

## Lampiran 1. Kuesioner Penelitian

Kepada:

Yth. Para Responden

Dalam rangka memenuhi persyaratan Tugas Akhir (Tesis), saya Gisela Meilya, Mahasiswa Program Magister Manajemen Universitas Katolik Widya Mandala Surabaya, melakukan Penelitian dengan judul : Pengaruh loyalitas merek, sikap merek, dan citra merek terhadap preferensi merek dengan ekuitas merek sebagai variabel *intervening* pada pengguna *smartphone* samsung di Surabaya. Saya mohon kesediaan Anda untuk mengisi kuesioner ini dengan jujur dan benar. Data atau informasi yang terkumpul akan saya gunakan untuk keperluan Tesis dan tidak akan dipublikasikan. Terima kasih atas partisipasi Anda.

No resp: .....

(diisi peneliti)

### Petunjuk Pengisian:

Jawablah pertanyaan dibawah ini dengan membubuhkan tanda silang (X) pada pilihan jawaban yang sesuai dengan pilihan anda dan isilah titik-titik didalam tanda kurung jika benar merupakan jawaban Anda.

#### Bagian I: Karakteristik Responden

1. Usia Anda saat ini
  - a. < 20 th
  - b. 20-30 th
  - c. 31-40 th
  - d. 41-50 th
  - e. >50 th
2. Jenis Kelamin: a. Pria b. Wanita
3. Pendidikan terakhir Anda
  - a. SMP
  - b. SMA
  - c. D3
  - d. S1
  - e. S2
4. Pekerjaan Anda
  - a. Mahasiswa
  - b. Ibu rumah tangga
  - c. Pegawai
  - d. Wiraswasta
  - e. Lain-lain  
(.....)

### Petunjuk pengisian:

Berikan penilaian anda dengan memberi tanda silang (X) pada salah satu angka yang paling sesuai dengan pilihan anda. Berikut ini adalah keterangan dari setiap nomor:

1= Sangat tidak setuju

2.= Tidak setuju

3= Netral

4 = Setuju

5= Sangat setuju

Loyalitas Merek (X1)

NO	Pertanyaan	1	2	3	4	5
1.	Saya menceritakan pengalaman yang menyenangkan ketika menggunakan <i>smartphone</i> merek samsung.					
2.	Saya akan mengajak teman-teman menggunakan <i>smartphone</i> merek samsung.					
3.	Saya akan membeli kembali <i>smarrtphone</i> merek samsung					

Sikap Merek (X2)

NO	Pertanyaan	1	2	3	4	5
1.	Saya tertarik dalam menggunakan <i>smartphone</i> merek samsung.					
2.	Saya percaya <i>smartphone</i> merek samsung dapat memenuhi kebutuhan saya.					
3.	Saya ingin tetap menggunakan <i>smartphone</i> merek samsung					

Citra Merek (X3)

NO	Pertanyaan	1	2	3	4	5
1.	Menggunakan <i>smartphone</i> merek samsung karena merek tersebut tidak asing bagi saya					
2.	Saya menggunakan <i>smartphone</i> merek samsung karena fiturnya yang selalu <i>up to date</i> .					
3.	Saya menggunakan <i>smartphone</i> merek samsung karena banyak manfaat yang didapat.					

Ekuitas Merek (Y1)

NO	Pertanyaan	1	2	3	4	5
1.	Saya lebih memilih membeli <i>smartphone</i> merek samsung daripada merek lain					
2.	Saya lebih suka membeli <i>smartphone</i> merek samsung walaupun terdapat merek lain yang memiliki fitur yang sama.					
3.	Saya lebih memilih <i>smartphone</i> merek samsung jika terdapat merek lain sebagus <i>smartphone</i> merek samsung.					

Preferensi Merek (Y2)

NO	Pertanyaan	1	2	3	4	5
1.	Ketika saya membeli <i>smartphone</i> merek samsung karena merek yang menjadi pertimbangan saya.					
2.	Saya lebih menyukai <i>smartphone</i> merek samsung dibandingkan merek lainnya.					
3.	Saya akan cenderung membeli <i>smartphone</i> merek samsung daripada <i>smartphone</i> merek lain.					

**Terima Kasih**

**Lampiran 2. profil Responden**  
Frequencies

**Statistics**

		Usia Responden	Jenis Kelamin Responden	Pendidikan terakhir Responden	Pekerjaan Responden
N	Valid	150	150	150	150
	Missing	0	0	0	0

Frequency Table

**Usia Responden**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 20 tahun	16	10,7	10,7	10,7
	20 tahun - 30 tahun	66	44,0	44,0	54,7
	31 tahun - 40 tahun	46	30,7	30,7	85,3
	41 tahun - 50 tahun	17	11,3	11,3	96,7
	> 50 tahun	5	3,3	3,3	100,0
	Total	150	100,0	100,0	

**Jenis Kelamin Responden**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	72	48,0	48,0	48,0
	Perempuan	78	52,0	52,0	100,0
	Total	150	100,0	100,0	

**Pendidikan terakhir Responden**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA	42	28,0	28,0	28,0
	D3	31	20,7	20,7	48,7
	S1	50	33,3	33,3	82,0
	S2	27	18,0	18,0	100,0
	Total	150	100,0	100,0	

