

Lampiran 1

KUESIONER

Kuesioner ini dibuat dalam rangka melakukan penelitian untuk menyelesaikan tugas akhir saya, dengan judul, “Pengaruh *Relationship Quality* terhadap *Customer Loyalty* melalui *Customer Satisfaction* pada perusahaan jasa PT. Pos Indonesia di Surabaya. Saya berharap responden bersedia untuk mengisi kuesioner ini dan memberikan pernyataan yang sesuai dengan pendapat Anda. Atas kesediaannya saya ucapkan terima kasih.

Hormat saya,
Indahwati C. N.

Berilah tanda (X) pada setiap jawaban Anda.

DESKRIPSI RESPONDEN

a. Usia:

- 1) 17 tahun sampai 27 tahun
- 2) 28 tahun sampai 38 tahun
- 3) 39 tahun sampai 49 tahun
- 4) 50 tahun sampai 60 tahun

b. Jenis kelamin:

- 1) Laki-laki
- 2) Perempuan

KETERANGAN:

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

No.	Pernyataan	STS	TS	N	S	SS
	<i>Relationship Quality</i>					
1.	Pelayanan jasa PT. Pos Indonesia dapat dipercaya.					
2.	Suasana kantor PT. Pos Indonesia menurut saya nyaman setiap dikunjungi.					
3.	Jasa PT. Pos Indonesia memiliki komitmen di setiap kinerjanya.					
	<i>Customer Satisfaction</i>					
1.	Bedasarkan pengalaman, saya senang menggunakan jasa PT. Pos Indonesia.					
2.	Menurut saya, kinerja PT. Pos Indonesia memenuhi harapan.					
3.	Saya percaya bahwa menggunakan jasa PT. Pos Indonesia merupakan pengalaman yang memuaskan.					
	<i>Customer Loyalty</i>					
1.	Saya sering menggunakan jasa PT. Pos Indonesia.					

2.	Saya selalu berniat melakukan pembelian ulang pada PT. Pos Indonesia di kemudian hari.					
3.	Saya tetap menggunakan jasa PT. Pos Indonesia meskipun adanya perusahaan jasa lain.					

Lampiran 2**Hasil Kuesioner**

No	Karakteristik Responden		<i>Relationship Quality</i>			<i>Customer Satisfaction</i>			<i>Customer Loyalty</i>		
	U	JK	RQ1	RQ2	RQ3	CS1	CS2	CS3	CL1	CL2	CL3
1	2	1	4	3	4	5	3	4	4	4	3
2	2	2	4	2	4	4	4	4	3	3	3
3	3	1	3	4	4	4	3	3	4	4	4
4	4	1	5	4	5	4	4	4	3	4	3
5	3	1	4	3	4	4	4	4	4	5	5
6	3	1	2	1	2	2	2	1	2	2	1
7	3	2	4	4	3	5	4	4	4	4	5
8	2	1	4	4	4	5	5	5	4	5	4
9	2	2	4	4	4	5	5	5	4	5	5
10	1	2	3	3	2	3	3	3	3	4	3
11	1	1	4	4	4	5	5	4	4	5	4
12	2	1	4	4	4	5	5	5	5	5	5

13	2	2	4	4	3	5	4	5	4	4	4
14	3	1	4	3	4	4	5	4	4	4	4
15	3	2	4	5	4	4	4	4	4	5	4
16	3	2	4	5	4	4	5	4	4	4	4
17	2	1	3	2	3	3	3	2	3	3	3
18	2	1	4	4	5	4	5	5	5	4	4
19	2	1	4	4	3	4	5	5	4	4	4
20	2	1	2	2	2	2	2	2	2	1	1
21	1	2	3	3	3	3	3	2	2	2	3
22	1	1	4	4	5	4	4	4	4	5	5
23	1	2	4	5	3	4	4	4	4	5	5
24	4	2	4	5	4	5	5	5	4	5	5
25	4	2	4	4	4	4	5	5	4	4	4
26	3	1	4	5	5	5	4	5	4	5	4
27	3	2	4	4	4	5	4	5	5	4	4
28	2	1	4	4	3	4	4	4	3	3	4
29	2	1	4	4	5	4	4	4	4	4	4

