

Lampiran 1
Kuesioner Penelitian

A. Karakteristik Responden

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

1. Jenis kelamin

- Laki-laki Perempuan

2. Usia

- ≤ 20 tahun 31 – 40 tahun
 21 – 30 tahun > 40 tahun

3. Pendidikan formal terakhir

- SD / sederajat SMA / sederajat S1 S3
 SMP / sederajat D3 S2

4. Pekerjaan

- Pelajar / mahasiswa Ibu rumah tangga
 Pegawai swasta Tidak / belum bekerja
 Pegawai negeri sipil Lainnya
 Profesional

5. Pengeluaran perbulan diluar belanja rutin bulanan

- < Rp. 1.000.000 Rp. 5.000.001 – Rp. 7.000.00
 Rp. 1.000.000 – Rp. 3.000.000 Rp. 7.000.001 – Rp. 10.000.000
 Rp. 3.000.001 – Rp. 5.000.000 > Rp. 10.000.000

6. Lama bergabung di Fitness First cabang Oakwood

- 6 bulan – 1 tahun 1 tahun – 2 tahun
 > 2 tahun

B. Pernyataan

Berikan tanda centang (√) atau silang (X) pada satu pilihan yang sesuai dengan keseluruhan penilaian anda pada saat dan setelah anda melakukan fitness di Fitness First cabang Oakwood.

Keterangan:

STS : Sangat Tidak Setuju S : Setuju
 TS : Tidak Setuju SS : Sangat Setuju
 N : Netral

No	Pernyataan	STS	TS	N	S	SS
1.	Desain interior di Fitness First cabang Oakwood membuat anda merasa nyaman					
2.	Suara musik di Fitness First cabang Oakwood membuat anda lebih bersemangat					
3.	Sirkulasi udara di Fitness First cabang Oakwood terjaga dengan baik					
4.	Kondisi peralatan di Fitness First cabang Oakwood terjaga dengan baik					
5.	Kebersihan di Fitness First cabang Oakwood terjaga dengan baik					
6.	Anda merasa senang fitness di Fitness First cabang Oakwood					
7.	Anda merasa semangat fitness di Fitness First cabang Oakwood					
8.	Anda merasa puas fitness di Fitness First cabang Oakwood					
9.	Anda merasa rileks fitness di Fitness First cabang Oakwood					
10.	Fitness di Fitness First cabang Oakwood merupakan solusi untuk mengurangi perasaan negatif (stress, jenuh atau sedih)					
No	Pernyataan	STS	TS	N	S	SS
11.	Kelas-kelas yang ditawarkan di Fitness First					

	cabang Oakwood menarik					
12.	Fitness First menggunakan peralatan yang <i>up to date</i>					
13.	Promosi yang ditawarkan Fitness First menarik					
14.	Aktifitas fitness yang dilakukan cocok dengan gaya hidup anda					
15.	Anda dapat bertukar pengalaman dengan orang lain yang memiliki minat yang sama					
16.	Lokasi Fitness First cabang Oakwood strategis sehingga mudah dicapai					
17.	Fitness First merupakan <i>fitness centre</i> yang terbaik					
18.	Pengalaman fitness di Fitness First kerap muncul dalam obrolan bersama kerabat (teman, rekan, kolega atau keluarga)					
19.	Informasi terkait Fitness First sering muncul di berbagai media elektronik					
20.	Fitness di Fitness First merupakan keputusan yang benar					
21.	Secara keseluruhan produk/jasa yang ditawarkan (fasilitas, kelas, dsb) sesuai dengan harapan anda					
22.	Secara keseluruhan pelayanan yang ditawarkan (keramahan, kesigapan karyawan, dsb) sesuai dengan harapan anda					
23.	Anda lebih menyukai Fitness First dibandingkan dengan <i>fitness centre</i> lainnya					
24.	Anda berkeinginan untuk selalu menjadi anggota di Fitness First					
No	Pernyataan	STS	TS	N	S	SS
25.	Anda akan merekomendasikan Fitness First kepada orang lain					

26.	Anda akan menceritakan hal-hal positif tentang Fitness First					
27.	Anda akan mengajak orang lain untuk fitness di Fitness First					

Lampiran 2
Frekuensi Demografi

No	Karakteristik Demografi	Kategori	Frekuensi (orang)
1	Jenis Kelamin	1.1 Laki-laki	97
		1.2 Perempuan	43
2	Usia	2.1 ≤ 20	14
		2.2 21-30	45
		2.3 31-40	63
		2.4 > 40	18
3	Pendidikan Formal Terakhir	3.1 SD	0
		3.2 SMP	0
		3.3 SMA	14
		3.4 D3	20
		3.5 S1	84
		3.6 S2	22
		3.7 S3	0
4	Pekerjaan	4.1 Pelajar/Mahasiswa	11
		4.2 P.Swasta	80
		4.3 PNS	14
		4.4 Profesional	29
		4.5 IRT	6
		4.6 Belum Bekerja	0
		4.7 Lainnya	0
5	Pengeluaran Perbulan diluar Belanja Rutin	5.1 < 1 juta	0
		5.2 1-3 juta	7
		5.3 3-5 juta	41

No	Karateristik Demografi	Kategori	Frekuensi (orang)
		5.4 5-7 juta 5.5 7-10 juta 5.6 > 10 juta	48 29 15
6	Lama Bergabung	6.1 6 bulan – 1 tahun 6.2 1 tahun – 2 tahun 6.3 > 2 tahun	31 67 42

Lampiran 3
Tabulasi data pretest

Responden	EMS1	EMS2	EMS3	EMS4	EMS5	EMF1	EMF2	EMF3	EMF4	EMT1	EMT2	EMT3	EMT4	EMA1	EMA2	EMA3	EMR1	EMR2	EMR3	21	22	23	24	25	26	27	28	Total
	EXPERIENTIAL MARKETING																			KEPUASAN			LOYALITAS					
1	4	4	4	4	5	5	4	5	4	4	4	4	4	5	4	4	3	4	3	5	4	4	4	4	5	4	4	112
2	4	4	5	4	4	4	5	5	4	4	5	4	5	4	4	4	4	3	4	4	4	4	5	4	4	4	4	113
3	4	5	4	5	5	5	5	5	5	4	4	4	4	5	4	4	3	3	4	4	5	5	4	4	4	4	4	116
4	3	3	3	4	4	3	4	3	4	4	4	3	4	4	4	3	3	4	3	4	4	4	4	5	5	4	4	101
5	4	4	3	3	4	4	3	4	4	4	4	3	4	3	3	3	4	3	4	3	3	3	3	4	3	3	4	93
6	3	3	3	3	3	3	3	3	4	4	3	3	4	3	3	3	3	3	3	3	3	4	3	3	3	3	3	86
7	4	4	4	4	5	5	4	4	5	4	4	4	4	5	4	4	4	4	4	4	4	5	5	4	5	4	4	115
8	4	4	4	4	4	3	3	4	4	3	4	4	3	4	3	4	4	4	3	3	3	4	3	3	3	3	4	96
9	5	5	5	5	4	4	4	4	5	4	5	4	4	4	5	4	3	3	3	4	5	4	5	4	5	4	5	116
10	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	108
11	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	106
12	3	4	3	4	3	4	3	2	2	4	2	3	4	3	2	2	4	3	3	3	3	3	3	3	3	4	3	83
13	4	4	4	4	4	4	4	4	4	3	4	4	3	3	3	4	4	3	3	4	4	4	4	4	4	4	4	102
14	4	3	4	4	4	3	3	3	3	4	4	4	4	3	3	4	3	4	4	3	4	4	4	4	4	4	4	98
15	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	108
16	4	4	3	4	3	4	3	3	4	4	4	4	4	3	3	3	2	3	3	4	3	3	3	3	3	4	4	94
17	3	3	2	2	2	3	3	3	3	2	3	3	3	2	2	2	3	3	3	3	3	3	3	3	3	3	3	74
18	4	4	4	4	4	5	4	4	5	4	4	5	5	4	5	4	5	4	4	4	4	4	4	4	4	4	4	115
19	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	108
20	3	4	3	4	4	3	3	3	3	3	4	3	4	3	3	3	3	3	4	4	3	3	3	4	3	3	4	91
21	4	3	4	4	3	4	4	4	3	3	3	4	4	4	4	4	4	3	4	4	4	4	3	4	4	4	4	99
22	4	4	3	4	3	3	3	3	3	2	4	4	3	3	3	4	4	3	4	4	3	4	4	3	4	3	4	91
23	3	3	3	3	2	4	2	3	3	3	4	4	3	4	3	4	3	5	4	4	4	4	4	4	4	4	4	91
24	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	107
25	4	4	4	4	5	4	4	4	5	5	5	4	4	4	4	4	4	5	4	4	4	4	4	5	4	4	4	118
26	4	4	4	4	4	4	5	5	4	4	4	4	4	5	5	5	4	4	4	4	4	4	4	4	4	4	4	115
27	4	4	4	3	3	3	3	3	5	4	4	4	4	3	4	4	3	4	4	4	4	3	4	4	4	4	4	99
28	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	4	4	4	4	4	4	4	4	109
29	4	4	4	4	4	5	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	112
30	4	4	5	4	5	4	4	4	5	5	5	4	4	4	4	4	3	3	4	4	4	4	5	4	5	4	5	114

