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## Lampiran 1: Kuesioner penelitian

### LAMPIRAN 1. KUESIONER PENELITIAN

Kuesioner penelitian

No. Responden : \_\_\_\_\_

DAMPAK PEMASARAN DIGITAL  
BAURAN PEMASARAN 7P TERHADAP  
KINERJA UMKM KOTA PALOPO

Assalamualaikum wr. wb bersama ini, saya mohon kesediaan anda untuk meluangkan waktu untuk mengisi kuesioner tentang “**dampak pemasaran digital**

**Bauran pemasaran 7p terhadap kinerja umkm kota palopo**”. Informasi yang anda berikan sangat berarti bagi penelitian saya. Atas bantuan anda, saya ucapkan terimakasih.

#### A. PROFIL RESPONDEN

No. Responden :

Tanggal :

Nama :

Umur :

Pilih salah satu jawaban sesuai dengan yang sebenarnya.

#### 1. Jenis Kelamin

- a) Laki-laki
- b) Perempuan

#### 2. Usia

- a) 17-20 Tahun
- b) 21-30 tahun
- c) 31-40 tahun

d) Lebih dari 41 tahun

## B. PERNYATAAN PENELITIAN

### Petunjuk:

Pilihlah salah satu jawaban yang paling sesuai menurut pendapat anda dengan memberikan tanda ceklis ( ✓ ) pada kolom jawaban yang dianggap paling sesuai.

Keterangan :

**STS** : Sangat Tidak Setuju

**TS** : Tidak Setuju

**N** : Netral

**S** : Setuju

**SS** : Sangat Setuju

### A. Variabel Independent; Strategi Pemasaran (7P)

#### 1. Pernyataan Faktor Produk

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
1.	Produk/jasa yang ditawarkan UMKM di minati banyak konsumen					
2.	Produk/jasa yang disediakan UMKM memenuhi permintaan					
3.	Produk/jasa yang disediakan UMKM adalah kualitas terbaik.					
4.	Produk/jasa yang ditawarkan UMKM bermanfaat bagi konsumen					

#### 2. Pernyataan Faktor *Price*

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
1.	Harga dari sebuah produk/ jasa yang ditawarkan UMKM terjangkau untuk segala kalangan masyarakat.					
2.	Harga produk/jasa yang ditawarkan UMKM memiliki diskon promo untuk membeli produk.					

### 3. Pernyataan Faktor *Promotion*

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
1.	Iklan yang ditampilkan dalam memasarkan produk/jasa UMKM sangat menarik perhatian.					
2.	Pelaku UMKM melakukan event atau pameran untuk produk/jasa yang akan ditawarkan ke UMKM					
3.	Promosi yang dilakukan sesuai dengan kenyataan produk/jasa UMKM.					

### 4. Pernyataan Faktor *Place*

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS

1.	Memiliki tempat yang nyaman bagi konsumen					
2.	Letak dan sarana transportasi memudahkan konsumen dalam mencapai tempat tersebut					
3.	Mudah dijangkau kendaraan					

### 5. Pernyataan Faktor *People*

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
1.	Sikap dan pelayanan karyawan terhadap konsumen ramah dan baik					
2.	Memberi pelayanan kepada konsumen dengan teliti dan hati-hati					

### 6. Pernyataan Faktor *Process*

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
1.	Layanan dan pelayanan yang di berikan sangat baik dan cepat jika ada keluhan.					
2.	Prosedur manajemen/organisasi dalam mengatur agar semua berjalan lancar.					
3.	Proses dalam memilih jenis produk/jasa relatif nyaman					

### 7. Pernyataan Faktor *Physical Evidence*

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
1.	Fasilitas kebersihan, fasilitas lingkungan tersedia					
2.	Penataan dekorasi, home furnishing					
3.	Pakaian pegawai yang rapi dan bersih membuat konsumen percaya dengan apa yang di berikan kepada mereka.					

### B. Variabel dependent: Kinerja UMKM (Y)

No	Pernyataan	Jawaban				
		SS	S	N	TS	STS
1.	Usaha UMKM ini mengalami peningkatan penjualan setiap bulan.					
2.	Setiap tahun UMKM ini menambah karyawan karena pekerjaan semakin banyak.					
3.	Saya melakukan kegiatan pemasaran dalam negeri maupun luar negeri.					

### LAMPIRAN 2: Hasil perhitungan kuesioner

No Responden	Produk X1				Total X1
	Produk yang ditawarkan menarik X1.1	Produk yang disediakan memenuhi permintaan X1.2	Produk yang disediakan adalah kualitas	Produk yang ditawarkan bermanfaat bagi konsumen X1.4	

			terbaik X1.3		
1	4	4	3	3	14
2	4	4	3	4	15
3	4	3	2	4	13
4	4	4	4	4	16
5	4	3	3	2	12
6	4	5	5	5	19
7	4	4	3	3	14
8	4	3	3	4	14
9	4	4	4	4	16
10	4	4	4	4	16
11	4	3	3	4	14
12	4	4	5	4	17
13	4	2	2	4	12
14	4	4	5	3	16
15	4	4	4	3	15
16	4	3	3	3	13
17	4	4	3	3	14
18	4	5	5	5	19
19	4	4	4	4	16
20	4	4	4	3	15
21	4	4	4	5	17
22	4	4	3	4	15
23	4	5	5	5	19
24	4	5	4	4	17
25	4	4	4	4	16
26	4	4	5	4	17
27	4	2	2	4	12
28	4	4	4	4	16
29	4	4	4	5	17
30	4	3	4	4	15
31	4	4	3	4	15
32	4	4	3	4	15
33	4	3	3	3	13
34	4	4	3	4	15
35	4	4	3	4	15
36	4	4	3	3	14
37	4	3	4	5	16
38	4	3	3	4	14
39	4	4	3	4	15
40	4	4	4	4	16
41	4	4	4	2	14
42	4	4	3	4	15
43	4	3	4	4	15
44	4	4	2	4	14
45	4	4	3	3	14
46	4	3	4	3	14

