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**LAMPIRAN**

**LAMPIRAN 1. KUESIONER PENELITIAN**

**KUESIONER PENELITIAN**

..........., …. ...........2024

Kepada Yth.

Bapak/Ibu/Saudara/i Donatur LAZIS Jawa Tengah

di Tempat

Dengan Hormat,

Saya mahasiswa Pascasarjana, program studi Magister Manajemen Universitas Panca Sakti Tegal, yang pada saat ini sedang menyusun thesis dengan judul **“Pengaruh *Brand Image*, Inovasi Produk dan Kualitas Pelayanan terhadap Kinerja Pemasaran Melalui Keunggulan Bersaing Di Lembaga Zakat Al Ihsan Jawah Tengah".**

Sehubungan dengan hal tersebut, saya mohon kesediaan Bapak/bu/ Saudara/i untuk mengisi kuesioner terlampir dengan jujur. Data Bapak/Ibu/ Saudara/i yang masuk dalam kuesioner ini akan terjaga kerahasiaanya dan hanya dipergunakan untuk kepentingan akademis.

Atas kesediaan dan bantuan Bapak/Ibu/saudara/i dalam mengisi kuesioner ini saya mengucapkan terima kasih.

Hormat Penulis,

**ARIYANTO**

**NPM. 7122800026**

1. Identitas Responden
2. Nama : ............................
3. Jenis Kelamin : Laki-laki Perempuan
4. Usia : ................. Tahun
5. Pendidikan : .............................
6. Petunjuk Pengisian
7. Apakah sudah pernah berdonatur di Lazis Jawa Tengah
8. Belum pernah (berhenti/tidak perlu melanjutkan mengisi pertanyaan)
9. Pernah (lanjut pertanyaan berikut)
10. Bacalah terlebih dahulu pertanyaan dengan cermat sebelum memulai untuk menjawabnya.
11. Pilih salah satu jawaban yang sudah disediakan dengan memberikan tanda checklist () pada jawaban yang dianggap benar.

Keterangan :

SS = Sangat Setuju (5)

S = Setuju (4)

N = Netral (3)

TS = Tidak Setuju (2)

STS = Sangat Tidak Setuju (1)

**Petunjuk Pengisian**

Berilah tanda *check list* (√ ) pada salah satu jawaban yang paling sesuai dengan pendapat saudara.

**KINERJA PEMASARAN (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban** | | | | |
| **SS** | **S** | **N** | **TS** | **STS** |
| **MELAKUKAN INOVASI PRODUK** | | | | | | |
| 1 | Lazis Jawa Tengah memiliki kemampuan untuk mengembangkan produk (program) baru untuk para donatur |  |  |  |  |  |
| 2. | Lazis Jawa Tengah mampu untuk memberikan Inovasi produk (program) untuk donatur |  |  |  |  |  |
| **MEMBERIKAN PELAYANAN YANG BAIK** | | | | | | |
| 3. | Layanan yang diberikan Lazis Jawa Tengah sangat memuaskan hati donatur |  |  |  |  |  |
| 4 | Lazis Jawa Tengah melakukan pendeketan yang baik dengan donatur dalam pelayanan |  |  |  |  |  |
| **MEMBERIKAN KOMUNIKASI YANG BAIK** | | | | | | |
| 5 | Lazis Jawa Tengah mampu berkomunikasi dengan donatur |  |  |  |  |  |
| 6 | Komunikasi yang baik antara karyawan di Lazis Jawa Tengah dengan donatur |  |  |  |  |  |

**PERNYATAAN *BRAND IMAGE* (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban** | | | | |
| **SS** | **S** | **N** | **TS** | **STS** |
| **LOGO KEMASAN PRODUK MENARIK** | | | | | | |
| 1 | Saya membeli (berdonasi) produk (program) di Lazis Jawa Tengah karena mempunyai kemasan produk (program) yang menarik |  |  |  |  |  |
| 2 | Saya membeli (berdonasi) produk (program) di Lazis Jawa Tengah karena kemasanya memikat hati saya untuk membelinya (berdonasi) |  |  |  |  |  |
| **KARAKTER PRODUK MENARIK** | | | | | | |
| 3 | Saya membeli (berdonasi) produk (program) di Lazis Jawa Tengah karena mempunyai karakter produk (program) yang menarik |  |  |  |  |  |
| 4 | Saya membeli (berdonasi) produk (program) di Lazis Jawa Tengah karena mempunyai ciri khas pada produknya (programnya) |  |  |  |  |  |
| **PENARAWAN PRODUK YANG UNIK** | | | | | | |
| 5 | Adanya penarawan produk (program) yang unik sehingga saya membeli (berdonasi) produk di Lazis Jawa Tengah |  |  |  |  |  |
| 6 | Saya membeli (berdonasi) produk (program) di Lazis Jawa Tengah karena produknya eksklusif |  |  |  |  |  |
| **PELAYANAN YANG BAIK PADA PRODUK** | | | | | | |
| 7 | Saya membeli (berdonasi) produk (program) di Lazis Jawa Tengah karena pelayanannya sangat baik |  |  |  |  |  |
| 8 | Saya membeli (berdonasi) produk (program) di Lazis Jawa Tengah karena karyawannya sangat ramah dan sopan |  |  |  |  |  |
| **CITRA YANG DIMILIKI OLEH PRODUK ITU SENDIRI** | | | | | | |
| 9 | Saya membeli (berdonasi) produk (program) di Lazis Jawa Tengah karena memiliki citra yang baik pada produknya (programnya) |  |  |  |  |  |
| 10 | Saya membeli (berdonasi) produk (program) di Lazis Jawa Tengah karena memiliki daya tarik tersendiri |  |  |  |  |  |

