Lampiran 1 : Kuisioner Penelitian

Dengan Hormat,

Dalam rangka untuk melakukan penelitian pengembangan teori, bersama ini saya mohon bantuan Ibu/Bapak/Sdr bersedia menjadi responden dalam penelitian yang saya lakukan (angket terlampir).

Penelitian ini dilakukan dengan tujuan menganalisis pengaruh *Service Quality*, *Trust* dan *Perceived Value* terhadap *Customer Loyalty* pada Super Indo di Surabaya. Adapun Judul penelitian ini adalah "pengaruh *Service Quality*, *Trust* dan *Perceived Value* terhadap *Customer Loyalty* pada Super Indo di Surabaya".

Demikian surat pengantar ini disampaikan, atas perhatian serta partisipasi yang diberikan, saya ucapkan terima kasih.

Hormat saya,

(Antonia Christa Purwitasari)
Mahasiswa S1 Bisnis Manajemen Universitas Widya Mandala

I. Identifikasi Responden

1. Apakah anda sudah pernah berbelanja di SuperIndo?
   A. Ya   B. Tidak

2. Apakah anda berdomisili di Surabaya?

A. Ya   B. Tidak

3. Jenis Kelamin
    A. Laki-Laki   B. Perempuan

4. Berapakah usia anda saat ini?
    A. < 18 thn   B. ≥ 18 thn

5. Apakah anda berbelanja 3 kali selama 6 bulan terakhir?
    A.Ya   B. Tidak
    Keterangan : Bila 'Ya' lanjutkan untuk mengisi kuisioner dan bila
    'Tidak' untuk tidak melanjutkan mengisi kuisioner.

    Keterangan Alternatif Jawaban
    STS   = Sangat Tidak Setuju
    TS   = Tidak Setuju
    N   = Netral
    S   = Setuju
    SS   = Sangat Setuju

II. Berilah Tanda Silang (X) pada Jawaban yang Anda Pilih

No.	Pernyataan	Alternatif Jawaban				
		STS	TS	N	S	SS
Service Quality (X_1)						
1	Super Indo mampu memberikan pelayanan dengan akurat dan					

	memuaskan.					
2	Staf di Super Indo bersedia untuk membantu konsumen dan memberikan pelayanan dengan tanggap.					
3	Para staf di Super Indo memiliki pengetahuan pada produk yang dijual dalam melayani konsumen.					
4	Staf di Super Indo selalu sopan dalam melayani konsumen.					
5	Para staf di Super Indo memiliki keinginan dalam melakukan hubungan komunikasi yang baik dalam memahami kebutuhan konsumen.					
6	Saya merasa Super Indo memiliki fasilitas yang baik dan memadai.					
7	Seluruh staf di Super Indo selalu berpakaian atau berseragam rapi.					

Perceived Value (X_2)						
1	Saya merasa barang dagangan di Super Indo memiliki kesesuaian harga dan kualitas.					
2	Selama ini Super Indo memiliki reputasi merek yang baik di benak pelanggan.					
3	Berbelanja di Super Indo memiliki manfaat yang sesuai dengan nilai uang yang dibayar.					
Trust (Y_2)						
1	Saya percaya dengan Super Indo.					
2	Saya merasa dapat mengandalkan Super Indo saat ini untuk melayani kebutuhan pelanggan dengan baik.					
3	Saya percaya bahwa Super Indo tidak akan menipu pelanggannya.					
4.	Saya percaya Super Indo sangat bisa diandalkan, terutama berkaitan dengan					

	kepentingan pelanggan.					
Customer Loyalty (Y_2)						
1	Saya mengatakan hal – hal positif tentang Super Indo kepada orang lain.					
2	Saya akan merekomendasikan kepada konsumen lain untuk berbelanja di Super Indo.					
3	Saya akan mendorong teman dan kerabat untuk berbelanja menggunakan Super Indo.					

No	Konsumen Super Indo	Belanja 3x Selama 6Bulan Terakhir	Beralamat Surabaya	Jenis Kelamin	Usia
1	1	1	1	1	2
2	1	1	1	2	2
3	1	1	1	2	2
4	1	1	1	2	2
5	1	1	1	1	2
6	1	1	1	2	2
7	1	1	1	1	2
8	1	1	1	1	2
9	1	1	1	2	2
10	1	1	1	1	2
11	1	1	1	2	2
12	1	1	1	1	2
13	1	1	1	2	2
14	1	1	1	1	2
15	1	1	1	2	2
16	1	1	1	2	2
17	1	1	1	1	2
18	1	1	1	2	2
19	1	1	1	2	2
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31	1	1	1	1	2
32	1	1	1	2	2
33	1	1	1	2	2
34	1	1	1	1	2
35	1	1	1	2	2
36	1	1	1	2	2
37	1	1	1	2	2
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68	1	1	1	2	2
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141	1	1	1	2	2
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143	1	1	1	2	2
144	1	1	1	1	2
145	1	1	1	1	2
146	1	1	1	2	2
147	1	1	1	2	2
148	1	1	1	2	2
149	1	1	1	1	2
150	1	1	1	1	2

Lampiran 2 : Karakteristik Responden

Alamat_Surabaya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ya	150	100.0	100.0	100.0

Konsumen_Super_Indo

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ya	150	100.0	100.0	100.0

Jenis_Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Perempuan	95	63.3	63.3	63.3
	Laki-Laki	55	36.7	36.7	100.0
	Total	150	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>18 tahun	150	100.0	100.0	100.0

Belanja_3x_selama_6Bulan_Terakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ya	150	100.0	100.0	100.0

Lampiran 3 : Standar Deviasi dan Mean

Variabel	Mean	Standar Deviasi
X1.1	3.293	1.127
X1.2	3.353	1.094
X1.3	3.340	1.122
X1.4	3.320	1.025
X1.5	3.440	1.000
X1.6	3.453	1.078
X1.7	3.620	1.041
X2.1	3.807	0.775
X2.2	3.387	0.954
X2.3	3.660	0.968
Y1.1	3.960	0.767
Y1.2	3.740	0.831
Y1.3	3.647	0.868
Y1.4	3.547	0.894
Y2.1	3.233	1.026
Y2.2	3.140	1.159
Y2.3	3.040	1.092

Lampiran 4: Uji Normalitas Univariat dan Multivariat

Test of Univariate Normality for Continuous Variables

	Skewness		Kurtosis		Skewness and Kurtosis	
Variable	Z-Score	P-Value	Z-Score	P-Value	Chi-Square	P-Value
X1.1	-2.007	0.045	-1.400	0.162	5.987	0.050
X1.2	-2.285	0.022	-0.882	0.378	6.001	0.050
X1.3	-2.076	0.038	-1.230	0.219	5.826	0.054
X1.4	-2.237	0.025	0.049	0.961	5.006	0.082
X1.5	-2.215	0.027	0.175	0.861	4.936	0.085
X1.6	-2.152	0.031	-0.931	0.352	5.498	0.064
X1.7	-2.246	0.025	-0.690	0.490	5.519	0.063
X2.1	-1.348	0.178	-0.583	0.560	2.158	0.340
X2.2	-2.111	0.035	0.765	0.444	5.041	0.080
X2.3	-2.396	0.017	0.274	0.784	5.815	0.055
Y1.1	-1.924	0.054	-0.351	0.725	3.827	0.148
Y1.2	-2.027	0.043	1.156	0.248	5.445	0.066
Y1.3	-2.146	0.032	1.184	0.236	6.009	0.050
Y1.4	-0.586	0.558	-1.330	0.183	2.113	0.348
Y2.1	-2.389	0.017	-0.052	0.959	5.709	0.058
Y2.2	-1.282	0.200	-1.638	0.102	4.325	0.115
Y2.3	-1.673	0.094	-1.530	0.126	5.139	0.077

