

Lampiran 1 (lanjutan)

B. KARAKTERISTIK RESPONDEN

Beri tanda silang (X) pada jawaban yang menurut saudara benar.

a. Jenis Kelamin?

1. Pria

2. Wanita

b. Berapakah usia anda saat ini?

1. 20 sampai 25 tahun

2. 25 sampai 30 tahun

3. 30 sampai 35 tahun

4. 40 tahun atau lebih

c. Profesi:

1. Pegawai Negeri

2. Wiraswasta

3. Pekerja Swasta

4. Mahasiswa

d. Pendapatan tiap bulan:

1. Kurang dari Rp. 2.000.000

2. Rp. 2.000.000 sampai Rp. 4.000.000

3. Rp. 4.000.000 atau lebih

B. VARIABEL YANG DITELITI

Berilah Tanda Silang (X) pada Jawaban yang Saudara Pilih

Keterangan Alternatif Jawaban

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

Lampiran 1 (lanjutan)

No	Keterangan Variabel	STS	TS	N	S	SS
Kualitas Pelayanan (KP)						
Tangible						
1	Kebersihan ruangan kafe Excelso sudah baik					
2	Karyawan Kafe Excelso selalu berpenampilan rapi					
3	Sarana fisik (Wi-Fi) yang dimiliki baik					
Empathy						
4	Karyawan memperhatikan keinginan pribadi pengunjung					
5	Karyawan memperhatikan kebutuhan pelanggan dengan sungguh-sungguh					
Reliability						
6	Karyawan kafe memberikan pelayanan dengan baik dari awal hingga akhir pembelian					
7	Pengadministrasian catatan/dokumen (struk pembelian) akurat/sesuai					
8	Pelayanan yang diberikan Kafe sesuai dengan yang dijanjikan					
Responsiveness						
9	Karyawan Kafe mampu memberikan layanan yang cepat					
10	Karyawan Kafe bersedia membantu kesulitan pelanggan dengan cepat					
11	Karyawan mampu untuk meluangkan waktu dan menanggapi permintaan pelanggan dengan cepat					
Assurance						
12	Saya percaya bahwa Kafe ini memiliki reputasi yang baik					
13	Kompetensi (kemampuan) karyawan Kafe Excelso dalam bidang pelayanan yang diberikan baik					
14	Karyawan ramah dalam memberikan layanan kepada pelanggan					

Lampiran 1 (lanjutan)

No	Keterangan Variabel	STS	TS	N	S	SS
Kepuasan Pelanggan (K)						
1	Saya merasa senang berkunjung dan membeli di Kafe Excelso ini					
2	Pelayanan yang diberikan Kafe ini sesuai dengan harapan saya					
3	Fasilitas yang diberikan kafe ini sesuai dengan harapan saya					
4	Saya mendapatkan pengalaman yang menyenangkan saat mengunjungi Kafe ini					
Loyalitas Pelanggan (L)						
1	Saya selalu mengatakan hal positif tentang Kafe Excelso ini					
2	Saya akan merekomendasikan kepada orang lain untuk mengunjungi Kafe Excelso ini					
3	Saya akan mengunjungi Kafe Excelso ini lagi					
4	Saya tidak ingin beralih ke kafe lainnya					
5	Kafe Excelso merupakan pilihan utama jika saya ingin menikmati Kopi					
6	Saya percaya bahwa Kafe Excelso merupakan Kafe terbaik					

==== TERIMA KASIH ATAS PARTISIPASI SAUDARA =====

Lampiran 2: Karakteristik Responden

No. Resp.	Persyaratan Menjadi Responden			Karakteristik Responden			
	Domisili	Pernah Membeli	Frek. Pembelian	JK	Usia	Profesi	Pdpt
1	1	1	1	1	3	3	2
2	1	1	1	2	1	2	2
3	1	1	1	2	2	2	2
4	1	1	1	2	3	3	2
5	1	1	1	1	3	1	2
6	1	1	1	2	4	2	3
7	1	1	1	2	1	3	2
8	1	1	1	2	2	1	2
9	1	1	1	1	1	2	2
10	1	1	1	2	3	3	2
11	1	1	1	2	4	3	3
12	1	1	1	1	4	1	2
13	1	1	1	2	2	2	2
14	1	1	1	2	1	3	2
15	1	1	1	1	3	3	2
16	1	1	1	2	1	2	3
17	1	1	1	2	3	3	2
18	1	1	1	1	2	1	3
19	1	1	1	2	3	2	3
20	1	1	1	2	4	3	2
21	1	1	1	1	1	3	3
22	1	1	1	2	4	2	2
23	1	1	1	2	2	3	1
24	1	1	1	1	4	1	2
25	1	1	1	2	3	3	2
26	1	1	1	1	1	2	2
27	1	1	1	2	3	3	2
28	1	1	1	1	3	3	2
29	1	1	1	2	3	1	2
30	1	1	1	1	2	2	2
31	1	1	1	2	4	3	3
32	1	1	1	1	4	3	2
33	1	1	1	1	1	3	2
34	1	1	1	1	3	2	2
35	1	1	1	2	4	1	3
36	1	1	1	1	2	3	2

Lampiran 2 (lanjutan)

No. Resp.	Persyaratan Menjadi Responden			Karakteristik Responden			
	Domisili	Pernah Membeli	Frek. Pembelian	JK	Usia	Profesi	Pdpt
37	1	1	1	2	1	2	3
38	1	1	1	1	3	3	2
39	1	1	1	2	4	3	2
40	1	1	1	2	1	1	2
41	1	1	1	1	2	2	2
42	1	1	1	1	3	3	2
43	1	1	1	2	4	3	1
44	1	1	1	2	3	3	2
45	1	1	1	1	2	1	1
46	1	1	1	2	1	2	2
47	1	1	1	1	3	3	2
48	1	1	1	2	3	2	1
49	1	1	1	2	4	3	2
50	1	1	1	1	4	2	2
51	1	1	1	1	2	2	2
52	1	1	1	2	1	3	2
53	1	1	1	2	4	2	2
54	1	1	1	1	3	1	2
55	1	1	1	2	2	3	2
56	1	1	1	1	4	2	2
57	1	1	1	1	3	3	2
58	1	1	1	2	4	3	3
59	1	1	1	1	3	1	2
60	1	1	1	1	2	3	1
61	1	1	1	1	4	3	2
62	1	1	1	2	3	3	2
63	1	1	1	1	4	3	1
64	1	1	1	1	2	1	2
65	1	1	1	1	2	2	3
66	1	1	1	2	2	1	2
67	1	1	1	2	2	3	1
68	1	1	1	1	2	2	1
69	1	1	1	1	4	3	2
70	1	1	1	1	3	2	1
71	1	1	1	2	3	3	2
72	1	1	1	2	3	4	3

Lampiran 2 (lanjutan)

No. Resp.	Persyaratan Menjadi Responden			Karakteristik Responden			
	Domisili	Pernah Membeli	Frek. Pembelian	JK	Usia	Profesi	Pdpt
73	1	1	1	1	2	1	3
74	1	1	1	1	1	3	2
75	1	1	1	2	4	2	1
76	1	1	1	1	3	1	2
77	1	1	1	2	3	2	2
78	1	1	1	1	2	2	1
79	1	1	1	1	1	3	3
80	1	1	1	2	4	3	2
81	1	1	1	1	3	2	1
82	1	1	1	2	2	3	3
83	1	1	1	1	4	3	2
84	1	1	1	1	3	2	3
85	1	1	1	2	4	4	2
86	1	1	1	1	3	3	2
87	1	1	1	1	2	2	2
88	1	1	1	1	3	1	3
89	1	1	1	1	3	1	3
90	1	1	1	1	3	1	3
91	1	1	1	1	3	1	3
92	1	1	1	1	3	1	3
93	1	1	1	1	3	1	3
94	1	1	1	1	3	1	3
95	1	1	1	1	3	1	3
96	1	1	1	1	3	1	3
97	1	1	1	1	3	1	3
98	1	1	1	1	3	1	3
99	1	1	1	1	3	1	3
100	1	1	1	1	3	1	3
101	1	1	1	1	3	1	3
102	1	1	1	1	3	1	3
103	1	1	1	1	3	1	3
104	1	1	1	1	3	1	3
105	1	1	1	1	3	1	3
106	1	1	1	1	3	1	3
107	1	1	1	1	3	1	3
108	1	1	1	1	3	1	3

Lampiran 2 (lanjutan)

No. Resp.	Persyaratan Menjadi Responden			Karakteristik Responden			
	Domisili	Pernah Membeli	Frek. Pembelian	JK	Usia	Profesi	Pdpt
109	1	1	1	1	4	2	2
110	1	1	1	1	3	4	1
111	1	1	1	2	2	3	1
112	1	1	1	2	3	2	1
113	1	1	1	2	3	1	3
114	1	1	1	1	2	3	2
115	1	1	1	2	2	1	1
116	1	1	1	1	2	1	1
117	1	1	1	2	2	2	3
118	1	1	1	1	2	4	2
119	1	1	1	2	1	3	1
120	1	1	1	1	3	2	2
121	1	1	1	1	3	3	2
122	1	1	1	1	3	3	2
123	1	1	1	2	3	1	3
124	1	1	1	1	3	3	1
125	1	1	1	1	4	2	2
126	1	1	1	2	2	2	1
127	1	1	1	2	4	2	2
128	1	1	1	1	3	3	3
129	1	1	1	2	4	3	2
131	1	1	1	2	2	2	3
132	1	1	1	1	2	3	3
133	1	1	1	2	1	2	2
134	1	1	1	1	4	3	3
135	1	1	1	1	2	3	1
136	1	1	1	2	4	3	3
137	1	1	1	1	4	2	2
138	1	1	1	2	2	3	3
139	1	1	1	1	4	3	1
140	1	1	1	2	2	3	1
141	1	1	1	1	2	2	1
142	1	1	1	2	1	4	2
143	1	1	1	1	4	2	3
144	1	1	1	2	4	3	1

