

Lampiran 1

KUISIONER PENELITIAN

Responden yth,

Bersama segala kesibukan Bapak/Ibu/Saudara(i), perkenankan saya memohon kesediaan Bapak/Ibu/Saudara(i) untuk mengisi kuesioner ini. Adapun penelitian ini dilakukan untuk kepentingan ilmiah, sehingga jawaban jujur dari responden sangat saya harapkan.

Akhir kata saya ucapkan terima kasih atas waktu yang disediakan Bapak/Ibu/Saudara(i) untuk mengisi kuesioner ini.

Hormat saya,

Christian Soenjaya

I. Bagian ini menyatakan identitas responden.

1. Usia anda saat ini?

a. ≥ 17 Tahun

b. ≤ 17 Tahun ^(*)

2. Apakah anda tinggal di Surabaya?

a. Ya

b. Tidak ^(*)

3. Apakah anda mengkonsumsi produk Mc Donald's minimal sebanyak lima kali dalam satau tahun terakhir ini?

a. Ya

b. Tidak ^(*)

(*) Bila menjawab “Tidak” anda tidak perlu melanjutkan pengisian kuesioner.

II. Bagian ini menyatakan daftar pertanyaan kepada responden.

Mohon memberikan tanda centang (\surd) pada pilihan jawaban yang tersedia. Setiap pertanyaan hanya mengharapkan satu jawaban. Setiap angka akan mewakili tingkat kesesuaian dengan pendapat bapak/ibu/saudara, dimana:

Lampiran 1 (Lanjutan)

STS = Sangat Tidak Setuju.

TS = Tidak Setuju.

N = Netral.

S = Setuju.

SS = Sangat Setuju.

Kualitas Pelayanan (X₁)

No.	Pernyataan	STS	TS	N	S	SS
1.	Semua karyawan Mc Donald's berpenampilan rapi dan menarik					
2.	Semua karyawan Mc Donald's berlaku sopan kepada pelanggannya					
3.	Karyawan Mc Donald's cepat tanggap dalam melayani pelanggan					
4.	Semua karyawan Mc donald's berkompetensi dalam melayani pelanggan (keterampilan, pengetahuan produk, dll)					
5.	Semua karyawan Mc Donald's mengetahui dan memahami apa yang dibutuhkan pelanggannya					

Harga (X₂)

No.	Pernyataan	STS	TS	N	S	SS
1.	Harga yang ditawarkan Mc Donald's sangat terjangkau					

Lampiran 1 (Lanjutan)

No.	Pernyataan	STS	TS	N	S	SS
2.	Harga yang ditawarkan Mc Donald's sesuai dengan kualitas produknya					
3.	Harga yang ditawarkan Mc Donald's bersaing dengan kompetitorinya					
4.	Harga yang ditawarkan Mc Donald's sesuai dengan pelayanan yang diberikan					
5.	Harga yang ditawarkan Mc Donald's sesuai dengan fasilitas yang diberikan					

Citra Perusahaan (X₃)

No.	Pernyataan	STS	TS	N	S	SS
1.	Menurut saya citra perusahaan Mc Donald's paling baik dibanding perusahaan sejenisnya					
2.	Mc Donald's adalah perusahaann yang berkompetensi tinggi					
3.	Mc Donald's adalah restoran makanan cepat saji yang memiliki kualitas yang sangat baik					
4.	Kinerja Mc Donald's yang sangat baik dan stabil					

Lampiran 1 (Lanjutan)

No.	Pernyataan	STS	TS	N	S	SS
5.	Saya mengetahui dan mendukung program tanggung jawab perusahaan yang dilakukan Mc Donald's (<i>Mc Donald's care mobile</i> , bakti sosial, dll)					

Kepuasan Pelanggan (Y₁)

No.	Pernyataan	STS	TS	N	S	SS
1.	Saya merasa puas dengan produk-produk makanan dan minuman yang diproduksi oleh Mc Donald's					
2.	Pelayanan yang diberikan Mc Donald's sangat memuaskan					
3.	Kualitas produk dan pelayanan Mc Donald's sesuai dengan harapan saya					
4.	Saya sering mengkonsumsi produk Mc Donald's					
5.	Saya merasa mudah untuk menemukan Mc Donald's					

Loyalitas Pelanggan (Y₂)

No.	Pernyataan	STS	TS	N	S	SS
1.	Saya sering membeli produk Mc Donald's					

Lampiran 1 (Lanjutan)

No.	Pernyataan	STS	TS	N	S	SS
2.	Saya sudah mencoba berbagai menu yang ditawarkan Mc Donald's					
3.	Saya akan sering atau akan mereferensikan Mc Donald's kepada orang lain					
4.	Saya enggan berpindah dari Mc Donald's					
5.	Mc Donald's adalah pilihan utama saya jika saya ingin mengkonsumsi fastfood					

Lampiran 2a**Data Responden**

No.	Usia	Domisili	Pembelian
1.	1	1	1
2.	1	1	1
3.	1	1	1
4.	1	1	1
5.	1	1	1
6.	1	1	1
7.	1	1	1
8.	1	1	1
9.	1	1	1
10.	1	1	1
11.	1	1	1
12.	1	1	1
13.	1	1	1
14.	1	1	1
15.	1	1	1
16.	1	1	1
17.	1	1	1
18.	1	1	1
19.	1	1	1
20.	1	1	1
21.	1	1	1
22.	1	1	1
23.	1	1	1
24.	1	1	1
25.	1	1	1
26.	1	1	1
27.	1	1	1
28.	1	1	1
29.	1	1	1
30.	1	1	1
31.	1	1	1
32.	1	1	1
33.	1	1	1
34.	1	1	1
35.	1	1	1
36.	1	1	1

Lampiran 2a (Lanjutan)

No.	Usia	Domisili	Pembelian
37.	1	1	1
38.	1	1	1
39.	1	1	1
40.	1	1	1
41.	1	1	1
42.	1	1	1
43.	1	1	1
44.	1	1	1
45.	1	1	1
46.	1	1	1
47.	1	1	1
48.	1	1	1
49.	1	1	1
50.	1	1	1
51.	1	1	1
52.	1	1	1
53.	1	1	1
54.	1	1	1
55.	1	1	1
56.	1	1	1
57.	1	1	1
58.	1	1	1
59.	1	1	1
60.	1	1	1
61.	1	1	1
62.	1	1	1
63.	1	1	1
64.	1	1	1
65.	1	1	1
66.	1	1	1
67.	1	1	1
68.	1	1	1
69.	1	1	1
70.	1	1	1
71.	1	1	1
72.	1	1	1
73.	1	1	1

Lampiran 2a (Lanjutan)

No.	Usia	Domisili	Pembelian
74.	1	1	1
75.	1	1	1
76.	1	1	1
77.	1	1	1
78.	1	1	1
79.	1	1	1
80.	1	1	1
81.	1	1	1
82.	1	1	1
83.	1	1	1
84.	1	1	1
85.	1	1	1
86.	1	1	1
87.	1	1	1
88.	1	1	1
89.	1	1	1
90.	1	1	1
91.	1	1	1
92.	1	1	1
93.	1	1	1
94.	1	1	1
95.	1	1	1
96.	1	1	1
97.	1	1	1
98.	1	1	1
99.	1	1	1
100.	1	1	1
101.	1	1	1
102.	1	1	1
103.	1	1	1
104.	1	1	1
105.	1	1	1
106.	1	1	1
107.	1	1	1
108.	1	1	1
109.	1	1	1
110.	1	1	1

Lampiran 2a (Lanjutan)

No.	Usia	Domisili	Pembelian
111.	1	1	1
112.	1	1	1
113.	1	1	1
114.	1	1	1
115.	1	1	1
116.	1	1	1
117.	1	1	1
118.	1	1	1
119.	1	1	1
120.	1	1	1
121.	1	1	1
122.	1	1	1
123.	1	1	1
124.	1	1	1
125.	1	1	1
126.	1	1	1
127.	1	1	1
128.	1	1	1
129.	1	1	1
130.	1	1	1
131.	1	1	1
132.	1	1	1
133.	1	1	1
134.	1	1	1
135.	1	1	1
136.	1	1	1
137.	1	1	1
138.	1	1	1
139.	1	1	1
140.	1	1	1
141.	1	1	1
142.	1	1	1
143.	1	1	1
144.	1	1	1
145.	1	1	1
146.	1	1	1
147.	1	1	1

