

Lampiran 1

KUISIONER PENELITIAN

Saya adalah mahasiswa jurusan Manajemen Universitas Katolik Widya Mandala yang sedang melakukan penelitian dengan judul “Analisis Pengaruh Harga, Kualitas Pelayanan, Citra Merek terhadap Kepuasan dan Loyalitas Pelanggan Pengguna Kartu GSM Simpati di Surabaya”. Untuk itu mohon kesediaan para responden untuk membantu mengisi kuisisioner yang telah saya siapkan. Segala informasi yang di berikan semata-mata digunakan untuk kegiatan ilmiah. Atas kerja sama yang diberikan, saya mengucapkan banyak terima kasih.

Hormat saya,

Ryan Kennedy T. (3103010028)

PERSYARATAN MENJADI RESPONDEN

Lingkari jawaban yang menurut anda benar.

a. Domisili saat ini:

1. Surabaya. 2. Luar Surabaya.

(Jika menjawab ‘Luar Surabaya’, mohon tidak melanjutkan pengisian kuisisioner).

b. Apakah anda pengguna kartu GSM Simpati?

1. Ya 2. Tidak

(Jika menjawab ‘Tidak’, mohon tidak melanjutkan pengisian kuisisioner).

c. Apakah anda pernah mendapat pelayanan di Grapari?

1. Ya 2. Tidak

(Jika menjawab ‘Tidak’, mohon tidak melanjutkan pengisian kuisisioner).

Lampiran 1 (Lanjutan)

I. Data Responden

Lingkari jawaban yang menurut anda benar.

- a. Jenis Kelamin : 1. Laki-Laki 2. Perempuan
- b. Usia : 1. 17 - < 20 tahun 2. 20 - < 25 tahun
3. 25 - < 35 tahun 4. \geq 35 tahun
- c. Pendidikan Terakhir : 1. SMA 2. D3
3. S1 4. S2
5. S3
- d. Status : 1. Sudah menikah 2. Belum menikah
- e. Pekerjaan : 1. Pegawai Negri
2. Pegawai Swasta
3. Wiraswasta
4. (Sebutkan)
- f. Pendapatan/ bulan : 1. < Rp 2.200.000
2. Rp 2.200.000 - Rp 3.000.000
3. Rp 3.000.000 - Rp 4.000.000
4. \geq Rp 4.000.000

II. Variabel Penelitian

Berilah tanda centang (\surd) sebagai jawaban atas respon Anda terhadap pernyataan-pernyataan berikut ini.

Keterangan:

STS = Sangat Tidak Sejuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

Lampiran 1 (Lanjutan)

Harga (X_1)

No	Pertanyaan	STS	TS	N	S	SS
1	Saya merasa harga yang ditawarkan Simpati terjangkau					
2	Saya merasa bahwa harga Simpati sesuai dengan manfaat yang saya rasakan					
3	Saya merasa harga Simpati sesuai dengan fasilitas yang diberikan kepada saya					

Kualitas Pelayanan (X_2)

No	Pertanyaan	STS	TS	N	S	SS
1	Saya merasa bahwa Simpati menyediakan layanan sesuai dengan waktu yang dijanjikan					
2	Saya merasa bahwa karyawan Grapari Simpati memberikan layanan yang cepat kepada pelanggan					
3	Saya merasa bahwa karyawan Grapari Simpati selalu bersikap sopan kepada pelanggan					
4	Saya merasa karyawan Grapari Simpati dapat memberikan perhatian individu kepada pelanggan.					
5	Saya merasa bahwa penampilan karyawan Grapari Simpati sangat baik dan rapi					

Citra Merek (X_3)

No	Pertanyaan	STS	TS	N	S	SS
1	Saya merasa bahwa kartu GSM Simpati merupakan jasa layanan telepon selular yang terbaik					
2	Saya merasa bangga menggunakan kartu GSM Simpati					
3	Saya merasa kualitas kartu GSM					

	Simpati sangatlah baik					
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Lampiran 1 (Lanjutan)

Kepuasan Pelanggan (Y_1)

No	Pertanyaan	STS	TS	N	S	SS
1	Menurut saya kualitas Kartu GSM Simpati baik					
2	Menurut saya layanan kartu GSM Simpati baik					
3	Menurut saya bahwa kartu GSM Simpati mudah untuk ditemukan dimana saja					

Loyalitas Pelanggan (Y_2)

No	Pertanyaan	STS	TS	N	S	SS
1	Saya akan mengisi ulang kartu GSM Simpati					
2	Saya akan merekomendasikan kartu GSM Simpati kepada orang lain					
3	Saya akan terus berkomitmen untuk menggunakan kartu GSM Simpati					

Lampiran 2

Data Responden

No	Gender	Usia	Pddk	Status	Pekerjaan	Pdpt
1	1	3	2	2	1	4
2	2	3	2	2	2	3
3	2	2	3	1	2	2
4	1	2	2	2	2	2
5	2	2	2	2	2	2
6	2	2	3	2	2	2
7	1	3	3	2	1	4
8	1	3	3	2	1	3
9	1	3	3	2	2	3
10	2	4	1	1	1	4
11	1	2	3	2	2	2
12	2	3	3	1	2	2
13	1	3	3	1	2	3
14	2	1	1	2	4	1
15	2	2	3	2	2	2
16	1	2	3	2	2	2
17	1	2	2	2	2	2
18	1	1	1	2	4	1
19	1	2	2	2	2	2
20	2	3	2	1	2	3
21	2	1	1	2	4	1
22	1	2	3	2	2	2
23	2	2	3	2	2	2
24	1	4	1	1	3	4
25	2	1	1	2	4	1
26	2	3	4	1	3	4
27	1	3	4	1	1	4

28	1	1	1	2	4	1
29	1	1	1	2	4	1
30	2	1	1	2	4	1
31	2	2	3	2	2	2
No	Gender	Usia	Pddk	Status	Pekerjaan	Pdpt
32	1	2	3	2	2	2
33	2	2	3	2	2	2
34	1	1	1	2	4	1
35	2	2	3	2	2	2
36	2	2	3	2	2	2
37	1	3	3	1	1	4
38	1	2	3	2	2	2
39	1	3	3	1	1	3
40	1	1	1	2	4	1
41	2	4	3	1	3	4
42	2	3	3	1	3	4
43	1	1	1	2	4	1
44	1	3	3	1	3	4
45	1	3	3	2	2	3
46	1	1	1	2	4	1
47	1	3	2	2	3	4
48	1	4	3	1	3	4
49	1	1	1	2	4	1
50	1	3	3	1	1	2
51	2	3	3	1	3	2
52	1	3	3	1	3	4
53	1	1	1	2	4	4
54	1	3	2	2	2	1
55	1	3	3	2	2	3
56	1	4	5	1	1	3
57	1	3	3	2	1	4

58	1	3	4	2	3	4
59	1	1	1	2	4	4
60	1	3	4	1	3	1
61	1	3	3	2	2	4
62	2	3	3	1	1	3
63	2	1	1	2	4	4
No	Gender	Usia	Pddk	Status	Pekerjaan	Pdpt
64	2	3	4	1	3	4
65	2	3	3	2	3	4
66	2	3	3	1	2	3
67	2	1	1	2	4	1
68	2	3	3	1	2	3
69	1	3	2	2	2	3
70	1	3	4	2	1	4
71	1	1	1	2	4	1
72	1	3	4	2	2	3
73	2	2	3	1	2	2
74	2	2	2	1	2	2
75	1	3	2	2	2	2
76	1	3	3	1	2	3
77	2	2	3	2	2	2
78	2	3	1	1	3	4
79	2	1	1	2	4	1
80	2	3	3	1	3	4
81	1	2	3	2	2	2
82	1	2	3	2	2	2
83	2	3	3	1	3	4
84	1	3	3	2	2	3
85	2	3	3	1	2	2
86	2	2	3	2	2	2
87	1	2	3	2	2	2

