

LAMPIRAN

Tabel 4. 1

Statistik Deskripsi Sampel

Uraian	Frekuensi	Persentase
Jenis Kelamin :		
Laki-laki	47	78 %
Perempuan	13	22 %
Total	60	100 %
Usia :		
< 20 Tahun	0	0 %
> 20 Tahun	60	100 %
Total	60	100 %

Tabel 4. 2

Deskripsi Variabel Orientasi Kewirausahaan

No	Indikator	Frekuensi Jawaban Responden Berdasarkan Skor										Rerata
		1	%	2	%	3	%	4	%	5	%	
1	X1.1	0	0%	2	3%	7	12%	36	60%	15	25%	4.06
2	X1.2	1	2%	0	0%	12	20%	34	56%	13	22%	3.9
3	X1.3	0	0%	1	2%	18	30%	25	41%	16	27%	3.9

	Rerata Variabel	3,98
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Tabel 4. 3

Deskripsi Variabel Sistem Informmasi Pemasaran

No	Indikator	Frekuensi Jawaban Responden Berdasarkan Skor										Rerata
		1	%	2	%	3	%	4	%	5	%	
1	Z1.1	0	0%	1	2%	13	22%	29	48%	17	28%	4.03
2	Z1.2	0	0%	1	2%	4	7%	17	28%	38	63%	4.53
3	Z1.3	0	0%	2	3%	17	28%	25	42%	16	27%	3.91
4	Z1.4	0	0%	0	0%	12	20%	30	50%	18	30%	4.1
5	Z1.5	0	0%	0	0%	3	5%	18	30%	39	65%	4.56
6	Z1.6	0	0%	0	0%	13	22%	31	51%	16	27%	4.05
7	Z1.7	0	0%	0	0%	13	22%	30	50%	17	28%	4.06
8	Z1.8	0	0%	0	0%	2	3%	19	32%	39	65%	4,6
9	Z1.9	0	0%	0	0%	16	27%	28	46%	16	27%	4
	Rerata Variabel	4,23										

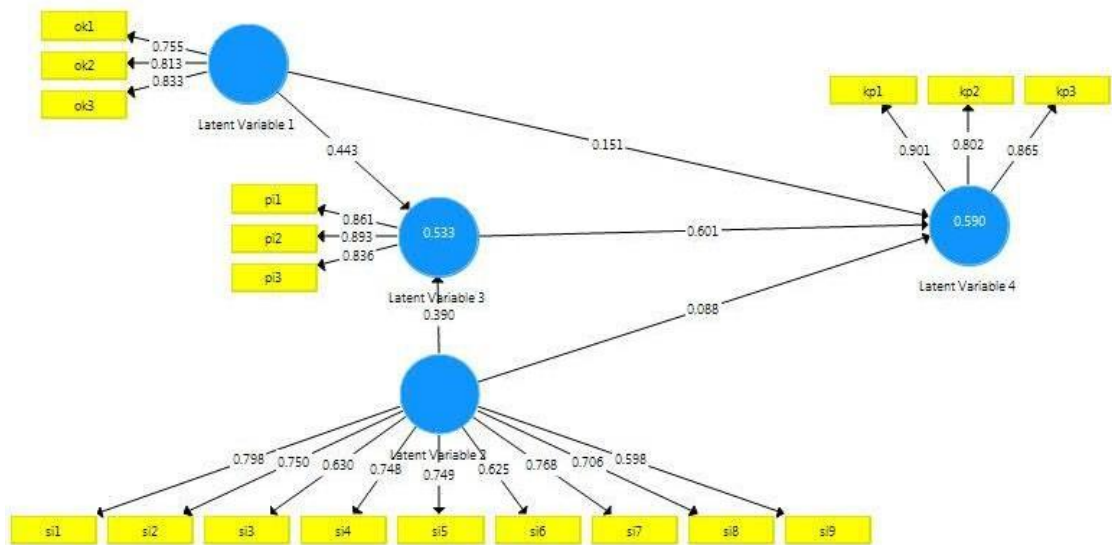
Tabel 4. 4**Deskripsi Variabel Inovasi Produk**

No	Indikator	Frekuensi Jawaban Responden Berdasarkan Skor										Rerata
		1	%	2	%	3	%	4	%	5	%	
1	Z1.1	1	2%	0	0%	14	23%	29	48%	16	27%	3.98
2	Z1.2	1	2%	1	2%	15	25%	32	53%	11	18%	3.85
3	Z1.3	1	2%	1	2%	16	27%	29	48%	13	21%	3.86
	Rerata Variabel	3.9										

Tabel 4. 5**Deskripsi Variabel Kinerja Perusahaan**

No	Indikator	Frekuensi Jawaban Responden Berdasarkan Skor										Rerata
		1	%	2	%	3	%	4	%	5	%	
1	Y1. 1	1	2%	1	2%	24	40%	21	35%	13	21%	3.7
2	Y1. 2	2	3%	5	8%	17	28%	28	47%	8	13%	3.5
3	Y1. 3	2	3%	14	23%	21	35%	14	23%	9	15%	3.2
	Rerata Variabel	3.5										