Lampiran 2a (Lanjutan)

No.	Usia	Domisili	Pembelian
148.	1	1	1
149.	1	1	1
150.	1	1	1
151.	1	1	1
152.	1	1	1
153.	1	1	1
154.	1	1	1
155.	1	1	1
156.	1	1	1
157.	1	1	1
158.	1	1	1
159.	1	1	1
160.	1	1	1
161.	1	1	1
162.	1	1	1
163.	1	1	1

Lampiran 2b

Jawaban Responden Tentang Variabel Kualitas Pelayanan dan Harga

No	X1.1	X1.2	X1.3	X1.4	X1.5	X2.1	X2.2	X2.3	X2.4	X2.5
1	4	4	5	4	4	2	2	1	2	2
2	4	3	5	4	5	3	2	3	2	2
3	4	4	4	5	4	2	1	2	2	2
4	4	4	3	4	4	2	1	2	2	2
5	5	4	4	5	4	4	3	4	4	3
6	2	2	1	2	2	4	5	4	4	4
7	4	4	4	5	4	2	3	3	2	2
8	4	5	4	4	5	1	2	2	1	2
9	4	5	4	5	5	2	2	1	3	2
10	4	4	3	4	3	2	1	2	2	1
11	4	4	5	4	4	3	3	4	3	4
12	5	4	5	4	5	4	4	3	4	5
13	4	4	4	5	4	4	5	4	3	4
14	2	1	2	3	2	4	4	5	4	4
15	4	5	5	4	4	4	4	4	5	4
16	4	4	4	4	5	4	4	5	4	4
17	4	4	4	4	3	4	4	3	4	5
18	2	2	2	3	2	2	1	2	2	2
19	4	4	4	5	4	4	5	4	3	4
20	4	4	4	5	4	4	4	5	4	3
21	2	1	2	2	1	2	1	2	2	1
22	4	4	4	5	4	4	5	4	4	4
23	4	5	4	4	5	3	4	4	3	4
24	4	4	4	5	4	4	4	4	5	4
25	1	2	2	1	2	2	1	2	3	2
26	4	4	5	4	4	4	5	4	4	4
27	5	4	4	5	4	4	4	3	4	4
28	4	4	4	4	4	4	4	4	3	4
29	2	2	2	1	2	2	3	2	1	2
30	4	5	5	4	4	1	2	3	2	3
31	4	5	4	4	5	2	2	2	1	2
32	4	5	4	4	5	1	2	2	3	2
33	5	4	4	5	4	2	2	2	2	2
34	4	5	3	4	5	2	1	2	2	2
35	4	4	5	4	5	2	1	2	3	3
36	2	1	2	2	1	1	2	3	2	2
37	4	5	4	4	5	4	4	5	4	5
38	3	4	4	3	4	4	3	4	4	4
39	2	1	2	2	1	2	2	2	3	1
40	1	1	2	1	2	1	3	2	1	2

Lampiran 2b (Lanjutan)

No	X1.1	X1.2	X1.3	X1.4	X1.5	X2.1	X2.2	X2.3	X2.4	X2.5
41	4	5	4	4	5	4	4	5	4	4
42	4	3	4	4	3	4	4	4	4	4
43	4	5	4	4	5	4	4	5	4	5
44	1	2	3	2	1	2	2	3	2	2
45	2	2	1	1	2	2	3	2	2	1
46	4	4	5	4	4	5	4	4	5	4
47	5	4	4	5	4	4	4	4	5	4
48	4	5	4	4	5	4	4	5	4	4
49	4	5	4	5	5	5	3	5	4	4
50	4	5	5	5	4	4	4	4	4	4
51	5	5	4	4	5	4	3	5	4	4
52	4	4	5	4	4	4	4	4	4	5
53	4	5	4	4	4	5	4	4	5	4
54	4	4	4	5	4	4	4	4	5	4
55	1	1	2	1	2	2	2	2	2	1
56	5	4	4	5	4	4	4	4	4	5
57	4	5	4	3	5	1	2	2	1	3
58	5	4	4	5	4	4	4	4	4	5
59	2	2	3	2	2	2	3	2	1	2
60	2	3	2	2	1	1	2	2	3	2
61	4	4	4	3	4	5	4	4	4	5
62	5	4	4	5	4	5	4	5	4	5
63	2	1	1	2	2	1	2	3	2	1
64	4	5	4	4	5	4	4	4	5	4
65	4	5	3	4	3	4	2	4	4	4
66	4	5	4	4	4	5	4	5	4	4
67	5	4	5	5	5	4	4	5	4	4
68	2	2	1	2	2	2	2	2	2	2
69	5	4	4	5	4	4	4	4	5	4
70	1	2	1	1	2	3	2	3	3	3
71	5	4	5	4	4	5	4	4	5	4
72	4	4	4	5	4	3	4	4	3	5
73	5	5	4	5	4	4	4	4	5	4
74	2	3	2	2	3	4	5	4	5	4
75	5	4	4	5	4	4	4	3	4	4
76	4	5	4	4	4	4	5	4	4	4
77	4	4	4	5	3	4	4	4	4	4
78	5	4	5	4	4	4	4	5	4	5
79	2	3	2	2	1	3	2	2	1	1
80	3	2	3	1	2	4	5	4	4	5
81	5	4	5	4	4	1	2	2	1	2

Lampiran 2b (Lanjutan)

No	X1.1	X1.2	X1.3	X1.4	X1.5	X2.1	X2.2	X2.3	X2.4	X2.5
82	4	4	4	5	4	2	1	2	1	2
83	5	5	4	4	5	3	2	1	1	1
84	4	4	4	4	5	2	3	2	2	2
85	2	2	3	2	1	4	4	4	4	4
86	1	2	2	1	2	4	4	5	5	4
87	5	4	4	4	4	2	2	2	3	2
88	5	5	5	4	5	1	2	3	3	4
89	1	1	2	3	2	3	4	4	5	4
90	5	4	5	5	4	2	2	2	1	2
91	4	5	4	4	5	4	4	4	4	4
92	5	4	4	3	4	5	4	4	5	3
93	1	1	2	1	2	3	2	2	1	2
94	4	5	4	4	5	4	4	4	4	4
95	5	5	4	4	5	4	4	3	4	4
96	4	4	3	4	5	4	3	4	4	4
97	3	3	3	3	3	3	4	3	3	3
98	5	4	4	5	4	5	4	4	5	4
99	5	4	5	4	4	2	2	1	2	2
100	4	4	4	4	4	4	4	4	4	4
101	1	2	1	1	1	1	2	2	2	2
102	5	5	5	4	4	4	3	3	4	4
103	4	4	5	4	5	5	4	5	4	4
104	2	3	2	2	3	2	2	2	2	3
105	5	4	4	5	4	4	4	3	3	4
106	4	5	4	4	4	5	4	4	5	4
107	4	4	4	5	4	5	4	5	4	4
108	2	1	2	2	1	2	2	1	1	2
109	4	5	4	4	4	4	5	4	4	4
110	5	4	4	4	4	5	4	4	5	4
111	4	3	4	4	5	4	3	4	4	5
112	5	4	4	5	4	5	4	5	4	5
113	5	5	5	4	4	4	3	4	3	5
114	4	4	5	4	3	4	5	4	4	3
115	5	4	4	4	3	5	4	4	3	4
116	4	4	5	4	4	4	5	4	4	4
117	3	2	2	1	1	3	2	1	2	3
118	4	4	5	4	4	4	3	4	4	5
119	5	4	5	4	4	3	5	4	3	5
120	4	4	5	4	3	5	4	4	3	3
121	5	4	4	4	4	5	4	4	5	4
122	4	4	5	4	5	4	5	4	4	4

Lampiran 2b (Lanjutan)

