LAMPIRAN 1

KUESIONER

Dengan hormat,

Sehubungan dengan adanya kegiatan penelitian dalam rangka penyusunan skripsi pada Fakultas Ekonomi dan Bisnis Universitas Esa Unggul Jakarta Barat dengan judul ***Pengaruh Pengetahuan Pelanggan, Desain Produk, dan Dukungan Selebriti Terhadap Niat Beli Yang Dimediasi Oleh Persepsi Nilai : Studi Kasus Produk Sampo Sunsilk Area Jakarta Barat***." Maka saya yang bertanda tangan di bawah ini:

Nama : Amira Anisa Putri

NIM : 2012-11-236

Fakultas : Ekonomi dan Bisnis

Universitas : Esa Unggul Jakarta Barat

memohon kesediaan Bapak/ Ibu/ Sdr/ I untuk mengisi kuesioner sesuai dengan kondisi yang sebenarnya. Adapun jawaban yang dapat di berikan adalah **SS= Sangat Setuju, S= Setuju, TS= Tidak Setuju, STS= Sangat Tidak Setuju.**

Atas perhatian dan kesediaan Bapak/ Ibu/ Sdr/ I, saya ucapkan terima kasih.

Hormat Saya,

Amira Anisa Putri

IDENTITAS RESPONDEN

Nama : …… (boleh tidak diisi)

Usia : ☐ 17-25 tahun ☐ 25-33 tahun ☐ >33 tahun

Status : ☐ Menikah ☐ Belum Menikah

Pendidikan : ☐ SMA ☐ S1 ☐ >S1

Pekerjaan : ☐ Mahasiswa ☐ Karyawan ☐ Lainnya, ……

Ket : (beri tanda √ pada kotak yang tersedia)

Petunjuk Pengisian Kuesioner

Berikan jawaban dengan tanda (√) terhadap semua pernyataan dalam kuesioner ini dengan
Memberikan penilaian sejauh mana pernyataan itu sesuai dengan realita.
Berikut adalah pilihan jawaban dari pernyataan kuesioner ini :

STS = Sangat Tidak Setuju
TS = Tidak Setuju
N = Netral
S = Setuju
SS = Sangat Setuju

Contoh : "Saya menikmati bekerja dengan orang-orang disini"
Apabila anda menganggap bahwa pernyataan tersebut sangat tidak benar dan anda **sangat tidak setuju** dengan pernyataan tersebut, maka bubuhkan tanda "√" seperti contoh berikut:

STS	TS	N	S	SS
√				

Apabila anda menganggap bahwa pernyataan tersebut agak mendekati kebenaran dan anda **setuju** dengan pernyataan tersebut, maka bubuhkan tanda "√" seperti contoh berikut:

STS	TS	N	S	SS
			√	

Keterangan : **Pengisian jawaban dilakukan hanya pada satu kotak dari tujuh kotak yang di sediakan.**

Butir Pernyataan	STS	TS	N	S	SS
1. Informasi tentang sampo Sunsilk jelas dan mudah di dapat	1	2	3	4	5
2. Informasi tentang sampo Sunsilk penting bagi saya untuk membandingkan dengan sampo lain	1	2	3	4	5
3. Informasi tentang sampo Sunsilk sangat penting bagi saya sebagai pertimbangan membeli atau tidak sampo tersebut.	1	2	3	4	5
4. Raisa dapat meningkatkan nilai dari sampo Sunsilk	1	2	3	4	5
5. Ketika saya bingung memilih produk sampo mana, saya melihat dari bintang iklannya.	1	2	3	4	5
6. Raisa dapat meningkatkan sampo Sunslik dari kurang populer menjadi lebih popular	1	2	3	4	5
7. Raisa dapat meningkatkan *image* dari sampo Sunsilk	1	2	3	4	5
8. Raisa dapat meningkatkan layak atau tidaknya sampo Sunsilk.	1	2	3	4	5
9. Kemasan botol sampo Sunsilk dapat menarik perhatian pelanggan.	1	2	3	4	5
10. Kemasan botol sampo Sunslik dapat meningkatkan pandangan dan nilai sampo Sunsilk	1	2	3	4	5
11. Kemasan botol sampo Sunsilk mempresentasikan sebuah produk dengan kualitas yang bagus	1	2	3	4	5
12. Ketika saya bingung tentang sampo, saya percaya dari kemasan produknya	1	2	3	4	5
13. Pengetahuan pelanggan dapat meningkatkan persepsi nilai dari suatu produk.	1	2	3	4	5
14. Dukungan selebriti dapat meningkatkan persepsi nilai dari suatu produk.	1	2	3	4	5
15. Desain kemasan dapat meningkatkan persepsi nilai dari suatu produk.	1	2	3	4	5
16. Saya berniat membeli sampo sunsilk karena dukungan Raisa sebagai *celebrity endonser*-nya, membuat saya tertarik.	1	2	3	4	5
17. Saya berniat membeli sampo Sunsilk karena desain kemasannya bagus.	1	2	3	4	5
18. Saya akan terus mencari produk dengan kualitas yang lebih baik.	1	2	3	4	5
19. Saya berniat membeli sampo Sunsilk karena sampo Sunsilk menawarkan manfaat yang besar.	1	2	3	4	5

LAMPIRAN 2

TABULASI DATA RESPONDEN

NO	PENGETAHUAN PELANGGAN			DUKUNGAN SELEBRITI					DESIGN PRODUK				PERSEPSI NILAI			NIAT BELI			
	PP			DS					DP				PS			NB			
	PP1	PP2	PP3	DS1	DS2	DS3	DS4	DS5	DP1	DP2	DP3	DP4	PS1	PS2	PS3	NB1	NB2	NB3	NB4
1	5	5	4	4	4	4	4	4	5	2	4	3	4	4	4	4	4	4	4
2	4	5	4	4	4	3	3	4	4	2	4	4	4	4	4	4	4	4	4
3	4	5	5	4	4	3	3	4	3	2	4	2	4	4	4	4	1	1	2
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9	3	4	4	4	5	4	4	4	4	4	4	4	4	4	5	5	4	5	5
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12	5	4	4	4	3	2	3	4	4	4	4	2	5	4	5	4	1	3	1
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105	4	4	4	4	4	4	4	4	4	5	5	5	3	4	4	4	5	5	5

LAMPIRAN 3

HASIL UJI VALIDITAS DAN RELIABILITAS

```
FACTOR
  /VARIABLES PP1 PP2 PP3
  /MISSING LISTWISE
  /ANALYSIS PP1 PP2 PP3
  /PRINT INITIAL KMO AIC EXTRACTION ROTATION
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /CRITERIA ITERATE(25)
  /ROTATION VARIMAX
  /METHOD=CORRELATION.
```

Factor Analysis

Notes

Output Created		
Comments		
Input	Data	C:\Users\wid\Google Drive\2017\abd amyra\DATAM.sav
	Active Dataset	DataSet2
	Filter	<none>
	Weight	<none>
	Split File	Data
	N of Rows in Working Data File	105
Missing Value Handling	Definition of Missing	MISSING=EXCLUDE: User-defined missing values are treated as missing.
	Cases Used	LISTWISE: Statistics are based on cases with no missing values for any variable used.

Syntax		FACTOR /VARIABLES PP1 PP2 PP3 /MISSING LISTWISE /ANALYSIS PP1 PP2 PP3 /PRINT INITIAL KMO AIC EXTRACTION ROTATION /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /CRITERIA ITERATE(25) /ROTATION VARIMAX /METHOD=CORRELATION.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.02
	Maximum Memory Required	1984 (1.938K) bytes

Data = DATA 30

KMO and Bartlett's Test[a]

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.602
Bartlett's Test of Sphericity	Approx. Chi-Square	19.190
	df	3
	Sig.	.000

a. Data = DATA 30

Anti-image Matrices[a]

		PP1	PP2	PP3
Anti-image Covariance	PP1	.846	-.176	-.055
	PP2	-.176	.544	-.338
	PP3	-.055	-.338	.579
Anti-image Correlation	PP1	.766[b]	-.260	-.078
	PP2	-.260	.569[b]	-.601
	PP3	-.078	-.601	.581[b]

a. Data = DATA 30

b. Measures of Sampling Adequacy(MSA)

Communalities[a]

	Initial	Extraction
PP1	1.000	.428
PP2	1.000	.769
PP3	1.000	.711

Extraction Method: Principal Component Analysis.

a. Data = DATA 30

Total Variance Explained[a]

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.908	63.598	63.598	1.908	63.598	63.598
2	.745	24.828	88.426			
3	.347	11.574	100.000			

Extraction Method: Principal Component Analysis.

a. Data = DATA 30

Component Matrix[a,b]

	Component 1
PP1	.654
PP2	.877
PP3	.843

Extraction Method: Principal Component Analysis.

a. Data = DATA 30

b. 1 components extracted.

Rotated Component Matrix[a,b]

a. Data = DATA 30

b. Only one component was extracted. The solution cannot be rotated.

Data = DATA 105

KMO and Bartlett's Test[a]

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.626
Bartlett's Test of Sphericity	Approx. Chi-Square	52.013
	df	3
	Sig.	.000

a. Data = DATA 105

Anti-image Matrices[a]

		PP1	PP2	PP3
Anti-image Covariance	PP1	.853	-.162	-.133
	PP2	-.162	.672	-.329
	PP3	-.133	-.329	.683
Anti-image Correlation	PP1	.748[b]	-.214	-.174
	PP2	-.214	.596[b]	-.486
	PP3	-.174	-.486	.601[b]

a. Data = DATA 105

b. Measures of Sampling Adequacy(MSA)

Communalities[a]

	Initial	Extraction
PP1	1.000	.458
PP2	1.000	.689
PP3	1.000	.672

Extraction Method: Principal Component Analysis.

a. Data = DATA 105

Total Variance Explained[a]

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.819	60.641	60.641	1.819	60.641	60.641
2	.725	24.172	84.814			
3	.456	15.186	100.000			

Extraction Method: Principal Component Analysis.

a. Data = DATA 105

Component Matrix[a,b]

	Component 1
PP1	.677
PP2	.830
PP3	.820

Extraction Method: Principal Component Analysis.

a. Data = DATA 105

b. 1 components extracted.

Rotated Component Matrix[a,b]

a. Data = DATA 105

b. Only one component was extracted. The solution cannot be rotated.

```
FACTOR
  /VARIABLES DS1 DS2 DS3 DS4 DS5
  /MISSING LISTWISE
  /ANALYSIS DS1 DS2 DS3 DS4 DS5
  /PRINT INITIAL KMO AIC EXTRACTION ROTATION
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /CRITERIA ITERATE(25)
  /ROTATION VARIMAX
  /METHOD=CORRELATION.
```

Factor Analysis

Notes

Comments		
Input	Data	C:\Users\wid\Google Drive\2017\abd amyra\DATAM.sav
	Active Dataset	DataSet2
	Filter	<none>
	Weight	<none>
	Split File	Data
	N of Rows in Working Data File	105
Missing Value Handling	Definition of Missing	MISSING=EXCLUDE: User-defined missing values are treated as missing.
	Cases Used	LISTWISE: Statistics are based on cases with no missing values for any variable used.

Syntax		FACTOR /VARIABLES DS1 DS2 DS3 DS4 DS5 /MISSING LISTWISE /ANALYSIS DS1 DS2 DS3 DS4 DS5 /PRINT INITIAL KMO AIC EXTRACTION ROTATION /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /CRITERIA ITERATE(25) /ROTATION VARIMAX /METHOD=CORRELATION.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00
	Maximum Memory Required	4248 (4.148K) bytes

Data = DATA 30

KMO and Bartlett's Test[a]

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.734
Bartlett's Test of Sphericity	Approx. Chi-Square	51.521
	Df	10
	Sig.	.000

a. Data = DATA 30

Anti-image Matrices[a]

		DS1	DS2	DS3	DS4	DS5
Anti-image Covariance	DS1	.657	-.155	-.216	.071	.000
	DS2	-.155	.390	.012	-.154	-.248
	DS3	-.216	.012	.550	-.246	-.032
	DS4	.071	-.154	-.246	.519	-.027
	DS5	.000	-.248	-.032	-.027	.515
Anti-image Correlation	DS1	.751[b]	-.306	-.359	.122	.001
	DS2	-.306	.709[b]	.026	-.341	-.553
	DS3	-.359	.026	.729[b]	-.461	-.060

		DS1	DS2	DS3	DS4	DS5
	DS4	.122	-.341	-.461	.742[b]	-.053
	DS5	.001	-.553	-.060	-.053	.753[b]

a. Data = DATA 30

b. Measures of Sampling Adequacy(MSA)

Communalities[a]

	Initial	Extraction
DS1	1.000	.461
DS2	1.000	.725
DS3	1.000	.567
DS4	1.000	.603
DS5	1.000	.576

Extraction Method: Principal Component Analysis.

a. Data = DATA 30

Total Variance Explained[a]

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.932	58.640	58.640	2.932	58.640	58.640
2	.762	15.237	73.877			
3	.681	13.611	87.488			
4	.374	7.474	94.962			
5	.252	5.038	100.000			

Extraction Method: Principal Component Analysis.

a. Data = DATA 30

Component Matrix[a,b]

	Component 1
DS1	.679
DS2	.852
DS3	.753

DS4	.777
DS5	.759

Extraction Method: Principal Component Analysis.

a. Data = DATA 30

b. 1 components extracted.

Rotated Component Matrix[a,b]

a. Data = DATA 30

b. Only one component was extracted. The solution cannot be rotated.

