

LAMPIRAN

Lampiran 1. Factor Analysis Harga

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
hrg1	4.6333	.55605	30
hrg2	4.7000	.53498	30
hrg3	4.4667	.68145	30

Correlation Matrix^a

		hrg1	hrg2	hrg3
Correlation	hrg1	1.000	.777	.558
	hrg2	.777	1.000	.397
	hrg3	.558	.397	1.000
Sig. (1-tailed)	hrg1		.000	.001
	hrg2	.000		.015
	hrg3	.001	.015	

a. Determinant = ,272

Inverse of Correlation Matrix

	hrg1	hrg2	hrg3
hrg1	3.097	-2.041	-.918
hrg2	-2.041	2.532	.133
hrg3	-.918	.133	1.460

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.598
Bartlett's Test of Sphericity	Approx. Chi-Square
	35.380
	df
	3
	Sig.
	.000

Anti-image Matrices

		hrg1	hrg2	hrg3
Anti-image Covariance	hrg1	.323	-.260	-.203
	hrg2	-.260	.395	.036
	hrg3	-.203	.036	.685
Anti-image Correlation	hrg1	.560 ^a	-.729	-.432
	hrg2	-.729	.587 ^a	.069
	hrg3	-.432	.069	.710 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
hrg1	1.000	.866
hrg2	1.000	.756
hrg3	1.000	.547

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	2.169	72.308	72.308	2.169	72.308	72.308
2	.633	21.089	93.396			
3	.198	6.604	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
hrg1	.931
hrg2	.869
hrg3	.740

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		hrg1	hrg2	hrg3
Reproduced Correlation	hrg1	.866 ^a	.809	.688
	hrg2	.809	.756 ^a	.643
	hrg3	.688	.643	.547 ^a
Residual ^b	hrg1		-.033	-.130
	hrg2	-.033		-.246
	hrg3	-.130	-.246	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 2 (66,0%) nonredundant residuals with absolute values greater than 0.05.

Lampiran 2. Reliability 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	Cronbach's Alpha Based on Standardized Items	N of Items
.789	.804	3

Item Statistics

	Mean	Std. Deviation	N
hrg1	4.6333	.55605	30
hrg2	4.7000	.53498	30
hrg3	4.4667	.68145	30

Inter-Item Correlation Matrix

	hrg1	hrg2	hrg3
hrg1	1.000	.777	.558
hrg2	.777	1.000	.397
hrg3	.558	.397	1.000

Inter-Item Covariance Matrix

	hrg1	hrg2	hrg3
hrg1	.309	.231	.211
hrg2	.231	.286	.145
hrg3	.211	.145	.464

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.600	4.467	4.700	.233	1.052	.014	3
Item Variances	.353	.286	.464	.178	1.622	.009	3
Inter-Item Covariances	.196	.145	.231	.086	1.595	.002	3
Inter-Item Correlations	.577	.397	.777	.379	1.955	.029	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
hrg1	9.1667	1.040	.780	.677	.557
hrg2	9.1000	1.197	.642	.605	.707
hrg3	9.3333	1.057	.508	.315	.874

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.8000	2.234	1.49482	3

Lampiran 3. Factor Analysis Kulaitas Produk

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
kp1	4.7000	.46609	30
kp2	4.6667	.47946	30
kp3	4.7333	.44978	30
kp4	4.5333	.57135	30
kp5	4.4667	.68145	30
kp6	4.9333	.25371	30
kp7	4.3667	.55605	30
kp8	4.2333	.43018	30

Correlation Matrix^a

		kp1	kp2	kp3	kp4	kp5	kp6	kp7	kp8
Correlation	kp1	1.000	.926	.921	.751	.782	.408	.439	-.843
	kp2	.926	1.000	.853	.797	.809	.378	.474	-.780
	kp3	.921	.853	1.000	.707	.758	.443	.404	-.915
	kp4	.751	.797	.707	1.000	.933	.492	.666	-.664
	kp5	.782	.809	.758	.933	1.000	.585	.534	-.737
	kp6	.408	.378	.443	.492	.585	1.000	.424	-.484
	kp7	.439	.474	.404	.666	.534	.424	1.000	-.370
	kp8	-.843	-.780	-.915	-.664	-.737	-.484	-.370	1.000
Sig. (1-tailed)	kp1		.000	.000	.000	.000	.013	.008	.000
	kp2	.000		.000	.000	.000	.020	.004	.000
	kp3	.000	.000		.000	.000	.007	.013	.000
	kp4	.000	.000	.000		.000	.003	.000	.000
	kp5	.000	.000	.000	.000		.000	.001	.000
	kp6	.013	.020	.007	.003	.000		.010	.003
	kp7	.008	.004	.013	.000	.001	.010		.022
	kp8	.000	.000	.000	.000	.000	.003	.022	

