DAFTAR LAMPIRAN

Lampiran 1. Daftar Penelitian Terdahulu

No	Nama Peneliti	Judul Penelitian	Hasil Penelitian
1	(Fornell, 1992)	*A National Customer Satisfaction Barometer: The Swedish Experience*	• *Customer Satisfaction* Meningkatkan *Customer Loyalty*
2	(Doney & Cannon 1997)	*An Examination of The Nature of An Examination of The Nature of Trust in Buyer-Seller Relationships*	• *Customer Trust* Meningkatkan *Customer Loyalty*
3	(Allan & Raharso, 2008)	*The Impact of Switching Costs on Customer Loyalty: A Study Among Customers of Mobile Telephony*	• *Customer Satisfaction* Tidak Meningkatkan *Customer Loyalty*
4	(Huang *et al.*, 2012)	*Exploring the impacts of involvement and flow experiences in Second Life on people's travel intentions*	• *Customer Interactivity meningkatkan Customer Flow Experience*
5	(Vuuren *et al.*, 2012)	*Customer Satisfaction, Trust and Commitment as Predictors of Customer Loyalty Within an Optometric Practice Environment*	• *Customer Satisfaction* Meningkatkan *Customer Loyalty* • *Customer Trust* Meningkatkan *Customer Loyalty* • *Customer Commitment* Meningkatkan *Customer Loyalty*
6	(Yap *et al.*, 2012)	*Satisfaction and Trust on Customer Loyalty: A Pls Approach*	• *Customer Trust* Meningkatkan *Customer Loyalty* • *Customer Satisfaction* Meningkatkan *Customer Loyalty*.
7	(Syah, 2013)	*Perbedaan Pengaruh Citra Merek Dan Reputasi Perusahaan Terhadap Kualitas Produk, Nilai Pelanggan Dan Loyalitas Pelanggan Di Pasar Bisnis*	• Pelanggan Yang Puas Dan Loyal Akan Rela Memberikan Positive Wom Kepada Para Konsumen
8	(Hsu & Chen, 2014)	*The Influence of Customer Participation and Service Involvement on Customer Satisfaction*	• *Customer Involvement* Meningkatkan Terhadap *Customer Participation* • *Customer Involvement* Meningkatkan Terhadap *Customer Satisfaction* • *Customer Satisfaction* Meningkatkan Terhadap *Customer Loyalty*

No	Nama Peneliti	Judul Penelitian	Hasil Penelitian
9	(Rehman *et al.*, 2014)	*The Effects of Brand Experience, Satisfaction and Trust on Brand Loyalty; An Empirical Research on The Internet Services of Cellular Companies in Pakistan*	• *Customer experience* meningkatkan terhadap *customer satisfaction* • *Customer satisfaction* meningkatkan terhadap *customer loyalty* • *Customer trust* meningkatkan terhadap *customer loyalty*
10	(Dessart, 2015)	*Consumer Engagement in Online Brand Communities*	• *Customer participation* meningkatkan CBE
11	(Hamza, 2015)	*Case Study: A Study on The Influences of Customer Knowledge Towards Customer Involvement and Customer Satisfaction with Special Reference to Purchasing of Mobile Phones*	• *Customer involvement* meningkatkan *customer satisfaction*
12	(Khan *et al.*, 2015)	*Customer Service Experience in Hotel Operations: An Empirical Analysis*	• *Customer experience* meningkatkan *customer satisfaction* • *Customer satisfaction* meningkatkan *customer loyalty* • *Customer loyalty* meningkatkan wom
13	(Altunel & Kocak, 2016)	*The Roles of Subjective Vitality, Involvement, Experience Quality, And Satisfaction in Tourists' Behavioral Intentions*	• *Customer involvement* meningkatkan *customer experience* • *Customer experience* meningkatkan *customer satisfaction* • *Customer involvement* meningkatkan *customer satisfaction*
14	(Seesaiprai, 2016)	*The Effects of Service Innovation and Service Quality on Customer's Loyalty in Small Service Enterprise: A Case Study on Car Care Business in Bangkok*	• *Customer satisfaction* meningkatkan *customer loyalty*
15	(Niyomsart & Khamwon, 2016)	*Brand Love, Brand Loyalty, And Word of Mouth: A Case of Airasia*	• *Cstomer loyalty* meningkatkan WOM • *Brand love* berpengaruh postitif WOM

No	Nama Peneliti	Judul Penelitian	Hasil Penelitian
16	(France *et al.*, 2016)	*An Integrated Model of Customer-Brand Engagement: Drivers and Consequences*	• *Customer involvement* meningkatkan cbe • *Brand interactivity* meningkatkan CBE
17	(Nurlitasari & Syah, 2016)	*Pengaruh Kualitas Layanan Terhadap Kepuasan Dan Loyalitas (Kasus Rumah Sakit Medika Permata Hijau Jakarta Barat)*	• Apabila ada peningkatan pelayanan yang diterima olah pasien dan kepuasan pasien meningkat hal ini akan berdampak terjadinya loyalitas pasien
18	(Ida, 2017)	*The Role of Customers' Involvement in Value Co-Creation Behaviour Is Value Co-Creation the Source of Competitive Advantage?*	• *Customer involvement* meningkatkan *customer participation*
19	(Kim & Lee, 2017)	*Promoting Customers' Involvement with Service Brands: Evidence from Coffee Shop Customers*	• *Customer involvement* meningkatkan *customer satisfaction* • *Customer satisfaction* meningkatkan *customer loyalty*.
20	(Ramaseshan *et al.*, 2017)	*The Enhanced Loyalty Drivers of Customers Acquired Through Referral Reward Programs*	• *Customer satisfaction* meningkatkan sikap loyal
21	(Carvalho & Fernandes, 2018)	*Understanding Customer Brand Engagement with Virtual Social Communities: A Comprehensive Model of Drivers*	• *Customer involvement* meningkatkan *customer participation* • *Customer interactivity* meningkatkan *customer flow experience* • *Customer participation* tidak meningkatkan CBE • *Customer involvement, customer interactivity*, dan *customer flow experience* merupakan driver utama untuk CBE, sedangkan keluaran dari CBE adalah *customer commitment, positive* WOM *referrals*, dan *customer trust serta cumulative satisfaction*

No	Nama Peneliti	Judul Penelitian	Hasil Penelitian
22	(Hussein, 2018)	*Effects of Brand Experience on Brand Loyalty in Indonesian Casual Dining Restaurant: Roles of Customer Satisfaction and Brand of Origin*	• *Customer experience* meningkatkan *customer satisfaction* • *Customer satisfaction* meningkatkan *customer loyalty*
23	(Saulina & Syah, 2018)	*How Service Quality Influence of Satisfaction and Trust Towards Consumer Loyalty in Starbucks Coffee Indonesia*	• *Customer satisfaction* berpangaruh positif *customer loyalty*
24	(Afriani *et al.*, 2019)	*Brand Communications Effect, Brand Images, And Brand Trust Over Loyalty Brand Building at Pt Sanko Material Indonesia*	• *Customer trust* meningkatkan *customer loyalty*
25	(Suhendar & Ruswanti, 2019)	*Effect of Product Quality, Perception of Price and Satisfaction to Customer Loyalty (Study on Agroindustrial Company in Indonesia)*	• Tingginya *customer satisfaction* akan meningkatkan *customer loyalty*.

Lampiran 2. Definisi Operasional Variabel

1. *Customer involvement* ; (Mittal, 1995)

Original Quesioner	***Translate***	**Operasionalisasi**
1. Importance (compared to others brands) *2. Of interest (compared to others brands)* *3. Means a lot to me* *4. Matters to me*	1. Pentingnya (dibandingkan dengan merek lain) 2. Yang menarik (dibandingkan dengan merek lain) 3. Berarti banyak bagi saya 4. Penting bagi saya	1. Merek ini lebih baik dibanding merek lainnya. 2. Merek ini menarik dibanding merek lainnya 3. Merek ini sangat berarti bagi saya 4. Merek ini penting bagi saya

2. *Customer participation* ; (Muntinga *et al.*, 2011)

Original Quesioner	***Translate***	**Operasionalisasi**
In the virtual social platform(s) of the brand, I . . . *A. view brand-related content and/or comments of others customers* *B. contribute with brand-related content* *C. produce and publish brand-related content*	Dalam platform sosial virtual merek, saya. . . A. melihat konten yang terkait dengan merek dan / atau komentar dari pelanggan lain B. berkontribusi dengan konten terkait merek C. memproduksi dan mempublikasikan konten yang terkait dengan merek	Dalam platform media sosial Instagram tentang merek ini, … 1. Saya melihat komentar orang lain tentang merek ini di Instagram. 2. Saya memberikan kontribusi pada konten merek ini di Instagram. 3. Saya menyebarkan informasi tentang merek ini di Instagram.

3. *Customer interactivity* ; (Wu, 2006)

Original Quesioner	***Translate***	**Operasionalisasi**
1. I was in control of my navigation through the website and virtual social platforms of the brand. *2. I could communicate with the company directly for further questions about the brand if I wanted to.* *3. I perceived the brand virtual social platforms to be sensitive to my needs for information.*	1. Saya mengendalikan navigasi saya melalui situs web dan platform sosial virtual merek. 2. Saya bisa berkomunikasi dengan perusahaan secara langsung untuk pertanyaan lebih lanjut tentang merek jika saya mau. 3. Saya menganggap merek sebagai platform sosial virtual peka terhadap kebutuhan saya akan informasi.	1. Saya tidak dipengaruhi orang lain saat mencari tentang merek ini melalui situs web dan platform media sosial Instagram. 2. Saya bisa berkomunikasi dengan perusahaan secara langsung untuk bertanya lebih lanjut tentang merek ini jika saya mau. 3. Saya menganggap platform media sosial peka terhadap kebutuhan saya akan informasi sebuah merek.

4. *Customer flow experience*; (Mathwick & Rigdon, 2004)

Original Quesioner	***Translate***	**Operasionalisasi**
1. *Searching the brand virtual social platforms "gets me away from it all."* 2. *I enjoyed the internet search for its own sake, aside from any products or services I may eventually purchase.* 3. *I searched for the pure enjoyment of it.*	1. Mencari platform sosial virtual merek "membuat saya menjauh dari itu semua." 2. Saya menikmati pencarian internet untuk kepentingannya sendiri, selain dari produk atau layanan apa pun yang pada akhirnya dapat saya beli. 3. Saya mencari kesenangan murni itu.	1. Pada saat saya menggunakan Instagram saya lupa dengan hal-hal lainnya. 2. Saya menikmati pencarian di Instagram berkaitan dengan merek ini. 3. Saya benar-benar menikmati mencari merek ini di Instagram

5. *Customer word-of mouth (WOM) communication*; (Harrison, 2001)

Original Quesioner	***Translate***	**Operasionalisasi**
1. *I've told more people about this brand than I've told about most other brands.* 2. *When I tell others about this brand, I tend to talk about it in great detail.* 3. *I have only good things to say about this brand.* 4. *I am proud to tell others that I use this brand.*	1. Saya sudah memberi tahu lebih banyak orang tentang merek ini daripada yang saya katakana tentang sebagian besar merek lain. 2. Ketika saya memberi tahu orang lain tentang merek ini, saya cenderung berbicara tentang hal itu dengan sangat rinci. 3. Saya hanya bisa mengatakan hal-hal baik tentang merek ini. 4. Saya bangga memberi tahu orang lain bahwa saya menggunakan merek ini.	1. Di Instagram, saya telah memberi tahu lebih banyak orang tentang merek ini daripada merek lain. 2. Di Instagram, saya memberi tahu tentang merek ini ke orang lain dengan sangat rinci. 3. Di Instagram, saya punya kesan yang baik tentang merek ini. 4. Di Instagram, saya bangga memberi tahu orang lain bahwa saya menggunakan merek ini

6. *Customer cumulative satisfaction*; (Olsen & Johnson, 2003)

Original Quesioner	***Translate***	**Operasionalisasi**
1. *How far from or close to do you think brand is to the ideal brand?* 2. *How satisfied or dissatisfied are you overall with the brand?* 3. *To what degree did the brand fall short of or exceed your expectation last time*	1. Menurut Anda seberapa jauh dari atau dekat dengan merek dengan merek yang ideal? 2. Seberapa puas atau tidak puas Anda secara keseluruhan dengan merek? 3. Sejauh mana merek tersebut gagal atau melebihi harapan Anda terakhir kali	1. Di Instagram merk ini sangat dekat dengan ideal! 2. Di Instagram saya puas dengan merek ini! 3. Di Instagram, harapan saya terpenuhi oleh merk ini!

7. *Customer trust*; (Munuera, Ballester, & Yague, 2003)

Original Quesioner	***Translate***	**Operasionalisasi**
1. *This brand name meets my expectations.* 2. *It is a brand name that never disappoints me.* 3. *This brand would be honest and sincere in addressing my concerns.* 4. *This brand would make any effort to satisfy me.*	1. Nama merek ini memenuhi harapan saya. 2. Ini adalah nama merek yang tidak pernah mengecewakan saya. 3. Merek ini akan jujur dan tulus dalam menangani masalah saya. 4. Merek ini akan berusaha untuk memuaskan saya.	1. Nama merek ini memenuhi harapan saya. 2. Merek ini adalah merek yang tidak pernah mengecewakan saya. 3. Merek ini jujur dan tulus dalam menangani kepentingan saya. 4. Merek ini akan berusaha maksimal untuk memuaskan saya.

8. *Customer commitment*; (Fullerton, 2011; Harrison, 2001)

Original Quesioner	***Translate***	**Operasionalisasi**
1. *I like brand X.* 2. *I have a special relationship with this brand.* 3. *It would be very hard for me to switch away from this brand.* 4. *It would be too costly for me to switch from this brand to another.*	1. Saya suka merek X. 2. Saya memiliki hubungan khusus dengan merek ini. 3. Akan sangat sulit bagi saya untuk beralih dari merek ini. 4. Akan terlalu mahal bagi saya untuk beralih dari merek ini ke merek lain.	1. Saya suka merek ini. 2. Saya memiliki hubungan khusus dengan merek ini. 3. Akan sangat sulit bagi saya untuk beralih dari merek ini. 4. Merek lain lebih mahal dibanding merek ini.

9. *Customer brand engagement*; (Dwivedi, 2015)

Original Quesioner	***Translate***	**Operasionalisasi**
1. *I am passionate about using brand X.* 2. *I can continue using brand X for very long periods.* 3. *I feel enthusiastic when interacting with brand X.* 4. *I am proud of brand X.* 5. *I get carried away when I interact with brand X.* 6. *I feel happy when I am interacting with brand X.*	1. Saya bersemangat menggunakan merek X. 2. Saya dapat terus menggunakan merek X untuk waktu yang sangat lama. 3. Saya merasa antusias ketika berinteraksi dengan merek X. 4. Saya bangga dengan merek X. 5. Saya terbawa suasana ketika berinteraksi dengan merek X. 6. Saya merasa senang ketika berinteraksi dengan merek X.	1. Saya bersemangat menggunakan merek ini 2. Saya dapat terus menggunakan merek ini untuk waktu yang lama. 3. Saya merasa antusias terhadap merek ini 4. Saya bangga dengan merek ini 5. Saya terbawa suasana ketika berinteraksi dengan merek ini. 6. Saya merasa senang berinteraksi dengan merek ini

10. *Customer Loyalty*; (Chaudhuri, 2001)

Original Quesioner	***Translate***	**Operasionalisasi**
1. I will buy this brand the next time I buy [product name] *2. I intend to keep purchasing this brand* *3. I am committed to this brand* 4. *I would be willing to pay a higher price for this brand over other brands*	1. Saya akan membeli merek ini saat berikutnya saya membeli [nama produk] 2. Saya berniat untuk terus membeli merek ini 3. Saya berkomitmen pada merek ini 4. Saya bersedia membayar harga yang lebih tinggi untuk merek ini daripada merek lain	1. Pada saat saya membutuhkan produk ini, maka saya akan membeli merek ini. 2. Saya berniat untuk terus membeli merek ini. 3. Saya loyal pada merek ini. 4. Saya bersedia membayar harga yang lebih tinggi untuk merek ini daripada merek lain.

Lampiran 3. Kuesioner Penelitian

Hal: Permohonan Mengisi Kuesioner Penelitian
KepadaYth:
Bapak /Ibu/Anda Responden
Di t e m p a t

Dengan Hormat,

Dalam rangka penyelesaian tesis saya pada Program Magister Manajemen – Universitas Esa Unggul, dengan judul **"ANTESEDEN DARI CBE UNTUK MEMBENTUK LOYALITAS YANG MENJADI RUJUKAN PENYEBARAN INFORMASI WOM"** maka dengan segala kerendahan hati memohon bantuan Bapak/Ibu/Sdr untuk bersedia mengisi kuesioner ini. Pengumpulan data melalui kuesioner ini semata-mata hanya digunakan untuk maksud penyusunan tesis dan saya sepenuhnya menjamin kerahasiaan Bapak/Ibu/Sdr.

Kesediaan dan kerjasama yang Bapak / Ibu/Sdr berikan dalam bentuk informasi yang benar dan lengkap akan sangat mendukung keberhasilan penelitian ini. Selain itu jawaban yang Bapak/Ibu/Sdr berikan merupakan masukan yang sangat berharga bagi pengembangan retailer di Indonesia. Akhir kata saya mengucapkan terimakasih yang sebesar-besarnya atas bantuan dan kesediaan Bapak/Ibu/Sdr yang telah meluangkan waktunya dalam pengisian kuesioner ini.

Hormat Saya,

UNIK DWI LESTARI
Mahasiswa Magister Manajemen
Universitas Esa Unggul

PETUNJUK PENGISIAN

1. Private brand adalah produk yang secara khusus dibuat oleh pabrik untuk retailer. Sebagai contoh disini adalah produk baju, tas, sepatu, jam tangan dan lainnya yang diberi brand retailer seperti **ZARA, NIKE, H&M, ADIDAS, GUCCI, APPLE, BUCCHERI, UNIQLO, ROLEX, EXECUTIVE dan lainnya.**
2. Keseluruhan pertanyaan di bawah ini adalah menyangkut Produk Private brand dari retailer seperti **ZARA, NIKE, H&M, ADIDAS, GUCCI, APPLE, BUCCHERI, UNIQLO, ROLEX, EXECUTIVE dan lainnya**
3. Berilah tanda silang (X) pada angka jawaban yang Anda anggap paling sesuai dan isilah semua bagian tanpa ada yang terlewatkan.

BAGIAN A: IDENTITAS RESPONDEN

1. Nama/Inisial * _____
2. Jenis Kelamin *
   Centang salah satu yang sesuai.
   ☐ Laki-Laki ☐ Perempuan
3. Usia *
   Centang salah satu yang sesuai.
   ☐ 17-21 tahun ☐ 22-26 tahun ☐ 27 -31 tahun ☐ 32- 36 tahun ☐ 36-40 tahun
   ☐ 41- 45 tahun ☐ > 45 tahun
4. Apakah Anda mempunyai Akun Instagram dan aktif di Instagram?
   Centang salah satu yang sesuai.
   ☐ Ya ☐ Tidak
   (Apabila jawaban Anda: "tidak" maka pengisian kuesioner tidak bisa dilanjutkan)

5. A. Pilihlah nama dari merek produk, jasa atau organisasi dimana Anda memiliki keterlibatan (*engangement*) yang tinggi pada merk tersebut dan mengikuti merek tersebut di Instagram!
   ☐ ZARA ☐ NIKE ☐ H&M ☐ ADIDAS ☐ GUCCI
   ☐ APPLE ☐ BUCCHERI ☐ UNIQLO ☐ ROLEX ☐ EXECUTIVE
   ☐ LAINNYA
   B. Jika jawaban Anda pada pertanyaan 5A adalah "LAINNYA" maka sebutkan nama merek yang Anda maksud!_____

"SEMUA PERTANYAAN PADA BAGIAN B AKAN BERKAITAN DENGAN MEREK TERSEBUT"

BAGIAN B: PERTANYAAN INTI

PETUNJUK PENGISIAN

Petunjuk pengisian untuk bagian berikut: (Silakan memilih salah satu)	
1. STSS: Sangat Tidak Setuju Sekali	5. S : Setuju
2. STS : Sangat Tidak Setuju	6. SS : Sangat Setuju
3. TS : Tidak Setuju	7. SSS : Sangat Setuju Sekali
4. N : Antara Setuju dan Tidak Setuju	

"SEMUA PERTANYAAN PADA BAGIAN B AKAN BERKAITAN DENGAN MEREK YANG DISEBUTKAN PADA PERTANYAAN BAGIAN A NOMER 5"

I. KeterlibatanPelanggan (*Customer involvement*).

Pertanyaan berikut menyangkut bagaimana pendapat Anda mengenai KETERLIBATAN PELANGGAN TERHADAP SEBUAH MEREK. Jawablah pertanyaan berikut di bawah ini:

Berkaitan dengan merek …… di Instagram, maka merek ini:

1. Lebih baik dibanding merek lainnya
STSS 1 2 3 4 5 6 7 SSS

2. Lebih menarik dibanding merek lainnya
STSS 1 2 3 4 5 6 7 SSS

3. Sangat berarti bagi saya
STSS 1 2 3 4 5 6 7 SSS

4. Penting bagi saya
STSS 1 2 3 4 5 6 7 SSS

II. Partisipasi Pelanggan (*Customer participation*)

Pertanyaan berikut menyangkut bagaimana pendapat Anda mengenai PARTISIPASI TERHADAP SEBUAH MEREK. Jawablah pertanyaan berikut di bawah ini:

Dalam platform media sosial Instagram tentang merek……, maka:

1. Saya melihat komentar orang lain tentang merek ini di Instagram
STSS 1 2 3 4 5 6 7 SSS

2. Saya memberikan kontribusi pada konten merek ini di Instagram.
STSS 1 2 3 4 5 6 7 SSS

3. Saya menyebarkan informasi tentang merek ini di Instagram
STSS 1 2 3 4 5 6 7 SSS

III. Interaktivitas Pelanggan (*Customer interactivity*)

Pertanyaan berikut menyangkut bagaimana pendapat Anda mengenai INTERAKTIVITAS TERHADAP SEBUAH MEREK. Jawablah pertanyaanberikut di bawah ini:

Berkaitan dengan merek ……maka:

1. **Saya tidak dipengaruhi orang lain saat mencari tentang merek ini melalui situs web dan platform media sosial Instagram.**
   STSS 1 2 3 4 5 6 7 SSS
2. **Saya bisa berkomunikasi dengan perusahaan secara langsung untuk bertanya lebih lanjut tentang merek ini jika saya mau.**
   STSS 1 2 3 4 5 6 7 SSS
3. **Saya menganggap platform media sosial peka terhadap kebutuhan saya akan informasi sebuah merek.**
   STSS 1 2 3 4 5 6 7 SSS

IV. Pengalaman Pelanggan (*Customer flow experience*)

Pertanyaan berikut menyangkut bagaimana pendapat Anda mengenai PENGALAMAN TERHADAP SEBUAH MEREK. Jawablah pertanyaan berikut di bawah ini:

Pada saat saya menggunakan Instagram, dalam rangka kegiatan yang berkaitan dengan merek ……, maka saya:

1. **Lupa dengan hal-hal lainnya.**
   STSS 1 2 3 4 5 6 7 SSS
2. **Menikmati pencarian di Instagram berkaitan merk ini.**
   STSS 1 2 3 4 5 6 7 SSS
3. **Saya benar benar menikmati mencari merek ini di Instagram**
   STSS 1 2 3 4 5 6 7 SSS

V. <u>Komunikasi dari mulut ke mulut Pelanggan (*Customer WOM communication*)</u>

Pertanyaan berikut menyangkut bagaimana pendapat Anda mengenai KOMUNIKASI DARI MULUT KE MULUT TENTANG SEBUAH MEREK. Jawablah pertanyaan berikut di bawah ini:

Berkaitan dengan merek …… maka:

1. **Di Instagram, saya telah memberi tahu lebih banyak orang tentang merek ini daripada merek lain.**
   STSS 1 2 3 4 5 6 7 SSS
2. **Di Instagram, saya memberi tahu tentang merek ini ke orang lain dengan sangat rinci.**
   STSS 1 2 3 4 5 6 7 SSS
3. **Di Instagram, saya mempunyai kesan yang baik tentang merek ini.**
   STSS 1 2 3 4 5 6 7 SSS
4. **Di Instagram, saya bangga memberi tahu orang lain bahwa saya menggunakan merek ini.**
   STSS 1 2 3 4 5 6 7 SSS

<u>VI. Kepuasan pelanggan (*Customer commulative satisfaction*)</u>

Pertanyaan berikut menyangkut bagaimana pendapat Anda mengenai KEPUASAN DALAM MENGGUNAKAN SEBUAH PRODUK. Jawablah pertanyaan berikut di bawah ini:

Berkaitan dengan merek …… maka:

1. **Di Instagram merk ini sangat dekat dengan ideal!**
   Sangat Jauh Sekali 1 2 3 4 5 6 7 Sangat Dekat Sekali
2. **Di Instagram saya puas dengan merek ini?**

Sangat Tidak Puas Sekali 1 2 3 4 5 6 7 Sangat Puas Sekali

3. **Di Instagram, harapan saya terpenuhi oleh merk ini?**
   Sangat Tidak Terpenuhi Sekali 1 2 3 4 5 6 7 Sangat Terpenuhi Sekali

VII. Kepercayaan Pelanggan (*Customer trust*)

Pertanyaan berikut menyangkut bagaimana pendapat Anda mengenai KEPERCAYAAN PADA SEBUAH MEREK. Jawablah pertanyaan berikut di bawah ini:

Merek …… menurut saya:

1. **Nama merek ini memenuhi harapan saya.**
   STSS 1 2 3 4 5 6 7 SSS
2. **Merek ini adalah merek yang tidak pernah mengecewakan saya.**
   STSS 1 2 3 4 5 6 7 SSS
3. **Merek ini jujur dan tulus dalam menangani kepentingan saya.**
   STSS 1 2 3 4 5 6 7 SSS
4. **Merek ini akan berusaha maksimal untuk memuaskan saya.**
   STSS 1 2 3 4 5 6 7 SSS

VIII. Komitmen Pelanggan (*Customer commitment*)

Pertanyaan berikutmenyangkut bagaimana pendapat Anda mengenai KOMITMEN TERHADAP SEBUAH MEREK. Jawablah pertanyaan berikut di bawah ini:

Merek …… menurut saya:

1. **Saya suka merek ini.**
   STSS 1 2 3 4 5 6 7 SSS
2. **Saya memiliki hubungan khusus dengan merek ini.**
   STSS 1 2 3 4 5 6 7 SSS
3. **Akan sangat sulit bagi saya untuk beralih dari merek ini.**
   STSS 1 2 3 4 5 6 7 SSS
4. **Merek lain lebih mahal dibanding merek ini.**
   STSS 1 2 3 4 5 6 7 SSS

IX *Customer engagement*

Pertanyaan berikut menyangkutbagaimana pendapat Anda mengenai KETERLIBATAN TERHADAP SEBUAH MEREK DALAM HIDUP ANDA. Jawablah pertanyaan berikut di bawah ini:

Merek …… menurut saya:

1. **Saya bersemangat menggunakan merek ini.**
   STSS 1 2 3 4 5 6 7 SSS
2. **Saya dapat terus menggunakan merek ini untuk waktu yang sangat lama.**
   STSS 1 2 3 4 5 6 7 SSS
3. **Saya merasa antusias terhadap merek ini.**
   STSS 1 2 3 4 5 6 7 SSS

4. Saya bangga dengan merek ini.

STSS 1 2 3 4 5 6 7 SSS

5. Saya terbawa suasana ketika berinteraksi dengan merek ini.

STSS 1 2 3 4 5 6 7 SSS

6. Saya merasa bahagia ketika berinteraksi dengan merek ini.

STSS 1 2 3 4 5 6 7 SSS

X. *Customer Loyalty*

Pertanyaan berikut menyangkut bagaimana pendapat Anda mengenai KESETIAAN ANDA TERHADAP SEBUAH MEREK. Jawablah pertanyaan berikut di bawah ini:

Merek …… menurut saya:

1. Pada saat saya membutuhkan produk ini, maka saya akan membeli merek ini.

STSS 1 2 3 4 5 6 7 SSS

2. Saya berniat untuk terus membeli merek ini.

STSS 1 2 3 4 5 6 7 SSS

3. Saya loyal pada merek ini.

STSS 1 2 3 4 5 6 7 SSS

4. Saya bersedia membayar harga yang lebih tinggi untuk merek ini dari pada merek lain.

STSS 1 2 3 4 5 6 7 SSS

Lampiran 4. Data Responden Penelitian

Jenis Kelamin	Jumlah	%
Laki-laki	91	46%
Perempuan	107	54%
Total	**198**	**100%**

Usia	Jumlah	%
>45	17	9%
17-21	34	17%
22-26	42	21%
27-31	34	17%
32- 36	23	12%
36-40	16	8%
41 - 45	32	16%
Jumlah	**198**	**100%**

Merek	Jumlah	%
ADIDAS	32	16%
APPLE	32	16%
BUCCERI	6	3%
EXECUTIVE	7	4%
GUCCI	7	4%
H&M	18	9%
NIKE	34	17%
UNIQLO	17	9%
ZARA	5	3%
OTHERS	40	20%
Jumlah	**198**	**100%**

Nama-nama merek yang dipilih responden:

No	Merek
1	ADIDAS
2	APPLE
3	BUCCERI
4	EXECUTIVE
5	GUCCI
6	H&M
7	NIKE
8	UNIQLO
9	ZARA
10	Merci amie
11	Scheacer
12	Nevada
13	SORABEL
14	Desle
15	Burberry
16	Rejuve
17	Nah Project
18	Pedro
19	Rubi
20	AHHA

No	Merek
21	Maersk
22	Charles & Keith
23	Sepatu mizuno
24	EIGER
25	THRILL
26	Michel korz
27	Coach
28	Kate Spade
29	Nevada
30	Da n da gamis
31	Khimar
32	Local brand
33	G-Shock
34	Hush Puppies
35	REI Outdoor
36	Bodyshop
37	Clarks
38	Pelle Borsa
39	Casio
40	Baby-G

No	Merek
41	Schecers
42	ADIDAS
43	Fossil
44	Gues
45	Oppo
46	Elizabeth
47	Guess
48	Brodo
49	Nokha
50	HRTG,
51	Eiger
52	Bigmo
53	Lvehaf,
54	Matamui
55	Apple addict
56	Xiaomi
57	Levi's

Lampiran 5. Analisa Statistik Hasil Penelitian

A. Output Analisa Validitas dan Reliabilitas dengan SPSS 25

```
FACTOR
  /VARIABLES CIV1 CIV2 CIV3 CIV4
  /MISSING LISTWISE
  /ANALYSIS CIV1 CIV2 CIV3 CIV4
  /PRINT UNIVARIATE INITIAL CORRELATION SIG DET KMO INV REPR AIC
EXTRACTION
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /ROTATION NOROTATE
  /METHOD=CORRELATION.
```

Factor Analysis

Notes

Output Created		21-NOV-2019 09:23:15
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	30
Missing Value Handling	Definition of Missing	MISSING=EXCLUDE: User-defined missing values are treated as missing.
	Cases Used	LISTWISE: Statistics are based on cases with no missing values for any variable used.
Syntax		FACTOR /VARIABLES CIV1 CIV2 CIV3 CIV4 /MISSING LISTWISE /ANALYSIS CIV1 CIV2 CIV3 CIV4 /PRINT UNIVARIATE INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /ROTATION NOROTATE /METHOD=CORRELATION.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.09
	Maximum Memory Required	2872 (2.805K) bytes

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
CIV1	4.7333	1.04826	30
CIV2	5.0667	.94443	30
CIV3	4.4667	1.19578	30
CIV4	4.5000	1.22474	30

Correlation Matrix[a]

		CIV1	CIV2	CIV3	CIV4
Correlation	CIV1	1.000	.750	.515	.537
	CIV2	.750	1.000	.613	.477
	CIV3	.515	.613	1.000	.753
	CIV4	.537	.477	.753	1.000
Sig. (1-tailed)	CIV1		.000	.002	.001
	CIV2	.000		.000	.004
	CIV3	.002	.000		.000
	CIV4	.001	.004	.000	

a. Determinant = .105

Inverse of Correlation Matrix

	CIV1	CIV2	CIV3	CIV4
CIV1	2.576	-1.771	.379	-.824
CIV2	-1.771	2.820	-1.199	.510
CIV3	.379	-1.199	2.919	-1.831
CIV4	-.824	.510	-1.831	2.579

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.654
Bartlett's Test of Sphericity	Approx. Chi-Square	60.543
	df	6
	Sig.	.000

Anti-image Matrices

		CIV1	CIV2	CIV3	CIV4
Anti-image Covariance	CIV1	.388	-.244	.050	-.124
	CIV2	-.244	.355	-.146	.070
	CIV3	.050	-.146	.343	-.243
	CIV4	-.124	.070	-.243	.388
Anti-image Correlation	CIV1	.669[a]	-.657	.138	-.320
	CIV2	-.657	.645[a]	-.418	.189
	CIV3	.138	-.418	.654[a]	-.667
	CIV4	-.320	.189	-.667	.650[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

Initial	Extraction

CIV1	1.000	.694
CIV2	1.000	.716
CIV3	1.000	.738
CIV4	1.000	.675

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.824	70.589	70.589	2.824	70.589	70.589
2	.684	17.110	87.699			
3	.326	8.138	95.838			
4	.166	4.162	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component 1
CIV1	.833
CIV2	.846
CIV3	.859
CIV4	.822

Extraction Method: Principal Component Analysis.[a]
a. 1 components extracted.

Reproduced Correlations

		CIV1	CIV2	CIV3	CIV4
Reproduced Correlation	CIV1	.694[a]	.705	.716	.684
	CIV2	.705	.716[a]	.727	.695
	CIV3	.716	.727	.738[a]	.706
	CIV4	.684	.695	.706	.675[a]
Residual[b]	CIV1		.045	-.200	-.147
	CIV2	.045		-.114	-.218
	CIV3	-.200	-.114		.047
	CIV4	-.147	-.218	.047	

Extraction Method: Principal Component Analysis.
a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 4 (66.0%) nonredundant residuals with absolute values greater than 0.05.

```
RELIABILITY
  /VARIABLES=CIV1 CIV2 CIV3 CIV4
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Reliability

Notes

Output Created		21-NOV-2019 09:23:32
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	30
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=CIV1 CIV2 CIV3 CIV4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.857	4

```
FACTOR
  /VARIABLES CP1 CP2 CP3
  /MISSING LISTWISE
  /ANALYSIS CP1 CP2 CP3
  /PRINT UNIVARIATE INITIAL CORRELATION SIG DET KMO INV REPR AIC
EXTRACTION
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /ROTATION NOROTATE
  /METHOD=CORRELATION.
```

Factor Analysis

Notes

Output Created		21-NOV-2019 09:23:45
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	30
Missing Value Handling	Definition of Missing	MISSING=EXCLUDE: User-defined missing values are treated as missing.
	Cases Used	LISTWISE: Statistics are based on cases with no missing values for any variable used.
Syntax		FACTOR /VARIABLES CP1 CP2 CP3 /MISSING LISTWISE /ANALYSIS CP1 CP2 CP3 /PRINT UNIVARIATE INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /ROTATION NOROTATE /METHOD=CORRELATION.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.03
	Maximum Memory Required	1860 (1.816K) bytes

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
CP1	4.5000	1.57020	30
CP2	3.9667	1.40156	30
CP3	3.9000	1.53914	30

Correlation Matrix[a]

		CP1	CP2	CP3
Correlation	CP1	1.000	.744	.706
	CP2	.744	1.000	.782
	CP3	.706	.782	1.000
Sig. (1-tailed)	CP1		.000	.000
	CP2	.000		.000
	CP3	.000	.000	

a. Determinant = .158

Inverse of Correlation Matrix

	CP1	CP2	CP3
CP1	2.462	-1.216	-.788
CP2	-1.216	3.172	-1.620
CP3	-.788	-1.620	2.823

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.744
Bartlett's Test of Sphericity	Approx. Chi-Square	50.124
	df	3
	Sig.	.000

Anti-image Matrices

		CP1	CP2	CP3
Anti-image Covariance	CP1	.406	-.156	-.113
	CP2	-.156	.315	-.181
	CP3	-.113	-.181	.354
Anti-image Correlation	CP1	.791[a]	-.435	-.299
	CP2	-.435	.707[a]	-.541
	CP3	-.299	-.541	.744[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CP1	1.000	.801
CP2	1.000	.857
CP3	1.000	.830

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.489	82.952	82.952	2.489	82.952	82.952
2	.299	9.975	92.927			
3	.212	7.073	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

Component

	1
CP1	.895
CP2	.926
CP3	.911

Extraction Method: Principal Component Analysis.[a]
a. 1 components extracted.

Reproduced Correlations

		CP1	CP2	CP3
Reproduced Correlation	CP1	.801[a]	.829	.815
	CP2	.829	.857[a]	.843
	CP3	.815	.843	.830[a]
Residual[b]	CP1		-.085	-.109
	CP2	-.085		-.062
	CP3	-.109	-.062	

Extraction Method: Principal Component Analysis.
a. Reproduced communalities
b. Residuals are computed between observed and reproduced correlations. There are 3 (100.0%) nonredundant residuals with absolute values greater than 0.05.

```
RELIABILITY
 /VARIABLES=CP1 CP2 CP3
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA.
```

Reliability

Notes

Output Created		21-NOV-2019 09:23:58
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	30
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=CP1 CP2 CP3 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.03

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.895	3

```
FACTOR
  /VARIABLES CIT1 CIT2 CIT3
  /MISSING LISTWISE
  /ANALYSIS CIT1 CIT2 CIT3
  /PRINT UNIVARIATE INITIAL CORRELATION SIG DET KMO INV REPR AIC
EXTRACTION
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /ROTATION NOROTATE
  /METHOD=CORRELATION.
```

Factor Analysis

Notes

Output Created		21-NOV-2019 09:24:12
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	30
Missing Value Handling	Definition of Missing	MISSING=EXCLUDE: User-defined missing values are treated as missing.
	Cases Used	LISTWISE: Statistics are based on cases with no missing values for any variable used.
Syntax		FACTOR /VARIABLES CIT1 CIT2 CIT3 /MISSING LISTWISE /ANALYSIS CIT1 CIT2 CIT3 /PRINT UNIVARIATE INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /ROTATION NOROTATE /METHOD=CORRELATION.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.05
	Maximum Memory Required	1860 (1.816K) bytes

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
CIT1	4.8667	1.30604	30
CIT2	4.1667	1.55549	30
CIT3	5.0000	1.33907	30

Correlation Matrix[a]

		CIT1	CIT2	CIT3
Correlation	CIT1	1.000	.232	.434
	CIT2	.232	1.000	.579
	CIT3	.434	.579	1.000
Sig. (1-tailed)	CIT1		.109	.008
	CIT2	.109		.000
	CIT3	.008	.000	

a. Determinant = .539

Inverse of Correlation Matrix

	CIT1	CIT2	CIT3
CIT1	1.233	.036	-.556
CIT2	.036	1.506	-.888
CIT3	-.556	-.888	1.756

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.567
Bartlett's Test of Sphericity	Approx. Chi-Square	16.795
	df	3
	Sig.	.001

Anti-image Matrices

		CIT1	CIT2	CIT3
Anti-image Covariance	CIT1	.811	.019	-.257
	CIT2	.019	.664	-.336
	CIT3	-.257	-.336	.570
Anti-image Correlation	CIT1	.628[a]	.026	-.378
	CIT2	.026	.566[a]	-.546
	CIT3	-.378	-.546	.543[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CIT1	1.000	.447
CIT2	1.000	.620
CIT3	1.000	.779

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.846	61.530	61.530	1.846	61.530	61.530
2	.780	25.988	87.518			
3	.374	12.482	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component 1
CIT1	.668
CIT2	.788
CIT3	.882

Extraction Method: Principal Component Analysis.[a]
a. 1 components extracted.

Reproduced Correlations

		CIT1	CIT2	CIT3
Reproduced Correlation	CIT1	.447[a]	.527	.590
	CIT2	.527	.620[a]	.695
	CIT3	.590	.695	.779[a]
Residual[b]	CIT1		-.295	-.156
	CIT2	-.295		-.116
	CIT3	-.156	-.116	

Extraction Method: Principal Component Analysis.
a. Reproduced communalities
b. Residuals are computed between observed and reproduced correlations. There are 3 (100.0%) nonredundant residuals with absolute values greater than 0.05.

```
RELIABILITY
 /VARIABLES=CIT1 CIT2 CIT3
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA.
```

Reliability

Notes

Output Created		21-NOV-2019 09:24:26
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	30

	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=CIT1 CIT2 CIT3 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

FACTOR
/VARIABLES CIT1 CIT2 CIT3
/MISSING LISTWISE
/ANALYSIS CIT1 CIT2 CIT3
/PRINT UNIVARIATE INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/ROTATION NOROTATE
/METHOD=CORRELATION.

Factor Analysis

Notes

Output Created		22-NOV-2019 12:29:22
Comments		
Input	Data	D:\PRIVATE\MM\SEMESTER 2\JURNAL\pilihan\Penulisan\pretest.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	30
Missing Value Handling	Definition of Missing	MISSING=EXCLUDE: User-defined missing values are treated as missing.
	Cases Used	LISTWISE: Statistics are based on cases with no missing values for any variable used.
Syntax		FACTOR /VARIABLES CIT1 CIT2 CIT3 /MISSING LISTWISE /ANALYSIS CIT1 CIT2 CIT3 /PRINT UNIVARIATE INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /ROTATION NOROTATE /METHOD=CORRELATION.
Resources	Processor Time	00:00:00.02

	Elapsed Time	00:00:00.06
	Maximum Memory Required	1860 (1.816K) bytes

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
CIT1	4.9667	1.18855	30
CIT2	4.1333	1.52527	30
CIT3	4.9667	1.35146	30

Correlation Matrix[a]

		CIT1	CIT2	CIT3
Correlation	CIT1	1.000	.364	.472
	CIT2	.364	1.000	.571
	CIT3	.472	.571	1.000
Sig. (1-tailed)	CIT1		.024	.004
	CIT2	.024		.000
	CIT3	.004	.000	

a. Determinant = .515

Inverse of Correlation Matrix

	CIT1	CIT2	CIT3
CIT1	1.308	-.184	-.512
CIT2	-.184	1.510	-.775
CIT3	-.512	-.775	1.684

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.646
Bartlett's Test of Sphericity	Approx. Chi-Square	18.021
	df	3
	Sig.	.000

Anti-image Matrices

		CIT1	CIT2	CIT3
Anti-image Covariance	CIT1	.764	-.093	-.232
	CIT2	-.093	.662	-.305
	CIT3	-.232	-.305	.594
Anti-image Correlation	CIT1	.723[a]	-.131	-.345
	CIT2	-.131	.644[a]	-.486
	CIT3	-.345	-.486	.607[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CIT1	1.000	.551
CIT2	1.000	.652
CIT3	1.000	.740

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.943	64.758	64.758	1.943	64.758	64.758
2	.648	21.606	86.364			
3	.409	13.636	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component 1
CIT1	.742
CIT2	.808
CIT3	.860

Extraction Method: Principal Component Analysis.[a]
a. 1 components extracted.

Reproduced Correlations

		CIT1	CIT2	CIT3
Reproduced Correlation	CIT1	.551[a]	.599	.638
	CIT2	.599	.652[a]	.695
	CIT3	.638	.695	.740[a]
Residual[b]	CIT1		-.235	-.167
	CIT2	-.235		-.124
	CIT3	-.167	-.124	

Extraction Method: Principal Component Analysis.
a. Reproduced communalities
b. Residuals are computed between observed and reproduced correlations. There are 3 (100.0%) nonredundant residuals with absolute values greater than 0.05.

