

LAMPIRAN

LAMPIRAN 1**VALIDITAS *PROMOTION ACTIVITY*****Inverse of Correlation Matrix**

	PA1	PA2	PA3	PA4	PA5	PA6
PA1	3.075	-.989	-1.302	-.025	-.589	.086
PA2	-.989	3.639	-.766	-.615	-.269	-.973
PA3	-1.302	-.766	3.799	-1.550	.571	-.523
PA4	-.025	-.615	-1.550	4.031	-1.638	-.219
PA5	-.589	-.269	.571	-1.638	2.475	-.069
PA6	.086	-.973	-.523	-.219	-.069	2.150

KMO and Bartlett's Test i

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.876
Bartlett's Test of Sphericity	Approx. Chi-Square	122.432
	Df	15
	Sig.	.000

Sumber : SPSS

Anti-image Matrices Promosi

		pm1	pm2	pm3	pm4	pm5	pm6
Anti-image Covariance	pm1	.325	-.088	-.111	-.002	-.077	.013
	pm2	-.088	.275	-.055	-.042	-.030	-.124
	pm3	-.111	-.055	.263	-.101	.061	-.064
	pm4	-.002	-.042	-.101	.248	-.164	-.025
	pm5	-.077	-.030	.061	-.164	.404	-.013
	pm6	.013	-.124	-.064	-.025	-.013	.465
Anti-image Correlation	pm1	.894 ^a	-.296	-.381	-.007	-.214	.033
	pm2	-.296	.901 ^a	-.206	-.161	-.090	-.348
	pm3	-.381	-.206	.859 ^a	-.396	.186	-.183
	pm4	-.007	-.161	-.396	.850 ^a	-.519	-.074
	pm5	-.214	-.090	.186	-.519	.842 ^a	-.030
	pm6	.033	-.348	-.183	-.074	-.030	.921 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities i

	Initial	Extraction
		n
pm1	1.000	.747
pm2	1.000	.807
pm3	1.000	.786
pm4	1.000	.804
pm5	1.000	.620
pm6	1.000	.621

Extraction Method: Principal
Component Analysis.

Component Matrix^a

	Component	
	1	
PA1		.865
PA2		.898
PA3		.887
PA4		.897
PA5		.787
PA6		.788

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

LAMPIRAN 2:
REABILITAS *PROMOTION ACTIVITY*

Reliability Statistics

Cronbach's Alpha	N of Items
.925	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PA1	16.1000	14.645	.800	.909
PA2	16.1000	14.369	.845	.903
PA3	16.0000	14.759	.827	.905
PA4	15.9000	15.610	.843	.905
PA5	16.2333	15.909	.697	.922
PA6	16.0000	16.276	.702	.921

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.2667	21.651	4.65302	6

Item Statistics

	Mean	Std. Deviation	N
PA1	3.1667	.98553	30
PA2	3.1667	.98553	30
PA3	3.2667	.94443	30
PA4	3.3667	.80872	30
PA5	3.0333	.88992	30
PA6	3.2667	.82768	30

LAMPIRAN 3 :
VALIDITAS *COSTUMER INTIMACY*

Inverse of Correlation Matrix

	CI1	CI2	CI3	CI4	CI5	CI6	CI7
CI1	4.410	.614	-1.714	.720	-3.039	-1.303	.573
CI2	.614	2.626	-1.177	-.006	-2.017	-.168	.585
CI3	-1.714	-1.177	3.318	-.752	1.728	.062	-1.424
CI4	.720	-.006	-.752	2.083	-1.211	-.468	.013
CI5	-3.039	-2.017	1.728	-1.211	5.145	.378	-1.100
CI6	-1.303	-.168	.062	-.468	.378	2.715	-1.037
CI7	.573	.585	-1.424	.013	-1.100	-1.037	2.745

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.775
Bartlett's Test of Sphericity	Approx. Chi-Square	130.533
	Df	21
	Sig.	.000

