

BAB 5

SIMPULAN DAN SARAN

5.1. Simpulan

Berdasarkan hasil pengujian hipotesis yang telah dijelaskan pada bab sebelumnya, maka dapat ditarik simpulan sebagai berikut:

1. *Store design* memiliki pengaruh yang signifikan terhadap *store repatronage intentions*. Dengan demikian hipotesis 1 "Persepsi konsumen atas *store design* berpengaruh signifikan terhadap *store repatronage intentions* di toko aksesoris "Stroberi" Surabaya" terbukti dan dapat diterima.
2. *Store design* memiliki pengaruh yang signifikan terhadap *shopping experience costs*. Dengan demikian hipotesis 2 "Persepsi konsumen atas *store design* berpengaruh signifikan terhadap *shopping experience costs* di toko aksesoris "Stroberi" Surabaya" terbukti dan dapat diterima.
3. *Shopping experience costs* memiliki pengaruh yang signifikan terhadap *store repatronage intentions*. Dengan demikian hipotesis 3 "*Shopping experience costs* berpengaruh signifikan terhadap *store repatronage intentions* di toko aksesoris "Stroberi" Surabaya" terbukti dan dapat diterima.
4. *Shopping experience costs* merupakan mediasi antara *store design* terhadap *store repatronage intentions* di toko aksesoris "Stroberi" Surabaya. Dengan demikian hipotesis 4 "*Shopping experience costs* memediasi pengaruh *store design* terhadap *store repatronage intentions* di toko aksesoris "Stroberi" Surabaya" terbukti dan dapat diterima.

5.2. Saran

Berdasarkan hasil penelitian dan simpulan yang didapatkan, maka saran yang dapat disampaikan bagi pihak manajemen toko aksesoris “Stroberi” Surabaya dan penelitian mendatang adalah sebagai berikut:

1. Bagi manajemen toko aksesoris “Stroberi” Surabaya
 - a. Pihak manajemen sebaiknya perlu untuk memperhatikan desain toko yang dapat menarik pengunjung sehingga dapat menciptakan pengalaman yang positif sehingga membuat konsumen bersedia untuk melakukan pembelian ulang di Toko “Stroberi” tersebut.
 - b. Pihak manajemen sebaiknya meningkatkan desain toko dari toko tersebut. Desain toko sebaiknya dibuat dengan penataan yang lebih memudahkan konsumen untuk berjalan di dalam toko dan menemukan aksesoris yang diinginkan. Desain toko juga harus diatur sebaik dan nyaman mungkin agar membuat konsumen semakin mendapatkan pengalaman berbelanja yang positif di dalam toko “Stroberi”.
 - c. Sebaiknya pihak manajemen lebih meningkatkan pengalaman belanja konsumen dalam toko tersebut. Misalnya, dengan adanya pelayanan dari pegawai toko yang ramah dan mau membantu konsumen dalam menemukan aksesoris yang dicari.
2. Bagi penelitian mendatang
 - a. Menyadari keterbatasan yang ada dalam penelitian ini, maka penelitian mendatang diharapkan melakukan pengembangan penggunaan variabel eksogen yang dapat membantu meningkatkan penjelasan tentang *store repatronage intentions dan shopping experience costs*, seperti kualitas layanan, dan sebagainya pada gerai yang menggunakan konsep *hands on display*.

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<http://www.wikipedia.com>

Lampiran 1

Kuesioner

KUESIONER

No. Responden.....(diisi peneliti)

Kepada

Yth. Para Responden

Dalam rangka memenuhi persyaratan tugas akhir (Skripsi), saya: Lydia Stephani Ali, mahasiswa Fakultas Bisnis Universitas Katolik Widya Mandala melakukan penelitian dengan judul: **Pengaruh Persepsi Konsumen atas Desain Toko terhadap Store Repatronage Intentions dengan Shopping Experience Costs sebagai Variabel Intervening di Toko Aksesoris “Stroberi” Surabaya.** Untuk itu, jika anda seorang wanita, pernah berbelanja aksesoris di toko aksesoris “Stroberi” Surabaya, minimum 3 kali dalam satu tahun terakhir, berumur minimum 17 tahun, saya mohon kesediaan anda untuk mengisi kuesioner di bawah ini dengan jujur dan benar. Data atau informasi yang terkumpul hanya akan saya gunakan untuk keperluan skripsi dan tidak dipublikasikan. Saya mengucapkan banyak terima kasih atas partisipasi yang diberikan.

Beri tanda silang (X) pada jawaban yang anda pilih.

Bagian I

Karakteristik responden

1. Domisili
 - a. Surabaya
 - b. Luar Surabaya
2. Tingkat pendidikan akhir
 - a. SMP
 - b. SMA
 - c. Perguruan Tinggi

3. Umur
 - a. 17 - 24 tahun
 - b. 25 - 35 tahun
 - c. >35 tahun
4. Pekerjaan
 - a. Pelajar/mahasiswa
 - b. Pegawai swasta
 - c. Pegawai negeri
 - d. Wiraswasta
 - e. Profesional
 - f. Lain-lain, sebutkan.....
5. Frekuensi anda berbelanja di toko “Stroberi”
 - a. 1 bulan sekali
 - b. 2 bulan sekali
 - c. 3 bulan sekali
 - d. lebih dari 3 bulan sekali

Bagian II

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

| No. | Pernyataan | Pendapat | | | | |
|------------------------------------|---|----------|----|---|---|----|
| | | STS | TS | N | S | SS |
| Desain Toko (X₁) | | | | | | |
| X _{1.1.} | Toko aksesoris “Stroberi” menampilkan kesan yang menarik. | | | | | |
| X _{1.2.} | Toko aksesoris “Stroberi” memudahkan pengunjung mencari barang karena | | | | | |

| | | | | | | |
|--|--|--|--|--|--|--|
| | penempatan kategori produk yang rapi. | | | | | |
| X _{1.3} . | Toko aksesoris “Stroberi” mempunyai pemajangan barang (<i>display</i>) yang menarik perhatian dan memudahkan untuk melihat dan menyentuh barang. | | | | | |
| <i>Shopping Experience Costs (Y₁)</i> | | | | | | |
| Y _{1.1} . | Saya mengeluarkan usaha yang cukup banyak untuk berbelanja di toko aksesoris “Stroberi”. | | | | | |
| Y _{1.2} . | Saya menghabiskan cukup banyak waktu untuk berbelanja di toko aksesoris “Stroberi”. | | | | | |
| Y _{1.3} . | Saya mengeluarkan seluruh emosi saat berbelanja di toko aksesoris “Stroberi” Surabaya. | | | | | |
| <i>Store Repatronage Intentions (Y₂)</i> | | | | | | |
| Y _{2.1} . | Toko aksesoris “Stroberi” merupakan pilihan utama | | | | | |

