UNIVERSITAS MUHAMMADIYAH SURAKARTA
FAKULTAS EKONOMI
Jl. A. Yani Pabelan Kartasura Tromol Pos 1 Telp. (0271) 717417 Fax.718448 Surakarta - 57102

Hal : Permohonan Pengisian Kuesioner
Lamp : 1. 1 (satu) bendel kuesioner
2. Surat Ijin Penelitian

Kepada Yth.
Bapak/Ibu Pimpinan
Dealer Sepeda Motor
di Surakarta

Dengan hormat,

Yang bertanda tangan di bawah ini:
Nama : Roni Safria
Alamat : Jatimalang, RT 04 RW II, Joho, Mojolaban, Sukoharjo
Pekerjaan : Mahasiswa

Dengan segala kerendahan hati, perkenankan kami mengganggu sebentar waktu Bapak/Ibu untuk mengisi kuesioner ini, guna penulisan skripsi yang berjudul:

"PENGARUH ORIENTANSI PASAR TERHADAP EFISIENSI BIAYA PENJUALAN PADA DEALER SEPEDA MOTOR DI SURAKARTA"

Setiap jawaban atas pernyataan kuesioner tersebut sangat diperlukan bagi penelitian kami. Identitas dan data yang diperoleh berdasarkan jawaban itu sepenuhnya hanya dipergunakan untuk keperluan penelitian dan tidak disebarluaskan untuk umum.

Atas segala bantuan dan kesediaan Bapak/Ibu memperoleh pahala dari Tuhan Yang Maha Esa.

Mengetahui
Dosen Pembimbing

Soepatini, SE, M.Si

Surakarta, Desember 2006
Hormat kami,

Roni Safria

Lampiran 1.

DAFTAR KUESIONER

DATA MANAJER

1. Nama : ……. (Boleh tidak diisi)
2. Jenis Kelamin : Pria / Wanita
3. Pendidikan Terakhir : S-1 / S-2 / S-3
4. Instansi : .....
5. Alamat : .....
   .....

PETUNJUK PENGISIAN

Mohon kesediaan Bapak/Ibu untuk mengisi jawaban dengan cara memberikan *check list* (√) pada tempat yang telah disediakan. Untuk pernyataan pilihan dalam kolom berilah tanda pada jawaban yang Bapak/Ibu anggap paling benar.

Keterangan:

SS = 5 Sangat Setuju
S = 4 Setuju
R = 3 Ragu-ragu
TS = 2 Tidak Setuju
STS = 1 Sangat Tidak Setuju

DAFTAR PERNYATAAN

Pernyataan	S K A L A				
Orientasi Konsumen	**SS**	**S**	**R**	**TS**	**STS**
1. Konsumen adalah prioritas utama perusahaan.	5	4	3	2	1
2. Kami berusaha menciptakan pelayanan yang bernilai bagi konsumen	5	4	3	2	1
3. Kami berusaha memahami kebutuhan dan keinginan konsumen	5	4	3	2	1
4. Semua tindakan perusahaan dimaksudkan untuk membuat konsumen puas.	5	4	3	2	1
5. Kami secara teratur mengukur kepuasan konsumen.	5	4	3	2	1
6. Perusahaan memberikan pelayanan purna jual bagi konsumen.	5	4	3	2	1

Orientasi Pesaing	**SS**	**S**	**R**	**TS**	**STS**
1. Tenaga penjualan memberikan informasi tentang pesaing.	5	4	3	2	1
2. Perusahaan menanggapi dengan cepat setiap tindakan pesaing	5	4	3	2	1
3. Para manager puncak mendistribusikan strategi yang dilakukan pesaing.	5	4	3	2	1
4. Para manager puncak mendiskusikan strategi yang dilakukan pesaing	5	4	3	2	1
Koordinasi Antar Fungsional	**SS**	**S**	**R**	**TS**	**STS**
1. Pengaduan pelanggan ditangani secara bersama oleh semua departemen/fungsi di dalam perusahaan	5	4	3	2	1
2. Informasi tentang pelanggan dan pesaing dibagikan ke seluruh departemen/fungsi di dalam perusahaan	5	4	3	2	1
3. Strategi yang diambil perusahaan merupakan hasil integrasi seluruh departemen/fungsi di dalam perusahaan	5	4	3	2	1
4. Semua departemen/fungsi di dalam perusahaan memberi kontribusi dalam menciptakan nilai pelanggan	5	4	3	2	1
5. Antar unit bisnis saling berbagi sumber daya.	5	4	3	2	1
Efisiensi Biaya Penjualan	**SS**	**S**	**R**	**TS**	**STS**
1. Penjualan sepeda motor yang dihasilkan oleh setiap *salesman* perusahaan kami per bulan selalu meningkat	5	4	3	2	1
2. Dari modal yang ada, kami bisa menekan pengeluaran untuk biaya penjualan	5	4	3	2	1

