

## HASIL UJI VALIDITAS

### TANGIBLES

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.784
Bartlett's Test of Sphericity	Approx. Chi-Square	8.332
	Df	3
	Sig.	.040

		KP1	KP3	KP4
Anti-image Covariance	KP1	.836	-.182	-.225
	KP3	-.182	.839	-.219
	KP4	-.225	-.219	.815
Anti-image Correlation	KP1	.645 <sup>a</sup>	-.217	-.273
	KP3	-.217	.648 <sup>a</sup>	-.265
	KP4	-.273	-.265	.626 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

#### Communalities

	Initial	Extraction
KP1	1.000	.548
KP3	1.000	.541
KP4	1.000	.584

Extraction Method: Principal Component Analysis.

#### Component Matrix<sup>a</sup>

	Component
	1
KP1	.740
KP3	.736
KP4	.764

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

**RELIABILITY****KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.791
Bartlett's Test of Sphericity	Approx. Chi-Square	8.332
	Df	3
	Sig.	.040

**Anti-image Matrices**

		KP5	KP6	KP7	KP8	KP9
Anti-image Covariance	KP5	.325	-.097	-.121	-.091	.107
	KP6	-.097	.288	-.079	-.125	-.126
	KP7	-.121	-.079	.386	-.067	-.012
	KP8	-.091	-.125	-.067	.326	-.032
	KP9	.107	-.126	-.012	-.032	.876
Anti-image Correlation	KP5	.829 <sup>a</sup>	-.318	-.341	-.281	.201
	KP6	-.318	.820 <sup>a</sup>	-.238	-.409	-.250
	KP7	-.341	-.238	.882 <sup>a</sup>	-.190	-.021
	KP8	-.281	-.409	-.190	.855 <sup>a</sup>	-.060
	KP9	.201	-.250	-.021	-.060	.613

a. Measures of Sampling Adequacy(MSA)

**Communalities**

	Initial	Extraction
KP5	1.000	.779
KP6	1.000	.833
KP7	1.000	.759
KP8	1.000	.804
KP9	1.000	.093

Extraction Method: Principal Component Analysis.

**Component Matrix<sup>a</sup>**

	Component
	1
KP5	.883
KP6	.912
KP7	.871
KP8	.897
KP9	.304

## RESPONSIVENESS

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.794
Bartlett's Test of Sphericity	Approx. Chi-Square	22.986
	df	6
	Sig.	.001

### Anti-image Matrices

		KP10	KP11	KP12	KP13
Anti-image Covariance	KP10	.747	-.207	-.216	-.030
	KP11	-.207	.663	.144	-.293
	KP12	-.216	.144	.700	-.274
	KP13	-.030	-.293	-.274	.578
Anti-image Correlation	KP10	.698 <sup>a</sup>	-.294	-.299	-.046
	KP11	-.294	.543 <sup>a</sup>	.211	-.474
	KP12	-.299	.211	.541 <sup>a</sup>	-.430
	KP13	-.046	-.474	-.430	.595 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

### Communalities

	Initial	Extraction
KP10	1.000	.518
KP11	1.000	.486
KP12	1.000	.443
KP13	1.000	.675

Extraction Method: Principal Component Analysis.

### Component Matrix<sup>a</sup>

	Component
	1
KP10	.719
KP11	.697
KP12	.666
KP13	.822

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

## ASSURANCE

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.810
Bartlett's Test of Sphericity	Approx. Chi-Square	44.552
	df	6
	Sig.	.000

### Anti-image Matrices

		KP14	KP15	KP16	KP17
Anti-image Covariance	KP14	.341	-.265	-.211	.097
	KP15	-.265	.396	.140	-.175
	KP16	-.211	.140	.494	-.290
	KP17	.097	-.175	-.290	.584
Anti-image Correlation	KP14	.532 <sup>a</sup>	-.720	-.514	.217
	KP15	-.720	.514 <sup>a</sup>	.317	-.364
	KP16	.341	-.265	-.211	.097
	KP17	-.265	.396	.140	-.175

a. Measures of Sampling Adequacy(MSA)

### Communalities

	Initial	Extraction
KP14	1.000	.726
KP15	1.000	.625
KP16	1.000	.579
KP17	1.000	.529

Extraction Method: Principal Component Analysis.

