

## Lampiran 1

### Kuesioner

Kuesioner ini dibuat dalam rangka melakukan penelitian untuk menyelesaikan tugas akhir saya dengan judul, Pengaruh *Perceived Price* Terhadap *Customer Loyalty* Melalui *Perceived Quality* dan *Customer Satisfaction* pada Produk *Handphone Blackberry* di Surabaya. Saya berharap responden bersedia untuk mengisi kuesioner ini dan memberikan pernyataan yang sesuai dengan pendapat anda. Atas kesediaan saudara-saudari saya ucapkan terima kasih.

Hormat saya,  
Hubert Anders.W

### BAGIAN 1

#### KARAKTERISTIK RESPONDEN

Berilah tanda (X) pada setiap jawaban anda.

a. Domisili saat ini:

- |             |                  |
|-------------|------------------|
| 1. Surabaya | 2. Luar Surabaya |
|-------------|------------------|

b. Jenis Kelamin:

- |              |              |
|--------------|--------------|
| 1. Laki-laki | 2. Perempuan |
|--------------|--------------|

c. Usia:

- |                     |                     |
|---------------------|---------------------|
| 1. Usia 17–23 tahun | 4. Usia 38-44 tahun |
| 2. Usia 24-30 tahun | 5. $\geq$ 45 tahun  |
| 3. Usia 31-37 tahun |                     |

d. Pendidikan terakhir:

- |        |                  |
|--------|------------------|
| 1. SMU | 4. Strata 2 (S2) |
|--------|------------------|

**Lampiran 1 (Lanjutan)**

2. Diploma (D3)
3. Strata 1 (S1)
5. Strata 3 (S3)

e. Pekerjaan:

1. Pelajar/Mahasiswa
2. Pegawai Negeri
3. Pegawai Swasta
4. Wirausaha
5. Lain-lain,.....

f. Pendapatan/uang saku setiap bulan:

1. Kurang dari Rp. 1.000.000
2. Rp 1000.000 – kurang dari Rp 2.000.000
3. Rp 2.000.000 – kurang dari Rp 3.000.000
4. Rp 3.000.000 – kurang dari Rp 4.000.000
5. Rp 4.000.000 ke atas

g. Apakah anda pernah menggunakan *handphone* merek *Blackberry* setahun terakhir ini?

1. Pernah
2. Tidak pernah

h. Tipe *handphone* merek *Blackberry* yang terakhir anda gunakan?

1. Jenis *Curve/Javelin*
2. Jenis *Bold*
3. Jenis *Onyx/Dakota*
4. Jenis *Torch/Tour*
5. Jenis *Belagio*

**Lampiran 1 (Lanjutan)**

**BAGIAN 2**

**PERNYATAAN YANG BERKAITAN DENGAN VARIABEL-VARIABEL PENELITIAN.**

Berilah tanda (X) tentang pendapat anda mengenai **Produk Handphone Blackberry** berikut ini:

Keterangan:

STS = Sangat tidak setuju

TS = Tidak setuju

TP = Tanpa pendapat

S = Setuju

SS = Sangat setuju

NO	Pernyataan	STS	TS	TP	S	SS
	<i>Perceived Price</i>					
1	Menurut saya harga <i>handphone Blackberry</i> terjangkau					
2	Menurut saya harga <i>handphone Blackberry</i> sesuai dengan kualitas yang saya dapat					
3	Menurut saya harga <i>handphone Blackberry</i> memiliki daya saing yang baik					

NO	Pernyataan	STS	TS	TP	S	SS
	<i>Perceived quality</i>					
1	Menurut saya <i>handphone Blackberry</i> memiliki kualitas yang baik.					
2	Dibandingkan dengan merek <i>handphone</i> lain, saya lebih mengapresiasi kualitas <i>handphone Blackberry</i>					
3	Menurut saya <i>handphone Blackberry</i> menjadi pemimpin dalam segi kualitas dibandingkan para kompetitor sejenis					

**Lampiran 1 (Lanjutan)**

NO	Pernyataan	STS	TS	TP	S	SS
	<i>Customer Satisfaction</i>					
1	Berdasarkan pengalaman, saya senang menggunakan <i>handphone</i> merek <i>Blackberry</i>					
2	Menurut saya kinerja <i>handphone</i> merek <i>Blackberry</i> memenuhi harapan					
3	Saya percaya bahwa menggunakan <i>handphone</i> merek <i>Blackberry</i> merupakan pengalaman yang memuaskan					