Lampiran 2 (lanjutan)

No. Resp.	Persyaratan Menjadi Responden			Karakteristik Responden			
	Domisili	Pernah Membeli	Frek. Pembelian	JK	Usia	Profesi	Pdpt
145	1	1	1	1	4	3	1
146	1	1	1	1	2	3	1
147	1	1	1	2	2	2	1
148	1	1	1	1	1	4	2
149	1	1	1	1	4	2	3
150	1	1	1	1	4	3	1

Lampiran 3**Jawaban Responden Tentang Variabel Kualitas Pelayanan**

No.	Kualitas Pelayanan														
	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	KP11	KP12	KP13	KP14	KP
1	3	3	3	3	3	3	4	4	3	3	3	3	4	3	4
2	1	2	3	3	1	3	3	1	1	1	1	1	1	3	1
3	4	4	4	4	3	3	4	4	4	4	4	4	4	3	4
4	3	3	3	4	3	5	3	5	3	3	5	3	5	3	5
5	4	4	3	4	4	4	4	5	3	4	4	4	5	3	5
6	4	4	4	4	5	4	3	4	4	3	4	4	4	4	4
7	2	2	1	2	2	1	2	1	1	2	1	1	2	3	2
8	3	4	3	4	4	4	4	5	4	3	4	3	4	4	4
9	3	3	4	3	4	3	4	3	5	4	5	4	4	3	4
10	1	2	1	1	2	2	1	2	2	2	1	2	1	1	1
11	2	2	1	3	3	1	1	2	2	2	3	3	2	2	2
12	2	1	2	2	2	1	1	2	3	1	2	2	1	1	1
13	3	4	4	4	4	4	3	5	4	4	3	4	3	4	3
14	4	3	5	4	4	4	5	4	3	4	3	4	4	4	4
15	4	5	4	3	4	4	4	3	4	4	3	4	4	4	4
16	4	4	4	4	4	4	4	3	4	4	3	4	5	5	5

Lampiran 3 (lanjutan)

No.	Kualitas Pelayanan														
	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	KP11	KP12	KP13	KP14	KP
17	2	1	2	2	1	2	1	1	2	1	3	1	3	2	3
18	1	1	1	2	2	2	3	3	1	2	3	1	2	1	2
19	4	5	4	4	5	4	4	4	4	4	3	4	3	3	3
20	4	4	4	4	4	4	4	5	3	4	4	5	4	4	4
21	3	1	2	2	2	1	1	2	3	2	1	2	2	3	2
22	1	1	2	2	1	1	1	2	3	1	2	2	2	1	2
23	4	5	4	4	5	4	4	5	5	4	4	4	4	4	4
24	5	4	4	5	4	4	4	4	3	4	3	4	4	4	4
25	2	2	2	2	1	2	3	1	2	1	3	1	1	2	1
26	4	5	3	4	4	4	4	4	3	3	3	3	4	4	4
27	5	5	4	5	5	4	4	3	4	4	4	4	5	5	5
28	2	1	3	1	2	2	1	3	3	1	2	2	2	3	2
29	3	3	2	1	1	2	3	2	2	2	2	1	2	3	2
30	5	4	5	4	5	3	5	4	4	5	4	4	4	4	4
31	2	4	3	4	4	2	3	4	4	2	4	2	2	4	2
32	4	3	3	2	3	3	4	2	4	3	4	4	4	4	4

Lampiran 3 (lanjutan)

No.	Kualitas Pelayanan														
	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	KP11	KP12	KP13	KP14	KP
33	3	5	4	4	4	4	4	5	4	4	4	4	4	3	4
34	4	4	4	5	5	4	4	5	4	5	4	3	3	4	3
35	3	3	2	3	1	2	2	2	2	2	1	2	2	2	2
36	4	4	3	4	5	4	4	5	4	4	4	4	4	4	4
37	4	4	3	5	4	3	4	3	5	4	4	4	4	4	4
38	3	2	3	1	3	2	1	3	3	2	1	2	1	2	1
39	3	1	3	2	2	2	2	3	2	1	2	2	3	1	3
40	4	4	4	4	3	4	4	3	4	4	4	4	5	4	5
41	2	3	2	2	1	3	1	3	2	3	1	2	2	2	2
42	3	2	1	1	3	2	1	2	2	3	3	2	2	2	2
43	4	4	4	4	3	4	4	4	5	4	5	3	4	4	4
44	2	2	2	2	1	2	2	3	3	2	2	1	2	2	2
45	4	4	3	4	3	3	4	4	5	5	4	4	5	5	5
46	2	2	2	2	1	2	2	1	2	1	1	3	1	3	1
47	3	2	2	1	2	1	2	2	1	3	1	2	1	2	1
48	4	3	3	4	3	4	3	3	3	4	3	4	4	5	4

Lampiran 3 (lanjutan)

No.	Kualitas Pelayanan														
	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	KP11	KP12	KP13	KP14	KP
49	4	3	4	5	5	4	4	4	4	4	4	4	4	4	4
50	3	1	2	3	3	1	2	1	2	1	1	3	2	2	2
51	4	4	4	5	4	4	4	4	4	3	4	4	4	4	4
52	5	4	4	5	3	3	4	4	4	4	4	4	5	3	5
53	1	1	2	1	2	2	1	1	1	3	1	2	2	3	2
54	4	4	3	4	4	5	5	4	4	4	4	4	3	5	3
55	4	4	4	4	5	4	4	5	5	4	4	4	3	4	3
56	3	1	2	1	2	3	2	1	3	1	1	3	2	1	2
57	2	2	2	2	1	2	2	3	1	3	1	2	2	1	2
58	3	4	4	5	3	4	3	4	4	4	4	4	4	3	4
59	4	5	4	4	3	3	4	4	3	5	3	3	4	5	4
60	1	1	2	3	2	3	1	1	1	3	1	3	1	2	1
61	3	4	4	4	4	3	4	5	5	4	4	4	4	4	4
62	4	4	4	4	3	3	4	3	5	4	4	4	4	4	4
63	1	2	1	1	1	2	2	1	2	1	1	2	1	1	1
64	4	4	4	3	4	5	4	4	5	4	4	4	4	4	4

Lampiran 3 (lanjutan)

No.	Kualitas Pelayanan														
	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	KP11	KP12	KP13	KP14	KP
65	1	1	2	1	1	2	2	1	3	2	1	1	2	3	2
66	1	2	3	3	3	2	2	2	2	2	3	2	2	2	2
67	3	3	2	1	2	1	2	3	1	2	2	2	2	1	2
68	5	4	5	4	4	5	4	4	3	4	4	4	4	3	4
69	4	3	4	4	4	3	5	4	4	4	4	5	4	4	4
70	5	4	4	5	3	4	5	3	4	5	4	4	3	3	3
71	4	5	3	4	3	5	4	4	5	4	3	5	5	4	5
72	4	4	5	4	5	4	4	4	4	5	4	4	5	3	5
73	3	1	2	2	2	2	1	1	2	3	3	2	2	2	2
74	4	4	4	4	3	4	5	4	5	3	4	4	4	4	4
75	3	4	4	4	3	3	4	4	4	4	3	4	3	4	3
76	5	4	4	4	5	4	4	3	4	4	4	4	4	5	4
77	4	4	4	5	4	5	3	4	4	4	4	4	4	3	4
78	4	4	5	4	3	4	5	4	4	4	4	4	3	4	3
79	2	3	1	1	1	2	2	2	2	2	1	3	1	3	1
80	4	4	4	2	3	5	4	4	5	4	4	4	4	4	4

Lampiran 3 (lanjutan)

No.	Kualitas Pelayanan														
	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	KP11	KP12	KP13	KP14	KP
81	1	2	1	1	1	2	2	2	2	1	1	2	1	3	1
82	2	2	2	2	2	2	2	2	1	1	3	2	2	2	2
83	3	3	2	2	3	2	3	2	3	2	2	1	1	2	1
84	4	4	3	3	4	4	5	4	4	4	4	5	4	3	4
85	4	4	5	5	4	5	4	4	3	5	4	5	4	3	4
86	4	4	4	3	4	3	3	4	4	3	4	4	4	3	4
87	1	2	3	2	3	1	3	1	2	1	3	1	1	2	1
88	4	4	4	5	5	3	4	3	4	4	4	3	5	4	5
89	3	2	1	2	2	2	2	3	2	2	2	1	2	3	2
90	3	4	4	4	4	5	4	4	4	4	3	4	3	4	3
91	4	4	4	3	4	4	4	5	4	4	4	4	4	4	4
92	3	2	3	1	1	2	2	1	2	2	3	2	2	2	2
93	3	2	2	1	3	2	3	1	1	1	2	1	2	1	2
94	3	1	2	1	1	1	1	1	1	1	1	1	1	3	1
95	2	2	3	1	1	3	2	3	2	2	2	2	3	1	3
96	3	4	4	5	4	4	5	5	3	4	4	4	4	4	4

Lampiran 3 (lanjutan)

