

No

Kuesioner .....

**KUESIONER UNTUK KONSUMEN APPLE di SURABAYA**

Responden yth,

Bersama segala kesibukan Bapak/Ibu/Saudara, perkenankan saya memohon kesediaan Bapak/Ibu/Saudara 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 untuk mengisi kuesioner ini.

Hormat saya,

(Ryan W)

## IDENTIFIKASI RESPONDEN

1. Usia anda saat ini
  - a.  $< 17$  tahun
  - b.  $\geq 17$  tahun
  
2. Apakah anda penduduk Surabaya ?
  - a. Ya
  - b. Tidak
  
3. Apakah anda pernah membeli produk Apple di Surabaya minimal 3 bulan terakhir ?
  - a. Ya
  - b. Tidak

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

STS = Sangat Tidak Setuju.

TS = Tidak Setuju.

N = Netral.

S = Setuju.

SS = Sangat Setuju.

Lampiran 1

No	Pertanyaan	STS	TS	N	S	SS
<i>Gaya Hidup</i>						
1.	Saya menyukai Apple karena terlihat elegan					
2.	Saya terbiasa menggunakan produk yang update teknologi seperti pada produk Apple					
3.	Produk Apple mempermudah saya dalam bekerja sehari-hari					
4.	Saya dapat berbelanja secara online dengan mudah melalui fasilitas Apple					
<i>Perceived Usefulness</i>						
1.	Menurut saya dengan menggunakan Apple mempermudah pekerjaan saya					
2.	Menurut saya Apple memberikan manfaat yang besar bagi penggunanya.					
3.	Menurut saya Apple menjadikan seseorang menjadi lebih produktif dalam bekerja					
4.	Menurut saya dengan menggunakan Apple dapat menjadikan pekerjaan lebih efisien					
5.	Menurut saya dengan menggunakan Apple dapat mengembangkan hasil kinerja saya					
<i>Perceived Ease Of Use</i>						
1.	Menurut saya penggunaan Apple mudah untuk dipelajari					
2.	Menurut saya penggunaan Apple akan menjadi lebih mudah mendapatkan segala keinginan yang dibutuhkan					
3.	Menurut saya dengan					

	menggunakan Apple keterampilan saya menjadi lebih bertambah					
4.	Menurut saya Apple mudah untuk dioperasikan					
<i>Intention to Adopt</i>						
1.	Saya memakai Apple dilatarbelakangi oleh saran dari teman atau keluarga yang sudah menjadi pengguna					
2.	Saya membeli Apple dilatarbelakangi oleh saran dari teman atau keluarga yang sudah menjadi pengguna					
3.	Saya membeli Apple dilatarbelakangi oleh promosi yang dilakukan oleh penjual.					
4.	Saya membeli Apple <i>smartphone</i> didasarkan atas informasi mengenai kelebihan produk					