**INOVASI PRODUK (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban** | | | | |
| **SS** | **S** | **N** | **TS** | **STS** |
| **PRODUK YANG SEBELUMNYA TIDAK ADA** | | | | | | |
| 1 | Lazis Jawa Tengah memberikan produk (program) yang belum dibuat oleh dengan produsen (lembaga) lainnya |  |  |  |  |  |
| 2 | Lazis Jawa Tengah memberikan inovasi produk kepada konsumen (donatur) |  |  |  |  |  |
| **MEMBERIKAN PILIHAN PADA KONSUMEN** | | | | | | |
| 3 | Lazis Jawa Tengah memberikan pilihan pada konsumen (donatur) untuk menentukan pilihan beberapa produk (program) |  |  |  |  |  |
| 4 | Lazis Jawa Tengah menawarkan beberapa produk (program) untuk konsumen (donatur ) |  |  |  |  |  |
| **PRODUK YANG LEBIH BERAGAM** | | | | | | |
| 5 | Lazis Jawa Tengah memberikan produk (program) yang lebih beragam sehingga memunculkan banyak pilihan |  |  |  |  |  |
| 6 | Lazis Jawa Tengah memiliki produk (program) yang beragam |  |  |  |  |  |
| **MENINGKATKAN KUALITAS PRODUK** | | | | | | |
| 7 | Lazis Jawa Tengah meningkatkan Kualitas Produk (program) untuk kosnumen (donatur) |  |  |  |  |  |
| 8 | Lazis Jawa Tengah sangat memberikan kualitas yang baik untuk konsumennya (donaturnya) |  |  |  |  |  |
| **MENGEMBANGKAN PASAR BARU** | | | | | | |
| 9 | Lazis Jawa Tengah berupaya untuk mengembangkan pasar baru kepada konsumen (donaturnya) |  |  |  |  |  |
| 10 | Lazis Jawa Tengah memberikan pembaharuan pasr untuk konsumen (doantur) |  |  |  |  |  |
| **MENEKAN BIAYA PRODUK** | | | | | | |
| 11 | Lazis Jawa Tengah menekan biaya untuk produk (program) baru namun tidak mengurangi kualitasnya |  |  |  |  |  |
| 12 | Kualitas program di Lazis Jawa Tengah sangat bagus dengan biaya (donasi ) yang terjangkau |  |  |  |  |  |

**PERNYATAAN KUALITAS PELAYANAN (X3)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban** | | | | |
| **SS** | **S** | **N** | **TS** | **STS** |
| **KENYATAAN** | | | | | | |
| 1 | Pelanggan (donatur) mendapat perlakuan yang sangat baik atas pelayanan di Lazis Jawa Tengah |  |  |  |  |  |
| 2 | Karyawan di Lazis Jawa Tengah dapat memberikan perhatian pribadi kepada pelanggan (donatur) |  |  |  |  |  |
| **KEANDALAN** | | | | | | |
| 3 | Karyawan di Lazis Jawa Tengah akan senantiasa bersedia membantu pelanggan (donatur) jika membutuhkan bantuan terkait dengan pelayanan zakat infak dan sedekah |  |  |  |  |  |
| 4 | Saya percaya dengan karyawan di Lazis Jawa Tengah karena mempunyai keandalan di bidangnya dalam mengelola zakat infak dan sedekah |  |  |  |  |  |
| **DAYA TANGGAP** | | | | | | |
| 5 | Lazis Jawa Tengah ini akan memberikan layanan berkualitas tinggi |  |  |  |  |  |
| 6 | Saya merasa daya tanggap di Lazis Jawa Tengah sangat cepat (responsif) |  |  |  |  |  |
| **JAMINAN** | | | | | | |
| 7 | Karyawan di Lazis Jawa Tengah menanggapi permintaan pelanggan (donatur) dengan sangat cepat dan tidak terlalu sibuk dengan pekerjaan lain selama menangani permintaan |  |  |  |  |  |
| 8 | Lazis Jawa Tengah memberikan jaminan baik layanan ke saya dalam besedekah |  |  |  |  |  |
| **EMPATI** | | | | | | |
| 9 | Akan sangat realistis untuk mengharapkan layanan yang cepat dari karyawan di Lazis Jawa Tengah |  |  |  |  |  |
| 10 | Saya merasa layanan di Lazis Jawa Tengah sangat berkompeten di bidangnya |  |  |  |  |  |

**PERNYATAAN KEUNGGULAN BERSAING (Z)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **Jawaban** | | | | |
| **SS** | **S** | **N** | **TS** | **STS** |
| **KEJELASAN PROGRAM** | | | | | | |
| 1 | Saya merasa manfaat dari program zakat LAZIS Jawa Tengah sangat jelas bagi penerima |  |  |  |  |  |
| **KESESUAIAN NILAI** | | | | | | |
| 2 | Nilai zakat yang ditentukan oleh LAZIS Jawa Tengah sesuai dengan ketentuan syariah |  |  |  |  |  |
| **TRANSPARANSI BIAYA** | | | | | | |
| 3 | Biaya yang dikeluarkan untuk menjalankan program oleh LAZIS Jawa Tengah diinformasikan dengan transparan. |  |  |  |  |  |
| **PENGELOLAAN ASET** | | | | | | |
| 4 | Pengelolaan aset LAZIS Jawa Tengah dilakukan secara optimal |  |  |  |  |  |
| **PENGEMBANGAN KAPASITAS DAN KOMPETENSI** | | | | | | |
| 5 | LAZIS Jawa Tengah rutin mengadakan pelatihan atau pengembangan kapasitas untuk karyawannya. |  |  |  |  |  |
| 6 | Karyawan di LAZIS Jawa Tengah memiliki kompetensi yang memadai dalam mengelola program zakat. |  |  |  |  |  |

Lampiran 2 Tabulasi Data Kusioner

Variabel *Brand Image*

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| X1.01 | X1.02 | X1.03 | X1.04 | X1.05 | X1.06 | X1.07 | X1.08 | X1.09 | X1.10 | Total |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 49 |
| 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 38 |
| 4 | 4 | 4 | 2 | 5 | 3 | 4 | 4 | 4 | 5 | 39 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 47 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 48 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 49 |
| 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 32 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 45 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 48 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 38 |
| 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 44 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 46 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 48 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 48 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 46 |
| 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 35 |
| 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 36 |
| 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 45 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 46 |
| 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 34 |
| 2 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 26 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 37 |
| 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 34 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 45 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 45 |
| 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 35 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 42 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 33 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 45 |
| 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 37 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 43 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 48 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 46 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 44 |
| 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 48 |
| 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 17 |
| 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 35 |
| 3 | 4 | 5 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 36 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 39 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 39 |
| 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 43 |
| 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 22 |
| 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 2 | 36 |
| 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 37 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 45 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 38 |
| 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 38 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 21 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 48 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 41 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 42 |
| 3 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 39 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 45 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 48 |
| 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 46 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 42 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 49 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 46 |
| 2 | 2 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 31 |
| 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 36 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 48 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 46 |
| 3 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 41 |
| 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 46 |
| 3 | 3 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 45 |
| 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |
| 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 44 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 42 |
| 3 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 40 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 42 |
| 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 46 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 44 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 47 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 46 |
| 5 | 5 | 3 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 44 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 42 |
| 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 36 |
| 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 37 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 45 |
| 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 33 |

