LAMPIRAN 1: HASIL KUESIONER PRETEST

Pernyataan / Responden	PELAYANAN																					CITRA MEREK									REPURCHASE INTENTION			KEPUASAN PELANGGAN		
	P1				P2					P3				P4				P5				CM									RI			KPL		
	P1.1	P1.2	P1.3	P1.4	P2.1	P2.2	P2.3	P2.4	P2.5	P3.1	P3.2	P3.3	P3.4	P4.1	P4.2	P4.3	P4.4	P5.1	P5.2	P5.3	P5.4	P5.5	CM1	CM2	CM3	CM4	CM5	CM6	CM7	CM8	RI1	RI2	RI3	KPL1	KPL2	KPL3
1	3	4	4	4	4	4	4	4	4	2	2	2	2	4	4	4	4	2	2	2	2	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4
2	4	4	2	2	3	1	1	1	2	4	4	5	5	2	2	2	2	4	4	4	4	5	2	2	2	3	3	2	2	2	2	2	2	2	2	2
3	4	4	5	4	4	3	4	5	3	2	3	4	3	4	4	5	4	3	4	4	3	3	5	5	5	5	4	4	4	4	4	4	4	4	4	4
4	5	5	4	4	3	4	4	3	5	2	2	5	3	4	5	5	5	1	5	5	2	5	2	5	4	5	3	5	5	4	3	3	4	4	4	5
5	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	2	4	4	3	4	4	4	4	4	3	4	3	4	4	3	3	4	4	4
6	3	3	3	3	3	3	3	3	4	4	3	4	3	3	4	3	3	2	3	3	3	3	4	4	3	5	3	3	4	4	4	3	2	3	3	3
7	4	4	3	4	2	1	3	2	4	3	3	2	3	4	4	4	3	4	2	4	4	4	4	4	3	4	4	5	3	4	5	3	3	4	4	4
8	3	3	3	3	4	3	4	3	3	4	4	2	3	3	3	3	3	2	4	4	3	3	3	3	4	4	2	5	3	2	4	4	2	2	3	2
9	3	2	5	3	3	3	4	3	4	5	5	5	5	3	4	5	4	2	4	4	3	5	4	4	3	3	3	5	3	3	3	2	1	3	3	3
10	3	4	4	4	2	2	4	4	4	4	2	4	2	4	4	4	4	2	4	4	3	4	4	4	4	5	4	4	4	4	5	4	4	4	4	4
11	3	3	3	4	4	3	3	4	3	4	4	3	4	4	3	4	4	2	3	4	4	4	4	4	4	3	4	4	3	3	3	3	3	3	3	3
12	5	5	5	5	5	5	5	5	5	3	3	2	2	3	4	4	3	3	2	3	1	3	1	3	3	3	3	5	2	2	3	2	1	2	3	3
13	3	4	4	5	4	4	3	4	4	2	2	1	2	4	4	4	4	4	2	2	3	1	5	4	4	4	4	5	4	5	4	3	3	4	4	4
14	2	3	3	3	4	2	3	3	4	1	3	3	3	3	3	3	4	4	3	3	1	3	5	3	3	3	3	2	3	3	4	4	3	4	3	3
15	4	4	4	4	4	4	4	4	4	2	2	2	2	4	4	5	5	1	5	5	5	5	4	4	4	4	4	4	3	4	4	4	4	4	4	4
16	4	4	4	4	3	3	3	3	4	3	3	4	4	4	4	4	4	2	4	4	5	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4
17	2	4	4	4	4	3	3	2	3	5	5	5	5	5	5	5	4	4	4	1	4	1	4	4	5	5	3	5	4	4	4	3	4	4	4	4
18	4	5	5	2	4	4	4	4	4	5	5	5	5	4	4	4	4	1	5	5	3	5	4	3	4	4	4	4	3	3	4	4	3	3	3	3
19	4	5	5	4	4	4	4	4	4	4	4	5	5	2	2	2	2	2	4	4	4	5	2	2	2	3	3	2	2	2	2	2	2	2	2	2
20	3	4	4	4	4	4	4	4	4	2	4	4	2	4	4	4	5	2	4	3	3	5	5	4	4	5	4	5	4	5	5	3	3	4	4	4
21	3	4	4	4	4	4	5	5	4	3	3	3	3	3	4	4	4	3	3	3	4	4	5	4	5	5	4	4	4	4	4	4	3	4	4	4
22	2	2	4	4	1	1	1	1	4	2	2	2	2	1	4	1	1	1	4	5	2	2	1	3	4	4	4	4	4	4	4	1	1	1	1	2
23	4	4	4	3	2	2	4	2	5	4	2	5	2	4	4	4	4	4	2	5	4	3	4	4	4	3	4	4	4	4	4	4	4	3	4	4
24	4	4	4	4	2	3	3	3	4	2	2	4	2	4	4	4	4	3	3	4	2	4	4	4	3	4	4	4	4	4	4	4	3	3	3	3
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26	4	4	4	4	4	3	4	4	4	3	2	2	2	4	4	4	3	2	2	2	2	2	4	4	4	4	4	4	3	4	4	4	3	4	4	4
27	4	3	4	4	4	4	4	4	5	2	4	4	4	3	3	4	4	3	3	2	4	2	4	4	4	4	2	5	3	3	4	4	4	4	4	4
28	4	4	4	5	5	3	5	5	5	4	4	4	5	4	5	4	5	4	4	3	2	5	3	5	4	4	2	4	3	4	5	3	2	4	4	4
29	3	4	4	5	5	4	4	4	4	4	4	4	4	2	5	5	4	4	3	3	3	4	4	4	4	4	4	4	4	4	3	3	3	4	4	4
30	4	3	3	3	4	3	4	4	4	4	4	5	5	4	5	3	3	4	4	3	3	4	4	4	3	4	4	4	3	2	4	3	2	2	2	3

LAMPIRAN 2 : FACTOR ANALYSIS PELAYANAN (TANGIBLES)

Correlation Matrix[a]

		P1.1	P1.2	P1.3	P1.4
Correlation	P1.1	1,000	,631	,293	,151
	P1.2	,631	1,000	,393	,284
	P1.3	,293	,393	1,000	,393
	P1.4	,151	,284	,393	1,000
Sig. (1-tailed)	P1.1		,000	,058	,213
	P1.2	,000		,016	,064
	P1.3	,058	,016		,016
	P1.4	,213	,064	,016	

a. Determinant = ,417

Inverse of Correlation Matrix

	P1.1	P1.2	P1.3	P1.4
P1.1	1,674	-1,035	-,118	,088
P1.2	-1,035	1,850	-,329	-,241
P1.3	-,118	-,329	1,324	-,409
P1.4	,088	-,241	-,409	1,216

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,629
Bartlett's Test of Sphericity	Approx. Chi-Square	23,458
	df	6
	Sig.	,001

Anti-image Matrices

		P1.1	P1.2	P1.3	P1.4
Anti-image Covariance	P1.1	,597	-,334	-,053	,043
	P1.2	-,334	,540	-,134	-,107
	P1.3	-,053	-,134	,755	-,254
	P1.4	,043	-,107	-,254	,823
Anti-image Correlation	P1.1	,587[a]	-,588	-,080	,062
	P1.2	-,588	,604[a]	-,210	-,161
	P1.3	-,080	-,210	,719[a]	-,322
	P1.4	,062	-,161	-,322	,659[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
P1.1	1,000	,564
P1.2	1,000	,699
P1.3	1,000	,500
P1.4	1,000	,331

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,094	52,354	52,354	2,094	52,354	52,354
2	,971	24,263	76,617			
3	,584	14,590	91,207			
4	,352	8,793	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
P1.1	,751
P1.2	,836
P1.3	,707
P1.4	,575

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

Reproduced Correlations

		P1.1	P1.2	P1.3	P1.4
Reproduced Correlation	P1.1	,564[a]	,628	,531	,432
	P1.2	,628	,699[a]	,592	,481
	P1.3	,531	,592	,500[a]	,407
	P1.4	,432	,481	,407	,331[a]
Residual[b]	P1.1		,003	-,238	-,281
	P1.2	,003		-,199	-,196
	P1.3	-,238	-,199		-,014
	P1.4	-,281	-,196	-,014	

Extraction Method: Principal Component Analysis.
a. Reproduced communalities
b. Residuals are computed between observed and reproduced correlations. There are 4 (66,0%) nonredundant residuals with absolute values greater than 0.05.

LAMPIRAN 3 : FACTOR ANALYSIS PELAYANAN (RELIABILITY)

Correlation Matrix[a]

		P2.1	P2.2	P2.3	P2.4	P2.5
Correlation	P2.1	1,000	,689	,580	,710	,051
	P2.2	,689	1,000	,651	,726	,349
	P2.3	,580	,651	1,000	,803	,569
	P2.4	,710	,726	,803	1,000	,323
	P2.5	,051	,349	,569	,323	1,000
Sig. (1-tailed)	P2.1		,000	,000	,000	,394
	P2.2	,000		,000	,000	,029
	P2.3	,000	,000		,000	,001
	P2.4	,000	,000	,000		,041
	P2.5	,394	,029	,001	,041	

a. Determinant = ,037

Inverse of Correlation Matrix

	P2.1	P2.2	P2.3	P2.4	P2.5
P2.1	2,763	-1,141	-,666	-,899	,927
P2.2	-1,141	2,666	,024	-,958	-,577
P2.3	-,666	,024	4,220	-2,418	-1,595
P2.4	-,899	-,958	-2,418	4,139	,419
P2.5	,927	-,577	-1,595	,419	1,927

Component Matrix[a]

	Component
	1
P2.1	,845
P2.2	,873
P2.3	,865
P2.4	,926

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

Reproduced Correlations

		P2.1	P2.2	P2.3	P2.4	P2.5
Reproduced Correlation	P2.1	,869[a]	,746	,602	,783	-,013
	P2.2	,746	,766[a]	,752	,807	,334
	P2.3	,602	,752	,855[a]	,794	,634
	P2.4	,783	,807	,794	,850[a]	,358
	P2.5	-,013	,334	,634	,358	,948[a]
Residual[b]	P2.1		-,057	-,023	-,072	,065
	P2.2	-,057		-,101	-,081	,015
	P2.3	-,023	-,101		,009	-,065
	P2.4	-,072	-,081	,009		-,035
	P2.5	,065	,015	-,065	-,035	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities
b. Residuals are computed between observed and reproduced correlations. There are 6 (60,0%) nonredundant residuals with absolute values greater than 0.05.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,733
Bartlett's Test of Sphericity	Approx. Chi-Square	87,630
	df	10
	Sig.	,000

Anti-image Matrices

		P2.1	P2.2	P2.3	P2.4	P2.5
Anti-image Covariance	P2.1	,362	-,155	-,057	-,079	,174
	P2.2	-,155	,375	,002	-,087	-,112
	P2.3	-,057	,002	,237	-,138	-,196
	P2.4	-,079	-,087	-,138	,242	,053
	P2.5	,174	-,112	-,196	,053	,519
Anti-image Correlation	P2.1	,747[a]	-,420	-,195	-,266	,402
	P2.2	-,420	,826[a]	,007	-,288	-,255
	P2.3	-,195	,007	,716[a]	-,578	-,559
	P2.4	-,266	-,288	-,578	,777[a]	,148
	P2.5	,402	-,255	-,559	,148	,496[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
P2.1	1,000	,869
P2.2	1,000	,766
P2.3	1,000	,855
P2.4	1,000	,850
P2.5	1,000	,948

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,272	65,433	65,433	3,272	65,433	65,433
2	1,016	20,314	85,747	1,016	20,314	85,747
3	,342	6,832	92,579			
4	,232	4,638	97,216			
5	,139	2,784	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component	
	1	2
P2.1	,789	-,496
P2.2	,866	-,126
P2.3	,899	,215
P2.4	,913	-,125
P2.5	,506	,831

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Correlation Matrix[a]

		P2.1	P2.2	P2.3	P2.4
Correlation	P2.1	1,000	,689	,580	,710
	P2.2	,689	1,000	,651	,726
	P2.3	,580	,651	1,000	,803
	P2.4	,710	,726	,803	1,000
Sig. (1-tailed)	P2.1		,000	,000	,000
	P2.2	,000		,000	,000
	P2.3	,000	,000		,000
	P2.4	,000	,000	,000	

a. Determinant = ,071

Inverse of Correlation Matrix

	P2.1	P2.2	P2.3	P2.4
P2.1	2,317	-,863	,102	-1,100
P2.2	-,863	2,493	-,453	-,832
P2.3	,102	-,453	2,899	-2,071
P2.4	-1,100	-,832	-2,071	4,048

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,801
Bartlett's Test of Sphericity	Approx. Chi-Square	71,129
	df	6
	Sig.	,000

Anti-image Matrices

		P2.1	P2.2	P2.3	P2.4
Anti-image Covariance	P2.1	,432	-,149	,015	-,117
	P2.2	-,149	,401	-,063	-,082
	P2.3	,015	-,063	,345	-,176
	P2.4	-,117	-,082	-,176	,247
Anti-image Correlation	P2.1	,835[a]	-,359	,039	-,359
	P2.2	-,359	,863[a]	-,169	-,262
	P2.3	,039	-,169	,780[a]	-,605
	P2.4	-,359	-,262	-,605	,748[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
P2.1	1,000	,715
P2.2	1,000	,762
P2.3	1,000	,749
P2.4	1,000	,858

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,082	77,057	77,057	3,082	77,057	77,057
2	,445	11,116	88,173			
3	,303	7,579	95,752			
4	,170	4,248	100,000			

Extraction Method: Principal Component Analysis.

Reproduced Correlations

		P2.1	P2.2	P2.3	P2.4
Reproduced Correlation	P2.1	,715[a]	,738	,731	,783
	P2.2	,738	,762[a]	,755	,808
	P2.3	,731	,755	,749[a]	,801
	P2.4	,783	,808	,801	,858[a]
Residual[b]	P2.1		-,049	-,151	-,073
	P2.2	-,049		-,104	-,082
	P2.3	-,151	-,104		,002
	P2.4	-,073	-,082	,002	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 4 (66,0%) nonredundant residuals with absolute values greater than 0.05.

LAMPIRAN 4 : FACTOR ANALYSIS PELAYANAN (RESPONSIVENESS)

Correlation Matrix[a]

		P3.1	P3.2	P3.3	P3.4
Correlation	P3.1	1,000	,598	,481	,608
	P3.2	,598	1,000	,507	,842
	P3.3	,481	,507	1,000	,644
	P3.4	,608	,842	,644	1,000
Sig. (1-tailed)	P3.1		,000	,004	,000
	P3.2	,000		,002	,000
	P3.3	,004	,002		,000
	P3.4	,000	,000	,000	

a. Determinant = ,099

Inverse of Correlation Matrix

	P3.1	P3.2	P3.3	P3.4
P3.1	1,703	-,539	-,291	-,394
P3.2	-,539	3,626	,302	-2,918
P3.3	-,291	,302	1,772	-1,218
P3.4	-,394	-2,918	-1,218	4,481

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,740
Bartlett's Test of Sphericity	Approx. Chi-Square	61,936
	df	6
	Sig.	,000

Anti-image Matrices

		P3.1	P3.2	P3.3	P3.4
Anti-image Covariance	P3.1	,587	-,087	-,096	-,052
	P3.2	-,087	,276	,047	-,180
	P3.3	-,096	,047	,564	-,153
	P3.4	-,052	-,180	-,153	,223
Anti-image Correlation	P3.1	,909[a]	-,217	-,168	-,143
	P3.2	-,217	,693[a]	,119	-,724
	P3.3	-,168	,119	,797[a]	-,432
	P3.4	-,143	-,724	-,432	,671[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
P3.1	1,000	,622
P3.2	1,000	,783
P3.3	1,000	,590
P3.4	1,000	,859

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,855	71,370	71,370	2,855	71,370	71,370
2	,542	13,539	84,909			
3	,465	11,636	96,545			
4	,138	3,455	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
P3.1	,789
P3.2	,885
P3.3	,768
P3.4	,927

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

Reproduced Correlations

		P3.1	P3.2	P3.3	P3.4
Reproduced Correlation	P3.1	,622[a]	,698	,606	,731
	P3.2	,698	,783[a]	,680	,820
	P3.3	,606	,680	,590[a]	,712
	P3.4	,731	,820	,712	,859[a]
Residual[b]	P3.1		-,100	-,125	-,123
	P3.2	-,100		-,173	,021
	P3.3	-,125	-,173		-,068
	P3.4	-,123	,021	-,068	

Extraction Method: Principal Component Analysis.
a. Reproduced communalities
b. Residuals are computed between observed and reproduced correlations. There are 5 (83,0%) nonredundant residuals with absolute values greater than 0.05.