Anti-image Matrices

		cs1	cs2	cs3	cs4	cs5	cs6	cs7
Anti-image Covariance	cs1	.227	.053	-.117	.078	-.134	-.109	.047
	cs2	.053	.381	-.135	-.001	-.149	-.024	.081
	cs3	-.117	-.135	.301	-.109	.101	.007	-.156
	cs4	.078	-.001	-.109	.480	-.113	-.083	.002
	cs5	-.134	-.149	.101	-.113	.194	.027	-.078
	cs6	-.109	-.024	.007	-.083	.027	.368	-.139
	cs7	.047	.081	-.156	.002	-.078	-.139	.364
Anti-image Correlation	cs1	.747 ^a	.180	-.448	.238	-.638	-.376	.165
	cs2	.180	.782 ^a	-.399	-.002	-.549	-.063	.218
	cs3	-.448	-.399	.732 ^a	-.286	.418	.020	-.472
	cs4	.238	-.002	-.286	.857 ^a	-.370	-.197	.005
	cs5	-.638	-.549	.418	-.370	.695 ^a	.101	-.293
	cs6	-.376	-.063	.020	-.197	.101	.871 ^a	-.380
	cs7	.165	.218	-.472	.005	-.293	-.380	.803 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
cs1	1.000	.744
cs2	1.000	.587
cs3	1.000	.678
cs4	1.000	.575
cs5	1.000	.736
cs6	1.000	.680
cs7	1.000	.637

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
CI1	.863
CI2	.766
CI3	.824
CI4	.759
CI5	.858
CI6	.825
CI7	.798

Extraction Method:
Principal Component
Analysis.^a

LAMPIRAN 4:**REABILITAS *COSTUMER INTIMACY*****Reliability Statistics**

Cronbach's Alpha	N of Items
.913	7

Item Statistics

	Mean	Std. Deviation	N
CI1	3.3667	.92786	30
CI2	3.2000	.80516	30
CI3	3.2333	1.07265	30
CI4	2.9667	.96431	30
CI5	3.5000	.82001	30
CI6	3.1333	.97320	30
CI7	3.0000	.87099	30

Item Statistics

	Mean	Std. Deviation	N
CI1	3.3667	.92786	30
CI2	3.2000	.80516	30
CI3	3.2333	1.07265	30
CI4	2.9667	.96431	30
CI5	3.5000	.82001	30
CI6	3.1333	.97320	30
CI7	3.0000	.87099	30

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.4000	27.421	5.23648	7

LAMPIRAN 5:
VALIDITAS *REPEAT PATRONAGE*

Inverse of Correlation Matrix

	RP1	RP2	RP3	RP4
RP1	1.971	-.651	-.382	-.614
RP2	-.651	1.610	.017	-.457
RP3	-.382	.017	2.151	-1.316
RP4	-.614	-.457	-1.316	2.572

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.768
Bartlett's Test of Sphericity	Approx. Chi-Square	46.641
	Df	6
	Sig.	.000

Anti-image Matrices

		rp1	rp2	rp3	rp4
Anti-image Covariance	rp1	.507	-.205	-.090	-.121
	rp2	-.205	.621	.005	-.110
	rp3	-.090	.005	.465	-.238
	rp4	-.121	-.110	-.238	.389
Anti-image Correlation	rp1	.810 ^a	-.365	-.185	-.273
	rp2	-.365	.810 ^a	.009	-.225
	rp3	-.185	.009	.742 ^a	-.560
	rp4	-.273	-.225	-.560	.731 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
rp1	1.000	.702
rp2	1.000	.566
rp3	1.000	.676
rp4	1.000	.775

Extraction Method:
Principal Component
Analysis.

Component Matrix^a

	Component
	1
RP1	.838
RP2	.752
RP3	.822
RP4	.880

Extraction Method:
Principal Component
Analysis.^a

a. 1 components
extracted.

LAMPIRAN 6:
REABILITAS *REPEAT PATRONAGE*

Reability statistic

Cronbach's Alpha	N of Items
.841	4

Item Statistics

	Mean	Std. Deviation	N
RP1	3.3667	.92786	30
RP2	3.2000	.76112	30
RP3	3.3333	.75810	30
RP4	3.0667	.90719	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RP1	9.6000	4.179	.698	.790
RP2	9.7667	5.082	.591	.833
RP3	9.6333	4.861	.674	.802
RP4	9.9000	4.093	.755	.762

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.9667	7.689	2.77282	4

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DATE: 9/ 6/2014

TIME: 6:58

L I S R E L 8.51

BY

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The following lines were read from file G:\NEW\c.pr2:

raw data from file DATA.psf

latent variables: PA CI RP

relationship:

PM1=PA

PM2=PA

PM3=PA

PM4=PA

PM5=PA

PM6=PA

CS1=CI

CS2=CI

CS3=CI

CS4=CI

CS5=CI

CS6=CI

CS7=CI

RP1=RP

RP2=RP

!RP3=RP

RP4=RP

RP=PA
 RP=CI
 CI=PA

set error covariance of PM3 and CS5 free
 set error covariance of PM5 and CS7 free
 set error covariance of PM4 and CS6 free
 options: sc
 path diagram
 end of problem

Sample Size = 100

Covariance Matrix

	CS1	CS2	CS3	CS4	CS5	CS6
CS1	0.92					
CS2	0.32	0.76				
CS3	0.40	0.49	0.77			
CS4	0.37	0.39	0.43	0.76		
CS5	0.25	0.40	0.38	0.32	0.75	
CS6	0.34	0.37	0.37	0.33	0.30	0.80
CS7	0.37	0.34	0.46	0.39	0.35	0.38
RP1	0.33	0.19	0.24	0.20	0.18	0.20
RP2	0.09	0.16	0.14	0.17	0.17	0.08
RP4	0.04	0.04	0.02	0.05	0.06	0.03
PM1	0.16	0.20	0.09	0.12	0.14	0.21
PM2	0.22	0.23	0.14	0.13	0.17	0.26
PM3	0.20	0.31	0.17	0.22	0.39	0.26
PM4	0.21	0.27	0.15	0.13	0.09	0.37
PM5	0.30	0.27	0.20	0.23	0.21	0.16
PM6	0.36	0.25	0.17	0.30	0.27	0.28

Covariance Matrix

	CS7	RP1	RP2	RP4	PM1	PM2
CS7	0.90					
RP1	0.17	0.86				
RP2	0.11	0.37	0.78			
RP4	0.08	0.12	0.03	0.59		
PM1	0.03	0.26	0.21	0.04	0.67	
PM2	0.15	0.23	0.23	0.02	0.39	0.66
PM3	0.23	0.24	0.23	0.07	0.42	0.36
PM4	0.10	0.18	0.14	0.13	0.31	0.33
PM5	0.45	0.24	0.17	0.10	0.14	0.28
PM6	0.37	0.33	0.31	0.15	0.26	0.33

Covariance Matrix

	PM3	PM4	PM5	PM6
PM3	0.81			
PM4	0.31	0.61		
PM5	0.24	0.28	0.89	
PM6	0.45	0.32	0.41	0.91

Number of Iterations = 13

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$CS1 = 0.56*CI, \text{ Errorvar.} = 0.61, R^2 = 0.34$$

(0.093)
6.51

$$CS2 = 0.64*CI, \text{ Errorvar.} = 0.35, R^2 = 0.54$$

(0.12) (0.059)
5.52 5.82

$$CS3 = 0.70*CI, \text{ Errorvar.} = 0.27, R^2 = 0.65$$

(0.12) (0.052)
5.81 5.17

$$CS4 = 0.61*CI, \text{ Errorvar.} = 0.39, R^2 = 0.48$$

(0.11) (0.064)
5.32 6.08

$$CS5 = 0.54*CI, \text{ Errorvar.} = 0.44, R^2 = 0.40$$

(0.11) (0.070)
5.08 6.37

$$CS6 = 0.58*CI, \text{ Errorvar.} = 0.47, R^2 = 0.41$$

(0.11) (0.075)
5.16 6.33

$$CS7 = 0.59*CI, \text{ Errorvar.} = 0.52, R^2 = 0.40$$

(0.12) (0.081)
5.14 6.35

$$RP1 = 0.69*RP, \text{ Errorvar.} = 0.39, R^2 = 0.55$$

(0.12)
3.22

$$\begin{aligned} \text{RP2} &= 0.54 * \text{RP}, \text{ Errorvar.} = 0.49, R^2 = 0.37 \\ & (0.14) \quad (0.096) \\ & 3.98 \quad 5.08 \end{aligned}$$

$$\begin{aligned} \text{RP4} &= 0.15 * \text{RP}, \text{ Errorvar.} = 0.57, R^2 = 0.037 \\ & (0.093) \quad (0.082) \\ & 1.58 \quad 6.93 \end{aligned}$$

$$\begin{aligned} \text{PM1} &= 0.57 * \text{PA}, \text{ Errorvar.} = 0.35, R^2 = 0.48 \\ & (0.077) \quad (0.059) \\ & 7.32 \quad 5.89 \end{aligned}$$

