

Lampiran 1. Kuesioner Penelitian

A. Karakteristik Responden

Berikan tanda centang (√) atau silang (X) pada satu pilihan yang sesuai dengan jawaban anda.

1. Jenis usaha / bidang usaha :

- Toko / Retail Distributor Bengkel

2. Lama usaha / bengkel :

- ≤ 1 tahun 3 – 5 tahun
 1 - 3 tahun > 5 tahun

3. Lama menjadi pelanggan Wuerth ?

- < 1 tahun 2 – 3 tahun 4 – 5 tahun
 1- 2 tahun 3 – 4 tahun > 5 tahun

4. Pengambilan produk Wuerth rata – rata per bulan :

- < Rp. 500.000 Rp. 3.000.000 – Rp. 5.000.000
 Rp 500.001 – Rp. 1.000.000 > Rp. 5.000.001 – Rp.10.000.000
 Rp. 1.000.001 – Rp. 2.000.000 > Rp.10.000.001
 Rp. 2.000.001 – Rp. 3.000.000

5. Jumlah jenis produk Wuerth yang dijual :

- 1 – 2 jenis produk 4 – 5 jenis produk
 2 – 3 jenis > 5 jenis produk
 3 – 4 jenis produk

6. Jenis produk yang diminati :

- Bulb Body Repair Tools
 Wiper Interior & eksterior General Maintenance

B. Pernyataan

Berikan tanda centang (√) atau silang (X) pada satu pilihan yang sesuai dengan keseluruhan penilaian anda pada saat dan setelah anda menggunakan produk Wuerth

Keterangan:

STS : Sangat Tidak Setuju

S : Setuju

TS : Tidak Setuju

SS : Sangat Setuju

N : Netral

No	Pernyataan	STS	TS	N	S	SS
1.	Wuerth memiliki produk yang bagus					
2.	Wuerth memberikan informasi mengenai spesifikasi produk yang dijual					
3.	Wuerth membantu memberikan promosi untuk produk - produk yang dijualnya					
4.	Wuerth memberikan pelatihan untuk meningkatkan penjualan toko anda					
5.	Wuerth memberikan respon yang cepat pada saat saya membeli produk					
6.	Wuerth memberikan program incentive apabila saya mencapai target omset yang ditetapkan					
7.	Wuerth memiliki salesman yang berkualitas					
No	Pernyataan	STS	TS	N	S	SS
8.	Wuerth memberikan diskon untuk toko saya					
9.	Apabila tidak sesuai dengan spesifikasi barang dapat dikembalikan					
10.	Wuerth memberikan potongan harga untuk					

	setiap pembelian jumlah banyak					
No	Pernyataan	STS	TS	N	S	SS
11.	Saya senang keputusan saya dengan menjual produk Wuerth					
12.	Saya yakin bahwa saya melakukan keputusan yang tepat pada saat saya memilih menjual produk - produk Wuerth					
13.	Secara keseluruhan saya sangat puas berbisnis dengan Wuerth					
No	Pernyataan	STS	TS	N	S	SS
14.	Produk Wuerth memiliki reputasi kualitas yang baik					
15.	Produk Wuerth canggih					
16.	Wuerth merupakan merek yang terkenal					
17.	Wuerth merupakan merek yang bergengsi					
18.	Prouk Wuerth selalu berfungsi dengan baik					
No	Pernyataan	STS	TS	N	S	SS
19.	Berdasarkan pengalaman anda, anda akan merekomendasikan produk Wuerth kepada calon pembeli kepada toko saya					
20.	Berdasarkan pengalaman anda dalam menjual produk , anda berencana meningkatakn order produk - produk Wuerth					

Lampiran 2. (lanjutan)
Tabulasi data *pretest*

Responden	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Total	
	Kualitas Produk							Persepsi Harga			Kepuasan Pelanggan			Citra Merek				Loyalitas Pelanggan				
21	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60
22	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	81
23	4	4	4	4	4	5	4	3	5	5	4	4	4	4	4	4	4	4	4	4	4	82
24	3	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	81
25	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	80
26	4	4	4	3	3	4	3	4	3	3	4	4	4	5	5	4	4	5	4	4	4	78
27	2	3	4	4	4	4	3	3	3	4	4	3	4	4	4	3	3	4	4	4	4	71
28	3	3	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	77
29	3	4	3	3	3	4	3	4	4	5	4	3	2	2	2	3	3	4	4	4	3	66
30	5	4	5	5	5	3	4	4	5	3	5	5	5	5	3	4	4	4	4	4	4	86

Lampiran 3.
Tabulasi data *full* responden

Responden	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Total
	Kualitas Produk							Persepsi Harga			Kepuasan Pelanggan			Citra Merek				Loyalitas Pelanggan			
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2	4	4	5	4	5	5	5	4	4	5	4	3	4	4	3	3	3	4	4	4	81
3	4	4	3	3	4	3	4	3	3	4	4	4	4	4	4	4	4	4	4	3	74
4	4	4	4	5	4	4	4	4	5	5	4	5	4	4	3	4	3	3	4	4	81
5	4	4	4	4	3	2	3	3	2	2	4	4	4	4	4	4	4	4	4	4	71
6	2	3	3	3	1	3	3	3	3	3	2	3	2	1	2	2	2	2	2	2	47
7	3	4	4	2	3	3	3	3	4	2	3	3	3	3	2	2	3	3	3	3	59
8	4	3	5	3	5	3	4	5	5	4	3	4	4	4	4	4	4	4	4	4	80
9	4	4	4	4	4	3	4	4	5	4	5	4	4	5	5	5	5	4	4	4	85
10	4	4	4	2	4	4	4	4	4	5	3	3	3	4	3	3	3	3	4	3	71
11	3	4	2	2	2	2	2	2	4	4	3	3	3	3	3	3	3	2	2	4	56
12	4	4	4	4	4	4	4	5	5	5	4	4	4	4	4	5	4	4	5	4	85
13	4	4	4	4	4	4	4	4	4	4	4	5	5	4	5	5	5	4	4	4	85
14	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	80
15	4	4	4	4	4	4	4	4	4	4	5	4	5	4	4	4	4	4	4	4	82
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17	4	4	4	4	4	4	4	4	4	4	4	5	5	5	4	4	4	4	4	4	83
18	4	4	4	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	78
19	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	82
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21	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60
22	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	81
23	4	4	4	4	4	5	4	3	5	5	4	4	4	4	4	4	4	4	4	4	82
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27	2	3	4	4	4	4	3	3	3	4	4	3	4	4	4	3	3	4	4	4	71
28	3	3	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	77
29	3	4	3	3	3	4	3	4	4	5	4	3	2	2	2	3	3	4	4	3	66
30	5	4	5	5	5	3	4	4	5	3	5	5	5	5	3	4	4	4	4	4	86
31	4	4	3	4	3	3	3	5	5	4	4	4	4	3	4	4	3	4	4	5	77
32	4	3	4	3	4	4	3	4	4	4	3	3	3	3	3	4	4	3	3	3	69
33	4	4	4	3	4	4	4	5	5	5	3	3	4	3	3	3	3	3	3	3	73
34	4	4	4	4	3	4	4	5	5	5	4	4	3	4	3	3	4	3	4	4	78
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38	3	4	4	3	3	4	3	3	4	4	3	3	3	3	3	4	4	3	3	3	67
39	4	4	4	4	3	4	4	5	5	5	4	4	4	3	4	4	4	4	4	4	81
40	3	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	81
41	3	4	5	3	5	3	3	3	3	5	4	5	4	4	3	5	4	5	3	3	77
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44	5	5	5	5	5	5	5	4	5	3	3	4	3	2	3	5	4	3	3	5	82
45	5	3	5	3	4	5	5	4	5	4	4	5	4	5	1	5	3	5	1	4	80
46	3	4	5	3	5	3	3	3	3	5	4	5	4	4	3	5	4	5	3	3	77
47	5	5	5	5	5	5	5	4	5	3	3	4	3	2	3	5	4	3	3	5	82
48	3	4	4	3	3	4	3	3	4	4	3	3	3	3	3	4	4	3	3	3	67
49	4	4	4	4	3	4	4	5	5	5	4	4	4	3	4	4	4	4	4	4	81
50	4	3	4	3	4	4	3	4	4	4	3	3	3	3	3	4	4	3	3	3	69

Lampiran 3 (lanjutan)
Tabulasi data *full* responden

Responden	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Total
	Kualitas Produk							Persepsi Harga			Kepuasan Pelanggan			Citra Merek					Loyalitas Pelanggan		
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52	4	4	4	4	3	4	4	5	5	5	4	4	3	4	3	3	4	3	4	4	78
53	4	3	3	4	4	4	4	5	5	4	4	4	4	4	3	3	3	4	4	3	76
54	4	4	3	4	3	4	3	4	4	5	4	4	3	4	4	4	4	4	4	4	77
55	4	4	4	4	5	5	5	4	5	4	4	4	4	4	4	4	4	4	4	4	84
56	4	4	4	5	5	5	4	5	5	4	4	4	4	4	4	4	4	4	4	5	86
57	4	4	4	4	4	4	4	5	5	5	4	4	4	4	4	3	4	4	3	4	81
58	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4	3	3	3	3	4	78
59	4	4	4	4	4	4	4	5	5	4	4	4	4	4	3	4	4	4	3	4	80
60	5	5	5	4	5	5	5	4	5	4	4	4	4	4	3	4	4	3	4	3	84
61	4	4	5	5	4	4	5	5	5	4	4	5	5	4	3	3	3	3	4	4	83
62	4	4	4	4	4	4	5	4	5	5	4	4	4	4	3	3	4	4	4	3	80
63	4	4	4	5	4	4	5	4	4	4	4	4	4	4	3	4	4	4	4	4	81
64	4	4	5	5	5	5	5	5	5	5	5	4	5	5	4	4	4	4	5	5	93
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71	2	3	3	2	4	3	3	4	4	4	3	3	3	3	3	3	3	3	3	3	62
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73	4	4	4	5	4	5	5	4	4	4	4	4	4	4	3	3	4	3	4	4	80
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79	3	4	4	3	3	2	3	3	3	2	3	2	3	3	3	4	4	2	3	3	60
80	4	4	4	4	5	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	82
81	4	5	5	4	5	4	5	4	4	4	4	4	4	4	4	3	4	4	4	5	84
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88	4	4	4	3	3	4	4	3	4	4	3	3	3	4	4	4	4	3	4	3	72
89	4	4	4	3	3	4	3	3	4	4	3	3	3	3	3	3	3	3	3	3	66
90	5	5	4	3	5	4	4	4	5	4	5	5	4	5	4	4	4	4	5	3	86
91	4	4	3	3	4	4	4	3	4	4	4	4	4	4	4	4	4	3	4	4	76
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97	4	4	4	4	5	4	4	5	5	5	4	3	4	4	4	4	4	4	5	4	84
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99	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	99
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101	4	4	4	4	4	4	3	3	3	3	4	4	4	4	4	4	4	4	4	4	76
102	4	3	4	2	2	2	1	3	1	3	2	3	3	3	1	3	3	2	2	1	48

Lampiran 3 (lanjutan)
Tabulasi data *full* responden

Responden	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Total
	Kualitas Produk							Persepsi Harga			Kepuasan Pelanggan			Citra Merek				Loyalitas Pelanggan			
103	4	3	4	2	2	2	1	2	1	3	2	2	3	3	3	4	4	4	3	3	55
104	4	4	4	3	3	2	4	4	4	4	4	4	4	3	2	2	2	3	3	3	66
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106	4	4	3	3	4	3	4	4	4	4	4	4	4	4	3	3	3	4	3	3	72
107	3	4	4	3	3	2	3	3	4	3	3	3	3	3	3	4	2	3	4	2	62
108	3	3	3	3	3	3	3	4	3	3	4	3	3	4	4	3	3	3	3	3	64
109	3	3	3	3	4	3	3	4	4	3	3	4	4	4	3	3	3	4	3	3	67
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111	3	3	3	3	3	3	3	3	2	2	2	3	3	2	2	4	3	3	3	3	56
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114	3	3	3	3	3	3	2	3	2	2	3	3	2	3	3	3	3	3	3	3	56
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119	4	4	4	3	3	4	3	3	3	4	3	4	4	4	4	4	4	3	3	4	72
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122	4	5	4	4	4	4	3	4	3	4	4	3	4	3	4	4	4	4	4	3	76
123	4	4	4	4	5	5	5	4	4	5	4	4	4	5	4	4	5	4	4	4	86
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131	4	4	4	4	4	4	3	3	4	3	4	4	3	4	4	3	4	3	4	4	74
132	4	4	4	4	4	4	3	3	4	3	3	3	3	4	3	4	4	4	3	3	71
133	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	4	4	89
134	3	4	4	3	4	4	3	4	4	5	3	3	3	3	2	3	3	3	4	3	68
135	4	4	4	3	3	3	3	3	4	4	3	3	3	4	3	4	4	3	3	3	68
136	4	3	3	3	3	3	3	2	4	3	3	3	3	3	3	3	3	3	3	3	61
137	4	4	4	3	4	3	4	3	3	3	3	3	3	4	3	4	3	4	3	3	68
138	4	4	4	3	3	3	3	2	4	3	3	3	3	3	3	3	3	3	3	3	63
139	4	4	4	4	4	4	3	3	4	4	3	4	4	4	4	3	4	3	3	3	73
140	3	5	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	62
141	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	70
142	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	80
143	4	4	3	4	3	3	2	3	5	5	4	5	4	3	3	4	3	3	4	3	72
144	4	4	4	4	4	3	3	4	3	3	5	4	4	5	5	4	3	3	4	4	77
145	3	4	3	4	2	3	2	4	5	4	4	3	4	3	2	4	3	4	4	3	68

Lampiran 4.

Output SPSS ver.22 Validitas

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.717
Bartlett's Test of Sphericity	Approx. Chi-Square	101.784
	df	21
	Sig.	.000

Anti-image Matrices

		KUP1	KUP2	KUP3	KUP4	KUP5	KUP6	KUP7
Anti-image Covariance	KUP1	.357	-.253	-.011	-.049	-.085	.173	-.118
	KUP2	-.253	.632	.032	.052	.002	-.220	.119
	KUP3	-.011	.032	.406	-.108	-.170	.003	-.010
	KUP4	-.049	.052	-.108	.607	.010	-.048	-.064
	KUP5	-.085	.002	-.170	.010	.274	-.005	-.076
	KUP6	.173	-.220	.003	-.048	-.005	.378	-.186
	KUP7	-.118	.119	-.010	-.064	-.076	-.186	.218
Anti-image Correlation	KUP1	.650 ^a	-.533	-.028	-.104	-.271	.471	-.424
	KUP2	-.533	.376 ^a	.064	.084	.005	-.451	.320
	KUP3	-.028	.064	.838 ^a	-.218	-.510	.007	-.033
	KUP4	-.104	.084	-.218	.920 ^a	.023	-.099	-.175
	KUP5	-.271	.005	-.510	.023	.826 ^a	-.016	-.309
	KUP6	.471	-.451	.007	-.099	-.016	.562 ^a	-.650
	KUP7	-.424	.320	-.033	-.175	-.309	-.650	.718 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KUP1	1.000	.660
KUP2	1.000	.923
KUP3	1.000	.689
KUP4	1.000	.583
KUP5	1.000	.781
KUP6	1.000	.431
KUP7	1.000	.810

Extraction Method: Principal Component Analysis.