No.	Kualitas Pelayanan														
	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	KP11	KP12	KP13	KP14	KP
97	4	5	5	5	5	4	5	4	3	5	4	3	3	4	3
98	4	4	3	4	4	4	4	4	4	4	3	4	3	4	3
99	4	5	3	3	5	4	4	4	5	4	4	3	3	3	3
100	4	3	4	4	5	3	3	3	3	4	4	4	4	4	4
101	3	3	2	3	1	1	1	2	2	2	2	2	1	2	2
102	2	3	2	1	2	2	3	2	2	3	2	3	2	2	2
103	5	4	3	4	5	3	5	4	3	3	5	5	3	5	4
104	2	3	2	1	2	2	2	1	2	2	1	3	1	3	1
105	4	4	3	5	4	4	4	4	5	3	4	3	5	4	5
106	4	5	4	5	5	4	4	3	4	4	5	3	4	4	4
107	4	4	4	4	3	4	4	4	4	4	4	4	5	3	5
108	4	3	5	5	5	5	4	4	4	4	5	4	4	4	4
109	5	4	4	4	4	3	5	4	4	4	4	5	4	4	4
110	2	1	3	1	2	1	1	2	1	1	1	1	1	3	1
111	3	5	4	4	3	3	4	4	5	3	3	4	4	4	4
112	1	1	1	1	1	1	1	1	1	1	1	1	3	1	3

Lampiran 3 (lanjutan)

No.	Kualitas Pelayanan														
	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	KP11	KP12	KP13	KP14	KP
129	4	5	3	3	4	5	5	4	3	4	4	4	5	5	5
130	2	2	4	4	4	3	2	3	3	3	2	2	4	2	4
131	3	4	4	4	3	3	3	4	4	4	4	4	4	3	4
132	2	3	1	2	3	1	1	1	1	2	1	2	2	2	2
133	4	5	4	4	4	3	4	5	3	4	3	4	3	4	3
134	2	3	2	2	2	1	2	2	2	3	1	2	1	2	1
135	5	4	4	3	5	4	5	3	3	4	4	5	3	5	3
136	4	4	4	3	4	4	4	4	3	4	5	3	4	3	4
137	5	4	3	3	3	5	3	5	5	4	4	3	4	4	4
138	3	4	4	4	3	3	5	4	4	5	4	4	4	4	4
139	4	5	4	3	4	3	4	5	5	4	3	4	3	4	3
140	1	3	1	1	1	2	1	1	1	2	1	2	1	2	1
141	3	2	1	1	2	2	2	2	2	2	3	2	2	1	2
142	2	2	1	2	2	3	1	1	2	3	1	1	2	3	2
143	3	4	4	4	3	5	3	4	4	5	4	4	3	5	3
144	4	4	5	4	4	4	4	4	4	3	3	4	4	4	4

Lampiran 3 (lanjutan)

No.	Kualitas Pelayanan														
	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	KP11	KP12	KP13	KP14	KP
145	4	4	5	4	4	5	3	4	3	4	4	4	4	5	4
146	5	5	5	4	4	4	4	4	4	4	4	3	5	5	5
147	2	2	3	2	2	2	1	2	2	2	1	2	2	2	2
148	4	4	4	4	4	5	3	4	5	4	4	4	4	4	4
149	4	5	4	4	4	5	5	4	4	4	4	3	4	3	4
150	4	4	3	4	4	4	4	4	4	4	4	4	3	4	4

Lampiran 4 Jawaban Responden Tentang Variabel Kepuasan Pelanggan dan Loyalitas Pelanggan

No.	Kepuasan Pelanggan					Loyalitas Pelanggan						
	K1	K2	K3	K4	K	L1	L2	L3	L4	L5	L6	L
1	5	3	4	3	3	3	3	3	4	5	5	4
2	2	1	1	2	2	3	3	3	3	2	2	1
3	4	4	4	3	4	5	4	3	3	4	4	4
4	5	5	4	3	5	3	5	4	5	5	5	5
5	4	4	3	3	5	4	4	3	4	3	4	4
6	4	3	3	4	3	4	4	4	4	3	4	3
7	2	1	1	1	2	1	2	1	3	2	2	1
8	4	3	4	4	4	3	5	5	3	3	4	3
9	5	3	5	4	4	4	3	4	4	4	5	3
10	2	1	2	2	2	1	1	2	1	1	2	1
11	1	2	2	2	2	2	1	3	2	3	1	2
12	1	3	2	1	2	2	1	2	2	2	1	3
13	4	3	4	4	4	2	4	4	3	4	4	3
14	3	5	4	4	4	4	5	4	5	4	3	5
15	4	5	3	3	5	4	4	4	4	4	4	5
16	5	3	4	3	3	3	3	3	4	5	5	3

Lampiran 4 (lanjutan)

No.	Kepuasan Pelanggan					Loyalitas Pelanggan						
	K1	K2	K3	K4	K	L1	L2	L3	L4	L5	L6	L
1	3	3	2	2	2	2	2	1	1	3	3	3
2	2	2	1	2	1	2	2	1	2	2	2	2
3	3	5	4	5	4	4	4	4	5	3	3	5
4	3	5	4	4	4	3	5	3	4	5	3	5
5	1	2	1	1	1	1	1	2	1	2	1	2
6	2	2	2	1	2	2	2	1	3	1	2	2
7	3	4	3	3	4	4	4	3	3	3	3	4
8	4	3	4	3	5	5	4	5	5	5	4	3
9	2	2	2	2	3	1	3	3	2	2	2	2
10	4	3	4	4	4	5	4	3	4	5	4	3
11	4	4	3	5	4	4	4	4	4	4	4	4
12	1	2	1	1	3	3	3	1	2	2	1	2
13	2	2	1	3	3	1	2	2	1	3	2	2
14	3	4	4	4	4	5	4	4	4	4	3	4
15	3	2	2	2	2	2	3	3	2	4	3	2
16	2	2	2	3	3	4	3	4	2	3	2	2

Lampiran 4 (lanjutan)

No.	Kepuasan Pelanggan					Loyalitas Pelanggan						
	K1	K2	K3	K4	K	L1	L2	L3	L4	L5	L6	L
17	4	4	4	3	4	5	3	4	4	4	4	4
18	3	1	1	3	2	2	2	2	2	3	2	2
19	4	3	5	4	4	4	4	5	5	4	4	4
20	4	4	4	4	4	3	4	4	4	4	3	4
21	2	3	2	2	2	2	1	2	3	2	2	2
22	4	4	3	4	4	4	4	4	4	4	4	4
23	3	4	3	4	4	4	4	4	4	4	3	4
24	1	2	1	2	2	2	2	1	2	2	1	2
25	2	3	1	3	2	2	2	2	2	2	1	2
26	3	1	1	1	2	1	2	2	2	2	2	2
27	4	4	4	4	4	4	2	4	4	3	3	3
28	5	4	4	4	4	5	3	4	4	3	3	4
29	4	4	5	3	4	4	4	4	4	4	3	4
30	3	4	3	4	4	4	4	4	3	3	4	4
31	1	2	1	2	2	2	1	3	1	2	2	2
32	1	1	1	3	2	2	3	1	1	2	2	2

Lampiran 4 (lanjutan)

No.	Kepuasan Pelanggan					Loyalitas Pelanggan						
	K1	K2	K3	K4	K	L1	L2	L3	L4	L5	L6	L
33	2	2	2	3	3	4	3	4	2	3	2	2
34	3	4	5	5	3	4	4	4	4	3	3	4
35	4	4	4	3	5	4	3	5	4	4	4	4
36	1	3	3	3	2	2	1	2	2	3	1	3
37	4	5	5	4	3	4	4	4	3	4	4	5
38	4	5	4	4	5	4	4	4	3	4	4	5
39	2	3	3	3	3	2	3	1	2	1	2	3
40	2	1	2	2	2	3	2	2	2	1	2	1
41	5	4	5	4	4	4	4	4	5	4	5	4
42	1	3	2	3	2	2	3	1	1	3	1	3
43	1	1	2	1	3	2	1	2	1	3	1	1
44	3	4	3	4	5	4	5	5	4	4	3	4
45	1	1	1	3	1	1	2	3	1	2	1	1
46	4	4	4	4	4	4	5	4	4	5	4	4
47	3	2	1	1	2	2	2	2	2	2	3	2
48	1	2	1	2	2	1	2	3	2	2	1	2

Lampiran 4 (lanjutan)

No.	Kepuasan Pelanggan					Loyalitas Pelanggan						
	K1	K2	K3	K4	K	L1	L2	L3	L4	L5	L6	L
49	4	3	3	4	4	4	4	3	3	4	4	3
50	2	2	3	2	1	2	2	1	2	3	2	2
51	3	3	3	5	3	5	3	4	5	5	3	3
52	5	3	4	4	4	4	4	3	4	4	5	3
53	3	1	1	1	1	1	2	1	1	1	3	1
54	4	4	4	3	4	4	4	3	4	4	4	4
55	3	4	5	4	4	3	4	4	4	4	3	4
56	2	1	1	2	1	2	2	1	2	1	2	1
57	3	2	2	1	1	3	3	2	1	2	3	2
58	4	4	4	4	3	3	5	4	3	4	4	4
59	5	4	4	4	4	4	3	4	4	3	5	4
60	3	3	2	1	2	1	2	1	2	2	3	3
61	5	4	4	3	4	4	5	4	4	4	5	4
62	4	5	4	4	4	3	4	3	5	5	4	5
63	1	1	3	2	1	2	2	3	2	1	1	1
64	4	5	4	4	4	4	4	3	3	4	4	5

Lampiran 4 (lanjutan)