No	X1.1	X1.2	X1.3	X1.4	X1.5	X2.1	X2.2	X2.3	X2.4	X2.5
123	3	2	3	4	3	2	1	1	2	1
124	4	5	4	4	5	5	4	5	4	4
125	5	4	4	5	4	5	5	4	5	5
126	4	4	5	5	4	4	5	4	4	5
127	4	4	4	4	3	3	4	4	3	4
128	5	4	4	5	4	5	4	4	5	4
129	4	5	4	4	4	4	4	5	3	4
130	2	3	2	1	2	2	1	2	1	1
131	4	5	4	4	4	5	4	4	4	4
132	5	4	4	5	4	5	4	3	3	4
133	4	4	5	4	5	3	4	4	3	3
134	4	4	4	4	4	5	3	5	3	5
135	2	3	2	2	3	2	2	3	2	2
136	4	5	4	4	5	4	5	3	4	3
137	5	4	5	4	4	5	5	3	4	4
138	4	5	4	4	4	4	4	3	4	5
139	1	2	2	1	2	5	4	4	5	4
140	4	5	4	4	4	5	4	3	4	3
141	4	4	4	5	4	2	1	1	1	2
142	5	4	5	4	4	5	4	4	4	5
143	5	5	5	4	4	4	5	4	3	3
144	4	5	4	4	4	1	1	1	3	3
145	4	3	4	5	4	5	4	4	3	4
146	5	4	4	3	4	4	3	4	4	3
147	4	4	5	4	4	4	5	4	4	5
148	5	4	3	3	4	4	3	4	5	4
149	2	3	2	2	1	3	4	5	4	4
150	4	3	4	5	4	4	5	4	4	5
151	5	4	4	5	4	5	4	4	4	5
152	4	4	3	3	4	1	2	1	1	3
153	4	5	4	4	4	5	4	5	4	4
154	5	4	4	3	4	4	5	4	4	5
155	2	1	2	3	1	4	5	4	4	4
156	3	4	3	4	4	4	4	3	4	3
157	5	4	4	5	4	4	5	4	4	5
158	4	5	4	4	4	4	5	4	4	5
159	5	4	4	3	4	5	4	4	4	4
160	4	5	4	4	5	4	4	5	4	3
161	2	1	2	2	1	1	1	2	1	2
162	4	5	4	4	4	5	4	5	4	4
163	4	5	4	4	4	4	4	5	4	4

Lampiran 2c**Jawaban Responden Tentang Variabel Citra Perusahaan dan Kepuasan Pelanggan**

No.	X3.1	X3.2	X3.3	X3.4	X3.5	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5
1	4	4	5	4	4	4	5	4	4	5
2	4	4	5	3	4	4	4	5	4	3
3	4	4	4	4	5	4	3	4	4	4
4	4	5	4	4	3	4	5	4	4	5
5	4	5	4	4	5	4	4	4	5	4
6	3	2	2	1	2	2	2	1	2	2
7	4	5	4	4	5	4	4	5	4	3
8	4	4	3	4	5	4	5	5	4	4
9	4	4	4	5	4	4	5	4	4	4
10	4	4	5	4	3	4	4	5	4	4
11	4	4	5	4	4	5	4	3	4	5
12	4	3	4	4	5	4	4	5	4	4
13	5	4	4	5	4	4	5	4	5	4
14	2	1	2	2	3	2	2	3	2	2
15	5	4	4	5	4	5	4	5	4	4
16	3	5	5	4	4	5	4	4	5	4
17	4	4	5	4	4	5	4	4	5	4
18	1	2	1	2	1	2	2	2	2	1
19	4	5	4	4	4	4	5	4	4	5
20	4	4	5	4	4	5	4	4	5	4
21	2	3	2	2	1	2	2	2	2	3
22	4	5	4	4	5	4	5	4	5	4
23	4	5	4	4	5	4	5	4	3	4
24	4	5	4	4	3	4	5	4	4	4
25	1	2	1	2	3	2	1	1	2	2
26	3	4	4	4	5	4	4	4	5	4
27	5	4	4	5	4	4	5	4	4	5
28	3	4	4	5	4	4	3	4	5	4
29	3	2	2	1	2	2	3	2	1	2
30	4	4	4	5	4	4	5	4	4	5
31	4	4	5	4	5	4	4	5	4	4
32	4	4	4	3	4	5	4	4	4	3
33	4	3	4	4	4	4	5	4	4	3
34	5	4	3	4	3	4	4	4	3	4
35	4	4	5	4	4	5	4	4	5	4
36	1	2	3	2	1	2	2	1	2	2
37	4	4	4	3	4	5	4	4	4	4
38	5	4	3	4	4	4	4	3	4	4
39	2	3	2	2	2	1	2	1	2	1
40	4	4	4	5	4	4	5	4	4	4

Lampiran 2c (Lanjutan)

No.	X3.1	X3.2	X3.3	X3.4	X3.5	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5
41	2	2	2	2	1	2	2	1	1	2
42	5	4	5	4	4	4	5	4	4	5
43	3	4	4	3	4	3	4	4	4	4
44	4	4	5	4	5	4	5	4	5	4
45	1	2	2	2	3	2	1	2	2	2
46	2	2	2	3	2	2	2	2	1	2
47	4	5	4	4	5	4	5	4	4	5
48	5	4	3	4	5	4	4	4	4	5
49	5	4	5	4	4	3	4	4	4	4
50	4	5	4	5	4	5	4	5	4	4
51	4	4	5	4	4	5	4	5	4	3
52	5	4	4	5	4	5	4	4	4	5
53	5	4	5	4	5	5	4	4	3	4
54	4	4	5	4	4	5	4	5	4	5
55	4	5	4	5	4	4	4	3	4	3
56	3	2	1	2	3	2	2	2	1	2
57	4	4	5	4	3	4	5	4	4	3
58	4	3	5	4	4	5	4	5	4	3
59	4	3	4	3	4	5	4	4	3	4
60	3	2	2	1	2	3	2	2	1	2
61	1	2	2	3	2	2	2	3	2	1
62	3	4	4	3	4	4	4	4	3	4
63	4	4	4	4	5	4	4	3	4	3
64	2	1	2	3	2	1	2	3	2	1
65	4	5	4	4	5	4	5	4	4	3
66	5	4	3	4	5	4	4	5	4	3
67	5	3	4	5	4	4	5	4	5	4
68	4	4	4	5	4	5	4	4	4	4
69	2	1	2	3	2	1	2	2	1	2
70	4	5	4	5	3	4	5	4	4	5
71	1	2	3	2	1	2	2	1	2	3
72	4	5	4	5	4	4	5	4	4	4
73	4	4	5	4	5	4	4	5	4	4
74	5	5	5	4	5	5	5	4	5	4
75	2	2	3	2	2	3	2	1	2	2
76	5	4	3	4	4	5	4	4	5	4
77	5	4	4	5	4	4	5	4	4	4
78	4	5	4	3	4	5	4	3	4	4
79	3	4	3	4	4	4	4	5	4	4
80	3	1	1	2	3	2	2	2	2	1
81	2	3	2	2	1	2	3	2	2	1

Lampiran 2c (Lanjutan)

