

LAMPIRAN 1 KUESIONER

Dengan hormat,

Sehubungan dengan adanya kegiatan penelitian dalam rangka penyusunan skripsi pada Fakultas Ekonomi dan Bisnis Universitas Esa Unggul Jakarta Barat dengan judul “Analisis Pengaruh Kualitas Pelayanan Terhadap Loyalitas Konsumen Dengan Kepuasan Konsumen (Studi Pada Pengunjung dan Pengguna Layanan Waterboom Cikarang).” Maka saya yang bertanda tangan di bawah ini:

Nama : Rangga Galih Saputra
NIM : 2011-11-307
Fakultas : Ekonomi dan Bisnis
Universitas : Esa Unggul Jakarta Barat

memohon kesediaan Bapak/ Ibu/ Sdr/ I untuk mengisi kuesioner sesuai dengan kondisi yang sebenarnya. Adapun jawaban yang dapat di berikan adalah **SS= Sangat Setuju, S= Setuju, TS= Tidak Setuju, STS= Sangat Tidak Setuju.**

Atas perhatian dan kesediaan Bapak/ Ibu/ Sdr/ I, saya ucapkan terima kasih.

Hormat Saya,

Rangga Galih Saputra

IDENTITAS RESPONDEN

Jenis Kelamin : Pria Wanita

Usia :

Status : Menikah Belum Menikah

Pendidikan :

Ket : (beri tanda pada kotak yang tersedia)

Petunjuk Pengisian Kuesioner

Berikan jawaban dengan tanda () terhadap semua pernyataan dalam kuesioner ini dengan Memberikan penilaian sejauh mana pernyataan itu sesuai dengan realita. Berikut adalah pilihan jawaban dari pernyataan kuesioner ini :

STS = Sangat Tidak Setuju
TS = Tidak Setuju
S = Setuju
SS = Sangat Setuju

Contoh : “Saya menikmati bekerja dengan orang-orang disini”
 Apabila anda menganggap bahwa pernyataan tersebut sangat tidak benar dan anda **sangat tidak setuju** dengan pernyataan tersebut, maka bubuhkan tanda “” seperti contoh berikut:

STS	TS	S	SS
<input checked="" type="checkbox"/>			

Apabila anda menganggap bahwa pernyataan tersebut agak mendekati kebenaran dan anda **setuju** dengan pernyataan tersebut, maka bubuhkan tanda “” seperti contoh berikut:

STS	TS	S	SS
		<input checked="" type="checkbox"/>	

Keterangan : **Pengisian jawaban dilakukan hanya pada satu kotak dari tujuh kotak yang di sediakan.**

NO	Pernyataan	STS	TS	S	SS
		1	2	3	4
1	Waterboom Cikarang memiliki peralatan terbaru				
2	Fasilitas fisik Waterboom Cikarang secara visual menarik				
3	Karyawan Waterboom Cikarang berpakaian dengan baik dan tampil rapi				
4	Penampilan secara fisik Waterboom Cikarang sesuai dengan jenis layanan				
5	Ketika karyawan Waterboom Cikarang melakukan sesuatu sudah sesuai dengan waktu tertentu yang dilakukannya				
6	Jika saya memiliki masalah, Waterboom Cikarang langsung simpatik dan meyakinkan saya				
7	Waterboom Cikarang dapat diandalkan				
8	Waterboom Cikarang memberikan layanan pada saat itu, dan berjanji melakukannya				
9	Waterboom Cikarang mudah diakses				
10	Waterboom Cikarang memperhatikan kebutuhan dan keinginan pelanggan dengan sungguh-sungguh				
11	Waterboom Cikarang menyediakan jasa pelayanan dengan baik dari awal hingga akhir kunjungan				
12	Saya merasa keakuratan penanganan atau pengadministrasian catatan pembelian tiket masuk sudah baik				
13	Saya merasa pelayanan sudah sesuai dengan yang dijanjikan				
14	Kesediaan karyawan dalam memberikan pelayanan yang cepat sudah terlaksana				
15	Kesediaan karyawan dalam membantu kesulitan pelanggan dengan cepat sudah terlaksana				
16	Keluangan waktu karyawan untuk menanggapi permintaan konsumen dengan cepat sudah terlaksana				
17	Saya yakin reputasi perusahaan yang terjamin baik				
18	Saya yakin kompetensi karyawan dalam bidang pelayanan yang diberikan sudah baik				

NO	Pernyataan	STS	TS	S	SS
		1	2	3	4
19	Saya merasa keramahan karyawan dalam memberikan layanan sudah baik				
20	Saya mengatakan hal positif tentang fasilitas Waterboom Cikarang				
21	Saya percaya bahwa Waterboom Cikarang merupakan tempat rekreasi air terbaik				
22	Waterboom Cikarang merupakan pilihan pertama jika saya ingin berenang di tempat rekreasi bermain air				
23	Kemungkinan besar, Saya akan berenang lagi di Waterboom Cikarang				
24	Saya jarang melakukan peralihan ke tempat rekreasi air lainnya				
25	Saya memberikan rekomendasi kepada pihak lain untuk berenang di Waterboom Cikarang				
26	Saya akan merekomendasikan Waterboom Cikarang kepada teman teman saya				
27	Saya akan bercerita hal-hal baik tentang pelayanan Waterboom Cikarang				
28	Saya senang apabila teman-teman saya berlangganan juga di Waterboom Cikarang				

LAMPIRAN 2

TABULASI DATA RESPONDEN

No	KUALITAS PELAYANAN											KEPUASAN KONSUMEN								LOYALITAS KONSUMEN												
	KP 11	KP 12	KP 13	KP 14	KP 15	KP 16	KP 17	KP 18	KP 19	KP11 0	KP11 1	X	KK 11	KK 12	KK 13	KK 14	KK 15	KK 16	KK 17	KK 18	Y	LK 11	LK 12	LK 13	LK 14	LK 15	LK 16	LK 17	LK 18	LK 19	Z	
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9	4	4	4	4	4	4	3	4	4	4	4	3.91	4	4	4	4	4	4	4	4	4.00	4	4	4	4	4	4	4	4	4	4.00	
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18	4	4	4	4	3	3	3	4	4	3	4	3.64	3	2	3	2	4	4	2	2	2.75	4	4	4	4	3	4	3	4	4	3.78	
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121	4	2	4	3	2	2	4	4	3	3	3	3.09	3	4	4	2	2	4	4	4	3.38	4	4	4	3	4	4	4	4	4	3.89	
122	3	4	2	4	2	3	3	3	3	3	4	3.09	2	3	2	2	2	2	3	2	2.25	2	2	3	3	2	1	3	3	3	2.44	
123	4	4	4	4	4	2	3	3	2	3	3	3.27	4	4	4	4	4	4	3	4	3.88	3	3	4	3	3	4	3	4	4	3.44	
124	1	3	3	3	3	2	1	3	2	3	2	2.36	3	4	3	3	3	3	3	3	3.13	3	2	3	4	4	4	4	3	3	3.33	
125	4	4	4	4	3	4	4	4	3	3	4	3.73	3	4	3	2	4	3	3	2	3.00	2	4	2	3	3	4	3	3	2	2.89	
126	4	4	4	4	4	3	4	4	4	4	4	3.91	3	3	3	4	4	2	4	3	3.25	3	3	3	4	4	3	3	3	4	3.33	
127	3	4	3	4	4	2	2	3	3	2	4	3.09	4	4	3	3	3	4	3	3	3.38	3	4	3	4	3	3	4	4	4	3.56	
128	2	2	3	2	3	2	2	3	2	3	2	2.36	4	4	4	3	3	4	4	4	3.75	3	3	3	3	4	3	3	4	3	3.22	
129	2	2	2	1	1	3	3	3	3	2	3	2.27	3	4	3	4	3	3	4	3	3.38	4	3	4	4	4	2	4	4	3	3.56	
130	4	2	3	3	4	3	3	3	2	3	2	2.91	4	4	3	4	4	3	4	4	3.75	4	3	4	4	3	3	3	2	3	3.22	
131	4	3	4	4	4	4	3	4	4	4	4	3.82	3	3	3	3	3	3	3	4	3.13	4	4	3	4	4	4	4	4	4	3.89	
132	3	4	3	3	2	4	4	4	3	4	4	3.45	3	2	4	3	2	4	4	3	3.13	2	3	3	3	2	3	4	3	2	2.78	
133	3	2	3	3	3	3	2	2	3	3	2	2.64	3	3	3	3	2	2	2	2	2.50	3	1	2	3	3	3	3	2	3	2.56	

134	3	3	3	3	3	4	3	3	3	4	2	3.09	4	4	4	4	4	4	3	4	3.88	3	3	3	4	3	4	3	3	4	3.33
135	2	3	1	3	2	3	3	2	3	3	3	2.55	3	3	3	3	3	3	4	3	3.13	3	3	2	2	2	3	2	3	2	2.44
136	3	3	4	2	3	4	4	3	2	3	3	3.09	4	3	4	4	4	4	4	3	3.75	3	2	3	4	4	3	4	4	4	3.44
137	4	4	3	4	4	4	4	3	4	4	4	3.82	3	2	3	1	1	3	3	3	2.38	3	4	2	4	2	4	2	4	4	3.22
138	3	2	4	4	3	3	2	3	3	4	4	3.18	1	2	3	3	3	2	3	3	2.50	2	2	3	3	3	2	2	2	3	2.44
139	3	1	1	3	3	1	1	3	3	1	3	2.09	2	3	3	2	3	3	3	2	2.63	3	1	1	1	1	3	2	2	2	1.78
140	3	3	3	2	3	2	2	3	3	3	2	2.64	4	4	4	4	4	4	4	4	4.00	4	4	4	4	4	4	3	4	4	3.89
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142	3	2	3	3	3	3	2	3	3	2	2	2.64	4	4	4	4	3	3	4	4	3.75	4	4	4	4	4	2	2	3	4	3.44
143	2	1	1	3	2	3	2	3	1	3	1	2.00	3	3	3	3	1	3	1	1	2.25	1	1	2	2	3	3	2	3	2	2.11
144	3	3	3	3	3	3	3	4	4	4	2	3.18	4	4	4	2	2	4	3	2	3.13	3	2	3	2	2	2	2	2	2	2.22
145	2	3	2	3	3	2	2	3	3	2	4	2.64	3	3	3	4	4	3	4	3	3.38	2	4	2	3	3	3	4	4	2	3.00
146	2	3	3	1	3	3	1	3	1	3	2	2.27	4	4	4	4	4	4	4	4	4.00	4	4	3	4	4	4	4	4	4	3.89
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150	4	4	3	4	4	4	3	4	4	4	4	3.82	4	4	3	4	4	4	4	4	3.88	4	2	4	2	3	4	3	4	3	3.22

LAMPIRAN 3

HASIL UJI VALIDITAS DAN RELIABILITAS

ANALISIS FAKTOR KUALITAS PELAYANAN

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,929
Approx. Chi-Square	907,445
Bartlett's Test of Sphericity Df	55
Sig.	,000

Anti-image Matrices

	KP11	KP12	KP13	KP14	KP15	KP16	KP17	KP18	KP19	KP110	KP111	
Anti-image Covariance	KP11	,445	-,073	-,064	-,106	-,068	-,053	-,051	,006	-,069	,062	-,040
	KP12	-,073	,396	-,023	,022	-,081	-,012	,006	-,033	-,032	-,101	-,112
	KP13	-,064	-,023	,472	,027	-,087	-,030	-,099	-,079	,024	-,062	-,029
	KP14	-,106	,022	,027	,488	-,156	,033	,012	-,031	-,079	-,061	-,065
	KP15	-,068	-,081	-,087	-,156	,491	-,022	,013	-,036	-,008	,011	,024
	KP16	-,053	-,012	-,030	,033	-,022	,461	-,049	-,024	-,018	-,182	-,010
	KP17	-,051	,006	-,099	,012	,013	-,049	,493	-,026	-,051	-,063	-,096
	KP18	,006	-,033	-,079	-,031	-,036	-,024	-,026	,494	-,027	-,069	-,091
	KP19	-,069	-,032	,024	-,079	-,008	-,018	-,051	-,027	,486	-,052	-,098
	KP110	,062	-,101	-,062	-,061	,011	-,182	-,063	-,069	-,052	,376	,076
	KP111	-,040	-,112	-,029	-,065	,024	-,010	-,096	-,091	-,098	,076	,435
Anti-image Correlation	KP11	,935 ^a	-,175	-,139	-,228	-,145	-,117	-,109	,012	-,148	,152	-,090
	KP12	-,175	,936 ^a	-,054	,050	-,183	-,029	,015	-,075	-,073	-,261	-,271
	KP13	-,139	-,054	,947 ^a	,056	-,180	-,065	-,206	-,163	,050	-,148	-,063
	KP14	-,228	,050	,056	,914 ^a	-,319	,070	,025	-,063	-,161	-,143	-,140
	KP15	-,145	-,183	-,180	-,319	,928 ^a	-,047	,027	-,072	-,017	,025	,051
	KP16	-,117	-,029	-,065	,070	-,047	,918 ^a	-,102	-,050	-,038	-,437	-,023
	KP17	-,109	,015	-,206	,025	,027	-,102	,949 ^a	-,053	-,105	-,146	-,207
	KP18	,012	-,075	-,163	-,063	-,072	-,050	-,053	,961 ^a	-,054	-,160	-,196

	KP11	KP12	KP13	KP14	KP15	KP16	KP17	KP18	KP19	KP110	KP111
KP19	-,148	-,073	,050	-,161	-,017	-,038	-,105	-,054	,955 ^a	-,123	-,213
KP110	,152	-,261	-,148	-,143	,025	-,437	-,146	-,160	-,123	,870 ^a	,187
KP111	-,090	-,271	-,063	-,140	,051	-,023	-,207	-,196	-,213	,187	,912 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KP11	1,000	,589
KP12	1,000	,657
KP13	1,000	,579
KP14	1,000	,515
KP15	1,000	,529
KP16	1,000	,526
KP17	1,000	,557
KP18	1,000	,574
KP19	1,000	,571
KP110	1,000	,572
KP111	1,000	,574

Extraction Method: Principal
Component Analysis.

