

LEMBAR 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 Kepuasan Pelanggan dan Loyalitas Pelanggan (Studi Pada Pasien Swasta Rawat Jalan Di Rumah Sakit PGI Cikini, Jakarta Pusat)**”, Maka saya yang bertanda tangan di bawah ini:

Nama : Febry Rakean
NIM : 2012-11-263
Fakultas : Ekonomi Manajemen
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,

Febry Rakean

Bagian I : IDENTITAS RESPONDEN**Petunjuk Pengisian**

Berilah tanda silang (X) pada setiap pilihan jawaban yang tersedia di bawah ini !

1. Jenis kelamin :
 - Laki-laki
 - Perempuan
2. Usia saat ini:
 - 17 – 25 Tahun
 - 26 – 35 Tahun
 - 36 – 45 Tahun
 - 45 Tahun Keatas
3. Status Pernikahan:
 - Menikah
 - Belum Menikah
4. Pendidikan terakhir:
 - SMA
 - Diploma
 - Sarjana (S1)
 - Lainnya..... (sebutkan)
5. Pekerjaan responden :
 - Pelajar / mahasiswa
 - Wiraswasta
 - Pegawai Swasta
 - PNS
 - Ibu Rumah Tangga
 - Lainnya.....(sebutkan)
6. Pengeluaran perbulan:
 - Kurang Dari Rp. 700.000
 - Rp. 700.000 – Rp. 1.000.000
 - Rp. 1.000.000 – Rp. 1.500.000
 - Rp. 1.500.000 – Rp. 2.000.000
 - Rp. 2.00.000 – Rp. 3.000.000
 - Lebih Dari Rp. 3.100.000

LEMBAR KUESIONER

Nama :

Usia :

No. HP :

Bagian II : TANGGAPAN RESPONDEN

Petunjuk Pengisian :

Para responden yang saya hormati, mohon memberi jawaban dengan beri tanda silang (X) pada pilihan jawaban yang tersedia dibawah ini sesuai dengan kecenderungan jawaban anda.

Keterangan Pilihan Jawaban

1 : Sangat Tidak Setuju

3 : Setuju

2 : Tidak Setuju

4 : Sangat Setuju

NO	Pernyataan	STS	TS	S	SS
		1	2	3	4
1	RS. PGI. Cikini memiliki peralatan dan teknologi yang terbaru.				
3	Karyawan RS. PGI. Cikini berpakaian dan berpenampilan rapi.				
4	RS. PGI. Cikini memiliki ruang tunggu pasien yang nyaman.				
5	RS. PGI. Cikini mampu merealisasikan janji yang telah disepakati dengan waktu yang tepat.				
6	Ketika pelanggan (pasien) saat memiliki kendala, RS. PGI. Cikini menunjukkan sikap simpatik untuk menyelesaikannya.				
7	RS. PGI. Cikini merupakan rumah sakit yang dapat diandalkan.				
8	RS. PGI. Cikini melayani sesuai dengan waktu yang dijanjikan.				
9	RS. PGI. Cikini memiliki pencatatan yang akurat.				

NO	Pernyataan	STS	TS	S	SS
		1	2	3	4
10	Karyawan RS. PGI. Cikini tidak memberitahu pasien kapan pastinya layanan akan diberikan. (-)				
11	Karyawan RS. PGI. Cikini tidak memberikan layanan kepada pelanggan dengan cepat. (-)				
12	Karyawan RS. PGI. Cikini tidak selalu bersedia membantu para pelanggan. (-)				
13	Karyawan RS. PGI. Cikini terlalu sibuk untuk merespon permintaan pasien. (-)				
14	Perilaku karyawan RS. PGI. Cikini membuat pasien mempercayainya.				
15	Pasien merasa aman dalam melakukan transaksi dengan RS. PGI. Cikini				
16	Karyawan RS. PGI. Cikini selalu bersikap sopan.				
17	Karyawan RS. PGI. Cikini memiliki pengetahuan untuk dapat selalu menjawab pertanyaan pasien.				
18	RS. PGI. Cikini tidak memberikan perhatian pribadi kepada pasien. (-)				
19	RS.PGI. Cikini tidak memiliki waktu operasi yang sesuai dan nyaman bagi semua pasien. (-)				
20	Karyawan RS. PGI. Cikini. Tidak tahu apa sesungguhnya kebutuhan anda. (-)				
21	RS. PGI. Cikini tidak menempatkan anda sebagai prioritas pelayanannya. (-)				
22	Karyawan RS. PGI. Cikini memahami kebutuhan khusus para pasien.				
23	Saya senang dengan hasil pekerjaan karyawan RS. PGI. Cikini				
24	Saya puas dengan kinerja karyawan RS. PGI. Cikini.				
25	Saya puas dengan keseluruhan pelayanan yang diberikan RS. PGI. Cikini.				

NO	Pernyataan	STS	TS	S	SS
		1	2	3	4
26	Saya akan terus berobat ke RS. PGI. Cikini.				
27	Saya yakin kualitas RS. PGI. Cikini tidak akan menurun.				
28	Saya yakin kualitas RS. PGI. Cikini akan meningkat dimasa mendatang.				
29	Saya tidak akan pernah pindah ke rumah sakit lain.				
30	Saya tidak akan pindah walaupun ada rumah sakit yang lebih dekat dari tempat saya				
31	Saya tidak akan pindah, walaupun ada rumah sakit yang lebih murah.				
32	Saya bersedia merekomendasikan rumah sakit ini kepada teman-teman saya.				
33	Saya bersedia akan bercerita hal-hal yang baik tentang RS. PGI. Cikini				
34	Saya senang apabila teman-teman saya mendatangi RS. PGI. Cikini.				