NO	Pernyataan	STS	TS	TP	S	SS
	<i>Customer Loyalty</i>					
1	Saya selalu akan menggunakan <i>handphone</i> merek <i>Blackberry</i>					
2	<i>Blackberry</i> akan menjadi pilihan utama saya dalam memilih <i>handphone</i>					
3	Saya tidak akan membeli <i>handphone</i> merek lain jika <i>handphone</i> merek <i>Blackberry</i> ada di toko					

## Lampiran 2a

## Karakteristik Responden

Responden	Domisili	Jenis Kelamin	Usia	Pendidikan terakhir	Pekerjaan	Penghasilan	Pengalaman menggunakan	Tipe Terakhir
1	1	1	1	1	1	1	1	1
2	1	2	1	3	1	1	1	1
3	1	1	2	1	1	2	1	2
4	1	1	1	1	1	1	1	1
5	1	2	2	1	1	1	1	2
6	1	1	1	1	1	1	1	3
7	1	2	1	3	5	1	1	1
8	1	1	2	1	1	1	1	3
9	1	1	1	1	1	1	1	1
10	1	1	1	1	1	1	1	2
11	1	2	2	3	1	1	1	3
12	1	1	3	1	1	1	1	1
13	1	2	1	1	5	4	1	1
14	1	1	1	3	1	1	1	3
15	1	1	2	1	1	1	1	1
16	1	2	1	1	1	1	1	2
17	1	1	3	1	1	1	1	1

Lampiran 2a (Lanjutan)

Responden	Domisili	Jenis Kelamin	Usia	Pendidikan terakhir	Pekerjaan	Penghasilan	Pengalaman menggunakan	Tipe Terakhir
18	1	1	3	1	1	1	1	1
19	1	1	4	1	1	1	1	2
20	1	1	1	3	1	1	1	3
21	1	2	1	1	1	1	1	1
22	1	1	1	1	1	1	1	1
23	1	2	1	1	1	1	1	1
24	1	1	1	1	1	1	1	1
25	1	1	2	3	1	1	1	1
26	1	1	1	1	1	1	1	1
27	1	1	1	1	1	1	1	1
28	1	1	1	1	1	1	1	2
29	1	1	1	1	1	1	1	3
30	1	2	1	3	1	1	1	1
31	1	2	1	3	4	3	1	2
32	1	1	2	1	1	1	1	3
33	1	1	1	1	1	1	1	1
34	1	1	1	1	1	1	1	1
35	1	2	1	1	1	1	1	1

Lampiran 2a (Lanjutan)

Responden	Domisili	Jenis Kelamin	Usia	Pendidikan terakhir	Pekerjaan	Penghasilan	Pengalaman menggunakan	Tipe Terakhir
36	1	1	1	3	1	1	1	1
37	1	1	1	1	1	1	1	1
38	1	2	1	1	1	1	1	3
39	1	1	2	1	4	4	1	3
40	1	1	1	1	1	1	1	1
41	1	2	1	1	1	1	1	1
42	1	1	1	1	1	1	1	2
43	1	2	1	1	1	1	1	1
44	1	1	1	1	1	1	1	1
45	1	1	1	1	1	1	1	2
46	1	1	1	1	1	1	1	1
47	1	2	1	1	1	1	1	1
48	1	1	1	1	1	1	1	1
49	1	2	1	1	1	1	1	1
50	1	1	1	1	1	1	1	1
51	1	1	1	1	1	1	1	3
52	1	1	1	1	4	1	1	1
53	1	1	1	3	1	4	1	1

Lampiran 2a (Lanjutan)

Responden	Domisili	Jenis Kelamin	Usia	Pendidikan terakhir	Pekerjaan	Penghasilan	Pengalaman menggunakan	Tipe Terakhir
54	1	1	1	2	1	1	1	1
55	1	1	1	3	1	1	1	3
56	1	2	1	1	1	1	1	1
57	1	1	1	1	1	1	1	2
58	1	2	1	1	1	1	1	3
59	1	1	1	1	1	1	1	1
60	1	1	1	1	1	1	1	4
61	1	1	1	1	1	1	1	1
62	1	2	1	3	1	1	1	1
63	1	1	1	1	1	1	1	1
64	1	1	1	2	1	1	1	1
65	1	2	1	1	1	1	1	1
66	1	1	1	1	1	1	1	1
67	1	1	1	1	1	1	1	4
68	1	1	1	1	1	1	1	4
69	1	1	1	1	1	1	1	4
70	1	1	1	1	1	1	1	4
71	1	2	1	1	1	1	1	1





