

LAMPIRAN 1
Kuesioner Penelitian

No:

KUESIONER PENELITIAN

Bapak / Ibu / Sdr/i responden yang terhormat,

Perkenalkan nama saya Dandy Kurniadi, seorang mahasiswa tingkat akhir di Universitas Esa Unggul, Jakarta Barat. Saya sedang melakukan penelitian mengenai “**PENGARUH REPUTASI PERUSAHAAN DAN HARGA TERHADAP KUALITAS JASA, NILAI PELANGGAN DAN LOYALITAS PELANGGAN : STUDI PT. JNE CIMONE TANGERANG**” dalam rangka menyusun Tugas Akhir.

Dalam pengisian kuesioner ini, **tidak ada jawaban yang dianggap BENAR atau SALAH**. Jawablah pertanyaan-pertanyaan di bawah ini sesuai dengan apa yang Anda pikir dan rasakan mengenai PT. JNE sebagai media Anda dalam melakukan jasa pengiriman barang.

Sekali lagi saya ucapkan terima kasih atas kesediaan Bapak / Ibu / Sdr/ i untuk mengisi kuesioner ini dengan ikhlas.

Hormat saya,
Peneliti

Dandy Kurniadi

Bagian I : DATA RESPONDEN

Petunjuk Pengisian :

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

Nama Responden :

1. Jenis kelamin Anda :

Laki-laki

Perempuan

2. Usia Anda:

< 20 tahun

20 – 30 tahun

31 – 40 tahun

41 – 50 tahun

> 50 tahun

3. Pendidikan terakhir Anda :
- | | |
|-------------------------------|------------------------------------|
| <input type="radio"/> SD | <input type="radio"/> Sarjana (S1) |
| <input type="radio"/> SMP | <input type="radio"/> Master (S2) |
| <input type="radio"/> SMA | <input type="radio"/> Doktor (S3) |
| <input type="radio"/> Diploma | <input type="radio"/> Lainnya..... |
- (Tuliskan)
4. Pekerjaan Anda :
- | | |
|--|--|
| <input type="radio"/> Pelajar / Mahasiswa | <input type="radio"/> Guru / Dosen |
| <input type="radio"/> Wiraswasta | <input type="radio"/> PNS |
| <input type="radio"/> Pegawai Swasta | <input type="radio"/> Ibu Rumah Tangga |
| <input type="radio"/> Lainnya.....(Tuliskan) | |
5. Penghasilan Anda per bulan :
- | | |
|---|--|
| <input type="radio"/> < 1.000.000 | <input type="radio"/> Rp. 2.000.000 – Rp 5.000.000 |
| <input type="radio"/> Rp 5.000.000 – Rp. 10.000.000 | <input type="radio"/> > Rp. 10.000.000 |
6. Dari mana Anda mengetahui keberadaan JNE ?
- | | |
|-------------------------------------|---------------------------------------|
| <input type="radio"/> Teman | <input type="radio"/> Saudara |
| <input type="radio"/> Promosi | <input type="radio"/> Kebetulan lewat |
| <input type="radio"/> Internet | |
| <input type="radio"/> Lainnya | (Tuliskan) |
7. Berapa kali dalam sebulan Anda mengirim barang via JNE ?
- | | |
|------------------------------------|------------------------------------|
| <input type="radio"/> 1 – 6 kali | <input type="radio"/> 7 - 15 kali |
| <input type="radio"/> 16 – 24 kali | <input type="radio"/> 25 – 31 kali |
8. Bisnis apa yang Anda punya sehingga membutuhkan JNE untuk pengiriman barang ?
.....(Tuliskan)
9. Berapa ongkos kirim yang Anda keluarkan setiap kali di JNE ?
- | | |
|--|---|
| <input type="radio"/> Rp. 5.000 – Rp 50.000 | <input type="radio"/> Rp. 500.000 – Rp. 5.000.000 |
| <input type="radio"/> Rp. 50.000 – Rp. 500.000 | <input type="radio"/> > Rp. 5.000.000 |
10. Tipe pengiriman barang yang Anda pilih :
- | | |
|---|---|
| <input type="radio"/> Regular (REG) | <input type="radio"/> OKE (Ongkos Kirim Ekonomis) |
| <input type="radio"/> YES (Yakin Esok Sampai) | <input type="radio"/> OSS (Super Speed) |
11. Jasa pengiriman selain JNE yang pernah Anda pakai :
- | | |
|----------------------------|------------------------------------|
| <input type="radio"/> TiKi | <input type="radio"/> Cipa Ganti |
| <input type="radio"/> DHL | <input type="radio"/> Lainnya..... |
- (Tuliskan)

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 | 5. AS = Agak Setuju |
| 2. TS = Tidak Setuju | 6. S = Setuju |
| 3. ATS = Agak Tidak Setuju | 7. SS = Sangat Setuju |
| 4. N = Netral / Tidak Tahu | |

NO.	PERTANYAAN	JAWABAN						
		STS (1)	TS (2)	ATS (3)	N (4)	AS (5)	S (6)	SS (7)
1.	JNE adalah jasa pengiriman terkenal di Indonesia.							
2.	JNE dapat diandalkan dalam mengirim barang Anda.							
3.	JNE memiliki ciri khas yang mudah dikenali.							
4.	JNE saat ini selalu tepat waktu dalam mengirim barang.							
5.	Bila anda menghadapi masalah, karyawan JNE bersikap simpati.							
6.	JNE memberikan layanan dengan tepat waktu.							
7.	Anda mendapatkan pelayanan yang cepat dari karyawan JNE.							
8.	Karyawan JNE selalu berusaha membantu Anda.							
9.	Karyawan JNE selalu merespon permintaan Anda.							
10.	Anda dapat mempercayai karyawan JNE dalam mengirim barang.							
11.	Karyawan JNE memberi perhatian individual kepada Anda.							
12.	Karyawan JNE saat ini mengerti akan kebutuhan Anda.							
13.	JNE saat ini memiliki waktu operasional yang memudahkan pelanggan.							
14.	Anda mendapatkan jasa yang sebanding dengan biaya yang dikeluarkan.							

NO.	PERTANYAAN	JAWABAN						
		STS (1)	TS (2)	ATS (3)	N (4)	AS (5)	S (6)	SS (7)
15.	Anda telah mendapatkan garansi layanan kiriman apabila terjadi kerusakan.							
16.	JNE layak digunakan oleh semua orang untuk mengirim barang.							
17.	Anda tidak akan beralih kepada jasa pengiriman barang yang lain meskipun menawarkan harga yang lebih murah.							
18.	Anda akan menyebarkan informasi tentang jasa pengiriman barang via JNE ini kepada orang lain.							
19.	Anda akan mengatakan hal-hal positif tentang JNE.							
20.	Anda akan menggunakan jasa layanan lain yang juga ditawarkan oleh JNE seperti PELIKAN (jasa pengiriman khusus Kue).							
21.	Harga ongkos kirim JNE masih terjangkau.							
22.	Harga ongkos kirim sesuai dengan kualitasnya.							
23.	Harga tarif tiap jasa pengiriman bervariasi.							
24.	Harga pemakaian garansi barang sesuai dengan yang ditawarkan.							

Terima kasih atas kesediaan Bapak / Ibu / Sdr/ i untuk mengisi kuesioner ini dengan ikhlas.

LAMPIRAN 2
Hasil Uji SPSS – *Pre Test*

PRE TEST FAKTOR ANALISIS

1. Reputasi Perusahaan

Correlation Matrix^a

		Reputasi Perusahaan 1	Reputasi Perusahaan 2	Reputasi Perusahaan 4
Correlation	Reputasi Perusahaan 1	1.000	.727	.512
	Reputasi Perusahaan 2	.727	1.000	.320
	Reputasi Perusahaan 4	.512	.320	1.000
Sig. (1-tailed)	Reputasi Perusahaan 1		.000	.002
	Reputasi Perusahaan 2	.000		.042
	Reputasi Perusahaan 4	.002	.042	

a. Determinant = .345

Inverse of Correlation Matrix

	Reputasi Perusahaan 1	Reputasi Perusahaan 2	Reputasi Perusahaan 4
Reputasi Perusahaan 1	2.599	-1.631	-.808
Reputasi Perusahaan 2	-1.631	2.138	.150
Reputasi Perusahaan 4	-.808	.150	1.365

KMO and Bartlett's Test

	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.571
Bartlett's Test of Sphericity	Approx. Chi-Square	28.890
	df	3
	Sig.	.000

Anti-image Matrices

		Reputasi Perusahaan 1	Reputasi Perusahaan 2	Reputasi Perusahaan 4
Anti-image Covariance	Reputasi Perusahaan 1	.385	-.294	-.228
	Reputasi Perusahaan 2	-.294	.468	.051
	Reputasi Perusahaan 4	-.228	.051	.732
Anti-image Correlation	Reputasi Perusahaan 1	.544 ^a	-.692	-.429
	Reputasi Perusahaan 2	-.692	.565 ^a	.088
	Reputasi Perusahaan 4	-.429	.088	.656 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Reputasi Perusahaan 1	1.000	.849
Reputasi Perusahaan 2	1.000	.716
Reputasi Perusahaan 4	1.000	.493

Extraction Method: Principal Component Analysis.

Total Variance Explained

Compo nent	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.058	68.587	68.587	2.058	68.587	68.587
2	.704	23.469	92.056			
3	.238	7.944	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Reputasi Perusahaan 1	.921
Reputasi Perusahaan 2	.846
Reputasi Perusahaan 4	.702

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		Reputasi Perusahaan 1	Reputasi Perusahaan 2	Reputasi Perusahaan 4
Reproduced Correlation	Reputasi Perusahaan 1	.849 ^a	.779	.647
	Reputasi Perusahaan 2	.779	.716 ^a	.594
	Reputasi Perusahaan 4	.647	.594	.493 ^a
Residual ^b	Reputasi Perusahaan 1		-.052	-.135
	Reputasi Perusahaan 2	-.052		-.274
	Reputasi Perusahaan 4	-.135	-.274	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 3 (100.0%) nonredundant residuals with absolute values greater than 0.05.

2. Kualitas Jasa

Correlation Matrix^a

		Kualitas Jasa 4	Kualitas Jasa 5	Kualitas Jasa 6	Kualitas Jasa 8
Correlation	Kualitas Jasa 4	1.000	.419	.557	.386
	Kualitas Jasa 5	.419	1.000	.481	.261
	Kualitas Jasa 6	.557	.481	1.000	.370
	Kualitas Jasa 8	.386	.261	.370	1.000
	Kualitas Jasa 9	.309	.403	.305	.445
	Kualitas Jasa 10	.407	.349	.211	.364
	Kualitas Jasa 11	-.119	-.206	-.083	-.174
	Kualitas Jasa 13	.173	.356	.114	-.063
	Kualitas Jasa 14	.181	.285	.147	.123
	Kualitas Jasa 15	.580	.287	.350	.234
Sig. (1-tailed)	Kualitas Jasa 4		.011	.001	.018
	Kualitas Jasa 5	.011		.004	.082
	Kualitas Jasa 6	.001	.004		.022
	Kualitas Jasa 8	.018	.082	.022	
	Kualitas Jasa 9	.049	.014	.050	.007
	Kualitas Jasa 10	.013	.029	.132	.024
	Kualitas Jasa 11	.265	.137	.331	.178
	Kualitas Jasa 13	.180	.027	.275	.370
	Kualitas Jasa 14	.169	.063	.218	.259
	Kualitas Jasa 15	.000	.062	.029	.106

a. Determinant = .031

Correlation Matrix^a

		Kualitas Jasa 9	Kualitas Jasa 10	Kualitas Jasa 11	Kualitas Jasa 13
Correlation	Kualitas Jasa 4	.309	.407	-.119	.173
	Kualitas Jasa 5	.403	.349	-.206	.356
	Kualitas Jasa 6	.305	.211	-.083	.114
	Kualitas Jasa 8	.445	.364	-.174	-.063
	Kualitas Jasa 9	1.000	.648	-.161	.206
	Kualitas Jasa 10	.648	1.000	-.140	.218
	Kualitas Jasa 11	-.161	-.140	1.000	-.222
	Kualitas Jasa 13	.206	.218	-.222	1.000
	Kualitas Jasa 14	.542	.342	.189	.189
	Kualitas Jasa 15	.145	.355	.151	.067
Sig. (1-tailed)	Kualitas Jasa 4	.049	.013	.265	.180
	Kualitas Jasa 5	.014	.029	.137	.027
	Kualitas Jasa 6	.050	.132	.331	.275
	Kualitas Jasa 8	.007	.024	.178	.370
	Kualitas Jasa 9		.000	.197	.138
	Kualitas Jasa 10	.000		.230	.124
	Kualitas Jasa 11	.197	.230		.119
	Kualitas Jasa 13	.138	.124	.119	
	Kualitas Jasa 14	.001	.032	.158	.158
	Kualitas Jasa 15	.222	.027	.212	.362

a. Determinant = .031

Correlation Matrix^a

	Kualitas Jasa 14	Kualitas Jasa 15

Correlation	Kualitas Jasa 4	.181	.580
	Kualitas Jasa 5	.285	.287
	Kualitas Jasa 6	.147	.350
	Kualitas Jasa 8	.123	.234
	Kualitas Jasa 9	.542	.145
	Kualitas Jasa 10	.342	.355
	Kualitas Jasa 11	.189	.151
	Kualitas Jasa 13	.189	.067
	Kualitas Jasa 14	1.000	.393
	Kualitas Jasa 15	.393	1.000
Sig. (1-tailed)	Kualitas Jasa 4	.169	.000
	Kualitas Jasa 5	.063	.062
	Kualitas Jasa 6	.218	.029
	Kualitas Jasa 8	.259	.106
	Kualitas Jasa 9	.001	.222
	Kualitas Jasa 10	.032	.027
	Kualitas Jasa 11	.158	.212
	Kualitas Jasa 13	.158	.362
	Kualitas Jasa 14		.016
	Kualitas Jasa 15	.016	

a. Determinant = .031

Inverse of Correlation Matrix

	Kualitas Jasa 4	Kualitas Jasa 5	Kualitas Jasa 6	Kualitas Jasa 8	Kualitas Jasa 9
Kualitas Jasa 4	2.211	-.128	-.667	-.210	-.144
Kualitas Jasa 5	-.128	1.672	-.530	-.018	-.193
Kualitas Jasa 6	-.667	-.530	1.759	-.231	-.353
Kualitas Jasa 8	-.210	-.018	-.231	1.541	-.639
Kualitas Jasa 9	-.144	-.193	-.353	-.639	3.073
Kualitas Jasa 10	-.246	-.086	.374	-.073	-1.397
Kualitas Jasa 11	.145	.203	-.088	.158	.225
Kualitas Jasa 13	-.151	-.372	.038	.315	.016
Kualitas Jasa 14	.312	-.169	.178	.238	-1.407
Kualitas Jasa 15	-.989	-.097	-.163	-.173	.978

Inverse of Correlation Matrix

	Kualitas Jasa 10	Kualitas Jasa 11	Kualitas Jasa 13	Kualitas Jasa 14	Kualitas Jasa 15
Kualitas Jasa 4	-.246	.145	-.151	.312	-.989
Kualitas Jasa 5	-.086	.203	-.372	-.169	-.097
Kualitas Jasa 6	.374	-.088	.038	.178	-.163
Kualitas Jasa 8	-.073	.158	.315	.238	-.173
Kualitas Jasa 9	-1.397	.225	.016	-1.407	.978
Kualitas Jasa 10	2.136	.044	-.160	.316	-.621
Kualitas Jasa 11	.044	1.294	.251	-.424	-.243
Kualitas Jasa 13	-.160	.251	1.292	-.203	.117
Kualitas Jasa 14	.316	-.424	-.203	2.058	-.888
Kualitas Jasa 15	-.621	-.243	.117	-.888	2.155

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.685
Bartlett's Test of Sphericity	Approx. Chi-Square	86.632
	df	45
	Sig.	.000

Anti-image Matrices

		Kualitas Jasa 4	Kualitas Jasa 5	Kualitas Jasa 6
Anti-image Covariance	Kualitas Jasa 4	.452	-.035	-.171
	Kualitas Jasa 5	-.035	.598	-.180
	Kualitas Jasa 6	-.171	-.180	.568
	Kualitas Jasa 8	-.062	-.007	-.085
	Kualitas Jasa 9	-.021	-.038	-.065
	Kualitas Jasa 10	-.052	-.024	.100
	Kualitas Jasa 11	.051	.094	-.039
	Kualitas Jasa 13	-.053	-.172	.017
	Kualitas Jasa 14	.068	-.049	.049
	Kualitas Jasa 15	-.208	-.027	-.043
Anti-image Correlation	Kualitas Jasa 4	.771 ^a	-.067	-.338
	Kualitas Jasa 5	-.067	.843 ^a	-.309
	Kualitas Jasa 6	-.338	-.309	.760 ^a
	Kualitas Jasa 8	-.114	-.011	-.140
	Kualitas Jasa 9	-.055	-.085	-.152
	Kualitas Jasa 10	-.113	-.046	.193
	Kualitas Jasa 11	.086	.138	-.058
	Kualitas Jasa 13	-.090	-.253	.025
	Kualitas Jasa 14	.146	-.091	.093
	Kualitas Jasa 15	-.453	-.051	-.084

a. Measures of Sampling Adequacy(MSA)

Anti-image Matrices

		Kualitas Jasa 8	Kualitas Jasa 9	Kualitas Jasa 10
Anti-image Covariance	Kualitas Jasa 4	-.062	-.021	-.052
	Kualitas Jasa 5	-.007	-.038	-.024
	Kualitas Jasa 6	-.085	-.065	.100
	Kualitas Jasa 8	.649	-.135	-.022
	Kualitas Jasa 9	-.135	.325	-.213
	Kualitas Jasa 10	-.022	-.213	.468
	Kualitas Jasa 11	.079	.056	.016
	Kualitas Jasa 13	.158	.004	-.058
	Kualitas Jasa 14	.075	-.222	.072
	Kualitas Jasa 15	-.052	.148	-.135
Anti-image Correlation	Kualitas Jasa 4	-.114	-.055	-.113
	Kualitas Jasa 5	-.011	-.085	-.046
	Kualitas Jasa 6	-.140	-.152	.193
	Kualitas Jasa 8	.790 ^a	-.294	-.040
	Kualitas Jasa 9	-.294	.604 ^a	-.545
	Kualitas Jasa 10	-.040	-.545	.719 ^a
	Kualitas Jasa 11	.112	.113	.026
	Kualitas Jasa 13	.223	.008	-.096
	Kualitas Jasa 14	.134	-.559	.151
	Kualitas Jasa 15	-.095	.380	-.289

a. Measures of Sampling Adequacy(MSA)

Anti-image Matrices

		Kualitas Jasa 11	Kualitas Jasa 13
Anti-image Covariance	Kualitas Jasa 4	.051	-.053
	Kualitas Jasa 5	.094	-.172
	Kualitas Jasa 6	-.039	.017
	Kualitas Jasa 8	.079	.158
	Kualitas Jasa 9	.056	.004
	Kualitas Jasa 10	.016	-.058
	Kualitas Jasa 11	.773	.150
	Kualitas Jasa 13	.150	.774
	Kualitas Jasa 14	-.159	-.076
	Kualitas Jasa 15	-.087	.042
Anti-image Correlation	Kualitas Jasa 4	.086	-.090
	Kualitas Jasa 5	.138	-.253
	Kualitas Jasa 6	-.058	.025
	Kualitas Jasa 8	.112	.223
	Kualitas Jasa 9	.113	.008
	Kualitas Jasa 10	.026	-.096
	Kualitas Jasa 11	.577 ^a	.194
	Kualitas Jasa 13	.194	.650 ^a
	Kualitas Jasa 14	-.260	-.124
	Kualitas Jasa 15	-.146	.070

a. Measures of Sampling Adequacy(MSA)

Anti-image Matrices

		Kualitas Jasa 14	Kualitas Jasa 15
Anti-image Covariance	Kualitas Jasa 4	.068	-.208
	Kualitas Jasa 5	-.049	-.027
	Kualitas Jasa 6	.049	-.043
	Kualitas Jasa 8	.075	-.052
	Kualitas Jasa 9	-.222	.148
	Kualitas Jasa 10	.072	-.135
	Kualitas Jasa 11	-.159	-.087
	Kualitas Jasa 13	-.076	.042
	Kualitas Jasa 14	.486	-.200
	Kualitas Jasa 15	-.200	.464
Anti-image Correlation	Kualitas Jasa 4	.146	-.453
	Kualitas Jasa 5	-.091	-.051
	Kualitas Jasa 6	.093	-.084
	Kualitas Jasa 8	.134	-.095
	Kualitas Jasa 9	-.559	.380
	Kualitas Jasa 10	.151	-.289
	Kualitas Jasa 11	-.260	-.146
	Kualitas Jasa 13	-.124	.070
	Kualitas Jasa 14	.547 ^a	-.422
	Kualitas Jasa 15	-.422	.585 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Kualitas Jasa 4	1.000	.539
Kualitas Jasa 5	1.000	.477
Kualitas Jasa 6	1.000	.412
Kualitas Jasa 8	1.000	.333
Kualitas Jasa 9	1.000	.533
Kualitas Jasa 10	1.000	.508
Kualitas Jasa 11	1.000	.035
Kualitas Jasa 13	1.000	.119
Kualitas Jasa 14	1.000	.289
Kualitas Jasa 15	1.000	.355

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.601	36.013	36.013	3.601	36.013	36.013
2	1.386	13.855	49.868			
3	1.258	12.583	62.452			
4	1.097	10.972	73.424			
5	.725	7.251	80.675			
6	.514	5.144	85.819			
7	.487	4.870	90.689			
8	.445	4.448	95.137			
9	.308	3.083	98.220			
10	.178	1.780	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Kualitas Jasa 4	.734
Kualitas Jasa 5	.691
Kualitas Jasa 6	.642
Kualitas Jasa 8	.577
Kualitas Jasa 9	.730
Kualitas Jasa 10	.713
Kualitas Jasa 11	-.187
Kualitas Jasa 13	.345
Kualitas Jasa 14	.538
Kualitas Jasa 15	.596

Extraction Method: Principal

Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		Kualitas Jasa 4	Kualitas Jasa 5	Kualitas Jasa 6
Reproduced Correlation	Kualitas Jasa 4	.539 ^a	.507	.471
	Kualitas Jasa 5	.507	.477 ^a	.443
	Kualitas Jasa 6	.471	.443	.412 ^a
	Kualitas Jasa 8	.424	.399	.371
	Kualitas Jasa 9	.536	.504	.469
	Kualitas Jasa 10	.523	.492	.458
	Kualitas Jasa 11	-.137	-.129	-.120
	Kualitas Jasa 13	.254	.238	.222
	Kualitas Jasa 14	.395	.371	.345
	Kualitas Jasa 15	.437	.411	.382

Residual ^b	Kualitas Jasa 4			-0.088	.085
	Kualitas Jasa 5		-0.088		.037
	Kualitas Jasa 6		.085	.037	
	Kualitas Jasa 8		-0.038	-0.138	-0.001
	Kualitas Jasa 9		-0.228	-0.101	-0.163
	Kualitas Jasa 10		-0.117	-0.143	-0.247
	Kualitas Jasa 11		.018	-0.077	.037
	Kualitas Jasa 13		-0.080	.118	-0.108
	Kualitas Jasa 14		-0.213	-0.086	-0.198
	Kualitas Jasa 15		.143	-0.124	-0.033

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 31 (68.0%) nonredundant residuals with absolute values greater than 0.05.

