

LAMPIRAN

Lampiran 1. Kuesioner

Yth. Bapak, Ibu, Saudara/i

Perkenalkan, saya Nelvin Oliva Kartika, mahasiswa Program Studi Kewirausahaan, Institut Filsafat dan Teknologi Kreatif Ledalero (IFTK), yang sedang melaksanakan penelitian dalam rangka penyusunan skripsi berjudul “Pengaruh Inovasi Produk terhadap Daya Saing UMKM Jajanan Tradisional di Kabupaten Sikka.”

Melalui kuesioner ini, saya bermaksud mengumpulkan data dan informasi yang berkaitan dengan inovasi produk serta daya saing usaha jajanan tradisional yang dijalankan oleh pelaku UMKM di Kabupaten Sikka. Data yang diperoleh dari responden akan digunakan sebagai bahan analisis dalam penelitian ini.

Responden diharapkan dapat memberikan jawaban secara jujur, objektif, dan sesuai dengan kondisi usaha yang sebenarnya. Seluruh informasi yang diberikan akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan akademik.

Saya sangat mengharapkan kesediaan Bapak/Ibu/Saudara/i untuk meluangkan waktu dalam mengisi kuesioner ini.

Atas perhatian dan partisipasi yang diberikan, saya ucapkan terima kasih.

Nama Responden :
Jenis kelamin :
Usia responden :
Domisili :
Nama usaha responden :

1. Produk yang saya jual memiliki variasi rasa yang beragam
2. Produk yang saya jual memiliki bentuk yang menarik dan berbeda
3. Saya menyediakan berbagai jenis produk untuk memenuhi selera konsumen
4. Produk yang saya jual menggunakan bahan baku yang berkualitas
5. Produk yang saya jual memiliki cita rasa yang baik dan konsisten
6. Produk yang saya jual memiliki daya tahan yang cukup lama
7. Kemasan produk saya terlihat menarik bagi konsumen
8. Desain kemasan produk saya memiliki keunikan dibandingkan pesaing
9. Kemasan produk saya mampu meningkatkan daya tarik pembeli
10. Produk saya mampu memenuhi kebutuhan konsumen
11. Produk saya sesuai dengan selera konsumen saat ini
12. Produk saya dapat bersaing dengan produk lain di pasar
13. Harga produk saya sesuai dengan kualitas yang ditawarkan
14. Harga produk saya mampu bersaing dengan produk sejenis
15. Produk saya memiliki banyak pelanggan
16. Penjualan produk saya mengalami peningkatan
17. Produk saya dikenal oleh banyak konsumen
18. Konsumen sering melakukan pembelian ulang terhadap produk saya
19. Konsumen merekomendasikan produk saya kepada orang lain
20. Saya memiliki pelanggan tetap yang setia membeli produk saya

Lampiran 2. Hasil Tabulasi Data

Variabel Inovasi Produk

X1	X2	X3	X4	X5	X6	X7	X8	X9	Total
4	4	4	4	4	4	4	4	4	36
4	5	3	4	4	4	4	4	4	36
4	4	4	4	4	4	4	4	3	35
4	3	4	2	4	3	3	3	3	29
4	4	4	4	4	4	4	4	4	36
4	5	5	5	5	4	4	3	4	39
4	3	3	5	4	4	4	3	4	34
3	3	2	5	5	5	5	5	5	38
5	5	4	5	3	2	4	2	4	34
5	5	5	5	5	5	5	4	5	44
4	5	5	5	5	5	5	5	5	44
1	5	3	5	5	3	5	5	5	37
4	5	1	5	5	4	3	3	5	35
5	4	4	4	4	4	4	4	4	37
4	4	4	4	4	5	5	5	5	40
5	5	5	5	5	5	5	5	5	45
5	4	4	4	4	4	4	4	4	37
4	4	2	4	4	4	4	4	4	34
4	4	4	4	4	4	4	4	4	36
4	4	4	4	4	4	4	4	4	36
4	4	4	4	4	4	4	4	4	36
4	5	4	4	4	5	5	4	5	40
4	2	2	2	1	5	5	5	4	30
4	4	4	4	4	4	4	4	4	36
4	3	4	5	4	3	2	2	2	29
4	5	5	5	5	4	4	3	3	38
4	4	4	4	4	4	4	4	4	36
4	4	4	4	4	3	4	3	3	33
5	4	5	5	5	4	3	4	3	38
5	5	5	5	4	4	4	5	5	42
5	4	4	5	5	3	4	4		34
2	3	3	3	1	2	2	2	3	21
4	4	5	5	4	3	4	3	4	36
4	4	3	5	5	3	4	4	5	37
4	4	3	5	4	3	4	3	4	34
4	5	3	5	4	3	4	4	4	36
4	4	4	5	5	5	4	4	4	39
4	4	4	4	4	4	4	4	4	36
4	4	4	4	4	4	4	4	4	36
5	4	5	5	4	4	5	5	5	42
5	5	4	4	5	5	5	5	4	42