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|-------------------|--|--|--|--|--|--|
| | dalam melakukan pembelian aksesoris. | | | | | |
| Y _{2.2.} | Saya ingin melakukan pembelian ulang di toko aksesoris “Stroberi”. | | | | | |
| Y _{2.3.} | Saya mau untuk membeli produk baru dari toko aksesoris “Stroberi”. | | | | | |

| No. | Desain toko | | | <i>Shopping experience costs</i> | | | <i>Store repatronage intentions</i> | | |
|-----|------------------|------------------|------------------|--------------------------------------|------------------|------------------|---|------------------|------------------|
| | X _{1,1} | X _{1,2} | X _{1,3} | Y _{1,1} | Y _{1,2} | Y _{1,3} | Y _{2,1} | Y _{2,2} | Y _{2,3} |
| 1 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 3.00 | 4.00 | 4.00 | 4.00 |
| 2 | 2.00 | 2.00 | 2.00 | 4.00 | 4.00 | 2.00 | 5.00 | 4.00 | 4.00 |
| 3 | 4.00 | 4.00 | 2.00 | 4.00 | 4.00 | 4.00 | 4.00 | 2.00 | 2.00 |
| 4 | 4.00 | 4.00 | 4.00 | 4.00 | 5.00 | 5.00 | 3.00 | 5.00 | 5.00 |
| 5 | 4.00 | 4.00 | 5.00 | 5.00 | 5.00 | 4.00 | 5.00 | 5.00 | 2.00 |
| 6 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 2.00 | 4.00 | 4.00 |
| 7 | 3.00 | 4.00 | 4.00 | 4.00 | 1.00 | 4.00 | 2.00 | 4.00 | 4.00 |
| 8 | 2.00 | 2.00 | 2.00 | 2.00 | 1.00 | 1.00 | 4.00 | 2.00 | 1.00 |
| 9 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 3.00 | 4.00 | 4.00 | 4.00 |
| 10 | 4.00 | 5.00 | 4.00 | 5.00 | 5.00 | 4.00 | 4.00 | 4.00 | 4.00 |
| 11 | 2.00 | 3.00 | 1.00 | 3.00 | 4.00 | 3.00 | 3.00 | 3.00 | 3.00 |
| 12 | 4.00 | 4.00 | 5.00 | 2.00 | 2.00 | 4.00 | 5.00 | 1.00 | 4.00 |
| 13 | 4.00 | 3.00 | 4.00 | 5.00 | 5.00 | 4.00 | 5.00 | 4.00 | 4.00 |
| 14 | 4.00 | 4.00 | 4.00 | 3.00 | 4.00 | 3.00 | 4.00 | 4.00 | 4.00 |
| 15 | 3.00 | 3.00 | 4.00 | 4.00 | 4.00 | 3.00 | 4.00 | 3.00 | 3.00 |
| 16 | 4.00 | 4.00 | 4.00 | 3.00 | 3.00 | 3.00 | 4.00 | 4.00 | 4.00 |
| 17 | 5.00 | 4.00 | 5.00 | 3.00 | 4.00 | 5.00 | 5.00 | 5.00 | 1.00 |
| 18 | 1.00 | 1.00 | 2.00 | 1.00 | 2.00 | 3.00 | 1.00 | 1.00 | 2.00 |
| 19 | 2.00 | 2.00 | 2.00 | 4.00 | 4.00 | 2.00 | 5.00 | 4.00 | 2.00 |
| 20 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 |
| 21 | 4.00 | 4.00 | 4.00 | 3.00 | 3.00 | 3.00 | 1.00 | 1.00 | 1.00 |
| 22 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 3.00 | 4.00 | 2.00 | 3.00 |
| 23 | 3.00 | 4.00 | 4.00 | 5.00 | 5.00 | 4.00 | 5.00 | 5.00 | 5.00 |

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| 24 | 2.00 | 2.00 | 2.00 | 5.00 | 5.00 | 3.00 | 4.00 | 3.00 | 4.00 |
| 25 | 2.00 | 2.00 | 4.00 | 4.00 | 4.00 | 3.00 | 4.00 | 2.00 | 2.00 |
| 26 | 2.00 | 4.00 | 4.00 | 2.00 | 3.00 | 4.00 | 4.00 | 4.00 | 4.00 |
| 27 | 3.00 | 3.00 | 2.00 | 2.00 | 3.00 | 2.00 | 2.00 | 3.00 | 3.00 |
| 28 | 5.00 | 4.00 | 4.00 | 4.00 | 4.00 | 2.00 | 5.00 | 4.00 | 4.00 |
| 29 | 3.00 | 3.00 | 3.00 | 4.00 | 4.00 | 3.00 | 4.00 | 2.00 | 2.00 |
| 30 | 2.00 | 2.00 | 2.00 | 2.00 | 2.00 | 2.00 | 3.00 | 3.00 | 3.00 |
| 31 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 3.00 | 4.00 | 4.00 | 4.00 |
| 32 | 2.00 | 2.00 | 2.00 | 4.00 | 4.00 | 2.00 | 5.00 | 4.00 | 4.00 |
| 33 | 4.00 | 4.00 | 2.00 | 4.00 | 4.00 | 4.00 | 4.00 | 2.00 | 2.00 |
| 34 | 4.00 | 4.00 | 4.00 | 4.00 | 5.00 | 5.00 | 3.00 | 5.00 | 5.00 |
| 35 | 4.00 | 4.00 | 5.00 | 5.00 | 5.00 | 4.00 | 5.00 | 5.00 | 2.00 |
| 36 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 2.00 | 4.00 | 4.00 |
| 37 | 3.00 | 4.00 | 4.00 | 4.00 | 1.00 | 4.00 | 2.00 | 4.00 | 4.00 |
| 38 | 2.00 | 2.00 | 2.00 | 2.00 | 1.00 | 1.00 | 4.00 | 2.00 | 1.00 |
| 39 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 3.00 | 4.00 | 4.00 | 4.00 |
| 40 | 4.00 | 5.00 | 4.00 | 5.00 | 5.00 | 4.00 | 4.00 | 4.00 | 4.00 |
| 41 | 2.00 | 3.00 | 1.00 | 3.00 | 4.00 | 3.00 | 3.00 | 3.00 | 3.00 |
| 42 | 4.00 | 4.00 | 5.00 | 2.00 | 2.00 | 4.00 | 5.00 | 1.00 | 4.00 |
| 43 | 4.00 | 3.00 | 4.00 | 5.00 | 5.00 | 4.00 | 5.00 | 4.00 | 4.00 |
| 44 | 4.00 | 4.00 | 4.00 | 3.00 | 4.00 | 3.00 | 4.00 | 4.00 | 4.00 |
| 45 | 3.00 | 3.00 | 4.00 | 4.00 | 4.00 | 3.00 | 4.00 | 3.00 | 3.00 |
| 46 | 4.00 | 4.00 | 4.00 | 3.00 | 3.00 | 3.00 | 4.00 | 4.00 | 4.00 |
| 47 | 5.00 | 4.00 | 5.00 | 3.00 | 4.00 | 5.00 | 5.00 | 5.00 | 1.00 |
| 48 | 1.00 | 1.00 | 2.00 | 1.00 | 2.00 | 3.00 | 1.00 | 1.00 | 2.00 |
| 49 | 2.00 | 2.00 | 2.00 | 4.00 | 4.00 | 2.00 | 5.00 | 4.00 | 2.00 |

