**LAMPIRAN 1**

**DAFTAR KUESIONER**

PENGARUH KREATIVITAS DAN INOVASI TERHADAP KEUNGGULAN BERSAING (STUDI KASUS PADA PELAKU USAHA

OLEH-OLEH KHAS MEDAN PASAR BENGKEL

PERBAUNGAN)

Dengan Hormat

Guna menyusun skripsi dalam rangka memenuhi syarat untuk dapat menyelesaikan program pendidikan S1 pada Fakultas Ekonomi Universitas Muslim Nusantara AL Washliyah Medan, diperlukan data-data dan informasi-informasi yang mendukung kelancaran penelitian ini.

Demi tercapainya tujuan penelitian ini, maka penyusun memohon kesediaan dari Bapak/Ibu untuk membantu mengisi kuesioner atau daftar pernyataan yang telah disediakan.

Kemudian atas kesediaan Bapak/Ibu yang telah meluangkan waktunya untuk mengisi kuesioner penelitian ini, penyusun mengucapkan banyak terimakasih

Hormat Saya,

Linda

143114039

**KUESIONER**

**I. IDENTIFIKASI RESPONDEN**

Nama ( bolehtidak di isi) : ...................................

1. Jenis Kelamin Laki-laki

Perempuan

1. Umur <30 tahun

30-38 tahun

>38 tahun

c. Tingkat Pendidikan SMP

SMA

D3

S1

d. Lama Usaha 1-10 tahun

11-20 tahun

21-30 tahun

>30 tahun

**II. PETUNJUK PENGISIAN**

1. Bacalah baik-baik setiap pertanyaan dalam angket ini sebelum menjawabnya.
2. Berilah jawaban dengan memberikan tanda( √ ) pada kolom yang tersedia.

SS = Sangat Setuju

S = Setuju

KS = Kurung Setuju

TS = Tidak Setuju

STS = Sangat Tidak Setuju

1. Bila ada sesuatu yang kurang jelas, mohon ditanyakan pada peneliti.

**III. DaftarPernyatan**

**A. Kreativitas (X1)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| No | **Pertanyaan** | | **SS** | **S** | **KS** | **TS** | **STS** |
|  | **Ingin Tau** | |  |  |  |  |  |
| 1 | Saya suka jika produsen mengeluarkan produk-produk yang baru untuk kebutuhan konsumen | |  |  |  |  |  |
|  | **Optimis** | |  |  |  |  |  |
| 2 | Saya yakin konsumen lebih suka produk kerajinan tangan terbuat dari bahan ayaman dibanding dengan plastik. | |  |  |  |  |  |
| 3 | Saya suka dengan menggunakan ayaman bambu kualitas lebih bagus ketimbang dengan bebahan plastic | |  |  |  |  |  |
| 4 | Ayaman bambu memiliki kreasi yang unik dari pada produk yang berbahan plastic | |  |  |  |  |  |
|  | **Flexibel** |  | |  |  |  |  |
| 5 | Tapian beras yang berbentuk ayaman bambu sangat mudah ditemukan di pasar bengkel Perbaungan | |  |  |  |  |  |
| 6 | Kursi rotan lebih nyaman digunakan dibandingkan dengan kursi yang terbuat dari bahan plastic | |  |  |  |  |  |
| 7 | Produk kerajinan tangan lebih unggul dari produk bebahan plastic | |  |  |  |  |  |
|  | **Mencari Solusi dari Masalah** |  | |  |  |  |  |
| 8 | Produk yang lama selalu menjadi perhitungan bagi pembeli | |  |  |  |  |  |
|  | **Orisinil** |  | |  |  |  |  |
| 9 | Produk yang dijual berbahan asli dari kerjian dan ayaman bamboo | |  |  |  |  |  |
|  | **Suka Berimajinasi** |  | |  |  |  |  |
| 10 | Ada peroduk baru setiap bulannya yang membuat konsumen tertarik | |  |  |  |  |  |