30	3	1	4	4	3	5	4	4	5	5	4
31	3	2	4	3	3	5	3	4	4	4	3
32	4	2	4	2	3	4	4	4	3	3	3
33	4	2	3	4	4	4	3	3	4	4	4
34	2	1	5	4	5	4	4	4	3	4	3
35	1	1	1	1	1	1	1	1	1	1	1
36	1	2	5	5	5	4	4	4	4	4	5
37	2	1	3	2	2	2	2	1	2	2	1
38	3	1	5	4	3	4	3	4	4	4	5
39	3	1	5	4	4	4	3	3	4	4	5
40	4	2	3	4	4	3	3	3	3	4	4
41	4	1	4	4	4	4	4	4	4	4	5
42	3	2	4	4	5	5	4	4	5	5	4
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44	2	1	3	3	3	3	2	3	3	3	2
45	3	1	5	4	5	4	4	5	4	4	4
46	4	1	5	4	4	4	4	4	4	4	4

47	3	1	4	4	4	3	4	3	3	4	3
48	2	2	3	2	3	3	1	3	3	2	3
49	4	1	4	4	4	4	4	4	3	4	4
50	1	2	3	3	3	4	3	3	4	3	4
51	3	1	4	4	4	4	4	4	4	4	3
52	4	1	4	4	4	4	4	4	5	5	4
53	4	1	3	2	2	3	3	3	3	3	2
54	4	1	4	5	4	3	3	4	4	4	4
55	3	2	3	4	5	3	4	4	4	4	4
56	3	2	3	3	3	3	4	4	4	4	3
57	3	2	4	5	4	3	4	4	4	4	3
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59	1	2	3	4	5	4	4	4	4	4	5
60	2	1	5	5	4	5	5	5	4	4	5
61	2	1	4	3	4	5	3	4	4	4	3
62	1	1	4	2	4	4	4	4	3	3	3
63	2	1	3	4	4	4	3	3	4	4	4

81	4	1	4	5	5	5	3	4	4	5	4
82	4	2	4	4	5	3	4	4	4	4	5
83	2	2	4	4	4	5	4	4	4	4	4
84	2	2	5	5	5	5	5	5	5	5	5
85	1	2	3	3	2	2	2	3	3	3	3
86	1	2	5	4	4	4	4	4	4	4	4
87	2	1	4	4	4	3	4	3	3	4	3
88	1	1	3	2	3	3	1	3	3	2	3
89	3	1	4	4	4	4	4	4	3	4	4
90	3	2	3	3	3	4	3	3	4	3	4
91	3	2	4	4	4	5	4	4	5	4	4
92	4	1	3	4	4	4	4	4	4	4	4
93	4	1	4	3	4	4	4	4	4	4	5
94	2	2	3	3	2	2	1	1	2	3	3
95	4	2	5	5	5	5	5	5	5	5	5
96	4	1	3	5	5	5	5	5	4	5	5
97	3	2	4	4	5	5	4	4	5	5	4

98	2	1	5	4	5	4	4	4	4	4	4
99	1	1	3	4	4	5	4	5	4	5	4
100	1	2	4	3	4	4	4	3	4	4	4
101	2	2	4	4	4	5	4	5	4	4	4
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103	3	2	4	5	4	5	4	5	4	4	4
104	3	1	4	4	4	5	5	5	4	5	5
105	4	2	3	3	2	2	1	1	2	3	3
106	4	2	5	5	5	5	5	5	5	5	5
107	2	2	3	5	5	5	5	5	4	5	5
108	2	1	4	4	5	5	4	4	5	5	4
109	1	1	5	4	5	4	4	4	4	4	4
110	1	2	3	3	2	3	3	3	3	4	3
111	2	1	4	4	4	5	5	4	4	5	4
112	3	1	4	4	4	5	5	5	5	5	5
113	2	1	4	4	3	5	4	5	4	4	4
114	3	2	4	3	4	4	5	4	4	4	4

115	2	2	4	5	4	4	4	4	4	5	4
116	3	1	4	5	4	4	5	4	4	4	4
117	4	2	2	2	2	3	3	2	3	3	3
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122	1	1	4	4	5	4	4	4	4	5	5
123	3	1	4	5	3	4	4	4	4	5	5
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126	2	1	4	5	5	5	4	5	4	5	4
127	1	2	4	4	4	5	4	5	5	4	4
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129	3	1	4	4	5	4	4	4	4	4	4
130	4	2	4	4	3	5	4	4	5	5	4
131	3	2	4	4	4	5	5	4	5	4	4

