CHAPTER IV

DATA COLLECTING AND PROCESSING

4.1 Company Profile

Minister of Tourism and Creative Industries stated that Indonesia's music industry has contributed significantly to the national economic growth of 11% per annum from 2010 to 2013. Meanwhile, in terms of the contribution of music to Gross Domestic Product (GDP), income from the field of music has increased from Rp 3.9 trillion to Rp 5.2 trillion. Data of Record Industry Association of Indonesia shows that Indonesian music can control 85% of domestic music market with increasing trend every year (Yulianti, 2015:189)

4.1.1 Structure of Production

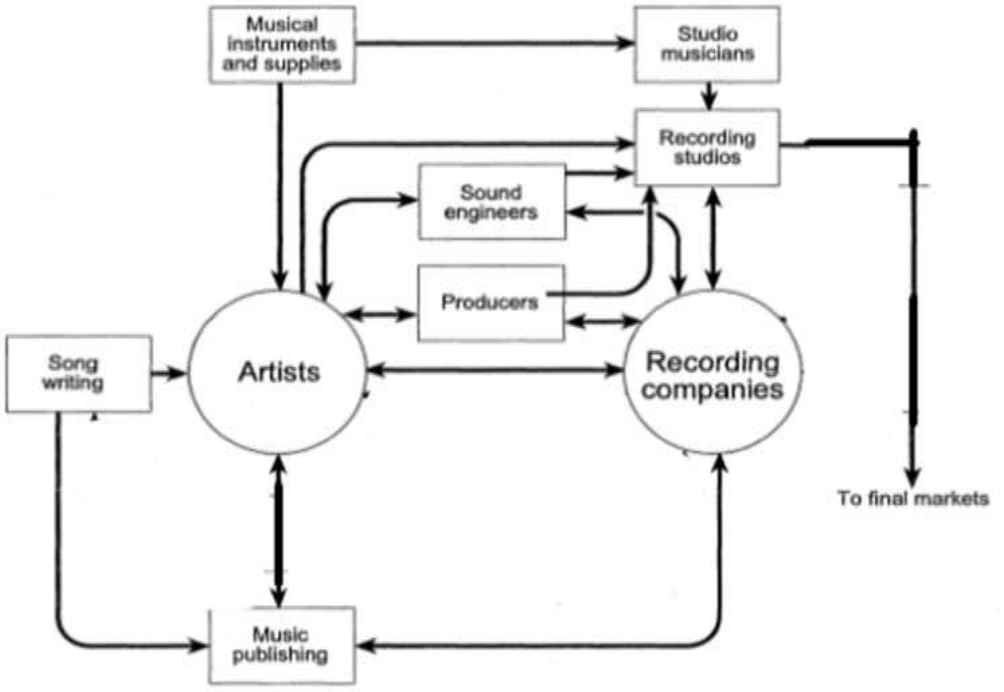

Figure 4.1 Structure of Production of MSMEs Music Studio

The production of a recording is a chain of activities that require a variety of skills. The aspects of this chain of activities consists of recording studio equipment, record producers, material production. Each of these elements reaches a wide range of activities, I describe the following unlike the chain of activity itself. Recording production does not appear to be the first chain, initiatives for the production of a recording can be started from anywhere, depending on the circumstances on the ground. There is a recording initiative coming from artists as a creator of material looking for producers to fund their recordings. There are also producers and recording studies looking for new artists and so on.

4.1.2 Music Studio MSME's Value Stream

There are such value stream that relate to the MSME's Music, which are :

1. Producer

The local recording industry is growing in line with the development of cities that are central to the regional economy and commerce. This is related to the nature of its industry, which is highly dependent on market mechanisms (trade) and investment. This condition also caused "pressure" to the producers to live in big cities. Indeed, the recording industry is also only developing in the city area. Recording industry is also found in several small towns such as Bukittinggi (West Sumatra), Poso (Central Sulawesi), and Surakarta (Central Java). Although the industry can be done in every place, the three cities can not yet be said to be successful in continuously releasing new albums. The trends of record industry success are mostly found in regional trading centers. Although in every provincial city of Indonesia there is a recording industry activity, quality and quantity is not evenly distributed.