**B. Inovasi (X2)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| No | **Pertanyaan** | | **SS** | **S** | **KS** | **TS** | **STS** |
|  | **Perluasan Produk** | |  |  |  |  |  |
| 1 | Selain kerajinan dari ayaman bamboo dan rotan produsen menjual kerjinan tangan dari kayu seperti lumping dan telenan | |  |  |  |  |  |
| **2** | Selain kerajinan tangan yang di jual produsen juga menjual produk lain seperti jajan-jajanan | |  |  |  |  |  |
| 3 | Produsen salalu menayakan kepada konsumen apa produk yang sangat disukai konsumen | |  |  |  |  |  |
|  | **Peniruan Produk** | |  |  |  |  |  |
| 4 | Produk Kerjinan tangan lebih bervariasi dibandingkan produk berbahan plastic | |  |  |  |  |  |
| 5 | Produk memiliki ukuran yang bervariasi |  | |  |  |  |  |
| 6 | Produk yang sulit ditemukan menjadi mudah di temukan | |  |  |  |  |  |
|  | **Produk Baru** | |  |  |  |  |  |
| 7 | Produk yang sangat bevariasi | |  |  |  |  |  |
| 8 | Terdapat model produk yang baru setiap saatnya |  | |  |  |  |  |
| 9 | Produk yang tidak mudah rusak | |  |  |  |  |  |
| 10 | Produk yang dipasarkan bermacam-macam jenis dan bentuk |  | |  |  |  |  |

**C. Keungulan Bersaing (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | **Pertanyaan** | **SS** | **S** | **KS** | **TS** | **STS** |
|  | **Keunikan Produk** |  |  |  |  |  |
| 1 | Saya merasa produk kerajinan tangan lebih unik |  |  |  |  |  |
| 2 | Keunikan kerajinan tanggan yang menarik konsumen. |  |  |  |  |  |
| 3 | Produk kerajinan tangan mempunyai beberapa macam produk sesuai selera. |  |  |  |  |  |
|  | **Kualitas Produk** |  |  |  |  |  |
| 4 | Produk kerajinan tangan pasar bengkel memiliki reputasi berkualitas tinggi |  |  |  |  |  |
| 5 | Produk kerajinan tangan di pasar bengkel mampu bertahan lama |  |  |  |  |  |
| 6 | Produk tidak mudah rusak |  |  |  |  |  |
| 7 | Bahan yang digunakan merupakan bahan pilihan yang terbaik |  |  |  |  |  |
|  | **HargaBersaing** |  |  |  |  |  |
| 8 | Harga dan kualitas produk kerajinan tangan sesuai dengan yang di tawarkan |  |  |  |  |  |
| 9 | Harga kerajinan tangan dapat bersaing dengan produk lain |  |  |  |  |  |
| 10 | Harga mempengaruhi kulitas produk |  |  |  |  |  |

**LAMPIRAN 2**

**UjiValiditasdanReabilitas**

* 1. **UjiValiditas**

1. Kreativitas (X1)

|  |  |  |
| --- | --- | --- |
| **Correlations** | | |
|  | | Total |
| item\_1 | Pearson Correlation | .638\*\* |
| Sig. (2-tailed) | .001 |
| N | 30 |
| item\_2 | Pearson Correlation | .651\*\* |
| Sig. (2-tailed) | .000 |
| N | 30 |
| item\_3 | Pearson Correlation | .716\*\* |
| Sig. (2-tailed) | .000 |
| N | 30 |
| item\_4 | Pearson Correlation | .428\*\* |
| Sig. (2-tailed) | .000 |
| N | 30 |
| item\_5 | Pearson Correlation | .827\*\* |
| Sig. (2-tailed) | .000 |
| N | 30 |
| item\_6 | Pearson Correlation | .715\*\* |
| Sig. (2-tailed) | .000 |
| N | 30 |
| item\_7 | Pearson Correlation | .429\*\* |
| Sig. (2-tailed) | .000 |
| N | 30 |
| item\_8 | Pearson Correlation | .682\*\* |
| Sig. (2-tailed) | .000 |
| N | 30 |
| item\_9 | Pearson Correlation | .509\*\* |
| Sig. (2-tailed) | .000 |
| N | 30 |
| item\_10 | Pearson Correlation | .824\*\* |
| Sig. (2-tailed) | .000 |
| N | 30 |
| Total | Pearson Correlation | 1 |
| Sig. (2-tailed) |  |
| N | 30 |

