LAMPIRAN

Lampiran 1. Kuesioner Penelitian

Kuesioner terdiri atas dua bagian: bagian A berisi data unit usaha dan responden serta bagian B berisi pertanyaan-pertanyaan tentang strategi komunikasi yang dilakukan pada unit usaha yang bersangkutan. Mohon kuesioner ini diisi langsung oleh pimpinan unit usaha yang bersangkutan.

Petunjuk pengisian :

Bagian A. Isilah titik-titik yang tersedia.

Bagian B. Pada setiap soal terdapat 5 pilihan jawaban. Kelima pilihan jawaban tersebut mempunyai interval nilai yang sama, dengan angka 1 untuk pilihan jawaban paling negatif dan 5 untuk jawaban paling positif. Berilah tanda silang (X) pada pilihan jawaban yang anda anggap paling benar. Pemilihan jawaban didasarkan pada penilaian anda terhadap atasan anda langsung, baik manager PO maupun manager pada PT Jawa Pos Group.

Contoh interval kelima pilihan jawaban :

Interval	1	2	3	4	5
Nilai	tidak sesuai	agak sesuai	sedang	lebih sesuai	sesuai
%	0 %	25 %	50 %	75 %	100 %

A. Identifikasi Unit Usaha

1. Nama unit usaha : .....
2. Jenis unit usaha :
   a. Radar (khusus untuk PT Radar Timur) .....
   b. Surat kabar harian .....
   c. Tabloid .....
   d. Majalah .....
   e. Lain-lain (isilah sesuai unit usaha anda) .....
3. Tahun berdiri unit usaha : .....
4. Alamat : .....
   .....
5. Nomor Telefon : .....

6. E-mail : .....
7. Nama manajer penanggung jawab unit usaha : .....
8. Pertumbuhan penjualan media cetak selama tahun 2002 : ..... %
9. Pertumbuhan penjualan iklan selama tahun 2002 : ..... %

B. Keefektifan Komunikasi dari Atasan kepada Tim Manajemen Unit Usaha

I. Ketepatan (*accuracy*)

1. Apakah informasi dari atasan sebagaimana data atau fakta yang sebenarnya terjadi?

   Tidak sesuai 1 2 3 4 5 sesuai.

2. Validitas (tingkat kebenaran) informasi yang diperoleh dari atasan terhadap kenyataan yang sebenarnya :

   Tidak valid 1 2 3 4 5 valid.

3. Apakah pemilihan kata-kata yang digunakan atasan dalam berkomunikasi mencerminkan kondisi yang sebenarnya ?

   Tidak 1 2 3 4 5 ya.

4. Apakah pemilihan media komunikasi oleh atasan menunjang tujuan penyampaian informasi, pesan atau petunjuk kerja ?

   Tidak sesuai 1 2 3 4 5 sesuai.

5. Informasi yang diberikan atasan .....

   Tidak lengkap 1 2 3 4 5 lengkap.

II. Keterpaduan (*coherence*)

1. Dapatkah atasan menyampaikan informasi, pesan dan petunjuk kerja secara runtut atau teratur?

   Tidak dapat 1 2 3 4 5 dapat.

2. Bila atasan menyampaikan beberapa pesan pada saat yang bersamaan, apakah hubungan antara satu pesan dengan pesan lain mudah dipahami?
   Tidak mudah 1 2 3 4 5 mudah.

3. Apakah cara atasan menyampaikan informasi, pesan atau petunjuk kerja direncanakan dengan baik ?
   Tidak terencana 1 2 3 4 5 terencana dengan baik.

4. Bila terdapat beberapa pesan sekaligus, apakah atasan memberikan penekanan khusus pada pesan yang perlu diutamakan ?
   Tidak pernah 1 2 3 4 5 selalu.

III. Kejelasan (*clarity*)

1. Bagaimana informasi, pesan dan petunjuk kerja dari atasan dimengerti oleh bawahan ?
   Tidak jelas 1 2 3 4 5 sangat jelas.

2. Apakah informasi, pesan atau petunjuk kerja yang disampaikan atasan dapat dimengerti dengan jelas ?
   Tidak jelas 1 2 3 4 5 jelas.

3. Apakah informasi, pesan atau petunjuk kerja yang disampaikan atasan dapat dimengerti dan dilaksanakan sesuai maksud atasan (tidak bias atau mempunyai penyimpangan arti) ?
   Tidak dapat 1 2 3 4 5 dapat.

4. Secara umum, berapa kali atasan harus menyampaian informasi, pesan dan petunjuk kerja sebelum makna pesan tersebut benar-benar dapat dipahami ?
   Satu kali penyampaian 1 2 3 4 5 berulang-kali.

IV. Kepadatan isi (*conciseness*)

1. Cara atasan menyampaikan pesan, informasi atau petunjuk kerja kepada bawahan...

   Bertele-tele 1 2 3 4 5 langsung.

2. Mampukah atasan menyampaikan pesan, informasi atau petunjuk kerja secara padat dalam kalimat yang pendek namun dapat dimengerti dengan mudah ?

   Tidak mampu 1 2 3 4 5 mampu.

3. Gaya atasan dalam menyampaikan pesan, informasi atau petunjuk kerja pada bawahan .....

   Tidak langsung 1 2 3 4 5 langsung pokok permasalahan.

V. Keramahan (*courtesy*)

1. Setelah menyampaikan suatu pesan, informasi atau petunjuk kerja, apakah atasan peka terhadap reaksi non-verbal (bahasa tubuh) bawahan atas masalah tersebut ?

   Tidak peka 1 2 3 4 5 peka.

2. Perhatian atasan terhadap tanggapan verbal dan tertulis yang diberikan bawahan atas pesan, informasi atau petunjuk kerja yang disampaikan .....

   Tidak perhatian 1 2 3 4 5 perhatian.

3. Apakah atasan peduli terhadap masukan dari bawahan ?

   Tidak peduli 1 2 3 4 5 peduli.

4. Penghargaan atasan terhadap masukan dari bawahan .....

   Tidak ada 1 2 3 4 5 ada.

5. Apakah atasan meminta tanggapan dari bawahan secara khusus setiap kali menyampaikan suatu pesan ?

   Tidak 1 2 3 4 5 ya.

C. Kepercayaan Terhadap Atasan

I. Kualitas komunikasi atasan

1. Apakah atasan menjelaskan peraturan dan kebijaksanaan perusahaan serta permasalahan yang sedang dihadapi perusahaan secara terbuka ?

   Tidak terbuka 1 2 3 4 5 terbuka.

2. Bersediakan atasan memberikan informasi tentang perusahaan tanpa diminta oleh bawahan ?

   Tidak bersedia 1 2 3 4 5 bersedia.

3. Bagaimana sikap atasan bila bawahan melaporkan adanya suatu masalah ?

   Menyalahkan karyawan 1 2 3 4 5 Tidak menyalahkan.

II. Dukungan atasan

1. ..... bertemu dengan atasan untuk membicarakan masalah perusahaan.

   Tidak mudah 1 2 3 4 5 sangat mudah.

2. Bersediakan atasan mendengarkan masalah dan ide-ide bawahan ?

   Tidak bersedia 1 2 3 4 5 bersedia.

3. Apakah atasan memperhatikan masalah bawahan dan mendukung solusi yang ditawarkan bawahan ?

   Tidak mendukung 1 2 3 4 5 mendukung.

4. Bersediakan atasan memberikan bantuan kepada bawahan tanpa perlu diminta ?

   Tidak bersedia 1 2 3 4 5 bersedia.

5. Apakah atasan memberikan petunjuk kerja secara jelas, bahkan pelatihan kerja bila diperlukan ?

   Tidak 1 2 3 4 5 ya.

6. Tawaran bantuan dari atasan untuk memecahkan masalah bawahan.....

   Tidak ada 1 2 3 4 5 ada.

III. Respek terhadap bawahan

1. Apakah atasan mendelegasikan tugas dan tanggung-jawabnya kepada bawahan ?

   Tidak 1 2 3 4 5 ya.

2. Bersediakan atasan menerima dan menjalankan ide-ide bawahan dengan sepenuh hati?

   Tidak bersedia 1 2 3 4 5 bersedia.

3. Apakah atasan mempercayai penilaian bawahan terhadap suatu masalah ?

   Tidak percaya 1 2 3 4 5 sangat percaya.

4. Apakah atasan menghargai ide-ide bawahan dengan baik ?

   Tidak menghargai 1 2 3 4 5 menghargai.

IV. Keadilan

1. Bagaimana obyektifitas atasan dalam menilai bawahan ?

   Tidak obyektif 1 2 3 4 5 obyektif.

2. Apakah promosi dilakukan secara obyektif ?

   Tidak obyektif 1 2 3 4 5 obyektif.

3. Bersediakan atasan memberikan penghargaan kepada bawahan yang berprestasi ?

   Tidak bersedia 1 2 3 4 5 bersedia.

4. Seringkah atasan memberikan pujian secara tulus terhadap hasil kerja bawahan ?

   Tidak 1 2 3 4 5 setiap kali.

V. Dapat diramalkan

1. Apakah atasan selalu menepati janji yang telah dibuatnya kepada bawahan ?

   Tidak 1 2 3 4 5 ya.

2. Konsistensi atasan dalam mengambil keputusan.....

   Tidak konsisten 1 2 3 4 5 konsisten.

3. Mampukah atasan selalu menepati janji yang telah dibuatnya ?

   Tidak mampu 1 2 3 4 5 mampu.

4. Apakah tindakan atasan dapat diramalkan sebelumnya ?

   Tidak 1 2 3 4 5 ya.

VI. Kompetensi

1. Bagaimana kemampuan atasan dalam hal administrasi ?

   Tidak mampu 1 2 3 4 5 mampu.

2. Apakah atasan mempunyai kemampuan dalam hal teknik dan operasional?

   Tidak 1 2 3 4 5 ya.

3. Bagaimana kemampuan manajerial atasan ?

   Tidak mampu 1 2 3 4 5 sangat mampu.

4. Seberapa cepat atasan mengambil suatu keputusan yang sesuai ?

Tidak cepat 1 2 3 4 5 sangat cepat.

5. Apakah keputusan yang diambil atasan tepat untuk mengatasi suatu masalah?

Tidak tepat 1 2 3 4 5 tepat.

6. Kemampuan atasan dalam menyelesaikan masalah operasional dengan baik dan benar.....

Tidak mampu 1 2 3 4 5 sangat mampu.

D. Komunikasi Horisontal antar Unit Usaha

I. Hubungan pribadi antar personal

1. Bagaimana hubungan pribadi anda terhadap rekan kerja dalam satu unit usaha ?

Tidak dekat 1 2 3 4 5 sangat dekat.

2. Hubungan pribadi anda dengan sesama manager dalam satu PO .....

Tidak kenal 1 2 3 4 5 sangat baik.

3. Apakah anda mengenal secara pribadi semua manajer dalam unit usaha penerbitan harian dan tabloid ?

Tidak 1 2 3 4 5 ya.

4. Pengenalan secara pribadi terhadap semua manajer pada PT Jawa Pos Group.....

Tidak kenal 1 2 3 4 5 kenal.

II. Ketersediaan sarana komunikasi antar unit usaha

1. Ketersediaan sarana telefon .....

Tidak cukup 1 2 3 4 5 cukup.

2. Kemudahan mendapat sarana faksimile pada unit usaha anda .....

Tidak mudah 1 2 3 4 5 mudah.

3. Apakah ketersediaan sarana telekomunikasi pada unit usaha anda cukup memadai untuk kegiatan operasional sehari-hari ?

   Tidak cukup 1 2 3 4 5 cukup.

4. Apakah pada unit kerja anda terdapat akses penggunaan jaringan intranet (jaringan komputer dalam lingkungan perusahaan) untuk berkomunikasi dengan sesama manajer pada unit usaha lain ?

   Tidak tersedia 1 2 3 4 5 tersedia.

5. Mudahkah penggunaan akses jaringan intranet untuk berkomunikasi dengan sesama manajer pada unit usaha lain ?

   Tidak mudah 1 2 3 4 5 mudah.