No.	X3.1	X3.2	X3.3	X3.4	X3.5	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5
82	3	3	4	4	5	4	4	4	4	5
83	4	5	4	4	4	4	5	4	4	4
84	4	4	3	4	4	4	5	4	4	4
85	4	4	4	5	4	4	4	5	4	4
86	3	3	3	2	1	2	2	2	3	1
87	2	1	2	3	2	1	2	2	1	1
88	4	5	4	4	4	5	4	5	4	5
89	5	4	5	4	4	4	5	4	4	4
90	2	1	2	2	3	2	1	2	2	2
91	4	5	4	4	5	4	5	4	4	4
92	5	4	4	3	3	4	5	4	4	3
93	3	3	4	5	4	4	5	4	4	5
94	1	2	3	2	2	2	2	1	2	3
95	4	4	5	4	5	4	4	5	4	5
96	4	3	4	5	4	4	4	5	4	4
97	4	3	4	4	5	4	4	5	4	3
98	3	3	3	4	3	3	3	4	3	4
99	5	4	5	4	5	4	4	3	4	5
100	5	5	4	4	4	4	5	4	4	4
101	5	4	4	4	4	5	4	4	4	4
102	2	3	2	2	2	1	2	1	2	2
103	5	4	5	4	4	5	4	4	5	4
104	5	4	4	4	5	4	5	4	4	4
105	4	3	3	4	4	2	1	2	3	2
106	4	4	5	4	4	5	4	4	5	4
107	5	4	5	4	5	4	4	4	4	4
108	4	5	4	4	4	4	3	4	4	4
109	3	3	2	1	2	2	3	3	3	2
110	4	4	5	4	5	4	5	4	4	4
111	4	5	4	5	4	4	4	5	4	5
112	4	4	5	4	5	4	4	4	5	4
113	4	5	4	5	4	4	4	5	4	4
114	4	4	5	4	5	4	4	4	4	4
115	4	3	3	4	5	4	4	4	5	4
116	3	3	4	3	4	5	4	4	4	5
117	5	4	4	5	4	4	5	4	4	5
118	2	1	1	2	3	1	2	2	3	2
119	4	4	5	4	4	5	4	4	4	4
120	4	5	4	5	4	4	4	4	5	4
121	5	4	5	4	4	5	4	4	4	4
122	4	5	4	4	4	5	4	4	4	5

Lampiran 2c (Lanjutan)

No	X3.1	X3.2	X3.3	X3.4	X3.5	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5
123	4	4	5	4	4	4	5	4	4	4
124	3	2	2	1	2	4	5	4	4	5
125	4	5	4	4	4	5	4	4	4	4
126	4	5	4	4	4	5	4	4	5	4
127	5	4	4	4	5	4	4	4	3	4
128	4	3	4	4	4	5	4	3	4	4
129	3	4	4	5	4	4	4	5	4	5
130	5	4	4	5	4	4	5	4	4	5
131	2	1	2	2	2	3	2	2	1	2
132	5	4	5	4	4	5	4	4	5	4
133	4	5	3	4	4	5	4	4	5	4
134	4	5	4	4	3	3	4	5	4	4
135	4	4	4	4	4	5	4	4	4	4
136	2	2	1	2	2	3	2	2	2	2
137	4	5	4	4	3	3	4	5	4	4
138	4	3	4	3	4	3	4	4	5	4
139	3	4	4	5	4	4	5	4	3	4
140	2	1	2	2	2	2	1	2	2	2
141	4	4	5	4	4	4	5	4	4	4
142	4	5	4	4	4	3	4	5	4	4
143	3	5	5	4	4	4	5	3	4	4
144	4	5	4	4	4	5	4	4	4	4
145	4	4	4	4	4	5	4	4	5	4
146	3	4	4	5	4	4	5	4	3	4
147	4	3	4	4	5	4	4	4	5	4
148	4	4	4	5	4	3	4	4	4	4
149	4	5	4	4	3	3	3	4	4	5
150	3	2	3	1	2	2	2	2	3	1
151	4	5	4	4	4	3	4	4	5	4
152	4	4	4	5	4	4	5	4	4	4
153	4	4	5	4	4	5	4	3	3	4
154	4	4	4	4	4	4	4	4	4	5
155	4	3	4	4	5	4	3	4	4	5
156	2	1	2	2	3	2	1	2	2	2
157	3	4	3	4	4	4	3	3	4	3
158	4	4	5	4	4	4	4	5	4	4
159	4	5	4	4	4	3	4	5	4	4
160	4	4	5	4	3	4	3	4	4	4
161	3	3	4	3	4	5	4	4	4	4
162	3	2	1	2	2	2	3	3	2	2
163	5	4	4	5	4	4	5	4	5	4

Lampiran 2d**Jawaban Responden Tentang Variabel Loyalitas Pelanggan**

No.	Y2.1	Y2.2	Y2.3	Y2.4	Y2.5
1	4	4	5	4	5
2	4	4	4	4	4
3	5	4	5	4	5
4	4	4	3	5	4
5	4	4	4	5	5
6	2	1	2	3	2
7	4	4	4	4	5
8	5	4	5	5	4
9	3	4	4	4	4
10	5	4	4	3	4
11	4	3	4	4	3
12	5	5	4	4	4
13	5	4	5	4	5
14	1	2	2	3	2
15	5	4	5	4	5
16	5	4	5	4	5
17	4	5	4	4	5
18	3	2	1	2	2
19	4	5	4	3	4
20	4	5	4	5	4
21	2	2	1	2	2
22	4	3	3	4	4
23	4	5	4	5	4
24	3	4	4	5	4
25	2	2	2	1	2
26	4	3	4	4	4
27	4	4	3	4	4
28	4	3	4	5	4
29	2	3	2	1	2
30	4	4	5	4	4
31	5	4	4	5	4
32	4	4	3	4	4
33	4	4	5	4	3
34	3	4	5	4	4
35	5	4	4	5	4
36	1	2	2	2	3
37	4	5	4	5	5
38	3	4	3	3	4
39	2	1	2	1	2
40	2	2	1	2	2

Lampiran 2d (Lanjutan)

No.	Y2.1	Y2.2	Y2.3	Y2.4	Y2.5
41	4	5	4	4	5
42	4	4	3	4	4
43	5	4	5	4	5
44	1	2	2	1	2
45	2	2	1	2	2
46	4	4	4	4	5
47	4	4	5	4	4
48	5	4	4	5	4
49	4	4	4	4	5
50	4	5	3	4	4
51	4	4	5	4	4
52	5	4	4	5	4
53	4	4	5	4	4
54	4	5	4	5	4
55	3	2	2	2	2
56	4	3	4	5	4
57	4	4	3	4	5
58	3	4	4	5	4
59	3	2	2	1	2
60	2	2	2	2	2
61	5	4	4	4	5
62	4	4	5	5	4
63	2	2	3	2	1
64	4	4	5	4	5
65	4	5	4	4	3
66	3	4	3	4	5
67	5	4	4	4	4
68	2	3	2	1	2
69	4	4	5	5	4
70	2	1	2	3	2
71	5	4	5	4	4
72	5	4	4	5	4
73	5	4	5	5	5
74	2	1	2	2	3
75	4	5	4	5	4
76	5	4	4	4	4
77	4	5	4	4	4
78	5	4	4	3	4
79	4	4	4	4	4
80	4	4	4	4	3
81	4	5	4	4	4

Lampiran 2d (Lanjutan)

No.	Y2.1	Y2.2	Y2.3	Y2.4	Y2.5
82	2	3	2	2	2
83	2	1	2	2	3
84	4	4	4	4	4
85	4	4	4	5	4
86	3	4	4	5	4
87	4	4	4	4	5
88	2	2	2	1	2
89	2	3	2	2	1
90	4	4	4	5	4
91	5	4	4	5	4
92	1	2	2	2	2
93	4	4	4	5	4
94	4	4	5	4	5
95	3	4	4	5	4
96	2	1	2	1	2
97	4	4	5	4	4
98	5	4	4	5	4
99	3	4	5	4	4
100	3	3	3	4	4
101	4	4	5	4	4
102	4	3	4	4	5
103	4	4	4	4	4
104	2	2	2	1	2
105	4	3	4	4	5
106	4	5	4	4	5
107	2	2	1	2	2
108	5	4	4	5	4
109	4	5	3	4	4
110	5	4	4	4	5
111	3	2	2	1	2
112	5	4	4	4	4
113	4	4	4	4	5
114	5	4	4	5	4
115	3	4	4	4	4
116	4	4	4	4	4
117	5	4	4	4	4
118	4	4	5	4	4
119	5	4	4	5	4
120	4	4	3	4	4
121	4	4	5	3	4
122	4	4	5	4	4

Lampiran 2d (Lanjutan)

