

Lampiran 1 (Kuesioner)

Responden yth,

Mohon diperkenankan saya meminta kesediaan Bapak/Ibu/Saudara untuk membantu mengisi kuesioner ini. Kuisisioner ini dilakukan untuk penelitian skripsi, sehingga saya berharap jawaban yang jujur dari responden .

Saya ucapkan terima kasih atas waktu yang disempatkan Bapak/Ibu/Saudara untuk mengisi kuesioner ini.

Pemohon pengisian kuisisioner,

Samuel Kristanto Tjandra

I. Identitas Responden

I. Bagian ini menyatakan identitas responden.

1. Usia anda saat ini

a. ≤ 18 Tahun

b. >18 Tahun.

2. Apakah anda tinggal di Surabaya?

a. Ya

b. Tidak

3. Apakah anda membeli di toko Kettler dan menggunakan produk Kettler ?

a. Ya

b. Tidak

4. Berapakah pengeluaran Anda per bulan ?

a. $< \text{Rp. } 1.000.000$

b. $\text{Rp. } 1.000.000 - \text{Rp. } 3.000.000$

c. $\text{Rp. } 3.000.000 - \text{Rp. } 6.000.000$

d. $\text{Rp. } 6.000.000 - \text{Rp. } 9.000.000$

e. $> \text{Rp. } 9.000.000$

II. Petunjuk Pengisian Kuesioner

a. Untuk setiap pertanyaan, sudah disediakan pilihan jawaban, anda cukup Memberikan tanda (√) pada jawaban yang anda inginkan dan diharapkan hanya memilih satu jawaban.

No	Alternatif Jawaban	Skor
1	Sangat Setuju (SS)	5
2	Setuju (S)	4
3	Netral (N)	3
4	Tidak Setuju (TS)	2
5	Sangat Tidak Setuju (STS)	1

No	Pernyataan CUSTOMER EXPERIENCE MANAGAMEN (X1)	Jawaban				
		SS	S	N	TS	STS
1	X1.1. saya merasa senang ketika menggunakan produk yang di jual toko Kettler					
2	X1.2 Pelayanan karyawan toko Kettler sangat prima ketika melayani saya.					
3	X1.3 Karyawan toko Kettler mampu menjelaskan spesifikasi produk dengan baik.					
4	X1.4 Kettler merupakan merk alat olahraga yang terkenal.					
5	X1.5 Promosi menggunakan brosur menjadi nilai lebih saya.					

Lanjutan tabel kuisioner

6	X1.6 Harga alat olahraga yang di tawarkan sesuai dengan kualitasnya.					
7	X1.7 Atmosper toko					

	membuat saya nyaman berada di dalam toko.					
8	X1.8 Toko kettler sangat memperhatikan kelengkapan barang yang dijualnya.					

No	Pernyataan Customer Affection (Y1)	Jawaban				
		SS	S	N	TS	STS
1	Y1.1 Saya merasa ingin memiliki produk yang di jual toko Kettler.					
2	Y1.2 karyawan toko Kettler perhatian kepada saya.					
3	Y1.3 Didalam toko membuat saya merasa santai dan tenang.					
4	Y1.4 Interaksi saya dan karyawan toko Kettler menyenangkan .					

No	Pernyataan Customer Cognition (Y2)	Jawaban				
		SS	S	N	TS	STS
1	Y2.1 Saya banyak memiliki informasi tentang produk Kettler.					
2	Y2.2 karyawan Kettler banyak memberi saran media olahraga yang tepat bagi saya.					

3	Y2.3 Saya percaya karyawan Kettler mampu menjelaskan cara menggunakan produk					
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No	Pernyataan Customer Satisfaction (Y2)	Jawaban				
		SS	S	N	TS	STS
1	Y3.1 Pelayanan yang diberikan sesuai dengan harapan saya					
2	Y3.2 Toko Kettler adalah toko yang menjual alat kebugaran terbaik.					
3	Y3.3 Saya merasa di utamakan ketika melakukan transaksi bisnis dengan toko Kettler.					

Lanjutan tabel kuisisioner

4	Y3.4 Saya puas dan cenderung menceritakan kelebihan yang ada di toko Kettler ke orang lain.					
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Lampiran 2 Hasil Kuesioner

No.	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	Y1.1	Y1.2	Y1.3
1	4	5	4	5	4	4	4	5	4	4	5
2	5	4	4	5	4	4	4	4	4	5	4
3	4	4	5	4	5	4	5	4	4	4	5
4	5	4	5	4	4	4	4	4	5	4	4
5	4	4	4	4	4	4	4	5	4	4	5
6	1	2	1	1	2	1	2	2	1	2	1
7	5	4	4	4	4	5	4	5	4	4	5
8	4	5	4	4	5	4	4	5	4	5	4

9	4	4	4	4	4	4	5	4	5	4	5
10	4	5	4	5	4	4	4	4	4	4	4
11	4	5	4	5	4	4	4	5	4	4	4
12	1	2	1	2	2	1	1	1	1	1	1
13	4	5	4	4	5	4	4	4	5	4	4
14	4	4	4	4	4	5	4	4	4	5	4
15	4	4	4	4	5	4	5	4	4	4	4
16	4	5	4	5	4	4	5	4	4	5	4
17	1	1	1	1	1	2	1	1	2	1	1
18	2	2	2	2	2	2	1	2	1	2	1
19	2	2	2	2	1	2	2	2	1	2	1
20	4	4	4	4	5	4	5	4	4	5	4
21	1	2	1	1	1	2	2	2	1	1	2
22	4	5	4	5	4	5	4	4	4	4	5
23	5	4	4	4	4	4	5	4	4	4	4
24	4	5	4	5	4	4	5	4	5	4	4
25	1	1	2	1	1	1	1	1	1	1	1
26	4	4	4	4	5	4	4	4	5	4	4
27	5	4	4	5	4	4	5	4	4	5	4
28	2	1	2	2	1	2	2	2	2	1	2
29	1	2	1	2	1	2	1	2	1	2	2

30	4	5	4	5	4	4	5	4	4	4	5
31	1	2	2	2	1	2	2	2	2	2	2
32	5	4	5	4	5	4	4	5	4	4	5
33	5	4	4	4	4	4	5	4	4	4	4
34	1	2	2	1	1	1	1	2	1	2	1
35	5	4	4	4	5	4	5	4	4	4	5
36	4	4	4	5	4	4	4	5	4	4	5
37	4	5	4	4	4	5	4	4	4	5	5
38	5	4	4	4	4	4	5	5	4	4	4

Lanjutan lampiran 2

No.	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	Y1.1	Y1.2	Y1.3
39	4	4	5	4	4	5	4	4	5	4	5
40	2	1	2	2	2	1	2	2	2	2	1
41	4	5	4	4	4	5	4	5	4	4	4
42	4	3	4	4	4	4	3	4	3	4	4
43	5	4	4	4	4	5	4	4	5	4	4
44	4	5	4	4	5	4	5	4	4	4	4
45	4	4	4	5	4	4	4	4	5	4	5
46	1	2	2	2	1	2	2	2	1	2	1
47	4	4	5	4	4	5	4	5	5	4	4
48	4	4	4	5	4	5	4	4	4	4	4
49	5	4	4	4	4	4	5	4	4	4	4
50	4	4	4	5	4	4	4	4	5	4	5
51	4	5	4	4	5	4	5	4	4	4	4
52	4	4	4	5	4	4	4	4	4	5	4
53	4	5	4	4	4	4	5	4	5	4	4
54	5	4	4	5	4	4	4	4	4	5	4
55	3	4	4	3	4	4	3	4	3	4	3
56	1	2	2	2	2	1	2	1	2	2	1
57	4	5	4	4	5	4	4	4	4	4	5
58	4	5	4	4	5	5	4	5	4	4	4

59	4	4	4	5	4	4	5	4	5	4	4
60	5	4	4	5	4	4	5	5	5	4	4
61	4	4	4	4	4	5	4	4	4	4	4
62	5	4	4	5	4	4	5	4	4	4	4
63	2	1	1	2	2	2	1	2	1	2	2
64	4	5	4	4	5	4	4	4	4	5	4
65	5	4	4	5	4	4	4	4	5	4	4
66	4	4	5	4	5	4	4	4	5	4	4
67	4	4	4	5	4	5	4	5	4	5	4
68	5	4	4	4	4	5	4	4	4	4	4
69	4	4	4	5	4	4	5	4	5	5	4
70	2	1	2	2	2	2	1	2	1	2	2
71	5	4	4	3	4	5	4	4	4	4	3
72	2	1	2	3	2	2	1	2	3	2	2
73	4	3	4	4	4	5	4	4	4	5	4
74	5	4	4	5	4	3	4	5	3	4	4
75	4	5	4	3	4	5	4	4	4	3	4
76	2	1	2	2	1	2	3	2	1	2	2