ANALISIS FAKTOR KEPUASAN KONSUMEN

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,908
Approx. Chi-Square	597,310
Bartlett's Test of Sphericity	Df
	28
	Sig.
	,000

Anti-image Matrices

		KK11	KK12	KK13	KK14	KK15	KK16	KK17	KK18
Anti-image Covariance	KK11	,534	-,210	,002	-,024	-,060	-,013	-,059	-,023
	KK12	-,210	,466	-,083	-,019	,007	-,075	-,022	-,070
	KK13	,002	-,083	,446	-,095	-,025	-,131	-,041	-,088
	KK14	-,024	-,019	-,095	,414	-,174	-,014	-,066	-,036
	KK15	-,060	,007	-,025	-,174	,415	-,079	-,021	-,095
	KK16	-,013	-,075	-,131	-,014	-,079	,568	-,083	,022
	KK17	-,059	-,022	-,041	-,066	-,021	-,083	,549	-,124
	KK18	-,023	-,070	-,088	-,036	-,095	,022	-,124	,487
Anti-image Correlation	KK11	,891 ^a	-,421	,004	-,050	-,128	-,023	-,108	-,045
	KK12	-,421	,886 ^a	-,182	-,043	,017	-,146	-,044	-,146
	KK13	,004	-,182	,919 ^a	-,220	-,058	-,261	-,083	-,188
	KK14	-,050	-,043	-,220	,897 ^a	-,419	-,029	-,138	-,080
	KK15	-,128	,017	-,058	-,419	,892 ^a	-,162	-,044	-,212
	KK16	-,023	-,146	-,261	-,029	-,162	,925 ^a	-,148	,041
	KK17	-,108	-,044	-,083	-,138	-,044	-,148	,939 ^a	-,239
	KK18	-,045	-,146	-,188	-,080	-,212	,041	-,239	,924 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KK11	1,000	,515
KK12	1,000	,588
KK13	1,000	,647
KK14	1,000	,648
KK15	1,000	,645
KK16	1,000	,520
KK17	1,000	,558
KK18	1,000	,606

Extraction Method: Principal
Component Analysis.

ANALISIS FAKTOR LOYALITAS KONSUMEN

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,931
Approx. Chi-Square		591,548
Bartlett's Test of Sphericity	Df	36
	Sig.	,000

Anti-image Matrices

		LK11	LK12	LK13	LK14	LK15	LK16	LK17	LK18	LK19
Anti-image Covariance	LK11	,494	,006	-,103	-,035	-,077	-,105	-,056	-,050	-,075
	LK12	,006	,604	-,048	-,041	-,061	-,092	-,049	-,052	-,101
	LK13	-,103	-,048	,539	-,033	-,091	-,059	-,075	-,017	-,046
	LK14	-,035	-,041	-,033	,531	-,141	,000	-,004	-,072	-,125
	LK15	-,077	-,061	-,091	-,141	,492	,001	-,124	-,053	,041
	LK16	-,105	-,092	-,059	,000	,001	,542	-,013	-,116	-,079
	LK17	-,056	-,049	-,075	-,004	-,124	-,013	,585	-,066	-,048
	LK18	-,050	-,052	-,017	-,072	-,053	-,116	-,066	,522	-,068
	LK19	-,075	-,101	-,046	-,125	,041	-,079	-,048	-,068	,513
Anti-image Correlation	LK11	,934 ^a	,011	-,199	-,069	-,157	-,203	-,104	-,098	-,149
	LK12	,011	,946 ^a	-,084	-,073	-,111	-,161	-,082	-,093	-,182
	LK13	-,199	-,084	,943 ^a	-,062	-,178	-,109	-,134	-,031	-,087
	LK14	-,069	-,073	-,062	,922 ^a	-,275	-,001	-,007	-,138	-,239
	LK15	-,157	-,111	-,178	-,275	,906 ^a	,002	-,231	-,105	,081
	LK16	-,203	-,161	-,109	-,001	,002	,928 ^a	-,023	-,217	-,151
	LK17	-,104	-,082	-,134	-,007	-,231	-,023	,942 ^a	-,119	-,087
	LK18	-,098	-,093	-,031	-,138	-,105	-,217	-,119	,942 ^a	-,132
	LK19	-,149	-,182	-,087	-,239	,081	-,151	-,087	-,132	,922 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
LK11	1,000	,601
LK12	1,000	,493
LK13	1,000	,560
LK14	1,000	,548
LK15	1,000	,574
LK16	1,000	,538
LK17	1,000	,507
LK18	1,000	,580
LK19	1,000	,569

Extraction Method: Principal
Component Analysis.

RELIABILITAS KUALITAS PELAYANAN**Reliability Statistics**

Cronbach's Alpha	N of Items
,924	11

RELIABILITAS KEPUASAN KONSUMEN**Reliability Statistics**

Cronbach's Alpha	N of Items
,901	8

RELIABILITAS LOYALITAS KONSUMEN**Reliability Statistics**

Cronbach's Alpha	N of Items
,898	9

LAMPIRAN 4

HASIL ANALISIS UJI ANOVA

Warning # 849 in column 23. Text: in_ID
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 ONEWAY X Y Z BY gender
 /STATISTICS DESCRIPTIVES HOMOGENEITY
 /PLOT MEANS
 /MISSING ANALYSIS.

Oneway

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Syntax	
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Descriptives

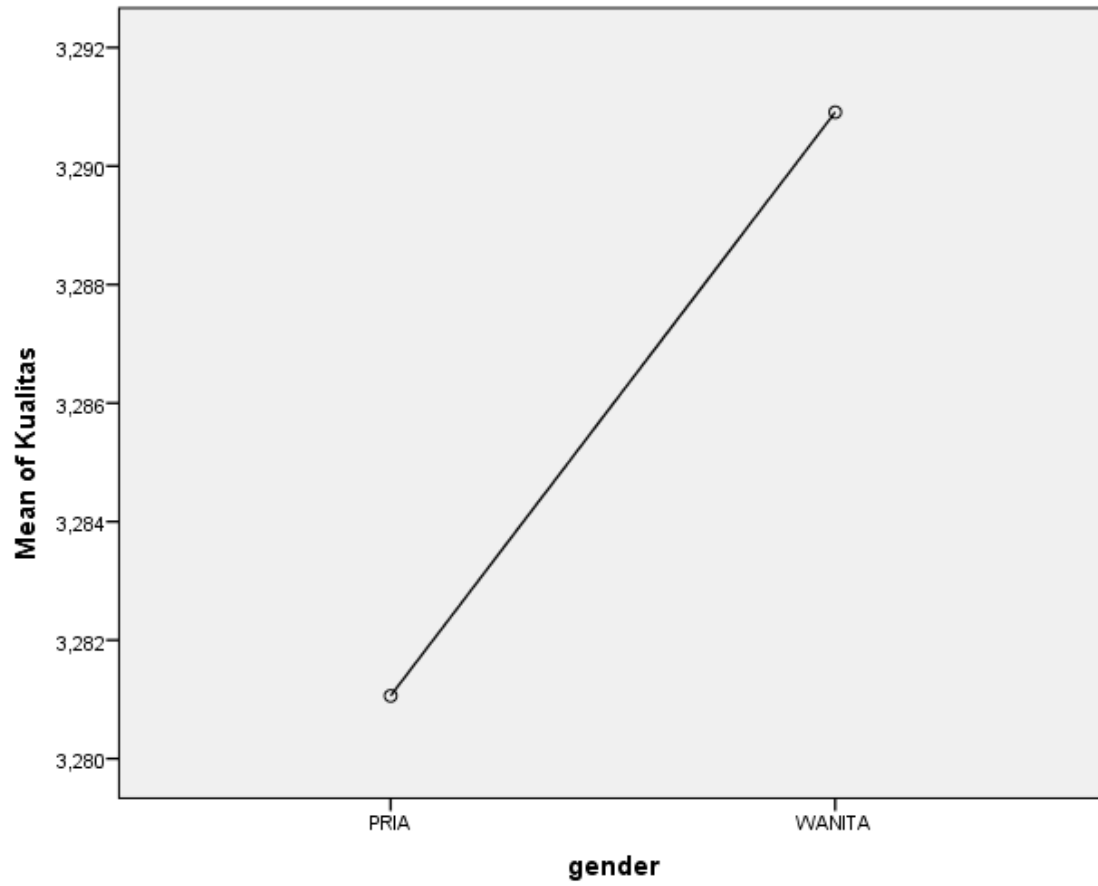
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
					Kualitas Pelayanan	PRIA			120
	WANIT	30	3,2909	,64874	,11844	3,0487	3,5332	2,27	4,00
	Total	150	3,2830	,61590	,05029	3,1837	3,3824	1,82	4,00
Kepuasan Konsumen	PRIA	120	3,2927	,63002	,05751	3,1788	3,4066	1,75	4,00
	WANIT	30	3,2875	,63666	,11624	3,0498	3,5252	2,00	4,00
	Total	150	3,2917	,62921	,05137	3,1901	3,3932	1,75	4,00
Loyalitas Konsumen	PRIA	120	3,2028	,61816	,05643	3,0910	3,3145	1,78	4,00
	WANIT	30	3,1481	,65788	,12011	2,9025	3,3938	1,78	4,00
	Total	150	3,1919	,62443	,05098	3,0911	3,2926	1,78	4,00