$$\begin{aligned} \text{PM2} &= 0.59 * \text{PA}, \text{ Errorvar.} = 0.32, R^2 = 0.52 \\ & (0.076) \quad (0.056) \\ & 7.72 \quad 5.69 \end{aligned}$$

$$\begin{aligned} \text{PM3} &= 0.63 * \text{PA}, \text{ Errorvar.} = 0.40, R^2 = 0.50 \\ & (0.081) \quad (0.069) \\ & 7.85 \quad 5.79 \end{aligned}$$

$$\begin{aligned} \text{PM4} &= 0.51 * \text{PA}, \text{ Errorvar.} = 0.32, R^2 = 0.45 \\ & (0.070) \quad (0.054) \\ & 7.35 \quad 6.03 \end{aligned}$$

$$\begin{aligned} \text{PM5} &= 0.49 * \text{PA}, \text{ Errorvar.} = 0.66, R^2 = 0.27 \\ & (0.091) \quad (0.10) \\ & 5.44 \quad 6.59 \end{aligned}$$

$$\begin{aligned} \text{PM6} &= 0.62 * \text{PA}, \text{ Errorvar.} = 0.53, R^2 = 0.42 \\ & (0.092) \quad (0.086) \\ & 6.71 \quad 6.14 \end{aligned}$$

$$\begin{aligned} \text{Error Covariance for PM3 and CS5} &= 0.18 \\ & (0.052) \\ & 3.55 \end{aligned}$$

$$\begin{aligned} \text{Error Covariance for PM4 and CS6} &= 0.18 \\ & (0.048) \\ & 3.74 \end{aligned}$$

$$\begin{aligned} \text{Error Covariance for PM5 and CS7} &= 0.27 \\ & (0.069) \\ & 3.86 \end{aligned}$$

Structural Equations

$$CI = 0.54*PA, \text{Errorvar.} = 0.70, R^2 = 0.30$$

(0.13) (0.24)
4.08 2.93

$$RP = 0.17*CI + 0.55*PA, \text{Errorvar.} = 0.56, R^2 = 0.44$$

(0.15) (0.16) (0.24)
1.18 3.54 2.34

Reduced Form Equations

$$CI = 0.54*PA, \text{Errorvar.} = 0.70, R^2 = 0.30$$

(0.13)
4.08

$$RP = 0.65*PA, \text{Errorvar.} = 0.58, R^2 = 0.42$$

(0.14)
4.75

Correlation Matrix of Independent Variables

PA

1.00

Covariance Matrix of Latent Variables

	CI	RP	PA
CI	1.00		
RP	0.47	1.00	
PA	0.54	0.65	1.00

Goodness of Fit Statistics

Degrees of Freedom = 98

Minimum Fit Function Chi-Square = 130.09 (P = 0.017)

Normal Theory Weighted Least Squares Chi-Square = 122.93 (P = 0.045)

Estimated Non-centrality Parameter (NCP) = 24.93

90 Percent Confidence Interval for NCP = (0.66 ; 57.35)

Minimum Fit Function Value = 1.31

Population Discrepancy Function Value (F0) = 0.25

90 Percent Confidence Interval for F0 = (0.0066 ; 0.58)

Root Mean Square Error of Approximation (RMSEA) = 0.051

90 Percent Confidence Interval for RMSEA = (0.0082 ; 0.077)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.47

Expected Cross-Validation Index (ECVI) = 2.01
 90 Percent Confidence Interval for ECVI = (1.76 ; 2.34)
 ECVI for Saturated Model = 2.75
 ECVI for Independence Model = 7.27

Chi-Square for Independence Model with 120 Degrees of Freedom = 688.01

Independence AIC = 720.01
 Model AIC = 198.93
 Saturated AIC = 272.00
 Independence CAIC = 777.69
 Model CAIC = 335.92
 Saturated CAIC = 762.30

Normed Fit Index (NFI) = 0.81
 Non-Normed Fit Index (NNFI) = 0.93
 Parsimony Normed Fit Index (PNFI) = 0.66
 Comparative Fit Index (CFI) = 0.94
 Incremental Fit Index (IFI) = 0.95
 Relative Fit Index (RFI) = 0.77

