

No. Responden.....

KATA PENGANTAR

Kpd Yth : Responden

Terima kasih atas ketersediaan Bpk/Ibu, saudara dalam meluangkan waktu dan pikiran untuk mengisi kuesioner ini. Saya adalah mahasiswa semester delapan Universitas Katolik Widya Mandala Surabaya jurusan manajemen pemasaran. Pada saat ini saya sedang mengerjakan skripsi dengan judul **Pengaruh Etika Perilaku Penjual Terhadap Loyalitas Pelanggan Melalui Kepuasan dan Kepercayaan Pelanggan Pada Dealer Mobil Nissan Basuki Rahmat Surabaya**. Atas kesediaanya dan waktunya saya ucapkan terimakasih

Identifikasi Responden

Berikan tanda X pada jawaban yang sesuai dengan pilihan anda.

1. Domisili

a. Surabaya

b. Luar Surabaya

2. Jenis kelamin

a. Laki-laki

b. Perempuan

3. Usia

a. 20 > 50 Tahun

b. 50 > 80 Tahun

4. Membeli mobil Nissan di delaeer nissan Basuki Rahmat Surabaya

a. Ya

b. Tidak

***** **BERHENTI** *****

KUESIONER

Jawablah pernyataan berikut dengan memberi tanda X pada kolom alternatif jawaban yang menjadi pilihan anda.

STP =Sangat tidak puas

TP =Tidak puas

N =Netral

P =Puas

SP =Sangat puas

		SP	P	N	TP	STP
Etika Perilaku Penjual (X1)						
X1.1	Salesman Dealer mobil Nissan Basuki Rahmat Surabaya mengutamakan kepentingan pelanggan.	5	4	3	2	1
X1.2	Salesman Dealer mobil Nissan Basuki Rahmat Surabaya menginformasikan secara benar produk yang di tawarkan.	5	4	3	2	1
X1.3	Salesman Dealer mobil Nissan Basuki Rahmat Surabaya menutup penjualan dengan secara adil.	5	4	3	2	1
Kepuasan Pelanggan (Y1)						
Y1.1	Hasil kualitas produk dealer mobil Nissan Basuki Rahmat Surabaya sudah sesuai dengan biaya yang saya keluarkan.	5	4	3	2	1
Y1.2	Kepuasan pasca pelayanan yang di terapkan dealer mobil Nissan Basuki Rahmat Surabaya sudah baik.	5	4	3	2	1
Y1.3	Saya merasa puas terhadap tahapan kerja sales dealer mobil Nissan Basuki Rahmat Surabaya					
Y1.4	Saya merasa pelayanan pelanggan sales dealer mobil Nissan Basuki Rahmat Surabaya sudah baik	5	4	3	2	1

LANJUTAN KUESIONER...

		SP	P	N	TP	STP
Kepercayaan Pelanggan (Y2)						
Y2.1	Saya percaya kejujuran sales dealer mobil Nissan Basuki Rahmat Surabaya dalam bertransaksi sangat baik.	5	4	3	2	1
Y2.2	Saya percaya tanggung jawab sales dealer mobil Nissan Basuki Rahmat Surabaya kepada pembeli sangat baik	5	4	3	2	1
Y2.3	Saya percaya sales dealer mobil Nissan Basuki Rahmat Surabaya memiliki reputasi yang baik	5	4	3	2	1
Loyalitas Pelanggan (Y3)						
Y3.1	Saya setia dengan produk dealer mobil Nissan Basuki Rahmat Surabaya	5	4	3	2	1
Y3.2	Apabila ada image negatif tentang dealer mobil Nissan Basuki Rahmat Surabaya saya tidak akan terpengaruh	5	4	3	2	1
Y3.3	Saya akan merekomendasikan ke teman saya supaya membeli produk dealer mobil Nissan Basuki Rahmat Surabaya	5	4	3	2	1

Lampiran 2

No.	X	X	X	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Res	1.	1.	1.	1.	1.	1.	1.	2.	2.	2.	3.	3.	3.
p.	1	2	3	1	2	3	4	1	2	3	1	2	3
1	4	4	4	4	4	4	4	5	4	4	5	5	5
2	4	4	4	4	4	4	4	4	4	5	5	5	5
3	4	4	5	5	4	4	5	5	5	5	5	5	5
4	5	5	4	5	4	4	5	4	4	4	5	5	5
5	4	4	4	4	4	5	4	4	5	5	5	5	5
6	4	4	4	5	5	5	5	4	4	4	5	5	5
7	4	5	5	5	5	4	5	4	4	4	5	5	5
8	5	5	5	5	4	4	5	4	4	4	5	5	5
9	4	4	5	4	5	5	4	3	4	4	4	4	4
10	4	4	3	4	2	5	4	5	5	4	4	5	4
11	3	4	4	5	5	4	4	3	4	4	4	3	3
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13	5	4	5	4	5	4	4	4	4	4	4	5	5
14	3	4	4	3	2	2	3	2	2	2	3	4	4
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19	4	4	4	4	4	5	4	3	4	3	4	5	4
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98	2	2	2	2	1	3	2	1	2	2	5	3	5
99	5	4	4	4	4	4	4	4	4	3	4	5	4
100	4	4	4	5	5	4	4	4	4	4	5	5	5

Lampiran 3

Data Descriptive Statistic

Statistics

Domisili

N	Valid	104
	Missing	0

Domisili

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Surabaya	72	69.2	69.2	69.2
	Luar surabaya	32	30.8	30.8	100.0
	Total	104	100.0	100.0	

