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## **Lampiran 1 Kuesioner**

### **KUESIONER PENGARUH *EXPERIENTIAL MARKETING* DAN *SERVICE QUALITY* TERHADAP *CUSTOMER LOYALTY* DENGAN *CUSTOMER SATISFACTION* SEBAGAI VARIABEL INTERVENING**

**No. Responden:** \_\_\_\_

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,

Peneliti

#### **A. Identitas Responden**

1. Pernahkah anda datang dan makan di Depot Anda Mojokerto?  
a. Ya                                 b. Tidak
  
2. Apakah anda datang dan makan di Depot Anda Mojokerto dalam 1 bulan terakhir?  
a. Ya                                 b. Tidak
  
3. Apakah usia anda saat ini  $\geq$ 17 Tahun?  
a. Ya                                 b. Tidak

#### **B. Petunjuk Pengisian Kuesioner**

Isilah jawaban berikut sesuai dengan pendapat Saudara/i, dengan cara memberikan tanda ( $\surd$ ) pada kolom yang tersedia.

#### PILIHAN JAWABAN :

- STS : Sangat Tidak Setuju  
TS : Tidak Setuju  
KS : Kurang Setuju  
S : Setuju

SS : Sangat Setuju

<b><i>Experiential Marketing</i></b>						
<b>No</b>	<b>Pernyataan</b>	<b>SS</b>	<b>S</b>	<b>N</b>	<b>TS</b>	<b>STS</b>
1.	Menurut saya makanan di Depot Anda Mojokerto lezat					
2.	Menurut saya masakan di Depot Anda Mojokerto sesuai dengan selera saya					
3.	Menurut saya makanan di Depot Anda Mojokerto sesuai dengan gaya hidup saya					
4.	Menurut saya menu yang ditawarkan di Depot Anda Mojokerto memenuhi selera saya					
5.	Saya merasa Depot Anda Mojokerto dapat menciptakan pengalaman positif					

<b><i>Service Quality</i></b>						
<b>No</b>	<b>Pernyataan</b>	<b>SS</b>	<b>S</b>	<b>N</b>	<b>TS</b>	<b>STS</b>
1.	Menurut saya Depot Anda Mojokerto memberikan sebuah tempat makan yang nyaman.					
2.	Menurut saya Depot Anda Mojokerto memberikan pelayanan sebagaimana yang saya harapkan					
3.	Menurut saya Depot Anda Mojokerto memberikan kepuasan sebagaimana yang saya persyaratkan					
4.	Menurut saya waktu tunggu di Depot Anda Mojokerto dalam memberikan pelayanan sebagaimana yang saya harapkan					
5.	Menurut saya apabila saya komplain tentang pesanan saya Depot Anda Mojokerto mampu melakukan perbaikan					
6.	Menurut saya Depot Anda Mojokerto memberikan pengalaman berkaitan dengan panca indera					

<b>Customer Satisfaction</b>						
<b>No</b>	<b>Pernyataan</b>	<b>SS</b>	<b>S</b>	<b>N</b>	<b>TS</b>	<b>STS</b>
1.	Menurut saya, saya puas dengan pelayanan singkat waktu yang diberikan oleh Depot Anda Mojokerto					
2.	Menurut saya, saya puas dengan keramah-tamahan pelayanan Depot Anda Mojokerto					
3.	Menurut saya, saya puas dengan kedekatan dengan pelanggan yang dibangun oleh Depot Anda Mojokerto					
4.	Saya merasa puas dengan kemampuan Depot Anda Mojokerto dalam menangani permasalahan					

<b>Customer Loyalty</b>						
<b>No</b>	<b>Pernyataan</b>	<b>SS</b>	<b>S</b>	<b>N</b>	<b>TS</b>	<b>STS</b>
1.	Menurut saya, daya tarik Depot Anda Mojokerto membuat saya ingin datang kembali					
2.	Menurut saya makan di Depot Anda Mojokerto akan menjadi kebiasaan saya dalam memilih tempat makan					
3.	Saya akan selalu menyukai menu-menu yang ditawarkan Depot Anda Mojokerto					
4.	Saya akan tetap memilih Depot Anda Mojokerto jika membutuhkan tempat makan di luar rumah					
5.	Saya yakin bahwa Depot Anda Mojokerto adalah tempat makan yang terbaik					
6.	Saya akan merekomendasikan Depot Anda Mojokerto					

## Lampiran 2 Hasil Uji Kuisioner

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79	4	4	4	5	17	4.3
80	4	4	5	5	18	4.5
81	4	5	4	4	17	4.3
82	4	4	4	4	16	4
83	5	5	5	5	20	5
84	4	3	3	4	14	3.5
85	5	5	4	4	18	4.5
86	4	4	4	4	16	4
87	5	5	4	4	18	4.5
88	4	5	4	5	18	4.5
89	4	4	4	4	16	4
90	4	4	4	4	16	4
91	5	4	5	4	18	4.5
92	5	4	4	4	17	4.3
93	5	4	4	4	17	4.3
94	5	5	4	5	19	4.8
95	5	5	5	5	20	5
96	4	4	4	4	16	4
97	5	5	5	5	20	5
98	4	4	5	5	18	4.5
99	5	5	5	5	20	5
100	4	5	4	3	16	4
101	4	4	3	4	15	3.8
102	5	5	5	5	20	5
103	2	2	4	2	10	2.5
104	4	3	4	4	15	3.8
105	5	4	4	4	17	4.3
106	5	5	2	2	14	3.5



107	2	4	2	4	12	3
108	5	5	5	4	19	4.8
109	4	3	3	4	14	3.5
110	2	4	2	1	9	2.3
111	4	4	5	4	17	4.3
112	4	4	5	4	17	4.3
113	4	4	2	2	12	3
114	4	4	4	5	17	4.3
115	4	4	3	3	14	3.5
116	5	4	4	4	17	4.3
117	2	4	4	4	14	3.5
118	4	5	5	5	19	4.8
119	5	5	5	5	20	5
120	5	5	5	5	20	5
121	4	4	4	4	16	4
122	4	4	5	4	17	4.3
123	4	2	4	4	14	3.5
124	4	4	4	4	16	4
125	3	3	3	3	12	3
126	3	3	3	3	12	3
127	3	3	3	3	12	3
128	3	3	3	3	12	3
129	4	3	3	3	13	3.3
130	4	3	3	3	13	3.3
131	4	3	3	3	13	3.3
132	4	3	3	3	13	3.3
133	4	3	3	3	13	3.3
134	4	3	3	3	13	3.3
135	4	3	3	3	13	3.3
136	4	3	3	3	13	3.3
137	4	3	3	3	13	3.3
138	4	3	3	3	13	3.3

139	4	3	3	3	13	3.3
140	4	3	3	3	13	3.3
141	4	3	3	3	13	3.3
142	4	3	3	3	13	3.3
143	3	3	3	3	12	3
144	3	3	3	3	12	3
145	3	3	3	3	12	3
146	3	3	3	3	12	3
147	3	3	3	3	12	3
148	3	3	3	3	12	3
149	3	3	3	3	12	3
150	3	3	3	3	12	3

NO.	CL1	CL2	CL3	CL4	CL5	CL6	TCL	CL
1	5	5	5	5	5	5	30	5
2	4	4	4	4	4	4	24	4
3	5	4	4	4	4	4	25	4.17
4	5	4	4	4	4	4	25	4.17
5	5	4	4	5	4	4	26	4.33
6	5	4	4	4	4	4	25	4.17
7	5	4	4	5	4	4	26	4.33
8	5	4	4	4	4	4	25	4.17
9	5	5	5	5	5	4	29	4.83
10	5	4	4	4	5	4	26	4.33
11	5	4	4	4	4	4	25	4.17
12	4	3	2	2	2	3	16	2.67
13	2	2	4	2	2	4	16	2.67
14	4	4	3	2	3	4	20	3.33
15	4	4	4	2	4	4	22	3.67
16	5	5	5	2	2	5	24	4

17	4	2	4	2	2	4	18	3
18	4	2	4	2	2	4	18	3
19	4	4	4	4	2	4	22	3.67
20	4	4	4	2	2	4	20	3.33
21	4	4	4	2	2	4	20	3.33
22	3	4	3	4	3	4	21	3.5
23	4	4	4	2	2	4	20	3.33
24	2	2	2	2	2	4	14	2.33
25	4	4	4	4	4	4	24	4
26	4	4	4	2	2	4	20	3.33
27	5	5	5	5	5	5	30	5
28	4	2	4	2	2	4	18	3
29	2	2	4	2	2	4	16	2.67
30	4	5	4	5	4	5	27	4.5
31	3	3	4	3	2	2	17	2.83
32	5	4	4	4	4	4	25	4.17
33	4	5	4	5	4	5	27	4.5
34	4	3	4	3	4	4	22	3.67
35	4	5	5	5	5	4	28	4.67
36	2	1	2	1	2	1	9	1.5
37	3	2	3	2	3	2	15	2.5
38	4	4	4	4	4	4	24	4
39	4	5	4	5	4	5	27	4.5
40	3	3	2	3	3	2	16	2.67
41	3	1	3	1	2	1	11	1.83
42	5	4	5	4	5	4	27	4.5
43	5	5	5	4	4	4	27	4.5
44	3	3	3	3	3	3	18	3
45	4	4	4	4	4	4	24	4
46	4	4	4	4	4	4	24	4
47	4	4	5	4	5	4	26	4.33
48	2	3	2	3	2	3	15	2.5