Lampiran 4 (lanjutan)

Output SPSS ver.22 Validitas

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.809	54.410	54.410	3.809	54.410	54.410
2	1.068	15.264	69.674	1.068	15.264	69.674
3	.860	12.288	81.962			
4	.533	7.609	89.571			
5	.402	5.739	95.310			
6	.195	2.792	98.102			
7	.133	1.898	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	2
KUP1	.743	.330
KUP2	.353	.894
KUP3	.796	-.234
KUP4	.709	-.284
KUP5	.880	-.085
KUP6	.656	.028
KUP7	.890	-.130

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Lampiran 4 (lanjutan)

Output SPSS ver.22 Validitas

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.647
Bartlett's Test of Sphericity	Approx. Chi-Square	19.480
	df	3
	Sig.	.000

Anti-image Matrices

		PEH1	PEH2	PEH3
Anti-image Covariance	PEH1	.756	-.227	-.086
	PEH2	-.227	.568	-.307
	PEH3	-.086	-.307	.635
Anti-image Correlation	PEH1	.732 ^a	-.347	-.125
	PEH2	-.347	.606 ^a	-.511
	PEH3	-.125	-.511	.641 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
PEH1	1.000	.553
PEH2	1.000	.753
PEH3	1.000	.668

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	1.973	65.770	65.770	1.973	65.770	65.770
2	.641	21.360	87.129			
3	.386	12.871	100.000			

Extraction Method: Principal Component Analysis.

Lampiran 4 (lanjutan)

Output SPSS ver.22 Validitas

Component Matrix^a

	Component
	1
PEH1	.743
PEH2	.868
PEH3	.817

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.669
Bartlett's Test of Sphericity	Approx. Chi-Square	45.247
	df	3
	Sig.	.000

Anti-image Matrices

		KEP1	KEP2	KEP3
Anti-image Covariance	KEP1	.495	-.005	-.194
	KEP2	-.005	.382	-.216
	KEP3	-.194	-.216	.277
Anti-image Correlation	KEP1	.750 ^a	-.012	-.524
	KEP2	-.012	.680 ^a	-.663
	KEP3	-.524	-.663	.611 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KEP1	1.000	.716
KEP2	1.000	.779
KEP3	1.000	.883

Extraction Method: Principal
Component Analysis.

Lampiran 4 (lanjutan)

Output SPSS ver.22 Validitas

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.378	79.261	79.261	2.378	79.261	79.261
2	.442	14.748	94.009			
3	.180	5.991	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
KEP1	.846
KEP2	.882
KEP3	.940

Extraction Method:
Principal
Component
Analysis.

a. 1 components
extracted.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.865
Bartlett's Test of Sphericity	Approx. Chi-Square	110.097
	df	10
	Sig.	.000

Lampiran 4 (lanjutan)

Output SPSS ver.22 Validitas

Anti-image Matrices

		CIM1	CIM2	CIM3	CIM4	CIM5
Anti-image Covariance	CIM1	.357	-.068	-.038	-.025	-.170
	CIM2	-.068	.278	-.081	-.054	-.052
	CIM3	-.038	-.081	.207	-.125	.015
	CIM4	-.025	-.054	-.125	.215	-.045
	CIM5	-.170	-.052	.015	-.045	.460
Anti-image Correlation	CIM1	.889 ^a	-.215	-.139	-.091	-.418
	CIM2	-.215	.905 ^a	-.337	-.220	-.146
	CIM3	-.139	-.337	.821 ^a	-.592	.048
	CIM4	-.091	-.220	-.592	.841 ^a	-.141
	CIM5	-.418	-.146	.048	-.141	.882 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CIM1	1.000	.752
CIM2	1.000	.815
CIM3	1.000	.823
CIM4	1.000	.830
CIM5	1.000	.639

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	3.859	77.186	77.186	3.859	77.186	77.186
2	.515	10.304	87.490			
3	.277	5.541	93.031			
4	.217	4.349	97.380			
5	.131	2.620	100.000			

Extraction Method: Principal Component Analysis.

Lampiran 4 (lanjutan)

Output SPSS ver.22 Validitas

Component Matrix^a

	Component
	1
CIM1	.867
CIM2	.903
CIM3	.907
CIM4	.911
CIM5	.800

Extraction Method:
Principal
Component
Analysis.

a. 1 components
extracted.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.500
Bartlett's Test of Sphericity	Approx. Chi-Square	13.782
	df	1
	Sig.	.000

Anti-image Matrices

		LOP1	LOP2
Anti-image Covariance	LOP1	.606	-.380
	LOP2	-.380	.606
Anti-image Correlation	LOP1	.500 ^a	-.628
	LOP2	-.628	.500 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
LOP1	1.000	.814
LOP2	1.000	.814

Extraction Method: Principal
Component Analysis.

Lampiran 4 (lanjutan)

Output SPSS ver.22 Validitas

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.628	81.391	81.391	1.628	81.391	81.391
2	.372	18.609	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
LOP1	.902
LOP2	.902

Extraction Method:
Principal
Component
Analysis.

a. 1 components
extracted.

Lampiran 4 (lanjutan)

Output SPSS ver.22 Validitas

KUP2 dihilangkan**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.866
Bartlett's Test of Sphericity	Approx. Chi-Square	374.136
	df	15
	Sig.	.000

Anti-image Matrices

		KUP1	KUP2	KUP3	KUP4	KUP5	KUP6
Anti-image Covariance	KUP1	.658	-.147	-.109	-.009	-.011	-.105
	KUP2	-.147	.572	-.038	-.188	-.064	.039
	KUP3	-.109	-.038	.551	-.051	-.123	-.098
	KUP4	-.009	-.188	-.051	.432	-.099	-.130
	KUP5	-.011	-.064	-.123	-.099	.457	-.146
	KUP6	-.105	.039	-.098	-.130	-.146	.455
Anti-image Correlation	KUP1	.891 ^a	-.239	-.181	-.017	-.019	-.192
	KUP2	-.239	.840 ^a	-.067	-.378	-.125	.077
	KUP3	-.181	-.067	.903 ^a	-.104	-.244	-.196
	KUP4	-.017	-.378	-.104	.848 ^a	-.223	-.294
	KUP5	-.019	-.125	-.244	-.223	.873 ^a	-.320
	KUP6	-.192	.077	-.196	-.294	-.320	.851 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KUP1	1.000	.475
KUP2	1.000	.528
KUP3	1.000	.597
KUP4	1.000	.688
KUP5	1.000	.671
KUP6	1.000	.660

Extraction Method: Principal Component Analysis.

Lampiran 4 (lanjutan)

Output SPSS ver.22 Validitas

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.619	60.309	60.309	3.619	60.309	60.309
2	.663	11.045	71.354			
3	.611	10.184	81.538			
4	.454	7.562	89.100			
5	.353	5.888	94.989			
6	.301	5.011	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
KUP1	.689
KUP2	.727
KUP3	.773
KUP4	.829
KUP5	.819
KUP6	.812

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

Lampiran 4 (lanjutan)

Output SPSS ver.22 Validitas

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.715
Bartlett's Test of Sphericity	Approx. Chi-Square	168.553
	df	3
	Sig.	.000

Anti-image Matrices

		PEH1	PEH2	PEH3
Anti-image Covariance	PEH1	.512	-.235	-.136
	PEH2	-.235	.455	-.208
	PEH3	-.136	-.208	.558
Anti-image Correlation	PEH1	.721 ^a	-.487	-.255
	PEH2	-.487	.677 ^a	-.412
	PEH3	-.255	-.412	.757 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
PEH1	1.000	.746
PEH2	1.000	.794
PEH3	1.000	.715

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	2.255	75.151	75.151	2.255	75.151	75.151
2	.431	14.369	89.520			
3	.314	10.480	100.000			

Extraction Method: Principal Component Analysis.

Lampiran 4 (lanjutan)

Output SPSS ver.22 Validitas

Component Matrix^a

	Component
	1
PEH1	.864
PEH2	.891
PEH3	.845

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.742
Bartlett's Test of Sphericity	Approx. Chi-Square	222.415
	df	3
	Sig.	.000

Anti-image Matrices

		KEP1	KEP2	KEP3
Anti-image Covariance	KEP1	.426	-.149	-.185
	KEP2	-.149	.432	-.181
	KEP3	-.185	-.181	.391
Anti-image Correlation	KEP1	.751 ^a	-.347	-.452
	KEP2	-.347	.756 ^a	-.440
	KEP3	-.452	-.440	.720 ^a

a. Measures of Sampling Adequacy(MSA)

Lampiran 4 (lanjutan)

Output SPSS ver.22 Validitas

Communalities

	Initial	Extraction
KEP1	1.000	.796
KEP2	1.000	.792
KEP3	1.000	.820

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	2.409	80.293	80.293	2.409	80.293	80.293
2	.319	10.622	90.915			
3	.273	9.085	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
KEP1	.892
KEP2	.890
KEP3	.906

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

Lampiran 4 (lanjutan)

Output SPSS ver.22 Validitas

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.755
Bartlett's Test of Sphericity	Approx. Chi-Square	278.792
	df	10
	Sig.	.000

Anti-image Matrices

		CIM1	CIM2	CIM3	CIM4	CIM5
Anti-image Covariance	CIM1	.533	-.120	.042	-.099	-.241
	CIM2	-.120	.573	.020	-.188	-.090
	CIM3	.042	.020	.531	-.250	-.167
	CIM4	-.099	-.188	-.250	.448	.036
	CIM5	-.241	-.090	-.167	.036	.528
Anti-image Correlation	CIM1	.773 ^a	-.216	.078	-.202	-.455
	CIM2	-.216	.823 ^a	.036	-.372	-.164
	CIM3	.078	.036	.719 ^a	-.513	-.315
	CIM4	-.202	-.372	-.513	.723 ^a	.073
	CIM5	-.455	-.164	-.315	.073	.753 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CIM1	1.000	.597
CIM2	1.000	.588
CIM3	1.000	.555
CIM4	1.000	.664
CIM5	1.000	.602

Extraction Method: Principal Component Analysis.

Lampiran 4 (lanjutan)

Output SPSS ver.22 Validitas

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.006	60.113	60.113	3.006	60.113	60.113
2	.737	14.747	74.860			
3	.594	11.887	86.748			
4	.394	7.879	94.627			
5	.269	5.373	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
CIM1	.773
CIM2	.767
CIM3	.745
CIM4	.815
CIM5	.776

Extraction Method:
Principal
Component
Analysis.

a. 1 components
extracted.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.500
Bartlett's Test of Sphericity	Approx. Chi-Square	39.972
	df	1
	Sig.	.000

Lampiran 4 (lanjutan)

Output SPSS ver.22 Validitas

Anti-image Matrices

		LUP1	LUP2
Anti-image Covariance	LUP1	.755	-.374
	LUP2	-.374	.755
Anti-image Correlation	LUP1	.500 ^a	-.495
	LUP2	-.495	.500 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
LUP1	1.000	.747
LUP2	1.000	.747

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	1.495	74.729	74.729	1.495	74.729	74.729
2	.505	25.271	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
LUP1	.864
LUP2	.864

Extraction Method:
Principal Component Analysis.

a. 1 components extracted.

Lampiran 4.

Output SPSS ver.22 *Realibilitas***Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.850	.848	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KUP1	22.5333	10.326	.622	.643	.828
KUP2	22.4000	12.248	.273	.368	.867
KUP3	22.3667	10.171	.682	.594	.821
KUP4	22.5333	9.637	.583	.393	.836
KUP5	22.4667	8.878	.779	.726	.801
KUP6	22.4667	9.913	.539	.622	.843
KUP7	22.4333	9.495	.825	.782	.799

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.735	.738	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PEH1	7.9000	2.024	.477	.244	.745
PEH2	7.5667	1.840	.650	.432	.545
PEH3	7.6000	1.834	.560	.365	.649

Lampiran 4 (lanjutan)

Output SPSS ver.22 *Realibilitas***Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.868	.868	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KEP1	7.7333	1.651	.680	.505	.875
KEP2	7.7333	1.582	.738	.618	.826
KEP3	7.7333	1.237	.846	.723	.721

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.923	.925	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CIM1	14.9333	6.202	.790	.643	.910
CIM2	15.1333	6.120	.840	.722	.898
CIM3	15.0333	6.447	.844	.793	.897
CIM4	15.1000	6.783	.852	.785	.897
CIM5	15.0000	7.379	.707	.540	.923

Lampiran 4 (lanjutan)

Output SPSS ver.22 *Realibilitas***Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.763	.771	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
LOP1	3.7667	.254	.628	.394	.
LOP2	3.8000	.372	.628	.394	.

Lampiran 4 (lanjutan)

Output SPSS ver.22 *Realibilitas***KUP2 dihilangkan****Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.867	.867	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KUP1	18.7586	10.629	.565	.342	.862
KUP2	18.7172	10.190	.607	.428	.855
KUP3	18.9241	9.501	.662	.449	.845
KUP4	18.8138	8.778	.733	.568	.832
KUP5	18.8897	8.793	.722	.543	.835
KUP6	18.8966	8.982	.714	.545	.836

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.834	.834	3

Lampiran 4 (lanjutan)

Output SPSS ver.22 *Realibilitas***Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PEH1	7.8759	2.637	.691	.488	.775
PEH2	7.6414	2.301	.737	.545	.728
PEH3	7.7103	2.666	.662	.442	.802

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.877	.877	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KEP1	7.4414	1.595	.756	.574	.833
KEP2	7.4069	1.604	.752	.568	.836
KEP3	7.4690	1.570	.781	.609	.811

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.832	.834	5

Lampiran 4 (lanjutan)

Output SPSS ver.22 *Realibilitas***Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CIM1	14.4621	5.181	.633	.467	.798
CIM2	14.7862	5.003	.621	.427	.803
CIM3	14.4690	5.473	.587	.469	.810
CIM4	14.5655	5.289	.686	.552	.785
CIM5	14.6000	5.242	.638	.472	.796

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.662	.662	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
LUP1	3.6897	.479	.495	.245	.
LUP2	3.6828	.496	.495	.245	.

