INFLUENCE CREATIVITY AND SYSTEMS INFORMATION AGAINST MARKETING PERFORMANCE AT PT. SIGLI BRANCH SHARIA PAWNSHOP REGENCY PIDIE

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ABSTRACT

Writing this carried out at PT. Sigli Branch Sharia Pawnshop with object customer and subject research is Creativity, System Information and Marketing Performance, retrieval sample conducted with formula *Solvin sampling* as many as 90 customers, data processing is carried out with equipment analysis multiple Linear regression to two variable that is variable independent (Creativity and Systems Information) against variable dependent ie marketing performance. From testing data analysis is carried out, then the output data is generated with testing multiple linear regression that _ exists influence in a manner simultaneous Among variable Creativity, System Information on Marketing Performance on decisions purchases at PT. Sigli Branch Sharia Pawnshop where Fcount > Ftable with score Fcount of 124,483 meanwhile Ftable of 2.2.705. When seen from testing in a manner Partial or testing regression *coefficients* that partially value _ tcount > ttable that is score variable Creativity 5649, and value System Information of 5,812 meanwhile score t $_{table}$ amounted to 1,986 on the level significance < 0.5 then with thereby accept hypothesis alternative with reject hypothesis zero

Keywords: *Creativity, System Marketing Information and Performance*

INTRODUCTION

Information generated, marketed, and distributed by the various media needed from various creativity and ideas generated by the company in advance company in global competition to win position in the market and attractive consumer or customers as much as possible, as well how company could increase creativity in give good service and provide satisfaction to customer.

Marketing performance will be measured from to what extent level satisfaction consumer the will To do desire with Fulfill needs will relate with company pawnshop because mortgage will could Fulfill will needs in increase values for interest consumer .

In a full business world competition this company must understand needs and wants consumer . For that needed knowledge and creativity company for Fulfill desire consumer . Innovation as step both very important for the business world always developed in line with increasing competition . As step next must using an orientation strategy in promote product or services , creativity company always directed for produce performance capable marketing _ increase growth sales , growth customers and sales volume . Whereas innovation in a manner conventional refers to related breakthroughs _ with product new , so focus innovation is on the product . Mix product could produce market share through differentiation or diversification product / service .

Pawnshop company with put forward the motto " ***Overcome Problem Without problem*** " is stand up since colonial times Dutch with name Van *Leening Bank* with destination for expedite activity the VOC economy on 20 August 1746 in Batavia. at the moment English take power over Indonesia (1811-1816) Bank *Van Leening* owned by government disbanded because ruler moment that no agree that some kind of bank that must held by the government itself . Upon consideration such , then Public given discretion for establish effort pawn origin get licence from government area local called with pattern *licentie stelsel* . it _ no healthy namely the holders licence use opportunity for dredge profit profusely with apply flower

profusely . So that pattern the changed Becomes pattern *pacht system* that is right establish pawnshop given to general give _ payment high amount of money to government .

After Republic of Indonesia independence , start conducted improvement to organization pawnshop and in line with provision government legal status pawnshops too _ change , with publication Regulation Government Replacement Law (PERPU) Number 19 of 1960 and Regulations Government (PP) Number 178 of 1961 stipulates that all capital company _ originated daro government became the State Company (PN) Pegadaian .

PT. Pawnshop Syariat (Persero) Sigli Branch which is located on Trade Street Number 5 City of Sigli is is PT. Pawnshop with amount customers moment this is 937 people, with make various creativity and innovative various service Among other Pawn , Amanah, Arum, MPO (Multi Payment Online), and Mulia that is sale cash credit metal glorious . with various the resulting product will easy and interesting customers for could relate with pawn shop .

Sigli Branch Sharia Pawnshop is solution in answer challenges in the District Pidie Aceh in general because Aceh Province is treated Islamic Sharia , then for could interesting trust Public then PT. Sharia Pawnshops will treat product his pawnshop through suitable producer _

LITERATURE REVIEW
2.1   Definition Creativity .

Definition creative is ability develop / create ideas and ways new different _ from before , meanwhile definition creativity is ability somebody for create Thing new , fine form ideas , works real , deep form *aptitude* or non- *aptitude,* combination from things that have there is or relatively different from what has been there is before , (Utami Munandar , 2009:68-70). However creativity is existing instincts _ since birth , creativity no develop with itself , however need stimulation from the environment .
Widayatun (2008:56), creativity is something ability for solve problem , which gives individual creating original / adaptive ideas function utility in a manner full for growing . The definition of the process dimension is effort define creativity that focuses on thought processes so that come up with ideas or creative . Utami Munandar (2004:74) explains that creativity is a process or reflecting ability _ smoothness *(flexibility)* , and *originality* in think as well as ability for as well as ability for elaborating (developing , enriching , detailing) a idea .

