

LAMPIRAN 19: FACTOR ANALYSIS PERCEIVED SACRIFICES

Correlation Matrix^a

		PS1	PS2	PS3	PS4	PS5	PS6
Correlation	PS1	1,000	,671	,626	,575	,562	,593
	PS2	,671	1,000	,613	,408	,780	,501
	PS3	,626	,613	1,000	,611	,595	,564
	PS4	,575	,408	,611	1,000	,499	,632
	PS5	,562	,780	,595	,499	1,000	,550
	PS6	,593	,501	,564	,632	,550	1,000
Sig. (1-tailed)	PS1		,000	,000	,000	,000	,000
	PS2	,000		,000	,000	,000	,000
	PS3	,000	,000		,000	,000	,000
	PS4	,000	,000	,000		,000	,000
	PS5	,000	,000	,000	,000		,000
	PS6	,000	,000	,000	,000	,000	

a. Determinant = ,028

Inverse of Correlation Matrix

	PS1	PS2	PS3	PS4	PS5	PS6
PS1	2,470	-1,204	-,397	-,555	,316	-,460
PS2	-1,204	3,448	-,555	,617	-1,992	,005
PS3	-,397	-,555	2,259	-,681	-,238	-,199
PS4	-,555	,617	-,681	2,159	-,448	-,715
PS5	,316	-1,992	-,238	-,448	2,961	-,401
PS6	-,460	,005	-,199	-,715	-,401	2,055

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,830
Bartlett's Test of Sphericity	Approx. Chi-Square	504,664
	df	15
	Sig.	,000

Anti-image Matrices

		PS1	PS2	PS3	PS4	PS5	PS6
Anti-image	PS1	,405	-,141	-,071	-,104	,043	-,091
Covariance	PS2	-,141	,290	-,071	,083	-,195	,001
	PS3	-,071	-,071	,443	-,140	-,036	-,043
	PS4	-,104	,083	-,140	,463	-,070	-,161
	PS5	,043	-,195	-,036	-,070	,338	-,066
	PS6	-,091	,001	-,043	-,161	-,066	,487
	Anti-image Correlation	PS1	,855 ^a	-,413	-,168	-,240	,117
	PS2	-,413	,740 ^a	-,199	,226	-,623	,002
	PS3	-,168	-,199	,910 ^a	-,308	-,092	-,092
	PS4	-,240	,226	-,308	,813 ^a	-,177	-,339
	PS5	,117	-,623	-,092	-,177	,796 ^a	-,163
	PS6	-,204	,002	-,092	-,339	-,163	,894 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
PS1	1,000	,692
PS2	1,000	,678
PS3	1,000	,684
PS4	1,000	,578
PS5	1,000	,679
PS6	1,000	,619

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	3,930	65,500	65,500	3,930	65,500	65,500
2	,739	12,317	77,817			
3	,431	7,182	84,999			
4	,406	6,762	91,761			
5	,324	5,402	97,163			
6	,170	2,837	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
PS1	,832
PS2	,823
PS3	,827
PS4	,760
PS5	,824
PS6	,787

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

Reproduced Correlations

		PS1	PS2	PS3	PS4	PS5	PS6
Reproduced Correlation	PS1	,692 ^a	,685	,688	,632	,685	,655
	PS2	,685	,678 ^a	,681	,626	,678	,648
	PS3	,688	,681	,684 ^a	,629	,681	,651
	PS4	,632	,626	,629	,578 ^a	,626	,598
	PS5	,685	,678	,681	,626	,679 ^a	,648
	PS6	,655	,648	,651	,598	,648	,619 ^a
Residual ^b	PS1		-,014	-,062	-,057	-,123	-,062
	PS2	-,014		-,068	-,218	,102	-,147
	PS3	-,062	-,068		-,018	-,087	-,087
	PS4	-,057	-,218	-,018		-,128	,034
	PS5	-,123	,102	-,087	-,128		-,098
	PS6	-,062	-,147	-,087	,034	-,098	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 12 (80,0%) nonredundant residuals with absolute values greater than 0.05.

