

Lampiran 1

Kuesioner

Kepada Bapak/Ibu/Saudara/i yang terhormat, silahkan mengisi kuisisioner berikut yang bertujuan mengetahui Pengaruh *Trust* melalui *Brand Attitude* dan *Customer Satisfaction* dan *Perceived Value* melalui *Customer Satisfaction* terhadap *Customer Loyalty* pelanggan McDonalds Drive Thru (McD) di Surabaya. Sebelumnya, saya ucapkan terimakasih sebesar-besarnya atas perhatian dan waktu Bapak/Ibu/Saudara/i. Kuesioner tersebut terdiri dari 2 bagian yaitu:

Bagian I

Pernyataan pada bagian I merupakan pernyataan yang berhubungan dengan identitas responden. Berilah tanda silang (X) yang sesuai dengan pilihan Anda.

1. Apakah Jenis kelamin Anda ?
 - a. Pria
 - b. Wanita

2. Berapa usia Anda saat ini ?
 - a. < 17 tahun
 - b. \geq 17 tahun

3. Domisili anda saat ini?
 - a. Surabaya Utara
 - b. Surabaya Timur
 - c. Surabaya Selatan
 - d. Surabaya Barat

4. Berapa sering anda melakukan pembelian produk McDonalds Drive Thru min 5 kali dalam 6 bulan terakhir?
 - a. \geq 5 kali
 - b. \geq 10 kali

Lanjutan Lampiran 1

Bagian II

Pernyataan pada poin II (pernyataan yang berkaitan dengan variabel *Trust*, *Perceived Value*, *Brand Attitude*, *Customer Satisfaction*, *Customer Loyalty* di Kota Surabaya. Oleh karena itu Bapak/Ibu/Saudara/i dimohon untuk memberikan tanda cek (✓) pada salah satu kolom jawaban yang sesuai dengan pilihan Anda).

Keterangan:

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

No.	Pernyataan	STS	TS	N	S	SS
<i>Trust (X₁)</i>						
1.	Saya mengetahui bahwa McDonalds Drive Thru memberikan kepada pelanggan apa yang dijanjikannya.					
2.	Saya mengetahui bahwa McDonalds Drive Thru peduli tentang pelanggan.					
3.	Saya percaya bahwa McDonalds Drive Thru jujur.					
4.	Saya percaya bahwa McDonalds Drive Thru akan terus bertumbuh.					

Lanjutan Lampiran 1

No.	Pernyataan	STS	TS	N	S	SS
<i>Perceived Value (X₂)</i>						
1.	Menurut saya, McDonalds Drive Thru menawarkan nilai produk / jasa yang lebih menarik daripada merek yang lain.					
2.	Saya mengeluarkan biaya yang cukup bagi McDonalds Drive Thru untuk produk dan jasa yang serupa.					
3.	Menurut saya, McDonalds Drive Thru menyediakan lebih layanan gratis.					
4.	Saya menganggap McDonalds Drive Thru memberi pelanggan nilai baik.					
<i>Brand Attitude (Y₁)</i>						
1.	McDonalds Drive Thru menjadi merek favorit saya.					
2.	Saya senang memilih McDonalds Drive Thru.					
3.	Saya mendapatkan kesenangan dari mengkonsumsinya.					
4.	Pengalaman ketika mengkonsumsinya adalah menjadi kesukaan saya.					
5.	Saya merekomendasikan McDonalds Drive Thru kepada teman-teman.					
6.	Saya sering berniat untuk membeli produknya kembali.					

No.	Pernyataan	STS	TS	N	S	SS
Customer Satisfaction (Y₂)						
1.	Saya merasa puas dengan jasa yang diberikan oleh McDonalds Drive Thru.					
2.	Saya merasa puas dalam pemenuhan pesanan McDonalds Drive Thru .					
3.	Adanya rasa kepuasan yang saya alami dengan kemudahan penggunaan produk dan layanannya.					
4.	Adanya rasa kepuasan yang saya alami dengan keanekaragaman produk McDonalds Drive Thru .					
5.	Saya merasa puas dengan keamanan atau privasi yang diberikannya.					
Customer Loyalty (Y₃)						
1.	Saya berniat melakukan pembelian kembali.					
2.	Saya bertahan untuk tidak beralih ke produk pesaing yang lebih unggul dari McDonalds Drive Thru.					
3.	Saya memiliki kemauan untuk merekomendasikan produk McDonalds Drive Thru kepada teman dan rekan.					
4.	Saya akan mengatakan hal positif tentang McDonalds Drive Thru kepada orang lain.					
5.	Saya akan memposting pesan positif tentangnya pada beberapa papan pesan internet.					

Lanjutan Lampiran 2

T 1	T 2	T 3	T 4	P V 1	P V 2	P V 3	P V 4	B A 1	B A 2	B A 3	B A 4	B A 5	B A 6	C S 1	C S 2	C S 3	C S 4	C S 5	C L 1	C L 2	C L 3	C L 4	C L 5		
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Lanjutan Lampiran 2

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Lanjutan Lampiran 2

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Lanjutan Lampiran 2

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Lampiran 3

Jenis Kelamin Responden

Karakteristik		Jumlah Responden	
		Orang	Persentase
Jenis Kelamin	Pria	83	55.33
	Wanita	67	44.67
Total		150	100

Domisili Surabaya

Karakteristik		Jumlah Responden	
		Orang	Persentase
Berdomisili di Kota Surabaya	Surabaya Utara	46	30.67
	Surabaya Timur	28	18.67
	Surabaya Selatan	37	24.66
	Surabaya Barat	39	26
Total		150	100

Usia Responden

Karakteristik		Jumlah Responden	
		Orang	Persentase
Usia	< 17 tahun	0	0
	≥ 17 tahun	150	100
Total		150	100

Lanjutan Lampiran 3

Pembelian Produk McDonalds Drive Thru

Karakteristik		Jumlah Responden	
		Orang	Persentase
Pembelian dalam 6 bulan terakhir	≥ 5 kali	128	85.33
	≥ 10 kali	22	14.67
Total		150	100

Lampiran 4

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
T1	150	1	5	4.14	.819
Valid N (listwise)	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
T2	150	1	5	4.05	.834
Valid N (listwise)	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
T3	150	1	5	4.05	.830
Valid N (listwise)	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
T4	150	1	5	4.11	.829
Valid N (listwise)	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PV1	150	1	5	3.95	.907
Valid N (listwise)	150				

Lanjutan Lampiran 4

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PV2	150	1	5	4.02	.781
Valid N (listwise)	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PV3	150	1	5	4.01	.827
Valid N (listwise)	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PV4	150	1	5	4.01	.843
Valid N (listwise)	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BA1	150	1	5	4.06	.845
Valid N (listwise)	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BA2	150	1	5	4.11	.840
Valid N (listwise)	150				

Lanjutan Lampiran 4

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BA3	150	1	5	3.99	.948
Valid N (listwise)	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BA4	150	1	5	4.01	.875
Valid N (listwise)	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BA5	150	1	5	4.11	.871
Valid N (listwise)	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BA6	150	1	5	4.09	.859
Valid N (listwise)	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CS1	150	1	5	3.95	.826
Valid N (listwise)	150				

Lanjutan Lampiran 4

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CS2	150	1	5	3.97	.823
Valid N (listwise)	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CS3	150	1	5	4.01	.815
Valid N (listwise)	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CS4	150	1	5	4.07	.820
Valid N (listwise)	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CS5	150	1	5	4.10	.825
Valid N (listwise)	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CL1	150	1	5	4.21	.824
Valid N (listwise)	150				

Lanjutan Lampiran 4

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CL2	150	1	5	4.17	.817
Valid N (listwise)	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CL3	150	1	5	4.15	.841
Valid N (listwise)	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CL4	150	1	5	4.15	.847
Valid N (listwise)	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CL5	150	1	5	4.10	.841
Valid N (listwise)	150				