Terima Kasih atas Partisipasi Anda

**Lampiran 2**  
**Jawaban Responden**

No	Identifikasi Responden			Gaya Hidup (X)				tot_x1	Mean_x1	Perceived usefulness (Z1)					tot_z1	Mean_z1	Perceived Ease Of use (Z2)				tot_z2	Mean_z2	Intention to Adopt (Y)				tot_Y	Mean_Y
	Kependudukan	Usia	pembelian terakhir	X1	X2	X3	X4			Z1.1	Z1.2	Z1.3	Z1.4	Z1.5			Z2.1	Z2.2	Z2.3	Z2.4			Y1	Y2	Y3	Y4		
1	1	1	1	4	4	4	4	16	4.00	3	3	3	3	3	15	3.00	4	3	4	3	14	3.50	3	3	3	3	12	3.00
2	1	2	1	5	4	4	4	17	4.25	4	4	3	4	4	19	3.80	4	4	4	4	16	4.00	4	4	4	4	16	4.00
3	1	2	1	3	3	3	3	12	3.00	4	4	3	4	4	19	3.80	4	4	5	4	17	4.25	5	5	5	5	20	5.00
4	1	1	1	4	4	4	4	16	4.00	3	4	4	4	4	19	3.80	4	4	4	4	16	4.00	4	4	4	3	15	3.75
5	1	2	1	3	3	4	3	13	3.25	3	3	3	3	4	16	3.20	3	3	3	3	12	3.00	4	4	4	4	16	4.00
6	1	2	1	5	5	5	5	20	5.00	5	5	5	5	5	25	5.00	4	4	4	4	16	4.00	5	5	5	5	20	5.00
7	1	1	1	4	4	4	4	16	4.00	5	5	5	4	5	24	4.80	4	4	4	4	16	4.00	5	5	5	5	20	5.00
8	1	1	1	3	3	3	3	12	3.00	3	3	3	3	3	15	3.00	3	3	3	3	12	3.00	5	3	4	3	15	3.75
9	1	2	1	5	5	5	5	20	5.00	4	4	4	4	4	20	4.00	5	5	5	5	20	5.00	5	5	5	5	20	5.00
10	1	2	1	4	4	4	4	16	4.00	3	4	3	4	4	18	3.60	4	4	4	4	16	4.00	4	4	4	4	16	4.00
11	1	2	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	4	4	3	15	3.75	3	3	3	3	12	3.00
12	1	2	1	3	3	3	3	12	3.00	3	3	3	3	3	15	3.00	3	4	3	3	13	3.25	3	3	4	3	13	3.25
13	1	2	1	5	5	5	5	20	5.00	3	3	3	3	3	15	3.00	4	4	4	4	16	4.00	3	3	3	3	12	3.00
14	1	2	1	4	4	4	4	16	4.00	4	3	4	4	4	19	3.80	4	4	4	4	16	4.00	3	4	4	4	15	3.75
15	1	2	1	4	4	4	4	16	4.00	4	4	5	4	4	21	4.20	4	4	3	4	15	3.75	4	4	4	4	16	4.00
16	1	2	1	4	4	4	4	16	4.00	3	4	5	5	4	21	4.20	4	4	4	4	16	4.00	4	4	4	4	16	4.00
17	1	2	1	4	4	4	4	16	4.00	4	5	4	4	4	21	4.20	4	4	4	4	16	4.00	4	4	4	4	16	4.00
18	1	2	1	3	3	3	3	12	3.00	5	5	5	5	4	24	4.80	5	5	5	5	20	5.00	5	4	5	4	18	4.50
19	1	2	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	4	3	3	14	3.50	4	4	4	4	16	4.00
20	1	1	1	3	3	3	3	12	3.00	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
21	1	2	1	3	3	3	3	12	3.00	4	4	4	4	4	20	4.00	3	3	3	3	12	3.00	3	3	3	3	12	3.00
22	1	2	1	3	3	3	3	12	3.00	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	5	4	5	4	18	4.50
23	1	2	1	4	4	4	4	16	4.00	3	3	3	3	4	16	3.20	4	4	4	4	16	4.00	4	4	4	4	16	4.00
24	1	2	1	4	3	4	4	15	3.75	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
25	1	2	1	3	3	3	3	12	3.00	3	3	3	3	3	15	3.00	4	4	4	3	15	3.75	3	3	3	3	12	3.00
26	1	2	1	3	3	3	3	12	3.00	3	3	3	3	4	16	3.20	3	3	3	3	12	3.00	3	3	4	4	14	3.50
27	1	1	1	3	3	3	3	12	3.00	4	4	3	4	4	19	3.80	3	3	3	3	12	3.00	3	3	4	4	14	3.50
28	1	2	1	3	3	3	3	12	3.00	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	5	4	17	4.25
29	1	1	1	3	3	3	3	12	3.00	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
30	1	2	1	3	3	3	3	12	3.00	4	3	3	3	4	17	3.40	4	3	4	4	15	3.75	4	4	4	4	16	4.00
31	1	2	1	4	4	3	4	15	3.75	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	5	4	4	17	4.25
32	1	2	1	3	3	3	3	12	3.00	4	4	4	3	4	19	3.80	3	3	3	3	12	3.00	3	3	3	3	12	3.00
33	1	2	1	5	5	5	5	20	5.00	5	5	5	5	4	24	4.80	5	5	5	4	19	4.75	4	5	5	4	18	4.50
34	1	2	1	3	3	3	3	12	3.00	3	4	3	4	3	17	3.40	3	3	3	3	12	3.00	3	3	3	3	12	3.00
35	1	2	1	3	3	3	3	12	3.00	4	4	4	4	4	20	4.00	3	3	3	3	12	3.00	4	4	4	4	16	4.00
36	1	2	1	4	4	3	4	15	3.75	3	3	3	4	4	17	3.40	4	4	4	4	16	4.00	4	5	4	4	17	4.25
37	1	1	1	4	4	4	4	16	4.00	3	3	3	4	3	16	3.20	4	4	4	3	15	3.75	4	3	3	3	13	3.25
38	1	2	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	3	4	4	3	14	3.50	4	4	4	3	15	3.75
39	1	2	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
40	1	2	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
41	1	2	1	3	4	4	3	14	3.50	3	3	3	3	3	15	3.00	3	3	3	3	12	3.00	4	4	4	4	16	4.00
42	1	2	1	3	3	3	3	12	3.00	4	4	4	4	4	20	4.00	3	3	3	3	12	3.00	3	3	3	3	12	3.00
43	1	1	1	4	4	4	4	16	4.00	3	3	3	3	4	16	3.20	4	4	4	4	16	4.00	4	4	5	5	18	4.50
44	1	2	1	3	3	3	3	12	3.00	3	3	3	3	3	15	3.00	4	4	4	4	16	4.00	3	3	3	3	12	3.00
45	1	2	1	3	4	3	3	13	3.25	4	4	4	4	3	19	3.80	3	3	3	3	12	3.00	3	3	3	3	12	3.00
46	1	2	1	4	4	4	4	16	4.00	3	3	3	3	3	15	3.00	3	3	3	4	13	3.25	3	3	4	4	14	3.50
47	1	1	1	3	3	3	3	12	3.00	3	3	3	3	5	17	3.40	3	3	3	3	12	3.00	3	3	3	3	12	3.00
48	1	2	1	3	3	4	3	13	3.25	3	3	3	3	5	17	3.40	4	4	4	4	16	4.00	3	3	3	3	12	3.00
49	1	2	1	3	4	3	3	13	3.25	3	3	3	3	3	15	3.00	3	3	3	3	12	3.00	3	3	3	3	12	3.00
50	1	2	1	4	4	3	4	15	3.75	4	4	3	4	5	20	4.00	3	3	3	3	12	3.00	4	3	4	4	15	3.75
51	1	2	1	3	3	3	3	12	3.00	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	3	4	4	15	3.75
52	1	2	1	4	4	4	3	15	3.75	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
53	1	2	1	3	3	3	3	12	3.00	3	3	3	3	3	15	3.00	3	4	3	3	13	3.25	4	4	4	4	16	4.00
54	1	2	1	3	3	3	3	12	3.00	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	4	3	15	3.75
55	1	2	1	3	3	3	3	12	3.00	4	4	4	4	4	20	4.00	3	3	3	3	12	3.00	4	4	4	4	16	4.00
56	1	2	1	3	3	3	3	12	3.00	4	4	5	4	4	21	4.20	3	3	3	3	12	3.00	4	4	3	3	14	3.50
57	1	2	1	3	3	3	3	12	3.00	4	4	4	4	3	19	3.80	4	4	4	4	16	4.00	5	5	5	5	20	5.00
58	1	2	1	3	3	3	3	12	3.00	3	3	3	3	3	15	3.00	4	4	4	4	16	4.00	3	3	3	3	12	3.00

