LAMPIRAN 1: KUESIONER PENELITIAN

No Kuesioner :

Hari/Tanggal :

Responden yang terhormat,

Bersama ini saya sampaikan daftar pertanyaan dalam kuesioner yang berbentuk pertanyaan berkenaan dengan penelitian saya yang berjudul **"Analisis Pengaruh *Experiential Marketing* terhadap *Brand Trust* dan Loyalitas Pelanggan dengan mediasi Kepuasan Pelanggan. Studi Kasus: Pengguna Jasa Maskapai Garuda Indonesia di wilayah Jakarta Barat"**.

Saya mengharapkan ketersediaan dan bantuan Bapak/Ibu/Saudara/I untuk mengisi kuesioner dengan lengkap dan benar. Jawaban yang diberikan hanya akan digunakan untuk kepentingan penelitian saja. Atas kesediaan dan bantuan yang diberikan saya ucapkan terima kasih.

Salam,

Nina Oktafia

Bagian 1

Berikan tanda centang (ν) atau tanda silang (x) pada satu pilihan jawaban anda berdasarkan keseluruhan penilaian sebelum, sedang, dan setelah anda menggunakan jasa penerbangan maskapai Garuda Indonesia.

Keterangan:

STS : Sangat Tidak Setuju.

TS : Tidak Setuju

S : Setuju.

SS : Sangat Setuju.

Identitas Responden

1. Jenis Kelamin ☐ Laki-Laki ☐ Perempuan
2. Usia
   ☐ 17 s/d 23 tahun
   ☐ 24 s/d 30 tahun
   ☐ 31 s/d 40 tahun
   ☐ ≥ 41 tahun
3. Pendidikan Formal Terakhir
   ☐ SMP/Sederajat
   ☐ SMA/Sederajat
   ☐ Akademisi
   ☐ Universitasa
4. Pekerjaan
   ☐ Pegawai Negeri Sipil ☐ Ibu Rumah Tangga
   ☐ Karyawan Swasta ☐ Pelajar/Mahasiswa
   ☐ TNI/POLRI ☐ Tidak/ Belum Bekerja
   ☐ Wiraswasta ☐ Lainnya (sebutkan):……..
5. Pengeluaran per bulan (diluar pengeluaran wajib seperti sandang, pangan, papan)
   ☐ ≤ Rp. 3.000.000 ☐ Rp. 4.000.001 – Rp. 5.000.000
   ☐ Rp. 3.000.001 – Rp. 4.000.000 ☐ ≥ Rp. 5.000.001
6. Pendanaan
   ☐ Biaya ditanggung sendiri dan keluarga.
   ☐ Biaya ditanggung instansi.

Pernyataan	STS	TS	S	SS
Experiential Marketing				
1. Garuda Indonesia memiliki desain interior kabin dan *lounge* yang luas dan bagus.				
2. Penampilan pramugari dan pramugara Garuda Indonesia yang rapih dan sopan				
3. Ruang kabin dan *lounge* Garuda Indonesia memiliki bau/aroma yang harum.				
4. Pramugari dan pramugara Garuda Indonesia melayani dengan cepat dan memuaskan.				
5. Garuda Indonesia membangkitkan keingintahuan saya terhadap beragam jasa lain. (*economy class, business class, first class*)				
6. Menggunakan Garuda Indonesia membuat saya nyaman selama penerbangan.				
7. Menggunakan Garuda Indonesia dapat menunjukan selera saya dalam memilih jasa penerbangan adalah bagus.				
Kepuasan Pelanggan				
1. Berdasarkan pengalaman, saya merasa senang selama perjalanan dengan Garuda Indonesia.				
2. Saya percaya bahwa menggunakan Garuda Indonesia merupakan pengalaman yang memuaskan.				
3. Saya merasa Garuda Indonesia memenuhi harapan saya.				
Brand Trust				
1. Garuda Indonesia memiliki reputasi yang tinggi.				
2. Merek Garuda Indonesia mampu bersaing dengan maskapai lain.				
3. Perusahaan Garuda Indonesia dapat dipercaya.				
4. Perusahaan Garuda Indonesia memilki citra yang positif.				
5. Perusahaan Garuda Indonesia senantiasa memenuhi kebutuhan saya.				
6. Garuda Indonesia merupakan maskapai favorit saya.				

Pernyataan	STS	TS	S	SS
Loyalitas Pelanggan				
1. Saya akan merekomendasikan Garuda Indonesia kepada orang lain.				
2. Saya selalu menggunakan Garuda Indonesia setiap melakukan perjalanan.				
3. Saya akan selalu mengatakan hal positif tentang Garuda Indonesia kepada rekan-rekan saya.				
4. Saya lebih menyukai maskapai Garuda Indonesia dibanding maskapai lain.				
5. Garuda Indonesia merupakan pilihan pertama saya jika ingin melakukan perjalanan udara.				

LAMPIRAN 2: TABULASI DATA *PRETEST*

No. Respond	*Experiential Marketing*															Kepuasan Pelanggan			*Brand Trust*								Loayalitas Pelanggan				
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
1	4	3	3	3	3	4	3	3	4	2	2	4	3	2	2	4	4	4	4	4	4	3	3	3	2	4	2	3	2	3	3	2
2	3	2	3	3	2	3	3	2	3	2	2	3	2	2	3	3	3	3	3	3	3	3	3	2	2	2	2	3	2	2	3	3
3	3	3	2	3	3	2	3	3	4	3	4	4	4	3	3	3	3	3	3	4	4	2	3	3	3	3	3	3	3	3	3	4
4	3	3	3	4	3	2	3	3	1	3	3	4	4	4	4	3	3	4	3	4	3	3	4	3	4	3	3	3	3	3	3	3
5	3	3	3	3	3	3	3	2	3	2	2	3	3	2	2	3	3	3	3	3	3	3	3	3	2	2	2	3	2	3	3	3
6	4	4	3	4	4	3	3	3	4	3	3	4	4	3	3	4	3	3	4	4	4	3	4	3	3	3	3	4	4	4	3	4
7	4	3	2	4	3	3	4	3	4	3	2	4	2	2	4	4	4	3	4	2	4	4	4	3	2	3	3	4	2	3	4	3
8	3	4	3	3	3	4	4	2	4	1	1	3	2	1	1	3	2	3	3	4	4	4	3	3	1	2	1	3	2	4	4	2
9	3	3	3	3	3	3	3	3	3	2	2	3	3	2	2	3	3	3	3	3	3	3	3	4	2	4	2	2	3	3	3	4
10	3	2	2	2	3	2	2	3	2	3	2	3	2	2	2	3	3	2	3	3	3	2	2	3	2	2	2	3	2	2	2	2
11	3	3	3	3	3	3	2	3	4	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	2	3	3	3	3	2	3
12	3	3	3	4	4	3	3	3	3	3	2	3	2	2	3	3	3	3	3	4	4	3	4	3	2	3	2	3	3	3	3	3
13	3	3	3	3	4	4	3	3	3	3	2	3	3	2	3	3	3	3	3	3	3	3	3	3	2	3	2	3	3	3	3	3
14	4	3	2	4	4	2	2	3	4	3	1	3	2	1	2	4	4	4	4	4	4	2	4	4	1	3	2	3	2	3	2	2
15	2	2	3	3	3	4	2	2	2	2	2	3	2	2	2	2	2	2	2	3	3	2	3	2	2	2	2	3	2	2	2	2
16	3	3	4	3	2	2	3	4	4	2	1	3	2	4	2	3	3	2	3	3	4	3	3	2	4	4	2	4	2	3	3	3
17	3	4	3	4	2	2	4	4	3	3	3	4	4	4	4	3	4	4	3	4	4	4	4	4	4	4	3	4	3	4	4	4
18	4	4	3	4	2	3	4	3	4	4	2	4	3	2	3	4	4	4	4	3	4	4	4	3	2	4	2	4	4	4	4	4
19	3	3	3	3	3	3	3	4	3	3	2	3	3	3	4	3	3	3	3	3	4	3	3	3	3	4	3	3	3	3	3	3
20	3	4	4	3	3	4	3	3	3	3	2	4	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	4	4	4	3	3
21	3	3	4	3	3	3	3	2	3	3	4	3	3	3	3	3	3	4	3	4	4	3	3	2	3	3	3	3	3	3	3	3
22	3	3	3	3	3	3	3	2	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3
23	4	4	2	4	2	4	3	3	4	3	4	4	4	4	3	4	4	4	4	4	4	3	4	3	4	4	3	4	3	4	3	3
24	3	3	3	4	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	4	3	3	3	3	3
25	3	2	3	3	2	3	2	3	3	2	2	3	2	2	2	3	3	3	3	3	3	2	3	2	2	2	2	3	2	2	2	2
26	3	2	3	3	3	4	3	3	2	2	3	3	3	4	3	3	3	3	3	3	3	3	3	2	4	4	4	3	4	2	3	3
27	4	3	3	4	3	4	3	4	4	3	3	4	2	2	3	4	4	4	4	4	4	4	4	4	3	4	3	3	4	3	3	3
28	4	4	2	3	4	4	4	3	4	4	3	4	4	3	3	4	4	3	4	4	4	4	3	3	3	3	3	4	4	4	4	4
29	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3
30	3	3	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	3	4	3	3	3	3	3	3	3	3	3

LAMPIRAN 3: HASIL UJI ANALISIS FAKTOR VALIDITAS DAN RELIABILITAS *PRETEST*

1. *Factor Analysis Experiential Marketing* 1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.629
Bartlett's Test of Sphericity	Approx. Chi-Square	95.522
	df	28
	Sig.	.000

