Lampiran 1

ANGKET PENELITIAN

Angket ini dibuat demi melakukan penelitian untuk menyelesaikan tugas akhir Tesis saya yang berjudul "Pengaruh *Brand Credibility* dan *Brand Identity* terhadap *Customer Loyalty* dan *Word Of Mouth* melalui *Customer Satisfaction* sebagai variabel *intervening* pada Konsumen Sepeda Motor Merek Honda di Surabaya". Saya berharap Bapak/ Ibu/ Saudara bersedia untuk mengisi angket ini dan memberikan pernyataan sesuai dengan pendapat yang sebenarnya. Atas kesediaannya, saya mengucapkan terima kasih.

Hormat Saya,

(Joel Wijaya)

Petunjuk: Berilah tanda silang (X) pada jawaban yang Anda pilih di bawah ini

A. Karakteristik Responden

1. Jenis Kelamin
a. Pria b. Wanita

2. Usia anda saat ini?
a. 17 tahun - ≤ 25 tahun
b. 26 tahun - ≤ 30 tahun
c. 31 tahun - ≤ 35 tahun
d. 36 tahun - ≤ 40 tahun
e. ≥ 41 tahun

3. Jumlah sepeda motor Honda yang anda miliki saat ini?
a. 1 unit
b. 2 unit
c. 3 unit
d. > 3 unit

B. Pernyataan Inti
Petunjuk: Berilah tanda ✓ pada kotak-kotak yang telah tersedia.

Keterangan:
1. STS = Sangat Tidak Setuju
2. TS = Tidak Setuju
3. N = Netral
4. S = Setuju
5. SS = Sangat Setuju

No	Pernyataan	Pilihan Jawaban				
	***Brand Credibility* (X1)**	STS	TS	N	S	SS
$X_{1.1}$	Honda mampu memberikan apa yang dijanjikan kepada konsumen.					
$X_{1.2}$	Honda handal dalam mengatasi keluhan pelanggan.					
$X_{1.3}$	Merek Honda dapat dipercaya.					
	***Brand Identity* (X2)**					
$X_{2.1}$	Sepeda motor merek Honda terkenal.					
$X_{2.2}$	Sepeda motor merek Honda memiliki mesin yang tangguh dan irit bahan bakar.					
$X_{2.3}$	Honda senantiasa menjadi pelopor dalam kemajuan produk dan teknologi sepeda motor.					
$X_{2.4}$	Honda menawarkan berbagai macam pilihan sepeda motor.					
	***Customer Satisfaction* (Y1)**					
$Y_{1.1}$	Saya merasa puas terhadap sepeda motor merek Honda secara keseluruhan.					
$Y_{1.2}$	Sepeda motor merek Honda telah memenuhi harapan saya.					
$Y_{1.3}$	Saya merasa Honda memiliki produk sepeda motor yang lebih baik dibandingkan dengan pesaingnya.					
	***Customer Loyalty* (Y2)**					
$Y_{2.1}$	Saya ingin membeli produk atau jenis lain sepeda motor merek Honda.					
$Y_{2.2}$	Saya tetap akan membeli sepeda motor merek Honda meskipun ada tawaran menarik dari produk sepeda motor merek lain.					
$Y_{2.3}$	Saya akan merekomendasikan merek Honda pada orang lain yang ingin membeli sepeda motor.					
$Y_{2.4}$	Saya berencana melakukan pembelian ulang sepeda motor merek Honda.					
	***Word Of Mouth* (Y3)**					
$Y_{3.1}$	Saya akan menceritakan pengalaman positif mengenai sepeda motor merek Honda kepada orang lain.					
$Y_{3.2}$	Saya tidak akan melewatkan kesempatan untuk menceritakan pengalaman tentang sepeda motor merek Honda kepada orang lain.					
$Y_{3.3}$	Saya cenderung membicarakan secara detail mengenai sepeda motor merek Honda kepada orang lain.					

Lampiran 2

Hasil Angket

BC1	BC2	BC3	BI1	BI2	BI3	BI4	CS1	CS2	CS3
3	4	3	3	4	4	4	3	3	3
4	4	4	4	3	3	4	4	5	4
3	4	4	3	3	3	3	5	3	5
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Lampiran 3

JK

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	81	71	71	71
	Wanita	32	29	29	100.0
	Total	113	100	100.0	

USIA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 – 25 tahun	45	40	40	40
	26 – 30 tahun	17	15	15	55
	31 – 35 tahun	8	7	7	62
	36 tahun-40 tahun	12	11	11	73
	≥ 41 tahun	31	27	27	100.0
	Total	113	100	100	

JUMLAH KEPEMILIKAN SEPEDA MOTOR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 unit	37	33	33	33
	2 unit	65	58	58	91
	3 unit	6	5	5	96
	> 3 unit	5	4	4	100.0
	Total	113	100.0	100.0	

Lampiran 4

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BC1	113	3	5	3.86	.629
BC2	113	2	5	3.86	.634
BC3	113	2	5	4.06	.696
BI1	113	2	5	4.01	.672
BI2	113	2	5	4.02	.719
BI3	113	2	5	3.94	.627
BI4	113	2	5	4.02	.691
CS1	113	2	5	3.94	.730
CS2	113	2	5	3.88	.780
CS3	113	2	5	3.71	.762
CL1	113	2	5	3.92	.782
CL2	113	2	5	4.14	.658
CL3	113	3	5	4.14	.607
CL4	113	3	5	3.95	.523
WOM1	113	2	5	4.03	.715
WOM2	113	2	5	4.12	.659
WOM3	113	2	5	4.08	.694
BC	113	3	5	3.92	.517
BI	113	2	5	3.99	.598
CS	113	2	5	3.84	.612
CL	113	3	5	4.03	.513
WOM	113	3	5	4.07	.539
Valid N (listwise)	113				

