LAMPIRAN I

KUESIONER PENELITIAN

KUESIONER PENELITIAN

NO :

Kepada Responden Yth.

Saya Dian Damalita Sunanti, seorang mahasiswi tingkat akhir di Universitas Esa Unggul Jakarta, Fakultas Ekonomi Program Studi Manajemen Pemasaran. Saya sedang melakukan penelitian mengenai "**PENGARUH KUALITAS PELAYANAN, KEPERCAYAAN, DAN KEPUASAN PELANGGAN TERHADAP LOYALITAS PELANGGAN JNE JAKARTA BARAT : STUDI PADA MAHASISWA DI UNIVERSITAS ESA UNGGUL"** dalam rangka menyusun tugas akhir. Maka dari itu saya meminta kesediaan saudara/i untuk pengisian kuesioner ini. Semua jawaban diisi secara benar.

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

Hormat Saya,

Dian Damalita Sunanti

BAGIAN 1 : DATA RESPONDEN

Pilihlah salah satu jawaban pada setiap pertanyaan berikut ini dengan memberikan tanda silang (X).

Nama :

Usia :

Pekerjaan :

1. Jenis Kelamin

   □ Laki-laki □ Perempuan

2. Status tempat tinggal

   □ Rumah sendiri □ Dengan saudara

   □ Dengan orang tua □ Kontrakan

   □ Lainnya..... (sebutkan)

3. Dari mana anda mengetahui tentang JNE?

   □ Teman □ Internet

   □ Saudara □ Iklan

   □ Lainnya..... (sebutkan)

4. Sudah berapa lama Anda menjadi pelanggan JNE?

   □ 2 tahun □ 5-6 tahun

   □ 3-4 tahun □ > 6 tahun

5. Kapan terakhir kali Anda bertransaksi dengan JNE?

   □ < 1 bulan yang lalu □ 3 bulan yang lalu

   □ 1 bulan yang lalu □ > 6 bulan yang lalu

BAGIAN II

CARA PENGISIAN

Dari skala 1 sampai dengan 5, berilah nilai terhadap pernyataan di bawah ini. Adapun arti dari angka penilaian yang anda pilih tersebut adalah sebagai berikut :

Sangat tidak setuju	**1**	**2**	**3**	**4**	**5**	**Sangat setuju**

- Jika mendekati angka 1, maka dikatakan Sangat tidak setuju
- Jika mendekati angka 5, maka dikatakan Sangat setuju

  Note : Cara pengisian dengan beri tanda silang (X) sesuai dengan pilihan anda secara benar.

No	**Pernyataan**	**Pilihan Jawaban**				
		1	**2**	**3**	**4**	**5**
1.	Petugas JNE selalu berpakaian rapi.					
2.	Kantor/tempat pelayanan JNE selalu bersih.					
3.	Produk pelayanan JNE dapat dimengerti dengan jelas oleh pelanggan.					
4.	Pelanggan dapat segera mengetahui produk pelayanan JNE yang baru.					
5.	Petugas JNE mengetahui keinginan pelanggan yang melakukan pengaduan.					
6.	Petugas JNE memberikan perhatian penuh pada pelanggan yang melakukan pengaduan.					
7.	Petugas JNE selalu ramah dalam memberikan pelayanan kepada pelanggan.					

No	Pernyataan	Pilihan Jawaban				
		1	2	3	4	5
8.	Petugas JNE selalu bersikap hangat kepada pelanggan yang menyampaikan pengaduan.					
9.	Petugas JNE mampu memberikan solusi yang tepat bagi permasalahan pelanggan.					
10.	Selalu memberikan keterangan sejujurnya kepada pelanggan mengenai keadaan dan status paket yang dikirimkan.					
11.	Petugas JNE selalu sopan dalam berbicara dengan pelanggan.					
12.	Petugas JNE selalu menunjukan sikap yang baik pada pelanggan.					
13.	Paket sampai tepat waktu di tempat tujuan.					
14.	Kecepatan menangani pengiriman paket.					
15.	Prosedur pelayanan JNE tidak berbelit-belit.					
16.	Petugas JNE selalu tanggap terhadap masalah yang disampaikan pelanggan.					
17.	Petugas JNE segera melayani pelanggan yang datang secara langsung ke kantor pelayanan JNE.					
18.	Petugas JNE akan menjawab pertanyaan-pertanyaan yang diajukan oleh pelanggan.					
19.	Petugas JNE tidak pernah mengeluh dalam memberikan pelayanan.					

No	Pernyataan	Pilihan Jawaban				
		1	2	3	4	5
20.	Petugas JNE selalu tanggap dalam memenuhi kebutuhan informasi yang dibutuhkan pelanggan.					
21.	Petugas JNE selalu sopan dalam berbicara dengan pelanggan.					
22.	Petugas JNE selalu ramah dalam memberikan pelayanan kepada pelanggan.					
23.	Sistem online JNE dapat diakses di mana saja dengan tampilannya yang menarik.					
24.	Kecepatan menangani pengiriman paket.					
25.	Saya merasa puas dengan JNE.					
26.	Uang sulit kembali jika paket tidak sampai tujuan.					
27.	JNE memiliki banyak agen sehingga mudah ditemui.					
28.	Saya tidak memiliki keinginan untuk berpindah ke produk/jasa lain yang sejenis.					
29.	Saya mengajak orang lain untuk menggunakan produk/jasa JNE.					
30.	Saya akan menyatakan hal-hal positif mengenai produk/jasa JNE kepada teman-teman.					
31.	Saya akan merekomendasikan JNE kepada orang lain.					

LAMPIRAN II

HASIL UJI *PRE-TEST*

KUALITAS PELAYANAN																	
2.0	3.0	4.0	3.0	3.0	3.0	2.0	4.0	3.0	3.0	4.0	3.0	2.0	3.0	4.0	3.0	4.0	3.0	3.0
1.0	2.0	2.0	2.0	1.0	1.0	2.0	4.0	4.0	1.0	2.0	2.0	4.0	4.0	4.0	4.0	4.0	2.0	2.0
3.0	4.0	4.0	4.0	2.0	3.0	4.0	3.0	3.0	4.0	3.0	3.0	2.0	3.0	3.0	3.0	3.0	4.0	3.0
3.0	3.0	5.0	3.0	2.0	2.0	3.0	3.0	3.0	3.0	3.0	3.0	2.0	2.0	2.0	2.0	3.0	2.0	3.0
3.0	2.0	2.0	2.0	2.0	3.0	3.0	2.0	2.0	2.0	2.0	2.0	5.0	5.0	4.0	2.0	3.0	3.0	3.0
3.0	2.0	4.0	3.0	3.0	4.0	3.0	3.0	4.0	2.0	2.0	3.0	2.0	2.0	3.0	2.0	3.0	4.0	3.0
2.0	1.0	3.0	3.0	2.0	2.0	2.0	3.0	3.0	2.0	1.0	1.0	5.0	3.0	4.0	2.0	4.0	4.0	4.0
4.0	4.0	5.0	3.0	2.0	4.0	4.0	4.0	4.0	4.0	4.0	3.0	3.0	3.0	4.0	3.0	4.0	3.0	3.0
3.0	4.0	4.0	4.0	3.0	3.0	4.0	2.0	3.0	3.0	3.0	1.0	5.0	5.0	4.0	4.0	3.0	4.0	3.0
3.0	3.0	3.0	3.0	3.0	4.0	4.0	4.0	3.0	4.0	4.0	4.0	3.0	3.0	4.0	4.0	4.0	4.0	4.0
4.0	4.0	4.0	3.0	3.0	4.0	4.0	4.0	4.0	3.0	4.0	4.0	5.0	3.0	3.0	4.0	4.0	4.0	4.0
4.0	5.0	4.0	3.0	4.0	5.0	4.0	5.0	3.0	4.0	4.0	4.0	5.0	5.0	3.0	5.0	4.0	3.0	4.0
5.0	5.0	5.0	4.0	5.0	5.0	4.0	3.0	3.0	5.0	4.0	3.0	2.0	3.0	3.0	3.0	3.0	3.0	4.0
4.0	4.0	4.0	3.0	4.0	4.0	5.0	5.0	4.0	5.0	5.0	5.0	4.0	4.0	4.0	4.0	5.0	4.0	4.0
3.0	3.0	4.0	2.0	3.0	3.0	4.0	3.0	3.0	4.0	3.0	4.0	5.0	5.0	4.0	4.0	4.0	3.0	4.0
4.0	4.0	5.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	5.0	5.0	5.0	4.0	4.0	4.0	4.0	5.0	4.0
3.0	2.0	2.0	2.0	3.0	3.0	3.0	2.0	3.0	2.0	3.0	2.0	4.0	5.0	5.0	4.0	3.0	2.0	2.0
4.0	5.0	4.0	3.0	5.0	4.0	5.0	5.0	4.0	4.0	5.0	4.0	3.0	3.0	4.0	4.0	4.0	5.0	4.0
3.0	3.0	4.0	3.0	4.0	3.0	4.0	4.0	4.0	4.0	4.0	4.0	5.0	4.0	4.0	4.0	4.0	4.0	4.0
4.0	5.0	4.0	4.0	4.0	4.0	5.0	4.0	5.0	4.0	5.0	4.0	4.0	4.0	5.0	5.0	3.0	4.0	4.0
3.0	4.0	4.0	4.0	4.0	4.0	4.0	5.0	5.0	4.0	4.0	4.0	5.0	4.0	4.0	5.0	3.0	4.0	4.0
5.0	5.0	4.0	4.0	3.0	4.0	4.0	4.0	4.0	5.0	5.0	4.0	3.0	4.0	5.0	4.0	5.0	5.0	5.0
3.0	3.0	4.0	4.0	4.0	3.0	2.0	2.0	4.0	4.0	4.0	3.0	5.0	5.0	5.0	4.0	5.0	5.0	5.0
3.0	2.0	4.0	3.0	3.0	4.0	5.0	4.0	4.0	2.0	3.0	4.0	4.0	5.0	5.0	2.0	3.0	4.0	4.0
4.0	3.0	4.0	4.0	4.0	4.0	4.0	3.0	4.0	4.0	5.0	5.0	5.0	4.0	4.0	4.0	4.0	4.0	4.0
5.0	4.0	4.0	3.0	4.0	3.0	4.0	3.0	4.0	4.0	3.0	4.0	3.0	3.0	4.0	3.0	5.0	4.0	4.0
4.0	4.0	5.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	5.0	3.0	4.0	4.0	4.0	4.0	4.0	4.0
4.0	2.0	5.0	3.0	2.0	4.0	4.0	4.0	5.0	5.0	5.0	4.0	5.0	4.0	5.0	5.0	4.0	3.0	5.0
4.0	4.0	3.0	3.0	4.0	4.0	4.0	3.0	4.0	4.0	4.0	4.0	4.0	5.0	5.0	4.0	4.0	4.0	4.0
3.0	3.0	4.0	4.0	3.0	4.0	3.0	3.0	3.0	4.0	4.0	3.0	4.0	4.0	4.0	3.0	4.0	4.0	3.0