2. Artist

The first thing a producer can do is to find the type of material to be recorded. Determining a recording material refers to various aspects to be considered. The most important aspect is the quality of the artist who will fill the recording. Many artists are able to produce certain material, but the quality to produce the material is not necessarily the same. Usually if the material conveyed in the form of traditional art, artists who play it will be more "qualified" if it has been accepted by art supporter's community widely. Popularity of a / a group of artists is an important capital to know the quality of market tastes (community). At this stage, the producer must obtain correct information about the actual situation in the field, for example through a survey or based on his own observations involved with the artist's actions.

Choosing famous artists is not a fixed price, so unpopular artists no longer have the opportunity to do the recording. They can become popular after the recording is successful, considering the quality aspect is not always synonymous with popularity. Even so popular artists in the community is the first step that can help the success of album sales in the cassette market. Meanwhile, unpopular artists still fully expect from the marketing of the album. In this case it is necessary for the producer's curiosity to predict whether the artist will be popular so that the cassette will be in demand. Much is indeed a proof between the failure and success of artists in marketing their first album.

3. Music Supplier

The third aspect is the selection on the studio that will record. Consideration on the quality of the recording studio as well as the operator. Sophisticated studio equipment should be coupled with the operator's ability to use them to the fullest. Some information from the recording studio in the area complained that the operator who runs this recording studio has not been an expert, so it is still in the stage of trial and error while learning to operate it. This obstacle can be overcome

by inviting other studio operators to do some recording, while giving lessons to the operators that have been prepared by the owner of the studio itself.

4. Sound Engineer

Sound engineers or audio engineers work on the technical aspects of sound and music production by mixing, reproducing and manipulating the equalization and electronic effects of sound.

5. Recording Studio

Recording studio is a specialized facility for sound recording, mixing, and audio production of instrumental or vocal musical performances, spoken words, and other sounds. They range in size from a small in-home project studio large enough to record a single singer-guitarist, to a large building with space for a full orchestra of 100 or more musicians. Ideally both the recording and monitoring (listening and mixing) spaces are specially designed by an acoustician or audio engineer to achieve optimum acoustic properties (acoustic isolation or diffusion or absorption of reflected sound echoes that could otherwise interfere with the sound heard by the listener).

6. Studio Musician

As the name suggests, a studio musician (sometimes called “session musician” or “session player”) is a musician or vocalist who makes the majority of his/her income playing in recording studio sessions. A studio musician is in essence a musical “gun for hire,” a musician who is paid to play on tracks or even in live performances without actually being a member of the band.

The studio musician career basically emerged in the 1920s and 1930s as the infant recording industry began to grow. Most record companies had their own “studio bands” who would back up the artists in their studios as they cranked out the

hits. These session players might play in recording sessions or even live broadcasts, and often played live music venues as part of other bands during the off times. Today, while “studio bands” are less of a thing than they were decades ago, session musicians are still very much in demand. They are mostly freelance instrumental and vocal performers who are available to work with others at live performances or recording sessions.

4.2 Data Processing

The Multiple Linear Regression Model is used to see the influence of independent variables namely Information Sharing, Long Term Relationship, Cooperation, and Process Integration on Supply Chain Performance of MSMEs Music Studio in Bandung and Yogyakarta. Data processing uses Microsoft Excel and SPSS version 22.0.

4.3 Data Computational Result

4.3.1 Validity Test

Validity test used in this research is by using Pearson product moment correlation. In this case the data is said to be valid if it has the calculated R value greater than the R table value with the value of df (degree of freedom) = n - 2, where n is the number of samples. So in this study the value of df = 50 - 2 = 48 with an error rate of 5% (0.05). Then based on the value of df and the error rate obtained R table value of 0.278. A summary of the validity test results can be seen in Table 4.9

Table 4.1 Validity test of Yogyakarta Data

	R Hitung	R Tabel	Notes
Informationsharing	.501	.278	Valid
Longtermrelationship	.772	.278	Valid
Cooperation	.784	.278	Valid
Processintegration	.526	.278	Valid
Y	.536	.278	Valid

Based on Table 4.1 above it can be seen that the validity value for the information sharing variable, long term relationship, cooperation, process integration is greater than the R table value (0.2512), so it can be concluded that all instruments of each variable are said to be valid and can be used to continue on the next test.