Lampiran 4

Output SPSS ver 22, Validity dan Reliability Test pada PretestSense
Factor AnalysisCorrelation Matrix^a

		EMS1	EMS2	EMS3	EMS4	EMS5
Correlation	EMS1	1.000	.639	.753	.567	.488
	EMS2	.639	1.000	.507	.650	.544
	EMS3	.753	.507	1.000	.628	.631
	EMS4	.567	.650	.628	1.000	.635
	EMS5	.488	.544	.631	.635	1.000
Sig. (1-tailed)	EMS1		.000	.000	.001	.003
	EMS2	.000		.002	.000	.001
	EMS3	.000	.002		.000	.000
	EMS4	.001	.000	.000		.000
	EMS5	.003	.001	.000	.000	

a. Determinant = .056

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.771
Bartlett's Test of Sphericity	Approx. Chi-Square
	76.235
	df
	10
	Sig.
	.000

Anti-image Matrices

		EMS1	EMS2	EMS3	EMS4	EMS5
Anti-image Covariance	EMS1	.337	-.169	-.202	.004	.057
	EMS2	-.169	.439	.077	-.163	-.100
	EMS3	-.202	.077	.316	-.090	-.144
	EMS4	.004	-.163	-.090	.421	-.125
	EMS5	.057	-.100	-.144	-.125	.482
Anti-image Correlation	EMS1	.721 ^a	-.440	-.617	.010	.141
	EMS2	-.440	.764 ^a	.208	-.380	-.217
	EMS3	-.617	.208	.722 ^a	-.246	-.370

	EMS4	.010	-.380	-.246	.845 ^a	-.277
	EMS5	.141	-.217	-.370	-.277	.827 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
EMS1	1.000	.699
EMS2	1.000	.648
EMS3	1.000	.731
EMS4	1.000	.711
EMS5	1.000	.631

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	3.419	68.387	68.387	3.419	68.387	68.387
2	.560	11.210	79.596			
3	.519	10.376	89.973			
4	.329	6.589	96.562			
5	.172	3.438	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
EMS1	.836
EMS2	.805
EMS3	.855
EMS4	.843
EMS5	.794

Extraction Method:

Principal Component

Analysis.

a. 1 components

extracted.

Sense Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.871	.884	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
EMS1	15.33	4.575	.723	.663	.846
EMS2	15.30	4.493	.680	.561	.851
EMS3	15.40	3.766	.754	.684	.829
EMS4	15.30	4.148	.747	.579	.833
EMS5	15.33	3.540	.687	.518	.860

Feel Factor Analysis

Correlation Matrix^a

		EMF1	EMF2	EMF3	EMF4
Correlation	EMF1	1.000	.527	.594	.402
	EMF2	.527	1.000	.803	.494
	EMF3	.594	.803	1.000	.543
	EMF4	.402	.494	.543	1.000

Sig. (1-tailed)	EMF1		.001	.000	.014
	EMF2	.001		.000	.003
	EMF3	.000	.000		.001
	EMF4	.014	.003	.001	

a. Determinant = .156

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.760
Bartlett's Test of Sphericity	Approx. Chi-Square	49.769
	df	6
	Sig.	.000

Anti-image Matrices

		EMF1	EMF2	EMF3	EMF4
Anti-image Covariance	EMF1	.633	-.043	-.131	-.070
	EMF2	-.043	.348	-.215	-.052
	EMF3	-.131	-.215	.298	-.106
	EMF4	-.070	-.052	-.106	.688
Anti-image Correlation	EMF1	.877 ^a	-.092	-.301	-.107
	EMF2	-.092	.715 ^a	-.667	-.106
	EMF3	-.301	-.667	.686 ^a	-.235
	EMF4	-.107	-.106	-.235	.900 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
EMF1	1.000	.679
EMF2	1.000	.767
EMF3	1.000	.829
EMF4	1.000	.626

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	2.701	67.524	67.524	2.701	67.524	67.524
2	.605	15.119	82.643			
3	.504	12.607	95.250			
4	.190	4.750	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
EMF1	.761
EMF2	.876
EMF3	.911
EMF4	.725

Extraction Method:

Principal Component
Analysis.

a. 1 components
extracted.

**Feel
Reliability****Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.835	.836	4

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
EMF1	11.43	3.564	.588	.367	.823
EMF2	11.63	3.137	.740	.652	.757
EMF3	11.57	2.944	.800	.702	.727
EMF4	11.37	3.344	.551	.312	.845

Think
Factor Analysis

Correlation Matrix^a

		EMT1	EMT2	EMT3	EMT5
Correlation	EMT1	1.000	.360	.242	.607
	EMT2	.360	1.000	.464	.290
	EMT3	.242	.464	1.000	.230
	EMT5	.607	.290	.230	1.000
Sig. (1-tailed)	EMT1		.025	.099	.000
	EMT2	.025		.005	.060
	EMT3	.099	.005		.111
	EMT5	.000	.060	.111	

a. Determinant = .422

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.630
Bartlett's Test of Sphericity	Approx. Chi-Square
	23.181
	df
	6
	Sig.
	.001

Anti-image Matrices

		EMT1	EMT2	EMT3	EMT5
Anti-image Covariance	EMT1	.594	-.135	-.023	-.340
	EMT2	-.135	.717	-.305	-.039
	EMT3	-.023	-.305	.774	-.051
	EMT5	-.340	-.039	-.051	.622
Anti-image Correlation	EMT1	.610 ^a	-.206	-.034	-.559
	EMT2	-.206	.667 ^a	-.410	-.058
	EMT3	-.034	-.410	.651 ^a	-.074
	EMT5	-.559	-.058	-.074	.612 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
EMT1	1.000	.620
EMT2	1.000	.618
EMT3	1.000	.698
EMT5	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	2.104	52.604	52.604	2.104	52.604	52.604
2	.979	24.476	77.080			
3	.533	13.316	90.397			
4	.384	9.603	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
EMT1	.787
EMT2	.720
EMT3	.631
EMT5	.754

Extraction Method:

Principal Component

Analysis.

a. 1 components

extracted.