59	1	2	1	5	5	5	5	20	5.00	3	3	3	3	3	15	3.00	4	4	4	4	16	4.00	4	4	5	4	17	4.25
60	1	2	1	4	4	3	4	15	3.75	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	5	4	4	17	4.25
61	1	1	1	3	3	3	3	12	3.00	3	3	3	4	4	17	3.40	5	4	4	4	17	4.25	3	3	3	3	12	3.00
62	1	2	1	3	3	3	3	12	3.00	4	4	4	4	3	19	3.80	4	4	4	4	16	4.00	5	4	4	4	17	4.25
63	1	2	1	4	4	4	3	15	3.75	4	3	4	3	4	18	3.60	4	4	4	4	16	4.00	4	4	4	4	16	4.00
64	1	2	1	5	5	5	5	20	5.00	5	5	4	5	5	24	4.80	4	4	4	4	16	4.00	5	4	5	4	18	4.50
65	1	2	1	5	5	5	5	20	5.00	4	4	4	4	4	20	4.00	5	5	5	5	20	5.00	4	5	5	4	18	4.50
66	1	2	1	5	5	5	5	20	5.00	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
67	1	1	1	4	4	4	4	16	4.00	4	4	4	3	3	18	3.60	4	4	4	4	16	4.00	3	4	4	4	15	3.75
68	1	1	1	4	4	4	4	16	4.00	4	4	3	4	4	19	3.80	4	3	3	3	13	3.25	4	4	4	3	15	3.75
69	1	1	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	3	3	4	3	13	3.25	4	4	4	4	16	4.00
70	1	2	1	3	3	3	4	13	3.25	4	4	4	4	4	20	4.00	3	3	3	3	12	3.00	3	3	3	3	12	3.00
71	1	2	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
72	1	2	1	4	4	5	4	17	4.25	4	4	4	3	3	18	3.60	4	4	4	4	16	4.00	5	4	5	5	19	4.75
73	1	2	1	4	4	3	4	15	3.75	4	3	3	3	3	16	3.20	4	3	3	3	13	3.25	4	4	4	3	15	3.75
74	1	2	1	4	4	3	4	15	3.75	4	3	4	4	4	19	3.80	4	3	4	4	15	3.75	3	3	3	3	12	3.00
75	1	1	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
76	1	2	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
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78	1	1	1	4	4	4	4	16	4.00	4	4	3	3	3	17	3.40	4	4	4	4	16	4.00	3	3	3	3	12	3.00
79	1	1	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	3	3	3	3	12	3.00	3	3	3	3	12	3.00
80	1	2	1	5	4	4	4	17	4.25	3	3	3	3	3	15	3.00	3	3	3	3	12	3.00	3	3	3	3	12	3.00
81	1	2	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
82	1	1	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
83	1	2	1	3	3	3	3	12	3.00	4	4	3	4	3	18	3.60	4	4	4	4	16	4.00	4	4	4	4	16	4.00
84	1	2	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
85	1	2	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	5	4	5	3	17	4.25
86	1	2	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	3	4	3	14	3.50	4	4	4	3	15	3.75
87	1	2	1	3	3	3	3	12	3.00	4	3	4	4	4	19	3.80	4	4	4	3	15	3.75	3	3	3	3	12	3.00
88	1	2	1	4	4	4	4	16	4.00	4	4	4	4	3	19	3.80	4	3	4	4	15	3.75	4	4	4	3	15	3.75
89	1	2	1	4	3	4	4	15	3.75	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	4	3	15	3.75
90	1	2	1	5	5	5	5	20	5.00	4	4	3	4	3	18	3.60	3	3	4	3	13	3.25	4	4	4	4	16	4.00
91	1	2	1	3	3	3	3	12	3.00	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	5	5	5	19	4.75
92	1	2	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	3	4	4	4	15	3.75
93	1	2	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	3	4	3	14	3.50	4	4	4	4	16	4.00
94	1	2	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	3	4	4	3	14	3.50
95	1	2	1	4	4	5	4	17	4.25	3	3	3	4	3	16	3.20	4	4	4	4	16	4.00	4	4	4	4	16	4.00
96	1	2	1	3	3	3	3	12	3.00	3	3	3	3	3	15	3.00	3	3	3	3	12	3.00	3	3	3	3	12	3.00
97	1	1	1	5	5	4	5	19	4.75	5	4	4	4	5	22	4.40	5	4	4	4	17	4.25	3	4	4	4	15	3.75
98	1	2	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	3	4	4	4	15	3.75
99	1	1	1	3	3	3	3	12	3.00	4	4	4	3	4	19	3.80	3	3	3	3	12	3.00	3	3	3	3	12	3.00
100	1	2	1	4	4	4	4	16	4.00	4	3	4	5	5	21	4.20	4	4	4	4	16	4.00	4	4	4	3	15	3.75
101	1	2	1	4	4	4	3	15	3.75	3	3	3	4	4	17	3.40	3	3	3	3	12	3.00	3	3	3	3	12	3.00
102	1	2	1	3	3	3	3	12	3.00	3	3	3	3	3	15	3.00	5	4	4	4	17	4.25	3	3	3	3	12	3.00
103	1	2	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	3	4	4	15	3.75	4	4	4	4	16	4.00
104	1	2	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	3	4	4	15	3.75	4	4	4	4	16	4.00
105	1	1	1	4	4	3	4	15	3.75	3	3	3	4	3	16	3.20	4	3	3	3	13	3.25	3	3	3	3	12	3.00
106	1	2	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
107	1	2	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
108	1	2	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
109	1	2	1	4	4	4	4	16	4.00	4	4	4	4	5	21	4.20	4	4	4	4	16	4.00	4	4	5	5	18	4.50
110	1	2	1	4	4	4	4	16	4.00	4	3	4	4	4	19	3.80	3	3	3	3	12	3.00	5	4	5	5	19	4.75
111	1	1	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	3	4	4	4	15	3.75
112	1	1	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
113	1	2	1	4	4	4	4	16	4.00	4	4	4	4	5	21	4.20	4	4	4	4	16	4.00	4	4	4	4	16	4.00
114	1	2	1	4	4	4	4	16	4.00	3	3	3	3	3	15	3.00	4	4	4	4	16	4.00	4	3	4	3	14	3.50
115	1	2	1	4	4	3	4	15	3.75	4	3	3	3	3	16	3.20	3	3	4	3	13	3.25	4	3	4	4	15	3.75
116	1	1	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
117	1	2	1	4	4	4	4	16	4.00	4	4	4	3	4	19	3.80	5	5	5	5	20	5.00	4	4	4	4	16	4.00
118	1	1	1	4	4	4	4	16	4.00	5	5	5	4	4	23	4.60	5	5	4	5	19	4.75	4	4	4	4	16	4.00
119	1	2	1	4	4	4	4	16	4.00	4	4	3	4	4	19	3.80	4	4	4	4	16	4.00	4	4	4	4	16	4.00
120	1	1	1	4	4	4	4	16	4.00	4	4	3	3	3	17	3.40	4	4	4	4	16	4.00	4	4	4	4	16	4.00
121	1	2	1	4	4	4	4	16	4.00	4	4	4	3	3	18	3.60	4	4	4	4	16	4.00	4	4	4	4</		