Lanjutan lampiran 2

No.	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	Y1.1	Y1.2	Y1.3
77	5	4	4	5	4	5	4	4	4	5	4
78	4	4	5	4	4	4	4	4	4	4	4
79	4	5	4	4	4	5	4	4	5	4	4
80	2	1	2	2	2	2	3	2	1	2	2
81	4	4	5	4	4	4	5	4	5	5	4
82	4	4	4	4	5	3	4	5	4	3	4
83	4	4	5	4	4	3	4	4	3	4	4
84	4	5	4	3	4	5	4	4	4	3	4
85	4	4	5	4	4	3	4	4	3	4	3
86	4	5	4	4	3	4	4	4	4	5	4
87	4	4	4	4	5	4	3	4	5	4	4
88	5	4	5	5	5	5	5	4	4	4	4
89	4	5	4	4	5	4	4	4	5	5	5
90	4	4	4	3	4	4	3	4	4	3	4
91	5	4	3	4	5	4	4	4	4	4	5
92	1	1	2	2	1	2	3	2	2	2	2
93	5	4	4	5	4	3	4	5	3	4	4
94	4	4	4	4	5	4	5	4	5	5	4
95	3	4	4	4	3	4	4	5	3	3	4
96	4	5	4	4	3	4	4	4	4	4	4

97	3	4	4	4	5	4	4	4	4	4	4
98	4	4	4	4	3	4	5	4	3	4	5
99	4	4	5	4	3	4	4	4	3	5	4
100	4	4	4	3	4	4	5	4	4	3	4
101	3	4	4	5	4	3	4	4	4	4	4
102	5	4	4	4	4	4	5	4	4	4	4
103	5	4	4	5	4	4	5	4	4	5	4
104	4	4	4	5	4	4	3	4	4	5	4
105	3	4	5	4	4	3	4	4	4	5	4
106	5	4	4	3	4	5	4	4	4	4	5
107	4	4	4	4	3	4	3	4	4	5	4
108	2	1	2	3	2	2	1	1	2	3	2
109	4	5	4	3	4	4	5	4	4	3	4
110	4	4	5	4	4	4	4	4	4	4	5
111	5	4	4	3	4	4	5	4	4	4	5
112	4	4	5	4	3	4	4	5	4	3	3
113	5	4	4	3	4	5	4	3	4	4	5
114	4	4	4	4	3	4	4	4	5	4	4

No.	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	Y1.1	Y1.2	Y1.3
115	4	5	4	4	5	3	4	5	4	4	4
116	4	4	4	4	4	4	4	5	4	4	5
117	5	4	4	5	4	4	5	3	4	3	4
118	2	1	2	2	3	2	1	2	2	2	1
119	4	3	4	5	4	4	4	4	4	4	5
120	4	4	4	4	5	4	5	4	4	4	4
121	2	3	2	2	3	2	1	2	2	2	2
122	3	4	3	4	4	4	4	3	4	5	4
123	5	4	4	5	4	3	4	5	4	4	4
124	4	5	4	4	4	4	4	3	4	4	4
125	4	3	4	5	4	3	3	4	4	4	3
126	4	4	4	3	4	4	4	4	4	4	4
127	2	1	2	2	3	3	2	1	2	3	2
128	3	4	3	4	4	4	4	4	4	3	4
129	4	3	4	4	4	4	4	3	4	4	4
130	4	4	4	5	4	4	3	4	4	5	4
131	5	4	4	5	4	3	4	4	4	5	4
132	3	4	3	4	5	4	3	4	4	5	4
133	3	4	4	4	3	4	5	4	4	4	4
134	2	2	2	3	2	2	1	2	4	5	4
135	3	4	5	4	4	3	4	4	2	2	1

136	4	4	4	4	5	4	3	4	5	4	4
137	4	5	4	4	5	4	5	4	3	4	5
138	2	2	2	3	2	2	1	2	4	4	4
139	4	4	4	3	4	4	4	4	4	5	4
140	2	2	2	3	2	2	1	2	4	5	4
141	3	2	2	3	2	2	2	2	1	2	2
142	3	4	4	5	4	3	4	5	1	2	2
143	1	2	2	3	2	2	2	3	2	1	2
144	4	4	5	4	3	4	4	3	2	2	3
145	5	4	5	4	5	4	4	5	4	4	2
146	2	2	2	3	2	2	1	2	3	2	2
147	5	4	4	4	4	4	4	3	4	4	4
148	2	1	2	3	2	2	2	2	3	2	2
149	4	4	4	4	5	4	3	4	5	4	3
150	4	4	5	4	3	4	4	4	5	4	3
151	1	2	3	2	2	1	2	1	2	3	2
152	2	2	2	3	2	2	2	3	5	4	5

Lanjutan lampiran 2

No.	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	Y1.1	Y1.2	Y1.3
153	4	4	4	3	4	4	4	3	4	4	5
154	2	1	2	3	2	2	2	2	1	2	2
155	4	4	4	4	4	4	4	5	4	4	5
156	5	4	5	4	4	4	4	4	5	4	3
157	1	2	3	2	2	2	2	3	2	2	1
158	4	4	4	4	5	4	4	4	4	5	4
159	2	2	2	3	2	2	2	2	3	4	4
160	4	4	4	4	3	4	4	5	4	3	3
161	1	2	3	2	2	2	2	3	2	1	2
162	2	2	2	3	2	2	2	3	2	2	1
163	3	4	4	5	5	4	4	3	1	1	1
164	2	4	2	1	2	3	2	2	5	4	4
165	5	4	5	5	4	4	4	5	2	1	1
166	4	4	4	4	3	4	4	5	4	3	4
167	1	2	3	2	2	1	2	3	2	2	1
168	2	2	2	3	2	2	2	2	3	2	2
169	5	4	4	4	3	4	4	4	4	3	4
170	4	4	4	3	4	3	4	4	3	1	2
171	4	4	4	4	5	4	4	5	4	4	5

172	4	4	4	4	3	4	4	3	2	3	2
173	4	5	4	4	3	4	4	5	5	5	4
174	5	4	4	4	5	4	3	4	4	5	4
175	4	4	4	4	5	4	4	4	4	5	4
176	4	4	4	5	4	3	4	4	2	2	1
177	3	4	4	3	3	4	4	4	2	2	2
178	4	4	4	5	4	4	5	4	4	4	4
179	4	4	4	4	5	4	4	5	3	3	1
180	4	5	4	4	3	4	4	4	1	2	2
181	3	4	4	5	4	3	4	4	4	5	4
182	4	4	4	5	4	3	4	3	4	5	4
183	2	3	3	3	1	2	2	2	2	3	2
184	4	4	4	3	4	5	4	3	4	4	4
185	3	4	5	4	4	4	4	5	4	3	4
186	4	4	4	5	4	3	4	4	5	4	3
187	4	4	4	4	5	4	4	5	2	1	2
188	2	3	3	3	1	2	2	3	2	1	2
189	5	4	4	5	4	4	4	4	5	4	4
190	4	3	4	5	4	3	4	5	4	3	3

Lanjutan lampiran 2

No.	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	Y1.1	Y1.2	Y1.3
191	1	2	3	2	2	1	2	3	2	2	1
192	4	4	5	4	4	4	4	3	4	4	4
193	5	4	4	5	4	3	4	4	5	4	5
194	2	2	2	3	2	2	2	1	2	3	2
195	4	4	4	4	3	4	4	4	4	4	4
196	2	1	2	3	2	2	2	1	2	2	2
197	4	5	4	4	4	5	4	3	4	4	4
198	1	1	2	3	2	2	1	2	2	3	1
199	4	4	3	5	4	4	4	3	1	1	4
200	5	4	4	5	4	3	3	4	5	4	5
201	2	2	2	2	3	2	1	2	4	4	2
202	3	4	4	4	3	4	4	4	2	1	3
203	2	1	2	2	3	2	1	1	2	2	2
204	4	5	4	4	4	5	4	4	1	1	4
205	2	1	2	3	2	2	1	2	3	2	2
206	1	1	1	3	2	2	2	3	2	2	1
207	4	5	4	3	4	4	5	4	3	4	4

Lanjutan lampiran 2

No.	Y1.4	Y2.1	Y2.2	Y2.3	Y3.1	Y3.2	Y3.3	Y3.4	Pendapatan
1	4	4	4	5	4	4	4	4	1
2	4	4	5	4	5	4	4	5	5
3	5	4	5	4	4	5	5	4	2
4	4	5	4	4	4	5	4	4	2
5	4	4	4	5	4	4	4	5	3
6	2	2	2	1	1	2	1	2	3
7	4	4	4	4	4	5	4	5	2
8	4	5	4	4	4	4	4	4	5
9	4	5	4	5	4	4	4	4	1
10	5	4	5	4	5	5	5	4	5
11	4	4	4	5	5	4	4	4	2
12	2	2	2	1	1	1	1	1	5
13	4	4	5	4	5	4	4	4	3
14	4	3	4	5	4	4	4	4	1
15	4	5	4	4	4	5	4	5	2
16	5	5	4	4	4	5	4	4	3
17	2	1	1	1	1	1	2	1	2
18	1	2	2	1	2	2	1	2	2
19	2	2	1	2	1	2	1	2	2

20	4	4	4	4	4	5	4	4	2
21	2	2	1	2	1	1	1	2	1
22	4	4	4	4	4	5	4	4	5
23	4	5	4	4	5	4	4	4	3
24	5	4	4	4	4	4	4	5	2
25	2	1	2	1	1	2	1	1	5
26	4	4	4	5	4	5	4	4	3
27	4	5	4	4	5	4	5	4	3
28	2	2	2	2	2	1	2	2	5
29	1	2	1	1	1	1	1	1	1
30	4	4	4	5	4	5	4	4	5
31	2	1	2	1	2	2	2	2	2
32	4	4	4	5	4	4	5	4	3
33	4	5	4	4	4	5	4	4	5
34	2	2	1	2	1	1	2	1	3
35	4	5	4	4	4	4	4	4	1
36	4	5	4	5	4	5	4	5	3
37	4	4	4	4	4	4	4	4	5
38	5	4	4	5	4	4	4	4	3

