**PROFIL UKM**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No** | **Jenis Usaha** | **Badan Usaha** | **Operasi** | **Penghasilan** | **Jabatan** |
| 1 | 5 | 4 | 2 | 3 | 2 |
| 2 | 5 | 4 | 2 | 4 | 3 |
| 3 | 5 | 4 | 4 | 4 | 3 |
| 4 | 1 | 4 | 4 | 4 | 1 |
| 5 | 4 | 4 | 2 | 3 | 3 |
| 6 | 4 | 4 | 4 | 4 | 4 |
| 7 | 4 | 2 | 4 | 5 | 3 |
| 8 | 1 | 4 | 4 | 4 | 3 |
| 9 | 4 | 4 | 4 | 5 | 3 |
| 10 | 1 | 4 | 2 | 3 | 1 |
| 11 | 5 | 4 | 4 | 5 | 2 |
| 12 | 1 | 4 | 3 | 5 | 2 |
| 13 | 4 | 4 | 2 | 3 | 4 |
| 14 | 4 | 4 | 3 | 4 | 2 |
| 15 | 4 | 3 | 3 | 4 | 2 |
| 16 | 4 | 4 | 4 | 5 | 3 |
| 17 | 2 | 4 | 4 | 5 | 2 |
| 18 | 2 | 4 | 3 | 4 | 4 |
| 19 | 4 | 4 | 3 | 4 | 2 |
| 20 | 4 | 2 | 3 | 4 | 3 |
| 21 | 1 | 2 | 4 | 4 | 3 |
| 22 | 1 | 4 | 3 | 4 | 3 |
| 23 | 4 | 4 | 4 | 5 | 3 |
| 24 | 5 | 4 | 4 | 4 | 3 |
| 25 | 5 | 4 | 3 | 4 | 3 |
| 26 | 5 | 4 | 4 | 3 | 4 |
| 27 | 2 | 4 | 3 | 4 | 3 |
| 28 | 2 | 3 | 4 | 5 | 3 |
| 29 | 2 | 4 | 3 | 4 | 3 |
| 30 | 1 | 4 | 3 | 3 | 2 |
| 31 | 4 | 4 | 4 | 4 | 3 |
| 32 | 4 | 4 | 3 | 4 | 2 |
| 33 | 4 | 4 | 4 | 5 | 3 |
| 34 | 4 | 4 | 3 | 3 | 3 |
| 35 | 4 | 4 | 4 | 4 | 3 |
| 36 | 4 | 2 | 4 | 4 | 3 |
| 37 | 4 | 4 | 4 | 4 | 1 |
| 38 | 2 | 4 | 4 | 4 | 3 |
| 39 | 4 | 4 | 2 | 3 | 1 |
| 40 | 2 | 4 | 4 | 5 | 3 |
| 41 | 2 | 4 | 4 | 5 | 3 |