Lampiran 6

Output SPSS ver.22 Uji ANOVA

Jenis Usaha**Test of Homogeneity of Variances**

	Levene Statistic	df1	df2	Sig.
KUP1	.250	1	142	.618
KUP2	2.860	1	142	.093
KUP3	.023	1	142	.880
KUP4	.777	1	142	.380
KUP5	2.542	1	142	.113
KUP6	.572	1	142	.451

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
KUP1	Between Groups	.314	2	.157	.406	.667
	Within Groups	55.037	142	.388		
	Total	55.352	144			
KUP2	Between Groups	.061	2	.030	.064	.938
	Within Groups	66.946	142	.471		
	Total	67.007	144			
KUP3	Between Groups	.539	2	.270	.439	.646
	Within Groups	87.226	142	.614		
	Total	87.766	144			
KUP4	Between Groups	1.441	2	.720	.957	.387
	Within Groups	106.932	142	.753		
	Total	108.372	144			
KUP5	Between Groups	4.165	2	2.083	2.799	.064
	Within Groups	105.669	142	.744		
	Total	109.834	144			
KUP6	Between Groups	1.213	2	.606	.852	.429
	Within Groups	101.035	142	.712		
	Total	102.248	144			

Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA

Test of Homogeneity of Variances

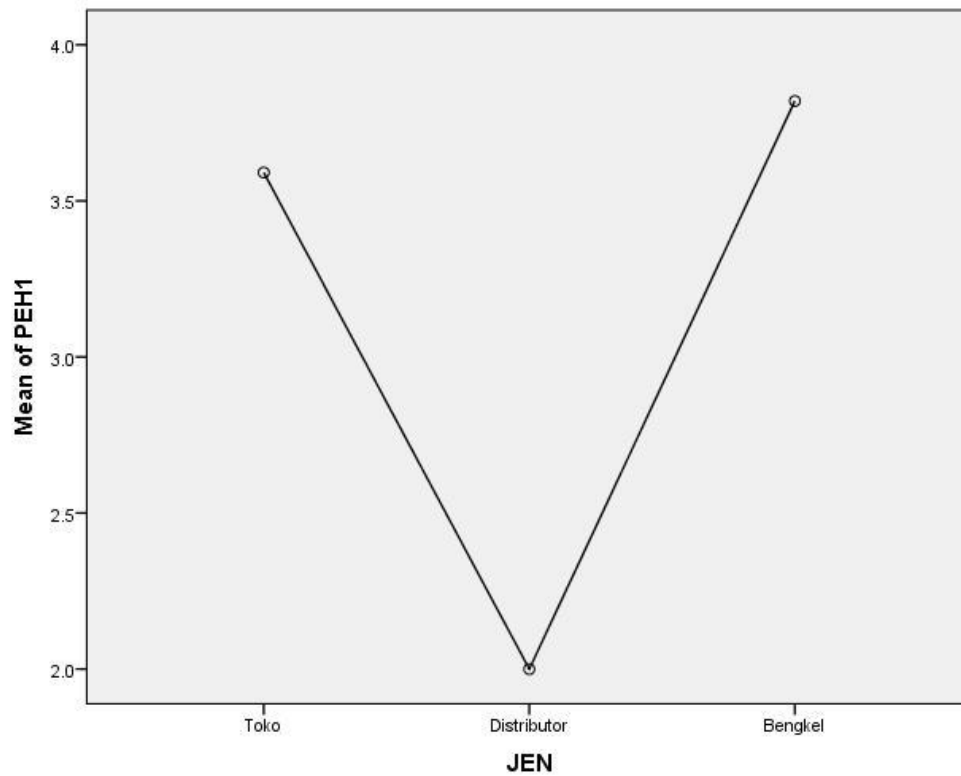
	Levene Statistic	df1	df2	Sig.
PEH1	.282	1	142	.597
PEH2	.473	1	142	.493
PEH3	1.312	1	142	.254

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PEH1	Between Groups	4.645	2	2.323	3.318	.039
	Within Groups	99.396	142	.700		
	Total	104.041	144			
PEH2	Between Groups	1.093	2	.547	.622	.538
	Within Groups	124.796	142	.879		
	Total	125.890	144			
PEH3	Between Groups	1.081	2	.541	.727	.485
	Within Groups	105.567	142	.743		
	Total	106.648	144			

Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA

**Test of Homogeneity of Variances**

	Levene Statistic	df1	df2	Sig.
KEP1	.008	1	142	.931
KEP2	1.134	1	142	.289
KEP3	.448	1	142	.504

Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
KEP1	Between Groups	.475	2	.238	.504	.605
	Within Groups	66.932	142	.471		
	Total	67.407	144			
KEP2	Between Groups	.586	2	.293	.626	.536
	Within Groups	66.476	142	.468		
	Total	67.062	144			
KEP3	Between Groups	.688	2	.344	.736	.481
	Within Groups	66.346	142	.467		
	Total	67.034	144			

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
CIM1	1.698	1	142	.195
CIM2	.231	1	142	.631
CIM3	4.631	1	142	.033
CIM4	.481	1	142	.489
CIM5	.404	1	142	.526

Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
CIM1	Between Groups	.153	2	.076	.138	.871
	Within Groups	78.399	142	.552		
	Total	78.552	144			
CIM2	Between Groups	.606	2	.303	.473	.624
	Within Groups	91.022	142	.641		
	Total	91.628	144			
CIM3	Between Groups	.880	2	.440	.917	.402
	Within Groups	68.182	142	.480		
	Total	69.062	144			
CIM4	Between Groups	.217	2	.108	.238	.788
	Within Groups	64.542	142	.455		
	Total	64.759	144			
CIM5	Between Groups	.302	2	.151	.291	.748
	Within Groups	73.835	142	.520		
	Total	74.138	144			

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
LUP1	.844	1	142	.360
LUP2	2.198	1	142	.140

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
LUP1	Between Groups	.385	2	.193	.385	.681
	Within Groups	71.022	142	.500		
	Total	71.407	144			
LUP2	Between Groups	.688	2	.344	.715	.491
	Within Groups	68.346	142	.481		
	Total	69.034	144			

Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA

Lama Usaha**Test of Homogeneity of Variances**

	Levene Statistic	df1	df2	Sig.
KUP1	.628	3	141	.598
KUP2	5.364	3	141	.002
KUP3	1.865	3	141	.138
KUP4	2.735	3	141	.046
KUP5	.252	3	141	.860
KUP6	1.213	3	141	.307

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
KUP1	Between Groups	1.188	3	.396	1.031	.381
	Within Groups	54.163	141	.384		
	Total	55.352	144			
KUP2	Between Groups	3.352	3	1.117	2.475	.064
	Within Groups	63.654	141	.451		
	Total	67.007	144			
KUP3	Between Groups	2.146	3	.715	1.178	.320
	Within Groups	85.619	141	.607		
	Total	87.766	144			
KUP4	Between Groups	2.148	3	.716	.950	.418
	Within Groups	106.225	141	.753		
	Total	108.372	144			
KUP5	Between Groups	2.900	3	.967	1.275	.285
	Within Groups	106.934	141	.758		
	Total	109.834	144			
KUP6	Between Groups	2.240	3	.747	1.053	.371
	Within Groups	100.009	141	.709		
	Total	102.248	144			

Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
PEH1	.446	3	141	.721
PEH2	4.153	3	141	.007
PEH3	6.080	3	141	.001

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PEH1	Between Groups	.990	3	.330	.452	.717
	Within Groups	103.051	141	.731		
	Total	104.041	144			
PEH2	Between Groups	7.632	3	2.544	3.033	.031
	Within Groups	118.258	141	.839		
	Total	125.890	144			
PEH3	Between Groups	6.574	3	2.191	3.087	.029
	Within Groups	100.074	141	.710		
	Total	106.648	144			

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
KEP1	2.745	3	141	.045
KEP2	2.586	3	141	.056
KEP3	1.285	3	141	.282

Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
KEP1	Between Groups	1.491	3	.497	1.063	.367
	Within Groups	65.916	141	.467		
	Total	67.407	144			
KEP2	Between Groups	1.681	3	.560	1.208	.309
	Within Groups	65.381	141	.464		
	Total	67.062	144			
KEP3	Between Groups	1.886	3	.629	1.361	.257
	Within Groups	65.148	141	.462		
	Total	67.034	144			

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
CIM1	2.884	3	141	.038
CIM2	.348	3	141	.791
CIM3	1.300	3	141	.277
CIM4	3.306	3	141	.022
CIM5	.132	3	141	.941

Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
CIM1	Between Groups	.157	3	.052	.094	.963
	Within Groups	78.395	141	.556		
	Total	78.552	144			
CIM2	Between Groups	1.466	3	.489	.764	.516
	Within Groups	90.161	141	.639		
	Total	91.628	144			
CIM3	Between Groups	.038	3	.013	.026	.994
	Within Groups	69.024	141	.490		
	Total	69.062	144			
CIM4	Between Groups	1.318	3	.439	.977	.406
	Within Groups	63.440	141	.450		
	Total	64.759	144			
CIM5	Between Groups	.873	3	.291	.560	.642
	Within Groups	73.265	141	.520		
	Total	74.138	144			

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
LUP1	2.178	3	141	.093
LUP2	3.485	3	141	.018

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
LUP1	Between Groups	.237	3	.079	.157	.925
	Within Groups	71.170	141	.505		
	Total	71.407	144			
LUP2	Between Groups	2.338	3	.779	1.648	.181
	Within Groups	66.696	141	.473		
	Total	69.034	144			

Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA

Lama Menjadi Pelanggan**Test of Homogeneity of Variances**

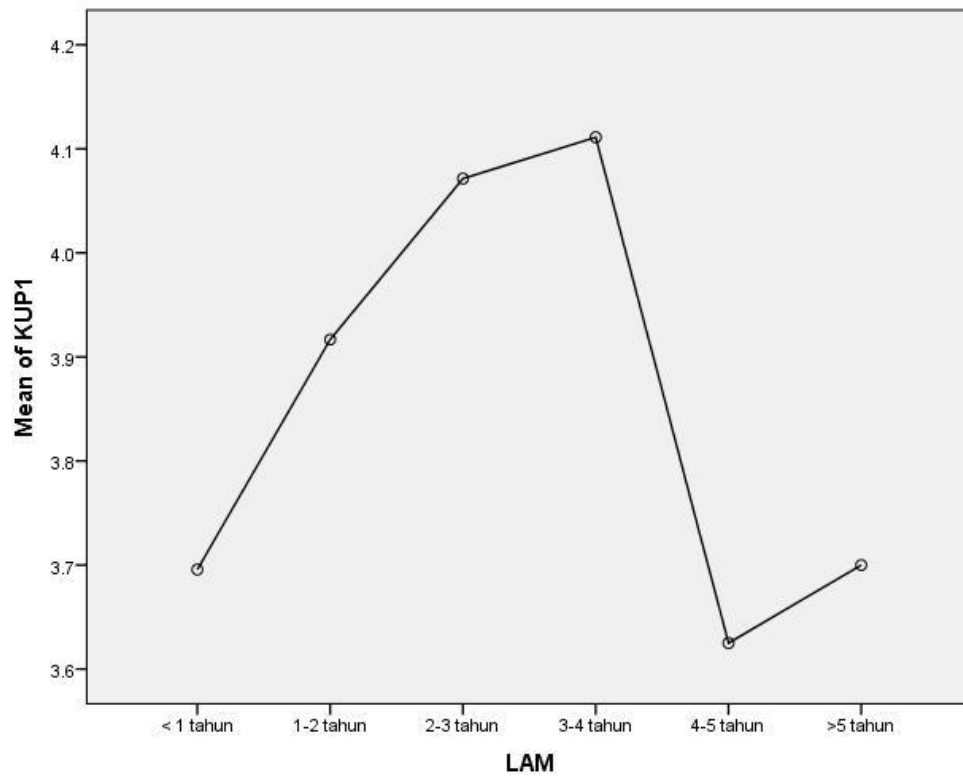
	Levene Statistic	df1	df2	Sig.
KUP1	2.167	5	139	.061
KUP2	.677	5	139	.641
KUP3	1.542	5	139	.181
KUP4	.281	5	139	.923
KUP5	1.025	5	139	.405
KUP6	1.705	5	139	.137

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
KUP1	Between Groups	4.267	5	.853	2.322	.046
	Within Groups	51.085	139	.368		
	Total	55.352	144			
KUP2	Between Groups	3.077	5	.615	1.338	.252
	Within Groups	63.930	139	.460		
	Total	67.007	144			
KUP3	Between Groups	1.050	5	.210	.337	.890
	Within Groups	86.715	139	.624		
	Total	87.766	144			
KUP4	Between Groups	3.009	5	.602	.794	.556
	Within Groups	105.364	139	.758		
	Total	108.372	144			
KUP5	Between Groups	2.070	5	.414	.534	.750
	Within Groups	107.764	139	.775		
	Total	109.834	144			
KUP6	Between Groups	5.468	5	1.094	1.571	.172
	Within Groups	96.780	139	.696		
	Total	102.248	144			

Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA



Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
PEH1	2.580	5	139	.029
PEH2	1.958	5	139	.089
PEH3	1.689	5	139	.141

Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PEH1	Between Groups	2.698	5	.540	.740	.595
	Within Groups	101.344	139	.729		
	Total	104.041	144			
PEH2	Between Groups	3.749	5	.750	.853	.514
	Within Groups	122.140	139	.879		
	Total	125.890	144			
PEH3	Between Groups	4.025	5	.805	1.090	.368
	Within Groups	102.623	139	.738		
	Total	106.648	144			

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
KEP1	2.785	5	139	.020
KEP2	5.417	5	139	.000
KEP3	2.772	5	139	.020

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
KEP1	Between Groups	1.341	5	.268	.564	.727
	Within Groups	66.066	139	.475		
	Total	67.407	144			
KEP2	Between Groups	1.886	5	.377	.804	.548
	Within Groups	65.176	139	.469		
	Total	67.062	144			
KEP3	Between Groups	3.100	5	.620	1.348	.248
	Within Groups	63.935	139	.460		
	Total	67.034	144			

Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
CIM1	1.690	5	139	.141
CIM2	.237	5	139	.945
CIM3	.548	5	139	.740
CIM4	1.131	5	139	.347
CIM5	.422	5	139	.833

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
CIM1	Between Groups	2.546	5	.509	.931	.463
	Within Groups	76.005	139	.547		
	Total	78.552	144			
CIM2	Between Groups	4.039	5	.808	1.282	.275
	Within Groups	87.589	139	.630		
	Total	91.628	144			
CIM3	Between Groups	1.645	5	.329	.678	.641
	Within Groups	67.417	139	.485		
	Total	69.062	144			
CIM4	Between Groups	.980	5	.196	.427	.829
	Within Groups	63.778	139	.459		
	Total	64.759	144			
CIM5	Between Groups	2.791	5	.558	1.088	.370
	Within Groups	71.347	139	.513		
	Total	74.138	144			

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
LUP1	1.665	5	139	.147
LUP2	1.610	5	139	.161

Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
LUP1	Between Groups	1.593	5	.319	.634	.674
	Within Groups	69.814	139	.502		
	Total	71.407	144			
LUP2	Between Groups	2.819	5	.564	1.184	.320
	Within Groups	66.215	139	.476		
	Total	69.034	144			

Pengambilan Produk**Test of Homogeneity of Variances**

	Levene Statistic	df1	df2	Sig.
KUP1	1.976	6	138	.073
KUP2	1.840	6	138	.096
KUP3	1.064	6	138	.387
KUP4	1.372	6	138	.230
KUP5	1.005	6	138	.425
KUP6	1.139	6	138	.343