88	2	2	3	2	2	2
89	2	2	3	2	2	2
90	2	3	3	1	3	4
91	1	3	3	2	1	3
92	1	3	2	2	2	3
93	2	1	1	2	4	1
94	1	2	1	2	2	2
95	1	3	3	1	1	4
No	Gender	Usia	Pddk	Status	Pekerjaan	Pdpt
96	1	2	3	2	2	3
97	1	2	3	2	2	1
98	1	1	1	2	4	1
99	1	3	3	2	2	3
100	1	1	1	2	4	1
101	1	1	1	2	4	1
102	1	3	2	2	2	3
103	1	2	3	2	2	2
104	2	2	3	2	2	2
105	2	4	5	1	1	4
106	2	3	3	1	3	4
107	2	2	3	2	2	2
108	1	4	4	2	1	4
109	1	4	3	2	1	4
110	2	3	3	1	3	4
111	1	4	3	2	3	4
112	1	4	3	1	3	4
113	1	3	3	2	1	3
114	1	3	3	1	2	3
115	1	3	3	1	1	4
116	1	3	3	1	1	4
117	2	1	1	2	4	1

118	2	1	1	2	4	1
119	1	2	3	2	2	2
120	1	4	3	1	1	4
121	1	4	5	1	3	4
122	1	3	3	2	2	3
123	1	4	3	1	2	4
124	2	2	2	2	2	2
125	2	4	1	1	2	4
126	1	4	3	1	1	4
127	1	4	3	1	2	4
No	Gender	Usia	Pddk	Status	Pekerjaan	Pdpt
128	1	2	3	2	2	2
129	1	4	3	1	3	4
130	2	3	3	1	2	3
131	2	3	3	1	1	4
132	2	3	3	1	2	3
133	1	4	3	1	2	4
134	1	3	2	1	2	3
135	1	3	3	1	1	4
136	1	3	3	2	2	3
137	2	4	3	1	2	4
138	2	4	3	1	1	3
139	2	4	3	1	3	4
140	1	4	3	1	2	4
141	1	4	1	1	2	4
142	1	4	3	1	3	4
143	2	1	1	2	4	1
144	2	4	3	1	1	3
145	1	1	1	2	4	1
146	1	3	3	2	2	3
147	1	1	1	2	4	1

148	2	1	1	2	4	1
149	1	3	4	2	2	2
150	1	2	3	2	2	2
151	1	2	3	2	2	2
152	1	4	5	1	2	4
153	1	3	3	2	1	3
154	2	3	3	2	2	3
155	2	4	3	1	2	4
156	2	4	3	1	2	4
157	1	4	3	2	1	4
158	2	3	3	1	2	4
159	1	3	3	2	2	3

Jawaban Responden Tentang Var. Harga dan Kualitas Pelayanan

N O	X1. 1	X1. 2	X1. 3	X1 X1	X2. 1	X2. 2	X2. 3	X2. 4	X2. 5	X 2
1	4	5	4	4.3 3	4	4	4	4	4	4
2	4	5	5	4.6 7	4	4	4	5	4	4. 2
3	5	5	5	5	5	5	4	4	4	4. 4
4	4	4	3	3.6 7	4	4	4	4	4	4
5	2	2	2	2	3	4	4	3	2	3. 2
6	4	4	4	4	4	4	4	4	4	4
7	2	2	2	2	3	2	4	4	3	3. 2
8	5	4	4	4.3 3	2	2	3	2	2	2. 2
9	4	4	4	4	4	4	4	4	4	4
10	5	5	5	5	4	4	4	4	4	4
11	2	2	2	2	5	5	4	4	4	4.

										4
12	3	2	1	2	4	4	3	4	5	4
13	2	2	2	2	3	4	4	5	4	4
14	2	1	2	1.6 7	4	4	4	4	5	4. 2
15	2	2	2	2	2	2	3	2	2	2. 2
16	5	5	5	5	3	2	1	2	2	2
17	4	5	4	4.3 3	3	2	3	3	4	3
18	2	2	2	2	4	4	4	4	4	4
19	2	2	1	1.6 7	4	2	4	4	4	3. 6
20	2	2	2	2	5	3	4	5	4	4. 2
21	2	3	2	2.3 3	3	5	4	4	3	3. 8
22	5	5	5	5	3	4	4	4	3	3. 6
23	5	4	5	4.6 7	3	2	3	2	2	2. 4
24	5	4	4	4.3 3	4	4	4	4	4	4
25	4	4	3	3.6 7	2	1	2	2	3	2
26	4	4	5	4.3 3	1	2	2	2	3	2
27	1	2	2	1.6 7	4	4	4	4	5	4. 2
28	4	4	5	4.3 3	3	2	2	2	2	2. 2
29	4	4	4	4	4	4	4	4	4	4
30	4	5	4	4.3 3	3	4	3	2	4	3. 2
31	5	4	4	4.3 3	5	4	5	4	5	4. 6
N	X1.	X1.	X1.	X1.	X2.	X2.	X2.	X2.	X2.	X
O	1	2	3	X1	1	2	3	4	5	2

32	4	4	4	4	4	4	3	4	5	4
33	4	4	4	4	5	5	5	4	5	4. 8
34	4	4	3	3.6 7	4	4	4	4	5	4. 2
35	4	5	5	4.6 7	4	4	3	4	4	3. 8
36	4	4	4	4	5	4	4	5	5	4. 6
37	4	4	3	3.6 7	4	4	4	4	4	4
38	4	4	5	4.3 3	4	5	4	3	4	4
39	5	4	4	4.3 3	4	4	4	4	4	4
40	5	5	5	5	4	4	5	4	3	4
41	4	5	4	4.3 3	2	2	3	2	2	2. 2
42	4	4	4	4	4	5	4	4	4	4. 2
43	2	1	1	1.3 3	4	4	4	4	4	4
44	4	4	5	4.3 3	1	1	2	2	1	1. 4
45	2	3	2	2.3 3	4	4	4	5	4	4. 2
46	5	4	5	4.6 7	2	1	2	2	2	1. 8
47	4	4	4	4	4	4	4	4	3	3. 8
48	4	4	5	4.3 3	3	2	2	1	2	2
49	4	4	5	4.3 3	2	1	2	2	1	1. 6
50	2	1	3	2	3	2	2	2	3	2. 4
51	4	5	4	4.3 3	5	5	5	4	5	4. 8
52	4	4	5	4.3 3	4	4	5	4	4	4. 2

53	2	1	2	1.6 7	4	4	4	5	4	4. 2
54	2	3	2	2.3 3	5	4	5	4	4	4. 4
55	4	5	4	4.3 3	5	5	4	4	5	4. 6
56	4	5	4	4.3 3	5	4	5	4	5	4. 6
57	3	2	2	2.3 3	2	3	2	2	2	2. 2
58	5	4	4	4.3 3	4	5	5	4	5	4. 6
59	4	4	4	4	4	4	4	4	4	4
60	4	5	4	4.3 3	4	4	5	4	5	4. 4
61	4	4	3	3.6 7	4	4	4	3	4	3. 8
62	4	4	4	4	4	4	3	3	4	3. 6
63	4	5	4	4.3 3	4	4	4	5	4	4. 2
N O	X1. 1	X1. 2	X1. 3	X1	X2. 1	X2. 2	X2. 3	X2. 4	X2. 5	X 2
64	4	4	5	4.3 3	3	3	4	3	4	3. 4
65	4	4	4	4	4	4	4	5	5	4. 4
66	3	4	4	3.6 7	4	4	4	4	4	4
67	5	5	5	5	4	5	4	3	4	4
68	4	4	5	4.3 3	4	4	4	3	3	3. 6
69	5	4	5	4.6 7	2	1	2	3	3	2. 2
70	5	4	4	4.3 3	4	4	4	4	3	3. 8
71	2	3	2	2.3 3	3	4	3	3	5	3. 6
72	4	5	5	4.6 7	4	4	4	3	4	3. 8

