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LAMPIRAN

Lampiran 1 Hasil Kuesioner Penelitian Orientasi Pasar

Responden	Orientasi Pelanggan (X1)			Orientasi Pesaing (X2)			Koordinasi Antar Fungsi (X3)			Total Skor Orientasi Pasar (X)
	X1.1	X1.2	X1.3	X2.1	X2.2	X2.3	X3.1	X3.2	X3.3	
1	5	5	5	3	4	4	5	4	5	40
2	5	5	5	4	4	4	5	4	5	41
3	4	4	4	3	4	4	4	5	5	37
4	5	5	5	3	4	4	4	4	4	38
5	4	4	4	3	3	3	4	4	4	33
6	4	3	3	3	3	4	4	3	4	31
7	5	5	5	4	4	4	4	4	4	39
8	4	4	3	4	4	4	4	3	4	34
9	4	5	4	3	3	4	4	4	4	35
10	5	4	4	5	4	5	5	5	5	42
11	5	4	4	4	4	4	5	5	4	39
12	4	4	5	3	3	4	4	4	4	35
13	5	5	5	4	4	5	4	4	4	40
14	5	5	4	4	4	5	5	4	5	41
15	4	4	4	4	4	4	4	4	4	36
16	4	4	4	4	4	4	4	4	4	36
17	5	5	5	4	4	5	3	3	5	39
18	4	4	3	4	4	5	3	4	4	35
19	4	5	4	3	3	3	4	4	4	34
20	4	4	4	4	4	4	5	4	4	37
21	4	4	4	3	3	3	3	3	4	31
22	4	4	4	4	4	4	4	4	4	36
23	4	4	4	4	4	4	4	4	4	36
24	5	5	5	4	4	4	4	4	4	39
25	4	4	4	3	3	3	4	4	4	33
26	4	4	4	4	4	4	4	4	5	37
27	4	4	4	4	4	4	4	4	4	36
28	4	4	4	4	4	4	4	4	4	36
29	5	5	5	3	4	3	4	4	5	38
30	5	5	5	3	3	4	4	4	4	37
31	4	4	4	4	4	4	5	4	5	38
32	4	4	4	4	4	4	4	4	4	36
33	4	4	4	4	5	4	5	4	5	39
34	4	4	4	4	3	4	4	4	4	35
35	4	4	4	3	4	4	4	4	4	35
36	4	4	4	3	3	4	4	4	4	34

37	5	5	5	3	3	3	4	4	4	36
38	4	4	4	3	3	4	5	4	5	36
39	4	4	4	2	3	4	4	4	4	33
40	5	5	4	4	3	4	4	4	4	37
41	5	4	5	4	4	4	4	4	4	38
42	4	5	4	3	3	4	4	4	4	35
43	5	5	4	4	4	4	4	4	5	39
44	5	5	4	4	4	4	4	4	4	38
45	4	4	4	3	3	3	4	4	4	33
46	4	4	4	4	5	4	4	4	4	37
47	5	5	5	4	5	4	5	5	5	43
48	4	4	4	3	4	3	4	4	4	34
49	5	4	5	4	4	4	4	4	4	38
50	4	4	4	3	4	4	4	4	4	35
51	4	4	4	3	4	4	4	4	4	35
52	5	4	5	3	4	5	5	5	5	41
53	4	4	4	3	5	4	4	4	4	36
54	4	5	5	4	5	5	4	5	4	41
55	4	4	4	4	4	4	4	4	4	36
56	4	5	4	4	5	4	5	3	5	39
57	4	5	5	4	4	4	4	4	4	38
58	4	4	3	3	5	4	4	4	4	35
59	5	5	4	4	4	4	4	5	4	39
60	3	5	3	3	3	4	4	4	4	33
61	5	5	5	4	5	4	5	4	4	41
62	4	5	4	3	3	4	4	4	4	35
63	5	5	5	4	5	5	5	5	5	44
64	5	5	5	4	4	4	4	4	4	39
65	5	5	5	3	4	4	4	4	4	38
66	5	5	5	3	3	3	5	5	5	39
67	4	4	4	4	5	3	4	4	4	36
68	5	5	4	5	5	5	5	4	4	42
69	5	5	5	4	4	4	4	5	4	40
70	4	5	4	4	4	4	4	4	5	38
71	4	5	4	4	4	4	5	4	4	38
72	4	5	4	4	3	4	4	4	4	36
73	5	5	5	5	4	5	4	4	4	41
74	4	4	4	4	4	4	4	4	4	36
75	4	4	5	4	4	5	5	5	5	41
76	5	5	5	4	4	5	4	4	4	40
77	5	5	5	4	4	5	5	5	5	43