LAMPIRAN 5 : FACTOR ANALYSIS PELAYANAN (ASSURANCE)

Correlation Matrix[a]

		P4.1	P4.2	P4.3	P4.4
Correlation	P4.1	1,000	,459	,658	,678
	P4.2	,459	1,000	,575	,451
	P4.3	,658	,575	1,000	,805
	P4.4	,678	,451	,805	1,000
Sig. (1-tailed)	P4.1		,005	,000	,000
	P4.2	,005		,000	,006
	P4.3	,000	,000		,000
	P4.4	,000	,006	,000	

a. Determinant = ,116

Inverse of Correlation Matrix

	P4.1	P4.2	P4.3	P4.4
P4.1	2,027	-,259	-,492	-,862
P4.2	-,259	1,527	-,836	,160
P4.3	-,492	-,836	3,503	-2,109
P4.4	-,862	,160	-2,109	3,210

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,765
Bartlett's Test of Sphericity	Approx. Chi-Square	57,775
	df	6
	Sig.	,000

Anti-image Matrices

		P4.1	P4.2	P4.3	P4.4
Anti-image Covariance	P4.1	,493	-,084	-,069	-,132
	P4.2	-,084	,655	-,156	,033
	P4.3	-,069	-,156	,286	-,188
	P4.4	-,132	,033	-,188	,311
Anti-image Correlation	P4.1	,867[a]	-,147	-,185	-,338
	P4.2	-,147	,825[a]	-,361	,072
	P4.3	-,185	-,361	,716[a]	-,629
	P4.4	-,338	,072	-,629	,718[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	2,832	70,809	70,809	2,832	70,809	70,809
2	,615	15,381	86,190			
3	,374	9,360	95,550			
4	,178	4,450	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
P4.1	,836
P4.2	,715
P4.3	,914
P4.4	,887

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

Reproduced Correlations

		P4.1	P4.2	P4.3	P4.4
Reproduced Correlation	P4.1	,699[a]	,597	,764	,742
	P4.2	,597	,511[a]	,653	,634
	P4.3	,764	,653	,836[a]	,811
	P4.4	,742	,634	,811	,787[a]
Residual[b]	P4.1		-,138	-,106	-,063
	P4.2	-,138		-,079	-,183
	P4.3	-,106	-,079		-,006
	P4.4	-,063	-,183	-,006	

Extraction Method: Principal Component Analysis.
a. Reproduced communalities
b. Residuals are computed between observed and reproduced correlations. There are 5 (83,0%) nonredundant residuals with absolute values greater than 0.05.

LAMPIRAN 6 : FACTOR ANALYSIS PELAYANAN (EMPATHY)

Correlation Matrix[a]

		P5.1	P5.2	P5.3	P5.4	P5.5
Correlation	P5.1	1,000	-,479	-,470	-,028	-,261
	P5.2	-,479	1,000	,478	,236	,565
	P5.3	-,470	,478	1,000	,174	,608
	P5.4	-,028	,236	,174	1,000	,218
	P5.5	-,261	,565	,608	,218	1,000
Sig. (1-tailed)	P5.1		,004	,004	,441	,082
	P5.2	,004		,004	,105	,001
	P5.3	,004	,004		,179	,000
	P5.4	,441	,105	,179		,124
	P5.5	,082	,001	,000	,124	

a. Determinant = ,254

Inverse of Correlation Matrix

	P5.1	P5.2	P5.3	P5.4	P5.5
P5.1	1,511	,638	,620	-,148	-,312
P5.2	,638	1,831	-,060	-,233	-,782
P5.3	,620	-,060	1,912	-,094	-,946
P5.4	-,148	-,233	-,094	1,086	-,086
P5.5	-,312	-,782	-,946	-,086	1,955

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,670
Bartlett's Test of Sphericity	Approx. Chi-Square	36,348
	df	10
	Sig.	,000

Anti-image Matrices

		P5.1	P5.2	P5.3	P5.4	P5.5
Anti-image Covariance	P5.1	,662	,230	,215	-,090	-,106
	P5.2	,230	,546	-,017	-,117	-,218
	P5.3	,215	-,017	,523	-,045	-,253
	P5.4	-,090	-,117	-,045	,921	-,041
	P5.5	-,106	-,218	-,253	-,041	,512
Anti-image Correlation	P5.1	,614[a]	,383	,365	-,115	-,181
	P5.2	,383	,706[a]	-,032	-,165	-,413
	P5.3	,365	-,032	,692[a]	-,065	-,489
	P5.4	-,115	-,165	-,065	,735[a]	-,059
	P5.5	-,181	-,413	-,489	-,059	,643[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
P5.1	1,000	,428
P5.2	1,000	,665
P5.3	1,000	,670
P5.4	1,000	,121
P5.5	1,000	,632

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,516	50,315	50,315	2,516	50,315	50,315
2	,992	19,847	70,163			
3	,695	13,895	84,058			
4	,511	10,214	94,272			
5	,286	5,728	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
P5.1	-,654
P5.2	,815
P5.3	,819
P5.4	,347
P5.5	,795

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

Reproduced Correlations

		P5.1	P5.2	P5.3	P5.4	P5.5
Reproduced Correlation	P5.1	,428[a]	-,534	-,536	-,227	-,520
	P5.2	-,534	,665[a]	,668	,283	,648
	P5.3	-,536	,668	,670[a]	,284	,651
	P5.4	-,227	,283	,284	,121[a]	,276
	P5.5	-,520	,648	,651	,276	,632[a]
Residual[b]	P5.1		,055	,066	,199	,260
	P5.2	,055		-,189	-,047	-,083
	P5.3	,066	-,189		-,111	-,043
	P5.4	,199	-,047	-,111		-,058
	P5.5	,260	-,083	-,043	-,058	

Extraction Method: Principal Component Analysis.
a. Reproduced communalities
b. Residuals are computed between observed and reproduced correlations. There are 8 (80,0%) nonredundant residuals with absolute values greater than 0.05.

Correlation Matrix[a]

		P5.1	P5.2	P5.3	P5.5
Correlation	P5.1	1,000	-,479	-,470	-,261
	P5.2	-,479	1,000	,478	,565
	P5.3	-,470	,478	1,000	,608
	P5.5	-,261	,565	,608	1,000
Sig. (1-tailed)	P5.1		,004	,004	,082
	P5.2	,004		,004	,001

P5.3	,004	,004		,000
P5.5	,082	,001	,000	

a. Determinant = ,276

Inverse of Correlation Matrix

	P5.1	P5.2	P5.3	P5.5
P5.1	1,491	,606	,608	-,323
P5.2	,606	1,781	-,080	-,800
P5.3	,608	-,080	1,903	-,953
P5.5	-,323	-,800	-,953	1,948

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,661
Bartlett's Test of Sphericity	Approx. Chi-Square	34,591
	df	6
	Sig.	,000

Anti-image Matrices

		P5.1	P5.2	P5.3	P5.5
Anti-image Covariance	P5.1	,671	,228	,214	-,111
	P5.2	,228	,562	-,024	-,231
	P5.3	,214	-,024	,525	-,257
	P5.5	-,111	-,231	-,257	,513
Anti-image Correlation	P5.1	,630[a]	,372	,361	-,190
	P5.2	,372	,705[a]	-,044	-,430
	P5.3	,361	-,044	,685[a]	-,495
	P5.5	-,190	-,430	-,495	,619[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
P5.1	1,000	,467
P5.2	1,000	,661
P5.3	1,000	,684
P5.5	1,000	,628

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,440	60,999	60,999	2,440	60,999	60,999
2	,750	18,757	79,755			
3	,521	13,020	92,775			
4	,289	7,225	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
P5.1	-,683

P5.2	,813
P5.3	,827
P5.5	,792

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

Reproduced Correlations

		P5.1	P5.2	P5.3	P5.5
Reproduced Correlation	P5.1	,467[a]	-,556	-,565	-,541
	P5.2	-,556	,661[a]	,673	,644
	P5.3	-,565	,673	,684[a]	,655
	P5.5	-,541	,644	,655	,628[a]
Residual[b]	P5.1		,077	,096	,281
	P5.2	,077		-,194	-,079
	P5.3	,096	-,194		-,047
	P5.5	,281	-,079	-,047	

Extraction Method: Principal Component Analysis.
a. Reproduced communalities
b. Residuals are computed between observed and reproduced correlations. There are 5 (83,0%) nonredundant residuals with absolute values greater than 0.05.

LAMPIRAN 7 : FACTOR ANALYSIS CITRA MEREK

Correlation Matrix[a]

		CM1	CM2	CM3	CM4	CM5	CM6	CM7	CM8
Correlation	CM1	1,000	,441	,398	,318	,259	,071	,337	,465
	CM2	,441	1,000	,613	,556	,132	,524	,618	,641
	CM3	,398	,613	1,000	,604	,191	,516	,580	,572
	CM4	,318	,556	,604	1,000	,136	,337	,691	,578
	CM5	,259	,132	,191	,136	1,000	,080	,230	,412
	CM6	,071	,524	,516	,337	,080	1,000	,320	,331
	CM7	,337	,618	,580	,691	,230	,320	1,000	,714
	CM8	,465	,641	,572	,578	,412	,331	,714	1,000
Sig. (1-tailed)	CM1		,007	,015	,044	,084	,354	,034	,005
	CM2	,007		,000	,001	,243	,001	,000	,000
	CM3	,015	,000		,000	,156	,002	,000	,000
	CM4	,044	,001	,000		,237	,034	,000	,000
	CM5	,084	,243	,156	,237		,337	,111	,012
	CM6	,354	,001	,002	,034	,337		,042	,037
	CM7	,034	,000	,000	,000	,111	,042		,000
	CM8	,005	,000	,000	,000	,012	,037	,000	

a. Determinant = ,023

Inverse of Correlation Matrix

	CM1	CM2	CM3	CM4	CM5	CM6	CM7	CM8
CM1	1,495	-,528	-,364	-,019	-,182	,430	,200	-,349
CM2	-,528	2,601	-,269	-,150	,333	-,768	-,493	-,712
CM3	-,364	-,269	2,279	-,584	-,029	-,658	-,266	-,205
CM4	-,019	-,150	-,584	2,218	,144	,006	-,987	-,201
CM5	-,182	,333	-,029	,144	1,284	-,065	,001	-,704
CM6	,430	-,768	-,658	,006	-,065	1,651	,185	,013
CM7	,200	-,493	-,266	-,987	,001	,185	2,820	-1,129
CM8	-,349	-,712	-,205	-,201	-,704	,013	-1,129	2,944

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,831
Bartlett's Test of Sphericity	Approx. Chi-Square	96,641
	df	28
	Sig.	,000

Anti-image Matrices

		CM1	CM2	CM3	CM4	CM5	CM6	CM7	CM8
Anti-image Covariance	CM1	,669	-,136	-,107	-,006	-,095	,174	,047	-,079
	CM2	-,136	,385	-,045	-,026	,100	-,179	-,067	-,093
	CM3	-,107	-,045	,439	-,116	-,010	-,175	-,041	-,031
	CM4	-,006	-,026	-,116	,451	,051	,002	-,158	-,031
	CM5	-,095	,100	-,010	,051	,779	-,030	,000	-,186
	CM6	,174	-,179	-,175	,002	-,030	,606	,040	,003
	CM7	,047	-,067	-,041	-,158	,000	,040	,355	-,136
	CM8	-,079	-,093	-,031	-,031	-,186	,003	-,136	,340

Anti-image Correlation	CM1	,781[a]	-,268	-,197	-,010	-,131	,274	,097	-,167
	CM2	-,268	,846[a]	-,110	-,062	,182	-,371	-,182	-,257
	CM3	-,197	-,110	,881[a]	-,260	-,017	-,339	-,105	-,079
	CM4	-,010	-,062	-,260	,877[a]	,085	,003	-,394	-,078
	CM5	-,131	,182	-,017	,085	,659[a]	-,044	,000	-,362
	CM6	,274	-,371	-,339	,003	-,044	,723[a]	,086	,006
	CM7	,097	-,182	-,105	-,394	,000	,086	,842[a]	-,392
	CM8	-,167	-,257	-,079	-,078	-,362	,006	-,392	,842[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	4,107	51,334	51,334	4,107	51,334	51,334
2	1,129	14,107	65,441	1,129	14,107	65,441
3	,810	10,122	75,563			
4	,701	8,759	84,322			
5	,439	5,490	89,812			
6	,318	3,969	93,781			
7	,265	3,312	97,093			
8	,233	2,907	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component	
	1	2
CM1	,560	,451
CM2	,828	-,183
CM3	,812	-,177
CM4	,781	-,134
CM5	,354	,712
CM6	,557	-,532
CM7	,829	-,002
CM8	,846	,228

Extraction Method: Principal Component Analysis.
a. 2 components extracted.

Reproduced Correlations

		CM1	CM2	CM3	CM4	CM5	CM6	CM7	CM8
Reproduced Correlation	CM1	,518[a]	,381	,375	,377	,520	,072	,463	,577
	CM2	,381	,719[a]	,705	,671	,163	,558	,687	,659
	CM3	,375	,705	,691[a]	,658	,161	,546	,673	,647
	CM4	,377	,671	,658	,628[a]	,181	,506	,647	,630
	CM5	,520	,163	,161	,181	,632[a]	-,182	,292	,462
	CM6	,072	,558	,546	,506	-,182	,593[a]	,463	,350
	CM7	,463	,687	,673	,647	,292	,463	,687[a]	,701
	CM8	,577	,659	,647	,630	,462	,350	,701	,769[a]
Residual[b]	CM1		,060	,023	-,059	-,261	-,001	-,127	-,112
	CM2	,060		-,091	-,115	-,031	-,035	-,068	-,018

	CM3	,023	-,091		-,054	,030	-,030	-,093	-,075
	CM4	-,059	-,115	-,054		-,045	-,169	,044	-,052
	CM5	-,261	-,031	,030	-,045		,262	-,062	-,050
	CM6	-,001	-,035	-,030	-,169	,262		-,142	-,018
	CM7	-,127	-,068	-,093	,044	-,062	-,142		,013
	CM8	-,112	-,018	-,075	-,052	-,050	-,018	,013	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 17 (60,0%) nonredundant residuals with absolute values greater than 0.05.