a. Determinant = 3,51E-005

Inverse of Correlation Matrix

	kp1	kp2	kp3	kp4	kp5	kp6	kp7	kp8
kp1	12.600	-6.481	-6.079	.000	.000	.000	.000	.000
kp2	-6.481	8.691	.000	-1.295	-1.193	.679	-.115	-.133
kp3	-6.079	.000	11.733	.000	.000	.000	.000	5.611
kp4	.000	-1.295	.000	12.887	-10.728	1.332	-3.124	-.871
kp5	.000	-1.193	.000	-10.728	13.095	-2.201	2.139	1.322
kp6	.000	.679	.000	1.332	-2.201	1.877	-.660	.457
kp7	.000	-.115	.000	-3.124	2.139	-.660	2.243	-.077
kp8	.000	-.133	5.611	-.871	1.322	.457	-.077	6.619

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.828
Bartlett's Test of Sphericity	Approx. Chi-Square
	261.572
	df
	28
	Sig.
	.000

Anti-image Matrices

		kp1	kp2	kp3	kp4	kp5	kp6	kp7	kp8
Anti-image Covariance	kp1	.079	-.059	-.041	.000	.000	.000	.000	.000
	kp2	-.059	.115	.000	-.012	-.010	.042	-.006	-.002
	kp3	-.041	.000	.085	.000	.000	.000	.000	.072
	kp4	.000	-.012	.000	.078	-.064	.055	-.108	-.010
	kp5	.000	-.010	.000	-.064	.076	-.090	.073	.015
	kp6	.000	.042	.000	.055	-.090	.533	-.157	.037
	kp7	.000	-.006	.000	-.108	.073	-.157	.446	-.005
	kp8	.000	-.002	.072	-.010	.015	.037	-.005	.151
Anti-image Correlation	kp1	.862 ^a	-.619	-.500	.000	.000	.000	.000	.000
	kp2	-.619	.897 ^a	.000	-.122	-.112	.168	-.026	-.018
	kp3	-.500	.000	.854 ^a	.000	.000	.000	.000	.637
	kp4	.000	-.122	.000	.768 ^a	-.826	.271	-.581	-.094
	kp5	.000	-.112	.000	-.826	.784 ^a	-.444	.395	.142
	kp6	.000	.168	.000	.271	-.444	.782 ^a	-.322	.130
	kp7	.000	-.026	.000	-.581	.395	-.322	.731 ^a	-.020
	kp8	.000	-.018	.637	-.094	.142	.130	-.020	.886 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
kp1	1.000	.856
kp2	1.000	.840
kp3	1.000	.834
kp4	1.000	.808
kp5	1.000	.848
kp6	1.000	.355
kp7	1.000	.377
kp8	1.000	.772

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	5.690	71.123	71.123	5.690	71.123	71.123
2	.943	11.793	82.916			
3	.651	8.138	91.054			
4	.362	4.528	95.581			
5	.189	2.364	97.945			
6	.077	.957	98.903			
7	.047	.593	99.496			
8	.040	.504	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
kp1	.925
kp2	.917
kp3	.913
kp4	.899
kp5	.921
kp6	.596
kp7	.614
kp8	-.879

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		kp1	kp2	kp3	kp4	kp5	kp6	kp7	kp8
Reproduced Correlation	kp1	.856 ^a	.848	.845	.831	.852	.551	.568	-.813
	kp2	.848	.840 ^a	.837	.824	.844	.546	.562	-.806
	kp3	.845	.837	.834 ^a	.821	.841	.544	.560	-.803
	kp4	.831	.824	.821	.808 ^a	.828	.536	.552	-.790
	kp5	.852	.844	.841	.828	.848 ^a	.549	.565	-.809
	kp6	.551	.546	.544	.536	.549	.355 ^a	.366	-.524
	kp7	.568	.562	.560	.552	.565	.366	.377 ^a	-.539
	kp8	-.813	-.806	-.803	-.790	-.809	-.524	-.539	.772 ^a
Residual ^b	kp1		.078	.076	-.080	-.070	-.143	-.129	-.030
	kp2	.078		.016	-.027	-.035	-.168	-.088	.025
	kp3	.076	.016		-.114	-.083	-.101	-.156	-.112
	kp4	-.080	-.027	-.114		.105	-.044	.114	.126
	kp5	-.070	-.035	-.083	.105		.036	-.031	.072
	kp6	-.143	-.168	-.101	-.044	.036		.058	.039
	kp7	-.129	-.088	-.156	.114	-.031	.058		.169
	kp8	-.030	.025	-.112	.126	.072	.039	.169	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 19 (67,0%) nonredundant residuals with absolute values greater than 0.05.

