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Dinas Perindustrian dan Perdagangan Kabupaten Polewali Mandar

Peraturan menteri negara badan usaha milik negara nomor per-05/mbu/2007 tentang program kemitraan badan usaha milik negara dengan usaha kecil dan program bina lingkungan.

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LAMPIRAN

LAMPIRAN 1**KUESIONER PENELITIAN****1. Karakteristik Responden****A. Petunjuk Pengisian**

Mohon bantuan dan kesediaan Bapak/Ibu untuk menjawab seluruh pertanyaan yang ada dengan mengisi jawaban secara tertulis

B. Identitas Usaha

Nama Usaha :
 Jenis Bidang Usaha :
 Perusahaan berdiri sejak tahun :
 Tingkat Pendidikan Pemilik : SD / SMP / SMA / PT
 Umur Pemilik :
 Alamat Perusahaan :
 Jumlah Tenaga Kerja :

C. Identitas Responden

Nama :
 Usia : Tahun
 Jenis kelamin : Pria/Wanita
 Status Perkawinan : Kawin / Belum Kawin
 Suku Bangsa :
 Pengalaman Berusaha :

2. Petunjuk Pengisian

Bacalah semua pernyataan ini dengan cermat. Pilih dan berikan tanda silang (X) pada nomor yang paling menggambarkan kondisi yang paling sesuai dengan perusahaan anda.

| | | | | | | |
|---------------|---|---|---|---|---|---------------------|
| Sangat Setuju | 5 | 4 | 3 | 2 | 1 | Sangat Tidak Setuju |
|---------------|---|---|---|---|---|---------------------|

| <i>1</i> | <i>ORIENTASI PASAR</i> | | | | | |
|-----------------|--|-----------------|-----------------|-----------------|-----------------|-----------------|
| <i>A</i> | <i>Orientasi Pesaing</i> | <i>5</i> | <i>4</i> | <i>3</i> | <i>2</i> | <i>1</i> |
| 1 | Kami merespon tindakan pesaing lebih cepat dibandingkan para pesaing | | | | | |
| 2 | Kami bereaksi terhadap strategi / taktik pesaing secara lebih cepat dibandingkan dengan pesaing. | | | | | |
| 3 | Kami memahami kompetisi dalam industri kami secara lebih baik dibandingkan pesaing | | | | | |
| 4 | Kami melakukan pengamatan keunggulan produk lebih baik di banding pesaing | | | | | |
| <i>B</i> | <i>Orientasi Pelanggan</i> | <i>5</i> | <i>4</i> | <i>3</i> | <i>2</i> | <i>1</i> |
| 5 | Kami memahami pelanggan secara lebih baik dibandingkan dengan para pesaing | | | | | |
| 6 | Kami menciptakan nilai bagi pelanggan secara lebih baik dibandingkan dengan para pesaing | | | | | |
| 7 | Kami merespon tuntutan kebutuhan pelanggan secara lebih efektif dibandingka para pesaing | | | | | |
| 8 | Kami memberikan pelayanan yang lebih baik demi kepuasan konsumen | | | | | |
| <i>C</i> | <i>Koordinasi Antar Fungsi</i> | <i>5</i> | <i>4</i> | <i>3</i> | <i>2</i> | <i>1</i> |
| 9 | Semua departemen berkontribusi pada strategi perusahaan | | | | | |
| 10 | Ada budaya saling bekerja sama antar departemen dalam perusahaan kami | | | | | |
| 11 | Semua departemen berkontribusi pada penciptaan nilai pelanggan | | | | | |
| 12 | kami terjun kepasar melakukan observasi untuk mengetahui perkembangan prduk | | | | | |

| <i>1</i> | <i>INOVASI</i> | | | | | |
|----------|---|----------|----------|----------|----------|----------|
| <i>A</i> | <i>Kultur Inovasi</i> | <i>5</i> | <i>4</i> | <i>3</i> | <i>2</i> | <i>1</i> |
| 1 | Kami selalu melakukan perubahan dalam desain dan arsitektur produk | | | | | |
| 2 | Kami selalu melakukan perubahan dalam komponen produk | | | | | |
| 3 | Kami selalu aktif dalam mencari ide-ide produk dan layanan inovatif untuk krmajuan perusahaan | | | | | |
| <i>B</i> | <i>Inovasi Teknis</i> | <i>5</i> | <i>4</i> | <i>3</i> | <i>2</i> | <i>1</i> |
| 4 | Kami selalu mencari sumber-sumber bahan baku yang baru | | | | | |
| 5 | Kami selalu melakukan penyesuaian dan peningkatan proses produksi yang ada | | | | | |
| 6 | Kami selalu mengadopsi peralatan dan atau teknologi baru | | | | | |
| <i>C</i> | <i>Inovasi Produk</i> | <i>5</i> | <i>4</i> | <i>3</i> | <i>2</i> | <i>1</i> |
| 7 | Kami selalu mendorong agar inovasi yang diberikan sesuai dengan keinginan pelanggan | | | | | |
| 8 | Kami sangat mendukung perubahan atau invasi yang bersifat membangun demi kenyamanan pelanggan | | | | | |
| 9 | Kami selalu melakukan perubahan dalam cara pelayanan terhadap pelanggan | | | | | |

| 3 | KINERJA PEMASARAN | | | | | |
|----------|---|----------|----------|----------|----------|----------|
| A | <i>Pertumbuhan Penjualan</i> | 5 | 4 | 3 | 2 | 1 |
| 1 | Usaha memiliki reputasi yang baik serta meningkat dari tahun ke tahun | | | | | |
| 2 | Pertumbuhan penjualan produk kami menunjukkan hasil sesuai dengan yang diharapkan selama 3 tahun terakhir | | | | | |
| 3 | Dalam meluncurkan produk baru, perusahaan selalu sukses dalam merebut pasar | | | | | |
| B | <i>Pertumbuhan Pelanggan</i> | 5 | 4 | 3 | 2 | 1 |
| 4 | Perusahaan mengalami peningkatan pertumbuhan pelanggan selama 3 tahun terakhir | | | | | |
| 5 | Perusahaan mampu memberikan harapan pelanggan sehingga dapat tercipta loyalitas pelanggan | | | | | |
| 6 | Mampu menciptakan produk yang berkualitas dan mendapat kepuasan oleh pelanggan | | | | | |
| C | <i>Kemampuan Labaan</i> | 5 | 4 | 3 | 2 | 1 |
| 7 | Keuntungan yang dihasilkan memenuhi target selama 3 tahun terakhir | | | | | |
| 8 | Pangsa pasar perusahaan lebih baik selama 3 tahun terakhir | | | | | |
| 9 | Target penjualan lebih baik selama 3 tahun terakhir | | | | | |

