

LAMPIRAN III

Hasil Olah Data SPSS

1. Data umum

Statistics

		Usia	Jenis Kelamin	Pendidikan
N	Valid	94	94	94
	Missing	0	0	0

2. Karakteristik Responden

Frequency Table

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 25 tahun	24	25.5	25.5	25.5
	25-30 tahun	53	56.4	56.4	81.9
	> 30 tahun	17	18.1	18.1	100.0
	Total	94	100.0	100.0	

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Perempuan	81	86.1	86.1	81.6
	Laki-laki	13	13.9	13.9	100.0
	Total	94	100.0	100.0	

Pendidikan Terakhir Responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SMA/SMK	9	9.6	9.6	9.6
Diploma	10	10.6	10.6	20.2
Sarjana	75	79.8	79.8	100.0
Total	94	100.0	100.0	

Lama Bekerja

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid > 1 tahun	23	24.4	24.4	24.4
1-2 tahun	41	43.6	43.6	68.0
> 2 tahun	30	32.0	32.0	100.0
Total	94	100.0	100.0	

3. Validitas dan Reliabilitas

a. Validitas dan reliabilitas Kompetensi Tenaga Pemasar

Case Processing Summary

	N	%
Valid	94	100.0
Cases Excluded ^a	0	.0
Total	94	100.0

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.854	.926	4

Inter-Item Correlation Matrix

	X1.1	X1.2	X1.3	TX1
X1.1	1.000	.637	.646	.864
X1.2	.637	1.000	.644	.866
X1.3	.646	.644	1.000	.887
TX1	.864	.866	.887	1.000

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	16.8830	16.965	.806	.819
X1.2	16.7766	16.821	.807	.816
X1.3	16.7660	15.880	.826	.796
TX1	10.0851	5.885	1.000	.841

b. Validitas dan reliabilitas Orientasi Pelanggan

Case Processing Summary

		N	%
Cases	Valid	94	100.0
	Excluded ^a	0	.0
	Total	94	100.0

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.825	.961	6

Inter-Item Correlation Matrix

	X2.1	X2.2	X2.3	X2.4	X2.5	TX2
X2.1	1.000	.701	.692	.684	.742	.838
X2.2	.701	1.000	.780	.754	.813	.904
X2.3	.692	.780	1.000	.916	.734	.923
X2.4	.684	.754	.916	1.000	.760	.921
X2.5	.742	.813	.734	.760	1.000	.901
TX2	.838	.904	.923	.921	.901	1.000

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	32.9468	67.470	.807	.805
X2.2	33.0532	63.728	.879	.786
X2.3	33.0106	63.172	.902	.782
X2.4	33.0000	63.226	.901	.783
X2.5	33.0532	64.072	.876	.788
TX2	18.3404	19.797	1.000	.939

c. Validitas dan reliabilitas Kinerja Tenaga Pemasar

Case Processing Summary

		N	%
Cases	Valid	94	100.0
	Excluded ^a	0	.0
	Total	94	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.838	.894	4

Inter-Item Correlation Matrix

	Y.1	Y.2	Y.3	TY
Y.1	1.000	.431	.643	.844
Y.2	.431	1.000	.509	.756
Y.3	.643	.509	1.000	.881
TY	.844	.756	.881	1.000

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	21.3830	10.776	.766	.790
Y.2	21.3936	11.790	.661	.831
Y.3	21.4787	10.274	.814	.768
TY	12.8511	3.870	1.000	.772

4. Uji normalitas Data

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		94
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	.40491170
	Absolute	.050
Most Extreme Differences	Positive	.050
	Negative	-.047
Kolmogorov-Smirnov Z		.489
Asymp. Sig. (2-tailed)		.970

a. Test distribution is Normal.

b. Calculated from data.

5. Uji Heterokedastisitas

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Kinerja Tenaga Pemasaran (Y)	4.2833	.65621	94
Kompetensi Tenaga Pemasar (X1)	3.3614	.80847	94
Orientasi Pelanggan (X2)	3.6574	.88894	94

Correlations

		<i>Sales Person Performance (Y)</i>	<i>Salesperson Competencies (X1)</i>	Orientasi Pelanggan (X2)
Pearson Correlation	<i>Sales Person Performance (Y)</i>	1.000	.579	.679
	<i>Sales Person Competencies (X1)</i>	.579	1.000	.293
	Orientasi Pelanggan (X2)	.679	.293	1.000
Sig. (1-tailed)	<i>Sales Person Performance (Y)</i>	.	.000	.000
	<i>Sales Person Competencies (X1)</i>	.000	.	.002
	Orientasi Pelanggan (X2)	.000	.002	.
N	<i>Sales Person Performance (Y)</i>	94	94	94
	<i>Sales Person Competencies (X1)</i>	94	94	94
	Orientasi Pelanggan (X2)	94	94	94

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Orientasi Pelanggan (X2), <i>Sales Person Competencies (X1)</i> ^b		Enter

a. Dependent Variable: Sales Person Performance (Y)