Lampiran 5

The following lines were read from file D:\SEM\DATA9.PR2:

! SY='D:\SEM\DATA9.PSF'
NS 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22
OU MA=CM XT

Total Sample Size = 113

Univariate Summary Statistics for Continuous Variables

Variable	Mean	St. Dev.	T-Value	Skewness	Kurtosis	Minimum	Freq.	Maximum	Freq.
BC1	3.855	0.629	86.640	0.117	-0.525	3.000	56	4.999	27
BC2	3.860	0.634	86.053	-0.143	0.400	2.129	4	5.052	24
BC3	4.055	0.696	82.396	-0.152	-0.523	1.829	1	5.006	53
BI1	4.010	0.672	84.336	-0.143	-0.174	2.021	2	5.014	44
BI2	4.015	0.719	78.941	-0.199	-0.280	2.102	4	5.029	49
BI3	3.935	0.627	88.799	-0.136	0.388	2.146	3	5.036	30
BI4	4.015	0.691	82.199	-0.174	-0.184	2.087	3	5.023	46
CS1	3.935	0.730	76.193	-0.120	-0.421	1.919	3	5.010	44
CS2	3.880	0.780	70.334	-0.161	-0.371	2.061	8	5.039	42
CS3	3.705	0.762	68.748	0.084	-0.465	1.685	4	4.961	33
CL1	3.915	0.782	70.841	-0.183	-0.136	2.240	13	5.117	40
CL2	4.140	0.658	89.021	-0.221	-0.065	2.271	3	5.030	56
CL3	4.135	0.607	96.317	-0.087	-0.340	2.996	25	4.998	52
CL4	3.945	0.523	106.711	-0.021	0.690	3.007	33	5.011	22
WOM1	4.030	0.715	79.676	-0.208	-0.262	2.124	4	5.031	50
WOM2	4.115	0.659	88.342	-0.208	-0.034	2.247	3	5.030	53
WOM3	4.075	0.694	83.026	-0.202	-0.358	2.029	2	5.015	54
BC	3.923	0.517	107.241	-0.043	-0.140	2.584	3	4.958	13
BI	3.994	0.598	94.438	-0.079	-0.098	2.361	2	5.233	11
CS	3.840	0.612	88.794	-0.015	-0.261	2.041	1	5.053	13
CL	4.034	0.513	111.239	-0.034	-0.100	2.651	2	5.179	7
WOM	4.073	0.539	106.875	-0.059	-0.234	2.687	3	5.127	14

Lampiran 5 (lanjutan)

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
BC1	0.694	0.488	-1.954	0.159	4.299	0.117
BC2	-0.842	0.400	1.178	0.239	2.097	0.351
BC3	-0.899	0.369	-1.945	0.174	4.590	0.101
BI1	-0.846	0.398	-0.424	0.672	0.894	0.639
BI2	-1.172	0.241	-0.823	0.411	2.051	0.359
BI3	-0.800	0.423	1.151	0.250	1.966	0.374
BI4	-1.024	0.306	-0.456	0.648	1.256	0.534
CS1	-0.712	0.477	-1.431	0.152	2.556	0.279
CS2	-0.951	0.342	-1.203	0.229	2.352	0.308
CS3	0.499	0.618	-1.643	0.100	2.950	0.229
CL1	-1.076	0.282	-0.288	0.774	1.240	0.538
CL2	-1.298	0.194	-0.053	0.958	1.688	0.430
CL3	-0.514	0.607	-1.070	0.284	1.410	0.494
CL4	-0.122	0.903	1.759	0.079	3.110	0.211
WOM1	-1.221	0.222	-0.750	0.453	2.053	0.358
WOM2	-1.223	0.221	0.044	0.965	1.497	0.473
WOM3	-1.189	0.234	-1.146	0.252	2.726	0.256
BC	-0.253	0.801	-0.302	0.763	0.155	0.926
BI	-0.469	0.639	-0.162	0.872	0.246	0.884
CS	-0.087	0.930	-0.746	0.456	0.564	0.754
CL	-0.204	0.838	-0.169	0.866	0.070	0.966
WOM	-0.352	0.725	-0.643	0.520	0.537	0.765

Relative Multivariate Kurtosis = 1.175

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
171.540	39.488	0.000	620.543	11.676	0.000	1695.666	0.000

