

# LAMPIRAN

**Kuesioner****KUESIONER PENELITIAN****“PENGARUH *BRAND IMAGE* DAN *PURCHASE INTENTION* TERHADAP  
*WILLINGNESS TO PAY*”**

( Studi Kasus pada PT AIA Financial Jakarta)

Perkenalkan saya Dewi Handayani Panjaitan, mahasiswa Fakultas Ekonomi dan Bisnis Program Studi Manajemen Universitas Esa Unggul Jakarta. Mohon kesediaan Bapak/Ibu/Sdr untuk mengisi kuesioner ini. Kuesioner ini merupakan kuesioner yang penulis susun dalam rangka pelaksanaan penelitian. Jawaban yang Bapak/Ibu/Sdr berikan tidak akan mempengaruhi kedudukan maupun jabatan, mengingat kerahasiaan identitas Bapak/Ibu/Sdr akan kami jaga.

**IDENTITAS RESPONDEN**

Isilah identitas diri saudara dengan keadaan yang sebenarnya :

- a. Jenis Kelamin : \_\_\_\_\_
- b. Usia : \_\_\_\_\_
- c. Pendidikan : \_\_\_\_\_
- d. Pekerjaan : \_\_\_\_\_

**TANGGAPAN RESPONDEN****PETUNJUK :**

Isilah semua pertanyaan dalam kuesioner sesuai dengan kenyataan, dengan cara memberikan tanda (√) pada kotak yang telah tersedia.

STS	= Jika <b>Sangat Tidak Setuju</b> dengan pertanyaan
TS	= Jika <b>Tidak Setuju</b> dengan pertanyaan
N	= Jika <b>Netral</b> dengan pertanyaan
S	= Jika <b>Setuju</b> dengan pertanyaan
SS	= Jika <b>Sangat Setuju</b> dengan pertanyaan

**Lampiran 1**  
**Kuesioner Pretest (lanjutan)**

## Kuesioner

No	Pertanyaan	Jawaban Responden				
		STS (1)	TS (2)	N (3)	S (4)	SS (5)
1	Produk asuransi PT. AIA Financial memiliki karakteristik yang lebih baik dari produk pesaing.					
2	Produk asuransi dari pesaing lebih murah.					
3	Produk asuransi PT. AIA Financial bagus.					
4	PT. AIA Financial merupakan merek yang memiliki kepribadian yang membedakan dirinya dari pesaing.					
5	PT. AIA Financial merupakan merek yang tidak mengecewakan nasabahnya.					
6	PT. AIA Financial merupakan salah satu merek terbaik diantara perusahaan jasa asuransi lainnya.					
7	PT. AIA Financial merupakan merek yang kuat dipasar.					
8	Saya mungkin akan membeli produk asuransi pada PT. AIA Financial					
9	Kemungkinan saya akan mempertimbangkan untuk membeli produk asuransi pada PT. AIA Financial ini sangat tinggi					
10	Saya memiliki keinginan yang tinggi untuk membeli produk asuransi pada PT. AIA					
11	Saya akan membayar lebih produk asuransi PT. AIA Financial dari pada produk asuransi lain.					
12	Saya akan membayar lebih tinggi produk asuransi PT. AIA Financial dari pada produk asuransi lain.					
13	Walupun produk asuransi PT. AIA Financial mengalami kenaikan harga, saya tidak akan menggantinya dengan produk asuransi lain.					

