

LAMPIRAN 1

Kuesioner

Kami mohon kesediaan bapak/ibu untuk berkenan mengisi kuesioner berikut ini dengan judul Pengaruh *Service Quality* dan *Price* terhadap *Behavioural Intention* melalui *Customer Satisfaction* Penumpang Rute Internasional *Air Asia* Indonesia di Surabaya.

Atas kesediaan bapak/ibu untuk mengisi kuesioner ini, saya ucapkan terima kasih.

Hormat saya,
Priska Cyntia Yuwono

I. Data Responden

1. Apakah anda pernah menggunakan jasa penerbangan internasional dari *Air Asia* Indonesia?
 - a. Pernah
 - b. Tidak Pernah
2. Dimana domisili anda saat ini?
 - a. Surabaya
 - b. Luar Surabaya
3. Berapa usia anda saat ini?
 - a. < 18 th
 - b. ≥ 18 th
4. Apakah anda mengetahui dan memahami tawaran layanan dan harga yang diberikan oleh pesaing *Air Asia* Indonesia (*Lion Air*)?
 - a. Ya
 - b. Tidak

II. Isilah kolom jawaban yang tersedia di bawah ini dengan tanda \surd pada kolom pilihan yang sesuai dengan jawaban Anda.

STS: Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

Pernyataan		Alternatif Jawaban				
Service Quality (SQ)		STS	TS	N	S	SS
SQ ₁	Menurut saya jadwal penerbangan internasional <i>Air Asia</i> Indonesia di Surabaya dilakukan tepat waktu.					
SQ ₂	Saya merasa terjamin melalui berbagai pengetahuan dan, profesionalisme para staf selama berada dalam perjalanan internasional dengan maskapai penerbangan <i>Air Asia</i> Indonesia.					
SQ ₃	Menurut saya <i>Air Asia</i> Indonesia memiliki banyak jadwal yang ditawarkan dengan berbagai rute internasional yang berbeda.					
SQ ₄	Dalam perjalanan internasional <i>Air Asia</i> Indonesia, menurut saya para staf dari <i>Air Asia</i> Indonesia selalu sigap dalam melayani dan memberikan kesan yang menyenangkan dalam setiap pelayanannya.					
SQ ₅	Menurut saya <i>Air Asia</i> Indonesia memberikan berbagai fasilitas yang nyaman selama perjalanan internasional saya.					
SQ ₆	Menurut saya selama dalam perjalanan internasional, <i>Air Asia</i> Indonesia memiliki banyak variasi makanan dan aman untuk dikonsumsi.					
SQ ₇	Saya merasa aman pada saat melakukan perjalanan internasional dengan menggunakan maskapai penerbangan <i>Air Asia</i>					

	Indonesia.					
Price (P)						
P ₁	Menurut saya harga tiket rute internasional milik <i>Air Asia</i> Indonesia sangat terjangkau.					
P ₂	Menurut saya harga tiket rute internasional <i>Air Asia</i> Indonesia sangat sesuai dengan kualitas yang ditawarkan.					
P ₃	Menurut saya harga tiket rute internasional milik <i>Air Asia</i> Indonesia bersaing.					
P ₄	Menurut saya harga tiket rute internasional <i>Air Asia</i> Indonesia sesuai dengan manfaat yang didapatkan.					
Customer Satisfaction (CS)						
CS ₁	Saya merasa puas terhadap pelayanan yang diberikan oleh <i>Air Asia</i> Indonesia.					
CS ₂	Saya merasa senang dengan pelayanan yang diberikan <i>Air Asia</i> Indonesia pada saat saya melakukan transaksi.					
CS ₃	Saya merasa pelayanan jasa yang diberikan oleh <i>Air Asia</i> Indonesia lebih baik dari yang saya harapkan.					
CS ₄	Saya merasa <i>Air Asia</i> Indonesia memperlakukan para penumpangnya dengan adil tanpa membedakan dan memberi perhatian sama besarnya dengan penumpang yang lain.					

CS ₅	Saya dan kerabat saya yang lain merasa puas dengan pelayanan yang diberikan oleh <i>Air Asia</i> Indonesia.					
<i>Behaviour Intention (BI)</i>						
BI ₁	Saya akan merekomendasikan kepada para kerabat saya untuk menggunakan jasa penerbangan internasional <i>Air Asia</i> Indonesia.					
BI ₂	Jika saya akan berpergian ke luar negeri saya akan kembali menggunakan layanan jasa penerbangan milik <i>Air Asia</i> Indonesia.					
BI ₃	Saya akan memberitahu perwakilan dari maskapai <i>Air Asia</i> Indonesia tentang apa yang saya pikirkan jika terjadi suatu hal tertentu dalam penerbangan internasional saya bersama <i>Air Asia</i> Indonesia.					

