Lampiran 1 Kuisioner

KUISIONER

Saudara/Saudari Responden yang terhormat,

Bersama ini, saya meminta kesediaan Saudara/i untuk mengisi daftar kuesioner yang diberikan. Informasi yang Saudara/i berikan merupakan bantuan yang sangat berarti bagi saya dalam menyelesaikan penelitian ini. Atas bantuan dan perhatian Saudara/i, saya ucapkan terimakasih.

Hormat saya,
Agnes Dika Saraswati

KARAKTERISTIK RESPONDEN

1. Usia
   a. < 18 tahun b. ≥18 tahun

2. Memiliki rekening Bank Mandiri KCP Sidoarjo Sepanjang
   a. Ya b. Tidak

3. Menabung secara langsung di Bank Mandiri KCP Sidoarjo Sepanjang minimal 1 bulan satu kali
   a. Ya b. Tidak

4. Mengetahui tentang program – program komunikasi merek (brosur) yang dilakukan oleh Bank Mandiri KCP Sidoarjo Sepanjang.
   a. Ya b. Tidak

KUESIONER

Isilah jawaban berikut sesuai dengan pendapat Saudara/i, dengan cara memberikan tanda *check list* **(√)** atau silang (X) pada kolom yang tersedia.

ALTERNATIF JAWABAN

STS = Sangat Tidak Setuju.
TS = Tidak Setuju.
N = Netral.
S = Setuju.
SS = Sangat Setuju.

No	PERNYATAAN	STS	TS	N	S	SS
***BRAND COMMUNICATION (*BCOM)**						
1	Saya merespon positif (mencari informasi mengenai Bank Mandiri) setelah melihat program komunikasi Bank Mandiri KCP Sidoarjo Sepanjang (brosur).					
2	Sayadapatmenerima program komunikasi (brosur) Bank MandiriKCP Sidoarjo Sepanjang dengan baik.					
3	Saya merasa desain, gambar dan tulisan program komunikasi (brosur) Bank Mandiri KCP Sidoarjo Sepanjang berkualitas.					
4	Saya dapat memahami informasi dan isi pesan program komunikasi (brosur) Bank Mandiri KCP Sidoarjo Sepanjang dengan jelas.					
5	Saya tertarik dengan program komunikasi (brosur) Bank Mandiri KCP Sidoarjo Sepanjang.					
6	Saya menyukai program komunikasi (brosur) Bank Mandiri KCP Sidoarjo Sepanjang.					
SERVICE QUALITY (SQ)						
1	Menurut saya *customer service*, *teller* dan *security* Bank Mandiri KCP Sidoarjo Sepanjang telah memberikan pelayanan dengan tepat dan benar sesuai prosedur.					
2	Menurut saya *customer service*, *teller* dan *security* Bank Mandiri KCP Sidoarjo Sepanjang cepat dan tanggap dalam membantu nasabah ketika nasabah terlihat mengalami kesulitan.					
3	Menurut saya aman dan nyaman saat menabung di Bank Mandiri KCP Sidoarjo Sepanjang.					
4	Menurut saya *customer service*, *teller* dan *security* Bank Mandiri KCP Sidoarjo Sepanjang memberikan pelayanan dengan ramah, sopan dan penuh perhatian.					
5	Menurut saya kondisi ruangan, kebersihan dan kerapian *customer service*, *teller* dan *security* Bank Mandiri KCP Sidoarjo Sepanjang layak dan baik.					

BRAND TRUST (BT)						
1	Saya percaya jika Bank Mandiri KCP Sidoarjo Sepanjang memiliki reputasi yang baik.					
2	Saya yakin bahwa Bank Mandiri KCP Sidoarjo Sepanjang menjaga konsistensi kualitas pelayanan dari saya mulai menjadi nasabah pertama kali sampai sekarang.					
3	Saya percaya bahwa Bank Mandiri KCP Sidoarjo Sepanjang merupakan Bank yang *competence* dan mampu bersaing dengan bank lain di Indonesia.					
4	Bank Mandiri KCP Sidoarjo Sepanjang adalah Bank favorit saya.					
5	Saya percaya pada Bank Mandiri KCP Sidoarjo Sepanjang karena merupakan bagian dari PT. Bank Mandiri (persero).Tbk yang memiliki reputasi baik.					
BRAND LOYALTY (BL)						
1	Saya adalah pelanggan yang loyal pada Bank Mandiri KCP Sidoarjo Sepanjang.					
2	Bank Mandiri Mandiri KCP Sidoarjo Sepanjang akan menjadi pilihan pertama saya.					
3	Saya tidak akan menjadi nasabah bank lain selain Bank Mandiri KCP Sidoarjo Sepanjang.					

Lampiran 2 Hasil Kuisioner

No.	BCOM1	BCOM2	BCOM3	BCOM4	BCOM5	BCOM6	SQ1	SQ2
1	5	4	5	5	4	5	2	3
2	3	2	1	1	2	1	3	2
3	1	2	2	2	2	1	4	2
4	5	4	5	5	4	3	3	3
5	5	4	3	5	4	3	3	2
6	3	4	4	4	3	4	2	4
7	2	2	2	2	1	1	2	3
8	1	3	2	2	2	3	2	2
9	1	2	1	2	1	1	2	2
10	5	4	4	3	3	4	5	5
11	5	4	5	5	4	5	4	5
12	3	4	4	5	4	3	5	5
13	5	4	5	4	5	5	2	3
14	1	2	2	2	2	1	5	4
15	2	2	2	1	2	1	3	3
16	4	4	5	5	4	4	5	4
17	5	5	3	4	4	5	2	3
18	1	3	3	3	2	1	2	5
19	2	3	2	2	3	2	5	5
20	4	4	4	4	5	4	5	5
21	5	4	4	3	4	5	3	3
22	1	1	2	2	2	2	4	4
23	2	2	2	2	2	1	2	2
24	2	1	1	1	2	2	4	4
25	4	5	4	4	3	5	3	2
26	5	4	5	5	4	5	5	5
27	2	2	2	2	3	3	3	3
28	4	5	3	4	4	5	3	4
29	2	2	2	1	2	1	2	3
30	4	4	3	5	4	3	3	2
31	2	2	2	1	1	2	3	3
32	5	4	4	4	3	4	4	5
33	5	4	4	5	4	5	3	3
34	1	2	2	3	2	1	2	2
35	4	4	4	5	4	5	4	3

Lanjutan lampiran 2

36	4	4	3	4	3	4	2	2
37	5	5	5	4	4	4	4	4
38	2	1	1	2	2	1	4	4
39	1	3	2	2	2	1	4	3
40	2	2	2	2	1	1	4	5
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46	4	5	5	5	3	4	5	3
47	4	4	4	4	4	5	2	2
48	2	2	1	2	3	1	2	3
49	2	1	2	1	1	1	4	2
50	4	4	4	5	5	5	2	2
51	5	4	4	5	4	5	2	2
52	2	2	2	2	2	1	5	5
53	3	4	5	4	4	5	4	4
54	2	1	2	2	2	1	3	4
55	5	5	3	4	4	5	2	2
56	3	4	4	4	4	5	3	2
57	5	5	5	4	4	4	4	5
58	5	4	4	5	4	5	2	2
59	2	3	2	2	1	2	5	4
60	4	4	5	5	4	4	4	4
61	5	5	5	5	5	4	5	2
62	2	2	1	2	1	3	5	4
63	4	4	4	4	5	5	5	5
64	4	4	3	5	4	4	2	4
65	5	4	4	4	4	5	5	5
66	4	4	4	5	4	4	4	3
67	4	5	5	4	4	5	2	2
68	5	5	5	5	4	5	3	2
69	5	4	3	5	5	5	2	4
70	5	5	5	5	4	3	2	3
71	5	4	5	4	5	5	5	5