Lampiran 5

UJI NORMALITAS

Univariate Summary Statistics for Continuous Variables

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

Variable	Mean	St. Dev.	T-Value	Skewness	Kurtosis	Minimum Freq.	Maximum Freq.	
T1	4.140	0.819	61.874	-0.276	-0.082	1.764	2	5.175
T2	4.053	0.834	59.542	-0.282	-0.050	1.681	2	5.165
T3	4.047	0.830	59.705	-0.273	-0.015	1.682	2	5.168
T4	4.107	0.829	60.702	-0.289	-0.082	1.727	2	5.168
PV1	3.953	0.907	53.361	-0.261	-0.054	1.647	4	5.229
PV2	4.020	0.781	63.021	-0.208	0.360	1.758	2	5.191
PV3	4.013	0.827	59.416	-0.200	0.320	1.748	3	5.241
PV4	4.013	0.843	58.284	-0.233	0.153	1.729	3	5.220
BA1	4.060	0.845	58.826	-0.305	-0.137	1.665	2	5.155
BA2	4.113	0.840	59.991	-0.319	-0.163	1.712	2	5.159
BA3	3.987	0.948	51.492	-0.302	-0.228	1.581	4	5.222
BA4	4.013	0.875	56.201	-0.298	-0.162	1.550	2	5.167
BA5	4.113	0.871	57.830	-0.319	-0.191	1.757	3	5.188
BA6	4.087	0.859	58.286	-0.305	-0.142	1.775	3	5.180

Lanjutan Lampiran 5

33	CS1	3.947	0.826	58.544	-0.245	0.082	1.618	2	5.168
34	CS2	3.967	0.823	59.056	-0.246	0.103	1.638	2	5.172
36	CS3	4.007	0.815	60.203	-0.241	0.149	1.679	2	5.182
41	CS4	4.073	0.820	60.837	-0.240	0.087	1.840	3	5.196
46	CS5	4.100	0.825	60.840	-0.308	-0.120	1.745	2	5.151
55	CL1	4.213	0.824	62.623	-0.299	-0.244	1.932	3	5.181
52	CL2	4.173	0.817	62.550	-0.326	-0.188	1.811	2	5.154
51	CL3	4.153	0.841	60.459	-0.324	-0.198	1.865	3	5.172
51	CL4	4.147	0.847	59.994	-0.334	-0.215	1.852	3	5.168
46	CL5	4.100	0.841	59.676	-0.298	-0.116	1.828	3	5.175

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
T1	-1.406	0.160	-0.059	0.953	1.980	0.372
T2	-1.435	0.151	0.031	0.975	2.061	0.357
T3	-1.393	0.164	0.124	0.901	1.956	0.376
T4	-1.471	0.141	-0.059	0.953	2.166	0.339
PV1	-1.331	0.183	0.019	0.985	1.772	0.412
PV2	-1.064	0.287	0.992	0.321	2.116	0.347
PV3	-1.026	0.305	0.910	0.363	1.881	0.390
PV4	-1.191	0.234	0.545	0.585	1.715	0.424
BA1	-1.550	0.121	-0.222	0.824	2.453	0.293
BA2	-1.617	0.106	-0.299	0.765	2.704	0.259
BA3	-1.531	0.126	-0.508	0.612	2.601	0.272
BA4	-1.511	0.131	-0.297	0.767	2.373	0.305

Lanjutan Lampiran 5

BA5	-1.614	0.107	-0.386	0.700	2.754	0.252
BA6	-1.548	0.122	-0.236	0.814	2.453	0.293
CS1	-1.253	0.210	0.373	0.709	1.710	0.425
CS2	-1.257	0.209	0.426	0.670	1.761	0.415
CS3	-1.233	0.218	0.536	0.592	1.808	0.405
CS4	-1.227	0.220	0.387	0.699	1.656	0.437
CS5	-1.561	0.118	-0.172	0.864	2.467	0.291
CL1	-1.517	0.129	-0.559	0.576	2.614	0.271
CL2	-1.652	0.098	-0.377	0.706	2.872	0.238
CL3	-1.640	0.101	-0.408	0.683	2.855	0.240
CL4	-1.690	0.091	-0.464	0.643	3.073	0.215
CL5	-1.512	0.130	-0.159	0.874	2.313	0.315

Relative Multivariate Kurtosis = 1.096

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
155.049	15.411	0.000	683.814	7.745	0.000	297.475	0.000

OUTPUT TEKS

SYNTAX : PENGARUH VARIABEL T PV BA DAN CS TERHADAP

CL

OBSERVED VARIABLE T1 T2 T3 T4 PV1 PV2 PV3 PV4 BA1 BA2 BA3

BA4 BA5 BA6 CS1 CS2 CS3 CS4 CS5 CL1 CL2 CL3 CL4 CL5

COVARIANCE MATRIX FROM FILE C:\DATA.COV

SAMPLE SIZE 150

LATENT VARIABLES T PV BA CS CL

RELATIONSHIPS:

Lanjutan Lampiran 5

T1= 1*T

T2-T4= T

PV1= 1*PV

PV2-PV4= PV

BA1= 1*BA

BA2-BA6= BA

CS1= 1*CS

CS2-CS5= CS

CL1= 1*CL

CL2-CL5= CL

BA CS= T

CS= PV

CL= BA CS

OPTIONS: SS SC EF RS

PATH DIAGRAM

END OF PROGRAM

MODEL HUBUNGAN

PENGARUH VARIABEL T PV BA DAN CS TERHADAP CL

Covariance Matrix

	BA1	BA2	BA3	BA4	BA5	BA6
BA1	0.71					
BA2	0.36	0.71				
BA3	0.36	0.49	0.90			

Lanjutan Lampiran 5

BA4	0.31	0.32	0.52	0.76		
BA5	0.42	0.32	0.38	0.46	0.76	
BA6	0.34	0.26	0.32	0.41	0.50	0.74
CS1	0.46	0.33	0.35	0.35	0.40	0.39
CS2	0.45	0.29	0.32	0.35	0.36	0.36
CS3	0.32	0.24	0.27	0.27	0.36	0.40
CS4	0.26	0.21	0.21	0.30	0.25	0.27
CS5	0.29	0.20	0.22	0.36	0.31	0.35
CL1	0.28	0.25	0.28	0.27	0.31	0.32
CL2	0.25	0.22	0.24	0.33	0.29	0.33
CL3	0.23	0.22	0.24	0.25	0.29	0.31
CL4	0.25	0.26	0.27	0.34	0.32	0.31
CL5	0.26	0.23	0.27	0.28	0.32	0.32
T1	0.42	0.28	0.31	0.27	0.38	0.26
T2	0.52	0.32	0.32	0.28	0.34	0.30
T3	0.56	0.31	0.29	0.26	0.33	0.33
T4	0.33	0.53	0.37	0.28	0.32	0.26
PV1	0.35	0.34	0.57	0.37	0.33	0.25
PV2	0.27	0.24	0.39	0.50	0.33	0.33
PV3	0.36	0.27	0.36	0.35	0.55	0.38
PV4	0.35	0.28	0.32	0.40	0.41	0.58

Covariance Matrix

	CS1	CS2	CS3	CS4	CS5	CL1
	-----	-----	-----	-----	-----	-----
CS1	0.68					
CS2	0.60	0.68				
CS3	0.41	0.38	0.66			
CS4	0.33	0.34	0.33	0.67		
CS5	0.33	0.35	0.38	0.44	0.68	
CL1	0.32	0.31	0.36	0.38	0.40	0.68
CL2	0.26	0.22	0.24	0.25	0.34	0.25
CL3	0.32	0.29	0.32	0.29	0.32	0.37
CL4	0.27	0.26	0.31	0.34	0.32	0.31
CL5	0.33	0.30	0.33	0.37	0.35	0.35
T1	0.34	0.33	0.27	0.31	0.29	0.25
T2	0.43	0.43	0.30	0.36	0.33	0.26
T3	0.48	0.46	0.34	0.32	0.30	0.27

Lanjutan Lampiran 5

T4	0.38	0.32	0.25	0.24	0.23	0.23
PV1	0.40	0.37	0.30	0.25	0.25	0.24
PV2	0.31	0.30	0.27	0.32	0.34	0.27
PV3	0.35	0.34	0.35	0.25	0.25	0.25
PV4	0.36	0.33	0.36	0.28	0.27	0.24