Lampiran 4. Reliability Kualitas Produk

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.807	.783	8

Item Statistics

	Mean	Std. Deviation	N
kp1	4.7000	.46609	30
kp2	4.6667	.47946	30
kp3	4.7333	.44978	30
kp4	4.5333	.57135	30
kp5	4.4667	.68145	30
kp6	4.9333	.25371	30
kp7	4.3667	.55605	30
kp8	4.2333	.43018	30

Inter-Item Correlation Matrix

	kp1	kp2	kp3	kp4	kp5	kp6	kp7	kp8
kp1	1.000	.926	.921	.751	.782	.408	.439	-.843
kp2	.926	1.000	.853	.797	.809	.378	.474	-.780
kp3	.921	.853	1.000	.707	.758	.443	.404	-.915
kp4	.751	.797	.707	1.000	.933	.492	.666	-.664
kp5	.782	.809	.758	.933	1.000	.585	.534	-.737
kp6	.408	.378	.443	.492	.585	1.000	.424	-.484
kp7	.439	.474	.404	.666	.534	.424	1.000	-.370
kp8	-.843	-.780	-.915	-.664	-.737	-.484	-.370	1.000

Inter-Item Covariance Matrix

	kp1	kp2	kp3	kp4	kp5	kp6	kp7	kp8
kp1	.217	.207	.193	.200	.248	.048	.114	-.169
kp2	.207	.230	.184	.218	.264	.046	.126	-.161
kp3	.193	.184	.202	.182	.232	.051	.101	-.177
kp4	.200	.218	.182	.326	.363	.071	.211	-.163
kp5	.248	.264	.232	.363	.464	.101	.202	-.216
kp6	.048	.046	.051	.071	.101	.064	.060	-.053
kp7	.114	.126	.101	.211	.202	.060	.309	-.089
kp8	-.169	-.161	-.177	-.163	-.216	-.053	-.089	.185

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.579	4.233	4.933	.700	1.165	.050	8
Item Variances	.250	.064	.464	.400	7.214	.014	8
Inter-Item Covariances	.086	-.216	.363	.579	-1.681	.024	8
Inter-Item Correlations	.310	-.915	.933	1.848	-1.020	.372	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
kp1	31.9333	4.892	.816	.921	.742
kp2	31.9667	4.792	.843	.885	.736
kp3	31.9000	5.059	.757	.915	.752
kp4	32.1000	4.300	.914	.922	.713
kp5	32.1667	3.937	.884	.924	.712
kp6	31.7000	6.079	.518	.467	.795
kp7	32.2667	5.030	.583	.554	.775
kp8	32.4000	8.662	-.812	.849	.922

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
36.6333	6.792	2.60614	8

Lampiran 5. Factor Analysis Kepuasan Konsumen

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
kk1	4.6000	.62146	30
kk2	4.6000	.49827	30
kk3	4.5667	.56832	30

Correlation Matrix^a

		kk1	kk2	kk3
Correlation	kk1	1.000	.802	.859
	kk2	.802	1.000	.950
	kk3	.859	.950	1.000
Sig. (1-tailed)	kk1		.000	.000
	kk2	.000		.000
	kk3	.000	.000	

a. Determinant = ,025

Inverse of Correlation Matrix

	kk1	kk2	kk3
kk1	3.850	.561	-3.841
kk2	.561	10.300	-10.265
kk3	-3.841	-10.265	14.050

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.694
Bartlett's Test of Sphericity	Approx. Chi-Square	99.763
	df	3
	Sig.	.000

Anti-image Matrices

		kk1	kk2	kk3
Anti-image Covariance	kk1	.260	.014	-.071
	kk2	.014	.097	-.071
	kk3	-.071	-.071	.071
Anti-image Correlation	kk1	.831 ^a	.089	-.522
	kk2	.089	.677 ^a	-.853
	kk3	-.522	-.853	.621 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
kk1	1.000	.857
kk2	1.000	.923
kk3	1.000	.962

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	2.742	91.398	91.398	2.742	91.398	91.398
2	.215	7.164	98.562			
3	.043	1.438	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
kk1	.926
kk2	.961
kk3	.981

Extraction Method:

Principal Component

Analysis.

a. 1 components

extracted.

Reproduced Correlations

		kk1	kk2	kk3
Reproduced Correlation	kk1	.857 ^a	.890	.908
	kk2	.890	.923 ^a	.942
	kk3	.908	.942	.962 ^a
Residual ^b	kk1		-.088	-.049
	kk2	-.088		.008
	kk3	-.049	.008	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 1 (33,0%) nonredundant residuals with absolute values greater than 0.05.