Table 4.2 Validity test of Yogyakarta Data

	R Hitung	R Tabel	Notes
Informationsharing	.512	.312	Valid
Longtermrelationship	.777	.312	Valid
Cooperation	.791	.312	Valid
Processintegration	.499	.312	Valid
Y	.533	.312	Valid

Based on Table 4.1 and 4.2 above it can be seen that the validity value for the information sharing variable, long term relationship, cooperation, process integration is greater than the value of the R table (0.312), so it can be concluded

that all instruments of each variable are said to be valid and can be used to continue on the next test.

4.3.2 Reliability Test

A reliable test serves to determine the level of consistency of the questionnaire used so that it becomes a reliable measuring tool in a study. In a reliable test refers to the Cronbach Alpha value contained in the output in SPSS. The minimum value for the Cronbach Alpha value is 0.60. If the Cronbach Alpha value is greater than 0.60 then the questionnaire is declared reliable or consistent. The following in Table 4.12 is the result of reliability testing for each instrument on the information sharing variable, long term relationship, cooperation, process integration:

Tabel 4.3 Reliability Test Bandung Data

Variable	Alpha Cronbach	Nilai Kritis	Notes
Informationsharing	.800	0.6	Valid
longtermrelationship	.711	0.6	Valid
cooperation	.706	0.6	Valid
processintegration	.801	0.6	Valid
Financial	.810	0.6	Valid

Tabel 4.4 Reliability Test Yogyakarta Data

Variable	Alpha Cronbach	Nilai Kritis	Notes
informationsharing	0.798	0.6	Valid
longtermrelationship	0.71	0.6	Valid
Cooperation	0.704	0.6	Valid

Processintegration	0.811	0.6	Valid
Financial	0.808	0.6	Valid

Based on Table 4.3 and Table 4.4 it can be seen that the Cronbach Alpha value that has been obtained is greater than the critical value limit of 0.6, in this case it can be said that the statements on each of the questionnaire variables are reliable and feasible as a measurement tool in research.

4.3.3 Classic assumption test

Before conducting the analysis using multiple linear regression models, there are several test requirements that must be met in the multiple linear regression model. The conditions or assumptions made are:

4.3.3.1 Normality Test

Normality test is used to test whether in a regression model, residual values or confounding variables have normal distribution or not. In this case a good regression model if the data has normal distribution. Normality test conducted in this study is by using the unstandardized residual value (RES_1) of the regression value through the Kolmogorov Smirnov One Sample Test. The research data is said to be normally distributed if the significance value (sig) is greater than 0.05. Table 4.13 shows the results of the output of the Bandung residual data normality test that have been carried out.

Table 4.5 Normality Test Bandung Result

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Unstandardized Residual is normal with mean -0.00000 and standard deviation 0.283.	One-Sample Kolmogorov-Smirnov Test	.083[1]	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

[1]Lilliefors Corrected

Based on Table 4.5 Kolmogorov-Smirnov Test One Sample test results obtained for Asymp. Sig. (2-tailed) of 0.083, so it can be interpreted that the value of Asymp. Sig. ≥ 0.05 (0.083 ≥ 0.05), it can be concluded that the regression model in this study has a normal distribution and meets the assumption test.

Tabel 4.6 Normality Test Yogyakarta Result

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Unstandardized Residual is normal with mean -0.00000 and standard deviation 0.219.	One-Sample Kolmogorov-Smirnov Test	.081[1]	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

[1]Lilliefors Corrected

Based on Table 4.6 Kolmogorov-Smirnov Test One Sample test results obtained for Asymp. Sig. (2-tailed) of 0,081, so it can be interpreted that the value of Asymp. Sig. ≥ 0.05 (0.083 ≥ 0.05), it can be concluded that the regression model in this study has a normal distribution and meets the assumption test.

4.3.3.2 Multicollinearity Test

Multicollinearity test is used to see whether this regression model has a strong correlation between independent variables (products and prices), if there is a strong correlation between variables, it can be concluded that the regression model has occurred multicollinearity problems. In this case if the tolerance value is greater than 0.1 and the VIF (Variance Inflation Factor) value is less than 10 then it can be concluded that there is no multicollinearity. Table 4.7 shows the results of the output of the multicollinearity test that has been done

Tabel 4.7 Multicollinearity test Bandung Data

Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
B	**Std. Error**	**Beta**	**t**	**Sig**	**Tolerance**	**VIF**
3.218	.302		10.655	.000		
.035	.069	.081	.513	.611	.717	1.395
.193	.110	.439	1.855	.087	.283	3.536
-.028	.112	-.065	-.252	.802	.266	3.762
.081	.062	.209	1.297	.202	.680	1.471