Covariance Matrix

	CL2	CL3	CL4	CL5	T1	T2
	-----	-----	-----	-----	-----	-----
CL2	0.67					
CL3	0.26	0.71				
CL4	0.42	0.33	0.72			
CL5	0.32	0.45	0.37	0.71		
T1	0.22	0.25	0.24	0.30	0.67	
T2	0.24	0.24	0.22	0.26	0.49	0.70
T3	0.24	0.26	0.23	0.29	0.46	0.60
T4	0.23	0.25	0.28	0.23	0.30	0.33
PV1	0.25	0.28	0.28	0.25	0.35	0.35
PV2	0.25	0.24	0.27	0.28	0.28	0.30
PV3	0.24	0.29	0.26	0.30	0.34	0.33
PV4	0.30	0.27	0.31	0.28	0.24	0.30

Covariance Matrix

	T3	T4	PV1	PV2	PV3	PV4
	-----	-----	-----	-----	-----	-----
T3	0.69					
T4	0.36	0.69				
PV1	0.39	0.47	0.82			
PV2	0.26	0.23	0.41	0.61		
PV3	0.33	0.31	0.35	0.31	0.68	
PV4	0.34	0.28	0.32	0.34	0.40	0.71

Lanjutan Lampiran 5

PENGARUH VARIABEL T PV BA DAN CS TERHADAP CL

Number of Iterations = 29

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$\begin{aligned} \text{BA1} &= 1.00 * \text{BA}, \text{Errorvar.} = 0.29, R^2 = 0.60 \\ &\quad (0.040) \\ &\quad 7.08 \end{aligned}$$

$$\begin{aligned} \text{BA2} &= 0.84 * \text{BA}, \text{Errorvar.} = 0.40, R^2 = 0.43 \\ &\quad (0.10) \quad (0.051) \\ &\quad 8.01 \quad 7.87 \end{aligned}$$

$$\begin{aligned} \text{BA3} &= 0.95 * \text{BA}, \text{Errorvar.} = 0.51, R^2 = 0.43 \\ &\quad (0.12) \quad (0.065) \\ &\quad 8.09 \quad 7.85 \end{aligned}$$

$$\begin{aligned} \text{BA4} &= 0.92 * \text{BA}, \text{Errorvar.} = 0.40, R^2 = 0.48 \\ &\quad (0.11) \quad (0.052) \\ &\quad 8.53 \quad 7.70 \end{aligned}$$

$$\begin{aligned} \text{BA5} &= 1.02 * \text{BA}, \text{Errorvar.} = 0.32, R^2 = 0.58 \\ &\quad (0.11) \quad (0.044) \\ &\quad 9.58 \quad 7.18 \end{aligned}$$

$$\begin{aligned} \text{BA6} &= 0.91 * \text{BA}, \text{Errorvar.} = 0.38, R^2 = 0.48 \\ &\quad (0.11) \quad (0.050) \\ &\quad 8.57 \quad 7.68 \end{aligned}$$

$$\begin{aligned} \text{CS1} &= 1.00 * \text{CS}, \text{Errorvar.} = 0.10, R^2 = 0.85 \\ &\quad (0.020) \\ &\quad 5.06 \end{aligned}$$

Lanjutan Lampiran 5

$$\begin{array}{l} \text{CS2} = 0.98 * \text{CS}, \text{ Errorvar.} = 0.12, R^2 = 0.82 \\ (0.056) \quad (0.022) \\ 17.44 \quad 5.75 \end{array}$$

$$\begin{array}{l} \text{CS3} = 0.74 * \text{CS}, \text{ Errorvar.} = 0.35, R^2 = 0.47 \\ (0.072) \quad (0.043) \\ 10.28 \quad 8.09 \end{array}$$

$$\begin{array}{l} \text{CS4} = 0.66 * \text{CS}, \text{ Errorvar.} = 0.42, R^2 = 0.37 \\ (0.077) \quad (0.051) \\ 8.58 \quad 8.28 \end{array}$$

$$\begin{array}{l} \text{CS5} = 0.67 * \text{CS}, \text{ Errorvar.} = 0.42, R^2 = 0.38 \\ (0.077) \quad (0.051) \\ 8.75 \quad 8.26 \end{array}$$

$$\begin{array}{l} \text{CL1} = 1.00 * \text{CL}, \text{ Errorvar.} = 0.36, R^2 = 0.46 \\ (0.049) \\ 7.41 \end{array}$$

$$\begin{array}{l} \text{CL2} = 0.92 * \text{CL}, \text{ Errorvar.} = 0.40, R^2 = 0.40 \\ (0.14) \quad (0.052) \\ 6.77 \quad 7.69 \end{array}$$

$$\begin{array}{l} \text{CL3} = 1.09 * \text{CL}, \text{ Errorvar.} = 0.33, R^2 = 0.52 \\ (0.14) \quad (0.047) \\ 7.61 \quad 7.06 \end{array}$$

$$\begin{array}{l} \text{CL4} = 1.05 * \text{CL}, \text{ Errorvar.} = 0.37, R^2 = 0.48 \\ (0.14) \quad (0.050) \\ 7.37 \quad 7.29 \end{array}$$

$$\begin{array}{l} \text{CL5} = 1.15 * \text{CL}, \text{ Errorvar.} = 0.29, R^2 = 0.58 \\ (0.14) \quad (0.044) \\ 7.96 \quad 6.61 \end{array}$$

$$\begin{array}{l} \text{T1} = 1.00 * \text{T}, \text{ Errorvar.} = 0.28, R^2 = 0.58 \\ (0.036) \\ 7.81 \end{array}$$

Lanjutan Lampiran 5

$$T2 = 1.20 * T, \text{ Errorvar.} = 0.14, R^2 = 0.81$$

(0.10)	(0.022)
11.78	6.06

$$T3 = 1.21 * T, \text{ Errorvar.} = 0.12, R^2 = 0.82$$

(0.10)	(0.021)
11.93	5.74

$$T4 = 0.82 * T, \text{ Errorvar.} = 0.43, R^2 = 0.38$$

(0.11)	(0.052)
7.61	8.27

$$PV1 = 1.00 * PV, \text{ Errorvar.} = 0.42, R^2 = 0.49$$

(0.058)
7.27

$$PV2 = 0.87 * PV, \text{ Errorvar.} = 0.30, R^2 = 0.50$$

(0.11)	(0.042)
7.69	7.19

$$PV3 = 0.94 * PV, \text{ Errorvar.} = 0.33, R^2 = 0.52$$

(0.12)	(0.046)
7.83	7.06

$$PV4 = 0.94 * PV, \text{ Errorvar.} = 0.36, R^2 = 0.50$$

(0.12)	(0.050)
7.66	7.21

Structural Equations

$$BA = 0.89 * T, \text{ Errorvar.} = 0.12, R^2 = 0.72$$

(0.10)	(0.029)
8.51	4.13

$$CS = 0.60 * T + 0.48 * PV, \text{ Errorvar.} = 0.16, R^2 = 0.73$$

(0.15)	(0.16)	(0.030)
3.95	3.09	5.31

Lanjutan Lampiran 5

$$CL = 0.35*BA + 0.30*CS, \text{ Errorvar.} = 0.13, R^2 = 0.57$$

(0.10)	(0.083)	(0.034)
3.49	3.63	3.94

Reduced Form Equations

$$BA = 0.89*T + 0.0*PV, \text{ Errorvar.} = 0.12, R^2 = 0.72$$

(0.10)
8.51

$$CS = 0.60*T + 0.48*PV, \text{ Errorvar.} = 0.16, R^2 = 0.73$$

(0.15)	(0.16)
3.95	3.09

$$CL = 0.49*T + 0.15*PV, \text{ Errorvar.} = 0.16, R^2 = 0.48$$

(0.091)	(0.061)
5.39	2.38

Covariance Matrix of Independent Variables

	T	PV
	-----	-----
T	0.39	
	(0.07)	
	5.37	
PV	0.32	0.40
	(0.06)	(0.09)
	5.60	4.58

Covariance Matrix of Latent Variables

	BA	CS	CL	T	PV
	-----	-----	-----	-----	-----
BA	0.43				
CS	0.35	0.58			

Lanjutan Lampiran 5

CL	0.25	0.30	0.31		
T	0.35	0.39	0.24	0.39	
PV	0.29	0.39	0.22	0.32	0.40

Goodness of Fit Statistics

Degrees of Freedom = 246

Minimum Fit Function Chi-Square = 986.41 (P = 0.0)

