

LAMPIRAN 1

No. Responden : _____

KUESIONER RESPONDEN

ANALISIS PENGARUH *BRAND TRUST* DAN *THREAT EMOTIONS* TERHADAP KEPUTUSAN PEMBELIAN JASA MASKAPAI GARUDA INDONESIA

Bersama ini, kami mohon kesediaan bapak/ibu untuk meluangkan waktunya untuk mengisi kuesioner tentang *brand trust*, *threat emotion*, dan keputusan pembelian. Kuesioner ini kami buat sesingkat mungkin sehingga hanya membutuhkan 5 menit untuk mengisinya. Informasi yang bapak/ibu berikan sangat berarti bagi penelitian kami. Atas bantuan bapak/ibu kami ucapkan terima kasih.

I. DATA RESPONDEN

Pilih salah satu jawaban sesuai dengan yang sebenarnya.

1. Jenis kelamin
 - a. Laki – laki
 - b. Perempuan

2. Usia
 - a. 25 – 30 tahun
 - b. 31 – 36 tahun
 - c. 37 – 42 tahun
 - d. \geq 43 tahun

3. Pendidikan terakhir saat ini
 - a. SMA
 - b. Diploma
 - c. S1
 - d. Pasca Sarjana

4. Pekerjaan
 - a. PNS
 - b. Wirausaha
 - c. Pegawai Swasta
 - d. Pegawai BUMN
 - e. lainnya, sebutkan

5. Pendapatan perbulan
 - a. Rp. 4.000.000 – Rp. 6.999.000
 - b. Rp. 7.000.000 – Rp. 9.999.000
 - c. Rp. 10.000.000 – Rp.12.999.000
 - d. \geq Rp. 13.000.000

6. Frekuensi menggunakan maskapai penerbangan Garuda
 - a. Selalu
 - b. Sering
 - c. Kadang-kadang
 - d. Kalau tidak ada pilihan lain

7. Maskapai penerbangan lain yang menjadi pilihan kedua setelah Garuda
 - a. Lion Air
 - b. Mandala-Tiger
 - c. Air Asia
 - d. Maskapai Penerbangan Lain, sebutkan :

II. PERNYATAAN PENELITIAN

Petunjuk

Pilihlah salah satu jawaban yang paling sesuai menurut pendapat bapak/ibu atau saudara/i dengan memberikan tanda centang (√) pada kolom jawaban yang dianggap paling sesuai.

Keterangan :

1. Sangat Tidak Setuju
2. Tidak Setuju
3. Agak Tidak Setuju
4. Ragu-ragu
5. Agak Setuju
6. Setuju
7. Sangat Setuju

No	Pernyataan	Pilihan Jawaban						
A	Brand Trust							
	Brand Predictability							
1	Menggunakan maskapai Garuda Indonesia memberikan jaminan keselamatan	1	2	3	4	5	6	7
	Brand Reputation							
2	Garuda Indonesia merupakan merek terpercaya	1	2	3	4	5	6	7
	Brand Competence							
3	Maskapai Garuda Indonesia cepat tanggap menangani keluhan	1	2	3	4	5	6	7
	Trust In Company							
4	Setiap layanan yang dikeluarkan oleh PT Garuda Indonesia dapat dipercaya kualitasnya	1	2	3	4	5	6	7
	Company Reputation							
5	Garuda Indonesia memiliki reputasi yang baik dimata konsumen	1	2	3	4	5	6	7
	Company Perceived Motive							
6	Pelayanan Garuda Indonesia sesuai dengan keinginan pelanggan	1	2	3	4	5	6	7
	Company Integrity							
7	Garuda Indonesia konsisten dalam memberikan pelayanan yang baik	1	2	3	4	5	6	7
	Similarity Between Consumer Self-Concept and Brand Personality							
8	Saya merasa cocok menggunakan maskapai Garuda Indonesia	1	2	3	4	5	6	7
	Brand Liking							
9	Saya merasa aman jika menggunakan maskapai Garuda Indonesia	1	2	3	4	5	6	7
	Brand Experience							
10	Saya menggunakan maskapai Garuda Indonesia karena memiliki pengalaman yang baik sebelumnya	1	2	3	4	5	6	7
	Brand Satisfaction							
11	Saya selalu puas dengan pelayanan maskapai Garuda Indonesia	1	2	3	4	5	6	7
	Peer Support							
12	Saya memilih maskapai Garuda Indonesia karena orang terdekat saya menggunakan maskapai Garuda Indonesia	1	2	3	4	5	6	7
B	Threat Emotion							
	Cemas							
13	Saya gelisah selama penerbangan ketika tidak menggunakan maskapai Garuda Indonesia	1	2	3	4	5	6	7
	Khawatir							
14	Saya merasa akan terjadi sesuatu ketika tidak menggunakan maskapai Garuda Indonesia	1	2	3	4	5	6	7