**Pekerjaan Responden**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mahasiswa	26	17,3	17,3	17,3
	Ibu Rumah Tangga	12	8,0	8,0	25,3
	Pegawai	77	51,3	51,3	76,7
	Wiraswasta	23	15,3	15,3	92,0
	Lain-Lain	12	8,0	8,0	100,0
	Total	150	100,0	100,0	

### Lampiran 3. Uji Outlier Regression

**Variables Entered/Removed<sup>d</sup>**

Model	Variables Entered	Variables Removed	Method
1	PM3, CM1, LM2, SM2, EM1, SM3, CM3, LM3, SM1, EM3, PM2, CM2, EM2 <sub>a</sub> , PM1, LM1		Enter

a. All requested variables entered.

b. Dependent Variable: Resp

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,397 <sup>a</sup>	,158	,063	42,04350

a. Predictors: (Constant), PM3, CM1, LM2, SM2, EM1, SM3, CM3, LM3, SM1, EM3, PM2, CM2, EM2, PM1, LM1

b. Dependent Variable: Resp

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44371,645	15	2958,110	1,673	,063 <sup>a</sup>
	Residual	236865,9	134	1767,656		
	Total	281237,5	149			

a. Predictors: (Constant), PM3, CM1, LM2, SM2, EM1, SM3, CM3, LM3, SM1, EM3, PM2, CM2, EM2, PM1, LM1

b. Dependent Variable: Resp

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	77,471	26,536		2,919	,004
	LM1	19,513	11,384	,425	1,714	,089
	LM2	2,381	6,417	,048	,371	,711
	LM3	-12,129	10,824	-,270	-1,121	,264
	SM1	-4,179	5,751	-,095	-,727	,469
	SM2	-4,642	5,763	-,095	-,806	,422
	SM3	3,164	5,700	,072	,555	,580
	CM1	,707	4,346	,023	,163	,871
	CM2	3,003	6,308	,079	,476	,635
	CM3	-4,308	5,108	-,117	-,843	,401
	EM1	-12,385	6,873	-,248	-1,802	,074
	EM2	-16,465	8,681	-,321	-1,897	,060
	EM3	16,121	6,342	,428	2,542	,012
	PM1	-10,693	9,495	-,255	-1,126	,262
	PM2	6,120	10,452	,095	,586	,559
	PM3	8,636	9,936	,211	,869	,386

a. Dependent Variable: Resp

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	12,2488	116,0361	75,5000	17,25677	150
Std. Predicted Value	-3,665	2,349	,000	1,000	150
Standard Error of Predicted Value	6,552	23,209	13,289	3,471	150
Adjusted Predicted Value	12,0436	127,9736	76,0826	18,43921	150
Residual	-83,19310	80,79337	,00000	39,87109	150
Std. Residual	-1,979	1,922	,000	,948	150
Stud. Residual	-2,023	2,040	-,006	1,003	150
Deleted Residual	-95,97358	91,05901	-,58259	44,70796	150
Stud. Deleted Residual	-2,047	2,065	-,007	1,007	150
Mahal. Distance	2,625	44,410	14,900	8,466	150
Cook's Distance	,000	,095	,008	,011	150
Centered Leverage Value	,018	,298	,100	,057	150

a. Dependent Variable: Resp

## Lampiran 4. Uji Normalitas

Total Sample Size = 146

### Univariate Summary Statistics for Continuous Variables

Variable	Mean	St. Dev.	T-Value	Skewness	Kurtosis	Min	Freq.	Max	Freq.
LM1	3.658	0.943	46.877	-0.966	0.727	1.000	5	5.000	19
LM2	3.644	0.861	51.139	-1.014	0.880	1.000	3	5.000	13
LM3	3.678	0.954	46.602	-0.861	0.415	1.000	4	5.000	22
SM1	3.062	0.977	37.860	-0.305	-0.061	1.000	12	5.000	8
SM2	3.082	0.867	42.952	0.161	-0.143	1.000	3	5.000	8
SM3	3.130	0.984	38.419	-0.397	-0.156	1.000	11	5.000	8
CM1	2.548	1.385	22.228	0.507	-0.980	1.000	43	5.000	21
CM2	3.205	1.132	34.213	0.194	-1.071	1.000	4	5.000	25
CM3	2.945	1.161	30.643	0.429	-0.450	1.000	13	5.000	25
EM1	3.356	0.877	46.249	-0.578	-0.014	1.000	4	5.000	7
EM2	3.349	0.835	48.446	-0.447	0.065	1.000	3	5.000	7
EM3	4.041	1.162	42.025	-1.311	0.769	1.000	8	5.000	63
PM1	3.719	1.036	43.397	0.209	-1.512	2.000	10	5.000	53
PM2	3.253	0.673	58.435	-0.213	-0.618	2.000	18	5.000	1
PM3	3.747	1.056	42.879	0.168	-1.586	2.000	10	5.000	57

## Lampiran 5. Output SEM

DATE: 5/20/2011  
TIME: 21:57

L I S R E L 8.30

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file D:\CHISQU~2\TESIS\GISELA\SEM\GIS.SPJ:

Observed Variables  
LM1 LM2 LM3 SM1 SM2 SM3 CM1 CM2 CM3 EM1  
EM2 EM3 PM1 PM2 PM3  
Covariance Matrix  
0.89  
0.62 0.74  
0.85 0.62 0.91  
0.29 0.30 0.29 0.95  
0.19 0.18 0.22 0.60 0.75  
0.20 0.21 0.24 0.71 0.58 0.97  
-0.05 -0.01 -0.04 0.02 0.04 0.02 1.92  
-0.10 -0.04 -0.10 -0.02 -0.08 -0.03 1.25 1.28  
-0.09 -0.09 -0.09 -0.02 -0.07 -0.01 1.13 1.05 1.35  
0.23 0.16 0.23 0.36 0.23 0.33 0.15 0.17 0.21 0.77  
0.14 0.12 0.16 0.32 0.20 0.30 0.19 0.23 0.23 0.57  
0.70  
0.35 0.28 0.37 0.49 0.28 0.47 0.23 0.27 0.27 0.77  
0.83 1.35  
0.12 0.12 0.16 0.22 0.13 0.25 0.23 0.27 0.25 0.39  
0.43 0.58 1.07  
0.08 0.06 0.10 0.16 0.11 0.16 0.10 0.11 0.11 0.27  
0.28 0.38 0.58 0.45  
0.15 0.12 0.19 0.26 0.17 0.27 0.20 0.24 0.20 0.39  
0.42 0.58 1.04 0.62 1.11  
Means  
3.66 3.64 3.68 3.06 3.08 3.13 2.55 3.21 2.95 3.36  
3.35 4.04 3.72 3.25 3.75  
Sample Size = 146  
Latent Variables LM SM CM EM PM  
Relationships  
LM1 LM2 LM3 = LM



SM1 SM2 SM3 = SM  
 CM1 CM2 CM3 = CM  
 EM1 EM2 EM3 = EM  
 PM1 PM2 PM3 = PM  
 EM = LM SM CM  
 PM = EM  
 Options: SS EF  
 Path Diagram  
 Iterations = 250  
 Method of Estimation: Maximum Likelihood  
 End of Problem

Sample Size = 146

Covariance Matrix to be Analyzed

	EM1	EM2	EM3	PM1	PM2	PM3
EM1	0.77					
EM2	0.57	0.70				
EM3	0.77	0.83	1.35			
PM1	0.39	0.43	0.58	1.07		
PM2	0.27	0.28	0.38	0.58	0.45	
PM3	0.39	0.42	0.58	1.04	0.62	1.11
LM1	0.23	0.14	0.35	0.12	0.08	0.15
LM2	0.16	0.12	0.28	0.12	0.06	0.12
LM3	0.23	0.16	0.37	0.16	0.10	0.19
SM1	0.36	0.32	0.49	0.22	0.16	0.26
SM2	0.23	0.20	0.28	0.13	0.11	0.17
SM3	0.33	0.30	0.47	0.25	0.16	0.27
CM1	0.15	0.19	0.23	0.23	0.10	0.20
CM2	0.17	0.23	0.27	0.27	0.11	0.24
CM3	0.21	0.23	0.27	0.25	0.11	0.20

Covariance Matrix to be Analyzed

	LM1	LM2	LM3	SM1	SM2	SM3
LM1	0.89					
LM2	0.62	0.74				
LM3	0.85	0.62	0.91			
SM1	0.29	0.30	0.29	0.95		
SM2	0.19	0.18	0.22	0.60	0.75	
SM3	0.20	0.21	0.24	0.71	0.58	0.97
CM1	-0.05	-0.01	-0.04	0.02	0.04	0.02
CM2	-0.10	-0.04	-0.10	-0.02	-0.08	-0.03
CM3	-0.09	-0.09	-0.09	-0.02	-0.07	-0.01

Covariance Matrix to be Analyzed

	CM1	CM2	CM3
CM1	1.92		
CM2	1.25	1.28	
CM3	1.13	1.05	1.35

Number of Iterations = 6

LISREL Estimates (Maximum Likelihood)

EM1 = 0.73\*EM, Errorvar.= 0.24 , R<sup>2</sup> = 0.69  
(0.063) (0.033)  
11.61 7.13

EM2 = 0.77\*EM, Errorvar.= 0.10 , R<sup>2</sup> = 0.86  
(0.057) (0.022)  
13.49 4.55

EM3 = 1.07\*EM, Errorvar.= 0.21 , R<sup>2</sup> = 0.85  
(0.080) (0.043)  
13.40 4.76

PM1 = 0.99\*PM, Errorvar.= 0.087 , R<sup>2</sup> = 0.92  
(0.065) (0.017)  
15.26 5.20

PM2 = 0.59\*PM, Errorvar.= 0.10 , R<sup>2</sup> = 0.78  
(0.045) (0.013)  
13.27 7.90

PM3 = 1.05\*PM, Errorvar.= 0.011 , R<sup>2</sup> = 0.99  
(0.065) (0.015)  
16.22 0.71