Normal Theory Weighted Least Squares Chi-Square = 1008.48 (P = 0.0)

Estimated Non-centrality Parameter (NCP) = 762.48

90 Percent Confidence Interval for NCP = (668.32 ; 864.18)

Minimum Fit Function Value = 6.62

Population Discrepancy Function Value (F0) = 5.12

90 Percent Confidence Interval for F0 = (4.49 ; 5.80)

Root Mean Square Error of Approximation (RMSEA) = 0.14

90 Percent Confidence Interval for RMSEA = (0.14 ; 0.15)

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

Expected Cross-Validation Index (ECVI) = 7.49

90 Percent Confidence Interval for ECVI = (6.86 ; 8.18)

ECVI for Saturated Model = 4.03

ECVI for Independence Model = 60.50

Chi-Square for Independence Model with 276 Degrees of Freedom = 8966.96

Independence AIC = 9014.96

Model AIC = 1116.48

Saturated AIC = 600.00

Independence CAIC = 9111.22

Model CAIC = 1333.06

Saturated CAIC = 1803.19

Normed Fit Index (NFI) = 0.89

Non-Normed Fit Index (NNFI) = 0.90

Parsimony Normed Fit Index (PNFI) = 0.79

Lanjutan Lampiran 5

Comparative Fit Index (CFI) = 0.91

Incremental Fit Index (IFI) = 0.92

Relative Fit Index (RFI) = 0.88

Critical N (CN) = 46.39

Root Mean Square Residual (RMR) = 0.074

Standardized RMR = 0.10

Goodness of Fit Index (GFI) = 0.64

Adjusted Goodness of Fit Index (AGFI) = 0.56

Parsimony Goodness of Fit Index (PGFI) = 0.52

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
BA1	CS	10.7	0.34
BA6	CL	8.2	0.49
CS2	CL	12.6	-0.40
CS3	CL	11.8	0.52
CS4	CL	20.2	0.74
CS5	CL	26.4	0.85
T2	PV	19.4	-0.64
T3	PV	14.3	-0.55
T4	PV	10.8	0.67
BA	CS	23.2	0.51
BA	CL	13.4	0.61
BA	PV	81.2	1.29

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
BA3	BA2	20.0	0.19
BA4	BA1	15.1	-0.13
BA4	BA3	19.3	0.18
BA6	BA5	19.3	0.15
CS2	CS1	78.8	0.22
CS3	BA6	10.1	0.10
CS3	CS2	9.0	-0.07
CS4	CS1	16.6	-0.10
CS5	CS1	19.5	-0.10

Lanjutan Lampiran 5

CS5	CS3	10.7	0.11
CS5	CS4	31.3	0.20
CL4	CL2	19.5	0.17
CL5	CL3	8.7	0.11
T2	BA1	9.5	0.06
T3	BA1	38.7	0.13
T3	BA3	9.3	-0.08
T3	BA4	15.5	-0.09
T3	BA5	10.3	-0.07
T3	T2	56.6	0.16
T4	BA2	59.0	0.28
T4	T2	9.3	-0.07
PV1	BA3	35.2	0.25
PV1	BA6	15.9	-0.15
PV1	T4	22.0	0.18
PV2	BA1	8.3	-0.08
PV2	BA4	45.3	0.22
PV2	CS4	8.5	0.09
PV2	CS5	13.4	0.12
PV2	T3	12.9	-0.07
PV3	BA5	48.3	0.22
PV4	BA6	61.6	0.27

PENGARUH VARIABEL T PV BA DAN CS TERHADAP CL

Standardized Solution

LAMBDA-Y

	BA	CS	CL
	-----	-----	-----
BA1	0.66	--	--
BA2	0.55	--	--
BA3	0.62	--	--
BA4	0.60	--	--
BA5	0.67	--	--
BA6	0.60	--	--
CS1	--	0.76	--

Lanjutan Lampiran 5

CS2	--	0.74	--
CS3	--	0.56	--
CS4	--	0.50	--
CS5	--	0.51	--
CL1	--	--	0.56
CL2	--	--	0.51
CL3	--	--	0.60
CL4	--	--	0.59
CL5	--	--	0.64

LAMBDA-X

	T	PV
	-----	-----
T1	0.62	--
T2	0.75	--
T3	0.75	--
T4	0.51	--
PV1	--	0.63
PV2	--	0.55
PV3	--	0.60
PV4	--	0.60

BETA

	BA	CS	CL
	-----	-----	-----
BA	--	--	--
CS	--	--	--
CL	0.41	0.41	--

GAMMA

	T	PV
	-----	-----
BA	0.85	--
CS	0.49	0.40
CL	--	--

Lanjutan Lampiran 5

Correlation Matrix of ETA and KSI

	BA	CS	CL	T	PV
BA	1.00				
CS	0.69	1.00			
CL	0.70	0.70	1.00		
T	0.85	0.82	0.69	1.00	
PV	0.69	0.80	0.61	0.81	1.00

PSI

Note: This matrix is diagonal.

BA	CS	CL
0.28	0.27	0.43

Regression Matrix ETA on KSI (Standardized)

	T	PV
BA	0.85	--
CS	0.49	0.40
CL	0.55	0.17

PENGARUH VARIABEL T PV BA DAN CS TERHADAP CL

Completely Standardized Solution

LAMBDA-Y

	BA	CS	CL
BA1	0.78	--	--
BA2	0.65	--	--
BA3	0.66	--	--
BA4	0.69	--	--
BA5	0.76	--	--

Lanjutan Lampiran 5

BA6	0.69	--	--
CS1	--	0.92	--
CS2	--	0.90	--
CS3	--	0.69	--
CS4	--	0.61	--
CS5	--	0.62	--
CL1	--	--	0.68
CL2	--	--	0.63
CL3	--	--	0.72
CL4	--	--	0.70
CL5	--	--	0.76

LAMBDA-X

	T	PV
	-----	-----
T1	0.76	--
T2	0.90	--
T3	0.91	--
T4	0.61	--
PV1	--	0.70
PV2	--	0.71
PV3	--	0.72
PV4	--	0.71

BETA

	BA	CS	CL
	-----	-----	-----
BA	--	--	--
CS	--	--	--
CL	0.41	0.41	--

GAMMA

	T	PV
	-----	-----
BA	0.85	--

Lanjutan Lampiran 5

CS	0.49	0.40
CL	--	--

Correlation Matrix of ETA and KSI

	BA	CS	CL	T	PV
BA	1.00				
CS	0.69	1.00			
CL	0.70	0.70	1.00		
T	0.85	0.82	0.69	1.00	
PV	0.69	0.80	0.61	0.81	1.00

PSI

Note: This matrix is diagonal.

