

KUESIONER PENELITIAN
Program Studi Manajemen Program Pascasarjana
Unika Widya Mandala Surabaya

Responden yang terhormat,

Dalam rangka penyusunan tugas akhir di Program Pascasarjana Unika Widya Mandala Surabaya, saya ingin mencari informasi yang berkaitan dengan niat pencarian informasi dan niat untuk belanja melalui internet didalam penelitian tentang **PENGARUH *CUSTOMER TRUST TERHADAP CUSTOMER LOYALTY* MELALUI *CUSTOMER SATISFACTION* SEBAGAI INTERVENING PADA BANK MEGA DI SURABAYA**

Saya mohon kesediaan dari Bapak/Ibu/Saudara(i) untuk membantu penelitian saya dengan mengisi kuesioner ini. Kesediaan Saudara mengisi kuisisioner ini sangat penting bagi saya. Saya mohon kuesioner ini diisi dengan sebenar-benarnya, sesuai dengan apa yang Dana rasakan.

Perlu diinformasikan bahwa pihak penyusun **menjamin kerahasiaan informasi pribadi yang** Bapak/Ibu/Saudara(i) **berikan**. Informasi ini hanya ditujukan untuk kepentingan menyusun tugas akhir. Atas perhatian dan kerjasama Bapak/Ibu/Saudara(i) saya ucapkan terima kasih.

Hormat Saya,

Rizal Pattiha

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Bagian I

Petunjuk pengisian: Berilah tanda silang (√) pada pilihan jawaban yang tersedia.

Screening Responden:

Apakah anda nasabah yang masih aktif bertransaksi pada bank Mega?

() Ya () Tidak

(Jika tidak, mohon tidak melanjutkan pengisian kuisisioner)

Identitas Responden

1. Jenis kelamin:

() Pria () Wanita

2. Usia :

() < 17 tahun () > 17 tahun

Bagian II

Petunjuk pengisian:

Berikan penilaian Anda pada Pernyataan di bawah ini. Beri tanda centang (√) pada jawaban yang anda pilih yaitu:

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

NO	PERNYATAAN	STS	TS	N	S	SS
CUSTOMER TRUST (X₁)						
1	Layanan transaksi pada bank Mega diberikan secara cepat dan tepat kepada nasabah.					
2	Saya merasa aman dan nyaman melakukan transaksi di bank Mega.					
3	Karyawan bank Mega selalu dengan senang hati menjawab berbagai pertanyaan mengenai produk yang ditawarkan oleh bank Mega.					
4	Pengetahuan serta kemampuan yang dimiliki oleh karyawan bank Mega menumbuhkan kepercayaan terhadap bank Mega.					

<i>CUSTOMER SATISFACTION (Y₁)</i>					
1	Saya sangat puas dengan layanan yang diberikan oleh bank Mega.				
2	Saya puas memiliki hubungan kerjasama dengan bank Mega.				
3	Bank Mega merupakan lembaga keuangan yang baik untuk melakukan bekerjasama.				
4	Bank Mega memberikan layanan yang baik.				
5	Layanan yang diberikan bank Mega memenuhi harapan saya.				
<i>CUSTOMER LOYALTY (Y₂)</i>					
1	Saya akan mengatakan hal yang baik tentang bank Mega kepada rekan lain.				
2	Saya akan memberikan rekomendasi yang baik tentang bank Mega kepada rekan lain yang sedang mencari saran mengenai perbankan.				
3	Saya akan mendorong rekan lain untuk melakukan kerjasama (seperti pembukaan rekening tabungan, melakukan deposito, dll) di bank Mega.				