Statistics

Usia

N	Valid	104
	Missing	0

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20>50 tahun	58	55.8	55.8	55.8
	50>80 tahun	46	44.2	44.2	100.0
	Total	104	100.0	100.0	

Statistics

membelimobilnissan

N	Valid	104
	Missing	0

membelimobilnissan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid membeli	104	100.0	100.0	100.0

Statistics

Jeniskelamin

N	Valid	104
	Missing	0

Jeniskelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-laki	87	83.7	83.7	83.7
Perempuan	17	16.3	16.3	100.0
Total	104	100.0	100.0	

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	104	1	5	3.96	.775
X1.2	104	1	5	3.99	.757
X1.3	104	1	5	3.97	.756
Y1.1	104	2	5	3.95	.755
Y1.2	104	1	5	3.70	.964
Y1.3	104	1	5	3.79	.867
Y1.4	104	2	5	3.92	.678
Y2.1	104	1	5	3.59	.981
Y2.2	104	1	5	3.67	1.038
Y2.3	104	1	5	3.67	.980
Y3.1	104	2	5	4.12	.728
Y3.2	104	1	5	4.09	.802
Y3.3	104	2	5	4.13	.720
Valid N (listwise)	104				

LAMPIRAN 4

UJI NORMALITAS

DATE: 06/19/2013

TIME: 16:54

PRELIS 2.70

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file D:\SKRIPSI7\3.GOOD
KUESIONER.PR2:

```
!PRELIS SYNTAX: Can be edited
SY='D:\SKRIPSI7\3.GOOD KUESIONER.PSF'
NS 1 2 3 4 5 6 7 8 9 10 11 12 13
OU MA=CM SM=D:\SKRIPSI7\COVARIANCES.COV XT
```

Total Sample Size = 104

Univariate Summary Statistics for Continuous Variables

Variable	Mean	St. Dev.	T-Value	Skewness	Kurtosis	Minimum Freq.	Maximum Freq.
----------	------	----------	---------	----------	----------	---------------	---------------

19	X1.1	3.962	0.775	52.137	-0.170	0.755	1.586	1	5.247
19	X1.2	3.990	0.757	53.772	-0.108	1.015	1.617	1	5.275
18	X1.3	3.971	0.756	53.548	-0.129	1.044	1.607	1	5.276
21	Y1.1	3.952	0.755	53.359	-0.185	0.030	2.279	6	5.117
15	Y1.2	3.702	0.964	39.154	-0.212	0.202	1.297	3	5.360
14	Y1.3	3.788	0.867	44.584	-0.231	0.541	1.587	3	5.341
14	Y1.4	3.923	0.678	58.985	-0.155	0.953	2.346	6	5.191
13	Y2.1	3.587	0.981	37.266	-0.194	-0.030	1.308	4	5.316
17	Y2.2	3.673	1.038	36.102	-0.201	-0.003	1.233	4	5.370
19	Y2.3	3.673	0.980	38.230	-0.168	-0.334	0.876	1	5.187
28	Y3.1	4.115	0.728	57.635	-0.138	0.040	2.446	6	5.138
30	Y3.2	4.087	0.802	51.975	-0.283	-0.017	1.698	1	5.142
29	Y3.3	4.125	0.720	58.437	-0.187	-0.017	2.427	5	5.109

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	-0.737	0.461	1.492	0.136	2.768	0.251
X1.2	-0.471	0.638	1.819	0.069	3.532	0.171
X1.3	-0.561	0.575	1.853	0.064	3.750	0.153
Y1.1	-0.801	0.423	0.250	0.802	0.704	0.703
Y1.2	-0.916	0.360	0.604	0.546	1.204	0.548
Y1.3	-0.998	0.318	1.184	0.236	2.398	0.302
Y1.4	-0.672	0.502	1.745	0.081	3.496	0.174
Y2.1	-0.838	0.402	0.118	0.906	0.716	0.699

74	71.2	3.812	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
0	0.0	4.178	
0	0.0	4.543	
19	18.3	4.909	<input type="checkbox"/>

X1.3

Frequency Percentage Lower Class Limit

1	1.0	1.607	
0	0.0	1.974	
7	6.7	2.341	<input type="checkbox"/>
4	3.8	2.708	<input type="checkbox"/>
0	0.0	3.075	
0	0.0	3.442	
74	71.2	3.809	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
0	0.0	4.176	
0	0.0	4.543	
18	17.3	4.909	<input type="checkbox"/>

Y1.1

Frequency Percentage Lower Class Limit

6	5.8	2.279	<input type="checkbox"/>
0	0.0	2.563	
14	13.5	2.847	<input type="checkbox"/>
0	0.0	3.130	
0	0.0	3.414	
63	60.6	3.698	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
0	0.0	3.982	
0	0.0	4.266	
0	0.0	4.549	
21	20.2	4.833	<input type="checkbox"/>

Y1.2

Frequency Percentage Lower Class Limit

3	2.9	1.297	<input type="checkbox"/>
0	0.0	1.703	
13	12.5	2.110	<input type="checkbox"/>
11	10.6	2.516	<input type="checkbox"/>
0	0.0	2.922	