Covariance Matrix

	BC1	BC2	BC3	BI1	BI2	BI3

BC1	0.396					
BC2	0.218	0.402				
BC3	0.188	0.158	0.484			
BI1	0.052	0.014	0.060	0.452		
BI2	0.038	-0.010	0.031	0.410	0.517	
BI3	0.039	0.001	0.028	0.271	0.326	0.393
BI4	0.038	0.013	0.035	0.323	0.361	0.256
CS1	0.105	0.161	0.219	0.060	0.066	0.061
CS2	0.073	0.067	0.213	0.115	0.116	0.061
CS3	0.073	0.077	0.249	0.115	0.103	0.076
CL1	0.096	0.047	-0.011	0.190	0.204	0.170
CL2	0.061	0.043	0.006	0.100	0.110	0.116
CL3	0.085	0.038	0.028	0.156	0.196	0.145
CL4	0.027	0.029	-0.032	0.105	0.117	0.103
WOM1	0.093	0.027	0.014	0.142	0.159	0.118
WOM2	0.052	0.023	-0.008	0.085	0.095	0.109
WOM3	0.092	0.030	0.036	0.116	0.137	0.117
BC	0.264	0.259	0.277	0.038	0.016	0.019
BI	0.043	0.005	0.041	0.355	0.391	0.312
CS	0.086	0.102	0.227	0.098	0.097	0.066
CL	0.071	0.040	0.003	0.134	0.152	0.131
WOM	0.080	0.027	0.016	0.111	0.128	0.113

Covariance Matrix

	BI4	CS1	CS2	CS3	CL1	CL2
BI4	0.477					
CS1	0.041	0.533				
CS2	0.085	0.220	0.609			
CS3	0.088	0.246	0.360	0.581		
CL1	0.152	0.085	0.029	0.011	0.611	
CL2	0.092	0.109	0.011	0.027	0.343	0.433
CL3	0.151	0.044	0.064	0.070	0.281	0.185
CL4	0.112	0.011	-0.034	-0.007	0.166	0.143
WOM1	0.121	0.029	0.086	0.089	0.192	0.123
WOM2	0.071	0.092	0.009	0.019	0.312	0.410
WOM3	0.107	0.036	0.078	0.105	0.128	0.094
BC	0.025	0.161	0.119	0.134	0.036	0.034
BI	0.352	0.053	0.096	0.093	0.182	0.113
CS	0.074	0.330	0.397	0.393	0.042	0.050
CL	0.123	0.062	0.019	0.028	0.346	0.274
WOM	0.096	0.054	0.058	0.072	0.212	0.210

Covariance Matrix

	CL3	CL4	WOM1	WOM2	WOM3	BC

CL3	0.369					
CL4	0.128	0.273				
WOM1	0.247	0.098	0.512			
WOM2	0.163	0.142	0.124	0.434		
WOM3	0.231	0.090	0.383	0.086	0.482	
BC	0.047	0.004	0.040	0.021	0.050	0.268
BI	0.169	0.117	0.139	0.099	0.122	0.027
CS	0.060	-0.010	0.068	0.041	0.073	0.139
CL	0.243	0.180	0.166	0.255	0.140	0.033
WOM	0.213	0.110	0.338	0.216	0.316	0.038

Covariance Matrix

	BI	CS	CL	WOM
BI	0.358			
CS	0.082	0.374		
CL	0.142	0.037	0.263	
WOM	0.117	0.062	0.188	0.291

Means

BC1	BC2	BC3	BI1	BI2	BI3
3.855	3.860	4.055	4.010	4.015	3.935

Means

BI4	CS1	CS2	CS3	CL1	CL2
4.015	3.935	3.880	3.705	3.915	4.140

Means

CL3	CL4	WOM1	WOM2	WOM3	BC
4.135	3.945	4.030	4.115	4.075	3.923

Means

BI	CS	CL	WOM
3.994	3.840	4.034	4.073

Standard Deviations

BC1	BC2	BC3	BI1	BI2	BI3

0.629	0.634	0.696	0.672	0.719	0.627

Standard Deviations

BI4	CS1	CS2	CS3	CL1	CL2
0.691	0.730	0.780	0.762	0.782	0.658

Standard Deviations

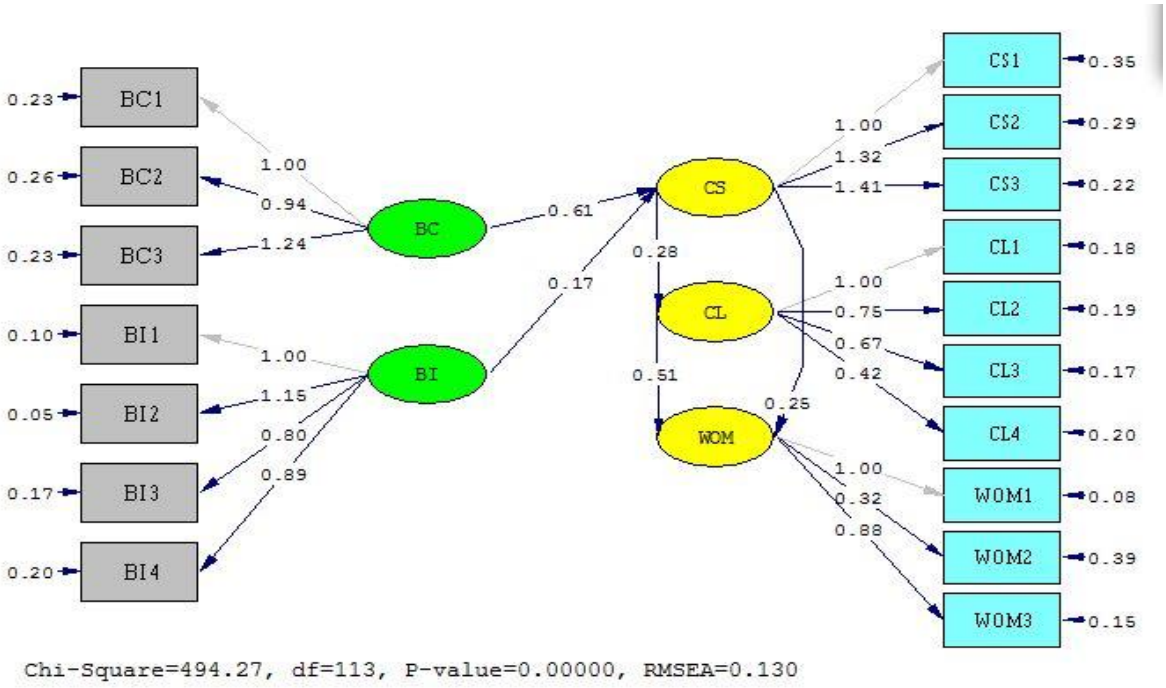
CL3	CL4	WOM1	WOM2	WOM3	BC
0.607	0.523	0.715	0.659	0.694	0.517