Daya saing UMKM

Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Total
4	4	4	4	4	4	4	4	4	4	4	44
4	4	4	4	4	4	4	3	3	4	4	42
4	4	3	3	3	5	3	4	4	4	4	41
2	3	3	5	4	5	5	3	4	4	4	42
4	4	4	4	4	4	4	4	4	4	4	44
4	4	5	5	5	5	5	5	5	4	5	52
3	4	4	4	4	4	3	3	5	4	4	42
5	3	3	3	3	3	3	3	3	5	4	38
5	5	2	4	5	5	5	4	5	5	4	49
5	5	5	5	5	5	5	4	5	5	5	54
5	5	5	5	5	5	5	5	5	5	5	55
5	4	4	4	4	4	4	4	4	4	4	45
5	5	5	5	3	3	5	3	3	5	5	47
4	4	4	4	4	4	4	4	4	4	4	44
5	5	5	5	5	5	5	5	5	5	5	55
5	5	5	5	5	5	5	5	5		5	50
4	4	4	4	4	4	4	4	4	4	4	44
4	4	4	4	4	4	4	4	4	4	4	44
4	4	4	4	4	4	4	4	4	4	4	44
4	4	4	4	4	4	4	4	4	4	4	44
3	4	4	4	4	4	4	4	4	4	4	43
4	4	4	4	4	4	4	4	4	5	4	45
4	4	3	5	1	3	2	2	2	2	3	31
4	4	4	4	4	4	4	4	4	4	4	44
4	4	4	4	5	4	3	4	4	4	4	44
4	4	5	5	5	5	4	5	5	4	4	50
4	4	3	4	4	4	4	4	4	4	4	43
4	4	4	4	4	4	3	4	4	4	4	43
4	5	5	5	5	5	4	5	4	5	5	52
5	5	5	5	5	5	5	5	5	5	5	55
5	5	5	4	5	5	5	4	5	4	4	51
3	3	2	1	1	1	1	1	1	1	5	20
5	5	5	5	5	4	5	4	4	4	4	50
5	4	5	5	5	5	4	5	5	5	5	53
4	4	3	4	3	4	4	4	4	4	4	42
3	4	4	5	5	4	4	4	3	3	4	43
4	4	4	4	4	4	4	4	4	4	4	44
4	4	4	4	4	4	4	4	4	4	4	44
4	4	4	4	4	4	4	4	4	4	4	44
5	4	5	4	4	4	5	5	4	5	5	50
5	4	5	4	5	4	5	4	5	4	5	50