	Ketakutan								
15	Saya merasa takut menggunakan pesawat ketika tidak menggunakan maskapai Garuda Indonesia	1	2	3	4	5	6	7	
	Marah								
16	Saya mudah marah jika maskapai penerbangan tidak sesuai dengan janji	1	2	3	4	5	6	7	
	Jengkel								
17	Saya merasa jengkel jika maskapai yang saya gunakan tidak tepat waktu	1	2	3	4	5	6	7	
	Frustasi								
18	Saya merasa frustrasi jika mengalami pelayanan yang kurang baik	1	2	3	4	5	6	7	
C	Keputusan Pembelian								
	Pengenalan Kebutuhan								
19	Saya menggunakan maskapai Garuda Indonesia karena sesuai dengan kebutuhan saya.	1	2	3	4	5	6	7	
	Pencarian Informasi								
20	Setelah mencari informasi sebelumnya, saya memutuskan menggunakan maskapai Garuda Indonesia	1	2	3	4	5	6	7	
	Evaluasi Alternatif								
21	Setelah mengevaluasi dengan membandingkan kualitas Pelayanan jasa penerbangan, saya memutuskan untuk menggunakan Garuda Indonesia	1	2	3	4	5	6	7	
	Keputusan Pembelian								
22	Saya selalu menggunakan Garuda Indonesia	1	2	3	4	5	6	7	
	Perilaku Pascapembelian								
23	Saya ingin kembali menggunakan maskapai Garuda Indonesia	1	2	3	4	5	6	7	

LAMPIRAN 2 : Tabulasi Profil Responden

R	JK	US	PT	PK	PP	FP	PL
1	2	2	4	5	2	2	4
2	2	4	4	3	1	2	3
3	2	4	4	1	1	3	1
4	2	2	4	1	1	3	4
5	2	2	4	5	2	3	4
6	1	4	4	5	4	1	4
7	1	2	4	1	2	2	4
8	1	1	3	4	1	1	4
9	2	1	3	1	1	3	1
10	1	3	4	1	1	3	1
11	1	2	4	1	3	2	4
12	1	2	4	2	4	2	3
13	2	3	4	3	2	3	4
14	1	4	4	2	3	3	3
15	2	4	3	4	3	2	4
16	1	3	2	4	2	1	4
17	2	1	3	4	1	3	3
18	1	3	3	4	2	3	3
19	2	4	4	4	2	1	4
20	1	2	4	4	2	1	4
21	2	1	3	4	4	2	4
22	1	4	1	4	2	3	4
23	2	1	3	3	1	3	4
24	2	1	4	4	3	3	1
25	2	1	3	4	1	3	3
26	2	1	3	4	3	1	1
27	1	1	3	3	2	3	4

R	JK	US	PT	PK	PP	FP	PL
28	2	3	3	4	4	3	1
29	1	1	3	4	2	2	1
30	2	4	1	4	4	1	4
31	2	4	1	5	1	1	3
32	1	1	3	3	1	2	4
33	2	1	3	4	2	2	1
34	1	1	3	4	2	3	1
35	1	3	3	4	4	1	1
36	2	1	3	2	2	1	3
37	1	4	3	3	1	2	1
38	2	2	3	2	2	2	1
39	2	2	3	2	2	2	1
40	2	3	4	3	4	2	4
41	2	3	4	3	2	2	3
42	1	2	3	2	1	3	4
43	2	1	3	5	1	3	3
44	1	1	3	1	3	1	3
45	1	2	3	2	3	2	3
46	1	4	3	4	4	2	3
47	2	2	3	3	1	3	3
48	1	3	4	3	4	2	4
49	1	3	4	2	3	3	3
50	2	2	3	2	4	2	4
51	1	4	3	2	4	2	4
52	1	3	4	3	3	2	4
53	1	3	2	2	4	2	2
54	2	3	3	3	3	2	3

R	JK	US	PT	PK	PP	FP	PL
55	1	4	3	4	3	2	4
56	1	3	4	4	3	2	3
57	1	1	3	3	1	3	3
58	1	3	3	3	3	3	3
59	2	2	2	3	2	3	3
60	1	2	4	5	3	2	3
61	1	3	2	3	2	2	2
62	1	3	4	3	4	2	4
63	1	2	3	3	3	3	3
64	2	3	2	2	3	2	3
65	1	4	3	1	2	3	1
66	1	3	3	4	4	2	4
67	1	2	3	4	2	2	1
68	2	4	4	5	1	3	3
69	2	2	3	2	4	3	3
70	2	2	4	3	3	2	4
71	1	1	3	3	1	3	1
72	1	3	4	3	4	2	4
73	1	3	3	3	4	2	3
74	2	2	4	3	4	2	4
75	1	2	3	1	2	2	4
76	1	3	3	2	3	3	1
77	1	1	3	3	1	3	1
78	2	4	3	1	3	3	1
79	1	2	3	3	4	2	1
80	1	3	3	3	3	3	1
81	1	2	3	3	4	3	4

R	JK	US	PT	PK	PP	FP	PL
82	1	4	3	1	3	1	3
83	2	1	3	3	2	2	3
84	1	3	3	3	3	2	1
85	2	2	3	3	2	3	1
86	2	1	3	3	2	3	3
87	2	3	3	3	4	2	4
88	2	2	3	2	3	2	4
89	2	3	3	1	1	1	3
90	2	2	3	1	1	3	3
91	2	2	4	3	3	2	4
92	1	1	1	3	1	3	4
93	1	2	3	2	3	2	3

R	JK	US	PT	PK	PP	FP	PL
94	1	4	2	2	4	2	3
95	2	2	2	2	1	3	1
96	2	1	2	3	1	3	4
97	2	1	1	3	1	3	1
98	1	1	1	2	3	4	3
99	2	1	1	3	1	3	3
100	1	1	1	3	1	3	3
101	1	1	2	3	1	3	1
102	2	1	2	3	1	3	1
103	2	1	1	2	1	3	3
104	2	1	1	3	1	3	3
105	1	3	4	2	4	2	3