LAMPIRAN 2

No. Responden	Pengalaman		Usia		Domisili		Pengetahuan Tentang Pesaing	
	Pernah	Tidak Pernah	< 17 th	≥ 17 th	Surabaya	Luar Surabaya	Tahu	Tidak Tahu
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3	4	3	4	3	4	4	4	4	4	5	4	4	5	3	4	4	5	4
2	2	2	3	3	3	3	1	2	1	4	2	2	2	1	2	2	1	2
4	4	4	4	4	4	4	5	5	5	5	3	4	4	4	5	5	5	4
5	3	5	4	4	4	4	4	4	4	4	5	4	3	4	4	3	3	4
4	4	4	3	4	3	3	5	4	5	5	5	5	5	3	5	4	4	5
2	2	2	1	2	1	1	2	2	2	2	3	2	2	2	3	3	3	2
1	1	2	2	1	2	1	2	2	2	2	2	1	2	3	2	2	1	2
4	4	5	5	4	5	4	3	3	4	3	4	3	3	4	5	4	5	4
4	4	5	5	5	5	5	4	3	3	4	4	5	4	5	4	4	4	5
4	5	4	4	5	4	5	3	3	3	5	4	5	5	5	5	4	4	3
4	4	4	4	4	4	4	3	4	4	4	4	5	4	4	5	4	5	4
4	3	4	4	3	4	3	3	4	3	3	3	4	3	4	3	3	3	3
4	4	4	4	4	4	4	3	4	3	3	3	4	3	3	3	3	3	3
4	4	4	4	4	4	4	3	4	3	4	4	4	4	4	4	4	3	4
5	5	5	5	4	5	4	5	5	4	4	5	5	4	5	5	5	4	4
5	4	5	5	5	5	5	4	5	4	4	5	4	4	5	4	5	5	5
5	4	5	5	5	4	4	5	5	4	4	5	4	5	5	4	5	4	4
4	4	4	4	4	3	4	3	4	3	3	4	3	4	4	4	4	3	4
5	4	5	5	4	4	4	4	4	3	3	5	4	4	4	4	5	4	4
4	5	4	4	4	4	4	4	4	3	3	4	4	4	3	3	4	3	3
4	5	4	4	4	4	4	3	4	3	3	4	4	4	4	4	4	3	3
1	2	1	2	3	4	2	1	4	4	4	3	4	4	4	4	4	3	3
2	2	2	2	3	4	2	2	2	3	4	3	4	3	2	2	3	2	3
2	2	4	3	3	3	3	3	4	3	3	2	3	3	2	3	2	2	3

4	4	4	5	4	4	5	4	4	5	4	4	5	4	4	5	4	5	4
4	4	4	4	4	5	4	5	4	5	5	4	4	5	4	4	4	4	4

LAMPIRAN 3

DATE: 12/08/2013

TIME: 01:19

P R E L I S 2.70

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file C:\RISET\DATA-01.PR2:

```
!PRELIS SYNTAX: Can be edited
SY='C:\RISET\DATA-01.PSF'
NS 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19
OU MA=CM XT
```

Total Sample Size = 150

Univariate Summary Statistics for Continuous Variables

Variable	Mean	St. Dev.	T-Value	Skewness	Kurtosis	Minimum	Freq.	Maximum
Freq.	-----	----	-----	-----	-----	-----	-----	-----
SQ1 17	3.627	0.987	45.011	-0.222	0.264	1.361	7	5.463
SQ2 40	3.793	1.089	42.675	-0.283	-0.507	1.360	7	5.227
SQ3 26	3.647	1.031	43.334	-0.199	-0.270	1.352	7	5.268
SQ4 29	3.767	0.993	46.471	-0.226	-0.128	1.457	6	5.287
SQ5 16	3.587	0.914	48.080	-0.191	0.033	1.402	5	5.278
SQ6 15	3.580	0.992	44.212	-0.203	0.118	1.482	10	5.478
SQ7 28	3.667	1.053	42.631	-0.209	-0.287	1.316	7	5.283
P1 28	3.573	1.038	42.142	-0.175	-0.439	1.046	4	5.144
P2 20	3.587	0.935	46.961	-0.167	-0.154	1.290	4	5.190
P3 15	3.493	0.865	49.460	-0.107	-0.106	1.136	2	5.106
P4 19	3.500	0.932	45.980	-0.120	-0.231	1.120	3	5.113
CS1 24	3.660	1.002	44.727	-0.198	-0.166	1.417	7	5.291
CS2 22	3.740	0.944	48.508	-0.218	0.222	1.508	6	5.363
CS3 23	3.633	0.908	49.010	-0.159	-0.226	1.162	2	5.119
CS4 21	3.680	0.929	48.506	-0.209	0.040	1.362	4	5.273
CS5 24	3.607	0.996	44.352	-0.183	-0.264	1.258	5	5.211
BI1 24	3.553	1.027	42.386	-0.168	-0.341	1.222	6	5.199
BI2 23	3.507	1.054	40.751	-0.151	-0.380	1.250	8	5.217