Diisi oleh peneliti berdasarkan data sekunder hasil penjualan sepeda motor per bulan

3. Berapa rata-rata penjualan sepeda motor setiap bulan …… unit. a. STS = 5 – 7 unit b. TS = 8 – 10 unit c. R = 11 – 13 unit d. S = 14 – 16 unit e. SS = 17 – 19 unit	5	4	3	2	1

Correlations

Correlations

		butir1	butir2	butir3	butir4	butir5	butir6	total
butir1	Pearson Correlation	1	.009	-.048	.247	.335	.381*	.574**
	Sig. (2-tailed)	.	.962	.803	.188	.070	.038	.001
	N	30	30	30	30	30	30	30
butir2	Pearson Correlation	.009	1	.378*	.082	.099	.193	.481**
	Sig. (2-tailed)	.962	.	.039	.667	.602	.307	.007
	N	30	30	30	30	30	30	30
butir3	Pearson Correlation	-.048	.378*	1	.144	-.075	.255	.445*
	Sig. (2-tailed)	.803	.039	.	.447	.694	.173	.014
	N	30	30	30	30	30	30	30
butir4	Pearson Correlation	.247	.082	.144	1	.238	.229	.541**
	Sig. (2-tailed)	.188	.667	.447	.	.205	.223	.002
	N	30	30	30	30	30	30	30
butir5	Pearson Correlation	.335	.099	-.075	.238	1	.179	.548**
	Sig. (2-tailed)	.070	.602	.694	.205	.	.345	.002
	N	30	30	30	30	30	30	30
butir6	Pearson Correlation	.381*	.193	.255	.229	.179	1	.745**
	Sig. (2-tailed)	.038	.307	.173	.223	.345	.	.000
	N	30	30	30	30	30	30	30
total	Pearson Correlation	.574**	.481**	.445*	.541**	.548**	.745**	1
	Sig. (2-tailed)	.001	.007	.014	.002	.002	.000	.
	N	30	30	30	30	30	30	30

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

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

Correlations

Correlations

		butir1	butir2	butir3	butir4	total
butir1	Pearson Correlation	1	.107	.098	.141	.430*
	Sig. (2-tailed)	.	.574	.606	.456	.018
	N	30	30	30	30	30
butir2	Pearson Correlation	.107	1	.055	.306	.481**
	Sig. (2-tailed)	.574	.	.775	.100	.007
	N	30	30	30	30	30
butir3	Pearson Correlation	.098	.055	1	.301	.749**
	Sig. (2-tailed)	.606	.775	.	.106	.000
	N	30	30	30	30	30
butir4	Pearson Correlation	.141	.306	.301	1	.724**
	Sig. (2-tailed)	.456	.100	.106	.	.000
	N	30	30	30	30	30
total	Pearson Correlation	.430*	.481**	.749**	.724**	1
	Sig. (2-tailed)	.018	.007	.000	.000	.
	N	30	30	30	30	30

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

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

Correlations

Correlations

		butir1	butir2	butir3	butir4	butir5	total
butir1	Pearson Correlation	1	.393*	.265	.269	.144	.704**
	Sig. (2-tailed)	.	.032	.157	.150	.449	.000
	N	30	30	30	30	30	30
butir2	Pearson Correlation	.393*	1	.165	-.055	.142	.514**
	Sig. (2-tailed)	.032	.	.384	.775	.454	.004
	N	30	30	30	30	30	30
butir3	Pearson Correlation	.265	.165	1	-.009	.035	.425*
	Sig. (2-tailed)	.157	.384	.	.962	.854	.019
	N	30	30	30	30	30	30
butir4	Pearson Correlation	.269	-.055	-.009	1	.279	.496**
	Sig. (2-tailed)	.150	.775	.962	.	.135	.005
	N	30	30	30	30	30	30
butir5	Pearson Correlation	.144	.142	.035	.279	1	.686**
	Sig. (2-tailed)	.449	.454	.854	.135	.	.000
	N	30	30	30	30	30	30
total	Pearson Correlation	.704**	.514**	.425*	.496**	.686**	1
	Sig. (2-tailed)	.000	.004	.019	.005	.000	.
	N	30	30	30	30	30	30