Based on Table 4.7, the tolerance value is 0.717, 0.283, 0.266, and 0.680. Then the VIF value of 1.395, 3.536, 3.762, and 1.471 so that it can be interpreted that the tolerance value> 0,1 and VIF <10 then concluded the regression model in this study has been freed from the multicollinearity test so that it can be continued for the next assumption test

Tabel 4.8 Multicollinearity test Yogyakarta Data

Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
B	Std. Error	Beta	T	Sig	Tolerance	VIF
3.151	0.306		10.307	0		
0.06	0.068	0.13	0.881	0.383	0.713	1.402
0.186	0.114	0.394	1.822	0.112	0.263	3.806
0.006	0.116	0.013	0.053	0.958	0.249	4.01
0.049	0.061	0.117	0.792	0.433	0.704	1.42

Based on Table 4.8 obtained tolerance values of 0.713, 0.263, 0.249, and 0.704. Then the VIF value of 1,402, 3,806, 4.01, and 1.42 so that it can be interpreted that the tolerance value> 0.1 and VIF <10, it is concluded that the regression model in this study has been freed from the multicollinearity test so that it can be continued for the next assumption test.

4.3.3.3 Heteroscedasticity Test

Heteroscedasticity test is used to determine whether there is an error and the inequality of variance between residual values of observations with other observations. In this case if the significance value of each independent variable (product and price) on the dependent variable (customer satisfaction) is greater than 0.05, it can be interpreted that the regression model in this study has been freed from the heteroscedasticity test so that it can proceed to the assumption test next. Table 4.15 shows the results of the output of the heteroscedasticity test that has been carried out

Table 4.9 Heteroscedasticity Test Bandung Data

Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
B	**Std. Error**	**Beta**	**t**	**Sig**	**Tolerance**	**VIF**
3.218	.302		10.655	.000		
.035	.069	.081	.513	.611	.717	1.395
.193	.110	.439	1.855	.087	.283	3.536
-.028	.112	-.065	-.252	.802	.266	3.762
.081	.062	.209	1.297	.202	.680	1.471

Table 4.10 Heteroscedasticity Test Yogyakarta Data

Unstandardized Coefficients		**Standardized Coefficients**			**Collinearity Statistics**	
B	**Std. Error**	**Beta**	**T**	**Sig**	**Tolerance**	**VIF**
3.151	0.306		10.307	0		
0.06	0.068	0.13	0.881	0.383	0.713	1.402
0.186	0.114	0.394	1.822	0.112	0.263	3.806
0.006	0.116	0.013	0.053	0.958	0.249	4.01
0.049	0.061	0.117	0.792	0.433	0.704	1.42

From the data table above, the significance value is above 0.05. It can be concluded that the value of all independent variables is greater than 0.05 which means that there is no problem or symptoms of heteroscedasticity, so that the regression model used has been freed from the heteroscedasticity test so that it can be continued for the next assumption test.

4.3.4 Multiple Linear Regression

Multiple linear regression analysis is used to determine whether there is an influence between the variables X1 and X2 variables on the Y variable. In this case a good regression model that is free from the assumption test is a prerequisite for doing multiple linear regression analysis. The assumption test that has been done in this research and has fulfilled the assumption test requirements is the residual normality test, multicollinearity test, and heteroscedasticity test. The Table 4.16 shows the output results of multiple linear regression that has been done

Tabel 4.11 Output Multiple Linear Regression Bandung Data

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig
(constant)	3.218	.302		10.655	.000
Informationsharing	.035	.069	.081	.513	.611
Longtermrelationship	.193	.110	.439	1.855	.087
Cooperation	-.028	.112	-.065	-.252	.802
processintegration	.081	.062	.209	1.297	.202

Tabel 4.12 Anova Table of Bandung Data

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1.396	4	.349	4.388	.005[b]
Residual	3.101	39	.080		
Total	4.497	43			

Based on Table 4.11 above we get the results of Unstandardized Coefficients for a constant coefficient of 4.917; information sharing coefficient value of 0.81; long term relationship coefficient value of 0.439; the value of the cooperation coefficient

of -0.065; and the process integration coefficient value of 0.209. Then the regression equation can be formulated as follows:

$$Y = 3.218 - 0.81\ X1 + 0.439\ X2 - 0.065\ X3 + 0.209\ X4$$

Di mana : Y : Financial X1 : Information Sharing X2 : Long Term Relationship; X3 : Cooperation; X4 : Process Integration