Tampilan Hasil PLS Algorithm



Gambar 4. 1

Tabel 4. 6

Outer Loadings

	OK	SI	IP	KP
Y1.1				0.901
Y1.2				0.802
Y1.3				0.865
X1.1	0.755			
X1.2	0.813			
X1.3	0.833			
Z1.1			0.861	
Z1.2			0.893	
Z1.3			0.836	
X2.1		0.798		
X2.2		0.750		
X2.3		0.630		
X2.4		0.748		
X2.5		0.749		
X2.6		0.625		
X2.7		0.768		
X2.8		0.706		

X2.9		0.598		
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Tabel 4. 7

Cross Loading

	Latent Variable 1	Latent Variable 2	Latent Variable 3	Latent Variable 4
kp1	0.628	0.549	0.850	0.901
kp2	0.424	0.438	0.445	0.802
kp3	0.397	0.378	0.524	0.865
ok1	0.755	0.328	0.418	0.386
ok2	0.813	0.397	0.575	0.570
ok3	0.833	0.550	0.548	0.433
pi1	0.574	0.608	0.861	0.631
pi2	0.502	0.542	0.893	0.704
pi3	0.614	0.471	0.836	0.617
si1	0.619	0.798	0.556	0.487
si2	0.506	0.750	0.489	0.314
si3	0.202	0.630	0.445	0.416
si4	0.485	0.748	0.429	0.443
si5	0.427	0.749	0.430	0.301
si6	0.072	0.625	0.384	0.345
si7	0.537	0.768	0.488	0.473
si8	0.369	0.706	0.335	0.226
si9	0.074	0.598	0.386	0.383

Tabel 4. 8

Nilai AVE

Average Variance Extracted (AVE)
0.641
0.506
0.746
0.734

4.1.1.1 Composite Reliability

Tabel 4. 9

Composite Reliabilitty

Composite Reliability
0.843
0.901
0.898
0.892

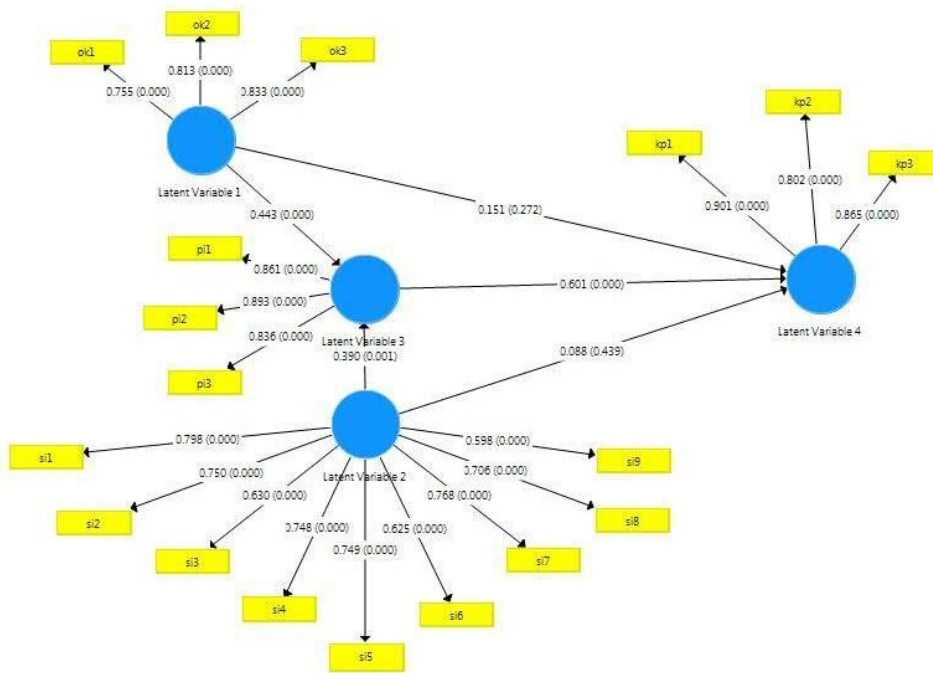
4.1.1.2 Cronbach Alpha

Tabel 4. 10

Cronbach Alpha

Cronbach's Alpha
0.724
0.877
0.829
0.827

Tampilan Hasil PLS Bootstrapping



Gambar 4. 2

Path Coefficient

Path Coefficients						
	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics (JO...	P Values	
Inovasi Produk -> Kinerja Perusahaan	0.601	0.601	0.140	4.304	0.000	
Orientasi Kewirausahaan -> Inovasi Produk	0.443	0.467	0.113	3.932	0.000	
Orientasi Kewirausahaan -> Kinerja Perusahaan	0.151	0.148	0.144	1.047	0.295	
Sistem Informasi pemasaran -> Inovasi Produk	0.390	0.380	0.124	3.147	0.002	
Sistem Informasi pemasaran -> Kinerja Perusahaan	0.088	0.099	0.107	0.823	0.411	

Gambar 4. 3

Tabel

4. 11R-

Square

	R Square
Inovasi produk	0.533
Kinerja Perusahaan	0.590