|-------------|-------|
| Default model      | ,788          | ,769        | ,878          | ,866        | ,877  |
| Saturated model    | 1,000         |             | 1,000         |             | 1,000 |
| Independence model | ,000          | ,000        | ,000          | ,000        | ,000  |

**Parsimony-Adjusted Measures**

| Model              | PRATIO | PNFI | PCFI |
|--------------------|--------|------|------|
| Default model      | ,920   | ,725 | ,807 |
| Saturated model    | ,000   | ,000 | ,000 |
| Independence model | 1,000  | ,000 | ,000 |

**NCP**

| Model              | NCP      | LO 90    | HI 90    |
|--------------------|----------|----------|----------|
| Default model      | 725,366  | 621,781  | 836,698  |
| Saturated model    | ,000     | ,000     | ,000     |
| Independence model | 5887,681 | 5630,712 | 6151,179 |

**FMIN**

| Model              | FMIN   | F0     | LO 90  | HI 90  |
|--------------------|--------|--------|--------|--------|
| Default model      | 7,862  | 4,052  | 3,474  | 4,674  |
| Saturated model    | ,000   | ,000   | ,000   | ,000   |
| Independence model | 37,032 | 32,892 | 31,456 | 34,364 |

**RMSEA**

| Model              | RMSEA | LO 90 | HI 90 | PCLOSE |
|--------------------|-------|-------|-------|--------|
| Default model      | ,077  | ,071  | ,083  | ,000   |
| Independence model | ,211  | ,206  | ,215  | ,000   |

**AIC**

| Model              | AIC      | BCC      | BIC      | CAIC     |
|--------------------|----------|----------|----------|----------|
| Default model      | 1603,366 | 1659,769 | 1916,276 | 2014,276 |
| Saturated model    | 1560,000 | 2008,921 | 4050,506 | 4830,506 |
| Independence model | 6706,681 | 6729,127 | 6831,207 | 6870,207 |

**ECVI**

| Model              | ECVI   | LO 90  | HI 90  | MECVI  |
|--------------------|--------|--------|--------|--------|
| Default model      | 8,957  | 8,379  | 9,579  | 9,272  |
| Saturated model    | 8,715  | 8,715  | 8,715  | 11,223 |
| Independence model | 37,467 | 36,032 | 38,940 | 37,593 |

**HOELTER**

| Model              | HOELTER<br>.05 | HOELTER<br>.01 |
|--------------------|----------------|----------------|
| Default model      | 95             | 99             |
| Independence model | 22             | 23             |

