LAMPIRAN 2: FACTOR ANALYSIS PERCEIVED SACRIFICES

Correlation Matrix[a]

		PS1	PS2	PS3	PS4	PS5	PS6
Correlation	PS1	1,000	,855	,721	,419	,568	,710
	PS2	,855	1,000	,610	,319	,695	,589
	PS3	,721	,610	1,000	,527	,474	,640
	PS4	,419	,319	,527	1,000	,533	,680
	PS5	,568	,695	,474	,533	1,000	,598
	PS6	,710	,589	,640	,680	,598	1,000
Sig. (1-tailed)	PS1		,000	,000	,011	,001	,000
	PS2	,000		,000	,043	,000	,000
	PS3	,000	,000		,001	,004	,000
	PS4	,011	,043	,001		,001	,000
	PS5	,001	,000	,004	,001		,000
	PS6	,000	,000	,000	,000	,000	

a. Determinant = ,011

Inverse of Correlation Matrix

	PS1	PS2	PS3	PS4	PS5	PS6
PS1	6,035	-4,098	-1,273	,082	,999	-1,710
PS2	-4,098	5,616	-,162	,913	-2,233	,420
PS3	-1,273	-,162	2,404	-,622	,153	-,208
PS4	,082	,913	-,622	2,320	-,872	-1,254
PS5	,999	-2,233	,153	-,872	2,673	-,497
PS6	-1,710	,420	-,208	-1,254	-,497	3,251

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,770
Bartlett's Test of Sphericity	Approx. Chi-Square	118,211
	df	15
	Sig.	,000

Anti-image Matrices

		PS1	PS2	PS3	PS4	PS5	PS6
Anti-image Covariance	PS1	,166	-,121	-,088	,006	,062	-,087
	PS2	-,121	,178	-,012	,070	-,149	,023
	PS3	-,088	-,012	,416	-,112	,024	-,027
	PS4	,006	,070	-,112	,431	-,141	-,166
	PS5	,062	-,149	,024	-,141	,374	-,057
	PS6	-,087	,023	-,027	-,166	-,057	,308
Anti-image Correlation	PS1	,734[a]	-,704	-,334	,022	,249	-,386
	PS2	-,704	,693[a]	-,044	,253	-,576	,098
	PS3	-,334	-,044	,904[a]	-,263	,060	-,074
	PS4	,022	,253	-,263	,737[a]	-,350	-,457
	PS5	,249	-,576	,060	-,350	,753[a]	-,169
	PS6	-,386	,098	-,074	-,457	-,169	,838[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
PS1	1,000	,785
PS2	1,000	,711
PS3	1,000	,662
PS4	1,000	,479
PS5	1,000	,619
PS6	1,000	,744

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,000	66,665	66,665	4,000	66,665	66,665
2	,823	13,717	80,382			
3	,567	9,444	89,826			
4	,316	5,262	95,088			
5	,204	3,396	98,484			
6	,091	1,516	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
PS1	,886
PS2	,843
PS3	,814
PS4	,692
PS5	,787
PS6	,863

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		PS1	PS2	PS3	PS4	PS5	PS6
Reproduced Correlation	PS1	,785[a]	,747	,721	,613	,697	,764
	PS2	,747	,711[a]	,686	,583	,663	,727
	PS3	,721	,686	,662[a]	,563	,640	,702
	PS4	,613	,583	,563	,479[a]	,544	,597
	PS5	,697	,663	,640	,544	,619[a]	,679
	PS6	,764	,727	,702	,597	,679	,744[a]
Residual[b]	PS1		,108	,000	-,194	-,128	-,054
	PS2	,108		-,077	-,264	,031	-,138
	PS3	,000	-,077		-,036	-,166	-,062
	PS4	-,194	-,264	-,036		-,011	,083
	PS5	-,128	,031	-,166	-,011		-,080
	PS6	-,054	-,138	-,062	,083	-,080	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 11 (73,0%) nonredundant residuals with absolute values greater than 0.05.