Data = DATA 105 (Responden)

KMO and Bartlett's Test[a]

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.801
Bartlett's Test of Sphericity	Approx. Chi-Square	195.558
	df	10
	Sig.	.000

a. Data = DATA 105

Anti-image Matrices[a]

		DS1	DS2	DS3	DS4	DS5
Anti-image Covariance	DS1	.619	-.129	-.087	-.064	-.124
	DS2	-.129	.514	-.020	-.100	-.210
	DS3	-.087	-.020	.582	-.261	.029
	DS4	-.064	-.100	-.261	.456	-.106
	DS5	-.124	-.210	.029	-.106	.538
Anti-image Correlation	DS1	.877[b]	-.228	-.145	-.120	-.215
	DS2	-.228	.815[b]	-.037	-.206	-.399
	DS3	-.145	-.037	.750[b]	-.506	.052

	DS4	-.120	-.206	-.506	.772[b]	-.215
	DS5	-.215	-.399	.052	-.215	.804[b]

a. Data = DATA 105

b. Measures of Sampling Adequacy(MSA)

Communalities[a]

	Initial	Extraction
DS1	1.000	.574
DS2	1.000	.646
DS3	1.000	.499
DS4	1.000	.688
DS5	1.000	.604

Extraction Method: Principal Component Analysis.

a. Data = DATA 105

Total Variance Explained[a]

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.011	60.218	60.218	3.011	60.218	60.218
2	.776	15.523	75.741			
3	.515	10.310	86.051			
4	.376	7.511	93.562			
5	.322	6.438	100.000			

Extraction Method: Principal Component Analysis.

a. Data = DATA 105

Component Matrix[a,b]

	Component 1
DS1	.758
DS2	.803
DS3	.707
DS4	.829

DS5	.777

Extraction Method: Principal Component Analysis.

a. Data = DATA 105

b. 1 components extracted.

Rotated Component Matrix[a,b]

a. Data = DATA 105

b. Only one component was extracted. The solution cannot be rotated.

```
FACTOR
  /VARIABLES DP1 DP2 DP3 DP4
  /MISSING LISTWISE
  /ANALYSIS DP1 DP2 DP3 DP4
  /PRINT INITIAL KMO AIC EXTRACTION ROTATION
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /CRITERIA ITERATE(25)
  /ROTATION VARIMAX
  /METHOD=CORRELATION.
```

Factor Analysis

Notes

Output Created		
Comments		
Input	Data	C:\Users\wid\Google Drive\2017\abd amyra\DATAM.sav
	Active Dataset	DataSet2
	Filter	<none>
	Weight	<none>

	Split File	Data
	N of Rows in Working Data File	105
Missing Value Handling	Definition of Missing	MISSING=EXCLUDE: User-defined missing values are treated as missing.
	Cases Used	LISTWISE: Statistics are based on cases with no missing values for any variable used.
Syntax		FACTOR /VARIABLES DP1 DP2 DP3 DP4 /MISSING LISTWISE /ANALYSIS DP1 DP2 DP3 DP4 /PRINT INITIAL KMO AIC EXTRACTION ROTATION /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /CRITERIA ITERATE(25) /ROTATION VARIMAX /METHOD=CORRELATION.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.03
	Maximum Memory Required	3008 (2.938K) bytes

Data = DATA 30

KMO and Bartlett's Test[a]

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.627
Bartlett's Test of Sphericity	Approx. Chi-Square	17.110
	df	6
	Sig.	.009

a. Data = DATA 30

Anti-image Matrices[a]

		DP1	DP2	DP3	DP4
Anti-image Covariance	DP1	.850	.001	-.205	-.127
	DP2	.001	.655	-.330	-.140
	DP3	-.205	-.330	.619	-.032
	DP4	-.127	-.140	-.032	.897
Anti-image Correlation	DP1	.694[b]	.001	-.282	-.145
	DP2	.001	.598[b]	-.517	-.183
	DP3	-.282	-.517	.591[b]	-.043
	DP4	-.145	-.183	-.043	.756[b]

a. Data = DATA 30

b. Measures of Sampling Adequacy(MSA)

Communalities[a]

	Initial	Extraction
DP1	1.000	.376
DP2	1.000	.612
DP3	1.000	.671
DP4	1.000	.306

Extraction Method: Principal Component Analysis.

a. Data = DATA 30

Total Variance Explained[a]

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.966	49.140	49.140	1.966	49.140	49.140
2	.832	20.793	69.933			
3	.797	19.927	89.860			
4	.406	10.140	100.000			

Extraction Method: Principal Component Analysis.

a. Data = DATA 30

Component Matrix[a,b]

	Component 1
DP1	.613
DP2	.782
DP3	.819
DP4	.554

Extraction Method: Principal Component Analysis.

a. Data = DATA 30

b. 1 components extracted.

Rotated Component Matrix[a,b]

a. Data = DATA 30

b. Only one component was extracted. The solution cannot be rotated.

Data = DATA 105

KMO and Bartlett's Test[a]

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.692
Bartlett's Test of Sphericity	Approx. Chi-Square	99.127
	df	6
	Sig.	.000

a. Data = DATA 105

Anti-image Matrices[a]

		DP1	DP2	DP3	DP4
Anti-image Covariance	DP1	.803	-.023	-.206	.001
	DP2	-.023	.722	-.221	-.057
	DP3	-.206	-.221	.484	-.266
	DP4	.001	-.057	-.266	.646
Anti-image Correlation	DP1	.749[b]	-.031	-.331	.002
	DP2	-.031	.761[b]	-.374	-.084
	DP3	-.331	-.374	.632[b]	-.476
	DP4	.002	-.084	-.476	.703[b]

a. Data = DATA 105

b. Measures of Sampling Adequacy(MSA)

Communalities[a]

	Initial	Extraction
DP1	1.000	.383
DP2	1.000	.515
DP3	1.000	.774
DP4	1.000	.575

Extraction Method: Principal Component Analysis.

a. Data = DATA 105

Total Variance Explained[a]

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.246	56.154	56.154	2.246	56.154	56.154
2	.776	19.404	75.558			
3	.638	15.952	91.510			
4	.340	8.490	100.000			

Extraction Method: Principal Component Analysis.

a. Data = DATA 105

Component Matrix[a,b]

	Component 1
DP1	.619
DP2	.718
DP3	.880
DP4	.758

Extraction Method: Principal Component Analysis.

a. Data = DATA 105

b. 1 components extracted.

Rotated Component Matrix[a,b]

a. Data = DATA 105

b. Only one component was extracted. The solution cannot be rotated.

```
FACTOR
  /VARIABLES PS1 PS2 PS3
  /MISSING LISTWISE
  /ANALYSIS PS1 PS2 PS3
  /PRINT INITIAL KMO AIC EXTRACTION ROTATION
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /CRITERIA ITERATE(25)
  /ROTATION VARIMAX
  /METHOD=CORRELATION.
```

Factor Analysis

Notes

Comments		
Input	Data	C:\Users\wid\Google Drive\2017\abd amyra\DATAM.sav
	Active Dataset	DataSet2
	Filter	<none>
	Weight	<none>
	Split File	Data
	N of Rows in Working Data File	105
Missing Value Handling	Definition of Missing	MISSING=EXCLUDE: User-defined missing values are treated as missing.
	Cases Used	LISTWISE: Statistics are based on cases with no missing values for any variable used.
Syntax		FACTOR /VARIABLES PS1 PS2 PS3 /MISSING LISTWISE /ANALYSIS PS1 PS2 PS3 /PRINT INITIAL KMO AIC EXTRACTION ROTATION /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /CRITERIA ITERATE(25) /ROTATION VARIMAX /METHOD=CORRELATION.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02
	Maximum Memory Required	1984 (1.938K) bytes

Data = DATA 30

KMO and Bartlett's Test[a]

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.523
Bartlett's Test of Sphericity	Approx. Chi-Square	11.741
	df	3
	Sig.	.008

a. Data = DATA 30

Anti-image Matrices[a]

		PS1	PS2	PS3
Anti-image Covariance	PS1	.660	-.348	-.252
	PS2	-.348	.739	.048
	PS3	-.252	.048	.875
Anti-image Correlation	PS1	.515[b]	-.498	-.332
	PS2	-.498	.522[b]	.059
	PS3	-.332	.059	.550[b]

a. Data = DATA 30

b. Measures of Sampling Adequacy(MSA)

Communalities[a]

	Initial	Extraction
PS1	1.000	.755
PS2	1.000	.578
PS3	1.000	.348

Extraction Method: Principal Component Analysis.

a. Data = DATA 30

Total Variance Explained[a]

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.682	56.054	56.054	1.682	56.054	56.054
2	.880	29.317	85.371			
3	.439	14.629	100.000			

Extraction Method: Principal Component Analysis.

a. Data = DATA 30

Component Matrix[a,b]

	Component 1
PS1	.869
PS2	.760
PS3	.590

Extraction Method: Principal Component Analysis.

a. Data = DATA 30

b. 1 components extracted.

Rotated Component Matrix[a,b]

a. Data = DATA 30

b. Only one component was extracted. The solution cannot be rotated.

Data = DATA 105

KMO and Bartlett's Test[a]

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.661
Bartlett's Test of Sphericity	Approx. Chi-Square	155.897
	df	3
	Sig.	.000

a. Data = DATA 105

Anti-image Matrices[a]

		PS1	PS2	PS3
Anti-image Covariance	PS1	.580	-.015	-.185
	PS2	-.015	.375	-.233
	PS3	-.185	-.233	.301
Anti-image Correlation	PS1	.779[b]	-.032	-.444
	PS2	-.032	.652[b]	-.694
	PS3	-.444	-.694	.606[b]

a. Data = DATA 105

b. Measures of Sampling Adequacy(MSA)

Communalities[a]

	Initial	Extraction
PS1	1.000	.662
PS2	1.000	.785
PS3	1.000	.869

Extraction Method: Principal Component Analysis.

a. Data = DATA 105

Total Variance Explained[a]

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.316	77.213	77.213	2.316	77.213	77.213
2	.493	16.446	93.658			
3	.190	6.342	100.000			

Extraction Method: Principal Component Analysis.

a. Data = DATA 105

Component Matrix[a,b]

	Component 1
PS1	.814
PS2	.886
PS3	.932

Extraction Method: Principal Component Analysis.

a. Data = DATA 105

b. 1 components extracted.

Rotated Component Matrix[a,b]

a. Data = DATA 105

b. Only one component was extracted. The solution cannot be rotated.

```
FACTOR
  /VARIABLES NB1 NB2 NB3 NB4
  /MISSING LISTWISE
  /ANALYSIS NB1 NB2 NB3 NB4
  /PRINT INITIAL KMO AIC EXTRACTION ROTATION
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /CRITERIA ITERATE(25)
  /ROTATION VARIMAX
  /METHOD=CORRELATION.
```

Factor Analysis

Notes

Input	Data	C:\Users\wid\Google Drive\2017\abd amyra\DATAM.sav
	Active Dataset	DataSet2
	Filter	<none>

	Weight	<none>
	Split File	Data
	N of Rows in Working Data File	105
Missing Value Handling	Definition of Missing	MISSING=EXCLUDE: User-defined missing values are treated as missing.
	Cases Used	LISTWISE: Statistics are based on cases with no missing values for any variable used.
Syntax		FACTOR /VARIABLES NB1 NB2 NB3 NB4 /MISSING LISTWISE /ANALYSIS NB1 NB2 NB3 NB4 /PRINT INITIAL KMO AIC EXTRACTION ROTATION /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /CRITERIA ITERATE(25) /ROTATION VARIMAX /METHOD=CORRELATION.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.02
	Maximum Memory Required	3008 (2.938K) bytes

Data = DATA 30

KMO and Bartlett's Test[a]

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.735
Bartlett's Test of Sphericity	Approx. Chi-Square	36.089
	df	6
	Sig.	.000

a. Data = DATA 30

Anti-image Matrices[a]

		NB1	NB2	NB3	NB4
Anti-image Covariance	NB1	.502	-.219	-.145	-.051
	NB2	-.219	.424	-.171	-.199
	NB3	-.145	-.171	.636	.057
	NB4	-.051	-.199	.057	.753
Anti-image Correlation	NB1	.748[b]	-.475	-.257	-.083
	NB2	-.475	.689[b]	-.329	-.353
	NB3	-.257	-.329	.783[b]	.083
	NB4	-.083	-.353	.083	.756[b]

a. Data = DATA 30

b. Measures of Sampling Adequacy(MSA)

Communalities[a]

	Initial	Extraction
NB1	1.000	.715
NB2	1.000	.791
NB3	1.000	.561
NB4	1.000	.395

Extraction Method: Principal Component Analysis.

a. Data = DATA 30

Total Variance Explained[a]

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.463	61.579	61.579	2.463	61.579	61.579
2	.790	19.749	81.328			
3	.448	11.198	92.526			
4	.299	7.474	100.000			

Extraction Method: Principal Component Analysis.

a. Data = DATA 30

Component Matrix[a,b]

	Component 1
NB1	.846
NB2	.890
NB3	.749
NB4	.629

Extraction Method: Principal Component Analysis.

a. Data = DATA 30

b. 1 components extracted.

Rotated Component Matrix[a,b]

a. Data = DATA 30

b. Only one component was extracted. The solution cannot be rotated.

Data = DATA 105

KMO and Bartlett's Test[a]

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.702
Bartlett's Test of Sphericity	Approx. Chi-Square	141.620
	df	6
	Sig.	.000

a. Data = DATA 105

Anti-image Matrices[a]

		NB1	NB2	NB3	NB4
Anti-image Covariance	NB1	.918	-.010	-.021	-.128
	NB2	-.010	.475	-.247	-.050
	NB3	-.021	-.247	.375	-.205
	NB4	-.128	-.050	-.205	.547
Anti-image Correlation	NB1	.828[b]	-.015	-.036	-.180
	NB2	-.015	.703[b]	-.585	-.099
	NB3	-.036	-.585	.646[b]	-.453
	NB4	-.180	-.099	-.453	.760[b]

a. Data = DATA 105

b. Measures of Sampling Adequacy(MSA)

Communalities[a]

	Initial	Extraction
NB1	1.000	.182
NB2	1.000	.706
NB3	1.000	.808
NB4	1.000	.690

Extraction Method: Principal Component Analysis.

a. Data = DATA 105

Total Variance Explained[a]

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.386	59.638	59.638	2.386	59.638	59.638
2	.900	22.491	82.130			
3	.466	11.647	93.777			
4	.249	6.223	100.000			

Extraction Method: Principal Component Analysis.

a. Data = DATA 105

Component Matrix[a,b]

	Component 1
NB1	.426
NB2	.840
NB3	.899
NB4	.831

Extraction Method: Principal Component Analysis.

a. Data = DATA 105

b. 1 components extracted.

