

KUISIONER PENGUMPULAN DATA

Kepada Yth. Responden,

Saya adalah mahasiswa Universitas Katolik Widya Mandala Surabaya (UKWMS) yang sedang melakukan praktek penelitian untuk kepentingan skripsi atau tugas akhir dengan judul “PENGARUH *PRODUCT, IMAGE, VISUAL* TERHADAP LOYALITAS KONSUMEN MELALUI KEPUASAN KONSUMEN PADA TOKO ROTI BREADTALK DI GALAXY MALL SURABAYA”. Oleh karena itu, saya sangat mengharapkan jawaban yang sejujurnya sesuai dengan pengalaman dan pengetahuan Bapak/Ibu/Sdr/Sdri. Atas kerjasama dan bantuan yang diberikan, saya mengucapkan banyak terima kasih.

IDENTIFIKASI RESPONDEN

Berikan tanda (x) tanda silang pada jawaban yang anda pilih:

1. Domisili:
 - a. Surabaya
 - b. Luar Surabaya
2. Jenis Kelamin:
 - a. Laki-laki
 - b. Perempuan
3. Usia:
 - a. ≤ 18 tahun
 - b. ≥ 18 tahun
4. Pernah membeli roti BreadTalk di Galaxy Mall Surabaya:
 - a. Ya
 - b. Tidak

KUESIONER

Jawablah pernyataan berikut dengan memberi tanda (X) pada kolom yang tersedia dibawah ini:

STS = sangat tidak setuju

TS = tidak setuju

N = netral

S = setuju

SS = sangat setuju

Pernyataan		STS	TS	N	S	SS
Product (X₁)						
1	Produk di toko roti BreadTalk Galaxy Mall Surabaya berkualitas					
2	Produk di toko roti BreadTalk Galaxy Mall Surabaya memiliki desain yang bagus					
3	Produk di toko roti BreadTalk Galaxy Mall Surabaya memiliki bentuk yang bagus					
4	BreadTalk Galaxy Mall Surabaya merupakan merek yang terkenal					
5	Produk di toko roti BreadTalk Galaxy Mall Surabaya di kemas dengan menarik					
6	Produk di toko roti BreadTalk Galaxy Mall Surabaya memiliki ukuran yang pas					
7	Toko roti BreadTalk Galaxy Mall Surabaya memberikan pelayanan yang bagus					
8	Produk di toko roti BreadTalk Galaxy Mall Surabaya terjamin mutunya					
Image (X₂)						

9	Saya memiliki kesan yang baik terhadap toko roti BreadTalk Galaxy Mall Surabaya					
10	Saya menyukai produk dari toko roti BreadTalk Galaxy Mall Surabaya					
11	Saya memiliki gambaran yang baik terhadap toko roti BreadTalk Galaxy Mall Surabaya					
Visual (X₃)						
12	Penyajian produk di toko roti BreadTalk Galaxy Mall Surabaya bagus					
13	Saya menyukai penampilan toko roti BreadTalk Galaxy Mall Surabaya					
14	Produk di toko roti BreadTalk Galaxy Mall Surabaya menarik dan bagus					
Kepuasan Konsumen (Y1)						
15	Saya puas dengan kualitas pelayanan di toko roti BreadTalk Galaxy Mall Surabaya					
16	Saya puas dengan kualitas produk di toko roti BreadTalk Galaxy Mall Surabaya					
17	Harga yang ditawarkan di toko roti BreadTalk Galaxy Mall Surabaya sesuai dengan produk yang ditawarkan					
18	Saya senang dengan situasi toko roti BreadTalk Galaxy Mall Surabaya					
19	Saya puas setelah membeli produk di toko roti BreadTalk Galaxy Mall Surabaya					
Loyalitas Konsumen (Y1)						

20	Saya pernah melakukan pembelian ulang di toko roti BreadTalk Galaxy Mall Surabaya					
21	Saya tidak peduli terhadap pengaruh negatif mengenai toko roti BreadTalk Galaxy Mall Surabaya					
22	Saya mereferensikan toko roti BreadTalk Galaxy Mall Surabaya kepada orang-orang di sekitar saya					

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170	5	5	2	2	2	2	5	2	5	5	4	5	5	4	5	5	5	4	4	4	5	5
171	5	4	4	4	4	2	4	2	5	4	5	5	4	5	4	5	4	5	4	4	5	4
172	5	5	4	4	4	2	5	4	5	3	4	5	3	4	4	5	5	4	5	4	5	3
173	4	4	4	4	4	2	4	4	4	4	3	4	4	3	4	4	4	3	5	1	4	4
174	3	5	4	4	4	2	4	5	4	4	5	4	4	5	1	2	1	1	1	1	5	4

197	4	4	5	5	5	4	4	5	4	4	2	4	4	2	4	4	4	2	2	4	4	2
198	4	4	5	5	5	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4
199	4	4	5	5	5	4	4	4	5	3	5	5	3	5	1	2	3	2	2	2	2	2
200	4	4	4	4	4	2	4	4	4	4	4	4	4	4	1	2	3	3	1	2	2	2
	3,50	4,01	3,27	3,28	3,37	2,67	3,92	3,31	4,00	3,83	3,55	3,92	3,76	3,74	3,53	3,70	3,68	3,49	3,24	3,58	3,72	3,77
	1,14	0,83	1,24	1,21	1,17	1,14	0,99	1,17	0,89	0,94	1,13	0,91	0,97	1,04	1,23	1,02	1,18	1,17	1,29	1,19	1,15	0,94
	3,41								3,79				3,81				3,53				3,69	
	0,135								0,130				0,061				0,101				0,133	

Lampiran 3

Statistik Deskriptif

Statistics

	Kelamin	Usia
N Valid	200	200
Missing	0	0
Mean	1.5200	1.5800
Median	2.0000	2.0000
Std. Deviation	.50085	.49480
Minimum	1.00	1.00
Maximum	2.00	2.00

Statistik Deskriptif Berdasarkan Jenis Kelamin

Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	96	48.0	48.0	48.0
Perempuan	104	52.0	52.0	100.0
Total	200	100.0	100.0	

Lampiran 3 (Lanjutan)

Statistik Deskriptif Variabel *Image*

Statistics

	IM1	IM2	IM3
N Valid	200	200	200
Missing	0	0	0
Mean	4.0000	3.8300	3.5450
Median	4.0000	4.0000	4.0000
Std. Deviation	.89105	.94102	1.13774
Minimum	1.00	1.00	1.00
Maximum	5.00	5.00	5.00

Statistik Deskriptif Variabel *Visual*

Statistics

	VS1	VS2	VS3
N Valid	200	200	200
Missing	0	0	0
Mean	3.9200	3.7550	3.7400
Median	4.0000	4.0000	4.0000
Std. Deviation	.91531	.97454	1.03817
Minimum	1.00	1.00	1.00
Maximum	5.00	5.00	5.00

Lampiran 3 (Lanjutan)

Statistik Deskriptif Variabel Kepuasan Konsumen

Statistics

	CS1	CS2	CS3	CS4	CS5
N Valid	200	200	200	200	200
Missing	0	0	0	0	0
Mean	3.5250	3.6950	3.6800	3.4850	3.2400
Median	4.0000	4.0000	4.0000	4.0000	4.0000
Std. Deviation	1.23165	1.02333	1.18092	1.16902	1.29646
Minimum	1.00	1.00	1.00	1.00	1.00
Maximum	5.00	5.00	5.00	5.00	5.00

Statistik Deskriptif Variabel Loyalitas Konsumen

Statistics

	CL1	CL2	CL3
N Valid	200	200	200
Missing	0	0	0
Mean	3.5800	3.7150	3.7700
Median	4.0000	4.0000	4.0000
Std. Deviation	1.19193	1.15344	.94422
Minimum	1.00	1.00	1.00
Maximum	5.00	5.00	5.00

Lampiran 4
Uji Normalitas

DATE: 07/01/2014

TIME: 14:59

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:\DIMAS\C.PR2:

!PRELIS SYNTAX: Can be edited

SY=F:\DIMAS\C.PSF'

NS 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22

OU MA=CM SM=F:\DIMAS\DIMAS.COV XT

Total Sample Size = 200

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.
PR1	3.500	1.143	43.304	-0.168	-0.505	1.064	11	5.238	37
PR2	4.010	0.833	68.105	-0.210	0.181	1.888	6	5.233	47
PR3	3.270	1.243	37.207	-0.081	-0.400	0.767	15	5.379	28
PR4	3.280	1.212	38.272	-0.082	-0.422	0.770	13	5.326	28
PR5	3.370	1.170	40.719	-0.096	-0.392	0.745	9	5.307	30
PR6	2.665	1.140	33.065	0.285	0.361	0.003	10	4.993	18
PR7	3.915	0.996	55.569	-0.307	-0.451	1.599	8	5.195	57
PR8	3.305	1.174	39.804	-0.102	-0.584	0.820	11	5.134	34
IM1	4.000	0.891	63.485	-0.279	-0.171	1.778	6	5.200	54
IM2	3.830	0.941	57.559	-0.206	0.037	1.697	10	5.322	37
IM3	3.545	1.138	44.065	-0.143	-0.290	0.838	7	5.351	35
VS1	3.920	0.915	60.567	-0.250	-0.130	1.712	7	5.228	47
VS2	3.755	0.975	54.491	-0.202	0.017	1.602	11	5.357	33
VS3	3.740	1.038	50.947	-0.205	-0.046	1.236	7	5.360	38
CS1	3.525	1.232	40.475	-0.102	-0.385	1.394	28	5.585	31
CS2	3.695	1.023	51.064	-0.209	-0.284	1.135	5	5.243	39
CS3	3.680	1.181	44.070	-0.169	-0.527	1.501	22	5.413	43

CS4	3.485	1.169	42.160	-0.156	-0.383	1.136	15	5.378	32
CS5	3.240	1.296	35.343	-0.061	-0.417	1.128	33	5.703	20
CL1	3.580	1.192	42.476	-0.172	-0.435	1.274	18	5.406	38
CL2	3.715	1.153	45.549	-0.231	-0.522	1.381	15	5.317	48
CL3	3.770	0.944	56.465	-0.229	-0.371	1.338	4	5.122	44

Test of Univariate Normality for Continuous Variables

Variable	Skewness		Kurtosis		Skewness and Kurtosis		Chi-Square		P-Value	
	Z-Score	P-Value	Z-Score	P-Value	Z-Score	P-Value	Chi-Square	P-Value	Chi-Square	P-Value
PR1	-0.991	0.322	-1.848	0.065	4.399	0.111				
PR2	-1.235	0.217	0.654	0.513	1.954	0.376				
PR3	-0.480	0.631	-1.332	0.183	2.006	0.367				
PR4	-0.484	0.628	-1.435	0.151	2.294	0.318				
PR5	-0.571	0.568	-1.298	0.194	2.010	0.366				
PR6	1.661	0.097	1.091	0.275	3.952	0.139				
PR7	-1.784	0.074	-1.576	0.115	5.666	0.059				
PR8	-0.601	0.548	-2.288	0.022	5.596	0.061				
IM1	-1.625	0.104	-0.413	0.680	2.811	0.245				
IM2	-1.211	0.226	0.259	0.795	1.534	0.464				
IM3	-0.846	0.398	-0.861	0.389	1.458	0.482				
VS1	-1.462	0.144	-0.267	0.789	2.210	0.331				
VS2	-1.185	0.236	0.199	0.842	1.445	0.486				
VS3	-1.203	0.229	0.006	0.995	1.447	0.485				
CS1	-0.606	0.545	-1.267	0.205	1.972	0.373				
CS2	-1.224	0.221	-0.836	0.403	2.198	0.333				
CS3	-0.993	0.321	-1.966	0.049	4.852	0.088				
CS4	-0.918	0.358	-1.259	0.208	2.429	0.297				
CS5	-0.364	0.716	-1.414	0.158	2.131	0.345				
CL1	-1.013	0.311	-1.498	0.134	3.270	0.195				
CL2	-1.352	0.176	-1.936	0.053	5.577	0.062				
CL3	-1.340	0.180	-1.202	0.229	3.240	0.198				

Relative Multivariate Kurtosis = 1.305

Test of Multivariate Normality for Continuous Variables

Value	Skewness		Kurtosis		Skewness and Kurtosis		Chi-Square		P-Value	
	Z-Score	P-Value	Z-Score	P-Value	Z-Score	P-Value	Chi-Square	P-Value	Chi-Square	P-Value
195.653	45.535	0.000	689.161	15.406	0.000	2310.755	0.000			

LAMPIRAN 5

DATE: 7/ 1/2014

TIME: 11:42

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:\DIMAS\DIMAS.spl:

CUSTOMER LOYALTY

OBSERVED VARIABLE PR1 PR2 PR3 PR4 PR5 PR6 PR7 PR8 IM1

IM2 IM3 VS1 VS2 VS3 CS1 CS2 CS3 CS4 CS5 CL1 CL2 CL3

COVARIANCE MATRIX FROM FILE F:\DIMAS\DIMAS.COV

SAMPLE SIZE 200

LATENT VARIABLES PR IM VS CS CL

RELATIONSHIPS:

PR1 = PR

PR2 = PR

PR3 = PR

PR4 = PR

PR5 = PR

PR6 = PR

PR7 = PR

PR8 = PR

IM1 = IM

IM2 = IM

IM3 = IM

VS1 = VS

VS2 = VS

VS3 = VS

CS1 = CS
 CS2 = CS
 CS3 = CS
 CS4 = CS
 CS5 = CS
 CL1 = CL
 CL2 = CL
 CL3 = CL
 CS = PR IM VS
 CL = CS
 OPTIONS: AD=OFF ALL
 PATH DIAGRAM
 END OF PROGRAM

Sample Size = 200

CUSTOMER LOYALTY

Covariance Matrix

	CS1	CS2	CS3	CS4	CS5	CL1
CS1	1.52					
CS2	0.88	1.05				
CS3	1.20	0.90	1.39			
CS4	0.82	0.76	0.72	1.37		
CS5	0.71	0.70	0.80	0.99	1.68	
CL1	0.72	0.55	0.72	0.83	0.83	1.42
CL2	0.48	0.43	0.42	0.37	0.59	0.49
CL3	0.29	0.24	0.29	0.26	0.40	0.46
PR1	0.31	0.37	0.27	0.35	0.37	0.39
PR2	0.39	0.26	0.46	0.19	0.16	0.26
PR3	0.41	0.17	0.31	0.27	0.20	0.22
PR4	0.34	0.10	0.22	0.17	0.16	0.19
PR5	0.31	0.09	0.23	0.17	0.12	0.24
PR6	0.16	0.04	0.07	0.07	0.12	0.24
PR7	0.28	0.33	0.36	0.27	0.26	0.34
PR8	0.22	0.13	0.25	0.08	0.14	0.23
IM1	0.27	0.50	0.35	0.24	0.21	0.28
IM2	0.57	0.47	0.62	0.33	0.33	0.39
IM3	0.29	0.37	0.28	0.65	0.47	0.38

VS1	0.30	0.56	0.40	0.31	0.31	0.27
VS2	0.55	0.40	0.56	0.30	0.30	0.40
VS3	0.36	0.41	0.32	0.67	0.48	0.41

Covariance Matrix

	CL2	CL3	PR1	PR2	PR3	PR4
CL2	1.33					
CL3	0.48	0.89				
PR1	0.32	0.12	1.31			
PR2	0.31	0.09	0.30	0.69		
PR3	0.20	0.00	0.19	0.28	1.54	
PR4	0.19	-0.03	0.18	0.28	1.32	1.47
PR5	0.11	-0.01	0.14	0.21	1.15	1.19
PR6	0.16	0.06	0.21	0.14	0.68	0.68
PR7	0.25	0.19	0.47	0.30	0.16	0.21
PR8	0.05	-0.01	0.03	0.23	0.24	0.19
IM1	0.23	0.06	0.42	0.22	0.00	0.05
IM2	0.26	0.21	0.20	0.24	0.06	0.10
IM3	0.30	0.04	0.39	0.29	0.14	0.14
VS1	0.29	0.12	0.49	0.28	0.03	0.06
VS2	0.22	0.19	0.27	0.29	0.04	0.07
VS3	0.37	0.10	0.34	0.27	0.19	0.21