R	JK	US	PT	PK	PP	FP	PL
106	2	3	4	5	1	2	4
107	2	2	4	3	3	1	4
108	1	4	3	1	4	1	4
109	2	4	2	5	3	1	3
110	2	1	1	3	1	3	1
111	2	1	1	2	1	2	3
112	1	1	1	3	1	3	3
113	2	1	1	3	1	2	4
114	1	4	3	1	3	2	3
115	2	4	4	5	4	3	1
116	1	3	3	3	3	3	3
117	2	4	3	1	2	3	1

LAMPIRAN 3: Tabulasi 3A Hasil *Brand Trust* Responden

R	No. Pertanyaan											
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12
1	5	7	5	6	7	5	6	5	5	5	6	7
2	4	3	4	5	5	6	5	6	4	5	5	7
3	6	6	5	5	7	6	6	4	6	5	6	4
4	4	6	6	4	6	6	5	4	5	7	6	4
5	7	7	5	6	6	6	6	4	4	4	6	3
6	6	7	6	6	6	6	5	7	7	7	7	6
7	5	7	6	6	6	6	6	7	6	7	7	1
8	6	7	6	6	7	7	7	7	7	7	6	5
9	6	6	6	6	7	6	6	7	6	6	6	5
10	7	7	7	7	7	6	7	5	7	5	7	5
11	7	7	5	5	5	5	5	5	5	5	5	1
12	5	6	5	5	7	6	6	5	6	6	6	5
13	2	6	6	6	6	6	6	6	3	6	6	6
14	5	5	5	4	5	3	3	3	5	4	3	2
15	7	7	7	7	7	6	7	7	7	7	6	6
16	1	1	1	1	1	1	1	1	1	1	1	4
17	7	7	5	6	6	7	7	7	7	7	7	6
18	6	6	4	5	6	6	6	6	6	7	6	3
19	7	6	7	7	7	7	7	7	7	7	7	7
20	5	5	5	5	5	5	5	5	5	5	5	5
21	6	6	6	6	7	7	7	7	7	7	6	6
22	1	7	7	7	7	7	7	7	7	7	7	7
23	7	7	5	6	7	5	7	7	7	5	7	5
24	7	7	7	7	7	7	7	7	7	7	7	4
25	5	5	5	5	5	5	5	5	5	5	5	5
26	7	7	7	6	7	7	7	7	7	6	6	7
27	6	6	6	5	6	6	6	7	7	5	6	3

R	No. Pertanyaan											
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12
28	4	3	4	4	4	4	4	4	4	4	4	2
29	6	6	6	6	6	6	6	6	6	6	6	3
30	6	6	5	6	6	6	6	6	6	6	6	6
31	6	7	6	7	7	6	6	6	7	6	6	6
32	6	6	7	6	7	6	6	6	5	6	6	4
33	6	6	6	6	6	6	6	6	6	6	6	6
34	3	5	3	5	5	5	5	5	3	3	3	1
35	7	7	7	7	7	7	7	7	7	7	7	7
36	6	7	6	6	7	7	6	7	6	7	6	6
37	4	4	4	4	4	4	4	4	4	4	3	4
38	5	6	6	6	7	6	6	6	5	6	6	4
39	5	6	6	6	7	6	6	6	5	6	6	4
40	7	7	6	5	7	5	5	5	5	6	6	5
41	6	6	6	6	6	6	6	6	6	6	6	6
42	6	6	5	5	5	6	6	6	6	6	6	6
43	4	4	4	4	5	4	4	5	4	4	4	4
44	6	6	4	5	6	4	5	6	6	5	5	6
45	6	6	4	5	6	6	5	7	7	6	7	5
46	5	6	5	6	6	5	6	6	6	6	5	4
47	6	7	6	6	7	6	6	7	7	7	7	7
48	6	6	4	6	6	5	5	6	7	6	6	5
49	5	6	5	5	7	5	6	5	6	6	6	4
50	6	6	6	6	7	5	6	5	5	6	6	6
51	6	6	6	7	7	6	5	6	6	6	7	7
52	6	7	7	7	7	7	7	7	7	7	7	6
53	6	7	7	5	7	7	6	7	7	7	7	6
54	6	7	7	6	7	7	7	7	7	7	6	6
55	6	7	6	7	7	6	7	6	6	7	7	6

R	No. Pertanyaan											
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12
56	7	6	7	6	7	7	7	7	7	7	7	7
57	6	7	7	7	7	6	7	7	7	6	6	6
58	6	7	5	6	6	5	6	5	6	6	6	4
59	6	6	5	6	7	6	6	7	6	5	5	3
60	7	7	5	6	6	6	5	5	5	5	6	5
61	6	6	6	6	6	6	6	6	6	6	6	6
62	7	6	5	6	7	6	6	6	7	6	7	5
63	6	7	5	7	7	6	5	6	6	6	7	6
64	7	7	7	7	7	7	7	7	7	7	7	7
65	6	6	6	6	6	6	6	6	6	6	6	6
66	5	6	4	6	6	5	5	6	5	5	5	6
67	6	7	7	7	7	7	7	7	7	7	7	6
68	3	5	4	4	7	4	3	4	3	3	3	1
69	4	4	6	5	6	6	6	6	6	4	5	1
70	6	6	6	6	7	5	6	5	5	6	5	7
71	6	7	6	7	7	6	6	6	6	7	6	5
72	5	7	5	5	6	5	6	7	5	5	5	6
73	6	7	5	6	6	5	5	6	6	6	6	5
74	7	7	6	7	6	7	6	5	7	7	6	6
75	7	7	7	7	7	6	7	7	7	7	6	4
76	5	5	6	5	7	6	5	5	7	5	7	4
77	5	7	6	6	7	7	7	7	7	7	6	7
78	6	6	6	6	7	6	6	7	7	7	6	6
79	6	6	6	6	6	5	6	6	6	6	5	5
80	6	6	5	5	6	6	6	7	7	6	6	5
81	5	6	6	4	6	5	6	5	5	7	5	3
82	6	6	5	6	6	5	5	6	5	6	5	6
83	6	7	6	5	6	6	7	6	7	6	5	5

