LAMPIRAN

KUESIONER SURVEY

PENGANTAR

Para responden, Bapak/Ibu yang terhormat,

Sehubungan dengan penelitian yang dilaksanakan oleh mahasiswa Magister Manajemen Universitas Esa Unggul dalam rangka penyusunan tesis untuk program S2, dengan ini saya mohon kesediaan Bapak/Ibu/Saudara meluangkan waktu beberapa menit untuk mengisi kuesioner terlampir. Sepenuhnya kami menjamin kerahasiaan identitas Bapak/Ibu/Saudara. Kami akan sangat menghargai pendapat Bapak/Ibu/Saudara, dan atas partisipasi Bapak/Ibu/Saudara kami ucapkan terima kasih.

A. Identitas Responden (Berilah tanda "X" pada pilihan yang ada)

1. Jenis kelamin anda:

   a. Pria   b. Wanita

2. Usia anda saat ini:

   a. 30 tahun-35 tahun b. 36 tahun–40 tahun   c. > 41 tahun

3. Penghasilan per bulan anda saat ini?

   a. Rp 3.000.000 – Rp 4.000.000

   b. Rp 4.100.000 – Rp 5.000.000

   c. $\geq$ Rp 5.500.000

4. Pendidikan terakhir anda:

   a. SD   b. SMP   c. SMA   d. D3/S1

5. Pekerjaan anda saat ini:

   a. Petani   b. Pegawai c. Wirausaha

6. Berapa banyak alat/mesin pertanian yang anda pergunakan:

   a. 1 unit/buah b. 2 unit/buah   c. 3 unit/buah d. > 4 unit/buah

7. Apakah anda mengenal merek Agrindo:

   a. Ya   b. Tidak

8. Jika iya dari mana anda mengetahui alat/mesin Agrindo:

   a. Teman   c. Keluarga   e. Iklan   g. Internet   i. Petugas Pertanian

   b. Sales   d. Pameran   f. Surat kabar   h. Majalah

9. Berapa kali anda mengganti alat/mesin pertanian:

   a. 1-3 tahun   b. 4-6 tahun   c. >7 tahun

B. Petunjuk Pengisian

1. Silakan tentukan pendapat setuju maupun ketidaksetujuan anda terhadap pernyataan pernyataan berikut.

2. Berilak tanda silang terhadap jawaban yang anda anggap paling tepat.

   1. Sangat tidak setuju (STS)

   2. Tidak setuju (TS)

   3. Kurang setuju (KS)

   4. Setuju (S)

   5. Sangat setuju (SS)

C. Pertanyaan Penelitian

No	Pernyataan	STS	TS	KS	S	SS
1	*Hand tractor* PT. Rutan memiliki kerapihan dalam perakitan pemasangan.					
2	*Hand tractor* dari PT. Rutan memiliki kualitas fisik kehalusan produk.					
3	*Hand tractor* PT. Rutan memiliki kekuatan dalam penggunaanya.					
4	*Hand tractor* PT. Rutan dikemas dengan baik dan rapih tanpa adanya kecacatan.					
5	PT. Rutan memiliki *hand tractor* dengan tampilan warna yang menarik.					
6	*Hand tractor* PT. Rutan memiliki desain yang menarik.					
7	*Hand tractor* PT. Rutan memiliki keamanan dalam penggunaannya.					
8	*Hand tractor* PT. Rutan memiliki kesesuaian desain dengan yang dipesan pelanggan.					
9	Kesesuaian ukuran dari produk *hand tractor* PT. Rutan sangat memudahkan pelanggan dalam pemakaiannya.					

No	Pernyataan	STS	TS	KS	S	SS
10	Bahan material yang digunakan pada *hand tractor* PT. Rutan sesuai dengan keinginan pelanggan.					
11	*Hand tractor* PT. Rutan memiliki keseragaman warna yang menarik.					
12	*Hand tractor* PT. Rutan memiliki kelengkapan aksesoris yang dibutuhkan pelanggan.					
13	*Hand tractor* PT. Rutan memiliki keseragaman ukuran.					
14	Daya tahan warna pada produk *hand tractor* PT. Rutan tidak cepat luntur.					
15	Material yang digunakan pada pembuatan *hand tractor* di PT. Rutan memiliki kualitas yang baik.					
16	Harga *hand tractor* yang ditawarkan PT. Rutan terjangkau.					
17	Harga *hand tractor* di PT. Rutan tidak lebih mahal dari pesaing.					
18	PT. Rutan memberi diskon pada produk tertentu.					
19	Harga *hand tractor* yang ditawarkan sesuai dengan kualitasnya.					
20	Saya akan membayar lebih, jika *hand tractor* memiliki manfaat lainnya.					
21	Manfaat *hand tractor* yang diberikan, sesuai dengan harga yang ditawarkan.					
22	Saya senang atas kualitas *hand tractor* yang sesuai dengan biaya yang telah dikeluarkan.					
23	Saya puas dengan cepat tanggapnya pegawai di PT. Rutan.					
24	Saya puas dengan keseluruhan pelayanan yang diberikan oleh PT. Rutan.					
25	Saya mempertimbangkan PT. Rutan sebagai pilihan pertama untuk membeli *hand tractor*.					
26	Saya tidak akan mencari *hand tractor* ditempat lain selain hasil produksi dari PT. Rutan.					
27	Dimasa mendatang, saya akan membeli kembali *hand tractor* dari PT. Rutan.					
28	Apabila teman menawarkan *hand tractor* yang sama, saya tetap memilih *hand tractor* dari PT. Rutan.					

No	Pernyataan	STS	TS	KS	S	SS
29	Saya mengutamakan untuk membeli *hand tractor* PT. Rutan, walaupun ada produk lain yang lebih dekat dengan tempat saya.					
30	Saya tidak akan beralih walaupun ada *hand tractor* lain yang lebih murah.					
31	Saya akan merekomendasikan *hand tractor* PT. Rutan kepada teman saya.					
32	Saya akan menceritakan hal–hal baik mengenai kualitas *hand tractor* PT. Rutan.					
33	Saya senang apabila ada teman/orang lain yang juga berlangganan *hand tractor* PT. Rutan.					

Lampiran 2

Data *Pre-tes*

NO	Kualitas Produk															Persepsi Harga						Kepuasan			Loyalitas								
	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	KP11	KP12	KP13	KP14	KP15	PH1	PH2	PH3	PH4	PH5	PH6	K1	K2	K3	L1	L2	L3	L4	L5	L6	L7	L8	L9
1	4	4	4	3	3	4	5	5	5	5	4	4	5	3	3	5	5	4	4	5	5	5	5	5	5	5	5	4	4	4	5	5	3
2	5	5	5	5	5	5	5	5	5	4	4	5	5	2	3	4	4	5	4	5	5	4	5	4	5	5	3	3	4	4	5	5	5
3	4	4	4	4	4	4	3	3	3	4	4	4	4	4	5	5	4	4	4	3	3	4	4	4	4	4	4	4	4	5	3	3	5
4	4	4	4	3	4	3	5	5	5	4	4	4	4	4	3	5	4	5	4	4	4	5	5	5	4	5	5	4	4	4	5	3	5
5	2	2	2	2	1	1	1	2	5	3	3	1	4	2	1	1	2	1	1	2	2	2	2	3	3	4	4	2	2	2	1	1	1
6	5	4	5	5	5	4	5	5	5	3	5	4	4	4	5	5	5	5	4	4	4	5	5	5	4	4	4	4	4	5	5	5	5
7	5	5	5	5	5	5	4	4	3	3	4	4	4	3	5	5	5	5	5	4	5	5	5	5	5	5	5	5	4	4	4	5	5
8	3	3	3	3	5	3	5	4	5	4	4	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5
9	5	5	5	5	5	4	5	5	5	5	5	5	4	4	4	4	4	4	4	5	4	5	5	4	5	5	4	4	5	5	5	5	5
10	5	5	4	4	4	5	5	5	3	4	3	4	5	5	5	5	5	5	4	5	5	5	5	4	4	3	4	5	4	5	3	4	5
11	3	3	4	5	5	5	3	3	4	4	5	4	4	4	4	5	3	5	4	4	5	5	4	4	4	4	5	5	5	5	5	4	5
12	5	5	5	5	5	5	4	3	4	4	5	5	5	5	4	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5
13	5	5	5	5	5	5	5	5	4	4	4	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5
14	5	5	5	5	4	4	5	5	4	3	5	5	4	4	5	5	5	4	5	4	5	5	4	5	5	5	5	3	5	4	5	5	5
15	5	5	5	5	5	5	4	5	4	3	4	3	4	2	2	5	5	5	5	4	4	5	5	5	4	4	5	4	5	4	5	4	4
16	5	5	4	3	2	5	1	4	1	2	3	1	1	2	1	2	2	1	1	1	2	4	5	1	1	1	3	4	3	4	3	1	3
17	4	1	3	1	3	3	1	1	1	3	3	2	1	2	1	2	3	1	2	1	1	1	2	2	1	1	1	1	3	2	2	1	1
18	4	4	4	1	3	4	1	4	1	2	3	2	1	2	1	4	4	4	4	5	5	4	4	4	5	5	4	3	5	4	4	1	1
19	5	5	4	3	3	4	4	4	3	3	5	5	5	3	4	4	4	4	4	5	5	4	4	4	5	5	4	4	5	4	5	4	5
20	5	5	5	5	5	5	4	3	5	4	5	5	5	3	5	5	5	5	4	5	5	5	5	5	5	5	5	4	3	4	4	5	5
21	5	5	5	4	5	5	5	5	5	4	5	5	5	5	5	5	3	4	5	4	5	5	5	5	5	4	5	4	5	5	5	4	4
22	4	5	5	5	5	5	5	3	5	4	4	5	5	3	4	4	4	5	5	3	4	5	5	5	5	5	5	4	5	5	4	4	5
23	4	4	4	4	4	5	4	4	5	5	4	5	5	5	5	5	4	4	4	4	5	5	5	4	5	5	5	4	5	4	4	4	4
24	5	5	4	5	5	5	5	5	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
25	4	2	2	4	5	3	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	3	5	3	5	5	4	5
26	4	4	4	4	4	3	4	3	4	4	4	3	3	3	1	2	4	3	4	4	4	4	4	1	4	4	5	5	1	3	4	4	2
27	4	2	2	4	5	3	3	4	1	1	1	3	1	2	4	5	5	1	4	1	1	1	4	1	1	2	5	5	3	3	3	3	3
28	2	2	2	2	2	2	3	3	1	5	5	4	1	1	4	2	5	4	4	3	3	4	4	1	4	2	5	5	3	2	4	2	2
29	4	4	2	4	4	3	3	4	5	5	5	4	3	4	4	4	5	1	4	3	3	5	5	5	4	4	4	4	1	4	4	3	3
30	5	5	5	3	3	5	5	5	3	4	5	4	5	3	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	4	5	4	5

Lampiran 3

Data Analisa *Pre-test*

1. Kualitas Produk

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.817
Bartlett's Test of Sphericity	Approx. Chi-Square	582.875
	df	105
	Sig.	.000

Anti-image Matrices

		KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	KP11	KP12	KP13	KP14	KP15
Anti-image Covariance	KP1	,039	-,024	,014	-,030	,028	-,003	-,012	-,007	,007	-,016	,022	-,015	,013	1.888E-05	-,008
	KP2	-,024	,026	-,024	,020	-,018	-,004	,016	-,010	,003	,012	-,014	,013	-,013	-,001	,006
	KP3	,014	-,024	,037	-,032	,013	,012	-,022	,013	,000	-,011	,002	-,010	,012	,004	-,006
	KP4	-,030	,020	-,032	,092	-,049	,002	,021	,012	-,018	,013	-,006	,011	-,013	,003	-,001
	KP5	,028	-,018	,013	-,049	,114	-,052	-,028	,036	-,042	-,013	,033	-,034	,033	,001	-,012
	KP6	-,003	-,004	,012	,002	-,052	,160	-,040	-,006	,044	-,029	,025	-,002	-,001	-,001	-,009
	KP7	-,012	,016	-,022	,021	-,028	-,040	,067	-,052	,002	,041	-,024	,017	-,026	-,009	,015
	KP8	-,007	-,010	,013	,012	,036	-,006	-,052	,101	-,054	-,017	,022	-,019	,022	,008	-,008
	KP9	,007	,003	,000	-,018	-,042	,044	,002	-,054	,124	-,077	-,009	,020	-,015	-,013	,008
	KP10	-,016	,012	-,011	,013	-,013	-,029	,041	-,017	-,077	,154	-,063	,016	-,026	,006	,008
	KP11	,022	-,014	,002	-,006	,038	,025	-,024	,022	-,009	-,063	,127	-,052	,033	-,012	-,008
	KP12	-,015	,013	-,010	,011	-,034	-,002	,017	-,019	,020	,016	-,052	,044	-,033	,002	,008
	KP13	,013	-,013	,012	-,013	,033	-,001	-,026	,022	-,015	-,026	,033	-,038	,043	,002	-,012
	KP14	1.888E-05	-,001	,004	,003	,001	-,001	-,009	,008	-,013	,006	-,012	,002	,002	,049	-,040
	KP15	-,008	,006	-,006	-,001	-,012	-,009	,015	-,008	,008	,008	-,008	,008	-,012	-,040	,042
Anti-image Correlation	KP1	,818ᵃ	-,752	,360	-,501	,415	-,043	-,240	-,112	,094	-,200	,305	-,355	,292	,000	-,187
	KP2	-,752	,762ᵃ	-,784	,412	-,327	-,068	,387	-,192	,048	,198	-,245	,388	-,384	-,030	,180
	KP3	,360	-,784	,820ᵃ	-,552	,199	,158	-,449	,211	,002	-,151	,032	-,237	,290	,084	-,146
	KP4	-,501	,412	-,552	,849ᵃ	-,478	,017	,271	,120	-,165	,112	-,052	,169	-,196	,046	-,010
	KP5	,415	-,327	,199	-,478	,795ᵃ	-,384	-,318	,331	-,350	-,096	,319	-,483	,442	,016	-,180
	KP6	-,043	-,068	,158	,017	-,384	,918ᵃ	-,384	-,043	,314	-,186	,173	-,021	-,006	-,011	-,105
	KP7	-,240	,387	-,449	,271	-,318	-,384	,782ᵃ	-,636	,018	,408	-,261	,310	-,468	-,156	,283
	KP8	-,112	-,192	,211	,120	,331	-,043	-,636	,324ᵃ	-,430	-,134	,197	-,287	,311	,114	-,120
	KP9	,094	,048	,002	-,165	-,350	,314	,018	-,480	,840ᵃ	-,555	-,075	,270	-,194	-,167	,104
	KP10	-,200	,198	-,151	,112	-,096	-,186	,408	-,134	-,555	,809ᵃ	-,451	,195	-,305	,070	,105
	KP11	,305	-,245	,032	-,052	,319	,178	-,261	,197	-,075	-,451	,797ᵃ	-,696	,482	-,157	-,116
	KP12	-,355	,388	-,237	,169	-,483	-,021	,310	-,287	,270	,195	-,696	,772ᵃ	-,840	,047	,175
	KP13	,292	-,384	,290	-,196	,442	-,006	-,468	,311	-,194	-,305	,432	-,840	,789ᵃ	,034	-,277
	KP14	,000	-,030	,084	,046	,016	-,011	-,156	,114	-,167	,070	-,157	,047	,034	,877ᵃ	-,877
	KP15	-,187	,180	-,146	-,010	-,180	-,105	,283	-,120	,104	,105	-,116	,175	-,277	-,877	,851ᵃ

a. Measures of Sampling Adequacy(MSA)

Component Matrix[a]

	Component		
	1	2	3
KP1	.879	-.325	.077
KP2	.853	-.327	.056
KP3	.880	-.233	-.030
KP4	.846	-.081	-.291
KP5	.831	-.004	-.285
KP6	.791	-.347	-.001
KP7	.838	-.279	.314
KP8	.758	-.113	.569
KP9	.740	.488	.207
KP10	.674	.628	.199
KP11	.767	.456	-.018
KP12	.887	.121	.047
KP13	.912	.065	.057
KP14	.829	.103	-.386
KP15	.846	.058	-.409

Extraction Method: Principal Component
Analysis.

a. 3 components extracted.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.812
Bartlett's Test of Sphericity	Approx. Chi-Square	537.387
	df	91
	Sig.	.000