LM1 = 0.92\*LM, Errorvar.= 0.046 , R<sup>2</sup> = 0.95  
(0.058) (0.019)  
15.92 2.36

LM2 = 0.67\*LM, Errorvar.= 0.29 , R<sup>2</sup> = 0.61  
(0.060) (0.035)  
11.22 8.13

LM3 = 0.92\*LM, Errorvar.= 0.054 , R<sup>2</sup> = 0.94  
(0.059) (0.020)  
15.79 2.72

SM1 = 0.87\*SM, Errorvar.= 0.19 , R<sup>2</sup> = 0.80  
(0.067) (0.046)  
12.99 4.16

SM2 = 0.69\*SM, Errorvar.= 0.27 , R<sup>2</sup> = 0.63  
(0.062) (0.042)  
11.03 6.57

SM3 = 0.82\*SM, Errorvar.= 0.29 , R<sup>2</sup> = 0.70  
(0.070) (0.050)  
11.83 5.77

CM1 = 1.15\*CM, Errorvar.= 0.59 , R<sup>2</sup> = 0.69

(0.096) (0.089)  
 11.99 6.63

CM2 = 1.08\*CM, Errorvar.= 0.11 , R<sup>2</sup> = 0.92  
 (0.073) (0.051)  
 14.88 2.14

CM3 = 0.97\*CM, Errorvar.= 0.40 , R<sup>2</sup> = 0.70  
 (0.080) (0.062)  
 12.10 6.52

EM = 0.17\*LM + 0.44\*SM + 0.28\*CM, Errorvar.= 0.67, R<sup>2</sup> = 0.33  
 (0.081) (0.093) (0.080)  
 2.16 4.70 3.51

PM = 0.53\*EM, Errorvar.= 0.72, R<sup>2</sup> = 0.28  
 (0.089)  
 5.93

#### Correlation Matrix of Independent Variables

	LM	SM	CM
LM	1.00		
SM	0.34 (0.08) 4.20	1.00	
CM	-0.09 (0.09) -1.05	-0.03 (0.09) -0.36	1.00

#### Covariance Matrix of Latent Variables

	EM	PM	LM	SM	CM
EM	1.00				
PM	0.53	1.00			
LM	0.30	0.16	1.00		
SM	0.49	0.26	0.34	1.00	
CM	0.25	0.13	-0.09	-0.03	1.00

#### Goodness of Fit Statistics

Degrees of Freedom = 83  
 Minimum Fit Function Chi-Square = 82.17 (P = 0.51)  
 Normal Theory Weighted Least Squares Chi-Square = 79.74 (P = 0.58)  
 Estimated Non-centrality Parameter (NCP) = 0.0  
 90 Percent Confidence Interval for NCP = (0.0 ; 21.44)

Minimum Fit Function Value = 0.57  
 Population Discrepancy Function Value (F0) = 0.0  
 90 Percent Confidence Interval for F0 = (0.0 ; 0.15)

Root Mean Square Error of Approximation (RMSEA) = 0.0  
 90 Percent Confidence Interval for RMSEA = (0.0 ; 0.042)  
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.98

Expected Cross-Validation Index (ECVI) = 1.08  
 90 Percent Confidence Interval for ECVI = (1.08 ; 1.23)  
 ECVI for Saturated Model = 1.66  
 ECVI for Independence Model = 14.49

Chi-Square for Independence Model with 105 Degrees of Freedom = 2071.23

Independence AIC = 2101.23  
 Model AIC = 153.74  
 Saturated AIC = 240.00  
 Independence CAIC = 2160.98  
 Model CAIC = 301.13  
 Saturated CAIC = 718.03

Root Mean Square Residual (RMR) = 0.038  
 Standardized RMR = 0.038  
 Goodness of Fit Index (GFI) = 0.93  
 Adjusted Goodness of Fit Index (AGFI) = 0.90  
 Parsimony Goodness of Fit Index (PGFI) = 0.64

Normed Fit Index (NFI) = 0.96  
 Non-Normed Fit Index (NNFI) = 1.00  
 Parsimony Normed Fit Index (PNFI) = 0.76  
 Comparative Fit Index (CFI) = 1.00  
 Incremental Fit Index (IFI) = 1.00  
 Relative Fit Index (RFI) = 0.95

Critical N (CN) = 205.48

#### Standardized Solution

##### LAMBDA-Y

	EM	PM
EM1	0.73	--
EM2	0.77	--
EM3	1.07	--
PM1	--	0.99
PM2	--	0.59
PM3	--	1.05

##### LAMBDA-X

	LM	SM	CM
LM1	0.92	--	--
LM2	0.67	--	--
LM3	0.92	--	--
SM1	--	0.87	--
SM2	--	0.69	--
SM3	--	0.82	--

CM1	--	--	1.15
CM2	--	--	1.08
CM3	--	--	0.97

BETA

	EM	PM
	-----	-----
EM	--	--
PM	0.53	--

GAMMA

	LM	SM	CM
	-----	-----	-----
EM	0.17	0.44	0.28
PM	--	--	--

Correlation Matrix of ETA and KSI

	EM	PM	LM	SM	CM
	-----	-----	-----	-----	-----
EM	1.00				
PM	0.53	1.00			
LM	0.30	0.16	1.00		
SM	0.49	0.26	0.34	1.00	
CM	0.25	0.13	-0.09	-0.03	1.00

PSI

Note: This matrix is diagonal.