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|----|------|------|------|------|------|------|------|------|------|
| 50 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 |
| 51 | 4.00 | 4.00 | 4.00 | 3.00 | 3.00 | 3.00 | 1.00 | 1.00 | 1.00 |
| 52 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 3.00 | 4.00 | 2.00 | 3.00 |
| 53 | 3.00 | 4.00 | 4.00 | 5.00 | 5.00 | 4.00 | 5.00 | 5.00 | 5.00 |
| 54 | 2.00 | 2.00 | 2.00 | 5.00 | 5.00 | 3.00 | 4.00 | 3.00 | 4.00 |
| 55 | 2.00 | 2.00 | 4.00 | 4.00 | 4.00 | 3.00 | 4.00 | 2.00 | 2.00 |
| 56 | 2.00 | 4.00 | 4.00 | 2.00 | 3.00 | 4.00 | 4.00 | 4.00 | 4.00 |
| 57 | 3.00 | 3.00 | 2.00 | 2.00 | 3.00 | 2.00 | 2.00 | 3.00 | 3.00 |
| 58 | 5.00 | 4.00 | 4.00 | 4.00 | 4.00 | 2.00 | 5.00 | 4.00 | 4.00 |
| 59 | 3.00 | 3.00 | 3.00 | 4.00 | 4.00 | 3.00 | 4.00 | 2.00 | 2.00 |
| 60 | 2.00 | 2.00 | 2.00 | 2.00 | 2.00 | 2.00 | 3.00 | 3.00 | 3.00 |
| 61 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 3.00 | 4.00 | 4.00 | 4.00 |
| 62 | 2.00 | 2.00 | 2.00 | 4.00 | 4.00 | 2.00 | 5.00 | 4.00 | 4.00 |
| 63 | 4.00 | 4.00 | 2.00 | 4.00 | 4.00 | 4.00 | 4.00 | 2.00 | 2.00 |
| 64 | 4.00 | 4.00 | 4.00 | 4.00 | 5.00 | 5.00 | 3.00 | 5.00 | 5.00 |
| 65 | 4.00 | 4.00 | 5.00 | 5.00 | 5.00 | 4.00 | 5.00 | 5.00 | 2.00 |
| 66 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 2.00 | 4.00 | 4.00 |
| 67 | 3.00 | 4.00 | 4.00 | 4.00 | 1.00 | 4.00 | 2.00 | 4.00 | 4.00 |
| 68 | 2.00 | 2.00 | 2.00 | 2.00 | 1.00 | 1.00 | 4.00 | 2.00 | 1.00 |
| 69 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 3.00 | 4.00 | 4.00 | 4.00 |
| 70 | 4.00 | 5.00 | 4.00 | 5.00 | 5.00 | 4.00 | 4.00 | 4.00 | 4.00 |
| 71 | 2.00 | 3.00 | 1.00 | 3.00 | 4.00 | 3.00 | 3.00 | 3.00 | 3.00 |
| 72 | 4.00 | 4.00 | 5.00 | 2.00 | 2.00 | 4.00 | 5.00 | 1.00 | 4.00 |
| 73 | 4.00 | 3.00 | 4.00 | 5.00 | 5.00 | 4.00 | 5.00 | 4.00 | 4.00 |
| 74 | 4.00 | 4.00 | 4.00 | 3.00 | 4.00 | 3.00 | 4.00 | 4.00 | 4.00 |
| 75 | 3.00 | 3.00 | 4.00 | 4.00 | 4.00 | 3.00 | 4.00 | 3.00 | 3.00 |

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| 76 | 4.00 | 4.00 | 4.00 | 3.00 | 3.00 | 3.00 | 4.00 | 4.00 | 4.00 |
| 77 | 5.00 | 4.00 | 5.00 | 3.00 | 4.00 | 5.00 | 5.00 | 5.00 | 1.00 |
| 78 | 1.00 | 1.00 | 2.00 | 1.00 | 2.00 | 3.00 | 1.00 | 1.00 | 2.00 |
| 79 | 2.00 | 2.00 | 2.00 | 4.00 | 4.00 | 2.00 | 5.00 | 4.00 | 2.00 |
| 80 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 |
| 81 | 4.00 | 4.00 | 4.00 | 3.00 | 3.00 | 3.00 | 1.00 | 1.00 | 1.00 |
| 82 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 3.00 | 4.00 | 2.00 | 3.00 |
| 83 | 3.00 | 4.00 | 4.00 | 5.00 | 5.00 | 4.00 | 5.00 | 5.00 | 5.00 |
| 84 | 2.00 | 2.00 | 2.00 | 5.00 | 5.00 | 3.00 | 4.00 | 3.00 | 4.00 |
| 85 | 2.00 | 2.00 | 4.00 | 4.00 | 4.00 | 3.00 | 4.00 | 2.00 | 2.00 |
| 86 | 2.00 | 4.00 | 4.00 | 2.00 | 3.00 | 4.00 | 4.00 | 4.00 | 4.00 |
| 87 | 3.00 | 3.00 | 2.00 | 2.00 | 3.00 | 2.00 | 2.00 | 3.00 | 3.00 |
| 88 | 5.00 | 4.00 | 4.00 | 4.00 | 4.00 | 2.00 | 5.00 | 4.00 | 4.00 |
| 89 | 3.00 | 3.00 | 3.00 | 4.00 | 4.00 | 3.00 | 4.00 | 2.00 | 2.00 |
| 90 | 2.00 | 2.00 | 2.00 | 2.00 | 2.00 | 2.00 | 3.00 | 3.00 | 3.00 |
| 91 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 3.00 | 4.00 | 4.00 | 4.00 |
| 92 | 2.00 | 2.00 | 2.00 | 4.00 | 4.00 | 2.00 | 5.00 | 4.00 | 4.00 |
| 93 | 4.00 | 4.00 | 2.00 | 4.00 | 4.00 | 4.00 | 4.00 | 2.00 | 2.00 |
| 94 | 4.00 | 4.00 | 4.00 | 4.00 | 5.00 | 5.00 | 3.00 | 5.00 | 5.00 |
| 95 | 4.00 | 4.00 | 5.00 | 5.00 | 5.00 | 4.00 | 5.00 | 5.00 | 2.00 |
| 96 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 2.00 | 4.00 | 4.00 |
| 97 | 3.00 | 4.00 | 4.00 | 4.00 | 1.00 | 4.00 | 2.00 | 4.00 | 4.00 |
| 98 | 2.00 | 2.00 | 2.00 | 2.00 | 1.00 | 1.00 | 4.00 | 2.00 | 1.00 |
| 99 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 3.00 | 4.00 | 4.00 | 4.00 |
| 100 | 4.00 | 5.00 | 4.00 | 5.00 | 5.00 | 4.00 | 4.00 | 4.00 | 4.00 |