KEPERCAYAAN					KEPUASAN PELANGGAN			LOYALITAS			
3.0	4.0	3.0	2.0	3.0	3.0	3.0	4.0	3.0	3.0	3.0	3.0
1.0	2.0	4.0	1.0	2.0	2.0	2.0	1.0	2.0	2.0	2.0	2.0
4.0	4.0	4.0	3.0	2.0	3.0	1.0	3.0	1.0	1.0	3.0	3.0
3.0	3.0	3.0	3.0	2.0	3.0	2.0	3.0	2.0	3.0	3.0	3.0
3.0	2.0	2.0	3.0	4.0	3.0	2.0	5.0	2.0	2.0	2.0	2.0
3.0	2.0	2.0	3.0	2.0	3.0	3.0	4.0	1.0	2.0	2.0	3.0
2.0	1.0	1.0	5.0	3.0	3.0	3.0	5.0	1.0	1.0	3.0	3.0
4.0	4.0	4.0	4.0	3.0	4.0	3.0	4.0	3.0	3.0	3.0	4.0
4.0	4.0	4.0	3.0	4.0	5.0	3.0	5.0	3.0	4.0	3.0	5.0
4.0	4.0	4.0	3.0	3.0	4.0	2.0	3.0	3.0	4.0	4.0	4.0
4.0	3.0	4.0	3.0	4.0	5.0	4.0	4.0	4.0	4.0	4.0	4.0
3.0	4.0	4.0	5.0	4.0	4.0	4.0	5.0	3.0	4.0	4.0	5.0
3.0	4.0	3.0	4.0	3.0	4.0	2.0	2.0	3.0	4.0	4.0	3.0
5.0	5.0	5.0	5.0	5.0	5.0	4.0	5.0	5.0	4.0	4.0	5.0
5.0	5.0	3.0	4.0	4.0	4.0	2.0	3.0	2.0	3.0	3.0	2.0
4.0	5.0	4.0	5.0	5.0	5.0	3.0	4.0	4.0	5.0	5.0	5.0
3.0	2.0	3.0	2.0	3.0	1.0	3.0	1.0	4.0	2.0	3.0	4.0
4.0	4.0	5.0	5.0	4.0	4.0	3.0	5.0	4.0	4.0	4.0	5.0
4.0	4.0	4.0	4.0	4.0	5.0	2.0	4.0	3.0	5.0	4.0	5.0
4.0	5.0	5.0	4.0	4.0	4.0	3.0	5.0	4.0	4.0	4.0	4.0
5.0	4.0	4.0	4.0	5.0	5.0	3.0	4.0	4.0	2.0	4.0	1.0
5.0	5.0	5.0	5.0	4.0	4.0	3.0	4.0	5.0	3.0	5.0	5.0
4.0	4.0	2.0	5.0	5.0	5.0	1.0	5.0	4.0	3.0	3.0	4.0
5.0	4.0	4.0	3.0	5.0	4.0	5.0	5.0	4.0	3.0	4.0	3.0
4.0	5.0	5.0	5.0	5.0	4.0	3.0	3.0	4.0	4.0	4.0	4.0
3.0	4.0	4.0	4.0	4.0	3.0	4.0	5.0	5.0	4.0	3.0	4.0
4.0	5.0	5.0	4.0	4.0	4.0	3.0	5.0	4.0	4.0	4.0	4.0
4.0	5.0	5.0	4.0	5.0	4.0	3.0	4.0	4.0	4.0	5.0	4.0
4.0	4.0	4.0	4.0	4.0	5.0	3.0	5.0	4.0	4.0	4.0	4.0
3.0	3.0	3.0	4.0	4.0	4.0	3.0	4.0	3.0	4.0	4.0	4.0

Hasil *Pre-Test* Uji Validitas dan Reliabilitas

KUALITAS PELAYANAN

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.680
Bartlett's Test of Sphericity	Approx. Chi-Square	43.212
	df	10
	Sig.	.000

Anti-image Matrices

		Tang1	Tang2	Tang3	Tang4	Tang5
Anti-image Covariance	Tang1	.466	-.271	-.163	.052	.041
	Tang2	-.271	.445	.026	-.173	-.083
	Tang3	-.163	.026	.537	-.258	-.153
	Tang4	.052	-.173	-.258	.572	.048
	Tang5	.041	-.083	-.153	.048	.908
Anti-image Correlation	Tang1	.659[a]	-.596	-.326	.101	.063
	Tang2	-.596	.669[a]	.053	-.342	-.131
	Tang3	-.326	.053	.703[a]	-.465	-.220
	Tang4	.101	-.342	-.465	.692[a]	.067
	Tang5	.063	-.131	-.220	.067	.691[a]

a. Measures of Sampling Adequacy(MSA)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.683
Bartlett's Test of Sphericity	Approx. Chi-Square	41.155
	df	6
	Sig.	.000

Anti-image Matrices

		Tang1	Tang2	Tang3	Tang4
Anti-image Covariance	Tang1	.468	-.273	-.165	.050
	Tang2	-.273	.452	.013	-.172
	Tang3	-.165	.013	.564	-.263
	Tang4	.050	-.172	-.263	.574
Anti-image Correlation	Tang1	.658[a]	-.594	-.321	.097
	Tang2	-.594	.670[a]	.025	-.337
	Tang3	-.321	.025	.718[a]	-.463
	Tang4	.097	-.337	-.463	.693[a]

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.808	4

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.730
Bartlett's Test of Sphericity	Approx. Chi-Square	34.984
	df	6
	Sig.	.000

Anti-image Matrices

		Emp6	Emp7	Emp8	Emp9
Anti-image Covariance	Emp6	.588	-.247	-.088	.026
	Emp7	-.247	.460	-.200	-.072
	Emp8	-.088	-.200	.525	-.208
	Emp9	.026	-.072	-.208	.765
Anti-image Correlation	Emp6	.734[a]	-.475	-.158	.039
	Emp7	-.475	.698[a]	-.407	-.121
	Emp8	-.158	-.407	.743[a]	-.328
	Emp9	.039	-.121	-.328	.775[a]

a. easures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.780	4

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.734
Bartlett's Test of Sphericity	Approx. Chi-Square	58.205
	df	6
	Sig.	.000

Anti-image Matrices

		Ass10	Ass11	Ass12	Ass13
Anti-image Covariance	Ass10	.665	.097	-.116	-.150
	Ass11	.097	.360	-.196	-.056
	Ass12	-.116	-.196	.257	-.128
	Ass13	-.150	-.056	-.128	.417
Anti-image Correlation	Ass10	.759[a]	.198	-.281	-.285
	Ass11	.198	.699[a]	-.645	-.144
	Ass12	-.281	-.645	.687[a]	-.392
	Ass13	-.285	-.144	-.392	.825[a]

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.851	4

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.563
Bartlett's Test of Sphericity	Approx. Chi-Square	33.195
	df	6
	Sig.	.000

Anti-image Matrices

		Res14	Res15	Res16	Res17
Anti-image Covariance	Res14	.535	-.279	.058	-.067
	Res15	-.279	.381	-.248	.097
	Res16	.058	-.248	.543	-.246
	Res17	-.067	.097	-.246	.856
Anti-image Correlation	Res14	.601[a]	-.618	.107	-.099
	Res15	-.618	.542[a]	-.546	.170
	Res16	.107	-.546	.587[a]	-.361
	Res17	-.099	.170	-.361	.460[a]

a. Measures of Sampling Adequacy(MSA)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.594
Bartlett's Test of Sphericity	Approx. Chi-Square	29.387
	df	3
	Sig.	.000

Anti-image Matrices

		Res14	Res15	Res16
Anti-image Covariance	Res14	.540	-.282	.045
	Res15	-.282	.392	-.261
	Res16	.045	-.261	.624
Anti-image Correlation	Res14	.608[a]	-.613	.077
	Res15	-.613	.559[a]	-.528
	Res16	.077	-.528	.641[a]

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.774	3

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.620
Bartlett's Test of Sphericity	Approx. Chi-Square	43.340
	df	10
	Sig.	.000

Anti-image Matrices

		Rel18	Rel19	Rel20	Rel21	Rel22
Anti-image Covariance	Rel18	.504	-.326	.056	.025	-.005
	Rel19	-.326	.453	-.080	.028	-.100
	Rel20	.056	-.080	.728	-.077	-.184
	Rel21	.025	.028	-.077	.597	-.293
	Rel22	-.005	-.100	-.184	-.293	.487
Anti-image Correlation	Rel18	.532[a]	-.683	.092	.046	-.010
	Rel19	-.683	.571[a]	-.139	.054	-.212
	Rel20	.092	-.139	.775[a]	-.116	-.309
	Rel21	.046	.054	-.116	.640[a]	-.543
	Rel22	-.010	-.212	-.309	-.543	.651[a]

a. Measures of Sampling Adequacy(MSA)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.659
Bartlett's Test of Sphericity	Approx. Chi-Square	25.509
	df	6
	Sig.	.000

Anti-image Matrices

		Rel19	Rel20	Rel21	Rel22
Anti-image Covariance	Rel19	.848	-.083	.083	-.192
	Rel20	-.083	.734	-.080	-.185
	Rel21	.083	-.080	.598	-.293
	Rel22	-.192	-.185	-.293	.487
Anti-image Correlation	Rel19	.660[a]	-.105	.116	-.299
	Rel20	-.105	.792[a]	-.121	-.309
	Rel21	.116	-.121	.632[a]	-.543
	Rel22	-.299	-.309	-.543	.615[a]

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.691	4

KEPERCAYAAN

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.724
Bartlett's Test of Sphericity	Approx. Chi-Square	69.125
	df	10
	Sig.	.000

Anti-image Matrices

		Tru23	Tru24	Tru25	Tru26	Tru27
Anti-image Covariance	Tru23	.406	-.156	.035	.019	-.148
	Tru24	-.156	.248	-.213	-.111	-.016
	Tru25	.035	-.213	.429	.125	-.032
	Tru26	.019	-.111	.125	.583	-.228
	Tru27	-.148	-.016	-.032	-.228	.479
Anti-image Correlation	Tru23	.787[a]	-.491	.084	.039	-.335
	Tru24	-.491	.682[a]	-.652	-.292	-.047
	Tru25	.084	-.652	.657[a]	.250	-.072
	Tru26	.039	-.292	.250	.704[a]	-.431
	Tru27	-.335	-.047	-.072	-.431	.797[a]

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.843	5

KEPUASAN PELANGGAN

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.508
Bartlett's Test of Sphericity	Approx. Chi-Square	14.761
	df	3
	Sig.	.002

