

## **Lampiran 1 : Kuisisioner Penelitian**

Kuisisioner Penelitian Responden yang terhormat, Saya Devi Permata Sari merupakan mahasiswa Universitas Katolik Widya Mandala yang sedang menyusun tugas akhir. Pada kesempatan ini, saya mohon kesediaan Saudara untuk menjadi responden penelitian. Penelitian ini untuk kepentingan penulisan skripsi dengan judul “Pengaruh *Retailer Awareness*, *Retailer Association*, *Retailer Perceived Quality* dan *Retailer Loyalty* Terhadap *Repurchase Intention* di H&M Pakuwon Mall Surabaya”. Informasi yang Anda berikan akan sangat berguna bagi saya untuk membantu proses penelitian yang sedang saya lakukan. Saya juga mengharapkan kepada Anda untuk mengisi informasi umum yang telah disediakan di bawah ini.

Surabaya, 5 April 2018

Hormat Saya,

Devi Permata Sari

## **Identitas Responden**

1. Jenis kelamin :

a. Laki-laki

b. Perempuan

2. Usia:

a. 17 – 25 tahun

b. 26 – 35 tahun

c. 36 – 45 tahun

d. 45 - 55 tahun

3. Pendidikan terakhir Anda?

a. SMP

b. SMA

c. S1

d. S2/diatasnya

4. Berapa kali rata-rata anda melakukan pembelian di H&M Pakuwon Mall Surabaya dalam 3 bulan?

a. 1 s.d 2 kali

b. 3 s.d 4 kali

c. 5 s.d. 6 kali

d. > 6 kali

5. Domisili anda saat ini ?

a. Surabaya

b. Di luar Surabaya

6. Berapa pendapatan anda setiap bulan ?

a. Rp. 750.000 – Rp. 1.500.000

b. Rp. 2.000.000 – Rp. 3.500.000

b. Rp. 4.000.000 – Rp. 5.500.000

d. Rp. 6.000.000 – Rp. 10.000.000

Untuk item kuesioner penelitian dibawah ini, mohon di isi dengan memberikan tanda silang (X) pada jawaban yang menjadi pilihan Anda, dengan ketentuan sebagai berikut:

**STS = Sangat Tidak Setuju**

**S = Setuju**

**TS = Tidak Setuju**

**SS = Sangat Setuju**

**N = Netral**

No.	Pertanyaan	STS	TS	N	S	SS
<b><i>Retailer Awareness (X1)</i></b>						
1.	Saya senang berbelanja produk fashion di H&M karena H&M merupakan toko fashion yang menjual banyak produk yang saling berkaitan (baju, celana, jaket, tas, topi dan sepatu)					
2.	Saya mengetahui bahwa					

	H&M memiliki gerai di Pakuwon Mall Surabaya					
3.	Saya dapat dengan cepat mengenali H&M ketika melihat dari lambang nya					
<b><i>Retailer Association (X2)</i></b>						
4.	Menurut saya atmosfir toko (pencahayaan, music, aroma dan display) di H&M Pakuwon Mall Surabaya sudah membuat saya nyaman berada didalam nya					
5.	Saya merasa bahwa fasilitas (ruang ganti dan tas belanjaan) yang disediakan H&M Pakuwon Mall Surabaya sudah memadai					
6.	Saya merasa karyawan H&M Pakuwon Mall					

	Surabaya melayani dengan baik dan ramah kepada pelanggannya					
7.	Saya menemukan banyak variasi setiap produk yang dijual oleh H&M Pakuwon Mall Surabaya					
<b><i>Retailer Perceived Quality (X3)</i></b>						
8.	Saya merasa setiap produk yang dijual di H&M memiliki kualitas yang bermutu					
9.	Saya merasa bahwa produk yang dijual di H&M memiliki kualitas yang selalu sama dan tidak berubah-ubah					
10.	Saya merasa bahwa produk H&M merupakan produk yang dapat diandalkan					
<b><i>Retailer Loyalty (Y1)</i></b>						
11.	Untuk kebutuhan fashion yang saya					

	butuhkan di masa yang akan datang saya akan tetap mencarinya di H&M Pakuwon Mall Surabaya					
12.	Setelah melakukan pembelian di H&M Pakuwon Mall Surabaya saya akan merekomendasikan H&M Pakuwon Mall Surabaya kepada teman dan keluarga saya					
13.	Setelah saya membeli dan memakai produk dari H&M saya akan selalu membeli produk fashion di H&M Pakuwon Mall Surabaya					
<b><i>Repurchase Intention (Y2)</i></b>						
14.	Ketika saya membutuhkan produk fashion(seperti baju, celana, jaket, topi dan					

	sepatu) saya selalu menuju ke H&M Pakuwon Mall Surabaya					
15.	Ketika saya ingin membeli baju di H&M Pakuwon Mall Surabaya, saya selalu mencari informasi terlebih dahulu mengenai kualitas produk yang dijual					
16.	Apabila terdapat teman atau saudara saya yang sedang membutuhkan produk fashion, saya akan langsung mereferensikan H&M Pakuwon Mall Surabaya kepadanya					
17.	Saya akan merekomendasikan produk-produk berkualitas H&M Pakuwon Mall					

	Surabaya kepada rekan- rekan saya					
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**TERIMA KASIH**



## Lampiran 2 : Data Responden

Lampiran 2a : Jawaban responden mengenai variabel *Retailer*

*Awareness*

X1.1	X1.2	X1.3
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4	4	5
3	4	4

4	4	4
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Lampiran 2b : Jawaban responden mengenai variabel *Retailer Association*

X2.1	X2.2	X2.3	X2.4
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4	5	4	3



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5	4	3	3

Lampiran 2c : Jawaban responden mengenai variabel *Retailer Perceived Quality*

X3.1	X3.2	X3.3
2	3	2
4	5	5
2	4	3
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4	4	5
3	4	4
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4	4	5
5	4	4
4	4	4
4	5	5
5	3	4
4	5	4



Lampiran 2d : Jawaban responden mengenai variabel *Retailer Loyalty*

Y1.1	Y1.2	Y1.3
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Lampiran 2e : Jawaban responden mengenai variabel *Repurchase Intention*