TABULASI DATA 153 RESPONDEN

R E S P	Kualitas Pelayanan																					Kepuasan Pelanggan			Loyalitas Pelanggan													
	Tangibles			Realiability				Responsiveness				Assurance				Empathy					K1			K2			K3			Berlangganan			Berpindah			Rekomendasi		
	KP 1	KP 2	KP 3	KP 4	KP 5	KP 6	KP 7	KP 8	KP 9	KP 10	KP 11	KP 12	KP 13	KP 14	KP 15	KP 16	KP 17	KP 18	KP 19	KP 20	KP 21	K1	K2	K3	LP 1	LP 2	LP 3	LP 4	LP 5	LP 6	LP 7	LP 8	LP 9					
1	4	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	2	2	2	2	2	2	1	1	1	1					
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6	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3					
7	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1					
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RESP	Kualitas Pelayanan																					Kepuasan Pelanggan			Loyalitas Pelanggan											
	Tangibles			Reliability				Responsiveness				Assurance				Empathy						K1	K2	K3	Berlangganan			Berpindah			Rekomendasi					
	KP 1	KP 2	KP 3	KP 4	KP 5	KP 6	KP 7	KP 8	KP 9	KP 10	KP 11	KP 12	KP 13	KP 14	KP 15	KP 16	KP 17	KP 18	KP 19	KP 20	KP 21				LP 1	LP 2	LP 3	LP 4	LP 5	LP 6	LP 7	LP 8	LP 9			
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R E S P	Kualitas Pelayanan																					Kepuasan Pelanggan			Loyalitas Pelanggan									
	Tangibles			Reliability				Responsiveness				Assurance				Empathy					K1	K2	K3	Berlangganan			Berpindah			Rekomendasi				
	KP 1	KP 2	KP 3	KP 4	KP 5	KP 6	KP 7	KP 8	KP 9	KP 10	KP 11	KP 12	KP 13	KP 14	KP 15	KP 16	KP 17	KP 18	KP 19	KP 20				KP 21	LP 1	LP 2	LP 3	LP 4	LP 5	LP 6	LP 7	LP 8	LP 9	
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RESP	Kualitas Pelayanan																					Kepuasan Pelanggan			Loyalitas Pelanggan								
	Tangibles			Reliability				Responsiveness				Assurance				Empathy						K1	K2	K3	Berlangganan			Berpindah			Rekomendasi		
	KP 1	KP 2	KP 3	KP 4	KP 5	KP 6	KP 7	KP 8	KP 9	KP 10	KP 11	KP 12	KP 13	KP 14	KP 15	KP 16	KP 17	KP 18	KP 19	KP 20	KP 21				LP 1	LP 2	LP 3	LP 4	LP 5	LP 6	LP 7	LP 8	LP 9
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75	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
76	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
77	3	3	3	3	3	3	3	3	2	3	3	2	3	2	2	3	3	3	2	3	3	3	3	3	3	3	3	3	2	3	3	1	
78	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
79	2	2	3	4	3	3	3	3	3	3	3	4	4	4	4	4	4	3	3	2	2	3	3	3	4	3	3	3	3	3	3	3	3
80	4	4	3	4	4	4	4	3	4	4	3	3	3	3	4	4	4	4	4	3	4	4	3	4	4	4	4	4	4	4	3	3	3

RESP	Kualitas Pelayanan																					Kepuasan Pelanggan			Loyalitas Pelanggan									
	Tangibles			Reliability				Responsiveness				Assurance				Empathy					Kepuasan Pelanggan			Berlangganan			Berpindah			Rekomendasi				
	KP 1	KP 2	KP 3	KP 4	KP 5	KP 6	KP 7	KP 8	KP 9	KP 10	KP 11	KP 12	KP 13	KP 14	KP 15	KP 16	KP 17	KP 18	KP 19	KP 20	KP 21	K1	K2	K3	LP 1	LP 2	LP 3	LP 4	LP 5	LP 6	LP 7	LP 8	LP 9	
81	3	4	3	3	3	2	3	3	3	3	4	3	3	4	3	3	4	4	4	3	3	3	3	2	2	3	3	3	3	3	3	2	3	2
82	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	
83	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
84	3	3	3	3	4	4	4	3	3	3	4	3	3	3	3	3	3	3	3	3	4	2	4	3	3	3	3	3	3	3	3	3	2	
85	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	
86	3	3	3	4	3	3	3	3	2	2	2	3	3	4	4	4	3	3	4	4	4	3	3	3	3	3	3	4	4	4	4	3	3	
87	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	2	3	3	3	3	3	2	3	3	4	4		
88	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	
89	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
90	3	3	3	3	3	3	3	4	4	4	3	3	3	3	3	3	3	3	4	4	4	3	4	4	4	3	3	3	3	3	3	3	3	
91	4	4	4	4	4	4	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	4	
92	2	2	3	2	3	2	3	3	3	3	3	2	3	3	3	2	4	3	3	4	3	3	3	3	3	3	3	2	4	3	2	2	2	
93	3	3	3	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	
94	3	3	3	3	3	3	3	4	4	3	3	3	4	3	3	3	3	3	3	3	3	4	4	4	3	3	3	4	4	4	4	4	3	
95	2	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4	4	4	4	
96	3	3	3	3	3	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	4	3	4	4	3	3	3	3	3	3	3	3	
97	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
98	3	4	4	3	4	3	4	3	3	4	4	3	3	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	3	3
99	4	3	4	4	4	3	4	4	3	4	4	4	3	2	2	4	3	3	4	3	3	3	3	2	2	2	2	2	2	2	2	2	2	
100	2	3	3	3	2	3	3	3	2	2	2	2	3	2	2	3	3	2	2	3	3	3	3	3	2	3	3	3	3	3	3	3	1	

R E S P	Kualitas Pelayanan																					Kepuasan Pelanggan			Loyalitas Pelanggan										
	Tangibles			Reliability				Responsiveness				Assurance				Empathy					Kepuasan Pelanggan			Berlangganan			Berpindah			Rekomendasi					
	KP 1	KP 2	KP 3	KP 4	KP 5	KP 6	KP 7	KP 8	KP 9	KP 10	KP 11	KP 12	KP 13	KP 14	KP 15	KP 16	KP 17	KP 18	KP 19	KP 20	KP 21	K1	K2	K3	LP 1	LP 2	LP 3	LP 4	LP 5	LP 6	LP 7	LP 8	LP 9		
101	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
102	4	3	4	3	4	3	3	3	2	2	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	2		
103	3	4	3	3	3	3	4	3	2	2	3	3	3	3	3	2	3	3	3	3	3	4	3	3	3	3	4	3	3	2	3	2	1		
104	3	3	4	3	3	4	3	3	3	3	3	3	4	4	4	3	3	3	3	3	3	4	4	4	4	4	4	4	3	3	3	2	2		
105	3	3	3	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	4	3	4	3	3	3	4	3	
106	3	3	3	4	3	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4	3	3	4	3	4	3	3	3	4	3	4	4	4	
107	3	3	3	4	3	3	3	3	3	3	3	3	4	4	4	4	4	4	4	2	2	2	2	3	3	3	3	3	3	3	3	3	3	3	
108	2	2	2	2	2	3	3	3	3	3	3	3	3	2	3	2	2	2	2	2	2	3	3	3	3	3	3	2	2	3	3	3	3	3	
109	3	3	3	4	3	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	4	3	2	3	2	2		
110	3	3	3	3	3	3	3	3	3	3	3	3	4	4	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4	4	
111	4	4	4	3	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
112	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
113	3	3	3	4	3	3	3	3	3	3	3	3	3	4	4	4	3	4	3	4	3	3	4	3	4	3	3	2	3	3	3	2	1		
114	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	3	3	3	3	2	2
115	3	3	3	3	3	3	3	4	4	4	4	4	3	3	3	3	3	3	3	3	3	4	4	3	3	3	4	4	3	4	3	4	3	4	3
116	3	3	3	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
117	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	4	3	3	3	3	3	3	3	3	4	3	4	4	4
118	4	4	4	3	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4	4	3	3	3	3	3	3	3	3	3
119	3	4	3	4	4	3	3	4	2	3	3	3	3	3	3	4	4	4	3	3	3	3	4	3	3	3	3	3	3	3	3	4	4	3	3
120	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	2	2	2	2	3	2	2

