# KUESUINER

Kepada Yth Bapak/Ibu Responden di-

Tempat

Puji syukur kita panjatkan kehadirat Allah SWT karena atas limpahan rahmat, hidayah dan taufik-Nya lah sehingga angket penelitian ini yang berjudul “**Pengaruh Lokasi, Inovasi Produk dan Harga Terhadap Keunggulan Bersaing UMKM Sapu Lidi dan Sapu Ijuk di Kecamatan Tanjung Morawa**”. Sehubungan dengan hal tersebut, maka mohon kesediaan Bapak/Ibu untuk mengisi angket ini walaupun disadari bahwa kesibukan selalu menyertai aktivitas, tugas dan pekerjaan Bapak/Ibu. Dalam mengisi angket ini,mohon kesediannya untuk menjawab secara jujur dan objektif, serta tidak merasa ragu karena angket ini hanya untuk kebutuhan penelitian, yang tidak sama sekali dimaksudkan untuk memberi penilaian yang dapat merugikan akademik Bapak/Ibu.

Atas kesediaan dan kerjasama yang baik ini diucapkan banyak terima kasih, semoga Allah SWT meridhoi kita semua, Amin.

Medan, Mei 2022

 Peneliti,

 **SINTIA KUSUMA DEFI**

 **NPM. 183114034**

# IDENTITAS RESPONDEN

Nama :.........................................................................

JenisKelamin :.........................................................................

Lama Usaha :.........................................................................

# PETUNJUK PENGISIAN

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

SS = SangatSetuju

S = Setuju

KS = Kurang Setuju

TS = Tidak Setuju

STS = Sangat Tidak Setuju

* 1. bila ada sesuatu yang kurang jelas. mohon ditanyakan padapeneliti.

# Lokasi (X1)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **KS** | **STS** |
| **Ketersediaan Lahan Parkir** |
| 1 | Tempat parkir usaha UMKM sangat tersedia untuk semua kendaraan |  |  |  |  |  |
| **Memiliki Tempat Yang Cukup Luas** |
| 2 | Lokasiusaha UMKM cukup luas  |  |  |  |  |  |
| **Lokasi Pasar Dilalui Banyak Alat Transportasi** |
| 3 | Lokasi usaha UMKM banyak dilalui alat trasportasi  |  |  |  |  |  |
| **Lokasi Yang Strategis** |
| 4 | Lokasi usaha UMKM sapu lidi dan ijuk merupakan lokasi yang mudah ditemukan |  |  |  |  |  |
| 5 | Lokasi usaha UMKM sapu lidi dan ijuk cukup strategis |  |  |  |  |  |

**Inovasi produk (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **KS** | **STS** |
| **Keunggulan Relatif**  |
| 1 | Sapu lidi dan ijuk produk yang di tawarkan yang memiliki kelebihan dibandingkan produk lama dan belum pernah dibuat oleh pesaing |  |  |  |  |  |
| 2 | Sapu lidi dan ijuk mampu bersaing dan unggul diantara produk lain |  |  |  |  |  |
| **Kompatibilitas** |
| 3 | Sapu lidi dan ijuk memiliki ciri khas yang berbeda dengan produk lain |  |  |  |  |  |
| **Divisibiliras**  |
| 4 | Sapu lidi dan ijuk menawarkan beragam variasi model yang memunculkan banyak pilihan |  |  |  |  |  |
| **Komunikabilitas**  |
| 5 | Sapu lidi dan ijuk memiliki penampilan dan bentuk yang unik dan menarik |  |  |  |  |  |

**Harga (X3)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **KS** | **STS** |
| **Keterjangkauan Harga**  |
| 1 | Harga sapu lidi dan ijuk yang diberikan lebih murah dari pesaingnya |  |  |  |  |  |
| 2 | Harga sapu lidi dan sapu ijuk yang diberikan terjangkau sesuai dengan tingkat ekonomi konsumen |  |  |  |  |  |
| **Kesesuaian Harga Dengan Kualitas Produk**  |
| 3 | Harga sapu lidi dan sapu ijuk yang ditawarkan sesuai dengan kualitas yang diberikan para UMKM |  |  |  |  |  |
| **Daya Saing Harga** |
| 4 | Para UMKM memberikan harga sapu lidi dan sapu ijuk sesuai dengan harapan saya |  |  |  |  |  |
| **Kesesuaian Harga Dengan Manfaat**  |
| 5 | Harga sapu lidi dan sapu ijuk yang ditawarkan para UMKM sesuai dengan manfaatnya |  |  |  |  |  |