2.3   Definitions System Information
According to Laudon (2005:9) System Information is gathering from mutually exclusive components relate Among one component _ with the other components , where gathering the used for collect , process , store and distribute information for support in taking decision and control in the a company . Whereas according to Jogiyanto (2005:33) System Information is something system that is the goal produce information .
kindly concept , application system implemented information _ in the business world classified in a number of way . A number of type system information could classified as system information operation or management .
2.4   Definition of Performance
The word "Performance" is given term _ for the word *"performance* " inside vocabulary language English which is profession or deed , then in dictionary Indonesian meaning _ defined performance _ as something to be achieved , the achievement shown and the will work . In more understanding _ broad , the words performance always words such as job performance or work performance are used which are meaningful results work or achievement . From the description above about definition performance as achievement and will work , then   generally experts _ management give the same meaning Among performance with performance work or productivity work .

Robbins (2007:212), defines performance work employee as results work somebody employee During period certain compared with various possibility , for example standards , targets / targets or criteria that have been determined especially before and have agreed together . Bya because that performance work generally concerns with profession or type profession human doing _ job and abilities / skills _ as well as environment from work _ the .

2.5   Definition Marketing .

Kotler and Armstrong (2006:73) explain marketing is a social and managerial process , with which individuals and groups obtain what are they need and want , with create and mutually exchange products and values one each other.

Whereas according to Stanton (2006:79) defines marketing is a whole system from activities intended business _ for plan , determine price , promote and distribute satisfactory goods and services _ needs good to existing buyers _ nor buyer potential .

From understanding marketing above , there is a number of necessary concept _ note , namely :

1. Needs is something circumstances when he felt no fasting base certain in nature exists and is located in body and condition human .
2. Desire that is strong will _ will specific filler _ to more needs _ deep earlier .
3. Request is desire to products certain supported by a _ ability and will for buy it .
4. Product is something that can offered to somebody for satisfying something needs and wants .
5. Value is estimate consumer to capacity product in a manner whole for satisfying his needs .

1.6   Definition Superiority Compete sustainable .

Superiority compete is method fulfilled if customer obtain consistent difference _ in the most important attribute from the resulting product compared competitors , where difference the is impact direct from gaps / capabilities Among producer and its competitors , the performing company innovation sustainable looked at as source superiority compete , Prakosa , Hadi (2005:106).

Measurement superiority compete state there is two footing in reach superiority compete , first is superiority source consisting power _ from superiority expertise and excellence in ingredient raw , then the second is superiority position consisting _ from superiority relatively low cost and advantages score for customers , then the indicator of excellence compete sustainable use _ is worth , different with others and no easy replaced .

METHODS

3.1. Location and Research Object

this research conducted at PT. Sigli Branch Sharia Pawnshop Regency Pidie , where o the object of research is is the influence of Creativity and Systems Information to Marketing Performance Innovation and Excellence Compete sustainable .

3.2. Population and Research Sample

The population in this study are all consumers at PT . Sigli Branch Sharia Pawnshop . From a number of user population PT. Sigli Branch Sharia Pawnshop , then writer use method taking sample in a manner *accidental sampling* that is taking sample in a manner random , that is that sample taken _ is no definite , meaning because population homogeneous ones only contain one feature , with thereby the desired sample could taken in a manner just any (random) , Suharsimi Arikunto , (2005:95), then sample in research this are consumers who at PT. Sigli Branch Sharia Pawnshop a number of 100 people as represent population ,

3.2. Data collection technique

collection techniques in research this is using primary data sourced from the correspondence obtained with give respondent . For complete all necessary data in arrange study this , author get initial data nor materials that exist in PT. Sigli Branch Sharia Pawnshop as well as related references with research this . however thereby writer in retrieve compression data or approach as following :

- Questionnaire
  The collection was carried out by distributing structured questionnaires containing written questions to 1 0 0 respondents who were consumers at PT. Sigli Branch Sharia Pawnshop Documentation
- Interview , is technique data collection with stage communication direct in question and answer form with authorized parties _ or existing employees at PT . Sigli Branch Sharia Pawnshop .
- Study Library *(library research),* method data collection with quote results from a number existing books and opinions of experts _ relationship with the research topic this .

3.4. Measurement Scale

Qualitative data collected from the dissemination results questionnaire analyzed further into quantitative data by giving a value (*score*) for each option using a Likert scale. The determination of the value of the choice is limited to an interval of 1. The scores of these choices include 1,2,3,4 and 5. The composition of each of these choice values is as follows:

Table 3.1
Measurement Scale

No.	Choice	Score
1.	Strongly Disagree	1
2.	Don't agree	2
3.	Disagree	3
4.	Agree	4
5.	Strongly agree	5

3.5. Data Analysis Tools

Testing and analysis of primary data was carried out using the SPSS (*Statistical Product and Service Solution*) tool with the formulation of multiple linear regression (*Multiple Regression*) as follows, (Umar, 2003) :

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

where:

Y = Marketing Performance Innovation and Excellence Compete Sustainable
a = Constant
b_1 = Creativity regression coefficient
b_2 = System regression coefficient Information
X_1 = K r eativity
X_2 = System Information
e = errors

3.6. Operational Variables

The operationalized variables in this study consist of 1 dependent variable , namely Marketing Performance Innovation and Excellence Compete Continuity , and 2 independent variables (*Independent*), namely Creativity (X_1) , and System Information (X_2) .