No	Customer Trust (X)					Customer Satisfaction (Y1)						Customer Loyalty (Y2)			
	X1.1	X1.2	X1.3	X1.4	Total	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Total	Y2.1	Y2.2	Y2.3	Total
1	3	4	4	5	16	4	5	4	3	5	21	4	4	3	11
2	2	2	4	4	12	4	4	4	4	4	20	4	3	4	11
3	4	5	4	4	17	4	4	4	4	4	20	5	4	5	14
4	3	5	5	5	18	4	4	5	4	4	21	3	5	5	13
5	2	2	3	3	10	2	3	2	2	3	12	2	2	3	7
6	3	4	4	3	14	4	4	4	3	4	19	3	3	4	10
7	2	4	5	4	15	5	5	5	3	5	23	3	3	4	10
8	3	4	3	4	14	4	4	5	4	4	21	4	5	5	14
9	2	2	4	4	12	3	4	3	3	4	17	3	4	3	10
10	2	2	4	4	12	3	4	3	3	4	17	4	4	3	11
11	2	3	4	3	12	3	2	3	4	2	14	3	4	4	11
12	5	4	4	4	17	3	4	3	4	4	18	2	2	3	7
13	4	4	4	4	16	4	5	3	4	5	21	3	4	4	11
14	5	4	4	4	17	4	4	3	3	4	18	4	4	3	11
15	4	3	2	4	13	4	3	4	5	3	19	3	4	3	10
16	5	4	4	3	16	2	3	4	5	3	17	3	4	3	10
17	4	4	4	4	16	4	4	4	4	4	20	3	4	3	10
18	5	5	5	5	20	4	5	4	5	5	23	4	5	5	14
19	4	3	3	3	13	2	5	2	2	5	16	3	4	3	10
20	3	3	4	4	14	3	5	2	4	5	19	3	5	5	13
21	3	4	4	3	14	3	4	3	3	4	17	3	4	4	11
22	5	5	5	4	19	4	4	5	5	4	22	3	4	5	12
23	4	5	5	5	19	4	4	3	3	4	18	4	4	5	13
24	5	4	4	3	16	3	3	4	3	3	16	3	3	3	9
25	4	4	4	4	16	4	5	4	3	5	21	3	4	4	11

26	5	4	4	4	17	4	4	5	5	4	22	3	4	3	10
27	3	3	2	3	11	4	4	3	3	4	18	4	4	4	12
28	4	4	4	4	16	4	4	4	4	4	20	4	4	4	12
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33	5	4	4	4	17	4	3	3	4	4	18	3	3	3	9
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72	3	5	5	3	16	4	3	4	3	4	18	3	4	4	11
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74	4	4	4	3	15	4	3	3	3	4	17	3	3	3	9
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76	4	4	4	4	16	4	3	4	3	4	18	3	4	4	11
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117	3	4	5	4	16	3	4	4	4	3	18	4	4	4	12
118	5	4	4	4	17	4	5	5	4	4	22	5	5	5	15
119	5	5	4	4	18	3	3	4	4	3	17	4	4	4	12
120	3	4	5	4	16	3	4	4	4	3	18	4	4	4	12

Hasil validitas dan Reliabilitas Variabel Customer Trust

Correlations

		X1.1	X1.2	X1.3	X1.4	totx
X1.1	Pearson Correlation	1	,621**	,389**	,466**	,806**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	120	120	120	120	120
X1.2	Pearson Correlation	,621**	1	,518**	,476**	,822**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	120	120	120	120	120
X1.3	Pearson Correlation	,389**	,518**	1	,603**	,771**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	120	120	120	120	120
X1.4	Pearson Correlation	,466**	,476**	,603**	1	,783**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	120	120	120	120	120
totx	Pearson Correlation	,806**	,822**	,771**	,783**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	120	120	120	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
,802	4

Item Statistics

	Mean	Std. Deviation	N
X1.1	3,8167	,98717	120
X1.2	4,1250	,80505	120
X1.3	4,1583	,79912	120
X1.4	4,0000	,76696	120

Item -Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	12,2833	3,869	,594	,773
X1.2	11,9750	4,260	,675	,725
X1.3	11,9417	4,492	,596	,762
X1.4	12,1000	4,528	,623	,751

Hasil validitas dan Reliabilitas Variabel Customer Satisfaction

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	toty1
Y1.1	Pearson Correlation	1	,529**	,588**	,524**	,847**	,888**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	120	120	120	120	120	120
Y1.2	Pearson Correlation	,529**	1	,420**	,347**	,655**	,737**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	120	120	120	120	120	120
Y1.3	Pearson Correlation	,588**	,420**	1	,527**	,406**	,757**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	120	120	120	120	120	120
Y1.4	Pearson Correlation	,524**	,347**	,527**	1	,401**	,717**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	120	120	120	120	120	120
Y1.5	Pearson Correlation	,847**	,655**	,406**	,401**	1	,836**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	120	120	120	120	120	120
toty1	Pearson Correlation	,888**	,737**	,757**	,717**	,836**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	120	120	120	120	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
,846	5