1. Inovasi (X2)

|  |  |  |
| --- | --- | --- |
| **Correlations** | | |
|  | | Total |
| item\_1 | Pearson Correlation | .682\*\* |
| Sig. (2-tailed) | .000 |
| N | 30 |
| item\_2 | Pearson Correlation | .504\*\* |
| Sig. (2-tailed) | .002 |
| N | 30 |
| item\_3 | Pearson Correlation | .681\* |
| Sig. (2-tailed) | .031 |
| N | 30 |
| item\_4 | Pearson Correlation | .629\*\* |
| Sig. (2-tailed) | .001 |
| N | 30 |
| item\_5 | Pearson Correlation | .748\*\* |
| Sig. (2-tailed) | .000 |
| N | 30 |
| item\_6 | Pearson Correlation | .548\* |
| Sig. (2-tailed) | .020 |
| N | 30 |
| item\_7 | Pearson Correlation | .572\*\* |
| Sig. (2-tailed) | .000 |
| N | 30 |
| item\_8 | Pearson Correlation | .596\*\* |
| Sig. (2-tailed) | .000 |
| N | 30 |
| item\_9 | Pearson Correlation | .636\* |
| Sig. (2-tailed) | .000 |
| N | 30 |
| item\_10 | Pearson Correlation | .627\*\* |
| Sig. (2-tailed) | .000 |
| N | 30 |
| Total | Pearson Correlation | 1 |
| Sig. (2-tailed) |  |
| N | 30 |

1. KeunggulanBersing (Y)

|  |  |  |  |
| --- | --- | --- | --- |
| **Correlations** | | | |
|  | | Total |
| item\_1 | Pearson Correlation | .512\*\* |
| Sig. (2-tailed) | .000 |
| N | 30 |
| item\_2 | Pearson Correlation | .565\*\* |
| Sig. (2-tailed) | .000 |
| N | 30 |
| item\_3 | Pearson Correlation | .770\*\* |
| Sig. (2-tailed) | .000 |
| N | 30 |
| item\_4 | Pearson Correlation | .583\*\* |
| Sig. (2-tailed) | .000 |
| N | 30 |
| item\_5 | Pearson Correlation | .687\*\* |
| Sig. (2-tailed) | .000 |
| N | 30 |
| item\_6 | Pearson Correlation | .666\*\* |
| Sig. (2-tailed) | .000 |
| N | 30 |
| item\_7 | Pearson Correlation | .630\*\* |
| Sig. (2-tailed) | .000 |
| N | 30 |
| item\_8 | Pearson Correlation | .808\*\* |
| Sig. (2-tailed) | .000 |
| N | 30 |
| item\_9 | Pearson Correlation | .667\*\* |
| Sig. (2-tailed) | .000 |
| N | 30 |
| item\_10 | Pearson Correlation | .630\*\* |
| Sig. (2-tailed) | .000 |
| N | 30 |
| Total | Pearson Correlation | 1 |
| Sig. (2-tailed) |  |
| N | 30 |

* 1. **UjiReabilitas**

1. KeunggulanBersaing (X1)

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .830 | 10 |

1. Inovasi (X2)

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .820 | 10 |

1. KeunggulanBersaing (Y)

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .833 | 10 |

**LAMPIRAN 3**

**PERHITUNGAN MANUAL**

**Uji Validitas dan Uji Realibilitas**

a. Tabulasi Data Variabel Kreativitas (X1)

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **No item Responden** | | | | | | | | | | **Jumlah** |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |  |
| 1 | 3 | 3 | 3 | 4 | 2 | 3 | 4 | 2 | 4 | 3 | 31 |
| 2 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 42 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 38 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 6 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 42 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 41 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 39 |
| 9 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 36 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 11 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 36 |
| 12 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 14 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
| 15 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 34 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 17 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 42 |
| 19 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 21 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 40 |
| 22 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 23 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 44 |
| 24 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 25 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 26 | 4 | 4 | 4 | 4 | 3 | 5 | 3 | 3 | 5 | 4 | 39 |
| 27 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 38 |
| 28 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 39 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 30 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| ∑X | 124 | 122 | 122 | 121 | 115 | 119 | 118 | 120 | 124 | 118 |  |
| ∑Y |  |  |  |  |  |  |  |  |  |  | 1203 |
| ∑(X)2 | 15376 | 14884 | 14884 | 14641 | 13225 | 14161 | 13924 | 14400 | 15376 | 13924 |  |
| ∑(Y)2 |  |  |  |  |  |  |  |  |  |  | 1447209 |
| ∑X.Y | 5007 | 4920 | 4917 | 4872 | 4658 | 4800 | 4753 | 4857 | 5000 | 4767 |  |
| ∑X² | 522 | 502 | 500 | 495 | 451 | 477 | 472 | 494 | 522 | 470 |  |
| ∑Y² |  |  |  |  |  |  |  |  |  |  | 48551 |

b. Tabulasi Data Variabel Inovasi (X2)