Anti-image Matrices

		KF1	KP2	KP3	KP4	KP5	KP6	KF7	KP9	KP10	KF11	KP12	KP13	KP14	KF15
Anti-image Covariance	KF1	,040	-,026	,015	-,030	,034	-,004	-,027	,004	-,017	,024	-,018	,016	,001	-,008
	KF2	-,026	,027	-,025	,022	-,017	-,005	,019	-,003	,011	-,013	,013	-,013	,000	,005
	KF3	,015	-,025	,039	-,036	,010	,014	-,028	,009	-,010	-,001	-,008	,011	,003	-,005
	KF4	-,030	,022	-,036	,094	-,060	,003	,046	-,015	,016	-,009	,014	-,017	,002	,000
	KF5	,034	-,017	,010	-,060	,128	-,056	-,018	-,033	-,008	,036	-,034	,031	-,002	-,011
	KF6	-,004	-,005	,014	,003	-,056	,161	-,072	,054	-,031	,023	-,003	,001	-,001	-,009
	KF7	-,027	,019	-,028	,046	-,018	-,072	,112	-,057	,056	-,022	,013	-,028	-,008	,019
	KF9	,004	-,003	,009	-,015	-,033	,054	-,057	,161	-,113	,003	,014	-,005	-,012	,004
	KF10	-,017	,011	-,010	,016	-,008	-,031	,056	-,113	,157	-,063	,014	-,025	,008	,007
	KF11	,024	-,013	-,001	-,009	,036	,028	-,022	,003	-,063	,132	-,054	,038	-,015	-,007
	KF12	-,018	,013	-,008	,014	-,034	-,003	,013	,014	,014	-,054	,048	-,041	,004	,007
	KF13	,016	-,013	,011	-,017	,031	,001	-,028	-,005	-,025	,033	-,041	,053	-4,996E-05	-,012
	KF14	,001	,000	,003	,002	-,002	-,001	-,008	-,012	,008	-,015	,004	-4,996E-05	,050	-,040
	KF15	-,008	,005	-,005	,000	-,011	-,009	,019	,004	,007	-,007	,007	-,012	-,040	,043
Anti-image Correlation	KF1	,774a	-,793	,395	-,494	,432	-,048	-,406	,046	-,219	,336	-,406	,347	,013	-,203
	KF2	-,793	,758a	-,775	,446	-,285	-,078	,350	-,051	,177	-,215	,354	-,348	-,009	,161
	KF3	,395	-,775	,319a	-,595	,140	,171	-,417	,120	-,127	-,010	-,139	,242	,062	-,125
	KF4	-,494	,446	-,595	,812a	-,552	,022	,453	-,124	,131	-,077	,213	-,247	,033	,005
	KF5	,482	-,285	,140	-,552	,822a	-,392	-,148	-,231	-,055	,274	-,429	,378	-,023	-,150
	KF6	-,048	-,078	,171	,022	-,392	,886a	-,534	,334	-,194	,191	-,035	,008	-,006	-,111
	KF7	-,406	,350	-,417	,453	-,148	-,534	,778a	-,423	,422	-,179	,173	-,368	-,109	,270
	KF9	,046	-,051	,120	-,124	-,231	,334	-,423	,831a	-,712	,023	,158	-,054	-,129	,054
	KF10	-,219	,177	-,127	,131	-,055	-,194	,422	-,712	,776a	-,437	,135	-,279	,087	,091
	KF11	,336	-,215	-,010	-,077	,274	,191	-,179	,023	-,437	,809a	-,630	,452	-,184	-,095
	KF12	-,406	,354	-,189	,213	-,429	-,035	,173	,158	,165	-,680	,787a	-,325	,084	,148
	KF13	,347	-,348	,242	-,247	,378	,008	-,368	-,054	-,279	,452	-,825	,809a	-,001	-,255
	KF14	,013	-,009	,062	,033	-,023	-,006	-,109	-,129	,087	-,184	,034	-,001	,876a	-,876
	KF15	-,203	,161	-,125	,005	-,150	-,111	,270	,054	,091	-,095	,148	-,255	-,876	,855a

a. Measures of Sampling Adequacy(MSA)

Data Analisa *Pre-test* (lanjutan)

Component Matrix[a]

	Component	
	1	2
KP1	.872	-.324
KP2	.850	-.329
KP3	.882	-.245
KP4	.861	-.116
KP5	.843	-.033
KP6	.785	-.345
KP7	.817	-.250
KP9	.731	.503
KP10	.673	.637
KP11	.773	.446
KP12	.888	.118
KP13	.911	.065
KP14	.841	.069
KP15	.859	.021

Extraction Method: Principal

Component Analysis.

a. 2 components extracted.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.818
Bartlett's Test of Sphericity	Approx. Chi-Square	500.902
	df	78
	Sig.	.000

Lampiran 3

Data Analisa *Pre-test* (lanjutan)

Anti-image Matrices

		KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP9	KP11	KP12	KP13	KP14	KP15
Anti-image Covariance	KP1	,042	-,027	,015	-,030	,035	-,008	-,027	-,019	,023	-,017	,015	,002	-,008
	KP2	-,027	,027	-,025	,022	-,017	-,003	,019	,010	-,010	,012	-,013	-,001	,005
	KP3	,015	-,025	,039	-,036	,010	,012	-,030	,005	-,006	-,008	,010	,003	-,005
	KP4	-,030	,022	-,036	,095	-,061	,006	,050	-,008	-,003	,013	-,016	,002	,000
	KP5	,035	-,017	,010	-,061	,128	-,060	-,018	-,079	,040	-,034	,032	-,001	-,011
	KP6	-,008	-,003	,012	,006	-,060	,167	-,077	,066	,020	,000	-,005	,001	-,008
	KP7	-,027	,019	-,030	,050	-,018	-,077	,136	-,041	,001	,009	-,025	-,013	,020
	KP9	-,019	,010	,005	-,008	-,079	,066	-,041	,327	-,105	,050	-,051	-,012	,020
	KP11	,023	-,010	-,006	-,003	,040	,020	,001	-,105	,163	-,061	,037	-,015	-,005
	KP12	-,017	,012	-,008	,013	-,034	,000	,009	,050	-,061	,049	-,044	,004	,006
	KP13	,015	-,013	,010	-,016	,032	-,005	-,025	-,051	,037	-,044	,057	,001	-,012
	KP14	,002	-,001	,003	,002	-,001	,001	-,013	-,012	-,015	,004	,001	,051	-,041
	KP15	-,008	,005	-,005	,000	-,011	-,008	,020	,020	-,005	,006	-,012	-,041	,043
Anti-image Correlation	KP1	,785a	-,785	,379	-,481	,482	-,094	-,354	-,160	,274	-,385	,305	,033	-,189
	KP2	-,785	,766a	-,771	,433	-,280	-,045	,309	,109	-,155	,334	-,315	-,025	,148
	KP3	,379	-,771	,823a	-,588	,134	,151	-,405	,042	-,073	-,172	,217	,074	-,115
	KP4	-,481	,433	-,588	,816a	-,551	,049	,443	-,044	-,023	,196	-,222	,022	-,007
	KP5	,482	-,280	,134	-,551	,804a	-,411	-,137	-,386	,278	-,427	,378	-,018	-,145
	KP6	-,094	-,045	,151	,049	-,411	,900a	-,508	,284	,120	-,003	-,050	,011	-,096
	KP7	-,354	,309	-,405	,443	-,137	-,508	,836a	-,193	,006	,115	-,287	-,162	,257
	KP9	-,160	,109	,042	-,044	-,386	,284	-,193	,820a	-,456	,397	-,375	-,096	,169
	KP11	,274	-,155	-,073	-,023	,278	,120	,006	-,456	,813a	-,686	,382	-,163	-,061
	KP12	-,385	,334	-,172	,196	-,427	-,003	,115	,397	-,686	,773a	-,822	,070	,136
	KP13	,305	-,315	,217	-,222	,378	-,050	-,287	-,375	,382	-,822	,813a	,024	-,240
	KP14	,033	-,025	,074	,022	-,018	,011	-,162	-,096	-,163	,070	,024	,869a	-,891
	KP15	-,189	,148	-,115	-,007	-,145	-,096	,257	,169	-,061	,136	-,240	-,891	,850a

a. Measures of Sampling Adequacy(MSA)

Component Matrix[a]

	Component	
	1	2
KP1	.882	-.376
KP2	.860	-.413
KP3	.889	-.313
KP4	.864	-.120
KP5	.845	.081
KP6	.801	-.199
KP7	.828	-.197
KP9	.702	.387
KP11	.754	.443
KP12	.883	.176
KP13	.908	.126
KP14	.844	.290
KP15	.864	.234

Extraction Method: Principal

Component Analysis.

a. 2 components extracted.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.821
Bartlett's Test of Sphericity	Approx. Chi-Square	464.123
	df	66
	Sig.	.000

Lampiran 3

Data Analisa *Pre-test* (lanjutan)

		KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP9	KP12	KP13	KP14	KP15
Anti-image Covariance	KP1	,045	-,028	,018	-,032	,035	-,012	-,029	-,006	-,018	,012	,004	-,008
	KP2	-,028	,028	-,027	,023	-,016	-,002	,019	,005	,016	-,012	-,002	,005
	KP3	,018	-,027	,040	-,036	,012	,013	-,030	,001	-,018	,014	,003	-,005
	KP4	-,032	,023	-,036	,095	-,065	,007	,050	-,012	,023	-,018	,001	-,001
	KP5	,035	-,016	,012	-,065	,139	-,072	-,020	-,073	-,038	,030	,002	-,010
	KP6	-,012	-,002	,013	,007	-,072	,169	-,078	,101	,014	-,011	,003	-,008
	KP7	-,029	,019	-,030	,050	-,020	-,078	,136	-,051	,018	-,030	-,014	,020
	KP9	-,006	,005	,001	-,012	-,073	,101	-,051	,412	,025	-,041	-,028	,021
	KP12	-,018	,016	-,018	,023	-,038	,014	,018	,025	,092	-,066	-,004	,008
	KP13	,012	-,012	,014	-,018	,030	-,011	-,030	-,041	-,066	,067	,006	-,013
	KP14	,004	-,002	,003	,001	,002	,003	-,014	-,028	-,004	,006	,052	-,043
	KP15	-,008	,005	-,005	-,001	-,010	-,008	,020	,021	,008	-,013	-,043	,043
Anti-image Correlation	KP1	,797[a]	-,782	,416	-,494	,440	-,133	-,370	-,041	-,281	,225	,082	-,179
	KP2	-,782	,762[a]	-,794	,435	-,249	-,027	,313	,043	,317	-,280	-,051	,141
	KP3	,416	-,794	,797[a]	-,591	,161	,161	-,405	,010	-,305	,265	,063	-,120
	KP4	-,494	,435	-,591	,800[a]	-,567	,052	,443	-,061	,248	-,230	,018	-,008
	KP5	,440	-,249	,161	-,567	,824[a]	-,466	-,145	-,303	-,338	,307	,029	-,134
	KP6	-,133	-,027	,161	,052	-,466	,876[a]	-,512	,384	,110	-,104	,032	-,089
	KP7	-,370	,313	-,405	,443	-,145	-,512	,821[a]	-,213	,164	-,314	-,163	,258
	KP9	-,041	,043	,010	-,061	-,303	,384	-,213	,888[a]	,131	-,245	-,194	,159
	KP12	-,281	,317	-,305	,248	-,338	,110	,164	,131	,823[a]	-,833	-,057	,129
	KP13	,225	-,280	,265	-,230	,307	-,104	-,314	-,245	-,833	,828[a]	,095	-,235
	KP14	,082	-,051	,063	,018	,029	,032	-,163	-,194	-,057	,095	,851[a]	-,914
	KP15	-,179	,141	-,120	-,008	-,134	-,089	,258	,159	,129	-,235	-,914	,837[a]

a. Measures of Sampling Adequacy(MSA)

Component Matrix[a]

	Component
	1
KP1	.893
KP2	.869
KP3	.893
KP4	.869
KP5	.851
KP6	.817
KP7	.837
KP9	.687
KP12	.868
KP13	.902
KP14	.839
KP15	.861

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

2. Persepsi Harga

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.795
Bartlett's Test of Sphericity	Approx. Chi-Square	207.127
	df	15
	Sig.	.000

Data Analisa *Pre-test* (lanjutan)

Anti-image Matrices

		PH1	PH2	PH3	PH4	PH5	PH6
Anti-image Covariance	PH1	.109	-.094	-.034	-.012	.040	-.051
	PH2	-.094	.159	-.014	.016	-.035	.032
	PH3	-.034	-.014	.117	-.084	-.031	.038
	PH4	-.012	.016	-.084	.140	-.015	-.017
	PH5	.040	-.035	-.031	-.015	.116	-.100
	PH6	-.051	.032	.038	-.017	-.100	.130
Anti-image Correlation	PH1	.776[a]	-.715	-.297	-.098	.360	-.432
	PH2	-.715	.818[a]	-.104	.108	-.259	.223
	PH3	-.297	-.104	.824[a]	-.651	-.270	.306
	PH4	-.098	.108	-.651	.871[a]	-.117	-.123
	PH5	.360	-.259	-.270	-.117	.757[a]	-.821
	PH6	-.432	.223	.306	-.123	-.821	.731[a]

a. Measures of Sampling Adequacy(MSA)

Component Matrix[a]

	Component
	1
PH1	.921
PH2	.886
PH3	.926
PH4	.925
PH5	.892
PH6	.864

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

Data Analisa *Pre-test* (lanjutan)

3. Kepuasan

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.770
Bartlett's Test of Sphericity	Approx. Chi-Square	101.865
	df	3
	Sig.	.000

Anti-image Matrices

		K1	K2	K3
Anti-image Covariance	K1	.171	-.040	-.065
	K2	-.040	.128	-.076
	K3	-.065	-.076	.106
Anti-image Correlation	K1	.839[a]	-.269	-.483
	K2	-.269	.767[a]	-.653
	K3	-.483	-.653	.718[a]

a. Measures of Sampling Adequacy(MSA)

Component Matrix[a]

	Component
	1
K1	.959
K2	.968
K3	.976

Extraction Method:

Principal Component

Analysis.

a. 1 components

extracted.

Lampiran 3

Data Analisa *Pre-test* (lanjutan)

4. Loyalitas

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.824
Bartlett's Test of Sphericity	Approx. Chi-Square	263.802
	df	36
	Sig.	.000

Anti-image Matrices

		L1	L2	L3	L4	L5	L6	L7	L8	L9
Anti-image Covariance	L1	.185	-.092	.021	-.054	.017	-.037	.038	-.033	.038
	L2	-.092	.133	-.084	.072	-.031	.065	-.003	-.008	-.064
	L3	.021	-.084	.199	-.135	.053	-.027	-.027	.008	.044
	L4	-.054	.072	-.135	.193	-.110	.031	.022	-.016	-.026
	L5	.017	-.031	.053	-.110	.285	-.081	.033	-.010	-.050
	L6	-.037	.065	-.027	.031	-.081	.283	-.047	-.004	-.079
	L7	.038	-.003	-.027	.022	.033	-.047	.110	-.065	.023
	L8	-.033	-.008	.008	-.016	-.010	-.004	-.065	.060	-.032
	L9	.038	-.064	.044	-.026	-.050	-.079	.023	-.032	.179
Anti-image Correlation	L1	.850[a]	-.586	.110	-.287	.072	-.160	.269	-.316	.207
	L2	-.586	.776[a]	-.519	.447	-.159	.335	-.024	-.091	-.414
	L3	.110	-.519	.788[a]	-.691	.220	-.114	-.180	.078	.235
	L4	-.287	.447	-.691	.754[a]	-.470	.134	.152	-.152	-.138
	L5	.072	-.159	.220	-.470	.870[a]	-.285	.184	-.075	-.222
	L6	-.160	.335	-.114	.134	-.285	.880[a]	-.264	-.032	-.352
	L7	.269	-.024	-.180	.152	.184	-.264	.796[a]	-.806	.163
	L8	-.316	-.091	.078	-.152	-.075	-.032	-.806	.840[a]	-.311
	L9	.207	-.414	.235	-.138	-.222	-.352	.163	-.311	.874[a]

a. Measures of Sampling Adequacy(MSA)

Universitas Esa Unggul

Component Matrix[a]

	Component
	1
L1	.864
L2	.866
L3	.813
L4	.795
L5	.784
L6	.795
L7	.826
L8	.938
L9	.884