Standard Deviations

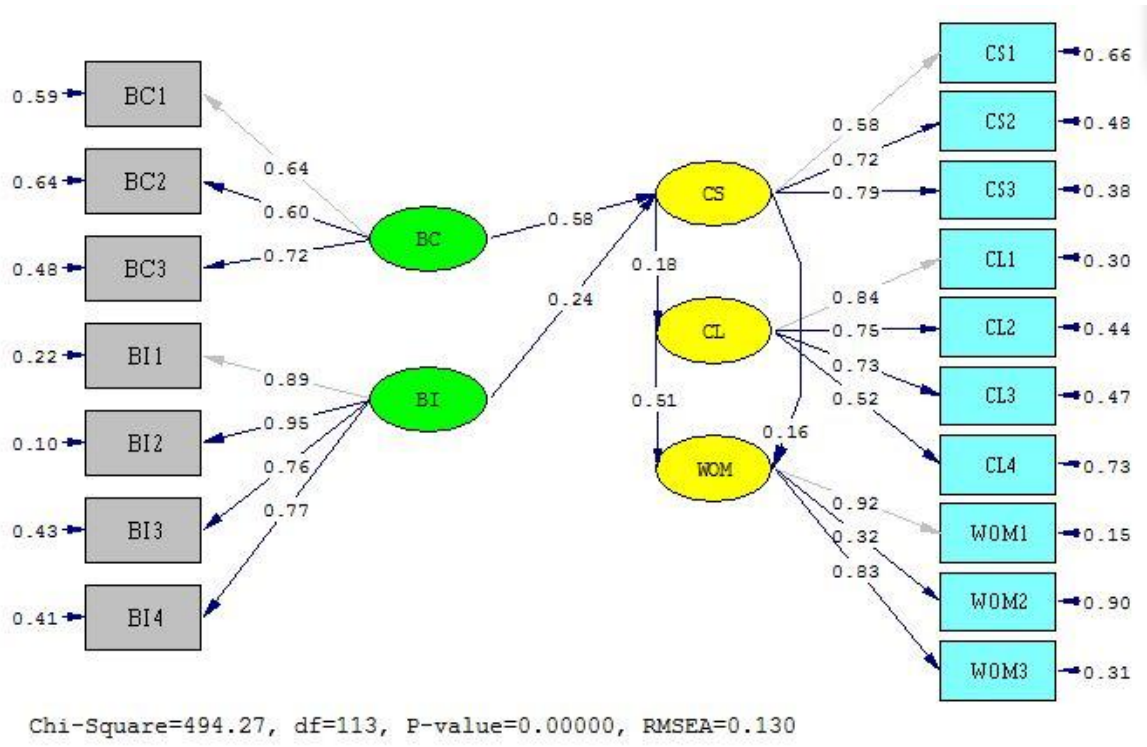
BI	CS	CL	WOM
0.598	0.612	0.513	0.539

Lampiran 6 (Output Gambar)