BA	CS	CL
0.28	0.27	0.43

THETA-EPS

BA1	BA2	BA3	BA4	BA5	BA6
0.40	0.57	0.57	0.52	0.42	0.52

THETA-EPS

CS1	CS2	CS3	CS4	CS5	CL1
0.15	0.18	0.53	0.63	0.62	0.54

THETA-EPS

CL2	CL3	CL4	CL5
0.60	0.48	0.52	0.42

Lanjutan Lampiran 5

THETA-DELTA

T1	T2	T3	T4	PV1	PV2
0.42	0.19	0.18	0.62	0.51	0.50

THETA-DELTA

PV3	PV4
0.48	0.50

Regression Matrix ETA on KSI (Standardized)

	T	PV
BA	0.85	--
CS	0.49	0.40
CL	0.55	0.17

PENGARUH VARIABEL T PV BA DAN CS TERHADAP CL

Total and Indirect Effects

Total Effects of KSI on ETA

	T	PV
BA	0.89 (0.10) 8.51	--
CS	0.60 (0.15) 3.95	0.48 (0.16) 3.09
CL	0.49 (0.09)	0.15 (0.06)

Lanjutan Lampiran 5

5.39 2.38

Indirect Effects of KSI on ETA

	T	PV
	-----	-----
BA	--	--
CS	--	--
CL	0.49 (0.09) 5.39	0.15 (0.06) 2.38

Total Effects of ETA on ETA

	BA	CS	CL
	-----	-----	-----
BA	--	--	--
CS	--	--	--
CL	0.35 (0.10) 3.49	0.30 (0.08) 3.63	--

Largest Eigenvalue of $B*B'$ (Stability Index) is 0.213

Total Effects of ETA on Y

	BA	CS	CL
	-----	-----	-----
BA1	1.00	--	--
BA2	0.84 (0.10) 8.01	--	--

Lanjutan Lampiran 5

BA3	0.95 (0.12) 8.09	--	--
BA4	0.92 (0.11) 8.53	--	--
BA5	1.02 (0.11) 9.58	--	--
BA6	0.91 (0.11) 8.57	--	--
CS1	--	1.00	--
CS2	--	0.98 (0.06) 17.44	--
CS3	--	0.74 (0.07) 10.28	--
CS4	--	0.66 (0.08) 8.58	--
CS5	--	0.67 (0.08) 8.75	--
CL1	0.35 (0.10) 3.49	0.30 (0.08) 3.63	1.00
CL2	0.32	0.28	0.92

Lanjutan Lampiran 5

	(0.09)	(0.08)	(0.14)
	3.44	3.57	6.77
CL3	0.38	0.33	1.09
	(0.11)	(0.09)	(0.14)
	3.54	3.68	7.61
CL4	0.37	0.32	1.05
	(0.11)	(0.09)	(0.14)
	3.51	3.65	7.37
CL5	0.40	0.34	1.15
	(0.11)	(0.09)	(0.14)
	3.57	3.72	7.96

Indirect Effects of ETA on Y

	BA	CS	CL
	-----	-----	-----
BA1	--	--	--
BA2	--	--	--
BA3	--	--	--
BA4	--	--	--
BA5	--	--	--
BA6	--	--	--
CS1	--	--	--
CS2	--	--	--
CS3	--	--	--
CS4	--	--	--

Lanjutan Lampiran 5

CS5	--	--	--
CL1	0.35 (0.10) 3.49	0.30 (0.08) 3.63	--
CL2	0.32 (0.09) 3.44	0.28 (0.08) 3.57	--
CL3	0.38 (0.11) 3.54	0.33 (0.09) 3.68	--
CL4	0.37 (0.11) 3.51	0.32 (0.09) 3.65	--
CL5	0.40 (0.11) 3.57	0.34 (0.09) 3.72	--

Total Effects of KSI on Y

	T	PV
	-----	-----
BA1	0.89 (0.10) 8.51	--
BA2	0.75 (0.10) 7.26	--
BA3	0.85 (0.12) 7.32	--

Lanjutan Lampiran 5

BA4	0.82	--
	(0.11)	
	7.65	
BA5	0.91	--
	(0.11)	
	8.39	
BA6	0.81	--
	(0.11)	
	7.67	
CS1	0.60	0.48
	(0.15)	(0.16)
	3.95	3.09
CS2	0.59	0.47
	(0.15)	(0.15)
	3.94	3.09
CS3	0.44	0.36
	(0.12)	(0.12)
	3.76	3.00
CS4	0.40	0.32
	(0.11)	(0.11)
	3.66	2.95
CS5	0.40	0.33
	(0.11)	(0.11)
	3.67	2.95
CL1	0.49	0.15
	(0.09)	(0.06)
	5.39	2.38
CL2	0.45	0.13
	(0.09)	(0.06)
	5.19	2.36

Lanjutan Lampiran 5

CL3	0.54	0.16
	(0.10)	(0.07)
	5.55	2.39
CL4	0.52	0.15
	(0.10)	(0.06)
	5.46	2.38
CL5	0.57	0.17
	(0.10)	(0.07)
	5.70	2.40

PENGARUH VARIABEL T PV BA DAN CS TERHADAP CL

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	T	PV
	-----	-----
BA	0.85	--
CS	0.49	0.40
CL	0.55	0.17

Standardized Indirect Effects of KSI on ETA

	T	PV
	-----	-----
BA	--	--
CS	--	--
CL	0.55	0.17

Standardized Total Effects of ETA on ETA

	BA	CS	CL
	-----	-----	-----
BA	--	--	--

Lanjutan Lampiran 5

CS	--	--	--
CL	0.41	0.41	--

Standardized Total Effects of ETA on Y

	BA	CS	CL
	-----	-----	-----
BA1	0.66	--	--
BA2	0.55	--	--
BA3	0.62	--	--
BA4	0.60	--	--
BA5	0.67	--	--
BA6	0.60	--	--
CS1	--	0.76	--
CS2	--	0.74	--
CS3	--	0.56	--
CS4	--	0.50	--
CS5	--	0.51	--
CL1	0.23	0.23	0.56
CL2	0.21	0.21	0.51
CL3	0.25	0.25	0.60
CL4	0.24	0.24	0.59
CL5	0.26	0.26	0.64

Completely Standardized Total Effects of ETA on Y

	BA	CS	CL
	-----	-----	-----
BA1	0.78	--	--
BA2	0.65	--	--
BA3	0.66	--	--
BA4	0.69	--	--
BA5	0.76	--	--
BA6	0.69	--	--
CS1	--	0.92	--
CS2	--	0.90	--
CS3	--	0.69	--
CS4	--	0.61	--
CS5	--	0.62	--

Lanjutan Lampiran 5

CL1	0.28	0.28	0.68
CL2	0.26	0.26	0.63
CL3	0.30	0.30	0.72
CL4	0.29	0.29	0.70
CL5	0.32	0.31	0.76

Standardized Indirect Effects of ETA on Y

	BA	CS	CL
	-----	-----	-----
BA1	--	--	--
BA2	--	--	--
BA3	--	--	--
BA4	--	--	--
BA5	--	--	--
BA6	--	--	--
CS1	--	--	--
CS2	--	--	--
CS3	--	--	--
CS4	--	--	--
CS5	--	--	--
CL1	0.23	0.23	--
CL2	0.21	0.21	--
CL3	0.25	0.25	--
CL4	0.24	0.24	--
CL5	0.26	0.26	--

Completely Standardized Indirect Effects of ETA on Y

	BA	CS	CL
	-----	-----	-----
BA1	--	--	--
BA2	--	--	--
BA3	--	--	--
BA4	--	--	--
BA5	--	--	--
BA6	--	--	--
CS1	--	--	--
CS2	--	--	--

Lanjutan Lampiran 5

CS3	--	--	--
CS4	--	--	--
CS5	--	--	--
CL1	0.28	0.28	--
CL2	0.26	0.26	--
CL3	0.30	0.30	--
CL4	0.29	0.29	--
CL5	0.32	0.31	--

Standardized Total Effects of KSI on Y

	T	PV
	-----	-----
BA1	0.55	--
BA2	0.46	--
BA3	0.53	--
BA4	0.51	--
BA5	0.56	--
BA6	0.50	--
CS1	0.37	0.31
CS2	0.37	0.30
CS3	0.28	0.23
CS4	0.25	0.20
CS5	0.25	0.21
CL1	0.31	0.09
CL2	0.28	0.09
CL3	0.33	0.10
CL4	0.32	0.10
CL5	0.35	0.11