Lampiran 2 Hasil Uji Validitas Orientasi Pasar

Correlations

		X1.1	X1.2	X1.3	X2.1	X2.2	X2.3	X3.1	X3.2	X3.3	Orientasi Pasar (X)
X1.1	Pearson Correlation	1	.529**	.675**	.286*	.183	.270*	.245*	.289*	.243*	.702**
	Sig. (2-tailed)		.000	.000	.012	.112	.017	.032	.011	.033	.000
	N	77	77	77	77	77	77	77	77	77	77
X1.2	Pearson Correlation	.529**	1	.502**	.156	.048	.163	.127	.147	.150	.532**
	Sig. (2-tailed)	.000		.000	.176	.679	.155	.272	.203	.194	.000
	N	77	77	77	77	77	77	77	77	77	77
X1.3	Pearson Correlation	.675**	.502**	1	.106	.129	.171	.202	.341**	.220	.633**
	Sig. (2-tailed)	.000	.000		.359	.265	.138	.078	.002	.055	.000
	N	77	77	77	77	77	77	77	77	77	77
X2.1	Pearson Correlation	.286*	.156	.106	1	.501**	.499**	.211	.120	.104	.590**
	Sig. (2-tailed)	.012	.176	.359		.000	.000	.065	.298	.370	.000
	N	77	77	77	77	77	77	77	77	77	77
X2.2	Pearson Correlation	.183	.048	.129	.501**	1	.357**	.291*	.172	.206	.575**
	Sig. (2-tailed)	.112	.679	.265	.000		.001	.010	.134	.072	.000
	N	77	77	77	77	77	77	77	77	77	77
X2.3	Pearson Correlation	.270*	.163	.171	.499**	.357**	1	.212	.244*	.229*	.605**
	Sig. (2-tailed)	.017	.155	.138	.000	.001		.065	.032	.045	.000
	N	77	77	77	77	77	77	77	77	77	77
X3.1	Pearson Correlation	.245*	.127	.202	.211	.291*	.212	1	.432**	.532**	.589**
	Sig. (2-tailed)	.032	.272	.078	.065	.010	.065		.000	.000	.000
	N	77	77	77	77	77	77	77	77	77	77
X3.2	Pearson Correlation	.289*	.147	.341**	.120	.172	.244*	.432**	1	.269*	.544**
	Sig. (2-tailed)	.011	.203	.002	.298	.134	.032	.000		.018	.000
	N	77	77	77	77	77	77	77	77	77	77
X3.3	Pearson Correlation	.243*	.150	.220	.104	.206	.229*	.532**	.269*	1	.523**
	Sig. (2-tailed)	.033	.194	.055	.370	.072	.045	.000	.018		.000
	N	77	77	77	77	77	77	77	77	77	77
Orientasi Pasar (X)	Pearson Correlation	.702**	.532**	.633**	.590**	.575**	.605**	.589**	.544**	.523**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	77	77	77	77	77	77	77	77	77	77

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

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

Lampiran 3 Hasil Uji Reliabilitas Orientasi Pasar

Reliability

Case Processing Summary

		N	%
Cases	Valid	77	100.0
	Excluded[a]	0	.0
	Total	77	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.762	9