LAMPIRAN 2

Data Responden

| No. Res p. | Item Pertanyaan untuk Orientasi Pasar | | | | | | | | | | | | Jumlah | Rata-rata |
|------------|---------------------------------------|---|---|---|---|---|---|---|---|----|----|----|--------|-----------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | | |
| 1 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 55 | 4.75 |
| 2 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 50 | 4.25 |
| 3 | 4 | 4 | 3 | 2 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 49 | 4.50 |
| 4 | 3 | 3 | 2 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 | 4.00 |
| 5 | 4 | 4 | 3 | 3 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 50 | 4.50 |
| 6 | 3 | 2 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 5 | 3 | 5 | 41 | 3.75 |
| 7 | 4 | 5 | 2 | 3 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 49 | 4.38 |
| 8 | 5 | 5 | 3 | 3 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 3 | 48 | 4.00 |
| 9 | 5 | 5 | 2 | 4 | 5 | 3 | 3 | 5 | 4 | 5 | 5 | 5 | 51 | 4.38 |
| 10 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 3 | 4 | 4 | 45 | 3.88 |
| 11 | 4 | 5 | 3 | 2 | 4 | 3 | 3 | 5 | 4 | 4 | 5 | 5 | 47 | 4.13 |
| 12 | 4 | 4 | 5 | 3 | 4 | 2 | 4 | 5 | 5 | 5 | 4 | 5 | 50 | 4.25 |
| 13 | 3 | 5 | 5 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 54 | 4.50 |
| 14 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 3 | 5 | 5 | 4 | 52 | 4.13 |
| 15 | 3 | 3 | 4 | 5 | 3 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 50 | 4.38 |
| 16 | 4 | 2 | 3 | 3 | 4 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 48 | 4.50 |
| 17 | 3 | 3 | 3 | 4 | 3 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 48 | 4.38 |
| 18 | 4 | 3 | 4 | 3 | 4 | 2 | 3 | 5 | 5 | 4 | 5 | 2 | 44 | 3.75 |
| 19 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 46 | 4.13 |
| 20 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 47 | 4.25 |
| 21 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 46 | 4.00 |
| 22 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 50 | 4.38 |
| 23 | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 5 | 4 | 4 | 5 | 4 | 49 | 4.25 |
| 24 | 4 | 3 | 3 | 3 | 4 | 5 | 3 | 4 | 2 | 4 | 4 | 5 | 44 | 3.88 |
| 25 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 5 | 5 | 4 | 5 | 5 | 48 | 4.25 |
| 26 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 50 | 4.38 |
| 27 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 4 | 39 | 3.38 |
| 28 | 3 | 4 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 51 | 4.75 |
| 29 | 4 | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 49 | 4.38 |
| 30 | 3 | 3 | 3 | 5 | 3 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 49 | 4.38 |
| 31 | 4 | 4 | 5 | 5 | 4 | 3 | 3 | 5 | 5 | 5 | 5 | 3 | 51 | 4.13 |
| 32 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 51 | 4.38 |
| 33 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 47 | 3.88 |
| 34 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 56 | 4.63 |
| 35 | 2 | 3 | 5 | 3 | 2 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 46 | 4.13 |
| 36 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 2 | 4 | 5 | 48 | 4.00 |
| 37 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 4 | 32 | 2.75 |
| 38 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 5 | 5 | 52 | 4.25 |
| 39 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 3 | 3 | 5 | 4 | 49 | 3.88 |
| 40 | 3 | 2 | 3 | 3 | 3 | 5 | 4 | 3 | 4 | 3 | 3 | 5 | 41 | 3.75 |

| | | | | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|---|---|----|------|
| 41 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 3 | 52 | 4.13 |
| 42 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 52 | 4.38 |
| 43 | 5 | 5 | 5 | 5 | 5 | 3 | 2 | 5 | 4 | 3 | 5 | 5 | 52 | 4.00 |
| 44 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 2 | 5 | 5 | 52 | 4.25 |
| 45 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 46 | 3.75 |
| 46 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 5 | 5 | 5 | 5 | 49 | 4.13 |
| 47 | 5 | 4 | 5 | 5 | 5 | 3 | 3 | 5 | 3 | 5 | 5 | 5 | 53 | 4.25 |
| 48 | 2 | 3 | 5 | 3 | 2 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 48 | 4.38 |
| 49 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 3 | 4 | 5 | 47 | 3.88 |
| 50 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 5 | 4 | 3 | 4 | 42 | 3.75 |
| 51 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 48 | 4.13 |
| 52 | 5 | 4 | 3 | 3 | 5 | 5 | 3 | 3 | 5 | 4 | 3 | 4 | 47 | 4.00 |
| 53 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 49 | 3.88 |
| 54 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 52 | 4.50 |
| 55 | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 3 | 49 | 4.13 |
| 56 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 53 | 4.25 |
| 57 | 4 | 4 | 5 | 2 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 50 | 4.38 |
| 58 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 53 | 4.38 |
| 59 | 4 | 4 | 5 | 3 | 4 | 5 | 3 | 5 | 4 | 4 | 5 | 3 | 49 | 4.13 |
| 60 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 3 | 5 | 3 | 3 | 3 | 45 | 3.88 |
| 61 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 3 | 3 | 5 | 5 | 52 | 4.25 |
| 62 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 52 | 4.50 |
| 63 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 53 | 4.38 |
| 64 | 4 | 3 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 51 | 4.63 |
| 65 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 53 | 4.63 |
| 66 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 50 | 4.25 |
| 67 | 3 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 53 | 4.38 |
| 68 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 3 | 54 | 4.38 |
| 69 | 3 | 3 | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 47 | 4.00 |
| 70 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 51 | 4.25 |
| 71 | 3 | 5 | 4 | 5 | 3 | 2 | 2 | 4 | 5 | 4 | 4 | 3 | 44 | 3.38 |
| 72 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 50 | 4.25 |
| 73 | 3 | 4 | 5 | 3 | 3 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 50 | 4.38 |
| 74 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 4 | 5 | 3 | 5 | 43 | 3.88 |
| 75 | 2 | 5 | 4 | 5 | 2 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 49 | 4.13 |
| 76 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 55 | 4.63 |
| 77 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 57 | 4.63 |
| 78 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 54 | 4.50 |
| 79 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 53 | 4.38 |
| 80 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 53 | 4.38 |
| 81 | 3 | 5 | 5 | 4 | 3 | 1 | 3 | 5 | 5 | 3 | 5 | 4 | 46 | 3.63 |
| 82 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 46 | 3.75 |
| 83 | 2 | 2 | 4 | 4 | 2 | 3 | 3 | 5 | 4 | 3 | 4 | 4 | 40 | 3.50 |
| 84 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 3 | 46 | 3.75 |
| 85 | 2 | 3 | 4 | 4 | 2 | 4 | 3 | 4 | 5 | 3 | 4 | 4 | 42 | 3.63 |
| 86 | 5 | 5 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 53 | 4.25 |
| 87 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 45 | 3.88 |