Anti-image Matrices

		Ting28	Kep29	Kep30
Anti-image Covariance	Ting28	.693	.084	-.347
	Kep29	.084	.828	-.277
	Kep30	-.347	-.277	.592
Anti-image Correlation	Ting28	.508[a]	.111	-.542
	Kep29	.111	.516[a]	-.396
	Kep30	-.542	-.396	.505[a]

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.641	3

LOYALITAS PELANGGAN

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.790
Bartlett's Test of Sphericity	Approx. Chi-Square	58.741
	df	10
	Sig.	.000

Anti-image Matrices

		Loy31	Loy32	Loy33	Loy34	Loy35
Anti-image Covariance	Loy31	.780	-.220	.034	.025	-.027
	Loy32	-.220	.420	-.089	-.177	-.040
	Loy33	.034	-.089	.388	-.132	-.212
	Loy34	.025	-.177	-.132	.443	-.052
	Loy35	-.027	-.040	-.212	-.052	.500
Anti-image Correlation	Loy31	.719[a]	-.384	.062	.042	-.044
	Loy32	-.384	.780[a]	-.220	-.410	-.086
	Loy33	.062	-.220	.778[a]	-.319	-.482
	Loy34	.042	-.410	-.319	.817[a]	-.110
	Loy35	-.044	-.086	-.482	-.110	.815[a]

a. Measures of Sampling Adequacy(MSA)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.798
Bartlett's Test of Sphericity	Approx. Chi-Square	52.827
	df	6
	Sig.	.000

Anti-image Matrices

		Loy32	Loy33	Loy34	Loy35
Anti-image Covariance	Loy32	.492	-.094	-.200	-.055
	Loy33	-.094	.390	-.134	-.212
	Loy34	-.200	-.134	.443	-.051
	Loy35	-.055	-.212	-.051	.501
Anti-image Correlation	Loy32	.821[a]	-.214	-.427	-.112
	Loy33	-.214	.773[a]	-.323	-.481
	Loy34	-.427	-.323	.800[a]	-.108
	Loy35	-.112	-.481	-.108	.806[a]

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.861	4

LAMPIRAN III

HASIL UJI PENELITIAN

No	Usia	Pekerjaan	Jenis Kelamin	Tempat Tinggal	Tentang JNE	Berlangganan JNE	Terakhir Interaksi JNE
1	1	3	5	7	11	16	20
2	1	4	6	7	11	15	21
3	2	3	5	7	12	16	18
4	1	4	6	7	13	15	18
5	1	3	5	7	11	16	20
6	1	4	6	7	14	15	21
7	2	3	5	7	11	17	21
8	1	3	5	7	11	16	20
9	1	4	6	7	11	15	20
10	2	4	6	7	14	15	19
11	1	4	6	7	14	15	21
12	2	4	6	7	11	15	19
13	2	3	5	7	12	16	18
14	1	3	5	7	11	15	21
15	1	4	6	7	13	15	18
16	2	3	5	7	12	16	18
17	1	4	6	7	14	15	21
18	1	4	6	7	14	15	18
19	1	4	6	7	13	15	20
20	2	3	5	7	11	17	21
21	1	3	5	7	11	15	21
22	1	3	5	7	11	16	20
23	2	4	6	7	11	15	21
24	1	3	5	7	11	15	21
25	2	4	6	7	11	15	21
26	2	4	6	7	14	15	19
27	1	3	5	7	11	15	21
28	2	4	6	7	11	15	19
29	2	4	6	7	11	15	21
30	2	3	5	7	13	15	19
31	2	4	6	7	14	15	19
32	1	4	6	7	14	15	18
33	1	4	6	8	11	15	21
34	2	4	6	7	14	15	19
35	1	4	6	8	11	15	21

No	Usia	Pekerjaan	Jenis Kelamin	Tempat Tinggal	Tentang JNE	Berlangganan JNE	Terakhir Interaksi JNE
36	2	4	6	7	11	15	19
37	2	4	6	7	14	16	19
38	1	4	6	7	14	15	18
39	1	4	6	7	11	15	18
40	1	4	6	7	14	15	18
41	1	4	6	7	11	15	21
42	2	3	5	7	11	17	21
43	1	4	6	7	11	15	18
44	1	4	6	7	14	15	20
45	1	4	6	8	11	15	21
46	1	4	6	7	13	15	18
47	2	4	6	7	14	16	20
48	1	4	6	7	11	15	18
49	2	3	5	7	13	15	19
50	2	4	6	9	13	16	20
51	2	3	5	7	13	15	19
52	2	3	5	7	11	17	21
53	2	4	6	9	13	16	20
54	2	3	5	7	12	16	18
55	2	3	5	7	11	17	21
56	1	4	6	7	11	15	18
57	2	4	6	9	13	16	20
58	2	3	5	7	13	15	18
59	2	4	6	10	13	16	19
60	2	4	6	7	14	16	20
61	1	4	6	7	14	15	18
62	2	3	5	7	11	17	21
63	2	3	5	7	13	15	18
64	2	4	6	7	14	16	20
65	2	4	6	7	14	16	20
66	2	3	5	7	11	17	21
67	1	4	6	7	11	15	21
68	1	4	6	8	11	15	21
69	1	4	6	10	13	15	18
70	1	4	6	7	12	15	20

No	Usia	Pekerjaan	Jenis Kelamin	Tempat Tinggal	Tentang JNE	Berlangganan JNE	Terakhir Interaksi JNE
71	2	4	6	7	11	16	19
72	1	4	6	7	12	15	20
73	1	4	6	7	14	15	18
74	1	4	6	7	12	15	20
75	2	4	6	7	11	16	21
76	2	3	5	7	11	17	21
77	1	4	6	7	13	15	18
78	1	4	6	7	14	15	20
79	2	3	5	7	12	16	18
80	1	4	6	7	14	15	20
81	1	4	6	7	11	15	20
82	1	4	6	7	11	15	20
83	2	3	5	7	11	17	21
84	1	4	6	7	11	15	20
85	1	4	6	7	14	15	18
86	2	4	6	7	11	16	21
87	1	4	6	7	11	15	20
88	2	4	6	7	13	15	20
89	1	4	6	7	14	15	18
90	1	3	5	7	11	15	21
91	2	4	6	7	11	15	19
92	1	4	6	7	11	15	21
93	2	4	6	7	13	15	20
94	2	4	6	7	13	15	20
95	1	4	6	7	14	15	18
96	2	4	6	7	11	16	21
97	2	4	6	7	13	15	20
98	2	3	5	7	13	15	19
99	2	3	5	7	13	15	18
100	2	4	6	7	11	15	19
101	1	4	6	7	14	15	20
102	2	4	6	7	11	15	18
103	1	4	6	7	14	15	20
104	2	4	6	7	11	15	18
105	2	4	6	7	11	15	19

No	Usia	Pekerjaan	Jenis Kelamin	Tempat Tinggal	Tentang JNE	Berlangganan JNE	Terakhir Interaksi JNE
106	1	4	6	7	13	15	20
107	2	4	6	7	11	15	18
108	2	3	5	7	12	16	18
109	2	3	5	7	13	15	18
110	1	4	6	10	13	15	18
111	1	4	6	7	13	15	20
112	1	4	6	10	13	15	18
113	2	4	6	7	11	15	21
114	2	4	6	7	13	15	20
115	1	4	6	7	13	15	20
116	1	4	6	7	13	15	20
117	2	3	5	7	13	15	19
118	2	4	6	10	13	16	19
119	2	4	6	7	11	15	18
120	2	4	6	7	14	16	20
121	1	4	6	10	13	15	18
122	2	4	6	10	13	16	19
123	2	3	5	7	12	16	18
124	2	3	5	7	13	15	18
125	1	4	6	7	14	15	21
126	1	4	6	7	13	15	18
127	2	3	5	7	13	15	19
128	2	4	6	10	13	16	19
129	2	4	6	7	11	15	21
130	2	4	6	10	13	16	19
131	1	3	5	7	11	15	21
132	1	4	6	7	11	15	21
133	1	4	6	7	12	15	20
134	2	4	6	7	14	16	19
135	2	4	6	7	11	16	21
136	2	4	6	7	14	15	19
137	2	4	6	7	11	16	19
138	1	4	6	7	14	15	18
139	2	4	6	7	14	16	19
140	1	4	6	7	11	15	18

No	Usia	Pekerjaan	Jenis Kelamin	Tempat Tinggal	Tentang JNE	Berlangganan JNE	Terakhir Interaksi JNE
141	2	4	6	7	11	16	21
142	2	3	5	7	13	15	19
143	2	4	6	7	14	16	19
144	2	4	6	9	13	16	20
145	2	4	6	7	11	15	19
146	1	3	5	7	11	15	21
147	1	3	5	7	11	16	20
148	1	3	5	7	11	16	20
149	2	3	5	7	13	15	18
150	2	3	5	7	13	15	18
151	2	4	6	7	14	16	19
152	1	4	6	8	11	15	21
153	1	4	6	10	13	15	18
154	2	4	6	7	11	15	18
155	2	4	6	7	11	16	19