Item Statistics

	Mean	Std. Deviation	N
Y1.1	3,8083	,82295	120
Y1.2	4,1083	,74242	120
Y1.3	3,9917	,86477	120
Y1.4	3,8917	,82804	120
Y1.5	3,9250	,81129	120

Item -Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	15,9167	6,262	,808	,771
Y1.2	15,6167	7,314	,598	,829
Y1.3	15,7333	6,819	,598	,830
Y1.4	15,8333	7,148	,550	,842
Y1.5	15,8000	6,582	,728	,794

Hasil validitas dan Reliabilitas Variabel Customer Loyalty

Correlations

		Y2.1	Y2.2	Y2.3	toty2
Y2.1	Pearson Correlation	1	,663**	,643**	,866**
	Sig. (2-tailed)		,000	,000	,000
	N	120	120	120	120
Y2.2	Pearson Correlation	,663**	1	,866**	,925**
	Sig. (2-tailed)	,000		,000	,000
	N	120	120	120	120
Y2.3	Pearson Correlation	,643**	,866**	1	,918**
	Sig. (2-tailed)	,000	,000		,000
	N	120	120	120	120
toty2	Pearson Correlation	,866**	,925**	,918**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	120	120	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
,881	3

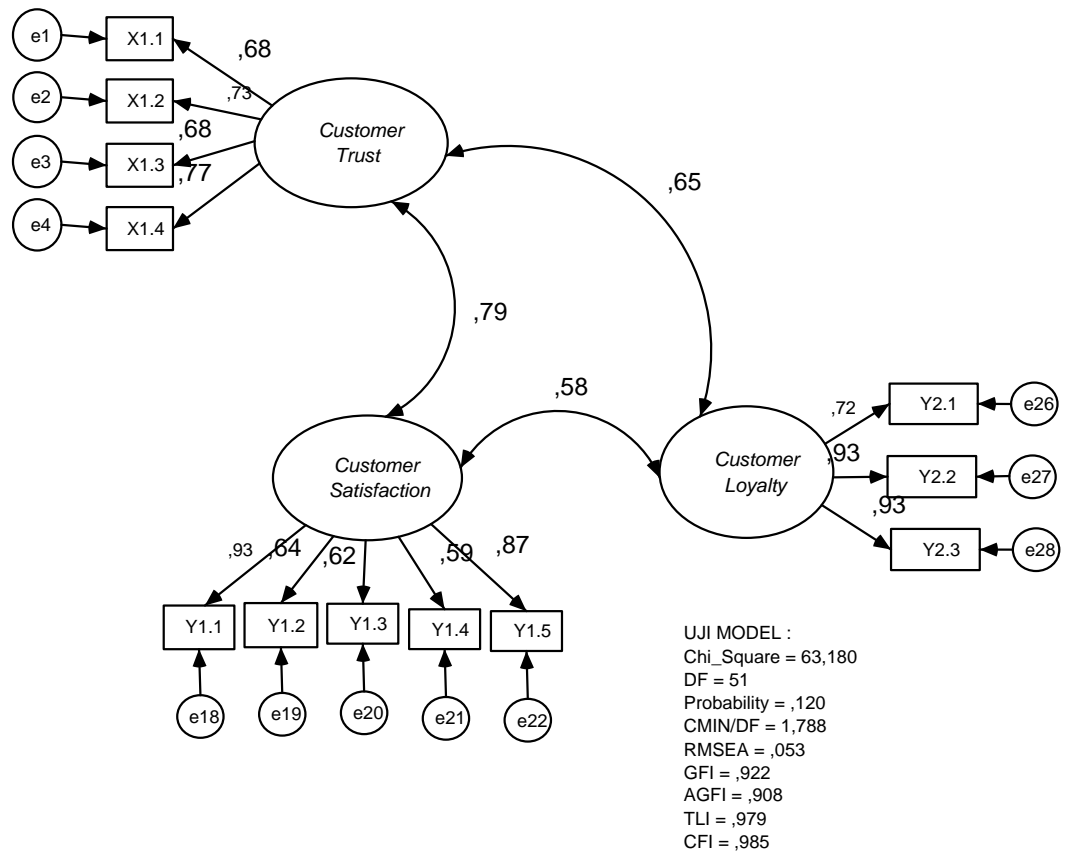
Item Statistics

	Mean	Std. Deviation	N
Y2.1	3,7750	,84478	120
Y2.2	4,1083	,71943	120
Y2.3	4,1000	,73793	120

