

LAMPIRAN 1.  
**KUESIONER PENELITIAN**  
**PENGARUH ORIENTASI PASAR, ORIENTASI KEWIRAUSAHAAN,**  
**DAN ORIENTASI PELANGGAN TERHADAP KINERJA PEMASARAN**  
**UKM MEBEL DI KECAMATAN TAHUNAN JEPARA**  
**( Studi pada UKM Mebel di Kecamatan Tahunan Jepara)**

IDENTITAS RESPONDEN

Nama : \_\_\_\_\_

Usia : 1. Kurang dari 30 tahun   
 2. 30 tahun – 40 tahun   
 3. 40 tahun – 50 tahun   
 4. lebih dari 50 tahun

JenisKelamin : laki-laki  perempuan

Pendidikan : 1. SMP   
 2. SLTA   
 3. Diploma/ Sarjana (S1)   
 4. Pasca Sarjana (S2)

1. Berapakah total pendapatan Bapak/Ibu/Saudara setiap bulan?
  1. Rp 1 Jt - Rp 2 Jt
  2. Rp 2Jt - Rp 3 Jt
  3. Rp 3 Jt - RP 4 Jt
  4. Lebih dari 4 Jt
2. Berapa lamakah Bapak/Ibu/Saudara menjalankan usaha?
  1. 10-11 Tahun
  2. 12-13 Tahun
  3. 14-15 Tahun
  4. Di atas 15 tahun

**Petunjuk :**

Beri tanda (√) pada salah satu jawaban yang tepat dan cocok menurut anda.

Keterangan:

SS	S	N	TS	STS
Sangat Setuju	Setuju	Netral	Tidak Setuju	Sangat Tidak Setuju

NO	Kinerja Pemasaran (Y)	Keterangan				
		SS	S	N	TS	STS
1	Barang yang dihasilkan selalu disesuaikan permintaan pelanggan.					
2	Menghasilkan barang yang berkualitas dan memberikan harga yang kompetitif.					
3	Memastikan produk yang dihasilkan sesuai permintaan pasar dan selesai tepat pada waktunya.					

NO	Orientasi Pasar (X1)	Keterangan				
		SS	S	N	TS	STS
1	Barang yang kami hasilkan memiliki kualitas yang bagus.					
2	Menyelesaikan dengan tepat waktu setiap pesanan konsumen					
3	Sebagai pengusaha harus mampu memenuhi setiap keinginan konsumen					
4	Selalu memastikan barang sampai ditangan konsumen dengan kualitas yang bagus (tidak cacat)					
5	Memberikan perhatian dengan setulus hati kepada para konsumen					

NO	Orientasi Kewirausahaan (X2)	Keterangan				
		SS	S	N	TS	STS
1	Selalu menghasilkan produk mebel yang berbeda untuk memenuhi permintaan pasar.					
2	Berani mengambil tawaran atas produk yang belum pernah kami produksi.					
3	Selalu menjalin komunikasi terhadap setiap pelanggan					

NO	Orientasi Pelanggan (X3)	Keterangan				
		SS	S	N	TS	STS
1	Menghasilkan produk mebel yang berkualitas untuk memenuhi kepuasan pelanggan					
2	Memberikan pelayanan terbaik kepada setiap pelanggan demi membentuk loyalitas pelanggan.					
3	Menerima masukan dari pelanggan atas kekurangan produk yang kami hasilkan.					
4	Produk mebel yang kami hasilkan disesuaikan dengan permintaan pelanggan.					