Anti-image Matrices

		EM1	EM2	EM3	EM4	EM5	EM6	EM7	EM8
Anti-image Covariance	EM1	.444	-.016	-.141	-.040	-.155	-.213	.091	.118
	EM2	-.016	.300	-.137	-.221	-.118	-.036	-.172	.157
	EM3	-.141	-.137	.584	.075	.080	-.019	.114	-.191
	EM4	-.040	-.221	.075	.456	.147	-.042	.095	-.171
	EM5	-.155	-.118	.080	.147	.454	.048	-.012	-.243
	EM6	-.213	-.036	-.019	-.042	.048	.393	-.140	-.060
	EM7	.091	-.172	.114	.095	-.012	-.140	.458	-.137
	EM8	.118	.157	-.191	-.171	-.243	-.060	-.137	.354
Anti-image Correlation	EM1	.655[a]	-.044	-.276	-.089	-.345	-.509	.202	.297
	EM2	-.044	.611[a]	-.327	-.598	-.319	-.104	-.463	.481
	EM3	-.276	-.327	.681[a]	.145	.156	-.040	.221	-.420
	EM4	-.089	-.598	.145	.603[a]	.323	-.098	.208	-.427
	EM5	-.345	-.319	.156	.323	.593[a]	.113	-.026	-.605
	EM6	-.509	-.104	-.040	-.098	.113	.796[a]	-.330	-.161
	EM7	.202	-.463	.221	.208	-.026	-.330	.664[a]	-.341
	EM8	.297	.481	-.420	-.427	-.605	-.161	-.341	.458[a]

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.774	47.174	47.174	3.774	47.174	47.174
2	1.233	15.408	62.582	1.233	15.408	62.582
3	.921	11.507	74.089			
4	.714	8.922	83.012			
5	.524	6.548	89.560			
6	.470	5.871	95.431			
7	.228	2.845	98.276			
8	.138	1.724	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component	
	1	2
EM1	.659	-.420
EM2	.785	-.332
EM3	.638	-.085
EM4	.665	-.305
EM5	.639	.515
EM6	.814	-.173
EM7	.670	.303
EM8	.596	.677

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

2. *Factor Analysis Experiential Marketing* 2

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.755
Bartlett's Test of Sphericity	Approx. Chi-Square	69.952
	Df	21
	Sig.	.000

Anti-image Matrices

		EM1	EM2	EM3	EM4	EM5	EM6	EM7
Anti-image Covariance	EM1	.487	-.098	-.103	.023	-.128	-.217	.170
	EM2	-.098	.390	-.083	-.231	-.021	-.012	-.163
	EM3	-.103	-.083	.709	-.026	-.097	-.064	.055
	EM4	.023	-.231	-.026	.557	.057	-.089	.040
	EM5	-.128	-.021	-.097	.057	.716	.010	-.189
	EM6	-.217	-.012	-.064	-.089	.010	.404	-.190
	EM7	.170	-.163	.055	.040	-.189	-.190	.518
Anti-image Correlation	EM1	.698[a]	-.224	-.175	.044	-.217	-.490	.338
	EM2	-.224	.777[a]	-.157	-.495	-.040	-.031	-.363
	EM3	-.175	-.157	.893[a]	-.042	-.136	-.120	.091
	EM4	.044	-.495	-.042	.771[a]	.091	-.187	.074
	EM5	-.217	-.040	-.136	.091	.803[a]	.019	-.310
	EM6	-.490	-.031	-.120	-.187	.019	.770[a]	-.415
	EM7	.338	-.363	.091	.074	-.310	-.415	.635[a]

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.494	49.911	49.911	3.494	49.911	49.911
2	.946	13.517	63.428			
3	.895	12.782	76.210			
4	.593	8.469	84.679			
5	.521	7.440	92.119			
6	.331	4.731	96.850			
7	.220	3.150	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
EM1	.711
EM2	.834
EM3	.628
EM4	.678
EM5	.580
EM6	.830
EM7	.643

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

Reliability

Scale: Experiential Marketing

Reliability Statistics

Cronbach's Alpha	N of Items
.754	15

3. *Factor Analysis* Kepuasan Pelanggan

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.673
Bartlett's Test of Sphericity	Approx. Chi-Square	44.471
	Df	3
	Sig.	.000

Anti-image Matrices

		KP1	KP2	KP3
Anti-image Covariance	KP1	.326	-.220	-.038
	KP2	-.220	.283	-.152
	KP3	-.038	-.152	.593
Anti-image Correlation	KP1	.648[a]	-.726	-.087
	KP2	-.726	.618[a]	-.372
	KP3	-.087	-.372	.831[a]

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.348	78.267	78.267	2.348	78.267	78.267
2	.479	15.967	94.233			
3	.173	5.767	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
KP1	.904
KP2	.932
KP3	.813

Extraction Method: Principal Component Analysis..

a. 1 components extracted

Reliability

Scale: Kepuasan Pelanggan

Reliability Statistics

Cronbach's Alpha	N of Items
.855	3

4. *Factor Analysis Brand Trust* 1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.761
Bartlett's Test of Sphericity	Approx. Chi-Square	47.758
	Df	21
	Sig.	.001

Anti-image Matrices

		BT1	BT2	BT3	BT4	BT5	BT6	BT7
Anti-image Covariance	BT1	.572	-.199	-.088	-.095	-.143	-.053	-.001
	BT2	-.199	.586	-.086	-.119	.064	-.154	.120
	BT3	-.088	-.086	.689	-.112	-.014	-.155	.067
	BT4	-.095	-.119	-.112	.606	-.178	.021	-.218
	BT5	-.143	.064	-.014	-.178	.734	-.129	.135
	BT6	-.053	-.154	-.155	.021	-.129	.598	-.237
	BT7	-.001	.120	.067	-.218	.135	-.237	.774
Anti-image Correlation	BT1	.825[a]	-.343	-.140	-.162	-.221	-.090	-.001
	BT2	-.343	.764[a]	-.135	-.199	.097	-.261	.178
	BT3	-.140	-.135	.854[a]	-.173	-.020	-.241	.091
	BT4	-.162	-.199	-.173	.775[a]	-.266	.035	-.318
	BT5	-.221	.097	-.020	-.266	.741[a]	-.194	.180
	BT6	-.090	-.261	-.241	.035	-.194	.758[a]	-.348
	BT7	-.001	.178	.091	-.318	.180	-.348	.434[a]

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.078	43.971	43.971	3.078	43.971	43.971
2	1.100	15.708	59.679	1.100	15.708	59.679
3	.805	11.500	71.179			
4	.632	9.030	80.209			
5	.592	8.459	88.668			
6	.451	6.437	95.105			
7	.343	4.895	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component	
	1	2
BT1	.768	-.208
BT2	.722	-.240
BT3	.684	-.147
BT4	.730	.174
BT5	.585	-.253
BT6	.727	.244
BT7	.306	.907

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

5. *Factor Analysis Brand Trust* 2

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.837
Bartlett's Test of Sphericity	Approx. Chi-Square	41.659
	df	15
	Sig.	.000

Anti-image Matrices

		BT1	BT2	BT3	BT4	BT5	BT6
Anti-image Covariance	BT1	.572	-.205	-.088	-.106	-.148	-.060
	BT2	-.205	.605	-.100	-.097	.045	-.138
	BT3	-.088	-.100	.695	-.104	-.027	-.154
	BT4	-.106	-.097	-.104	.674	-.161	-.057
	BT5	-.148	.045	-.027	-.161	.759	-.103
	BT6	-.060	-.138	-.154	-.057	-.103	.680
Anti-image Correlation	BT1	.818[a]	-.349	-.140	-.171	-.225	-.097
	BT2	-.349	.807[a]	-.154	-.153	.067	-.216
	BT3	-.140	-.154	.868[a]	-.152	-.037	-.224
	BT4	-.171	-.153	-.152	.862[a]	-.225	-.085
	BT5	-.225	.067	-.037	-.225	.818[a]	-.143
	BT6	-.097	-.216	-.224	-.085	-.143	.859[a]

a. Measures of Sampling Adequacy(MSA)

Component Matrix[a]

	Component
	1
BT1	.780
BT2	.740
BT3	.696
BT4	.715
BT5	.602
BT6	.708

Extraction Method: Principal Component Analysis.

Reliability

Scale: Brand trust

Reliability Statistics

Cronbach's Alpha	N of Items
.758	9

6. *Factor Analysis* Loyalitas Pelanggan

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.721
Bartlett's Test of Sphericity	Approx. Chi-Square	54.361
	df	10
	Sig.	.000

Anti-image Matrices

		LP1	LP2	LP3	LP4	LP5
Anti-image Covariance	LP1	.637	-.005	-.214	-.076	.010
	LP2	-.005	.520	-.115	.099	-.277
	LP3	-.214	-.115	.428	-.195	-.014
	LP4	-.076	.099	-.195	.490	-.178
	LP5	.010	-.277	-.014	-.178	.438
Anti-image Correlation	LP1	.800[a]	-.008	-.410	-.135	.019
	LP2	-.008	.655[a]	-.244	.196	-.581
	LP3	-.410	-.244	.750[a]	-.426	-.032
	LP4	-.135	.196	-.426	.728[a]	-.384
	LP5	.019	-.581	-.032	-.384	.692[a]

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.932	58.645	58.645	2.932	58.645	58.645
2	.916	18.324	76.970			
3	.553	11.069	88.038			
4	.353	7.070	95.108			
5	.245	4.892	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
LP1	.681
LP2	.703
LP3	.847
LP4	.789
LP5	.797