Inverse of Correlation Matrix

	CM1	CM2	CM3	CM5	CM6	CM7	CM8
CM1	1,495	-,529	-,368	-,180	,430	,192	-,351
CM2	-,529	2,590	-,308	,343	-,768	-,560	-,725
CM3	-,368	-,308	2,125	,009	-,657	-,525	-,258
CM5	-,180	,343	,009	1,275	-,065	,065	-,691
CM6	,430	-,768	-,657	-,065	1,651	,187	,013
CM7	,192	-,560	-,525	,065	,187	2,381	-1,219
CM8	-,351	-,725	-,258	-,691	,013	-1,219	2,926

Correlation Matrix[a]

		CM1	CM2	CM3	CM5	CM6	CM7	CM8
Correlation	CM1	1,000	,441	,398	,259	,071	,337	,465
	CM2	,441	1,000	,613	,132	,524	,618	,641
	CM3	,398	,613	1,000	,191	,516	,580	,572
	CM5	,259	,132	,191	1,000	,080	,230	,412
	CM6	,071	,524	,516	,080	1,000	,320	,331
	CM7	,337	,618	,580	,230	,320	1,000	,714
	CM8	,465	,641	,572	,412	,331	,714	1,000
Sig. (1-tailed)	CM1		,007	,015	,084	,354	,034	,005
	CM2	,007		,000	,243	,001	,000	,000
	CM3	,015	,000		,156	,002	,000	,000
	CM5	,084	,243	,156		,337	,111	,012
	CM6	,354	,001	,002	,337		,042	,037
	CM7	,034	,000	,000	,111	,042		,000
	CM8	,005	,000	,000	,012	,037	,000	

a. Determinant = ,050

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,790
Bartlett's Test of Sphericity	Approx. Chi-Square	77,329
	df	21
	Sig.	,000

Communalities

	Initial	Extraction
CM1	1,000	,524
CM2	1,000	,753
CM3	1,000	,696
CM5	1,000	,609
CM6	1,000	,676
CM7	1,000	,650
CM8	1,000	,776

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component	
	1	2
CM1	,586	,425
CM2	,839	-,221
CM3	,809	-,204
CM5	,390	,676
CM6	,573	-,589
CM7	,806	,002
CM8	,857	,204

Extraction Method: Principal Component Analysis.
a. 2 components extracted.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,567	50,960	50,960	3,567	50,960	50,960
2	1,117	15,952	66,913	1,117	15,952	66,913
3	,791	11,306	78,219			
4	,618	8,823	87,042			
5	,397	5,676	92,718			
6	,268	3,831	96,549			
7	,242	3,451	100,000			

Extraction Method: Principal Component Analysis.

Reproduced Correlations

		CM1	CM2	CM3	CM5	CM6	CM7	CM8
Reproduced Correlation	CM1	,524[a]	,398	,387	,516	,086	,473	,589
	CM2	,398	,753[a]	,724	,178	,611	,676	,674
	CM3	,387	,724	,696[a]	,177	,584	,652	,651
	CM5	,516	,178	,177	,609[a]	-,175	,316	,472
	CM6	,086	,611	,584	-,175	,676[a]	,461	,371
	CM7	,473	,676	,652	,316	,461	,650[a]	,691
	CM8	,589	,674	,651	,472	,371	,691	,776[a]
Residual[b]	CM1		,043	,011	-,257	-,014	-,137	-,123
	CM2	,043		-,110	-,046	-,088	-,058	-,033
	CM3	,011	-,110		,014	-,068	-,072	-,079
	CM5	-,257	-,046	,014		,255	-,086	-,060
	CM6	-,014	-,088	-,068	,255		-,141	-,040

	CM7	-,137	-,058	-,072	-,086	-,141		,023
	CM8	-,123	-,033	-,079	-,060	-,040	,023	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 13 (61,0%) nonredundant residuals with absolute values greater than 0.05.

Correlation Matrix[a]

		CM1	CM2	CM3	CM5	CM7	CM8
Correlation	CM1	1,000	,441	,398	,259	,337	,465
	CM2	,441	1,000	,613	,132	,618	,641
	CM3	,398	,613	1,000	,191	,580	,572
	CM5	,259	,132	,191	1,000	,230	,412
	CM7	,337	,618	,580	,230	1,000	,714
	CM8	,465	,641	,572	,412	,714	1,000
Sig. (1-tailed)	CM1		,007	,015	,084	,034	,005
	CM2	,007		,000	,243	,000	,000
	CM3	,015	,000		,156	,000	,000
	CM5	,084	,243	,156		,111	,012
	CM7	,034	,000	,000	,111		,000
	CM8	,005	,000	,000	,012	,000	

a. Determinant = ,083

Inverse of Correlation Matrix

	CM1	CM2	CM3	CM5	CM7	CM8
CM1	1,383	-,329	-,197	-,164	,143	-,355
CM2	-,329	2,234	-,614	,313	-,473	-,719
CM3	-,197	-,614	1,864	-,017	-,451	-,252
CM5	-,164	,313	-,017	1,272	,072	-,690
CM7	,143	-,473	-,451	,072	2,360	-1,220
CM8	-,355	-,719	-,252	-,690	-1,220	2,926

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,817
Bartlett's Test of Sphericity	Approx. Chi-Square	65,201
	df	15
	Sig.	,000

Anti-image Matrices

		CM1	CM2	CM3	CM5	CM7	CM8
Anti-image Covariance	CM1	,723	-,107	-,077	-,093	,044	-,088
	CM2	-,107	,448	-,147	,110	-,090	-,110
	CM3	-,077	-,147	,537	-,007	-,102	-,046
	CM5	-,093	,110	-,007	,786	,024	-,185
	CM7	,044	-,090	-,102	,024	,424	-,177
	CM8	-,088	-,110	-,046	-,185	-,177	,342
Anti-image Correlation	CM1	,880[a]	-,187	-,123	-,123	,079	-,176
	CM2	-,187	,831[a]	-,301	,185	-,206	-,281
	CM3	-,123	-,301	,883[a]	-,011	-,215	-,108

CM5	-,123	,185	-,011	,657[a]	,042	-,358
CM7	,079	-,206	-,215	,042	,817[a]	-,464
CM8	-,176	-,281	-,108	-,358	-,464	,778[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CM1	1,000	,403
CM2	1,000	,668
CM3	1,000	,616
CM5	1,000	,177
CM7	1,000	,675
CM8	1,000	,771

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,310	55,170	55,170	3,310	55,170	55,170
2	,958	15,962	71,132			
3	,697	11,615	82,747			
4	,446	7,428	90,175			
5	,348	5,799	95,973			
6	,242	4,027	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
CM1	,635
CM2	,817
CM3	,785
CM5	,421
CM7	,821
CM8	,878

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

Reproduced Correlations

		CM1	CM2	CM3	CM5	CM7	CM8
Reproduced Correlation	CM1	,403[a]	,519	,498	,268	,522	,558
	CM2	,519	,668[a]	,641	,344	,671	,718
	CM3	,498	,641	,616[a]	,331	,645	,689
	CM5	,268	,344	,331	,177[a]	,346	,370
	CM7	,522	,671	,645	,346	,675[a]	,721
	CM8	,558	,718	,689	,370	,721	,771[a]
Residual[b]	CM1		-,078	-,100	-,009	-,185	-,092
	CM2	-,078		-,028	-,212	-,053	-,077
	CM3	-,100	-,028		-,139	-,065	-,117
	CM5	-,009	-,212	-,139		-,116	,042
	CM7	-,185	-,053	-,065	-,116		-,007
	CM8	-,092	-,077	-,117	,042	-,007	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 11 (73,0%) nonredundant residuals with absolute values greater than 0.05.

LAMPIRAN 8 : FACTOR ANALYSIS REPURCHASE INTENTION

Correlation Matrix[a]

		RI1	RI2	RI3
Correlation	RI1	1,000	,487	,250
	RI2	,487	1,000	,688
	RI3	,250	,688	1,000
Sig. (1-tailed)	RI1		,003	,092
	RI2	,003		,000
	RI3	,092	,000	

a. Determinant = ,395

Inverse of Correlation Matrix

	RI1	RI2	RI3
RI1	1,335	-,798	,216
RI2	-,798	2,375	-1,434
RI3	,216	-1,434	1,933

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,537
Bartlett's Test of Sphericity	Approx. Chi-Square	25,245
	df	3
	Sig.	,000

Anti-image Matrices

		RI1	RI2	RI3
Anti-image Covariance	RI1	,749	-,252	,084
	RI2	-,252	,421	-,312
	RI3	,084	-,312	,517
Anti-image Correlation	RI1	,577[a]	-,448	,134
	RI2	-,448	,522[a]	-,669
	RI3	,134	-,669	,534[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
RI1	1,000	,451
RI2	1,000	,844
RI3	1,000	,677

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,972	65,724	65,724	1,972	65,724	65,724
2	,767	25,577	91,300			
3	,261	8,700	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
RI1	,671
RI2	,919
RI3	,823

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

Reproduced Correlations

		RI1	RI2	RI3
Reproduced Correlation	RI1	,451[a]	,617	,552
	RI2	,617	,844[a]	,756
	RI3	,552	,756	,677[a]
Residual[b]	RI1		-,130	-,303
	RI2	-,130		-,068
	RI3	-,303	-,068	

Extraction Method: Principal Component Analysis.
a. Reproduced communalities
b. Residuals are computed between observed and reproduced correlations. There are 3 (100,0%) nonredundant residuals with absolute values greater than 0.05.

LAMPIRAN 9 : FACTOR ANALYSIS KEPUASAN PELANGGAN

Correlation Matrix[a]

		KPL1	KPL2	KPL3
Correlation	KPL1	1,000	,912	,873
	KPL2	,912	1,000	,896
	KPL3	,873	,896	1,000
Sig. (1-tailed)	KPL1		,000	,000
	KPL2	,000		,000
	KPL3	,000	,000	

a. Determinant = ,030

Inverse of Correlation Matrix

	KPL1	KPL2	KPL3
KPL1	6,552	-4,317	-1,850
KPL2	-4,317	7,928	-3,337
KPL3	-1,850	-3,337	5,606

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,773
Bartlett's Test of Sphericity	Approx. Chi-Square	95,240
	df	3
	Sig.	,000

Anti-image Matrices

		KPL1	KPL2	KPL3
Anti-image Covariance	KPL1	,153	-,083	-,050
	KPL2	-,083	,126	-,075
	KPL3	-,050	-,075	,178
Anti-image Correlation	KPL1	,779[a]	-,599	-,305
	KPL2	-,599	,728[a]	-,501
	KPL3	-,305	-,501	,820[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KPL1	1,000	,928
KPL2	1,000	,944
KPL3	1,000	,916

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,788	92,917	92,917	2,788	92,917	92,917
2	,129	4,298	97,216			
3	,084	2,784	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
KPL1	,963
KPL2	,971
KPL3	,957

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

Reproduced Correlations

		KPL1	KPL2	KPL3
Reproduced Correlation	KPL1	,928[a]	,935	,922
	KPL2	,935	,944[a]	,930
	KPL3	,922	,930	,916[a]
Residual[b]	KPL1		-,024	-,049
	KPL2	-,024		-,034
	KPL3	-,049	-,034	

Extraction Method: Principal Component Analysis.
a. Reproduced communalities
b. Residuals are computed between observed and reproduced correlations. There are 0 (,0%) nonredundant residuals with absolute values greater than 0.05.

LAMPIRAN 10 : RELIABILITAS PELAYANAN (TANGIBLES)

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded[a]	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,689	,690	4

Inter-Item Correlation Matrix

	P1.1	P1.2	P1.3	P1.4
P1.1	1,000	,631	,293	,151
P1.2	,631	1,000	,393	,284
P1.3	,293	,393	1,000	,393
P1.4	,151	,284	,393	1,000

Inter-Item Covariance Matrix

	P1.1	P1.2	P1.3	P1.4
P1.1	,668	,408	,177	,098
P1.2	,408	,626	,230	,178
P1.3	,177	,230	,547	,230
P1.4	,098	,178	,230	,626

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3,792	3,567	3,933	,367	1,103	,025	4
Item Variances	,617	,547	,668	,121	1,221	,003	4
Inter-Item Covariances	,220	,098	,408	,310	4,176	,010	4
Inter-Item Correlations	,357	,151	,631	,480	4,176	,024	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15,1667	5,109	2,26035	4

LAMPIRAN 11 : RELIABILITAS PELAYANAN (RELIABILITY)

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded[a]	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,901	,900	4

Inter-Item Correlation Matrix

	P2.1	P2.2	P2.3	P2.4
P2.1	1,000	,689	,580	,710
P2.2	,689	1,000	,651	,726
P2.3	,580	,651	1,000	,803
P2.4	,710	,726	,803	1,000

Inter-Item Covariance Matrix

	P2.1	P2.2	P2.3	P2.4
P2.1	,944	,666	,540	,741
P2.2	,666	,990	,621	,776
P2.3	,540	,621	,920	,828
P2.4	,741	,776	,828	1,155

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3,458	3,100	3,667	,567	1,183	,062	4
Item Variances	1,002	,920	1,155	,236	1,256	,011	4
Inter-Item Covariances	,695	,540	,828	,287	1,532	,010	4
Inter-Item Correlations	,693	,580	,803	,223	1,385	,005	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13,8333	12,351	3,51434	4

LAMPIRAN 12 : RELIABILITAS PELAYANAN (RESPONSIVENESS)

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded[a]	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,861	,864	4

Inter-Item Correlation Matrix

	P3.1	P3.2	P3.3	P3.4
P3.1	1,000	,598	,481	,608
P3.2	,598	1,000	,507	,842
P3.3	,481	,507	1,000	,644
P3.4	,608	,842	,644	1,000

Inter-Item Covariance Matrix

	P3.1	P3.2	P3.3	P3.4
P3.1	1,247	,678	,655	,805
P3.2	,678	1,030	,628	1,011
P3.3	,655	,628	1,490	,931
P3.4	,805	1,011	,931	1,402

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3,342	3,167	3,600	,433	1,137	,034	4
Item Variances	1,292	1,030	1,490	,460	1,446	,041	4
Inter-Item Covariances	,785	,628	1,011	,384	1,612	,023	4
Inter-Item Correlations	,613	,481	,842	,361	1,751	,015	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13,3667	14,585	3,81904	4

LAMPIRAN 13 : RELIABILITAS PELAYANAN (ASSURANCE)

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded[a]	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,862	,859	4

Inter-Item Correlation Matrix

	P4.1	P4.2	P4.3	P4.4
P4.1	1,000	,459	,658	,678
P4.2	,459	1,000	,575	,451
P4.3	,658	,575	1,000	,805
P4.4	,678	,451	,805	1,000

Inter-Item Covariance Matrix

	P4.1	P4.2	P4.3	P4.4
P4.1	,741	,310	,552	,534
P4.2	,310	,616	,439	,324
P4.3	,552	,439	,947	,717
P4.4	,534	,324	,717	,838

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3,750	3,500	3,933	,433	1,124	,037	4
Item Variances	,786	,616	,947	,331	1,537	,020	4
Inter-Item Covariances	,480	,310	,717	,407	2,311	,022	4
Inter-Item Correlations	,604	,451	,805	,354	1,785	,017	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15,0000	8,897	2,98271	4

LAMPIRAN 14 : RELIABILITAS PELAYANAN (EMPATHY)

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded[a]	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,262	,241	4

Inter-Item Correlation Matrix

	P5.1	P5.2	P5.3	P5.5
P5.1	1,000	-,479	-,470	-,261
P5.2	-,479	1,000	,478	,565
P5.3	-,470	,478	1,000	,608
P5.5	-,261	,565	,608	1,000

Inter-Item Covariance Matrix

	P5.1	P5.2	P5.3	P5.5
P5.1	1,137	-,478	-,522	-,346
P5.2	-,478	,878	,467	,660
P5.3	-,522	,467	1,085	,789
P5.5	-,346	,660	,789	1,551

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3,317	2,633	3,633	1,000	1,380	,212	4
Item Variances	1,163	,878	1,551	,672	1,766	,079	4
Inter-Item Covariances	,095	-,522	,789	1,310	-1,511	,335	4
Inter-Item Correlations	,074	-,479	,608	1,086	-1,270	,255	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13,2667	5,789	2,40593	4

LAMPIRAN 15 : RELIABILITAS CITRA MEREK

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded[a]	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,815	,825	6

Inter-Item Correlation Matrix

	CM1	CM2	CM3	CM5	CM7	CM8
CM1	1,000	,441	,398	,259	,337	,465
CM2	,441	1,000	,613	,132	,618	,641
CM3	,398	,613	1,000	,191	,580	,572
CM5	,259	,132	,191	1,000	,230	,412
CM7	,337	,618	,580	,230	1,000	,714
CM8	,465	,641	,572	,412	,714	1,000

Inter-Item Covariance Matrix

	CM1	CM2	CM3	CM5	CM7	CM8
CM1	1,195	,345	,322	,207	,264	,437
CM2	,345	,510	,324	,069	,317	,393
CM3	,322	,324	,547	,103	,308	,363
CM5	,207	,069	,103	,534	,121	,259
CM7	,264	,317	,308	,121	,516	,440
CM8	,437	,393	,363	,259	,440	,737