Rotated Component Matrix[a,b]

a. Data = DATA 105

b. Only one component was extracted. The solution cannot be rotated.

```
RELIABILITY
  /VARIABLES=PP1 PP2 PP3
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /SUMMARY=TOTAL.
```

Reliability

Notes

Input	Data	C:\Users\wid\Google Drive\2017\abd amyra\DATAM.sav
	Active Dataset	DataSet2
	Filter	<none>
	Weight	<none>
	Split File	Data
	N of Rows in Working Data File	105
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=PP1 PP2 PP3 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.03

Scale: ALL VARIABLES

Data = DATA 30

Case Processing Summary[a]

		N	%
Cases	Valid	30	100.0
	Excluded[b]	0	.0
	Total	30	100.0

a. Data = DATA 30

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
.697	3

a. Data = DATA 30

Item-Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PP1	7.70	2.355	.380	.785
PP2	7.83	2.144	.627	.463
PP3	7.93	2.271	.557	.553

a. Data = DATA 30

Data = DATA 105

Case Processing Summary[a]

		N	%
Cases	Valid	105	100.0
	Excluded[b]	0	.0
	Total	105	100.0

a. Data = DATA 105

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
.666	3

a. Data = DATA 105

Item-Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PP1	8.02	1.596	.383	.702
PP2	8.19	1.444	.538	.487
PP3	8.11	1.602	.526	.514

a. Data = DATA 105

```
RELIABILITY
  /VARIABLES=DS1 DS2 DS3 DS4 DS5
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /SUMMARY=TOTAL.
```

Reliability

Notes

Comments		
Input	Data	C:\Users\wid\Google Drive\2017\abd amyra\DATAM.sav
	Active Dataset	DataSet2
	Filter	<none>
	Weight	<none>
	Split File	Data
	N of Rows in Working Data File	105
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.

	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=DS1 DS2 DS3 DS4 DS5 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

Scale: ALL VARIABLES

Data = DATA 30

Case Processing Summary[a]

		N	%
Cases	Valid	30	100.0
	Excluded[b]	0	.0
	Total	30	100.0

a. Data = DATA 30

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
.821	5

a. Data = DATA 30

Item-Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
DS1	14.90	6.645	.522	.810

DS2	15.10	5.610	.715	.753
DS3	15.50	5.914	.614	.786
DS4	15.03	5.826	.633	.780
DS5	15.07	6.754	.601	.792

a. Data = DATA 30

Data = DATA 105

Case Processing Summary[a]

		N	%
Cases	Valid	105	100.0
	Excluded[b]	0	.0
	Total	105	100.0

a. Data = DATA 105

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
.827	5

a. Data = DATA 105

Item-Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
DS1	15.07	8.313	.608	.801
DS2	15.18	7.130	.653	.783
DS3	15.65	7.057	.557	.819
DS4	15.29	6.918	.721	.762
DS5	15.16	7.829	.622	.794

a. Data = DATA 105

```
RELIABILITY
  /VARIABLES=DS1 DS2 DS3 DS4 DS5
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /SUMMARY=TOTAL.
```

Reliability

Notes

Comments		
Input	Data	C:\Users\wid\Google Drive\2017\abd amyra\DATAM.sav
	Active Dataset	DataSet2
	Filter	<none>
	Weight	<none>
	Split File	Data
	N of Rows in Working Data File	105
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=DS1 DS2 DS3 DS4 DS5 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

Scale: ALL VARIABLES

Data = DATA 30

Case Processing Summary[a]

		N	%
Cases	Valid	30	100.0
	Excluded[b]	0	.0
	Total	30	100.0

a. Data = DATA 30

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
.821	5

a. Data = DATA 30

Item-Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
DS1	14.90	6.645	.522	.810
DS2	15.10	5.610	.715	.753
DS3	15.50	5.914	.614	.786
DS4	15.03	5.826	.633	.780
DS5	15.07	6.754	.601	.792

a. Data = DATA 30

Data = DATA 105

Case Processing Summary[a]

		N	%
Cases	Valid	105	100.0
	Excluded[b]	0	.0
	Total	105	100.0

a. Data = DATA 105

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
.827	5

a. Data = DATA 105

Item-Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
DS1	15.07	8.313	.608	.801
DS2	15.18	7.130	.653	.783
DS3	15.65	7.057	.557	.819
DS4	15.29	6.918	.721	.762
DS5	15.16	7.829	.622	.794

a. Data = DATA 105

```
RELIABILITY
  /VARIABLES=DP1 DP2 DP3 DP4
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /SUMMARY=TOTAL.
```

Reliability

Notes

Comments		
Input	Data	C:\Users\wid\Google Drive\2017\abd amyra\DATAM.sav
	Active Dataset	DataSet2
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	Weight	<none>
	Split File	Data
	N of Rows in Working Data File	
	Matrix Input	

Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=DP1 DP2 DP3 DP4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.03

Scale: ALL VARIABLES

Data = DATA 30

Case Processing Summary[a]

		N	%
Cases	Valid	30	100.0
	Excluded[b]	0	.0
	Total	30	100.0

a. Data = DATA 30

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
.648	4

a. Data = DATA 30

Item-Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
DP1	10.97	4.723	.360	.625
DP2	11.43	4.323	.511	.525
DP3	11.33	3.678	.548	.485
DP4	11.27	4.961	.309	.655

a. Data = DATA 30

Data = DATA 105

Case Processing Summary[a]

		N	%
Cases	Valid	105	100.0
	Excluded[b]	0	.0
	Total	105	100.0

a. Data = DATA 105

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
.728	4

a. Data = DATA 105

Item-Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
DP1	11.21	6.398	.386	.735
DP2	11.50	5.002	.485	.694
DP3	11.24	4.933	.715	.556
DP4	11.39	5.106	.523	.665

a. Data = DATA 105

```
RELIABILITY
  /VARIABLES=PS1 PS2 PS3
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /SUMMARY=TOTAL.
```

Reliability

Notes

Output Created		
Comments		
Input	Data	C:\Users\wid\Google Drive\2017\abd amyra\DATAM.sav
	Active Dataset	DataSet2
	Filter	<none>
	Weight	<none>
	Split File	Data
	N of Rows in Working Data File	105
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=PS1 PS2 PS3 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

Scale: ALL VARIABLES

Data = DATA 30

Case Processing Summary[a]

		N	%
Cases	Valid	30	100.0
	Excluded[b]	0	.0
	Total	30	100.0

a. Data = DATA 30

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
.601	3

a. Data = DATA 30

Item-Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PS1	7.73	.961	.568	.230
PS2	7.80	1.338	.401	.515
PS3	7.93	1.444	.285	.669

a. Data = DATA 30

Data = DATA 105

Case Processing Summary[a]

		N	%
Cases	Valid	105	100.0
	Excluded[b]	0	.0
	Total	105	100.0

a. Data = DATA 105

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items

.848	3

a. Data = DATA 105

Item-Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PS1	8.10	2.345	.619	.882
PS2	7.97	2.201	.719	.784
PS3	7.77	2.178	.822	.690

a. Data = DATA 105

```
RELIABILITY
  /VARIABLES=NB1 NB2 NB3 NB4
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /SUMMARY=TOTAL.
```

Reliability

Notes

Output Created		
Comments		
Input	Data	C:\Users\wid\Google Drive\2017\abd amyra\DATAM.sav
	Active Dataset	DataSet2
	Filter	<none>
	Weight	<none>
	Split File	Data
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=NB1 NB2 NB3 NB4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /SUMMARY=TOTAL.

Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

Scale: ALL VARIABLES

Data = DATA 30

Case Processing Summary[a]

		N	%
Cases	Valid	30	100.0
	Excluded[b]	0	.0
	Total	30	100.0

a. Data = DATA 30

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
.767	4

a. Data = DATA 30

Item-Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NB1	11.57	4.116	.652	.665
NB2	11.23	4.116	.746	.623
NB3	11.43	4.875	.517	.739
NB4	11.27	4.133	.428	.813

a. Data = DATA 30

Data = DATA 105

Case Processing Summary[a]

		N	%

Cases	Valid	105	100.0
	Excluded[b]	0	.0
	Total	105	100.0

a. Data = DATA 105

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
.763	4

a. Data = DATA 105

Item-Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NB1	11.28	7.452	.264	.839
NB2	11.49	5.329	.637	.665
NB3	11.35	4.942	.734	.606
NB4	11.29	5.341	.645	.661