Lampiran 2. Uji Reliabilitas dan Validitas

1. Karakteristik Keefektifan Komunikasi Bisnis

1.1. Ketepatan

Correlation Matrix

	BI1	BI2	BI3	BI4	BI5
BI1	1.0000				
BI2	.6451	1.0000			
BI3	-.0512	-.1649	1.0000		
BI4	.6972	.7920	-.2604	1.0000	
BI5	.5763	.7507	-.1111	.6201	1.0000

N of Cases = 30.0
Reliability Coefficients 5 items
Alpha = .6572 Standardized item alpha = .7286

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.772
Bartlett's Test of Sphericity	Approx. Chi-Square	70.731
	df	10
	Sig.	.000

Anti-image Matrices

		ketepatan 1	ketepatan 2	ketepatan 3	ketepatan 4	ketepatan 5
Anti-image Covariance	ketepatan 1	.462	-.029	-.113	-.154	-.074
	ketepatan 2	-.029	.261	-.012	-.145	-.171
	ketepatan 3	-.113	-.012	.898	.137	-.002
	ketepatan 4	-.154	-.145	.137	.291	.003
	ketepatan 5	-.074	-.171	-.002	.003	.422
Anti-image Correlation	ketepatan 1	.835[a]	-.085	-.175	-.422	-.168
	ketepatan 2	-.085	.747[a]	-.025	-.527	-.516
	ketepatan 3	-.175	-.025	.517[a]	.268	-.004
	ketepatan 4	-.422	-.527	.268	.748[a]	.009
	ketepatan 5	-.168	-.516	-.004	.009	.814[a]

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.088	61.761	61.761	3.088	61.761	61.761
2	.988	19.755	81.517			
3	.457	9.136	90.652			
4	.303	6.069	96.721			
5	.164	3.279	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix [a]

	Component
	1
ketepatan 1	.821
ketepatan 2	.916
ketepatan 3	-.249
ketepatan 4	.901
ketepatan 5	.837

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Koreksi untuk variabel ketepatan

Pertanyaan 3 dikeluarkan karena tidak memenuhi uji reliabilitas dan validitas.

Correlation Matrix

	BI1	BI2	BI4	BI5
BI1	1.0000			
BI2	.6451	1.0000		
BI4	.6972	.7920	1.0000	
BI5	.5763	.7507	.6201	1.0000

N of Cases = 30.0
Reliability Coefficients 4 items
Alpha = .8946 Standardized item alpha = .8948

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.789
Bartlett's Test of Sphericity	Approx. Chi-Square	68.742
	df	6
	Sig.	.000

Anti-image Matrices

		ketepatan 1	ketepatan 2	ketepatan 4	ketepatan 5
Anti-image Covariance	ketepatan 1	.476	-.032	-.153	-.077
	ketepatan 2	-.032	.261	-.155	-.171
	ketepatan 4	-.153	-.155	.313	.004
	ketepatan 5	-.077	-.171	.004	.422
Anti-image Correlation	ketepatan 1	.864[a]	-.091	-.395	-.171
	ketepatan 2	-.091	.739[a]	-.540	-.516
	ketepatan 4	-.395	-.540	.770[a]	.010
	ketepatan 5	-.171	-.516	.010	.812[a]

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.045	76.133	76.133	3.045	76.133	76.133
2	.457	11.427	87.559			
3	.329	8.231	95.791			
4	.168	4.209	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
ketepatan 1	.832
ketepatan 2	.918
ketepatan 4	.895
ketepatan 5	.843

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

1.2. Keterpaduan

Correlation Matrix

	BII1	BII2	BII3	BII4
BII1	1.0000			
BII2	.7265	1.0000		
BII3	.5416	.5718	1.0000	
BII4	.6296	.7377	.7309	1.0000

N of Cases = 30.0
Reliability Coefficients 4 items
Alpha = .8806 Standardized item alpha = .8843

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.775
Bartlett's Test of Sphericity	Approx. Chi-Square	63.479
	df	6
	Sig.	.000

Anti-image Matrices

		keterpaduan 1	keterpaduan 2	keterpaduan 3	keterpaduan 4
Anti-image Covariance	keterpaduan 1	.444	-.193	-.062	-.035
	keterpaduan 2	-.193	.342	.003	-.146
	keterpaduan 3	-.062	.003	.455	-.202
	keterpaduan 4	-.035	-.146	-.202	.311
Anti-image Correlation	keterpaduan 1	.816[a]	-.496	-.137	-.095
	keterpaduan 2	-.496	.759[a]	.007	-.446
	keterpaduan 3	-.137	.007	.790[a]	-.537
	keterpaduan 4	-.095	-.446	-.537	.748[a]

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.973	74.324	74.324	2.973	74.324	74.324
2	.525	13.120	87.444			
3	.305	7.621	95.065			
4	.197	4.935	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
keterpaduan 1	.839
keterpaduan 2	.884
keterpaduan 3	.821
keterpaduan 4	.902

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

1.3. Kejelasan

Correlation Matrix

	BIII1	BIII2	BIII3	BIII4
BIII1	1.0000			
BIII2	.7442	1.0000		
BIII3	.6220	.7610	1.0000	
BIII4	.3146	.4489	.2171	1.0000

N of Cases = 30.0
Reliability Coefficients 4 items
Alpha = .7236 Standardized item alpha = .8113

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.697
Bartlett's Test of Sphericity	Approx. Chi-Square	52.637
	df	6
	Sig.	.000

Anti-image Matrices

		kejelasan 1	kejelasan 2	kejelasan 3	kejelasan 4
Anti-image Covariance	kejelasan 1	.439	-.165	-.052	.003
	kejelasan 2	-.165	.255	-.189	-.173
	kejelasan 3	-.052	-.189	.395	.117
	kejelasan 4	.003	-.173	.117	.762
Anti-image Correlation	kejelasan 1	.801[a]	-.492	-.124	.005
	kejelasan 2	-.492	.640[a]	-.596	-.392
	kejelasan 3	-.124	-.596	.709[a]	.213
	kejelasan 4	.005	-.392	.213	.636[a]

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.621	65.535	65.535	2.621	65.535	65.535
2	.834	20.849	86.384			
3	.371	9.287	95.671			
4	.173	4.329	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
kejelasan 1	.859
kejelasan 2	.939
kejelasan 3	.843
kejelasan 4	.540

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Koreksi untuk Variabel Kejelasan

Pertanyaan 4 dikeluarkan dari variabel kejelasan karena tidak sesuai dengan uji reliabilitas dan validitas

Correlation Matrix

	BIII1	BIII2	BIII3
BIII1	1.0000		
BIII2	.7442	1.0000	
BIII3	.6220	.7610	1.0000

N of Cases = 30.0
Reliability Coefficients 3 items
Alpha = .8796 Standardized item alpha = .8797

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.708
Bartlett's Test of Sphericity	Approx. Chi-Square	45.894
	df	3
	Sig.	.000

Anti-image Matrices

		kejelasan 1	kejelasan 2	kejelasan 3
Anti-image Covariance	kejelasan 1	.439	-.194	-.055
	kejelasan 2	-.194	.301	-.201
	kejelasan 3	-.055	-.201	.414
Anti-image Correlation	kejelasan 1	.758[a]	-.533	-.128
	kejelasan 2	-.533	.650[a]	-.570
	kejelasan 3	-.128	-.570	.739[a]

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.420	80.665	80.665	2.420	80.665	80.665
2	.378	12.615	93.280			
3	.202	6.720	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix [a]

	Component
	1
kejelasan 1	.876
kejelasan 2	.933
kejelasan 3	.884

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

1.4. Kepadatan Isi

Correlation Matrix

	BIV1	BIV2	BIV3
BIV1	1.0000		
BIV2	.7341	1.0000	
BIV3	.6850	.7341	1.0000

N of Cases = 30.0
Reliability Coefficients 3 items
Alpha = .8842 Standardized item alpha = .8841

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.742
Bartlett's Test of Sphericity	Approx. Chi-Square	44.934
	df	3
	Sig.	.000

Anti-image Matrices

		kepadatan isi 1	kepadatan isi 2	kepadatan isi 3
Anti-image Covariance	kepadatan isi 1	.415	-.181	-.131
	kepadatan isi 2	-.181	.360	-.181
	kepadatan isi 3	-.131	-.181	.415
Anti-image Correlation	kepadatan isi 1	.760[a]	-.467	-.317
	kepadatan isi 2	-.467	.712[a]	-.467
	kepadatan isi 3	-.317	-.467	.760[a]

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.436	81.190	81.190	2.436	81.190	81.190
2	.315	10.499	91.689			
3	.249	8.311	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix [a]

	Component
	1
kepadatan isi 1	.894
kepadatan isi 2	.914
kepadatan isi 3	.894

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

1.5. Keramahan

Correlation Matrix

	BV1	BV2	BV3	BV4	BV5
BV1	1.0000				
BV2	.8872	1.0000			
BV3	.7108	.8602	1.0000		
BV4	.6676	.6854	.8179	1.0000	
BV5	.5935	.7285	.7736	.8454	1.0000

N of Cases = 30.0
Reliability Coefficients 5 items
Alpha = .9382 Standardized item alpha = .9397

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.620
Bartlett's Test of Sphericity	Approx. Chi-Square	155.914
	df	10
	Sig.	.000

Anti-image Matrices

		keramahan 1	keramahan 2	keramahan 3	keramahan 4	keramahan 5
Anti-image Covariance	keramahan 1	.133	-.080	.061	-.079	.073
	keramahan 2	-.080	.067	-.066	.057	-.059
	keramahan 3	.061	-.066	.126	-.083	.035
	keramahan 4	-.079	.057	-.083	.138	-.115
	keramahan 5	.073	-.059	.035	-.115	.193
Anti-image Correlation	keramahan 1	.585[a]	-.847	.472	-.580	.457
	keramahan 2	-.847	.577[a]	-.723	.587	-.522
	keramahan 3	.472	-.723	.678[a]	-.629	.224
	keramahan 4	-.580	.587	-.629	.594[a]	-.706
	keramahan 5	.457	-.522	.224	-.706	.681[a]

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.032	80.636	80.636	4.032	80.636	80.636
2	.539	10.771	91.407			
3	.214	4.285	95.692			
4	.183	3.652	99.344			
5	.033	.656	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix [a]

	Component
	1
keramahan 1	.858
keramahan 2	.928
keramahan 3	.930
keramahan 4	.894
keramahan 5	.878

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

2. Karakteristik Kepercayaan Terhadap Atasan

2.1. Kualitas Komunikasi Atasan

Correlation Matrix

	CI1	CI2	CI3
CI1	1.0000		
CI2	.4235	1.0000	
CI3	.6495	.3017	1.0000

N of Cases = 30.0
Reliability Coefficients 3 items
Alpha = .7155 Standardized item alpha = .7173

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.598
Bartlett's Test of Sphericity	Approx. Chi-Square	20.296
	df	3
	Sig.	.000

Anti-image Matrices

		komunikasi 1	komunikasi 2	komunikasi 3
Anti-image Covariance	komunikasi 1	.521	-.205	-.331
	komunikasi 2	-.205	.819	-.027
	komunikasi 3	-.331	-.027	.577
Anti-image Correlation	komunikasi 1	.565[a]	-.314	-.604
	komunikasi 2	-.314	.730[a]	-.039
	komunikasi 3	-.604	-.039	.583[a]

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.933	64.427	64.427	1.933	64.427	64.427
2	.733	24.421	88.848			
3	.335	11.152	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix [a]

	Component
	1
komunikasi 1	.886
komunikasi 2	.672
komunikasi 3	.834

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

2.2. Dukungan Atasan

Correlation Matrix

	CII1	CII2	CII3	CII4	CII5	CII6
CII1	1.0000					
CII2	.2118	1.0000				
CII3	.0988	.5647	1.0000			
CII4	.0000	.1890	.5603	1.0000		
CII5	.0801	.3146	.3863	.3783	1.0000	
CII6	-.1705	.2588	.5115	.4564	.4835	1.0000

N of Cases = 30.0
Reliability Coefficients 6 items
Alpha = .7079 Standardized item alpha = .7084

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.678
Bartlett's Test of Sphericity	Approx. Chi-Square	43.006
	df	15
	Sig.	.000

Anti-image Matrices

		dukungan 1	dukungan 2	dukungan 3	dukungan 4	dukungan 5	dukungan 6
Anti-image Covariance	dukungan 1	.877	-.121	-.046	-.005	-.099	.199
	dukungan 2	-.121	.618	-.262	.126	-.103	.006
	dukungan 3	-.046	-.262	.426	-.226	.007	-.141
	dukungan 4	-.005	.126	-.226	.607	-.110	-.092
	dukungan 5	-.099	-.103	.007	-.110	.690	-.220
	dukungan 6	.199	.006	-.141	-.092	-.220	.571
Anti-image Correlation	dukungan 1	.414[a]	-.164	-.075	-.007	-.127	.281
	dukungan 2	-.164	.615[a]	-.510	.206	-.158	.009
	dukungan 3	-.075	-.510	.659[a]	-.444	.014	-.285
	dukungan 4	-.007	.206	-.444	.705[a]	-.169	-.157
	dukungan 5	-.127	-.158	.014	-.169	.766[a]	-.351
	dukungan 6	.281	.009	-.285	-.157	-.351	.722[a]

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.669	44.487	44.487	2.669	44.487	44.487
2	1.202	20.030	64.517	1.202	20.030	64.517
3	.737	12.291	76.808			
4	.681	11.348	88.156			
5	.434	7.240	95.396			
6	.276	4.604	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix [a]

	Component	
	1	2
dukungan 1	.087	.874
dukungan 2	.625	.475
dukungan 3	.847	.112
dukungan 4	.717	-.206
dukungan 5	.696	-.035
dukungan 6	.745	-.396

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Koreksi untuk Variabel Dukungan Atasan

Pertanyaan 1 dikeluarkan dari variabel karena tidak memenuhi uji reliabilitas dan validitas.