Covariance Matrix

	PR5	PR6	PR7	PR8	IM1	IM2
PR5	1.37					
PR6	0.63	1.30				
PR7	0.17	0.11	0.99			
PR8	0.19	0.18	0.00	1.38		
IM1	0.11	0.06	0.32	0.22	0.79	
IM2	0.10	0.03	0.31	0.23	0.43	0.89
IM3	0.07	-0.01	0.30	0.24	0.41	0.27
VS1	0.08	0.03	0.35	0.22	0.72	0.44
VS2	0.10	-0.05	0.32	0.21	0.42	0.80
VS3	0.15	0.13	0.27	0.28	0.51	0.37

Covariance Matrix

	IM3	VS1	VS2	VS3
IM3	1.29			
VS1	0.53	0.84		
VS2	0.38	0.48	0.95	
VS3	1.00	0.56	0.38	1.08

CUSTOMER LOYALTY

Initial Estimates (TSLS)

Measurement Equations

$$CS1 = 1.00 * CS, \text{ Errorvar.} = 0.24, R^2 = 0.84$$

$$CS2 = 0.73 * CS, \text{ Errorvar.} = 0.37, R^2 = 0.64$$

$$CS3 = 0.97 * CS, \text{ Errorvar.} = 0.20, R^2 = 0.85$$

$$CS4 = 0.62 * CS, \text{ Errorvar.} = 0.88, R^2 = 0.36$$

$$CS5 = 0.73 * CS, \text{ Errorvar.} = 1.01, R^2 = 0.40$$

$$CL1 = 1.00 * CL, \text{ Errorvar.} = 0.35, R^2 = 0.75$$

$$CL2 = 0.55 * CL, \text{ Errorvar.} = 1.01, R^2 = 0.24$$

$$CL3 = 0.43 * CL, \text{ Errorvar.} = 0.70, R^2 = 0.22$$

$$PR1 = 0.97 * PR, \text{ Errorvar.} = 0.37, R^2 = 0.72$$

$$PR2 = 0.54 * PR, \text{ Errorvar.} = 0.40, R^2 = 0.42$$

$$PR3 = 0.43 * PR, \text{ Errorvar.} = 1.36, R^2 = 0.12$$

$$PR4 = 0.48*PR, \text{ Errorvar.} = 1.24, R^2 = 0.16$$

$$PR5 = 0.35*PR, \text{ Errorvar.} = 1.25, R^2 = 0.088$$

$$PR6 = 0.22*PR, \text{ Errorvar.} = 1.25, R^2 = 0.037$$

$$PR7 = 0.72*PR, \text{ Errorvar.} = 0.47, R^2 = 0.53$$

$$PR8 = 0.20*PR, \text{ Errorvar.} = 1.34, R^2 = 0.030$$

$$IM1 = 0.64*IM, \text{ Errorvar.} = 0.38, R^2 = 0.52$$

$$IM2 = 0.55*IM, \text{ Errorvar.} = 0.58, R^2 = 0.35$$

$$IM3 = 0.63*IM, \text{ Errorvar.} = 0.90, R^2 = 0.31$$

$$VS1 = 0.74*VS, \text{ Errorvar.} = 0.29, R^2 = 0.66$$

$$VS2 = 0.62*VS, \text{ Errorvar.} = 0.57, R^2 = 0.40$$

$$VS3 = 0.71*VS, \text{ Errorvar.} = 0.58, R^2 = 0.46$$

Structural Equations

$$CS = 0.50*PR + 0.50*IM + 0.50*VS, \text{ Errorvar.} = 1.27,$$

$$CL = 0.70*CS, \text{ Errorvar.} = 0.45, R^2 = 0.58$$

Reduced Form Equations

$$CS = 0.50*PR + 0.50*IM + 0.50*VS, \text{ Errorvar.} = 1.27, R^2 = 0.0$$

$$CL = 0.35*PR + 0.35*IM + 0.35*VS, \text{ Errorvar.} = 1.07, R^2 = 0.0$$

Correlation Matrix of Independent Variables

	PR	IM	VS
PR	1.00		
IM	0.59	1.00	
VS	0.56	1.37	1.00

Covariance Matrix of Latent Variables

	CS	CL	PR	IM	VS
CS	1.27				
CL	0.89	1.07			
PR	1.08	0.75	1.00		
IM	1.48	1.03	0.59	1.00	
VS	1.47	1.02	0.56	1.37	1.00

CUSTOMER LOYALTY

Number of Iterations = 31

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$\text{CS1} = 1.05 * \text{CS}, \text{Errorvar.} = 0.42, R^2 = 0.73$$

(0.055)
7.58

$$\text{CS2} = 0.87 * \text{CS}, \text{Errorvar.} = 0.29, R^2 = 0.72$$

(0.058) (0.038)
14.96 7.66

$$\begin{array}{l} \text{CS3} = 1.04 * \text{CS}, \text{ Errorvar.} = 0.32, R^2 = 0.77 \\ (0.066) \quad (0.046) \\ 15.83 \quad 6.90 \end{array}$$

$$\begin{array}{l} \text{CS4} = 0.83 * \text{CS}, \text{ Errorvar.} = 0.68, R^2 = 0.50 \\ (0.073) \quad (0.075) \\ 11.35 \quad 9.09 \end{array}$$

$$\begin{array}{l} \text{CS5} = 0.82 * \text{CS}, \text{ Errorvar.} = 1.01, R^2 = 0.40 \\ (0.084) \quad (0.11) \\ 9.75 \quad 9.39 \end{array}$$

$$\begin{array}{l} \text{CL1} = 0.92 * \text{CL}, \text{ Errorvar.} = 0.58, R^2 = 0.59 \\ (0.11) \\ 5.17 \end{array}$$

$$\begin{array}{l} \text{CL2} = 0.63 * \text{CL}, \text{ Errorvar.} = 0.94, R^2 = 0.29 \\ (0.099) \quad (0.11) \\ 6.31 \quad 8.67 \end{array}$$

$$\begin{array}{l} \text{CL3} = 0.50 * \text{CL}, \text{ Errorvar.} = 0.65, R^2 = 0.28 \\ (0.081) \quad (0.073) \\ 6.14 \quad 8.78 \end{array}$$

$$\begin{array}{l} \text{PR1} = 0.17 * \text{PR}, \text{ Errorvar.} = 1.28, R^2 = 0.022 \\ (0.082) \quad (0.13) \\ 2.07 \quad 9.96 \end{array}$$

$$\begin{array}{l} \text{PR2} = 0.25 * \text{PR}, \text{ Errorvar.} = 0.63, R^2 = 0.087 \\ (0.059) \quad (0.064) \\ 4.15 \quad 9.93 \end{array}$$

$$\begin{array}{l} \text{PR3} = 1.14 * \text{PR}, \text{ Errorvar.} = 0.26, R^2 = 0.83 \\ (0.068) \quad (0.038) \\ 16.61 \quad 6.77 \end{array}$$

