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## LAMPIRAN

### Lampiran 1: Jadwal Kegiatan Penelitian 2022

#### JADWAL PENELITIAN

Aktivitas	Agustus 2022				September 2022				Oktober 2022				November 2022				Desember 2022				Januari 2023			
	Minggu ke				Minggu ke				Minggu ke				Minggu ke				Minggu ke				Minggu ke			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Persiapan Administrasi																								
Pengajuan Judul Skripsi																								
Penulisan Bab 1, 2, 3																								
Bimbingan Usulan Penelitian																								
Sidang Usulan Penelitian																								
Revisi Usulan Penelitian																								
Penyusunan Penelitian dan Pengolahan Data																								
Bimbingan dan Revisi Skripsi																								
Sidang Skripsi																								
Skripsi Akhir																								

## Lampiran 2: Kuesioner Penelitian 2022

Kuesioner Penelitian “Meningkatkan *Value Co-Creation* Melalui Adopsi *E-Marketing* Dan Kapabilitas Inovasi Berdasarkan Orientasi Pasar” (Survey pada UMKM Makanan dan Minuman di Pangandaran).

Perkenalkan saya Rafi Wahyu Prasetyo Mahasiswa Universitas Siliwangi Tasikmalaya Program Studi Manajemen Pemasaran yang sedang melakukan penelitian kepada pelaku Usaha Mikro, Kecil dan Menengah (UMKM) makanan dan minuman di Pangandaran. Kali ini saya selaku peneliti meminta kesediaan Bapak/Ibu/Saudara/i untuk membantu penelitian ini dengan mengisi kuesioner.

Berikut kuesioner yang saya ajukan, mohon kepada Bapak/Ibu/Saudara/i untuk memberikan jawaban yang jujur-jujurnya dan sesuai keadaan yang sebenarnya.

Adapun jawaban yang Bapak/Ibu/Saudara/i berikan tidak berpengaruh pada diri Bapak/Ibu/Saudara/i karena penelitian dilakukan semata-mata untuk pengembangan ilmu pengetahuan.

Atas kesediaannya saya ucapkan terimakasih.

Salam Hormat

Rafi Wahyu Prasetyo

**\*Wajib**

### Identitas Diri

1. Nama\*

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2. Jenis Kelamin\*

*Tandai satu oval saja.*

Laki-laki

Perempuan





## 6. Memahami kelemahan pesaing \*

*Tandai satu oval saja.*

	1	2	3	4	5	6	7	8	9	10	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

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## 7. Memahami kapabilitas pesaing \*

*Tandai satu oval saja.*

	1	2	3	4	5	6	7	8	9	10	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

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## 8. Memahami strategi pesaing \*

*Tandai satu oval saja.*

	1	2	3	4	5	6	7	8	9	10	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

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## 9. Dapat memenuhi kebutuhan pelanggan dengan memberikan nilai terbaik

dibanding pesaingnya \*

*Tandai satu oval saja.*

	1	2	3	4	5	6	7	8	9	10	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

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## 10. Kemampuan pengembangan produk baru \*

*Tandai satu oval saja.*

	1	2	3	4	5	6	7	8	9	10	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

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11. Kemampuan pengembangan produk yang ada saat ini \*

*Tandai satu oval saja.*

	1	2	3	4	5	6	7	8	9	10	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

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12. Kemampuan menghasilkan suatu proses manufaktur dibandingkan dengan proses saat ini \*

*Tandai satu oval saja.*

	1	2	3	4	5	6	7	8	9	10	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

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13. Percaya bahwa kesuksesan perusahaan sangat bergantung pada pemasaran melalui *e-marketing* \*

*Tandai satu oval saja.*

	1	2	3	4	5	6	7	8	9	10	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

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14. Memiliki perencanaan *e-marketing* \*

*Tandai satu oval saja.*

	1	2	3	4	5	6	7	8	9	10	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

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15. Sudah menggunakan aktivitas *e-marketing* \*

*Tandai satu oval saja.*

	1	2	3	4	5	6	7	8	9	10	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

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### Lampiran 3: Data Hasil Kuisisioner Penelitian