	EM	PM
	-----	-----
	0.67	0.72

Regression Matrix ETA on KSI (Standardized)

	LM	SM	CM
	-----	-----	-----
EM	0.17	0.44	0.28
PM	0.09	0.23	0.15

Total and Indirect Effects

Total Effects of KSI on ETA

	LM	SM	CM
	-----	-----	-----
EM	0.17	0.44	0.28
	(0.08)	(0.09)	(0.08)
	2.16	4.70	3.51
PM	0.09	0.23	0.15
	(0.04)	(0.06)	(0.05)
	2.06	4.00	3.17

Indirect Effects of KSI on ETA

	LM	SM	CM
EM	--	--	--
PM	0.09 (0.04) 2.06	0.23 (0.06) 4.00	0.15 (0.05) 3.17

Total Effects of ETA on ETA

	EM	PM
EM	--	--
PM	0.53 (0.09) 5.93	--

Largest Eigenvalue of B\*B' (Stability Index) is 0.276

Total Effects of ETA on Y

	EM	PM
EM1	0.73 (0.06) 11.61	--
EM2	0.77 (0.06) 13.49	--
EM3	1.07 (0.08) 13.40	--
PM1	0.52 (0.08) 6.41	0.99 (0.06) 15.26
PM2	0.31 (0.05) 6.24	0.59 (0.04) 13.27
PM3	0.55 (0.08) 6.50	1.05 (0.06) 16.22

Indirect Effects of ETA on Y

	EM	PM
	--	--

EM1	--	--
EM2	--	--
EM3	--	--
PM1	0.52	--
	(0.08)	
	6.41	
PM2	0.31	--
	(0.05)	
	6.24	
PM3	0.55	--
	(0.08)	
	6.50	

Total Effects of KSI on Y

	LM	SM	CM
	-----	-----	-----
EM1	0.13	0.32	0.20
	(0.06)	(0.06)	(0.06)
	2.16	4.91	3.57
EM2	0.13	0.34	0.22
	(0.06)	(0.07)	(0.06)
	2.17	5.04	3.62
EM3	0.19	0.47	0.30
	(0.09)	(0.09)	(0.08)
	2.17	5.03	3.61
PM1	0.09	0.23	0.15
	(0.04)	(0.05)	(0.05)
	2.08	4.14	3.24
PM2	0.05	0.14	0.09
	(0.03)	(0.03)	(0.03)
	2.07	4.09	3.21
PM3	0.10	0.24	0.15
	(0.05)	(0.06)	(0.05)
	2.08	4.16	3.25

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	LM	SM	CM
	-----	-----	-----
EM	0.17	0.44	0.28
PM	0.09	0.23	0.15

Standardized Indirect Effects of KSI on ETA

	LM	SM	CM
EM	--	--	--
PM	0.09	0.23	0.15

Standardized Total Effects of ETA on ETA

	EM	PM
EM	--	--
PM	0.53	--

Standardized Total Effects of ETA on Y

	EM	PM
EM1	0.73	--
EM2	0.77	--
EM3	1.07	--
PM1	0.52	0.99
PM2	0.31	0.59
PM3	0.55	1.05

Standardized Indirect Effects of ETA on Y

	EM	PM
EM1	--	--
EM2	--	--
EM3	--	--
PM1	0.52	--
PM2	0.31	--
PM3	0.55	--

Standardized Total Effects of KSI on Y

	LM	SM	CM
EM1	0.13	0.32	0.20
EM2	0.13	0.34	0.22
EM3	0.19	0.47	0.30
PM1	0.09	0.23	0.15
PM2	0.05	0.14	0.09
PM3	0.10	0.24	0.15

The Problem used 39528 Bytes (= 0.1% of Available Workspace)