Lampiran 2

Input data hasil penyebaran kuesioner

| No. | Domisili | Tingkat pendidikan akhir | Umur | Pekerjaan | Frekuensi belanja |
|-----|----------|--------------------------|------|-----------|-------------------|
| 1 | 1 | 1 | 1 | 1 | 2 |
| 2 | 1 | 1 | 1 | 1 | 2 |
| 3 | 1 | 1 | 1 | 1 | 1 |
| 4 | 1 | 2 | 1 | 1 | 2 |
| 5 | 1 | 1 | 1 | 1 | 1 |
| 6 | 1 | 2 | 1 | 1 | 3 |
| 7 | 1 | 2 | 1 | 1 | 3 |
| 8 | 1 | 1 | 1 | 1 | 1 |
| 9 | 1 | 1 | 1 | 1 | 1 |
| 10 | 1 | 2 | 1 | 1 | 2 |
| 11 | 1 | 2 | 1 | 1 | 3 |
| 12 | 1 | 2 | 1 | 1 | 3 |
| 13 | 1 | 1 | 1 | 1 | 1 |
| 14 | 1 | 2 | 1 | 1 | 2 |
| 15 | 1 | 1 | 1 | 1 | 2 |
| 16 | 1 | 1 | 1 | 1 | 2 |
| 17 | 1 | 1 | 1 | 1 | 3 |
| 18 | 1 | 1 | 1 | 1 | 1 |
| 19 | 1 | 1 | 1 | 1 | 1 |
| 20 | 1 | 2 | 1 | 1 | 2 |
| 21 | 1 | 1 | 1 | 1 | 1 |

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|----|---|---|---|---|---|
| 22 | 1 | 2 | 1 | 1 | 2 |
| 23 | 1 | 1 | 1 | 1 | 1 |
| 24 | 1 | 1 | 1 | 1 | 1 |
| 25 | 1 | 1 | 1 | 1 | 1 |
| 26 | 1 | 2 | 1 | 1 | 2 |
| 27 | 1 | 2 | 1 | 1 | 2 |
| 28 | 1 | 2 | 1 | 1 | 2 |
| 29 | 1 | 2 | 1 | 1 | 3 |
| 30 | 1 | 1 | 1 | 1 | 3 |
| 31 | 1 | 2 | 1 | 1 | 2 |
| 32 | 1 | 1 | 1 | 1 | 1 |
| 33 | 1 | 1 | 1 | 1 | 1 |
| 34 | 1 | 1 | 1 | 1 | 1 |
| 35 | 1 | 2 | 1 | 1 | 2 |
| 36 | 1 | 2 | 1 | 1 | 3 |
| 37 | 1 | 2 | 1 | 1 | 2 |
| 38 | 1 | 1 | 1 | 1 | 1 |
| 39 | 1 | 1 | 1 | 1 | 1 |
| 40 | 1 | 2 | 1 | 1 | 3 |
| 41 | 1 | 2 | 1 | 1 | 3 |
| 42 | 1 | 1 | 1 | 1 | 1 |
| 43 | 1 | 2 | 1 | 1 | 3 |
| 44 | 1 | 1 | 1 | 1 | 1 |
| 45 | 1 | 1 | 1 | 1 | 1 |
| 46 | 1 | 1 | 1 | 1 | 1 |
| 47 | 1 | 1 | 1 | 1 | 2 |
| 48 | 1 | 2 | 1 | 1 | 2 |

| | | | | | |
|----|---|---|---|---|---|
| 49 | 1 | 1 | 1 | 1 | 3 |
| 50 | 1 | 2 | 1 | 1 | 3 |
| 51 | 1 | 2 | 1 | 1 | 2 |
| 52 | 1 | 1 | 1 | 1 | 3 |
| 53 | 1 | 1 | 1 | 1 | 3 |
| 54 | 1 | 1 | 1 | 1 | 3 |
| 55 | 1 | 2 | 1 | 1 | 2 |
| 56 | 1 | 1 | 1 | 1 | 1 |
| 57 | 1 | 1 | 1 | 1 | 1 |
| 58 | 1 | 2 | 1 | 1 | 2 |
| 59 | 1 | 1 | 1 | 1 | 1 |
| 60 | 1 | 1 | 1 | 1 | 1 |
| 61 | 1 | 2 | 1 | 1 | 2 |
| 62 | 1 | 1 | 1 | 1 | 1 |
| 63 | 1 | 1 | 1 | 1 | 1 |
| 64 | 1 | 2 | 1 | 1 | 2 |
| 65 | 1 | 2 | 1 | 1 | 2 |
| 66 | 1 | 1 | 1 | 1 | 1 |
| 67 | 1 | 1 | 1 | 1 | 1 |
| 68 | 1 | 2 | 1 | 1 | 2 |
| 69 | 1 | 2 | 1 | 1 | 2 |
| 70 | 1 | 2 | 1 | 1 | 3 |
| 71 | 1 | 2 | 1 | 1 | 3 |
| 72 | 1 | 1 | 1 | 1 | 1 |
| 73 | 1 | 1 | 1 | 1 | 1 |
| 74 | 1 | 2 | 1 | 1 | 2 |
| 75 | 1 | 2 | 1 | 1 | 3 |

| | | | | | |
|-----|---|---|---|---|---|
| 76 | 1 | 1 | 1 | 1 | 1 |
| 77 | 1 | 1 | 1 | 1 | 1 |
| 78 | 1 | 2 | 1 | 1 | 2 |
| 79 | 1 | 2 | 1 | 1 | 3 |
| 80 | 1 | 1 | 1 | 1 | 1 |
| 81 | 1 | 2 | 1 | 1 | 3 |
| 82 | 1 | 1 | 1 | 1 | 1 |
| 83 | 1 | 1 | 1 | 1 | 1 |
| 84 | 1 | 1 | 1 | 1 | 2 |
| 85 | 1 | 3 | 2 | 2 | 4 |
| 86 | 1 | 3 | 2 | 2 | 4 |
| 87 | 2 | 3 | 2 | 4 | 3 |
| 88 | 1 | 3 | 2 | 2 | 3 |
| 89 | 1 | 3 | 2 | 2 | 3 |
| 90 | 2 | 3 | 2 | 5 | 4 |
| 91 | 2 | 3 | 2 | 5 | 4 |
| 92 | 1 | 3 | 2 | 2 | 3 |
| 93 | 1 | 3 | 2 | 2 | 3 |
| 94 | 1 | 3 | 2 | 5 | 4 |
| 95 | 1 | 3 | 2 | 2 | 3 |
| 96 | 2 | 3 | 3 | 4 | 3 |
| 97 | 2 | 3 | 3 | 4 | 3 |
| 98 | 2 | 3 | 3 | 4 | 4 |
| 99 | 2 | 3 | 3 | 4 | 4 |
| 100 | 2 | 3 | 3 | 5 | 4 |

Lampiran 3

Statistik deskriptif jawaban responden

Descriptive Statistics (DESAIN TOKO)

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--------------------|-----|---------|---------|--------|----------------|
| DT1 | 100 | 1.00 | 5.00 | 3.2900 | 1.01797 |
| DT2 | 100 | 1.00 | 5.00 | 3.4000 | .95346 |
| DT3 | 100 | 1.00 | 5.00 | 3.4400 | 1.08544 |
| DTTOTAL | 100 | 1.33 | 4.67 | 3.3767 | .92436 |
| Valid N (listwise) | 100 | | | | |

Descriptive Statistics (*Shopping experience costs*)