Lampiran 3. Hasil Uji Menggunakan SPSS Versi 16

Uji Validitas Inovasi Produk

Correlations											
		X1	X2	X3	X4	X5	X6	X7	X8	X9	X
X1	Pearson Correlation	1	.198	.425**	.150	.200	.260	.122	.096	.032	.465**
	Sig. (2-tailed)		.215	.006	.349	.211	.101	.446	.550	.843	.002
	N	41	41	41	41	41	41	41	41	41	41
X2	Pearson Correlation	.198	1	.281	.530**	.551**	.111	.313*	.152	.409**	.643**
	Sig. (2-tailed)	.215		.075	.000	.000	.489	.046	.342	.008	.000
	N	41	41	41	41	41	41	41	41	41	41
X3	Pearson Correlation	.425**	.281	1	.142	.261	.078	.088	.039	-.128	.439**
	Sig. (2-tailed)	.006	.075		.376	.099	.626	.585	.808	.424	.004
	N	41	41	41	41	41	41	41	41	41	41
X4	Pearson Correlation	.150	.530**	.142	1	.658**	-.022	.131	-.007	.312*	.527**
	Sig. (2-tailed)	.349	.000	.376		.000	.892	.413	.967	.047	.000
	N	41	41	41	41	41	41	41	41	41	41
X5	Pearson Correlation	.200	.551**	.261	.658**	1	.304	.258	.260	.297	.706**
	Sig. (2-tailed)	.211	.000	.099	.000		.053	.103	.101	.059	.000
	N	41	41	41	41	41	41	41	41	41	41
X6	Pearson Correlation	.260	.111	.078	-.022	.304	1	.620**	.687**	.446**	.637**
	Sig. (2-tailed)	.101	.489	.626	.892	.053		.000	.000	.003	.000
	N	41	41	41	41	41	41	41	41	41	41
X7	Pearson Correlation	.122	.313*	.088	.131	.258	.620**	1	.756**	.711**	.717**
	Sig. (2-tailed)	.446	.046	.585	.413	.103	.000		.000	.000	.000
	N	41	41	41	41	41	41	41	41	41	41
X8	Pearson Correlation	.096	.152	.039	-.007	.260	.687**	.756**	1	.633**	.657**
	Sig. (2-tailed)	.550	.342	.808	.967	.101	.000	.000		.000	.000
	N	41	41	41	41	41	41	41	41	41	41
X9	Pearson Correlation	.032	.409**	-.128	.312*	.297	.446**	.711**	.633**	1	.653**
	Sig. (2-tailed)	.843	.008	.424	.047	.059	.003	.000	.000		.000
	N	41	41	41	41	41	41	41	41	41	41
X	Pearson Correlation	.465**	.643**	.439**	.527**	.706**	.637**	.717**	.657**	.653**	1
	Sig. (2-tailed)	.002	.000	.004	.000	.000	.000	.000	.000	.000	
	N	41	41	41	41	41	41	41	41	41	41

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

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

Uji Validitas Daya Saing

Correlations													
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y
Y1	Pearson Correlation	1	.620*	.472*	.242	.331*	.255	.455*	.434*	.388	.566*	.408*	.588*
	Sig. (2-tailed)		.000	.002	.128	.035	.107	.003	.005	.012	.000	.008	.000
	N	41	41	41	41	41	41	41	41	41	41	41	41
Y2	Pearson Correlation	.620*	1	.571*	.574*	.538*	.525*	.603*	.514*	.515*	.521*	.378*	.729*
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.001	.001	.000	.015	.000
	N	41	41	41	41	41	41	41	41	41	41	41	41
Y3	Pearson Correlation	.472*	.571*	1	.639*	.647*	.480*	.607*	.663*	.557*	.509*	.536*	.785*
	Sig. (2-tailed)	.002	.000		.000	.000	.001	.000	.000	.000	.001	.000	.000
	N	41	41	41	41	41	41	41	41	41	41	41	41
Y4	Pearson Correlation	.242	.574*	.639*	1	.584*	.661*	.651*	.571*	.518*	.486*	.170	.727*
	Sig. (2-tailed)	.128	.000	.000		.000	.000	.000	.000	.001	.001	.288	.000
	N	41	41	41	41	41	41	41	41	41	41	41	41
Y5	Pearson Correlation	.331*	.538*	.647*	.584*	1	.786*	.736*	.802*	.823*	.637*	.348*	.873*
	Sig. (2-tailed)	.035	.000	.000	.000		.000	.000	.000	.000	.000	.026	.000
	N	41	41	41	41	41	41	41	41	41	41	41	41
Y6	Pearson Correlation	.255	.525*	.480*	.661*	.786*	1	.683*	.796*	.859*	.653*	.202	.833*
	Sig. (2-tailed)	.107	.000	.001	.000	.000		.000	.000	.000	.000	.206	.000
	N	41	41	41	41	41	41	41	41	41	41	41	41
Y7	Pearson Correlation	.455*	.603*	.607*	.651*	.736*	.683*	1	.662*	.698*	.703*	.409*	.858*
	Sig. (2-tailed)	.003	.000	.000	.000	.000	.000		.000	.000	.000	.008	.000
	N	41	41	41	41	41	41	41	41	41	41	41	41
Y8	Pearson Correlation	.434*	.514*	.663*	.571*	.802*	.796*	.662*	1	.792*	.697*	.381*	.875*
	Sig. (2-tailed)	.005	.001	.000	.000	.000	.000	.000		.000	.000	.014	.000
	N	41	41	41	41	41	41	41	41	41	41	41	41
Y9	Pearson Correlation	.388	.515*	.557*	.518*	.823*	.859*	.698*	.792*	1	.690*	.305	.860*
	Sig. (2-tailed)	.012	.001	.000	.001	.000	.000	.000	.000		.000	.052	.000
	N	41	41	41	41	41	41	41	41	41	41	41	41
Y10	Pearson Correlation	.566*	.521*	.509*	.486*	.637*	.653*	.703*	.697*	.690*	1	.402*	.813*
	Sig. (2-tailed)	.000	.000	.001	.001	.000	.000	.000	.000	.000		.009	.000
	N	41	41	41	41	41	41	41	41	41	41	41	41
Y11	Pearson Correlation	.408*	.378*	.536*	.170	.348*	.202	.409*	.381*	.305	.402*	1	.502*
	Sig. (2-tailed)	.008	.015	.000	.288	.026	.206	.008	.014	.052	.009		.001
	N	41	41	41	41	41	41	41	41	41	41	41	41