Y2.1	Y2.2	Y2.3	Y2.4
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2	4	3	3
4	4	5	3
4	4	3	4
3	5	4	4

### Lampiran 3 : Karakteristik Responden

#### Frequencies

#### Statistic

		Jenis Kelamin	Usia	Pendidikan	Rata-rata pembelian	Domisili	Pendapatan
N	Valid	150	150	150	150	150	150
	Missing	0	0	0	0	0	0

#### Frequencies Table

#### Jenis kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	68	45.3	45.3	45.3
	Perempuan	82	54.7	54.7	100.0
Total		150	100.0	100.0	

### Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17 - 25 tahun	125	83.3	83.3	83.3
26 - 35 tahun	19	12.7	12.7	96.0
36 - 45 tahun	1	.7	.7	96.7
45 - 55 tahun	5	3.3	3.3	100.0
Total	150	100.0	100.0	

### Pendidikan Terakhir

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SMP	3	2.0	2.0	2.0
SMA	91	60.7	60.7	62.7
S1	52	34.7	34.7	97.3
S2 / di atasnya	4	2.7	2.7	100.0
Total	150	100.0	100.0	

**Rata-rata pembelian dalam 3 bulan terakhir**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 s.d 2 kali	109	72.7	72.7	72.7
3 s.d 4 kali	30	20.0	20.0	92.7
5 s.d 6 kali	4	2.7	2.7	95.3
> 6 kali	7	4.7	4.7	100.0
Total	150	100.0	100.0	

**Domisili**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Surabaya	116	77.3	77.3	77.3
Diluar Surabaya	34	22.7	22.7	100.0
Total	150	100.0	100.0	

## Pendapatan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Rp. 500.000 - Rp.1.500.000	60	40.0	40.0	40.0
Rp. 2.000.000 - Rp. 3.000.000	37	24.7	24.7	64.7
Rp. 3.500.000 - Rp. 4.500.000	28	18.7	18.7	83.3
> Rp. 5.000.000	25	16.7	16.7	100.0
Total	150	100.0	100.0	

## Lampiran 4 : Statistik Deskriptif Variabel

Statistik Deskriptif Variabel *Retailer Awareness*

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	150	1.00	5.00	3.5867	.86844
X1.2	150	1.00	5.00	3.5533	.87114
X1.3	150	1.00	5.00	3.5867	.95669
Valid N (listwise)	150				

Statistik Deskriptif Variabel *Retailer Association*

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X2.1	150	1.00	5.00	3.7867	.85598
X2.2	150	1.00	5.00	3.5933	.85213
X2.3	150	1.00	5.00	3.6467	.90588
X2.4	150	1.00	5.00	3.4400	.87070
Valid N (listwise)	150				

Statistik Deskriptif Variabel *Retailer Perceived Quality*

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
X3.1	150	1.00	5.00	3.4933	.99493
X3.2	150	1.00	5.00	3.6533	1.00993
X3.3	150	1.00	5.00	3.6067	1.04205
Valid N (listwise)	150				

Statistik Deskriptif Variabel *Retailer Loyalty*

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Y1.1	150	2.00	5.00	3.7200	.76078
Y1.2	150	2.00	5.00	3.7133	.78009
Y1.3	150	1.00	5.00	3.6867	.86028
Valid N (listwise)	150				



Statistik Deskriptif Variabel *Repurchase Intention*

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Y2.1	150	1.00	5.00	3.8400	.92743
Y2.2	150	2.00	5.00	3.8733	.81345
Y2.3	150	2.00	5.00	3.7333	.88740
Y2.4	150	2.00	5.00	3.5733	.87736
Valid N (listwise)	150				