Lampiran 2a (Lanjutan)

Responden	Domisili	Jenis Kelamin	Usia	Pendidikan terakhir	Pekerjaan	Penghasilan	Pengalaman menggunakan	Tipe Terakhir
90	1	2	1	1	1	1	1	3
91	1	2	1	1	1	1	1	1
92	1	2	1	1	1	1	1	1
93	1	1	1	3	1	1	1	1
94	1	1	1	1	4	4	1	2
95	1	1	1	1	1	1	1	1
96	1	2	1	1	1	1	1	2
97	1	1	1	1	1	1	1	1
98	1	1	1	1	1	1	1	1
99	1	1	1	3	1	1	1	1
100	1	2	2	1	1	1	1	1
101	1	1	1	1	1	1	1	2
102	1	1	1	1	1	1	1	1
103	1	1	1	1	4	3	1	2
104	1	2	1	1	1	1	1	1
105	1	1	2	3	1	1	1	4
106	1	1	1	1	1	1	1	1
107	1	2	1	1	1	1	1	4

Lampiran 2a (Lanjutan)

Responden	Domisili	Jenis Kelamin	Usia	Pendidikan terakhir	Pekerjaan	Penghasilan	Pengalaman menggunakan	Tipe Terakhir
108	1	1	2	1	1	1	1	1
109	1	1	1	1	1	1	1	1
110	1	2	1	2	1	1	1	1
111	1	1	2	1	3	4	1	1
112	1	1	2	1	1	1	1	3
113	1	2	2	1	1	1	1	1
114	1	2	1	1	1	1	1	1
115	1	2	1	1	1	1	1	2
116	1	1	1	1	1	1	1	4
117	1	1	1	1	1	1	1	4
118	1	1	1	1	1	1	1	2
119	1	2	1	1	1	1	1	1
120	1	1	1	1	1	1	1	1
121	1	1	1	1	1	1	1	1
122	1	2	1	1	1	1	1	2
123	1	1	1	2	1	1	1	3
124	1	1	1	1	3	4	1	3
125	1	2	1	1	3	3	1	1



Lampiran 2a (Lanjutan)

Responden	Domisili	Jenis Kelamin	Usia	Pendidikan terakhir	Pekerjaan	Penghasilan	Pengalaman menggunakan	Tipe Terakhir
144	1	1	1	1	1	1	1	1
145	1	2	1	3	1	1	1	1
146	1	1	1	1	1	1	1	2
147	1	2	1	1	1	1	1	1
148	1	1	1	1	1	1	1	1
149	1	1	1	1	1	1	1	2
150	1	2	2	1	1	1	1	1
151	1	1	1	1	1	1	1	2
152	1	2	1	3	5	4	1	3
153	1	1	1	1	4	1	1	2
154	1	1	1	1	1	1	1	1
155	1	1	1	1	1	1	1	1
156	1	1	1	1	1	1	1	1
157	1	2	1	1	1	1	1	1
158	1	1	1	1	1	1	1	1
159	1	2	1	1	1	1	1	2
160	1	1	2	1	1	1	1	4
161	1	2	1	1	1	1	1	2



## Lampiran 2a (Lanjutan)

Responden	Domisili	Jenis Kelamin	Usia	Pendidikan terakhir	Pekerjaan	Penghasilan	Pengalaman menggunakan	Tipe Terakhir
180	1	1	1	1	3	1	1	3
181	1	2	1	1	4	4	1	3
182	1	1	1	1	1	1	1	4
183	1	1	1	1	1	1	1	2
184	1	1	1	1	1	1	1	2
185	1	1	2	1	1	1	1	1
186	1	1	1	3	1	1	1	1
187	1	1	1	1	1	1	1	3
188	1	1	1	1	1	1	1	3
189	1	2	1	1	1	1	1	3
190	1	1	1	1	1	1	1	2
191	1	1	1	1	5	4	1	1
192	1	1	2	3	1	1	1	3
193	1	2	1	1	1	2	1	3
194	1	1	1	1	1	1	1	4
195	1	1	1	1	1	2	1	4
196	1	1	1	1	1	2	1	4
197	1	2	1	1	1	1	1	4

Lampiran 2a (Lanjutan)

Responden	Domisili	Jenis Kelamin	Usia	Pendidikan terakhir	Pekerjaan	Penghasilan	Pengalaman menggunakan	Tipe Terakhir
198	1	1	1	1	1	1	1	3
199	1	1	1	1	1	1	1	2
200	1	2	1	1	1	2	1	1