| | | | | | | | | | | | | | | |
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|--------|
| 88 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 44 | 3.50 |
| 89 | 2 | 3 | 4 | 4 | 2 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 42 | 3.63 |
| 90 | 1 | 5 | 4 | 3 | 1 | 3 | 3 | 4 | 3 | 2 | 4 | 4 | 37 | 3.00 |
| 91 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 5 | 3 | 51 | 4.13 |
| 92 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 55 | 4.50 |
| 93 | 5 | 5 | 5 | 3 | 5 | 3 | 3 | 5 | 5 | 3 | 5 | 3 | 50 | 4.00 |
| 94 | 5 | 5 | 5 | 3 | 5 | 4 | 3 | 5 | 4 | 5 | 5 | 4 | 53 | 4.38 |
| 95 | 4 | 5 | 5 | 4 | 4 | 2 | 5 | 5 | 4 | 3 | 4 | 3 | 48 | 3.75 |
| 96 | 3 | 5 | 5 | 3 | 3 | 3 | 5 | 5 | 4 | 5 | 4 | 4 | 49 | 4.13 |
| 97 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 3 | 3 | 3 | 3 | 42 | 3.25 |
| Min | 1 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 32 | 2.75 |
| Mks | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 57 | 4.75 |
| Jml | 369 | 382 | 395 | 372 | 368 | 385 | 371 | 433 | 417 | 390 | 424 | 410 | 4716 | 399.75 |
| Rata | 3.80 | 3.94 | 4.07 | 3.84 | 3.79 | 3.97 | 3.82 | 4.46 | 4.30 | 4.02 | 4.37 | 4.23 | 48.62 | 4.12 |

| No. Resp. | Item Pertanyaan untuk Inovasi | | | | | | | | | Jumlah | Rata-rata |
|-----------|-------------------------------|---|---|---|---|---|---|---|---|--------|-----------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | | |
| 1 | 4 | 5 | 4 | 3 | 5 | 5 | 3 | 5 | 3 | 37 | 4.11 |
| 2 | 3 | 5 | 4 | 5 | 3 | 5 | 5 | 2 | 3 | 35 | 3.89 |
| 3 | 5 | 5 | 3 | 3 | 4 | 5 | 3 | 3 | 2 | 33 | 3.67 |
| 4 | 3 | 5 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 37 | 4.11 |
| 5 | 3 | 3 | 3 | 3 | 4 | 3 | 5 | 3 | 3 | 30 | 3.33 |
| 6 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 43 | 4.78 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 38 | 4.22 |
| 8 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 42 | 4.67 |
| 9 | 4 | 5 | 3 | 5 | 3 | 5 | 3 | 3 | 3 | 34 | 3.78 |
| 10 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 42 | 4.67 |
| 11 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 33 | 3.67 |
| 12 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 2 | 5 | 38 | 4.22 |
| 13 | 5 | 5 | 4 | 3 | 5 | 3 | 4 | 5 | 5 | 39 | 4.33 |
| 14 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 3 | 39 | 4.33 |
| 15 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 41 | 4.56 |
| 16 | 3 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 33 | 3.67 |
| 17 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 5 | 3 | 33 | 3.67 |
| 18 | 3 | 3 | 4 | 5 | 2 | 5 | 4 | 2 | 4 | 32 | 3.56 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 35 | 3.89 |
| 20 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 37 | 4.11 |
| 21 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 3 | 37 | 4.11 |
| 22 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 37 | 4.11 |
| 23 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 5 | 3 | 39 | 4.33 |
| 24 | 5 | 5 | 4 | 5 | 3 | 5 | 5 | 5 | 3 | 40 | 4.44 |
| 25 | 4 | 5 | 3 | 3 | 4 | 5 | 3 | 3 | 3 | 33 | 3.67 |
| 26 | 3 | 5 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 37 | 4.11 |

| | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|----|------|
| 27 | 4 | 3 | 3 | 3 | 4 | 3 | 5 | 3 | 4 | 32 | 3.56 |
| 28 | 3 | 3 | 3 | 2 | 5 | 5 | 2 | 3 | 3 | 29 | 3.22 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 37 | 4.11 |
| 30 | 4 | 5 | 5 | 5 | 4 | 3 | 3 | 5 | 3 | 37 | 4.11 |
| 31 | 3 | 5 | 4 | 2 | 3 | 5 | 3 | 3 | 5 | 33 | 3.67 |
| 32 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 42 | 4.67 |
| 33 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 28 | 3.11 |
| 34 | 3 | 5 | 3 | 3 | 4 | 5 | 5 | 3 | 3 | 34 | 3.78 |
| 35 | 5 | 4 | 3 | 5 | 2 | 3 | 2 | 4 | 3 | 31 | 3.44 |
| 36 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 37 | 4.11 |
| 37 | 4 | 2 | 3 | 2 | 4 | 2 | 2 | 3 | 2 | 24 | 2.67 |
| 38 | 5 | 4 | 3 | 2 | 3 | 3 | 2 | 4 | 4 | 30 | 3.33 |
| 39 | 2 | 5 | 1 | 5 | 2 | 5 | 4 | 3 | 5 | 32 | 3.56 |
| 40 | 4 | 3 | 4 | 3 | 4 | 3 | 5 | 5 | 3 | 34 | 3.78 |
| 41 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | 4 | 5 | 41 | 4.56 |
| 42 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 37 | 4.11 |
| 43 | 4 | 5 | 3 | 5 | 4 | 5 | 2 | 5 | 5 | 38 | 4.22 |
| 44 | 3 | 5 | 2 | 5 | 3 | 5 | 2 | 4 | 5 | 34 | 3.78 |
| 45 | 2 | 4 | 1 | 4 | 2 | 4 | 4 | 3 | 4 | 28 | 3.11 |
| 46 | 3 | 4 | 4 | 4 | 3 | 4 | 5 | 2 | 4 | 33 | 3.67 |
| 47 | 4 | 5 | 3 | 5 | 4 | 5 | 3 | 3 | 5 | 37 | 4.11 |
| 48 | 4 | 5 | 3 | 5 | 4 | 5 | 4 | 4 | 5 | 39 | 4.33 |
| 49 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 34 | 3.78 |
| 50 | 5 | 3 | 5 | 3 | 5 | 3 | 5 | 4 | 3 | 36 | 4.00 |
| 51 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 38 | 4.22 |
| 52 | 4 | 3 | 5 | 3 | 4 | 3 | 5 | 5 | 3 | 35 | 3.89 |
| 53 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 39 | 4.33 |
| 54 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 41 | 4.56 |
| 55 | 3 | 3 | 3 | 5 | 3 | 5 | 4 | 3 | 5 | 34 | 3.78 |
| 56 | 3 | 4 | 4 | 2 | 3 | 2 | 5 | 5 | 4 | 32 | 3.56 |
| 57 | 5 | 3 | 3 | 5 | 5 | 5 | 4 | 3 | 5 | 38 | 4.22 |
| 58 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 39 | 4.33 |
| 59 | 4 | 5 | 3 | 5 | 4 | 5 | 3 | 3 | 3 | 35 | 3.89 |
| 60 | 5 | 3 | 4 | 3 | 5 | 3 | 2 | 5 | 3 | 33 | 3.67 |
| 61 | 4 | 4 | 4 | 3 | 3 | 2 | 2 | 4 | 5 | 31 | 3.44 |
| 62 | 5 | 4 | 4 | 5 | 5 | 5 | 1 | 5 | 5 | 39 | 4.33 |
| 63 | 3 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 37 | 4.11 |
| 64 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 39 | 4.33 |
| 65 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 | 3.00 |
| 66 | 4 | 1 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 33 | 3.67 |
| 67 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 41 | 4.56 |
| 68 | 4 | 5 | 3 | 5 | 4 | 3 | 3 | 3 | 3 | 33 | 3.67 |
| 69 | 5 | 3 | 3 | 3 | 5 | 3 | 4 | 5 | 3 | 34 | 3.78 |

| | | | | | | | | | | | |
|------|------|------|------|------|------|------|------|------|------|-------|--------|
| 70 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 30 | 3.33 |
| 71 | 2 | 4 | 4 | 4 | 2 | 4 | 2 | 2 | 4 | 28 | 3.11 |
| 72 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 37 | 4.11 |
| 73 | 5 | 5 | 4 | 3 | 3 | 4 | 5 | 3 | 4 | 36 | 4.00 |
| 74 | 5 | 3 | 2 | 3 | 5 | 3 | 2 | 2 | 3 | 28 | 3.11 |
| 75 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 34 | 3.78 |
| 76 | 5 | 3 | 2 | 3 | 5 | 3 | 3 | 3 | 3 | 30 | 3.33 |
| 77 | 5 | 5 | 4 | 3 | 5 | 3 | 3 | 4 | 5 | 37 | 4.11 |
| 78 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 38 | 4.22 |
| 79 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 5 | 5 | 35 | 3.89 |
| 80 | 4 | 5 | 3 | 3 | 4 | 3 | 3 | 4 | 5 | 34 | 3.78 |
| 81 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 1 | 5 | 27 | 3.00 |
| 82 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 38 | 4.22 |
| 83 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 3 | 4 | 37 | 4.11 |
| 84 | 5 | 3 | 4 | 3 | 5 | 3 | 3 | 4 | 3 | 33 | 3.67 |
| 85 | 3 | 3 | 4 | 5 | 3 | 5 | 4 | 3 | 3 | 33 | 3.67 |
| 86 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 33 | 3.67 |
| 87 | 5 | 3 | 4 | 3 | 5 | 3 | 4 | 5 | 4 | 36 | 4.00 |
| 88 | 2 | 4 | 4 | 4 | 2 | 4 | 3 | 3 | 3 | 29 | 3.22 |
| 89 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 26 | 2.89 |
| 90 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 2 | 29 | 3.22 |
| 91 | 1 | 4 | 4 | 5 | 1 | 5 | 4 | 3 | 5 | 32 | 3.56 |
| 92 | 5 | 4 | 4 | 3 | 5 | 3 | 4 | 5 | 3 | 36 | 4.00 |
| 93 | 3 | 2 | 3 | 4 | 3 | 4 | 4 | 3 | 5 | 31 | 3.44 |
| 94 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 1 | 29 | 3.22 |
| 95 | 4 | 3 | 4 | 1 | 4 | 1 | 2 | 4 | 5 | 28 | 3.11 |
| 96 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 5 | 31 | 3.44 |
| 97 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 31 | 3.44 |
| Min | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 24 | 2.67 |
| Mks | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 43 | 4.78 |
| Jml | 388 | 387 | 356 | 374 | 380 | 381 | 355 | 365 | 369 | 3355 | 372.78 |
| Rata | 4.00 | 3.99 | 3.67 | 3.86 | 3.92 | 3.93 | 3.66 | 3.76 | 3.80 | 34.59 | 3.84 |