Reproduced Correlations

		Kualitas Jasa 8	Kualitas Jasa 9	Kualitas Jasa 10
Reproduced Correlation	Kualitas Jasa 4	.424	.536	.523
	Kualitas Jasa 5	.399	.504	.492
	Kualitas Jasa 6	.371	.469	.458
	Kualitas Jasa 8	.333 ^a	.422	.412
	Kualitas Jasa 9	.422	.533 ^a	.521
	Kualitas Jasa 10	.412	.521	.508 ^a
	Kualitas Jasa 11	-.108	-.137	-.133
	Kualitas Jasa 13	.199	.252	.246
	Kualitas Jasa 14	.311	.393	.383
	Kualitas Jasa 15	.344	.435	.425

Residual ^b	Kualitas Jasa 4	-.038	-.228	-.117
	Kualitas Jasa 5	-.138	-.101	-.143
	Kualitas Jasa 6	-.001	-.163	-.247
	Kualitas Jasa 8		.024	-.048
	Kualitas Jasa 9	.024		.128
	Kualitas Jasa 10	-.048	.128	
	Kualitas Jasa 11	-.066	-.025	-.007
	Kualitas Jasa 13	-.262	-.047	-.029
	Kualitas Jasa 14	-.188	.149	-.042
	Kualitas Jasa 15	-.110	-.289	-.070

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 31 (68.0%) nonredundant residuals with absolute values greater than 0.05.

Reproduced Correlations

		Kualitas Jasa 11	Kualitas Jasa 13
Reproduced Correlation	Kualitas Jasa 4	-.137	.254
	Kualitas Jasa 5	-.129	.238
	Kualitas Jasa 6	-.120	.222
	Kualitas Jasa 8	-.108	.199
	Kualitas Jasa 9	-.137	.252
	Kualitas Jasa 10	-.133	.246
	Kualitas Jasa 11	.035 ^a	-.065
	Kualitas Jasa 13	-.065	.119 ^a
	Kualitas Jasa 14	-.101	.186
	Kualitas Jasa 15	-.111	.206

Residual ^b	Kualitas Jasa 4	.018	-.080
	Kualitas Jasa 5	-.077	.118
	Kualitas Jasa 6	.037	-.108
	Kualitas Jasa 8	-.066	-.262
	Kualitas Jasa 9	-.025	-.047
	Kualitas Jasa 10	-.007	-.029
	Kualitas Jasa 11		-.157
	Kualitas Jasa 13	-.157	
	Kualitas Jasa 14	.290	.004
	Kualitas Jasa 15	.263	-.138

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 31 (68.0%) nonredundant residuals with absolute values greater than 0.05.

Reproduced Correlations

		Kualitas Jasa 14	Kualitas Jasa 15
Reproduced Correlation	Kualitas Jasa 4	.395	.437
	Kualitas Jasa 5	.371	.411
	Kualitas Jasa 6	.345	.382
	Kualitas Jasa 8	.311	.344
	Kualitas Jasa 9	.393	.435
	Kualitas Jasa 10	.383	.425
	Kualitas Jasa 11	-.101	-.111
	Kualitas Jasa 13	.186	.206
	Kualitas Jasa 14	.289 ^a	.320
	Kualitas Jasa 15	.320	.355 ^a

Residual ^b	Kualitas Jasa 4	-.213	.143
	Kualitas Jasa 5	-.086	-.124
	Kualitas Jasa 6	-.198	-.033
	Kualitas Jasa 8	-.188	-.110
	Kualitas Jasa 9	.149	-.289
	Kualitas Jasa 10	-.042	-.070
	Kualitas Jasa 11	.290	.263
	Kualitas Jasa 13	.004	-.138
	Kualitas Jasa 14		.072
	Kualitas Jasa 15	.072	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 31 (68.0%) nonredundant residuals with absolute values greater than 0.05.

3. Nilai Pelanggan

Correlation Matrix^a

		Nilai Pelanggan 1	Nilai Pelanggan 2	Nilai Pelanggan 3
Correlation	Nilai Pelanggan 1	1.000	.614	.366
	Nilai Pelanggan 2	.614	1.000	.442
	Nilai Pelanggan 3	.366	.442	1.000
Sig. (1-tailed)	Nilai Pelanggan 1		.000	.023
	Nilai Pelanggan 2	.000		.007
	Nilai Pelanggan 3	.023	.007	

a. Determinant = .493

Inverse of Correlation Matrix

	Nilai Pelanggan 1	Nilai Pelanggan 2	Nilai Pelanggan 3
Nilai Pelanggan 1	1.634	-.918	-.193
Nilai Pelanggan 2	-.918	1.758	-.440
Nilai Pelanggan 3	-.193	-.440	1.265

KMO and Bartlett's Test

	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.639
Bartlett's Test of Sphericity	Approx. Chi-Square	19.239
	df	3
	Sig.	.000

Anti-image Matrices

		Nilai Pelanggan 1	Nilai Pelanggan 2	Nilai Pelanggan 3
Anti-image Covariance	Nilai Pelanggan 1	.612	-.320	-.093
	Nilai Pelanggan 2	-.320	.569	-.198
	Nilai Pelanggan 3	-.093	-.198	.791
Anti-image Correlation	Nilai Pelanggan 1	.621 ^a	-.542	-.134
	Nilai Pelanggan 2	-.542	.600 ^a	-.295
	Nilai Pelanggan 3	-.134	-.295	.758 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Nilai Pelanggan 1	1.000	.691
Nilai Pelanggan 2	1.000	.749
Nilai Pelanggan 3	1.000	.516

Extraction Method: Principal Component
Analysis.

Total Variance Explained

Compo nent	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.956	65.196	65.196	1.956	65.196	65.196
2	.666	22.200	87.396			
3	.378	12.604	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Nilai Pelanggan 1	.831
Nilai Pelanggan 2	.866
Nilai Pelanggan 3	.718

Extraction Method: Principal
Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		Nilai Pelanggan 1	Nilai Pelanggan 2	Nilai Pelanggan 3
Reproduced Correlation	Nilai Pelanggan 1	.691 ^a	.719	.597
	Nilai Pelanggan 2	.719	.749 ^a	.622
	Nilai Pelanggan 3	.597	.622	.516 ^a
Residual ^b	Nilai Pelanggan 1		-.105	-.231
	Nilai Pelanggan 2	-.105		-.180
	Nilai Pelanggan 3	-.231	-.180	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 3 (100.0%) nonredundant residuals with absolute values greater than 0.05.

4. Loyalitas Pelanggan

Correlation Matrix^a

		Loyalitas Pelanggan 2	Loyalitas Pelanggan 3	Loyalitas Pelanggan 4	Loyalitas Pelanggan 5
Correlation	Loyalitas Pelanggan 2	1.000	.573	.199	.372
	Loyalitas Pelanggan 3	.573	1.000	.578	.497
	Loyalitas Pelanggan 4	.199	.578	1.000	.564
	Loyalitas Pelanggan 5	.372	.497	.564	1.000
Sig. (1-tailed)	Loyalitas Pelanggan 2		.000	.146	.021
	Loyalitas Pelanggan 3	.000		.000	.003
	Loyalitas Pelanggan 4	.146	.000		.001
	Loyalitas Pelanggan 5	.021	.003	.001	

a. Determinant = .261

Inverse of Correlation Matrix

	Loyalitas Pelanggan 2	Loyalitas Pelanggan 3	Loyalitas Pelanggan 4	Loyalitas Pelanggan 5
Loyalitas Pelanggan 2	1.628	-1.025	.473	-.363
Loyalitas Pelanggan 3	-1.025	2.250	-.998	-.175
Loyalitas Pelanggan 4	.473	-.998	1.909	-.757
Loyalitas Pelanggan 5	-.363	-.175	-.757	1.649

KMO and Bartlett's Test

	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.629
Bartlett's Test of Sphericity	Approx. Chi-Square	36.043
	df	6
	Sig.	.000

Anti-image Matrices

		Loyalitas Pelanggan 2	Loyalitas Pelanggan 3
Anti-image Covariance	Loyalitas Pelanggan 2	.614	-.280
	Loyalitas Pelanggan 3	-.280	.444
	Loyalitas Pelanggan 4	.152	-.232
	Loyalitas Pelanggan 5	-.135	-.047
Anti-image Correlation	Loyalitas Pelanggan 2	.554 ^a	-.536
	Loyalitas Pelanggan 3	-.536	.633 ^a
	Loyalitas Pelanggan 4	.268	-.481
	Loyalitas Pelanggan 5	-.221	-.091

a. Measures of Sampling Adequacy(MSA)

Anti-image Matrices

		Loyalitas Pelanggan 4	Loyalitas Pelanggan 5
Anti-image Covariance	Loyalitas Pelanggan 2	.152	-.135
	Loyalitas Pelanggan 3	-.232	-.047
	Loyalitas Pelanggan 4	.524	-.240
	Loyalitas Pelanggan 5	-.240	.607
Anti-image Correlation	Loyalitas Pelanggan 2	.268	-.221
	Loyalitas Pelanggan 3	-.481	-.091
	Loyalitas Pelanggan 4	.587 ^a	-.427
	Loyalitas Pelanggan 5	-.427	.746 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Loyalitas Pelanggan 2	1.000	.448
Loyalitas Pelanggan 3	1.000	.749
Loyalitas Pelanggan 4	1.000	.587
Loyalitas Pelanggan 5	1.000	.623

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.408	60.192	60.192	2.408	60.192	60.192
2	.840	20.990	81.182			
3	.488	12.207	93.390			
4	.264	6.610	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Loyalitas Pelanggan 2	.669
Loyalitas Pelanggan 3	.866
Loyalitas Pelanggan 4	.766
Loyalitas Pelanggan 5	.790

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		Loyalitas Pelanggan 2	Loyalitas Pelanggan 3
Reproduced Correlation	Loyalitas Pelanggan 2	.448 ^a	.579
	Loyalitas Pelanggan 3	.579	.749 ^a
	Loyalitas Pelanggan 4	.513	.663
	Loyalitas Pelanggan 5	.528	.683
Residual ^b	Loyalitas Pelanggan 2		-.007
	Loyalitas Pelanggan 3	-.007	
	Loyalitas Pelanggan 4	-.314	-.086
	Loyalitas Pelanggan 5	-.156	-.186

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 4 (66.0%) nonredundant residuals with absolute values greater than 0.05.

Reproduced Correlations

		Loyalitas Pelanggan 4	Loyalitas Pelanggan 5
Reproduced Correlation	Loyalitas Pelanggan 2	.513	.528
	Loyalitas Pelanggan 3	.663	.683
	Loyalitas Pelanggan 4	.587 ^a	.605
	Loyalitas Pelanggan 5	.605	.623 ^a
Residual ^b	Loyalitas Pelanggan 2	-.314	-.156
	Loyalitas Pelanggan 3	-.086	-.186
	Loyalitas Pelanggan 4		-.041
	Loyalitas Pelanggan 5	-.041	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

Reproduced Correlations

		Loyalitas Pelanggan 4	Loyalitas Pelanggan 5
Reproduced Correlation	Loyalitas Pelanggan 2	.513	.528
	Loyalitas Pelanggan 3	.663	.683
	Loyalitas Pelanggan 4	.587 ^a	.605
	Loyalitas Pelanggan 5	.605	.623 ^a
Residual ^b	Loyalitas Pelanggan 2	-.314	-.156
	Loyalitas Pelanggan 3	-.086	-.186
	Loyalitas Pelanggan 4		-.041
	Loyalitas Pelanggan 5	-.041	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 4 (66.0%) nonredundant residuals with absolute values greater than 0.05.

5. Harga

Correlation Matrix^a

		Harga 1	Harga 2	Harga 3	Harga 4
Correlation	Harga 1	1.000	.203	.343	.167
	Harga 2	.203	1.000	.269	.294
	Harga 3	.343	.269	1.000	.567
	Harga 4	.167	.294	.567	1.000
Sig. (1-tailed)	Harga 1		.141	.032	.189
	Harga 2	.141		.075	.057
	Harga 3	.032	.075		.001
	Harga 4	.189	.057	.001	

a. Determinant = .528

Inverse of Correlation Matrix

	Harga 1	Harga 2	Harga 3	Harga 4
Harga 1	1.155	-.150	-.401	.079
Harga 2	-.150	1.133	-.116	-.242
Harga 3	-.401	-.116	1.638	-.828
Harga 4	.079	-.242	-.828	1.528

KMO and Bartlett's Test

	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.613
Bartlett's Test of Sphericity	Approx. Chi-Square	17.153
	df	6
	Sig.	.009

Anti-image Matrices

		Harga 1	Harga 2	Harga 3	Harga 4
Anti-image Covariance	Harga 1	.866	-.114	-.212	.045
	Harga 2	-.114	.883	-.062	-.140
	Harga 3	-.212	-.062	.610	-.331
	Harga 4	.045	-.140	-.331	.655
Anti-image Correlation	Harga 1	.639 ^a	-.131	-.291	.059
	Harga 2	-.131	.774 ^a	-.085	-.184
	Harga 3	-.291	-.085	.583 ^a	-.523
	Harga 4	.059	-.184	-.523	.583 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Harga 1	1.000	.314
Harga 2	1.000	.351
Harga 3	1.000	.688
Harga 4	1.000	.600

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %

1	1.953	48.826	48.826	1.953	48.826	48.826
2	.855	21.364	70.189			
3	.794	19.861	90.050			
4	.398	9.950	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Harga 1	.561
Harga 2	.592
Harga 3	.830
Harga 4	.774

Extraction Method:
Principal Component
Analysis.

a. 1 components extracted.

Reproduced Correlations

		Harga 1	Harga 2	Harga 3	Harga 4
Reproduced Correlation	Harga 1	.314 ^a	.332	.465	.434
	Harga 2	.332	.351 ^a	.491	.459
	Harga 3	.465	.491	.688 ^a	.643
	Harga 4	.434	.459	.643	.600 ^a
Residual ^b	Harga 1		-.129	-.122	-.267
	Harga 2	-.129		-.223	-.165
	Harga 3	-.122	-.223		-.075

Harga 4	-0.267	-0.165	-0.075
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Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 6 (100.0%) nonredundant residuals with absolute values greater than 0.05.

PRE TEST RELIABILITAS

1. Reputasi Perusahaan

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	N of Items
.760	3

Item Statistics

	Mean	Std. Deviation	N
Reputasi Perusahaan 1	5.87	.629	30
Reputasi Perusahaan 2	5.93	.583	30
Reputasi Perusahaan 4	5.80	.664	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Reputasi Perusahaan 1	11.73	1.030	.753	.482
Reputasi Perusahaan 2	11.67	1.264	.596	.676
Reputasi Perusahaan 4	11.80	1.269	.452	.841

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.60	2.386	1.545	3

2. Kualitas Jasa

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	N of Items
.778	10

Item Statistics

	Mean	Std. Deviation	N
Kualitas Jasa 4	5.77	.935	30
Kualitas Jasa 5	5.87	.973	30
Kualitas Jasa 6	5.53	1.042	30
Kualitas Jasa 8	5.63	.615	30
Kualitas Jasa 9	5.40	.932	30
Kualitas Jasa 10	5.63	.765	30
Kualitas Jasa 11	5.77	.504	30
Kualitas Jasa 13	5.77	.504	30
Kualitas Jasa 14	5.37	.928	30
Kualitas Jasa 15	5.40	.814	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Kualitas Jasa 4	50.37	17.068	.603	.736
Kualitas Jasa 5	50.27	17.237	.547	.745
Kualitas Jasa 6	50.60	17.145	.507	.752
Kualitas Jasa 8	50.50	19.914	.421	.764
Kualitas Jasa 9	50.73	17.237	.581	.740
Kualitas Jasa 10	50.50	18.328	.563	.745
Kualitas Jasa 11	50.37	22.930	-.120	.805
Kualitas Jasa 13	50.37	21.275	.231	.780
Kualitas Jasa 14	50.77	18.116	.459	.758
Kualitas Jasa 15	50.73	18.340	.517	.750

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
56.13	22.602	4.754	10

3. Nilai 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	N of Items
.729	3

Item Statistics

	Mean	Std. Deviation	N
Nilai Pelanggan 1	5.00	.830	30
Nilai Pelanggan 2	5.00	.947	30
Nilai Pelanggan 3	5.27	.907	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Nilai Pelanggan 1	10.27	2.478	.580	.612
Nilai Pelanggan 2	10.27	2.064	.634	.535
Nilai Pelanggan 3	10.00	2.552	.452	.757

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.27	4.685	2.164	3

4. Loyalitas 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	N of Items
.778	4

Item Statistics

	Mean	Std. Deviation	N
Loyalitas Pelanggan 2	5.80	.761	30
Loyalitas Pelanggan 3	5.33	1.028	30
Loyalitas Pelanggan 4	5.57	.774	30
Loyalitas Pelanggan 5	5.70	.877	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Loyalitas Pelanggan 2	16.60	5.007	.478	.773
Loyalitas Pelanggan 3	17.07	3.444	.711	.652
Loyalitas Pelanggan 4	16.83	4.695	.572	.731
Loyalitas Pelanggan 5	16.70	4.286	.595	.718

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.40	7.214	2.686	4

5. Harga

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	N of Items
.634	4

Item Statistics

	Mean	Std. Deviation	N
Harga 1	5.87	.730	30
Harga 2	5.47	.900	30
Harga 3	5.40	.770	30
Harga 4	5.43	.774	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Harga 1	16.30	3.459	.310	.632
Harga 2	16.70	2.976	.338	.630
Harga 3	16.77	2.806	.556	.462
Harga 4	16.73	2.961	.478	.519

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.17	4.833	2.198	4

LAMPIRAN 3
Hasil Uji SPSS - Penelitian

FAKTOR SKOR

1. Reputasi Perusahaan

Correlation Matrix^a

		Reputasi Perusahaan 1	Reputasi Perusahaan 2	Reputasi Perusahaan 3
Correlation	Reputasi Perusahaan 1	1.000	.478	.473
	Reputasi Perusahaan 2	.478	1.000	.567
	Reputasi Perusahaan 3	.473	.567	1.000
Sig. (1-tailed)	Reputasi Perusahaan 1		.000	.000
	Reputasi Perusahaan 2	.000		.000
	Reputasi Perusahaan 3	.000	.000	

a. Determinant = .482

Inverse of Correlation Matrix

	Reputasi Perusahaan 1	Reputasi Perusahaan 2	Reputasi Perusahaan 3
Reputasi Perusahaan 1	1.406	-.434	-.419
Reputasi Perusahaan 2	-.434	1.609	-.707
Reputasi Perusahaan 3	-.419	-.707	1.600

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.685
Bartlett's Test of Sphericity	Approx. Chi-Square
	85.427
	df
	3
	Sig.
	.000

Anti-image Matrices

		Reputasi Perusahaan 1	Reputasi Perusahaan 2	Reputasi Perusahaan 3
Anti-image Covariance	Reputasi Perusahaan 1	.711	-.192	-.186
	Reputasi Perusahaan 2	-.192	.622	-.275
	Reputasi Perusahaan 3	-.186	-.275	.625
Anti-image Correlation	Reputasi Perusahaan 1	.737 ^a	-.289	-.280
	Reputasi Perusahaan 2	-.289	.665 ^a	-.441
	Reputasi Perusahaan 3	-.280	-.441	.667 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Reputasi Perusahaan 1	1.000	.616
Reputasi Perusahaan 2	1.000	.701
Reputasi Perusahaan 3	1.000	.697

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.014	67.123	67.123	2.014	67.123	67.123
2	.554	18.460	85.582			
3	.433	14.418	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Reputasi Perusahaan 1	.785
Reputasi Perusahaan 2	.837
Reputasi Perusahaan 3	.835

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		Reputasi Perusahaan 1	Reputasi Perusahaan 2	Reputasi Perusahaan 3
Reproduced Correlation	Reputasi Perusahaan 1	.616 ^a	.657	.655
	Reputasi Perusahaan 2	.657	.701 ^a	.699
	Reputasi Perusahaan 3	.655	.699	.697 ^a
Residual ^b	Reputasi Perusahaan 1		-.179	-.182
	Reputasi Perusahaan 2	-.179		-.132
	Reputasi Perusahaan 3	-.182	-.132	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 3 (100.0%) nonredundant residuals with absolute values greater than 0.05.

Component Score Coefficient Matrix

	Component
	1
Reputasi Perusahaan 1	.390
Reputasi Perusahaan 2	.416
Reputasi Perusahaan 3	.415

Extraction Method: Principal Component

Analysis.

Component Scores.

**Component Score
Covariance Matrix**

Component	1
1	1.000

Extraction Method:

Principal Component

Analysis.

Component Scores.