| 42 | 4 | 4 | 3 | 4 | 3 |
| 43 | 2 | 2 | 2 | 3 | 3 |
| 44 | 1 | 4 | 4 | 4 | 3 |
| 45 | 1 | 4 | 3 | 4 | 1 |
| 46 | 2 | 4 | 3 | 5 | 3 |
| 47 | 2 | 4 | 4 | 5 | 4 |
| 48 | 4 | 4 | 4 | 5 | 3 |
| 49 | 2 | 4 | 3 | 3 | 3 |
| 50 | 4 | 4 | 3 | 4 | 3 |
| 51 | 4 | 1 | 4 | 4 | 3 |
| 52 | 4 | 4 | 4 | 4 | 4 |
| 53 | 3 | 4 | 4 | 4 | 3 |
| 54 | 4 | 4 | 4 | 5 | 3 |
| 55 | 4 | 4 | 3 | 4 | 3 |
| 56 | 4 | 2 | 2 | 3 | 3 |
| 57 | 4 | 4 | 3 | 4 | 2 |
| 58 | 4 | 4 | 4 | 5 | 3 |
| 59 | 4 | 4 | 4 | 5 | 2 |
| 60 | 4 | 4 | 4 | 4 | 2 |
| 61 | 3 | 4 | 3 | 4 | 3 |
| 62 | 4 | 2 | 3 | 5 | 3 |
| 63 | 4 | 4 | 4 | 4 | 3 |
| 64 | 4 | 4 | 4 | 5 | 3 |
| 65 | 1 | 4 | 4 | 4 | 3 |
| 66 | 2 | 2 | 4 | 4 | 3 |
| 67 | 4 | 4 | 4 | 5 | 3 |
| 68 | 2 | 4 | 4 | 5 | 2 |
| 69 | 2 | 4 | 3 | 4 | 2 |
| 70 | 5 | 3 | 4 | 5 | 3 |
| 71 | 2 | 4 | 4 | 4 | 3 |
| 72 | 4 | 4 | 2 | 4 | 3 |
| 73 | 4 | 4 | 4 | 4 | 3 |
| 74 | 4 | 4 | 3 | 4 | 2 |
| 75 | 4 | 4 | 3 | 4 | 1 |
| 76 | 2 | 4 | 4 | 4 | 1 |
| 77 | 1 | 3 | 4 | 4 | 3 |
| 78 | 4 | 4 | 4 | 5 | 3 |
| 79 | 4 | 4 | 4 | 5 | 2 |
| 80 | 4 | 3 | 4 | 5 | 3 |
| 81 | 4 | 4 | 3 | 4 | 2 |
| 82 | 4 | 4 | 4 | 5 | 1 |
| 83 | 4 | 4 | 3 | 3 | 3 |
| 84 | 4 | 4 | 4 | 5 | 3 |
| 85 | 4 | 4 | 4 | 4 | 3 |
| 86 | 4 | 4 | 4 | 5 | 3 |
| 87 | 2 | 4 | 4 | 4 | 3 |
| 88 | 2 | 4 | 3 | 4 | 2 |