Critical N (CN) = 102.58

Root Mean Square Residual (RMR) = 0.055
 Standardized RMR = 0.069
 Goodness of Fit Index (GFI) = 0.87
 Adjusted Goodness of Fit Index (AGFI) = 0.81
 Parsimony Goodness of Fit Index (PGFI) = 0.62

Standardized Solution

LAMBDA-Y

	CI	RP
	-----	-----
CS1	0.56	--
CS2	0.64	--
CS3	0.70	--
CS4	0.61	--
CS5	0.54	--
CS6	0.58	--
CS7	0.59	--
RP1	--	0.69
RP2	--	0.54
RP4	--	0.15

LAMBDA-X

	PA
PM1	0.57
PM2	0.59
PM3	0.63
PM4	0.51
PM5	0.49
PM6	0.62

BETA

	CI	RP
CI	--	--
RP	0.17	--

GAMMA

	PA
CI	0.54
RP	0.55

Correlation Matrix of ETA and KSI

	CI	RP	PA
CI	1.00		
RP	0.47	1.00	
PA	0.54	0.65	1.00

PSI

Note: This matrix is diagonal.

	CI	RP
	0.70	0.56

Regression Matrix ETA on KSI (Standardized)

	PA
CI	0.54
RP	0.65

Completely Standardized Solution

LAMBDA-Y

	CI	RP
CS1	0.59	--
CS2	0.74	--
CS3	0.80	--
CS4	0.70	--
CS5	0.63	--
CS6	0.64	--
CS7	0.64	--
RP1	--	0.74
RP2	--	0.61
RP4	--	0.19

LAMBDA-X

	PA
PM1	0.69
PM2	0.72
PM3	0.71
PM4	0.67
PM5	0.52
PM6	0.65

BETA

	CI	RP
CI	--	--
RP	0.17	--

GAMMA

	PA
CI	0.54
RP	0.55

Correlation Matrix of ETA and KSI

	CI	RP	PA
CI	1.00		
RP	0.47	1.00	
PA	0.54	0.65	1.00

PSI

Note: This matrix is diagonal.

CI	RP
0.70	0.56

THETA-EPS

CS1	CS2	CS3	CS4	CS5	CS6
0.66	0.46	0.35	0.52	0.60	0.59

THETA-EPS

CS7	RP1	RP2	RP4
0.60	0.45	0.63	0.96

THETA-DELTA-EPS

	CS1	CS2	CS3	CS4	CS5	CS6
PM1	--	--	--	--	--	--
PM2	--	--	--	--	--	--
PM3	--	--	--	--	0.24	--
PM4	--	--	--	--	--	0.26
PM5	--	--	--	--	--	--
PM6	--	--	--	--	--	--

THETA-DELTA-EPS

	CS7	RP1	RP2	RP4
PM1	--	--	--	--
PM2	--	--	--	--
PM3	--	--	--	--
PM4	--	--	--	--
PM5	0.30	--	--	--
PM6	--	--	--	--

THETA-DELTA

PM1	PM2	PM3	PM4	PM5	PM6
0.52	0.48	0.50	0.55	0.73	0.58

Regression Matrix ETA on KSI (Standardized)

	PA
CI	0.54
RP	0.65

Time used:

LAMPIRAN 8 : HASIL KUESIONER

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
4	4	3	4	4	4	3	4	4	4	3	4	3	4	2	3	4
3	3	3	3	3	2	2	4	4	3	4	3	4	4	2	2	3
4	4	3	4	3	3	3	3	3	4	2	3	2	4	4	3	3
3	3	4	4	3	4	3	3	3	4	3	4	3	4	3	3	3
3	4	3	4	4	2	4	4	3	4	4	3	3	3	2	3	3
2	3	3	2	4	5	4	4	4	5	4	3	4	2	3	2	2
4	3	4	3	2	4	3	2	3	2	3	3	3	3	3	4	3
4	3	3	4	4	3	2	2	2	3	2	3	3	2	4	4	3
4	4	5	4	5	4	5	5	5	4	4	3	4	3	4	2	4
3	4	3	4	4	4	3	4	4	3	4	5	4	3	4	4	3
4	3	4	4	3	3	1	4	4	3	3	2	2	1	3	3	1
3	3	4	3	1	2	1	4	3	3	3	3	3	1	2	3	3
4	3	4	3	3	3	2	3	3	3	3	3	3	3	3	4	3
3	4	5	4	4	4	3	5	5	4	4	4	5	3	3	4	3
4	4	5	3	4	4	3	3	3	3	3	3	3	4	3	3	4
3	3	2	4	3	1	4	3	3	2	2	3	3	2	1	4	4
4	4	3	3	2	3	2	1	2	1	2	1	1	3	4	4	3
2	2	2	2	4	3	3	4	4	4	4	3	4	3	3	4	4
4	4	3	2	3	3	2	3	3	2	3	2	2	3	3	3	3
3	1	2	3	1	2	3	3	4	3	3	3	3	4	3	1	3
4	3	3	2	3	1	3	4	4	3	4	3	3	3	3	3	2
2	3	2	3	4	3	2	4	4	3	3	3	3	3	2	4	3
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LAMPIRAN 9 : KUESIONER