49	4	4	4	4	4	4	24	4
50	4	4	4	4	4	4	24	4
51	4	4	4	4	4	4	24	4
52	4	4	4	4	4	4	24	4
53	4	4	4	4	4	4	24	4
54	4	4	4	4	4	4	24	4
55	4	4	4	4	4	4	24	4
56	5	4	4	4	4	4	25	4.17
57	4	4	4	4	4	4	24	4
58	4	4	4	4	4	4	24	4
59	4	4	4	4	4	4	24	4
60	4	4	4	4	4	4	24	4
61	5	4	4	4	4	4	25	4.17
62	2	2	4	4	4	4	20	3.33
63	2	2	2	4	4	4	18	3
64	2	2	4	2	4	4	18	3
65	2	2	4	4	2	4	18	3
66	4	4	5	4	5	4	26	4.33
67	2	2	2	4	2	4	16	2.67
68	2	2	2	4	4	4	18	3
69	2	2	2	4	4	4	18	3
70	4	2	4	4	4	4	22	3.67
71	4	2	2	4	4	4	20	3.33
72	4	4	2	4	2	4	20	3.33
73	5	5	5	4	4	4	27	4.5
74	5	5	5	5	5	5	30	5
75	5	5	5	5	5	5	30	5
76	4	4	4	5	5	4	26	4.33
77	4	5	4	5	5	4	27	4.5
78	4	4	4	5	4	5	26	4.33
79	4	4	4	4	4	4	24	4
80	5	5	5	4	5	5	29	4.83

81	4	4	4	4	4	4	24	4
82	4	4	4	5	5	5	27	4.5
83	5	5	5	5	5	5	30	5
84	4	4	4	3	4	4	23	3.83
85	5	5	4	4	5	4	27	4.5
86	4	4	3	4	4	4	23	3.83
87	5	5	4	4	4	4	26	4.33
88	5	4	4	4	5	5	27	4.5
89	5	5	5	4	5	5	29	4.83
90	4	4	4	5	5	5	27	4.5
91	4	4	5	5	5	4	27	4.5
92	4	4	4	4	4	4	24	4
93	5	4	5	5	5	5	29	4.83
94	4	5	5	5	5	5	29	4.83
95	4	4	4	5	5	5	27	4.5
96	5	5	5	5	5	4	29	4.83
97	4	4	5	5	4	5	27	4.5
98	4	2	2	2	4	4	18	3
99	5	5	5	5	5	5	30	5
100	4	4	4	5	4	5	26	4.33
101	5	4	4	5	5	4	27	4.5
102	5	5	5	5	5	5	30	5
103	2	2	2	2	2	2	12	2
104	4	4	4	3	4	4	23	3.83
105	4	4	5	4	5	5	27	4.5
106	4	4	2	2	4	2	18	3
107	4	2	4	2	2	2	16	2.67
108	4	4	5	5	4	5	27	4.5
109	3	4	4	4	3	3	21	3.5
110	2	2	1	2	2	2	11	1.83
111	4	2	4	2	4	4	20	3.33
112	4	2	2	4	5	4	21	3.5

113	2	2	2	2	2	2	12	2
114	4	4	4	4	4	4	24	4
115	4	3	4	3	3	4	21	3.5
116	5	5	5	5	4	5	29	4.83
117	4	2	4	2	2	4	18	3
118	4	4	5	5	4	4	26	4.33
119	4	4	4	4	4	5	25	4.17
120	4	4	4	4	4	4	24	4
121	4	4	4	4	4	4	24	4
122	4	4	4	4	5	4	25	4.17
123	4	4	5	5	5	5	28	4.67
124	4	5	5	5	5	5	29	4.83
125	4	3	3	3	3	4	20	3.33
126	4	3	3	3	3	4	20	3.33
127	4	3	3	3	3	4	20	3.33
128	4	3	3	3	3	4	20	3.33
129	4	4	4	3	3	4	22	3.67
130	4	4	4	3	3	4	22	3.67
131	4	4	4	3	3	4	22	3.67
132	4	4	4	3	3	4	22	3.67
133	4	4	4	3	3	4	22	3.67
134	4	4	4	3	3	4	22	3.67
135	4	4	4	3	3	4	22	3.67
136	4	4	4	3	3	4	22	3.67
137	4	4	4	3	3	4	22	3.67
138	4	4	4	3	3	4	22	3.67
139	4	4	4	3	3	4	22	3.67
140	4	4	4	3	3	4	22	3.67
141	4	4	4	3	3	4	22	3.67
142	4	4	4	3	3	4	22	3.67
143	4	3	3	3	3	4	20	3.33
144	3	2	2	2	4	4	17	2.83

145	4	3	3	4	3	4	21	3.5
146	4	3	3	4	3	4	21	3.5
147	4	3	3	4	3	4	21	3.5
148	4	3	3	4	3	4	21	3.5
149	4	3	3	4	3	4	21	3.5
150	4	3	3	3	3	4	20	3.33

### Lampiran 3 Uji Normalitas

DATE: 12/09/2014

TIME: 15:03

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 D:\MAILINDA\DATA.PR2:

!PRELIS SYNTAX: Can be edited

SY=D:\MAILINDA\DATA.PSF'

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

OU MA=CM SM=D:\MAILINDA\DATA.COV AC=D:\MAILINDA\DATA.ACM

XT

Total Sample Size = 150

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.
EM1	4.047	0.659	75.227	-0.169	0.316	2.321	4 5.064 32
EM2	3.967	0.789	61.548	-0.188	0.588	1.664	2 5.239 29
EM3	3.493	1.002	42.714	-0.142	-0.277	1.049	4 5.200 20
EM4	3.767	0.923	50.001	-0.217	-0.206	1.232	2 5.168 29
EM5	3.753	0.955	48.138	-0.104	-0.679	2.162	23 5.178 31
SQ1	4.213	0.720	71.702	-0.286	-0.305	2.457	6 5.082 52
SQ2	3.960	0.826	58.687	-0.262	-0.371	1.461	1 5.060 40
SQ3	3.833	0.862	54.435	-0.174	-0.528	2.113	12 5.079 33
SQ4	3.793	0.892	52.075	-0.220	-0.221	1.345	2 5.129 30



SQ5	4.273	0.694	75.399	-0.363	-0.372	2.452	4	5.053	58
SQ6	3.713	1.045	43.526	-0.236	-0.460	1.328	6	5.184	34
CS1	3.987	0.733	66.646	-0.178	0.128	2.318	8	5.119	31
CS2	3.907	0.822	58.203	-0.230	-0.274	1.426	1	5.069	35
CS3	3.760	0.808	56.969	-0.130	-0.292	2.106	11	5.085	24
CS4	3.933	0.939	51.311	-0.335	-0.548	1.348	2	5.073	47
CL1	3.960	0.818	59.273	-0.118	-0.034	2.339	15	5.220	32
CL2	3.667	0.981	45.786	-0.167	-0.133	0.947	2	5.278	24
CL3	3.827	0.888	52.778	-0.198	-0.003	1.107	1	5.223	28
CL4	3.653	1.036	43.182	-0.184	-0.510	0.835	2	5.151	32
CL5	3.667	0.994	45.161	-0.082	-0.868	2.075	25	5.114	32
CL6	4.013	0.742	66.269	-0.082	1.078	1.763	2	5.274	28

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

EM1	-0.871	0.384	0.904	0.366	1.575	0.455
EM2	-0.963	0.335	1.416	0.157	2.934	0.231
EM3	-0.731	0.465	-0.670	0.503	0.983	0.612
EM4	-1.112	0.266	-0.436	0.663	1.427	0.490
EM5	-0.539	0.590	-2.449	0.014	6.289	0.043
SQ1	-1.452	0.146	-0.768	0.443	2.699	0.259
SQ2	-1.334	0.182	-1.013	0.311	2.804	0.246
SQ3	-0.894	0.371	-1.672	0.094	3.596	0.166
SQ4	-1.126	0.260	-0.484	0.628	1.501	0.472
SQ5	-1.827	0.068	-1.017	0.309	4.372	0.112
SQ6	-1.208	0.227	-1.370	0.171	3.336	0.189
CS1	-0.916	0.360	0.486	0.627	1.075	0.584
CS2	-1.175	0.240	-0.661	0.509	1.817	0.403
CS3	-0.669	0.503	-0.723	0.470	0.970	0.616
CS4	-1.692	0.091	-1.765	0.077	5.978	0.050
CL1	-0.609	0.543	0.075	0.940	0.376	0.829
CL2	-0.857	0.391	-0.209	0.835	0.779	0.678
CL3	-1.018	0.309	0.156	0.876	1.060	0.589
CL4	-0.945	0.345	-1.588	0.112	3.416	0.181
CL5	-0.421	0.674	-3.726	0.000	14.063	0.001
CL6	-0.426	0.670	2.149	0.032	4.798	0.091