No	Y2.1	Y2.2	Y2.3	Y2.4	Y2.5
123	3	4	4	5	4
124	4	3	4	4	4
125	5	4	4	4	3
126	3	4	4	5	4
127	4	4	4	4	4
128	4	4	4	3	4
129	2	1	2	2	2
130	4	4	5	4	4
131	5	4	5	5	5
132	5	4	4	5	4
133	4	4	4	4	4
134	3	2	3	3	2
135	3	4	5	4	4
136	4	5	4	5	4
137	4	4	5	4	4
138	1	2	3	2	1
139	4	4	5	4	5
140	4	4	4	4	4
141	4	5	4	4	3
142	4	4	4	4	4
143	4	4	4	4	5
144	4	4	5	4	5
145	4	4	4	5	4
146	4	5	4	4	4
147	4	4	4	4	4
148	2	2	2	1	2
149	4	4	5	4	4
150	4	3	4	4	4
151	5	4	3	4	4
152	4	4	4	4	4
153	4	3	4	4	5
154	2	1	2	2	1
155	4	4	4	3	4
156	4	4	5	4	5
157	4	4	4	4	3
158	5	4	4	4	4
159	5	4	4	5	4
160	2	2	2	1	2
161	4	5	4	5	4
162	4	4	4	4	4
163					

Lampiran 3

Karakteristik Responden

USIA

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <= 17 tahun	0	,0	,0	,0
> 17 tahun	163	100,0	100,0	100,0
Total	163	100,0	100,0	

DOMISILI

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Surabaya	163	100,0	100,0	100,0

PEMBELIAN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 5 kali	0	,0	,0	,0
> 5 kali	163	100,0	100,0	100,0
Total	163	100,0	100,0	

Lampiran 4

Statistik Deskriptif Variabel Kualitas Pelayanan (X_1)

	N	Minimum	Maximum	Mean	Std Deviation
X1.1	163	1	5	3,779	1,165
X1.2	163	1	5	3,773	1,167
X1.3	163	1	5	3,712	1,064
X1.4	163	1	5	3,706	1,176
X1.5	163	1	5	3,656	1,157
X1	163	1,20	4,80	3,725	1,033
Valid N (listwise)	163				

Variabel Harga (X_2)

	N	Minimum	Maximum	Mean	Std Deviation
X2.1	163	1	5	3,466	1,244
X2.2	163	1	5	3,380	1,203
X2.3	163	1	5	3,436	1,150
X2.4	163	1	5	3,350	1,194
X2.5	163	1	5	3,466	1,167
X2	163	1,40	4,80	3,419	1,065
Valid N (listwise)	163				

Variabel Citra Perusahaan (X_3)

	N	Minimum	Maximum	Mean	Std Deviation
X3.1	163	1	5	3,681	1,023
X3.2	163	1	5	3,669	1,122
X3.3	163	1	5	3,724	1,085
X3.4	163	1	5	3,687	1,039
X3.5	163	1	5	3,712	1,047
X3	163	1,40	4,80	3,694	0,914
Valid N (listwise)	163				

Lampiran 4 (Lanjutan)**Variabel Kepuasan Pelanggan (Y₁)**

	N	Minimum	Maximum	Mean	Std Deviation
Y1.1	163	1	5	3,730	1,083
Y1.2	163	1	5	3,779	1,100
Y1.3	163	1	5	3,663	1,067
Y1.4	163	1	5	3,663	1,050
Y1.5	163	1	5	3,626	1,083
Y1	163	1,40	4,60	3,692	0,952
Valid N (listwise)	163				

Variabel Loyalitas Pelanggan (Y₂)

	N	Minimum	Maximum	Mean	Std Deviation
Y2.1	163	1	5	3,693	1,062
Y2.2	163	1	5	3,607	1,021
Y2.3	163	1	5	3,693	1,062
Y2.4	163	1	5	3,724	1,156
Y2.5	163	1	5	3,718	1,045
Y2	163	1,60	4,80	3,687	0,953
Valid N (listwise)	163				

Lampiran 5

Uji Reabilitas

Variabel Laten	Construct Reliability	Cutt-off Value	Keterangan
Kualitas Pelayanan	0.98	> 0.7	Reliabel
Harga	0.98	> 0.7	Reliabel
Citra Perusahaan	0.97	> 0.7	Reliabel
Kepuasan Pelanggan	0.97	> 0.7	Reliabel
Loyalitas Pelanggan	0.98	> 0.7	Reliabel

$$\text{Construct Reliability} = \frac{(\sum \lambda_i)^2}{(\sum \lambda_i)^2 + \sum e_j}$$

1. Kualitas Pelayanan

$$\text{CR} = \frac{(0.76+0.77+0.76+0.77+0.76)^2}{(0.76+0.77+0.76+0.77+0.76)^2 + (0.24^2+0.23^2+0.24^2+0.23^2+0.24^2)}$$

$$\text{CR} = 0.98$$

2. Harga

$$\text{CR} = \frac{(0.82+0.76+0.80+0.80+0.79)^2}{(0.82+0.76+0.80+0.80+0.79)^2 + (0.12^2+0.24^2+0.20^2+0.20^2+0.21^2)}$$

$$\text{CR} = 0.98$$

3. Citra Perusahaan

$$\text{CR} = \frac{(0.74+0.73+0.75+0.72+0.73)^2}{(0.74+0.73+0.75+0.72+0.73)^2 + (0.26^2+0.27^2+0.25^2+0.28^2+0.27^2)}$$

$$\text{CR} = 0.97$$

4. Kepuasan Pelanggan

$$\text{CR} = \frac{(0.76+0.77+0.76+0.77+0.72)^2}{(0.76+0.77+0.76+0.77+0.72)^2 + (0.24^2+0.23^2+0.24^2+0.23^2+0.28^2)}$$

$$\text{CR} = 0.97$$

5. Loyalitas Pelanggan

$$\text{CR} = \frac{(0.76+0.76+0.76+0.76+0.78)^2}{(0.76+0.76+0.76+0.76+0.78)^2 + (0.24^2+0.24^2+0.24^2+0.24^2+0.22^2)}$$

$$\text{CR} = 0.98$$

Lampiran 6a

Output Uji Normalitas

DATE: 05/15/2014

TIME: 19:12

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 F:\DATA\INPUT.PR2:

```
!PRELIS SYNTAX: Can be edited
SY=F:\DATA\INPUT.PSF'
NS 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25
OU MA=CM SM=F:\DATA\INPUT.COV XT
```

Total Sample Size = 163

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
X1.1	-1.387	0.165	-1.538	0.124	4.291	0.117
X1.2	-1.388	0.165	-1.896	0.058	5.524	0.063
X1.3	-1.147	0.252	-0.559	0.576	1.627	0.443
X1.4	-1.193	0.233	-1.673	0.094	4.222	0.121
X1.5	-1.032	0.302	-1.074	0.283	2.219	0.330

X2.1	-0.848	0.396	-2.018	0.044	4.791	0.091
X2.2	-0.671	0.502	-1.395	0.163	2.397	0.302
X2.3	-0.764	0.445	-1.213	0.225	2.055	0.358
X2.4	-0.565	0.572	-1.629	0.103	2.972	0.226
X2.5	-0.824	0.410	-1.423	0.155	2.704	0.259
X3.1	-1.114	0.265	-0.496	0.620	1.487	0.475
X3.2	-1.182	0.237	-1.553	0.120	3.808	0.149
X3.3	-1.269	0.205	-1.153	0.249	2.940	0.230
X3.4	-1.095	0.274	-0.205	0.837	1.241	0.538
X3.5	-1.170	0.242	-0.579	0.562	1.704	0.427
Y1.1	-1.245	0.213	-1.017	0.309	2.584	0.275
Y1.2	-1.393	0.164	-1.311	0.190	3.659	0.161
Y1.3	-1.055	0.291	-0.068	0.946	1.118	0.572
Y1.4	-1.065	0.287	0.089	0.929	1.142	0.565
Y1.5	-1.029	0.303	-0.347	0.729	1.180	0.554
Y2.1	-1.158	0.247	-0.790	0.429	1.965	0.374
Y2.2	-1.126	0.260	0.754	0.451	1.838	0.399
Y2.3	-1.116	0.264	-0.736	0.462	1.788	0.409
Y2.4	-1.180	0.238	-1.267	0.205	2.999	0.223
Y2.5	-1.069	0.285	-0.147	0.883	1.163	0.559