## Lampiran 5 : Output Lisrel

DATE: 05/13/2018  
TIME: 22:51

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  
D:\SKRIPSI\DEVI\DATA.PR2:

```
!PRELIS SYNTAX: Can be edited  
SY='D:\SKRIPSI\DEVI\DATA.PSF'  
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.
X1.1	3.587	0.868	50.582	-0.395	0.077	1.000	2
5.000	19						
X1.2	3.553	0.871	49.957	-0.289	-0.011	1.000	2
5.000	19						
X1.3	3.587	0.957	45.916	-0.624	0.484	1.000	6
5.000	23						
X2.1	3.787	0.856	54.180	-0.484	0.059	1.000	1
5.000	29						
X2.2	3.593	0.852	51.646	-0.230	-0.205	1.000	1
5.000	20						
X2.3	3.647	0.906	49.302	-0.501	-0.014	1.000	2
5.000	23						
X2.4	3.440	0.871	48.388	-0.432	0.086	1.000	3
5.000	12						
X3.1	3.493	0.995	43.002	-0.292	-0.528	1.000	3
5.000	23						
X3.2	3.653	1.010	44.304	-0.407	-0.746	1.000	1
5.000	31						
X3.3	3.607	1.042	42.390	-0.523	-0.274	1.000	5
5.000	30						
Y1.1	3.720	0.761	59.886	-0.220	-0.214	2.000	8
5.000	20						
Y1.2	3.713	0.780	58.299	-0.050	-0.471	2.000	7
5.000	23						
Y1.3	3.687	0.860	52.485	-0.435	0.250	1.000	2
5.000	24						
Y2.1	3.840	0.927	50.710	-0.596	-0.157	1.000	1
5.000	37						
Y2.2	3.873	0.813	58.318	-0.218	-0.592	2.000	6
5.000	35						
Y2.3	3.733	0.887	51.526	-0.149	-0.753	2.000	12
5.000	32						
Y2.4	3.573	0.877	49.882	0.105	-0.731	2.000	14
5.000	25						

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	-1.982	0.047	0.363	0.717	4.061	0.131
X1.2	-1.471	0.141	0.136	0.892	2.182	0.336
X1.3	-3.006	0.003	1.230	0.219	10.551	0.005
X2.1	-2.395	0.017	0.317	0.751	5.838	0.054
X2.2	-1.176	0.239	-0.433	0.665	1.571	0.456
X2.3	-2.471	0.013	0.126	0.900	6.120	0.047
X2.4	-2.152	0.031	0.384	0.701	4.780	0.092
X3.1	-1.485	0.138	-1.674	0.094	5.009	0.082
X3.2	-2.039	0.041	-2.857	0.004	12.321	0.002
X3.3	-2.567	0.010	-0.660	0.509	7.026	0.030
Y1.1	-1.128	0.259	-0.460	0.646	1.484	0.476
Y1.2	-0.258	0.796	-1.419	0.156	2.079	0.354
Y1.3	-2.169	0.030	0.762	0.446	5.284	0.071
Y2.1	-2.887	0.004	-0.282	0.778	8.412	0.015
Y2.2	-1.115	0.265	-1.982	0.048	5.170	0.075
Y2.3	-0.766	0.444	-2.900	0.004	8.999	0.011
Y2.4	0.544	0.587	-2.762	0.006	7.924	0.019

Relative Multivariate Kurtosis = 0.979

Test of Multivariate Normality for Continuous Variables

	Skewness			Kurtosis			Chi-Square P-Value
	Value	Z-Score	P-Value	Value	Z-Score	P-Value	
	40.592	1.039	0.299	316.340	-0.541	0.588	1.374
	0.503						

Histograms for Continuous Variables



0	0.0	2.200	
49	32.7	2.600	
.....			
0	0.0	3.000	
0	0.0	3.400	
63	42.0	3.800	
.....			
....			
0	0.0	4.200	
23	15.3	4.600	.....

X2.1

Frequency	Percentage	Lower Class Limit	
1	0.7	1.000	
0	0.0	1.400	
10	6.7	1.800	.....
0	0.0	2.200	
38	25.3	2.600	.....
0	0.0	3.000	
0	0.0	3.400	
72	48.0	3.800	
.....			
....			
0	0.0	4.200	
29	19.3	4.600	.....

X2.2

Frequency	Percentage	Lower Class Limit	
1	0.7	1.000	
0	0.0	1.400	
13	8.7	1.800	.....
0	0.0	2.200	
52	34.7	2.600	
.....			
0	0.0	3.000	
0	0.0	3.400	

64	42.7	3.800	
.....			
.....			
0	0.0	4.200	
20	13.3	4.600	.....

X2.3

Frequency	Percentage	Lower Class Limit	
2	1.3	1.000	•
0	0.0	1.400	
15	10.0	1.800	.....
0	0.0	2.200	
0	0.0	2.600	
40	26.7	3.000	
.....			
0	0.0	3.400	
70	46.7	3.800	
.....			
.....			
0	0.0	4.200	
23	15.3	4.600	.....

X2.4

Frequency	Percentage	Lower Class Limit	
3	2.0	1.000	•
0	0.0	1.400	
17	11.3	1.800	.....
0	0.0	2.200	
0	0.0	2.600	
53	35.3	3.000	
.....			
0	0.0	3.400	
65	43.3	3.800	
.....			