NO	Orientasi Pasar						Kapabilitas Inovasi			Adopsi <i>E-Marketing</i>			<i>Value Co-Creation</i>			
	OP1	OP2	OP3	OP4	OP5	OP6	KI1	KI2	KI3	AEM1	AEM2	AEM3	VCC1	VCC2	VCC3	VCC4
1	6	6	6	6	6	6	8	8	8	6	6	6	6	6	6	6
2	10	10	10	8	10	8	10	10	10	10	10	10	10	10	10	10
3	9	10	9	10	10	8	10	10	9	7	9	10	10	10	9	9
4	10	9	8	9	9	10	9	10	10	9	9	10	10	10	10	10
5	9	10	9	9	7	9	10	10	10	10	10	9	10	10	9	10
6	10	10	10	8	10	10	10	10	8	7	10	10	8	9	9	9
7	8	9	8	8	8	8	8	8	9	6	8	9	7	8	8	8
8	8	9	7	8	7	9	8	8	8	8	9	8	8	8	8	9
9	8	8	8	8	8	8	8	8	7	8	6	8	8	7	8	8
10	8	7	8	8	8	8	8	8	9	8	8	8	8	9	8	8
11	10	9	10	8	10	8	8	9	6	8	7	8	8	8	8	8
12	7	7	8	8	8	8	8	9	8	8	7	8	9	8	8	9
13	10	10	10	8	10	8	10	10	10	10	10	10	10	10	10	10
14	9	9	9	8	8	8	8	8	7	8	9	8	8	8	7	8
15	10	10	9	8	10	8	9	9	8	8	8	9	8	8	8	8
16	8	9	8	6	8	8	8	8	7	8	8	8	7	8	8	9
17	8	8	7	6	7	8	9	9	9	8	6	8	6	8	8	8
18	10	10	10	10	10	8	10	10	10	10	10	10	10	10	10	10
19	8	9	9	9	9	9	8	9	8	7	8	7	8	9	9	9
20	9	9	8	8	8	8	8	8	8	8	8	8	8	8	8	8
21	7	7	7	7	7	7	8	7	8	8	8	8	8	6	7	7
22	9	9	9	8	8	9	8	8	9	8	9	9	9	9	9	8
23	10	8	10	9	10	10	10	10	10	10	10	10	10	10	10	10
24	9	9	8	6	7	8	8	8	8	8	8	8	8	8	8	8
25	8	8	8	8	8	10	8	9	8	9	9	9	6	8	8	8
26	8	8	8	6	8	8	8	8	8	8	8	8	8	8	8	8
27	7	7	6	7	8	7	8	8	7	7	7	8	6	8	7	7
28	7	8	9	8	8	9	8	8	8	8	7	8	8	8	8	9
29	8	8	10	10	10	10	10	10	10	10	10	10	10	10	10	10
30	8	8	8	6	7	8	7	7	8	8	8	7	7	7	7	7
31	7	10	9	8	9	9	9	8	7	8	9	9	7	7	8	9
32	9	10	7	7	8	8	9	8	7	8	8	8	7	8	8	8
33	8	7	8	7	7	7	8	8	7	7	8	7	8	7	6	8
34	8	9	8	9	8	8	8	8	8	8	9	8	9	9	8	8
35	9	7	7	8	7	8	8	7	8	7	8	8	7	6	8	8