## Lampiran 2 Kodingan Data Pretest

Resp	BI1	BI2	BI3	BI4	BI5	BI6	BI7	PI1	PI2	PI3	WTP1	WTP2	WTP3
1	4	4	4	4	2	4	4	4	3	5	4	4	4
2	5	4	4	5	5	4	5	5	5	5	4	4	5
3	4	4	4	4	5	5	4	4	2	4	4	5	5
4	5	5	4	5	5	5	5	5	4	4	4	4	4
5	5	5	5	5	5	4	5	5	2	2	2	4	4
6	3	4	4	3	5	5	5	5	4	4	4	4	4
7	5	5	5	5	5	5	5	5	2	2	3	4	4
8	5	4	4	4	5	4	5	4	2	2	2	4	4
9	4	5	4	5	5	5	5	4	5	4	4	4	4
10	4	5	5	5	5	4	5	4	5	5	2	4	4
11	4	4	4	3	5	5	5	4	4	4	4	4	4
12	5	5	5	5	5	5	5	5	5	5	5	5	5
13	4	4	2	4	4	4	4	4	4	2	4	4	2
14	4	3	3	5	4	5	5	4	3	3	4	3	3
15	5	5	5	5	5	5	5	5	5	5	5	5	5
16	5	5	5	5	5	5	5	5	5	5	5	5	5
17	4	4	2	5	5	5	4	4	4	2	4	4	2
18	4	4	4	5	4	4	4	4	4	4	4	4	4
19	4	3	3	5	4	5	5	4	3	3	4	3	3
20	4	4	5	4	5	5	5	4	4	5	4	4	5
21	4	4	3	3	2	3	4	4	4	3	4	4	3
22	5	5	5	5	5	5	5	5	5	5	5	5	5
23	3	4	4	3	3	4	3	3	4	4	3	4	4
24	4	4	4	3	4	4	4	4	4	4	4	4	4
25	4	4	4	4	4	4	5	4	4	4	4	4	4
26	4	4	4	4	4	4	3	4	4	4	4	4	4
27	5	5	5	4	5	4	5	5	5	5	5	5	5
28	3	4	2	2	4	2	4	3	4	2	3	4	2
29	5	5	5	5	4	5	3	5	5	5	5	5	5
30	5	5	5	5	5	5	5	5	5	5	5	5	5

### Lampiran 3 Output Uji Pretes

#### 1. Output Validitas dan Relibilitas Variabel *Brand Image*

##### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.703
Bartlett's Test of Sphericity	Approx. Chi-Square
	df
	Sig.
	88.499
	21
	.000

##### Anti-image Matrices

		BI1	BI2	BI3	BI4	BI5	BI6	BI7
Anti-image	BI1	.351	-.098	-.089	-.203	-.009	.067	-.075
Covariance	BI2	-.098	.390	-.221	-.031	-.149	.121	.111
	BI3	-.089	-.221	.418	.073	.064	-.158	-.071
	BI4	-.203	-.031	.073	.381	.029	-.213	-.022
	BI5	-.009	-.149	.064	.029	.453	-.176	-.258
	BI6	.067	.121	-.158	-.213	-.176	.464	.031
	BI7	-.075	.111	-.071	-.022	-.258	.031	.587
Anti-image	BI1	.774 <sup>a</sup>	-.264	-.233	-.555	-.023	.165	-.166
Correlation	BI2	-.264	.668 <sup>a</sup>	-.546	-.079	-.355	.285	.232
	BI3	-.233	-.546	.712 <sup>a</sup>	.182	.147	-.358	-.144
	BI4	-.555	-.079	.182	.701 <sup>a</sup>	.069	-.507	-.047
	BI5	-.023	-.355	.147	.069	.707 <sup>a</sup>	-.385	-.500
	BI6	.165	.285	-.358	-.507	-.385	.630 <sup>a</sup>	.059
	BI7	-.166	.232	-.144	-.047	-.500	.059	.719 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

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

	Component	
	1	2
BI1	.820	-.238
BI2	.708	-.572
BI3	.748	-.417
BI4	.763	.124
BI5	.739	.334
BI6	.672	.422
BI7	.621	.462

Extraction Method: Principal  
Component Analysis.

a. 2 components extracted.

#### Output Validitas dan Relibilitas Variabel *Brand Image* (Iterasi 1)

##### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.703
Bartlett's Test of Sphericity	Approx. Chi-Square
	df
	Sig.
	75.715
	15
	.000

**Anti-image Matrices**

		BI1	BI2	BI3	BI4	BI5	BI6
Anti-image Covariance	BI1	.361	-.091	-.103	-.212	-.058	.073
	BI2	-.091	.412	-.224	-.028	-.141	.122
	BI3	-.103	-.224	.427	.072	.044	-.158
	BI4	-.212	-.028	.072	.382	.025	-.213
	BI5	-.058	-.141	.044	.025	.604	-.218
	BI6	.073	.122	-.158	-.213	-.218	.465
Anti-image Correlation	BI1	.752 <sup>a</sup>	-.235	-.263	-.571	-.124	.178
	BI2	-.235	.710 <sup>a</sup>	-.533	-.070	-.283	.280
	BI3	-.263	-.533	.711 <sup>a</sup>	.177	.087	-.354
	BI4	-.571	-.070	.177	.677 <sup>a</sup>	.052	-.505
	BI5	-.124	-.283	.087	.052	.781 <sup>a</sup>	-.410
	BI6	.178	.280	-.354	-.505	-.410	.597 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

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

	Component
	1
BI1	.833
BI2	.747
BI3	.772
BI4	.776
BI5	.697
BI6	.672

Extraction Method:  
Principal Component  
Analysis.

a. 1 components  
extracted.