BI3 3.400 0.969 42.959 -0.140 -0.148 1.191 6 5.268
13

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
SQ1	-1.135	0.257	0.794	0.427	1.918	0.383
SQ2	-1.441	0.150	-1.575	0.115	4.556	0.102
SQ3	-1.018	0.308	-0.645	0.519	1.454	0.483
SQ4	-1.157	0.247	-0.194	0.846	1.377	0.502
SQ5	-0.979	0.328	0.251	0.801	1.021	0.600
SQ6	-1.043	0.297	0.461	0.644	1.300	0.522
SQ7	-1.070	0.284	-0.707	0.480	1.645	0.439
P1	-0.900	0.368	-1.283	0.200	2.455	0.293
P2	-0.858	0.391	-0.273	0.785	0.811	0.667
P3	-0.550	0.582	-0.129	0.897	0.319	0.852
P4	-0.620	0.535	-0.518	0.605	0.653	0.721
CS1	-1.016	0.310	-0.309	0.757	1.127	0.569
CS2	-1.116	0.264	0.701	0.483	1.738	0.419
CS3	-0.819	0.413	-0.501	0.616	0.923	0.630
CS4	-1.071	0.284	0.270	0.787	1.220	0.543
CS5	-0.939	0.348	-0.626	0.532	1.273	0.529
BI1	-0.862	0.389	-0.901	0.368	1.555	0.460
BI2	-0.779	0.436	-1.046	0.296	1.701	0.427
BI3	-0.723	0.469	-0.253	0.800	0.587	0.746

Relative Multivariate Kurtosis = 1.122

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
---	73.196	8.695 0.000	447.691	7.572 0.000	132.945	0.000

P1

Frequency Percentage Lower Class Limit

4	2.7	1.046	<input type="checkbox"/>
0	0.0	1.456	
22	14.7	1.865	<input type="checkbox"/>
0	0.0	2.275	
36	24.0	2.685	<input type="checkbox"/>
0	0.0	3.095	
60	40.0	3.505	<input type="checkbox"/>
0	0.0	3.915	
0	0.0	4.325	
28	18.7	4.735	<input type="checkbox"/>

P2

Frequency Percentage Lower Class Limit

4	2.7	1.290	<input type="checkbox"/>
0	0.0	1.680	
15	10.0	2.070	<input type="checkbox"/>
0	0.0	2.460	
40	26.7	2.850	<input type="checkbox"/>
0	0.0	3.240	
71	47.3	3.630	<input type="checkbox"/>
0	0.0	4.020	
0	0.0	4.410	
20	13.3	4.800	<input type="checkbox"/>

P3

Frequency Percentage Lower Class Limit

2	1.3	1.136	<input type="checkbox"/>
0	0.0	1.533	
16	10.7	1.930	<input type="checkbox"/>
0	0.0	2.327	
53	35.3	2.724	<input type="checkbox"/>
0	0.0	3.121	
0	0.0	3.518	
64	42.7	3.915	<input type="checkbox"/>
0	0.0	4.312	
15	10.0	4.709	<input type="checkbox"/>

P4

Frequency Percentage Lower Class Limit

3	2.0	1.120	<input type="checkbox"/>
0	0.0	1.519	
18	12.0	1.918	<input type="checkbox"/>
0	0.0	2.318	

49	32.7	2.717	□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□
0	0.0	3.116	
0	0.0	3.516	
61	40.7	3.915	□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□
0	0.0	4.314	
19	12.7	4.713	□□□□□□□□□□

CS1

Frequency Percentage Lower Class Limit

7	4.7	1.417	□□□
0	0.0	1.805	
13	8.7	2.192	□□□□□□
28	18.7	2.579	□□□□□□□□□□□□
0	0.0	2.967	
0	0.0	3.354	
78	52.0	3.741	□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□
0	0.0	4.129	
0	0.0	4.516	
24	16.0	4.903	□□□□□□□□□□

CS2

Frequency Percentage Lower Class Limit

6	4.0	1.508	□□
12	8.0	1.893	□□□□□
0	0.0	2.279	
19	12.7	2.664	□□□□□□□
0	0.0	3.050	
0	0.0	3.435	
91	60.7	3.821	□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□
0	0.0	4.206	
0	0.0	4.592	
22	14.7	4.977	□□□□□□□□□

CS3

Frequency Percentage Lower Class Limit

2	1.3	1.162	□
0	0.0	1.558	
15	10.0	1.953	□□□□□□□□
0	0.0	2.349	
42	28.0	2.745	□□□□□□□□□□□□□□□□□□□□□□□□
0	0.0	3.141	
0	0.0	3.536	
68	45.3	3.932	□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□
0	0.0	4.328	
23	15.3	4.724	□□□□□□□□□□□

0	0.0	4.027	
0	0.0	4.424	
23	15.3	4.820	□□□□□□□□□□□□

BI3

Frequency Percentage Lower Class Limit

6	4.0	1.191	□□□
0	0.0	1.598	
21	14.0	2.006	□□□□□□□□□□
0	0.0	2.414	
43	28.7	2.822	□□□□□□□□□□□□□□□□□□□□
0	0.0	3.229	
67	44.7	3.637	□□
0	0.0	4.045	
0	0.0	4.453	
13	8.7	4.861	□□□□□□

Covariance Matrix

	SQ1	SQ2	SQ3	SQ4	SQ5	SQ6
	-----	-----	-----	-----	-----	-----
SQ1	0.974					
SQ2	0.556	1.185				
SQ3	0.582	0.510	1.062			
SQ4	0.668	0.521	0.656	0.985		
SQ5	0.545	0.386	0.524	0.595	0.835	
SQ6	0.501	0.349	0.595	0.565	0.542	0.983
SQ7	0.672	0.557	0.603	0.661	0.606	0.551
P1	0.634	0.516	0.639	0.577	0.517	0.500
P2	0.508	0.382	0.564	0.549	0.489	0.525
P3	0.365	0.340	0.450	0.418	0.375	0.455
P4	0.394	0.313	0.431	0.422	0.462	0.481
CS1	0.706	0.460	0.624	0.638	0.592	0.561
CS2	0.506	0.409	0.551	0.539	0.531	0.567
CS3	0.450	0.390	0.455	0.501	0.471	0.468
CS4	0.491	0.418	0.512	0.531	0.429	0.518
CS5	0.567	0.401	0.503	0.503	0.478	0.485
BI1	0.519	0.333	0.537	0.531	0.510	0.528