Completely Standardized Total Effects of KSI on Y

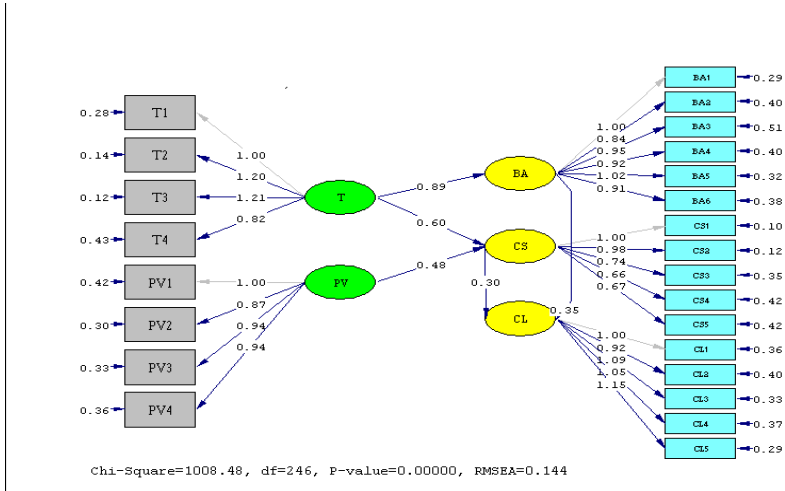
	T	PV
	-----	-----
BA1	0.66	--
BA2	0.55	--
BA3	0.56	--
BA4	0.58	--
BA5	0.65	--

Lanjutan Lampiran 5

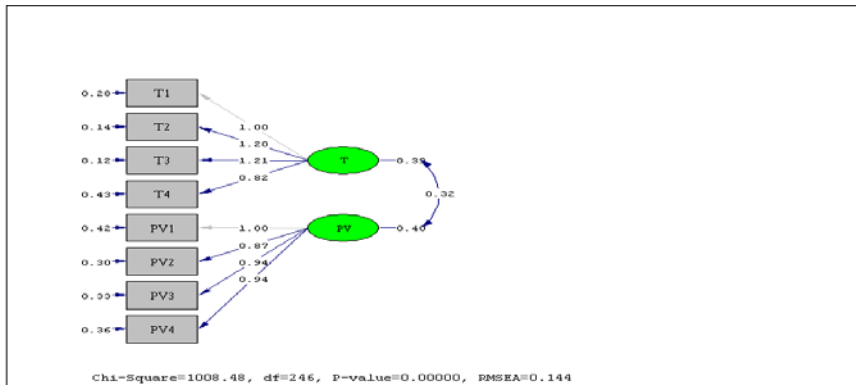
BA6	0.59	--
CS1	0.45	0.37
CS2	0.45	0.36
CS3	0.34	0.28
CS4	0.30	0.25
CS5	0.30	0.25
CL1	0.37	0.11
CL2	0.35	0.10
CL3	0.40	0.12
CL4	0.38	0.12
CL5	0.42	0.13

Lampiran 6

ESTIMATES BASIC MODEL

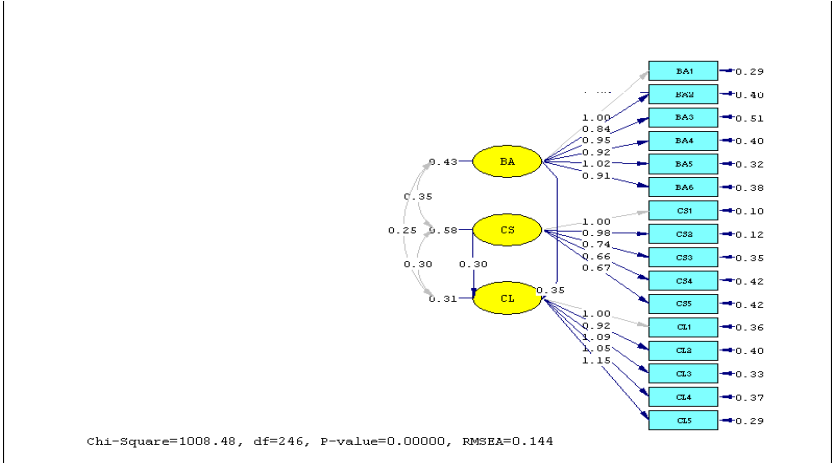


X-MODEL

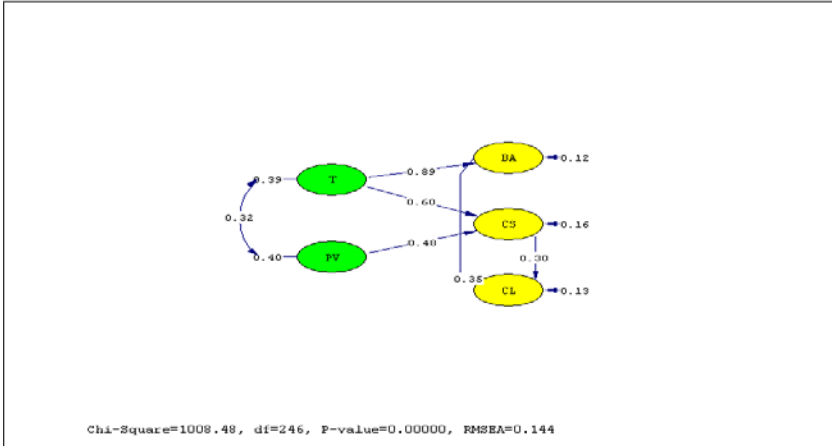


Lanjutan Lampiran 6

Y-MODEL



STRUCTURAL MODEL



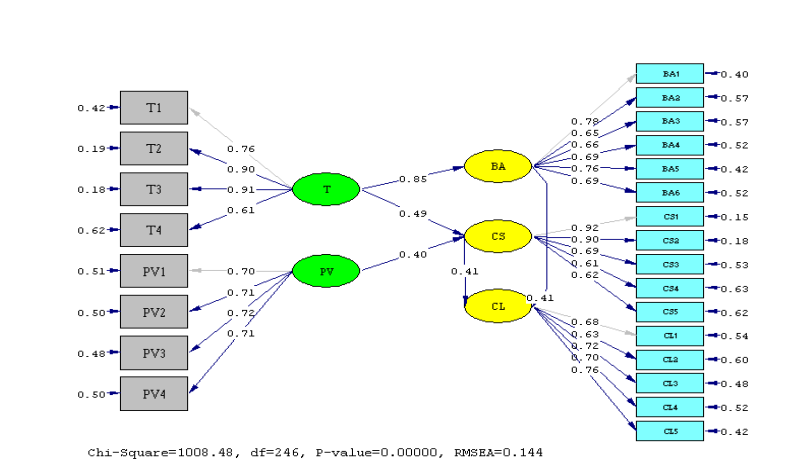
Lanjutan Lampiran 6

CORRELATED ERRORS



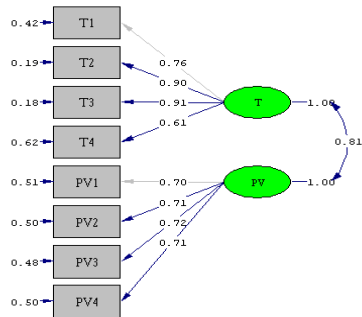
STANDARDIZED SOLUTION

BASIC MODEL



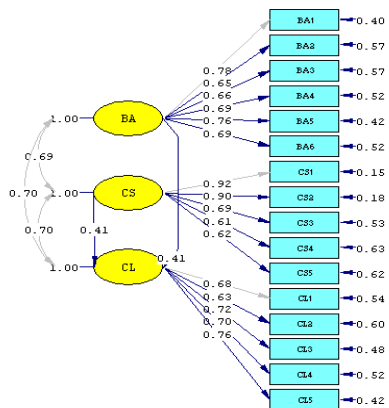
Lanjutan Lampiran 6

X-MODEL



Chi-Square=1008.48, df=246, P-value=0.00000, RMSEA=0.144

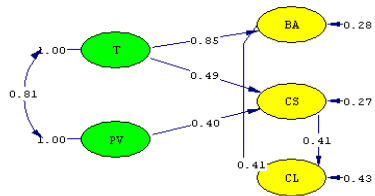
Y-MODEL



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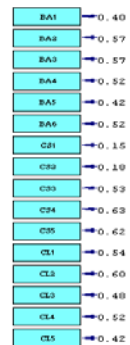
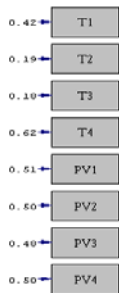
Lanjutan Lampiran 6