Lampiran 6. Reliability Kepuasan Konsumen

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.947	.953	3

Item Statistics

	Mean	Std. Deviation	N
kk1	4.6000	.62146	30
kk2	4.6000	.49827	30
kk3	4.5667	.56832	30

Inter-Item Correlation Matrix

	kk1	kk2	kk3
kk1	1.000	.802	.859
kk2	.802	1.000	.950
kk3	.859	.950	1.000

Inter-Item Covariance Matrix

	kk1	kk2	kk3
kk1	.386	.248	.303
kk2	.248	.248	.269
kk3	.303	.269	.323

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.589	4.567	4.600	.033	1.007	.000	3
Item Variances	.319	.248	.386	.138	1.556	.005	3
Inter-Item Covariances	.274	.248	.303	.055	1.222	.001	3
Inter-Item Correlations	.870	.802	.950	.148	1.185	.004	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
kk1	9.1667	1.109	.843	.740	.970
kk2	9.1667	1.316	.905	.903	.922
kk3	9.2000	1.131	.947	.929	.878

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.7667	2.599	1.61210	3

Lampiran 7. Factor Analysis Loyalitas Konsumen

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
lk1	4.7333	.52083	30
lk2	4.4000	.67466	30
lk3	4.3667	.76489	30
lk4	4.4333	.67891	30
lk5	4.3667	.66868	30

Correlation Matrix^a

		lk1	lk2	lk3	lk4	lk5
Correlation	lk1	1.000	.608	.773	.728	.587
	lk2	.608	1.000	.641	.512	.581
	lk3	.773	.641	1.000	.746	.739
	lk4	.728	.512	.746	1.000	.701
	lk5	.587	.581	.739	.701	1.000
Sig. (1-tailed)	lk1		.000	.000	.000	.000
	lk2	.000		.000	.002	.000
	lk3	.000	.000		.000	.000
	lk4	.000	.002	.000		.000
	lk5	.000	.000	.000	.000	

a. Determinant = ,033

Inverse of Correlation Matrix

	lk1	lk2	lk3	lk4	lk5
lk1	3.067	-.595	-1.442	-1.140	.410
lk2	-.595	1.890	-.554	.229	-.500
lk3	-1.442	-.554	3.914	-.740	-1.206
lk4	-1.140	.229	-.740	2.961	-.993
lk5	.410	-.500	-1.206	-.993	2.637

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.845
Bartlett's Test of Sphericity	Approx. Chi-Square
	90.541
	df
	10
	Sig.
	.000

Anti-image Matrices

		lk1	lk2	lk3	lk4	lk5
Anti-image Covariance	lk1	.326	-.103	-.120	-.126	.051
	lk2	-.103	.529	-.075	.041	-.100
	lk3	-.120	-.075	.255	-.064	-.117
	lk4	-.126	.041	-.064	.338	-.127
	lk5	.051	-.100	-.117	-.127	.379
Anti-image Correlation	lk1	.822 ^a	-.247	-.416	-.378	.144
	lk2	-.247	.895 ^a	-.204	.097	-.224
	lk3	-.416	-.204	.840 ^a	-.217	-.375
	lk4	-.378	.097	-.217	.849 ^a	-.355
	lk5	.144	-.224	-.375	-.355	.836 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
lk1	1.000	.754
lk2	1.000	.596
lk3	1.000	.842
lk4	1.000	.752
lk5	1.000	.714

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	3.657	73.146	73.146	3.657	73.146	73.146
2	.514	10.272	83.418			
3	.414	8.282	91.700			
4	.237	4.736	96.437			
5	.178	3.563	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
lk1	.868
lk2	.772
lk3	.917
lk4	.867
lk5	.845

Extraction Method:

Principal Component
Analysis.

a. 1 components

extracted.

Reproduced Correlations

		lk1	lk2	lk3	lk4	lk5
Reproduced Correlation	lk1	.754 ^a	.670	.797	.753	.733
	lk2	.670	.596 ^a	.708	.669	.652
	lk3	.797	.708	.842 ^a	.796	.775
	lk4	.753	.669	.796	.752 ^a	.733
	lk5	.733	.652	.775	.733	.714 ^a
Residual ^b	lk1		-.062	-.023	-.025	-.146
	lk2	-.062		-.067	-.158	-.071
	lk3	-.023	-.067		-.050	-.036
	lk4	-.025	-.158	-.050		-.031
	lk5	-.146	-.071	-.036	-.031	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 5 (50,0%) nonredundant residuals with absolute values greater than 0.05.