73	2	1	2	1.6 7	3	1	2	1	2	1. 8
74	5	4	5	4.6 7	4	4	3	4	4	3. 8
75	4	4	5	4.3 3	4	5	4	5	4	4. 4
76	5	4	4	4.3 3	2	2	3	3	3	2. 6
77	5	4	4	4.3 3	4	4	4	5	4	4. 2
78	5	5	4	4.6 7	5	4	4	5	4	4. 4
79	4	3	2	3	3	3	4	3	4	3. 4
80	4	5	5	4.6 7	4	4	4	5	4	4. 2
81	2	2	2	2	3	2	3	2	3	2. 6
82	5	4	5	4.6 7	2	1	2	2	1	1. 6
83	4	5	4	4.3 3	3	4	3	4	3	3. 4
84	4	4	4	4	2	2	3	3	2	2. 4
85	2	3	2	2.3 3	5	4	4	3	3	3. 8
86	2	1	2	1.6 7	5	4	5	4	4	4. 4
87	4	4	4	4	4	4	5	5	4	4. 4
88	5	5	4	4.6 7	4	4	5	4	4	4. 2
89	4	4	5	4.3 3	3	4	4	4	4	3. 8
90	4	4	4	4	2	2	2	1	2	1. 8
91	4	4	4	4	5	4	4	4	5	4. 4
92	4	4	5	4.3 3	4	4	5	4	4	4. 2

93	2	2	1	1.6 7	4	4	5	4	4	4.
94	4	5	4	4.3 3	5	5	5	5	4	4. 8
95	4	4	3	3.6 7	5	4	5	5	4	4. 6
N O	X1. 1	X1. 2	X1. 3	X1 X1	X2. 1	X2. 2	X2. 3	X2. 4	X2. 5	X 2
96	4	4	5	4.3 3	3	2	3	2	2	2. 4
97	4	4	4	4	5	4	4	4	4	4. 2
98	1	2	3	2	5	4	5	4	4	4. 4
99	5	4	3	4	4	4	5	5	4	4. 4
10 0	2	1	2	1.6 7	4	4	5	5	4	4. 4
10 1	3	5	4	4	4	3	4	4	3	3. 6
10 2	2	3	2	2.3 3	5	4	5	3	4	4. 2
10 3	1	2	2	1.6 7	5	5	4	4	4	4. 4
10 4	4	5	4	4.3 3	5	4	5	5	4	4. 6
10 5	2	1	2	1.6 7	5	4	4	5	4	4. 4
10 6	4	4	4	4	5	5	5	4	4	4. 6
10 7	2	2	3	2.3 3	4	4	4	5	4	4. 2
10 8	4	5	4	4.3 3	3	2	3	2	3	2. 6
10 9	4	4	4	4	4	4	4	3	4	3. 8
11 0	3	2	2	2.3 3	4	4	5	4	4	4. 2
11 1	4	4	5	4.3 3	2	3	3	2	2	2. 4

11				1.6						4.
2	2	2	1	7	5	4	4	4	5	4
11				1.3						4.
3	1	1	2	3	5	4	4	4	4	2
11				2.3						
4	3	2	2	3	1	2	2	2	3	2
11				4.3						4.
5	4	4	5	3	4	4	4	5	4	2
11				4						3.
6	4	4	4	4	4	4	3	4	3	6
11				4.3						4.
7	4	5	4	3	4	5	4	5	5	6
11				4						4
8	4	5	3	4	4	4	4	4	4	4
11				2						3.
9	2	2	2	2	3	3	4	4	4	6
12				4						3.
0	4	4	4	4	4	3	4	3	4	6
12				4.3						4.
1	5	4	4	3	4	5	4	4	4	2
12				3.6						4.
2	4	4	3	7	4	5	4	5	4	4
12				3.6						4
3	3	4	4	7	4	4	4	4	4	4
12				1.6						3.
4	2	2	1	7	4	3	3	3	3	2
12				3.6						4
5	4	3	4	7	4	4	4	4	4	4
12				2						1.
6	3	1	2	2	1	1	2	3	2	8
12				1.6						3
7	2	2	1	7	3	3	3	3	3	3
N	X1.	X1.	X1.		X2.	X2.	X2.	X2.	X2.	X
O	1	2	3	X1	1	2	3	4	5	2
12				4.3						4.
8	4	4	5	3	5	4	5	4	4	4
12				3.6						4.
9	4	4	3	7	4	5	4	4	4	2
13				3.6						3.
0	3	4	4	7	4	3	3	3	3	2

13										4.
1	4	4	4	4	4	4	5	4	5	4
13										4.
2	5	4	3	4	5	5	5	4	5	8
13				3.6						4.
3	3	4	4	7	4	4	4	4	5	2
13				1.3						1.
4	1	1	2	3	2	1	2	1	2	6
13				3.3						3.
5	3	4	3	3	3	3	3	4	4	4
13										4.
6	4	4	4	4	4	4	4	4	5	2
13				1.3						3.
7	2	1	1	3	3	3	3	4	3	2
13				4.3						
8	4	5	4	3	5	5	5	5	5	5
13										2.
9	2	2	2	2	2	2	2	3	2	2
14				4.3						4.
0	5	4	4	3	4	4	5	4	5	4
14				3.6						
1	4	3	4	7	3	3	3	3	3	3
14										4.
2	4	4	4	4	5	4	5	4	5	6
14				4.3						4.
3	4	4	5	3	4	5	4	4	4	2
14				4.3						4.
4	4	5	4	3	5	5	5	5	4	8
14										3.
5	4	4	4	4	3	3	4	3	5	6
14				1.3						1.
6	2	1	1	3	1	2	1	2	1	4
14				4.3						3.
7	4	4	5	3	4	3	3	3	3	2
14										4.
8	5	4	3	4	4	4	4	5	4	2
14				4.6						4.
9	5	5	4	7	5	5	5	4	5	8
15				3.6						
0	4	3	4	7	4	4	4	4	4	4

				3								
10	5	5	4	4.6 7	1	1	2	1.3 3	3	1	1	1.6 7
11	4	4	4	4	4	4	4	4	4	4	4	4
12	5	4	4	4.3 3	5	5	4	4.6 7	4	4	5	4.3 3
13	5	4	4	4.3 3	4	5	4	4.3 3	4	4	4	4
14	4	4	4	4	5	4	4	4.3 3	4	5	5	4.6 7
15	1	2	2	1.6 7	2	1	2	1.6 7	3	2	3	2.6 7
16	3	2	1	2	2	3	4	3	2	2	1	1.6 7
17	3	4	3	3.3 3	2	3	3	2.6 7	2	2	3	2.3 3
18	4	4	3	3.6 7	4	4	4	4	4	4	5	4.3 3
19	4	4	2	3.3 3	4	5	4	4.3 3	4	4	5	4.3 3
20	3	4	4	3.6 7	4	5	1	3.3 3	4	5	4	4.3 3
21	5	4	3	4	2	5	4	3.6 7	4	2	4	3.3 3
22	5	4	4	4.3 3	4	3	4	3.6 7	4	4	5	4.3 3
23	4	3	4	3.6 7	3	4	5	4	3	3	5	3.6 7
24	4	4	5	4.3 3	4	5	4	4.3 3	4	4	4	4
25	2	2	3	2.3 3	3	2	3	2.6 7	2	1	2	1.6 7
26	3	2	1	2	2	2	1	1.6 7	2	2	1	1.6 7
27	5	4	4	4.3 3	5	4	4	4.3 3	4	4	3	3.6 7
28	1	2	1	1.3 3	2	1	2	1.6 7	2	2	1	1.6 7
29	2	2	3	2.3 3	3	3	3	3	2	2	3	2.3 3