NO	Orientasi Pasar						Kapabilitas Inovasi			Adopsi <i>E-Marketing</i>			<i>Value Co-Creation</i>			
	OP1	OP2	OP3	OP4	OP5	OP6	KI1	KI2	KI3	AEM1	AEM2	AEM3	VCC1	VCC2	VCC3	VCC4
36	9	8	8	8	9	9	8	9	8	8	8	8	8	8	9	8
37	8	9	10	9	9	8	8	8	8	9	9	8	8	9	9	9
38	9	8	9	9	8	9	9	8	9	8	9	9	8	9	9	8
39	8	7	8	7	8	7	8	7	8	7	8	8	7	8	7	8
40	7	8	9	8	8	8	8	7	9	8	8	8	8	8	8	8
41	8	8	8	8	8	7	8	7	8	8	7	8	8	8	7	8
42	8	9	9	9	8	8	8	8	8	9	8	9	9	8	8	9
43	9	8	9	9	8	9	9	8	9	9	9	9	9	8	9	9
44	7	8	8	9	8	8	9	8	8	7	8	9	8	8	8	9
45	7	8	8	9	7	8	8	7	8	7	8	8	7	7	8	8
46	8	8	8	9	7	8	8	7	8	8	8	9	8	9	9	8
47	8	8	7	8	9	8	8	7	8	7	8	8	6	7	7	8
48	7	8	7	8	7	6	8	8	8	7	8	7	9	8	8	7
49	8	7	7	8	9	7	6	8	7	7	8	7	9	9	8	7
50	8	6	8	9	9	8	8	7	8	8	7	7	7	9	8	7
51	8	6	7	8	7	8	6	8	8	8	8	8	7	9	8	7
52	8	8	8	9	8	9	8	8	8	9	8	9	8	9	8	9
53	8	8	9	9	9	8	7	7	9	8	8	9	9	7	8	9
54	8	8	7	7	7	8	8	8	7	7	8	8	7	8	8	8
55	9	8	8	9	8	9	9	8	8	9	9	8	9	7	8	9
56	8	8	9	9	8	8	7	8	8	8	8	9	9	8	9	7
57	9	9	8	9	9	9	9	8	9	9	9	9	8	9	9	8
58	9	9	9	9	9	9	10	9	10	9	9	9	8	8	7	8
59	8	8	8	8	8	7	8	7	8	7	7	8	8	8	7	8
60	8	8	9	9	8	8	7	7	8	8	8	9	9	9	8	8
61	10	8	9	9	9	9	9	9	10	9	10	8	9	8	7	8
62	9	8	9	9	9	9	9	9	9	8	9	8	8	8	8	10
63	8	8	8	8	7	7	8	7	8	7	8	7	6	8	7	9
64	8	8	7	7	8	7	8	7	8	8	7	7	7	8	7	8
65	8	9	8	8	8	8	8	9	9	8	8	9	8	8	8	9
66	8	8	8	7	7	8	8	7	8	7	8	8	9	9	8	9
67	8	7	7	7	9	8	8	7	8	8	8	8	9	8	8	8
68	7	6	7	8	8	7	8	8	8	7	8	8	7	8	8	8
69	9	8	9	9	9	8	9	8	8	8	8	9	8	9	9	8
70	7	7	8	7	7	8	8	7	8	7	7	8	7	8	8	7
71	9	9	8	9	8	9	8	9	10	9	7	9	9	8	9	9

NO	Orientasi Pasar						Kapabilitas Inovasi			Adopsi <i>E-Marketing</i>			<i>Value Co-Creation</i>			
	OP1	OP2	OP3	OP4	OP5	OP6	KI1	KI2	KI3	AEM1	AEM2	AEM3	VCC1	VCC2	VCC3	VCC4
72	7	7	8	7	8	7	8	7	8	8	8	8	8	7	7	8
73	9	9	8	9	9	7	8	8	8	9	10	9	9	9	9	9
74	7	8	8	7	7	8	8	8	8	7	8	7	9	8	8	8
75	8	7	8	7	8	7	8	7	8	8	7	8	9	8	8	8
76	7	7	8	7	9	7	8	7	8	7	8	8	7	7	8	8
77	9	10	8	9	8	8	8	7	8	7	8	9	9	8	9	8
78	8	8	7	9	8	7	8	8	8	8	8	8	8	9	9	8
79	8	8	8	8	7	7	7	7	9	7	7	8	7	8	7	8
80	9	10	9	9	7	9	8	9	8	8	9	8	9	8	7	8
81	8	9	7	9	7	8	9	8	8	8	8	9	8	9	8	8
82	8	9	7	9	8	9	9	9	8	9	9	9	8	8	7	8
83	9	8	9	10	9	8	7	8	9	9	10	9	8	8	8	9
84	7	7	7	9	8	8	9	8	8	8	8	8	7	8	7	9
85	8	9	9	9	10	8	9	8	9	9	8	9	9	8	7	8
86	9	9	8	9	9	8	8	8	9	9	8	9	9	8	8	9
87	8	9	7	9	10	8	7	8	9	9	9	10	8	9	8	9
88	7	9	7	9	9	8	7	9	9	9	8	9	8	8	8	9
89	9	9	8	9	9	8	8	9	9	9	9	9	8	8	8	8
90	7	9	9	9	9	8	9	8	8	8	9	8	8	8	8	9
91	7	8	7	8	7	6	7	6	8	7	8	7	8	7	8	8
92	8	6	7	8	8	8	8	7	7	8	8	7	8	8	7	8
93	9	7	7	8	9	9	10	8	8	9	8	9	9	8	8	7
94	8	7	6	7	8	7	8	8	8	9	8	7	6	8	8	7
95	7	7	6	8	7	8	7	8	8	9	7	8	7	8	7	7
96	9	8	7	8	8	8	9	8	8	9	8	9	8	9	8	8
97	10	10	8	8	8	8	10	9	8	9	8	8	8	8	8	8
98	10	8	9	8	9	9	9	8	9	9	9	9	9	9	9	9
99	8	8	8	7	9	8	9	9	9	8	8	9	8	9	8	8
100	7	8	7	7	8	7	7	8	8	8	7	8	8	9	8	8
101	7	7	8	8	7	8	7	8	7	6	8	7	8	9	8	8
102	9	8	7	9	8	9	8	8	8	8	9	8	8	9	8	8
103	8	8	8	9	8	8	8	7	8	9	9	9	8	8	9	9
104	8	7	9	8	8	7	8	7	8	7	8	9	8	9	8	9
105	8	7	7	8	7	8	8	7	8	7	7	8	6	8	7	8
106	9	7	7	8	7	8	9	9	9	7	8	7	7	9	8	9
107	7	7	8	7	7	7	8	8	7	8	7	7	6	9	9	9