Time used: 0.078 Seconds



Lampiran 6. Data isian Kuesioner

Resp	Usia	Jk	Pddk	Pkj	LM1	LM2	LM3	SM1	SM2	SM3	CM1	CM2	CM3	EM1	EM2	EM3	PM1	PM2	PM3	Mahal
1	1	2	2	1	2	3	2	4	4	4	4	4	3	4	4	5	5	4	5	10,891
2	2	1	4	3	2	4	2	4	3	4	4	4	3	3	4	4	5	4	5	19,287
3	3	2	5	4	4	5	4	5	5	5	1	2	3	5	5	4	5	4	5	31,298
4	4	1	4	3	4	4	4	4	4	5	5	5	5	4	4	5	5	4	5	8,540
5	2	2	4	1	4	4	4	3	3	3	1	2	3	3	2	3	5	4	5	13,529
6	3	2	5	4	4	4	5	3	3	4	2	2	2	4	4	5	5	4	5	13,839
7	2	1	3	3	4	4	5	2	4	4	3	3	3	4	4	5	5	4	5	18,341
8	1	1	2	1	4	4	4	3	4	4	3	5	5	4	4	5	5	4	5	11,404
9	2	1	4	1	4	4	4	3	3	3	3	3	2	3	3	4	3	3	3	3,655
10	2	2	4	2	3	4	3	3	4	3	1	3	2	4	5	4	3	3	3	24,612
<b>11</b>	<b>2</b>	<b>1</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>5</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>39,343</b>
12	3	2	5	4	4	4	4	5	2	3	5	5	5	5	5	5	5	4	5	26,952
13	4	1	4	3	2	1	2	3	3	4	5	5	5	5	5	4	5	4	5	30,970
14	5	2	5	3	1	2	1	1	2	1	3	4	3	2	2	1	2	2	2	16,302
15	4	1	2	3	1	1	1	1	2	1	3	3	5	1	1	1	2	2	2	28,472
16	2	2	3	3	1	2	2	1	2	2	2	2	3	1	2	2	2	2	2	25,736
17	3	2	5	4	2	2	2	3	3	3	1	2	2	2	1	1	2	2	2	14,521
18	2	1	2	3	3	4	3	3	3	3	2	4	3	3	3	4	3	3	3	8,069
19	2	1	3	5	3	3	3	3	3	3	2	4	3	4	3	4	3	3	3	8,820
20	2	1	3	3	1	2	2	3	3	4	1	2	2	2	2	1	2	2	2	27,470
21	3	2	3	3	2	3	3	2	2	2	4	4	3	1	2	2	2	2	2	22,744
22	1	1	2	1	3	3	2	1	2	2	4	4	3	2	2	2	3	3	3	18,893
23	2	2	2	3	4	3	4	2	2	2	4	4	3	2	2	2	3	3	3	11,678
24	3	1	2	4	3	3	3	3	4	3	3	3	3	3	3	2	3	3	3	10,994
25	2	2	2	3	4	3	4	3	3	3	1	2	2	4	3	4	3	3	3	7,056
26	4	2	5	3	4	4	5	3	4	5	2	3	2	4	5	5	5	4	5	24,796
27	2	2	2	2	4	4	5	3	3	4	3	5	5	4	4	5	5	4	5	17,123

28	3	1	5	5	4	4	4	3	3	2	1	2	2	2	2	1	3	3	3	15,137
29	3	1	5	3	5	5	4	4	4	4	2	1	2	3	3	4	3	3	3	22,240
30	2	1	3	5	4	4	4	1	2	1	1	1	1	2	2	1	3	3	3	18,052
31	3	1	3	3	4	4	3	3	3	3	1	2	2	3	3	3	2	2	2	13,770
<b>32</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>42,641</b>
33	3	2	2	5	4	4	4	4	4	3	1	2	1	4	3	4	3	3	3	9,680
34	2	1	2	3	4	4	4	3	2	2	1	2	3	4	3	4	5	4	5	14,230
35	3	2	3	3	4	4	4	3	2	2	1	3	3	4	4	5	3	3	3	9,128
36	2	1	3	5	4	4	4	3	3	3	2	3	3	2	4	5	3	3	3	17,442
37	2	2	3	3	3	4	4	3	4	4	3	4	3	4	4	5	5	4	5	14,691
38	2	2	4	1	4	4	4	3	3	3	5	5	5	4	4	5	5	4	5	4,962
39	3	1	5	3	4	4	4	3	3	4	3	3	2	2	4	5	3	3	3	20,850
40	2	2	5	2	5	4	5	4	4	4	1	3	3	4	4	5	5	4	5	8,893
41	3	1	4	3	4	4	4	4	3	3	2	4	3	4	3	4	2	2	2	14,377
42	5	1	3	5	4	4	4	5	5	5	1	2	2	3	3	4	3	3	3	9,149
43	4	1	5	3	4	4	4	4	4	3	2	2	3	4	3	4	3	3	3	10,017
44	1	1	2	1	4	4	4	3	4	2	1	2	2	3	3	4	3	3	3	10,637
45	2	1	2	3	4	4	4	3	3	4	3	3	3	4	3	4	3	3	3	7,193
46	3	2	2	5	4	4	4	4	4	4	5	5	4	3	4	5	4	2	3	25,333
47	2	1	3	3	5	4	5	3	4	3	3	3	3	3	3	4	4	2	4	24,679
48	1	2	2	1	3	3	3	3	2	2	2	2	1	4	3	4	2	2	2	18,025
49	2	2	4	1	3	4	3	5	4	4	5	5	5	4	4	5	5	4	5	12,502
50	3	1	4	3	4	3	4	2	2	3	2	4	4	3	3	4	4	2	3	24,182
51	2	2	5	5	4	4	4	4	4	3	4	4	3	3	3	4	5	4	5	9,167
52	3	2	5	3	4	4	4	4	3	4	1	2	3	4	4	5	3	3	3	7,971
53	2	2	4	2	5	4	5	4	3	4	5	5	5	4	4	5	3	3	3	12,598
54	2	2	3	5	4	5	4	3	2	3	1	2	3	4	3	4	3	3	3	15,710
55	3	2	4	1	5	4	5	4	4	4	2	2	2	4	4	5	5	4	5	7,250
56	2	1	5	3	5	4	5	4	3	4	3	3	3	4	4	5	5	4	5	7,650
57	2	2	3	3	5	4	5	4	3	4	2	2	3	4	4	5	5	4	5	10,435