30	2	2	2	2	3	2	2	2.3 3	1	2	1	1.3 3
31	5	5	5	5	5	4	4	4.3 3	4	4	5	4.3 3
N O	X3. 1	X3. 2	X3. 3	X3	Y1. 1	Y1. 2	Y1. 3	Y1 Y1	Y2. 1	Y2. 2	Y2. 3	Y2
32	5	4	5	4.6 7	4	4	3	3.6 7	4	4	4	4
33	5	5	4	4.6 7	5	4	5	4.6 7	4	4	4	4
34	4	5	4	4.3 3	5	4	5	4.6 7	4	4	3	3.6 7
35	4	3	4	3.6 7	4	3	3	3.3 3	4	4	4	4
36	2	2	3	2.3 3	5	2	3	3.3 3	2	2	3	2.3 3
37	4	4	4	4	3	4	4	3.6 7	4	4	4	4
38	5	4	4	4.3 3	4	4	5	4.3 3	4	5	4	4.3 3
39	4	5	4	4.3 3	5	4	5	4.6 7	4	4	4	4
40	4	4	4	4	5	5	3	4.3 3	4	4	4	4
41	3	2	1	2	2	1	1	1.3 3	2	2	2	2
42	4	4	4	4	3	4	4	3.6 7	3	5	4	4
43	5	4	4	4.3 3	4	4	5	4.3 3	4	5	5	4.6 7
44	2	1	1	1.3 3	2	1	2	1.6 7	2	1	1	1.3 3
45	4	4	5	4.3 3	4	5	4	4.3 3	4	4	4	4
46	1	2	1	1.3 3	2	1	2	1.6 7	2	1	2	1.6 7
47	4	5	4	4.3 3	5	4	2	3.6 7	2	2	3	2.3 3
48	3	2	2	2.3 3	2	2	3	2.3 3	2	3	3	2.6 7

49	2	2	2	2	1	2	2	1.6 7	2	2	1	1.6 7
50	4	3	4	3.6 7	4	4	5	4.3 3	4	4	3	3.6 7
51	4	3	4	3.6 7	4	4	5	4.3 3	4	3	3	3.3 3
52	5	4	5	4.6 7	4	5	4	4.3 3	4	5	4	4.3 3
53	5	4	5	4.6 7	5	5	5	5	5	5	5	5
54	4	3	4	3.6 7	4	3	4	3.6 7	3	4	4	3.6 7
55	4	4	5	4.3 3	2	1	2	1.6 7	2	1	2	1.6 7
56	2	2	2	2	2	2	3	2.3 3	2	3	2	2.3 3
57	4	3	4	3.6 7	3	4	4	3.6 7	3	4	4	3.6 7
58	4	5	4	4.3 3	4	3	4	3.6 7	4	4	3	3.6 7
59	4	5	3	4	3	4	4	3.6 7	4	4	4	4
60	3	1	2	2	2	3	2	2.3 3	3	3	1	2.3 3
61	4	5	4	4.3 3	5	3	5	4.3 3	4	4	4	4
62	4	4	3	3.6 7	3	3	5	3.6 7	4	4	3	3.6 7
63	4	5	4	4.3 3	5	4	4	4.3 3	4	3	4	3.6 7
N O	X3. 1	X3. 2	X3. 3	X3	Y1. 1	Y1. 2	Y1. 3	Y1	Y2. 1	Y2. 2	Y2. 3	Y2
64	4	4	3	3.6 7	5	4	5	4.6 7	5	5	5	5
65	2	3	3	2.6 7	2	3	1	2	2	1	1	1.3 3
66	4	3	4	3.6 7	4	4	4	4	4	4	5	4.3 3
67	1	1	2	1.3 3	4	3	4	3.6 7	5	5	5	5

68	2	2	2	2	4	5	4	4.3 3	4	4	4	4
69	4	4	3	3.6 7	4	5	4	4.3 3	4	3	4	3.6 7
70	4	4	4	4	4	3	4	3.6 7	3	4	4	3.6 7
71	5	4	3	4	2	1	2	1.6 7	3	3	2	2.6 7
72	2	1	1	1.3 3	2	3	3	2.6 7	2	1	3	2
73	5	5	4	4.6 7	4	4	4	4	5	4	4	4.3 3
74	5	5	5	5	4	4	4	4	4	5	4	4.3 3
75	5	4	4	4.3 3	4	4	4	4	5	5	5	5
76	4	4	3	3.6 7	3	3	3	3	3	3	3	3
77	3	4	5	4	4	4	5	4.3 3	4	5	4	4.3 3
78	5	5	4	4.6 7	5	4	5	4.6 7	4	4	4	4
79	4	3	4	3.6 7	4	4	4	4	4	4	4	4
80	2	1	1	1.3 3	2	1	2	1.6 7	3	2	2	2.3 3
81	4	4	4	4	4	4	4	4	3	4	4	3.6 7
82	2	2	2	2	1	2	2	1.6 7	1	2	1	1.3 3
83	5	5	5	5	3	2	2	2.3 3	3	3	3	3
84	3	3	2	2.6 7	2	2	3	2.3 3	2	2	2	2
85	3	4	4	3.6 7	4	4	4	4	5	5	4	4.6 7
86	5	4	5	4.6 7	5	4	4	4.3 3	5	4	4	4.3 3
87	4	4	5	4.3 3	5	4	4	4.3 3	5	5	4	4.6 7

88	5	5	4	4.6 7	4	4	4	4	4	5	5	4.6 7
89	4	3	4	3.6 7	4	3	4	3.6 7	3	4	4	3.6 7
90	2	2	2	2	1	2	2	1.6 7	2	1	2	1.6 7
91	4	5	4	4.3 3	5	4	5	4.6 7	5	4	4	4.3 3
92	5	4	5	4.6 7	4	4	4	4	4	5	5	4.6 7
93	4	5	5	4.6 7	4	4	4	4	4	4	4	4
94	5	4	5	4.6 7	4	5	4	4.3 3	5	5	5	5
95	5	5	4	4.6 7	4	5	4	4.3 3	5	4	5	4.6 7
N O	X3. 1	X3. 2	X3. 3	X3	Y1. 1	Y1. 2	Y1. 3	Y1	Y2. 1	Y2. 2	Y2. 3	Y2
96	2	3	3	2.6 7	2	3	3	2.6 7	2	3	3	2.6 7
97	5	4	4	4.3 3	4	4	4	4	4	4	5	4.3 3
98	4	5	4	4.3 3	4	5	4	4.3 3	5	5	5	5
99	5	4	4	4.3 3	5	4	4	4.3 3	5	4	4	4.3 3
10 0	3	5	4	4	4	4	4	4	4	5	5	4.6 7
10 1	2	1	1	1.3 3	3	3	2	2.6 7	1	2	2	1.6 7
10 2	4	4	4	4	4	5	4	4.3 3	4	4	5	4.3 3
10 3	4	4	5	4.3 3	4	5	4	4.3 3	4	4	5	4.3 3
10 4	2	2	2	2	2	1	2	1.6 7	2	3	2	2.3 3
10 5	5	4	5	4.6 7	5	4	4	4.3 3	5	4	4	4.3 3
10 6	2	1	2	1.6 7	2	2	2	2	1	2	2	1.6 7

107	5	4	3	4	4	4	5	4.33	3	4	3	3.33
108	4	4	5	4.33	3	3	3	3	2	2	2	2
109	4	4	4	4	3	3	4	3.33	3	3	3	3
110	5	3	4	4	5	4	4	4.33	3	5	4	4.33
111	4	4	5	4.33	3	2	2	2	2	3	2	2.67
112	4	5	4	4.33	3	4	4	5	4.33	3	4	4
113	4	4	5	4.33	3	5	5	5	5	5	5	5
114	3	2	1	2	2	2	3	2.33	3	2	3	2.33
115	5	5	4	4.67	7	4	4	4	4	4	4	4
116	4	3	4	3.67	7	4	4	4	4	4	4	3.67
117	4	5	5	4.67	7	4	5	4	4.33	3	5	4.67
118	4	4	5	4.33	3	4	5	4	4.33	3	4	4
119	3	4	3	3.33	3	4	3	4	3.67	7	4	3.67
120	4	4	3	3.67	7	4	4	3	3.67	7	4	3.67
121	4	5	4	4.33	3	4	4	4	4	5	4	4.67
122	4	4	4	4	4	4	4	4	4	5	4	4.67
123	4	4	4	4	4	4	4	4	4	4	4	4
124	4	3	4	3.67	7	4	4	5	4.33	3	3	3
125	3	4	4	3.67	7	3	4	4	3.67	7	5	4.33
126	2	1	2	1.67	7	2	2	1	1.67	7	1	1