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **No item Responden** | | | | | | | | | | **Jumlah** |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |  |
| 1 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 35 |
| 2 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 44 |
| 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 40 |
| 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 43 |
| 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 42 |
| 6 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 41 |
| 8 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 5 | 3 | 38 |
| 9 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 34 |
| 10 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 11 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 3 | 3 | 3 | 37 |
| 12 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 41 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 14 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
| 15 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 16 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 38 |
| 17 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
| 18 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 42 |
| 19 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 38 |
| 21 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | 3 | 3 | 4 | 39 |
| 22 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 23 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 43 |
| 24 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 5 | 5 | 4 | 39 |
| 25 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |
| 26 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 35 |
| 27 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 30 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| ∑X | 125 | 122 | 113 | 120 | 120 | 121 | 120 | 121 | 122 | 121 |  |
| ∑Y |  |  |  |  |  |  |  |  |  |  | 1205 |
| ∑(X)2 | 15625 | 14884 | 12769 | 14400 | 14400 | 14641 | 14400 | 14641 | 14884 | 14641 |  |
| ∑(Y)2 |  |  |  |  |  |  |  |  |  |  | 1452025 |
| ∑X.Y | 5057 | 4923 | 4585 | 4853 | 4854 | 4887 | 4850 | 4900 | 4941 | 4895 |  |
| ∑X² | 529 | 502 | 439 | 488 | 486 | 495 | 488 | 501 | 508 | 497 |  |
| ∑Y² |  |  |  |  |  |  |  |  |  |  | 48745 |

c. Tabulasi Data Variabel Keunggulan Bersaing (Y)

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **No item Responden** | | | | | | | | | | **Jumlah** |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |  |
| 1 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 36 |
| 2 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 45 |
| 3 | 4 | **5** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 4 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 3 | 4 | 43 |
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| 7 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 37 |
| 9 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 36 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 11 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 37 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 14 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
| 15 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 38 |
| 17 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 41 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 38 |
| 21 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 40 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 23 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 40 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 38 |
| 25 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 37 |
| 27 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 38 |
| 28 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 39 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 30 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| ∑X | 129 | 123 | 122 | 122 | 120 | 119 | 115 | 117 | 113 | 115 |  |
| ∑Y |  |  |  |  |  |  |  |  |  |  | 1195 |
| ∑(X)2 | 16641 | 15129 | 14884 | 14884 | 14400 | 14161 | 13225 | 13689 | 12769 | 13225 |  |
| ∑(Y)2 |  |  |  |  |  |  |  |  |  |  | 1428025 |
| ∑X.Y | 5160 | 4920 | 4885 | 4873 | 4803 | 4765 | 4607 | 4719 | 4542 | 4607 |  |
| ∑X² | 561 | 509 | 500 | 498 | 484 | 477 | 447 | 475 | 439 | 447 |  |
| ∑Y² |  |  |  |  |  |  |  |  |  |  | 47881 |

**1. UjiValiditas Manual**

**a. Variabel X1 (Kreativitas)**

**pernyataan 1**

**Pernyataan 2**

**Pernyataan 3**

**Pernyataan 5**

**Pernyataan 7**

**Pernyataan 8**

**Pernyataan 9**

**Pernyataan 10**

824472

***b. Variabel X2 (Inovasi)***

**pernyataan 1**

**Pernyataan 2**

**Pernyataan 3**

680663

628904

**Pernyataan 5**

748202

5479964

**Pernyataan 7**

**Pernyataan 8**

**Pernyataan 9**

6363408

**Pernyataan 10**

6270398

**c. Variabel Y (*KeunggulanBersaing)***

**Pernyataan 1**

**Pernyataan 2**

**Pernyataan 3**

**Pernyataan 5**

**Pernyataan 7**

**Pernyataan 8**

**Pernyataan 9**

**Pernyataan 10**

1. **Uji Reliabilitas**
2. **Kreativitas (X1)**

Sb2 = 0,32+0,20+0,13+0,23+0,34+0,16+0,26+0,47+0,31+0,20 = 2,62

= (1,111)(0,747)

= 0,830

1. **Inovasi (X2)**

Sb2 = 0,27+0,20+0,45+0,27+0,2+0,23+0,27+0,43+0,39+0,3 =3,01

= (1,111)(0,738)