R	No. Pertanyaan											
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12
112	5	6	5	6	6	6	6	5	6	6	6	6
113	7	7	6	6	7	7	7	6	7	6	7	6
114	6	5	6	5	6	5	6	7	6	6	7	6
115	7	7	4	7	7	6	7	7	7	7	7	7
116	5	6	5	6	5	5	5	5	5	6	6	4
117	5	5	5	6	6	5	6	5	6	5	6	4

Tabulasi 3B Hasil *Threat Emotion* Responden

N0	P13	P14	P15	P16	P17	P18
1	6	6	6	4	5	4
2	3	3	3	7	7	7
3	3	2	2	4	7	3
4	2	2	2	7	7	7
5	2	2	2	6	6	6
6	5	5	5	5	5	4
7	5	4	6	7	7	7
8	5	4	6	6	6	6
9	5	7	5	6	7	4
10	4	4	4	6	7	6
11	1	1	1	5	5	5
12	4	4	3	7	6	6
13	2	2	2	6	6	6
14	2	2	4	6	7	6
15	7	6	6	5	7	6
16	2	3	2	7	7	6
17	3	1	1	7	7	7
18	4	1	5	7	7	7

N0	P13	P14	P15	P16	P17	P18
19	7	7	7	5	7	7
20	5	5	5	7	7	5
21	2	6	6	5	5	5
22	7	7	7	7	7	7
23	5	5	5	6	5	6
24	7	7	7	7	7	7
25	5	5	5	5	5	5
26	7	6	7	7	7	7
27	6	5	5	4	7	6
28	1	1	1	7	5	3
29	3	3	3	6	7	7
30	6	1	5	6	6	5
31	6	5	6	6	7	6
32	6	4	5	4	4	5
33	2	2	2	7	7	7
34	1	1	1	1	7	7
35	7	7	7	7	7	7
36	4	4	4	7	7	7

N0	P13	P14	P15	P16	P17	P18
37	4	4	4	5	5	5
38	5	5	6	4	5	4
39	5	5	6	4	5	4
40	4	4	4	6	6	3
41	4	4	4	4	4	4
42	3	3	3	6	6	6
43	4	3	3	4	4	3
44	4	4	4	6	6	6
45	4	4	4	6	6	5
46	3	4	4	6	6	5
47	5	5	5	3	7	5
48	4	5	4	6	6	5
49	4	3	3	6	6	6
50	5	5	6	6	6	6
51	4	5	6	5	4	6
52	5	5	5	7	7	6
53	5	5	5	6	6	6
54	5	5	5	6	6	6
55	6	4	5	6	6	6
56	5	5	5	6	6	6
57	5	5	5	6	6	6
58	4	4	4	6	6	5
59	4	4	4	5	5	5
60	3	5	3	6	5	5
61	5	5	5	6	6	6
62	6	5	6	6	5	6
63	6	4	6	6	5	5
64	5	6	5	7	7	7
65	5	5	5	5	6	5

N0	P13	P14	P15	P16	P17	P18
66	4	4	4	5	5	5
67	6	6	6	7	7	7
68	1	1	1	4	7	3
69	6	7	1	7	7	5
70	5	5	5	4	5	4
71	5	5	5	5	6	6
72	5	5	5	6	5	5
73	6	4	3	6	5	4
74	6	6	6	5	5	5
75	4	6	6	4	6	5
76	4	4	4	6	6	6
77	5	5	6	6	7	6
78	5	5	5	5	5	7
79	5	5	5	6	7	6
80	5	6	6	2	2	2
81	3	3	2	6	7	6
82	5	6	5	6	5	6
83	5	4	4	5	5	6
84	3	3	4	4	5	5
85	3	3	3	6	6	5
86	5	4	4	5	5	5
87	3	3	4	5	5	5
88	3	4	5	6	5	5
89	5	3	4	7	7	6
90	5	2	5	5	7	6
91	5	5	5	7	7	7
92	5	5	5	5	5	4
93	5	3	3	4	5	4
94	5	4	4	4	4	5

N0	P13	P14	P15	P16	P17	P18
95	4	4	4	4	5	4
96	6	4	4	7	7	7
97	4	3	3	6	7	6
98	1	1	1	6	7	7
99	2	1	1	7	7	5
100	5	3	2	6	6	4
101	7	7	5	7	7	7
102	2	2	6	6	6	6
103	6	1	1	5	6	5
104	5	6	5	6	6	6
105	3	3	3	4	3	4
106	7	5	7	2	1	2