2. Kualitas Jasa

Correlation Matrix ^a											
		Kualitas Jasa 1	Kualitas Jasa 2	Kualitas Jasa 3	Kualitas Jasa 4	Kualitas Jasa 5	Kualitas Jasa 6	Kualitas Jasa 7	Kualitas Jasa 8	Kualitas Jasa 9	Kualitas Jasa 10
Correlation	Kualitas Jasa 1	1.000	.360	.354	.382	.351	.366	.165	.233	.138	.196
	Kualitas Jasa 2	.360	1.000	.357	.303	.459	.335	.236	.173	.120	.135
	Kualitas Jasa 3	.354	.357	1.000	.362	.334	.182	.067	.122	.074	.089
	Kualitas Jasa 4	.382	.303	.362	1.000	.354	.374	.144	.178	.264	.064
	Kualitas Jasa 5	.351	.459	.334	.354	1.000	.587	.433	.178	.203	.211
	Kualitas Jasa 6	.366	.335	.182	.374	.587	1.000	.524	.217	.158	.195
	Kualitas Jasa 7	.165	.236	.067	.144	.433	.524	1.000	.375	.182	.198
	Kualitas Jasa 8	.233	.173	.122	.178	.178	.217	.375	1.000	.278	.168
	Kualitas Jasa 9	.138	.120	.074	.264	.203	.158	.182	.278	1.000	.425
	Kualitas Jasa 10	.196	.135	.089	.064	.211	.195	.198	.168	.425	1.000
Sig. (1-tailed)	Kualitas Jasa 1		.000	.000	.000	.000	.000	.036	.005	.066	.016
	Kualitas Jasa 2	.000		.000	.000	.000	.000	.005	.029	.096	.071
	Kualitas Jasa 3	.000	.000		.000	.000	.023	.234	.092	.210	.167
	Kualitas Jasa 4	.000	.000	.000		.000	.000	.059	.026	.002	.242
	Kualitas Jasa 5	.000	.000	.000	.000		.000	.000	.026	.013	.010
	Kualitas Jasa 6	.000	.000	.023	.000	.000		.000	.009	.042	.016
	Kualitas Jasa 7	.036	.005	.234	.059	.000	.000		.000	.023	.015
	Kualitas Jasa 8	.005	.029	.092	.026	.026	.009	.000		.001	.034
	Kualitas Jasa 9	.066	.096	.210	.002	.013	.042	.023	.001		.000
	Kualitas Jasa 10	.016	.071	.167	.242	.010	.016	.015	.034	.000	

a. Determinant = .088

Inverse of Correlation Matrix										
	Kualitas Jasa 1	Kualitas Jasa 2	Kualitas Jasa 3	Kualitas Jasa 4	Kualitas Jasa 5	Kualitas Jasa 6	Kualitas Jasa 7	Kualitas Jasa 8	Kualitas Jasa 9	Kualitas Jasa 10
Kualitas Jasa 1	1.433	-.210	-.238	-.260	-.078	-.276	.137	-.192	.074	-.170
Kualitas Jasa 2	-.210	1.410	-.245	-.086	-.405	-.041	-.054	-.051	.021	-.018
Kualitas Jasa 3	-.238	-.245	1.345	-.308	-.279	.155	.102	-.051	.089	-.041
Kualitas Jasa 4	-.260	-.086	-.308	1.475	-.105	-.364	.147	-.047	-.345	.214
Kualitas Jasa 5	-.078	-.405	-.279	-.105	1.907	-.685	-.333	.119	-.112	-.073
Kualitas Jasa 6	-.276	-.041	.155	-.364	-.685	1.958	-.651	.046	.101	-.090
Kualitas Jasa 7	.137	-.054	.102	.147	-.333	-.651	1.639	-.456	-.027	-.078
Kualitas Jasa 8	-.192	-.051	-.051	-.047	.119	.046	-.456	1.279	-.256	.003
Kualitas Jasa 9	.074	.021	.089	-.345	-.112	.101	-.027	-.256	1.383	-.539
Kualitas Jasa 10	-.170	-.018	-.041	.214	-.073	-.090	-.078	.003	-.539	1.303

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.768
Bartlett's Test of Sphericity	Approx. Chi-Square
	279.685
	df
	45
	Sig.
	.000

Anti-image Matrices											
		Kualitas Jasa 1	Kualitas Jasa 2	Kualitas Jasa 3	Kualitas Jasa 4	Kualitas Jasa 5	Kualitas Jasa 6	Kualitas Jasa 7	Kualitas Jasa 8	Kualitas Jasa 9	Kualitas Jasa 10
Anti-image Covariance	Kualitas Jasa 1	.698	-.104	-.124	-.123	-.028	-.098	.059	-.105	.037	-.091
	Kualitas Jasa 2	-.104	.709	-.129	-.041	-.151	-.015	-.023	-.029	.011	-.010
	Kualitas Jasa 3	-.124	-.129	.744	-.155	-.109	.059	.046	-.030	.048	-.024
	Kualitas Jasa 4	-.123	-.041	-.155	.678	-.037	-.126	.061	-.025	-.169	.111
	Kualitas Jasa 5	-.028	-.151	-.109	-.037	.524	-.183	-.107	.049	-.042	-.029
	Kualitas Jasa 6	-.098	-.015	.059	-.126	-.183	.511	-.203	.018	.037	-.035
	Kualitas Jasa 7	.059	-.023	.046	.061	-.107	-.203	.610	-.217	-.012	-.036
	Kualitas Jasa 8	-.105	-.029	-.030	-.025	.049	.018	-.217	.782	-.144	.002
	Kualitas Jasa 9	.037	.011	.048	-.169	-.042	.037	-.012	-.144	.723	-.299
	Kualitas Jasa 10	-.091	-.010	-.024	.111	-.029	-.035	-.036	.002	-.299	.768
Anti-image Correlation	Kualitas Jasa 1	.834 ^a	-.147	-.172	-.179	-.047	-.165	.090	-.142	.052	-.125
	Kualitas Jasa 2	-.147	.866 ^a	-.178	-.060	-.247	-.025	-.035	-.038	.015	-.013
	Kualitas Jasa 3	-.172	-.178	.778 ^a	-.219	-.174	.096	.069	-.039	.065	-.031
	Kualitas Jasa 4	-.179	-.060	-.219	.771 ^a	-.063	-.214	.094	-.035	-.242	.154
	Kualitas Jasa 5	-.047	-.247	-.174	-.063	.818 ^a	-.354	-.188	.076	-.069	-.046
	Kualitas Jasa 6	-.165	-.025	.096	-.214	-.354	.767 ^a	-.364	.029	.061	-.057
	Kualitas Jasa 7	.090	-.035	.069	.094	-.188	-.364	.728 ^a	-.315	-.018	-.053
	Kualitas Jasa 8	-.142	-.038	-.039	-.035	.076	.029	-.315	.732 ^a	-.192	.002
	Kualitas Jasa 9	.052	.015	.065	-.242	-.069	.061	-.018	-.192	.631 ^a	-.401
	Kualitas Jasa 10	-.125	-.013	-.031	.154	-.046	-.057	-.053	.002	-.401	.655 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Kualitas Jasa 1	1.000	.392
Kualitas Jasa 2	1.000	.389
Kualitas Jasa 3	1.000	.253
Kualitas Jasa 4	1.000	.366
Kualitas Jasa 5	1.000	.573
Kualitas Jasa 6	1.000	.530
Kualitas Jasa 7	1.000	.344
Kualitas Jasa 8	1.000	.217
Kualitas Jasa 9	1.000	.184
Kualitas Jasa 10	1.000	.162

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.410	34.100	34.100	3.410	34.100	34.100
2	1.360	13.595	47.695			
3	1.127	11.275	58.969			
4	.870	8.700	67.669			
5	.763	7.630	75.300			
6	.671	6.712	82.012			
7	.601	6.006	88.018			
8	.446	4.456	92.474			
9	.410	4.101	96.575			
10	.343	3.425	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Kualitas Jasa 1	.626
Kualitas Jasa 2	.624
Kualitas Jasa 3	.503
Kualitas Jasa 4	.605
Kualitas Jasa 5	.757
Kualitas Jasa 6	.728
Kualitas Jasa 7	.586
Kualitas Jasa 8	.466
Kualitas Jasa 9	.429
Kualitas Jasa 10	.402

Extraction Method: Principal
Component Analysis.

a. 1 components extracted.

Reproduced Correlations											
		Kualitas Jasa 1	Kualitas Jasa 2	Kualitas Jasa 3	Kualitas Jasa 4	Kualitas Jasa 5	Kualitas Jasa 6	Kualitas Jasa 7	Kualitas Jasa 8	Kualitas Jasa 9	Kualitas Jasa 10
Reproduced Correlation	Kualitas Jasa 1	.392 ^a	.391	.315	.379	.474	.456	.367	.292	.269	.252
	Kualitas Jasa 2	.391	.389 ^a	.314	.377	.472	.454	.366	.291	.268	.251
	Kualitas Jasa 3	.315	.314	.253 ^a	.304	.381	.366	.295	.234	.216	.202
	Kualitas Jasa 4	.379	.377	.304	.366 ^a	.458	.440	.355	.282	.259	.243
	Kualitas Jasa 5	.474	.472	.381	.458	.573 ^a	.551	.444	.353	.325	.304
	Kualitas Jasa 6	.456	.454	.366	.440	.551	.530 ^a	.427	.339	.312	.293
	Kualitas Jasa 7	.367	.366	.295	.355	.444	.427	.344 ^a	.273	.251	.236
	Kualitas Jasa 8	.292	.291	.234	.282	.353	.339	.273	.217 ^a	.200	.187
	Kualitas Jasa 9	.269	.268	.216	.259	.325	.312	.251	.200	.184 ^a	.172
	Kualitas Jasa 10	.252	.251	.202	.243	.304	.293	.236	.187	.172	.162 ^a
Residual ^b	Kualitas Jasa 1		-.030	.039	.003	-.123	-.090	-.202	-.059	-.130	-.056
	Kualitas Jasa 2	-.030		.043	-.075	-.014	-.120	-.130	-.118	-.148	-.116
	Kualitas Jasa 3	.039	.043		.058	-.047	-.185	-.228	-.112	-.141	-.113
	Kualitas Jasa 4	.003	-.075	.058		-.103	-.066	-.211	-.103	.004	-.179
	Kualitas Jasa 5	-.123	-.014	-.047	-.103		.036	-.011	-.175	-.122	-.094
	Kualitas Jasa 6	-.090	-.120	-.185	-.066	.036		.098	-.122	-.154	-.097
	Kualitas Jasa 7	-.202	-.130	-.228	-.211	-.011	.098		.102	-.070	-.037
	Kualitas Jasa 8	-.059	-.118	-.112	-.103	-.175	-.122	.102		.078	-.020
	Kualitas Jasa 9	-.130	-.148	-.141	.004	-.122	-.154	-.070	.078		.253
	Kualitas Jasa 10	-.056	-.116	-.113	-.179	-.094	-.097	-.037	-.020	.253	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 34 (75.0%) nonredundant residuals with absolute values greater than 0.05.

Component Score Coefficient

Matrix

	Component
	1
Kualitas Jasa 1	.184
Kualitas Jasa 2	.183
Kualitas Jasa 3	.148
Kualitas Jasa 4	.177
Kualitas Jasa 5	.222
Kualitas Jasa 6	.214
Kualitas Jasa 7	.172
Kualitas Jasa 8	.137
Kualitas Jasa 9	.126
Kualitas Jasa 10	.118

Extraction Method: Principal

Component Analysis.

Component Scores.

Component Score

Covariance Matrix

Component	1
1	1.000

Extraction Method:
Principal Component
Analysis.
Component Scores.

FAKTOR SKOR
Nilai Pelanggan

Correlation Matrix^a

		Nilai Pelanggan 1	Nilai Pelanggan 2	Nilai Pelanggan 3
Correlation	Nilai Pelanggan 1	1.000	.415	.082
	Nilai Pelanggan 2	.415	1.000	.206
	Nilai Pelanggan 3	.082	.206	1.000
Sig. (1-tailed)	Nilai Pelanggan 1		.000	.187
	Nilai Pelanggan 2	.000		.012
	Nilai Pelanggan 3	.187	.012	

a. Determinant = .792

Inverse of Correlation Matrix

	Nilai Pelanggan 1	Nilai Pelanggan 2	Nilai Pelanggan 3
Nilai Pelanggan 1	1.208	-.503	.005
Nilai Pelanggan 2	-.503	1.253	-.217
Nilai Pelanggan 3	.005	-.217	1.044

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.522
Bartlett's Test of Sphericity	Approx. Chi-Square
	27.258
	df
	3
	Sig.
	.000

Anti-image Matrices

		Nilai Pelanggan 1	Nilai Pelanggan 2	Nilai Pelanggan 3
Anti-image Covariance	Nilai Pelanggan 1	.828	-.332	.004
	Nilai Pelanggan 2	-.332	.798	-.166
	Nilai Pelanggan 3	.004	-.166	.958
Anti-image Correlation	Nilai Pelanggan 1	.518 ^a	-.409	.004
	Nilai Pelanggan 2	-.409	.514 ^a	-.190
	Nilai Pelanggan 3	.004	-.190	.577 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Nilai Pelanggan 1	1.000	.589
Nilai Pelanggan 2	1.000	.691
Nilai Pelanggan 3	1.000	.219

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.500	49.984	49.984	1.500	49.984	49.984
2	.936	31.190	81.174			
3	.565	18.826	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Nilai Pelanggan 1	.768
Nilai Pelanggan 2	.831
Nilai Pelanggan 3	.468

Extraction Method: Principal
Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		Nilai Pelanggan 1	Nilai Pelanggan 2	Nilai Pelanggan 3
Reproduced Correlation	Nilai Pelanggan 1	.589 ^a	.638	.359
	Nilai Pelanggan 2	.638	.691 ^a	.389
	Nilai Pelanggan 3	.359	.389	.219 ^a
Residual ^b	Nilai Pelanggan 1		-.223	-.278
	Nilai Pelanggan 2	-.223		-.183
	Nilai Pelanggan 3	-.278	-.183	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 3 (100.0%) nonredundant residuals with absolute values greater than 0.05.

Component Score Coefficient

Matrix

	Component
	1
Nilai Pelanggan 1	.512
Nilai Pelanggan 2	.554
Nilai Pelanggan 3	.312

Extraction Method: Principal

Component Analysis.

Component Scores.

Component Score

Covariance Matrix

Component	1
1	1.000

Extraction Method:

Principal Component

Analysis.

Component Scores.

FAKTOR SKOR
Loyalitas Pelanggan

Correlation Matrix^a

		Loyalitas Pelanggan 1	Loyalitas Pelanggan 2	Loyalitas Pelanggan 3	Loyalitas Pelanggan 4
Correlation	Loyalitas Pelanggan 1	1.000	.134	-.111	.128
	Loyalitas Pelanggan 2	.134	1.000	.256	.059
	Loyalitas Pelanggan 3	-.111	.256	1.000	.365
	Loyalitas Pelanggan 4	.128	.059	.365	1.000
Sig. (1-tailed)	Loyalitas Pelanggan 1		.072	.113	.081
	Loyalitas Pelanggan 2	.072		.002	.260
	Loyalitas Pelanggan 3	.113	.002		.000
	Loyalitas Pelanggan 4	.081	.260	.000	

a. Determinant = .747

Inverse of Correlation Matrix

	Loyalitas Pelanggan 1	Loyalitas Pelanggan 2	Loyalitas Pelanggan 3	Loyalitas Pelanggan 4
Loyalitas Pelanggan 1	1.082	-.196	.250	-.219
Loyalitas Pelanggan 2	-.196	1.107	-.335	.082
Loyalitas Pelanggan 3	.250	-.335	1.290	-.484
Loyalitas Pelanggan 4	-.219	.082	-.484	1.200

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.417
Bartlett's Test of Sphericity	Approx. Chi-Square
	34.029
	df
	6
	Sig.
	.000

Anti-image Matrices

		Loyalitas Pelanggan 1	Loyalitas Pelanggan 2	Loyalitas Pelanggan 3	Loyalitas Pelanggan 4
Anti-image Covariance	Loyalitas Pelanggan 1	.924	-.164	.179	-.169
	Loyalitas Pelanggan 2	-.164	.903	-.234	.062
	Loyalitas Pelanggan 3	.179	-.234	.775	-.312
	Loyalitas Pelanggan 4	-.169	.062	-.312	.833
Anti-image Correlation	Loyalitas Pelanggan 1	.291 ^a	-.179	.212	-.192
	Loyalitas Pelanggan 2	-.179	.429 ^a	-.280	.071
	Loyalitas Pelanggan 3	.212	-.280	.435 ^a	-.389
	Loyalitas Pelanggan 4	-.192	.071	-.389	.443 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Loyalitas Pelanggan 1	1.000	.026
Loyalitas Pelanggan 2	1.000	.308
Loyalitas Pelanggan 3	1.000	.637
Loyalitas Pelanggan 4	1.000	.511

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.483	37.064	37.064	1.483	37.064	37.064
2	1.087	27.165	64.229			
3	.934	23.358	87.587			
4	.497	12.413	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Loyalitas Pelanggan 1	.161
Loyalitas Pelanggan 2	.555
Loyalitas Pelanggan 3	.798
Loyalitas Pelanggan 4	.715

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		Loyalitas Pelanggan 1	Loyalitas Pelanggan 2	Loyalitas Pelanggan 3	Loyalitas Pelanggan 4
Reproduced Correlation	Loyalitas Pelanggan 1	.026 ^a	.089	.128	.115
	Loyalitas Pelanggan 2	.089	.308 ^a	.443	.397
	Loyalitas Pelanggan 3	.128	.443	.637 ^a	.571
	Loyalitas Pelanggan 4	.115	.397	.571	.511 ^a
Residual ^b	Loyalitas Pelanggan 1		.045	-.240	.014
	Loyalitas Pelanggan 2	.045		-.188	-.338
	Loyalitas Pelanggan 3	-.240	-.188		-.206
	Loyalitas Pelanggan 4	.014	-.338	-.206	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 4 (66.0%) nonredundant residuals with absolute values greater than 0.05.

Component Score Coefficient Matrix

	Component
	1
Loyalitas Pelanggan 1	.108
Loyalitas Pelanggan 2	.374
Loyalitas Pelanggan 3	.538
Loyalitas Pelanggan 4	.482

Extraction Method: Principal Component

Analysis.

Component Scores.

**Component Score
Covariance Matrix**

Component	1
1	1.000

Extraction Method:

Principal Component

Analysis.

Component Scores.

FAKTOR SKOR

Harga

Correlation Matrix^a

		Harga 1	Harga 2	Harga 3	Harga 4
Correlation	Harga 1	1.000	.061	.076	.089
	Harga 2	.061	1.000	.009	-.005
	Harga 3	.076	.009	1.000	.177
	Harga 4	.089	-.005	.177	1.000
Sig. (1-tailed)	Harga 1		.253	.205	.167
	Harga 2	.253		.460	.478
	Harga 3	.205	.460		.026
	Harga 4	.167	.478	.026	

a. Determinant = .954

Inverse of Correlation Matrix

	Harga 1	Harga 2	Harga 3	Harga 4
Harga 1	1.016	-.062	-.062	-.080
Harga 2	-.062	1.004	-.007	.012
Harga 3	-.062	-.007	1.036	-.178
Harga 4	-.080	.012	-.178	1.039

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.532
Bartlett's Test of Sphericity	Approx. Chi-Square	5.551
	df	6
	Sig.	.475

Anti-image Matrices

		Harga 1	Harga 2	Harga 3	Harga 4
Anti-image Covariance	Harga 1	.985	-.061	-.059	-.075
	Harga 2	-.061	.996	-.006	.011
	Harga 3	-.059	-.006	.965	-.165
	Harga 4	-.075	.011	-.165	.963
Anti-image Correlation	Harga 1	.564 ^a	-.062	-.061	-.077
	Harga 2	-.062	.494 ^a	-.007	.012
	Harga 3	-.061	-.007	.529 ^a	-.172
	Harga 4	-.077	.012	-.172	.525 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Harga 1	1.000	.264
Harga 2	1.000	.021
Harga 3	1.000	.469
Harga 4	1.000	.485

Extraction Method: Principal

Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.239	30.971	30.971	1.239	30.971	30.971
2	1.029	25.725	56.697			
3	.911	22.778	79.475			
4	.821	20.525	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Harga 1	.514
Harga 2	.144
Harga 3	.685
Harga 4	.696

Extraction Method:

Principal Component

Analysis.

a. 1 components extracted.

Reproduced Correlations

		Harga 1	Harga 2	Harga 3	Harga 4
Reproduced Correlation	Harga 1	.264 ^a	.074	.352	.358
	Harga 2	.074	.021 ^a	.098	.100
	Harga 3	.352	.098	.469 ^a	.477
	Harga 4	.358	.100	.477	.485 ^a
Residual ^b	Harga 1		-.012	-.276	-.269
	Harga 2	-.012		-.089	-.105
	Harga 3	-.276	-.089		-.300
	Harga 4	-.269	-.105	-.300	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 5 (83.0%) nonredundant residuals with absolute values greater than 0.05.

**Component Score
Coefficient Matrix**

	Component
	1
Harga 1	.415
Harga 2	.116
Harga 3	.553
Harga 4	.562

Extraction Method:
Principal Component
Analysis.
Component Scores.

**Component Score
Covariance Matrix**

Component	1
1	1.000

Extraction Method:
Principal Component
Analysis.
Component Scores.