12				2.6								2.6
7	2	3	3	7	3	3	3	3	2	3	3	7
N	X3.	X3.	X3.		Y1.	Y1.	Y1.		Y2.	Y2.	Y2.	
O	1	2	3	X3	1	2	3	Y1	1	2	3	Y2
12				4.3				4.3				3.6
8	4	5	4	3	5	4	4	3	3	4	4	7
12				3.6				4.3				3.6
9	4	4	3	7	4	4	5	3	4	3	4	7
13				3.3								3.6
0	3	4	3	3	4	4	4	4	3	4	4	7
13								4.3				4.6
1	4	4	4	4	5	4	4	3	5	4	5	7
13				4.3				4.3				4.3
2	4	4	5	3	4	4	5	3	4	5	4	3
13				3.6								4.3
3	3	4	4	7	3	4	5	4	4	5	4	3
13				1.3				1.3				1.6
4	2	1	1	3	1	2	1	3	2	1	2	7
13				3.6								
5	4	3	4	7	4	4	4	4	4	4	4	4
13				4.3				4.3				4.3
6	4	4	5	3	4	4	5	3	4	5	4	3
13												
7	3	3	3	3	4	3	5	4	4	4	4	4
13				4.3								4.3
8	4	4	5	3	5	5	5	5	4	5	4	3
13								2.6				1.6
9	2	2	2	2	3	2	3	7	2	1	2	7
14				4.3				4.3				
0	4	5	4	3	4	4	5	3	4	3	5	4
14												
1	3	3	3	3	3	3	3	3	3	3	3	3
14				3.6								4.3
2	4	3	4	7	4	4	4	4	4	5	4	3
14								4.3				4.6
3	4	4	4	4	4	5	4	3	5	4	5	7
14				4.6				4.3				4.6
4	4	5	5	7	4	5	4	3	5	4	5	7
14				3.6				3.6				3.6
5	4	3	4	7	4	3	4	7	3	4	4	7

14 6	2	2	2	2	2	1	1	1.3 3	2	1	2	1.6 7
14 7	3	4	3	3.3 3	4	3	4	3.6 7	4	4	4	4
14 8	5	4	4	4.3 3	4	4	5	4.3 3	4	5	4	4.3 3
14 9	4	5	5	4.6 7	4	5	5	4.6 7	4	5	4	4.3 3
15 0	4	4	4	4	4	3	4	3.6 7	4	4	4	4
15 1	4	5	4	4.3 3	4	5	4	4.3 3	4	5	4	4.3 3
15 2	2	3	2	2.3 3	1	2	2	1.6 7	1	2	2	1.6 7
15 3	4	4	3	3.6 7	4	4	5	4.3 3	4	4	4	4
15 4	4	4	5	4.3 3	4	4	3	3.6 7	4	5	4	4.3 3
15 5	2	2	1	1.6 7	2	2	4	2.6 7	5	4	4	4.3 3
15 6	4	3	4	3.6 7	4	5	4	4.3 3	4	4	4	4
15 7	4	4	4	4	3	4	4	3.6 7	4	4	4	4
15 8	4	4	4	4	4	4	5	4.3 3	5	4	4	4.3 3
15 9	2	1	2	1.6 7	1	2	2	1.6 7	1	2	1	1.3 3

Lampiran 3

Karakteristik Responden

GENDER

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-laki	96	60,4	60,4	60,4
Perempuan	63	39,6	39,6	100,0
Total	159	100,0	100,0	

PENDIDIKAN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SMA	34	21,4	21,4	21,4
D3	16	10,1	10,1	31,4
S1	96	60,4	60,4	91,8
S2	9	5,7	5,7	97,5
S3	4	2,5	2,5	100,0
Total	159	100,0	100,0	

STATUS

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sudah menikah	63	39,6	39,6	39,6
Belum menikah	96	60,4	60,4	100,0
Total	159	100,0	100,0	

PEKERJAAN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pegawai negeri	28	17,6	17,6	17,6
Pegawai Swasta	78	49,1	49,1	66,7
Wiraswasta	25	15,7	15,7	82,4
Lain-Lain	28	17,6	17,6	100,0
Total	159	100,0	100,0	

Lampiran 3 (Lanjutan)

PENDAPATAN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < Rp 2,2 juta	28	17,6	17,6	17,6
Rp 2,2 juta-3 juta	40	25,2	25,2	42,8
Rp 3 juta-4 juta	35	22,0	22,0	64,8
> Rp 4 Juta	56	35,2	35,2	100,0
Total	159	100,0	100,0	

Lampiran 4

Statistik Deskriptif

Variabel Harga (X1)

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	159	1	5	3,58	1,133
X1.2	159	1	5	3,57	1,235
X1.3	159	1	5	3,50	1,211
X1	159	1,33	5,00	3,5514	1,10998
Valid N (listwise)	159				

Variabel Kualitas Pelayanan (X2)

	N	Minimum	Maximum	Mean	Std. Deviation
X2.1	159	1	5	3,71	1,027
X2.2	159	1	5	3,58	1,098
X2.3	159	1	5	3,74	,984
X2.4	159	1	5	3,60	1,043
X2.5	159	1	5	3,69	1,026
X2	159	1,40	5,00	3,6642	,92129
Valid N (listwise)	159				

Variabel Citra Merek (X3)

	N	Minimum	Maximum	Mean	Std. Deviation
X3.1	159	1	5	3,67	1,053
X3.2	159	1	5	3,58	1,133
X3.3	159	1	5	3,53	1,168
X3	159	1,33	5,00	3,5912	1,01807
Valid N (listwise)	159				

Lampiran 4 (Lanjutan)

Variabel Kepuasan Pelanggan (Y1)

	N	Minimum	Maximum	Mean	Std. Deviation
Y1.1	159	1	5	3,52	1,101
Y1.2	159	1	5	3,47	1,163
Y1.3	159	1	5	3,61	1,102
Y1	159	1,33	5,00	3,5325	1,00709
Valid N (listwise)	159				

Variabel Loyalitas Pelanggan (Y2)

	N	Minimum	Maximum	Mean	Std. Deviation
Y2.1	159	1	5	3,53	1,084
Y2.2	159	1	5	3,52	1,174
Y2.3	159	1	5	3,55	1,183
Y2	159	1,00	5,00	3,5346	1,06340
Valid N (listwise)	159				

Lampiran 5a

Output Uji Normalitas

DATE: 05/21/2014

TIME: 09:38

P R E L I S 2.70

BY

Karl G. Jöreskog & Dag Sörbom

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Website: www.ssicentral.com

The following lines were read from file D:\RYAN\INPUT.PR2:

```
!PRELIS SYNTAX: Can be edited
SY='D:\RYAN\INPUT.PSF'
NS 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17
OU MA=CM SM=D:\RYAN\DATA.COV XT
```

Total Sample Size = 159

Test of Univariate Normality for Continuous Variables

Variable	Skewness		Kurtosis		Skewness and Kurtosis	
	Z-Score	P-Value	Z-Score	P-Value	Chi-Square	P-Value
X1.1	-0.895	0.371	-0.942	0.346	1.688	0.430
X1.2	-0.972	0.331	-1.757	0.079	4.032	0.133
X1.3	-0.931	0.352	-1.895	0.058	4.456	0.108
X2.1	-1.189	0.234	-0.994	0.320	2.401	0.301
X2.2	-0.969	0.332	-0.365	0.715	1.073	0.585
X2.3	-1.172	0.241	-0.866	0.386	2.124	0.346

X2.4	-0.999	0.318	-0.764	0.445	1.582	0.453
X2.5	-1.130	0.258	-0.810	0.418	1.933	0.380
X3.1	-1.061	0.289	-0.999	0.318	2.124	0.346
X3.2	-0.994	0.320	-1.299	0.194	2.674	0.263
X3.3	-0.888	0.375	-1.797	0.072	4.017	0.134
Y1.1	-0.872	0.383	-0.962	0.336	1.687	0.430
Y1.2	-0.778	0.437	-1.532	0.126	2.952	0.229
Y1.3	-1.047	0.295	-1.158	0.247	2.436	0.296
Y2.1	-0.887	0.375	-0.840	0.401	1.492	0.474
Y2.2	-0.896	0.370	-1.486	0.137	3.011	0.222
Y2.3	-0.954	0.340	-1.877	0.061	4.431	0.109