NO	Orientasi Pasar						Kapabilitas Inovasi			Adopsi <i>E-Marketing</i>			<i>Value Co-Creation</i>			
	OP1	OP2	OP3	OP4	OP5	OP6	KI1	KI2	KI3	AEM1	AEM2	AEM3	VCC1	VCC2	VCC3	VCC4
108	8	7	8	8	7	8	8	7	8	8	8	8	7	9	8	9
109	9	8	8	9	8	9	8	8	8	9	9	8	8	8	9	9
110	9	9	9	8	7	9	9	8	9	8	9	10	8	8	9	8
111	7	7	7	7	8	9	8	8	8	7	8	8	8	9	8	8
112	7	7	7	8	8	7	7	8	8	8	8	8	6	9	8	8
113	7	8	7	7	7	8	8	8	8	7	7	7	6	9	8	8
114	9	8	7	8	7	8	8	7	8	8	7	8	8	9	8	8
115	9	8	8	8	8	8	8	7	8	9	8	8	8	8	8	7
116	8	7	7	7	8	7	8	8	7	7	7	7	9	9	8	7
117	8	7	8	8	8	8	9	9	8	9	8	8	8	9	8	7
118	8	9	9	8	9	9	8	9	9	8	9	9	7	9	8	7
119	8	8	8	8	8	9	8	8	9	8	9	8	8	8	8	9
120	6	7	7	7	8	7	8	7	8	7	8	8	6	7	8	9
121	8	8	8	7	7	8	8	9	8	8	7	8	7	8	8	8
122	8	8	8	8	8	7	8	7	8	7	8	8	7	8	9	9
123	8	8	7	7	6	7	6	8	8	7	6	6	8	7	8	8
124	8	7	8	7	7	8	7	8	8	8	7	7	7	8	9	7
125	9	9	9	7	7	8	7	7	9	8	9	8	7	9	9	8
126	8	8	8	8	8	7	8	8	8	8	9	8	8	8	7	8
127	8	8	7	8	9	7	8	7	8	8	7	8	8	8	7	8
128	8	8	7	8	7	8	7	8	7	8	7	8	8	9	8	8
129	8	9	8	8	8	8	8	7	8	8	9	9	8	8	7	8
130	7	7	7	8	7	8	9	8	7	8	7	8	8	8	8	9
131	7	7	7	8	7	8	7	6	8	7	8	8	8	8	7	9
132	8	8	9	9	8	9	8	8	7	9	8	8	9	8	7	8
133	6	7	7	8	7	7	8	7	8	8	7	8	7	8	8	9
134	8	7	8	8	8	7	8	8	7	8	8	7	7	9	8	9
135	7	7	7	8	8	7	7	8	7	7	8	8	7	8	8	9
136	7	7	8	8	7	8	7	8	8	8	8	7	7	8	8	8
137	7	8	8	7	7	7	7	7	7	7	8	6	8	7	8	8
138	8	8	8	7	8	8	9	8	8	8	8	8	8	8	8	8
139	8	9	10	8	9	8	9	9	8	9	9	9	9	8	8	8
140	8	9	10	9	8	8	9	8	8	8	9	9	8	7	8	9
141	7	9	8	8	8	8	9	8	8	9	9	8	8	8	8	8
142	7	7	7	8	8	8	7	8	8	8	7	7	9	9	8	7
143	7	8	8	7	8	7	8	8	7	8	8	7	8	7	9	8