BI2	0.523	0.431	0.537	0.556	0.547	0.528
BI3	0.580	0.376	0.544	0.508	0.428	0.463

Covariance Matrix

	SQ7	P1	P2	P3	P4	CS1
	-----	-----	-----	-----	-----	-----
SQ7	1.110					
P1	0.643	1.078				
P2	0.607	0.624	0.875			
P3	0.463	0.584	0.577	0.748		
P4	0.560	0.545	0.581	0.515	0.869	
CS1	0.690	0.673	0.581	0.500	0.558	1.004
CS2	0.665	0.565	0.501	0.487	0.604	0.670
CS3	0.549	0.549	0.508	0.498	0.543	0.600
CS4	0.553	0.522	0.478	0.423	0.482	0.635
CS5	0.572	0.576	0.506	0.534	0.607	0.642
BI1	0.652	0.586	0.694	0.565	0.556	0.657
BI2	0.646	0.621	0.630	0.663	0.567	0.637
BI3	0.572	0.563	0.515	0.455	0.442	0.651

Covariance Matrix

	CS2	CS3	CS4	CS5	BI1	BI2
	-----	-----	-----	-----	-----	-----
CS2	0.892					
CS3	0.615	0.824				
CS4	0.599	0.543	0.863			
CS5	0.586	0.556	0.594	0.992		
BI1	0.615	0.578	0.565	0.591	1.054	
BI2	0.592	0.629	0.553	0.670	0.837	1.111
BI3	0.532	0.564	0.497	0.535	0.640	0.652

Covariance Matrix

	BI3

BI3	0.940

Means

SQ1	SQ2	SQ3	SQ4	SQ5	SQ6
-----	-----	-----	-----	-----	-----
3.627	3.793	3.647	3.767	3.587	3.580

Means

SQ7	P1	P2	P3	P4	CS1
-----	-----	-----	-----	-----	-----
3.667	3.573	3.587	3.493	3.500	3.660

Means

CS2	CS3	CS4	CS5	BI1	BI2
-----	-----	-----	-----	-----	-----
3.740	3.633	3.680	3.607	3.553	3.507

Means

BI3

3.400

Standard Deviations

SQ1	SQ2	SQ3	SQ4	SQ5	SQ6
-----	-----	-----	-----	-----	-----
0.987	1.089	1.031	0.993	0.914	0.992

Standard Deviations

SQ7	P1	P2	P3	P4	CS1
-----	-----	-----	-----	-----	-----
1.053	1.038	0.935	0.865	0.932	1.002

Standard Deviations

CS2	CS3	CS4	CS5	BI1	BI2
-----	-----	-----	-----	-----	-----
0.944	0.908	0.929	0.996	1.027	1.054

Standard Deviations

$$\frac{\text{BI3}}{\text{-----}} \\ 0.969$$

The Problem used 37288 Bytes (= 0.1% of available workspace)

DATE: 12/ 8/2013

TIME: 1:04

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:\RISET\DATA01.spl:

BEHAVIOURAL INTENTION
OBSERVED VARIABLE SQ1 SQ2 SQ3 SQ4 SQ5 SQ6 SQ7 P1 P2 P3 P4
CS1 CS2 CS3 CS4 CS5 BI1 BI2 BI3
COVARIANCE MATRIX FROM FILE C:\RISET\DATA01.COV
SAMPLE SIZE 150
LATENT VARIABLES QUALITY PRICE SATISFACTION
BEHAVIOUR
RELATIONSHIPS:
SQ1=1*QUALITY
SQ2-SQ7=QUALITY
P1=1*PRICE
P2-P4=PRICE
CS1=1*SATISFACTION
CS2-CS5=SATISFACTION
BI1=1*BEHAVIOUR
BI2-BI3=BEHAVIOUR
SATISFACTION=QUALITY PRICE

BEHAVIOUR=SATISFACTION
 OPTIONS:SS SC EF
 PATH DIAGRAM
 END OF PROGRAM

Sample Size = 150
 BEHAVIOURAL INTENTION

Covariance Matrix

	CS1	CS2	CS3	CS4	CS5	BI1
CS1	1.00					
CS2	0.74	0.89				
CS3	0.64	0.63	0.82			
CS4	0.69	0.61	0.56	0.86		
CS5	0.68	0.62	0.58	0.62	0.99	
BI1	0.69	0.64	0.61	0.57	0.62	1.05
BI2	0.70	0.64	0.65	0.59	0.69	0.88
BI3	0.67	0.55	0.58	0.52	0.55	0.67
SQ1	0.71	0.59	0.50	0.54	0.60	0.53
SQ2	0.58	0.54	0.47	0.52	0.47	0.43
SQ3	0.68	0.63	0.49	0.55	0.55	0.57
SQ4	0.69	0.61	0.55	0.56	0.54	0.57
SQ5	0.63	0.59	0.51	0.45	0.51	0.57
SQ6	0.63	0.65	0.50	0.52	0.52	0.54
SQ7	0.74	0.71	0.59	0.57	0.63	0.68
P1	0.71	0.61	0.57	0.56	0.61	0.62
P2	0.61	0.54	0.55	0.50	0.53	0.70
P3	0.52	0.50	0.51	0.45	0.54	0.58
P4	0.58	0.60	0.55	0.48	0.61	0.57