47	4	4	4	4	16
48	4	5	3	4	16
49	4	4	4	3	15
50	4	4	4	4	16
51	4	4	4	4	16
52	4	4	3	3	14
53	4	3	3	4	14
54	4	4	3	3	14
55	4	3	2	3	12
56	4	4	3	3	14
57	4	3	3	3	13
58	4	4	3	3	14
59	4	3	3	4	14
60	4	4	3	4	15
61	4	4	4	4	16
62	4	4	3	3	14
63	4	3	4	3	14
64	4	4	3	3	14
65	4	3	4	3	14
66	4	4	3	4	15
67	4	3	4	4	15
68	4	3	4	4	15
69	4	3	4	3	14
70	4	4	4	3	15
71	4	3	4	3	14
72	4	4	4	3	15
73	4	4	4	3	15
74	4	3	4	3	14
75	4	4	4	4	16
76	4	4	3	3	14
77	4	4	3	4	15
78	4	4	4	4	16
79	4	4	3	4	15
80	4	3	4	4	15
81	4	3	3	4	14
82	4	4	3	4	15
83	4	4	4	4	16
84	4	4	4	3	15
85	4	3	4	3	14
86	4	4	4	4	16
87	4	4	3	4	15
88	4	3	3	4	14
89	4	3	4	4	15
90	4	3	3	4	14
91	4	5	4	3	16
92	4	3	4	4	15
93	4	3	4	4	15
94	4	4	4	4	16



95	4	5	5	5	19
96	4	4	4	4	16
97	4	3	4	4	15
98	4	4	4	4	16
99	4	3	3	4	14
100	4	3	4	4	15
101	4	3	3	4	14
102	4	3	3	4	14
103	4	4	4	5	17
104	4	4	3	4	15
105	4	3	3	4	14
106	4	4	5	4	17
107	4	4	5	4	17
108	4	4	3	4	15
109	4	3	4	3	14
110	4	4	4	4	16
111	4	4	4	4	16
112	4	4	5	4	17

No Responden	Price X2		Total X2
	Harga X2.1	Diskon pembelian X2.2	
1	3	4	7
2	4	4	8
3	3	3	6
4	4	4	8
5	4	2	6
6	4	4	8
7	2	4	6
8	4	3	7
9	5	4	9
10	5	5	10
11	4	3	7
12	5	4	9
13	2	3	5
14	5	5	10
15	4	4	8
16	4	3	7
17	3	3	6
18	5	5	10

19	4	4	8
20	4	3	7
21	3	4	7
22	5	4	9
23	5	2	7
24	5	5	10
25	4	4	8
26	4	3	7
27	5	2	7
28	4	4	8
29	5	5	10
30	4	4	8
31	3	4	7
32	4	3	7
33	4	3	7
34	3	1	4
35	4	4	8
36	3	3	6
37	4	4	8
38	4	3	7
39	4	4	8
40	4	4	8
41	4	3	7
42	3	4	7
43	4	4	8
44	4	4	8
45	3	4	7
46	2	3	5
47	3	2	5
48	5	5	10
49	4	5	9
50	4	4	8
51	4	3	7
52	3	4	7
53	4	3	7
54	3	4	7
55	3	4	7
56	3	5	8
57	4	4	8
58	3	3	6
59	3	3	6
60	4	4	8
61	3	3	6
62	3	3	6
63	4	3	7
64	4	4	8
65	4	4	8
66	3	4	7

67	4	4	8
68	4	3	7
69	4	3	7
70	4	4	8
71	4	3	7
72	4	4	8
73	3	4	7
74	4	3	7
75	4	3	7
76	4	3	7
77	4	4	8
78	4	4	8
79	4	4	8
80	4	4	8
81	4	4	8
82	4	4	8
83	4	4	8
84	4	3	7
85	4	3	7
86	4	4	8
87	4	4	8
88	5	4	9
89	4	4	8
90	5	3	8
91	4	3	7
92	3	4	7
93	3	4	7
94	5	5	10
95	5	4	9
96	4	4	8
97	4	4	8
98	4	4	8
99	4	4	8
100	3	4	7
101	3	3	6
102	4	4	8
103	2	5	7
104	4	4	8
105	4	4	8
106	5	3	8
107	1	2	3
108	3	4	7
109	4	4	8
110	3	4	7
111	4	4	8
112	5	4	9

No responden	promotion X3			Total X3
	Iklan (sosial media) X3.1	Pameran dan event X3.2	Promosi dengan pemberian potongan harga X3.3	
1	4	3	2	23
2	4	3	3	26
3	4	3	3	22
4	5	4	4	29
5	4	4	4	24
6	5	4	4	29
7	4	4	4	24
8	3	4	4	25
9	4	5	4	31
10	5	5	5	35
11	2	4	3	23
12	4	4	4	30
13	3	3	3	19
14	3	4	4	31
15	3	4	4	27
16	4	4	3	25
17	3	3	3	21
18	5	5	5	35
19	4	4	4	28
20	3	3	3	23
21	5	5	4	28
22	3	4	5	30
23	4	5	5	28
24	3	3	4	30
25	4	4	4	28
26	5	4	4	27
27	1	1	3	19
28	4	4	4	28
29	5	5	5	35
30	4	4	4	28
31	2	1	3	20
32	3	4	4	25
33	3	4	4	25
34	3	3	2	16
35	4	4	4	28
36	2	4	3	21
37	3	4	3	26
38	4	3	2	23
39	4	4	4	28
40	3	5	4	28

41	3	4	3	24
42	4	4	3	25
43	4	3	4	27
44	3	3	3	25
45	4	3	4	25
46	2	3	4	19
47	4	4	4	22
48	4	4	4	32
49	5	3	4	30
50	4	3	4	27
51	3	3	4	24
52	3	4	3	24
53	5	4	4	27
54	3	4	2	23
55	3	4	3	24
56	3	3	4	26
57	3	3	4	26
58	4	4	3	23
59	4	3	4	23
60	4	4	4	28
61	4	3	3	22
62	4	3	4	23
63	5	3	3	25
64	3	4	3	26
65	3	4	3	26
66	3	3	4	24
67	3	4	3	26
68	4	3	3	24
69	3	4	4	25
70	4	3	2	25
71	3	3	3	23
72	3	4	3	26
73	2	3	3	22
74	4	3	4	25
75	4	4	3	25
76	4	3	4	25
77	3	4	4	27
78	4	3	4	27
79	4	3	4	27
80	4	4	3	27
81	4	3	4	27
82	3	4	4	27
83	4	4	4	28
84	4	3	4	25
85	4	3	4	25
86	4	3	4	27
87	3	4	3	26
88	3	3	4	28