132	2	1	4	5	5	5	4	4	4	4	5
133	3	2	5	5	5	5	4	4	4	5	4
134	1	2	1	2	2	3	2	2	2	1	2
135	4	2	4	4	4	4	4	4	4	4	5
136	2	2	5	5	5	4	4	4	4	4	5
137	3	2	3	2	2	2	2	1	2	2	1
138	2	2	5	4	3	4	3	4	4	4	5
139	1	2	5	4	4	4	3	3	4	4	5
140	3	2	3	3	2	2	1	1	2	3	3
141	4	2	5	5	5	5	5	5	5	5	5
142	2	2	3	5	5	5	5	5	4	5	5
143	3	2	4	4	5	5	4	4	5	5	4
144	3	2	5	4	5	4	4	4	4	4	4
145	2	2	5	4	5	4	4	5	4	4	4
146	1	2	5	4	4	4	4	4	4	4	4
147	4	2	4	4	4	3	4	3	3	4	3
148	2	2	3	2	3	3	1	3	3	2	3

149	3	2	1	1	1	1	1	1	1	1	1	1
150	1	2	3	3	3	4	3	3	4	3	4	4

Keterangan:

U = Usia

JK = Jenis Kelamin

Lampiran 3

Statistik Deskriptif

Frequencies

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17-27	27	18,0	18,0	18,0
28-38	48	32,0	32,0	50,0
39-49	46	30,7	30,7	80,7
50-60	29	19,3	19,3	100,0
Total	150	100,0	100,0	

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid LAKI-LAKI	75	50,0	50,0	50,0
PEREMPUAN	75	50,0	50,0	100,0
Total	150	100,0	100,0	

Statistics

	RQ1	RQ2	RQ3	RQ
N Valid	150	150	150	150
Missing	0	0	0	0
Mean	3,83	3,79	3,82	3,81
Std. Error of Mean	,070	,077	,080	,066

Statistics

		CS1	CS2	CS3	CS
N	Valid	150	150	150	150
	Missing	0	0	0	0
Mean		3,97	3,77	3,82	3,85
Std. Error of Mean		,075	,084	,083	,075

Statistics

		CL1	CL2	CL3	CL
N	Valid	150	150	150	150
	Missing	0	0	0	0
Mean		3,77	3,94	3,86	3,8578
Std. Error of Mean		,070	,078	,078	,06839

Lampiran 4

Uji Normalitas

Total Sample Size = 150

Univariate Summary Statistics for Continuous Variables

Variable	Mean	St. Dev.	T-Value	Skewness	Kurtosis	Minimum	Freq.	Maximum	Freq.
RQ1	3.833	0.855	54.933	-0.200	-0.201	1.606	3	5.121	30
RQ2	3.787	0.945	49.055	-0.235	-0.223	1.335	3	5.186	31
RQ3	3.820	0.977	47.901	-0.272	-0.477	1.150	2	5.118	39
CS1	3.967	0.915	53.076	-0.334	-0.427	1.436	2	5.109	45
CS2	3.767	1.032	44.681	-0.217	-0.349	1.566	9	5.278	32
CS3	3.820	1.017	45.999	-0.243	-0.417	1.598	8	5.234	36
CL1	3.773	0.853	54.208	-0.215	0.124	1.397	2	5.202	23
CL2	3.940	0.950	50.797	-0.301	-0.291	1.557	4	5.194	41
CL3	3.860	0.956	49.472	-0.243	-0.421	1.649	6	5.173	37

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
RQ1	-1.025	0.305	-0.420	0.675	1.227	0.541
RQ2	-1.202	0.229	-0.491	0.624	1.686	0.431
RQ3	-1.387	0.166	-1.443	0.149	4.004	0.135
CS1	-1.690	0.091	-1.234	0.217	4.377	0.112
CS2	-1.112	0.266	-0.930	0.352	2.101	0.350
CS3	-1.241	0.214	-1.194	0.232	2.967	0.227
CL1	-1.103	0.270	0.476	0.634	1.443	0.486
CL2	-1.529	0.126	-0.720	0.471	2.858	0.240
CL3	-1.242	0.214	-1.208	0.227	3.000	0.223