LAMPIRAN 3: FACTOR ANALYSIS MONETARY VALUE

Correlation Matrix[a]

		MV7	MV8
Correlation	MV7	1,000	,772
	MV8	,772	1,000
Sig. (1-tailed)	MV7		,000
	MV8	,000	

a. Determinant = ,404

Inverse of Correlation Matrix

	MV7	MV8
MV7	2,472	-1,908
MV8	-1,908	2,472

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,500
Bartlett's Test of Sphericity	Approx. Chi-Square	24,893
	df	1
	Sig.	,000

Anti-image Matrices

		MV7	MV8
Anti-image Covariance	MV7	,404	-,312
	MV8	-,312	,404
Anti-image Correlation	MV7	,500[a]	-,772
	MV8	-,772	,500[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
MV7	1,000	,886
MV8	1,000	,886

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	1,772	88,585	88,585	1,772	88,585	88,585
2	,228	11,415	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
MV7	,941
MV8	,941

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		MV7	MV8
Reproduced Correlation	MV7	,886[a]	,886
	MV8	,886	,886[a]
Residual[b]	MV7		-,114
	MV8	-,114	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 1 (100,0%) nonredundant residuals with absolute values greater than 0.05.

LAMPIRAN 4: FACTOR ANALYSIS CONVENIENCE VALUE

Correlation Matrix[a]

		CV9	CV10	CV11
Correlation	CV9	1,000	,848	,821
	CV10	,848	1,000	,808
	CV11	,821	,808	1,000
Sig. (1-tailed)	CV9		,000	,000
	CV10	,000		,000
	CV11	,000	,000	

a. Determinant = ,079

Inverse of Correlation Matrix

	CV9	CV10	CV11
CV9	4,396	-2,339	-1,719
CV10	-2,339	4,128	-1,415
CV11	-1,719	-1,415	3,555

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,765
Bartlett's Test of Sphericity	Approx. Chi-Square	68,986
	df	3
	Sig.	,000

Anti-image Matrices

		CV9	CV10	CV11
Anti-image Covariance	CV9	,227	-,129	-,110
	CV10	-,129	,242	-,096
	CV11	-,110	-,096	,281
Anti-image Correlation	CV9	,740[a]	-,549	-,435
	CV10	-,549	,758[a]	-,369
	CV11	-,435	-,369	,803[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CV9	1,000	,897
CV10	1,000	,887
CV11	1,000	,868

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	2,652	88,392	88,392	2,652	88,392	88,392
2	,198	6,589	94,982			
3	,151	5,018	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
CV9	,947
CV10	,942
CV11	,932

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		CV9	CV10	CV11
Reproduced Correlation	CV9	,897[a]	,892	,882
	CV10	,892	,887[a]	,878
	CV11	,882	,878	,868[a]
Residual[b]	CV9		-,044	-,061
	CV10	-,044		-,069
	CV11	-,061	-,069	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 2 (66,0%) nonredundant residuals with absolute values greater than 0.05.

LAMPIRAN 5: FACTOR ANALYSIS EMOTIONAL VALUE

Correlation Matrix[a]

		EV12	EV13	EV14	EV15	EV16
Correlation	EV12	1,000	,794	,666	,764	,759
	EV13	,794	1,000	,672	,852	,694
	EV14	,666	,672	1,000	,569	,550
	EV15	,764	,852	,569	1,000	,660
	EV16	,759	,694	,550	,660	1,000
Sig. (1-tailed)	EV12		,000	,000	,000	,000
	EV13	,000		,000	,000	,000
	EV14	,000	,000		,001	,001
	EV15	,000	,000	,001		,000
	EV16	,000	,000	,001	,000	

a. Determinant = ,019

Inverse of Correlation Matrix

	EV12	EV13	EV14	EV15	EV16
EV12	3,947	-,899	-,755	-,936	-1,338
EV13	-,899	4,991	-,951	-2,714	-,470
EV14	-,755	-,951	2,015	,279	-,059
EV15	-,936	-2,714	,279	3,997	-,195
EV16	-1,338	-,470	-,059	-,195	2,503

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,855
Bartlett's Test of Sphericity	Approx. Chi-Square	105,589
	df	10
	Sig.	,000

Anti-image Matrices

		EV12	EV13	EV14	EV15	EV16
Anti-image Covariance	EV12	,253	-,046	-,095	-,059	-,135
	EV13	-,046	,200	-,095	-,136	-,038
	EV14	-,095	-,095	,496	,035	-,012
	EV15	-,059	-,136	,035	,250	-,020
	EV16	-,135	-,038	-,012	-,020	,399
Anti-image Correlation	EV12	,865[a]	-,203	-,268	-,236	-,426
	EV13	-,203	,816[a]	-,300	-,608	-,133
	EV14	-,268	-,300	,898[a]	,098	-,026
	EV15	-,236	-,608	,098	,825[a]	-,062
	EV16	-,426	-,133	-,026	-,062	,898[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
EV12	1,000	,841
EV13	1,000	,856
EV14	1,000	,615
EV15	1,000	,788
EV16	1,000	,705