## LAMPIRAN 2

NO	Usia	Gender	Pendidikan	Pendapatan	Lama Usaha	x1.1	x1.2	x1.3	x1.4	x15	X1
1	2	1	2	2	2	5	5	5	3	5	4,6
2	1	1	2	3	3	4	3	2	4	3	3,2
3	2	1	2	3	3	3	3	5	5	5	4,2
4	3	1	2	3	3	3	3	2	4	3	3,0
5	3	1	2	3	3	5	5	5	3	5	4,6
6	3	2	3	4	1	3	3	4	5	2	3,4
7	3	1	3	4	1	3	3	4	5	4	3,8
8	3	1	2	4	2	5	5	5	3	5	4,6
9	3	1	2	4	2	4	4	4	4	4	4,0
10	3	1	1	4	2	4	4	4	4	4	4,0
11	2	1	2	4	2	4	4	4	5	4	4,2
12	3	1	2	4	3	4	4	3	3	3	3,4
13	3	2	2	4	3	4	4	3	3	3	3,4
14	3	1	1	4	4	3	3	3	2	3	2,8
15	3	1	2	4	4	4	4	4	5	4	4,2
16	4	1	2	2	4	3	3	3	3	3	3,0
17	4	1	1	2	4	3	3	4	3	4	3,4
18	4	1	1	3	4	4	4	4	4	4	4,0
19	3	2	2	3	4	5	5	5	4	5	4,8
20	3	2	2	3	4	5	5	5	3	5	4,6
21	4	1	2	3	4	3	3	3	4	3	3,2
22	3	1	1	3	4	3	3	5	4	5	4,0
23	3	1	1	3	4	3	3	3	5	3	3,4
24	3	1	1	3	4	3	3	3	5	3	3,4
25	2	1	1	3	4	5	5	5	4	5	4,8
26	2	1	2	3	4	3	3	5	4	5	4,0
27	2	1	1	3	4	4	4	4	4	4	4,0
28	1	2	3	3	4	3	3	4	4	4	3,6
29	2	2	2	4	4	3	3	3	4	3	3,2

30	2	1	3	4	4	4	4	4	4	4	4,0
31	2	1	3	4	4	5	5	5	4	5	4,8
32	3	1	2	4	4	3	3	3	4	3	3,2
33	3	1	2	4	4	3	3	3	4	3	3,2
34	3	1	2	3	4	4	4	4	5	4	4,2
35	3	1	3	3	4	3	3	3	2	3	2,8
36	4	1	3	3	4	5	5	5	5	5	5,0
37	4	2	2	3	4	4	4	4	2	4	3,6
38	4	1	2	4	4	3	3	3	5	3	3,4
39	3	1	1	4	4	4	4	4	4	4	4,0
40	3	1	2	4	4	5	5	5	4	5	4,8
41	3	1	3	4	4	5	5	5	5	5	5,0
42	3	1	3	4	4	3	3	4	4	4	3,6
43	3	1	2	4	4	4	4	4	4	4	4,0
44	3	1	1	4	4	4	4	4	4	4	4,0
45	3	1	1	4	4	4	4	4	4	4	4,0
46	3	1	2	4	4	3	3	4	3	4	3,4
47	3	1	2	4	4	4	4	4	3	4	3,8
48	2	1	2	4	4	3	3	3	3	3	3,0
49	2	2	2	4	4	3	3	3	4	3	3,2
50	2	1	2	4	4	4	4	4	4	4	4,0
51	2	1	2	4	4	3	3	3	5	3	3,4
52	2	1	2	4	4	4	4	4	5	4	4,2
53	2	1	2	4	4	5	5	5	3	5	4,6
54	2	1	2	4	4	4	4	4	4	4	4,0
55	3	1	2	4	3	5	5	4	4	4	4,4
56	3	1	2	4	4	4	4	4	5	4	4,2
57	3	1	2	4	4	3	3	5	5	5	4,2
58	3	1	2	3	4	3	3	4	5	4	3,8
59	3	1	2	3	4	3	3	4	4	4	3,6
60	3	1	2	3	4	5	5	5	4	5	4,8
61	4	1	2	3	4	4	4	4	3	4	3,8