	X1.1	X1.2	X1.3	Y1.1	Y1.2	Y1.3
X1.1	0.600					
X1.2	0.427	0.573				
X1.3	0.235	0.292	0.572			
Y1.1	0.191	0.264	0.175	0.570		
Y1.2	0.243	0.279	0.302	0.349	0.930	
Y1.3	0.254	0.252	0.266	0.179	0.489	0.751
Y1.4	0.239	0.294	0.180	0.381	0.329	0.249
Y2.1	0.295	0.294	0.367	0.218	0.324	0.311
Y2.2	0.164	0.177	0.214	0.317	0.321	0.280
Y2.3	0.144	0.198	0.298	0.266	0.324	0.352
Y3.1	0.091	0.169	0.100	0.209	0.260	0.232
Y3.2	0.316	0.268	0.221	0.253	0.216	0.268
Y3.3	0.148	0.129	0.144	0.187	0.191	0.180

Covariance Matrix

	Y1.4	Y2.1	Y2.2	Y2.3	Y3.1	Y3.2
Y1.4	0.460					
Y2.1	0.216	0.963				
Y2.2	0.207	0.680	1.077			
Y2.3	0.246	0.500	0.691	0.960		
Y3.1	0.199	0.258	0.348	0.352	0.530	
Y3.2	0.237	0.283	0.331	0.287	0.245	0.643
Y3.3	0.175	0.218	0.298	0.274	0.366	0.343

Covariance Matrix

	Y3.3
Y3.3	0.518

Means

X1.1	X1.2	X1.3	Y1.1	Y1.2	Y1.3
3.962	3.990	3.971	3.952	3.702	3.788

Means

Y1.4	Y2.1	Y2.2	Y2.3	Y3.1	Y3.2
-----	-----	-----	-----	-----	-----
3.923	3.587	3.673	3.673	4.115	4.087

Means

Y3.3

4.125

Standard Deviations

X1.1	X1.2	X1.3	Y1.1	Y1.2	Y1.3
-----	-----	-----	-----	-----	-----
0.775	0.757	0.756	0.755	0.964	0.867

Standard Deviations

Y1.4	Y2.1	Y2.2	Y2.3	Y3.1	Y3.2
-----	-----	-----	-----	-----	-----
0.678	0.981	1.038	0.980	0.728	0.802

Standard Deviations

Y3.3

0.720

The Problem used 20872 Bytes (= 0.0% of available workspace)

LAMPIRAN 5

UJI KECOCOKAN

DATE: 6/19/2013

TIME: 16:56

L I S R E L 8.70

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file D:\SKRIPSI7\SINTAX SIIP.spl:

PENGARUH ETIKA PERILAKU PENJUAL TERHADAP LOYALITAS
PELANGGAN MELALUI KEPUASAN DAN KEPERCAYAAN
PELANGGAN PADA DEALER MOBIL NISSAN BASUKI RAHMAT
SURABAYA

OBSERVED VARIABLE X1.1 X1.2 X1.3 Y1.1 Y1.2 Y1.3 Y1.4 Y2.1
Y2.2 Y2.3 Y3.1 Y3.2 Y3.3

COVARIANCE MATRIX FROM FILE

D:\SKRIPSI7\COVARIANCES.COV

SAMPLE SIZE 104

LATENT VARIABLES EPP KP KCP LP

RELATIONSHIPS:

X1.1 = 1*EPP

X1.2-X1.3 = EPP

Y1.1 = 1*KP

Y1.2-Y1.4 = KP

Y2.1 = 1*KCP

Y2.2-Y2.3 = KCP

Y3.1 = 1*LP
 Y3.2-Y3.3 = LP
 KP = EPP
 KCP = EPP
 LP = KP KCP EPP
 OPTIONS: SS SC EF RS AD=OFF
 PATH DIAGRAM
 END OF PROGRAM

Sample Size = 104

PENGARUH ETIKA PERILAKU PENJUAL TERHADAP LOYALITAS PELANGGAN MELALUI KEPUASAN D

Covariance Matrix

	Y1.1	Y1.2	Y1.3	Y1.4	Y2.1	Y2.2
Y1.1	0.57					
Y1.2	0.35	0.93				
Y1.3	0.18	0.49	0.75			
Y1.4	0.38	0.33	0.25	0.46		
Y2.1	0.22	0.32	0.31	0.22	0.96	
Y2.2	0.32	0.32	0.28	0.21	0.68	1.08
Y2.3	0.27	0.32	0.35	0.25	0.50	0.69
Y3.1	0.21	0.26	0.23	0.20	0.26	0.35
Y3.2	0.25	0.22	0.27	0.24	0.28	0.33
Y3.3	0.19	0.19	0.18	0.17	0.22	0.30
X1.1	0.19	0.24	0.25	0.24	0.29	0.16
X1.2	0.26	0.28	0.25	0.29	0.29	0.18
X1.3	0.18	0.30	0.27	0.18	0.37	0.21

Covariance Matrix

	Y2.3	Y3.1	Y3.2	Y3.3	X1.1	X1.2
Y2.3	0.96					
Y3.1	0.35	0.53				
Y3.2	0.29	0.24	0.64			
Y3.3	0.27	0.37	0.34	0.52		
X1.1	0.14	0.09	0.32	0.15	0.60	

X1.2	0.20	0.17	0.27	0.13	0.43	0.57
X1.3	0.30	0.10	0.22	0.14	0.23	0.29

Covariance Matrix

	X1.3

X1.3	0.57

PENGARUH ETIKA PERILAKU PENJUAL TERHADAP LOYALITAS PELANGGAN MELALUI KEPUASAN D

Number of Iterations = 12

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$Y1.1 = 1.00 * KP, \text{ Errorvar.} = 0.21, R^2 = 0.63$$