$$\text{PR4} = 1.16 * \text{PR}, \text{ Errorvar.} = 0.11, R^2 = 0.92$$

(0.064) (0.031)
18.12 3.67

PR5 = 1.02*PR, Errorvar.= 0.33 , R² = 0.76

(0.066) (0.041)
15.34 8.21

PR6 = 0.59*PR, Errorvar.= 0.95 , R² = 0.27

(0.077) (0.097)
7.74 9.79

PR7 = 0.18*PR, Errorvar.= 0.96 , R² = 0.033

(0.072) (0.096)
2.52 9.96

PR8 = 0.19*PR, Errorvar.= 1.34 , R² = 0.025

(0.085) (0.13)
2.21 9.96

IM1 = 0.58*IM, Errorvar.= 0.45 , R² = 0.43

(0.055) (0.043)
10.70 10.51

IM2 = 0.56*IM, Errorvar.= 0.58 , R² = 0.35

(0.057) (0.054)
9.68 10.73

IM3 = 0.72*IM, Errorvar.= 0.78 , R² = 0.40

(0.070) (0.074)
10.28 10.62

VS1 = 0.69*VS, Errorvar.= 0.37 , R² = 0.56

(0.054) (0.035)
12.62 10.39

VS2 = 0.65*VS, Errorvar.= 0.52 , R² = 0.45

(0.059) (0.049)
11.05 10.70

$$VS3 = 0.74*VS, \text{Errorvar.} = 0.52, R^2 = 0.51$$

(0.062)	(0.050)
11.94	10.56

Structural Equations

$$CS = 0.14*PR + 0.19*IM + 0.36*VS, \text{Errorvar.} = 0.61, R^2 = 0.39$$

(0.065)	(0.047)	(0.059)	(0.091)
2.13	4.16	6.10	6.67

$$CL = 0.75*CS, \text{Errorvar.} = 0.44, R^2 = 0.56$$

(0.085)	(0.12)
8.80	3.53

Reduced Form Equations

$$CS = 0.14*PR + 0.19*IM + 0.36*VS, \text{Errorvar.} = 0.61, R^2 = 0.39$$

(0.065)	(0.047)	(0.059)
2.13	4.16	6.10

$$CL = 0.10*PR + 0.15*IM + 0.27*VS, \text{Errorvar.} = 0.78, R^2 = 0.22$$

(0.049)	(0.038)	(0.051)
2.09	3.88	5.31

Correlation Matrix of Independent Variables

	PR	IM	VS
PR	1.00		
IM	0.14 (0.09) 1.55	1.00	
VS	0.15	1.34	1.00

(0.08) (0.06)
1.83 23.70

Covariance Matrix of Latent Variables

	CS	CL	PR	IM	VS
CS	1.00				
CL	0.75	1.00			
PR	0.22	0.16	1.00		
IM	0.69	0.52	0.14	1.00	
VS	0.64	0.48	0.15	1.34	1.00

Goodness of Fit Statistics

Degrees of Freedom = 202

Minimum Fit Function Chi-Square = 1110.04 (P = 0.0)

Normal Theory Weighted Least Squares Chi-Square = 1066.75 (P = 0.0)

Estimated Non-centrality Parameter (NCP) = 864.75

90 Percent Confidence Interval for NCP = (766.23 ; 970.77)

Minimum Fit Function Value = 5.58

Population Discrepancy Function Value (F0) = 4.35

90 Percent Confidence Interval for F0 = (3.85 ; 4.88)

Root Mean Square Error of Approximation (RMSEA) = 0.15

90 Percent Confidence Interval for RMSEA = (0.14 ; 0.16)

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

Expected Cross-Validation Index (ECVI) = 5.87

90 Percent Confidence Interval for ECVI = (5.38 ; 6.41)

ECVI for Saturated Model = 2.54

ECVI for Independence Model = 25.42

Chi-Square for Independence Model with 231 Degrees of Freedom = 5015.49

Independence AIC = 5059.49

Model AIC = 1168.75

Saturated AIC = 506.00
 Independence CAIC = 5154.05
 Model CAIC = 1387.97
 Saturated CAIC = 1593.47

Normed Fit Index (NFI) = 0.78
 Non-Normed Fit Index (NNFI) = 0.78
 Parsimony Normed Fit Index (PNFI) = 0.68
 Comparative Fit Index (CFI) = 0.81
 Incremental Fit Index (IFI) = 0.81
 Relative Fit Index (RFI) = 0.75

Critical N (CN) = 46.12

Root Mean Square Residual (RMR) = 0.15
 Standardized RMR = 0.14
 Goodness of Fit Index (GFI) = 0.67
 Adjusted Goodness of Fit Index (AGFI) = 0.59
 Parsimony Goodness of Fit Index (PGFI) = 0.54

CUSTOMER LOYALTY

Fitted Covariance Matrix

	CS1	CS2	CS3	CS4	CS5	CL1
CS1	1.52					
CS2	0.91	1.05				
CS3	1.09	0.90	1.39			
CS4	0.87	0.72	0.86	1.37		
CS5	0.86	0.71	0.85	0.68	1.68	
CL1	0.72	0.60	0.72	0.57	0.57	1.42
CL2	0.49	0.41	0.49	0.39	0.39	0.57
CL3	0.39	0.32	0.39	0.31	0.31	0.46
PR1	0.04	0.03	0.04	0.03	0.03	0.03
PR2	0.06	0.05	0.06	0.04	0.04	0.04
PR3	0.26	0.21	0.26	0.20	0.20	0.17
PR4	0.27	0.22	0.26	0.21	0.21	0.17
PR5	0.23	0.19	0.23	0.18	0.18	0.15

PR6	0.14	0.11	0.13	0.11	0.11	0.09
PR7	0.04	0.03	0.04	0.03	0.03	0.03
PR8	0.04	0.04	0.04	0.03	0.03	0.03
IM1	0.43	0.35	0.42	0.33	0.33	0.28
IM2	0.40	0.33	0.40	0.32	0.32	0.27
IM3	0.52	0.43	0.52	0.41	0.41	0.34
VS1	0.46	0.38	0.46	0.36	0.36	0.30
VS2	0.44	0.36	0.43	0.34	0.34	0.29
VS3	0.50	0.41	0.49	0.39	0.39	0.33

Fitted Covariance Matrix

	CL2	CL3	PR1	PR2	PR3	PR4
CL2	1.33					
CL3	0.31	0.89				
PR1	0.02	0.01	1.31			
PR2	0.03	0.02	0.04	0.69		
PR3	0.12	0.09	0.19	0.28	1.54	
PR4	0.12	0.09	0.20	0.29	1.32	1.47
PR5	0.10	0.08	0.17	0.25	1.16	1.19
PR6	0.06	0.05	0.10	0.15	0.67	0.69
PR7	0.02	0.01	0.03	0.04	0.21	0.21
PR8	0.02	0.02	0.03	0.05	0.21	0.22
IM1	0.19	0.15	0.01	0.02	0.09	0.09
IM2	0.18	0.14	0.01	0.02	0.09	0.09
IM3	0.23	0.19	0.02	0.02	0.11	0.11
VS1	0.21	0.16	0.02	0.03	0.12	0.12
VS2	0.20	0.16	0.02	0.02	0.11	0.11
VS3	0.22	0.18	0.02	0.03	0.13	0.13

Fitted Covariance Matrix

	PR5	PR6	PR7	PR8	IM1	IM2
PR5	1.37					
PR6	0.60	1.30				
PR7	0.18	0.11	0.99			
PR8	0.19	0.11	0.03	1.38		
IM1	0.08	0.05	0.01	0.01	0.79	
IM2	0.08	0.05	0.01	0.01	0.33	0.89

IM3	0.10	0.06	0.02	0.02	0.42	0.40
VS1	0.10	0.06	0.02	0.02	0.54	0.51
VS2	0.10	0.06	0.02	0.02	0.51	0.49
VS3	0.11	0.07	0.02	0.02	0.59	0.56