R E S P	Kualitas Pelayanan																					Kepuasan Pelanggan			Loyalitas Pelanggan									
	Tangibles			Reliability				Responsiveness				Assurance				Empathy					Kepuasan Pelanggan			Berlangganan			Berpindah			Rekomendasi				
	KP 1	KP 2	KP 3	KP 4	KP 5	KP 6	KP 7	KP 8	KP 9	KP 10	KP 11	KP 12	KP 13	KP 14	KP 15	KP 16	KP 17	KP 18	KP 19	KP 20	KP 21	K1	K2	K3	LP 1	LP 2	LP 3	LP 4	LP 5	LP 6	LP 7	LP 8	LP 9	
121	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	1	1	2	2	2	2	2	2	2	1	2	2	3	2	2	3	1		
122	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
123	4	4	4	2	4	4	4	4	3	3	3	3	2	2	4	2	3	3	3	2	2	2	3	3	3	3	4	3	2	2	3	2	3	
124	3	3	2	2	2	2	3	2	2	2	3	2	2	2	2	2	2	2	3	2	2	2	2	2	2	2	2	3	2	2	2	2		
125	3	3	3	4	3	3	2	3	3	3	3	2	4	4	4	4	2	4	4	2	3	4	2	3	3	3	2	4	4	3	3	3		
126	2	3	3	3	3	2	3	2	2	2	3	3	3	3	3	3	3	3	2	3	2	3	3	2	4	3	3	3	2	2	3	2	2	
127	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
128	2	2	3	3	3	3	3	3	3	3	3	3	3	2	2	3	3	2	3	3	2	2	3	3	3	3	3	3	3	3	3	3	2	
129	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	2	2	3	3	3	3	3	3	3	3	3	3	3	2	
130	2	3	4	3	4	4	4	3	3	3	3	3	3	3	3	2	2	2	3	2	2	3	3	3	3	3	3	3	4	3	3	3	3	
131	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
132	3	3	3	3	3	2	3	3	2	2	3	2	2	2	2	3	2	2	2	2	2	2	3	2	2	3	3	3	3	3	3	3	2	
133	3	2	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	3	3	3	3	3	2	3	3	2	
134	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	2	3	2	2	3	3	3
135	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	2	3	3	3	3	3	2	2	3	3	2	3	3	3	3	2	
136	3	3	3	3	4	4	4	3	2	2	3	3	3	2	2	3	3	3	3	3	3	4	4	4	4	3	3	3	2	3	2	4	2	
137	4	4	3	3	3	3	4	4	4	3	3	3	2	2	2	3	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	
138	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
139	4	4	4	3	3	3	3	3	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
140	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	

RESP	Kualitas Pelayanan																					Kepuasan Pelanggan			Loyalitas Pelanggan								
	Tangibles			Reliability				Responsiveness				Assurance				Empathy					Berlangganan				Berpindah			Rekomendasi					
	KP 1	KP 2	KP 3	KP 4	KP 5	KP 6	KP 7	KP 8	KP 9	KP 10	KP 11	KP 12	KP 13	KP 14	KP 15	KP 16	KP 17	KP 18	KP 19	KP 20	KP 21	K1	K2	K3	LP 1	LP 2	LP 3	LP 4	LP 5	LP 6	LP 7	LP 8	LP 9
141	3	3	3	2	3	3	2	2	2	2	3	2	3	3	2	2	3	3	2	3	3	3	2	2	2	3	3	2	2	3	3	2	
142	3	4	4	3	4	4	3	3	3	3	4	3	4	3	3	3	3	3	3	4	4	3	3	3	3	3	4	4	4	3	3	3	3
143	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	2	
144	3	3	3	2	3	3	3	3	3	2	3	3	2	2	2	2	3	2	2	2	2	2	3	2	2	3	2	2	3	2	2	3	2
145	3	3	3	2	3	2	3	3	2	3	2	2	2	2	2	3	2	2	3	3	3	2	2	2	2	2	2	2	2	2	2	2	2
146	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
147	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
148	3	2	2	1	2	2	2	2	2	2	2	2	2	2	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2	1	2	2	1
149	3	3	3	3	3	4	4	3	3	3	3	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	4	3
150	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	3	3
151	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	2
152	2	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	2	3	2	3	3	2	
153	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2

HASIL UJI VALIDITAS

TANGIBLES

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.784
Bartlett's Test of Sphericity	Approx. Chi-Square	8.332
	Df	3
	Sig.	.040

		KP1	KP3	KP4
Anti-image Covariance	KP1	.836	-.182	-.225
	KP3	-.182	.839	-.219
	KP4	-.225	-.219	.815
Anti-image Correlation	KP1	.645 ^a	-.217	-.273
	KP3	-.217	.648 ^a	-.265
	KP4	-.273	-.265	.626 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KP1	1.000	.548
KP3	1.000	.541
KP4	1.000	.584

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
KP1	.740
KP3	.736
KP4	.764

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

RELIABILITY**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.791
Bartlett's Test of Sphericity	Approx. Chi-Square	8.332
	Df	3
	Sig.	.040

Anti-image Matrices

		KP5	KP6	KP7	KP8	KP9
Anti-image Covariance	KP5	.325	-.097	-.121	-.091	.107
	KP6	-.097	.288	-.079	-.125	-.126
	KP7	-.121	-.079	.386	-.067	-.012
	KP8	-.091	-.125	-.067	.326	-.032
	KP9	.107	-.126	-.012	-.032	.876
Anti-image Correlation	KP5	.829 ^a	-.318	-.341	-.281	.201
	KP6	-.318	.820 ^a	-.238	-.409	-.250
	KP7	-.341	-.238	.882 ^a	-.190	-.021
	KP8	-.281	-.409	-.190	.855 ^a	-.060
	KP9	.201	-.250	-.021	-.060	.613

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KP5	1.000	.779
KP6	1.000	.833
KP7	1.000	.759
KP8	1.000	.804
KP9	1.000	.093

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
KP5	.883
KP6	.912
KP7	.871
KP8	.897
KP9	.304

RESPONSIVENESS

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.794
Bartlett's Test of Sphericity	Approx. Chi-Square	22.986
	df	6
	Sig.	.001