N0	P13	P14	P15	P16	P17	P18
107	6	6	6	4	4	5
108	6	5	5	6	7	6
109	3	2	3	5	5	5
110	4	4	4	7	7	7
111	2	3	2	6	6	5
112	2	6	7	6	6	6
113	5	5	5	6	7	7
114	6	6	6	6	5	5
115	4	5	6	4	3	3
116	5	5	4	6	6	6
117	4	4	4	5	5	5

Tabulasi 3C Hasil Keputusan Pembelian Responden

NO	P19	P20	P21	P22	P23
1	5	6	5	6	7
2	7	1	1	7	6
3	4	6	6	3	6
4	7	6	7	5	7
5	5	5	3	2	5
6	7	6	4	7	7
7	7	7	7	6	7
8	6	3	3	6	7
9	5	6	6	4	7
10	5	6	7	5	5
11	5	5	5	5	5
12	5	6	6	6	6
13	6	6	6	2	6
14	4	4	6	3	3

NO	P19	P20	P21	P22	P23
15	7	6	7	7	6
16	1	7	1	1	1
17	6	3	5	4	7
18	6	6	5	6	6
19	7	7	7	7	7
20	5	5	4	6	6
21	6	6	6	6	6
22	7	7	7	7	7
23	5	5	7	5	6
24	7	1	7	6	7
25	5	5	5	5	5
26	7	5	6	7	7
27	6	5	6	6	7
28	4	2	4	3	5

NO	P19	P20	P21	P22	P23
29	6	6	6	6	7
30	6	6	6	6	6
31	6	6	6	7	7
32	6	2	6	7	7
33	6	6	6	6	6
34	3	7	6	3	2
35	7	7	7	7	7
36	6	7	7	7	7
37	4	4	4	4	4
38	5	2	4	6	7
39	5	2	4	6	7
40	6	6	6	6	6
41	6	4	4	5	5
42	5	5	5	3	5
43	4	3	4	3	4
44	6	7	6	7	6
45	5	6	6	6	6
46	6	6	5	6	7
47	6	7	7	6	6
48	6	5	5	5	6
49	5	5	5	5	6
50	5	6	5	6	6
51	6	6	5	6	6
52	7	7	7	7	7
53	7	6	6	7	7
54	7	6	5	7	7
55	6	6	6	7	7
56	6	7	7	7	7
57	6	6	6	6	7

NO	P19	P20	P21	P22	P23
58	5	5	5	5	5
59	5	5	5	5	6
60	6	5	5	5	7
61	6	6	6	6	6
62	6	6	6	6	6
63	5	6	5	5	6
64	7	7	7	7	7
65	5	5	5	5	6
66	5	5	5	6	6
67	6	7	7	7	7
68	3	1	3	3	3
69	4	5	5	3	5
70	6	5	5	6	6
71	6	6	6	6	6
72	6	5	4	6	6
73	5	5	5	6	6
74	6	6	7	6	7
75	6	6	6	7	7
76	6	6	5	5	6
77	6	6	7	6	7
78	6	7	7	6	7
79	6	6	6	5	6
80	6	6	6	6	6
81	5	3	4	3	4
82	5	6	5	6	6
83	6	6	6	5	7
84	6	6	6	6	7
85	6	4	4	5	6
86	6	5	5	5	7

NO	P19	P20	P21	P22	P23
87	5	5	5	5	6
88	6	6	5	5	5
89	6	6	6	6	6
90	4	2	7	5	7
91	7	7	7	5	7
92	6	5	5	5	6
93	5	5	4	4	6
94	6	5	5	6	6
95	5	5	5	5	5
96	7	7	7	5	7
97	5	5	5	4	7
98	1	2	3	2	3
99	4	5	4	3	4
100	3	5	6	2	6
101	7	7	7	6	7
102	6	6	6	6	7

NO	P19	P20	P21	P22	P23
103	5	6	6	4	6
104	6	6	6	6	6
105	6	5	5	5	6
106	7	6	6	6	7
107	7	6	6	6	7
108	6	6	6	6	6
109	6	3	5	7	7
110	5	1	7	4	4
111	6	5	6	5	6
112	6	6	7	6	7
113	6	6	5	7	7
114	6	6	6	6	6
115	5	6	7	4	5
116	6	5	6	5	6
117	5	5	5	4	5

LAMPIRAN 4 : Output Profil Responden

JENIS KELAMIN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LAKI-LAKI	59	50.4	50.4	50.4
	PEREMPUAN	58	49.6	49.6	100.0
	Total	117	100.0	100.0	

USIA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25-30	35	29.9	29.9	29.9
	31-36	30	25.6	25.6	55.6
	37-42	29	24.8	24.8	80.3
	>43	23	19.7	19.7	100.0
	Total	117	100.0	100.0	

PENDIDIKAN TERAKHIR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA	14	12.0	12.0	12.0
	DIPLOMA	11	9.4	9.4	21.4
	S1	60	51.3	51.3	72.6
	PASCA SARJANA	32	27.4	27.4	100.0

Total	117	100.0	100.0
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PEKERJAAN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid PNS	16	13.7	13.7	13.7
WIRUSAHA	22	18.8	18.8	32.5
PEGAWAI SWASTA	46	39.3	39.3	71.8
PEGAWAI BUMN	23	19.7	19.7	91.5
LAINNYA	10	8.5	8.5	100.0
Total	117	100.0	100.0	

PENDAPATAN PERBULAN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4.000.000-6.999.000	36	30.8	30.8	30.8
7.000.000-9.999.000	26	22.2	22.2	53.0
10.000.000-12.999.000	30	25.6	25.6	78.6
>13.000.000	25	21.4	21.4	100.0
Total	117	100.0	100.0	