Fitted Covariance Matrix

	IM3	VS1	VS2	VS3
IM3	1.29			
VS1	0.66	0.84		
VS2	0.63	0.45	0.95	
VS3	0.72	0.51	0.49	1.08

Fitted Residuals

	CS1	CS2	CS3	CS4	CS5	CL1
CS1	0.00					
CS2	-0.03	0.00				
CS3	0.11	0.00	0.00			
CS4	-0.05	0.05	-0.14	0.00		
CS5	-0.15	-0.01	-0.05	0.31	0.00	
CL1	-0.01	-0.05	0.00	0.26	0.26	0.00
CL2	-0.01	0.02	-0.07	-0.02	0.20	-0.09
CL3	-0.10	-0.08	-0.10	-0.05	0.10	0.00
PR1	0.28	0.34	0.23	0.32	0.34	0.36
PR2	0.33	0.21	0.40	0.15	0.11	0.23
PR3	0.15	-0.04	0.05	0.07	0.00	0.05
PR4	0.07	-0.12	-0.05	-0.04	-0.05	0.01
PR5	0.08	-0.10	0.00	-0.02	-0.06	0.09
PR6	0.02	-0.07	-0.07	-0.04	0.01	0.15
PR7	0.23	0.29	0.31	0.23	0.23	0.31
PR8	0.18	0.10	0.21	0.04	0.10	0.20
IM1	-0.15	0.14	-0.07	-0.09	-0.13	0.01
IM2	0.16	0.14	0.22	0.01	0.01	0.13
IM3	-0.23	-0.06	-0.23	0.24	0.07	0.04
VS1	-0.16	0.18	-0.05	-0.05	-0.05	-0.03
VS2	0.11	0.03	0.12	-0.05	-0.04	0.12
VS3	-0.14	-0.01	-0.18	0.27	0.09	0.08

Fitted Residuals

	CL2	CL3	PR1	PR2	PR3	PR4
CL2	0.00					
CL3	0.17	0.00				
PR1	0.31	0.11	0.00			
PR2	0.29	0.07	0.26	0.00		
PR3	0.09	-0.09	0.00	0.01	0.00	
PR4	0.07	-0.13	-0.02	-0.01	0.00	0.00
PR5	0.01	-0.09	-0.03	-0.04	-0.01	0.01
PR6	0.10	0.01	0.11	-0.01	0.01	-0.01
PR7	0.23	0.17	0.44	0.26	-0.04	0.00
PR8	0.03	-0.02	0.00	0.19	0.02	-0.02
IM1	0.04	-0.09	0.41	0.20	-0.09	-0.05
IM2	0.08	0.07	0.19	0.22	-0.02	0.01
IM3	0.06	-0.15	0.37	0.26	0.03	0.02
VS1	0.08	-0.04	0.47	0.26	-0.08	-0.06
VS2	0.03	0.03	0.25	0.26	-0.07	-0.04
VS3	0.15	-0.08	0.32	0.24	0.07	0.08

Fitted Residuals

	PR5	PR6	PR7	PR8	IM1	IM2
PR5	0.00					
PR6	0.03	0.00				
PR7	-0.02	0.00	0.00			
PR8	0.00	0.07	-0.03	0.00		
IM1	0.03	0.02	0.30	0.21	0.00	
IM2	0.03	-0.01	0.30	0.21	0.10	0.00
IM3	-0.02	-0.06	0.28	0.23	-0.01	-0.13
VS1	-0.02	-0.03	0.34	0.20	0.18	-0.07
VS2	0.00	-0.10	0.31	0.20	-0.09	0.31
VS3	0.04	0.06	0.25	0.26	-0.08	-0.19

Fitted Residuals

	IM3	VS1	VS2	VS3
IM3	0.00			

VS1	-0.13	0.00		
VS2	-0.25	0.03	0.00	
VS3	0.29	0.05	-0.11	0.00

Summary Statistics for Fitted Residuals

Smallest Fitted Residual = -0.25
 Median Fitted Residual = 0.01
 Largest Fitted Residual = 0.47

Stemleaf Plot

```

- 2|5
- 2|33
- 1|986555
- 1|443333210000
- 0|99999998888877777766665555555555
-
0|4444444433332222222211111111000000000000000000000000
00000000
0|1111111111122222333333334444
0|55556677777778888999
1|00001111122344
1|55556778899
2|000011112233333344
2|556666666788999
3|00111111223444
3|67
4|014
4|7

```

Standardized Residuals

	CS1	CS2	CS3	CS4	CS5	CL1
CS1	--					
CS2	-1.76	--				
CS3	7.68	0.06	--			
CS4	-1.67	1.82	-5.57	--		
CS5	-3.98	-0.42	-1.66	5.81	--	
CL1	-0.23	-1.55	0.07	4.81	3.95	--

CL2	-0.22	0.42	-1.58	-0.26	2.67	-3.27
CL3	-2.38	-2.30	-2.63	-0.92	1.56	0.07
PR1	2.84	4.19	2.50	3.44	3.29	3.79
PR2	4.79	3.76	6.14	2.19	1.52	3.29
PR3	2.60	-0.82	1.02	0.96	-0.01	0.59
PR4	1.49	-2.93	-1.06	-0.57	-0.59	0.14
PR5	1.31	-2.06	-0.06	-0.21	-0.69	1.10
PR6	0.26	-1.04	-0.84	-0.45	0.15	1.63
PR7	2.78	4.21	3.90	2.90	2.58	3.75
PR8	1.79	1.17	2.21	0.45	0.97	2.09
IM1	-3.31	3.75	-1.63	-1.79	-2.08	0.09
IM2	2.97	3.07	4.44	0.17	0.20	2.00
IM3	-3.76	-1.24	-4.08	3.60	0.85	0.53
VS1	-3.71	4.98	-1.31	-0.99	-0.86	-0.57
VS2	2.09	0.79	2.52	-0.83	-0.59	1.79
VS3	-2.69	-0.17	-3.63	4.64	1.27	1.22

Standardized Residuals

	CL2	CL3	PR1	PR2	PR3	PR4
CL2	--					
CL3	3.72	--				
PR1	3.31	1.44	--			
PR2	4.29	1.30	4.03	--		
PR3	0.97	-1.25	-0.08	0.22	--	
PR4	0.80	-1.75	-1.26	-0.67	1.03	--
PR5	0.11	-1.31	-0.67	-1.27	-1.32	1.70
PR6	1.11	0.12	1.46	-0.13	0.23	-0.95
PR7	2.83	2.59	5.62	4.69	-1.34	0.10
PR8	0.35	-0.29	-0.04	2.86	0.69	-1.38
IM1	0.60	-1.76	5.70	3.98	-1.80	-1.00
IM2	1.13	1.20	2.54	4.13	-0.36	0.21
IM3	0.79	-2.23	4.11	4.03	0.43	0.37
VS1	1.35	-0.77	6.48	4.95	-1.77	-1.37
VS2	0.37	0.58	3.19	4.74	-1.25	-0.71
VS3	2.11	-1.39	3.85	4.14	1.13	1.61

Standardized Residuals

PR5	PR6	PR7	PR8	IM1	IM2
-----	-----	-----	-----	-----	-----

PR5	--						
PR6	0.83	--					
PR7	-0.47	0.04	--				
PR8	0.02	0.87	-0.43	--			
IM1	0.54	0.26	4.87	2.83	--		
IM2	0.45	-0.18	4.58	2.75	3.07	--	
IM3	-0.36	-0.76	3.53	2.41	-0.24	-2.97	
VS1	-0.46	-0.43	5.29	2.70	9.25	-2.83	
VS2	0.02	-1.46	4.53	2.44	-3.71	9.91	
VS3	0.70	0.85	3.41	3.09	-3.14	-6.27	

Standardized Residuals

	IM3	VS1	VS2	VS3
IM3	--			
VS1	-4.76	--		
VS2	-7.11	0.94	--	
VS3	8.55	1.85	-3.19	--

Summary Statistics for Standardized Residuals

Smallest Standardized Residual = -7.11
 Median Standardized Residual = 0.22
 Largest Standardized Residual = 9.91

Stemleaf Plot

```

- 7|1
- 6|3
- 5|6
- 4|810
- 3|877633210
- 2|987643211
- 1|8888877766654443333332221000
-
0|99988887777666655444443322222111000000000000000000000000
0000
0|111111112222233444445555666778888999
1|000011112223333455566678888