Anti-image Matrices

		KP10	KP11	KP12	KP13
Anti-image Covariance	KP10	.747	-.207	-.216	-.030
	KP11	-.207	.663	.144	-.293
	KP12	-.216	.144	.700	-.274
	KP13	-.030	-.293	-.274	.578
Anti-image Correlation	KP10	.698 ^a	-.294	-.299	-.046
	KP11	-.294	.543 ^a	.211	-.474
	KP12	-.299	.211	.541 ^a	-.430
	KP13	-.046	-.474	-.430	.595 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KP10	1.000	.518
KP11	1.000	.486
KP12	1.000	.443
KP13	1.000	.675

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
KP10	.719
KP11	.697
KP12	.666
KP13	.822

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

ASSURANCE

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.810
Bartlett's Test of Sphericity	Approx. Chi-Square	44.552
	df	6
	Sig.	.000

Anti-image Matrices

		KP14	KP15	KP16	KP17
Anti-image Covariance	KP14	.341	-.265	-.211	.097
	KP15	-.265	.396	.140	-.175
	KP16	-.211	.140	.494	-.290
	KP17	.097	-.175	-.290	.584
Anti-image Correlation	KP14	.532 ^a	-.720	-.514	.217
	KP15	-.720	.514 ^a	.317	-.364
	KP16	.341	-.265	-.211	.097
	KP17	-.265	.396	.140	-.175

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KP14	1.000	.726
KP15	1.000	.625
KP16	1.000	.579
KP17	1.000	.529

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
KP14	.852
KP15	.790
KP16	.761
KP17	.727

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

EMPATHY**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.643
Bartlett's Test of Sphericity	58.643	101.654
	10	10
	.000	.000

Anti-image Matrices

		KP18	KP19	KP20	KP21	KP22
Anti-image Covariance	KP18	.501	-.074	-.006	.113	-.219
	KP19	-.074	.712	-.140	.047	-.101
	KP20	-.006	-.140	.591	-.218	.040
	KP21	.113	.047	-.218	.332	-.191
	KP22	-.219	-.101	.040	-.191	.258
Anti-image Correlation	KP18	.613 ^a	-.125	-.011	.278	-.609
	KP19	-.125	.833 ^a	-.215	.096	-.236
	KP20	-.011	-.215	.702 ^a	-.494	.104
	KP21	.501	-.074	-.006	.113	-.219
	KP22	-.074	.712	-.140	.047	-.101

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KP18	1.000	.462
KP19	1.000	.444
KP20	1.000	.456
KP21	1.000	.662
KP22	1.000	.804

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
KP18	.680
KP19	.667
KP20	.675
KP21	.814
KP22	.897

KEPUASAN PELANGGAN**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.705
Bartlett's Test of Sphericity	Approx. Chi-Square	20.377
	df	3
	Sig.	.000

Anti-image Matrices

		K1	K2	K3
Anti-image Covariance	K1	.634	-.229	-.226
	K2	-.229	.651	-.206
	K3	-.226	-.206	.653
Anti-image Correlation	K1	.688 ^a	-.357	-.351
	K2	-.357	.701 ^a	-.316
	K3	-.351	-.316	.703 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
K1	1.000	.691
K2	1.000	.674
K3	1.000	.672

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
K1	.831
K2	.821
K3	.820

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

BERLANGGANAN**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.752
Bartlett's Test of Sphericity	Approx. Chi-Square	18.238
	Df	3
	Sig.	.000

Anti-image Matrices

		LP1	LP2	LP3
Anti-image Covariance	LP1	.714	-.034	-.289
	LP2	-.034	.714	-.289
	LP3	-.289	-.289	.569
Anti-image Correlation	LP1	.650 ^a	-.047	-.453
	LP2	-.047	.650 ^a	-.453
	LP3	-.453	-.453	.650 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
LP1	1.000	.582
LP2	1.000	.582
LP3	1.000	.766

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
LP1	.763
LP2	.763
LP3	.875

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

PERILAKU PERPINDAHAN

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.737
Bartlett's Test of Sphericity	Approx. Chi-Square	14.585
	df	3
	Sig.	.002

Anti-image Matrices

		LP4	LP5	LP6
Anti-image Covariance	LP4	.607	-.286	-.329
	LP5	-.286	.801	.039
	LP6	-.329	.039	.728
Anti-image Correlation	LP4	.531 ^a	-.410	-.495
	LP5	-.410	.577 ^a	.051
	LP6	-.495	.051	.554 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
LP4	1.000	.769
LP5	1.000	.459
LP6	1.000	.557

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
LP4	.877
LP5	.677
LP6	.746

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

REKOMENDASI**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.661
Bartlett's Test of Sphericity	Approx. Chi-Square	18.922
	df	3
	Sig.	.000

Anti-image Matrices

		LP7	LP8	LP9
Anti-image Covariance	LP7	.743	-.157	-.198
	LP8	-.157	.635	-.292
	LP9	-.198	-.292	.613
Anti-image Correlation	LP7	.745 ^a	-.228	-.293
	LP8	-.228	.656 ^a	-.467
	LP9	-.293	-.467	.642 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
LP7	1.000	.583
LP8	1.000	.687
LP9	1.000	.713

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
LP7	.763
LP8	.829
LP9	.845

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

HASIL UJI RELIABILITAS

TANGIBLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.602	.603	3

Inter-Item Correlation Matrix

	KP1	KP2	KP3
KP1	1.000	.312	.351
KP3	.312	1.000	.345
KP4	.351	.345	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KP1	6.0333	.861	.403	.164	.513
KP3	6.0667	.823	.400	.161	.520
KP4	5.9000	.852	.430	.185	.475

REABILITY

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.848	.843	5

Inter-Item Correlation Matrix

	KP5	KP6	KP7	KP8	KP9
KP5	1.000	.745	.729	.735	.091
KP6	.745	1.000	.716	.779	.290
KP7	.729	.716	1.000	.697	.172
KP8	.735	.779	.697	1.000	.218
KP9	.091	.290	.172	.218	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KP5	11.8000	4.510	.752	.675	.792
KP6	11.7333	4.478	.837	.712	.773
KP7	11.7667	4.392	.750	.614	.791
KP8	11.6000	3.834	.793	.674	.778
KP9	11.6333	6.033	.215	.124	.912

RESPONSIVENESS**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.704	.702	4

Inter-Item Correlation Matrix

	KP10	KP11	KP12	KP13
KP10	1.000	.380	.376	.355
KP11	.380	1.000	.135	.510
KP12	.376	.135	1.000	.466
KP13	.355	.510	.466	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KP10	9.5000	1.086	.478	.253	.648
KP11	9.4333	1.151	.467	.337	.653
KP12	9.5333	1.292	.427	.300	.678
KP13	9.6333	.930	.600	.422	.564