KUALITAS PELAYANAN					KEPERCAYAAN				
T.TANG	T.EMP	T.ASS	T.RES	T.REL	TRU23	TRU24	TRU25	TRU26	TRU27
0.121	-1.06302	0.15047	1.43569	1.9667	4.0	4.0	2.0	5.0	5.0
0.04839	-1.42193	-0.78006	-2.60342	-1.96183	3.0	3.0	3.0	3.0	2.0
0.121	-0.29196	-0.17345	0.08932	-0.31445	3.0	3.0	3.0	4.0	4.0
0.4101	-0.60859	-0.49328	-1.60632	-0.84989	4.0	4.0	4.0	3.0	2.0
0.121	-1.06302	0.15047	1.43569	1.9667	4.0	4.0	2.0	5.0	5.0
-1.78894	-1.29099	-2.00889	0.93279	-1.5412	3.0	2.0	2.0	3.0	4.0
0.12492	0.07289	1.3793	0.9415	0.86068	4.0	5.0	5.0	4.0	5.0
0.121	-1.06302	0.15047	1.43569	1.9667	4.0	4.0	2.0	5.0	5.0
-0.32052	0.30179	0.44877	0.43859	0.48343	4.0	4.0	4.0	4.0	4.0
1.79937	1.15649	0.11333	-1.60632	-0.74333	3.0	4.0	3.0	4.0	3.0
-1.78894	-1.29099	-2.00889	0.93279	-1.5412	3.0	2.0	2.0	3.0	4.0
-0.60962	0.79758	-0.44463	1.08642	-0.59338	5.0	4.0	4.0	3.0	5.0
0.121	-0.29196	-0.17345	0.08932	-0.31445	3.0	3.0	3.0	4.0	4.0
0.48663	0.43273	1.06689	0.43859	0.48343	4.0	5.0	5.0	5.0	5.0
0.4101	-0.60859	-0.49328	-1.60632	-0.84989	4.0	4.0	4.0	3.0	2.0
0.121	-0.29196	-0.17345	0.08932	-0.31445	3.0	3.0	3.0	4.0	4.0
-1.78894	-1.29099	-2.00889	0.93279	-1.5412	3.0	2.0	2.0	3.0	4.0
-1.63326	-1.82906	-2.30309	-0.05561	-0.05793	2.0	1.0	1.0	5.0	3.0
0.70312	0.07289	0.15047	-0.75415	-0.73508	4.0	4.0	4.0	4.0	3.0
0.12492	0.07289	1.3793	0.9415	0.86068	4.0	5.0	5.0	4.0	5.0
0.48663	0.43273	1.06689	0.43859	0.48343	4.0	5.0	5.0	5.0	5.0
0.121	-1.06302	0.15047	1.43569	1.9667	4.0	4.0	2.0	5.0	5.0
0.62332	1.38948	0.12485	0.42989	0.33348	3.0	4.0	4.0	5.0	4.0
0.48663	0.43273	1.06689	0.43859	0.48343	4.0	5.0	5.0	5.0	5.0
0.62332	1.38948	0.12485	0.42989	0.33348	3.0	4.0	4.0	5.0	4.0
1.79937	1.15649	0.11333	-1.60632	-0.74333	3.0	4.0	3.0	4.0	3.0
0.48663	0.43273	1.06689	0.43859	0.48343	4.0	5.0	5.0	5.0	5.0
0.69985	0.02652	0.12894	-0.75415	0.74819	3.0	4.0	4.0	4.0	4.0
0.62332	1.38948	0.12485	0.42989	0.33348	3.0	4.0	4.0	5.0	4.0
0.4101	0.98327	0.77269	0.43859	0.21867	5.0	4.0	4.0	4.0	5.0
1.79937	1.15649	0.11333	-1.60632	-0.74333	3.0	4.0	3.0	4.0	3.0

-1.63326	-1.82906	-2.30309	-0.05561	-0.05793	2.0	1.0	1.0	5.0	3.0
-0.68942	0.39045	0.12485	-0.75415	0.48343	4.0	4.0	4.0	3.0	3.0
1.79937	1.15649	0.11333	-1.60632	-0.74333	3.0	4.0	3.0	4.0	3.0
-0.68942	0.39045	0.12485	-0.75415	0.48343	4.0	4.0	4.0	3.0	3.0
0.69985	0.02652	0.12894	-0.75415	0.74819	3.0	4.0	4.0	4.0	4.0
0.62332	1.70796	0.7686	-0.75415	0.90406	4.0	4.0	5.0	5.0	4.0
-1.63326	-1.82906	-2.30309	-0.05561	-0.05793	2.0	1.0	1.0	5.0	3.0
0.4101	-0.56631	-1.37665	0.93279	-0.57921	4.0	4.0	4.0	3.0	4.0
-1.63326	-1.82906	-2.30309	-0.05561	-0.05793	2.0	1.0	1.0	5.0	3.0
0.04839	-1.42193	-0.78006	-2.60342	-1.96183	3.0	3.0	3.0	3.0	2.0
0.12492	0.07289	1.3793	0.9415	0.86068	4.0	5.0	5.0	4.0	5.0
0.4101	-0.56631	-1.37665	0.93279	-0.57921	4.0	4.0	4.0	3.0	4.0
0.33422	1.39041	1.35367	0.08932	1.01887	5.0	5.0	5.0	5.0	5.0
-0.68942	0.39045	0.12485	-0.75415	0.48343	4.0	4.0	4.0	3.0	3.0
0.4101	-0.60859	-0.49328	-1.60632	-0.84989	4.0	4.0	4.0	3.0	2.0
0.33422	0.39045	0.16199	-0.55851	0.48343	4.0	3.0	4.0	3.0	4.0
0.4101	-0.56631	-1.37665	0.93279	-0.57921	4.0	4.0	4.0	3.0	4.0
0.4101	0.98327	0.77269	0.43859	0.21867	5.0	4.0	4.0	4.0	5.0
-0.68615	-0.83002	-0.46023	-1.10342	-0.73508	3.0	4.0	3.0	2.0	3.0
0.4101	0.98327	0.77269	0.43859	0.21867	5.0	4.0	4.0	4.0	5.0
0.12492	0.07289	1.3793	0.9415	0.86068	4.0	5.0	5.0	4.0	5.0
-0.68615	-0.83002	-0.46023	-1.10342	-0.73508	3.0	4.0	3.0	2.0	3.0
0.121	-0.29196	-0.17345	0.08932	-0.31445	3.0	3.0	3.0	4.0	4.0
0.12492	0.07289	1.3793	0.9415	0.86068	4.0	5.0	5.0	4.0	5.0
0.4101	-0.56631	-1.37665	0.93279	-0.57921	4.0	4.0	4.0	3.0	4.0
-0.68615	-0.83002	-0.46023	-1.10342	-0.73508	3.0	4.0	3.0	2.0	3.0
-2.5202	-2.27755	-1.64783	0.08932	-1.41222	1.0	2.0	4.0	1.0	2.0
1.14463	0.708	0.74706	-0.25995	0.48343	4.0	5.0	5.0	4.0	4.0
0.33422	0.39045	0.16199	-0.55851	0.48343	4.0	3.0	4.0	3.0	4.0
-0.76203	-0.29103	-0.19498	0.93279	0.0628	5.0	5.0	3.0	4.0	4.0
0.12492	0.07289	1.3793	0.9415	0.86068	4.0	5.0	5.0	4.0	5.0
-2.5202	-2.27755	-1.64783	0.08932	-1.41222	1.0	2.0	4.0	1.0	2.0
0.33422	0.39045	0.16199	-0.55851	0.48343	4.0	3.0	4.0	3.0	4.0

0.33422	0.39045	0.16199	-0.55851	0.48343	4.0	3.0	4.0	3.0	4.0
0.12492	0.07289	1.3793	0.9415	0.86068	4.0	5.0	5.0	4.0	5.0
0.04839	-1.42193	-0.78006	-2.60342	-1.96183	3.0	3.0	3.0	3.0	2.0
-0.68942	0.39045	0.12485	-0.75415	0.48343	4.0	4.0	4.0	3.0	3.0
-0.60962	-0.29196	-1.06275	-2.10052	-1.12058	3.0	2.0	2.0	3.0	2.0
-0.03469	0.43273	0.44877	1.08642	0.48343	4.0	4.0	4.0	4.0	4.0
1.14463	0.708	1.06689	0.43859	0.90406	4.0	5.0	4.0	5.0	5.0
-0.03469	0.43273	0.44877	1.08642	0.48343	4.0	4.0	4.0	4.0	4.0
-0.76203	-0.29103	-0.19498	0.93279	0.0628	5.0	5.0	3.0	4.0	4.0
-0.03469	0.43273	0.44877	1.08642	0.48343	4.0	4.0	4.0	4.0	4.0
1.43046	0.39045	1.05538	0.24295	1.9667	5.0	5.0	5.0	5.0	4.0
0.12492	0.07289	1.3793	0.9415	0.86068	4.0	5.0	5.0	4.0	5.0
0.4101	-0.60859	-0.49328	-1.60632	-0.84989	4.0	4.0	4.0	3.0	2.0
0.33422	1.39041	1.35367	0.08932	1.01887	5.0	5.0	5.0	5.0	5.0
0.121	-0.29196	-0.17345	0.08932	-0.31445	3.0	3.0	3.0	4.0	4.0
0.33422	1.39041	1.35367	0.08932	1.01887	5.0	5.0	5.0	5.0	5.0
-0.32052	0.30179	0.44877	0.43859	0.48343	4.0	4.0	4.0	4.0	4.0
-0.32052	0.30179	0.44877	0.43859	0.48343	4.0	4.0	4.0	4.0	4.0
0.12492	0.07289	1.3793	0.9415	0.86068	4.0	5.0	5.0	4.0	5.0
-0.32052	0.30179	0.44877	0.43859	0.48343	4.0	4.0	4.0	4.0	4.0
-0.76203	-0.29103	-0.19498	0.93279	0.0628	5.0	5.0	3.0	4.0	4.0
1.43046	0.39045	1.05538	0.24295	1.9667	5.0	5.0	5.0	5.0	4.0
-0.32052	0.30179	0.44877	0.43859	0.48343	4.0	4.0	4.0	4.0	4.0
-1.78894	-0.97344	-1.36514	1.08642	-1.94767	3.0	2.0	3.0	2.0	3.0
-0.76203	-0.29103	-0.19498	0.93279	0.0628	5.0	5.0	3.0	4.0	4.0
0.48663	0.43273	1.06689	0.43859	0.48343	4.0	5.0	5.0	5.0	5.0
0.69985	0.02652	0.12894	-0.75415	0.74819	3.0	4.0	4.0	4.0	4.0
0.04839	-1.42193	-0.78006	-2.60342	-1.96183	3.0	3.0	3.0	3.0	2.0
-1.78894	-0.97344	-1.36514	1.08642	-1.94767	3.0	2.0	3.0	2.0	3.0
-1.78894	-0.97344	-1.36514	1.08642	-1.94767	3.0	2.0	3.0	2.0	3.0
-0.76203	-0.29103	-0.19498	0.93279	0.0628	5.0	5.0	3.0	4.0	4.0
1.43046	0.39045	1.05538	0.24295	1.9667	5.0	5.0	5.0	5.0	4.0
-1.78894	-0.97344	-1.36514	1.08642	-1.94767	3.0	2.0	3.0	2.0	3.0