LAMPIRAN 20: FACTOR ANALYSIS MONETARY VALUE

Correlation Matrix^a

		MV7	MV8
Correlation	MV7	1,000	,766
	MV8	,766	1,000
Sig. (1-tailed)	MV7		,000
	MV8	,000	

a. Determinant = ,413

Inverse of Correlation Matrix

	MV7	MV8
MV7	2,424	-1,858
MV8	-1,858	2,424

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,500
Bartlett's Test of Sphericity	Approx. Chi-Square	126,184
	df	1
	Sig.	,000

Anti-image Matrices

		MV7	MV8
Anti-image Covariance	MV7	,413	-,316
	MV8	-,316	,413
Anti-image Correlation	MV7	,500 ^a	-,766
	MV8	-,766	,500 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
MV7	1,000	,883
MV8	1,000	,883

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	1,766	88,324	88,324	1,766	88,324	88,324
2	,234	11,676	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
MV7	,940
MV8	,940

Extraction Method:

Principal Component

Analysis.

a. 1 components

extracted.

Reproduced Correlations

		MV7	MV8
Reproduced Correlation	MV7	,883 ^a	,883
	MV8	,883	,883 ^a
Residual ^b	MV7		-,117
	MV8	-,117	

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 21: FACTOR ANALYSIS CONVENIENCE VALUE

Correlation Matrix^a

		CV9	CV10	CV11
Correlation	CV9	1,000	,802	,638
	CV10	,802	1,000	,762
	CV11	,638	,762	1,000
Sig. (1-tailed)	CV9		,000	,000
	CV10	,000		,000
	CV11	,000	,000	

a. Determinant = ,149

Inverse of Correlation Matrix

	CV9	CV10	CV11
CV9	2,812	-2,114	-,185
CV10	-2,114	3,971	-1,676
CV11	-,185	-1,676	2,395

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,699
Bartlett's Test of Sphericity	Approx. Chi-Square
	270,425
	df
	3
	Sig.
	,000

Anti-image Matrices

		CV9	CV10	CV11
Anti-image Covariance	CV9	,356	-,189	-,027
	CV10	-,189	,252	-,176
	CV11	-,027	-,176	,418
Anti-image Correlation	CV9	,722 ^a	-,633	-,071
	CV10	-,633	,637 ^a	-,544
	CV11	-,071	-,544	,767 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CV9	1,000	,805
CV10	1,000	,893
CV11	1,000	,773

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	2,470	82,329	82,329	2,470	82,329
2	,364	12,142	94,470			
3	,166	5,530	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
CV9	,897
CV10	,945
CV11	,879

Extraction Method:

Principal Component

Analysis.

a. 1 components

extracted.

Reproduced Correlations

		CV9	CV10	CV11
Reproduced Correlation	CV9	,805 ^a	,847	,788
	CV10	,847	,893 ^a	,831
	CV11	,788	,831	,773 ^a
Residual ^b	CV9		-,046	-,150
	CV10	-,046		-,069
	CV11	-,150	-,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 22: FACTOR ANALYSIS EMOTIONAL VALUE

Correlation Matrix^a

		EV12	EV13	EV14	EV15	EV16
Correlation	EV12	1,000	,684	,670	,690	,692
	EV13	,684	1,000	,634	,804	,708
	EV14	,670	,634	1,000	,606	,634
	EV15	,690	,804	,606	1,000	,727
	EV16	,692	,708	,634	,727	1,000
Sig. (1-tailed)	EV12		,000	,000	,000	,000
	EV13	,000		,000	,000	,000
	EV14	,000	,000		,000	,000
	EV15	,000	,000	,000		,000
	EV16	,000	,000	,000	,000	

a. Determinant = ,030

Inverse of Correlation Matrix

	EV12	EV13	EV14	EV15	EV16
EV12	2,602	-,420	-,745	-,542	-,638
EV13	-,420	3,357	-,452	-1,759	-,520
EV14	-,745	-,452	2,119	-,081	-,448
EV15	-,542	-1,759	-,081	3,444	-,833
EV16	-,638	-,520	-,448	-,833	2,699

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,879
Bartlett's Test of Sphericity	Approx. Chi-Square	493,967
	df	10
	Sig.	,000

Anti-image Matrices

		EV12	EV13	EV14	EV15	EV16
Anti-image Covariance	EV12	,384	-,048	-,135	-,061	-,091
	EV13	-,048	,298	-,064	-,152	-,057
	EV14	-,135	-,064	,472	-,011	-,078
	EV15	-,061	-,152	-,011	,290	-,090
	EV16	-,091	-,057	-,078	-,090	,370
Anti-image Correlation	EV12	,898 ^a	-,142	-,317	-,181	-,241
	EV13	-,142	,854 ^a	-,170	-,517	-,173
	EV14	-,317	-,170	,907 ^a	-,030	-,187
	EV15	-,181	-,517	-,030	,843 ^a	-,273
	EV16	-,241	-,173	-,187	-,273	,906 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
EV12	1,000	,745
EV13	1,000	,789
EV14	1,000	,662
EV15	1,000	,789
EV16	1,000	,758

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	3,743	74,869	74,869	3,743	74,869	74,869
2	,450	9,008	83,876			
3	,318	6,354	90,230			
4	,297	5,936	96,167			
5	,192	3,833	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
EV12	,863
EV13	,888
EV14	,814
EV15	,888
EV16	,870

Extraction Method:

Principal Component

Analysis.

a. 1 components
extracted.