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3,606	3,367	3,800	,433	1,129	,026	6
Item Variances	,673	,510	1,195	,685	2,342	,073	6
Inter-Item Covariances	,285	,069	,440	,371	6,383	,013	6
Inter-Item Correlations	,440	,132	,714	,582	5,406	,032	6

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21,6333	12,585	3,54754	6

LAMPIRAN 16 : RELIABILITAS REPURCHASE INTENTION

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded[a]	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,729	,731	3

Inter-Item Correlation Matrix

	RI1	RI2	RI3
RI1	1,000	,487	,250
RI2	,487	1,000	,688
RI3	,250	,688	1,000

Inter-Item Covariance Matrix

	RI1	RI2	RI3
RI1	,602	,313	,189
RI2	,313	,685	,554
RI3	,189	,554	,947

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3,333	2,867	3,867	1,000	1,349	,253	3
Item Variances	,745	,602	,947	,345	1,573	,032	3
Inter-Item Covariances	,352	,189	,554	,366	2,939	,028	3
Inter-Item Correlations	,475	,250	,688	,438	2,756	,038	3

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10,0000	4,345	2,08443	3

LAMPIRAN 17 : RELIABILITAS KEPUASAN PELANGGAN

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded[a]	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,960	,962	3

Inter-Item Correlation Matrix

	KPL1	KPL2	KPL3
KPL1	1,000	,912	,873
KPL2	,912	1,000	,896
KPL3	,873	,896	1,000

Inter-Item Covariance Matrix

	KPL1	KPL2	KPL3
KPL1	,792	,663	,603
KPL2	,663	,668	,569
KPL3	,603	,569	,603

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3,433	3,367	3,500	,133	1,040	,004	3
Item Variances	,688	,603	,792	,189	1,312	,009	3
Inter-Item Covariances	,612	,569	,663	,094	1,166	,002	3
Inter-Item Correlations	,894	,873	,912	,039	1,045	,000	3

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10,3000	5,734	2,39468	3

LAMPIRAN 18: HASIL KUESIONER 160 RESPONDEN

Pernyataan / Responden	Gender	Usia	Pendidikan	Pekerjaan	Pengeluaran	Informasi	Transaksi	PELAYANAN																								CITRA MEREK						REPURCHASE INTENTION			KEPUASAN PELANGGAN		
								P1				P2				P3				P4				P5				CM						RI			KPL		
								P1.1	P1.2	P1.3	P1.4	P2.1	P2.2	P2.3	P2.4	P3.1	P3.2	P3.3	P3.4	P4.1	P4.2	P4.3	P4.4	P5.1	P5.2	P5.3	P5.5	CM1	CM2	CM3	CM5	CM7	CM9	RI1	RI2	RI3	KPL1	KPL2	KPL3
1	2	1	1	3	3	2	1	3	4	4	4	4	4	4	4	4	5	5	4	4	4	4	4	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4
2	2	1	1	3	4	1	1	4	4	2	2	3	1	1	1	4	4	5	5	4	4	4	4	2	2	2	5	4	4	4	5	2	2	2	3	2	2	2	2	2	2
3	2	1	1	2	4	2	2	4	4	5	4	4	3	4	5	5	4	4	4	4	4	5	4	4	4	4	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4
4	1	1	1	4	5	1	1	5	5	4	4	3	4	4	3	4	4	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	5
5	2	3	1	3	6	5	1	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4
6	2	1	3	1	4	4	1	3	3	3	3	3	3	3	3	4	5	4	5	3	4	3	3	4	5	4	4	4	4	3	3	4	4	4	3	2	3	3	3	3	3
7	1	1	1	1	3	1	1	4	4	3	4	2	1	2	2	4	4	4	5	4	4	4	3	3	5	4	4	4	4	3	4	3	4	5	3	3	4	4	4	4	4
8	2	1	1	3	3	3	1	3	3	3	4	4	3	4	3	4	4	4	5	3	3	3	4	4	4	4	4	3	2	4	3	3	2	4	4	2	2	3	2	2	2
9	2	1	1	1	5	5	2	3	2	5	3	3	3	4	3	5	5	5	5	3	4	5	4	4	4	4	4	4	4	3	3	3	3	3	2	1	3	3	3	3	3
10	2	1	1	1	4	3	1	3	4	4	4	2	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4
11	1	1	1	3	4	3	1	3	3	3	4	4	3	3	4	4	4	5	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3
12	1	1	3	3	6	5	3	5	5	5	5	5	4	4	4	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	1	2	3	3	2	3	3
13	2	1	1	3	6	1	2	3	4	4	5	4	4	3	4	4	5	5	4	4	4	4	4	4	4	4	5	5	5	4	4	4	4	5	4	3	3	4	4	4	4
14	1	2	3	3	6	5	2	2	3	3	3	4	2	3	3	5	4	5	5	3	3	3	4	5	5	5	5	5	5	3	3	3	3	4	4	3	4	3	3	3	3
15	2	1	3	1	6	5	1	4	4	4	4	4	4	4	4	5	4	5	5	4	4	5	5	5	5	5	5	4	4	4	4	5	4	4	4	4	4	4	4	4	4
16	2	2	3	6	5	4	1	4	4	4	4	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
17	2	1	3	1	5	4	1	2	4	4	4	4	3	3	2	5	5	5	5	5	5	5	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
18	2	2	1	2	3	3	1	4	5	5	2	4	4	4	4	5	3	5	5	4	4	4	4	5	5	5	5	4	3	4	4	3	3	4	4	3	3	3	3	3	3
19	2	1	1	3	4	3	2	4	5	5	4	4	4	4	4	5	4	4	4	4	4	5	4	3	5	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4
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21	1	1	1	3	1	4	1	4	5	5	5	3	4	3	4	4	4	4	4	5	4	5	4	4	4	4	5	5	5	4	4	4	4	3	4	4	4	4	4	4	4
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Pernyataan / Responden	Gender	Usia	Pendidikan	Pekerjaan	Pengeluaran	Informasi	Transaksi	PELAYANAN																				CITRA MEREK							REPURCHASE		KEPUASAN		
								P1				P2				P3				P4				P5				CM							RI		KPL		
								P1.1	P1.2	P1.3	P1.4	P2.1	P2.2	P2.3	P2.4	P3.1	P3.2	P3.3	P3.4	P4.1	P4.2	P4.3	P4.4	P5.1	P5.2	P5.3	P5.5	CM1	CM2	CM3	CM5	CM7	CM8	RI1	RI2	RI3	KPL1	KPL2	KPL3
80	2	1	3	1	6	1	2	4	4	5	4	4	5	5	4	5	5	4	5	5	4	4	5	4	4	4	3	5	5	4	5	5	5	4	3	5	5	4	4
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113	1	1	3	3	2	2	2	5	5	5	5	4	4	4	4	5	5	5	5	4	4	4	4	4	5	5	5	4	4	3	4	3	4	5	4	5	4	4	5
114	2	2	1	1	6	3	2	4	4	4	4	5	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	5	4	4	4	4	5	4	5	4	4	4
115	2	2	2	2	4	2	1	5	5	4	5	4	4	4	4	5	5	4	4	4	5	4	4	4	5	4	5	5	5	5	5	5	5	3	4	4	3	5	3
116	1	1	1	1	3	2	2	4	5	5	4	5	4	4	4	5	5	4	4	4	4	4	4	4	5	4	4	4	4	3	4	3	4	5	5	4	4	4	4
117	2	2	1	3	2	1	3	4	5	4	4	4	4	4	4	5	4	5	5	5	5	4	4	3	5	4	5	4	4	4	5	4	5	4	4	4	4	5	4
118	2	2	3	4	5	2	1	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
119	1	2	3	3	6	4	2	4	4	4	5	4	5	5	4	4	4	4	4	4	4	4	4	3	5	4	5	4	4	4	4	4	4	5	5	4	4	4	4
120	2	1	1	1	2	1	1	4	5	5	5	4	4	5	5	4	4	4	5	4	4	4	4	4	5	5	5	5	5	4	4	4	4	5	5	4	4	4	4
121	2	2	2	6	6	1	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
122	2	2	1	3	6	2	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4
123	2	1	3	3	4	1	1	4	5	5	5	4	5	4	4	5	5	4	4	5	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
124	1	1	3	2	6	2	2	5	4	4	5	4	4	5	4	4	4	4	5	5	4	4	5	5	5	5	4	5	5	4	4	5	4	4	4	4	4	4	4
125	1	1	1	1	1	1	1	4	5	4	4	4	4	5	4	4	4	4	5	5	4	4	5	5	5	5	4	5	5	4	4	5	4	4	4	4	4	4	4
126	1	1	1	1	5	2	2	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
127	2	1	3	3	4	2	1	3	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4	1	4	4	5	4	5	4	4	4	5	5	4	4	5	5	5
128	1	1	3	2	6	1	2	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	5	4	5	4	4	4	4	4	4	4	4	4	4	4	4
129	2	2	2	5	2	2	1	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4
130	2	1	1	1	5	2	1	4	4	4	4	5	4	4	5	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
131	1	1	1	1	1	1	1	5	4	5	4	4	4	4	4	5	4	5	5	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4
132	2	2	2	3	1	3	3	4	4	4	5	4	5	4	4	4	4	5	5	5	4	4	5	5	5	5	4	5	5	4	4	5	4	4	4	4	4	4	4
133	1	1	2	3	4	2	1	4	5	4	4	5	5	4	4	5	5	4	4	5	5	4	4	4	5	4	5	5	5	4	4	4	5	4	4	4	4	4	4
134	1	1	1	1	6	3	1	4	4	4	4	4	4	4	4	5	5	5	5	5	4	4	4	4	5	5	5	4	4	4	4	4	4	5	4	4	4	4	4
135	2	1	1	1	3	2	1	4	4	4	4	4	4	4	4	4	5	5	5	4	4	4	3	4	5	5	4	4	4	5	4	4	4	4	4	4	5	5	4
136	2	1	1	1	3	2	2	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	5	5	4	4	4	4
137	2	1	1	1	6	2	1	4	5	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	5	5	4	4	4	4
138	1	1	1	3	5	5	1	4	4	5	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	4	4	5	5	4	4	4
139	2	2	3	1	6	2	3	4	5	4	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	4	4	5	5	4
140	2	2	3	3	6	2	3	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
141	1	1	1	1	3	2	1	4	4	4	4	5	5	4	4	5	5	4	4	5	4	4	4	4	5	4	4	5	5	4	4	4	4	5	4	4	4	4	4
142	2	1	1	3	3	2	1	4	4	4	4	5	5	4	4	4	4	4	4	5	4	4	4	4	5	4	4	5	5	4	4	4	4	5	5	5	4	4	4
143	2	1	1	3	3	1	1	5	5	5	4	5	5	4	5	4	5	5	5	4	4	4	4	5	4	4	4	4	4	4	4	5	4	4	5	5	4	4	4
144	2	1	1	3	4	1	1	4	4	5	5	5	4	5	5	4	5	5	5	5	4	4	4	5	5	5	5	5	4	4	4	4	4	5	4	4	4	4	4
145	2	1	3	1	5	2	1	5	5	5	4	5	5	4	4	4	4	4	4	5	4	4	5	5	5	4	4	5	5	4	4	4	4	5	5	4	4	4	5
146	2	1	1	1	2	3	2	4	5	4	5	5	4	5	4	4	4	4	4	5	5	4	4	5	5	4	4	4	5	4	4	4	4	4	5	5	4	4	4
147	2	1	1	2	2	1	1	4	4	4	4	3	5	4	4	4	5	5	5	5	4	4	4	4	5	5	5	4	4	4	4	4	4	5	4	4	4	4	4
148	2	2	3	1	2	2	3	5	4	4	5	5	4	5	4	5	4	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	4	4	4	4	5	4
149	2	1	1	1	1	1	2	4	4	4	4	5	4	4	4	5	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4
150	2	1	1	1	5	2	1	3	3	4	5	5	4	4	4	4	4	4	4	4	4	4	5	5	5	4	4	4	4	4	5	5	4	4	4	4	4	5	4
151	2	2	3	2	6	4	1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	5	5	5	5	4	4	4	4	4	5	5	5	4	4	4
152	1	1	3	3	3	1	1	4	4	4	4	4	3	4	5	4	4	3	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4
153	2	1	3	3	3	1	2	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	5	5	5	4	4	4	4	4	4	5	4	4	4	4	4
154	2	2	2	3	4	3	2	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
155	2	1	1	3	5	1	3	4	4	4	4	4	4	5	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4
156	1	2	3	2	6	1	2	5	4	5	5	4	4	4	4	5	5	5	5	5	5	4	5	4	5	4	5	5	5	5	4	4	4	5	5	4	5	4	4
157	1	2	3	3	5	4	1	4	4	3	5	4	4	4	4	4	4	4	4	5	4	4	4	5	4	4	4	4	4	4	4	5	5	5	5	4	4	4	4
158	1	2	3	2	6	4	2	5	4	4	5	4	4	4	4	5	4	4	4	5	4	4	4	4	5	5	5	4	4	4	4	4	4	5	5	4	4	4	4
159	1	1	1	1	5	2	1	4	4	4	5	5	5	5	4	4	4	4	4	4	4	4	5	5	5	5	4	5	5	4	5	4	4	4	4	5	5	4	4
160	1	1	2	2	6	2	1	4	5	4	4	5	5	5	4	5	5	5	5	5	4	5	5	5	5	4	5	5	5	4	5	5	4	4	4	4	4	5	4

LAMPIRAN 19 : FACTOR ANALYSIS PELAYANAN (TANGIBLES)

Correlation Matrix[a]

		P1.1	P1.2	P1.3	P1.4
Correlation	P1.1	1,000	,446	,405	,340
	P1.2	,446	1,000	,516	,554
	P1.3	,405	,516	1,000	,528
	P1.4	,340	,554	,528	1,000
Sig. (1-tailed)	P1.1		,000	,000	,000
	P1.2	,000		,000	,000
	P1.3	,000	,000		,000
	P1.4	,000	,000	,000	

a. Determinant = ,341

Inverse of Correlation Matrix

	P1.1	P1.2	P1.3	P1.4
P1.1	1,321	-,398	-,290	-,075
P1.2	-,398	1,723	-,410	-,602
P1.3	-,290	-,410	1,606	-,523
P1.4	-,075	-,602	-,523	1,635

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,766
Bartlett's Test of Sphericity	Approx. Chi-Square	168,933
	df	6
	Sig.	,000

Anti-image Matrices

		P1.1	P1.2	P1.3	P1.4
Anti-image Covariance	P1.1	,757	-,175	-,137	-,035
	P1.2	-,175	,580	-,148	-,214
	P1.3	-,137	-,148	,623	-,199
	P1.4	-,035	-,214	-,199	,612
Anti-image Correlation	P1.1	,810[a]	-,264	-,199	-,051
	P1.2	-,264	,749[a]	-,247	-,359
	P1.3	-,199	-,247	,776[a]	-,323
	P1.4	-,051	-,359	-,323	,749[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
P1.1	1,000	,467
P1.2	1,000	,676
P1.3	1,000	,636
P1.4	1,000	,624

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,403	60,079	60,079	2,403	60,079	60,079
2	,684	17,109	77,188			
3	,489	12,225	89,414			
4	,423	10,586	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
P1.1	,683
P1.2	,822
P1.3	,797
P1.4	,790

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		P1.1	P1.2	P1.3	P1.4
Reproduced Correlation	P1.1	,467[a]	,562	,545	,540
	P1.2	,562	,676[a]	,656	,650
	P1.3	,545	,656	,636[a]	,630
	P1.4	,540	,650	,630	,624[a]
Residual[b]	P1.1		-,115	-,140	-,200
	P1.2	-,115		-,140	-,096
	P1.3	-,140	-,140		-,102
	P1.4	-,200	-,096	-,102	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 6 (100,0%) nonredundant residuals with absolute values greater than 0.05.

