

LAMPIRAN 1 KUESIONER

No:

Sehubungan dengan pemenuhan persyaratan tugas akhir, saya selaku mahasiswa Universitas Katolik Widya Mandala Surabaya dengan ini mengharapkan kesediaan anda untuk mengisi kuesioner mengenai: “Pengaruh *Service Quality* Terhadap *Customer Loyalty* melalui *Brand Equity* dan *Customer Satisfaction* pada Maskapai Penerbangan Air Asia di Surabaya.”

Hormat saya,
Alfonsus Liguori David

Bagian I

Pertanyaan yang berhubungan dengan karakteristik responden. Berilah **tanda silang (X)** sesuai dengan pilihan anda.

1. Berapa usia anda saat ini?

- a. 15 th s/d 27 th
- b. 28 th s/d 40 th
- c. 41 th s/d 52 th
- d. 53 th s/d 64 th

2. Berapa kali anda pernah menggunakan Maskapai Penerbangan Air Asia selama ini?

- a. 1 kali
- b. > 1 kali (..... kali)

3. Sebutkan tempat tinggal anda?

- a. Surabaya
- b. Luar Surabaya (Jakarta, Bali,.....)

4. Sebutkan jenis kelamin anda?

- a. Pria
- b. Wanita

Bagian II

Pernyataan yang berkaitan dengan variabel *Service Quality*, *Brand Equity*, *Customer Satisfaction* dan *Customer Loyalty*.

Petunjuk:

Berilah **tanda centang** (✓) pada salah satu jawaban yang Anda pilih:

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

<i>Service Quality (X)</i>						
NO	PERNYATAAN	STS	TS	N	S	SS
1	Menurut saya, harga tiket Air Asia murah dan terjangkau					
2	Menurut saya, maskapai penerbangan Air Asia memiliki karakteristik yang baik					
3	Menurut saya, pramugari dan pilot maskapai penerbangan Air Asia cepat tanggap ketika penumpang memiliki keluhan kesah dan masalah					
4	Menurut saya, proses reservasi dan pembelian tiket Air Asia mudah					
5	Menurut saya, Air Asia merupakan maskapai penerbangan yang tepat waktu					

<i>Brand Equity (Y1)</i>						
NO	PERNYATAAN	STS	TS	N	S	SS
1	Saya selalu mengenali simbol, logo dan atribut dari maskapai penerbangan Air Asia.					
2	Saya selalu menganggap bahwa maskapai penerbangan Air Asia memiliki citra yang baik untuk bidang transportasi penerbangan.					
3	Saya selalu yakin bahwa maskapai					

	penerbangan Air Asia memiliki kualitas pelayanan yang baik dari pramugari maupun pilot.					
4	Saya selalu memilih maskapai penerbangan Air Asia menjadi pilihan utama sebagai transportasi penerbangan.					

<i>Customer Satisfaction (Y2)</i>						
NO	PERNYATAAN	STS	TS	N	S	SS
1	Saya merasa puas dengan layanan informasi pilot dan pramugari maskapai penerbangan Air Asia.					
2	Saya merasa puas dengan fasilitas (AC, toilet, tempat duduk) maskapai penerbangan Air Asia.					
3	Saya merasa puas menjadi pelanggan maskapai penerbangan Air Asia dibandingkan menjadi pelanggan maskapai penerbangan lain.					

<i>Customer Loyalty (Y3)</i>						
NO	PERNYATAAN	STS	TS	N	S	SS
1	Saya akan berkata hal-hal yang positif tentang maskapai penerbangan Air Asia kepada orang lain.					
2	Saya akan berniat untuk tetap menjadi penumpang maskapai penerbangan Air Asia pada masa yang akan datang.					
3	Saya akan merekomendasikan maskapai penerbangan Air Asia kepada seseorang yang meminta saran.					

----- Terima kasih -----

Lampiran 2

Tabulasi

No	SQ1	SQ2	SQ3	SQ4	SQ5	BE1	BE2	BE3	BE4
1	3.00	3.00	3.00	3.00	4.00	3.00	2.00	3.00	3.00
2	3.00	3.00	3.00	4.00	4.00	4.00	2.00	4.00	3.00
3	3.00	3.00	2.00	3.00	3.00	3.00	2.00	3.00	4.00
4	2.00	3.00	2.00	3.00	3.00	3.00	2.00	3.00	2.00
5	4.00	4.00	3.00	5.00	5.00	5.00	4.00	4.00	4.00
6	3.00	3.00	3.00	3.00	3.00	4.00	3.00	2.00	3.00
7	4.00	4.00	4.00	3.00	4.00	3.00	3.00	4.00	4.00
8	4.00	3.00	3.00	3.00	3.00	5.00	3.00	3.00	2.00
9	4.00	3.00	3.00	3.00	4.00	3.00	2.00	5.00	3.00
10	4.00	4.00	4.00	4.00	4.00	5.00	3.00	4.00	5.00
11	5.00	4.00	5.00	4.00	4.00	3.00	4.00	4.00	5.00
12	4.00	4.00	4.00	4.00	4.00	3.00	4.00	5.00	3.00
13	4.00	4.00	4.00	3.00	4.00	3.00	2.00	4.00	2.00
14	4.00	3.00	4.00	5.00	4.00	4.00	2.00	3.00	3.00
15	5.00	5.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00
16	4.00	3.00	3.00	3.00	4.00	3.00	4.00	4.00	3.00
17	5.00	4.00	5.00	4.00	5.00	4.00	3.00	4.00	3.00
18	3.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	4.00
19	4.00	4.00	3.00	4.00	3.00	3.00	4.00	4.00	4.00
20	3.00	3.00	4.00	4.00	3.00	3.00	3.00	2.00	4.00
21	3.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00
22	4.00	4.00	3.00	5.00	5.00	5.00	2.00	2.00	2.00
23	4.00	3.00	4.00	4.00	5.00	5.00	2.00	4.00	3.00
24	5.00	4.00	4.00	5.00	4.00	5.00	3.00	3.00	3.00
25	4.00	4.00	3.00	3.00	3.00	3.00	4.00	4.00	5.00
26	5.00	4.00	5.00	4.00	4.00	3.00	3.00	3.00	3.00
27	3.00	2.00	2.00	4.00	4.00	5.00	4.00	4.00	3.00
28	4.00	4.00	3.00	3.00	3.00	4.00	3.00	4.00	4.00
29	4.00	3.00	3.00	3.00	3.00	3.00	2.00	2.00	2.00
30	4.00	4.00	4.00	5.00	4.00	4.00	2.00	2.00	2.00
31	3.00	4.00	3.00	5.00	4.00	4.00	2.00	2.00	2.00
32	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00
33	5.00	5.00	5.00	5.00	4.00	4.00	3.00	4.00	5.00

34	3.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	3.00
35	2.00	3.00	2.00	5.00	4.00	4.00	2.00	2.00	4.00
36	5.00	4.00	4.00	5.00	4.00	5.00	4.00	5.00	4.00
37	4.00	3.00	3.00	3.00	3.00	3.00	2.00	2.00	2.00
38	3.00	3.00	3.00	3.00	4.00	3.00	4.00	4.00	5.00
39	3.00	3.00	4.00	4.00	4.00	4.00	3.00	4.00	3.00
40	3.00	2.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00
41	5.00	5.00	5.00	5.00	5.00	4.00	4.00	5.00	4.00
42	5.00	5.00	5.00	4.00	5.00	5.00	4.00	4.00	4.00
43	5.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00
44	4.00	4.00	5.00	5.00	5.00	5.00	4.00	4.00	4.00
45	3.00	4.00	3.00	4.00	4.00	4.00	3.00	3.00	3.00
46	3.00	3.00	3.00	4.00	4.00	4.00	4.00	3.00	4.00
47	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00
48	3.00	3.00	2.00	4.00	4.00	4.00	4.00	4.00	4.00
49	5.00	4.00	4.00	4.00	3.00	3.00	3.00	3.00	4.00
50	5.00	5.00	5.00	5.00	5.00	5.00	4.00	5.00	5.00
51	4.00	3.00	3.00	4.00	3.00	4.00	4.00	3.00	4.00
52	4.00	3.00	4.00	3.00	3.00	3.00	4.00	4.00	4.00
53	3.00	3.00	3.00	4.00	4.00	3.00	3.00	3.00	3.00
54	3.00	4.00	3.00	4.00	4.00	3.00	3.00	3.00	3.00
55	3.00	2.00	2.00	2.00	2.00	3.00	4.00	4.00	3.00
56	2.00	2.00	1.00	4.00	4.00	3.00	2.00	2.00	3.00
57	2.00	2.00	1.00	4.00	4.00	4.00	2.00	3.00	3.00
58	5.00	4.00	4.00	4.00	3.00	3.00	2.00	2.00	2.00
59	3.00	3.00	3.00	4.00	4.00	4.00	3.00	4.00	3.00
60	4.00	4.00	4.00	4.00	5.00	3.00	4.00	4.00	4.00
61	2.00	2.00	1.00	3.00	3.00	3.00	3.00	2.00	3.00
62	3.00	3.00	3.00	3.00	3.00	3.00	4.00	2.00	3.00
63	3.00	3.00	2.00	3.00	3.00	3.00	4.00	4.00	3.00
64	5.00	4.00	5.00	4.00	4.00	4.00	3.00	4.00	5.00
65	3.00	3.00	3.00	4.00	4.00	4.00	3.00	4.00	3.00
66	1.00	2.00	1.00	4.00	4.00	3.00	3.00	3.00	3.00
67	4.00	4.00	4.00	5.00	4.00	5.00	4.00	4.00	4.00
68	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
69	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
70	5.00	4.00	5.00	3.00	3.00	4.00	3.00	2.00	3.00
71	3.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00
72	3.00	3.00	3.00	3.00	4.00	4.00	3.00	3.00	3.00