FREKUENSI

1. Jenis Kelamin

Statistics

Gender

N	Valid	120
	Missing	0

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	57	47.5	47.5	47.5
	Perempuan	63	52.5	52.5	100.0
Total		120	100.0	100.0	

2. Usia

Statistics

Usia

N	Valid	120
	Missing	0

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<20 tahun	13	10.8	10.8	10.8
	20 - 30 tahun	58	48.3	48.3	59.2
	31 - 40 tahun	44	36.7	36.7	95.8
	41 - 50 tahun	5	4.2	4.2	100.0
	Total	120	100.0	100.0	

3. Pendidikan

Statistics

Pendidikan

N	Valid	120
	Missing	0

Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMP	5	4.2	4.2	4.2
	SMA	50	41.7	41.7	45.8
	Diploma	9	7.5	7.5	53.3
	Sarjana (S1)	56	46.7	46.7	100.0
	Total	120	100.0	100.0	

4. Pekerjaan

Statistics

Pekerjaan

N	Valid	120
	Missing	0

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar / Mahasiswa	33	27.5	27.5	27.5
	Wiraswasta	42	35.0	35.0	62.5
	Pegawai Swasta	33	27.5	27.5	90.0
	Guru / Dosen	5	4.2	4.2	94.2
	Ibu Rumah Tangga	7	5.8	5.8	100.0
	Total	120	100.0	100.0	

5. Penghasilan

Statistics

Penghasilan

N	Valid	120
	Missing	0

Penghasilan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rp 2.000.000 - Rp 5.000.000	60	50.0	50.0	50.0
	Rp 5.000.000 - Rp 10.000.000	48	40.0	40.0	90.0
	> Rp 10.000.000	12	10.0	10.0	100.0
Total		120	100.0	100.0	

6. Keberadaan JNE

Statistics

Keberadaan_JNE

N	Valid	120
	Missing	0

Keberadaan_JNE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Teman	61	50.8	50.8	50.8
	Promosi	9	7.5	7.5	58.3
	Internet	14	11.7	11.7	70.0
	Saudara	21	17.5	17.5	87.5
	Kebetulan Lewat	15	12.5	12.5	100.0
	Total	120	100.0	100.0	

7. Pengiriman Tiap Bulan

Statistics

Pengiriman_Sebulan

N	Valid	120
	Missing	0

Pengiriman_Sebulan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - 6 Kali	14	11.7	11.7	11.7
	7 - 15 Kali	35	29.2	29.2	40.8
	16 - 24 Kali	64	53.3	53.3	94.2
	25 - 31 Kali	7	5.8	5.8	100.0
	Total	120	100.0	100.0	

8. Jenis Bisnis

Statistics

Jenis_Bisnis

N	Valid	120
	Missing	0

Jenis_Bisnis

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bisnis Elektronik	29	24.2	24.2	24.2
	Bisnis Fashion	54	45.0	45.0	69.2
	Bisnis Kuliner	13	10.8	10.8	80.0
	Bisnis Kosmetik	15	12.5	12.5	92.5
	Bisnis Mainan	7	5.8	5.8	98.3
	Lainnya	2	1.7	1.7	100.0
	Total	120	100.0	100.0	

9. Ongkos Kirim

Statistics

Ongkos_Kirim

N	Valid	120
	Missing	0

Ongkos_Kirim

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rp 5.000 - Rp 50.000	48	40.0	40.0	40.0
	Rp 50.000 - Rp. 500.000	72	60.0	60.0	100.0
	Total	120	100.0	100.0	

10. Tipe Pengiriman

Statistics

Tipe_Pengiriman

N	Valid	120
	Missing	0

Tipe_Pengiriman

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	REG (Reguler)	117	97.5	97.5	97.5
	YES (Yakin Esok Sampai)	3	2.5	2.5	100.0
	Total	120	100.0	100.0	

11. Jasa Pengiriman Lain

Statistics

Jasa_Pengiriman_Lain

N	Valid	120
	Missing	0

Jasa Pengiriman Lain

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TiKi	96	80.0	80.0	80.0
	Cipa Ganti	4	3.3	3.3	83.3
	DHL	2	1.7	1.7	85.0
	Lainnya	18	15.0	15.0	100.0
	Total	120	100.0	100.0	

ONEWAY ANOVA

1. Jenis Kelamin

Descriptives

		N	Mean	Std. Deviation	Std. Error
Reputasi Perusahaan	Laki-Laki	57	.04	.902	.119
	Perempuan	63	-.03	1.088	.137
	Total	120	.00	1.000	.091
Kualitas Jasa	Laki-Laki	57	-.0223686	1.10745705	.14668627
	Perempuan	63	.0202382	.90039287	.11343884
	Total	120	.0000000	1.0000000	.09128709
Nilai Pelanggan	Laki-Laki	57	.0298750	1.05020968	.13910367
	Perempuan	63	-.0270297	.95999359	.12094782
	Total	120	.0000000	1.0000000	.09128709
Loyalitas Pelanggan	Laki-Laki	57	-.0556115	1.07041445	.14177986
	Perempuan	63	.0503151	.93756850	.11812253
	Total	120	.0000000	1.0000000	.09128709
Harga	Laki-Laki	57	-.1529913	.96200174	.12742024
	Perempuan	63	.1384207	1.02101855	.12863625
	Total	120	.0000000	1.0000000	.09128709

Descriptives

		95% Confidence Interval for Mean			
		Lower Bound	Upper Bound	Minimum	Maximum
Reputasi Perusahaan	Laki-Laki	-.20	.27	-2	2
	Perempuan	-.31	.24	-3	2
	Total	-.18	.18	-3	2

Kualitas Jasa	Laki-Laki	-.3162165	.2714793	-4.99047	1.87540
	Perempuan	-.2065228	.2469992	-1.82734	1.69491
	Total	-.1807576	.1807576	-4.99047	1.87540
Nilai Pelanggan	Laki-Laki	-.2487832	.3085331	-3.57273	2.24250
	Perempuan	-.2688010	.2147415	-2.27822	1.38420
	Total	-.1807576	.1807576	-3.57273	2.24250
Loyalitas Pelanggan	Laki-Laki	-.3396306	.2284077	-2.60888	1.99589
	Perempuan	-.1858084	.2864387	-2.43128	1.99589
	Total	-.1807576	.1807576	-2.60888	1.99589
Harga	Laki-Laki	-.4082447	.1022622	-3.52510	1.97734
	Perempuan	-.1187195	.3955608	-3.03650	1.97734
	Total	-.1807576	.1807576	-3.52510	1.97734

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Reputasi Perusahaan	.392	1	118	.532
Kualitas Jasa	.149	1	118	.701
Nilai Pelanggan	.036	1	118	.850
Loyalitas Pelanggan	1.893	1	118	.171
Harga	.424	1	118	.516

ANOVA

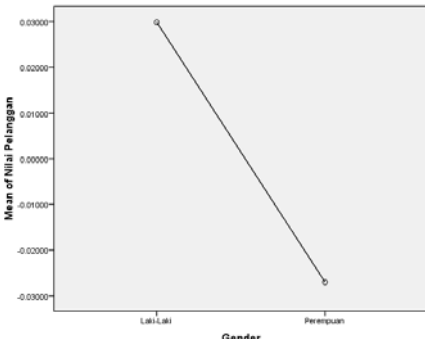
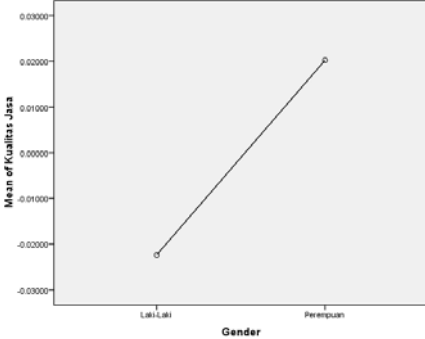
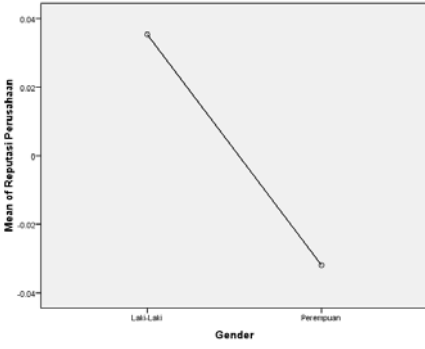
		Sum of Squares	df	Mean Square
Reputasi Perusahaan	Between Groups	.136	1	.136
	Within Groups	118.864	118	1.007
	Total	119.000	119	

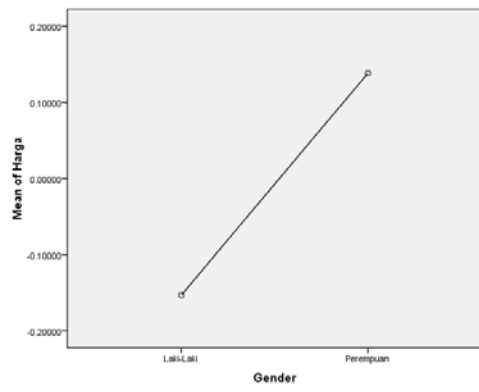
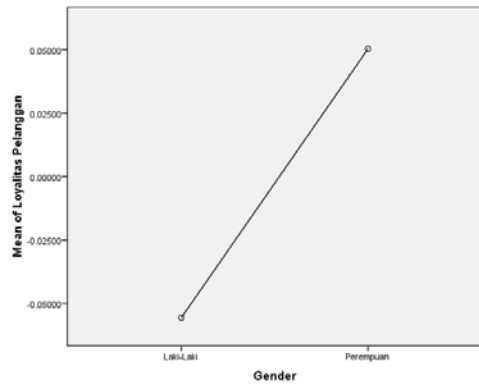
Kualitas Jasa	Between Groups	.054	1	.054
	Within Groups	118.946	118	1.008
	Total	119.000	119	
Nilai Pelanggan	Between Groups	.097	1	.097
	Within Groups	118.903	118	1.008
	Total	119.000	119	
Loyalitas Pelanggan	Between Groups	.336	1	.336
	Within Groups	118.664	118	1.006
	Total	119.000	119	
Harga	Between Groups	2.541	1	2.541
	Within Groups	116.459	118	.987
	Total	119.000	119	

ANOVA

		F	Sig.
Reputasi Perusahaan	Between Groups	.135	.714
Kualitas Jasa	Between Groups	.054	.817
Nilai Pelanggan	Between Groups	.096	.757
Loyalitas Pelanggan	Between Groups	.334	.564
Harga	Between Groups	2.575	.111

Means Plots





2. Usia

Descriptives

		N	Mean	Std. Deviation	Std. Error
Reputasi Perusahaan	<20 tahun	13	.21	.871	.242
	20 - 30 tahun	58	-.06	1.085	.142
	31 - 40 tahun	44	-.06	.916	.138
	41 - 50 tahun	5	.71	.886	.396
	Total	120	.00	1.000	.091
Kualitas Jasa	<20 tahun	13	.2723463	.75737977	.21005935
	20 - 30 tahun	58	-.0054580	.97176310	.12759875
	31 - 40 tahun	44	-.0664167	1.09545092	.16514544
	41 - 50 tahun	5	-.0603201	1.17380439	.52494128
	Total	120	.0000000	1.00000000	.09128709
Nilai Pelanggan	<20 tahun	13	-.0517389	1.24078527	.34413192
	20 - 30 tahun	58	.0480250	1.00529812	.13200211
	31 - 40 tahun	44	-.1365658	.94283478	.14213769
	41 - 50 tahun	5	.7792102	.40942185	.18309902
	Total	120	.0000000	1.00000000	.09128709
Loyalitas Pelanggan	<20 tahun	13	-.3193304	1.13628945	.31514999
	20 - 30 tahun	58	.0320809	.94579822	.12418939
	31 - 40 tahun	44	.1953907	.90451809	.13636123
	41 - 50 tahun	5	-1.2613174	1.25671965	.56202211
	Total	120	.0000000	1.00000000	.09128709
Harga	<20 tahun	13	.3492460	.64783505	.17967711
	20 - 30 tahun	58	.0451065	.97083801	.12747728
	31 - 40 tahun	44	-.1315092	1.10385918	.16641303
	41 - 50 tahun	5	-.2739948	1.11848189	.50020031
	Total	120	.0000000	1.00000000	.09128709

Descriptives

		95% Confidence Interval for Mean		Minimum	Maximum
		Lower Bound	Upper Bound		
Reputasi Perusahaan	<20 tahun	-.32	.74	-2	2
	20 - 30 tahun	-.35	.22	-3	2
	31 - 40 tahun	-.34	.22	-3	2
	41 - 50 tahun	-.39	1.81	0	2
	Total	-.18	.18	-3	2
Kualitas Jasa	<20 tahun	-.1853337	.7300263	-1.33040	1.53467
	20 - 30 tahun	-.2609701	.2500540	-2.04040	1.87540
	31 - 40 tahun	-.3994642	.2666308	-4.99047	1.39152
	41 - 50 tahun	-1.5177908	1.3971505	-1.54040	1.69491
	Total	-.1807576	.1807576	-4.99047	1.87540
Nilai Pelanggan	<20 tahun	-.8015379	.6980601	-1.97630	2.24250
	20 - 30 tahun	-.2163047	.3123547	-3.57273	1.38420
	31 - 40 tahun	-.4232137	.1500822	-2.27822	1.13815
	41 - 50 tahun	.2708458	1.2875746	.28826	1.38420
	Total	-.1807576	.1807576	-3.57273	2.24250
Loyalitas Pelanggan	<20 tahun	-1.0059832	.3673225	-2.52008	1.61790
	20 - 30 tahun	-.2166041	.2807658	-2.60888	1.99589
	31 - 40 tahun	-.0796079	.4703894	-2.43128	1.99589
	41 - 50 tahun	-2.8217409	.2991061	-2.20037	.92374
	Total	-.1807576	.1807576	-2.60888	1.99589
Harga	<20 tahun	-.0422368	.7407288	-.68588	1.21207
	20 - 30 tahun	-.2101623	.3003754	-1.94460	1.97734
	31 - 40 tahun	-.4671130	.2040947	-3.52510	1.97734
	41 - 50 tahun	-1.6627735	1.1147839	-1.44814	1.36134
	Total	-.1807576	.1807576	-3.52510	1.97734

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Reputasi Perusahaan	.491	3	116	.689
Kualitas Jasa	.496	3	116	.686
Nilai Pelanggan	2.095	3	116	.105
Loyalitas Pelanggan	1.056	3	116	.371
Harga	.936	3	116	.426

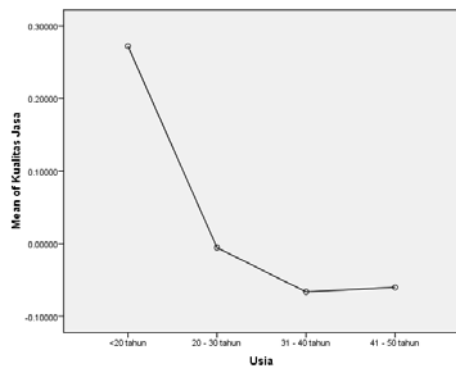
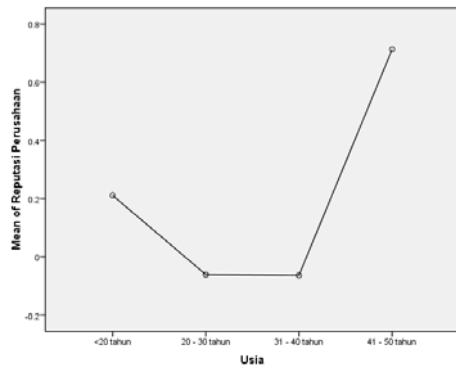
ANOVA

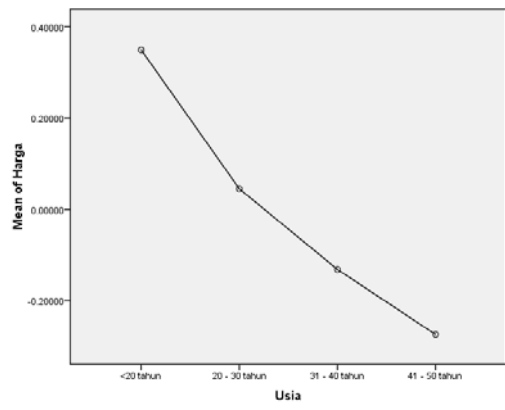
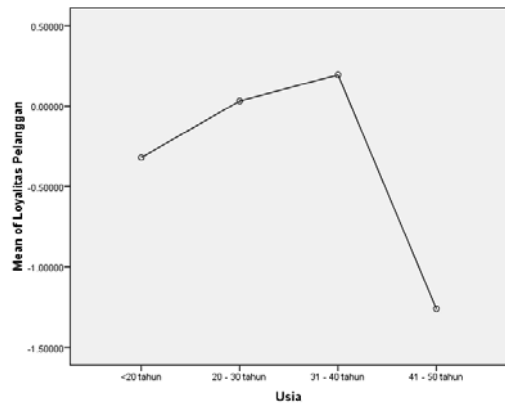
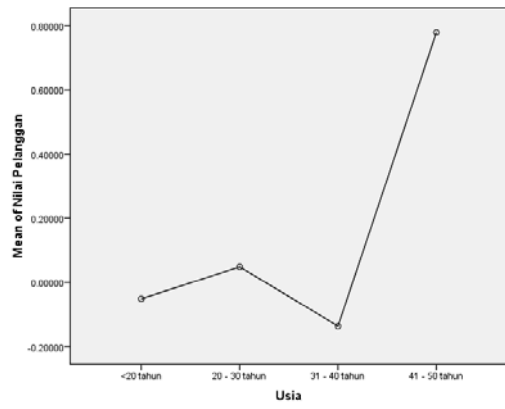
		Sum of Squares	df	Mean Square
Reputasi Perusahaan	Between Groups	3.515	3	1.172
	Within Groups	115.485	116	.996
	Total	119.000	119	
Kualitas Jasa	Between Groups	1.178	3	.393
	Within Groups	117.822	116	1.016
	Total	119.000	119	
Nilai Pelanggan	Between Groups	4.025	3	1.342
	Within Groups	114.975	116	.991
	Total	119.000	119	
Loyalitas Pelanggan	Between Groups	11.020	3	3.673
	Within Groups	107.980	116	.931
	Total	119.000	119	
Harga	Between Groups	2.840	3	.947
	Within Groups	116.160	116	1.001
	Total	119.000	119	

ANOVA

		F	Sig.
Reputasi Perusahaan	Between Groups	1.177	.322
Kualitas Jasa	Between Groups	.387	.763
Nilai Pelanggan	Between Groups	1.354	.261
Loyalitas Pelanggan	Between Groups	3.946	.010
Harga	Between Groups	.945	.421

Means Plots





3. Pendidikan

Descriptives

		N	Mean	Std. Deviation	Std. Error
Reputasi Perusahaan	SMP	5	.24	.593	.265
	SMA	50	.01	1.109	.157
	Diploma	9	-.42	1.141	.380
	Sarjana (S1)	56	.04	.904	.121
	Total	120	.00	1.000	.091
Kualitas Jasa	SMP	5	.5306168	.94763722	.42379625
	SMA	50	-.0693848	.89255324	.12622609
	Diploma	9	.1655971	.87419312	.29139771
	Sarjana (S1)	56	-.0120396	1.11481682	.14897366
	Total	120	.0000000	1.0000000	.09128709
Nilai Pelanggan	SMP	5	.8362327	.94312787	.42177961
	SMA	50	-.1739278	1.09861483	.15536760
	Diploma	9	.3215146	.81674673	.27224891
	Sarjana (S1)	56	.0289570	.90431688	.12084443
	Total	120	.0000000	1.0000000	.09128709
Loyalitas Pelanggan	SMP	5	-.1731653	1.11916791	.50050710
	SMA	50	-.1057337	.99385421	.14055221
	Diploma	9	.3227201	.57011682	.19003894
	Sarjana (S1)	56	.0580006	1.05447436	.14091006
	Total	120	.0000000	1.0000000	.09128709
Harga	SMP	5	.2683741	.48006420	.21469124
	SMA	50	-.0072367	.92024955	.13014294
	Diploma	9	-.4264977	.82203748	.27401249
	Sarjana (S1)	56	.0510437	1.12031113	.14970787
	Total	120	.0000000	1.0000000	.09128709

Descriptives

		95% Confidence Interval for Mean			
		Lower Bound	Upper Bound	Minimum	Maximum
Reputasi Perusahaan	SMP	-.50	.97	0	1
	SMA	-.31	.32	-3	2
	Diploma	-1.30	.45	-2	1
	Sarjana (S1)	-.20	.28	-3	2
	Total	-.18	.18	-3	2
Kualitas Jasa	SMP	-.6460302	1.7072638	-.94512	1.53467
	SMA	-.3230457	.1842760	-2.04040	1.41213
	Diploma	-.5063672	.8375614	-1.53812	1.69491
	Sarjana (S1)	-.3105895	.2865103	-4.99047	1.87540
	Total	-.1807576	.1807576	-4.99047	1.87540
Nilai Pelanggan	SMP	-.3348153	2.0072806	-.26811	2.24250
	SMA	-.4861506	.1382951	-3.57273	1.33673
	Diploma	-.3062925	.9493217	-.91942	1.38420
	Sarjana (S1)	-.2132206	.2711347	-2.27822	1.38420
	Total	-.1807576	.1807576	-3.57273	2.24250
Loyalitas Pelanggan	SMP	-1.5627958	1.2164652	-1.00891	1.61790
	SMA	-.3881840	.1767165	-2.52008	1.61790
	Diploma	-.1155105	.7609507	-.63445	.92374
	Sarjana (S1)	-.2243895	.3403906	-2.60888	1.99589
	Total	-.1807576	.1807576	-2.60888	1.99589
Harga	SMP	-.3277044	.8644525	-.36544	.73131
	SMA	-.2687688	.2542953	-1.94460	1.36134
	Diploma	-1.0583716	.2053763	-1.17448	1.06279
	Sarjana (S1)	-.2489776	.3510649	-3.52510	1.97734
	Total	-.1807576	.1807576	-3.52510	1.97734

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Reputasi Perusahaan	1.208	3	116	.310
Kualitas Jasa	.348	3	116	.791
Nilai Pelanggan	1.234	3	116	.301
Loyalitas Pelanggan	1.151	3	116	.332
Harga	1.474	3	116	.225