58	3	1	3	3	5	5	5	4	3	4	3	3	2	4	3	4	3	3	3	10,801
59	3	2	5	4	5	5	5	3	4	3	5	4	4	5	3	4	3	3	3	23,089
60	3	1	4	3	3	3	3	4	5	4	1	2	1	4	3	4	5	4	5	16,470
61	4	2	4	3	4	3	4	3	4	3	1	2	2	4	5	5	5	4	5	16,788
62	3	1	4	4	3	3	3	3	3	2	1	3	2	2	3	4	5	4	5	16,670
63	2	2	4	2	1	1	1	3	4	5	1	2	2	4	4	5	3	3	3	26,553
64	2	2	4	1	2	2	2	2	2	2	3	3	5	4	4	5	5	4	5	19,965
65	1	1	2	1	3	2	2	2	2	3	3	5	5	4	4	5	3	3	3	24,656
66	3	2	4	3	2	3	2	2	3	2	5	5	5	4	4	5	5	4	5	14,947
67	2	1	4	3	2	2	2	3	3	3	2	4	3	4	4	5	4	5	5	28,720
68	2	1	4	4	3	3	3	3	2	3	2	4	3	4	4	5	5	3	5	15,440
69	2	2	3	2	3	3	3	2	2	2	5	5	5	4	4	5	5	4	5	8,176
70	5	2	4	3	2	2	2	2	3	2	4	4	3	4	4	5	5	4	5	14,774
71	1	2	2	1	5	4	5	4	4	3	4	4	3	4	4	5	5	4	5	10,025
<b>72</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>44,410</b>
73	3	2	2	4	5	5	5	1	2	1	3	3	3	4	4	5	3	3	3	16,222
74	2	2	2	4	5	5	5	3	4	3	5	5	5	4	4	5	3	3	3	11,853
75	1	1	2	1	4	4	4	5	5	5	2	3	2	5	4	5	5	4	5	11,019
76	2	2	3	3	4	4	4	4	3	4	3	5	5	4	4	5	5	4	5	9,121
77	2	1	4	1	2	2	2	1	1	2	3	5	5	4	3	4	5	4	5	20,792
78	2	2	4	2	5	5	5	5	5	5	2	3	2	4	4	5	3	3	5	34,999
79	3	2	5	3	3	4	3	5	4	4	5	5	4	3	4	5	5	4	5	15,792
80	4	2	3	3	5	5	5	3	4	3	5	5	5	4	3	4	3	3	3	13,775
81	5	2	5	3	4	3	4	4	4	4	2	3	1	3	4	5	3	3	3	17,911
82	1	2	2	1	4	4	4	3	3	3	1	2	1	4	4	5	5	4	5	6,670
83	2	2	2	3	4	4	4	4	3	4	1	2	3	4	4	5	3	3	3	7,971
84	2	1	3	3	3	3	3	1	2	1	1	3	3	3	4	5	3	3	3	16,662
85	2	2	3	4	4	3	4	3	3	3	2	3	3	4	4	5	3	3	3	5,559
86	4	1	3	3	4	4	4	3	3	4	3	4	3	5	4	5	3	3	3	11,725
87	3	1	5	3	3	2	3	4	4	3	5	5	5	4	4	5	3	3	3	16,192

88	2	1	4	4	3	3	3	3	3	4	5	5	5	3	4	5	3	3	3	12,437
89	2	1	4	1	4	4	4	4	3	3	1	3	3	4	4	5	5	4	5	7,128
90	2	1	5	3	3	4	3	4	3	4	2	4	3	4	4	5	5	4	5	8,466
91	1	2	2	1	4	3	4	4	3	3	1	2	2	4	4	5	5	4	5	9,456
92	2	1	3	3	4	4	4	3	3	3	2	2	3	3	4	5	5	4	5	10,536
93	2	1	2	4	5	4	5	3	3	3	1	2	2	4	4	5	5	4	5	7,072
94	2	2	2	2	3	3	3	4	4	4	3	3	3	4	4	5	5	4	5	5,222
<b>95</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>40,102</b>
96	2	2	4	1	4	4	4	3	3	3	3	3	3	4	4	5	3	3	3	3,502
97	2	2	4	2	4	3	4	3	3	3	2	2	1	3	3	4	3	3	5	34,628
98	2	1	4	3	3	3	3	3	3	3	2	2	2	4	4	5	3	3	3	6,264
99	3	2	4	4	4	4	4	3	3	3	2	4	4	3	3	4	3	3	3	6,739
100	3	1	3	4	4	4	4	3	3	2	2	3	2	3	3	4	3	3	3	5,681
101	3	2	4	3	4	3	4	4	3	3	4	4	3	4	4	5	3	3	3	10,749
102	2	1	2	3	4	4	4	3	3	4	1	2	3	3	3	4	3	3	3	7,716
103	1	1	2	1	5	5	5	4	4	4	5	5	5	5	5	5	3	3	3	17,761
104	4	1	5	3	4	2	4	3	3	3	1	2	3	3	3	4	3	3	3	15,888
105	1	1	2	1	4	4	4	2	3	3	2	2	2	3	3	4	4	2	4	23,080
106	2	2	2	3	5	5	5	2	2	2	3	3	3	2	2	3	3	3	3	10,814
107	3	2	2	4	5	4	5	2	2	2	4	4	3	4	4	5	5	4	5	11,213
108	4	2	3	4	4	4	4	3	2	3	3	3	2	4	4	5	5	4	5	8,347
109	5	1	4	3	4	5	4	4	2	3	1	3	2	4	4	5	4	2	3	28,531
110	1	2	2	1	3	4	3	3	3	3	1	2	1	2	2	3	3	3	3	9,328
111	2	1	4	3	4	4	4	3	3	3	1	2	2	4	4	5	5	4	5	4,573
112	3	2	4	3	4	4	4	3	3	3	1	3	2	3	3	4	3	3	3	5,209
113	3	1	2	3	2	4	2	3	3	3	5	5	5	3	3	4	4	2	3	29,060
114	2	2	4	3	2	2	1	1	1	2	1	3	2	2	2	1	3	3	3	26,368
115	1	1	2	1	2	2	2	1	2	1	2	2	2	2	3	2	3	3	3	14,903
116	2	2	4	2	2	2	2	2	2	1	5	5	5	2	3	2	3	3	3	18,094
117	2	1	4	1	4	3	4	2	3	2	4	4	3	3	2	2	2	2	2	15,206