**Keunggulan Bersaing (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **KS** | **KS** | **STS** |
| **Harga atau Nilai** |
| 1 | Usaha yang kompetitif akan menawarkan produk yang memiliki nilai lebih dimataKonsumen |  |  |  |  |  |
| **Menyenangkan Konsumen** |
| 2 | Usaha yang memiliki keunggulan bersaing berupaya menciptakan produk yang disukaioleh konsumen |  |  |  |  |  |
| **Pengalaman Konsumen** |
| 3 | Memberikan pengalaman yang baik kepada konsumen akan meningkatkan keunggulanbersaing usaha |  |  |  |  |  |
| **Atribut Produk** |
| 4 | Usaha yang kompetitif akan berusaha menawarkan kemasan produk dalambentuk yang lebih istimewa |  |  |  |  |  |
| **Keistimewaan Layanan yang Unik** |
| 5 | Pelayanan yang unik menjadi salahsatubentuk keunggulan bersaing usaha |  |  |  |  |  |

Lampiran 2

Tabulasi Data

|  |
| --- |
| **Data Tabulasi Variabel Lokasi (X1)** |
| **No** | **1** | **2** | **3** | **4** | **5** | **Jumlah** |
| 1 | 4 | 3 | 3 | 3 | 3 | 16 |
| 2 | 5 | 5 | 5 | 5 | 5 | 25 |
| 3 | 4 | 5 | 5 | 5 | 5 | 24 |
| 4 | 5 | 5 | 5 | 5 | 5 | 25 |
| 5 | 5 | 5 | 4 | 5 | 5 | 24 |
| 6 | 5 | 5 | 5 | 5 | 5 | 25 |
| 7 | 4 | 5 | 5 | 5 | 5 | 24 |
| 8 | 5 | 4 | 4 | 4 | 4 | 21 |
| 9 | 3 | 3 | 4 | 3 | 5 | 18 |
| 10 | 4 | 5 | 4 | 4 | 4 | 21 |
| 11 | 4 | 4 | 4 | 3 | 4 | 19 |
| 12 | 5 | 4 | 4 | 4 | 4 | 21 |
| 13 | 4 | 5 | 5 | 5 | 5 | 24 |
| 14 | 5 | 4 | 4 | 5 | 4 | 22 |
| 15 | 4 | 4 | 4 | 4 | 4 | 20 |
| 16 | 5 | 5 | 5 | 5 | 5 | 25 |
| 17 | 5 | 4 | 5 | 5 | 3 | 22 |
| 18 | 4 | 5 | 5 | 4 | 4 | 22 |
| 19 | 5 | 5 | 5 | 5 | 4 | 24 |
| 20 | 4 | 5 | 5 | 5 | 4 | 23 |
| 21 | 5 | 4 | 5 | 5 | 5 | 24 |
| 22 | 4 | 3 | 5 | 4 | 5 | 21 |
| 23 | 4 | 5 | 3 | 3 | 5 | 20 |
| 24 | 4 | 4 | 5 | 3 | 5 | 21 |
| 25 | 5 | 5 | 3 | 4 | 5 | 22 |
| 26 | 5 | 5 | 5 | 4 | 5 | 24 |
| 27 | 5 | 4 | 4 | 5 | 4 | 22 |
| 28 | 4 | 4 | 5 | 4 | 5 | 22 |
| 29 | 4 | 5 | 4 | 4 | 4 | 21 |
| 30 | 5 | 5 | 5 | 5 | 5 | 25 |
| 31 | 4 | 5 | 5 | 5 | 5 | 24 |
| 32 | 5 | 4 | 4 | 5 | 5 | 23 |
| 33 | 4 | 4 | 5 | 3 | 5 | 21 |
| 34 | 5 | 5 | 5 | 5 | 5 | 25 |
| 35 | 4 | 5 | 5 | 5 | 5 | 24 |