Relative Multivariate Kurtosis = 0.998

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
------	-------	-------	-------	-------	-------	----------	-------
42.870	2.271	0.023	322.260	0.872	0.383	5.918	0.052

Lampiran 5 : Uji Kecocokan Statistik

Goodness of Fit Statistics

Degrees of Freedom = 114

Minimum Fit Function Chi-Square = 116.94 (P = 0.41)

Normal Theory Weighted Least Squares Chi-Square = 114.73 (P = 0.46)

Estimated Non-centrality Parameter (NCP) = 0.73

90 Percent Confidence Interval for NCP = (0.0 ; 30.04)

Minimum Fit Function Value = 0.78

Population Discrepancy Function Value (F0) = 0.0049

90 Percent Confidence Interval for F0 = (0.0 ; 0.20)

Root Mean Square Error of Approximation (RMSEA) = 0.0066

90 Percent Confidence Interval for RMSEA = (0.0 ; 0.042)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.99

Expected Cross-Validation Index (ECVI) = 1.29

90 Percent Confidence Interval for ECVI = (1.29 ; 1.49)

ECVI for Saturated Model = 2.05

ECVI for Independence Model = 7.61

Chi-Square for Independence Model with 136 Degrees of Freedom =
1099.79

Independence AIC = 1133.79

Model AIC = 192.73

Saturated AIC = 306.00

Independence CAIC = 1201.97

Model CAIC = 349.15

Saturated CAIC = 919.63

Normed Fit Index (NFI) = 0.89

Non-Normed Fit Index (NNFI) = 1.00

Parsimony Normed Fit Index (PNFI) = 0.75

Comparative Fit Index (CFI) = 1.00

Incremental Fit Index (IFI) = 1.00

Relative Fit Index (RFI) = 0.87

Critical N (CN) = 194.72

Root Mean Square Residual (RMR) = 0.058

Standardized RMR = 0.061

Goodness of Fit Index (GFI) = 0.92

Adjusted Goodness of Fit Index (AGFI) = 0.89

Parsimony Goodness of Fit Index (PGFI) = 0.68

Lampiran 6 : Total dan Effect Tidak Langsung

Total Effects of ETA on ETA

	PV	TR	CL
PV	- -	- -	- -
TR	0.31	- -	- -
	(0.11)		
	2.96		
CL	0.11	0.70	- -
	(0.18)	(0.27)	
	0.59	2.56	

Indirect Effects of ETA on ETA

	PV	TR	CL
PV	- -	- -	- -
TR	- -	- -	- -
CL	0.22	- -	- -
	(0.11)		
	2.09		

Lampiran 7 : Diagram Path
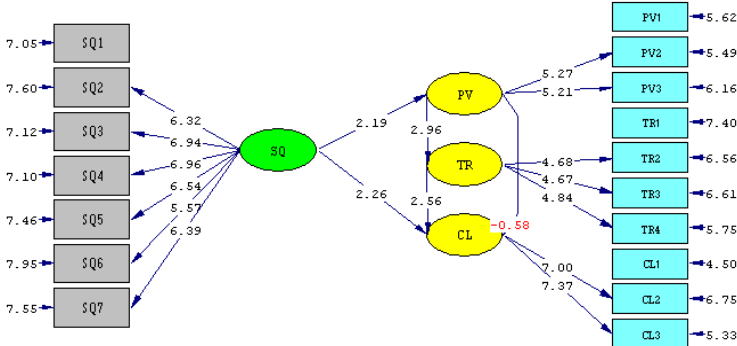
Estimate
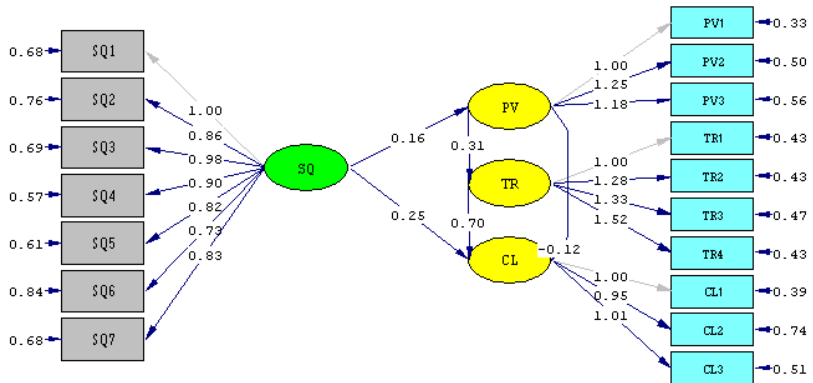
Chi-Square=114.73, df=114, P-value=0.46307, RMSEA=0.007

Standardize Solution
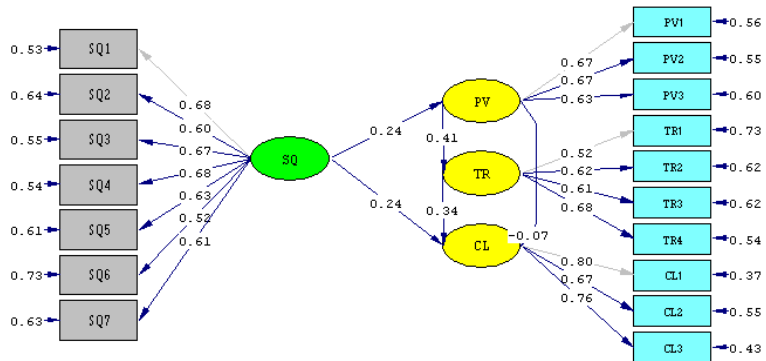
Chi-Square=114.73, df=114, P-value=0.46307, RMSEA=0.007

T-Value

Chi-Square=114.73, df=114, P-value=0.46307, RMSEA=0.007

Lampiran 8 : Syntax dan Output Data

Syntax

CUSTOMER LOYALTY

OBSERVED VARIABLES SQ1 SQ2 SQ3 SQ4 SQ5 SQ6 SQ7 PV1 PV2

PV3 TR1 TR2 TR3 TR4 CL1 CL2 CL3

COVARIANCE MATRIX FROM FILE D:\CISTA\LAST13.COV

LATENT VARIABLES SQ PV TR CL

SAMPLE SIZE 150

RELATIONSHIPS:

SQ1=1*SQ

SQ2-SQ7=SQ

PV1=1*PV

PV2-PV3=PV

TR1=1*TR

TR2-TR4=TR

CL1=1*CL

CL2-CL3=CL

CL=SQ

TR=PV

CL=TR

PV=SQ

CL=PV

CL=PV TR

OPTIONS:SS SC EF RS

PATH DIAGRAM

END OF PROGRAM

<u>Output Data</u>

DATE: 04/11/2014

TIME: 15:09

P R E L I S 2.70

BY

Karl G. Jöreskog & Dag Sörbom

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Universal Copyright Convention.