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

Reliability

Scale: **Loyalitas Pelanggan**

Reliability Statistics

Cronbach's Alpha	N of Items
.818	5

LAMPIRAN 4: KARAKTERISTIK RESPONDEN

No. Responden	Jenis Kelamin	Usia	Pendidikan Terakhir	Pekerjaan	Pegeluaran Perbulan	Pendanaan
1	2	1	4	6	1	2
2	2	1	4	6	2	1
3	1	2	4	6	2	1
4	1	2	4	1	2	2
5	2	1	2	6	2	1
6	1	3	4	3	3	2
7	2	3	4	1	4	2
8	2	1	2	6	1	1
9	1	2	4	4	2	1
10	2	2	4	6	2	1
11	1	1	4	6	2	1
12	2	2	4	6	2	1
13	1	3	4	4	4	2
14	1	2	4	2	2	2
15	2	2	4	2	3	2
16	1	1	4	6	2	2
17	2	1	4	3	1	2
18	1	4	4	8	1	2
19	1	3	4	6	3	1
20	1	2	4	1	4	2
21	1	1	4	6	1	1
22	1	4	4	1	3	1
23	2	3	3	6	2	1
24	2	2	4	6	1	1
25	1	1	2	6	1	1
26	1	3	4	2	4	2
27	2	4	4	2	3	2
28	1	2	4	4	4	1
29	2	3	4	4	4	1
30	2	3	4	2	4	2
31	2	1	4	2	1	2
32	1	1	3	6	2	1
33	2	2	4	2	2	2
34	1	2	4	2	3	2
35	2	1	4	6	1	1
36	1	2	4	2	2	1
37	1	1	4	6	1	1
38	2	1	2	6	1	1
39	2	2	2	6	1	1
40	1	3	4	2	4	2
41	1	2	4	2	3	2
42	2	1	2	2	2	2
43	1	1	3	2	2	2
44	2	2	4	6	2	1
45	2	2	4	2	4	2
46	2	1	4	6	1	1
47	1	2	4	2	3	2
48	1	3	4	2	3	2
49	2	3	2	6	1	1
50	1	3	4	6	1	1
51	2	1	4	2	2	1
52	2	1	4	4	4	1
53	2	3	2	6	1	1
54	1	3	4	2	2	1

No. Responden	Jenis Kelamin	Usia	Pendidikan Terakhir	Pekerjaan	Pegeluaran Perbulan	Pendanaan
55	1	3	4	4	4	1
56	2	4	4	4	1	1
57	2	1	2	2	3	1
58	2	1	2	2	3	1
59	1	1	4	2	3	1
60	2	3	4	2	3	1
61	2	3	4	4	3	1
62	2	3	4	4	3	1
63	2	2	4	4	2	1
64	2	3	4	4	2	1
65	2	1	4	2	2	1
66	2	1	4	2	2	1
67	2	1	4	2	2	1
68	1	3	4	3	4	2
69	1	3	4	3	4	2
70	2	2	4	6	2	1
71	1	3	4	1	3	2
57	2	1	2	2	3	1
58	2	1	2	2	3	1
59	1	1	4	2	3	1
60	2	3	4	2	3	1
61	2	3	4	4	3	1
62	2	3	4	4	3	1
63	2	2	4	4	2	1
64	2	3	4	4	2	1
65	2	1	4	2	2	1
66	2	1	4	2	2	1
67	2	1	4	2	2	1
68	1	3	4	3	4	2
69	1	3	4	3	4	2
70	2	2	4	6	2	1
71	1	3	4	1	3	2
57	2	1	2	2	3	1
58	2	1	2	2	3	1
59	1	1	4	2	3	1
60	2	3	4	2	3	1
61	2	3	4	4	3	1
62	2	3	4	4	3	1
63	2	2	4	4	2	1
64	2	3	4	4	2	1
65	2	1	4	2	2	1
66	2	1	4	2	2	1
67	2	1	4	2	2	1
68	1	3	4	3	4	2
69	1	3	4	3	4	2
70	2	2	4	6	2	1
71	1	3	4	1	3	2
72	1	1	2	6	1	1
73	1	1	2	6	1	1
74	1	1	4	2	2	1
75	1	1	4	2	3	1
76	1	3	4	2	2	1
77	1	3	4	2	2	1
78	1	3	4	2	1	1
79	2	2	4	4	2	1
80	1	1	4	3	3	2
81	1	2	4	3	3	2

No. Responden	Jenis Kelamin	Usia	Pendidikan Terakhir	Pekerjaan	Pegeluaran Perbulan	Pendanaan
82	1	2	4	3	3	2
83	1	2	4	6	1	1
84	2	3	4	3	3	2
85	2	3	4	2	3	1
86	2	3	4	2	3	1
87	2	2	4	2	4	1
88	2	3	3	2	2	1
89	2	2	4	2	2	1
90	1	3	3	3	3	1
91	2	3	4	2	2	1
92	2	2	3	2	2	1
93	1	2	3	2	2	2
94	1	3	3	1	3	2
95	1	1	4	2	2	1
96	1	1	4	2	2	1
97	2	2	3	3	3	2
98	2	3	4	2	2	1
99	2	2	3	4	2	1
100	2	3	3	6	1	1
101	2	2	3	2	2	1
102	1	2	3	2	2	1
103	1	3	3	2	4	2
104	2	2	1	4	3	1
105	2	3	3	1	3	2

LAMPIRAN 5: HASIL UJI KARAKTERISTIK RESPONDEN

Jenis_Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	51	48.6	48.6	48.6
	Perempuan	54	51.4	51.4	100.0
	Total	105	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 s/d 24 Tahun	30	28.6	28.6	28.6
	25 s/d 30 Tahun	34	32.4	32.4	61.0
	31 s/d 40 Tahun	37	35.2	35.2	96.2
	Diatas 41 Tahun	4	3.8	3.8	100.0
	Total	105	100.0	100.0	

Pendidikan_Formal_Terakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	12	11.4	11.4	12.4
	3.00	15	14.3	14.3	26.7
	4.00	77	73.3	73.3	100.0
	Total	105	100.0	100.0	

Pekerjaan * Pendanaan Crosstabulation

Count

		Pendanaan		Total
		1.00	2.00	
Pekerjaan	Pegawai Negeri Sipil	1	6	7
	Karyawan Swasta	28	17	45
	TNI/POLRI	1	10	11
	Wiraswasta	13	1	14
	Pelajar/Mahasiswa	26	1	27
	Lainnya: (Sebutkan)	0	1	1
Total		69	36	105

Pendidikan_Formal_Terakhir * Pendanaan Crosstabulation

Count

		Pendanaan		Total
		1.00	2.00	
Pendidikan_Formal_Terakhir	1.00	1	0	1
	2.00	11	1	12
	3.00	9	6	15
	4.00	48	29	77
Total		69	36	105

LAMPIRAN 6: TABULASI DATA PENELITIAN

No. Respon	*Experiential Marketing*							*Mean*	Kepuasan Pelanggan			*Mean*	*Brand Trust*						*Mean*	Loayalitas Pelanggan					*Mean*
	1	2	3	4	5	6	7		8	9	10		11	12	13	14	15	16		17	18	19	20	21	
1	4	4	3	3	3	3	3	3.29	3	3	4	3.33	4	4	4	3	2	3	3.33	3	3	3	3	3	3.00
2	3	3	3	3	3	3	3	3.00	3	3	3	3.00	3	3	3	3	3	3	3.00	3	3	3	3	3	3.00
3	4	3	4	3	3	3	2	3.14	3	3	3	3.00	4	4	4	4	3	3	3.67	3	3	3	3	3	3.00
4	3	3	3	3	3	2	3	2.86	3	4	3	3.33	3	3	2	3	2	2	2.50	3	2	3	2	2	2.40
5	4	4	3	4	4	4	4	3.86	4	4	4	4.00	4	4	3	4	3	4	3.67	3	4	4	3	4	3.60
6	3	3	3	3	3	3	3	3.00	3	3	3	3.00	3	3	3	3	3	3	3.00	3	3	3	3	3	3.00
7	4	4	4	3	3	3	2	3.29	4	4	4	4.00	4	4	4	4	4	3	3.83	3	2	3	2	2	2.40
8	3	3	3	4	2	3	2	2.86	2	2	2	2.00	3	3	3	3	2	2	2.67	3	2	2	2	2	2.20
9	3	3	3	2	2	3	2	2.57	4	4	2	3.33	4	4	3	3	2	4	3.33	4	2	3	3	3	3.00
10	3	4	3	4	3	4	4	3.57	3	4	4	3.67	4	4	4	4	4	4	4.00	4	3	4	4	4	3.80
11	4	3	3	3	2	4	3	3.14	3	4	3	3.33	4	3	3	3	3	4	3.33	3	3	3	4	4	3.40
12	3	3	3	3	3	4	3	3.14	3	3	3	3.00	3	4	3	3	2	3	3.00	4	3	4	3	3	3.40
13	3	3	3	3	4	4	3	3.29	4	4	4	4.00	3	4	4	4	3	4	3.67	4	4	4	4	4	4.00
14	3	4	3	3	3	3	3	3.14	3	3	3	3.00	3	4	3	3	3	4	3.33	3	3	3	3	3	3.00
15	4	4	3	3	3	4	3	3.43	3	3	3	3.00	4	4	3	3	3	3	3.33	4	4	4	3	3	3.60
16	4	4	4	4	3	4	4	3.86	4	4	4	4.00	4	4	4	4	3	4	3.83	4	3	4	3	3	3.40
17	3	3	3	3	3	3	3	3.00	4	3	3	3.33	3	3	3	4	3	3	3.17	3	3	3	3	3	3.00
18	4	4	2	4	1	3	2	2.86	3	4	2	3.00	4	3	4	3	3	3	3.33	3	3	3	3	2	2.80
19	3	3	4	3	3	3	3	3.14	4	4	3	3.67	4	4	4	3	4	4	3.83	3	3	3	3	3	3.00
20	3	3	2	2	2	3	2	2.43	3	3	3	3.00	3	3	3	3	2	2	2.67	3	2	2	2	3	2.40
21	3	3	3	3	2	3	3	2.86	3	3	3	3.00	3	3	3	3	2	4	3.00	3	4	2	3	3	3.00
22	4	4	3	3	3	4	2	3.29	4	4	4	4.00	4	4	4	4	4	4	4.00	3	4	3	3	3	3.20
23	3	3	3	3	4	4	4	3.43	4	4	3	3.67	4	4	3	3	3	3	3.33	4	4	4	4	4	4.00
24	4	4	4	3	3	4	2	3.43	4	4	4	4.00	4	4	3	4	2	2	3.17	3	3	3	3	3	3.00
25	4	4	4	4	3	4	4	3.86	3	3	3	3.00	4	4	3	3	4	4	3.67	4	4	4	3	3	3.60
26	4	4	4	3	3	3	4	3.57	4	4	4	4.00	4	4	4	3	4	3	3.67	4	3	3	4	3	3.40
27	3	3	3	3	3	4	3	3.14	4	4	4	4.00	3	3	4	4	3	3	3.33	3	3	4	3	3	3.20
28	3	3	3	3	2	3	3	2.86	4	4	4	4.00	4	4	3	4	3	3	3.50	3	3	3	3	3	3.00
29	3	3	3	3	2	3	2	2.71	3	3	3	3.00	3	3	3	3	2	2	2.67	3	2	2	3	3	2.60
30	3	3	4	4	3	4	4	3.57	3	3	3	3.00	4	4	3	3	3	3	3.33	3	3	3	3	4	3.20
31	3	3	3	3	3	4	3	3.14	4	4	4	4.00	4	3	3	3	4	3	3.33	4	3	4	4	3	3.60
32	3	3	3	2	3	3	2	2.71	3	3	3	3.00	4	3	2	3	3	3	3.00	3	3	3	3	3	3.00
33	3	3	3	3	2	3	3	2.86	3	3	3	3.00	3	3	3	3	3	2	2.83	3	2	3	3	3	2.80
34	3	4	3	4	3	4	4	3.57	4	3	3	3.33	3	4	4	4	3	3	3.50	4	4	4	3	4	3.80
35	3	3	4	2	2	3	2	2.71	3	3	3	3.00	3	3	3	4	2	3	3.00	2	2	2	3	3	2.40