Lanjutan lampiran 2

72	4	4	5	4	5	5	3	4
73	5	4	4	4	5	4	2	5
74	3	4	4	4	4	4	3	4
75	4	4	5	4	4	5	3	4
76	2	2	2	1	2	3	2	2
77	3	4	4	4	4	5	5	5
78	4	4	4	4	4	4	4	5
79	3	5	5	5	5	4	3	2
80	4	2	3	4	4	5	4	5
81	5	4	4	4	4	5	2	5
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83	5	5	5	5	4	5	2	2
84	4	5	4	5	5	3	4	2
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86	4	4	4	4	4	4	3	2
87	5	4	4	4	4	4	4	4
88	5	4	5	5	4	5	3	2
89	5	3	4	4	4	3	3	3
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103	5	4	4	5	4	4	5	5
104	5	5	5	4	4	4	2	4
105	5	4	4	4	4	4	5	5
106	4	4	4	4	4	4	3	2
107	5	5	4	5	4	5	2	3

Lanjutan lampiran 2

108	1	2	2	1	2	1	3	4
109	1	1	1	2	2	1	2	3
110	2	1	1	3	2	2	5	2
111	3	4	4	4	4	5	5	3
112	4	4	4	5	4	5	5	3
113	1	2	2	2	2	1	2	3
114	4	4	4	3	4	5	4	3
115	5	5	5	4	4	4	3	3
116	5	4	4	4	5	5	4	5
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118	2	2	2	1	2	1	4	5
119	3	1	2	1	2	2	4	4
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132	3	4	4	4	3	5	3	3
133	5	4	4	4	5	5	4	4
134	2	2	2	1	1	1	3	1
135	4	4	4	5	4	5	4	3
136	4	4	4	4	5	4	3	4
137	2	1	2	3	2	1	4	5
138	4	4	5	5	5	5	5	4
139	5	5	5	5	5	4	3	3
140	5	5	5	5	5	5	3	3
141	4	4	4	4	4	4	4	3
142	2	2	2	2	2	1	5	4
143	5	5	5	5	5	5	3	3

Lanjutan lampiran 2

144	5	5	5	5	5	4	3	5
145	5	5	5	4	4	4	4	4
146	1	2	2	1	1	2	3	3
147	4	4	4	3	5	4	4	3
148	4	5	5	5	5	4	5	4
149	1	1	1	1	1	1	5	3
150	4	4	4	5	4	4	2	3
151	3	4	3	2	3	2	4	5
152	5	3	4	3	4	1	3	4
153	3	5	4	5	3	2	3	3
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161	4	5	4	5	4	4	5	4
162	4	4	3	4	3	1	3	3
163	3	5	4	5	3	2	5	5
164	5	3	4	5	4	3	3	3
165	4	5	3	5	4	4	3	4
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177	2	3	2	3	2	4	4	5
178	4	5	4	5	4	5	3	4
179	2	4	3	3	4	2	4	5
180	2	3	2	3	3	3	3	4

Lanjutan lampiran 2

181	3	4	3	4	2	4	4	5
182	4	5	4	5	4	4	3	4
183	4	3	4	5	4	3	3	3
184	3	5	3	5	4	4	3	4
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187	5	3	5	3	4	3	4	4
188	3	4	3	4	3	4	4	4
189	4	5	4	5	4	3	4	4
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191	5	3	5	5	5	3	5	5
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193	3	3	5	5	4	5	3	3
194	4	4	3	4	3	3	3	3
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197	5	5	4	5	5	5	4	4
198	3	3	5	5	4	4	3	3
199	5	5	3	5	5	5	3	3
200	3	3	4	5	3	4	3	3

Lanjutan lampiran 2

No.	SQ3	SQ4	SQ5	BT1	BT2	BT3	BT4	BT5	BL1	BL2	BL3
1	4	2	2	3	5	4	3	2	3	2	3
2	3	4	3	2	3	2	5	4	3	5	5
3	3	3	4	5	1	4	2	3	2	2	2
4	3	3	3	3	5	4	5	5	4	5	5
5	2	2	3	4	3	3	2	4	4	4	2
6	2	3	2	2	3	3	2	2	2	2	2
7	3	2	2	4	5	4	3	5	5	4	3
8	2	2	2	4	4	4	3	2	2	3	3
9	3	3	2	5	2	3	4	5	5	5	4
10	4	5	5	4	2	1	5	5	5	4	5
11	3	5	4	5	3	2	2	2	2	2	2
12	3	4	4	3	3	4	2	3	3	2	2
13	2	2	2	2	3	2	4	5	3	4	4
14	3	5	5	4	3	5	3	4	4	5	3
15	3	3	4	3	2	3	3	3	4	3	3
16	5	5	4	4	5	5	3	3	3	3	3
17	2	5	4	5	4	4	5	4	5	5	5
18	3	2	4	3	4	5	2	2	3	2	2
19	5	4	5	1	5	1	4	4	3	3	4
20	4	5	5	2	2	3	5	5	5	5	5
21	3	4	3	4	5	4	4	5	4	5	4
22	3	4	4	4	4	3	3	3	3	4	3
23	2	2	3	5	1	4	2	2	2	4	2
24	4	4	5	2	3	2	2	2	4	2	2
25	2	2	3	4	5	4	2	3	2	3	2
26	4	5	5	4	4	3	2	3	2	2	2
27	4	4	2	2	2	2	5	4	5	5	5
28	3	3	4	2	3	2	2	2	3	2	2
29	2	2	2	4	4	4	3	2	3	2	3
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33	4	4	3	5	5	5	2	3	3	2	2
34	2	3	2	4	3	3	3	3	4	3	3
35	4	3	5	4	4	4	4	4	4	3	4

Lanjutan lampiran 2

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38	4	3	4	4	3	5	4	5	5	5	4
39	3	4	3	3	4	4	4	3	4	4	4
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41	3	3	4	2	3	2	2	2	2	2	2
42	2	3	3	3	5	5	3	2	2	2	2
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48	2	2	3	4	3	4	2	2	3	3	2
49	3	5	3	3	3	3	5	5	4	5	5
50	3	2	3	4	3	4	4	5	3	5	4
51	3	3	2	2	3	5	5	5	3	4	4
52	4	5	5	3	3	3	2	3	2	2	2
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58	2	2	4	5	5	5	5	5	5	4	5
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67	2	2	3	4	4	4	2	4	2	4	2
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69	3	5	4	2	2	2	3	2	2	3	3
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71	5	5	3	3	2	4	2	2	3	2	2

Lanjutan lampiran 2

72	5	5	5	4	4	5	2	2	4	4	2
73	4	4	2	3	2	3	2	3	3	2	2
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82	4	2	5	3	4	3	5	5	4	5	5
83	2	2	2	4	5	4	2	2	2	2	2
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97	2	2	2	3	2	2	2	3	3	3	2
98	2	2	3	4	2	4	3	3	4	2	3
99	2	2	4	4	5	5	3	2	2	3	3
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104	3	5	4	5	5	3	2	3	4	2	2
105	4	4	4	2	3	5	3	2	3	4	3
106	2	2	3	3	5	4	4	2	3	3	4
107	2	2	3	3	5	4	3	3	3	3	3