Correlation Matrix

	CII2	CII3	CII4	CII5	CII6
CII2	1.0000				
CII3	.5647	1.0000			
CII4	.1890	.5603	1.0000		
CII5	.3146	.3863	.3783	1.0000	
CII6	.2588	.5115	.4564	.4835	1.0000

N of Cases = 30.0
Reliability Coefficients 5 items
Alpha = .7725 Standardized item alpha = .7768

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.695
Bartlett's Test of Sphericity	Approx. Chi-Square	40.083
	df	10
	Sig.	.000

Anti-image Matrices

		dukungan 2	dukungan 3	dukungan 4	dukungan 5	dukungan 6
Anti-image Covariance	dukungan 2	.636	-.277	.129	-.122	.037
	dukungan 3	-.277	.428	-.227	.002	-.142
	dukungan 4	.129	-.227	.607	-.112	-.099
	dukungan 5	-.122	.002	-.112	.702	-.219
	dukungan 6	.037	-.142	-.099	-.219	.620
Anti-image Correlation	dukungan 2	.590[a]	-.531	.207	-.182	.058
	dukungan 3	-.531	.652[a]	-.446	.004	-.276
	dukungan 4	.207	-.446	.702[a]	-.171	-.162
	dukungan 5	-.182	.004	-.171	.784[a]	-.331
	dukungan 6	.058	-.276	-.162	-.331	.781[a]

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.665	53.292	53.292	2.665	53.292	53.292
2	.878	17.566	70.858			
3	.682	13.633	84.491			
4	.498	9.964	94.455			
5	.277	5.545	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix [a]

	Component
	1
dukungan 2	.617
dukungan 3	.845
dukungan 4	.719
dukungan 5	.695
dukungan 6	.755

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

2.3. Penghargaan terhadap Bawahan

Correlation Matrix

	CIII1	CIII2	CIII3	CIII4
CIII1	1.0000			
CIII2	.6927	1.0000		
CIII3	.4835	.7095	1.0000	
CIII4	.6709	.5133	.6646	1.0000

N of Cases = 30.0
Reliability Coefficients 4 items
Alpha = .8640 Standardized item alpha = .8683

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.578
Bartlett's Test of Sphericity	Approx. Chi-Square	63.912
	df	6
	Sig.	.000

Anti-image Matrices

		respek 1	respek 2	respek 3	respek 4
Anti-image Covariance	respek 1	.335	-.198	.119	-.206
	respek 2	-.198	.302	-.202	.106
	respek 3	.119	-.202	.326	-.200
	respek 4	-.206	.106	-.200	.358
Anti-image Correlation	respek 1	.572[a]	-.622	.360	-.596
	respek 2	-.622	.579[a]	-.643	.321
	respek 3	.360	-.643	.570[a]	-.587
	respek 4	-.596	.321	-.587	.590[a]

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.868	71.689	71.689	2.868	71.689	71.689
2	.520	13.011	84.699			
3	.484	12.104	96.804			
4	.128	3.196	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix [a]

	Component
	1
respek 1	.840
respek 2	.863
respek 3	.844
respek 4	.839

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

2.4. Keadilan

Correlation Matrix

	CIV1	CIV2	CIV3	CIV4
CIV1	1.0000			
CIV2	.8245	1.0000		
CIV3	.6287	.6112	1.0000	
CIV4	.2800	.2662	.2254	1.0000

N of Cases = 30.0
Reliability Coefficients 4 items
Alpha = .7517 Standardized item alpha = .7819

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.723
Bartlett's Test of Sphericity	Approx. Chi-Square	47.654
	df	6
	Sig.	.000

Anti-image Matrices

		keadilan 1	keadilan 2	keadilan 3	keadilan 4
Anti-image Covariance	keadilan 1	.293	-.211	-.112	-.048
	keadilan 2	-.211	.305	-.087	-.028
	keadilan 3	-.112	-.087	.576	-.039
	keadilan 4	-.048	-.028	-.039	.915
Anti-image Correlation	keadilan 1	.665[a]	-.706	-.272	-.092
	keadilan 2	-.706	.674[a]	-.208	-.052
	keadilan 3	-.272	-.208	.872[a]	-.054
	keadilan 4	-.092	-.052	-.054	.934[a]

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.513	62.828	62.828	2.513	62.828	62.828
2	.869	21.717	84.545			
3	.443	11.080	95.625			
4	.175	4.375	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
keadilan 1	.913
keadilan 2	.905
keadilan 3	.812
keadilan 4	.449

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Koreksi untuk Variabel Keadilan

Pertanyaan 4 dikeluarkan dari variabel keadilan karena tidak memenuhi uji reliabilitas dan validitas

Correlation Matrix

	CIV1	CIV2	CIV3
CIV1	1.0000		
CIV2	.8245	1.0000	
CIV3	.6287	.6112	1.0000

N of Cases = 30.0
Reliability Coefficients 3 items
Alpha = .8690 Standardized item alpha = .8688

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.696
Bartlett's Test of Sphericity	Approx. Chi-Square	45.835
	df	3
	Sig.	.000

Anti-image Matrices

		keadilan 1	keadilan 2	keadilan 3
Anti-image Covariance	keadilan 1	.295	-.215	-.115
	keadilan 2	-.215	.306	-.089
	keadilan 3	-.115	-.089	.578
Anti-image Correlation	keadilan 1	.646[a]	-.715	-.279
	keadilan 2	-.715	.655[a]	-.211
	keadilan 3	-.279	-.211	.863[a]

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.381	79.370	79.370	2.381	79.370	79.370
2	.444	14.793	94.163			
3	.175	5.837	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
keadilan 1	.924
keadilan 2	.918
keadilan 3	.827

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

2.5. Dapat Diramalkan

Correlation Matrix

	CV1	CV2	CV3	CV4
CV1	1.0000			
CV2	.3883	1.0000		
CV3	.4918	.5676	1.0000	
CV4	.0433	-.4200	.0913	1.0000

N of Cases = 30.0
Reliability Coefficients 4 items
Alpha = .4584 Standardized item alpha = .4901

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.486
Bartlett's Test of Sphericity	Approx. Chi-Square	29.820
	df	6
	Sig.	.000

Anti-image Matrices

		dapat diramalkan 1	dapat diramalkan 2	dapat diramalkan 3	dapat diramalkan 4
Anti-image Covariance	dapat diramalkan 1	.732	-.105	-.173	-.074
	dapat diramalkan 2	-.105	.438	-.271	.312
	dapat diramalkan 3	-.173	-.271	.501	-.224
	dapat diramalkan 4	-.074	.312	-.224	.656
Anti-image Correlation	dapat diramalkan 1	.756[a]	-.185	-.286	-.106
	dapat diramalkan 2	-.185	.479[a]	-.579	.582
	dapat diramalkan 3	-.286	-.579	.502[a]	-.390
	dapat diramalkan 4	-.106	.582	-.390	.271[a]

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.998	49.962	49.962	1.998	49.962	49.962
2	1.201	30.027	79.989	1.201	30.027	79.989
3	.552	13.802	93.791			
4	.248	6.209	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component	
	1	2
dapat diramalkan 1	.726	.350
dapat diramalkan 2	.856	-.336
dapat diramalkan 3	.821	.327
dapat diramalkan 4	-.253	.927

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Koreksi untuk Variabel Dapat Diramalkan

Pertanyaan 4 dikeluarkan dari variabel dapat diramalkan karena tidak memenuhi uji reliabilitas dan validitas.

Correlation Matrix

	CV1	CV2	CV3
CV1	1.0000		
CV2	.3883	1.0000	
CV3	.4918	.5676	1.0000

N of Cases = 30.0
Reliability Coefficients 3 items
Alpha = .7376 Standardized item alpha = .7367

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.658
Bartlett's Test of Sphericity	Approx. Chi-Square	18.725
	df	3
	Sig.	.000

Anti-image Matrices

		dapat diramalkan 1	dapat diramalkan 2	dapat diramalkan 3
Anti-image Covariance	dapat diramalkan 1	.741	-.107	-.237
	dapat diramalkan 2	-.107	.662	-.294
	dapat diramalkan 3	-.237	-.294	.591
Anti-image Correlation	dapat diramalkan 1	.722[a]	-.152	-.358
	dapat diramalkan 2	-.152	.660[a]	-.469
	dapat diramalkan 3	-.358	-.469	.618[a]

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.969	65.628	65.628	1.969	65.628	65.628
2	.620	20.663	86.291			
3	.411	13.709	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix [a]

	Component
	1
dapat diramalkan 1	.760
dapat diramalkan 2	.808
dapat diramalkan 3	.859

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

2.6. Kompetensi Atasan

Correlation Matrix

	CVI1	CVI2	CVI3	CVI4	CVI5	CVI6
CVI1	1.0000					
CVI2	.6252	1.0000				
CVI3	.5095	.8204	1.0000			
CVI4	.2608	.6937	.6937	1.0000		
CVI5	.4364	.5061	.5745	.6768	1.0000	
CVI6	.1352	.4795	.3596	.4822	.2739	1.0000

N of Cases = 30.0
Reliability Coefficients 6 items
Alpha = .8541 Standardized item alpha = .8580

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.709
Bartlett's Test of Sphericity	Approx. Chi-Square	96.528
	df	15
	Sig.	.000

Anti-image Matrices

		kompetensi 1	kompetensi 2	kompetensi 3	kompetensi 4	kompetensi 5	kompetensi 6
Anti-image Covariance	kompetensi 1	.444	-.163	.004	.152	-.177	.085
	kompetensi 2	-.163	.187	-.126	-.091	.078	-.109
	kompetensi 3	.004	-.126	.280	-.047	-.062	.058
	kompetensi 4	.152	-.091	-.047	.275	-.195	-.076
	kompetensi 5	-.177	.078	-.062	-.195	.430	.002
	kompetensi 6	.085	-.109	.058	-.076	.002	.690
Anti-image Correlation	kompetensi 1	.571[a]	-.565	.010	.435	-.405	.154
	kompetensi 2	-.565	.681[a]	-.551	-.402	.274	-.302
	kompetensi 3	.010	-.551	.831[a]	-.170	-.178	.133
	kompetensi 4	.435	-.402	-.170	.702[a]	-.566	-.175
	kompetensi 5	-.405	.274	-.178	-.566	.689[a]	.003
	kompetensi 6	.154	-.302	.133	-.175	.003	.808[a]

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.596	59.926	59.926	3.596	59.926	59.926
2	.943	15.710	75.636			
3	.681	11.345	86.981			
4	.461	7.689	94.669			
5	.206	3.426	98.096			
6	.114	1.904	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix [a]

	Component
	1
kompetensi 1	.633
kompetensi 2	.907
kompetensi 3	.881
kompetensi 4	.843
kompetensi 5	.757
kompetensi 6	.559

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Koreksi untuk Variabel Kompetensi Atasan

Pertanyaan 6 dikeluarkan dari variabel kompetensi atasan karena tidak memenuhi uji reliabilitas dan validitas.

Correlation Matrix

	CVI1	CVI2	CVI3	CVI4	CVI5
CVI1	1.0000				
CVI2	.6252	1.0000			
CVI3	.5095	.8204	1.0000		
CVI4	.2608	.6937	.6937	1.0000	
CVI5	.4364	.5061	.5745	.6768	1.0000

N of Cases = 30.0
Reliability Coefficients 5 items
Alpha = .8711 Standardized item alpha = .8734

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.680
Bartlett's Test of Sphericity	Approx. Chi-Square	87.928
	df	10
	Sig.	.000

Anti-image Matrices

		kompetensi 1	kompetensi 2	kompetensi 3	kompetensi 4	kompetensi 5
Anti-image Covariance	kompetensi 1	.455	-.168	-.004	.170	-.181
	kompetensi 2	-.168	.206	-.131	-.117	.086
	kompetensi 3	-.004	-.131	.285	-.043	-.063
	kompetensi 4	.170	-.117	-.043	.283	-.201
	kompetensi 5	-.181	.086	-.063	-.201	.430
Anti-image Correlation	kompetensi 1	.566[a]	-.550	-.010	.475	-.410
	kompetensi 2	-.550	.664[a]	-.541	-.485	.288
	kompetensi 3	-.010	-.541	.834[a]	-.150	-.180
	kompetensi 4	.475	-.485	-.150	.647[a]	-.574
	kompetensi 5	-.410	.288	-.180	-.574	.668[a]

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.350	66.998	66.998	3.350	66.998	66.998
2	.786	15.727	82.725			
3	.524	10.477	93.202			
4	.221	4.424	97.627			
5	.119	2.373	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix [a]

	Component
	1
kompetensi 1	.670
kompetensi 2	.902
kompetensi 3	.894
kompetensi 4	.828
kompetensi 5	.776

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

3. Karakteristik Komunikasi Horisontal

3.1. Hubungan Pribadi Antar Personel

Correlation Matrix

	DI1	DI2	DI3	DI4
DI1	1.0000			
DI2	.5358	1.0000		
DI3	.3538	.5660	1.0000	
DI4	.4097	.6719	.7956	1.0000

N of Cases = 30.0
Reliability Coefficients 4 items
Alpha = .8267 Standardized item alpha = .8333