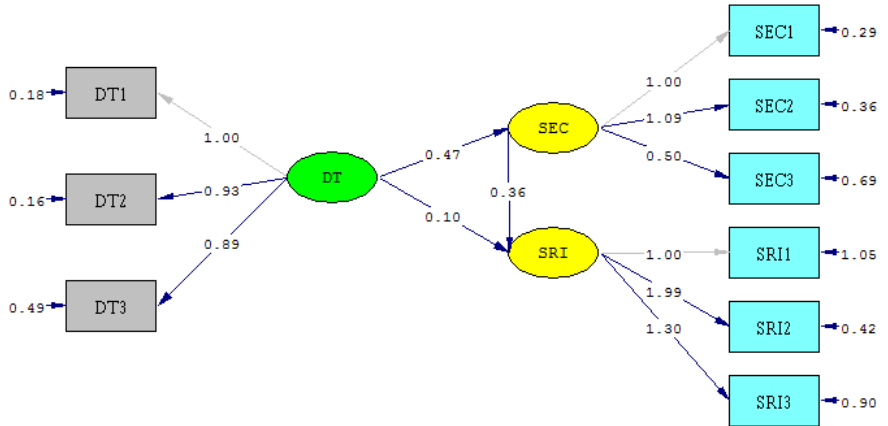
| | N | Minimum | Maximum | Mean | Std. Deviation |
|--------------------|-----|---------|---------|--------|----------------|
| SEC1 | 100 | 1.00 | 5.00 | 3.6100 | 1.04345 |
| SEC2 | 100 | 1.00 | 5.00 | 3.6700 | 1.14640 |
| SEC3 | 100 | 1.00 | 5.00 | 3.2500 | .94682 |
| SECTOTAL | 100 | 1.33 | 4.67 | 3.5100 | .85734 |
| Valid N (listwise) | 100 | | | | |

Lampiran 3 (lanjutan)

Descriptive Statistics (*Store repatronage intentions*)

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--------------------|-----|---------|---------|--------|----------------|
| SRI1 | 100 | 1.00 | 5.00 | 3.7600 | 1.13814 |
| SRI2 | 100 | 1.00 | 5.00 | 3.3800 | 1.18731 |
| SRI3 | 100 | 1.00 | 5.00 | 3.2200 | 1.15102 |
| SRITOTAL | 100 | 1.00 | 5.00 | 3.4533 | .86134 |
| Valid N (listwise) | 100 | | | | |

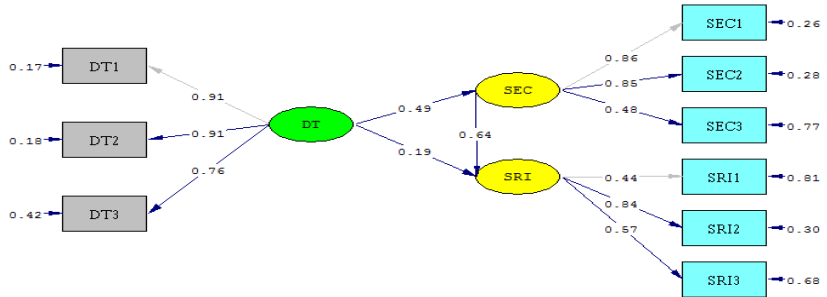
LAMPIRAN 4 (lanjutan)
ESTIMATES



Chi-Square=87.70, df=24, P-value=0.00000, RMSEA=0.164

LAMPIRAN 4

STANDARDIZED SOLUTION



Chi-Square=87.70, df=24, P-value=0.00000, RMSEA=0.164

Lampiran 5
Uji Normalitas

DATE: 12/18/2012

TIME: 01:33

P R E L I S 2.70

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file D:\LYDIA\INPUT LYDIA.PR2:

!PRELIS SYNTAX: Can be edited

SY='D:\LYDIA\INPUT LYDIA.PSF'

NS 1 2 3 4 5 6 7 8 9

OU MA=CM RA=D:\lydia\NORMAL.psf XT

Lampiran 5 (lanjutan)

Total Sample Size = 100

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. |
|----------|-------|----------|---------|----------|----------|---------------|---------------|
| DT1 | 3.290 | 1.018 | 32.319 | -0.133 | -0.066 | 3 | 5.466 |
| DT2 | 3.400 | 0.953 | 35.660 | -0.310 | 0.284 | 3 | 5.675 |
| DT3 | 3.440 | 1.085 | 31.692 | -0.127 | 0.131 | 3 | 5.533 |
| SEC1 | 3.610 | 1.043 | 34.597 | -0.185 | -0.253 | 3 | 5.261 |
| SEC2 | 3.670 | 1.146 | 32.013 | -0.202 | -0.425 | 8 | 5.353 |
| SEC3 | 3.250 | 0.947 | 34.325 | -0.074 | -0.152 | 4 | 5.156 |
| SRI1 | 3.760 | 1.138 | 33.036 | -0.265 | -0.504 | 6 | 5.279 |
| SRI2 | 3.380 | 1.187 | 28.468 | -0.124 | -0.436 | 9 | 5.371 |
| SRI3 | 3.220 | 1.151 | 27.975 | -0.127 | -0.256 | 10 | 5.573 |

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 |
| DT1 | -0.567 | 0.571 | 0.036 | 0.971 | 0.323 | 0.851 |
| DT2 | -1.304 | 0.192 | 0.749 | 0.454 | 2.261 | 0.323 |
| DT3 | -0.541 | 0.588 | 0.462 | 0.644 | 0.506 | 0.776 |
| SEC1 | -0.789 | 0.430 | -0.436 | 0.663 | 0.812 | 0.666 |
| SEC2 | -0.856 | 0.392 | -0.953 | 0.341 | 1.641 | 0.440 |
| SEC3 | -0.315 | 0.753 | -0.170 | 0.865 | 0.128 | 0.938 |

Lampiran 5 (lanjutan)

| | | | | | | |
|------|--------|-------|--------|-------|-------|-------|
| SRI1 | -1.120 | 0.263 | -1.225 | 0.221 | 2.754 | 0.252 |
| SRI2 | -0.528 | 0.598 | -0.991 | 0.322 | 1.260 | 0.533 |
| SRI3 | -0.540 | 0.589 | -0.444 | 0.657 | 0.489 | 0.783 |

Relative Multivariate Kurtosis = 1.172

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 |
| ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| 54.479 | 20.895 | 0.000 | 116.044 | 4.619 | 0.000 | 457.951 | 0.000 |

Histograms for Continuous Variables

DT1

Frequency Percentage Lower Class Limit

| | | | |
|----|------|-------|----------------------|
| 3 | 3.0 | 0.804 | •• |
| 0 | 0.0 | 1.271 | |
| 26 | 26.0 | 1.737 | •••••••••••••••••••• |
| 0 | 0.0 | 2.203 | |
| 16 | 16.0 | 2.669 | •••••••••••• |

Lampiran 5 (lanjutan)

| | | | |
|-------|-----|-------|-------|
| 0 | 0.0 | 3.135 | |
| 49 | | 49.0 | 3.601 |
| | | | |
| 0 | 0.0 | 4.067 | |
| 0 | 0.0 | 4.533 | |
| 6 | 6.0 | 5.000 | |

