BAB V

KESIMPULAN DAN SARAN

5.1 Kesimpulan

Tujuan penelitian ini adalah untuk menguji pengaruh inovasi dan pengetahuan pasar terhadap kinerja inovasi terhadap usaha mikro di kota Surakarta sehingga dapat disimpulkan sebagai berikut, (1) hasil penelitian hipotesis pertama menunjukan bahwa inovasi tidak berpengaruh tidak signikan terhadap kinerja inovasi produk hasil ini terjadi karena inovasi yang dilakukan oleh usaha mikro dikota Surakarta bukan merupakan inovasi yang tidak signifikan dan hal tersebut mempengaruhi kinerja inovasi produk yang tidak berkembang. Hasil penelitian hipotesis kedua (2) menunjukan bahwa pengetahuan pasar berpengaruh tidak signifikan terhadap kinerja inovasi produk hasil tersebuit di dapat karena rendahnya pengetahuan pasar pelanggan dan pesaing dikota surakarta sehingga tidak cukup menjadi stimulan yang kuat bagi usaha mikro di kota Surakarta dalam meningkatkan kinerja inovasi produk.

5.2 Keterbatasan Penelitian

Penelitian ini telah dilakukan sesuai dengan prosedur yang ada, namun masih memiliki keterbatasan yaitu :

Dalam penelitian ini hanya menggunakan dua variabel yang mempengaruhi kinerja inovasi produk akan tetapi hasil penelitian ini tidak signifikan, untuk itu perlu menambah dan mencari variabel-variabel lain yang mempengaruhi kinerja

inovasi produk atau menggunakan variabel mediasi untuk membantu variabel yang tidak signifikan di penelitian ini

5.3 Saran

Berdasarkan dari hasil analisis yang telah dilakukan adapun saran yang dapat diberikan sebagai berikut :

5.3.1 Bagi Pemilik Usaha

1. Meningkatkan inovasi produk sehingga usaha mikro mampu menciptakan produk-produk baru yang tidak kalah saing dengan usaha mikro yang lain dan tetap mempertahankan keberadaan produk-produk tersebut.

2. Meningkatkan pengetahuan pasar supaya dapat bersaing dengan produk-produk yang dihasilkan dari usaha mikro lain dan produk akan semakin diminati di kalangan masyarakat.

5.3.2 Bagi Peneliti Selanjutnya

1. Peneliti selanjutnya diharapkan mampu menambah jumlah usaha mikro yang diteliti sehingga tercapai kecukupan sampel dan mendapatkan data yang beragam.

2. Peneliti selanjutnya diharapkan menambah variabel yang menjelaskan kinerja inovasi produk sehingga mampu menambah keragaman hasil.

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LAMPIRAN

Lampiran 1. Kuesioner penelitian

KepadaYth:

Bapak/ Ibu/ SaudaraResponden

DenganHormat,

Saya sedang melakukan penelitian skripsi dengan judul: **"Pengaruh Inovasi dan Pengetahuan Pasar Terhadap Kinerja InovasiProduk".** Saya mohon Bapak/ Ibu/ Sodara berkenan mengisi kuesioner dengan sejujurnya. Semua informasi terkait dengan responden dirahasiakan. Atas perhatian dan kerja samanya saya ucapkan terimakasih.

Salam,

Titis Margi Rahayu

NIM: 13150325L

KUESIONER

"Pengaruh Inovasi dan Pengetahuan Pasar Terhadap Kinerja Inovasi Produk"

Identitas Responden.

Mohon untuk memberi tanda(√) pada pilihan dibawah ini.

NAMA _____

UMUR _____

Petunjuk Pengisian.
Berikan tanda(√) sesuai penilaian Anda.