STRUCTURAL MODEL



Chi-Square=1008.48, df=246, P-value=0.00000, RMSEA=0.144

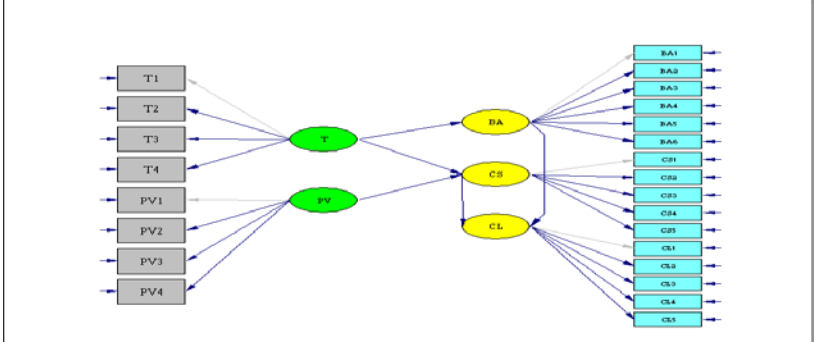
CORRELATED ERRORS



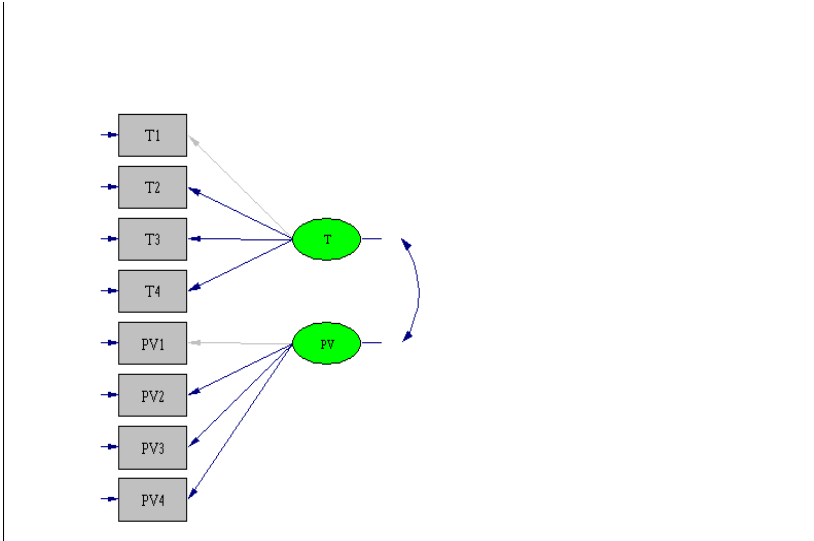
Chi-Square=1008.48, df=246, P-value=0.00000, RMSEA=0.144

Lanjutan Lampiran 6

CONCEPTUAL DIAGRAM
BASIC MODEL

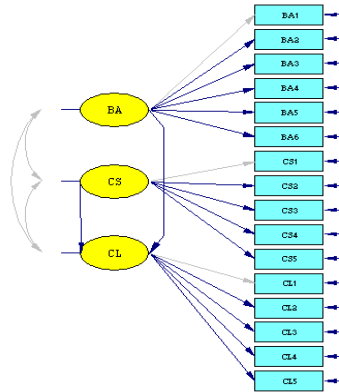


X-MODEL

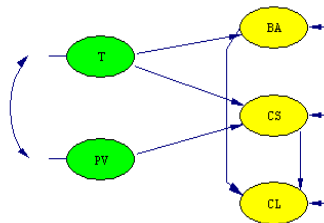


Lanjutan Lampiran 6

Y-MODEL

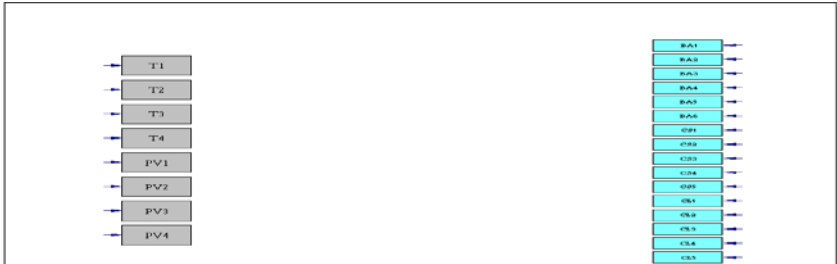


STRUCTURAL MODEL



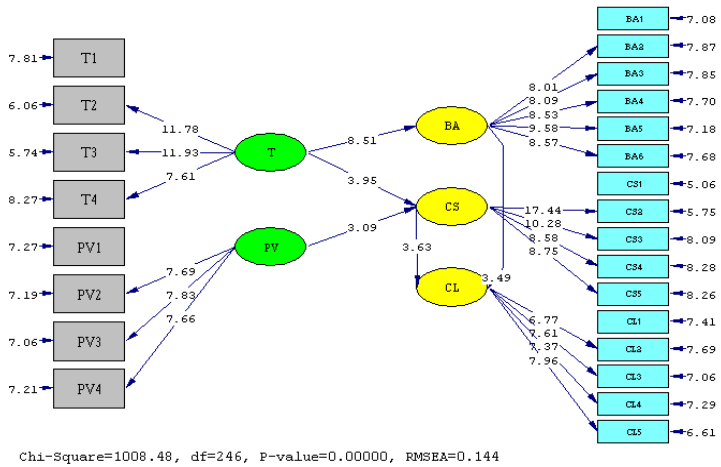
Lanjutan Lampiran 6

CORRELATED ERRORS



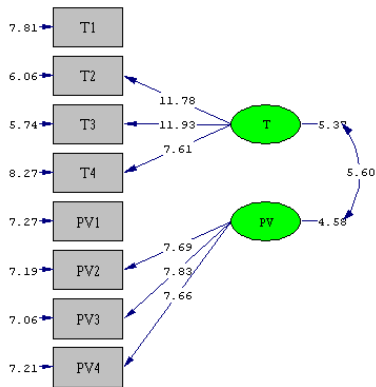
T-VALUE

BASIC MODEL



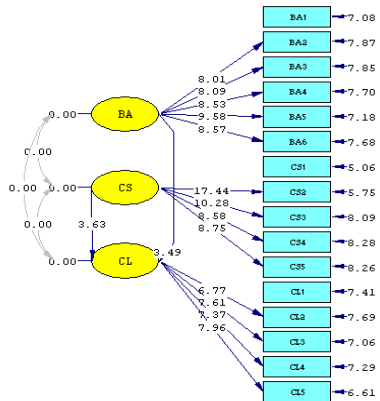
Lanjutan Lampiran 6

X-MODEL



Chi-Square=1008.48, df=246, P-value=0.00000, RMSEA=0.144

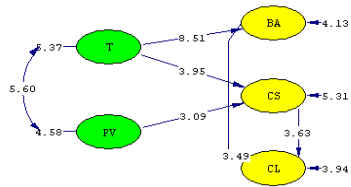
Y-MODEL



Chi-Square=1008.48, df=246, P-value=0.00000, RMSEA=0.144

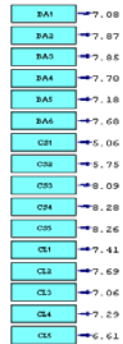
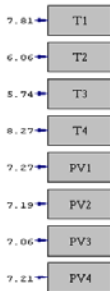
Lanjutan Lampiran 6