89	4	4	3	27
90	4	3	4	27
91	2	4	4	24
92	3	4	4	25
93	4	4	3	25
94	5	5	5	35
95	4	5	5	32
96	4	4	4	28
97	4	3	4	27
98	4	4	5	29
99	4	4	4	28
100	4	4	3	25
101	2	1	1	16
102	4	4	3	27
103	1	1	3	19
104	4	3	3	26
105	4	4	4	28
106	4	3	1	24
107	2	2	3	13
108	2	3	3	22
109	5	5	5	31
110	4	3	2	23
111	5	4	5	30
112	4	4	4	30

No responden	Place X4			Total X4
	Srategis X4.1	Lokasi mudah di jangkau X4.2	Waktu tempuh X4.3	
1	4	3	3	10
2	3	3	3	9
3	5	4	4	13
4	4	4	5	13
5	3	3	3	9
6	5	4	5	14
7	5	5	5	15
8	4	4	5	13
9	5	4	4	13
10	5	5	4	14
11	4	5	4	13
12	4	4	4	12
13	4	4	4	12
14	5	5	5	15
15	4	4	4	12
16	3	3	3	9
17	4	4	4	12

18	5	5	5	15
19	4	3	3	10
20	4	4	4	12
21	5	5	4	14
22	4	5	5	14
23	5	5	5	15
24	5	4	4	13
25	4	4	4	12
26	4	4	4	12
27	4	4	4	12
28	4	4	4	12
29	5	5	5	15
30	5	4	4	13
31	4	5	4	13
32	4	4	4	12
33	3	4	4	11
34	2	4	4	10
35	4	4	4	12
36	5	3	1	9
37	4	4	3	11
38	3	2	4	9
39	4	4	4	12
40	4	3	4	11
41	1	5	4	10
42	4	3	4	11
43	4	4	3	11
44	4	2	3	9
45	5	3	3	11
46	1	1	3	5
47	3	3	3	9
48	4	4	4	12
49	4	3	4	11
50	3	3	4	10
51	4	3	4	11
52	4	3	3	10
53	4	4	3	11
54	3	2	3	8
55	3	2	3	8
56	2	4	3	9
57	4	3	4	11
58	3	3	3	9
59	3	4	4	11
60	4	4	4	12
61	4	3	3	10
62	3	3	4	10
63	3	4	4	11
64	4	3	3	10
65	4	3	3	10

66	4	4	3	11
67	4	3	3	10
68	3	3	4	10
69	4	4	3	11
70	3	4	4	11
71	4	3	4	11
72	3	4	4	11
73	3	4	3	10
74	2	2	3	7
75	3	4	4	11
76	3	4	4	11
77	4	3	3	10
78	4	3	4	11
79	4	4	3	11
80	4	3	3	10
81	4	4	4	12
82	4	4	3	11
83	3	3	4	10
84	4	3	4	11
85	3	4	4	11
86	4	3	4	11
87	4	4	4	12
88	3	3	3	9
89	3	4	4	11
90	3	4	4	11
91	4	3	3	10
92	3	4	4	11
93	3	4	4	11
94	5	5	4	14
95	5	4	4	13
96	4	4	4	12
97	4	3	3	10
98	5	5	4	14
99	4	5	5	14
100	4	3	4	11
101	3	2	3	8
102	3	4	4	11
103	1	2	2	5
104	4	3	4	11
105	4	4	4	12
106	2	2	2	6
107	4	4	4	12
108	4	4	3	11
109	5	5	5	15
110	5	4	3	12
111	5	4	4	13
112	5	4	4	13



No responde	People X5		Total X5
	Service people X5.1	Costomer X5.2	
1	3	3	6
2	4	4	8
3	3	3	6
4	5	4	9
5	4	3	7
6	4	4	8
7	5	5	10
8	4	3	7
9	3	4	7
10	4	4	8
11	3	4	7
12	4	5	9
13	3	3	6
14	4	5	9
15	4	4	8
16	3	3	6
17	3	3	6
18	4	5	9
19	5	5	10
20	4	5	9
21	5	4	9
22	4	5	9
23	5	5	10
24	5	4	9
25	5	5	10
26	4	4	8
27	2	2	4
28	4	4	8
29	4	4	8
30	5	5	10
31	4	4	8
32	4	4	8
33	4	3	7
34	3	2	5
35	5	4	9
36	4	3	7
37	4	5	9
38	3	3	6
39	5	4	9
40	4	4	8
41	4	4	8
42	3	4	7
43	4	4	8
44	4	3	7

45	4	3	7
46	4	2	6
47	4	2	6
48	4	4	8
49	3	2	5
50	4	4	8
51	3	3	6
52	2	3	5
53	4	3	7
54	4	4	8
55	3	3	6
56	3	4	7
57	3	4	7
58	4	3	7
59	4	3	7
60	5	4	9
61	3	4	7
62	4	3	7
63	3	3	6
64	5	4	9
65	3	4	7
66	3	3	6
67	4	3	7
68	4	4	8
69	3	3	6
70	3	3	6
71	4	3	7
72	3	4	7
73	3	4	7
74	3	4	7
75	4	3	7
76	4	3	7
77	4	3	7
78	4	3	7
79	4	4	8
80	4	4	8
81	4	3	7
82	4	3	7
83	4	3	7
84	3	4	7
85	3	4	7
86	3	4	7
87	3	3	6
88	2	5	7
89	4	3	7
90	3	4	7
91	4	3	7
92	4	3	7

93	4	3	7
94	4	4	8
95	5	5	10
96	4	4	8
97	4	3	7
98	4	4	8
99	4	4	8
100	4	3	7
101	3	3	6
102	4	3	7
103	5	4	9
104	4	4	8
105	5	5	10
106	1	2	3
107	4	2	6
108	3	3	6
109	5	5	10
110	4	5	9
111	5	4	9
112	5	4	9