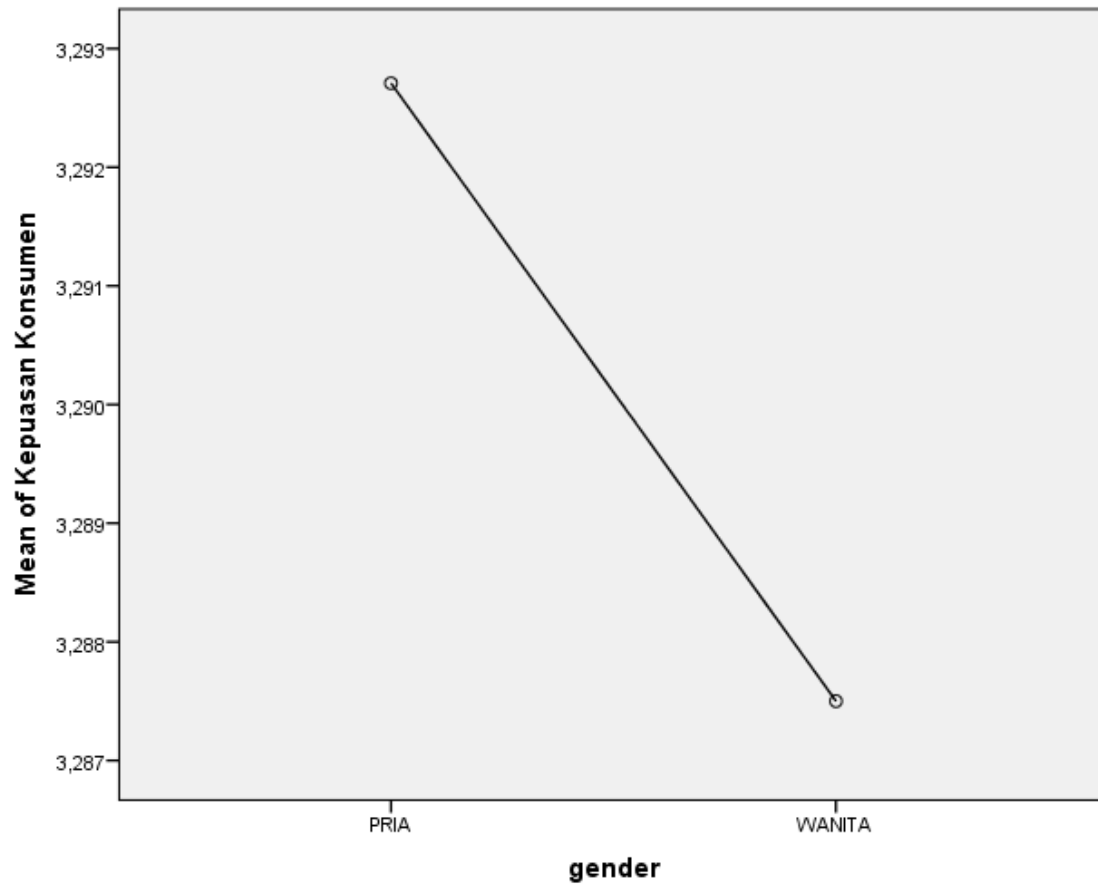
Test of Homogeneity of Variances

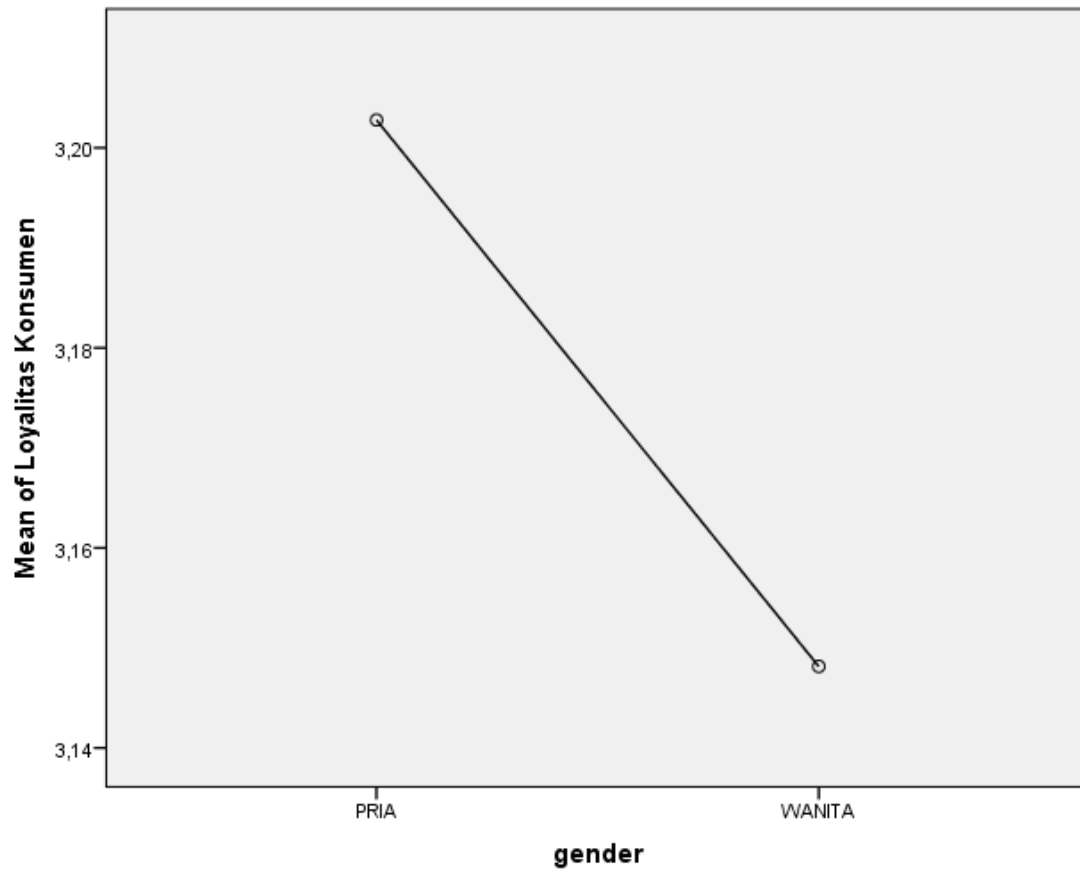
	Levene Statistic	df1	df2	Sig.
Kualitas Pelayanan	,964	1	148	,328
Kepuasan Konsumen	,153	1	148	,696
Loyalitas Konsumen	,017	1	148	,897

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Kualitas Pelayanan	Between Groups	,002	1	,002	,006	,938
	Within Groups	56,519	148	,382		
	Total	56,521	149			
Kepuasan Konsumen	Between Groups	,001	1	,001	,002	,968
	Within Groups	58,989	148	,399		
	Total	58,990	149			
Loyalitas Konsumen	Between Groups	,072	1	,072	,183	,670
	Within Groups	58,025	148	,392		
	Total	58,096	149			