|  |  |  |
| --- | --- | --- |
| **No** | **Customer Orientation (X1)** |   |
| **Cus1** | **Cus2** | **Cus3** | **Cus4** | **Cus5** | **Cus6** |
| 1 | 5 | 4 | 4 | 5 | 4 | 4 |
| 2 | 4 | 4 | 3 | 4 | 4 | 4 |
| 3 | 4 | 4 | 4 | 4 | 4 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 3 | 3 | 3 | 3 | 3 | 3 |
| 6 | 5 | 4 | 4 | 4 | 4 | 5 |
| 7 | 3 | 3 | 4 | 3 | 3 | 3 |
| 8 | 3 | 3 | 4 | 3 | 3 | 3 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 |
| 10 | 3 | 3 | 4 | 3 | 4 | 4 |
| 11 | 3 | 3 | 4 | 3 | 3 | 3 |
| 12 | 3 | 3 | 4 | 3 | 5 | 5 |
| 13 | 3 | 3 | 4 | 3 | 3 | 3 |
| 14 | 3 | 3 | 4 | 3 | 3 | 3 |
| 15 | 4 | 4 | 4 | 4 | 3 | 3 |
| 16 | 3 | 4 | 4 | 4 | 3 | 3 |
| 17 | 4 | 4 | 4 | 4 | 4 | 4 |
| 18 | 4 | 3 | 4 | 3 | 3 | 3 |
| 19 | 5 | 4 | 4 | 4 | 3 | 4 |
| 20 | 3 | 3 | 4 | 3 | 3 | 3 |
| 21 | 3 | 3 | 4 | 3 | 3 | 3 |
| 22 | 3 | 3 | 4 | 3 | 3 | 3 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 |
| 24 | 4 | 3 | 4 | 3 | 3 | 3 |
| 25 | 3 | 4 | 4 | 4 | 3 | 3 |
| 26 | 3 | 4 | 4 | 4 | 4 | 4 |
| 27 | 3 | 4 | 4 | 4 | 5 | 5 |
| 28 | 3 | 4 | 4 | 3 | 3 | 3 |
| 29 | 3 | 4 | 4 | 4 | 4 | 4 |
| 30 | 3 | 4 | 4 | 4 | 4 | 4 |
| 31 | 3 | 4 | 4 | 3 | 4 | 4 |
| 32 | 4 | 3 | 4 | 3 | 3 | 3 |
| 33 | 3 | 3 | 4 | 3 | 3 | 3 |
| 34 | 3 | 4 | 4 | 4 | 3 | 3 |
| 35 | 3 | 3 | 4 | 3 | 3 | 3 |
| 36 | 3 | 3 | 4 | 3 | 3 | 3 |
| 37 | 3 | 3 | 4 | 3 | 4 | 4 |
| 38 | 4 | 3 | 4 | 3 | 4 | 4 |
| 39 | 3 | 4 | 4 | 3 | 4 | 3 |
| 40 | 3 | 3 | 4 | 3 | 3 | 3 |
| 41 | 3 | 3 | 4 | 4 | 4 | 4 |
| 42 | 3 | 4 | 4 | 4 | 3 | 4 |
| 43 | 3 | 3 | 4 | 3 | 3 | 3 |
| 44 | 4 | 3 | 4 | 3 | 4 | 4 |
| 45 | 3 | 4 | 4 | 4 | 3 | 3 |