Relative Multivariate Kurtosis = 0.986

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
116.869	3.188	0.001	665.248	-0.222	0.824	10.211	0.006

Lampiran 6b

Syntax

```
SKRIPSI
OBSERVED VARIABLES X1.1 X1.2 X1.3 X1.4 X1.5 X2.1 X2.2 X2.3
X2.4 X2.5 X3.1 X3.2 X3.3 X3.4 X3.5 Y1.1 Y1.2 Y1.3 Y1.4 Y1.5 Y2.1
Y2.2 Y2.3 Y2.4 Y2.5
COVARIANCE MATRIX FROM FILE F:\DATA\INPUT.COV
SAMPLE SIZE 163
LATENT VARIABLES SQ HARGA CITRA KEPUASAN LOYAL
RELATIONSHIPS:
X1.1=1*SQ
X1.2-X1.5=SQ
X2.1=1*HARGA
X2.2-X2.5=HARGA
X3.1=1*CITRA
X3.2-X3.5=CITRA
Y1.1=1*KEPUASAN
Y1.2-Y1.5=KEPUASAN
Y2.1=1*LOYAL
Y2.2-Y2.5=LOYAL
KEPUASAN=SQ HARGA CITRA
LOYAL=KEPUASAN
LOYAL=SQ HARGA CITRA KEPUASAN
OPTIONS:SS SC EF RS
PATH DIAGRAM
END OF PROGRAM
```

Lampiran 6c

Output Syntax
DATE: 5/15/2014
TIME: 19:14

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 F:\DATA\HASIL.spl:

SKRIPSI

OBSERVED VARIABLES X1.1 X1.2 X1.3 X1.4 X1.5 X2.1 X2.2 X2.3
X2.4 X2.5 X3.1 X3.2 X3.3 X3.4 X3.5 Y1.1 Y1.2 Y1.3 Y1.4 Y1.5 Y2.1
Y2.2 Y2.3 Y2.4 Y2.5

COVARIANCE MATRIX FROM FILE F:\DATA\INPUT.COV

SAMPLE SIZE 163

LATENT VARIABLES SQ HARGA CITRA KEPUASAN LOYAL
RELATIONSHIPS:

X1.1=1*SQ

X1.2-X1.5=SQ

X2.1=1*HARGA

X2.2-X2.5=HARGA

X3.1=1*CITRA

X3.2-X3.5=CITRA

Y1.1=1*KEPUASAN

Y1.2-Y1.5=KEPUASAN

Y2.1=1*LOYAL

Y2.2-Y2.5=LOYAL
 KEPUASAN=SQ HARGA CITRA
 LOYAL=KEPUASAN
 OPTIONS:SS SC EF RS
 PATH DIAGRAM
 END OF PROGRAM
 Sample Size = 163

Measurement Equations

$$\begin{aligned}
 Y1.1 &= 1.00 * KEPUASAN, \text{ Errorvar.} = 0.49, R^2 = 0.58 \\
 &\quad (0.057) \\
 &\quad 8.61
 \end{aligned}$$

$$\begin{aligned}
 Y1.2 &= 1.03 * KEPUASAN, \text{ Errorvar.} = 0.49, R^2 = 0.59 \\
 &\quad (0.098) \quad (0.058) \\
 &\quad 10.50 \quad 8.58
 \end{aligned}$$

$$\begin{aligned}
 Y1.3 &= 0.98 * KEPUASAN, \text{ Errorvar.} = 0.48, R^2 = 0.58 \\
 &\quad (0.095) \quad (0.056) \\
 &\quad 10.36 \quad 8.61
 \end{aligned}$$

$$\begin{aligned}
 Y1.4 &= 0.98 * KEPUASAN, \text{ Errorvar.} = 0.44, R^2 = 0.60 \\
 &\quad (0.093) \quad (0.052) \\
 &\quad 10.55 \quad 8.57
 \end{aligned}$$

$$\begin{aligned}
 Y1.5 &= 0.95 * KEPUASAN, \text{ Errorvar.} = 0.57, R^2 = 0.52 \\
 &\quad (0.097) \quad (0.065) \\
 &\quad 9.71 \quad 8.69
 \end{aligned}$$

$$\begin{aligned}
 Y2.1 &= 1.00 * LOYAL, \text{ Errorvar.} = 0.48, R^2 = 0.58 \\
 &\quad (0.055) \\
 &\quad 8.65
 \end{aligned}$$

$$\begin{aligned}
 Y2.2 &= 0.96 * LOYAL, \text{ Errorvar.} = 0.45, R^2 = 0.57 \\
 &\quad (0.092) \quad (0.051) \\
 &\quad 10.39 \quad 8.66
 \end{aligned}$$

$$Y2.3 = 1.00 * LOYAL, \text{ Errorvar.} = 0.48, R^2 = 0.58$$

(0.096)	(0.055)
10.43	8.66

$$Y2.4 = 1.09 * LOYAL, \text{ Errorvar.} = 0.56, R^2 = 0.58$$

(0.10)	(0.064)
10.51	8.64

$$Y2.5 = 1.00 * LOYAL, \text{ Errorvar.} = 0.44, R^2 = 0.60$$

(0.094)	(0.051)
10.70	8.60

$$X1.1 = 1.00 * SQ, \text{ Errorvar.} = 0.58, R^2 = 0.57$$

(0.065)
8.94

$$X1.2 = 1.02 * SQ, \text{ Errorvar.} = 0.56, R^2 = 0.59$$

(0.095)	(0.063)
10.67	8.91

$$X1.3 = 0.92 * SQ, \text{ Errorvar.} = 0.48, R^2 = 0.58$$

(0.087)	(0.053)
10.55	8.93

$$X1.4 = 1.02 * SQ, \text{ Errorvar.} = 0.57, R^2 = 0.59$$

(0.096)	(0.064)
10.65	8.92

$$X1.5 = 1.00 * SQ, \text{ Errorvar.} = 0.56, R^2 = 0.58$$

(0.095)	(0.063)
10.57	8.93

$$X2.1 = 1.00 * HARGA, \text{ Errorvar.} = 0.50, R^2 = 0.68$$

(0.073)
6.84

$$X2.2 = 0.89 * HARGA, \text{ Errorvar.} = 0.61, R^2 = 0.58$$

(0.083)	(0.080)
10.72	7.59

$$X2.3 = 0.90 * HARGA, \text{ Errorvar.} = 0.48, R^2 = 0.64$$

(0.079)	(0.067)
11.40	7.21

$$X2.4 = 0.94 * HARGA, \text{ Errorvar.} = 0.51, R^2 = 0.65$$

(0.081)	(0.071)
11.51	7.14

$$X2.5 = 0.91 * HARGA, \text{ Errorvar.} = 0.50, R^2 = 0.63$$

(0.080)	(0.069)
11.34	7.25

$$X3.1 = 1.00 * CITRA, \text{ Errorvar.} = 0.48, R^2 = 0.54$$

(0.054)
8.82

$$X3.2 = 1.09 * CITRA, \text{ Errorvar.} = 0.59, R^2 = 0.53$$

(0.11)	(0.067)
9.76	8.83

$$X3.3 = 1.07 * CITRA, \text{ Errorvar.} = 0.52, R^2 = 0.56$$

(0.11)	(0.059)
10.02	8.79

$$X3.4 = 1.00 * CITRA, \text{ Errorvar.} = 0.51, R^2 = 0.53$$

(0.10)	(0.058)
9.68	8.85

$$X3.5 = 1.01 * CITRA, \text{ Errorvar.} = 0.51, R^2 = 0.54$$

(0.10)	(0.058)
9.78	8.83

Structural Equations

$$KEPUASAN = 0.40 * SQ - 0.063 * HARGA + 0.66 * CITRA, \text{ Errorvar.} = -0.010, R^2 = 1.02$$

(0.15)	(0.030)	(0.18)	(0.012)
2.72	-2.12	3.75	-0.90

W_A_R_N_I_N_G : Error variance is negative.

$$LOYAL = 0.99 * KEPUASAN, \text{ Errorvar.} = -0.017, R^2 = 1.03$$

(0.095)	(0.014)
10.49	-1.21

W_A_R_N_I_N_G : Error variance is negative.