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y2.1	8,2083	1,981	,676	,928
Y2.2	7,8750	2,060	,835	,778
Y2.3	7,8833	2,037	,817	,791

Analisis Faktor Konfirmatori



Uji Outlier

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Zscore: X1.1	120	-1,84027	1,19871	,0000000	1,0000000
Zscore: X1.2	120	-2,39580	1,08689	,0000000	1,0000000
Zscore: X1.3	120	-2,70090	1,05325	,0000000	1,0000000
Zscore: X1.4	120	-2,60768	1,30384	,0000000	1,0000000
Zscore: Y1.1	120	-2,19739	1,44805	,0000000	1,0000000
Zscore: Y1.2	120	-2,39804	1,20102	,0000000	1,0000000
Zscore: Y1.3	120	-2,30311	1,16601	,0000000	1,0000000
Zscore: Y1.4	120	-2,28452	1,33851	,0000000	1,0000000
Zscore: Y1.5	120	-2,37276	1,32505	,0000000	1,0000000
Zscore: Y2.1	120	-2,10114	1,45008	,0000000	1,0000000
Zscore: Y2.2	120	-2,30568	1,23941	,0000000	1,0000000
Zscore: Y2.3	120	-1,49066	1,21963	,0000000	1,0000000
Valid N (listwise)	120				

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
Y1.5	2,000	5,000	-,147	-,659	-,857	-1,916
Y1.4	2,000	5,000	-,243	-1,085	-,654	-1,462
Y1.3	2,000	5,000	-,297	-1,329	-,936	-2,093
X1.4	2,000	5,000	-,337	-1,506	-,404	-,904
Y2.3	3,000	5,000	-,159	-,710	-1,139	-2,547
X1.1	2,000	5,000	-,259	-1,156	-1,047	-2,341
Y1.2	2,000	5,000	-,298	-1,334	-,751	-1,679
Y1.1	2,000	5,000	-,088	-,394	-,735	-1,643
X1.3	2,000	5,000	-,787	-1,518	,275	,616
X1.2	2,000	5,000	-,714	-2,194	,103	,231
Y2.2	2,000	5,000	-,434	-1,943	-,123	-,275
Y2.1	2,000	5,000	,024	,106	-,897	-2,005
Multivariate					51,584	1,414

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
19	32,807	,001	,001
56	32,359	,001	,001
69	31,882	,002	,000
15	31,579	,002	,000
12	30,876	,002	,000
29	30,683	,002	,000
20	29,904	,003	,000

Observation number	Mahalanobis d-squared	p1	p2
16	27,618	,006	,000
2	27,308	,007	,000
5	24,315	,018	,000
31	23,996	,020	,000
51	23,193	,026	,000
54	22,616	,031	,000
100	22,581	,032	,000
7	22,218	,035	,000
45	21,921	,038	,000
66	21,583	,042	,000
42	21,460	,044	,000
40	21,033	,050	,000
10	20,792	,054	,000
1	20,787	,054	,000
38	20,775	,054	,000
14	19,861	,070	,000
11	19,595	,075	,000
23	19,130	,085	,000
9	17,911	,118	,002
78	17,861	,120	,001
4	17,575	,129	,001
22	16,967	,151	,006
72	16,912	,153	,004
26	16,388	,174	,013
41	15,832	,199	,044
62	15,467	,217	,078
46	15,345	,223	,073
71	15,122	,235	,089
50	15,120	,235	,061
32	14,421	,275	,232
3	14,270	,284	,241
59	14,207	,288	,210
85	13,664	,323	,435
44	13,516	,333	,451
47	13,450	,337	,417
63	12,905	,376	,687
27	12,905	,376	,617
24	12,369	,416	,845
77	12,036	,443	,920
33	12,018	,444	,895
8	11,952	,450	,882
83	11,369	,498	,980