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| --- |
| **Data Tabulasi Variabel Inovasi produk (X2)** |
| **NO** | **1** | **2** | **3** | **4** | **5** | **Jumlah** |
| 1 | 5 | 5 | 5 | 5 | 5 | 25 |
| 2 | 4 | 4 | 5 | 5 | 5 | 23 |
| 3 | 5 | 4 | 4 | 5 | 5 | 23 |
| 4 | 4 | 4 | 5 | 5 | 4 | 22 |
| 5 | 4 | 5 | 4 | 4 | 4 | 21 |
| 6 | 4 | 4 | 4 | 4 | 4 | 20 |
| 7 | 4 | 4 | 4 | 5 | 5 | 22 |
| 8 | 4 | 4 | 4 | 5 | 5 | 22 |
| 9 | 4 | 4 | 4 | 4 | 5 | 21 |
| 10 | 4 | 4 | 5 | 4 | 4 | 21 |
| 11 | 4 | 4 | 4 | 4 | 4 | 20 |
| 12 | 4 | 4 | 5 | 4 | 4 | 21 |
| 13 | 4 | 4 | 4 | 4 | 4 | 20 |
| 14 | 4 | 4 | 4 | 4 | 5 | 21 |
| 15 | 4 | 5 | 5 | 5 | 5 | 24 |
| 16 | 4 | 5 | 4 | 4 | 4 | 21 |
| 17 | 4 | 4 | 3 | 4 | 4 | 19 |
| 18 | 4 | 4 | 4 | 5 | 5 | 22 |
| 19 | 5 | 4 | 4 | 5 | 5 | 23 |
| 20 | 4 | 5 | 4 | 4 | 5 | 22 |
| 21 | 4 | 4 | 4 | 5 | 5 | 22 |
| 22 | 4 | 4 | 3 | 4 | 4 | 19 |
| 23 | 5 | 4 | 5 | 4 | 4 | 22 |
| 24 | 4 | 4 | 4 | 5 | 4 | 21 |
| 25 | 5 | 5 | 4 | 4 | 4 | 22 |
| 26 | 4 | 4 | 4 | 5 | 4 | 21 |
| 27 | 4 | 4 | 3 | 5 | 5 | 21 |
| 28 | 5 | 4 | 4 | 4 | 4 | 21 |
| 29 | 4 | 4 | 5 | 4 | 5 | 22 |
| 30 | 5 | 4 | 4 | 5 | 5 | 23 |
| 31 | 4 | 4 | 4 | 4 | 4 | 20 |
| 32 | 5 | 4 | 4 | 4 | 4 | 21 |
| 33 | 4 | 5 | 4 | 5 | 5 | 23 |
| 34 | 3 | 4 | 4 | 4 | 5 | 20 |
| 35 | 3 | 4 | 5 | 5 | 4 | 21 |