Covariance Matrix

	BI2	BI3	SQ1	SQ2	SQ3	SQ4
BI2	1.11					
BI3	0.69	0.94				
SQ1	0.57	0.63	0.97			
SQ2	0.53	0.48	0.72	1.19		
SQ3	0.60	0.57	0.67	0.64	1.06	

SQ4	0.60	0.56	0.73	0.64	0.71	0.99
SQ5	0.59	0.47	0.58	0.48	0.56	0.65
SQ6	0.55	0.50	0.57	0.48	0.64	0.61
SQ7	0.69	0.61	0.73	0.68	0.70	0.75
P1	0.67	0.59	0.67	0.61	0.67	0.63
P2	0.66	0.55	0.52	0.45	0.59	0.59
P3	0.68	0.47	0.39	0.41	0.47	0.45
P4	0.57	0.45	0.42	0.38	0.47	0.47

Covariance Matrix

	SQ5	SQ6	SQ7	P1	P2	P3
	-----	-----	-----	-----	-----	-----
SQ5	0.83					
SQ6	0.57	0.98				
SQ7	0.67	0.64	1.11			
P1	0.55	0.54	0.71	1.08		
P2	0.54	0.55	0.66	0.65	0.87	
P3	0.41	0.47	0.49	0.60	0.58	0.75
P4	0.49	0.51	0.60	0.56	0.60	0.52

Covariance Matrix

	P4

P4	0.87

BEHAVIOURAL INTENTION

Number of Iterations = 11

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$CS1 = 1.00 * SATISFAC, \text{Errorvar.} = 0.22, R^2 = 0.78$$

(0.031)

7.12

CS2 = 0.92*SATISFAC, Errorvar.= 0.22 , R² = 0.75

(0.062) (0.030)

14.97 7.35

CS3 = 0.85*SATISFAC, Errorvar.= 0.26 , R² = 0.68

(0.062) (0.034)

13.57 7.73

CS4 = 0.84*SATISFAC, Errorvar.= 0.31 , R² = 0.64

(0.065) (0.040)

12.83 7.88

CS5 = 0.88*SATISFAC, Errorvar.= 0.38 , R² = 0.61

(0.071) (0.048)

12.38 7.95

BI1 = 1.00*BEHAVIOU, Errorvar.= 0.23 , R² = 0.78

(0.038)

5.92

BI2 = 1.03*BEHAVIOU, Errorvar.= 0.23 , R² = 0.80

(0.068) (0.040)

15.25 5.71

BI3 = 0.83*BEHAVIOU, Errorvar.= 0.36 , R² = 0.61

(0.069) (0.049)

12.05 7.49

SQ1 = 1.00*QUALITY, Errorvar.= 0.29 , R² = 0.70

(0.040)

7.44

SQ2 = 0.90*QUALITY, Errorvar.= 0.63 , R² = 0.47

(0.096) (0.077)

9.41 8.18

SQ3 = 0.99*QUALITY, Errorvar.= 0.40 , R² = 0.63

(0.085) (0.051)
11.57 7.77

SQ4 = 1.04*QUALITY, Errorvar.= 0.26 , R² = 0.74

(0.078) (0.036)
13.22 7.17

SQ5 = 0.89*QUALITY, Errorvar.= 0.29 , R² = 0.65

(0.075) (0.038)
11.93 7.67

SQ6 = 0.90*QUALITY, Errorvar.= 0.44 , R² = 0.55

(0.085) (0.055)
10.59 7.99

SQ7 = 1.08*QUALITY, Errorvar.= 0.31 , R² = 0.72

(0.084) (0.043)
12.91 7.32

P1 = 1.00*PRICE, Errorvar.= 0.39 , R² = 0.64

(0.053)
7.34

P2 = 0.96*PRICE, Errorvar.= 0.24 , R² = 0.72

(0.081) (0.036)
11.87 6.72

P3 = 0.85*PRICE, Errorvar.= 0.24 , R² = 0.67

(0.076) (0.034)
11.31 7.14

P4 = 0.88*PRICE, Errorvar.= 0.33 , R² = 0.62

(0.083) (0.044)
10.70 7.46

Structural Equations

SATISFAC = 0.48*QUALITY + 0.57*PRICE, Errorvar.= 0.078 , R² = 0.90

(0.11)	(0.11)	(0.021)
4.54	5.24	3.69

BEHAVIOU = 0.92*SATISFAC, Errorvar.= 0.16 , R² = 0.80

(0.072)	(0.037)
12.80	4.42

Reduced Form Equations

SATISFAC = 0.48*QUALITY + 0.57*PRICE, Errorvar.= 0.078, R² = 0.90

(0.11)	(0.11)
4.54	5.24

BEHAVIOU = 0.44*QUALITY + 0.53*PRICE, Errorvar.= 0.23, R² = 0.72

(0.099)	(0.10)
4.45	5.10

Covariance Matrix of Independent Variables

	QUALITY	PRICE
	-----	-----
QUALITY	0.68 (0.11) 6.21	
PRICE	0.58 (0.09) 6.49	0.69 (0.12) 5.77

Covariance Matrix of Latent Variables

	SATISFAC	BEHAVIOU	QUALITY	PRICE
	-----	-----	-----	-----
SATISFAC	0.78			
BEHAVIOU	0.72	0.83		
QUALITY	0.66	0.61	0.68	
PRICE	0.68	0.62	0.58	0.69