Observation number	Mahalanobis d-squared	p1	p2
35	11,247	,508	,982
53	11,247	,508	,972
57	10,906	,537	,991
6	10,763	,549	,993
74	10,682	,556	,992
89	10,681	,556	,988
111	10,440	,577	,994
17	10,241	,595	,997
49	9,974	,618	,999
61	9,732	,639	1,000
18	9,482	,661	1,000
37	9,364	,672	1,000
119	9,176	,688	1,000
43	9,112	,693	1,000
118	8,992	,704	1,000
13	8,935	,708	1,000
88	8,923	,710	1,000
25	8,909	,711	1,000
84	8,892	,712	1,000
60	8,722	,727	1,000
76	8,481	,746	1,000
52	8,449	,749	1,000
114	8,250	,765	1,000
48	7,675	,810	1,000
64	7,542	,820	1,000
30	7,408	,830	1,000
21	7,333	,835	1,000
75	7,291	,838	1,000
68	7,007	,857	1,000
95	6,912	,863	1,000
115	6,615	,882	1,000
36	6,501	,889	1,000
55	6,084	,912	1,000
67	6,078	,912	1,000
81	6,037	,914	1,000
82	6,037	,914	1,000
117	6,037	,914	1,000
120	6,037	,914	1,000
58	5,995	,916	1,000
73	5,986	,917	1,000
65	5,850	,923	1,000
97	5,799	,926	1,000

Observation number	Mahalanobis d-squared	p1	p2
39	5,756	,928	1,000
86	5,729	,929	1,000
34	5,643	,933	1,000
112	5,525	,938	1,000
98	5,469	,940	1,000
70	4,869	,962	1,000
113	4,744	,966	1,000
80	4,102	,982	1,000
79	4,102	,982	1,000

Condition number of Sample Correlations = 6.950406e+001

Determinant of sample covariance matrix = 2.1317e+005

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
X1.2 <--- Customer Trust	,883	,125	7,090	***	par_1
X1.1 <--- Customer Trust	1,000				
X1.3 <--- Customer Trust	,811	,131	6,187	***	par_2
X1.4 <--- Customer Trust	,878	,131	6,710	***	par_3
Y1.2 <--- Customer Satisfaction	,620	,080	7,707	***	par_4
Y1.1 <--- Customer Satisfaction	1,000				
Y1.3 <--- Customer Satisfaction	,701	,092	7,625	***	par_5
Y1.4 <--- Customer Satisfaction	,639	,092	6,961	***	par_6
Y1.5 <--- Customer Satisfaction	,928	,063	14,710	***	par_7
Y2.3 <--- Customer Loyalty	1,124	,116	9,711	***	par_8
Y2.1 <--- Customer Loyalty	1,000				
Y2.2 <--- Customer Loyalty	1,099	,112	9,827	***	par_9