a. Data = DATA 105

```
CORRELATIONS
  /VARIABLES=PP DS DP PS NB
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

Notes

Comments		
Input	Data	C:\Users\wid\Google Drive\2017\abd amyra\DATAM.sav
	Active Dataset	DataSet2
	Filter	<none>
	Weight	<none>
	Split File	Data

Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=PP DS DP PS NB /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

Data = DATA 30

Correlations[a]

		PP	DS	DP	PS	NB
PP	Pearson Correlation	1	.645**	.365*	.278	.328
	Sig. (2-tailed)		.000	.047	.137	.076
	N	30	30	30	30	30
DS	Pearson Correlation	.645**	1	.544**	.589**	.569**
	Sig. (2-tailed)	.000		.002	.001	.001
	N	30	30	30	30	30
DP	Pearson Correlation	.365*	.544**	1	.280	.629**
	Sig. (2-tailed)	.047	.002		.133	.000
	N	30	30	30	30	30
PS	Pearson Correlation	.278	.589**	.280	1	.459*
	Sig. (2-tailed)	.137	.001	.133		.011
	N	30	30	30	30	30
NB	Pearson Correlation	.328	.569**	.629**	.459*	1
	Sig. (2-tailed)	.076	.001	.000	.011	
	N	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

a. Data = DATA 30

Data = DATA 105

Correlations[a]

		PP	DS	DP	PS	NB
PP	Pearson Correlation	1	.671**	.441**	.500**	.298**
	Sig. (2-tailed)		.000	.000	.000	.002
	N	105	105	105	105	105
DS	Pearson Correlation	.671**	1	.633**	.704**	.457**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	105	105	105	105	105
DP	Pearson Correlation	.441**	.633**	1	.547**	.626**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	105	105	105	105	105
PS	Pearson Correlation	.500**	.704**	.547**	1	.468**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	105	105	105	105	105
NB	Pearson Correlation	.298**	.457**	.626**	.468**	1
	Sig. (2-tailed)	.002	.000	.000	.000	
	N	105	105	105	105	105

**. Correlation is significant at the 0.01 level (2-tailed).

a. Data = DATA 105

LAMPIRAN 4

HASIL UJI ANOVA

Oneway

Notes

Output Created		20-JAN-2017 17:54:07
Comments		
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	Split File	<none>
	N of Rows in Working Data File	105
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on cases with no missing data for any variable in the analysis.
Syntax		ONEWAY PP DS DP PS NB BY USIA /STATISTICS DESCRIPTIVES HOMOGENEITY /PLOT MEANS /MISSING ANALYSIS.
Resources	Processor Time	00:00:01,50
	Elapsed Time	00:00:01,41

[DataSet0] C:\Users\Amyra PC\Desktop\SPSSsem.sav

Descriptives

		N	Mean	Std. Deviation	Std. Error
Prengetahuan pelanggan	17-25 Tahun	103	-,1128755	,98214151	,09677328
	25 - 33 Tahun	50	,2465516	1,01930426	,14415139
	> 33 Tahun	7	-,1002011	,93795402	,35451330
	Total	105	,0000000	1,00000000	,07905694
Dukungan Selebriti	17-25 Tahun	103	-,1240759	,98050767	,09661229
	25 - 33 Tahun	50	,1988232	1,03597699	,14650927
	> 33 Tahun	7	,4055226	,77837132	,29419670
	Total	105	,0000000	1,00000000	,07905694
Desain Produk	17-25 Tahun	103	-,1196144	,97806775	,09637188
	25 - 33 Tahun	50	,2151549	1,00750378	,14248255
	> 33 Tahun	7	,2232188	1,12174968	,42398153
	Total	105	,0000000	1,00000000	,07905694
Persepsi Nilai	17-25 Tahun	103	-,0081160	1,01201373	,09971668
	25 - 33 Tahun	50	,0020094	,98035485	,13864311
	> 33 Tahun	7	,1050677	1,10728880	,41851583
	Total	105	,0000000	1,00000000	,07905694
Niat Beli	17-25 Tahun	103	-,1054271	,95472970	,09407231
	25 - 33 Tahun	50	,1570053	1,08452856	,15337550
	> 33 Tahun	7	,4298182	,88709496	,33529038
	Total	105	,0000000	1,00000000	,07905694

Descriptives

		95% Confidence Interval for Mean		Minimum	Maximum
		Lower Bound	Upper Bound		
Prengetahuan pelanggan	17-25 Tahun	-,3048248	,0790739	-1,83442	1,68707
	25 - 33 Tahun	-,0431314	,5362347	-2,48324	1,68707
	> 33 Tahun	-,9676639	,7672617	-1,83442	1,03825
	Total	-,1561372	,1561372	-2,48324	1,68707
Dukungan Selebriti	17-25 Tahun	-,3157059	,0675541	-2,95071	1,81077
	25 - 33 Tahun	-,0955982	,4932446	-2,57027	1,81077
	> 33 Tahun	-,3143508	1,1253960	-,91262	1,45553
	Total	-,1561372	,1561372	-2,95071	1,81077
Desain Produk	17-25 Tahun	-,3107675	,0715388	-2,05553	1,78169
	25 - 33 Tahun	-,0711745	,5014843	-1,80955	1,78169
	> 33 Tahun	-,8142266	1,2606643	-,99552	1,78169

Persepsi Nilai	Total	-,1561372	,1561372	-2,05553	1,78169
	17-25 Tahun	-,2059035	,1896716	-3,11507	1,47829
	25 - 33 Tahun	-,2766043	,2806232	-2,62414	1,47829
	> 33 Tahun	-,9190036	1,1291391	-1,78208	1,47829
	Total	-,1561372	,1561372	-3,11507	1,47829
Niat Beli	17-25 Tahun	-,2920191	,0811649	-2,40770	1,55616
	25 - 33 Tahun	-,1512143	,4652249	-2,40770	1,55616
	> 33 Tahun	-,3906078	1,2502442	-,92957	1,55616
	Total	-,1561372	,1561372	-2,40770	1,55616

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Prengetahuan pelanggan	,404	2	157	,668
Dukungan Selebriti	,684	2	157	,506
Desain Produk	,278	2	157	,758
Persepsi Nilai	,021	2	157	,979
Niat Beli	,548	2	157	,579

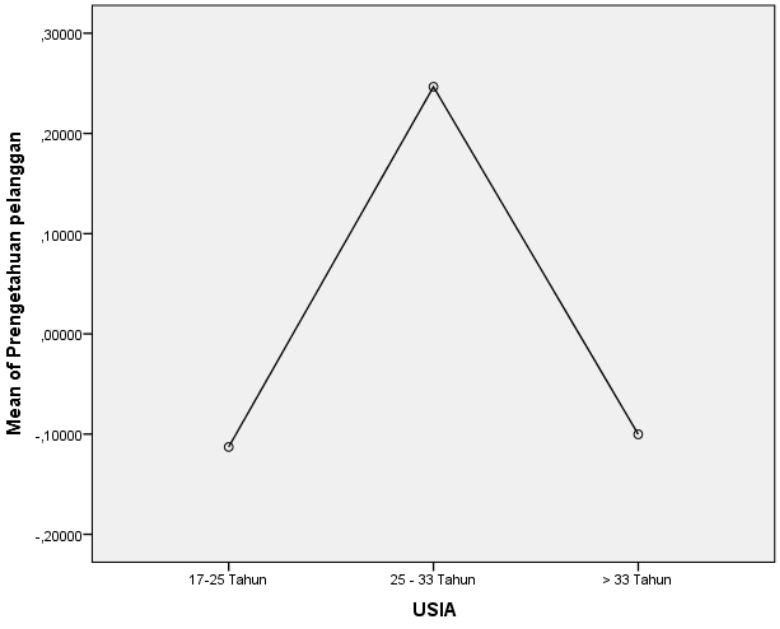
ANOVA

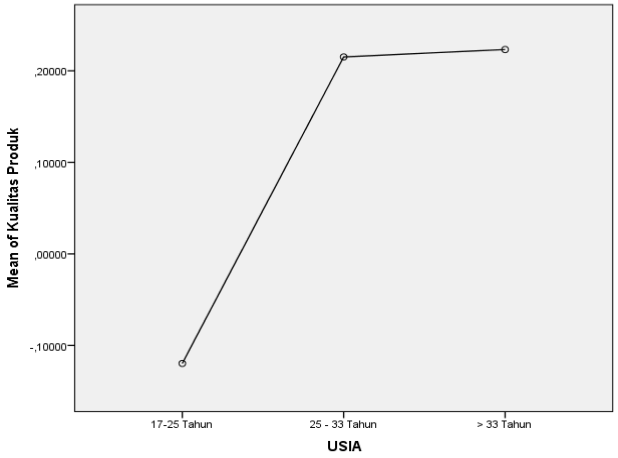
		Sum of Squares	df	Mean Square	F
Prengetahuan pelanggan	Between Groups	4,422	2	2,211	2,246
	Within Groups	154,578	157	,985	
	Total	159,000	159		
Dukungan Selebriti	Between Groups	4,713	2	2,357	2,398
	Within Groups	154,287	157	,983	
	Total	159,000	159		
Desain Produk	Between Groups	4,137	2	2,069	2,097
	Within Groups	154,863	157	,986	
	Total	159,000	159		
Persepsi Nilai	Between Groups	,084	2	,042	,042
	Within Groups	158,916	157	1,012	
	Total	159,000	159		
Niat Beli	Between Groups	3,671	2	1,835	1,855
	Within Groups	155,329	157	,989	
	Total	159,000	159		

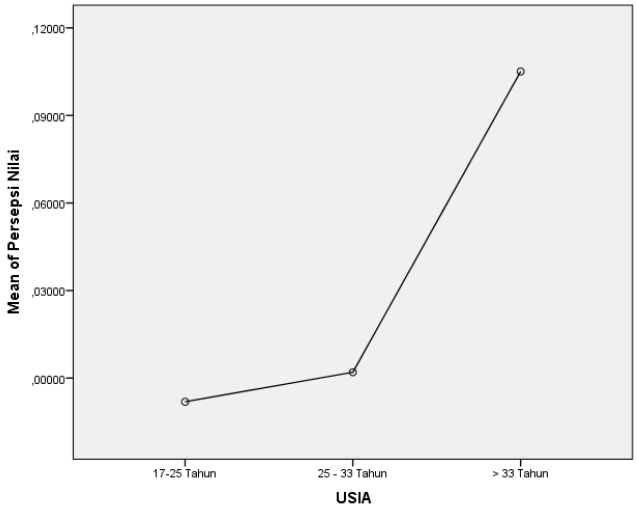
ANOVA

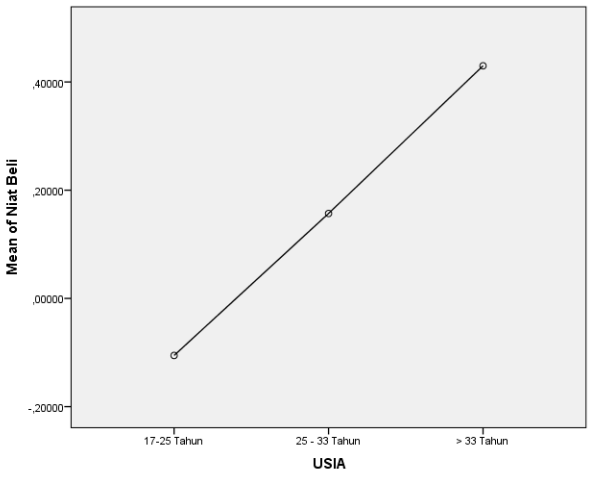
		Sig.
Prengetahuan pelanggan	Between Groups	,109
	Within Groups	
	Total	
Dukungan Selebriti	Between Groups	,094
	Within Groups	
	Total	
Desain Produk	Between Groups	,126
	Within Groups	
	Total	
Persepsi Nilai	Between Groups	,959
	Within Groups	
	Total	
Niat Beli	Between Groups	105
	Within Groups	
	Total	

Means Plots




Mean of Kualitas Produk
,20000
,10000
,00000
-,10000
17-25 Tahun
25 - 33 Tahun
> 33 Tahun
USIA


Mean of Persepsi Nilai
,12000
,09000
,06000
,03000
,00000
17-25 Tahun
25 - 33 Tahun
> 33 Tahun
USIA


Mean of Niat Beli
,40000
,20000
,00000
-,20000
17-25 Tahun
25 - 33 Tahun
> 33 Tahun
USIA