73	3.00	3.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00
74	5.00	5.00	5.00	3.00	3.00	3.00	4.00	4.00	4.00
75	4.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	4.00
76	4.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00	4.00
77	4.00	3.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00
78	3.00	3.00	3.00	3.00	4.00	3.00	4.00	3.00	3.00
79	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00
80	4.00	4.00	5.00	4.00	4.00	4.00	3.00	3.00	3.00
81	4.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	3.00
82	4.00	4.00	5.00	4.00	4.00	4.00	4.00	5.00	5.00
83	5.00	5.00	4.00	3.00	4.00	4.00	4.00	5.00	4.00
84	5.00	4.00	5.00	5.00	4.00	4.00	4.00	4.00	5.00
85	4.00	5.00	5.00	4.00	5.00	4.00	4.00	4.00	4.00
86	3.00	3.00	3.00	4.00	4.00	3.00	4.00	5.00	4.00
87	3.00	3.00	4.00	5.00	3.00	3.00	4.00	4.00	4.00
88	3.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00
89	4.00	4.00	4.00	3.00	4.00	4.00	4.00	3.00	4.00
90	3.00	3.00	3.00	4.00	4.00	3.00	3.00	3.00	4.00
91	3.00	3.00	3.00	4.00	4.00	3.00	4.00	5.00	5.00
92	4.00	4.00	4.00	4.00	3.00	4.00	3.00	3.00	3.00
93	4.00	4.00	5.00	4.00	5.00	4.00	4.00	5.00	4.00
94	4.00	4.00	4.00	5.00	5.00	5.00	4.00	5.00	4.00
95	5.00	5.00	5.00	4.00	5.00	4.00	5.00	5.00	4.00
96	5.00	4.00	5.00	3.00	4.00	4.00	5.00	4.00	5.00
97	4.00	5.00	5.00	4.00	4.00	4.00	4.00	5.00	5.00
98	4.00	5.00	4.00	2.00	3.00	3.00	4.00	3.00	3.00
99	4.00	4.00	4.00	3.00	3.00	3.00	4.00	3.00	3.00
100	4.00	4.00	4.00	3.00	4.00	4.00	4.00	3.00	4.00
101	5.00	4.00	4.00	3.00	4.00	3.00	3.00	3.00	3.00
102	5.00	4.00	4.00	5.00	5.00	5.00	2.00	2.00	2.00
103	4.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00	2.00
104	4.00	4.00	4.00	5.00	4.00	5.00	3.00	3.00	3.00
105	4.00	4.00	4.00	3.00	3.00	4.00	2.00	2.00	2.00
106	3.00	3.00	3.00	3.00	4.00	3.00	3.00	4.00	4.00
107	3.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00
108	4.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00	3.00
109	4.00	3.00	4.00	3.00	3.00	3.00	4.00	4.00	4.00
110	2.00	2.00	1.00	3.00	3.00	3.00	3.00	3.00	3.00
111	1.00	2.00	1.00	4.00	4.00	3.00	2.00	2.00	2.00

112	4.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	2.00
113	3.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	2.00
114	3.00	3.00	4.00	3.00	4.00	3.00	3.00	3.00	2.00
115	3.00	4.00	3.00	5.00	4.00	4.00	3.00	3.00	3.00
116	4.00	4.00	4.00	4.00	3.00	3.00	3.00	2.00	3.00
117	4.00	3.00	4.00	3.00	3.00	3.00	4.00	4.00	4.00
118	4.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00
119	4.00	4.00	3.00	3.00	3.00	3.00	4.00	4.00	4.00
120	4.00	4.00	4.00	4.00	5.00	4.00	2.00	3.00	3.00
121	3.00	3.00	2.00	4.00	4.00	5.00	3.00	3.00	4.00
122	2.00	3.00	2.00	5.00	4.00	4.00	4.00	4.00	4.00
123	4.00	3.00	3.00	4.00	4.00	5.00	4.00	4.00	4.00
124	4.00	3.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00
125	4.00	4.00	3.00	4.00	3.00	3.00	3.00	3.00	2.00
126	3.00	4.00	2.00	4.00	3.00	3.00	2.00	2.00	2.00
127	3.00	2.00	2.00	3.00	3.00	4.00	3.00	3.00	3.00
128	3.00	3.00	3.00	4.00	3.00	3.00	4.00	4.00	4.00
129	3.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00
130	2.00	2.00	2.00	3.00	3.00	3.00	3.00	3.00	4.00
131	3.00	3.00	2.00	4.00	4.00	4.00	2.00	3.00	3.00
132	1.00	1.00	1.00	2.00	2.00	2.00	4.00	4.00	4.00
133	3.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	4.00
134	1.00	2.00	1.00	2.00	2.00	2.00	3.00	4.00	4.00
135	2.00	3.00	3.00	3.00	2.00	3.00	2.00	2.00	2.00
136	3.00	4.00	4.00	3.00	3.00	3.00	2.00	2.00	2.00
137	3.00	3.00	2.00	2.00	3.00	3.00	3.00	4.00	3.00
138	3.00	3.00	4.00	4.00	4.00	4.00	2.00	3.00	3.00
139	2.00	1.00	1.00	3.00	2.00	3.00	3.00	3.00	3.00
140	3.00	3.00	3.00	4.00	4.00	4.00	3.00	3.00	4.00
141	4.00	3.00	3.00	3.00	4.00	4.00	4.00	5.00	5.00
142	3.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00
143	2.00	2.00	2.00	2.00	2.00	2.00	3.00	3.00	3.00
144	2.00	2.00	2.00	3.00	3.00	3.00	4.00	4.00	3.00
145	4.00	3.00	3.00	4.00	3.00	4.00	4.00	3.00	4.00
146	2.00	2.00	1.00	2.00	3.00	2.00	1.00	1.00	1.00
147	3.00	2.00	2.00	3.00	3.00	3.00	1.00	1.00	3.00
148	3.00	2.00	4.00	3.00	3.00	4.00	3.00	3.00	3.00
149	2.00	2.00	1.00	3.00	3.00	3.00	3.00	3.00	3.00
150	1.00	2.00	1.00	4.00	4.00	3.00	2.00	2.00	2.00