Reproduced Correlations

		EV12	EV13	EV14	EV15	EV16
Reproduced Correlation	EV12	,745 ^a	,767	,703	,767	,752
	EV13	,767	,789 ^a	,723	,789	,773
	EV14	,703	,723	,662 ^a	,723	,708
	EV15	,767	,789	,723	,789 ^a	,773
	EV16	,752	,773	,708	,773	,758 ^a
Residual ^b	EV12		-,083	-,032	-,077	-,059
	EV13	-,083		-,089	,015	-,066
	EV14	-,032	-,089		-,116	-,075
	EV15	-,077	,015	-,116		-,046
	EV16	-,059	-,066	-,075	-,046	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 7 (70,0%) nonredundant residuals with absolute values greater than 0.05.

LAMPIRAN 23: FACTOR ANALYSIS SOCIAL VALUE

Correlation Matrix^a

		SV17	SV18	SV19
Correlation	SV17	1,000	,853	,811
	SV18	,853	1,000	,845
	SV19	,811	,845	1,000
Sig. (1-tailed)	SV17		,000	,000
	SV18	,000		,000
	SV19	,000	,000	

a. Determinant = ,070

Inverse of Correlation Matrix

	SV17	SV18	SV19
SV17	4,097	-2,390	-1,306
SV18	-2,390	4,883	-2,184
SV19	-1,306	-2,184	3,904

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,766
Bartlett's Test of Sphericity	Approx. Chi-Square
	378,127
	df
	3
	Sig.
	,000

Anti-image Matrices

		SV17	SV18	SV19
Anti-image Covariance	SV17	,244	-,119	-,082
	SV18	-,119	,205	-,115
	SV19	-,082	-,115	,256
Anti-image Correlation	SV17	,779 ^a	-,534	-,326
	SV18	-,534	,729 ^a	-,500
	SV19	-,326	-,500	,794 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
SV17	1,000	,885
SV18	1,000	,908
SV19	1,000	,879

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	2,672	89,083	89,083	2,672	89,083	89,083
2	,189	6,300	95,383			
3	,139	4,617	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
SV17	,941
SV18	,953
SV19	,938

Extraction Method:

Principal Component

Analysis.

a. 1 components

extracted.

Reproduced Correlations

		SV17	SV18	SV19
Reproduced Correlation	SV17	,885 ^a	,897	,882
	SV18	,897	,908 ^a	,894
	SV19	,882	,894	,879 ^a
Residual ^b	SV17		-,044	-,071
	SV18	-,044		-,049
	SV19	-,071	-,049	

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 24: FACTOR ANALYSIS KEPUASAN PELANGGAN

Correlation Matrix^a

		KP20	KP21	KP22
Correlation	KP20	1,000	,815	,612
	KP21	,815	1,000	,578
	KP22	,612	,578	1,000
Sig. (1-tailed)	KP20		,000	,000
	KP21	,000		,000
	KP22	,000	,000	

a. Determinant = ,204

Inverse of Correlation Matrix

	KP20	KP21	KP22
KP20	3,271	-2,267	-,691
KP21	-2,267	3,072	-,387
KP22	-,691	-,387	1,646

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	,685
Bartlett's Test of Sphericity	Approx. Chi-Square
	226,163
	df
	3
	Sig.
	,000

Anti-image Matrices

		KP20	KP21	KP22
Anti-image Covariance	KP20	,306	-,226	-,128
	KP21	-,226	,326	-,077
	KP22	-,128	-,077	,607
Anti-image Correlation	KP20	,634 ^a	-,715	-,298
	KP21	-,715	,648 ^a	-,172
	KP22	-,298	-,172	,857 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KP20	1,000	,853
KP21	1,000	,829
KP22	1,000	,660

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	2,342	78,069	78,069	2,342	78,069	78,069
2	,475	15,821	93,890			
3	,183	6,110	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
KP20	,923
KP21	,911
KP22	,813

Extraction Method:

Principal Component

Analysis.

a. 1 components

extracted.