Lampiran 6 (lanjutan)

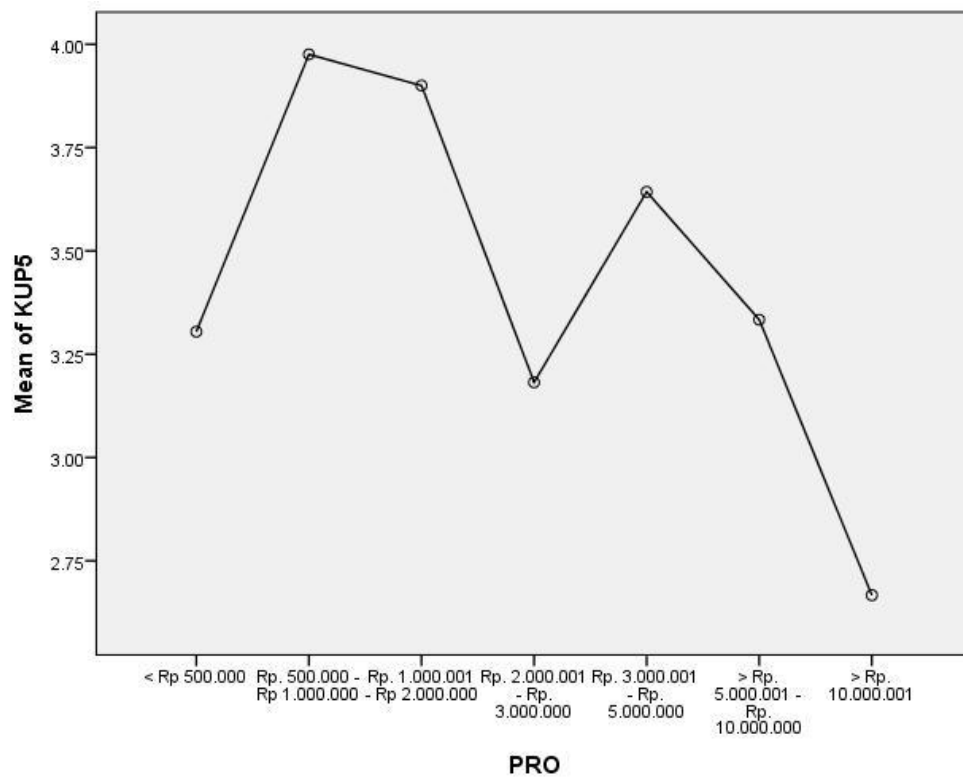
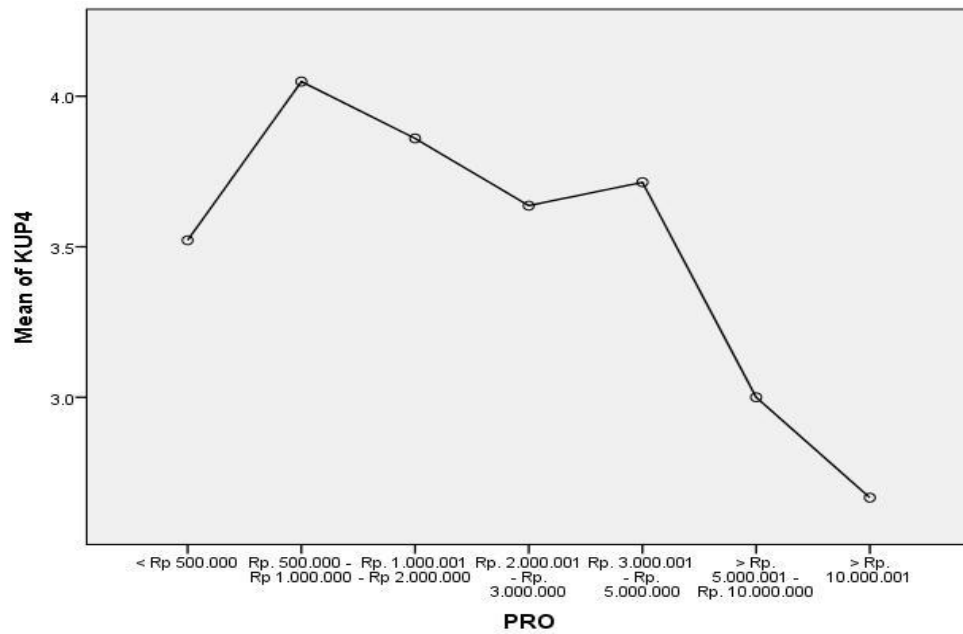
Output SPSS ver.22 Uji ANOVA

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
KUP1	Between Groups	5.480	6	.913	2.527	.024
	Within Groups	49.872	138	.361		
	Total	55.352	144			
KUP2	Between Groups	4.964	6	.827	1.840	.096
	Within Groups	62.043	138	.450		
	Total	67.007	144			
KUP3	Between Groups	6.373	6	1.062	1.801	.103
	Within Groups	81.393	138	.590		
	Total	87.766	144			
KUP4	Between Groups	10.642	6	1.774	2.504	.025
	Within Groups	97.731	138	.708		
	Total	108.372	144			
KUP5	Between Groups	15.305	6	2.551	3.724	.002
	Within Groups	94.529	138	.685		
	Total	109.834	144			
KUP6	Between Groups	7.172	6	1.195	1.735	.117
	Within Groups	95.076	138	.689		
	Total	102.248	144			

Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA



Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA

Test of Homogeneity of Variances

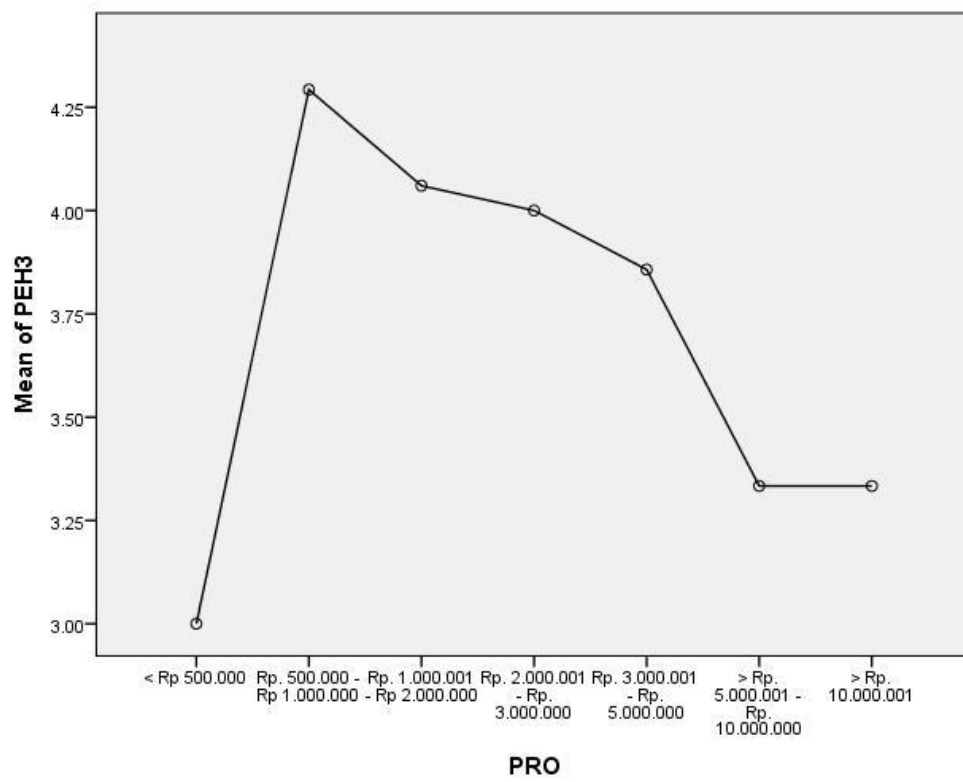
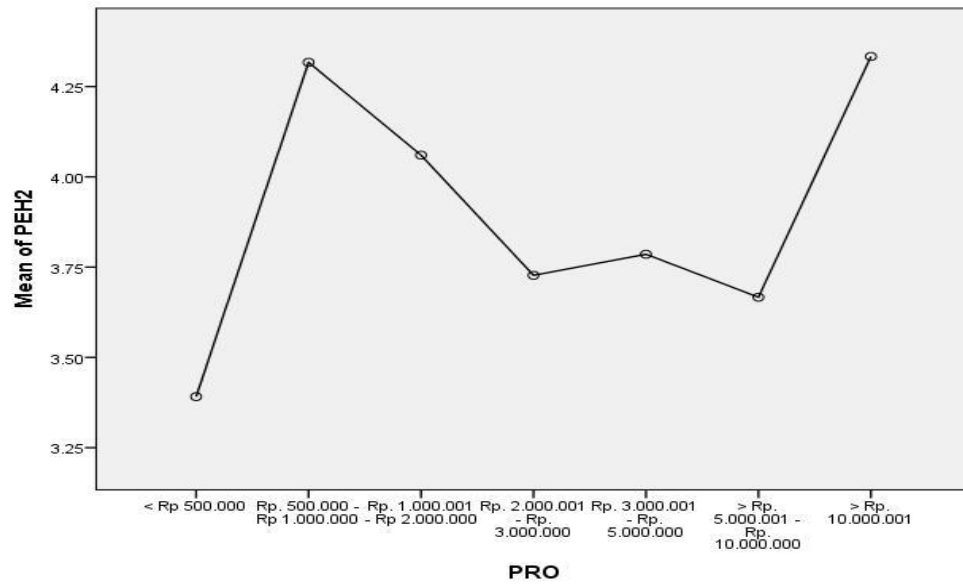
	Levene Statistic	df1	df2	Sig.
PEH1	2.394	6	138	.031
PEH2	.969	6	138	.448
PEH3	.642	6	138	.696

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PEH1	Between Groups	6.717	6	1.120	1.587	.155
	Within Groups	97.324	138	.705		
	Total	104.041	144			
PEH2	Between Groups	14.841	6	2.474	3.074	.007
	Within Groups	111.049	138	.805		
	Total	125.890	144			
PEH3	Between Groups	28.293	6	4.715	8.305	.000
	Within Groups	78.355	138	.568		
	Total	106.648	144			

Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA



Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
KEP1	.867	6	138	.521
KEP2	.664	6	138	.679
KEP3	.785	6	138	.583

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
KEP1	Between Groups	3.163	6	.527	1.132	.347
	Within Groups	64.244	138	.466		
	Total	67.407	144			
KEP2	Between Groups	1.233	6	.205	.431	.857
	Within Groups	65.829	138	.477		
	Total	67.062	144			
KEP3	Between Groups	3.714	6	.619	1.349	.240
	Within Groups	63.321	138	.459		
	Total	67.034	144			

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
CIM1	1.816	6	138	.100
CIM2	.873	6	138	.516
CIM3	1.771	6	138	.109
CIM4	1.585	6	138	.156
CIM5	1.417	6	138	.212

Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
CIM1	Between Groups	1.323	6	.221	.394	.882
	Within Groups	77.229	138	.560		
	Total	78.552	144			
CIM2	Between Groups	3.704	6	.617	.969	.449
	Within Groups	87.924	138	.637		
	Total	91.628	144			
CIM3	Between Groups	1.832	6	.305	.627	.709
	Within Groups	67.230	138	.487		
	Total	69.062	144			
CIM4	Between Groups	3.110	6	.518	1.160	.331
	Within Groups	61.648	138	.447		
	Total	64.759	144			
CIM5	Between Groups	3.383	6	.564	1.100	.366
	Within Groups	70.755	138	.513		
	Total	74.138	144			

Test of Homogeneity of Variances

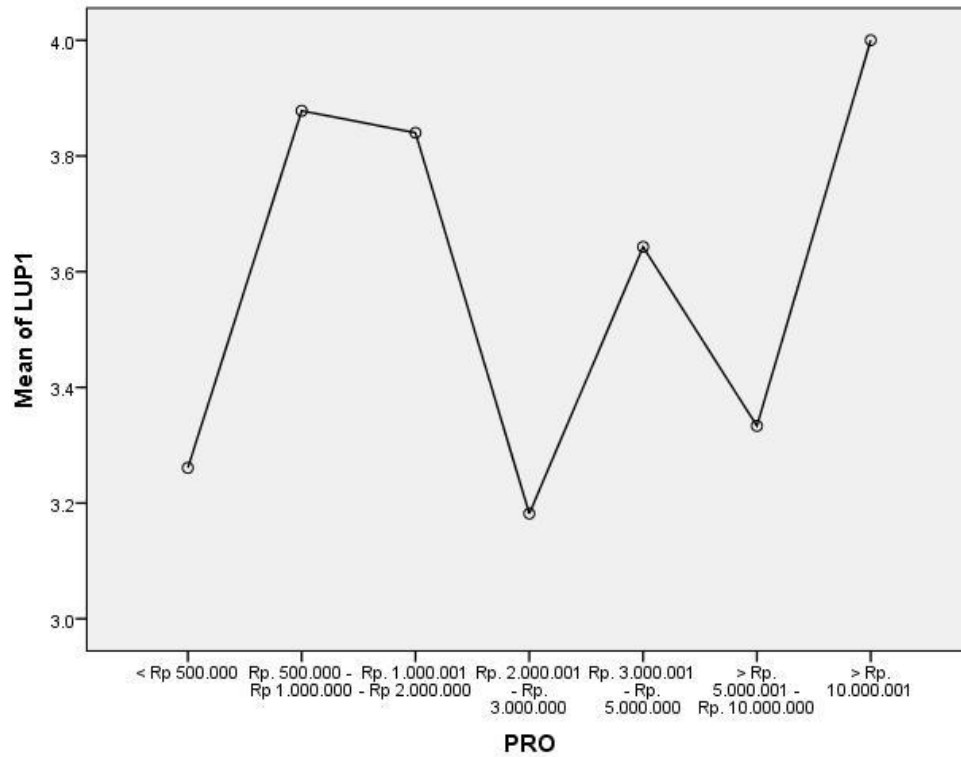
	Levene Statistic	df1	df2	Sig.
LUP1	1.820	6	138	.099
LUP2	1.193	6	138	.313

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
LUP1	Between Groups	10.345	6	1.724	3.896	.001
	Within Groups	61.062	138	.442		
	Total	71.407	144			
LUP2	Between Groups	3.175	6	.529	1.109	.360
	Within Groups	65.860	138	.477		
	Total	69.034	144			

Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA

**Jumlah Jenis Produk****Test of Homogeneity of Variances**

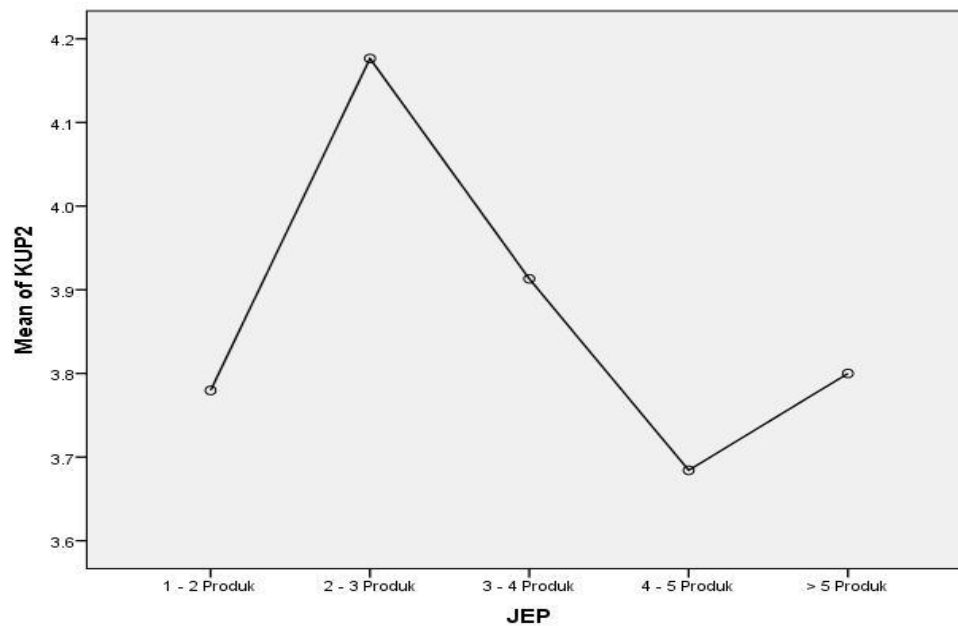
	Levene Statistic	df1	df2	Sig.
KUP1	2.449	4	140	.049
KUP2	1.078	4	140	.370
KUP3	.806	4	140	.524
KUP4	2.328	4	140	.059
KUP5	3.938	4	140	.005
KUP6	.609	4	140	.657

Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
KUP1	Between Groups	2.230	4	.558	1.469	.215
	Within Groups	53.121	140	.379		
	Total	55.352	144			
KUP2	Between Groups	4.399	4	1.100	2.459	.048
	Within Groups	62.608	140	.447		
	Total	67.007	144			
KUP3	Between Groups	2.184	4	.546	.893	.470
	Within Groups	85.582	140	.611		
	Total	87.766	144			
KUP4	Between Groups	6.728	4	1.682	2.317	.060
	Within Groups	101.644	140	.726		
	Total	108.372	144			
KUP5	Between Groups	7.345	4	1.836	2.508	.045
	Within Groups	102.489	140	.732		
	Total	109.834	144			
KUP6	Between Groups	3.809	4	.952	1.354	.253
	Within Groups	98.439	140	.703		
	Total	102.248	144			



Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
PEH1	3.712	4	140	.007
PEH2	.538	4	140	.708
PEH3	2.541	4	140	.042

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PEH1	Between Groups	3.885	4	.971	1.358	.252
	Within Groups	100.157	140	.715		
	Total	104.041	144			
PEH2	Between Groups	4.084	4	1.021	1.174	.325
	Within Groups	121.805	140	.870		
	Total	125.890	144			
PEH3	Between Groups	9.216	4	2.304	3.311	.013
	Within Groups	97.432	140	.696		
	Total	106.648	144			

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
KEP1	3.275	4	140	.013
KEP2	2.274	4	140	.064
KEP3	2.060	4	140	.089

Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
KEP1	Between Groups	1.594	4	.399	.848	.497
	Within Groups	65.813	140	.470		
	Total	67.407	144			
KEP2	Between Groups	.912	4	.228	.482	.749
	Within Groups	66.150	140	.473		
	Total	67.062	144			
KEP3	Between Groups	1.013	4	.253	.537	.709
	Within Groups	66.022	140	.472		
	Total	67.034	144			

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
CIM1	2.606	4	140	.038
CIM2	.510	4	140	.729
CIM3	.620	4	140	.649
CIM4	2.376	4	140	.055
CIM5	.696	4	140	.596

Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
CIM1	Between Groups	4.417	4	1.104	2.085	.086
	Within Groups	74.135	140	.530		
	Total	78.552	144			
CIM2	Between Groups	.460	4	.115	.177	.950
	Within Groups	91.167	140	.651		
	Total	91.628	144			
CIM3	Between Groups	3.350	4	.837	1.784	.135
	Within Groups	65.713	140	.469		
	Total	69.062	144			
CIM4	Between Groups	2.357	4	.589	1.322	.265
	Within Groups	62.402	140	.446		
	Total	64.759	144			
CIM5	Between Groups	2.783	4	.696	1.365	.249
	Within Groups	71.354	140	.510		
	Total	74.138	144			

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
LUP1	2.006	4	140	.097
LUP2	1.239	4	140	.297

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
LUP1	Between Groups	1.564	4	.391	.784	.537
	Within Groups	69.843	140	.499		
	Total	71.407	144			
LUP2	Between Groups	1.484	4	.371	.769	.547
	Within Groups	67.551	140	.483		
	Total	69.034	144			

Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA

Jenis Produk Yang Diminati**Test of Homogeneity of Variances**

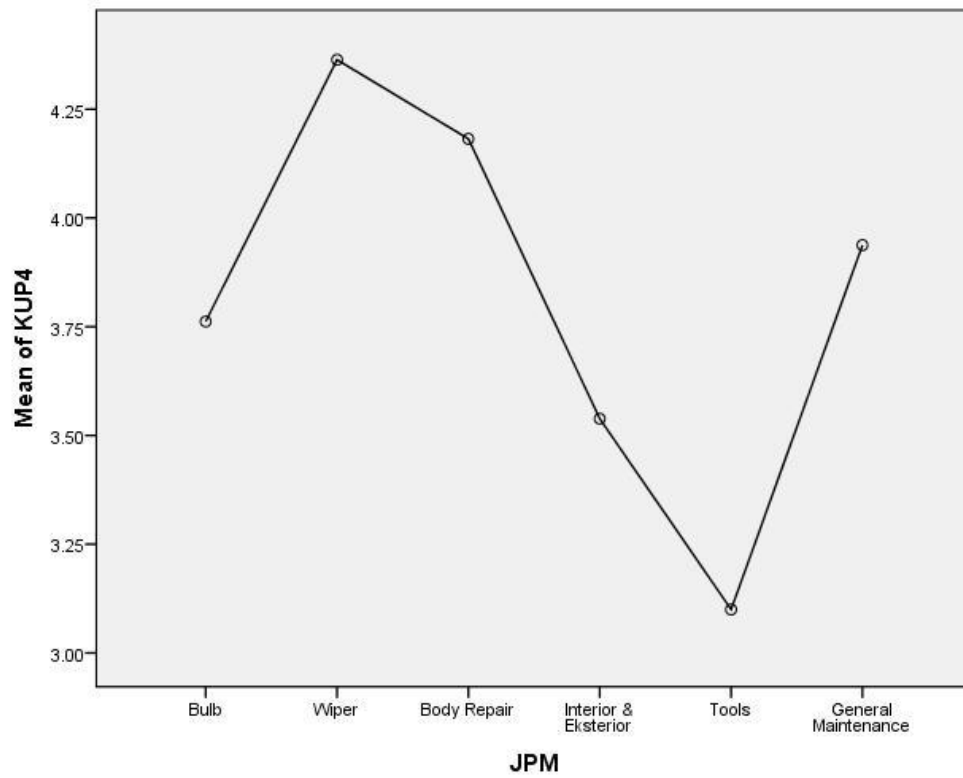
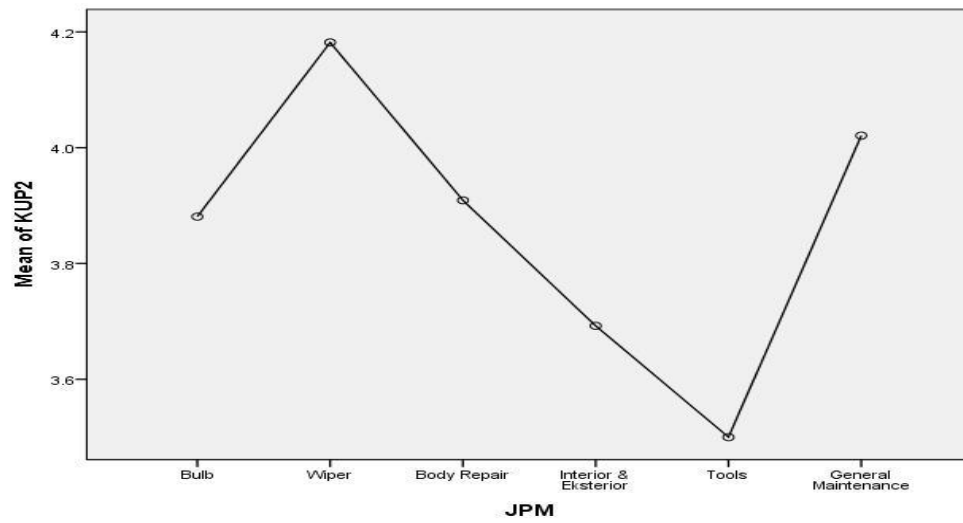
	Levene Statistic	df1	df2	Sig.
KUP1	.530	5	139	.753
KUP2	1.106	5	139	.360
KUP3	.915	5	139	.474
KUP4	.692	5	139	.630
KUP5	.485	5	139	.787
KUP6	1.411	5	139	.224

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
KUP1	Between Groups	3.788	5	.758	2.042	.076
	Within Groups	51.564	139	.371		
	Total	55.352	144			
KUP2	Between Groups	5.308	5	1.062	2.392	.041
	Within Groups	61.699	139	.444		
	Total	67.007	144			
KUP3	Between Groups	4.683	5	.937	1.567	.173
	Within Groups	83.082	139	.598		
	Total	87.766	144			
KUP4	Between Groups	16.728	5	3.346	5.074	.000
	Within Groups	91.644	139	.659		
	Total	108.372	144			
KUP5	Between Groups	6.995	5	1.399	1.891	.100
	Within Groups	102.839	139	.740		
	Total	109.834	144			
KUP6	Between Groups	5.332	5	1.066	1.530	.184
	Within Groups	96.916	139	.697		
	Total	102.248	144			

Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA



Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
PEH1	.909	5	139	.477
PEH2	.380	5	139	.862
PEH3	2.703	5	139	.023

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PEH1	Between Groups	3.945	5	.789	1.096	.366
	Within Groups	100.096	139	.720		
	Total	104.041	144			
PEH2	Between Groups	7.872	5	1.574	1.854	.106
	Within Groups	118.018	139	.849		
	Total	125.890	144			
PEH3	Between Groups	8.351	5	1.670	2.362	.043
	Within Groups	98.297	139	.707		
	Total	106.648	144			

Test of Homogeneity of Variances

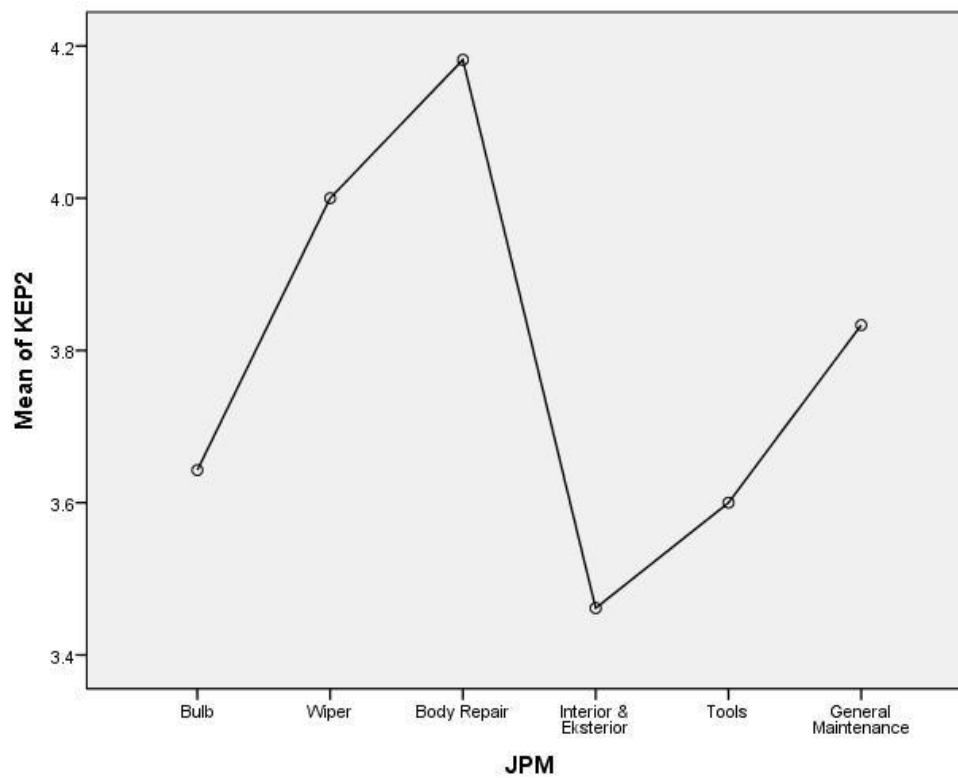
	Levene Statistic	df1	df2	Sig.
KEP1	.894	5	139	.487
KEP2	.866	5	139	.506
KEP3	2.638	5	139	.026

Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA

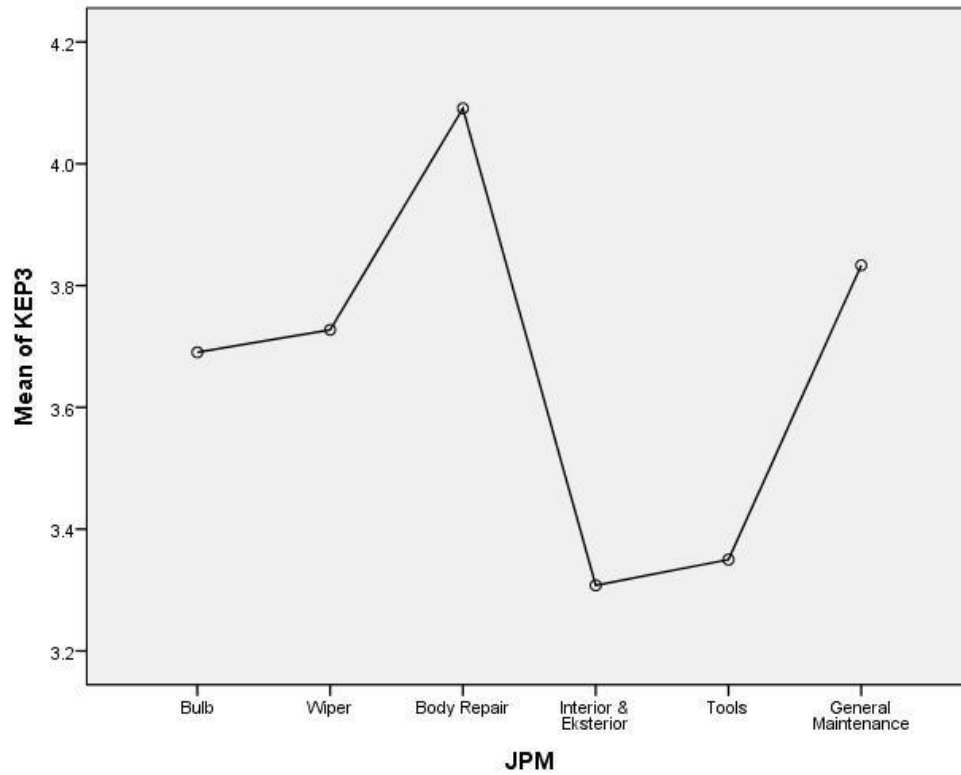
ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
KEP1	Between Groups	3.673	5	.735	1.602	.163
	Within Groups	63.734	139	.459		
	Total	67.407	144			
KEP2	Between Groups	5.085	5	1.017	2.281	.050
	Within Groups	61.977	139	.446		
	Total	67.062	144			
KEP3	Between Groups	6.981	5	1.396	3.232	.009
	Within Groups	60.053	139	.432		
	Total	67.034	144			



Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA



Test of Homogeneity of Variances

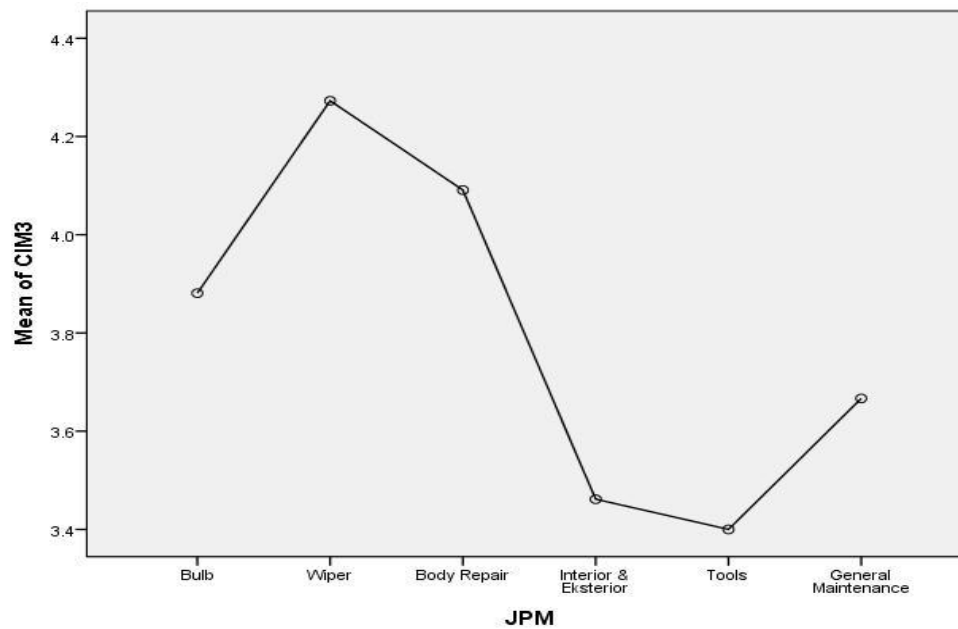
	Levene Statistic	df1	df2	Sig.
CIM1	1.399	5	139	.228
CIM2	2.095	5	139	.070
CIM3	4.814	5	139	.000
CIM4	4.840	5	139	.000
CIM5	.704	5	139	.621

Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA

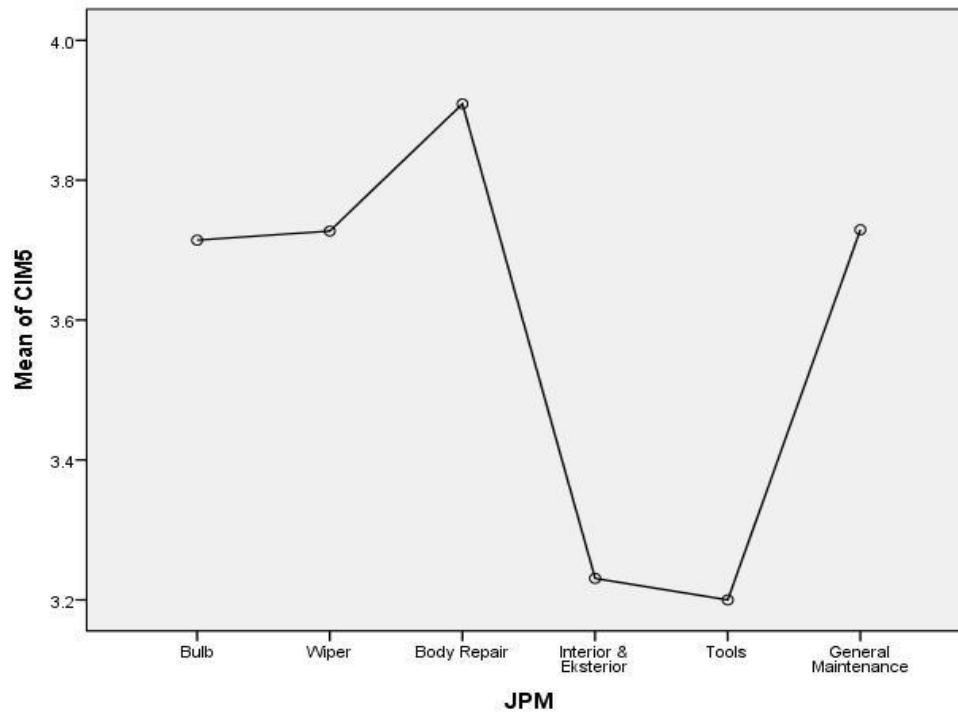
ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
CIM1	Between Groups	5.273	5	1.055	2.000	.082
	Within Groups	73.279	139	.527		
	Total	78.552	144			
CIM2	Between Groups	4.295	5	.859	1.367	.240
	Within Groups	87.333	139	.628		
	Total	91.628	144			
CIM3	Between Groups	8.869	5	1.774	4.096	.002
	Within Groups	60.193	139	.433		
	Total	69.062	144			
CIM4	Between Groups	3.237	5	.647	1.463	.206
	Within Groups	61.521	139	.443		
	Total	64.759	144			
CIM5	Between Groups	7.489	5	1.498	3.124	.011
	Within Groups	66.649	139	.479		
	Total	74.138	144			



Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA



Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
LUP1	.397	5	139	.850
LUP2	1.241	5	139	.293

Lampiran 6 (lanjutan)

Output SPSS ver.22 Uji ANOVA

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
LUP1	Between Groups	2.317	5	.463	.932	.462
	Within Groups	69.090	139	.497		
	Total	71.407	144			
LUP2	Between Groups	4.708	5	.942	2.035	.077
	Within Groups	64.326	139	.463		
	Total	69.034	144			

Lampiran 7
Output Lisrel ver 8.70 Confirmatory Factor Analysis (CFA)

DATE: 8/22/2015
TIME: 14:07

L I S R E L 8.70

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file C:\Mm\12.8.15\SEM\CFA1\CFA1.PR2:

Raw data from file data_cfa1.psf

Latent Variables KUP PEH KEP CIM LUP

Relationships
KUP1 = KUP
KUP2 = KUP
KUP3 = KUP
KUP4=KUP
KUP5=KUP
KUP6=KUP
PEH1=PEH
PEH2=PEH
PEH3=PEH
KEP1=KEP
KEP2=KEP
KEP3=KEP
CIM1=CIM
CIM2=CIM
CIM3=CIM
CIM4=CIM
CIM5=CIM
LUP1=LUP
LUP2=LUP

Lampiran 7.(lanjutan)
Output Lisrel ver 8.70 Confirmatory Factor Analysis (CFA)

Options SC
 PATH DIAGRAM
 END OF PROGRAM

Sample Size = 145

Covariance Matrix

	KUP1	KUP2	KUP3	KUP4	KUP5	KUP6
KUP1	0.38					
KUP2	0.20	0.47				
KUP3	0.23	0.23	0.61			
KUP4	0.24	0.36	0.36	0.75		
KUP5	0.23	0.29	0.40	0.47	0.76	
KUP6	0.25	0.24	0.38	0.46	0.48	0.71
PEH1	0.17	0.23	0.31	0.31	0.39	0.35
PEH2	0.21	0.23	0.29	0.36	0.47	0.43
PEH3	0.13	0.20	0.20	0.30	0.42	0.26
KEP1	0.18	0.17	0.28	0.29	0.23	0.28
KEP2	0.22	0.17	0.27	0.26	0.22	0.25
KEP3	0.20	0.19	0.25	0.27	0.22	0.27
CIM1	0.23	0.20	0.21	0.29	0.20	0.24
CIM2	0.13	0.10	0.27	0.22	0.15	0.14
CIM3	0.17	0.18	0.18	0.22	0.18	0.19
CIM4	0.17	0.14	0.17	0.22	0.18	0.19
CIM5	0.18	0.20	0.22	0.31	0.26	0.23
LUP1	0.14	0.11	0.31	0.24	0.20	0.20
LUP2	0.18	0.15	0.32	0.29	0.31	0.32

Covariance Matrix

	PEH1	PEH2	PEH3	KEP1	KEP2	KEP3
PEH1	0.72					
PEH2	0.53	0.87				
PEH3	0.42	0.51	0.74			
KEP1	0.29	0.29	0.25	0.47		
KEP2	0.24	0.26	0.21	0.32	0.47	
KEP3	0.29	0.29	0.25	0.34	0.33	0.47
CIM1	0.19	0.17	0.19	0.34	0.28	0.32
CIM2	0.18	0.11	0.16	0.29	0.21	0.28
CIM3	0.13	0.13	0.10	0.22	0.24	0.20
CIM4	0.10	0.12	0.12	0.23	0.20	0.21
CIM5	0.23	0.18	0.24	0.30	0.27	0.31
LUP1	0.26	0.23	0.24	0.31	0.18	0.26
LUP2	0.23	0.27	0.16	0.27	0.23	0.24

Covariance Matrix

Lampiran 7.(lanjutan)
Output Lisrel ver 8.70 Confirmatory Factor Analysis (CFA)

	CIM1	CIM2	CIM3	CIM4	CIM5	LUP1
	-----	-----	-----	-----	-----	
CIM1	0.55					
CIM2	0.31	0.64				
CIM3	0.19	0.22	0.48			
CIM4	0.24	0.31	0.30	0.45		
CIM5	0.32	0.27	0.25	0.21	0.51	
LUP1	0.25	0.38	0.12	0.22	0.22	0.50
LUP2	0.22	0.28	0.21	0.22	0.24	0.24

Covariance Matrix

	LUP2

LUP2	0.48

Number of Iterations = 12

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$\begin{array}{l} \text{KUP1} = 0.38 * \text{KUP}, \text{ Errorvar.} = 0.24, R^2 = 0.37 \\ \quad (0.049) \quad \quad (0.031) \\ \quad 7.73 \quad \quad 7.94 \end{array}$$

$$\begin{array}{l} \text{KUP2} = 0.43 * \text{KUP}, \text{ Errorvar.} = 0.28, R^2 = 0.40 \\ \quad (0.053) \quad \quad (0.035) \\ \quad 8.12 \quad \quad 7.87 \end{array}$$

$$\begin{array}{l} \text{KUP3} = 0.57 * \text{KUP}, \text{ Errorvar.} = 0.28, R^2 = 0.54 \\ \quad (0.058) \quad \quad (0.038) \\ \quad 9.91 \quad \quad 7.39 \end{array}$$

$$\begin{array}{l} \text{KUP4} = 0.68 * \text{KUP}, \text{ Errorvar.} = 0.29, R^2 = 0.61 \\ \quad (0.063) \quad \quad (0.042) \\ \quad 10.81 \quad \quad 7.02 \end{array}$$

$$\begin{array}{l} \text{KUP5} = 0.69 * \text{KUP}, \text{ Errorvar.} = 0.28, R^2 = 0.63 \\ \quad (0.063) \quad \quad (0.041) \\ \quad 11.07 \quad \quad 6.88 \end{array}$$

$$\text{KUP6} = 0.66 * \text{KUP}, \text{ Errorvar.} = 0.28, R^2 = 0.61$$

Lampiran 7.(lanjutan)
Output Lisrel ver 8.70 Confirmatory Factor Analysis (CFA)

(0.061)	(0.040)
10.79	7.03
PEH1 = 0.68*PEH, Errorvar.= 0.26 , R ² = 0.64	
(0.062)	(0.042)
10.96	6.20
PEH2 = 0.80*PEH, Errorvar.= 0.23 , R ² = 0.73	
(0.066)	(0.047)
12.08	4.98
PEH3 = 0.62*PEH, Errorvar.= 0.36 , R ² = 0.51	
(0.066)	(0.050)
9.42	7.17
KEP1 = 0.60*KEP, Errorvar.= 0.11 , R ² = 0.76	
(0.046)	(0.019)
12.87	6.01
KEP2 = 0.54*KEP, Errorvar.= 0.18 , R ² = 0.62	
(0.049)	(0.025)
10.99	7.26
KEP3 = 0.58*KEP, Errorvar.= 0.13 , R ² = 0.73	
(0.047)	(0.020)
12.44	6.41
CIM1 = 0.56*CIM, Errorvar.= 0.23 , R ² = 0.58	
(0.054)	(0.032)
10.46	7.18
CIM2 = 0.56*CIM, Errorvar.= 0.32 , R ² = 0.49	
(0.060)	(0.042)
9.33	7.59
CIM3 = 0.43*CIM, Errorvar.= 0.30 , R ² = 0.38	
(0.054)	(0.037)
7.90	7.93
CIM4 = 0.46*CIM, Errorvar.= 0.23 , R ² = 0.48	
(0.051)	(0.031)
9.15	7.64
CIM5 = 0.53*CIM, Errorvar.= 0.23 , R ² = 0.55	
(0.053)	(0.032)
9.99	7.37

Lampiran 7.(lanjutan)
Output Lisrel ver 8.70 Confirmatory Factor Analysis (CFA)

LUP1 = 0.48*LUP, Errorvar.= 0.26 , R² = 0.47
 (0.056) (0.038)
 8.57 6.95

LUP2 = 0.50*LUP, Errorvar.= 0.23 , R² = 0.52
 (0.055) (0.036)
 9.13 6.37

Correlation Matrix of Independent Variables

	KUP	PEH	KEP	CIM	LUP
KUP	1.00				
PEH	0.74 (0.05) 14.28	1.00			
KEP	0.70 (0.05) 12.87	0.66 (0.06) 10.72	1.00		
CIM	0.68 (0.06) 11.29	0.43 (0.08) 5.10	0.90 (0.03) 27.95	1.00	
LUP	0.84 (0.06) 13.79	0.67 (0.08) 8.49	0.90 (0.06) 15.96	0.93 (0.06) 16.48	1.00

Goodness of Fit Statistics

Degrees of Freedom = 142
 Minimum Fit Function Chi-Square = 340.69 (P = 0.0)
 Normal Theory Weighted Least Squares Chi-Square = 337.59 (P = 0.0)
 Estimated Non-centrality Parameter (NCP) = 195.59
 90 Percent Confidence Interval for NCP = (145.68 ; 253.20)