**Assessment of normality (Group number 1)**

| Variable     | min   | max   | skew  | c.r.   | kurtosis | c.r.   |
|--------------|-------|-------|-------|--------|----------|--------|
| Y35          | 1,000 | 5,000 | -,055 | -,302  | -,492    | -1,346 |
| Y34          | 1,000 | 5,000 | -,331 | -1,813 | -,267    | -,732  |
| Y33          | 1,000 | 5,000 | ,077  | ,424   | -,471    | -1,290 |
| Y19          | 1,000 | 5,000 | -,092 | -,506  | ,082     | ,225   |
| Y110         | 1,000 | 5,000 | -,079 | -,431  | -,279    | -,763  |
| Y113         | 1,000 | 5,000 | -,279 | -1,526 | -,051    | -,141  |
| Y114         | 1,000 | 5,000 | ,173  | ,948   | ,031     | ,084   |
| Y115         | 1,000 | 5,000 | -,297 | -1,628 | -,620    | -1,697 |
| Y32          | 1,000 | 5,000 | ,069  | ,378   | -,811    | -2,222 |
| Y31          | 1,000 | 5,000 | ,353  | 1,932  | -,240    | -,657  |
| Y25          | 1,000 | 5,000 | ,184  | 1,009  | -,689    | -1,887 |
| Y24          | 1,000 | 5,000 | ,176  | ,963   | -,518    | -1,418 |
| Y22          | 1,000 | 5,000 | ,049  | ,270   | -,499    | -1,366 |
| Y21          | 1,000 | 5,000 | -,188 | -1,029 | -,401    | -1,099 |
| X120         | 1,000 | 5,000 | ,052  | ,287   | -,798    | -2,185 |
| X121         | 1,000 | 5,000 | ,100  | ,550   | -,468    | -1,281 |
| X122         | 1,000 | 5,000 | ,147  | ,806   | -,540    | -1,480 |
| X123         | 1,000 | 5,000 | -,216 | -1,181 | -,385    | -1,056 |
| Y11          | 1,000 | 5,000 | -,174 | -,953  | -,553    | -1,514 |
| X116         | 1,000 | 5,000 | ,199  | 1,089  | -,542    | -1,484 |
| X117         | 1,000 | 5,000 | ,228  | 1,248  | -,510    | -1,396 |
| X118         | 1,000 | 5,000 | -,124 | -,678  | -,565    | -1,548 |
| X119         | 1,000 | 5,000 | ,021  | ,115   | -,317    | -,869  |
| Y15          | 1,000 | 5,000 | -,110 | -,604  | -,660    | -1,808 |
| Y14          | 1,000 | 5,000 | -,144 | -,788  | -,065    | -,179  |
| Y13          | 1,000 | 5,000 | ,066  | ,363   | -,735    | -2,013 |
| Y23          | 1,000 | 5,000 | ,114  | ,625   | -,353    | -,966  |
| X11          | 1,000 | 5,000 | ,286  | 1,565  | -,397    | -1,086 |
| X12          | 1,000 | 5,000 | ,034  | ,188   | -,198    | -,543  |
| X13          | 1,000 | 5,000 | ,131  | ,715   | -,848    | -2,323 |
| X14          | 1,000 | 5,000 | ,200  | 1,097  | -,054    | -,147  |
| X15          | 1,000 | 5,000 | -,302 | -1,653 | ,003     | ,007   |
| X16          | 1,000 | 5,000 | ,178  | ,976   | -,370    | -1,014 |
| X17          | 1,000 | 5,000 | -,160 | -,877  | -,410    | -1,124 |
| X18          | 1,000 | 5,000 | ,106  | ,579   | -,529    | -1,449 |
| X19          | 1,000 | 5,000 | ,138  | ,757   | -,056    | -,153  |
| X110         | 1,000 | 5,000 | ,202  | 1,105  | -,736    | -2,015 |
| X113         | 1,000 | 5,000 | -,169 | -,923  | -,545    | -1,493 |
| X115         | 1,000 | 5,000 | -,112 | -,615  | -,871    | -2,384 |
| Multivariate |       |       |       |        | 12,163   | 1,443  |

**Notes for Model (Default model)****Computation of degrees of freedom (Default model)**

Number of distinct sample moments: 780  
 Number of distinct parameters to be estimated: 98  
 Degrees of freedom (780 - 98): 682

**Result (Default model)**

Minimum was achieved  
 Chi-square = 1407,366  
 Degrees of freedom = 682  
 Probability level = ,000

**Scalar Estimates (Group number 1 - Default model)****Maximum Likelihood Estimates****Regression Weights: (Group number 1 - Default model)**