151	2.00	3.00	2.00	3.00	2.00	3.00	3.00	3.00	4.00
152	4.00	4.00	4.00	3.00	4.00	4.00	4.00	3.00	3.00
153	4.00	3.00	4.00	3.00	4.00	4.00	3.00	4.00	3.00
154	2.00	3.00	3.00	5.00	5.00	5.00	4.00	4.00	5.00
155	3.00	3.00	3.00	3.00	3.00	4.00	3.00	2.00	3.00
156	5.00	4.00	4.00	3.00	4.00	3.00	4.00	4.00	4.00
157	5.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	3.00
158	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
159	4.00	4.00	4.00	4.00	4.00	4.00	2.00	3.00	3.00
160	4.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	4.00
161	3.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00
162	3.00	4.00	3.00	5.00	4.00	4.00	4.00	4.00	4.00
163	4.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00
164	4.00	3.00	4.00	4.00	4.00	3.00	4.00	3.00	4.00
165	2.00	2.00	1.00	5.00	3.00	3.00	2.00	2.00	2.00
166	1.00	2.00	1.00	3.00	4.00	4.00	3.00	3.00	3.00
167	4.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00
168	3.00	3.00	3.00	4.00	4.00	3.00	3.00	3.00	3.00
169	3.00	3.00	4.00	4.00	4.00	3.00	3.00	3.00	4.00
170	3.00	4.00	3.00	4.00	3.00	4.00	3.00	3.00	3.00
171	4.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00
172	4.00	3.00	4.00	5.00	5.00	5.00	4.00	4.00	4.00
173	4.00	3.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00
174	4.00	4.00	3.00	5.00	5.00	5.00	2.00	4.00	5.00
175	4.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00	3.00
176	3.00	3.00	2.00	4.00	4.00	4.00	3.00	3.00	3.00
177	2.00	3.00	2.00	4.00	4.00	4.00	2.00	3.00	3.00
178	4.00	3.00	3.00	4.00	4.00	4.00	3.00	3.00	3.00
179	4.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	4.00
180	4.00	4.00	3.00	5.00	5.00	5.00	4.00	5.00	5.00
181	3.00	4.00	2.00	4.00	3.00	4.00	4.00	4.00	4.00
182	3.00	2.00	2.00	3.00	3.00	4.00	4.00	4.00	4.00
183	3.00	3.00	3.00	4.00	4.00	3.00	4.00	4.00	4.00
184	3.00	3.00	2.00	4.00	4.00	3.00	3.00	3.00	3.00
185	4.00	5.00	5.00	2.00	2.00	3.00	5.00	5.00	4.00
186	3.00	3.00	2.00	4.00	4.00	3.00	3.00	3.00	3.00
187	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00
188	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	4.00
189	1.00	2.00	1.00	4.00	4.00	4.00	4.00	5.00	5.00

190	2.00	3.00	3.00	2.00	1.00	2.00	3.00	3.00	3.00
191	2.00	3.00	3.00	4.00	5.00	3.00	4.00	3.00	4.00
192	3.00	4.00	4.00	3.00	3.00	3.00	4.00	4.00	4.00
193	3.00	3.00	2.00	3.00	3.00	4.00	4.00	4.00	5.00
194	3.00	3.00	4.00	3.00	3.00	3.00	3.00	4.00	3.00
195	5.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00	3.00
196	5.00	5.00	5.00	4.00	4.00	5.00	5.00	4.00	5.00
197	4.00	3.00	3.00	4.00	4.00	4.00	4.00	3.00	3.00
198	3.00	4.00	4.00	5.00	4.00	5.00	3.00	4.00	4.00
199	2.00	2.00	2.00	3.00	3.00	3.00	2.00	4.00	2.00
200	2.00	2.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00

No	CS1	CS2	CS3	CL1	CL2	CL3
1	4.00	4.00	3.00	2.00	2.00	2.00
2	4.00	3.00	4.00	3.00	3.00	3.00
3	4.00	4.00	4.00	3.00	3.00	3.00
4	4.00	4.00	4.00	3.00	3.00	3.00
5	4.00	4.00	4.00	5.00	4.00	4.00
6	4.00	3.00	4.00	4.00	3.00	3.00
7	4.00	4.00	5.00	5.00	4.00	3.00
8	4.00	5.00	4.00	2.00	2.00	2.00
9	4.00	4.00	4.00	3.00	2.00	3.00
10	5.00	4.00	5.00	5.00	4.00	5.00
11	4.00	4.00	4.00	5.00	4.00	5.00
12	4.00	4.00	4.00	3.00	3.00	3.00
13	4.00	4.00	4.00	2.00	2.00	2.00
14	4.00	4.00	3.00	3.00	3.00	3.00
15	4.00	4.00	5.00	3.00	3.00	4.00
16	5.00	4.00	5.00	3.00	3.00	3.00
17	4.00	4.00	4.00	5.00	4.00	4.00
18	4.00	4.00	4.00	3.00	3.00	3.00
19	5.00	5.00	4.00	3.00	4.00	3.00
20	4.00	5.00	5.00	3.00	4.00	3.00
21	4.00	4.00	3.00	3.00	3.00	3.00
22	2.00	3.00	3.00	3.00	3.00	3.00
23	4.00	3.00	4.00	3.00	4.00	3.00
24	4.00	4.00	4.00	3.00	3.00	3.00
25	4.00	4.00	4.00	4.00	4.00	4.00

26	4.00	3.00	4.00	3.00	3.00	3.00
27	5.00	3.00	4.00	4.00	4.00	4.00
28	4.00	4.00	4.00	5.00	5.00	4.00
29	3.00	4.00	4.00	3.00	4.00	4.00
30	4.00	4.00	4.00	4.00	4.00	5.00
31	4.00	3.00	4.00	3.00	4.00	4.00
32	4.00	5.00	4.00	5.00	5.00	4.00
33	4.00	4.00	4.00	4.00	4.00	4.00
34	5.00	4.00	5.00	5.00	4.00	5.00
35	3.00	4.00	4.00	3.00	3.00	4.00
36	4.00	3.00	4.00	3.00	4.00	4.00
37	3.00	3.00	4.00	3.00	4.00	4.00
38	4.00	4.00	3.00	3.00	3.00	3.00
39	2.00	3.00	2.00	3.00	2.00	2.00
40	4.00	4.00	5.00	3.00	3.00	3.00
41	5.00	4.00	5.00	5.00	4.00	5.00
42	5.00	5.00	5.00	4.00	5.00	4.00
43	5.00	5.00	4.00	4.00	4.00	5.00
44	5.00	4.00	5.00	5.00	5.00	5.00
45	4.00	3.00	4.00	4.00	3.00	4.00
46	4.00	4.00	4.00	4.00	4.00	4.00
47	4.00	5.00	4.00	4.00	5.00	4.00
48	3.00	3.00	4.00	3.00	3.00	3.00
49	4.00	4.00	3.00	3.00	3.00	3.00
50	5.00	4.00	5.00	4.00	5.00	5.00
51	4.00	3.00	4.00	3.00	4.00	4.00
52	4.00	4.00	5.00	3.00	3.00	3.00
53	3.00	3.00	3.00	3.00	4.00	4.00
54	4.00	3.00	4.00	3.00	3.00	3.00
55	4.00	3.00	4.00	3.00	3.00	3.00
56	3.00	3.00	3.00	3.00	3.00	3.00
57	3.00	3.00	4.00	3.00	3.00	3.00
58	3.00	4.00	4.00	3.00	3.00	3.00
59	2.00	2.00	3.00	3.00	3.00	3.00
60	2.00	3.00	3.00	3.00	3.00	3.00
61	2.00	3.00	3.00	3.00	3.00	4.00
62	4.00	4.00	5.00	3.00	3.00	3.00
63	4.00	3.00	4.00	4.00	4.00	4.00
64	4.00	4.00	4.00	4.00	4.00	4.00

65	2.00	2.00	3.00	3.00	3.00	3.00
66	4.00	3.00	3.00	3.00	3.00	3.00
67	3.00	3.00	3.00	5.00	4.00	5.00
68	4.00	4.00	5.00	3.00	3.00	3.00
69	4.00	4.00	4.00	3.00	3.00	3.00
70	3.00	2.00	2.00	3.00	3.00	3.00
71	4.00	4.00	4.00	3.00	3.00	3.00
72	4.00	3.00	4.00	3.00	3.00	3.00
73	4.00	4.00	4.00	3.00	4.00	3.00
74	4.00	4.00	4.00	5.00	4.00	5.00
75	4.00	4.00	4.00	5.00	4.00	5.00
76	4.00	4.00	4.00	5.00	4.00	5.00
77	4.00	4.00	4.00	3.00	3.00	3.00
78	4.00	5.00	4.00	3.00	3.00	3.00
79	5.00	4.00	4.00	4.00	4.00	5.00
80	4.00	3.00	3.00	3.00	3.00	3.00
81	4.00	3.00	4.00	3.00	3.00	3.00
82	3.00	4.00	4.00	5.00	4.00	5.00
83	4.00	4.00	4.00	5.00	4.00	5.00
84	4.00	3.00	4.00	5.00	4.00	5.00
85	3.00	4.00	4.00	5.00	4.00	5.00
86	4.00	4.00	4.00	5.00	4.00	5.00
87	4.00	4.00	3.00	5.00	4.00	5.00
88	5.00	4.00	5.00	5.00	4.00	5.00
89	5.00	4.00	5.00	3.00	3.00	3.00
90	4.00	4.00	4.00	3.00	3.00	3.00
91	4.00	5.00	4.00	5.00	4.00	5.00
92	4.00	4.00	5.00	4.00	3.00	3.00
93	5.00	5.00	5.00	5.00	4.00	5.00
94	4.00	4.00	5.00	5.00	4.00	5.00
95	4.00	4.00	5.00	5.00	4.00	5.00
96	4.00	4.00	5.00	5.00	4.00	5.00
97	5.00	5.00	4.00	5.00	4.00	5.00
98	5.00	4.00	4.00	3.00	3.00	3.00
99	5.00	4.00	4.00	3.00	3.00	3.00
100	5.00	4.00	4.00	3.00	3.00	3.00
101	4.00	5.00	5.00	3.00	3.00	3.00
102	5.00	4.00	4.00	4.00	5.00	5.00
103	5.00	4.00	4.00	4.00	4.00	5.00