LAMPIRAN 20 : FACTOR ANALYSIS PELAYANAN (RELIABILITY)

Correlation Matrix[a]

		P2.1	P2.2	P2.3	P2.4
Correlation	P2.1	1,000	,466	,471	,604
	P2.2	,466	1,000	,650	,638
	P2.3	,471	,650	1,000	,634
	P2.4	,604	,638	,634	1,000
Sig. (1-tailed)	P2.1		,000	,000	,000
	P2.2	,000		,000	,000
	P2.3	,000	,000		,000
	P2.4	,000	,000	,000	

a. Determinant = ,182

Inverse of Correlation Matrix

	P2.1	P2.2	P2.3	P2.4
P2.1	1,617	-,146	-,180	-,769
P2.2	-,146	2,044	-,817	-,698
P2.3	-,180	-,817	2,034	-,660
P2.4	-,769	-,698	-,660	2,328

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,794
Bartlett's Test of Sphericity	Approx. Chi-Square	265,413
	df	6
	Sig.	,000

Anti-image Matrices

		P2.1	P2.2	P2.3	P2.4
Anti-image Covariance	P2.1	,619	-,044	-,055	-,204
	P2.2	-,044	,489	-,197	-,147
	P2.3	-,055	-,197	,492	-,139
	P2.4	-,204	-,147	-,139	,430
Anti-image Correlation	P2.1	,823[a]	-,080	-,099	-,396
	P2.2	-,080	,795[a]	-,401	-,320
	P2.3	-,099	-,401	,800[a]	-,303
	P2.4	-,396	-,320	-,303	,770[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
P2.1	1,000	,571
P2.2	1,000	,700
P2.3	1,000	,701
P2.4	1,000	,766

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,738	68,442	68,442	2,738	68,442	68,442
2	,590	14,759	83,201			
3	,351	8,765	91,966			
4	,321	8,034	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
P2.1	,755
P2.2	,837
P2.3	,837
P2.4	,875

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		P2.1	P2.2	P2.3	P2.4
Reproduced Correlation	P2.1	,571[a]	,632	,632	,661
	P2.2	,632	,700[a]	,701	,732
	P2.3	,632	,701	,701[a]	,733
	P2.4	,661	,732	,733	,766[a]
Residual[b]	P2.1		-,166	-,161	-,057
	P2.2	-,166		-,051	-,094
	P2.3	-,161	-,051		-,099
	P2.4	-,057	-,094	-,099	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 6 (100,0%) nonredundant residuals with absolute values greater than 0.05.

LAMPIRAN 21:FACTOR ANALYSIS PELAYANAN (RESPONSIVENESS)

Correlation Matrix[a]

		P3.1	P3.2	P3.3	P3.4
Correlation	P3.1	1,000	,226	,287	,210
	P3.2	,226	1,000	,329	,275
	P3.3	,287	,329	1,000	,505
	P3.4	,210	,275	,505	1,000
Sig. (1-tailed)	P3.1		,002	,000	,004
	P3.2	,002		,000	,000
	P3.3	,000	,000		,000
	P3.4	,004	,000	,000	

a. Determinant = ,584

Inverse of Correlation Matrix

	P3.1	P3.2	P3.3	P3.4
P3.1	1,117	-,156	-,232	-,074
P3.2	-,156	1,163	-,258	-,157
P3.3	-,232	-,258	1,465	-,620
P3.4	-,074	-,157	-,620	1,372

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,672
Bartlett's Test of Sphericity	Approx. Chi-Square	84,419
	df	6
	Sig.	,000

Anti-image Matrices

		P3.1	P3.2	P3.3	P3.4
Anti-image Covariance	P3.1	,895	-,120	-,142	-,048
	P3.2	-,120	,860	-,151	-,098
	P3.3	-,142	-,151	,683	-,309
	P3.4	-,048	-,098	-,309	,729
Anti-image Correlation	P3.1	,763[a]	-,137	-,181	-,060
	P3.2	-,137	,762[a]	-,198	-,124
	P3.3	-,181	-,198	,629[a]	-,438
	P3.4	-,060	-,124	-,438	,640[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
P3.1	1,000	,323
P3.2	1,000	,409
P3.3	1,000	,644
P3.4	1,000	,560

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,936	48,405	48,405	1,936	48,405	48,405
2	,828	20,701	69,106			
3	,751	18,771	87,876			
4	,485	12,124	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
P3.1	,568
P3.2	,639
P3.3	,803
P3.4	,749

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		P3.1	P3.2	P3.3	P3.4
Reproduced Correlation	P3.1	,323[a]	,363	,456	,425
	P3.2	,363	,409[a]	,513	,479
	P3.3	,456	,513	,644[a]	,601
	P3.4	,425	,479	,601	,560[a]
Residual[b]	P3.1		-,137	-,169	-,216
	P3.2	-,137		-,184	-,203
	P3.3	-,169	-,184		-,096
	P3.4	-,216	-,203	-,096	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 6 (100,0%) nonredundant residuals with absolute values greater than 0.05.

LAMPIRAN 22 : FACTOR ANALYSIS PELAYANAN (ASSURANCE)

Correlation Matrix[a]

		P4.1	P4.2	P4.3	P4.4
Correlation	P4.1	1,000	,400	,478	,521
	P4.2	,400	1,000	,479	,374
	P4.3	,478	,479	1,000	,540
	P4.4	,521	,374	,540	1,000
Sig. (1-tailed)	P4.1		,000	,000	,000
	P4.2	,000		,000	,000
	P4.3	,000	,000		,000
	P4.4	,000	,000	,000	

a. Determinant = ,347

Inverse of Correlation Matrix

	P4.1	P4.2	P4.3	P4.4
P4.1	1,534	-,262	-,325	-,525
P4.2	-,262	1,374	-,464	-,127
P4.3	-,325	-,464	1,683	-,567
P4.4	-,525	-,127	-,567	1,627

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,767
Bartlett's Test of Sphericity	Approx. Chi-Square	165,837
	df	6
	Sig.	,000

Anti-image Matrices

		P4.1	P4.2	P4.3	P4.4
Anti-image Covariance	P4.1	,652	-,124	-,126	-,210
	P4.2	-,124	,728	-,200	-,057
	P4.3	-,126	-,200	,594	-,207
	P4.4	-,210	-,057	-,207	,615
Anti-image Correlation	P4.1	,782[a]	-,181	-,202	-,332
	P4.2	-,181	,799[a]	-,305	-,085
	P4.3	-,202	-,305	,749[a]	-,343
	P4.4	-,332	-,085	-,343	,749[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
P4.1	1,000	,603
P4.2	1,000	,507
P4.3	1,000	,663
P4.4	1,000	,628

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,400	60,011	60,011	2,400	60,011	60,011
2	,656	16,409	76,420			
3	,516	12,890	89,310			
4	,428	10,690	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
P4.1	,776
P4.2	,712
P4.3	,814
P4.4	,793

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

Reproduced Correlations

		P4.1	P4.2	P4.3	P4.4
Reproduced Correlation	P4.1	,603[a]	,553	,632	,615
	P4.2	,553	,507[a]	,580	,564
	P4.3	,632	,580	,663[a]	,645
	P4.4	,615	,564	,645	,628[a]
Residual[b]	P4.1		-,152	-,154	-,095
	P4.2	-,152		-,101	-,190
	P4.3	-,154	-,101		-,105
	P4.4	-,095	-,190	-,105	

Extraction Method: Principal Component Analysis.
a. Reproduced communalities
b. Residuals are computed between observed and reproduced correlations. There are 6 (100,0%) nonredundant residuals with absolute values greater than 0.05.

LAMPIRAN 23 : FACTOR ANALYSIS PELAYANAN (EMPATHY)

Correlation Matrix[a]

		P5.1	P5.2	P5.3	P5.5
Correlation	P5.1	1,000	,279	,292	,200
	P5.2	,279	1,000	,335	,330
	P5.3	,292	,335	1,000	,342
	P5.5	,200	,330	,342	1,000
Sig. (1-tailed)	P5.1		,000	,000	,006
	P5.2	,000		,000	,000
	P5.3	,000	,000		,000
	P5.5	,006	,000	,000	

a. Determinant = ,644

Inverse of Correlation Matrix

	P5.1	P5.2	P5.3	P5.5
P5.1	1,144	-,215	-,236	-,078
P5.2	-,215	1,237	-,257	-,277
P5.3	-,236	-,257	1,257	-,298
P5.5	-,078	-,277	-,298	1,209

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,704
Bartlett's Test of Sphericity	Approx. Chi-Square	68,909
	df	6
	Sig.	,000

Anti-image Matrices

		P5.1	P5.2	P5.3	P5.5
Anti-image Covariance	P5.1	,874	-,152	-,164	-,056
	P5.2	-,152	,808	-,165	-,185
	P5.3	-,164	-,165	,795	-,196
	P5.5	-,056	-,185	-,196	,827
Anti-image Correlation	P5.1	,729[a]	-,180	-,197	-,066
	P5.2	-,180	,703[a]	-,206	-,226
	P5.3	-,197	-,206	,693[a]	-,242
	P5.5	-,066	-,226	-,242	,700[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
P5.1	1,000	,379
P5.2	1,000	,515
P5.3	1,000	,535
P5.5	1,000	,465

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,894	47,357	47,357	1,894	47,357	47,357
2	,805	20,137	67,494			
3	,667	16,686	84,180			
4	,633	15,820	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
P5.1	,616
P5.2	,718
P5.3	,731
P5.5	,682

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		P5.1	P5.2	P5.3	P5.5
Reproduced Correlation	P5.1	,379[a]	,442	,450	,420
	P5.2	,442	,515[a]	,525	,490
	P5.3	,450	,525	,535[a]	,499
	P5.5	,420	,490	,499	,465[a]
Residual[b]	P5.1		-,163	-,158	-,220
	P5.2	-,163		-,190	-,160
	P5.3	-,158	-,190		-,157
	P5.5	-,220	-,160	-,157	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 6 (100,0%) nonredundant residuals with absolute values greater than 0.05.

LAMPIRAN 24 : FACTOR ANALYSIS CITRA MEREK

Correlation Matrix[a]

		CM1	CM2	CM3	CM5	CM7	CM8
Correlation	CM1	1,000	,530	,454	,462	,190	,604
	CM2	,530	1,000	,545	,505	,325	,618
	CM3	,454	,545	1,000	,641	,254	,508
	CM5	,462	,505	,641	1,000	,312	,452
	CM7	,190	,325	,254	,312	1,000	,365
	CM8	,604	,618	,508	,452	,365	1,000
Sig. (1-tailed)	CM1		,000	,000	,000	,008	,000
	CM2	,000		,000	,000	,000	,000
	CM3	,000	,000		,000	,001	,000
	CM5	,000	,000	,000		,000	,000
	CM7	,008	,000	,001	,000		,000
	CM8	,000	,000	,000	,000	,000	

a. Determinant = ,104

Inverse of Correlation Matrix

	CM1	CM2	CM3	CM5	CM7	CM8
CM1	1,777	-,328	-,091	-,312	,160	-,741
CM2	-,328	1,964	-,395	-,244	-,164	-,644
CM3	-,091	-,395	1,985	-,900	,038	-,317
CM5	-,312	-,244	-,900	1,909	-,236	,020
CM7	,160	-,164	,038	-,236	1,215	-,351
CM8	-,741	-,644	-,317	,020	-,351	2,126

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,826
Bartlett's Test of Sphericity	Approx. Chi-Square	350,501
	df	15
	Sig.	,000

Anti-image Matrices

		CM1	CM2	CM3	CM5	CM7	CM8
Anti-image Covariance	CM1	,563	-,094	-,026	-,092	,074	-,196
	CM2	-,094	,509	-,101	-,065	-,069	-,154
	CM3	-,026	-,101	,504	-,237	,016	-,075
	CM5	-,092	-,065	-,237	,524	-,102	,005
	CM7	,074	-,069	,016	-,102	,823	-,136
	CM8	-,196	-,154	-,075	,005	-,136	,470
Anti-image Correlation	CM1	,834[a]	-,176	-,048	-,169	,109	-,382
	CM2	-,176	,870[a]	-,200	-,126	-,106	-,315
	CM3	-,048	-,200	,815[a]	-,462	,024	-,154
	CM5	-,169	-,126	-,462	,807[a]	-,155	,010
	CM7	,109	-,106	,024	-,155	,821[a]	-,218
	CM8	-,382	-,315	-,154	,010	-,218	,809[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction

CM1	1,000	,555
CM2	1,000	,655
CM3	1,000	,612
CM5	1,000	,589
CM7	1,000	,243
CM8	1,000	,657

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,311	55,188	55,188	3,311	55,188	55,188
2	,851	14,188	69,376			
3	,696	11,603	80,979			
4	,455	7,587	88,566			
5	,370	6,164	94,730			
6	,316	5,270	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
CM1	,745
CM2	,809
CM3	,782
CM5	,768
CM7	,493
CM8	,811

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		CM1	CM2	CM3	CM5	CM7	CM8
Reproduced Correlation	CM1	,555[a]	,603	,583	,572	,367	,604
	CM2	,603	,655[a]	,633	,621	,399	,656
	CM3	,583	,633	,612[a]	,601	,385	,634
	CM5	,572	,621	,601	,589[a]	,378	,623
	CM7	,367	,399	,385	,378	,243[a]	,399
	CM8	,604	,656	,634	,623	,399	,657[a]
Residual[b]	CM1		-,073	-,129	-,110	-,177	-4,349E-5
	CM2	-,073		-,088	-,116	-,074	-,038
	CM3	-,129	-,088		,041	-,131	-,126
	CM5	-,110	-,116	,041		-,066	-,171
	CM7	-,177	-,074	-,131	-,066		-,035
	CM8	-4,349E-5	-,038	-,126	-,171	-,035	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 11 (73,0%) nonredundant residuals with absolute values greater than 0.05.

LAMPIRAN 25 : FACTOR ANALYSIS REPURCHASE INTENTION

Correlation Matrix[a]

		RI1	RI2	RI3
Correlation	RI1	1,000	,618	,361
	RI2	,618	1,000	,611
	RI3	,361	,611	1,000
Sig. (1-tailed)	RI1		,000	,000
	RI2	,000		,000
	RI3	,000	,000	

a. Determinant = ,387

Inverse of Correlation Matrix

	RI1	RI2	RI3
RI1	1,618	-1,025	,043
RI2	-1,025	2,247	-1,003
RI3	,043	-1,003	1,598

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,608
Bartlett's Test of Sphericity	Approx. Chi-Square	149,126
	df	3
	Sig.	,000

Anti-image Matrices

		RI1	RI2	RI3
Anti-image Covariance	RI1	,618	-,282	,017
	RI2	-,282	,445	-,280
	RI3	,017	-,280	,626
Anti-image Correlation	RI1	,638[a]	-,538	,027
	RI2	-,538	,570[a]	-,530
	RI3	,027	-,530	,642[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
RI1	1,000	,625
RI2	1,000	,824
RI3	1,000	,619

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,068	68,927	68,927	2,068	68,927	68,927
2	,639	21,310	90,237			
3	,293	9,763	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
RI1	,791
RI2	,908
RI3	,787

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

Reproduced Correlations

		RI1	RI2	RI3
Reproduced Correlation	RI1	,625[a]	,718	,622
	RI2	,718	,824[a]	,714
	RI3	,622	,714	,619[a]
Residual[b]	RI1		-,100	-,261
	RI2	-,100		-,103
	RI3	-,261	-,103	

Extraction Method: Principal Component Analysis.
a. Reproduced communalities
b. Residuals are computed between observed and reproduced correlations. There are 3 (100,0%) nonredundant residuals with absolute values greater than 0.05.