```

2|01112244555666777888899

3|01112333445677788899

4|0001112234566778899

5|03678

6|15

7|7

8|5

9|29

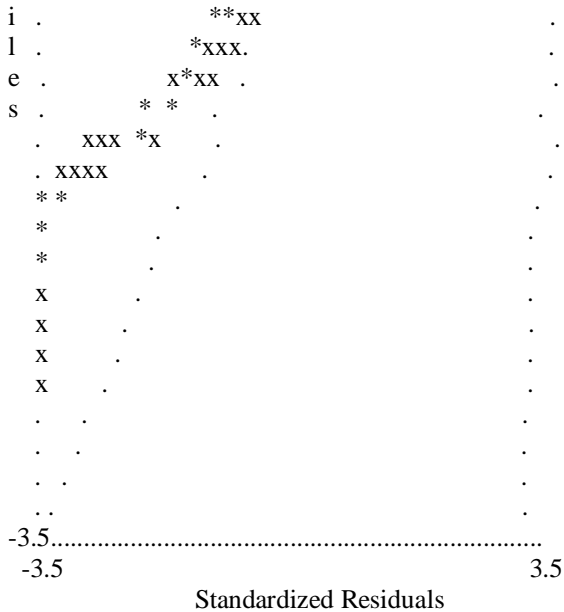
Largest Negative Standardized Residuals

Residual for	CS4 and	CS3	-5.57
Residual for	CS5 and	CS1	-3.98
Residual for	CL2 and	CL1	-3.27
Residual for	CL3 and	CS3	-2.63
Residual for	PR4 and	CS2	-2.93
Residual for	IM1 and	CS1	-3.31
Residual for	IM3 and	CS1	-3.76
Residual for	IM3 and	CS3	-4.08
Residual for	IM3 and	IM2	-2.97
Residual for	VS1 and	CS1	-3.71
Residual for	VS1 and	IM2	-2.83
Residual for	VS1 and	IM3	-4.76
Residual for	VS2 and	IM1	-3.71
Residual for	VS2 and	IM3	-7.11
Residual for	VS3 and	CS1	-2.69
Residual for	VS3 and	CS3	-3.63
Residual for	VS3 and	IM1	-3.14
Residual for	VS3 and	IM2	-6.27
Residual for	VS3 and	VS2	-3.19

Largest Positive Standardized Residuals

Residual for	CS3 and	CS1	7.68
Residual for	CS5 and	CS4	5.81
Residual for	CL1 and	CS4	4.81
Residual for	CL1 and	CS5	3.95
Residual for	CL2 and	CS5	2.67
Residual for	CL3 and	CL2	3.72
Residual for	PR1 and	CS1	2.84
Residual for	PR1 and	CS2	4.19
Residual for	PR1 and	CS4	3.44
Residual for	PR1 and	CS5	3.29
Residual for	PR1 and	CL1	3.79
Residual for	PR1 and	CL2	3.31

Residual for	PR2 and	CS1	4.79
Residual for	PR2 and	CS2	3.76
Residual for	PR2 and	CS3	6.14
Residual for	PR2 and	CL1	3.29
Residual for	PR2 and	CL2	4.29
Residual for	PR2 and	PR1	4.03
Residual for	PR3 and	CS1	2.60
Residual for	PR7 and	CS1	2.78
Residual for	PR7 and	CS2	4.21
Residual for	PR7 and	CS3	3.90
Residual for	PR7 and	CS4	2.90
Residual for	PR7 and	CS5	2.58
Residual for	PR7 and	CL1	3.75
Residual for	PR7 and	CL2	2.83
Residual for	PR7 and	CL3	2.59
Residual for	PR7 and	PR1	5.62
Residual for	PR7 and	PR2	4.69
Residual for	PR8 and	PR2	2.86
Residual for	IM1 and	CS2	3.75
Residual for	IM1 and	PR1	5.70
Residual for	IM1 and	PR2	3.98
Residual for	IM1 and	PR7	4.87
Residual for	IM1 and	PR8	2.83
Residual for	IM2 and	CS1	2.97
Residual for	IM2 and	CS2	3.07
Residual for	IM2 and	CS3	4.44
Residual for	IM2 and	PR2	4.13
Residual for	IM2 and	PR7	4.58
Residual for	IM2 and	PR8	2.75
Residual for	IM2 and	IM1	3.07
Residual for	IM3 and	CS4	3.60
Residual for	IM3 and	PR1	4.11
Residual for	IM3 and	PR2	4.03
Residual for	IM3 and	PR7	3.53
Residual for	VS1 and	CS2	4.98
Residual for	VS1 and	PR1	6.48
Residual for	VS1 and	PR2	4.95
Residual for	VS1 and	PR7	5.29
Residual for	VS1 and	PR8	2.70
Residual for	VS1 and	IM1	9.25
Residual for	VS2 and	PR1	3.19



The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
CS4	CL	10.0	0.44
CS5	CL	19.5	0.72
CL1	CS	13.8	1.25
CL3	CS	10.7	-0.51
PR1	IM	18.5	0.22
PR1	VS	17.7	0.28
PR2	IM	23.4	0.18
PR2	VS	15.2	0.18
PR7	IM	10.6	0.15
PR7	VS	24.9	0.28
PR8	VS	8.8	0.20
IM3	VS	11.7	-0.48

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
CS3	CS1	59.0	0.35
CS4	CS3	31.0	-0.25
CS5	CS1	15.9	-0.22

CS5	CS4	33.8	0.37
CL1	CS4	21.0	0.26
CL2	CL1	10.7	-0.34
CL3	CL2	13.8	0.25
PR2	CS3	15.9	0.15
PR2	PR1	16.2	0.26
PR7	PR1	31.6	0.44
PR7	PR2	22.0	0.26
PR8	PR2	8.2	0.19
IM1	CS2	15.1	0.08
IM2	CS3	17.0	0.11
IM2	CS4	8.8	-0.10
IM2	IM1	9.4	0.12
IM3	CS4	12.1	0.14
IM3	IM2	8.8	-0.15
VS1	CS2	18.4	0.09
VS1	PR1	9.8	0.12
VS1	IM1	32.5	0.23
VS1	IM2	24.2	-0.21
VS1	IM3	13.6	-0.19
VS2	CS1	11.4	0.11
VS2	CS2	9.7	-0.08
VS2	IM1	12.8	-0.15
VS2	IM2	90.5	0.44
VS2	IM3	17.8	-0.23
VS3	CS3	19.1	-0.12
VS3	CS4	34.6	0.21
VS3	CS5	9.3	0.13
VS3	IM1	10.9	-0.15
VS3	IM2	38.1	-0.30
VS3	IM3	118.8	0.64
VS3	VS2	10.2	-0.13

CUSTOMER LOYALTY

Covariances

Y - ETA

	CS1	CS2	CS3	CS4	CS5	CL1
	-----	-----	-----	-----	-----	-----

CS	1.05	0.87	1.04	0.83	0.82	0.69
CL	0.79	0.65	0.78	0.62	0.62	0.92

Y - ETA

	CL2	CL3
	-----	-----
CS	0.47	0.37
CL	0.63	0.50

Y - KSI

	CS1	CS2	CS3	CS4	CS5	CL1
	-----	-----	-----	-----	-----	-----
PR	0.23	0.19	0.23	0.18	0.18	0.15
IM	0.73	0.60	0.72	0.57	0.57	0.48
VS	0.67	0.55	0.66	0.53	0.52	0.44

Y - KSI

	CL2	CL3
	-----	-----
PR	0.10	0.08
IM	0.33	0.26
VS	0.30	0.24

X - ETA

	PR1	PR2	PR3	PR4	PR5	PR6
	-----	-----	-----	-----	-----	-----
CS	0.04	0.05	0.25	0.25	0.22	0.13
CL	0.03	0.04	0.19	0.19	0.17	0.10

X - ETA

	PR7	PR8	IM1	IM2	IM3	VS1
	-----	-----	-----	-----	-----	-----
CS	0.04	0.04	0.40	0.39	0.50	0.44
CL	0.03	0.03	0.30	0.29	0.37	0.33