No responde	Process X6			Total X6
	Dalam jasa kontak tinggi X6.1	Pelanggan terlibat dalam proses oprasai jasa X6.2	Teknologi juga berperan penting dalam penyampain jasa online X6.3	
1	2	2	5	9
2	4	3	3	10
3	2	3	3	8
4	5	4	4	13
5	2	4	4	10
6	5	5	4	14
7	5	4	3	12
8	3	4	4	11
9	4	4	4	12
10	5	4	4	13
11	3	3	3	9
12	4	5	4	13
13	3	3	3	9
14	4	3	4	11
15	4	4	3	11
16	3	3	3	9
17	3	4	4	11
18	4	5	4	13

19	5	5	4	14
20	4	5	5	14
21	4	4	4	12
22	4	4	4	12
23	5	5	5	15
24	5	4	4	13
25	4	4	4	12
26	4	3	4	11
27	4	4	4	12
28	4	4	4	12
29	4	4	4	12
30	4	4	4	12
31	4	4	3	11
32	3	3	3	9
33	3	3	3	9
34	2	4	4	10
35	4	4	4	12
36	5	3	2	10
37	5	3	3	11
38	4	3	5	12
39	4	4	4	12
40	4	4	5	13
41	4	4	3	11
42	4	4	3	11
43	4	3	4	11
44	3	4	3	10
45	4	3	3	10
46	4	4	3	11
47	4	3	4	11
48	4	4	4	12
49	3	3	3	9
50	3	3	4	10
51	3	3	5	11
52	3	4	4	11
53	4	4	3	11
54	3	3	4	10
55	4	4	3	11
56	5	4	3	12
57	4	2	4	10
58	3	3	3	9
59	3	4	3	10
60	4	4	4	12
61	4	3	3	10
62	4	3	3	10
63	4	3	4	11
64	3	2	3	8
65	3	3	3	9
66	4	3	4	11

67	4	3	3	10
68	4	3	3	10
69	4	3	3	10
70	4	3	3	10
71	3	3	3	9
72	3	4	4	11
73	4	3	4	11
74	3	4	3	10
75	4	4	3	11
76	4	3	4	11
77	4	3	4	11
78	4	3	4	11
79	3	3	3	9
80	3	3	3	9
81	4	3	4	11
82	3	4	4	11
83	4	4	3	11
84	4	3	4	11
85	4	4	4	12
86	4	4	3	11
87	4	3	4	11
88	4	3	3	10
89	4	4	4	12
90	4	4	4	12
91	4	3	4	11
92	4	4	3	11
93	4	3	4	11
94	4	4	5	13
95	5	5	4	14
96	4	4	4	12
97	4	3	4	11
98	4	4	4	12
99	4	4	4	12
100	4	4	3	11
101	3	3	2	8
102	4	3	4	11
103	5	3	3	11
104	3	4	2	9
105	4	4	4	12
106	3	3	1	7
107	4	5	4	13
108	4	2	3	9
109	4	4	4	12
110	4	3	4	11
111	4	4	4	12
112	5	4	5	14

No responden	Physical evidence X7			Total X7
	fasilitas kebersihan, fasilitas lingkungan X7.1	Dengan dekorasi /penataan industri home furnising X7.2	Pakaian pengawai yang rapi dan bersih X7.3	
1	3	3	3	9
2	3	3	4	10
3	3	3	3	9
4	5	4	4	13
5	3	3	5	11
6	5	4	5	14
7	5	5	5	15
8	3	3	4	10
9	4	4	4	12
10	5	5	4	14
11	3	3	3	9
12	4	5	4	13
13	4	4	4	12
14	3	4	4	11
15	4	3	4	11
16	3	4	3	10
17	4	4	4	12
18	4	5	5	14
19	5	5	5	15
20	5	5	4	14
21	5	4	5	14
22	3	3	4	10
23	5	5	5	15
24	5	4	4	13
25	4	4	4	12
26	4	3	4	11
27	5	5	5	15
28	4	4	4	12
29	4	4	4	12
30	4	4	4	12
31	2	3	5	10
32	4	4	4	12
33	3	3	5	11
34	3	3	4	10
35	5	4	5	14
36	4	2	2	8
37	3	3	3	9
38	3	3	2	8
39	5	4	5	14
40	3	2	4	9
41	4	3	4	11

42	4	3	3	10
43	4	3	4	11
44	4	3	3	10
45	4	2	2	8
46	4	2	5	11
47	3	4	3	10
48	4	4	4	12
49	2	2	3	7
50	3	4	4	11
51	4	3	4	11
52	4	3	3	10
53	3	2	4	9
54	3	4	4	11
55	4	4	4	12
56	3	4	3	10
57	4	3	4	11
58	4	4	3	11
59	4	3	4	11
60	5	4	5	14
61	3	4	4	11
62	5	2	3	10
63	4	2	4	10
64	4	4	3	11
65	4	3	3	10
66	3	2	4	9
67	3	4	4	11
68	3	3	4	10
69	3	3	4	10
70	3	4	3	10
71	4	4	3	11
72	4	3	3	10
73	4	3	4	11
74	4	3	4	11
75	4	3	4	11
76	4	3	4	11
77	3	4	4	11
78	3	4	3	10
79	4	4	4	12
80	4	3	4	11
81	3	3	4	10
82	4	2	4	10
83	4	3	4	11
84	4	2	4	10
85	4	3	4	11
86	4	3	4	11
87	3	3	4	10
88	3	2	5	10
89	4	4	3	11

90	3	4	3	10
91	3	4	4	11
92	3	2	2	7
93	4	3	4	11
94	4	4	4	12
95	5	4	4	13
96	4	4	4	12
97	4	4	3	11
98	5	5	5	15
99	4	4	4	12
100	4	3	4	11
101	3	1	3	7
102	3	4	4	11
103	3	2	4	9
104	5	4	4	13
105	4	5	5	14
106	2	2	3	7
107	4	4	5	13
108	3	3	4	10
109	5	5	5	15
110	4	3	3	10
111	4	4	5	13
112	5	4	4	13

No responden	Kinerja UMKM Y			total y
	Indikator nilai mandiri dan tanggu Y1	Pertumbuhan penjualan Y2	Pertumbuhan keuntungan Y3	
1	2	3	3	8
2	3	4	4	11
3	3	3	3	9
4	5	3	4	12
5	5	4	4	13
6	5	5	4	14
7	5	5	5	15
8	4	3	3	10
9	4	4	4	12
10	5	4	4	13
11	4	3	4	11
12	4	5	4	13
13	3	3	2	8
14	4	3	4	11
15	3	4	4	11
16	4	3	3	10