From the regression equation above has the following meaning:

a. Constants: 3.218 If the information sharing variable (X1) long term relationship variable (X2), cooperation variable (X3), process integration variable (X4) is 0, then the customer satisfaction value is 3.059.
b. Coefficient (X1): 0.081 Indicates that the product variable (X1) has a positive effect on customer satisfaction (Y). This means that if the information sharing variable (X1) increases while the long term relationship variable (X2), cooperation (X3), and process integration (X4) do not change, the financial variable (Y) will increase.
c. Price coefficient (X2): 0.439 Shows that the price variable (X2) has a positive influence on customer satisfaction (Y). This means that if the price variable (X2) increases while information sharing (X1), cooperation (X3), and process integration (X4) do not change, the customer satisfaction variable (Y) will increase.
d. Coefficient of cooperation (X3): - 0.065 Indicates that the variable cooperation (X3) has a positive influence on financial (Y). This means that if the cooperation variable (X3) increases while information sharing (X1), long term relationship (X2), process integration (X4) do not change, the financial variable (Y) will increase.
e. Process integration coefficient (X4): 0.209 Indicates that the process integration variable (X4) has a positive influence on financial (Y). This means that if the process integration variable (X4) increases while

information sharing (X1), long term relationship (X2), cooperation (X3) do not change, the financial variable (Y) will increase.

Tabel 4.13 Output Multiple Linear Regression Yogyakarta Data

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	**Std. Error**	**Beta**	**t**	**Sig**
(constant)	3.151	0.306		10.307	0
informationsharingY	0.06	0.068	0.13	0.881	0.383
longtermrelationshipY	0.186	0.114	0.394	1.622	0.112
cooperationY	0.006	0.116	0.013	0.053	0.958
processintegrationY	0.049	0.061	0.117	0.792	0.433

Tabel 4.14 Anova Table of Yogyakarta Data

Model	**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
Regression	1.703	4	0.426	4.877	.002b
Residual	3.929	45	0.087		
Total	5.633	49			

Based on Table 4.13 above we get the results of Unstandardized Coefficients for a constant coefficient of 3.151; information sharing coefficient value of 0.13; long term relationship coefficient value of 0.394; the value of the cooperation coefficient of 0.013; and the process integration coefficient value of 0.117. Then the regression equation can be formulated as follows:

$$Y = 3.151 + 0.13\ X1 + 0.394\ X2 + 0.013\ X3 + 0.117\ X4$$

Di mana : Y : Financial X1 : Information Sharing X2 : Long Term Relationship; X3 : Cooperation; X4 : Process Integration

From the regression equation above has the following meaning :

a. Constants: 3.151 If the information sharing variable (X1) long term relationship variable (X2), cooperation variable (X3), process integration variable (X4) is 0, then the customer satisfaction value is 3.151.
b. Information sharing coefficient (X1): 0.13 Indicates that the information sharing variable (X1) has a positive effect on financial (Y). This means that if the product variable (X1) increases while the long term relationship variable (X2), cooperation (X3), and process integration (X4) do not change, the financial variable (Y) will increase.
c. Long term relationship coefficient (X2): 0.392 Indicates that the variable long term relationship (X2) has a positive influence on financial (Y). This means that if the variable long term relationship (X2) increases while information sharing (X1), cooperation (X3), process integration (X4) do not change, the financial variable (Y) will increase.
d. Cooperation coefficient (X3): 0.013 Indicates that the cooperation variable (X3) has a positive influence on financial (Y). This means that if the cooperation variable (X3) increases while information sharing (X1), long term relationship (X2), process integration (X4) do not change, the financial variable (Y) will increase.
e. Process integration coefficient (X4): 0.117 Indicates that the process integration variable (X4) has a positive influence on financial (Y). This means that if the process integration variable (X4) increases while information sharing (X1), long term relationship (X2), cooperation (X3) do not change, the financial variable (Y) will increase.