Relative Multivariate Kurtosis = 1.260

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

-----

152.929 26.116 0.000 608.492 12.144 0.000 829.522 0.000

-----

Histograms for Continuous Variables

EM1

Frequency	Percentage	Lower Class Limit	Upper Class Limit
4	2.7	2.321	•
0	0.0	2.595	
17	11.3	2.870	• • • • •
0	0.0	3.144	
0	0.0	3.418	
0	0.0	3.692	
97	64.7	3.967	• • • • •
• • • • •			
0	0.0	4.241	
0	0.0	4.515	
32	21.3	4.789	• • • • •

EM2

Frequency	Percentage	Lower Class Limit	Upper Class Limit
2	1.3	1.664	
0	0.0	2.022	
9	6.0	2.379	• • •
10	6.7	2.737	• • •
0	0.0	3.094	
0	0.0	3.452	
100	66.7	3.809	• • • • •
• • • • •			
0	0.0	4.167	
0	0.0	4.524	
29	19.3	4.882	• • • • •

EM3

Frequency	Percentage	Lower Class Limit	Upper Class Limit
4	2.7	1.049	• •
0	0.0	1.464	
24	16.0	1.879	• • • • •
0	0.0	2.294	
36	24.0	2.709	• • • • •
0	0.0	3.124	
66	44.0	3.539	• • • • •
• • • • •			
0	0.0	3.954	
0	0.0	4.369	
20	13.3	4.785	• • • • •

EM4



0	0.0	3.261	
71	47.3	3.620	
.....			
0	0.0	3.980	
0	0.0	4.340	
40	26.7	4.700	.....

SQ3

Frequency	Percentage	Lower Class Limit	
12	8.0	2.113	.....
0	0.0	2.409	
0	0.0	2.706	
34	22.7	3.003	.....
0	0.0	3.299	
0	0.0	3.596	
71	47.3	3.893	
.....			
0	0.0	4.189	
0	0.0	4.486	
33	22.0	4.783	.....

SQ4

Frequency	Percentage	Lower Class Limit	
2	1.3	1.345	•
0	0.0	1.723	
11	7.3	2.101	.....
0	0.0	2.480	
33	22.0	2.858	.....
0	0.0	3.237	
74	49.3	3.615	
.....			
0	0.0	3.994	
0	0.0	4.372	
30	20.0	4.751	.....

SQ5

Frequency	Percentage	Lower Class Limit	
4	2.7	2.452	•
0	0.0	2.712	
9	6.0	2.972	.....
0	0.0	3.232	
0	0.0	3.492	
79	52.7	3.752	
.....			
0	0.0	4.012	
0	0.0	4.272	
0	0.0	4.533	
58	38.7	4.793	.....



0	0.0	3.000
0	0.0	3.298
0	0.0	3.596
77	51.3	3.894

.....

0	0.0	4.192
0	0.0	4.490
24	16.0	4.787

CS4

Frequency Percentage Lower Class Limit

2	1.3	1.348	•
0	0.0	1.721	
8	5.3	2.093	•••••
0	0.0	2.466	
35	23.3	2.838	•••••
0	0.0	3.211	
58	38.7	3.583	

.....

0	0.0	3.955
0	0.0	4.328
47	31.3	4.700

.....

CL1

Frequency Percentage Lower Class Limit

15	10.0	2.339	•••••
8	5.3	2.627	•••
0	0.0	2.915	
0	0.0	3.203	
0	0.0	3.491	
95	63.3	3.779	

.....

0	0.0	4.067
0	0.0	4.355
0	0.0	4.643
32	21.3	4.932

CL2

Frequency Percentage Lower Class Limit

2	1.3	0.947	
0	0.0	1.380	
25	16.7	1.814	•••••
0	0.0	2.247	
18	12.0	2.680	•••••
0	0.0	3.113	
81	54.0	3.546	

.....

0	0.0	3.979	
0	0.0	4.412	
24	16.0	4.845	.....

CL3

Frequency Percentage Lower Class Limit

1	0.7	1.107	
0	0.0	1.519	
17	11.3	1.930	.....
0	0.0	2.342	
17	11.3	2.754	.....
0	0.0	3.165	
87	58.0	3.577	

.....

0	0.0	3.989	
0	0.0	4.400	
28	18.7	4.812	.....

CL4

Frequency Percentage Lower Class Limit

2	1.3	0.835	•
0	0.0	1.266	
0	0.0	1.698	
25	16.7	2.129	.....
28	18.7	2.561	.....
0	0.0	2.993	
0	0.0	3.424	
63	42.0	3.856	

.....

0	0.0	4.288	
32	21.3	4.719	.....

CL5

Frequency Percentage Lower Class Limit

25	16.7	2.075	.....
0	0.0	2.379	
0	0.0	2.683	
32	21.3	2.987	.....
0	0.0	3.291	
0	0.0	3.595	
61	40.7	3.899	

.....

0	0.0	4.203	
0	0.0	4.506	
32	21.3	4.810	.....

CL6

Frequency Percentage Lower Class Limit

2	1.3	1.763		
8	5.3	2.114	••	
4	2.7	2.465	•	
0	0.0	2.816		
0	0.0	3.167		
0	0.0	3.519		
108	72.0	3.870		
.....				
0	0.0	4.221		
0	0.0	4.572		
28	18.7	4.923	•••••	

Covariance Matrix

	EM1	EM2	EM3	EM4	EM5	SQ1
EM1	0.434					
EM2	0.358	0.623				
EM3	0.308	0.477	1.003			
EM4	0.339	0.412	0.547	0.851		
EM5	0.307	0.390	0.558	0.552	0.912	
SQ1	0.170	0.195	0.250	0.256	0.270	0.518
SQ2	0.263	0.301	0.435	0.446	0.516	0.318
SQ3	0.280	0.382	0.532	0.489	0.480	0.263
SQ4	0.275	0.305	0.468	0.470	0.487	0.300
SQ5	0.217	0.212	0.267	0.275	0.278	0.371
SQ6	0.355	0.343	0.577	0.615	0.677	0.368
CS1	0.220	0.308	0.319	0.319	0.347	0.266
CS2	0.258	0.293	0.362	0.431	0.455	0.255
CS3	0.235	0.236	0.401	0.376	0.436	0.324
CS4	0.275	0.271	0.485	0.456	0.561	0.417
CL1	0.274	0.304	0.420	0.343	0.309	0.214
CL2	0.325	0.442	0.551	0.508	0.363	0.166
CL3	0.293	0.402	0.437	0.442	0.391	0.189
CL4	0.187	0.326	0.578	0.515	0.509	0.332
CL5	0.228	0.325	0.520	0.509	0.527	0.326
CL6	0.246	0.305	0.318	0.362	0.304	0.267

Covariance Matrix

	SQ2	SQ3	SQ4	SQ5	SQ6	CS1
SQ2	0.683					
SQ3	0.476	0.744				
SQ4	0.538	0.531	0.796			
SQ5	0.322	0.331	0.319	0.482		



SQ6	0.561	0.507	0.537	0.399	1.092	
CS1	0.360	0.340	0.395	0.227	0.446	0.537
CS2	0.445	0.437	0.461	0.285	0.592	0.401
CS3	0.365	0.422	0.443	0.349	0.571	0.352
CS4	0.491	0.473	0.498	0.414	0.649	0.357
CL1	0.294	0.360	0.313	0.209	0.379	0.289
CL2	0.378	0.500	0.376	0.181	0.504	0.395
CL3	0.329	0.406	0.348	0.163	0.464	0.374
CL4	0.454	0.519	0.405	0.308	0.570	0.390
CL5	0.433	0.438	0.362	0.329	0.647	0.371
CL6	0.287	0.319	0.295	0.217	0.386	0.280

Covariance Matrix

	CS2	CS3	CS4	CL1	CL2	CL3
CS2	0.676					
CS3	0.422	0.653				
CS4	0.525	0.549	0.881			
CL1	0.311	0.280	0.330	0.670		
CL2	0.409	0.324	0.383	0.554	0.962	
CL3	0.335	0.372	0.413	0.435	0.610	0.789
CL4	0.474	0.480	0.551	0.389	0.649	0.486
CL5	0.424	0.475	0.538	0.430	0.564	0.485
CL6	0.288	0.336	0.340	0.287	0.438	0.398