17	4	4	4	12
18	5	4	4	13
19	4	4	5	13
20	2	2	2	6
21	3	3	3	9
22	3	5	3	11
23	5	5	5	15
24	3	4	4	11
25	4	4	4	12
26	4	4	4	12
27	3	2	1	6
28	4	4	4	12
29	4	4	4	12
30	5	5	5	15
31	3	4	3	10
32	4	4	4	12
33	3	3	5	11
34	4	2	1	7
35	4	5	3	12
36	3	3	2	8
37	5	4	3	12
38	5	3	3	11
39	4	5	3	12
40	4	4	4	12
41	4	4	4	12
42	4	4	4	12
43	4	3	4	11
44	4	4	4	12
45	4	2	5	11
46	4	3	3	10
47	4	4	2	10
48	4	4	4	12
49	3	4	4	11
50	4	3	3	10
51	3	5	4	12
52	3	2	3	8
53	4	4	4	12
54	3	3	3	9
55	3	3	4	10
56	4	4	3	11
57	4	3	3	10
58	3	3	4	10
59	3	3	4	10
60	4	5	3	12
61	4	3	4	11
62	4	3	4	11
63	3	3	3	9
64	3	3	4	10

65	4	3	3	10
66	3	3	4	10
67	4	3	4	11
68	4	4	4	12
69	4	3	3	10
70	4	3	3	10
71	4	3	3	10
72	3	4	4	11
73	4	3	3	10
74	4	3	4	11
75	4	3	3	10
76	4	4	4	12
77	4	4	3	11
78	4	3	4	11
79	4	4	4	12
80	4	3	3	10
81	4	4	4	12
82	4	4	3	11
83	3	4	2	9
84	4	4	2	10
85	4	4	4	12
86	4	3	4	11
87	4	4	3	11
88	4	4	2	10
89	4	3	4	11
90	3	4	2	9
91	4	3	4	11
92	4	4	2	10
93	3	3	4	10
94	4	5	5	14
95	5	4	4	13
96	4	4	4	12
97	4	3	4	11
98	5	5	5	15
99	4	4	3	11
100	4	4	2	10
101	3	1	1	5
102	4	4	3	11
103	2	3	3	8
104	3	4	4	11
105	4	3	4	11
106	2	3	2	7
107	3	3	5	11
108	3	2	3	8
109	4	4	4	12
110	4	4	3	11
111	5	5	5	15
112	5	4	5	14

### LAMPIRAN 3 Hasil Uji Deskriptif

#### *Product (X1)*

#### Frequencies

##### Statistics

		X1.1	X1.2	X1.3	X1.4	TOTAL X1
N	Valid	112	112	112	112	112
	Missing	0	0	0	0	0
Mean		4,00	3,70	3,60	3,74	15,04

##### TOTAL X1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	12	4	3,6	3,6	3,6
	13	4	3,6	3,6	7,1
	14	34	30,4	30,4	37,5
	15	33	29,5	29,5	67,0
	16	24	21,4	21,4	88,4
	17	9	8,0	8,0	96,4
	19	4	3,6	3,6	100,0
	Total	112	100,0	100,0	

#### Frequency Table

##### X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	S	112	100,0	100,0	100,0

##### X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	1,8	1,8	1,8

N	37	33,0	33,0	34,8
S	66	58,9	58,9	93,8
SS	7	6,3	6,3	100,0
Total	112	100,0	100,0	

**X1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	4,5	4,5	4,5
	N	45	40,2	40,2	44,6
	S	52	46,4	46,4	91,1
	SS	10	8,9	8,9	100,0
	Total	112	100,0	100,0	

**X1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	1,8	1,8	1,8
	N	33	29,5	29,5	31,3
	S	69	61,6	61,6	92,9
	SS	8	7,1	7,1	100,0
	Total	112	100,0	100,0	

**Price (X2)**  
**Frequencies**

**Statistics**

		X2.1	X2.2	TOTAL X2
N	Valid	112	112	112
	Missing	0	0	0
Mean		3,82	3,68	7,50

**TOTAL X2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	1	,9	,9	,9

S	1	,9	,9	1,8
SS	3	2,7	2,7	4,5
6	10	8,9	8,9	13,4
7	39	34,8	34,8	48,2
8	44	39,3	39,3	87,5
9	7	6,3	6,3	93,8
10	7	6,3	6,3	100,0
Total	112	100,0	100,0	

## Frequency Table

### X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	,9	,9	,9
	TS	4	3,6	3,6	4,5
	N	26	23,2	23,2	27,7
	S	64	57,1	57,1	84,8
	SS	17	15,2	15,2	100,0
	Total	112	100,0	100,0	

### X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	,9	,9	,9
	TS	5	4,5	4,5	5,4
	N	33	29,5	29,5	34,8
	S	63	56,3	56,3	91,1
	SS	10	8,9	8,9	100,0
	Total	112	100,0	100,0	

## *promotion (X3)*

### Frequencies

#### Statistics

		X3.1	X3.2	X3.3	TOTAL X3
N	Valid	112	112	112	112
	Missing	0	0	0	0
Mean		3,61	3,59	3,60	25,79

**TOTAL X3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	13	1	,9	,9	,9
	16	2	1,8	1,8	2,7
	19	4	3,6	3,6	6,3
	20	1	,9	,9	7,1
	21	2	1,8	1,8	8,9
	22	5	4,5	4,5	13,4
	23	10	8,9	8,9	22,3
	24	10	8,9	8,9	31,3
	25	18	16,1	16,1	47,3
	26	10	8,9	8,9	56,3
	27	16	14,3	14,3	70,5
	28	15	13,4	13,4	83,9
	29	3	2,7	2,7	86,6
	30	6	5,4	5,4	92,0
	31	3	2,7	2,7	94,6
	32	2	1,8	1,8	96,4
	35	4	3,6	3,6	100,0
	Total	112	100,0	100,0	

**Frequency Table****X3.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	1,8	1,8	1,8
	TS	9	8,0	8,0	9,8
	N	33	29,5	29,5	39,3
	S	55	49,1	49,1	88,4
	SS	13	11,6	11,6	100,0
	Total	112	100,0	100,0	