FREKUENSI PENERBANGAN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SELALU	16	13.7	13.7	13.7
SERING	49	41.9	41.9	55.6
KADANG-KADANG	51	43.6	43.6	99.1
PILIHAN LAIN	1	.9	.9	100.0
Total	117	100.0	100.0	

PENERBANGAN LAIN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid LION AIR	30	25.6	25.6	25.6
MANDALA-TIGER	2	1.7	1.7	27.4
AIR ASIA	44	37.6	37.6	65.0
LAINNYA	41	35.0	35.0	100.0
Total	117	100.0	100.0	

LAMPIRAN 5 : Hasil Uji Validitas dan Reliabilitas

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.941	
Bartlett's Test of Sphericity	Approx. Chi-Square	1021.966
	df	66
	Sig.	.000

Anti-image Matrices

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	
Anti-image Covariance	P1	.515	-.105	-.032	-.025	.017	.020	.013	.006	-.128	.042	-.068	-.030
	P2	-.105	.313	.041	-.094	-.102	.014	-.062	.037	-.001	-.084	.006	.057
	P3	-.032	.041	.418	-.053	-.091	-.050	-.078	.045	-.002	-.075	.024	.018
	P4	-.025	-.094	-.053	.343	-.027	-.033	-.023	-.044	.027	.012	-.044	-.101
	P5	.017	-.102	-.091	-.027	.377	-.016	-.014	-.046	-.021	.033	-.057	.022
	P6	.020	.014	-.050	-.033	-.016	.267	-.081	-.054	-.001	-.055	-.062	.027
	P7	.013	-.062	-.078	-.023	-.014	-.081	.283	-.040	-.035	.018	-.026	-.009
	P8	.006	.037	.045	-.044	-.046	-.054	-.040	.384	-.101	-.054	.007	-.057
	P9	-.128	-.001	-.002	.027	-.021	-.001	-.035	-.101	.330	-.069	-.041	.028
	P10	.042	-.084	-.075	.012	.033	-.055	.018	-.054	-.069	.276	-.056	-.090
	P11	-.068	.006	.024	-.044	-.057	-.062	-.026	.007	-.041	-.056	.306	-.039
	P12	-.030	.057	.018	-.101	.022	.027	-.009	-.057	.028	-.090	-.039	.738
Anti-image Correlation	P1	.927 ^a	-.260	-.069	-.058	.039	.055	.033	.013	-.310	.112	-.171	-.049
	P2	-.260	.912 ^a	.112	-.287	-.296	.047	-.207	.107	-.004	-.286	.020	.119
	P3	-.069	.112	.940 ^a	-.141	-.229	-.148	-.228	.112	-.006	-.222	.067	.032
	P4	-.058	-.287	-.141	.953 ^a	-.076	-.110	-.075	-.122	.079	.038	-.136	-.201
	P5	.039	-.296	-.229	-.076	.950 ^a	-.051	-.043	-.122	-.061	.103	-.168	.041
	P6	.055	.047	-.148	-.110	-.051	.949 ^a	-.296	-.170	-.003	-.203	-.216	.060
	P7	.033	-.207	-.228	-.075	-.043	-.296	.953 ^a	-.120	-.114	.063	-.087	-.020
	P8	.013	.107	.112	-.122	-.122	-.170	-.120	.947 ^a	-.283	-.166	.021	-.108
	P9	-.310	-.004	-.006	.079	-.061	-.003	-.114	-.283	.940 ^a	-.228	-.130	.056
	P10	.112	-.286	-.222	.038	.103	-.203	.063	-.166	-.228	.928 ^a	-.192	-.198
	P11	-.171	.020	.067	-.136	-.168	-.216	-.087	.021	-.130	-.192	.959 ^a	-.082
	P12	-.049	.119	.032	-.201	.041	.060	-.020	-.108	.056	-.198	-.082	.917 ^a

a. Measures of Sampling Adequacy(MSA)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.701
Bartlett's Test of Sphericity	Approx. Chi-Square
	320.403
	df
	15
	Sig.
	.000

Anti-image Matrices

		P13	P14	P15	P16	P17	P18
Anti-image Covariance	P13	.474	-.158	-.132	-.008	-.026	.014
	P14	-.158	.373	-.196	-.046	-.008	.033
	P15	-.132	-.196	.364	.050	.090	-.102
	P16	-.008	-.046	.050	.562	-.163	-.161
	P17	-.026	-.008	.090	-.163	.447	-.236
	P18	.014	.033	-.102	-.161	-.236	.463
Anti-image Correlation	P13	.789 ^a	-.376	-.317	-.016	-.057	.030
	P14	-.376	.702 ^a	-.532	-.100	-.019	.081
	P15	-.317	-.532	.671 ^a	.112	.223	-.249
	P16	-.016	-.100	.112	.759 ^a	-.325	-.316
	P17	-.057	-.019	.223	-.325	.665 ^a	-.520
	P18	.030	.081	-.249	-.316	-.520	.646 ^a

a. Measures of Sampling Adequacy(MSA)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.783
Bartlett's Test of Sphericity	Approx. Chi-Square
	268.551
	df
	10
	Sig.
	.000