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

1. Reliabilitas Kualitas Produk

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.965	.965	12

2. Reliabilitas Persepsi Harga

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.954	.954	6

3. Reliabilitas Kepuasan

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.965	.966	3

4. Relianilitas Loyalitas

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.948	.948	9

Lampiran 4

Data Penelitian

NO	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP9	KP12	KP13	KP14	KP15	PH1	PH2	PH3	PH4	PH5	PH6	K1	K2	K3	L1	L2	L3	L4	L5	L6	L7	L8	L9
					Kualitas Produk										Persepsi Harga					Kepuasan					Loyalitas					
1	4	4	3	4	4	4	4	4	4	3	4	4	5	5	4	4	5	5	5	5	5	5	4	4	5	5	5	5	4	4
2	4	4	3	3	3	3	3	4	3	3	3	4	4	5	5	4	4	3	5	5	5	5	4	4	5	4	5	5	5	5
3	3	3	5	4	4	4	3	3	3	5	5	5	4	4	4	4	4	3	5	5	5	5	5	5	5	5	5	5	5	5
4	4	3	5	5	5	4	4	4	4	5	4	5	4	4	4	4	4	4	5	5	5	4	4	5	5	5	5	5	4	4
5	4	5	5	5	5	4	4	4	4	5	4	4	3	3	4	4	4	4	5	5	5	4	4	4	4	4	4	4	4	4
6	4	4	5	5	5	4	5	5	5	5	5	5	4	4	5	4	4	5	5	5	5	5	5	4	4	4	4	5	5	5
7	4	4	5	4	5	5	5	5	4	3	4	5	3	4	4	4	4	5	5	5	5	5	5	4	4	5	5	5	5	5
8	5	4	4	4	4	5	5	5	5	3	5	5	3	4	4	5	5	4	5	5	5	5	5	5	5	3	5	4	4	4
9	5	5	5	5	4	5	5	5	4	4	4	4	4	4	4	3	3	4	5	5	5	4	4	5	5	5	5	5	5	5
10	4	4	5	4	4	5	4	4	5	3	4	5	4	4	4	3	4	4	5	5	5	5	5	5	5	5	5	5	5	5
11	4	4	4	4	4	3	3	4	4	3	3	4	3	3	2	2	1	1	1	1	1	1	1	1	1	1	2	2	1	1
12	4	4	5	5	5	5	5	4	5	4	4	4	4	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5
13	4	4	5	5	5	5	5	5	5	5	5	4	5	5	5	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5
14	5	5	5	4	4	4	4	4	4	5	5	3	4	4	4	4	4	4	5	5	5	4	4	4	4	4	4	4	4	4
15	4	5	4	5	5	5	5	5	3	4	4	4	4	4	4	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4
16	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5
17	5	4	5	4	5	4	4	4	4	4	4	3	5	5	5	5	4	4	5	5	5	4	3	5	5	4	4	5	5	5
18	4	4	4	4	4	3	3	4	4	4	4	4	3	3	2	2	1	1	1	1	1	2	2	2	1	1	1	1	1	1
19	4	4	1	5	5	4	4	4	4	4	5	5	4	4	5	5	5	4	5	5	5	5	5	5	5	4	5	5	5	5
20	4	2	4	4	2	4	2	5	2	3	4	4	5	5	4	4	5	5	5	5	5	5	5	3	5	5	5	3	5	5
21	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
22	4	4	4	2	2	3	2	4	4	4	4	4	4	4	4	4	3	4	4	2	4	4	4	4	3	4	4	3	3	3
23	5	5	5	4	4	4	4	4	4	3	4	4	4	4	4	3	4	4	3	3	3	4	3	3	3	3	3	3	3	3
24	5	5	5	3	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
25	4	4	3	3	4	3	3	4	2	4	4	4	4	4	4	3	3	4	4	3	3	4	4	3	3	3	3	3	3	3
26	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5
27	4	4	4	4	5	4	4	4	4	4	3	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4	2	2
28	4	5	4	4	4	4	5	4	4	4	4	4	3	4	5	4	4	4	3	3	4	3	3	3	4	4	5	4	4	4
29	4	4	3	3	3	4	3	3	3	3	3	3	3	4	4	3	4	4	4	3	3	4	4	3	4	4	3	3	3	3
30	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
31	5	5	5	4	5	5	4	4	5	5	5	5	5	5	5	5	5	5	5	3	4	5	5	5	4	4	5	3	3	3
32	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
33	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
34	5	4	5	4	5	4	4	3	4	5	4	5	4	5	5	5	5	5	4	4	4	4	5	4	5	5	3	4	4	4
35	5	4	4	4	4	5	4	3	4	4	4	4	4	4	5	3	4	4	4	3	3	4	4	4	3	5	5	3	3	3
36	4	5	4	4	5	4	4	4	4	4	4	4	3	4	4	4	4	4	4	3	4	3	3	4	3	4	4	3	3	3
37	5	4	4	3	4	4	3	3	5	4	4	4	3	4	4	4	4	4	4	3	4	4	4	3	4	4	5	3	3	3
38	5	4	3	2	3	3	3	4	3	3	3	2	4	5	4	4	3	3	3	4	3	5	4	5	5	4	5	4	3	4
39	5	5	5	5	5	5	5	5	4	4	4	4	5	5	5	5	4	4	4	4	4	5	5	5	5	5	5	5	5	4
40	4	4	4	3	4	4	3	3	3	3	3	3	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4
41	4	4	4	3	4	4	3	4	3	4	3	3	4	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	4
42	4	4	4	3	4	3	4	3	4	4	4	4	3	3	4	3	3	4	3	2	4	4	3	3	3	3	3	4	3	2
43	4	4	4	3	3	4	3	4	4	4	3	4	4	4	4	5	3	3	4	3	3	4	4	4	4	4	4	4	3	3
44	4	4	4	3	4	3	4	3	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
45	4	4	4	4	5	4	5	4	3	4	4	2	5	5	5	5	4	4	4	4	4	5	5	5	5	5	5	5	5	5
46	5	4	5	4	5	5	5	5	4	3	4	2	5	5	5	5	4	4	4	4	4	5	5	5	5	5	5	5	5	5
47	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	5	5	5	5	5	5	5	5	5
48	4	4	4	2	3	4	2	4	3	3	4	4	3	4	4	4	4	3	3	2	2	4	3	2	3	3	3	2	2	3
49	3	4	4	2	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	5	5	3	4	5	5	5	5	4
50	4	5	5	5	5	5	4	5	4	4	4	4	4	4	4	4	3	4	3	4	4	5	5	5	4	5	4	4	5	5

NO	Kualitas Produk												Persepsi Harga						Kepuasan			Loyalitas								
	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP9	KP12	KP13	KP14	KP15	PH1	PH2	PH3	PH4	PH5	PH6	K1	K2	K3	L1	L2	L3	L4	L5	L6	L7	L8	L9
51	4	2	4	4	3	4	5	4	5	5	4	4	4	4	4	4	2	2	2	4	4	5	5	5	4	4	4	4	5	5
52	5	5	4	4	4	4	4	4	5	5	3	4	4	4	3	4	4	5	5	4	3	5	5	5	5	5	4	4	5	5
53	1	1	1	2	2	3	4	1	1	2	4	3	1	1	2	4	1	3	1	1	2	1	1	1	2	1	1	1	3	1
54	4	4	4	4	4	4	4	4	5	3	5	5	3	5	4	5	5	4	5	4	5	4	5	5	5	4	5	5	4	5
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56	4	5	4	5	5	5	5	5	3	4	4	4	4	3	4	4	5	4	5	4	5	5	5	5	4	4	4	5	5	4
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64	2	1	1	2	2	1	2	2	2	2	1	1	2	4	2	2	4	4	3	1	2	1	2	1	1	2	1	2	4	1
65	4	5	4	4	5	4	4	4	3	5	4	5	4	4	2	3	5	5	4	4	5	5	5	5	5	5	5	5	5	4
66	4	4	5	5	5	4	4	5	2	4	2	4	4	3	4	4	4	4	3	3	4	5	5	4	4	4	4	5	4	5
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69	3	2	1	1	1	2	1	2	2	2	1	1	2	2	1	2	1	2	3	2	2	1	1	1	2	1	1	2	3	1
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100	2	4	2	2	1	4	4	2	4	2	2	3	4	3	4	3	3	4	4	4	3	2	1	1	2	2	1	1	2	2

Lampiran 4

Data Penelitian (lanjutan)

NO	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP9	KP12	KP13	KP14	KP15	PH1	PH2	PH3	PH4	PH5	PH6	K1	K2	K3	L1	L2	L3	L4	L5	L6	L7	L8	L9
101	2	4	5	5	3	5	4	5	4	4	5	4	4	2	4	2	3	5	5	4	4	5	5	5	4	4	5	5	5	5
102	4	5	5	5	4	4	5	4	4	5	4	4	4	5	5	4	4	3	2	4	4	5	5	4	4	5	5	4	3	5
103	3	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5	4	5	5	5
104	4	4	4	5	4	5	4	3	4	5	3	3	4	4	3	4	4	5	3	5	3	5	5	5	4	5	5	5	5	5
105	5	5	5	5	5	4	4	4	4	5	4	5	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	4
106	4	3	4	4	3	4	5	3	5	4	4	4	3	4	3	4	5	5	5	5	5	5	5	5	5	5	5	4	4	4
107	3	3	3	3	1	2	4	4	2	2	4	4	4	2	2	2	1	5	2	2	2	5	5	5	2	2	5	4	1	1
108	3	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	5	5	5	4	4	4	4	4	4
109	5	5	5	5	5	5	5	5	4	5	5	4	5	5	5	4	5	5	5	5	4	5	5	5	5	5	5	4	4	4
110	3	4	4	5	4	5	4	5	5	4	4	4	4	4	4	4	2	3	4	4	4	5	5	4	4	5	5	5	4	5
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114	4	4	4	4	4	4	4	4	5	5	5	5	4	4	4	4	4	4	4	4	4	5	5	4	4	4	5	5	5	5
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118	3	4	4	4	4	5	5	3	3	3	4	4	4	4	4	4	4	5	5	5	5	5	5	4	4	4	5	5	5	5
119	2	1	2	2	1	2	2	3	1	2	1	1	3	3	2	2	1	3	1	1	1	3	2	2	1	1	1	2	2	2
120	5	5	5	5	5	5	5	3	4	4	5	5	4	4	4	4	5	5	4	4	4	5	4	4	4	4	5	5	5	5
121	3	4	4	4	4	4	4	5	2	5	2	3	4	4	2	4	2	2	3	4	4	5	5	4	3	5	4	4	5	5
122	5	5	5	5	4	4	4	3	4	5	4	4	4	5	5	4	4	5	4	4	4	5	5	4	5	5	5	5	5	4
123	2	3	1	2	2	1	2	1	1	2	2	2	4	4	4	4	1	2	2	2	1	1	1	2	2	2	3	4	4	2
124	3	4	4	5	5	5	5	4	3	4	5	5	4	4	4	4	4	5	4	2	4	4	5	5	4	5	5	5	5	4
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126	4	4	4	4	5	5	4	5	5	4	4	4	4	5	5	5	4	5	5	4	4	5	4	4	4	4	4	4	4	4
127	3	4	4	4	4	5	5	5	4	4	4	4	4	4	4	4	5	4	4	5	5	5	5	5	4	4	4	4	4	5
128	3	4	4	5	4	4	5	4	5	5	5	5	4	4	4	4	4	4	4	3	4	5	4	4	4	4	4	4	5	5
129	3	4	4	5	5	5	4	5	5	4	3	4	4	4	4	4	4	4	5	5	5	5	4	4	4	4	4	4	4	4
130	2	1	1	2	2	3	3	1	2	2	3	3	2	2	2	2	1	1	2	2	2	1	1	2	1	2	2	2	4	3
131	4	4	4	4	4	4	4	3	3	3	5	5	4	4	4	4	5	5	5	4	5	5	5	5	4	4	5	5	4	5
132	3	4	4	2	4	2	2	4	2	5	5	5	4	4	4	4	4	5	4	4	2	5	5	5	5	4	4	3	4	3
133	4	3	4	5	4	4	4	5	5	5	5	2	4	2	5	5	4	4	4	5	5	5	5	5	5	4	5	4	5	5

Lampiran 4

Data Penelitian (lanjutan)

NO	Kualitas Produk												Persepsi Harga						Kepuasan			Loyalitas								
	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP9	KP12	KP13	KP14	KP15	PH1	PH2	PH3	PH4	PH5	PH6	K1	K2	K3	L1	L2	L3	L4	L5	L6	L7	L8	L9
134	2	4	4	2	4	4	2	5	5	4	4	5	4	4	4	4	3	2	4	5	2	5	4	5	4	3	5	4	5	5
135	4	5	5	4	4	4	4	5	5	5	4	5	4	4	5	4	4	4	5	3	5	5	5	5	5	5	5	4	5	5
136	2	2	3	3	4	3	2	2	3	2	2	1	1	2	1	1	2	2	3	3	3	1	1	1	1	1	2	2	3	1
137	3	4	5	5	5	5	5	5	5	5	4	4	5	4	3	4	3	4	4	4	4	5	5	5	4	4	4	4	4	4
138	2	5	5	4	4	4	4	3	4	4	4	4	4	3	4	4	4	5	5	4	4	5	5	5	5	5	5	4	4	4
139	5	5	5	4	5	5	4	4	5	5	5	5	5	5	5	5	5	5	5	3	4	5	5	4	4	5	3	3	3	3
140	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
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143	5	5	4	5	5	5	5	5	2	4	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
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153	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	3	3	4	4	4	4	4	4	4	4	4
154	3	3	3	4	4	3	3	4	3	3	3	3	3	3	4	4	3	3	3	3	3	4	4	4	3	3	3	3	3	3
155	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
156	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
157	5	5	5	5	5	5	5	5	4	4	4	4	5	5	5	5	4	4	4	4	4	5	5	5	5	5	5	5	5	4
158	4	4	4	3	4	4	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
159	5	4	5	4	5	4	4	3	4	5	4	5	4	5	5	5	5	5	4	4	4	4	4	5	4	5	5	3	4	4
160	5	4	4	4	4	5	4	3	4	4	4	4	4	4	5	4	3	4	4	3	3	4	4	4	4	5	5	3	3	3
161	5	5	4	5	5	5	5	5	2	4	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
162	5	4	4	3	4	4	3	3	5	4	4	4	3	4	4	4	4	4	4	3	4	4	4	3	4	4	5	3	3	3
163	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
164	4	4	4	3	4	2	2	2	3	1	3	1	4	4	4	4	2	2	2	2	2	2	4	3	3	3	4	3	3	2
165	5	4	5	4	5	4	4	4	4	4	4	4	5	5	4	4	3	3	3	2	4	4	4	4	3	4	4	4	3	3

Uji Statistik Deskriptif Responden - *One Way ANOVA*

1. Usia

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Kualitas Produk	1.122	1	163	.291
Persesi Harga	.690	1	163	.407
Kepuasan	.499	1	163	.481
Loyalitas	.359	1	163	.550

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Kualitas Produk	Between Groups	.751	1	.751	.750	.388
	Within Groups	163.249	163	1.002		
	Total	164.000	164			
Persesi Harga	Between Groups	1.030	1	1.030	1.030	.312
	Within Groups	162.970	163	1.000		
	Total	164.000	164			
Kepuasan	Between Groups	.343	1	.343	.341	.560
	Within Groups	163.657	163	1.004		
	Total	164.000	164			
Loyalitas	Between Groups	.130	1	.130	.129	.720
	Within Groups	163.870	163	1.005		
	Total	164.000	164			
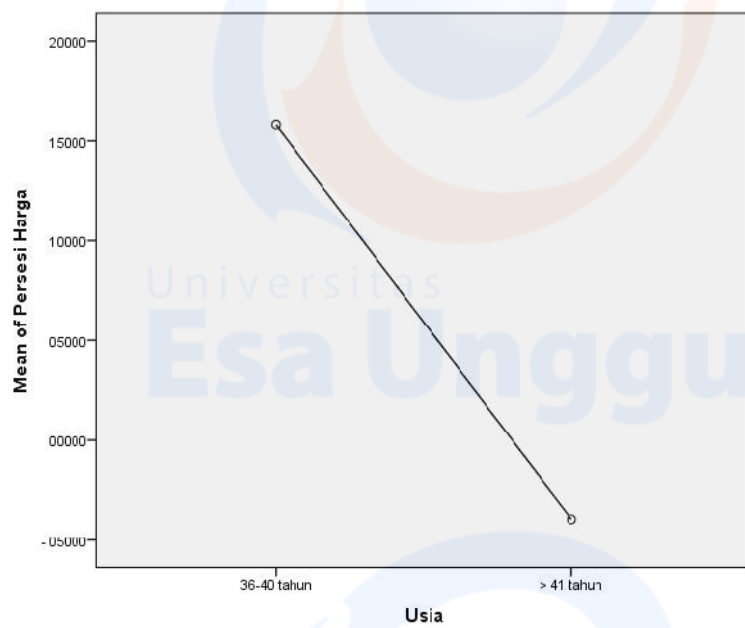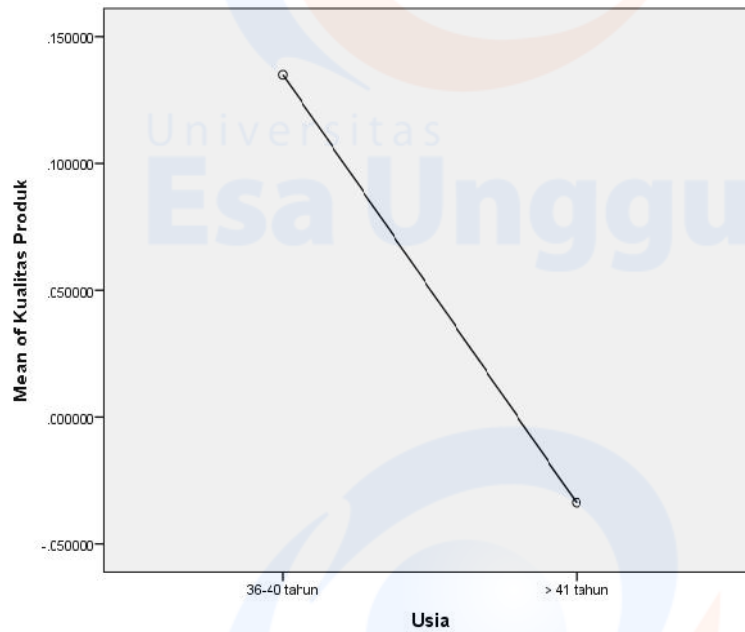
Lampiran 5