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.787 ^a	.619	.611	.40934	1.930

- a. Predictors: (Constant), Orientasi Pelanggan (X2), Salesperson Competencies (X1)
 b. Dependent Variable: Salesperson Performance (Y)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.800	2	12.400	74.004	.000 ^b
	Residual	15.248	91	.168		
	Total	40.047	93			

- a. Dependent Variable Salesperson Performance (Y)
 b. Predictors: (Constant), Orientasi Pelanggan (X2), Salesperson Competencies (X1)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			Tolerance
1	(Constant)	1.644	.222		7.394	.000	
	x1	.337	.055	.415	6.139	.000	.914
	x2	.412	.050	.558	8.245	.000	.914

Coefficients^a

Model		Collinearity Statistics
		VIF
1	(Constant)	
	Salesperson Competencies (X1)	1.094
	Orientasi Pelanggan (X2)	1.094

- a. Dependent Variable: Salesperson Performance (Y)

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	X1	X2
1	1	2.937	1.000	.00	.01	.01
	2	.039	8.716	.00	.62	.67
	3	.024	11.049	1.00	.37	.33

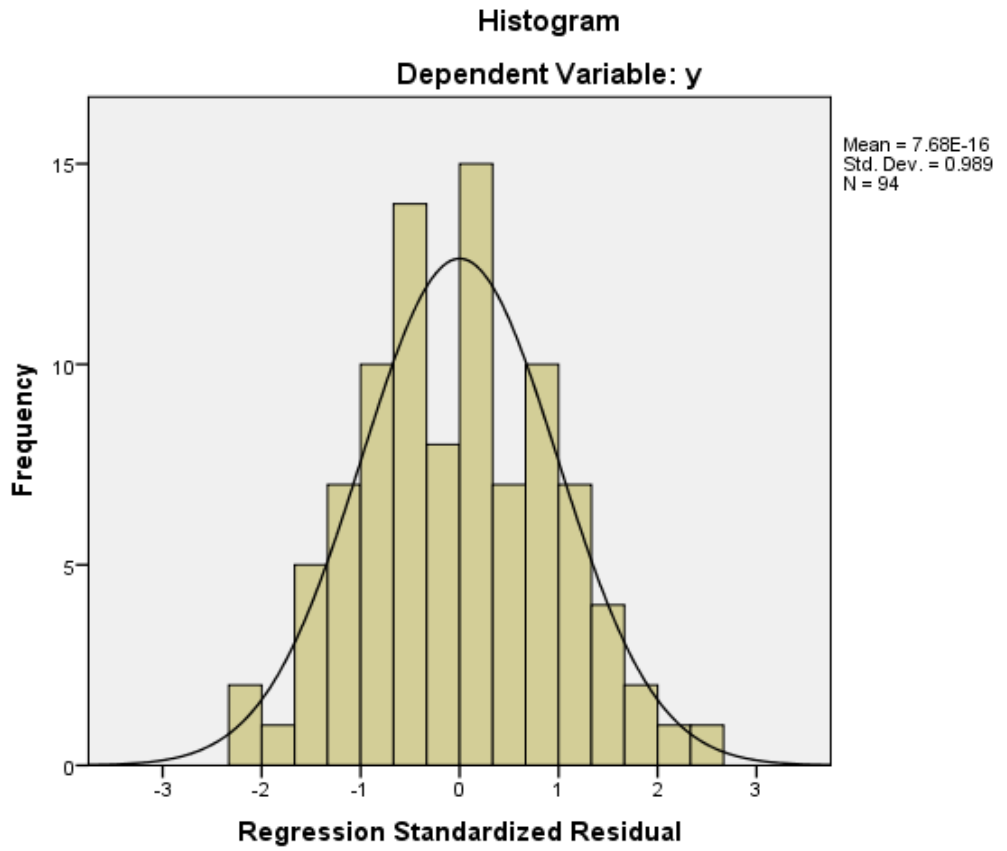
a. Dependent Variable: *Salesperson Performance (Y)*

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Dev.	N
Predicted Value	2.4755	5.1626	4.2833	.51640	94
Std. Predicted Value	-3.501	1.703	.000	1.000	94
Standard Error of Predicted Value	.046	.156	.069	.023	94
Adjusted Predicted Value	2.5563	5.1697	4.2842	.50835	94
Residual	-.91674	1.07265	.00000	.40491	94
Std. Residual	-2.240	2.620	.000	.989	94
Stud. Residual	-2.397	2.738	-.001	1.013	94
Deleted Residual	-1.05000	1.17076	-.00091	.42517	94
Stud. Deleted Residual	-2.463	2.842	.000	1.024	94
Mahal. Distance	.174	12.517	1.979	2.274	94
Cook's Distance	.000	.278	.017	.042	94
Centered Leverage Value	.002	.135	.021	.024	94

a. Dependent Variable: *Salesperson Performance (Y)*

Charts



Normal P-P Plot of Regression Standardized Residual**Dependent Variable: y**