4.3.5 Coefficient of Determination (R2)

The coefficient of determination or R Square is used to see and predict how much the dependent variable (customer satisfaction) is influenced by the independent

variable (product and price). The test results of the coefficient of determination or R square can be seen in Table 4.17 below:

Tabel 4.15 Coefficient of determination Bandung Data

R	R Square	Adjusted R Square	Std. Error of the Estimate
.557[a]	.310	.240	.28200

Based on Table 4.15 above we get the value for the determination coefficient or R square test of 0.310 or 31%. So it can be concluded that 31% of financial variables are affected by information sharing, long term relationship, cooperation, and process integration variables. While the remaining 69% is influenced or caused by other factors.

Tabel 4.16 Coefficient of determination Yogyakarta Data

R	R Square	Adjusted R Square	Std. Error of the Estimate
.550a	0.302	0.24	0.2955

Based on Table 4.16 above we get the value for the determination coefficient or R square test of 0.302 or 30.2%. So it can be concluded that 30.2% of financial variables are affected by information sharing, long term relationship, cooperation, and process integration variables. While the remaining 69.8% is influenced or caused by other factors.

4.3.6 F Test

The F test is used to determine the effect of the independent variables (products and prices) simultaneously or together on the dependent variable (customer

satisfaction). In this case the conclusion is obtained by comparing the significance value or comparing the calculated F value of the output results with the F table value. Significant value less than 0.05 then the hypothesis is accepted, which means that the variables X1, variable X2, variable X3 and variable X4 simultaneously have a significant effect on the variable Y. While for the calculated F value the hypothesis is accepted if the F count is greater than the F table . Where is the formula for determining the F table i.e. k; n-k (n is the number of respondents, and k is the number of independent variables in the study) using a significance level (α = 0.05). The output results for the calculated F value can be seen in Table 4.18 below:

Tabel 4.17 Anova Table of Bandung Data

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1.396	4	.349	4.388	.005[b]
Residual	3.101	39	.080		
Total	4.497	43			

Based on Table 4.17 above, the calculated F value is 4.388 with the F table value = 4; 44 - 2 = 42 (4; 42) so that the F table value is 2.44. Then the calculated F value is greater than the F table (4.388> 2.44) and it can be concluded that Ho is rejected and H1 is accepted, which means there is a significant influence between the variables of information sharing, long term relationship, cooperation, process integration simultaneously or together - the same as the financial variables.

Tabel 4.18 Anova Table of Yogyakarta Data

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1.703	4	0.426	4.877	.002b
Residual	3.929	45	0.087		
Total	5.633	49			

Based on Table 4.18 above, we get the calculated F value of 4,877 with a table's F value = 4; 50 - 2 = 48 (4; 48) so that the F table value is 2.57. Then the calculated F value is greater than the F table (4,877> 2.57) and it can be concluded that Ho is rejected and H1 is accepted, which means that there is a significant influence between the variables of information sharing, long term relationship, cooperation, process integration simultaneously or together - the same as the financial variables.

4.3.7 T Test

T test is used to determine the significant effect of independent variables on the dependent variable partially or individually. Significant value less than 0.05, the hypothesis is accepted, which means that the variable X1 (information sharing) and the variable X2 (long term relationship) X3 (cooperation) X4 (process integration) partially have a significant influence on the variable Y (financial). Whereas the value of t arithmetic hypotheses is accepted if t arithmetic is greater than t table.

Tabel 4.19 T Test Bandung Data

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig
(constant)	3.218	.302		10.655	.000
Informationsharing	.035	.069	.081	.513	.611
Longtermrelationship	.193	.110	.439	1.855	.087
Cooperation	-.028	.112	-.065	-.252	.802
processintegration	.081	.062	.209	1.297	.202

Based on Table 4.19 above can be done by comparing the calculated t value obtained in the table above with the t table value obtained by the formula α / 2; n-k-1 (n is the number of respondents, and k is the number of independent variables in the study) using a significance level (α = 0.15). So based on the formula, it is

obtained 0.15 / 2; 44 - 4 - 1 = 0.075; 39 which means that the value of t table obtained is 1.829.

Tabel 4.20 T Test Yogyakarta Data

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig
(constant)	3.151	0.306		10.307	0
Informationsharing	0.06	0.068	0.13	0.881	0.383
Longtermrelationship	0.186	0.114	0.394	1.822	0.112
Cooperation	0.006	0.116	0.013	0.053	0.958
Processintegration	0.049	0.061	0.117	0.792	0.433

Based on Table 4.20 above can be done by comparing the calculated t value obtained in the table above with the t table value obtained by the formula α / 2; n-k-1 (n is the number of respondents, and k is the number of independent variables in the study) using a significance level (α = 0.05). So based on the formula, it is obtained 0.15 / 2; 50 - 4 - 1 = 0.075; 45 which means that the value of t table obtained is 1.822.