STRUCTURAL MODEL



Chi-Square=1008.48, df=246, P-value=0.00000, RMSEA=0.144

CORRELATED ERRORS

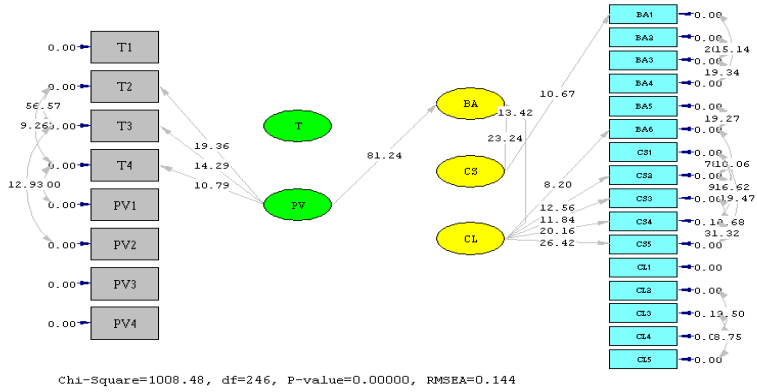


Chi-Square=1008.48, df=246, P-value=0.00000, RMSEA=0.144

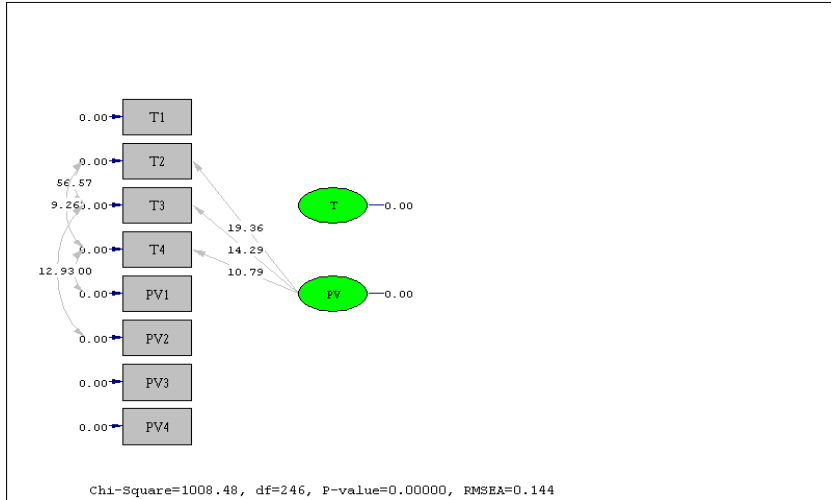
Lanjutan Lampiran 6

MODIFICATION INDICES

BASIC
MOD

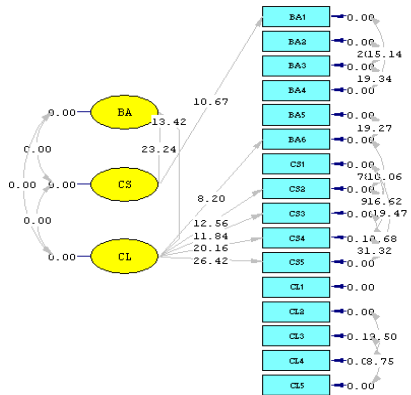


X-MODEL



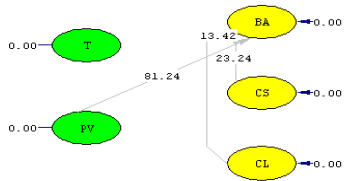
Lanjutan Lampiran 6

Y-MODEL



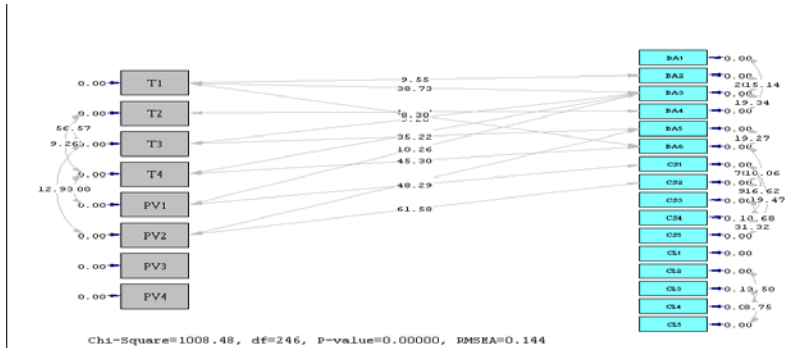
Chi-Square=1008.48, df=246, P-value=0.00000, RMSEA=0.144

STRUCTURAL MODEL



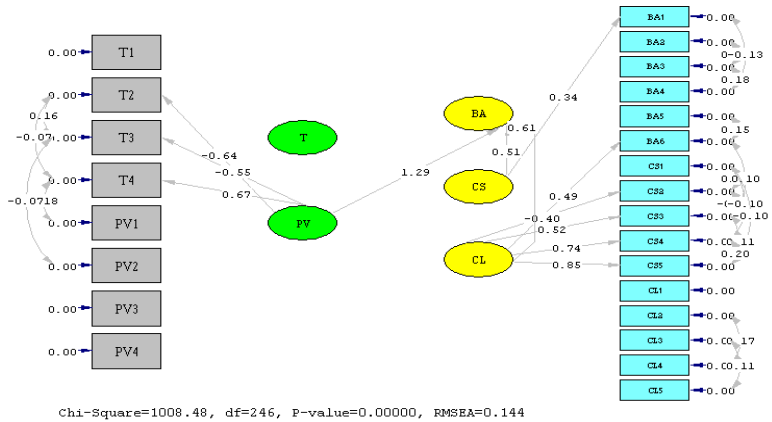
Chi-Square=1008.48, df=246, P-value=0.00000, RMSEA=0.144

Lanjutan Lampiran 6 CORRELATED ERRORS



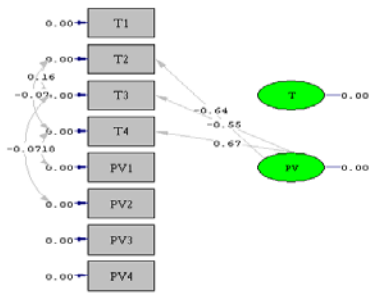
EXPECTED CHANGES

BASIC MODEL



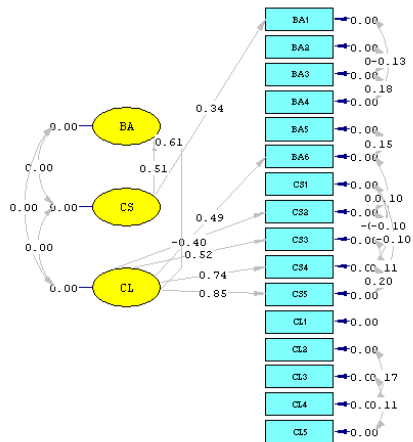
Lanjutan Lampiran 6

X-MODEL



Chi-Square=1008.48, df=246, P-value=0.00000, RMSEA=0.144

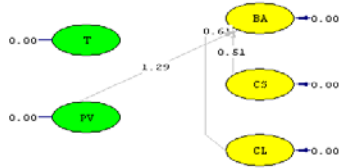
Y-MODEL



Chi-Square=1008.48, df=246, P-value=0.00000, RMSEA=0.144

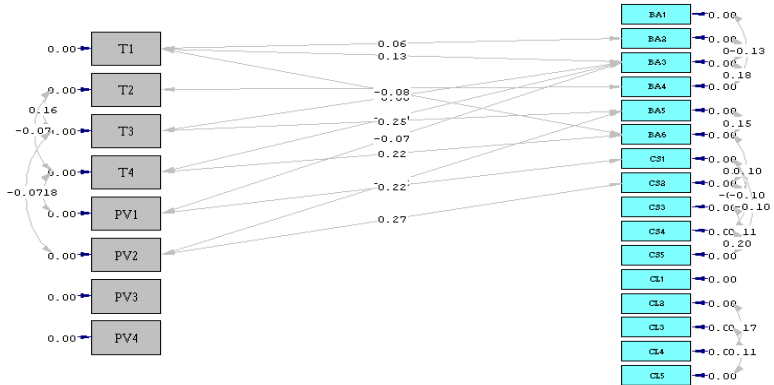
Lanjutan Lampiran 6

STRUCTURAL MODEL



Chi-Square=1008.48, df=246, P-value=0.00000, RMSEA=0.144

CORRELATED ERRORS



Chi-Square=1008.48, df=246, P-value=0.00000, RMSEA=0.144