Covariance Matrix

	CL4	CL5	CL6
CL4	1.074		
CL5	0.764	0.989	
CL6	0.503	0.413	0.550

Means

EM1	EM2	EM3	EM4	EM5	SQ1
4.047	3.967	3.493	3.767	3.753	4.213

Means

SQ2	SQ3	SQ4	SQ5	SQ6	CS1
3.960	3.833	3.793	4.273	3.713	3.987

Means

CS2	CS3	CS4	CL1	CL2	CL3
3.907	3.760	3.933	3.960	3.667	3.827

Means

CL4	CL5	CL6
3.653	3.667	4.013

Standard Deviations

EM1	EM2	EM3	EM4	EM5	SQ1
0.659	0.789	1.002	0.923	0.955	0.720

Standard Deviations

SQ2	SQ3	SQ4	SQ5	SQ6	CS1
0.826	0.862	0.892	0.694	1.045	0.733

Standard Deviations

CS2	CS3	CS4	CL1	CL2	CL3
0.822	0.808	0.939	0.818	0.981	0.888

Standard Deviations

CL4	CL5	CL6
1.036	0.994	0.742

The Problem used 258104 Bytes (= 0.1% of available workspace)

#### Lampiran 4 Output Lisrel

DATE: 12/ 9/2014

TIME: 15:11

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:\MAILINDA\HASIL DATA RISET.spl:

```
HASIL DATA RISET
OBSERVED VARIABLES EM1 EM2 EM3 EM4 EM5 SQ1 SQ2 SQ3 SQ4 SQ5
SQ6 CS1 CS2 CS3 CS4 CL1 CL2 CL3 CL4 CL5 CL6
COVARIANCE MATRIX FROM FILE D:\MAILINDA\DATA.COV
LATENT VARIABLES EM SQ CS CL
SAMPLE SIZE 150
RELATIONSHIPS
EM1=1*EM
EM2-EM5=EM
SQ1=1*SQ
SQ2-SQ6=SQ
CS1=1*CS
CS2-CS4=CS
CL1=1*CL
CL2-CL6=CL
CL=CS
CS=SQ EM
OPTIONS: SS SC EF RS
PATH DIAGRAM
END OF PROGRAM
```

Sample Size = 150

HASIL DATA RISET

Covariance Matrix

	CS1	CS2	CS3	CS4	CL1	CL2
CS1	0.54					
CS2	0.40	0.68				
CS3	0.35	0.42	0.65			
CS4	0.36	0.53	0.55	0.88		

CL1	0.29	0.31	0.28	0.33	0.67	
CL2	0.40	0.41	0.32	0.38	0.55	0.96
CL3	0.37	0.34	0.37	0.41	0.44	0.61
CL4	0.39	0.47	0.48	0.55	0.39	0.65
CL5	0.37	0.42	0.47	0.54	0.43	0.56
CL6	0.28	0.29	0.34	0.34	0.29	0.44
EM1	0.22	0.26	0.23	0.27	0.27	0.33
EM2	0.31	0.29	0.24	0.27	0.30	0.44
EM3	0.32	0.36	0.40	0.49	0.42	0.55
EM4	0.32	0.43	0.38	0.46	0.34	0.51
EM5	0.35	0.45	0.44	0.56	0.31	0.36
SQ1	0.27	0.25	0.32	0.42	0.21	0.17
SQ2	0.36	0.45	0.36	0.49	0.29	0.38
SQ3	0.34	0.44	0.42	0.47	0.36	0.50
SQ4	0.40	0.46	0.44	0.50	0.31	0.38
SQ5	0.23	0.28	0.35	0.41	0.21	0.18
SQ6	0.45	0.59	0.57	0.65	0.38	0.50

Covariance Matrix

	CL3	CL4	CL5	CL6	EM1	EM2
CL3	0.79					
CL4	0.49	1.07				
CL5	0.48	0.76	0.99			
CL6	0.40	0.50	0.41	0.55		
EM1	0.29	0.19	0.23	0.25	0.43	
EM2	0.40	0.33	0.32	0.31	0.36	0.62
EM3	0.44	0.58	0.52	0.32	0.31	0.48
EM4	0.44	0.52	0.51	0.36	0.34	0.41
EM5	0.39	0.51	0.53	0.30	0.31	0.39
SQ1	0.19	0.33	0.33	0.27	0.17	0.19
SQ2	0.33	0.45	0.43	0.29	0.26	0.30
SQ3	0.41	0.52	0.44	0.32	0.28	0.38
SQ4	0.35	0.41	0.36	0.29	0.28	0.31
SQ5	0.16	0.31	0.33	0.22	0.22	0.21
SQ6	0.46	0.57	0.65	0.39	0.36	0.34

Covariance Matrix

	EM3	EM4	EM5	SQ1	SQ2	SQ3
EM3	1.00					
EM4	0.55	0.85				
EM5	0.56	0.55	0.91			
SQ1	0.25	0.26	0.27	0.52		
SQ2	0.44	0.45	0.52	0.32	0.68	
SQ3	0.53	0.49	0.48	0.26	0.48	0.74

SQ4	0.47	0.47	0.49	0.30	0.54	0.53
SQ5	0.27	0.27	0.28	0.37	0.32	0.33
SQ6	0.58	0.62	0.68	0.37	0.56	0.51

Covariance Matrix

	SQ4	SQ5	SQ6
SQ4	0.80		
SQ5	0.32	0.48	
SQ6	0.54	0.40	1.09

HASIL DATA RISET

Number of Iterations = 35

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$CS1 = 1.00 * CS, \text{ Errorvar.} = 0.24, R^2 = 0.56$$

(0.030)  
7.86

$$CS2 = 1.22 * CS, \text{ Errorvar.} = 0.23, R^2 = 0.66$$

(0.12)      (0.031)  
10.27      7.41

$$CS3 = 1.20 * CS, \text{ Errorvar.} = 0.23, R^2 = 0.66$$

(0.12)      (0.030)  
10.19      7.46

$$CS4 = 1.40 * CS, \text{ Errorvar.} = 0.29, R^2 = 0.67$$

(0.14)      (0.040)  
10.29      7.39

$$CL1 = 1.00 * CL, \text{ Errorvar.} = 0.34, R^2 = 0.49$$

(0.043)  
7.85

$$CL2 = 1.38 * CL, \text{ Errorvar.} = 0.33, R^2 = 0.66$$

(0.15)      (0.047)  
9.24      7.09

$$CL3 = 1.18 * CL, \text{ Errorvar.} = 0.33, R^2 = 0.58$$

(0.14)      (0.044)  
8.75      7.50

CL4 = 1.46\*CL, Errorvar.= 0.38 , R<sup>2</sup> = 0.65

(0.16)      (0.053)  
9.20      7.13

CL5 = 1.36\*CL, Errorvar.= 0.38 , R<sup>2</sup> = 0.62

(0.15)      (0.051)  
8.99      7.32

CL6 = 0.98\*CL, Errorvar.= 0.23 , R<sup>2</sup> = 0.57

(0.11)      (0.031)  
8.68      7.55

EM1 = 1.00\*EM, Errorvar.= 0.22 , R<sup>2</sup> = 0.50

(0.028)  
7.72

EM2 = 1.24\*EM, Errorvar.= 0.29 , R<sup>2</sup> = 0.53

(0.15)      (0.039)  
8.31      7.58

EM3 = 1.61\*EM, Errorvar.= 0.45 , R<sup>2</sup> = 0.56

(0.19)      (0.060)  
8.50      7.47

EM4 = 1.59\*EM, Errorvar.= 0.31 , R<sup>2</sup> = 0.64

(0.18)      (0.044)  
9.06      6.98

EM5 = 1.61\*EM, Errorvar.= 0.36 , R<sup>2</sup> = 0.61

(0.18)      (0.050)  
8.87      7.17

SQ1 = 1.00\*SQ, Errorvar.= 0.30 , R<sup>2</sup> = 0.41

(0.037)  
8.25

SQ2 = 1.46\*SQ, Errorvar.= 0.22 , R<sup>2</sup> = 0.67

(0.17)      (0.030)  
8.57      7.48

SQ3 = 1.48\*SQ, Errorvar.= 0.27 , R<sup>2</sup> = 0.63

(0.18)      (0.036)  
8.35      7.68

$$\text{SQ4} = 1.52 * \text{SQ}, \text{Errorvar.} = 0.30, R^2 = 0.62$$

(0.18)	(0.039)
8.31	7.71

$$\text{SQ5} = 1.05 * \text{SQ}, \text{Errorvar.} = 0.25, R^2 = 0.49$$

(0.14)	(0.030)
7.54	8.11

$$\text{SQ6} = 1.81 * \text{SQ}, \text{Errorvar.} = 0.39, R^2 = 0.64$$

(0.21)	(0.051)
8.41	7.63

### Structural Equations

$$\text{CS} = -0.022 * \text{EM} + 1.16 * \text{SQ}, \text{Errorvar.} = 0.021, R^2 = 0.93$$

(0.18)	(0.22)	(0.011)
-0.13	5.17	1.95

$$\text{CL} = 0.87 * \text{CS}, \text{Errorvar.} = 0.10, R^2 = 0.68$$

(0.11)	(0.025)
7.62	4.13

### Reduced Form Equations

$$\text{CS} = -0.022 * \text{EM} + 1.16 * \text{SQ}, \text{Errorvar.} = 0.021, R^2 = 0.93$$