No. Respon	*Experiential Marketing*							*Mean*	Kepuasan Pelanggan			*Mean*	*Brand Trust*						*Mean*	Loayalitas Pelanggan					*Mean*
	1	2	3	4	5	6	7		8	9	10		11	12	13	14	15	16		17	18	19	20	21	
36	3	4	3	4	1	3	2	2.86	3	3	3	3.00	4	4	4	4	3	2	3.50	2	3	3	3	3	2.80
37	3	4	4	3	3	3	3	3.29	3	3	3	3.00	3	4	4	4	3	3	3.50	3	3	3	3	3	3.00
38	3	3	3	3	4	4	3	3.29	4	4	4	4.00	3	4	4	4	3	4	3.67	4	4	4	4	4	4.00
39	3	3	4	2	3	3	2	2.86	4	4	4	4.00	4	4	4	4	4	3	3.83	3	4	3	4	4	3.60
40	4	3	3	4	4	4	4	3.71	4	3	3	3.33	4	4	4	4	3	3	3.67	3	4	3	4	3	3.40
41	3	3	3	3	2	3	3	2.86	3	3	1	2.33	3	3	2	3	2	2	2.50	3	2	2	2	3	2.40
42	3	3	3	2	2	3	2	2.57	3	3	2	2.67	2	3	3	2	3	3	2.67	2	2	2	2	2	2.00
43	4	4	4	4	2	4	4	3.71	4	4	4	4.00	4	4	4	4	4	3	3.83	3	3	4	3	3	3.20
44	3	3	3	3	2	4	3	3.00	3	3	3	3.00	4	4	3	4	2	4	3.50	4	4	4	4	4	4.00
45	3	3	3	3	3	2	3	2.86	3	4	3	3.33	4	4	3	3	3	3	3.33	4	5	3	3	3	3.60
46	4	4	3	4	3	4	4	3.71	3	4	4	3.67	4	4	4	4	4	4	4.00	4	3	4	4	3	3.60
47	3	4	3	3	2	4	3	3.14	4	4	4	4.00	4	4	3	3	3	4	3.50	3	2	3	3	2	2.60
48	4	3	3	3	3	4	4	3.43	4	3	3	3.33	4	3	4	3	3	4	3.50	3	3	3	4	3	3.20
49	3	4	3	2	3	4	2	3.00	4	4	3	3.67	4	4	4	4	3	3	3.67	4	2	3	4	3	3.20
50	3	4	3	2	1	3	2	2.57	3	2	3	2.67	4	4	4	3	3	2	3.33	3	2	4	4	2	3.00
51	3	3	3	3	2	3	3	2.86	3	3	3	3.00	3	3	3	3	4	4	3.33	2	3	3	3	4	3.00
52	3	4	3		3	4	3	3.29	4	4	4	4.00	4	4	2	4	4	3	3.50	4	4	3	3	4	3.60
53	3	3	3	4	2	4	4	3.29	4	4	3	3.67	4	3	2	3	3	3	3.00	3	3	4	4	3	3.40
54	3	3	3	2	3	3	2	2.71	3	3	2	2.67	3	3	3	2	3	2	2.67	3	3	3	3	3	3.00
55	4	4	3	3	3	3	3	3.29	3	3	3	3.00	3	4	3	3	3	2	3.00	3	3	3	2	3	2.80
56	3	4	3	3	3	3	3	3.14	4	4	3	3.67	4	4	3	3	3	3	3.33	3	3	3	3	3	3.00
57	4	4	4	3	2	3	3	3.29	3	3	3	3.00	4	4	4	4	4	4	4.00	4	4	4	4	4	4.00
58	3	4	3	4	3	3	4	3.43	3	3	3	3.00	4	4	3	3	3	3	3.33	3	2	3	3	2	2.60
59	3	4	3	3	2	3	3	3.00	3	3	3	3.00	3	3	2	3	3	2	2.67	3	3	3	3	3	3.00
60	4	4	3	3	2	4	3	3.29	3	3	2	2.67	4	4	4	4	4	4	4.00	4	4	4	4	4	4.00
61	3	3	3	4	4	4	4	3.57	3	3	3	3.00	4	4	3	4	3	3	3.50	3	2	2	3	2	2.40
62	3	3	3	3	3	3	3	3.00	3	3	3	3.00	3	3	3	3	3	2	2.83	2	2	3	3	2	2.40
63	3	3	3	4	4	4	4	3.57	3	3	3	3.00	3	3	3	3	3	3	3.00	3	2	3	3	2	2.60
64	3	3	3	4	4	3	3	3.29	4	4	3	3.67	4	3	4	3	3	4	3.50	4	3	3	3	3	3.20
65	3	4	3	4	4	4	4	3.71	4	4	3	3.67	4	4	3	4	4	4	3.83	4	3	3	4	4	3.60
66	3	3	3	3	3	3	3	3.00	4	3	3	3.33	3	4	3	3	4	3	3.33	4	3	4	3	3	3.40
67	4	4	4	4	3	4	4	3.86	4	4	4	4.00	3	4	4	4	3	4	3.67	4	4	4	4	4	4.00
68	4	4	3	4	3	4	4	3.71	4	4	4	4.00	4	4	4	4	4	4	4.00	4	3	4	4	4	3.80
69	3	4	3	4	4	4	4	3.71	4	4	4	4.00	4	3	4	4	3	4	3.67	4	2	3	4	4	3.40
70	4	4	3	4	4	4	4	3.86	4	3	4	3.67	4	4	3	3	3	3	3.33	3	2	2	3	2	2.40
71	3	3	3	2	3	3	2	2.71	3	3	3	3.00	3	3	3	3	3	2	2.83	2	1	3	2	2	2.00