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.721
Bartlett's Test of Sphericity	Approx. Chi-Square	52.416
	df	6
	Sig.	.000

Anti-image Matrices

		pengenalan pribadi 1	pengenalan pribadi 2	pengenalan pribadi 3	pengenalan pribadi 4
Anti-image Covariance	pengenalan pribadi 1	.708	-.220	-.013	-.019
	pengenalan pribadi 2	-.220	.466	-.023	-.146
	pengenalan pribadi 3	-.013	-.023	.365	-.222
	pengenalan pribadi 4	-.019	-.146	-.222	.294
Anti-image Correlation	pengenalan pribadi 1	.795[a]	-.384	-.025	-.041
	pengenalan pribadi 2	-.384	.776[a]	-.055	-.394
	pengenalan pribadi 3	-.025	-.055	.699[a]	-.678
	pengenalan pribadi 4	-.041	-.394	-.678	.670[a]

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.690	67.261	67.261	2.690	67.261	67.261
2	.744	18.600	85.861			
3	.378	9.459	95.319			
4	.187	4.681	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
pengenalan pribadi 1	.665
pengenalan pribadi 2	.851
pengenalan pribadi 3	.847
pengenalan pribadi 4	.898

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

3.2. Ketersediaan Sarana Infrastruktur

Correlation Matrix

	DII1	DII2	DII3	DII4	DII5
DII1	1.0000				
DII2	.8831	1.0000			
DII3	.7569	.6746	1.0000		
DII4	.0801	.0379	-.0927	1.0000	
DII5	.4954	.5544	.6256	.1458	1.0000

N of Cases = 30.0
Reliability Coefficients 5 items
Alpha = .5342 Standardized item alpha = .7809

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.621
Bartlett's Test of Sphericity	Approx. Chi-Square	82.788
	df	10
	Sig.	.000

Anti-Image Matrices

		sarana infrastruktur 1	sarana infrastruktur 2	sarana infrastruktur 3	sarana infrastruktur 4	sarana infrastruktur 5
Anti-image Covariance	sarana infrastruktur 1	.153	-.136	-.117	-.096	.077
	sarana infrastruktur 2	-.136	.194	.041	.065	-.106
	sarana infrastruktur 3	-.117	.041	.299	.173	-.197
	sarana infrastruktur 4	-.096	.065	.173	.853	-.193
	sarana infrastruktur 5	.077	-.106	-.197	-.193	.501
Anti-image Correlation	sarana infrastruktur 1	.600[a]	-.789	-.547	-.265	.279
	sarana infrastruktur 2	-.789	.661[a]	.170	.161	-.340
	sarana infrastruktur 3	-.547	.170	.669[a]	.344	-.510
	sarana infrastruktur 4	-.265	.161	.344	.111[a]	-.296
	sarana infrastruktur 5	.279	-.340	-.510	-.296	.641[a]

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.012	60.248	60.248	3.012	60.248	60.248
2	1.042	20.830	81.078	1.042	20.830	81.078
3	.576	11.524	92.603			
4	.284	5.686	98.289			
5	.086	1.711	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix [a]

	Component	
	1	2
sarana infrastruktur 1	.917	-.009
sarana infrastruktur 2	.907	-.027
sarana infrastruktur 3	.880	-.188
sarana infrastruktur 4	.068	.988
sarana infrastruktur 5	.754	.174

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Koreksi untuk Variabel Ketersediaan Sarana Komunikasi

Pertanyaan 4 dikeluarkan dari variabel ketersediaan sarana komunikasi karena tidak memenuhi uji reliabilitas dan validitas.

Correlation Matrix

	DII1A	DII2A	DII3A	DII5A
DII1A	1.0000			
DII2A	.8831	1.0000		
DII3A	.7569	.6746	1.0000	
DII5A	.4954	.5544	.6256	1.0000

N of Cases = 30.0
Reliability Coefficients 4 items
Alpha = .8891 Standardized item alpha = .8881

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.690
Bartlett's Test of Sphericity	Approx. Chi-Square	79.547
	df	6
	Sig.	.000

Anti-image Matrices

		sarana infrastruktur 1	sarana infrastruktur 2	sarana infrastruktur 3	sarana infrastruktur 5
Anti-image Covariance	sarana infrastruktur 1	.164	-.142	-.119	.065
	sarana infrastruktur 2	-.142	.199	.032	-.102
	sarana infrastruktur 3	-.119	.032	.338	-.196
	sarana infrastruktur 5	.065	-.102	-.196	.549
Anti-image Correlation	sarana infrastruktur 1	.636[a]	-.784	-.504	.218
	sarana infrastruktur 2	-.784	.680[a]	.124	-.310
	sarana infrastruktur 3	-.504	.124	.749[a]	-.455
	sarana infrastruktur 5	.218	-.310	-.455	.729[a]

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.009	75.234	75.234	3.009	75.234	75.234
2	.584	14.608	89.842			
3	.312	7.811	97.652			
4	.094	2.348	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
sarana infrastruktur 1	.917
sarana infrastruktur 2	.907
sarana infrastruktur 3	.884
sarana infrastruktur 5	.751

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Lampiran 3. Uji Multikolinieritas

1. Keefektifan komunikasi bisnis

Korelasi

Correlation Matrix

	Tepat	terpadu	jelas	padat	ramah
Tepat	1.0000				
Terpadu	.6165	1.0000			
Jelas	.6075	.7248	1.0000		
Padat	.4793	.7273	.6046	1.0000	
Ramah	.6592	.6911	.6301	.6227	1.0000

N of Cases = 30.0
Reliability Coefficients 5 items
Alpha = .8970 Standardized item alpha = .8974

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.861
Bartlett's Test of Sphericity	Approx. Chi-Square	79.604
	df	10
	Sig.	.000

Anti-image Matrices

		ketepatan	Keterpaduan	Kejelasan	Kepadatan isi	Keramahan
Anti-image Covariance	ketepatan	.489	-.066	-.100	.034	-.163
	Keterpaduan	-.066	.303	-.129	-.158	-.073
	Kejelasan	-.100	-.129	.416	-.052	-.052
	Kepadatan isi	.034	-.158	-.052	.436	-.093
	Keramahan	-.163	-.073	-.052	-.093	.403
Anti-image Correlation	ketepatan	.866[a]	-.172	-.222	.073	-.367
	Keterpaduan	-.172	.829[a]	-.362	-.435	-.209
	Kejelasan	-.222	-.362	.887[a]	-.121	-.127
	Kepadatan isi	.073	-.435	-.121	.854[a]	-.221
	Keramahan	-.367	-.209	-.127	-.221	.875[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
ketepatan	1.000	.629
Keterpaduan	1.000	.805
Kejelasan	1.000	.720
Kepadatan isi	1.000	.664
Keramahan	1.000	.733

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.551	71.023	71.023	3.551	71.023	71.023
2	.544	10.888	81.912			
3	.381	7.615	89.527			
4	.296	5.925	95.452			
5	.227	4.548	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix [a]

	Component
	1
ketepatan	.793
Keterpaduan	.897
Kejelasan	.848
Kepadatan isi	.815
Keramahan	.856

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

2. Kepercayaan Terhadap Atasan

Korelasi

Correlation Matrix

	Komunikasi	support	respek	adil	predict	Kompeten
Komunikasi	1.0000					
Support	.0965	1.0000				
Respek	.5242	.1802	1.0000			
Adil	.2043	.6594	.2397	1.0000		
Predict	-.0099	.6909	.0837	.7514	1.0000	
Kompeten	.3127	.2682	.3330	.4929	.2522	1.0000

N of Cases = 30.0
Reliability Coefficients 6 items
Alpha = .7529 Standardized item alpha = .7544

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.708
Bartlett's Test of Sphericity	Approx. Chi-Square	63.519
	df	15
	Sig.	.000

Anti-image Matrices

		Kualitas komunikasi	Dukungan atasan	Penghargaan atasan	Keadilan	Dapat diramalkan	Kompetensi atasan
Anti-image Covariance	Kualitas komunikasi	.679	-.006	-.310	-.067	.084	-.077
	Dukungan atasan	-.006	.472	-.049	-.093	-.156	.018
	Penghargaan atasan	-.310	-.049	.685	-.013	.018	-.105
	Keadilan	-.067	-.093	-.013	.303	-.185	-.179
	Dapat diramalkan	.084	-.156	.018	-.185	.338	.060
	Kompetensi atasan	-.077	.018	-.105	-.179	.060	.677
Anti-image Correlation	Kualitas komunikasi	.609[a]	-.010	-.454	-.147	.176	-.113
	Dukungan atasan	-.010	.823[a]	-.087	-.246	-.390	.031
	Penghargaan atasan	-.454	-.087	.668[a]	-.028	.038	-.154
	Keadilan	-.147	-.246	-.028	.700[a]	-.578	-.396
	Dapat diramalkan	.176	-.390	.038	-.578	.676[a]	.126
	Kompetensi atasan	-.113	.031	-.154	-.396	.126	.736[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Kualitas komunikasi	1.000	.722
Dukungan atasan	1.000	.736
Penghargaan atasan	1.000	.688
Keadilan	1.000	.839
Dapat diramalkan	1.000	.840
Kompetensi atasan	1.000	.491

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.798	46.629	46.629	2.798	46.629	46.629
2	1.518	25.297	71.926	1.518	25.297	71.926
3	.686	11.436	83.362			
4	.474	7.894	91.256			
5	.332	5.533	96.789			
6	.193	3.211	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component	
	1	2
Kualitas komunikasi	.384	.758
Dukungan atasan	.791	-.332
Penghargaan atasan	.463	.688
Keadilan	.895	-.192
Dapat diramalkan	.785	-.473
Kompetensi atasan	.626	.315

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Rotated Component Matrix[a]

	Component	
	1	2
Kualitas komunikasi	-.028	.849
Dukungan atasan	.853	.089
Penghargaan atasan	.075	.826
Keadilan	.878	.262
Dapat diramalkan	.916	-.037
Kompetensi atasan	.398	.577

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

a. Rotation converged in 3 iterations.

3. Komunikasi Horisontal

Correlations

		Hubungan pribadi	Kemudahan sarana infrastruktur
Hubungan pribadi	Pearson Correlation	1	.181
	Sig. (2-tailed)	.	.339
	N	30	30
Kemudahan sarana infrastruktur	Pearson Correlation	.181	1
	Sig. (2-tailed)	.339	.
	N	30	30

Correlation Matrix

	Pribadi	Infrastr
Pribadi	1.0000	
Infrastr	.1808	1.0000

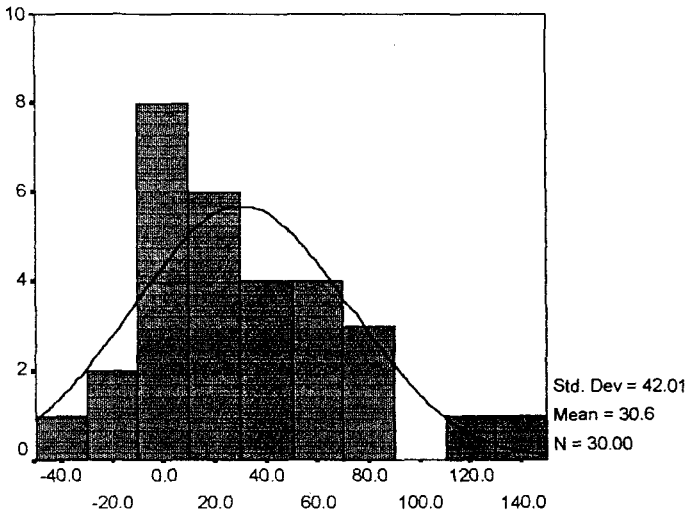
N of Cases = 30.0
Reliability Coefficients 2 items
Alpha = .2967 Standardized item alpha = .3063