125	1	2	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	3	4	3	4	14	3.50	4	4	4	4	16	4.00
126	1	2	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
127	1	1	1	4	4	4	4	16	4.00	4	3	4	3	3	17	3.40	4	4	4	4	16	4.00	4	4	4	4	16	4.00
128	1	2	1	4	4	4	4	16	4.00	4	3	4	3	4	18	3.60	4	4	4	4	16	4.00	4	4	4	4	16	4.00
129	1	2	1	4	4	4	4	16	4.00	4	4	4	3	3	18	3.60	3	4	3	4	14	3.50	3	3	3	3	12	3.00
130	1	2	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	3	3	3	3	12	3.00	3	3	3	3	12	3.00
131	1	1	1	4	4	4	4	16	4.00	4	3	4	3	4	18	3.60	4	4	4	4	16	4.00	4	4	4	4	16	4.00
132	1	2	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
133	1	2	1	3	3	3	3	12	3.00	3	3	3	4	3	16	3.20	4	4	4	4	16	4.00	3	3	3	3	12	3.00
134	1	2	1	4	4	4	4	16	4.00	4	4	3	3	4	18	3.60	4	4	4	4	16	4.00	4	4	4	4	16	4.00
135	1	2	1	4	4	4	4	16	4.00	4	4	4	3	4	19	3.80	5	5	5	4	19	4.75	4	4	4	4	16	4.00
136	1	1	1	3	3	3	3	12	3.00	4	4	4	4	4	20	4.00	3	4	3	4	14	3.50	3	3	3	3	12	3.00
137	1	2	1	3	4	4	3	14	3.50	3	3	3	4	3	16	3.20	4	3	4	4	15	3.75	4	4	4	4	16	4.00
138	1	2	1	3	3	3	3	12	3.00	3	3	3	3	3	15	3.00	3	3	3	3	12	3.00	3	3	3	3	12	3.00
139	1	2	1	4	4	3	4	15	3.75	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	5	4	4	17	4.25
140	1	2	1	3	3	3	3	12	3.00	3	3	3	3	3	15	3.00	3	3	3	3	12	3.00	3	3	3	3	12	3.00
141	1	1	1	4	4	4	4	16	4.00	4	3	4	4	4	19	3.80	4	4	4	4	16	4.00	3	4	4	4	15	3.75
142	1	2	1	4	4	4	4	16	4.00	4	4	3	4	4	19	3.80	5	4	4	4	17	4.25	4	5	4	4	17	4.25
143	1	2	1	4	4	4	4	16	4.00	3	4	4	4	4	19	3.80	4	4	3	4	15	3.75	4	4	4	4	16	4.00
144	1	2	1	4	4	4	4	16	4.00	3	4	4	4	4	19	3.80	5	4	3	4	16	4.00	4	4	4	4	16	4.00
145	1	2	1	3	3	4	3	13	3.25	3	3	3	3	3	15	3.00	3	4	3	4	14	3.50	3	3	3	3	12	3.00
146	1	2	1	4	4	3	4	15	3.75	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	5	4	4	17	4.25
147	1	2	1	4	3	3	4	14	3.50	4	4	4	4	4	20	4.00	3	3	3	3	12	3.00	3	3	3	3	12	3.00
148	1	2	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
149	1	2	1	4	4	4	4	16	4.00	3	3	3	3	3	15	3.00	4	4	4	4	16	4.00	3	3	3	3	12	3.00
150	1	2	1	4	4	4	4	16	4.00	3	4	4	4	4	19	3.80	4	4	3	4	15	3.75	4	5	4	4	17	4.25
151	1	2	1	4	4	4	4	16	4.00	3	4	4	3	4	18	3.60	4	4	3	3	14	3.50	4	4	4	4	16	4.00
152	1	2	1	5	5	5	5	20	5.00	4	3	4	5	5	21	4.20	5	4	5	4	18	4.50	4	5	5	5	19	4.75
153	1	2	1	4	4	4	4	16	4.00	3	4	4	4	4	19	3.80	4	4	3	4	15	3.75	4	4	4	4	16	4.00
154	1	1	1	4	4	4	4	16	4.00	3	3	4	4	4	18	3.60	3	3	3	3	12	3.00	4	4	4	4	16	4.00
155	1	2	1	3	3	3	3	12	3.00	3	3	3	3	3	15	3.00	4	4	3	5	16	4.00	3	3	3	3	12	3.00
156	1	2	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	3	3	3	13	3.25	4	4	4	4	16	4.00
157	1	1	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
158	1	2	1	4	4	4	4	16	4.00	4	4	4	3	4	19	3.80	4	4	4	5	17	4.25	4	4	4	4	16	4.00
159	1	2	1	4	4	4	4	16	4.00	3	4	4	3	4	18	3.60	5	4	5	4	18	4.50	4	4	4	4	16	4.00
160	1	2	1	5	5	5	5	20	5.00	4	4	4	5	4	21	4.20	5	5	5	5	20	5.00	4	5	4	4	17	4.25
161	1	2	1	4	4	4	4	16	4.00	3	4	4	4	3	18	3.60	4	4	4	5	17	4.25	4	4	4	4	16	4.00
162	1	2	1	4	4	4	4	16	4.00	4	4	4	4	3	19	3.80	4	3	4	3	14	3.50	4	4	4	4	16	4.00
163	1	2	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	3	4	3	14	3.50	4	4	4	4	16	4.00
164	1	2	1	4	4	4	4	16	4.00	4	4	4	4	4	20	4.00	4	3	4	4	15	3.75	4	4	4	4	16	4.00
165	1	2	1	3	3	4	3	13	3.25	3	3	4	4	3	17	3.40	3	3	4	3	13	3.25	4	3	3	3	13	3.25
166	1	2	1	4	4	4	4	16	4.00	4	4	4	4	3	19	3.80	4	4	4	4	16	4.00	3	4	4	4	15	3.75
167	1	2	1	4	4	4	4	16	4.00	4	4	4	3	3	18	3.60	4	4	4	4	16	4.00	4	4	4	4	16	4.00
168	1	2	1	5	5	5	5	20	5.00	5	5	5	5	4	24	4.80	5	4	4	4	17	4.25	4	5	5	4	18	4.50
169	1	1	1	4	4	4	4	16	4.00	3	4	4	4	3	18	3.60	4	4	4	4	16	4.00	4	4	4	4	16	4.00
170	1	1	1	4	4	4	4	16	4.00	3	4	4	3	4	18	3.60	4	4	4	4	16	4.00	4	5	4	4	17	4.25