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.836	.845	6

2. Output Validitas dan Relibilitas Variabel *Purchase Intention*

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.568
Bartlett's Test of Sphericity	Approx. Chi-Square
	19.706
	Df
	3
	Sig.
	.000

**Anti-image Matrices**

		PI1	PI2	PI3
Anti-image Covariance	PI1	.865	-.003	-.187
	PI2	-.003	.559	-.341
	PI3	-.187	-.341	.515
Anti-image Correlation	PI1	.713 <sup>a</sup>	-.004	-.280
	PI2	-.004	.554 <sup>a</sup>	-.636
	PI3	-.280	-.636	.544 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

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

	Component
	1
PI1	.609
PI2	.844
PI3	.892

Extraction Method:  
Principal Component  
Analysis.

a. 1 components  
extracted.

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.698	.690	3

3. Output Validitas dan Relibilitas Variabel *Willingnes to Pay***KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.634
Bartlett's Test of Sphericity	Approx. Chi-Square	24.795
	df	3
	Sig.	.000

**Anti-image Matrices**

		WTP1	WTP2	WTP3
Anti-image Covariance	WTP1	.713	-.232	-.035
	WTP2	-.232	.473	-.300
	WTP3	-.035	-.300	.561
Anti-image Correlation	WTP1	.727 <sup>a</sup>	-.400	-.056
	WTP2	-.400	.591 <sup>a</sup>	-.583
	WTP3	-.056	-.583	.632 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

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

	Component
	1
WTP1	.753
WTP2	.896
WTP3	.832

Extraction Method:  
Principal Component  
Analysis.

a. 1 components  
extracted.

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.729	.770	3



### Lampiran 4 Koding Data SEM

Resp	BI1	BI2	BI3	BI4	BI5	BI6	PI1	PI2	PI3	WTP1	WTP2	WTP3
1	4	5	5	4	5	5	5	5	5	5	5	5
2	5	4	4	5	5	4	4	5	5	4	2	4
3	5	4	5	5	4	5	5	5	5	5	5	5
4	5	5	5	5	5	5	5	5	5	5	5	5
5	4	4	4	5	5	5	4	4	4	4	4	3
6	4	4	4	4	3	4	4	4	4	4	3	3
7	5	5	5	5	5	5	5	5	5	5	5	5
8	5	5	4	3	5	3	4	4	4	4	4	4
9	5	4	5	4	5	4	4	4	5	4	4	3
10	4	3	3	3	3	3	5	5	5	4	5	4
11	4	3	5	3	5	5	5	4	5	5	5	5
12	4	4	4	5	5	5	4	4	5	5	4	4
13	5	4	4	5	5	5	5	5	5	5	2	4
14	3	5	5	5	5	5	5	5	5	5	4	5
15	5	5	5	4	5	5	5	5	5	5	5	5
16	4	5	4	4	5	5	5	4	5	5	4	4
17	5	5	5	5	5	5	5	5	5	5	5	5
18	3	3	3	3	5	5	5	5	5	5	5	5
19	3	3	2	3	3	2	4	5	4	4	3	3
20	5	5	5	5	5	5	5	5	5	5	5	5
21	4	4	4	4	2	4	4	4	4	4	3	3
22	5	4	4	5	5	4	5	4	5	5	4	5
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24	5	5	4	5	5	5	5	5	5	5	5	5
25	5	5	5	5	5	4	5	5	5	5	5	4
26	3	4	4	3	5	5	5	5	5	5	5	5
27	5	5	5	5	5	5	5	5	5	5	5	5
28	5	4	4	4	5	4	4	4	4	5	4	4
29	1	1	1	1	1	1	1	1	1	1	1	1
30	4	4	4	5	5	4	4	4	4	5	3	4
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37	4	4	2	5	5	5	5	4	5	4	3	4
38	4	4	4	5	4	4	5	5	5	5	5	5
39	2	2	3	2	2	4	4	4	4	4	4	4
40	4	4	5	4	5	5	4	5	4	4	4	4
41	4	4	3	3	2	3	4	4	4	4	2	2
42	5	5	5	5	5	5	5	5	5	5	4	5
43	3	4	4	3	3	4	4	4	4	4	4	4
44	4	4	4	3	4	4	4	3	3	4	3	3
45	4	4	4	4	4	4	4	5	5	4	5	4
46	4	4	4	4	4	4	4	5	3	3	3	3
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48	3	4	2	2	4	2	4	3	3	3	3	4
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55	5	5	5	5	5	4	4	4	4	4	5	4
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57	3	3	4	3	2	4	5	5	5	5	5	5
58	5	4	4	5	3	4	5	4	4	5	4	4
59	2	2	2	2	2	2	2	2	2	2	2	2
60	4	4	5	4	4	4	4	4	4	4	4	3