Think Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.692	.697	4

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
EMT1	11.67	1.402	.543	.406	.685
EMT2	11.50	1.569	.473	.283	.633
EMT3	11.57	2.047	.403	.226	.674
EMT5	11.57	1.771	.524	.378	.604

Act Factor Analysis

Correlation Matrix^a

		EMA1	EMA2	EMA3
Correlation	EMA1	1.000	.717	.622
	EMA2	.717	1.000	.702
	EMA3	.622	.702	1.000
Sig. (1-tailed)	EMA1		.000	.000
	EMA2	.000		.000
	EMA3	.000	.000	

a. Determinant = .232

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.725
Bartlett's Test of Sphericity	Approx. Chi-Square	39.685
	df	3
	Sig.	.000

Anti-image Matrices

		EMA1	EMA2	EMA3
Anti-image Covariance	EMA1	.458	-.209	-.112
	EMA2	-.209	.379	-.200
	EMA3	-.112	-.200	.478
Anti-image Correlation	EMA1	.744 ^a	-.503	-.239
	EMA2	-.503	.681 ^a	-.469
	EMA3	-.239	-.469	.760 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
EMA1	1.000	.771
EMA2	1.000	.831
EMA3	1.000	.759

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	2.362	78.734	78.734	2.362	78.734	78.734
2	.378	12.608	91.342			
3	.260	8.658	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
EMA1	.878
EMA2	.912
EMA3	.871

Act Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.862	.865	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
EMA1	7.43	1.633	.730	.542	.816
EMA2	7.57	1.564	.788	.621	.758
EMA3	7.47	1.982	.715	.522	.835

Relate
Factor Analysis

Correlation Matrix^a

		EMR1	EMR2	EMR3
Correlation	EMR1	1.000	.322	.484
	EMR2	.322	1.000	.453
	EMR3	.484	.453	1.000
Sig. (1-tailed)	EMR1		.042	.003
	EMR2	.042		.006
	EMR3	.003	.006	

a. Determinant = .598

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.639
Bartlett's Test of Sphericity	Approx. Chi-Square
	13.969
	df
	3
	Sig.
	.003

Anti-image Matrices

		EMR1	EMR2	EMR3
Anti-image Covariance	EMR1	.752	-.100	-.284
	EMR2	-.100	.781	-.259
	EMR3	-.284	-.259	.667
Anti-image Correlation	EMR1	.655 ^a	-.131	-.401
	EMR2	-.131	.679 ^a	-.359
	EMR3	-.401	-.359	.603 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
EMR1	1.000	.586
EMR2	1.000	.652
EMR3	1.000	.704

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	1.843	61.430	61.430	1.843	61.430	61.430
2	.680	22.659	84.089			
3	.477	15.911	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
EMR1	.766
EMR2	.743
EMR3	.839

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

**Relate
Reliability****Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.671	.684	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
EMR1	7.33	1.057	.461	.248	.613
EMR2	7.27	1.099	.439	.219	.640
EMR3	7.20	1.200	.577	.333	.687

Factor Analysis
Kepuasan Konsumen

Correlation Matrix^a

		KK1	KK2	KK3
Correlation	KK1	1.000	.410	.348
	KK2	.410	1.000	.436
	KK3	.348	.436	1.000
Sig. (1-tailed)	KK1		.012	.030
	KK2	.012		.008
	KK3	.030	.008	

a. Determinant = .645

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.654
Bartlett's Test of Sphericity	Approx. Chi-Square
	11.922
	df
	3
	Sig.
	.008

Anti-image Matrices

		KK1	KK2	KK3
Anti-image Covariance	KK1	.796	-.234	-.162
	KK2	-.234	.734	-.259
	KK3	-.162	-.259	.775
Anti-image Correlation	KK1	.680 ^a	-.306	-.206
	KK2	-.306	.629 ^a	-.343
	KK3	-.206	-.343	.660 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KK1	1.000	.661
KK2	1.000	.648
KK3	1.000	.689

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	1.798	59.919	59.919	1.798	59.919	59.919
2	.654	21.791	81.710			
3	.549	18.290	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
KK1	.749
KK2	.805
KK3	.767

Extraction Method:

Principal Component

Analysis.

a. 1 components

extracted.

Kepuasan Konsumen Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.662	.665	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
KK1	7.77	1.289	.449	.204	.607
KK2	7.53	.947	.516	.266	.610
KK3	7.63	1.068	.472	.225	.668

Factor Analysis Loyalitas Konsumen

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.732
Bartlett's Test of Sphericity	Approx. Chi-Square
	66.740
	df
	10
	Sig.
	.000

Anti-image Matrices

		VAR00001	VAR00002	VAR00003	VAR00004	VAR00005
Anti-image Covariance	VAR00001	.251	.105	-.141	-.165	-.156
	VAR00002	.105	.751	-.143	-.123	-.122
	VAR00003	-.141	-.143	.322	-.037	-.072
	VAR00004	-.165	-.123	-.037	.626	.121
	VAR00005	-.156	-.122	-.072	.121	.388
Anti-image Correlation	VAR00001	.679 ^a	.241	-.496	-.417	-.501
	VAR00002	.241	.677 ^a	-.290	-.179	-.227
	VAR00003	-.496	-.290	.799 ^a	-.081	-.204
	VAR00004	-.417	-.179	-.081	.727 ^a	.245
	VAR00005	-.501	-.227	-.204	.245	.756 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
VAR00001	1.000	.807
VAR00002	1.000	.602
VAR00003	1.000	.805
VAR00004	1.000	.638
VAR00005	1.000	.686

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	3.039	60.788	60.788	3.039	60.788	60.788
2	.805	16.092	76.880			
3	.710	14.199	91.078			
4	.281	5.615	96.694			
5	.165	3.306	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
VAR00001	.899
VAR00002	.650
VAR00003	.897
VAR00004	.662
VAR00005	.828

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Loyalitas Konsumen

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.829	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	15.57	2.737	.778	.747
VAR00002	15.50	3.707	.403	.854
VAR00003	15.63	2.585	.803	.739
VAR00004	15.67	3.885	.516	.827
VAR00005	15.50	3.362	.710	.778