Y	Pearson Correlation	.588*	.729*	.785*	.727*	.873*	.833*	.858*	.875*	.860*	.813*	.502*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	
	N	41	41	41	41	41	41	41	41	41	41	41	41

**. Correlation is significant at the 0.01 level (2-tailed).
 *. Correlation is significant at the 0.05 level (2-tailed).

Uji Reliabilitas

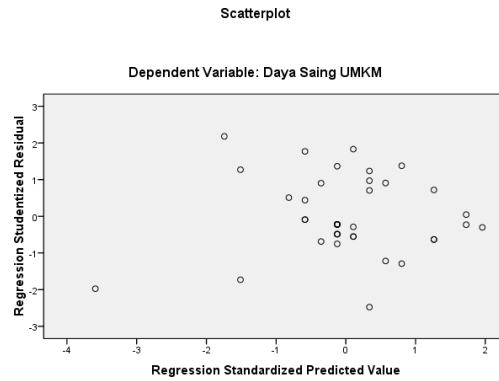
Reliability Statistics

Cronbach's Alpha	N of Items
.776	9

Reliability Statistics

Cronbach's Alpha	N of Items
.932	11

Uji Heteroskedasitas



Uji F

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1167.775	1	1167.775	79.835	.000 ^a
	Residual	570.469	39	14.627		
	Total	1738.244	40			

a. Predictors: (Constant), Inovasi Produk

b. Dependent Variable: Daya Saing UMKM

Uji T

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.134	5.143		-.026	.979
	Inovasi Produk	1.249	.140	.820	8.935	.000

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.134	5.143		-.026	.979
Inovasi Produk	1.249	.140	.820	8.935	.000

a. Dependent Variable: Daya Saing UMKM

Uji Koefisien Determinasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.820 ^a	.672	.663	3.82458	2.060

a. Predictors: (Constant), Inovasi Produk

b. Dependent Variable: Daya Saing UMKM

Collinearity Diagnostics^a

Model	Dimensi on	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Inovasi Produk
1	1	1.993	1.000	.00	.00
	2	.007	17.164	1.00	1.00

a. Dependent Variable: Daya Saing UMKM

Uji Statistik Deskriptif

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Inovasi Produk	41	21.00	45.00	36.5366	4.32491
Daya Saing UMKM	41	20.00	55.00	45.5122	6.59212
Valid N (listwise)	41				

Uji Linearitas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Daya Saing UMKM * Inovasi Produk	Between Groups	(Combined)	1299.161	13	99.935	6.145	.000
		Linearity	1167.775	1	1167.775	71.809	.000
		Deviation from Linearity	131.386	12	10.949	.673	.761
	Within Groups		439.083	27	16.262		
Total			1738.244	40			

Uji Kolmogrov-Smirnov

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		41
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	3.77647045
Most Extreme Differences	Absolute	.173
	Positive	.173
	Negative	-.104
Kolmogorov-Smirnov Z		1.108
R		.172
a. Test distribution is Normal.		