| No. Resp | Item Pertanyaan untuk Variabel Kinerja | | | | | | | | | Juml ah | Rata - rata |
|-------------|--|---|---|---|---|---|---|---|---|------------|-------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | | |
| 1 | 5 | 3 | 4 | 5 | 4 | 5 | 4 | 3 | 3 | 36 | 4.00 |
| 2 | 4 | 4 | 4 | 3 | 5 | 3 | 4 | 5 | 4 | 36 | 4.00 |
| 3 | 5 | 5 | 3 | 5 | 5 | 3 | 5 | 4 | 3 | 38 | 4.22 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 2 | 35 | 3.89 |
| 5 | 5 | 5 | 4 | 5 | 4 | 5 | 3 | 3 | 3 | 37 | 4.11 |
| 6 | 5 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 31 | 3.44 |
| 7 | 5 | 5 | 4 | 3 | 3 | 3 | 4 | 5 | 2 | 34 | 3.78 |
| 8 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 36 | 4.00 |
| 9 | 4 | 5 | 3 | 3 | 5 | 3 | 5 | 5 | 2 | 35 | 3.89 |
| 10 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 33 | 3.67 |
| 11 | 3 | 5 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 33 | 3.67 |
| 12 | 5 | 5 | 4 | 5 | 4 | 5 | 3 | 2 | 5 | 38 | 4.22 |
| 13 | 4 | 5 | 4 | 3 | 5 | 3 | 4 | 5 | 5 | 38 | 4.22 |
| 14 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 42 | 4.67 |
| 15 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 32 | 3.56 |
| 16 | 4 | 5 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 32 | 3.56 |
| 17 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 3 | 34 | 3.78 |
| 18 | 3 | 5 | 4 | 5 | 3 | 5 | 4 | 2 | 4 | 35 | 3.89 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 36 | 4.00 |
| 20 | 3 | 5 | 4 | 5 | 5 | 5 | 3 | 3 | 3 | 36 | 4.00 |
| 21 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 39 | 4.33 |
| 22 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 39 | 4.33 |
| 23 | 4 | 5 | 4 | 3 | 5 | 5 | 3 | 5 | 3 | 37 | 4.11 |
| 24 | 3 | 5 | 4 | 5 | 3 | 5 | 5 | 2 | 3 | 35 | 3.89 |
| 25 | 5 | 5 | 3 | 3 | 4 | 5 | 3 | 3 | 3 | 34 | 3.78 |
| 26 | 3 | 5 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 37 | 4.11 |
| 27 | 5 | 3 | 3 | 3 | 4 | 3 | 5 | 3 | 4 | 33 | 3.67 |
| 28 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 41 | 4.56 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 37 | 4.11 |
| 30 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 42 | 4.67 |
| 31 | 4 | 5 | 3 | 5 | 3 | 5 | 3 | 3 | 5 | 36 | 4.00 |
| 32 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 41 | 4.56 |
| 33 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 33 | 3.67 |
| 34 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 41 | 4.56 |
| 35 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 4 | 5 | 40 | 4.44 |
| 36 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 38 | 4.22 |
| 37 | 4 | 2 | 3 | 2 | 4 | 2 | 2 | 3 | 2 | 24 | 2.67 |
| 38 | 4 | 5 | 2 | 5 | 3 | 5 | 2 | 4 | 5 | 35 | 3.89 |

| | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|----|------|
| 39 | 3 | 5 | 1 | 5 | 2 | 5 | 4 | 3 | 5 | 33 | 3.67 |
| 40 | 4 | 3 | 4 | 3 | 4 | 3 | 5 | 5 | 3 | 34 | 3.78 |
| 41 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 4 | 5 | 40 | 4.44 |
| 42 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 37 | 4.11 |
| 43 | 5 | 5 | 3 | 5 | 4 | 5 | 2 | 5 | 5 | 39 | 4.33 |
| 44 | 3 | 5 | 2 | 5 | 3 | 5 | 2 | 4 | 5 | 34 | 3.78 |
| 45 | 5 | 4 | 1 | 4 | 2 | 4 | 4 | 3 | 4 | 31 | 3.44 |
| 46 | 3 | 4 | 4 | 4 | 3 | 4 | 5 | 2 | 4 | 33 | 3.67 |
| 47 | 3 | 5 | 3 | 5 | 4 | 5 | 3 | 3 | 5 | 36 | 4.00 |
| 48 | 5 | 5 | 3 | 5 | 4 | 5 | 4 | 4 | 5 | 40 | 4.44 |
| 49 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 33 | 3.67 |
| 50 | 3 | 3 | 5 | 3 | 5 | 3 | 5 | 4 | 3 | 34 | 3.78 |
| 51 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 37 | 4.11 |
| 52 | 4 | 3 | 5 | 3 | 4 | 3 | 5 | 5 | 3 | 35 | 3.89 |
| 53 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 39 | 4.33 |
| 54 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 41 | 4.56 |
| 55 | 3 | 3 | 3 | 5 | 3 | 5 | 4 | 3 | 5 | 34 | 3.78 |
| 56 | 4 | 4 | 4 | 2 | 3 | 2 | 5 | 5 | 4 | 33 | 3.67 |
| 57 | 4 | 3 | 3 | 5 | 5 | 5 | 3 | 3 | 5 | 36 | 4.00 |
| 58 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 38 | 4.22 |
| 59 | 3 | 5 | 3 | 5 | 4 | 5 | 3 | 4 | 5 | 37 | 4.11 |
| 60 | 4 | 3 | 4 | 3 | 5 | 3 | 4 | 5 | 3 | 34 | 3.78 |
| 61 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 39 | 4.33 |
| 62 | 5 | 4 | 5 | 5 | 5 | 5 | 1 | 5 | 5 | 40 | 4.44 |
| 63 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 40 | 4.44 |
| 64 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 39 | 4.33 |
| 65 | 3 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 41 | 4.56 |
| 66 | 3 | 1 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 32 | 3.56 |
| 67 | 3 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 39 | 4.33 |
| 68 | 4 | 5 | 3 | 5 | 4 | 5 | 3 | 5 | 5 | 39 | 4.33 |
| 69 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 38 | 4.22 |
| 70 | 1 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 36 | 4.00 |
| 71 | 3 | 4 | 2 | 4 | 2 | 4 | 2 | 2 | 4 | 27 | 3.00 |
| 72 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 39 | 4.33 |
| 73 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 42 | 4.67 |
| 74 | 3 | 3 | 4 | 3 | 5 | 3 | 4 | 5 | 3 | 33 | 3.67 |
| 75 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 38 | 4.22 |
| 76 | 3 | 3 | 4 | 3 | 5 | 3 | 4 | 5 | 5 | 35 | 3.89 |
| 77 | 4 | 5 | 5 | 3 | 5 | 3 | 4 | 4 | 5 | 38 | 4.22 |
| 78 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 37 | 4.11 |
| 79 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 5 | 5 | 35 | 3.89 |