104	5.00	5.00	4.00	5.00	4.00	5.00
105	4.00	4.00	4.00	3.00	3.00	4.00
106	4.00	4.00	3.00	3.00	3.00	4.00
107	4.00	4.00	4.00	4.00	4.00	4.00
108	4.00	4.00	4.00	3.00	4.00	4.00
109	4.00	4.00	4.00	3.00	4.00	3.00
110	3.00	3.00	3.00	3.00	4.00	3.00
111	2.00	3.00	2.00	3.00	3.00	3.00
112	3.00	3.00	3.00	3.00	3.00	3.00
113	3.00	3.00	3.00	3.00	3.00	3.00
114	4.00	3.00	3.00	3.00	4.00	3.00
115	4.00	4.00	4.00	4.00	4.00	4.00
116	4.00	4.00	4.00	3.00	4.00	4.00
117	4.00	4.00	4.00	3.00	4.00	3.00
118	4.00	3.00	4.00	4.00	3.00	4.00
119	4.00	4.00	4.00	3.00	4.00	4.00
120	4.00	3.00	4.00	3.00	3.00	4.00
121	4.00	4.00	4.00	3.00	3.00	3.00
122	3.00	3.00	3.00	3.00	3.00	3.00
123	3.00	3.00	2.00	3.00	3.00	3.00
124	2.00	3.00	3.00	3.00	3.00	3.00
125	3.00	3.00	3.00	3.00	3.00	3.00
126	3.00	3.00	3.00	3.00	4.00	3.00
127	4.00	3.00	4.00	3.00	4.00	4.00
128	4.00	4.00	4.00	3.00	4.00	3.00
129	3.00	4.00	4.00	3.00	3.00	3.00
130	3.00	3.00	3.00	3.00	3.00	3.00
131	2.00	2.00	2.00	2.00	2.00	2.00
132	2.00	1.00	1.00	2.00	2.00	2.00
133	3.00	3.00	4.00	3.00	3.00	3.00
134	3.00	2.00	3.00	3.00	3.00	3.00
135	3.00	3.00	4.00	3.00	3.00	3.00
136	4.00	4.00	4.00	5.00	4.00	5.00
137	3.00	2.00	3.00	3.00	3.00	3.00
138	4.00	5.00	4.00	4.00	4.00	5.00
139	2.00	3.00	3.00	3.00	3.00	3.00
140	4.00	4.00	5.00	4.00	4.00	5.00
141	4.00	3.00	4.00	3.00	3.00	3.00
142	4.00	3.00	4.00	3.00	3.00	3.00

143	3.00	3.00	3.00	3.00	3.00	3.00
144	4.00	3.00	4.00	3.00	3.00	3.00
145	3.00	3.00	4.00	3.00	3.00	3.00
146	2.00	2.00	3.00	2.00	2.00	2.00
147	4.00	4.00	3.00	2.00	2.00	2.00
148	3.00	4.00	3.00	3.00	3.00	3.00
149	3.00	3.00	3.00	3.00	4.00	3.00
150	2.00	3.00	2.00	3.00	3.00	3.00
151	2.00	2.00	2.00	3.00	3.00	2.00
152	4.00	4.00	4.00	3.00	3.00	3.00
153	4.00	3.00	5.00	3.00	3.00	4.00
154	4.00	5.00	4.00	4.00	4.00	5.00
155	3.00	4.00	3.00	3.00	4.00	3.00
156	4.00	4.00	4.00	5.00	4.00	4.00
157	2.00	2.00	3.00	4.00	3.00	3.00
158	4.00	3.00	3.00	5.00	4.00	3.00
159	3.00	3.00	3.00	2.00	2.00	2.00
160	4.00	4.00	5.00	3.00	2.00	3.00
161	4.00	4.00	4.00	5.00	4.00	5.00
162	3.00	2.00	2.00	5.00	4.00	5.00
163	4.00	4.00	4.00	3.00	3.00	3.00
164	4.00	3.00	4.00	2.00	2.00	2.00
165	4.00	4.00	4.00	3.00	3.00	3.00
166	4.00	4.00	4.00	3.00	3.00	4.00
167	4.00	4.00	4.00	3.00	3.00	3.00
168	4.00	4.00	4.00	5.00	4.00	4.00
169	4.00	4.00	4.00	3.00	3.00	3.00
170	4.00	4.00	3.00	3.00	4.00	3.00
171	2.00	3.00	3.00	3.00	4.00	3.00
172	4.00	3.00	4.00	3.00	3.00	3.00
173	4.00	4.00	4.00	3.00	3.00	3.00
174	4.00	4.00	4.00	3.00	4.00	3.00
175	4.00	3.00	4.00	3.00	3.00	3.00
176	5.00	3.00	4.00	4.00	4.00	4.00
177	4.00	4.00	4.00	3.00	3.00	3.00
178	3.00	4.00	4.00	4.00	4.00	4.00
179	4.00	4.00	4.00	5.00	5.00	4.00
180	4.00	3.00	4.00	3.00	4.00	4.00
181	4.00	5.00	4.00	4.00	4.00	5.00

182	4.00	4.00	4.00	3.00	4.00	4.00
183	5.00	4.00	5.00	5.00	5.00	4.00
184	3.00	4.00	4.00	4.00	4.00	4.00
185	4.00	3.00	4.00	5.00	4.00	5.00
186	3.00	3.00	4.00	3.00	3.00	4.00
187	4.00	4.00	3.00	3.00	4.00	4.00
188	2.00	3.00	2.00	3.00	4.00	4.00
189	4.00	4.00	5.00	3.00	3.00	3.00
190	5.00	4.00	5.00	3.00	2.00	2.00
191	5.00	5.00	5.00	3.00	3.00	3.00
192	5.00	5.00	4.00	5.00	4.00	5.00
193	5.00	4.00	5.00	4.00	5.00	4.00
194	4.00	3.00	4.00	4.00	4.00	5.00
195	4.00	4.00	4.00	5.00	5.00	5.00
196	4.00	5.00	4.00	4.00	3.00	4.00
197	3.00	3.00	4.00	4.00	4.00	4.00
198	4.00	4.00	3.00	4.00	5.00	4.00
199	5.00	4.00	5.00	3.00	3.00	3.00
200	4.00	3.00	4.00	3.00	3.00	3.00

Lampiran 3
Karakteristik Responden

Usia Responden	Jumlah Responden	Persentase (%)
Produktif (15-64)	200	100
Tidak Produktif	0	0
Total	200	100

Pernah Memakai Jasa Penerbangan Air Asia	Jumlah Responden	Persentase (%)
1	0	0
> 1	200	100
Total	200	100

Domisili	Jumlah Responden	Persentase (%)
Surabaya	200	100
Luar Surabaya	0	0
Total	200	100

Jenis Kelamin	Jumlah Responden	Persentase (%)
Laki-laki	106	53
Perempuan	94	47
Total	200	100