### Component Matrix<sup>a</sup>

	Component
	1
KP14	.852
KP15	.790
KP16	.761
KP17	.727

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

**EMPATHY****KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.643
Bartlett's Test of Sphericity	58.643	101.654
	10	10
	.000	.000

**Anti-image Matrices**

		KP18	KP19	KP20	KP21	KP22
Anti-image Covariance	KP18	.501	-.074	-.006	.113	-.219
	KP19	-.074	.712	-.140	.047	-.101
	KP20	-.006	-.140	.591	-.218	.040
	KP21	.113	.047	-.218	.332	-.191
	KP22	-.219	-.101	.040	-.191	.258
Anti-image Correlation	KP18	.613 <sup>a</sup>	-.125	-.011	.278	-.609
	KP19	-.125	.833 <sup>a</sup>	-.215	.096	-.236
	KP20	-.011	-.215	.702 <sup>a</sup>	-.494	.104
	KP21	.501	-.074	-.006	.113	-.219
	KP22	-.074	.712	-.140	.047	-.101

a. Measures of Sampling Adequacy(MSA)

**Communalities**

	Initial	Extraction
KP18	1.000	.462
KP19	1.000	.444
KP20	1.000	.456
KP21	1.000	.662
KP22	1.000	.804

Extraction Method: Principal Component Analysis.

**Component Matrix<sup>a</sup>**

	Component
	1
KP18	.680
KP19	.667
KP20	.675
KP21	.814
KP22	.897

## KEPUASAN PELANGGAN

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.705
Bartlett's Test of Sphericity	Approx. Chi-Square	20.377
	df	3
	Sig.	.000

### Anti-image Matrices

		K1	K2	K3
Anti-image Covariance	K1	.634	-.229	-.226
	K2	-.229	.651	-.206
	K3	-.226	-.206	.653
Anti-image Correlation	K1	.688 <sup>a</sup>	-.357	-.351
	K2	-.357	.701 <sup>a</sup>	-.316
	K3	-.351	-.316	.703 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

### Communalities

	Initial	Extraction
K1	1.000	.691
K2	1.000	.674
K3	1.000	.672

Extraction Method: Principal Component Analysis.

### Component Matrix<sup>a</sup>

	Component
	1
K1	.831
K2	.821
K3	.820

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

**BERLANGGANAN****KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.752
Bartlett's Test of Sphericity	Approx. Chi-Square	18.238
	Df	3
	Sig.	.000

**Anti-image Matrices**

		LP1	LP2	LP3
Anti-image Covariance	LP1	.714	-.034	-.289
	LP2	-.034	.714	-.289
	LP3	-.289	-.289	.569
Anti-image Correlation	LP1	.650 <sup>a</sup>	-.047	-.453
	LP2	-.047	.650 <sup>a</sup>	-.453
	LP3			

a. Measures of Sampling Adequacy(MSA)

**Communalities**

	Initial	Extraction
LP1	1.000	.582
LP2	1.000	.582
LP3	1.000	.766

Extraction Method: Principal Component Analysis.

**Component Matrix<sup>a</sup>**

	Component
	1
LP1	.763
LP2	.763
LP3	.875

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

## PERILAKU PERPINDAHAN

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.737
Bartlett's Test of Sphericity	Approx. Chi-Square	14.585
	df	3
	Sig.	.002

### Anti-image Matrices

		LP4	LP5	LP6
Anti-image Covariance	LP4	.607	-.286	-.329
	LP5	-.286	.801	.039
	LP6	-.329	.039	.728
Anti-image Correlation	LP4	.531 <sup>a</sup>	-.410	-.495
	LP5	-.410	.577 <sup>a</sup>	.051
	LP6	-.495	.051	.554 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

### Communalities

	Initial	Extraction
LP4	1.000	.769
LP5	1.000	.459
LP6	1.000	.557

Extraction Method: Principal Component Analysis.

### Component Matrix<sup>a</sup>

	Component
	1
LP4	.877
LP5	.677
LP6	.746

Extraction Method: Principal Component Analysis.

a. 1 components extracted.



## REKOMENDASI

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.661
Bartlett's Test of Sphericity	Approx. Chi-Square df Sig.	18.922 3 .000

### Anti-image Matrices

		LP7	LP8	LP9
Anti-image Covariance	LP7	.743	-.157	-.198
	LP8	-.157	.635	-.292
	LP9	-.198	-.292	.613
Anti-image Correlation	LP7	.745 <sup>a</sup>	-.228	-.293
	LP8	-.228	.656 <sup>a</sup>	-.467
	LP9	-.293	-.467	.642 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

### Communalities

	Initial	Extraction
LP7	1.000	.583
LP8	1.000	.687
LP9	1.000	.713

Extraction Method: Principal Component Analysis.

### Component Matrix<sup>a</sup>

	Component
	1
LP7	.763
LP8	.829
LP9	.845

Extraction Method: Principal Component Analysis.

a. 1 components extracted.