| | | | | | | | | | | | |
|------|------|------|------|------|------|------|------|------|------|-------|------------|
| 80 | 3 | 5 | 3 | 3 | 4 | 3 | 3 | 4 | 5 | 33 | 3.67 |
| 81 | 5 | 3 | 4 | 3 | 3 | 3 | 2 | 1 | 5 | 29 | 3.22 |
| 82 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 36 | 4.00 |
| 83 | 3 | 4 | 5 | 4 | 5 | 4 | 3 | 3 | 3 | 34 | 3.78 |
| 84 | 5 | 3 | 4 | 3 | 5 | 3 | 3 | 4 | 4 | 34 | 3.78 |
| 85 | 4 | 3 | 4 | 5 | 3 | 5 | 4 | 3 | 4 | 35 | 3.89 |
| 86 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 33 | 3.67 |
| 87 | 5 | 3 | 4 | 3 | 5 | 3 | 4 | 5 | 3 | 35 | 3.89 |
| 88 | 3 | 4 | 4 | 4 | 2 | 4 | 3 | 3 | 3 | 30 | 3.33 |
| 89 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 28 | 3.11 |
| 90 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 31 | 3.44 |
| 91 | 1 | 4 | 4 | 5 | 1 | 5 | 4 | 3 | 5 | 32 | 3.56 |
| 92 | 3 | 4 | 4 | 3 | 5 | 3 | 4 | 5 | 3 | 34 | 3.78 |
| 93 | 4 | 2 | 3 | 4 | 3 | 4 | 4 | 3 | 5 | 32 | 3.56 |
| 94 | 5 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 5 | 34 | 3.78 |
| 95 | 3 | 3 | 4 | 1 | 4 | 1 | 2 | 4 | 3 | 25 | 2.78 |
| 96 | 5 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 5 | 32 | 3.56 |
| 97 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 32 | 3.56 |
| Min | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 24 | 2.67 |
| Mks | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 42 | 4.67 |
| Jml | 377 | 396 | 361 | 389 | 392 | 391 | 366 | 383 | 388 | 3443 | 382.5 6 |
| Rata | 3.89 | 4.08 | 3.72 | 4.01 | 4.04 | 4.03 | 3.77 | 3.95 | 4.00 | 35.49 | 3.94 |

LAMPIRAN 3

Hasil Olah Penelitian

1. Uji Validitas

Correlations

| | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | X1.10 | X1.11 | X1.12 | X1_Tota l |
|------|---------------------|--------|--------|--------|--------|--------|-------|--------|--------|-------|-------|--------|--------|--------------|
| X1.1 | Pearson Correlation | 1 | .410** | .146 | .128 | .993** | .081 | -.021 | .254* | -.023 | .059 | .215* | -.016 | .614** |
| | Sig. (2-tailed) | | .000 | .152 | .212 | .000 | .430 | .839 | .012 | .822 | .567 | .034 | .878 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X1.2 | Pearson Correlation | .410** | 1 | .411** | .221* | .413** | -.111 | .089 | .452** | .013 | -.041 | .379** | -.132 | .581** |
| | Sig. (2-tailed) | .000 | | .000 | .030 | .000 | .279 | .383 | .000 | .897 | .690 | .000 | .198 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X1.3 | Pearson Correlation | .146 | .411** | 1 | .276** | .163 | -.070 | .168 | .484** | .032 | -.056 | .397** | -.182 | .517** |
| | Sig. (2-tailed) | .152 | .000 | | .006 | .110 | .499 | .100 | .000 | .757 | .585 | .000 | .074 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X1.4 | Pearson Correlation | .128 | .221* | .276** | 1 | .112 | .080 | -.028 | .097 | -.055 | .064 | .138 | -.048 | .391** |
| | Sig. (2-tailed) | .212 | .030 | .006 | | .273 | .437 | .789 | .346 | .594 | .533 | .179 | .642 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X1.5 | Pearson Correlation | .993** | .413** | .163 | .112 | 1 | .069 | -.024 | .246* | -.036 | .047 | .206* | -.028 | .602** |
| | Sig. (2-tailed) | .000 | .000 | .110 | .273 | | .503 | .816 | .015 | .728 | .644 | .043 | .788 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X1.6 | Pearson Correlation | .081 | -.111 | -.070 | .080 | .069 | 1 | .381** | -.056 | .058 | .042 | -.029 | .275** | .355** |
| | Sig. (2-tailed) | .430 | .279 | .499 | .437 | .503 | | .000 | .584 | .572 | .681 | .780 | .006 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |

| | | | | | | | | | | | | | | |
|----------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| X1.7 | Pearson Correlation | -.021 | .089 | .168 | -.028 | -.024 | .381** | 1 | .076 | .150 | .057 | -.032 | .170 | .378** |
| | Sig. (2-tailed) | .839 | .383 | .100 | .789 | .816 | .000 | | .462 | .142 | .577 | .756 | .095 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X1.8 | Pearson Correlation | .254* | .452** | .484** | .097 | .246* | -.056 | .076 | 1 | .204* | .118 | .636** | .137 | .421** |
| | Sig. (2-tailed) | .012 | .000 | .000 | .346 | .015 | .584 | .462 | | .033 | .221 | .000 | .155 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 109 | 109 | 109 | 109 | 109 | 109 |
| X1.9 | Pearson Correlation | -.023 | .013 | .032 | -.055 | -.036 | .058 | .150 | .204* | 1 | .094 | .396** | .078 | .466** |
| | Sig. (2-tailed) | .822 | .897 | .757 | .594 | .728 | .572 | .142 | .033 | | .330 | .000 | .422 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 109 | 109 | 109 | 109 | 109 | 109 |
| X1.10 | Pearson Correlation | .059 | -.041 | -.056 | .064 | .047 | .042 | .057 | .118 | .094 | 1 | .175 | .095 | .249** |
| | Sig. (2-tailed) | .567 | .690 | .585 | .533 | .644 | .681 | .577 | .221 | .330 | | .069 | .323 | .009 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 109 | 109 | 109 | 109 | 109 | 109 |
| X1.11 | Pearson Correlation | .215* | .379** | .397** | .138 | .206* | -.029 | -.032 | .636** | .396** | .175 | 1 | .011 | .563** |
| | Sig. (2-tailed) | .034 | .000 | .000 | .179 | .043 | .780 | .756 | .000 | .000 | .069 | | .908 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 109 | 109 | 109 | 109 | 109 | 109 |
| X1.12 | Pearson Correlation | -.016 | -.132 | -.182 | -.048 | -.028 | .275** | .170 | .137 | .078 | .095 | .011 | 1 | .330** |
| | Sig. (2-tailed) | .878 | .198 | .074 | .642 | .788 | .006 | .095 | .155 | .422 | .323 | .908 | | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 109 | 109 | 109 | 109 | 109 | 109 |
| X1_Total | Pearson Correlation | .614** | .581** | .517** | .391** | .602** | .355** | .378** | .421** | .466** | .249** | .563** | .330** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .009 | .000 | .000 | |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 109 | 109 | 109 | 109 | 109 | 109 |