Lanjutan lampiran 2

108	2	2	3	3	5	4	3	3	3	3	3
109	3	4	3	2	3	3	3	2	2	2	3
110	4	4	3	3	5	5	2	4	2	3	2
111	2	4	5	5	4	5	4	3	4	3	4
112	5	5	4	4	5	4	3	4	4	3	3
113	5	5	5	3	5	3	3	5	4	3	4
114	2	2	2	2	2	2	2	2	2	3	2
115	4	4	5	4	4	4	4	3	4	5	4
116	3	3	3	4	4	4	4	3	3	4	3
117	4	4	5	4	4	4	4	4	3	5	4
118	5	5	5	3	5	4	3	5	3	5	5
119	5	4	4	4	5	3	3	5	4	4	4
120	4	4	5	3	5	4	4	5	4	3	5
121	5	3	5	4	4	3	4	5	4	4	5
122	2	2	2	2	5	2	2	2	3	3	3
123	4	4	5	4	4	4	4	5	4	5	4
124	1	3	2	3	3	3	2	1	1	3	2
125	4	4	4	3	3	4	5	4	4	5	3
126	5	5	3	3	3	3	4	4	4	3	3
127	3	5	5	3	3	4	4	4	4	3	3
128	4	5	5	4	3	3	5	4	4	3	3
129	3	4	5	5	4	4	4	4	4	3	4
130	3	3	5	3	3	5	3	2	3	3	4
131	4	5	5	4	4	5	5	5	5	5	3
132	3	3	3	4	5	5	5	5	3	5	5
133	4	3	4	5	5	5	5	2	4	4	3
134	3	3	3	5	5	5	4	4	4	4	4
135	2	2	2	3	1	2	3	2	2	2	1
136	4	4	5	3	3	4	4	5	5	5	5
137	3	3	4	5	5	5	4	5	4	4	4
138	3	4	5	3	5	3	4	3	5	3	3
139	4	5	5	3	3	3	3	5	5	5	3
140	3	4	3	3	3	3	3	1	1	3	2
141	3	4	3	4	4	4	4	5	4	3	4
142	4	4	3	4	4	4	3	3	4	3	5
143	4	5	3	4	4	4	4	4	4	3	5

Lanjutan lampiran 2

144	4	5	3	3	4	4	4	3	5	3	5
145	5	4	4	4	3	3	3	3	5	3	4
146	3	2	1	2	3	3	2	3	2	3	2
147	4	5	5	3	3	4	3	3	3	3	5
148	4	4	3	3	3	4	4	4	5	3	4
149	4	5	3	3	3	4	3	4	5	3	3
150	1	1	1	3	3	2	2	2	3	3	3
151	4	5	3	4	3	5	3	4	3	3	4
152	5	3	4	5	4	3	4	4	4	4	4
153	4	5	3	4	3	4	3	5	3	3	5
154	3	5	4	5	4	3	3	4	3	3	4
155	3	5	4	3	4	5	5	5	5	5	5
156	5	4	3	4	5	3	4	4	4	4	4
157	3	3	4	5	4	5	4	5	4	4	5
158	4	5	3	4	5	3	4	4	4	4	4
159	5	3	4	5	3	4	5	5	5	5	5
160	4	5	3	4	4	3	4	4	4	4	4
161	3	2	4	4	3	5	5	5	5	5	5
162	2	1	3	4	4	3	3	3	3	3	3
163	4	3	5	4	3	4	5	4	5	5	4
164	3	2	3	2	2	3	1	3	1	1	3
165	4	2	3	3	4	2	5	4	5	5	4
166	2	3	2	2	2	3	2	2	2	2	2
167	4	5	4	5	4	5	4	3	4	4	3
168	2	3	4	2	3	4	3	3	3	3	3
169	4	2	3	5	4	3	4	4	4	4	4
170	3	2	3	2	2	3	2	3	2	2	3
171	5	3	4	3	3	4	3	4	3	3	4
172	4	2	3	4	4	3	3	4	3	3	4
173	4	3	4	5	4	3	5	4	5	5	4
174	3	4	2	4	3	4	3	4	3	3	4
175	5	4	3	5	5	4	3	5	3	3	5
176	3	3	2	4	5	3	5	4	4	3	4
177	5	4	5	5	3	4	3	5	5	4	5
178	3	2	3	4	4	3	5	4	4	3	4
179	4	3	2	5	3	4	5	3	5	4	3
180	3	2	3	4	4	3	3	4	4	5	4

Lanjutan lampiran 2

181	5	4	5	5	4	3	4	5	4	4	5
182	1	2	3	4	5	3	4	3	3	5	3
183	3	4	3	5	3	4	5	3	3	4	3
184	4	3	4	4	4	3	4	3	4	4	3
185	3	5	4	5	3	4	3	5	4	5	5
186	3	2	1	4	5	4	3	4	3	3	4
187	3	5	4	5	4	5	4	3	4	4	3
188	4	2	3	4	3	4	3	3	3	3	3
189	3	5	4	5	4	5	5	5	5	5	5
190	2	3	3	4	3	4	4	4	4	4	4
191	2	3	3	3	4	5	5	4	5	5	4
192	3	4	2	4	3	4	4	2	4	4	2
193	5	3	4	5	4	5	5	5	5	5	5
194	2	1	3	4	3	4	4	3	4	4	3
195	5	3	5	5	4	5	5	5	5	5	5
196	4	3	2	4	3	4	4	3	4	4	3
197	4	2	3	5	4	5	5	5	5	5	5
198	2	2	3	4	3	3	3	4	3	3	4
199	3	3	3	5	4	4	5	4	5	3	5
200	3	2	2	4	3	4	4	3	4	5	4

Lampiran 3 Karakteristik Responden

No.	Usia	Jumlah	Presentase (%)
1	Kurang dari sama dengan 18 tahun	0	0
2	Lebih dari 18 tahun	200	100
Total		200	100

No.	Berdomisili di Sidoarjo	Jumlah	Presentase (%)
1	Ya	200	100
2	Tidak	0	0
Total		200	100

No.	Memiliki rekening Bank Mandiri KCP Sidoarjo Sepanjang	Jumlah	Presentase (%)
1	Ya	200	100
2	Tidak	0	0
Total		200	100

No.	Menabung secara langsung di Bank Mandiri KCP Sidoarjo Sepanjang minimal 1 bulan satu kali.	Jumlah	Presentase (%)
1	Ya	200	100
2	Tidak	0	0
Total		200	100

No.	Mengetahui tentang program – program komunikasi merek (brosur) yang dilakukan oleh Bank Mandiri KCP Sidoarjo Sepanjang.	Jumlah	Presentase (%)
1	Ya	200	100
2	Tidak	0	0
Total		200	100

Lampiran 4 Statistik Deskriptif

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BCOM1	200	1,00	5,00	3,6050	1,29513
BCOM2	200	1,00	5,00	3,6400	1,19480
BCOM3	200	1,00	5,00	3,5500	1,19358
BCOM4	200	1,00	5,00	3,7750	1,28555
BCOM5	200	1,00	5,00	3,5100	1,11179
BCOM6	200	1,00	5,00	3,4300	1,45799
SQ1	200	2,00	5,00	3,4700	1,00706
SQ2	200	1,00	5,00	3,5450	1,02628
SQ3	200	1,00	5,00	3,3850	1,05467
SQ4	200	1,00	5,00	3,4550	1,14215
SQ5	200	1,00	5,00	3,4850	1,04173
BT1	200	1,00	5,00	3,5600	1,02550
BT2	200	1,00	5,00	3,5850	1,02862
BT3	200	1,00	5,00	3,5750	,98449
BT4	200	1,00	5,00	3,4350	1,07777
BT5	200	1,00	5,00	3,5350	1,12477
BL1	200	1,00	5,00	3,5500	1,05025
BL2	200	1,00	5,00	3,5350	1,06981
BL3	200	1,00	5,00	3,4750	1,06539
Valid N (listwise)	200				