Relative Multivariate Kurtosis = 1.037

Test of Multivariate Normality for Continuous Variables

Skewness			Kurtosis			Skewness and Kurtosis	
Value	Z-Score	P-Value	Value	Z-Score	P-Value	Chi-Square	P-Value
-----	-----	-----	-----	-----	-----	-----	-----
44.314	4.384	0.000	334.916	3.367	0.001	30.553	0.000

Lampiran 5b

Syntax

```
LOYALITAS KONSUMEN
OBSERVED VARIABLES X1.1 X1.2 X1.3 X2.1 X2.2 X2.3 X2.4 X2.5
X3.1 X3.2 X3.3 Y1.1 Y1.2 Y1.3 Y2.1 Y2.2 Y2.3
COVARIANCE MATRIX FROM FILE D:\RYAN\DATA.COV
SAMPLE SIZE 159
LATENT VARIABLES HARGA LAYANAN IMAGE KEPUASAN
LOYALITAS
RELATIONSHIPS:
X1.1=1*HARGA
X1.2-X1.3=HARGA
X2.1=1*LAYANAN
X2.2-X2.5=LAYANAN
X3.1=1*IMAGE
X3.2-X3.3=IMAGE
Y1.1=1*KEPUASAN
Y1.2-Y1.3=KEPUASAN
Y2.1=1*LOYALITAS
Y2.2-Y2.3=LOYALITAS
KEPUASAN=HARGA LAYANAN IMAGE
LOYALITAS=HARGA LAYANAN IMAGE KEPUASAN
OPTIONS:SS SC EF RS AD=OFF
PATH DIAGRAM
END OF PROGRAM
```

Lampiran 5c

Output Syntax

DATE: 6/ 3/2014

TIME: 19:38

L I S R E L 8.70

BY

Karl G. Joreskog & Dag Sörbom

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The following lines were read from file D:\RYAN1\KEPUASAN.pr2:

LOYALITAS KONSUMEN

OBSERVED VARIABLES X1.1 X1.2 X1.3 X2.1 X2.2 X2.3 X2.4 X2.5
X3.1 X3.2 X3.3 Y1.1 Y1.2 Y1.3 Y2.1 Y2.2 Y2.3

COVARIANCE MATRIX FROM FILE D:\RYAN1\DATA.COV

SAMPLE SIZE 159

LATENT VARIABLES HARGA LAYANAN IMAGE KEPUASAN
LOYALITAS

RELATIONSHIPS:

X1.1=1*HARGA

X1.2-X1.3=HARGA

X2.1=1*LAYANAN

X2.2-X2.5=LAYANAN

X3.1=1*IMAGE

X3.2-X3.3=IMAGE

Y1.1=1*KEPUASAN

Y1.2-Y1.3=KEPUASAN

Y2.1=1*LOYALITAS
 Y2.2-Y2.3=LOYALITAS
 KEPUASAN=HARGA LAYANAN IMAGE
 LOYALITAS=HARGA LAYANAN IMAGE KEPUASAN
 OPTIONS:SS SC EF RS AD=OFF
 PATH DIAGRAM
 END OF PROGRAM

Sample Size = 159

Measurement Equations

$$\begin{aligned}
 Y1.1 &= 1.00 * KEPUASAN, \text{ Errorvar.} = 0.42, R^2 = 0.65 \\
 &\quad (0.059) \\
 &\quad 7.12
 \end{aligned}$$

$$\begin{aligned}
 Y1.2 &= 1.04 * KEPUASAN, \text{ Errorvar.} = 0.49, R^2 = 0.64 \\
 &\quad (0.092) \quad (0.067) \\
 &\quad 11.30 \quad 7.26
 \end{aligned}$$

$$\begin{aligned}
 Y1.3 &= 0.91 * KEPUASAN, \text{ Errorvar.} = 0.56, R^2 = 0.54 \\
 &\quad (0.090) \quad (0.071) \\
 &\quad 10.07 \quad 7.88
 \end{aligned}$$

$$\begin{aligned}
 Y2.1 &= 1.00 * LOYALITA, \text{ Errorvar.} = 0.33, R^2 = 0.72 \\
 &\quad (0.048) \\
 &\quad 6.74
 \end{aligned}$$

$$\begin{aligned}
 Y2.2 &= 1.06 * LOYALITA, \text{ Errorvar.} = 0.43, R^2 = 0.69 \\
 &\quad (0.083) \quad (0.061) \\
 &\quad 12.75 \quad 7.09
 \end{aligned}$$

$$\begin{aligned}
 Y2.3 &= 1.11 * LOYALITA, \text{ Errorvar.} = 0.36, R^2 = 0.74 \\
 &\quad (0.082) \quad (0.056) \\
 &\quad 13.55 \quad 6.52
 \end{aligned}$$

$$\begin{aligned}
 X1.1 &= 1.00 * HARGA, \text{ Errorvar.} = 0.50, R^2 = 0.61 \\
 &\quad (0.078) \\
 &\quad 6.36
 \end{aligned}$$

$$\begin{array}{l} X1.2 = 1.22 * \text{HARGA, Errorvar.} = 0.35, R^2 = 0.77 \\ (0.12) \qquad (0.089) \\ 10.32 \qquad 3.93 \end{array}$$

$$\begin{array}{l} X1.3 = 1.05 * \text{HARGA, Errorvar.} = 0.59, R^2 = 0.60 \\ (0.11) \qquad (0.090) \\ 9.72 \qquad 6.57 \end{array}$$

$$\begin{array}{l} X2.1 = 1.00 * \text{LAYANAN, Errorvar.} = 0.32, R^2 = 0.70 \\ (0.046) \\ 7.02 \end{array}$$

$$\begin{array}{l} X2.2 = 1.05 * \text{LAYANAN, Errorvar.} = 0.39, R^2 = 0.68 \\ (0.086) \qquad (0.054) \\ 12.29 \qquad 7.19 \end{array}$$

$$\begin{array}{l} X2.3 = 0.98 * \text{LAYANAN, Errorvar.} = 0.27, R^2 = 0.72 \\ (0.076) \qquad (0.039) \\ 12.93 \qquad 6.75 \end{array}$$

$$\begin{array}{l} X2.4 = 0.93 * \text{LAYANAN, Errorvar.} = 0.45, R^2 = 0.59 \\ (0.084) \qquad (0.058) \\ 11.07 \qquad 7.74 \end{array}$$

$$\begin{array}{l} X2.5 = 0.94 * \text{LAYANAN, Errorvar.} = 0.40, R^2 = 0.62 \\ (0.082) \qquad (0.053) \\ 11.53 \qquad 7.56 \end{array}$$

$$\begin{array}{l} X3.1 = 1.00 * \text{IMAGE, Errorvar.} = 0.42, R^2 = 0.63 \\ (0.061) \\ 6.78 \end{array}$$

$$\begin{array}{l} X3.2 = 1.06 * \text{IMAGE, Errorvar.} = 0.50, R^2 = 0.61 \\ (0.10) \qquad (0.072) \\ 10.15 \qquad 6.89 \end{array}$$

$$\begin{array}{l} X3.3 = 1.17 * \text{IMAGE, Errorvar.} = 0.42, R^2 = 0.69 \\ (0.11) \qquad (0.070) \\ 10.81 \qquad 6.05 \end{array}$$

Structural Equations

KEPUASAN = -0.18*HARGA + 0.32*LAYANAN + 0.67*IMAGE, Errorvar. = 0.20, $R^2 = 0.75$