Resp	BI1	BI2	BI3	BI4	BI5	BI6	PI1	PI2	PI3	WTP1	WTP2	WTP3
61	3	3	4	3	4	3	4	4	4	4	3	3
62	5	4	3	3	4	3	3	4	4	4	3	3
63	5	5	5	4	5	4	5	5	5	5	5	5
64	5	5	5	5	5	5	5	5	5	5	5	5
65	5	5	4	4	5	4	4	4	3	5	3	4
66	5	5	5	5	5	5	5	5	5	5	5	5
67	5	4	4	4	4	4	5	5	5	5	5	5
68	5	4	4	4	5	5	5	5	5	5	5	5
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72	3	3	3	3	3	3	3	3	3	3	3	3
73	4	4	4	4	5	5	5	5	5	4	2	4
74	5	5	5	5	5	5	5	5	5	5	5	5
75	5	4	4	5	5	5	3	4	5	5	5	4
76	5	5	4	5	5	5	5	5	5	5	4	4
77	4	4	5	5	4	4	4	4	4	4	4	3
78	5	5	5	5	5	5	5	5	5	5	5	5
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82	2	2	4	1	4	2	4	3	3	3	4	2
83	4	4	4	5	4	4	5	5	5	5	5	5
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92	4	4	4	4	5	5	4	5	4	4	4	4
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94	5	5	5	3	5	5	5	5	5	5	4	3
95	4	3	4	5	4	5	3	4	4	4	4	4
96	4	4	4	3	4	4	4	4	4	4	4	4
97	4	4	5	4	5	4	4	4	5	5	2	4
98	5	5	5	5	5	5	5	5	5	5	5	5
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100	3	3	4	3	3	3	4	5	5	5	5	5
101	5	5	5	4	4	3	4	3	5	5	5	3
102	5	4	5	5	5	5	5	5	5	5	5	5
103	5	5	5	5	5	5	5	5	5	5	3	4
104	4	4	4	4	4	4	5	5	5	5	4	4
105	3	1	2	5	3	4	5	5	5	5	4	4
106	5	5	5	5	5	5	5	5	5	5	4	4
107	4	4	4	4	4	4	4	4	4	4	4	4
108	4	4	5	3	4	4	4	5	5	5	5	3
109	4	4	4	4	4	4	4	4	4	4	4	4
110	4	4	4	4	4	4	4	4	4	4	4	4
111	4	5	5	5	5	4	5	5	5	5	4	4
112	5	4	4	5	4	5	4	4	4	5	4	4
113	4	4	5	4	5	4	5	5	5	5	5	4
114	3	3	3	3	3	3	4	4	3	5	3	3
115	4	4	3	4	4	4	5	5	5	5	5	5
116	5	5	5	5	5	5	5	5	5	5	5	5
117	3	5	5	4	5	5	5	4	4	4	4	4
118	5	5	5	5	1	5	5	5	5	5	5	5
119	5	5	5	5	5	5	5	5	5	5	5	5
120	5	5	5	5	5	5	5	5	5	5	5	5
121	4	5	4	5	5	5	5	5	5	5	4	5
122	3	3	3	3	3	3	5	5	5	5	3	3
123	5	5	5	5	5	5	5	5	5	5	5	5
124	5	5	5	5	5	5	5	5	5	5	5	5
125	4	4	4	4	5	4	5	5	5	5	5	4
126	4	4	4	4	4	4	4	4	2	4	4	4
127	4	4	5	4	4	5	5	4	5	4	4	5
128	4	4	4	4	4	4	4	4	5	4	4	4
129	4	4	4	4	4	4	4	4	5	4	4	4
130	4	4	4	4	4	4	5	5	5	4	4	5