X - ETA

	VS2	VS3
	-----	-----
CS	0.42	0.48
CL	0.31	0.36

X - KSI

	PR1	PR2	PR3	PR4	PR5	PR6
	-----	-----	-----	-----	-----	-----
PR	0.17	0.25	1.14	1.16	1.02	0.59
IM	0.02	0.03	0.15	0.16	0.14	0.08
VS	0.03	0.04	0.17	0.17	0.15	0.09

X - KSI

	PR7	PR8	IM1	IM2	IM3	VS1
	-----	-----	-----	-----	-----	-----
PR	0.18	0.19	0.08	0.08	0.10	0.10
IM	0.02	0.03	0.58	0.56	0.72	0.92
VS	0.03	0.03	0.79	0.75	0.96	0.69

X - KSI

	VS2	VS3
	-----	-----
PR	0.10	0.11
IM	0.88	1.00
VS	0.65	0.74

CUSTOMER LOYALTY

First Order Derivatives

LAMBDA-Y

	CS	CL
	-----	-----
CS1	0.00	0.05
CS2	0.00	0.10
CS3	0.00	0.08

CS4	0.00	-0.12
CS5	0.00	-0.14
CL1	-0.06	0.00
CL2	0.00	0.00
CL3	0.11	0.00

LAMBDA-X

	PR	IM	VS
	-----	-----	-----
PR1	0.00	-0.42	-0.32
PR2	0.00	-0.67	-0.42
PR3	0.00	0.06	0.20
PR4	0.00	0.11	0.14
PR5	0.00	0.11	-0.11
PR6	0.00	0.05	0.01
PR7	0.00	-0.36	-0.44
PR8	0.00	-0.19	-0.22
IM1	0.06	0.00	-0.10
IM2	-0.03	0.00	-0.05
IM3	-0.03	0.00	0.12
VS1	0.10	-0.15	0.00
VS2	0.05	0.07	0.00
VS3	-0.13	0.07	0.00

BETA

	CS	CL
	-----	-----
CS	0.00	0.02
CL	0.00	0.00

GAMMA

	PR	IM	VS
	-----	-----	-----
CS	0.00	0.00	0.00
CL	-0.02	-0.11	-0.02

PHI

	PR	IM	VS
PR	0.00		
IM	0.00	0.00	
VS	0.00	0.00	0.00

PSI

	CS	CL
CS	0.00	
CL	0.05	0.00

THETA-EPS

	CS1	CS2	CS3	CS4	CS5	CL1
CS1	0.00					
CS2	0.23	0.00				
CS3	-0.86	-0.01	0.00			
CS4	0.18	-0.23	0.63	0.00		
CS5	0.36	0.04	0.16	-0.45	0.00	
CL1	0.09	0.31	0.04	-0.40	-0.19	0.00
CL2	0.00	-0.13	0.19	0.10	-0.12	0.16
CL3	0.07	0.05	0.08	0.07	-0.13	0.00

THETA-EPS

	CL2	CL3
CL2	0.00	
CL3	-0.28	0.00

THETA-DELTA-EPS

	CS1	CS2	CS3	CS4	CS5	CL1
PR1	0.12	-0.22	0.21	-0.08	-0.07	-0.10
PR2	-0.03	0.08	-0.54	0.21	0.18	0.01
PR3	-0.08	-0.11	-0.14	-0.21	0.03	0.11
PR4	-0.15	0.19	0.24	0.12	-0.07	0.15

PR5	-0.01	0.19	-0.09	0.02	0.07	-0.23
PR6	0.01	0.03	0.14	0.03	-0.05	-0.13
PR7	0.21	-0.21	-0.05	0.01	0.00	-0.09
PR8	0.00	0.06	-0.12	0.09	0.01	-0.10
IM1	0.40	-0.96	-0.16	0.44	0.35	-0.18
IM2	-0.26	0.13	-0.76	0.43	0.27	-0.13
IM3	0.22	0.14	0.23	-0.45	-0.09	-0.23
VS1	0.50	-1.06	0.32	0.19	-0.06	0.41
VS2	-0.54	0.59	-0.39	0.30	0.05	0.03
VS3	0.10	0.37	0.80	-0.83	-0.36	0.02

THETA-DELTA-EPS

	CL2	CL3
PR1	-0.09	0.03
PR2	-0.21	0.06
PR3	-0.01	0.01
PR4	-0.13	0.10
PR5	0.19	0.02
PR6	-0.03	-0.06
PR7	-0.05	-0.08
PR8	0.05	0.08
IM1	0.14	0.39
IM2	0.19	0.07
IM3	0.07	0.33
VS1	-0.26	-0.32
VS2	0.04	-0.29
VS3	-0.28	-0.08

THETA-DELTA

	PR1	PR2	PR3	PR4	PR5	PR6
PR1	0.00					
PR2	-0.32	0.00				
PR3	0.01	-0.03	0.00			
PR4	0.15	0.11	-0.07	0.00		
PR5	0.07	0.18	0.13	-0.14	0.00	
PR6	-0.09	0.01	-0.03	0.12	-0.09	0.00
PR7	-0.36	-0.43	0.17	-0.01	0.05	0.00

PR8	0.00	-0.22	-0.07	0.16	0.00	-0.05
IM1	-0.17	0.13	0.46	0.15	-0.51	-0.14
IM2	0.15	0.04	0.21	-0.02	-0.17	-0.01
IM3	0.01	0.09	-0.08	-0.08	0.08	0.06
VS1	-0.42	-0.35	0.09	0.09	0.08	0.00
VS2	0.02	-0.29	0.09	-0.02	-0.02	0.17
VS3	0.00	-0.08	-0.17	-0.23	0.33	-0.06

THETA-DELTA

	PR7	PR8	IM1	IM2	IM3	VS1
PR7	0.00					
PR8	0.03	0.00				
IM1	-0.24	-0.11	0.00			
IM2	-0.19	-0.09	-0.39	0.00		
IM3	-0.03	-0.04	0.03	0.29	0.00	
VS1	-0.14	-0.01	-0.71	0.58	0.36	0.00
VS2	-0.07	-0.01	0.43	-1.04	0.39	-0.14
VS3	0.16	-0.04	0.37	0.64	-0.94	-0.26

THETA-DELTA

	VS2	VS3
VS2	0.00	
VS3	0.40	0.00

CUSTOMER LOYALTY

Factor Scores Regressions

ETA

	CS1	CS2	CS3	CS4	CS5	CL1
CS	0.20	0.24	0.26	0.10	0.07	0.05
CL	0.08	0.09	0.10	0.04	0.02	0.37

ETA

	CL2	CL3	PR1	PR2	PR3	PR4
CS	0.02	0.02	0.00	0.00	0.00	0.01
CL	0.15	0.18	0.00	0.00	0.00	0.00

ETA

	PR5	PR6	PR7	PR8	IM1	IM2
CS	0.00	0.00	0.00	0.00	0.03	0.02
CL	0.00	0.00	0.00	0.00	0.01	0.01

ETA

	IM3	VS1	VS2	VS3
CS	0.02	0.01	0.01	0.01
CL	0.01	0.00	0.00	0.00

KSI

	CS1	CS2	CS3	CS4	CS5	CL1
PR	0.00	0.00	0.00	0.00	0.00	0.00
IM	0.05	0.06	0.06	0.02	0.02	0.01
VS	0.01	0.02	0.02	0.01	0.00	0.00

KSI

	CL2	CL3	PR1	PR2	PR3	PR4
PR	0.00	0.00	0.01	0.02	0.20	0.47
IM	0.00	0.01	0.00	0.00	-0.02	-0.05
VS	0.00	0.00	0.00	0.00	0.01	0.03

