SKRIPSI

PENGARUH *RELATIONAL CAPITAL* TERHADAP

KESUKSESAN USAHA ONLINE SHOP DI INDONESIA

DIAJUKAN OLEH:

NAMA : WELYAM WENDY WONGSO

NPM : 115150405

UNTUK MEMENUHI SEBAGIAN DARI SYARAT-SYARAT

GUNA MENCAPAI GELAR SARJANA EKONOMI

PROGRAM STUDI S1 MANAJEMEN

FAKULTAS EKONOMI

UNIVERSITAS TARUMANAGARA

JAKARTA

2019

UNIVERSITAS TARUMANAGARA

FAKULTAS EKONOMI

JAKARTA

HALAMAN PERSETUJUAN SKRIPSI

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PROGRAM / JURUSAN : S1 / MANAJEMEN

KONSENTRASI : MANAJEMEN KEWIRAUSAHAAN

JUDUL SKRIPSI : PENGARUH *RELATIONAL CAPITAL* TERHADAP KESUKSESAN USAHA *ONLINE SHOP* DI INDONESIA

Jakarta, 09 Juli 2019

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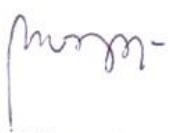
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JUDUL SKRIPSI	:	PENGARUH *RELATIONAL CAPITAL* TERHADAP KESUKSESAN USAHA *ONLINE SHOP* DI INDONESIA

Tanggal :   Ketua Penguji :


(Hendra Wiyanto S.E.,M.E.)

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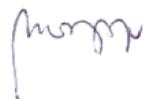
(Andi Wijaya S.E., M.M.)

Tanggal :   Anggota Penguji :

(Mei Ie S.E.,M.M.)

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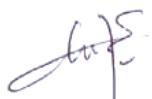
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ABSTRAK

(A) WELYAM WENDY WONGSO (115150405)

(B) PENGARUH *RELATIONAL CAPITAL* TERHADAP KESUKSESAN USAHA *ONLINE SHOP* DI INDONESIA

(C) xv + 56 hlm, 2019, tabel ; gambar ; lampiran

(D) KEWIRAUSAHAAN

(E) Abstrak: Tujuan penelitian adalah untuk menganalisis pengaruh *relationships with customers and suppliers*, *reputation*, dan location terhadap kesuksesan usaha Online Shop di DKI Jakarta. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif dengan jenis penelitian sebab akibat. Populasi dalam penelitian ini adalah seluruh wirausaha yang menjalankan usaha *online shop* di DKI Jakarta. Penentuan jumlah sampel dilakukan menggunakan metode *probability sampling* dengan teknik *probability sampling*. Adapun yang menjadi sampel dalam penelitian ini sebanyak 65 responden. Metode analisis data yang digunakan dalam penelitian ini adalah analisis regresi berganda dengan menggunakan bantuan program SPSS 24. Hasil penelitian menunjukkan bahwa secara parsial variabel *relationships with customers and suppliers*, *reputation*, dan *location* memiliki pengaruh terhadap kesuksesan usaha *online shop* di DKI Jakarta.

(F) Daftar Pustaka

(G) Andi Wijaya, S.E.,M.M

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ABSTRACT

(A) WELYAM WENDY WONGSO (115150405)

(B) *THE EFFECT OF RELATIONAL CAPITAL ON BUSINESS SUCCESS ONLINE SHOP IN INDONESIA*

(C) xv + 56 page, 2019, table ; figure ; appendix

(D) ENTREPRENEURSHIP

(E) *Abstract: The purpose of the study is to analyze the influence of relationships with customers and suppliers, reputation, and location to the success of the business of Online Shop in DKI Jakarta. The method used in this study is a quantitative method with a type of causal research. The population in this study are all entrepreneurs who run an online shop business in DKI Jakarta. Determination of the number of samples is done using probability sampling method with probability sampling technique. The sample in this study was 65 respondents. The data analysis method used in this study is multiple regression analysis using the help of SPSS 24 program. The results show that partially variable relationships with customers and suppliers, reputation, and location have an influence on the success of online shop businesses in DKI Jakarta.*