Lampiran 4. Uji Normalitas

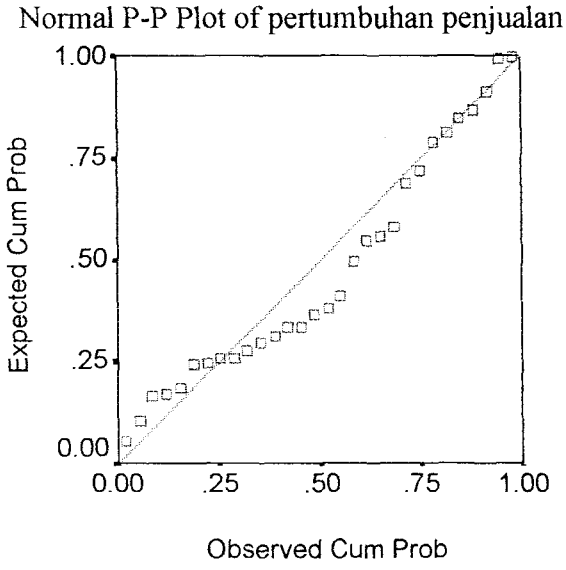
1. Variabel Terikat

1.1. Pertumbuhan Penjualan Media Cetak

Produk Cetak



pertumbuhan penjualan 2002



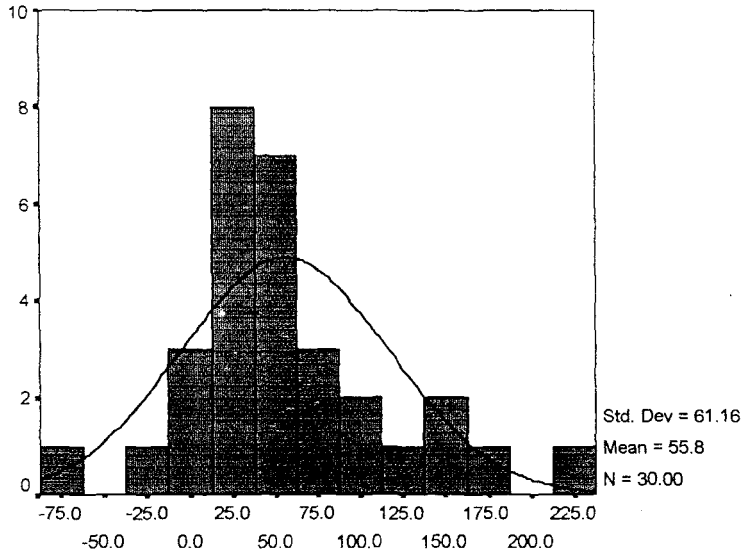
Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
pertumbuhan penjualan 2002	.156	30	.059	.922	30	.030

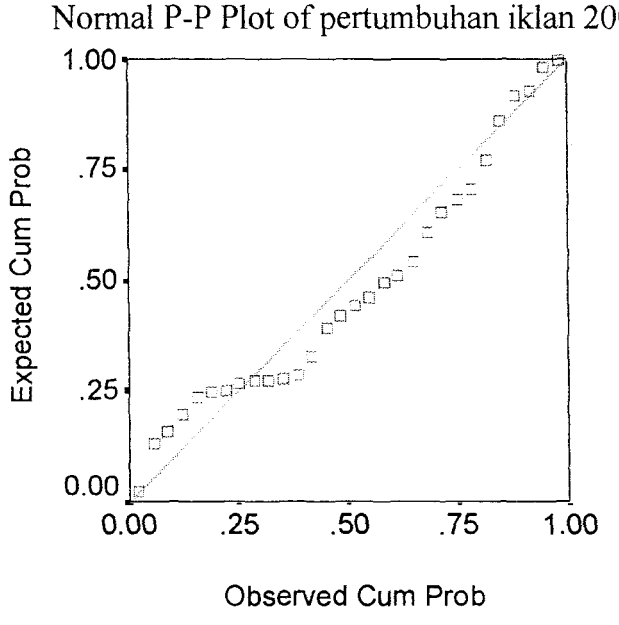
a. Lilliefors Significance Correction

1.2. Pertumbuhan Penjualan Iklan

Iklan



pertumbuhan iklan 2002



Tests of Normality

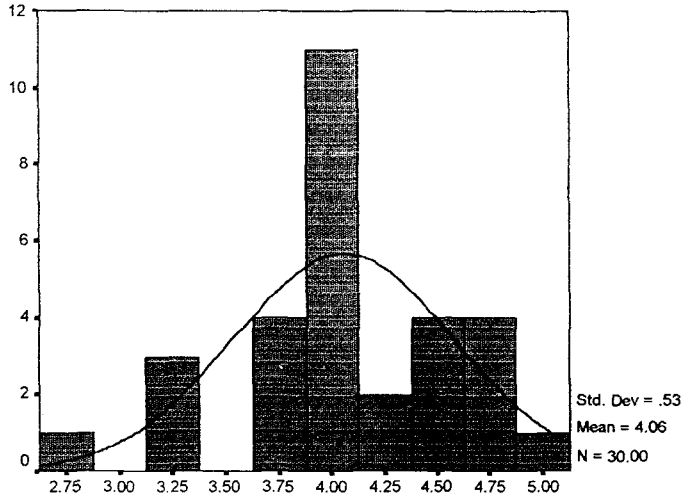
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
pertumbuhan iklan 2002	.126	30	.200*	.936	30	.071

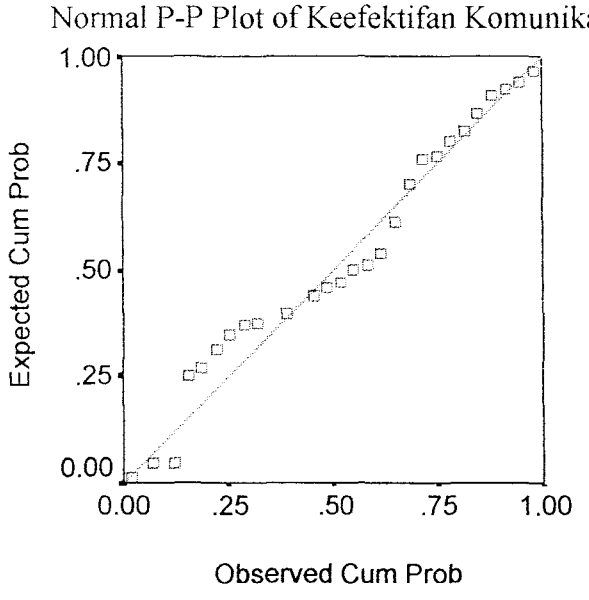
*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

2. Variabel Bebas

2.1. Keefektifan Komunikasi Bisnis





Tests of Normality

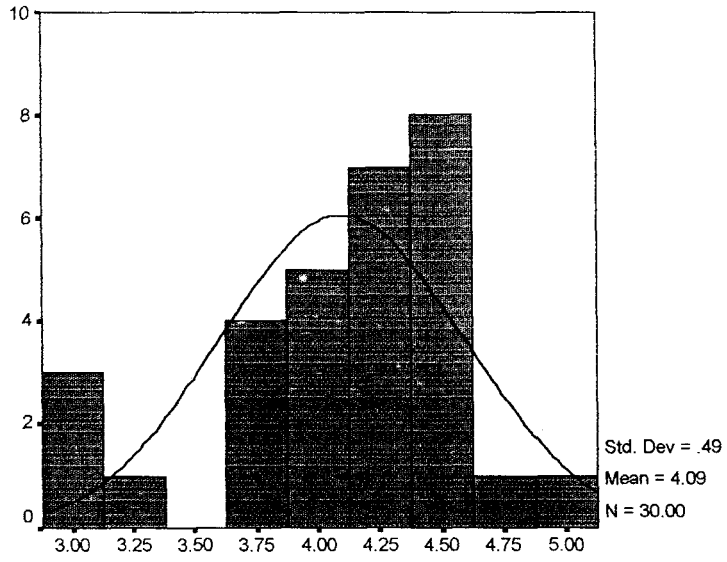
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Keefektifan Komunikasi	.116	30	.200*	.959	30	.295

*. This is a lower bound of the true significance.

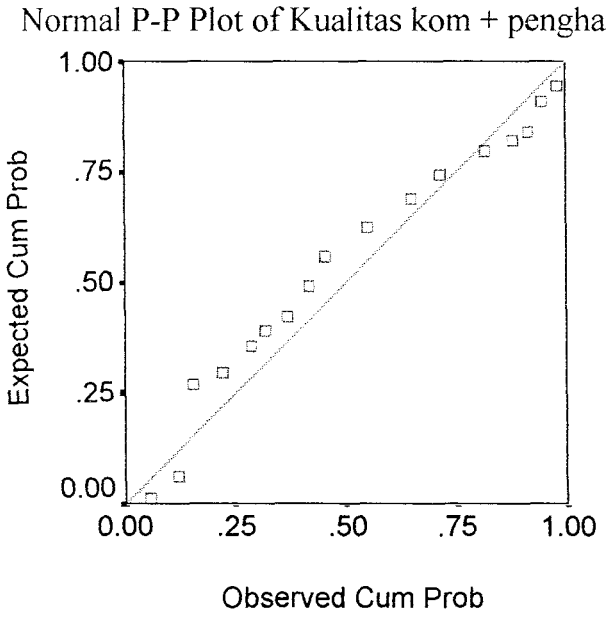
a. Lilliefors Significance Correction

2.2. Kepercayaan Terhadap Atasan

2.2.1. Faktor I: Kualitas komunikasi atasan dan Penghargaan terhadap Bawahan



Kualitas kom + penghargaan

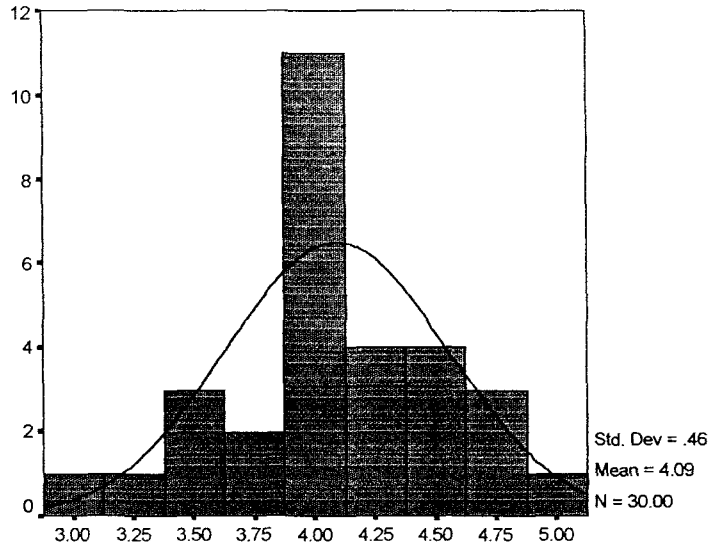


Tests of Normality

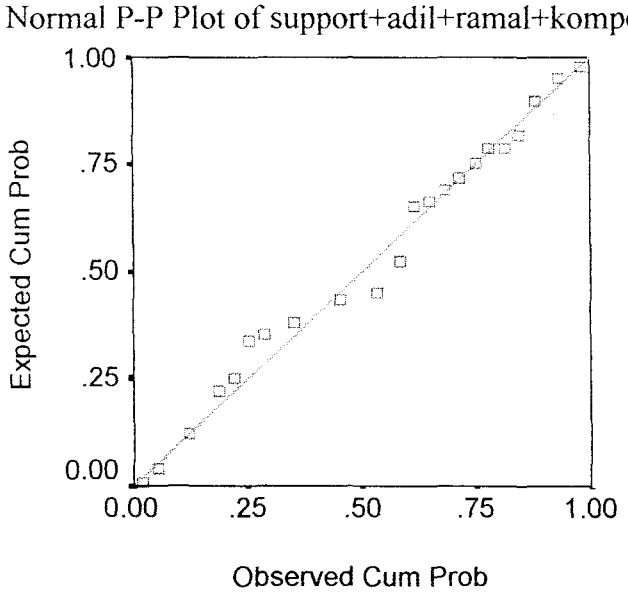
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Kualitas kom + penghargaan	.158	30	.056	.902	30	.009

a. Lilliefors Significance Correction

2.2.2. Faktor II: Dukungan Atasan, Keadilan, Dapat Diramalkan, dan Kompetensi Atasan.



support+adil+ramal+kompeten



Tests of Normality

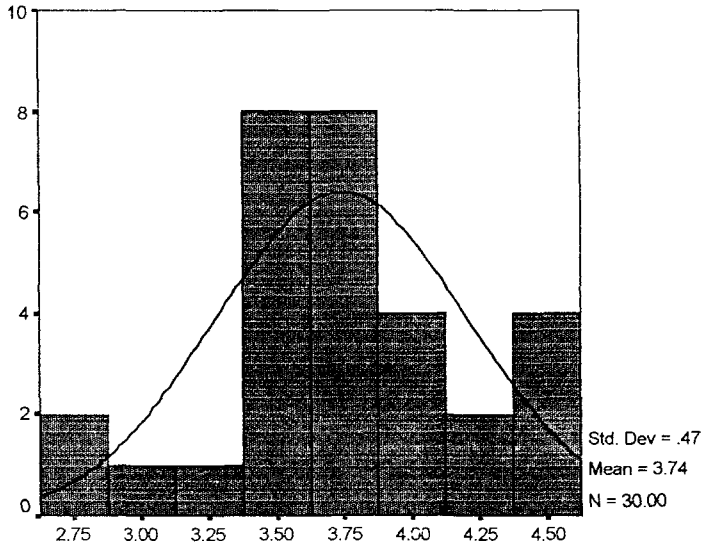
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
support+adil+ramal+kompeten	.117	30	.200*	.980	30	.829

*. This is a lower bound of the true significance.