Lampiran 8. Reliability Loyalitas Konsumen

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.904	.907	5

Item Statistics

	Mean	Std. Deviation	N
lk1	4.7333	.52083	30
lk2	4.4000	.67466	30
lk3	4.3667	.76489	30
lk4	4.4333	.67891	30
lk5	4.3667	.66868	30

Inter-Item Correlation Matrix

	lk1	lk2	lk3	lk4	lk5
lk1	1.000	.608	.773	.728	.587
lk2	.608	1.000	.641	.512	.581
lk3	.773	.641	1.000	.746	.739
lk4	.728	.512	.746	1.000	.701
lk5	.587	.581	.739	.701	1.000

Inter-Item Covariance Matrix

	lk1	lk2	lk3	lk4	lk5
lk1	.271	.214	.308	.257	.205
lk2	.214	.455	.331	.234	.262
lk3	.308	.331	.585	.387	.378
lk4	.257	.234	.387	.461	.318
lk5	.205	.262	.378	.318	.447

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.460	4.367	4.733	.367	1.084	.024	5
Item Variances	.444	.271	.585	.314	2.157	.013	5
Inter-Item Covariances	.290	.205	.387	.183	1.893	.004	5
Inter-Item Correlations	.662	.512	.773	.261	1.510	.007	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
lk1	17.5667	5.771	.786	.674	.883
lk2	17.9000	5.472	.660	.471	.903
lk3	17.9333	4.616	.855	.745	.861
lk4	17.8667	5.154	.777	.662	.878
lk5	17.9333	5.237	.760	.621	.882

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.3000	8.010	2.83026	5

Lampiran 9. Output Uji SEM Lisrel 8.8

DATE: 2/ 3/2015

TIME: 19:07

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 G:\sem\kuesioner.pr2:

raw data from file kuesioner.psf

latent variables: HRG KP KK LK

relationship:

HRG1 = HRG

HRG2 = HRG

HRG3 = HRG

KP1 = KP

!KP2 = KP

KP3 = KP

KP4 = KP

KP5 = KP

!KP6 = KP

!KP7 = KP

!KP8 = KP

KK1 = KK

KK2 = KK

KK3 = KK

!LK1 = LK

!LK2 = LK

LK3 = LK

LK4 = LK

LK5 = LK

KK=HRG KP

LK=HRG KP KK

options: sc

path diagram

end of problem

Sample Size = 100

Covariance Matrix

	KK1	KK2	KK3	LK3	LK4	LK5
KK1	0.35					
KK2	0.12	0.23				
KK3	0.08	0.11	0.25			
LK3	0.02	0.03	0.06	0.34		
LK4	0.07	0.08	0.11	0.20	0.28	
LK5	0.07	0.01	0.04	0.13	0.15	0.37
HRG1	0.04	0.01	0.01	0.09	0.03	0.07
HRG2	-0.04	0.02	0.02	0.10	0.01	0.07
HRG3	0.06	0.07	0.07	0.09	0.13	0.06
KP1	0.08	0.03	0.04	0.04	0.04	0.10
KP3	0.07	0.06	0.09	0.06	0.06	0.05
KP4	0.14	0.11	0.12	0.06	0.07	0.04
KP5	0.11	0.08	0.12	0.05	0.07	0.07

Covariance Matrix

	HRG1	HRG2	HRG3	KP1	KP3	KP4
HRG1	0.25					
HRG2	0.10	0.27				
HRG3	0.07	0.04	0.28			
KP1	0.06	0.02	0.02	0.31		
KP3	0.00	0.05	0.03	0.14	0.25	
KP4	0.04	0.02	0.07	0.12	0.13	0.27
KP5	0.00	0.01	0.03	0.14	0.12	0.14

Covariance Matrix

	KP5
KP5	0.34

Number of Iterations = 23

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$KK1 = 0.33 * KK, \text{ Errorvar.} = 0.24, R^2 = 0.30$$

(0.040)

6.11

$$KK2 = 0.31 * KK, \text{ Errorvar.} = 0.13, R^2 = 0.42$$

(0.071) (0.024)

4.33 5.48

$$KK3 = 0.34 * KK, \text{ Errorvar.} = 0.14, R^2 = 0.46$$

(0.077) (0.027)