**X3.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	4	3,6	3,6	3,6
	TS	1	,9	,9	4,5
	N	42	37,5	37,5	42,0
	S	55	49,1	49,1	91,1
	SS	10	8,9	8,9	100,0
	Total	112	100,0	100,0	

**X3.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	1,8	1,8	1,8
	TS	6	5,4	5,4	7,1
	N	37	33,0	33,0	40,2
	S	57	50,9	50,9	91,1
	SS	10	8,9	8,9	100,0
	Total	112	100,0	100,0	

**place (X4)****Frequencies****Statistics**

		X4.1	X4.2	X4.3	TOTAL X4
N	Valid	112	112	112	112
	Missing	0	0	0	0
Mean		3,79	3,66	3,72	11,17

**TOTAL X4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SS	2	1,8	1,8	1,8
	6	1	,9	,9	2,7
	7	1	,9	,9	3,6
	8	3	2,7	2,7	6,3
	9	10	8,9	8,9	15,2
	10	18	16,1	16,1	31,3

11	33	29,5	29,5	60,7
12	20	17,9	17,9	78,6
13	11	9,8	9,8	88,4
14	7	6,3	6,3	94,6
15	6	5,4	5,4	100,0
Total	112	100,0	100,0	

## Frequency Table

### X4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	2,7	2,7	2,7
	TS	4	3,6	3,6	6,3
	N	28	25,0	25,0	31,3
	S	56	50,0	50,0	81,3
	SS	21	18,8	18,8	100,0
	Total	112	100,0	100,0	

### X4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	,9	,9	,9
	TS	8	7,1	7,1	8,0
	N	34	30,4	30,4	38,4
	S	54	48,2	48,2	86,6
	SS	15	13,4	13,4	100,0
	Total	112	100,0	100,0	

### X4.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	,9	,9	,9
	TS	2	1,8	1,8	2,7
	N	35	31,3	31,3	33,9
	S	63	56,3	56,3	90,2
	SS	11	9,8	9,8	100,0
	Total	112	100,0	100,0	



**People (X5)****Frequencies****Statistics**

		X5.1	X5.2	TOTAL X5
N	Valid	112	112	112
	Missing	0	0	0
Mean		3,80	3,64	7,45

**X5.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	7	6,3	6,3	6,3
	N	42	37,5	37,5	43,8
	S	47	42,0	42,0	85,7
	SS	16	14,3	14,3	100,0
	Total	112	100,0	100,0	

**Process (X6)****Frequencies****Statistics**

		X6.1	X6.2	X6.3	TOTAL X6
N	Valid	112	112	112	112
	Missing	0	0	0	0
Mean		3,81	3,57	3,62	11,00

**TOTAL X6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7	1	,9	,9	,9
	8	3	2,7	2,7	3,6
	9	14	12,5	12,5	16,1
	10	18	16,1	16,1	32,1
	11	38	33,9	33,9	66,1
	12	24	21,4	21,4	87,5
	13	8	7,1	7,1	94,6
	14	5	4,5	4,5	99,1
	15	1	,9	,9	100,0
	Total	112	100,0	100,0	

**Frequency Table****X6.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	3,6	3,6	3,6
	N	26	23,2	23,2	26,8
	S	69	61,6	61,6	88,4
	SS	13	11,6	11,6	100,0
	Total	112	100,0	100,0	

**X6.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	3,6	3,6	3,6
	N	48	42,9	42,9	46,4
	S	52	46,4	46,4	92,9
	SS	8	7,1	7,1	100,0
	Total	112	100,0	100,0	

**X6.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	,9	,9	,9
	TS	3	2,7	2,7	3,6
	N	42	37,5	37,5	41,1
	S	58	51,8	51,8	92,9
	SS	8	7,1	7,1	100,0
	Total	112	100,0	100,0	

***Physical evidance (X7)*****Frequencies****Statistics**

		X7.1	X7.2	X7.3	TOTAL X7
N	Valid	112	112	112	112
	Missing	0	0	0	0
Mean		3,79	3,45	3,88	11,12

**TOTAL X7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7	4	3,6	3,6	3,6
	8	3	2,7	2,7	6,3
	9	8	7,1	7,1	13,4
	10	27	24,1	24,1	37,5
	11	33	29,5	29,5	67,0
	12	14	12,5	12,5	79,5
	13	8	7,1	7,1	86,6
	14	9	8,0	8,0	94,6
	15	6	5,4	5,4	100,0
	Total	112	100,0	100,0	

**Kinerja UMKM (Y)****Frequencies**

**Statistics**

		Y1	Y2	Y3	TOTAL Y
N	Valid	112	112	112	112
	Missing	0	0	0	0
Mean		3,79	3,59	3,52	10,90

**TOTAL Y**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SS	1	,9	,9	,9
	6	2	1,8	1,8	2,7
	7	2	1,8	1,8	4,5
	8	6	5,4	5,4	9,8
	9	6	5,4	5,4	15,2
	10	24	21,4	21,4	36,6
	11	31	27,7	27,7	64,3
	12	26	23,2	23,2	87,5
	13	6	5,4	5,4	92,9
	14	3	2,7	2,7	95,5
	15	5	4,5	4,5	100,0
	Total	112	100,0	100,0	

**Frequency Table****Y1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	3,6	3,6	3,6
	N	29	25,9	25,9	29,5
	S	65	58,0	58,0	87,5
	SS	14	12,5	12,5	100,0
	Total	112	100,0	100,0	

**Y2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	,9	,9	,9
	TS	6	5,4	5,4	6,3

N	44	39,3	39,3	45,5
S	48	42,9	42,9	88,4
SS	13	11,6	11,6	100,0
Total	112	100,0	100,0	

## Y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	2,7	2,7	2,7
	TS	11	9,8	9,8	12,5
	N	34	30,4	30,4	42,9
	S	53	47,3	47,3	90,2
	SS	11	9,8	9,8	100,0
	Total	112	100,0	100,0	

## LAMPIRAN 4 Hasil Uji Validitas

### Product (X1)

#### Correlations

##### Correlations

		X1.1	X1.2	X1.3	X1.4	TOTAL X1
X1.1	Pearson Correlation	. <sup>a</sup>	. <sup>a</sup>	. <sup>a</sup>	. <sup>a</sup>	. <sup>a</sup>
	Sig. (2-tailed)					
	N	112	112	112	112	112
X1.2	Pearson Correlation	. <sup>a</sup>	1	,356**	,173	,708**
	Sig. (2-tailed)			,000	,068	,000
	N	112	112	112	112	112
X1.3	Pearson Correlation	. <sup>a</sup>	,356**	1	,213*	,774**
	Sig. (2-tailed)		,000		,024	,000
	N	112	112	112	112	112
X1.4	Pearson Correlation	. <sup>a</sup>	,173	,213*	1	,633**
	Sig. (2-tailed)		,068	,024		,000
	N	112	112	112	112	112
TOTAL X1	Pearson Correlation	. <sup>a</sup>	,708**	,774**	,633**	1
	Sig. (2-tailed)		,000	,000	,000	
	N	112	112	112	112	112

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

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

a. Cannot be computed because at least one of the variables is constant.