Uji Statistik Deskriptif Responden - *One Way ANOVA* (lanjutan)
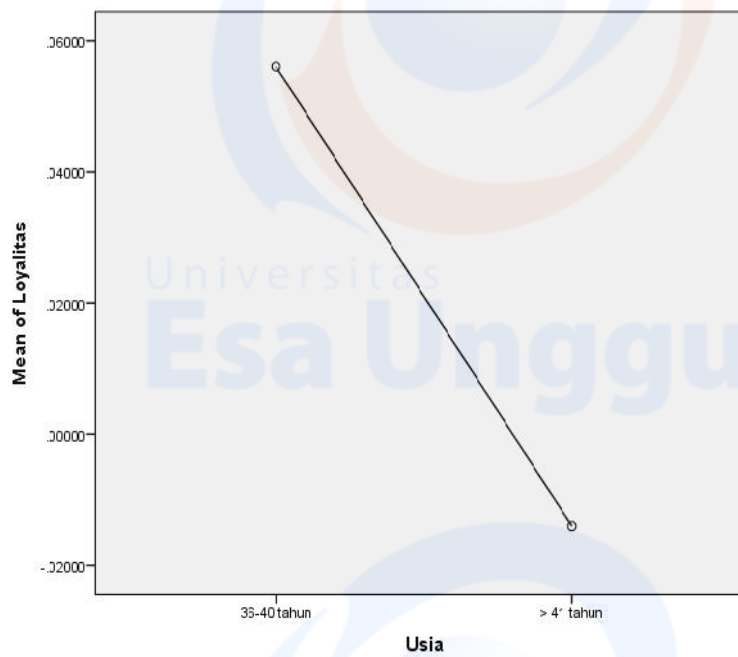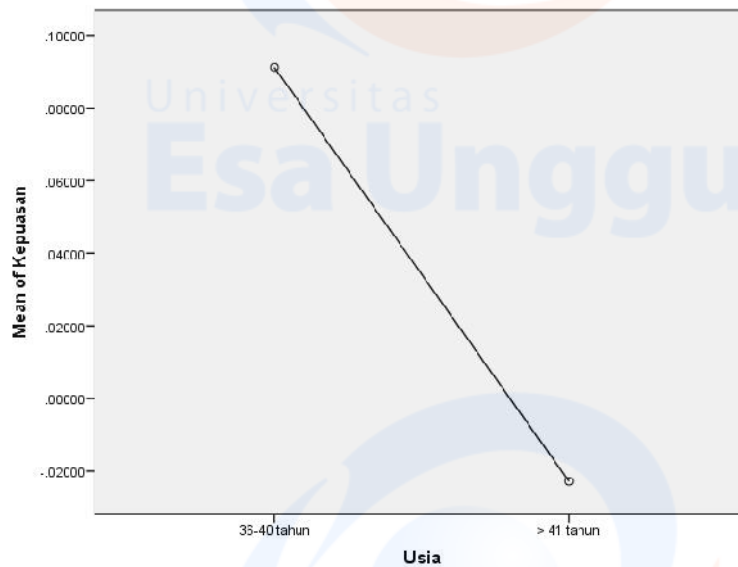
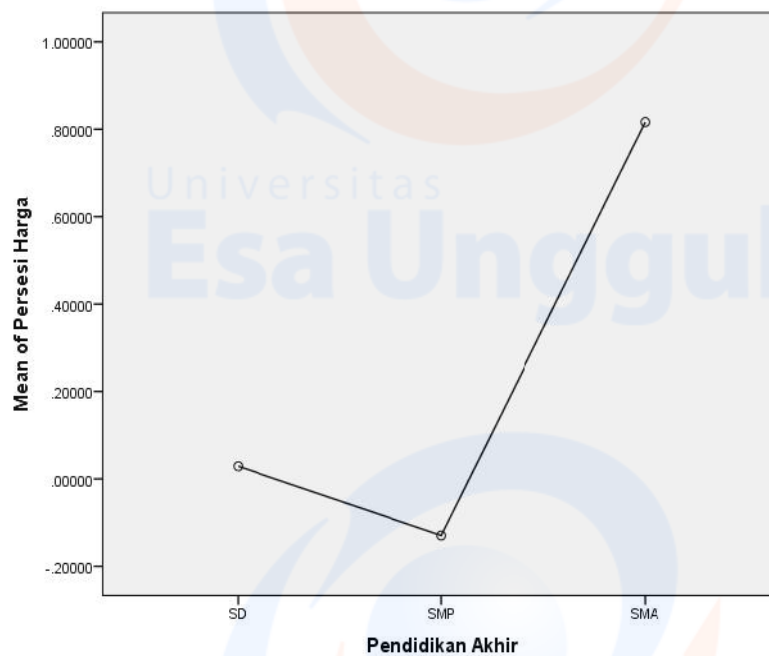## Uji Statistik Deskriptif Responden - *One Way ANOVA* (lanjutan)

2. Penghasilan per bulan

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Kualitas Produk	.999	2	162	.371
Persesi Harga	.020	2	162	.980
Kepuasan	.916	2	162	.402
Loyalitas	.084	2	162	.920

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Kualitas Produk	Between Groups	.306	2	.153	.152	.860
	Within Groups	163.694	162	1.010		
	Total	164.000	164			
Persesi Harga	Between Groups	.120	2	.060	.059	.943
	Within Groups	163.880	162	1.012		
	Total	164.000	164			
Kepuasan	Between Groups	2.195	2	1.097	1.099	.336
	Within Groups	161.805	162	.999		
	Total	164.000	164			
Loyalitas	Between Groups	.484	2	.242	.240	.787
	Within Groups	163.516	162	1.009		
	Total	164.000	164			
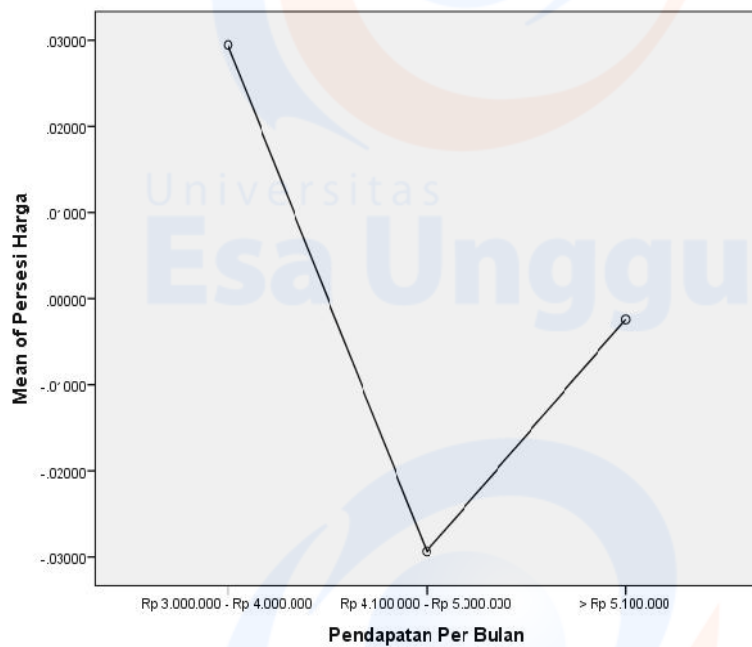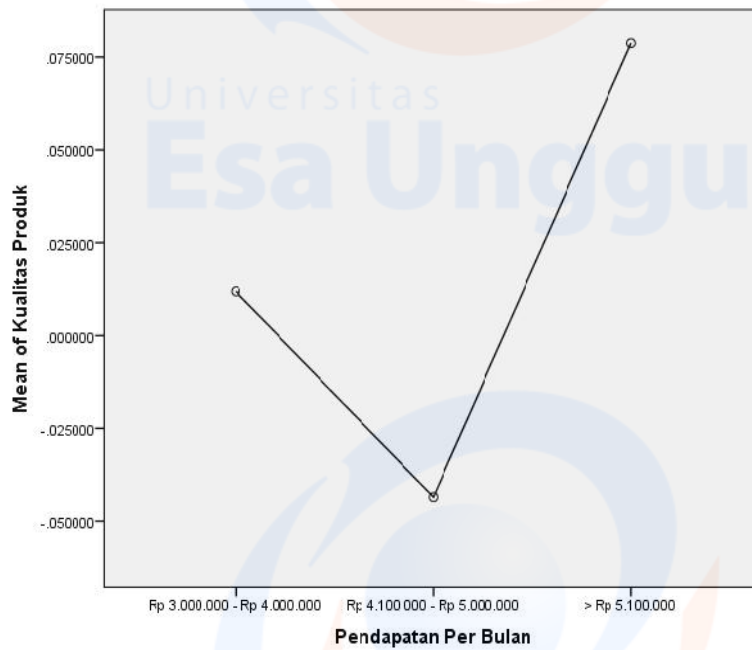
Uji Statistik Deskriptif Responden - *One Way ANOVA* **(lanjutan)**

Lampiran 5

Uji Statistik Deskriptif Responden - *One Way ANOVA* (lanjutan)
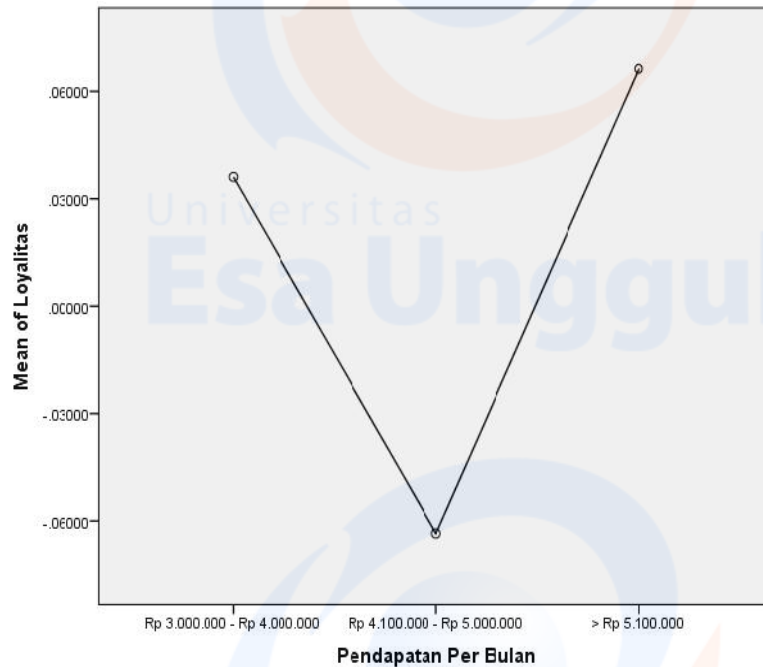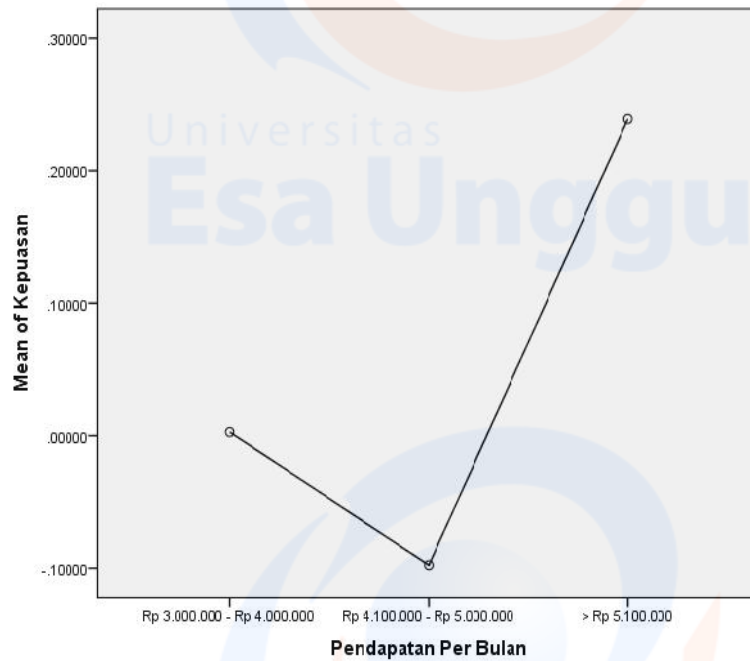
Lampiran 5

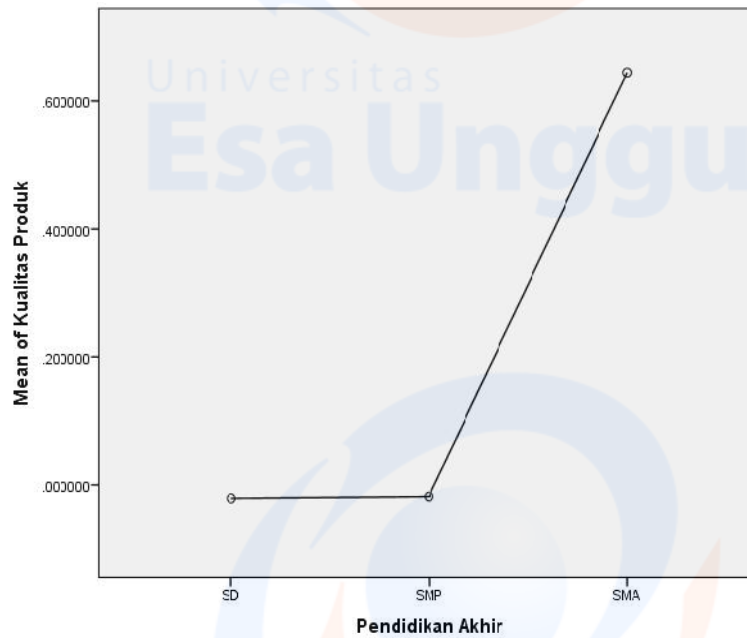**Uji Statistik Deskriptif Responden - *One Way ANOVA* (lanjutan)**

3. Pendidikan akhir

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Kualitas Produk	1.472	2	162	.233
Persesi Harga	1.244	2	162	.291
Kepuasan	.592	2	162	.554
Loyalitas	1.481	2	162	.230

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Kualitas Produk	Between Groups	2.140	2	1.070	1.071	.345
	Within Groups	161.860	162	.999		
	Total	164.000	164			
Persesi Harga	Between Groups	4.344	2	2.172	2.204	.114
	Within Groups	159.656	162	.986		
	Total	164.000	164			
Kepuasan	Between Groups	2.907	2	1.454	1.462	.235
	Within Groups	161.093	162	.994		
	Total	164.000	164			
Loyalitas	Between Groups	.848	2	.424	.421	.657
	Within Groups	163.152	162	1.007		
	Total	164.000	164			

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Lampiran 5

Uji Statistik Deskriptif Responden - *One Way ANOVA* **(lanjutan)**

Uji Statistik Deskriptif Responden - *One Way ANOVA* (lanjutan)
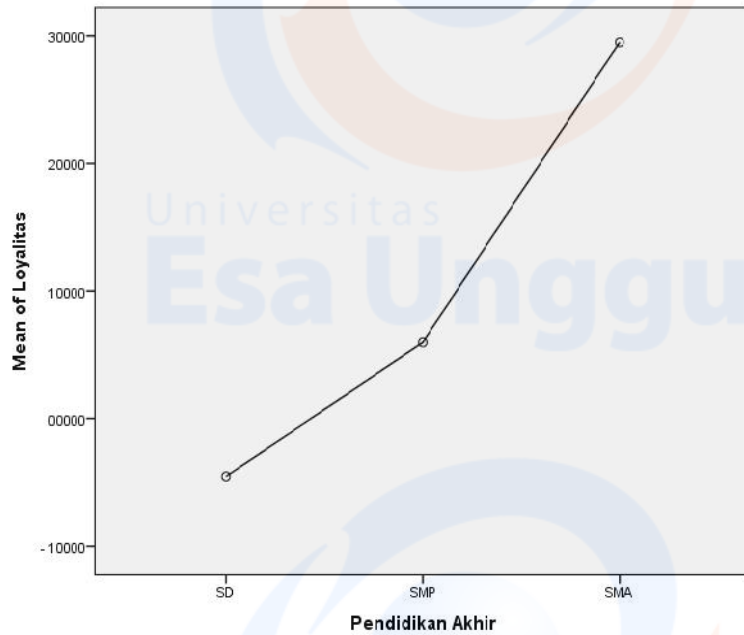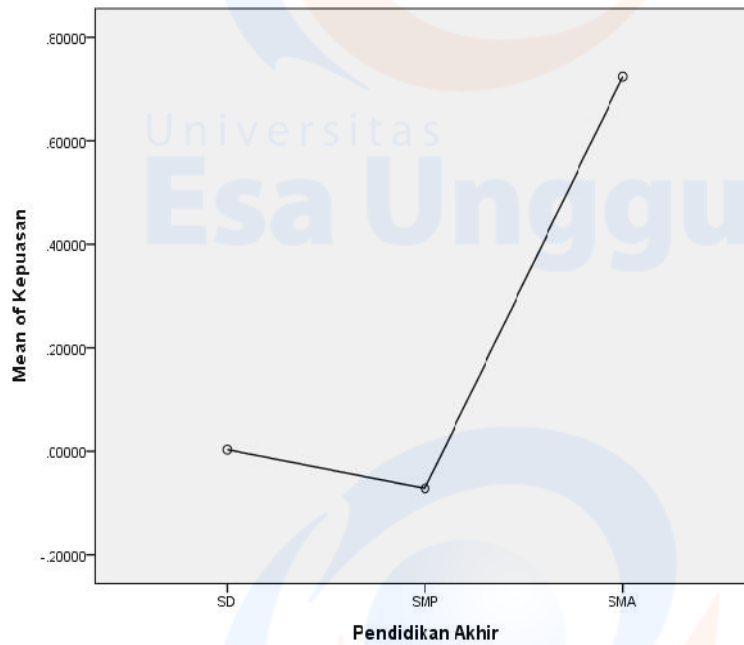
Uji Statistik Deskriptif Responden - *One Way ANOVA* (lanjutan)