U n i v e r s i t a s E s a U n g g u l

Program S-1 Fakultas Ekonomi Program Studi Ilmu Manajemen

Kampus UEU Kebon Jeruk Telp/Fax. (021) 568 2510

KUESIONER PENELITIAN**Responden Yth.**

Perkenalkan nama saya Ervani Oksariani, seorang mahasiswa tingkat akhir di Universitas Esa Unggul, Jakarta Barat. Fakultas Ekonomi Program Studi Ilmu Manajemen Pemasaran. Saya sedang melakukan penelitian mengenai **“ANALISIS AKTIVITAS PROMOSI TERHADAP REPEAT PATRONAGE DENGAN MEDIASI COSTUMER INTIMACY TERHADAP PRODUK PEMUTIH WAJAH CREAM SARI“** dalam rangka menyusun tugas akhir. Maka dari itu saya meminta kesediaan saudara/i untuk pengisian kuesioner ini. **Semua jawaban benar, tidak ada jawaban yang salah.** Terima kasih atas bantuan dan kerjasamanya.

Atas kesediaan dan partisipasi saudara/i, saya ucapkan terima kasih.

Hormat Saya,

Bagian II : Pertanyaan Utama

Petunjuk Pengisian :

Berilah tanda silang (X) pada pilihan jawaban yang tersedia dibawah ini sesuai dengan kecenderungan jawaban anda.

Keterangan Pilihan Jawaban

- | | |
|-------------------------------------|---------------------------|
| 1. STS : Sangat Tidak Setuju | S : Setuju |
| 2. TS : Tidak Setuju | SS : Sangat Setuju |
| 3. N : Netral | |

PERTANYAAN

No	Promosi	STS	TS	N	S	SS
1	Saya merasakan adanya ketepatan waktu informasi promosi kepada pelanggannya sehingga saya langsung dapat mengetahui adanya produk baru.					
2	Saya membeli produk tersebut tersebut karena kemasannya menarik					
3	Saya membeli karena Sering adanya diskon yang diberikan					
4.	Adanya daya tarik pemberian hadiah/bonus ketika membeli produk pemutih wajah tersebut					
5.	Saya melakukan pembelian produk pemutih wajah lebih banyak apabila sedang ada promosi penjualan dibandingkan dengan tidak ada promosi penjualan					
6.	Adanya memperkenalkan produk yang baru diluncurkan dalam bentuk sampel					

No	Customer Intimacy	STS	TS	N	S	SS
7.	Saya mengenal penjual produk pemutih wajah tersebut					
8.	Saya membeli produk pemutih wajah karena adanya hubungan baik dengan si penjual					
9.	Saya akrab dengan penjual produk pemutih wajah tersebut					
10.	Saya merasakan adanya tingkat kemudahan dalam membeli produk pemutih wajah tersebut					
11.	Saya merasakan adanya tingkat kemudahan dalam menggunakan produk pemutih wajah tersebut					
12.	Saya merasakan adanya tingkat kenyamanan dalam menggunakan produk pemutih wajah yang saya gunakan.					
13.	Saya merasakan produk yang saya gunakan mengandung bahan-bahan yang aman dikonsumsi					

No	Repeat Patronage	STS	TS	N	S	SS
14.	Saya akan tetap membeli produk pemutih wajah karena manfaat yang diberikan sesuai dengan keinginan saya					
15.	Saya akan melakukan pembelian produk terbaru.					
16.	Saya akan merekomendasikan kepada orang lain.					
17.	Saya tidak akan terpengaruh oleh tawaran pemutih lainnya					

“ TERIMA KASIH ATAS PARTISIPASINYA”