(0.040)
5.29

$$Y1.2 = 0.98 * KP, \text{ Errorvar.} = 0.58, R^2 = 0.37$$

(0.16) (0.088)
6.21 6.59

$$Y1.3 = 0.73 * KP, \text{ Errorvar.} = 0.56, R^2 = 0.26$$

(0.15) (0.081)
5.06 6.84

$$Y1.4 = 1.02 * KP, \text{ Errorvar.} = 0.089, R^2 = 0.81$$

(0.11) (0.029)
9.06 3.07

$$Y2.1 = 1.00 * KCP, \text{ Errorvar.} = 0.43, R^2 = 0.56$$

(0.076)
5.58

$$Y2.2 = 1.25 * KCP, \text{ Errorvar.} = 0.24, R^2 = 0.78$$

(0.16)	(0.078)
7.92	3.08

$$Y2.3 = 1.01 * KCP, \text{ Errorvar.} = 0.41, R^2 = 0.57$$

(0.14)	(0.075)
7.32	5.45

$$Y3.1 = 1.00 * LP, \text{ Errorvar.} = 0.20, R^2 = 0.61$$

(0.041)
4.81

$$Y3.2 = 0.92 * LP, \text{ Errorvar.} = 0.36, R^2 = 0.43$$

(0.15)	(0.059)
6.36	6.15

$$Y3.3 = 1.07 * LP, \text{ Errorvar.} = 0.14, R^2 = 0.72$$

(0.14)	(0.039)
7.71	3.63

$$X1.1 = 1.00 * EPP, \text{ Errorvar.} = 0.23, R^2 = 0.61$$

(0.045)
5.23

$$X1.2 = 1.14 * EPP, \text{ Errorvar.} = 0.099, R^2 = 0.83$$

(0.13)	(0.040)
8.53	2.45

$$X1.3 = 0.71 * EPP, \text{ Errorvar.} = 0.39, R^2 = 0.32$$

(0.12)	(0.058)
5.68	6.69

Structural Equations

$$KP = 0.69 * EPP, \text{ Errorvar.} = 0.18, R^2 = 0.49$$

(0.12) (0.046)
 5.87 4.01

KCP = 0.52*EPP, Errorvar.= 0.44 , R² = 0.18

(0.14) (0.11)
 3.65 4.05

LP = 0.35*KP + 0.35*KCP - 0.00022*EPP, Errorvar.= 0.18 , R² = 0.45

(0.14) (0.094) (0.15) (0.045)
 2.43 3.71 -0.0015 3.86

Reduced Form Equations

KP = 0.69*EPP, Errorvar.= 0.18, R² = 0.49

(0.12)
 5.87

KCP = 0.52*EPP, Errorvar.= 0.44, R² = 0.18

(0.14)
 3.65

LP = 0.42*EPP, Errorvar.= 0.25, R² = 0.21

(0.11)
 3.83

Variances of Independent Variables

EPP

 0.37
 (0.08)
 4.41

Covariance Matrix of Latent Variables

KP KCP LP EPP

KP	0.36			
KCP	0.13	0.54		
LP	0.17	0.23	0.32	
EPP	0.25	0.19	0.15	0.37

Goodness of Fit Statistics

Degrees of Freedom = 60

Minimum Fit Function Chi-Square = 162.88 (P = 0.00)

Normal Theory Weighted Least Squares Chi-Square = 150.16 (P = 0.00)

Estimated Non-centrality Parameter (NCP) = 90.16

90 Percent Confidence Interval for NCP = (57.88 ; 130.13)

Minimum Fit Function Value = 1.58

Population Discrepancy Function Value (F0) = 0.88

90 Percent Confidence Interval for F0 = (0.56 ; 1.26)

Root Mean Square Error of Approximation (RMSEA) = 0.12

90 Percent Confidence Interval for RMSEA = (0.097 ; 0.15)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 2.06

90 Percent Confidence Interval for ECVI = (1.75 ; 2.45)

ECVI for Saturated Model = 1.77

ECVI for Independence Model = 13.34

Chi-Square for Independence Model with 78 Degrees of Freedom = 1348.30

Independence AIC = 1374.30

Model AIC = 212.16

Saturated AIC = 182.00

Independence CAIC = 1421.68

Model CAIC = 325.14

Saturated CAIC = 513.64

Normed Fit Index (NFI) = 0.88

Non-Normed Fit Index (NNFI) = 0.89

Parsimony Normed Fit Index (PNFI) = 0.68

Comparative Fit Index (CFI) = 0.92

Incremental Fit Index (IFI) = 0.92

Relative Fit Index (RFI) = 0.84

Critical N (CN) = 56.89

Root Mean Square Residual (RMR) = 0.088

Standardized RMR = 0.12

Goodness of Fit Index (GFI) = 0.82

Adjusted Goodness of Fit Index (AGFI) = 0.72

Parsimony Goodness of Fit Index (PGFI) = 0.54

PENGARUH ETIKA PERILAKU PENJUAL TERHADAP LOYALITAS PELANGGAN MELALUI KEPUASAN D

Fitted Covariance Matrix

	Y1.1	Y1.2	Y1.3	Y1.4	Y2.1	Y2.2
Y1.1	0.57					
Y1.2	0.35	0.93				
Y1.3	0.26	0.26	0.75			
Y1.4	0.36	0.36	0.27	0.46		
Y2.1	0.13	0.13	0.10	0.13	0.96	
Y2.2	0.16	0.16	0.12	0.17	0.67	1.08
Y2.3	0.13	0.13	0.10	0.14	0.54	0.68
Y3.1	0.17	0.17	0.13	0.17	0.23	0.29
Y3.2	0.16	0.16	0.12	0.16	0.22	0.27
Y3.3	0.18	0.18	0.13	0.19	0.25	0.31
X1.1	0.25	0.25	0.19	0.26	0.19	0.24
X1.2	0.29	0.28	0.21	0.29	0.22	0.27
X1.3	0.18	0.18	0.13	0.18	0.14	0.17