No.	Kepuasan Pelanggan					Loyalitas Pelanggan						
	K1	K2	K3	K4	K	L1	L2	L3	L4	L5	L6	L
65	3	2	3	2	2	2	2	3	1	1	3	2
66	2	2	2	2	2	2	2	1	2	1	2	2
67	2	2	1	1	1	1	3	1	2	3	2	2
68	4	5	4	5	4	4	4	4	3	4	4	5
69	3	3	4	3	4	4	3	4	5	4	3	3
70	4	3	4	3	4	3	4	4	3	5	4	3
71	3	4	4	4	4	5	4	3	3	4	3	4
72	4	4	5	4	4	5	4	3	4	4	4	4
73	2	2	1	2	1	2	2	2	3	2	2	2
74	3	3	4	4	4	4	4	4	4	4	3	3
75	4	4	4	4	4	3	3	4	3	4	4	4
76	4	5	4	5	4	4	4	4	3	4	4	5
77	5	4	4	4	5	3	4	4	4	4	5	4
78	4	5	5	3	5	4	4	4	4	4	4	5
79	1	1	3	1	2	1	3	2	2	2	1	1
80	5	5	4	3	4	2	5	4	3	3	5	5

Lampiran 4 (lanjutan)

No.	Kepuasan Pelanggan					Loyalitas Pelanggan						
	K1	K2	K3	K4	K	L1	L2	L3	L4	L5	L6	L
81	3	1	1	1	1	1	1	1	2	2	3	1
82	3	2	2	2	2	2	1	2	3	3	3	2
83	2	1	2	3	2	1	1	2	3	1	2	1
84	4	3	5	4	3	3	4	5	4	4	4	3
85	4	4	5	4	5	4	4	5	3	4	4	4
86	4	4	4	4	3	3	5	3	3	4	4	4
87	1	2	2	2	1	2	2	1	1	2	1	2
88	4	5	4	4	3	3	4	3	4	4	4	5
89	1	2	3	3	1	2	1	2	3	2	1	2
90	3	4	5	4	5	3	3	4	5	4	3	4
91	4	4	5	4	4	4	4	5	3	4	4	4
92	3	3	3	3	3	1	1	1	1	2	3	3
93	3	1	3	2	1	2	2	2	2	2	3	1
94	2	1	1	1	1	3	1	1	3	3	2	1
95	1	3	3	1	2	3	3	1	2	2	1	3
96	5	3	4	4	4	4	4	4	5	4	5	3

Lampiran 4 (lanjutan)

No.	Kepuasan Pelanggan					Loyalitas Pelanggan						
	K1	K2	K3	K4	K	L1	L2	L3	L4	L5	L6	L
97	3	5	4	4	4	4	4	4	5	4	3	5
98	4	4	4	4	4	3	4	4	4	5	4	4
99	4	4	4	4	5	4	5	3	5	4	4	4
100	4	5	5	4	3	4	3	3	4	4	4	5
101	2	1	3	2	2	1	3	2	2	1	2	1
102	1	2	2	3	2	3	1	2	2	1	1	2
103	4	4	4	4	4	4	4	3	4	4	4	4
104	1	1	1	2	2	2	1	1	3	2	1	1
105	4	4	4	4	4	5	4	5	4	4	4	4
106	4	4	4	4	4	3	5	3	4	3	4	4
107	4	4	4	3	4	4	4	4	5	4	4	4
108	4	4	4	4	4	4	4	4	4	4	4	4
109	4	3	4	3	5	4	4	4	4	4	4	3
110	2	1	2	2	2	1	2	1	1	1	2	1
111	4	4	4	3	4	4	4	5	4	5	4	4
112	2	1	1	1	1	2	1	1	1	1	2	1

Lampiran 4 (lanjutan)

No.	Kepuasan Pelanggan					Loyalitas Pelanggan						
	K1	K2	K3	K4	K	L1	L2	L3	L4	L5	L6	L
113	1	3	2	2	2	1	1	1	2	1	1	3
114	3	4	4	4	4	4	4	4	3	4	3	4
115	3	4	4	4	4	5	4	3	4	4	3	4
116	4	4	4	4	4	3	5	4	5	4	4	4
117	3	1	1	2	1	1	1	1	2	2	3	1
118	4	4	3	5	3	5	4	3	5	4	4	4
119	5	3	4	4	4	4	5	4	3	3	5	3
120	5	4	5	5	3	4	3	5	3	3	5	4
121	4	5	4	4	4	5	5	4	5	4	4	5
122	5	4	4	3	3	4	4	3	4	4	5	4
123	1	2	2	1	2	1	1	1	3	2	1	2
124	4	5	5	3	4	5	4	3	4	4	4	5
125	4	5	4	4	4	4	4	4	3	3	4	5
126	1	2	2	2	2	1	2	2	3	3	1	2
127	1	1	1	1	1	2	1	3	1	1	1	1
128	3	2	2	1	2	3	1	1	2	2	3	2

Lampiran 4 (lanjutan)

No.	Kepuasan Pelanggan					Loyalitas Pelanggan						
	K1	K2	K3	K4	K	L1	L2	L3	L4	L5	L6	L
129	4	3	4	4	4	4	4	5	5	4	4	3
130	2	4	2	3	2	3	2	2	3	4	2	4
131	4	4	4	3	5	5	3	3	4	4	4	4
132	3	2	3	2	2	1	1	1	1	2	3	2
133	4	4	4	4	3	4	4	5	4	3	4	4
134	1	2	3	1	2	1	2	2	2	2	1	2
135	3	3	4	4	4	4	5	5	3	4	3	3
136	4	4	4	4	5	5	4	4	4	5	4	4
137	4	5	5	4	3	3	4	4	4	4	4	5
138	3	4	4	3	4	5	3	4	4	4	3	4
139	4	4	4	3	4	4	4	4	4	3	4	4
140	2	1	3	1	1	3	2	1	1	1	2	1
141	3	1	3	3	2	1	1	2	1	2	3	1
142	1	2	3	3	3	1	3	2	2	1	1	2
143	4	4	5	4	3	4	4	5	5	3	4	4
144	4	3	4	4	5	5	5	4	5	5	4	3

Lampiran 4 (lanjutan)

No.	Kepuasan Pelanggan					Loyalitas Pelanggan						
	K1	K2	K3	K4	K	L1	L2	L3	L4	L5	L6	L
145	5	3	5	4	4	4	3	3	3	4	5	3
146	3	3	4	4	4	3	4	3	4	4	3	3
147	3	3	2	3	2	1	2	2	2	2	3	3
148	3	4	4	3	4	4	3	3	4	4	3	4
149	5	4	4	3	4	5	3	4	4	4	5	4
150	4	5	4	5	4	4	4	4	5	4	4	5

Lampiran 5: Frekuensi

Domisili Surabaya

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

Pernah Membeli di Kafe Excelso Jalan Biliton Surabaya

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

Pernah Membeli Minimal 2 Kali Dalam Sebulan Terakhir

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

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pria	88	58.7	58.7	58.7
Valid Wanita	62	41.3	41.3	100.0
Valid Total	150	100.0	100.0	

Lampiran 5 (lanjutan)

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20-25 tahun	18	12.0	12.0	12.0
25-30 tahun	37	24.7	24.7	36.7
30-35 tahun	59	39.3	39.3	76.0
40 tahun atau lebih	36	24.0	24.0	100.0
Total	150	100.0	100.0	

Profesi

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pegawai Negeri	40	26.7	26.7	26.7
Wiraswasta	42	28.0	28.0	54.7
Pekerja Swasta	62	41.3	41.3	96.0
Mahasiswa	6	4.0	4.0	100.0
Total	150	100.0	100.0	

Pendapatan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < dari 2 juta	29	19.3	19.3	19.3
2 juta - 4 juta	72	48.0	48.0	67.3
4 juta atau lebih	49	32.7	32.7	100.0
Total	150	100.0	100.0	

Lampiran 6

Statistik Deskriptif Kualitas Pelayanan

Descriptive Statistics

	N	Minimum	Maximum	Mean
KP1	150	1	5	3.27
KP2	150	1	5	3.26
KP3	150	1	5	3.47
KP4	150	1	5	3.43
KP5	150	1	5	3.57
KP6	150	1	5	3.46
KP7	150	1	5	3.47
KP8	150	1	5	3.46
KP9	150	1	5	3.47
KP10	150	1	5	3.43
KP11	150	1	5	3.42
KP12	150	1	5	3.46
KP13	150	1	5	3.49
KP14	150	1	5	3.19
KP	150	1	4	3.42
Valid N (listwise)	150			

Lampiran 7

Statistik Deskriptif Kepuasan Pelanggan

Descriptive Statistics

	N	Minimum	Maximum	Mean
K1	150	1	5	3.43
K2	150	1	5	3.42
K3	150	1	5	3.23
K4	150	1	5	3.45
K	150	1	5	3.38
Valid N (listwise)	150			

Lampiran 8

Statistik Deskriptif Loyalitas Pelanggan

Descriptive Statistics

	N	Minimum	Maximum	Mean
L1	150	1	5	3.42
L2	150	1	5	3.47
L3	150	1	5	3.15
L4	150	1	5	3.41
L5	150	1	5	3.53
L6	150	1	5	3.46
L	150	1	5	3.40
Valid N (listwise)	150			