No	Variable	Variable Definitions	Indicator	Size	Scale	Question Items

	dependent					
1	Marketing Performance Innovation and Excellence Compete Sustainable (Y)	Competitive advantage is an advantage over competitors that is gained by delivering greater customer value, through lower prices or by providing more benefits in accordance with higher pricing , According to Kotler (2006:95),	• Market opportunities • Development • Growth sale • Kemp strategy cost inexpensive • Differentiation Strategy • Focus Strategy	1-5	inte rval s	A1-A 6
	Independent					
2.	C r ativity (x1)	Utami Munandar (2004:74) explains that creativity is a process or ability that reflects fluency (*flexibility*) , and *originality* in thinking as well as the ability to elaborate (develop, enrich, detail) an idea.	• Power Imagination • Give idea . • Which solution Innovative	1-5	inte rval s	B1-B 3
3.	System Information (x2)	According to Robert A. Leitch (2008: 212) an information system is a system within an organization that meets the needs of managing daily transactions, supports operations, is managerial and strategic activities of an organization and provides certain external parties with the necessary reports.	• Facility technology • Media • Procedure	1-5	inte rval s	C 1-C 3

3.7. Hypothesis test

Hypothesis testing can be described as follows:
Ha 1 :   Creativity and Systems _ Information effect on Marketing Performance Innovation .
Ha 2 :   Creativity and Systems _ Information effect on Excellence compete Sustainable .
H o1 :   Creativity and Systems _ Information no effect on Marketing Performance Innovation .
H o2 :   Creativity and Systems _ Information no effect on Superiority compete Sustainable .
To test the hypothesis in this study the authors used the F test and t test, namely at the 95% *confidence interval* or the error rate (alpha) α of 0.05.
-   If t_{count}

$_{nt}$ statistics > t $_{table\ statistics}$, then Ha is accepted
-   If t_{count}

$_{nt}$ statistics < t $_{table\ statistics}$, then Ha is rejected
-    If F statistic $_{count > F\ table}$ statistic , then Ha is accepted
-    If the $_{calculated\ F\ statistic}$ < F table statistic , then Ha is rejected
To prove the hypothesis, apart from comparing t $_{count}$ with t $_{table}$ or F $_{count}$ with F $_{table,}$ one can also use probability values or significant values. At the confidence level (95% *confidence interval*) or the error rate (alpha) α is 0.05 then if the significant value is between (0 - 0.05) then Ha is accepted and vice versa if the significance value is less than 0 or more than 0.05 then Ha rejected.

3.8. Reliability and Validity Test
3.8.1. Reliability Test

To measure the reliability of the questionnaire used, the reliability test was used. This test interprets the correlation between the scale created and the existing variable scale. According to Malhotra (2005) the minimum *Cronnbach Alpha coefficient* accepted is above 0.60.

3.8.2. Validity test

The validity test was carried out statistically, namely by using the Person Product-Moment test with the help of *Coefficient of Correlation analysis* at a significant level of 5%. Valid questionnaire data are those that have a correlation value above the significant degree level of 5%, so that statements from question items are significant and have construct validity or have internal consistency, *which* means that the question items can measure the same aspect.

3.9. Assumption Test Classic

1. Normality Test

Destination from perform the normality test of course just for knowing is something normal variable or no that is with use multiple linear regression on the discussion data analysis .

2. Multicollinearity Test .

Testing this meant for knowing there is nope relationship perfect linear relationship between variables independent . If connection Among all variable or a number of variable explanation is very meaningful occur too big so t- count betoo small and insignificant multi collinearity test in study this conducted with use *Factor Inflating Variables*

 RESU L TS AND DISCUSSION

4.1 Characteristics Respondents _

In study this respondent is customers , because who wants try be measured is performance marketing at PT. Sigli branch of the Sharia Pawnshop , remember taking sample conducted to number of customers population already erratic namely 937 customers , then writer take sample with formula Solvin is 90 people sample with characteristics are :

From analysis statistical data processing obtained result that _ level frequency type woman more dominant than men , where _ percentage women 51.1%, meanwhile 48.9% men related with Pawnshop Syariah Sigli .

Viewed from level age respondent as table above , that is that age not enough from 20 years is 1.1%, rate 20 years old until with 30 years by 17.8%, at the age of 31 years until with 40 years level percentage was 26.7%, at the age of 41 years until with 50 years level percentage respond is 46.7%, and rate age respondent above 50 is 7.8%, with thereby that the most age transaction with PT. Sigli Branch Sharia Pawnshop is 41 years arrived with 50 years .