Estimates

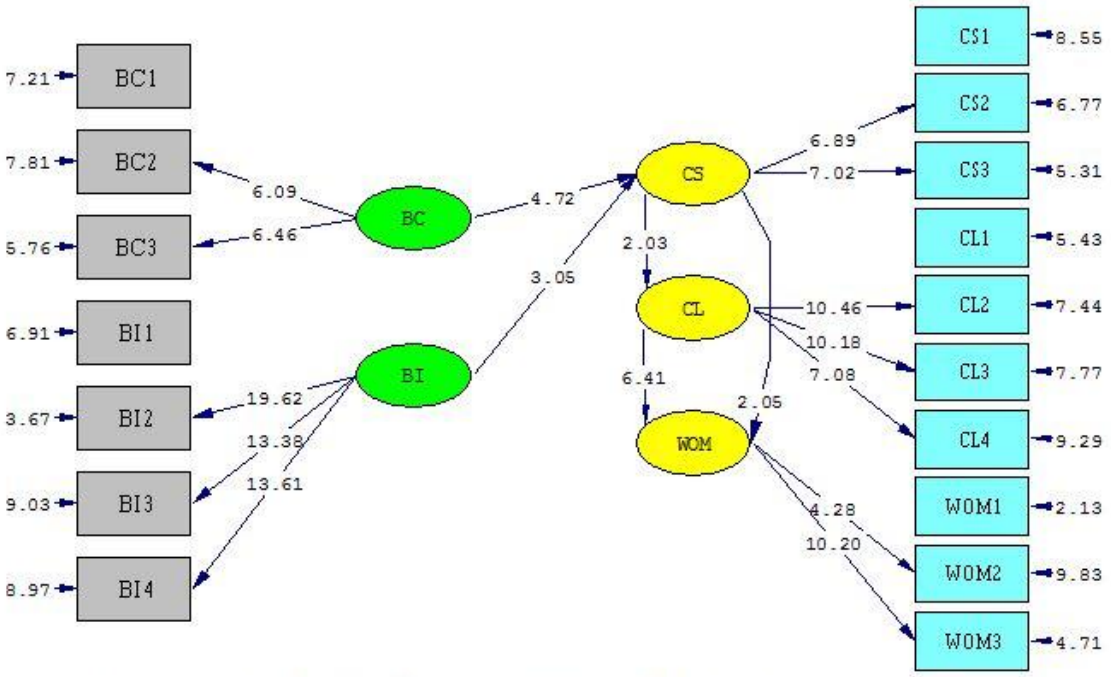


Standart Solution



Lampiran 6 (lanjutan)

T-Values



Lampiran 7 (*Output Syntax*)

DATE: 6/ 6/2014

TIME: 20:21

The following lines were read from file D:\SEM\JOEL SYNTAX.pr2:

Pengaruh Brand Credibility Dan Brand Identity Terhadap Customer Loyalty Dan Word Of Mouth Melalui Customer Satisfaction Pada Konsumen Sepeda Motor Merek Honda Di Surabaya
Observed variable BC1 BC2 BC3 BI1 BI2 BI3 BI4 CS1 CS2 CS3 CL1 CL2 CL3 CL4 WOM1 WOM2 WOM3
Covariance Matrix from file D:\SEM\DATA9.COV
sample size 113
Latent Variables BC BI CS CL WOM
Relationship:
BC1 = 1*BC
BC2-BC3 = BC
BI1 = 1*BI
BI2-BI4 = BI
CS1 = 1*CS
CS2-CS3 = CS
CL1 = 1*CL
CL2-CL4 = CL
WOM1 = 1*WOM
WOM2-WOM3 = WOM
CS = BC BI
CL = CS
WOM = CS CL
OPTIONS: SS SC EF RS
Path Diagram
End of Program

Sample Size = 113

Lampiran 7 (lanjutan)

MODEL HUBUNGAN

Covariance Matrix

	CS1	CS2	CS3	CL1	CL2	CL3
CS1	0.53					
CS2	0.22	0.61				
CS3	0.25	0.36	0.58			
CL1	0.09	0.03	0.00	0.61		
CL2	0.11	0.01	0.03	0.35	0.43	
CL3	0.04	0.07	0.07	0.28	0.19	0.37
CL4	0.01	-0.03	-0.01	0.17	0.14	0.13
WOM1	0.03	0.09	0.08	0.19	0.12	0.25
WOM2	0.09	0.01	0.02	0.33	0.41	0.17
WOM3	0.04	0.08	0.10	0.13	0.09	0.23
BC1	0.11	0.07	0.07	0.09	0.06	0.09
BC2	0.16	0.07	0.08	0.04	0.04	0.03
BC3	0.22	0.21	0.25	-0.02	0.01	0.03
BI1	0.06	0.12	0.11	0.19	0.10	0.15
BI2	0.07	0.12	0.10	0.21	0.11	0.19
BI3	0.06	0.06	0.08	0.18	0.12	0.14
BI4	0.04	0.09	0.08	0.16	0.09	0.15

Covariance Matrix

	CL4	WOM1	WOM2	WOM3	BC1	BC2
CL4	0.27					
WOM1	0.10	0.51				
WOM2	0.14	0.12	0.43			
WOM3	0.09	0.38	0.09	0.48		
BC1	0.03	0.09	0.05	0.09	0.40	
BC2	0.03	0.02	0.02	0.03	0.22	0.40
BC3	-0.03	0.01	-0.01	0.04	0.19	0.16
BI1	0.11	0.14	0.09	0.11	0.05	0.01
BI2	0.12	0.16	0.10	0.13	0.04	-0.01
BI3	0.10	0.12	0.11	0.12	0.04	0.00
BI4	0.11	0.12	0.07	0.10	0.04	0.01

Lampiran 7 (lanjutan)

Covariance Matrix

	BC3	BI1	BI2	BI3	BI4

BC3	0.48				
BI1	0.06	0.45			
BI2	0.03	0.41	0.52		
BI3	0.03	0.27	0.33	0.39	
BI4	0.03	0.32	0.36	0.26	0.48

LISREL Estimates (Maximum Likelihood)

Measurement Equations

CS1 = 1.00*CS, Errorvar.= 0.35 , R^2 = 0.34
(0.041)
8.55

CS2 = 1.32*CS, Errorvar.= 0.29 , R^2 = 0.52
(0.19) (0.043)
6.89 6.77

CS3 = 1.41*CS, Errorvar.= 0.22 , R^2 = 0.62
(0.20) (0.042)
7.02 5.31

CL1 = 1.00*CL, Errorvar.= 0.18 , R^2 = 0.70
(0.033)
5.43

CL2 = 0.75*CL, Errorvar.= 0.19 , R^2 = 0.56
(0.072) (0.025)
10.46 7.44

CL3 = 0.67*CL, Errorvar.= 0.17 , R^2 = 0.53
(0.066) (0.022)
10.18 7.77

CL4 = 0.42*CL, Errorvar.= 0.20 , R^2 = 0.27
(0.059) (0.021)
7.08 9.29

WOM1 = 1.00*WOM, Errorvar.= 0.078 , R^2 = 0.85
(0.037)
2.13

WOM2 = 0.32*WOM, Errorvar.= 0.39 , R^2 = 0.10
(0.074) (0.040)
4.28 9.83

WOM3 = 0.88*WOM, Errorvar.= 0.15 , R^2 = 0.69
(0.086) (0.031)