(0.068)	(0.10)	(0.12)	(0.054)
-2.66	3.08	5.75	3.63

LOYALITAS = 1.04*KEPUASAN - 0.017*HARGA - 0.016*LAYANAN - 0.060*IMAGE, Errorvar. = 0.077

$R^2 = 0.91$

(0.20)	(0.071)	(0.11)	(0.17)	(0.045)
5.13	-0.25	-0.15	-0.36	1.71

Reduced Form Equations

KEPUASAN = -0.18*HARGA + 0.32*LAYANAN + 0.67*IMAGE, Errorvar. = 0.20, $R^2 = 0.75$

(0.068)	(0.10)	(0.12)
-2.66	3.08	5.75

LOYALITA = -0.21*HARGA + 0.32*LAYANAN + 0.64*IMAGE, Errorvar. = 0.29, $R^2 = 0.66$

(0.071)	(0.11)	(0.12)
-2.89	2.95	5.39

Goodness of Fit Statistics

Degrees of Freedom = 109

Minimum Fit Function Chi-Square = 146.17 (P = 0.010)

Normal Theory Weighted Least Squares Chi-Square = 139.16 (P = 0.027)

Estimated Non-centrality Parameter (NCP) = 30.16

90 Percent Confidence Interval for NCP = (3.90 ; 64.55)

Minimum Fit Function Value = 0.93

Population Discrepancy Function Value (F0) = 0.19

90 Percent Confidence Interval for F0 = (0.025 ; 0.41)

Root Mean Square Error of Approximation (RMSEA) = 0.042

90 Percent Confidence Interval for RMSEA = (0.015 ; 0.061)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.74

Expected Cross-Validation Index (ECVI) = 1.44

90 Percent Confidence Interval for ECVI = (1.27 ; 1.66)

ECVI for Saturated Model = 1.94
ECVI for Independence Model = 27.63

Chi-Square for Independence Model with 136 Degrees of Freedom =
4331.43

Independence AIC = 4365.43
Model AIC = 227.16
Saturated AIC = 306.00
Independence CAIC = 4434.60
Model CAIC = 406.19
Saturated CAIC = 928.54

Normed Fit Index (NFI) = 0.97
Non-Normed Fit Index (NNFI) = 0.99
Parsimony Normed Fit Index (PNFI) = 0.77
Comparative Fit Index (CFI) = 0.99
Incremental Fit Index (IFI) = 0.99
Relative Fit Index (RFI) = 0.96

Critical N (CN) = 159.09

Root Mean Square Residual (RMR) = 0.060
Standardized RMR = 0.048
Goodness of Fit Index (GFI) = 0.91
Adjusted Goodness of Fit Index (AGFI) = 0.87
Parsimony Goodness of Fit Index (PGFI) = 0.65

LOYALITAS KONSUMEN

Standardized Solution

	LAMBDA-Y KEPUASAN	LOYALITA
Y1.1	0.89	--
Y1.2	0.93	--
Y1.3	0.81	--
Y2.1	--	0.92
Y2.2	--	0.97

Y2.3 -- 1.02

LAMBDA-X

	HARGA	LAYANAN	IMAGE
	-----	-----	-----
X1.1	0.89	--	--
X1.2	1.08	--	--
X1.3	0.94	--	--
X2.1	--	0.86	--
X2.2	--	0.90	--
X2.3	--	0.84	--
X2.4	--	0.80	--
X2.5	--	0.81	--
X3.1	--	--	0.83
X3.2	--	--	0.89
X3.3	--	--	0.97

BETA

	KEPUASAN	LOYALITA
	-----	-----
KEPUASAN	--	--
LOYALITA	1.01	--

GAMMA

	HARGA	LAYANAN	IMAGE
	-----	-----	-----
KEPUASAN	-0.18	0.31	0.63
LOYALITA	-0.02	-0.01	-0.05

Correlation Matrix of ETA and KSI

	KEPUASAN	LOYALITA	HARGA	LAYANAN	IMAGE
	-----	-----	-----	-----	-----
KEPUASAN	1.00				
LOYALITA	0.95	1.00			
HARGA	-0.10	-0.12	1.00		
LAYANAN	0.69	0.64	0.22	1.00	
IMAGE	0.83	0.77	0.03	0.67	1.00

PSI

Note: This matrix is diagonal.

KEPUASAN LOYALITA

-----	-----
0.25	0.09

Regression Matrix ETA on KSI (Standardized)

	HARGA	LAYANAN	IMAGE
	-----	-----	-----
KEPUASAN	-0.18	0.31	0.63
LOYALITA	-0.20	0.29	0.58

LOYALITAS KONSUMEN

Completely Standardized Solution

LAMBDA-Y

	KEPUASAN	LOYALITA
	-----	-----
Y1.1	0.81	--
Y1.2	0.80	--
Y1.3	0.73	--
Y2.1	--	0.85
Y2.2	--	0.83
Y2.3	--	0.86

LAMBDA-X

	HARGA	LAYANAN	IMAGE
	-----	-----	-----
X1.1	0.78	--	--
X1.2	0.88	--	--
X1.3	0.77	--	--
X2.1	--	0.83	--
X2.2	--	0.82	--
X2.3	--	0.85	--
X2.4	--	0.77	--

X2.5	--	0.79	--
X3.1	--	--	0.79
X3.2	--	--	0.78
X3.3	--	--	0.83

BETA

	KEPUASAN	LOYALITA
KEPUASAN	--	--
LOYALITA	1.01	--

GAMMA

	HARGA	LAYANAN	IMAGE
KEPUASAN	-0.18	0.31	0.63
LOYALITA	-0.02	-0.01	-0.05

Correlation Matrix of ETA and KSI

	KEPUASAN	LOYALITA	HARGA	LAYANAN	IMAGE
KEPUASAN	1.00				
LOYALITA	0.95	1.00			
HARGA	-0.10	-0.12	1.00		
LAYANAN	0.69	0.64	0.22	1.00	
IMAGE	0.83	0.77	0.03	0.67	1.00

LOYALITAS KONSUMEN

Total and Indirect Effects

Total Effects of KSI on ETA

	HARGA	LAYANAN	IMAGE
KEPUASAN	-0.18 (0.07)	0.32 (0.10)	0.67 (0.12)

	-2.66	3.08	5.75
LOYALITA	-0.21 (0.07)	0.32 (0.11)	0.64 (0.12)
	-2.89	2.95	5.39

Indirect Effects of KSI on ETA

	HARGA	LAYANAN	IMAGE
	-----	-----	-----
KEPUASAN	--	--	--
LOYALITA	-0.19 (0.08)	0.33 (0.12)	0.70 (0.18)
	-2.39	2.73	3.85

Total Effects of ETA on ETA

	KEPUASAN	LOYALITA
	-----	-----
KEPUASAN	--	--
LOYALITA	1.04 (0.20)	--
	5.13	

Largest Eigenvalue of B*B' (Stability Index) is 1.082

Total Effects of ETA on Y

	KEPUASAN	LOYALITA
	-----	-----
Y1.1	1.00	--
Y1.2	1.04 (0.09)	--
	11.30	

Y1.3	0.91 (0.09) 10.07	--
Y2.1	1.04 (0.20) 5.13	1.00
Y2.2	1.10 (0.22) 5.10	1.06 (0.08) 12.75
Y2.3	1.15 (0.22) 5.15	1.11 (0.08) 13.55

Indirect Effects of ETA on Y

KEPUASAN LOYALITA

	-----	-----
Y1.1	--	--
Y1.2	--	--
Y1.3	--	--
Y2.1	1.04 (0.20) 5.13	--
Y2.2	1.10 (0.22) 5.10	--
Y2.3	1.15 (0.22) 5.15	--

Total Effects of KSI on Y

HARGA	LAYANAN	IMAGE
-----	-----	-----

Y1.1	-0.18 (0.07) -2.66	0.32 (0.10) 3.08	0.67 (0.12) 5.75
Y1.2	-0.19 (0.07) -2.65	0.33 (0.11) 3.08	0.70 (0.12) 5.72
Y1.3	-0.16 (0.06) -2.63	0.29 (0.09) 3.05	0.61 (0.11) 5.54
Y2.1	-0.21 (0.07) -2.89	0.32 (0.11) 2.95	0.64 (0.12) 5.39
Y2.2	-0.22 (0.08) -2.89	0.33 (0.11) 2.94	0.68 (0.13) 5.35
Y2.3	-0.23 (0.08) -2.90	0.35 (0.12) 2.95	0.71 (0.13) 5.41