Website: www.ssicentral.com

The following lines were read from file D:\CISTA\LAST13.PR2:

!PRELIS SYNTAX: Can be edited

SY='D:\CISTA\LAST13.PSF'

OU MA=CM SM=D:\CISTA\LAST13.COV 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	3.293	1.127	35.804	-0.401	-0.467	1.000	13	5.000	20
X1.2	3.353	1.094	37.547	-0.460	-0.336	1.000	11	5.000	20
X1.3	3.340	1.122	36.450	-0.415	-0.426	1.000	12	5.000	22
X1.4	3.320	1.025	39.657	-0.450	-0.043	1.000	10	5.000	16
X1.5	3.440	1.000	42.137	-0.445	0.004	1.000	7	5.000	20
X1.6	3.453	1.078	39.232	-0.432	-0.349	1.000	8	5.000	25
X1.7	3.620	1.041	42.607	-0.452	-0.282	1.000	5	5.000	33
X2.1	3.807	0.775	60.191	-0.264	-0.251	2.000	7	5.000	26
X2.2	3.387	0.954	43.483	-0.423	0.251	1.000	7	5.000	16
X2.3	3.660	0.968	46.300	-0.485	0.042	1.000	4	5.000	30
Y1.1	3.960	0.767	63.195	-0.383	-0.180	2.000	5	5.000	36

Y1.2	3.740	0.831	55.130	-0.405	0.444	1.000	2	5.000	26
Y1.3	3.647	0.868	51.451	-0.430	0.459	1.000	3	5.000	23
Y1.4	3.547	0.894	48.570	-0.114	-0.450	1.000	1	5.000	22
Y2.1	3.233	1.026	38.598	-0.483	-0.079	1.000	12	5.000	12
Y2.2	3.140	1.159	33.189	-0.251	-0.521	1.000	18	5.000	19
Y2.3	3.040	1.092	34.088	-0.331	-0.497	1.000	18	5.000	10

Test of Univariate Normality for Continuous Variables

	Skewness		Kurtosis		Skewness and Kurtosis	
Variable	Z-Score	P-Value	Z-Score	P-Value	Chi-Square	P-Value
X1.1	-2.007	0.045	-1.400	0.162	5.987	0.050
X1.2	-2.285	0.022	-0.882	0.378	6.001	0.050
X1.3	-2.076	0.038	-1.230	0.219	5.826	0.054
X1.4	-2.237	0.025	0.049	0.961	5.006	0.082
X1.5	-2.215	0.027	0.175	0.861	4.936	0.085
X1.6	-2.152	0.031	-0.931	0.352	5.498	0.064
X1.7	-2.246	0.025	-0.690	0.490	5.519	0.063
X2.1	-1.348	0.178	-0.583	0.560	2.158	0.340
X2.2	-2.111	0.035	0.765	0.444	5.041	0.080

X2.3	-2.396	0.017	0.274	0.784	5.815	0.055
Y1.1	-1.924	0.054	-0.351	0.725	3.827	0.148
Y1.2	-2.027	0.043	1.156	0.248	5.445	0.066
Y1.3	-2.146	0.032	1.184	0.236	6.009	0.050
Y1.4	-0.586	0.558	-1.330	0.183	2.113	0.348
Y2.1	-2.389	0.017	-0.052	0.959	5.709	0.058
Y2.2	-1.282	0.200	-1.638	0.102	4.325	0.115
Y2.3	-1.673	0.094	-1.530	0.126	5.139	0.077

Relative Multivariate Kurtosis = 0.998

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
------	-------	-------	-------	-------	-------	----------	-------
42.870	2.271	0.023	322.260	0.872	0.383	5.918	0.052

Histograms for Continuous Variables

X1.1

Frequency	Percentage	Lower Class Limit
13	8.7	1.000
0	0.0	1.400
20	13.3	1.800
0	0.0	2.200
47	31.3	2.600

Frequency	Percentage	Lower Class Limit
0	0.0	3.000
0	0.0	3.400
50	33.3	3.800
0	0.0	4.200
20	13.3	4.600

X1.2

Frequency	Percentage	Lower Class Limit
11	7.3	1.000
0	0.0	1.400
19	12.7	1.800
0	0.0	2.200
46	30.7	2.600
0	0.0	3.000
0	0.0	3.400
54	36.0	3.800
0	0.0	4.200
20	13.3	4.600

X1.3

Frequency	Percentage	Lower Class Limit
12	8.0	1.000
0	0.0	1.400
19	12.7	1.800
0	0.0	2.200
47	31.3	2.600
0	0.0	3.000
0	0.0	3.400

Frequency	Percentage	Lower Class Limit
50	33.3	3.800
0	0.0	4.200
22	14.7	4.600

X1.4

Frequency	Percentage	Lower Class Limit
10	6.7	1.000
0	0.0	1.400
16	10.7	1.800
0	0.0	2.200
56	37.3	2.600
0	0.0	3.000
0	0.0	3.400
52	34.7	3.800
0	0.0	4.200
16	10.7	4.600

X1.5

Frequency	Percentage	Lower Class Limit
7	4.7	1.000
0	0.0	1.400
15	10.0	1.800
0	0.0	2.200
0	0.0	2.600
53	35.3	3.000
0	0.0	3.400
55	36.7	3.800
0	0.0	4.200

Frequency	Percentage	Lower Class Limit
20	13.3	4.600

X1.6

Frequency	Percentage	Lower Class Limit
8	5.3	1.000
0	0.0	1.400
19	12.7	1.800
0	0.0	2.200
0	0.0	2.600
45	30.0	3.000
0	0.0	3.400
53	35.3	3.800
0	0.0	4.200
25	16.7	4.600

X1.7

Frequency	Percentage	Lower Class Limit
5	3.3	1.000
0	0.0	1.400
15	10.0	1.800
0	0.0	2.200
45	30.0	2.600
0	0.0	3.000
0	0.0	3.400
52	34.7	3.800
0	0.0	4.200
33	22.0	4.600

X2.1

Frequency	Percentage	Lower Class Limit
7	4.7	2.000
0	0.0	2.300
0	0.0	2.600
41	27.3	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
26	17.3	4.700

X2.2

Frequency	Percentage	Lower Class Limit
7	4.7	1.000
0	0.0	1.400
13	8.7	1.800
0	0.0	2.200
0	0.0	2.600
61	40.7	3.000
0	0.0	3.400
53	35.3	3.800
0	0.0	4.200
16	10.7	4.600

X2.3

Frequency Percentage Lower Class Limit

Frequency	Percentage	Lower Class Limit
4	2.7	1.000
0	0.0	1.400
11	7.3	1.800
0	0.0	2.200
0	0.0	2.600
47	31.3	3.000
0	0.0	3.400
58	38.7	3.800
0	0.0	4.200
30	20.0	4.600

Y1.1

Frequency	Percentage	Lower Class Limit
5	3.3	2.000
0	0.0	2.300
0	0.0	2.600
32	21.3	2.900
0	0.0	3.200
0	0.0	3.500
77	51.3	3.800
0	0.0	4.100
0	0.0	4.400
36	24.0	4.700

Y1.2

Frequency	Percentage	Lower Class Limit
2	1.3	1.000
0	0.0	1.400

Frequency	Percentage	Lower Class Limit
5	3.3	1.800
0	0.0	2.200
49	32.7	2.600
0	0.0	3.000
0	0.0	3.400
68	45.3	3.800
0	0.0	4.200
26	17.3	4.600

Y1.3

Frequency	Percentage	Lower Class Limit
3	2.0	1.000
0	0.0	1.400
7	4.7	1.800
0	0.0	2.200
0	0.0	2.600
53	35.3	3.000
0	0.0	3.400
64	42.7	3.800
0	0.0	4.200
23	15.3	4.600