**Lampiran 3**  
**Deskriptif**  
**Karakteristik Responden**  
**Variabel Penelitian**  
**Descriptives**

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
X1	170	3.0	5.0	3.806	.5888
X2	170	3.0	5.0	3.800	.5715
X3	170	3.0	5.0	3.776	.5934
X4	170	3.0	5.0	3.782	.5805
Z1.1	170	3.0	5.0	3.759	.5391
Z1.2	170	3.0	5.0	3.753	.5419
Z1.3	170	3.0	5.0	3.753	.5527
Z1.4	170	3.0	5.0	3.759	.5499
Z1.5	170	3.0	5.0	3.782	.5597
Z2.1	170	3.0	5.0	3.859	.5685
Z2.2	170	3.0	5.0	3.759	.5391
Z2.3	170	3.0	5.0	3.782	.5491
Z2.4	170	3.0	5.0	3.765	.5471
Y1	170	3.0	5.0	3.782	.5805
Y2	170	3.0	5.0	3.835	.6124
Y3	170	3.0	5.0	3.894	.5863
Y4	170	3.0	5.0	3.753	.5737
Valid N (listwise)	170				

**Frequencies**  
**Frequency Table**

**X1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Netral	49	28.8	28.8	28.8
Setuju	105	61.8	61.8	90.6
Sangat Setuju	16	9.4	9.4	100.0
Total	170	100.0	100.0	

**X2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Netral	48	28.2	28.2	28.2
Setuju	108	63.5	63.5	91.8
Sangat Setuju	14	8.2	8.2	100.0
Total	170	100.0	100.0	



**X3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Netral	53	31.2	31.2	31.2
Setuju	102	60.0	60.0	91.2
Sangat Setuju	15	8.8	8.8	100.0
Total	170	100.0	100.0	

**X4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Netral	51	30.0	30.0	30.0
Setuju	105	61.8	61.8	91.8
Sangat Setuju	14	8.2	8.2	100.0
Total	170	100.0	100.0	

**Z1.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Netral	50	29.4	29.4	29.4
Setuju	111	65.3	65.3	94.7
Sangat Setuju	9	5.3	5.3	100.0
Total	170	100.0	100.0	

**Z1.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Netral	51	30.0	30.0	30.0
Setuju	110	64.7	64.7	94.7
Sangat Setuju	9	5.3	5.3	100.0
Total	170	100.0	100.0	

**Z1.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Netral	52	30.6	30.6	30.6
Setuju	108	63.5	63.5	94.1
Sangat Setuju	10	5.9	5.9	100.0
Total	170	100.0	100.0	

**Z1.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Netral	51	30.0	30.0	30.0
Setuju	109	64.1	64.1	94.1
Sangat Setuju	10	5.9	5.9	100.0
Total	170	100.0	100.0	

**Z1.5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Netral	49	28.8	28.8	28.8
Setuju	109	64.1	64.1	92.9
Sangat Setuju	12	7.1	7.1	100.0
Total	170	100.0	100.0	

**Z2.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Netral	41	24.1	24.1	24.1
Setuju	112	65.9	65.9	90.0
Sangat Setuju	17	10.0	10.0	100.0
Total	170	100.0	100.0	

**Z2.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Netral	50	29.4	29.4	29.4
Setuju	111	65.3	65.3	94.7
Sangat Setuju	9	5.3	5.3	100.0
Total	170	100.0	100.0	

**Z2.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Netral	48	28.2	28.2	28.2
Setuju	111	65.3	65.3	93.5
Sangat Setuju	11	6.5	6.5	100.0
Total	170	100.0	100.0	

**Z2.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Netral	50	29.4	29.4	29.4
Setuju	110	64.7	64.7	94.1
Sangat Setuju	10	5.9	5.9	100.0
Total	170	100.0	100.0	

**Y1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Netral	51	30.0	30.0	30.0
Setuju	105	61.8	61.8	91.8
Sangat Setuju	14	8.2	8.2	100.0
Total	170	100.0	100.0	

**Y2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Netral	48	28.2	28.2	28.2
Setuju	102	60.0	60.0	88.2
Sangat Setuju	20	11.8	11.8	100.0
Total	170	100.0	100.0	

**Y3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Netral	39	22.9	22.9	22.9
Setuju	110	64.7	64.7	87.6
Sangat Setuju	21	12.4	12.4	100.0
Total	170	100.0	100.0	

**Y4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Netral	54	31.8	31.8	31.8
Setuju	104	61.2	61.2	92.9
Sangat Setuju	12	7.1	7.1	100.0
Total	170	100.0	100.0	

## Lampiran 4

DATE: 5/11/2014  
TIME: 13:11

**L I S R E L 8.71**

BY

Karl G. Jöreskog and Dag Sörbom

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The following lines were read from file **C:\Documents and Settings\saikiae\Desktop\kirim\RyanOlah - mj\RyanSEM.SPJ**:

```
Sample Size = 170
Latent Variables  Z1 Z2 Y X
Relationships
Z11 = 0.44*Z1
Z12 = Z1
Z13 = Z1
Z14 = Z1
Z15 = Z1
Z21 = 0.49*Z2
Z22 = Z2
Z23 = Z2
Z24 = Z2
Y1 = 0.46*Y
Y2 = Y
Y3 = Y
Y4 = Y
X1 = X
X2 = X
X3 = X
X4 = X
Z2 = Z1
Y = Z1 Z2
Z1 = X
Z2 = X
Y = X
Set the Variance of X to 1.00
Set the Error Covariance of Z23 and Z21 Free
Set the Error Covariance of Z24 and Z22 Free
Set the Error Covariance of Y3 and Y1 Free
Set the Error Covariance of Y3 and Y2 Free
Path Diagram
```