4. Pekerjaan

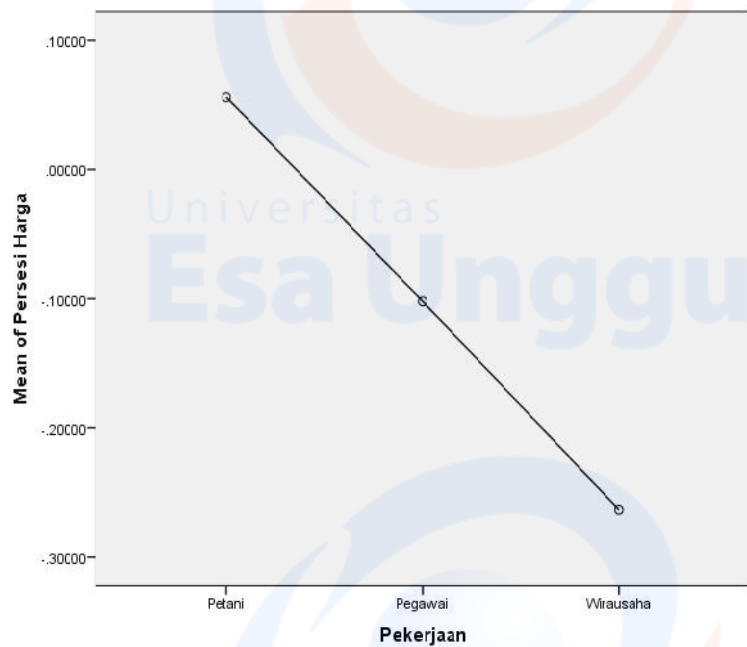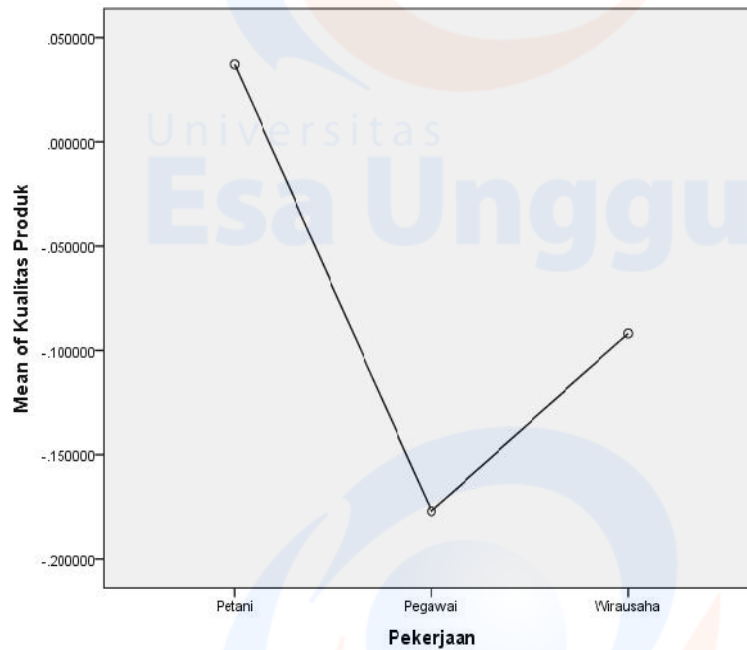**Test of Homogeneity of Variances**

	Levene Statistic	df1	df2	Sig.
Kualitas Produk	.769	2	162	.465
Persesi Harga	1.346	2	162	.263
Kepuasan	.146	2	162	.864
Loyalitas	.533	2	162	.588

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Kualitas Produk	Between Groups	.857	2	.428	.425	.654
	Within Groups	163.143	162	1.007		
	Total	164.000	164			
Persesi Harga	Between Groups	2.026	2	1.013	1.013	.365
	Within Groups	161.974	162	1.000		
	Total	164.000	164			
Kepuasan	Between Groups	1.181	2	.590	.587	.557
	Within Groups	162.819	162	1.005		
	Total	164.000	164			
Loyalitas	Between Groups	2.363	2	1.182	1.184	.309
	Within Groups	161.637	162	.998		
	Total	164.000	164			

Lampiran 5

Uji Statistik Deskriptif Responden - *One Way ANOVA* **(lanjutan)**

Uji Statistik Deskriptif Responden - *One Way ANOVA* (lanjutan)
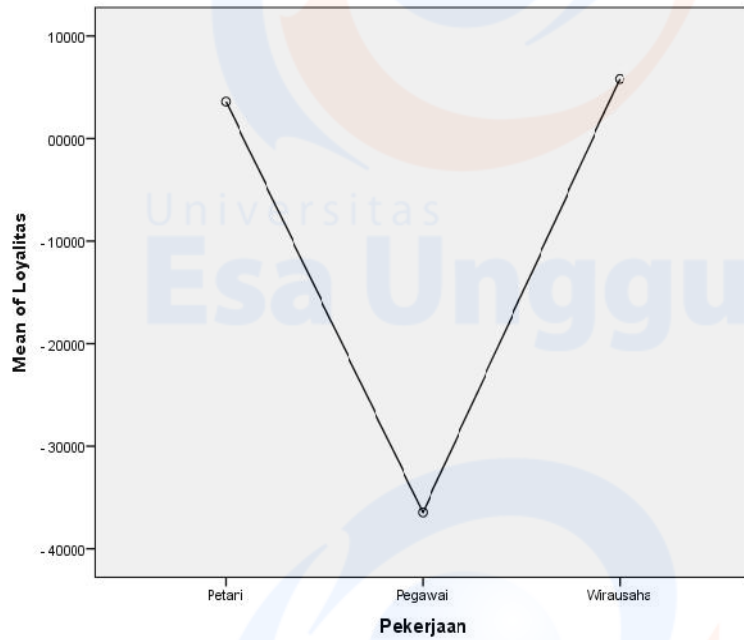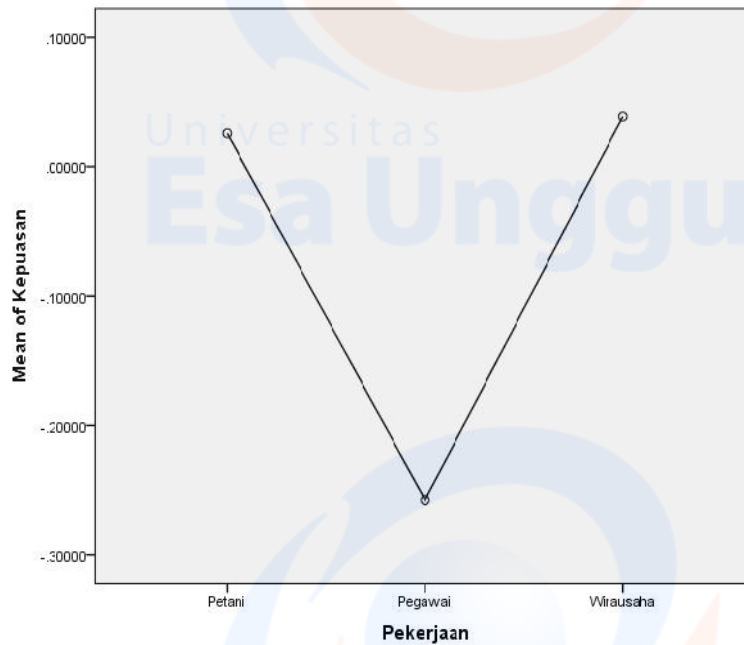
Uji Statistik Deskriptif Responden - *One Way ANOVA* (lanjutan)

5. Banyak alat/mesin pertanian yang dipergunakan

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Kualitas Produk	.238	2	162	.789
Persesi Harga	.328	2	162	.721
Kepuasan	.533	2	162	.588
Loyalitas	.282	2	162	.754

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Kualitas Produk	Between Groups	1.129	2	.564	.561	.572
	Within Groups	162.871	162	1.005		
	Total	164.000	164			
Persesi Harga	Between Groups	.925	2	.463	.460	.632
	Within Groups	163.075	162	1.007		
	Total	164.000	164			
Kepuasan	Between Groups	.160	2	.080	.079	.924
	Within Groups	163.840	162	1.011		
	Total	164.000	164			
Loyalitas	Between Groups	1.260	2	.630	.627	.536
	Within Groups	162.740	162	1.005		
	Total	164.000	164			

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Lampiran 5

Uji Statistik Deskriptif Responden - *One Way ANOVA* **(lanjutan)**
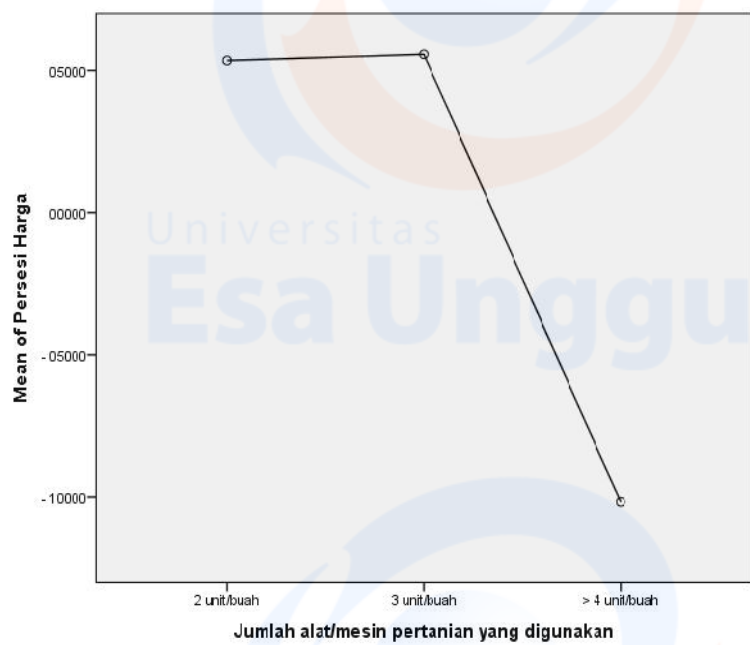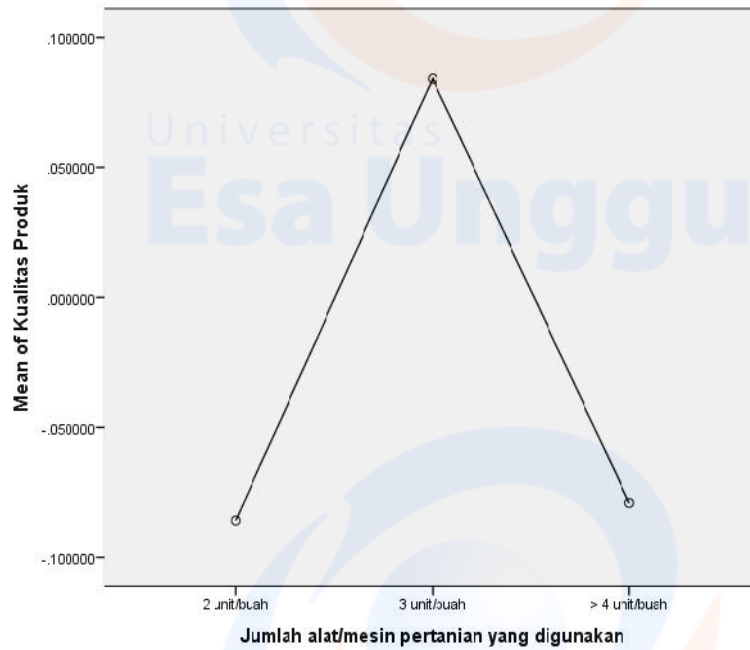
Uji Statistik Deskriptif Responden - *One Way ANOVA* (lanjutan)
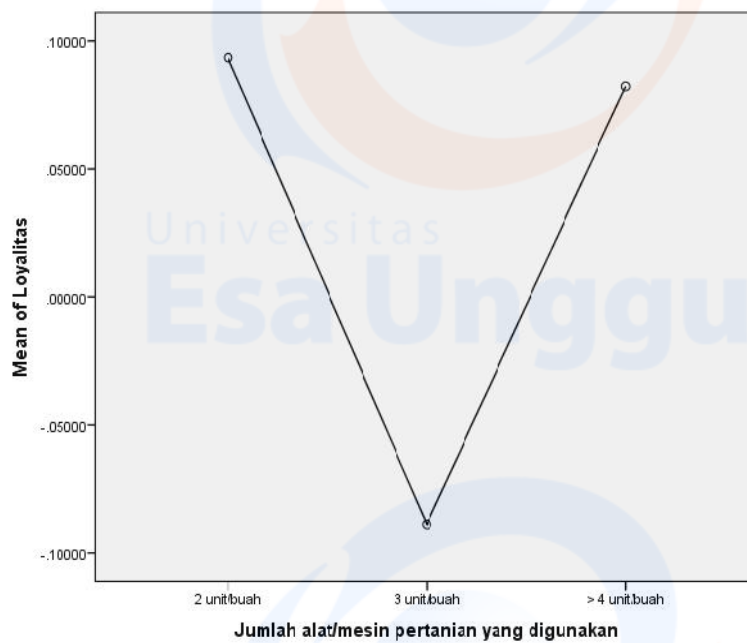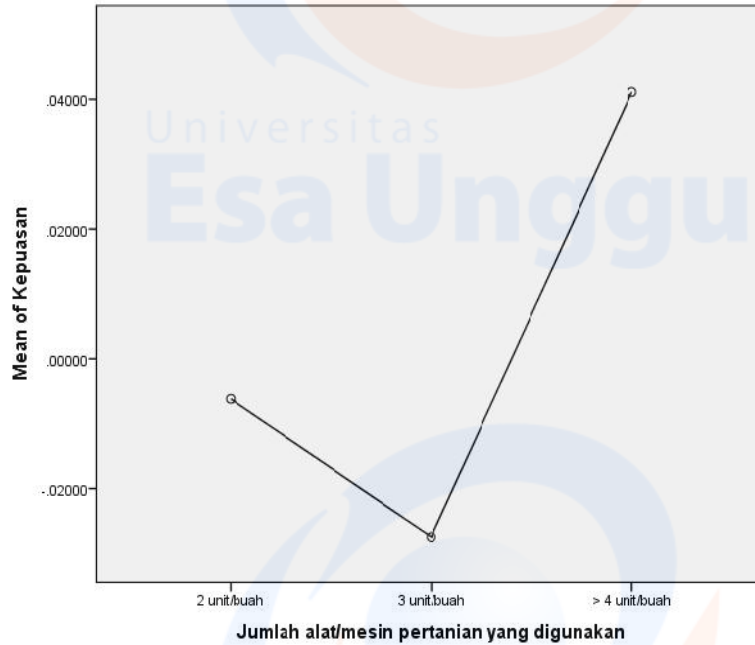
Uji Statistik Deskriptif Responden - *One Way ANOVA* (lanjutan)

6. Dari mana anda mengenal alat/mesin Agrindo

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Kualitas Produk	1.142	8	156	.338
Persesi Harga	1.841	8	156	.073
Kepuasan	3.168	8	156	.002
Loyalitas	2.387	8	156	.019

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Kualitas Produk	Between Groups	11.740	8	1.467	1.504	.160
	Within Groups	152.260	156	.976		
	Total	164.000	164			
Persesi Harga	Between Groups	8.522	8	1.065	1.069	.388
	Within Groups	155.478	156	.997		
	Total	164.000	164			
Kepuasan	Between Groups	10.094	8	1.262	1.279	.258
	Within Groups	153.906	156	.987		
	Total	164.000	164			
Loyalitas	Between Groups	9.110	8	1.139	1.147	.335
	Within Groups	154.890	156	.993		
	Total	164.000	164			

Uji Statistik Deskriptif Responden - *One Way ANOVA* (lanjutan)

Lampiran 5

Uji Statistik Deskriptif Responden - *One Way ANOVA* (lanjutan)

Dari mana anda mengetahui alat/mesin Agrindo

Dari mana anda mengetahui alat/mesin Agrindo

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Uji Statistik Deskriptif Responden - *One Way ANOVA* (lanjutan)