Goodness of Fit Statistics

Degrees of Freedom = 148

Minimum Fit Function Chi-Square = 272.10 (P = 0.00)

Normal Theory Weighted Least Squares Chi-Square = 279.98 (P = 0.00)

Estimated Non-centrality Parameter (NCP) = 131.98

90 Percent Confidence Interval for NCP = (88.63 ; 183.15)

Minimum Fit Function Value = 1.83

Population Discrepancy Function Value (F0) = 0.89

90 Percent Confidence Interval for F0 = (0.59 ; 1.23)

Root Mean Square Error of Approximation (RMSEA) = 0.077

90 Percent Confidence Interval for RMSEA = (0.063 ; 0.091)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.0010

Expected Cross-Validation Index (ECVI) = 2.44

90 Percent Confidence Interval for ECVI = (2.15 ; 2.79)

ECVI for Saturated Model = 2.55

ECVI for Independence Model = 64.01

Chi-Square for Independence Model with 171 Degrees of Freedom =
9499.23

Independence AIC = 9537.23

Model AIC = 363.98

Saturated AIC = 380.00

Independence CAIC = 9613.43

Model CAIC = 532.43

Saturated CAIC = 1142.02

Normed Fit Index (NFI) = 0.97

Non-Normed Fit Index (NNFI) = 0.98

Parsimony Normed Fit Index (PNFI) = 0.84

Comparative Fit Index (CFI) = 0.99

Incremental Fit Index (IFI) = 0.99

Relative Fit Index (RFI) = 0.97

Critical N (CN) = 105.56

Root Mean Square Residual (RMR) = 0.042

Standardized RMR = 0.043

Goodness of Fit Index (GFI) = 0.83
Adjusted Goodness of Fit Index (AGFI) = 0.79
Parsimony Goodness of Fit Index (PGFI) = 0.65

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
BI3	SATISFAC	8.9	0.60
P1	QUALITY	9.5	0.55
P3	QUALITY	10.4	-0.47
BEHAVIOU	PRICE	13.4	0.77

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
BI2	BI1	8.9	0.13
SQ1	BI3	13.6	0.11
SQ2	SQ1	11.6	0.13
P1	SQ1	9.1	0.10
P2	BI1	14.7	0.10
P3	BI2	23.5	0.12

BEHAVIOURAL INTENTION

Standardized Solution

LAMBDA-Y

	SATISFAC	BEHAVIOU
CS1	0.88	--
CS2	0.82	--
CS3	0.75	--
CS4	0.74	--
CS5	0.78	--
BI1	--	0.91
BI2	--	0.94
BI3	--	0.76

LAMBDA-X

	QUALITY	PRICE
	-----	-----
SQ1	0.82	--
SQ2	0.74	--
SQ3	0.81	--
SQ4	0.85	--
SQ5	0.74	--
SQ6	0.74	--
SQ7	0.89	--
P1	--	0.83
P2	--	0.80
P3	--	0.71
P4	--	0.73

BETA

	SATISFAC	BEHAVIOU
	-----	-----
SATISFAC	--	--
BEHAVIOU	0.90	--

GAMMA

	QUALITY	PRICE
	-----	-----
SATISFAC	0.45	0.54
BEHAVIOU	--	--

Correlation Matrix of ETA and KSI

	SATISFAC	BEHAVIOU	QUALITY	PRICE
	-----	-----	-----	-----
SATISFAC	1.00			
BEHAVIOU	0.90	1.00		
QUALITY	0.91	0.81	1.00	
PRICE	0.92	0.82	0.85	1.00

PSI

Note: This matrix is diagonal.

SATISFAC BEHAVIOU

----- -----
 0.10 0.20

Regression Matrix ETA on KSI (Standardized)

	QUALITY	PRICE
	-----	-----
SATISFAC	0.45	0.54
BEHAVIOU	0.40	0.48

BEHAVIOURAL INTENTION

Completely Standardized Solution

LAMBDA-Y

	SATISFAC	BEHAVIOU
	-----	-----
CS1	0.88	--
CS2	0.87	--
CS3	0.82	--
CS4	0.80	--
CS5	0.78	--
BI1	--	0.89
BI2	--	0.89
BI3	--	0.78

LAMBDA-X

	QUALITY	PRICE
	-----	-----
SQ1	0.84	--
SQ2	0.68	--
SQ3	0.79	--
SQ4	0.86	--
SQ5	0.81	--
SQ6	0.74	--
SQ7	0.85	--

P1	--	0.80
P2	--	0.85
P3	--	0.82
P4	--	0.79

BETA

	SATISFAC	BEHAVIOU
	-----	-----
SATISFAC	--	--
BEHAVIOU	0.90	--

GAMMA

	QUALITY	PRICE
	-----	-----
SATISFAC	0.45	0.54
BEHAVIOU	--	--

Correlation Matrix of ETA and KSI

	SATISFAC	BEHAVIOU	QUALITY	PRICE
	-----	-----	-----	-----
SATISFAC	1.00			
BEHAVIOU	0.90	1.00		
QUALITY	0.91	0.81	1.00	
PRICE	0.92	0.82	0.85	1.00

PSI

Note: This matrix is diagonal.