Lampiran 4 Hasil Kuesioner Penelitian Inovasi

Responden	Inovasi Produk (Y1)			Inovasi Proses (Y2)			Inovasi Output (Y3)			Total Skor Inovasi (Y)
	Y1.1	Y1.2	Y1.3	Y2.1	Y2.2	Y2.3	Y3.1	Y3.2	Y3.3	
1	5	4	5	4	4	3	4	4	5	38
2	5	3	5	4	5	3	3	3	4	35
3	5	3	5	4	4	3	4	3	5	36
4	4	4	4	4	4	3	4	5	5	37
5	4	3	4	3	3	4	4	3	4	32
6	4	3	4	3	3	3	4	3	4	31
7	4	5	4	4	4	4	4	4	5	38
8	4	3	4	4	4	3	3	3	4	32
9	4	3	4	4	4	3	3	3	4	32
10	4	4	5	4	3	4	3	4	4	35
11	4	4	4	3	4	3	3	4	4	33
12	4	3	4	4	4	4	3	3	3	32
13	5	4	4	4	4	4	3	3	5	36
14	4	5	5	5	5	4	4	4	3	39
15	4	4	4	4	4	3	3	4	4	34
16	5	5	5	4	5	3	5	4	4	40
17	5	5	5	4	4	5	4	4	3	39
18	4	4	4	3	3	3	4	4	4	33
19	4	3	4	4	4	3	3	3	4	32
20	5	4	3	4	5	3	3	3	4	34
21	4	4	5	4	4	3	4	3	4	35
22	4	3	5	4	5	4	3	3	4	35
23	4	3	4	4	4	5	4	3	4	35
24	3	4	3	3	4	4	3	4	4	32
25	3	3	3	3	3	3	3	3	4	28
26	4	3	4	4	4	3	3	3	4	32
27	4	3	4	3	3	4	3	3	4	31
28	4	3	4	3	4	3	4	3	3	31
29	4	5	4	4	4	4	5	4	5	39
30	4	4	4	3	3	4	4	5	5	36
31	4	3	5	3	3	3	5	4	4	34
32	4	3	4	3	3	3	3	3	4	30
33	5	3	5	5	4	4	3	3	5	37
34	4	3	4	4	4	3	4	3	4	33
35	4	3	4	3	3	3	3	3	4	30
36	4	3	4	4	4	4	4	3	4	34
37	4	5	4	3	3	5	4	4	5	37

38	4	4	5	4	4	3	3	3	4	34
39	4	3	4	4	4	4	3	3	5	34
40	3	3	4	3	3	3	3	3	3	28
41	4	4	4	4	4	3	4	4	3	34
42	5	3	4	3	4	3	3	3	4	32
43	3	4	3	4	4	3	4	3	3	31
44	5	4	4	3	3	3	3	4	4	33
45	4	3	4	4	4	3	3	3	4	32
46	5	5	5	3	3	3	5	5	4	38
47	5	3	5	5	5	4	3	3	5	38
48	4	3	4	3	3	4	3	3	4	31
49	4	3	4	4	4	3	3	3	4	32
50	4	4	4	4	4	4	4	4	4	36
51	4	4	4	4	4	4	4	4	4	36
52	4	3	4	4	4	3	3	3	5	33
53	4	4	4	3	4	3	4	4	4	34
54	4	3	5	4	4	4	3	3	5	35
55	4	4	4	3	4	3	3	4	4	33
56	3	4	3	4	4	3	5	5	4	35
57	3	3	3	3	4	4	3	3	4	30
58	4	3	4	5	5	4	3	3	5	36
59	4	3	4	5	5	4	4	3	4	36
60	4	3	4	4	4	4	3	3	5	34
61	4	3	3	4	4	3	3	3	4	31
62	4	5	4	3	4	3	3	3	4	33
63	4	3	5	5	4	5	4	4	5	39
64	4	5	4	4	4	4	4	4	5	38
65	5	3	5	5	5	5	5	5	5	43
66	3	5	4	5	5	3	5	3	3	36
67	4	3	4	4	4	3	4	4	4	34
68	4	4	5	5	4	5	5	5	5	42
69	5	5	3	5	4	5	5	5	5	42
70	4	4	4	4	4	4	3	4	4	35
71	5	4	4	5	4	4	4	3	4	37
72	4	4	5	4	4	3	4	4	3	35
73	4	4	4	5	5	5	4	4	4	39
74	4	4	4	4	4	4	4	4	4	36
75	5	5	5	4	4	5	5	4	5	42
76	4	4	4	4	4	4	4	4	4	36
77	5	5	5	5	5	5	5	4	5	44