## Lampiran 5 Output Olah Data SEM

LISREL 8.80  
BY  
Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file C:\Gogaenim\Chinggudeul\Chinggu April  
2020\DEWI\SEM DEWI\DEWI.pr2:

```
RAW DATA FROM FILE DEWI.PSF
LATENT VARIABLES: BI PI WTP
RELATIONSHIP
BI1 = BI
BI2 = BI
BI3 = BI
BI4 = BI
BI5 = BI
BI6 = BI
PI1 = PI
PI2 = PI
PI3 = PI
WTP1 = WTP
WTP2 = WTP
WTP3 = WTP
WTP = BI PI
PI = BI
SET ERROR COVARIANCE OF WTP3 AND WTP2 FREE
SET ERROR COVARIANCE OF BI6 AND BI2 FREE
SET ERROR COVARIANCE OF BI6 AND BI1 FREE
SET ERROR COVARIANCE OF BI3 AND WTP2 FREE
OPTIONS SC
PATH DIAGRAM
END OF PROBLEMS
```

Sample Size = 130

### Covariance Matrix

	PI1	PI2	PI3	WTP1	WTP2	WTP3
PI1	0.47					
PI2	0.38	0.50				
PI3	0.39	0.41	0.58			
WTP1	0.35	0.36	0.42	0.48		
WTP2	0.36	0.35	0.40	0.38	0.81	
WTP3	0.41	0.39	0.42	0.40	0.54	0.74
BI1	0.25	0.28	0.33	0.33	0.30	0.33

BI2	0.27	0.27	0.29	0.30	0.29	0.34
BI3	0.27	0.29	0.33	0.32	0.41	0.37
BI4	0.31	0.33	0.37	0.37	0.29	0.42
BI5	0.29	0.29	0.33	0.32	0.28	0.35
BI6	0.35	0.36	0.39	0.37	0.36	0.46

Covariance Matrix

	BI1	BI2	BI3	BI4	BI5	BI6
BI1	0.67					
BI2	0.53	0.71				
BI3	0.44	0.51	0.78			
BI4	0.53	0.49	0.41	0.84		
BI5	0.44	0.48	0.42	0.44	0.82	
BI6	0.40	0.40	0.46	0.53	0.46	0.70

Number of Iterations = 11

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$PI1 = 0.60*PI, \text{ Errorvar.} = 0.11, R^2 = 0.76$$

(0.018)  
6.18

$$PI2 = 0.62*PI, \text{ Errorvar.} = 0.12, R^2 = 0.77$$

(0.046)      (0.019)  
13.57          6.08

$$PI3 = 0.67*PI, \text{ Errorvar.} = 0.13, R^2 = 0.77$$

(0.049)      (0.022)  
13.69          5.99

$$WTP1 = 0.61*WTP, \text{ Errorvar.} = 0.11, R^2 = 0.78$$

(0.021)  
5.07

$$WTP2 = 0.60*WTP, \text{ Errorvar.} = 0.45, R^2 = 0.44$$

(0.068)      (0.059)  
8.81          7.60

$$WTP3 = 0.67*WTP, \text{ Errorvar.} = 0.30, R^2 = 0.60$$

(0.060)      (0.043)  
11.05          7.02

$$BI1 = 0.71*BI, \text{ Errorvar.} = 0.17, R^2 = 0.75$$

(0.059)      (0.029)  
12.06          5.67

$$BI2 = 0.73*BI, \text{ Errorvar.} = 0.18, R^2 = 0.74$$

(0.061)      (0.032)  
11.94          5.78

$$BI3 = 0.65*BI, \text{ Errorvar.} = 0.37, R^2 = 0.53$$

(0.067)      (0.046)