ASSURANCE**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.788	.789	4

Inter-Item Correlation Matrix

	KP14	KP15	KP16	KP17
KP14	1.000	.730	.536	.354
KP15	.730	1.000	.302	.413
KP16	.536	.302	1.000	.568
KP17	.354	.413	.568	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KP14	8.9000	1.059	.702	.659	.678
KP15	8.9667	1.275	.607	.604	.730
KP16	8.9333	1.237	.565	.506	.753
KP17	8.9000	1.472	.536	.416	.768

EMPATHY**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.798	.802	5

Inter-Item Correlation Matrix

	KP18	KP19	KP20	KP21	KP22
KP18	1.000	.410	.191	.307	.659
KP19	.410	1.000	.343	.332	.489
KP20	.191	.343	1.000	.615	.419
KP21	.307	.332	.615	1.000	.717
KP22	.659	.489	.419	.717	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KP18	11.9000	1.886	.486	.499	.791
KP19	12.1000	2.024	.500	.288	.783
KP20	12.0667	1.926	.504	.409	.783
KP21	12.0333	1.689	.652	.668	.735
KP22	11.9000	1.748	.797	.742	.696

KEPUASAN PELANGGAN

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.749	.763	3

Inter-Item Correlation Matrix

	K1	K2	K3
K1	1.000	.526	.523
K2	.526	1.000	.505
K3	.523	.505	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
K1	6.3000	.493	.603	.366	.653
K2	6.2000	.579	.589	.349	.651
K3	6.2333	.737	.589	.347	.686

BERLANGGANAN**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.714	.720	3

Inter-Item Correlation Matrix

	LP1	LP2	LP3
LP1	1.000	.318	.533
LP2	.318	1.000	.533
LP3	.533	.533	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
LP1	5.50	2.328	.886	.793	.960
LP2	5.60	2.179	.916	.860	.937
LP3	5.50	1.983	.943	.893	.918

PERILAKUPERPINDAHAN

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.646	.653	3

Inter-Item Correlation Matrix

	LP4	LP5	LP6
LP4	1.000	.443	.520
LP5	.443	1.000	.191
LP6	.520	.191	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
LP4	5.9000	.576	.626	.393	.319
LP5	5.8000	.717	.353	.199	.679
LP6	6.2333	.599	.416	.272	.614

REKOMENDASI

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.739	.743	3

Inter-Item Correlation Matrix

	LP7	LP8	LP9
LP7	1.000	.432	.465
LP8	.432	1.000	.574
LP9	.465	.574	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
LP7	6.3000	.631	.505	.257	.729
LP8	6.1667	.626	.583	.365	.631
LP9	6.2000	.648	.612	.387	.603

HASIL UJI ANOVA (ONE WAY)**GENDER****Test of Homogeneity of Variances**

	Levene Statistic	df1	df2	Sig.
Tangibles	,378	1	151	,540
Realibility	1,180	1	151	,279
Responsiv	2,249	1	151	,136
Assurance	4,540	1	151	,035
Empathy	,824	1	151	,365
Berlangganan	1,141	1	151	,287
Berpindah	3,544	1	151	,062
Rekomendasi	1,386	1	151	,241
Kepuasan	2,424	1	151	,122

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Tangibles	Between Groups	1,650	1	1,650	1,658	,200
	Within Groups	150,350	151	,996		
	Total	152,000	152			
Realibility	Between Groups	2,532	1	2,532	2,558	,112
	Within Groups	149,468	151	,990		
	Total	152,000	152			
Responsiv	Between Groups	1,351	1	1,351	1,354	,246
	Within Groups	150,649	151	,998		
	Total	152,000	152			
Assurance	Between Groups	,709	1	,709	,708	,401
	Within Groups	151,291	151	1,002		
	Total	152,000	152			
Empathy	Between Groups	,001	1	,001	,001	,976
	Within Groups	151,999	151	1,007		
	Total	152,000	152			
Berlangganan	Between Groups	2,220	1	2,220	2,238	,137
	Within Groups	149,780	151	,992		
	Total	152,000	152			
Berpindah	Between Groups	1,967	1	1,967	1,980	,161
	Within Groups	150,033	151	,994		
	Total	152,000	152			
Rekomendasi	Between Groups	2,212	1	2,212	2,230	,137
	Within Groups	149,788	151	,992		
	Total	152,000	152			
Kepuasan	Between Groups	2,527	1	2,527	2,553	,112
	Within Groups	149,473	151	,990		
	Total	152,000	152			

USIA

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Tangibles	,415	3	149	,743
Realibility	,368	3	149	,776
Responsiv	,743	3	149	,528
Assurance	,615	3	149	,606
Empathy	,380	3	149	,767
Berlangganan	1,555	3	149	,203
Berpindah	1,885	3	149	,135
Rekomendasi	1,388	3	149	,249
Kepuasan	,848	3	149	,470

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Tangibles	Between Groups	2,198	3	,733	,729	,536
	Within Groups	149,802	149	1,005		
	Total	152,000	152			
Realibility	Between Groups	,470	3	,157	,154	,927
	Within Groups	151,530	149	1,017		
	Total	152,000	152			
Responsiv	Between Groups	1,312	3	,437	,432	,730
	Within Groups	150,688	149	1,011		
	Total	152,000	152			
assurance	Between Groups	,152	3	,051	,050	,985
	Within Groups	151,848	149	1,019		
	Total	152,000	152			
Empathy	Between Groups	,498	3	,166	,163	,921
	Within Groups	151,502	149	1,017		
	Total	152,000	152			
Berlangganan	Between Groups	,066	3	,022	,022	,996
	Within Groups	151,934	149	1,020		
	Total	152,000	152			
Berpindah	Between Groups	,799	3	,266	,262	,852
	Within Groups	151,201	149	1,015		
	Total	152,000	152			
Rekomendasi	Between Groups	2,875	3	,958	,958	,415
	Within Groups	149,125	149	1,001		
	Total	152,000	152			
Kepuasan	Between Groups	,479	3	,160	,157	,925
	Within Groups	151,521	149	1,017		
	Total	152,000	152			

STATUS PERNIKAHAN

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Tangibles	,016	1	151	,899
Realibility	1,461	1	151	,229
Responsiv	,377	1	151	,540
Assurance	,000	1	151	,999
Empathy	,529	1	151	,468
Berlangganan	,194	1	151	,661
Berpindah	,252	1	151	,616
Rekomendasi	,211	1	151	,647
Kepuasan	,068	1	151	,794