```
RELIABILITY
 /VARIABLES=CIT1 CIT2 CIT3
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA.
```

Reliability

Notes

Output Created		22-NOV-2019 12:29:48
Comments		
Input	Data	D:\PRIVATE\MM\SEMESTER 2\JURNAL\pilihan\Penulisan\pretest.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>

	Split File	<none>
	N of Rows in Working Data File	30
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=CIT1 CIT2 CIT3 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.724	3

```
FACTOR
  /VARIABLES CFE1 CFE2 CFE3
  /MISSING LISTWISE
  /ANALYSIS CFE1 CFE2 CFE3
  /PRINT UNIVARIATE INITIAL CORRELATION SIG DET KMO INV REPR AIC
EXTRACTION
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /ROTATION NOROTATE
  /METHOD=CORRELATION.
```

Factor Analysis

Notes

Output Created		21-NOV-2019 09:24:37
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>

	N of Rows in Working Data File	30
Missing Value Handling	Definition of Missing	MISSING=EXCLUDE: User-defined missing values are treated as missing.
	Cases Used	LISTWISE: Statistics are based on cases with no missing values for any variable used.
Syntax		FACTOR /VARIABLES CFE1 CFE2 CFE3 /MISSING LISTWISE /ANALYSIS CFE1 CFE2 CFE3 /PRINT UNIVARIATE INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /ROTATION NOROTATE /METHOD=CORRELATION.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.05
	Maximum Memory Required	1860 (1.816K) bytes

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
CFE1	3.5333	1.63440	30
CFE2	4.5333	1.45586	30
CFE3	4.5667	1.27802	30

Correlation Matrix[a]

		CFE1	CFE2	CFE3
Correlation	CFE1	1.000	.557	.544
	CFE2	.557	1.000	.833
	CFE3	.544	.833	1.000
Sig. (1-tailed)	CFE1		.001	.001
	CFE2	.001		.000
	CFE3	.001	.000	

a. Determinant = .205

Inverse of Correlation Matrix

	CFE1	CFE2	CFE3
CFE1	1.496	-.511	-.388
CFE2	-.511	3.437	-2.584
CFE3	-.388	-2.584	3.363

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.664
Bartlett's Test of Sphericity	Approx. Chi-Square	43.057
	df	3
	Sig.	.000

Anti-image Matrices

		CFE1	CFE2	CFE3
Anti-image Covariance	CFE1	.669	-.099	-.077
	CFE2	-.099	.291	-.224
	CFE3	-.077	-.224	.297
Anti-image Correlation	CFE1	.883[a]	-.225	-.173
	CFE2	-.225	.615[a]	-.760
	CFE3	-.173	-.760	.619[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CFE1	1.000	.608
CFE2	1.000	.851
CFE3	1.000	.841

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.299	76.645	76.645	2.299	76.645	76.645
2	.534	17.787	94.432			
3	.167	5.568	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component 1
CFE1	.779
CFE2	.922
CFE3	.917

Extraction Method: Principal Component Analysis.[a]
a. 1 components extracted.

Reproduced Correlations

		CFE1	CFE2	CFE3
Reproduced Correlation	CFE1	.608[a]	.719	.715
	CFE2	.719	.851[a]	.846
	CFE3	.715	.846	.841[a]
Residual[b]	CFE1		-.161	-.171
	CFE2	-.161		-.013
	CFE3	-.171	-.013	

Extraction Method: Principal Component Analysis.
a. Reproduced communalities
b. Residuals are computed between observed and reproduced correlations. There are 2 (66.0%) nonredundant residuals with absolute values greater than 0.05.

```
RELIABILITY
  /VARIABLES=CFE1 CFE2 CFE3
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Reliability

Notes

Output Created		21-NOV-2019 09:24:51
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	30
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=CFE1 CFE2 CFE3 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.833	3

FACTOR

```
  /VARIABLES WOM1 WOM2 WOM3 WOM4
  /MISSING LISTWISE
  /ANALYSIS WOM1 WOM2 WOM3 WOM4
  /PRINT UNIVARIATE INITIAL CORRELATION SIG DET KMO INV REPR AIC
EXTRACTION
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /ROTATION NOROTATE
  /METHOD=CORRELATION.
```

Factor Analysis

Notes

Output Created		21-NOV-2019 09:25:02
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	30
Missing Value Handling	Definition of Missing	MISSING=EXCLUDE: User-defined missing values are treated as missing.
	Cases Used	LISTWISE: Statistics are based on cases with no missing values for any variable used.
Syntax		FACTOR /VARIABLES WOM1 WOM2 WOM3 WOM4 /MISSING LISTWISE /ANALYSIS WOM1 WOM2 WOM3 WOM4 /PRINT UNIVARIATE INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /ROTATION NOROTATE /METHOD=CORRELATION.
Resources	Processor Time	00:00:00.05
	Elapsed Time	00:00:00.05
	Maximum Memory Required	2872 (2.805K) bytes

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
WOM1	3.9667	1.54213	30
WOM2	3.6667	1.47001	30
WOM3	4.6333	1.40156	30
WOM4	4.1333	1.47936	30

Correlation Matrix[a]

		WOM1	WOM2	WOM3	WOM4
Correlation	WOM1	1.000	.892	.537	.728
	WOM2	.892	1.000	.541	.766
	WOM3	.537	.541	1.000	.823
	WOM4	.728	.766	.823	1.000
Sig. (1-tailed)	WOM1		.000	.001	.000
	WOM2	.000		.001	.000
	WOM3	.001	.001		.000
	WOM4	.000	.000	.000	

a. Determinant = .025

Inverse of Correlation Matrix

	WOM1	WOM2	WOM3	WOM4
WOM1	5.033	-4.122	-.175	-.359
WOM2	-4.122	5.953	.856	-2.268
WOM3	-.175	.856	3.297	-3.241
WOM4	-.359	-2.268	-3.241	5.666

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.705
Bartlett's Test of Sphericity	Approx. Chi-Square	99.082
	df	6
	Sig.	.000

Anti-image Matrices

		WOM1	WOM2	WOM3	WOM4
Anti-image Covariance	WOM1	.199	-.138	-.011	-.013
	WOM2	-.138	.168	.044	-.067
	WOM3	-.011	.044	.303	-.174
	WOM4	-.013	-.067	-.174	.177
Anti-image Correlation	WOM1	.738[a]	-.753	-.043	-.067
	WOM2	-.753	.689[a]	.193	-.390
	WOM3	-.043	.193	.676[a]	-.750
	WOM4	-.067	-.390	-.750	.714[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
WOM1	1.000	.800
WOM2	1.000	.823
WOM3	1.000	.654

WOM4	1.000	.874

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.151	78.786	78.786	3.151	78.786	78.786
2	.618	15.457	94.242			
3	.137	3.424	97.667			
4	.093	2.333	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component 1
WOM1	.894
WOM2	.907
WOM3	.809
WOM4	.935

Extraction Method: Principal Component Analysis.[a]
a. 1 components extracted.

Reproduced Correlations

		WOM1	WOM2	WOM3	WOM4
Reproduced Correlation	WOM1	.800[a]	.811	.723	.836
	WOM2	.811	.823[a]	.734	.848
	WOM3	.723	.734	.654[a]	.756
	WOM4	.836	.848	.756	.874[a]
Residual[b]	WOM1		.081	-.187	-.109
	WOM2	.081		-.193	-.082
	WOM3	-.187	-.193		.066
	WOM4	-.109	-.082	.066	

Extraction Method: Principal Component Analysis.
a. Reproduced communalities
b. Residuals are computed between observed and reproduced correlations. There are 6 (100.0%) nonredundant residuals with absolute values greater than 0.05.

```
RELIABILITY
 /VARIABLES=WOM1 WOM2 WOM3 WOM4
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA.
```

Reliability

Notes

Output Created		21-NOV-2019 09:25:22
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	30
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=WOM1 WOM2 WOM3 WOM4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.910	4

```
FACTOR
  /VARIABLES CCS1 CCS2 CCS3
  /MISSING LISTWISE
  /ANALYSIS CCS1 CCS2 CCS3
  /PRINT UNIVARIATE INITIAL CORRELATION SIG DET KMO INV REPR AIC
EXTRACTION
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /ROTATION NOROTATE
```

/METHOD=CORRELATION.

Factor Analysis

Notes

Output Created		21-NOV-2019 09:25:40
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	30
Missing Value Handling	Definition of Missing	MISSING=EXCLUDE: User-defined missing values are treated as missing.
	Cases Used	LISTWISE: Statistics are based on cases with no missing values for any variable used.
Syntax		FACTOR /VARIABLES CCS1 CCS2 CCS3 /MISSING LISTWISE /ANALYSIS CCS1 CCS2 CCS3 /PRINT UNIVARIATE INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /ROTATION NOROTATE /METHOD=CORRELATION.
Resources	Processor Time	00:00:00.05
	Elapsed Time	00:00:00.05
	Maximum Memory Required	1860 (1.816K) bytes

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
CCS1	5.0000	.98261	30
CCS2	4.9333	1.11211	30
CCS3	4.8667	1.25212	30

Correlation Matrix[a]

		CCS1	CCS2	CCS3
Correlation	CCS1	1.000	.852	.841
	CCS2	.852	1.000	.835
	CCS3	.841	.835	1.000
Sig. (1-tailed)	CCS1		.000	.000
	CCS2	.000		.000

CCS3	.000	.000	

a. Determinant = .066

Inverse of Correlation Matrix

	CCS1	CCS2	CCS3
CCS1	4.567	-2.261	-1.951
CCS2	-2.261	4.429	-1.798
CCS3	-1.951	-1.798	4.143

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.772
Bartlett's Test of Sphericity	Approx. Chi-Square	73.773
	df	3
	Sig.	.000

Anti-image Matrices

		CCS1	CCS2	CCS3
Anti-image Covariance	CCS1	.219	-.112	-.103
	CCS2	-.112	.226	-.098
	CCS3	-.103	-.098	.241
Anti-image Correlation	CCS1	.759[a]	-.503	-.449
	CCS2	-.503	.768[a]	-.420
	CCS3	-.449	-.420	.788[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CCS1	1.000	.900
CCS2	1.000	.897
CCS3	1.000	.889

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.685	89.515	89.515	2.685	89.515	89.515
2	.167	5.569	95.084			
3	.147	4.916	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component 1
CCS1	.949
CCS2	.947
CCS3	.943

Extraction Method: Principal Component Analysis.[a]
a. 1 components extracted.

Reproduced Correlations

		CCS1	CCS2	CCS3
Reproduced Correlation	CCS1	.900[a]	.898	.894
	CCS2	.898	.897[a]	.893
	CCS3	.894	.893	.889[a]
Residual[b]	CCS1		-.046	-.054
	CCS2	-.046		-.057
	CCS3	-.054	-.057	

Extraction Method: Principal Component Analysis.
a. Reproduced communalities
b. Residuals are computed between observed and reproduced correlations. There are 2 (66.0%) nonredundant residuals with absolute values greater than 0.05.

```
RELIABILITY
 /VARIABLES=CCS1 CCS2 CCS3
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA.
```

Reliability

Notes

Output Created		21-NOV-2019 09:25:54
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	30
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=CCS1 CCS2 CCS3 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.936	3

```
FACTOR
  /VARIABLES CT1 CT2 CT3 CT4
  /MISSING LISTWISE
  /ANALYSIS CT1 CT2 CT3 CT4
  /PRINT UNIVARIATE INITIAL CORRELATION SIG DET KMO INV REPR AIC
EXTRACTION
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /ROTATION NOROTATE
  /METHOD=CORRELATION.
```

Factor Analysis

Notes

Output Created		21-NOV-2019 09:26:07
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	30
Missing Value Handling	Definition of Missing	MISSING=EXCLUDE: User-defined missing values are treated as missing.
	Cases Used	LISTWISE: Statistics are based on cases with no missing values for any variable used.

Syntax		FACTOR /VARIABLES CT1 CT2 CT3 CT4 /MISSING LISTWISE /ANALYSIS CT1 CT2 CT3 CT4 /PRINT UNIVARIATE INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /ROTATION NOROTATE /METHOD=CORRELATION.
Resources	Processor Time	00:00:00.05
	Elapsed Time	00:00:00.05
	Maximum Memory Required	2872 (2.805K) bytes

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
CT1	5.0667	1.20153	30
CT2	5.1000	1.09387	30
CT3	4.7667	1.19434	30
CT4	4.9667	1.21721	30

Correlation Matrix[a]

		CT1	CT2	CT3	CT4
Correlation	CT1	1.000	.703	.684	.567
	CT2	.703	1.000	.573	.728
	CT3	.684	.573	1.000	.777
	CT4	.567	.728	.777	1.000
Sig. (1-tailed)	CT1		.000	.000	.001
	CT2	.000		.000	.000
	CT3	.000	.000		.000
	CT4	.001	.000	.000	

a. Determinant = .066

Inverse of Correlation Matrix

	CT1	CT2	CT3	CT4
CT1	2.816	-1.711	-1.697	.967
CT2	-1.711	3.166	.993	-2.105
CT3	-1.697	.993	3.549	-2.518
CT4	.967	-2.105	-2.518	3.941

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.632
Bartlett's Test of Sphericity	Approx. Chi-Square	72.882
	df	6
	Sig.	.000

Anti-image Matrices

		CT1	CT2	CT3	CT4
Anti-image Covariance	CT1	.355	-.192	-.170	.087
	CT2	-.192	.316	.088	-.169
	CT3	-.170	.088	.282	-.180
	CT4	.087	-.169	-.180	.254
Anti-image Correlation	CT1	.647[a]	-.573	-.537	.290
	CT2	-.573	.637[a]	.296	-.596
	CT3	-.537	.296	.628[a]	-.673
	CT4	.290	-.596	-.673	.620[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CT1	1.000	.718
CT2	1.000	.746

CT3	1.000	.765
CT4	1.000	.787

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues Total	% of Variance	Cumulative %	Extraction Sums of Squared Loadings Total	% of Variance	Cumulative %
1	3.017	75.422	75.422	3.017	75.422	75.422
2	.465	11.635	87.057			
3	.400	9.999	97.056			
4	.118	2.944	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component 1
CT1	.847
CT2	.864
CT3	.875
CT4	.887

Extraction Method: Principal Component Analysis.[a]
a. 1 components extracted.

Reproduced Correlations

		CT1	CT2	CT3	CT4
Reproduced Correlation	CT1	.718[a]	.732	.741	.752
	CT2	.732	.746[a]	.756	.767
	CT3	.741	.756	.765[a]	.776
	CT4	.752	.767	.776	.787[a]
Residual[b]	CT1		-.029	-.057	-.184
	CT2	-.029		-.183	-.039
	CT3	-.057	-.183		.001
	CT4	-.184	-.039	.001	

Extraction Method: Principal Component Analysis.
a. Reproduced communalities
b. Residuals are computed between observed and reproduced correlations. There are 3 (50.0%) nonredundant residuals with absolute values greater than 0.05.

```
RELIABILITY
 /VARIABLES=CT1 CT2 CT3 CT4
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA.
```

Reliability

Notes

Output Created		21-NOV-2019 09:26:21
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	30
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=CT1 CT2 CT3 CT4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.891	4

```
FACTOR
  /VARIABLES CC1 CC2 CC3 CC4
  /MISSING LISTWISE
  /ANALYSIS CC1 CC2 CC3 CC4
  /PRINT UNIVARIATE INITIAL CORRELATION SIG DET KMO INV REPR AIC
EXTRACTION
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /ROTATION NOROTATE
```

```
/METHOD=CORRELATION.
```

Factor Analysis

Notes

Output Created		21-NOV-2019 09:26:35
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	30
Missing Value Handling	Definition of Missing	MISSING=EXCLUDE: User-defined missing values are treated as missing.
	Cases Used	LISTWISE: Statistics are based on cases with no missing values for any variable used.
Syntax		FACTOR /VARIABLES CC1 CC2 CC3 CC4 /MISSING LISTWISE /ANALYSIS CC1 CC2 CC3 CC4 /PRINT UNIVARIATE INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /ROTATION NOROTATE /METHOD=CORRELATION.
Resources	Processor Time	00:00:00.05
	Elapsed Time	00:00:00.03
	Maximum Memory Required	2872 (2.805K) bytes

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
CC1	5.4333	1.35655	30
CC2	4.3333	1.42232	30
CC3	4.6000	1.58875	30
CC4	4.6333	1.69143	30

Correlation Matrix[a]

		CC1	CC2	CC3	CC4
Correlation	CC1	1.000	.620	.499	.387
	CC2	.620	1.000	.656	.268
	CC3	.499	.656	1.000	.123
	CC4	.387	.268	.123	1.000
Sig. (1-tailed)	CC1		.000	.002	.017
	CC2	.000		.000	.076
	CC3	.002	.000		.258

CC4	.017	.076	.258	

a. Determinant = .286

Inverse of Correlation Matrix

	CC1	CC2	CC3	CC4
CC1	1.839	-.793	-.341	-.458
CC2	-.793	2.214	-1.038	-.158
CC3	-.341	-1.038	1.829	.185
CC4	-.458	-.158	.185	1.197

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.693
Bartlett's Test of Sphericity	Approx. Chi-Square	33.589
	df	6
	Sig.	.000

Anti-image Matrices

		CC1	CC2	CC3	CC4
Anti-image Covariance	CC1	.544	-.195	-.102	-.208
	CC2	-.195	.452	-.256	-.059
	CC3	-.102	-.256	.547	.084
	CC4	-.208	-.059	.084	.836
Anti-image Correlation	CC1	.734[a]	-.393	-.186	-.309
	CC2	-.393	.673[a]	-.516	-.097
	CC3	-.186	-.516	.687[a]	.125
	CC4	-.309	-.097	.125	.663[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CC1	1.000	.709
CC2	1.000	.766
CC3	1.000	.622
CC4	1.000	.241

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.338	58.442	58.442	2.338	58.442	58.442
2	.927	23.170	81.612			
3	.425	10.618	92.230			
4	.311	7.770	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component 1
CC1	.842
CC2	.875
CC3	.789
CC4	.491

Extraction Method: Principal Component Analysis.[a]
a. 1 components extracted.

Reproduced Correlations

		CC1	CC2	CC3	CC4
Reproduced Correlation	CC1	.709[a]	.737	.664	.414
	CC2	.737	.766[a]	.690	.430
	CC3	.664	.690	.622[a]	.387
	CC4	.414	.430	.387	.241[a]
Residual[b]	CC1		-.117	-.165	-.026
	CC2	-.117		-.034	-.162
	CC3	-.165	-.034		-.264
	CC4	-.026	-.162	-.264	

Extraction Method: Principal Component Analysis.
a. Reproduced communalities
b. Residuals are computed between observed and reproduced correlations. There are 4 (66.0%) nonredundant residuals with absolute values greater than 0.05.

```
FACTOR
  /VARIABLES CC1 CC2 CC3
  /MISSING LISTWISE
  /ANALYSIS CC1 CC2 CC3
  /PRINT UNIVARIATE INITIAL CORRELATION SIG DET KMO INV REPR AIC
EXTRACTION
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /ROTATION NOROTATE
  /METHOD=CORRELATION.
```

Factor Analysis

Notes

Output Created		22-NOV-2019 12:53:56
Comments		
Input	Data	D:\PRIVATE\MM\SEMESTER 2\JURNAL\pilihan\Penulisan\pretest.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>

	N of Rows in Working Data File	30
Missing Value Handling	Definition of Missing	MISSING=EXCLUDE: User-defined missing values are treated as missing.
	Cases Used	LISTWISE: Statistics are based on cases with no missing values for any variable used.
Syntax		FACTOR /VARIABLES CC1 CC2 CC3 /MISSING LISTWISE /ANALYSIS CC1 CC2 CC3 /PRINT UNIVARIATE INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /ROTATION NOROTATE /METHOD=CORRELATION.
Resources	Processor Time	00:00:00.08
	Elapsed Time	00:00:00.10
	Maximum Memory Required	1860 (1.816K) bytes

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
CC1	5.6333	1.09807	30
CC2	4.4000	1.35443	30
CC3	4.6667	1.51620	30

Correlation Matrix[a]

		CC1	CC2	CC3
Correlation	CC1	1.000	.543	.380
	CC2	.543	1.000	.621
	CC3	.380	.621	1.000
Sig. (1-tailed)	CC1		.001	.019
	CC2	.001		.000
	CC3	.019	.000	

a. Determinant = .431

Inverse of Correlation Matrix

	CC1	CC2	CC3
CC1	1.423	-.711	-.099
CC2	-.711	1.984	-.963
CC3	-.099	-.963	1.636

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.638

Bartlett's Test of Sphericity	Approx. Chi-Square	22.836
	df	3
	Sig.	.000

Anti-image Matrices

		CC1	CC2	CC3
Anti-image Covariance	CC1	.703	-.252	-.042
	CC2	-.252	.504	-.297
	CC3	-.042	-.297	.611
Anti-image Correlation	CC1	.705[a]	-.423	-.065
	CC2	-.423	.594[a]	-.534
	CC3	-.065	-.534	.647[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CC1	1.000	.584
CC2	1.000	.790
CC3	1.000	.662

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.035	67.843	67.843	2.035	67.843	67.843
2	.626	20.873	88.715			
3	.339	11.285	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component 1
CC1	.764
CC2	.889
CC3	.814

Extraction Method: Principal Component Analysis.[a]
a. 1 components extracted.