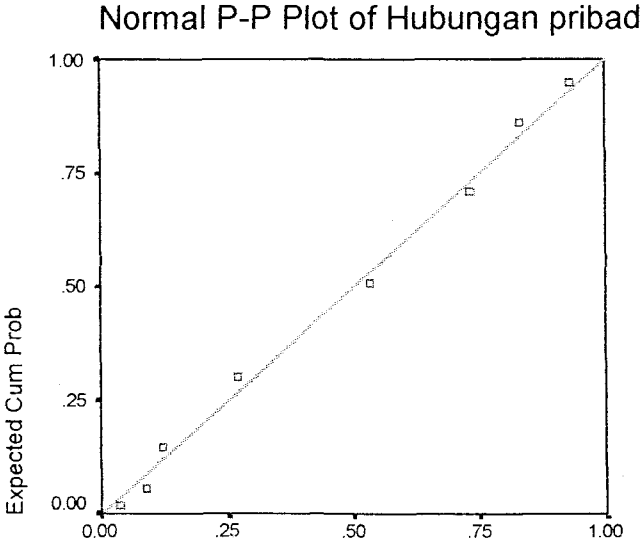
a. Lilliefors Significance Correction

2.3. Komunikasi Horisontal

2.3.1. Hubungan Pribadi antar Personal



Hubungan pribadi

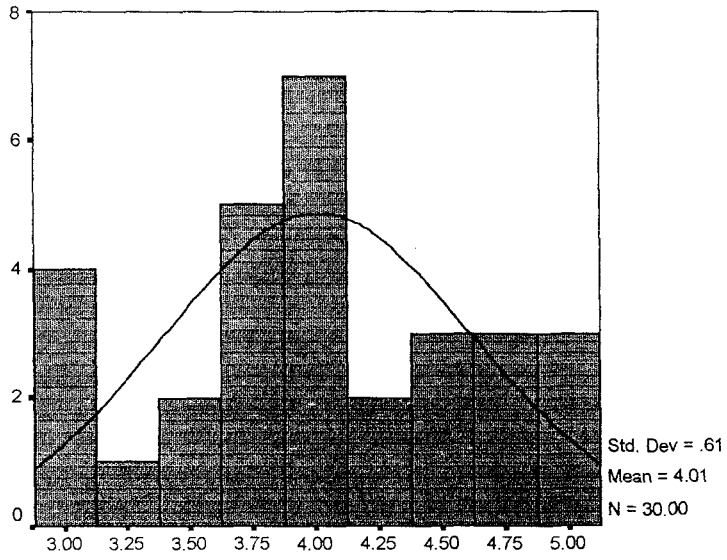


Tests of Normality

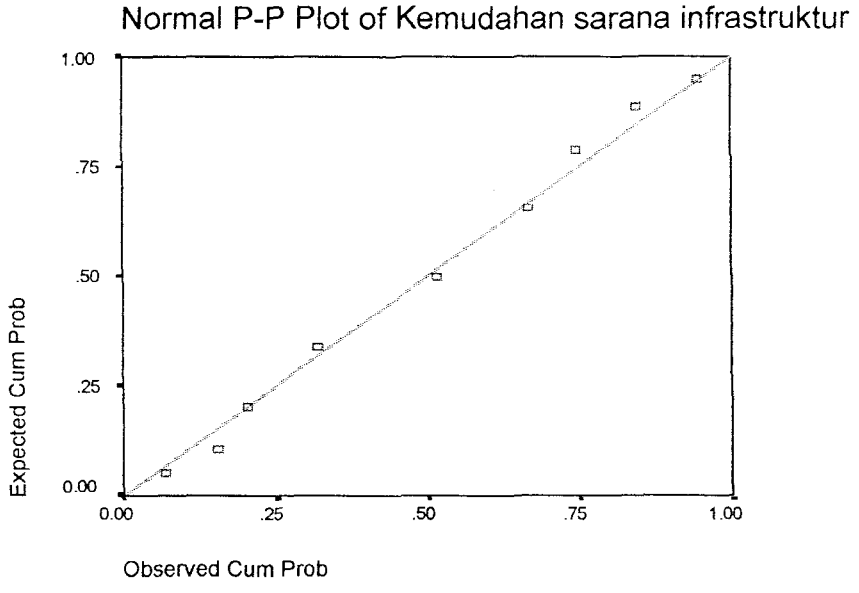
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Hubungan pribadi	.169	30	.029	.932	30	.057

a. Lilliefors Significance Correction

2.3.2. Ketersediaan Sarana Komunikasi



Kemudahan sarana infrastruktur



Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Kemudahan sarana infrastruktur	.139	30	.146	.941	30	.097

a. Lilliefors Significance Correction

Lampiran 5. Uji Linieritas

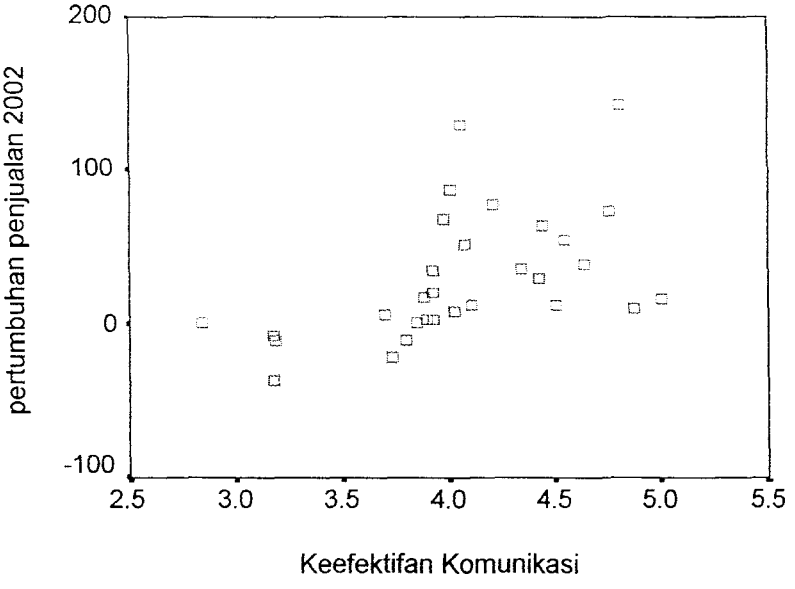
1. Variabel Terikat: Pertumbuhan Penjualan Media Cetak selama Tahun 2002

1.1. Variabel Bebas: Keefektifan Komunikasi Bisnis

Correlations

		pertumbuhan penjualan 2002	Keefektifan Komunikasi
pertumbuhan penjualan 2002	Pearson Correlation	1	.507**
	Sig. (2-tailed)	.	.004
	N	30	30
Keefektifan Komunikasi	Pearson Correlation	.507**	1
	Sig. (2-tailed)	.004	.
	N	30	30

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

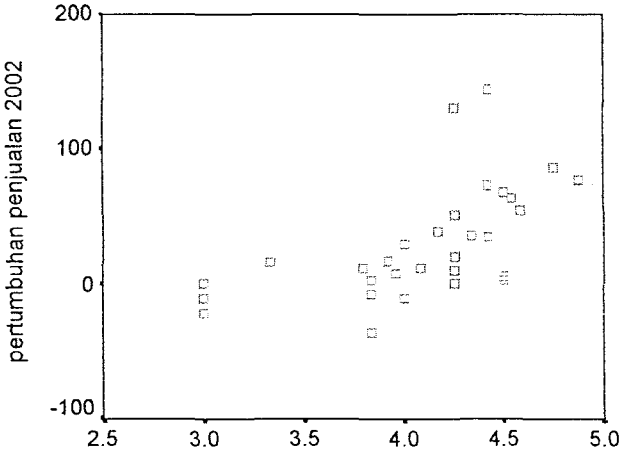


1.2. Variabel Bebas: Kepercayaan Terhadap Atasan Faktor I (Kualitas Komunikasi Atasan dan Penghargaan Terhadap Bawahan)

Correlations

		pertumbuhan penjualan 2002	Kualitas kom + penghargaan
pertumbuhan penjualan 2002	Pearson Correlation	1	.587**
	Sig. (2-tailed)	.	.001
	N	30	30
Kualitas kom + penghargaan	Pearson Correlation	.587**	1
	Sig. (2-tailed)	.001	.
	N	30	30

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

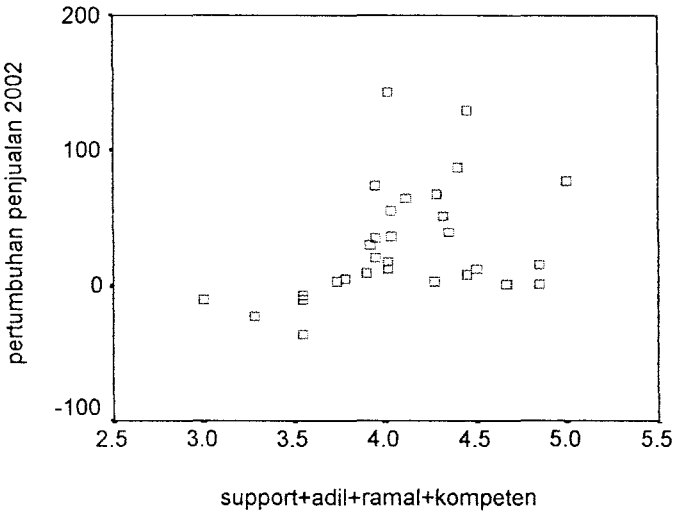


1.3. Variabel Bebas: Kepercayaan Terhadap Atasan Faktor II (Dukungan Atasan, Keadilan, Dapat Diramalkan dan Kompetensi Atasan)

Correlations

		pertumbuhan penjualan 2002	support+adil+ramal+ kompeten
pertumbuhan penjualan 2002	Pearson Correlation	1	.382*
	Sig. (2-tailed)	.	.037
	N	30	30
support+adil+ramal+kompeten	Pearson Correlation	.382*	1
	Sig. (2-tailed)	.037	.
	N	30	30

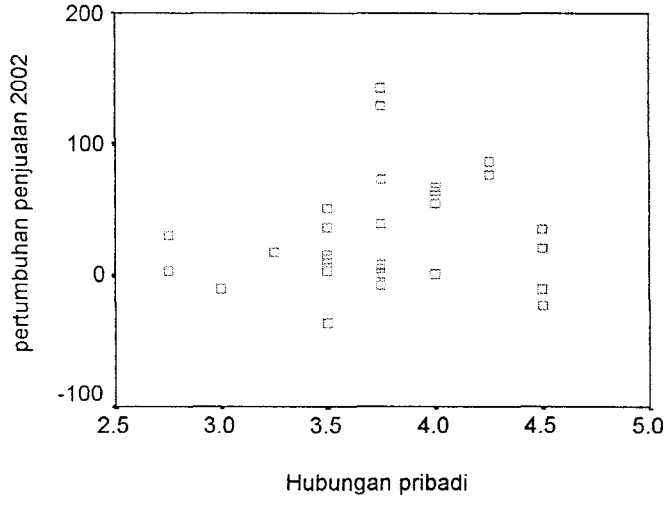
*. Correlation is significant at the 0.05 level (2-tailed).



1.4. Variabel Bebas: Hubungan Pribadi Antar Personal

Correlations

		pertumbuhan penjualan 2002	Hubungan pribadi
pertumbuhan penjualan 2002	Pearson Correlation	1	.165
	Sig. (2-tailed)	.	.383
	N	30	30
Hubungan pribadi	Pearson Correlation	.165	1
	Sig. (2-tailed)	.383	.
	N	30	30

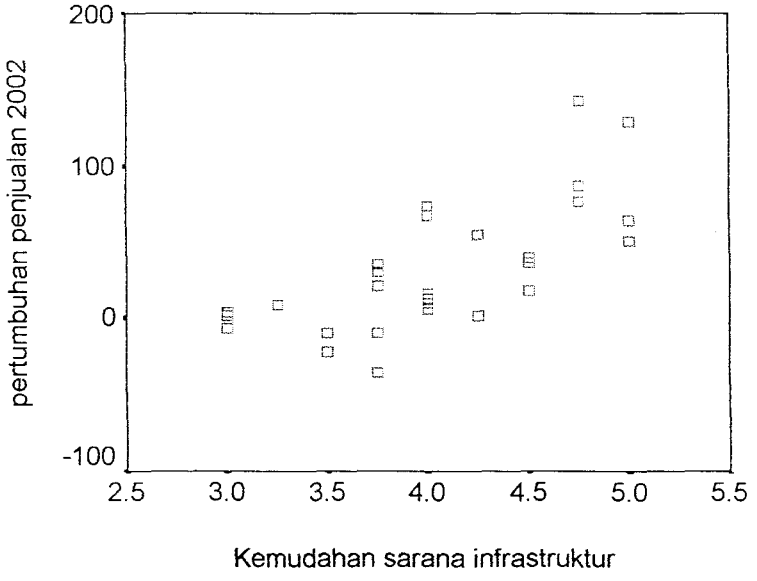


1.5. Variabel Bebas: Ketersediaan Sarana Komunikasi

Correlations

		pertumbuhan penjualan 2002	Kemudahan sarana infrastruktur
pertumbuhan penjualan 2002	Pearson Correlation	1	.707**
	Sig. (2-tailed)	.	.000
	N	30	30
Kemudahan sarana infrastruktur	Pearson Correlation	.707**	1
	Sig. (2-tailed)	.000	.
	N	30	30