Lampiran 5
Tabulasi data *full* responden

No	EMS	EMF	EMT	EMA	EMR	KK1	KK2	KK3	LK1	LK2	LK3	LK4	LK5
1	4.00	4.50	4.00	4.00	3.33	3.00	4.00	4.00	4.00	3.00	5.00	4.00	4.00
2	4.20	4.50	4.50	4.00	3.67	4.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00
3	4.60	5.00	4.00	4.33	3.33	4.00	5.00	5.00	4.00	4.00	4.00	4.00	4.00
4	3.40	3.50	3.75	3.67	3.33	4.00	4.00	4.00	4.00	4.00	5.00	4.00	4.00
5	3.60	3.75	3.50	3.33	3.33	3.00	3.00	3.00	3.00	4.00	3.00	3.00	4.00
6	3.00	3.25	3.50	3.00	3.00	3.00	4.00	3.00	3.00	4.00	3.00	3.00	3.00
7	4.20	4.50	4.00	4.33	4.00	4.00	5.00	5.00	4.00	5.00	4.00	4.00	4.00
8	4.00	3.50	3.50	3.67	3.33	3.00	4.00	3.00	3.00	4.00	3.00	3.00	4.00
9	4.60	4.25	4.25	4.33	3.00	4.00	5.00	4.00	5.00	4.00	5.00	4.00	4.00
10	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
11	4.00	4.00	4.00	4.00	3.33	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
12	3.60	2.75	3.25	2.33	3.33	3.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00
13	4.00	4.00	3.50	3.33	3.33	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
14	3.80	3.00	4.00	3.33	3.67	3.00	3.00	4.00	4.00	3.00	4.00	4.00	3.00
15	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
16	3.60	3.50	4.00	3.00	2.67	4.00	3.00	4.00	3.00	4.00	3.00	4.00	4.00
17	2.60	3.00	2.75	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
18	4.00	4.50	4.50	4.33	4.33	4.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00
19	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
20	3.80	3.00	3.50	3.00	3.33	4.00	3.00	4.00	3.00	4.00	3.00	3.00	4.00
21	3.60	3.75	3.50	4.00	3.67	3.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00
22	3.60	3.00	3.25	3.33	3.67	3.00	3.00	4.00	3.00	4.00	3.00	4.00	3.00
23	3.00	3.00	3.50	3.67	4.00	3.00	4.00	3.00	4.00	3.00	4.00	3.00	3.00
24	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00
25	4.20	4.25	4.50	4.00	4.33	4.00	5.00	4.00	5.00	4.00	5.00	4.00	4.00
26	4.00	4.50	4.00	5.00	4.00	4.00	5.00	4.00	5.00	4.00	4.00	4.00	4.00
27	3.60	3.50	4.00	3.67	3.67	4.00	3.00	3.00	4.00	3.00	4.00	4.00	4.00
28	4.00	4.00	4.00	4.00	5.00	4.00	4.00	3.00	4.00	4.00	3.00	4.00	4.00
29	4.00	4.25	4.00	4.33	4.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00
30	3.80	3.25	3.75	3.00	3.33	3.00	4.00	4.00	3.00	3.00	4.00	4.00	3.00
31	3.40	3.50	3.50	3.67	3.67	4.00	4.00	4.00	4.00	4.00	5.00	4.00	4.00
32	3.60	3.75	3.75	3.33	3.33	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
33	3.00	3.25	3.25	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
34	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
35	4.20	4.25	4.25	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00

No	EMS	EMF	EMT	EMA	EMR	KK1	KK2	KK3	LK1	LK2	LK3	LK4	LK5
36	4.00	3.50	3.50	3.67	3.67	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
37	4.80	4.25	4.25	4.33	4.33	4.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00
38	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
39	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
40	3.40	2.75	2.75	2.33	2.33	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
41	4.00	4.00	4.00	3.33	3.33	3.00	3.00	3.00	4.00	4.00	4.00	3.00	4.00
42	3.60	3.75	3.75	4.00	4.00	4.00	3.00	3.00	4.00	4.00	3.00	3.00	4.00
43	3.60	3.00	3.00	3.33	3.33	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
44	3.00	3.00	3.00	3.67	3.67	4.00	3.00	3.00	4.00	4.00	4.00	3.00	4.00
45	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00
46	4.20	4.25	4.25	4.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00	4.00	4.00
47	4.00	4.50	4.50	5.00	4.67	4.00	4.00	4.00	5.00	5.00	4.00	4.00	5.00
48	4.20	4.25	4.25	4.00	4.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00	3.00
49	4.00	4.50	4.50	5.00	5.00	5.00	5.00	5.00	5.00	5.00	4.00	5.00	5.00
50	3.60	3.00	3.00	3.33	3.33	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
51	3.60	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
52	3.60	3.75	3.75	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00
53	3.60	3.00	3.00	3.33	3.33	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
54	3.40	3.50	3.50	3.67	3.67	4.00	4.00	4.00	3.00	3.00	3.00	4.00	3.00
55	3.00	3.25	3.25	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
56	4.20	4.50	4.50	4.33	4.33	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
57	4.00	3.50	3.50	3.67	3.67	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
58	4.80	4.25	4.25	4.33	4.33	4.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00
59	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
60	4.20	4.50	4.50	4.33	4.33	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
61	4.00	3.50	3.50	3.67	3.67	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
62	4.00	4.00	4.00	3.33	3.33	3.00	3.00	3.00	4.00	4.00	4.00	3.00	4.00
63	3.60	3.75	3.75	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00
64	3.60	3.00	3.00	3.33	3.33	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
65	3.00	3.00	3.00	3.67	3.67	4.00	3.00	3.00	4.00	4.00	4.00	3.00	4.00
66	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
67	4.20	4.25	4.25	4.00	4.00	4.00	4.00	4.00	5.00	5.00	5.00	4.00	5.00
68	4.00	4.50	4.50	5.00	5.00	5.00	5.00	5.00	5.00	5.00	4.00	5.00	5.00
69	3.40	2.75	2.75	2.33	2.33	3.00	2.00	2.00	3.00	3.00	3.00	2.00	3.00
70	4.00	4.00	4.00	3.33	3.33	3.00	3.00	3.00	4.00	4.00	4.00	3.00	4.00

No	EMS	EMF	EMT	EMA	EMR	KK1	KK2	KK3	LK1	LK2	LK3	LK4	LK5
105	3.00	3.25	3.25	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
106	4.20	4.50	4.50	4.33	4.33	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
107	4.60	4.25	4.25	4.33	4.33	4.00	5.00	5.00	4.00	4.00	5.00	5.00	4.00
108	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
109	3.80	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
110	3.60	3.75	3.75	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00
111	3.60	3.00	3.00	3.33	3.33	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
112	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00
113	4.00	4.25	4.25	4.33	4.33	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
114	3.60	3.50	3.50	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
115	2.60	3.00	3.00	2.00	2.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
116	4.00	4.50	4.50	4.33	4.33	4.00	5.00	5.00	4.00	4.00	4.00	5.00	4.00
117	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
118	3.80	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
119	3.60	3.75	3.75	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00
120	3.60	3.00	3.00	3.33	3.33	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
121	3.00	3.00	3.00	3.67	3.67	4.00	3.00	3.00	4.00	4.00	4.00	3.00	4.00
122	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
123	2.60	3.00	3.00	2.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
124	4.00	4.50	4.50	4.33	4.33	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
125	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
126	3.80	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
127	3.60	3.50	3.50	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
128	2.60	3.00	3.00	2.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
129	4.00	4.50	4.50	4.33	4.33	4.00	5.00	5.00	4.00	4.00	4.00	5.00	4.00
130	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
131	3.80	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
132	3.60	3.75	3.75	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00
133	3.60	3.00	3.00	3.33	3.33	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
134	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00
135	4.00	4.25	4.25	4.33	4.33	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
136	3.80	3.25	3.25	3.00	3.00	3.00	2.00	2.00	3.00	3.00	3.00	2.00	3.00
137	3.40	3.50	3.50	3.67	3.67	4.00	4.00	4.00	4.00	4.00	5.00	4.00	4.00
138	3.60	3.75	3.75	3.33	3.33	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
139	3.00	3.25	3.25	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
140	4.20	4.25	4.25	4.00	4.00	4.00	4.00	4.00	5.00	5.00	5.00	4.00	5.00

Lampiran 6
Ouput Lisrel ver 8.70 Normalitas Data

DATE: 06/02/2015
TIME: 20:53

P R E L I S 2.70

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file C:\Users\Herdiana Novianti\Documents\Lisrel Tesis\Lisreldoan.PR2:

!PRELIS SYNTAX: Can be edited
SY='C:\Users\Herdiana Novianti\Documents\Lisrel Tesis\Lisreldoan.PSF'
OU MA=CM XT