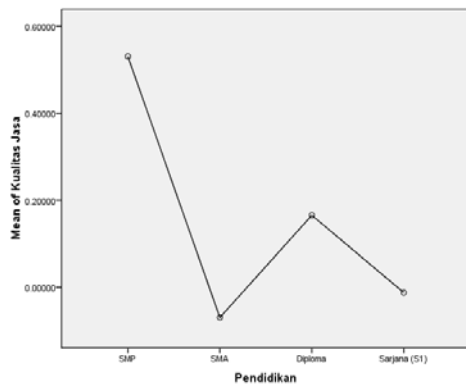
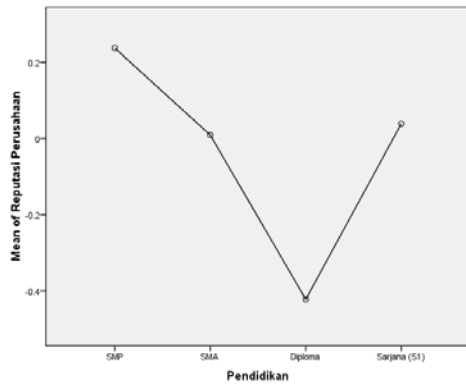
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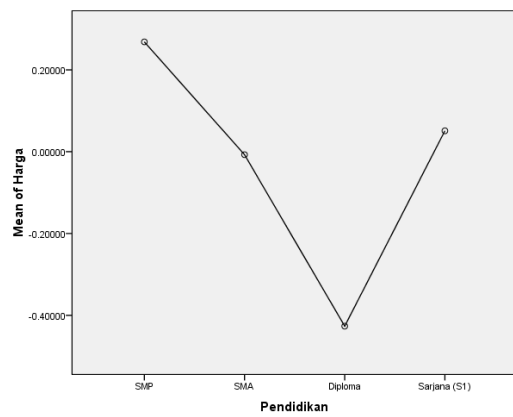
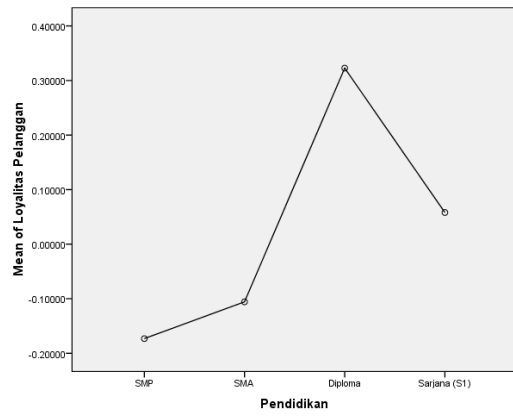
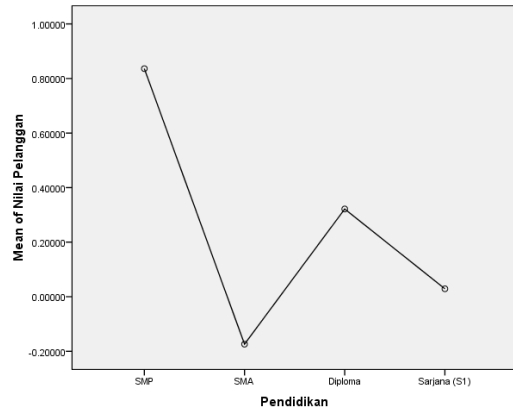
		Sum of Squares	df	Mean Square
Reputasi Perusahaan	Between Groups	1.975	3	.658
	Within Groups	117.025	116	1.009
	Total	119.000	119	
Kualitas Jasa	Between Groups	1.903	3	.634
	Within Groups	117.097	116	1.009
	Total	119.000	119	
Nilai Pelanggan	Between Groups	5.986	3	1.995
	Within Groups	113.014	116	.974
	Total	119.000	119	
Loyalitas Pelanggan	Between Groups	1.835	3	.612
	Within Groups	117.165	116	1.010
	Total	119.000	119	
Harga	Between Groups	2.146	3	.715
	Within Groups	116.854	116	1.007
	Total	119.000	119	

ANOVA

		F	Sig.
Reputasi Perusahaan	Between Groups	.653	.583
Kualitas Jasa	Between Groups	.629	.598
Nilai Pelanggan	Between Groups	2.048	.111
Loyalitas Pelanggan	Between Groups	.605	.613
Harga	Between Groups	.710	.548

Means Plots





4. Pekerjaan

Descriptives

		N	Mean	Std. Deviation	Std. Error
Reputasi Perusahaan	Pelajar / Mahasiswa	33	-.08	1.135	.198
	Wiraswasta	42	-.10	1.179	.182
	Pegawai Swasta	33	.23	.468	.081
	Guru / Dosen	5	-.04	1.293	.578
	Ibu Rumah Tangga	7	-.03	.883	.334
	Total	120	.00	1.000	.091
Kualitas Jasa	Pelajar / Mahasiswa	33	-.0752859	.95646147	.16649857
	Wiraswasta	42	-.0135737	1.18640048	.18306557
	Pegawai Swasta	33	.2010098	.78903855	.13735398
	Guru / Dosen	5	-.0673045	.83482946	.37334708
	Ibu Rumah Tangga	7	-.4631814	1.02090519	.38586589
	Total	120	.0000000	1.0000000	.09128709
Nilai Pelanggan	Pelajar / Mahasiswa	33	-.0517072	1.05876513	.18430735
	Wiraswasta	42	.0742543	.96929923	.14956612
	Pegawai Swasta	33	.0145304	.99858039	.17383053
	Guru / Dosen	5	-.5336778	1.31669268	.58884287
	Ibu Rumah Tangga	7	.1109344	.80895377	.30575579
	Total	120	.0000000	1.0000000	.09128709
Loyalitas Pelanggan	Pelajar / Mahasiswa	33	-.3091090	.95403433	.16607606
	Wiraswasta	42	.2325613	.92026084	.14199933
	Pegawai Swasta	33	-.0413224	1.10581601	.19249786
	Guru / Dosen	5	-.2070830	1.42683168	.63809852
	Ibu Rumah Tangga	7	.4045821	.41572399	.15712890
	Total	120	.0000000	1.0000000	.09128709

Harga	Pelajar / Mahasiswa	33	.0230524	.87689486	.15264780
	Wiraswasta	42	-.2260165	1.02567650	.15826532
	Pegawai Swasta	33	.0687283	1.08899101	.18956900
	Guru / Dosen	5	.8685511	.61198358	.27368738
	Ibu Rumah Tangga	7	.3030247	.92021165	.34780731
	Total	120	.0000000	1.00000000	.09128709

Descriptives

		95% Confidence Interval for Mean			
		Lower Bound	Upper Bound	Minimum	Maximum
Reputasi Perusahaan	Pelajar / Mahasiswa	-.49	.32	-3	2
	Wiraswasta	-.47	.26	-3	2
	Pegawai Swasta	.06	.39	-1	1
	Guru / Dosen	-1.64	1.57	-2	1
	Ibu Rumah Tangga	-.84	.79	-2	1
	Total	-.18	.18	-3	2
Kualitas Jasa	Pelajar / Mahasiswa	-.4144324	.2638606	-2.04040	1.53467
	Wiraswasta	-.3832821	.3561347	-4.99047	1.69491
	Pegawai Swasta	-.0787711	.4807907	-1.69832	1.87540
	Guru / Dosen	-1.1038822	.9692732	-1.30391	.62206
	Ibu Rumah Tangga	-1.4073612	.4809984	-1.79781	.57497
	Total	-.1807576	.1807576	-4.99047	1.87540
Nilai Pelanggan	Pelajar / Mahasiswa	-.4271290	.3237146	-1.97630	2.24250
	Wiraswasta	-.2278006	.3763092	-2.23915	1.38420
	Pegawai Swasta	-.3395508	.3686116	-3.57273	1.08228
	Guru / Dosen	-2.1685677	1.1012121	-2.27822	.83623
	Ibu Rumah Tangga	-.6372230	.8590919	-.91942	1.13815
	Total	-.1807576	.1807576	-3.57273	2.24250

Loyalitas Pelanggan	Pelajar / Mahasiswa	- .6473948	.0291769	-2.52008	1.61790
	Wiraswasta	-.0542122	.5193348	-1.86770	1.99589
	Pegawai Swasta	-.4334277	.3507830	-2.60888	1.99589
	Guru / Dosen	-1.9787285	1.5645625	-2.20037	.83494
	Ibu Rumah Tangga	.0201015	.7890627	-.26772	.92374
	Total	-.1807576	.1807576	-2.60888	1.99589
Harga	Pelajar / Mahasiswa	-.2878810	.3339858	-1.94460	1.21207
	Wiraswasta	-.5456398	.0936068	-3.52510	1.97734
	Pegawai Swasta	-.3174112	.4548677	-3.03650	1.97734
	Guru / Dosen	.1086731	1.6284290	.12936	1.36134
	Ibu Rumah Tangga	-.5480291	1.1540786	-1.01902	1.36134
	Total	-.1807576	.1807576	-3.52510	1.97734

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Reputasi Perusahaan	4.419	4	115	.002
Kualitas Jasa	.739	4	115	.567
Nilai Pelanggan	.657	4	115	.623
Loyalitas Pelanggan	2.187	4	115	.075
Harga	.530	4	115	.714

ANOVA

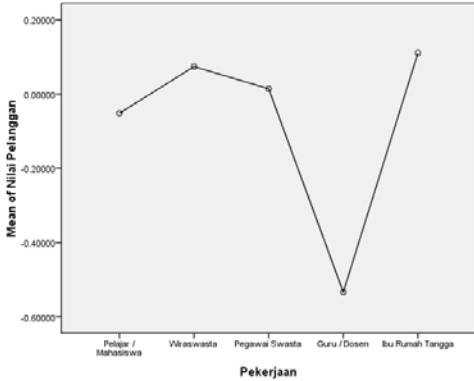
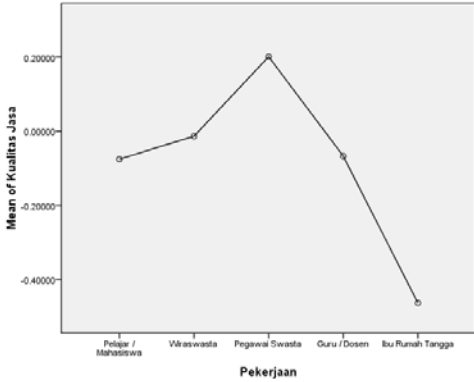
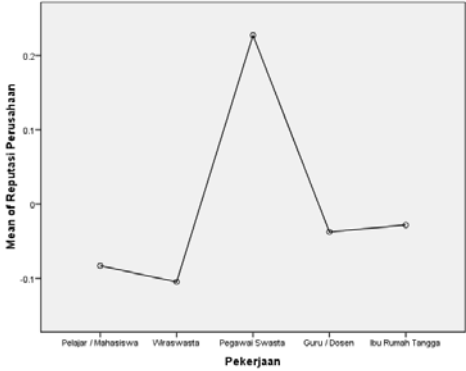
		Sum of Squares	df	Mean Square
Reputasi Perusahaan	Between Groups	2.409	4	.602
	Within Groups	116.591	115	1.014
	Total	119.000	119	

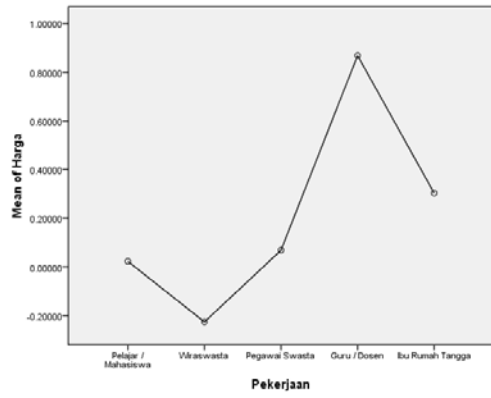
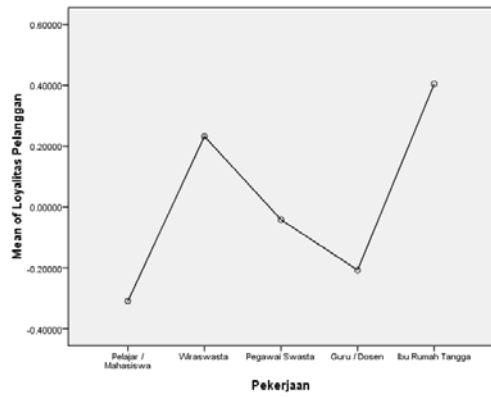
Kualitas Jasa	Between Groups	3.053	4	.763
	Within Groups	115.947	115	1.008
	Total	119.000	119	
Nilai Pelanggan	Between Groups	1.837	4	.459
	Within Groups	117.163	115	1.019
	Total	119.000	119	
Loyalitas Pelanggan	Between Groups	6.841	4	1.710
	Within Groups	112.159	115	.975
	Total	119.000	119	
Harga	Between Groups	6.734	4	1.683
	Within Groups	112.266	115	.976
	Total	119.000	119	

ANOVA

		F	Sig.
Reputasi Perusahaan	Between Groups	.594	.668
Kualitas Jasa	Between Groups	.757	.555
Nilai Pelanggan	Between Groups	.451	.772
Loyalitas Pelanggan	Between Groups	1.754	.143
Harga	Between Groups	1.724	.149

Means Plots





5. Penghasilan

Descriptives

		N	Mean	Std. Deviation	Std. Error
Reputasi Perusahaan	Rp 2.000.000 - Rp 5.000.000	60	.03	1.113	.144
	Rp 5.000.000 - Rp 10.000.000	48	.03	.812	.117
	> Rp 10.000.000	12	-.29	1.120	.323
	Total	120	.00	1.000	.091
Kualitas Jasa	Rp 2.000.000 - Rp 5.000.000	60	-.0751001	.90218157	.11647114
	Rp 5.000.000 - Rp 10.000.000	48	.2359936	.84639905	.12216718
	> Rp 10.000.000	12	-.5684737	1.66291175	.48004127
	Total	120	.0000000	1.0000000	.09128709
Nilai Pelanggan	Rp 2.000.000 - Rp 5.000.000	60	-.0638094	1.00238647	.12940754
	Rp 5.000.000 - Rp 10.000.000	48	.0719969	.98723344	.14249487
	> Rp 10.000.000	12	.0310593	1.10395042	.31868304
	Total	120	.0000000	1.0000000	.09128709
Loyalitas Pelanggan	Rp 2.000.000 - Rp 5.000.000	60	-.1165463	1.02972706	.13293719
	Rp 5.000.000 - Rp 10.000.000	48	.1440869	.98955827	.14283043
	> Rp 10.000.000	12	.0063842	.88443438	.25531421
	Total	120	.0000000	1.0000000	.09128709
Harga	Rp 2.000.000 - Rp 5.000.000	60	.1028238	.93275740	.12041846
	Rp 5.000.000 - Rp 10.000.000	48	-.0419226	1.01958151	.14716392
	> Rp 10.000.000	12	-.3464283	1.23031024	.35515997
	Total	120	.0000000	1.0000000	.09128709

Descriptives

		95% Confidence Interval for Mean	
		Lower Bound	Upper Bound
Reputasi Perusahaan	Rp 2.000.000 - Rp 5.000.000	-.26	.32
	Rp 5.000.000 - Rp 10.000.000	-.20	.27
	> Rp 10.000.000	-1.00	.42
	Total	-.18	.18
Kualitas Jasa	Rp 2.000.000 - Rp 5.000.000	-.3081583	.1579581
	Rp 5.000.000 - Rp 10.000.000	-.0097751	.4817622
	> Rp 10.000.000	-1.6250374	.4880900
	Total	-.1807576	.1807576
Nilai Pelanggan	Rp 2.000.000 - Rp 5.000.000	-.3227533	.1951345
	Rp 5.000.000 - Rp 10.000.000	-.2146658	.3586596
	> Rp 10.000.000	-.6703574	.7324759
	Total	-.1807576	.1807576
Loyalitas Pelanggan	Rp 2.000.000 - Rp 5.000.000	-.3825530	.1494604
	Rp 5.000.000 - Rp 10.000.000	-.1432509	.4314246
	> Rp 10.000.000	-.5555586	.5683270
	Total	-.1807576	.1807576
Harga	Rp 2.000.000 - Rp 5.000.000	-.1381330	.3437805
	Rp 5.000.000 - Rp 10.000.000	-.3379782	.2541330
	> Rp 10.000.000	-1.1281302	.4352735
	Total	-.1807576	.1807576

Descriptives

		Minimum	Maximum
Reputasi Perusahaan	Rp 2.000.000 - Rp 5.000.000	-3	2
	Rp 5.000.000 - Rp 10.000.000	-3	1
	> Rp 10.000.000	-2	1
	Total	-3	2
Kualitas Jasa	Rp 2.000.000 - Rp 5.000.000	-2.04040	1.53467
	Rp 5.000.000 - Rp 10.000.000	-1.69832	1.87540
	> Rp 10.000.000	-4.99047	1.69491
	Total	-4.99047	1.87540
Nilai Pelanggan	Rp 2.000.000 - Rp 5.000.000	-2.27822	2.24250
	Rp 5.000.000 - Rp 10.000.000	-3.57273	1.38420
	> Rp 10.000.000	-2.23915	1.38420
	Total	-3.57273	2.24250
Loyalitas Pelanggan	Rp 2.000.000 - Rp 5.000.000	-2.60888	1.99589
	Rp 5.000.000 - Rp 10.000.000	-2.43128	1.99589
	> Rp 10.000.000	-1.79187	.92374
	Total	-2.60888	1.99589
Harga	Rp 2.000.000 - Rp 5.000.000	-1.94460	1.97734
	Rp 5.000.000 - Rp 10.000.000	-3.03650	1.97734
	> Rp 10.000.000	-3.52510	1.21207
	Total	-3.52510	1.97734

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Reputasi Perusahaan	1.734	2	117	.181
Kualitas Jasa	3.073	2	117	.050
Nilai Pelanggan	.579	2	117	.562
Loyalitas Pelanggan	.837	2	117	.436
Harga	.108	2	117	.898

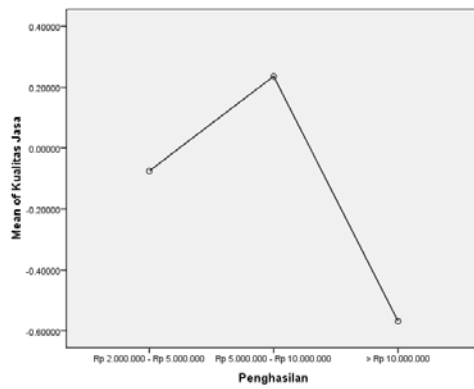
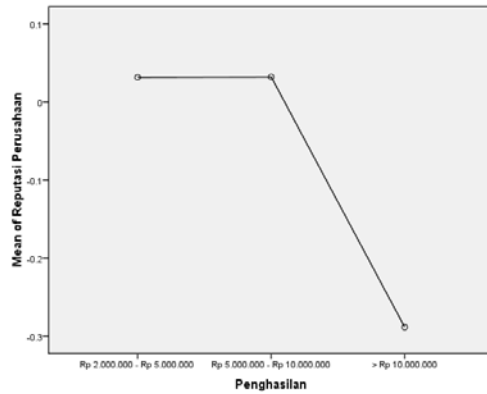
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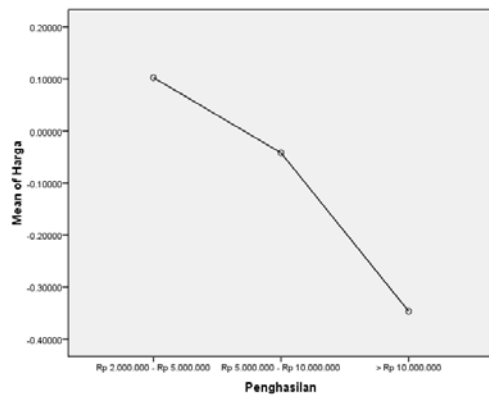
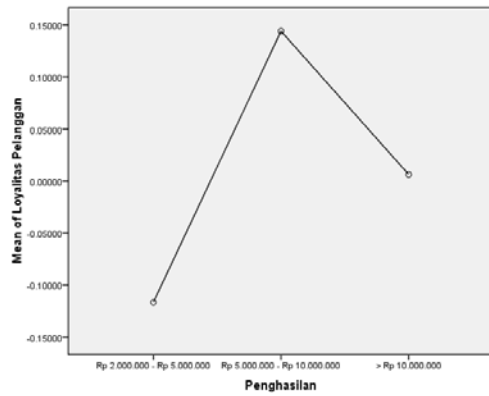
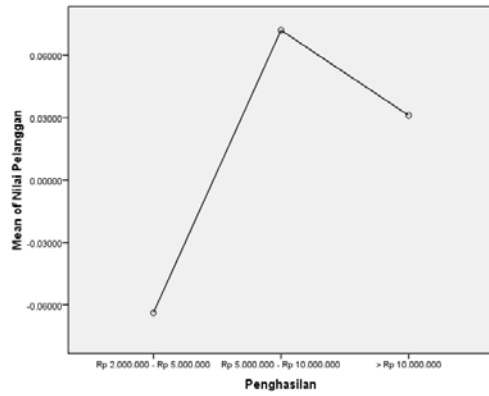
		Sum of Squares	df	Mean Square
Reputasi Perusahaan	Between Groups	1.110	2	.555
	Within Groups	117.890	117	1.008
	Total	119.000	119	
Kualitas Jasa	Between Groups	6.890	2	3.445
	Within Groups	112.110	117	.958
	Total	119.000	119	
Nilai Pelanggan	Between Groups	.505	2	.252
	Within Groups	118.495	117	1.013
	Total	119.000	119	
Loyalitas Pelanggan	Between Groups	1.812	2	.906
	Within Groups	117.188	117	1.002
	Total	119.000	119	
Harga	Between Groups	2.159	2	1.079
	Within Groups	116.841	117	.999
	Total	119.000	119	

ANOVA

		F	Sig.
Reputasi Perusahaan	Between Groups	.551	.578
Kualitas Jasa	Between Groups	3.595	.031
Nilai Pelanggan	Between Groups	.249	.780
Loyalitas Pelanggan	Between Groups	.905	.408
Harga	Between Groups	1.081	.343

Means Plots





6. Keberadaan JNE

Descriptives

		N	Mean	Std. Deviation	Std. Error
Reputasi Perusahaan	Teman	61	.00	.976	.125
	Promosi	9	-.09	.860	.287
	Internet	14	.37	.962	.257
	Saudara	21	-.06	1.120	.244
	Kebetulan Lewat	15	-.22	1.071	.276
	Total	120	.00	1.000	.091
Kualitas Jasa	Teman	61	-.0782886	1.13718736	.14560192
	Promosi	9	.1811409	.77858818	.25952939
	Internet	14	.1626428	.69046806	.18453535
	Saudara	21	-.0367768	.91605835	.19990032
	Kebetulan Lewat	15	.1093766	.93847780	.24231393
	Total	120	.0000000	1.0000000	.09128709
Nilai Pelanggan	Teman	61	-.0006130	1.05157891	.13464088
	Promosi	9	.2975827	.76835862	.25611954
	Internet	14	-.0626026	1.02932775	.27509941
	Saudara	21	.0318527	1.07263725	.23406864
	Kebetulan Lewat	15	-.1622214	.83986646	.21685259
	Total	120	.0000000	1.0000000	.09128709
Loyalitas Pelanggan	Teman	61	.0222443	1.04659821	.13400317
	Promosi	9	-.1614307	1.05126741	.35042247
	Internet	14	-.3361582	1.20545011	.32217009
	Saudara	21	.2882898	.86025240	.18772246
	Kebetulan Lewat	15	-.0834598	.70957442	.18321133
	Total	120	.0000000	1.0000000	.09128709