NO	Orientasi Pasar						Kapabilitas Inovasi			Adopsi <i>E-Marketing</i>			<i>Value Co-Creation</i>			
	OP1	OP2	OP3	OP4	OP5	OP6	KI1	KI2	KI3	AEM1	AEM2	AEM3	VCC1	VCC2	VCC3	VCC4
180	8	9	9	8	8	8	9	9	7	9	8	8	8	9	8	8
181	9	9	8	8	8	9	8	8	8	8	8	8	8	8	8	7
182	8	9	8	9	9	8	7	9	6	8	7	8	9	9	9	8
183	8	9	7	8	8	9	9	8	8	8	7	8	9	9	8	7
184	8	8	8	8	8	9	8	8	9	8	8	8	8	8	8	8
185	8	9	9	8	9	8	9	8	8	10	8	8	7	9	8	9
186	7	8	8	7	8	8	9	8	8	8	7	8	7	8	7	8
187	9	9	9	7	9	8	7	8	8	9	8	7	8	9	9	9
188	9	9	9	8	8	8	8	9	9	9	7	8	8	8	9	9
189	9	9	9	8	9	8	8	8	8	9	8	7	8	10	8	8
190	8	8	8	9	8	9	8	9	8	8	7	9	8	8	8	8
191	8	9	8	8	8	9	8	8	9	8	8	7	8	9	9	9
192	8	8	8	9	8	9	8	9	8	8	7	8	8	9	8	9
193	9	9	9	8	8	9	8	8	7	7	8	8	10	9	9	9
194	8	8	8	9	8	9	8	9	8	9	8	7	7	8	8	8
195	8	8	9	8	8	9	9	8	8	8	9	9	7	8	9	8
196	8	8	8	7	8	8	9	8	8	9	9	7	8	8	8	8
197	7	7	8	8	7	8	8	8	7	8	9	7	9	9	8	7
198	7	7	9	9	8	8	8	8	7	8	9	9	9	8	8	9
199	7	8	9	8	9	7	8	8	8	9	9	7	8	9	9	8
200	7	8	7	7	8	9	8	8	8	8	8	8	9	9	9	9
201	8	7	8	8	9	8	10	9	8	8	8	8	9	8	8	8
202	8	8	8	7	8	8	8	8	7	7	8	8	8	8	8	9
203	9	8	9	8	8	8	8	6	8	8	8	9	9	10	9	8

Total	Orientasi Pasar						Kapabilitas Inovasi			Adopsi <i>E-Marketing</i>			<i>Value Co-Creation</i>			
	OP1	OP2	OP3	OP4	OP5	OP6	KI1	KI2	KI3	AEM1	AEM2	AEM3	VCC1	VCC2	VCC3	VCC4
	1.633	1.644	1.632	1.630	1.629	1.628	1.649	1.629	1.638	1.627	1.642	1.648	1.619	1.680	1.644	1.668

#### Lampiran 4: Evaluasi Atas Asumsi-Asumsi SEM

##### 1. Uji Normalitas

###### *Assessment of normality (Group number 1)*

Variable	min	max	skew	c.r.	kurtosis	c.r.
OP1	6,000	10,000	,246	1,428	-,043	-,124
OP2	6,000	10,000	,079	,462	-,416	-1,209
OP3	6,000	10,000	,123	,715	-,297	-,863
OP4	6,000	10,000	-,103	-,601	-,226	-,656
OP5	6,000	10,000	,414	2,408	-,016	-,047
OP6	6,000	10,000	,026	,150	-,011	-,031
VCC4	6,000	10,000	-,043	-,251	,143	,417
VCC3	6,000	10,000	,227	1,319	,560	1,628
VCC2	6,000	10,000	,027	,159	,389	1,133
VCC1	6,000	10,000	-,062	-,361	-,176	-,513
AEM1	6,000	10,000	,079	,462	,034	,098
AEM2	6,000	10,000	,084	,487	,141	,409
AEM3	6,000	10,000	,132	,771	-,140	-,407
KI3	6,000	10,000	,409	2,381	,586	1,705
KI2	6,000	10,000	,221	1,288	,143	,415
KI1	6,000	10,000	,134	,778	,132	,385
Multivariate					7,414	2,201