(0.18)	(0.22)
-0.13	5.17

$$\text{CL} = -0.019 * \text{EM} + 1.00 * \text{SQ}, \text{Errorvar.} = 0.12, R^2 = 0.63$$

(0.15)	(0.21)
-0.13	4.81

### Covariance Matrix of Independent Variables

	EM	SQ
EM	0.22 (0.05) 4.76	
SQ	0.19 (0.03) 5.46	0.21 (0.05) 4.31

### Covariance Matrix of Latent Variables

	CS	CL	EM	SQ
CS	0.30			
CL	0.26	0.33		
EM	0.22	0.19	0.22	
SQ	0.24	0.21	0.19	0.21

### Goodness of Fit Statistics

Degrees of Freedom = 185

Minimum Fit Function Chi-Square = 569.92 (P = 0.0)

Normal Theory Weighted Least Squares Chi-Square = 607.01 (P = 0.0)

Estimated Non-centrality Parameter (NCP) = 422.01

90 Percent Confidence Interval for NCP = (351.16 ; 500.47)

Minimum Fit Function Value = 3.82

Population Discrepancy Function Value (F0) = 2.83

90 Percent Confidence Interval for F0 = (2.36 ; 3.36)

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) = 4.69

90 Percent Confidence Interval for ECVI = (4.22 ; 5.22)

ECVI for Saturated Model = 3.10

ECVI for Independence Model = 58.63

Chi-Square for Independence Model with 210 Degrees of Freedom = 8693.90

Independence AIC = 8735.90

Model AIC = 699.01

Saturated AIC = 462.00

Independence CAIC = 8820.12

Model CAIC = 883.50

Saturated CAIC = 1388.46

Normed Fit Index (NFI) = 0.93

Non-Normed Fit Index (NNFI) = 0.95

Parsimony Normed Fit Index (PNFI) = 0.82

Comparative Fit Index (CFI) = 0.95

Incremental Fit Index (IFI) = 0.95

Relative Fit Index (RFI) = 0.93

Critical N (CN) = 61.83



Root Mean Square Residual (RMR) = 0.051  
 Standardized RMR = 0.068  
 Goodness of Fit Index (GFI) = 0.72  
 Adjusted Goodness of Fit Index (AGFI) = 0.65  
 Parsimony Goodness of Fit Index (PGFI) = 0.58

## HASIL DATA RISET

### Fitted Covariance Matrix

	CS1	CS2	CS3	CS4	CL1	CL2
CS1	0.54					
CS2	0.37	0.68				
CS3	0.36	0.44	0.65			
CS4	0.42	0.51	0.50	0.88		
CL1	0.26	0.32	0.31	0.36	0.67	
CL2	0.36	0.44	0.43	0.50	0.46	0.96
CL3	0.31	0.38	0.37	0.43	0.39	0.54
CL4	0.38	0.46	0.45	0.53	0.48	0.66
CL5	0.35	0.43	0.42	0.50	0.45	0.62
CL6	0.25	0.31	0.30	0.36	0.32	0.45
EM1	0.22	0.26	0.26	0.30	0.19	0.26
EM2	0.27	0.33	0.32	0.38	0.23	0.32
EM3	0.35	0.43	0.42	0.49	0.30	0.42
EM4	0.34	0.42	0.41	0.48	0.30	0.41
EM5	0.35	0.43	0.42	0.49	0.30	0.42
SQ1	0.24	0.30	0.29	0.34	0.21	0.29
SQ2	0.36	0.44	0.43	0.50	0.31	0.43
SQ3	0.36	0.44	0.43	0.51	0.31	0.43
SQ4	0.37	0.45	0.44	0.52	0.32	0.45
SQ5	0.26	0.31	0.31	0.36	0.22	0.31
SQ6	0.44	0.54	0.53	0.62	0.38	0.53

### Fitted Covariance Matrix

	CL3	CL4	CL5	CL6	EM1	EM2
CL3	0.79					
CL4	0.57	1.07				
CL5	0.53	0.65	0.99			
CL6	0.38	0.47	0.44	0.55		
EM1	0.22	0.27	0.26	0.18	0.43	
EM2	0.28	0.34	0.32	0.23	0.27	0.62
EM3	0.36	0.44	0.41	0.30	0.35	0.43
EM4	0.35	0.43	0.41	0.29	0.34	0.42
EM5	0.36	0.44	0.41	0.30	0.35	0.43

SQ1	0.25	0.31	0.29	0.21	0.19	0.24
SQ2	0.37	0.45	0.42	0.30	0.28	0.35
SQ3	0.37	0.46	0.43	0.31	0.28	0.35
SQ4	0.38	0.47	0.44	0.32	0.29	0.36
SQ5	0.26	0.32	0.30	0.22	0.20	0.25
SQ6	0.45	0.56	0.52	0.38	0.35	0.43

Fitted Covariance Matrix

	EM3	EM4	EM5	SQ1	SQ2	SQ3
EM3	1.00					
EM4	0.55	0.85				
EM5	0.56	0.55	0.91			
SQ1	0.31	0.30	0.31	0.52		
SQ2	0.45	0.44	0.45	0.31	0.68	
SQ3	0.45	0.45	0.45	0.32	0.46	0.74
SQ4	0.47	0.46	0.47	0.33	0.48	0.48
SQ5	0.32	0.32	0.32	0.23	0.33	0.33
SQ6	0.56	0.55	0.56	0.39	0.57	0.57

Fitted Covariance Matrix

	SQ4	SQ5	SQ6
SQ4	0.80		
SQ5	0.34	0.48	
SQ6	0.59	0.41	1.09

Fitted Residuals

	CS1	CS2	CS3	CS4	CL1	CL2
CS1	0.00					
CS2	0.03	0.00				
CS3	-0.01	-0.02	0.00			
CS4	-0.06	0.01	0.05	0.00		
CL1	0.03	-0.01	-0.03	-0.03	0.00	
CL2	0.04	-0.03	-0.11	-0.12	0.10	0.00
CL3	0.07	-0.04	0.01	-0.02	0.05	0.07
CL4	0.01	0.01	0.03	0.02	-0.09	-0.02
CL5	0.02	-0.01	0.05	0.04	-0.02	-0.06
CL6	0.03	-0.02	0.03	-0.02	-0.04	-0.01
EM1	0.00	-0.01	-0.02	-0.03	0.09	0.07
EM2	0.04	-0.04	-0.08	-0.10	0.07	0.12
EM3	-0.03	-0.06	-0.02	0.00	0.12	0.13
EM4	-0.02	0.01	-0.04	-0.03	0.05	0.10
EM5	0.00	0.03	0.02	0.07	0.01	-0.05

SQ1	0.02	-0.04	0.03	0.07	0.00	-0.13
SQ2	0.00	0.01	-0.06	-0.01	-0.02	-0.05
SQ3	-0.02	-0.01	-0.01	-0.03	0.05	0.07
SQ4	0.02	0.01	0.00	-0.02	-0.01	-0.07
SQ5	-0.03	-0.03	0.04	0.06	-0.01	-0.13
SQ6	0.00	0.05	0.04	0.03	0.00	-0.03

Fitted Residuals

	CL3	CL4	CL5	CL6	EM1	EM2
CL3	0.00					
CL4	-0.08	0.00				
CL5	-0.05	0.11	0.00			
CL6	0.02	0.03	-0.03	0.00		
EM1	0.07	-0.09	-0.03	0.06	0.00	
EM2	0.13	-0.01	0.01	0.08	0.09	0.00
EM3	0.08	0.14	0.11	0.02	-0.04	0.05
EM4	0.09	0.08	0.10	0.07	0.00	-0.01
EM5	0.03	0.07	0.12	0.01	-0.04	-0.04
SQ1	-0.06	0.02	0.04	0.06	-0.02	-0.04
SQ2	-0.04	0.00	0.01	-0.02	-0.02	-0.05
SQ3	0.04	0.06	0.01	0.01	0.00	0.03
SQ4	-0.03	-0.06	-0.08	-0.02	-0.02	-0.06
SQ5	-0.10	-0.01	0.03	0.00	0.02	-0.04
SQ6	0.01	0.01	0.12	0.01	0.01	-0.09

Fitted Residuals

	EM3	EM4	EM5	SQ1	SQ2	SQ3
EM3	0.00					
EM4	0.00	0.00				
EM5	0.00	0.00	0.00			
SQ1	-0.06	-0.05	-0.04	0.00		
SQ2	-0.01	0.00	0.07	0.00	0.00	
SQ3	0.08	0.04	0.03	-0.05	0.01	0.00
SQ4	0.00	0.01	0.02	-0.03	0.06	0.05
SQ5	-0.06	-0.04	-0.04	0.15	-0.01	0.00
SQ6	0.02	0.07	0.12	-0.02	-0.01	-0.07