Fitted Covariance Matrix

	Y2.3	Y3.1	Y3.2	Y3.3	X1.1	X1.2
Y2.3	0.96					
Y3.1	0.24	0.52				
Y3.2	0.22	0.29	0.63			
Y3.3	0.25	0.34	0.31	0.50		

X1.1	0.19	0.15	0.14	0.16	0.60	
X1.2	0.22	0.18	0.16	0.19	0.42	0.57
X1.3	0.14	0.11	0.10	0.12	0.26	0.30

Fitted Covariance Matrix

X1.3

X1.3	0.57
------	------

Fitted Residuals

	Y1.1	Y1.2	Y1.3	Y1.4	Y2.1	Y2.2
Y1.1	0.00					
Y1.2	0.00	0.00				
Y1.3	-0.08	0.23	0.00			
Y1.4	0.02	-0.03	-0.02	0.00		
Y2.1	0.09	0.20	0.21	0.08	0.00	
Y2.2	0.15	0.16	0.16	0.04	0.01	0.00
Y2.3	0.13	0.19	0.25	0.11	-0.04	0.01
Y3.1	0.04	0.09	0.11	0.02	0.03	0.06
Y3.2	0.09	0.06	0.15	0.08	0.07	0.06
Y3.3	0.00	0.01	0.05	-0.01	-0.03	-0.01
X1.1	-0.06	0.00	0.07	-0.02	0.10	-0.07
X1.2	-0.02	0.00	0.04	0.00	0.08	-0.09
X1.3	0.00	0.13	0.13	0.00	0.23	0.05

Fitted Residuals

	Y2.3	Y3.1	Y3.2	Y3.3	X1.1	X1.2
Y2.3	0.00					
Y3.1	0.12	0.01				
Y3.2	0.07	-0.05	0.01			
Y3.3	0.02	0.03	0.03	0.02		
X1.1	-0.05	-0.06	0.17	-0.02	0.00	
X1.2	-0.02	-0.01	0.11	-0.06	0.01	0.00
X1.3	0.16	-0.01	0.12	0.03	-0.03	0.00

Fitted Residuals

X1.3

X1.3 0.00

Summary Statistics for Fitted Residuals

Smallest Fitted Residual = -0.09

Median Fitted Residual = 0.02

Largest Fitted Residual = 0.25

Stemleaf Plot

- 0|98766655
- 0|433322222111100000000000000000
0|11111122223333444
0|55666777888999
1|011122333
1|5566679
2|0133
2|5

Standardized Residuals

	Y1.1	Y1.2	Y1.3	Y1.4	Y2.1	Y2.2
Y1.1	--					
Y1.2	-0.15	--				
Y1.3	-3.06	4.43	--			
Y1.4	4.01	-2.49	-1.45	--		
Y2.1	1.43	2.36	2.80	1.62	--	
Y2.2	2.60	1.91	2.04	0.84	0.97	--
Y2.3	2.23	2.35	3.34	2.18	-2.04	1.29
Y3.1	1.16	1.80	2.17	1.01	0.60	1.67
Y3.2	2.26	0.98	2.63	2.24	1.25	1.26
Y3.3	0.15	0.24	0.99	-0.56	-0.80	-0.41
X1.1	-2.21	-0.11	1.48	-0.93	2.08	-1.71
X1.2	-1.18	-0.10	1.02	0.13	1.91	-3.61
X1.3	-0.11	2.27	2.55	-0.10	3.92	0.80

Standardized Residuals

	Y2.3	Y3.1	Y3.2	Y3.3	X1.1	X1.2
Y2.3	--					
Y3.1	2.83	2.82				
Y3.2	1.30	-2.93	2.82			
Y3.3	0.61	3.86	2.64	2.82		
X1.1	-0.99	-1.91	3.97	-0.57	--	
X1.2	-0.53	-0.29	2.83	-3.10	3.17	--
X1.3	2.75	-0.24	2.41	0.67	-1.11	-0.45

Standardized Residuals

	X1.3
X1.3	--

Summary Statistics for Standardized Residuals

Smallest Standardized Residual = -3.61

Median Standardized Residual = 0.97

Largest Standardized Residual = 4.43

Stemleaf Plot

```

- 3|611
- 2|9520
- 1|974210
- 0|986654432211110000000000
  0|12266788
  1|00000223334567899
  2|0122223344466667888888
  3|2399
  4|004