| 46 | 5 | 4 | 4 | 4 | 4 | 4 |
| 47 | 3 | 3 | 4 | 3 | 3 | 3 |
| 48 | 3 | 3 | 4 | 3 | 3 | 3 |
| 49 | 3 | 3 | 4 | 3 | 3 | 3 |
| 50 | 3 | 3 | 4 | 3 | 4 | 4 |
| 51 | 3 | 5 | 4 | 5 | 4 | 4 |
| 52 | 3 | 3 | 4 | 3 | 4 | 4 |
| 53 | 3 | 4 | 4 | 4 | 4 | 4 |
| 54 | 4 | 3 | 4 | 3 | 4 | 4 |
| 55 | 3 | 5 | 4 | 5 | 4 | 4 |
| 56 | 4 | 3 | 4 | 5 | 4 | 4 |
| 57 | 4 | 4 | 4 | 4 | 5 | 5 |
| 58 | 5 | 3 | 4 | 3 | 4 | 4 |
| 59 | 4 | 3 | 4 | 3 | 4 | 4 |
| 60 | 3 | 4 | 4 | 3 | 3 | 4 |
| 61 | 3 | 3 | 4 | 3 | 3 | 3 |
| 62 | 4 | 3 | 4 | 3 | 3 | 3 |
| 63 | 3 | 3 | 4 | 3 | 4 | 4 |
| 64 | 3 | 4 | 4 | 4 | 4 | 4 |
| 65 | 4 | 4 | 4 | 4 | 3 | 3 |
| 66 | 3 | 3 | 4 | 3 | 3 | 3 |
| 67 | 3 | 3 | 4 | 3 | 3 | 3 |
| 68 | 3 | 3 | 4 | 3 | 3 | 3 |
| 69 | 4 | 3 | 4 | 3 | 3 | 3 |
| 70 | 3 | 3 | 4 | 3 | 3 | 3 |
| 71 | 3 | 3 | 4 | 3 | 3 | 3 |
| 72 | 3 | 3 | 4 | 3 | 3 | 3 |
| 73 | 3 | 3 | 4 | 3 | 3 | 3 |
| 74 | 3 | 4 | 4 | 4 | 3 | 3 |
| 75 | 3 | 4 | 4 | 3 | 3 | 3 |
| 76 | 3 | 3 | 4 | 3 | 3 | 3 |
| 77 | 3 | 3 | 4 | 3 | 3 | 3 |
| 78 | 4 | 3 | 4 | 3 | 3 | 4 |
| 79 | 3 | 3 | 4 | 3 | 3 | 3 |
| 80 | 3 | 3 | 4 | 3 | 3 | 3 |
| 81 | 4 | 4 | 4 | 4 | 3 | 3 |
| 82 | 4 | 4 | 4 | 4 | 3 | 3 |
| 83 | 4 | 3 | 4 | 3 | 4 | 4 |
| 84 | 5 | 4 | 4 | 4 | 3 | 3 |
| 85 | 5 | 3 | 4 | 3 | 4 | 4 |
| 86 | 4 | 4 | 4 | 3 | 4 | 4 |
| 87 | 5 | 3 | 4 | 3 | 4 | 4 |
| 88 | 4 | 3 | 4 | 5 | 5 | 5 |
| **Total** | **305** | **302** | **350** | **302** | **306** | **309** | **312** |
| **Rata-Rata** | **3,47** | **3,43** | **3,98** | **3,43** | **3,48** | **3,51** | **3,55** |
| **TCR** | **69,32** | **68,64** | **79,55** | **68,64** | **69,55** | **70,23** | **70,98** |