Reduced Form Equations

$$\text{KEPUASAN} = 0.40 * \text{SQ} - 0.063 * \text{HARGA} + 0.66 * \text{CITRA}, \text{Errorvar.} = -0.010, R^2 = 1.02$$

(0.15)	(0.030)	(0.18)
2.72	-2.12	3.75

$$\text{LOYAL} = 0.39 * \text{SQ} - 0.062 * \text{HARGA} + 0.65 * \text{CITRA}, \text{Errorvar.} = -0.027, R^2 = 1.04$$

(0.14)	(0.029)	(0.17)
2.72	-2.12	3.76

Goodness of Fit Statistics

Degrees of Freedom = 268

Minimum Fit Function Chi-Square = 380.04 (P = 0.00)

Normal Theory Weighted Least Squares Chi-Square = 367.15 (P = 0.00)

Estimated Non-centrality Parameter (NCP) = 99.15

90 Percent Confidence Interval for NCP = (52.91 ; 153.45)

Minimum Fit Function Value = 2.35

Population Discrepancy Function Value (F0) = 0.61

90 Percent Confidence Interval for F0 = (0.33 ; 0.95)

Root Mean Square Error of Approximation (RMSEA) = 0.048

90 Percent Confidence Interval for RMSEA = (0.035 ; 0.059)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.61

Expected Cross-Validation Index (ECVI) = 2.97

90 Percent Confidence Interval for ECVI = (2.68 ; 3.31)

ECVI for Saturated Model = 4.01

ECVI for Independence Model = 76.10

Chi-Square for Independence Model with 300 Degrees of Freedom =
12278.02

Independence AIC = 12328.02

Model AIC = 481.15

Saturated AIC = 650.00

Independence CAIC = 12430.37

Model CAIC = 714.49

Saturated CAIC = 1980.47

Normed Fit Index (NFI) = 0.97

Non-Normed Fit Index (NNFI) = 0.99
 Parsimony Normed Fit Index (PNFI) = 0.87
 Comparative Fit Index (CFI) = 0.99
 Incremental Fit Index (IFI) = 0.99
 Relative Fit Index (RFI) = 0.97

Critical N (CN) = 139.45

Root Mean Square Residual (RMR) = 0.057
 Standardized RMR = 0.045
 Goodness of Fit Index (GFI) = 0.85
 Adjusted Goodness of Fit Index (AGFI) = 0.81
 Parsimony Goodness of Fit Index (PGFI) = 0.70

Standardized Solution

LAMBDA-Y

	KEPUASAN	LOYAL
	-----	-----
Y1.1	0.82	--
Y1.2	0.85	--
Y1.3	0.81	--
Y1.4	0.81	--
Y1.5	0.78	--
Y2.1	--	0.81
Y2.2	--	0.77
Y2.3	--	0.81
Y2.4	--	0.88
Y2.5	--	0.81

LAMBDA-X

	SQ	HARGA	CITRA
	-----	-----	-----
X1.1	0.88	--	--
X1.2	0.90	--	--
X1.3	0.81	--	--
X1.4	0.90	--	--
X1.5	0.88	--	--

X2.1	--	1.02	--
X2.2	--	0.92	--
X2.3	--	0.92	--
X2.4	--	0.96	--
X2.5	--	0.93	--
X3.1	--	--	0.75
X3.2	--	--	0.82
X3.3	--	--	0.81
X3.4	--	--	0.75
X3.5	--	--	0.77

BETA

	KEPUASAN	LOYAL
	-----	-----
KEPUASAN	--	--
LOYAL	1.01	--

GAMMA

	SQ	HARGA	CITRA
	-----	-----	-----
KEPUASAN	0.43	-0.08	0.60
LOYAL	--	--	--

Correlation Matrix of ETA and KSI

	KEPUASAN	LOYAL	SQ	HARGA	CITRA
	-----	-----	-----	-----	-----
KEPUASAN	1.00				
LOYAL	1.01	1.00			
SQ	1.02	1.04	1.00		
HARGA	0.41	0.41	0.45	1.00	
CITRA	1.01	1.03	1.05	0.49	1.00

PSI

Note: This matrix is diagonal.

KEPUASAN	LOYAL
-----	-----
-0.02	-0.03

Regression Matrix ETA on KSI (Standardized)

	SQ	HARGA	CITRA
	-----	-----	-----
KEPUASAN	0.43	-0.08	0.60
LOYAL	0.43	-0.08	0.61

SKRIPSI

Completely Standardized Solution

LAMBDA-Y

	KEPUASAN	LOYAL
	-----	-----
Y1.1	0.76	--
Y1.2	0.77	--
Y1.3	0.76	--
Y1.4	0.77	--
Y1.5	0.72	--
Y2.1	--	0.76
Y2.2	--	0.76
Y2.3	--	0.76
Y2.4	--	0.76
Y2.5	--	0.78

LAMBDA-X

	SQ	HARGA	CITRA
	-----	-----	-----
X1.1	0.76	--	--
X1.2	0.77	--	--
X1.3	0.76	--	--
X1.4	0.77	--	--
X1.5	0.76	--	--
X2.1	--	0.82	--
X2.2	--	0.76	--
X2.3	--	0.80	--
X2.4	--	0.80	--
X2.5	--	0.79	--
X3.1	--	--	0.74
X3.2	--	--	0.73
X3.3	--	--	0.75

X3.4	--	--	0.72
X3.5	--	--	0.73

Total and Indirect Effects

Total Effects of KSI on ETA

	SQ	HARGA	CITRA
	-----	-----	-----
KEPUASAN	0.38	-0.08	0.70
	(0.16)	(0.03)	(0.19)
	2.33	-2.28	3.58
LOYAL	0.40	-0.05	0.63
	(0.16)	(0.03)	(0.19)
	2.47	-1.58	3.24

Indirect Effects of KSI on ETA

	SQ	HARGA	CITRA
	-----	-----	-----
KEPUASAN	--	--	--
LOYAL	0.02	-0.01	0.04
	(0.08)	(0.02)	(0.15)
	0.25	-0.25	0.26

Total Effects of ETA on ETA

	KEPUASAN	LOYAL
	-----	-----
KEPUASAN	--	--
LOYAL	0.05	--
	(0.21)	
	0.26	

Largest Eigenvalue of B*B' (Stability Index) is 0.984
 Total Effects of ETA on Y

	KEPUASAN	LOYAL
	-----	-----
Y1.1	1.00	--
Y1.2	1.04 (0.10) 10.43	--
Y1.3	1.00 (0.10) 10.31	--
Y1.4	0.98 (0.10) 10.25	--
Y1.5	0.92 (0.10) 9.25	--
Y2.1	0.05 (0.21) 0.26	1.00
Y2.2	0.05 (0.21) 0.26	0.96 (0.09) 10.34
Y2.3	0.06 (0.21) 0.26	1.01 (0.10) 10.40
Y2.4	0.06 (0.23) 0.26	1.10 (0.11) 10.44
Y2.5	0.06 (0.22) 0.26	1.02 (0.09) 10.71

Indirect Effects of ETA on Y

	KEPUASAN	LOYAL
	-----	-----
Y1.1	--	--
Y1.2	--	--
Y1.3	--	--
Y1.4	--	--
Y1.5	--	--
Y2.1	0.05 (0.21) 0.26	--
Y2.2	0.05 (0.21) 0.26	--
Y2.3	0.06 (0.21) 0.26	--
Y2.4	0.06 (0.23) 0.26	--
Y2.5	0.06 (0.22) 0.26	--