7. Berapa kali anda mengganti alat/mesin pertanian
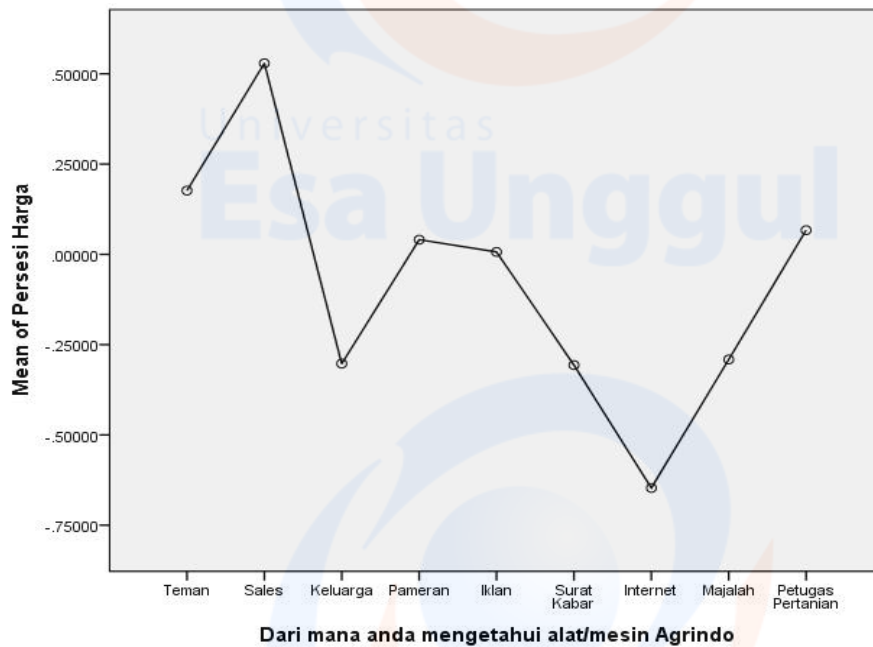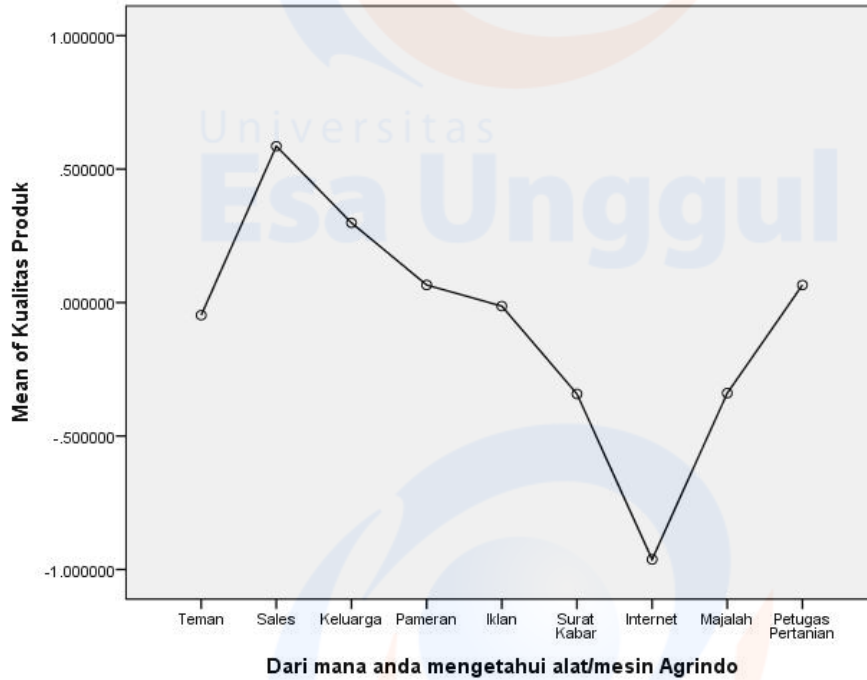
Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Kualitas Produk	.472	1	163	.493
Persesi Harga	.042	1	163	.837
Kepuasan	.645	1	163	.423
Loyalitas	.541	1	163	.463

ANOVA

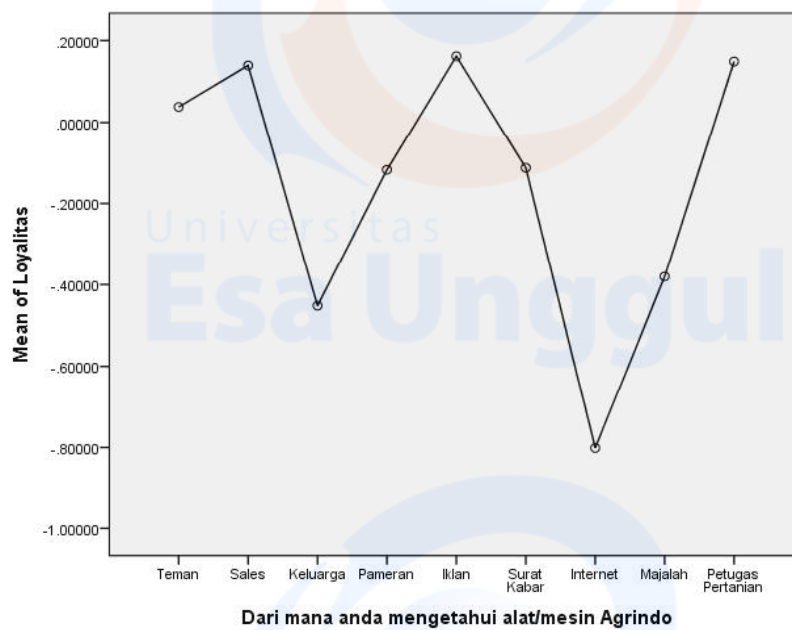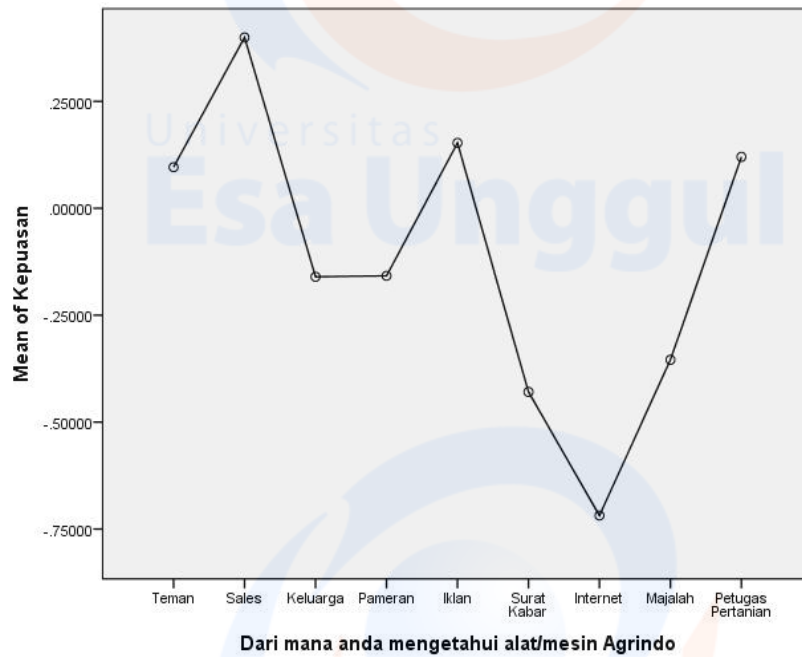|		Sum of Squares	df	Mean Square	F	Sig.
Kualitas Produk	Between Groups	.068	1	.068	.068	.795
	Within Groups	163.932	163	1.006		
	Total	164.000	164			
Persesi Harga	Between Groups	.048	1	.048	.048	.827
	Within Groups	163.952	163	1.006		
	Total	164.000	164			
Kepuasan	Between Groups	1.046	1	1.046	1.046	.308
	Within Groups	162.954	163	1.000		
	Total	164.000	164			
Loyalitas	Between Groups	.170	1	.170	.169	.682
	Within Groups	163.830	163	1.005		
	Total	164.000	164			

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Lampiran 5

Uji Statistik Deskriptif Responden - *One Way ANOVA* (lanjutan)
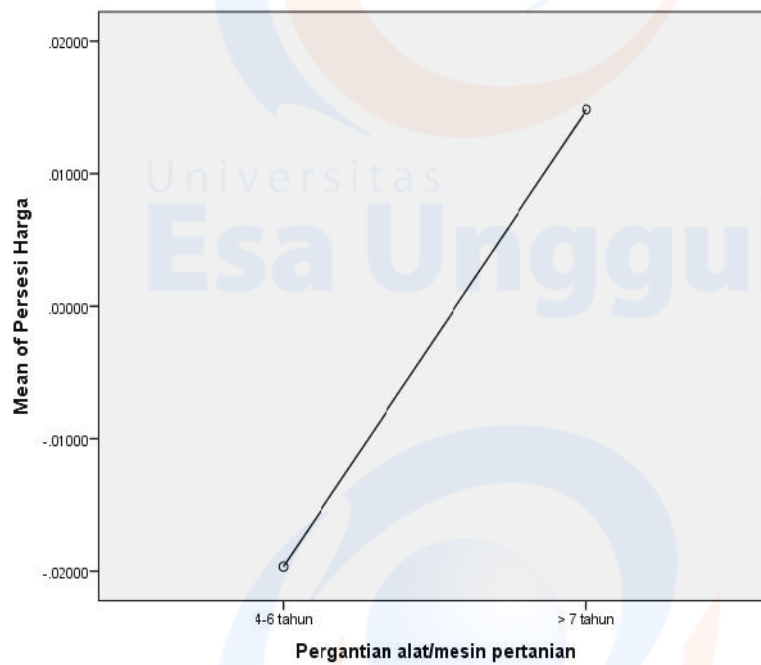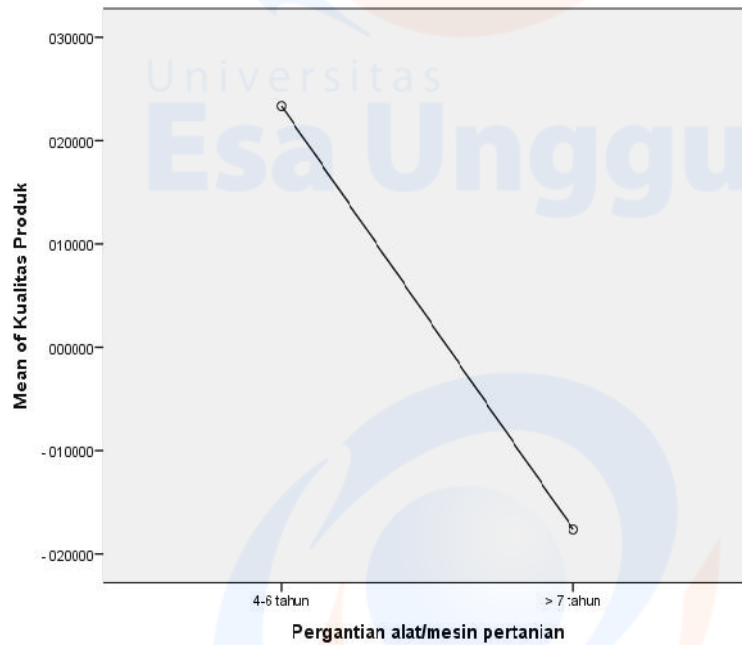
Lampiran 5

Uji Statistik Deskriptif Responden - *One Way ANOVA* (lanjutan)
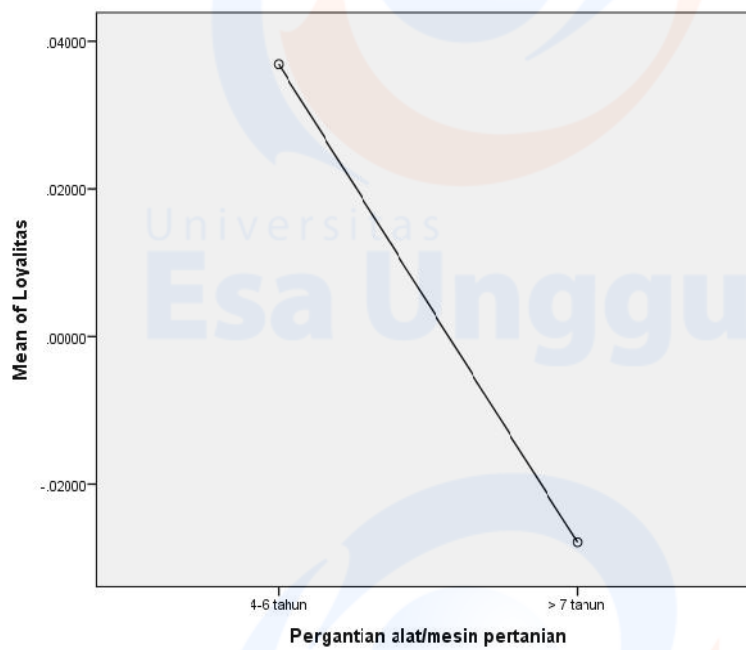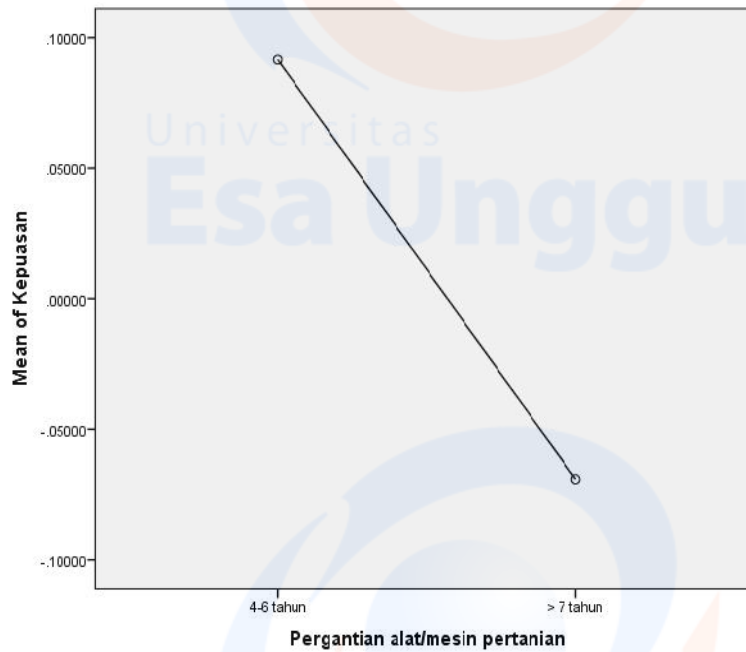
Lampiran 6

Hasil Uji Analisa

```
TIME: 12:41


                         L I S R E L   8.72

                                  BY

                     Karl G. Jöreskog & Dag Sörbom



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 The following lines were read from file C:\Users\eang\Documents\Chinggu\Pak
Ucu\Tesis PT RUTAN Update 15-10-2017\Data SEM PT Rutan Senin\OKPTRUTAN.pr2:

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KP1 = KP
KP2 = KP
KP3 = KP
KP4 = KP
KP5 = KP
KP6 = KP
KP7 = KP
KP9 = KP
KP12 = KP
KP13 = KP
KP14 = KP
KP15 = KP
PH1 = PH
PH2 = PH
PH3 = PH
PH4 = PH
PH5 = PH
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K3 = K
L1 = L
L2 = L
L3 = L
L4 = L
L5 = L
L6 = L
L7 = L
L8 = L
L9 = L

L = K
K = KP PH
set error covariance of L2 and L1 free
```

```
set error covariance of L9 and L8 free
set error covariance of KP15 and KP14 free
set error covariance of L8 and L7 free
set error covariance of PH5 and PH1 free
set error covariance of L9 and L7 free
set error covariance of PH6 and K1 free
set error covariance of KP7 and K1 free
set error covariance of L and K free
set error covariance of KP7 and KP3 free
set error covariance of L3 and L2 free
set error covariance of L3 and L1 free
set error covariance of PH2 and KP1 free
set error covariance of L7 and L3 free
set error covariance of KP5 and L1 free
set error covariance of PH4 and PH3 free
set error covariance of PH3 and PH2 free
set error covariance of KP2 and KP1 free
set error covariance of KP6 and K1 free
set error covariance of PH1 and K3 free
!set error covariance of L4 and K free
options sc
path diagram
end of problems

Sample Size =   165
```