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

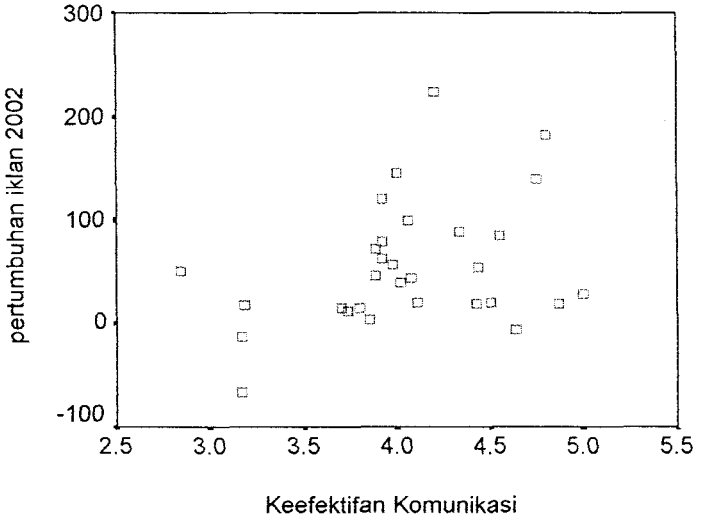


2. Variabel Terikat: Pertumbuhan Penjualan Iklan selama Tahun 2002

2.1. Variabel Bebas: Keefektifan Komunikasi Bisnis

Correlations

		pertumbuhan iklan 2002	Keefektifan Komunikasi
pertumbuhan iklan 2002	Pearson Correlation	1	.344
	Sig. (2-tailed)	.	.063
	N	30	30
Keefektifan Komunikasi	Pearson Correlation	.344	1
	Sig. (2-tailed)	.063	.
	N	30	30

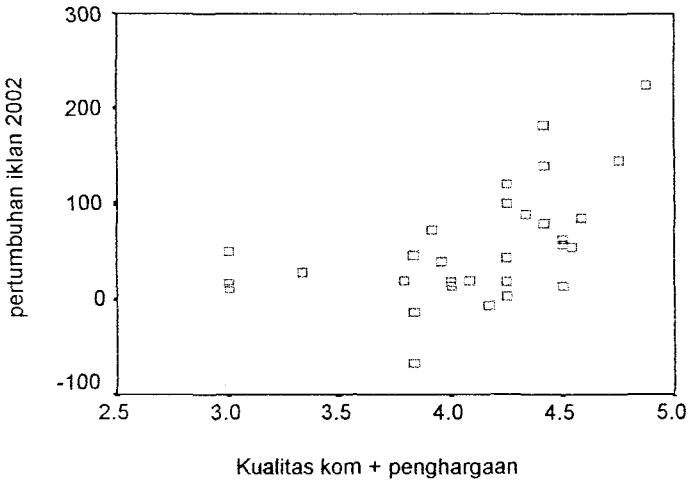


2.2. Variabel Bebas: Kepercayaan Terhadap Atasan Faktor I (Kualitas Komunikasi Atasan dan Penghargaan Terhadap Bawahan)

Correlations

		pertumbuhan iklan 2002	Kualitas kom + penghargaan
pertumbuhan iklan 2002	Pearson Correlation	1	.526**
	Sig. (2-tailed)	.	.003
	N	30	30
Kualitas kom + penghargaan	Pearson Correlation	.526**	1
	Sig. (2-tailed)	.003	.
	N	30	30

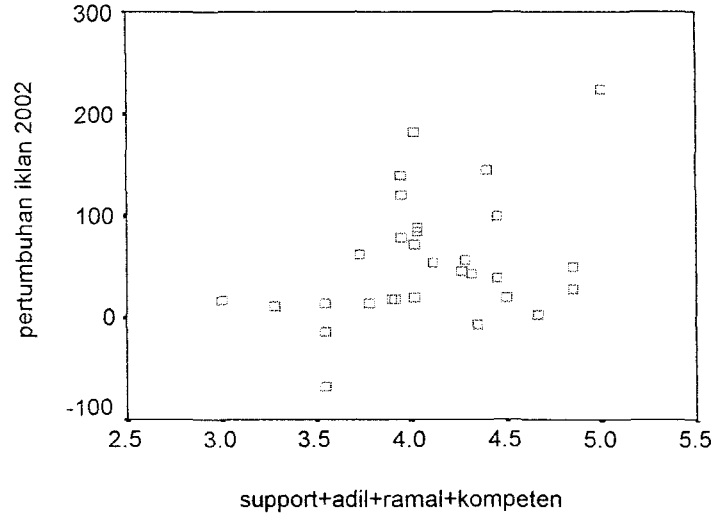
**. Correlation is significant at the 0.01 level (2-tailed).



2.3. Variabel Bebas: Kepercayaan Terhadap Atasan Faktor II (Dukungan Atasan, Keadilan, Dapat Diramalkan dan Kompetensi Atasan)

Correlations

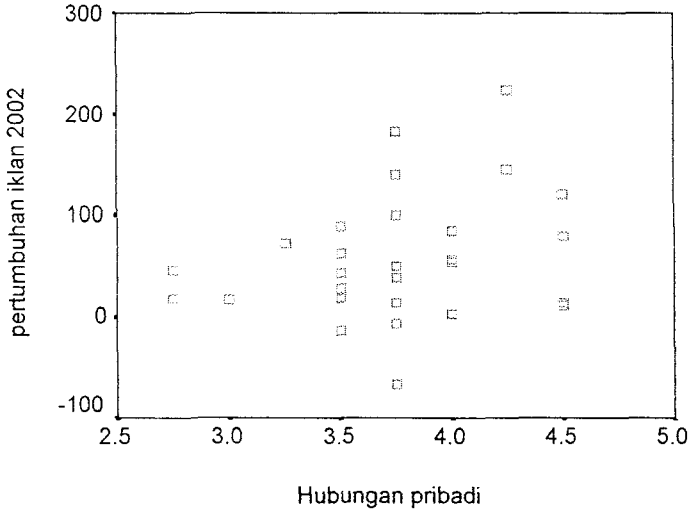
		pertumbuhan iklan 2002	support+adil+ramal+kompeten
pertumbuhan iklan 2002	Pearson Correlation	1	.360
	Sig. (2-tailed)	.	.051
	N	30	30
support+adil+ramal+kompeten	Pearson Correlation	.360	1
	Sig. (2-tailed)	.051	.
	N	30	30



2.4. Variabel Bebas: Hubungan Pribadi Antar Personal

Correlations

		pertumbuhan iklan 2002	Hubungan pribadi
pertumbuhan iklan 2002	Pearson Correlation	1	.286
	Sig. (2-tailed)	.	.125
	N	30	30
Hubungan pribadi	Pearson Correlation	.286	1
	Sig. (2-tailed)	.125	.
	N	30	30

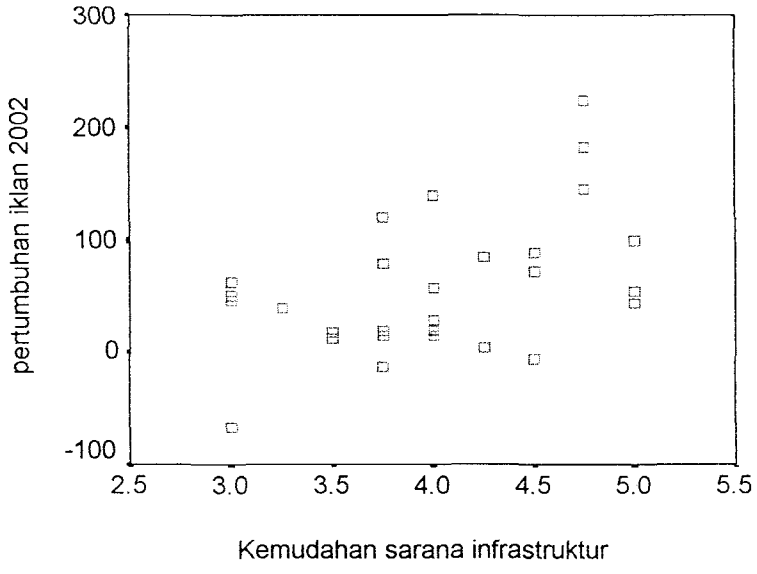


2.5. Variabel Bebas: Ketersediaan Sarana Komunikasi

Correlations

		pertumbuhan iklan 2002	Kemudahan sarana infrastruktur
pertumbuhan iklan 2002	Pearson Correlation	1	.467**
	Sig. (2-tailed)	.	.009
	N	30	30
Kemudahan sarana infrastruktur	Pearson Correlation	.467**	1
	Sig. (2-tailed)	.009	.
	N	30	30

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


300
200
100
0
-100
pertumbuhan iklan 2002
2.5
3.0
3.5
4.0
4.5
5.0
5.5
Kemudahan sarana infrastruktur

Lampiran 6. Uji Regresi

1. Variabel Terikat: Pertumbuhan Penjualan Media Cetak selama Tahun 2002

1.1. Variabel Bebas: Keefektifan Komunikasi Bisnis

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.507[a]	.257	.230	36.85852

a. Predictors: (Constant), Keefektifan Komunikasi

b. Dependent Variable: pertumbuhan penjualan 2002

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13139.033	1	13139.033	9.671	.004[a]
	Residual	38039.411	28	1358.550		
	Total	51178.444	29			

a. Predictors: (Constant), Keefektifan Komunikasi

b. Dependent Variable: pertumbuhan penjualan 2002

Coefficients[a]

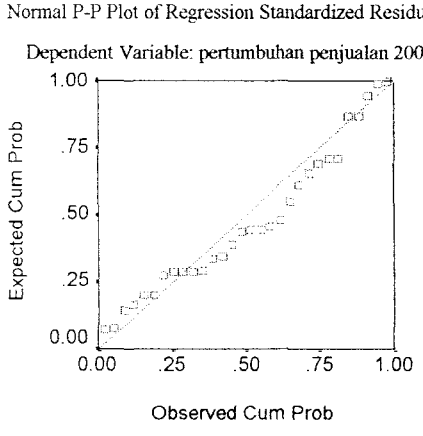
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-133.623	53.223		-2.511	.018		
	Keefektifan Komunikasi	40.475	13.015	.507	3.110	.004	1.000	1.000

a. Dependent Variable: pertumbuhan penjualan 2002

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	-18.6740	68.7524	30.5663	21.28544	30
Residual	-53.2857	98.9392	.0000	36.21745	30
Std. Predicted Value	-2.313	1.794	.000	1.000	30
Std. Residual	-1.446	2.684	.000	.983	30

a. Dependent Variable: pertumbuhan penjualan 2002



1.2. Variabel Bebas: Kepercayaan Terhadap Atasan Faktor I (Kualitas Komunikasi dan Penghargaan Terhadap Karyawan).

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.587[a]	.345	.322	34.60099

a. Predictors: (Constant), Kualitas kom + penghargaan

b. Dependent Variable: pertumbuhan penjualan 2002

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17656.040	1	17656.040	14.747	.001[a]
	Residual	33522.404	28	1197.229		
	Total	51178.444	29			

a. Predictors: (Constant), Kualitas kom + penghargaan

b. Dependent Variable: pertumbuhan penjualan 2002

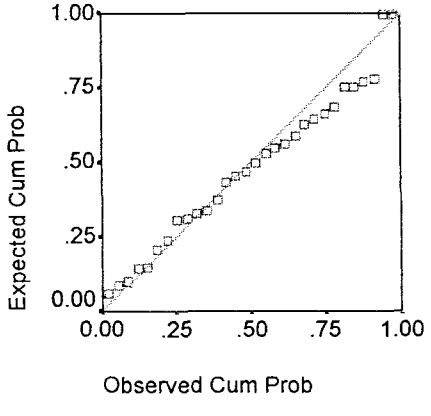
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-175.019	53.906		-3.247	.003		
	Kualitas kom + penghargaan	50.211	13.075	.587	3.840	.001	1.000	1.000

a. Dependent Variable: pertumbuhan penjualan 2002

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: pertumbuhan penjualan 2002



Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	-24.3866	69.7587	30.5663	24.67446	30
Residual	-53.7857	96.3946	.0000	33.99919	30
Std. Predicted Value	-2.227	1.588	.000	1.000	30
Std. Residual	-1.554	2.786	.000	.983	30

a. Dependent Variable: pertumbuhan penjualan 2002

1.3. Variabel Bebas: Kepercayaan Terhadap Atasan Faktor II (Dukungan Atasan, Keadilan, Dapat Diramalkan, dan Kompetensi Atasan).