94	2	1	3	3	3	4	4	4	5	4	4,2
95	2	1	3	4	3	3	3	4	3	4	3,4
96	2	1	1	4	4	4	4	4	5	4	4,2
97	2	1	1	4	4	5	5	5	3	5	4,6

x2. 1	x2. 2	x2. 3	X2	x3. 1	x3. 2	x3. 3	x3. 4	X3	y. 1	y. 2	y. 3	Y
4	5	5	4,7	5	3	5	5	4,5	5	5	4	4,7
4	5	5	4,7	3	3	4	5	3,8	3	3	3	3,0
4	4	3	3,7	5	5	4	5	4,8	3	5	5	4,3
4	4	4	4,0	3	3	4	5	3,8	3	3	3	3,0
5	4	4	4,3	5	5	5	5	5,0	5	5	5	5,0
4	4	5	4,3	4	4	3	3	3,5	3	4	4	3,7
4	4	5	4,3	4	4	3	5	4,0	3	4	4	3,7
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4	4	4	4,0	4	4	4	4	4,0	4	4	4	4,0
4	4	4	4,0	3	4	4	4	3,8	4	3	4	3,7
3	4	3	3,3	3	3	4	4	3,5	4	3	4	3,7
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3	3	5	3,7	3	3	3	3	3,0	3	3	4	3,3
3	3	2	2,7	4	4	3	3	3,5	3	4	4	3,7
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4	4	3	3,7	5	5	5	5	5,0	5	5	5	5,0
3	2	3	2,7	4	4	4	4	4,0	4	4	4	4,0
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2	4	5	3,7	5	5	5	5	5,0	5	5	4	4,7
5	5	4	4,7	4	4	3	3	3,5	3	4	4	3,7
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5	4	5	4,7	3	4	4	4	3,8	4	3	4	3,7
4	3	3	3,3	4	4	3	3	3,5	3	4	3	3,3
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4	3	4	3,7	4	4	4	4	4,0	4	4	4	4,0
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5	5	4	4,7	5	2	3	3	3,3	3	5	3	3,7
5	4	5	4,7	3	3	3	3	3,0	3	3	4	3,3
5	4	4	4,3	4	3	3	3	3,3	3	4	3	3,3
4	3	4	3,7	5	5	5	5	5,0	5	5	5	5,0
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4	5	5	4,7	3	3	3	3	3,0	3	3	3	3,0
5	4	5	4,7	3	4	4	4	3,8	4	3	4	3,7
5	5	5	5,0	3	5	3	3	3,5	3	3	5	3,7
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5	4	5	4,7	3	5	5	5	4,5	5	3	4	4,0



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3	4	5	4,0	4	4	4	4	4,0	4	4	4	4,0
5	4	5	4,7	3	3	4	4	3,5	3	3	4	3,3
4	5	5	4,7	4	3	5	3	3,8	3	4	3	3,3
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3	4	4	3,7	3	4	5	4	4,0	4	3	4	3,7
4	3	3	3,3	3	5	4	3	3,8	3	3	5	3,7
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3	4	4	3,7	4	4	3	3	3,5	4	4	2	3,3
5	4	4	4,3	3	5	4	4	4,0	5	3	4	4,0
4	4	4	4,0	3	3	3	4	3,3	3	3	4	3,3
3	4	4	3,7	3	3	4	5	3,8	4	3	4	3,7
5	4	4	4,3	4	5	5	2	4,0	4	4	4	4,0
5	5	4	4,7	5	2	3	3	3,3	3	5	3	3,7
5	4	5	4,7	3	3	3	3	3,0	3	3	4	3,3
5	4	4	4,3	4	3	3	3	3,3	3	4	3	3,3
4	3	4	3,7	5	5	5	5	5,0	5	5	5	5,0
4	4	4	4,0	4	4	4	4	4,0	4	4	4	4,0
3	5	3	3,7	4	2	4	4	3,5	4	4	4	4,0
4	5	5	4,7	3	3	3	3	3,0	3	3	3	3,0
5	4	5	4,7	3	4	4	4	3,8	4	3	4	3,7
5	5	5	5,0	3	5	3	3	3,5	3	3	5	3,7
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4	5	5	4,7	5	5	5	5	5,0	5	5	4	4,7

## LAMPIRAN 3

## UJI VALIDITAS DAN RELIABILITAS

[DataSet0]