(F) *References*

(G) Andi Wijaya, S.E.,M.M

LAMPIRAN 4
HASIL PENGUJIAN VALIDITAS

Relationships with Customers and Suppliers (X1)

Correlations

		RCS1	RCS2	RCS3	RCS4	RCS5	RCS_T
RCS1	Pearson Correlation	1	.422**	.312*	.317*	.082	.531**
	Sig. (2-tailed)		.000	.011	.010	.516	.000
	N	65	65	65	65	65	65
RCS2	Pearson Correlation	.422**	1	.775**	.266*	.429**	.782**
	Sig. (2-tailed)	.000		.000	.032	.000	.000
	N	65	65	65	65	65	65
RCS3	Pearson Correlation	.312*	.775**	1	.552**	.506**	.863**
	Sig. (2-tailed)	.011	.000		.000	.000	.000
	N	65	65	65	65	65	65
RCS4	Pearson Correlation	.317*	.266*	.552**	1	.513**	.734**
	Sig. (2-tailed)	.010	.032	.000		.000	.000
	N	65	65	65	65	65	65
RCS5	Pearson Correlation	.082	.429**	.506**	.513**	1	.735**
	Sig. (2-tailed)	.516	.000	.000	.000		.000
	N	65	65	65	65	65	65
RCS_T	Pearson Correlation	.531**	.782**	.863**	.734**	.735**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	65	65	65	65	65	65

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Reputation (X2)

Correlations

		RP1	RP2	RP3	RP4	RP5	RP_T
RP1	Pearson Correlation	1	.688**	.285*	.408**	.341**	.695**
	Sig. (2-tailed)		.000	.022	.001	.005	.000
	N	65	65	65	65	65	65
RP2	Pearson Correlation	.688**	1	.431**	.364**	.304*	.704**
	Sig. (2-tailed)	.000		.000	.003	.014	.000
	N	65	65	65	65	65	65
RP3	Pearson Correlation	.285*	.431**	1	.691**	.571**	.787**
	Sig. (2-tailed)	.022	.000		.000	.000	.000
	N	65	65	65	65	65	65
RP4	Pearson Correlation	.408**	.364**	.691**	1	.756**	.860**
	Sig. (2-tailed)	.001	.003	.000		.000	.000
	N	65	65	65	65	65	65
RP5	Pearson Correlation	.341**	.304*	.571**	.756**	1	.782**
	Sig. (2-tailed)	.005	.014	.000	.000		.000
	N	65	65	65	65	65	65
RP_T	Pearson Correlation	.695**	.704**	.787**	.860**	.782**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	65	65	65	65	65	65

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Location (X3)

Correlations

		LC1	LC2	LC3	LC4	LC_T
LC1	Pearson Correlation	1	.216	.294*	.158	.580**
	Sig. (2-tailed)		.084	.017	.210	.000
	N	65	65	65	65	65
LC2	Pearson Correlation	.216	1	.884**	.286*	.817**
	Sig. (2-tailed)	.084		.000	.021	.000
	N	65	65	65	65	65
LC3	Pearson Correlation	.294*	.884**	1	.337**	.865**
	Sig. (2-tailed)	.017	.000		.006	.000
	N	65	65	65	65	65
LC4	Pearson Correlation	.158	.286*	.337**	1	.627**
	Sig. (2-tailed)	.210	.021	.006		.000
	N	65	65	65	65	65
LC_T	Pearson Correlation	.580**	.817**	.865**	.627**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	65	65	65	65	65

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

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

Kesuksesan Usaha (Y)

Correlations

		KU1	KU2	KU3	KU4	KU5	KU_T
KU1	Pearson Correlation	1	.429**	.364**	.263*	.104	.619**
	Sig. (2-tailed)		.000	.003	.034	.411	.000
	N	65	65	65	65	65	65
KU2	Pearson Correlation	.429**	1	.467**	.341**	.229	.735**
	Sig. (2-tailed)	.000		.000	.005	.067	.000
	N	65	65	65	65	65	65
KU3	Pearson Correlation	.364**	.467**	1	.449**	.331**	.775**
	Sig. (2-tailed)	.003	.000		.000	.007	.000
	N	65	65	65	65	65	65
KU4	Pearson Correlation	.263*	.341**	.449**	1	.324**	.714**
	Sig. (2-tailed)	.034	.005	.000		.009	.000
	N	65	65	65	65	65	65
KU5	Pearson Correlation	.104	.229	.331**	.324**	1	.559**
	Sig. (2-tailed)	.411	.067	.007	.009		.000
	N	65	65	65	65	65	65
KU_T	Pearson Correlation	.619**	.735**	.775**	.714**	.559**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	65	65	65	65	65	65