Last education respondent is junior high school level of 15.6%, high school level of 56.7%, and for education D3 respondents were 7.8%, meanwhile education final respondent S1 level by 20.0%, then character more respondents _ stand out is high school level ,

TABLE 4-1

RESPONDENT CHARACTERISTICS

No	characteristics	frequency	Percentage

1	Type sex		
	• Man	44	48.9
	• woman	46	51.1
2.	Age Respondents		
	• < 20 yrs	1	1.1
	• 21 – 30 yrs	16	17.8
	• 31 – 40 yrs	24	26.7
	• 41 – 50 yrs	42	46.7
	• Over 50 yrs	7	7.8
3.	Last education		
	• junior high school	14	15.6
	• high school	51	56.7
	• Diploma	7	7.8
	• Bachelor	18	20.0
4.	Marital Status		
	• Not yet married	16	17.8
	• Marry	74	82.2
5.	Work		
	• civil servant	16	17.8
	• Self-employed	57	63.3
	• Student / Student	9	10.0
	• Employee	6	6.7
	• farmer	2	2.2
	Amount	90	100.0

Data source processed in 2016

For the status of the respondent is respondents who have not Marry as much as 17.8%, meanwhile respondents who have Marry is as much as 82.2%, p this assume to our that many have families in need needg finance in complete problem and one hope is with PT services Sigli Branch Sharia Pawnshop .

Viewed from work respondent is apparently more _ stand out respondent whose job Private / self-employed as much as 63.3%, civil servants as much as 17.8%, so on followed by students / students as much as 10.0%. Employee as much as 6.7%, and farmers as much as 2.2%.

4.2.   Test Validity and Reliability .
4.2.1   Validity Test .

Validity test have meaning if move from 0.00 to with 1.00 and the minimum limit of the coefficients correlation already considered satisfying if r = 0.195, test the validity to grain questionnaire variable free and variable bound with use help *SPSS 16.0 for windows.*

Spread questionnaire in the validity and reliability tests given
to 90 respondents   research , from 90 questions obtained _   all
question   declared valid and can used for conducted study more further , as in the table under this :

TABLE 4.2

DATA VALIDITY TEST RESULTS

Variable	Statement Items	Correlation coefficient	Critical Value 5% (N=100)	Information
Creativity _ (X1)	X1.1	0.577	0.205	Valid
	X1.2	0.796	0.205	Valid
	X1.3	0.895	0.205	Valid
	X1. 4	0893	0.205	Valid
System Information (X2)	X2.1	0.707	0.205	Valid
	X2.2	0.925	0.205	Valid
	X2.3	0.325	0.205	Valid
	X2. 4	0891	0.205	Valid
Performance Marketing (Y)	Y1	0.636	0.205	Valid
	Y2	0.888	0.205	Valid
	Y3	0.781	0.205	Valid
	Y 4	0.878	0.205	Valid

Primary data source 2016 (processed).

From the results analysis for data validity that all statement items is valid because score significant is under value 0.5, and if seen from all variable good variable independent and variable dependent is obtained score more correlation (r- count) . tall than value _ critical level _ 95% confidence is 0.205, or in other words r count > r table , with thus the data could continued for study this .

4.2.2 Reliability Test

Procedure testing reliability to be used in study   this is coefficient reliability *alpha* . Data for count *coefficient alpha reliability* obtained through presentation one form applied scale _ only very just in groups respondent . The data reliability test is a level test reliability a data or questionnaire used , then _ in study this using reliability test based on The familiar *Croanbach Alpha* used in studies social . Analysis this use Among scale made _ with compare with existing scale , according to Malhotra (2005 : 235) the minimum coefficient that can be accepted above 0.60 .

Based on results testing performed _ as in table 4.6 below this is that from all question items in questionnaire obtained all statement reliable with the Cronbach Alpha standard was used is 0.60

TABLE 4.3

RELIABILITY TEST RESULTS

[4]

No	Variable	Variable Items	Alpha value	Information
1.	Creativity (X1)	4	0814	reliable
2.	System Information (X2)	4	0.788	reliable
3.	Marketing Performance (Y)	4	0.813	reliable

Primary data (processed) 2016

From the table above can be explained that *alpha* for each variable independent that is for factor Creativity (X1) with level alpha value 0.814 (81.4%), for factor System Information (X2) is score the alpha is 0.788 or (78.8%), meanwhile for variable dependent that is Marketing Performance factors obtained alpha value is 0.813 or (81.3%), with thereby measurement to to two variable the point level reliability because exceed as already _ set according to Malhotra (2005:235).

4.3.Analysis descriptive Statistics
4.3.1 Perception To Variable Creativity

Analysis descriptive is answer respondent about variable creativity based on answers respondents so that the questions there are in questionnaire distributed to respondents , variations _ answer respondent for variable creativity could seen in the table under this :

TABLE 4.4

RESPONDENT FREQUENCY DESCRIPTION FOR
CREATIVITY VARIABLES

No	Variable Description	Strongly Disagree		Disagree _		Disagree _		Agree		Totally Agree		Average
		F	%	F	%	F	%	F	%	F	%	
1.	Power Imagination	0	0.0	4	4.4	21	23.3	46	51.1	19	21.1	3.89
2.	Give Idea	0	0.0	7	7.8	25	27.8	39	43.3	19	21.1	3.78
3.	Which solution Innovative	2	2.2	2	2.2	19	21.1	42	46.7	25	27.8	3.96
4.	Solving Problem	1	1.1	5	5.6	18	20.0	41	45.6	25	27.8	3.93
Average												3.89

Primary data (processed) 2016

Based on table above _ indicator Imagination , respondent say absolutely no agree 0, stated no agree 4 respondents (04.4%), stating not enough agree 21 respondents (23.3%), stated agreed 46 respondents (51.1%), while those who strongly agreed were 19 respondents (21.1%).