## 2. Univariate Outlier

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Zscore(OP1)	203	-2.38351	2.28013	.0000000	1.0000000
Zscore(OP2)	203	-2.30089	2.08485	.0000000	1.0000000
Zscore(OP3)	203	-2.25185	2.16482	.0000000	1.0000000
Zscore(OP4)	203	-2.35661	2.28797	.0000000	1.0000000
Zscore(OP5)	203	-2.42439	2.36540	.0000000	1.0000000
Zscore(OP6)	203	-2.55808	2.50817	.0000000	1.0000000
Zscore(KI1)	203	-2.46448	2.17858	.0000000	1.0000000
Zscore(KI2)	203	-2.45955	2.39971	.0000000	1.0000000
Zscore(KI3)	203	-2.69521	2.51553	.0000000	1.0000000
Zscore(AEM1)	203	-2.44688	2.41099	.0000000	1.0000000
Zscore(AEM2)	203	-2.48762	2.27641	.0000000	1.0000000
Zscore(AEM3)	203	-2.53389	2.25104	.0000000	1.0000000
Zscore(VCC1)	203	-2.12304	2.17598	.0000000	1.0000000
Zscore(VCC2)	203	-2.89832	2.19570	.0000000	1.0000000
Zscore(VCC3)	203	-2.86958	2.60013	.0000000	1.0000000
Zscore(VCC4)	203	-2.80163	2.25375	.0000000	1.0000000
Valid N (listwise)	203				

## 3. Outlier Multivariat

*Observations farthest from the centroid (Mahalanobis distance) (Group number 1)*

Observation number	Mahalanobis d-squared	p1	p2
11	38,605	,001	,223
6	34,407	,005	,254
5	33,335	,007	,155
3	31,641	,011	,192
87	30,430	,016	,223
1	30,362	,016	,114
162	28,828	,025	,251
50	28,706	,026	,161
171	28,279	,029	,144
61	28,003	,032	,112
31	27,055	,041	,211
106	26,489	,048	,260

Observation number	Mahalanobis d-squared	p1	p2
29	25,779	,057	,379
2	25,750	,058	,283
13	25,750	,058	,196
123	25,645	,059	,151
17	25,633	,059	,098
164	25,607	,060	,063
182	25,307	,065	,068
93	24,884	,072	,095
49	24,696	,075	,088
4	24,043	,089	,190
167	23,438	,103	,338
35	23,213	,108	,354
25	22,983	,114	,376
23	22,920	,116	,324
88	22,828	,118	,290
19	22,776	,120	,242
107	22,524	,127	,278
51	22,490	,128	,227
80	22,145	,139	,308
173	22,051	,142	,283
48	22,036	,142	,227
125	21,541	,159	,394
71	21,293	,168	,455
178	21,009	,178	,541
203	21,009	,178	,468
18	21,008	,178	,397
97	20,927	,181	,372
176	20,798	,186	,376
118	20,760	,188	,331
33	20,581	,195	,364
83	20,418	,202	,391
165	20,237	,210	,431
185	20,226	,210	,371
94	20,203	,211	,321
77	20,170	,213	,280
148	19,872	,226	,388
187	19,772	,231	,385
198	19,762	,231	,329
189	19,670	,235	,323
183	19,543	,241	,338

Observation number	Mahalanobis d-squared	p1	p2
91	19,434	,247	,344
199	19,364	,250	,327
85	19,219	,257	,356
53	19,213	,258	,302
32	19,212	,258	,250
179	19,167	,260	,225
175	19,056	,266	,233
47	18,967	,270	,231
197	18,876	,275	,231
110	18,720	,283	,266
146	18,610	,289	,278
15	18,556	,292	,259
63	18,477	,297	,254
73	18,453	,298	,221
193	18,347	,304	,231
151	18,201	,312	,265
120	18,071	,320	,292
95	18,062	,320	,249
200	17,933	,328	,275
191	17,798	,336	,308
131	17,750	,339	,288
58	17,748	,339	,241
56	17,731	,340	,207
21	17,678	,343	,193
7	17,329	,365	,357
157	17,291	,367	,330
132	17,234	,371	,316
82	16,847	,396	,543
174	16,635	,410	,646
156	16,503	,418	,687
55	16,311	,431	,764
16	16,051	,449	,862
101	16,042	,450	,833
104	15,890	,461	,870
166	15,673	,476	,923
188	15,666	,476	,903
163	15,574	,483	,911
9	15,565	,484	,889
140	15,392	,496	,924
30	15,363	,498	,912

Observation number	Mahalanobis d-squared	p1	p2
124	15,262	,506	,922
62	15,193	,511	,923
149	15,130	,515	,921
168	15,069	,520	,919
143	15,057	,520	,901
67	14,968	,527	,909
76	14,774	,541	,945
81	14,663	,549	,955

#### 4. *Matriks Kovarian*

Eigenvalues

4,5608235 ,7644511 ,6676200 ,6062064 ,5412553 ,5202453 ,4645857  
,4532021 ,4389386 ,3778727 ,3617994 ,3397730 ,2967855 ,2928597  
,2440306 ,1986733