```

Largest Negative Standardized Residuals

Residual for Y1.3 and Y1.1 -3.06

Residual for Y3.2 and Y3.1 -2.93

Residual for X1.2 and Y2.2 -3.61

Residual for X1.2 and Y3.3 -3.10

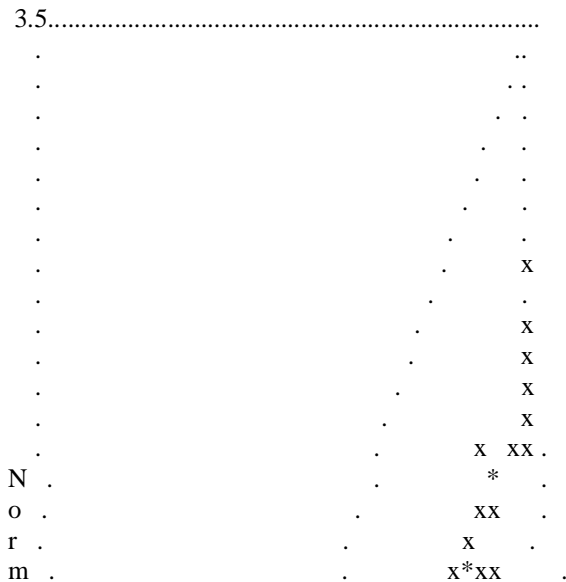
Largest Positive Standardized Residuals

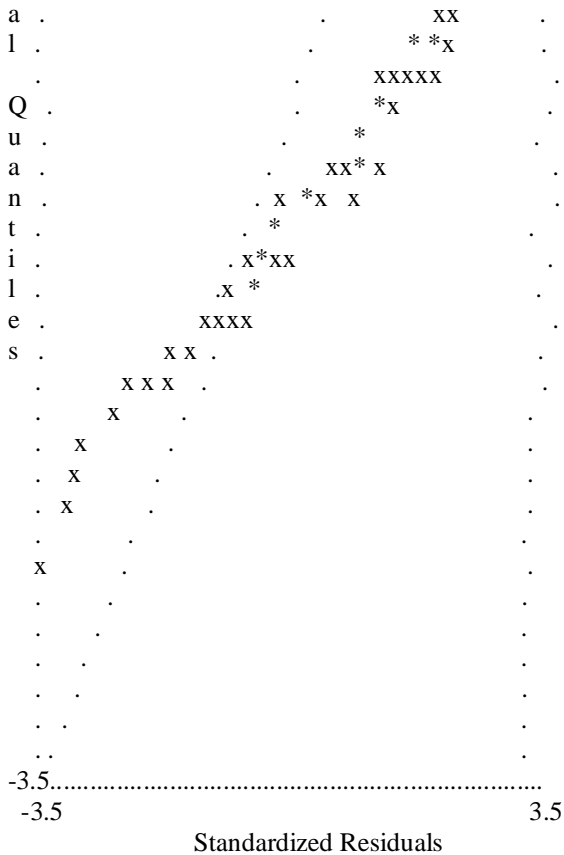
Residual for Y1.3 and Y1.2 4.43

Residual for	Y1.4 and	Y1.1	4.01
Residual for	Y2.1 and	Y1.3	2.80
Residual for	Y2.2 and	Y1.1	2.60
Residual for	Y2.3 and	Y1.3	3.34
Residual for	Y3.1 and	Y2.3	2.83
Residual for	Y3.1 and	Y3.1	2.82
Residual for	Y3.2 and	Y1.3	2.63
Residual for	Y3.2 and	Y3.2	2.82
Residual for	Y3.3 and	Y3.1	3.86
Residual for	Y3.3 and	Y3.2	2.64
Residual for	Y3.3 and	Y3.3	2.82
Residual for	X1.1 and	Y3.2	3.97
Residual for	X1.2 and	Y3.2	2.83
Residual for	X1.2 and	X1.1	3.17
Residual for	X1.3 and	Y2.1	3.92
Residual for	X1.3 and	Y2.3	2.75

PENGARUH ETIKA PERILAKU PENJUAL TERHADAP LOYALITAS PELANGGAN MELALUI KEPUASAN D

Qplot of Standardized Residuals





The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
KP	KCP	8.0	0.24
KP	LP	8.0	0.70
KCP	KP	8.0	0.58
KCP	LP	8.0	1.64

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
KCP	KP	8.0	0.11
Y1.3	Y1.1	9.4	-0.13
Y1.3	Y1.2	19.6	0.27

Y1.4	Y1.1	16.0	0.18
Y2.2	Y1.1	9.8	0.11
Y3.2	Y3.1	15.2	-0.17
X1.1	Y3.1	9.6	-0.08
X1.1	Y3.2	9.1	0.10
X1.2	X1.1	10.0	0.20

PENGARUH ETIKA PERILAKU PENJUAL TERHADAP LOYALITAS PELANGGAN MELALUI KEPUASAN D

Standardized Solution

LAMBDA-Y

	KP	KCP	LP
	-----	-----	-----
Y1.1	0.60	--	--
Y1.2	0.59	--	--
Y1.3	0.44	--	--
Y1.4	0.61	--	--
Y2.1	--	0.73	--
Y2.2	--	0.92	--
Y2.3	--	0.74	--
Y3.1	--	--	0.56
Y3.2	--	--	0.52
Y3.3	--	--	0.60

LAMBDA-X

	EPP

X1.1	0.60
X1.2	0.69
X1.3	0.43

BETA

	KP	KCP	LP
	-----	-----	-----
KP	--	--	--
KCP	--	--	--

LP 0.37 0.45 --

GAMMA

EPP

KP 0.70
KCP 0.43
LP 0.00

Correlation Matrix of ETA and KSI

	KP	KCP	LP	EPP
KP	1.00			
KCP	0.30	1.00		
LP	0.51	0.56	1.00	
EPP	0.70	0.43	0.45	1.00

PSI

Note: This matrix is diagonal.