For PT indicator Sigli Branch Sharia Pawnshop give ideas , respondents say absolutely no agree 0, stated no agree 7 respondents (7.8%), stating not enough agree 25 respondents (27.8%), stated agreed 39 respondents (43.3%), while those who strongly agreed were 19 respondents (21.1%).

For PT indicator Sigli Branch Sharia Pawnshop give innovative solutions , respondents _ say absolutely no agree 2 respondents (2.2%), stated no agreed 2 respondents (2.2%), who stated not enough agree 19 respondents (21.1%), stated agreed 42 respondents (46.7%), while those who strongly agreed were 25 respondents (27.8%).

Based on results observation to factor solving problem with existence of PT. Sigli Branch Sharia Pawnshop respondent say absolutely no agreed 1 respondent (1.1%) stated no agreed 5 respondents (5.6%), who stated not enough agree 18 respondents (20.0%), stated agreed 41 respondents (45.6%), while those who strongly agreed were 25 respondents (27.8%).

on variables creativity obtained the average value of 3.89 which is significant that respondents (customers) stated good that creativity at PT. Sigli Branch Sharia Pawnshop in increase results performance marketing .

4.3.2 Perception To Variable System Information .

System information used _ is for could influence or give access wide to public in right utility product at PT. Sharia Pegadaian Sigli Branch , and the public feels affected with the information system provided by PT. Sigli Branch Sharia Pawnshop customers will could knowing profusely products offered and benefits _ its use as well as profit to second slow down party , in Thing this response customers of the information system used at PT. Sigli Branch Sharia Pawnshop like shown in the table following this :

TABLE 4.5

RESPONDENT FREQUENCY DESCRIPTION FOR
INFORMATION SYSTEM VARIABLES

No	Variable Description	Strongly disagree		Disagree _		Disagree _		agree		Totally agree		Average
		F	**%**	**F**	**%**	**F**	**%**	**F**	**%**	**F**	**%**	
1.	Facility Technology	0	0.0	5	5.6	17	18.9	37	41.1	31	34.4	4.04
2.	Media	1	1.1	6	6.7	14	15.6	45	50.0	24	26.7	3.94
3.	Procedure	0	0.0	0	0.0	33	36.7	37	41.1	20	22.2	3.86
4.	Source power network	0	0.0	5	5.6	15	16.7	46	51.1	24	26.7	3.99
Average												3.96

Primary data (processed) 2016

Based on results analysis indicator facility technology , respondent say absolutely no agree 0, stated no agree 5 respondents (5.6%), stating not enough agree 17 respondents (18.9%), stated agreed 37 respondents (41.1%), while those who strongly agreed were 31 respondents (34.4%).

For media indicators used by PT. Sharia Pegadaian Sigli Branch , respondent say absolutely no agree 1 respondent (1.1%), stated no agreed 6 respondents (6.7%), who stated not enough agree 14 respondents (15.6%), stated agreed 45 respondents (50.0%), while those who strongly agreed were 24 respondents (26.7%).

For indicator procedures applied to PT . Sharia Pegadaian Sigli Branch , respondent say absolutely no agree 0 respondents (0.0%), stated no agree 0 respondents (0.0%), stating not enough agree 33 respondents (36.7%), stated agreed 37 respondents (41.1%), while those who strongly agreed were 20 respondents (22.2%).

Whereas for factor source power network in convey message to customers by PT. Sigli Branch Sharia Pawnshop respondent say absolutely no agree 0 respondents (0.0%), stated no agreed 5 respondents (5.6%), who stated not enough agree 15 respondents (16.7%), stated agreed 46 respondents (51.1%), while those who strongly agreed were 24 respondents (26.7%).

on variables system information used by PT. Sigli Branch Sharia Pawnshop obtained the average value of 3.96 which is significant that respondents (customers) stated approach good on the system information used _ in increase results performance marketing .