Lampiran 5 Uji Normalitas

DATE: 12/09/2014
TIME: 21:24

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 G:\DATA\DATA1.PR2:

```
!PRELIS SYNTAX: Can be edited
SY='G:\DATA\DATA1.PSF'
OU MA=CM SM=G:\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.
BCOM1	3.605	1.295	39.365	-0.605	-0.796	1.000	17	5.000	62
BCOM2	3.640	1.195	43.085	-0.755	-0.372	1.000	14	5.000	50

BCOM3	3.550	1.194	42.062	-0.558	-0.702	1.000	12	5.000
46								
BCOM4	3.775	1.286	41.528	-0.862	-0.433	1.000	16	5.000
73								
BCOM5	3.510	1.112	44.648	-0.668	-0.424	1.000	11	5.000
31								
BCOM6	3.430	1.458	33.270	-0.563	-1.094	1.000	36	5.000
58								
SQ1	3.470	1.007	48.729	0.023	-1.072	2.000	40	5.000
36								
SQ2	3.545	1.026	48.850	-0.066	-1.008	1.000	1	5.000
43								
SQ3	3.385	1.055	45.390	0.008	-0.941	1.000	3	5.000
35								
SQ4	3.455	1.142	42.780	-0.042	-1.207	1.000	3	5.000
48								
SQ5	3.485	1.042	47.311	-0.081	-0.855	1.000	3	5.000
40								
BT1	3.560	1.026	49.094	-0.276	-0.845	1.000	2	5.000
38								
BT2	3.585	1.029	49.289	-0.189	-0.649	1.000	4	5.000
46								
BT3	3.575	0.984	51.355	-0.275	-0.546	1.000	3	5.000
37								
BT4	3.435	1.078	45.073	0.060	-1.167	1.000	1	5.000
42								
BT5	3.535	1.125	44.447	-0.099	-1.209	1.000	2	5.000
52								
BL1	3.550	1.050	47.803	-0.199	-0.852	1.000	3	5.000
43								
BL2	3.535	1.070	46.730	0.020	-1.151	1.000	1	5.000
50								
BL3	3.475	1.065	46.128	-0.035	-1.137	1.000	1	5.000
41								

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

BCOM1	-3.348	0.001	-3.764	0.000	25.380	0.000
BCOM2	-4.048	0.000	-1.207	0.227	17.845	0.000
BCOM3	-3.116	0.002	-3.041	0.002	18.957	0.000
BCOM4	-4.510	0.000	-1.488	0.137	22.552	0.000
BCOM5	-3.647	0.000	-1.444	0.149	15.389	0.000
BCOM6	-3.138	0.002	-7.333	0.000	63.619	0.000
SQ1	0.138	0.891	-6.960	0.000	48.460	0.000
SQ2	-0.391	0.696	-6.007	0.000	36.236	0.000
SQ3	0.049	0.961	-5.178	0.000	26.818	0.000
SQ4	-0.246	0.806	-9.801	0.000	96.130	0.000
SQ5	-0.479	0.632	-4.288	0.000	18.620	0.000
BT1	-1.612	0.107	-4.190	0.000	20.154	0.000
BT2	-1.113	0.266	-2.684	0.007	8.443	0.015
BT3	-1.605	0.108	-2.067	0.039	6.849	0.033
BT4	0.357	0.721	-8.793	0.000	77.444	0.000
BT5	-0.584	0.559	-9.863	0.000	97.611	0.000
BL1	-1.170	0.242	-4.261	0.000	19.527	0.000
BL2	0.119	0.906	-8.446	0.000	71.352	0.000
BL3	-0.207	0.836	-8.146	0.000	66.404	0.000

Relative Multivariate Kurtosis = 0.985

Test of Multivariate Normality for Continuous Variables

Skewness			Kurtosis			Skewness and Kurtosis	
Value	Z-Score	P-Value	Value	Z-Score	P-Value	Chi-Square	P-Value
41.588	1.089	0.276	393.198	-0.425	0.671	1.366	0.505

Histograms for Continuous Variables

BCOM1

Frequency	Percentage	Lower Class Limit	
17	8.5	1.000	• • • • • • • • • •
0	0.0	1.400	
30	15.0	1.800	• • • • • • • • • • • • • • • • • • • •
0	0.0	2.200	
30	15.0	2.600	• • • • • • • • • • • • • • • • • • • •
0	0.0	3.000	

0	0.0	3.400
61	30.5	3.800
0	0.0	4.200
62	31.0	4.600

BCOM2

Frequency	Percentage	Lower Class Limit	
14	7.0	1.000	• • • • • •
0	0.0	1.400	
27	13.5	1.800	• • • • • • • • • • • •
0	0.0	2.200	
0	0.0	2.600	
26	13.0	3.000	• • • • • • • • • • •
0	0.0	3.400	
83	41.5	3.800	
0	0.0	4.200	
50	25.0	4.600	• •

BCOM3

Frequency	Percentage	Lower Class Limit	
12	6.0	1.000	• • • • •
0	0.0	1.400	
35	17.5	1.800	• • • • • • • • • • • • • • • • •
0	0.0	2.200	
30	15.0	2.600	• • • • • • • • • • • • • •
0	0.0	3.000	
0	0.0	3.400	
77	38.5	3.800	
0	0.0	4.200	
46	23.0	4.600	• •

BCOM4

Frequency	Percentage	Lower Class Limit	
16	8.0	1.000	• • • • • • • •
0	0.0	1.400	
26	13.0	1.800	• • • • • • • • • • • •
0	0.0	2.200	

```
   0        0.0       2.600
  18        9.0       3.000      • • • • • • • • •
   0        0.0       3.400
  67       33.5       3.800
• • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • •
   0        0.0       4.200
  73       36.5       4.600
• • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • •

  BCOM5
Frequency Percentage Lower Class Limit
  11        5.5       1.000      • • • •
   0        0.0       1.400
  34       17.0       1.800      • • • • • • • • • • • • •
   0        0.0       2.200
  28       14.0       2.600      • • • • • • • • • • •
   0        0.0       3.000
   0        0.0       3.400
  96       48.0       3.800
• • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • •
   0        0.0       4.200
  31       15.5       4.600      • • • • • • • • • • • •

  BCOM6
Frequency Percentage Lower Class Limit
  36       18.0       1.000      • • • • • • • • • • • • • • • • • • • • •
   0        0.0       1.400
  21       10.5       1.800      • • • • • • • • • • • •
   0        0.0       2.200
   0        0.0       2.600
  22       11.0       3.000      • • • • • • • • • • • • •
   0        0.0       3.400
  63       31.5       3.800
• • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • •
   0        0.0       4.200
  58       29.0       4.600
• • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • •

   SQ1
Frequency Percentage Lower Class Limit
```

40	20.0	2.000
0	0.0	2.300
0	0.0	2.600
62	31.0	2.900
0	0.0	3.200
0	0.0	3.500
62	31.0	3.800
0	0.0	4.100
0	0.0	4.400
36	18.0	4.700

SQ2

Frequency	Percentage	Lower Class Limit
1	0.5	1.000
0	0.0	1.400
34	17.0	1.800
0	0.0	2.200
0	0.0	2.600
63	31.5	3.000
0	0.0	3.400
59	29.5	3.800
0	0.0	4.200
43	21.5	4.600

SQ3

Frequency	Percentage	Lower Class Limit
3	1.5	1.000
0	0.0	1.400
43	21.5	1.800
0	0.0	2.200
63	31.5	2.600
0	0.0	3.000
0	0.0	3.400

56 28.0 3.800
• •
0 0.0 4.200
35 17.5 4.600 •

SQ4

Frequency Percentage Lower Class Limit
3 1.5 1.000 • •
0 0.0 1.400
48 24.0 1.800
• •
0 0.0 2.200
52 26.0 2.600
• •
0 0.0 3.000
0 0.0 3.400
49 24.5 3.800
• •
0 0.0 4.200
48 24.0 4.600
• •

SQ5

Frequency Percentage Lower Class Limit
3 1.5 1.000 •
0 0.0 1.400
34 17.0 1.800 • • • • • • • • • • • • • • • • • • •
0 0.0 2.200
66 33.0 2.600
• •
0 0.0 3.000
0 0.0 3.400
57 28.5 3.800
• •
0 0.0 4.200
40 20.0 4.600 •

BT1

Frequency Percentage Lower Class Limit
2 1.0 1.000 •
0 0.0 1.400