Y1.4

Frequency	Percentage	Lower Class Limit
1	0.7	1.000
0	0.0	1.400
16	10.7	1.800
0	0.0	2.200

Frequency	Percentage	Lower Class Limit
55	36.7	2.600
0	0.0	3.000
0	0.0	3.400
56	37.3	3.800
0	0.0	4.200
22	14.7	4.600

Y2.1

Frequency	Percentage	Lower Class Limit
12	8.0	1.000
0	0.0	1.400
17	11.3	1.800
0	0.0	2.200
57	38.0	2.600
0	0.0	3.000
0	0.0	3.400
52	34.7	3.800
0	0.0	4.200
12	8.0	4.600

Y2.2

Frequency	Percentage	Lower Class Limit
18	12.0	1.000
0	0.0	1.400
18	12.0	1.800
0	0.0	2.200
0	0.0	2.600
58	38.7	3.000

0	0.0	3.400
37	24.7	3.800
0	0.0	4.200
19	12.7	4.600

Y2.3

Frequency	Percentage	Lower Class Limit
18	12.0	1.000
0	0.0	1.400
22	14.7	1.800
0	0.0	2.200
56	37.3	2.600
0	0.0	3.000
0	0.0	3.400
44	29.3	3.800
0	0.0	4.200
10	6.7	4.600

Covariance Matrix

	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6
X1.1	1.269					
X1.2	0.500	1.196				
X1.3	0.584	0.537	1.259			
X1.4	0.550	0.403	0.508	1.051		

X1.5	0.474	0.441	0.487	0.482	1.000	
X1.6	0.363	0.369	0.429	0.364	0.383	1.162
X1.7	0.548	0.437	0.452	0.418	0.336	0.428
X2.1	0.003	-0.025	0.059	0.096	-0.035	0.028
X2.2	0.154	0.064	0.210	0.211	0.037	0.058
X2.3	0.228	0.054	0.137	0.351	0.117	0.108
Y1.1	0.032	0.048	0.054	0.046	-0.090	0.038
Y1.2	-0.004	0.039	0.089	0.084	0.048	-0.123
Y1.3	0.044	0.038	0.114	0.214	0.069	0.027
Y1.4	-0.027	0.094	0.115	0.066	0.067	-0.041
Y2.1	0.119	0.185	0.121	0.153	0.058	0.256
Y2.2	0.032	0.259	0.167	0.223	0.012	0.191
Y2.3	0.102	0.154	0.141	0.209	0.016	0.190

Covariance Matrix

	X1.7	X2.1	X2.2	X2.3	Y1.1	Y1.2
X1.7	1.083					
X2.1	-0.067	0.600				
X2.2	0.141	0.337	0.910			
X2.3	0.105	0.303	0.401	0.937		
Y1.1	0.079	0.133	0.116	0.047	0.589	
Y1.2	0.008	0.164	0.101	0.106	0.177	0.690
Y1.3	0.019	0.173	0.138	0.235	0.234	0.257
Y1.4	-0.046	0.153	0.049	0.046	0.243	0.331
Y2.1	0.170	0.066	0.090	0.033	0.123	0.202
Y2.2	0.168	0.094	0.073	-0.019	0.106	0.164

Y2.3   0.170   0.055   0.099   -0.013   0.122   0.151

Covariance Matrix

         Y1.3   Y1.4   Y2.1   Y2.2   Y2.3

      -------- -------- -------- -------- --------
  Y1.3   0.754
  Y1.4   0.322   0.800
  Y2.1   0.103   0.180   1.053
  Y2.2   0.057   0.225   0.625   1.343
  Y2.3   0.061   0.179   0.675   0.645   1.193

 Means

         X1.1   X1.2   X1.3   X1.4   X1.5   X1.6

      -------- -------- -------- -------- -------- --------
        3.293   3.353   3.340   3.320   3.440   3.453

 Means

         X1.7   X2.1   X2.2   X2.3   Y1.1   Y1.2

      -------- -------- -------- -------- -------- --------
        3.620   3.807   3.387   3.660   3.960   3.740

 Means

         Y1.3   Y1.4   Y2.1   Y2.2   Y2.3

      -------- -------- -------- -------- --------

3.647   3.547   3.233   3.140   3.040

Standard Deviations

X1.1	X1.2	X1.3	X1.4	X1.5	X1.6
1.127	1.094	1.122	1.025	1.000	1.078

Standard Deviations

X1.7	X2.1	X2.2	X2.3	Y1.1	Y1.2
1.041	0.775	0.954	0.968	0.767	0.831

Standard Deviations

Y1.3	Y1.4	Y2.1	Y2.2	Y2.3
0.868	0.894	1.026	1.159	1.092

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

DATE: 4/11/2014

TIME: 15:09

L I S R E L 8.70

BY

Karl G. Jöreskog & Dag Sörbom

The following lines were read from file D:\CISTA\LAST1_1.spl:

CUSTOMER LOYALTY

OBSERVED VARIABLES SQ1 SQ2 SQ3 SQ4 SQ5 SQ6 SQ7 PV1 PV2

PV3 TR1 TR2 TR3 TR4 CL1 CL2 CL3

COVARIANCE MATRIX FROM FILE D:\CISTA\LAST13.COV

LATENT VARIABLES SQ PV TR CL

SAMPLE SIZE 150

RELATIONSHIPS:

SQ1=1*SQ

SQ2-SQ7=SQ

PV1=1*PV

PV2-PV3=PV

TR1=1*TR

TR2-TR4=TR

CL1=1*CL

CL2-CL3=CL

CL=SQ

TR=PV

CL=TR

PV=SQ

CL=PV

CL=PV TR

OPTIONS:SS SC EF RS

PATH DIAGRAM

END OF PROGRAM

Sample Size =   150

CUSTOMER LOYALTY

    Covariance Matrix

	PV1	PV2	PV3	TR1	TR2	TR3

	--------	--------	--------	--------	--------	--------
PV1	0.60					
PV2	0.34	0.91				
PV3	0.30	0.40	0.94			
TR1	0.13	0.12	0.05	0.59		
TR2	0.16	0.10	0.11	0.18	0.69	
TR3	0.17	0.14	0.23	0.23	0.26	0.75
TR4	0.15	0.05	0.05	0.24	0.33	0.32
CL1	0.07	0.09	0.03	0.12	0.20	0.10
CL2	0.09	0.07	-0.02	0.11	0.16	0.06
CL3	0.05	0.10	-0.01	0.12	0.15	0.06
SQ1	0.00	0.15	0.23	0.03	0.00	0.04
SQ2	-0.03	0.06	0.05	0.05	0.04	0.04
SQ3	0.06	0.21	0.14	0.05	0.09	0.11
SQ4	0.10	0.21	0.35	0.05	0.08	0.21
SQ5	-0.04	0.04	0.12	-0.09	0.05	0.07
SQ6	0.03	0.06	0.11	0.04	-0.12	0.03
SQ7	-0.07	0.14	0.10	0.08	0.01	0.02

Covariance Matrix

	TR4	CL1	CL2	CL3	SQ1	SQ2
TR4	0.80					
CL1	0.18	1.05				
CL2	0.22	0.62	1.34			
CL3	0.18	0.68	0.65	1.19		
SQ1	-0.03	0.12	0.03	0.10	1.27	