	SATISFAC	BEHAVIOU
	-----	-----
	0.10	0.20

THETA-EPS

	CS1	CS2	CS3	CS4	CS5	B11
	-----	-----	-----	-----	-----	-----
	0.22	0.25	0.32	0.36	0.39	0.22

THETA-EPS

BI2	BI3
-----	-----
0.20	0.39

THETA-DELTA

SQ1	SQ2	SQ3	SQ4	SQ5	SQ6
-----	-----	-----	-----	-----	-----
0.30	0.53	0.37	0.26	0.35	0.45

THETA-DELTA

SQ7	P1	P2	P3	P4
-----	-----	-----	-----	-----
0.28	0.36	0.28	0.33	0.38

Regression Matrix ETA on KSI (Standardized)

	QUALITY	PRICE
	-----	-----
SATISFAC	0.45	0.54
BEHAVIOU	0.40	0.48

BEHAVIOURAL INTENTION

Total and Indirect Effects

Total Effects of KSI on ETA

	QUALITY	PRICE
	-----	-----
SATISFAC	0.48	0.57
	(0.11)	(0.11)
	4.54	5.24
BEHAVIOU	0.44	0.53
	(0.10)	(0.10)
	4.45	5.10

Indirect Effects of KSI on ETA

	QUALITY	PRICE
	-----	-----
SATISFAC	--	--
BEHAVIOU	0.44	0.53
	(0.10)	(0.10)
	4.45	5.10

Total Effects of ETA on ETA

	SATISFAC	BEHAVIOU
	-----	-----
SATISFAC	--	--
BEHAVIOU	0.92	--
	(0.07)	
	12.80	

Largest Eigenvalue of B*B' (Stability Index) is 0.851

Total Effects of ETA on Y

	SATISFAC	BEHAVIOU
	-----	-----
CS1	1.00	--
CS2	0.92	--
	(0.06)	
	14.97	
CS3	0.85	--
	(0.06)	
	13.57	
CS4	0.84	--
	(0.07)	
	12.83	

CS5	0.88 (0.07) 12.38	--
BI1	0.92 (0.07) 12.80	1.00
BI2	0.95 (0.07) 12.97	1.03 (0.07) 15.25
BI3	0.77 (0.07) 10.72	0.83 (0.07) 12.05

Indirect Effects of ETA on Y

	SATISFAC	BEHAVIOU
	-----	-----
CS1	--	--
CS2	--	--
CS3	--	--
CS4	--	--
CS5	--	--
BI1	0.92 (0.07) 12.80	--
BI2	0.95 (0.07) 12.97	--
BI3	0.77	--

(0.07)
10.72

Total Effects of KSI on Y

	QUALITY	PRICE
	-----	-----
CS1	0.48 (0.11) 4.54	0.57 (0.11) 5.24
CS2	0.44 (0.10) 4.53	0.53 (0.10) 5.22
CS3	0.40 (0.09) 4.48	0.49 (0.09) 5.15
CS4	0.40 (0.09) 4.45	0.48 (0.09) 5.11
CS5	0.42 (0.10) 4.43	0.51 (0.10) 5.08
BI1	0.44 (0.10) 4.45	0.53 (0.10) 5.10
BI2	0.46 (0.10) 4.46	0.55 (0.11) 5.12
BI3	0.37 (0.08) 4.34	0.44 (0.09) 4.94

BEHAVIOURAL INTENTION

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	QUALITY	PRICE
	-----	-----
SATISFAC	0.45	0.54
BEHAVIOU	0.40	0.48

Standardized Indirect Effects of KSI on ETA

	QUALITY	PRICE
	-----	-----
SATISFAC	--	--
BEHAVIOU	0.40	0.48

Standardized Total Effects of ETA on ETA

	SATISFAC	BEHAVIOU
	-----	-----
SATISFAC	--	--
BEHAVIOU	0.90	--

Standardized Total Effects of ETA on Y

	SATISFAC	BEHAVIOU
	-----	-----
CS1	0.88	--
CS2	0.82	--
CS3	0.75	--
CS4	0.74	--
CS5	0.78	--
BI1	0.82	0.91
BI2	0.84	0.94

BI3 0.68 0.76

Completely Standardized Total Effects of ETA on Y

	SATISFAC	BEHAVIOU
	-----	-----
CS1	0.88	--
CS2	0.87	--
CS3	0.82	--
CS4	0.80	--
CS5	0.78	--
BI1	0.79	0.89
BI2	0.80	0.89
BI3	0.70	0.78