|  |  |  |
| --- | --- | --- |
| **No** | **Competitor Orientation (X2)** |   |
| **Com1** | **Com2** | **Com3** | **Com4** |
| 1 | 4 | 4 | 4 | 3 |
| 2 | 4 | 4 | 4 | 3 |
| 3 | 4 | 3 | 4 | 4 |
| 4 | 4 | 3 | 4 | 3 |
| 5 | 3 | 3 | 3 | 3 |
| 6 | 4 | 3 | 4 | 3 |
| 7 | 3 | 3 | 4 | 4 |
| 8 | 4 | 3 | 4 | 3 |
| 9 | 3 | 4 | 3 | 4 |
| 10 | 3 | 4 | 3 | 4 |
| 11 | 3 | 4 | 4 | 3 |
| 12 | 4 | 4 | 5 | 4 |
| 13 | 3 | 4 | 4 | 4 |
| 14 | 3 | 4 | 3 | 4 |
| 15 | 4 | 4 | 4 | 4 |
| 16 | 3 | 3 | 3 | 3 |
| 17 | 4 | 3 | 4 | 3 |
| 18 | 4 | 3 | 4 | 3 |
| 19 | 4 | 3 | 3 | 3 |
| 20 | 3 | 3 | 3 | 3 |
| 21 | 3 | 3 | 3 | 3 |
| 22 | 4 | 4 | 4 | 4 |
| 23 | 4 | 5 | 4 | 5 |
| 24 | 3 | 3 | 3 | 3 |
| 25 | 3 | 3 | 3 | 3 |
| 26 | 3 | 4 | 4 | 4 |
| 27 | 4 | 4 | 4 | 5 |
| 28 | 3 | 3 | 3 | 3 |
| 29 | 3 | 3 | 3 | 3 |
| 30 | 4 | 4 | 4 | 4 |
| 31 | 3 | 3 | 3 | 3 |
| 32 | 3 | 4 | 5 | 4 |
| 33 | 3 | 3 | 3 | 3 |
| 34 | 3 | 3 | 3 | 4 |
| 35 | 3 | 3 | 3 | 3 |
| 36 | 3 | 3 | 3 | 3 |
| 37 | 3 | 4 | 4 | 4 |
| 38 | 3 | 3 | 3 | 4 |
| 39 | 3 | 3 | 3 | 4 |
| 40 | 4 | 3 | 3 | 3 |
| 41 | 3 | 4 | 4 | 4 |
| 42 | 3 | 3 | 3 | 3 |
| 43 | 3 | 3 | 3 | 3 |
| 44 | 3 | 3 | 3 | 3 |
| 45 | 3 | 3 | 3 | 3 |
| 46 | 3 | 3 | 3 | 3 |
| 47 | 3 | 3 | 3 | 3 |
| 48 | 3 | 3 | 3 | 3 |
| 49 | 4 | 4 | 4 | 4 |
| 50 | 3 | 3 | 3 | 3 |
| 51 | 3 | 3 | 3 | 3 |
| 52 | 3 | 4 | 3 | 5 |
| 53 | 4 | 4 | 4 | 4 |
| 54 | 3 | 4 | 3 | 4 |
| 55 | 3 | 3 | 3 | 4 |
| 56 | 3 | 5 | 3 | 5 |
| 57 | 4 | 4 | 4 | 4 |
| 58 | 4 | 3 | 4 | 4 |
| 59 | 3 | 3 | 3 | 3 |
| 60 | 3 | 3 | 3 | 4 |
| 61 | 3 | 3 | 3 | 3 |
| 62 | 3 | 3 | 3 | 3 |
| 63 | 3 | 4 | 3 | 4 |
| 64 | 4 | 3 | 4 | 3 |
| 65 | 3 | 4 | 3 | 4 |
| 66 | 3 | 3 | 4 | 3 |
| 67 | 3 | 3 | 3 | 3 |
| 68 | 3 | 3 | 3 | 3 |
| 69 | 3 | 3 | 3 | 3 |
| 70 | 3 | 3 | 3 | 3 |
| 71 | 3 | 3 | 3 | 3 |
| 72 | 3 | 3 | 3 | 3 |
| 73 | 3 | 3 | 3 | 3 |
| 74 | 3 | 3 | 3 | 4 |
| 75 | 3 | 3 | 4 | 3 |
| 76 | 3 | 3 | 3 | 3 |
| 77 | 3 | 3 | 3 | 3 |
| 78 | 3 | 4 | 3 | 3 |
| 79 | 3 | 4 | 3 | 4 |
| 80 | 3 | 3 | 3 | 3 |
| 81 | 3 | 3 | 3 | 3 |
| 82 | 3 | 3 | 3 | 3 |
| 83 | 3 | 5 | 3 | 3 |
| 84 | 3 | 3 | 3 | 3 |
| 85 | 3 | 3 | 3 | 3 |
| 86 | 3 | 4 | 3 | 3 |
| 87 | 4 | 5 | 4 | 5 |
| 88 | 4 | 4 | 4 | 4 |
| **Total** | **287** | **299** | **296** | **303** | **296** |
| **Rata-Rata** | **3,26** | **3,40** | **3,36** | **3,44** | **3,37** |
| **TCR** | **65,23** | **67,95** | **67,27** | **68,86** | **67,33** |