```
ONEWAY PP DS DP PN NB BY STATUS
  /STATISTICS DESCRIPTIVES HOMOGENEITY
  /PLOT MEANS
  /MISSING ANALYSIS.
```

Oneway

Notes

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	N of Rows in Working Data File	105
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on cases with no missing data for any variable in the analysis.
Syntax		ONEWAY PP DS KP PN NB BY STATUS /STATISTICS DESCRIPTIVES HOMOGENEITY /PLOT MEANS /MISSING ANALYSIS.
Resources	Processor Time	00:00:01,14
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[DataSet0] C:\Users\Amyra PC\Desktop\SPSSsem.sav

Descriptives

		N	Mean	Std. Deviation	Std. Error
Prengetahuan pelanggan	Menikah	81	-,0761679	,98429643	,10936627
	Belum Menikah	79	,0780962	1,01615853	,11432677
	Total	105	,0000000	1,00000000	,07905694
Dukungan Selebriti	Menikah	81	-,0616901	,99845453	,11093939
	Belum Menikah	79	,0632518	1,00398414	,11295704
	Total	105	,0000000	1,00000000	,07905694
Desain Produk	Menikah	81	-,0253542	1,00566048	,11174005
	Belum Menikah	79	,0259961	,99991219	,11249891
	Total	105	,0000000	1,00000000	,07905694
Persepsi Nilai	Menikah	81	-,0434520	1,00863557	,11207062
	Belum Menikah	79	,0445521	,99551947	,11200469
	Total	105	,0000000	1,00000000	,07905694
Niat Beli	Menikah	81	-,0416153	1,00920054	,11213339
	Belum Menikah	79	,0426689	,99509717	,11195718
	Total	105	,0000000	1,00000000	,07905694

Descriptives

		95% Confidence Interval for Mean		Minimum	Maximum
		Lower Bound	Upper Bound		
Prengetahuan pelanggan	Menikah	-,2938137	,1414780	-1,83442	1,68707
	Belum Menikah	-,1495110	,3057033	-2,48324	1,68707
	Total	-,1561372	,1561372	-2,48324	1,68707
Dukungan Selebriti	Menikah	-,2824665	,1590864	-2,57027	1,81077
	Belum Menikah	-,1616284	,2881320	-2,95071	1,81077
	Total	-,1561372	,1561372	-2,95071	1,81077
Desain Produk	Menikah	-,2477240	,1970156	-2,05553	1,78169
	Belum Menikah	-,1979721	,2499642	-1,85575	1,78169
	Total	-,1561372	,1561372	-2,05553	1,78169

Persepsi Nilai	Menikah	-,2664797	,1795756	-2,66149	1,47829
	Belum Menikah	-,1784321	,2675363	-3,11507	1,47829
	Total	-,1561372	,1561372	-3,11507	1,47829
Niat Beli	Menikah	-,2647679	,1815373	-2,40770	1,55616
	Belum Menikah	-,1802208	,2655585	-2,40770	1,55616
	Total	-,1561372	,1561372	-2,40770	1,55616

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Prengetahuan pelanggan	,093	1	158	,761
Dukungan Selebriti	,073	1	158	,787
Desain Produk	,009	1	158	,925
Persepsi Nilai	,323	1	158	,570
Niat Beli	,010	1	158	,921

ANOVA

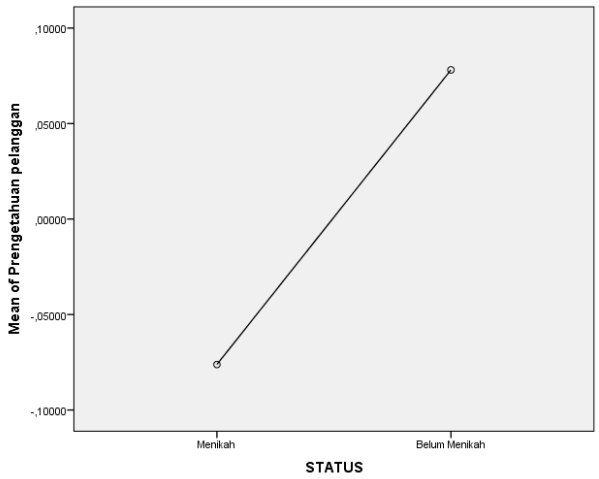
		Sum of Squares	Df	Mean Square	F
Prengetahuan pelanggan	Between Groups	,952	1	,952	,951
	Within Groups	158,048	158	1,000	
	Total	159,000	159		
Dukungan Selebriti	Between Groups	,624	1	,624	,623
	Within Groups	158,376	158	1,002	
	Total	159,000	159		
Desain Produk	Between Groups	,105	1	,105	,105
	Within Groups	158,895	158	1,006	

	Total	159,000	159		
	Between Groups	,310	1	,310	,308
Persepsi Nilai	Within Groups	158,690	158	1,004	
	Total	159,000	159		
	Between Groups	,284	1	,284	,283
Niat Beli	Within Groups	158,716	158	1,005	
	Total	159,000	159		

ANOVA

		Sig.
	Between Groups	,331
Prengetahuan pelanggan	Within Groups	
	Total	
	Between Groups	,431
Dukungan Selebriti	Within Groups	
	Total	
	Between Groups	,746
Desain Produk	Within Groups	
	Total	
	Between Groups	,579
Persepsi Nilai	Within Groups	
	Total	
	Between Groups	,596
Niat Beli	Within Groups	
	Total	

Means Plots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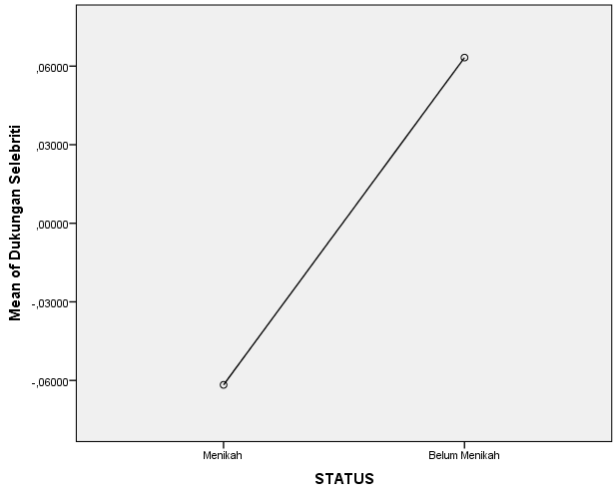
Mean of Prengetahuan pelanggan
Menikah
Belum Menikah
STATUS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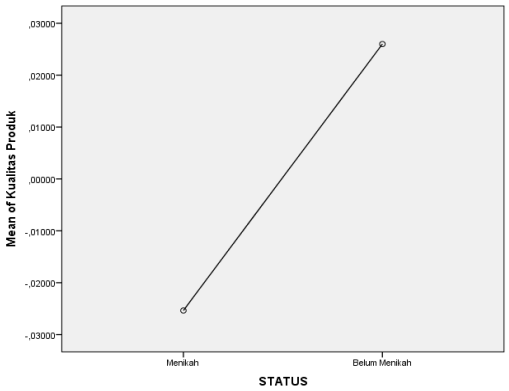
Mean of Dukungan Selebriti
Menikah
Belum Menikah
STATUS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,02000
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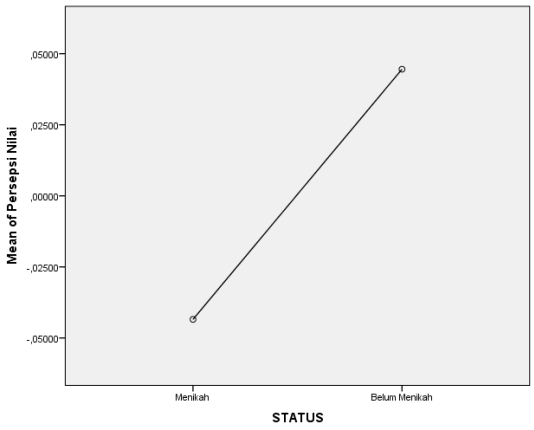
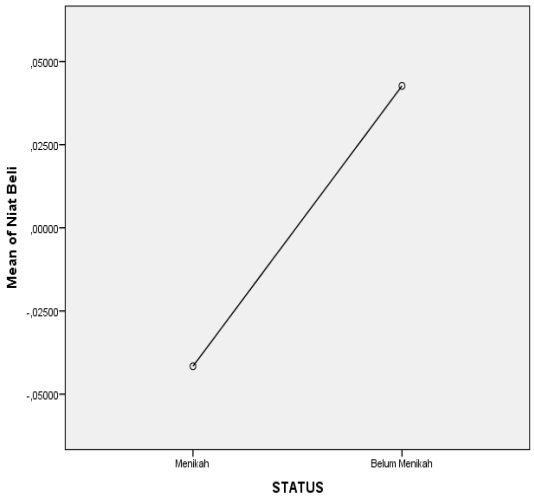
Mean of Kualitas Produk
Menikah
Belum Menikah
STATUS



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ONEWAY PP DS KP PN NB BY PENDIDIKAN
  /STATISTICS DESCRIPTIVES HOMOGENEITY
  /PLOT MEANS
  /MISSING ANALYSIS.
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Oneway

Notes

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[DataSet0] C:\Users\Amyra PC\Desktop\SPSSsem.sav

Descriptives

		N	Mean	Std. Deviation	Std. Error
Prengetahuan pelanggan	SMA	112	-,0217551	1,01438798	,09585065
	S1	41	,0630338	1,01382841	,15833340
	> S1	7	-,0211164	,75828053	,28660310
	Total	105	,0000000	1,00000000	,07905694
Dukungan Selebriti	SMA	112	-,0175270	1,01980999	,09636299
	S1	41	,0033120	,99196299	,15491859
	> S1	7	,2610339	,78391889	,29629349
	Total	105	,0000000	1,00000000	,07905694
Desain Produk	SMA	112	,0400827	,94282405	,08908850
	S1	41	-,1462210	1,15860535	,18094376
	> S1	7	,2151144	,93586626	,35372420
	Total	105	,0000000	1,00000000	,07905694
Persepsi Nilai	SMA	112	-,0376936	1,05367315	,09956275
	S1	41	,1157195	,87271297	,13629487
	> S1	7	-,0746877	,87105927	,32922946
	Total	105	,0000000	1,00000000	,07905694

Niat Beli	SMA	112	,0191579	,96068811	,09077649
	S1	41	-,1399127	1,14546293	,17889125
	> S1	7	,5129628	,48073997	,18170263
	Total	105	,0000000	1,00000000	,07905694

Descriptives

		95% Confidence Interval for Mean		Minimum	Maximum
		Lower Bound	Upper Bound		
Prengetahuan pelanggan	SMA	-,2116896	,1681794	-2,48324	1,68707
	S1	-,2569699	,3830375	-1,83442	1,68707
	> S1	-,7224089	,6801761	-1,18560	1,08350
	Total	-,1561372	,1561372	-2,48324	1,68707
Dukungan Selebriti	SMA	-,2084767	,1734227	-2,57027	1,81077
	S1	-,3097902	,3164141	-2,95071	1,81077
	> S1	-,4639702	,9860379	-1,20715	1,45553
	Total	-,1561372	,1561372	-2,95071	1,81077
Desain Produk	SMA	-,1364521	,2166175	-1,80955	1,78169
	S1	-,5119220	,2194800	-2,05553	1,78169
	> S1	-,6504176	1,0806463	-,73064	1,78169
	Total	-,1561372	,1561372	-2,05553	1,78169
Persepsi Nilai	SMA	-,2349839	,1595966	-3,11507	1,47829
	S1	-,1597427	,3911817	-2,24525	1,47829
	> S1	-,8802832	,7309077	-1,28156	1,47829
	Total	-,1561372	,1561372	-3,11507	1,47829
Niat Beli	SMA	-,1607218	,1990375	-2,40770	1,55616
	S1	-,5014654	,2216401	-2,40770	1,55616
	> S1	,0683525	,9575731	,09301	1,55616
	Total	-,1561372	,1561372	-2,40770	1,55616

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Prengetahuan pelanggan	,707	2	157	,495
Dukungan Selebriti	1,489	2	157	,229
Desain Produk	1,239	2	157	,292
Persepsi Nilai	,975	2	157	,380
Niat Beli	3,553	2	157	,031

ANOVA

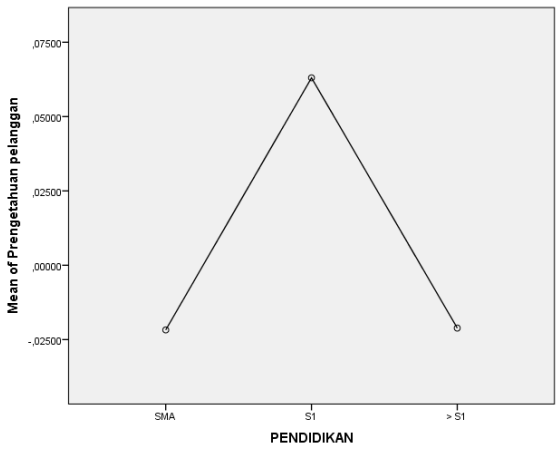
		Sum of Squares	df	Mean Square	F
Prengetahuan pelanggan	Between Groups	,219	2	,110	,108
	Within Groups	158,781	157	1,011	
	Total	159,000	159		
Dukungan Selebriti	Between Groups	,512	2	,256	,254
	Within Groups	158,488	157	1,009	
	Total	159,000	159		
Desain Produk	Between Groups	1,380	2	,690	,688
	Within Groups	157,620	157	1,004	
	Total	159,000	159		
Persepsi Nilai	Between Groups	,747	2	,374	,371
	Within Groups	158,253	157	1,008	
	Total	159,000	159		
Niat Beli	Between Groups	2,686	2	1,343	1,349
	Within Groups	156,314	157	,996	
	Total	159,000	159		

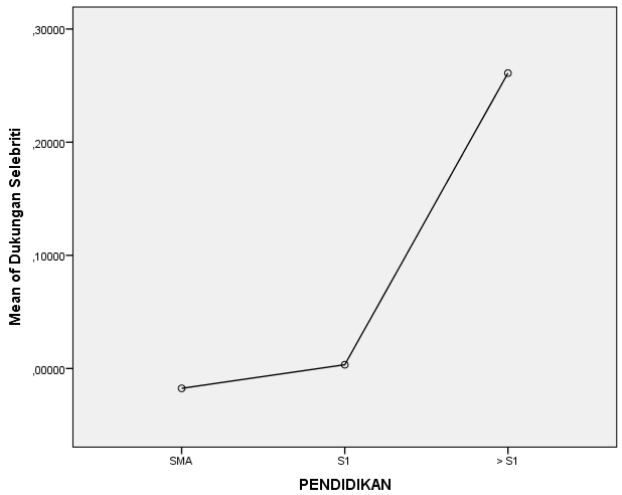
ANOVA

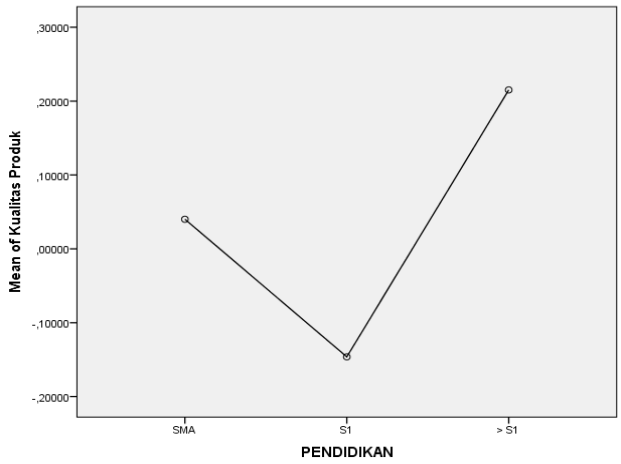
		Sig.
Prengetahuan pelanggan	Between Groups	,897
	Within Groups	
	Total	
Dukungan Selebriti	Between Groups	,776
	Within Groups	
	Total	
Desain Produk	Between Groups	,504

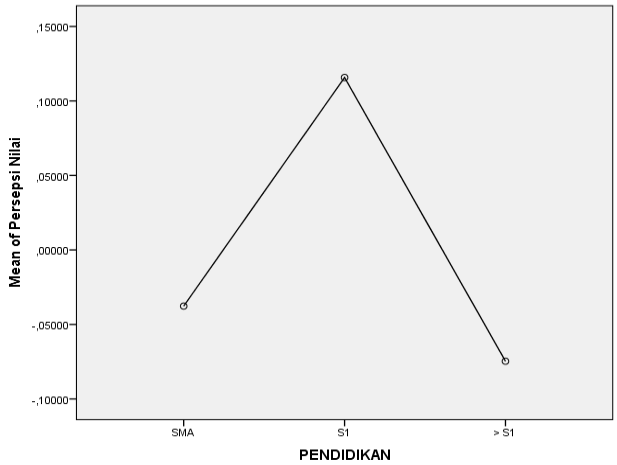
	Within Groups	
	Total	
	Between Groups	,691
Persepsi Nilai	Within Groups	
	Total	
	Between Groups	,263
Niat Beli	Within Groups	
	Total	

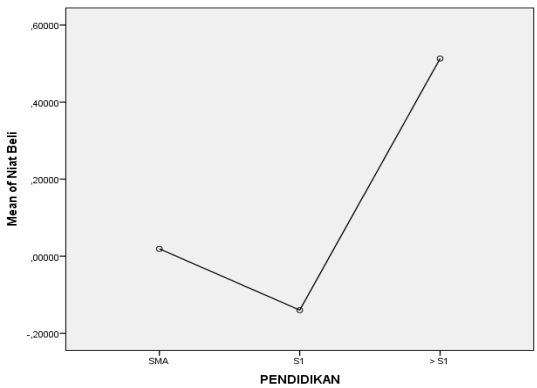
Means Plots









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ONEWAY PP DS KP PN NB BY PEKERJAAN
  /STATISTICS DESCRIPTIVES HOMOGENEITY
  /PLOT MEANS
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  /MISSING ANALYSIS.
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Oneway

Notes

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Descriptives

		N	Mean	Std. Deviation	Std. Error
Prengetahuan pelanggan	Mahasiswa	79	,0182999	,99670006	,11213752
	Karyawan	27	-,0433758	,90902951	,17494281
	Lainnya	54	-,0050842	1,06355216	,14473112
	Total	105	,0000000	1,00000000	,07905694
Dukungan Selebriti	Mahasiswa	79	,0056281	1,00195136	,11272834

	Karyawan	27	-,0562261	,89659506	,17254980
	Lainnya	54	,0198794	1,06119495	,14441034
	Total	105	,0000000	1,00000000	,07905694
Desain Produk	Mahasiswa	79	,0027792	,98093257	,11036354
	Karyawan	27	,0869072	1,05521669	,20307655
	Lainnya	54	-,0475194	1,01562460	,13820900
	Total	105	,0000000	1,00000000	,07905694
Persepsi Nilai	Mahasiswa	79	-,0501217	1,00711123	,11330887
	Karyawan	27	,2092338	,98250237	,18908267
	Lainnya	54	-,0312907	1,00334590	,13653808
	Total	105	,0000000	1,00000000	,07905694
Niat Beli	Mahasiswa	79	-,0830585	,93909113	,10565601
	Karyawan	27	-,3115195	1,19342499	,22967475
	Lainnya	54	,2772713	,93025543	,12659173
	Total	105	,0000000	1,00000000	,07905694

Descriptives

		95% Confidence Interval for Mean		Minimum	Maximum
		Lower Bound	Upper Bound		
Prengetahuan pelanggan	Mahasiswa	-,2049487	,2415486	-1,83442	1,68707
	Karyawan	-,4029759	,3162243	-1,83442	1,68707
	Lainnya	-,2953780	,2852097	-2,48324	1,68707
	Total	-,1561372	,1561372	-2,48324	1,68707
Dukungan Selebriti	Mahasiswa	-,2187968	,2300529	-2,27929	1,81077
	Karyawan	-,4109073	,2984551	-1,44791	1,81077
	Lainnya	-,2697711	,3095299	-2,95071	1,81077
	Total	-,1561372	,1561372	-2,95071	1,81077
Desain Produk	Mahasiswa	-,2169378	,2224961	-1,80955	1,78169
	Karyawan	-,3305226	,5043370	-2,05553	1,78169
	Lainnya	-,3247316	,2296927	-1,85575	1,78169
	Total	-,1561372	,1561372	-2,05553	1,78169
Persepsi Nilai	Mahasiswa	-,2757023	,1754590	-2,66149	1,47829
	Karyawan	-,1794312	,5978988	-2,62414	1,47829
	Lainnya	-,3051515	,2425700	-3,11507	1,47829
	Total	-,1561372	,1561372	-3,11507	1,47829
Niat Beli	Mahasiswa	-,2934035	,1272864	-2,40770	1,55616
	Karyawan	-,7836227	,1605837	-2,40770	1,55616

	Lainnya	,0233605	,5311822	-2,08395	1,55616
	Total	-,1561372	,1561372	-2,40770	1,55616

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Prengetahuan pelanggan	,753	2	157	,472
Dukungan Selebriti	,795	2	157	,453
Desain Produk	,116	2	157	,890
Persepsi Nilai	,064	2	157	,938
Niat Beli	1,724	2	157	,182

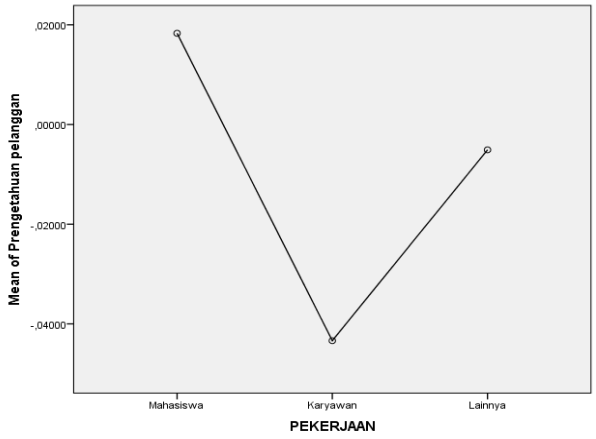
ANOVA

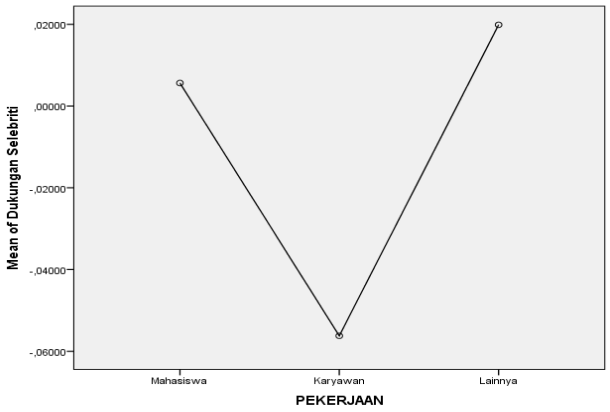
		Sum of Squares	df	Mean Square	F
Prengetahuan pelanggan	Between Groups	,079	2	,039	,039
	Within Groups	158,921	157	1,012	
	Total	159,000	159		
Dukungan Selebriti	Between Groups	,109	2	,055	,054
	Within Groups	158,891	157	1,012	