Fitted Residuals

	SQ4	SQ5	SQ6
SQ4	0.00		
SQ5	-0.02	0.00	
SQ6	-0.05	-0.01	0.00

## Summary Statistics for Fitted Residuals

Smallest Fitted Residual = -0.13

Median Fitted Residual = 0.00

Largest Fitted Residual = 0.15

## Stemleaf Plot

```

-12|860
-10|650
-8|16551
-6|70754332
-4|8755543277644421
-2|998876655333119998877665443321100
-0|777666655533210998887776543332111000000000000000000000
0|11222333445677889001111122233677
2|0012224466668990222355667
4|01223557778126
6|0023566660001144789
8|269158
10|39168
12|024738
14|6
    
```

## Standardized Residuals

	CS1	CS2	CS3	CS4	CL1	CL2
CS1	--					
CS2	2.12	--				
CS3	-0.35	-1.09	--			
CS4	-3.38	0.69	2.76	--		
CL1	1.02	-0.23	-1.07	-1.02	--	
CL2	1.22	-1.07	-3.64	-3.60	4.26	--
CL3	2.33	-1.42	0.18	-0.52	1.90	3.27
CL4	0.39	0.38	0.90	0.62	-3.70	-0.68
CL5	0.53	-0.31	1.68	1.20	-0.78	-2.53
CL6	1.09	-0.95	1.33	-0.57	-1.77	-0.45
EM1	0.19	-0.31	-1.11	-1.15	2.83	1.98
EM2	1.59	-1.40	-3.38	-3.66	1.99	3.09
EM3	-0.94	-2.09	-0.51	-0.07	2.63	2.75
EM4	-0.94	0.41	-1.37	-0.87	1.15	2.28
EM5	-0.05	1.04	0.73	2.33	0.17	-1.22
SQ1	0.99	-2.07	1.49	3.06	0.06	-3.72
SQ2	0.14	0.42	-3.57	-0.53	-0.54	-1.64
SQ3	-1.03	-0.28	-0.52	-1.45	1.42	1.93
SQ4	1.11	0.28	-0.07	-0.97	-0.28	-1.95

SQ5	-1.47	-1.53	2.24	2.56	-0.46	-4.02
SQ6	0.17	2.18	1.81	1.12	-0.11	-0.63

Standardized Residuals

	CL3	CL4	CL5	CL6	EM1	EM2
CL3	--					
CL4	-3.51	--				
CL5	-1.99	4.56	--			
CL6	0.86	1.70	-1.32	--		
EM1	2.26	-2.47	-0.80	2.36	--	
EM2	3.45	-0.31	0.19	2.51	5.12	--
EM3	1.72	2.69	2.16	0.57	-1.77	1.90
EM4	2.24	1.84	2.35	2.08	-0.16	-0.61
EM5	0.82	1.49	2.52	0.26	-2.07	-1.84
SQ1	-1.89	0.65	1.03	2.18	-0.94	-1.57
SQ2	-1.24	0.06	0.29	-0.65	-0.81	-1.98
SQ3	1.07	1.73	0.31	0.45	-0.14	1.24
SQ4	-0.95	-1.68	-2.06	-0.70	-0.65	-2.05
SQ5	-3.33	-0.45	0.80	-0.03	0.80	-1.50
SQ6	0.28	0.29	2.88	0.33	0.36	-2.76

Standardized Residuals

	EM3	EM4	EM5	SQ1	SQ2	SQ3
EM3	--					
EM4	-0.13	--				
EM5	0.05	0.14	--			
SQ1	-1.74	-1.67	-1.23	--		
SQ2	-0.52	0.07	2.55	0.18	--	
SQ3	2.41	1.51	0.91	-2.54	0.67	--
SQ4	0.02	0.29	0.67	-1.19	3.37	2.38
SQ5	-1.85	-1.71	-1.63	6.92	-0.48	-0.13
SQ6	0.55	2.07	3.57	-0.81	-0.37	-2.93

Standardized Residuals

	SQ4	SQ5	SQ6
SQ4	--		
SQ5	-1.18	--	
SQ6	-2.22	-0.35	--

Summary Statistics for Standardized Residuals

Smallest Standardized Residual = -4.02

Median Standardized Residual = 0.00  
Largest Standardized Residual = 6.92

Stemleaf Plot

```
- 4|0
- 3|7776665443
- 2|9855211110000
- 1|9888877776665554443222211111000
-
0|9999988887777666555555543333332211111000000000000000000000
0
0|111112222233333334444455667777888999
1|000011111222345556777788999
2|0011122222333344445566677889
3|113456
4|36
5|1
6|9
```

Largest Negative Standardized Residuals

Residual for	CS4 and	CS1	-3.38
Residual for	CL2 and	CS3	-3.64
Residual for	CL2 and	CS4	-3.60
Residual for	CL4 and	CL1	-3.70
Residual for	CL4 and	CL3	-3.51
Residual for	EM2 and	CS3	-3.38
Residual for	EM2 and	CS4	-3.66
Residual for	SQ1 and	CL2	-3.72
Residual for	SQ2 and	CS3	-3.57
Residual for	SQ5 and	CL2	-4.02
Residual for	SQ5 and	CL3	-3.33
Residual for	SQ6 and	EM2	-2.76
Residual for	SQ6 and	SQ3	-2.93

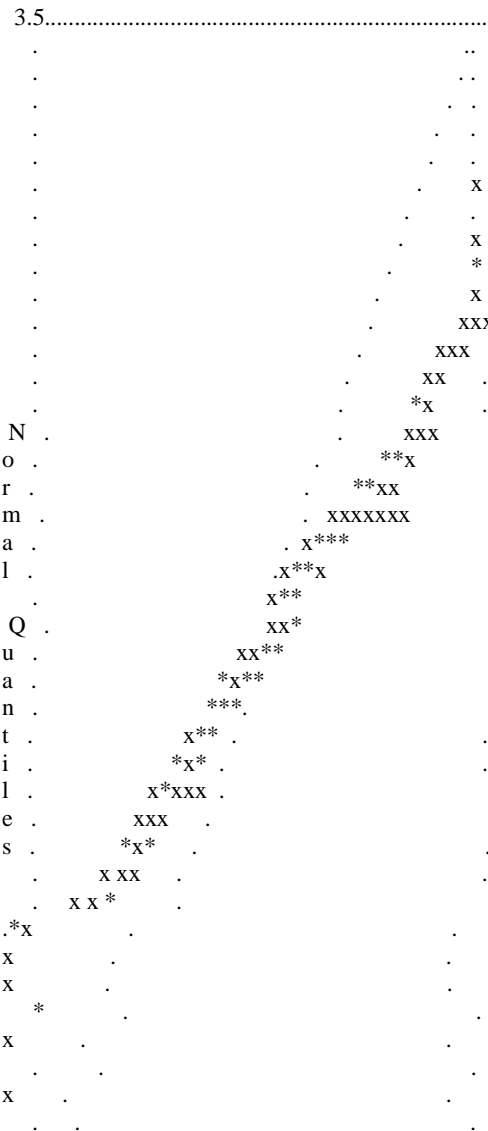
Largest Positive Standardized Residuals

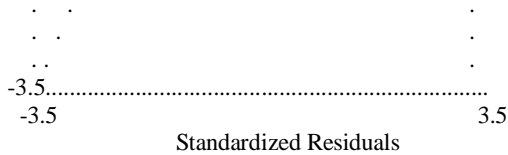
Residual for	CS4 and	CS3	2.76
Residual for	CL2 and	CL1	4.26
Residual for	CL3 and	CL2	3.27
Residual for	CL5 and	CL4	4.56
Residual for	EM1 and	CL1	2.83
Residual for	EM2 and	CL2	3.09
Residual for	EM2 and	CL3	3.45
Residual for	EM2 and	EM1	5.12
Residual for	EM3 and	CL1	2.63
Residual for	EM3 and	CL2	2.75
Residual for	EM3 and	CL4	2.69
Residual for	SQ1 and	CS4	3.06
Residual for	SQ4 and	SQ2	3.37
Residual for	SQ5 and	SQ1	6.92

Residual for SQ6 and CL5 2.88  
Residual for SQ6 and EM5 3.57

### HASIL DATA RISET

#### Qplot of Standardized Residuals





The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
CL2	CS	8.4	-0.64
EM2	SQ	9.4	-1.04
EM5	SQ	8.0	1.14
CL	EM	18.3	0.84

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
CS4	CS1	11.5	-0.09
CL2	CS3	12.7	-0.09
CL2	CS4	7.9	-0.08
CL2	CL1	18.2	0.14
CL3	CL2	10.7	0.11
CL4	CL1	13.7	-0.13
CL4	CL3	12.3	-0.13
CL5	CL4	20.8	0.18
EM1	CL1	8.1	0.07
EM1	CL4	25.8	-0.14
EM1	CL5	8.2	-0.08
EM2	CS1	10.3	0.08
EM2	CS4	10.1	-0.09
EM2	CL2	10.4	0.10
EM2	CL3	9.1	0.09
EM2	EM1	26.2	0.12
EM5	CL2	13.0	-0.12
SQ1	CS4	9.3	0.08
SQ1	CL2	17.4	-0.12
SQ1	CL6	9.0	0.07
SQ2	CS3	11.4	-0.07
SQ3	CL2	9.6	0.09
SQ4	SQ2	11.3	0.08
SQ5	CL2	11.4	-0.09
SQ5	CL3	10.4	-0.08
SQ5	SQ1	47.8	0.16
SQ6	SQ3	8.6	-0.09