Anti-image Matrices

		P19	P20	P21	P22	P23
Anti-image Covariance	P19	.326	-.052	-.053	-.158	-.151
	P20	-.052	.734	-.279	-.040	.055
	P21	-.053	-.279	.622	.015	-.102
	P22	-.158	-.040	.015	.392	-.125
	P23	-.151	.055	-.102	-.125	.367
Anti-image Correlation	P19	.780 ^a	-.107	-.117	-.441	-.437
	P20	-.107	.715 ^a	-.413	-.075	.107
	P21	-.117	-.413	.783 ^a	.030	-.213
	P22	-.441	-.075	.030	.807 ^a	-.330
	P23	-.437	.107	-.213	-.330	.791 ^a

a. Measures of Sampling Adequacy(MSA)

LAMPIRAN 6 : Output Hasil SEM

Model FIT

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
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Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	47	116,247	206	,057	0,564
Saturated model	253	,000	0		
Independence model	22	1446,845	231	,000	6,263

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,068	,908	,841	,576
Saturated model	,000	1,000		
Independence model	,352	,214	,139	,195

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,698	,662	,814	,788	,811
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,892	,623	,723
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	230,247	174,032	294,217

Model	NCP	LO 90	HI 90
Saturated model	,000	,000	,000
Independence model	1215,845	1099,505	1339,651

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	4,319	2,280	1,723	2,913
Saturated model	,000	,000	,000	,000
Independence model	14,325	12,038	10,886	13,264

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,105	,091	,119	,000
Independence model	,228	,217	,240	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	530,247	557,965	653,620	700,620
Saturated model	506,000	655,205	1170,118	1423,118
Independence model	1490,845	1503,819	1548,594	1570,594

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	5,250	4,693	5,883	5,524
Saturated model	5,010	5,010	5,010	6,487
Independence model	14,761	13,609	15,987	14,889

HOELTER

Model	HOELTER	HOELTER
	.05	.01
Default model	56	60
Independence model	19	20

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
KP <--- BT	,894	,155	5,763	***	par_16
KP <--- TE	,166	,057	2,890	,004	par_17
P1 <--- BT	1,000				
P2 <--- BT	1,129	,169	6,694	***	par_1
P3 <--- BT	1,185	,189	6,263	***	par_2
P4 <--- BT	1,065	,160	6,669	***	par_3
P5 <--- BT	,954	,148	6,435	***	par_4

	Estimate	S.E.	C.R.	P	Label
P6 <--- BT	1,198	,163	7,334	***	par_5
P7 <--- BT	1,154	,162	7,120	***	par_6
P8 <--- BT	1,077	,173	6,243	***	par_7
P9 <--- BT	1,198	,175	6,842	***	par_8
P10 <--- BT	1,181	,165	7,169	***	par_9
P11 <--- BT	1,097	,164	6,702	***	par_10
P12 <--- BT	1,251	,294	4,260	***	par_11
P19 <--- KP	1,000				
P20 <--- KP	1,076	,170	6,327	***	par_12
P21 <--- KP	1,000	,138	7,271	***	par_13
P22 <--- KP	1,271	,159	7,986	***	par_14
P23 <--- KP	,870	,112	7,748	***	par_15
P18 <--- TE	1,000				
P17 <--- TE	,699	,099	7,026	***	par_19
P16 <--- TE	,662	,099	6,691	***	par_20
P15 <--- TE	,297	,145	2,047	,041	par_21

	Estimate	S.E.	C.R.	P	Label
P13 <--- TE	,303	,130	2,331	,020	par_22

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
KP <--- BT	,703
KP <--- TE	,261
P1 <--- BT	,679
P2 <--- BT	,722
P3 <--- BT	,671
P4 <--- BT	,719
P5 <--- BT	,691
P6 <--- BT	,799
P7 <--- BT	,773
P8 <--- BT	,669
P9 <--- BT	,740
P10 <--- BT	,779

	Estimate
P11 <--- BT	,723
P12 <--- BT	,446
P19 <--- KP	,821
P20 <--- KP	,610
P21 <--- KP	,684
P22 <--- KP	,737
P23 <--- KP	,720
P18 <--- TE	,947
P17 <--- TE	,678
P16 <--- TE	,648
P15 <--- TE	,211
P13 <--- TE	,240

Covariances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
BT <--> TE	,275	,071	3,875	***	par_18

Correlations: (Group number 1 - Default model)

	Estimate
BT <--> TE	,512

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
BT	,268	,071	3,790	***	par_23
TE	1,078	,194	5,554	***	par_24

	Estimate	S.E.	C.R.	P	Label
e6	,108	,032	3,338	***	par_25
d1	,313	,047	6,684	***	par_26

	Estimate	S.E.	C.R.	P	Label
d2	,314	,048	6,568	***	par_27
d3	,459	,069	6,701	***	par_28
d4	,285	,043	6,577	***	par_29
d5	,267	,040	6,654	***	par_30
d6	,218	,035	6,231	***	par_31
d7	,241	,038	6,372	***	par_32
d8	,385	,057	6,706	***	par_33
d9	,319	,049	6,510	***	par_34
d10	,243	,038	6,343	***	par_35
d11	,295	,045	6,565	***	par_36
d12	1,686	,241	6,984	***	par_37

	Estimate	S.E.	C.R.	P	Label
e1	,209	,040	5,254	***	par_38
e2	,846	,128	6,589	***	par_39
e3	,493	,078	6,335	***	par_40
e4	,589	,097	6,057	***	par_41
e5	,306	,050	6,161	***	par_42
d18	,123	,098	1,252	,211	par_43
d17	,618	,101	6,125	***	par_44
d16	,652	,103	6,322	***	par_45
d15	2,034	,288	7,075	***	par_46
d13	1,620	,229	7,065	***	par_47