Lampiran 5 Hasil Uji Validitas Inovasi

Correlations

		Y1.1	Y1.2	Y1.3	Y2.1	Y2.2	Y2.3	Y3.1	Y3.2	Y3.3	Inovasi (Y)
Y1.1	Pearson Correlation	1	.165	.499**	.258*	.218	.196	.143	.125	.364**	.539**
	Sig. (2-tailed)		.152	.000	.023	.057	.087	.215	.279	.001	.000
	N	77	77	77	77	77	77	77	77	77	77
Y1.2	Pearson Correlation	.165	1	.090	.110	.120	.223	.522**	.571**	.030	.582**
	Sig. (2-tailed)	.152		.434	.339	.298	.052	.000	.000	.795	.000
	N	77	77	77	77	77	77	77	77	77	77
Y1.3	Pearson Correlation	.499**	.090	1	.282*	.168	.185	.224	.126	.173	.505**
	Sig. (2-tailed)	.000	.434		.013	.144	.108	.051	.276	.133	.000
	N	77	77	77	77	77	77	77	77	77	77
Y2.1	Pearson Correlation	.258*	.110	.282*	1	.717**	.434**	.277*	.090	.240*	.653**
	Sig. (2-tailed)	.023	.339	.013		.000	.000	.015	.434	.035	.000
	N	77	77	77	77	77	77	77	77	77	77
Y2.2	Pearson Correlation	.218	.120	.168	.717**	1	.183	.125	-.044	.054	.476**
	Sig. (2-tailed)	.057	.298	.144	.000		.110	.281	.701	.640	.000
	N	77	77	77	77	77	77	77	77	77	77
Y2.3	Pearson Correlation	.196	.223	.185	.434**	.183	1	.301**	.288*	.389**	.633**
	Sig. (2-tailed)	.087	.052	.108	.000	.110		.008	.011	.000	.000
	N	77	77	77	77	77	77	77	77	77	77
Y3.1	Pearson Correlation	.143	.522**	.224	.277*	.125	.301**	1	.613**	.096	.668**
	Sig. (2-tailed)	.215	.000	.051	.015	.281	.008		.000	.405	.000
	N	77	77	77	77	77	77	77	77	77	77
Y3.2	Pearson Correlation	.125	.571**	.126	.090	-.044	.288*	.613**	1	.219	.605**
	Sig. (2-tailed)	.279	.000	.276	.434	.701	.011	.000		.056	.000
	N	77	77	77	77	77	77	77	77	77	77
Y3.3	Pearson Correlation	.364**	.030	.173	.240*	.054	.389**	.096	.219	1	.481**
	Sig. (2-tailed)	.001	.795	.133	.035	.640	.000	.405	.056		.000
	N	77	77	77	77	77	77	77	77	77	77
Inovasi (Y)	Pearson Correlation	.539**	.582**	.505**	.653**	.476**	.633**	.668**	.605**	.481**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	77	77	77	77	77	77	77	77	77	77

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

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

Lampiran 6 Hasil Uji Reliabilitas Inovasi

Reliability

Case Processing Summary

		N	%
Cases	Valid	77	100.0
	Excluded[a]	0	.0
	Total	77	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.745	9

Lampiran 7 Gabungan Hasil Skor Orientasi Pasar (X) dengan Inovasi (Y)

Responden	Total Skor Orientasi Pasar (X)	Total Skor Inovasi (Y)
1	40	38
2	41	35
3	37	36
4	38	37
5	33	32
6	31	31
7	39	38
8	34	32
9	35	32
10	42	35
11	39	33
12	35	32
13	40	36
14	41	39
15	36	34
16	36	40
17	39	39
18	35	33
19	34	32
20	37	34
21	31	35
22	36	35
23	36	35
24	39	32
25	33	28
26	37	32
27	36	31
28	36	31
29	38	39
30	37	36
31	38	34
32	36	30
33	39	37
34	35	33
35	35	30
36	34	34
37	36	37

38	36	34
39	33	34
40	37	28
41	38	34
42	35	32
43	39	31
44	38	33
45	33	32
46	37	38
47	43	38
48	34	31
49	38	32
50	35	36
51	35	36
52	41	33
53	36	34
54	41	35
55	36	33
56	39	35
57	38	30
58	35	36
59	39	36
60	33	34
61	41	31
62	35	33
63	44	39
64	39	38
65	38	43
66	39	36
67	36	34
68	42	42
69	40	42
70	38	35
71	38	37
72	36	35
73	41	39
74	36	36
75	41	42
76	40	36
77	43	44

Lampiran 8 Hasil Uji Korelasi *Rank Spearman*

a. Hasil Uji Korelasi *Rank Spearman* Variabel Orientasi Pasar (X) dengan Inovasi (Y)