Reproduced Correlations

		CC1	CC2	CC3
Reproduced Correlation	CC1	.584[a]	.679	.622
	CC2	.679	.790[a]	.723
	CC3	.622	.723	.662[a]

Residual[b]	CC1		-.136	-.242
	CC2	-.136		-.102
	CC3	-.242	-.102	

Extraction Method: Principal Component Analysis.
a. Reproduced communalities
b. Residuals are computed between observed and reproduced correlations. There are 3 (100.0%) nonredundant residuals with absolute values greater than 0.05.

```
RELIABILITY
 /VARIABLES=CIT1 CIT2 CIT3
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA.
```

Reliability

Notes

Output Created		22-NOV-2019 12:54:15
Comments		
Input	Data	D:\PRIVATE\MM\SEMESTER 2\JURNAL\pilihan\Penulisan\pretest.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	30
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=CIT1 CIT2 CIT3 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.03

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.724	3

```
FACTOR
  /VARIABLES CEN1 CEN2 CEN3 CEN4 CEN5 CEN6
  /MISSING LISTWISE
  /ANALYSIS CEN1 CEN2 CEN3 CEN4 CEN5 CEN6
  /PRINT UNIVARIATE INITIAL CORRELATION SIG DET KMO INV REPR AIC
EXTRACTION
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /ROTATION NOROTATE
  /METHOD=CORRELATION.
```

Factor Analysis

Notes

Output Created		21-NOV-2019 09:27:14
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	30
Missing Value Handling	Definition of Missing	MISSING=EXCLUDE: User-defined missing values are treated as missing.
	Cases Used	LISTWISE: Statistics are based on cases with no missing values for any variable used.
Syntax		FACTOR /VARIABLES CEN1 CEN2 CEN3 CEN4 CEN5 CEN6 /MISSING LISTWISE /ANALYSIS CEN1 CEN2 CEN3 CEN4 CEN5 CEN6 /PRINT UNIVARIATE INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /ROTATION NOROTATE /METHOD=CORRELATION.
Resources	Processor Time	00:00:00.08
	Elapsed Time	00:00:00.06
	Maximum Memory Required	5544 (5.414K) bytes

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
CEN1	4.9000	1.29588	30
CEN2	4.8667	1.19578	30
CEN3	5.1000	1.24152	30
CEN4	4.8000	1.32353	30
CEN5	4.5667	1.47819	30
CEN6	4.8000	1.24291	30

Correlation Matrix[a]

		CEN1	CEN2	CEN3	CEN4	CEN5	CEN6
Correlation	CEN1	1.000	.770	.821	.651	.697	.651
	CEN2	.770	1.000	.753	.702	.649	.469
	CEN3	.821	.753	1.000	.642	.588	.617
	CEN4	.651	.702	.642	1.000	.853	.667
	CEN5	.697	.649	.588	.853	1.000	.664
	CEN6	.651	.469	.617	.667	.664	1.000
Sig. (1-tailed)	CEN1		.000	.000	.000	.000	.000
	CEN2	.000		.000	.000	.000	.004
	CEN3	.000	.000		.000	.000	.000
	CEN4	.000	.000	.000		.000	.000
	CEN5	.000	.000	.000	.000		.000
	CEN6	.000	.004	.000	.000	.000	

a. Determinant = .005

Inverse of Correlation Matrix

	CEN1	CEN2	CEN3	CEN4	CEN5	CEN6
CEN1	4.710	-1.522	-2.060	1.220	-1.546	-.867
CEN2	-1.522	3.562	-1.095	-1.406	-.051	.968
CEN3	-2.060	-1.095	3.822	-.704	.934	-.654
CEN4	1.220	-1.406	-.704	4.875	-3.082	-.902
CEN5	-1.546	-.051	.934	-3.082	4.518	-.493
CEN6	-.867	.968	-.654	-.902	-.493	2.443

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.818
Bartlett's Test of Sphericity	Approx. Chi-Square	137.898
	df	15
	Sig.	.000

Anti-image Matrices

		CEN1	CEN2	CEN3	CEN4	CEN5	CEN6
Anti-image Covariance	CEN1	.212	-.091	-.114	.053	-.073	-.075
	CEN2	-.091	.281	-.080	-.081	-.003	.111
	CEN3	-.114	-.080	.262	-.038	.054	-.070
	CEN4	.053	-.081	-.038	.205	-.140	-.076
	CEN5	-.073	-.003	.054	-.140	.221	-.045
	CEN6	-.075	.111	-.070	-.076	-.045	.409
Anti-image Correlation	CEN1	.808[a]	-.372	-.485	.255	-.335	-.256
	CEN2	-.372	.837[a]	-.297	-.337	-.013	.328
	CEN3	-.485	-.297	.842[a]	-.163	.225	-.214
	CEN4	.255	-.337	-.163	.780[a]	-.657	-.261
	CEN5	-.335	-.013	.225	-.657	.797[a]	-.148
	CEN6	-.256	.328	-.214	-.261	-.148	.861[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CEN1	1.000	.802
CEN2	1.000	.718
CEN3	1.000	.742
CEN4	1.000	.774
CEN5	1.000	.752
CEN6	1.000	.617

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.404	73.405	73.405	4.404	73.405	73.405
2	.627	10.442	83.847			
3	.473	7.883	91.730			
4	.215	3.583	95.313			
5	.179	2.976	98.289			
6	.103	1.711	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component 1
CEN1	.895
CEN2	.848
CEN3	.861
CEN4	.880
CEN5	.867
CEN6	.785

Extraction Method: Principal Component Analysis.[a]
a. 1 components extracted.

Reproduced Correlations

		CEN1	CEN2	CEN3	CEN4	CEN5	CEN6
Reproduced Correlation	CEN1	.802[a]	.759	.771	.787	.776	.703
	CEN2	.759	.718[a]	.730	.746	.735	.666
	CEN3	.771	.730	.742[a]	.758	.747	.676
	CEN4	.787	.746	.758	.774[a]	.763	.691
	CEN5	.776	.735	.747	.763	.752[a]	.681
	CEN6	.703	.666	.676	.691	.681	.617[a]
Residual[b]	CEN1		.011	.050	-.136	-.080	-.052
	CEN2	.011		.023	-.044	-.086	-.197
	CEN3	.050	.023		-.115	-.159	-.060
	CEN4	-.136	-.044	-.115		.090	-.024
	CEN5	-.080	-.086	-.159	.090		-.017
	CEN6	-.052	-.197	-.060	-.024	-.017	

Extraction Method: Principal Component Analysis.
a. Reproduced communalities
b. Residuals are computed between observed and reproduced correlations. There are 9 (60.0%) nonredundant residuals with absolute values greater than 0.05.

```
RELIABILITY
  /VARIABLES=CEN1 CEN2 CEN3 CEN4 CEN5 CEN6
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Reliability

Notes

Output Created		21-NOV-2019 09:27:30
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	30
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=CEN1 CEN2 CEN3 CEN4 CEN5 CEN6 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.926	6

```
FACTOR
  /VARIABLES CLO1 CLO2 CLO3 CLO4
  /MISSING LISTWISE
  /ANALYSIS CLO1 CLO2 CLO3 CLO4
  /PRINT UNIVARIATE INITIAL CORRELATION SIG DET KMO INV REPR AIC
EXTRACTION
  /CRITERIA MINEIGEN(1) ITERATE(25)
```

```
/EXTRACTION PC
/ROTATION NOROTATE
/METHOD=CORRELATION.
```

Factor Analysis

Notes

Output Created		21-NOV-2019 09:27:43
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	30
Missing Value Handling	Definition of Missing	MISSING=EXCLUDE: User-defined missing values are treated as missing.
	Cases Used	LISTWISE: Statistics are based on cases with no missing values for any variable used.
Syntax		FACTOR /VARIABLES CLO1 CLO2 CLO3 CLO4 /MISSING LISTWISE /ANALYSIS CLO1 CLO2 CLO3 CLO4 /PRINT UNIVARIATE INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /ROTATION NOROTATE /METHOD=CORRELATION.
Resources	Processor Time	00:00:00.05
	Elapsed Time	00:00:00.06
	Maximum Memory Required	2872 (2.805K) bytes

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
CLO1	4.9333	1.33735	30
CLO2	4.7333	1.28475	30
CLO3	4.6333	1.32570	30
CLO4	4.3333	1.44636	30

Correlation Matrix[a]

		CLO1	CLO2	CLO3	CLO4
Correlation	CLO1	1.000	.792	.608	.582
	CLO2	.792	1.000	.710	.643
	CLO3	.608	.710	1.000	.803
	CLO4	.582	.643	.803	1.000
Sig. (1-tailed)	CLO1		.000	.000	.000

	CLO2	.000		.000	.000
	CLO3	.000	.000		.000
	CLO4	.000	.000	.000	

a. Determinant = .062

Inverse of Correlation Matrix

	CLO1	CLO2	CLO3	CLO4
CLO1	2.751	-1.950	-.026	-.326
CLO2	-1.950	3.462	-1.114	-.197
CLO3	-.026	-1.114	3.436	-2.028
CLO4	-.326	-.197	-2.028	2.946

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.758
Bartlett's Test of Sphericity	Approx. Chi-Square	74.604
	df	6
	Sig.	.000

Anti-image Matrices

		CLO1	CLO2	CLO3	CLO4
Anti-image Covariance	CLO1	.364	-.205	-.003	-.040
	CLO2	-.205	.289	-.094	-.019
	CLO3	-.003	-.094	.291	-.200
	CLO4	-.040	-.019	-.200	.339
Anti-image Correlation	CLO1	.764[a]	-.632	-.008	-.115
	CLO2	-.632	.753[a]	-.323	-.062
	CLO3	-.008	-.323	.748[a]	-.638
	CLO4	-.115	-.062	-.638	.768[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CLO1	1.000	.720
CLO2	1.000	.808
CLO3	1.000	.796
CLO4	1.000	.746

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.071	76.778	76.778	3.071	76.778	76.778
2	.538	13.457	90.234			
3	.220	5.509	95.744			
4	.170	4.256	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component 1
CLO1	.849
CLO2	.899
CLO3	.892
CLO4	.864

Extraction Method: Principal Component Analysis.[a]
a. 1 components extracted.

Reproduced Correlations

		CLO1	CLO2	CLO3	CLO4
Reproduced Correlation	CLO1	.720[a]	.763	.757	.733
	CLO2	.763	.808[a]	.802	.777
	CLO3	.757	.802	.796[a]	.771
	CLO4	.733	.777	.771	.746[a]
Residual[b]	CLO1		.029	-.149	-.151
	CLO2	.029		-.092	-.133
	CLO3	-.149	-.092		.032
	CLO4	-.151	-.133	.032	

Extraction Method: Principal Component Analysis.
a. Reproduced communalities
b. Residuals are computed between observed and reproduced correlations. There are 4 (66.0%) nonredundant residuals with absolute values greater than 0.05.

```
RELIABILITY
 /VARIABLES=CLO1 CLO2 CLO3 CLO4
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA.
```

Reliability

Notes

Output Created		21-NOV-2019 09:27:58
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	30
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.

Syntax		RELIABILITY /VARIABLES=CLO1 CLO2 CLO3 CLO4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.898	4

B. Data Perhitungan Construct Reliability (CR) dan Variance Extracted (VE)

VARIABEL	INDIKATOR	FAKTOR LOADING	ERROR	∑ Faktor Loading	(∑ Faktor Loading)2	∑ Error	CR	∑(Faktor Lading)2	VE (Variance Extracted)
	CIV1	0,68	0,53						
	CIV2	0,71	0,5	2,68	7,182	2,2	0,766	1,799	0,450
	CIV3	0,65	0,58						
CIV	CIV4	0,64	0,59						
	CP1	0,65	0,57						
	CP2	0,83	0,31	2,28	5,198	1,25	0,806	1,751	0,584
CP	CP3	0,8	0,37						
	CIT1	0,46	0,78						
	CIT2	0,48	0,77	1,72	2,958	1,94	0,604	1,050	0,351
CIT	CIT3	0,78	0,39						
	CFE1	0,52	0,73						
	CFE2	0,91	0,18	2,33	5,429	1,1	0,832	1,909	0,634
CFE	CFE3	0,9	0,19						
	WOM1	0,78	0,38						
	WOM2	0,77	0,41	3,14	9,860	1,52	0,866	2,471	0,619
	WOM3	0,74	0,46						
WOM	WOM4	0,85	0,27						
	CCS1	0,89	0,21						
	CCS2	0,83	0,31	2,55	6,503	0,83	0,887	2,170	0,723
CCS	CCS3	0,83	0,31						
	CT1	0,88	0,23						
	CT2	0,9	0,19	3,43	11,765	1,05	0,918	2,946	0,737
	CT3	0,81	0,34						
CT	CT4	0,84	0,29						
	CC1	0,85	0,27						
	CC2	0,71	0,49	2,32	5,382	1,19	0,819	1,804	0,603
CC	CC3	0,76	0,43						
	CEN1	0,87	0,25						
	CEN2	0,87	0,24						
	CEN3	0,9	0,19	5,1	26,010	1,66	0,940	4,343	0,723
	CEN4	0,86	0,25						
	CEN5	0,8	0,36						
CEN	CEN6	0,8	0,37						
	CLO1	0,77	0,41						
	CLO2	0,92	0,16	3,37	11,357	1,15	0,908	2,856	0,713
	CLO3	0,89	0,2						
CLO	CLO4	0,79	0,38						

C. OUTPUT ANALISIS SEM DENGAN LISREL

DATE: 6/20/2020
TIME: 21:45
L I S R E L 8.80
BY
Karl G. Jöreskog & Dag Sörbom
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Website: www.ssicentral.com

The following lines were read from file G:\My Drive\UNIK\MM\MM\TEST LISREL\TEST 0\coba.spl:
raw data from file COBA.PSF
latent variables : CIV CP CIT CFE WOM CCS CT CC CEN CLO
relationships
CIV1=CIV
CIV2=CIV
CIV3=CIV
CIV4=CIV
CP1=CP
CP2=CP
CP3=CP
CIT1=CIT
CIT2=1*CIT
CIT3=CIT
CFE1=CFE
CFE2=CFE
CFE3=CFE
WOM1=WOM
WOM2=WOM
WOM3=WOM
WOM4=WOM
CCS1=CCS
CCS2=CCS
CCS3=CCS
CT1=CT
CT2=CT
CT3=CT
CT3=CT
CT4=CT
CC1=CC
CC2=CC
CC3=CC
CEN1=CEN