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	3,804	76,084	76,084	3,804	76,084	76,084
2	,480	9,591	85,675			
3	,385	7,698	93,373			
4	,197	3,932	97,305			
5	,135	2,695	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
EV12	,917
EV13	,925
EV14	,784
EV15	,887
EV16	,840

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		EV12	EV13	EV14	EV15	EV16
Reproduced Correlation	EV12	,841[a]	,848	,719	,814	,770
	EV13	,848	,856[a]	,725	,821	,777
	EV14	,719	,725	,615[a]	,696	,659
	EV15	,814	,821	,696	,788[a]	,745
	EV16	,770	,777	,659	,745	,705[a]
Residual[b]	EV12		-,054	-,053	-,050	-,011
	EV13	-,054		-,054	,031	-,082
	EV14	-,053	-,054		-,127	-,108
	EV15	-,050	,031	-,127		-,086
	EV16	-,011	-,082	-,108	-,086	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 8 (80,0%) nonredundant residuals with absolute values greater than 0.05.

LAMPIRAN 6: FACTOR ANALYSIS SOCIAL VALUE

Correlation Matrix[a]

		SV17	SV18	SV19
Correlation	SV17	1,000	,886	,732
	SV18	,886	1,000	,856
	SV19	,732	,856	1,000
Sig. (1-tailed)	SV17		,000	,000
	SV18	,000		,000
	SV19	,000	,000	

a. Determinant = ,056

Inverse of Correlation Matrix

	SV17	SV18	SV19
SV17	4,729	-4,601	,477
SV18	-4,601	8,220	-3,670
SV19	,477	-3,670	3,793

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,675
Bartlett's Test of Sphericity	Approx. Chi-Square	78,080
	df	3
	Sig.	,000

Anti-image Matrices

		SV17	SV18	SV19
Anti-image Covariance	SV17	,211	-,118	,027
	SV18	-,118	,122	-,118
	SV19	,027	-,118	,264
Anti-image Correlation	SV17	,703[a]	-,738	,113
	SV18	-,738	,609[a]	-,657
	SV19	,113	-,657	,740[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
SV17	1,000	,863
SV18	1,000	,948
SV19	1,000	,840

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	2,651	88,383	88,383	2,651	88,383	88,383
2	,269	8,983	97,366			
3	,079	2,634	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
SV17	,929
SV18	,974
SV19	,917

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		SV17	SV18	SV19
Reproduced Correlation	SV17	,863[a]	,905	,852
	SV18	,905	,948[a]	,893
	SV19	,852	,893	,840[a]
Residual[b]	SV17		-,018	-,119
	SV18	-,018		-,036
	SV19	-,119	-,036	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 1 (33,0%) nonredundant residuals with absolute values greater than 0.05.

LAMPIRAN 7: FACTOR ANALYSIS KEPUASAN PELANGGAN

Correlation Matrix[a]

		KP20	KP21	KP22
Correlation	KP20	1,000	,773	,732
	KP21	,773	1,000	,709
	KP22	,732	,709	1,000
Sig. (1-tailed)	KP20		,000	,000
	KP21	,000		,000
	KP22	,000	,000	

a. Determinant = ,166

Inverse of Correlation Matrix

	KP20	KP21	KP22
KP20	2,988	-1,529	-1,102
KP21	-1,529	2,795	-,864
KP22	-1,102	-,864	2,419

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,746
Bartlett's Test of Sphericity	Approx. Chi-Square	48,737
	df	3
	Sig.	,000

Anti-image Matrices

		KP20	KP21	KP22
Anti-image Covariance	KP20	,335	-,183	-,152
	KP21	-,183	,358	-,128
	KP22	-,152	-,128	,413
Anti-image Correlation	KP20	,717[a]	-,529	-,410
	KP21	-,529	,738[a]	-,332
	KP22	-,410	-,332	,789[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KP20	1,000	,847
KP21	1,000	,831
KP22	1,000	,799

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	2,476	82,546	82,546	2,476	82,546	82,546
2	,299	9,972	92,517			
3	,224	7,483	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
KP20	,920
KP21	,911
KP22	,894

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		KP20	KP21	KP22
Reproduced Correlation	KP20	,847[a]	,839	,823
	KP21	,839	,831[a]	,815
	KP22	,823	,815	,799[a]
Residual[b]	KP20		-,065	-,091
	KP21	-,065		-,105
	KP22	-,091	-,105	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 3 (100,0%) nonredundant residuals with absolute values greater than 0.05.