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| --- |
| **Data Tabulasi Variabel Harga (X3)** |
| **NO** | **1** | **2** | **3** | **4** | **5** | **Jumlah** |
| 1 | 4 | 4 | 5 | 5 | 5 | 23 |
| 2 | 4 | 4 | 4 | 5 | 4 | 21 |
| 3 | 3 | 4 | 5 | 4 | 4 | 20 |
| 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 5 | 5 | 4 | 4 | 5 | 23 |
| 6 | 4 | 4 | 4 | 4 | 4 | 20 |
| 7 | 4 | 4 | 4 | 4 | 4 | 20 |
| 8 | 5 | 4 | 4 | 4 | 4 | 21 |
| 9 | 4 | 5 | 4 | 4 | 4 | 21 |
| 10 | 5 | 5 | 4 | 5 | 4 | 23 |
| 11 | 3 | 4 | 4 | 4 | 4 | 19 |
| 12 | 4 | 4 | 4 | 3 | 4 | 19 |
| 13 | 4 | 4 | 5 | 5 | 4 | 22 |
| 14 | 5 | 4 | 4 | 4 | 4 | 21 |
| 15 | 4 | 5 | 4 | 5 | 4 | 22 |
| 16 | 5 | 4 | 4 | 4 | 4 | 21 |
| 17 | 3 | 4 | 4 | 4 | 3 | 18 |
| 18 | 4 | 4 | 4 | 5 | 4 | 21 |
| 19 | 5 | 4 | 3 | 4 | 4 | 20 |
| 20 | 4 | 5 | 4 | 3 | 4 | 20 |
| 21 | 4 | 4 | 5 | 5 | 4 | 22 |
| 22 | 3 | 4 | 4 | 3 | 4 | 18 |
| 23 | 5 | 4 | 5 | 4 | 4 | 22 |
| 24 | 4 | 4 | 4 | 4 | 5 | 21 |
| 25 | 5 | 5 | 4 | 4 | 5 | 23 |
| 26 | 4 | 4 | 4 | 4 | 4 | 20 |
| 27 | 4 | 4 | 5 | 5 | 4 | 22 |
| 28 | 5 | 4 | 5 | 5 | 5 | 24 |
| 29 | 4 | 4 | 4 | 3 | 4 | 19 |
| 30 | 5 | 4 | 5 | 5 | 5 | 24 |
| 31 | 4 | 4 | 4 | 4 | 4 | 20 |
| 32 | 3 | 4 | 5 | 4 | 4 | 20 |
| 33 | 4 | 5 | 5 | 5 | 4 | 23 |
| 34 | 3 | 4 | 4 | 5 | 5 | 21 |
| 35 | 3 | 4 | 5 | 4 | 5 | 21 |

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| **Data Tabulasi Variabel Keunggulan Bersaing (Y)** |
| **NO** | **1** | **2** | **3** | **4** | **5** | **Jumlah** |
| 1 | 4 | 5 | 5 | 4 | 5 | 23 |
| 2 | 5 | 5 | 5 | 5 | 5 | 25 |
| 3 | 5 | 4 | 4 | 4 | 5 | 22 |
| 4 | 4 | 4 | 5 | 5 | 4 | 22 |
| 5 | 4 | 5 | 5 | 4 | 4 | 22 |
| 6 | 5 | 4 | 5 | 4 | 4 | 22 |
| 7 | 5 | 5 | 4 | 5 | 5 | 24 |
| 8 | 5 | 5 | 4 | 5 | 5 | 24 |
| 9 | 4 | 4 | 5 | 4 | 5 | 22 |
| 10 | 5 | 5 | 5 | 5 | 5 | 25 |
| 11 | 5 | 4 | 4 | 4 | 4 | 21 |
| 12 | 4 | 3 | 5 | 4 | 4 | 20 |
| 13 | 5 | 5 | 5 | 4 | 4 | 23 |
| 14 | 4 | 5 | 4 | 4 | 5 | 22 |
| 15 | 5 | 4 | 4 | 4 | 5 | 22 |
| 16 | 5 | 4 | 5 | 4 | 4 | 22 |
| 17 | 4 | 4 | 3 | 4 | 4 | 19 |
| 18 | 5 | 5 | 4 | 5 | 5 | 24 |
| 19 | 5 | 4 | 4 | 5 | 5 | 23 |
| 20 | 4 | 4 | 4 | 4 | 5 | 21 |
| 21 | 5 | 5 | 5 | 5 | 5 | 25 |
| 22 | 4 | 4 | 4 | 4 | 4 | 20 |
| 23 | 5 | 4 | 5 | 4 | 4 | 22 |
| 24 | 4 | 4 | 4 | 4 | 4 | 20 |
| 25 | 4 | 4 | 5 | 4 | 4 | 21 |
| 26 | 4 | 4 | 4 | 5 | 4 | 21 |
| 27 | 4 | 5 | 4 | 5 | 5 | 23 |
| 28 | 5 | 4 | 4 | 5 | 5 | 23 |
| 29 | 4 | 4 | 5 | 4 | 5 | 22 |
| 30 | 5 | 5 | 5 | 5 | 5 | 25 |
| 31 | 4 | 4 | 4 | 4 | 4 | 20 |
| 32 | 3 | 4 | 5 | 4 | 4 | 20 |
| 33 | 5 | 4 | 5 | 5 | 5 | 24 |
| 34 | 4 | 4 | 4 | 4 | 5 | 21 |
| 35 | 5 | 4 | 5 | 5 | 4 | 23 |