```
CEN2=CEN
CEN3=CEN
CEN4=CEN
CEN5=CEN
CEN6=CEN
CLO1=CLO
CLO2=CLO
CLO3=CLO
CLO4=CLO
CP=CIV
CIT=CP
CFE=CIT CIV
CEN=CIV CP CIT CFE
CCS=CIV CEN CFE
CC=CEN
CT=CEN
WOM=CEN CLO
CLO=CCS CC CT
set error covariance of CIV4 and CIV3 free
set error covariance of WOM and CP free
set error covariance of CIV2 and CIV1 free
set error covariance of WOM2 and WOM1 free
set error covariance of CIT and CP free
set error covariance of CEN6 and CEN2 free
set error covariance of CEN3 and CC1 free
set error covariance of CEN and CC free
Admissibilty check off
set error covariance of CC3 and WOM3 free
set error covariance of CFE1 and CP3 free
set error covariance of WOM and CIT free
set error covariance of CLO4 and CLO3 free
set error covariance of CEN5 and CEN1 free
set error covariance of CT4 and CT3 free
set error covariance of CEN3 and CFE1 free
set error covariance of CIV3 and CT3 free
set error covariance of CIV2 and CCS1 free
set error covariance of CEN6 and CT1 free
set error covariance of CEN1 and CIT1 free
set error covariance of CC3 and CC1 free
set error covariance of CLO and CFE free
set error covariance of CFE1 and CP2 free
set error covariance of CC2 and WOM4 free
set error covariance of CCS2 and WOM2 free
set error covariance of CIV1 and CCS1 free
set error covariance of CIT3 and CP1 free
set error covariance of CEN1 and CP1 free
set error variance of CEN to zero
options:SC
path diagram
end of problem
```

Sample Size = 198
Covariance Matrix

	CP1	CP2	CP3	CIT1	CIT2	CIT3
CP1	1.78					
CP2	1.00	1.68				
CP3	0.92	1.28	2.12			
CIT1	0.23	0.40	0.31	1.92		
CIT2	0.23	0.39	0.53	0.63	1.95	
CIT3	0.59	0.41	0.51	0.62	0.60	1.52
CFE1	0.55	0.79	1.22	0.11	0.71	0.61
CFE2	0.57	0.60	0.86	0.29	0.56	0.97
CFE3	0.61	0.60	0.94	0.36	0.60	0.96
WOM1	0.77	0.95	1.25	0.46	0.57	0.69
WOM2	0.74	0.93	1.32	0.44	0.70	0.64
WOM3	0.56	0.58	0.71	0.62	0.66	0.87
WOM4	0.91	1.11	1.30	0.53	0.69	0.84
CCS1	0.46	0.50	0.62	0.54	0.58	0.84
CCS2	0.46	0.55	0.63	0.58	0.53	0.91
CCS3	0.55	0.57	0.76	0.61	0.68	0.77
CT1	0.42	0.32	0.43	0.47	0.43	0.87
CT2	0.32	0.37	0.57	0.51	0.41	0.81
CT3	0.36	0.42	0.63	0.43	0.47	0.75
CT4	0.46	0.46	0.62	0.40	0.38	0.80
CC1	0.37	0.42	0.50	0.43	0.36	0.88
CC2	0.51	0.74	0.72	0.18	0.64	0.67
CC3	0.65	0.78	0.93	0.39	0.66	0.53
CEN1	0.52	0.37	0.54	0.71	0.47	0.72
CEN2	0.33	0.39	0.53	0.63	0.38	0.83
CEN3	0.40	0.35	0.52	0.67	0.44	0.94
CEN4	0.70	0.63	0.83	0.67	0.60	0.92
CEN5	0.50	0.62	0.70	0.63	0.75	0.82
CEN6	0.50	0.52	0.74	0.52	0.68	0.65
CLO1	0.40	0.49	0.46	0.49	0.45	0.74
CLO2	0.51	0.56	0.68	0.44	0.53	0.69
CLO3	0.32	0.52	0.71	0.41	0.57	0.72
CLO4	0.33	0.64	0.98	0.38	0.75	0.72
CIV1	0.41	0.36	0.41	0.52	0.54	0.71
CIV2	0.49	0.40	0.38	0.61	0.45	0.75
CIV3	0.48	0.49	0.62	0.46	0.44	0.54
CIV4	0.45	0.47	0.51	0.43	0.44	0.52

Covariance Matrix

	CFE1	CFE2	CFE3	WOM1	WOM2	WOM3
CFE1	2.10					
CFE2	1.03	1.81				
CFE3	0.94	1.51	1.86			
WOM1	0.95	1.07	1.01	1.95		
WOM2	0.97	0.93	0.97	1.57	1.97	

WOM3 0.52 1.07 1.17 0.95 0.93 1.67
WOM4 0.83 1.13 1.23 1.49 1.52 1.25
CCS1 0.46 0.75 0.88 0.74 0.62 0.90
CCS2 0.57 0.80 0.82 0.72 0.54 0.81
CCS3 0.46 0.77 0.93 0.95 0.85 0.93
CT1 0.52 0.81 0.88 0.53 0.56 0.73
CT2 0.50 0.74 0.84 0.56 0.54 0.66
CT3 0.68 0.74 0.83 0.64 0.60 0.74
CT4 0.55 0.80 0.81 0.63 0.56 0.67
CC1 0.48 0.85 0.87 0.54 0.48 0.73
CC2 0.79 0.86 0.86 0.78 0.67 0.64
CC3 0.97 0.69 0.80 0.65 0.71 0.44
CEN1 0.47 0.75 0.85 0.51 0.48 0.62
CEN2 0.53 0.81 0.86 0.62 0.56 0.79
CEN3 0.43 0.89 0.97 0.53 0.56 0.84
CEN4 0.73 1.02 1.13 0.74 0.77 0.87
CEN5 0.86 1.00 1.05 0.80 0.80 0.81
CEN6 0.77 0.86 0.94 0.64 0.65 0.63
CLO1 0.55 0.84 0.76 0.63 0.50 0.71
CLO2 0.79 1.03 1.02 0.76 0.63 0.77
CLO3 0.94 1.00 1.02 0.76 0.67 0.78
CLO4 1.13 1.04 1.02 0.91 0.84 0.71
CIV1 0.47 0.66 0.69 0.54 0.44 0.60
CIV2 0.34 0.61 0.70 0.45 0.39 0.65
CIV3 0.61 0.63 0.71 0.60 0.59 0.54
CIV4 0.50 0.56 0.61 0.59 0.59 0.51
Covariance Matrix
WOM4 CCS1 CCS2 CCS3 CT1 CT2
-------- -------- -------- -------- -------- --------
WOM4 2.34
CCS1 0.87 1.19
CCS2 0.80 0.93 1.34
CCS3 1.07 0.94 0.93 1.39
CT1 0.79 0.78 0.84 0.74 1.27
CT2 0.72 0.80 0.82 0.76 1.09 1.47
CT3 0.83 0.76 0.71 0.76 0.88 1.00
CT4 0.79 0.79 0.84 0.72 0.94 1.07
CC1 0.76 0.85 0.95 0.77 0.99 1.07
CC2 1.07 0.83 0.76 0.86 0.80 0.85
CC3 0.88 0.78 0.70 0.71 0.82 0.97
CEN1 0.72 0.78 0.75 0.72 0.91 1.01
CEN2 0.75 0.86 0.89 0.83 1.05 1.18
CEN3 0.82 0.84 0.93 0.74 1.12 1.22
CEN4 1.10 0.87 0.85 0.82 1.06 1.16
CEN5 1.02 0.85 0.95 0.80 1.00 1.05
CEN6 0.91 0.75 0.73 0.69 0.79 0.92
CLO1 0.88 0.70 0.88 0.81 0.88 0.84
CLO2 0.95 0.81 0.93 0.80 1.01 1.05
CLO3 1.01 0.79 0.83 0.81 1.03 1.18
CLO4 1.09 0.84 0.86 0.85 0.95 1.11

CIV1 0.72 0.74 0.63 0.56 0.83 0.82
CIV2 0.70 0.82 0.68 0.58 0.83 0.87
CIV3 0.79 0.68 0.58 0.65 0.68 0.69
CIV4 0.76 0.65 0.67 0.59 0.74 0.69
Covariance Matrix
CT3 CT4 CC1 CC2 CC3 CEN1
-------- -------- -------- -------- -------- --------
CT3 1.25
CT4 1.01 1.32
CC1 0.88 0.97 1.36
CC2 0.94 0.86 0.93 2.07
CC3 0.95 0.89 0.85 1.28 2.22
CEN1 0.81 0.91 0.94 0.85 1.12 1.46
CEN2 0.93 1.02 1.05 0.93 0.99 1.17
CEN3 0.93 1.08 1.20 0.91 0.97 1.25
CEN4 0.99 1.09 1.02 1.06 1.16 1.19
CEN5 0.92 0.91 0.95 1.16 1.25 0.98
CEN6 0.80 0.86 0.84 1.11 1.15 1.09
CLO1 0.77 0.82 0.94 0.80 0.81 0.80
CLO2 0.96 0.97 1.02 1.12 1.26 1.00
CLO3 1.03 0.96 1.00 1.20 1.33 1.03
CLO4 1.07 0.97 0.97 1.27 1.42 0.94
CIV1 0.68 0.74 0.72 0.67 0.87 0.85
CIV2 0.69 0.77 0.77 0.63 0.86 0.89
CIV3 0.75 0.68 0.68 0.82 1.05 0.92
CIV4 0.64 0.67 0.74 0.82 0.98 0.89
Covariance Matrix
CEN2 CEN3 CEN4 CEN5 CEN6 CLO1
-------- -------- -------- -------- -------- --------
CEN2 1.57
CEN3 1.34 1.64
CEN4 1.24 1.36 1.78
CEN5 1.07 1.20 1.35 1.89
CEN6 0.84 1.04 1.15 1.25 1.63
CLO1 0.94 0.96 0.93 0.94 0.74 1.43
CLO2 1.11 1.12 1.17 1.24 1.10 1.16
CLO3 1.20 1.13 1.23 1.29 1.10 1.07
CLO4 1.08 1.07 1.23 1.34 1.22 1.03
CIV1 0.78 0.82 0.90 0.76 0.78 0.65
CIV2 0.83 0.89 0.94 0.74 0.76 0.63
CIV3 0.71 0.72 0.83 0.77 0.92 0.68
CIV4 0.75 0.80 0.82 0.88 0.88 0.73
Covariance Matrix
CLO2 CLO3 CLO4 CIV1 CIV2 CIV3
-------- -------- -------- -------- -------- --------
CLO2 1.79
CLO3 1.54 1.93
CLO4 1.47 1.70 2.30
CIV1 0.74 0.78 0.77 1.31
CIV2 0.78 0.77 0.70 1.02 1.28

CIV3 0.82 0.81 0.92 0.75 0.74 1.43
CIV4 0.88 0.82 0.85 0.74 0.65 1.16
Covariance Matrix
CIV4

CIV4 1.53
Number of Iterations =103
LISREL Estimates (Maximum Likelihood)
Measurement Equations
CP1 = 0.90*CP, Errorvar.= 1.09 , R^2 = 0.43
(0.12)
8.91
CP2 = 1.06*CP, Errorvar.= 0.51 , R^2 = 0.69
(0.11) (0.084)
9.52 6.09
CP3 = 1.13*CP, Errorvar.= 0.74 , R^2 = 0.63
(0.12) (0.11)
9.43 6.90
CIT1 = 0.96*CIT, Errorvar.= 1.52 , R^2 = 0.22
(0.19) (0.16)
5.03 9.55
CIT2 = 1.00*CIT, Errorvar.= 1.49 , R^2 = 0.23
(0.16)
9.51
CIT3 = 1.42*CIT, Errorvar.= 0.59 , R^2 = 0.61
(0.21) (0.081)
6.62 7.33
CFE1 = 0.73*CFE, Errorvar.= 1.42 , R^2 = 0.27
(0.15)
9.73
CFE2 = 1.22*CFE, Errorvar.= 0.32 , R^2 = 0.82
(0.15) (0.060)
8.24 5.39
CFE3 = 1.23*CFE, Errorvar.= 0.35 , R^2 = 0.81
(0.15) (0.062)
8.22 5.67
WOM1 = 1.09*WOM, Errorvar.= 0.74 , R^2 = 0.62
(0.090)
8.22
WOM2 = 1.06*WOM, Errorvar.= 0.79 , R^2 = 0.59
(0.065) (0.094)
16.29 8.44
WOM3 = 0.95*WOM, Errorvar.= 0.75 , R^2 = 0.54
(0.085) (0.086)
11.07 8.74
WOM4 = 1.29*WOM, Errorvar.= 0.62 , R^2 = 0.73
(0.099) (0.088)
12.99 7.04
CCS1 = 0.97*CCS, Errorvar.= 0.26 , R^2 = 0.79
(0.038)

6.80
CCS2 = 0.95*CCS, Errorvar.= 0.42 , R^2 = 0.69
(0.062) (0.051)
15.42 8.15
CCS3 = 0.98*CCS, Errorvar.= 0.44 , R^2 = 0.69
(0.064) (0.054)
15.39 8.17
CT1 = 0.99*CT, Errorvar.= 0.29 , R^2 = 0.77
(0.037)
7.74
CT2 = 1.09*CT, Errorvar.= 0.28 , R^2 = 0.81
(0.060) (0.038)
18.25 7.37
CT3 = 0.91*CT, Errorvar.= 0.43 , R^2 = 0.66
(0.061) (0.049)
14.90 8.77
CT4 = 0.97*CT, Errorvar.= 0.39 , R^2 = 0.71
(0.061) (0.046)
15.92 8.41
CC1 = 1.01*CC, Errorvar.= 0.38 , R^2 = 0.73
(0.054)
7.10
CC2 = 1.02*CC, Errorvar.= 1.02 , R^2 = 0.51
(0.088) (0.11)
11.59 9.24
CC3 = 1.15*CC, Errorvar.= 0.99 , R^2 = 0.57
(0.10) (0.12)
11.35 8.45
CEN1 = 1.04*CEN, Errorvar.= 0.36 , R^2 = 0.75
(0.040)
9.02
CEN2 = 1.09*CEN, Errorvar.= 0.38 , R^2 = 0.76
(0.063) (0.044)
17.30 8.73
CEN3 = 1.16*CEN, Errorvar.= 0.32 , R^2 = 0.81
(0.061) (0.036)
18.83 8.84
CEN4 = 1.15*CEN, Errorvar.= 0.46 , R^2 = 0.75
(0.068) (0.050)
17.06 9.11
CEN5 = 1.10*CEN, Errorvar.= 0.69 , R^2 = 0.64
(0.086) (0.073)
12.70 9.33
CEN6 = 1.02*CEN, Errorvar.= 0.60 , R^2 = 0.63
(0.070) (0.064)
14.57 9.27
CLO1 = 0.92*CLO, Errorvar.= 0.59 , R^2 = 0.59
(0.066)
8.95
CLO2 = 1.23*CLO, Errorvar.= 0.28 , R^2 = 0.84

(0.087) (0.046)
14.17 6.09
CLO3 = 1.24*CLO, Errorvar.= 0.39 , R^2 = 0.80
(0.090) (0.056)
13.69 7.07
CLO4 = 1.20*CLO, Errorvar.= 0.86 , R^2 = 0.62
(0.10) (0.10)
11.73 8.53
CIV1 = 0.78*CIV, Errorvar.= 0.70 , R^2 = 0.47
(0.072) (0.072)
10.88 9.68
CIV2 = 0.80*CIV, Errorvar.= 0.63 , R^2 = 0.50
(0.070) (0.066)
11.47 9.64
CIV3 = 0.78*CIV, Errorvar.= 0.82 , R^2 = 0.42
(0.076) (0.083)
10.21 9.89
CIV4 = 0.80*CIV, Errorvar.= 0.89 , R^2 = 0.41
(0.079) (0.092)
10.05 9.74
Error Covariance for CIT3 and CP1 = 0.23
(0.067)
3.50
Error Covariance for CFE1 and CP2 = 0.24
(0.076)
3.16
Error Covariance for CFE1 and CP3 = 0.51
(0.094)
5.44
Error Covariance for WOM2 and WOM1 = 0.38
(0.075)
5.05
Error Covariance for CCS2 and WOM2 = -0.13
(0.041)
-3.13
Error Covariance for CT4 and CT3 = 0.13
(0.036)
3.69
Error Covariance for CC2 and WOM4 = 0.21
(0.069)
3.06
Error Covariance for CC3 and WOM3 = -0.30
(0.073)
-4.16
Error Covariance for CC3 and CC1 = -0.18
(0.052)
-3.56
Error Covariance for CEN1 and CP1 = 0.14
(0.046)
3.11

Error Covariance for CEN1 and CIT1 = 0.19
(0.055)
3.44
Error Covariance for CEN3 and CFE1 = -0.17
(0.044)
-3.83
Error Covariance for CEN3 and CC1 = 0.16
(0.031)
5.22
Error Covariance for CEN5 and CEN1 = -0.17
(0.038)
-4.58
Error Covariance for CEN6 and CT1 = -0.11
(0.032)
-3.45
Error Covariance for CEN6 and CEN2 = -0.26
(0.040)
-6.60
Error Covariance for CLO4 and CLO3 = 0.22
(0.059)
3.70
Error Covariance for CIV1 and CCS1 = 0.11
(0.037)
2.83
Error Covariance for CIV2 and CCS1 = 0.16
(0.037)
4.38
Error Covariance for CIV2 and CIV1 = 0.39
(0.057)
6.88
Error Covariance for CIV3 and CT3 = 0.12
(0.033)
3.52
Error Covariance for CIV4 and CIV3 = 0.54
(0.072)
7.39
Structural Equations
CP = 0.53*CIV, Errorvar.= 0.72 , R^2 = 0.28
(0.088) (0.15)
5.97 4.88
CIT = 1.12*CP, Errorvar.= 0.89 , R^2 = -0.95
(0.24) (0.36)
4.74 2.50
CFE = 1.21*CIT - 0.037*CIV, Errorvar.= 0.38 , R^2 = 0.62
(0.35) (0.19) (0.11)
3.45 -0.20 3.49
WOM = 0.45*CEN + 0.32*CLO, Errorvar.= 0.62 , R^2 = 0.38
(0.12) (0.12) (0.10)
3.72 2.57 5.91
CCS = 0.27*CFE - 1.11*CEN + 1.75*CIV, Errorvar.= 0.17 , R^2 = 0.83

(0.13) (0.35) (0.34) (0.042)
2.03 -3.21 5.18 4.02
CT = 0.93*CEN, Errorvar.= 0.14 , R^2 = 0.86
(0.060) (0.029)
15.47 4.75
CC = 0.98*CEN, Errorvar.= 0.18 , R^2 = 0.82
(0.069) (0.040)
14.25 4.59
CEN = - 0.069*CP - 0.80*CIT + 0.27*CFE + 1.29*CIV,, R^2 = 1.00
(0.048) (0.26) (0.091) (0.16)
-1.44 -3.15 3.02 8.34
CLO = - 0.046*CCS + 0.32*CT + 0.62*CC, Errorvar.= 0.19 , R^2 = 0.81
(0.11) (0.10) (0.16) (0.042)
-0.42 3.10 3.79 4.63
Error Covariance for CIT and CP = -0.75
(0.19)
-3.91
Error Covariance for WOM and CP = 0.47
(0.084)
5.66
Error Covariance for WOM and CIT = -0.36
(0.12)
-3.09
Error Covariance for CEN and CC = -0.08
(0.019)
-4.11
Error Covariance for CLO and CFE = 0.11
(0.036)
2.94
Reduced Form Equations
CP = 0.53*CIV, Errorvar.= 0.72, R^2 = 0.28
(0.088)
5.97
CIT = 0.59*CIV, Errorvar.= 0.11, R^2 = 0.76
(0.092)
6.43
CFE = 0.68*CIV, Errorvar.= 0.54, R^2 = 0.46
(0.11)
6.22
WOM = 0.71*CIV, Errorvar.= 0.50, R^2 = 0.50
(0.082)
8.64
CCS = 0.86*CIV, Errorvar.= 0.26, R^2 = 0.74
(0.070)
12.33
CT = 0.90*CIV, Errorvar.= 0.19, R^2 = 0.81
(0.067)
13.49
CC = 0.95*CIV, Errorvar.= 0.090, R^2 = 0.91
(0.069)

13.82
CEN = 0.97*CIV, Errorvar.= 0.060, R^2 = 0.94
(0.066)
14.73
CLO = 0.84*CIV, Errorvar.= 0.29, R^2 = 0.71
(0.080)
10.55
Correlation Matrix of Independent Variables
CIV

1.00
Covariance Matrix of Latent Variables
CP CIT CFE WOM CCS CT
-------- -------- -------- -------- -------- --------
CP 1.00
CIT 0.37 0.46
CFE 0.42 0.53 1.00
WOM 0.79 0.54 0.74 1.00
CCS 0.56 0.60 0.69 0.76 1.00
CT 0.40 0.48 0.64 0.58 0.72 1.00
CC 0.43 0.51 0.68 0.58 0.85 0.84
CEN 0.43 0.52 0.69 0.61 0.78 0.93
CLO 0.37 0.44 0.70 0.60 0.71 0.84
CIV 0.53 0.59 0.68 0.71 0.86 0.90
Covariance Matrix of Latent Variables
CC CEN CLO CIV
-------- -------- -------- --------
CC 1.00
CEN 0.91 1.00
CLO 0.88 0.85 1.00
CIV 0.95 0.97 0.84 1.00
W_A_R_N_I_N_G: Matrix above is not positive definite
Goodness of Fit Statistics
Degrees of Freedom = 585
Minimum Fit Function Chi-Square = 1151.04 (P = 0.0)
Normal Theory Weighted Least Squares Chi-Square = 1212.50 (P = 0.0)
Estimated Non-centrality Parameter (NCP) = 627.50
90 Percent Confidence Interval for NCP = (531.56 ; 731.19)
Minimum Fit Function Value = 5.84
Population Discrepancy Function Value (F0) = 3.19
90 Percent Confidence Interval for F0 = (2.70 ; 3.71)
Root Mean Square Error of Approximation (RMSEA) = 0.074
90 Percent Confidence Interval for RMSEA = (0.068 ; 0.080)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00
Expected Cross-Validation Index (ECVI) = 7.35
90 Percent Confidence Interval for ECVI = (6.87 ; 7.88)
ECVI for Saturated Model = 7.14
ECVI for Independence Model = 162.82
Chi-Square for Independence Model with 666 Degrees of Freedom = 32001.33
Independence AIC = 32075.33

Model AIC = 1448.50
Saturated AIC = 1406.00
Independence CAIC = 32234.00
Model CAIC = 1954.51
Saturated CAIC = 4420.65
Normed Fit Index (NFI) = 0.96
Non-Normed Fit Index (NNFI) = 0.98
Parsimony Normed Fit Index (PNFI) = 0.85
Comparative Fit Index (CFI) = 0.98
Incremental Fit Index (IFI) = 0.98
Relative Fit Index (RFI) = 0.96
Critical N (CN) = 115.24
Root Mean Square Residual (RMR) = 0.11
Standardized RMR = 0.064
Goodness of Fit Index (GFI) = 0.75
Adjusted Goodness of Fit Index (AGFI) = 0.70
Parsimony Goodness of Fit Index (PGFI) = 0.62

The Modification Indices Suggest to Add the
Path to from Decrease in Chi-Square New Estimate
CP2 WOM 7.9 -0.45
CP3 CFE 10.8 0.30
CP3 WOM 9.9 0.55
CIT1 CFE 16.0 -0.71
CIT3 CP 11.9 -0.35
CIT3 WOM 10.8 -0.51
WOM3 CP 10.7 -0.43
WOM3 CIT 22.2 1.02
WOM3 CFE 12.9 0.41
WOM3 CCS 14.0 0.45
CCS3 WOM 11.3 0.33
CC1 CT 12.5 0.48
CC3 CIT 9.1 -0.68
CC3 CCS 11.5 -0.62
CEN1 CT 13.1 -0.60
CEN3 CC 15.9 -0.55
CEN4 CP 10.1 0.19
CEN4 WOM 9.0 0.21
CLO1 CIT 12.3 0.48
CLO1 CCS 13.1 0.35
CFE CP 12.4 0.31
CFE WOM 9.6 0.50
CT CIT 8.1 0.29
CT CCS 12.2 0.23
CT CC 13.8 0.41
CT CIV 11.7 0.57
The Modification Indices Suggest to Add an Error Covariance
Between and Decrease in Chi-Square New Estimate
CP3 CP1 8.0 -0.25
CCS1 WOM3 8.0 0.10

CCS2 CIT3 8.4 0.12
Standardized Solution
LAMBDA-Y
CP CIT CFE WOM CCS CT
-------- -------- -------- -------- -------- --------
CP1 0.90 - - - - - - - - - -
CP2 1.06 - - - - - - - - - -
CP3 1.13 - - - - - - - - - -
CIT1 - - 0.65 - - - - - - - -
CIT2 - - 0.68 - - - - - - - -
CIT3 - - 0.96 - - - - - - - -
CFE1 - - - - 0.73 - - - - - -
CFE2 - - - - 1.22 - - - - - -
CFE3 - - - - 1.23 - - - - - -
WOM1 - - - - - - 1.09 - - - -
WOM2 - - - - - - 1.06 - - - -
WOM3 - - - - - - 0.95 - - - -
WOM4 - - - - - - 1.29 - - - -
CCS1 - - - - - - - - 0.97 - -
CCS2 - - - - - - - - 0.95 - -
CCS3 - - - - - - - - 0.98 - -
CT1 - - - - - - - - - - 0.99
CT2 - - - - - - - - - - 1.09
CT3 - - - - - - - - - - 0.91
CT4 - - - - - - - - - - 0.97
CC1 - - - - - - - - - - - -
CC2 - - - - - - - - - - - -
CC3 - - - - - - - - - - - -
CEN1 - - - - - - - - - - - -
CEN2 - - - - - - - - - - - -
CEN3 - - - - - - - - - - - -
CEN4 - - - - - - - - - - - -
CEN5 - - - - - - - - - - - -
CEN6 - - - - - - - - - - - -
CLO1 - - - - - - - - - - - -
CLO2 - - - - - - - - - - - -
CLO3 - - - - - - - - - - - -
CLO4 - - - - - - - - - - - -
LAMBDA-Y
CC CEN CLO
-------- -------- --------
CP1 - - - - - -
CP2 - - - - - -
CP3 - - - - - -
CIT1 - - - - - -
CIT2 - - - - - -
CIT3 - - - - - -
CFE1 - - - - - -
CFE2 - - - - - -
CFE3 - - - - - -

WOM1 - - - - - -
WOM2 - - - - - -
WOM3 - - - - - -
WOM4 - - - - - -
CCS1 - - - - - -
CCS2 - - - - - -
CCS3 - - - - - -
CT1 - - - - - -
CT2 - - - - - -
CT3 - - - - - -
CT4 - - - - - -
CC1 1.01 - - - -
CC2 1.02 - - - -
CC3 1.15 - - - -
CEN1 - - 1.04 - -
CEN2 - - 1.09 - -
CEN3 - - 1.16 - -
CEN4 - - 1.15 - -
CEN5 - - 1.10 - -
CEN6 - - 1.02 - -
CLO1 - - - - 0.92
CLO2 - - - - 1.23
CLO3 - - - - 1.24
CLO4 - - - - 1.20
LAMBDA-X
CIV

CIV1 0.78
CIV2 0.80
CIV3 0.78
CIV4 0.80
BETA
CP CIT CFE WOM CCS CT
--- --- --- --- --- ---
CP - - - - - - - - - - - -
CIT 1.66 - - - - - - - - - -
CFE - - 0.82 - - - - - - - -
WOM - - - - - - - - - - - -
CCS - - - - 0.27 - - - - - -
CT - - - - - - - - - - - -
CC - - - - - - - - - - - -
CEN -0.07 -0.54 0.27 - - - - - -
CLO - - - - - - - - -0.05 0.32
BETA
CC CEN CLO
--- --- ---
CP - - - - - -
CIT - - - - - -
CFE - - - - - -
WOM - - 0.45 0.32

CCS - - -1.11 - -
CT - - 0.93 - -
CC - - 0.98 - -
CEN - - - - - -
CLO 0.62 - - - -
GAMMA
CIV

CP 0.53
CIT - -
CFE -0.04
WOM - -
CCS 1.75
CT - -
CC - -
CEN 1.29
CLO - -
Correlation Matrix of ETA and KSI
CP CIT CFE WOM CCS CT
-------- -------- -------- -------- -------- --------
CP 1.00
CIT 0.54 1.00
CFE 0.42 0.79 1.00
WOM 0.79 0.80 0.74 1.00
CCS 0.56 0.89 0.69 0.76 1.00
CT 0.40 0.71 0.64 0.58 0.72 1.00
CC 0.43 0.75 0.68 0.58 0.85 0.84
CEN 0.43 0.76 0.69 0.61 0.78 0.93
CLO 0.37 0.65 0.70 0.60 0.71 0.84
CIV 0.53 0.87 0.68 0.71 0.86 0.90
Correlation Matrix of ETA and KSI
CC CEN CLO CIV
-------- -------- -------- --------
CC 1.00
CEN 0.91 1.00
CLO 0.88 0.85 1.00
CIV 0.95 0.97 0.84 1.00
PSI
CP CIT CFE WOM CCS CT
-------- -------- -------- -------- -------- --------
CP 0.72
CIT -1.12 1.95
CFE - - - - 0.38
WOM 0.47 -0.54 - - 0.62
CCS - - - - - - - - 0.17
CT - - - - - - - - - - 0.14
CC - - - - - - - - - - - -
CEN - - - - - - - - - - - -
CLO - - - - 0.11 - - - - - -
PSI

CC CEN CLO
-------- -------- --------
CC 0.18
CEN -0.08 - -
CLO - - - - 0.19
Regression Matrix ETA on KSI (Standardized)
CIV

CP 0.53
CIT 0.87
CFE 0.68
WOM 0.71
CCS 0.86
CT 0.90
CC 0.95
CEN 0.97
CLO 0.84
Completely Standardized Solution
LAMBDA-Y
CP CIT CFE WOM CCS CT
-------- -------- -------- -------- -------- --------
CP1 0.65 - - - - - - - - - -
CP2 0.83 - - - - - - - - - -
CP3 0.80 - - - - - - - - - -
CIT1 - - 0.46 - - - - - - - -
CIT2 - - 0.48 - - - - - - - -
CIT3 - - 0.78 - - - - - - - -
CFE1 - - - - 0.52 - - - - - -
CFE2 - - - - 0.91 - - - - - -
CFE3 - - - - 0.90 - - - - - -
WOM1 - - - - - - 0.78 - - - -
WOM2 - - - - - - 0.77 - - - -
WOM3 - - - - - - 0.74 - - - -
WOM4 - - - - - - 0.85 - - - -
CCS1 - - - - - - - - 0.89 - -
CCS2 - - - - - - - - 0.83 - -
CCS3 - - - - - - - - 0.83 - -
CT1 - - - - - - - - - - 0.88
CT2 - - - - - - - - - - 0.90
CT3 - - - - - - - - - - 0.81
CT4 - - - - - - - - - - 0.84
CC1 - - - - - - - - - - - -
CC2 - - - - - - - - - - - -
CC3 - - - - - - - - - - - -
CEN1 - - - - - - - - - - - -
CEN2 - - - - - - - - - - - -
CEN3 - - - - - - - - - - - -
CEN4 - - - - - - - - - - - -
CEN5 - - - - - - - - - - - -
CEN6 - - - - - - - - - - - -

CLO1 - - - - - - - - - - - -
CLO2 - - - - - - - - - - - -
CLO3 - - - - - - - - - - - -
CLO4 - - - - - - - - - - - -
LAMBDA-Y
CC CEN CLO
-------- -------- --------
CP1 - - - - - -
CP2 - - - - - -
CP3 - - - - - -
CIT1 - - - - - -
CIT2 - - - - - -
CIT3 - - - - - -
CFE1 - - - - - -
CFE2 - - - - - -
CFE3 - - - - - -
WOM1 - - - - - -
WOM2 - - - - - -
WOM3 - - - - - -
WOM4 - - - - - -
CCS1 - - - - - -
CCS2 - - - - - -
CCS3 - - - - - -
CT1 - - - - - -
CT2 - - - - - -
CT3 - - - - - -
CT4 - - - - - -
CC1 0.85 - - - -