Harga	Teman	61	-.0142842	1.12033521	.14344422
	Promosi	9	-.4066071	.84563250	.28187750
	Internet	14	.0593734	.85305162	.22798763
	Saudara	21	.1025113	.94978575	.20726024
	Kebetulan Lewat	15	.1031226	.78094762	.20163981
	Total	120	.0000000	1.00000000	.09128709

Descriptives

		95% Confidence Interval for Mean			
		Lower Bound	Upper Bound	Minimum	Maximum
Reputasi Perusahaan	Teman	-.25	.25	-2	2
	Promosi	-.75	.57	-2	1
	Internet	-.19	.93	-3	2
	Saudara	-.57	.45	-3	2
	Kebetulan Lewat	-.81	.37	-3	1
	Total	-.18	.18	-3	2
Kualitas Jasa	Teman	-.3695358	.2129586	-4.99047	1.69491
	Promosi	-.4173350	.7796167	-1.00706	1.41213
	Internet	-.2360216	.5613072	-1.02154	1.39650
	Saudara	-.4537616	.3802079	-1.80216	1.51543
	Kebetulan Lewat	-.4103351	.6290883	-1.82549	1.87540
	Total	-.1807576	.1807576	-4.99047	1.87540
Nilai Pelanggan	Teman	-.2699349	.2687089	-3.57273	2.24250
	Promosi	-.2930300	.8881954	-1.12641	1.08228
	Internet	-.6569188	.5317135	-1.97630	.84464
	Saudara	-.4564059	.5201113	-2.27822	1.38420
	Kebetulan Lewat	-.6273240	.3028811	-1.97630	.83623
	Total	-.1807576	.1807576	-3.57273	2.24250

Loyalitas Pelanggan	Teman	-2458019	.2902906	-2.60888	1.99589
	Promosi	-.9695064	.6466449	-1.50621	1.61790
	Internet	-1.0321644	.3598479	-2.20037	1.99589
	Saudara	-.1032923	.6798720	-1.61427	1.93761
	Kebetulan Lewat	-.4764091	.3094894	-1.79187	.92374
	Total	-.1807576	.1807576	-2.60888	1.99589
Harga	Teman	-.3012154	.2726469	-3.52510	1.97734
	Promosi	-1.0566178	.2434036	-1.62716	.73131
	Internet	-.4331640	.5519107	-1.44814	1.97734
	Saudara	-.3298260	.5348486	-1.94460	1.36134
	Kebetulan Lewat	-.3293517	.5355970	-1.47003	1.21207
	Total	-.1807576	.1807576	-3.52510	1.97734

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Reputasi Perusahaan	.422	4	115	.793
Kualitas Jasa	.898	4	115	.467
Nilai Pelanggan	.651	4	115	.627
Loyalitas Pelanggan	1.448	4	115	.223
Harga	1.355	4	115	.254

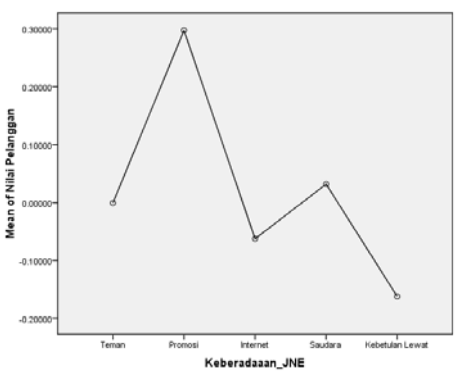
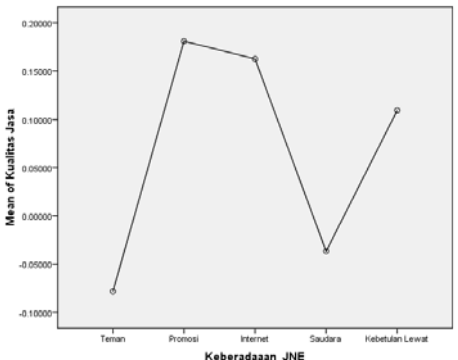
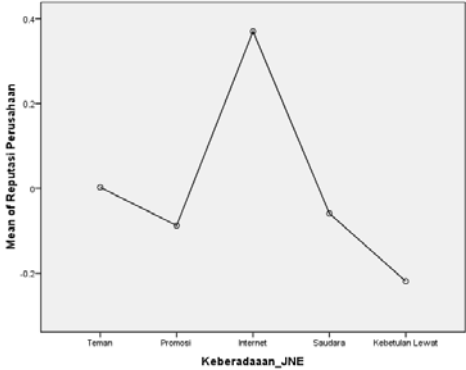
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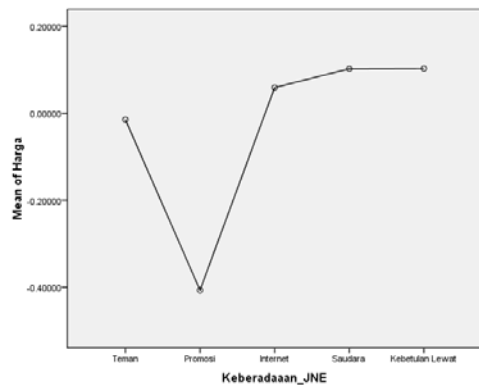
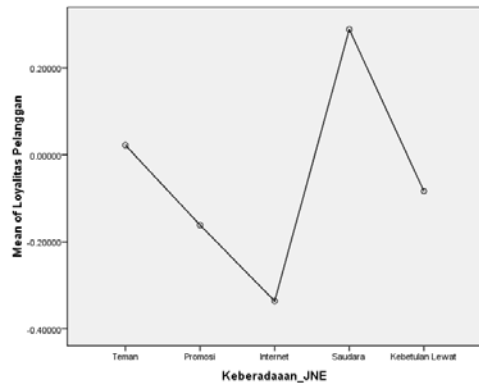
		Sum of Squares	df	Mean Square
Reputasi Perusahaan	Between Groups	2.781	4	.695
	Within Groups	116.219	115	1.011
	Total	119.000	119	
Kualitas Jasa	Between Groups	1.247	4	.312
	Within Groups	117.753	115	1.024
	Total	119.000	119	
Nilai Pelanggan	Between Groups	1.268	4	.317
	Within Groups	117.732	115	1.024
	Total	119.000	119	
Loyalitas Pelanggan	Between Groups	3.697	4	.924
	Within Groups	115.303	115	1.003
	Total	119.000	119	
Harga	Between Groups	1.930	4	.482
	Within Groups	117.070	115	1.018
	Total	119.000	119	

ANOVA

		F	Sig.
Reputasi Perusahaan	Between Groups	.688	.602
Kualitas Jasa	Between Groups	.305	.874
Nilai Pelanggan	Between Groups	.310	.871
Loyalitas Pelanggan	Between Groups	.922	.454
Harga	Between Groups	.474	.755

Means Plots





7. Pengiriman Sebulan

Descriptives

		N	Mean	Std. Deviation	Std. Error
Reputasi Perusahaan	1 - 6 Kali	14	-.11	1.442	.385
	7 - 15 Kali	35	.08	.905	.153
	16 - 24 Kali	64	.00	.922	.115
	25 - 31 Kali	7	-.13	1.294	.489
	Total	120	.00	1.000	.091
Kualitas Jasa	1 - 6 Kali	14	-.5822727	1.61838972	.43253285
	7 - 15 Kali	35	-.1091783	.86835571	.14677891
	16 - 24 Kali	64	.2026437	.88076437	.11009555
	25 - 31 Kali	7	-.1423050	.64646826	.24434203
	Total	120	.0000000	1.00000000	.09128709
Nilai Pelanggan	1 - 6 Kali	14	-.0344457	1.12277893	.30007529
	7 - 15 Kali	35	-.1834177	1.16335746	.19664330
	16 - 24 Kali	64	.0963185	.89064743	.11133093
	25 - 31 Kali	7	.1053537	.89029067	.33649824
	Total	120	.0000000	1.00000000	.09128709
Loyalitas Pelanggan	1 - 6 Kali	14	.1085081	.87787312	.23462146
	7 - 15 Kali	35	-.2456723	1.06670141	.18030545
	16 - 24 Kali	64	.1290580	.94903572	.11862946
	25 - 31 Kali	7	-.1686134	1.29164320	.48819524
	Total	120	.0000000	1.00000000	.09128709
Harga	1 - 6 Kali	14	-.1515247	.94343254	.25214295
	7 - 15 Kali	35	.0136536	1.16808436	.19744229
	16 - 24 Kali	64	.0417830	.95165986	.11895748
	25 - 31 Kali	7	-.1472351	.75178003	.28414614
	Total	120	.0000000	1.00000000	.09128709

Descriptives

		95% Confidence Interval for Mean			
		Lower Bound	Upper Bound	Minimum	Maximum
Reputasi Perusahaan	1 - 6 Kali	-.94	.72	-3	2
	7 - 15 Kali	-.23	.39	-2	2
	16 - 24 Kali	-.23	.23	-3	1
	25 - 31 Kali	-1.33	1.06	-3	1
	Total	-.18	.18	-3	2
Kualitas Jasa	1 - 6 Kali	-1.5167031	.3521577	-4.99047	1.51543
	7 - 15 Kali	-.4074689	.1891123	-2.04040	1.25072
	16 - 24 Kali	-.0173647	.4226520	-1.82734	1.87540
	25 - 31 Kali	-.7401884	.4555784	-1.38933	.55642
	Total	-.1807576	.1807576	-4.99047	1.87540
Nilai Pelanggan	1 - 6 Kali	-.6827189	.6138276	-2.23915	1.38420
	7 - 15 Kali	-.5830450	.2162095	-3.57273	1.33673
	16 - 24 Kali	-.1261586	.3187956	-2.27822	2.24250
	25 - 31 Kali	-.7180278	.9287352	-1.41992	.83623
	Total	-.1807576	.1807576	-3.57273	2.24250
Loyalitas Pelanggan	1 - 6 Kali	-.3983607	.6153770	-1.37039	1.26271
	7 - 15 Kali	-.6120971	.1207524	-2.60888	1.99589
	16 - 24 Kali	-.1080041	.3661201	-2.43128	1.99589
	25 - 31 Kali	-1.3631841	1.0259573	-2.20037	.83494
	Total	-.1807576	.1807576	-2.60888	1.99589
Harga	1 - 6 Kali	-.6962464	.3931971	-1.47003	1.36134
	7 - 15 Kali	-.3875974	.4149046	-3.52510	1.97734
	16 - 24 Kali	-.1959345	.2795006	-3.03650	1.97734
	25 - 31 Kali	-.8425156	.5480455	-1.01902	1.06279
	Total	-.1807576	.1807576	-3.52510	1.97734

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Reputasi Perusahaan	2.292	3	116	.082
Kualitas Jasa	2.735	3	116	.047
Nilai Pelanggan	1.948	3	116	.126
Loyalitas Pelanggan	.836	3	116	.477
Harga	1.089	3	116	.357

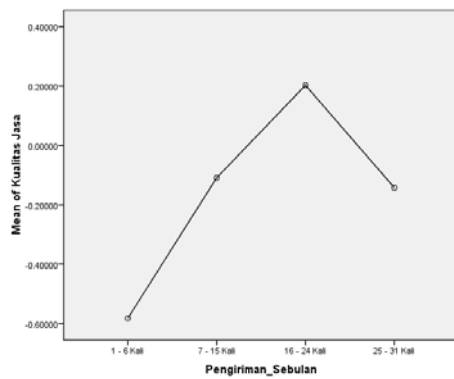
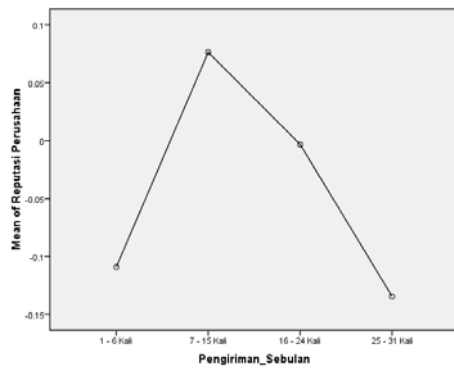
ANOVA

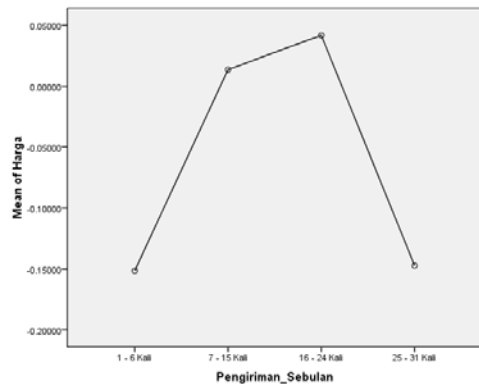
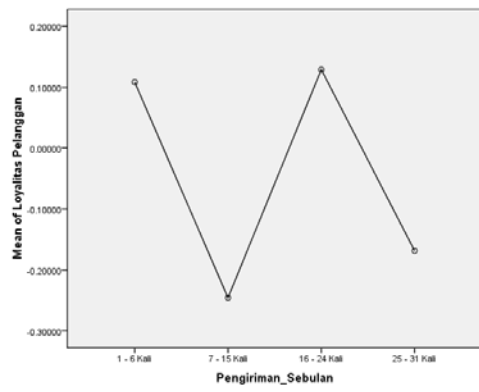
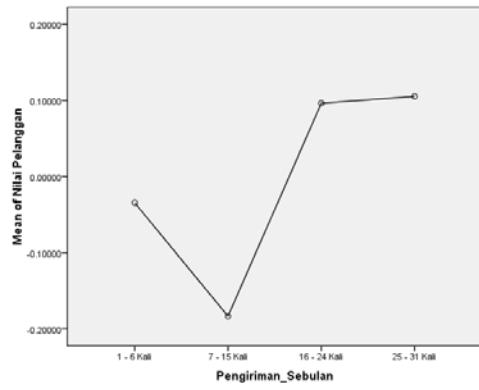
		Sum of Squares	df	Mean Square
Reputasi Perusahaan	Between Groups	.498	3	.166
	Within Groups	118.502	116	1.022
	Total	119.000	119	
Kualitas Jasa	Between Groups	7.934	3	2.645
	Within Groups	111.066	116	.957
	Total	119.000	119	
Nilai Pelanggan	Between Groups	1.866	3	.622
	Within Groups	117.134	116	1.010
	Total	119.000	119	
Loyalitas Pelanggan	Between Groups	3.542	3	1.181
	Within Groups	115.458	116	.995
	Total	119.000	119	
Harga	Between Groups	.591	3	.197
	Within Groups	118.409	116	1.021
	Total	119.000	119	

ANOVA

		F	Sig.
Reputasi Perusahaan	Between Groups	.163	.921
Kualitas Jasa	Between Groups	2.762	.045
Nilai Pelanggan	Between Groups	.616	.606
Loyalitas Pelanggan	Between Groups	1.186	.318
Harga	Between Groups	.193	.901

Means Plots





8. Jenis Bisnis

Descriptives

		N	Mean	Std. Deviation	Std. Error
Reputasi Perusahaan	Bisnis Elektronik	29	-.17	1.077	.200
	Bisnis Fashion	54	-.14	1.040	.141
	Bisnis Kuliner	13	.26	.493	.137
	Bisnis Kosmetik	15	.44	.930	.240
	Bisnis Mainan	7	.20	1.131	.427
	Lainnya	2	.54	.000	.000
	Total	120	.00	1.000	.091
Kualitas Jasa	Bisnis Elektronik	29	-.2167892	1.29801566	.24103546
	Bisnis Fashion	54	.0084020	.95648401	.13016099
	Bisnis Kuliner	13	.0475660	.91737810	.25443490
	Bisnis Kosmetik	15	.3346612	.54938755	.14185125
	Bisnis Mainan	7	-.1455170	.91187821	.34465757
	Lainnya	2	.6067607	.24963312	.17651727
	Total	120	.0000000	1.0000000	.09128709
Nilai Pelanggan	Bisnis Elektronik	29	-.0062571	1.07018640	.19872863
	Bisnis Fashion	54	-.0552510	1.02197336	.13907296
	Bisnis Kuliner	13	-.0119459	1.07862156	.29915580
	Bisnis Kosmetik	15	.0474526	.96009223	.24789475
	Bisnis Mainan	7	.3845299	.73633824	.27830970
	Lainnya	2	-.0415950	.46649063	.32985869
	Total	120	.0000000	1.0000000	.09128709
Loyalitas Pelanggan	Bisnis Elektronik	29	.1695323	.85374651	.15853675
	Bisnis Fashion	54	-.1997532	1.04963405	.14283710
	Bisnis Kuliner	13	-.4311287	.97686297	.27093304
	Bisnis Kosmetik	15	.6393729	.82637925	.21337021

	Bisnis Mainan	7	.2405464	1.03212962	.39010833
	Lainnya	2	.1002461	.91343859	.64589862
	Total	120	.0000000	1.00000000	.09128709
Harga	Bisnis Elektronik	29	-.1031310	1.09966753	.20420313
	Bisnis Fashion	54	-.0705446	.98792899	.13444011
	Bisnis Kuliner	13	.4443625	.87361423	.24229699
	Bisnis Kosmetik	15	.0387112	1.02021993	.26341965
	Bisnis Mainan	7	-.0301072	.99839375	.37735737
	Lainnya	2	.3267887	.56098131	.39667369
	Total	120	.0000000	1.00000000	.09128709

Descriptives

		95% Confidence Interval for Mean			
		Lower Bound	Upper Bound	Minimum	Maximum
Reputasi Perusahaan	Bisnis Elektronik	-.58	.24	-2	1
	Bisnis Fashion	-.42	.14	-3	2
	Bisnis Kuliner	-.03	.56	0	1
	Bisnis Kosmetik	-.08	.95	-2	2
	Bisnis Mainan	-.84	1.25	-2	2
	Lainnya	.54	.54	1	1
	Total	-.18	.18	-3	2
Kualitas Jasa	Bisnis Elektronik	-.7105280	.2769495	-4.99047	1.69491
	Bisnis Fashion	-.2526679	.2694719	-1.87591	1.87540
	Bisnis Kuliner	-.5068000	.6019321	-1.30391	1.51543
	Bisnis Kosmetik	.0304205	.6389019	-.57516	1.39650
	Bisnis Mainan	-.9888637	.6978296	-1.53812	1.15828
	Lainnya	-1.6361039	2.8496253	.43024	.78328
	Total	-.1807576	.1807576	-4.99047	1.87540

Nilai Pelanggan	Bisnis Elektronik	-.4133343	.4008200	-3.57273	1.38420
	Bisnis Fashion	-.3341960	.2236940	-2.27822	2.24250
	Bisnis Kuliner	-.6637504	.6398586	-2.27822	1.38420
	Bisnis Kosmetik	-.4842288	.5791340	-1.67437	1.33673
	Bisnis Mainan	-.2964694	1.0655292	-.91942	1.08228
	Lainnya	-4.2328470	4.1496570	-.37145	.28826
	Total	-.1807576	.1807576	-3.57273	2.24250
Loyalitas Pelanggan	Bisnis Elektronik	-.1552155	.4942801	-2.20037	.92374
	Bisnis Fashion	-.4862481	.0867417	-2.60888	1.99589
	Bisnis Kuliner	-1.0214411	.1591836	-2.20037	.92374
	Bisnis Kosmetik	.1817393	1.0970064	-1.28159	1.99589
	Bisnis Mainan	-.7140143	1.1951071	-1.37039	1.61790
	Lainnya	-8.1066740	8.3071662	-.54565	.74614
	Total	-.1807576	.1807576	-2.60888	1.99589
Harga	Bisnis Elektronik	-.5214221	.3151602	-3.52510	1.36134
	Bisnis Fashion	-.3401973	.1991081	-3.03650	1.97734
	Bisnis Kuliner	-.0835573	.9722823	-.83515	1.36134
	Bisnis Kosmetik	-.5262678	.6036902	-1.48573	1.97734
	Bisnis Mainan	-.9534674	.8932530	-1.47003	.73131
	Lainnya	-4.7134284	5.3670058	-.06988	.72346
	Total	-.1807576	.1807576	-3.52510	1.97734

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Reputasi Perusahaan	1.891	5	114	.101
Kualitas Jasa	1.616	5	114	.161
Nilai Pelanggan	.660	5	114	.655
Loyalitas Pelanggan	.671	5	114	.646
Harga	.299	5	114	.912