Reproduced Correlations

		KP20	KP21	KP22
Reproduced Correlation	KP20	,853 ^a	,841	,750
	KP21	,841	,829 ^a	,740
	KP22	,750	,740	,660 ^a
Residual ^b	KP20		-,026	-,139
	KP21	-,026		-,162
	KP22	-,139	-,162	

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 25: FACTOR ANALYSIS KEPERCAYAAN

Correlation Matrix^a

		K23	K24	K25	K26	K27
Correlation	K23	1,000	,718	,622	,664	,637
	K24	,718	1,000	,758	,770	,628
	K25	,622	,758	1,000	,773	,665
	K26	,664	,770	,773	1,000	,707
	K27	,637	,628	,665	,707	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 = ,027

Inverse of Correlation Matrix

	K23	K24	K25	K26	K27
K23	2,373	-1,070	-,027	-,301	-,608
K24	-1,070	3,437	-1,114	-1,106	,044
K25	-,027	-1,114	3,101	-1,138	-,542
K26	-,301	-1,106	-1,138	3,533	-,852
K27	-,608	,044	-,542	-,852	2,322

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,877
Bartlett's Test of Sphericity	Approx. Chi-Square	512,455
	df	10
	Sig.	,000

Anti-image Matrices

		K23	K24	K25	K26	K27
Anti-image Covariance	K23	,421	-,131	-,004	-,036	-,110
	K24	-,131	,291	-,105	-,091	,006
	K25	-,004	-,105	,322	-,104	-,075
	K26	-,036	-,091	-,104	,283	-,104
	K27	-,110	,006	-,075	-,104	,431
Anti-image Correlation	K23	,889 ^a	-,375	-,010	-,104	-,259
	K24	-,375	,853 ^a	-,341	-,317	,016
	K25	-,010	-,341	,879 ^a	-,344	-,202
	K26	-,104	-,317	-,344	,870 ^a	-,298
	K27	-,259	,016	-,202	-,298	,899 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
K23	1,000	,696
K24	1,000	,799
K25	1,000	,775
K26	1,000	,816
K27	1,000	,694

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	3,781	75,617	75,617	3,781	75,617	75,617
2	,403	8,055	83,672			
3	,393	7,864	91,536			
4	,222	4,447	95,983			
5	,201	4,017	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
K23	,834
K24	,894
K25	,881
K26	,903
K27	,833

Extraction Method:

Principal Component

Analysis.

a. 1 components

extracted.

Reproduced Correlations

		K23	K24	K25	K26	K27
Reproduced Correlation	K23	,696 ^a	,746	,735	,754	,695
	K24	,746	,799 ^a	,787	,807	,745
	K25	,735	,787	,775 ^a	,795	,734
	K26	,754	,807	,795	,816 ^a	,753
	K27	,695	,745	,734	,753	,694 ^a
Residual ^b	K23		-,027	-,113	-,090	-,058
	K24	-,027		-,029	-,037	-,116
	K25	-,113	-,029		-,023	-,068
	K26	-,090	-,037	-,023		-,046
	K27	-,058	-,116	-,068	-,046	

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 26: FACTOR ANALYSIS NIAT PEMBELIAN ULANG

Correlation Matrix^a

		PU28	PU29
Correlation	PU28	1,000	,783
	PU29	,783	1,000
Sig. (1-tailed)	PU28		,000
	PU29	,000	

a. Determinant = ,387

Inverse of Correlation Matrix

	PU28	PU29
PU28	2,587	-2,026
PU29	-2,026	2,587

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,500
Bartlett's Test of Sphericity	Approx. Chi-Square	135,432
	df	1
	Sig.	,000

Anti-image Matrices

		PU28	PU29
Anti-image Covariance	PU28	,387	-,303
	PU29	-,303	,387
Anti-image Correlation	PU28	,500 ^a	-,783
	PU29	-,783	,500 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
PU28	1,000	,892
PU29	1,000	,892

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	1,783	89,160	89,160	1,783	89,160	89,160
2	,217	10,840	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
PU28	,944
PU29	,944

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

Reproduced Correlations

		PU28	PU29
Reproduced Correlation	PU28	,892 ^a	,892
	PU29	,892	,892 ^a
Residual ^b	PU28		-,108
	PU29	-,108	

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.