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

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

Correlations

| | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.9 | X2_Total |
|------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----------|
| X2.1 | Pearson Correlation | 1 | .051 | .300** | -.060 | .715** | -.122 | -.011 | .408** | -.086 | .488** |
| | Sig. (2-tailed) | | .620 | .003 | .562 | .000 | .235 | .912 | .000 | .404 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X2.2 | Pearson Correlation | .051 | 1 | .051 | .387** | -.001 | .458** | .043 | .124 | .085 | .494** |
| | Sig. (2-tailed) | .620 | | .620 | .000 | .992 | .000 | .679 | .226 | .408 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X2.3 | Pearson Correlation | .300** | .051 | 1 | .031 | .292** | -.031 | .312** | .338** | -.017 | .501** |
| | Sig. (2-tailed) | .003 | .620 | | .764 | .004 | .766 | .002 | .001 | .869 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X2.4 | Pearson Correlation | -.060 | .387** | .031 | 1 | -.122 | .684** | .166 | -.003 | .202* | .524** |
| | Sig. (2-tailed) | .562 | .000 | .764 | | .236 | .000 | .104 | .973 | .048 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X2.5 | Pearson Correlation | .715** | -.001 | .292** | -.122 | 1 | -.019 | .061 | .422** | -.019 | .520** |
| | Sig. (2-tailed) | .000 | .992 | .004 | .236 | | .851 | .556 | .000 | .851 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X2.6 | Pearson Correlation | -.122 | .458** | -.031 | .684** | -.019 | 1 | .174 | -.084 | .198 | .516** |
| | Sig. (2-tailed) | .235 | .000 | .766 | .000 | .851 | | .089 | .411 | .052 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X2.7 | Pearson Correlation | -.011 | .043 | .312** | .166 | .061 | .174 | 1 | .229* | -.005 | .460** |
| | Sig. (2-tailed) | .912 | .679 | .002 | .104 | .556 | .089 | | .024 | .960 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X2.8 | Pearson Correlation | .408** | .124 | .338** | -.003 | .422** | -.084 | .229* | 1 | .072 | .577** |
| | Sig. (2-tailed) | .000 | .226 | .001 | .973 | .000 | .411 | .024 | | .483 | .000 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |

| | | | | | | | | | | | |
|----------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| X2.9 | Pearson Correlation | -.086 | .085 | -.017 | .202* | -.019 | .198 | -.005 | .072 | 1 | .327** |
| | Sig. (2-tailed) | .404 | .408 | .869 | .048 | .851 | .052 | .960 | .483 | | .001 |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |
| X2_Total | Pearson Correlation | .488** | .494** | .501** | .524** | .520** | .516** | .460** | .577** | .327** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .001 | |
| | N | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 |

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

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

Correlations

| | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Y.7 | Y.8 | Y.9 | Y_Total | |
|-----|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|---------|--------|
| Y.1 | Pearson Correlation | 1 | .079 | .231* | .022 | .340** | .057 | .115 | .223* | .213* | .368** |
| | Sig. (2-tailed) | | .434 | .021 | .832 | .001 | .578 | .259 | .026 | .034 | .000 |
| | N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| Y.2 | Pearson Correlation | .079 | 1 | .097 | .544** | .148 | .565** | .130 | .203* | .066 | .537** |
| | Sig. (2-tailed) | .434 | | .338 | .000 | .143 | .000 | .199 | .044 | .516 | .000 |
| | N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| Y.3 | Pearson Correlation | .231* | .097 | 1 | .021 | .527** | .029 | .412** | .402** | .288** | .549** |
| | Sig. (2-tailed) | .021 | .338 | | .835 | .000 | .779 | .000 | .000 | .004 | .000 |
| | N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| Y.4 | Pearson Correlation | .022 | .544** | .021 | 1 | .023 | .933** | .144 | -.001 | .138 | .537** |
| | Sig. (2-tailed) | .832 | .000 | .835 | | .820 | .000 | .155 | .994 | .174 | .000 |
| | N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| Y.5 | Pearson Correlation | .340** | .148 | .527** | .023 | 1 | .023 | .235* | .561** | .355** | .604** |

| | | | | | | | | | | | |
|---------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | Sig. (2-tailed) | .001 | .143 | .000 | .820 | | .824 | .019 | .000 | .000 | .000 |
| | N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| Y.6 | Pearson Correlation | .057 | .565** | .029 | .933** | .023 | 1 | .082 | .001 | .092 | .526** |
| | Sig. (2-tailed) | .578 | .000 | .779 | .000 | .824 | | .421 | .994 | .367 | .000 |
| | N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| | Pearson Correlation | .115 | .130 | .412** | .144 | .235* | .082 | 1 | .378** | .325** | .532** |
| Y.7 | Sig. (2-tailed) | .259 | .199 | .000 | .155 | .019 | .421 | | .000 | .001 | .000 |
| | N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| | Pearson Correlation | .223* | .203* | .402** | -.001 | .561** | .001 | .378** | 1 | .489** | .642** |
| Y.8 | Sig. (2-tailed) | .026 | .044 | .000 | .994 | .000 | .994 | .000 | | .000 | .000 |
| | N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| | Pearson Correlation | .213* | .066 | .288** | .138 | .355** | .092 | .325** | .489** | 1 | .575** |
| Y.9 | Sig. (2-tailed) | .034 | .516 | .004 | .174 | .000 | .367 | .001 | .000 | | .000 |
| | N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |
| | Pearson Correlation | .368** | .537** | .549** | .537** | .604** | .526** | .532** | .642** | .575** | 1 |
| Y_Total | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 | 99 |