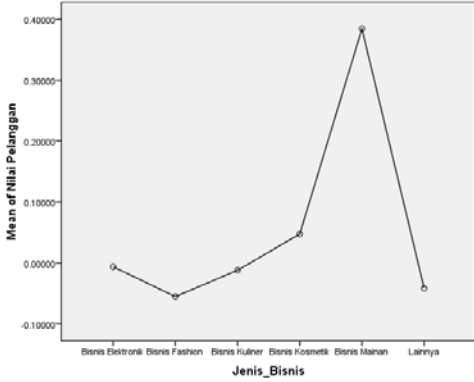
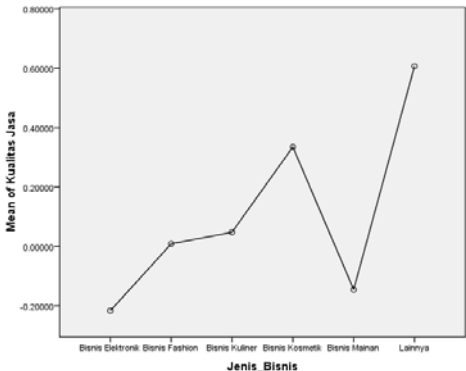
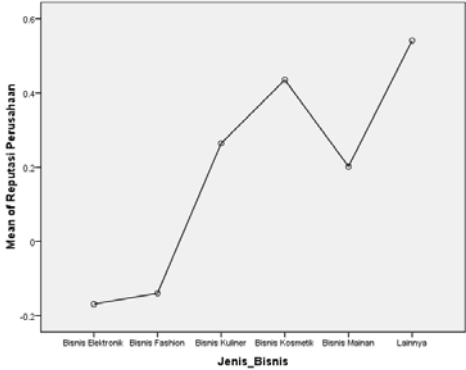
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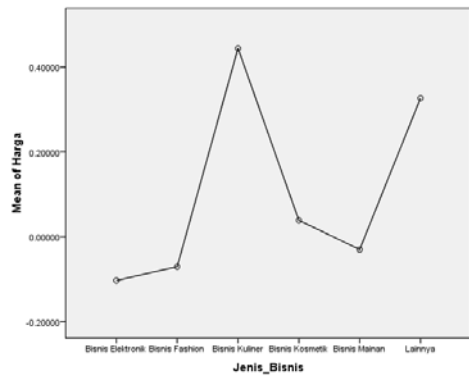
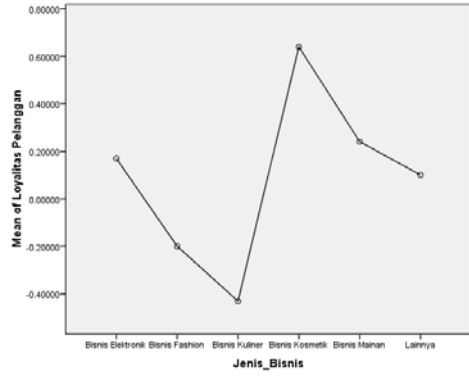
		Sum of Squares	df	Mean Square
Reputasi Perusahaan	Between Groups	6.502	5	1.300
	Within Groups	112.498	114	.987
	Total	119.000	119	
Kualitas Jasa	Between Groups	3.961	5	.792
	Within Groups	115.039	114	1.009
	Total	119.000	119	
Nilai Pelanggan	Between Groups	1.240	5	.248
	Within Groups	117.760	114	1.033
	Total	119.000	119	
Loyalitas Pelanggan	Between Groups	11.962	5	2.392
	Within Groups	107.038	114	.939
	Total	119.000	119	
Harga	Between Groups	3.387	5	.677
	Within Groups	115.613	114	1.014
	Total	119.000	119	

ANOVA

		F	Sig.
Reputasi Perusahaan	Between Groups	1.318	.261
Kualitas Jasa	Between Groups	.785	.563
Nilai Pelanggan	Between Groups	.240	.944
Loyalitas Pelanggan	Between Groups	2.548	.032
Harga	Between Groups	.668	.649

Means Plots





9. Ongkos Kirim

Descriptives

		N	Mean	Std. Deviation	Std. Error
Reputasi Perusahaan	Rp 5.000 - Rp 50.000	48	-.19	1.209	.174
	Rp 50.000 - Rp. 500.000	72	.12	.818	.096
	Total	120	.00	1.000	.091
Kualitas Jasa	Rp 5.000 - Rp 50.000	48	-.1659035	1.12876020	.16292250
	Rp 50.000 - Rp. 500.000	72	.1106023	.89533534	.10551628
	Total	120	.0000000	1.00000000	.09128709
Nilai Pelanggan	Rp 5.000 - Rp 50.000	48	-.1587626	1.05009021	.15156747
	Rp 50.000 - Rp. 500.000	72	.1058417	.95796992	.11289784
	Total	120	.0000000	1.00000000	.09128709
Loyalitas Pelanggan	Rp 5.000 - Rp 50.000	48	-.0831792	.98294766	.14187627
	Rp 50.000 - Rp. 500.000	72	.0554528	1.01423495	.11952874
	Total	120	.0000000	1.00000000	.09128709
Harga	Rp 5.000 - Rp 50.000	48	-.1837667	.99651243	.14383418
	Rp 50.000 - Rp. 500.000	72	.1225112	.99027413	.11670493
	Total	120	.0000000	1.00000000	.09128709

Descriptives

		95% Confidence Interval for Mean	
		Lower Bound	Upper Bound
Reputasi Perusahaan	Rp 5.000 - Rp 50.000	-.54	.16
	Rp 50.000 - Rp. 500.000	-.07	.32
	Total	-.18	.18
Kualitas Jasa	Rp 5.000 - Rp 50.000	-.4936613	.1618543
	Rp 50.000 - Rp. 500.000	-.0997912	.3209958
	Total	-.1807576	.1807576

Nilai Pelanggan	Rp 5.000 - Rp 50.000	-4636770	.1461518
	Rp 50.000 - Rp. 500.000	-.1192702	.3309536
	Total	-.1807576	.1807576
Loyalitas Pelanggan	Rp 5.000 - Rp 50.000	-.3685975	.2022390
	Rp 50.000 - Rp. 500.000	-.1828807	.2937864
	Total	-.1807576	.1807576
Harga	Rp 5.000 - Rp 50.000	-.4731238	.1055903
	Rp 50.000 - Rp. 500.000	-.1101919	.3552142
	Total	-.1807576	.1807576

Descriptives

		Minimum	Maximum
Reputasi Perusahaan	Rp 5.000 - Rp 50.000	-3	2
	Rp 50.000 - Rp. 500.000	-3	2
	Total	-3	2
Kualitas Jasa	Rp 5.000 - Rp 50.000	-4.99047	1.41213
	Rp 50.000 - Rp. 500.000	-1.87591	1.87540
	Total	-4.99047	1.87540
Nilai Pelanggan	Rp 5.000 - Rp 50.000	-2.27822	1.33673
	Rp 50.000 - Rp. 500.000	-3.57273	2.24250
	Total	-3.57273	2.24250
Loyalitas Pelanggan	Rp 5.000 - Rp 50.000	-2.52008	1.61790
	Rp 50.000 - Rp. 500.000	-2.60888	1.99589
	Total	-2.60888	1.99589
Harga	Rp 5.000 - Rp 50.000	-3.03650	1.36134
	Rp 50.000 - Rp. 500.000	-3.52510	1.97734
	Total	-3.52510	1.97734

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Reputasi Perusahaan	9.014	1	118	.003
Kualitas Jasa	.897	1	118	.346
Nilai Pelanggan	2.205	1	118	.140
Loyalitas Pelanggan	.049	1	118	.826
Harga	.120	1	118	.730

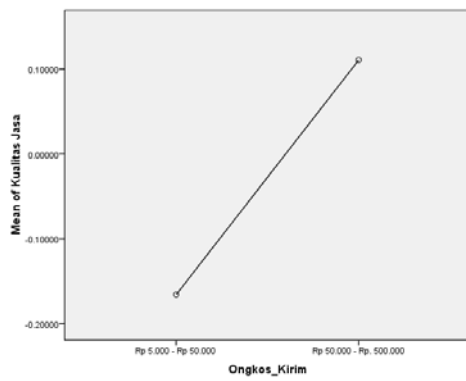
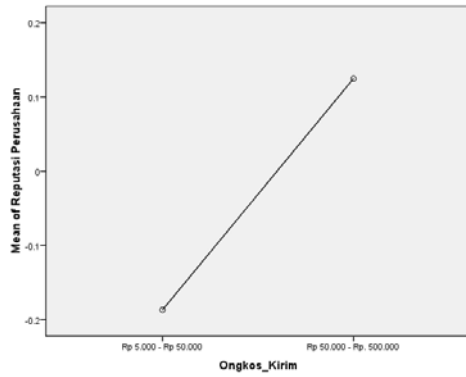
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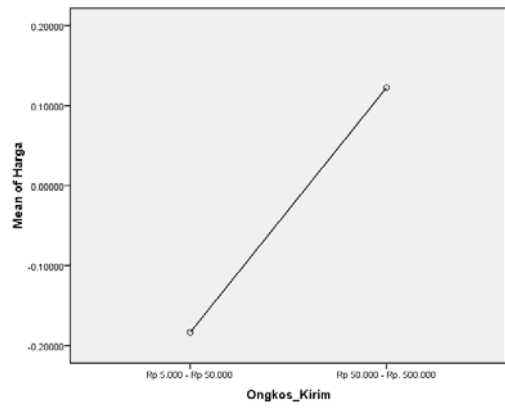
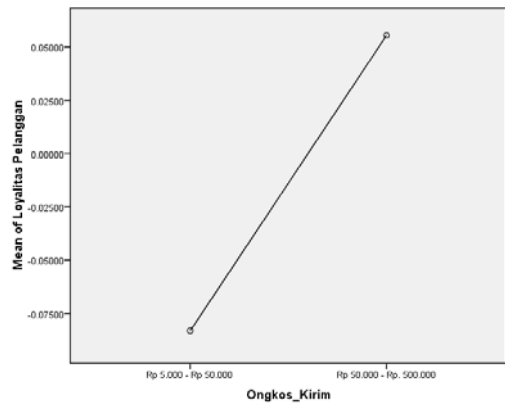
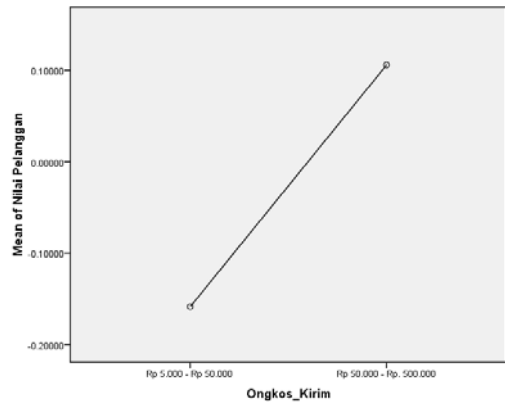
		Sum of Squares	df	Mean Square
Reputasi Perusahaan	Between Groups	2.796	1	2.796
	Within Groups	116.204	118	.985
	Total	119.000	119	
Kualitas Jasa	Between Groups	2.202	1	2.202
	Within Groups	116.798	118	.990
	Total	119.000	119	
Nilai Pelanggan	Between Groups	2.016	1	2.016
	Within Groups	116.984	118	.991
	Total	119.000	119	
Loyalitas Pelanggan	Between Groups	.554	1	.554
	Within Groups	118.446	118	1.004
	Total	119.000	119	
Harga	Between Groups	2.702	1	2.702
	Within Groups	116.298	118	.986
	Total	119.000	119	

ANOVA

		F	Sig.
Reputasi Perusahaan	Between Groups	2.840	.095
Kualitas Jasa	Between Groups	2.225	.138
Nilai Pelanggan	Between Groups	2.034	.156
Loyalitas Pelanggan	Between Groups	.551	.459
Harga	Between Groups	2.741	.100

Means Plots





10. Ongkos Kirim

Descriptives

		N	Mean	Std. Deviation
Reputasi Perusahaan	REG (Reguler)	117	.01	.988
	YES (Yakin Esok Sampai)	3	-.37	1.639
	Total	120	.00	1.000
Kualitas Jasa	REG (Reguler)	117	.0396702	.89871478
	YES (Yakin Esok Sampai)	3	-1.5471395	2.99525581
	Total	120	.0000000	1.00000000
Nilai Pelanggan	REG (Reguler)	117	.0048435	.98516970
	YES (Yakin Esok Sampai)	3	-.1888957	1.77557434
	Total	120	.0000000	1.00000000
Loyalitas Pelanggan	REG (Reguler)	117	-.0046980	1.01097312
	YES (Yakin Esok Sampai)	3	.1832220	.41047255
	Total	120	.0000000	1.00000000
Harga	REG (Reguler)	117	-.0107479	1.00444784
	YES (Yakin Esok Sampai)	3	.4191684	.84415179
	Total	120	.0000000	1.00000000

Descriptives

			95% Confidence Interval for Mean	
		Std. Error	Lower Bound	Upper Bound
Reputasi Perusahaan	REG (Reguler)	.091	-.17	.19
	YES (Yakin Esok Sampai)	.946	-4.44	3.71
	Total	.091	-.18	.18
Kualitas Jasa	REG (Reguler)	.08308621	-.1248925	.2042330
	YES (Yakin Esok Sampai)	1.72931175	-8.9877674	5.8934884
	Total	.09128709	-.1807576	.1807576

Nilai Pelanggan	REG (Reguler)	.09107897	-.1755499	.1852369
	YES (Yakin Esok Sampai)	1.02512832	-4.5996668	4.2218755
	Total	.09128709	-.1807576	.1807576
Loyalitas Pelanggan	REG (Reguler)	.09346450	-.1898162	.1804202
	YES (Yakin Esok Sampai)	.23698643	-.8364484	1.2028923
	Total	.09128709	-.1807576	.1807576
Harga	REG (Reguler)	.09286124	-.1946713	.1731755
	YES (Yakin Esok Sampai)	.48737126	-1.6778209	2.5161577
	Total	.09128709	-.1807576	.1807576

Descriptives

		Minimum	Maximum
Reputasi Perusahaan	REG (Reguler)	-3	2
	YES (Yakin Esok Sampai)	-2	1
	Total	-3	2
Kualitas Jasa	REG (Reguler)	-2.04040	1.87540
	YES (Yakin Esok Sampai)	-4.99047	.45588
	Total	-4.99047	1.87540
Nilai Pelanggan	REG (Reguler)	-3.57273	2.24250
	YES (Yakin Esok Sampai)	-2.23915	.83623
	Total	-3.57273	2.24250
Loyalitas Pelanggan	REG (Reguler)	-2.60888	1.99589
	YES (Yakin Esok Sampai)	-.24846	.56855
	Total	-2.60888	1.99589
Harga	REG (Reguler)	-3.52510	1.97734
	YES (Yakin Esok Sampai)	-.53660	1.06279
	Total	-3.52510	1.97734

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Reputasi Perusahaan	1.603	1	118	.208
Kualitas Jasa	23.339	1	118	.000
Nilai Pelanggan	2.882	1	118	.092
Loyalitas Pelanggan	2.306	1	118	.132
Harga	.261	1	118	.610

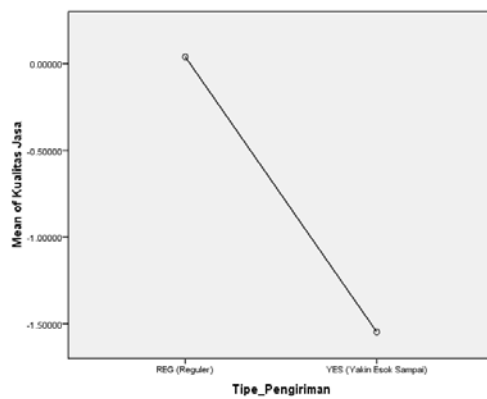
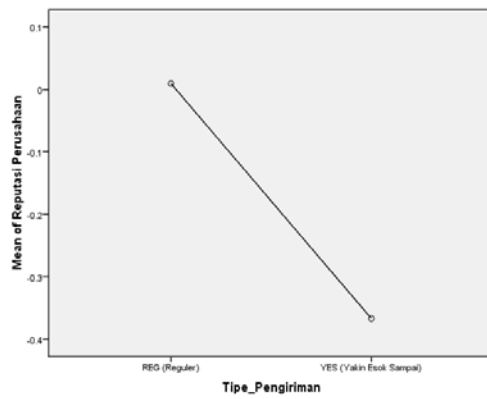
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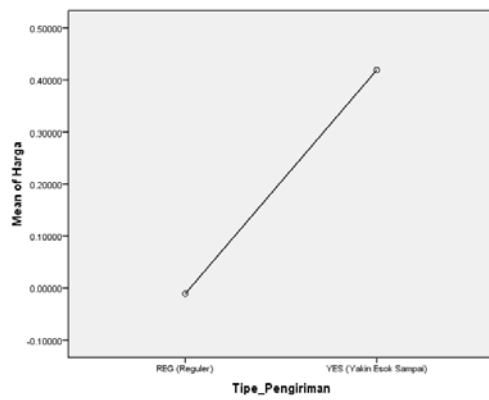
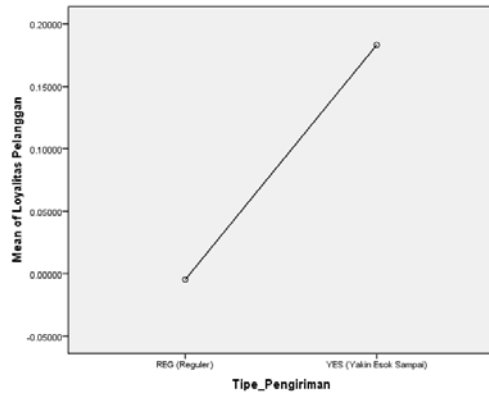
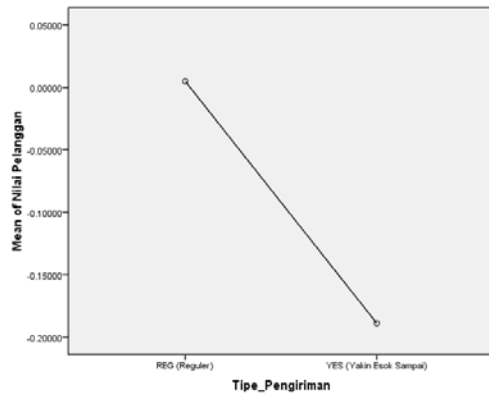
		Sum of Squares	df	Mean Square
Reputasi Perusahaan	Between Groups	.414	1	.414
	Within Groups	118.586	118	1.005
	Total	119.000	119	
Kualitas Jasa	Between Groups	7.365	1	7.365
	Within Groups	111.635	118	.946
	Total	119.000	119	
Nilai Pelanggan	Between Groups	.110	1	.110
	Within Groups	118.890	118	1.008
	Total	119.000	119	
Loyalitas Pelanggan	Between Groups	.103	1	.103
	Within Groups	118.897	118	1.008
	Total	119.000	119	
Harga	Between Groups	.541	1	.541
	Within Groups	118.459	118	1.004
	Total	119.000	119	

ANOVA

		F	Sig.
Reputasi Perusahaan	Between Groups	.412	.522
Kualitas Jasa	Between Groups	7.785	.006
Nilai Pelanggan	Between Groups	.109	.742
Loyalitas Pelanggan	Between Groups	.103	.749
Harga	Between Groups	.539	.465

Means Plots





11. Jasa Pengiriman Lain

Descriptives

		N	Mean	Std. Deviation	Std. Error
Reputasi Perusahaan	TiKi	96	-.09	1.068	.109
	Cipa Ganti	4	.44	.490	.245
	DHL	2	.54	.000	.000
	Lainnya	18	.32	.594	.140
	Total	120	.00	1.000	.091
Kualitas Jasa	TiKi	96	-.0274532	1.02798577	.10491836
	Cipa Ganti	4	1.0091198	.75965213	.37982606
	DHL	2	.5856568	.04347221	.03073949
	Lainnya	18	-.1429048	.82874716	.19533758
	Total	120	.0000000	1.0000000	.09128709
Nilai Pelanggan	TiKi	96	.0295438	1.04006494	.10615118
	Cipa Ganti	4	.6237600	.26510888	.13255444
	DHL	2	.4070851	.60690635	.42914759
	Lainnya	18	-.3414119	.82555977	.19458630
	Total	120	.0000000	1.0000000	.09128709
Loyalitas Pelanggan	TiKi	96	-.0307838	1.01325772	.10341518
	Cipa Ganti	4	-.0275858	1.08550186	.54275093
	DHL	2	1.1223642	.40647551	.28742159
	Lainnya	18	.0456031	.94287782	.22223843
	Total	120	.0000000	1.0000000	.09128709

Harga	TiKi	96	-.0140499	.94318773	.09626370
	Cipa Ganti	4	.2198419	.78503942	.39251971
	DHL	2	.5781125	1.10765683	.78323166
	Lainnya	18	-.0381559	1.33955733	.31573669
	Total	120	.0000000	1.00000000	.09128709

Descriptives

		95% Confidence Interval for Mean			
		Lower Bound	Upper Bound	Minimum	Maximum
Reputasi Perusahaan	TiKi	-.31	.13	-3	2
	Cipa Ganti	-.34	1.22	0	1
	DHL	.54	.54	1	1
	Lainnya	.03	.62	0	2
	Total	-.18	.18	-3	2
Kualitas Jasa	TiKi	-.2357425	.1808361	-4.99047	1.69491
	Cipa Ganti	-.1996563	2.2178958	.23249	1.87540
	DHL	.1950745	.9762391	.55492	.61640
	Lainnya	-.5550311	.2692215	-1.69832	.80616
	Total	-.1807576	.1807576	-4.99047	1.87540
Nilai Pelanggan	TiKi	-.1811930	.2402805	-3.57273	2.24250
	Cipa Ganti	.2019126	1.0456074	.28826	.83623
	DHL	-5.0457521	5.8599223	-.02206	.83623
	Lainnya	-.7519531	.0691294	-1.67437	.84464
	Total	-.1807576	.1807576	-3.57273	2.24250

Loyalitas Pelanggan	TiKi	-.2360889	.1745213	-2.60888	1.99589
	Cipa Ganti	-1.7548615	1.6996899	-1.28159	.92374
	DHL	-2.5296733	4.7744018	.83494	1.40979
	Lainnya	-.4232790	.5144852	-1.86770	1.32099
	Total	-.1807576	.1807576	-2.60888	1.99589
Harga	TiKi	-.2051575	.1770577	-3.03650	1.97734
	Cipa Ganti	-1.0293310	1.4690148	-.37329	1.36134
	DHL	-9.3737893	10.5300143	-.20512	1.36134
	Lainnya	-.7043021	.6279903	-3.52510	1.36134
	Total	-.1807576	.1807576	-3.52510	1.97734

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Reputasi Perusahaan	3.382	3	116	.021
Kualitas Jasa	.933	3	116	.427
Nilai Pelanggan	2.009	3	116	.117
Loyalitas Pelanggan	.592	3	116	.621
Harga	1.776	3	116	.156