9.74            7.92

BI4 = 0.71\*BI, Errorvar.= 0.33 , R<sup>2</sup> = 0.61

(0.068)            (0.042)  
10.54            7.78

BI5 = 0.63\*BI, Errorvar.= 0.42 , R<sup>2</sup> = 0.49

(0.069)            (0.052)  
9.15            7.97

BI6 = 0.74\*BI, Errorvar.= 0.14 , R<sup>2</sup> = 0.80

(0.059)            (0.033)  
12.44            4.25

Error Covariance for WTP3 and WTP2 = 0.14

(0.038)  
3.65

Error Covariance for BI3 and WTP2 = 0.11

(0.034)  
3.06

Error Covariance for BI6 and BI1 = -0.12

(0.025)  
-4.77

Error Covariance for BI6 and BI2 = -0.13

(0.026)  
-5.22

Structural Equations

PI = 0.70\*BI, Errorvar.= 0.51 , R<sup>2</sup> = 0.49

(0.087)            (0.089)  
8.00            5.75

WTP = 0.86\*PI + 0.16\*BI, Errorvar.= 0.027 , R<sup>2</sup> = 0.97

(0.088) (0.072)            (0.047)  
9.80    2.30            0.57

Reduced Form Equations

PI = 0.70\*BI, Errorvar.= 0.51, R<sup>2</sup> = 0.49

(0.087)  
8.00

WTP = 0.77\*BI, Errorvar.= 0.41, R<sup>2</sup> = 0.59

(0.087)  
8.87

Correlation Matrix of Independent Variables

BI

-----

1.00

## Covariance Matrix of Latent Variables

	PI	WTP	BI
PI	1.00		
WTP	0.98	1.00	
BI	0.70	0.77	1.00

## Goodness of Fit Statistics

Degrees of Freedom = 47

Minimum Fit Function Chi-Square = 47.80 (P = 0.44)

Normal Theory Weighted Least Squares Chi-Square = 46.68 (P = 0.49)

Estimated Non-centrality Parameter (NCP) = 0.0

90 Percent Confidence Interval for NCP = (0.0 ; 19.86)

Minimum Fit Function Value = 0.37

Population Discrepancy Function Value (F0) = 0.0

90 Percent Confidence Interval for F0 = (0.0 ; 0.15)

Root Mean Square Error of Approximation (RMSEA) = 0.0

90 Percent Confidence Interval for RMSEA = (0.0 ; 0.057)

P-Value for Test of Close Fit (RMSEA &lt; 0.05) = 0.90

Expected Cross-Validation Index (ECVI) = 0.84

90 Percent Confidence Interval for ECVI = (0.84 ; 1.00)

ECVI for Saturated Model = 1.21

ECVI for Independence Model = 22.11

Chi-Square for Independence Model with 66 Degrees of Freedom = 2828.27

Independence AIC = 2852.27

Model AIC = 108.68

Saturated AIC = 156.00

Independence CAIC = 2898.68

Model CAIC = 228.58

Saturated CAIC = 457.67

Normed Fit Index (NFI) = 0.98

Non-Normed Fit Index (NNFI) = 1.00

Parsimony Normed Fit Index (PNFI) = 0.70

Comparative Fit Index (CFI) = 1.00

Incremental Fit Index (IFI) = 1.00

Relative Fit Index (RFI) = 0.98

Critical N (CN) = 196.50

Root Mean Square Residual (RMR) = 0.025

Standardized RMR = 0.038

Goodness of Fit Index (GFI) = 0.94

Adjusted Goodness of Fit Index (AGFI) = 0.91

Parsimony Goodness of Fit Index (PGFI) = 0.57

## Standardized Solution

LAMBDA-Y

	PI	WTP
PI1	0.60	--
PI2	0.62	--
PI3	0.67	--
WTP1	--	0.61
WTP2	--	0.60
WTP3	--	0.67

LAMBDA-X

	BI
BI1	0.71
BI2	0.73
BI3	0.65
BI4	0.71
BI5	0.63
BI6	0.74

BETA

	PI	WTP
PI	--	--
WTP	0.86	--

GAMMA

	BI
PI	0.70
WTP	0.16

Correlation Matrix of ETA and KSI

	PI	WTP	BI
PI	1.00		
WTP	0.98	1.00	
BI	0.70	0.77	1.00

PSI

Note: This matrix is diagonal.