DT2

Frequency Percentage Lower Class Limit

| | | | |
|-------|------|-------|-------|
| 3 | 3.0 | 1.004 | • |
| 0 | 0.0 | 1.472 | |
| 20 | 20.0 | 1.939 | |
| 15 | 15.0 | 2.406 | |
| 0 | 0.0 | 2.873 | |
| 0 | 0.0 | 3.340 | |
| 58 | | 58.0 | 3.807 |
| | | | |
| 0 | 0.0 | 4.274 | |
| 0 | 0.0 | 4.741 | |
| 4 | 4.0 | 5.208 | •• |

Lampiran 5 (lanjutan)

| | | | | | |
|-------|------|-------|------|-------|-------|
| 49 | | | 49.0 | | 3.594 |
| | | | | | |
| 0 | 0.0 | 4.011 | | | |
| 0 | 0.0 | 4.428 | | | |
| 17 | 17.0 | 4.845 | | | |

SEC2

Frequency Percentage Lower Class Limit

| | | | | | |
|-------|------|-------|------|-------|-------|
| 8 | 8.0 | 1.391 | | | |
| 0 | 0.0 | 1.787 | | | |
| 9 | 9.0 | 2.183 | | | |
| 12 | 12.0 | 2.580 | | | |
| 0 | 0.0 | 2.976 | | | |
| 0 | 0.0 | 3.372 | | | |
| 50 | | | 50.0 | | 3.768 |
| | | | | | |
| 0 | 0.0 | 4.164 | | | |
| 0 | 0.0 | 4.561 | | | |
| 21 | 21.0 | 4.957 | | | |

Lampiran 5 (lanjutan)

SEC3

| Frequency | Percentage | Lower Class Limit | Upper Class Limit |
|-----------|------------|-------------------|-------------------|
| 4 | 4.0 | 1.109 | 1.514 |
| 0 | 0.0 | 1.514 | 1.918 |
| 16 | 16.0 | 1.918 | 2.323 |
| 0 | 0.0 | 2.323 | 2.728 |
| 38 | 38.0 | 2.728 | 3.133 |
| 0 | 0.0 | 3.133 | 3.537 |
| 0 | 0.0 | 3.537 | 3.942 |
| 35 | 35.0 | 3.942 | 4.347 |
| 0 | 0.0 | 4.347 | 4.752 |
| 7 | 7.0 | 4.752 | 5.157 |

SRI1

| Frequency | Percentage | Lower Class Limit | Upper Class Limit |
|-----------|------------|-------------------|-------------------|
| 6 | 6.0 | 1.342 | 1.736 |
| 0 | 0.0 | 1.736 | 2.129 |
| 11 | 11.0 | 2.129 | 2.523 |
| 10 | 10.0 | 2.523 | 2.917 |
| 0 | 0.0 | 2.917 | 3.311 |

Lampiran 5 (lanjutan)

| | 47 | | 47.0 | | 3.704 |
|-------|------|-------|------|-------|-------|
| | | | | | |
| 0 | 0.0 | 4.098 | | | |
| 0 | 0.0 | 4.492 | | | |
| 26 | 26.0 | 4.886 | | | |

SRI2

Frequency Percentage Lower Class Limit

| | | | |
|-------|------|-------|-------|
| 9 | 9.0 | 1.121 | |
| 0 | 0.0 | 1.546 | |
| 17 | 17.0 | 1.971 | |
| 0 | 0.0 | 2.396 | |
| 15 | 15.0 | 2.821 | |
| 0 | 0.0 | 3.246 | |
| 45 | | | |
| | | | 45.0 |
| | | | 3.671 |
| | | | |
| 0 | 0.0 | 4.096 | |
| 0 | 0.0 | 4.521 | |
| 14 | 14.0 | 4.946 | |

Lampiran 5 (lanjutan)

| | | | | | | |
|------|-------|-------|-------|-------|-------|-------|
| SEC1 | 0.339 | 0.380 | 0.291 | 1.089 | | |
| SEC2 | 0.374 | 0.332 | 0.261 | 0.953 | 1.314 | |
| SEC3 | 0.440 | 0.523 | 0.600 | 0.326 | 0.473 | 0.896 |
| SRI1 | 0.335 | 0.101 | 0.411 | 0.515 | 0.533 | 0.027 |
| SRI2 | 0.472 | 0.460 | 0.503 | 0.631 | 0.737 | 0.510 |
| SRI3 | 0.178 | 0.398 | 0.195 | 0.438 | 0.516 | 0.385 |

Covariance Matrix

| | SRI1 | SRI2 | SRI3 |
|------|-------|-------|-------|
| SRI1 | 1.295 | | |
| SRI2 | 0.546 | 1.410 | |
| SRI3 | 0.134 | 0.667 | 1.325 |

Means

| DT1 | DT2 | DT3 | SEC1 | SEC2 | SEC3 |
|-------|-------|-------|-------|-------|-------|
| 3.290 | 3.400 | 3.440 | 3.610 | 3.670 | 3.250 |

Lampiran 5 (lanjutan)

Means

| SRI1 | SRI2 | SRI3 |
|-------|-------|-------|
| ----- | ----- | ----- |
| 3.760 | 3.380 | 3.220 |

Standard Deviations

| DT1 | DT2 | DT3 | SEC1 | SEC2 | SEC3 |
|-------|-------|-------|-------|-------|-------|
| ----- | ----- | ----- | ----- | ----- | ----- |
| 1.018 | 0.953 | 1.085 | 1.043 | 1.146 | 0.947 |

Standard Deviations

| SRI1 | SRI2 | SRI3 |
|-------|-------|-------|
| ----- | ----- | ----- |
| 1.138 | 1.187 | 1.151 |

The Problem used 12416 Bytes (= 0.0% of available workspace)

Lampiran 6

DATE: 1/31/2013

TIME: 14:16

L I S R E L 8.70

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file D:\SKRIPSI\coba1.spj:

Raw Data from file 'D:\SKRIPSI\INPUT DATA.psf'

Sample Size = 100

Latent Variables DT SEC SRI

DT1=1*DT

DT2=DT

DT3=DT

SEC1=1*SEC

SEC2=SEC

SEC3=SEC

SRI1=1*SRI

SRI2=SRI

SRI3=SRI

SEC=DT

Lampiran 6 (lanjutan)

SRI=DT SEC
Relationships
Path Diagram
OPTIONS SS SC EF
End of Problem

Sample Size = 100

Covariance Matrix

| | SEC1 | SEC2 | SEC3 | SRI1 | SRI2 | SRI3 |
|------|------|------|------|------|------|------|
| SEC1 | 1.09 | | | | | |
| SEC2 | 0.89 | 1.31 | | | | |
| SEC3 | 0.34 | 0.43 | 0.90 | | | |
| SRI1 | 0.49 | 0.56 | -- | 1.30 | | |
| SRI2 | 0.62 | 0.66 | 0.42 | 0.49 | 1.41 | |
| SRI3 | 0.40 | 0.40 | 0.33 | 0.14 | 0.69 | 1.32 |
| DT1 | 0.40 | 0.43 | 0.47 | 0.25 | 0.41 | 0.23 |
| DT2 | 0.36 | 0.33 | 0.56 | 0.11 | 0.45 | 0.41 |
| DT3 | 0.35 | 0.28 | 0.62 | 0.28 | 0.47 | 0.31 |