Lampiran 9

Hasil Output Normalitas

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
KP1	-0.494	0.621	-1.013	0.311	1.269	0.530
KP2	-0.397	0.691	-2.077	0.038	4.472	0.107
KP3	-0.387	0.699	-1.061	0.289	1.275	0.529
KP4	-0.095	0.924	-2.307	0.021	5.333	0.070
KP5	-0.169	0.866	-2.456	0.014	6.062	0.048
KP6	-0.131	0.896	-1.941	0.052	3.784	0.151
KP7	-0.189	0.850	-2.083	0.037	4.376	0.112
KP8	-0.131	0.896	-2.242	0.025	5.045	0.080
KP9	-0.290	0.772	-1.974	0.048	3.979	0.137
KP10	-0.330	0.741	-1.351	0.177	1.933	0.380
KP11	0.137	0.891	-2.171	0.030	4.733	0.094
KP12	-0.374	0.708	-1.280	0.201	1.778	0.411
KP13	-0.071	0.944	-2.330	0.020	5.435	0.066
KP14	-0.333	0.739	-1.255	0.209	1.687	0.430
K1	-0.083	0.934	-2.180	0.029	4.758	0.093
K2	-0.106	0.916	-2.861	0.004	8.199	0.017
K3	-0.349	0.727	-1.686	0.092	2.966	0.227
K4	-0.162	0.872	-1.542	0.123	2.403	0.301
L1	-0.190	0.849	-1.883	0.060	3.582	0.167
L2	0.038	0.969	-2.639	0.008	6.968	0.031
L3	-0.151	0.880	-2.192	0.028	4.829	0.089
L4	0.206	0.837	-2.562	0.010	6.606	0.037
L5	-0.192	0.847	-2.346	0.019	5.540	0.063
L6	-0.337	0.736	-1.383	0.167	2.027	0.363

Relative Multivariate Kurtosis = 0.999

Test of Multivariate Normality for Continuous Variables

Value	Skewness		Kurtosis		Skewness and Kurtosis		
	Z-Score	P-Value	Value	Z-Score	P-Value	Chi-Square	P-Value
109.872	2.008	0.045	623.479	1.314	0.189	5.758	0.056

Lampiran 10

Hasil Output Lisrel

DATE: 10/20/2014

TIME: 16:20

L I S R E L 8.70

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file C:\Users\Agnes
Darwari\Desktop\Skripsi\New\1.spl:

```
KAFE EXCELSO
OBSERVED VARIABLE KP1 KP2 KP3 KP4 KP5 KP6 KP7 KP8 KP9 KP10
KP11 KP12 KP13 KP14 K1 K2 K3 K4 L1 L2 L3 L4 L5 L6
SAMPLE SIZE 150
LATENT VARIABLES KP K L
COVARIANCE MATRIX FROM FILE D:\LISREL\10.OUT
KP1 = 1*KP
KP2-KP14 = KP
K1 = 1*K
K2-K4 = K
L1 = 1*L
L2-L6 = L
K = KP
L = K KP
OPTIONS SS SC EF RS AD=OFF
PATH DIAGRAM
END OF PROGRAM
```

Sample Size = 150

Lampiran 10 (Lanjutan)

KAFE EXCELSO

Covariance Matrix

	K1	K2	K3	K4	L1	L2
K1	9.37					
K2	0.98	10.12				
K3	0.98	1.05	11.25			
K4	1.06	0.95	1.06	11.46		
L1	0.86	0.91	0.97	0.87	10.82	
L2	1.04	1.07	0.99	1.01	0.86	10.53
L3	1.08	1.01	1.17	0.85	0.91	1.01
L4	0.97	1.08	0.89	0.99	1.10	0.96
L5	0.94	0.91	0.93	0.92	1.08	1.01
L6	0.86	0.89	1.01	0.94	0.91	1.04
KP1	1.11	0.85	0.92	1.06	1.02	0.82
KP2	0.92	0.93	0.80	1.10	0.95	0.84
KP3	1.04	0.75	0.90	0.96	0.80	1.01
KP4	1.02	0.80	1.00	1.06	1.02	0.99
KP5	1.00	0.89	0.82	0.83	1.11	1.35
KP6	0.99	0.81	1.04	0.92	1.51	0.90
KP7	0.98	0.85	0.79	1.64	0.88	1.04
KP8	1.12	0.85	1.51	0.84	0.94	0.97
KP9	0.95	1.27	0.90	0.98	0.87	1.07
KP10	1.61	0.76	1.00	0.92	1.02	0.94
KP11	0.82	0.84	0.99	0.96	1.02	1.07
KP12	0.91	0.82	1.07	0.95	0.98	1.05
KP13	0.76	0.99	1.01	1.06	0.96	1.03
KP14	0.88	0.82	1.05	0.99	0.94	0.98

Covariance Matrix

	L3	L4	L5	L6	KP1	KP2
L3	10.79					
L4	0.95	11.87				
L5	1.07	1.00	11.62			
L6	1.07	1.00	0.98	16.64		
KP1	1.09	0.92	0.97	1.59	36.01	
KP2	1.02	1.05	1.58	0.84	3.26	34.61
KP3	0.87	1.65	0.87	0.99	3.13	3.17
KP4	1.53	0.88	1.01	0.89	3.17	3.16
KP5	0.89	1.01	0.88	1.06	3.02	3.06
KP6	1.01	0.93	1.08	0.94	3.12	3.23
KP7	0.99	1.01	0.91	0.96	3.01	3.13

Lampiran 10 (Lanjutan)

KP8	1.08	0.91	1.03	1.11	0.86	1.27
KP9	0.96	1.05	1.12	0.96	0.93	1.11
KP10	0.98	1.04	1.11	0.86	0.99	1.08
KP11	1.13	1.08	0.97	0.95	1.04	1.02
KP12	0.98	0.97	1.06	0.99	0.93	1.02
KP13	0.94	0.98	1.01	0.91	1.43	0.93
KP14	0.95	1.08	0.99	1.01	0.91	0.87

Covariance Matrix

	KP3	KP4	KP5	KP6	KP7	KP8
KP3	33.95					
KP4	3.19	34.47				
KP5	3.09	3.19	34.47			
KP6	3.05	3.12	3.07	34.69		
KP7	3.17	1.22	0.92	1.51	9.27	
KP8	0.91	0.99	1.03	1.66	0.95	10.59
KP9	1.52	0.83	0.99	0.91	1.00	0.89
KP10	0.97	1.06	1.03	0.99	1.60	0.82
KP11	1.03	1.01	1.60	0.82	0.99	0.83
KP12	1.44	0.91	1.04	0.94	1.07	0.96
KP13	0.97	0.93	1.09	1.06	1.02	1.10
KP14	0.94	0.93	0.95	1.05	0.96	0.91

Covariance Matrix

	KP9	KP10	KP11	KP12	KP13	KP14
KP9	16.23					
KP10	1.05	9.92				
KP11	0.94	0.87	10.17			
KP12	0.99	1.04	1.01	9.80		
KP13	1.06	1.05	0.98	1.59	9.71	
KP14	0.98	0.95	1.39	0.93	0.97	10.07

KAFE EXCELSO

Number of Iterations = 18

LISREL Estimates (Maximum Likelihood)

Measurement Equations

Lampiran 10 (Lanjutan)

$$K1 = 1.00 * K, \text{ Errorvar.} = 8.34, R^2 = 0.11 \\ (0.85) \\ 9.81$$

$$K2 = 0.93 * K, \text{ Errorvar.} = 9.23, R^2 = 0.088 \\ (0.34) \quad (0.91) \\ 2.77 \quad 10.11$$

$$K3 = 1.01 * K, \text{ Errorvar.} = 10.19, R^2 = 0.094 \\ (0.36) \quad (1.02) \\ 2.82 \quad 10.04$$

$$K4 = 1.02 * K, \text{ Errorvar.} = 10.39, R^2 = 0.093 \\ (0.36) \quad (1.03) \\ 2.81 \quad 10.05$$

$$L1 = 1.00 * L, \text{ Errorvar.} = 9.91, R^2 = 0.085 \\ (0.96) \\ 10.29$$

$$L2 = 1.05 * L, \text{ Errorvar.} = 9.51, R^2 = 0.096 \\ (0.39) \quad (0.93) \\ 2.70 \quad 10.18$$

$$L3 = 1.06 * L, \text{ Errorvar.} = 9.76, R^2 = 0.096 \\ (0.39) \quad (0.96) \\ 2.70 \quad 10.19$$

$$L4 = 1.06 * L, \text{ Errorvar.} = 10.84, R^2 = 0.086 \\ (0.40) \quad (1.05) \\ 2.63 \quad 10.28$$

$$L5 = 1.05 * L, \text{ Errorvar.} = 10.61, R^2 = 0.087 \\ (0.40) \quad (1.03) \\ 2.64 \quad 10.27$$

$$L6 = 1.02 * L, \text{ Errorvar.} = 15.68, R^2 = 0.057 \\ (0.44) \quad (1.49) \\ 2.34 \quad 10.53$$

$$KP1 = 1.00 * KP, \text{ Errorvar.} = 34.05, R^2 = 0.054 \\ (3.21) \\ 10.61$$

Lampiran 10 (Lanjutan)

$$\begin{array}{l} \text{KP2} = 1.01 * \text{KP}, \text{Errorvar.} = 32.62, R^2 = 0.058 \\ (0.47) \quad (3.08) \\ 2.14 \quad 10.58 \end{array}$$

$$\begin{array}{l} \text{KP3} = 1.02 * \text{KP}, \text{Errorvar.} = 31.94, R^2 = 0.059 \\ (0.47) \quad (3.02) \\ 2.15 \quad 10.57 \end{array}$$

$$\begin{array}{l} \text{KP4} = 0.88 * \text{KP}, \text{Errorvar.} = 32.95, R^2 = 0.044 \\ (0.44) \quad (3.09) \\ 1.99 \quad 10.67 \end{array}$$