```
  36      18.0     1.800     • • • • • • • • • • • • • • • • • •
   0       0.0     2.200
  48      24.0     2.600
• • • • • • • • • • • • • • • • • • • • • • • •
   0       0.0     3.000
   0       0.0     3.400
  76      38.0     3.800
• • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • •
   0       0.0     4.200
  38      19.0     4.600     • • • • • • • • • • • • • • • • • • •
```

BT2

```
Frequency Percentage Lower Class Limit
   4       2.0     1.000     • •
   0       0.0     1.400
  23      11.5     1.800     • • • • • • • • • • • •
   0       0.0     2.200
   0       0.0     2.600
  71      35.5     3.000
• • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • •
   0       0.0     3.400
  56      28.0     3.800
• • • • • • • • • • • • • • • • • • • • • • • • • • • • •
   0       0.0     4.200
  46      23.0     4.600
• • • • • • • • • • • • • • • • • • • • • • • •
```

BT3

```
Frequency Percentage Lower Class Limit
   3       1.5     1.000     •
   0       0.0     1.400
  26      13.0     1.800     • • • • • • • • • • • • •
   0       0.0     2.200
   0       0.0     2.600
  61      30.5     3.000
• • • • • • • • • • • • • • • • • • • • • • • • • • • • • • •
   0       0.0     3.400
  73      36.5     3.800
• • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • • •
   0       0.0     4.200
  37      18.5     4.600     • • • • • • • • • • • • • • • • • • •
```

BT4

Frequency Percentage Lower Class Limit
1 0.5 1.000
0 0.0 1.400
46 23.0 1.800
• •
0 0.0 2.200
60 30.0 2.600
• •
0 0.0 3.000
0 0.0 3.400
51 25.5 3.800
• •
0 0.0 4.200
42 21.0 4.600
• •

BT5

Frequency Percentage Lower Class Limit
2 1.0 1.000 •
0 0.0 1.400
43 21.5 1.800
• •
0 0.0 2.200
0 0.0 2.600
53 26.5 3.000
• •
0 0.0 3.400
50 25.0 3.800
• •
0 0.0 4.200
52 26.0 4.600
• •

BL1

Frequency Percentage Lower Class Limit
3 1.5 1.000 •
0 0.0 1.400
33 16.5 1.800 • • • • • • • • • • • • • • • • • • •
0 0.0 2.200

58	29.0	2.600
0	0.0	3.000
0	0.0	3.400
63	31.5	3.800
0	0.0	4.200
43	21.5	4.600

BL2

Frequency	Percentage	Lower Class Limit
1	0.5	1.000
0	0.0	1.400
36	18.0	1.800
0	0.0	2.200
0	0.0	2.600
68	34.0	3.000
0	0.0	3.400
45	22.5	3.800
0	0.0	4.200
50	25.0	4.600

BL3

Frequency	Percentage	Lower Class Limit
1	0.5	1.000
0	0.0	1.400
44	22.0	1.800
0	0.0	2.200
55	27.5	2.600
0	0.0	3.000
0	0.0	3.400
59	29.5	3.800
0	0.0	4.200

41 20.5 4.600

• •

Covariance Matrix

	BCOM1	BCOM2	BCOM3	BCOM4	BCOM5	BCOM6
BCOM1	1.677					
BCOM2	1.093	1.428				
BCOM3	1.198	1.068	1.425			
BCOM4	1.242	1.230	1.200	1.653		
BCOM5	1.057	0.958	0.999	1.105	1.236	
BCOM6	1.271	1.115	1.189	1.238	1.162	2.126
SQ1	-0.105	-0.071	0.022	-0.049	-0.025	-0.083
SQ2	0.131	0.067	0.136	0.088	0.158	0.091
SQ3	-0.098	-0.067	-0.027	-0.079	-0.011	-0.026
SQ4	0.010	-0.072	0.050	-0.103	0.073	0.035
SQ5	0.027	-0.066	0.003	-0.021	0.033	0.127
BT1	0.207	0.258	0.203	0.282	0.135	0.180
BT2	0.217	0.262	0.270	0.253	0.188	0.270
BT3	0.188	0.208	0.205	0.256	0.183	0.174
BT4	0.148	0.117	0.046	0.103	0.038	0.058
BT5	0.182	0.058	0.086	0.136	0.047	0.060
BL1	0.133	0.114	0.028	0.099	0.060	0.084
BL2	0.107	0.068	0.011	0.106	0.047	0.136
BL3	0.123	0.041	0.029	0.077	0.038	0.051

Covariance Matrix

	SQ1	SQ2	SQ3	SQ4	SQ5	BT1
SQ1	1.014					
SQ2	0.471	1.053				
SQ3	0.617	0.538	1.112			
SQ4	0.564	0.520	0.628	1.304		
SQ5	0.575	0.503	0.556	0.617	1.085	
BT1	-0.023	0.025	-0.006	-0.035	0.119	1.052
BT2	0.060	0.077	0.095	0.034	0.107	0.324

BT3	0.050	-0.008	-0.016	0.034	0.137	0.531
BT4	0.242	0.098	0.204	0.158	0.200	0.202
BT5	0.285	0.174	0.371	0.223	0.307	0.297
BL1	0.288	0.201	0.350	0.281	0.310	0.314
BL2	0.179	0.064	0.195	0.117	0.202	0.222
BL3	0.248	0.157	0.304	0.200	0.246	0.215

Covariance Matrix

	BT2	BT3	BT4	BT5	BL1	BL2
BT2	1.058					
BT3	0.305	0.969				
BT4	0.161	0.166	1.162			
BT5	0.193	0.188	0.696	1.265		
BL1	0.149	0.215	0.744	0.669	1.103	
BL2	0.098	0.158	0.781	0.717	0.629	1.144
BL3	0.228	0.163	0.853	0.855	0.632	0.664

Covariance Matrix

	BL3
BL3	1.135

Means

BCOM1	BCOM2	BCOM3	BCOM4	BCOM5	BCOM6
3.605	3.640	3.550	3.775	3.510	3.430

Means

SQ1	SQ2	SQ3	SQ4	SQ5	BT1
3.470	3.545	3.385	3.455	3.485	3.560

Means

BT2	BT3	BT4	BT5	BL1	BL2

3.585	3.575	3.435	3.535	3.550	3.535

Means

BL3
3.475

Standard Deviations

BCOM1	BCOM2	BCOM3	BCOM4	BCOM5	BCOM6
1.295	1.195	1.194	1.286	1.112	1.458

Standard Deviations

SQ1	SQ2	SQ3	SQ4	SQ5	BT1
1.007	1.026	1.055	1.142	1.042	1.026

Standard Deviations

BT2	BT3	BT4	BT5	BL1	BL2
1.029	0.984	1.078	1.125	1.050	1.070

Standard Deviations

BL3
1.065

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

Lampiran 6 Uji Validitas

Indicator	*T-value*	*Cut off value*	Keterangan
Brand communication			
BCOM1	1,00	Acuan	Valid
BCOM2	15,83	>1,96	Valid
BCOM3	17,33	>1,96	Valid
BCOM4	17,42	>1,96	Valid
BCOM5	16,43	>1,96	Valid
BCOM6	13,60	>1,96	Valid
Service quality			
SQ1	1,00	Acuan	Valid
SQ2	8,45	>1,96	Valid
SQ3	9,93	>1,96	Valid
SQ4	9,14	>1,96	Valid
SQ5	9,38	>1,96	Valid
Brand Trust			
BT1	1,00	Acuan	Valid
BT2	5,40	>1,96	Valid
BT3	7,55	>1,96	Valid
BT4	5,09	>1,96	Valid
BT5	5,21	>1,96	Valid
Brand Loyalty			
BL1	1,00	Acuan	Valid
BL2	9,00	>1,96	Valid
BL3	9,81	>1,96	Valid

Lampiran 7 Uji Reliabelitas

Indikator	λ	λ^2	e_i	$\Sigma\lambda$	$(\Sigma\lambda)^2$	Σe_i	CR
B COM							
BCOM1	0,87	0,76	0,25				
BCOM2	0,84	0,71	0,29				
BCOM3	0,88	0,77	0,22				
BCOM4	0,89	0,79	0,21	5,11	26,11	1,63	0,94
BCOM5	0,86	0,74	0,26				
BCOM6	0,77	0,59	0,4				
Service Quality							
SQ1	0,77	0,59	0,4				
SQ2	0,64	0,41	0,6				
SQ3	0,75	0,56	0,44	3,55	12,60	2,47	0,84
SQ4	0,69	0,48	0,53				
SQ5	0,7	0,49	0,5				
BT							
BT1	0,74	0,55	0,49				
BT2	0,43	0,18	0,81				
BT3	0,62	0,38	0,61	2,62	6,86	3,57	0,70
BT4	0,41	0,17	0,83				
BT5	0,42	0,18	0,83				
BL							
BL1	0,74	0,55	0,44				
BL2	0,71	0,50	0,48	2,25	5,06	1,28	0,80
BL3	0,8	0,64	0,36				

Lampiran 8 Output Lisrel

DATE: 12/ 9/2014
TIME: 21:31

L I S R E L 8.70

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file G:\DATA\HASIL.spl:

```
HASIL DATA1
OBSERVED VARIABLES BCOM1 BCOM2 BCOM3 BCOM4 BCOM5
BCOM6 SQ1 SQ2 SQ3 SQ4 SQ5 BT1 BT2 BT3 BT4 BT5 BL1 BL2 BL3
COVARIANCE MATRIX FROM FILE G:\DATA.COV
LATENT VARIABLES BCOM SQ BT BL
SAMPLE SIZE 200
RELATIONSHIPS
BCOM1=1*BCOM
BCOM2-BCOM6=BCOM
SQ1=1*SQ
SQ2-SQ5=SQ
BT1=1*BT
BT2-BT5=BT
BL1=1*BL
BL2 BL3=BL
BL=BT
```

BT=BCOM SQ
OPTIONS: SC EF AD=OFF IT=OFF
PATH DIAGRAM
END OF PROBLEM

Sample Size = 200

HASIL DATA1

Covariance Matrix

	BT1	BT2	BT3	BT4	BT5	BL1
BT1	1.05					
BT2	0.32	1.06				
BT3	0.53	0.31	0.97			
BT4	0.20	0.16	0.17	1.16		
BT5	0.30	0.19	0.19	0.70	1.27	
BL1	0.31	0.15	0.21	0.74	0.67	1.10
BL2	0.22	0.10	0.16	0.78	0.72	0.63
BL3	0.22	0.23	0.16	0.85	0.86	0.63
BCOM1	0.21	0.22	0.19	0.15	0.18	0.13
BCOM2	0.26	0.26	0.21	0.12	0.06	0.11
BCOM3	0.20	0.27	0.20	0.05	0.09	0.03
BCOM4	0.28	0.25	0.26	0.10	0.14	0.10
BCOM5	0.14	0.19	0.18	0.04	0.05	0.06
BCOM6	0.18	0.27	0.17	0.06	0.06	0.08
SQ1	-0.02	0.06	0.05	0.24	0.28	0.29
SQ2	0.02	0.08	-0.01	0.10	0.17	0.20
SQ3	-0.01	0.10	-0.02	0.20	0.37	0.35
SQ4	-0.03	0.03	0.03	0.16	0.22	0.28
SQ5	0.12	0.11	0.14	0.20	0.31	0.31

Covariance Matrix

	BL2	BL3	BCOM1	BCOM2	BCOM3	BCOM4
BL2	1.14					
BL3	0.66	1.14				
BCOM1	0.11	0.12	1.68			
BCOM2	0.07	0.04	1.09	1.43		

BCOM3	0.01	0.03	1.20	1.07	1.42	
BCOM4	0.11	0.08	1.24	1.23	1.20	1.65
BCOM5	0.05	0.04	1.06	0.96	1.00	1.11
BCOM6	0.14	0.05	1.27	1.12	1.19	1.24
SQ1	0.18	0.25	-0.10	-0.07	0.02	-0.05
SQ2	0.06	0.16	0.13	0.07	0.14	0.09
SQ3	0.20	0.30	-0.10	-0.07	-0.03	-0.08
SQ4	0.12	0.20	0.01	-0.07	0.05	-0.10
SQ5	0.20	0.25	0.03	-0.07	0.00	-0.02

Covariance Matrix

	BCOM5	BCOM6	SQ1	SQ2	SQ3	SQ4
BCOM5	1.24					
BCOM6	1.16	2.13				
SQ1	-0.02	-0.08	1.01			
SQ2	0.16	0.09	0.47	1.05		
SQ3	-0.01	-0.03	0.62	0.54	1.11	
SQ4	0.07	0.03	0.56	0.52	0.63	1.30
SQ5	0.03	0.13	0.57	0.50	0.56	0.62

Covariance Matrix

	SQ5
SQ5	1.09

HASIL DATA1

Number of Iterations = 0

LISREL Estimates (Maximum Likelihood)

Measurement Equations

BT1 = 1.00*BT, Errorvar.= 0.47 , R^2 = 0.55
(0.070)

BT2 = 0.59*BT, Errorvar.= 0.86 , R^2 = 0.19
(0.11) (0.091)
5.40 9.39

BT3 = 0.80*BT, Errorvar.= 0.59 , R^2 = 0.39
(0.11) (0.071)
7.55 8.34

BT4 = 0.58*BT, Errorvar.= 0.97 , R^2 = 0.17
(0.11) (0.10)
5.09 9.47

BT5 = 0.62*BT, Errorvar.= 1.04 , R^2 = 0.18
(0.12) (0.11)
5.21 9.44

BL1 = 1.00*BL, Errorvar.= 0.49 , R^2 = 0.55
(0.066)
7.48

BL2 = 0.98*BL, Errorvar.= 0.56 , R^2 = 0.50
(0.11) (0.071)
9.00 7.87

BL3 = 1.09*BL, Errorvar.= 0.40 , R^2 = 0.64
(0.11) (0.064)
9.81 6.33

BCOM1 = 1.00*BCOM, Errorvar.= 0.41 , R^2 = 0.75
(0.051)
8.17

BCOM2 = 0.90*BCOM, Errorvar.= 0.41 , R^2 = 0.71
(0.057) (0.048)
15.83 8.52

BCOM3 = 0.94*BCOM, Errorvar.= 0.31 , R^2 = 0.78
(0.054) (0.040)

17.33 7.85

BCOM4 = 1.01*BCOM, Errorvar.= 0.35 , R^2 = 0.79
(0.058) (0.045)
17.42 7.79

BCOM5 = 0.85*BCOM, Errorvar.= 0.32 , R^2 = 0.74
(0.052) (0.039)
16.43 8.29

BCOM6 = 1.00*BCOM, Errorvar.= 0.86 , R^2 = 0.60
(0.074) (0.094)
13.60 9.10

SQ1 = 1.00*SQ, Errorvar.= 0.41 , R^2 = 0.60
(0.057)
7.11

SQ2 = 0.84*SQ, Errorvar.= 0.63 , R^2 = 0.40
(0.099) (0.072)
8.45 8.69

SQ3 = 1.01*SQ, Errorvar.= 0.49 , R^2 = 0.56
(0.10) (0.065)
9.93 7.53

SQ4 = 1.01*SQ, Errorvar.= 0.69 , R^2 = 0.47
(0.11) (0.083)
9.14 8.27

SQ5 = 0.94*SQ, Errorvar.= 0.55 , R^2 = 0.50
(0.10) (0.068)
9.38 8.09

Structural Equations

BT = 0.19*BCOM + 0.23*SQ, Errorvar.= 0.50 , R^2 = 0.14
(0.055) (0.083) (0.095)