Relative Multivariate Kurtosis = 0.954

Test of Multivariate Normality for Continuous Variables

Value	Skewness		Kurtosis		Skewness and Kurtosis		
	Z-Score	P-Value	Value	Z-Score	Chi-Square	P-Value	
12.314	6.333	0.000	94.454	-1.498	0.134	42.353	0.000

Lampiran 5

Output Teks

DATE: 6/27/2013

TIME: 15:28

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 G:\DATA.PR2:

PENGARUH RELATIONSHIP QUALITY TERHADAP CUSTOMER LOYALTY
MELALUI CUSTOMER SATISFACTION

OBSERVED VARIABEL RQ1 RQ2 RQ3 CS1 CS2 CS3 CL1 CL2 CL3

COVARIANCE MATRIX FROM FILE G:\DATA.COV

SAMPLE SIZE 150

LATENT VARIABLES RELATIONSHIPQUALITY SATISFACTION LOYALTY
RELATIONSHIPS:

RQ1 = 1*RELATIONSHIPQUALITY

RQ2-RQ3 = RELATIONSHIPQUALITY

CS1 = 1*SATISFACTION

CS2-CS3 = SATISFACTION

CL1 = 1*LOYALTY

CL2-CL3 = LOYALTY

SATISFACTION = RELATIONSHIPQUALITY

LOYALTY = RELATIONSHIPQUALITY SATISFACTION

OPTIONS:SS SC EF RS

PATH DIAGRAM

END OF PROGRAM

Sample Size = 150

PENGARUH RELATIONSHIP QUALITY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISF

Covariance Matrix

	CS1	CS2	CS3	CL1	CL2	CL3
	-----	-----	-----	-----	-----	-----
CS1	0.84					
CS2	0.61	1.07				
CS3	0.72	0.84	1.03			
CL1	0.58	0.56	0.60	0.73		
CL2	0.62	0.66	0.65	0.58	0.90	
CL3	0.53	0.57	0.60	0.52	0.61	0.91
RQ1	0.40	0.46	0.48	0.38	0.40	0.41
RQ2	0.52	0.61	0.64	0.47	0.64	0.61
RQ3	0.50	0.59	0.59	0.51	0.57	0.49

Covariance Matrix

	RQ1	RQ2	RQ3
	-----	-----	-----
RQ1	0.73		
RQ2	0.47	0.89	
RQ3	0.51	0.59	0.95

PENGARUH RELATIONSHIP QUALITY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISF

Number of Iterations = 8

LISREL Estimates (Maximum Likelihood)

Measurement Equations

CS1 = 1.00*SATISFAC, Errorvar.= 0.24 , R² = 0.71
(0.035)
6.98

CS2 = 1.13*SATISFAC, Errorvar.= 0.31 , R² = 0.71
(0.088) (0.044)
12.80 6.94

CS3 = 1.21*SATISFAC, Errorvar.= 0.16 , R² = 0.84
(0.083) (0.033)
14.57 5.02

$$CL1 = 1.00*LOYALTY, \text{Errorvar.} = 0.23, R^2 = 0.69$$

(0.033)
6.89

$$CL2 = 1.16*LOYALTY, \text{Errorvar.} = 0.23, R^2 = 0.75$$

(0.091)	(0.037)
12.77	6.25

$$CL3 = 1.05*LOYALTY, \text{Errorvar.} = 0.37, R^2 = 0.60$$

(0.096)	(0.049)
10.88	7.48

$$RQ1 = 1.00*RELATION, \text{Errorvar.} = 0.37, R^2 = 0.50$$

(0.048)
7.59

$$RQ2 = 1.32*RELATION, \text{Errorvar.} = 0.26, R^2 = 0.71$$

(0.14)	(0.044)
9.47	5.87

$$RQ3 = 1.26*RELATION, \text{Errorvar.} = 0.37, R^2 = 0.61$$

(0.14)	(0.053)
8.85	6.95

Structural Equations

$$SATISFAC = 1.10*RELATION, \text{Errorvar.} = 0.15, R^2 = 0.74$$

(0.13)	(0.039)
8.30	3.97

$$LOYALTY = 0.43*SATISFAC + 0.60*RELATION, \text{Errorvar.} = 0.050, R^2 = 0.90$$