Lampiran 4 Statistik Deskriptif

Means

SQ1	SQ2	SQ3	SQ4	SQ5
3.455	3.265	3.690	3.690	3.491

Means

BE1	BE2	BE3	BE4
3.650	3.305	3.455	3.470

Means

CS1	CS2	CS3
3.790	3.650	3.840

Means

CL1	CL2	CL3
3.510	3.470	3.590

Standard Deviations

SQ1	SQ2	SQ3	SQ4	SQ5
3.455	3.265	3.690	3.690	3.491

Standard Deviations

BE1	BE2	BE3	BE4
-----	-----	-----	-----
3.650	3.305	3.455	3.470

Standard Deviations

CS1	CS2	CS3
-----	-----	-----
3.790	3.650	3.840

Standard Deviations

CL1	CL2	CL3
-----	-----	-----
3.510	3.470	3.590

Lampiran 5

Uji Validitas

Measurement Equations

$$\text{BE1} = 1.00 * \text{BE}, \text{ Errorvar.} = 0.45, R^2 = 0.091$$

(0.046)
9.80

$$\text{BE2} = 2.98 * \text{BE}, \text{ Errorvar.} = 0.23, R^2 = 0.64$$

(0.75) (0.035)
3.97 6.61

$$\text{BE3} = 3.24 * \text{BE}, \text{ Errorvar.} = 0.25, R^2 = 0.65$$

(0.81) (0.040)
3.98 6.38

$$\text{BE4} = 3.05 * \text{BE}, \text{ Errorvar.} = 0.30, R^2 = 0.59$$

(0.77) (0.032)
3.95 7.08

$$\text{CS1} = 1.00 * \text{CS}, \text{ Errorvar.} = 0.17, R^2 = 0.72$$

(0.036)
4.79

$$\text{CS2} = 0.77 * \text{CS}, \text{ Errorvar.} = 0.29, R^2 = 0.48$$

(0.080) (0.035)
9.60 8.15

$$\text{CS3} = 0.88 * \text{CS}, \text{ Errorvar.} = 0.22, R^2 = 0.61$$

(0.083) (0.033)
10.59 6.62

$$\text{CL1} = 1.00 * \text{CL}, \text{ Errorvar.} = 0.12, R^2 = 0.83$$

(0.023)
5.33

$$\begin{aligned} \text{CL2} &= 0.73 * \text{CL}, \text{ Errorvar.} = 0.18, R^2 = 0.65 \\ & (0.049) \quad (0.021) \\ & 15.01 \quad 8.43 \end{aligned}$$

$$\begin{aligned} \text{CL3} &= 1.03 * \text{CL}, \text{ Errorvar.} = 0.12, R^2 = 0.84 \\ & (0.055) \quad (0.024) \\ & 18.71 \quad 5.14 \end{aligned}$$

$$\begin{aligned} \text{SQ1} &= 1.00 * \text{SQ}, \text{ Errorvar.} = 0.25, R^2 = 0.74 \\ & (0.035) \\ & 7.16 \end{aligned}$$

$$\begin{aligned} \text{SQ2} &= 0.85 * \text{SQ}, \text{ Errorvar.} = 0.17, R^2 = 0.75 \\ & (0.054) \quad (0.024) \\ & 15.56 \quad 6.96 \end{aligned}$$

$$\begin{aligned} \text{SQ3} &= 1.15 * \text{SQ}, \text{ Errorvar.} = 0.22, R^2 = 0.81 \\ & (0.070) \quad (0.038) \\ & 16.37 \quad 5.77 \end{aligned}$$

$$\begin{aligned} \text{SQ4} &= 0.31 * \text{SQ}, \text{ Errorvar.} = 0.50, R^2 = 0.12 \\ & (0.064) \quad (0.051) \\ & 4.80 \quad 9.85 \end{aligned}$$

$$\begin{aligned} \text{SQ5} &= 0.37 * \text{SQ}, \text{ Errorvar.} = 0.43, R^2 = 0.18 \\ & (0.060) \quad (0.044) \\ & 6.14 \quad 9.77 \end{aligned}$$

Lampiran 6
Uji Reliabilitas

Indikator Variabel	Standardized Loading (λ)	λ^2	$1 - \lambda^2$ (e)
SQ1	0,86	0,74	0,26
SQ2	0,87	0,75	0,25
SQ3	0,90	0,81	0,19
SQ4	0,34	0,15	0,85
SQ5	0,43	0,18	0,82
Σ	3,40	11,56	2,37
BE1	0,30	0,09	0,91
BE2	0,80	0,64	0,36
BE3	0,81	0,66	0,34
BE4	0,77	0,59	0,41
Σ	2,68	7,18	2,02
CS1	0,85	0,72	0,28
CS2	0,70	0,49	0,51
CS3	0,77	0,59	0,41
Σ	2,65	7,02	1,20
CL1	0,91	0,83	0,17
CL2	0,80	0,64	0,36
CL3	0,92	0,85	0,15
Σ	2,63	6,92	0,68

Service Quality

$$\begin{aligned}
 \text{CR} &= \frac{(0,86+0,87+0,90+0,34+0,43)^2}{(0,86+0,87+0,90+0,34+0,43)^2 + ((1-0,86^2) + (1-0,87^2) + (1-0,90^2) + (1-0,34^2) + (1-0,43^2))} \\
 &= 0,830
 \end{aligned}$$

Brand Equity

$$\begin{aligned} \text{CR} &= \frac{(0,30+0,80+0,81+0,77)^2}{(0,30+0,80+0,81+0,77)^2 + ((1-0,30)^2 + (1-0,80)^2 + (1-0,81)^2 + (1-0,77)^2)} \\ &= 0,780 \end{aligned}$$

Customer Satisfaction

$$\begin{aligned} \text{CR} &= \frac{(0,85+0,70+0,77)^2}{(0,85+0,70+0,77)^2 + ((1-0,85)^2 + (1-0,70)^2 + (1-0,77)^2)} \\ &= 0,854 \end{aligned}$$

Customer Loyalty

$$\begin{aligned} \text{CR} &= \frac{(0,90+0,81+0,92)^2}{(0,90+0,81+0,92)^2 + ((1-0,90)^2 + (1-0,81)^2 + (1-0,92)^2)} \\ &= 0,911 \end{aligned}$$

Lampiran 7
Uji Normalitas

DATE: 05/09/2014

TIME: 12:26

PRELIS 2.70

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file C:\ALFON\DATA.PR2:

!PRELIS SYNTAX: Can be edited

SY='C:\ALFON\DATA.PSF'

NS 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

OU MA=CM SM=C:\ALFON\DATA.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.
SQ1	3.455	0.976	50.058	-0.109	-0.301	7	5.106
SQ2	3.355	0.820	57.865	-0.049	-0.046	2	5.062
SQ3	3.265	1.073	43.048	-0.069	-0.407	15	5.182
SQ4	3.690	0.753	69.319	-0.026	-0.267	8	5.002

23	SQ5	3.690	0.726	71.916	-0.050	-0.138	1.987	8	5.024
23	BE1	3.650	0.707	73.000	0.109	-0.255	1.764	4	4.965
4	BE2	3.305	0.797	58.647	-0.219	-0.120	0.992	2	5.406
19	BE3	3.455	0.855	57.124	-0.077	-0.136	1.033	2	5.072
21	BE4	3.470	0.850	57.725	-0.051	-0.212	0.855	1	5.036
28	CS1	3.790	0.787	68.126	-0.152	-0.007	2.205	17	5.167
19	CS2	3.650	0.742	69.587	-0.125	0.106	1.315	1	5.086
31	CS3	3.840	0.753	72.105	-0.195	0.170	1.453	1	5.109
39	CL1	3.510	0.856	57.957	0.152	-0.150	1.471	9	4.878
12	CL2	3.470	0.708	69.289	0.025	-0.059	1.959	13	5.008
40	CL3	3.590	0.875	58.019	0.021	-0.475	1.697	12	4.924

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
SQ1	-0.644	0.520	-0.908	0.364	1.239	0.538
SQ2	-0.293	0.770	0.006	0.995	0.086	0.958
SQ3	-0.409	0.683	-1.366	0.172	2.034	0.362
SQ4	-0.157	0.875	-0.772	0.440	0.620	0.733
SQ5	-0.299	0.765	-0.295	0.768	0.176	0.916
BE1	0.646	0.519	-0.724	0.469	0.942	0.625
BE2	-1.282	0.200	-0.234	0.815	1.699	0.428
BE3	-0.457	0.648	-0.289	0.773	0.292	0.864
BE4	-0.301	0.763	-0.559	0.576	0.403	0.817
CS1	-0.898	0.369	0.127	0.899	0.823	0.663
CS2	-0.738	0.460	0.456	0.648	0.753	0.686
CS3	-1.145	0.252	0.626	0.531	1.703	0.427
CL1	0.899	0.369	-0.338	0.735	0.922	0.631
CL2	0.148	0.882	-0.034	0.973	0.023	0.989

0	0.0	3.506	
100	50.0	3.809	
.....			
0	0.0	4.113	
0	0.0	4.417	
23	11.5	4.721

BE1

Frequency	Percentage	Lower Class Limit	
4	2.0	1.764	•
0	0.0	2.084	
0	0.0	2.404	
85	42.5	2.724	
.....			
0	0.0	3.044	
0	0.0	3.364	
0	0.0	3.685	
88	44.0	4.005	
.....			
0	0.0	4.325	
23	11.5	4.645

BE2

Frequency	Percentage	Lower Class Limit	
2	1.0	0.992	
0	0.0	1.434	
32	16.0	1.875
0	0.0	2.316	
73	36.5	2.758	
.....			
0	0.0	3.199	
89	44.5	3.640	
.....			
0	0.0	4.082	
0	0.0	4.523	
4	2.0	4.964	•

BE3

Frequency	Percentage	Lower Class Limit
2	1.0	1.033

CS2

Frequency	Percentage	Lower Class Limit		
1	0.5	1.315		
0	0.0	1.692		
10	5.0	2.069	• • •	
0	0.0	2.446		
66			33.0	2.824
.....				
0	0.0	3.201		
0	0.0	3.578		
104	52.0	3.955		
.....				
0	0.0	4.332		
19	9.5	4.709	• • • • •	

CS3

Frequency	Percentage	Lower Class Limit		
1	0.5	1.453		
0	0.0	1.819		
9	4.5	2.184	• •	
0	0.0	2.550		
42	21.0	2.915	• • • • •	
0	0.0	3.281		
117	58.5	3.647		
.....				
0	0.0	4.012		
0	0.0	4.378		
31	15.5	4.743	• • • • •	

CL1

Frequency	Percentage	Lower Class Limit		
9	4.5	1.471	• •	
0	0.0	1.812		
0	0.0	2.153		
0	0.0	2.494		
119	59.5	2.834		
.....				