Determinant of sample covariance matrix = ,0000072

## Lampiran 5: Evaluasi *Goodness of Fit*

### Model Fit Summary

#### CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	36	151,878	100	,001	1,519
Saturated model	136	,000	0		
Independence model	16	1193,476	120	,000	9,946

#### RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,032	,920	,891	,676
Saturated model	,000	1,000		
Independence model	,244	,326	,236	,288

#### Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,873	,847	,953	,942	,952
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

#### Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,833	,727	,793
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

#### NCP

Model	NCP	LO 90	HI 90
Default model	51,878	22,596	89,123
Saturated model	,000	,000	,000
Independence model	1073,476	966,399	1187,988

**FMIN**

Model	FMIN	F0	LO 90	HI 90
Default model	,752	,257	,112	,441
Saturated model	,000	,000	,000	,000
Independence model	5,908	5,314	4,784	5,881

**RMSEA**

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,051	,033	,066	,456
Independence model	,210	,200	,221	,000

**AIC**

Model	AIC	BCC	BIC	CAIC
Default model	223,878	230,495	343,154	379,154
Saturated model	272,000	296,995	722,596	858,596
Independence model	1225,476	1228,417	1278,488	1294,488

**ECVI**

Model	ECVI	LO 90	HI 90	MECVI
Default model	1,108	,963	1,293	1,141
Saturated model	1,347	1,347	1,347	1,470
Independence model	6,067	5,537	6,634	6,081

**HOELTER**

Model	HOELTER .05	HOELTER .01
Default model	166	181
Independence model	25	27

**Execution time summary**

Minimization: ,031  
 Miscellaneous: ,391  
 Bootstrap: ,000  
 Total: ,422



## Lampiran 6: Uji Validitas dan Reliabilitas

### 1. *Standardized Direct Effect*

*Standardized Direct Effects (Group number 1 - Default model)*

	OP	AEM	KI	VCC
AEM	1,020	,000	,000	,000
KI	,918	,000	,000	,000
VCC	,000	1,271	-,434	,000
OP1	,638	,000	,000	,000
OP2	,613	,000	,000	,000
OP3	,657	,000	,000	,000
OP4	,594	,000	,000	,000
OP5	,642	,000	,000	,000
OP6	,597	,000	,000	,000
VCC4	,000	,000	,000	,579
VCC3	,000	,000	,000	,647
VCC2	,000	,000	,000	,571
VCC1	,000	,000	,000	,598
AEM1	,000	,631	,000	,000
AEM2	,000	,666	,000	,000
AEM3	,000	,719	,000	,000
KI3	,000	,000	,623	,000
KI2	,000	,000	,619	,000
KI1	,000	,000	,632	,000

## 2. Perhitungan Validitas dan Reabilitas

NO	Ukuran	LF	e	LF <sup>2</sup>
1	OP1	0,638	0,362	0,407
2	OP2	0,613	0,387	0,387
3	OP3	0,657	0,343	0,432
4	OP4	0,594	0,406	0,353
5	OP5	0,642	0,358	0,412
6	OP6	0,597	0,403	0,356
Total OP		3,741	2,259	2,336
7	VCC4	0,579	0,421	0,335
8	VCC3	0,647	0,353	0,419
9	VCC2	0,571	0,429	0,326
10	VCC1	0,598	0,402	0,358
Total VCC		2,395	1,605	1,437
11	AEM1	0,631	0,369	0,398
12	AEM2	0,666	0,334	0,444
13	AEM3	0,719	0,281	0,517
Total AEM		2,016	0,984	1,359
14	KI3	0,623	0,377	0,388
15	KI2	0,619	0,381	0,383
16	KI1	0,632	0,368	0,399
Total KI		1,874	1,126	1,171

### Lampiran 7: Estimate Regression Weights

*Regression Weights: (Group number 1 - Default model)*

			Estimate	S.E.	C.R.	P	Label
KI	<---	OP	1,061	,152	6,988	***	par_1
AEM	<---	OP	1,302	,162	8,021	***	par_2
VCC	<---	KI	-,444	,489	-,908	,364	par_15
VCC	<---	AEM	1,176	,446	2,636	,008	par_16
KI1	<---	KI	1,000				
KI2	<---	KI	,936	,130	7,216	***	par_3
KI3	<---	KI	,878	,126	6,945	***	par_4
AEM3	<---	AEM	1,000				
AEM2	<---	AEM	,931	,102	9,085	***	par_5
AEM1	<---	AEM	,864	,101	8,533	***	par_6
VCC1	<---	VCC	1,000				
VCC2	<---	VCC	,805	,129	6,260	***	par_7
VCC3	<---	VCC	,851	,127	6,712	***	par_8
VCC4	<---	VCC	,823	,133	6,169	***	par_9
OP6	<---	OP	1,000				
OP5	<---	OP	1,138	,154	7,404	***	par_10
OP4	<---	OP	1,086	,155	7,018	***	par_11
OP3	<---	OP	1,264	,167	7,575	***	par_12
OP2	<---	OP	1,186	,165	7,207	***	par_13
OP1	<---	OP	1,162	,156	7,470	***	par_14