Covariance Matrix

	K1	K2	K3	L1	L2	L3
K1	1.08					
K2	0.82	1.20				
K3	0.78	0.82	1.13			
L1	0.70	0.82	0.78	1.27		
L2	0.75	0.83	0.80	1.20	1.39	
L3	0.66	0.81	0.75	1.08	1.17	1.28
L4	0.75	0.81	0.77	0.88	0.93	0.86
L5	0.64	0.70	0.71	0.84	0.89	0.86
L6	0.66	0.69	0.69	0.90	0.99	0.93
L7	0.65	0.77	0.72	0.82	0.89	0.91
L8	0.62	0.78	0.62	0.75	0.81	0.78
L9	0.74	0.93	0.84	0.97	1.03	0.94
KP1	0.47	0.39	0.41	0.49	0.50	0.43
KP2	0.59	0.52	0.53	0.62	0.68	0.60
KP3	0.61	0.62	0.67	0.75	0.82	0.72
KP4	0.58	0.67	0.62	0.68	0.75	0.67
KP5	0.64	0.58	0.62	0.59	0.68	0.64
KP6	0.69	0.67	0.58	0.69	0.74	0.63
KP7	0.54	0.64	0.69	0.71	0.74	0.71
KP9	0.56	0.60	0.62	0.77	0.77	0.70
KP12	0.47	0.44	0.43	0.55	0.55	0.51
KP13	0.48	0.52	0.58	0.66	0.64	0.63
KP14	0.53	0.52	0.56	0.65	0.67	0.62
KP15	0.60	0.52	0.57	0.66	0.68	0.61
PH1	0.44	0.49	0.39	0.59	0.62	0.58
PH2	0.52	0.49	0.48	0.55	0.60	0.51
PH3	0.63	0.54	0.57	0.59	0.62	0.58
PH4	0.48	0.49	0.50	0.54	0.58	0.56
PH5	0.81	0.70	0.81	0.74	0.75	0.74
PH6	0.75	0.54	0.64	0.72	0.77	0.68

Covariance Matrix

	L4	L5	L6	L7	L8	L9
L4	1.08					
L5	0.79	1.00				
L6	0.80	0.80	1.10			
L7	0.72	0.75	0.81	1.12		

L8	0.67	0.68	0.68	0.87	1.13	
L9	0.89	0.82	0.84	0.96	0.97	1.34
KP1	0.47	0.44	0.51	0.37	0.29	0.44
KP2	0.57	0.55	0.62	0.54	0.40	0.56
KP3	0.63	0.63	0.68	0.58	0.47	0.73
KP4	0.63	0.57	0.55	0.60	0.56	0.70
KP5	0.62	0.56	0.57	0.61	0.49	0.66
KP6	0.60	0.57	0.60	0.55	0.52	0.73
KP7	0.64	0.58	0.62	0.68	0.58	0.74
KP9	0.57	0.54	0.57	0.57	0.49	0.72
KP12	0.46	0.36	0.50	0.38	0.31	0.47
KP13	0.50	0.54	0.52	0.48	0.42	0.63
KP14	0.61	0.49	0.60	0.48	0.48	0.62
KP15	0.56	0.48	0.61	0.49	0.41	0.63
PH1	0.53	0.45	0.48	0.46	0.37	0.51
PH2	0.50	0.51	0.55	0.47	0.41	0.54
PH3	0.63	0.56	0.62	0.52	0.40	0.62
PH4	0.56	0.46	0.50	0.50	0.42	0.59
PH5	0.77	0.71	0.69	0.61	0.52	0.69
PH6	0.62	0.56	0.61	0.51	0.44	0.58

Covariance Matrix

	KP1	KP2	KP3	KP4	KP5	KP6
	--------	--------	--------	--------	--------	--------
KP1	1.01					
KP2	0.64	1.01				
KP3	0.72	0.77	1.21			
KP4	0.52	0.60	0.77	1.10		
KP5	0.62	0.70	0.80	0.79	1.12	
KP6	0.56	0.65	0.79	0.74	0.73	1.04
KP7	0.49	0.63	0.68	0.74	0.74	0.71
KP9	0.50	0.53	0.74	0.64	0.62	0.70
KP12	0.36	0.49	0.62	0.47	0.53	0.52
KP13	0.44	0.47	0.65	0.56	0.63	0.50
KP14	0.44	0.49	0.60	0.53	0.57	0.56
KP15	0.42	0.57	0.67	0.57	0.56	0.61
PH1	0.37	0.45	0.51	0.49	0.45	0.44
PH2	0.53	0.53	0.59	0.40	0.52	0.48
PH3	0.50	0.60	0.62	0.50	0.61	0.51
PH4	0.39	0.46	0.48	0.42	0.55	0.44
PH5	0.53	0.57	0.65	0.56	0.69	0.63
PH6	0.47	0.60	0.59	0.50	0.52	0.57

Covariance Matrix

	KP7	KP9	KP12	KP13	KP14	KP15
	--------	--------	--------	--------	--------	--------
KP7	1.06					
KP9	0.61	1.14				
KP12	0.49	0.46	1.01			
KP13	0.56	0.59	0.49	0.90		
KP14	0.62	0.44	0.49	0.51	0.92	
KP15	0.61	0.51	0.51	0.54	0.66	1.06
PH1	0.41	0.43	0.38	0.38	0.40	0.37
PH2	0.46	0.48	0.33	0.42	0.43	0.43
PH3	0.58	0.46	0.50	0.44	0.55	0.50
PH4	0.46	0.41	0.41	0.39	0.39	0.35
PH5	0.62	0.55	0.46	0.54	0.62	0.63
PH6	0.63	0.44	0.40	0.44	0.53	0.59

Covariance Matrix

	PH1	PH2	PH3	PH4	PH5	PH6
	--------	--------	--------	--------	--------	--------
PH1	0.70					
PH2	0.51	0.85				
PH3	0.52	0.63	0.95			
PH4	0.39	0.45	0.59	0.73		
PH5	0.43	0.59	0.68	0.58	1.18	
PH6	0.41	0.46	0.59	0.43	0.78	1.10

```
Number of Iterations = 30

LISREL Estimates (Maximum Likelihood)

     Measurement Equations


    K1 = 0.88*K, Errorvar.= 0.33  , R² = 0.70
                           (0.045)
                            7.45


    K2 = 0.92*K, Errorvar.= 0.36  , R² = 0.70
        (0.070)            (0.049)
         13.13              7.43


    K3 = 0.91*K, Errorvar.= 0.29  , R² = 0.74
        (0.067)            (0.042)
         13.62              6.94


    L1 = 0.97*L, Errorvar.= 0.30  , R² = 0.76
                           (0.039)
                            7.67


    L2 = 1.05*L, Errorvar.= 0.29  , R² = 0.79
        (0.043)            (0.040)
         24.39              7.31


    L3 = 0.98*L, Errorvar.= 0.33  , R² = 0.74
        (0.049)            (0.042)
         19.76              7.84


    L4 = 0.91*L, Errorvar.= 0.26  , R² = 0.76
        (0.058)            (0.034)
         15.53              7.65


    L5 = 0.87*L, Errorvar.= 0.25  , R² = 0.75
        (0.057)            (0.033)
         15.26              7.75


    L6 = 0.90*L, Errorvar.= 0.28  , R² = 0.74
        (0.060)            (0.036)
         15.16              7.78


    L7 = 0.85*L, Errorvar.= 0.39  , R² = 0.65
        (0.064)            (0.047)
         13.41              8.35


    L8 = 0.76*L, Errorvar.= 0.55  , R² = 0.51
        (0.069)            (0.065)
         11.03              8.55


    L9 = 0.97*L, Errorvar.= 0.40  , R² = 0.70
        (0.068)            (0.051)
         14.31              8.00


   KP1 = 0.66*KP, Errorvar.= 0.56  , R² = 0.44
        (0.070)             (0.064)
         9.46                8.77


   KP2 = 0.77*KP, Errorvar.= 0.42  , R² = 0.58
        (0.067)             (0.050)
         11.42               8.48


   KP3 = 0.94*KP, Errorvar.= 0.33  , R² = 0.72
        (0.070)             (0.043)
```

```
                13.44                 7.69

       KP4 = 0.84*KP, Errorvar.= 0.40  , R² = 0.63
            (0.069)              (0.048)
             12.17                 8.35

       KP5 = 0.88*KP, Errorvar.= 0.36  , R² = 0.69
            (0.068)              (0.044)
             12.98                 8.15

       KP6 = 0.84*KP, Errorvar.= 0.33  , R² = 0.68
            (0.065)              (0.041)
             12.84                 8.18

       KP7 = 0.84*KP, Errorvar.= 0.36  , R² = 0.66
            (0.067)              (0.045)
             12.61                 8.03

       KP9 = 0.76*KP, Errorvar.= 0.56  , R² = 0.51
            (0.073)              (0.064)
             10.44                 8.63

      KP12 = 0.63*KP, Errorvar.= 0.62  , R² = 0.39
            (0.072)              (0.070)
              8.76                 8.80

      KP13 = 0.69*KP, Errorvar.= 0.42  , R² = 0.53
            (0.064)              (0.049)
             10.70                 8.60

      KP14 = 0.68*KP, Errorvar.= 0.45  , R² = 0.51
            (0.066)              (0.053)
             10.37                 8.63

      KP15 = 0.72*KP, Errorvar.= 0.55  , R² = 0.49
            (0.071)              (0.063)
             10.09                 8.66

       PH1 = 0.64*PH, Errorvar.= 0.29  , R² = 0.59
            (0.057)              (0.037)
             11.27                 7.66

       PH2 = 0.68*PH, Errorvar.= 0.38  , R² = 0.55
            (0.062)              (0.046)
             10.93                 8.36

       PH3 = 0.77*PH, Errorvar.= 0.36  , R² = 0.62
            (0.065)              (0.044)
             11.87                 8.11

       PH4 = 0.63*PH, Errorvar.= 0.34  , R² = 0.54
            (0.058)              (0.040)
             10.78                 8.33

       PH5 = 0.91*PH, Errorvar.= 0.35  , R² = 0.71
            (0.071)              (0.050)
             12.94                 6.93

       PH6 = 0.75*PH, Errorvar.= 0.52  , R² = 0.52
            (0.071)              (0.062)
             10.49                 8.43


   Error Covariance for L2 and L1 = 0.17
                                  (0.033)
                                    4.99

   Error Covariance for L3 and L1 = 0.13
                                  (0.031)
                                    4.05
```

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```
Error Covariance for L3 and L2 = 0.15
                               (0.033)
                                 4.72

Error Covariance for L7 and L3 = 0.075
                                (0.023)
                                  3.28

Error Covariance for L8 and L7 = 0.21
                               (0.042)
                                 4.91

Error Covariance for L9 and L7 = 0.14
                               (0.036)
                                 3.85

Error Covariance for L9 and L8 = 0.23
                               (0.046)
                                 5.13

Error Covariance for KP2 and KP1 = 0.12
                                  (0.041)
                                    2.98

Error Covariance for KP5 and L1 = -0.07
                                 (0.023)
                                  -3.18

Error Covariance for KP6 and K1 = 0.079
                                 (0.028)
                                   2.84

Error Covariance for KP7 and K1 = -0.13
                                 (0.030)
                                  -4.22

Error Covariance for KP7 and KP3 = -0.12
                                  (0.030)
                                   -4.17

Error Covariance for KP15 and KP14 = 0.17
                                    (0.043)
                                      3.92

Error Covariance for PH1 and K3 = -0.09
                                 (0.028)
                                  -3.07

Error Covariance for PH2 and KP1 = 0.11
                                  (0.036)
                                    3.15

Error Covariance for PH3 and PH2 = 0.10
                                  (0.031)
                                    3.26

Error Covariance for PH4 and PH3 = 0.099
                                  (0.030)
                                    3.30

Error Covariance for PH5 and PH1 = -0.13
                                  (0.031)
                                   -4.27

Error Covariance for PH6 and K1 = 0.18
                                 (0.037)
                                   4.76

            Structural Equations
```

```
K = 0.26*KP + 0.65*PH, Errorvar.= 0.22  , R² = 0.78
  (0.092)   (0.10)                 (0.046)
   2.85      6.25                    4.73


L = 1.00*K, Errorvar.= 0.23  , R² = 0.77
  (0.085)            (0.051)
   11.80              4.55
```

Error Covariance for L and K = -0.11
                              (0.040)
                               -2.89

Reduced Form Equations

```
K = 0.26*KP + 0.65*PH, Errorvar.= 0.22, R² = 0.78
  (0.092)   (0.10)
   2.85      6.25


L = 0.26*KP + 0.65*PH, Errorvar.= 0.22, R² = 0.78
  (0.092)   (0.10)
   2.85      6.41
```

Correlation Matrix of Independent Variables

	KP	PH
KP	1.00	
PH	0.85	1.00
	(0.03)	
	30.32	

Covariance Matrix of Latent Variables

	K	L	KP	PH
K	1.00			
L	0.88	1.00		
KP	0.82	0.81	1.00	
PH	0.87	0.87	0.85	1.00

Goodness of Fit Statistics

Degrees of Freedom = 381
Minimum Fit Function Chi-Square = 629.70 (P = 0.00)
Normal Theory Weighted Least Squares Chi-Square = 583.46 (P = 0.00)
Estimated Non-centrality Parameter (NCP) = 202.46
90 Percent Confidence Interval for NCP = (141.20 ; 271.69)

Minimum Fit Function Value = 3.84
Population Discrepancy Function Value (F0) = 1.23
90 Percent Confidence Interval for F0 = (0.86 ; 1.66)
Root Mean Square Error of Approximation (RMSEA) = 0.057
90 Percent Confidence Interval for RMSEA = (0.048 ; 0.066)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.11

Expected Cross-Validation Index (ECVI) = 4.58
90 Percent Confidence Interval for ECVI = (4.21 ; 5.00)
ECVI for Saturated Model = 5.67
ECVI for Independence Model = 139.59

Chi-Square for Independence Model with 435 Degrees of Freedom = 22832.82
Independence AIC = 22892.82
Model AIC = 751.46
Saturated AIC = 930.00
Independence CAIC = 23016.00
Model CAIC = 1096.36

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```
                         Saturated CAIC = 2839.26

                    Normed Fit Index (NFI) = 0.97
                Non-Normed Fit Index (NNFI) = 0.99
          Parsimony Normed Fit Index (PNFI) = 0.85
                Comparative Fit Index (CFI) = 0.99
                Incremental Fit Index (IFI) = 0.99
                  Relative Fit Index (RFI) = 0.97

                         Critical N (CN) = 117.71


             Root Mean Square Residual (RMR) = 0.047
                      Standardized RMR = 0.044
                 Goodness of Fit Index (GFI) = 0.81
        Adjusted Goodness of Fit Index (AGFI) = 0.77
        Parsimony Goodness of Fit Index (PGFI) = 0.66

        The Modification Indices Suggest to Add the
   Path to  from      Decrease in Chi-Square    New Estimate
   L4       K              11.9                     0.44



Standardized Solution

        LAMBDA-Y

                     K           L
                 --------    --------
        K1         0.88        - -
        K2         0.92        - -
        K3         0.91        - -
        L1         - -         0.97
        L2         - -         1.05
        L3         - -         0.98
        L4         - -         0.91
        L5         - -         0.87
        L6         - -         0.90
        L7         - -         0.85
        L8         - -         0.76
        L9         - -         0.97

        LAMBDA-X

                    KP          PH
                 --------    --------
        KP1        0.66        - -
        KP2        0.77        - -
        KP3        0.94        - -
        KP4        0.84        - -
        KP5        0.88        - -
        KP6        0.84        - -
        KP7        0.84        - -
        KP9        0.76        - -
        KP12       0.63        - -
        KP13       0.69        - -
        KP14       0.68        - -
        KP15       0.72        - -
        PH1        - -         0.64
        PH2        - -         0.68
        PH3        - -         0.77
        PH4        - -         0.63
        PH5        - -         0.91
        PH6        - -         0.75

        BETA

                     K           L
                 --------    --------
        K          - -         - -
```

```
        L        1.00           - -

            GAMMA

                    KP           PH
                 --------     --------
        K          0.26         0.65
        L           - -          - -

          Correlation Matrix of ETA and KSI

                    K            L           KP           PH
                 --------     --------     --------     --------
        K          1.00
        L          0.88         1.00
       KP          0.82         0.81         1.00
       PH          0.87         0.87         0.85         1.00

            PSI

                    K            L
                 --------     --------
        K          0.22
        L         -0.11         0.23

          Regression Matrix ETA on KSI (Standardized)

                    KP           PH
                 --------     --------
        K          0.26         0.65
        L          0.26         0.65



Completely Standardized Solution

          LAMBDA-Y

                    K            L
                 --------     --------
       K1          0.84          - -
       K2          0.84          - -
       K3          0.86          - -
       L1           - -          0.87
       L2           - -          0.89
       L3           - -          0.86
       L4           - -          0.87
       L5           - -          0.86
       L6           - -          0.86
       L7           - -          0.81
       L8           - -          0.72
       L9           - -          0.84

          LAMBDA-X

                    KP           PH
                 --------     --------
      KP1          0.66          - -
      KP2          0.76          - -
      KP3          0.85          - -
      KP4          0.80          - -
      KP5          0.83          - -
      KP6          0.82          - -
      KP7          0.81          - -
      KP9          0.71          - -
     KP12          0.62          - -
     KP13          0.73          - -
     KP14          0.71          - -
     KP15          0.70          - -
      PH1           - -          0.77
      PH2           - -          0.74
```

```
PH3          - -        0.79
PH4          - -        0.74
PH5          - -        0.84
PH6          - -        0.72

     BETA

             K          L
          --------   --------
  K          - -        - -
  L         1.00        - -

     GAMMA

            KP          PH
          --------   --------
  K         0.26       0.65
  L          - -        - -

   Correlation Matrix of ETA and KSI

             K          L          KP         PH
          --------   --------   --------   --------
  K        1.00
  L        0.88       1.00
 KP        0.82       0.81       1.00
 PH        0.87       0.87       0.85       1.00

     PSI

             K          L
          --------   --------
  K        0.22
  L       -0.11       0.23

    THETA-EPS

            K1         K2         K3         L1         L2         L3
          --------   --------   --------   --------   --------   --------
 K1        0.30
 K2         - -        0.30
 K3         - -        - -        0.26
 L1         - -        - -        - -        0.24
 L2         - -        - -        - -        0.13       0.21
 L3         - -        - -        - -        0.10       0.12       0.26
 L4         - -        - -        - -        - -        - -        - -
 L5         - -        - -        - -        - -        - -        - -
 L6         - -        - -        - -        - -        - -        - -
 L7         - -        - -        - -        - -        - -        0.06
 L8         - -        - -        - -        - -        - -        - -
 L9         - -        - -        - -        - -        - -        - -

     THETA-EPS

            L4         L5         L6         L7         L8         L9
          --------   --------   --------   --------   --------   --------
 L4        0.24
 L5         - -        0.25
 L6         - -        - -        0.26
 L7         - -        - -        - -        0.35
 L8         - -        - -        - -        0.18       0.49
 L9         - -        - -        - -        0.11       0.19       0.30

     THETA-DELTA-EPS

            K1         K2         K3         L1         L2         L3
          --------   --------   --------   --------   --------   --------
 KP1        - -        - -        - -        - -        - -        - -
 KP2        - -        - -        - -        - -        - -        - -
 KP3        - -        - -        - -        - -        - -        - -
 KP4        - -        - -        - -        - -        - -        - -
```

```
KP5          - -          - -          - -        -0.06        - -          - -
KP6         0.07          - -          - -          - -        - -          - -
KP7        -0.12          - -          - -          - -        - -          - -
KP9          - -          - -          - -          - -        - -          - -
KP12         - -          - -          - -          - -        - -          - -
KP13         - -          - -          - -          - -        - -          - -
KP14         - -          - -          - -          - -        - -          - -
KP15         - -          - -          - -          - -        - -          - -
PH1          - -          - -        -0.10          - -        - -          - -
PH2          - -          - -          - -          - -        - -          - -
PH3          - -          - -          - -          - -        - -          - -
PH4          - -          - -          - -          - -        - -          - -
PH5          - -          - -          - -          - -        - -          - -
PH6         0.16          - -          - -          - -        - -          - -
```

```
        THETA-DELTA-EPS

             L4           L5           L6           L7           L8           L9
          --------     --------     --------     --------     --------     --------
KP1          - -          - -          - -          - -          - -          - -
KP2          - -          - -          - -          - -          - -          - -
KP3          - -          - -          - -          - -          - -          - -
KP4          - -          - -          - -          - -          - -          - -
KP5          - -          - -          - -          - -          - -          - -
KP6          - -          - -          - -          - -          - -          - -
KP7          - -          - -          - -          - -          - -          - -
KP9          - -          - -          - -          - -          - -          - -
KP12         - -          - -          - -          - -          - -          - -
KP13         - -          - -          - -          - -          - -          - -
KP14         - -          - -          - -          - -          - -          - -
KP15         - -          - -          - -          - -          - -          - -
PH1          - -          - -          - -          - -          - -          - -
PH2          - -          - -          - -          - -          - -          - -
PH3          - -          - -          - -          - -          - -          - -
PH4          - -          - -          - -          - -          - -          - -
PH5          - -          - -          - -          - -          - -          - -
PH6          - -          - -          - -          - -          - -          - -
```

```
        THETA-DELTA

            KP1          KP2          KP3          KP4          KP5          KP6
          --------     --------     --------     --------     --------     --------
KP1         0.56
KP2         0.12         0.42
KP3          - -          - -         0.28
KP4          - -          - -          - -         0.37
KP5          - -          - -          - -          - -         0.31
KP6          - -          - -          - -          - -          - -         0.32
KP7          - -          - -        -0.11          - -          - -          - -
KP9          - -          - -          - -          - -          - -          - -
KP12         - -          - -          - -          - -          - -          - -
KP13         - -          - -          - -          - -          - -          - -
KP14         - -          - -          - -          - -          - -          - -
KP15         - -          - -          - -          - -          - -          - -
PH1          - -          - -          - -          - -          - -          - -
PH2         0.12          - -          - -          - -          - -          - -
PH3          - -          - -          - -          - -          - -          - -
PH4          - -          - -          - -          - -          - -          - -
PH5          - -          - -          - -          - -          - -          - -
PH6          - -          - -          - -          - -          - -          - -
```

```
        THETA-DELTA

            KP7          KP9         KP12         KP13         KP14         KP15
          --------     --------     --------     --------     --------     --------
KP7         0.34
KP9          - -         0.49
KP12         - -          - -         0.61
KP13         - -          - -          - -         0.47
KP14         - -          - -          - -          - -         0.49
KP15         - -          - -          - -          - -         0.17         0.51
```

```
PH1        - -        - -        - -        - -        - -        - -
PH2        - -        - -        - -        - -        - -        - -
PH3        - -        - -        - -        - -        - -        - -
PH4        - -        - -        - -        - -        - -        - -
PH5        - -        - -        - -        - -        - -        - -
PH6        - -        - -        - -        - -        - -        - -
```