Lanjutan lampiran 2

No.	Y1.4	Y2.1	Y2.3	Y2.3	Y3.1	Y3.2	Y3.3	Y3.4	Pendapatan
39	4	4	4	4	4	5	4	4	2
40	2	1	2	2	2	2	2	2	3
41	4	4	5	4	5	4	4	4	5
42	4	4	4	4	3	4	4	4	3
43	4	4	5	4	5	4	4	4	1
44	4	5	4	4	5	5	4	5	2
45	5	5	4	4	4	5	4	4	2
46	2	2	2	1	2	1	2	2	5
47	5	4	4	5	4	4	4	4	3
48	4	5	4	4	4	5	4	5	1
49	4	5	4	4	4	4	4	4	2
50	4	4	5	4	5	4	4	4	3
51	5	4	4	5	4	5	4	5	3
52	4	5	4	4	4	5	4	4	3
53	4	4	4	4	4	5	5	4	3
54	5	5	4	4	4	5	4	4	2
55	4	4	4	4	4	4	3	4	3
56	2	1	2	2	1	2	2	2	2
57	4	4	5	4	5	4	4	5	3

58	5	4	5	4	4	4	4	4	3
59	4	5	4	5	4	4	5	4	2
60	4	5	5	5	4	5	4	4	3
61	5	4	4	4	4	4	4	4	3
62	4	4	5	4	4	5	4	4	3
63	2	1	2	2	2	1	2	2	3
64	5	4	5	4	4	5	4	5	5
65	4	4	5	4	5	4	4	5	2
66	4	5	4	5	4	5	4	4	2
67	4	4	4	4	4	4	5	4	3
68	5	4	4	4	4	5	4	4	3
69	4	4	5	4	5	4	4	4	2
70	1	2	1	2	1	2	1	2	4
71	4	4	4	4	3	3	4	3	4
72	2	2	1	2	3	2	2	1	4
73	5	4	4	4	5	3	4	5	4
74	4	5	4	3	4	4	5	5	2
75	4	4	5	4	4	3	4	5	4
76	2	1	1	2	3	2	1	2	4

Lanjutan lampiran 2

No.	Y1.4	Y2.1	Y2.2	Y2.3	Y3.1	Y3.2	Y3.3	Y3.4	Pendapatan
77	4	5	5	4	5	4	4	4	4
78	5	4	4	4	4	5	4	4	2
79	4	4	4	4	4	4	5	5	3
80	2	3	2	2	2	3	2	3	5
81	5	4	4	4	4	5	4	4	3
82	4	4	4	4	5	4	4	5	2
83	4	4	5	4	4	4	3	3	2
84	5	4	5	4	4	4	4	4	3
85	4	4	4	4	4	4	3	4	3
86	4	5	4	5	4	5	5	5	2
87	4	4	4	4	4	3	4	4	3
88	4	4	4	4	4	5	4	4	3
89	4	3	4	3	3	2	3	4	2
90	4	4	4	4	4	4	4	4	4
91	4	4	4	4	4	4	5	4	4
92	2	2	2	1	2	2	3	2	2
93	5	4	4	4	4	3	4	5	3
94	4	4	4	4	4	5	4	4	3
95	4	5	5	5	4	4	3	5	3

96	4	4	4	5	3	4	4	4	2
97	5	4	4	5	4	4	4	3	3
98	4	4	4	4	3	4	4	4	3
99	4	4	4	5	5	5	4	5	2
100	4	3	4	4	5	4	5	4	2
101	5	4	5	4	4	4	4	4	2
102	4	4	4	5	4	4	5	5	2
103	4	3	4	4	5	4	5	5	4
104	5	5	4	4	5	4	4	5	2
105	4	3	4	5	4	4	3	4	2
106	4	4	4	4	5	5	5	5	3
107	4	5	4	4	5	4	5	5	2
108	1	2	1	2	2	1	2	3	2
109	4	4	5	4	3	4	4	5	3
110	4	4	4	4	5	4	4	5	4
111	4	4	4	3	3	4	5	4	2
112	5	4	5	4	4	5	4	4	4
113	4	4	4	3	4	5	4	4	2
114	4	4	3	4	4	5	4	4	4

Lanjutan lampiran 2

No.	Y1.4	Y2.1	Y2.2	Y2.3	Y3.1	Y3.2	Y3.3	Y3.4	Pendapatan
115	4	5	4	4	5	4	4	4	3
116	5	4	3	4	5	4	5	4	2
117	5	5	4	3	4	4	5	4	3
118	2	2	1	2	3	2	2	2	2
119	5	4	3	4	4	5	4	3	3
120	4	4	4	4	4	4	4	4	2
121	2	2	1	2	3	2	2	1	3
122	4	3	4	4	4	5	4	4	2
123	4	4	4	3	4	5	4	4	2
124	4	5	5	5	4	4	5	4	2
125	4	4	5	4	5	4	5	4	2
126	5	4	4	3	4	5	4	4	2
127	1	2	1	2	3	2	2	2	3
128	5	4	4	4	3	4	4	4	3
129	4	5	4	4	4	4	5	5	2
130	4	3	4	4	5	4	3	4	2
131	4	2	1	1	5	4	5	4	2
132	5	3	4	5	4	4	4	4	3
133	4	1	2	1	4	5	4	4	2

134	4	2	2	1	4	4	4	4	3
135	1	2	2	3	2	2	3	2	2
136	5	4	5	4	4	4	4	4	2
137	4	3	4	3	3	4	3	4	2
138	4	4	4	4	3	4	4	5	2
139	4	4	3	4	4	4	4	3	3
140	4	2	1	2	2	2	1	2	3
141	1	2	3	2	2	1	2	2	3
142	2	4	4	4	2	2	2	2	3
143	2	4	4	4	3	2	1	1	3
144	2	2	2	2	2	3	2	2	2
145	2	3	2	2	4	4	4	4	3
146	1	2	2	1	2	2	3	2	3
147	4	3	4	4	5	4	4	5	3
148	2	2	1	2	2	3	2	2	2
149	5	4	5	4	4	4	4	5	2
150	4	4	4	5	4	4	3	4	3
151	1	2	2	2	2	2	2	2	3
152	4	2	1	2	3	2	1	2	3

Lanjutan lampiran 2

No.	Y1.4	Y2.1	Y2.2	Y2.3	Y3.1	Y3.2	Y3.3	Y3.4	Pendapatan
153	5	4	4	4	3	4	4	3	3
154	2	2	3	2	2	3	2	1	3
155	4	4	4	5	4	4	5	4	3
156	4	2	1	2	3	2	2	1	4
157	2	2	2	2	3	2	2	3	4
158	5	3	4	5	4	4	3	4	4
159	4	2	1	2	4	3	4	4	3
160	4	4	5	4	3	4	4	5	4
161	2	3	2	1	2	2	3	2	4
162	2	2	3	2	2	2	2	2	3
163	1	4	5	4	4	4	4	4	4
164	4	2	1	2	4	3	4	3	3
165	2	4	4	4	3	4	5	4	3
166	5	4	5	4	2	2	2	3	4
167	2	2	3	2	4	4	4	4	4
168	2	1	2	3	3	4	4	4	4
169	5	4	4	4	2	2	1	2	3
170	2	4	5	4	3	3	2	1	2
171	4	4	4	4	1	2	3	2	3

172	1	4	4	3	2	2	2	1	3
173	4	3	4	4	5	4	3	4	3
174	4	4	4	3	4	4	4	4	3
175	5	3	4	4	4	4	4	4	3
176	2	4	3	5	2	3	2	2	3
177	1	4	4	4	2	2	2	1	3
178	5	5	4	4	4	4	4	4	3
179	2	2	3	2	2	2	2	2	3
180	2	4	4	5	1	3	2	2	3
181	4	3	4	4	4	4	4	3	3
182	5	3	3	3	3	4	4	4	3
183	2	1	2	2	3	2	2	2	3
184	4	5	4	3	4	4	5	4	3
185	4	5	4	4	3	4	4	5	3
186	4	4	4	4	4	4	4	4	3
187	2	4	4	4	1	2	2	2	3
188	1	2	3	2	1	2	2	3	3
189	4	3	4	5	4	3	4	4	3
190	5	4	4	4	3	4	3	4	3

Lanjutan lampiran 2

No.	Y1.4	Y2.1	Y2.2	Y2.3	Y3.1	Y3.2	Y3.3	Y3.3	Pendapatan
191	2	2	2	2	1	2	2	1	3
192	4	5	4	4	4	4	3	4	2
193	4	4	4	5	4	3	4	4	3
194	2	2	1	2	2	2	2	3	3
195	4	4	5	4	3	4	4	4	2
196	1	3	2	1	2	2	1	2	3
197	4	4	4	4	4	4	4	3	3
198	2	2	2	1	2	2	2	1	3
199	2	4	3	4	4	4	4	4	2
200	4	4	4	5	4	3	4	4	3
201	4	2	2	3	4	4	4	4	2
202	2	4	4	5	4	4	3	4	3
203	2	2	2	2	3	2	2	3	3
204	2	5	4	5	4	4	4	5	3
205	2	1	2	3	2	2	2	3	3
206	1	2	3	2	3	2	1	2	2
207	5	4	3	3	4	4	4	5	3