	Total	159,000	159		
Desain Produk	Between Groups	,326	2	,163	,162
	Within Groups	158,674	157	1,011	
	Total	159,000	159		
Persepsi Nilai	Between Groups	1,433	2	,717	,714
	Within Groups	157,567	157	1,004	
	Total	159,000	159		
Niat Beli	Between Groups	7,317	2	3,658	3,787
	Within Groups	151,683	157	,966	
	Total	159,000	159		

ANOVA

		Sig.
Prengetahuan pelanggan	Between Groups	,962
	Within Groups	
	Total	
Dukungan Selebriti	Between Groups	,947
	Within Groups	
	Total	
Desain Produk	Between Groups	,851
	Within Groups	
	Total	
Persepsi Nilai	Between Groups	,491
	Within Groups	
	Total	
Niat Beli	Between Groups	,025
	Within Groups	
	Total	

Means Plots

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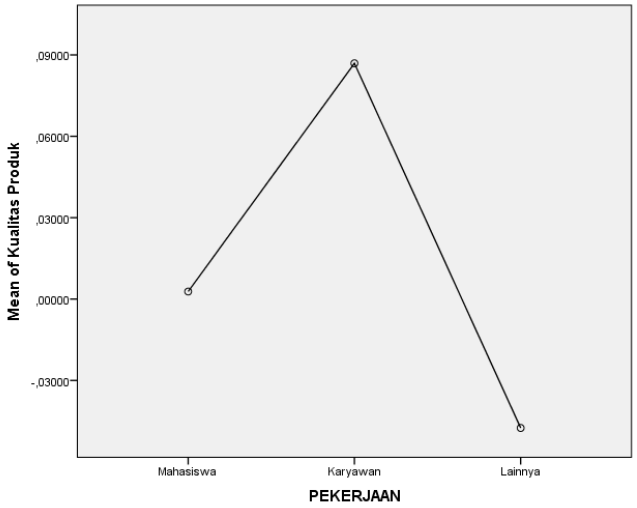
Mahasiswa
Karyawan
Lainnya
PEKERJAAN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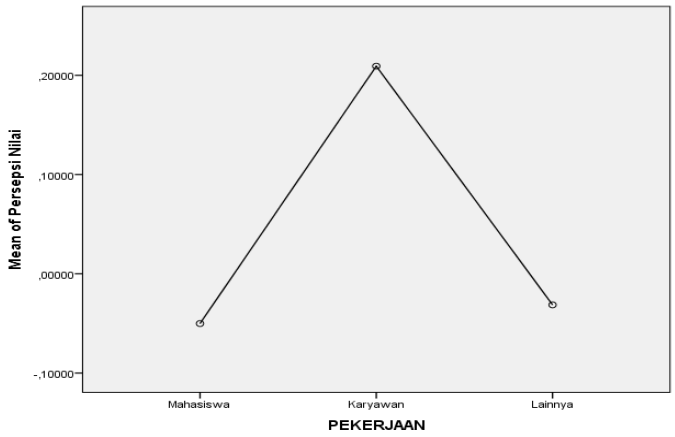
Mahasiswa
Karyawan
Lainnya
PEKERJAAN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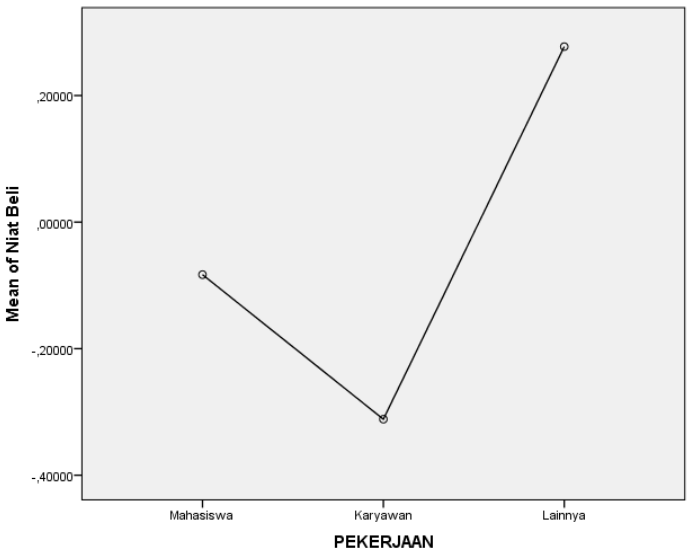
Karyawan
Lainnya
PEKERJAAN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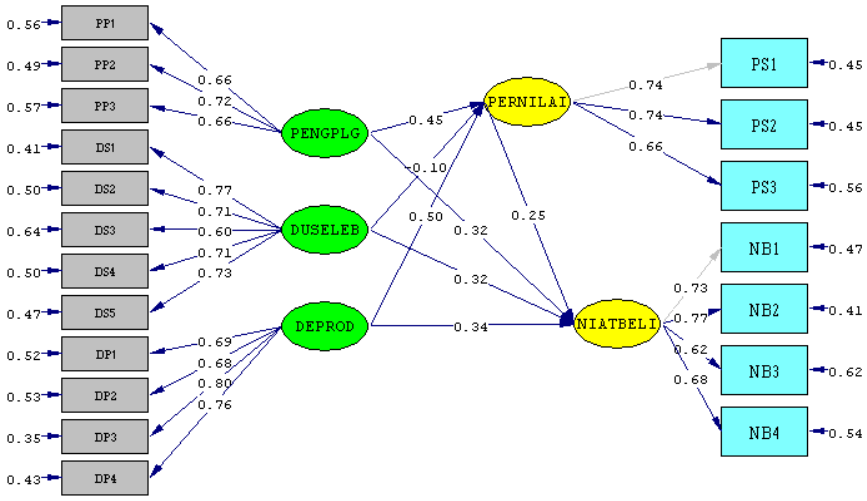
Mean of Niat Beli
Mahasiswa
Karyawan
Lainnya
PEKERJAAN

LAMPIRAN 5

HASIL UJI SEM

STANDARDIZE SOLUTION



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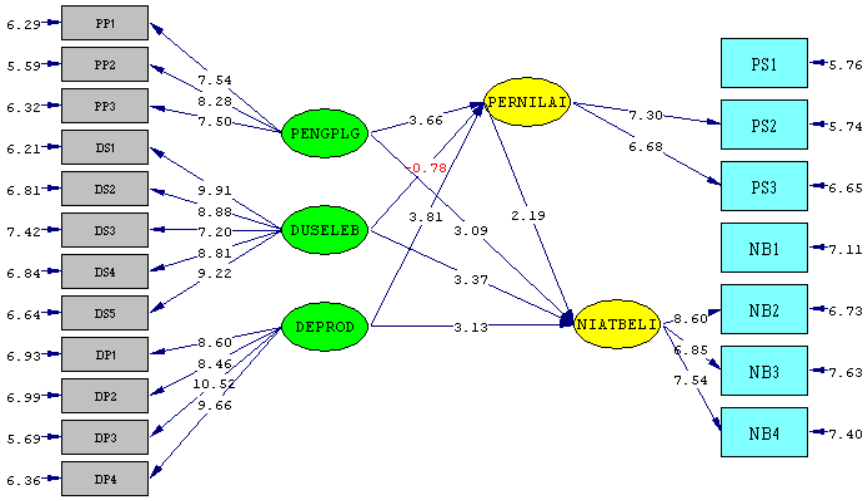

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DATE: 1/ 25/2017
TIME: 22:56

L I S R E L 8.70

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file C:\Users\wid\Google Drive\2017\abd amyra\AMY.PR2:

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OBSERVED VARIABLES PP1  PP2     PP3     PP      DS1     DS2     DS3     DS4
        DS5     DS      DP1     DP2     DP3     DP4     DP      PS1     PS2     PS3
        PS      NB1     NB2     NB3     NB4     NB
RAW DATA FROM FILE DATAWD.PSF
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LATENT VARIABLES PENGPLG DUSELEB DEPROD  PERNILAI NIATBELI
PP1 PP2 PP3=PENGPLG
DS1 DS2 DS3 DS4 DS5 =DUSELEB
DP1 DP2 DP3 DP4 =DEPROD
PS1 PS2 PS3 =PERNILAI
NB1 NB2 NB3 NB4 =NIATBELI
PERNILAI =PENGPLG DEPROD DUSELEB
NIATBELI =PENGPLG DEPROD DUSELEB PERNILAI
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PATH DIAGRAM
END OF PROBLEM
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Sample Size = 105

Covariance Matrix

	PS1	PS2	PS3	NB1	NB2	NB3
PS1	0.46					
PS2	0.26	0.55				
PS3	0.25	0.28	0.53			
NB1	0.24	0.21	0.20	0.59		

NB2	0.22	0.28	0.19	0.32	0.59	
NB3	0.17	0.21	0.11	0.17	0.26	0.42
NB4	0.20	0.19	0.13	0.31	0.31	0.18
PP1	0.14	0.12	0.08	0.18	0.23	0.16
PP2	0.17	0.17	0.19	0.17	0.23	0.17
PP3	0.16	0.19	0.16	0.21	0.21	0.19
DS1	0.12	0.10	0.07	0.25	0.20	0.19
DS2	0.16	0.09	0.09	0.28	0.23	0.15
DS3	0.17	0.16	0.10	0.28	0.18	0.10
DS4	0.09	0.08	0.05	0.20	0.21	0.18
DS5	0.10	0.11	0.05	0.19	0.22	0.17
DP1	0.14	0.16	0.09	0.24	0.20	0.15
DP2	0.13	0.12	0.11	0.19	0.22	0.12
DP3	0.22	0.16	0.15	0.26	0.30	0.15
DP4	0.21	0.24	0.16	0.29	0.33	0.21

Covariance Matrix

	NB4	PP1	PP2	PP3	DS1	DS2
NB4	0.54					
PP1	0.20	0.54				
PP2	0.21	0.26	0.57			
PP3	0.20	0.25	0.29	0.63		
DS1	0.20	0.13	0.12	0.11	0.43	
DS2	0.21	0.16	0.12	0.12	0.24	0.54
DS3	0.16	0.10	0.10	0.16	0.23	0.22
DS4	0.20	0.15	0.13	0.12	0.25	0.25
DS5	0.23	0.08	0.13	0.11	0.30	0.33
DP1	0.19	0.12	0.07	0.13	0.13	0.19
DP2	0.10	0.05	0.01	0.04	0.07	0.16
DP3	0.21	0.10	0.09	0.13	0.19	0.20
DP4	0.23	0.13	0.14	0.18	0.25	0.24

Covariance Matrix

	DS3	DS4	DS5	DP1	DP2	DP3
DS3	0.50					
DS4	0.21	0.50				
DS5	0.22	0.30	0.62			
DP1	0.14	0.16	0.11	0.49		
DP2	0.11	0.06	0.06	0.21	0.40	
DP3	0.18	0.19	0.15	0.27	0.30	0.55
DP4	0.17	0.21	0.16	0.31	0.22	0.34

Covariance Matrix

	DP4
DP4	0.62

Number of Iterations = 13

LISREL Estimates (Maximum Likelihood)

Measurement Equations

PS1 = 0.50*PERNILAI, Errorvar.= 0.21 , R^2 = 0.55
(0.036)
5.76

PS2 = 0.55*PERNILAI, Errorvar.= 0.25 , R^2 = 0.55
(0.076) (0.043)
7.30 5.74

PS3 = 0.48*PERNILAI, Errorvar.= 0.30 , R^2 = 0.44
(0.072) (0.045)
6.68 6.65

NB1 = 0.56*NIATBELI, Errorvar.= 0.28 , R^2 = 0.53
(0.039)
7.11

NB2 = 0.59*NIATBELI, Errorvar.= 0.24 , R^2 = 0.59
(0.069) (0.036)
8.60 6.73

NB3 = 0.40*NIATBELI, Errorvar.= 0.26 , R^2 = 0.38
(0.058) (0.034)
6.85 7.63

NB4 = 0.50*NIATBELI, Errorvar.= 0.29 , R^2 = 0.46
(0.066) (0.040)
7.54 7.40

PP1 = 0.48*PENGPLG, Errorvar.= 0.30 , R^2 = 0.44
(0.064) (0.048)
7.54 6.29

PP2 = 0.54*PENGPLG, Errorvar.= 0.28 , R^2 = 0.51
(0.066) (0.050)
8.28 5.59

PP3 = 0.52*PENGPLG, Errorvar.= 0.36 , R^2 = 0.43
(0.070) (0.057)
7.50 6.32

DS1 = 0.50*DUSELEB, Errorvar.= 0.17 , R^2 = 0.59
(0.051) (0.028)
9.91 6.21

DS2 = 0.52*DUSELEB, Errorvar.= 0.27 , R^2 = 0.50
(0.059) (0.039)
8.88 6.81

DS3 = 0.43*DUSELEB, Errorvar.= 0.32 , R^2 = 0.36
(0.059) (0.043)
7.20 7.42

DS4 = 0.50*DUSELEB, Errorvar.= 0.25 , R^2 = 0.50
(0.056) (0.036)
8.81 6.84

DS5 = 0.57*DUSELEB, Errorvar.= 0.29 , R^2 = 0.53
(0.062) (0.044)
9.22 6.64

DP1 = 0.49*DEPROD, Errorvar.= 0.25 , R^2 = 0.48
(0.056) (0.037)
8.60 6.93

DP2 = 0.43*DEPROD, Errorvar.= 0.21 , R^2 = 0.47
(0.051) (0.030)
8.46 6.99

DP3 = 0.59*DEPROD, Errorvar.= 0.19 , R^2 = 0.65
(0.057) (0.034)
10.52 5.69

DP4 = 0.59*DEPROD, Errorvar.= 0.26 , R^2 = 0.57
(0.061) (0.042)
9.66 6.36

Structural Equations

PERNILAI = 0.45*PENGPLG - 0.10*DUSELEB + 0.50*DEPROD, Errorvar.= 0.48 , R^2 = 0.52
(0.12) (0.13) (0.13) (0.14)
3.66 -0.78 3.81 3.49

NIATBELI = 0.25*PERNILAI + 0.32*PENGPLG + 0.32*DUSELEB + 0.34*DEPROD, Errorvar.= 0.063 , R^2 = 0.94
(0.12) (0.10) (0.095) (0.11) (0.055)
2.19 3.09 3.37 3.13 1.15

Reduced Form Equations

PERNILAI = 0.45*PENGPLG - 0.10*DUSELEB + 0.50*DEPROD, Errorvar.= 0.48, R^2 = 0.52
(0.12) (0.13) (0.13)
3.66 -0.78 3.81

NIATBELI = 0.43*PENGPLG + 0.29*DUSELEB + 0.46*DEPROD, Errorvar.= 0.094, R^2 = 0.91
(0.090) (0.098) (0.097)
4.76 2.98 4.79

Correlation Matrix of Independent Variables

	PENGPLG	DUSELEB	DEPROD
PENGPLG	1.00		
DUSELEB	0.46	1.00	
	(0.09)		
	4.96		
DEPROD	0.36	0.59	1.00
	(0.10)	(0.07)	
	3.57	7.90	

Covariance Matrix of Latent Variables

	PERNILAI	NIATBELI	PENGPLG	DUSELEB	DEPROD
PERNILAI	1.00				
NIATBELI	0.77	1.00			
PENGPLG	0.58	0.73	1.00		
DUSELEB	0.40	0.77	0.46	1.00	
DEPROD	0.60	0.79	0.36	0.59	1.00

Goodness of Fit Statistics

Degrees of Freedom = 142
Minimum Fit Function Chi-Square = 191.91 (P = 0.0034)
Normal Theory Weighted Least Squares Chi-Square = 170.94 (P = 0.049)
Estimated Non-centrality Parameter (NCP) = 28.94
90 Percent Confidence Interval for NCP = (0.10 ; 65.98)

Minimum Fit Function Value = 1.43
Population Discrepancy Function Value (F0) = 0.22
90 Percent Confidence Interval for F0 = (0.00078 ; 0.49)
Root Mean Square Error of Approximation (RMSEA) = 0.039
90 Percent Confidence Interval for RMSEA = (0.0023 ; 0.059)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.80

Expected Cross-Validation Index (ECVI) = 1.99
90 Percent Confidence Interval for ECVI = (1.78 ; 2.27)
ECVI for Saturated Model = 2.84
ECVI for Independence Model = 22.16

Chi-Square for Independence Model with 171 Degrees of Freedom = 2930.91
Independence AIC = 2968.91
Model AIC = 266.94
Saturated AIC = 380.00
Independence CAIC = 3043.11
Model CAIC = 454.39
Saturated CAIC = 1122.00

Normed Fit Index (NFI) = 0.93
Non-Normed Fit Index (NNFI) = 0.98
Parsimony Normed Fit Index (PNFI) = 0.78
Comparative Fit Index (CFI) = 0.98
Incremental Fit Index (IFI) = 0.98
Relative Fit Index (RFI) = 0.92

Critical N (CN) = 129.56

Root Mean Square Residual (RMR) = 0.030
Standardized RMR = 0.057
Goodness of Fit Index (GFI) = 0.88
Adjusted Goodness of Fit Index (AGFI) = 0.84
Parsimony Goodness of Fit Index (PGFI) = 0.66

Fitted Covariance Matrix

	PS1	PS2	PS3	NB1	NB2	NB3
PS1	0.46					
PS2	0.28	0.55				
PS3	0.24	0.27	0.53			
NB1	0.21	0.23	0.20	0.59		
NB2	0.23	0.25	0.22	0.33	0.59	
NB3	0.15	0.17	0.15	0.22	0.24	0.42
NB4	0.19	0.21	0.18	0.28	0.30	0.20
PP1	0.14	0.16	0.14	0.20	0.21	0.14
PP2	0.16	0.17	0.15	0.22	0.24	0.16
PP3	0.15	0.17	0.15	0.21	0.23	0.15
DS1	0.10	0.11	0.10	0.21	0.23	0.15
DS2	0.10	0.11	0.10	0.22	0.24	0.16
DS3	0.09	0.09	0.08	0.18	0.19	0.13
DS4	0.10	0.11	0.09	0.21	0.23	0.15
DS5	0.11	0.13	0.11	0.24	0.26	0.18
DP1	0.15	0.16	0.14	0.21	0.23	0.15
DP2	0.13	0.14	0.12	0.19	0.20	0.14
DP3	0.18	0.20	0.17	0.26	0.28	0.19
DP4	0.18	0.20	0.17	0.26	0.28	0.19

Fitted Covariance Matrix

	NB4	PP1	PP2	PP3	DS1	DS2
NB4	0.54					
PP1	0.18	0.54				
PP2	0.20	0.26	0.57			
PP3	0.19	0.25	0.28	0.63		
DS1	0.19	0.11	0.13	0.12	0.43	
DS2	0.20	0.12	0.13	0.13	0.26	0.54
DS3	0.16	0.10	0.11	0.10	0.22	0.22
DS4	0.19	0.11	0.13	0.12	0.25	0.26
DS5	0.22	0.13	0.14	0.14	0.29	0.30

DP1	0.19	0.08	0.10	0.09	0.14	0.15
DP2	0.17	0.08	0.08	0.08	0.13	0.13
DP3	0.23	0.10	0.12	0.11	0.18	0.18
DP4	0.23	0.10	0.12	0.11	0.18	0.18

Fitted Covariance Matrix

	DS3	DS4	DS5	DP1	DP2	DP3
DS3	0.50					
DS4	0.21	0.50				
DS5	0.25	0.29	0.62			
DP1	0.12	0.14	0.16	0.49		
DP2	0.11	0.13	0.15	0.21	0.40	
DP3	0.15	0.17	0.20	0.29	0.26	0.55
DP4	0.15	0.17	0.20	0.29	0.26	0.35

Fitted Covariance Matrix

	DP4
DP4	0.62

Fitted Residuals

	PS1	PS2	PS3	NB1	NB2	NB3
PS1	0.00					
PS2	-0.02	0.00				
PS3	0.01	0.02	0.00			
NB1	0.03	-0.02	0.00	0.00		
NB2	-0.01	0.03	-0.02	-0.01	0.00	
NB3	0.01	0.05	-0.04	-0.05	0.02	0.00
NB4	0.01	-0.02	-0.05	0.03	0.02	-0.02
PP1	0.00	-0.03	-0.05	-0.02	0.02	0.02
PP2	0.01	-0.01	0.04	-0.05	-0.01	0.01
PP3	0.00	0.03	0.02	0.00	-0.02	0.04
DS1	0.02	-0.01	-0.02	0.03	-0.03	0.03
DS2	0.06	-0.03	-0.01	0.05	-0.01	-0.01
DS3	0.09	0.07	0.02	0.09	-0.02	-0.03
DS4	-0.01	-0.03	-0.05	-0.01	-0.02	0.03
DS5	-0.01	-0.01	-0.05	-0.05	-0.04	-0.01
DP1	0.00	0.00	-0.04	0.03	-0.02	-0.01
DP2	0.00	-0.03	-0.01	0.00	0.01	-0.02
DP3	0.04	-0.04	-0.02	-0.01	0.02	-0.04
DP4	0.03	0.04	-0.01	0.03	0.05	0.02

Fitted Residuals

	NB4	PP1	PP2	PP3	DS1	DS2
NB4	0.00					
PP1	0.03	0.00				
PP2	0.01	0.00	0.00			
PP3	0.01	0.00	0.00	0.00		

DS1	0.00	0.02	-0.01	-0.01	0.00	
DS2	0.01	0.05	-0.01	-0.01	-0.02	0.00
DS3	-0.01	0.00	-0.01	0.05	0.02	0.00
DS4	0.01	0.04	0.01	0.00	0.00	-0.01
DS5	0.02	-0.05	-0.02	-0.03	0.01	0.03
DP1	0.00	0.03	-0.03	0.03	-0.01	0.04
DP2	-0.07	-0.03	-0.08	-0.04	-0.06	0.02
DP3	-0.02	0.00	-0.02	0.02	0.01	0.02
DP4	0.00	0.03	0.03	0.07	0.07	0.06

Fitted Residuals

	DS3	DS4	DS5	DP1	DP2	DP3
DS3	0.00					
DS4	-0.01	0.00				
DS5	-0.02	0.02	0.00			
DP1	0.02	0.01	-0.05	0.00		
DP2	0.00	-0.06	-0.09	0.00	0.00	
DP3	0.03	0.02	-0.05	-0.01	0.04	0.00
DP4	0.02	0.04	-0.04	0.03	-0.04	-0.02

Fitted Residuals

	DP4
DP4	0.00

Summary Statistics for Fitted Residuals

Smallest Fitted Residual = -0.09
Median Fitted Residual = 0.00
Largest Fitted Residual = 0.09

Stemleaf Plot