No. Respon	*Experiential Marketing*							*Mean*	Kepuasan Pelanggan			*Mean*	*Brand Trust*						*Mean*	Loayalitas Pelanggan					*Mean*
	1	2	3	4	5	6	7		8	9	10		11	12	13	14	15	16		17	18	19	20	21	
72	3	4	4	2	3	3	3	3.14	3	3	3	3.00	4	4	3	4	3	3	3.50	3	3	3	3	3	3.00
73	4	4	4	3	4	4	3	3.71	4	4	4	4.00	4	3	4	4	4	3	3.67	4	3	4	4	4	3.80
74	4	4	3	3	3	4	4	3.57	3	4	4	3.67	3	4	4	4	4	4	3.83	4	3	3	4	4	3.60
75	3	4	3	3	4	4	3	3.43	4	3	3	3.33	4	3	4	3	4	3	3.50	4	3	3	4	3	3.40
76	2	4	3	3	4	4	3	3.29	4	3	4	3.67	4	4	4	4	3	3	3.67	2	2	3	2	2	2.20
77	3	3	3	3	3	3	3	3.00	3	3	3	3.00	4	4	4	4	3	3	3.67	2	2	2	3	2	2.20
78	3	4	4	3	4	3	3	3.43	4	4	4	4.00	3	4	4	3	3	4	3.50	4	2	3	3	3	3.00
79	2	4	3	3	2	2	2	2.57	2	2	2	2.00	2	2	2	2	2	2	2.00	2	2	2	2	2	2.00
80	2	3	3	4	3	4	4	3.29	3	3	3	3.00	3	3	3	3	3	3	3.00	4	3	3	3	3	3.20
81	4	4	3	4	4	4	4	3.86	4	4	4	4.00	4	4	4	4	4	4	4.00	4	4	3	4	4	3.80
82	3	3	3	4	4	4	4	3.57	4	4	4	4.00	4	4	4	4	3	4	3.83	4	4	3	3	3	3.40
83	4	3	3	4	3	3	3	3.29	4	4	3	3.67	4	4	4	4	3	3	3.67	4	4	4	3	3	3.60
84	3	4	3	4	3	4	4	3.57	3	3	3	3.00	3	4	4	4	4	4	3.83	3	2	3	3	4	3.00
85	3	3	3	3	3	3	3	3.00	3	3	2	2.67	3	3	3	3	2	2	2.67	2	2	2	2	2	2.00
86	4	4	4	4	4	4	4	4.00	4	4	4	4.00	4	4	4	4	4	4	4.00	3	3	4	4	4	3.60
87	3	4	4	3	4	3	3	3.43	4	3	3	3.33	4	4	3	4	3	4	3.67	3	3	3	3	4	3.20
88	4	4	4	4	4	3	4	3.86	3	3	3	3.00	3	4	1	4	3	3	3.00	3	3	3	3	3	3.00
89	3	3	4	3	3	3	3	3.14	3	2	2	2.33	2	3	2	3	1	2	2.17	3	2	2	3	3	2.60
90	3	3	3	4	3	4	4	3.43	3	3	3	3.00	3	3	3	3	3	4	3.17	4	4	4	4	4	4.00
91	3	4	3	3	3	4	3	3.29	3	4	3	3.33	4	3	3	3	3	3	3.17	3	3	3	3	3	3.00
92	3	3	3	3	4	4	3	3.29	3	3	4	3.33	3	3	3	4	3	3	3.17	3	2	3	2	2	2.40
93	3	3	3	3	3	3	3	3.00	3	4	2	3.00	3	3	3	3	3	3	3.00	3	2	2	3	3	2.60
94	2	3	3	3	3	3	4	3.00	3	4	3	3.33	4	4	3	4	3	2	3.33	3	4	3	3	4	3.40
95	4	3	4	3	3	2	3	3.14	4	4	4	4.00	4	3	4	3	4	3	3.50	3	3	4	3	2	3.00
96	4	4	4	4	2	3	4	3.57	3	3	3	3.00	3	3	3	2	3	3	2.83	3	2	3	4	3	3.00
97	3	3	4	3	3	3	3	3.14	4	4	4	4.00	3	3	3	4	4	3	3.33	3	4	3	3	3	3.20
98	3	4	3	4	4	4	4	3.71	4	3	3	3.33	4	4	3	4	4	4	3.83	4	3	3	4	4	3.60
99	4	4	4	4	4	4	4	4.00	4	4	4	4.00	4	4	4	4	4	4	4.00	3	4	4	4	4	3.80
100	3	4	3	3	3	3	3	3.14	3	3	3	3.00	3	4	3	3	3	4	3.33	3	3	3	3	3	3.00
101	4	3	3	2	2	3	3	2.86	4	4	4	4.00	4	3	4	3	2	3	3.17	3	2	3	4	3	3.00
102	4	3	3	3	2	2	3	2.86	4	3	3	3.33	4	4	3	4	2	4	3.50	3	2	3	4	2	2.80
103	4	3	4	3	1	3	3	3.00	4	3	4	3.67	3	4	4	4	3	3	3.50	3	2	4	3	3	3.00
104	3	4	2	3	3	3	3	3.00	4	4	3	3.67	4	4	3	3	3	3	3.33	3	3	3	3	3	3.00
105	4	3	3	3	2	3	3	3.00	4	3	3	3.33	4	3	2	3	4	4	3.33	3	3	3	3	3	3.00

LAMPIRAN 7: HASIL UJI VALIDITAS DAN RELIABILITAS PENELITIAN

1. *Factor Analysis Experiential Marketing*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.692
Bartlett's Test of Sphericity	Approx. Chi-Square	129.722
	df	6
	Sig.	.000

Anti-image Matrices

		EM4	EM5	EM6	EM7
Anti-image Covariance	EM4	.485	.043	-.071	-.283
	EM5	.043	.751	-.172	-.163
	EM6	-.071	-.172	.714	-.114
	EM7	-.283	-.163	-.114	.410
Anti-image Correlation	EM4	.644[a]	.071	-.121	-.634
	EM5	.071	.754[a]	-.235	-.293
	EM6	-.121	-.235	.831[a]	-.211
	EM7	-.634	-.293	-.211	.640[a]

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.395	59.878	59.878	2.395	59.878	59.878
2	.757	18.921	78.798			
3	.584	14.591	93.389			
4	.264	6.611	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
EM4	.804
EM5	.662
EM6	.732
EM7	.879

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reliability
Scale: Experiential Marketing

Reliability Statistics

Cronbach's Alpha	N of Items
.703	7

2. *Factor Analysis* Kepuasan Pelanggan

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.706
Bartlett's Test of Sphericity	Approx. Chi-Square	99.191
	df	3
	Sig.	.000

Anti-image Matrices

		KP1	KP2	KP3
Anti-image Covariance	KP1	.532	-.251	-.205
	KP2	-.251	.561	-.167
	KP3	-.205	-.167	.621
Anti-image Correlation	KP1	.679[a]	-.459	-.357
	KP2	-.459	.700[a]	-.282
	KP3	-.357	-.282	.748[a]

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.156	71.851	71.851	2.156	71.851	71.851
2	.473	15.765	87.616			
3	.372	12.384	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
KP1	.867
KP2	.852
KP3	.824

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reliability

***Scale*: Kepuasan Pelanggan**

Reliability Statistics

Cronbach's Alpha	N of Items
.798	3

3. *Factor Analysis Brand Trust*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.808
Bartlett's Test of Sphericity	Approx. Chi-Square	145.843
	df	15
	Sig.	.000

Anti-image Matrices

		BT1	BT2	BT3	BT4	BT5	BT6
Anti-image Covariance	BT1	.692	-.197	-.071	-.036	-.142	-.050
	BT2	-.197	.592	-.059	-.236	.013	-.094
	BT3	-.071	-.059	.725	-.146	-.126	-.095
	BT4	-.036	-.236	-.146	.642	-.042	-.053
	BT5	-.142	.013	-.126	-.042	.724	-.208
	BT6	-.050	-.094	-.095	-.053	-.208	.721
Anti-image Correlation	BT1	.825[a]	-.307	-.100	-.055	-.201	-.071
	BT2	-.307	.763[a]	-.089	-.383	.020	-.144
	BT3	-.100	-.089	.859[a]	-.214	-.174	-.132
	BT4	-.055	-.383	-.214	.793[a]	-.062	-.078
	BT5	-.201	.020	-.174	-.062	.798[a]	-.287
	BT6	-.071	-.144	-.132	-.078	-.287	.834[a]

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.877	47.952	47.952	2.877	47.952	47.952
2	.855	14.252	62.203			
3	.689	11.485	73.689			
4	.627	10.446	84.135			
5	.539	8.976	93.111			
6	.413	6.889	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
BT1	.695
BT2	.745
BT3	.680
BT4	.716
BT5	.646
BT6	.670

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

Reliability

Scale: Brand Trust

Reliability Statistics

Cronbach's Alpha	N of Items
.775	6

4. *Factor Analysis* Loyalitas Pelanggan

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.798
Bartlett's Test of Sphericity	Approx. Chi-Square	191.414
	df	10
	Sig.	.000

Anti-image Matrices

		LP1	LP2	LP3	LP4	LP5
Anti-image Covariance	LP1	.564	-.091	-.156	-.137	-.075
	LP2	-.091	.548	-.157	.050	-.223
	LP3	-.156	-.157	.596	-.141	.017
	LP4	-.137	.050	-.141	.548	-.201
	LP5	-.075	-.223	.017	-.201	.485
Anti-image Correlation	LP1	.857[a]	-.164	-.270	-.246	-.144
	LP2	-.164	.772[a]	-.275	.092	-.432
	LP3	-.270	-.275	.822[a]	-.246	.032
	LP4	-.246	.092	-.246	.786[a]	-.389
	LP5	-.144	-.432	.032	-.389	.762[a]

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.035	60.692	60.692	3.035	60.692	60.692
2	.622	12.447	73.139			
3	.591	11.820	84.960			
4	.450	9.000	93.960			
5	.302	6.040	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
LP1	.791
LP2	.766
LP3	.756
LP4	.773
LP5	.807

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reliability

***Scale*: Loyalitas Pelanggan**

Reliability Statistics

Cronbach's Alpha	N of Items
.835	5

LAMPIRAN 8: HASIL UJI VARIABEL DUMMY

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Pendanaan[b]	.	Enter

a. Dependent Variable: Loyalitaa_Pelanggan

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.028[a]	.001	-.009	.443

a. Predictors: (Constant), Pendanaan

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.016	1	.016	.082	.775[b]
	Residual	20.233	103	.196		
	Total	20.249	104			

a. Dependent Variable: Loyalitaa_Pelanggan

b. Predictors: (Constant), Pendanaan

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.226	.053		60.463	.000
	Pendanaan	-.026	.091	-.028	-.286	.775

a. Dependent Variable: Loyalitaa_Pelanggan

LAMPIRAN 9: HASIL OUTPUT VALIDITAS DAN RELIABILITAS LISREL

DATE: 2/18/2016
TIME: 2:06 L I S R E L 8.80

BY

Karl G. Jöreskog & Dag Sörbom

The following lines were read from file C:\Users\Nina\Desktop\TEST\TEST.spl:

Raw Data from file TEST.psf
Latent Variable: EXPERIENTIAL SATIS BRANDTRUST LOYAL
Relationship:
EM1 = 1*EXPERIENTIAL
EM2 = EXPERIENTIAL
EM3 = EXPERIENTIAL
EM4 = EXPERIENTIAL
EM5 = EXPERIENTIAL
EM6 = EXPERIENTIAL
EM7 = EXPERIENTIAL
KP1 = 1*SATIS
KP2 = SATIS
KP3 = SATIS
BT1 = 1*BRANDTRUST
BT2 = BRANDTRUST
BT3 = BRANDTRUST
BT4 = BRANDTRUST
BT5 = BRANDTRUST
BT6 = BRANDTRUST
LP1 = 1*LOYAL
LP2 = LOYAL
LP3 = LOYAL
LP4 = LOYAL