$$\begin{array}{l} \text{KP5} = 0.89 * \text{KP}, \text{Errorvar.} = 32.93, R^2 = 0.045 \\ (0.44) \quad (3.09) \\ 1.99 \quad 10.67 \end{array}$$

$$\begin{array}{l} \text{KP6} = 0.92 * \text{KP}, \text{Errorvar.} = 33.03, R^2 = 0.048 \\ (0.45) \quad (3.10) \\ 2.03 \quad 10.65 \end{array}$$

$$\begin{array}{l} \text{KP7} = 0.86 * \text{KP}, \text{Errorvar.} = 7.81, R^2 = 0.16 \\ (0.33) \quad (0.79) \\ 2.58 \quad 9.86 \end{array}$$

$$\begin{array}{l} \text{KP8} = 0.70 * \text{KP}, \text{Errorvar.} = 9.63, R^2 = 0.090 \\ (0.30) \quad (0.93) \\ 2.36 \quad 10.37 \end{array}$$

$$\begin{array}{l} \text{KP9} = 0.71 * \text{KP}, \text{Errorvar.} = 15.26, R^2 = 0.060 \\ (0.33) \quad (1.44) \\ 2.16 \quad 10.57 \end{array}$$

$$\begin{array}{l} \text{KP10} = 0.74 * \text{KP}, \text{Errorvar.} = 8.84, R^2 = 0.11 \\ (0.30) \quad (0.86) \\ 2.44 \quad 10.24 \end{array}$$

$$\begin{array}{l} \text{KP11} = 0.70 * \text{KP}, \text{Errorvar.} = 9.21, R^2 = 0.094 \\ (0.29) \quad (0.89) \\ 2.38 \quad 10.34 \end{array}$$

$$\begin{array}{l} \text{KP12} = 0.73 * \text{KP}, \text{Errorvar.} = 8.76, R^2 = 0.11 \\ (0.30) \quad (0.85) \\ 2.43 \quad 10.26 \end{array}$$

$$\begin{array}{l} \text{KP13} = 0.73 * \text{KP}, \text{Errorvar.} = 8.67, R^2 = 0.11 \\ (0.30) \quad (0.85) \end{array}$$

Lampiran 10 (Lanjutan)

2.44 10.25

KP14 = 0.68*KP, Errorvar.= 9.16 , R² = 0.091

(0.29) (0.88)

2.36 10.36

Structural Equations

K = 0.55*KP, Errorvar.= 0.21 , R² = 0.79

(0.28) (0.34)

2.34 0.63

L = 0.68*K + 0.19*KP, Errorvar.= 0.046, R² = 0.95

(1.13) (0.75) (0.28)

0.60 0.25 0.17

Reduced Form Equations

K = 0.65*KP, Errorvar.= 0.21, R² = 0.79

(0.28)

2.34

L = 0.12*KP, Errorvar.= 0.14, R² = 0.84

(0.28)

2.26

Variances of Independent Variables

KP

1.95

(1.32)

1.48

Covariance Matrix of Latent Variables

	K	L	KP
	-----	-----	-----
K	1.03		
L	0.94	0.92	
KP	1.27	1.23	1.95

Lampiran 10 (Lanjutan)

Goodness of Fit Statistics

Degrees of Freedom = 249

Minimum Fit Function Chi-Square = 27.07 (P = 1.00)

Normal Theory Weighted Least Squares Chi-Square = 28.70 (P = 1.00)

Estimated Non-centrality Parameter (NCP) = 0.0

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

Minimum Fit Function Value = 0.11

Population Discrepancy Function Value (F0) = 0.0

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

Root Mean Square Error of Approximation (RMSEA) = 0.064

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

P-Value for Test of Close Fit (RMSEA < 0.05) = 1.00

Expected Cross-Validation Index (ECVI) = 1.47

90 Percent Confidence Interval for ECVI = (1.47 ; 1.47)

ECVI for Saturated Model = 2.51

ECVI for Independence Model = 2.05

Chi-Square for Independence Model with 276 Degrees of Freedom = 441.20

Independence AIC = 489.20

Model AIC = 130.70

Saturated AIC = 600.00

Independence CAIC = 596.74

Model CAIC = 359.22

Saturated CAIC = 1944.19

Normed Fit Index (NFI) = 0.94

Non-Normed Fit Index (NNFI) = 2.49

Parsimony Normed Fit Index (PNFI) = 0.85

Comparative Fit Index (CFI) = 1.00

Incremental Fit Index (IFI) = 0.97

Relative Fit Index (RFI) = 0.93

Critical N (CN) = 2683.35

Root Mean Square Residual (RMR) = 0.40

Standardized RMR = 0.018

Goodness of Fit Index (GFI) = 0.99

Adjusted Goodness of Fit Index (AGFI) = 0.99

Parsimony Goodness of Fit Index (PGFI) = 0.82

Lampiran 10 (Lanjutan)

KAFE EXCELSO

Fitted Covariance Matrix

	K1	K2	K3	K4	L1	L2
K1	9.37					
K2	0.96	10.12				
K3	1.04	0.97	11.25			
K4	1.05	0.98	1.06	11.46		
L1	0.94	0.87	0.95	0.96	10.82	
L2	0.99	0.92	1.00	1.00	0.96	10.53
L3	1.00	0.93	1.01	1.02	0.97	1.02
L4	0.99	0.93	1.01	1.01	0.97	1.02
L5	0.99	0.92	1.00	1.01	0.96	1.01
L6	0.96	0.89	0.97	0.97	0.93	0.98
KP1	1.27	1.18	1.28	1.29	1.23	1.29
KP2	1.28	1.19	1.29	1.30	1.24	1.30
KP3	1.29	1.20	1.30	1.31	1.25	1.31
KP4	1.12	1.04	1.13	1.13	1.08	1.14
KP5	1.12	1.04	1.13	1.14	1.09	1.14
KP6	1.16	1.08	1.18	1.18	1.13	1.19
KP7	1.09	1.02	1.10	1.11	1.06	1.11
KP8	0.88	0.82	0.89	0.90	0.86	0.90
KP9	0.89	0.83	0.90	0.91	0.87	0.91
KP10	0.94	0.87	0.95	0.96	0.91	0.96
KP11	0.89	0.83	0.90	0.90	0.86	0.90
KP12	0.92	0.86	0.93	0.94	0.89	0.94
KP13	0.92	0.86	0.93	0.94	0.90	0.94
KP14	0.87	0.81	0.88	0.88	0.84	0.88

Fitted Covariance Matrix

	L3	L4	L5	L6	KP1	KP2
L3	10.79					
L4	1.03	11.87				
L5	1.02	1.02	11.62			
L6	0.99	0.99	0.98	16.64		
KP1	1.31	1.30	1.29	1.25	36.01	
KP2	1.32	1.31	1.31	1.26	1.97	34.61
KP3	1.33	1.32	1.31	1.27	1.99	2.00
KP4	1.15	1.15	1.14	1.10	1.72	1.74
KP5	1.16	1.15	1.15	1.11	1.73	1.75
KP6	1.20	1.20	1.19	1.15	1.80	1.81
KP7	1.13	1.12	1.12	1.08	1.69	1.70

Lampiran 10 (Lanjutan)

KP8	0.91	0.91	0.90	0.87	1.36	1.38
KP9	0.92	0.92	0.91	0.88	1.38	1.39
KP10	0.97	0.97	0.96	0.93	1.45	1.46
KP11	0.91	0.91	0.91	0.88	1.37	1.38
KP12	0.95	0.95	0.94	0.91	1.42	1.43
KP13	0.95	0.95	0.94	0.91	1.42	1.44
KP14	0.89	0.89	0.89	0.86	1.34	1.35

Fitted Covariance Matrix

	KP3	KP4	KP5	KP6	KP7	KP8
KP3	33.95					
KP4	1.75	34.47				
KP5	1.76	1.53	34.47			
KP6	1.83	1.59	1.59	34.69		
KP7	1.71	1.49	1.49	1.55	9.27	
KP8	1.38	1.20	1.21	1.25	1.18	10.59
KP9	1.40	1.22	1.22	1.27	1.19	0.96
KP10	1.47	1.28	1.29	1.33	1.25	1.01
KP11	1.39	1.21	1.21	1.26	1.18	0.95
KP12	1.44	1.25	1.26	1.31	1.23	0.99
KP13	1.45	1.26	1.26	1.31	1.23	0.99
KP14	1.36	1.18	1.19	1.23	1.15	0.93

Fitted Covariance Matrix

	KP9	KP10	KP11	KP12	KP13	KP14
KP9	16.23					
KP10	1.02	9.92				
KP11	0.97	1.02	10.17			
KP12	1.00	1.06	1.00	9.80		
KP13	1.01	1.06	1.00	1.04	9.71	
KP14	0.94	0.99	0.94	0.97	0.98	10.07

Fitted Residuals

	K1	K2	K3	K4	L1	L2
K1	0.00					
K2	0.02	0.00				
K3	-0.07	0.08	0.00			
K4	0.01	-0.02	0.00	0.00		
L1	-0.08	0.04	0.02	-0.08	0.00	
L2	0.05	0.15	-0.01	0.01	-0.10	0.00

Lampiran 10 (Lanjutan)