Lampiran 3 Karakteristik Responden

No.	Usia	Jumlah	Persentase
1	Kurang dari sama dengan 18 Tahun	0	0
2	Lebih dari 18 Tahun	207	100%
Total		207	100%

No.	Berdomisili di Surabaya	Jumlah	Persentase
1	Ya	207	100%
2	Tidak	0	0
Total		207	100%

No.	Membeli di toko Kettler dan menggunakan Produk Kettler	Jumlah	Persentase
1	Ya	207	100%
2	Tidak	0	0
Total		207	100%

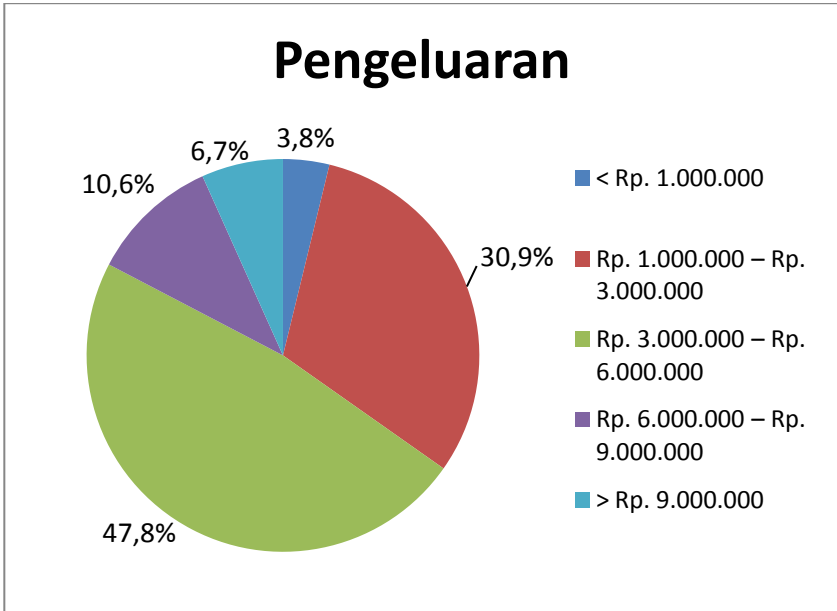
Lampiran 4 Statistik deskriptif

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	207	1	5	3.53	1.218
X1.2	207	1	5	3.56	1.184
X1.3	207	1	5	3.59	1.014
X1.4	207	1	5	3.72	1.032
X1.5	207	1	5	3.54	1.135
X1.6	207	1	5	3.49	1.070
X1.7	207	1	5	3.53	1.202
X1.8	207	1	5	3.59	1.080
Y1.1	207	1	5	3.47	1.210
Y1.2	207	1	5	3.50	1.178
Y1.3	207	1	5	3.41	1.239
Y1.4	207	1	5	3.54	1.226
Y2.1	207	1	5	3.51	1.140
Y2.2	207	1	5	3.51	1.190
Y2.3	207	1	5	3.50	1.182
Y3.1	207	1	5	3.49	1.127
Y3.2	207	1	5	3.56	1.155
Y3.3	207	1	5	3.45	1.143
Y3.4	207	1	5	3.54	1.173
Valid N (listwise)	207				

Lampiran 5 pendapatan

	Freque ncy	Percen t	Valid Percent	Cumulati ve Percent
Vali	1	8	3.9	3.9
d	2	64	30.9	34.8
	3	99	47.8	82.6
	4	22	10.6	93.2
	5	14	6.8	100.0
Tot al	207	100.0	100.0	



Lampiran 6 uji normalitas

DATE: 01/05/2014

TIME: 09:33

PRELIS 2.70

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file D:\SAMUEL\INPUT SEM.PR2:

!PRELIS SYNTAX: Can be edited
SY='D:\SAMUEL\INPUT SEM.PSF'
NS 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19
OU MA=CM XT

Total Sample Size = 207

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.	
X1.1	3.531	1.218	41.718	-0.163	-0.482	1.194	19	5.397
X1.2	3.560	1.184	43.248	-0.152	-0.164	1.269	20	5.551
X1.3	3.594	1.014	50.985	-0.200	0.320	1.096	7	5.511
X1.4	3.725	1.032	51.937	-0.240	-0.435	1.224	6	5.180
X1.5	3.541	1.135	44.885	-0.173	-0.358	1.165	13	5.344
X1.6	3.493	1.070	46.975	-0.166	-0.096	1.051	9	5.408
X1.7	3.531	1.202	42.276	-0.153	-0.372	1.242	20	5.460
X1.8	3.589	1.080	47.835	-0.185	-0.207	1.185	10	5.352
Y1.1	3.469	1.210	41.247	-0.142	-0.417	1.178	20	5.438
Y1.2	3.498	1.178	42.726	-0.162	-0.441	1.117	15	5.345
Y1.3	3.411	1.239	39.613	-0.124	-0.425	1.123	22	5.472

39	Y1.4	3.536	1.226	41.509	-0.159	-0.338	1.015	15	5.435
34	Y2.1	3.512	1.140	44.324	-0.161	-0.332	1.034	11	5.345
31	Y2.2	3.507	1.190	42.402	-0.148	-0.274	1.231	20	5.506
34	Y2.3	3.502	1.182	42.636	-0.158	-0.358	1.133	16	5.408
30	Y3.1	3.488	1.127	44.521	-0.157	-0.332	1.207	15	5.373
40	Y3.2	3.560	1.155	44.336	-0.177	-0.411	0.999	10	5.310
26	Y3.3	3.449	1.143	43.411	-0.154	-0.194	1.111	15	5.470
36	Y3.4	3.536	1.173	43.371	-0.169	-0.362	1.147	15	5.390

Test of Univariate Normality for Continuous Variables

	Skewness	Kurtosis	Skewness and Kurtosis			
Variable	Z-Score	P-Value	Z-Score	P-Value	Chi-Square	P-Value
X1.1	-0.978	0.328	-1.764	0.078	4.068	0.131
X1.2	-0.911	0.362	-0.398	0.690	0.988	0.610
X1.3	-1.195	0.232	1.008	0.313	2.445	0.295
X1.4	-1.427	0.154	-1.528	0.126	4.371	0.112
X1.5	-1.038	0.299	-1.169	0.242	2.445	0.294
X1.6	-0.992	0.321	-0.160	0.873	1.009	0.604
X1.7	-0.918	0.359	-1.233	0.218	2.362	0.307
X1.8	-1.108	0.268	-0.555	0.579	1.536	0.464
Y1.1	-0.851	0.395	-1.439	0.150	2.795	0.247
Y1.2	-0.968	0.333	-1.557	0.119	3.362	0.186
Y1.3	-0.742	0.458	-1.479	0.139	2.738	0.254
Y1.4	-0.954	0.340	-1.083	0.279	2.082	0.353
Y2.1	-0.967	0.333	-1.057	0.291	2.052	0.358
Y2.2	-0.889	0.374	-0.813	0.416	1.452	0.484
Y2.3	-0.948	0.343	-1.170	0.242	2.267	0.322
Y3.1	-0.942	0.346	-1.056	0.291	2.003	0.367
Y3.2	-1.061	0.289	-1.414	0.158	3.123	0.210
Y3.3	-0.925	0.355	-0.507	0.612	1.114	0.573

X1.1	1.483					
X1.2	0.809	1.403				
X1.3	0.809	0.728	1.029			
X1.4	0.839	0.666	0.620	1.065		
X1.5	0.871	0.860	0.708	0.673	1.288	
X1.6	0.880	0.870	0.677	0.565	0.731	1.144
X1.7	0.985	0.962	0.790	0.745	0.840	0.792
X1.8	0.815	0.818	0.730	0.702	0.759	0.680
Y1.1	0.824	0.715	0.641	0.617	0.734	0.679
Y1.2	0.715	0.637	0.506	0.601	0.667	0.587
Y1.3	0.795	0.764	0.541	0.549	0.713	0.774
Y1.4	0.753	0.747	0.592	0.600	0.731	0.688
Y2.1	0.843	0.797	0.659	0.703	0.730	0.739
Y2.2	0.778	0.895	0.675	0.696	0.789	0.766
Y2.3	0.765	0.849	0.705	0.715	0.744	0.725
Y3.1	0.794	0.694	0.568	0.661	0.685	0.671
Y3.2	0.794	0.775	0.711	0.675	0.748	0.740
Y3.3	0.859	0.726	0.588	0.631	0.702	0.699
Y3.4	0.771	0.764	0.563	0.606	0.674	0.690

Covariance Matrix

	X1.7	X1.8	Y1.1	Y1.2	Y1.3	Y1.4
X1.7	1.444					
X1.8	0.773	1.166				
Y1.1	0.702	0.603	1.464			
Y1.2	0.594	0.476	0.920	1.387		
Y1.3	0.768	0.620	0.948	0.925	1.534	
Y1.4	0.749	0.676	0.938	0.890	0.944	1.502
Y2.1	0.847	0.710	0.628	0.524	0.686	0.677
Y2.2	0.803	0.769	0.676	0.475	0.632	0.745
Y2.3	0.791	0.797	0.703	0.537	0.671	0.697
Y3.1	0.667	0.573	0.818	0.836	0.769	0.736
Y3.2	0.893	0.624	0.794	0.772	0.846	0.855
Y3.3	0.790	0.602	0.753	0.700	0.795	0.751
Y3.4	0.723	0.641	0.698	0.712	0.766	0.788