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

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

HASIL PENGUJIAN RELIABILITAS

Relationships with Customers and Suppliers (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.782	5

Item Statistics

	Mean	Std. Deviation	N
RCS1	3.9077	.65486	65
RCS2	3.3538	.79904	65
RCS3	3.4308	.80950	65
RCS4	3.5077	.83147	65
RCS5	3.3846	.96327	65

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RCS1	13.6769	7.285	.345	.800
RCS2	14.2308	5.837	.637	.716
RCS3	14.1538	5.413	.761	.672
RCS4	14.0769	5.978	.557	.742
RCS5	14.2000	5.631	.519	.762

Reputation (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.824	5

Item Statistics

	Mean	Std. Deviation	N
RP1	3.4308	.82858	65
RP2	3.6000	.74582	65
RP3	3.5692	.86547	65
RP4	3.4769	1.00168	65
RP5	3.7077	.78508	65

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RP1	14.3538	7.545	.522	.816
RP2	14.1846	7.747	.556	.807
RP3	14.2154	6.922	.645	.782
RP4	14.3077	5.998	.735	.754
RP5	14.0769	7.228	.655	.781

Location (X3)

Reliability Statistics

Cronbach's Alpha	N of Items
.690	4

Item Statistics

	Mean	Std. Deviation	N
LC1	3.7692	.84353	65
LC2	3.3538	.79904	65
LC3	3.3538	.83723	65
LC4	3.4923	.86824	65

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
LC1	10.2000	4.163	.272	.746
LC2	10.6154	3.303	.644	.516
LC3	10.6154	3.022	.718	.456
LC4	10.4769	3.941	.324	.719

Kesuksesan Usaha (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.716	5

Item Statistics

	Mean	Std. Deviation	N
KU1	3.8154	.63473	65
KU2	3.6769	.75224	65
KU3	3.7385	.73478	65
KU4	3.6000	.76649	65
KU5	3.8000	.61745	65

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KU1	14.8154	4.309	.412	.691
KU2	14.9538	3.701	.529	.645
KU3	14.8923	3.598	.596	.615
KU4	15.0308	3.749	.493	.661
KU5	14.8308	4.518	.343	.715

LAMPIRAN 6

HASIL PENGUJIAN ASUMSI KLASIK

Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		65
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.29897544
Most Extreme Differences	Absolute	.047
	Positive	.045
	Negative	-.047
Test Statistic		.047
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