Variabel Inovasi Produk

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| X2.01 | X2.02 | X2.03 | X2.04 | X2.05 | X2.06 | X2.07 | X2.08 | X2.09 | X2.10 | X2.11 | X2.12 | Total |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 57 |
| 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 45 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 52 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 52 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 56 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 57 |
| 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 40 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 55 |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 56 |
| 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 50 |
| 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 41 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 52 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 56 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 58 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 50 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 59 |
| 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 42 |
| 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 43 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 54 |
| 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 53 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 44 |
| 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 34 |
| 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 44 |
| 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 41 |
| 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 38 |
| 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 44 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 51 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 54 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 46 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 53 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 47 |
| 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 5 | 43 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 46 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 51 |
| 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 44 |
| 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 57 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 51 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 58 |
| 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 51 |
| 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 55 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 49 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 49 |
| 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 52 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 46 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 57 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 58 |
| 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 22 |
| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 42 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 46 |
| 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 52 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 45 |
| 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 42 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 51 |
| 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 29 |
| 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 4 | 44 |
| 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 55 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 53 |
| 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 42 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 46 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 2 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 1 | 1 | 17 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 49 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 59 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 55 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 51 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 54 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 2 | 4 | 4 | 5 | 4 | 48 |
| 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 39 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 56 |
| 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 50 |
| 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 56 |
| 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 53 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 56 |
| 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 54 |
| 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 40 |
| 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 45 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 58 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 54 |
| 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 52 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 52 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 59 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 57 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 49 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 56 |
| 3 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 50 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 49 |
| 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 54 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 59 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 57 |
| 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 53 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 52 |
| 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 40 |
| 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 41 |
| 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 54 |
| 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 5 | 4 | 42 |

Variabel Kualitas Pelayanan

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| X3.01 | X3.02 | X3.03 | X3.04 | X3.05 | X3.06 | X3.07 | X3.08 | X3.09 | X3.10 | Total |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 48 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 39 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 45 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 47 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 48 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 38 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 48 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 45 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 48 |
| 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 45 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 38 |
| 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 47 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 46 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 47 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 45 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 39 |
| 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 36 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 47 |
| 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 44 |
| 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 37 |
| 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 29 |
| 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 38 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 37 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 46 |
| 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 32 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 42 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 37 |
| 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 47 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 41 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 18 |
| 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 35 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 37 |
| 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 44 |
| 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 36 |
| 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 37 |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 44 |
| 2 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 26 |
| 4 | 4 | 4 | 4 | 4 | 2 | 4 | 2 | 4 | 4 | 36 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 43 |
| 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 34 |
| 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 47 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 46 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 48 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 43 |
| 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 47 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 36 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 42 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 42 |
| 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 46 |
| 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |
| 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 36 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 33 |
| 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 43 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 39 |
| 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 4 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 46 |
| 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 47 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 47 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 49 |
| 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 45 |
| 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 46 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 40 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 49 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 49 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 48 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 42 |
| 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 38 |
| 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |
| 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 37 |

Variabel Keunggulan Bersaing

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Z.01 | Z.02 | Z.03 | Z.04 | Z.05 | Z.06 | Total |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 3 | 2 | 2 | 3 | 3 | 3 | 16 |
| 4 | 4 | 4 | 3 | 4 | 3 | 22 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 3 | 3 | 4 | 4 | 4 | 21 |
| 3 | 4 | 4 | 4 | 4 | 3 | 22 |
| 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 4 | 3 | 4 | 4 | 4 | 22 |
| 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 1 | 1 | 1 | 2 | 2 | 2 | 9 |
| 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 3 | 2 | 2 | 3 | 3 | 3 | 16 |
| 4 | 4 | 4 | 4 | 4 | 2 | 22 |
| 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 1 | 1 | 2 | 2 | 2 | 2 | 10 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 3 | 3 | 3 | 3 | 3 | 4 | 19 |
| 3 | 3 | 4 | 4 | 4 | 4 | 22 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 4 | 4 | 5 | 5 | 4 | 27 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 5 | 4 | 4 | 5 | 4 | 26 |
| 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 3 | 3 | 3 | 4 | 4 | 4 | 21 |
| 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 3 | 4 | 4 | 4 | 4 | 4 | 23 |

Variabel Kinerja Pemasaran

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Y.01 | Y.02 | Y.03 | Y.04 | Y.05 | Y.06 | Total |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 4 | 4 | 4 | 4 | 3 | 22 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 3 | 4 | 4 | 4 | 4 | 3 | 22 |
| 3 | 3 | 2 | 3 | 3 | 3 | 17 |
| 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 5 | 5 | 4 | 4 | 4 | 5 | 27 |
| 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 3 | 3 | 4 | 4 | 4 | 3 | 21 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 4 | 3 | 4 | 3 | 4 | 21 |
| 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 4 | 4 | 4 | 4 | 3 | 22 |
| 5 | 4 | 5 | 5 | 5 | 4 | 28 |
| 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 5 | 4 | 5 | 5 | 4 | 27 |
| 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| 4 | 5 | 5 | 5 | 4 | 4 | 27 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 5 | 4 | 4 | 5 | 3 | 25 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 2 | 2 | 1 | 1 | 1 | 1 | 8 |
| 3 | 4 | 4 | 3 | 3 | 3 | 20 |
| 4 | 3 | 4 | 4 | 3 | 3 | 21 |
| 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 4 | 4 | 3 | 3 | 3 | 20 |
| 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| 3 | 3 | 2 | 2 | 2 | 3 | 15 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 5 | 4 | 5 | 5 | 5 | 4 | 28 |
| 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 4 | 5 | 5 | 4 | 5 | 5 | 28 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 3 | 4 | 3 | 4 | 3 | 20 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 4 | 5 | 4 | 4 | 4 | 5 | 26 |
| 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 3 | 3 | 4 | 4 | 3 | 3 | 20 |
| 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 3 | 4 | 4 | 3 | 4 | 3 | 21 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 5 | 4 | 4 | 3 | 24 |
| 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 5 | 4 | 4 | 5 | 5 | 4 | 27 |
| 3 | 4 | 4 | 4 | 4 | 3 | 22 |