|  |  |
| --- | --- |
| **No** | **Inter-Functional Coordination (X3)** |
| **IntF1** | **IntF2** | **IntF3** | **IntF4** |   |
| 1 | 4 | 3 | 4 | 4 |
| 2 | 4 | 4 | 4 | 3 |
| 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 3 | 3 | 4 |
| 5 | 4 | 3 | 3 | 4 |
| 6 | 4 | 3 | 4 | 3 |
| 7 | 4 | 3 | 3 | 4 |
| 8 | 4 | 3 | 4 | 3 |
| 9 | 3 | 3 | 4 | 3 |
| 10 | 3 | 3 | 3 | 4 |
| 11 | 4 | 3 | 4 | 4 |
| 12 | 4 | 4 | 4 | 3 |
| 13 | 4 | 3 | 4 | 4 |
| 14 | 3 | 4 | 3 | 4 |
| 15 | 3 | 4 | 4 | 3 |
| 16 | 3 | 4 | 3 | 4 |
| 17 | 4 | 4 | 5 | 5 |
| 18 | 5 | 5 | 4 | 4 |
| 19 | 4 | 3 | 3 | 3 |
| 20 | 4 | 3 | 4 | 4 |
| 21 | 5 | 4 | 5 | 4 |
| 22 | 4 | 3 | 3 | 3 |
| 23 | 3 | 3 | 4 | 3 |
| 24 | 4 | 4 | 4 | 4 |
| 25 | 3 | 3 | 3 | 3 |
| 26 | 3 | 3 | 4 | 3 |
| 27 | 4 | 4 | 4 | 4 |
| 28 | 3 | 3 | 4 | 3 |
| 29 | 3 | 3 | 3 | 3 |
| 30 | 4 | 4 | 4 | 4 |
| 31 | 3 | 3 | 4 | 3 |
| 32 | 4 | 4 | 4 | 4 |
| 33 | 3 | 4 | 4 | 4 |
| 34 | 4 | 3 | 3 | 3 |
| 35 | 3 | 2 | 2 | 2 |
| 36 | 3 | 3 | 3 | 3 |
| 37 | 3 | 2 | 3 | 2 |
| 38 | 3 | 3 | 3 | 3 |
| 39 | 4 | 3 | 4 | 4 |
| 40 | 4 | 4 | 3 | 4 |
| 41 | 3 | 4 | 4 | 4 |
| 42 | 4 | 2 | 4 | 2 |
| 43 | 4 | 5 | 4 | 5 |
| 44 | 4 | 4 | 4 | 4 |
| 45 | 4 | 2 | 4 | 2 |
| 46 | 4 | 4 | 4 | 4 |
| 47 | 5 | 3 | 4 | 3 |
| 48 | 2 | 2 | 4 | 2 |
| 49 | 4 | 3 | 4 | 3 |
| 50 | 3 | 4 | 4 | 4 |
| 51 | 4 | 4 | 3 | 4 |
| 52 | 4 | 4 | 3 | 4 |
| 53 | 2 | 3 | 4 | 3 |
| 54 | 4 | 2 | 3 | 2 |
| 55 | 3 | 2 | 2 | 2 |
| 56 | 5 | 4 | 4 | 4 |
| 57 | 5 | 2 | 3 | 2 |
| 58 | 5 | 4 | 5 | 4 |
| 59 | 2 | 2 | 4 | 2 |
| 60 | 3 | 3 | 3 | 3 |
| 61 | 3 | 3 | 2 | 2 |
| 62 | 3 | 3 | 2 | 2 |
| 63 | 4 | 4 | 3 | 4 |
| 64 | 4 | 3 | 3 | 3 |
| 65 | 4 | 3 | 3 | 3 |
| 66 | 3 | 3 | 3 | 3 |
| 67 | 4 | 3 | 3 | 3 |
| 68 | 3 | 3 | 3 | 3 |
| 69 | 4 | 3 | 3 | 3 |
| 70 | 3 | 3 | 2 | 2 |
| 71 | 3 | 3 | 2 | 2 |
| 72 | 3 | 3 | 2 | 2 |
| 73 | 3 | 3 | 3 | 3 |
| 74 | 3 | 3 | 4 | 3 |
| 75 | 4 | 3 | 4 | 3 |
| 76 | 3 | 3 | 3 | 3 |
| 77 | 3 | 3 | 4 | 3 |
| 78 | 3 | 3 | 3 | 3 |
| 79 | 4 | 2 | 2 | 2 |
| 80 | 3 | 3 | 2 | 3 |
| 81 | 2 | 3 | 2 | 3 |
| 82 | 2 | 3 | 3 | 3 |
| 83 | 2 | 2 | 3 | 2 |
| 84 | 3 | 4 | 2 | 4 |
| 85 | 3 | 3 | 3 | 3 |
| 86 | 2 | 3 | 3 | 3 |
| 87 | 3 | 4 | 3 | 2 |
| 88 | 3 | 4 | 4 | 4 |
| **Total** | **306** | **282** | **297** | **281** | **292** |
| **Rata-Rata** | **3,48** | **3,20** | **3,38** | **3,19** | **3,31** |
| **TCR** | **69,55** | **64,09** | **67,50** | **63,86** | **66,25** |