(0.13)	(0.17)	(0.021)
3.41	3.55	2.43

Reduced Form Equations

$$SATISFAC = 1.10*RELATION, \text{Errorvar.} = 0.15, R^2 = 0.74$$

(0.13)
8.30

$$LOYALTY = 1.07*RELATION, \text{Errorvar.} = 0.079, R^2 = 0.84$$

(0.12)
8.62

Variances of Independent Variables

RELATION

0.37
(0.08)
4.76

Covariance Matrix of Latent Variables

	SATISFAC	LOYALTY	RELATION
	-----	-----	-----
SATISFAC	0.59		
LOYALTY	0.50	0.50	
RELATION	0.40	0.39	0.37

Goodness of Fit Statistics

Degrees of Freedom = 24

Minimum Fit Function Chi-Square = 56.64 (P = 0.00019)

Normal Theory Weighted Least Squares Chi-Square = 53.80 (P = 0.00045)

Estimated Non-centrality Parameter (NCP) = 29.80

90 Percent Confidence Interval for NCP = (12.29 ; 55.04)

Minimum Fit Function Value = 0.38

Population Discrepancy Function Value (F0) = 0.20

90 Percent Confidence Interval for F0 = (0.082 ; 0.37)

Root Mean Square Error of Approximation (RMSEA) = 0.091

90 Percent Confidence Interval for RMSEA = (0.059 ; 0.12)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.022

Expected Cross-Validation Index (ECVI) = 0.64

90 Percent Confidence Interval for ECVI = (0.53 ; 0.81)

ECVI for Saturated Model = 0.60

ECVI for Independence Model = 14.39

Chi-Square for Independence Model with 36 Degrees of Freedom =
2126.26

Independence AIC = 2144.26

Model AIC = 95.80

Saturated AIC = 90.00

Independence CAIC = 2180.35

Model CAIC = 180.03
Saturated CAIC = 270.48

Normed Fit Index (NFI) = 0.97
Non-Normed Fit Index (NNFI) = 0.98
Parsimony Normed Fit Index (PNFI) = 0.65
Comparative Fit Index (CFI) = 0.98
Incremental Fit Index (IFI) = 0.98
Relative Fit Index (RFI) = 0.96

Critical N (CN) = 114.07

Root Mean Square Residual (RMR) = 0.027
Standardized RMR = 0.031
Goodness of Fit Index (GFI) = 0.93
Adjusted Goodness of Fit Index (AGFI) = 0.86
Parsimony Goodness of Fit Index (PGFI) = 0.49

PENGARUH RELATIONSHIP QUALITY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISF

Fitted Covariance Matrix

	CS1	CS2	CS3	CL1	CL2	CL3
CS1	0.84					
CS2	0.67	1.07				
CS3	0.72	0.81	1.03			
CL1	0.50	0.56	0.60	0.73		
CL2	0.58	0.65	0.70	0.58	0.90	
CL3	0.52	0.59	0.63	0.52	0.61	0.91
RQ1	0.40	0.45	0.48	0.39	0.46	0.41
RQ2	0.53	0.60	0.64	0.52	0.60	0.54
RQ3	0.51	0.57	0.61	0.50	0.58	0.52

Fitted Covariance Matrix

	RQ1	RQ2	RQ3
RQ1	0.73		
RQ2	0.48	0.89	
RQ3	0.46	0.61	0.95

Fitted Residuals

	CS1	CS2	CS3	CL1	CL2	CL3
	-----	-----	-----	-----	-----	-----
CS1	0.00					
CS2	-0.06	0.00				
CS3	0.00	0.03	0.00			
CL1	0.08	-0.01	0.00	0.00		
CL2	0.04	0.01	-0.05	0.00	0.00	
CL3	0.01	-0.02	-0.03	-0.01	0.00	0.00
RQ1	0.00	0.01	0.00	-0.01	-0.05	0.00
RQ2	-0.01	0.01	0.00	-0.05	0.04	0.06
RQ3	0.00	0.02	-0.02	0.01	0.00	-0.03