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Tangibles	Between Groups	,104	1	,104	,104	,748
	Within Groups	151,896	151	1,006		
	Total	152,000	152			
Realibility	Between Groups	,089	1	,089	,089	,766
	Within Groups	151,911	151	1,006		
	Total	152,000	152			
Responsiv	Between Groups	,068	1	,068	,068	,795
	Within Groups	151,932	151	1,006		
	Total	152,000	152			
assurance	Between Groups	,643	1	,643	,641	,424
	Within Groups	151,357	151	1,002		
	Total	152,000	152			
Empathy	Between Groups	,375	1	,375	,373	,542
	Within Groups	151,625	151	1,004		
	Total	152,000	152			
Berlangganan	Between Groups	,062	1	,062	,062	,804
	Within Groups	151,938	151	1,006		
	Total	152,000	152			
Berpindah	Between Groups	,345	1	,345	,343	,559
	Within Groups	151,655	151	1,004		
	Total	152,000	152			
Rekomendasi	Between Groups	3,715	1	3,715	3,783	,054
	Within Groups	148,285	151	,982		
	Total	152,000	152			
Kepuasan	Between Groups	,364	1	,364	,362	,548
	Within Groups	151,636	151	1,004		
	Total	152,000	152			

STATUS PEKERJAAN

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Tangibles	,772	4	148	,545
Realibility	,428	4	148	,788
Responsiv	,595	4	148	,667
Assurance	,445	4	148	,776
Empathy	,341	4	148	,850
Berlangganan	,882	4	148	,477
Berpindah	1,422	4	148	,229
Rekomendasi	,464	4	148	,762
Kepuasan	,446	4	148	,775

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Tangibles	Between Groups	10,188	4	2,547	2,658	,035
	Within Groups	141,812	148	,958		
	Total	152,000	152			
Realibility	Between Groups	3,875	4	,969	,968	,427
	Within Groups	148,125	148	1,001		
	Total	152,000	152			
Responsiv	Between Groups	,771	4	,193	,189	,944
	Within Groups	151,229	148	1,022		
	Total	152,000	152			
Assurance	Between Groups	3,049	4	,762	,757	,555
	Within Groups	148,951	148	1,006		
	Total	152,000	152			
Empathy	Between Groups	3,639	4	,910	,907	,461
	Within Groups	148,361	148	1,002		
	Total	152,000	152			
Berlangganan	Between Groups	1,346	4	,336	,330	,857
	Within Groups	150,654	148	1,018		
	Total	152,000	152			
Berpindah	Between Groups	1,411	4	,353	,347	,846
	Within Groups	150,589	148	1,017		
	Total	152,000	152			
Rekomendasi	Between Groups	1,809	4	,452	,446	,775
	Within Groups	150,191	148	1,015		
	Total	152,000	152			
Kepuasan	Between Groups	3,517	4	,879	,876	,480
	Within Groups	148,483	148	1,003		
	Total	152,000	152			

PENDIDIKAN

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Tangibles	,072	2	150	,931
Realibility	,661	2	150	,518
Responsiv	,360	2	150	,698
Assurance	1,138	2	150	,323
Empathy	,619	2	150	,540
Berlangganan	,386	2	150	,681
Berpindah	,964	2	150	,384
Rekomendasi	,554	2	150	,576
Kepuasan	,479	2	150	,621

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Tangibles	Between Groups	1,084	2	,542	,539	,585
	Within Groups	150,916	150	1,006		
	Total	152,000	152			
Realibility	Between Groups	,837	2	,418	,415	,661
	Within Groups	151,163	150	1,008		
	Total	152,000	152			
Responsiv	Between Groups	,172	2	,086	,085	,919
	Within Groups	151,828	150	1,012		
	Total	152,000	152			
assurance	Between Groups	1,183	2	,591	,588	,557
	Within Groups	150,817	150	1,005		
	Total	152,000	152			
Empathy	Between Groups	4,139	2	2,070	2,100	,126
	Within Groups	147,861	150	,986		
	Total	152,000	152			
Berlangganan	Between Groups	,234	2	,117	,116	,891
	Within Groups	151,766	150	1,012		
	Total	152,000	152			
Berpindah	Between Groups	,475	2	,238	,235	,791
	Within Groups	151,525	150	1,010		
	Total	152,000	152			
Rekomendasi	Between Groups	,982	2	,491	,488	,615
	Within Groups	151,018	150	1,007		
	Total	152,000	152			
Kepuasan	Between Groups	1,541	2	,771	,768	,466
	Within Groups	150,459	150	1,003		
	Total	152,000	152			

PENGELUARAN

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Tangibles	,894	5	147	,487
Realibility	,763	5	147	,578
Responsiv	,795	5	147	,555
Assurance	,502	5	147	,774
Empathy	,386	5	147	,858
Berlangganan	,914	5	147	,473
Berpindah	,857	5	147	,512
Rekomendasi	,544	5	147	,743
Kepuasan	,497	5	147	,778

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Tangibles	Between Groups	3,291	5	,658	,651	,661
	Within Groups	148,709	147	1,012		
	Total	152,000	152			
Realibility	Between Groups	6,507	5	1,301	1,315	,261
	Within Groups	145,493	147	,990		
	Total	152,000	152			
Responsiv	Between Groups	5,579	5	1,116	1,120	,352
	Within Groups	146,421	147	,996		
	Total	152,000	152			
assurance	Between Groups	6,530	5	1,306	1,320	,259
	Within Groups	145,470	147	,990		
	Total	152,000	152			
Empathy	Between Groups	4,291	5	,858	,854	,514
	Within Groups	147,709	147	1,005		
	Total	152,000	152			
Berlangganan	Between Groups	2,871	5	,574	,566	,726
	Within Groups	149,129	147	1,014		
	Total	152,000	152			
Berpindah	Between Groups	2,095	5	,419	,411	,841
	Within Groups	149,905	147	1,020		
	Total	152,000	152			
Rekomendasi	Between Groups	5,159	5	1,032	1,033	,401
	Within Groups	146,841	147	,999		
	Total	152,000	152			
Kepuasan	Between Groups	5,736	5	1,147	1,153	,335
	Within Groups	146,264	147	,995		
	Total	152,000	152			

HASIL UJI SEM LISREL 8.72

DATE: 11/ 2/2018
 TIME: 14:16

L I S R E L 8.72

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file D:\FEBRY\FEBRY.pr2:

raw data from file FEBRY.psf
 latent variables: KP L K

relationships:

KP1 = KP

KP2 = KP

KP3 = KP

KP4 = KP

KP5 = KP

K1 = K

K2 = K

K3 = K

L1 = L

L2 = L

L3 = L

K = KP

L = K KP

set error covariance of KP2 and KP1 free

set error covariance of L3 and L2 free

set error covariance of KP5 and KP2 free

set error covariance of KP4 and K2 free

set error covariance of K3 and L1 free

options sc

path diagram

end of problems

Sample Size = 153

Covariance Matrix

	L1	L2	L3	K1	K2	K3
L1	1.00					
L2	0.77	1.00				
L3	0.63	0.77	1.00			
K1	0.42	0.39	0.32	0.43		
K2	0.42	0.37	0.34	0.25	0.37	
K3	0.50	0.43	0.39	0.28	0.28	0.41
KP1	0.66	0.58	0.50	0.39	0.36	0.35
KP2	0.75	0.67	0.60	0.43	0.44	0.45
KP3	0.69	0.65	0.60	0.41	0.39	0.42
KP4	0.70	0.72	0.64	0.40	0.32	0.39
KP5	0.75	0.73	0.64	0.45	0.40	0.44