LP5 = LOYAL

SATIS = EXPERIENTIAL
BRANDTRUST = SATIS
LOYAL = BRANDTRUST SATIS

Options: SC
path diagram
end of problem

Sample Size = 105

Covariance Matrix

	KP1	KP2	KP3	BT1	BT2	BT3
KP1	0.29					
KP2	0.19	0.32				
KP3	0.20	0.20	0.42			
BT1	0.14	0.14	0.13	0.31		
BT2	0.10	0.07	0.12	0.14	0.26	
BT3	0.13	0.12	0.19	0.13	0.13	0.44
BT4	0.11	0.10	0.18	0.11	0.16	0.16
BT5	0.13	0.14	0.18	0.14	0.10	0.16
BT6	0.15	0.15	0.16	0.13	0.13	0.17
LP1	0.11	0.13	0.10	0.10	0.11	0.10
LP2	0.10	0.14	0.12	0.13	0.14	0.08
LP3	0.13	0.12	0.18	0.11	0.12	0.15
LP4	0.13	0.11	0.13	0.14	0.08	0.15
LP5	0.09	0.12	0.10	0.06	0.10	0.08
EM1	0.08	0.07	0.11	0.10	0.07	0.11
EM2	0.03	0.03	0.08	0.07	0.11	0.09
EM3	0.05	0.02	0.09	0.01	0.06	0.04
EM4	0.03	0.04	0.07	0.06	0.06	0.05
EM5	0.14	0.11	0.17	0.06	0.09	0.06
EM6	0.10	0.08	0.14	0.09	0.08	0.11
EM7	0.08	0.08	0.13	0.07	0.09	0.04

Covariance Matrix

	BT4	BT5	BT6	LP1	LP2	LP3
BT4	0.32					
BT5	0.11	0.45				
BT6	0.13	0.20	0.50			
LP1	0.08	0.12	0.20	0.38		
LP2	0.13	0.18	0.21	0.23	0.60	

LP3	0.11	0.19	0.17	0.21	0.24	0.39
LP4	0.10	0.15	0.22	0.20	0.19	0.19
LP5	0.15	0.16	0.23	0.21	0.31	0.18
EM1	0.06	0.10	0.11	0.06	0.08	0.11
EM2	0.06	0.11	0.08	0.05	0.02	0.07
EM3	0.07	0.07	0.04	0.01	0.04	0.05
EM4	0.09	0.11	0.14	0.11	0.11	0.10
EM5	0.12	0.13	0.15	0.15	0.13	0.05
EM6	0.12	0.12	0.17	0.15	0.12	0.14
EM7	0.09	0.15	0.21	0.16	0.15	0.14

Covariance Matrix

	LP4	LP5	EM1	EM2	EM3	EM4
LP4	0.39					
LP5	0.24	0.46				
EM1	0.11	0.04	0.29			
EM2	0.05	0.05	0.08	0.25		
EM3	0.03	0.06	0.08	0.04	0.24	
EM4	0.08	0.08	0.07	0.09	0.01	0.39
EM5	0.06	0.11	-0.01	0.05	0.05	0.14
EM6	0.15	0.17	0.04	0.07	-0.01	0.15
EM7	0.18	0.17	0.07	0.07	0.04	0.31

Covariance Matrix

	EM5	EM6	EM7
EM5	0.60		
EM6	0.18	0.34	
EM7	0.24	0.20	0.48

Number of Iterations = 48

LISREL Estimates (Maximum Likelihood)

Measurement Equations

KP1 = 1.00*SATIS, Errorvar.= 0.12 , R^2 = 0.59
(0.022)
5.22

KP2 = 1.00*SATIS, Errorvar.= 0.15 , R^2 = 0.53
(0.14) (0.027)
7.02 5.69

KP3 = 1.17*SATIS, Errorvar.= 0.19 , R^2 = 0.56
(0.16) (0.034)
7.19 5.51

BT1 = 1.00*BRANDTRU, Errorvar.= 0.19 , R^2 = 0.38
(0.030)
6.47

BT2 = 0.93*BRANDTRU, Errorvar.= 0.16 , R^2 = 0.38
(0.18) (0.025)
5.11 6.46

BT3 = 1.12*BRANDTRU, Errorvar.= 0.30 , R^2 = 0.33
(0.23) (0.045)
4.83 6.62

BT4 = 1.04*BRANDTRU, Errorvar.= 0.20 , R^2 = 0.38
(0.20) (0.031)
5.14 6.45

BT5 = 1.19*BRANDTRU, Errorvar.= 0.29 , R^2 = 0.36
(0.24) (0.044)
5.01 6.52

BT6 = 1.34*BRANDTRU, Errorvar.= 0.29 , R^2 = 0.42
(0.25) (0.046)
5.30 6.33

LP1 = 1.00*LOYAL, Errorvar.= 0.18 , R^2 = 0.52
(0.030)
5.91

LP2 = 1.19*LOYAL, Errorvar.= 0.32 , R^2 = 0.46
(0.19) (0.052)
6.36 6.17

LP3 = 1.00*LOYAL, Errorvar.= 0.20 , R^2 = 0.49
(0.15) (0.033)
6.55 6.04

LP4 = 1.02*LOYAL, Errorvar.= 0.18 , R^2 = 0.53
(0.15) (0.031)
6.77 5.86

LP5 = 1.12*LOYAL, Errorvar.= 0.21 , R^2 = 0.54
(0.16) (0.036)

6.81 5.82

EM1 = 1.00*EXPERIEN, Errorvar.= 0.27 , R^2 = 0.069
(0.038)
7.12

EM2 = 1.13*EXPERIEN, Errorvar.= 0.23 , R^2 = 0.10
(0.57) (0.032)
1.98 7.07

EM3 = 0.48*EXPERIEN, Errorvar.= 0.23 , R^2 = 0.019
(0.41) (0.032)
1.17 7.19

EM4 = 3.41*EXPERIEN, Errorvar.= 0.16 , R^2 = 0.59
(1.37) (0.032)
2.49 5.10

EM5 = 2.78*EXPERIEN, Errorvar.= 0.45 , R^2 = 0.26
(1.20) (0.066)
2.32 6.77

EM6 = 2.44*EXPERIEN, Errorvar.= 0.22 , R^2 = 0.35
(1.02) (0.034)
2.40 6.51

EM7 = 4.29*EXPERIEN, Errorvar.= 0.12 , R^2 = 0.76
(1.71) (0.037)
2.51 3.16

Structural Equations

SATIS = 1.47*EXPERIEN, Errorvar.= 0.13 , R^2 = 0.25
(0.66) (0.031)
2.22 4.08

BRANDTRU = 0.70*SATIS, Errorvar.= 0.032 , R^2 = 0.72
(0.13) (0.015)
5.33 2.21

LOYAL = - 0.075*SATIS + 1.07*BRANDTRU, Errorvar.= 0.082 , R^2 = 0.58
(0.30) (0.41) (0.027)
-0.25 2.61 3.05

Reduced Form Equations

SATIS = 1.47*EXPERIEN, Errorvar.= 0.13, R^2 = 0.25
(0.66)
2.22

BRANDTRU = 1.03*EXPERIEN, Errorvar.= 0.095, R^2 = 0.18
(0.48)
2.14

LOYAL = 0.99*EXPERIEN, Errorvar.= 0.18, R^2 = 0.099
(0.47)
2.10

Variances of Independent Variables

EXPERIEN

0.02
(0.02)
1.26

Covariance Matrix of Latent Variables

	SATIS	BRANDTRU	LOYAL	EXPERIEN
SATIS	0.17			
BRANDTRU	0.12	0.12		
LOYAL	0.11	0.11	0.20	
EXPERIEN	0.03	0.02	0.02	0.02

Goodness of Fit Statistics

Degrees of Freedom = 185
Minimum Fit Function Chi-Square = 316.85 (P = 0.00)
Normal Theory Weighted Least Squares Chi-Square = 289.98 (P = 0.00)
Estimated Non-centrality Parameter (NCP) = 104.98
90 Percent Confidence Interval for NCP = (62.68 ; 155.22)

Minimum Fit Function Value = 3.05
Population Discrepancy Function Value (F0) = 1.01
90 Percent Confidence Interval for F0 = (0.60 ; 1.49)
Root Mean Square Error of Approximation (RMSEA) = 0.074
90 Percent Confidence Interval for RMSEA = (0.057 ; 0.090)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.012

Expected Cross-Validation Index (ECVI) = 3.67
90 Percent Confidence Interval for ECVI = (3.27 ; 4.16)
ECVI for Saturated Model = 4.44
ECVI for Independence Model = 22.36

Chi-Square for Independence Model with 210 Degrees of Freedom = 2283.66
Independence AIC = 2325.66
Model AIC = 381.98
Saturated AIC = 462.00
Independence CAIC = 2402.39
Model CAIC = 550.06
Saturated CAIC = 1306.06

Normed Fit Index (NFI) = 0.86
Non-Normed Fit Index (NNFI) = 0.93
Parsimony Normed Fit Index (PNFI) = 0.76
Comparative Fit Index (CFI) = 0.94
Incremental Fit Index (IFI) = 0.94
Relative Fit Index (RFI) = 0.84

Critical N (CN) = 77.37

Root Mean Square Residual (RMR) = 0.041
Standardized RMR = 0.11
Goodness of Fit Index (GFI) = 0.79
Adjusted Goodness of Fit Index (AGFI) = 0.74
Parsimony Goodness of Fit Index (PGFI) = 0.63

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
SATIS	BRANDTRU	12.1	-2.48
SATIS	LOYAL	13.0	-1.04
BRANDTRU	EXPERIEN	12.1	0.91