4. Bandung data conlusion

a. Information sharing variable (X1) obtained t value of 0.513 with a significance level of 0.611. Therefore t arithmetic 0.513 <t table 1.829 and the significance of 0.611> 0.15, Ho is accepted, which means that there is no significant influence between the information sharing variable on financial variables.
b. Long term relationship variable (X2) obtained t value of 1.855 with a significance level of 0.087. Therefore t count 1,855> t table 1,829 and the significance of 0.087 <0.15, Ho is rejected and H1 is accepted, which means

there is a significant influence between the long term relationship variable on financial variables.

c. Cooperation variable (X3) obtained t value of -0.252 with a significance level of 0.802. Therefore t arithmetic - 0.252 <t table 1,829 and significance 0.802> 0.15, Ho is accepted, which means that there is no significant effect between the cooperation variable on financial variables.
d. Process integration variable (X4) obtained t value of 1.297 with a significance level of 0.202. Therefore t arithmetic 1,297 <t table 1,829 and the significance of 0.202> 0.15, Ho is accepted, which means that there is no significant influence between the process integration variable on financial variables.

5. Yogyakarta data conclusion

a. Information sharing variable (X1) obtained t value of 0.881 with a significance level of 0.383. Therefore t count 0.881 <t table 1.822 and significance 0.383 <0.55, Ho is accepted, which means there is no significant effect between the information sharing variable on financial variables.
b. Long term relationship variable (X2) obtained t value of 1.822 with a significance level of 0.112. Therefore t count 1.822> t table 1.822 and the significance of 0.112 <0.55 then Ho is rejected and H1 is accepted, which means that there is a significant influence between the long term relationship variable on financial variables.
c. Cooperation variable (X3) obtained t value of 0.053 with a significance level of 0.958. Therefore t arithmetic 0.053 <t table 1.822 and significance 0.958> 0.55 then Ho is accepted, which means that there is no significant effect between the variables of cooperation on financial variables.
d. Process integration variable (X4) obtained t value of 0.792 with a significance level of 0.433. Therefore t arithmetic 0.792 <t table 1.822 and the significance of 0.433 <0.55 then Ho is accepted, which means there is

no significant influence between the process integration variables on financial variables.

4.3.8 Partial Correlation Coefficient

Correlation test is used to analyze whether an independent variable has a positive and significant relationship to the dependent variable, and if there is a significant relationship how the closeness of the relationship between these variables and how far these variables affect other variables. The following Table 4.20 results of the correlation of independent variables (products and prices) to the dependent variable (customer satisfaction):

Tabel 4.21 Bandung Correlations

Control Variables			ISB	LB	CB	PB	YB
-none-[a]	ISB	Correlation	1.000	.528	.464	.295	.344
		Significance (2-tailed)	.	.000	.002	.052	.022
		df	0	42	42	42	42
	LB	Correlation	.528	1.000	.831	.455	.523
		Significance (2-tailed)	.000	.	.000	.002	.000
		df	42	0	42	42	42
	CB	Correlation	.464	.831	1.000	.563	.455
		Significance (2-tailed)	.002	.000	.	.000	.002
		df	42	42	0	42	42

YB	PB	Correlation	.295	.455	.563	1.000	.396
		Significance (2-tailed)	.052	.002	.000	.	.008
		df	42	42	42	0	42
	YB	Correlation	.344	.523	.455	.396	1.000
		Significance (2-tailed)	.022	.000	.002	.008	.
		df	42	42	42	42	0
	ISB	Correlation	1.000	.435	.368	.184	
		Significance (2-tailed)	.	.004	.015	.237	
		df	0	41	41	41	
	LB	Correlation	.435	1.000	.782	.317	
		Significance (2-tailed)	.004	.	.000	.038	
		df	41	0	41	41	
	CB	Correlation	.368	.782	1.000	.469	
		Significance (2-tailed)	.015	.000	.	.002	
		df	41	41	0	41	
	PB	Correlation	.184	.317	.469	1.000	
		Significance (2-tailed)	.237	.038	.002	.	
		df	41	41	41	0	