0.4101	0.98327	0.77269	0.43859	0.21867	5.0	4.0	4.0	4.0	5.0
-2.5202	-2.27755	-1.64783	0.08932	-1.41222	1.0	2.0	4.0	1.0	2.0
-0.60962	0.79758	-0.44463	1.08642	-0.59338	5.0	4.0	4.0	3.0	5.0
0.33422	1.39041	1.35367	0.08932	1.01887	5.0	5.0	5.0	5.0	5.0
1.06483	1.11513	1.09252	0.59222	0.21867	4.0	5.0	5.0	4.0	4.0
0.33422	1.39041	1.35367	0.08932	1.01887	5.0	5.0	5.0	5.0	5.0
1.06483	1.11513	1.09252	0.59222	0.21867	4.0	5.0	5.0	4.0	4.0
-0.60962	0.79758	-0.44463	1.08642	-0.59338	5.0	4.0	4.0	3.0	5.0
0.70312	0.07289	0.15047	-0.75415	-0.73508	4.0	4.0	4.0	4.0	3.0
1.06483	1.11513	1.09252	0.59222	0.21867	4.0	5.0	5.0	4.0	4.0
0.121	-0.29196	-0.17345	0.08932	-0.31445	3.0	3.0	3.0	4.0	4.0
-2.5202	-2.27755	-1.64783	0.08932	-1.41222	1.0	2.0	4.0	1.0	2.0
-0.60962	-0.29196	-1.06275	-2.10052	-1.12058	3.0	2.0	2.0	3.0	2.0
0.70312	0.07289	0.15047	-0.75415	-0.73508	4.0	4.0	4.0	4.0	3.0
-0.60962	-0.29196	-1.06275	-2.10052	-1.12058	3.0	2.0	2.0	3.0	2.0
0.62332	1.38948	0.12485	0.42989	0.33348	3.0	4.0	4.0	5.0	4.0
-1.78894	-0.97344	-1.36514	1.08642	-1.94767	3.0	2.0	3.0	2.0	3.0
0.70312	0.07289	0.15047	-0.75415	-0.73508	4.0	4.0	4.0	4.0	3.0
0.70312	0.07289	0.15047	-0.75415	-0.73508	4.0	4.0	4.0	4.0	3.0
0.4101	0.98327	0.77269	0.43859	0.21867	5.0	4.0	4.0	4.0	5.0
1.14463	0.708	0.74706	-0.25995	0.48343	4.0	5.0	5.0	4.0	4.0
1.06483	1.11513	1.09252	0.59222	0.21867	4.0	5.0	5.0	4.0	4.0
0.33422	0.39045	0.16199	-0.55851	0.48343	4.0	3.0	4.0	3.0	4.0
-0.60962	-0.29196	-1.06275	-2.10052	-1.12058	3.0	2.0	2.0	3.0	2.0
1.14463	0.708	0.74706	-0.25995	0.48343	4.0	5.0	5.0	4.0	4.0
0.121	-0.29196	-0.17345	0.08932	-0.31445	3.0	3.0	3.0	4.0	4.0
-2.5202	-2.27755	-1.64783	0.08932	-1.41222	1.0	2.0	4.0	1.0	2.0
-1.78894	-1.29099	-2.00889	0.93279	-1.5412	3.0	2.0	2.0	3.0	4.0
0.4101	-0.60859	-0.49328	-1.60632	-0.84989	4.0	4.0	4.0	3.0	2.0
0.4101	0.98327	0.77269	0.43859	0.21867	5.0	4.0	4.0	4.0	5.0
1.14463	0.708	0.74706	-0.25995	0.48343	4.0	5.0	5.0	4.0	4.0
0.62332	1.38948	0.12485	0.42989	0.33348	3.0	4.0	4.0	5.0	4.0
1.14463	0.708	0.74706	-0.25995	0.48343	4.0	5.0	5.0	4.0	4.0

0.48663	0.43273	1.06689	0.43859	0.48343	4.0	5.0	5.0	5.0	5.0
0.04839	-1.42193	-0.78006	-2.60342	-1.96183	3.0	3.0	3.0	3.0	2.0
-0.03469	0.43273	0.44877	1.08642	0.48343	4.0	4.0	4.0	4.0	4.0
0.62332	1.70796	0.7686	-0.75415	0.90406	4.0	4.0	5.0	5.0	4.0
1.43046	0.39045	1.05538	0.24295	1.9667	5.0	5.0	5.0	5.0	4.0
1.79937	1.15649	0.11333	-1.60632	-0.74333	3.0	4.0	3.0	4.0	3.0
1.14463	0.708	1.06689	0.43859	0.90406	4.0	5.0	4.0	5.0	5.0
-1.63326	-1.82906	-2.30309	-0.05561	-0.05793	2.0	1.0	1.0	5.0	3.0
0.62332	1.70796	0.7686	-0.75415	0.90406	4.0	4.0	5.0	5.0	4.0
0.4101	-0.56631	-1.37665	0.93279	-0.57921	4.0	4.0	4.0	3.0	4.0
1.43046	0.39045	1.05538	0.24295	1.9667	5.0	5.0	5.0	5.0	4.0
0.4101	0.98327	0.77269	0.43859	0.21867	5.0	4.0	4.0	4.0	5.0
0.62332	1.70796	0.7686	-0.75415	0.90406	4.0	4.0	5.0	5.0	4.0
-0.68615	-0.83002	-0.46023	-1.10342	-0.73508	3.0	4.0	3.0	2.0	3.0
-0.60962	0.79758	-0.44463	1.08642	-0.59338	5.0	4.0	4.0	3.0	5.0
0.48663	0.43273	1.06689	0.43859	0.48343	4.0	5.0	5.0	5.0	5.0
0.121	-1.06302	0.15047	1.43569	1.9667	4.0	4.0	2.0	5.0	5.0
0.121	-1.06302	0.15047	1.43569	1.9667	4.0	4.0	2.0	5.0	5.0
-2.5202	-2.27755	-1.64783	0.08932	-1.41222	1.0	2.0	4.0	1.0	2.0
-2.5202	-2.27755	-1.64783	0.08932	-1.41222	1.0	2.0	4.0	1.0	2.0
0.62332	1.70796	0.7686	-0.75415	0.90406	4.0	4.0	5.0	5.0	4.0
-0.68942	0.39045	0.12485	-0.75415	0.48343	4.0	4.0	4.0	3.0	3.0
-0.60962	-0.29196	-1.06275	-2.10052	-1.12058	3.0	2.0	2.0	3.0	2.0
1.06483	1.11513	1.09252	0.59222	0.21867	4.0	5.0	5.0	4.0	4.0
1.14463	0.708	1.06689	0.43859	0.90406	4.0	5.0	4.0	5.0	5.0

KEPUASAN PELANGGAN			LOYALITAS PELANGGAN			
SATIS28	SATIS29	SATIS30	LOY32	LOY33	LOY34	LOY35
5.0	1.0	5.0	4.0	3.0	3.0	4.0
3.0	2.0	3.0	2.0	3.0	3.0	3.0
4.0	3.0	4.0	3.0	4.0	4.0	4.0
3.0	1.0	3.0	1.0	1.0	3.0	3.0
5.0	1.0	5.0	4.0	3.0	3.0	4.0
3.0	2.0	5.0	2.0	2.0	2.0	2.0
4.0	3.0	4.0	4.0	4.0	5.0	4.0
5.0	1.0	5.0	4.0	3.0	3.0	4.0
5.0	2.0	4.0	3.0	5.0	4.0	5.0
4.0	2.0	2.0	3.0	4.0	4.0	3.0
3.0	2.0	5.0	2.0	2.0	2.0	2.0
4.0	5.0	5.0	4.0	3.0	4.0	3.0
4.0	3.0	4.0	3.0	4.0	4.0	4.0
4.0	3.0	3.0	5.0	5.0	5.0	5.0
3.0	1.0	3.0	1.0	1.0	3.0	3.0
4.0	3.0	4.0	3.0	4.0	4.0	4.0
3.0	2.0	5.0	2.0	2.0	2.0	2.0
3.0	3.0	5.0	1.0	1.0	3.0	3.0
4.0	3.0	4.0	3.0	3.0	3.0	4.0
4.0	3.0	4.0	4.0	4.0	5.0	4.0
4.0	3.0	3.0	5.0	5.0	5.0	5.0
5.0	1.0	5.0	4.0	3.0	3.0	4.0
4.0	4.0	5.0	3.0	4.0	4.0	5.0
4.0	3.0	3.0	5.0	5.0	5.0	5.0
4.0	4.0	5.0	3.0	4.0	4.0	5.0
4.0	2.0	2.0	3.0	4.0	4.0	3.0
4.0	3.0	3.0	5.0	5.0	5.0	5.0
3.0	4.0	5.0	5.0	4.0	3.0	4.0
4.0	4.0	5.0	3.0	4.0	4.0	5.0
5.0	3.0	4.0	4.0	2.0	4.0	1.0
4.0	2.0	2.0	3.0	4.0	4.0	3.0
3.0	3.0	5.0	1.0	1.0	3.0	3.0
4.0	2.0	3.0	3.0	4.0	4.0	4.0
4.0	2.0	2.0	3.0	4.0	4.0	3.0
4.0	2.0	3.0	3.0	4.0	4.0	4.0
3.0	4.0	5.0	5.0	4.0	3.0	4.0
4.0	3.0	5.0	4.0	4.0	4.0	5.0
3.0	3.0	5.0	1.0	1.0	3.0	3.0
5.0	3.0	5.0	3.0	4.0	3.0	5.0
3.0	3.0	5.0	1.0	1.0	3.0	3.0
3.0	2.0	3.0	2.0	3.0	3.0	3.0
4.0	3.0	4.0	4.0	4.0	5.0	4.0
5.0	3.0	5.0	3.0	4.0	3.0	5.0
5.0	4.0	5.0	5.0	4.0	4.0	5.0
4.0	2.0	3.0	3.0	4.0	4.0	4.0
3.0	1.0	3.0	1.0	1.0	3.0	3.0
5.0	4.0	4.0	4.0	4.0	4.0	4.0

5.0	3.0	5.0	3.0	4.0	3.0	5.0
5.0	3.0	4.0	4.0	2.0	4.0	1.0
3.0	3.0	4.0	3.0	3.0	3.0	3.0
5.0	3.0	4.0	4.0	2.0	4.0	1.0
4.0	3.0	4.0	4.0	4.0	5.0	4.0
3.0	3.0	4.0	3.0	3.0	3.0	3.0
4.0	3.0	4.0	3.0	4.0	4.0	4.0
4.0	3.0	4.0	4.0	4.0	5.0	4.0
5.0	3.0	5.0	3.0	4.0	3.0	5.0
3.0	3.0	4.0	3.0	3.0	3.0	3.0
2.0	2.0	1.0	2.0	2.0	2.0	2.0
4.0	3.0	5.0	4.0	4.0	4.0	4.0
5.0	4.0	4.0	4.0	4.0	4.0	4.0
4.0	2.0	3.0	2.0	3.0	3.0	2.0
4.0	3.0	4.0	4.0	4.0	5.0	4.0
2.0	2.0	1.0	2.0	2.0	2.0	2.0
5.0	4.0	4.0	4.0	4.0	4.0	4.0
5.0	4.0	4.0	4.0	4.0	4.0	4.0
4.0	3.0	4.0	4.0	4.0	5.0	4.0
3.0	2.0	3.0	2.0	3.0	3.0	3.0
4.0	2.0	3.0	3.0	4.0	4.0	4.0
3.0	3.0	4.0	1.0	2.0	2.0	3.0
5.0	3.0	5.0	4.0	4.0	4.0	4.0
5.0	3.0	4.0	4.0	5.0	5.0	5.0
5.0	3.0	5.0	4.0	4.0	4.0	4.0
4.0	2.0	3.0	2.0	3.0	3.0	2.0
5.0	3.0	5.0	4.0	4.0	4.0	4.0
4.0	3.0	4.0	5.0	3.0	5.0	5.0
4.0	3.0	4.0	4.0	4.0	5.0	4.0
3.0	1.0	3.0	1.0	1.0	3.0	3.0
5.0	4.0	5.0	5.0	4.0	4.0	5.0
4.0	3.0	4.0	3.0	4.0	4.0	4.0
5.0	4.0	5.0	5.0	4.0	4.0	5.0
5.0	2.0	4.0	3.0	5.0	4.0	5.0
5.0	2.0	4.0	3.0	5.0	4.0	5.0
4.0	3.0	4.0	4.0	4.0	5.0	4.0
5.0	2.0	4.0	3.0	5.0	4.0	5.0
4.0	2.0	3.0	2.0	3.0	3.0	2.0
4.0	3.0	4.0	5.0	3.0	5.0	5.0
5.0	2.0	4.0	3.0	5.0	4.0	5.0
1.0	3.0	1.0	4.0	2.0	3.0	4.0
4.0	2.0	3.0	2.0	3.0	3.0	2.0
4.0	3.0	3.0	5.0	5.0	5.0	5.0
3.0	4.0	5.0	5.0	4.0	3.0	4.0
3.0	2.0	3.0	2.0	3.0	3.0	3.0
1.0	3.0	1.0	4.0	2.0	3.0	4.0
1.0	3.0	1.0	4.0	2.0	3.0	4.0
4.0	2.0	3.0	2.0	3.0	3.0	2.0
4.0	3.0	4.0	5.0	3.0	5.0	5.0