**Lampiran 3 PLS PLS Algorithm**

|  |
| --- |
|  |

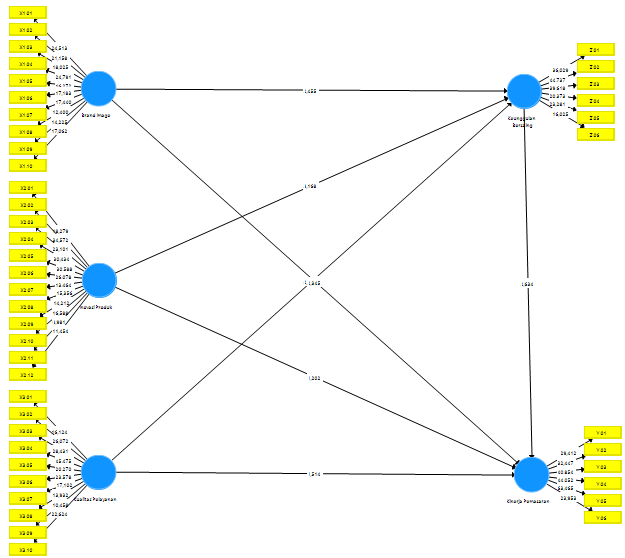
|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Path Coefficients | | | | | |
|  |
|  | **Brand Image** | **Inovasi Produk** | **Keunggulan Bersaing** | **Kinerja Pemasaran** | **Kualitas Pelayanan** |  |
| **Brand Image** |  |  | 0.250 | 0.522 |  |  |
| **Inovasi Produk** |  |  | 0.345 | -0.317 |  |  |
| **Keunggulan Bersaing** |  |  |  | 0.360 |  |  |
| **Kinerja Pemasaran** |  |  |  |  |  |  |
| **Kualitas Pelayanan** |  |  | 0.363 | 0.245 |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Outer Loadings | | | | | | |
|  | |
|  | **Brand Image** | **Inovasi Produk** | **Keunggulan Bersaing** | **Kinerja Pemasaran** | **Kualitas Pelayanan** |  | |
| **X1.01** | **0.867** |  |  |  |  |  | |
| **X1.02** | **0.838** |  |  |  |  |  | |
| **X1.03** | **0.835** |  |  |  |  |  | |
| **X1.04** | **0.845** |  |  |  |  |  | |
| **X1.05** | **0.807** |  |  |  |  |  | |
| **X1.06** | **0.790** |  |  |  |  |  | |
| **X1.07** | **0.778** |  |  |  |  |  | |
| **X1.08** | **0.767** |  |  |  |  |  | |
| **X1.09** | **0.751** |  |  |  |  |  | |
| **X1.10** | **0.798** |  |  |  |  |  | |
| **X2.01** |  | **0.814** |  |  |  |  | |
| **X2.02** |  | **0.885** |  |  |  |  | |
| **X2.03** |  | **0.862** |  |  |  |  | |
| **X2.04** |  | **0.887** |  |  |  |  | |
| **X2.05** |  | **0.876** |  |  |  |  | |
| **X2.06** |  | **0.857** |  |  |  |  | |
| **X2.07** |  | **0.780** |  |  |  |  | |
| **X2.08** |  | **0.758** |  |  |  |  | |
| **X2.09** |  | **0.749** |  |  |  |  | |
| **X2.10** |  | **0.782** |  |  |  |  | |
| **X2.11** |  | **0.714** |  |  |  |  | |
| **X2.12** |  | **0.752** |  |  |  |  | |
| **X3.01** |  |  |  |  | **0.780** |  | |
| **X3.02** |  |  |  |  | **0.885** |  | |
| **X3.03** |  |  |  |  | **0.867** |  | |
| **X3.04** |  |  |  |  | **0.882** |  | |
| **X3.05** |  |  |  |  | **0.845** |  | |
| **X3.06** |  |  |  |  | **0.819** |  | |
| **X3.07** |  |  |  |  | **0.801** |  | |
| **X3.08** |  |  |  |  | **0.756** |  | |
| **X3.09** |  |  |  |  | **0.737** |  | |
| **X3.10** |  |  |  |  | **0.862** |  | |
| **Y.01** |  |  |  | **0.851** |  |  | |
| **Y.02** |  |  |  | **0.885** |  |  | |
| **Y.03** |  |  |  | **0.905** |  |  | |
| **Y.04** |  |  |  | **0.912** |  |  | |
| **Y.05** |  |  |  | **0.929** |  |  | |
| **Y.06** |  |  |  | **0.852** |  |  | |
| **Z.01** |  |  | **0.893** |  |  |  | |
| **Z.02** |  |  | **0.914** |  |  |  | |
| **Z.03** |  |  | **0.898** |  |  |  | |
| **Z.04** |  |  | **0.852** |  |  |  | |
| **Z.05** |  |  | **0.866** |  |  |  | |
| **Z.06** |  |  | **0.804** |  |  |  | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Construct Reliability and Validity | | | | |
|  |
|  | **Cronbach's Alpha** | **rho\_A** | **Composite Reliability** | **Average Variance Extracted (AVE)** |  |
| **Brand Image** | **0.941** | **0.943** | **0.950** | **0.654** |  |
| **Inovasi Produk** | **0.952** | **0.956** | **0.958** | **0.659** |  |
| **Keunggulan Bersaing** | **0.937** | **0.941** | **0.950** | **0.760** |  |
| **Kinerja Pemasaran** | **0.947** | **0.953** | **0.958** | **0.791** |  |
| **Kualitas Pelayanan** | **0.947** | **0.949** | **0.955** | **0.680** |  |

|  |  |  |
| --- | --- | --- |
| R Square | | |
|  |
|  | **R Square** | **R Square Adjusted** |  |
| **Keunggulan Bersaing** | 0.842 | 0.837 |  |
| **Kinerja Pemasaran** | 0.628 | 0.612 |  |