Means Plots





```
ONEWAY X Y Z BY status  
/STATISTICS DESCRIPTIVES HOMOGENEITY  
/PLOT MEANS  
/MISSING ANALYSIS.
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Oneway

Notes

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Missing Value Handling	Cases Used	Statistics for each analysis are based on cases with no missing data for any variable in the analysis.
		ONEWAY X Y Z BY status
		/STATISTICS DESCRIPTIVES
Syntax		HOMOGENEITY
		/PLOT MEANS
		/MISSING ANALYSIS.
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Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
Kualitas Pelayanan	LAJANG	135	3,2687	,60881	,05240	3,1651	3,3723	1,91	4,00
	MENIKAH	15	3,4121	,68537	,17696	3,0326	3,7917	1,82	4,00
	Total	150	3,2830	,61590	,05029	3,1837	3,3824	1,82	4,00
Kepuasan Konsumen	LAJANG	135	3,2667	,64371	,05540	3,1571	3,3762	1,75	4,00
	MENIKAH	15	3,5167	,43267	,11171	3,2771	3,7563	3,00	4,00
	Total	150	3,2917	,62921	,05137	3,1901	3,3932	1,75	4,00
Loyalitas Konsumen	LAJANG	135	3,1695	,63956	,05504	3,0607	3,2784	1,78	4,00
	MENIKAH	15	3,3926	,43210	,11157	3,1533	3,6319	2,33	4,00
	Total	150	3,1919	,62443	,05098	3,0911	3,2926	1,78	4,00

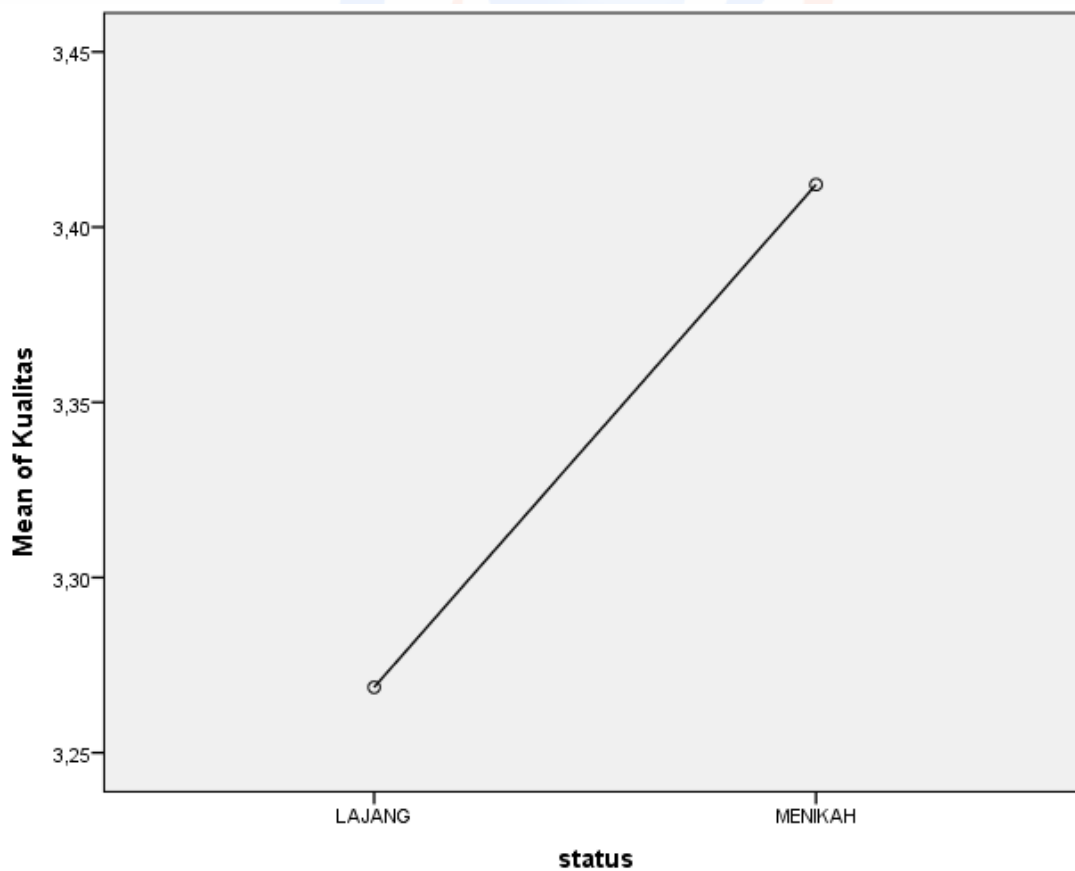
Test of Homogeneity of Variances

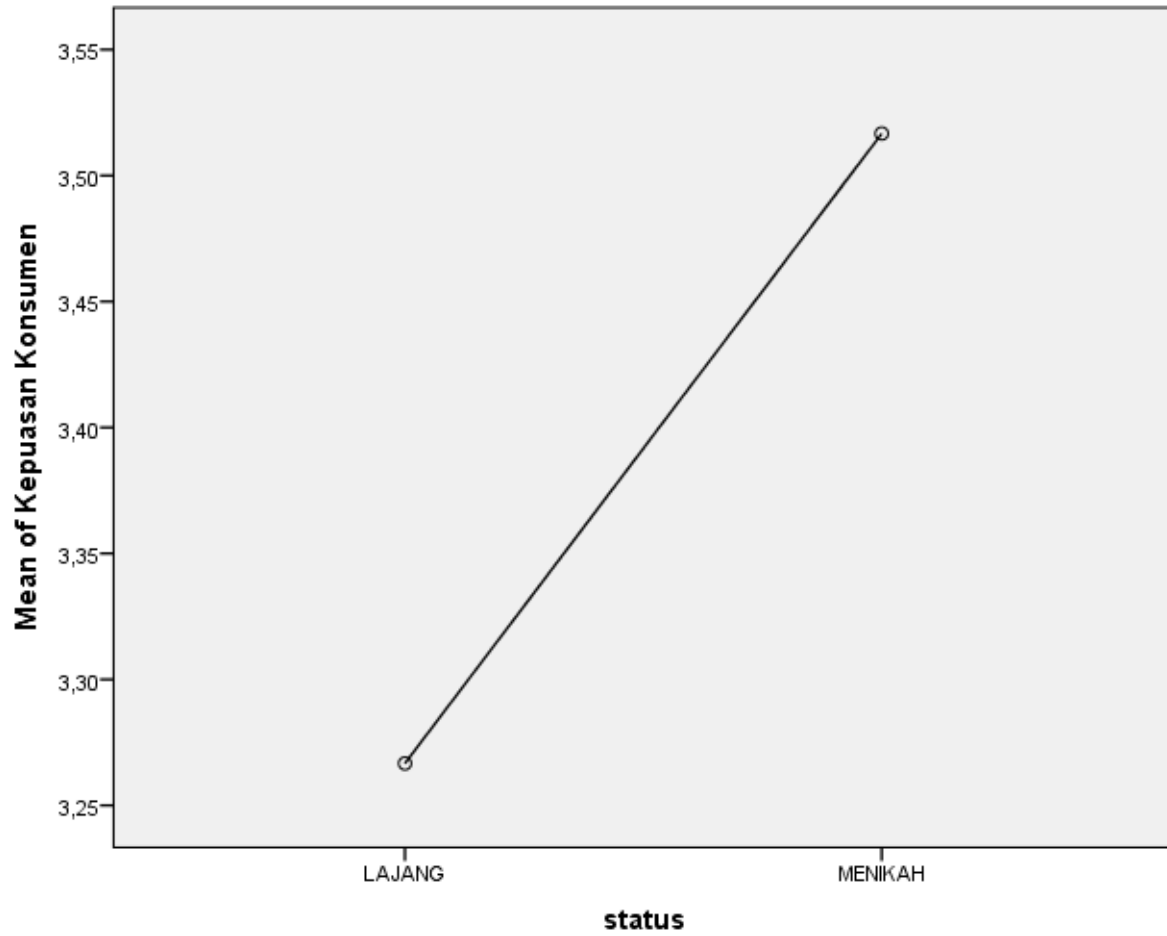
	Levene Statistic	df1	df2	Sig.
Kualitas Pelayanan	,106	1	148	,745
Kepuasan Konsumen	3,500	1	148	,063
Loyalitas Konsumen	7,403	1	148	,007

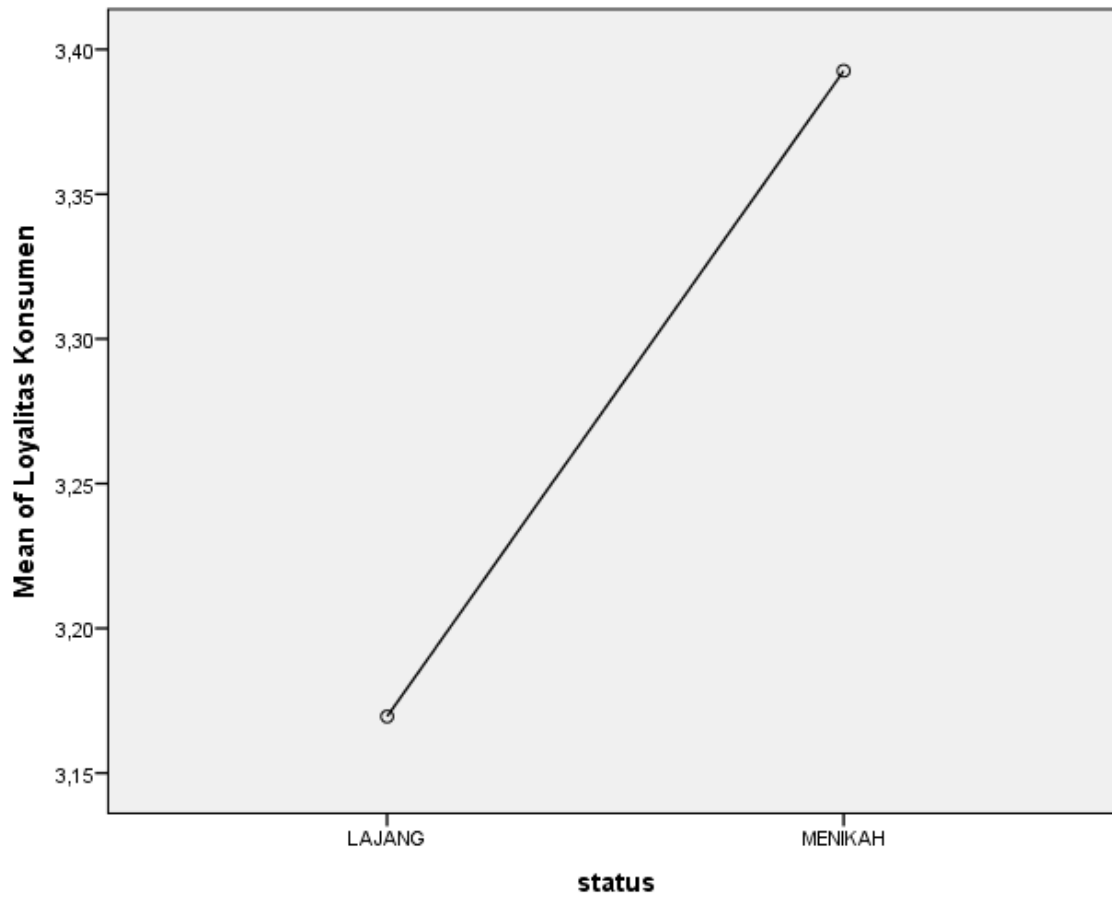
ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Kualitas Pelayanan	Between Groups	,278	1	,278	,731	,394
	Within Groups	56,244	148	,380		
	Total	56,521	149			
Kepuasan Konsumen	Between Groups	,844	1	,844	2,148	,145
	Within Groups	58,146	148	,393		
	Total	58,990	149			
Loyalitas Konsumen	Between Groups	,672	1	,672	1,731	,190
	Within Groups	57,425	148	,388		
	Total	58,096	149			

Means Plots







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ONEWAY X Y Z BY pendidikan  
/STATISTICS DESCRIPTIVES HOMOGENEITY  
/PLOT MEANS  
/MISSING ANALYSIS.
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Oneway

Notes

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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on cases with no missing data for any variable in the analysis.
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Descriptives

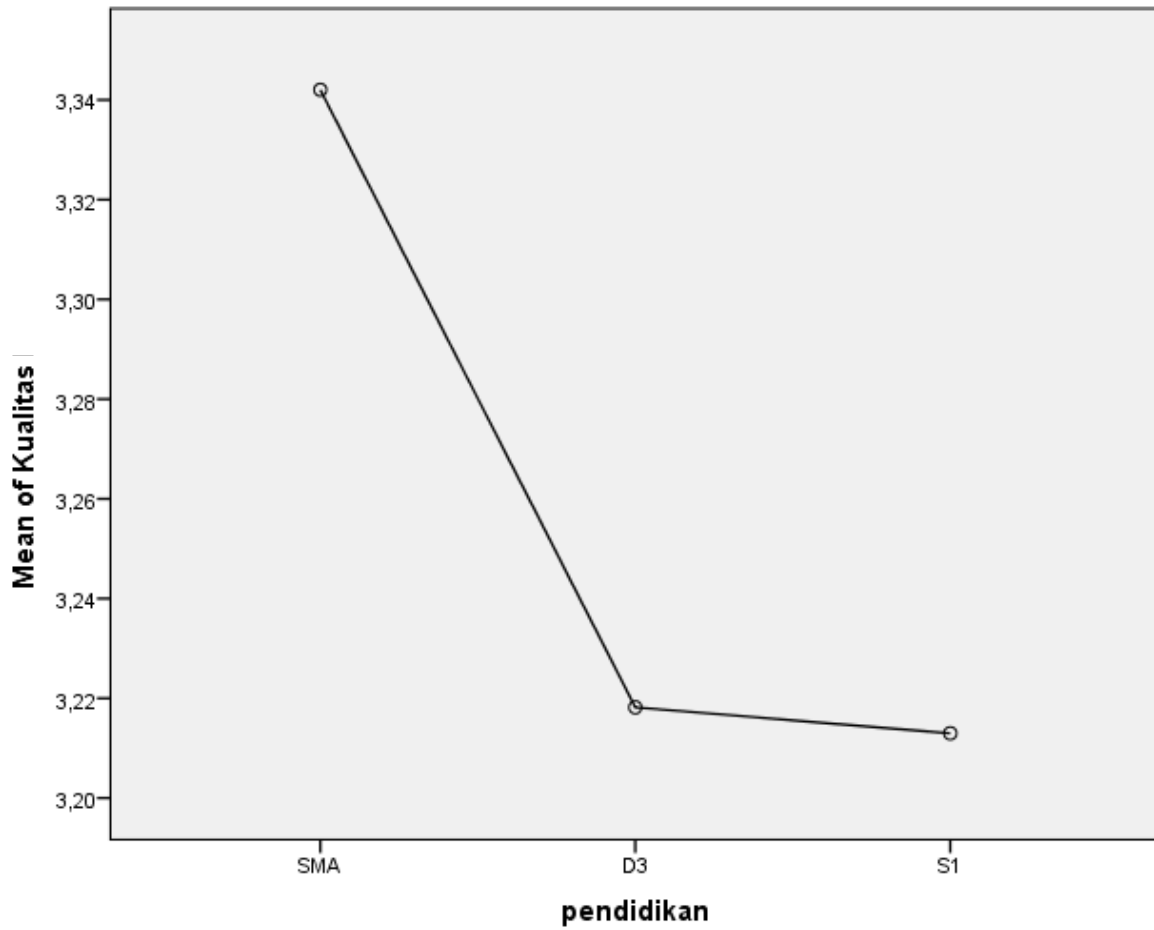
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
					Kualitas Pelayanan	SMA			80
	D3	35	3,2182	,62604	,10582	3,0031	3,4332	2,27	4,00
	S1	35	3,2130	,64129	,10840	2,9927	3,4333	2,09	4,00
	Total	150	3,2830	,61590	,05029	3,1837	3,3824	1,82	4,00
Kepuasan Konsumen	SMA	80	3,3000	,61835	,06913	3,1624	3,4376	2,00	4,00
	D3	35	3,2429	,66279	,11203	3,0152	3,4705	1,75	4,00
	S1	35	3,3214	,63542	,10741	3,1032	3,5397	2,25	4,00
	Total	150	3,2917	,62921	,05137	3,1901	3,3932	1,75	4,00
Loyalitas Konsumen	SMA	80	3,2042	,60431	,06756	3,0697	3,3387	1,78	4,00
	D3	35	3,2794	,58570	,09900	3,0782	3,4806	2,00	4,00
	S1	35	3,0762	,70364	,11894	2,8345	3,3179	1,78	4,00
	Total	150	3,1919	,62443	,05098	3,0911	3,2926	1,78	4,00

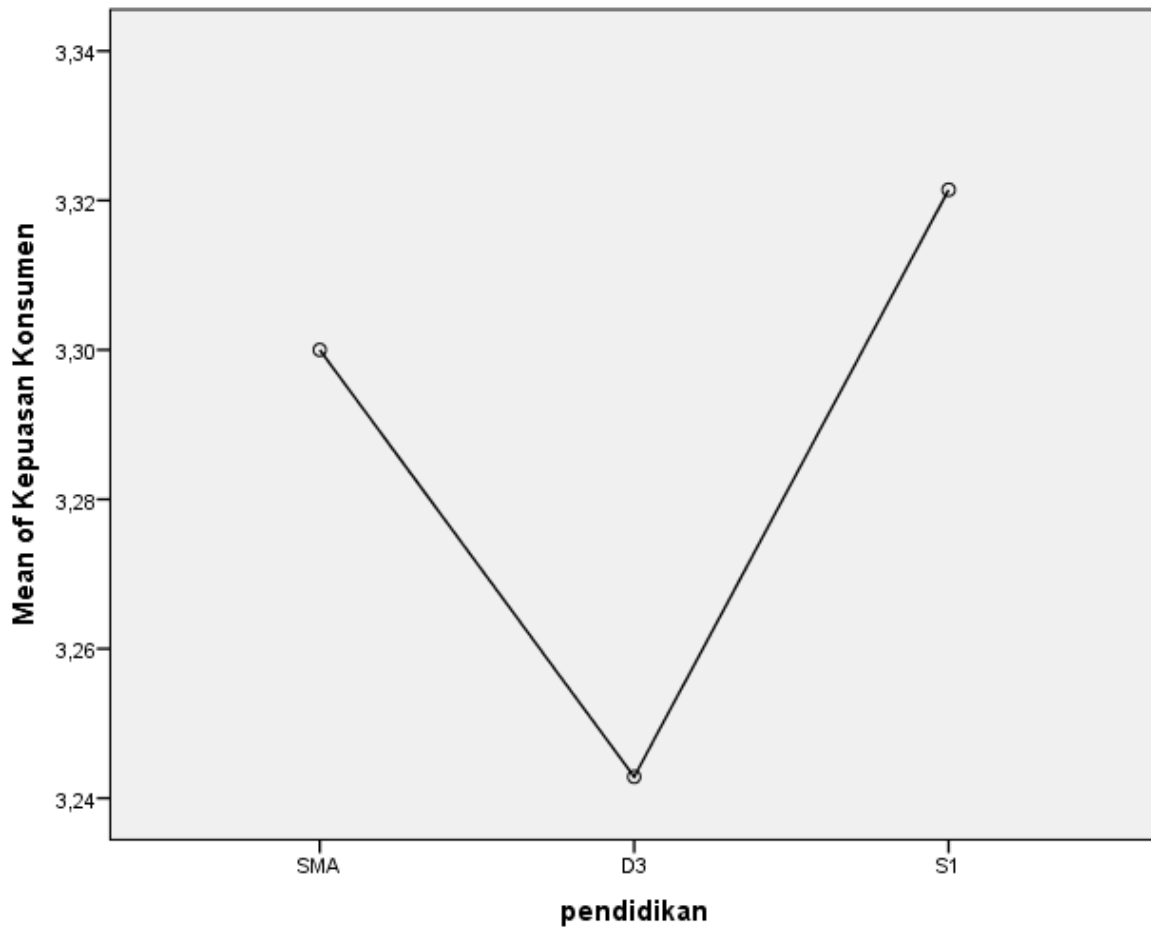
Test of Homogeneity of Variances

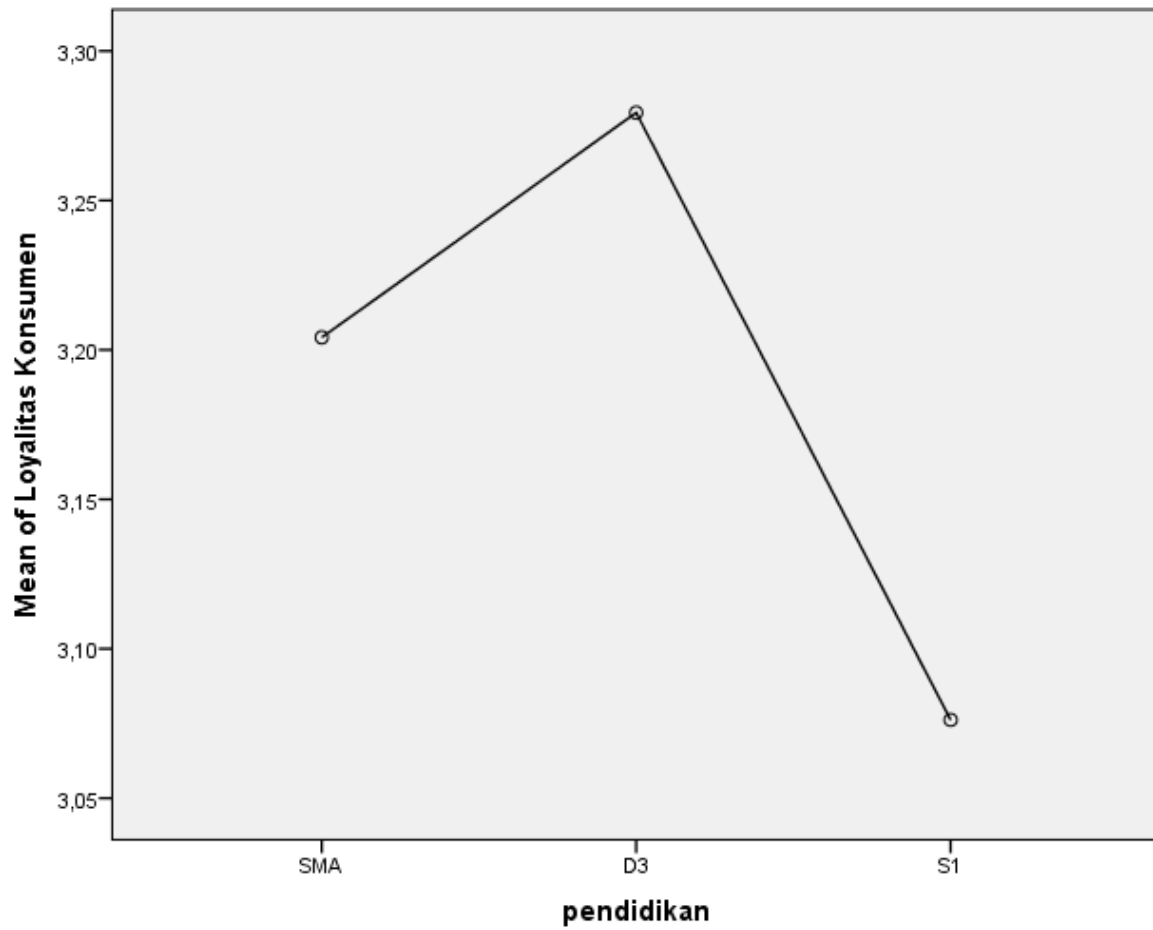
	Levene Statistic	df1	df2	Sig.
Kualitas Pelayanan	,961	2	147	,385
Kepuasan Konsumen	,515	2	147	,598
Loyalitas Konsumen	1,238	2	147	,293

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Kualitas Pelayanan	Between Groups	,598	2	,299	,785	,458
	Within Groups	55,924	147	,380		
	Total	56,521	149			
Kepuasan Konsumen	Between Groups	,120	2	,060	,150	,861
	Within Groups	58,870	147	,400		
	Total	58,990	149			
Loyalitas Konsumen	Between Groups	,748	2	,374	,959	,386
	Within Groups	57,348	147	,390		
	Total	58,096	149			

Means Plots