End of Problem

Sample Size = 170

Covariance Matrix

	z11	z12	z13	z14	z15	z21
z11	0.29					
z12	0.21	0.29				
z13	0.19	0.20	0.31			
z14	0.15	0.16	0.17	0.30		
z15	0.14	0.12	0.14	0.15	0.31	
z21	0.08	0.09	0.09	0.08	0.07	0.32
z22	0.07	0.09	0.09	0.05	0.05	0.22
z23	0.10	0.08	0.08	0.08	0.05	0.24
z24	0.07	0.09	0.09	0.06	0.05	0.22
Y1	0.11	0.12	0.11	0.11	0.08	0.10
Y2	0.14	0.15	0.15	0.14	0.12	0.18
Y3	0.14	0.13	0.12	0.12	0.11	0.14
Y4	0.11	0.11	0.10	0.08	0.11	0.11
X1	0.10	0.09	0.09	0.09	0.08	0.14
X2	0.09	0.08	0.08	0.09	0.06	0.13
X3	0.06	0.08	0.09	0.08	0.06	0.13
X4	0.11	0.11	0.10	0.10	0.08	0.14

Covariance Matrix

	z22	z23	z24	Y1	Y2	Y3
z22	0.29					
z23	0.20	0.30				
z24	0.23	0.19	0.30			
Y1	0.09	0.12	0.10	0.34		
Y2	0.15	0.17	0.16	0.24	0.38	
Y3	0.13	0.15	0.13	0.26	0.27	0.34
Y4	0.11	0.12	0.12	0.21	0.25	0.27
X1	0.10	0.12	0.10	0.09	0.16	0.13
X2	0.09	0.12	0.09	0.09	0.16	0.13
X3	0.11	0.13	0.11	0.10	0.14	0.14
X4	0.10	0.12	0.10	0.09	0.17	0.14

Covariance Matrix

	Y4	X1	X2	X3	X4
Y4	0.33				
X1	0.12	0.35			
X2	0.12	0.31	0.33		
X3	0.12	0.28	0.27	0.35	
X4	0.12	0.32	0.30	0.27	0.34

Number of Iterations = 16

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$Z_{11} = 0.44 * Z_1$ , Errorvar.= 0.098 ,  $R^2 = 0.66$   
(0.014)  
6.83

$Z_{12} = 0.45 * Z_1$ , Errorvar.= 0.089 ,  $R^2 = 0.70$   
(0.038) (0.014)  
11.91 6.45

$Z_{13} = 0.45 * Z_1$ , Errorvar.= 0.11 ,  $R^2 = 0.65$   
(0.039) (0.015)  
11.48 6.94

$Z_{14} = 0.37 * Z_1$ , Errorvar.= 0.16 ,  $R^2 = 0.46$   
(0.040) (0.020)  
9.22 8.20

$Z_{15} = 0.32 * Z_1$ , Errorvar.= 0.21 ,  $R^2 = 0.33$   
(0.043) (0.024)  
7.52 8.63

$Z_{21} = 0.49 * Z_2$ , Errorvar.= 0.063 ,  $R^2 = 0.81$   
(0.023)  
2.76

$Z_{22} = 0.41 * Z_2$ , Errorvar.= 0.11 ,  $R^2 = 0.63$   
(0.043) (0.019)  
9.53 5.65

$Z_{23} = 0.44 * Z_2$ , Errorvar.= 0.089 ,  $R^2 = 0.70$   
(0.032) (0.022)  
13.78 4.09

$Z_{24} = 0.40 * Z_2$ , Errorvar.= 0.12 ,  $R^2 = 0.59$   
(0.044) (0.020)  
9.23 6.15

$Y_1 = 0.46 * Y$ , Errorvar.= 0.16 ,  $R^2 = 0.54$   
(0.020)  
7.88

$Y_2 = 0.61 * Y$ , Errorvar.= 0.059 ,  $R^2 = 0.84$   
(0.054) (0.017)  
11.14 3.55

$Y_3 = 0.61 * Y$ , Errorvar.= 0.027 ,  $R^2 = 0.92$   
(0.046) (0.017)  
13.17 1.56

$Y_4 = 0.50 * Y$ , Errorvar.= 0.11 ,  $R^2 = 0.66$   
(0.048) (0.015)  
10.48 7.42

$X_1 = 0.58 * X$ , Errorvar.= 0.013 ,  $R^2 = 0.96$   
(0.033) (0.0033)  
17.66 3.92

$X_2 = 0.54 * X$ , Errorvar.= 0.038 ,  $R^2 = 0.88$   
(0.033) (0.0050)  
16.30 7.64

$X_3 = 0.49 * X$ , Errorvar.= 0.11 ,  $R^2 = 0.68$   
(0.037) (0.013)



Z1	1.00			
Z2	0.42	1.08		
Y	0.52	0.55	0.86	
X	0.39	0.48	0.43	1.00

Goodness of Fit Statistics

Degrees of Freedom = 109  
 Minimum Fit Function Chi-Square = 137.32 (P = 0.035)  
 Normal Theory Weighted Least Squares Chi-Square = 127.61 (P = 0.11)  
 Estimated Non-centrality Parameter (NCP) = 18.61  
 90 Percent Confidence Interval for NCP = (0.0 ; 50.91)

Minimum Fit Function Value = 0.81  
 Population Discrepancy Function Value (F0) = 0.11  
 90 Percent Confidence Interval for F0 = (0.0 ; 0.30)  
 Root Mean Square Error of Approximation (RMSEA) = 0.032  
 90 Percent Confidence Interval for RMSEA = (0.0 ; 0.053)  
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.92

Expected Cross-Validation Index (ECVI) = 1.28  
 90 Percent Confidence Interval for ECVI = (1.17 ; 1.47)  
 ECVI for Saturated Model = 1.81  
 ECVI for Independence Model = 26.46

Chi-Square for Independence Model with 136 Degrees of Freedom = 4437.38  
 Independence AIC = 4471.38  
 Model AIC = 215.61  
 Saturated AIC = 306.00  
 Independence CAIC = 4541.69  
 Model CAIC = 397.58  
 Saturated CAIC = 938.78

Normed Fit Index (NFI) = 0.97  
 Non-Normed Fit Index (NNFI) = 0.99  
 Parsimony Normed Fit Index (PNFI) = 0.78  
 Comparative Fit Index (CFI) = 0.99  
 Incremental Fit Index (IFI) = 0.99  
 Relative Fit Index (RFI) = 0.96