KP	KCP	LP
0.51	0.82	0.55

Regression Matrix ETA on KSI (Standardized)

EPP

KP 0.70
KCP 0.43
LP 0.45

PENGARUH ETIKA PERILAKU PENJUAL TERHADAP LOYALITAS
PELANGGAN MELALUI KEPUASAN D

Completely Standardized Solution

LAMBDA-Y

	KP	KCP	LP
	-----	-----	-----
Y1.1	0.79	--	--
Y1.2	0.61	--	--
Y1.3	0.51	--	--
Y1.4	0.90	--	--
Y2.1	--	0.75	--
Y2.2	--	0.88	--
Y2.3	--	0.76	--
Y3.1	--	--	0.78
Y3.2	--	--	0.66
Y3.3	--	--	0.85

LAMBDA-X

EPP

X1.1	0.78
X1.2	0.91
X1.3	0.57

BETA

	KP	KCP	LP
	-----	-----	-----
KP	--	--	--
KCP	--	--	--
LP	0.37	0.45	--

GAMMA

EPP

KP	0.70
KCP	0.43
LP	0.00

Correlation Matrix of ETA and KSI

	KP	KCP	LP	EPP
	-----	-----	-----	-----

KP	1.00			
KCP	0.30	1.00		
LP	0.51	0.56	1.00	
EPP	0.70	0.43	0.45	1.00

PSI

Note: This matrix is diagonal.

KP	KCP	LP
-----	-----	-----
0.51	0.82	0.55

THETA-EPS

Y1.1	Y1.2	Y1.3	Y1.4	Y2.1	Y2.2
-----	-----	-----	-----	-----	-----
0.37	0.63	0.74	0.19	0.44	0.22

THETA-EPS

Y2.3	Y3.1	Y3.2	Y3.3
-----	-----	-----	-----
0.43	0.39	0.57	0.28

THETA-DELTA

X1.1	X1.2	X1.3
-----	-----	-----
0.39	0.17	0.68

Regression Matrix ETA on KSI (Standardized)

EPP	

KP	0.70
KCP	0.43
LP	0.45

PENGARUH ETIKA PERILAKU PENJUAL TERHADAP LOYALITAS
PELANGGAN MELALUI KEPUASAN D

Total and Indirect Effects

Total Effects of KSI on ETA

	EPP

KP	0.69 (0.12) 5.87
KCP	0.52 (0.14) 3.65
LP	0.42 (0.11) 3.83

Indirect Effects of KSI on ETA

	EPP

KP	--
KCP	--
LP	0.42 (0.13) 3.24

Total Effects of ETA on ETA

	KP	KCP	LP
	-----	-----	-----
KP	--	--	--
KCP	--	--	--

LP	0.35	0.35	--
	(0.14)	(0.09)	
	2.43	3.71	

Largest Eigenvalue of B*B' (Stability Index) is 0.244

Total Effects of ETA on Y

	KP	KCP	LP
	-----	-----	-----
Y1.1	1.00	--	--
Y1.2	0.98	--	--
	(0.16)		
	6.21		
Y1.3	0.73	--	--
	(0.15)		
	5.06		
Y1.4	1.02	--	--
	(0.11)		
	9.06		
Y2.1	--	1.00	--
Y2.2	--	1.25	--
		(0.16)	
		7.92	
Y2.3	--	1.01	--
		(0.14)	
		7.32	
Y3.1	0.35	0.35	1.00
	(0.14)	(0.09)	
	2.43	3.71	

Y3.2	0.33	0.32	0.92
	(0.14)	(0.09)	(0.15)
	2.38	3.53	6.36

Y3.3	0.37	0.37	1.07
	(0.15)	(0.10)	(0.14)
	2.46	3.80	7.71

Indirect Effects of ETA on Y

	KP	KCP	LP
	-----	-----	-----
Y1.1	--	--	--
Y1.2	--	--	--
Y1.3	--	--	--
Y1.4	--	--	--
Y2.1	--	--	--
Y2.2	--	--	--
Y2.3	--	--	--
Y3.1	0.35	0.35	--
	(0.14)	(0.09)	
	2.43	3.71	
Y3.2	0.33	0.32	--
	(0.14)	(0.09)	
	2.38	3.53	
Y3.3	0.37	0.37	--
	(0.15)	(0.10)	
	2.46	3.80	

Total Effects of KSI on Y

EPP

Y1.1	0.69	
	(0.12)	
	5.87	
Y1.2	0.68	
	(0.14)	
	4.95	
Y1.3	0.51	
	(0.12)	
	4.31	
Y1.4	0.70	
	(0.11)	
	6.41	
Y2.1	0.52	
	(0.14)	
	3.65	
Y2.2	0.65	
	(0.17)	
	3.82	
Y2.3	0.53	
	(0.14)	
	3.66	
Y3.1	0.42	
	(0.11)	
	3.83	
Y3.2	0.39	