Hasil Validitas dan Reliabilitas

Lokasi X1

|  |
| --- |
| **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 |
| p1 | 15.50 | 6.672 | .616 | .397 | .851 |
| p2 | 15.67 | 7.126 | .301 | .134 | .902 |
| p3 | 16.00 | 4.345 | .877 | .838 | .767 |
| p4 | 16.10 | 4.645 | .840 | .819 | .779 |
| p5 | 15.93 | 4.961 | .813 | .695 | .788 |

|  |
| --- |
| **Reliability Statistics** |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .857 | .850 | 5 |

Inovasi produk (X2)

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| --- |
| **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 |
| p1 | 17.20 | 3.890 | .595 | .393 | .742 |
| p2 | 17.13 | 4.671 | .345 | .190 | .815 |
| p3 | 16.93 | 3.995 | .633 | .711 | .732 |
| p4 | 16.93 | 3.789 | .735 | .778 | .699 |
| p5 | 17.13 | 3.706 | .570 | .495 | .754 |

|  |
| --- |
| **Reliability Statistics** |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .791 | .792 | 5 |

Harga (X3)

|  |
| --- |
| **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 |
| p1 | 17.47 | 2.395 | .728 | .685 | .664 |
| p2 | 17.60 | 2.800 | .522 | .464 | .739 |
| p3 | 17.57 | 3.151 | .225 | .120 | .841 |
| p4 | 17.47 | 2.533 | .631 | .628 | .701 |
| p5 | 17.37 | 2.585 | .696 | .573 | .683 |

|  |
| --- |
| **Reliability Statistics** |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .773 | .780 | 5 |

Keunggulan bersaing (Y)

|  |
| --- |
| **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 |
| p1 | 15.00 | 4.897 | .645 | .651 | .793 |
| p2 | 15.13 | 5.223 | .432 | .542 | .842 |
| p3 | 15.30 | 3.941 | .784 | .725 | .743 |
| p4 | 15.37 | 4.102 | .758 | .770 | .752 |
| p5 | 15.33 | 4.506 | .542 | .515 | .821 |

Reliabilitas (Y)

|  |
| --- |
| **Reliability Statistics** |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .828 | .829 | 5 |

Hasil spps

|  |
| --- |
| **Coefficientsa** |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. | Collinearity Statistics |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | -1.243 | 4.709 |  | -.264 | .794 |  |  |
| Lokasi | .170 | .098 | .228 | 1.736 | .093 | .958 | 1.043 |
| Inovasi\_produk | .461 | .182 | .372 | 2.537 | .016 | .771 | 1.297 |
| Harga | .464 | .151 | .443 | 3.073 | .004 | .800 | 1.250 |
| a. Dependent Variable: Keunggulan\_bersaing |

|  |
| --- |
| **ANOVAa** |
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 43.773 | 3 | 14.591 | 9.749 | .000b |
| Residual | 46.398 | 31 | 1.497 |  |  |
| Total | 90.171 | 34 |  |  |  |
| a. Dependent Variable: Keunggulan\_bersaing |
| b. Predictors: (Constant), Harga, Lokasi, Inovasi\_produk |

|  |
| --- |
| **Model Summaryb** |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | Durbin-Watson |
| R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .697a | .485 | .436 | 1.223 | .485 | 9.749 | 3 | 31 | .000 | 1.514 |
| a. Predictors: (Constant), Harga, Lokasi, Inovasi\_produk |
| b. Dependent Variable: Keunggulan\_bersaing |