```
ONEWAY X Y Z BY katagoriproduk  
/STATISTICS DESCRIPTIVES HOMOGENEITY  
/PLOT MEANS  
/MISSING ANALYSIS.
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Oneway

Notes

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	Cases Used	Statistics for each analysis are based on cases with no missing data for any variable in the analysis.
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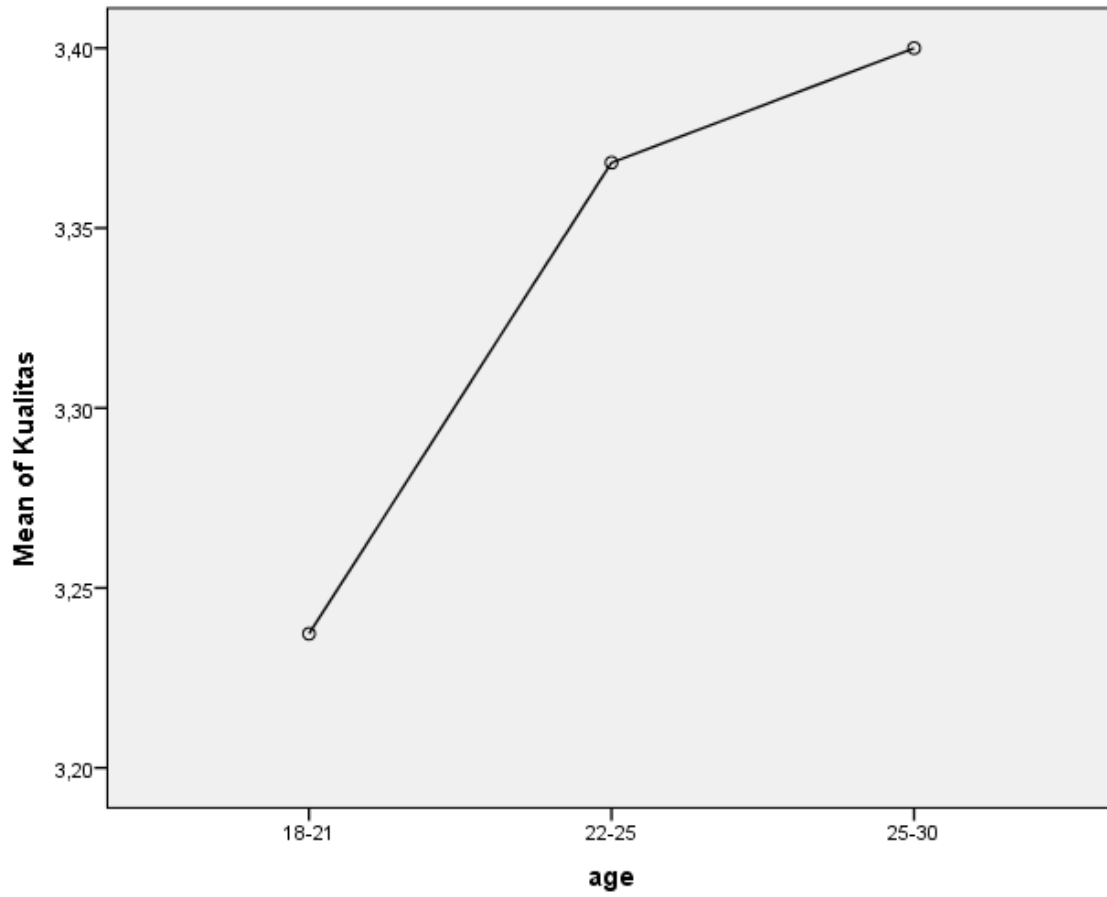
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
Kualitas Pelayanan	18-21	100	3,2373	,61548	,06155	3,1151	3,3594	1,91	4,00
	22-25	40	3,3682	,62271	,09846	3,1690	3,5673	1,82	4,00
	25-30	10	3,4000	,60180	,19031	2,9695	3,8305	2,36	4,00
	Total	150	3,2830	,61590	,05029	3,1837	3,3824	1,82	4,00
Kepuasan Konsumen	18-21	100	3,2700	,62379	,06238	3,1462	3,3938	1,75	4,00
	22-25	40	3,3156	,68582	,10844	3,0963	3,5350	2,00	4,00
	25-30	10	3,4125	,46041	,14560	3,0831	3,7419	3,00	4,00
	Total	150	3,2917	,62921	,05137	3,1901	3,3932	1,75	4,00
Loyalitas Konsumen	18-21	100	3,1778	,64673	,06467	3,0495	3,3061	1,78	4,00
	22-25	40	3,2056	,62579	,09895	3,0054	3,4057	2,33	4,00
	25-30	10	3,2778	,38222	,12087	3,0044	3,5512	2,33	3,78
	Total	150	3,1919	,62443	,05098	3,0911	3,2926	1,78	4,00

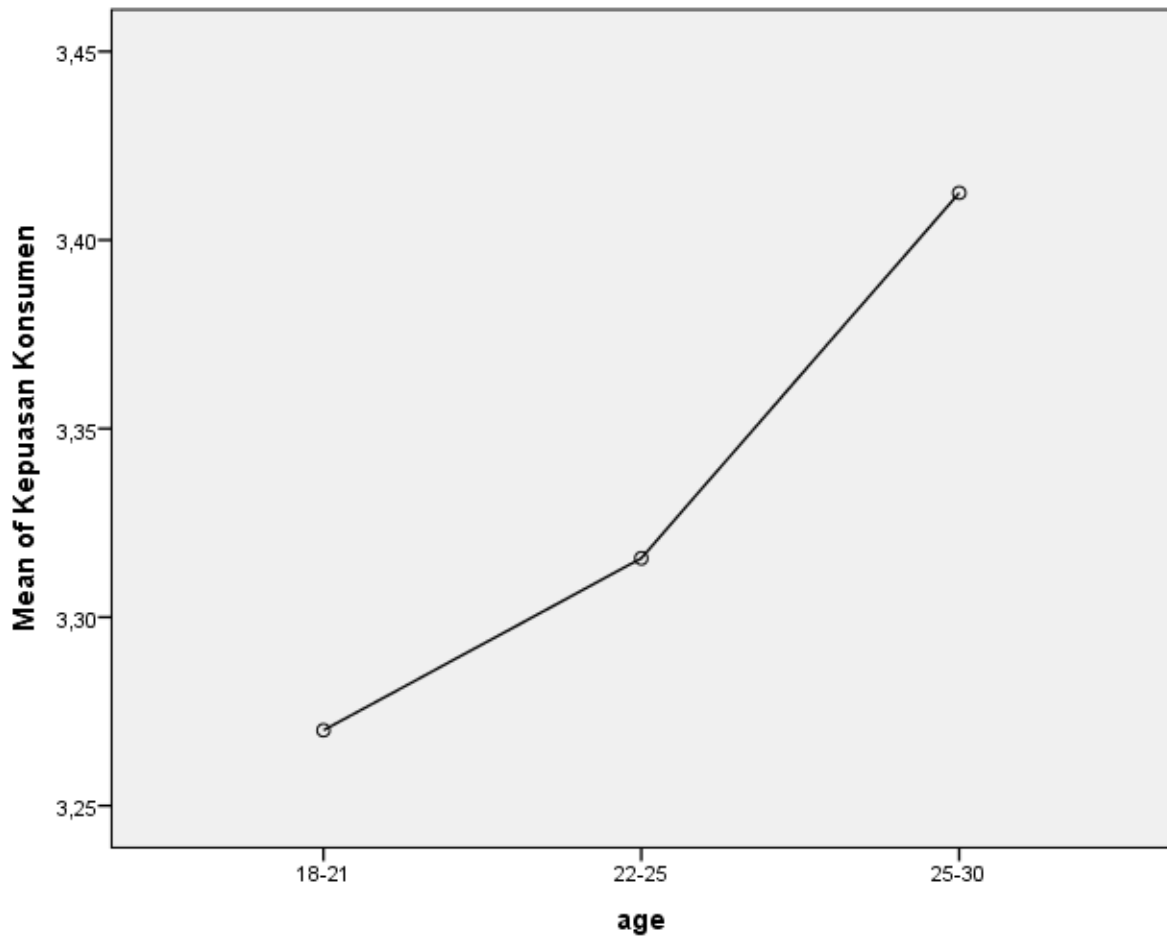
Test of Homogeneity of Variances

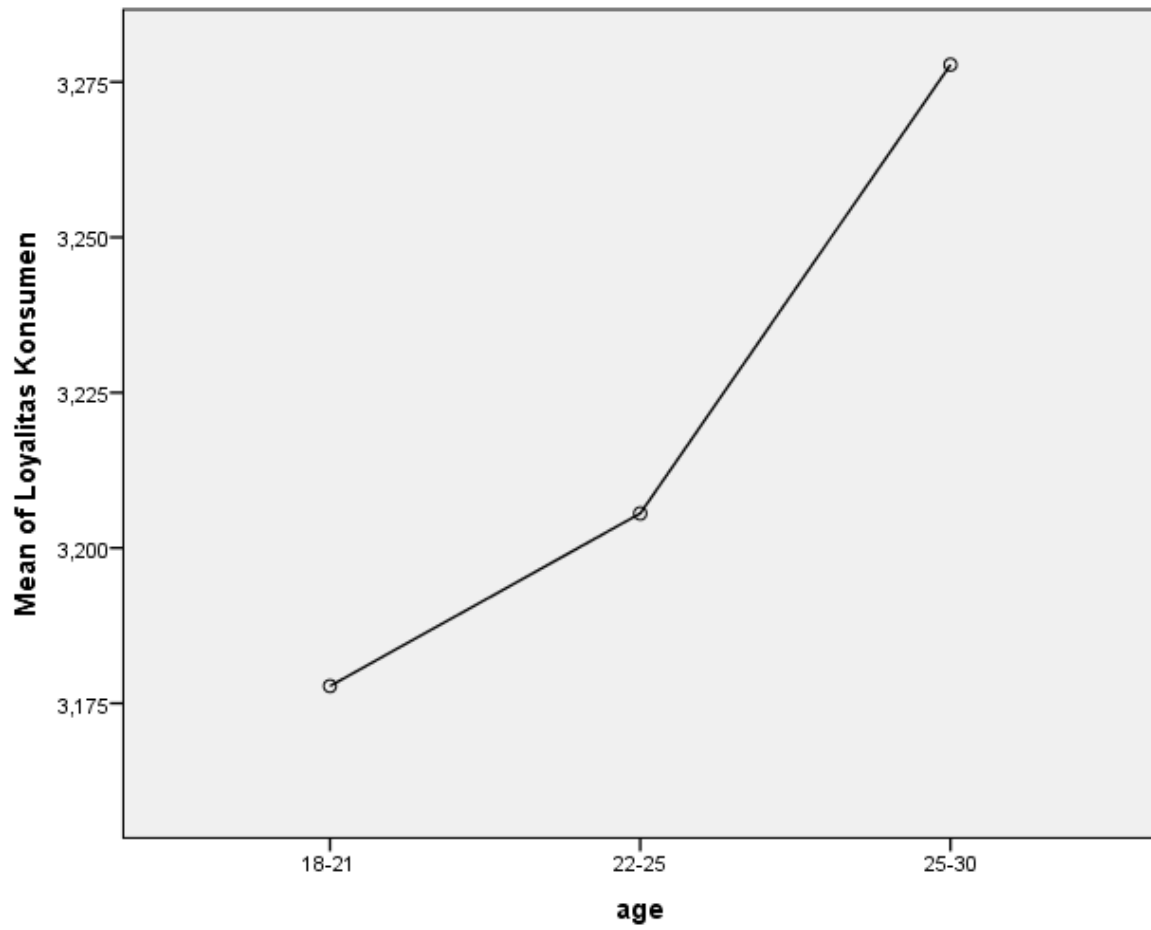
	Levene Statistic	df1	df2	Sig.
Kualitas Pelayanan	,033	2	147	,967
Kepuasan Konsumen	,915	2	147	,403
Loyalitas Konsumen	3,605	2	147	,030

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Kualitas Pelayanan	Between Groups	,636	2	,318	,837	,435
	Within Groups	55,885	147	,380		
	Total	56,521	149			
Kepuasan Konsumen	Between Groups	,216	2	,108	,270	,764
	Within Groups	58,774	147	,400		
	Total	58,990	149			
Loyalitas Konsumen	Between Groups	,101	2	,051	,128	,880
	Within Groups	57,995	147	,395		
	Total	58,096	149			