Covariance Matrix

| | DT1 | DT2 | DT3 |
|-----|------|------|------|
| DT1 | 1.04 | | |
| DT2 | 0.80 | 0.91 | |
| DT3 | 0.77 | 0.71 | 1.18 |

Number of Iterations = 17

LISREL Estimates (Maximum Likelihood)

Measurement Equations

Lampiran 6 (lanjutan)

$$\text{SEC1} = 1.00 * \text{SEC}, \text{ Errorvar.} = 0.29, R^2 = 0.74$$

| | |
|---------|--|
| (0.083) | |
| 3.49 | |

$$\text{SEC2} = 1.09 * \text{SEC}, \text{ Errorvar.} = 0.36, R^2 = 0.72$$

| | |
|--------|---------|
| (0.13) | (0.100) |
| 8.39 | 3.64 |

$$\text{SEC3} = 0.50 * \text{SEC}, \text{ Errorvar.} = 0.69, R^2 = 0.23$$

| | |
|--------|--------|
| (0.11) | (0.10) |
| 4.63 | 6.71 |

$$\text{SRI1} = 1.00 * \text{SRI}, \text{ Errorvar.} = 1.05, R^2 = 0.19$$

| | |
|--------|--|
| (0.16) | |
| 6.59 | |

$$\text{SRI2} = 1.99 * \text{SRI}, \text{ Errorvar.} = 0.42, R^2 = 0.70$$

| | |
|--------|--------|
| (0.52) | (0.16) |
| 3.80 | 2.55 |

$$\text{SRI3} = 1.30 * \text{SRI}, \text{ Errorvar.} = 0.90, R^2 = 0.32$$

| | |
|--------|--------|
| (0.37) | (0.15) |
| 3.48 | 6.10 |

$$\text{DT1} = 1.00 * \text{DT}, \text{ Errorvar.} = 0.18, R^2 = 0.83$$

| | |
|---------|--|
| (0.053) | |
| 3.36 | |

$$\text{DT2} = 0.93 * \text{DT}, \text{ Errorvar.} = 0.16, R^2 = 0.82$$

| | |
|---------|---------|
| (0.077) | (0.046) |
| 12.18 | 3.48 |

$$\text{DT3} = 0.89 * \text{DT}, \text{ Errorvar.} = 0.49, R^2 = 0.58$$

| | |
|---------|---------|
| (0.094) | (0.081) |
| 9.47 | 6.12 |

Lampiran 6 (lanjutan)

Structural Equations

$$\text{SEC} = 0.47 * \text{DT}, \text{ Errorvar.} = 0.61, R^2 = 0.24$$

| | |
|--------|--------|
| (0.11) | (0.13) |
| 4.51 | 4.59 |

$$\text{SRI} = 0.36 * \text{SEC} + 0.10 * \text{DT}, \text{ Errorvar.} = 0.11, R^2 = 0.56$$

| | | |
|--------|---------|---------|
| (0.11) | (0.067) | (0.058) |
| 3.23 | 1.51 | 1.90 |

Reduced Form Equations

$$\text{SEC} = 0.47 * \text{DT}, \text{ Errorvar.} = 0.61, R^2 = 0.24$$

| |
|--------|
| (0.11) |
| 4.51 |

$$\text{SRI} = 0.27 * \text{DT}, \text{ Errorvar.} = 0.19, R^2 = 0.25$$

| |
|---------|
| (0.088) |
| 3.07 |

Variances of Independent Variables

| |
|--------|
| DT |
| ----- |
| 0.86 |
| (0.15) |
| 5.64 |

Covariance Matrix of Latent Variables

| | SEC | SRI | DT |
|-----|------|------|------|
| SEC | 0.80 | | |
| SRI | 0.33 | 0.25 | |
| DT | 0.41 | 0.23 | 0.86 |

Lampiran 6 (lanjutan)

Goodness of Fit Statistics

Degrees of Freedom = 24

Minimum Fit Function Chi-Square = 95.83 (P = 0.00)

Normal Theory Weighted Least Squares Chi-Square = 87.70 (P = 0.00)

Estimated Non-centrality Parameter (NCP) = 63.70

90 Percent Confidence Interval for NCP = (38.78 ; 96.20)

Minimum Fit Function Value = 0.97

Population Discrepancy Function Value (F0) = 0.64

90 Percent Confidence Interval for F0 = (0.39 ; 0.97)

Root Mean Square Error of Approximation (RMSEA) = 0.16

90 Percent Confidence Interval for RMSEA = (0.13 ; 0.20)

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

Expected Cross-Validation Index (ECVI) = 1.31

90 Percent Confidence Interval for ECVI = (1.06 ; 1.64)

ECVI for Saturated Model = 0.91

ECVI for Independence Model = 6.69

Chi-Square for Independence Model with 36 Degrees of Freedom =
644.36

Independence AIC = 662.36

Model AIC = 129.70

Saturated AIC = 90.00

Independence CAIC = 694.81

Model CAIC = 205.41

Saturated CAIC = 252.23

Normed Fit Index (NFI) = 0.85

Non-Normed Fit Index (NNFI) = 0.82

Parsimony Normed Fit Index (PNFI) = 0.57

Comparative Fit Index (CFI) = 0.88

Incremental Fit Index (IFI) = 0.88

Relative Fit Index (RFI) = 0.78

Critical N (CN) = 45.40

Lampiran 6 (lanjutan)

Root Mean Square Residual (RMR) = 0.12
 Standardized RMR = 0.11
 Goodness of Fit Index (GFI) = 0.84
 Adjusted Goodness of Fit Index (AGFI) = 0.69
 Parsimony Goodness of Fit Index (PGFI) = 0.45

The Modification Indices Suggest to Add an Error Covariance

| | | Decrease in Chi-Square | New Estimate |
|------|------|------------------------|--------------|
| SEC2 | SEC1 | 10.9 | 0.66 |
| SRI1 | SEC3 | 9.5 | -0.28 |
| DT2 | SEC3 | 8.9 | 0.13 |
| DT2 | SRI1 | 9.0 | -0.16 |
| DT2 | SRI3 | 10.1 | 0.16 |
| DT3 | SEC3 | 8.6 | 0.19 |

Standardized Solution

LAMBDA-Y

| | SEC | SRI |
|------|------|------|
| SEC1 | 0.89 | -- |
| SEC2 | 0.98 | -- |
| SEC3 | 0.45 | -- |
| SRI1 | -- | 0.50 |
| SRI2 | -- | 1.00 |
| SRI3 | -- | 0.65 |

LAMBDA-X

| | DT |
|-----|------|
| DT1 | 0.93 |
| DT2 | 0.86 |
| DT3 | 0.83 |

Lampiran 6 (lanjutan)

BETA

| | SEC | SRI |
|-----|------|-----|
| SEC | -- | -- |
| SRI | 0.64 | -- |

GAMMA

| | DT |
|-----|------|
| SEC | 0.49 |
| SRI | 0.19 |

Correlation Matrix of ETA and KSI

| | SEC | SRI | DT |
|-----|------|------|------|
| SEC | 1.00 | | |
| SRI | 0.73 | 1.00 | |
| DT | 0.49 | 0.50 | 1.00 |

PSI

Note: This matrix is diagonal.