3.51 2.77 5.27

BL = 0.85*BT, Errorvar.= 0.17 , R^2 = 0.72
(0.11) (0.055)
7.56 3.07

Reduced Form Equations

BT = 0.19*BCOM + 0.23*SQ, Errorvar.= 0.50, R^2 = 0.14
(0.055) (0.083)
3.51 2.77

BL = 0.16*BCOM + 0.20*SQ, Errorvar.= 0.53, R^2 = 0.098
(0.048) (0.072)
3.43 2.73

Covariance Matrix of Independent Variables

	BCOM	SQ
BCOM	1.26	
	(0.17)	
	7.64	
SQ	0.00	0.61
	(0.07)	(0.10)
	0.01	5.98

Covariance Matrix of Latent Variables

	BT	BL	BCOM	SQ
BT	0.58			
BL	0.50	0.59		
BCOM	0.24	0.21	1.26	
SQ	0.14	0.12	0.00	0.61

Goodness of Fit Statistics

Degrees of Freedom = 148
Minimum Fit Function Chi-Square = 493.61 (P = 0.0)
Normal Theory Weighted Least Squares Chi-Square = 553.99 (P = 0.0)
Estimated Non-centrality Parameter (NCP) = 405.99
90 Percent Confidence Interval for NCP = (337.67 ; 481.89)

Minimum Fit Function Value = 2.48
Population Discrepancy Function Value (F0) = 2.04
90 Percent Confidence Interval for F0 = (1.70 ; 2.42)
Root Mean Square Error of Approximation (RMSEA) = 0.12
90 Percent Confidence Interval for RMSEA = (0.11 ; 0.13)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 3.21
90 Percent Confidence Interval for ECVI = (2.86 ; 3.59)
ECVI for Saturated Model = 1.91
ECVI for Independence Model = 17.57

Chi-Square for Independence Model with 171 Degrees of Freedom = 3458.96

Independence AIC = 3496.96
Model AIC = 637.99
Saturated AIC = 380.00
Independence CAIC = 3578.62
Model CAIC = 818.52
Saturated CAIC = 1196.68

Normed Fit Index (NFI) = 0.86
Non-Normed Fit Index (NNFI) = 0.88
Parsimony Normed Fit Index (PNFI) = 0.74
Comparative Fit Index (CFI) = 0.89
Incremental Fit Index (IFI) = 0.90
Relative Fit Index (RFI) = 0.84

Critical N (CN) = 77.98

Root Mean Square Residual (RMR) = 0.13
Standardized RMR = 0.11

Goodness of Fit Index (GFI) = 0.78
Adjusted Goodness of Fit Index (AGFI) = 0.72
Parsimony Goodness of Fit Index (PGFI) = 0.61

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
BT1	BL	472.8	-8.07
BT2	BL	19.1	-1.30
BT3	BL	152.1	-3.79
BT4	BL	455.4	6.66
BT5	BL	360.1	6.18
BL3	BT	8.6	-0.97
BT	BL	57.4	-4.77
BL	BCOM	8.4	-0.14
BL	SQ	15.0	0.28

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
BT3	BT1	61.6	0.48
BT4	BT1	41.2	-0.40
BT4	BT3	16.0	-0.25
BT5	BT1	19.6	-0.29
BT5	BT3	14.8	-0.25
BT5	BT4	21.3	0.35
BL1	BT4	10.7	0.19
BL2	BT1	9.6	-0.15
BL2	BT4	19.2	0.26
BL2	BT5	9.5	0.19
BL3	BT1	37.3	-0.30
BL3	BT3	14.5	-0.18
BL3	BT4	33.9	0.32
BL3	BT5	35.6	0.34
BCOM4	BCOM2	11.5	0.12

HASIL DATA1

Standardized Solution

LAMBDA-Y

	BT	BL

BT1	0.76	- -
BT2	0.45	- -
BT3	0.61	- -
BT4	0.44	- -
BT5	0.47	- -
BL1	- -	0.77
BL2	- -	0.75
BL3	- -	0.84

LAMBDA-X

	BCOM	SQ
BCOM1	1.12	- -
BCOM2	1.01	- -
BCOM3	1.06	- -
BCOM4	1.14	- -
BCOM5	0.96	- -
BCOM6	1.13	- -
SQ1	- -	0.78
SQ2	- -	0.65
SQ3	- -	0.79
SQ4	- -	0.78
SQ5	- -	0.73

BETA

	BT	BL
BT	- -	- -
BL	0.85	- -

GAMMA

	BCOM	SQ
BT	0.28	0.24
BL	- -	- -

Correlation Matrix of ETA and KSI

	BT	BL	BCOM	SQ
BT	1.00			
BL	0.85	1.00		
BCOM	0.28	0.24	1.00	
SQ	0.24	0.20	0.00	1.00

PSI

Note: This matrix is diagonal.

BT	BL
0.86	0.28

Regression Matrix ETA on KSI (Standardized)

	BCOM	SQ
BT	0.28	0.24
BL	0.24	0.20

HASIL DATA1

Completely Standardized Solution

LAMBDA-Y

	BT	BL
BT1	0.74	- -
BT2	0.43	- -
BT3	0.62	- -
BT4	0.41	- -
BT5	0.42	- -
BL1	- -	0.74
BL2	- -	0.71
BL3	- -	0.80

LAMBDA-X

	BCOM	SQ
BCOM1	0.87	- -
BCOM2	0.84	- -
BCOM3	0.88	- -