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

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

2. Uji Reabilitas

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .628 | 12 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Cronbach's Alpha if Item Deleted |
|-------|-------------------------------|-----------------------------------|--------------------------------------|-------------------------------------|
| X1.1 | 45.05 | 15.112 | .470 | .568 |
| X1.2 | 44.92 | 15.222 | .422 | .576 |
| X1.3 | 44.78 | 15.692 | .345 | .593 |
| X1.4 | 45.02 | 16.687 | .205 | .621 |
| X1.5 | 45.06 | 15.225 | .458 | .571 |
| X1.6 | 44.89 | 16.810 | .136 | .639 |
| X1.7 | 45.03 | 16.905 | .207 | .619 |
| X1.8 | 44.39 | 15.616 | .522 | .568 |
| X1.9 | 44.56 | 17.812 | .093 | .636 |
| X1.10 | 44.69 | 17.549 | .077 | .646 |
| X1.11 | 44.48 | 15.690 | .489 | .572 |
| X1.12 | 44.54 | 18.439 | -.015 | .654 |

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .603 | 9 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Cronbach's Alpha if Item Deleted |
|------|-------------------------------|-----------------------------------|--------------------------------------|-------------------------------------|
| X2.1 | 30.59 | 14.078 | .292 | .574 |
| X2.2 | 30.60 | 14.076 | .303 | .571 |
| X2.3 | 30.92 | 14.160 | .325 | .567 |
| X2.4 | 30.73 | 13.698 | .324 | .565 |
| X2.5 | 30.67 | 13.848 | .331 | .564 |
| X2.6 | 30.66 | 13.810 | .319 | .567 |
| X2.7 | 30.93 | 14.130 | .238 | .589 |
| X2.8 | 30.82 | 13.146 | .376 | .549 |
| X2.9 | 30.78 | 15.276 | .106 | .621 |

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .737 | 9 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|-------------------------------|-----------------------------------|--------------------------------------|-------------------------------------|
| Y.1 | 31.28 | 19.613 | .268 | .735 |
| Y.2 | 30.88 | 18.067 | .408 | .714 |
| Y.3 | 31.23 | 18.282 | .438 | .709 |
| Y.4 | 30.95 | 18.069 | .403 | .715 |
| Y.5 | 30.92 | 17.585 | .481 | .701 |
| Y.6 | 30.93 | 18.148 | .392 | .717 |
| Y.7 | 31.18 | 18.171 | .392 | .717 |
| Y.8 | 31.01 | 17.010 | .489 | .699 |
| Y.9 | 31.13 | 18.421 | .431 | .710 |

3. Uji Multikolinearitas**Coefficients^a**

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | Collinearity Statistics | | |
|-------|--------------------------------|------------|------------------------------|------|-------|-------------------------|------|-------|
| | B | Std. Error | Beta | | | Tolerance | VIF | |
| 1 | (Constant) | 5.044 | 3.162 | | 1.595 | .114 | | |
| | Orientasi Pasar | .367 | .057 | .485 | 6.413 | .000 | .930 | 1.075 |
| | Inovasi | .364 | .070 | .396 | 5.237 | .000 | .930 | 1.075 |

a. Dependent Variable: Kinerja Pemasaran

4. Uji Heteroskedastisitas**Coefficients^a**

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | |
|-------|-----------------------------|------------|------------------------------|-------|--------|------|
| | B | Std. Error | Beta | | | |
| 1 | (Constant) | 2.260 | 1.920 | | 1.177 | .242 |
| | Orientasi Pasar | .052 | .035 | .156 | 1.500 | .137 |
| | Inovasi | -.078 | .042 | -.191 | -1.841 | .069 |

a. Dependent Variable: RES2

5. Uji Regresi Linear Berganda

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .703 ^a | .494 | .483 | 2.71010 |

a. Predictors: (Constant), Inovasi, Orientasi Pasar

ANOVA

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 681.287 | 2 | 340.644 | 46.380 | .000 ^b |
| | Residual | 697.743 | 95 | 7.345 | | |
| | Total | 1379.031 | 97 | | | |

a. Dependent Variable: Kinerja Pemasaran

b. Predictors: (Constant), Inovasi, Orientasi Pasar

Coefficients^a

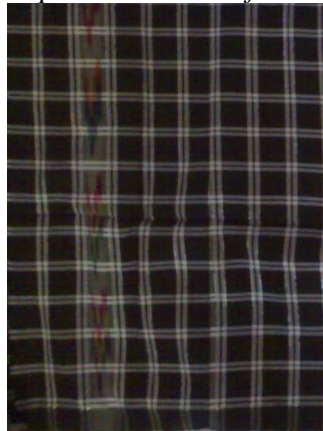
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|-------|-----------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 5.044 | 3.162 | | 1.595 | .114 |
| | Orientasi Pasar | .367 | .057 | .485 | 6.413 | .000 |
| | Inovasi | .364 | .070 | .396 | 5.237 | .000 |

a. Dependent Variable: Kinerja Pemasaran

Lampiran 4

Saat ini terdapat 2 jenis Lipa Sa'be bila ditinjau dari motifnya yaitu Sure dan Bunga. Perbedaannya, **Sure'** yaitu lipa sa'be yang merupakan motif asli dari sarung sutra mandar, ciri-cirinya tidak memiliki hiasan/bunga yang membuatnya mencolok. Sedangkan **Bunga** yaitu lipa sa'be yang memiliki motif dan hiasan berupa bunga ataupun lainnya, yang merupakan turunan dari sure agar lipa sa'be tampak lebih cantik.

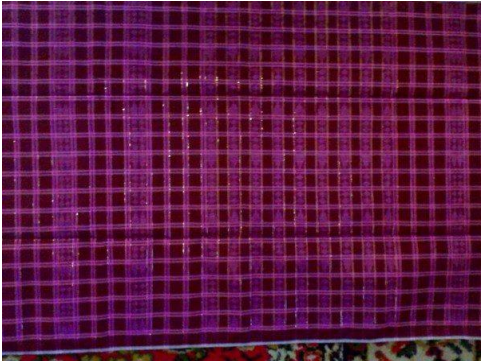
Lipa Sa'be bermotif Sure' :



Lipa Sa'be bermotif Bunga



Contoh-contoh Lipa Sa'be Mandar



Contoh hasil olahan kain sutera mandar