| SEC | SRI |
|------|------|
| 0.76 | 0.44 |

Regression Matrix ETA on KSI (Standardized)

| | DT |
|-----|------|
| SEC | 0.49 |
| SRI | 0.50 |

Lampiran 6 (lanjutan)

Completely Standardized Solution

LAMBDA-Y

| | SEC | SRI |
|------|-------|-------|
| | ----- | ----- |
| SEC1 | 0.86 | -- |
| SEC2 | 0.85 | -- |
| SEC3 | 0.48 | -- |
| SRI1 | -- | 0.44 |
| SRI2 | -- | 0.84 |
| SRI3 | -- | 0.57 |

LAMBDA-X

| | DT |
|-----|-------|
| | ----- |
| DT1 | 0.91 |
| DT2 | 0.91 |
| DT3 | 0.76 |

BETA

| | SEC | SRI |
|-----|-------|-------|
| | ----- | ----- |
| SEC | -- | -- |
| SRI | 0.64 | -- |

GAMMA

| | DT |
|-----|-------|
| | ----- |
| SEC | 0.49 |
| SRI | 0.19 |

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Correlation Matrix of ETA and KSI

| | SEC | SRI | DT |
|-----|------|------|------|
| SEC | 1.00 | | |
| SRI | 0.73 | 1.00 | |
| DT | 0.49 | 0.50 | 1.00 |

PSI

Note: This matrix is diagonal.

| SEC | SRI |
|------|------|
| 0.76 | 0.44 |

THETA-EPS

| SEC1 | SEC2 | SEC3 | SRI1 | SRI2 | SRI3 |
|------|------|------|------|------|------|
| 0.26 | 0.28 | 0.77 | 0.81 | 0.30 | 0.68 |

THETA-DELTA

| DT1 | DT2 | DT3 |
|------|------|------|
| 0.17 | 0.18 | 0.42 |

Regression Matrix ETA on KSI (Standardized)

| | DT |
|-----|------|
| SEC | 0.49 |
| SRI | 0.50 |

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Total and Indirect Effects

Total Effects of KSI on ETA

| | DT |
|-----|------------------------|
| | ----- |
| SEC | 0.47 (0.11) 4.51 |
| SRI | 0.27 (0.09) 3.07 |

Indirect Effects of KSI on ETA

| | DT |
|-----|------------------------|
| | ----- |
| SEC | -- |
| SRI | 0.17 (0.06) 2.70 |

Total Effects of ETA on ETA

| | SEC | SRI |
|-----|------------------------|-------|
| | ----- | ----- |
| SEC | -- | -- |
| SRI | 0.36 (0.11) 3.23 | -- |

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Largest Eigenvalue of $B \cdot B'$ (Stability Index) is 0.126

Total Effects of ETA on Y

| | SEC | SRI |
|------|------------------------|------------------------|
| | ----- | ----- |
| SEC1 | 1.00 | -- |
| SEC2 | 1.09 (0.13) 8.39 | -- |
| SEC3 | 0.50 (0.11) 4.63 | -- |
| SRI1 | 0.36 (0.11) 3.23 | 1.00 |
| SRI2 | 0.71 (0.15) 4.88 | 1.99 (0.52) 3.80 |
| SRI3 | 0.46 (0.12) 3.77 | 1.30 (0.37) 3.48 |

Indirect Effects of ETA on Y

| | SEC | SRI |
|------|-------|-------|
| | ----- | ----- |
| SEC1 | -- | -- |
| SEC2 | -- | -- |
| SEC3 | -- | -- |

Lampiran 6 (lanjutan)

| | | |
|------|--------|----|
| SRI1 | 0.36 | -- |
| | (0.11) | |
| | 3.23 | |
| SRI2 | 0.71 | -- |
| | (0.15) | |
| | 4.88 | |
| SRI3 | 0.46 | -- |
| | (0.12) | |
| | 3.77 | |

Total Effects of KSI on Y

| | DT | |
|------|--------|--|
| | ----- | |
| SEC1 | 0.47 | |
| | (0.11) | |
| | 4.51 | |
| SEC2 | 0.52 | |
| | (0.12) | |
| | 4.49 | |
| SEC3 | 0.24 | |
| | (0.07) | |
| | 3.44 | |
| SRI1 | 0.27 | |
| | (0.09) | |
| | 3.07 | |
| SRI2 | 0.54 | |
| | (0.12) | |
| | 4.37 | |

Lampiran 6 (lanjutan)

SRI3 0.35
 (0.10)
 3.52

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

| | DT |
|-----|-------|
| | ----- |
| SEC | 0.49 |
| SRI | 0.50 |

Standardized Indirect Effects of KSI on ETA

| | DT |
|-----|-------|
| | ----- |
| SEC | -- |
| SRI | 0.31 |

Standardized Total Effects of ETA on ETA

| | SEC | SRI |
|-----|-------|-------|
| | ----- | ----- |
| SEC | -- | -- |
| SRI | 0.64 | -- |

Standardized Total Effects of ETA on Y

| | SEC | SRI |
|------|-------|-------|
| | ----- | ----- |
| SEC1 | 0.89 | -- |
| SEC2 | 0.98 | -- |
| SEC3 | 0.45 | -- |
| SRI1 | 0.32 | 0.50 |
| SRI2 | 0.63 | 1.00 |
| SRI3 | 0.41 | 0.65 |

Lampiran 6 (lanjutan)

Completely Standardized Total Effects of ETA on Y

| | SEC | SRI |
|------|-------|-------|
| | ----- | ----- |
| SEC1 | 0.86 | -- |
| SEC2 | 0.85 | -- |
| SEC3 | 0.48 | -- |
| SRI1 | 0.28 | 0.44 |
| SRI2 | 0.53 | 0.84 |
| SRI3 | 0.36 | 0.57 |

Standardized Indirect Effects of ETA on Y

| | SEC | SRI |
|------|-------|-------|
| | ----- | ----- |
| SEC1 | -- | -- |
| SEC2 | -- | -- |
| SEC3 | -- | -- |
| SRI1 | 0.32 | -- |
| SRI2 | 0.63 | -- |
| SRI3 | 0.41 | -- |

Completely Standardized Indirect Effects of ETA on Y

| | SEC | SRI |
|------|-------|-------|
| | ----- | ----- |
| SEC1 | -- | -- |
| SEC2 | -- | -- |
| SEC3 | -- | -- |
| SRI1 | 0.28 | -- |
| SRI2 | 0.53 | -- |
| SRI3 | 0.36 | -- |

Lampiran 6 (lanjutan)

Standardized Total Effects of KSI on Y

| | DT |
|------|------|
| SEC1 | 0.44 |
| SEC2 | 0.48 |
| SEC3 | 0.22 |
| SRI1 | 0.25 |
| SRI2 | 0.50 |
| SRI3 | 0.33 |

Completely Standardized Total Effects of KSI on Y

| | DT |
|------|------|
| SEC1 | 0.42 |
| SEC2 | 0.42 |
| SEC3 | 0.23 |
| SRI1 | 0.22 |
| SRI2 | 0.42 |
| SRI3 | 0.28 |

Time used: 0.031 Seconds