4.43 5.17

$$\text{LK3} = 0.40 * \text{LK}, \text{Errorvar.} = 0.18, R^2 = 0.47$$

(0.033)
5.48

$$\text{LK4} = 0.49 * \text{LK}, \text{Errorvar.} = 0.037, R^2 = 0.87$$

(0.082) (0.031)
6.03 1.18

$$\text{LK5} = 0.31 * \text{LK}, \text{Errorvar.} = 0.28, R^2 = 0.26$$

(0.067) (0.042)
4.65 6.61

$$\text{HRG1} = 0.20 * \text{HRG}, \text{Errorvar.} = 0.21, R^2 = 0.16$$

(0.062) (0.034)
3.25 6.28

$$\text{HRG2} = 0.15 * \text{HRG}, \text{Errorvar.} = 0.25, R^2 = 0.080$$

(0.064) (0.037)
2.30 6.71

$$\text{HRG3} = 0.39 * \text{HRG}, \text{Errorvar.} = 0.14, R^2 = 0.52$$

(0.079) (0.053)
4.88 2.54

$$\text{KP1} = 0.31 * \text{KP}, \text{Errorvar.} = 0.22, R^2 = 0.30$$

(0.057) (0.034)
5.36 6.29

$$\text{KP3} = 0.33 * \text{KP}, \text{Errorvar.} = 0.15, R^2 = 0.42$$

(0.050) (0.026)
6.49 5.79

$$\text{KP4} = 0.41 * \text{KP}, \text{Errorvar.} = 0.11, R^2 = 0.61$$

(0.050) (0.025)
8.16 4.37

$$\text{KP5} = 0.38 * \text{KP}, \text{Errorvar.} = 0.19, R^2 = 0.43$$

(0.058) (0.034)
6.59 5.73

Structural Equations

$$\text{KK} = 0.22 * \text{HRG} + 0.72 * \text{KP}, \text{Errorvar.} = 0.32, R^2 = 0.68$$

(0.15) (0.18) (0.18)
1.43 4.10 1.74

$$\text{LK} = 0.43 * \text{KK} + 0.46 * \text{HRG} - 0.16 * \text{KP}, \text{Errorvar.} = 0.55, R^2 = 0.45$$

(0.34) (0.19) (0.28) (0.19)
1.25 2.45 -0.56 2.97

Reduced Form Equations

$$\text{KK} = 0.22 * \text{HRG} + 0.72 * \text{KP}, \text{Errorvar.} = 0.32, R^2 = 0.68$$

(0.15) (0.18)
1.43 4.10

$$\text{LK} = 0.55 * \text{HRG} + 0.15 * \text{KP}, \text{Errorvar.} = 0.61, R^2 = 0.39$$

(0.18) (0.14)
3.10 1.10

Correlation Matrix of Independent Variables

	HRG	KP
HRG	1.00	
KP	0.35 (0.14) 2.41	1.00

Covariance Matrix of Latent Variables

	KK	LK	HRG	KP
KK	1.00			
LK	0.52	1.00		
HRG	0.47	0.61	1.00	
KP	0.80	0.34	0.35	1.00

Goodness of Fit Statistics

Degrees of Freedom = 59

Minimum Fit Function Chi-Square = 109.40 (P = 0.00)

Normal Theory Weighted Least Squares Chi-Square = 114.03 (P = 0.00)

Estimated Non-centrality Parameter (NCP) = 55.03

90 Percent Confidence Interval for NCP = (28.61 ; 89.24)

Minimum Fit Function Value = 1.11

Population Discrepancy Function Value (F0) = 0.56

90 Percent Confidence Interval for F0 = (0.29 ; 0.90)

Root Mean Square Error of Approximation (RMSEA) = 0.097

90 Percent Confidence Interval for RMSEA = (0.070 ; 0.12)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.0036

Expected Cross-Validation Index (ECVI) = 1.80

90 Percent Confidence Interval for ECVI = (1.53 ; 2.14)

ECVI for Saturated Model = 1.84

ECVI for Independence Model = 4.42

Chi-Square for Independence Model with 78 Degrees of Freedom = 411.13

Independence AIC = 437.13

Model AIC = 178.03

Saturated AIC = 182.00

Independence CAIC = 484.00

Model CAIC = 293.39

Saturated CAIC = 510.07

Normed Fit Index (NFI) = 0.73

Non-Normed Fit Index (NNFI) = 0.80

Parsimony Normed Fit Index (PNFI) = 0.56
 Comparative Fit Index (CFI) = 0.85
 Incremental Fit Index (IFI) = 0.86
 Relative Fit Index (RFI) = 0.65

Critical N (CN) = 79.88

Root Mean Square Residual (RMR) = 0.023
 Standardized RMR = 0.079
 Goodness of Fit Index (GFI) = 0.85
 Adjusted Goodness of Fit Index (AGFI) = 0.77
 Parsimony Goodness of Fit Index (PGFI) = 0.55

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

HRG1	LK4	11.2	-0.06
HRG2	LK3	12.5	0.08
HRG2	LK4	13.4	-0.07
HRG2	HRG1	12.1	0.09

Standardized Solution

LAMBDA-Y

	KK	LK
KK1	0.33	--
KK2	0.31	--
KK3	0.34	--
LK3	--	0.40
LK4	--	0.49
LK5	--	0.31

LAMBDA-X

	HRG	KP
HRG1	0.20	--
HRG2	0.15	--
HRG3	0.39	--
KP1	--	0.31
KP3	--	0.33
KP4	--	0.41
KP5	--	0.38

BETA

	KK	LK
KK	--	--
LK	0.43	--

GAMMA

	HRG	KP
KK	0.22	0.72
LK	0.46	-0.16

Correlation Matrix of ETA and KSI

	KK	LK	HRG	KP
KK	1.00			
LK	0.52	1.00		
HRG	0.47	0.61	1.00	
KP	0.80	0.34	0.35	1.00

PSI

Note: This matrix is diagonal.