	SQ2					
SQ2	0.09	0.19	0.26	0.15	0.50	1.20
SQ3	0.11	0.12	0.17	0.14	0.58	0.54
SQ4	0.07	0.15	0.22	0.21	0.55	0.40
SQ5	0.07	0.06	0.01	0.02	0.47	0.44
SQ6	-0.04	0.26	0.19	0.19	0.36	0.37
SQ7	-0.05	0.17	0.17	0.17	0.55	0.44

Covariance Matrix

	SQ3	SQ4	SQ5	SQ6	SQ7
	--------	--------	--------	--------	--------
SQ3	1.26				
SQ4	0.51	1.05			
SQ5	0.49	0.48	1.00		
SQ6	0.43	0.36	0.38	1.16	
SQ7	0.45	0.42	0.34	0.43	1.08

CUSTOMER LOYALTY

Number of Iterations = 14

LISREL Estimates (Maximum Likelihood)

Measurement Equations

PV1 = 1.00*PV, Errorvar.= 0.33 , R² = 0.44

(0.059)

5.62

PV2 = 1.25*PV, Errorvar.= 0.50 , R² = 0.45

(0.24)　　　　(0.090)

5.27　　　　5.49

PV3 = 1.18*PV, Errorvar.= 0.56 , R² = 0.40

(0.23)　　　　(0.092)

5.21　　　　6.16

TR1 = 1.00*TR, Errorvar.= 0.43 , R² = 0.27

(0.058)

7.40

TR2 = 1.28*TR, Errorvar.= 0.43 , R² = 0.38

(0.27)　　　　(0.065)

4.68　　　　6.56

TR3 = 1.33*TR, Errorvar.= 0.47 , R² = 0.38

(0.29)　　　　(0.071)

4.67　　　　6.61

TR4 = 1.52*TR, Errorvar.= 0.43 , R² = 0.46

(0.31)   (0.075)

4.84   5.75

CL1 = 1.00*CL, Errorvar.= 0.39 , R² = 0.63

(0.086)

4.50

CL2 = 0.95*CL, Errorvar.= 0.74 , R² = 0.45

(0.14)   (0.11)

7.00   6.75

CL3 = 1.01*CL, Errorvar.= 0.51 , R² = 0.57

(0.14)   (0.096)

7.37   5.33

SQ1 = 1.00*SQ, Errorvar.= 0.68 , R² = 0.47

(0.096)

7.05

SQ2 = 0.86*SQ, Errorvar.= 0.76 , R² = 0.36

(0.14)   (0.10)

6.32   7.60

SQ3 = 0.98*SQ, Errorvar.= 0.69 , R² = 0.45

(0.14)   (0.096)

6.94   7.12

SQ4 = 0.90*SQ, Errorvar.= 0.57 , R² = 0.46
   (0.13)   (0.080)
    6.96   7.10

SQ5 = 0.82*SQ, Errorvar.= 0.61 , R² = 0.39
   (0.12)   (0.081)
    6.54   7.46

SQ6 = 0.73*SQ, Errorvar.= 0.84 , R² = 0.27
   (0.13)   (0.11)
    5.57   7.95

SQ7 = 0.83*SQ, Errorvar.= 0.68 , R² = 0.37
   (0.13)   (0.090)
    6.39   7.55

Structural Equations

PV = 0.16*SQ, Errorvar.= 0.25 , R² = 0.059
   (0.074)   (0.070)
    2.19   3.60

TR = 0.31*PV, Errorvar.= 0.13 , R² = 0.16

(0.11)   (0.048)
2.96   2.81

CL = - 0.12*PV + 0.70*TR + 0.25*SQ, Errorvar.= 0.55 , R² = 0.17
   (0.20)   (0.27)   (0.11)   (0.12)
   -0.58   2.56   2.26   4.64

Reduced Form Equations

PV = 0.16*SQ, Errorvar.= 0.25, R² = 0.059
  (0.074)
   2.19

TR = 0.051*SQ, Errorvar.= 0.16, R² = 0.0097
  (0.028)
   1.85

CL = 0.27*SQ, Errorvar.= 0.62, R² = 0.064
  (0.11)
   2.50

Variances of Independent Variables

      SQ

0.59

(0.14)

4.35

Covariance Matrix of Latent Variables

	PV	TR	CL	SQ
PV	0.27			
TR	0.08	0.16		
CL	0.05	0.11	0.66	
SQ	0.10	0.03	0.16	0.59

Goodness of Fit Statistics

Degrees of Freedom = 114

Minimum Fit Function Chi-Square = 116.94 (P = 0.41)

Normal Theory Weighted Least Squares Chi-Square = 114.73 (P = 0.46)

Estimated Non-centrality Parameter (NCP) = 0.73

90 Percent Confidence Interval for NCP = (0.0 ; 30.04)

Minimum Fit Function Value = 0.78

Population Discrepancy Function Value (F0) = 0.0049

90 Percent Confidence Interval for F0 = (0.0 ; 0.20)

Root Mean Square Error of Approximation (RMSEA) = 0.0066

90 Percent Confidence Interval for RMSEA = (0.0 ; 0.042)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.99

Expected Cross-Validation Index (ECVI) = 1.29

90 Percent Confidence Interval for ECVI = (1.29 ; 1.49)

ECVI for Saturated Model = 2.05

ECVI for Independence Model = 7.61

Chi-Square for Independence Model with 136 Degrees of Freedom = 1099.79

Independence AIC = 1133.79

Model AIC = 192.73

Saturated AIC = 306.00

Independence CAIC = 1201.97

Model CAIC = 349.15

Saturated CAIC = 919.63

Normed Fit Index (NFI) = 0.89

Non-Normed Fit Index (NNFI) = 1.00

Parsimony Normed Fit Index (PNFI) = 0.75

Comparative Fit Index (CFI) = 1.00

Incremental Fit Index (IFI) = 1.00

Relative Fit Index (RFI) = 0.87

Critical N (CN) = 194.72

Root Mean Square Residual (RMR) = 0.058

Standardized RMR = 0.061

Goodness of Fit Index (GFI) = 0.92

Adjusted Goodness of Fit Index (AGFI) = 0.89

Parsimony Goodness of Fit Index (PGFI) = 0.68

CUSTOMER LOYALTY

Fitted Covariance Matrix

	PV1	PV2	PV3	TR1	TR2	TR3
PV1	0.60					
PV2	0.33	0.91				
PV3	0.32	0.39	0.94			

TR1	0.08	0.10	0.10	0.59		
TR2	0.11	0.13	0.13	0.21	0.69	
TR3	0.11	0.14	0.13	0.21	0.27	0.75
TR4	0.13	0.16	0.15	0.24	0.31	0.32
CL1	0.05	0.07	0.06	0.11	0.14	0.15
CL2	0.05	0.06	0.06	0.10	0.13	0.14
CL3	0.05	0.07	0.06	0.11	0.14	0.15
SQ1	0.10	0.12	0.11	0.03	0.04	0.04
SQ2	0.08	0.10	0.10	0.03	0.03	0.03
SQ3	0.09	0.12	0.11	0.03	0.04	0.04
SQ4	0.09	0.11	0.10	0.03	0.04	0.04
SQ5	0.08	0.10	0.09	0.02	0.03	0.03
SQ6	0.07	0.09	0.08	0.02	0.03	0.03
SQ7	0.08	0.10	0.09	0.03	0.03	0.03