Covariance Matrix

	Y2.1	Y2.2	Y2.3	Y3.1	Y3.2	Y3.3
Y2.1	1.300					
Y2.2	0.860	1.416				
Y2.3	0.858	0.872	1.397			
Y3.1	0.663	0.725	0.646	1.270		
Y3.2	0.799	0.739	0.732	0.834	1.335	
Y3.3	0.738	0.688	0.659	0.887	0.871	1.307
Y3.4	0.765	0.770	0.739	0.921	0.884	0.923

Covariance Matrix

	Y3.4
Y3.4	1.376

Means

	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6
	3.531	3.560	3.594	3.725	3.541	3.493

Means

	X1.7	X1.8	Y1.1	Y1.2	Y1.3	Y1.4
	3.531	3.589	3.469	3.498	3.411	3.536

Means

	Y2.1	Y2.2	Y2.3	Y3.1	Y3.2	Y3.3
	3.512	3.507	3.502	3.488	3.560	3.449

Means

	Y3.4
	3.536

Standard Deviations

X1.1	X1.2	X1.3	X1.4	X1.5	X1.6
-----	-----	-----	-----	-----	-----
1.218	1.184	1.014	1.032	1.135	1.070

Standard Deviations

X1.7	X1.8	Y1.1	Y1.2	Y1.3	Y1.4
-----	-----	-----	-----	-----	-----
1.202	1.080	1.210	1.178	1.239	1.226

Standard Deviations

Y2.1	Y2.2	Y2.3	Y3.1	Y3.2	Y3.3
-----	-----	-----	-----	-----	-----
1.140	1.190	1.182	1.127	1.155	1.143

Standard Deviations

Y3.4

1.173

The Problem used 37288 Bytes (= 0.1% of available workspace)

Lampiran 7 uji validitas

Indikator	Standardized Loading	Cut Off	Keterangan
X1.1	0.81	> 0,7	Valid
X1.2	0.80	> 0,7	Valid
X1.3	0.79	> 0,7	Valid
X1.4	0.75	> 0,7	Valid
X1.5	0.78	> 0,7	Valid
X1.6	0.79	> 0,7	Valid
X1.7	0.80	> 0,7	Valid
X1.8	0.78	> 0,7	Valid
Y1.1	0.80	> 0,7	Valid
Y1.2	0.79	> 0,7	Valid
Y1.3	0.80	> 0,7	Valid
Y1.4	0.79	> 0,7	Valid
Y2.1	0.81	> 0,7	Valid
Y2.2	0.79	> 0,7	Valid
Y2.3	0.78	> 0,7	Valid
Y3.1	0.82	> 0,7	Valid
Y3.2	0.82	> 0,7	Valid
Y3.3	0.82	> 0,7	Valid
Y3.4	0.81	> 0,7	Valid

Lampiran 8 uji RELIABILITAS

Indikator	λ	λ^2	e_i	$\Sigma\lambda$	$(\Sigma\lambda)^2$	$\Sigma(\lambda^2)$	Σe_i	CR	VE
Customer Experience Management				6,3	39,69	4,962	3,038	0,928	0,620
X1.1	0.81	0,656	0,344						
X1.2	0.80	0,64	0,36						
X1.3	0.79	0,624	0,376						
X1.4	0.75	0,562	0,438						
X1.5	0.78	0,608	0,392						
X1.6	0.79	0,624	0,376						
X1.7	0.80	0,64	0,36						
X1.8	0.78	0,608	0,392						
Customer Affection				3,18	10,11	2,528	1,472	0,872	0,632
Y1.1	0.80	0,64	0,36						
Y1.2	0.79	0,624	0,376						
Y1.3	0.80	0,64	0,36						
Y1.4	0.79	0,624	0,376						
Customer Cognition				2,38	5,66	1,89	1,112	0,836	0,630
Y2.1	0.81	0,656	0,344						
Y2.2	0.79	0,624	0,376						
Y2.3	0.78	0,608	0,392						
Customer Satisfaction				3,27	10,67	2,672	1,328	0,889	0,668
Y3.1	0.82	0,672	0,328						
Y3.2	0.82	0,672	0,328						
Y3.3	0.82	0,672	0,328						
Y3.4	0.81	0,656	0,344						

DATE: 6/ 5/2014

TIME: 9:39

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 D:\SAMUEL\req.spl:

KEPUASAN KONSUMEN
OBSERVED VARIABLES X1.1 X1.2 X1.3 X1.4 X1.5 X1.6 X1.7 X1.8
Y1.1 Y1.2 Y1.3 Y1.4 Y2.1 Y2.2 Y2.3 Y3.1 Y3.2 Y3.3 Y3.4
COVARIANCE MATRIX FROM FILE D:\SAMUEL\INPUT.COV
SAMPLE SIZE 207
LATENT VARIABLES EXPERIENCE AFFECTION COGNITION
SATISFAC
RELATIONSHIPS:
X1.1=1*EXPERIENCE
X1.2-X1.8=EXPERIENCE
Y1.1=1*AFFECTION
Y1.2-Y1.4=AFFECTION
Y2.1=1*COGNITION
Y2.2-Y2.3=COGNITION
Y3.1=1*SATISFAC
Y3.2-Y3.4=SATISFAC

AFFECTION=EXPERIENCE
 COGNITION=EXPERIENCE
 SATISFAC=AFFECTION COGNITION
 OPTIONS:SS SC EF RS AD=OFF
 PATH DIAGRAM
 END OF PROGRAM

Sample Size = 207

KEPUASAN KONSUMEN

Covariance Matrix

	Y1.1	Y1.2	Y1.3	Y1.4	Y2.1	Y2.2
Y1.1	1.46					
Y1.2	0.92	1.39				
Y1.3	0.95	0.93	1.53			
Y1.4	0.94	0.89	0.94	1.50		
Y2.1	0.63	0.52	0.69	0.68	1.30	
Y2.2	0.68	0.47	0.63	0.75	0.86	1.42
Y2.3	0.70	0.54	0.67	0.70	0.86	0.87
Y3.1	0.82	0.84	0.77	0.74	0.66	0.73
Y3.2	0.79	0.77	0.85	0.85	0.80	0.74
Y3.3	0.75	0.70	0.79	0.75	0.74	0.69
Y3.4	0.70	0.71	0.77	0.79	0.76	0.77
X1.1	0.82	0.72	0.80	0.75	0.84	0.78
X1.2	0.72	0.64	0.76	0.75	0.80	0.90
X1.3	0.64	0.51	0.54	0.59	0.66	0.68
X1.4	0.62	0.60	0.55	0.60	0.70	0.70
X1.5	0.73	0.67	0.71	0.73	0.73	0.79
X1.6	0.68	0.59	0.77	0.69	0.74	0.77
X1.7	0.70	0.59	0.77	0.75	0.85	0.80
X1.8	0.60	0.48	0.62	0.68	0.71	0.77

Covariance Matrix

	Y2.3	Y3.1	Y3.2	Y3.3	Y3.4	X1.1
Y2.3	1.40					
Y3.1	0.65	1.27				
Y3.2	0.73	0.83	1.33			
Y3.3	0.66	0.89	0.87	1.31		
Y3.4	0.74	0.92	0.88	0.92	1.38	
X1.1	0.77	0.79	0.79	0.86	0.77	1.48
X1.2	0.85	0.69	0.78	0.73	0.76	0.81
X1.3	0.70	0.57	0.71	0.59	0.56	0.81
X1.4	0.72	0.66	0.68	0.63	0.61	0.84
X1.5	0.74	0.69	0.75	0.70	0.67	0.87
X1.6	0.72	0.67	0.74	0.70	0.69	0.88
X1.7	0.79	0.67	0.89	0.79	0.72	0.98
X1.8	0.80	0.57	0.62	0.60	0.64	0.82

Covariance Matrix

	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7
X1.2	1.40					
X1.3	0.73	1.03				
X1.4	0.67	0.62	1.06			
X1.5	0.86	0.71	0.67	1.29		
X1.6	0.87	0.68	0.57	0.73	1.14	
X1.7	0.96	0.79	0.75	0.84	0.79	1.44
X1.8	0.82	0.73	0.70	0.76	0.68	0.77

Covariance Matrix

	X1.8
X1.8	1.17

KEPUASAN KONSUMEN

Number of Iterations = 9

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$Y1.1 = 1.00 * \text{AFFECTIO}, \text{Errorvar.} = 0.52, R^2 = 0.65$$