LAMPIRAN 26 : FACTOR ANALYSIS KEPUASAN PELANGGAN

Correlation Matrix[a]

		KPL1	KPL2	KPL3
Correlation	KPL1	1,000	,698	,733
	KPL2	,698	1,000	,754
	KPL3	,733	,754	1,000
Sig. (1-tailed)	KPL1		,000	,000
	KPL2	,000		,000
	KPL3	,000	,000	

a. Determinant = ,179

Inverse of Correlation Matrix

	KPL1	KPL2	KPL3
KPL1	2,415	-,816	-1,154
KPL2	-,816	2,593	-1,358
KPL3	-1,154	-1,358	2,869

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,745
Bartlett's Test of Sphericity	Approx. Chi-Square	270,689
	df	3
	Sig.	,000

Anti-image Matrices

		KPL1	KPL2	KPL3
Anti-image Covariance	KPL1	,414	-,130	-,167
	KPL2	-,130	,386	-,182
	KPL3	-,167	-,182	,349
Anti-image Correlation	KPL1	,774[a]	-,326	-,438
	KPL2	-,326	,749[a]	-,498
	KPL3	-,438	-,498	,715[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KPL1	1,000	,800
KPL2	1,000	,816
KPL3	1,000	,841

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,457	81,891	81,891	2,457	81,891	81,891
2	,304	10,141	92,033			
3	,239	7,967	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
KPL1	,894
KPL2	,903
KPL3	,917

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

Reproduced Correlations

		KPL1	KPL2	KPL3
Reproduced Correlation	KPL1	,800[a]	,808	,820
	KPL2	,808	,816[a]	,829
	KPL3	,820	,829	,841[a]
Residual[b]	KPL1		-,110	-,088
	KPL2	-,110		-,074
	KPL3	-,088	-,074	

Extraction Method: Principal Component Analysis.
a. Reproduced communalities
b. Residuals are computed between observed and reproduced correlations. There are 3 (100,0%) nonredundant residuals with absolute values greater than 0.05.

LAMPIRAN 27 : RELIABILITAS PELAYANAN (TANGIBLES)

Case Processing Summary

		N	%
Cases	Valid	160	100,0
	Excluded[a]	0	,0
	Total	160	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,775	,777	4

Inter-Item Correlation Matrix

	P1.1	P1.2	P1.3	P1.4
P1.1	1,000	,446	,405	,340
P1.2	,446	1,000	,516	,554
P1.3	,405	,516	1,000	,528
P1.4	,340	,554	,528	1,000

Inter-Item Covariance Matrix

	P1.1	P1.2	P1.3	P1.4
P1.1	,674	,295	,252	,217
P1.2	,295	,648	,315	,346
P1.3	,252	,315	,575	,311
P1.4	,217	,346	,311	,603

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4,009	3,894	4,125	,231	1,059	,009	4
Item Variances	,625	,575	,674	,099	1,172	,002	4
Inter-Item Covariances	,289	,217	,346	,130	1,598	,002	4
Inter-Item Correlations	,465	,340	,554	,214	1,631	,006	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16,04	5,973	2,444	4

LAMPIRAN 28 : RELIABILITAS PELAYANAN (RELIABILITY)

Case Processing Summary

		N	%
Cases	Valid	159	99,4
	Excluded[a]	1	,6
	Total	160	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,845	,845	4

Inter-Item Correlation Matrix

	P2.1	P2.2	P2.3	P2.4
P2.1	1,000	,466	,471	,604
P2.2	,466	1,000	,650	,638
P2.3	,471	,650	1,000	,634
P2.4	,604	,638	,634	1,000

Inter-Item Covariance Matrix

	P2.1	P2.2	P2.3	P2.4
P2.1	,737	,395	,358	,470
P2.2	,395	,976	,568	,572
P2.3	,358	,568	,782	,509
P2.4	,470	,572	,509	,822

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3,882	3,717	3,950	,233	1,063	,012	4
Item Variances	,830	,737	,976	,239	1,324	,011	4
Inter-Item Covariances	,479	,358	,572	,214	1,597	,007	4
Inter-Item Correlations	,577	,466	,650	,184	1,395	,007	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15,53	9,061	3,010	4

LAMPIRAN 29 : RELIABILITAS PELAYANAN (RESPONSIVENESS)

Case Processing Summary

		N	%
Cases	Valid	160	100,0
	Excluded[a]	0	,0
	Total	160	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,640	,637	4

Inter-Item Correlation Matrix

	P3.1	P3.2	P3.3	P3.4
P3.1	1,000	,226	,287	,210
P3.2	,226	1,000	,329	,275
P3.3	,287	,329	1,000	,505
P3.4	,210	,275	,505	1,000

Inter-Item Covariance Matrix

	P3.1	P3.2	P3.3	P3.4
P3.1	,231	,052	,069	,051
P3.2	,052	,233	,080	,067
P3.3	,069	,080	,254	,129
P3.4	,051	,067	,129	,258

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4,372	4,350	4,419	,069	1,016	,001	4
Item Variances	,244	,231	,258	,027	1,116	,000	4
Inter-Item Covariances	,075	,051	,129	,078	2,527	,001	4
Inter-Item Correlations	,305	,210	,505	,295	2,409	,010	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17,49	1,874	1,369	4

LAMPIRAN 30 : RELIABILITAS PELAYANAN (ASSURANCE)

Case Processing Summary

		N	%
Cases	Valid	160	100,0
	Excluded[a]	0	,0
	Total	160	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,775	,777	4

Inter-Item Correlation Matrix

	P4.1	P4.2	P4.3	P4.4
P4.1	1,000	,400	,478	,521
P4.2	,400	1,000	,479	,374
P4.3	,478	,479	1,000	,540
P4.4	,521	,374	,540	1,000

Inter-Item Covariance Matrix

	P4.1	P4.2	P4.3	P4.4
P4.1	,586	,193	,234	,278
P4.2	,193	,396	,193	,165
P4.3	,234	,193	,410	,242
P4.4	,278	,165	,242	,489

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4,006	3,856	4,138	,281	1,073	,019	4
Item Variances	,470	,396	,586	,189	1,478	,008	4
Inter-Item Covariances	,217	,165	,278	,114	1,692	,002	4
Inter-Item Correlations	,465	,374	,540	,166	1,444	,004	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16,03	4,490	2,119	4

LAMPIRAN 31 : RELIABILITAS PELAYANAN (EMPATHY)

Case Processing Summary

		N	%
Cases	Valid	160	100,0
	Excluded[a]	0	,0
	Total	160	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,626	,628	4

Inter-Item Correlation Matrix

	P5.1	P5.2	P5.3	P5.5
P5.1	1,000	,279	,292	,200
P5.2	,279	1,000	,335	,330
P5.3	,292	,335	1,000	,342
P5.5	,200	,330	,342	1,000

Inter-Item Covariance Matrix

	P5.1	P5.2	P5.3	P5.5
P5.1	,299	,076	,084	,057
P5.2	,076	,250	,088	,086
P5.3	,084	,088	,277	,095
P5.5	,057	,086	,095	,275

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4,370	4,344	4,381	,037	1,009	,000	4
Item Variances	,275	,250	,299	,049	1,195	,000	4
Inter-Item Covariances	,081	,057	,095	,037	1,647	,000	4
Inter-Item Correlations	,296	,200	,342	,142	1,710	,003	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17,48	2,075	1,441	4

LAMPIRAN 32 : RELIABILITAS CITRA MEREK

Case Processing Summary

		N	%
Cases	Valid	159	99,4
	Excluded[a]	1	,6
	Total	160	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,829	,831	6

Inter-Item Correlation Matrix

	CM1	CM2	CM3	CM5	CM7	CM8
CM1	1,000	,530	,454	,462	,190	,604
CM2	,530	1,000	,545	,505	,325	,618
CM3	,454	,545	1,000	,641	,254	,508
CM5	,462	,505	,641	1,000	,312	,452
CM7	,190	,325	,254	,312	1,000	,365
CM8	,604	,618	,508	,452	,365	1,000

Inter-Item Covariance Matrix

	CM1	CM2	CM3	CM5	CM7	CM8
CM1	,947	,410	,360	,415	,154	,468
CM2	,410	,633	,353	,370	,216	,392
CM3	,360	,353	,665	,482	,173	,330
CM5	,415	,370	,482	,851	,240	,332
CM7	,154	,216	,173	,240	,696	,242
CM8	,468	,392	,330	,332	,242	,634

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3,923	3,767	4,025	,258	1,068	,008	6
Item Variances	,738	,633	,947	,314	1,496	,017	6
Inter-Item Covariances	,329	,154	,482	,328	3,126	,010	6
Inter-Item Correlations	,451	,190	,641	,451	3,373	,018	6

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
23,54	14,301	3,782	6

LAMPIRAN 33 : RELIABILITAS REPURCHASE INTENTION

Case Processing Summary

		N	%
Cases	Valid	160	100,0
	Excluded[a]	0	,0
	Total	160	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,756	,772	3

Inter-Item Correlation Matrix

	RI1	RI2	RI3
RI1	1,000	,618	,361
RI2	,618	1,000	,611
RI3	,361	,611	1,000

Inter-Item Covariance Matrix

	RI1	RI2	RI3
RI1	,526	,412	,292
RI2	,412	,846	,627
RI3	,292	,627	1,245

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3,790	3,506	4,094	,587	1,168	,087	3
Item Variances	,872	,526	1,245	,719	2,369	,130	3
Inter-Item Covariances	,444	,292	,627	,335	2,149	,023	3
Inter-Item Correlations	,530	,361	,618	,257	1,712	,017	3

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11,37	5,278	2,297	3

LAMPIRAN 34 : RELIABILITAS KEPUASAN PELANGGAN

Case Processing Summary

		N	%
Cases	Valid	160	100,0
	Excluded[a]	0	,0
	Total	160	100,0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,889	,889	3

Inter-Item Correlation Matrix

	KPL1	KPL2	KPL3
KPL1	1,000	,698	,733
KPL2	,698	1,000	,754
KPL3	,733	,754	1,000

Inter-Item Covariance Matrix

	KPL1	KPL2	KPL3
KPL1	,626	,412	,437
KPL2	,412	,555	,424
KPL3	,437	,424	,569

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3,942	3,931	3,950	,019	1,005	,000	3
Item Variances	,584	,555	,626	,071	1,129	,001	3
Inter-Item Covariances	,424	,412	,437	,026	1,063	,000	3
Inter-Item Correlations	,728	,698	,754	,056	1,080	,001	3

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11,83	4,296	2,073	3

LAMPIRAN 35 : HASIL UJI ANOVA (ONE WAY) - JENIS KELAMIN

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
TANGIBLES	7,796	1	158	,006
RELIABILITY	5,498	1	158	,020
RESPONSIVENESS	1,006	1	158	,317
ASSURANCE	,337	1	158	,562
EMPHATY	,663	1	158	,417
CMR	1,271	1	158	,261
RPI	1,767	1	158	,186
KPL	,027	1	158	,869

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
TANGIBLES	Between Groups	3,909	1	3,909	3,983	,048
	Within Groups	155,091	158	,982		
	Total	159,000	159			
RELIABILITY	Between Groups	,213	1	,213	,212	,646
	Within Groups	158,787	158	1,005		
	Total	159,000	159			
RESPONSIVENESS	Between Groups	1,252	1	1,252	1,255	,264
	Within Groups	157,748	158	,998		
	Total	159,000	159			
ASSURANCE	Between Groups	3,091	1	3,091	3,132	,079
	Within Groups	155,909	158	,987		
	Total	159,000	159			
EMPHATY	Between Groups	1,201	1	1,201	1,203	,274
	Within Groups	157,799	158	,999		
	Total	159,000	159			
CMR	Between Groups	,538	1	,538	,536	,465
	Within Groups	158,462	158	1,003		
	Total	159,000	159			
RPI	Between Groups	,000	1	,000	,000	,987
	Within Groups	159,000	158	1,006		
	Total	159,000	159			
KPL	Between Groups	,586	1	,586	,585	,446
	Within Groups	158,414	158	1,003		
	Total	159,000	159			

LAMPIRAN 36 : HASIL UJI ANOVA (ONE WAY) - USIA

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
TANGIBLES	3,998	2	157	,020
RELIABILITY	,714	2	157	,491
RESPONSIVENESS	1,122	2	157	,328
ASSURANCE	,390	2	157	,678
EMPHATY	1,202	2	157	,303
CMR	1,678	2	157	,190
RPI	,315	2	157	,730
KPL	1,668	2	157	,192

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
TANGIBLES	Between Groups	,122	2	,061	,060	,942
	Within Groups	158,878	157	1,012		
	Total	159,000	159			
RELIABILITY	Between Groups	,101	2	,050	,050	,951
	Within Groups	158,899	157	1,012		
	Total	159,000	159			
RESPONSIVENESS	Between Groups	2,001	2	1,000	1,000	,370
	Within Groups	156,999	157	1,000		
	Total	159,000	159			
ASSURANCE	Between Groups	,022	2	,011	,011	,989
	Within Groups	158,978	157	1,013		
	Total	159,000	159			
EMPHATY	Between Groups	,135	2	,067	,067	,936
	Within Groups	158,865	157	1,012		
	Total	159,000	159			
CMR	Between Groups	,551	2	,275	,273	,762
	Within Groups	158,449	157	1,009		
	Total	159,000	159			
RPI	Between Groups	3,281	2	1,641	1,654	,195
	Within Groups	155,719	157	,992		
	Total	159,000	159			
KPL	Between Groups	,021	2	,010	,010	,990
	Within Groups	158,979	157	1,013		
	Total	159,000	159			

LAMPIRAN 37 : HASIL UJI ANOVA (ONE WAY) – PENDIDIKAN

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
TANGIBLES	,428	2	157	,653
RELIABILITY	,602	2	157	,549
RESPONSIVENESS	,171	2	157	,843
ASSURANCE	1,056	2	157	,350
EMPHATY	,907	2	157	,406
CMR	,028	2	157	,973
RPI	,313	2	157	,732
KPL	,520	2	157	,595

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
TANGIBLES	Between Groups	,551	2	,275	,273	,761
	Within Groups	158,449	157	1,009		
	Total	159,000	159			
RELIABILITY	Between Groups	3,536	2	1,768	1,785	,171
	Within Groups	155,464	157	,990		
	Total	159,000	159			
RESPONSIVENESS	Between Groups	,316	2	,158	,157	,855
	Within Groups	158,684	157	1,011		
	Total	159,000	159			
ASSURANCE	Between Groups	,194	2	,097	,096	,909
	Within Groups	158,806	157	1,012		
	Total	159,000	159			
EMPHATY	Between Groups	1,632	2	,816	,814	,445
	Within Groups	157,368	157	1,002		
	Total	159,000	159			
CMR	Between Groups	2,546	2	1,273	1,278	,282
	Within Groups	156,454	157	,997		
	Total	159,000	159			
RPI	Between Groups	3,871	2	1,935	1,959	,144
	Within Groups	155,129	157	,988		
	Total	159,000	159			
KPL	Between Groups	1,301	2	,650	,648	,525
	Within Groups	157,699	157	1,004		
	Total	159,000	159			

LAMPIRAN 38 : HASIL UJI ANOVA (ONE WAY) – PEKERJAAN

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
TANGIBLES	1,215	3	156	,306
RELIABILITY	,844	3	156	,472
RESPONSIVENESS	1,356	3	156	,258
ASSURANCE	,939	3	156	,423
EMPHATY	3,403	3	156	,019
CMR	,548	3	156	,650
RPI	,593	3	156	,621
KPL	,607	3	156	,611

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
TANGIBLES	Between Groups	2,368	3	,789	,786	,503
	Within Groups	156,632	156	1,004		
	Total	159,000	159			
RELIABILITY	Between Groups	4,322	3	1,441	1,453	,230
	Within Groups	154,678	156	,992		
	Total	159,000	159			
RESPONSIVENESS	Between Groups	1,789	3	,596	,592	,621
	Within Groups	157,211	156	1,008		
	Total	159,000	159			
ASSURANCE	Between Groups	4,454	3	1,485	1,499	,217
	Within Groups	154,546	156	,991		
	Total	159,000	159			
EMPHATY	Between Groups	1,002	3	,334	,330	,804
	Within Groups	157,998	156	1,013		
	Total	159,000	159			
CMR	Between Groups	3,393	3	1,131	1,134	,337
	Within Groups	155,607	156	,997		
	Total	159,000	159			
RPI	Between Groups	2,789	3	,930	,928	,429
	Within Groups	156,211	156	1,001		
	Total	159,000	159			
KPL	Between Groups	,171	3	,057	,056	,983
	Within Groups	158,829	156	1,018		
	Total	159,000	159			