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
BRANDTRU	SATIS	12.1	-0.08
BT4	BT2	9.1	0.06
EM2	BT2	8.8	0.06
EM7	EM4	23.9	0.22

Standardized Solution

LAMBDA-Y

	SATIS	BRANDTRU	LOYAL
KP1	0.41	- -	- -
KP2	0.41	- -	- -
KP3	0.48	- -	- -
BT1	- -	0.34	- -
BT2	- -	0.32	- -
BT3	- -	0.38	- -
BT4	- -	0.35	- -
BT5	- -	0.40	- -
BT6	- -	0.45	- -
LP1	- -	- -	0.44
LP2	- -	- -	0.53
LP3	- -	- -	0.44
LP4	- -	- -	0.45
LP5	- -	- -	0.49

LAMBDA-X

	EXPERIEN
EM1	0.14
EM2	0.16
EM3	0.07
EM4	0.48
EM5	0.39
EM6	0.34
EM7	0.60

BETA

	SATIS	BRANDTRU	LOYAL
SATIS	- -	- -	- -
BRANDTRU	0.85	- -	- -
LOYAL	-0.07	0.82	- -

GAMMA

	EXPERIEN
SATIS	0.50
BRANDTRU	- -

LOYAL - -

Correlation Matrix of ETA and KSI

	SATIS	BRANDTRU	LOYAL	EXPERIEN
SATIS	1.00			
BRANDTRU	0.85	1.00		
LOYAL	0.63	0.76	1.00	
EXPERIEN	0.50	0.42	0.31	1.00

PSI
Note: This matrix is diagonal.

SATIS	BRANDTRU	LOYAL
0.75	0.28	0.42

Regression Matrix ETA on KSI (Standardized)

	EXPERIEN
SATIS	0.50
BRANDTRU	0.42
LOYAL	0.31

Completely Standardized Solution

LAMBDA-Y

	SATIS	BRANDTRU	LOYAL
KP1	0.77	- -	- -
KP2	0.73	- -	- -
KP3	0.75	- -	- -
BT1	- -	0.61	- -
BT2	- -	0.62	- -
BT3	- -	0.57	- -
BT4	- -	0.62	- -
BT5	- -	0.60	- -
BT6	- -	0.65	- -
LP1	- -	- -	0.72
LP2	- -	- -	0.68
LP3	- -	- -	0.70
LP4	- -	- -	0.73
LP5	- -	- -	0.73

LAMBDA-X

	EXPERIEN
EM1	0.26
EM2	0.32
EM3	0.14
EM4	0.77
EM5	0.51
EM6	0.59
EM7	0.87

BETA

	SATIS	BRANDTRU	LOYAL
SATIS	- -	- -	- -
BRANDTRU	0.85	- -	- -
LOYAL	-0.07	0.82	- -

GAMMA

	EXPERIEN
SATIS	0.50
BRANDTRU	- -
LOYAL	- -

Correlation Matrix of ETA and KSI

	SATIS	BRANDTRU	LOYAL	EXPERIEN
SATIS	1.00			
BRANDTRU	0.85	1.00		
LOYAL	0.63	0.76	1.00	
EXPERIEN	0.50	0.42	0.31	1.00

PSI
Note: This matrix is diagonal.

SATIS	BRANDTRU	LOYAL
0.75	0.28	0.42

THETA-EPS

KP1	KP2	KP3	BT1	BT2	BT3
0.41	0.47	0.44	0.62	0.62	0.67

THETA-EPS

BT4	BT5	BT6	LP1	LP2	LP3
0.62	0.64	0.58	0.48	0.54	0.51

THETA-EPS

LP4	LP5
0.47	0.46

THETA-DELTA

EM1	EM2	EM3	EM4	EM5	EM6
0.93	0.90	0.98	0.41	0.74	0.65

THETA-DELTA

EM7
0.24

Regression Matrix ETA on KSI (Standardized)

	EXPERIEN
SATIS	0.50
BRANDTRU	0.42
LOYAL	0.31

LAMPIRAN 10: HASIL *OUTPUT* SEM LISREL

DATE: 2/18/2016
TIME: 2:12

L I S R E L 8.80
BY
Karl G. Jöreskog & Dag Sörbom

Raw Data from file TEST.psf
Latent Variable: EXPERIENTIAL SATIS BRANDTRUST LOYAL
Relationship:
!EM1 = 1*EXPERIENTIAL
!EM2 = EXPERIENTIAL
!EM3 = EXPERIENTIAL
EM4 = EXPERIENTIAL
EM5 = EXPERIENTIAL
EM6 = EXPERIENTIAL
EM7 = EXPERIENTIAL
KP1 = 1*SATIS
KP2 = SATIS
KP3 = SATIS
BT1 = 1*BRANDTRUST
BT2 = BRANDTRUST
BT3 = BRANDTRUST
BT4 = BRANDTRUST
BT5 = BRANDTRUST
BT6 = BRANDTRUST
LP1 = 1*LOYAL
LP2 = LOYAL
LP3 = LOYAL
LP4 = LOYAL
LP5 = LOYAL

SATIS = EXPERIENTIAL
BRANDTRUST = SATIS
LOYAL = BRANDTRUST SATIS

Let Error Covariance BRANDTRU and SATIS free
Let Error Covariance BT4 and BT2 free
Let Error Covariance EM2 and BT2 free
Let Error Covariance EM7 and EM4 free

Options: SC
path diagram
end of problem

Sample Size = 105

Covariance Matrix

	KP1	KP2	KP3	BT1	BT2	BT3
KP1	0.29					
KP2	0.19	0.32				
KP3	0.20	0.20	0.42			
BT1	0.14	0.14	0.13	0.31		
BT2	0.10	0.07	0.12	0.14	0.26	
BT3	0.13	0.12	0.19	0.13	0.13	0.44
BT4	0.11	0.10	0.18	0.11	0.16	0.16
BT5	0.13	0.14	0.18	0.14	0.10	0.16
BT6	0.15	0.15	0.16	0.13	0.13	0.17
LP1	0.11	0.13	0.10	0.10	0.11	0.10
LP2	0.10	0.14	0.12	0.13	0.14	0.08
LP3	0.13	0.12	0.18	0.11	0.12	0.15
LP4	0.13	0.11	0.13	0.14	0.08	0.15
LP5	0.09	0.12	0.10	0.06	0.10	0.08
EM2	0.03	0.03	0.08	0.07	0.11	0.09
EM4	0.03	0.04	0.07	0.06	0.06	0.05
EM5	0.14	0.11	0.17	0.06	0.09	0.06
EM6	0.10	0.08	0.14	0.09	0.08	0.11
EM7	0.08	0.08	0.13	0.07	0.09	0.04

Covariance Matrix

	BT4	BT5	BT6	LP1	LP2	LP3
BT4	0.32					
BT5	0.11	0.45				
BT6	0.13	0.20	0.50			
LP1	0.08	0.12	0.20	0.38		
LP2	0.13	0.18	0.21	0.23	0.60	
LP3	0.11	0.19	0.17	0.21	0.24	0.39
LP4	0.10	0.15	0.22	0.20	0.19	0.19

LP5	0.15	0.16	0.23	0.21	0.31	0.18
EM2	0.06	0.11	0.08	0.05	0.02	0.07
EM4	0.09	0.11	0.14	0.11	0.11	0.10
EM5	0.12	0.13	0.15	0.15	0.13	0.05
EM6	0.12	0.12	0.17	0.15	0.12	0.14
EM7	0.09	0.15	0.21	0.16	0.15	0.14

Covariance Matrix

	LP4	LP5	EM2	EM4	EM5	EM6
LP4	0.39					
LP5	0.24	0.46				
EM2	0.05	0.05	0.25			
EM4	0.08	0.08	0.09	0.39		
EM5	0.06	0.11	0.05	0.14	0.60	
EM6	0.15	0.17	0.07	0.15	0.18	0.34
EM7	0.18	0.17	0.07	0.31	0.24	0.20

Covariance Matrix

	EM7
EM7	0.48

Number of Iterations = 25

LISREL Estimates (Maximum Likelihood)

Measurement Equations

KP1 = 1.00*SATIS, Errorvar.= 0.11 , R^2 = 0.63
(0.022)
4.83

KP2 = 0.99*SATIS, Errorvar.= 0.14 , R^2 = 0.56
(0.14) (0.026)
7.34 5.46

KP3 = 1.13*SATIS, Errorvar.= 0.19 , R^2 = 0.55
(0.16) (0.035)
7.26 5.55

BT1 = 1.00*BRANDTRU, Errorvar.= 0.20 , R^2 = 0.33
(0.030)