CC2 0.71 - - - -
CC3 0.76 - - - -
CEN1 - - 0.87 - -
CEN2 - - 0.87 - -
CEN3 - - 0.90 - -
CEN4 - - 0.86 - -
CEN5 - - 0.80 - -
CEN6 - - 0.80 - -
CLO1 - - - - 0.77
CLO2 - - - - 0.92
CLO3 - - - - 0.89
CLO4 - - - - 0.79
LAMBDA-X
CIV

CIV1 0.68
CIV2 0.71
CIV3 0.65
CIV4 0.64
BETA
CP CIT CFE WOM CCS CT
-------- -------- -------- -------- -------- --------

CP - - - - - - - - - - - -
CIT 1.66 - - - - - - - - - -
CFE - - 0.82 - - - - - - - -
WOM - - - - - - - - - - - -
CCS - - - - 0.27 - - - - - -
CT - - - - - - - - - - - -
CC - - - - - - - - - - - -
CEN -0.07 -0.54 0.27 - - - - - -
CLO - - - - - - - - -0.05 0.32
BETA
CC CEN CLO
--- --- ---
CP - - - - - -
CIT - - - - - -
CFE - - - - - -
WOM - - 0.45 0.32
CCS - - -1.11 - -
CT - - 0.93 - -
CC - - 0.98 - -
CEN - - - - - -
CLO 0.62 - - - -
GAMMA
CIV

CP 0.53
CIT - -
CFE -0.04
WOM - -
CCS 1.75
CT - -
CC - -
CEN 1.29
CLO - -
Correlation Matrix of ETA and KSI
CP CIT CFE WOM CCS CT
--- --- --- --- --- ---
CP 1.00
CIT 0.54 1.00
CFE 0.42 0.79 1.00
WOM 0.79 0.80 0.74 1.00
CCS 0.56 0.89 0.69 0.76 1.00
CT 0.40 0.71 0.64 0.58 0.72 1.00
CC 0.43 0.75 0.68 0.58 0.85 0.84
CEN 0.43 0.76 0.69 0.61 0.78 0.93
CLO 0.37 0.65 0.70 0.60 0.71 0.84
CIV 0.53 0.87 0.68 0.71 0.86 0.90
Correlation Matrix of ETA and KSI
CC CEN CLO CIV
--- --- --- ---
CC 1.00

CEN 0.91 1.00
CLO 0.88 0.85 1.00
CIV 0.95 0.97 0.84 1.00
PSI
CP CIT CFE WOM CCS CT
-------- -------- -------- -------- -------- --------
CP 0.72
CIT -1.12 1.95
CFE - - - - 0.38
WOM 0.47 -0.54 - - 0.62
CCS - - - - - - - - 0.17
CT - - - - - - - - - - 0.14
CC - - - - - - - - - - - -
CEN - - - - - - - - - - - -
CLO - - - - 0.11 - - - - - -
PSI
CC CEN CLO
-------- -------- --------
CC 0.18
CEN -0.08 - -
CLO - - - - 0.19
THETA-EPS
CP1 CP2 CP3 CIT1 CIT2 CIT3
-------- -------- -------- -------- -------- --------
CP1 0.57
CP2 - - 0.31
CP3 - - - - 0.37
CIT1 - - - - - - 0.78
CIT2 - - - - - - - - 0.77
CIT3 0.14 - - - - - - - - 0.39
CFE1 - - 0.13 0.26 - - - - - -
CFE2 - - - - - - - - - - - -
CFE3 - - - - - - - - - - - -
WOM1 - - - - - - - - - - - -
WOM2 - - - - - - - - - - - -
WOM3 - - - - - - - - - - - -
WOM4 - - - - - - - - - - - -
CCS1 - - - - - - - - - - - -
CCS2 - - - - - - - - - - - -
CCS3 - - - - - - - - - - - -
CT1 - - - - - - - - - - - -
CT2 - - - - - - - - - - - -
CT3 - - - - - - - - - - - -
CT4 - - - - - - - - - - - -
CC1 - - - - - - - - - - - -
CC2 - - - - - - - - - - - -
CC3 - - - - - - - - - - - -
CEN1 0.09 - - - - 0.11 - - - -
CEN2 - - - - - - - - - - - -
CEN3 - - - - - - - - - - - -

CEN4 - - - - - - - - - - - -
CEN5 - - - - - - - - - - - -
CEN6 - - - - - - - - - - - -
CLO1 - - - - - - - - - - - -
CLO2 - - - - - - - - - - - -
CLO3 - - - - - - - - - - - -
CLO4 - - - - - - - - - - - -
THETA-EPS
CFE1 CFE2 CFE3 WOM1 WOM2 WOM3
-------- -------- -------- -------- -------- --------
CFE1 0.73
CFE2 - - 0.18
CFE3 - - - - 0.19
WOM1 - - - - - - 0.38
WOM2 - - - - - - 0.20 0.41
WOM3 - - - - - - - - - - 0.46
WOM4 - - - - - - - - - - - -
CCS1 - - - - - - - - - - - -
CCS2 - - - - - - - - -0.08 - -
CCS3 - - - - - - - - - - - -
CT1 - - - - - - - - - - - -
CT2 - - - - - - - - - - - -
CT3 - - - - - - - - - - - -
CT4 - - - - - - - - - - - -
CC1 - - - - - - - - - - - -
CC2 - - - - - - - - - - - -
CC3 - - - - - - - - - - -0.15
CEN1 - - - - - - - - - - - -
CEN2 - - - - - - - - - - - -
CEN3 -0.09 - - - - - - - - - -
CEN4 - - - - - - - - - - - -
CEN5 - - - - - - - - - - - -
CEN6 - - - - - - - - - - - -
CLO1 - - - - - - - - - - - -
CLO2 - - - - - - - - - - - -
CLO3 - - - - - - - - - - - -
CLO4 - - - - - - - - - - - -
THETA-EPS
WOM4 CCS1 CCS2 CCS3 CT1 CT2
-------- -------- -------- -------- -------- --------
WOM4 0.27
CCS1 - - 0.21
CCS2 - - - - 0.31
CCS3 - - - - - - 0.31
CT1 - - - - - - - - 0.23
CT2 - - - - - - - - - - 0.19
CT3 - - - - - - - - - - - -
CT4 - - - - - - - - - - - -
CC1 - - - - - - - - - - - -
CC2 0.10 - - - - - - - - - -

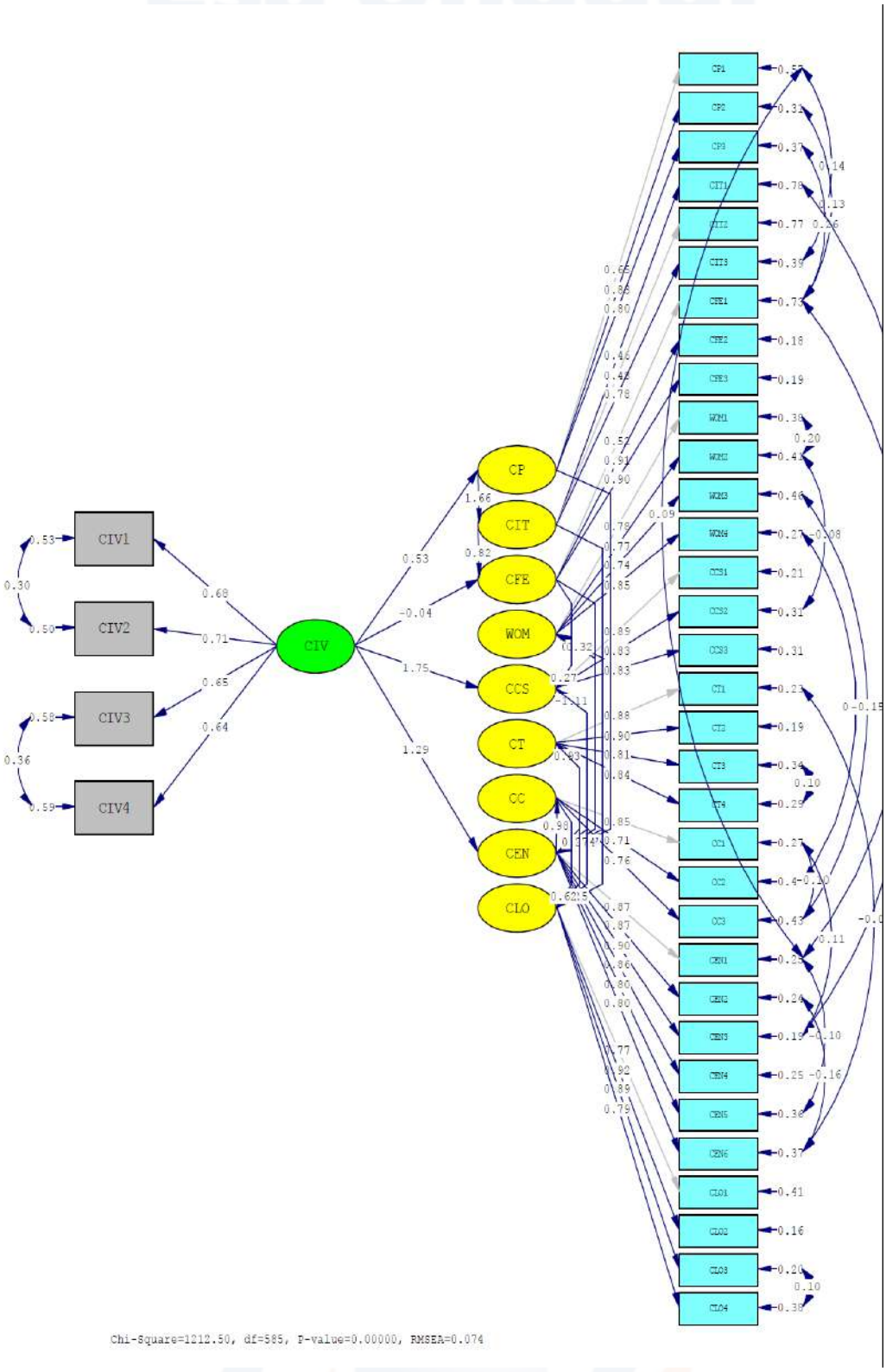
CC3 - - - - - - - - - - - -
CEN1 - - - - - - - - - - - -
CEN2 - - - - - - - - - - - -
CEN3 - - - - - - - - - - - -
CEN4 - - - - - - - - - - - -
CEN5 - - - - - - - - - - - -
CEN6 - - - - - - - - -0.08 - -
CLO1 - - - - - - - - - - - -
CLO2 - - - - - - - - - - - -
CLO3 - - - - - - - - - - - -
CLO4 - - - - - - - - - - - -
THETA-EPS
CT3 CT4 CC1 CC2 CC3 CEN1
-------- -------- -------- -------- -------- --------
CT3 0.34
CT4 0.10 0.29
CC1 - - - - 0.27
CC2 - - - - - - 0.49
CC3 - - - - -0.10 - - 0.43
CEN1 - - - - - - - - - - 0.25
CEN2 - - - - - - - - - - - -
CEN3 - - - - 0.11 - - - - - -
CEN4 - - - - - - - - - - - -
CEN5 - - - - - - - - - - -0.10
CEN6 - - - - - - - - - - - -
CLO1 - - - - - - - - - - - -
CLO2 - - - - - - - - - - - -
CLO3 - - - - - - - - - - - -
CLO4 - - - - - - - - - - - -
THETA-EPS
CEN2 CEN3 CEN4 CEN5 CEN6 CLO1
-------- -------- -------- -------- -------- --------
CEN2 0.24
CEN3 - - 0.19
CEN4 - - - - 0.25
CEN5 - - - - - - 0.36
CEN6 -0.16 - - - - - - 0.37
CLO1 - - - - - - - - - - 0.41
CLO2 - - - - - - - - - - - -
CLO3 - - - - - - - - - - - -
CLO4 - - - - - - - - - - - -
THETA-EPS
CLO2 CLO3 CLO4
-------- -------- --------
CLO2 0.16
CLO3 - - 0.20
CLO4 - - 0.10 0.38
THETA-DELTA-EPS
CP1 CP2 CP3 CIT1 CIT2 CIT3
-------- -------- -------- -------- -------- --------

CIV1 - - - - - - - - - - - -
CIV2 - - - - - - - - - - - -
CIV3 - - - - - - - - - - - -
CIV4 - - - - - - - - - - - -
THETA-DELTA-EPS
CFE1 CFE2 CFE3 WOM1 WOM2 WOM3
-------- -------- -------- -------- -------- --------
CIV1 - - - - - - - - - - - -
CIV2 - - - - - - - - - - - -
CIV3 - - - - - - - - - - - -
CIV4 - - - - - - - - - - - -
THETA-DELTA-EPS
WOM4 CCS1 CCS2 CCS3 CT1 CT2
-------- -------- -------- -------- -------- --------
CIV1 - - 0.08 - - - - - - - -
CIV2 - - 0.13 - - - - - - - -
CIV3 - - - - - - - - - - - -
CIV4 - - - - - - - - - - - -
THETA-DELTA-EPS
CT3 CT4 CC1 CC2 CC3 CEN1
-------- -------- -------- -------- -------- --------
CIV1 - - - - - - - - - - - -
CIV2 - - - - - - - - - - - -
CIV3 0.09 - - - - - - - - - -
CIV4 - - - - - - - - - - - -
THETA-DELTA-EPS
CEN2 CEN3 CEN4 CEN5 CEN6 CLO1
-------- -------- -------- -------- -------- --------
CIV1 - - - - - - - - - - - -
CIV2 - - - - - - - - - - - -
CIV3 - - - - - - - - - - - -
CIV4 - - - - - - - - - - - -
THETA-DELTA-EPS
CLO2 CLO3 CLO4
-------- -------- --------
CIV1 - - - - - -
CIV2 - - - - - -
CIV3 - - - - - -
CIV4 - - - - - -
THETA-DELTA
CIV1 CIV2 CIV3 CIV4
-------- -------- -------- --------
CIV1 0.53
CIV2 0.30 0.50
CIV3 - - - - 0.58
CIV4 - - - - 0.36 0.59
Regression Matrix ETA on KSI (Standardized)
CIV

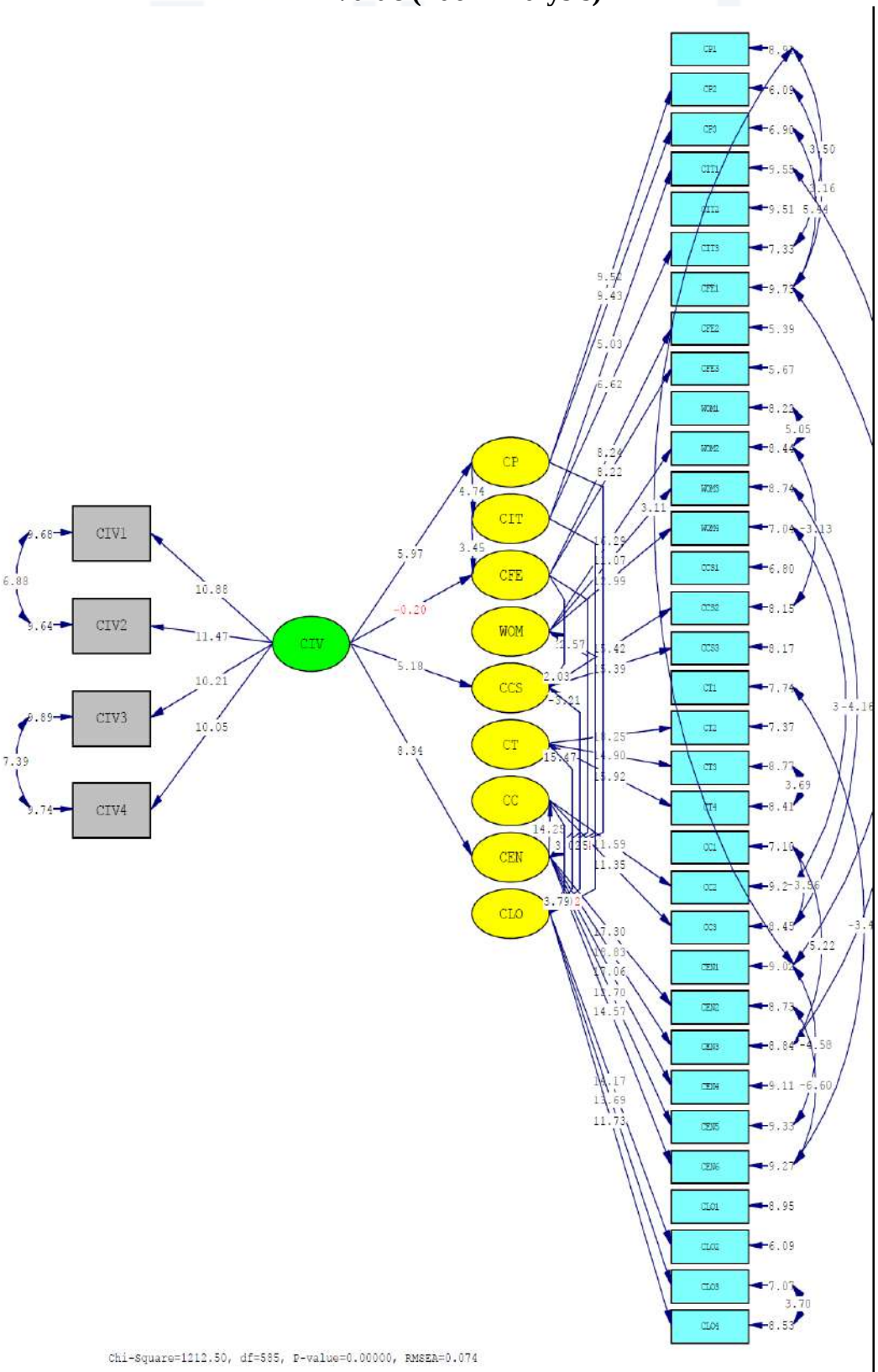
CP 0.53

CIT 0.87
CFE 0.68
WOM 0.71
CCS 0.86
CT 0.90
CC 0.95
CEN 0.97
CLO 0.84
Time used: 0.359 Seconds

Loading Factor (Path Analysis)



T-Value (Path Analysis)



D. Hasil Analisis Goodness of Fit

Group	*Indicator*	*Value*	Keterangan
1	*Degree of Freedom*	585	*Good fit*
	Minimum Fit Function Chi Square	1151.04	
	Normal Theory WLS Chi Square	1212.50	
	NCP	627.50	
	Confidence Interval	531.56 ; 731.19	
2	RMSEA	0,074	*Good fit*
	Confidence Interval	0.068 ; 0.080	
	P Value	0,00	
3	ECVI *Model*	7.35	*Good fit*
	ECVI *Saturated*	7.14	
	ECVI *Independence*	162.82	
4	AIC *Model*	1448.50	*Good fit*
	AIC *Saturated*	1406.00	
	AIC *Independence*	32075.33	
	CAIC *Model*	1954.51	
	CAIC *Saturated*	4420.65	
	CAIC *Independence*	32234.00	
5	NFI	0,96	*Good fit*
	NNFI	0.98	
	PNFI	0,85	
	CFI	0.98	
	IFI	0.99	
	RFI	0.96	
6	*Critical N*	115.24	*Good Fit*
7	RMR	0.11	*Marginal fit*
	SRMR	0.064	
	GFI	0.75	
	AGFI	0.70	
	PGFI	0,62	

Sumber: hasil uji SEM (2020)

Lampiran 6. Laporan Cek Plagiarisme

5.0% PlagScan by Ouriginal Results of plagiarism analysis from 2020-09-10 01:24 UTC

Tesis Unik Dwi Lestari (20180103233).docx

Date: 2020-09-10 01:21 UTC

All sources 74 | Internet sources 74

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1.2% 15 matches

[1] mytertiera.blogspot.com/2012/10/
0.9% 16 matches

[2] www.researchgate.net/publication/323528314_UNDERSTANDING_CUSTOMER_BRAND_ENGAGEMENT_WITH_VIRTUAL_SOCIAL_COMMU
0.7% 16 matches

[3] id.123dok.com/document/nzwjemlq-pendahuluan-analisis-pengaruh-experiential-marketing-terhadap-loyalitas-pelanggan-pada-starbucks-coffee-parago
0.3% 7 matches

[4] docobook.com/peran-customer-involvement-dan-corporate-image-dalam-hubunga.html
0.3% 4 matches

[5] eprints.ums.ac.id/40887/5/BAB 1.pdf
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[10] digilib.uns.ac.id/dokumen/abstrak/14057/Proses-pembentukan-customer-loyalty-dan-word-of-mouth-melalui-implementasi-strategi-relationship-market
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⊞ 1 documents with identical matches

[12] mytertiera.blogspot.com/2012/10/metode-riset-analisis-jurnal1.html
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[14] www.researchgate.net/publication/327984446_MODEL_EMPIRIS_MEMBANGUN_KESETIAAN_PELANGGAN_BERBASIS_KUALITAS_PELAY
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[15] www.researchgate.net/publication/336801216_DETERMINAN_PERILAKU_LOYALITAS_KONSUMEN_INDOMARET_DI_JAKARTA_BARAT
0.2% 3 matches

[16] percetakanonline.net/2020/04/pencitraan-merek-vegan-panduan-lengkap-untuk-menciptakan-merek-vegan-yang-berkembang.html
0.1% 4 matches

[17] www.konsultanstatistik.com/2009/03/validitas-dan-reliabilitas.html
0.1% 2 matches

[18] eprints.dinus.ac.id/8718/1/jurnal_13283.pdf
0.2% 3 matches

[19] www.kppu.go.id/docs/Putusan/putusan_bakalan_sapi.pdf
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[20] id.123dok.com/document/qo3gx37q-pengaruh-experience-kepercayaan-terhadap-kepuasan-konsumen-hospitality-manajemen.html
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[21] www.undercover.co.id/cara-meningkatkan-penjualan-lewat-instagram-2/
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[23] agungbudisantoso.com/memilih-responden-untuk-uji-validitas-dan-reliabilitas/
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⊞ 1 documents with identical matches

1 documents with identical matches

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[34] glints.com/id/lowongan/perbedaan-brand-loyalty-dan-customer-loyalty/
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ANTECEDENTS OF CUSTOMER BRAND ENGAGEMENT AFFECTING CUSTOMER SATISFACTION, TRUST, COMMITMENTS FORMING LOYALTY AND WORD OF MOUTH

Journal:	*Journal of Marketing Theory and Practice*
Manuscript ID	Draft
Manuscript Type:	Original Article
Keywords:	Customer Brand Engagement, Customer Trust, Customer Commitment, Customer Loyalty, Word of Mouth
Abstract:	The research objective is to explore the effect of customer involvement, participation, interactivity and flow experience on customer brand engagement (CBE) which then builds customer trust, commitment, satisfaction so that customer loyalty is shown through word of mouth (WOM) on Instagram social media. Research method using Structural Equation Model (SEM) Lisrel 8.8. with a sample of 213 respondents. The research show that customer involvement and flow experience are the main drivers of CBE which generate customer WOM referrals, trust, and commitment resulting in customer loyalty.

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ANTECEDENTS OF CUSTOMER BRAND ENGAGEMENT AFFECTING CUSTOMER SATISFACTION, TRUST, COMMITMENTS FORMING LOYALTY AND WORD OF MOUTH

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The research objective is to explore the effect of customer involvement, participation, interactivity and flow experience on customer brand engagement (CBE) which then builds customer trust, commitment, satisfaction so that customer loyalty is shown through word of mouth (WOM) on Instagram social media. Research method using Structural Equation Model (SEM) Lisrel 8.8. with a sample of 213 respondents. The research show that customer involvement and flow experience are the main drivers of CBE which generate customer WOM referrals, trust, and commitment resulting in customer loyalty.

Keywords: Customer Brand Engagement, Customer Trust, Customer Commitment, Customer Loyalty, Word of Mouth
Subject classification codes: Research paper

1. INTRODUCTION

The number of internet users worldwide in 2019 was 4.388 billion, up 9.1% from the previous year which resulted in increased use of social media and the most popular social media among young people be Instagram (Chaffey, 2019), where Instagram users in Indonesia rank the fourth largest in the world (Clement, 2019). Social media such as Facebook, Instagram, and Twitter provide opportunities for internet users to create and share content (Delerue, Kaplan, & Haenlein, 2012). This makes the company not the main source of brand communication (Berthon, Pitt, & Campbell, 2008).

With the advent of social media, the roles of traditional sellers and customers have changed. Customers can easily connect, share and exchange information with other customers (Gambetti, Biraghi, Schultz, & Graffigna, 2012) as well as communicate directly with brands (Mangold & Faulds, 2009; Tsai & Men, 2017). This allows a brand to interact with and among customers dynamically, anywhere, and in real-time (Brodie, Ilic, Juric, & Hollebeek, 2013), so that customers are no longer passive listeners but active producers to build their identity, express themselves creatively, socializing with other customers, and enjoying unique and memorable experiences (Fernandes & Remelhe, 2016; Gambetti *et al*., 2015).

In a very volatile and dynamic business environment, customer brand engagement (CBE) has emerged as a buzzword among marketers and academics (Brodie *et al*., 2011). Even though in the life of customers interacting with thousands of brands, customers increase relationships intensely in only a small part of the brands (Carvalho & Fernandes, 2018). CBE has been widely considered to be a fundamental psychological state (Brodie *et al*., 2011; Mollen & Wilson, 2010; Patterson & Yu, 2015) which enhances customer-brand relationships Besides to purchasing and consumption issues (Dessart, 2015; Doorn, Lemon, Mittal, Nass, Pick, Pirner, & Verhoef, 2010; Vivek, Beatty, & Morgan, 2012). This will stimulate CBE from before the purchase until after, so that customers who are involved psychologically are more attached and very loyal to a brand (Carvalho & Fernandes, 2018), customer involvement in the virtual social networking brand community as a strong driving force of CBE (Hollebeek, 2011), therefore developing CBE is essential to maintaining long-term customer relationships (Cha, Yi, & Bagozzi, 2016).

Previous studies found that customer involvement and customer interactivity increase CBE (Carvalho & Fernandes, 2018; France, Merrilees & Miller, 2016), customer participation in increasing CBE (Dessart, 2015), customer flow experience increasing CBE which then forms customer commitment, customer

trust, customer cumulative satisfaction, and positive customer WOM (word of mouth) referrals (Carvalho & Fernandes, 2018), customer involvement increases customer participation (Hsu & Chen, 2014; Ida, 2017) and also increases customer flow experience (Altunel & Kocak, 2016) and customer cumulative satisfaction (Altunel & Kocak, 2016; Hamza, 2015; Hsu & Chen, 2014), customer interactivity increases customer flow experience (Carvalho & Fernandes, 2018; Huang *et al.*, 2012) which drives customer satisfaction (Altunel & Kocak, 2016; Hussein, 2018; Khan, Jain, & Rahman, 2015; Rehman *et al.*, 2014). Besides, customer satisfaction increases customer loyalty (Hsu & Chen, 2014; Hussein, 2018; Khan *et al.*, 2015; S. Kim & Lee, 2017; Nurlitasari & Syah, 2016; Ramaseshan, Wirtz, & Georgi, 2017; Rehman *et al.*, 2014; Saulina & Syah, 2018; Finishedprai, 2016; Suhendar & Ruswanti, 2019; Vuuren, Lombart, & Toner, 2012; Yap, Ramayah, & Shahidan, 2012), customer trust fosters customer loyalty (Afriani, Indradewa, & Syah, 2019; Doney & Cannon, 1997; Rehman *et al.*, 2014; Vuuren *et al.*, 2012; Yap *et al.*, 2012), customer commitment increases customer loyalty (Vuuren *et al.*, 2012), CBE increased positive WOM customer referrals (Niyomsart & Khamwon, 2016), and customer loyalty increases positive WOM customer referrals (Khan *et al.*, 2015; Niyomsart & Khamwon, 2016; Shah, 2013).

Research on Facebook social media regarding the antecedents of CBE which results in the form of customer trust, customer commitment, customer cumulative satisfaction, and WOM referrals has been carried out a lot, However, not many have tested Instagram social media, especially in Indonesia. So that using the same framework as Carvalho & Fernandes (2018) and adding customer loyalty parameters, testing was carried out on Instagram social media in Indonesia with products with well-known brands in middle to upper-class product groups such as Zara, Nike, H&M, Adidas, Gucci, Apple, Buccheri, Uniqlo, Rolex, Executive and others. The aim is to find out what are the main drivers of CBE and whether the results affect customer loyalty and the dissemination of WOM information through Instagram social media in Indonesia. So that theoretically and management can increase understanding of CBE on Instagram social media which can be used to redefine more focused marketing tactics and strategies.

2. LITERATURE REVIEW

Customer Involvement, Customer Participation, Customer Interactivity, and Customer Flow Experience

Customer involvement is defined as a state of mind that motivates consumers to identify product/service offerings, consumption patterns, and consumption behavior (Sahney, 2017). Customer participation is specific behavior, involvement, the level of effort that customers have mentally and physically about the production and delivery of products (Brodie *et al.*, 2011) by contributing efforts, knowledge, information, and other resources (Dabholkar, 2015).

Customer interactivity is a psychological state of mind experienced by an individual during an interaction (Wu, 2006), also in response to the structural properties of online media or websites (Liu & Shrum, 2002). Customer flow experience can be interpreted as the emotions felt by customers during service encounters which are influenced by personality, socio-demographic characteristics, and situational circumstances so that they can trigger customer switching.

Customer Brand Engagement (CBE)

CBE is a repetitive interaction that occurs between the customer and the organization, where this interaction strengthens the emotional, physical, and/or psychological relationship between the customer and the organization (Hollebeek & Chen, 2014). CBE is a psychological process that underlies customer loyalty to form new customers from a service brand, as well as a mechanism by which loyalty can be maintained so that customers make repeat purchases from a service brand (Bowden, 2009). In the context of a virtual brand community, CBE involves specific interactive experiences between the customer and the brand, and/or

other community members (Brodie *et al.*, 2013). CBE can influence customer relationships with brands (Dwivedi, 2015) that goes beyond satisfaction and loyalty to give a real competitive advantage (Kumar, Aksoy, Donkers, Venkatesan, Wiesel, & Tillmanns, 2010).

Customer Cumulative Satisfaction, Customer Trust, and Customer Commitment