HASIL DATA RISET

Standardized Solution



LAMBDA-Y

	CS	CL
CS1	0.55	--
CS2	0.67	--
CS3	0.65	--
CS4	0.77	--
CL1	--	0.57
CL2	--	0.79
CL3	--	0.68
CL4	--	0.84
CL5	--	0.78
CL6	--	0.56

LAMBDA-X

	EM	SQ
EM1	0.46	--
EM2	0.58	--
EM3	0.75	--
EM4	0.74	--
EM5	0.75	--
SQ1	--	0.46
SQ2	--	0.68
SQ3	--	0.69
SQ4	--	0.70
SQ5	--	0.49
SQ6	--	0.84

BETA

	CS	CL
CS	--	--
CL	0.83	--

GAMMA

	EM	SQ
CS	-0.02	0.98
CL	--	--

Correlation Matrix of ETA and KSI

CS	CL	EM	SQ
----	----	----	----

	-----	-----	-----	-----
CS	1.00			
CL	0.83	1.00		
EM	0.85	0.70	1.00	
SQ	0.96	0.80	0.89	1.00

PSI

Note: This matrix is diagonal.

	CS	CL
-----	-----	-----
	0.07	0.32

Regression Matrix ETA on KSI (Standardized)

	EM	SQ
-----	-----	-----
CS	-0.02	0.98
CL	-0.02	0.81

## HASIL DATA RISET

Completely Standardized Solution

LAMBDA-Y

	CS	CL
-----	-----	-----
CS1	0.75	--
CS2	0.81	--
CS3	0.81	--
CS4	0.82	--
CL1	--	0.70
CL2	--	0.81
CL3	--	0.76
CL4	--	0.81
CL5	--	0.79
CL6	--	0.76

LAMBDA-X

	EM	SQ
-----	-----	-----
EM1	0.70	--
EM2	0.73	--
EM3	0.75	--
EM4	0.80	--
EM5	0.78	--

SQ1	--	0.64
SQ2	--	0.82
SQ3	--	0.79
SQ4	--	0.79
SQ5	--	0.70
SQ6	--	0.80

BETA

	CS	CL
CS	--	--
CL	0.83	--

GAMMA

	EM	SQ
CS	-0.02	0.98
CL	--	--

Correlation Matrix of ETA and KSI

	CS	CL	EM	SQ
CS	1.00			
CL	0.83	1.00		
EM	0.85	0.70	1.00	
SQ	0.96	0.80	0.89	1.00

PSI

Note: This matrix is diagonal.

	CS	CL
	0.07	0.32

THETA-EPS

	CS1	CS2	CS3	CS4	CL1	CL2
	0.44	0.34	0.34	0.33	0.51	0.34

THETA-EPS

	CL3	CL4	CL5	CL6
	0.42	0.35	0.38	0.43

THETA-DELTA

EM1	EM2	EM3	EM4	EM5	SQ1
0.50	0.47	0.44	0.36	0.39	0.59

THETA-DELTA

SQ2	SQ3	SQ4	SQ5	SQ6
0.33	0.37	0.38	0.51	0.36

Regression Matrix ETA on KSI (Standardized)

	EM	SQ
CS	-0.02	0.98
CL	-0.02	0.81

HASIL DATA RISET

Total and Indirect Effects

Total Effects of KSI on ETA

	EM	SQ
CS	-0.02 (0.18) -0.13	1.16 (0.22) 5.17
CL	-0.02 (0.15) -0.13	1.00 (0.21) 4.81

Indirect Effects of KSI on ETA

	EM	SQ
CS	--	--
CL	-0.02 (0.15) -0.13	1.00 (0.21) 4.81

Total Effects of ETA on ETA

	CS	CL
	-----	-----
CS	--	--
CL	0.87	--
	(0.11)	
	7.62	

Largest Eigenvalue of B\*B' (Stability Index) is 0.752

Total Effects of ETA on Y

	CS	CL
	-----	-----
CS1	1.00	--
CS2	1.22	--
	(0.12)	
	10.27	
CS3	1.20	--
	(0.12)	
	10.19	
CS4	1.40	--
	(0.14)	
	10.29	
CL1	0.87	1.00
	(0.11)	
	7.62	
CL2	1.20	1.38
	(0.14)	(0.15)
	8.61	9.24
CL3	1.03	1.18
	(0.13)	(0.14)
	8.20	8.75
CL4	1.26	1.46
	(0.15)	(0.16)
	8.58	9.20
CL5	1.18	1.36

(0.14)	(0.15)
8.40	8.99

CL6	0.85	0.98
	(0.10)	(0.11)
	8.14	8.68

Indirect Effects of ETA on Y

	CS	CL
	-----	-----
CS1	--	--
CS2	--	--
CS3	--	--
CS4	--	--
CL1	0.87	--
	(0.11)	
	7.62	
CL2	1.20	--
	(0.14)	
	8.61	
CL3	1.03	--
	(0.13)	
	8.20	
CL4	1.26	--
	(0.15)	
	8.58	
CL5	1.18	--
	(0.14)	
	8.40	
CL6	0.85	--
	(0.10)	
	8.14	

Total Effects of KSI on Y

EM	SQ
----	----

CS1	-0.02 (0.18)	1.16 (0.22)
	-0.13	5.17
CS2	-0.03 (0.22)	1.42 (0.27)
	-0.13	5.31
CS3	-0.03 (0.21)	1.38 (0.26)
	-0.13	5.30
CS4	-0.03 (0.25)	1.62 (0.30)
	-0.13	5.32
CL1	-0.02 (0.15)	1.00 (0.21)
	-0.13	4.81
CL2	-0.03 (0.21)	1.39 (0.28)
	-0.13	5.04
CL3	-0.02 (0.18)	1.19 (0.24)
	-0.13	4.95
CL4	-0.03 (0.22)	1.46 (0.29)
	-0.13	5.03
CL5	-0.03 (0.21)	1.37 (0.27)
	-0.13	4.99
CL6	-0.02 (0.15)	0.98 (0.20)
	-0.13	4.94

## HASIL DATA RISET

### Standardized Total and Indirect Effects

#### Standardized Total Effects of KSI on ETA

	EM	SQ
	-----	-----
CS	-0.02	0.98
CL	-0.02	0.81

Standardized Indirect Effects of KSI on ETA

	EM	SQ
	-----	-----
CS	--	--
CL	-0.02	0.81

Standardized Total Effects of ETA on ETA

	CS	CL
	-----	-----
CS	--	--
CL	0.83	--

Standardized Total Effects of ETA on Y

	CS	CL
	-----	-----
CS1	0.55	--
CS2	0.67	--
CS3	0.65	--
CS4	0.77	--
CL1	0.47	0.57
CL2	0.66	0.79
CL3	0.56	0.68
CL4	0.69	0.84
CL5	0.65	0.78
CL6	0.46	0.56

Completely Standardized Total Effects of ETA on Y

	CS	CL
	-----	-----
CS1	0.75	--
CS2	0.81	--
CS3	0.81	--
CS4	0.82	--
CL1	0.58	0.70
CL2	0.67	0.81
CL3	0.63	0.76
CL4	0.67	0.81
CL5	0.65	0.79
CL6	0.63	0.76



Standardized Indirect Effects of ETA on Y

	CS	CL
	-----	-----
CS1	--	--
CS2	--	--
CS3	--	--
CS4	--	--
CL1	0.47	--
CL2	0.66	--
CL3	0.56	--
CL4	0.69	--
CL5	0.65	--
CL6	0.46	--

Completely Standardized Indirect Effects of ETA on Y

	CS	CL
	-----	-----
CS1	--	--
CS2	--	--
CS3	--	--
CS4	--	--
CL1	0.58	--
CL2	0.67	--
CL3	0.63	--
CL4	0.67	--
CL5	0.65	--
CL6	0.63	--

Standardized Total Effects of KSI on Y

	EM	SQ
	-----	-----
CS1	-0.01	0.54
CS2	-0.01	0.66
CS3	-0.01	0.64
CS4	-0.01	0.75
CL1	-0.01	0.47
CL2	-0.01	0.64
CL3	-0.01	0.55
CL4	-0.01	0.68
CL5	-0.01	0.63
CL6	-0.01	0.46