4.3.3 Perception To Marketing Performance Variables .

Marketing performance is draft for measure performance performance marketing something product , target to be achieved as well as growth sales made by a _ company or a product , performance marketing at PT. Sigli Branch Sharia Pawnshop could seen darai amount more customers _ increase and market opportunities , development sales , growth sales , as well score something resulting product _ as well as enjoyed or liked by the community , for analyze following could seen from description frequency respondent from variable performance marketing at PT. Sigli Branch Sharia Pawnshop as seen in the table below this :

TABLE 4.6

RESPONDENT FREQUENCY DESCRIPTION FOR
MARKETING PERFORMANCE VARIABLES

No	Variable Description	Strongly disagree		Disagree _		Disagree _		agree		Totally agree		Average
		F	**%**	**F**	**%**	**F**	**%**	**F**	**%**	**F**	**%**	
1.	Market Opportunity	0	0.0	3	3.3	24	26.7	39	43.3	24	26.7	3.93
2.	Development	0	0.0	5	5.6	14	15.6	46	51.1	25	27.8	4.01
3.	Growth sale	1	1.1	6	6.7	18	20.0	39	43.3	26	28.9	3.92
4.	A Value Product	0	0.0	3	3.3	16	17.8	46	51.1	25	27.8	4.03
Average												3.95

Primary data (processed) 2016

Based on results analysis indicator facility market opportunities , respondents say absolutely no agree 0, stated no agree 3 respondents (3.3%), stating not enough agree 24 respondents (26.7%), stated agreed 39 respondents (43.3%), while those who strongly agreed were 24 respondents (26.7%).

For indicator development marketing on PT . Sharia Pegadaian Sigli Branch , respondent say absolutely no agree 0 respondents (0.0%), stated no agree 5 respondents (5.6%), stating not enough agree 14 respondents (15.6%), stated agreed 46 respondents (51.1%), while those who strongly agreed were 25 respondents (27.8%).

For indicator growth sales at PT. Sharia Pegadaian Sigli Branch , respondent say absolutely no agreed 1 respondent (1.1%) stated no agreed 6 respondents (6.7%), who stated not enough agree 18 respondents (20.0%), stated agreed 39 respondents (43.3%), while those who strongly agreed were 26 respondents (28.9%).

Whereas for factor score something product for community at PT. Sigli Branch Sharia Pawnshop respondent say absolutely no agree 0 respondents (0.0%), stated no agreed 3 respondents (3.3%), who stated not enough agree 16 respondents (17.8%), stated agreed 46 respondents (51.1%), while those who strongly agreed were 25 respondents (27.8%).

on variables performance marketing product at PT. Sigli Branch Sharia Pawnshop obtained the average value of 3.95 which is significant that respondents (customers) stated approach good at performance marketing at PT. Sigli Branch Sharia Pawnshop .

4.4   Assumption Test Classic .
4.4.1 Normality Test .

Normality test is effort for determine whether variable data owned _ approach population normal distribution or no , data that is normally distributed is data that has normal curve , the residual variable that

a normal distribution would be located around the horizontal line (no scattered far from the diagonal line). Based on from normal image P_P Plot addressed spread *standardized residuals* is at in range of diagonal lines, as shown in the picture following this :

Normal P-P Plot of Regression Standardized Residual
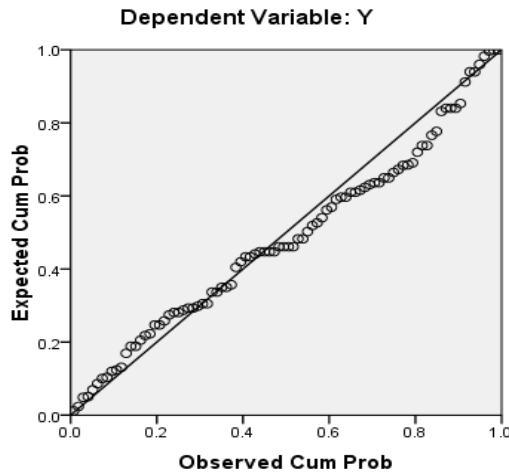
Basis of taking decision for detect normalcy is if the data spreads around the diagonal line and follows diagonal direction , then the regression model Fulfill assumption normality . In the output above could is known that the data spreads around and follows the diagonal line, then the data is distributed   with normal and regression models has Fulfill assumption normality .

4.4.2 Multicollinearity Test
Multicollinearity Test is circumstances where Among two variable independent or more on the regression model occur perfect linear relationship or approach perfect . Good regression models _ requires no exists problem with Multicollinearity , for detect there is nope Multicollinearity there is a number of method , among others by method compare value of r^2 with R^2 results regression or with see score *tolerance* and VIF *(Variance Inflating Factor)* of each variable independent to dependent variable . When *Variance Inflating Factor* (VIF) < 5 then no occur multicollinearity or non multicollinearity ,
results testing addressed to the table following this :

TABLE 4.7

MULTICOLINEARITY TEST

Model	*Collinearity Statistics*	
	tolerance	*VIF*
(Constant)		
Creativity (X1)	0.458	2,183
System Information (X2)	0.458	2,183

a. Dependent Variable: Marketing Performance

Based on table above _ could explained that _ from the variables studied point that VIF *(Variance Inflating Factor)* value more small from number 10, here could concluded that _ in study this no occur multicollinearity .

4.5   Analysis Influence Creativity and information systems Against Marketing Performance At PT. Sigli Branch Sharia Pawnshop .