(0.064)
8.08

$$Y1.2 = 0.96 * \text{AFFECTIO}, \text{Errorvar.} = 0.52, R^2 = 0.62$$

(0.078) (0.063)
12.31 8.28

$$Y1.3 = 1.01 * \text{AFFECTIO}, \text{Errorvar.} = 0.56, R^2 = 0.63$$

(0.081) (0.069)
12.44 8.20

$$Y1.4 = 0.99 * \text{AFFECTIO}, \text{Errorvar.} = 0.57, R^2 = 0.62$$

(0.081) (0.069)
12.31 8.29

$$Y2.1 = 1.00 * \text{COGNITIO}, \text{Errorvar.} = 0.45, R^2 = 0.66$$

(0.055)
8.06

$$Y2.2 = 1.01 * \text{COGNITIO}, \text{Errorvar.} = 0.54, R^2 = 0.62$$

(0.081) (0.064)
12.56 8.39

$$Y2.3 = 1.00 * \text{COGNITIO}, \text{Errorvar.} = 0.55, R^2 = 0.61$$

(0.080) (0.065)
12.39 8.49

$$Y3.1 = 1.00 * \text{SATISFAC}, \text{Errorvar.} = 0.41, R^2 = 0.68$$

(0.050)
8.26

Y3.2 = 1.02*SATISFAC, Errorvar.= 0.44 , R² = 0.67
(0.074) (0.053)
13.71 8.32

Y3.3 = 1.01*SATISFAC, Errorvar.= 0.43 , R² = 0.67
(0.074) (0.052)
13.75 8.30

Y3.4 = 1.03*SATISFAC, Errorvar.= 0.46 , R² = 0.66
(0.076) (0.055)
13.61 8.38

X1.1 = 1.00*EXPERIEN, Errorvar.= 0.51 , R² = 0.65
(0.057)
9.04

X1.2 = 0.96*EXPERIEN, Errorvar.= 0.51 , R² = 0.63
(0.073) (0.056)
13.17 9.13

X1.3 = 0.81*EXPERIEN, Errorvar.= 0.39 , R² = 0.62
(0.063) (0.042)
13.02 9.17

X1.4 = 0.79*EXPERIEN, Errorvar.= 0.46 , R² = 0.57
(0.065) (0.049)
12.21 9.38

X1.5 = 0.90*EXPERIEN, Errorvar.= 0.51 , R² = 0.61
(0.070) (0.055)
12.78 9.24

X1.6 = 0.86*EXPERIEN, Errorvar.= 0.42 , R² = 0.63
(0.066) (0.046)
13.10 9.15

X1.7 = 0.98*EXPERIEN, Errorvar.= 0.52 , R² = 0.64
(0.074) (0.057)
13.27 9.10

X1.8 = 0.86*EXPERIEN, Errorvar.= 0.45 , R² = 0.62
(0.067) (0.049)
12.89 9.21

Structural Equations

AFFECTIO = 0.77*EXPERIEN, Errorvar.= 0.37 , R² = 0.61
(0.076) (0.064)
10.22 5.69

COGNITIO = 0.87*EXPERIEN, Errorvar.= 0.12 , R² = 0.87
 (0.071) (0.035)
 12.31 3.31

SATISFAC = 0.51*AFFECTIO + 0.45*COGNITIO, Errorvar.= 0.15 , R² = 0.83
 (0.080) (0.081) (0.033)
 6.33 5.57 4.44

Reduced Form Equations

AFFECTIO = 0.77*EXPERIEN, Errorvar.= 0.37, R² = 0.61
 (0.076)
 10.22

COGNITIO = 0.87*EXPERIEN, Errorvar.= 0.12, R² = 0.87
 (0.071)
 12.31

SATISFAC = 0.79*EXPERIEN, Errorvar.= 0.26, R² = 0.69
 (0.069)
 11.36

Variances of Independent Variables

EXPERIEN

 0.97
 (0.14)
 6.94

Covariance Matrix of Latent Variables

	AFFECTIO	COGNITIO	SATISFAC	EXPERIEN
AFFECTIO	0.94			
COGNITIO	0.65	0.85		
SATISFAC	0.77	0.72	0.86	
EXPERIEN	0.75	0.85	0.76	0.97

Goodness of Fit Statistics

Degrees of Freedom = 148
 Minimum Fit Function Chi-Square = 217.29 (P = 0.00018)
 Normal Theory Weighted Least Squares Chi-Square = 215.49 (P = 0.00025)
 Estimated Non-centrality Parameter (NCP) = 67.49
 90 Percent Confidence Interval for NCP = (32.31 ; 110.67)

Minimum Fit Function Value = 1.05
 Population Discrepancy Function Value (F0) = 0.33
 90 Percent Confidence Interval for F0 = (0.16 ; 0.54)
 Root Mean Square Error of Approximation (RMSEA) = 0.047

90 Percent Confidence Interval for RMSEA = (0.033 ; 0.060)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.63

Expected Cross-Validation Index (ECVI) = 1.45
90 Percent Confidence Interval for ECVI = (1.28 ; 1.66)
ECVI for Saturated Model = 1.84
ECVI for Independence Model = 53.59

Chi-Square for Independence Model with 171 Degrees of Freedom = 11000.77

Independence AIC = 11038.77
Model AIC = 299.49
Saturated AIC = 380.00
Independence CAIC = 11121.09
Model CAIC = 481.47
Saturated CAIC = 1203.22

Normed Fit Index (NFI) = 0.98
Non-Normed Fit Index (NNFI) = 0.99
Parsimony Normed Fit Index (PNFI) = 0.85
Comparative Fit Index (CFI) = 0.99
Incremental Fit Index (IFI) = 0.99
Relative Fit Index (RFI) = 0.98

Critical N (CN) = 182.02

Root Mean Square Residual (RMR) = 0.046
Standardized RMR = 0.035
Goodness of Fit Index (GFI) = 0.90
Adjusted Goodness of Fit Index (AGFI) = 0.87
Parsimony Goodness of Fit Index (PGFI) = 0.70

KEPUASAN KONSUMEN

Fitted Covariance Matrix

	Y1.1	Y1.2	Y1.3	Y1.4	Y2.1	Y2.2
Y1.1	1.46					
Y1.2	0.90	1.39				
Y1.3	0.96	0.92	1.53			
Y1.4	0.94	0.90	0.95	1.50		
Y2.1	0.65	0.63	0.66	0.65	1.30	
Y2.2	0.66	0.63	0.67	0.66	0.87	1.42
Y2.3	0.65	0.62	0.66	0.65	0.85	0.86
Y3.1	0.77	0.74	0.78	0.77	0.72	0.73
Y3.2	0.79	0.75	0.80	0.78	0.73	0.74
Y3.3	0.78	0.75	0.79	0.78	0.73	0.74
Y3.4	0.80	0.76	0.81	0.79	0.74	0.75
X1.1	0.75	0.72	0.76	0.74	0.85	0.86
X1.2	0.72	0.69	0.73	0.71	0.81	0.82
X1.3	0.61	0.58	0.62	0.61	0.69	0.70
X1.4	0.59	0.57	0.60	0.59	0.67	0.68
X1.5	0.67	0.64	0.68	0.67	0.76	0.77
X1.6	0.65	0.62	0.66	0.64	0.73	0.74
X1.7	0.73	0.70	0.74	0.73	0.83	0.84
X1.8	0.64	0.62	0.65	0.64	0.73	0.74

Fitted Covariance Matrix

	Y2.3	Y3.1	Y3.2	Y3.3	Y3.4	X1.1
Y2.3	1.40					
Y3.1	0.71	1.27				
Y3.2	0.73	0.88	1.34			
Y3.3	0.72	0.87	0.89	1.31		
Y3.4	0.74	0.89	0.91	0.90	1.38	
X1.1	0.84	0.76	0.78	0.77	0.78	1.48
X1.2	0.81	0.73	0.74	0.74	0.75	0.93
X1.3	0.69	0.62	0.63	0.63	0.64	0.79
X1.4	0.67	0.60	0.61	0.61	0.62	0.77
X1.5	0.76	0.68	0.70	0.69	0.71	0.87
X1.6	0.73	0.66	0.67	0.66	0.68	0.84
X1.7	0.82	0.74	0.76	0.75	0.77	0.95
X1.8	0.73	0.65	0.67	0.66	0.67	0.83

Fitted Covariance Matrix

	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7
X1.2	1.40					
X1.3	0.76	1.03				
X1.4	0.73	0.62	1.06			
X1.5	0.84	0.71	0.69	1.29		
X1.6	0.80	0.68	0.66	0.75	1.14	
X1.7	0.91	0.77	0.75	0.85	0.82	1.44
X1.8	0.80	0.68	0.66	0.75	0.72	0.81

Fitted Covariance Matrix

	X1.8
X1.8	1.17

Fitted Residuals

	Y1.1	Y1.2	Y1.3	Y1.4	Y2.1	Y2.2
Y1.1	0.00					
Y1.2	0.02	0.00				
Y1.3	-0.01	0.01	0.00			
Y1.4	0.00	-0.01	-0.01	0.00		
Y2.1	-0.03	-0.10	0.02	0.03	0.00	
Y2.2	0.01	-0.16	-0.04	0.09	-0.01	0.00
Y2.3	0.05	-0.09	0.01	0.05	0.01	0.01
Y3.1	0.04	0.10	-0.01	-0.03	-0.05	0.00
Y3.2	0.01	0.02	0.05	0.07	0.07	0.00
Y3.3	-0.03	-0.05	0.00	-0.03	0.01	-0.05
Y3.4	-0.10	-0.05	-0.04	0.00	0.03	0.02
X1.1	0.07	0.00	0.04	0.01	0.00	-0.08
X1.2	0.00	-0.05	0.04	0.03	-0.01	0.07
X1.3	0.03	-0.08	-0.08	-0.01	-0.03	-0.02
X1.4	0.02	0.04	-0.05	0.01	0.03	0.02
X1.5	0.06	0.02	0.03	0.06	-0.03	0.02
X1.6	0.03	-0.03	0.12	0.05	0.01	0.03
X1.7	-0.03	-0.11	0.03	0.02	0.02	-0.04