LAMPIRAN 39 : HASIL UJI ANOVA (ONE WAY) – PENGELUARAN

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
TANGIBLES	,933	5	154	,461
RELIABILITY	,099	5	154	,992
RESPONSIVENESS	1,160	5	154	,331
ASSURANCE	1,024	5	154	,406
EMPHATY	1,732	5	154	,130
CMR	,579	5	154	,716
RPI	,406	5	154	,844
KPL	,546	5	154	,742

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
TANGIBLES	Between Groups	2,336	5	,467	,459	,806
	Within Groups	156,664	154	1,017		
	Total	159,000	159			
RELIABILITY	Between Groups	3,754	5	,751	,745	,591
	Within Groups	155,246	154	1,008		
	Total	159,000	159			
RESPONSIVENESS	Between Groups	2,424	5	,485	,477	,793
	Within Groups	156,576	154	1,017		
	Total	159,000	159			
ASSURANCE	Between Groups	4,922	5	,984	,984	,430
	Within Groups	154,078	154	1,001		
	Total	159,000	159			
EMPHATY	Between Groups	5,248	5	1,050	1,051	,390
	Within Groups	153,752	154	,998		
	Total	159,000	159			
CMR	Between Groups	3,296	5	,659	,652	,660
	Within Groups	155,704	154	1,011		
	Total	159,000	159			
RPI	Between Groups	1,535	5	,307	,300	,912
	Within Groups	157,465	154	1,022		
	Total	159,000	159			
KPL	Between Groups	4,963	5	,993	,992	,424
	Within Groups	154,037	154	1,000		
	Total	159,000	159			

LAMPIRAN 40 : HASIL UJI ANOVA (ONE WAY) – INFORMASI

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
TANGIBLES	2,956	4	155	,022
RELIABILITY	2,023	4	155	,094
RESPONSIVENESS	3,700	4	155	,007
ASSURANCE	,366	4	155	,833
EMPHATY	,870	4	155	,484
CMR	1,414	4	155	,232
RPI	3,767	4	155	,006
KPL	5,119	4	155	,001

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
TANGIBLES	Between Groups	5,900	4	1,475	1,493	,207
	Within Groups	153,100	155	,988		
	Total	159,000	159			
RELIABILITY	Between Groups	6,939	4	1,735	1,768	,138
	Within Groups	152,061	155	,981		
	Total	159,000	159			
RESPONSIVENESS	Between Groups	4,019	4	1,005	1,005	,407
	Within Groups	154,981	155	1,000		
	Total	159,000	159			
ASSURANCE	Between Groups	6,783	4	1,696	1,727	,147
	Within Groups	152,217	155	,982		
	Total	159,000	159			
EMPHATY	Between Groups	2,986	4	,746	,742	,565
	Within Groups	156,014	155	1,007		
	Total	159,000	159			
CMR	Between Groups	6,538	4	1,634	1,662	,162
	Within Groups	152,462	155	,984		
	Total	159,000	159			
RPI	Between Groups	8,683	4	2,171	2,238	,067
	Within Groups	150,317	155	,970		
	Total	159,000	159			
KPL	Between Groups	9,481	4	2,370	2,457	,048
	Within Groups	149,519	155	,965		
	Total	159,000	159			

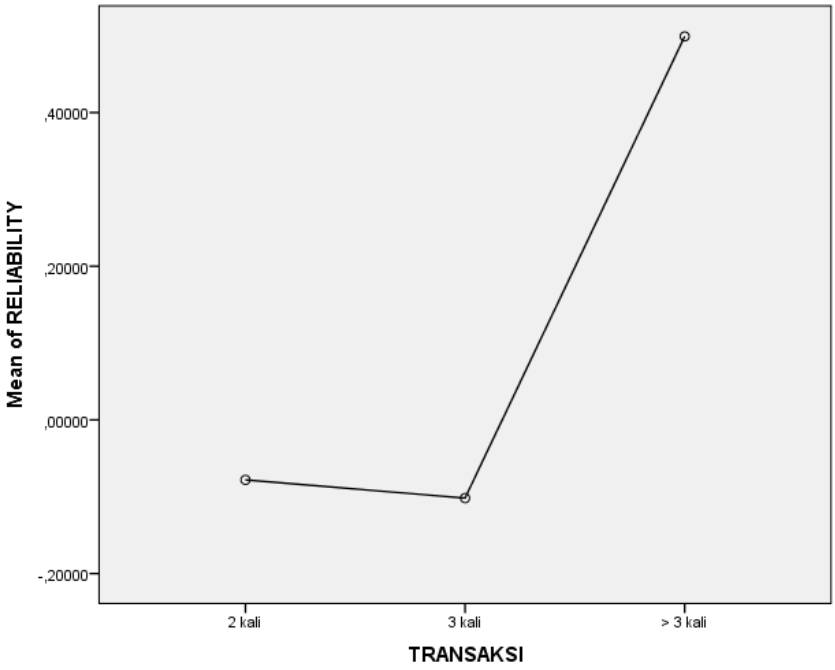
LAMPIRAN 41 : HASIL UJI ANOVA (ONE WAY) – TRANSAKSI

Test of Homogeneity of Variances

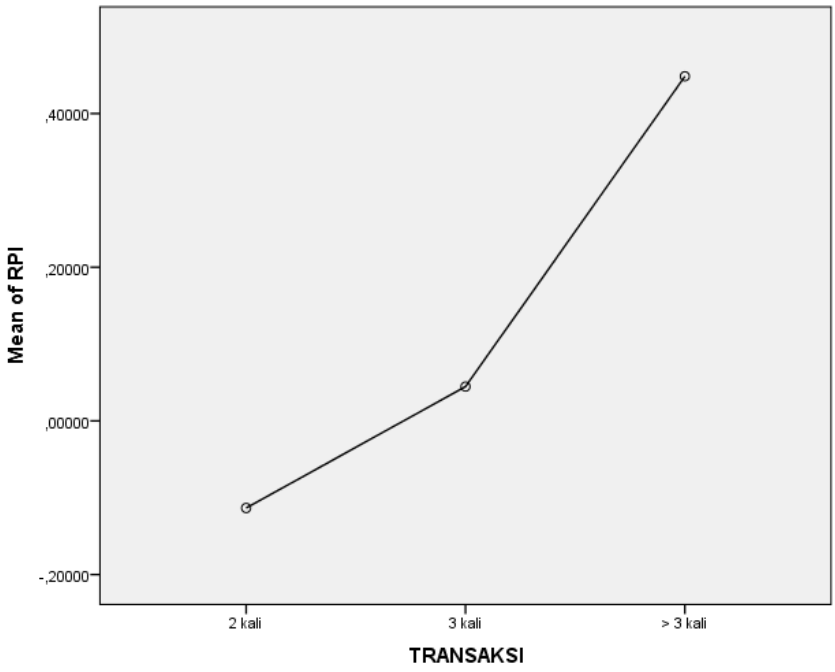
	Levene Statistic	df1	df2	Sig.
TANGIBLES	,230	2	157	,795
RELIABILITY	,226	2	157	,798
RESPONSIVENESS	3,836	2	157	,024
ASSURANCE	1,523	2	157	,221
EMPHATY	,973	2	157	,380
CMR	,172	2	157	,843
RPI	,346	2	157	,708
KPL	,114	2	157	,892

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
TANGIBLES	Between Groups	5,215	2	2,607	2,662	,073
	Within Groups	153,785	157	,980		
	Total	159,000	159			
RELIABILITY	Between Groups	6,707	2	3,353	3,457	,034
	Within Groups	152,293	157	,970		
	Total	159,000	159			
RESPONSIVENESS	Between Groups	4,313	2	2,156	2,189	,115
	Within Groups	154,687	157	,985		
	Total	159,000	159			
ASSURANCE	Between Groups	3,455	2	1,727	1,744	,178
	Within Groups	155,545	157	,991		
	Total	159,000	159			
EMPHATY	Between Groups	,307	2	,154	,152	,859
	Within Groups	158,693	157	1,011		
	Total	159,000	159			
CMR	Between Groups	2,856	2	1,428	1,436	,241
	Within Groups	156,144	157	,995		
	Total	159,000	159			
RPI	Between Groups	6,028	2	3,014	3,094	,048
	Within Groups	152,972	157	,974		
	Total	159,000	159			
KPL	Between Groups	4,118	2	2,059	2,087	,127
	Within Groups	154,882	157	,987		
	Total	159,000	159			



Means Plot* antara Transaksi dan *Reliability



Means Plot* antara Transaksi dan *Repurchase Intention

LAMPIRAN 42 : OUTPUT UJI SEM LISREL 8.51

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\ACER\Desktop\LISREL UPDATE\skripsi.pr2:

raw data from file DATA.psf
latent variables: PEL CMR RPI KEPL
relationship:
P1.1 = PEL
P1.2 = PEL
P1.3 = PEL
P1.4 = PEL
P2.1 = PEL
P2.2 = PEL
P2.3 = PEL
P2.4 = PEL
!P3.1 = PEL
!P3.2 = PEL
!P3.3 = PEL
!P3.4 = PEL
P4.1 = PEL
!P4.2 = PEL
P4.3 = PEL
P4.4 = PEL
!P5.1 = PEL
!P5.2 = PEL
!P5.3 = PEL
!P5.5 = PEL
CM1 = CMR
CM2 = CMR
CM3 = CMR
CM5 = CMR
!CM7 = CMR
CM8 = CMR
RI1 = RPI
RI2 = RPI
RI3 = RPI

KPL1 = KEPL
KPL2 = KEPL
KPL3 = KEPL

KEPL = PEL CMR
RPI = KEPL CMR PEL

set error covariance of P1.3 and P1.1 free
set error covariance of P1.4 and P1.2 free
set error covariance of P4.4 and P4.3 free
set error covariance of CM1 and KPL3 free
set error covariance of CM5 and P4.4 free
set error covariance of P2.4 and P2.1 free

admissibility check off
path diagram
end of problem

Sample Size = 160

Covariance Matrix

	RI1	RI2	RI3	KPL1	KPL2	KPL3
RI1	0.44					
RI2	0.28	0.64				
RI3	0.27	0.50	1.09			
KPL1	0.22	0.27	0.40	0.58		
KPL2	0.20	0.32	0.38	0.29	0.49	
KPL3	0.19	0.28	0.38	0.31	0.32	0.50
P1.1	0.13	0.21	0.18	0.10	0.13	0.18
P1.2	0.11	0.20	0.29	0.20	0.26	0.24
P1.3	0.12	0.15	0.24	0.17	0.17	0.21
P1.4	0.14	0.15	0.25	0.15	0.25	0.23
P2.1	0.16	0.30	0.30	0.16	0.25	0.22
P2.2	0.17	0.34	0.45	0.31	0.33	0.32
P2.3	0.18	0.23	0.30	0.23	0.21	0.23
P2.4	0.21	0.32	0.29	0.22	0.23	0.25
P4.1	0.19	0.22	0.32	0.24	0.24	0.24
P4.3	0.12	0.15	0.19	0.20	0.19	0.22
P4.4	0.16	0.22	0.30	0.21	0.19	0.21
CM1	0.20	0.29	0.38	0.24	0.21	0.16
CM2	0.21	0.27	0.32	0.23	0.25	0.26
CM3	0.21	0.32	0.41	0.32	0.29	0.27
CM5	0.19	0.30	0.42	0.23	0.28	0.32
CM8	0.23	0.32	0.42	0.30	0.29	0.29

Covariance Matrix

	P1.1	P1.2	P1.3	P1.4	P2.1	P2.2
P1.1	0.53					
P1.2	0.23	0.57				
P1.3	0.24	0.22	0.44			
P1.4	0.17	0.31	0.21	0.58		
P2.1	0.16	0.25	0.19	0.28	0.68	
P2.2	0.24	0.31	0.27	0.29	0.36	0.75
P2.3	0.17	0.17	0.20	0.24	0.29	0.39
P2.4	0.22	0.26	0.25	0.30	0.38	0.40
P4.1	0.22	0.21	0.20	0.20	0.25	0.29
P4.3	0.12	0.13	0.17	0.15	0.18	0.23
P4.4	0.14	0.10	0.15	0.11	0.24	0.26
CM1	0.07	0.12	0.11	0.13	0.21	0.26
CM2	0.14	0.19	0.13	0.20	0.22	0.27
CM3	0.11	0.22	0.20	0.22	0.27	0.29
CM5	0.18	0.22	0.19	0.23	0.22	0.30
CM8	0.12	0.19	0.16	0.22	0.17	0.30

Covariance Matrix

	P2.3	P2.4	P4.1	P4.3	P4.4	CM1
P2.3	0.56					
P2.4	0.29	0.62				
P4.1	0.27	0.25	0.50			
P4.3	0.17	0.17	0.18	0.34		
P4.4	0.19	0.22	0.21	0.21	0.47	
CM1	0.23	0.20	0.25	0.16	0.22	0.80
CM2	0.24	0.28	0.22	0.16	0.21	0.32
CM3	0.30	0.27	0.27	0.22	0.21	0.29
CM5	0.22	0.28	0.27	0.17	0.12	0.25
CM8	0.19	0.22	0.25	0.16	0.19	0.31

Covariance Matrix

	CM2	CM3	CM5	CM8
CM2	0.57			
CM3	0.26	0.57		
CM5	0.32	0.31	0.69	
CM8	0.34	0.26	0.26	0.52

Number of Iterations = 23

LISREL Estimates (Maximum Likelihood)

Measurement Equations

RI1 = 0.41*RPI, Errorvar.= 0.27 , R^2 = 0.39
(0.033)
8.03

RI2 = 0.62*RPI, Errorvar.= 0.25 , R^2 = 0.61
(0.081) (0.038)
7.70 6.60

RI3 = 0.78*RPI, Errorvar.= 0.48 , R^2 = 0.56
(0.10) (0.068)
7.48 7.07

KPL1 = 0.53*KEPL, Errorvar.= 0.29 , R^2 = 0.49
(0.037)
7.91

KPL2 = 0.55*KEPL, Errorvar.= 0.19 , R^2 = 0.62
(0.060) (0.026)
9.18 7.16

KPL3 = 0.56*KEPL, Errorvar.= 0.19 , R^2 = 0.63
(0.061) (0.027)
9.21 6.97

P1.1 = 0.36*PEL, Errorvar.= 0.40 , R^2 = 0.25
(0.057) (0.046)
6.39 8.59

P1.2 = 0.44*PEL, Errorvar.= 0.37 , R^2 = 0.34
(0.057) (0.044)
7.73 8.40

P1.3 = 0.41*PEL, Errorvar.= 0.27 , R^2 = 0.38
(0.049) (0.033)
8.27 8.32

P1.4 = 0.45*PEL, Errorvar.= 0.37 , R^2 = 0.35
(0.057) (0.045)
7.87 8.38

P2.1 = 0.52*PEL, Errorvar.= 0.41 , R^2 = 0.40
(0.062) (0.050)
8.47 8.23

P2.2 = 0.67*PEL, Errorvar.= 0.30 , R^2 = 0.61
(0.060) (0.040)
11.30 7.43

P2.3 = 0.52*PEL, Errorvar.= 0.29 , R^2 = 0.47
(0.054) (0.037)
9.54 8.05

P2.4 = 0.56*PEL, Errorvar.= 0.30 , R^2 = 0.51
(0.056) (0.039)
10.00 7.87

P4.1 = 0.49*PEL, Errorvar.= 0.26 , R^2 = 0.48
(0.051) (0.032)
9.61 8.03

P4.3 = 0.36*PEL, Errorvar.= 0.21 , R^2 = 0.38
(0.043) (0.025)
8.19 8.32

P4.4 = 0.40*PEL, Errorvar.= 0.31 , R^2 = 0.34
(0.051) (0.036)
7.75 8.43

CM1 = 0.51*CMR, Errorvar.= 0.54 , R^2 = 0.33
(0.068) (0.064)
7.58 8.42

CM2 = 0.53*CMR, Errorvar.= 0.29 , R^2 = 0.50
(0.054) (0.036)
9.83 7.98

CM3 = 0.54*CMR, Errorvar.= 0.28 , R^2 = 0.52
(0.054) (0.035)
10.11 7.89

CM5 = 0.56*CMR, Errorvar.= 0.39 , R^2 = 0.44
(0.061) (0.048)
9.15 8.16

CM8 = 0.55*CMR, Errorvar.= 0.21 , R^2 = 0.59
(0.050) (0.028)
11.10 7.49

Error Covariance for P1.3 and P1.1 = 0.094
(0.029)
3.27

Error Covariance for P1.4 and P1.2 = 0.11
(0.033)
3.23

Error Covariance for P2.4 and P2.1 = 0.089
(0.033)
2.72

Error Covariance for P4.4 and P4.3 = 0.063
(0.022)
2.87

Error Covariance for CM1 and KPL3 = -0.10
(0.029)
-3.32

Error Covariance for CM5 and P4.4 = -0.08
(0.029)
-2.94

Structural Equations

RPI = 0.19*KEPL + 0.00097*PEL + 0.74*CMR, Errorvar.= 0.16 , R^2 = 0.84
(0.36) (0.16) (0.33) (0.074)
0.52 0.0059 2.24 2.11