Hoyer, Konschate, & Homburg (2004) describe that customer satisfaction is a cumulative global evaluation of an organization derived from their experience with a product or organization. Customer trust is an expectation held by consumers that the service provider can be counted on to deliver on its promises (Sirdeshmuk, Singh, & Sabol, 2002). Customer commitment represents an ongoing desire to maintain valuable relationships with their clients (Moorman *et al.*, 1992), so a successful relationship marketing requires both customer commitment and trust (Morgan & Hunt, 1994).

Customer Loyalty and Customer WOM Referrals

Customer Loyalty is defined as a firmly held commitment to making repeated purchases of a product (Ribbink *et al.*, 2004). According to Picón *et al.* (2013) customer loyalty as a multidimensional concept that includes future purchase intentions, affective loyalty through positive attitudes, and cognitive loyalty by considering certain companies as the only option for future purchasing behavior. WOM can be seen as an act of exchanging marketing information between consumers which can lead to changes in consumer attitudes and behavior related to products and services (Chu, 2011), therefore WOM power is more reliable (Ruswanti *et al.*, 2020).

3. HYPOTHESIS DEVELOPMENT

Relationship Between Customer Involvement, Participation, Interactivity, Flow Experience, and CBE

Customers involved with a brand will devote time and energy to the content of the brand (Vivek *et al.*, 2012) thus customer involvement is the necessary anticipation before expressing CBE (Brodie *et al.*, 2011, 2013; Hollebeek, 2011; Wirtz *et al.*, 2013). Previous studies have found that customer involvement increases CBE (Carvalho & Fernandes, 2018; France *et al.*, 2016). Through participation (whether through consumption, contribution, or creation), customers can become more familiar with the brand, adjust their expectations, and have a stronger perception of cost adjustment and reduction (Carvalho & Fernandes, 2018), then customer participation is also a necessary antecedent before expressing the CBE (Hollebeek, 2011; Vivek *et al.*, 2012). Dessart (2015) proves that customer participation increases CBE. Based on exploratory research, the customer brand engagement process consists of sub-processes that reflect interactive experiences based on online customer interactions with brands (Brodie *et al.*, 2013), so that customer interactivity is an antecedent of CBE (Hollebeek, 2011). Likewise, it has been shown that customer interactivity increases CBE (Carvalho & Fernandes, 2018; France *et al.*, 2016). Customer flow experience has been a key element for measuring the level and intensity of pleasure and concentration of customers during their experience (Novak *et al.*, 2000). Customers with more experience are more likely to find their experiences interesting and become engaged with the brand (Novak *et al.*, 2000) so that the customer flow experience can act as an antecedent to CBE (Brodie *et al.*, 2011; Mollen & Wilson, 2010). Carvalho & Fernandes (2018) find that customer flow experience increases CBE. Then the following hypothesis is developed:

H1. Customer involvement increases CBE.
H2. Customer participation increases CBE.
H3. Customer interactivity increases CBE.
H4. Customer flow experience increases CBE.

Relationship Between Customer Involvement, Participation, Interactivity, Flow Experience, and Cumulative Satisfaction

In the world of commerce, customers are unlikely to participate when they are not involved (Goodman, 1995). Otherwise, the customer involvement process does not develop gradually over time (Brodie *et al.*, 2013). It has been shown that customer involvement increases customer participation (Carvalho & Fernandes, 2018; Hsu & Chen, 2014; Ida, 2017). Participating customers tend to take part in an interactive process that leads to higher customer engagement (Vivek *et al.*, 2012). Likewise, customer interactivity can be increased by customer participation because constant dialogue can help develop and improve the relationship between the customer and the brand (Cheung & To, 2011). It was found that customer participation increases customer interactivity (Carvalho & Fernandes, 2018). Customer interactivity increases the feeling of having control over interactions that stimulates the user's curiosity and makes interesting observations (Novak *et al.*, 2000), where all of that is the key to getting experience. Customers can have in-depth discussions about similar shopping experiences, share product-related information, get psychological support, and promote their sense of identity through interactions on social media (Li *et al.*, 2020). It has been proven that customer interactivity increases customer flow experience (Carvalho & Fernandes, 2018; Huang *et al.*, 2012).

Customer involvement important because it affects the consumption experience and customer service process (Kinard & Capella, 2006; Lundkvist & Yakhlef, 2004). Customer flow experience is obtained by customers who experience pleasure when acting with total involvement (Huang *et al.*, 2012). Previous studies have found that customer involvement increases customer flow experience (Altunel & Kocak, 2016). When a customer contacts a service representative by phone, email, or other means, he or she expects a timely response and a satisfactory solution from the representative, which must be knowledgeable, courteous, and easy to reach (Froehle, 2006). The cognitive state of flow experience, namely perceived control, focused attention, and interactivity affects customer cumulative satisfaction (Ding, Hu, Verma, & Wardell, 2010). In this case, it has been proven that Customer flow experience increases customer cumulative satisfaction (Altunel & Kocak, 2016; Hussein, 2018; Khan *et al.*, 2015; Rehman *et al.*, 2014). All the meetings that connect between customers and providers will create customer cumulative satisfaction (Brunner, Stöcklin, & Opwis, 2008), where cumulative satisfaction captures the psychological reactions of customers resulting from their entire experience with the brand (Olsen & Johnson, 2003). Customers are more likely to be satisfied with their decisions when they have high involvement with the decision-making process (Russel, McColl & Coote, 2007). It has also been found that customer involvement increases customer cumulative satisfaction (Altunel & Kocak, 2016; Hamza, 2015; Hsu & Chen, 2014; Kim & Lee, 2017). Therefore, the following hypothesis is developed:

H5. Customer involvement increases customer participation.

H6. Customer participation increases customer interactivity.

H7. Customer interactivity increases customer flow experience.

H8. Customer involvement increases customer flow experience.

H9. Customer flow experience increases customer cumulative satisfaction.

H10. Customer involvement increases customer cumulative satisfaction.

Relationship Between CBE, Customer Cumulative Satisfaction, Customer Trust, and Customer Commitment

In the context of virtual brand communities, customer engagement involves specific interactive experiences between the customer

and the brand, and/or other community members (Brodie *et al.*, 2013), so that customer cumulative satisfaction can be a potential CBE consequence for customers who already have previous experience (Brodie *et al.*, 2011; Hollebeek, 2011). Thus increasing satisfaction is very important because satisfaction is the key to long-term brand survival (Saulina & Shah, 2018). Like previous studies, it turns out that CBE increases customer cumulative satisfaction (Carvalho & Fernandes, 2018; Doorn *et al.*, 2010; Hollebeek, 2011). Customer trust can influence choices and behavior because they are psychological states interpreted in terms of perceived probabilities, beliefs, or expectations about other parties (Ballester, Munuera, & Yague, 2003). So customer trust is a key factor for developing and facilitating relationships within the brand community (Bruhn, Schnebelen, & Schäfer, 2014), so that could be a potential consequence for CBE (Hollebeek, 2011). This is in line with the previous finding that CBE increased customer trust (Carvalho & Fernandes, 2018). Customer trust and customer commitment can be formed when highly engaged consumers receive shared knowledge and recommendations of a brand from an expert (Pongpaew, Speece, & Tiangsoongnern, 2017). CBE focuses on satisfying customers by providing superior value than competitors to build customer trust and commitment to long-term relationships (Sashi, 2012). As before, you can find that CBE increases customer commitment (Carvalho & Fernandes, 2018). So that the following hypothesis was developed:

H11. CBE increases customer cumulative satisfaction.

H12. CBE increases customer trust.

H13. CBE increases customer commitment.

Relationship Between Customer Cumulative Satisfaction, Trust, Commitment, and Loyalty

Customer cumulative satisfaction can be a determinant of customer retention and customer trust can also be a determinant of building long-term customer relationships (Ling, Mun, & Ling, 2011; Ranaweera & Prabhu, 2003; Ribbink *et al.*, 2004). Customer cumulative satisfaction is vital and crucial in all businesses because customer satisfaction will determine the overall performance of the company as well as customer trust and loyalty (Bahtar, 2018). Satisfied customers are more likely to stick around and reject alternative options (Anderson & Sullivan, 1993), where it has been proven that high cumulative customer satisfaction will increase customer loyalty (Hsu & Chen, 2014; Hussein, 2018; Khan *et al.*, 2015; S. Kim & Lee, 2017; Nurlitasari & Syah, 2016; Ramaseshan *et al.*, 2017; Rehman *et al.*, 2014; Saulina & Syah, 2018; Complete, 2016; Suhendar & Ruswanti, 2019; Vuuren *et al.*, 2012; Yap *et al.*, 2012). This attitude of loyalty is a reflection of the trusting attitude shown by consumers on the reputation of the producer (Shah, 2013), where when consumers have confidence in a certain product or brand, they will not hesitate to buy the product (brand) (Ling *et al.*, 2011; Ribbink *et al.*, 2004). Customer trust is certainly different from other consumers of a product or service, so the higher the trust, the higher the customer loyalty (Saulina & Shah, 2018). Previous studies have found that customer trust increases customer loyalty (Afriani *et al.*, 2019; Doney & Cannon, 1997; Rehman *et al.*, 2014; Vuuren, 2012; Yap *et al.*, 2012). It is not easy to immediately make loyal customers, which is expanded firmly and uses positive word of mouth, so it requires the provision of consistent error-free services that increase the level of customer commitment (Selvakumar, 2015). Customers who are committed remain with the company as loyal customers and provide references (Afridi, Haider, & Syahjehan, 2020), thus commitment has a strong correlation with customer loyalty (Gustafsson, Johnson, & Roos, 2005; Pritchard, Havitz, & Howard, 1999). In this case, Vuuren (2012) has proven that customer commitment increases customer loyalty. Then the hypothesis is proposed as follows:

H14. Customer cumulative satisfaction increases customer loyalty.

H15. Customer trust increases customer loyalty.

H16. Customer commitment increases customer loyalty.

Relationship Between CBE, Customer Loyalty, and WOM Referrals

CBE's behavior influences customers' intentions in conveying its brand on social media platforms (Hollebeek & Chen, 2014) and also affect brand loyalty (Brodie *et al.*, 2011; Hollebeek, 2011). Developing brand loyalty is essential to maintaining long-term customer relationships (Cha, Yi, & Bagozzi, 2016). Carvalho & Fernandes (2018) and Niyomsart & Khamwon (2016) found that CBE increases WOM customer referrals. Loyal customers will create active loyal behavior such as making product or service recommendations or introducing new customers to the company (Jones & Sasser, 1998), and can also express emotionally expressed in WOM (Ranaweera & Prabhu, 2003). Positive word of mouth can be considered an element of loyalty (Yoo & Donthu, 2001). Customers who are loyal to the service provider are more likely to make positive WOM recommendations (Shah, 2013; Niyomsart & Khamwon, 2016). Then the following hypothesis is proposed:

H17. CBE increases WOM customer referrals.

H18. Customer loyalty increases WOM customer referrals.

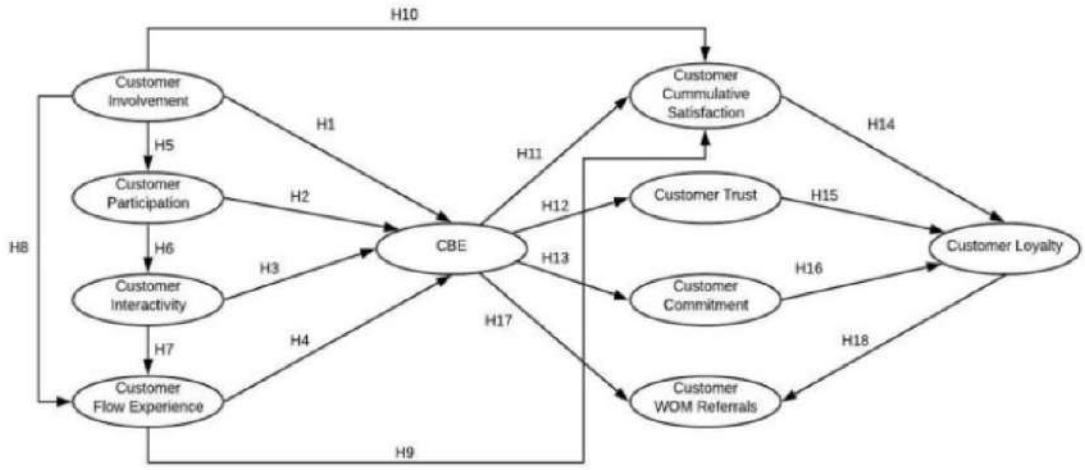

Figure 1. Research Model

4. METHODOLOGY

measurements are carried out using a Likert scale with a scale of 1-7 (1 = strongly disagree and 7 = strongly agree) to provide opportunities for respondents to be able to choose according to their wishes online. specific. There are four questions adopted from Mittal (1995) to measure the Customer Involvement (CIV) variable, there are three questions from Muntinga *et al.* (2011) for the Customer Participation (CP) variable, there are three questions from Wu (2006) for Customer interactivity (CIT) variable, there are three questions from Mathwick & Rigdon (2004) for Customer Flow Experience (CFE) variable, there are four questions from Harrison (2001) for Customer WOM referrals (WOM) variable, there are three questions from Olsen & Johnson (2003) for Customer Cumulative Satisfaction (CCS) variable, there are four questions from Munuera *et al.* (2003) Customer Trust (CT) variable, there are four Fullerton questions (2011) and Harrison (2011) for Customer Commitment (CC) variable, there are six questions from Dwivedi (2015) for CBE (CEN) variable, there are four questions from Chaudhuri (2001) for Customer Loyalty (CLO) variable.

Determining respondents using the purposive sampling method in Indonesia with the sample criteria are those who have and are active on Instagram accounts, and have an age range of 20 to 60 years who have an attachment to products with well-known brands in the middle to the upper-class product group. In this case, using an Instagram account because testing using an Instagram account is still rarely done, especially in Indonesia for middle to upper-class product brands. Data collection techniques by distributing initial questionnaires (pre-test) to 30 respondents. Factor analysis to test the validity and reliability with SPSS 24 and then test the validity by looking at the Kaiser-Meyer-Olkin (KMO) measurement value and the Measure of Sampling Adequacy (MSA). The results of the KMO (0.567 to 0.818) and MSA (0.543 to 0.883) values were greater than 0.5, which means that the factor analysis was appropriate. The internal reliability test of the identified factors shows a strong Cronbach's Alpha where the results are between 0.724 to 0.934, because it is closer to 1, the better (Hair *et al.*, 2014). From the pre-test results using 38 questions, it turns out that 37 questions were declared valid because in the Customer Commitment variable there were 4 questions and 3 questions that were declared valid, while questions on the other variables were all declared valid. For quantitative analysis using the SEM (Structural Equation Model) Lisrel 8.8 method where the determination of the number of samples is a minimum of 5 times the number of questions (Hair *et al.*, 2014). The sample obtained was 213 respondents but according to and could be processed as many as 198 respondents.

5. RESULTS

Respondents from the test results found that 56% were aged 17 to 31 years and 54% were female customers. This is slightly different from the previous test on Facebook social media by Carvalho & Fernandes (2018) which showed that 78.3% of respondents were between 18 and 30 years old and 71.5% female customers. In this case, the sample in the population of interest has a total of 57 different brands represented. Among the brands chosen by customers, the most mentioned (more than five times) were Nike (17%), Adidas (16%), Apple (16%), H&M (9%), Uniqlo (9%), Executive (4%), Gucci (4%), Buccheri (3%) and Zarra (3%).

According to the recommendations of Hair *et al.* (2014) measurement of construct validity can be accepted and declared valid, because most of the indicators on each variable have a loading factor of more than 0.50. There is only 1 (one) indicator, namely the first and second indicators of Customer Interactivity Variables (CIT1 and CIT2) which have loading factors below 0.50, namely 0.46 and 0.48. From the results of the calculation of construct reliability (CR) and variable extracted (VE), it can be said that they meet the overall requirements which are followingHair *et al.* (2014) that the value of construct reliability must meet the reliability requirements with a CR above 0.60 and a VE value above 0.50, namely Customer Involvement (CR = 0.766; VE = 0.450), Customer Participation (CR = 0.806; VE = 0.584), Customer Interactivity (CR = 0.604; VE = 0.351), Customer Flow Experience (CR = 0.832; VE = 0.634), Customer WOM referrals (CR = 0.866; VE = 0.619), Customer Cumulative Satisfaction (CR = 0.887; VE = 0.723), Customer Trust (CR = 0.918; VE = 0.737), Customer Commitment (CR = 0.819; VE = 0.603), CBE (CR = 0.940; VE = 0.723), and Customer Loyalty (CR = 908; VE = 0.713).

Based on the suitability test analysis, most of them showed a good fit including X2 / df = 2.07; degree of freedom = 585; Chi Square = 1212.5; RMSEA = 0.074; ECVI = 7.35; AIC = 1448.5; CAIC = 1954.51; NFI = 0.96; Critical N = 115.24; and GFI = 0.75. Thus, there is a fit of the overall model (Goodness of Fit) although some are at the marginal fit level.

Table 1. Model Hypothesis Test

Hypo-thesis	Hypothesis Statement	Score T-Value	Information
H1	Customer involvement increases CBE	8.34	Support the hypothesis

H2	Customer participation increases CBE.	-1.44	Do not support the hypothesis
H3	Customer interactivity increases CBE.	-3.15	Do not support the hypothesis
H4	Customer flow experience increases CBE	3.02	Support the hypothesis
H5	Customer involvement increases customer participation	5.97	Support the hypothesis
H6	Customer participation increases customer interactivity	4.74	Support the hypothesis
H7	Customer interactivity increases customer flow experience	3.45	Support the hypothesis
H8	Customer involvement increases customer flow experience	-0.2	Do not support the hypothesis
H9	Customer flow experience increases customer cumulative satisfaction.	2.03	Support the hypothesis
H10	Customer involvement increases customer cumulative satisfaction	5.18	Support the hypothesis
H11	CBE increases customer cumulative satisfaction.	-3.21	Do not support the hypothesis
H12	CBE increases customer trust	15.47	Support the hypothesis
H13	CBE increases customer commitment	14.25	Support the hypothesis
H14	Customer cumulative satisfaction increases customer loyalty	-0.42	Do not support the hypothesis
H15	Customer trust increases customer loyalty	3.10	Support the hypothesis
H16	Customer commitment increases customer loyalty	3.79	Support the hypothesis
H17	CBE increases WOM referrals	3.27	Support the hypothesis
H18	Customer loyalty increases customer WOM referrals	2.57	Support the hypothesis

Source: Lisrel 2020 processed data

6. DISCUSSION

