

LAMPIRAN

1. Jawaban Responden

PRIMARY ACTIVITIES (X1)					SECONDARY ACTIVITIES (X2)				COMPETITIVE ADVANTAGE (Y)		
(P1)	(P2)	(P3)	(P4)	(P5)	(P6)	(P7)	(P8)	(P9)	(P10)	(P11)	(P12)
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4	4	4	5	4	5	4	5	5	5	4	5

2. Hasil uji validitas

- Hasil uji validitas variabel primary activities

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Correlations

		P1	P2	P3	P4	P5	TOTALX1
P1	Pearson Correlation	1	-,048	-,101	,139	,074	,446**
	Sig. (2-tailed)		,634	,318	,169	,463	,000
	N	100	100	100	100	100	100
P2	Pearson Correlation	-,048	1	,092	-,030	-,023	,400**
	Sig. (2-tailed)	,634		,361	,769	,821	,000
	N	100	100	100	100	100	100
P3	Pearson Correlation	-,101	,092	1	,034	,280**	,538**

	Sig. (2-tailed)	,318	,361		,737	,005	,000
	N	100	100	100	100	100	100
P4	Pearson Correlation	,139	-,030	,034	1	,071	,504**
	Sig. (2-tailed)	,169	,769	,737		,484	,000
	N	100	100	100	100	100	100
P5	Pearson Correlation	,074	-,023	,280**	,071	1	,556**
	Sig. (2-tailed)	,463	,821	,005	,484		,000
	N	100	100	100	100	100	100

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

- Hasil uji validitas variabel Secondary activities

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Correlations

		P6	P7	P8	P9	TOTALX2
P6	Pearson Correlation	1	-,130	,352**	-,201*	,503**
	Sig. (2-tailed)		,198	,000	,045	,000
	N	100	100	100	100	100
P7	Pearson Correlation	-,130	1	-,113	,188	,453**
	Sig. (2-tailed)	,198		,264	,061	,000
	N	100	100	100	100	100
P8	Pearson Correlation	,352**	-,113	1	,055	,618**
	Sig. (2-tailed)	,000	,264		,590	,000
	N	100	100	100	100	100
P9	Pearson Correlation	-,201*	,188	,055	1	,501**
	Sig. (2-tailed)	,045	,061	,590		,000
	N	100	100	100	100	100

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

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

- Variabel Competitive advantage

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Correlations

		P10	P11	P12	TOTALY
P10	Pearson Correlation	1	,055	,076	,626**
	Sig. (2-tailed)		,584	,451	,000
	N	100	100	100	100
P11	Pearson Correlation	,055	1	-,095	,521**
	Sig. (2-tailed)	,584		,345	,000

	N	100	100	100	100
P12	Pearson Correlation	,076	-,095	1	,604**
	Sig. (2-tailed)	,451	,345		,000
	N	100	100	100	100

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

3. Hasil uji reliabilitas

- Variabel Primary Activities

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
P1	40,61	4,867	,254	,644
P2	40,47	4,999	,212	,654
P3	40,60	4,646	,362	,615
P4	40,54	4,736	,325	,625
P5	40,82	4,674	,400	,608

- Variabel Secondary Activities

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
P6	31,87	3,326	,283	,641
P7	31,75	3,442	,233	,658
P8	31,72	3,133	,437	,608
P9	31,99	3,343	,286	,640

- Variabel Competitive advantage

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
P10	22,04	2,443	,411	,640
P11	22,05	2,634	,277	,703
P12	22,36	2,415	,349	,670

4. Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,87447975
Most Extreme Differences	Absolute	,072
	Positive	,070
	Negative	-,072
Test Statistic		,072
Asymp. Sig. (2-tailed)		,200 ^{c,d}

- Test distribution is Normal.
- Calculated from data.
- Lilliefors Significance Correction.
- This is a lower bound of the true significance.

5. Hasil uji Regresi

Coefficients ^a									
Model	Unstandardized Coefficients		Standardized	t	Sig.	Collinearity Statistics			
	B	Std. Error	Coefficients			Beta	Tolerance		
(Constant)	6,847	2,176		3,147	,002				
PRIMARY ACTV	,141	,075	,184	1,874	,064	,981	1,019		
SECONDARY ACTV	,179	,089	,199	2,025	,046	,981	1,019		

a. Dependent Variable: COMPT ADVTG

6. Hasil Uji F

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,883	2	3,442	4,410	,015 ^b
	Residual	75,707	97	,780		
	Total	82,590	99			

a. Dependent Variable: COMPT ADVTG

b. Predictors: (Constant), SECONDARY ACTV, PRIMARY ACTV

7. Hasil Uji koefisien determinasi R

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	,871 ^a	,759	,754	,15018633	,759	152,581	2	97	,000

a. Predictors: (Constant), x2, x1

b. Dependent Variable: Y

DOKUMENTASI PENELITIAN





KUESIONER PENELITIAN

KUESIONER

Pengaruh Value chain management terhadap Competitive Advante study kasus

UMKM Industry Tas dan Koper (INTAKO) Tanggulangin

Identitas Responden :

Pendidikan terakhir :

- SD
- SMP
- SMA
- Strata Satu
- Strata Dua

Nama UMKM :

Lama Usaha :

- <5 tahun
- >5 tahun
- >10 tahun
- >15 tahun

jumlah tenaga kerja :

Jenis produk UMKM :

- Tas
- Sepatu
- Koper
- Dompet
- Lainnya

Omset UMKM :

- <Rp.5000.000/ Bulan
- > Rp.5000.000/ Bulan
- > Rp.10.000.000/ Bulan
- > Rp.20.000.000/ Bulan
- >Rp.30.000.000/ Bulan

Cara mengisi kuesioner

Mohon Untuk memberikan tanda (√) untuk setiap pernyataan yang dipilih .

Keterangan :

1. Sangat Setuju (SS) = 5
2. Setuju (S) = 4
3. Ragu-Ragu (R) = 3
4. Tidak Setuju (TS) = 2
5. Sangat Tidak Setuju (STS) = 1

Value chain Primary Activities

No	Indicator	Pernyataan	Jawaban				
			SS	S	N	TS	STS
Primary Activities							
1	Inbound Logistic	INTAKO menggunakan penyimpanan material dengan system .					
2	Operation	INTAKO selalu melakukan proses produksi sesuai SOP .					
3	Outbound Logistic	INTAKO menjamin kelancaran pengiriman produk .					
4	Marketing and sales	INTAKO menciptakan marketplace untuk kemudahan memperoleh produk dengan harga yang terjangkau.					
5.	Services	INTAKO memberikan garansi dan purna jual pada produk yang sudah dibeli.					
Secondary Activities							
1	Firm Infrastructure	INTAKO membentuk struktur organisasi dengan jelas .					
2	Human Resources Management	INTAKO melakukan rekrutmen terhadap karyawan dengan standart SOP.					
3	Technologi	INTAKO telah menggunakan system online pada Proses penjualan					
4	Procurement	INTAKO melakukan pembaruan untuk peralatan yang telah usang					
Keunggulan bersaing							
1	Kepemimpinan Harga	INTAKO memberikan harga yang sesuai dengan kualitas untuk konsumen					
2	Diferensiasi	INTAKO berusaha melakukan inovasi agar dapat menghasilkan produk yang					

		berbeda dengan pesaing					
3	Focus	INTAKO focus terhadap produk bebahan dasar kulit					