Total Effects of KSI on Y

	SQ	HARGA	CITRA
	-----	-----	-----
Y1.1	0.38 (0.15) 2.72	-0.08 (0.03) -2.12	0.70 (0.18) 3.75

Y1.2	0.39 (0.15) 2.72	-0.08 (0.03) -2.12	0.73 (0.18) 3.76
Y1.3	0.37 (0.14) 2.72	-0.08 (0.03) -2.12	0.73 (0.17) 3.75
Y1.4	0.37 (0.14) 2.72	-0.08 (0.03) -2.12	0.70 (0.17) 3.76
Y1.5	0.35 (0.14) 2.71	-0.07 (0.03) -2.11	0.64 (0.17) 3.72
Y2.1	0.40 (0.14) 2.72	-0.05 (0.03) -2.12	0.63 (0.17) 3.76
Y2.2	0.39 (0.14) 2.72	-0.05 (0.03) -2.12	0.61 (0.17) 3.75
Y2.3	0.40 (0.14) 2.72	-0.05 (0.03) -2.12	0.63 (0.17) 3.76
Y2.4	0.44 (0.16) 2.72	-0.06 (0.03) -2.12	0.69 (0.19) 3.76
Y2.5	0.41 (0.15) 2.73	-0.06 (0.03) -2.12	0.64 (0.17) 3.77

SKRIPSI

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	SQ	HARGA	CITRA
	-----	-----	-----
KEPUASAN	0.41	-0.10	0.65
LOYAL	0.44	-0.07	0.59

Standardized Indirect Effects of KSI on ETA

	SQ	HARGA	CITRA
	-----	-----	-----
KEPUASAN	--	--	--
LOYAL	0.02	-0.01	0.04

Standardized Total Effects of ETA on ETA

	KEPUASAN	LOYAL
	-----	-----
KEPUASAN	--	--
LOYAL	0.05	--

Standardized Total Effects of ETA on Y

	KEPUASAN	LOYAL
	-----	-----
Y1.1	0.82	--
Y1.2	0.85	--
Y1.3	0.81	--
Y1.4	0.81	--
Y1.5	0.78	--
Y2.1	0.82	0.81
Y2.2	0.78	0.77
Y2.3	0.82	0.81
Y2.4	0.89	0.88
Y2.5	0.82	0.81

Completely Standardized Total Effects of ETA on Y

	KEPUASAN	LOYAL
	-----	-----
Y1.1	0.76	--
Y1.2	0.77	--

Y1.3	0.76	--
Y1.4	0.77	--
Y1.5	0.72	--
Y2.1	0.77	0.76
Y2.2	0.77	0.76
Y2.3	0.77	0.76
Y2.4	0.77	0.76
Y2.5	0.79	0.78

Standardized Indirect Effects of ETA on Y

	KEPUASAN	LOYAL
	-----	-----
Y1.1	--	--
Y1.2	--	--
Y1.3	--	--
Y1.4	--	--
Y1.5	--	--
Y2.1	0.82	--
Y2.2	0.78	--
Y2.3	0.82	--
Y2.4	0.89	--
Y2.5	0.82	--

Completely Standardized Indirect Effects of ETA on Y

	KEPUASAN	LOYAL
	-----	-----
Y1.1	--	--
Y1.2	--	--
Y1.3	--	--
Y1.4	--	--
Y1.5	--	--
Y2.1	0.77	--
Y2.2	0.77	--
Y2.3	0.77	--
Y2.4	0.77	--
Y2.5	0.79	--

Standardized Total Effects of KSI on Y

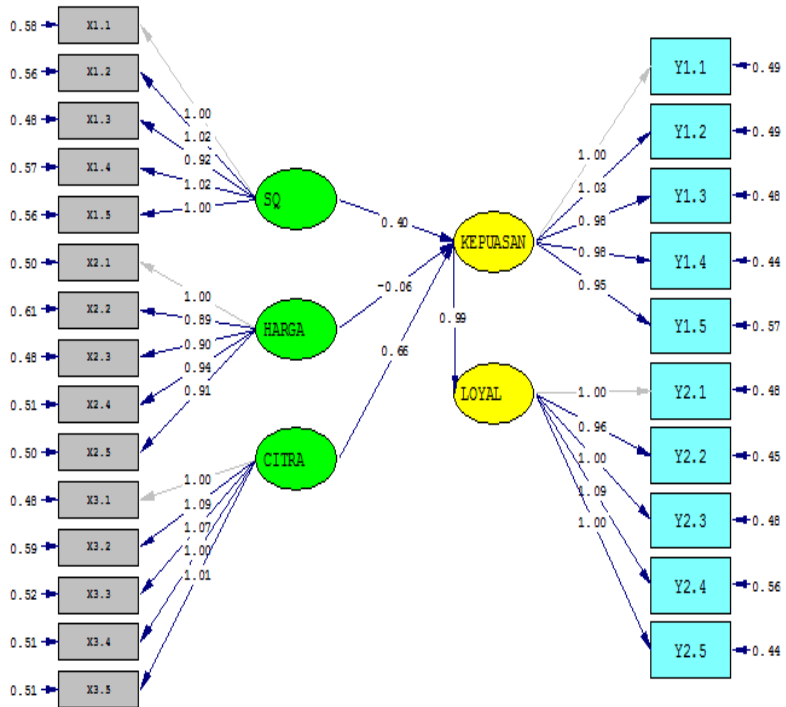
	SQ	HARGA	CITRA
	-----	-----	-----
Y1.1	0.35	-0.06	0.50
Y1.2	0.36	-0.07	0.51
Y1.3	0.34	-0.06	0.49
Y1.4	0.34	-0.06	0.49
Y1.5	0.33	-0.06	0.47
Y2.1	0.35	-0.06	0.49
Y2.2	0.33	-0.06	0.47
Y2.3	0.35	-0.06	0.49
Y2.4	0.38	-0.07	0.54
Y2.5	0.35	-0.06	0.50

Completely Standardized Total Effects of KSI on Y

	SQ	HARGA	CITRA
	-----	-----	-----
Y1.1	0.32	-0.06	0.46
Y1.2	0.33	-0.06	0.46
Y1.3	0.32	-0.06	0.46
Y1.4	0.33	-0.06	0.47
Y1.5	0.31	-0.06	0.43
Y2.1	0.33	-0.06	0.46
Y2.2	0.33	-0.06	0.46
Y2.3	0.33	-0.06	0.46
Y2.4	0.33	-0.06	0.47
Y2.5	0.33	-0.06	0.47

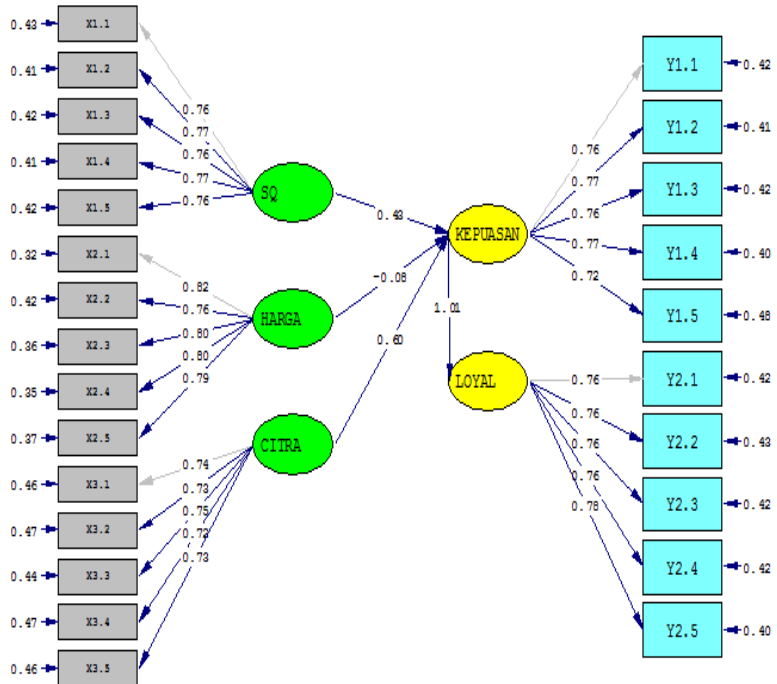
Lampiran 7a

Models: Basic Model Estimates: Estimates



Lampiran 7b

Models: Basic Model Estimates: Standardized Solution



Lampiran 7c

Models: Basic Model Estimates: T-values