Total Sample Size = 140

Univariate Summary Statistics for Continuous Variables

Variable	Mean	St. Dev.	T-Value	Skewness	Kurtosis	Minimum	Freq.	Maximum	Freq.
EMS	3.791	0.443	101.282	-0.635	1.272	2.400	1	4.800	4
EMF	3.729	0.554	79.611	-0.019	-1.096	2.750	3	5.000	2
EMT	3.736	0.518	85.275	-0.129	-0.989	2.750	3	5.000	1
EMA	3.681	0.636	68.500	-0.579	0.390	2.000	5	5.000	5
EMR	3.664	0.603	71.892	-0.462	0.409	2.000	4	5.000	4
KK1	3.686	0.613	71.183	0.112	-0.391	2.000	1	5.000	10
KK2	3.686	0.721	60.522	0.086	-0.408	2.000	4	5.000	17
KK3	3.657	0.697	62.076	0.067	-0.308	2.000	4	5.000	14
LK1	3.714	0.649	67.702	0.199	-0.489	2.000	1	5.000	14
LK2	3.700	0.620	70.632	0.118	-0.387	2.000	1	5.000	11
LK3	3.650	0.667	64.743	0.540	-0.707	3.000	64	5.000	15
LK4	3.657	0.665	65.032	-0.076	-0.136	2.000	4	5.000	11
LK5	3.700	0.608	71.993	0.066	-0.343	2.000	1	5.000	10

Test of Univariate Normality for Continuous Variables

Skewness Kurtosis Skewness and Kurtosis

Variable	Z-Score	P-Value	Z-Score	P-Value	Chi-Square	P-Value
EMS	-1.956	0.09	1.332	0.070	1.177	0.072
EMF	-0.095	0.924	-1.828	0.053	1.974	0.060
EMT	-0.644	0.520	-1.620	0.987	1.754	0.054
EMA	-1.728	0.120	1.030	0.603	1.503	0.074
EMR	-1.222	0.090	1.065	0.587	1.072	0.058
KK1	0.561	0.575	-1.046	0.296	1.407	0.495
KK2	0.428	0.668	-1.110	0.267	1.415	0.493
KK3	0.336	0.737	-0.744	0.457	0.667	0.716
LK1	0.990	0.322	-1.436	0.151	1.042	0.219
LK2	0.588	0.557	-1.029	0.304	1.404	0.496
LK3	1.559	0.100	-1.515	0.062	1.872	0.082
LK4	-0.379	0.705	-0.202	0.840	0.184	0.912
LK5	0.331	0.740	-0.870	0.384	0.866	0.648

Lampiran 7**Output Lisrel Ver 8.70 Confirmatory Factor Analysis (CFA)**

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:\Users\Herdiana Novianti\Documents\Lisrel
 Tesis\doantesipath.SPJ:

SYSTEM FILE from file 'C:\Users\Herdiana Novianti\Documents\Lisrel
 Tesis\doantesipath.DSF'
 Sample Size = 140
 Latent Variables EM KK LK
 Relationships
 EMS = EM
 EMF = EM
 EMT = EM
 EMA = EM
 EMR = EM
 KK1 = KK
 KK2 = KK
 KK3 = KK
 LK1 = LK
 LK2 = LK
 LK3 = LK
 LK4 = LK
 LK5 = LK
 Set the Variance of EM to 1.00
 Set the Variance of KK to 1.00
 Set the Variance of LK to 1.00
 Set the Error Covariance of EMT and EMF Free
 Set the Error Covariance of EMA and EMF Free
 Set the Error Covariance of EMA and EMT Free
 Set the Error Covariance of EMR and EMF Free
 Set the Error Covariance of EMR and EMA Free
 Set the Error Covariance of KK1 and EMR Free
 Set the Error Covariance of KK2 and KK1 Free
 Set the Error Covariance of KK3 and KK2 Free
 Set the Error Covariance of LK1 and KK2 Free

Set the Error Covariance of LK1 and KK3 Free
 Set the Error Covariance of LK2 and LK1 Free
 Set the Error Covariance of LK3 and LK1 Free
 Set the Error Covariance of LK3 and LK2 Free
 Set the Error Covariance of LK4 and KK2 Free
 Set the Error Covariance of LK4 and KK3 Free
 Set the Error Covariance of LK5 and KK2 Free
 Set the Error Covariance of LK5 and LK2 Free
 Set the Error Covariance of LK5 and LK4 Free
 Path Diagram
 End of Problem

Sample Size = 140

Covariance Matrix

	EMS	EMF	EMT	EMA	EMR	KK1
EMS	0.20					
EMF	0.18	0.31				
EMT	0.17	0.27	0.27			
EMA	0.20	0.30	0.27	0.40		
EMR	0.17	0.25	0.25	0.35	0.36	
KK1	0.15	0.25	0.24	0.31	0.29	0.38
KK2	0.20	0.31	0.28	0.36	0.31	0.27
KK3	0.19	0.29	0.27	0.33	0.30	0.27
LK1	0.16	0.27	0.25	0.33	0.28	0.26
LK2	0.15	0.24	0.23	0.29	0.27	0.26
LK3	0.15	0.22	0.21	0.24	0.20	0.19
LK4	0.18	0.27	0.27	0.32	0.30	0.27
LK5	0.15	0.25	0.23	0.30	0.27	0.26

Covariance Matrix

	KK2	KK3	LK1	LK2	LK3	LK4
KK2	0.52					
KK3	0.45	0.49				
LK1	0.36	0.32	0.42			
LK2	0.32	0.31	0.35	0.38		
LK3	0.31	0.28	0.32	0.25	0.44	
LK4	0.43	0.44	0.32	0.29	0.27	0.44
LK5	0.32	0.31	0.36	0.36	0.27	0.30

Covariance Matrix

	LK5
LK5	0.37

Number of Iterations = 39

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$\begin{aligned} \text{EMS} &= 0.33 * \text{EM}, \text{ Errorvar.} = 0.089, R^2 = 0.55 \\ (0.032) & \quad (0.011) \\ 10.21 & \quad 8.24 \end{aligned}$$

$$\begin{aligned} \text{EMF} &= 0.53 * \text{EM}, \text{ Errorvar.} = 0.021, R^2 = 0.93 \\ (0.036) & \quad (0.011) \\ 15.01 & \quad 1.95 \end{aligned}$$

$$\begin{aligned} \text{EMT} &= 0.48 * \text{EM}, \text{ Errorvar.} = 0.042, R^2 = 0.84 \\ (0.034) & \quad (0.0090) \\ 13.88 & \quad 4.66 \end{aligned}$$

$$\begin{aligned} \text{EMA} &= 0.63 * \text{EM}, \text{ Errorvar.} = 0.011, R^2 = 0.97 \\ (0.040) & \quad (0.012) \\ 15.77 & \quad 0.87 \end{aligned}$$

$$\begin{aligned} \text{EMR} &= 0.52 * \text{EM}, \text{ Errorvar.} = 0.088, R^2 = 0.75 \\ (0.041) & \quad (0.014) \\ 12.66 & \quad 6.33 \end{aligned}$$

$$\begin{aligned} \text{KK1} &= 0.46 * \text{KK}, \text{ Errorvar.} = 0.16, R^2 = 0.58 \\ (0.044) & \quad (0.020) \\ 10.43 & \quad 7.77 \end{aligned}$$

$$\begin{aligned} \text{KK2} &= 0.56 * \text{KK}, \text{ Errorvar.} = 0.17, R^2 = 0.65 \\ (0.049) & \quad (0.022) \\ 11.38 & \quad 7.80 \end{aligned}$$

$$\begin{aligned} \text{KK3} &= 0.51 * \text{KK}, \text{ Errorvar.} = 0.19, R^2 = 0.58 \\ (0.048) & \quad (0.023) \\ 10.56 & \quad 8.08 \end{aligned}$$

$$\begin{aligned} \text{LK1} &= 0.62 * \text{LK}, \text{ Errorvar.} = 0.040, R^2 = 0.91 \\ (0.041) & \quad (0.0093) \\ 14.99 & \quad 4.27 \end{aligned}$$

$$\begin{aligned} \text{LK2} &= 0.56 * \text{LK}, \text{ Errorvar.} = 0.066, R^2 = 0.83 \\ (0.041) & \quad (0.014) \\ 13.64 & \quad 4.88 \end{aligned}$$

$$\begin{aligned} \text{LK3} &= 0.47 * \text{LK}, \text{ Errorvar.} = 0.22, R^2 = 0.50 \\ (0.050) & \quad (0.028) \\ 9.42 & \quad 7.79 \end{aligned}$$

$$\begin{aligned} \text{LK4} &= 0.50 * \text{LK}, \text{ Errorvar.} = 0.17, R^2 = 0.59 \\ (0.047) & \quad (0.022) \\ 10.72 & \quad 7.92 \end{aligned}$$

$$\begin{aligned} \text{LK5} &= 0.58 * \text{LK}, \text{ Errorvar.} = 0.038, R^2 = 0.90 \\ (0.039) & \quad (0.0079) \\ 14.87 & \quad 4.76 \end{aligned}$$