10.20 4.71

BC1 = 1.00*BC, Errorvar.= 0.23 , R^2 = 0.41
(0.032)
7.21

BC2 = 0.94*BC, Errorvar.= 0.26 , R^2 = 0.36
(0.15) (0.033)
6.09 7.81

BC3 = 1.24*BC, Errorvar.= 0.23 , R^2 = 0.52
(0.19) (0.040)
6.46 5.76

BI1 = 1.00*BI, Errorvar.= 0.098 , R^2 = 0.78
(0.014)
6.91

BI2 = 1.15*BI, Errorvar.= 0.051 , R^2 = 0.90
(0.058) (0.014)
19.62 3.67

BI3 = 0.80*BI, Errorvar.= 0.17 , R^2 = 0.57
(0.060) (0.019)
13.38 9.03

BI4 = 0.89*BI, Errorvar.= 0.20 , R^2 = 0.59
(0.065) (0.022)
13.61 8.97

Lampiran 7 (lanjutan)

Structural Equations
CS = 0.61*BC + 0.17*BI, Errorvar.= 0.10 , R^2 = 0.42

(0.13) (0.057) (0.029)
4.72 3.05 3.57

CL = 0.28*CS, Errorvar.= 0.42 , R^2 = 0.033
(0.14) (0.063)
2.03 6.57

WOM = 0.25*CS + 0.51*CL, Errorvar.= 0.30 , R^2 = 0.32
(0.12) (0.080) (0.049)
2.05 6.41 6.09

Reduced Form Equations

CS = 0.61*BC + 0.17*BI, Errorvar.= 0.10, R^2 = 0.42
(0.13) (0.057)
4.72 3.05

CL = 0.17*BC + 0.049*BI, Errorvar.= 0.42, R^2 = 0.014
(0.087) (0.028)
1.96 1.76

WOM = 0.24*BC + 0.068*BI, Errorvar.= 0.42, R^2 = 0.027
(0.089) (0.031)
2.69 2.23

Covariance Matrix of Independent Variables

	BC	BI
BC	0.16	
	(0.04)	
	4.18	
BI	0.02	0.35
	(0.02)	(0.05)
	1.15	7.80

Covariance Matrix of Latent Variables

	CS	CL	WOM	BC	BI
CS	0.18				
CL	0.05	0.43			
WOM	0.07	0.23	0.43		

BC	0.10	0.03	0.04	0.16	
BI	0.08	0.02	0.03	0.02	0.35

Goodness of Fit Statistics

Degrees of Freedom = 113
Minimum Fit Function Chi-Square = 706.42 (P = 0.065)
Normal Theory Weighted Least Squares Chi-Square = 494.27 (P = 0.0)
Estimated Non-centrality Parameter (NCP) = 381.27
90 Percent Confidence Interval for NCP = (316.17 ; 453.91)

Minimum Fit Function Value = 3.55
Population Discrepancy Function Value (F0) = 1.92
90 Percent Confidence Interval for F0 = (1.59 ; 2.28)
Root Mean Square Error of Approximation (RMSEA) = 0.063
90 Percent Confidence Interval for RMSEA = (0.12 ; 0.14)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 2.89
90 Percent Confidence Interval for ECVI = (2.56 ; 3.25)
ECVI for Saturated Model = 1.54
ECVI for Independence Model = 13.67

Chi-Square for Independence Model with 136 Degrees of Freedom = 2685.80
Independence AIC = 2719.80
Model AIC = 574.27
Saturated AIC = 306.00
Independence CAIC = 2792.87
Model CAIC = 746.20
Saturated CAIC = 963.64

Normed Fit Index (NFI) = 0.82
Non-Normed Fit Index (NNFI) = 0.81
Parsimony Normed Fit Index (PNFI) = 0.61
Comparative Fit Index (CFI) = 0.86
Incremental Fit Index (IFI) = 0.86
Relative Fit Index (RFI) = 0.83

Critical N (CN) = 43.50

Root Mean Square Residual (RMR) = 0.069
Standardized RMR = 0.15
Goodness of Fit Index (GFI) = 0.91
Adjusted Goodness of Fit Index (AGFI) = 0.86
Parsimony Goodness of Fit Index (PGFI) = 0.57

Standardized Residuals

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
CL1	WOM	12.6	-0.32
CL3	WOM	45.7	0.47
WOM2	CL	118.3	1.02
WOM3	CL	8.5	-0.33
CS	CL	14.8	-0.31
CL	BI	36.7	0.56