|                  |      |                         | Estimate | S.E. | C.R.   | P    | Label  |
|------------------|------|-------------------------|----------|------|--------|------|--------|
| Orientasi_Pasar  | <--- | Orientasi_Kewirausahaan | ,932     | ,097 | 9,659  | ***  | par_36 |
| Inovasi_Eстетika | <--- | Orientasi_Kewirausahaan | ,747     | ,088 | 8,524  | ***  | par_39 |
| Kinerja_Bisnis   | <--- | Orientasi_Pasar         | ,269     | ,090 | 2,997  | ,003 | par_37 |
| Kinerja_Bisnis   | <--- | Inovasi_Eстетika        | ,507     | ,109 | 4,665  | ***  | par_38 |
| Kinerja_Bisnis   | <--- | Orientasi_Kewirausahaan | ,231     | ,109 | 2,130  | ,033 | par_40 |
| X18              | <--- | Orientasi_Kewirausahaan | 1,068    | ,094 | 11,308 | ***  | par_1  |
| X19              | <--- | Orientasi_Kewirausahaan | ,805     | ,080 | 10,080 | ***  | par_2  |
| X110             | <--- | Orientasi_Kewirausahaan | 1,006    | ,094 | 10,704 | ***  | par_3  |
| Y13              | <--- | Orientasi_Pasar         | 1,012    | ,071 | 14,289 | ***  | par_4  |
| Y14              | <--- | Orientasi_Pasar         | ,910     | ,086 | 10,633 | ***  | par_5  |
| Y15              | <--- | Orientasi_Pasar         | 1,058    | ,074 | 14,349 | ***  | par_6  |
| Y11              | <--- | Orientasi_Pasar         | 1,000    |      |        |      |        |
| X113             | <--- | Orientasi_Kewirausahaan | 1,138    | ,109 | 10,417 | ***  | par_7  |
| X17              | <--- | Orientasi_Kewirausahaan | ,953     | ,082 | 11,573 | ***  | par_8  |
| Y31              | <--- | Kinerja_Bisnis          | 1,000    |      |        |      |        |
| Y32              | <--- | Kinerja_Bisnis          | 1,275    | ,105 | 12,109 | ***  | par_9  |
| X16              | <--- | Orientasi_Kewirausahaan | ,937     | ,090 | 10,445 | ***  | par_10 |
| X15              | <--- | Orientasi_Kewirausahaan | ,920     | ,076 | 12,100 | ***  | par_11 |
| X14              | <--- | Orientasi_Kewirausahaan | ,956     | ,090 | 10,636 | ***  | par_12 |
| X13              | <--- | Orientasi_Kewirausahaan | ,827     | ,076 | 10,815 | ***  | par_13 |
| X12              | <--- | Orientasi_Kewirausahaan | ,944     | ,093 | 10,181 | ***  | par_14 |
| X11              | <--- | Orientasi_Kewirausahaan | 1,000    |      |        |      |        |
| X115             | <--- | Orientasi_Kewirausahaan | 1,244    | ,103 | 12,101 | ***  | par_15 |
| X116             | <--- | Orientasi_Kewirausahaan | 1,229    | ,108 | 11,391 | ***  | par_16 |
| X118             | <--- | Orientasi_Kewirausahaan | 1,209    | ,106 | 11,438 | ***  | par_17 |
| X123             | <--- | Orientasi_Kewirausahaan | 1,053    | ,095 | 11,036 | ***  | par_18 |
| X122             | <--- | Orientasi_Kewirausahaan | 1,132    | ,096 | 11,815 | ***  | par_19 |
| X121             | <--- | Orientasi_Kewirausahaan | 1,035    | ,099 | 10,415 | ***  | par_20 |
| X120             | <--- | Orientasi_Kewirausahaan | ,890     | ,080 | 11,063 | ***  | par_21 |
| X119             | <--- | Orientasi_Kewirausahaan | 1,065    | ,099 | 10,704 | ***  | par_22 |
| X117             | <--- | Orientasi_Kewirausahaan | ,950     | ,087 | 10,921 | ***  | par_23 |
| Y115             | <--- | Orientasi_Pasar         | ,833     | ,093 | 8,962  | ***  | par_24 |
| Y114             | <--- | Orientasi_Pasar         | ,806     | ,085 | 9,472  | ***  | par_25 |
| Y113             | <--- | Orientasi_Pasar         | ,812     | ,092 | 8,824  | ***  | par_26 |

|      |      |                  | Estimate | S.E. | C.R.   | P   | Label  |
|------|------|------------------|----------|------|--------|-----|--------|
| Y110 | <--- | Orientasi_Pasar  | ,905     | ,096 | 9,426  | *** | par_27 |
| Y19  | <--- | Orientasi_Pasar  | ,868     | ,092 | 9,389  | *** | par_28 |
| Y23  | <--- | Inovasi_Eстетika | 1,258    | ,122 | 10,340 | *** | par_29 |
| Y33  | <--- | Kinerja_Bisnis   | 1,198    | ,103 | 11,641 | *** | par_30 |
| Y34  | <--- | Kinerja_Bisnis   | ,935     | ,087 | 10,730 | *** | par_31 |
| Y35  | <--- | Kinerja_Bisnis   | 1,137    | ,096 | 11,796 | *** | par_32 |
| Y22  | <--- | Inovasi_Eстетika | 1,259    | ,120 | 10,524 | *** | par_33 |
| Y21  | <--- | Inovasi_Eстетika | 1,000    |      |        |     |        |
| Y24  | <--- | Inovasi_Eстетika | 1,146    | ,106 | 10,788 | *** | par_34 |
| Y25  | <--- | Inovasi_Eстетika | ,988     | ,106 | 9,315  | *** | par_35 |