.....			
0	0.0	4.200	
12	8.0	4.600	.....

X3.1

Frequency Percentage Lower Class Limit

3	2.0	1.000	• •
0	0.0	1.400	
23	15.3	1.800	• • • • • • • • • • • • • • • • • •
0	0.0	2.200	
44	29.3	2.600	
• •			
0	0.0	3.000	
0	0.0	3.400	
57	38.0	3.800	
• •			
• • •			
0	0.0	4.200	
23	15.3	4.600	• • • • • • • • • • • • • • • • • •

X3.2

Frequency Percentage Lower Class Limit

1	0.7	1.000	
0	0.0	1.400	
25	16.7	1.800	• • • • • • • • • • • • • • • • • •
0	0.0	2.200	
0	0.0	2.600	
30	20.0	3.000	• • • • • • • • • • • • • • • • • •
0	0.0	3.400	
63	42.0	3.800	
• •			
• • •			
0	0.0	4.200	
31	20.7	4.600	• • • • • • • • • • • • • • • • • •

X3.3

Frequency Percentage Lower Class Limit

5	3.3	1.000	• • •
0	0.0	1.400	
18	12.0	1.800	• • • • • • • • • • • • • •
0	0.0	2.200	



38	25.3	2.600	
.....			
0	0.0	3.000	
0	0.0	3.400	
59	39.3	3.800	
.....			
...			
0	0.0	4.200	
30	20.0	4.600	.....

Y1.1

Frequency	Percentage	Lower Class Limit	
8	5.3	2.000	....
0	0.0	2.300	
0	0.0	2.600	
46	30.7	2.900	
.....			
0	0.0	3.200	
0	0.0	3.500	
76	50.7	3.800	
.....			
...			
0	0.0	4.100	
0	0.0	4.400	
20	13.3	4.700	.....

Y1.2

Frequency	Percentage	Lower Class Limit	
7	4.7	2.000	....
0	0.0	2.300	
0	0.0	2.600	
52	34.7	2.900	
.....			
0	0.0	3.200	
0	0.0	3.500	
68	45.3	3.800	
.....			
...			

0	0.0	4.100	
0	0.0	4.400	
23	15.3	4.700	.....

Y1.3

Frequency Percentage Lower Class Limit

2	1.3	1.000	•
0	0.0	1.400	
9	6.0	1.800	.....
0	0.0	2.200	
0	0.0	2.600	
47	31.3	3.000	

.....

0	0.0	3.400	
68	45.3	3.800	
.....			
.....			

0	0.0	4.200	
24	16.0	4.600	.....

Y2.1

Frequency Percentage Lower Class Limit

1	0.7	1.000	
0	0.0	1.400	
14	9.3	1.800	.....
0	0.0	2.200	
30	20.0	2.600	.....
0	0.0	3.000	
0	0.0	3.400	
68	45.3	3.800	

.....

0	0.0	4.200	
37	24.7	4.600	.....

Y2.2

Frequency Percentage Lower Class Limit

6	4.0	2.000	...
---	-----	-------	-----

0	0.0	2.300
0	0.0	2.600
42	28.0	2.900

.....

0	0.0	3.200
0	0.0	3.500
67	44.7	3.800

.....

....

0	0.0	4.100
0	0.0	4.400
35	23.3	4.700

.....

### Y2.3

Frequency Percentage Lower Class Limit

12	8.0	2.000	.....
0	0.0	2.300	
0	0.0	2.600	
48	32.0	2.900	

.....

0	0.0	3.200
0	0.0	3.500
58	38.7	3.800

.....

....

0	0.0	4.100
0	0.0	4.400
32	21.3	4.700

.....

### Y2.4

Frequency Percentage Lower Class Limit

14	9.3	2.000	.....
0	0.0	2.300	
0	0.0	2.600	
61	40.7	2.900	

.....

....

0	0.0	3.200
---	-----	-------

0	0.0	3.500	
50	33.3	3.800	
.....			
0	0.0	4.100	
0	0.0	4.400	
25	16.7	4.700	.....

Covariance Matrix

	X1.1	X1.2	X1.3	X2.1	X2.2	X2.3
	-----	-----	-----	-----	-----	-----
X1.1	0.754					
X1.2	0.505	0.759				
X1.3	0.546	0.465	0.915			
X2.1	0.314	0.240	0.327	0.733		
X2.2	0.227	0.180	0.213	0.329	0.726	
X2.3	0.323	0.271	0.316	0.474	0.392	0.821
X2.4	0.277	0.265	0.331	0.343	0.361	0.432
X3.1	0.165	0.262	0.246	0.119	0.095	0.115
X3.2	0.164	0.254	0.272	0.134	0.100	0.125
X3.3	0.185	0.199	0.306	0.124	0.154	0.189
Y1.1	0.279	0.243	0.266	0.242	0.107	0.236
Y1.2	0.277	0.321	0.344	0.301	0.205	0.307
Y1.3	0.319	0.362	0.326	0.315	0.174	0.285
Y2.1	0.162	0.190	0.289	0.194	0.183	0.144
Y2.2	0.229	0.225	0.343	0.194	0.176	0.156
Y2.3	0.231	0.236	0.345	0.231	0.186	0.194
Y2.4	0.178	0.177	0.272	0.137	0.054	0.097

Covariance Matrix

	X2.4	X3.1	X3.2	X3.3	Y1.1	Y1.2
	-----	-----	-----	-----	-----	-----
X2.4	0.758					
X3.1	0.191	0.990				
X3.2	0.201	0.743	1.020			

X3.3	0.275	0.732	0.762	1.086		