**Lampiran 4 PLS Bootstrapping**

****

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Path Coefficients | | | | | | |
|  | |
|  | |
| Mean, STDEV, T-Values, P-Values | | | | | | |  | |
|  | |
|  | **Original Sample (O)** | **Sample Mean (M)** | **Standard Deviation (STDEV)** | **T Statistics (|O/STDEV|)** | **P Values** |  | |
| **Brand Image -> Keunggulan Bersaing** | 0.250 | 0.253 | 0.102 | 2.455 | **0.014** |  | |
| **Brand Image -> Kinerja Pemasaran** | 0.522 | 0.524 | 0.222 | 2.345 | **0.019** |  | |
| **Inovasi Produk -> Keunggulan Bersaing** | 0.345 | 0.346 | 0.109 | 3.168 | **0.002** |  | |
| **Inovasi Produk -> Kinerja Pemasaran** | -0.317 | -0.306 | 0.264 | 1.202 | **0.230** |  | |
| **Keunggulan Bersaing -> Kinerja Pemasaran** | 0.360 | 0.354 | 0.137 | 2.634 | **0.009** |  | |
| **Kualitas Pelayanan -> Keunggulan Bersaing** | 0.363 | 0.359 | 0.089 | 4.080 | **0.000** |  | |
| **Kualitas Pelayanan -> Kinerja Pemasaran** | 0.245 | 0.236 | 0.162 | 1.514 | **0.131** |  | |

**Lampiran 5 PLS Blindfolding**

|  |  |  |  |
| --- | --- | --- | --- |
| Construct Crossvalidated Redundancy | | | |
|  |
|  |
| Total | | | |  |
|  |
|  | **SSO** | **SSE** | **Q² (=1-SSE/SSO)** |  |
| **Brand Image** | 1000.000 | 1000.000 |  |  |
| **Inovasi Produk** | 1200.000 | 1200.000 |  |  |
| **Keunggulan Bersaing** | 600.000 | 226.288 | 0.623 |  |
| **Kinerja Pemasaran** | 600.000 | 317.911 | 0.470 |  |
| **Kualitas Pelayanan** | 1000.000 | 1000.000 |  |  |

**Lampiran 6** **Tabulasi Uji Validitas dan Reliabilitas**

**Kuesioner Variabel *Brand Image* (X1)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| X1.01 | X1.02 | X1.03 | X1.04 | X1.05 | X1.06 | X1.07 | X1.08 | X1.09 | X1.10 | Total |
| 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 35 |
| 3 | 4 | 5 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 36 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 39 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 39 |
| 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 43 |
| 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 22 |
| 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 2 | 36 |
| 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 37 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 45 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 38 |
| 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 38 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 21 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 48 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 41 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 42 |
| 3 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 39 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 45 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 48 |
| 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 46 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 42 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 49 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 46 |
| 2 | 2 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 31 |

**Kuesioner Variabel Inovasi Produk (X2)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| X2.01 | X2.02 | X2.03 | X2.04 | X2.05 | X2.06 | X2.07 | X2.08 | X2.09 | X2.10 | X2.11 | X2.12 | Total |
| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 42 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 46 |
| 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 52 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 45 |
| 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 42 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 51 |
| 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 29 |
| 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 4 | 44 |
| 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 55 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 53 |
| 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 42 |
| 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 46 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 2 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 1 | 1 | 17 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 49 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 59 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 55 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 51 |
| 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 54 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 2 | 4 | 4 | 5 | 4 | 48 |
| 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 39 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 56 |
| 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 50 |
| 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 56 |
| 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 53 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 56 |
| 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 54 |
| 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 40 |

**Kuesioner Variabel Kualitas Pelayanan (X3)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| X3.01 | X3.02 | X3.03 | X3.04 | X3.05 | X3.06 | X3.07 | X3.08 | X3.09 | X3.10 | Total |
| 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 35 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 37 |
| 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 44 |
| 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 36 |
| 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 37 |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 44 |
| 2 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 26 |
| 4 | 4 | 4 | 4 | 4 | 2 | 4 | 2 | 4 | 4 | 36 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 43 |
| 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 34 |
| 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 47 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 20 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 46 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 48 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 43 |
| 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 47 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 36 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 42 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 42 |
| 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 46 |
| 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |
| 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 36 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 33 |

**Kuesioner Variabel Keunggulan Bersaing (Z)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Z.01 | Z.02 | Z.03 | Z.04 | Z.05 | Z.06 | Total |
| 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 3 | 2 | 2 | 3 | 3 | 3 | 16 |
| 4 | 4 | 4 | 4 | 4 | 2 | 22 |
| 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 1 | 1 | 2 | 2 | 2 | 2 | 10 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 3 | 3 | 3 | 4 | 3 | 3 | 19 |
| 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 3 | 3 | 3 | 3 | 3 | 4 | 19 |

**Kuesioner Variabel Kinerja Pemasaran (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Y.01 | Y.02 | Y.03 | Y.04 | Y.05 | Y.06 | Total |
| 3 | 4 | 4 | 3 | 3 | 3 | 20 |
| 4 | 3 | 4 | 4 | 3 | 3 | 21 |
| 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 4 | 4 | 3 | 3 | 3 | 20 |
| 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| 3 | 3 | 2 | 2 | 2 | 3 | 15 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 5 | 4 | 5 | 5 | 5 | 4 | 28 |
| 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 4 | 5 | 5 | 4 | 5 | 5 | 28 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 3 | 4 | 3 | 4 | 3 | 20 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 4 | 5 | 4 | 4 | 4 | 5 | 26 |
| 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 3 | 3 | 4 | 4 | 3 | 3 | 20 |
| 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |

**Lampiran 15 SPSS**

**Uji Validitas dan Reliabilitas Brand Image (X1)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | | | | | | |
|  | | | | | X1.1 | | X1.2 | | X1.3 | | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | X1.10 | Total.X1 |
| X1.1 | Pearson Correlation | | | | 1 | | .802\*\* | | .704\*\* | | .882\*\* | .787\*\* | .638\*\* | .655\*\* | .742\*\* | .705\*\* | .595\*\* | .899\*\* |
| Sig. (2-tailed) | | | |  | | .000 | | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .001 | .000 |
| N | | | | 30 | | 30 | | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | | | | .802\*\* | | 1 | | .756\*\* | | .810\*\* | .711\*\* | .518\*\* | .503\*\* | .720\*\* | .723\*\* | .565\*\* | .851\*\* |
| Sig. (2-tailed) | | | | .000 | |  | | .000 | | .000 | .000 | .003 | .005 | .000 | .000 | .001 | .000 |
| N | | | | 30 | | 30 | | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | | | | .704\*\* | | .756\*\* | | 1 | | .732\*\* | .668\*\* | .623\*\* | .556\*\* | .685\*\* | .677\*\* | .515\*\* | .824\*\* |
| Sig. (2-tailed) | | | | .000 | | .000 | |  | | .000 | .000 | .000 | .001 | .000 | .000 | .004 | .000 |
| N | | | | 30 | | 30 | | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.4 | Pearson Correlation | | | | .882\*\* | | .810\*\* | | .732\*\* | | 1 | .824\*\* | .662\*\* | .663\*\* | .777\*\* | .723\*\* | .658\*\* | .922\*\* |
| Sig. (2-tailed) | | | | .000 | | .000 | | .000 | |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | | | | 30 | | 30 | | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.5 | Pearson Correlation | | | | .787\*\* | | .711\*\* | | .668\*\* | | .824\*\* | 1 | .709\*\* | .774\*\* | .883\*\* | .645\*\* | .627\*\* | .905\*\* |
| Sig. (2-tailed) | | | | .000 | | .000 | | .000 | | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 |
| N | | | | 30 | | 30 | | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.6 | Pearson Correlation | | | | .638\*\* | | .518\*\* | | .623\*\* | | .662\*\* | .709\*\* | 1 | .619\*\* | .668\*\* | .506\*\* | .752\*\* | .798\*\* |
| Sig. (2-tailed) | | | | .000 | | .003 | | .000 | | .000 | .000 |  | .000 | .000 | .004 | .000 | .000 |
| N | | | | 30 | | 30 | | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.7 | Pearson Correlation | | | | .655\*\* | | .503\*\* | | .556\*\* | | .663\*\* | .774\*\* | .619\*\* | 1 | .669\*\* | .599\*\* | .532\*\* | .774\*\* |
| Sig. (2-tailed) | | | | .000 | | .005 | | .001 | | .000 | .000 | .000 |  | .000 | .000 | .002 | .000 |
| N | | | | 30 | | 30 | | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.8 | Pearson Correlation | | | | .742\*\* | | .720\*\* | | .685\*\* | | .777\*\* | .883\*\* | .668\*\* | .669\*\* | 1 | .546\*\* | .591\*\* | .866\*\* |
| Sig. (2-tailed) | | | | .000 | | .000 | | .000 | | .000 | .000 | .000 | .000 |  | .002 | .001 | .000 |
| N | | | | 30 | | 30 | | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.9 | Pearson Correlation | | | | .705\*\* | | .723\*\* | | .677\*\* | | .723\*\* | .645\*\* | .506\*\* | .599\*\* | .546\*\* | 1 | .592\*\* | .796\*\* |
| Sig. (2-tailed) | | | | .000 | | .000 | | .000 | | .000 | .000 | .004 | .000 | .002 |  | .001 | .000 |
| N | | | | 30 | | 30 | | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.10 | Pearson Correlation | | | | .595\*\* | | .565\*\* | | .515\*\* | | .658\*\* | .627\*\* | .752\*\* | .532\*\* | .591\*\* | .592\*\* | 1 | .765\*\* |
| Sig. (2-tailed) | | | | .001 | | .001 | | .004 | | .000 | .000 | .000 | .002 | .001 | .001 |  | .000 |
| N | | | | 30 | | 30 | | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total.X1 | Pearson Correlation | | | | .899\*\* | | .851\*\* | | .824\*\* | | .922\*\* | .905\*\* | .798\*\* | .774\*\* | .866\*\* | .796\*\* | .765\*\* | 1 |
| Sig. (2-tailed) | | | | .000 | | .000 | | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | | | | 30 | | 30 | | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | | | | | | | |
| Case Processing Summary | | | | | | | | | | | | | | | | | | |
|  | | | | N | | | | % | |
| Cases | | Valid | | 30 | | | | 100.0 | |
| Excludeda | | 0 | | | | 0.0 | |
| Total | | 30 | | | | 100.0 | |
| a. Listwise deletion based on all variables in the procedure. | | | | | | | | | |
| **Reliability Statistics** | | | | | |
| Cronbach's Alpha | | | N of Items | | |
| .953 | | | 10 | | |