The research aims to identify and examine the main drivers of the CBE process and integrate them into a comprehensive model. Figure 1 shows that customer involvement is the independent variable, while the other variables are the dependent variable. In testing the hypothesis, the results of H1, H4, H5, H6, H7, H9, H10, H12, H13, H15, H16, H17, and H18 are accepted, while H2, H3, H8, H11, and H14 are rejected. Customer involvement and customer flow experience are the main drivers of CBE (H1 and H4 are accepted), this is according to previous studies by Carvalho & Fernandes (2018) and France *et al.* (2016). It appears that the main driver of CBE is customer involvement and then the customer flow experience with a lower value. In this case, when customers increasingly feel that a brand is attractive, better, important, very meaningful, and enjoy a brand, they will be more excited and continue to use the brand. This is in line with previous research that customers are increasingly engaged with brand-related content and as the flow of customer experience to brands increases, this results in a closer bond with the brand.

CBE increases customer trust (H12 is accepted), customer commitment (H13 is accepted), and increases customer WOM referrals (H17 is accepted). Thus it supports that a close bond to the brand generates customer trust, commitment and also encourages customers to spread it on social media (Carvalho & Fernandes, 2018; France *et al.*, 2016; Niyomsart & Khamwon, 2016). Someone who feels enthusiastic, proud, and happy to interact with a brand that never disappoints will find it difficult to switch to another brand even though the price is cheaper. And someone will even volunteer to tell others via social media Instagram about the good impression of this brand.

Customer involvement increasing customer participation (H5 is accepted), which then increases customer interactivity (H6 is accepted) and then encourages the formation of customer flow experience (H7 is accepted). Customer involvement that is associated with brand-related content perceives higher participation and interactivity with the brand community. Likewise, customers who actively participate in the community are more likely to experience better interactivity with the Instagram virtual social community and consequently experience flow, that is, become completely immersed in the Instagram virtual social community and enjoy it.

Customer flow experience increases customer cumulative satisfaction so that H9 is accepted, in

line with Altunel & Kocak (2016), Hussein (2018), Khan *et al.* (2015), and Rehman *et al.* (2014). Customer involvement increases customer cumulative satisfaction so that H10 is accepted, proven to support Altunel & Hilarious (2016). From the test results that customer cumulative satisfaction has a bigger role in shaping customer cumulative satisfaction than customer involvement. The more customers feel that a brand is better, more attractive, means a lot to themselves, the more satisfied they will be. Besides, customers are also more satisfied when they get to experience the brand through Instagram social media.

The results of Table 1 show that H15 is accepted, it is proven to support the previous results, namely customer trust has a significant effect in increasing loyalty (Afriani *et al.*, 2019; Doney & Cannon, 1997; Rehman *et al.*, 2014; Vuuren, 2012; Yap *et al.*, 2012). Likewise, H16 was accepted, this supports the previous study by Vuuren (2012) that customers who are already committed will increase their loyalty to a brand. Compared to customer trust, it turns out that customer commitment plays a bigger role in increasing customer loyalty. When customers are already attached to the brand, they will believe or commit, which can make customers make repeat purchases or use the brand continuously. Besides, customer loyalty increases customer WOM referrals (H18 accepted), where customers who have made continuous purchases will tell more people through Instagram social media about this brand than other brands, in great detail, give a good impression, and with proud to let others know that they have used this brand. This is following the theory and studies that have been done by Shah (2013) and Niyomsart & Khamwon (2016).

Customer participation did not increase CBE (H2 rejected), this is in contrast to previous findings made by Dessart (2015) where customer participation increases CBE. However, it supports Carvalho & Fernandes (2018) who researched the social media Facebook which explains the fluctuating nature of customer participation in brands. Several empirical findings suggest that the impact of customer participation on service outcomes is not always positive (Bendapudi & Leone, 2003; Roggeveen *et al.*, 2012). Customer participation refers to the level of customer involvement in the product development process, including information, resources, efforts provided by consumers, and collaboration with companies that are on Instagram. When customers see other people's comments about brands, contribute to brand content, and spread brand information on Instagram, it doesn't necessarily make customers bound to use the brand. For example, if a customer of the Zara brand sees negative comments from others about Zara's product brand on Instagram, then that customer could be affected and no longer use the Zara brand. This can happen because although customer participation increases, if the brand does not provide the benefits expected by the customer, the pride in the brand that was previously owned by the customer will be lost, and then the brand is not reused.

Likewise, customer interactivity was proven not to increase CBE (H3 rejected), customer interactivity had a negative and significant effect on CBE. So it is not in line with what was stated by Carvalho & Fernandes (2018) nor France *et al.* (2016) where customer interactivity increases CBE. This may occur as stated by Liu & Shrum (2002) that in certain cases interactivity has a detrimental effect on consumer websites, because some consumers are resistant to the level of interactivity which makes too heavy demands on cognitive processes, so it is not to build an attachment to the brand. Besides, when customers interact with each other by responding to other people's posts to build relationships and other types of social interaction, it encourages customers to respond and share additional information in the brand community. If a customer's post or question gets an immediate response from someone else, this seamless sequence of responses will leave the customer experiencing fun, engagement, and time distortion. However, if what happens is the opposite, as stated by Zhao (2019) that if the marketer responds at a low speed, then the customer thinks the brand community ignores their needs and may feel unhappy so that they will not bond with the customer. Although

customers communicate interactively with brands on Instagram social media and consider Instagram social media to be sensitive to brand needs, this does not increase their bond with the brand. This is likely because when the company provides a place for customers to interact with the brand but the company does not plan a platform for customers to participate and interact properly, it results in random and unsystematic handling of feedback from time to time which makes customers feel disappointed and thus reduces customer attachment to the brand.

Customer involvement does not increase the customer flow experience (H8 rejected), where customer involvement turns out to have a negative but insignificant effect on the customer flow experience, so it is not following previous findings by (Altunel & Kocak, 2016) which stated that customer engagement increases the customer flow experience. Customers who are actively involved with a brand will perceive the brand as better, very meaningful, interesting, and important, but even though they are active on social media, Instagram does not necessarily get a flow of positive experiences. It is empirically true that customer engagement can lead to customer flow experiences (Chen *et al.*, 2000), however, experience flow is neutral and can produce positive and negative effects in its application (Woszczynski, 2000). Positive effects include increasing satisfaction, increasing exploratory behavior, and motivating instinctive interest; whereas negative effects include excessive involvement and even addiction (Wang *et al.*, 2015). For example, when customers feel that the H&M brand is important, attractive, and better than other brands, they enthusiastically want to know about the brand on Instagram, but then really enjoy searching on Instagram social media so they are complacent or too busy to even forget. about other things including their thoughts. initially looking for a brand. This results in a positive brand experience not forming.

CBE does not increase customer cumulative satisfaction (rejected H11), where it turns out that CBE has a significant negative effect on customer cumulative satisfaction. This is not following the previous adage that CBE increases customer cumulative satisfaction (Carvalho & Fernandes, 2018; Doorn *et al.*, 2010; Hollebeek, 2011) but supports Chen & Tsai (2008) who have observed that customers with high involvement in some point there will be little satisfaction. Someone proud, enthusiastic, happy, and uses a certain brand for a long time, it may be that the level of satisfaction will decrease over time. This can happen because it is influenced by several things such as economic, social, boredom, feeling challenged to try new brands, etc. which motivate consumers to use a brand. So that the effect of satisfaction at different levels of engagement may not be the same in all service contexts, it may depend on the customer engagement experience that motivates the customer. Customers can feel happy and proud to be involved in social media on Instagram about a brand, but getting attached doesn't necessarily increase satisfaction. For example, a customer is very fond of Rolex watches and has been using them for a long time, when another watch brand appears where his friends use that brand, they will be influenced to switch to the new brand because of social considerations.

Customer cumulative satisfaction does not result in customer loyalty (H14 rejected), where it turns out that customer cumulative satisfaction has a negative but insignificant effect on customer loyalty, so it does not support some of the previous observations that get cumulative customer satisfaction resulting in customer loyalty (Hsu & Chen, 2014; Hussein, 2018; Khan *et al.*, 2015; S. Kim & Lee, 2017; Nurlitasari & Syah, 2016; Ramaseshan *et al.*, 2017; Rehman *et al.*, 2014; Saulina & Syah, 2018; Complete, 2016; Suhendar & Ruswanti, 2019; Vuuren *et al.*, 2012; Yap *et al.*, 2012). This is in line with Thakur (2019) when testing mobile applications for shopping and travel planning who found that the satisfaction-loyalty relationship is not linear. Likewise, as stated by Mittal (1998) that customer satisfaction does not guarantee customer loyalty. Customers who are satisfied with a brand feel that the brand is ideal, and feel that their expectations are being met with the brand, but not necessarily loyal customers and stick with the brand if the brand is more expensive than other brands. For

example, a customer who wears Zara product clothing and feels satisfied with the quality of Zara's product, but when he sees a discount on Executive products that is cheaper than Zara's, the customer is tempted and ends up buying Executive products. Lower prices can destabilize customer loyalty to the brand.

Besides, according to Schiffman & Kanuk (2007) in their book on Customer Behavior, which divides customer segmentation related to satisfaction into 5 types, namely (a) loyalist: the type of customer who is very satisfied, trusts the brand, has a positive word of mouth promotion and is also attractive. other customers, (b) defectors: who are barely satisfied and change or switch to another brand, (c) terrorists: people who are below the level of satisfaction and are a source of negative word of mouth for the brand, (d) hostage: these are the customers those who do not want to transact are forced to deal with brands because of the monopoly of a particular brand or company, (e) mercenaries: the type of customer who is satisfied with a brand but they can switch to another brand if it seems profitable or because of a strong desire for another brand. Simply put they don't care about the brand but they keep switching to other brands for profit reasons or other reasons. By looking at the test results on H14, the type of satisfaction of middle to upper-class consumers who use products such as product brands Zara, Nike, H&M, Adidas, Gucci, Apple, Buccheri, Uniqlo, Rolex, Executive, and other brands and active on Instagram social media in Indonesia is a type of mercenary customer where even if satisfied, they will easily switch to other products that are considered more useful or for other reasons so that they are not loyal customers.

The results of this study are in line with the opinion of Allan & Raharso (2008) which states that the dimensions of customer loyalty are cognitive loyalty, conative loyalty, affective loyalty, and action loyalty. Cognitive loyalty is loyalty that is based on brand trust alone. Conative loyalty is a state of loyalty that contains something that was originally a person's commitment to buy which is called in the definition of loyalty. Affective loyalty is a liking or attitude towards a brand that has been developed based on a cumulative satisfactory manner. An act of loyalty is a commitment to the act of repurchasing or reusing a product or service. Thus, customers in Indonesia are mostly grouped into cognitive and active loyalty which prioritizes trust and commitment rather than liking or being satisfied with certain products. For example, customers are satisfied with the Apple cell phone brand because Apple has lived up to their expectations, but it is not certain that customers will be loyal and use the Apple product brand continuously. This can happen because of various things such as the existence of other cheaper brands or customers who have been disappointed with the Apple brand. Then to be loyal and continue to make purchases, middle to upper-class customers in Indonesia need trust and commitment to a brand.

7. CONCLUSION

Finally, this study also acknowledges that customer involvement and customer flow experience are the main drivers of CBE which then become a potential driver of WOM referrals and customer retention, namely customer commitment, customer trust to form customer loyalty that leads to WOM referrals. By identifying customers who are active on Instagram social media who tend to engage with brands and have cumulative experiences, making customers bond with the brand, which then fosters trust and commitment to continue to be loyal to a brand and there are repeat purchases of a brand. Thus, customers who are active on Instagram social media will voluntarily and unconsciously spread the good things on Instagram social media. Through this information dissemination, it is hoped that it will attract new customers and make existing customers more loyal to the brand. By knowing these customer characteristics, marketers will be able to implement very effective marketing strategies on Instagram social media.

This study has several limitations and also shows some directions for improvement in future research, namely, first, the research data only relies on one social networking site (Instagram) in Indonesia to test hypotheses, therefore in the future it can test on other social

media networks. such as Facebook or Youtube which has more users than Instagram. Second, testing is carried out in middle to high-end product brands, in the future it can be carried out for more specific service product brands. Third, In this case, it has not discussed demographics regarding age, so you can further analyze it by comparing millennial and older customers.

For marketers, the findings of this study have implications about brand building strategies, forming satisfaction, trust, commitment to brand loyalty in the short and long term through the dissemination of information on social media such as Instagram. The implications are: first, in the sale of middle to upper-class goods and services in Indonesia such as Zara, Nike, H&M, Adidas, Gucci, Apple, Buccheri, Uniqlo, Rolex, Executive, and other brands, marketers should not expect too much of the long-term effect regarding customer participation and customer interactivity. Customers who are willing to participate and be interactive in the brand relationship (eg state their needs, suggest service improvements, provide feedback) do not necessarily become attached to the brand. When a company provides participation options to customers, it must decide carefully about its customer participation strategy based on an understanding of the product and the possibility of failing or exceeding customer expectations. For example, if a company provides a means of feedback or comments on Instagram, it should be managed properly, there are special staff allocated to be able to provide a fast response. Because if it is not managed properly, customers who were interested in buying can cancel their plans.

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Lampiran 8. Sekilas Bio Data Penulis

Unik Dwi Lestari, dilahirkan di Klaten, 7 Nopember 1978. Sebagai anak kedua dari 2 bersaudara dari pasangan Bapak Petrus Radjijanto dan Ibu Maria Magdalena Hardinah (Alm). Penulis sejak usia Pendidikan Sekolah Dasar sudah dibentuk dan dituntut untuk menjadi pribadi yang mandiri. Penulis pernah menempuh pendidikan di SD Negeri Barepan I Cawas, Klaten, dan melanjutkan ke jenjang SLTP di SMP Pangudiluhur, Cawas, Klaten serta SLTA di SMA Negeri 1 Cawas, Klaten. Gelar Diploma 3 diperoleh penulis dari Jurusan Teknik Telekomunikasi STT Telkom Bandung dan Gelar Sarjana S1 diperoleh Penulis dari Jurusan Teknik Elektro (Telekomunikasi) Universitas Gadjah Mada Yogyakarta.

Penulis sejak duduk di bangku SMP, telah aktif pada kegiatan-kegiatan sekolah khususnya dalam bidang organisasi seperti OSIS dan Pramuka. Sampai dengan kuliah Penulis juga aktif dalam kegiatan kemahasiswaan dan juga akademis seperti menjadi asisten dosen dan laboratorium.

Saat ini Penulis bekerja selama 17 tahun di anak perusahaan Samudera Indonesia Group yaitu saat ini di PT Masaji Tatanan Kontainer Indonesia. Kepeminatan yang tinggi akan manajemen dan penguatan kapasitas organisasi serta cita-citanya untuk selalu belajar mendorong penulis melanjutkan pendidikannya ke jenjang pasca sarjana pada program studi Magister Manajemen di Fakultas Ekonomi dan Bisnis Universitas Esa Unggul dan telah menulis tugas akhir dengan Judul
"Anteseden dari *Customer Brand Engagement* yang Mempengaruhi Kepuasan, Kepercayaan, dan Komitmen Pelanggan Yang Membentuk Loyalitas *Serta Word Of Mouth*".

Dengan mengucap syukur kepada Tuhan Yang Maha Esa, Penulis mengharap agar tulisan/tugas akhir ini dapat memberikan manfaat bagi banyak pihak dan kontribusi positif pada bidang keilmuan, khususnya manajemen.