LAMPIRAN 8: FACTOR ANALYSIS KEPERCAYAAN

Correlation Matrix[a]

		K23	K24	K25	K26	K27
Correlation	K23	1,000	,818	,738	,766	,777
	K24	,818	1,000	,732	,817	,715
	K25	,738	,732	1,000	,766	,804
	K26	,766	,817	,766	1,000	,766
	K27	,777	,715	,804	,766	1,000
Sig. (1-tailed)	K23		,000	,000	,000	,000
	K24	,000		,000	,000	,000
	K25	,000	,000		,000	,000
	K26	,000	,000	,000		,000
	K27	,000	,000	,000	,000	

a. Determinant = ,009

Inverse of Correlation Matrix

	K23	K24	K25	K26	K27
K23	3,989	-1,872	-,309	-,317	-1,270
K24	-1,872	4,192	-,509	-1,776	,228
K25	-,309	-,509	3,498	-,813	-1,586
K26	-,317	-1,776	-,813	4,006	-,900
K27	-1,270	,228	-1,586	-,900	3,788

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,878
Bartlett's Test of Sphericity	Approx. Chi-Square	123,832
	df	10
	Sig.	,000

Anti-image Matrices

		K23	K24	K25	K26	K27
Anti-image Covariance	K23	,251	-,112	-,022	-,020	-,084
	K24	-,112	,239	-,035	-,106	,014
	K25	-,022	-,035	,286	-,058	-,120
	K26	-,020	-,106	-,058	,250	-,059
	K27	-,084	,014	-,120	-,059	,264
Anti-image Correlation	K23	,879[a]	-,458	-,083	-,079	-,327
	K24	-,458	,851[a]	-,133	-,433	,057
	K25	-,083	-,133	,898[a]	-,217	-,436
	K26	-,079	-,433	-,217	,892[a]	-,231
	K27	-,327	,057	-,436	-,231	,869[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
K23	1,000	,824
K24	1,000	,817
K25	1,000	,799
K26	1,000	,831
K27	1,000	,808

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,079	81,590	81,590	4,079	81,590	81,590
2	,340	6,804	88,394			
3	,243	4,861	93,255			
4	,196	3,914	97,169			
5	,142	2,831	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
K23	,908
K24	,904
K25	,894
K26	,912
K27	,899

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		K23	K24	K25	K26	K27
Reproduced Correlation	K23	,824[a]	,821	,811	,828	,816
	K24	,821	,817[a]	,808	,824	,813
	K25	,811	,808	,799[a]	,815	,803
	K26	,828	,824	,815	,831[a]	,820
	K27	,816	,813	,803	,820	,808[a]
Residual[b]	K23		-,002	-,074	-,062	-,039
	K24	-,002		-,076	-,007	-,098
	K25	-,074	-,076		-,049	,001
	K26	-,062	-,007	-,049		-,053
	K27	-,039	-,098	,001	-,053	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 5 (50,0%) nonredundant residuals with absolute values greater than 0.05.

LAMPIRAN 9: FACTOR ANALYSIS NIAT PEMBELIAN ULANG

Correlation Matrix[a]

		PU28	PU29
Correlation	PU28	1,000	,823
	PU29	,823	1,000
Sig. (1-tailed)	PU28		,000
	PU29	,000	

a. Determinant = ,322

Inverse of Correlation Matrix

	PU28	PU29
PU28	3,102	-2,554
PU29	-2,554	3,102

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,500
Bartlett's Test of Sphericity	Approx. Chi-Square	31,135
	df	1
	Sig.	,000

Anti-image Matrices

		PU28	PU29
Anti-image Covariance	PU28	,322	-,265
	PU29	-,265	,322
Anti-image Correlation	PU28	,500[a]	-,823
	PU29	-,823	,500[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
PU28	1,000	,912
PU29	1,000	,912

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,823	91,161	91,161	1,823	91,161	91,161
2	,177	8,839	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
PU28	,955
PU29	,955

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		PU28	PU29
Reproduced Correlation	PU28	,912[a]	,912
	PU29	,912	,912[a]
Residual[b]	PU28		-,088
	PU29	-,088	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 1 (100,0%) nonredundant residuals with absolute values greater than 0.05.