Minimum Fit Function Value = 2.37
 Population Discrepancy Function Value (F0) = 1.36
 90 Percent Confidence Interval for F0 = (1.01 ; 1.76)
 Root Mean Square Error of Approximation (RMSEA) = 0.098
 90 Percent Confidence Interval for RMSEA = (0.084 ; 0.11)
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Lampiran 7.(lanjutan)
Output Lisrel ver 8.70 Confirmatory Factor Analysis (CFA)

Expected Cross-Validation Index (ECVI) = 3.01
 90 Percent Confidence Interval for ECVI = (2.66 ; 3.41)
 ECVI for Saturated Model = 2.64
 ECVI for Independence Model = 34.72

Chi-Square for Independence Model with 171 Degrees of Freedom = 4962.34

Independence AIC = 5000.34
 Model AIC = 433.59
 Saturated AIC = 380.00
 Independence CAIC = 5075.89
 Model CAIC = 624.47
 Saturated CAIC = 1135.58

Normed Fit Index (NFI) = 0.93
 Non-Normed Fit Index (NNFI) = 0.95
 Parsimony Normed Fit Index (PNFI) = 0.77
 Comparative Fit Index (CFI) = 0.96
 Incremental Fit Index (IFI) = 0.96
 Relative Fit Index (RFI) = 0.92

Critical N (CN) = 78.82

Root Mean Square Residual (RMR) = 0.037
 Standardized RMR = 0.066
 Goodness of Fit Index (GFI) = 0.80
 Adjusted Goodness of Fit Index (AGFI) = 0.74
 Parsimony Goodness of Fit Index (PGFI) = 0.60

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
KUP1	CIM	7.9	0.19
KUP5	KEP	9.8	-0.27
KUP5	CIM	13.4	-0.29
KUP5	LUP	8.5	-0.36

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
KUP4	KUP2	10.0	0.09
PEH3	KUP5	9.3	0.10
CIM2	KEP2	8.1	-0.07
CIM4	CIM3	23.9	0.12
LUP1	KUP3	16.8	0.10
LUP1	KEP1	8.5	0.05
LUP1	KEP2	11.4	-0.07
LUP1	CIM2	36.2	0.17
LUP1	CIM3	12.0	-0.09

Lampiran 7.(lanjutan)
Output Lisrel ver 8.70 Confirmatory Factor Analysis (CFA)

Standardized Solution

LAMBDA-X

	KUP	PEH	KEP	CIM	LUP
KUP1	0.38	--	--	--	--
KUP2	0.43	--	--	--	--
KUP3	0.57	--	--	--	--
KUP4	0.68	--	--	--	--
KUP5	0.69	--	--	--	--
KUP6	0.66	--	--	--	--
PEH1	--	0.68	--	--	--
PEH2	--	0.80	--	--	--
PEH3	--	0.62	--	--	--
KEP1	--	--	0.60	--	--
KEP2	--	--	0.54	--	--
KEP3	--	--	0.58	--	--
CIM1	--	--	--	0.56	--
CIM2	--	--	--	0.56	--
CIM3	--	--	--	0.43	--
CIM4	--	--	--	0.46	--
CIM5	--	--	--	0.53	--
LUP1	--	--	--	--	0.48
LUP2	--	--	--	--	0.50

PHI

	KUP	PEH	KEP	CIM	LUP
KUP	1.00				
PEH	0.74	1.00			
KEP	0.70	0.66	1.00		
CIM	0.68	0.43	0.90	1.00	
LUP	0.84	0.67	0.90	0.93	1.00

Completely Standardized Solution

LAMBDA-X

	KUP	PEH	KEP	CIM	LUP
KUP1	0.61	--	--	--	--
KUP2	0.63	--	--	--	--
KUP3	0.73	--	--	--	--
KUP4	0.78	--	--	--	--

Lampiran 7.(lanjutan)
Output Lisrel ver 8.70 Confirmatory Factor Analysis (CFA)

KUP5	0.79	--	--	--	--
KUP6	0.78	--	--	--	--
PEH1	--	0.80	--	--	--
PEH2	--	0.86	--	--	--
PEH3	--	0.72	--	--	--
KEP1	--	--	0.87	--	--
KEP2	--	--	0.79	--	--
KEP3	--	--	0.85	--	--
CIM1	--	--	--	0.76	--
CIM2	--	--	--	0.70	--
CIM3	--	--	--	0.62	--
CIM4	--	--	--	0.69	--
CIM5	--	--	--	0.74	--
LUP1	--	--	--	--	0.68
LUP2	--	--	--	--	0.72

PHI

	KUP	PEH	KEP	CIM	LUP
KUP	1.00				
PEH	0.74	1.00			
KEP	0.70	0.66	1.00		
CIM	0.68	0.43	0.90	1.00	
LUP	0.84	0.67	0.90	0.93	1.00

THETA-DELTA

	KUP1	KUP2	KUP3	KUP4	KUP5	KUP6
KUP1	0.63					
KUP2	0.60	0.46				
KUP3	0.46	0.39	0.37			
KUP4	0.39	0.37	0.39	0.37		
KUP5				0.37	0.39	
KUP6						0.39

THETA-DELTA

	PEH1	PEH2	PEH3	KEP1	KEP2	KEP3
PEH1	0.36					
PEH2	0.27	0.49				
PEH3	0.49	0.24	0.38			
KEP1			0.38	0.27		
KEP2				0.27	0.38	
KEP3						0.27

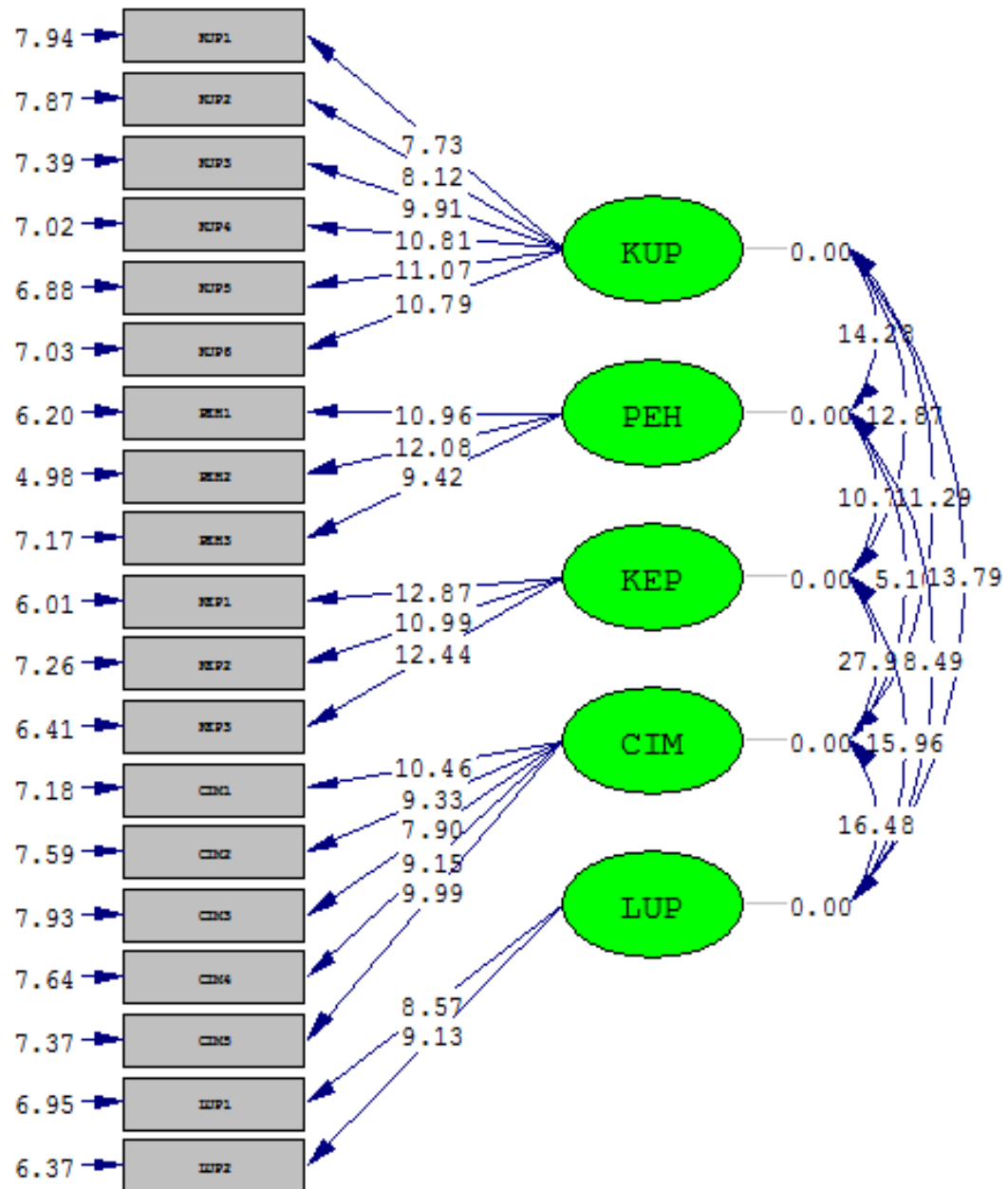
THETA-DELTA

	CIM1	CIM2	CIM3	CIM4	CIM5	LUP1
CIM1	0.42					
CIM2	0.51	0.62				
CIM3	0.62	0.52	0.45			
CIM4			0.45	0.53		
CIM5				0.53	0.45	
LUP1						0.53

THETA-DELTA

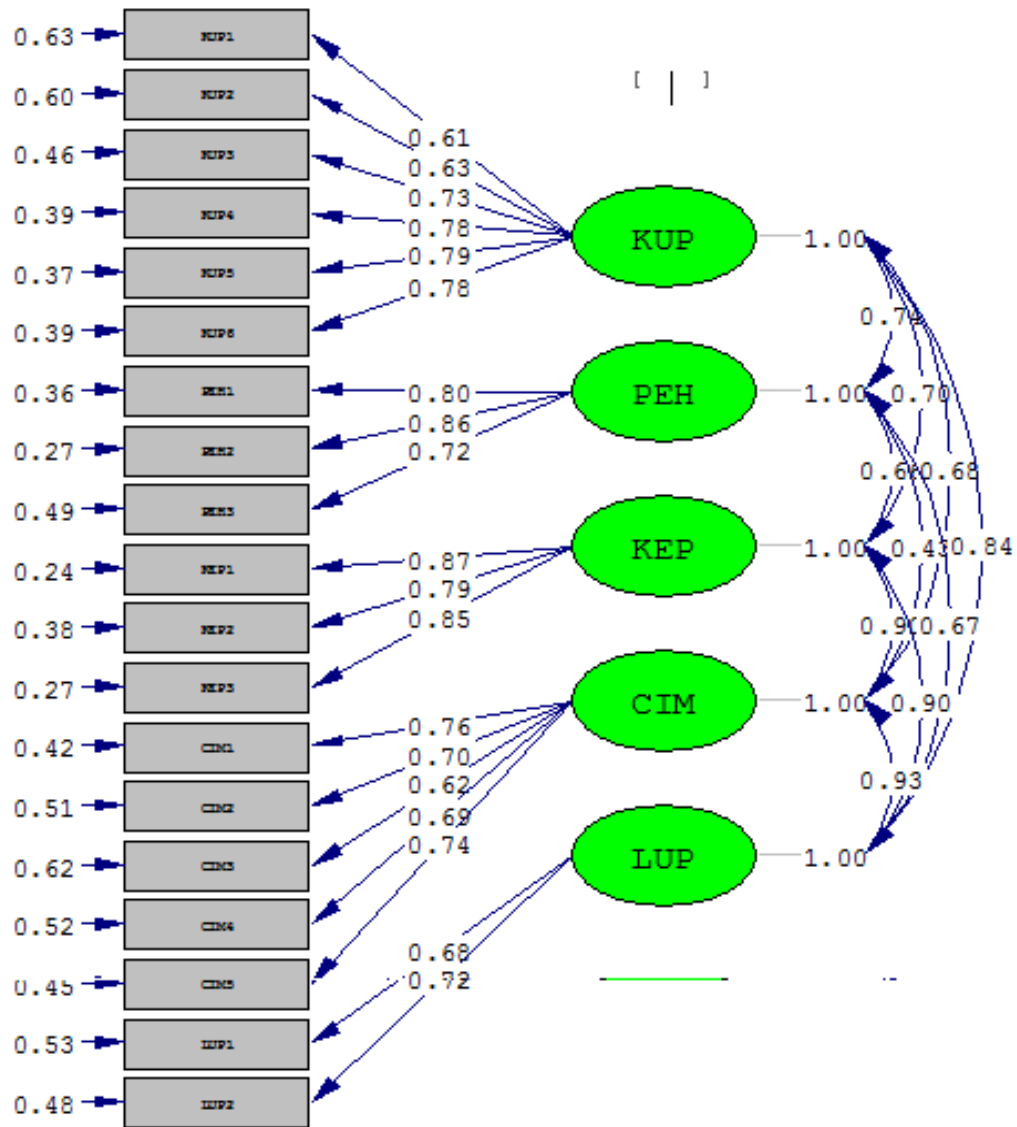
	LUP2
LUP2	0.48

Time used: 0.109 Seconds

Lampiran 8. *Path Diagram Confirmatory Factor Analysis (t-value)*

Lampiran 9.