X1.8 -0.04 -0.14 -0.03 0.04 -0.02 0.03

Fitted Residuals

	Y2.3	Y3.1	Y3.2	Y3.3	Y3.4	X1.1
Y2.3	0.00					
Y3.1	-0.07	0.00				
Y3.2	0.00	-0.05	0.00			
Y3.3	-0.06	0.02	-0.02	0.00		
Y3.4	0.00	0.03	-0.02	0.02	0.00	
X1.1	-0.08	0.03	0.02	0.09	-0.01	0.00
X1.2	0.04	-0.04	0.03	-0.01	0.01	-0.12
X1.3	0.02	-0.05	0.08	-0.04	-0.08	0.02
X1.4	0.05	0.06	0.06	0.02	-0.01	0.07
X1.5	-0.01	0.00	0.05	0.01	-0.03	0.00
X1.6	0.00	0.01	0.07	0.03	0.01	0.04
X1.7	-0.03	-0.08	0.13	0.04	-0.04	0.04
X1.8	0.07	-0.08	-0.04	-0.06	-0.03	-0.02

Fitted Residuals

	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7
X1.2	0.00					
X1.3	-0.03	0.00				
X1.4	-0.07	0.00	0.00			
X1.5	0.02	0.00	-0.02	0.00		
X1.6	0.07	0.00	-0.10	-0.02	0.00	
X1.7	0.05	0.02	0.00	-0.01	-0.03	0.00
X1.8	0.02	0.05	0.04	0.01	-0.04	-0.04

Fitted Residuals

	X1.8
X1.8	0.00

Summary Statistics for Fitted Residuals

Smallest Fitted Residual = -0.16
 Median Fitted Residual = 0.00
 Largest Fitted Residual = 0.13

Stemleaf Plot

```

-16|0
-14|0
-12|
-10|962
-8|95610
-6|887769840
-4|52109875442211
-2|996643331110098775410
0|888555544322977644433332222221000000000000000
0|233668990000122234677888899
2001133345556670111333345566677
40344578901149
6012780112459
  
```

8|596
10|9
12|4

Standardized Residuals

	Y1.1	Y1.2	Y1.3	Y1.4	Y2.1	Y2.2
Y1.1	--					
Y1.2	0.63	--				
Y1.3	-0.33	0.37	--			
Y1.4	-0.06	-0.26	-0.25	--		
Y2.1	-0.52	-2.00	0.43	0.50	--	
Y2.2	0.21	-2.91	-0.72	1.50	-0.26	--
Y2.3	0.92	-1.57	0.18	0.84	0.26	0.28
Y3.1	1.17	2.53	-0.37	-0.84	-1.43	-0.06
Y3.2	0.14	0.46	1.14	1.72	1.71	-0.07
Y3.3	-0.76	-1.22	0.06	-0.66	0.32	-1.13
Y3.4	-2.45	-1.22	-0.99	-0.10	0.64	0.48
X1.1	1.50	-0.02	0.70	0.17	-0.09	-2.12
X1.2	-0.07	-1.01	0.71	0.65	-0.40	1.91
X1.3	0.72	-1.82	-1.75	-0.33	-1.02	-0.73
X1.4	0.53	0.77	-1.07	0.23	1.04	0.48
X1.5	1.24	0.48	0.60	1.22	-0.88	0.46
X1.6	0.74	-0.68	2.57	0.98	0.29	0.74
X1.7	-0.61	-2.15	0.49	0.41	0.57	-0.96
X1.8	-0.91	-3.07	-0.70	0.75	-0.54	0.86

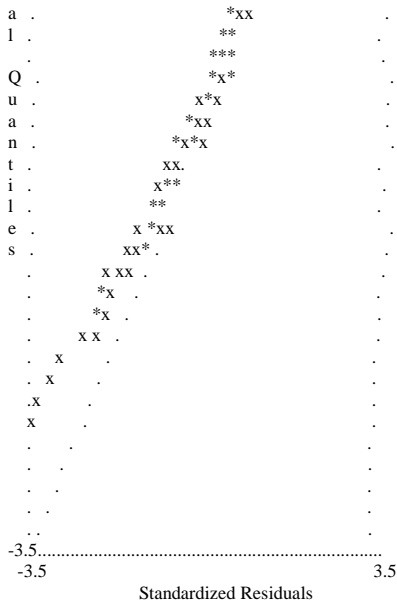
Standardized Residuals

	Y2.3	Y3.1	Y3.2	Y3.3	Y3.4	X1.1
Y2.3	--					
Y3.1	-1.64	-0.65				
Y3.2	0.07	-2.03	-0.65			
Y3.3	-1.49	0.71	-0.81	-0.65		
Y3.4	0.06	1.42	-0.88	1.04	-0.65	
X1.1	-2.03	0.76	0.39	2.02	-0.28	--
X1.2	1.04	-0.83	0.70	-0.28	0.26	-3.80
X1.3	0.53	-1.40	2.04	-1.03	-1.93	0.74
X1.4	1.33	1.47	1.49	0.55	-0.32	2.43
X1.5	-0.39	0.02	1.14	0.23	-0.70	0.01
X1.6	-0.08	0.35	1.74	0.88	0.32	1.55
X1.7	-0.89	-1.80	2.99	0.84	-0.95	1.19
X1.8	1.98	-2.03	-1.06	-1.47	-0.79	-0.61

Standardized Residuals

	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7
X1.2	--					
X1.3	-1.04	--				
X1.4	-2.25	-0.15	--			
X1.5	0.79	-0.06	-0.51	--		
X1.6	2.39	-0.13	-3.45	-0.70	--	
X1.7	1.70	0.68	-0.12	-0.38	-0.88	--
X1.8	0.65	1.98	1.50	0.33	-1.44	-1.39

Standardized Residuals



The Modification Indices Suggest to Add the
 Path to from Decrease in Chi-Square New Estimate
 Y1.2 COGNITIO 9.0 -0.35

The Modification Indices Suggest to Add an Error Covariance
 Between and Decrease in Chi-Square New Estimate
 Y3.1 Y1.2 11.5 0.13
 X1.2 X1.1 14.5 -0.16
 X1.6 X1.4 11.9 -0.12
 X1.7 Y3.2 9.2 0.12

KEPUASAN KONSUMEN

Standardized Solution

LAMBDA-Y

	AFFECTIO	COGNITIO	SATISFAC
Y1.1	0.97	--	--
Y1.2	0.93	--	--
Y1.3	0.98	--	--
Y1.4	0.97	--	--
Y2.1	--	0.92	--
Y2.2	--	0.94	--
Y2.3	--	0.92	--
Y3.1	--	--	0.93
Y3.2	--	--	0.95
Y3.3	--	--	0.94
Y3.4	--	--	0.96

LAMBDA-X

EXPERIEN

X1.1	0.98
X1.2	0.94
X1.3	0.80
X1.4	0.78
X1.5	0.89
X1.6	0.85
X1.7	0.96
X1.8	0.85

BETA

AFFECTIO COGNITIO SATISFAC

AFFECTIO	--	--	--
COGNITIO	--	--	--
SATISFAC	0.53	0.45	--

GAMMA

EXPERIEN

AFFECTIO	0.78
COGNITIO	0.93
SATISFAC	--

Correlation Matrix of ETA and KSI

AFFECTIO COGNITIO SATISFAC EXPERIEN

AFFECTIO	1.00			
COGNITIO	0.73	1.00		
SATISFAC	0.86	0.84	1.00	
EXPERIEN	0.78	0.93	0.83	1.00

PSI

Note: This matrix is diagonal.

AFFECTIO COGNITIO SATISFAC

0.39	0.13	0.17
------	------	------

Regression Matrix ETA on KSI (Standardized)

EXPERIEN

AFFECTIO	0.78
COGNITIO	0.93
SATISFAC	0.83

KEPUASAN KONSUMEN

Completely Standardized Solution

LAMBDA-Y

	AFFECTIO	COGNITIO	SATISFAC
Y1.1	0.80	--	--
Y1.2	0.79	--	--
Y1.3	0.80	--	--
Y1.4	0.79	--	--
Y2.1	--	0.81	--
Y2.2	--	0.79	--
Y2.3	--	0.78	--
Y3.1	--	--	0.82
Y3.2	--	--	0.82
Y3.3	--	--	0.82
Y3.4	--	--	0.81

LAMBDA-X

	EXPERIEN
X1.1	0.81
X1.2	0.80
X1.3	0.79
X1.4	0.75
X1.5	0.78
X1.6	0.79
X1.7	0.80
X1.8	0.78

BETA

	AFFECTIO	COGNITIO	SATISFAC
AFFECTIO	--	--	--
COGNITIO	--	--	--
SATISFAC	0.53	0.45	--

GAMMA

	EXPERIEN
AFFECTIO	0.78
COGNITIO	0.93
SATISFAC	--

Correlation Matrix of ETA and KSI

	AFFECTIO	COGNITIO	SATISFAC	EXPERIEN
AFFECTIO	1.00			
COGNITIO	0.73	1.00		
SATISFAC	0.86	0.84	1.00	
EXPERIEN	0.78	0.93	0.83	1.00

PSI

Note: This matrix is diagonal.