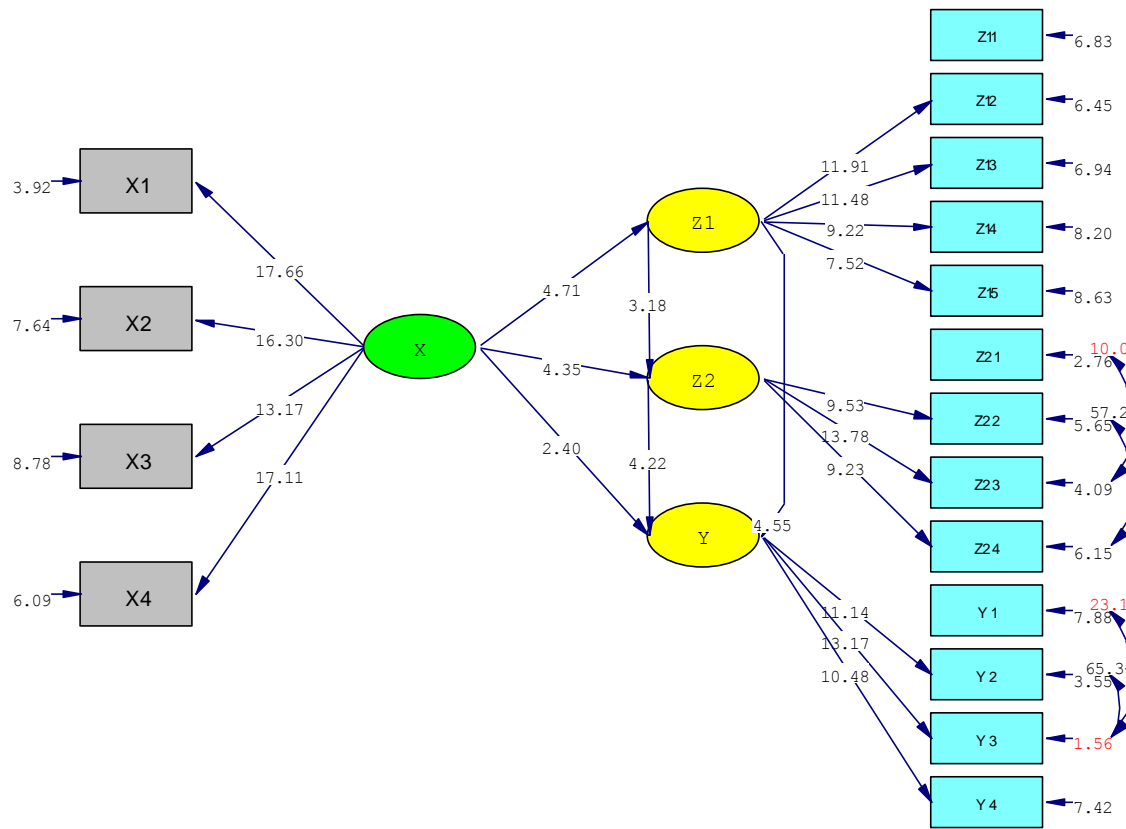
Critical N (CN) = 181.00

Root Mean Square Residual (RMR) = 0.011  
 Standardized RMR = 0.035  
 Goodness of Fit Index (GFI) = 0.92  
 Adjusted Goodness of Fit Index (AGFI) = 0.89  
 Parsimony Goodness of Fit Index (PGFI) = 0.65

The Modification Indices Suggest to Add an Error Covariance  
 Between and Decrease in Chi-Square New Estimate  
 Z23 Z11 9.2 0.03

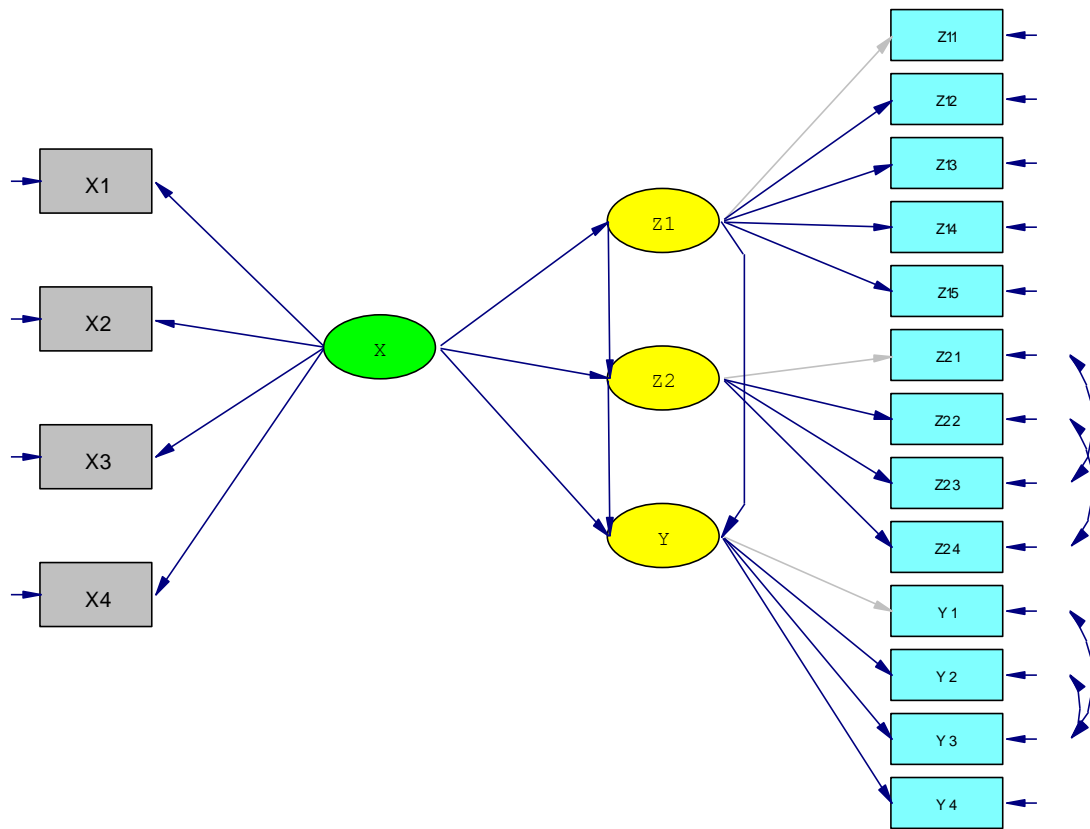
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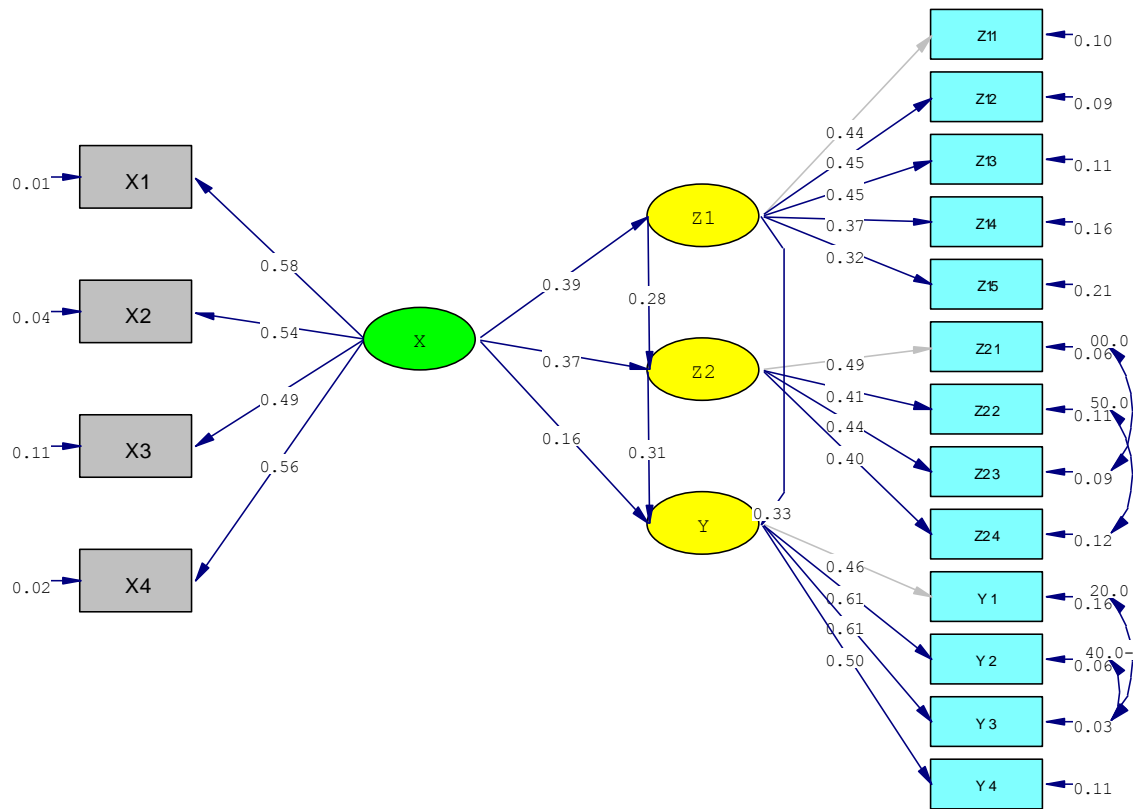