Y1.1	0.164	0.159	0.211	0.184	0.579	
Y1.2	0.261	0.209	0.222	0.242	0.261	0.609
Y1.3	0.239	0.223	0.313	0.238	0.301	0.386
Y2.1	0.292	0.368	0.407	0.453	0.150	0.256
Y2.2	0.190	0.244	0.184	0.225	0.192	0.259
Y2.3	0.346	0.327	0.316	0.357	0.153	0.259
Y2.4	0.135	0.326	0.234	0.294	0.148	0.165

Covariance Matrix

	Y1.3	Y2.1	Y2.2	Y2.3	Y2.4	
Y1.3	0.740					
Y2.1	0.292	0.860				
Y2.2	0.249	0.295	0.662			
Y2.3	0.285	0.514	0.295	0.787		
Y2.4	0.208	0.361	0.335	0.369	0.770	

Means

X1.1	X1.2	X1.3	X2.1	X2.2	X2.3
3.587	3.553	3.587	3.787	3.593	3.647

Means

X2.4	X3.1	X3.2	X3.3	Y1.1	Y1.2
3.440	3.493	3.653	3.607	3.720	3.713

Means

Y1.3	Y2.1	Y2.2	Y2.3	Y2.4
3.687	3.840	3.873	3.733	3.573

Standard Deviations

X1.1	X1.2	X1.3	X2.1	X2.2	X2.3
-----	-----	-----	-----	-----	-----
0.868	0.871	0.957	0.856	0.852	0.906

Standard Deviations

X2.4	X3.1	X3.2	X3.3	Y1.1	Y1.2
-----	-----	-----	-----	-----	-----
0.871	0.995	1.010	1.042	0.761	0.780

Standard Deviations

Y1.3	Y2.1	Y2.2	Y2.3	Y2.4
-----	-----	-----	-----	-----
0.860	0.927	0.813	0.887	0.877

The Problem used 31312 Bytes (= 0.0% of available workspace)

DATE: 5/13/2018

TIME: 22:44

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  
D:\SKRIPSI\DEVI\HASIL DATA.spl:

DEVI  
OBSERVED VARIABLES X1.1 X1.2 X1.3 X2.1 X2.2 X2.3  
X2.4 X3.1 X3.2 X3.3 Y1.1 Y1.2 Y1.3 Y2.1 Y2.2 Y2.3 Y2.4  
COVARIANCE MATRIX FROM FILE  
D:\SKRIPSI\DEVI\DATA.COV  
LATENT VARIABLES X1 X2 X3 Y1 Y2

SAMPLE SIZE 150

RELATIONSHIPS

X1.1=1\*X1

X1.2-X1.3=X1

X2.1=1\*X2

X2.2-X2.4=X2

X3.1=1\*X3

X3.2-X3.3=X3

Y1.1=1\*Y1

Y1.2-Y1.3=Y1

Y2.1=1\*Y2

Y2.2-Y2.4=Y2

Y1=X1 X2 X3

Y2=Y1

OPTIONS:SC EF

PATH DIAGRAM

END OF PROGRAM

Sample Size = 150

DEVI

Covariance Matrix

	Y1.1	Y1.2	Y1.3	Y2.1	Y2.2	Y2.3
Y1.1	0.58					
Y1.2	0.26	0.61				
Y1.3	0.30	0.39	0.74			
Y2.1	0.15	0.26	0.29	0.86		



Y2.2	0.19	0.26	0.25	0.30	0.66	
Y2.3	0.15	0.26	0.29	0.51	0.29	0.79
Y2.4	0.15	0.17	0.21	0.36	0.33	0.37
X1.1	0.28	0.28	0.32	0.16	0.23	0.23
X1.2	0.24	0.32	0.36	0.19	0.22	0.24
X1.3	0.27	0.34	0.33	0.29	0.34	0.35
X2.1	0.24	0.30	0.32	0.19	0.19	0.23
X2.2	0.11	0.20	0.17	0.18	0.18	0.19
X2.3	0.24	0.31	0.28	0.14	0.16	0.19
X2.4	0.16	0.26	0.24	0.29	0.19	0.35
X3.1	0.16	0.21	0.22	0.37	0.24	0.33
X3.2	0.21	0.22	0.31	0.41	0.18	0.32
X3.3	0.18	0.24	0.24	0.45	0.23	0.36

Covariance Matrix

	Y2.4	X1.1	X1.2	X1.3	X2.1	X2.2
Y2.4	0.77					
X1.1	0.18	0.75				
X1.2	0.18	0.51	0.76			
X1.3	0.27	0.55	0.47	0.92		
X2.1	0.14	0.31	0.24	0.33	0.73	
X2.2	0.05	0.23	0.18	0.21	0.33	0.73
X2.3	0.10	0.32	0.27	0.32	0.47	0.39
X2.4	0.14	0.28	0.26	0.33	0.34	0.36
X3.1	0.33	0.17	0.26	0.25	0.12	0.09
X3.2	0.23	0.16	0.25	0.27	0.13	0.10
X3.3	0.29	0.19	0.20	0.31	0.12	0.15

Covariance Matrix

	X2.3	X2.4	X3.1	X3.2	X3.3
X2.3					
X2.4					
X3.1					
X3.2					
X3.3					

X2.3	0.82				
X2.4	0.43	0.76			
X3.1	0.12	0.19	0.99		
X3.2	0.13	0.20	0.74	1.02	
X3.3	0.19	0.27	0.73	0.76	1.09

DEVI

Number of Iterations = 10

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$Y1.1 = 1.00 * Y1, \text{ Errorvar.} = 0.38, R^2 = 0.35$$

(0.049)  
7.79

$$Y1.2 = 1.29 * Y1, \text{ Errorvar.} = 0.27, R^2 = 0.55$$

(0.19)            (0.041)  
6.63                6.63

$$Y1.3 = 1.40 * Y1, \text{ Errorvar.} = 0.35, R^2 = 0.53$$

(0.21)            (0.051)  
6.56                6.79

$$Y2.1 = 1.00 * Y2, \text{ Errorvar.} = 0.39, R^2 = 0.55$$

(0.062)  
6.24

$$Y2.2 = 0.71*Y2, \text{ Errorvar.} = 0.42, R^2 = 0.36$$