Fitted Covariance Matrix

	TR4	CL1	CL2	CL3	SQ1	SQ2
	--------	--------	--------	--------	--------	--------
TR4	0.80					
CL1	0.17	1.05				
CL2	0.16	0.63	1.34			
CL3	0.17	0.67	0.64	1.19		
SQ1	0.05	0.16	0.15	0.16	1.27	
SQ2	0.04	0.14	0.13	0.14	0.51	1.20
SQ3	0.05	0.16	0.15	0.16	0.58	0.50
SQ4	0.04	0.14	0.14	0.14	0.53	0.46
SQ5	0.04	0.13	0.12	0.13	0.48	0.41

	SQ6	SQ7				
SQ6	0.03	0.12	0.11	0.12	0.43	0.37
SQ7	0.04	0.13	0.12	0.13	0.49	0.42

Fitted Covariance Matrix

	SQ3	SQ4	SQ5	SQ6	SQ7
	--------	--------	--------	--------	--------
SQ3	1.26				
SQ4	0.52	1.05			
SQ5	0.48	0.44	1.00		
SQ6	0.43	0.39	0.35	1.16	
SQ7	0.48	0.44	0.40	0.36	1.08

Fitted Residuals

	PV1	PV2	PV3	TR1	TR2	TR3
	--------	--------	--------	--------	--------	--------
PV1	0.00					
PV2	0.01	0.00				
PV3	-0.01	0.01	0.00			
TR1	0.05	0.01	-0.05	0.00		
TR2	0.06	-0.03	-0.02	-0.03	0.00	
TR3	0.06	0.00	0.10	0.02	-0.02	0.00
TR4	0.03	-0.11	-0.10	0.00	0.02	0.00
CL1	0.01	0.03	-0.03	0.01	0.06	-0.04
CL2	0.04	0.01	-0.08	0.00	0.03	-0.08
CL3	0.00	0.03	-0.08	0.01	0.01	-0.09
SQ1	-0.09	0.03	0.11	0.00	-0.04	0.00

SQ2	-0.11	-0.04	-0.04	0.02	0.01	0.00
SQ3	-0.04	0.09	0.02	0.02	0.05	0.07
SQ4	0.01	0.10	0.25	0.02	0.05	0.18
SQ5	-0.11	-0.06	0.02	-0.11	0.02	0.04
SQ6	-0.04	-0.03	0.02	0.02	-0.15	0.00
SQ7	-0.15	0.04	0.01	0.05	-0.02	-0.01

Fitted Residuals

	TR4	CL1	CL2	CL3	SQ1	SQ2
	--------	--------	--------	--------	--------	--------
TR4	0.00					
CL1	0.01	0.00				
CL2	0.07	-0.01	0.00			
CL3	0.01	0.00	0.01	0.00		
SQ1	-0.07	-0.04	-0.12	-0.06	0.00	
SQ2	0.05	0.05	0.13	0.02	-0.01	0.00
SQ3	0.07	-0.03	0.02	-0.02	0.00	0.04
SQ4	0.02	0.01	0.09	0.06	0.02	-0.05
SQ5	0.03	-0.07	-0.11	-0.11	-0.01	0.03
SQ6	-0.08	0.14	0.08	0.07	-0.07	0.00
SQ7	-0.08	0.04	0.04	0.04	0.06	0.02

Fitted Residuals

	SQ3	SQ4	SQ5	SQ6	SQ7
	--------	--------	--------	--------	--------
SQ3	0.00				

SQ4	-0.02	0.00			
SQ5	0.01	0.05	0.00		
SQ6	0.00	-0.03	0.03	0.00	
SQ7	-0.03	-0.02	-0.06	0.07	0.00

Summary Statistics for Fitted Residuals

Smallest Fitted Residual = -0.15
 Median Fitted Residual =   0.00
 Largest Fitted Residual =   0.25

Stemleaf Plot

 -14|17
 -12|
 -10|85441085
 - 8|3743
 - 6|86532141
 - 4|8524433
 - 2|9954309988441
 - 0|7764298643210000000000000000
  0|1122222223445588890011122333366667999
  2|1244444566890346789
  4|235799014579
  6|11469025
  8|182
 10|334
 12|0

14|0

16|8

18|

20|

22|

24|8

Standardized Residuals

	PV1	PV2	PV3	TR1	TR2	TR3
PV1	- -					
PV2	0.47	- -				
PV3	-0.89	0.51	- -			
TR1	1.25	0.25	-1.04	- -		
TR2	1.45	-0.68	-0.42	-1.08	- -	
TR3	1.49	-0.03	1.94	0.78	-0.71	- -
TR4	0.66	-2.29	-2.04	0.01	1.02	-0.08
CL1	0.30	0.46	-0.48	0.26	1.22	-0.83
CL2	0.77	0.16	-1.03	0.03	0.47	-1.26
CL3	0.04	0.53	-1.15	0.20	0.15	-1.51
SQ1	-1.67	0.50	1.59	0.02	-0.58	0.05
SQ2	-1.87	-0.56	-0.60	0.32	0.08	0.05
SQ3	-0.63	1.34	0.34	0.35	0.69	0.97
SQ4	0.18	1.64	3.78	0.30	0.72	2.54
SQ5	-2.20	-0.97	0.36	-1.86	0.25	0.53
SQ6	-0.72	-0.41	0.32	0.24	-2.11	-0.03
SQ7	-2.70	0.63	0.15	0.84	-0.35	-0.20

Standardized Residuals

	TR4	CL1	CL2	CL3	SQ1	SQ2
TR4	- -					
CL1	0.26	0.27				
CL2	1.02	-0.45	0.27			
CL3	0.18	0.37	0.43	0.27		
SQ1	-0.93	-0.57	-1.35	-0.75	- -	
SQ2	0.71	0.68	1.47	0.21	-0.17	- -
SQ3	0.89	-0.49	0.22	-0.22	0.05	0.78
SQ4	0.33	0.16	1.11	0.92	0.42	-1.25
SQ5	0.41	-1.10	-1.39	-1.61	-0.22	0.56
SQ6	-0.98	1.84	0.89	0.88	-1.38	-0.07
SQ7	-1.14	0.57	0.52	0.50	1.32	0.34

Standardized Residuals

	SQ3	SQ4	SQ5	SQ6	SQ7
SQ3	- -				
SQ4	-0.43	- -			
SQ5	0.28	1.22	- -		
SQ6	0.02	-0.58	0.55	- -	
SQ7	-0.65	-0.58	-1.45	1.26	- -

Summary Statistics for Standardized Residuals

Smallest Standardized Residual = -2.70
 Median Standardized Residual =   0.08
 Largest Standardized Residual =   3.78

Stemleaf Plot
 - 2|7
 - 2|3210
 - 1|99765
 - 1|44443311110000
 - 0|99887776666666655
-0|444442222110000000000000000000000
0|11222222222222333333333333334444444
0|555555555566667777788889999
1|00012233334
1|556689
2|
2|5
3|
3|8
Largest Negative Standardized Residuals
Residual for   SQ7 and   PV1 -2.70
Largest Positive Standardized Residuals
Residual for   SQ4 and   PV3 3.78