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.382[a]	.146	.116	39.50192

a. Predictors: (Constant), support+adil+ramal+kompeten

b. Dependent Variable: pertumbuhan penjualan 2002

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7487.197	1	7487.197	4.798	.037[a]
	Residual	43691.247	28	1560.402		
	Total	51178.444	29			

a. Predictors: (Constant), support+adil+ramal+kompeten

b. Dependent Variable: pertumbuhan penjualan 2002

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-112.648	65.776		-1.713	.098		
	support+adil+ramal+kompeten	35.006	15.981	.382	2.190	.037	1.000	1.000

a. Dependent Variable: pertumbuhan penjualan 2002

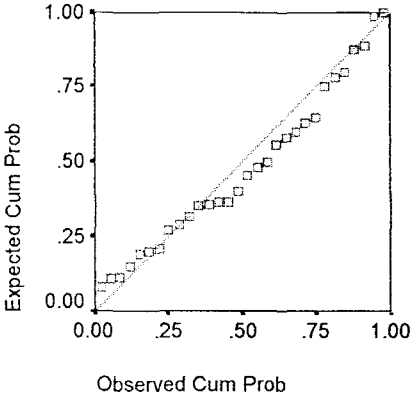
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	-7.6293	62.3830	30.5663	16.06796	30
Residual	-55.7121	115.1797	.0000	38.81488	30
Std. Predicted Value	-2.377	1.980	.000	1.000	30
Std. Residual	-1.410	2.916	.000	.983	30

a. Dependent Variable: pertumbuhan penjualan 2002

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: pertumbuhan penjualan 2002



1.4. Variabel Bebas: Hubungan Pribadi

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.165[a]	.027	-.007	42.16519

a. Predictors: (Constant), Hubungan pribadi

b. Dependent Variable: pertumbuhan penjualan 2002

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1397.145	1	1397.145	.786	.383[a]
	Residual	49781.299	28	1777.904		
	Total	51178.444	29			

a. Predictors: (Constant), Hubungan pribadi

b. Dependent Variable: pertumbuhan penjualan 2002

Coefficients[a]

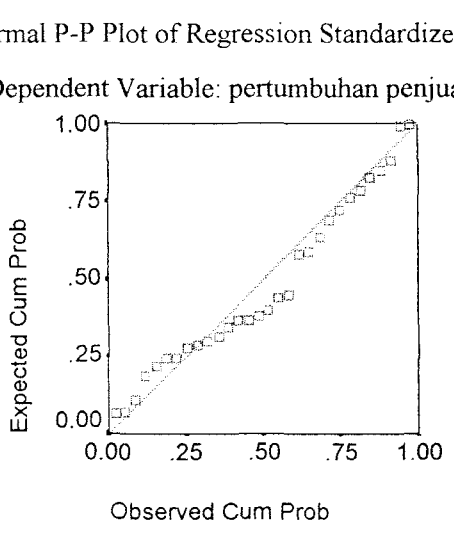
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-25.108	63.274		-.397	.695		
	Hubungan pribadi	14.880	16.785	.165	.886	.383	1.000	1.000

a. Dependent Variable: pertumbuhan penjualan 2002

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	15.8107	41.8500	30.5663	6.94100	30
Residual	-63.8100	112.4497	.0000	41.43183	30
Std. Predicted Value	-2.126	1.626	.000	1.000	30
Std. Residual	-1.513	2.667	.000	.983	30

a. Dependent Variable: pertumbuhan penjualan 2002



1.5. Variabel Bebas: Ketersediaan Sarana Komunikasi.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.707[a]	.499	.481	30.25663

a. Predictors: (Constant), Kemudahan sarana infrastruktur

b. Dependent Variable: pertumbuhan penjualan 2002

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25545.457	1	25545.457	27.904	.000[a]
	Residual	25632.987	28	915.464		
	Total	51178.444	29			

a. Predictors: (Constant), Kemudahan sarana infrastruktur

b. Dependent Variable: pertumbuhan penjualan 2002

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-163.166	37.088		-4.399	.000		
	Kemudahan sarana infrastruktur	48.332	9.150	.707	5.282	.000	1.000	1.000

a. Dependent Variable: pertumbuhan penjualan 2002

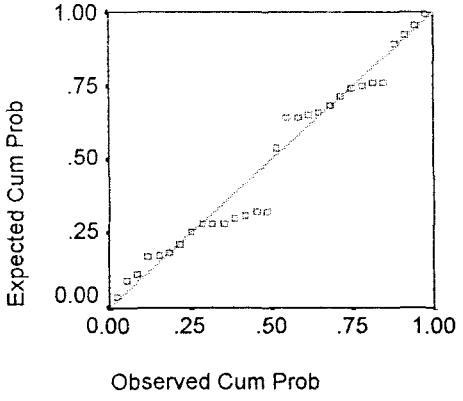
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	-18.1689	78.4961	30.5663	29.67959	30
Residual	-54.4104	76.7271	.0000	29.73039	30
Std. Predicted Value	-1.642	1.615	.000	1.000	30
Std. Residual	-1.798	2.536	.000	.983	30

a. Dependent Variable: pertumbuhan penjualan 2002

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: pertumbuhan penjualan 2002



2. Variabel Terikat: Pertumbuhan Penjualan Iklan selama Tahun 2002.

2.1. Variabel Bebas: Keefektifan Komunikasi Bisnis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.344[a]	.118	.087	58.45231

a. Predictors: (Constant), Keefektifan Komunikasi

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12799.970	1	12799.970	3.746	.063[a]
	Residual	95666.825	28	3416.672		
	Total	108466.8	29			

a. Predictors: (Constant), Keefektifan Komunikasi

b. Dependent Variable: pertumbuhan iklan 2002

Coefficients[a]

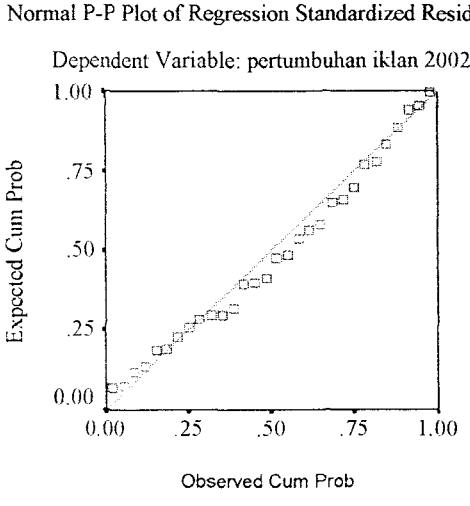
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-106.251	84.405		-1.259	.218		
	Keefektifan Komunika	39.950	20.640	.344	1.936	.063	1.000	1.000

a. Dependent Variable: pertumbuhan iklan 2002

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	7.2052	93.4962	55.8060	21.00900	30
Residual	-87.7685	162.6603	.0000	57.43567	30
Std. Predicted Value	-2.313	1.794	.000	1.000	30
Std. Residual	-1.502	2.783	.000	.983	30

a. Dependent Variable: pertumbuhan iklan 2002



2.2. Variabel Bebas: Kepercayaan Terhadap Atasan Faktor I (Kualitas Komunikasi dan Penghargaan Terhadap Karyawan).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.526[a]	.277	.251	52.91876

a. Predictors: (Constant), Kualitas kom + penghargaan

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30055.739	1	30055.739	10.733	.003[a]
	Residual	78411.056	28	2800.395		
	Total	108466.8	29			

a. Predictors: (Constant), Kualitas kom + penghargaan

b. Dependent Variable: pertumbuhan iklan 2002

Coefficients[a]

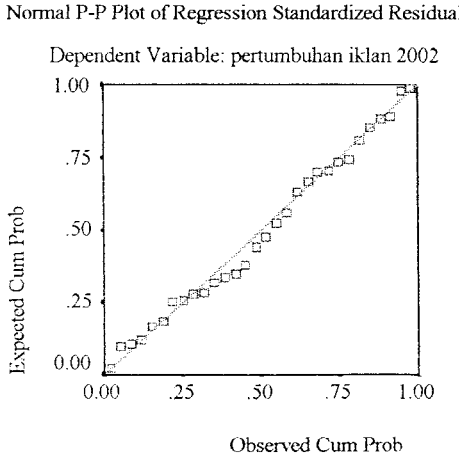
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-212.425	82.444		-2.577	.016		
	Kualitas kom + penghargaan	65.511	19.997	.526	3.276	.003	1.000	1.000

a. Dependent Variable: pertumbuhan iklan 2002

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	-15.8921	106.9410	55.8060	32.19324	30
Residual	-106.0804	117.3890	.0000	51.99836	30
Std. Predicted Value	-2.227	1.588	.000	1.000	30
Std. Residual	-2.005	2.218	.000	.983	30

a. Dependent Variable: pertumbuhan iklan 2002



2.3. Variabel Bebas: Kepercayaan Terhadap Atasan Faktor II (Dukungan Atasan, Keadilan, Dapat Diramalkan, dan Kompetensi Atasan).

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.360[a]	.130	.099	58.06285

a. Predictors: (Constant), support+adil+ramal+kompeten

b. Dependent Variable: pertumbuhan iklan 2002

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14070.560	1	14070.560	4.174	.051[a]
	Residual	94396.235	28	3371.294		
	Total	108466.8	29			

a. Predictors: (Constant), support+adil+ramal+kompeten

b. Dependent Variable: pertumbuhan iklan 2002

Coefficients[a]

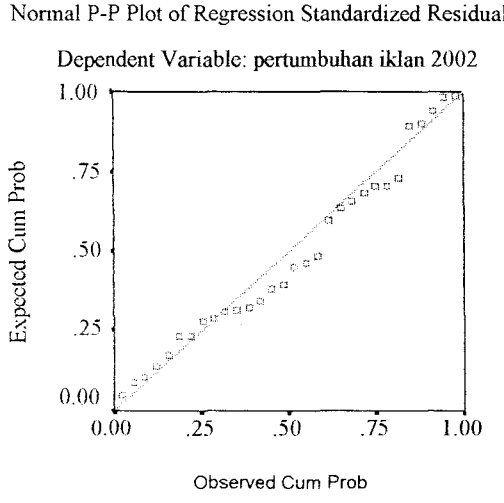
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-140.522	96.683		-1.453	.157		
	support+adil+ramal+kompeten	47.989	23.490	.360	2.043	.051	1.000	1.000

a. Dependent Variable: pertumbuhan iklan 2002

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.4448	99.4225	55.8060	22.02707	30
Residual	-97.2187	130.4065	.0000	57.05298	30
Std. Predicted Value	-2.377	1.980	.000	1.000	30
Std. Residual	-1.674	2.246	.000	.983	30

a. Dependent Variable: pertumbuhan iklan 2002



2.4. Variabel Bebas: Hubungan Pribadi

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.286[a]	.082	.049	59.63517

a. Predictors: (Constant), Hubungan pribadi

b. Dependent Variable: pertumbuhan iklan 2002

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8888.908	1	8888.908	2.499	.125[a]
	Residual	99577.887	28	3556.353		
	Total	108466.8	29			

a. Predictors: (Constant), Hubungan pribadi

b. Dependent Variable: pertumbuhan iklan 2002

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-84.624	89.490		-.946	.352		
	Hubungan pribadi	37.531	23.740	.286	1.581	.125	1.000	1.000

a. Dependent Variable: pertumbuhan iklan 2002

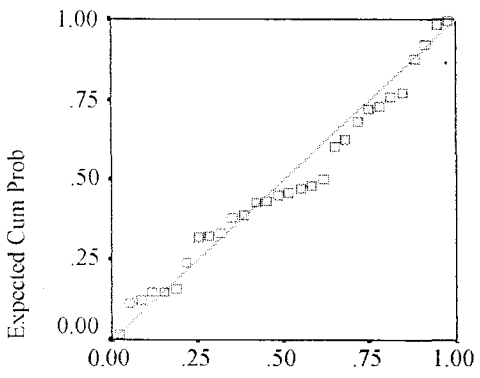
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	18.5873	84.2673	55.8060	17.50754	30
Residual	-123.4988	149.4455	.0000	58.59795	30
Std. Predicted Value	-2.126	1.626	.000	1.000	30
Std. Residual	-2.071	2.506	.000	.983	30

a. Dependent Variable: pertumbuhan iklan 2002

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: pertumbuhan iklan 2002



2.5. Variabel Bebas: Ketersediaan Sarana Komunikasi.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.467[a]	.218	.190	55.03764

a. Predictors: (Constant), Kemudahan sarana infrastruktur

b. Dependent Variable: pertumbuhan iklan 2002

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23650.836	1	23650.836	7.808	.009[a]
	Residual	84815.959	28	3029.141		
	Total	108466.8	29			

a. Predictors: (Constant), Kemudahan sarana infrastruktur

b. Dependent Variable: pertumbuhan iklan 2002

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-130.604	67.465		-1.936	.063		
	Kemudahan sarana infrastruktur	46.506	16.643	.467	2.794	.009	1.000	1.000

a. Dependent Variable: pertumbuhan iklan 2002

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	8.9128	101.9241	55.8060	28.55777	30
Residual	-84.4413	134.0323	.0000	54.08039	30
Std. Predicted Value	-1.642	1.615	.000	1.000	30
Std. Residual	-1.534	2.435	.000	.983	30

a. Dependent Variable: pertumbuhan iklan 2002

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: pertumbuhan iklan 2002