	KK	LK
	0.32	0.55

Regression Matrix ETA on KSI (Standardized)

	HRG	KP
KK	0.22	0.72
LK	0.55	0.15

Completely Standardized Solution

LAMBDA-Y

	KK	LK
KK1	0.55	--
KK2	0.64	--
KK3	0.68	--
LK3	--	0.69
LK4	--	0.93
LK5	--	0.51

LAMBDA-X

	HRG	KP
HRG1	0.40	--
HRG2	0.28	--
HRG3	0.72	--

KP1	--	0.55
KP3	--	0.65
KP4	--	0.78
KP5	--	0.66

BETA

	KK	LK
	-----	-----
KK	--	--
LK	0.43	--

GAMMA

	HRG	KP
	-----	-----
KK	0.22	0.72
LK	0.46	-0.16

Correlation Matrix of ETA and KSI

	KK	LK	HRG	KP
	-----	-----	-----	-----
KK	1.00			
LK	0.52	1.00		
HRG	0.47	0.61	1.00	
KP	0.80	0.34	0.35	1.00

PSI

Note: This matrix is diagonal.

	KK	LK
	-----	-----
	0.32	0.55

THETA-EPS

	KK1	KK2	KK3	LK3	LK4	LK5
	-----	-----	-----	-----	-----	-----
	0.70	0.58	0.54	0.53	0.13	0.74

THETA-DELTA

	HRG1	HRG2	HRG3	KP1	KP3	KP4
	-----	-----	-----	-----	-----	-----
	0.84	0.92	0.48	0.70	0.58	0.39

THETA-DELTA

	KP5

0.57

Regression Matrix ETA on KSI (Standardized)

	HRG	KP
KK	0.22	0.72
LK	0.55	0.15

Time used: 0.047 Seconds

Lampiran 10. Hasil Kuesioner Pretest

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
4	4	4	4	4	4	3	3	4	3	5	3	4	3	4	3	3	3	3
5	5	4	4	4	4	4	3	4	4	5	3	4	4	4	4	3	3	3
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Lampiran 11. Hasil Kuesioner

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
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Lampiran 12. Kuesioner

KUESIONER

“ANALISIS PENGARUH HARGA DAN KUALITAS PRODUK TERHADAP LOYALITAS KONSUMEN DENGAN MEDIASI KEPUASAN KONSUMEN : STUDI PADA PRODUK SEPATU BASKET NIKE DIKALANGAN PEMAIN BASKET NBL DAN WNBL”

Petunjuk Penggunaan Kuesioner

1. Kuesioner ini semata – mata digunakan untuk kebutuhan akademis/penelitian, mohon dijawab dengan jujur. Kerahasiaan jawaban akan dijaga sepenuhnya oleh peneliti.
2. Baca dan jawablah semua pertanyaan secara teliti tanpa ada yang dilewatkan.
3. Beri tanda (X) untuk jawaban yang anda pilih.
4. Terimakasih atas waktu dan partisipasinya.

Data Responden

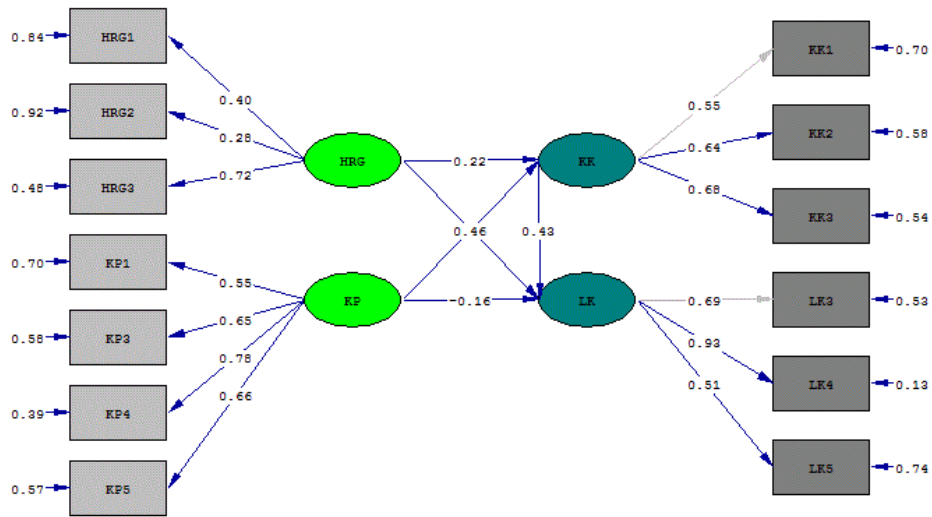
1. Jenis Kelamin
 - a. Pria b. Wanita
2. Status Pernikahan
 - a. Belum menikah b. Menikah c. Duda/Janda
3. Usia
 - a. ≤ 20 Tahun c. 31-40 Tahun
 - b. 21-30 Tahun d. > 40 Tahun
4. Pendidikan
 - a. SMP c. Diploma/Akademi e. Lainnya
 - b. SMA d.S1
5. Berapa pengeluaran anda dalam sebulan (diluar cicilan, pembelian baju dan entertainment)
 - a. ≤ 700.000 c. 1.000.001-1.500.000 e. 2.000.001-3.000.000
 - b. 700.001-1.000.000 d.1.500.001-2.000.000 f. > 3.000.000
6. Sudah berapa lama menggunakan sepatu basket Nike
 - a. < 1 Tahun c. > 2 Tahun
 - b. 1-2 Tahun