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
CL	CS	14.8	-0.13
CS3	CS2	11.7	0.19
CL2	CS1	10.0	0.07
CL2	CL1	33.3	0.19
CL3	CL2	17.7	-0.09
WOM1	CL2	10.2	-0.05
WOM2	CS1	8.3	0.08
WOM2	CL2	129.2	0.25
WOM2	CL3	15.4	-0.08
WOM3	CL1	12.9	-0.06
WOM3	CL3	13.5	0.05
WOM3	WOM1	104.8	1.41
BC1	CS3	9.3	-0.07
BC2	CS1	8.5	0.07
BC2	BC1	38.7	0.19
BC3	CS3	11.2	0.09
BC3	BC2	17.3	-0.16

Lampiran 7 (lanjutan)

Standardized Solution

LAMBDA-Y

	CS	CL	WOM

CS1	0.42	- -	- -
CS2	0.56	- -	- -
CS3	0.60	- -	- -
CL1	- -	0.66	- -
CL2	- -	0.49	- -
CL3	- -	0.44	- -
CL4	- -	0.27	- -
WOM1	- -	- -	0.66
WOM2	- -	- -	0.21
WOM3	- -	- -	0.58

LAMBDA-X

	BC	BI
BC1	0.40	- -
BC2	0.38	- -
BC3	0.50	- -
BI1	- -	0.60
BI2	- -	0.68
BI3	- -	0.47
BI4	- -	0.53

BETA

	CS	CL	WOM
CS	- -	- -	- -
CL	0.18	- -	- -
WOM	0.16	0.51	- -

GAMMA

	BC	BI
CS	0.58	0.24
CL	- -	- -
WOM	- -	- -

Correlation Matrix of ETA and KSI

	CS	CL	WOM	BC	BI
CS	1.00				
CL	0.18	1.00			
WOM	0.25	0.54	1.00		

BC	0.60	0.11	0.15	1.00	
BI	0.30	0.05	0.08	0.10	1.00

PSI

Note: This matrix is diagonal.

CS	CL	WOM
0.58	0.97	0.68

Regression Matrix ETA on KSI (Standardized)

	BC	BI
CS	0.58	0.24
CL	0.10	0.04
WOM	0.15	0.06

Completely Standardized Solution

LAMBDA-Y

	CS	CL	WOM
CS1	0.58	- -	- -
CS2	0.72	- -	- -
CS3	0.79	- -	- -
CL1	- -	0.84	- -
CL2	- -	0.75	- -
CL3	- -	0.73	- -
CL4	- -	0.52	- -
WOM1	- -	- -	0.92
WOM2	- -	- -	0.32
WOM3	- -	- -	0.83

Lampiran 7 (lanjutan)

LAMBDA-X

	BC	BI
BC1	0.64	- -

BC2	0.60	- -
BC3	0.72	- -
BI1	- -	0.89
BI2	- -	0.95
BI3	- -	0.76
BI4	- -	0.77

BETA

	CS	CL	WOM
CS	- -	- -	- -
CL	0.18	- -	- -
WOM	0.16	0.51	- -

GAMMA

	BC	BI
CS	0.58	0.24
CL	- -	- -
WOM	- -	- -

Correlation Matrix of ETA and KSI

	CS	CL	WOM	BC	BI
CS	1.00				
CL	0.18	1.00			
WOM	0.25	0.54	1.00		
BC	0.60	0.11	0.15	1.00	
BI	0.30	0.05	0.08	0.10	1.00

PSI

Note: This matrix is diagonal.

CS	CL	WOM
0.58	0.97	0.68

Lampiran 7 (lanjutan)

THETA-EPS

CS1	CS2	CS3	CL1	CL2	CL3

0.66	0.48	0.38	0.30	0.44	0.47

THETA-EPS

CL4	WOM1	WOM2	WOM3
0.73	0.15	0.90	0.31

THETA-DELTA

BC1	BC2	BC3	BI1	BI2	BI3
0.59	0.64	0.48	0.22	0.10	0.43

THETA-DELTA

BI4
0.41

Regression Matrix ETA on KSI (Standardized)

	BC	BI
CS	0.58	0.24
CL	0.10	0.04
WOM	0.15	0.06

Total and Indirect Effects

Total Effects of KSI on ETA

	BC	BI
CS	0.61	0.17
	(0.13)	(0.06)
	4.72	3.05
CL	0.17	0.05
	(0.09)	(0.03)
	1.96	1.76
WOM	0.24	0.07
	(0.09)	(0.03)
	2.69	2.23

Indirect Effects of KSI on ETA

BC	BI

CS	- -	- -
CL	0.17	0.05
	(0.09)	(0.03)
	1.96	1.76
WOM	0.24	0.07
	(0.09)	(0.03)
	2.69	2.23

Total Effects of ETA on ETA

	CS	CL	WOM
CS	- -	- -	- -
CL	0.28	- -	- -
	(0.14)		
	2.03		
WOM	0.39	0.51	- -
	(0.14)	(0.08)	
	2.88	6.41	

Largest Eigenvalue of B*B' (Stability Index) is 0.344

Indirect Effects of ETA on ETA

	CS	CL	WOM
CS	- -	- -	- -

Lampiran 7 (lanjutan)

CL	- -	- -	- -
WOM	0.14	- -	- -
	(0.07)		
	1.97		

Total Effects of ETA on Y

	CS	CL	WOM
CS1	1.00	- -	- -
CS2	1.32 (0.19) 6.89	- -	- -
CS3	1.41 (0.20) 7.02	- -	- -
CL1	0.28 (0.14) 2.03	1.00	- -
CL2	0.21 (0.10) 2.02	0.75 (0.07) 10.46	- -
CL3	0.19 (0.09) 2.02	0.67 (0.07) 10.18	- -
CL4	0.12 (0.06) 1.98	0.42 (0.06) 7.08	- -
WOM1	0.39 (0.14) 2.88	0.51 (0.08) 6.41	1.00
WOM2	0.12 (0.05) 2.42	0.16 (0.04) 3.67	0.32 (0.07) 4.28