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| --- | --- |
| **No** | **Kinerja Pemasaran (Y)** |
| **KP1** | **KP2** | **KP3** |   |
| 1 | 4 | 4 | 4 |
| 2 | 4 | 4 | 4 |
| 3 | 4 | 4 | 4 |
| 4 | 4 | 3 | 4 |
| 5 | 3 | 4 | 4 |
| 6 | 5 | 5 | 4 |
| 7 | 5 | 4 | 3 |
| 8 | 4 | 5 | 4 |
| 9 | 4 | 4 | 4 |
| 10 | 3 | 3 | 5 |
| 11 | 4 | 5 | 4 |
| 12 | 5 | 5 | 5 |
| 13 | 4 | 4 | 4 |
| 14 | 4 | 4 | 5 |
| 15 | 5 | 5 | 5 |
| 16 | 4 | 3 | 3 |
| 17 | 4 | 3 | 4 |
| 18 | 4 | 3 | 4 |
| 19 | 4 | 3 | 4 |
| 20 | 3 | 3 | 3 |
| 21 | 4 | 4 | 5 |
| 22 | 4 | 4 | 4 |
| 23 | 5 | 5 | 5 |
| 24 | 4 | 4 | 3 |
| 25 | 4 | 4 | 4 |
| 26 | 4 | 4 | 4 |
| 27 | 5 | 5 | 4 |
| 28 | 4 | 4 | 3 |
| 29 | 5 | 4 | 5 |
| 30 | 5 | 4 | 4 |
| 31 | 4 | 3 | 4 |
| 32 | 5 | 3 | 4 |
| 33 | 4 | 3 | 3 |
| 34 | 3 | 4 | 4 |
| 35 | 3 | 4 | 3 |
| 36 | 4 | 3 | 3 |
| 37 | 4 | 4 | 4 |
| 38 | 4 | 3 | 4 |
| 39 | 3 | 4 | 4 |
| 40 | 4 | 5 | 5 |
| 41 | 4 | 4 | 4 |
| 42 | 4 | 4 | 3 |
| 43 | 4 | 4 | 4 |
| 44 | 4 | 4 | 4 |
| 45 | 3 | 3 | 3 |
| 46 | 5 | 5 | 5 |
| 47 | 4 | 3 | 3 |
| 48 | 5 | 5 | 4 |
| 49 | 4 | 3 | 4 |
| 50 | 4 | 3 | 4 |
| 51 | 5 | 4 | 4 |
| 52 | 4 | 5 | 4 |
| 53 | 5 | 4 | 4 |
| 54 | 5 | 4 | 4 |
| 55 | 5 | 5 | 4 |
| 56 | 5 | 4 | 4 |
| 57 | 5 | 4 | 5 |
| 58 | 3 | 5 | 4 |
| 59 | 3 | 3 | 3 |
| 60 | 4 | 3 | 4 |
| 61 | 3 | 3 | 3 |
| 62 | 4 | 3 | 3 |
| 63 | 4 | 4 | 4 |
| 64 | 4 | 4 | 5 |
| 65 | 4 | 3 | 4 |
| 66 | 3 | 4 | 3 |
| 67 | 3 | 3 | 3 |
| 68 | 4 | 3 | 3 |
| 69 | 3 | 3 | 4 |
| 70 | 3 | 3 | 3 |
| 71 | 3 | 3 | 3 |
| 72 | 3 | 3 | 3 |
| 73 | 4 | 3 | 3 |
| 74 | 4 | 5 | 4 |
| 75 | 4 | 3 | 3 |
| 76 | 3 | 4 | 3 |
| 77 | 4 | 3 | 4 |
| 78 | 4 | 3 | 3 |
| 79 | 4 | 4 | 3 |
| 80 | 3 | 3 | 3 |
| 81 | 4 | 3 | 3 |
| 82 | 4 | 3 | 3 |
| 83 | 3 | 4 | 4 |
| 84 | 3 | 4 | 3 |
| 85 | 3 | 3 | 4 |
| 86 | 4 | 4 | 3 |
| 87 | 5 | 5 | 4 |
| 88 | 4 | 5 | 5 |
| **Total** | **349** | **333** | **334** | **339** |
| **Rata-Rata** | **3,97** | **3,78** | **3,80** | **3,85** |
| **TCR** | **79,32** | **75,68** | **75,91** | **76,97** |

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**UJI VALIDITAS DAN RELIABILITAS**

**KINERJA PEMASARAN**

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****

**CUSTOMER ORIENTATION**

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****

**COMPETITOR ORIENTATION**

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****

**INTER FUNCTIONAL COORDINATION**

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****

**KINERJA PEMASARAN**

**Distribusi Frekuensi**

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**Rata-Rata**

****

**CUSTOMER ORIENTATION**

**Distribusi Frekuensi**

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**Rata-Rata**

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**COMPETITOR ORIENTATION**

**Distribusi Frekuensi**

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**Rata-Rata**

****

**INTER FUNCTIONAL COORDINATION**

**Distribusi Frekuensi**

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**Rata-Rata**

****

**Uji Normalitas**

****

**Uji Linearitas**

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****

**Uji Multikolonearitas**

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**Uji Heteroskedastisitas**

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