        THETA-DELTA

```
           PH1        PH2        PH3        PH4        PH5        PH6
         --------   --------   --------   --------   --------   --------
PH1        0.41
PH2        - -        0.45
PH3        - -        0.11       0.38
PH4        - -        - -        0.12       0.46
PH5       -0.15       - -        - -        - -        0.29
PH6        - -        - -        - -        - -        - -        0.48
```

        Regression Matrix ETA on KSI (Standardized)

```
           KP         PH
         --------   --------
  K        0.26       0.65
  L        0.26       0.65
```

                 Time used: 0.140 Seconds

Lampiran 7

Path Diagram

Path T.Value
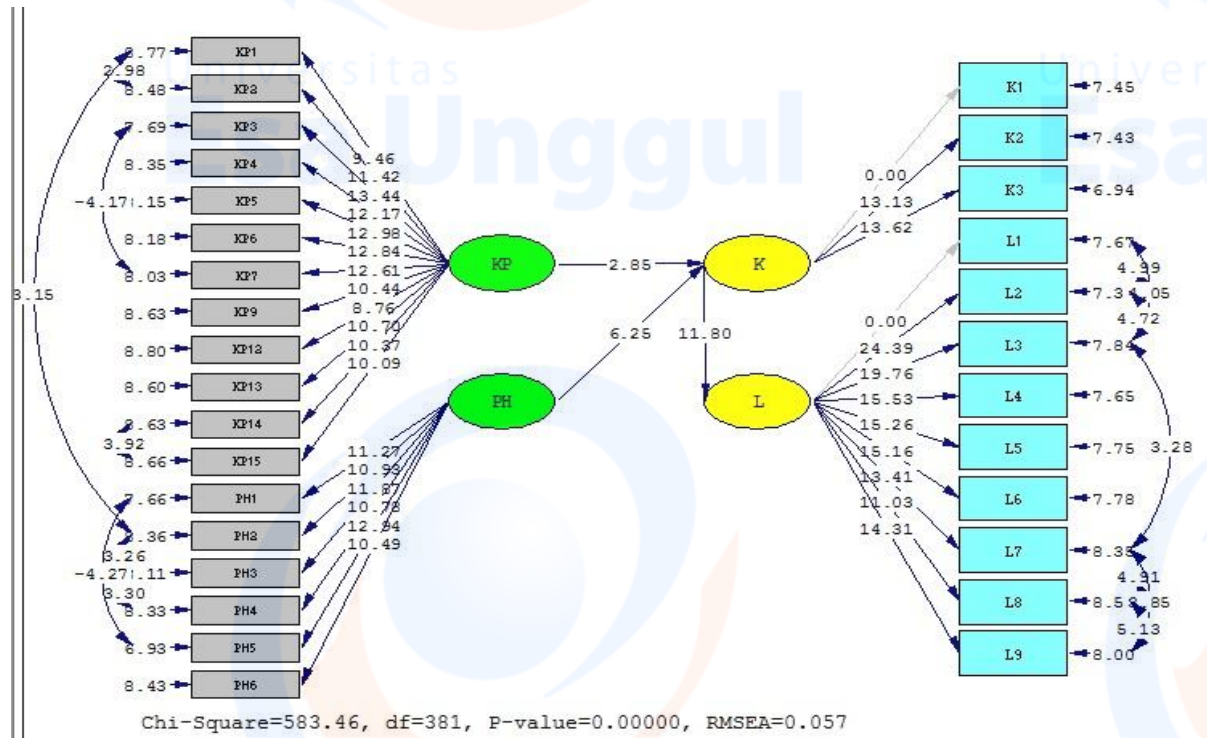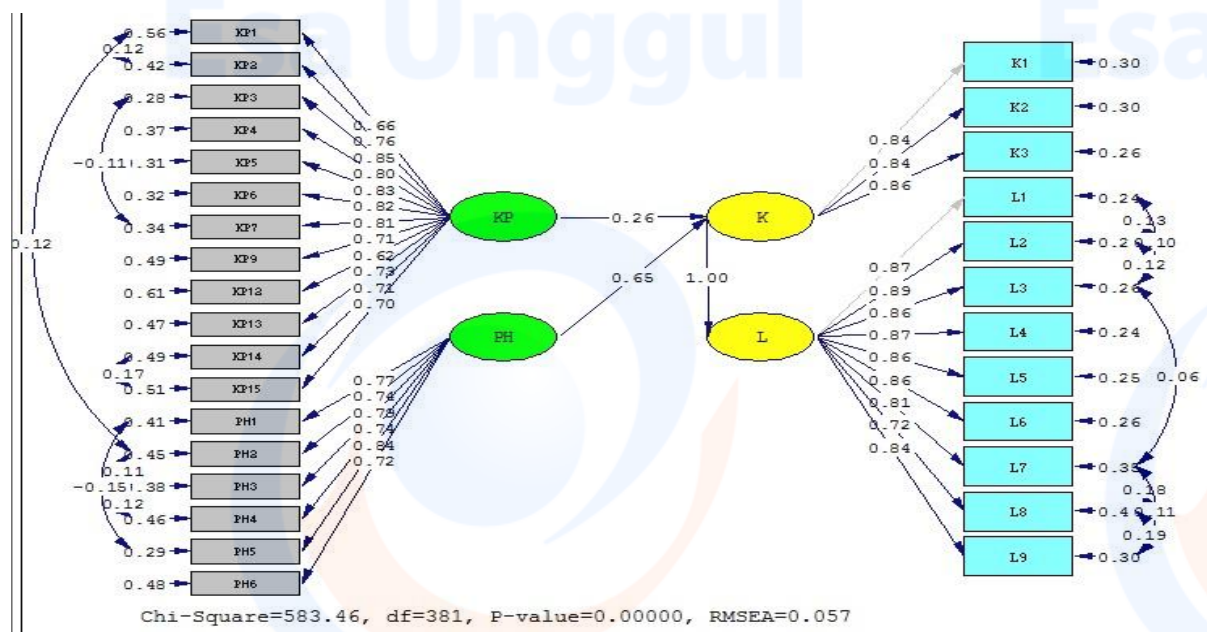
Chi-Square=583.46, df=381, P-value=0.00000, RMSEA=0.057

Path Standart Solution

Chi-Square=583.46, df=381, P-value=0.00000, RMSEA=0.057

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KUESIONER SURVEY

PENGANTAR

Para responden, Bapak/Ibu yang terhormat,

Sehubungan dengan penelitian yang dilaksanakan oleh mahasiswa Magister Manajemen Universitas Esa Unggul dalam rangka penyusunan tesis untuk program S2, dengan ini saya mohon kesediaan Bapak/Ibu/Saudara meluangkan waktu beberapa menit untuk mengisi kuesioner terlampir. Sepenuhnya kami menjamin kerahasiaan identitas Bapak/Ibu/Saudara. Kami akan sangat menghargai pendapat Bapak/Ibu/Saudara, dan atas partisipasi Bapak/Ibu/Saudara kami ucapkan terima kasih.

D. Identitas Responden (Berilah tanda "X" pada pilihan yang ada)

1. Jenis kelamin anda:

   a. Pria   b. Wanita

2. Usia anda saat ini:

   a. 30 tahun-35 tahun   b. 36 tahun–40 tahun   c. > 41 tahun

3. Penghasilan per bulan anda saat ini?

   a. Rp 3.000.000 – Rp 4.000.000

   b. Rp 4.100.000 – Rp 5.000.000

   c. ≥ Rp 5.100.000

4. Pendidikan terakhir anda:

   a. SD   b. SMP   c. SMA   d. D3/S1

5. Pekerjaan anda saat ini:

   a. Petani   b. Pegawai c. Wiraswasta

6. Berapa banyak alat/mesin pertanian yang anda pergunakan:

   a. 1 unit/buah b. 2 unit/buah   c. 3 unit/buah d. > 4 unit/buah

7. Apakah anda mengenal merek Agrindo:

   a. Ya   b. Tidak

8. Jika iya dari mana anda mengetahui alat/mesin Agrindo:

   a. Teman   c. Keluarga   e. Iklan   g. Internet   i. Petugas Pertanian

   b. Sales   d. Pameran   f. Surat kabar   h. Majalah

9. Berapa kali anda mengganti alat/mesin pertanian:

   a. 1-3 tahun   b. 4-6 tahun   c. >7 tahun

E.   Petunjuk Pengisian

3.   Silakan tentukan pendapat setuju maupun ketidaksetujuan anda terhadap pernyataan pernyataan berikut.

4.   Berilak tanda silang terhadap jawaban yang anda anggap paling tepat.

     6. Sangat tidak setuju (STS)

     7. Tidak setuju (TS)

     8. Kurang setuju (KS)

     9. Setuju (S)

     10.   Sangat setuju (SS)

F.   Pertanyaan Penelitian

No	Pernyataan	STS	TS	KS	S	SS
1	*Hand tractor* PT. Rutan memiliki kerapihan dalam perakitan pemasangan.					
2	*Hand tractor* dari PT. Rutan memiliki kualitas fisik kehalusan produk.					
3	*Hand tractor* PT. Rutan memiliki kekuatan dalam penggunaanya.					
4	*Hand tractor* PT. Rutan dikemas dengan baik dan rapih tanpa adanya kecacatan.					
5	PT. Rutan memiliki *hand tractor* dengan tampilan warna yang menarik.					
6	*Hand tractor* PT. Rutan memiliki desain yang menarik.					
7	*Hand tractor* PT. Rutan memiliki keamanan dalam penggunaannya.					
8	Kesesuaian ukuran dari produk *hand tractor* PT. Rutan sangat memudahkan pelanggan dalam pemakaiannya.					
9	*Hand tractor* PT. Rutan memiliki kelengkapan aksesoris yang dibutuhkan					

No	Pernyataan	STS	TS	KS	S	SS
	pelanggan.					
10	*Hand tractor* PT. Rutan memiliki keseragaman ukuran.					
11	Daya tahan warna pada produk *hand tractor* PT. Rutan tidak cepat luntur.					
12	Material yang digunakan pada pembuatan *hand tractor* di PT. Rutan memiliki kualitas yang baik.					
13	Harga *hand tractor* yang ditawarkan PT. Rutan terjangkau.					
14	Harga *hand tractor* di PT. Rutan tidak lebih mahal dari pesaing.					
15	PT. Rutan memberi diskon pada produk tertentu.					
16	Harga *hand tractor* yang ditawarkan sesuai dengan kualitasnya.					
17	Saya akan membayar lebih, jika *hand tractor* memiliki manfaat lainnya.					
18	Manfaat *hand tractor* yang diberikan, sesuai dengan harga yang ditawarkan.					
19	Saya senang atas kualitas *hand tractor* yang sesuai dengan biaya yang telah dikeluarkan.					
20	Saya puas dengan cepat tanggapnya pegawai di PT. Rutan.					
21	Saya puas dengan keseluruhan pelayanan yang diberikan oleh PT. Rutan.					
22	Saya mempertimbangkan PT. Rutan sebagai pilihan pertama untuk membeli *hand tractor*.					
23	Saya tidak akan mencari *hand tractor* ditempat lain selain hasil produksi dari PT. Rutan.					
24	Dimasa mendatang, saya akan membeli kembali *hand tractor* dari PT. Rutan.					
25	Apabila teman menawarkan *hand tractor* yang sama, saya tetap memilih *hand tractor* dari PT. Rutan.					
26	Saya mengutamakan untuk membeli *hand tractor* PT. Rutan, walaupun ada produk lain yang lebih dekat dengan tempat saya.					
27	Saya tidak akan beralih walaupun ada *hand tractor* lain yang lebih murah.					
28	Saya akan merekomendasikan *hand tractor* PT. Rutan kepada teman saya.					

No	Pernyataan	STS	TS	KS	S	SS
29	Saya akan menceritakan hal–hal baik mengenai kualitas *hand tractor* PT. Rutan.					
30	Saya senang apabila ada teman/orang lain yang juga berlangganan *hand tractor* PT. Rutan.					

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