CUSTOMER LOYALTY

Qplot of Standardized Residuals

```
 3.5.........................................................................
    .                                              ..
    .                                               . .
    .                                            .   .
    .                                           .   .
    .                                         .    .
    .                                        .    .
    .                                     .      x
    .                                   .       .
    .                              . x      .
    .                          x           .
    .                        x x          .
    .                        xx.          .
    .                        x *          .
    .                        x.           .
 N  .                       *x*              .
 o  .                      x*x               .
 r  .                     **.                .
 m  .                     **x                .
 a  .                  xx                 .
 l  .                  xx                 .
    .                  xx                 .
 Q  .                 . x                 .
 u  .                .**                  .
 a  .              . xx                    .
```

```
n  .                .xxxx                    .
t  .                 **                      .
i  .                x*                       .
l  .               *xx                       .
e  .                **                       .
s  .           xxx                           .
   .          * .                            .
   .        xx .                             .
   .        x .                              .
   .        x.                               .
   .          .                              .
   .     x .                                 .
   .        .                                .
   .       .                                 .
   .      .                                  .
   .    .                                    .
   .  .                                      .
-3.5.................................................................
 -3.5                                        3.5
```

Standardized Residuals
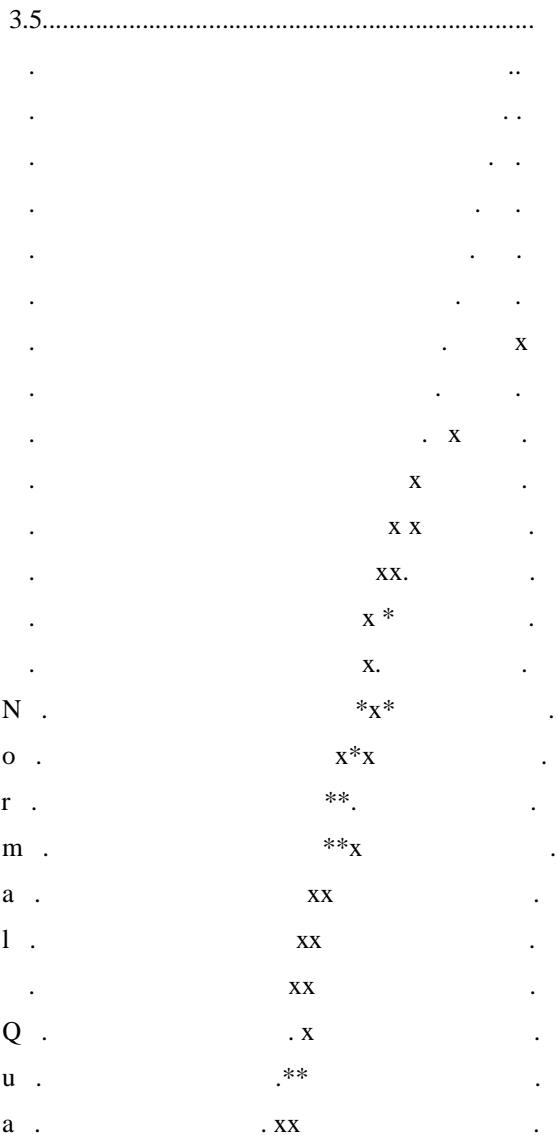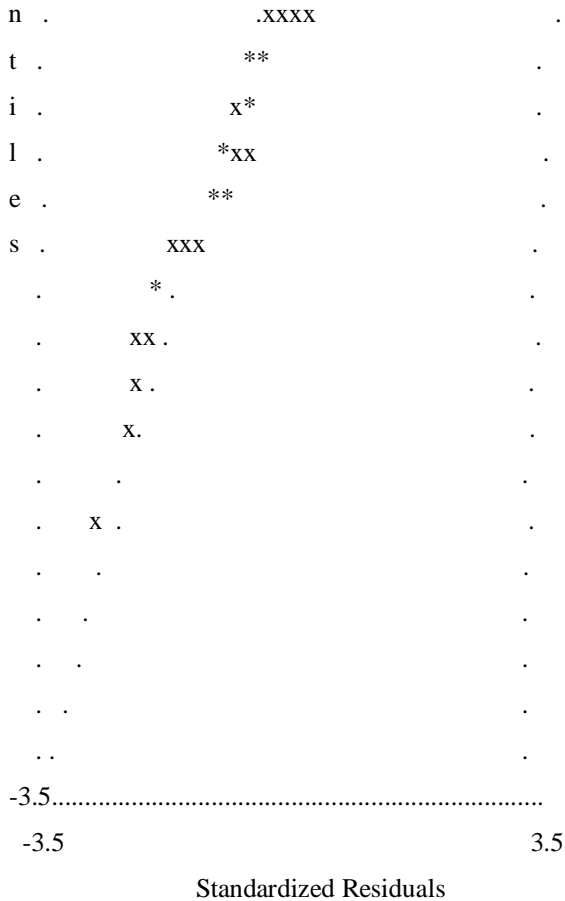
The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
SQ4	PV3	8.7	0.17
SQ5	TR1	7.9	-0.13

CUSTOMER LOYALTY

Standardized Solution

LAMBDA-Y

	PV	TR	CL
PV1	0.52	- -	- -
PV2	0.64	- -	- -
PV3	0.61	- -	- -
TR1	- -	0.40	- -
TR2	- -	0.51	- -
TR3	- -	0.53	- -
TR4	- -	0.61	- -
CL1	- -	- -	0.82
CL2	- -	- -	0.77
CL3	- -	- -	0.82

LAMBDA-X

	SQ
SQ1	0.77
SQ2	0.66
SQ3	0.76
SQ4	0.69
SQ5	0.63
SQ6	0.56
SQ7	0.64

BETA

	PV	TR	CL
PV	- -	- -	- -
TR	0.41	- -	- -
CL	-0.07	0.34	- -

GAMMA

	SQ
PV	0.24
TR	- -
CL	0.24

Correlation Matrix of ETA and KSI

	PV	TR	CL	SQ
PV	1.00			
TR	0.41	1.00		
CL	0.12	0.34	1.00	
SQ	0.24	0.10	0.25	1.00

PSI

Note: This matrix is diagonal.

	PV	TR	CL
	--------	--------	--------
	0.94	0.84	0.83

Regression Matrix ETA on KSI (Standardized)

	SQ

PV	0.24
TR	0.10
CL	0.25

CUSTOMER LOYALTY

Completely Standardized Solution

LAMBDA-Y

	PV	TR	CL
	--------	--------	--------
PV1	0.67	- -	- -
PV2	0.67	- -	- -
PV3	0.63	- -	- -
TR1	- -	0.52	- -
TR2	- -	0.62	- -
TR3	- -	0.61	- -
TR4	- -	0.68	- -

CL1	- -	- -	0.80
CL2	- -	- -	0.67
CL3	- -	- -	0.76

LAMBDA-X

	SQ

SQ1	0.68
SQ2	0.60
SQ3	0.67
SQ4	0.68
SQ5	0.63
SQ6	0.52
SQ7	0.61

BETA

	PV	TR	CL
	--------	--------	--------
PV	- -	- -	- -
TR	0.41	- -	- -
CL	-0.07	0.34	- -

GAMMA

	SQ

PV   0.24

TR   - -

CL   0.24

  Correlation Matrix of ETA and KSI

        PV   TR   CL   SQ

   -------- -------- -------- --------

PV   1.00

TR   0.41   1.00

CL   0.12   0.34   1.00

SQ   0.24   0.10   0.25   1.00

  PSI
  Note: This matrix is diagonal.