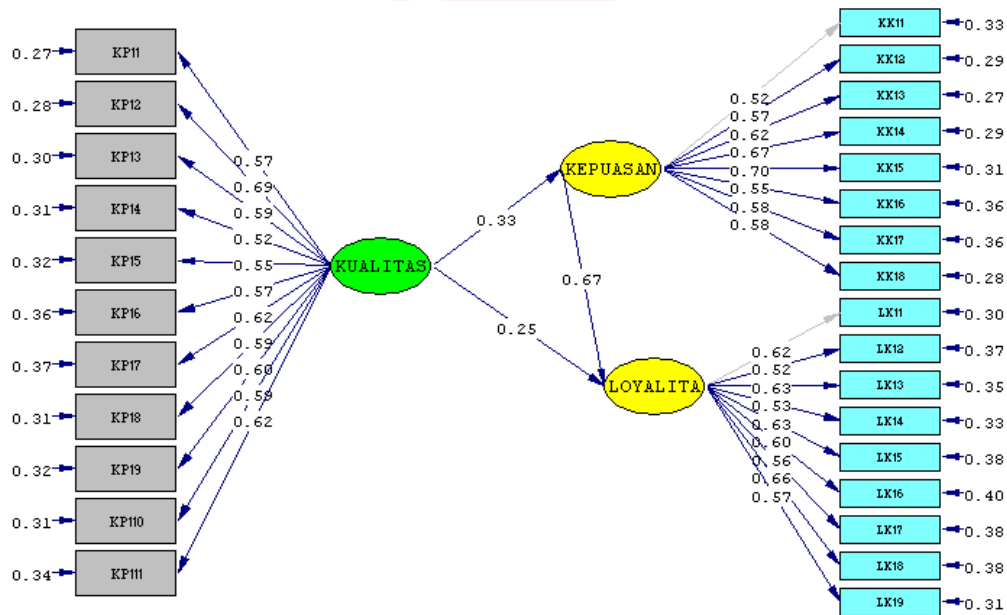
Means Plots



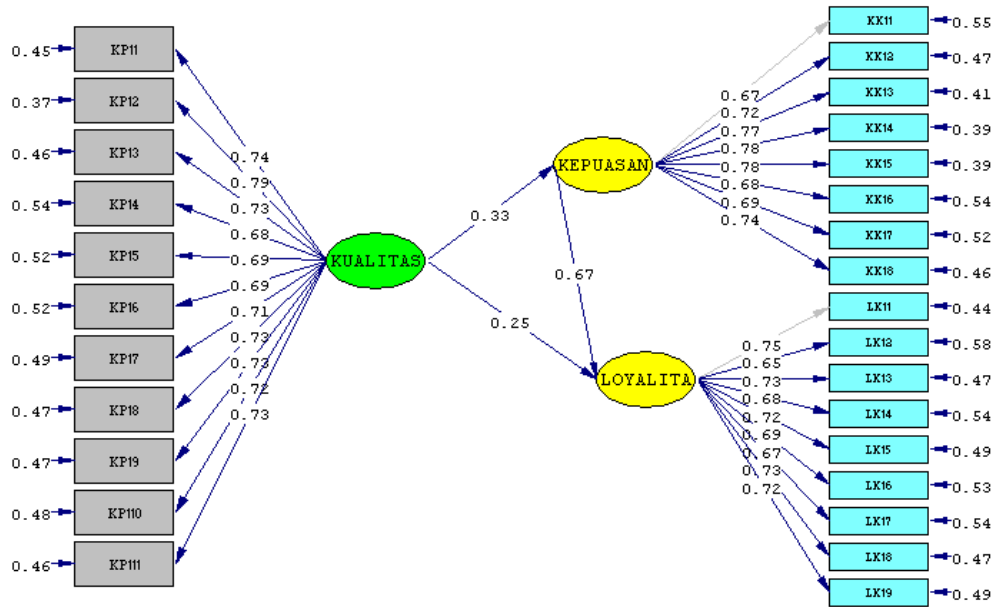


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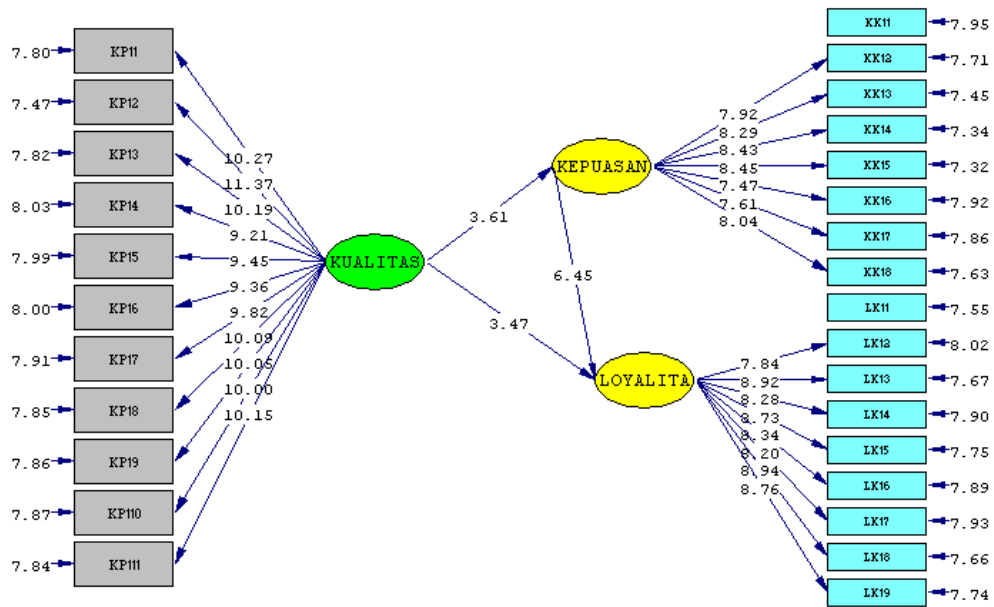
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Chi-Square=450.58, df=347, P-value=0.00015, RMSEA=0.045



Chi-Square=450.58, df=347, P-value=0.00015, RMSEA=0.045

DATE: 1/31/2016
TIME: 19:51

L I S R E L 8.70

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file C:\Users\wid\Dropbox\2016\abdul rahman\New folder
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OBSERVED VARIABLES KP11 KP12 KP13 KP14 KP15 KP16 KP17 KP18 KP19
KP110 KP111 KK11 KK12 KK13 KK14 KK15 KK16 KK17 KK18 LK11
LK12 LK13 LK14 LK15 LK16 LK17 LK18 LK19

RAW DATA FROM FILE DATAYU.PSF

SAMPLE SIZE = 150

LATENT VARIABLES KUALITAS KEPUASAN LOYALITAS

KP11 KP12 KP13 KP14 KP15 KP16 KP17 KP18 KP19 KP110 KP111 =KUALITAS

KK11 KK12 KK13 KK14 KK15 KK16 KK17 KK18 =KEPUASAN

LK11 LK12 LK13 LK14 LK15 LK16 LK17 LK18 LK19=LOYALITAS

KEPUASAN =KUALITAS

LOYALITAS =KUALITAS KEPUASAN

OPTIONS: RO RS EF SS SC AD=OFF

PATH DIAGRAM

END OF PROBLEM

Sample Size = 150

Covariance Matrix

	KK11	KK12	KK13	KK14	KK15	KK16
KK11	0.59					
KK12	0.38	0.62				
KK13	0.29	0.36	0.65			
KK14	0.32	0.34	0.43	0.75		
KK15	0.34	0.35	0.41	0.54	0.80	
KK16	0.27	0.32	0.38	0.35	0.38	0.67
KK17	0.30	0.32	0.36	0.39	0.39	0.33
KK18	0.29	0.33	0.37	0.38	0.42	0.28
LK11	0.27	0.32	0.28	0.33	0.31	0.27
LK12	0.23	0.22	0.19	0.18	0.26	0.28
LK13	0.27	0.32	0.31	0.36	0.35	0.26
LK14	0.16	0.18	0.21	0.23	0.22	0.18
LK15	0.24	0.28	0.25	0.33	0.33	0.34
LK16	0.22	0.28	0.23	0.25	0.31	0.28
LK17	0.29	0.29	0.24	0.29	0.27	0.24
LK18	0.31	0.30	0.27	0.37	0.44	0.31
LK19	0.25	0.29	0.28	0.24	0.32	0.25
KP11	0.13	0.09	0.07	0.14	0.16	0.12
KP12	0.19	0.12	0.11	0.14	0.20	0.11
KP13	0.20	0.15	0.12	0.17	0.19	0.11
KP14	0.07	0.07	0.09	0.13	0.13	0.06
KP15	0.14	0.14	0.06	0.16	0.13	0.09
KP16	0.19	0.13	0.14	0.17	0.15	0.08
KP17	0.16	0.12	0.10	0.10	0.13	0.12
KP18	0.19	0.16	0.08	0.09	0.13	0.07
KP19	0.14	0.16	0.15	0.12	0.17	0.10
KP110	0.20	0.15	0.10	0.11	0.12	0.08
KP111	0.13	0.12	0.07	0.06	0.16	0.08

Covariance Matrix

	KK17	KK18	LK11	LK12	LK13	LK14
KK17	0.70					
KK18	0.37	0.61				
LK11	0.27	0.27	0.69			
LK12	0.19	0.22	0.29	0.65		
LK13	0.31	0.35	0.40	0.31	0.74	
LK14	0.22	0.19	0.33	0.29	0.32	0.61
LK15	0.25	0.26	0.40	0.33	0.41	0.40
LK16	0.16	0.17	0.40	0.34	0.37	0.30
LK17	0.24	0.24	0.34	0.29	0.36	0.29
LK18	0.29	0.25	0.39	0.35	0.37	0.37
LK19	0.21	0.24	0.36	0.33	0.34	0.34
KP11	0.10	0.06	0.14	0.16	0.22	0.10
KP12	0.15	0.05	0.15	0.20	0.20	0.16
KP13	0.16	0.15	0.17	0.15	0.22	0.17
KP14	0.04	0.03	0.16	0.11	0.19	0.13
KP15	0.12	0.07	0.20	0.14	0.15	0.17
KP16	0.06	0.13	0.13	0.14	0.17	0.11
KP17	0.15	0.08	0.18	0.16	0.22	0.10
KP18	0.18	0.06	0.19	0.14	0.22	0.12
KP19	0.12	0.08	0.22	0.17	0.21	0.13
KP110	0.09	0.08	0.17	0.08	0.20	0.11
KP111	0.12	0.06	0.17	0.19	0.13	0.11

Covariance Matrix

	LK15	LK16	LK17	LK18	LK19	KP11
LK15	0.78					
LK16	0.34	0.76				
LK17	0.40	0.31	0.69			
LK18	0.41	0.43	0.36	0.81		
LK19	0.31	0.37	0.30	0.38	0.64	
KP11	0.12	0.18	0.15	0.17	0.15	0.59
KP12	0.14	0.18	0.19	0.21	0.21	0.40
KP13	0.18	0.17	0.20	0.20	0.18	0.34
KP14	0.12	0.24	0.11	0.15	0.16	0.34
KP15	0.17	0.20	0.12	0.17	0.16	0.34
KP16	0.13	0.10	0.16	0.17	0.16	0.30
KP17	0.16	0.17	0.22	0.12	0.15	0.35
KP18	0.16	0.15	0.19	0.17	0.15	0.30
KP19	0.16	0.22	0.17	0.13	0.19	0.36
KP110	0.14	0.16	0.15	0.13	0.17	0.27
KP111	0.12	0.20	0.28	0.23	0.18	0.37

Covariance Matrix

	KP12	KP13	KP14	KP15	KP16	KP17
KP12	0.76					
KP13	0.40	0.65				
KP14	0.34	0.27	0.59			
KP15	0.39	0.34	0.36	0.62		
KP16	0.39	0.35	0.25	0.29	0.68	
KP17	0.40	0.41	0.28	0.29	0.38	0.75
KP18	0.41	0.37	0.30	0.32	0.34	0.37
KP19	0.41	0.31	0.35	0.31	0.32	0.38
KP110	0.43	0.37	0.29	0.29	0.46	0.39
KP111	0.46	0.35	0.34	0.31	0.31	0.42

Covariance Matrix

	KP18	KP19	KP110	KP111
KP18	0.67			
KP19	0.34	0.68		
KP110	0.37	0.34	0.66	
KP111	0.39	0.42	0.29	0.73

Number of Iterations = 14

LISREL Estimates (Maximum Likelihood)

Measurement Equations

KK11 = 0.52*KEPUASAN, Errorvar.= 0.33 , R ² = 0.45 (0.041) 7.95
KK12 = 0.57*KEPUASAN, Errorvar.= 0.29 , R ² = 0.53 (0.072) (0.038) 7.92 7.71
KK13 = 0.62*KEPUASAN, Errorvar.= 0.27 , R ² = 0.59 (0.074) (0.036) 8.29 7.45
KK14 = 0.67*KEPUASAN, Errorvar.= 0.29 , R ² = 0.61 (0.080) (0.040) 8.43 7.34
KK15 = 0.70*KEPUASAN, Errorvar.= 0.31 , R ² = 0.61 (0.083) (0.042) 8.45 7.32
KK16 = 0.55*KEPUASAN, Errorvar.= 0.36 , R ² = 0.46 (0.074) (0.045) 7.47 7.92
KK17 = 0.58*KEPUASAN, Errorvar.= 0.36 , R ² = 0.48 (0.076) (0.046) 7.61 7.86
KK18 = 0.58*KEPUASAN, Errorvar.= 0.28 , R ² = 0.54 (0.072) (0.036) 8.04 7.63
LK11 = 0.62*LOYALITA, Errorvar.= 0.30 , R ² = 0.56 (0.040) 7.55
LK12 = 0.52*LOYALITA, Errorvar.= 0.37 , R ² = 0.42 (0.066) (0.047) 7.84 8.02
LK13 = 0.63*LOYALITA, Errorvar.= 0.35 , R ² = 0.53 (0.070) (0.045) 8.92 7.67
LK14 = 0.53*LOYALITA, Errorvar.= 0.33 , R ² = 0.46 (0.064) (0.042) 8.28 7.90
LK15 = 0.63*LOYALITA, Errorvar.= 0.38 , R ² = 0.51 (0.072) (0.049) 8.73 7.75
LK16 = 0.60*LOYALITA, Errorvar.= 0.40 , R ² = 0.47 (0.072) (0.051) 8.34 7.89
LK17 = 0.56*LOYALITA, Errorvar.= 0.38 , R ² = 0.46 (0.068) (0.047) 8.20 7.93
LK18 = 0.66*LOYALITA, Errorvar.= 0.38 , R ² = 0.53 (0.074) (0.049)