### Price (X2)

#### Correlations

##### Correlations

		X2.1	X2.2	TOTAL X2
X2.1	Pearson Correlation	1	,234*	,793**
	Sig. (2-tailed)		,013	,000
	N	112	112	112
X2.2	Pearson Correlation	,234*	1	,777**
	Sig. (2-tailed)	,013		,000
	N	112	112	112

TOTAL X2	Pearson Correlation	,793**	,777**	1
	Sig. (2-tailed)	,000	,000	
	N	112	112	112

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

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

### **Promotion (X3)**

#### **Correlations**

##### **Correlations**

		X3.1	X3.2	X3.3	TOTAL X3
X3.1	Pearson Correlation	1	,475**	,370**	,632**
	Sig. (2-tailed)		,000	,000	,000
	N	112	112	112	112
X3.2	Pearson Correlation	,475**	1	,479**	,680**
	Sig. (2-tailed)	,000		,000	,000
	N	112	112	112	112
X3.3	Pearson Correlation	,370**	,479**	1	,673**
	Sig. (2-tailed)	,000	,000		,000
	N	112	112	112	112
TOTAL X3	Pearson Correlation	,632**	,680**	,673**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	112	112	112	112

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

### **Place (X4)**

#### **Correlations**

##### **Correlations**

		X4.1	X4.2	X4.3	TOTAL X4
X4.1	Pearson Correlation	1	,463**	,325**	,772**
	Sig. (2-tailed)		,000	,000	,000
	N	112	112	112	112
X4.2	Pearson Correlation	,463**	1	,610**	,861**
	Sig. (2-tailed)	,000		,000	,000

	N	112	112	112	112
X4.3	Pearson Correlation	,325**	,610**	1	,771**
	Sig. (2-tailed)	,000	,000		,000
	N	112	112	112	112
TOTAL X4	Pearson Correlation	,772**	,861**	,771**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	112	112	112	112

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

### **People (X5)**

#### **Correlations**

##### **Correlations**

		X5.1	X5.2	TOTAL X5
X5.1	Pearson Correlation	1	,425**	,836**
	Sig. (2-tailed)		,000	,000
	N	112	112	112
X5.2	Pearson Correlation	,425**	1	,851**
	Sig. (2-tailed)	,000		,000
	N	112	112	112
TOTAL X5	Pearson Correlation	,836**	,851**	1
	Sig. (2-tailed)	,000	,000	
	N	112	112	112

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

### **Process (X6)**

#### **Correlations**

##### **Correlations**

		X6.1	X6.2	X6.3	TOTAL X6
X6.1	Pearson Correlation	1	,312**	,169	,695**
	Sig. (2-tailed)		,001	,074	,000
	N	112	112	112	112
X6.2	Pearson Correlation	,312**	1	,256**	,738**
	Sig. (2-tailed)	,001		,006	,000



	N	112	112	112	112
X6.3	Pearson Correlation	,169	,256**	1	,682**
	Sig. (2-tailed)	,074	,006		,000
	N	112	112	112	112
TOTAL X6	Pearson Correlation	,695**	,738**	,682**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	112	112	112	112

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

### **Physical evidence (X7)**

#### **Correlations**

##### **Correlations**

		X7.1	X7.2	X7.3	TOTAL X7
X7.1	Pearson Correlation	1	,459**	,347**	,771**
	Sig. (2-tailed)		,000	,000	,000
	N	112	112	112	112
X7.2	Pearson Correlation	,459**	1	,375**	,819**
	Sig. (2-tailed)	,000		,000	,000
	N	112	112	112	112
X7.3	Pearson Correlation	,347**	,375**	1	,723**
	Sig. (2-tailed)	,000	,000		,000
	N	112	112	112	112
TOTAL X7	Pearson Correlation	,771**	,819**	,723**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	112	112	112	112

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

### **Kinerja UMKM (Y)**

#### **Correlations**

##### **Correlations**

		Y1	Y2	Y3	TOTAL Y
Y1	Pearson Correlation	1	,411**	,356**	,733**

	Sig. (2-tailed)		,000	,000	,000
	N	112	112	112	112
Y2	Pearson Correlation	,411**	1	,373**	,774**
	Sig. (2-tailed)	,000		,000	,000
	N	112	112	112	112
Y3	Pearson Correlation	,356**	,373**	1	,787**
	Sig. (2-tailed)	,000	,000		,000
	N	112	112	112	112
TOTAL Y	Pearson Correlation	,733**	,774**	,787**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	112	112	112	112

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

## Lampiran 5 : Hasil Uji Reliabilitas

### *product (X1)*

#### Reliability

#### Scale: ALL VARIABLES

##### Case Processing Summary

		N	%
Cases	Valid	112	100,0
	Excluded <sup>a</sup>	0	0,0
	Total	112	100,0

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

##### Reliability Statistics

Cronbach's Alpha	N of Items
,729	5

### *Price (X2)*

#### Reliability

#### Scale: ALL VARIABLES

		N	%
Cases	Valid	112	100,0
	Excluded <sup>a</sup>	0	0,0
	Total	112	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,821	3

**Promotion (X3)**

**Reliability**

**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	112	100,0
	Excluded <sup>a</sup>	0	0,0
	Total	112	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,623	4

**Place (X4)**

**Reliability**

**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	112	100,0
	Excluded <sup>a</sup>	0	0,0
	Total	112	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,826	4