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

|                  |      |                         | Estimate |
|------------------|------|-------------------------|----------|
| Orientasi_Pasar  | <--- | Orientasi_Kewirausahaan | ,819     |
| Inovasi_Eстетika | <--- | Orientasi_Kewirausahaan | ,786     |
| Kinerja_Bisnis   | <--- | Orientasi_Pasar         | ,297     |
| Kinerja_Bisnis   | <--- | Inovasi_Eстетika        | ,467     |
| Kinerja_Bisnis   | <--- | Orientasi_Kewirausahaan | ,224     |
| X18              | <--- | Orientasi_Kewirausahaan | ,764     |
| X19              | <--- | Orientasi_Kewirausahaan | ,700     |
| X110             | <--- | Orientasi_Kewirausahaan | ,736     |
| Y13              | <--- | Orientasi_Pasar         | ,827     |
| Y14              | <--- | Orientasi_Pasar         | ,730     |
| Y15              | <--- | Orientasi_Pasar         | ,786     |
| Y11              | <--- | Orientasi_Pasar         | ,807     |
| X113             | <--- | Orientasi_Kewirausahaan | ,718     |
| X17              | <--- | Orientasi_Kewirausahaan | ,785     |
| Y31              | <--- | Kinerja_Bisnis          | ,754     |
| Y32              | <--- | Kinerja_Bisnis          | ,853     |
| X16              | <--- | Orientasi_Kewirausahaan | ,715     |
| X15              | <--- | Orientasi_Kewirausahaan | ,696     |
| X14              | <--- | Orientasi_Kewirausahaan | ,728     |
| X13              | <--- | Orientasi_Kewirausahaan | ,735     |
| X12              | <--- | Orientasi_Kewirausahaan | ,700     |
| X11              | <--- | Orientasi_Kewirausahaan | ,783     |
| X115             | <--- | Orientasi_Kewirausahaan | ,810     |
| X116             | <--- | Orientasi_Kewirausahaan | ,773     |
| X118             | <--- | Orientasi_Kewirausahaan | ,776     |
| X123             | <--- | Orientasi_Kewirausahaan | ,752     |
| X122             | <--- | Orientasi_Kewirausahaan | ,794     |
| X121             | <--- | Orientasi_Kewirausahaan | ,718     |
| X120             | <--- | Orientasi_Kewirausahaan | ,754     |
| X119             | <--- | Orientasi_Kewirausahaan | ,734     |
| X117             | <--- | Orientasi_Kewirausahaan | ,747     |
| Y115             | <--- | Orientasi_Pasar         | ,659     |
| Y114             | <--- | Orientasi_Pasar         | ,699     |
| Y113             | <--- | Orientasi_Pasar         | ,663     |
| Y110             | <--- | Orientasi_Pasar         | ,700     |
| Y19              | <--- | Orientasi_Pasar         | ,695     |
| Y23              | <--- | Inovasi_Eстетika        | ,805     |
| Y33              | <--- | Kinerja_Bisnis          | ,825     |
| Y34              | <--- | Kinerja_Bisnis          | ,776     |



|     |      |                  | Estimate |
|-----|------|------------------|----------|
| Y35 | <--- | Kinerja_Bisnis   | ,841     |
| Y22 | <--- | Inovasi_Estetika | ,817     |
| Y21 | <--- | Inovasi_Estetika | ,716     |
| Y24 | <--- | Inovasi_Estetika | ,832     |
| Y25 | <--- | Inovasi_Estetika | ,713     |