ANOVA

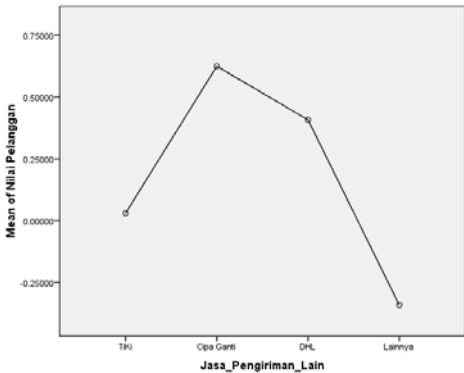
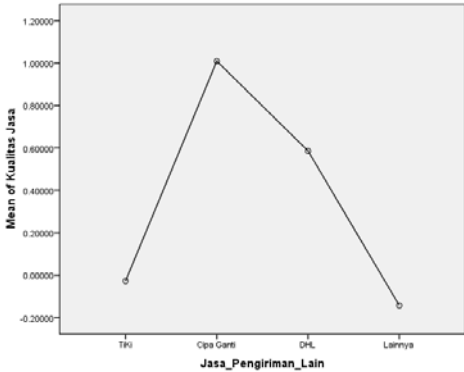
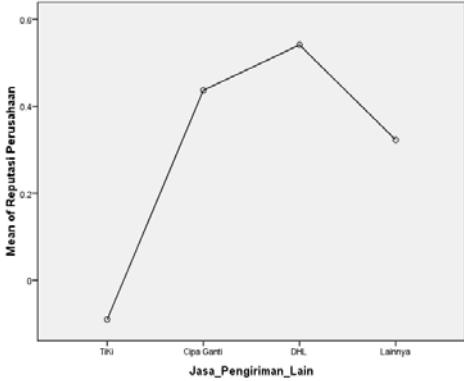
		Sum of Squares	df	Mean Square
Reputasi Perusahaan	Between Groups	4.002	3	1.334
	Within Groups	114.998	116	.991
	Total	119.000	119	
Kualitas Jasa	Between Groups	5.199	3	1.733
	Within Groups	113.801	116	.981
	Total	119.000	119	

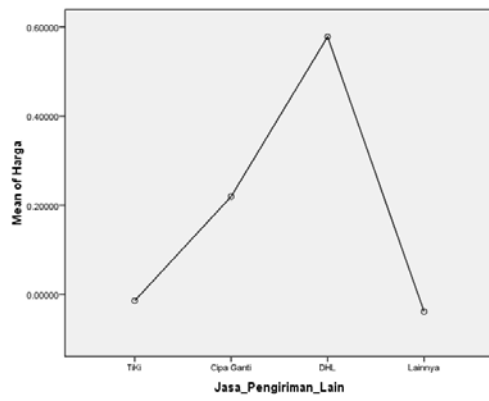
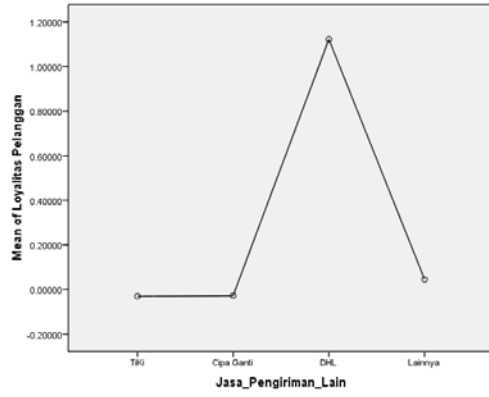
Nilai Pelanggan	Between Groups	4.070	3	1.357
	Within Groups	114.930	116	.991
	Total	119.000	119	
Loyalitas Pelanggan	Between Groups	2.651	3	.884
	Within Groups	116.349	116	1.003
	Total	119.000	119	
Harga	Between Groups	.907	3	.302
	Within Groups	118.093	116	1.018
	Total	119.000	119	

ANOVA

		F	Sig.
Reputasi Perusahaan	Between Groups	1.346	.263
Kualitas Jasa	Between Groups	1.767	.157
Nilai Pelanggan	Between Groups	1.369	.256
Loyalitas Pelanggan	Between Groups	.881	.453
Harga	Between Groups	.297	.828

Means Plots





LAMPIRAN 4
LISREL

LISREL

1. Syntax Pengukuran

Raw data from file danlisrel.psf
Latent Variables
reputasi kualitas nilai loyal harga
relationship

RP1=1*reputasi
RP2=reputasi
RP3=reputasi
KJ1=1*kualitas
KJ2=kualitas
!KJ3=kualitas
KJ4=kualitas
KJ5=kualitas
KJ6=kualitas
!KJ7=kualitas
!KJ8=kualitas
!KJ9=kualitas
KJ10=kualitas
NP1=1*nilai
NP2=nilai
!NP3=nilai
LP1=1*loyal
LP2=loyal
!LP3=loyal
LP4=loyal
!H1=harga
!H2=harga
!H3=harga
!H4=harga

!kualitas=reputasi
!nilai=reputasi kualitas
!loyal=reputasi nilai

!set error covariance of RP3 and RP2 free
set error covariance of LP4 and LP3 free
set error covariance of LP3 and LP2 free
set error covariance of LP4 and NP2 free

set error covariance of LP3 and NP2 free
set error covariance of RP3 and RP1 free
set error variance of RP2 to zero
admissibility check off
!set error covariance of RP2 and RP1 free
set error covariance of RP3 and NP1 free

Path Diagram
End of Problem

2. Syntax Struktural

Raw data from file danlisrel.psf
Latent Variables
reputasi kualitas nilai loyal harga
relationship

RP1=1*reputasi
RP2=reputasi
RP3=reputasi
KJ1=1*kualitas
KJ2=kualitas
!KJ3=kualitas
KJ4=kualitas
KJ5=kualitas
KJ6=kualitas
!KJ7=kualitas
!KJ8=kualitas
!KJ9=kualitas
KJ10=kualitas
NP1=1*nilai
NP2=nilai
!NP3=nilai
LP1=1*loyal
LP2=loyal
!LP3=loyal
LP4=loyal
!H1=harga
!H2=harga
!H3=harga
!H4=harga

kualitas=reputasi
nilai=reputasi kualitas
loyal=reputasi nilai

!set error covariance of RP3 and RP2 free
set error covariance of LP4 and LP3 free
set error covariance of LP3 and LP2 free
set error covariance of LP4 and NP2 free
set error covariance of LP3 and NP2 free
set error covariance of RP3 and RP1 free
set error variance of RP2 to zero
admissibility check off
!set error covariance of RP2 and RP1 free
set error covariance of RP3 and NP1 free

Path Diagram
End of Problem

3. Output

DATE: 2/ 7/2012
TIME: 16:02

L I S R E L 8.51

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file C:\Users\Dandy Kurniadi\Desktop\1 FEB\SPSS\After Test\Lisrel\danlisrel\danlisrel.spl:

Raw data from file danlisrel.psf
Latent Variables
reputasi kualitas nilai loyal harga
relationship

RP1=1*reputasi
RP2=reputasi
RP3=reputasi
KJ1=1*kualitas
KJ2=kualitas
!KJ3=kualitas
KJ4=kualitas
KJ5=kualitas
KJ6=kualitas
!KJ7=kualitas
!KJ8=kualitas
!KJ9=kualitas
KJ10=kualitas
NP1=1*nilai
NP2=nilai
!NP3=nilai
LP1=1*loyal
LP2=loyal
!LP3=loyal
LP4=loyal
!H1=harga
!H2=harga
!H3=harga
!H4=harga

kualitas=reputasi
nilai=reputasi kualitas
loyal=reputasi nilai

!set error covariance of RP3 and RP2 free
set error covariance of LP4 and LP3 free
set error covariance of LP3 and LP2 free
set error covariance of LP4 and NP2 free
set error covariance of LP3 and NP2 free

set error covariance of RP3 and RP1 free
 set error variance of RP2 to zero
 admissibility check off
 !set error covariance of RP2 and RP1 free
 set error covariance of RP3 and NP1 free

Path Diagram
 End of Problem

Sample Size = 120

Covariance Matrix

	KJ1	KJ2	KJ4	KJ5	KJ6	KJ10
KJ1	0.66					
KJ2	0.26	0.78				
KJ4	0.27	0.23	0.76			
KJ5	0.30	0.43	0.33	1.14		
KJ6	0.34	0.34	0.37	0.71	1.30	
KJ10	0.16	0.12	0.06	0.22	0.22	0.97
NP1	0.17	0.11	0.16	0.26	0.19	0.18
NP2	0.28	0.22	0.33	0.33	0.28	0.20
LP1	0.23	0.17	0.34	0.32	0.40	0.20
LP2	0.06	0.16	0.04	0.28	0.17	0.07
LP4	0.08	-0.03	-0.02	0.08	0.14	0.07
RP1	-0.02	0.01	-0.14	-0.04	0.04	0.14
RP2	0.26	0.33	0.18	0.48	0.42	0.20
RP3	0.21	0.12	0.05	0.34	0.34	0.30
LP3	-0.06	-0.04	0.03	-0.01	-0.03	0.03

Covariance Matrix

	NP1	NP2	LP1	LP2	LP4	RP1
NP1	0.87					
NP2	0.39	0.99				
LP1	0.14	0.40	1.49			
LP2	0.22	0.24	0.15	0.84		

LP4	0.03	-0.18	0.13	0.05	0.70	
RP1	-0.04	-0.04	-0.04	-0.04	-0.09	0.95
RP2	0.01	0.15	0.02	0.08	-0.03	0.52
RP3	-0.09	0.21	0.18	0.13	0.02	0.46
LP3	0.01	-0.24	-0.11	0.18	0.24	-0.12

Covariance Matrix

	RP2	RP3	LP3
	-----	-----	-----
RP2	1.24		
RP3	0.63	0.99	
LP3	-0.05	-0.11	0.60

Number of Iterations = 54

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$KJ1 = 1.00 * \text{kualitas}, \text{Errorvar.} = 0.44, R^2 = 0.33$$

(0.064)
6.93

$$KJ2 = 1.06 * \text{kualitas}, \text{Errorvar.} = 0.53, R^2 = 0.31$$

(0.23) (0.077)
4.70 6.98

$$KJ4 = 0.98 * \text{kualitas}, \text{Errorvar.} = 0.55, R^2 = 0.27$$

(0.22) (0.077)
4.47 7.11

$$KJ5 = 1.75 * \text{kualitas}, \text{Errorvar.} = 0.48, R^2 = 0.58$$

(0.31) (0.088)
5.69 5.47

$$KJ6 = 1.69 * \text{kualitas}, \text{Errorvar.} = 0.69, R^2 = 0.47$$

(0.31) (0.11)

5.39 6.25

KJ10 = 0.66*kualitas, Errorvar.= 0.88 , R² = 0.096
(0.23) (0.12)
2.90 7.54

NP1 = 1.00*nilai, Errorvar.= 0.62 , R² = 0.35
(0.098)
6.32

NP2 = 1.20*nilai, Errorvar.= 0.51 , R² = 0.48
(0.24) (0.10)
5.01 4.91

LP1 = 1.00*loyal, Errorvar.= 1.15 , R² = 0.23
(0.19)
6.00

LP2 = 0.64*loyal, Errorvar.= 0.71 , R² = 0.17
(0.20) (0.10)
3.21 6.75

LP4 = 0.29*loyal, Errorvar.= 0.68 , R² = 0.042
(0.17) (0.091)
1.75 7.50

RP1 = 1.00*reputasi, Errorvar.= 0.73 , R² = 0.23
(0.095)
7.71

RP2 = 2.39*reputasi,, R² = 1.00
(0.40)
5.93

RP3 = 1.17*reputasi, Errorvar.= 0.68 , R² = 0.31
(0.21) (0.088)
5.55 7.77

LP3 = , Errorvar.= 0.60 ,
(0.077)
7.82

Error Covariance for LP4 and NP2 = -0.29
(0.071)
-4.02

Error Covariance for RP3 and NP1 = -0.19
(0.063)
-3.07

Error Covariance for RP3 and RP1 = 0.21
(0.065)
3.24

Error Covariance for LP3 and NP2 = -0.21
(0.061)
-3.44

Error Covariance for LP3 and LP2 = 0.20
(0.060)
3.27

Error Covariance for LP3 and LP4 = 0.25
(0.061)
4.05

Structural Equations

kualitas = 0.50*reputasi, Errorvar.= 0.16 , R² = 0.26
(0.14) (0.052)
3.52 3.04

nilai = 1.04*kualitas - 0.38*reputasi, Errorvar.= 0.15 , R² = 0.54
(0.26) (0.17) (0.060)
3.98 -2.23 2.53

loyal = 0.99*nilai - 0.017*reputasi, Errorvar.= 0.025, R² = 0.93
(0.26) (0.18) (0.12)
3.86 -0.094 0.20

Reduced Form Equations

kualitas = 0.50*reputasi, Errorvar.= 0.16, R² = 0.26
(0.14)
3.52

nilai = 0.14*reputasi, Errorvar.= 0.32, R² = 0.013
(0.14)
0.99

loyal = 0.12*reputasi, Errorvar.= 0.34, R² = 0.0096
(0.19)
0.65

Variances of Independent Variables

reputasi

0.22
(0.08)
2.77

Covariance Matrix of Latent Variables

	kualitas	nilai	loyal	reputasi
kualitas	0.21			
nilai	0.18	0.33		
loyal	0.18	0.32	0.34	
reputasi	0.11	0.03	0.03	0.22

Goodness of Fit Statistics

Degrees of Freedom = 81
Minimum Fit Function Chi-Square = 110.52 (P = 0.016)
Normal Theory Weighted Least Squares Chi-Square = 105.11 (P = 0.037)
Estimated Non-centrality Parameter (NCP) = 24.11
90 Percent Confidence Interval for NCP = (1.66 ; 54.68)

Minimum Fit Function Value = 0.93
Population Discrepancy Function Value (F0) = 0.20
90 Percent Confidence Interval for F0 = (0.014 ; 0.46)

Root Mean Square Error of Approximation (RMSEA) = 0.050
90 Percent Confidence Interval for RMSEA = (0.013 ; 0.075)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.48

Expected Cross-Validation Index (ECVI) = 1.54
90 Percent Confidence Interval for ECVI = (1.35 ; 1.80)
ECVI for Saturated Model = 2.02
ECVI for Independence Model = 4.51

Chi-Square for Independence Model with 105 Degrees of Freedom = 506.40
Independence AIC = 536.40
Model AIC = 183.11
Saturated AIC = 240.00
Independence CAIC = 593.22
Model CAIC = 330.82
Saturated CAIC = 694.50

Normed Fit Index (NFI) = 0.78
Non-Normed Fit Index (NNFI) = 0.90
Parsimony Normed Fit Index (PNFI) = 0.60
Comparative Fit Index (CFI) = 0.93
Incremental Fit Index (IFI) = 0.93
Relative Fit Index (RFI) = 0.72

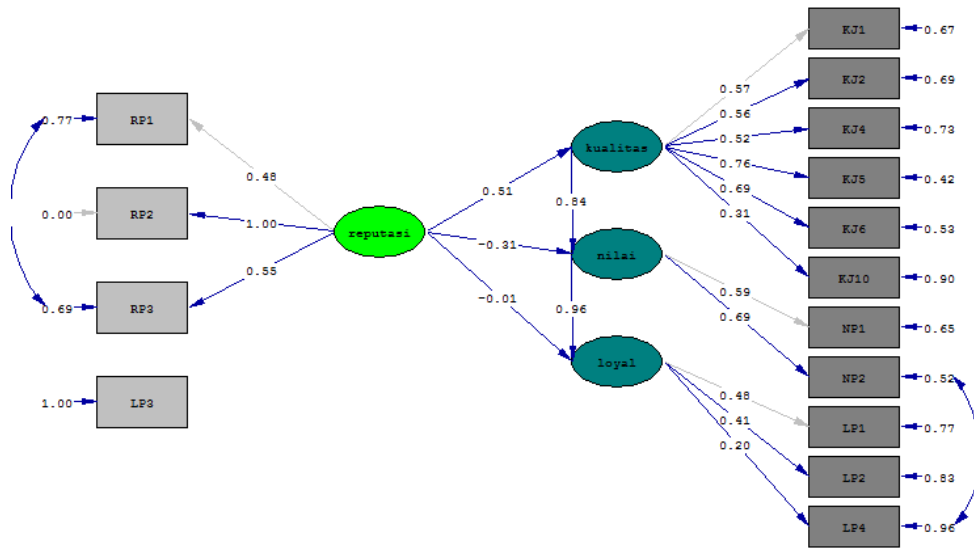
Critical N (CN) = 123.23

Root Mean Square Residual (RMR) = 0.073
Standardized RMR = 0.077
Goodness of Fit Index (GFI) = 0.89
Adjusted Goodness of Fit Index (AGFI) = 0.84
Parsimony Goodness of Fit Index (PGFI) = 0.60

The Modification Indices Suggest to Add an Error Covariance
Between and Decrease in Chi-Square New Estimate
RP2 RP1 11.9 0.53

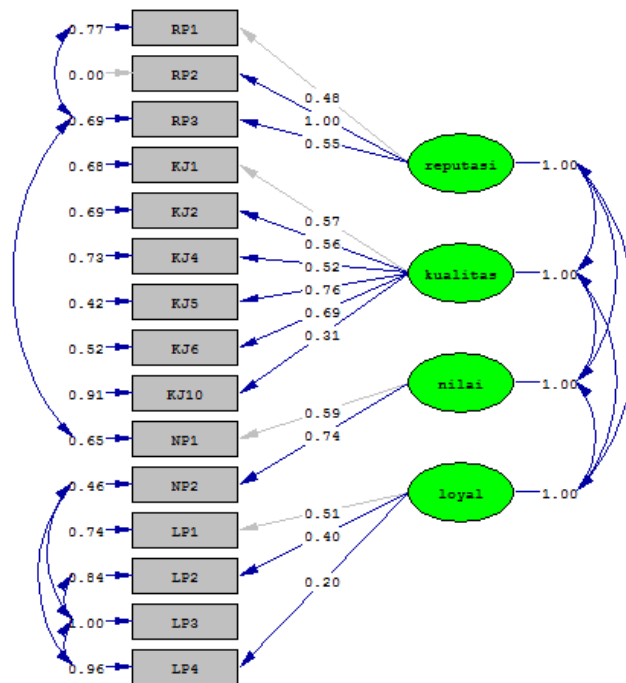
Time used: 0.047 Seconds

3. Gambar



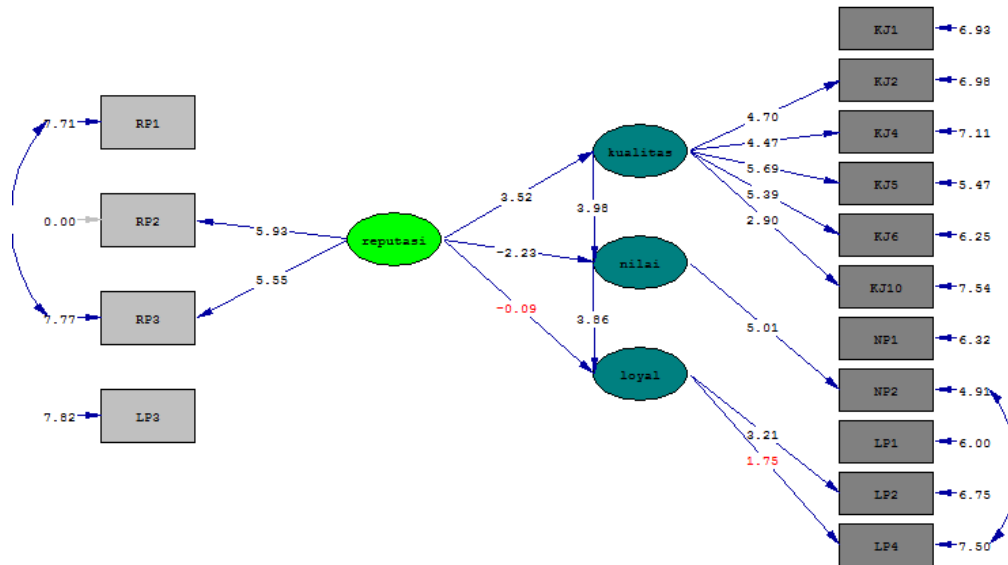
Chi-Square=105.11, df=81, P-value=0.03715, RMSEA=0.050

Standardized Solution - Struktural



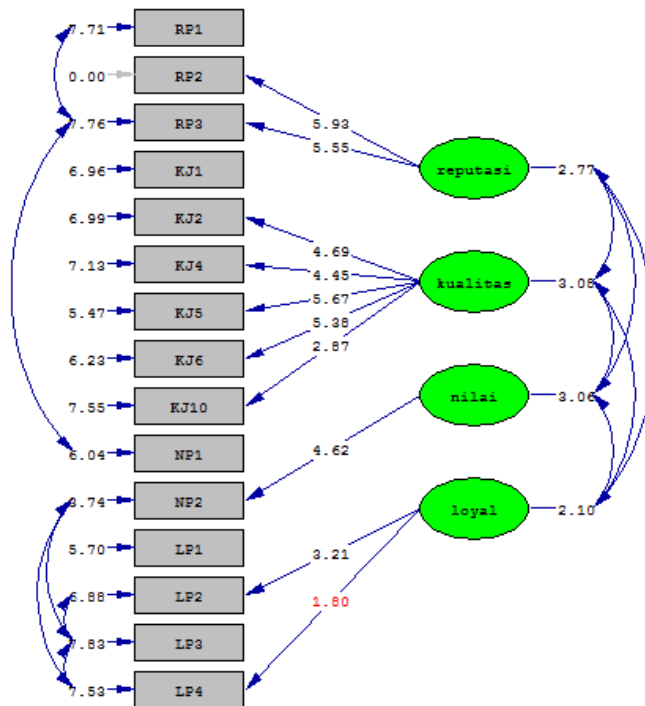
Chi-Square=102.24, df=80, P-value=0.04753, RMSEA=0.048

Standardized Solution - Pengukuran



Chi-Square=105.11, df=81, P-value=0.03715, RMSEA=0.050

T-Values - Sturuktural



Chi-Square=102.24, df=80, P-value=0.04753, RMSEA=0.048

T-Values - Pengukuran

PERHITUNGAN STANDAR LOADING

Indikator	Standar Loading	Standar Loading ²	Σ Standar Loading	$(\Sigma \text{ Standar Loading})^2$	$\Sigma (\text{Standar Loading}^2)$	Error	Σ Error	Construct Reliability	Variance Extracted
RP2	1.00	1.00	1.55	2.40	1.30	0.00	0.69	0.78	0.65
RP3	0.55	0.30				0.69			
KJ1	0.57	0.32	3.10	9.61	1.96	0.68	3.04	0.76	0.39
KJ2	0.56	0.31				0.69			
KJ4	0.52	0.27				0.73			
KJ5	0.76	0.58				0.42			
KJ6	0.69	0.48				0.52			
NP1	0.59	0.35	1.33	1.77	0.90	0.65	1.11	0.61	0.45
NP2	0.74	0.55				0.46			
LP1	0.51	0.26	0.91	0.83	0.26	0.74	1.58	0.34	0.14
LP2	0.40	0.16				0.84			