6.73

BT2 = 0.74*BRANDTRU, Errorvar.= 0.19 , R^2 = 0.23
(0.17) (0.027)
4.22 7.01

BT3 = 1.11*BRANDTRU, Errorvar.= 0.32 , R^2 = 0.28
(0.25) (0.047)
4.44 6.84

BT4 = 1.02*BRANDTRU, Errorvar.= 0.22 , R^2 = 0.32
(0.22) (0.033)
4.68 6.74

BT5 = 1.27*BRANDTRU, Errorvar.= 0.29 , R^2 = 0.36
(0.26) (0.043)
4.87 6.67

BT6 = 1.46*BRANDTRU, Errorvar.= 0.28 , R^2 = 0.44
(0.28) (0.043)
5.21 6.45

LP1 = 1.00*LOYAL, Errorvar.= 0.18 , R^2 = 0.53
(0.030)
5.95

LP2 = 1.17*LOYAL, Errorvar.= 0.33 , R^2 = 0.45
(0.18) (0.052)
6.35 6.28

LP3 = 0.98*LOYAL, Errorvar.= 0.20 , R^2 = 0.48
(0.15) (0.033)
6.54 6.16

LP4 = 1.03*LOYAL, Errorvar.= 0.18 , R^2 = 0.54
(0.15) (0.030)
6.92 5.87

LP5 = 1.12*LOYAL, Errorvar.= 0.21 , R^2 = 0.54
(0.16) (0.036)
6.93 5.86

EM2 = , Errorvar.= 0.25 ,
(0.035)
7.21

EM4 = 0.33*EXPERIEN, Errorvar.= 0.29 , R^2 = 0.27
(0.067) (0.046)
4.91 6.26

EM5 = 0.43*EXPERIEN, Errorvar.= 0.41 , R^2 = 0.31
(0.080) (0.066)
5.40 6.26

EM6 = 0.43*EXPERIEN, Errorvar.= 0.15 , R^2 = 0.56
(0.057) (0.034)
7.58 4.42

EM7 = 0.47*EXPERIEN, Errorvar.= 0.26 , R^2 = 0.47
(0.069) (0.049)
6.85 5.28

Error Covariance for BT4 and BT2 = 0.066
(0.021)
3.10

Error Covariance for EM2 and BT2 = 0.069
(0.021)
3.24

Error Covariance for EM7 and EM4 = 0.15
(0.040)
3.90

Structural Equations

SATIS = 0.23*EXPERIEN, Errorvar.= 0.13 , R^2 = 0.29
(0.053) (0.033)
4.32 3.93

BRANDTRU = 1.01*SATIS, Errorvar.= 0.050 , R^2 = 0.50
(0.23) (0.034)
4.37 1.50

LOYAL = - 0.57*SATIS + 1.82*BRANDTRU, Errorvar.= 0.047 , R^2 = 0.76
(0.37) (0.58) (0.026)
-1.54 3.14 1.80

Error Covariance for BRANDTRU and SATIS = -0.07
(0.033)

-2.03

Reduced Form Equations

SATIS = 0.23*EXPERIEN, Errorvar.= 0.13, R^2 = 0.29
(0.053)
4.32

BRANDTRU = 0.23*EXPERIEN, Errorvar.= 0.046, R^2 = 0.54
(0.049)
4.82

LOYAL = 0.29*EXPERIEN, Errorvar.= 0.11, R^2 = 0.44
(0.056)
5.27

Correlation Matrix of Independent Variables

	EXPERIEN
	1.00

Covariance Matrix of Latent Variables

	SATIS	BRANDTRU	LOYAL	EXPERIEN
SATIS	0.18			
BRANDTRU	0.12	0.10		
LOYAL	0.11	0.12	0.20	
EXPERIEN	0.23	0.23	0.29	1.00

Goodness of Fit Statistics

Degrees of Freedom = 145
Minimum Fit Function Chi-Square = 211.08 (P = 0.00028)
Normal Theory Weighted Least Squares Chi-Square = 185.86 (P = 0.012)
Estimated Non-centrality Parameter (NCP) = 40.86
90 Percent Confidence Interval for NCP = (9.85 ; 80.00)

Minimum Fit Function Value = 2.03
Population Discrepancy Function Value (F0) = 0.39
90 Percent Confidence Interval for F0 = (0.095 ; 0.77)
Root Mean Square Error of Approximation (RMSEA) = 0.052
90 Percent Confidence Interval for RMSEA = (0.026 ; 0.073)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.43

Expected Cross-Validation Index (ECVI) = 2.65

90 Percent Confidence Interval for ECVI = (2.35 ; 3.03)
ECVI for Saturated Model = 3.65
ECVI for Independence Model = 20.55

Chi-Square for Independence Model with 171 Degrees of Freedom = 2099.54
Independence AIC = 2137.54
Model AIC = 275.86
Saturated AIC = 380.00
Independence CAIC = 2206.96
Model CAIC = 440.29
Saturated CAIC = 1074.25

Normed Fit Index (NFI) = 0.90
Non-Normed Fit Index (NNFI) = 0.96
Parsimony Normed Fit Index (PNFI) = 0.76
Comparative Fit Index (CFI) = 0.97
Incremental Fit Index (IFI) = 0.97
Relative Fit Index (RFI) = 0.88

Critical N (CN) = 93.40
Root Mean Square Residual (RMR) = 0.032
Standardized RMR = 0.088
Goodness of Fit Index (GFI) = 0.84
Adjusted Goodness of Fit Index (AGFI) = 0.79
Parsimony Goodness of Fit Index (PGFI) = 0.64

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
EM2	EXPERIEN	10.1	0.17

Standardized Solution

LAMBDA-Y

	SATIS	BRANDTRU	LOYAL
KP1	0.43	- -	- -
KP2	0.42	- -	- -
KP3	0.48	- -	- -
BT1	- -	0.32	- -
BT2	- -	0.23	- -
BT3	- -	0.35	- -
BT4	- -	0.32	- -
BT5	- -	0.40	- -
BT6	- -	0.47	- -
LP1	- -	- -	0.44

LP2	- -	- -	0.52
LP3	- -	- -	0.43
LP4	- -	- -	0.46
LP5	- -	- -	0.50

LAMBDA-X

	EXPERIEN
EM2	- -
EM4	0.33
EM5	0.43
EM6	0.43
EM7	0.47

BETA

	SATIS	BRANDTRU	LOYAL
SATIS	- -	- -	- -
BRANDTRU	1.36	- -	- -
LOYAL	-0.55	1.30	- -

GAMMA

	EXPERIEN
SATIS	0.54
BRANDTRU	- -
LOYAL	- -

Correlation Matrix of ETA and KSI

	SATIS	BRANDTRU	LOYAL	EXPERIEN
SATIS	1.00			
BRANDTRU	0.86	1.00		
LOYAL	0.58	0.83	1.00	
EXPERIEN	0.54	0.74	0.66	1.00

PSI

	SATIS	BRANDTRU	LOYAL
SATIS	0.71		
BRANDTRU	-0.49	0.50	
LOYAL	- -	- -	0.24

Regression Matrix ETA on KSI (Standardized)

	EXPERIEN
SATIS	0.54
BRANDTRU	0.74
LOYAL	0.66

Completely Standardized Solution

LAMBDA-Y

	SATIS	BRANDTRU	LOYAL
KP1	0.79	- -	- -
KP2	0.75	- -	- -
KP3	0.74	- -	- -
BT1	- -	0.58	- -
BT2	- -	0.48	- -
BT3	- -	0.53	- -
BT4	- -	0.57	- -
BT5	- -	0.60	- -
BT6	- -	0.66	- -
LP1	- -	- -	0.72
LP2	- -	- -	0.67
LP3	- -	- -	0.69
LP4	- -	- -	0.74
LP5	- -	- -	0.74

LAMBDA-X

	EXPERIEN
EM2	- -
EM4	0.52
EM5	0.56
EM6	0.75
EM7	0.68

BETA

	SATIS	BRANDTRU	LOYAL
SATIS	- -	- -	- -
BRANDTRU	1.36	- -	- -

LOYAL	-0.55	1.30	- -

GAMMA

	EXPERIEN
SATIS	0.54
BRANDTRU	- -
LOYAL	- -

Correlation Matrix of ETA and KSI

	SATIS	BRANDTRU	LOYAL	EXPERIEN
SATIS	1.00			
BRANDTRU	0.86	1.00		
LOYAL	0.58	0.83	1.00	
EXPERIEN	0.54	0.74	0.66	1.00

PSI

	SATIS	BRANDTRU	LOYAL
SATIS	0.71		
BRANDTRU	-0.49	0.50	
LOYAL	- -	- -	0.24

THETA-EPS

	KP1	KP2	KP3	BT1	BT2	BT3
KP1	0.37					
KP2	- -	0.44				
KP3	- -	- -	0.45			
BT1	- -	- -	- -	0.67		
BT2	- -	- -	- -	- -	0.77	
BT3	- -	- -	- -	- -	- -	0.72
BT4	- -	- -	- -	- -	0.24	- -
BT5	- -	- -	- -	- -	- -	- -
BT6	- -	- -	- -	- -	- -	- -
LP1	- -	- -	- -	- -	- -	- -
LP2	- -	- -	- -	- -	- -	- -
LP3	- -	- -	- -	- -	- -	- -
LP4	- -	- -	- -	- -	- -	- -
LP5	- -	- -	- -	- -	- -	- -

THETA-EPS

	BT4	BT5	BT6	LP1	LP2	LP3
BT4	0.68					
BT5	--	0.64				
BT6	--	--	0.56			
LP1	--	--	--	0.47		
LP2	--	--	--	--	0.55	
LP3	--	--	--	--	--	0.52
LP4	--	--	--	--	--	--
LP5	--	--	--	--	--	--

THETA-EPS

	LP4	LP5
LP4	0.46	
LP5	--	0.46

THETA-DELTA-EPS

	KP1	KP2	KP3	BT1	BT2	BT3
EM2	--	--	--	--	0.28	--
EM4	--	--	--	--	--	--
EM5	--	--	--	--	--	--
EM6	--	--	--	--	--	--
EM7	--	--	--	--	--	--

THETA-DELTA-EPS

	BT4	BT5	BT6	LP1	LP2	LP3
EM2	--	--	--	--	--	--
EM4	--	--	--	--	--	--
EM5	--	--	--	--	--	--
EM6	--	--	--	--	--	--
EM7	--	--	--	--	--	--

THETA-DELTA-EPS

	LP4	LP5
EM2	--	--
EM4	--	--
EM5	--	--

EM6 - - - -
EM7 - - - -

THETA-DELTA

	EM2	EM4	EM5	EM6	EM7
EM2	1.00				
EM4	- -	0.73			
EM5	- -	- -	0.69		
EM6	- -	- -	- -	0.44	
EM7	- -	0.36	- -	- -	0.53

Regression Matrix ETA on KSI (Standardized)

	EXPERIEN
SATIS	0.54
BRANDTRU	0.74
LOYAL	0.66

Time used: 0.078 Seconds