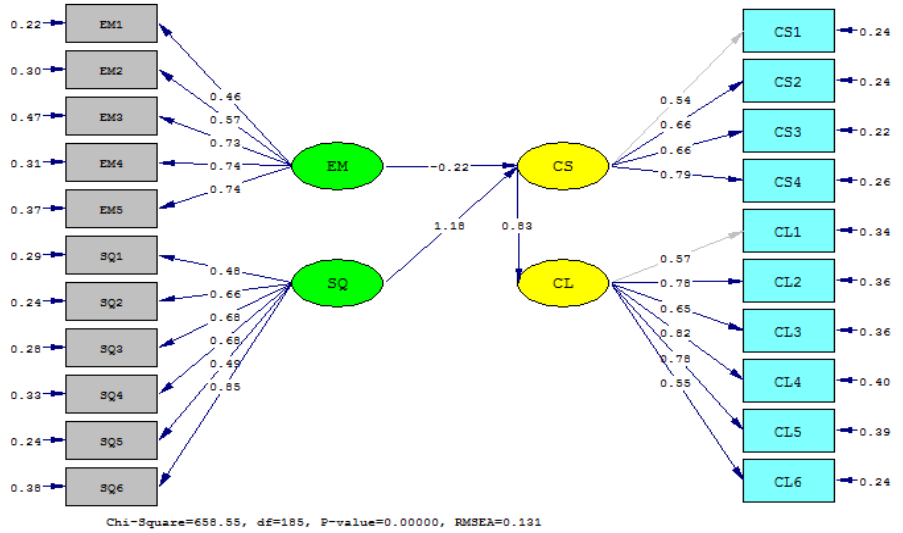
Completely Standardized Total Effects of KSI on Y

EM	SQ
----	----

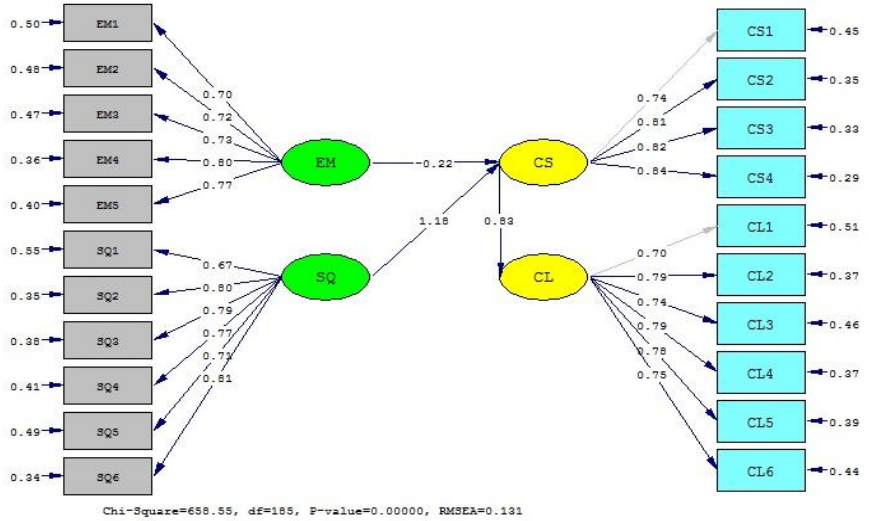
```
----- -----
CS1  -0.01  0.73
CS2  -0.02  0.80
CS3  -0.02  0.79
CS4  -0.02  0.80
CL1  -0.01  0.57
CL2  -0.01  0.66
CL3  -0.01  0.62
CL4  -0.01  0.65
CL5  -0.01  0.64
CL6  -0.01  0.61
```

Time used: 0.047 Seconds

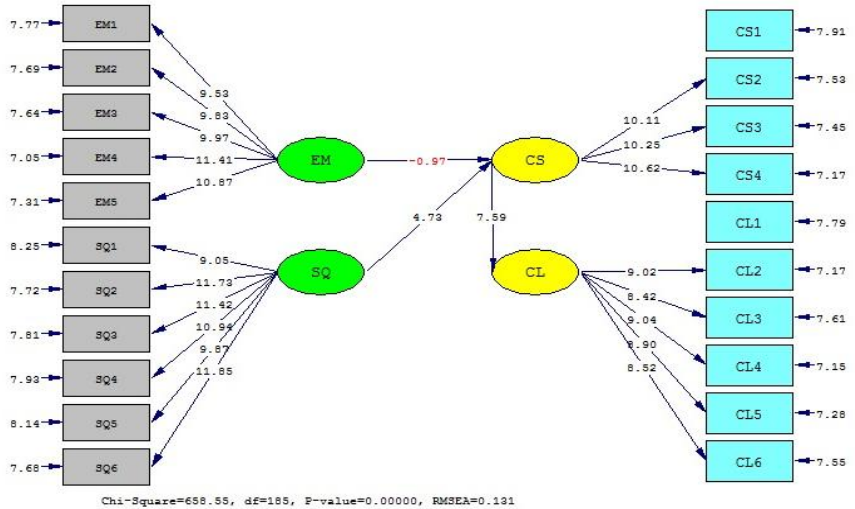
### Lampiran 5 Gambar Estimates



### Lampiran 6 Gambar Standardized Solution



### Lampiran 7 Gambar T-Values



## Lampiran 8 Karakteristik Responden

FREQUENCIES VARIABLES=IDENTITAS1 IDENTITAS2 IDENTITAS3  
/ORDER=ANALYSIS.

### Frequencies

#### Statistics

		IDENTITAS1	IDENTITAS2	IDENTITAS3
N	Valid	150	150	150
	Missing	0	0	0

### Frequency Table

#### IDENTITAS1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK	22	14,7	14,7	14,7
	YA	128	85,3	85,3	100,0
	Total	150	100,0	100,0	

#### IDENTITAS2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK	56	37,3	37,3	37,3
	YA	94	62,7	62,7	100,0
	Total	150	100,0	100,0	

#### IDENTITAS3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK	23	15,3	15,3	15,3
	YA	127	84,7	84,7	100,0
	Total	150	100,0	100,0	

### Lampiran 9 Hasil Uji Validitas

Variabel Laten	Indikator	<i>T-value</i>	<i>Cutt-off Value</i>	Keterangan
<i>Experiential Marketing</i>	EM1	7,72	>1,96	Valid
	EM2	7,58	>1,96	Valid
	EM3	7,47	>1,96	Valid
	EM4	6,98	>1,96	Valid
	EM5	7,17	>1,96	Valid
<i>Service Quality</i>	SQ1	8,25	>1,96	Valid
	SQ2	7,48	>1,96	Valid
	SQ3	7,68	>1,96	Valid
	SQ4	7,71	>1,96	Valid
	SQ5	8,11	>1,96	Valid
	SQ6	7,68	>1,96	Valid
<i>Customer Satisfaction</i>	CS1	7,86	>1,96	Valid
	CS2	7,41	>1,96	Valid
	CS3	7,46	>1,96	Valid
	CS4	7,39	>1,96	Valid
<i>Customer Loyalty</i>	CL1	7,85	>1,96	Valid
	CL2	7,09	>1,96	Valid
	CL3	7,50	>1,96	Valid
	CL4	7,13	>1,96	Valid
	CL5	7,32	>1,96	Valid
	CL6	7,55	>1,96	Valid

### Lampiran 10 Uji Reliabilitas

Variabel Laten	Construct Reliability	Cut-off Value	Keterangan
<i>Experiential Marketing</i>	0,862 $\approx$ 0,86	> 0,6	Reliabel
<i>Service Quality</i>	0,893 $\approx$ 0,89	> 0,6	Reliabel
<i>Customer Satisfaction</i>	0,879 $\approx$ 0,88	> 0,6	Reliabel
<i>Customer Loyalty</i>	0,891 $\approx$ 0,89	> 0,6	Reliabel

## Lampiran 11 Statistik Deskriptif

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
EM1	150	2	5	4.05	.659
EM2	150	1	5	3.97	.789
EM3	150	1	5	3.49	1.002
EM4	150	1	5	3.77	.923
EM5	150	2	5	3.75	.955
TEM	150	8	25	19.03	3.485
EM	150	1.60	5.00	3.8053	.69705
SQ1	150	2	5	4.21	.720
SQ2	150	1	5	3.96	.826
SQ3	150	2	5	3.83	.862
SQ4	150	1	5	3.79	.892
SQ5	150	2	5	4.27	.694
SQ6	150	1	5	3.71	1.045
TSQ	150	9	30	23.79	4.071
SQ	150	1.50	5.00	3.9639	.67843
CS1	150	2	5	3.99	.733
CS2	150	1	5	3.91	.822
CS3	150	2	5	3.76	.808
CS4	150	1	5	3.93	.939
TCS	150	6	20	15.59	2.834
CS	150	1.50	5.00	3.8967	.70840
CL1	150	2	5	3.96	.818
CL2	150	1	5	3.67	.981
CL3	150	1	5	3.83	.888
CL4	150	1	5	3.65	1.036
CL5	150	2	5	3.67	.994
CL6	150	1	5	4.01	.742
TCL	150	9	30	22.79	4.403
CL	150	1.50	5.00	3.7977	.73382
Valid N (listwise)	150				