KSI

	PR5	PR6	PR7	PR8	IM1	IM2
PR	0.14	0.03	0.01	0.01	-0.01	0.00
IM	-0.01	0.00	0.00	0.00	-1.84	-1.38

VS 0.01 0.00 0.00 0.00 1.54 1.15

KSI

	IM3	VS1	VS2	VS3
	-----	-----	-----	-----
PR	0.00	0.01	0.00	0.00
IM	-1.31	2.24	1.48	1.69
VS	1.09	-0.98	-0.65	-0.74

CUSTOMER LOYALTY

Standardized Solution

LAMBDA-Y

	CS	CL
	-----	-----
CS1	1.05	--
CS2	0.87	--
CS3	1.04	--
CS4	0.83	--
CS5	0.82	--
CL1	--	0.92
CL2	--	0.63
CL3	--	0.50

LAMBDA-X

	PR	IM	VS
	-----	-----	-----
PR1	0.17	--	--
PR2	0.25	--	--
PR3	1.14	--	--
PR4	1.16	--	--
PR5	1.02	--	--
PR6	0.59	--	--
PR7	0.18	--	--
PR8	0.19	--	--
IM1	--	0.58	--
IM2	--	0.56	--

IM3	--	0.72	--
VS1	--	--	0.69
VS2	--	--	0.65
VS3	--	--	0.74

BETA

	CS	CL
	-----	-----
CS	--	--
CL	0.75	--

GAMMA

	PR	IM	VS
	-----	-----	-----
CS	0.14	0.19	0.36
CL	--	--	--

Correlation Matrix of ETA and KSI

	CS	CL	PR	IM	VS
	-----	-----	-----	-----	-----
CS	1.00				
CL	0.75	1.00			
PR	0.22	0.16	1.00		
IM	0.69	0.52	0.14	1.00	
VS	0.64	0.48	0.15	1.34	1.00

PSI

Note: This matrix is diagonal.

	CS	CL
	-----	-----
	0.61	0.44

Regression Matrix ETA on KSI (Standardized)

	PR	IM	VS
	-----	-----	-----
CS	0.14	0.19	0.36

CL 0.10 0.15 0.27

CUSTOMER LOYALTY

Total and Indirect Effects

Total Effects of KSI on ETA

	PR	IM	VS
	-----	-----	-----
CS	0.14 (0.06) 2.13	0.19 (0.05) 4.16	0.36 (0.06) 6.10
CL	0.10 (0.05) 2.09	0.15 (0.04) 3.88	0.27 (0.05) 5.31

Indirect Effects of KSI on ETA

	PR	IM	VS
	-----	-----	-----
CS	--	--	--
CL	0.10 (0.05) 2.09	0.15 (0.04) 3.88	0.27 (0.05) 5.31

Total Effects of ETA on ETA

	CS	CL
	-----	-----
CS	--	--
CL	0.75 (0.09) 8.80	--

Largest Eigenvalue of B*B' (Stability Index) is 0.565

Total Effects of ETA on Y

	CS	CL
	-----	-----
CS1	1.05	--
CS2	0.87 (0.06) 14.96	--
CS3	1.04 (0.07) 15.83	--
CS4	0.83 (0.07) 11.35	--
CS5	0.82 (0.08) 9.75	--
CL1	0.69 (0.08) 8.80	0.92
CL2	0.47 (0.08) 6.21	0.63 (0.10) 6.31
CL3	0.37 (0.06) 6.04	0.50 (0.08) 6.14

Indirect Effects of ETA on Y

	CS	CL
	-----	-----
CS1	--	--
CS2	--	--
CS3	--	--
CS4	--	--
CS5	--	--
CL1	0.69 (0.08) 8.80	--
CL2	0.47 (0.08) 6.21	--
CL3	0.37 (0.06) 6.04	--

Total Effects of KSI on Y

	PR	IM	VS
	-----	-----	-----
CS1	0.14 (0.07) 2.13	0.20 (0.05) 4.16	0.37 (0.06) 6.10
CS2	0.12 (0.06) 2.13	0.17 (0.04) 4.15	0.31 (0.05) 6.09
CS3	0.14	0.20	0.37

	(0.07)	(0.05)	(0.06)
	2.13	4.17	6.15
CS4	0.11	0.16	0.29
	(0.05)	(0.04)	(0.05)
	2.11	4.04	5.75
CS5	0.11	0.16	0.29
	(0.05)	(0.04)	(0.05)
	2.10	3.95	5.50
CL1	0.09	0.13	0.25
	(0.05)	(0.03)	(0.05)
	2.09	3.88	5.31
CL2	0.06	0.09	0.17
	(0.03)	(0.03)	(0.04)
	2.03	3.55	4.54
CL3	0.05	0.07	0.13
	(0.03)	(0.02)	(0.03)
	2.03	3.51	4.48

CUSTOMER LOYALTY

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	PR	IM	VS
	-----	-----	-----
CS	0.14	0.19	0.36
CL	0.10	0.15	0.27

Standardized Indirect Effects of KSI on ETA

	PR	IM	VS
	-----	-----	-----
CS	--	--	--

CL 0.10 0.15 0.27

Standardized Total Effects of ETA on ETA

	CS	CL
	-----	-----
CS	--	--
CL	0.75	--

Standardized Total Effects of ETA on Y

	CS	CL
	-----	-----
CS1	1.05	--
CS2	0.87	--
CS3	1.04	--
CS4	0.83	--
CS5	0.82	--
CL1	0.69	0.92
CL2	0.47	0.63
CL3	0.37	0.50

Standardized Indirect Effects of ETA on Y

	CS	CL
	-----	-----
CS1	--	--
CS2	--	--
CS3	--	--
CS4	--	--
CS5	--	--
CL1	0.69	--
CL2	0.47	--
CL3	0.37	--

Standardized Total Effects of KSI on Y

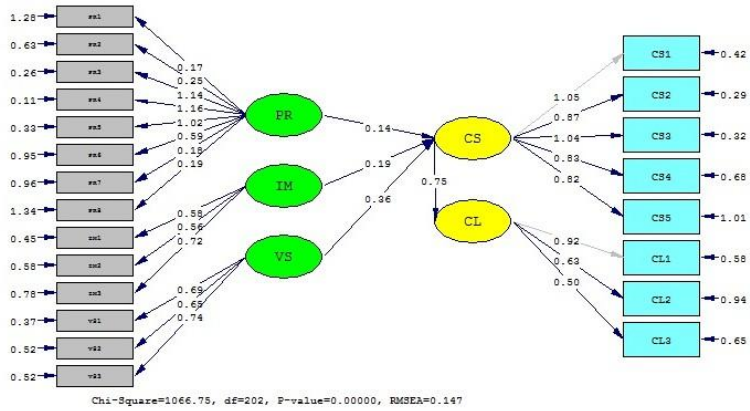
	PR	IM	VS
	-----	-----	-----
CS1	0.14	0.20	0.37
CS2	0.12	0.17	0.31

CS3	0.14	0.20	0.37
CS4	0.11	0.16	0.29
CS5	0.11	0.16	0.29
CL1	0.09	0.13	0.25
CL2	0.06	0.09	0.17
CL3	0.05	0.07	0.13

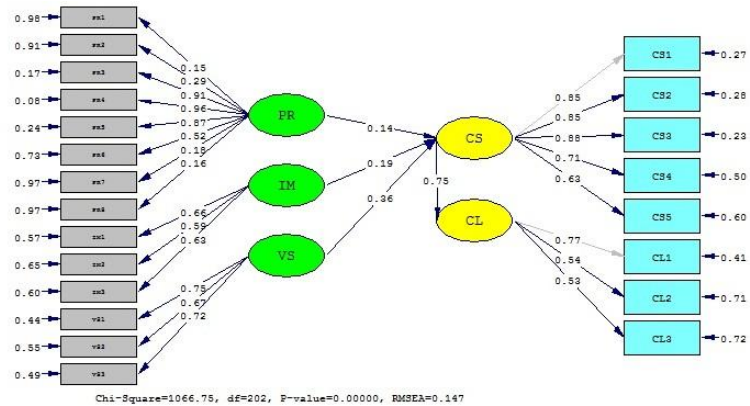
Time used: 0.406 Seconds

Lampiran 6 Path Diagram

Estimates



Standardized



Lampiran 6 (Lanjutan)

T-Values