```
- 8|5
- 7|90
- 6|4
- 5|954421
- 4|99775540
- 3|88765400
- 2|99976654433221100
- 1|9876666554432111111100
- 0|98877776666654442210000000000000000000000000
  0|11111344566668889
  1|00113455556777789
  2|0012223346667777799
  3|0111255566789
  4|122668
  5|4577
  6|9
  7|00
  8|6
  9|5
```

Standardized Residuals

	PS1	PS2	PS3	NB1	NB2	NB3
PS1	- -					
PS2	-1.62	- -				
PS3	0.57	1.04	- -			
NB1	1.12	-0.83	-0.13	- -		
NB2	-0.26	1.33	-0.93	-0.62	- -	
NB3	0.49	1.79	-1.46	-2.32	1.08	- -
NB4	0.41	-0.64	-1.70	1.46	0.94	-0.95
PP1	-0.08	-1.15	-1.71	-0.72	0.90	0.56
PP2	0.25	-0.29	1.37	-1.73	-0.35	0.40
PP3	0.09	0.85	0.54	-0.01	-0.68	1.19
DS1	0.90	-0.51	-0.79	1.38	-1.41	1.55
DS2	1.88	-0.87	-0.18	1.92	-0.42	-0.40
DS3	2.64	1.95	0.59	3.10	-0.56	-1.04
DS4	-0.38	-0.93	-1.35	-0.30	-0.69	1.05
DS5	-0.35	-0.33	-1.49	-1.85	-1.61	-0.26
DP1	-0.08	0.17	-1.47	0.98	-0.96	-0.29
DP2	0.15	-1.04	-0.37	0.05	0.62	-0.68
DP3	1.63	-1.43	-0.75	-0.23	0.82	-1.50
DP4	1.12	1.44	-0.31	0.93	1.89	0.88

Standardized Residuals

	NB4	PP1	PP2	PP3	DS1	DS2
NB4	- -					
PP1	0.92	- -				
PP2	0.31	-0.02	- -			
PP3	0.20	-0.02	0.04	- -		
DS1	0.15	0.58	-0.21	-0.35	- -	
DS2	0.21	1.38	-0.36	-0.19	-1.74	- -
DS3	-0.18	0.01	-0.20	1.42	0.93	0.01
DS4	0.28	1.10	0.18	0.02	-0.33	-0.86
DS5	0.51	-1.47	-0.44	-0.76	0.62	1.61
DP1	0.03	1.03	-0.79	0.95	-0.52	1.32
DP2	-2.82	-0.84	-2.63	-1.13	-2.53	0.86
DP3	-1.01	-0.04	-0.73	0.60	0.41	0.59
DP4	-0.16	0.81	0.78	1.79	2.64	1.75

Standardized Residuals

	DS3	DS4	DS5	DP1	DP2	DP3
DS3	- -					
DS4	-0.30	- -				
DS5	-1.01	0.97	- -			
DP1	0.60	0.45	-1.59	- -		
DP2	0.01	-2.36	-2.91	0.03	- -	
DP3	0.99	0.60	-1.66	-1.06	3.28	- -
DP4	0.65	1.19	-1.14	1.63	-2.40	-1.42

Standardized Residuals

	DP4
DP4	- -

Summary Statistics for Standardized Residuals

Smallest Standardized Residual = -2.91
Median Standardized Residual = 0.00
Largest Standardized Residual = 3.28

Stemleaf Plot