(0.11)
3.64

Y3.3 0.45
(0.11)
3.94

PENGARUH ETIKA PERILAKU PENJUAL TERHADAP LOYALITAS PELANGGAN MELALUI KEPUASAN D

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

EPP

KP 0.70
KCP 0.43
LP 0.45

Standardized Indirect Effects of KSI on ETA

EPP

KP --
KCP --
LP 0.45

Standardized Total Effects of ETA on ETA

	KP	KCP	LP
KP	--	--	--
KCP	--	--	--
LP	0.37	0.45	--

Standardized Total Effects of ETA on Y

	KP	KCP	LP
Y1.1	0.60	--	--
Y1.2	0.59	--	--

Y1.3	0.44	--	--
Y1.4	0.61	--	--
Y2.1	--	0.73	--
Y2.2	--	0.92	--
Y2.3	--	0.74	--
Y3.1	0.21	0.25	0.56
Y3.2	0.19	0.24	0.52
Y3.3	0.22	0.27	0.60

Completely Standardized Total Effects of ETA on Y

	KP	KCP	LP
	-----	-----	-----
Y1.1	0.79	--	--
Y1.2	0.61	--	--
Y1.3	0.51	--	--
Y1.4	0.90	--	--
Y2.1	--	0.75	--
Y2.2	--	0.88	--
Y2.3	--	0.76	--
Y3.1	0.29	0.35	0.78
Y3.2	0.25	0.30	0.66
Y3.3	0.32	0.38	0.85

Standardized Indirect Effects of ETA on Y

	KP	KCP	LP
	-----	-----	-----
Y1.1	--	--	--
Y1.2	--	--	--
Y1.3	--	--	--
Y1.4	--	--	--
Y2.1	--	--	--
Y2.2	--	--	--
Y2.3	--	--	--
Y3.1	0.21	0.25	--
Y3.2	0.19	0.24	--
Y3.3	0.22	0.27	--

Completely Standardized Indirect Effects of ETA on Y

	KP	KCP	LP
	-----	-----	-----
Y1.1	--	--	--
Y1.2	--	--	--
Y1.3	--	--	--
Y1.4	--	--	--
Y2.1	--	--	--
Y2.2	--	--	--
Y2.3	--	--	--
Y3.1	0.29	0.35	--
Y3.2	0.25	0.30	--
Y3.3	0.32	0.38	--

Standardized Total Effects of KSI on Y

	EPP

Y1.1	0.42
Y1.2	0.41
Y1.3	0.31
Y1.4	0.42
Y2.1	0.31
Y2.2	0.39
Y2.3	0.32
Y3.1	0.26
Y3.2	0.24
Y3.3	0.27

Completely Standardized Total Effects of KSI on Y

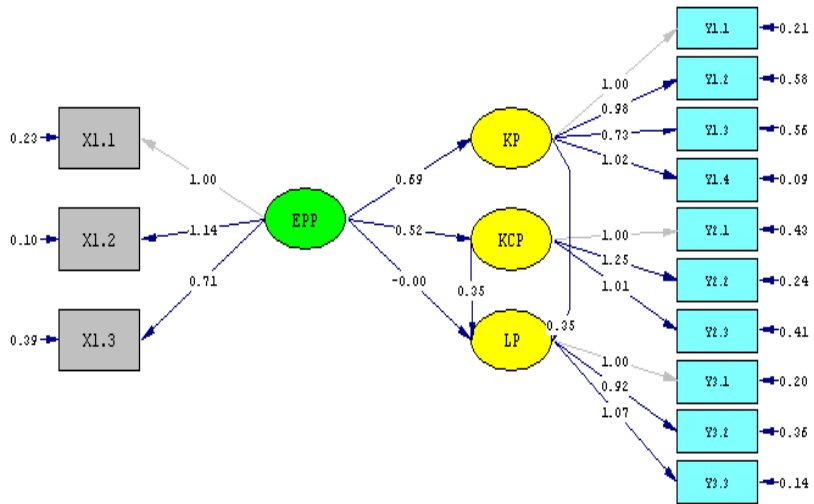
	EPP

Y1.1	0.55
Y1.2	0.43
Y1.3	0.35
Y1.4	0.63
Y2.1	0.32
Y2.2	0.38
Y2.3	0.32
Y3.1	0.36
Y3.2	0.30

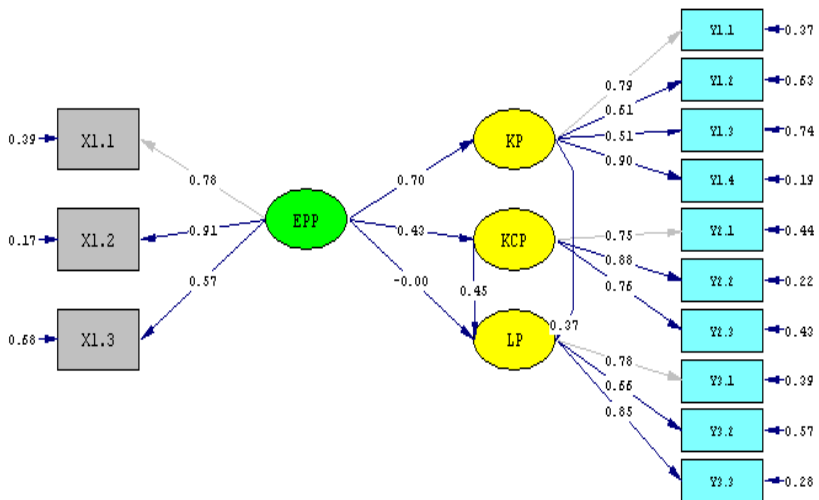
Y3.3 0.38

Time used: 0.094 Seconds

LAMPIRAN 6
GAMBAR SEM
Estimates



Standardized Solution



T-Value