SQ3	0.829	0.677	1.151			
SQ4	0.175	0.208	0.208	0.567		
SQ5	0.220	0.226	0.285	0.341	0.527	
BE1	0.247	0.204	0.242	0.303	0.296	0.500
BE2	0.229	0.201	0.297	-0.001	0.069	0.087
BE3	0.235	0.210	0.302	0.068	0.183	0.140
BE4	0.196	0.181	0.256	0.113	0.132	0.147
CS1	0.216	0.210	0.290	0.042	0.129	0.114
CS2	0.155	0.162	0.215	0.062	0.090	0.068
CS3	0.205	0.189	0.274	0.035	0.122	0.097
CL1	0.253	0.301	0.367	0.174	0.157	0.174
CL2	0.175	0.189	0.221	0.152	0.087	0.132
CL3	0.263	0.293	0.333	0.204	0.159	0.199

Covariance Matrix

	BE2	BE3	BE4	CS1	CS2	CS3
BE2	0.635					
BE3	0.446	0.732				
BE4	0.420	0.451	0.723			
CS1	0.186	0.175	0.159	0.619		
CS2	0.115	0.092	0.154	0.346	0.550	
CS3	0.162	0.153	0.152	0.396	0.300	0.567
CL1	0.273	0.295	0.274	0.228	0.206	0.213
CL2	0.172	0.181	0.175	0.179	0.168	0.130
CL3	0.243	0.263	0.238	0.239	0.221	0.217

Covariance Matrix

	CL1	CL2	CL3
CL1	0.734		
CL2	0.441	0.502	
CL3	0.624	0.461	0.766

Means

SQ1	SQ2	SQ3	SQ4	SQ5	BE1
-----	-----	-----	-----	-----	-----

	3.455	3.355	3.265	3.690	3.690	3.650
Means	BE2	BE3	BE4	CS1	CS2	CS3
	3.305	3.455	3.470	3.790	3.650	3.840
Means	CL1	CL2	CL3			
	3.510	3.470	3.590			

Standard Deviations	SQ1	SQ2	SQ3	SQ4	SQ5	BE1
	0.976	0.820	1.073	0.753	0.726	0.707

Standard Deviations	BE2	BE3	BE4	CS1	CS2	CS3
	0.797	0.855	0.850	0.787	0.742	0.753

Standard Deviations	CL1	CL2	CL3
	0.856	0.708	0.875

The Problem used 25856 Bytes (= 0.0% of available workspace)

Lampiran 8
Uji Struktural Equation Modeling

DATE: 5/11/2014

TIME: 8:32

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:\SEM\HASIL.spl:

SATISFACTION PADA MASKAPAI PENERBANGAN AIR ASIA DI
SURABAYA

OBSERVED VARIABLES SQ1 SQ2 SQ3 SQ4 SQ5 BE1 BE2 BE3 BE4

CS1 CS2 CS3 CL1 CL2 CL3

COVARIANCE MATRIX FROM FILE D:\SEM\DATA.COV

LATENT VARIABLES SQ BE CS CL

SAMPLE SIZE 200

RELATIONSHIPS

$SQ1=1 * SQ$

$SQ2-SQ5=SQ$

$BE1=1 * BE$

$BE2-BE4=BE$

$CS1=1 * CS$

$CS2-CS3=CS$

$CL1=1 * CL$

$CL2-CL3=CL$

$BE=SQ$

$CS=SQ BE$

CL=SQ BE CS
 OPTIONS:SS SC EF
 PATH DIAGRAM
 END OF PROGRAMS

Sample Size = 200

SATISFACTION PADA MASKAPAI PENERBANGAN AIR ASIA DI SURABAYA

Covariance Matrix

	BE1	BE2	BE3	BE4	CS1	CS2
BE1	0.50					
BE2	0.09	0.64				
BE3	0.14	0.45	0.73			
BE4	0.15	0.42	0.45	0.72		
CS1	0.11	0.19	0.17	0.16	0.62	
CS2	0.07	0.12	0.09	0.15	0.35	0.55
CS3	0.10	0.16	0.15	0.15	0.40	0.30
CL1	0.17	0.27	0.30	0.27	0.23	0.21
CL2	0.13	0.17	0.18	0.18	0.18	0.17
CL3	0.20	0.24	0.26	0.24	0.24	0.22
SQ1	0.25	0.23	0.23	0.20	0.22	0.15
SQ2	0.20	0.20	0.21	0.18	0.21	0.16
SQ3	0.24	0.30	0.30	0.26	0.29	0.21
SQ4	0.30	0.00	0.07	0.11	0.04	0.06
SQ5	0.30	0.07	0.18	0.13	0.13	0.09

Covariance Matrix

	CS3	CL1	CL2	CL3	SQ1	SQ2
CS3	0.57					
CL1	0.21	0.73				
CL2	0.13	0.44	0.50			
CL3	0.22	0.62	0.46	0.77		
SQ1	0.21	0.25	0.18	0.26	0.95	
SQ2	0.19	0.30	0.19	0.29	0.60	0.67

SQ3	0.27	0.37	0.22	0.33	0.83	0.68
SQ4	0.04	0.17	0.15	0.20	0.17	0.21
SQ5	0.12	0.16	0.09	0.16	0.22	0.23

Covariance Matrix

	SQ3	SQ4	SQ5
SQ3	1.15		
SQ4	0.21	0.57	
SQ5	0.29	0.34	0.53

SATISFACTION PADA MASKAPAI PENERBANGAN AIR ASIA DI SURABAYA

Number of Iterations = 35

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$BE1 = 1.00 * BE, \text{ Errorvar.} = 0.45, R^2 = 0.091$$

(0.046)
9.80

$$BE2 = 2.99 * BE, \text{ Errorvar.} = 0.23, R^2 = 0.64$$

(0.75) (0.035)
3.98 6.60

$$BE3 = 3.24 * BE, \text{ Errorvar.} = 0.25, R^2 = 0.65$$

(0.81) (0.040)
3.98 6.38

$$BE4 = 3.05 * BE, \text{ Errorvar.} = 0.30, R^2 = 0.59$$

(0.77) (0.041)
3.95 7.32

$$CS1 = 1.00 * CS, \text{ Errorvar.} = 0.17, R^2 = 0.72$$

(0.036)
4.79

$$\begin{aligned} \text{CS2} &= 0.77 * \text{CS}, \text{ Errorvar.} = 0.29, R^2 = 0.48 \\ & (0.080) \quad (0.035) \\ & 9.60 \quad 8.15 \end{aligned}$$

$$\begin{aligned} \text{CS3} &= 0.88 * \text{CS}, \text{ Errorvar.} = 0.22, R^2 = 0.61 \\ & (0.083) \quad (0.033) \\ & 10.59 \quad 6.62 \end{aligned}$$

$$\begin{aligned} \text{CL1} &= 1.00 * \text{CL}, \text{ Errorvar.} = 0.12, R^2 = 0.83 \\ & (0.023) \\ & 5.33 \end{aligned}$$

$$\begin{aligned} \text{CL2} &= 0.73 * \text{CL}, \text{ Errorvar.} = 0.18, R^2 = 0.65 \\ & (0.049) \quad (0.021) \\ & 15.01 \quad 8.43 \end{aligned}$$

$$\begin{aligned} \text{CL3} &= 1.03 * \text{CL}, \text{ Errorvar.} = 0.12, R^2 = 0.84 \\ & (0.055) \quad (0.024) \\ & 18.71 \quad 5.14 \end{aligned}$$

$$\begin{aligned} \text{SQ1} &= 1.00 * \text{SQ}, \text{ Errorvar.} = 0.25, R^2 = 0.74 \\ & (0.035) \\ & 7.16 \end{aligned}$$

$$\begin{aligned} \text{SQ2} &= 0.85 * \text{SQ}, \text{ Errorvar.} = 0.17, R^2 = 0.75 \\ & (0.054) \quad (0.024) \\ & 15.56 \quad 6.96 \end{aligned}$$

$$\begin{aligned} \text{SQ3} &= 1.15 * \text{SQ}, \text{ Errorvar.} = 0.22, R^2 = 0.81 \\ & (0.070) \quad (0.038) \\ & 16.37 \quad 5.77 \end{aligned}$$

$$\begin{aligned} \text{SQ4} &= 0.31 * \text{SQ}, \text{ Errorvar.} = 0.50, R^2 = 0.12 \\ & (0.064) \quad (0.051) \\ & 4.80 \quad 9.85 \end{aligned}$$

$$\begin{aligned} \text{SQ5} &= 0.37 * \text{SQ}, \text{ Errorvar.} = 0.43, R^2 = 0.18 \\ & (0.060) \quad (0.044) \\ & 6.14 \quad 9.77 \end{aligned}$$