Lampiran 7 (lanjutan)

WOM3	0.34 (0.12) 2.83	0.45 (0.08) 5.94	0.88 (0.09) 10.20

Indirect Effects of ETA on Y

	CS	CL	WOM
CS1	- -	- -	- -
CS2	- -	- -	- -
CS3	- -	- -	- -
CL1	0.28 (0.14) 2.03	- -	- -
CL2	0.21 (0.10) 2.02	- -	- -
CL3	0.19 (0.09) 2.02	- -	- -
CL4	0.12 (0.06) 1.98	- -	- -
WOM1	0.39 (0.14) 2.88	0.51 (0.08) 6.41	- -
WOM2	0.12 (0.05) 2.42	0.16 (0.04) 3.67	- -
WOM3	0.34 (0.12) 2.83	0.45 (0.08) 5.94	- -

Lampiran 7 (lanjutan)

Total Effects of KSI on Y

	BC	BI
CS1	0.61	0.17

	(0.13)	(0.06)
	4.72	3.05
CS2	0.80	0.23
	(0.16)	(0.07)
	5.09	3.15
CS3	0.86	0.25
	(0.16)	(0.08)
	5.28	3.19
CL1	0.17	0.05
	(0.09)	(0.03)
	1.96	1.76
CL2	0.13	0.04
	(0.07)	(0.02)
	1.95	1.75
CL3	0.11	0.03
	(0.06)	(0.02)
	1.95	1.75
CL4	0.07	0.02
	(0.04)	(0.01)
	1.91	1.72
WOM1	0.24	0.07
	(0.09)	(0.03)
	2.69	2.23
WOM2	0.08	0.02
	(0.03)	(0.01)
	2.30	2.00
WOM3	0.21	0.06
	(0.08)	(0.03)
	2.65	2.21

Lampiran 7 (lanjutan)

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

BC	BI

CS	0.58	0.24
CL	0.10	0.04
WOM	0.15	0.06

Standardized Indirect Effects of KSI on ETA

	BC	BI
CS	- -	- -
CL	0.10	0.04
WOM	0.15	0.06

Standardized Total Effects of ETA on ETA

	CS	CL	WOM
CS	- -	- -	- -
CL	0.18	- -	- -
WOM	0.25	0.51	- -

Standardized Indirect Effects of ETA on ETA

	CS	CL	WOM
CS	- -	- -	- -
CL	- -	- -	- -
WOM	0.09	- -	- -

Standardized Total Effects of ETA on Y

	CS	CL	WOM
CS1	0.42	- -	- -
CS2	0.56	- -	- -
CS3	0.60	- -	- -
CL1	0.12	0.66	- -
CL2	0.09	0.49	- -
CL3	0.08	0.44	- -
CL4	0.05	0.27	- -
WOM1	0.17	0.34	0.66
WOM2	0.05	0.11	0.21
WOM3	0.15	0.30	0

Completely Standardized Total Effects of ETA on Y

	CS	CL	WOM
CS1	0.58	- -	- -
CS2	0.72	- -	- -
CS3	0.79	- -	- -

CL1	0.15	0.84	- -
CL2	0.14	0.75	- -
CL3	0.13	0.73	- -
CL4	0.09	0.52	- -
WOM1	0.23	0.47	0.92
WOM2	0.08	0.16	0.32
WOM3	0.21	0.43	0.83

Standardized Indirect Effects of ETA on Y

	CS	CL	WOM
CS1	- -	- -	- -
CS2	- -	- -	- -
CS3	- -	- -	- -
CL1	0.12	- -	- -
CL2	0.09	- -	- -
CL3	0.08	- -	- -
CL4	0.05	- -	- -
WOM1	0.17	0.34	- -
WOM2	0.05	0.11	- -
WOM3	0.15	0.30	- -

Completely Standardized Indirect Effects of ETA on Y

	CS	CL	WOM
CS1	- -	- -	- -
CS2	- -	- -	- -
CS3	- -	- -	- -
CL1	0.15	- -	- -
CL2	0.14	- -	- -
CL3	0.13	- -	- -
CL4	0.09	- -	- -
WOM1	0.23	0.47	- -
WOM2	0.08	0.16	- -
WOM3	0.21	0.43	- -

Standardized Total Effects of KSI on Y

	BC	BI
CS1	0.25	0.10
CS2	0.32	0.14
CS3	0.35	0.15

CL1	0.07	0.03
CL2	0.05	0.02
CL3	0.05	0.02
CL4	0.03	0.01
WOM1	0.10	0.04
WOM2	0.03	0.01
WOM3	0.08	0.04

Completely Standardized Total Effects of KSI on Y

	BC	BI
CS1	0.34	0.14
CS2	0.42	0.18
CS3	0.45	0.19
CL1	0.09	0.04
CL2	0.08	0.03
CL3	0.08	0.03
CL4	0.05	0.02
WOM1	0.13	0.06
WOM2	0.05	0.02
WOM3	0.12	0.05