(0.11)	(0.056)
6.57	7.57

$$Y2.3 = 1.01*Y2, \text{ Errorvar.} = 0.31, R^2 = 0.61$$

(0.12)	(0.055)
8.19	5.62

$$Y2.4 = 0.79*Y2, \text{ Errorvar.} = 0.48, R^2 = 0.38$$

(0.12)	(0.064)
6.77	7.45

$$X1.1 = 1.00*X1, \text{ Errorvar.} = 0.22, R^2 = 0.71$$

(0.043)
5.13

$$X1.2 = 0.92*X1, \text{ Errorvar.} = 0.31, R^2 = 0.60$$

(0.093)	(0.047)
9.92	6.49

$$X1.3 = 1.01*X1, \text{ Errorvar.} = 0.37, R^2 = 0.59$$

(0.10)	(0.057)
9.88	6.52

$$X2.1 = 1.00*X2, \text{ Errorvar.} = 0.32, R^2 = 0.56$$

(0.050)
6.46

$$X2.2 = 0.83*X2, \text{ Errorvar.} = 0.44, R^2 = 0.39$$

(0.12)	(0.058)
7.04	7.58

$$X2.3 = 1.13 * X2, \text{ Errorvar.} = 0.30, R^2 = 0.64$$

(0.13)	(0.052)
8.79	5.68

$$X2.4 = 0.93 * X2, \text{ Errorvar.} = 0.40, R^2 = 0.47$$

(0.12)	(0.056)
7.72	7.15

$$X3.1 = 1.00 * X3, \text{ Errorvar.} = 0.28, R^2 = 0.71$$

(0.049)
5.77

$$X3.2 = 1.05 * X3, \text{ Errorvar.} = 0.24, R^2 = 0.77$$

(0.086)	(0.049)
12.29	4.92

$$X3.3 = 1.03 * X3, \text{ Errorvar.} = 0.33, R^2 = 0.69$$

(0.088)	(0.055)
11.71	6.08

### Structural Equations

$$Y1 = 0.27 * X1 + 0.25 * X2 + 0.16 * X3, \text{ Errorvar.} = 0.054, R^2 = 0.73$$

(0.071)	(0.078)	(0.044)	(0.019)
3.72	3.19	3.50	2.77

$$Y2 = 1.08 * Y1, \text{ Errorvar.} = 0.24, R^2 = 0.50$$

(0.20)	(0.060)
5.45	4.00

### Reduced Form Equations

$$Y1 = 0.27*X1 + 0.25*X2 + 0.16*X3, \text{Errorvar.} = 0.054, R^2 = 0.73$$

(0.071) (0.078) (0.044)  
3.72 3.19 3.50

$$Y2 = 0.29*X1 + 0.27*X2 + 0.17*X3, \text{Errorvar.} = 0.30, R^2 = 0.36$$

(0.079) (0.085) (0.049)  
3.66 3.15 3.44

### Covariance Matrix of Independent Variables

	X1	X2	X3
X1	0.54 (0.09) 5.92		
X2	0.29 (0.06) 5.02	0.41 (0.08) 4.96	
X3	0.22 (0.06) 3.46	0.14 (0.05) 2.64	0.71 (0.12) 6.10

### Covariance Matrix of Latent Variables

	Y1	Y2	X1	X2	X3
Y1	0.20				
Y2	0.22	0.47			
X1	0.25	0.27	0.54		
X2	0.20	0.22	0.29	0.41	
X3	0.20	0.22	0.22	0.14	0.71

### Goodness of Fit Statistics

Degrees of Freedom = 112

Minimum Fit Function Chi-Square = 137.71 (P = 0.050)

Normal Theory Weighted Least Squares Chi-Square = 144.40 (P = 0.021)

Estimated Non-centrality Parameter (NCP) = 32.40  
90 Percent Confidence Interval for NCP = (5.47 ; 67.44)

Minimum Fit Function Value = 0.92

Population Discrepancy Function Value (F0) = 0.22  
90 Percent Confidence Interval for F0 = (0.037 ; 0.45)  
Root Mean Square Error of Approximation (RMSEA) = 0.044

90 Percent Confidence Interval for RMSEA = (0.018 ; 0.064)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.67

Expected Cross-Validation Index (ECVI) = 1.52

90 Percent Confidence Interval for ECVI = (1.34 ;  
1.75)

ECVI for Saturated Model = 2.05  
ECVI for Independence Model = 17.78

Chi-Square for Independence Model with 136 Degrees of  
Freedom = 2615.38

Independence AIC = 2649.38  
Model AIC = 226.40  
Saturated AIC = 306.00  
Independence CAIC = 2717.57  
Model CAIC = 390.83  
Saturated CAIC = 919.63

Normed Fit Index (NFI) = 0.95  
Non-Normed Fit Index (NNFI) = 0.99  
Parsimony Normed Fit Index (PNFI) = 0.78  
Comparative Fit Index (CFI) = 0.99  
Incremental Fit Index (IFI) = 0.99  
Relative Fit Index (RFI) = 0.94

Critical N (CN) = 163.00

Root Mean Square Residual (RMR) = 0.055  
Standardized RMR = 0.066  
Goodness of Fit Index (GFI) = 0.90  
Adjusted Goodness of Fit Index (AGFI) = 0.86  
Parsimony Goodness of Fit Index (PGFI) = 0.66