Covariance Matrix

	KP1	KP2	KP3	KP4	KP5
KP1	1.00				
KP2	0.83	1.00			
KP3	0.67	0.78	1.00		
KP4	0.60	0.71	0.71	1.00	
KP5	0.70	0.73	0.72	0.80	1.00

Number of Iterations = 21

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$L1 = 0.89 * L, \text{ Errorvar.} = 0.20, R^2 = 0.80$$

(0.036)
5.50

$$L2 = 0.85 * L, \text{ Errorvar.} = 0.28, R^2 = 0.72$$

(0.059) (0.041)
14.29 6.75

$$L3 = 0.73 * L, \text{ Errorvar.} = 0.46, R^2 = 0.54$$

(0.067) (0.060)
10.94 7.76

$$K1 = 0.51 * K, \text{ Errorvar.} = 0.17, R^2 = 0.60$$

(0.022)
7.58

$$K2 = 0.50 * K, \text{ Errorvar.} = 0.12, R^2 = 0.68$$

(0.045) (0.017)
11.00 6.97

$$K3 = 0.54 * K, \text{ Errorvar.} = 0.12, R^2 = 0.71$$

(0.047) (0.017)
11.37 6.76

$$\begin{array}{l}
 \text{KP1} = 0.76 * \text{KP}, \text{Errorvar.} = 0.42, R^2 = 0.58 \\
 (0.070) \quad (0.053) \\
 10.92 \quad 7.98
 \end{array}$$

$$\begin{array}{l}
 \text{KP2} = 0.89 * \text{KP}, \text{Errorvar.} = 0.20, R^2 = 0.80 \\
 (0.064) \quad (0.033) \\
 13.92 \quad 6.18
 \end{array}$$

$$\begin{array}{l}
 \text{KP3} = 0.83 * \text{KP}, \text{Errorvar.} = 0.31, R^2 = 0.69 \\
 (0.066) \quad (0.039) \\
 12.57 \quad 7.89
 \end{array}$$

$$\begin{array}{l}
 \text{KP4} = 0.84 * \text{KP}, \text{Errorvar.} = 0.29, R^2 = 0.71 \\
 (0.066) \quad (0.037) \\
 12.82 \quad 7.72
 \end{array}$$

$$\begin{array}{l}
 \text{KP5} = 0.91 * \text{KP}, \text{Errorvar.} = 0.18, R^2 = 0.82 \\
 (0.063) \quad (0.029) \\
 14.28 \quad 6.18
 \end{array}$$

$$\begin{array}{l}
 \text{Error Covariance for L3 and L2} = 0.15 \\
 (0.039) \\
 3.74
 \end{array}$$

$$\begin{array}{l}
 \text{Error Covariance for K3 and L1} = 0.052 \\
 (0.018) \\
 2.83
 \end{array}$$

$$\begin{array}{l}
 \text{Error Covariance for KP2 and KP1} = 0.16 \\
 (0.035) \\
 4.49
 \end{array}$$

$$\begin{array}{l}
 \text{Error Covariance for KP4 and K2} = -0.06 \\
 (0.018) \\
 -3.50
 \end{array}$$

$$\begin{array}{l}
 \text{Error Covariance for KP5 and KP2} = -0.08 \\
 (0.018) \\
 -4.38
 \end{array}$$

Structural Equations

$$\begin{array}{l}
 \text{L} = 0.42 * \text{K} + 0.54 * \text{KP}, \text{Errorvar.} = 0.11, R^2 = 0.89 \\
 (0.21) \quad (0.21) \quad (0.037) \\
 1.98 \quad 2.65 \quad 2.94
 \end{array}$$

$$\begin{array}{l}
 \text{K} = 0.93 * \text{KP}, \text{Errorvar.} = 0.13, R^2 = 0.87 \\
 (0.090) \quad (0.045) \\
 10.39 \quad 2.86
 \end{array}$$

Reduced Form Equations

$$\begin{array}{l}
 \text{L} = 0.93 * \text{KP}, \text{Errorvar.} = 0.13, R^2 = 0.87 \\
 (0.074) \\
 12.59
 \end{array}$$

$K = 0.93 * KP$, Errorvar.= 0.13, $R^2 = 0.87$
 (0.090)
 10.39

Correlation Matrix of Independent Variables

KP

 1.00

Covariance Matrix of Latent Variables

	L	K	KP
L	1.00		
K	0.92	1.00	
KP	0.93	0.93	1.00

Goodness of Fit Statistics

Degrees of Freedom = 36
 Minimum Fit Function Chi-Square = 48.90 (P = 0.074)
 Normal Theory Weighted Least Squares Chi-Square = 46.85 (P = 0.11)
 Estimated Non-centrality Parameter (NCP) = 10.85
 90 Percent Confidence Interval for NCP = (0.0 ; 32.67)

Minimum Fit Function Value = 0.32
 Population Discrepancy Function Value (F0) = 0.071
 90 Percent Confidence Interval for F0 = (0.0 ; 0.21)
 Root Mean Square Error of Approximation (RMSEA) = 0.045
 90 Percent Confidence Interval for RMSEA = (0.0 ; 0.077)
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.57

Expected Cross-Validation Index (ECVI) = 0.70
 90 Percent Confidence Interval for ECVI = (0.63 ; 0.85)
 ECVI for Saturated Model = 0.87
 ECVI for Independence Model = 24.68

Chi-Square for Independence Model with 55 Degrees of Freedom = 3729.22
 Independence AIC = 3751.22
 Model AIC = 106.85
 Saturated AIC = 132.00
 Independence CAIC = 3795.56
 Model CAIC = 227.76
 Saturated CAIC = 398.01

Normed Fit Index (NFI) = 0.99
 Non-Normed Fit Index (NNFI) = 0.99
 Parsimony Normed Fit Index (PNFI) = 0.65
 Comparative Fit Index (CFI) = 1.00
 Incremental Fit Index (IFI) = 1.00
 Relative Fit Index (RFI) = 0.98

Critical N (CN) = 183.22

Root Mean Square Residual (RMR) = 0.021
 Standardized RMR = 0.025
 Goodness of Fit Index (GFI) = 0.95
 Adjusted Goodness of Fit Index (AGFI) = 0.90
 Parsimony Goodness of Fit Index (PGFI) = 0.52

Standardized Solution

LAMBDA-Y

	L	K
L1	0.89	--
L2	0.85	--
L3	0.73	--
K1	--	0.51
K2	--	0.50
K3	--	0.54

LAMBDA-X

	KP
KP1	0.76
KP2	0.89
KP3	0.83
KP4	0.84
KP5	0.91

BETA

	L	K
L	--	0.42
K	--	--

GAMMA

	KP
L	0.54
K	0.93

Correlation Matrix of ETA and KSI

	L	K	KP
L	1.00		
K	0.92	1.00	
KP	0.93	0.93	1.00

PSI

Note: This matrix is diagonal.