Tabel 4.22. Yogyakarta Correlations

Control Variables			I	LY	CY	PY	yY
-none-[a]	I	Correlation	1.000	.531	.477	.288	.379
		Significance (2-tailed)	.	.000	.000	.043	.007
		df	0	48	48	48	48
	LY	Correlation	.531	1.000	.846	.443	.526
		Significance (2-tailed)	.000	.	.000	.001	.000
		df	48	0	48	48	48
	CY	Correlation	.477	.846	1.000	.541	.472
		Significance (2-tailed)	.000	.000	.	.000	.001
		df	48	48	0	48	48
	PY	Correlation	.288	.443	.541	1.000	.337
		Significance (2-tailed)	.043	.001	.000	.	.017
		df	48	48	48	0	48
	yY	Correlation	.379	.526	.472	.337	1.000
		Significance (2-tailed)	.007	.000	.001	.017	.
		df	48	48	48	48	0
yY	I	Correlation	1.000	.422	.366	.184	
		Significance (2-tailed)	.	.003	.010	.206	
		df	0	47	47	47	

	Correlation	.422	1.000	.797	.332
LY	Significance (2-tailed)	.003	.	.000	.020
	df	47	0	47	47
	Correlation	.366	.797	1.000	.461
CY	Significance (2-tailed)	.010	.000	.	.001
	df	47	47	0	47
	Correlation	.184	.332	.461	1.000
PY	Significance (2-tailed)	.206	.020	.001	.
	df	47	47	47	0

Correlation test is a test used to determine whether an independent variable (free) has a positive and significant relationship to the dependent variable (dependent) and if there is a positive and significant relationship of how close the relationship between these variables can be seen the results of the interval in Table 3.4. So that in this study the bandung data results obtained that for product variables to information sharing the correlation coefficient value is 0.344 (positive) and the significance value (2-tailed) is 0.000 ie <0.05, it can be concluded that there is a positive and significant relationship between Information sharing variable on financial variables, with the category of relationship obtained is low because it is in the interval 0.2 - 0.399. For the long term relationship variable to the financial variable the correlation coefficient value is 0.523 (positive) and the significance value (2-tailed) is 0.000, that is <0.05, it can be concluded that there is a positive and significant relationship between the variable long term relationship to the financial variable . In this case the relationship category obtained is quite strong because it is in the interval 0.40 - 0.599. For the cooperation variable to the financial variable, the correlation coefficient value is 0.455 (positive) and the significance

value (2-tailed) is 0.000, that is <0.05, it can be concluded that there is a positive and significant relationship between the cooperation variable and the financial variable. In this case the relationship category obtained is quite strong because it is in the interval 0.40 - 0.599. For the process integration variable on the financial variable the correlation coefficient value is 0.396 (positive) and the significance value (2-tailed) is 0.000, that is <0.05, it can be concluded that there is a positive and significant relationship between the process integration variable with the financial variable. In this case the relationship category obtained is low because it is in the interval 0.2 - 0.399. On the other hand, Yogyakarta data results show that for information sharing variables to information sharing the correlation coefficient value is 0.379 (positive) and the significance value (2-tailed) is 0.000, that is <0.05, it can be concluded that there is a positive and significant relationship between variables information sharing on financial variables, with the category of relationship obtained is low because it is in the interval 0.20 to 0.399. For the long term relationship variable to the financial variable the correlation coefficient value is 0.526 (positive) and the significance value (2-tailed) is 0.000, that is <0.05, it can be concluded that there is a positive and significant relationship between the variable long term relationship to the financial variable . In this case the relationship category obtained is quite strong because it is in the interval 0.40 - 0.599. For the cooperation variable to the financial variable, the correlation coefficient value is 0.472 (positive) and the significance value (2-tailed) is 0.000, that is <0.05, it can be concluded that there is a positive and significant relationship between the cooperation variable and the financial variable. In this case the relationship category obtained is quite strong because it is in the interval 0.40 - 0.599. For the process integration variable on the financial variable the correlation coefficient value is 0.337 (positive) and the significance value (2-tailed) is 0.000, that is <0.05, it can be concluded that there is a positive and significant relationship between the process integration variable with the financial variable. In this case the relationship category obtained is low because it is in the interval 0.2 - 0.399.