L3	0.08	0.08	0.16	-0.17	-0.06	-0.01
L4	-0.03	0.15	-0.11	-0.03	0.13	-0.06
L5	-0.05	-0.01	-0.07	-0.08	0.11	-0.01
L6	-0.10	0.00	0.04	-0.03	-0.02	0.05
KP1	-0.16	-0.33	-0.36	-0.23	-0.21	-0.47
KP2	-0.36	-0.26	-0.49	-0.20	-0.29	-0.46
KP3	-0.25	-0.44	-0.40	-0.35	-0.45	-0.30
KP4	-0.10	-0.23	-0.13	-0.07	-0.07	-0.15
KP5	-0.12	-0.16	-0.31	-0.31	0.02	0.21
KP6	-0.18	-0.27	-0.14	-0.26	0.38	-0.28
KP7	-0.11	-0.17	-0.32	0.53	-0.18	-0.08
KP8	0.24	0.02	0.62	-0.06	0.08	0.07
KP9	0.06	0.44	-0.01	0.07	0.00	0.16
KP10	0.67	-0.12	0.05	-0.04	0.10	-0.02
KP11	-0.07	0.01	0.10	0.06	0.15	0.16
KP12	-0.01	-0.03	0.14	0.01	0.09	0.11
KP13	-0.16	0.13	0.07	0.12	0.07	0.09
KP14	0.01	0.01	0.18	0.11	0.10	0.10

Fitted Residuals

	L3	L4	L5	L6	KP1	KP2
	-----	-----	-----	-----	-----	-----
L3	0.00					
L4	-0.08	0.00				
L5	0.04	-0.02	0.00			
L6	0.08	0.01	0.00	0.00		
KP1	-0.21	-0.38	-0.33	0.34	0.00	
KP2	-0.30	-0.26	0.27	-0.42	1.29	0.00
KP3	-0.46	0.33	-0.45	-0.28	1.15	1.16
KP4	0.38	-0.27	-0.13	-0.21	1.44	1.42
KP5	-0.26	-0.14	-0.27	-0.05	1.29	1.31
KP6	-0.19	-0.26	-0.11	-0.22	1.32	1.42
KP7	-0.13	-0.11	-0.20	-0.13	1.32	1.43
KP8	0.16	0.00	0.13	0.24	-0.50	-0.11
KP9	0.04	0.14	0.20	0.07	-0.44	-0.28
KP10	0.02	0.07	0.15	-0.07	-0.46	-0.38
KP11	0.21	0.17	0.06	0.07	-0.33	-0.36
KP12	0.03	0.02	0.12	0.08	-0.49	-0.42
KP13	-0.01	0.03	0.07	-0.01	0.01	-0.51
KP14	0.06	0.19	0.10	0.15	-0.43	-0.48

Lampiran 10 (Lanjutan)

Fitted Residuals

	KP3	KP4	KP5	KP6	KP7	KP8
KP3	0.00					
KP4	1.44	0.00				
KP5	1.33	1.66	0.00			
KP6	1.23	1.53	1.48	0.00		
KP7	1.45	-0.27	-0.58	-0.04	0.00	
KP8	-0.48	-0.21	-0.18	0.41	-0.22	0.00
KP9	0.12	-0.38	-0.23	-0.35	-0.19	-0.07
KP10	-0.50	-0.22	-0.26	-0.34	0.35	-0.19
KP11	-0.36	-0.19	0.39	-0.44	-0.19	-0.13
KP12	0.00	-0.34	-0.22	-0.36	-0.16	-0.03
KP13	-0.48	-0.32	-0.17	-0.25	-0.21	0.11
KP14	-0.42	-0.25	-0.24	-0.18	-0.19	-0.03

Fitted Residuals

	KP9	KP10	KP11	KP12	KP13	KP14
KP9	0.00					
KP10	0.02	0.00				
KP11	-0.03	-0.14	0.00			
KP12	-0.01	-0.02	0.01	0.00		
KP13	0.05	-0.01	-0.02	0.55	0.00	
KP14	0.03	-0.04	0.45	-0.04	0.00	0.00

Summary Statistics for Fitted Residuals

Smallest Fitted Residual = -0.58

Median Fitted Residual = -0.01

Largest Fitted Residual = 1.66

Standardized Residuals

	K1	K2	K3	K4	L1	L2
K1	--					
K2	0.04	--				
K3	-0.14	0.14	--			
K4	0.01	-0.04	-0.01	--		
L1	-0.15	0.07	0.03	-0.13	--	
L2	0.09	0.27	-0.02	0.01	-0.18	--
L3	0.15	0.13	0.27	-0.28	-0.10	-0.03

Lampiran 10 (Lanjutan)

L4	-0.05	0.25	-0.18	-0.04	0.21	-0.10
L5	-0.08	-0.01	-0.11	-0.13	0.18	-0.01
L6	-0.14	0.00	0.05	-0.04	-0.03	0.07
KP1	-0.15	-0.29	-0.31	-0.19	-0.18	-0.42
KP2	-0.35	-0.24	-0.43	-0.18	-0.26	-0.41
KP3	-0.24	-0.41	-0.35	-0.30	-0.40	-0.28
KP4	-0.09	-0.21	-0.11	-0.06	-0.06	-0.13
KP5	-0.12	-0.14	-0.27	-0.26	0.02	0.19
KP6	-0.17	-0.25	-0.12	-0.22	0.33	-0.26
KP7	-0.23	-0.33	-0.59	0.96	-0.33	-0.15
KP8	0.43	0.04	1.00	-0.10	0.13	0.11
KP9	0.08	0.58	-0.01	0.09	0.00	0.21
KP10	1.26	-0.21	0.09	-0.06	0.18	-0.03
KP11	-0.12	0.02	0.16	0.10	0.26	0.28
KP12	-0.01	-0.06	0.23	0.02	0.15	0.20
KP13	-0.30	0.23	0.13	0.20	0.12	0.15
KP14	0.02	0.02	0.30	0.18	0.16	0.17

Standardized Residuals

	L3	L4	L5	L6	KP1	KP2
	-----	-----	-----	-----	-----	-----
L3	--					
L4	-0.14	--				
L5	0.07	-0.03	--			
L6	0.10	0.02	0.00	--		
KP1	-0.18	-0.31	-0.27	0.23	--	
KP2	-0.27	-0.22	0.23	-0.30	0.62	--
KP3	-0.42	0.28	-0.39	-0.20	0.56	0.58
KP4	0.34	-0.23	-0.11	-0.15	0.69	0.69
KP5	-0.23	-0.12	-0.23	-0.03	0.61	0.64
KP6	-0.17	-0.22	-0.10	-0.15	0.63	0.69
KP7	-0.25	-0.20	-0.37	-0.19	1.34	1.49
KP8	0.27	0.00	0.21	0.31	-0.45	-0.10
KP9	0.05	0.17	0.25	0.07	-0.31	-0.20
KP10	0.03	0.12	0.25	-0.10	-0.43	-0.36
KP11	0.36	0.27	0.10	0.09	-0.30	-0.34
KP12	0.05	0.04	0.19	0.10	-0.46	-0.40
KP13	-0.02	0.05	0.11	-0.01	0.01	-0.50
KP14	0.10	0.30	0.16	0.20	-0.39	-0.45

Lampiran 10 (Lanjutan)

Standardized Residuals

	KP3	KP4	KP5	KP6	KP7	KP8
	-----	-----	-----	-----	-----	-----
KP3	--					
KP4	0.71	--				
KP5	0.65	0.80	--			
KP6	0.60	0.74	0.71	--		
KP7	1.53	-0.27	-0.60	-0.04	--	
KP8	-0.44	-0.19	-0.16	0.37	-0.44	--
KP9	0.09	-0.27	-0.17	-0.25	-0.30	-0.09
KP10	-0.49	-0.21	-0.24	-0.33	0.72	-0.34
KP11	-0.34	-0.18	0.36	-0.41	-0.39	-0.22
KP12	0.00	-0.33	-0.21	-0.35	-0.33	-0.05
KP13	-0.47	-0.31	-0.16	-0.24	-0.43	0.19
KP14	-0.40	-0.23	-0.22	-0.16	-0.39	-0.05

Standardized Residuals

	KP9	KP10	KP11	KP12	KP13	KP14
	-----	-----	-----	-----	-----	-----
KP9	--					
KP10	0.03	--				
KP11	-0.04	-0.26	--			
KP12	-0.01	-0.03	0.03	--		
KP13	0.07	-0.02	-0.04	1.05	--	
KP14	0.05	-0.07	0.80	-0.08	0.00	--

Summary Statistics for Standardized Residuals

Smallest Standardized Residual = -0.60

Median Standardized Residual = -0.02

Largest Standardized Residual = 1.53

KAFE EXCELSO

Standardized Solution

LAMBDA-Y

	K	L
	-----	-----
K1	1.02	--
K2	0.95	--
K3	1.03	--
K4	1.03	--

Lampiran 10 (Lanjutan)

L1	--	0.96
L2	--	1.01
L3	--	1.02
L4	--	1.01
L5	--	1.01
L6	--	0.98

LAMBDA-X

	KP

KP1	1.40
KP2	1.41
KP3	1.42
KP4	1.23
KP5	1.24
KP6	1.29
KP7	1.21
KP8	0.98
KP9	0.99
KP10	1.04
KP11	0.98
KP12	1.02
KP13	1.02
KP14	0.96

BETA

	K	L
	-----	-----
K	--	--
L	0.72	--

GAMMA

	KP

K	0.89
L	0.28

Lampiran 10 (Lanjutan)

Correlation Matrix of ETA and KSI

	K	L	KP
K	1.00		
L	0.97	1.00	
KP	0.89	0.92	1.00

PSI

Note: This matrix is diagonal.