= 0,820

1. **Keunggulan Bersaing (Y)**

Sb2 = 0,21+0,15+0,13+0,06+0,13+0,16+0,23+0,62+0,44+0,20 =2,33

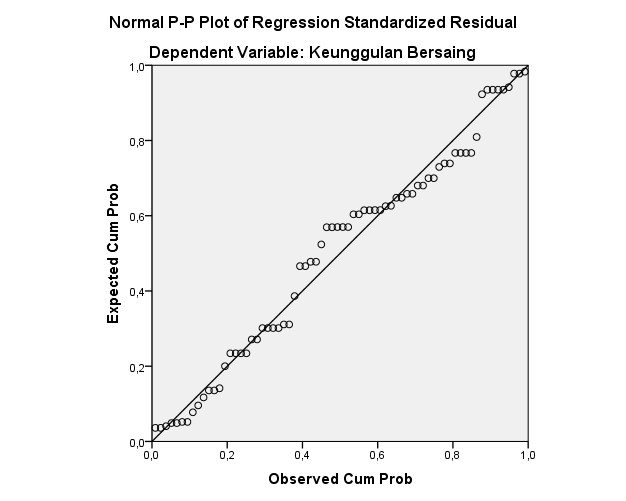
= (1,111)(0,751)

= 0,833

**LAMPIRAN 6**

**UjiAmsumsiKlasik**

1. **Uji Normalitas Data**



1. **Uji Heterokedastisitas**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 1,944 | ,920 |  | 2,113 | ,038 |
| Kreativitas | ,058 | ,038 | ,302 | 1,522 | ,133 |
| Inovasi | -,086 | ,036 | -,471 | -2,373 | ,021 |
| a. Dependent Variable: RES2 | | | | | | |

1. **Uji Multikolonieritas**

|  |  |  |  |
| --- | --- | --- | --- |
| Model | | Collinearity Statistics | |
| Tolerance | VIF |
| 1 | (Constant) |  |  |
| Kreativitas | ,348 | 2,876 |
| Inovasi | ,348 | 2,876 |
| 1. Dependent Variable: Keunggulan Bersaing | | | | |

**LAMPIRAN 7**

**Regresi Linier Berganda, Uji T, Uji F Dan UjiDertementasi**

1. **Regresi Linier Berganda Dan Uji T**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 4,861 | 1,635 |  | 2,974 | ,004 |
| Kreativitas | ,342 | ,067 | ,370 | 5,076 | ,000 |
| Inovasi | ,543 | ,065 | ,612 | 8,395 | ,000 |
| |  | | --- | | a. Dependent Variable: Keunggulan Bersaing |   *Sumber : Pengolahan data menggunakan SPSS 24.0 (2018)* | | | | | | |

1. **Uji F**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 458,738 | 2 | 229,369 | 237,349 | ,000b |
| Residual | 64,747 | 67 | ,966 |  |  |
| Total | 523,486 | 69 |  |  |  |
| A. Dependent Variable: Keunggulan Bersaing | | | | | | |
| B. Predictors: (Constant), Inovasi, Kreativitas | | | | | | |

1. Uji Determinasi

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,936a | ,876 | ,873 | ,983 |
| A. Predictors: (Constant), Proses Produksi, KualitasBahan Baku | | | | |

**LAMPIRAN 8**

**PERHITUNGAN MANUAL**

**Regresi Linier Berganda, Uji T, Uji F Dan UjiDertementasi**

1. Data untukmencarihubunganvariabel X1 dan Y

X1 =2768

Y = 2805

X12 **=** 110046

Y2 = 112905

∑X1.Y = 111387

2. Data untukmencari X2 dan Y

X2 = 2793

Y = 2805

X22  = 112083

Y2 = 112905

∑X2.Y =112436

3. Data untukmencari X1 dan X2

X1 = 2768

X2 = 2793

X12 = 110046

X22 = 112083

∑X1.X2 = 110937

1. Uji r
2. *rxy* =

*rx1y* =

=

= =

=

= 0,85904339

1. *rxy* =

*rx2y* =

*rxy* =

=

= =

=

= 0,97213073

*rx1x2* =

=

= =

=

= 0,801220321

1. *Ryx1x2*  =

=

=

=

=

=

= 0,93371

1. Uji T

t =

=

=

=

=

= 60,0695

1. Uji F

F =

=

=

=

=

= 227855

1. Uji Determinasi

D = R² x 100%

= 0,946² x 100%

= 0,0894916 x 100%

= 0,894916

= 871