No	Pernyataan	STS	TS	CS	S	SS
KIP 1	Produk hasil inovasi saya sudah dikenal oleh konsumen.					
KIP 2	Produk inovasi saya berhasil.					
I 1	Produk inovasi saya adalah produk baru					
I 2	Produk inovasi saya hasil modifikasi produk sebelumnya.					
I 3	Saya ingin menjadi yang pertama kali memasarkan inovasi tersebut.					
PP 1	Saya sangat memahami kebutuhan pasar.					
PP 2	.Saya merahasiakan informasi yang saya miliki tentang pasar.					
PP 3	Saya mempunyai informasi khusus tentang pasar					

Lampiran 2. Uji Validitas dan reliabilitas

Factor Analysis

[DataSet0]

Notes

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Missing Value Handling	Definition of Missing	MISSING=EXCLUDE: User-defined missing values are treated as missing.
	Cases Used	LISTWISE: Statistics are based on cases with no missing values for any variable used.

Syntax		FACTOR
		  /VARIABLES KIP2 KIP3 I1 I2 I3 P2 P3 P4
		  /MISSING LISTWISE
		  /ANALYSIS KIP2 KIP3 I1 I2 I3 P2 P3 P4
		  /PRINT INITIAL KMO EXTRACTION ROTATION
		  /FORMAT BLANK(0.7)
		  /CRITERIA FACTORS(3) ITERATE(25)
		  /EXTRACTION PC
		  /CRITERIA ITERATE(25)
		  /ROTATION VARIMAX
		  /METHOD=CORRELATION.

Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,08
	Maximum Memory Required	9080 (8,867K) bytes

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,621
Bartlett's Test of Sphericity	Approx. Chi-Square	159,392
	df	28
	Sig.	,000

Communalities

	Initial	Extraction
KIP2	1,000	,817
KIP3	1,000	,799
I1	1,000	,776
I2	1,000	,592
I3	1,000	,808
P2	1,000	,797
P3	1,000	,761
P4	1,000	,596

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,813	35,168	35,168	2,813	35,168	35,168	2,119	26,481	26,481
2	1,680	21,003	56,171	1,680	21,003	56,171	2,103	26,290	52,772
3	1,452	18,153	74,324	1,452	18,153	74,324	1,724	21,552	74,324
4	,638	7,974	82,298						
5	,490	6,125	88,424						
6	,418	5,220	93,644						
7	,293	3,663	97,306						
8	,215	2,694	100,000						

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component		
	1	2	3
KIP2			
KIP3			
I1			
I2			
I3			
P2			
P3	,748		
P4			

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Rotated Component Matrix^a

	Component		
	1	2	3
KIP2			,891
KIP3			,878
I1		,852	
I2		,703	
I3		,897	
P2	,883		
P3	,841		
P4	,719		

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Component Transformation Matrix

Component	1	2	3
1	,690	,632	,353
2	,286	-,686	,669
3	-,665	,361	,654

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

Lampiran 3. Uji Reliabilitas Kinerja Inovasi produk
Scale: ALL VARIABLES

Reliabel KIP

Case Processing Summary

		N	%
Cases	Valid	60	100,0
	Excluded^a	0	,0
	Total	60	100,0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,767	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KIP2	4,45	,252	,623	.
KIP3	4,45	,286	,623	.

Lampiran 4. Uji Relibilitas Inovasi

Scale: ALL VARIABLES

Reliabel I

Case Processing Summary

		N	%
	Valid	60	100,0
Cases	Excluded[a]	0	,0
	Total	60	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,770	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I1	8,42	,484	,655	,630
I2	8,42	,552	,509	,798
I3	8,50	,559	,663	,636

Lampiran 5. Uji Reliabilitas Pengetahuan Pasar

Scale: ALL VARIABLES

RELIABEL PP

Case Processing Summary

		N	%
	Valid	60	100,0
Cases	Excluded[a]	0	,0
	Total	60	100,0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,773	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PP2	8,63	,711	,635	,666
PP3	8,62	,681	,669	,627
PP4	8,62	,715	,528	,787

Lampiran 6. Uji Regresi
Regression

Notes

Output Created		17-JUL-2019 20:58:33
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Input	Active Dataset	DataSet0
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	N of Rows in Working Data File	60
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.

Syntax		REGRESSION
		  /MISSING LISTWISE
		  /STATISTICS COEFF OUTS BCOV R ANOVA COLLIN TOL
		  /CRITERIA=PIN(.05) POUT(.10)
		  /NOORIGIN
		  /DEPENDENT KIP
		  /METHOD=ENTER I PP.

Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,06
	Memory Required	1636 bytes
	Additional Memory Required for Residual Plots	0 bytes

[DataSet0]

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Pengetahuan Pasar, Inovasi[b]	.	Enter

a. Dependent Variable: Kinerja Inovasi Produk

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,218[a]	,047	,014	,46341

\a. Predictors: (Constant), Pengetahuan Pasar, Inovasi

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,609	2	,305	1,418	,251[b]
	Residual	12,241	57	,215		
	Total	12,850	59			

a. Dependent Variable: Kinerja Inovasi Produk

b. Predictors: (Constant), Pengetahuan Pasar, Inovasi

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3,103	,874		3,551	,001		
Inovasi	,094	,182	,069	,515	,608	,919	1,088
Pengetahuan Pasar	,220	,158	,188	1,391	,169	,919	1,088

a. Dependent Variable: Kinerja Inovasi Produk

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Inovasi	Pengetahuan Pasar
1	1	2,992	1,000	,00	,00	,00
	2	,005	23,470	,03	,40	,85
	3	,003	31,263	,97	,60	,15

a. Dependent Variable: Kinerja Inovasi Produk

Coefficient Correlations[a]

Model			Pengetahuan Pasar	Inovasi
1	Correlations	Pengetahuan Pasar	1,000	-,284
		Inovasi	-,284	1,000
	Covariances	Pengetahuan Pasar	,025	-,008
		Inovasi	-,008	,033

a. Dependent Variable: Kinerja Inovasi Produk

Lampiran 7. Hasil data kuesioner

	KIP2	KIP3	I1	I2	I3	PP2	PP3	PP4
1	5	5	4	4	4	5	5	4
2	5	5	4	4	4	4	4	4
3	4	4	5	4	4	5	4	4
4	4	4	5	4	5	5	4	4
5	5	5	4	5	4	5	4	4
6	4	5	4	5	4	4	5	4
7	4	4	5	5	5	5	5	4
8	5	5	5	5	5	4	5	4
9	5	5	5	5	5	4	5	4
10	5	5	5	5	4	4	4	4
11	5	4	4	4	5	4	4	5
12	5	4	5	5	4	5	4	5
13	5	4	5	5	5	4	5	5
14	5	5	5	5	5	4	4	5
15	5	5	4	4	4	4	5	5
16	5	5	4	4	4	4	4	5
17	5	5	5	4	4	5	5	5
18	5	5	4	4	4	4	4	4
19	4	4	4	4	4	4	4	4
20	4	4	5	4	4	5	5	5
21	4	4	4	4	4	4	4	4
22	5	5	4	5	4	5	5	5
23	5	5	4	5	4	5	5	5
24	4	4	4	4	4	4	4	4
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26	4	4	5	4	4	5	5	5
27	5	5	4	4	4	4	4	5
28	5	5	4	4	4	5	5	5
29	4	4	4	4	4	4	4	4
30	5	4	4	5	4	4	4	4

31	4	5	4	5	4	5	5	5
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35	4	5	4	4	4	4	4	5
36	4	5	4	4	4	5	5	4
37	5	5	4	4	4	5	5	5
38	5	5	5	4	5	4	4	4
39	4	4	4	4	4	5	5	5
40	4	4	4	4	4	4	4	4
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42	4	4	4	4	4	4	4	4
43	4	4	5	5	5	5	5	5
44	5	4	4	4	4	4	4	4
45	4	4	4	4	4	4	4	4
46	5	5	4	4	4	4	4	5
47	3	4	4	4	4	4	4	4
48	5	5	4	4	4	4	4	4
49	4	4	4	4	4	4	4	4
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52	4	4	4	4	4	4	4	4
53	5	5	4	4	4	4	4	4
54	4	4	4	4	4	4	4	4
55	4	4	4	4	4	4	4	4
56	4	4	4	4	4	4	4	4
57	4	4	4	4	4	4	4	4
58	4	4	4	4	4	4	4	4
59	5	4	4	4	4	4	4	4
60	4	4	4	4	4	4	4	3