```
- 2|9865
- 2|443
- 1|97777766655555
- 1|44441111000000
- 0|99998888887777766655
- 0|44444443333333333222222211100000000000000000000000000000000
  0|112222222334444
  0|55566666666668889999999999
  1|0000011111223344444
  1|556668889999
  2|
  2|66
  3|13
```

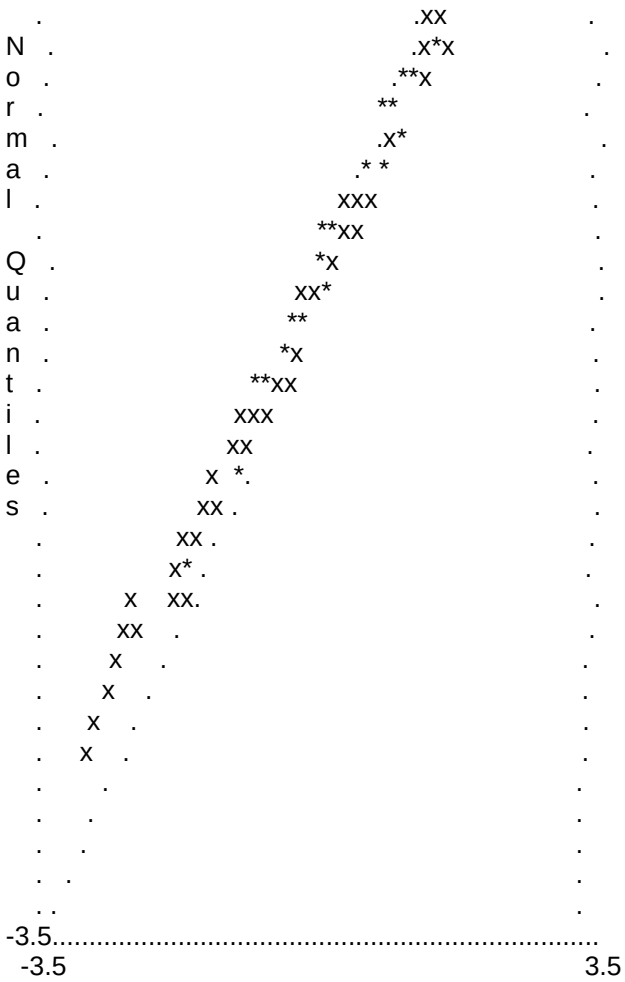
Largest Negative Standardized Residuals

Residual for	DP2 and	NB4	-2.82
Residual for	DP2 and	PP2	-2.63
Residual for	DP2 and	DS5	-2.91

Largest Positive Standardized Residuals

Residual for	DS3 and	PS1	2.64
Residual for	DS3 and	NB1	3.10
Residual for	DP3 and	DP2	3.28
Residual for	DP4 and	DS1	2.64

Qplot of Standardized Residuals



The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
DS5	DEPROD	8.1	-0.22

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
DP3	DP2	10.8	0.08

Standardized Solution

LAMBDA-Y

	PERNILAI	NIATBELI
PS1	0.50	- -
PS2	0.55	- -
PS3	0.48	- -
NB1	- -	0.56
NB2	- -	0.59

NB3	- -	0.40
NB4	- -	0.50

LAMBDA-X

	PENGPLG	DUSELEB	DEPROD
PP1	0.48	- -	- -
PP2	0.54	- -	- -
PP3	0.52	- -	- -
DS1	- -	0.50	- -
DS2	- -	0.52	- -
DS3	- -	0.43	- -
DS4	- -	0.50	- -
DS5	- -	0.57	- -
DP1	- -	- -	0.49
DP2	- -	- -	0.43
DP3	- -	- -	0.59
DP4	- -	- -	0.59

BETA

	PERNILAI	NIATBELI
PERNILAI	- -	- -
NIATBELI	0.25	- -

GAMMA

	PENGPLG	DUSELEB	DEPROD
PERNILAI	0.45	-0.10	0.50
NIATBELI	0.32	0.32	0.34

Correlation Matrix of ETA and KSI

	PERNILAI	NIATBELI	PENGPLG	DUSELEB	DEPROD
PERNILAI	1.00				
NIATBELI	0.77	1.00			
PENGPLG	0.58	0.73	1.00		
DUSELEB	0.40	0.77	0.46	1.00	
DEPROD	0.60	0.79	0.36	0.59	1.00

PSI

Note: This matrix is diagonal.

PERNILAI	NIATBELI
0.48	0.06

Regression Matrix ETA on KSI (Standardized)

	PENGPLG	DUSELEB	DEPROD

PERNILAI	0.45	-0.10	0.50
NIATBELI	0.43	0.29	0.46

Completely Standardized Solution

LAMBDA-Y

	PERNILAI	NIATBELI
PS1	0.74	- -
PS2	0.74	- -
PS3	0.66	- -
NB1	- -	0.73
NB2	- -	0.77
NB3	- -	0.62
NB4	- -	0.68

LAMBDA-X

	PENGPLG	DUSELEB	DEPROD
PP1	0.66	- -	- -
PP2	0.72	- -	- -
PP3	0.66	- -	- -
DS1	- -	0.77	- -
DS2	- -	0.71	- -
DS3	- -	0.60	- -
DS4	- -	0.71	- -
DS5	- -	0.73	- -
DP1	- -	- -	0.69
DP2	- -	- -	0.68
DP3	- -	- -	0.80
DP4	- -	- -	0.76

BETA

	PERNILAI	NIATBELI
PERNILAI	- -	- -
NIATBELI	0.25	- -

GAMMA

	PENGPLG	DUSELEB	DEPROD
PERNILAI	0.45	-0.10	0.50
NIATBELI	0.32	0.32	0.34

Correlation Matrix of ETA and KSI

	PERNILAI	NIATBELI	PENGPLG	DUSELEB	DEPROD
PERNILAI	1.00				

NIATBELI	0.77	1.00			
PENGPLG	0.58	0.73	1.00		
DUSELEB	0.40	0.77	0.46	1.00	
DEPROD	0.60	0.79	0.36	0.59	1.00

PSI
Note: This matrix is diagonal.

PERNILAI	NIATBELI
0.48	0.06

THETA-EPS

PS1	PS2	PS3	NB1	NB2	NB3
0.45	0.45	0.56	0.47	0.41	0.62

THETA-EPS

NB4
0.54

THETA-DELTA

PP1	PP2	PP3	DS1	DS2	DS3
0.56	0.49	0.57	0.41	0.50	0.64

THETA-DELTA

DS4	DS5	DP1	DP2	DP3	DP4
0.50	0.47	0.52	0.53	0.35	0.43

Regression Matrix ETA on KSI (Standardized)

	PENGPLG	DUSELEB	DEPROD
PERNILAI	0.45	-0.10	0.50
NIATBELI	0.43	0.29	0.46

Total and Indirect Effects

Total Effects of KSI on ETA

	PENGPLG	DUSELEB	DEPROD
PERNILAI	0.45	-0.10	0.50
	(0.12)	(0.13)	(0.13)
	3.66	-0.78	3.81

NIATBELI	0.43	0.29	0.46
	(0.09)	(0.10)	(0.10)
	4.76	2.98	4.79

Indirect Effects of KSI on ETA

	PENGPLG	DUSELEB	DEPROD
PERNILAI	- -	- -	- -
NIATBELI	0.11	-0.03	0.13
	(0.06)	(0.04)	(0.06)
	2.03	-0.74	1.97

Total Effects of ETA on ETA

	PERNILAI	NIATBELI
PERNILAI	- -	- -
NIATBELI	0.25	- -
	(0.12)	
	2.19	

Largest Eigenvalue of B*B' (Stability Index) is 0.064

Total Effects of ETA on Y

	PERNILAI	NIATBELI
PS1	0.50	- -
PS2	0.55	- -
	(0.08)	
	7.30	
PS3	0.48	- -
	(0.07)	
	6.68	
NB1	0.14	0.56
	(0.06)	
	2.19	
NB2	0.15	0.59
	(0.07)	(0.07)
	2.20	8.60
NB3	0.10	0.40
	(0.05)	(0.06)

	2.16	6.85
NB4	0.13	0.50
	(0.06)	(0.07)
	2.18	7.54

Indirect Effects of ETA on Y

	PERNILAI	NIATBELI
PS1	- -	- -
PS2	- -	- -
PS3	- -	- -
NB1	0.14	- -
	(0.06)	
	2.19	
NB2	0.15	- -
	(0.07)	
	2.20	
NB3	0.10	- -
	(0.05)	
	2.16	
NB4	0.13	- -
	(0.06)	
	2.18	

Total Effects of KSI on Y

	PENGPLG	DUSELEB	DEPROD
PS1	0.23	-0.05	0.25
	(0.06)	(0.07)	(0.07)
	3.66	-0.78	3.81
PS2	0.25	-0.06	0.27
	(0.07)	(0.07)	(0.07)
	3.66	-0.78	3.82
PS3	0.22	-0.05	0.24
	(0.06)	(0.06)	(0.06)
	3.56	-0.78	3.70
NB1	0.24	0.16	0.26
	(0.05)	(0.05)	(0.05)
	4.76	2.98	4.79

NB2	0.26	0.17	0.27
	(0.05)	(0.06)	(0.06)
	4.86	3.01	4.89
NB3	0.17	0.12	0.18
	(0.04)	(0.04)	(0.04)
	4.47	2.90	4.49
NB4	0.21	0.15	0.23
	(0.05)	(0.05)	(0.05)
	4.64	2.95	4.67

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	PENGPLG	DUSELEB	DEPROD
PERNILAI	0.45	-0.10	0.50
NIATBELI	0.43	0.29	0.46

Standardized Indirect Effects of KSI on ETA

	PENGPLG	DUSELEB	DEPROD
PERNILAI	- -	- -	- -
NIATBELI	0.11	-0.03	0.13

Standardized Total Effects of ETA on ETA

	PERNILAI	NIATBELI
PERNILAI	- -	- -
NIATBELI	0.25	- -

Standardized Total Effects of ETA on Y

	PERNILAI	NIATBELI
PS1	0.50	- -
PS2	0.55	- -
PS3	0.48	- -
NB1	0.14	0.56
NB2	0.15	0.59
NB3	0.10	0.40
NB4	0.13	0.50

Completely Standardized Total Effects of ETA on Y

	PERNILAI	NIATBELI
PS1	0.74	- -
PS2	0.74	- -

PS3	0.66	- -
NB1	0.18	0.73
NB2	0.19	0.77
NB3	0.16	0.62
NB4	0.17	0.68

Standardized Indirect Effects of ETA on Y

	PERNILAI	NIATBELI
PS1	- -	- -
PS2	- -	- -
PS3	- -	- -
NB1	0.14	- -
NB2	0.15	- -
NB3	0.10	- -
NB4	0.13	- -

Completely Standardized Indirect Effects of ETA on Y

	PERNILAI	NIATBELI
PS1	- -	- -
PS2	- -	- -
PS3	- -	- -
NB1	0.18	- -
NB2	0.19	- -
NB3	0.16	- -
NB4	0.17	- -

Standardized Total Effects of KSI on Y

	PENGPLG	DUSELEB	DEPROD
PS1	0.23	-0.05	0.25
PS2	0.25	-0.06	0.27
PS3	0.22	-0.05	0.24
NB1	0.24	0.16	0.26
NB2	0.26	0.17	0.27
NB3	0.17	0.12	0.18
NB4	0.21	0.15	0.23

Completely Standardized Total Effects of KSI on Y

	PENGPLG	DUSELEB	DEPROD
PS1	0.33	-0.08	0.37
PS2	0.33	-0.08	0.37
PS3	0.30	-0.07	0.33
NB1	0.31	0.21	0.34
NB2	0.33	0.23	0.36
NB3	0.26	0.18	0.28
NB4	0.29	0.20	0.31

Time used: 0.047 Seconds