Error Covariance for EMT and EMF = 0.015
(0.0091)
1.61

Error Covariance for EMA and EMF = -0.04
(0.0083)
-4.50

Error Covariance for EMA and EMT = -0.03
(0.0062)
-4.33

Error Covariance for EMR and EMF = -0.03
(0.0060)
-4.77

Error Covariance for EMR and EMA = 0.021
(0.011)
1.92

Error Covariance for KK1 and EMR = 0.010
(0.0073)
1.42

Error Covariance for KK2 and KK1 = -0.01
(0.010)
-1.26

Error Covariance for KK3 and KK2 = 0.13
(0.020)
6.28

Error Covariance for LK1 and KK2 = 0.00
(0.0066)
-0.58

Error Covariance for LK1 and KK3 = -0.01
(0.0056)
-2.55

Error Covariance for LK2 and LK1 = 0.00
(0.0062)
-0.61

Error Covariance for LK3 and LK1 = 0.025
(0.012)
2.17

Error Covariance for LK3 and LK2 = -0.01
(0.0088)
-1.17

Error Covariance for LK4 and KK2 = 0.11
(0.018)
6.08

Error Covariance for LK4 and KK3 = 0.14
 (0.020)
 6.98

Error Covariance for LK5 and KK2 = -0.01
 (0.0046)
 -2.78

Error Covariance for LK5 and LK2 = 0.030
 (0.0092)
 3.31

Error Covariance for LK5 and LK4 = 0.0066
 (0.0039)
 1.71

Correlation Matrix of Independent Variables

	EM	KK	LK
EM	1.00		
KK	0.95 (0.02) 38.94	1.00	
LK	0.83 (0.03) 27.46	1.02 (0.02) 53.59	1.00

Goodness of Fit Statistics

Degrees of Freedom = 44
 Minimum Fit Function Chi-Square = 171.40 (P = 0.00)
 Normal Theory Weighted Least Squares Chi-Square = 136.06 (P = 0.00)
 Estimated Non-centrality Parameter (NCP) = 92.06
 90 Percent Confidence Interval for NCP = (60.67 ; 131.08)

Minimum Fit Function Value = 1.23
 Population Discrepancy Function Value (F0) = 0.66
 90 Percent Confidence Interval for F0 = (0.44 ; 0.94)
 Root Mean Square Error of Approximation (RMSEA) = 0.12
 90 Percent Confidence Interval for RMSEA = (0.100 ; 0.15)
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 1.66
 90 Percent Confidence Interval for ECVI = (1.43 ; 1.94)
 ECVI for Saturated Model = 1.31
 ECVI for Independence Model = 41.09

Chi-Square for Independence Model with 78 Degrees of Freedom = 5685.81
 Independence AIC = 5711.81
 Model AIC = 230.06

Saturated AIC = 182.00
 Independence CAIC = 5763.05
 Model CAIC = 415.32
 Saturated CAIC = 540.69

Normed Fit Index (NFI) = 0.97
 Non-Normed Fit Index (NNFI) = 0.96
 Parsimony Normed Fit Index (PNFI) = 0.55
 Comparative Fit Index (CFI) = 0.98
 Incremental Fit Index (IFI) = 0.98
 Relative Fit Index (RFI) = 0.95

Critical N (CN) = 56.72

Root Mean Square Residual (RMR) = 0.025
 Standardized RMR = 0.067
 Goodness of Fit Index (GFI) = 0.87
 Adjusted Goodness of Fit Index (AGFI) = 0.73
 Parsimony Goodness of Fit Index (PGFI) = 0.42

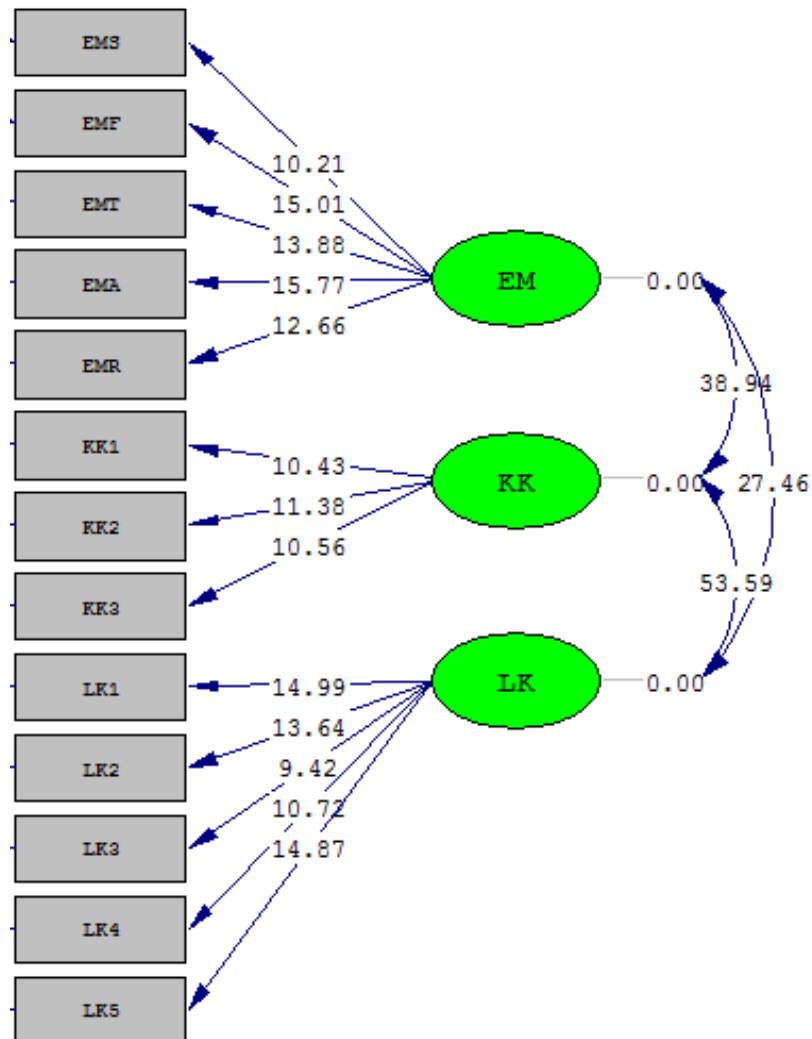
The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
KK1	EM	20.3	0.45
KK1	LK	20.3	-0.96
KK3	EM	13.6	-0.24
KK3	LK	13.6	0.51
LK4	EM	36.8	0.33
LK4	KK	25.6	0.72