Nonparametric Correlations

Correlations

			Orientasi Pasar (X)	Inovasi (Y)
Spearman's rho	Orientasi Pasar (X)	Correlation Coefficient	1.000	.519**
		Sig. (2-tailed)	.	.000
		N	77	77
	Inovasi (Y)	Correlation Coefficient	.519**	1.000
		Sig. (2-tailed)	.000	.
		N	77	77

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

b. Hasil Uji Korelasi *Rank Spearman* Per Item

Correlations

			X1.1	Y1
Spearman's rho	X1.1	Correlation Coefficient	1.000	.000
		Sig. (2-tailed)	.	1.000
		N	77	77
	Y1	Correlation Coefficient	.000	1.000
		Sig. (2-tailed)	1.000	.
		N	77	77

Correlations

			X1.2	Y1
Spearman's rho	X1.2	Correlation Coefficient	1.000	-.120
		Sig. (2-tailed)	.	.300
		N	77	77
	Y1	Correlation Coefficient	-.120	1.000
		Sig. (2-tailed)	.300	.
		N	77	77

Correlations

			X1.3	Y1
Spearman's rho	X1.3	Correlation Coefficient	1.000	.057
		Sig. (2-tailed)	.	.624
		N	77	77
	Y1	Correlation Coefficient	.057	1.000
		Sig. (2-tailed)	.624	.
		N	77	77

Correlations

			X1.1	Y2
Spearman's rho	X1.1	Correlation Coefficient	1.000	.357**
		Sig. (2-tailed)	.	.001
		N	77	77
	Y2	Correlation Coefficient	.357**	1.000
		Sig. (2-tailed)	.001	.
		N	77	77

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

Correlations

			X1.2	Y2
Spearman's rho	X1.2	Correlation Coefficient	1.000	.367**
		Sig. (2-tailed)	.	.001
		N	77	77
	Y2	Correlation Coefficient	.367**	1.000
		Sig. (2-tailed)	.001	.
		N	77	77

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

Correlations

			X1.3	Y2
Spearman's rho	X1.3	Correlation Coefficient	1.000	.345**
		Sig. (2-tailed)	.	.002
		N	77	77
	Y2	Correlation Coefficient	.345**	1.000
		Sig. (2-tailed)	.002	.
		N	77	77

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

Correlations

			X1.1	Y3
Spearman's rho	X1.1	Correlation Coefficient	1.000	.288*
		Sig. (2-tailed)	.	.011
		N	77	77
	Y3	Correlation Coefficient	.288*	1.000
		Sig. (2-tailed)	.011	.
		N	77	77

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

Correlations

			X1.2	Y3
Spearman's rho	X1.2	Correlation Coefficient	1.000	.196
		Sig. (2-tailed)	.	.087
		N	77	77
	Y3	Correlation Coefficient	.196	1.000
		Sig. (2-tailed)	.087	.
		N	77	77

Correlations

			X1.3	Y3
Spearman's rho	X1.3	Correlation Coefficient	1.000	.243*
		Sig. (2-tailed)	.	.033
		N	77	77
	Y3	Correlation Coefficient	.243*	1.000
		Sig. (2-tailed)	.033	.
		N	77	77

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

Correlations

			X2.1	Y1
Spearman's rho	X2.1	Correlation Coefficient	1.000	.000
		Sig. (2-tailed)	.	1.000
		N	77	77
	Y1	Correlation Coefficient	.000	1.000
		Sig. (2-tailed)	1.000	.
		N	77	77

Correlations

			X2.2	Y1
Spearman's rho	X2.2	Correlation Coefficient	1.000	.059
		Sig. (2-tailed)	.	.612
		N	77	77
	Y1	Correlation Coefficient	.059	1.000
		Sig. (2-tailed)	.612	.
		N	77	77

Correlations

			X2.3	Y1
Spearman's rho	X2.3	Correlation Coefficient	1.000	.283*
		Sig. (2-tailed)	.	.013
		N	77	77
	Y1	Correlation Coefficient	.283*	1.000
		Sig. (2-tailed)	.013	.
		N	77	77

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

Correlations

			X2.1	Y2
Spearman's rho	X2.1	Correlation Coefficient	1.000	.203
		Sig. (2-tailed)	.	.076
		N	77	77
	Y2	Correlation Coefficient	.203	1.000
		Sig. (2-tailed)	.076	.
		N	77	77