Standardized Indirect Effects of ETA on Y

	SATISFAC	BEHAVIOU
	-----	-----
CS1	--	--
CS2	--	--
CS3	--	--
CS4	--	--
CS5	--	--
BI1	0.82	--
BI2	0.84	--
BI3	0.68	--

Completely Standardized Indirect Effects of ETA on Y

	SATISFAC	BEHAVIOU
	-----	-----
CS1	--	--
CS2	--	--
CS3	--	--
CS4	--	--
CS5	--	--
BI1	0.79	--
BI2	0.80	--
BI3	0.70	--

Standardized Total Effects of KSI on Y

	QUALITY	PRICE
	-----	-----
CS1	0.39	0.48
CS2	0.36	0.44
CS3	0.33	0.40
CS4	0.33	0.40
CS5	0.35	0.42
BI1	0.36	0.44
BI2	0.38	0.46
BI3	0.30	0.37

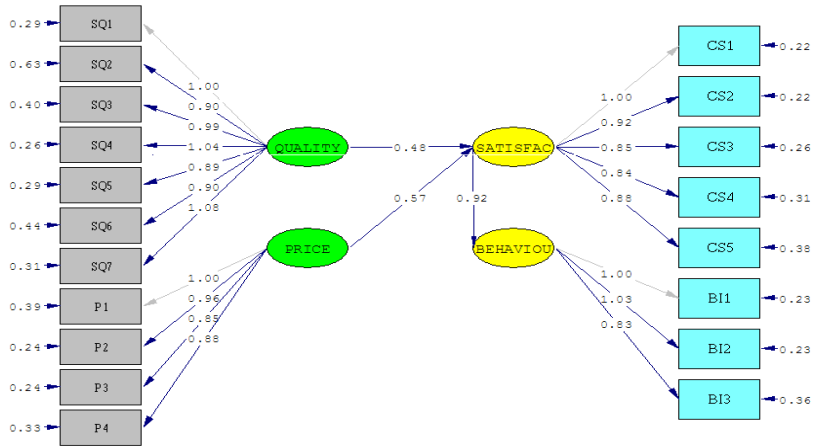
Completely Standardized Total Effects of KSI on Y

	QUALITY	PRICE
	-----	-----
CS1	0.39	0.48
CS2	0.39	0.47
CS3	0.37	0.44
CS4	0.36	0.43
CS5	0.35	0.42
BI1	0.35	0.43
BI2	0.36	0.43
BI3	0.31	0.38

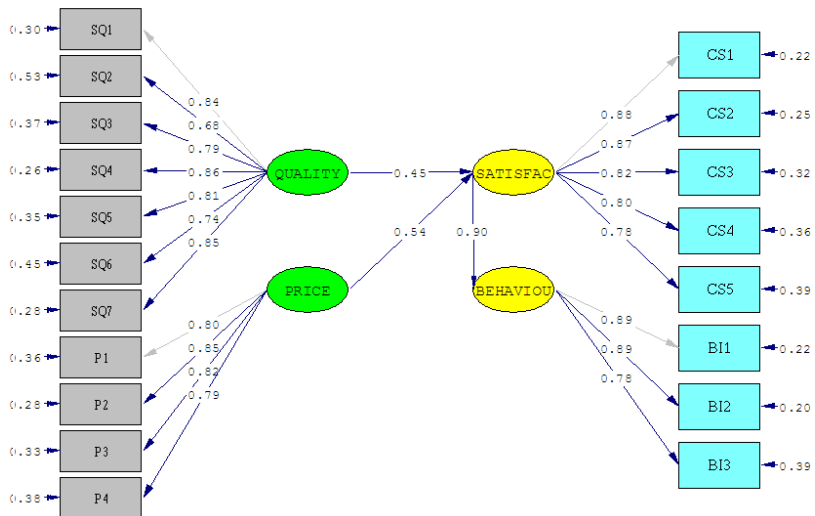
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LAMPIRAN 4

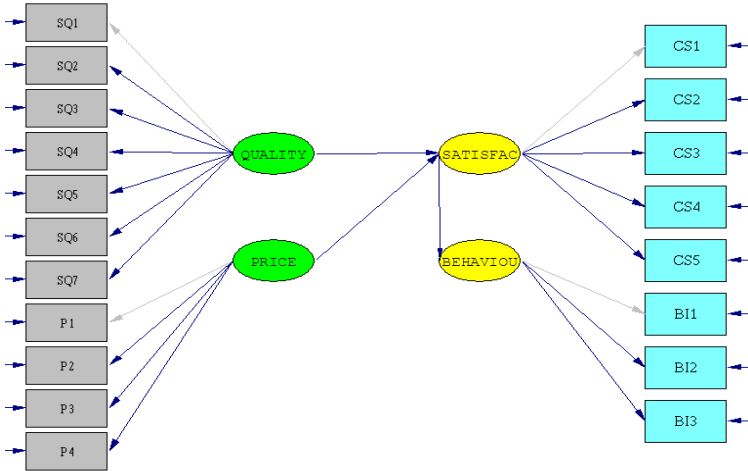
Models: Basic Model Estimates: Estimates



Models: Basic Model Estimates: Standardized Solution



Models: Basic Model Estimates: Conceptual Diagram



Models: Basic Model Estimates: T-values