**People (X5)**

**Reliability**

**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
--	--	---	---

Cases	Valid	112	100,0
	Excluded <sup>a</sup>	0	0,0
	Total	112	100,0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
,862	3

### Process (X6)

#### Reliability

Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	112	100,0
	Excluded <sup>a</sup>	0	0,0
	Total	112	100,0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
,776	4

### Physical evidence (X7)

#### Reliability

Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	112	100,0
	Excluded <sup>a</sup>	0	0,0
	Total	112	100,0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
,813	4

### Kinerja UMKM (Y)

#### Reliability

Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	112	100,0

Excluded <sup>a</sup>	0	0,0
Total	112	100,0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
,809	4

## LAMPIRAN 6. Hasil Uji Regresi Linier Berganda

### Regression

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

Model	Variables Entered	Variables Removed	Method
1	TOTAL X7, TOTAL X2, TOTAL X1, TOTAL X4, TOTAL X5, TOTAL X6, TOTAL X3 <sup>b</sup>		Enter

a. Dependent Variable: TOTAL Y

b. All requested variables entered.

#### Model Summary<sup>b</sup>

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	,743 <sub>a</sub>	,552	,522	1,272	,552	18,332	7	104	,000	1,760

a. Predictors: (Constant), TOTAL X7, TOTAL X2, TOTAL X1, TOTAL X4, TOTAL X5, TOTAL X6, TOTAL X3

b. Dependent Variable: TOTAL Y

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	207,639	7	29,663	18,332	,000 <sup>b</sup>
	Residual	168,280	104	1,618		
	Total	375,920	111			

a. Dependent Variable: TOTAL Y

b. Predictors: (Constant), TOTAL X7, TOTAL X2, TOTAL X1, TOTAL X4, TOTAL X5, TOTAL X6, TOTAL X3

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	1,076	1,414		,761	,448					
TOTAL X1	,042	,109	,031	,386	,701	,379	,038	,025	,653	1,531
TOTAL X2	-,948	,236	-,607	4,011	,000	,376	-,366	,263	,188	5,317
TOTAL X3	,456	,084	,924	5,441	,000	,597	,471	,357	,149	6,704
TOTAL X4	,034	,084	,036	,402	,689	,489	,039	,026	,551	1,816
TOTAL X5	,341	,125	,246	2,736	,007	,571	,259	,179	,531	1,883
TOTAL X6	,138	,122	,109	1,128	,262	,502	,110	,074	,463	2,160
TOTAL X7	,010	,095	,010	,104	,917	,456	,010	,007	,487	2,055

a. Dependent Variable: TOTAL Y



**PEMERINTAH KOTA PALOPO**  
**DINAS PENANAMAN MODAL DAN PELAYANAN TERPADU SATU PINTU**

Alamat : Jl. K.H.M. Hasyim No.5 Kota Palopo - Sulawesi Selatan Telpun : (0471) 326048

**ASLI**

**IZIN PENELITIAN**  
 NOMOR : 439/IP/DPMPPTSP/II/2021

**DASAR HUKUM :**

1. Undang-Undang Nomor 11 Tahun 2019 tentang Sistem Nasional Ilmu Pengetahuan dan Teknologi;
2. Undang-Undang Nomor 11 Tahun 2020 tentang Cipta Kerja;
3. Peraturan Mendagri Nomor 3 Tahun 2018 tentang Penerbitan Surat Keterangan Penelitian;
4. Peraturan Walikota Palopo Nomor 23 Tahun 2016 tentang Penyederhanaan Perizinan dan Non Perizinan di Kota Palopo;
5. Peraturan Walikota Palopo Nomor 34 Tahun 2019 tentang Pendelegasian Kewenangan Penyelenggaraan Perizinan dan Nonperizinan Yang Menjadi Urusan Pemerintah Kota Palopo dan Kewenangan Perizinan dan Nonperizinan Yang Menjadi Urusan Pemerintah Yang Diberikan Pelimpahan Wewenang Walikota Palopo Kepada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kota Palopo.

**MEMBERIKAN IZIN KEPADA**

Nama : KAHARUDDIN  
 Jenis Kelamin : Laki-Laki  
 Alamat : Jl. Anggrek Blok. EE No. 02 Kota Palopo  
 Pekerjaan : Mahasiswa  
 NIM : 201720065

Maksud dan Tujuan mengadakan penelitian dalam rangka penulisan Skripsi dengan Judul :

**DAMPAK PEMASARAN DIGITAL BAURAN PEMASARAN 7P TERHADAP KINERJA UMKM KOTA PALOPO**

Lokasi Penelitian : USAHA MIKRO KECIL DAN MENENGAH (UMKM) KOTA PALOPO

Lamanya Penelitian : 14 Juli 2021 s.d. 14 Agustus 2021

**DENGAN KETENTUAN SEBAGAI BERIKUT :**

1. Sebelum dan sesudah melaksanakan kegiatan penelitian kiranya melapor pada **Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kota Palopo**.
  2. Menaati semua peraturan perundang-undangan yang berlaku, serta menghormati Adat Istiadat setempat.
  3. Penelitian tidak menyimpang dari maksud izin yang diberikan.
  4. Menyerahkan 1 (satu) exemplar foto copy hasil penelitian kepada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kota Palopo.
  5. Surat Izin Penelitian ini dinyatakan tidak berlaku, bilamana pemegang izin ternyata tidak menaati ketentuan-ketentuan tersebut di atas.
- Demikian Surat Izin Penelitian ini diterbitkan untuk dipergunakan sebagaimana mestinya.

Diterbitkan di Kota Palopo  
 Pada tanggal : 15 Juli 2021  
 pl. Kepala Dinas Penanaman Modal dan PTSP

**MUH. IHSAN ASHARUDDIN, S.STP, M.Si**  
 Pangkat : Pembina Tk.I  
 NIP : 19780611 199612 1 001

**Tembusan :**

1. Kepala Badan Kesbang Prov. Sul-Sel;
2. Walikota Palopo
3. Dandim 1403 SWG
4. Kapolres Palopo
5. Kepala Badan Penelitian dan Pengembangan Kota Palopo
6. Kepala Badan Kesbang Kota Palopo
7. Instansi terkait tempat dilaksanakan penelitian



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