1.0	3.0	1.0	4.0	2.0	3.0	4.0
5.0	3.0	4.0	4.0	2.0	4.0	1.0
2.0	2.0	1.0	2.0	2.0	2.0	2.0
4.0	5.0	5.0	4.0	3.0	4.0	3.0
5.0	4.0	5.0	5.0	4.0	4.0	5.0
4.0	3.0	5.0	4.0	4.0	4.0	4.0
5.0	4.0	5.0	5.0	4.0	4.0	5.0
4.0	3.0	5.0	4.0	4.0	4.0	4.0
4.0	5.0	5.0	4.0	3.0	4.0	3.0
4.0	3.0	4.0	3.0	3.0	3.0	4.0
4.0	3.0	5.0	4.0	4.0	4.0	4.0
4.0	3.0	4.0	3.0	4.0	4.0	4.0
2.0	2.0	1.0	2.0	2.0	2.0	2.0
3.0	3.0	4.0	1.0	2.0	2.0	3.0
4.0	3.0	4.0	3.0	3.0	3.0	4.0
3.0	3.0	4.0	1.0	2.0	2.0	3.0
4.0	4.0	5.0	3.0	4.0	4.0	5.0
1.0	3.0	1.0	4.0	2.0	3.0	4.0
4.0	3.0	4.0	3.0	3.0	3.0	4.0
4.0	3.0	4.0	3.0	3.0	3.0	4.0
5.0	3.0	4.0	4.0	2.0	4.0	1.0
4.0	3.0	5.0	4.0	4.0	4.0	4.0
4.0	3.0	5.0	4.0	4.0	4.0	4.0
5.0	4.0	4.0	4.0	4.0	4.0	4.0
3.0	3.0	4.0	1.0	2.0	2.0	3.0
4.0	3.0	5.0	4.0	4.0	4.0	4.0
4.0	3.0	4.0	3.0	4.0	4.0	4.0
2.0	2.0	1.0	2.0	2.0	2.0	2.0
3.0	2.0	5.0	2.0	2.0	2.0	2.0
3.0	1.0	3.0	1.0	1.0	3.0	3.0
5.0	3.0	4.0	4.0	2.0	4.0	1.0
4.0	3.0	5.0	4.0	4.0	4.0	4.0
4.0	4.0	5.0	3.0	4.0	4.0	5.0
4.0	3.0	5.0	4.0	4.0	4.0	4.0
4.0	3.0	3.0	5.0	5.0	5.0	5.0
3.0	2.0	3.0	2.0	3.0	3.0	3.0
5.0	3.0	5.0	4.0	4.0	4.0	4.0
4.0	3.0	5.0	4.0	4.0	4.0	5.0
4.0	3.0	4.0	5.0	3.0	5.0	5.0
4.0	2.0	2.0	3.0	4.0	4.0	3.0
5.0	3.0	4.0	4.0	5.0	5.0	5.0
3.0	3.0	5.0	1.0	1.0	3.0	3.0
4.0	3.0	5.0	4.0	4.0	4.0	5.0
5.0	3.0	5.0	3.0	4.0	3.0	5.0
4.0	3.0	4.0	5.0	3.0	5.0	5.0
5.0	3.0	4.0	4.0	2.0	4.0	1.0
4.0	3.0	5.0	4.0	4.0	4.0	5.0
3.0	3.0	4.0	3.0	3.0	3.0	3.0
4.0	5.0	5.0	4.0	3.0	4.0	3.0

4.0	3.0	3.0	5.0	5.0	5.0	5.0
5.0	1.0	5.0	4.0	3.0	3.0	4.0
5.0	1.0	5.0	4.0	3.0	3.0	4.0
2.0	2.0	1.0	2.0	2.0	2.0	2.0
2.0	2.0	1.0	2.0	2.0	2.0	2.0
4.0	3.0	5.0	4.0	4.0	4.0	5.0
4.0	2.0	3.0	3.0	4.0	4.0	4.0
3.0	3.0	4.0	1.0	2.0	2.0	3.0
4.0	3.0	5.0	4.0	4.0	4.0	4.0
5.0	3.0	4.0	4.0	5.0	5.0	5.0

KUALITAS PELAYANAN

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.669
Bartlett's Test of Sphericity	Approx. Chi-Square	254.224
	df	6
	Sig.	.000

Anti-image Matrices

		TANG1	TANG2	TANG3	TANG4
Anti-image Covariance	TANG1	.447	-.258	-.214	.051
	TANG2	-.258	.497	.055	-.188
	TANG3	-.214	.055	.505	-.249
	TANG4	.051	-.188	-.249	.565
Anti-image Correlation	TANG1	.652[a]	-.548	-.450	.102
	TANG2	-.548	.667[a]	.110	-.355
	TANG3	-.450	.110	.672[a]	-.465
	TANG4	.102	-.355	-.465	.692[a]

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.813	4

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.699
Bartlett's Test of Sphericity	Approx. Chi-Square	221.712
	df	6
	Sig.	.000

Anti-image Matrices

		EMP6	EMP7	EMP8	EMP9
Anti-image Covariance	EMP6	.574	-.241	-.076	.059
	EMP7	-.241	.430	-.209	-.028
	EMP8	-.076	-.209	.479	-.226
	EMP9	.059	-.028	-.226	.780
Anti-image Correlation	EMP6	.722[a]	-.486	-.145	.089
	EMP7	-.486	.677[a]	-.461	-.047
	EMP8	-.145	-.461	.708[a]	-.369
	EMP9	.089	-.047	-.369	.698[a]

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.769	4

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.725
Bartlett's Test of Sphericity	Approx. Chi-Square	367.550
	df	6
	Sig.	.000

Anti-image Matrices

		ASS10	ASS11	ASS12	ASS13
Anti-image Covariance	ASS10	.691	.101	-.115	-.130
	ASS11	.101	.325	-.184	-.041
	ASS12	-.115	-.184	.228	-.127
	ASS13	-.130	-.041	-.127	.410
Anti-image Correlation	ASS10	.752[a]	.214	-.289	-.244
	ASS11	.214	.690[a]	-.676	-.113
	ASS12	-.289	-.676	.672[a]	-.414
	ASS13	-.244	-.113	-.414	.832[a]

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.852	4

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.620
Bartlett's Test of Sphericity	Approx. Chi-Square	172.388
	df	3
	Sig.	.000

Anti-image Matrices

		RES14	RES15	RES16
Anti-image Covariance	RES14	.547	-.280	.011
	RES15	-.280	.410	-.254
	RES16	.011	-.254	.631
Anti-image Correlation	RES14	.635[a]	-.592	.018
	RES15	-.592	.578[a]	-.500
	RES16	.018	-.500	.678[a]

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.778	3

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.614
Bartlett's Test of Sphericity	Approx. Chi-Square	142.477
	df	6
	Sig.	.000

Anti-image Matrices

		REL19	REL20	REL21	REL22
Anti-image Covariance	REL19	.828	-.085	.133	-.227
	REL20	-.085	.777	-.095	-.160
	REL21	.133	-.095	.606	-.305
	REL22	-.227	-.160	-.305	.503
Anti-image Correlation	REL19	.538[a]	-.106	.188	-.352
	REL20	-.106	.801[a]	-.138	-.256
	REL21	.188	-.138	.581[a]	-.553
	REL22	-.352	-.256	-.553	.586[a]

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.668	4

KEPERCAYAAN

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.708
Bartlett's Test of Sphericity	Approx. Chi-Square	460.217
	df	10
	Sig.	.000

Anti-image Matrices

		TRU23	TRU24	TRU25	TRU26	TRU27
Anti-image Covariance	TRU23	.375	-.148	.067	-.002	-.128
	TRU24	-.148	.220	-.209	-.110	-.020
	TRU25	.067	-.209	.427	.156	-.035
	TRU26	-.002	-.110	.156	.495	-.199
	TRU27	-.128	-.020	-.035	-.199	.437
Anti-image Correlation	TRU23	.783[a]	-.514	.168	-.004	-.316
	TRU24	-.514	.667[a]	-.682	-.333	-.065
	TRU25	.168	-.682	.564[a]	.340	-.081
	TRU26	-.004	-.333	.340	.705[a]	-.428
	TRU27	-.316	-.065	-.081	-.428	.819[a]

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.848	5

KEPUASAN PELANGGAN

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.507
Bartlett's Test of Sphericity	Approx. Chi-Square	98.776
	df	3
	Sig.	.000

Anti-image Matrices

		SATIS28	SATIS29	SATIS30
Anti-image Covariance	SATIS28	.639	.087	-.351
	SATIS29	.087	.840	-.258
	SATIS30	-.351	-.258	.555
Anti-image Correlation	SATIS28	.507[a]	.118	-.590
	SATIS29	.118	.517[a]	-.379
	SATIS30	-.590	-.379	.504[a]

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.654	3

LOYALITAS PELANGGAN

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.786
Bartlett's Test of Sphericity	Approx. Chi-Square	332.545
	df	6
	Sig.	.000

Anti-image Matrices

		LOY32	LOY33	LOY34	LOY35
Anti-image Covariance	LOY32	.489	-.082	-.203	-.044
	LOY33	-.082	.359	-.134	-.219
	LOY34	-.203	-.134	.428	-.031
	LOY35	-.044	-.219	-.031	.479
Anti-image Correlation	LOY32	.819[a]	-.196	-.444	-.091
	LOY33	-.196	.756[a]	-.343	-.527
	LOY34	-.444	-.343	.792[a]	-.069
	LOY35	-.091	-.527	-.069	.787[a]