	8.94	7.66	
LK19 = 0.57*LOYALITA, Errorvar.= 0.31 , R ² = 0.51	(0.066)	(0.040)	
	8.76	7.74	
KP11 = 0.57*KUALITAS, Errorvar.= 0.27 , R ² = 0.55	(0.055)	(0.034)	
	10.27	7.80	
KP12 = 0.69*KUALITAS, Errorvar.= 0.28 , R ² = 0.63	(0.061)	(0.038)	
	11.37	7.47	
KP13 = 0.59*KUALITAS, Errorvar.= 0.30 , R ² = 0.54	(0.058)	(0.039)	
	10.19	7.82	
KP14 = 0.52*KUALITAS, Errorvar.= 0.31 , R ² = 0.46	(0.057)	(0.039)	
	9.21	8.03	
KP15 = 0.55*KUALITAS, Errorvar.= 0.32 , R ² = 0.48	(0.058)	(0.040)	
	9.45	7.99	
KP16 = 0.57*KUALITAS, Errorvar.= 0.36 , R ² = 0.48	(0.061)	(0.045)	
	9.36	8.00	
KP17 = 0.62*KUALITAS, Errorvar.= 0.37 , R ² = 0.51	(0.063)	(0.047)	
	9.82	7.91	
KP18 = 0.59*KUALITAS, Errorvar.= 0.31 , R ² = 0.53	(0.059)	(0.040)	
	10.09	7.85	
KP19 = 0.60*KUALITAS, Errorvar.= 0.32 , R ² = 0.53	(0.060)	(0.041)	
	10.05	7.86	
KP110 = 0.59*KUALITAS, Errorvar.= 0.31 , R ² = 0.52	(0.059)	(0.040)	
	10.00	7.87	
KP111 = 0.62*KUALITAS, Errorvar.= 0.34 , R ² = 0.54	(0.062)	(0.043)	
	10.15	7.84	

Structural Equations

KEPUASAN = 0.33*KUALITAS, Errorvar.= 0.89 , R ² = 0.11	(0.092)	(0.20)	
	3.61	4.44	
LOYALITA = 0.67*KEPUASAN + 0.25*KUALITAS, Errorvar.= 0.38 , R ² = 0.62	(0.10)	(0.071)	(0.084)
	6.45	3.47	4.57

Reduced Form Equations

KEPUASAN = 0.33*KUALITAS, Errorvar.= 0.89, R ² = 0.11	(0.092)	
	3.61	
LOYALITA = 0.47*KUALITAS, Errorvar.= 0.78, R ² = 0.22	(0.091)	
	5.14	

Correlation Matrix of Independent Variables

KUALITAS

1.00

Covariance Matrix of Latent Variables

	KEPUASAN -----	LOYALITA -----	KUALITAS -----
KEPUASAN	1.00		
LOYALITA	0.75	1.00	
KUALITAS	0.33	0.47	1.00

Goodness of Fit Statistics

Degrees of Freedom = 347
 Minimum Fit Function Chi-Square = 465.96 (P = 0.00)
 Normal Theory Weighted Least Squares Chi-Square = 450.58 (P= 0.00015)
 Estimated Non-centrality Parameter (NCP) = 103.58
 90 Percent Confidence Interval for NCP = (52.85 ; 162.43)

Minimum Fit Function Value = 3.13
 Population Discrepancy Function Value (F0) = 0.70
 90 Percent Confidence Interval for F0 = (0.35 ; 1.09)
 Root Mean Square Error of Approximation (RMSEA) = 0.045
 90 Percent Confidence Interval for RMSEA = (0.032 ; 0.056)
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.77

Expected Cross-Validation Index (ECVI) = 3.82
 90 Percent Confidence Interval for ECVI = (3.48 ; 4.21)
 ECVI for Saturated Model = 5.45
 ECVI for Independence Model = 52.49

Chi-Square for Independence Model with 378 Degrees of Freedom= 7765.19
 Independence AIC = 7821.19
 Model AIC = 568.58
 Saturated AIC = 812.00
 Independence CAIC = 7933.49
 Model CAIC = 805.21
 Saturated CAIC = 2440.32

Normed Fit Index (NFI) = 0.94
 Non-Normed Fit Index (NNFI) = 0.98
 Parsimony Normed Fit Index (PNFI) = 0.86
 Comparative Fit Index (CFI) = 0.98
 Incremental Fit Index (IFI) = 0.98
 Relative Fit Index (RFI) = 0.93

Critical N (CN) = 132.49

Root Mean Square Residual (RMR) = 0.035
 Standardized RMR = 0.052
 Goodness of Fit Index (GFI) = 0.82
 Adjusted Goodness of Fit Index (AGFI) = 0.79
 Parsimony Goodness of Fit Index (PGFI) = 0.70

Fitted Covariance Matrix

	KK11 -----	KK12 -----	KK13 -----	KK14 -----	KK15 -----	KK16 -----
KK11	0.59					
KK12	0.29	0.62				
KK13	0.32	0.35	0.65			
KK14	0.35	0.38	0.42	0.75		
KK15	0.36	0.40	0.43	0.47	0.80	
KK16	0.29	0.32	0.34	0.37	0.39	0.67
KK17	0.30	0.33	0.36	0.39	0.40	0.32
KK18	0.30	0.33	0.36	0.39	0.40	0.32
LK11	0.24	0.27	0.29	0.32	0.33	0.26
LK12	0.20	0.22	0.24	0.26	0.27	0.22
LK13	0.24	0.27	0.29	0.32	0.33	0.26
LK14	0.21	0.23	0.25	0.27	0.28	0.22

LK15	0.24	0.27	0.29	0.32	0.33	0.26
LK16	0.23	0.25	0.28	0.30	0.31	0.25
LK17	0.22	0.24	0.26	0.28	0.29	0.23
LK18	0.25	0.28	0.30	0.33	0.34	0.27
LK19	0.22	0.25	0.26	0.29	0.30	0.24
KP11	0.10	0.11	0.12	0.13	0.13	0.10
KP12	0.12	0.13	0.14	0.16	0.16	0.13
KP13	0.10	0.11	0.12	0.13	0.14	0.11
KP14	0.09	0.10	0.11	0.12	0.12	0.10
KP15	0.09	0.10	0.11	0.12	0.13	0.10
KP16	0.10	0.11	0.12	0.13	0.13	0.11
KP17	0.11	0.12	0.13	0.14	0.14	0.11
KP18	0.10	0.11	0.12	0.13	0.14	0.11
KP19	0.10	0.11	0.12	0.13	0.14	0.11
KP110	0.10	0.11	0.12	0.13	0.14	0.11
KP111	0.11	0.12	0.13	0.14	0.15	0.12

Fitted Covariance Matrix

	KK17	KK18	LK11	LK12	LK13	LK14
KK17	0.70					
KK18	0.33	0.61				
LK11	0.27	0.27	0.69			
LK12	0.23	0.23	0.32	0.65		
LK13	0.27	0.27	0.39	0.33	0.74	
LK14	0.23	0.23	0.33	0.28	0.33	0.61
LK15	0.27	0.27	0.39	0.33	0.40	0.34
LK16	0.26	0.26	0.37	0.31	0.37	0.32
LK17	0.24	0.24	0.35	0.29	0.35	0.30
LK18	0.29	0.28	0.41	0.34	0.41	0.35
LK19	0.25	0.25	0.36	0.30	0.36	0.31
KP11	0.11	0.11	0.17	0.14	0.17	0.14
KP12	0.13	0.13	0.20	0.17	0.20	0.17
KP13	0.11	0.11	0.17	0.14	0.17	0.15
KP14	0.10	0.10	0.15	0.13	0.15	0.13
KP15	0.11	0.11	0.16	0.13	0.16	0.14
KP16	0.11	0.11	0.17	0.14	0.17	0.14
KP17	0.12	0.12	0.18	0.15	0.18	0.16
KP18	0.11	0.11	0.17	0.15	0.17	0.15
KP19	0.12	0.12	0.17	0.15	0.18	0.15
KP110	0.11	0.11	0.17	0.14	0.17	0.15
KP111	0.12	0.12	0.18	0.15	0.18	0.16

Fitted Covariance Matrix

	LK15	LK16	LK17	LK18	LK19	KP11
LK15	0.78					
LK16	0.38	0.76				
LK17	0.35	0.33	0.69			
LK18	0.42	0.39	0.37	0.81		
LK19	0.36	0.34	0.32	0.38	0.64	
KP11	0.17	0.16	0.15	0.17	0.15	0.59
KP12	0.20	0.19	0.18	0.21	0.19	0.39
KP13	0.18	0.17	0.16	0.18	0.16	0.34
KP14	0.15	0.15	0.14	0.16	0.14	0.29
KP15	0.16	0.15	0.14	0.17	0.15	0.31
KP16	0.17	0.16	0.15	0.18	0.15	0.32
KP17	0.18	0.17	0.16	0.19	0.17	0.35
KP18	0.18	0.17	0.16	0.18	0.16	0.34
KP19	0.18	0.17	0.16	0.18	0.16	0.34
KP110	0.17	0.16	0.15	0.18	0.16	0.33
KP111	0.18	0.17	0.16	0.19	0.17	0.35

Fitted Covariance Matrix

	KP12	KP13	KP14	KP15	KP16	KP17
KP12	0.76					
KP13	0.41	0.65				
KP14	0.36	0.31	0.59			
KP15	0.38	0.32	0.28	0.62		
KP16	0.39	0.34	0.30	0.31	0.68	
KP17	0.43	0.37	0.32	0.34	0.35	0.75
KP18	0.41	0.35	0.31	0.32	0.34	0.37
KP19	0.41	0.36	0.31	0.33	0.34	0.37
KP110	0.41	0.35	0.31	0.32	0.34	0.36
KP111	0.43	0.37	0.33	0.34	0.36	0.39

Fitted Covariance Matrix

	KP18	KP19	KP110	KP111
KP18	0.67			
KP19	0.36	0.68		
KP110	0.35	0.35	0.66	
KP111	0.37	0.37	0.37	0.73

Fitted Residuals

	KK11	KK12	KK13	KK14	KK15	KK16
KK11	0.00					
KK12	0.09	0.00				
KK13	-0.03	0.01	0.00			
KK14	-0.03	-0.04	0.01	0.00		
KK15	-0.02	-0.05	-0.02	0.07	0.00	
KK16	-0.02	0.01	0.04	-0.02	0.00	0.00
KK17	0.00	-0.01	0.00	0.00	-0.02	0.01
KK18	-0.01	0.00	0.01	0.00	0.01	-0.04
LK11	0.03	0.05	0.00	0.01	-0.01	0.01
LK12	0.02	0.00	-0.05	-0.08	-0.01	0.07
LK13	0.03	0.05	0.02	0.04	0.03	0.00
LK14	-0.05	-0.05	-0.04	-0.04	-0.06	-0.04
LK15	0.00	0.01	-0.04	0.01	0.00	0.08
LK16	-0.01	0.03	-0.05	-0.05	-0.01	0.03
LK17	0.07	0.05	-0.02	0.00	-0.02	0.01
LK18	0.05	0.02	-0.03	0.04	0.10	0.03
LK19	0.02	0.04	0.02	-0.05	0.02	0.01
KP11	0.03	-0.02	-0.04	0.02	0.03	0.01
KP12	0.07	-0.01	-0.03	-0.01	0.04	-0.02
KP13	0.10	0.04	0.00	0.03	0.05	0.00
KP14	-0.02	-0.03	-0.02	0.01	0.01	-0.04
KP15	0.05	0.04	-0.05	0.04	0.00	-0.01
KP16	0.09	0.02	0.02	0.05	0.02	-0.03
KP17	0.05	0.00	-0.02	-0.04	-0.01	0.01
KP18	0.09	0.05	-0.04	-0.04	-0.01	-0.04
KP19	0.03	0.05	0.03	-0.02	0.03	-0.01
KP110	0.10	0.04	-0.02	-0.02	-0.01	-0.02
KP111	0.02	0.00	-0.06	-0.08	0.02	-0.04

Fitted Residuals

	KK17	KK18	LK11	LK12	LK13	LK14
KK17	0.00					
KK18	0.04	0.00				
LK11	0.00	0.00	0.00			
LK12	-0.03	0.00	-0.03	0.00		
LK13	0.04	0.08	0.01	-0.01	0.00	
LK14	-0.01	-0.04	-0.01	0.01	-0.01	0.00
LK15	-0.03	-0.02	0.01	0.00	0.02	0.06
LK16	-0.10	-0.09	0.03	0.03	-0.01	-0.02
LK17	0.00	0.00	-0.01	0.00	0.00	-0.01
LK18	0.01	-0.03	-0.02	0.00	-0.04	0.01
LK19	-0.04	-0.01	0.00	0.03	-0.02	0.04

KP11	-0.01	-0.05	-0.02	0.02	0.06	-0.04
KP12	0.02	-0.08	-0.06	0.03	0.00	-0.02
KP13	0.05	0.04	0.00	0.01	0.05	0.02
KP14	-0.06	-0.07	0.01	-0.02	0.04	0.00
KP15	0.02	-0.03	0.04	0.00	-0.01	0.03
KP16	-0.05	0.02	-0.03	0.00	0.00	-0.04
KP17	0.03	-0.04	0.00	0.01	0.04	-0.06
KP18	0.07	-0.05	0.02	-0.01	0.05	-0.03
KP19	0.00	-0.03	0.05	0.03	0.03	-0.02
KP110	-0.03	-0.03	0.00	-0.06	0.03	-0.03
KP111	0.00	-0.06	-0.02	0.04	-0.05	-0.04