118	3	1	5	4	4	4	4	2	3	3	4	4	3	2	2	2	5	4	5	15,002
119	3	1	2	5	4	4	4	3	4	3	5	5	5	4	4	5	5	4	5	7,689
120	3	2	5	3	4	4	4	3	3	2	1	4	3	2	3	2	3	2	3	27,341
121	2	1	4	3	3	3	3	4	3	4	4	4	3	2	2	2	3	3	3	13,534
122	4	2	4	4	3	2	3	3	4	4	1	1	1	3	2	2	3	3	3	16,672
123	2	1	4	4	5	4	5	4	4	3	3	3	3	2	2	2	4	4	5	23,459
124	3	2	4	3	4	4	4	3	3	3	1	2	2	3	3	4	3	3	3	2,625
125	3	1	4	3	3	4	3	3	3	3	2	3	2	4	4	4	3	3	3	7,590
126	2	2	3	2	3	4	3	4	4	4	3	2	2	3	3	4	3	3	3	10,413
127	1	2	2	1	4	4	4	2	2	1	3	3	3	2	2	3	3	3	3	10,329
128	4	2	3	3	4	4	4	1	1	1	2	4	2	3	3	4	3	3	3	16,379
129	2	1	4	3	4	4	4	4	5	4	2	1	1	3	3	4	3	3	3	12,601
130	3	1	3	3	4	4	4	2	2	1	4	4	3	3	3	4	3	3	3	9,674
131	3	1	5	3	4	5	4	3	3	4	2	3	1	3	3	4	5	4	5	15,603
132	3	1	5	3	3	4	3	4	3	3	1	2	1	4	4	5	5	4	5	11,359
133	2	1	4	3	4	4	4	4	3	4	1	2	3	3	3	4	3	3	3	8,158
134	1	2	2	1	4	4	4	4	5	4	1	3	3	3	3	4	3	3	3	12,616
135	3	1	4	3	4	4	4	3	3	4	2	3	3	3	3	4	5	4	5	6,118
136	4	2	4	3	4	4	4	2	2	3	3	4	3	1	1	1	4	2	4	29,884
137	3	2	4	3	4	4	4	3	3	3	5	5	5	4	4	5	5	4	5	4,962
138	4	2	3	3	4	4	4	3	3	4	5	5	5	4	4	5	5	4	5	6,917
139	2	2	4	2	4	4	4	3	3	3	1	3	3	3	3	4	5	4	5	6,955
140	2	2	2	3	4	4	4	2	2	3	2	4	3	3	3	4	5	4	5	10,084
141	4	1	5	4	4	4	4	3	3	3	1	2	2	3	3	4	3	3	3	2,625
142	4	2	5	3	4	4	4	3	3	4	2	2	3	3	3	4	3	3	3	7,275
143	2	1	3	4	4	4	4	1	2	1	1	2	2	3	3	2	3	3	3	15,804
144	3	2	4	4	4	4	4	3	3	4	3	3	3	3	3	4	3	3	3	4,744
145	3	1	4	3	4	4	4	5	5	5	3	3	3	3	3	4	3	3	3	8,686
146	2	2	3	3	4	4	4	4	3	4	3	3	3	3	3	4	3	3	3	5,224
147	4	2	2	3	4	4	4	2	2	3	2	2	1	3	3	4	3	3	3	9,714

148	2	2	2	5	4	4	4	2	2	4	2	2	2	3	3	4	3	3	3	14,038
149	3	2	2	5	4	4	4	3	3	3	2	4	4	3	3	4	3	3	4	13,733
150	3	1	5	3	4	4	4	4	4	4	4	4	3	3	3	4	3	3	4	11,445

 = Terkena outlier