## Lampiran 8: Interpretasi dan Modifikasi Model

### 1. *Standardized Residual Covariances (Group number 1 - Default model)*

	OP1	OP2	OP3	OP4	OP5	OP6	VCC4	VCC3	VCC2	VCC1	AEM1	AEM2	AEM3	KI3	KI2	KI1
OP1	,000															
OP2	1,618	,000														
OP3	,487	1,264	,000													
OP4	-,874	-,702	-,062	,000												
OP5	-,229	-,520	,713	,314	,000											
OP6	,557	-,146	-,348	-,077	-1,309	,000										
VCC4	-1,023	,117	,822	1,405	,241	,217	,002									
VCC3	-,193	-,190	,015	-,894	-,485	-,323	,326	,003								
VCC2	,306	-1,116	-,613	-,317	-,298	-,364	-,926	1,453	,002							
VCC1	,503	,325	1,116	,968	,431	-,494	-1,212	-,359	,457	,003						
AEM1	-,155	-,531	-,765	,110	,619	,358	,191	-,018	-,042	,321	,000					
AEM2	-,530	-,359	,477	,134	-,026	,228	,741	-,212	-,477	,010	,380	,000				
AEM3	-,165	,118	-,726	,980	,089	-,276	,777	-,320	-,263	-,149	-,688	,084	,000			
KI3	,586	-,660	-,507	,526	-,918	,213	,952	-,232	-,065	-,406	,608	,216	1,310	,000		
KI2	-,373	,854	-,662	-,613	,688	1,369	,861	,186	,604	-,371	,277	-,895	-,998	-,475	,000	
KI1	-,213	-,499	-,683	-1,650	,295	,775	,944	-1,367	-,717	-,224	,106	,192	,550	-,524	,955	,000

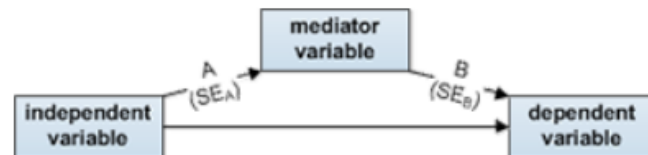
### 2. Modification Indichess

*Covariances: (Group number 1 - Default model)*

	M.I.	Par Change
e2 <--> e1	9,155	,107
e3 <--> e2	5,921	,089
e4 <--> z2	4,242	,033
e6 <--> z1	4,525	,042
e6 <--> e5	5,813	-,072
e16 <--> z1	4,650	,043
e16 <--> e1	5,891	-,078
e14 <--> e15	7,629	,078
e13 <--> e16	4,723	-,081
e12 <--> e4	5,062	,068
e9 <--> e5	4,054	-,059
e9 <--> e12	7,074	,072
e8 <--> e6	4,753	,068
e8 <--> e12	5,585	-,069
e7 <--> e4	6,859	-,092

## Lampiran 9: Pengujian Variabel Mediasi

### 1. Pengujian variabel mediasi Orientasi Pasar, Kapabilitas Inovasi dan *Value Co-Creation*



A:  ?

B:  ?

SE<sub>A</sub>:  ?

SE<sub>B</sub>:  ?

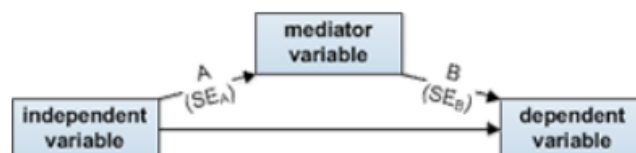
**Calculate!**

Sobel test statistic: -0.90039004

One-tailed probability: 0.18395636

Two-tailed probability: 0.36791272

### 2. Pengujian variabel mediasi Orientasi Pasar, Adopsi *E-Marketing* dan *Value Co-Creation*



A:  ?

B:  ?

SE<sub>A</sub>:  ?

SE<sub>B</sub>:  ?

**Calculate!**

Sobel test statistic: 2.50538316

One-tailed probability: 0.00611594

Two-tailed probability: 0.01223188