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.820	.818	7

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
x1.1	24.10	5.541	.484	.399	.808
x1.2	24.20	4.648	.783	.916	.753
x1.3	24.53	5.085	.512	.400	.808
X1.4	24.23	5.840	.376	.337	.825
X1.5	24.10	5.679	.521	.423	.803
X1.6	24.80	5.545	.506	.341	.804
X1.7	24.23	4.737	.778	.917	.755

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
28.37	6.999	2.646	7

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.785	.787	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
x2.1	6.87	.878	.701	.530	.628
x2.2	6.90	1.128	.684	.507	.652
x2.3	6.43	1.289	.519	.270	.814

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
10.10	2.231	1.494	3

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.800	.802	4

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
x3.1	10.37	2.033	.626	.394	.746
x3.2	10.80	1.545	.738	.581	.683
x3.3	9.77	2.047	.503	.321	.802
x3.4	10.77	2.047	.614	.500	.751

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
13.90	3.197	1.788	4

**Reliability****Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.786	.790	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
y.1	12.83	2.144	.657	.437	.701
y.2	13.03	2.447	.594	.378	.733
y.3	12.67	2.713	.626	.391	.726
y.4	12.47	2.671	.521	.287	.768

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
17.00	4.138	2.034	4

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DataSet0]

4

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	X3, X2, X1 <sup>b</sup>	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,910 <sup>a</sup>	,828	,823	,24704	1,726

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

**ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	28,301	3	9,434	154,578	,000 <sup>b</sup>
	Residual	5,859	96	,061		
	Total	34,160	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

**Coefficients<sup>a</sup>**

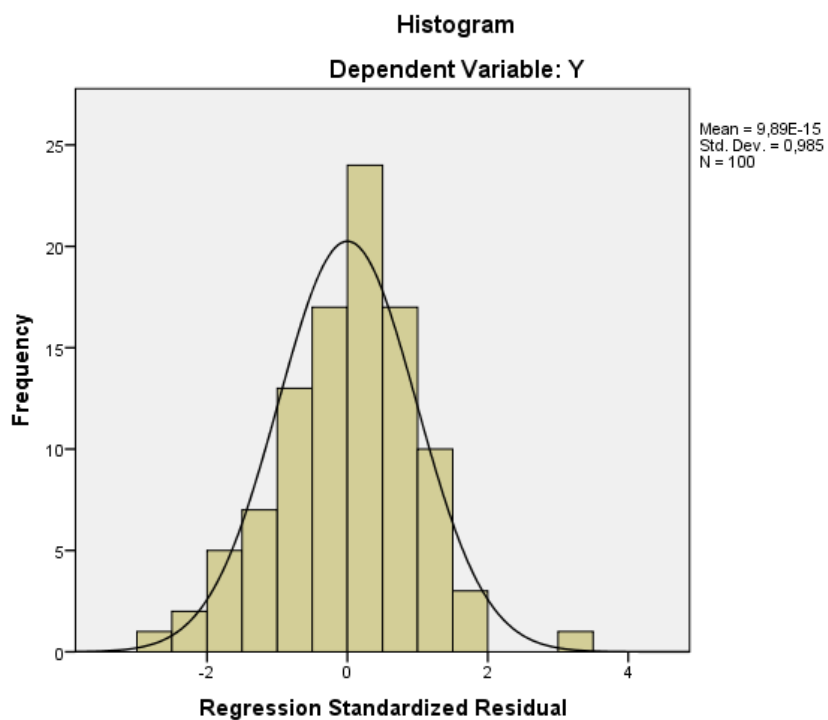
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Model	
		B	Std. Error	Beta			B	VIF
1	(Constant)	,490	,253		1,938	,056		
	X1	,276	,076	,250	3,637	,000	,542	1.844
	X2	,068	,040	,073	1,692	,046	,483	2.070
	X3	,663	,067	,689	9,941	,000	,577	1.733