Structural Equations

$$BE = 0.11 * SQ, \text{ Errorvar.} = 0.036, R^2 = 0.20$$

(0.034) (0.018)

3.38 2.00

$$CS = 1.28 * BE + 0.46 * SQ, \text{ Errorvar.} = 1.00, R^2 = 0.24$$

(0.62) (0.14)

2.05 3.39

$$CL = 1.16 * BE + 0.19 * CS + 0.18 * SQ, \text{ Errorvar.} = 0.37, R^2 = 0.39$$

(0.41) (0.061) (0.076) (0.051)

2.83 3.07 2.43 7.33

Reduced Form Equations

$$BE = 0.11 * SQ, \text{ Errorvar.} = 0.036, R^2 = 0.20$$

(0.034)

3.38

$$CS = 0.35 * SQ, \text{ Errorvar.} = 0.36, R^2 = 0.19$$

(0.063)

5.51

$$CL = 0.43 * SQ, \text{ Errorvar.} = 0.48, R^2 = 0.21$$

(0.069)

6.27

Variances of Independent Variables

SQ

0.70

(0.10)

7.39

Covariance Matrix of Latent Variables

	BE	CS	CL	SQ
BE	0.05			
CS	0.06	0.45		
CL	0.09	0.24	0.61	
SQ	0.08	0.24	0.30	0.70

Goodness of Fit Statistics

Degrees of Freedom = 84

Minimum Fit Function Chi-Square = 269.74 (P = 0.0)

Normal Theory Weighted Least Squares Chi-Square = 267.31 (P = 0.0)

Estimated Non-centrality Parameter (NCP) = 183.31

90 Percent Confidence Interval for NCP = (137.69 ; 236.55)

Minimum Fit Function Value = 1.36

Population Discrepancy Function Value (F0) = 0.92

90 Percent Confidence Interval for F0 = (0.69 ; 1.19)

Root Mean Square Error of Approximation (RMSEA) = 0.12

90 Percent Confidence Interval for RMSEA = (0.091 ; 0.12)

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

Expected Cross-Validation Index (ECVI) = 1.71

90 Percent Confidence Interval for ECVI = (1.48 ; 1.97)

ECVI for Saturated Model = 1.21

ECVI for Independence Model = 14.39

Chi-Square for Independence Model with 105 Degrees of Freedom = 2834.15

Independence AIC = 2864.15

Model AIC = 339.31

Saturated AIC = 240.00

Independence CAIC = 2928.62

Model CAIC = 494.05

Saturated CAIC = 755.80

Normed Fit Index (NFI) = 0.90

Non-Normed Fit Index (NNFI) = 0.91

Parsimony Normed Fit Index (PNFI) = 0.72
 Comparative Fit Index (CFI) = 0.93
 Incremental Fit Index (IFI) = 0.92
 Relative Fit Index (RFI) = 0.88

Critical N (CN) = 87.36

Root Mean Square Residual (RMR) = 0.058
 Standardized RMR = 0.10
 Goodness of Fit Index (GFI) = 0.84
 Adjusted Goodness of Fit Index (AGFI) = 0.77
 Parsimony Goodness of Fit Index (PGFI) = 0.59

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
BE1	CL	10.0	0.25

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
SQ3	SQ1	11.4	0.17
SQ4	BE1	47.5	0.24
SQ4	BE2	14.1	-0.11
SQ5	BE1	40.0	0.20
SQ5	BE2	10.5	-0.08
SQ5	SQ4	65.2	0.27

SATISFACTION PADA MASKAPAI PENERBANGAN AIR ASIA DI SURABAYA

Standardized Solution

LAMBDA-Y

	BE	CS	CL
	-----	-----	-----
BE1	0.21	--	--
BE2	0.64	--	--
BE3	0.69	--	--
BE4	0.65	--	--
CS1	--	0.67	--

CS2	--	0.51	--
CS3	--	0.59	--
CL1	--	--	0.78
CL2	--	--	0.57
CL3	--	--	0.80

LAMBDA-X

SQ

SQ1	0.84
SQ2	0.71
SQ3	0.96
SQ4	0.26
SQ5	0.31

BETA

	BE	CS	CL
-----	-----	-----	-----
BE	--	--	--
CS	0.25	--	--
CL	0.32	0.24	--

GAMMA

SQ

BE	0.45
CS	0.32
CL	0.21

Correlation Matrix of ETA and KSI

	BE	CS	CL	SQ
-----	-----	-----	-----	-----
BE	1.00			
CS	0.39	1.00		
CL	0.51	0.46	1.00	
SQ	0.45	0.44	0.46	1.00

PSI

Note: This matrix is diagonal.

BE	CS	CL
0.80	0.76	0.63

Regression Matrix ETA on KSI (Standardized)

SQ	
BE	0.45
CS	0.44
CL	0.46

SATISFACTION PADA MASKAPAI PENERBANGAN AIR ASIA DI SURABAYA

Completely Standardized Solution

LAMBDA-Y

	BE	CS	CL
BE1	0.30	--	--
BE2	0.80	--	--
BE3	0.81	--	--
BE4	0.77	--	--
CS1	--	0.85	--
CS2	--	0.69	--
CS3	--	0.78	--
CL1	--	--	0.91
CL2	--	--	0.80
CL3	--	--	0.92

LAMBDA-X

SQ

SQ1 0.86
 SQ2 0.87
 SQ3 0.90
 SQ4 0.34
 SQ5 0.43

BETA

	BE	CS	CL
BE	--	--	--
CS	0.25	--	--
CL	0.32	0.24	--

GAMMA

	SQ
BE	0.45
CS	0.32
CL	0.21

Correlation Matrix of ETA and KSI

	BE	CS	CL	SQ
BE	1.00			
CS	0.39	1.00		
CL	0.51	0.46	1.00	
SQ	0.45	0.44	0.46	1.00

PSI

Note: This matrix is diagonal.

	BE	CS	CL
	0.80	0.76	0.63

THETA-EPS

BE1	BE2	BE3	BE4	CS1	CS2
0.91	0.36	0.35	0.41	0.28	0.52

THETA-EPS

CS3	CL1	CL2	CL3
0.39	0.17	0.35	0.16

THETA-DELTA

SQ1	SQ2	SQ3	SQ4	SQ5
0.26	0.25	0.19	0.88	0.82

Regression Matrix ETA on KSI (Standardized)

SQ	
BE	0.45
CS	0.44
CL	0.46

SATISFACTION PADA MASKAPAI PENERBANGAN AIR ASIA DI SURABAYA

Total and Indirect Effects

Total Effects of KSI on ETA

SQ	
BE	0.11
	(0.03)
	3.38

CS 0.61
 (0.06)
 4.72

CL 0.43
 (0.07)
 6.28

Indirect Effects of KSI on ETA

SQ

 BE --

CS 0.15
 (0.04)
 2.21

CL 0.25
 (0.05)
 4.46

Total Effects of ETA on ETA

	BE	CS	CL
	-----	-----	-----
BE	--	--	--
CS	1.28 (0.34) 2.05	--	--
CL	1.40 (0.45) 3.12	0.19 (0.09) 3.07	--

Largest Eigenvalue of B*B' (Stability Index) is 2.043

Indirect Effects of ETA on ETA

	BE	CS	CL
	-----	-----	-----
BE	--	--	--
CS	--	--	--
CL	0.24	--	--
	(0.12)		
	2.76		

Total Effects of ETA on Y

	BE	CS	CL
	-----	-----	-----
BE1	1.00	--	--
BE2	2.99	--	--
	(0.75)		
	3.98		
BE3	3.24	--	--
	(0.81)		
	3.98		
BE4	3.05	--	--
	(0.77)		
	3.95		
CS1	0.78	1.00	--
	(0.34)		
	2.32		
CS2	0.60	0.77	--
	(0.26)	(0.08)	
	2.29	9.60	