**Direct Effects (Group number 1 - Default model)**

|                  | Orientasi_Kewirausahaan | Inovasi_Estetika | Orientasi_Pasar | Kinerja_Bisnis |
|------------------|-------------------------|------------------|-----------------|----------------|
| Inovasi_Estetika | ,747                    | ,000             | ,000            | ,000           |
| Orientasi_Pasar  | ,932                    | ,000             | ,000            | ,000           |
| Kinerja_Bisnis   | ,231                    | ,507             | ,269            | ,000           |
| Y35              | ,000                    | ,000             | ,000            | 1,137          |
| Y34              | ,000                    | ,000             | ,000            | ,935           |
| Y33              | ,000                    | ,000             | ,000            | 1,198          |
| Y19              | ,000                    | ,000             | ,868            | ,000           |
| Y110             | ,000                    | ,000             | ,905            | ,000           |
| Y113             | ,000                    | ,000             | ,812            | ,000           |
| Y114             | ,000                    | ,000             | ,806            | ,000           |
| Y115             | ,000                    | ,000             | ,833            | ,000           |
| Y32              | ,000                    | ,000             | ,000            | 1,275          |
| Y31              | ,000                    | ,000             | ,000            | 1,000          |
| Y25              | ,000                    | ,988             | ,000            | ,000           |
| Y24              | ,000                    | 1,146            | ,000            | ,000           |
| Y22              | ,000                    | 1,259            | ,000            | ,000           |
| Y21              | ,000                    | 1,000            | ,000            | ,000           |
| X120             | ,890                    | ,000             | ,000            | ,000           |
| X121             | 1,035                   | ,000             | ,000            | ,000           |
| X122             | 1,132                   | ,000             | ,000            | ,000           |
| X123             | 1,053                   | ,000             | ,000            | ,000           |
| Y11              | ,000                    | ,000             | 1,000           | ,000           |
| X116             | 1,229                   | ,000             | ,000            | ,000           |
| X117             | ,950                    | ,000             | ,000            | ,000           |
| X118             | 1,209                   | ,000             | ,000            | ,000           |
| X119             | 1,065                   | ,000             | ,000            | ,000           |
| Y15              | ,000                    | ,000             | 1,058           | ,000           |
| Y14              | ,000                    | ,000             | ,910            | ,000           |
| Y13              | ,000                    | ,000             | 1,012           | ,000           |
| Y23              | ,000                    | 1,258            | ,000            | ,000           |
| X11              | 1,000                   | ,000             | ,000            | ,000           |
| X12              | ,944                    | ,000             | ,000            | ,000           |
| X13              | ,827                    | ,000             | ,000            | ,000           |
| X14              | ,956                    | ,000             | ,000            | ,000           |
| X15              | ,920                    | ,000             | ,000            | ,000           |
| X16              | ,937                    | ,000             | ,000            | ,000           |
| X17              | ,953                    | ,000             | ,000            | ,000           |
| X18              | 1,068                   | ,000             | ,000            | ,000           |
| X19              | ,805                    | ,000             | ,000            | ,000           |
| X110             | 1,006                   | ,000             | ,000            | ,000           |
| X113             | 1,138                   | ,000             | ,000            | ,000           |
| X115             | 1,244                   | ,000             | ,000            | ,000           |