Path Diagram Confirmatory Factor Analysis (SS)



Lampiran 10.
Output Lisrel ver.8.70 Model Struktural

DATE: 8/22/2015
TIME: 18:12

L I S R E L 8.70

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file C:\Mm\12.8.15\SEM\CFA1\trial_syntax.pr2:

Raw data from file data_cfa1.psf

Latent Variables KUP PEH KEP CIM LUP

Relationships

KUP1 = KUP

KUP2 = KUP

KUP3 = KUP

KUP4=KUP

KUP5=KUP

KUP6=KUP

PEH1=PEH

PEH2=PEH

PEH3=PEH

KEP1=KEP

KEP2=KEP

KEP3=KEP

CIM1=CIM

CIM2=CIM

CIM3=CIM

CIM4=CIM

CIM5=CIM

LUP1=LUP

LUP2=LUP

Lampiran 10 (lanjutan)
Output Lisrel ver.8.70 Model Struktural

KEP = KUP
 LUP = KUP KEP PEH CIM
 CIM = KUP
 set error covariance of CIM and KEP free
 set error covariance of LUP1 and CIM2 free
 set error covariance of CIM4 and CIM3 free
 set error covariance of LUP1 and KEP1 free
 set error covariance of KUP4 and KUP2 free
 set error covariance of PEH3 and KUP5 free
 set error covariance of LUP2 and CIM2 free
 set error covariance of CIM3 and CIM1 free

Options SC
 PATH DIAGRAM
 END OF PROGRAM

Sample Size = 145

Covariance Matrix

	KEP1	KEP2	KEP3	CIM1	CIM2	CIM3
KEP1	0.47					
KEP2	0.32	0.47				
KEP3	0.34	0.33	0.47			
CIM1	0.34	0.28	0.32	0.55		
CIM2	0.29	0.21	0.28	0.31	0.64	
CIM3	0.22	0.24	0.20	0.19	0.22	0.48
CIM4	0.23	0.20	0.21	0.24	0.31	0.30
CIM5	0.30	0.27	0.31	0.32	0.27	0.25
LUP1	0.31	0.18	0.26	0.25	0.38	0.12
LUP2	0.27	0.23	0.24	0.22	0.28	0.21
KUP1	0.18	0.22	0.20	0.23	0.13	0.17
KUP2	0.17	0.17	0.19	0.20	0.10	0.18
KUP3	0.28	0.27	0.25	0.21	0.27	0.18
KUP4	0.29	0.26	0.27	0.29	0.22	0.22
KUP5	0.23	0.22	0.22	0.20	0.15	0.18
KUP6	0.28	0.25	0.27	0.24	0.14	0.19
PEH1	0.29	0.24	0.29	0.19	0.18	0.13
PEH2	0.29	0.26	0.29	0.17	0.11	0.13
PEH3	0.25	0.21	0.25	0.19	0.16	0.10

Covariance Matrix

CIM4	CIM5	LUP1	LUP2	KUP1	KUP2
------	------	------	------	------	------

Lampiran 10 (lanjutan)
Output Lisrel ver.8.70 Model Struktural

CIM4	0.45						
CIM5	0.21	0.51					
LUP1	0.22	0.22	0.50				
LUP2	0.22	0.24	0.24	0.48			
KUP1	0.17	0.18	0.14	0.18	0.38		
KUP2	0.14	0.20	0.11	0.15	0.20	0.47	
KUP3	0.17	0.22	0.31	0.32	0.23	0.23	
KUP4	0.22	0.31	0.24	0.29	0.24	0.36	
KUP5	0.18	0.26	0.20	0.31	0.23	0.29	
KUP6	0.19	0.23	0.20	0.32	0.25	0.24	
PEH1	0.10	0.23	0.26	0.23	0.17	0.23	
PEH2	0.12	0.18	0.23	0.27	0.21	0.23	
PEH3	0.12	0.24	0.24	0.16	0.13	0.20	

Covariance Matrix

	KUP3	KUP4	KUP5	KUP6	PEH1	PEH2
KUP3	0.61					
KUP4	0.36	0.75				
KUP5	0.40	0.47	0.76			
KUP6	0.38	0.46	0.48	0.71		
PEH1	0.31	0.31	0.39	0.35	0.72	
PEH2	0.29	0.36	0.47	0.43	0.53	0.87
PEH3	0.20	0.30	0.42	0.26	0.42	0.51

Covariance Matrix

	PEH3
PEH3	0.74

Number of Iterations = 14

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$\text{KEP1} = 0.59 * \text{KEP}, \text{ Errorvar.} = 0.12, R^2 = 0.74$$

(0.020)
6.12

$$\text{KEP2} = 0.55 * \text{KEP}, \text{ Errorvar.} = 0.16, R^2 = 0.65$$

Lampiran 10 (lanjutan)
Output Lisrel ver.8.70 Model Struktural

(0.047)	(0.023)
11.80	6.99
KEP3 = 0.57*KEP, Errorvar.= 0.14 , R ² = 0.71	
(0.045)	(0.021)
12.66	6.49
CIM1 = 0.59*CIM, Errorvar.= 0.20 , R ² = 0.64	
(0.031)	
6.42	
CIM2 = 0.50*CIM, Errorvar.= 0.38 , R ² = 0.40	
(0.065)	(0.048)
7.79	7.79
CIM3 = 0.44*CIM, Errorvar.= 0.29 , R ² = 0.40	
(0.064)	(0.038)
6.87	7.49
CIM4 = 0.42*CIM, Errorvar.= 0.27 , R ² = 0.40	
(0.055)	(0.035)
7.67	7.75
CIM5 = 0.55*CIM, Errorvar.= 0.21 , R ² = 0.59	
(0.057)	(0.030)
9.75	7.02
LUP1 = 0.46*LUP, Errorvar.= 0.28 , R ² = 0.43	
(0.039)	
7.36	
LUP2 = 0.53*LUP, Errorvar.= 0.20 , R ² = 0.58	
(0.070)	(0.037)
7.60	5.53
KUP1 = 0.38*KUP, Errorvar.= 0.24 , R ² = 0.38	
(0.049)	(0.030)
7.81	7.93
KUP2 = 0.40*KUP, Errorvar.= 0.30 , R ² = 0.35	
(0.054)	(0.038)
7.38	7.94
KUP3 = 0.58*KUP, Errorvar.= 0.27 , R ² = 0.56	
(0.057)	(0.037)
10.17	7.29

Lampiran 10 (lanjutan)
Output Lisrel ver.8.70 Model Struktural

KUP4 = 0.65*KUP, Errorvar.= 0.33 , R² = 0.56
 (0.064) (0.046)
 10.15 7.27

KUP5 = 0.69*KUP, Errorvar.= 0.30 , R² = 0.61
 (0.063) (0.042)
 10.92 7.00

KUP6 = 0.67*KUP, Errorvar.= 0.26 , R² = 0.64
 (0.060) (0.038)
 11.16 6.84

PEH1 = 0.68*PEH, Errorvar.= 0.26 , R² = 0.64
 (0.063) (0.044)
 10.84 5.89

PEH2 = 0.80*PEH, Errorvar.= 0.24 , R² = 0.72
 (0.068) (0.050)
 11.78 4.79

PEH3 = 0.61*PEH, Errorvar.= 0.36 , R² = 0.50
 (0.065) (0.051)
 9.29 7.08

Error Covariance for CIM3 and CIM1 = -0.07
 (0.022)
 -2.99

Error Covariance for CIM4 and CIM3 = 0.11
 (0.029)
 3.75

Error Covariance for LUP1 and KEP1 = 0.058
 (0.018)
 3.32

Error Covariance for LUP1 and CIM2 = 0.19
 (0.033)
 5.74

Error Covariance for LUP2 and CIM2 = 0.086
 (0.028)
 3.03

Error Covariance for KUP4 and KUP2 = 0.096
 (0.031)
 3.06

Lampiran 10 (lanjutan)
Output Lisrel ver.8.70 Model Struktural

Error Covariance for PEH3 and KUP5 = 0.094

(0.033)
2.81

Structural Equations

KEP = 0.73*KUP, Errorvar.= 0.46 , R² = 0.54

(0.087) (0.089)
8.41 5.21

CIM = 0.66*KUP, Errorvar.= 0.56 , R² = 0.44

(0.094) (0.12)
7.08 4.83

LUP = 0.36*KEP + 0.096*CIM + 0.54*KUP + 0.015*PEH, Errorvar.= 0.13 , R² = 0.87

(0.28) (0.26) (0.15) (0.11) (0.096)
1.26 0.37 3.71 0.14 1.35

Error Covariance for CIM and KEP = 0.43

(0.079)
5.41

Reduced Form Equations

KEP = 0.73*KUP + 0.0*PEH, Errorvar.= 0.46, R² = 0.54

(0.087)
8.41

CIM = 0.66*KUP + 0.0*PEH, Errorvar.= 0.56, R² = 0.44

(0.094)
7.08

LUP = 0.87*KUP + 0.015*PEH, Errorvar.= 0.22, R² = 0.78

(0.14) (0.11)
6.13 0.14

Correlation Matrix of Independent Variables

	KUP	PEH
KUP	1.00	
PEH	0.76	1.00
	(0.05)	
	15.24	

Lampiran 10 (lanjutan)
Output Lisrel ver.8.70 Model Struktural

Covariance Matrix of Latent Variables

	KEP	CIM	LUP	KUP	PEH
KEP	1.00				
CIM	0.92	1.00			
LUP	0.85	0.79	1.00		
KUP	0.73	0.66	0.88	1.00	
PEH	0.55	0.50	0.67	0.76	1.00

Goodness of Fit Statistics

Degrees of Freedom = 137

Minimum Fit Function Chi-Square = 246.20 (P = 0.00)

Normal Theory Weighted Least Squares Chi-Square = 223.56 (P = 0.00)

Estimated Non-centrality Parameter (NCP) = 86.56

90 Percent Confidence Interval for NCP = (49.50 ; 131.53)

Minimum Fit Function Value = 1.71

Population Discrepancy Function Value (F0) = 0.60

90 Percent Confidence Interval for F0 = (0.34 ; 0.91)

Root Mean Square Error of Approximation (RMSEA) = 0.066

90 Percent Confidence Interval for RMSEA = (0.050 ; 0.082)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.049

Expected Cross-Validation Index (ECVI) = 2.29

90 Percent Confidence Interval for ECVI = (2.03 ; 2.60)

ECVI for Saturated Model = 2.64

ECVI for Independence Model = 34.72

Chi-Square for Independence Model with 171 Degrees of Freedom = 4962.34

Independence AIC = 5000.34

Model AIC = 329.56

Saturated AIC = 380.00

Independence CAIC = 5075.89

Model CAIC = 540.33

Saturated CAIC = 1135.58

Normed Fit Index (NFI) = 0.95

Non-Normed Fit Index (NNFI) = 0.97

Parsimony Normed Fit Index (PNFI) = 0.76

Comparative Fit Index (CFI) = 0.98

Incremental Fit Index (IFI) = 0.98

Relative Fit Index (RFI) = 0.94

Critical N (CN) = 105.36

Lampiran 10 (lanjutan)
Output Lisrel ver.8.70 Model Struktural

Root Mean Square Residual (RMR) = 0.034
 Standardized RMR = 0.061
 Goodness of Fit Index (GFI) = 0.86
 Adjusted Goodness of Fit Index (AGFI) = 0.81
 Parsimony Goodness of Fit Index (PGFI) = 0.62

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
KEP	LUP	17.3	26.53
CIM	LUP	11.5	-23.46
KEP	PEH	17.3	0.41
CIM	PEH	11.5	-0.36

Standardized Solution

LAMBDA-Y

	KEP	CIM	LUP
KEP1	0.59	--	--
KEP2	0.55	--	--
KEP3	0.57	--	--
CIM1	--	0.59	--
CIM2	--	0.50	--
CIM3	--	0.44	--
CIM4	--	0.42	--
CIM5	--	0.55	--
LUP1	--	--	0.46
LUP2	--	--	0.53

LAMBDA-X

	KUP	PEH
KUP1	0.38	--
KUP2	0.40	--
KUP3	0.58	--
KUP4	0.65	--
KUP5	0.69	--
KUP6	0.67	--
PEH1	--	0.68
PEH2	--	0.80
PEH3	--	0.61

BETA

	KEP	CIM	LUP
--	-----	-----	-----

Lampiran 10 (lanjutan)
Output Lisrel ver.8.70 Model Struktural

```

-----
KEP   --   --   --
CIM   --   --   --
LUP   0.36  0.10  --

```

GAMMA

```

      KUP   PEH
-----
KEP   0.73   --
CIM   0.66   --
LUP   0.54   0.02

```

Correlation Matrix of ETA and KSI

```

      KEP   CIM   LUP   KUP   PEH
-----
KEP   1.00
CIM   0.92   1.00
LUP   0.85   0.79   1.00
KUP   0.73   0.66   0.88   1.00
PEH   0.55   0.50   0.67   0.76   1.00

```

PSI

```

      KEP   CIM   LUP
-----
KEP   0.46
CIM   0.43   0.56
LUP   --   --   0.13

```

Regression Matrix ETA on KSI (Standardized)

```

      KUP   PEH
-----
KEP   0.73   --
CIM   0.66   --
LUP   0.87   0.02

```

Completely Standardized Solution

LAMBDA-Y

```

      KEP   CIM   LUP
-----
KEP1   0.86   --   --
KEP2   0.81   --   --
KEP3   0.84   --   --
CIM1   --   0.80  --

```

Lampiran 10 (lanjutan)
Output Lisrel ver.8.70 Model Struktural

CIM2	--	0.64	--
CIM3	--	0.63	--
CIM4	--	0.63	--
CIM5	--	0.77	--
LUP1	--	--	0.65
LUP2	--	--	0.76

LAMBDA-X

	KUP	PEH
	-----	-----
KUP1	0.61	--
KUP2	0.59	--
KUP3	0.75	--
KUP4	0.75	--
KUP5	0.78	--
KUP6	0.80	--
PEH1	--	0.80
PEH2	--	0.85
PEH3	--	0.71

BETA

	KEP	CIM	LUP
	-----	-----	-----
KEP	--	--	--
CIM	--	--	--
LUP	0.36	0.10	--

GAMMA

	KUP	PEH
	-----	-----
KEP	0.73	--
CIM	0.66	--
LUP	0.54	0.02

Correlation Matrix of ETA and KSI

	KEP	CIM	LUP	KUP	PEH
	-----	-----	-----	-----	-----
KEP	1.00				
CIM	0.92	1.00			
LUP	0.85	0.79	1.00		
KUP	0.73	0.66	0.88	1.00	
PEH	0.55	0.50	0.67	0.76	1.00

PSI

	KEP	CIM	LUP
	-----	-----	-----

Lampiran 10 (lanjutan)
Output Lisrel ver.8.70 Model Struktural

KEP	0.46		
CIM	0.43	0.56	
LUP	--	--	0.13

THETA-EPS

	KEP1	KEP2	KEP3	CIM1	CIM2	CIM3
KEP1	0.26					
KEP2	--	0.35				
KEP3	--	--	0.29			
CIM1	--	--	--	0.36		
CIM2	--	--	--	--	0.60	
CIM3	--	--	--	-0.13	--	0.60
CIM4	--	--	--	--	--	0.23
CIM5	--	--	--	--	--	--
LUP1	0.12	--	--	--	0.34	--
LUP2	--	--	--	--	0.16	--

THETA-EPS

	CIM4	CIM5	LUP1	LUP2
CIM4	0.60			
CIM5	--	0.41		
LUP1	--	--	0.57	
LUP2	--	--	--	0.42

THETA-DELTA

	KUP1	KUP2	KUP3	KUP4	KUP5	KUP6
KUP1	0.62					
KUP2	--	0.65				
KUP3	--	--	0.44			
KUP4	--	0.16	--	0.44		
KUP5	--	--	--	--	0.39	
KUP6	--	--	--	--	--	0.36
PEH1	--	--	--	--	--	--
PEH2	--	--	--	--	--	--
PEH3	--	--	--	--	0.13	--

THETA-DELTA

	PEH1	PEH2	PEH3
PEH1	0.36		
PEH2	--	0.28	
PEH3	--	--	0.50

Regression Matrix ETA on KSI (Standardized)

Lampiran 10 (lanjutan)
Output Lisrel ver.8.70 Model Struktural

	KUP	PEH
KEP	0.73	--
CIM	0.66	--
LUP	0.87	0.02

Time used: 0.109 Seconds

Lampiran 11

Path Diagram Model Struktural