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
--	----------

	Estimate
KP	,751
P13	,057
P15	,045
P16	,420
P17	,460
P18	,897
P23	,518
P22	,543
P21	,468
P20	,372
P19	,674
P12	,199

	Estimate
P11	,522
P10	,607
P9	,547
P8	,447
P7	,598
P6	,639
P5	,478
P4	,517
P3	,451
P2	,521
P1	,461

Matrices (Group number 1 - Default model)

Total Effects (Group number 1 - Default model)

	TE	BT	KP
KP	,166	,894	,000
P13	,303	,000	,000
P15	,297	,000	,000
P16	,662	,000	,000
P17	,699	,000	,000
P18	1,000	,000	,000
P23	,144	,778	,870
P22	,210	1,136	1,271
P21	,166	,894	1,000
P20	,178	,962	1,076
P19	,166	,894	1,000
P12	,000	1,251	,000

	TE	BT	KP
P11	,000	1,097	,000
P10	,000	1,181	,000
P9	,000	1,198	,000
P8	,000	1,077	,000
P7	,000	1,154	,000
P6	,000	1,198	,000
P5	,000	,954	,000
P4	,000	1,065	,000
P3	,000	1,185	,000
P2	,000	1,129	,000
P1	,000	1,000	,000

Standardized Total Effects (Group number 1 - Default model)

	TE	BT	KP
KP	,261	,703	,000
P13	,240	,000	,000
P15	,211	,000	,000
P16	,648	,000	,000
P17	,678	,000	,000
P18	,947	,000	,000
P23	,188	,506	,720
P22	,192	,518	,737
P21	,179	,481	,684
P20	,159	,429	,610
P19	,214	,578	,821
P12	,000	,446	,000

	TE	BT	KP
P11	,000	,723	,000
P10	,000	,779	,000
P9	,000	,740	,000
P8	,000	,669	,000
P7	,000	,773	,000
P6	,000	,799	,000
P5	,000	,691	,000
P4	,000	,719	,000
P3	,000	,671	,000
P2	,000	,722	,000
P1	,000	,679	,000

Direct Effects (Group number 1 - Default model)

	TE	BT	KP
KP	,166	,894	,000
P13	,303	,000	,000
P15	,297	,000	,000
P16	,662	,000	,000
P17	,699	,000	,000
P18	1,000	,000	,000
P23	,000	,000	,870
P22	,000	,000	1,271
P21	,000	,000	1,000
P20	,000	,000	1,076
P19	,000	,000	1,000
P12	,000	1,251	,000

	TE	BT	KP
P11	,000	1,097	,000
P10	,000	1,181	,000
P9	,000	1,198	,000
P8	,000	1,077	,000
P7	,000	1,154	,000
P6	,000	1,198	,000
P5	,000	,954	,000
P4	,000	1,065	,000
P3	,000	1,185	,000
P2	,000	1,129	,000
P1	,000	1,000	,000

Standardized Direct Effects (Group number 1 - Default model)

	TE	BT	KP
KP	,261	,703	,000
P13	,240	,000	,000
P15	,211	,000	,000
P16	,648	,000	,000
P17	,678	,000	,000
P18	,947	,000	,000
P23	,000	,000	,720
P22	,000	,000	,737
P21	,000	,000	,684
P20	,000	,000	,610
P19	,000	,000	,821
P12	,000	,446	,000

	TE	BT	KP
P11	,000	,723	,000
P10	,000	,779	,000
P9	,000	,740	,000
P8	,000	,669	,000
P7	,000	,773	,000
P6	,000	,799	,000
P5	,000	,691	,000
P4	,000	,719	,000
P3	,000	,671	,000
P2	,000	,722	,000
P1	,000	,679	,000

Indirect Effects (Group number 1 - Default model)

	TE	BT	KP
KP	,000	,000	,000
P13	,000	,000	,000
P15	,000	,000	,000
P16	,000	,000	,000
P17	,000	,000	,000
P18	,000	,000	,000
P23	,144	,778	,000
P22	,210	1,136	,000
P21	,166	,894	,000
P20	,178	,962	,000
P19	,166	,894	,000
P12	,000	,000	,000

	TE	BT	KP
P11	,000	,000	,000
P10	,000	,000	,000
P9	,000	,000	,000
P8	,000	,000	,000
P7	,000	,000	,000
P6	,000	,000	,000
P5	,000	,000	,000
P4	,000	,000	,000
P3	,000	,000	,000
P2	,000	,000	,000
P1	,000	,000	,000

Standardized Indirect Effects (Group number 1 - Default model)

	TE	BT	KP
KP	,000	,000	,000
P13	,000	,000	,000
P15	,000	,000	,000
P16	,000	,000	,000
P17	,000	,000	,000
P18	,000	,000	,000
P23	,188	,506	,000
P22	,192	,518	,000
P21	,179	,481	,000
P20	,159	,429	,000
P19	,214	,578	,000
P12	,000	,000	,000

	TE	BT	KP
P11	,000	,000	,000
P10	,000	,000	,000
P9	,000	,000	,000
P8	,000	,000	,000
P7	,000	,000	,000
P6	,000	,000	,000
P5	,000	,000	,000
P4	,000	,000	,000
P3	,000	,000	,000
P2	,000	,000	,000
P1	,000	,000	,000