LOYALITAS KONSUMEN

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	HARGA -----	LAYANAN -----	IMAGE -----
KEPUASAN	-0.18	0.31	0.63
LOYALITA	-0.20	0.29	0.58

Standardized Indirect Effects of KSI on ETA

	HARGA -----	LAYANAN -----	IMAGE -----
KEPUASAN	--	--	--

LOYALITA -0.18 0.31 0.63

Standardized Total Effects of ETA on ETA

	KEPUASAN	LOYALITA
	-----	-----
KEPUASAN	--	--
LOYALITA	1.01	--

Standardized Total Effects of ETA on Y

	KEPUASAN	LOYALITA
	-----	-----
Y1.1	0.89	--
Y1.2	0.93	--
Y1.3	0.81	--
Y2.1	0.93	0.92
Y2.2	0.98	0.97
Y2.3	1.02	1.02

Completely Standardized Total Effects of ETA on Y

	KEPUASAN	LOYALITA
	-----	-----
Y1.1	0.81	--
Y1.2	0.80	--
Y1.3	0.73	--
Y2.1	0.85	0.85
Y2.2	0.83	0.83
Y2.3	0.87	0.86

Standardized Indirect Effects of ETA on Y

	KEPUASAN	LOYALITA
	-----	-----
Y1.1	--	--
Y1.2	--	--
Y1.3	--	--
Y2.1	0.93	--
Y2.2	0.98	--
Y2.3	1.02	--

Completely Standardized Indirect Effects of ETA on Y

	KEPUASAN	LOYALITA
	-----	-----
Y1.1	--	--
Y1.2	--	--
Y1.3	--	--
Y2.1	0.85	--
Y2.2	0.83	--
Y2.3	0.87	--

Standardized Total Effects of KSI on Y

	HARGA	LAYANAN	IMAGE
	-----	-----	-----
Y1.1	-0.16	0.27	0.56
Y1.2	-0.17	0.29	0.58
Y1.3	-0.15	0.25	0.51
Y2.1	-0.18	0.27	0.53
Y2.2	-0.19	0.29	0.56
Y2.3	-0.20	0.30	0.59

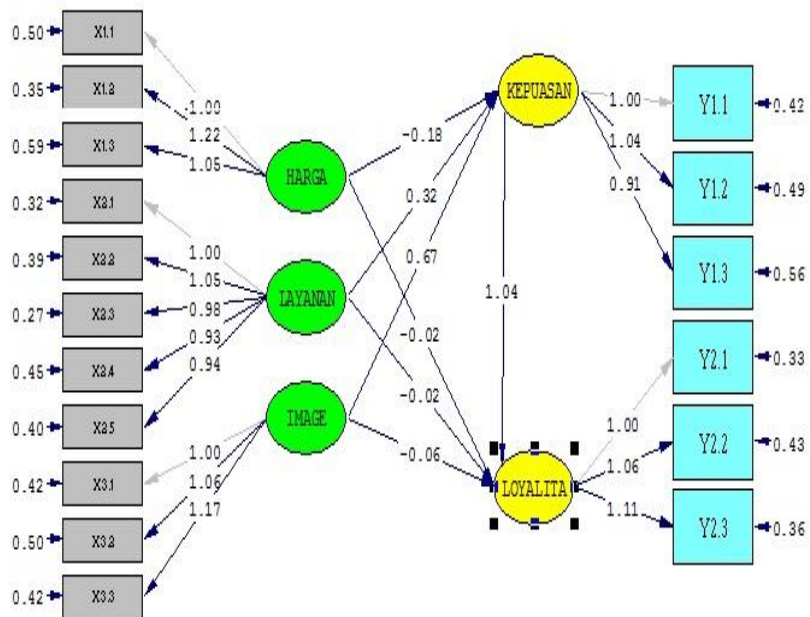
Completely Standardized Total Effects of KSI on Y

	HARGA	LAYANAN	IMAGE
	-----	-----	-----
Y1.1	-0.15	0.25	0.51
Y1.2	-0.14	0.25	0.50
Y1.3	-0.13	0.23	0.46
Y2.1	-0.17	0.25	0.49
Y2.2	-0.16	0.24	0.48
Y2.3	-0.17	0.25	0.50

Time used: 0.125 Seconds

Lampiran 6a

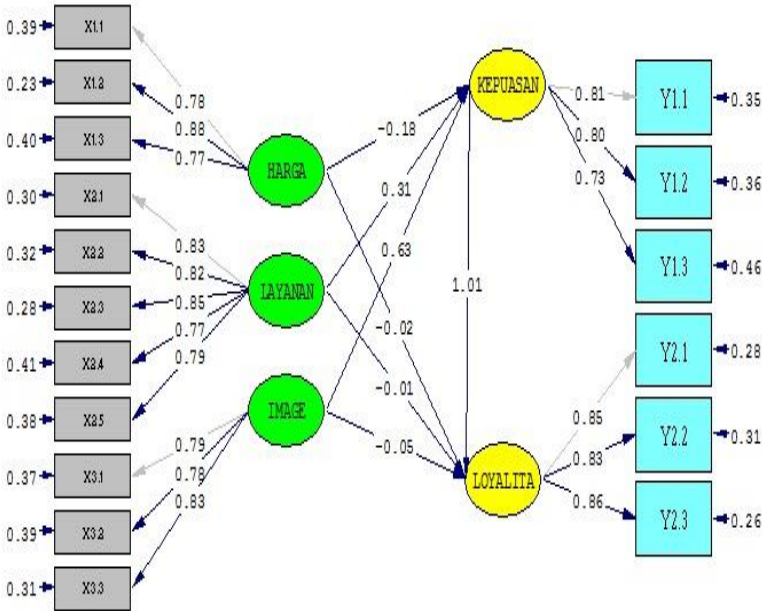
Path Diagram Estimates



Chi-Square=139.16, df=109, P-value=0.02716, RMSEA=0.042

Lampiran 6b

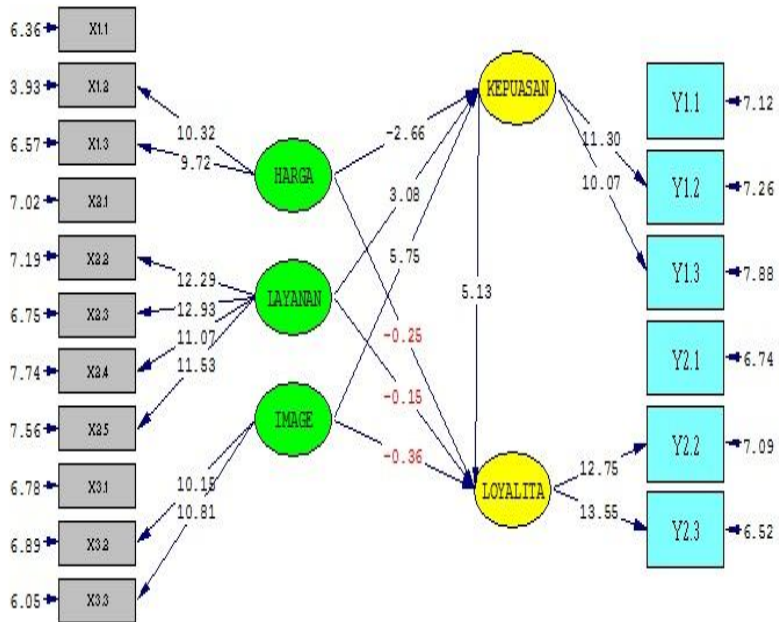
Path Diagram Standardized Solution



Chi-Square=139.16, df=109, P-value=0.02716, RMSEA=0.042

Lampiran 6c

Path Diagram T-Values



Chi-Square=139.16, df=109, P-value=0.02716, RMSEA=0.042