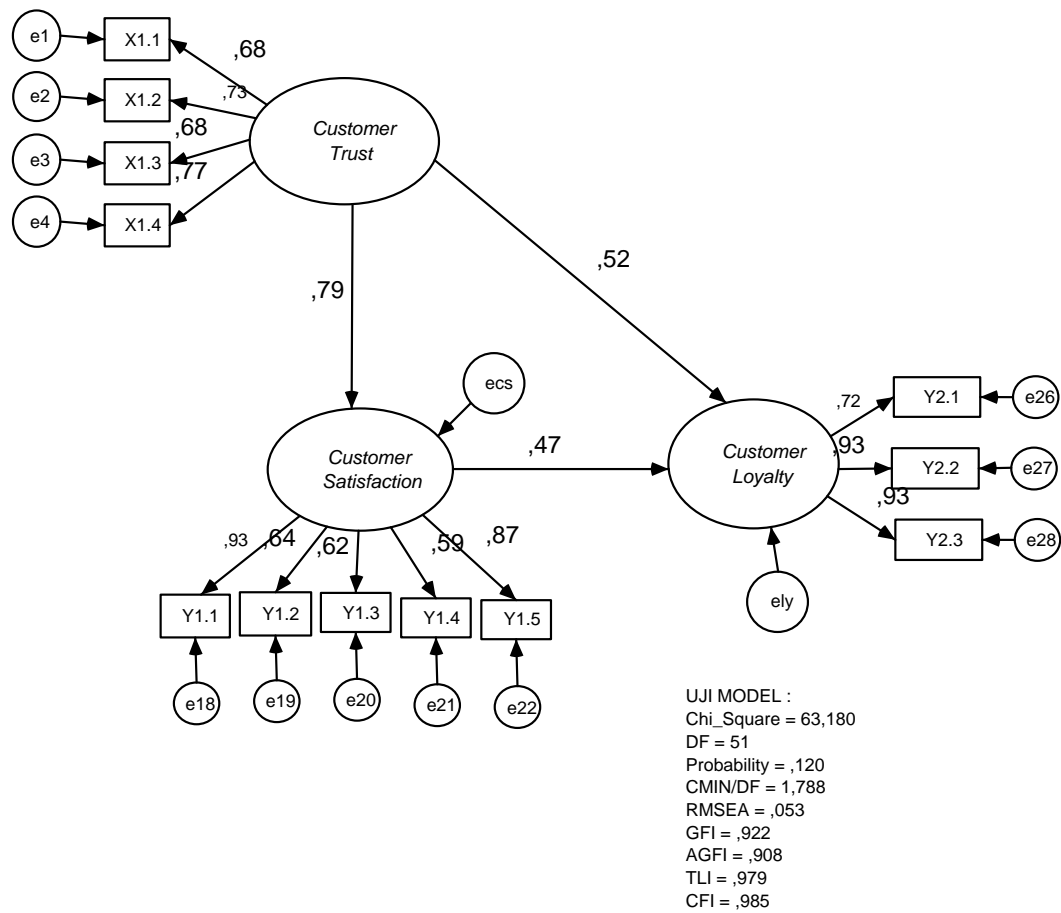
Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
X1.2 <--- Customer Trust	,733
X1.1 <--- Customer Trust	,677
X1.3 <--- Customer Trust	,679
X1.4 <--- Customer Trust	,765
Y1.2 <--- Customer Satisfaction	,638
Y1.1 <--- Customer Satisfaction	,929
Y1.3 <--- Customer Satisfaction	,620
Y1.4 <--- Customer Satisfaction	,589
Y1.5 <--- Customer Satisfaction	,874
Y2.3 <--- Customer Loyalty	,926
Y2.1 <--- Customer Loyalty	,720
Y2.2 <--- Customer Loyalty	,929

Correlations: (Group number 1 - Default model)

			Estimate
Customer Trust	<-->	Customer Satisfaction	,787
Customer Trust	<-->	Customer Loyalty	,651
Customer Satisfaction	<-->	Customer Loyalty	,575

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Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Customer Satisfaction	<---	Customer Trust	,899	,134	6,693	***	par_10
Customer Loyalty	<---	Customer Satisfaction	,132	,053	2,485	,003	par_11
Customer Loyalty	<---	Customer Trust	,473	,169	2,799	,005	par_12
X1.2	<---	Customer Trust	,883	,125	7,090	***	par_1
X1.1	<---	Customer Trust	1,000				
X1.3	<---	Customer Trust	,811	,131	6,187	***	par_2
X1.4	<---	Customer Trust	,878	,131	6,710	***	par_3
Y1.2	<---	Customer Satisfaction	,620	,080	7,707	***	par_4
Y1.1	<---	Customer Satisfaction	1,000				
Y1.3	<---	Customer Satisfaction	,701	,092	7,625	***	par_5
Y1.4	<---	Customer Satisfaction	,639	,092	6,961	***	par_6
Y1.5	<---	Customer Satisfaction	,928	,063	14,710	***	par_7
Y2.3	<---	Customer Loyalty	1,124	,116	9,711	***	par_8
Y2.1	<---	Customer Loyalty	1,000				
Y2.2	<---	Customer Loyalty	1,099	,112	9,827	***	par_9

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
Customer Satisfaction	<---	Customer Trust	,787
Customer Loyalty	<---	Customer Satisfaction	,466
Customer Loyalty	<---	Customer Trust	,521
X1.2	<---	Customer Trust	,733
X1.1	<---	Customer Trust	,677
X1.3	<---	Customer Trust	,679
X1.4	<---	Customer Trust	,765
Y1.2	<---	Customer Satisfaction	,638
Y1.1	<---	Customer Satisfaction	,929
Y1.3	<---	Customer Satisfaction	,620
Y1.4	<---	Customer Satisfaction	,589
Y1.5	<---	Customer Satisfaction	,874
Y2.3	<---	Customer Loyalty	,926
Y2.1	<---	Customer Loyalty	,720
Y2.2	<---	Customer Loyalty	,929