Fitted Residuals

	LK15	LK16	LK17	LK18	LK19	KP11
LK15	0.00					
LK16	-0.04	0.00				
LK17	0.05	-0.03	0.00			
LK18	-0.01	0.04	-0.01	0.00		
LK19	-0.06	0.03	-0.02	0.01	0.00	
KP11	-0.05	0.02	0.00	0.00	0.00	0.00
KP12	-0.06	-0.01	0.01	0.00	0.02	0.01
KP13	0.01	0.01	0.05	0.02	0.02	0.00
KP14	-0.03	0.09	-0.02	-0.01	0.02	0.05
KP15	0.01	0.04	-0.03	0.00	0.01	0.03
KP16	-0.04	-0.06	0.01	0.00	0.01	-0.02
KP17	-0.02	-0.01	0.06	-0.08	-0.02	0.00
KP18	-0.02	-0.01	0.04	-0.02	-0.01	-0.03
KP19	-0.02	0.05	0.02	-0.05	0.03	0.02
KP110	-0.04	0.00	0.00	-0.05	0.01	-0.07
KP111	-0.06	0.03	0.11	0.04	0.01	0.02

Fitted Residuals

	KP12	KP13	KP14	KP15	KP16	KP17
KP12	0.00					
KP13	-0.01	0.00				
KP14	-0.02	-0.04	0.00			
KP15	0.01	0.02	0.08	0.00		
KP16	0.00	0.01	-0.05	-0.03	0.00	
KP17	-0.03	0.04	-0.04	-0.05	0.03	0.00
KP18	0.00	0.02	-0.01	-0.01	0.00	0.00
KP19	-0.01	-0.05	0.03	-0.02	-0.02	0.01
KP110	0.03	0.02	-0.02	-0.03	0.13	0.02
KP111	0.03	-0.02	0.02	-0.03	-0.05	0.03

Fitted Residuals

	KP18	KP19	KP110	KP111
KP18	0.00			
KP19	-0.01	0.00		
KP110	0.02	-0.01	0.00	
KP111	0.02	0.04	-0.08	0.00

Summary Statistics for Fitted Residuals

Smallest Fitted Residual = -0.10
Median Fitted Residual = 0.00
Largest Fitted Residual = 0.13

Stemleaf Plot

```

-10|1
- 9|2
- 8|4321
- 7|5
- 6|96322100
- 5|96665443322100
- 4|988887766655433311100
- 3|999998888777655544433322110
- 2|999888876655444433221000000
- 1|9999988887777776666543332222222000000

```


Largest Positive Standardized Residuals

Residual for	KK12 and	KK11	4.01
Residual for	KK15 and	KK14	3.55
Residual for	KP15 and	KP14	3.22
Residual for	KP110 and	KP16	5.11



Standardized Residuals

The Modification Indices Suggest to Add an Error Covariance Between and Decrease in Chi-Square New Estimate

KK12	KK11	16.1	0.11
KK15	KK14	12.6	0.11
LK18	KK15	8.5	0.09
KP14	LK16	8.9	0.09
KP15	KP14	10.4	0.09
KP110	KP11	9.7	-0.08
KP110	KP16	26.1	0.15
KP111	LK13	8.1	-0.09
KP111	LK17	11.6	0.11
KP111	KP110	11.4	-0.10

Standardized Solution

LAMBDA-Y

	KEPUASAN	LOYALITA
KK11	0.52	--
KK12	0.57	--
KK13	0.62	--
KK14	0.67	--
KK15	0.70	--
KK16	0.55	--

KK17	0.58	--
KK18	0.58	--
LK11	--	0.62
LK12	--	0.52
LK13	--	0.63
LK14	--	0.53
LK15	--	0.63
LK16	--	0.60
LK17	--	0.56
LK18	--	0.66
LK19	--	0.57

LAMBDA-X

KUALITAS	

KP11	0.57
KP12	0.69
KP13	0.59
KP14	0.52
KP15	0.55
KP16	0.57
KP17	0.62
KP18	0.59
KP19	0.60
KP110	0.59
KP111	0.62

BETA

KEPUASAN		LOYALITA	
-----		-----	
KEPUASAN	--	LOYALITA	--
LOYALITA	0.67	LOYALITA	--

GAMMA

KUALITAS	

KEPUASAN	0.33
LOYALITA	0.25

Correlation Matrix of ETA and KSI

KEPUASAN		LOYALITA		KUALITAS	
-----		-----		-----	
KEPUASAN	1.00				
LOYALITA	0.75	1.00			
KUALITAS	0.33	0.47	1.00		

PSI

Note: This matrix is diagonal.

KEPUASAN		LOYALITA	
-----		-----	
	0.89		0.38

Regression Matrix ETA on KSI (Standardized)

KUALITAS	

KEPUASAN	0.33
LOYALITA	0.47

Completely Standardized Solution

LAMBDA-Y

KEPUASAN		LOYALITA	
-----		-----	
KK11	0.67	LOYALITA	--
KK12	0.72	LOYALITA	--
KK13	0.77	LOYALITA	--

KK14	0.78	--
KK15	0.78	--
KK16	0.68	--
KK17	0.69	--
KK18	0.74	--
LK11	--	0.75
LK12	--	0.65
LK13	--	0.73
LK14	--	0.68
LK15	--	0.72
LK16	--	0.69
LK17	--	0.67
LK18	--	0.73
LK19	--	0.72

LAMBDA-X

KUALITAS	

KP11	0.74
KP12	0.79
KP13	0.73
KP14	0.68
KP15	0.69
KP16	0.69
KP17	0.71
KP18	0.73
KP19	0.73
KP110	0.72
KP111	0.73

BETA

KEPUASAN		LOYALITA	
-----		-----	
KEPUASAN	--	--	--
LOYALITA	0.67	--	--

GAMMA

KUALITAS	

KEPUASAN	0.33
LOYALITA	0.25

Correlation Matrix of ETA and KSI

	KEPUASAN	LOYALITA	KUALITAS
	-----	-----	-----
KEPUASAN	1.00		
LOYALITA	0.75	1.00	
KUALITAS	0.33	0.47	1.00

PSI

Note: This matrix is diagonal.

KEPUASAN	LOYALITA
-----	-----
0.89	0.38

THETA-EPS

KK11	KK12	KK13	KK14	KK15	KK16
-----	-----	-----	-----	-----	-----
0.55	0.47	0.41	0.39	0.39	0.54

THETA-EPS

KK17	KK18	LK11	LK12	LK13	LK14
-----	-----	-----	-----	-----	-----
0.52	0.46	0.44	0.58	0.47	0.54

THETA-EPS

LK15	LK16	LK17	LK18	LK19
-----	-----	-----	-----	-----

0.49	0.53	0.54	0.47	0.49	
THETA-DELTA					
KP11	KP12	KP13	KP14	KP15	KP16
-----	-----	-----	-----	-----	-----
0.45	0.37	0.46	0.54	0.52	0.52
THETA-DELTA					
KP17	KP18	KP19	KP110	KP111	
-----	-----	-----	-----	-----	
0.49	0.47	0.47	0.48	0.46	

Regression Matrix ETA on KSI (Standardized)

	KUALITAS

KEPUASAN	0.33
LOYALITA	0.47

Total and Indirect Effects

Total Effects of KSI on ETA

	KUALITAS

KEPUASAN	0.33
	(0.09)
	3.61
LOYALITA	0.47
	(0.09)
	5.14

Indirect Effects of KSI on ETA

	KUALITAS

KEPUASAN	- -
LOYALITA	0.22
	(0.06)
	3.48

Total Effects of ETA on ETA

	KEPUASAN	LOYALITA
	-----	-----
KEPUASAN	- -	- -
LOYALITA	0.67	- -
	(0.10)	
	6.45	

Largest Eigenvalue of B*B' (Stability Index) is 0.446

Total Effects of ETA on Y

	KEPUASAN	LOYALITA
	-----	-----
KK11	0.52	- -
KK12	0.57	- -
	(0.07)	
	7.92	

KK13	0.62 (0.07) 8.29	--
KK14	0.67 (0.08) 8.43	--
KK15	0.70 (0.08) 8.45	--
KK16	0.55 (0.07) 7.47	--
KK17	0.58 (0.08) 7.61	--
KK18	0.58 (0.07) 8.04	--
LK11	0.42 (0.06) 6.45	0.62
LK12	0.35 (0.06) 5.93	0.52 (0.07) 7.84
LK13	0.42 (0.07) 6.36	0.63 (0.07) 8.92
LK14	0.36 (0.06) 6.11	0.53 (0.06) 8.28
LK15	0.42 (0.07) 6.29	0.63 (0.07) 8.73
LK16	0.40 (0.06) 6.13	0.60 (0.07) 8.34
LK17	0.37 (0.06) 6.08	0.56 (0.07) 8.20
LK18	0.44 (0.07) 6.36	0.66 (0.07) 8.94
LK19	0.38 (0.06) 6.30	0.57 (0.07) 8.76

Indirect Effects of ETA on Y

	<u>KEPUASAN</u>	<u>LOYALITA</u>
KK11	--	--
KK12	--	--
KK13	--	--
KK14	--	--

KK15	--	--
KK16	--	--
KK17	--	--
KK18	--	--
LK11	0.42 (0.06) 6.45	--
LK12	0.35 (0.06) 5.93	--
LK13	0.42 (0.07) 6.36	--
LK14	0.36 (0.06) 6.11	--
LK15	0.42 (0.07) 6.29	--
LK16	0.40 (0.06) 6.13	--
LK17	0.37 (0.06) 6.08	--
LK18	0.44 (0.07) 6.36	--
LK19	0.38 (0.06) 6.30	--

Total Effects of KSI on Y

	<u>KUALITAS</u>
KK11	0.17 (0.05) 3.61
KK12	0.19 (0.05) 3.67
KK13	0.21 (0.06) 3.71
KK14	0.23 (0.06) 3.72
KK15	0.23 (0.06) 3.72
KK16	0.18 (0.05) 3.62
KK17	0.19 (0.05) 3.64

KK18	0.19 (0.05) 3.68
LK11	0.29 (0.06) 5.14
LK12	0.24 (0.05) 4.86
LK13	0.29 (0.06) 5.09
LK14	0.25 (0.05) 4.96
LK15	0.30 (0.06) 5.05
LK16	0.28 (0.06) 4.97
LK17	0.26 (0.05) 4.94
LK18	0.31 (0.06) 5.09
LK19	0.27 (0.05) 5.06

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	KUALITAS
KEPUASAN	0.33
LOYALITA	0.47

Standardized Indirect Effects of KSI on ETA

	KUALITAS
KEPUASAN	-
LOYALITA	0.22

Standardized Total Effects of ETA on ETA

	KEPUASAN	LOYALITA
KEPUASAN	-	-
LOYALITA	0.67	-

Standardized Total Effects of ETA on Y

	KEPUASAN	LOYALITA
KK11	0.52	-
KK12	0.57	-
KK13	0.62	-
KK14	0.67	-
KK15	0.70	-

KK16	0.55	--
KK17	0.58	--
KK18	0.58	--
LK11	0.42	0.62
LK12	0.35	0.52
LK13	0.42	0.63
LK14	0.36	0.53
LK15	0.42	0.63
LK16	0.40	0.60
LK17	0.37	0.56
LK18	0.44	0.66
LK19	0.38	0.57

Completely Standardized Total Effects of ETA on Y

	KEPUASAN	LOYALITA
	-----	-----
KK11	0.67	--
KK12	0.72	--
KK13	0.77	--
KK14	0.78	--
KK15	0.78	--
KK16	0.68	--
KK17	0.69	--
KK18	0.74	--
LK11	0.50	0.75
LK12	0.43	0.65
LK13	0.49	0.73
LK14	0.45	0.68
LK15	0.48	0.72
LK16	0.46	0.69
LK17	0.45	0.67
LK18	0.49	0.73
LK19	0.48	0.72

Standardized Indirect Effects of ETA on Y

	KEPUASAN	LOYALITA
	-----	-----
KK11	--	--
KK12	--	--
KK13	--	--
KK14	--	--
KK15	--	--
KK16	--	--
KK17	--	--
KK18	--	--
LK11	0.42	--
LK12	0.35	--
LK13	0.42	--
LK14	0.36	--
LK15	0.42	--
LK16	0.40	--
LK17	0.37	--
LK18	0.44	--
LK19	0.38	--

Completely Standardized Indirect Effects of ETA on Y

	KEPUASAN	LOYALITA
	-----	-----
KK11	--	--
KK12	--	--
KK13	--	--
KK14	--	--
KK15	--	--
KK16	--	--
KK17	--	--
KK18	--	--
LK11	0.50	--
LK12	0.43	--
LK13	0.49	--
LK14	0.45	--
LK15	0.48	--
LK16	0.46	--
LK17	0.45	--

LK18	0.49	--
LK19	0.48	--

Standardized Total Effects of KSI on Y

KUALITAS	

KK11	0.17
KK12	0.19
KK13	0.21
KK14	0.23
KK15	0.23
KK16	0.18
KK17	0.19
KK18	0.19
LK11	0.29
LK12	0.24
LK13	0.29
LK14	0.25
LK15	0.30
LK16	0.28
LK17	0.26
LK18	0.31
LK19	0.27

Completely Standardized Total Effects of KSI on Y

KUALITAS	

KK11	0.22
KK12	0.24
KK13	0.26
KK14	0.26
KK15	0.26
KK16	0.23
KK17	0.23
KK18	0.25
LK11	0.35
LK12	0.30
LK13	0.34
LK14	0.32
LK15	0.34
LK16	0.32
LK17	0.32
LK18	0.34
LK19	0.34

Time used: 0.078 Seconds