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
Y2	X3	14.5	0.33

The Modification Indices Suggest to Add an Error Covariance  
 Between and Decrease in Chi-Square New Estimate  
 X2.4 Y2.3 8.4 0.11

DEVI

Standardized Solution

LAMBDA-Y

	Y1	Y2
	-----	-----
Y1.1	0.45	--
Y1.2	0.58	--
Y1.3	0.63	--
Y2.1	--	0.69
Y2.2	--	0.49
Y2.3	--	0.69
Y2.4	--	0.54

LAMBDA-X

	X1	X2	X3
	-----	-----	-----
X1.1	0.73	--	--
X1.2	0.67	--	--
X1.3	0.74	--	--
X2.1	--	0.64	--
X2.2	--	0.53	--
X2.3	--	0.72	--
X2.4	--	0.60	--
X3.1	--	--	0.84
X3.2	--	--	0.88
X3.3	--	--	0.87



## BETA

	Y1	Y2
Y1	--	--
Y2	0.70	--

## GAMMA

	X1	X2	X3
Y1	0.43	0.35	0.29
Y2	--	--	--

## Correlation Matrix of ETA and KSI

	Y1	Y2	X1	X2	X3
Y1	1.00				
Y2	0.70	1.00			
X1	0.76	0.53	1.00		
X2	0.70	0.49	0.62	1.00	
X3	0.54	0.38	0.35	0.27	1.00

## PSI

Note: This matrix is diagonal.

	Y1	Y2
	0.27	0.50

## Regression Matrix ETA on KSI (Standardized)

	X1	X2	X3
	-----	-----	-----
Y1	0.43	0.35	0.29
Y2	0.31	0.25	0.21

DEVI

Completely Standardized Solution

LAMBDA-Y

	Y1	Y2
	-----	-----
Y1.1	0.59	--
Y1.2	0.74	--
Y1.3	0.73	--
Y2.1	--	0.74
Y2.2	--	0.60
Y2.3	--	0.78
Y2.4	--	0.62

LAMBDA-X

	X1	X2	X3
	-----	-----	-----
X1.1	0.84	--	--
X1.2	0.77	--	--
X1.3	0.77	--	--
X2.1	--	0.75	--
X2.2	--	0.62	--
X2.3	--	0.80	--
X2.4	--	0.69	--
X3.1	--	--	0.84
X3.2	--	--	0.87

X3.3    --    --    0.83

BETA

	Y1	Y2
Y1	--	--
Y2	0.70	--

GAMMA

	X1	X2	X3
Y1	0.43	0.35	0.29
Y2	--	--	--

Correlation Matrix of ETA and KSI

	Y1	Y2	X1	X2	X3
Y1	1.00				
Y2	0.70	1.00			
X1	0.76	0.53	1.00		
X2	0.70	0.49	0.62	1.00	
X3	0.54	0.38	0.35	0.27	1.00

PSI

Note: This matrix is diagonal.

	Y1	Y2
	0.27	0.50

THETA-EPS

Y1.1	Y1.2	Y1.3	Y2.1	Y2.2	Y2.3
-----	-----	-----	-----	-----	-----
0.65	0.45	0.47	0.45	0.64	0.39

### THETA-EPS

Y2.4
-----
0.62

### THETA-DELTA

X1.1	X1.2	X1.3	X2.1	X2.2	X2.3
-----	-----	-----	-----	-----	-----
0.29	0.40	0.41	0.44	0.61	0.36

### THETA-DELTA

X2.4	X3.1	X3.2	X3.3
-----	-----	-----	-----
0.53	0.29	0.23	0.31

### Regression Matrix ETA on KSI (Standardized)

	X1	X2	X3
-----	-----	-----	-----
Y1	0.43	0.35	0.29
Y2	0.31	0.25	0.21

### DEVI

### Total and Indirect Effects

Total Effects of KSI on ETA

	X1	X2	X3
	-----	-----	-----
Y1	0.27	0.25	0.16
	(0.07)	(0.08)	(0.04)
	3.72	3.19	3.50
Y2	0.29	0.27	0.17
	(0.08)	(0.09)	(0.05)
	3.66	3.15	3.44

Indirect Effects of KSI on ETA

	X1	X2	X3
	-----	-----	-----
Y1	--	--	--
Y2	0.29	0.27	0.17
	(0.08)	(0.09)	(0.05)
	3.66	3.15	3.44

Total Effects of ETA on ETA

	Y1	Y2
	-----	-----
Y1	--	--
Y2	1.08	--
	(0.20)	
	5.45	

Largest Eigenvalue of  $B \cdot B'$  (Stability Index) is 1.173

Total Effects of ETA on Y

	Y1	Y2
	-----	-----
Y1.1	1.00	--
Y1.2	1.29 (0.19) 6.63	--
Y1.3	1.40 (0.21) 6.56	--
Y2.1	1.08 (0.20) 5.45	1.00
Y2.2	0.77 (0.16) 4.90	0.71 (0.11) 6.57
Y2.3	1.09 (0.20) 5.58	1.01 (0.12) 8.19
Y2.4	0.85 (0.17) 4.99	0.79 (0.12) 6.77

### Indirect Effects of ETA on Y

	Y1	Y2		
	-----	-----		
Y1.1	--	--		
Y1.2	--	--		
Y1.3	--	--		
Y2.1	1.08 (0.20) 5.45	--		
Y2.2	0.77 (0.16) 4.90	--		
Y2.3	1.09 (0.20) 5.58	--		
Y2.4	0.85 (0.17) 4.99	--		

### Total Effects of KSI on Y

	X1	X2	X3	
	-----	-----	-----	
Y1.1	0.27 (0.07) 3.72	0.25 (0.08) 3.19	0.16 (0.04) 3.50	

Y1.2	0.34	0.32	0.20
	(0.09)	(0.10)	(0.05)
	3.97	3.34	3.70

Y1.3	0.37	0.35	0.22
	(0.09)	(0.10)	(0.06)
	3.95	3.33	3.68

Y2.1	0.29	0.27	0.17
	(0.08)	(0.09)	(0.05)
	3.66	3.15	3.44