K	L
0.21	0.05

Regression Matrix ETA on KSI (Standardized)

	KP
K	0.89
L	0.92

KAFE EXCELSO

Completely Standardized Solution

LAMBDA-Y

	K	L
K1	0.63	--
K2	0.64	--
K3	0.58	--
K4	0.60	--
L1	--	0.63
L2	--	0.54
L3	--	0.59
L4	--	0.59
L5	--	0.60
L6	--	0.66

Lampiran 10 (Lanjutan)

LAMBDA-X

	KP

KP1	0.62
KP2	0.60
KP3	0.58
KP4	0.62
KP5	0.61
KP6	0.53
KP7	0.58
KP8	0.61
KP9	0.59
KP10	0.56
KP11	0.60
KP12	0.55
KP13	0.60
KP14	0.61

BETA

	K	L
	-----	-----
K	--	--
L	0.72	--

GAMMA

	KP

K	0.89
L	0.28

Correlation Matrix of ETA and KSI

	K	L	KP
	-----	-----	-----
K	1.00		
L	0.97	1.00	
KP	0.89	0.92	1.00

PSI

Note: This matrix is diagonal.

K	L
-----	-----

Lampiran 10 (Lanjutan)

0.21 0.05

THETA-EPS

K1	K2	K3	K4	L1	L2
-----	-----	-----	-----	-----	-----
0.89	0.91	0.91	0.91	0.92	0.90

THETA-EPS

L3	L4	L5	L6
-----	-----	-----	-----
0.90	0.91	0.91	0.94

THETA-DELTA

KP1	KP2	KP3	KP4	KP5	KP6
-----	-----	-----	-----	-----	-----
0.95	0.94	0.94	0.96	0.96	0.95

THETA-DELTA

KP7	KP8	KP9	KP10	KP11	KP12
-----	-----	-----	-----	-----	-----
0.84	0.91	0.94	0.89	0.91	0.89

THETA-DELTA

KP13	KP14
-----	-----
0.89	0.91

Regression Matrix ETA on KSI (Standardized)

	KP

K	0.89
L	0.92

KAFE EXCELSO

Total and Indirect Effects

Total Effects of KSI on ETA

Lampiran 10 (Lanjutan)

	KP

K	0.65 (0.28) 2.34

L	0.63 (0.28) 2.26
---	------------------------

Indirect Effects of KSI on ETA

	KP

K	--
L	0.44 (0.75) 0.59

Total Effects of ETA on ETA

	K	L
	-----	-----
K	--	--
L	0.68 (1.13) 0.60	--

Largest Eigenvalue of B^*B' (Stability Index) is 0.456

Total Effects of ETA on Y

	K	L
	-----	-----
K1	1.00	--
K2	0.93 (0.34) 2.77	--
K3	1.01	--

Lampiran 10 (Lanjutan)

	(0.36)	
	2.82	
K4	1.02	--
	(0.36)	
	2.81	
L1	0.68	1.00
	(1.13)	
	0.60	
L2	0.71	1.05
	(1.18)	(0.39)
	0.60	2.70
L3	0.72	1.06
	(1.20)	(0.39)
	0.60	2.70
L4	0.71	1.06
	(1.19)	(0.40)
	0.60	2.63
L5	0.71	1.05
	(1.19)	(0.40)
	0.60	2.64
L6	0.69	1.02
	(1.16)	(0.44)
	0.59	2.34

Indirect Effects of ETA on Y

	K	L
	-----	-----
K1	--	--
K2	--	--
K3	--	--
K4	--	--
L1	0.68	--
	(1.13)	

Lampiran 10 (Lanjutan)

	0.60	
L2	0.71	--
	(1.18)	
	0.60	
L3	0.72	--
	(1.20)	
	0.60	
L4	0.71	--
	(1.19)	
	0.60	
L5	0.71	--
	(1.19)	
	0.60	
L6	0.69	--
	(1.16)	
	0.59	

Total Effects of KSI on Y

	KP	

K1	0.65	
	(0.28)	
	2.34	
K2	0.60	
	(0.27)	
	2.25	
K3	0.65	
	(0.29)	
	2.28	
K4	0.66	
	(0.29)	
	2.27	
L1	0.63	
	(0.28)	
	2.26	

Lampiran 10 (Lanjutan)

L2	0.66 (0.28) 2.32
L3	0.67 (0.29) 2.32
L4	0.67 (0.29) 2.27
L5	0.66 (0.29) 2.28
L6	0.64 (0.31) 2.08

KAFE EXCELSO

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	KP

K	0.89
L	0.92

Standardized Indirect Effects of KSI on ETA

	KP

K	--
L	0.64

Standardized Total Effects of ETA on ETA

	K	L
	-----	-----
K	--	--
L	0.72	--

Lampiran 10 (Lanjutan)

Standardized Total Effects of ETA on Y

	K	L
	-----	-----
K1	1.02	--
K2	0.95	--
K3	1.03	--
K4	1.03	--
L1	0.69	0.96
L2	0.72	1.01
L3	0.73	1.02
L4	0.73	1.01
L5	0.72	1.01
L6	0.70	0.98

Completely Standardized Total Effects of ETA on Y

	K	L
	-----	-----
K1	0.33	--
K2	0.30	--
K3	0.31	--
K4	0.31	--
L1	0.21	0.29
L2	0.22	0.31
L3	0.22	0.31
L4	0.21	0.29
L5	0.21	0.30
L6	0.17	0.24

Standardized Indirect Effects of ETA on Y

	K	L
	-----	-----
K1	--	--
K2	--	--
K3	--	--
K4	--	--
L1	0.69	--
L2	0.72	--
L3	0.73	--
L4	0.73	--
L5	0.72	--
L6	0.70	--

Lampiran 10 (Lanjutan)

Completely Standardized Indirect Effects of ETA on Y

	K	L
	-----	-----
K1	--	--
K2	--	--
K3	--	--
K4	--	--
L1	0.21	--
L2	0.22	--
L3	0.22	--
L4	0.21	--
L5	0.21	--
L6	0.17	--

Standardized Total Effects of KSI on Y

	KP

K1	0.91
K2	0.84
K3	0.92
K4	0.92
L1	0.88
L2	0.92
L3	0.93
L4	0.93
L5	0.93
L6	0.90

Completely Standardized Total Effects of KSI on Y

	KP

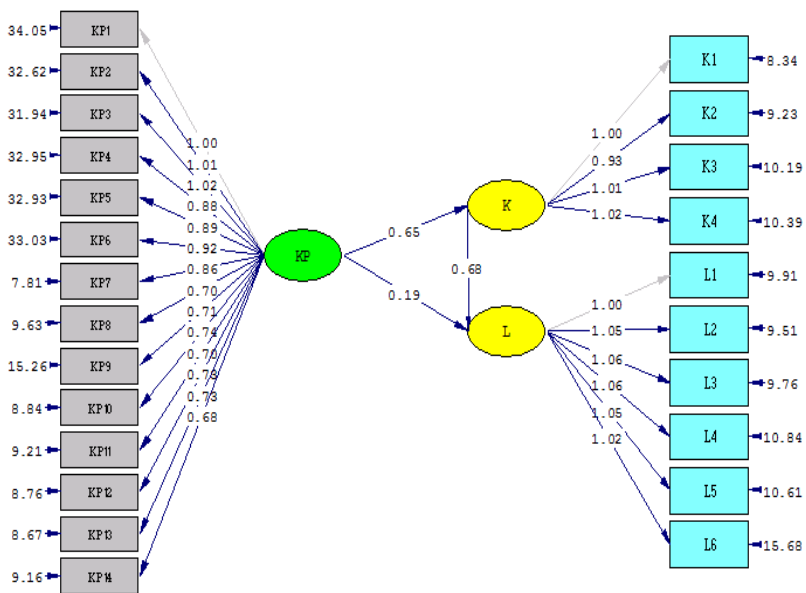
K1	0.30
K2	0.26
K3	0.27
K4	0.27
L1	0.27
L2	0.28
L3	0.28
L4	0.27
L5	0.27
L6	0.22

Time used: 0.187 Seconds

Lampiran 11

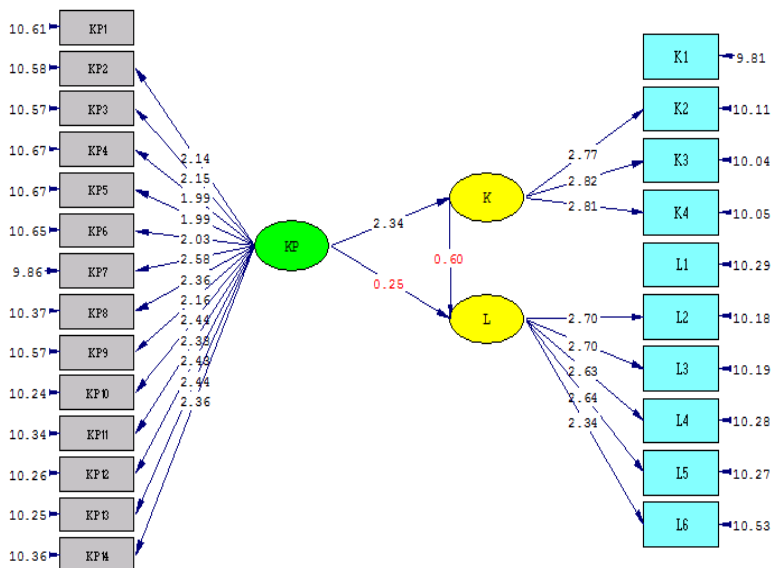
Path Diagram

ESTIMATES



Lampiran 11 (Lanjutan)

T-VALUES



Lampiran 11 (Lanjutan)

STANDARDIZED SOLUTION