KEPL = 0.29*PEL + 0.69*CMR, Errorvar.= 0.12 , R^2 = 0.88
(0.14) (0.15) (0.059)
2.04 4.53 2.00

Reduced Form Equations

RPI = 0.055*PEL + 0.87*CMR, Errorvar.= 0.16, R^2 = 0.84
(0.16) (0.18)
0.34 4.71

KEPL = 0.29*PEL + 0.69*CMR, Errorvar.= 0.12, R^2 = 0.88
(0.14) (0.15)
2.04 4.53

Correlation Matrix of Independent Variables

	PEL	CMR
PEL	1.00	
CMR	0.83	1.00
	(0.04)	
	20.17	

Covariance Matrix of Latent Variables

	RPI	KEPL	PEL	CMR

RPI	1.00			
KEPL	0.87	1.00		
PEL	0.77	0.86	1.00	
CMR	0.92	0.93	0.83	1.00

Goodness of Fit Statistics

Degrees of Freedom = 197
Minimum Fit Function Chi-Square = 287.80 (P = 0.00)
Normal Theory Weighted Least Squares Chi-Square = 261.01 (P = 0.0015)
Estimated Non-centrality Parameter (NCP) = 64.01
90 Percent Confidence Interval for NCP = (26.07 ; 110.03)

Minimum Fit Function Value = 1.81
Population Discrepancy Function Value (F0) = 0.40
90 Percent Confidence Interval for F0 = (0.16 ; 0.69)
Root Mean Square Error of Approximation (RMSEA) = 0.045
90 Percent Confidence Interval for RMSEA = (0.029 ; 0.059)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.70

Expected Cross-Validation Index (ECVI) = 2.35
90 Percent Confidence Interval for ECVI = (2.11 ; 2.64)
ECVI for Saturated Model = 3.18
ECVI for Independence Model = 12.20
Chi-Square for Independence Model with 231 Degrees of Freedom = 1895.85
Independence AIC = 1939.85
Model AIC = 373.01
Saturated AIC = 506.00
Independence CAIC = 2029.51
Model CAIC = 601.22
Saturated CAIC = 1537.02

Normed Fit Index (NFI) = 0.85
Non-Normed Fit Index (NNFI) = 0.94
Parsimony Normed Fit Index (PNFI) = 0.72
Comparative Fit Index (CFI) = 0.95
Incremental Fit Index (IFI) = 0.95
Relative Fit Index (RFI) = 0.82

Critical N (CN) = 136.96

Root Mean Square Residual (RMR) = 0.029
Standardized RMR = 0.050
Goodness of Fit Index (GFI) = 0.87
Adjusted Goodness of Fit Index (AGFI) = 0.83
Parsimony Goodness of Fit Index (PGFI) = 0.68

Time used: 0.062 Seconds

LEMBAR KUESIONER

Bagian II : TANGGAPAN RESPONDEN

Petunjuk Pengisian :

Para responden yang saya hormati, mohon memberi jawaban dengan beri tanda silang (X) pada pilihan jawaban yang tersedia dibawah ini sesuai dengan kecenderungan jawaban anda.

Keterangan Pilihan Jawaban

1 : Sangat Tidak Setuju
2 : Tidak Setuju
3 : Antara Setuju dan Tidak Setuju
4 : Setuju
5 : Sangat Setuju

No.	PERNYATAAN	JAWABAN				
		1	2	3	4	5
1.	KFC memiliki peralatan masak yang terbaru.					
2.	Interior dining room KFC menarik.					
3.	Pelayan KFC berpenampilan rapi.					
4.	Tampilan dining room KFC sesuai dengan standard restoran *fastfood*.					
5.	Makanan yang disajikan oleh KFC sesuai dengan waktu yang dijanjikan.					
6.	Ketika Anda memiliki masalah, KFC memberi solusi yang menentramkan hati.					
7.	KFC dapat diandalkan.					
8.	KFC melayani dengan cepat, sesuai dengan waktu yang dijanjikan.					
9.	KFC memiliki keakuratan pencatatan pesanan pelanggan.					
10.	KFC tidak memberikan informasi yang jelas kepada pelanggan kapan pesanan akan selesai.					

No.	PERNYATAAN	JAWABAN				
		1	2	3	4	5
11.	Anda tidak menerima layanan secara cepat dari pelayan KFC.					
12.	Pelayan KFC tidak bersedia membantu apabila pelanggan mengalami kebingungan.					
13.	Pelayan KFC terlalu sibuk untuk menanggapi permintaan pelanggan dengan cepat.					
14.	Anda memberikan kepercayaan kepada pelayan KFC.					
15.	Pelanggan merasa aman saat melakukan transaksi pembayaran di kasir KFC.					
16.	Pelayan KFC bersikap sopan.					
17.	Pelayan mendapat dukungan yang cukup dari KFC untuk melakukan pekerjaannya.					
18.	KFC tidak memberikan perhatian khusus kepada pelanggan.					
19.	Pelayan KFC tidak memberikan perhatian khusus kepada pelanggan.					
20.	Pelayan KFC tidak memahami keinginan pelanggan.					
21.	KFC bukan pilihan utama Anda.					
22.	KFC tidak memiliki jam operasional yang nyaman bagi pelanggan.					
23.	Harga yang ditawarkan KFC terjangkau.					
24.	Rasa makanan KFC sebanding dengan harga yang ditawarkan.					
25.	KFC memiliki suasana yang menyenangkan.					
26.	KFC selalu ramai dikunjungi.					
27.	Saya merasa nyaman berkunjung sendirian ke KFC.					
28.	Saya dapat mengingat dengan cepat logo KFC.					
29.	Tempat duduk KFC seringkali penuh.					
30.	Harga yang ditawarkan KFC masuk akal.					

No.	PERNYATAAN	JAWABAN				
		1	2	3	4	5
31.	Saya akan datang kembali ke KFC.					
32	Apabila diminta untuk memilih, saya akan memilih KFC.					
33.	Saya tidak akan mempertimbangkan tempat makan lain.					
34.	Saya senang dengan hasil pekerjaan pelayan KFC.					
35.	Saya puas dengan kinerja pelayan KFC.					
36.	Saya puas dengan keseluruhan pelayanan yang diberikan KFC.					

Demikian pertanyaan dan pernyataan pada lembar kuesioner ini. Atas waktu dan kesediaannya menjawab kuesioner ini, saya mengucapkan banyak terima kasih.

Jakarta, Januari 2016

Penulis

LEMBAR KUESIONER

Kepada Yth,
Bapak/Ibu Sdr/i
Pelanggan KFC Cabang Tanjung Duren
Jakarta Barat

Saya mohon kesediaan anda untuk menjawab pertanyaan maupun pernyataan pada lembar kuesioner mengenai **"PENGARUH PELAYANAN DAN CITRA MEREK TERHADAP REPURCHASE INTENTION DENGAN KEPUSAN SEBAGAI MEDIASI (Studi Pada KFC Cabang Tanjung Duren, Jakarta Barat)"**. Atas waktu dan dan kesediaan anda dalam mengisi kuesioner, saya mengucapkan banyak terima kasih.

Bagian I : IDENTITAS RESPONDEN

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

1. Jenis kelamin :
   - ☐ Laki-laki
   - ☐ Perempuan
2. Usia saat ini:
   - ☐ 18 – 25 Tahun
   - ☐ 26 – 35 Tahun
   - ☐ 36 – 45 Tahun
   - ☐ > 45 Tahun
3. Pendidikan terakhir:
   - ☐ SMA / SMK
   - ☐ Diploma
   - ☐ Sarjana (S1)
   - ☐ Master (S2)
   - ☐ Doktor (S3)
   - ☐ Lainnya.....(sebutkan)
4. Pekerjaan responden :
   - ☐ Pelajar / mahasiswa
   - ☐ Wiraswasta
   - ☐ Pegawai Swasta
   - ☐ Guru / Dosen
   - ☐ PNS
   - ☐ Ibu Rumah Tangga
   - ☐ Lainnya.....(sebutkan)

5. Berapa pengeluaran rutin Anda setiap bulannya ?
   Pengeluaran rutin termasuk :
- Kebutuhan sehari-hari (makanan, minuman, ongkos transportasi umum atau bensin)
- Tagihan bulanan (listrik, air, tagihan telepon, sewa kontrakan)
- Pendidikan (uang sekolah)
- Servis kendaraan (motor atau mobil)
- Voucher isi ulang

  Tidak termasuk :
- Pembelian / cicilan big ticket item (rumah, mobil, arisan), baju.
- Entertainment (nonton bioskop, liburan)
- Biaya tak terduga (berobat ke dokter, kondangan)

   □ Kurang Dari Rp. 700.000
   □ Rp. 700.000 – Rp. 1.000.000
   □ Rp. 1.000.000 – Rp. 1.500.000
   □ Rp. 1.500.000 – Rp. 2.000.000
   □ Rp. 2.000.000 – Rp. 3.000.000
   □ Lebih Dari Rp. 3.000.000

6. Dari mana responden mengetahui keberadaan KFC Cabang Tanjung Duren:
   □ Teman
   □ Promosi
   □ Internet
   □ Saudara
   □ Kebetulan lewat
   □ Lainnya.....(sebutkan)
7. Berapa kali dalam satu bulan anda bertransaksi di KFC Cabang Tanjung Duren:
   □ 1 kali
   □ 2 kali
   □ 3 kali
   □ > 3 kali

Bagian II : TANGGAPAN RESPONDEN

Petunjuk Pengisian :

Para responden yang saya hormati, mohon memberi jawaban dengan beri tanda silang (X) pada pilihan jawaban yang tersedia dibawah ini sesuai dengan kecenderungan jawaban anda.

Keterangan Pilihan Jawaban

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5.	Makanan yang disajikan oleh KFC sesuai dengan waktu yang dijanjikan.					
6.	Ketika saya memiliki masalah, KFC memberikan solusi yang menentramkan hati.					
7.	KFC dapat diandalkan.					
8.	KFC melayani dengan cepat, sesuai dengan waktu yang dijanjikan.					
9.	KFC tidak memberikan informasi yang jelas kepada saya kapan pesanan akan selesai.					
10.	Saya tidak menerima layanan secara cepat dari pelayan KFC.					
11.	Pelayan KFC tidak bersedia membantu apabila saya mengalami kebingungan.					
12.	Pelayan KFC terlalu sibuk untuk menanggapi permintaan saya dengan cepat.					
13.	Saya memberikan kepercayaan kepada pelayan KFC.					
14.	Saya merasa aman saat melakukan transaksi pembayaran di kasir KFC.					
15.	Pelayan KFC bersikap sopan.					

No.	PERNYATAAN	JAWABAN				
		1	2	3	4	5
16.	Pelayan mendapat dukungan yang cukup dari KFC untuk melakukan pekerjaannya.					
17.	KFC tidak memberikan perhatian khusus kepada saya.					
18.	Pelayan KFC tidak memberikan perhatian khusus kepada saya.					
19.	Pelayan KFC tidak memahami keinginan saya.					
20.	KFC tidak memiliki jam operasional yang nyaman bagi saya.					
21.	Harga yang ditawarkan KFC terjangkau.					
22.	Rasa makanan KFC sebanding dengan harga yang ditawarkan.					
23.	KFC memiliki suasana yang menyenangkan.					
24.	Saya merasa nyaman berkunjung sendirian ke KFC.					
25.	Tempat duduk KFC seringkali penuh.					
26.	Harga yang ditawarkan KFC masuk akal.					
27.	Saya akan datang kembali ke KFC.					
28.	Apabila diminta untuk memilih, saya akan memilih KFC.					
29.	Saya tidak akan mempertimbangkan tempat makan lain.					
30.	Saya senang dengan hasil pekerjaan pelayan KFC.					
31.	Saya puas dengan kinerja pelayan KFC.					
32.	Saya puas dengan keseluruhan pelayanan yang diberikan KFC.					

Demikian pertanyaan dan pernyataan pada lembar kuesioner ini. Atas waktu dan kesediaannya menjawab kuesioner ini, saya mengucapkan banyak terima kasih.

Jakarta, Januari 2016

Penulis

Nomor : 318/MKT/INT/XI/15
Kepada : **Restaurant Manager**
KFC Tanjung Duren Jakarta
Dari : **PR-Marketing Department**
Copy : ROM I ,AM I-4 ,File
Tanggal : 19 November 2015

Hal : **Izin** Praktek Kerja Lapangan / ***Penelitian***
Lampiran :

Dengan Hormat,

Dengan ini kami mohon kepada Bapak/Ibu dapat memberikan izin mengadakan Praktek Kerja Lapangan / **Penelitian** di KFC Tanjung Duren Jakarta Barat untuk keperluan ***Skripsi***/Tesis/Karya Tulis kepada:

Nama	: Jesisca
Universitas	: Esa Unggul
Jurusan	: Manajemen Pemasaran
NPM	: 2012-11-284
TOPIK	: **Anteseden dan Konsekuensi Kepuasan Pelanggan (Studi Kasus pada KFC Tanjung Duren Jakarta)**

Untuk pengaturan waktu di Restoran KFC pelaksanaan PKL / ***Penelitian*** dapat disesuaikan dengan keadaan setempat. Rencana pelaksanaan penelitian mulai tgl **15 Desember 2015 s/d 16 Februari 2016.**
Kegiatan penelitian meliputi pengambilan data-data dengan wawancara dan penyebaran kuesioner kepada konsumen.

Terima kasih atas kerjasamanya. Semoga dapat terjalin dengan baik.

Hormat Kami,

Public Relation Dept. PT Fast Food Indonesia KFC

Abdul Wahab
Public Relation Officer

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Universitas
Esa Unggul
FAKULTAS EKONOMI

Nomor : 248/SP/D-FEB/UEU/X/2015
Perihal : *Penelitian Untuk Penulisan Skripsi*

Jakarta, 11 November 2015

Kepada Yth.
General Manager
KFC Cabang Tanjung Duren

Dengan hormat,

Sehubungan dengan penyusunan tugas akhir (skripsi) bagi mahasiswa tingkat akhir Fakultas Ekonomi dan Bisnis Universitas Esa Unggul Jakarta, maka bersama ini Kami mengharapkan bantuan Bapak/Ibu kiranya mahasiswa tersebut dibawah ini :

Nama	:	JESISCA
NIM	:	2012-11-284
Jurusan	:	MANAJEMEN - PEMASARAN

Dapat kiranya diberikan kesempatan untuk melakukan penelitian di perusahaan yang Bapak/Ibu pimpin dalam rangka mata kuliah tersebut.

Besar harapan Kami kiranya permohonan dapat dikabulkan.

Demikian, atas perhatian dan kerjasamanya Kami ucapkan terima kasih.

Hormat kami,
Fakultas Ekonomi dan Bisnis
Universitas Esa Unggul

Universitas Esa Unggul fakultas ekonomi

Dr. MF Arrozi A, SE, M.Si, Akt, CA
Dekan