Test influence second variable the is test equality regression for knowing influence creativity and information systems to performance marketing at PT. Sharia Pegadaian Sigli Branch , analysis the is as seen in the equation table following this :

TABLE 4.8

ANALYSIS OF THE INFLUENCE OF CREATIVITY AND INFORMATION SYSTEM ON MARKETING PERFORMANCE AT PT. SIGLI BRANCH SHARIA PAWNTOWN

Model	Unstandardized Coefficients		Standardized Coefficients	tcount	ttable	Sig.
	B	*std. Error*	*Betas*			
1 (Constant)	0939	0.974		0.964		0.338
Creativity	0.439	0.078	0.455	5,649	1986	0.000
Information Systems	0.513	0.088	0.469	5,812	1986	0.000

a. Dependent Variable: Performance_Marketing

From the results output equation above with the regression model is used double , then form the similarities as following :
Y = 0.939 + 0.439 + 0.513

From the equation multiple linear regression above _ could explained as following :
1.   From the results of this study, a constant value of 0.939 was obtained, meaning that if the Creativity and Information System variables can be considered constant, then the value of customer satisfaction felt at PT. Sharia Pegadaian Branch Sigli 0.939, meaning that respondents see marketing performance at PT. The Sigli Branch of Sharia Pawnshops is given a rate of 93.9%.
2.   Creativity regression coefficient at PT. Sigli Branch Sharia Pawnshops (X_1) of 0.439 means that every 100% change in the creativity variable at PT. Pegadaian Syariah Sigli Branch , it will relatively increase Marketing Performance by 43.9%, thus the better the Creativity carried out by PT. Sharia Pegadaian Sigli Branch , the higher the level of Marketing Performance at PT. Sigli Branch Sharia Pawnshop .
3.   The Information System regression coefficient used at PT. Sharia Pegadaian Sigli Branch (X_2) of 0.513 means that every 100% improvement in the Information System variable used at PT. Pegadaian

Syariah Sigli Branch , it will relatively increase Marketing Performance by 51.3%, thus the better the Information System used by PT. Sharia Pegadaian Sigli Branch , the higher the level of Marketing Performance at PT. Sigli Branch Sharia Pawnshop .

4. Based on the results of the data analysis above, we can also know that the Information System variable with a regression coefficient value of 0.513 has a dominant influence on the level of Marketing Performance at PT. Sigli Branch Sharia Pawnshop .

4.6   Coefficient Test Determination (R^2).
On explanation earlier above on the coefficients The regression outlines
 influence on three variable that is variable Creativity and Systems Information on Marketing Performance at PT. Sigli Branch Sharia Pawnshop , then follow this for knowing relationship could explained on the table following ;

TABLE 4.9

SUMMERY MODEL (RELATED CREATIVITY AND INFORMATION SYSTEM VARIABLES TO MARKETING PERFORMANCE

Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Change Statistics				
					R Square Change	FChange	df1	df2	Sig. FChange
1	.861 [a]	.741	.735	1,361	.741	124,483	2	87	.000

a. Predictors: (Constant), System_Informasi , Creativity

b. Dependent Variable: Performance_Marketing

From the above equation could is known through study this is as following :
1. coefficient Correlation (R) = 0.861, p this showing that Creativity and Systems Information used _ have good relationship _ on Marketing Performance at PT. Sigli Branch Sharia Pawnshop whereas the remaining 0.139 or 13.9% is influenced by other factors outside study this .
2. coefficient Determination (R^2) = 0.741 or by 74.1% meaning changes made to Marketing Performance at PT. Sigli Branch Sharia Pawnshop could explained by variables Creativity and Systems Information (SI).

4.7   Simultaneous Test (Statistical Test F).
F statistic test is a test for show is all variable
included independents _ in models have influence together every variable . Test it with compare Among score F $_{count}$ with score F $_{table}$ with use score level significant 5%, then result is if score F $_{count}$ more big from score Ftable so in a manner together or simultaneously variable independent influence variable dependent , and vice versa if score F $_{count}$ more small than value _ F $_{table}$ so in a manner together same or simultaneously variable independent no influence variable dependent , p this can also be seen on the value probability = 5%, for more he explained could see in the table below this :

TABLE 4.10

RESULTS OF THE SIMULTANEOUS TEST (STATISTICAL TEST F)

	Model	Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	461,004	2	230,502	124,483	0.000a
	residual	161,096	87	1852		
	Total	622,100	89			

a. Predictors: (Constant), System_Informasi , Creativity

b. Dependent Variable: Performance_Marketing

From the ANOVA test or the F test above , we get score F_{count} of 124,483 with level significance 0.000. because score $F_{count} > F_{table}$ 2705 and value its significance more small of 0.05, then the regression model this could used for predict performance marketing (variable dependent) or in other words can said that in a manner together variable free (Creativity and Systems Information) effect to variable bound namely Marketing Performance (Y).