BCOM4	0.89	- -
BCOM5	0.86	- -
BCOM6	0.77	- -
SQ1	- -	0.77
SQ2	- -	0.64
SQ3	- -	0.75
SQ4	- -	0.69
SQ5	- -	0.70

BETA

	BT	BL
BT	- -	- -
BL	0.85	- -

GAMMA

	BCOM	SQ
BT	0.28	0.24
BL	- -	- -

Correlation Matrix of ETA and KSI

	BT	BL	BCOM	SQ
BT	1.00			
BL	0.85	1.00		
BCOM	0.28	0.24	1.00	
SQ	0.24	0.20	0.00	1.00

PSI

Note: This matrix is diagonal.

BT	BL
0.86	0.28

THETA-EPS

BT1	BT2	BT3	BT4	BT5	BL1
0.45	0.81	0.61	0.83	0.82	0.45

THETA-EPS

BL2	BL3
0.50	0.36

THETA-DELTA

BCOM1	BCOM2	BCOM3	BCOM4	BCOM5	BCOM6
0.25	0.29	0.22	0.21	0.26	0.40

THETA-DELTA

SQ1	SQ2	SQ3	SQ4	SQ5
0.40	0.60	0.44	0.53	0.50

Regression Matrix ETA on KSI (Standardized)

	BCOM	SQ
BT	0.28	0.24
BL	0.24	0.20

HASIL DATA1

Total and Indirect Effects

Total Effects of KSI on ETA

	BCOM	SQ
BT	0.19	0.23
	(0.05)	(0.08)
	3.51	2.77
BL	0.16	0.20
	(0.05)	(0.07)
	3.43	2.73

Indirect Effects of KSI on ETA

	BCOM	SQ
BT	- -	- -
BL	0.16	0.20
	(0.05)	(0.07)
	3.43	2.73

Total Effects of ETA on ETA

	BT	BL
BT	- -	- -
BL	0.85	- -
	(0.11)	
	7.56	

Largest Eigenvalue of B*B' (Stability Index) is 0.728

Total Effects of ETA on Y

	BT	BL
BT1	1.00	- -
BT2	0.59	- -
	(0.11)	
	5.40	
BT3	0.80	- -
	(0.11)	
	7.55	
BT4	0.58	- -
	(0.11)	
	5.09	
BT5	0.62	- -
	(0.12)	
	5.21	
BL1	0.85	1.00
	(0.11)	
	7.56	
BL2	0.84	0.98
	(0.11)	(0.11)
	7.37	9.00
BL3	0.93	1.09
	(0.12)	(0.11)
	7.97	9.81

Indirect Effects of ETA on Y

	BT	BL
BT1	- -	- -

BT2	- -	- -
BT3	- -	- -
BT4	- -	- -
BT5	- -	- -
BL1	0.85	- -
	(0.11)	
	7.56	
BL2	0.84	- -
	(0.11)	
	7.37	
BL3	0.93	- -
	(0.12)	
	7.97	

Total Effects of KSI on Y

	BCOM	SQ
BT1	0.19	0.23
	(0.05)	(0.08)
	3.51	2.77
BT2	0.11	0.14
	(0.04)	(0.05)
	3.12	2.56
BT3	0.15	0.19
	(0.05)	(0.07)
	3.41	2.72
BT4	0.11	0.13
	(0.04)	(0.05)
	3.05	2.52

BT5	0.12	0.14
	(0.04)	(0.06)
	3.08	2.54
BL1	0.16	0.20
	(0.05)	(0.07)
	3.43	2.73
BL2	0.16	0.19
	(0.05)	(0.07)
	3.41	2.72
BL3	0.18	0.22
	(0.05)	(0.08)
	3.47	2.75

HASIL DATA1

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	BCOM	SQ
BT	0.28	0.24
BL	0.24	0.20

Standardized Indirect Effects of KSI on ETA

	BCOM	SQ
BT	- -	- -
BL	0.24	0.20

Standardized Total Effects of ETA on ETA

	BT	BL
BT	- -	- -

BL	0.85	- -

Standardized Total Effects of ETA on Y

	BT	BL
BT1	0.76	- -
BT2	0.45	- -
BT3	0.61	- -
BT4	0.44	- -
BT5	0.47	- -
BL1	0.65	0.77
BL2	0.64	0.75
BL3	0.71	0.84

Completely Standardized Total Effects of ETA on Y

	BT	BL
BT1	0.74	- -
BT2	0.43	- -
BT3	0.62	- -
BT4	0.41	- -
BT5	0.42	- -
BL1	0.62	0.74
BL2	0.60	0.71
BL3	0.67	0.80

Standardized Indirect Effects of ETA on Y

	BT	BL
BT1	- -	- -
BT2	- -	- -
BT3	- -	- -
BT4	- -	- -
BT5	- -	- -
BL1	0.65	- -
BL2	0.64	- -
BL3	0.71	- -

Completely Standardized Indirect Effects of ETA on Y

	BT	BL
BT1	- -	- -
BT2	- -	- -
BT3	- -	- -
BT4	- -	- -
BT5	- -	- -
BL1	0.62	- -
BL2	0.60	- -
BL3	0.67	- -

Standardized Total Effects of KSI on Y

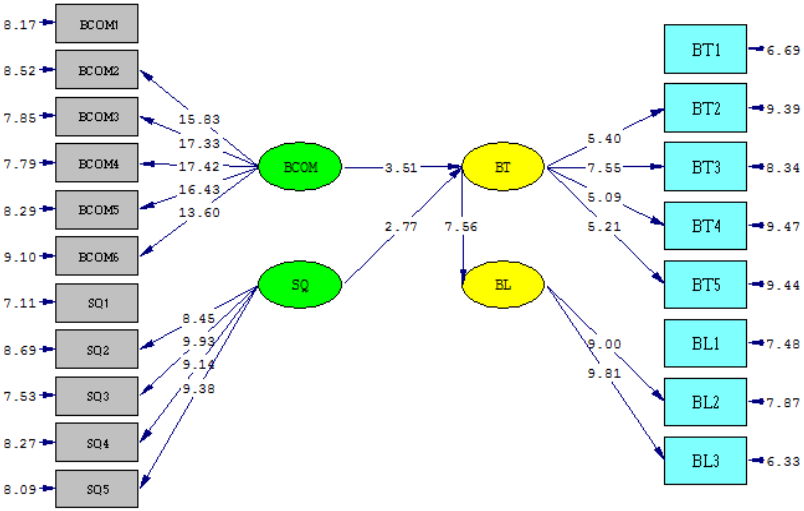
	BCOM	SQ
BT1	0.22	0.18
BT2	0.13	0.11
BT3	0.17	0.14
BT4	0.12	0.10
BT5	0.13	0.11
BL1	0.18	0.15
BL2	0.18	0.15
BL3	0.20	0.17

Completely Standardized Total Effects of KSI on Y

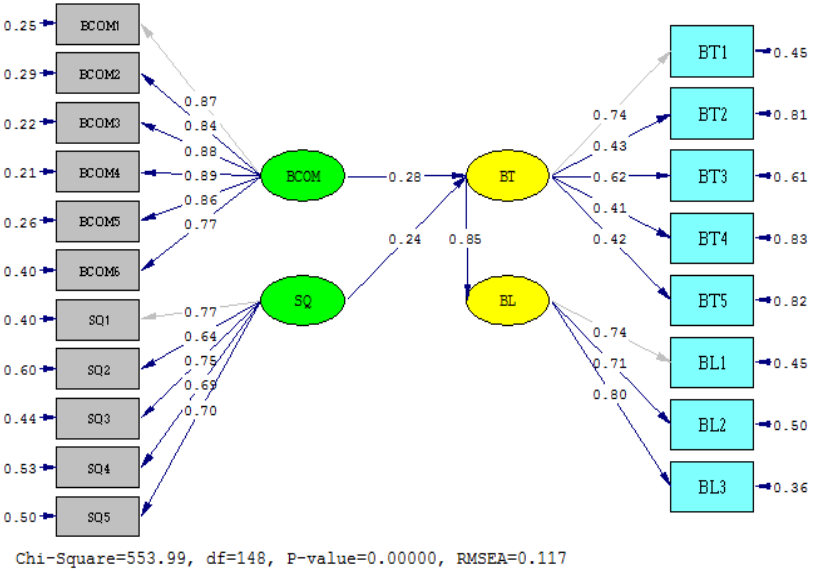
	BCOM	SQ
BT1	0.21	0.18
BT2	0.12	0.10
BT3	0.18	0.15
BT4	0.12	0.10
BT5	0.12	0.10
BL1	0.18	0.15
BL2	0.17	0.14
BL3	0.19	0.16

Time used: 0.062 Seconds

Lampiran 9 Gambar *T – VALUE*



Lampiran 10 Gambar *standartdized*



Lampiran 11 Gambar *estimates*