Lampiran 4. Daftar R tabel, T tabel, F tabel R tabel

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
33	0.2826	0.3338	0.3916	0.4296	0.5322
34	0.2785	0.3291	0.3862	0.4238	0.5254
35	0.2746	0.3246	0.3810	0.4182	0.5189
36	0.2709	0.3202	0.3760	0.4128	0.5126
37	0.2673	0.3160	0.3712	0.4076	0.5066
38	0.2638	0.3120	0.3665	0.4026	0.5007
39	0.2605	0.3081	0.3621	0.3978	0.4950
40	0.2573	0.3044	0.3578	0.3932	0.4896
41	0.2542	0.3008	0.3536	0.3887	0.4843

T tabel

Pr df	0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.01 0.02	0.005 0.010	0.001 0.002
30	0.68276	1.31042	1.69726	2.04227	2.45726	2.75000	3.38518
31	0.68249	1.30946	1.69552	2.03951	2.45282	2.74404	3.37490
32	0.68223	1.30857	1.69389	2.03693	2.44868	2.73848	3.36531
33	0.68200	1.30774	1.69236	2.03452	2.44479	2.73328	3.35634
34	0.68177	1.30695	1.69092	2.03224	2.44115	2.72839	3.34793
35	0.68156	1.30621	1.68957	2.03011	2.43772	2.72381	3.34005
36	0.68137	1.30551	1.68830	2.02809	2.43449	2.71948	3.33262
37	0.68118	1.30485	1.68709	2.02619	2.43145	2.71541	3.32563
38	0.68100	1.30423	1.68595	2.02439	2.42857	2.71156	3.31903
39	0.68083	1.30364	1.68488	2.02269	2.42584	2.70791	3.31279
40	0.68067	1.30308	1.68385	2.02108	2.42326	2.70446	3.30688

F tabel

$\alpha = 0,05$	df ₁ =(k-1)							
df ₂ =(n-k-1)	1	2	3	4	5	6	7	8
27	4.210	3.354	2.960	2.728	2.572	2.459	2.373	2.305
28	4.196	3.340	2.947	2.714	2.558	2.445	2.359	2.291
29	4.183	3.328	2.934	2.701	2.545	2.432	2.346	2.278
30	4.171	3.316	2.922	2.690	2.534	2.421	2.334	2.266
31	4.160	3.305	2.911	2.679	2.523	2.409	2.323	2.255
32	4.149	3.295	2.901	2.668	2.512	2.399	2.313	2.244
33	4.139	3.285	2.892	2.659	2.503	2.389	2.303	2.235
34	4.130	3.276	2.883	2.650	2.494	2.380	2.294	2.225
35	4.121	3.267	2.874	2.641	2.485	2.372	2.285	2.217
36	4.113	3.259	2.866	2.634	2.477	2.364	2.277	2.209
37	4.105	3.252	2.859	2.626	2.470	2.356	2.270	2.201
38	4.098	3.245	2.852	2.619	2.463	2.349	2.262	2.194
39	4.091	3.238	2.845	2.612	2.456	2.342	2.255	2.187
40	4.085	3.232	2.839	2.606	2.449	2.336	2.249	2.180
41	4.079	3.226	2.833	2.600	2.443	2.330	2.243	2.174
42	4.073	3.220	2.827	2.594	2.438	2.324	2.237	2.168
43	4.067	3.214	2.822	2.589	2.432	2.318	2.232	2.163
44	4.062	3.209	2.816	2.584	2.427	2.313	2.226	2.157
45	4.057	3.204	2.812	2.579	2.422	2.308	2.221	2.152
46	4.052	3.200	2.807	2.574	2.417	2.304	2.216	2.147
47	4.047	3.195	2.802	2.570	2.413	2.299	2.212	2.143
48	4.043	3.191	2.798	2.565	2.409	2.295	2.207	2.138
49	4.038	3.187	2.794	2.561	2.404	2.290	2.203	2.134
50	4.034	3.183	2.790	2.557	2.400	2.286	2.199	2.130
51	4.030	3.179	2.786	2.553	2.397	2.283	2.195	2.126