**Standardized Direct Effects (Group number 1 - Default model)**

|                  | Orientasi_Kewirausahaan | Inovasi_Eстетika | Orientasi_Pasar | Kinerja_Bisnis |
|------------------|-------------------------|------------------|-----------------|----------------|
| Inovasi_Eстетika | ,786                    | ,000             | ,000            | ,000           |
| Orientasi_Pasar  | ,819                    | ,000             | ,000            | ,000           |
| Kinerja_Bisnis   | ,224                    | ,467             | ,297            | ,000           |
| Y35              | ,000                    | ,000             | ,000            | ,841           |
| Y34              | ,000                    | ,000             | ,000            | ,776           |
| Y33              | ,000                    | ,000             | ,000            | ,825           |
| Y19              | ,000                    | ,000             | ,695            | ,000           |
| Y110             | ,000                    | ,000             | ,700            | ,000           |
| Y113             | ,000                    | ,000             | ,663            | ,000           |
| Y114             | ,000                    | ,000             | ,699            | ,000           |
| Y115             | ,000                    | ,000             | ,659            | ,000           |
| Y32              | ,000                    | ,000             | ,000            | ,853           |
| Y31              | ,000                    | ,000             | ,000            | ,754           |
| Y25              | ,000                    | ,713             | ,000            | ,000           |
| Y24              | ,000                    | ,832             | ,000            | ,000           |
| Y22              | ,000                    | ,817             | ,000            | ,000           |
| Y21              | ,000                    | ,716             | ,000            | ,000           |
| X120             | ,754                    | ,000             | ,000            | ,000           |
| X121             | ,718                    | ,000             | ,000            | ,000           |
| X122             | ,794                    | ,000             | ,000            | ,000           |
| X123             | ,752                    | ,000             | ,000            | ,000           |
| Y11              | ,000                    | ,000             | ,807            | ,000           |
| X116             | ,773                    | ,000             | ,000            | ,000           |
| X117             | ,747                    | ,000             | ,000            | ,000           |
| X118             | ,776                    | ,000             | ,000            | ,000           |
| X119             | ,734                    | ,000             | ,000            | ,000           |
| Y15              | ,000                    | ,000             | ,786            | ,000           |
| Y14              | ,000                    | ,000             | ,730            | ,000           |
| Y13              | ,000                    | ,000             | ,827            | ,000           |
| Y23              | ,000                    | ,805             | ,000            | ,000           |
| X11              | ,783                    | ,000             | ,000            | ,000           |
| X12              | ,700                    | ,000             | ,000            | ,000           |
| X13              | ,735                    | ,000             | ,000            | ,000           |
| X14              | ,728                    | ,000             | ,000            | ,000           |
| X15              | ,696                    | ,000             | ,000            | ,000           |
| X16              | ,715                    | ,000             | ,000            | ,000           |
| X17              | ,785                    | ,000             | ,000            | ,000           |
| X18              | ,764                    | ,000             | ,000            | ,000           |
| X19              | ,700                    | ,000             | ,000            | ,000           |
| X110             | ,736                    | ,000             | ,000            | ,000           |
| X113             | ,718                    | ,000             | ,000            | ,000           |
| X115             | ,810                    | ,000             | ,000            | ,000           |

**Indirect Effects (Group number 1 - Default model)**

|                  | Orientasi_Kewirausahaan | Inovasi_Eстетika | Orientasi_Pasar | Kinerja_Bisnis |
|------------------|-------------------------|------------------|-----------------|----------------|
| Inovasi_Eстетika | ,000                    | ,000             | ,000            | ,000           |
| Orientasi_Pasar  | ,000                    | ,000             | ,000            | ,000           |
| Kinerja_Bisnis   | ,629                    | ,000             | ,000            | ,000           |
| Y35              | ,978                    | ,577             | ,306            | ,000           |
| Y34              | ,804                    | ,474             | ,251            | ,000           |
| Y33              | 1,031                   | ,608             | ,322            | ,000           |
| Y19              | ,810                    | ,000             | ,000            | ,000           |

|      | Orientasi_Kewirausahaan | Inovasi_Eстетika | Orientasi_Pasar | Kinerja_Bisnis |
|------|-------------------------|------------------|-----------------|----------------|
| Y110 | ,843                    | ,000             | ,000            | ,000           |
| Y113 | ,757                    | ,000             | ,000            | ,000           |
| Y114 | ,751                    | ,000             | ,000            | ,000           |
| Y115 | ,776                    | ,000             | ,000            | ,000           |
| Y32  | 1,097                   | ,646             | ,343            | ,000           |
| Y31  | ,860                    | ,507             | ,269            | ,000           |
| Y25  | ,738                    | ,000             | ,000            | ,000           |
| Y24  | ,856                    | ,000             | ,000            | ,000           |
| Y22  | ,940                    | ,000             | ,000            | ,000           |
| Y21  | ,747                    | ,000             | ,000            | ,000           |
| X120 | ,000                    | ,000             | ,000            | ,000           |
| X121 | ,000                    | ,000             | ,000            | ,000           |
| X122 | ,000                    | ,000             | ,000            | ,000           |
| X123 | ,000                    | ,000             | ,000            | ,000           |
| Y11  | ,932                    | ,000             | ,000            | ,000           |
| X116 | ,000                    | ,000             | ,000            | ,000           |
| X117 | ,000                    | ,000             | ,000            | ,000           |
| X118 | ,000                    | ,000             | ,000            | ,000           |
| X119 | ,000                    | ,000             | ,000            | ,000           |
| Y15  | ,987                    | ,000             | ,000            | ,000           |
| Y14  | ,849                    | ,000             | ,000            | ,000           |
| Y13  | ,944                    | ,000             | ,000            | ,000           |
| Y23  | ,939                    | ,000             | ,000            | ,000           |
| X11  | ,000                    | ,000             | ,000            | ,000           |
| X12  | ,000                    | ,000             | ,000            | ,000           |
| X13  | ,000                    | ,000             | ,000            | ,000           |
| X14  | ,000                    | ,000             | ,000            | ,000           |
| X15  | ,000                    | ,000             | ,000            | ,000           |
| X16  | ,000                    | ,000             | ,000            | ,000           |
| X17  | ,000                    | ,000             | ,000            | ,000           |
| X18  | ,000                    | ,000             | ,000            | ,000           |
| X19  | ,000                    | ,000             | ,000            | ,000           |
| X110 | ,000                    | ,000             | ,000            | ,000           |
| X113 | ,000                    | ,000             | ,000            | ,000           |
| X115 | ,000                    | ,000             | ,000            | ,000           |