a. Dependent Variable: Y

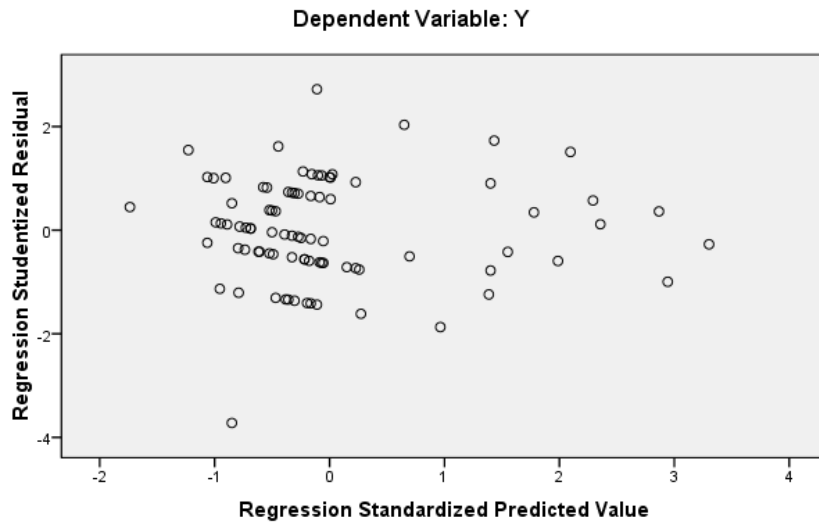
Residuals Statistics<sup>a</sup>

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,9100	4,9294	3,8600	,53467	97
Std. Predicted Value	-1,777	2,000	,000	1,000	97
Standard Error of Predicted Value	,025	,084	,047	,014	97
Adjusted Predicted Value	2,8749	4,9426	3,8598	,53539	97
Residual	-,65066	,83026	,00000	,24327	97
Std. Residual	-2,634	3,361	,000	,985	97
Stud. Residual	-2,651	3,395	,000	1,005	97
Deleted Residual	-,65943	,84726	,00019	,25347	97
Stud. Deleted Residual	-2,740	3,600	,000	1,021	97
Mahal. Distance	,054	10,547	2,970	2,229	97
Cook's Distance	,000	,128	,011	,020	97
Centered Leverage Value	,001	,107	,030	,023	97

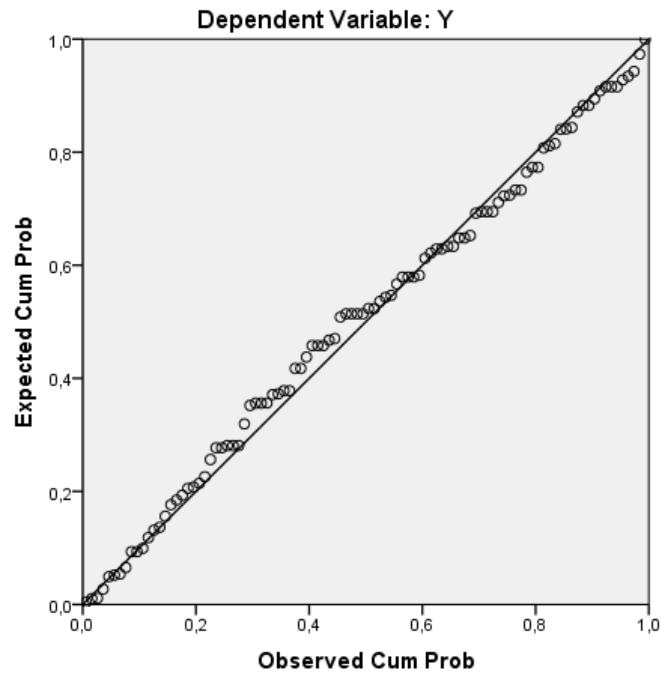
a. Dependent Variable: Y



Scatterplot



Normal P-P Plot of Regression Standardized Residual



**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		97
Normal Parameters <sup>a</sup>	Mean	.0000000
	Std. Deviation	2.88981965
Most Extreme Differences	Absolute	.119
	Positive	.068
	Negative	-.119
Kolmogorov-Smirnov Z		1.171
Asymp. Sig. (2-tailed)		.129
a. Test distribution is Normal.		