Y2.2	0.20	0.19	0.12
	(0.06)	(0.06)	(0.04)
	3.48	3.03	3.29

Y2.3	0.29	0.27	0.17
	(0.08)	(0.08)	(0.05)
	3.70	3.17	3.47

Y2.4	0.23	0.21	0.13
	(0.06)	(0.07)	(0.04)
	3.51	3.05	3.32

DEVI

Standardized Total and Indirect Effects



Standardized Total Effects of KSI on ETA

	X1	X2	X3
	-----	-----	-----
Y1	0.43	0.35	0.29
Y2	0.31	0.25	0.21

Standardized Indirect Effects of KSI on ETA

	X1	X2	X3
	-----	-----	-----
Y1	--	--	--
Y2	0.31	0.25	0.21

Standardized Total Effects of ETA on ETA

	Y1	Y2
	-----	-----
Y1	--	--
Y2	0.70	--

Standardized Total Effects of ETA on Y

	Y1	Y2
	-----	-----
Y1.1	0.45	--
Y1.2	0.58	--
Y1.3	0.63	--
Y2.1	0.49	0.69
Y2.2	0.34	0.49
Y2.3	0.49	0.69
Y2.4	0.38	0.54

Completely Standardized Total Effects of ETA on Y

	Y1	Y2
	-----	-----
Y1.1	0.59	--
Y1.2	0.74	--
Y1.3	0.73	--
Y2.1	0.52	0.74
Y2.2	0.42	0.60
Y2.3	0.55	0.78
Y2.4	0.44	0.62

Standardized Indirect Effects of ETA on Y

	Y1	Y2
	-----	-----
Y1.1	--	--
Y1.2	--	--
Y1.3	--	--
Y2.1	0.49	--
Y2.2	0.34	--
Y2.3	0.49	--
Y2.4	0.38	--

Completely Standardized Indirect Effects of ETA on Y

	Y1	Y2
	-----	-----
Y1.1	--	--
Y1.2	--	--
Y1.3	--	--
Y2.1	0.52	--
Y2.2	0.42	--
Y2.3	0.55	--
Y2.4	0.44	--

Standardized Total Effects of KSI on Y

	X1	X2	X3
Y1.1	0.19	0.16	0.13
Y1.2	0.25	0.20	0.17
Y1.3	0.27	0.22	0.18
Y2.1	0.21	0.17	0.14
Y2.2	0.15	0.12	0.10
Y2.3	0.21	0.17	0.14
Y2.4	0.17	0.14	0.11

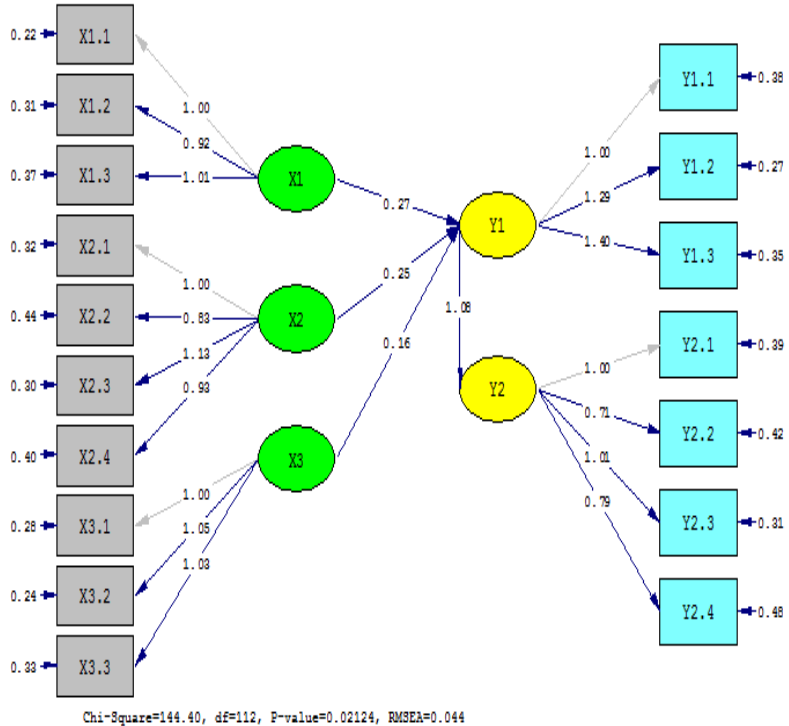
Completely Standardized Total Effects of KSI on Y

	X1	X2	X3
Y1.1	0.26	0.21	0.17
Y1.2	0.32	0.26	0.22
Y1.3	0.32	0.26	0.21
Y2.1	0.23	0.19	0.15
Y2.2	0.18	0.15	0.12
Y2.3	0.24	0.19	0.16
Y2.4	0.19	0.15	0.13

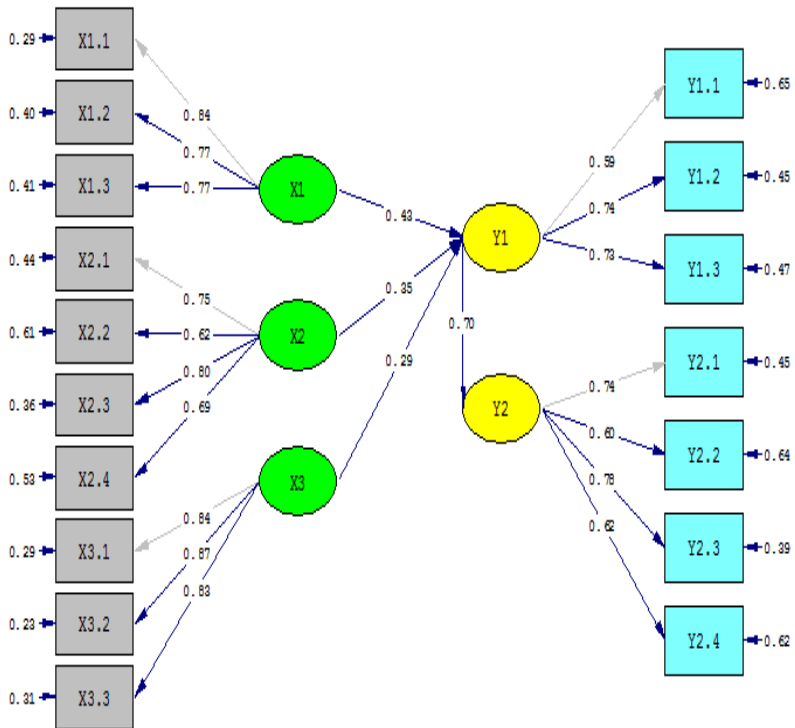
Time used: 0.078 Seconds

## Lampiran 6 : Path Diagram

### ESTIMATES

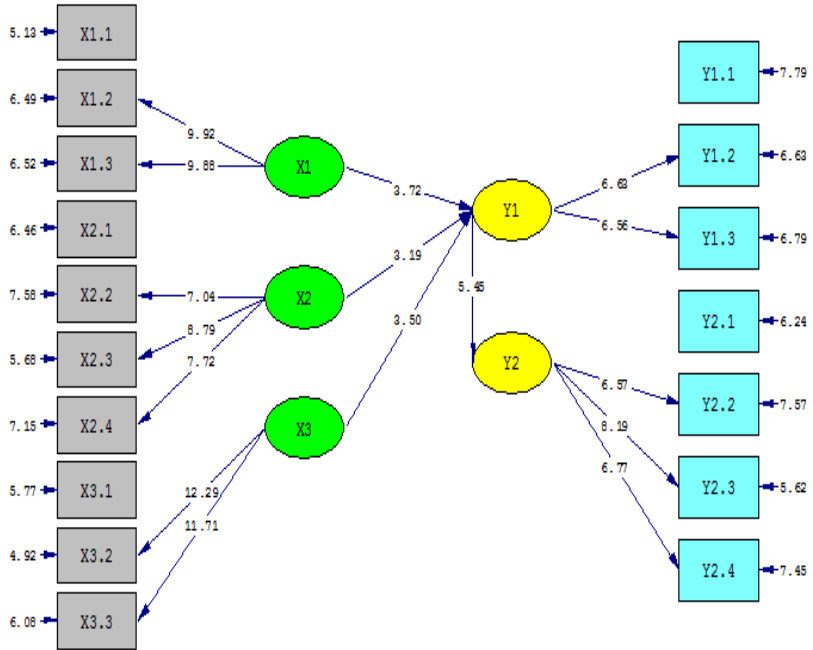


## STANDARDIZED SOLUTIONS



Chi-Square=144.40, df=112, P-value=0.02124, RMSEA=0.044

# T VALUE



Chi-Square=144.40, df=112, P-value=0.02124, RMSEA=0.044

**Lampiran 7 : Presentase Variabel**

Variabel	SS	S	N	TS	STS
X1.1	19 orang	67 orang	49 orang	13 orang	2 orang
	12.67 %	44.67 %	32.67 %	8.67 %	1.32 %
X1.2	19 orang	62 orang	54 orang	13 orang	2 orang
	12.67 %	41.33 %	36 %	8.67 %	1.33 %
X1.3	23 orang	63 orang	49 orang	9 orang	6 orang
	15.33 %	42 %	32.67 %	6 %	4 %
X2.1	29 orang	72 orang	38 orang	10 orang	1 orang
	19.33 %	48 %	25.33 %	6.67 %	0.67 %
X2.2	20 orang	64 orang	52 orang	13 orang	1 orang
	13.33 %	42.67 %	34.67 %	8.67 %	0.66 %
X2.3	23 orang	70 orang	40 orang	15 orang	2 orang
	15.33 %	46.67 %	26.67 %	10 %	1.33 %
X2.4	12 orang	65 orang	53 orang	17 orang	3 orang
	8 %	43.33 %	35.33 %	11.33 %	2 %
X3.1	23 orang	57 orang	44 orang	23 orang	3 orang
	15.33 %	38 %	29.33	15.34 %	2 %
X3.2	31 orang	63 orang	30 orang	25 orang	1 orang
	20.67 %	42 %	20 %	16.67 %	0.66 %
X3.3	30 orang	59 orang	38 orang	18 orang	5 orang
	20 %	39.33 %	25.33 %	12 %	3.34 %
Y1.1	20 orang	76 orang	46 orang	8 orang	-
	13.33 %	50.67 %	30.67 %	5.33 %	-

Y1.2	23 orang	68 orang	52 orang	7 orang	-
	15.33 %	45.33 %	34.67 %	4.68 %	-
Y1.3	24 orang	68 orang	47 orang	9 orang	2 orang
	16 %	45.33 %	31.33 %	6 %	1.34 %
Y2.1	37 orang	68 orang	30 orang	14 orang	1 orang
	24.67 %	45.33 %	20 %	9.33 %	0.67 %
Y2.2	35 orang	67 orang	42 orang	6 orang	-
	23.33 %	44.67 %	28 %	4 %	-
Y2.3	32 orang	58 orang	48 orang	12 orang	-
	21.33 %	38.67 %	32 %	8 %	-
Y3.3	25 orang	50 orang	61 orang	14 orang	-
	16.67 %	33.33 %	40.67 %	9.33 %	-