	PI	WTP
	0.51	0.03

Regression Matrix ETA on KSI (Standardized)

	BI
PI	0.70
WTP	0.77

Completely Standardized Solution

LAMBDA-Y

	PI	WTP
PI1	0.87	--
PI2	0.88	--
PI3	0.88	--
WTP1	--	0.88
WTP2	--	0.66
WTP3	--	0.77

LAMBDA-X

	BI
BI1	0.87
BI2	0.86
BI3	0.73
BI4	0.78
BI5	0.70
BI6	0.89

BETA

	PI	WTP
PI	--	--
WTP	0.86	--

GAMMA

	BI
PI	0.70
WTP	0.16

Correlation Matrix of ETA and KSI

	PI	WTP	BI
PI	1.00		
WTP	0.98	1.00	
BI	0.70	0.77	1.00

PSI

Note: This matrix is diagonal.

	PI	WTP
	0.51	0.03

THETA-EPS

	PI1	PI2	PI3	WTP1	WTP2	WTP3
PI1	0.24					
PI2	--	0.23				



PI3	--	--	0.23			
WTP1	--	--	--	0.22		
WTP2	--	--	--	--	0.56	
WTP3	--	--	--	--	0.18	0.40

THETA-DELTA-EPS

	PI1	PI2	PI3	WTP1	WTP2	WTP3
B11	--	--	--	--	--	--
B12	--	--	--	--	--	--
B13	--	--	--	0.13	--	--
B14	--	--	--	--	--	--
B15	--	--	--	--	--	--
B16	--	--	--	--	--	--

THETA-DELTA

	BI1	BI2	BI3	BI4	BI5	BI6
B11	0.25					
B12	--	0.26				
B13	--	--	0.47			
B14	--	--	--	0.39		
B15	--	--	--	--	0.51	
B16	-0.17	-0.19	--	--	--	0.20

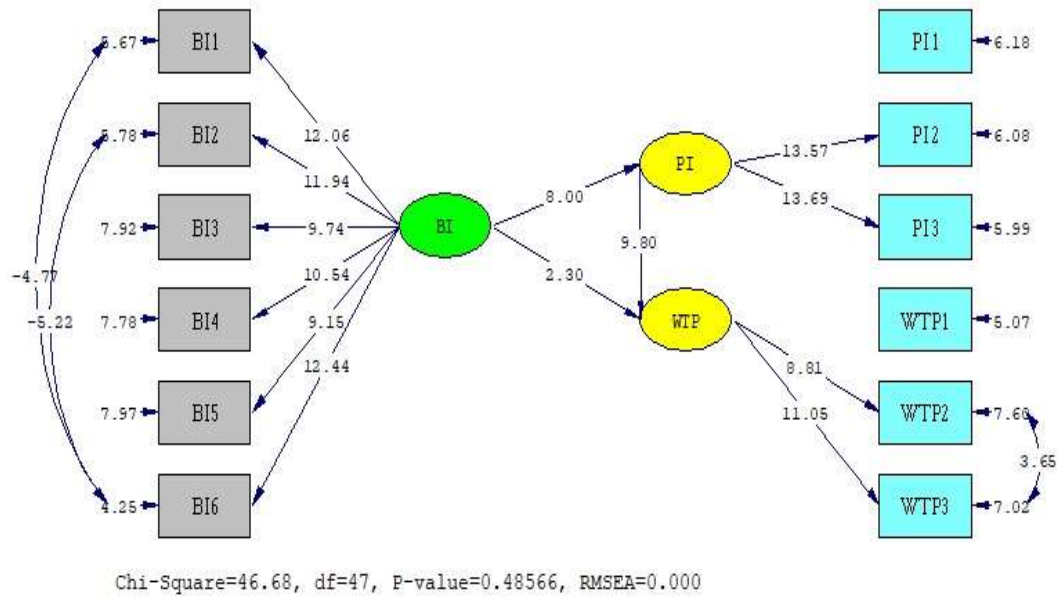
Regression Matrix ETA on KSI (Standardized)

	BI
PI	0.70
WTP	0.77

Time used: 0.016 Seconds

**Lampiran 6  
Path Diagram SEM**

Path Diagram T-Value



Path Diagram Standar Solution