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.865	4

LAMPIRAN IV

HASIL UJI LISREL

DATE: 2/17/2015
TIME: 13:51

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\diah\Documents\HASIL LISREL\SYNTAX5.PR2:

```
raw data from file UJI5.PSF
latent vartiables: TRU SERQU SATIS LOY
relationships:
TANG =SERQU
EMP = SERQU
ASS = SERQU
!RES = 1*SERQU
REL = SERQU
TRU23 = 1*TRU
TRU24 = TRU
TRU25 = TRU
TRU26 = TRU
TRU27 = TRU
SATIS28 = SATIS
!SATIS29 = 1*SATIS
SATIS30 = SATIS
LOY32 = 1*LOY
LOY33 = LOY
LOY34 = LOY
LOY35 = LOY

SATIS=SERQU
LOY=SERQU SATIS TRU

!set error variance of SATIS28 to zero
set error covariance of RES and TRU27 correlate
set error covariance of TRU26 and TRU25 correlate
```

set error covariance of LOY35 and LOY33 correlate
set error covariance of TRU26 and LOY35 correlate
set error covariance of LOY33 and SATIS28 correlate
set error covariance of TRU23 and LOY33 correlate
set error covariance of TRU24 and TRU23 correlate
set error covariance of TRU27 and TRU23 correlate
set error covariance of EMP and TRU23 correlate
set error covariance of RES and TANG correlate
set error covariance of TANG and TRU27 correlate
set error covariance of ASS and SATIS30 correlate
set error covariance of TANG and SATIS28 correlate
set error covariance of REL and SATIS28 correlate
set error covariance of TRU24 and TRU25 correlate
set error covariance of TANG and TRU24 correlate
set error covariance of REL and EMP correlate
set error covariance of REL and SATIS30 correlate
set error covariance of LOY34 and SATIS28 correlate
set error covariance of ASS and TRU26 correlate
set error covariance of TRU27 and SATIS28 correlate
set error covariance of TRU27 and LOY35 correlate
set error covariance of TRU26 and LOY32 correlate
set error covariance of REL and TRU23 correlate
!set error covariance of TRU25 and LOY32 correlate
set error covariance of REL and TRU26 correlate
set error covariance of TRU25 and LOY32 correlate
set error covariance of TRU27 and LOY32 correlate
set error covariance of RES and LOY32 correlate
set error covariance of ASS and LOY32 correlate
set error covariance of TRU27 and SATIS30 correlate
set error covariance of LOY34 and SATIS30 correlate
set error covariance of TRU24 and SATIS30 correlate
set error covariance of ASS and TRU24 correlate
set error covariance of ASS and TRU25 correlate
set error covariance of ASS and LOY35 correlate
set error covariance of TRU23 and LOY35 correlate
set error covariance of RES and TRU23 correlate

admissibility check off
path diagram
options: sc
end of problem

Sample Size = 155

Covariance Matrix

	SATIS28	SATIS30	LOY32	LOY33	LOY34	LOY35
SATIS28	0.92					

SATIS30	0.67	1.36				
LOY32	0.47	0.31	1.33			
LOY33	0.58	0.30	0.76	1.17		
LOY34	0.44	0.21	0.70	0.62	0.75	
LOY35	0.33	0.41	0.64	0.83	0.50	1.21
TRU23	0.61	0.45	0.58	0.31	0.45	0.23
TRU24	0.62	0.35	0.79	0.74	0.66	0.49
TRU25	0.30	0.06	0.78	0.62	0.59	0.50
TRU26	0.61	0.71	0.52	0.47	0.55	0.56
TRU27	0.64	0.59	0.86	0.56	0.57	0.34
TANG	0.58	0.45	0.57	0.58	0.54	0.49
EMP	0.57	0.46	0.67	0.63	0.59	0.44
ASS	0.59	0.31	0.86	0.71	0.72	0.48
RES	0.25	0.25	0.50	0.19	0.23	0.16
REL	0.65	0.61	0.72	0.51	0.56	0.54

Covariance Matrix

	TRU23	TRU24	TRU25	TRU26	TRU27	TANG
TRU23	0.89					
TRU24	0.76	1.20				
TRU25	0.44	0.83	1.10			
TRU26	0.49	0.57	0.18	1.10		
TRU27	0.60	0.65	0.39	0.65	0.98	
TANG	0.53	0.77	0.50	0.65	0.38	1.00
EMP	0.62	0.73	0.63	0.59	0.52	0.73
ASS	0.64	0.95	0.77	0.62	0.64	0.72
RES	0.25	0.25	0.15	0.22	0.69	-0.16
REL	0.53	0.69	0.41	0.78	0.69	0.51

Covariance Matrix

	EMP	ASS	RES	REL
EMP	1.00			
ASS	0.77	1.00		
RES	0.04	0.16	1.00	
REL	0.50	0.72	0.39	1.00

Number of Iterations = 34

LISREL Estimates (Maximum Likelihood)

Measurement Equations

SATIS28 = 0.89*SATIS, Errorvar.= 0.20 , R^2 = 0.80
(0.071)

2.77

SATIS30 = 0.77*SATIS, Errorvar.= 0.72 , R^2 = 0.45
(0.10) (0.097)
7.40 7.44

LOY32 = 1.00*LOY, Errorvar.= 0.67 , R^2 = 0.48
(0.068)
9.81

LOY33 = 0.99*LOY, Errorvar.= 0.65 , R^2 = 0.48
(0.12) (0.072)
8.53 9.04

LOY34 = 0.98*LOY, Errorvar.= 0.16 , R^2 = 0.78
(0.090) (0.026)
10.89 6.16

LOY35 = 0.84*LOY, Errorvar.= 0.84 , R^2 = 0.34
(0.12) (0.085)
7.29 9.92

TRU23 = 1.00*TRU, Errorvar.= 0.57 , R^2 = 0.40
(0.053)
10.80

TRU24 = 1.40*TRU, Errorvar.= 0.46 , R^2 = 0.62
(0.12) (0.044)
11.52 10.29

TRU25 = 1.08*TRU, Errorvar.= 0.62 , R^2 = 0.41
(0.15) (0.068)
7.33 9.15

TRU26 = 1.28*TRU, Errorvar.= 0.47 , R^2 = 0.57
(0.15) (0.052)
8.43 8.94

TRU27 = 0.96*TRU, Errorvar.= 0.43 , R^2 = 0.44
(0.10) (0.039)
9.41 11.22

TANG = 0.86*SERQU, Errorvar.= 0.41 , R^2 = 0.64
(0.066) (0.046)
13.06 8.92

EMP = 0.81*SERQU, Errorvar.= 0.35 , R^2 = 0.65
(0.066) (0.041)
12.16 8.43

ASS = 0.93*SERQU, Errorvar.= 0.10 , R^2 = 0.89
(0.059) (0.018)
15.71 5.63

RES = , Errorvar.= 0.90 ,
(0.097)
9.31

REL = 0.79*SERQU, Errorvar.= 0.38 , R^2 = 0.62
(0.068) (0.043)
11.67 8.79

Error Covariance for LOY33 and SATIS28 = 0.29
(0.034)
8.49

Error Covariance for LOY34 and SATIS28 = 0.063
(0.029)
2.20

Error Covariance for LOY34 and SATIS30 = -0.11
(0.037)
-2.89

Error Covariance for LOY35 and LOY33 = 0.38
(0.058)
6.56

Error Covariance for TRU23 and LOY33 = -0.29
(0.041)
-7.02

Error Covariance for TRU23 and LOY35 = -0.12
(0.039)
-3.15

Error Covariance for TRU24 and SATIS30 = -0.11
(0.028)
-4.13

Error Covariance for TRU24 and TRU23 = 0.25
(0.030)
8.24

Error Covariance for TRU25 and LOY32 = 0.21
(0.040)
5.16

Error Covariance for TRU25 and TRU24 = 0.19
(0.031)
6.09

Error Covariance for TRU26 and LOY32 = -0.20
(0.037)
-5.33

Error Covariance for TRU26 and LOY35 = 0.15
(0.031)
4.90

Error Covariance for TRU26 and TRU25 = -0.28
(0.042)
-6.69

Error Covariance for TRU27 and SATIS28 = 0.099
(0.018)
5.40

Error Covariance for TRU27 and SATIS30 = 0.13
(0.029)
4.60

Error Covariance for TRU27 and LOY32 = 0.27
(0.039)
6.81

Error Covariance for TRU27 and LOY35 = -0.15
(0.021)
-7.15

Error Covariance for TRU27 and TRU23 = 0.087
(0.017)
5.27

Error Covariance for TANG and SATIS28 = 0.095
(0.022)
4.33

Error Covariance for TANG and TRU24 = 0.13
(0.022)
5.70

Error Covariance for TANG and TRU27 = -0.17
(0.026)
-6.63

Error Covariance for EMP and TRU23 = 0.13
(0.028)
4.73

Error Covariance for ASS and SATIS30 = -0.13
(0.025)
-5.09

Error Covariance for ASS and LOY32 = 0.087
(0.020)
4.41

Error Covariance for ASS and LOY35 = -0.08
(0.018)
-4.60

Error Covariance for ASS and TRU24 = 0.087
(0.018)
4.69

Error Covariance for ASS and TRU25 = 0.093
(0.026)
3.54

Error Covariance for ASS and TRU26 = -0.09
(0.020)
-4.61

Error Covariance for RES and LOY32 = 0.29
(0.052)
5.52

Error Covariance for RES and TRU23 = 0.091
(0.026)
3.54

Error Covariance for RES and TRU27 = 0.47
(0.053)
8.82

Error Covariance for RES and TANG = -0.33
(0.049)
-6.64

Error Covariance for REL and SATIS28 = 0.20
(0.030)
6.73

Error Covariance for REL and SATIS30 = 0.14
(0.042)
3.38

Error Covariance for REL and TRU23 = -0.10
(0.024)
-4.02

Error Covariance for REL and TRU26 = 0.066
(0.025)
2.65

Error Covariance for REL and EMP = -0.13
(0.026)
-4.99

Structural Equations

SATIS = 0.73*SERQU, Errorvar.= 0.46 , R^2 = 0.54
(0.080) (0.088)
9.13 5.25

LOY = - 0.23*SATIS - 0.13*TRU + 1.01*SERQU, Errorvar.= 0.015 , R^2 = 0.98
(0.075) (0.32) (0.22) (0.021)
-3.12 -0.41 4.60 0.72

Reduced Form Equations

SATIS = 0.0*TRU + 0.73*SERQU, Errorvar.= 0.46, R^2 = 0.54
(0.080)
9.13

LOY = - 0.13*TRU + 0.84*SERQU, Errorvar.= 0.040, R^2 = 0.93
(0.32) (0.21)
-0.41 3.89