Chi-Square=127.61, df=109, P-value=0.10758, RMSEA=0.032

Model SEM t-Statistics

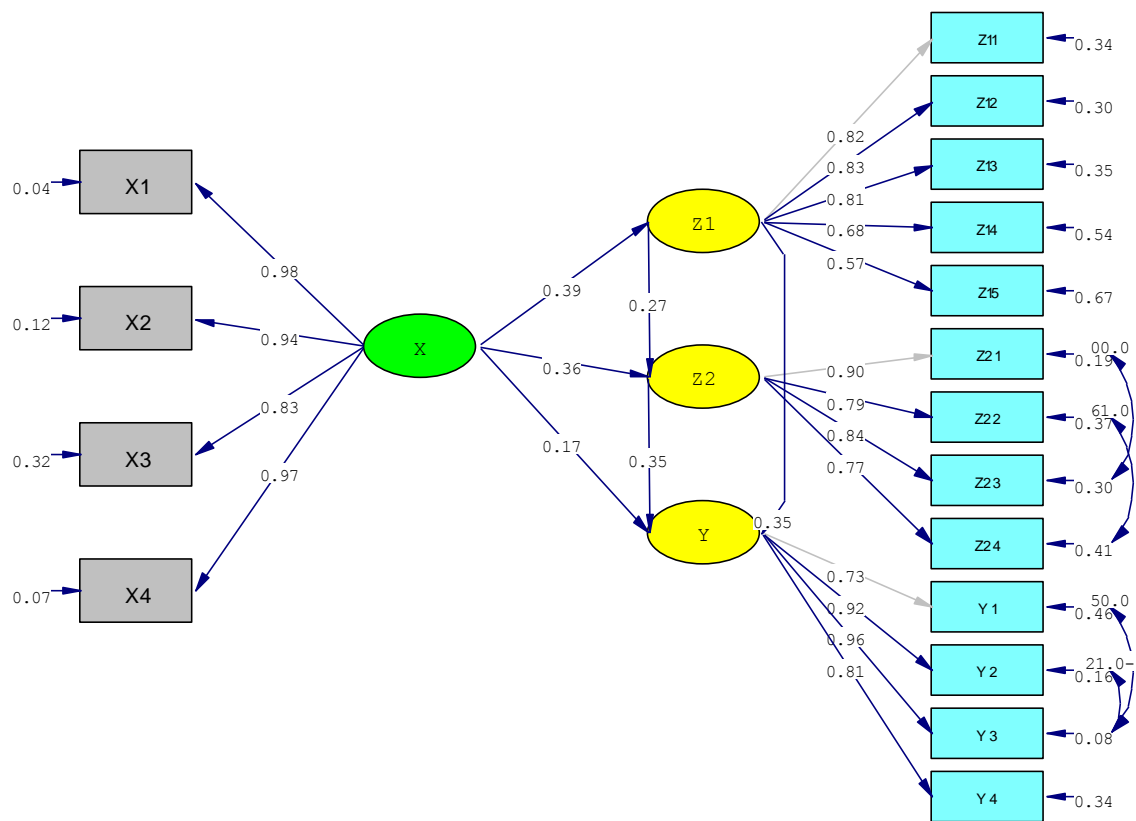


Model Conceptual



Chi-Square=127.61, df=109, P-value=0.10758, RMSEA=0.032

Model SEM Standardized Estimates



Chi-Square=127.61, df=109, P-value=0.10758, RMSEA=0.032

Model SEM Unstandardized Estimates