	AFFECTIO	COGNITIO	SATISFAC
	0.39	0.13	0.17

THETA-EPS

Y1.1	Y1.2	Y1.3	Y1.4	Y2.1	Y2.2
-----	-----	-----	-----	-----	-----
0.35	0.38	0.37	0.38	0.34	0.38

THETA-EPS

Y2.3	Y3.1	Y3.2	Y3.3	Y3.4
-----	-----	-----	-----	-----
0.39	0.32	0.33	0.33	0.34

THETA-DELTA

X1.1	X1.2	X1.3	X1.4	X1.5	X1.6
-----	-----	-----	-----	-----	-----
0.35	0.37	0.38	0.43	0.39	0.37

THETA-DELTA

X1.7	X1.8
-----	-----
0.36	0.38

Regression Matrix ETA on KSI (Standardized)

EXPERIEN	

AFFECTIO	0.78
COGNITIO	0.93
SATISFAC	0.83

KEPUASAN KONSUMEN

Total and Indirect Effects

Total Effects of KSI on ETA

EXPERIEN	

AFFECTIO	0.77
(0.08)	
10.22	
COGNITIO	0.87
(0.07)	
12.31	
SATISFAC	0.79
(0.07)	
11.36	

Indirect Effects of KSI on ETA

EXPERIEN

AFFECTIO --
 COGNITIO --
 SATISFAC 0.79
 (0.07)
 11.36

Total Effects of ETA on ETA

	AFFECTIO	COGNITIO	SATISFAC
	-----	-----	-----
AFFECTIO	--	--	--
COGNITIO	--	--	--
SATISFAC	0.51	0.45	--
	(0.08)	(0.08)	
	6.33	5.57	

Largest Eigenvalue of B*B' (Stability Index) is 0.460

Total Effects of ETA on Y

	AFFECTIO	COGNITIO	SATISFAC
	-----	-----	-----
Y1.1	1.00	--	--
Y1.2	0.96	--	--
	(0.08)		
	12.31		
Y1.3	1.01	--	--
	(0.08)		
	12.44		
Y1.4	0.99	--	--
	(0.08)		
	12.31		
Y2.1	--	1.00	--
Y2.2	--	1.01	--
		(0.08)	
		12.56	
Y2.3	--	1.00	--
		(0.08)	
		12.39	
Y3.1	0.51	0.45	1.00
	(0.08)	(0.08)	
	6.33	5.57	

Y3.2	0.52	0.46	1.02
	(0.08)	(0.08)	(0.07)
	6.32	5.56	13.71

Y3.3	0.51	0.46	1.01
	(0.08)	(0.08)	(0.07)
	6.32	5.56	13.75

Y3.4	0.52	0.47	1.03
	(0.08)	(0.08)	(0.08)
	6.31	5.55	13.61

Indirect Effects of ETA on Y

	AFFECTIO	COGNITIO	SATISFAC
	-----	-----	-----
Y1.1	--	--	--
Y1.2	--	--	--
Y1.3	--	--	--
Y1.4	--	--	--
Y2.1	--	--	--
Y2.2	--	--	--
Y2.3	--	--	--
Y3.1	0.51	0.45	--
	(0.08)	(0.08)	
	6.33	5.57	
Y3.2	0.52	0.46	--
	(0.08)	(0.08)	
	6.32	5.56	
Y3.3	0.51	0.46	--
	(0.08)	(0.08)	
	6.32	5.56	
Y3.4	0.52	0.47	--
	(0.08)	(0.08)	
	6.31	5.55	

Total Effects of KSI on Y

	EXPERIEN

Y1.1	0.77

(0.08)
10.22

Y1.2 0.74
(0.07)
10.05

Y1.3 0.78
(0.08)
10.13

Y1.4 0.77
(0.08)
10.05

Y2.1 0.87
(0.07)
12.31

Y2.2 0.89
(0.07)
11.87

Y2.3 0.87
(0.07)
11.72

Y3.1 0.79
(0.07)
11.36

Y3.2 0.80
(0.07)
11.30

Y3.3 0.79
(0.07)
11.32

Y3.4 0.81
(0.07)
11.24

KEPUASAN KONSUMEN

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

EXPERIEN

AFFECTIO 0.78
COGNITIO 0.93
SATISFAC 0.83

Standardized Indirect Effects of KSI on ETA

EXPERIEN		

AFFECTIO	--	
COGNITIO	--	
SATISFAC	0.83	

Standardized Total Effects of ETA on ETA

	AFFECTIO	COGNITIO	SATISFAC

AFFECTIO	--	--	--
COGNITIO	--	--	--
SATISFAC	0.53	0.45	--

Standardized Total Effects of ETA on Y

	AFFECTIO	COGNITIO	SATISFAC

Y1.1	0.97	--	--
Y1.2	0.93	--	--
Y1.3	0.98	--	--
Y1.4	0.97	--	--
Y2.1	--	0.92	--
Y2.2	--	0.94	--
Y2.3	--	0.92	--
Y3.1	0.49	0.42	0.93
Y3.2	0.50	0.43	0.95
Y3.3	0.50	0.42	0.94
Y3.4	0.51	0.43	0.96

Completely Standardized Total Effects of ETA on Y

	AFFECTIO	COGNITIO	SATISFAC

Y1.1	0.80	--	--
Y1.2	0.79	--	--
Y1.3	0.80	--	--
Y1.4	0.79	--	--
Y2.1	--	0.81	--
Y2.2	--	0.79	--
Y2.3	--	0.78	--
Y3.1	0.44	0.37	0.82
Y3.2	0.43	0.37	0.82
Y3.3	0.43	0.37	0.82
Y3.4	0.43	0.37	0.81

Standardized Indirect Effects of ETA on Y

	AFFECTIO	COGNITIO	SATISFAC

Y1.1	--	--	--
Y1.2	--	--	--
Y1.3	--	--	--
Y1.4	--	--	--
Y2.1	--	--	--
Y2.2	--	--	--
Y2.3	--	--	--

Y3.1	0.49	0.42	--
Y3.2	0.50	0.43	--
Y3.3	0.50	0.42	--
Y3.4	0.51	0.43	--

Completely Standardized Indirect Effects of ETA on Y

	AFFECTIO	COGNITIO	SATISFAC
Y1.1	--	--	--
Y1.2	--	--	--
Y1.3	--	--	--
Y1.4	--	--	--
Y2.1	--	--	--
Y2.2	--	--	--
Y2.3	--	--	--
Y3.1	0.44	0.37	--
Y3.2	0.43	0.37	--
Y3.3	0.43	0.37	--
Y3.4	0.43	0.37	--

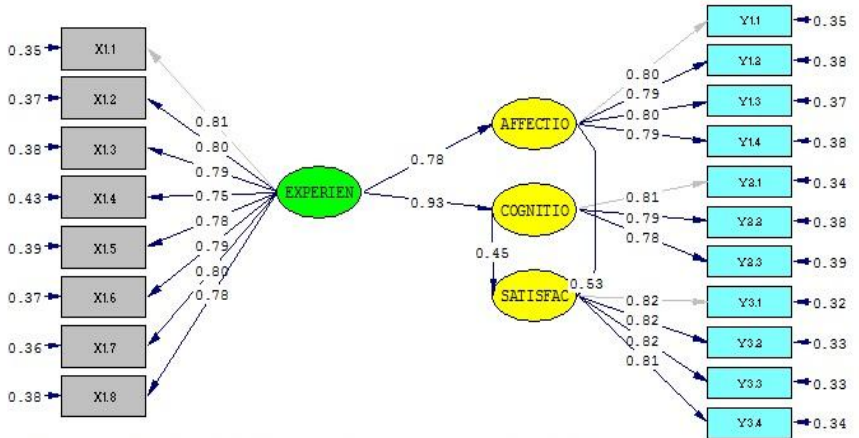
Standardized Total Effects of KSI on Y

EXPERIEN	
Y1.1	0.76
Y1.2	0.73
Y1.3	0.77
Y1.4	0.76
Y2.1	0.86
Y2.2	0.87
Y2.3	0.86
Y3.1	0.77
Y3.2	0.79
Y3.3	0.78
Y3.4	0.80

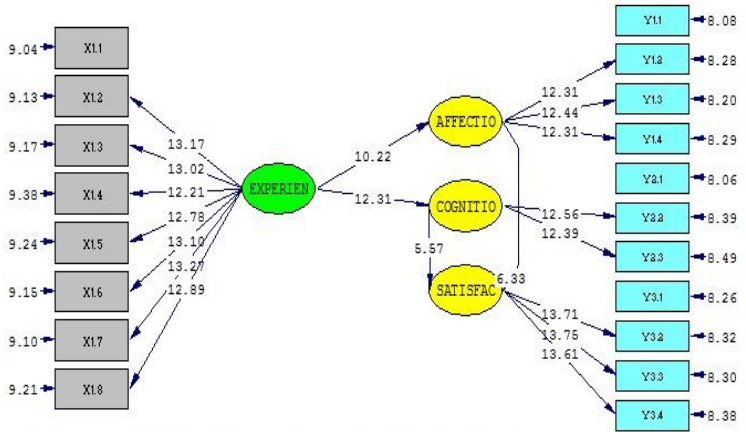
Completely Standardized Total Effects of KSI on Y

EXPERIEN	
Y1.1	0.63
Y1.2	0.62
Y1.3	0.62
Y1.4	0.62
Y2.1	0.75
Y2.2	0.73
Y2.3	0.73
Y3.1	0.69
Y3.2	0.68
Y3.3	0.68
Y3.4	0.68

Time used: 0.078 Seconds



Chi-Square=215.49, df=148, P-value=0.00025, RMSEA=0.047



Chi-Square=215.49, df=148, P-value=0.00025, RMSEA=0.047