4.8 Partial Test (Statistical Test t).

The t-test was used for test influence variable independent in a manner Partial to variable dependent . Procedure the test as following :

1. Testing b_1 (Creativity), with determine hypothesis null and alternative hypothesis where $H_0 : b_1 = 0,$ it means Creativity (X1) no influential on Marketing Performance at PT. Sigli (Y) Branch Sharia Pawnshop . whereas $Ha : b_1 \neq 0,$ it means Creativity (X1) has an effect on Marketing Performance at PT. Sigli (Y) Branch Sharia Pawnshop .
2. Testing b_2 (System Information), with determine hypothesis zero and the alternative hypothesis where $H_0 : b_2 = 0$, that is System Information (X_2) is not influential on Marketing Performance at PT. Sigli (Y) Branch Sharia Pawnshop . while $Ha : b_2 \neq 0$, that is System Information (X_2) effect to satisfaction customers at PT. Sigli Branch Sharia Pawnshop .

Partial testing to see whether or not the influence of each independent variable (X) individually on the dependent variable (Y) is real by testing the t - test statistic . If the results of statistical calculations are significant 5% obtained $t_{count} > t_{table}$ or a significant value t <0.05 then H0 is rejected, and Ha is accepted , for example shown in the table under this :

TABLE 4.11
Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	tcount	ttable	Sig.
	B	std. Error	Betas			
1 (Constant)	0939	0.974		0.964		0.338
Creativity	0.439	0.078	0.455	5,649	1986	0.000
Information Systems	0.513	0.088	0.469	5,812	1986	0.000

a. Dependent Variable: Performance_Marketing

On Creativity Variables (X_1) it is known that the value of t_{count} = 5,649 with a significance level of 0.00 0 , then Ha is accepted and H 0 is rejected because t count $_{(}$5,649) > t $_{table}$ (1,986). So it can be concluded that the Creativity variable partially has a positive and significant effect on the Marketing Performance variable at PT. Sigli Branch Sharia Pawnshop .

On Variables System The information used (X_2) is known that the value of t_{count} = 5,812 with a significance level of 0.00 0 , then Ha is accepted and H 0 is rejected because t count $_{(}$5,812) > t $_{table}$ (1,986). So it can be concluded that the System variable The information used partially has a positive and significant effect on the Marketing Performance variable at PT. Sigli Branch Sharia Pawnshop (Y).

4.9.   Hypothesis H test .

Hypothesis test conducted is with see level significant on the t test, where variable independent to variable dependent in a manner partial , proof hypothesis is as following :
1.   Variable Creativity (X_1) is obtained score t $_{count}$ 5,649 > t $_{table}$ 1,986 and value significant is 0.000 < 0.05 so could taken something hypothesis that with reject hypothesis zero (H0) and accept alternative hypothesis (Ha), then statistical test results mention variable creativity take effect in a manner significant to performance marketing at PT. Sigli Branch Sharia Pawnshop .
2.   Variable System Information (X_2) is obtained score t $_{count}$ 5,812 > t $_{table}$ 1,986 and value significant is 0.000 < 0.05 so could taken something hypothesis that with reject hypothesis zero (H0) and accept alternative hypothesis (Ha), then statistical test results mention variable System Information take effect in a manner significant to performance marketing at PT. Sigli Branch Sharia Pawnshop .

Conclusion.
1.   Study this carried out at PT Pegadaian Syariah Sigli Branch with object study carried out on customers at PT Pegadaian Syariah Sigli Branch , while the focus is study or subject study is Creativity , System Marketing information and performance at PT Pegadaian Syariah Sigli Branch .
2.   Study this conducted characteristic quantitative with measurement in a manner multiple linear regression to sample a number of 90 respondents or taken customers _ in a manner *Solvin sampling* because respondents who have erratic .
3.   From the results data processing can obtained result that _ exists influence Variable Creativity on Marketing Performance with T $_{count}$ > T $_{table}$ on the rate significant 0.000, where score T $_{count}$ 5.649 > whereas score T $_{table}$ 1986, meanwhile for variable System Information take effect on Marketing Performance on value probability 0.000, where score T $_{count}$ 5.812 > whereas score T $_{table}$ 1989.
4.   Test results in whole or ANOVA Test (Simultaneous) which is that in a manner together variable Creativity and Systems Information take effect to Marketing Performance Variables with where score F $_{count}$ 124,483 > meanwhile score F $_{table}$ 2,705 on value significant 0.000.

5.1   Suggestion.

From the results research , author could give some suggestions for repair in taking decision strategic for company , as following :

1. PT. Sigli Branch Sharia Pawnshop Keep going try repair performance marketing with various creativity and innovative every products for customers feel satisfied in transact with PT. Sigli Branch Sharia Pawnshop .
2. For could tie heart consumers and influences consumers (customers), then PT . Sigli Branch Sharia Pawnshop make an effort use the maximum information system and expand all network communication .
3. PT . Sigli Branch Sharia Pawnshop Keep going make an effort create products new familiar and touched heart consumer as well as could give benefit second split party .
4. Expected to PT. Sigli Branch Sharia Pawnshop always make an effort give good impression _ to consumers (customers) and can provide an image to that customer _ PT . Sigli Branch Sharia Pawnshop truly could release they from distress .

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