	L	K
	0.11	0.13

Regression Matrix ETA on KSI (Standardized)

	KP
L	0.93
K	0.93

Completely Standardized Solution

LAMBDA-Y

	L	K
L1	0.89	--
L2	0.85	--
L3	0.73	--
K1	--	0.78
K2	--	0.83
K3	--	0.85

LAMBDA-X

	KP
KP1	0.76
KP2	0.89
KP3	0.83
KP4	0.84
KP5	0.91

BETA

	L	K
L	--	0.42
K	--	--

GAMMA

	KP
L	0.54
K	0.93

Correlation Matrix of ETA and KSI

	L	K	KP
L	1.00		
K	0.92	1.00	
KP	0.93	0.93	1.00

PSI

Note: This matrix is diagonal.

L K

	L1	L2	L3	K1	K2	K3
L1	0.20					
L2	--	0.28				
L3	--	0.15	0.46			
K1	--	--	--	0.40		
K2	--	--	--	--	0.32	
K3	0.08	--	--	--	--	0.29

	L1	L2	L3	K1	K2	K3
KP1	--	--	--	--	--	--
KP2	--	--	--	--	--	--
KP3	--	--	--	--	--	--
KP4	--	--	--	--	-0.10	--
KP5	--	--	--	--	--	--

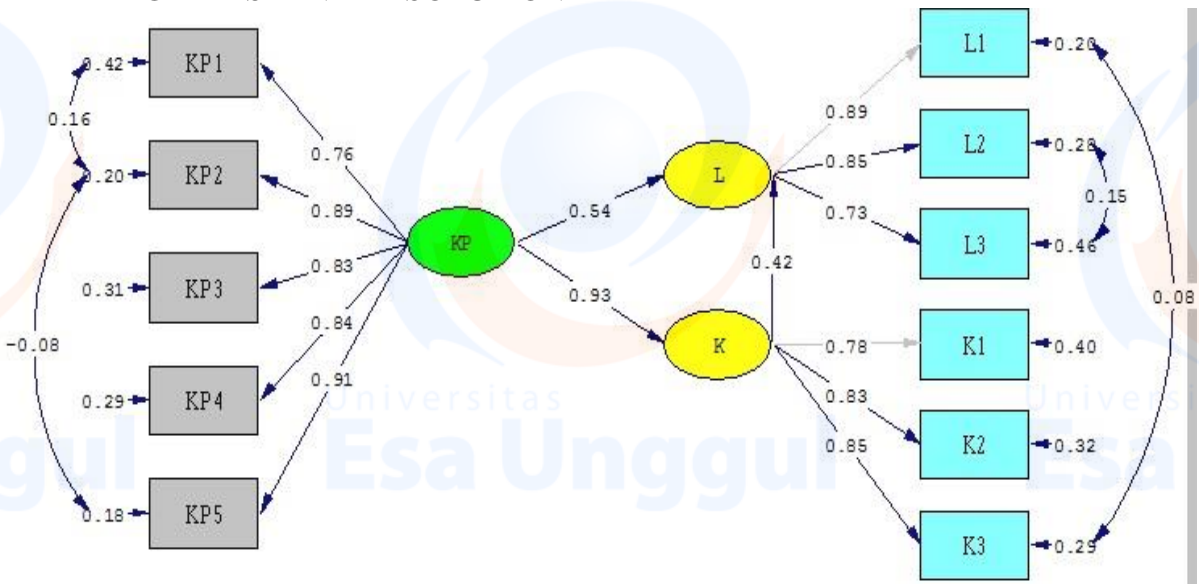
	KP1	KP2	KP3	KP4	KP5
KP1	0.42				
KP2	0.16	0.20			
KP3	--	--	0.31		
KP4	--	--	--	0.29	
KP5	--	-0.08	--	--	0.18

Regression Matrix ETA on KSI (Standardized)

	KP
L	0.93
K	0.93

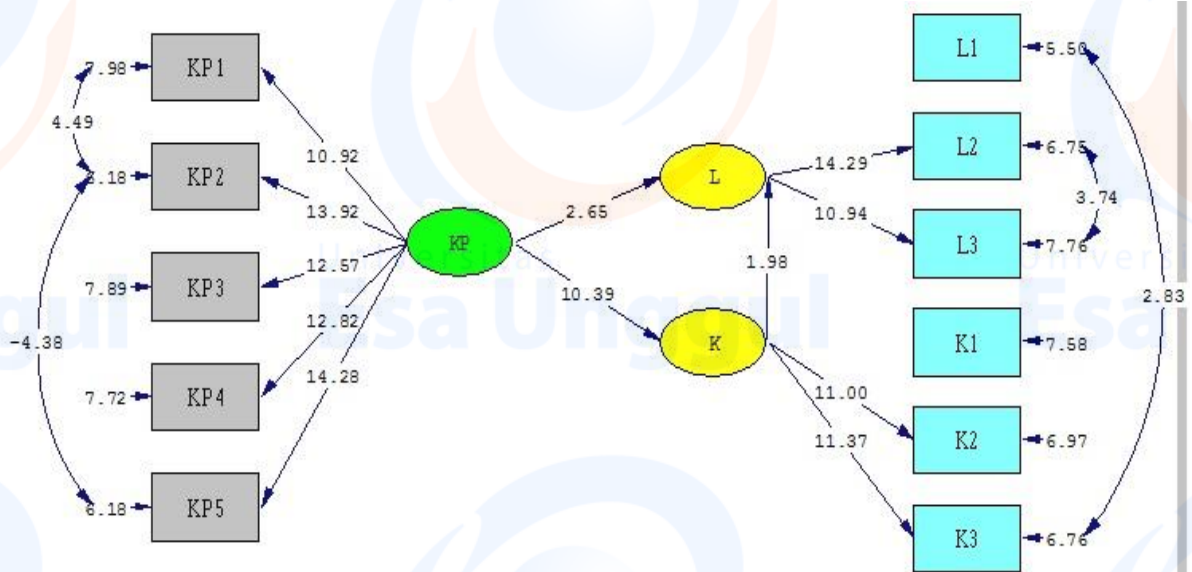
Time used: 0.016 Seconds

PATH DIAGRAM STANDAR SOLUTION



Chi-Square=46.85, df=36, P-value=0.10643, RMSEA=0.045

PATH DIAGRAM T.VALUE



Chi-Square=46.85, df=36, P-value=0.10643, RMSEA=0.045