#### Standardized Indirect Effects (Group number 1 - Default model)

|                  | Orientasi_Kewirausahaan | Inovasi_Eстетika | Orientasi_Pasar | Kinerja_Bisnis |
|------------------|-------------------------|------------------|-----------------|----------------|
| Inovasi_Eстетika | ,000                    | ,000             | ,000            | ,000           |
| Orientasi_Pasar  | ,000                    | ,000             | ,000            | ,000           |
| Kinerja_Bisnis   | ,610                    | ,000             | ,000            | ,000           |
| Y35              | ,701                    | ,392             | ,249            | ,000           |
| Y34              | ,647                    | ,362             | ,230            | ,000           |
| Y33              | ,688                    | ,385             | ,245            | ,000           |
| Y19              | ,569                    | ,000             | ,000            | ,000           |
| Y110             | ,573                    | ,000             | ,000            | ,000           |
| Y113             | ,543                    | ,000             | ,000            | ,000           |
| Y114             | ,573                    | ,000             | ,000            | ,000           |
| Y115             | ,539                    | ,000             | ,000            | ,000           |
| Y32              | ,711                    | ,398             | ,253            | ,000           |
| Y31              | ,629                    | ,352             | ,224            | ,000           |
| Y25              | ,561                    | ,000             | ,000            | ,000           |
| Y24              | ,654                    | ,000             | ,000            | ,000           |
| Y22              | ,642                    | ,000             | ,000            | ,000           |

|      | Orientasi_Kewirausahaan | Inovasi_Estetika | Orientasi_Pasar | Kinerja_Bisnis |
|------|-------------------------|------------------|-----------------|----------------|
| Y21  | ,563                    | ,000             | ,000            | ,000           |
| X120 | ,000                    | ,000             | ,000            | ,000           |
| X121 | ,000                    | ,000             | ,000            | ,000           |
| X122 | ,000                    | ,000             | ,000            | ,000           |
| X123 | ,000                    | ,000             | ,000            | ,000           |
| Y11  | ,661                    | ,000             | ,000            | ,000           |
| X116 | ,000                    | ,000             | ,000            | ,000           |
| X117 | ,000                    | ,000             | ,000            | ,000           |
| X118 | ,000                    | ,000             | ,000            | ,000           |
| X119 | ,000                    | ,000             | ,000            | ,000           |
| Y15  | ,644                    | ,000             | ,000            | ,000           |
| Y14  | ,598                    | ,000             | ,000            | ,000           |
| Y13  | ,677                    | ,000             | ,000            | ,000           |
| Y23  | ,633                    | ,000             | ,000            | ,000           |
| X11  | ,000                    | ,000             | ,000            | ,000           |
| X12  | ,000                    | ,000             | ,000            | ,000           |
| X13  | ,000                    | ,000             | ,000            | ,000           |
| X14  | ,000                    | ,000             | ,000            | ,000           |
| X15  | ,000                    | ,000             | ,000            | ,000           |
| X16  | ,000                    | ,000             | ,000            | ,000           |
| X17  | ,000                    | ,000             | ,000            | ,000           |
| X18  | ,000                    | ,000             | ,000            | ,000           |
| X19  | ,000                    | ,000             | ,000            | ,000           |
| X110 | ,000                    | ,000             | ,000            | ,000           |
| X113 | ,000                    | ,000             | ,000            | ,000           |
| X115 | ,000                    | ,000             | ,000            | ,000           |