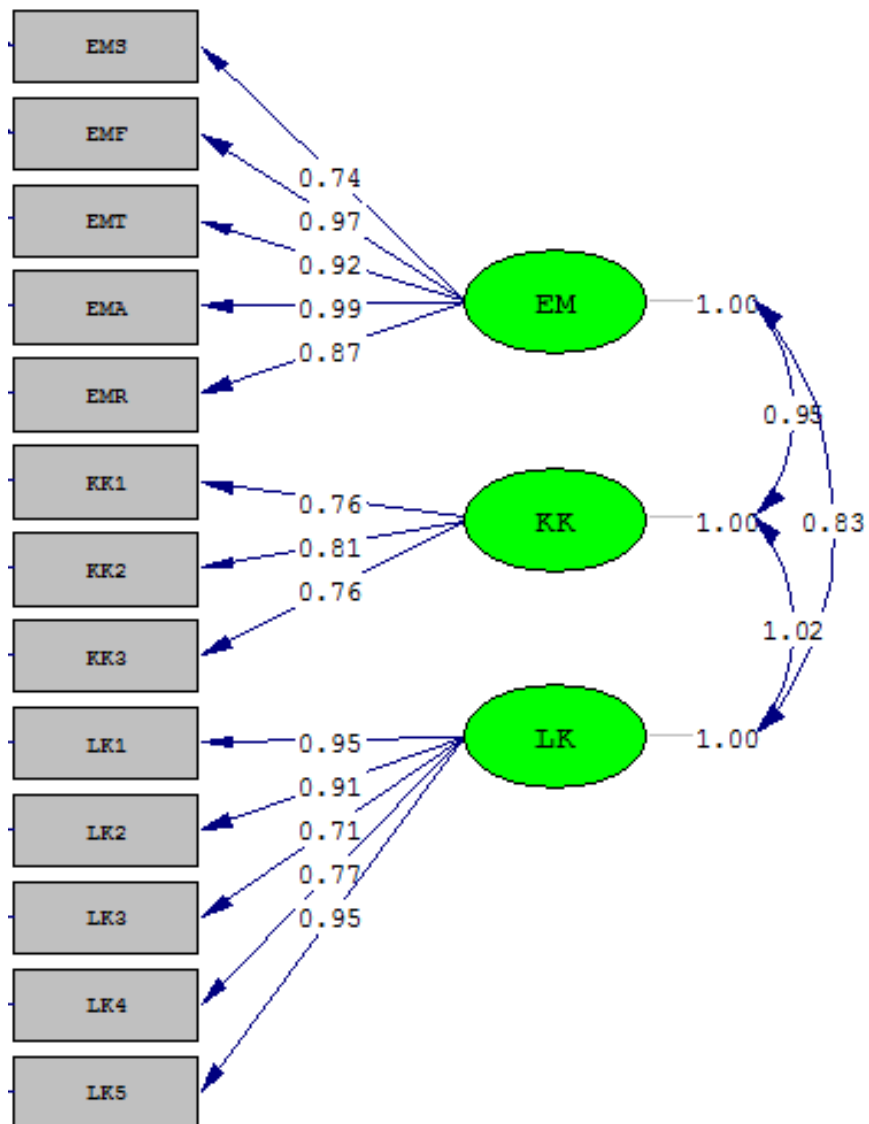
The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
KK1	EMA	10.6	0.03
KK2	EMF	9.4	0.01
KK2	EMT	11.2	-0.01
LK1	KK1	7.9	-0.02
LK2	KK3	17.4	0.02
LK4	EMT	8.1	0.01
LK4	LK2	11.6	-0.03
LK5	LK1	32.1	0.06

Lampiran 8

Path Diagram Confirmatory Factor Analysis (t-value)

Lampiran 9

Path Diagram Confirmatory Factor Analysis (standardized solution)

Lampiran 10**Output Lisrel Ver 8.70 Model Struktural**

DATE: 6/12/2015
 TIME: 15:14

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:\Users\Herdiana Novianti\Documents\New\ww.SPJ:

Raw Data from file 'C:\Users\Herdiana Novianti\Documents\New\ww.psf'
 Sample Size = 140
 Latent Variables KK LK EM
 Relationships
 KK1 = 0.49*KK
 KK2 = KK
 KK3 = KK
 LK1 = 0.56*LK
 LK2 = LK
 LK3 = LK
 LK4 = LK
 LK5 = LK
 EMS = EM
 EMF = EM
 EMT = EM
 EMA = EM
 EMR = EM
 LK = KK
 KK = EM
 LK = EM
 Set the Variance of EM to 1.00
 Set the Error Covariance of KK2 and KK1 Free
 Set the Error Covariance of KK3 and KK2 Free
 Set the Error Covariance of LK1 and KK2 Free

Set the Error Covariance of LK1 and KK3 Free
 Set the Error Covariance of LK2 and LK1 Free
 Set the Error Covariance of LK3 and LK1 Free
 Set the Error Covariance of LK3 and LK2 Free
 Set the Error Covariance of LK4 and KK2 Free
 Set the Error Covariance of LK4 and KK3 Free
 Set the Error Covariance of LK5 and KK2 Free
 Set the Error Covariance of LK5 and LK1 Free
 Set the Error Covariance of LK5 and LK2 Free
 Set the Error Covariance of LK5 and LK4 Free
 Set the Error Covariance of EMT and EMF Free
 Set the Error Covariance of EMA and EMF Free
 Set the Error Covariance of EMA and EMT Free
 Set the Error Covariance of EMR and EMF Free
 Set the Error Covariance of EMR and EMA Free
 Set the Error Covariance of EMT and EMF Free
 Set the Error Covariance of EMR and EMS Free
 Set the Error Covariance of LK5 and LK3 Free
 Set the Error Covariance of EMA and KK1 Free
 Set the Error Covariance of EMA and KK2 Free
 Set the Error Covariance of EMA and LK2 Free
 Set the Error Covariance of EMA and LK4 Free
 Set the Error Covariance of EMR and KK2 Free
 Set the Error Covariance of EMR and LK2 Free
 Set the Error Covariance of EMR and LK4 Free

Options: SS SC

Path Diagram

End of Problem

Sample Size = 140

Covariance Matrix

	KK1	KK2	KK3	LK1	LK2	LK3
KK1	0.38					
KK2	0.27	0.52				
KK3	0.27	0.45	0.49			
LK1	0.26	0.36	0.32	0.42		
LK2	0.26	0.32	0.31	0.35	0.38	
LK3	0.19	0.31	0.28	0.32	0.25	0.44
LK4	0.27	0.43	0.44	0.32	0.29	0.27
LK5	0.26	0.32	0.31	0.36	0.36	0.27
EMS	0.15	0.20	0.19	0.16	0.15	0.15
EMF	0.25	0.31	0.29	0.27	0.24	0.22
EMT	0.24	0.28	0.27	0.25	0.23	0.21
EMA	0.31	0.36	0.33	0.33	0.29	0.24
EMR	0.29	0.31	0.30	0.28	0.27	0.20

Covariance Matrix

LK4	LK5	EMS	EMF	EMT	EMA
-----	-----	-----	-----	-----	-----

LK4	0.44					
LK5	0.30	0.37				
EMS	0.18	0.15	0.20			
EMF	0.27	0.25	0.18	0.31		
EMT	0.27	0.23	0.17	0.27	0.27	
EMA	0.32	0.30	0.20	0.30	0.27	0.40
EMR	0.30	0.27	0.17	0.25	0.25	0.35

Covariance Matrix

EMR	

EMR	0.36

LISREL Estimates(Intermediate Solution)