**Uji Validitas dan Reliabilitas Inovasi Produk (X2)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | | | | | | | | |
|  | | | X2.1 | | X2.2 | | X2.3 | X2.4 | | X2.5 | | X2.6 | X2.7 | | X2.8 | X2.9 | X2.10 | X2.11 | X2.12 | Total.X2 |
| X2.1 | Pearson Correlation | | 1 | | .750\*\* | | .818\*\* | .790\*\* | | .808\*\* | | .782\*\* | .598\*\* | | .420\* | .624\*\* | .596\*\* | .736\*\* | .724\*\* | .841\*\* |
| Sig. (2-tailed) | |  | | .000 | | .000 | .000 | | .000 | | .000 | .000 | | .021 | .000 | .001 | .000 | .000 | .000 |
| N | | 30 | | 30 | | 30 | 30 | | 30 | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.2 | Pearson Correlation | | .750\*\* | | 1 | | .807\*\* | .811\*\* | | .801\*\* | | .792\*\* | .689\*\* | | .575\*\* | .753\*\* | .727\*\* | .790\*\* | .834\*\* | .912\*\* |
| Sig. (2-tailed) | | .000 | |  | | .000 | .000 | | .000 | | .000 | .000 | | .001 | .000 | .000 | .000 | .000 | .000 |
| N | | 30 | | 30 | | 30 | 30 | | 30 | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.3 | Pearson Correlation | | .818\*\* | | .807\*\* | | 1 | .908\*\* | | .846\*\* | | .832\*\* | .540\*\* | | .550\*\* | .576\*\* | .660\*\* | .790\*\* | .832\*\* | .898\*\* |
| Sig. (2-tailed) | | .000 | | .000 | |  | .000 | | .000 | | .000 | .002 | | .002 | .001 | .000 | .000 | .000 | .000 |
| N | | 30 | | 30 | | 30 | 30 | | 30 | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.4 | Pearson Correlation | | .790\*\* | | .811\*\* | | .908\*\* | 1 | | .879\*\* | | .877\*\* | .607\*\* | | .586\*\* | .617\*\* | .677\*\* | .817\*\* | .877\*\* | .929\*\* |
| Sig. (2-tailed) | | .000 | | .000 | | .000 |  | | .000 | | .000 | .000 | | .001 | .000 | .000 | .000 | .000 | .000 |
| N | | 30 | | 30 | | 30 | 30 | | 30 | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.5 | Pearson Correlation | | .808\*\* | | .801\*\* | | .846\*\* | .879\*\* | | 1 | | .840\*\* | .625\*\* | | .490\*\* | .550\*\* | .635\*\* | .829\*\* | .840\*\* | .900\*\* |
| Sig. (2-tailed) | | .000 | | .000 | | .000 | .000 | |  | | .000 | .000 | | .006 | .002 | .000 | .000 | .000 | .000 |
| N | | 30 | | 30 | | 30 | 30 | | 30 | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.6 | Pearson Correlation | | .782\*\* | | .792\*\* | | .832\*\* | .877\*\* | | .840\*\* | | 1 | .651\*\* | | .510\*\* | .629\*\* | .711\*\* | .781\*\* | .874\*\* | .911\*\* |
| Sig. (2-tailed) | | .000 | | .000 | | .000 | .000 | | .000 | |  | .000 | | .004 | .000 | .000 | .000 | .000 | .000 |
| N | | 30 | | 30 | | 30 | 30 | | 30 | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.7 | Pearson Correlation | | .598\*\* | | .689\*\* | | .540\*\* | .607\*\* | | .625\*\* | | .651\*\* | 1 | | .506\*\* | .727\*\* | .708\*\* | .654\*\* | .651\*\* | .774\*\* |
| Sig. (2-tailed) | | .000 | | .000 | | .002 | .000 | | .000 | | .000 |  | | .004 | .000 | .000 | .000 | .000 | .000 |
| N | | 30 | | 30 | | 30 | 30 | | 30 | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.8 | Pearson Correlation | | .420\* | | .575\*\* | | .550\*\* | .586\*\* | | .490\*\* | | .510\*\* | .506\*\* | | 1 | .631\*\* | .700\*\* | .411\* | .555\*\* | .673\*\* |
| Sig. (2-tailed) | | .021 | | .001 | | .002 | .001 | | .006 | | .004 | .004 | |  | .000 | .000 | .024 | .001 | .000 |
| N | | 30 | | 30 | | 30 | 30 | | 30 | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.9 | Pearson Correlation | | .624\*\* | | .753\*\* | | .576\*\* | .617\*\* | | .550\*\* | | .629\*\* | .727\*\* | | .631\*\* | 1 | .877\*\* | .554\*\* | .629\*\* | .784\*\* |
| Sig. (2-tailed) | | .000 | | .000 | | .001 | .000 | | .002 | | .000 | .000 | | .000 |  | .000 | .001 | .000 | .000 |
| N | | 30 | | 30 | | 30 | 30 | | 30 | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.10 | Pearson Correlation | | .596\*\* | | .727\*\* | | .660\*\* | .677\*\* | | .635\*\* | | .711\*\* | .708\*\* | | .700\*\* | .877\*\* | 1 | .583\*\* | .661\*\* | .824\*\* |
| Sig. (2-tailed) | | .001 | | .000 | | .000 | .000 | | .000 | | .000 | .000 | | .000 | .000 |  | .001 | .000 | .000 |
| N | | 30 | | 30 | | 30 | 30 | | 30 | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.11 | Pearson Correlation | | .736\*\* | | .790\*\* | | .790\*\* | .817\*\* | | .829\*\* | | .781\*\* | .654\*\* | | .411\* | .554\*\* | .583\*\* | 1 | .822\*\* | .864\*\* |
| Sig. (2-tailed) | | .000 | | .000 | | .000 | .000 | | .000 | | .000 | .000 | | .024 | .001 | .001 |  | .000 | .000 |
| N | | 30 | | 30 | | 30 | 30 | | 30 | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.12 | Pearson Correlation | | .724\*\* | | .834\*\* | | .832\*\* | .877\*\* | | .840\*\* | | .874\*\* | .651\*\* | | .555\*\* | .629\*\* | .661\*\* | .822\*\* | 1 | .915\*\* |
| Sig. (2-tailed) | | .000 | | .000 | | .000 | .000 | | .000 | | .000 | .000 | | .001 | .000 | .000 | .000 |  | .000 |
| N | | 30 | | 30 | | 30 | 30 | | 30 | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 |
| Total.X2 | Pearson Correlation | | .841\*\* | | .912\*\* | | .898\*\* | .929\*\* | | .900\*\* | | .911\*\* | .774\*\* | | .673\*\* | .784\*\* | .824\*\* | .864\*\* | .915\*\* | 1 |
| Sig. (2-tailed) | | .000 | | .000 | | .000 | .000 | | .000 | | .000 | .000 | | .000 | .000 | .000 | .000 | .000 |  |
| N | | 30 | | 30 | | 30 | 30 | | 30 | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | | | | | | | | | |
| **Case Processing Summary** | | | | | | | | |  | | |
|  | | | | N | | | % | |  | | |
| Cases | | Valid | | 30 | | | 100.0 | |  | | |
| Excludeda | | 0 | | | 0.0 | |  | | |
| Total | | 30 | | | 100.0 | |  | | |
| a. Listwise deletion based on all variables in the procedure. | | | | | | | | |  | | |

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | |  |
| Cronbach's Alpha | N of Items |  |
| .965 | 12 |  |