       PV   TR   CL

   -------- -------- --------

      0.94   0.84   0.83

  THETA-EPS

       PV1   PV2   PV3   TR1   TR2   TR3

   -------- -------- -------- -------- -------- --------

      0.56   0.55   0.60   0.73   0.62   0.62

  THETA-EPS

	TR4	CL1	CL2	CL3
	0.54	0.37	0.55	0.43

THETA-DELTA

	SQ1	SQ2	SQ3	SQ4	SQ5	SQ6
	0.53	0.64	0.55	0.54	0.61	0.73

THETA-DELTA

	SQ7
	0.63

Regression Matrix ETA on KSI (Standardized)

	SQ
PV	0.24
TR	0.10
CL	0.25

CUSTOMER LOYALTY

Total and Indirect Effects

   Total Effects of KSI on ETA

           SQ

PV   0.16
       (0.07)
        2.19

TR   0.05
       (0.03)
        1.85

CL   0.27
       (0.11)
        2.50

   Indirect Effects of KSI on ETA

           SQ

PV   - -

TR   0.05
     (0.03)
       1.85

CL   0.02
     (0.03)
       0.58

   Total Effects of ETA on ETA

        PV   TR   CL

    -------- -------- --------
PV   - -   - -   - -

TR   0.31   - -   - -
     (0.11)
       2.96

CL   0.11   0.70   - -
     (0.18)   (0.27)
       0.59   2.56

 Largest Eigenvalue of B*B' (Stability Index) is   0.511

   Indirect Effects of ETA on ETA

	PV	TR	CL
	-------	-------	-------
PV	- -	- -	- -
TR	- -	- -	- -
CL	0.22	- -	- -
	(0.11)		
	2.09		

Total Effects of ETA on Y

	PV	TR	CL
	-------	-------	-------
PV1	1.00	- -	- -
PV2	1.25	- -	- -
	(0.24)		
	5.27		
PV3	1.18	- -	- -
	(0.23)		
	5.21		
TR1	0.31	1.00	- -

(0.11)

2.96

TR2   0.40   1.28   - -
(0.13) (0.27)

3.09   4.68

TR3   0.42   1.33   - -
(0.14) (0.29)

3.09   4.67

TR4   0.48   1.52   - -
(0.15) (0.31)

3.16   4.84

CL1   0.11   0.70   1.00
(0.18) (0.27)

0.59   2.56

CL2   0.10   0.67   0.95
(0.17) (0.27) (0.14)

0.59   2.51   7.00

CL3   0.11   0.71   1.01
(0.18) (0.28) (0.14)

0.59   2.54   7.37

Indirect Effects of ETA on Y

	PV	TR	CL
PV1	- -	- -	- -
PV2	- -	- -	- -
PV3	- -	- -	- -
TR1	0.31	- -	- -
	(0.11)		
	2.96		
TR2	0.40	- -	- -
	(0.13)		
	3.09		
TR3	0.42	- -	- -
	(0.14)		
	3.09		
TR4	0.48	- -	- -
	(0.15)		
	3.16		

CL1   0.11   0.70   - -
       (0.18) (0.27)
        0.59   2.56

CL2   0.10   0.67   - -
       (0.17) (0.27)
        0.59   2.51

CL3   0.11   0.71   - -
       (0.18) (0.28)
        0.59   2.54

   Total Effects of KSI on Y

         SQ

PV1   0.16
       (0.07)
        2.19

PV2   0.20
       (0.09)
        2.19

PV3   0.19
       (0.09)

2.18

TR1   0.05
       (0.03)
        1.85

TR2   0.07
       (0.03)
        1.88

TR3   0.07
       (0.04)
        1.88

TR4   0.08
       (0.04)
        1.90

CL1   0.27
       (0.11)
        2.50

CL2   0.25
       (0.10)
        2.46

CL3   0.27

      (0.11)

       2.49

CUSTOMER LOYALTY

Standardized Total and Indirect Effects

       Standardized Total Effects of KSI on ETA

            SQ

  PV   0.24
  TR   0.10
  CL   0.25

       Standardized Indirect Effects of KSI on ETA

            SQ

  PV   - -
  TR   0.10
  CL   0.02

       Standardized Total Effects of ETA on ETA

            PV   TR   CL

	PV	TR	CL
PV	- -	- -	- -
TR	0.41	- -	- -
CL	0.07	0.34	- -

Standardized Indirect Effects of ETA on ETA

	PV	TR	CL
PV	- -	- -	- -
TR	- -	- -	- -
CL	0.14	- -	- -

Standardized Total Effects of ETA on Y

	PV	TR	CL
PV1	0.52	- -	- -
PV2	0.64	- -	- -
PV3	0.61	- -	- -
TR1	0.16	0.40	- -
TR2	0.21	0.51	- -
TR3	0.22	0.53	- -
TR4	0.25	0.61	- -
CL1	0.05	0.28	0.82
CL2	0.05	0.27	0.77
CL3	0.05	0.28	0.82

Completely Standardized Total Effects of ETA on Y

	PV	TR	CL
PV1	0.67	- -	- -
PV2	0.67	- -	- -
PV3	0.63	- -	- -
TR1	0.21	0.52	- -
TR2	0.25	0.62	- -
TR3	0.25	0.61	- -
TR4	0.28	0.68	- -
CL1	0.05	0.27	0.80
CL2	0.04	0.23	0.67
CL3	0.05	0.26	0.76

Standardized Indirect Effects of ETA on Y

	PV	TR	CL
PV1	- -	- -	- -
PV2	- -	- -	- -
PV3	- -	- -	- -
TR1	0.16	- -	- -
TR2	0.21	- -	- -
TR3	0.22	- -	- -
TR4	0.25	- -	- -
CL1	0.05	0.28	- -
CL2	0.05	0.27	- -

CL3   0.05   0.28   - -

Completely Standardized Indirect Effects of ETA on Y

	PV	TR	CL
PV1	- -	- -	- -
PV2	- -	- -	- -
PV3	- -	- -	- -
TR1	0.21	- -	- -
TR2	0.25	- -	- -
TR3	0.25	- -	- -
TR4	0.28	- -	- -
CL1	0.05	0.27	- -
CL2	0.04	0.23	- -
CL3	0.05	0.26	- -

Standardized Total Effects of KSI on Y

	SQ
PV1	0.13
PV2	0.16
PV3	0.15
TR1	0.04
TR2	0.05
TR3	0.05
TR4	0.06

CL1   0.21
CL2   0.20
CL3   0.21

Completely Standardized Total Effects of KSI on Y

        SQ

PV1   0.16
PV2   0.16
PV3   0.15
TR1   0.05
TR2   0.06
TR3   0.06
TR4   0.07
CL1   0.20
CL2   0.17
CL3   0.19

        Time used: 0.234 Seconds

Lampiran 9 : Penghitungan Reliabilitas

1. *Service Quality* (SQ):

$$\frac{(0,68+ 0,60 + 0,67+0,68+0,63+0,52+0,61)^2}{(0,68+ 0,60 + 0,67+0,68+0,63+0,52+0,61)^2+(1-0,68 + 1-0,60 + 1-0,67 + 1-0,68 + 1-0,63 + 1-0,52 + 1-0,61)}$$

2. *Perceived Value* (PV):

$$\frac{(0,67+ 0,67 + 0,63)^2}{(0,67+ 0,67 + 0,63)^2+(1-0,67 + 1-0,67 + 1-0,63)}$$

3. *Trust* (TR):

$$\frac{(0,52+ 0,62 + 0,61+0,68)^2}{(0,52+ 0,62 + 0,61+0,68)^2+ (1-0,52 + 1-0,61 + 1-0,61 + 1-0,69)}$$

4. *Customer Loyalty* (CL):

$$\frac{(0,80+ 0,67 + 0,76)^2}{(0,80+ 0,67 + 0,76)^2+ \ 1-0,80 +(1-0,67 +(1-0,76))}$$