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

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

Correlations

Correlations

		butir1	butir2	butir3	total
butir1	Pearson Correlation	1	.163	.514**	.830**
	Sig. (2-tailed)	.	.390	.004	.000
	N	30	30	30	30
butir2	Pearson Correlation	.163	1	.100	.446*
	Sig. (2-tailed)	.390	.	.600	.013
	N	30	30	30	30
butir3	Pearson Correlation	.514**	.100	1	.827**
	Sig. (2-tailed)	.004	.600	.	.000
	N	30	30	30	30
total	Pearson Correlation	.830**	.446*	.827**	1
	Sig. (2-tailed)	.000	.013	.000	.
	N	30	30	30	30

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

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

Reliability

Warnings

The covariance matrix is calculated and used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	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
.563	.563	6

Item Statistics

	Mean	Std. Deviation	N
butir1	4.43	.504	30
butir2	4.53	.507	30
butir3	4.33	.479	30
butir4	4.40	.498	30
butir5	4.07	.640	30
butir6	4.10	.845	30

Inter-Item Covariance Matrix

	butir1	butir2	butir3	butir4	butir5	butir6
butir1	.254	.002	-.011	.062	.108	.162
butir2	.002	.257	.092	.021	.032	.083
butir3	-.011	.092	.230	.034	-.023	.103
butir4	.062	.021	.034	.248	.076	.097
butir5	.108	.032	-.023	.076	.409	.097
butir6	.162	.083	.103	.097	.097	.714

The covariance matrix is calculated and used in the analysis.

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Item
Inter-Item Covariances	.062	-.023	.162	.185	-7.050	.003	

The covariance matrix is calculated and used in the analysis.

Reliability

Warnings

The covariance matrix is calculated and used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	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
.543	.512	3

Item Statistics

	Mean	Std. Deviation	N
butir1	1.83	.791	30
butir2	4.37	.490	30
butir3	1.80	.847	30

Inter-Item Covariance Matrix

	butir1	butir2	butir3
butir1	.626	.063	.345
butir2	.063	.240	.041
butir3	.345	.041	.717

The covariance matrix is calculated and used in the analysis.

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Item
Inter-Item Covariances	.150	.041	.345	.303	8.333	.023	

The covariance matrix is calculated and used in the analysis.

Reliability

Warnings

The covariance matrix is calculated and used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	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
.431	.447	4

Item Statistics

	Mean	Std. Deviation	N
butir1	4.63	.490	30
butir2	4.43	.504	30
butir3	3.40	1.003	30
butir4	4.13	.730	30

Inter-Item Covariance Matrix

	butir1	butir2	butir3	butir4
butir1	.240	.026	.048	.051
butir2	.026	.254	.028	.113
butir3	.048	.028	1.007	.221
butir4	.051	.113	.221	.533

The covariance matrix is calculated and used in the analysis

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Item
Inter-Item Covariances	.081	.026	.221	.194	8.348	.005	

The covariance matrix is calculated and used in the analysis.

Reliability

Warnings

The covariance matrix is calculated and used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	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
.543	.512	3

Item Statistics

	Mean	Std. Deviation	N
butir1	1.83	.791	30
butir2	4.37	.490	30
butir3	1.80	.847	30

Inter-Item Covariance Matrix

	butir1	butir2	butir3
butir1	.626	.063	.345
butir2	.063	.240	.041
butir3	.345	.041	.717

The covariance matrix is calculated and used in the analysis.

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Item
Inter-Item Covariances	.150	.041	.345	.303	8.333	.023	

The covariance matrix is calculated and used in the analysis.

Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Koordinasi Antar Fungsional, Orientasi Pesaing, Orientasi Konsumen[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Efesiensi Biaya Penjualan

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.443[a]	.197	.104	2.297	1.523

a. Predictors: (Constant), Koordinasi Antar Fungsional, Orientasi Pesaing, Orientasi Konsumen

b. Dependent Variable: Efesiensi Biaya Penjualan

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.544	3	11.181	2.120	.122[a]
	Residual	137.156	26	5.275		
	Total	170.700	29			

a. Predictors: (Constant), Koordinasi Antar Fungsional, Orientasi Pesaing, Orientasi Konsumen

b. Dependent Variable: Efesiensi Biaya Penjualan

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.028	11.464		-.090	.929
	Orientasi Konsumen	-.090	.244	-.074	-.369	.715
	Orientasi Pesaing	.035	.274	.025	.128	.899
	Koordinasi Antar Fungsional	.482	.253	.414	1.902	.068

a. Dependent Variable: Efesiensi Biaya Penjualan

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	5.21	9.02	6.90	1.075	30
Residual	-4.155	3.862	.000	2.175	30
Std. Predicted Value	-1.572	1.967	.000	1.000	30
Std. Residual	-1.809	1.681	.000	.947	30

a. Dependent Variable: Efesiensi Biaya Penjualan

Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Koordinasi Antar Fungsional, Orientasi Pesaing, Orientasi Konsumen[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Efesiensi Biaya Penjualan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.443[a]	.197	.104	2.297

a. Predictors: (Constant), Koordinasi Antar Fungsional, Orientasi Pesaing, Orientasi Konsumen

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.544	3	11.181	2.120	.122[a]
	Residual	137.156	26	5.275		
	Total	170.700	29			

a. Predictors: (Constant), Koordinasi Antar Fungsional, Orientasi Pesaing, Orientasi Konsumen

b. Dependent Variable: Efesiensi Biaya Penjualan

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.028	11.464		-.090	.929
	Orientasi Konsumen	-.090	.244	-.074	-.369	.715
	Orientasi Pesaing	.035	.274	.025	.128	.899
	Koordinasi Antar Fungsional	.482	.253	.414	1.902	.068

a. Dependent Variable: Efesiensi Biaya Penjualan

Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Koordinasi Antar Fungsional, Orientasi Pesaing, Orientasi Konsumen[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Efesiensi Biaya Penjualan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.443[a]	.197	.104	2.297	.197	2.120	3	26	.122

a. Predictors: (Constant), Koordinasi Antar Fungsional, Orientasi Pesaing, Orientasi Konsumer

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.544	3	11.181	2.120	.122[a]
	Residual	137.156	26	5.275		
	Total	170.700	29			

a. Predictors: (Constant), Koordinasi Antar Fungsional, Orientasi Pesaing, Orientasi Konsumen

b. Dependent Variable: Efesiensi Biaya Penjualan

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.028	11.464		-.090	.929		
	Orientasi Konsum	-.090	.244	-.074	-.369	.715	.770	1.298
	Orientasi Pesaing	.035	.274	.025	.128	.899	.805	1.242
	Koordinasi Antar Fungsional	.482	.253	.414	1.902	.068	.653	1.531

a. Dependent Variable: Efesiensi Biaya Penjualan

Coefficient Correlations[a]

Model			Koordinasi Antar Fungsional	Orientasi Pesaing	Orientasi Konsumen
1	Correlations	Koordinasi Antar Fungsional	1.000	.390	.435
		Orientasi Pesaing	.390	1.000	-.015
		Orientasi Konsumen	.435	-.015	1.000
	Covariances	Koordinasi Antar Fungsional	.064	.027	.027
		Orientasi Pesaing	.027	.075	-.001
		Orientasi Konsumen	.027	-.001	.059

a. Dependent Variable: Efesiensi Biaya Penjualan

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Orientasi Konsumen	Orientasi Pesaing	Koordinasi Antar Fungsional
1	1	3.977	1.000	.00	.00	.00	.00
	2	.016	15.729	.00	.02	.16	.26
	3	.006	25.612	.00	.39	.57	.04
	4	.001	63.511	1.00	.59	.27	.70

a. Dependent Variable: Efesiensi Biaya Penjualan