Correlations

			X2.2	Y2
Spearman's rho	X2.2	Correlation Coefficient	1.000	.264*
		Sig. (2-tailed)	.	.020
		N	77	77
	Y2	Correlation Coefficient	.264*	1.000
		Sig. (2-tailed)	.020	.
		N	77	77

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

Correlations

			X2.3	Y2
Spearman's rho	X2.3	Correlation Coefficient	1.000	.283*
		Sig. (2-tailed)	.	.012
		N	77	77
	Y2	Correlation Coefficient	.283*	1.000
		Sig. (2-tailed)	.012	.
		N	77	77

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

Correlations

			X2.1	Y3
Spearman's rho	X2.1	Correlation Coefficient	1.000	.083
		Sig. (2-tailed)	.	.473
		N	77	77
	Y3	Correlation Coefficient	.083	1.000
		Sig. (2-tailed)	.473	.
		N	77	77

Correlations

			X2.2	Y3
Spearman's rho	X2.2	Correlation Coefficient	1.000	.277*
		Sig. (2-tailed)	.	.015
		N	77	77
	Y3	Correlation Coefficient	.277*	1.000
		Sig. (2-tailed)	.015	.
		N	77	77

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

Correlations

			X2.3	Y3
Spearman's rho	X2.3	Correlation Coefficient	1.000	.254*
		Sig. (2-tailed)	.	.026
		N	77	77
	Y3	Correlation Coefficient	.254*	1.000
		Sig. (2-tailed)	.026	.
		N	77	77

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

Correlations

			X3.3	Y1
Spearman's rho	X3.3	Correlation Coefficient	1.000	.208
		Sig. (2-tailed)	.	.069
		N	77	77
	Y1	Correlation Coefficient	.208	1.000
		Sig. (2-tailed)	.069	.
		N	77	77

Correlations

			X3.1	Y2
Spearman's rho	X3.1	Correlation Coefficient	1.000	.257*
		Sig. (2-tailed)	.	.024
		N	77	77
	Y2	Correlation Coefficient	.257*	1.000
		Sig. (2-tailed)	.024	.
		N	77	77

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

Correlations

			X3.2	Y2
Spearman's rho	X3.2	Correlation Coefficient	1.000	.267*
		Sig. (2-tailed)	.	.019
		N	77	77
	Y2	Correlation Coefficient	.267*	1.000
		Sig. (2-tailed)	.019	.
		N	77	77

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

Correlations

			X3.3	Y2
Spearman's rho	X3.3	Correlation Coefficient	1.000	.267*
		Sig. (2-tailed)	.	.019
		N	77	77
	Y2	Correlation Coefficient	.267*	1.000
		Sig. (2-tailed)	.019	.
		N	77	77

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

Correlations

			X3.1	Y3
Spearman's rho	X3.1	Correlation Coefficient	1.000	.115
		Sig. (2-tailed)	.	.321
		N	77	77
	Y3	Correlation Coefficient	.115	1.000
		Sig. (2-tailed)	.321	.
		N	77	77

Correlations

			X3.2	Y3
Spearman's rho	X3.2	Correlation Coefficient	1.000	.200
		Sig. (2-tailed)	.	.081
		N	77	77
	Y3	Correlation Coefficient	.200	1.000
		Sig. (2-tailed)	.081	.
		N	77	77

Correlations

			X3.3	Y3
Spearman's rho	X3.3	Correlation Coefficient	1.000	.156
		Sig. (2-tailed)	.	.174
		N	77	77
	Y3	Correlation Coefficient	.156	1.000
		Sig. (2-tailed)	.174	.
		N	77	77

Lampiran 9 Hasil Hipotesis Uji T

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Orientasi Pasar (X)[b]	.	Enter

a. Dependent Variable: Inovasi (Y)
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.534[a]	.285	.276	2.869

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

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	246.163	1	246.163	29.910	.000[b]
	Residual	617.265	75	8.230		
	Total	863.429	76			

a. Dependent Variable: Inovasi (Y)
b. Predictors: (Constant), Orientasi Pasar (X)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.629	4.727		1.191	.238
	Orientasi Pasar (X)	.764	.119	.594	6.393	.000

a. Dependent Variable: Inovasi (Y)

Lampiran 10 Dokumentasi di Lapangan