

Lampiran 3 Hasil Uji Pretest

1. Factor Analysis Variabel Switching Cost

Indikator : *Economic Risk Cost*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,700
Bartlett's Test of Sphericity	Approx. Chi-Square	80,466
	df	15
	Sig.	,000

Anti-image Matrices

		SC1	SC2	SC3	SC4	SC5	SC6
Anti-image Covariance	SC1	,331	-,123	,096	,166	-,184	-,022
	SC2	-,123	,257	-,158	-,152	-,056	-,121
	SC3	,096	-,158	,838	,111	,045	,137
	SC4	,166	-,152	,111	,413	-,108	-,120
	SC5	-,184	-,056	,045	-,108	,322	,036
	SC6	-,022	-,121	,137	-,120	,036	,530
Anti-image Correlation	SC1	,621 ^a	-,421	,182	,448	-,562	-,052
	SC2	-,421	,724 ^a	-,340	-,468	-,195	-,327
	SC3	,182	-,340	,344 ^a	,190	,086	,205
	SC4	,448	-,468	,190	,643 ^a	-,297	-,256
	SC5	-,562	-,195	,086	-,297	,770 ^a	,086
	SC6	-,052	-,327	,205	-,256	,086	,832 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component
	1
SC1	,756
SC2	,898
SC3	-,240
SC4	,736
SC5	,855
SC6	,751

Extraction Method:
Principal Component
Analysis.
a. 1 components
extracted.

2. Factor Analysis Variabel Switching Cost

Indikator : *Evaluation Cost*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,608
Bartlett's Test of Sphericity	Approx. Chi-Square	36,455
	df	6
	Sig.	,000

Anti-image Matrices

		SC7	SC8	SC9	SC10
Anti-image Covariance	SC7	,459	,167	-,010	-,257
	SC8	,167	,854	-,060	-,160
	SC9	-,010	-,060	,605	-,202
	SC10	-,257	-,160	-,202	,342
Anti-image Correlation	SC7	,587 ^a	,267	-,020	-,650
	SC8	,267	,435 ^a	-,084	-,297
	SC9	-,020	-,084	,759 ^a	-,443
	SC10	-,650	-,297	-,443	,578 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component
	1
SC7	,803
SC8	,355
SC9	,802
SC10	,923

Extraction Method:

Principal Component

Analysis.

a. 1 components

extracted.

3. Factor Analysis Variabel Switching Cost

Indikator : *Learning Cost*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,694
Bartlett's Test of Sphericity Approx. Chi-Square	46,628
df	6
Sig.	,000

Anti-image Matrices

		SC11	SC12	SC13	SC14
Anti-image Covariance	SC11	,534	-,158	-,132	,029
	SC12	-,158	,444	-,191	,090
	SC13	-,132	-,191	,323	-,244
	SC14	,029	,090	-,244	,636
Anti-image Correlation	SC11	,807 ^a	-,325	-,317	,050
	SC12	-,325	,711 ^a	-,504	,170
	SC13	-,317	-,504	,653 ^a	-,539
	SC14	,050	,170	-,539	,611 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component
	1
SC11	,808
SC12	,834
SC13	,916
SC14	,635

Extraction Method:

Principal Component
Analysis.

a. 1 components
extracted.

4. Factor Analysis Variabel Switching Cost

Indikator : *Set-Up Cost*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,587
Bartlett's Test of Sphericity Approx. Chi-Square	49,656
df	6
Sig.	,000

Anti-image Matrices

		SC15	SC16	SC17	SC18
Anti-image Covariance	SC15	,384	-,273	-,127	,072
	SC16	-,273	,368	,076	-,144
	SC17	-,127	,076	,480	-,301
	SC18	,072	-,144	-,301	,455
Anti-image Correlation	SC15	,583 ^a	-,724	-,296	,171
	SC16	-,724	,577 ^a	,180	-,351
	SC17	-,296	,180	,593 ^a	-,643
	SC18	,171	-,351	-,643	,596 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component
	1
SC15	,808
SC16	,821
SC17	,766
SC18	,791

Extraction Method:

Principal Component
Analysis.

a. 1 components
extracted.

5. Factor Analysis Variabel Loyalitas Pelanggan

Indikator : *Repeat Patronage*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,640
Bartlett's Test of Sphericity	Approx. Chi-Square	34,251
	df	3
	Sig.	,000

Anti-image Matrices

		CL1	CL2	CL3
Anti-image Covariance	CL1	,360	-,253	-,244
	CL2	-,253	,516	,005
	CL3	-,244	,005	,550
Anti-image Correlation	CL1	,591 ^a	-,587	-,549
	CL2	-,587	,669 ^a	,009
	CL3	-,549	,009	,688 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component
	1
CL1	,924
CL2	,835
CL3	,821

Extraction Method:

Principal Component

Analysis.

a. 1 components

extracted.

6. Factor Analysis Variabel Loyalitas Pelanggan

Indikator : *Switching Behaviour*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,549
Bartlett's Test of Sphericity	Approx. Chi-Square	25,959
	df	3
	Sig.	,000

Anti-image Matrices

		CL4	CL5	CL6
Anti-image Covariance	CL4	,412	-,308	-,041
	CL5	-,308	,408	-,074
	CL6	-,041	-,074	,929
Anti-image Correlation	CL4	,531 ^a	-,750	-,066
	CL5	-,750	,531 ^a	-,120
	CL6	-,066	-,120	,867 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component
	1
CL4	,906
CL5	,912
CL6	,500

Extraction Method:

Principal Component

Analysis.

a. 1 components

extracted.

7. Factor Analysis Variabel Loyalitas Pelanggan

Indikator : Rekomendasi

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,538
Bartlett's Test of Sphericity	Approx. Chi-Square	17,646
	df	3
	Sig.	,001

Anti-image Matrices

		CL7	CL8	CL9
Anti-image Covariance	CL7	,715	-,315	,068
	CL8	-,315	,545	-,310
	CL9	,068	-,310	,724
Anti-image Correlation	CL7	,550 ^a	-,504	,095
	CL8	-,504	,524 ^a	-,494
	CL9	,095	-,494	,552 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component
	1
CL7	,729
CL8	,893
CL9	,721

Extraction Method:

Principal Component

Analysis.

a. 1 components

extracted.

8. Reliability Variabel Switching Cost

Indikator : *Economic Risk Cost*

Reliability Statistics

Cronbach's Alpha	N of Items
,732	6

9. Reliability Variabel Switching Cost

Indikator : *Evaluation Cost*

Reliability Statistics

Cronbach's Alpha	N of Items
,705	4

10. Reliability Variabel Switching Cost

Indikator : *Learning Cost*

Reliability Statistics

Cronbach's Alpha	N of Items
,812	4

11. Reliability Variabel Switching Cost

Indikator : *Setup Cost*

Reliability Statistics

Cronbach's Alpha	N of Items
,804	4

12. *Reliability* Variabel Loyalitas Pelanggan

Indikator : *Repeat Patronage*

Reliability Statistics

Cronbach's Alpha	N of Items
,825	3

13. *Reliability* Variabel Loyalitas Pelanggan

Indikator : *Switching Behaviour*

Reliability Statistics

Cronbach's Alpha	N of Items
,660	3

14. *Reliability* Variabel Loyalitas Pelanggan

Indikator : *Rekomendasi*

Reliability Statistics

Cronbach's Alpha	N of Items
,675	3