Histogram

Dependent Variable: KU_R

Mean = 1.98E-15
Std. Dev. = 0.976
N = 65
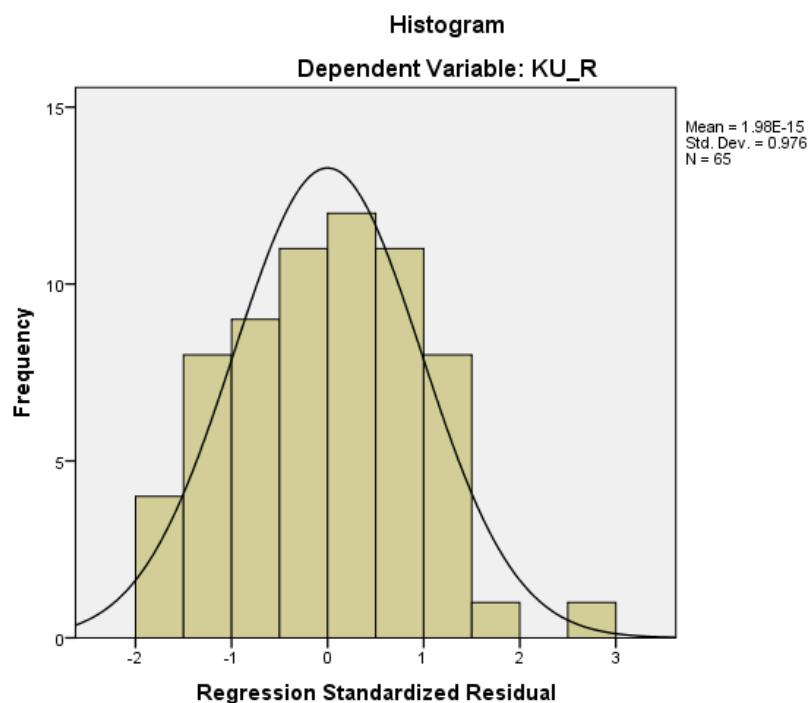
Normal P-P Plot of Regression Standardized Residual
Dependent Variable: KU_R
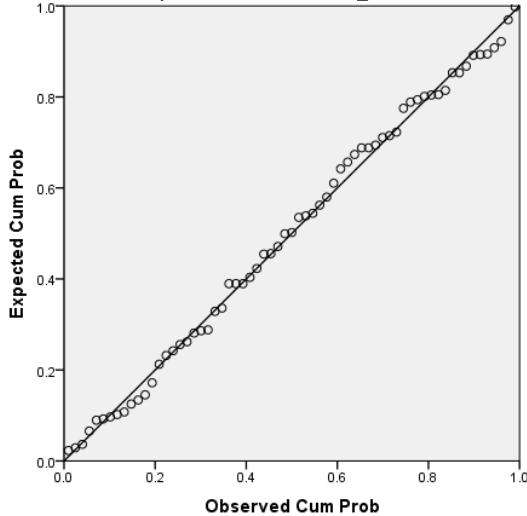
Uji Multikoliearitas

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	RCS_R	.648	1.542
	RP_R	.717	1.394
	LC_R	.587	1.705

a. Dependent Variable: KU_R

Uji Heteroskedastisitas

Scatterplot
Dependent Variable: KU_R
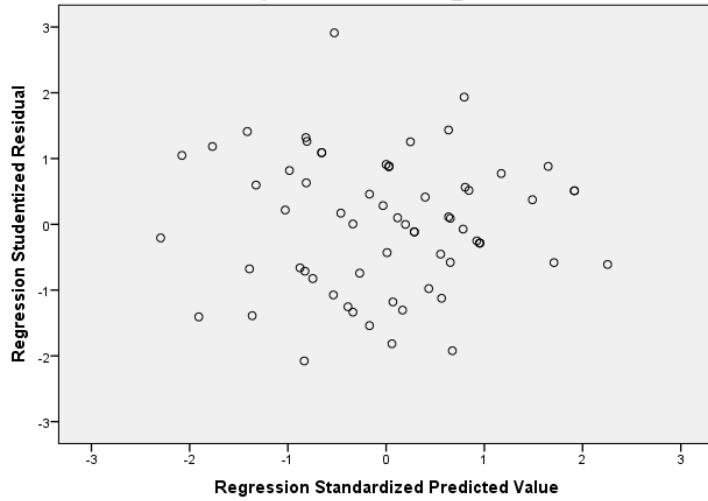
LAMPIRAN 7
HASIL PENGUJIAN REGRESI LINEAR BERGANDA

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.784[a]	.615	.596	.30624

a. Predictors: (Constant), LC_R, RP_R, RCS_R

b. Dependent Variable: KU_R

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.125	3	3.042	32.433	.000[b]
	Residual	5.721	61	.094		
	Total	14.846	64			

a. Dependent Variable: KU_R

b. Predictors: (Constant), LC_R, RP_R, RCS_R

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.084	.271		4.005	.000
	RCS_R	.319	.080	.396	4.014	.000
	RP_R	.207	.069	.280	2.981	.004
	LC_R	.224	.083	.281	2.705	.009

a. Dependent Variable: KU_R

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Jakarta, 18 Juli 2019

Welyam Wendy Wongso

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SURAT PERNYATAAN

Yang bertanda tangan di bawah ini :

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