Fitted Residuals

	RQ1	RQ2	RQ3
	-----	-----	-----
RQ1	0.00		
RQ2	-0.01	0.00	
RQ3	0.05	-0.02	0.00

Summary Statistics for Fitted Residuals

Smallest Fitted Residual = -0.06
 Median Fitted Residual = 0.00
 Largest Fitted Residual = 0.08

Stemleaf Plot

```

- 4|7397
- 2|760
- 0|9688776543200000000000
  0|3445611258
  2|9
  4|239
  6|5
  8|3
    
```

Standardized Residuals

	CS1	CS2	CS3	CL1	CL2	CL3
	-----	-----	-----	-----	-----	-----
CS1	--					
CS2	-3.62	--				

CS3	0.38	3.16	--			
CL1	4.14	-0.26	-0.28	--		
CL2	2.09	0.55	-3.07	0.33	--	
CL3	0.41	-0.55	-1.26	-0.37	0.02	--
RQ1	0.01	0.19	-0.18	-0.36	-2.27	0.12
RQ2	-0.28	0.57	0.25	-2.69	2.44	2.62
RQ3	-0.06	0.57	-0.84	0.48	-0.12	-0.88

Standardized Residuals

	RQ1	RQ2	RQ3
	-----	-----	-----
RQ1	--		
RQ2	-0.49	--	
RQ3	2.06	-1.41	--

Summary Statistics for Standardized Residuals

Smallest Standardized Residual = -3.62
 Median Standardized Residual = 0.00
 Largest Standardized Residual = 4.14

Stemleaf Plot

```

- 3|61
- 2|73
- 1|43
- 0|9865443332110000000000
  0|1233445666
  1|
  2|1146
  3|2
  4|1
  
```

Largest Negative Standardized Residuals

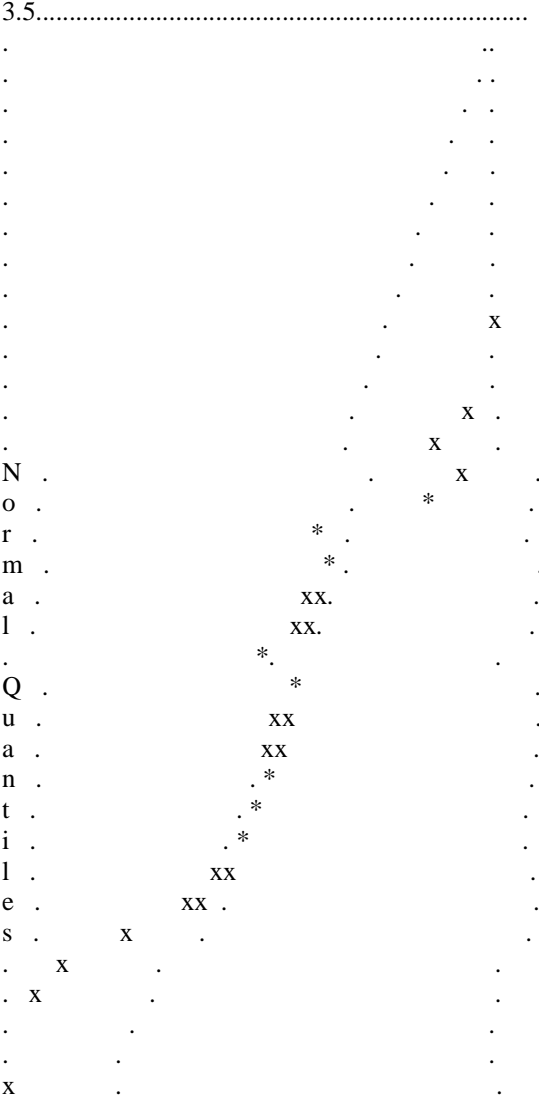
Residual for CS2 and CS1 -3.62
 Residual for CL2 and CS3 -3.07
 Residual for RQ2 and CL1 -2.69

Largest Positive Standardized Residuals

Residual for CS3 and CS2 3.16
 Residual for CL1 and CS1 4.14
 Residual for RQ2 and CL3 2.62

PENGARUH RELATIONSHIP QUALITY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISF

Qplot of Standardized Residuals





The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
CS1	LOYALTY	12.5	0.99
CS3	LOYALTY	14.9	-1.33

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
CS2	CS1	13.1	-0.11
CS3	CS2	10.0	0.12
CL1	CS1	11.4	0.08
RQ2	CL1	10.5	-0.09

PENGARUH RELATIONSHIP QUALITY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISF

Standardized Solution

LAMBDA-Y

	SATISFAC	LOYALTY
CS1	0.77	--
CS2	0.87	--
CS3	0.93	--
CL1	--	0.71
CL2	--	0.82
CL3	--	0.74

LAMBDA-X
RELATION

RQ1	0.60
RQ2	0.80
RQ3	0.76

BETA

	SATISFAC	LOYALTY
SATISFAC	--	--
LOYALTY	0.47	--

GAMMA

	RELATION
SATISFAC	0.86
LOYALTY	0.52

Correlation Matrix of ETA and KSI

	SATISFAC	LOYALTY	RELATION
SATISFAC	1.00		
LOYALTY	0.91	1.00	
RELATION	0.86	0.92	1.00

PSI

Note: This matrix is diagonal.

	SATISFAC	LOYALTY
	0.26	0.10

Regression Matrix ETA on KSI (Standardized)

	RELATION
SATISFAC	0.86
LOYALTY	0.92

PENGARUH RELATIONSHIP QUALITY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISF

Completely Standardized Solution
LAMBDA-Y

	SATISFAC	LOYALTY
	-----	-----
CS1	0.84	--
CS2	0.84	--
CS3	0.92	--
CL1	--	0.83
CL2	--	0.86
CL3	--	0.77

LAMBDA-X
RELATION

RQ1	0.71
RQ2	0.84
RQ3	0.78

BETA

	SATISFAC	LOYALTY
	-----	-----
SATISFAC	--	--
LOYALTY	0.47	--

GAMMA

	RELATION

SATISFAC	0.86
LOYALTY	0.52

Correlation Matrix of ETA and KSI

	SATISFAC	LOYALTY	RELATION
	-----	-----	-----
SATISFAC	1.00		
LOYALTY	0.91	1.00	
RELATION	0.86	0.92	1.00

PSI

Note: This matrix is diagonal.

SATISFAC	LOYALTY
-----	-----
0.26	0.10

THETA-EPS

CS1	CS2	CS3	CL1	CL2	CL3
-----	-----	-----	-----	-----	-----
0.29	0.29	0.16	0.31	0.25	0.40

THETA-DELTA

RQ1	RQ2	RQ3
-----	-----	-----
0.50	0.29	0.39

Regression Matrix ETA on KSI (Standardized)

RELATION	

SATISFAC	0.86
LOYALTY	0.92

PENGARUH RELATIONSHIP QUALITY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISF

Total and Indirect Effects

Total Effects of KSI on ETA	
RELATION	

SATISFAC	1.10 (0.13) 8.30
LOYALTY	1.07 (0.12) 8.62

Indirect Effects of KSI on ETA
RELATION

SATISFAC	--
LOYALTY	0.47 (0.14) 3.39

Total Effects of ETA on ETA
SATISFAC LOYALTY

	-----	-----
SATISFAC	--	--
LOYALTY	0.43 (0.13) 3.41	--

Largest Eigenvalue of B*B' (Stability Index) is 0.183

Total Effects of ETA on Y
SATISFAC LOYALTY

	-----	-----
CS1	1.00	--
CS2	1.13 (0.09) 12.80	--
CS3	1.21 (0.08) 14.57	--
CL1	0.43 (0.13) 3.41	1.00
CL2	0.50 (0.15) 3.43	1.16 (0.09) 12.77

CL3	0.45 (0.13) 3.38	1.05 (0.10) 10.88
-----	------------------------	-------------------------

Indirect Effects of ETA on Y
SATISFAC LOYALTY

	-----	-----
CS1	--	--
CS2	--	--
CS3	--	--
CL1	0.43 (0.13) 3.41	--
CL2	0.50 (0.15) 3.43	--
CL3	0.45 (0.13) 3.38	--

Total Effects of KSI on Y
RELATION

CS1	1.10 (0.13) 8.30
CS2	1.24 (0.15) 8.32
CS3	1.33 (0.15) 8.83

CL1	1.07 (0.12) 8.62
CL2	1.25 (0.14) 8.91
CL3	1.12 (0.14) 8.15

PENGARUH RELATIONSHIP QUALITY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISF

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA
RELATION

SATISFAC	0.86
LOYALTY	0.92

Standardized Indirect Effects of KSI on ETA
RELATION

SATISFAC	--
LOYALTY	0.40

Standardized Total Effects of ETA on ETA
SATISFAC LOYALTY

SATISFAC	--	--
LOYALTY	0.47	--

Standardized Total Effects of ETA on Y
SATISFAC LOYALTY

CS1	0.77	--
CS2	0.87	--

CS3	0.93	--
CL1	0.33	0.71
CL2	0.38	0.82
CL3	0.35	0.74

Completely Standardized Total Effects of ETA on Y
SATISFAC LOYALTY

	-----	-----
CS1	0.84	--
CS2	0.84	--
CS3	0.92	--
CL1	0.39	0.83
CL2	0.40	0.86
CL3	0.36	0.77

Standardized Indirect Effects of ETA on Y
SATISFAC LOYALTY

	-----	-----
CS1	--	--
CS2	--	--
CS3	--	--
CL1	0.33	--
CL2	0.38	--
CL3	0.35	--

Completely Standardized Indirect Effects of ETA on Y
SATISFAC LOYALTY

	-----	-----
CS1	--	--
CS2	--	--
CS3	--	--
CL1	0.39	--
CL2	0.40	--
CL3	0.36	--

Standardized Total Effects of KSI on Y
RELATION

CS1	0.66
CS2	0.75
CS3	0.80

CL1	0.65
CL2	0.75
CL3	0.68

Completely Standardized Total Effects of KSI on Y
RELATION

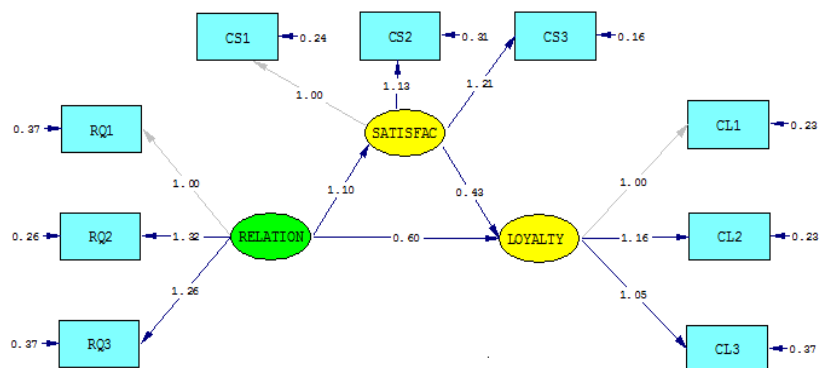
CS1	0.72
CS2	0.73
CS3	0.79
CL1	0.76
CL2	0.79
CL3	0.71

Time used: 0.016 Seconds

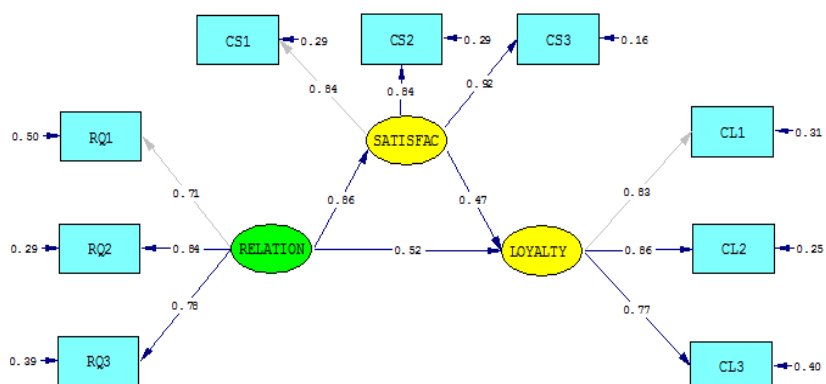
Lampiran 6

Path Diagram

Estimates



Standardized Solution



T-values