Measurement Equations

$$\text{KK1} = 0.49 * \text{KK}, \text{Errorvar.} = 0.15, R^2 = 0.63$$

(0.017)
8.34

$$\text{KK2} = 0.57 * \text{KK}, \text{Errorvar.} = 0.16, R^2 = 0.68$$

(0.039) (0.022)
14.64 7.10

$$\text{KK3} = 0.53 * \text{KK}, \text{Errorvar.} = 0.17, R^2 = 0.63$$

(0.040) (0.024)
13.36 7.11

$$\text{LK1} = 0.56 * \text{LK}, \text{Errorvar.} = 0.12, R^2 = 0.72$$

(0.021)
5.55

$$\text{LK2} = 0.50 * \text{LK}, \text{Errorvar.} = 0.12, R^2 = 0.67$$

(0.018) (0.020)
27.59 6.11

$$\text{LK3} = 0.44 * \text{LK}, \text{Errorvar.} = 0.26, R^2 = 0.42$$

(0.017) (0.037)
26.01 6.90

$$\text{LK4} = 0.54 * \text{LK}, \text{Errorvar.} = 0.14, R^2 = 0.67$$

(0.033) (0.022)
16.40 6.21

$$\text{LK5} = 0.52 * \text{LK}, \text{Errorvar.} = 0.11, R^2 = 0.71$$

(0.018) (0.019)
28.39 5.47

$$\text{EMS} = 0.33 * \text{EM}, \text{Errorvar.} = 0.084, R^2 = 0.57$$

(0.030) (0.011)
11.27 7.57

$$\begin{array}{l} \text{EMF} = 0.52 * \text{EM}, \text{Errorvar.} = 0.039, R^2 = 0.87 \\ (0.031) \quad (0.0099) \\ 16.92 \quad 3.88 \end{array}$$

$$\begin{array}{l} \text{EMT} = 0.47 * \text{EM}, \text{Errorvar.} = 0.049, R^2 = 0.82 \\ (0.029) \quad (0.0087) \\ 15.92 \quad 5.63 \end{array}$$

$$\begin{array}{l} \text{EMA} = 0.60 * \text{EM}, \text{Errorvar.} = 0.033, R^2 = 0.92 \\ (0.036) \quad (0.014) \\ 16.51 \quad 2.39 \end{array}$$

$$\begin{array}{l} \text{EMR} = 0.52 * \text{EM}, \text{Errorvar.} = 0.076, R^2 = 0.78 \\ (0.034) \quad (0.013) \\ 15.27 \quad 5.69 \end{array}$$

$$\begin{array}{l} \text{Error Covariance for KK2 and KK1} = -0.01 \\ (0.0093) \\ -1.32 \end{array}$$

$$\begin{array}{l} \text{Error Covariance for KK3 and KK2} = 0.12 \\ (0.020) \\ 5.82 \end{array}$$

$$\begin{array}{l} \text{Error Covariance for LK1 and KK2} = 0.00 \\ (0.0076) \\ -0.26 \end{array}$$

$$\begin{array}{l} \text{Error Covariance for LK1 and KK3} = -0.02 \\ (0.0057) \\ -3.18 \end{array}$$

$$\begin{array}{l} \text{Error Covariance for LK2 and LK1} = 0.068 \\ (0.018) \\ 3.77 \end{array}$$

$$\begin{array}{l} \text{Error Covariance for LK3 and LK1} = 0.074 \\ (0.022) \\ 3.35 \end{array}$$

$$\begin{array}{l} \text{Error Covariance for LK3 and LK2} = 0.033 \\ (0.021) \\ 1.55 \end{array}$$

$$\begin{array}{l} \text{Error Covariance for LK4 and KK2} = 0.085 \\ (0.021) \\ 4.15 \end{array}$$

$$\begin{array}{l} \text{Error Covariance for LK4 and KK3} = 0.11 \\ (0.022) \\ 5.10 \end{array}$$

$$\begin{array}{l} \text{Error Covariance for LK5 and KK2} = -0.01 \\ (0.0048) \\ -1.50 \end{array}$$

Error Covariance for LK5 and LK1 = 0.077
(0.017)
4.40

Error Covariance for LK5 and LK2 = 0.093
(0.019)
4.99

Error Covariance for LK5 and LK3 = 0.043
(0.020)
2.12

Error Covariance for LK5 and LK4 = 0.0095
(0.0041)
2.33

Error Covariance for EMT and EMF = 0.026
(0.0085)
3.10

Error Covariance for EMA and KK1 = 0.00
(0.0064)
-0.68

Error Covariance for EMA and KK2 = 0.0069
(0.0076)
0.90

Error Covariance for EMA and LK2 = -0.01
(0.0052)
-1.02

Error Covariance for EMA and LK4 = 0.00
(0.0071)
-0.01

Error Covariance for EMA and EMF = -0.02
(0.0078)
-2.25

Error Covariance for EMA and EMT = -0.01
(0.0062)
-1.84

Error Covariance for EMR and KK2 = 0.0049
(0.0083)
0.59

Error Covariance for EMR and LK2 = 0.0018
(0.0055)
0.33

Error Covariance for EMR and LK4 = 0.014
(0.0082)
1.71

Error Covariance for EMR and EMS = -0.01

(0.0056)
-1.06

Error Covariance for EMR and EMF = -0.02
(0.0052)
-3.96

Error Covariance for EMR and EMA = 0.026
(0.012)
2.24

Structural Equations

KK = 1.02*EM, Errorvar.= -0.013 , R² = 1.01
(0.012) (0.0015)
87.93 -8.56

LK = - 6.13*KK + 7.17*EM, Errorvar.= 0.58 , R² = 0.41
(0.51) (0.53) (0.13)
-12.04 13.46 4.58

Reduced Form Equations

KK = 1.02*EM, Errorvar.= -0.013, R² = 1.01
(0.012)
87.93

LK = 0.94*EM, Errorvar.= 0.091, R² = 0.91
(0.061)
15.43

Correlation Matrix of Independent Variables

EM

1.00

Covariance Matrix of Latent Variables

	KK	LK	EM
KK	1.02		
LK	1.03	0.97	
EM	1.02	0.94	1.00

Goodness of Fit Statistics

Degrees of Freedom = 35
Minimum Fit Function Chi-Square = 118.93 (P = 0.00)
Normal Theory Weighted Least Squares Chi-Square = 102.91 (P = 0.00)
Estimated Non-centrality Parameter (NCP) = 67.91

90 Percent Confidence Interval for NCP = (41.25 ; 102.21)

Minimum Fit Function Value = 0.86

Population Discrepancy Function Value (F0) = 0.49

90 Percent Confidence Interval for F0 = (0.30 ; 0.74)

Root Mean Square Error of Approximation (RMSEA) = 0.12

90 Percent Confidence Interval for RMSEA = (0.092 ; 0.14)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 1.55

90 Percent Confidence Interval for ECVI = (1.35 ; 1.79)

ECVI for Saturated Model = 1.31

ECVI for Independence Model = 41.09

Chi-Square for Independence Model with 78 Degrees of Freedom = 5685.81

Independence AIC = 5711.81

Model AIC = 214.91

Saturated AIC = 182.00

Independence CAIC = 5763.05

Model CAIC = 435.65

Saturated CAIC = 540.69

Normed Fit Index (NFI) = 0.98

Non-Normed Fit Index (NNFI) = 0.97

Parsimony Normed Fit Index (PNFI) = 0.44

Comparative Fit Index (CFI) = 0.99

Incremental Fit Index (IFI) = 0.99

Relative Fit Index (RFI) = 0.95

Critical N (CN) = 68.02

Root Mean Square Residual (RMR) = 0.017

Standardized RMR = 0.043

Goodness of Fit Index (GFI) = 0.90

Adjusted Goodness of Fit Index (AGFI) = 0.74

Parsimony Goodness of Fit Index (PGFI) = 0.35

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Path Diagram Model Struktural (t-value)