PERTANYAAN (Berilah tanda (x) pada jawaban yang anda pilih)

NO.	Pertanyaan	Sangat Tidak Setuju	Tidak Setuju	Cukup Setuju	Setuju	Sangat Setuju
		1	2	3	4	5
1.	Harga sepatu basket Nike lebih terjangkau dibanding merek lain					
2.	Harga sepatu basket Nike sesuai dengan kualitas produk yang diterima					
3.	Harga yang kompetitif dari sepatu basket Nike					
4.	Sepatu basket Nike nyaman digunakan					
5.	Sepatu basket Nike aman dipakai disemua kalangan					
6.	Sepatu basket Nike memiliki desain yang menarik					
7.	Sepatu basket Nike tidak mudah rusak					
8.	Sepatu basket Nike awet dibandingkan dengan produk lain					
9.	Sepatu basket Nike memiliki teknologi lunarlitefoam					
10.	Sepatu basket Nike menawarkan kemewahan tersendiri bagi para penggunanya					
11.	Percaya dengan kualitas yang diberikan					

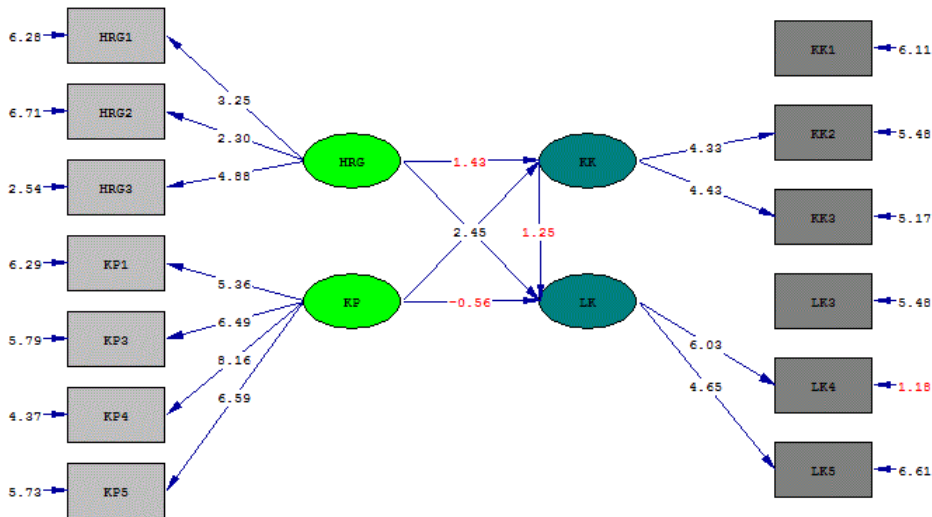
	oleh produk sepatu basket Nike					
12.	Produk sepatu basket Nike sudah memenuhi harapan konsumen					
13.	Saya merasa puas setelah membeli sepatu basket Nike					
14.	Saya merasa puas setelah menggunakan sepatu basket Nike					
15.	Saya akan membeli produk sepatu basket Nike lagi jika sepatu basket saya rusak					
16.	Saya akan menyatakan hal-hal positif mengenai sepatu basket Nike kepada orang lain					
17.	Saya akan merekomendasikan sepatu basket Nike kepada orang lain					
18.	Saya akan membeli produk – produk Nike lainnya					
19.	Sepatu basket Nike merupakan pilihan utama					

Lampiran 13
Path Diagram *Standardized Solution*



Chi-Square=114.03, df=59, P-value=0.00002, RMSEA=0.097

Lampiran 14
Path Diagram *T-values*



Chi-Square=114.03, df=59, P-value=0.00002, RMSEA=0.097