Covariance Matrix of Independent Variables

	TRU	SERQU
TRU	0.37	
	(0.08)	
	4.43	
SERQU	0.63	1.00
	(0.07)	
	9.11	

Covariance Matrix of Latent Variables

	SATIS	LOY	TRU	SERQU
SATIS	1.00			

LOY	0.45	0.61		
TRU	0.46	0.48	0.37	
SERQU	0.73	0.75	0.63	1.00

Goodness of Fit Statistics

Degrees of Freedom = 63
Minimum Fit Function Chi-Square = 192.35 (P = 0.00)
Normal Theory Weighted Least Squares Chi-Square = 162.69 (P = 0.00)
Estimated Non-centrality Parameter (NCP) = 99.69
90 Percent Confidence Interval for NCP = (65.79 ; 141.28)

Minimum Fit Function Value = 1.25
Population Discrepancy Function Value (F0) = 0.65
90 Percent Confidence Interval for F0 = (0.43 ; 0.92)
Root Mean Square Error of Approximation (RMSEA) = 0.10
90 Percent Confidence Interval for RMSEA = (0.082 ; 0.12)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 2.00
90 Percent Confidence Interval for ECVI = (1.78 ; 2.27)
ECVI for Saturated Model = 1.77
ECVI for Independence Model = 18.65

Chi-Square for Independence Model with 120 Degrees of Freedom = 2840.63
Independence AIC = 2872.63
Model AIC = 308.69
Saturated AIC = 272.00
Independence CAIC = 2937.33
Model CAIC = 603.86
Saturated CAIC = 821.91

Normed Fit Index (NFI) = 0.93
Non-Normed Fit Index (NNFI) = 0.91
Parsimony Normed Fit Index (PNFI) = 0.49
Comparative Fit Index (CFI) = 0.95
Incremental Fit Index (IFI) = 0.95
Relative Fit Index (RFI) = 0.87

Critical N (CN) = 74.66

Root Mean Square Residual (RMR) = 0.11
Standardized RMR = 0.11
Goodness of Fit Index (GFI) = 0.88
Adjusted Goodness of Fit Index (AGFI) = 0.75
Parsimony Goodness of Fit Index (PGFI) = 0.41

Standardized Solution

LAMBDA-Y

	SATIS	LOY
SATIS28	0.89	- -
SATIS30	0.77	- -
LOY32	- -	0.78
LOY33	- -	0.77
LOY34	- -	0.77
LOY35	- -	0.65

LAMBDA-X

	TRU	SERQU
TRU23	0.61	- -
TRU24	0.86	- -
TRU25	0.66	- -
TRU26	0.78	- -
TRU27	0.59	- -
TANG	- -	0.86
EMP	- -	0.81
ASS	- -	0.93
RES	- -	- -
REL	- -	0.79

BETA

	SATIS	LOY
SATIS	- -	- -
LOY	-0.30	- -

GAMMA

	TRU	SERQU
SATIS	- -	0.73
LOY	-0.10	1.29

Correlation Matrix of ETA and KSI

	SATIS	LOY	TRU	SERQU
SATIS	1.00			
LOY	0.57	1.00		
TRU	0.76	1.01	1.00	
SERQU	0.73	0.97	1.03	1.00

PSI
Note: This matrix is diagonal.

SATIS	LOY
0.46	0.02

Regression Matrix ETA on KSI (Standardized)

	TRU	SERQU
SATIS	- -	0.73
LOY	-0.10	1.07

Completely Standardized Solution

LAMBDA-Y

	SATIS	LOY
SATIS28	0.89	- -
SATIS30	0.67	- -
LOY32	- -	0.69
LOY33	- -	0.69
LOY34	- -	0.88
LOY35	- -	0.58

LAMBDA-X

	TRU	SERQU
TRU23	0.63	- -
TRU24	0.78	- -
TRU25	0.64	- -
TRU26	0.75	- -
TRU27	0.67	- -
TANG	- -	0.80
EMP	- -	0.81
ASS	- -	0.95
RES	- -	- -
REL	- -	0.79

BETA

	SATIS	LOY
SATIS	- -	- -
LOY	-0.30	- -

GAMMA

	TRU	SERQU
SATIS	- -	0.73
LOY	-0.10	1.29

Correlation Matrix of ETA and KSI

	SATIS	LOY	TRU	SERQU
SATIS	1.00			
LOY	0.57	1.00		
TRU	0.76	1.01	1.00	
SERQU	0.73	0.97	1.03	1.00

PSI
Note: This matrix is diagonal.

SATIS	LOY
0.46	0.02

THETA-EPS

	SATIS28	SATIS30	LOY32	LOY33	LOY34	LOY35
SATIS28	0.20					
SATIS30	- -	0.55				
LOY32	- -	- -	0.52			
LOY33	0.26	- -	- -	0.52		
LOY34	0.07	-0.11	- -	- -	0.22	
LOY35	- -	- -	- -	0.30	- -	0.66

THETA-DELTA-EPS

	SATIS28	SATIS30	LOY32	LOY33	LOY34	LOY35
TRU23	- -	- -	- -	-0.26	- -	-0.11
TRU24	- -	-0.09	- -	- -	- -	- -
TRU25	- -	- -	0.18	- -	- -	- -
TRU26	- -	- -	-0.17	- -	- -	0.13
TRU27	0.11	0.13	0.27	- -	- -	-0.15
TANG	0.09	- -	- -	- -	- -	- -
EMP	- -	- -	- -	- -	- -	- -
ASS	- -	-0.11	0.08	- -	- -	-0.07
RES	- -	- -	0.27	- -	- -	- -
REL	0.20	0.12	- -	- -	- -	- -

THETA-DELTA

	TRU23	TRU24	TRU25	TRU26	TRU27	TANG
TRU23	0.60					
TRU24	0.23	0.38				
TRU25	- -	0.17	0.59			
TRU26	- -	- -	-0.26	0.43		
TRU27	0.10	- -	- -	- -	0.56	
TANG	- -	0.11	- -	- -	-0.18	0.36
EMP	0.14	- -	- -	- -	- -	- -
ASS	- -	0.08	0.09	-0.09	- -	- -
RES	0.10	- -	- -	- -	0.56	-0.32
REL	-0.10	- -	- -	0.06	- -	- -

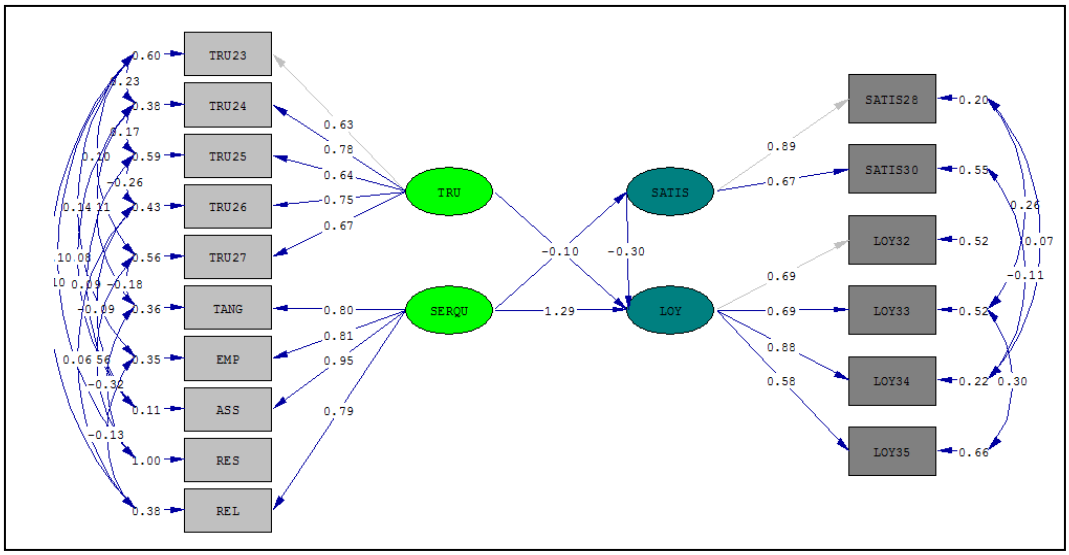
THETA-DELTA

	EMP	ASS	RES	REL
EMP	0.35			
ASS	- -	0.11		
RES	- -	- -	1.00	
REL	-0.13	- -	- -	0.38

Regression Matrix ETA on KSI (Standardized)

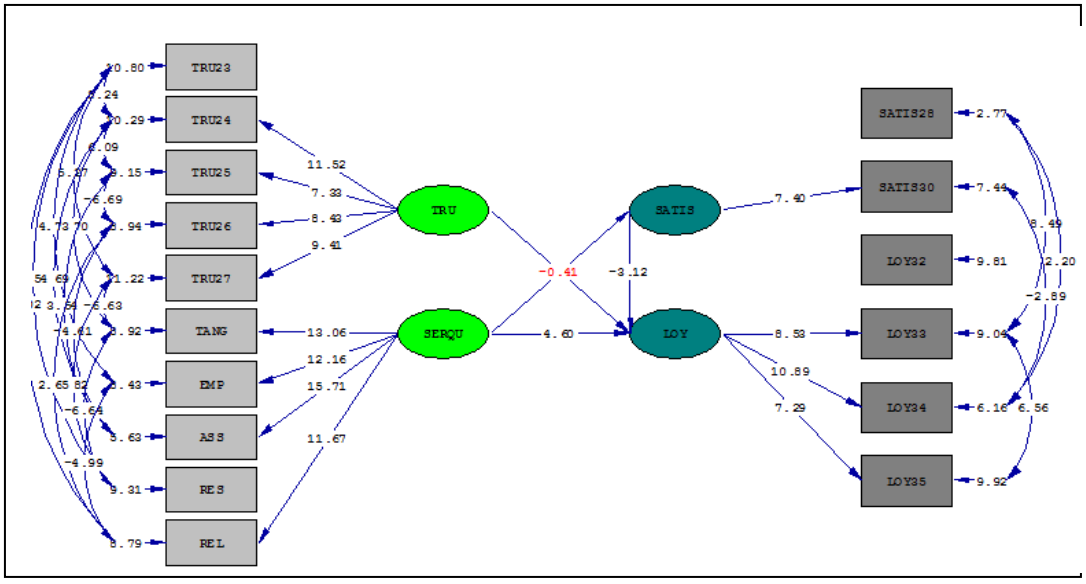
	TRU	SERQU
SATIS	- -	0.73
LOY	-0.10	1.07

Time used: 0.094 Seconds



Chi - Square = 162,69, df = 63, P- value = 0,00000, RMSEA = 0,101

STANDARDIZED SOLUTION



Chi - Square = 162,69, df = 63, P- value = 0,00000, RMSEA = 0,101

T-VALUE