**Uji Validitas dan Reliabilitas Kualitas Pelayanan (X3)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | X3.9 | X3.10 | Total.X3 |
| X3.1 | Pearson Correlation | 1 | .584\*\* | .738\*\* | .730\*\* | .443\* | .461\* | .405\* | .368\* | .572\*\* | .509\*\* | .719\*\* |
| Sig. (2-tailed) |  | .001 | .000 | .000 | .014 | .010 | .027 | .045 | .001 | .004 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.2 | Pearson Correlation | .584\*\* | 1 | .767\*\* | .743\*\* | .774\*\* | .728\*\* | .625\*\* | .541\*\* | .465\*\* | .890\*\* | .868\*\* |
| Sig. (2-tailed) | .001 |  | .000 | .000 | .000 | .000 | .000 | .002 | .010 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.3 | Pearson Correlation | .738\*\* | .767\*\* | 1 | .896\*\* | .699\*\* | .584\*\* | .574\*\* | .577\*\* | .572\*\* | .744\*\* | .882\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 | .001 | .001 | .001 | .001 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.4 | Pearson Correlation | .730\*\* | .743\*\* | .896\*\* | 1 | .658\*\* | .617\*\* | .658\*\* | .559\*\* | .658\*\* | .730\*\* | .894\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .000 | .000 | .001 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.5 | Pearson Correlation | .443\* | .774\*\* | .699\*\* | .658\*\* | 1 | .641\*\* | .694\*\* | .639\*\* | .460\* | .751\*\* | .824\*\* |
| Sig. (2-tailed) | .014 | .000 | .000 | .000 |  | .000 | .000 | .000 | .011 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.6 | Pearson Correlation | .461\* | .728\*\* | .584\*\* | .617\*\* | .641\*\* | 1 | .645\*\* | .706\*\* | .445\* | .777\*\* | .813\*\* |
| Sig. (2-tailed) | .010 | .000 | .001 | .000 | .000 |  | .000 | .000 | .014 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.7 | Pearson Correlation | .405\* | .625\*\* | .574\*\* | .658\*\* | .694\*\* | .645\*\* | 1 | .690\*\* | .486\*\* | .738\*\* | .799\*\* |
| Sig. (2-tailed) | .027 | .000 | .001 | .000 | .000 | .000 |  | .000 | .006 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.8 | Pearson Correlation | .368\* | .541\*\* | .577\*\* | .559\*\* | .639\*\* | .706\*\* | .690\*\* | 1 | .462\* | .646\*\* | .768\*\* |
| Sig. (2-tailed) | .045 | .002 | .001 | .001 | .000 | .000 | .000 |  | .010 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.9 | Pearson Correlation | .572\*\* | .465\*\* | .572\*\* | .658\*\* | .460\* | .445\* | .486\*\* | .462\* | 1 | .452\* | .682\*\* |
| Sig. (2-tailed) | .001 | .010 | .001 | .000 | .011 | .014 | .006 | .010 |  | .012 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.10 | Pearson Correlation | .509\*\* | .890\*\* | .744\*\* | .730\*\* | .751\*\* | .777\*\* | .738\*\* | .646\*\* | .452\* | 1 | .885\*\* |
| Sig. (2-tailed) | .004 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .012 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total.X3 | Pearson Correlation | .719\*\* | .868\*\* | .882\*\* | .894\*\* | .824\*\* | .813\*\* | .799\*\* | .768\*\* | .682\*\* | .885\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Case Processing Summary** | | | |  |
|  | | N | % |  |
| Cases | Valid | 30 | 100.0 |  |
| Excludeda | 0 | 0.0 |  |
| Total | 30 | 100.0 |  |
| a. Listwise deletion based on all variables in the procedure. | | | |  |

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | |  |
| Cronbach's Alpha | N of Items |  |
| .942 | 10 |  |

**Uji Validitas dan Reliabilitas Keunggulan Bersaing (Z)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | Z.1 | Z.2 | Z.3 | Z.4 | Z.5 | Z.6 | Total.Z |
| Z.1 | Pearson Correlation | 1 | .926\*\* | .861\*\* | .617\*\* | .655\*\* | .534\*\* | .884\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .000 | .002 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Z.2 | Pearson Correlation | .926\*\* | 1 | .932\*\* | .686\*\* | .714\*\* | .601\*\* | .933\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Z.3 | Pearson Correlation | .861\*\* | .932\*\* | 1 | .602\*\* | .685\*\* | .552\*\* | .890\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 | .002 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Z.4 | Pearson Correlation | .617\*\* | .686\*\* | .602\*\* | 1 | .923\*\* | .725\*\* | .856\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Z.5 | Pearson Correlation | .655\*\* | .714\*\* | .685\*\* | .923\*\* | 1 | .793\*\* | .898\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Z.6 | Pearson Correlation | .534\*\* | .601\*\* | .552\*\* | .725\*\* | .793\*\* | 1 | .792\*\* |
| Sig. (2-tailed) | .002 | .000 | .002 | .000 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total.Z | Pearson Correlation | .884\*\* | .933\*\* | .890\*\* | .856\*\* | .898\*\* | .792\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Case Processing Summary** | | | |  |
|  | | N | % |  |
| Cases | Valid | 30 | 100.0 |  |
| Excludeda | 0 | 0.0 |  |
| Total | 30 | 100.0 |  |
| a. Listwise deletion based on all variables in the procedure. | | | |  |

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | |  |
| Cronbach's Alpha | N of Items |  |
| .938 | 6 |  |

**Uji Validitas dan Reliabilitas Kinerja Pemasaran (Y)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Total.Y |
| Y.1 | Pearson Correlation | 1 | .780\*\* | .744\*\* | .809\*\* | .788\*\* | .710\*\* | .900\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.2 | Pearson Correlation | .780\*\* | 1 | .757\*\* | .682\*\* | .770\*\* | .751\*\* | .882\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.3 | Pearson Correlation | .744\*\* | .757\*\* | 1 | .818\*\* | .789\*\* | .605\*\* | .880\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.4 | Pearson Correlation | .809\*\* | .682\*\* | .818\*\* | 1 | .879\*\* | .667\*\* | .912\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.5 | Pearson Correlation | .788\*\* | .770\*\* | .789\*\* | .879\*\* | 1 | .751\*\* | .934\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.6 | Pearson Correlation | .710\*\* | .751\*\* | .605\*\* | .667\*\* | .751\*\* | 1 | .840\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total.Y | Pearson Correlation | .900\*\* | .882\*\* | .880\*\* | .912\*\* | .934\*\* | .840\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Case Processing Summary** | | | |  |
|  | | N | % |  |
| Cases | Valid | 30 | 100.0 |  |
| Excludeda | 0 | 0.0 |  |
| Total | 30 | 100.0 |  |
| a. Listwise deletion based on all variables in the procedure. | | | |  |

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | |  |
| Cronbach's Alpha | N of Items |  |
| .948 | 6 |  |