CS3	0.69 (0.30) 2.31	0.88 (0.08) 10.59	--
CL1	1.39 (0.45) 3.13	0.28 (0.09) 3.00	1.00
CL2	1.02 (0.33) 3.10	0.21 (0.07) 2.98	0.73 (0.05) 15.01
CL3	1.43 (0.46) 3.13	0.29 (0.10) 3.00	1.03 (0.05) 18.71

Indirect Effects of ETA on Y

	BE	CS	CL
	-----	-----	-----
BE1	--	--	--
BE2	--	--	--
BE3	--	--	--
BE4	--	--	--
CS1	0.78 (0.34) 2.32	--	--
CS2	0.60 (0.26) 2.29	--	--
CS3	0.69 (0.30) 2.31	--	--

CL1	1.39	0.28	--
	(0.45)	(0.09)	
	3.13	3.00	
CL2	1.02	0.21	--
	(0.33)	(0.07)	
	3.10	2.98	
CL3	1.43	0.29	--
	(0.46)	(0.10)	
	3.13	3.00	

Total Effects of KSI on Y

	SQ

BE1	0.11
	(0.03)
	3.38
BE2	0.34
	(0.06)
	5.61
BE3	0.37
	(0.07)
	5.63
BE4	0.35
	(0.06)
	5.53
CS1	0.35
	(0.06)
	5.51

CS2 0.27
(0.05)
5.18

CS3 0.31
(0.06)
5.36

CL1 0.43
(0.07)
6.27

CL2 0.31
(0.05)
6.06

CL3 0.44
(0.07)
6.28

SATISFACTION PADA MASKAPAI PENERBANGAN AIR ASIA DI SURABAYA

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

SQ

BE 0.45
CS 0.44
CL 0.46

Standardized Indirect Effects of KSI on ETA

SQ

BE - -
CS 0.11
CL 0.25

Standardized Total Effects of ETA on ETA

	BE	CS	CL
	-----	-----	-----
BE	--	--	--
CS	0.25	--	--
CL	0.38	0.24	--

Standardized Indirect Effects of ETA on ETA

	BE	CS	CL
	-----	-----	-----
BE	--	--	--
CS	--	--	--
CL	0.06	--	--

Standardized Total Effects of ETA on Y

	BE	CS	CL
	-----	-----	-----
BE1	0.21	--	--
BE2	0.64	--	--
BE3	0.69	--	--
BE4	0.65	--	--
CS1	0.17	0.67	--
CS2	0.13	0.51	--
CS3	0.15	0.59	--
CL1	0.30	0.19	0.78
CL2	0.22	0.14	0.57
CL3	0.31	0.19	0.80

Completely Standardized Total Effects of ETA on Y

	BE	CS	CL
	-----	-----	-----
BE1	0.30	--	--
BE2	0.80	--	--
BE3	0.81	--	--
BE4	0.77	--	--
CS1	0.21	0.85	--

CS2	0.17	0.69	--
CS3	0.19	0.78	--
CL1	0.35	0.22	0.91
CL2	0.31	0.20	0.80
CL3	0.35	0.22	0.92

Standardized Indirect Effects of ETA on Y

	BE	CS	CL
	-----	-----	-----
BE1	--	--	--
BE2	--	--	--
BE3	--	--	--
BE4	--	--	--
CS1	0.17	--	--
CS2	0.13	--	--
CS3	0.15	--	--
CL1	0.30	0.19	--
CL2	0.22	0.14	--
CL3	0.31	0.19	--

Completely Standardized Indirect Effects of ETA on Y

	BE	CS	CL
	-----	-----	-----
BE1	--	--	--
BE2	--	--	--
BE3	--	--	--
BE4	--	--	--
CS1	0.21	--	--
CS2	0.17	--	--
CS3	0.19	--	--
CL1	0.35	0.22	--
CL2	0.31	0.20	--
CL3	0.35	0.22	--

Standardized Total Effects of KSI on Y

SQ	

BE1	0.10
BE2	0.29
BE3	0.31
BE4	0.29
CS1	0.29
CS2	0.22
CS3	0.26
CL1	0.36
CL2	0.26
CL3	0.37

Completely Standardized Total Effects of KSI on Y

SQ	

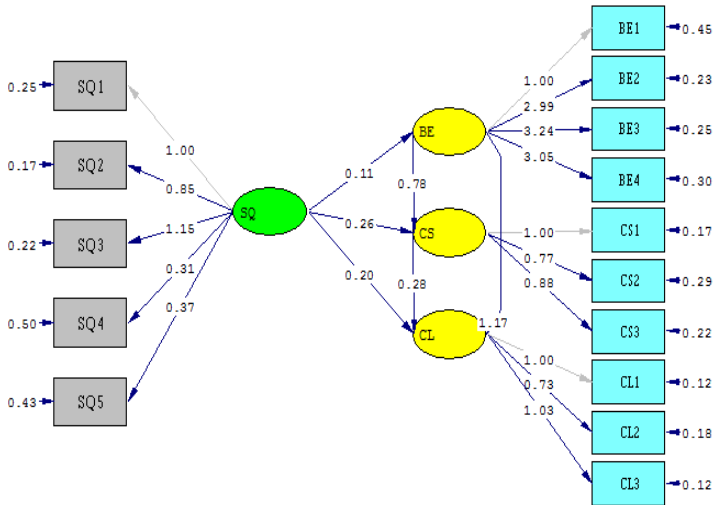
BE1	0.14
BE2	0.36
BE3	0.36
BE4	0.34
CS1	0.37
CS2	0.30
CS3	0.34
CL1	0.42
CL2	0.37
CL3	0.42

Time used: 0.016 Seconds

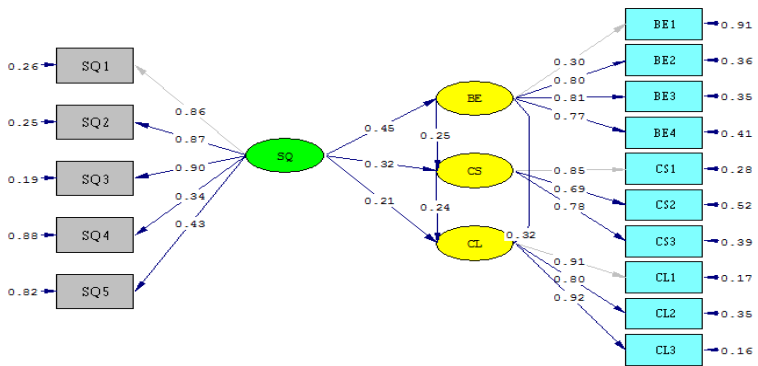
Lampiran 9

Path Diagram

Estimates

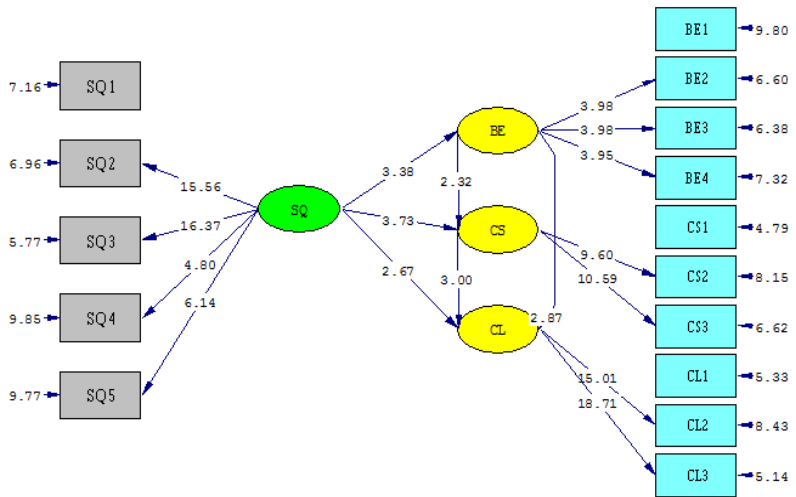


Standardized



Chi-Square=267.31, df=84, P-value=0.00000, RMSEA=0.105

T-Values



Chi-Square=267.31, df=84, P-value=0.00000, RMSEA=0.105

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