Lampiran 2b

Jawaban Responden Untuk PP, PQ, CS, dan CL

no	PP1	PP2	PP3	PP	PQ1	PQ2	PQ3	PQ	CS1	CS2	CS3	CS	CL1	CL2	CL3	CL
1	4	3	4	3,67	5	5	5	5,00	4	4	5	4,33	4	4	5	4,33
2	4	3	4	3,67	4	3	4	3,67	5	3	4	4,00	5	3	4	4,00
3	4	5	4	4,33	4	5	5	4,67	5	4	5	4,67	5	4	5	4,67
4	5	3	5	4,33	4	3	2	3,00	4	4	4	4,00	4	4	4	4,00
5	5	5	4	4,67	3	4	4	3,67	4	3	4	3,67	5	4	4	4,33
6	5	5	3	4,33	4	3	5	4,00	5	5	4	4,67	4	4	5	4,33
7	5	4	4	4,33	3	5	5	4,33	4	4	5	4,33	4	4	5	4,33
8	5	4	4	4,33	4	3	5	4,00	5	3	4	4,00	4	4	4	4,00
9	5	5	5	5,00	4	5	3	4,00	5	4	3	4,00	4	4	5	4,33
10	5	4	4	4,33	4	3	3	3,33	3	3	5	3,67	3	3	5	3,67
11	5	4	5	4,67	3	5	5	4,33	4	4	3	3,67	4	4	5	4,33
12	5	4	5	4,67	5	5	4	4,67	5	5	3	4,33	4	4	4	4,00
13	4	5	5	4,67	4	5	5	4,67	4	3	5	4,00	4	4	5	4,33
14	5	5	4	4,67	3	5	5	4,33	5	3	4	4,00	4	4	5	4,33
15	5	4	5	4,67	5	3	4	4,00	4	4	4	4,00	4	4	5	4,33
16	5	5	5	5,00	4	3	3	3,33	5	3	5	4,33	4	4	4	4,00
17	3	4	5	4,00	3	4	4	3,67	4	5	5	4,67	4	4	3	3,67

Lampiran 2b (lanjutan)

no	PP1	PP2	PP3	PP	PQ1	PQ2	PQ3	PQ	CS1	CS2	CS3	CS	CL1	CL2	CL3	CL
18	5	4	5	4,67	5	4	4	4,33	4	3	4	3,67	4	4	3	3,67
19	5	5	4	4,67	5	5	5	5,00	5	3	5	4,33	4	5	4	4,33
20	5	5	4	4,67	5	4	4	4,33	2	2	2	2,00	4	4	4	4,00
21	5	5	4	4,67	5	4	5	4,67	5	5	4	4,67	4	5	4	4,33
22	4	5	4	4,33	5	4	5	4,67	4	3	4	3,67	3	2	5	3,33
23	5	4	4	4,33	4	5	5	4,67	5	5	5	5,00	4	5	4	4,33
24	5	5	5	5,00	5	5	4	4,67	4	5	4	4,33	4	5	4	4,33
25	5	5	5	5,00	5	4	5	4,67	3	4	5	4,00	3	4	5	4,00
26	4	4	5	4,33	5	5	5	5,00	2	5	5	4,00	5	4	4	4,33
27	4	3	4	3,67	3	4	5	4,00	4	3	4	3,67	4	3	4	3,67
28	4	5	4	4,33	5	4	5	4,67	4	5	4	4,33	4	5	4	4,33
29	5	3	5	4,33	5	5	4	4,67	5	3	5	4,33	5	3	5	4,33
30	5	3	4	4,00	5	5	4	4,67	5	3	4	4,00	5	3	4	4,00
31	4	5	3	4,00	5	5	4	4,67	4	5	3	4,00	4	5	3	4,00
32	5	3	4	4,00	4	5	4	4,33	5	3	4	4,00	5	3	4	4,00
33	4	3	4	3,67	5	4	4	4,33	4	3	4	3,67	4	3	4	3,67
34	4	5	5	4,67	5	5	5	5,00	4	5	5	4,67	4	5	5	4,67

Lampiran 2b (lanjutan)

no	PP1	PP2	PP3	PP	PQ1	PQ2	PQ3	PQ	CS1	CS2	CS3	CS	CL1	CL2	CL3	CL
35	4	3	4	3,67	5	5	5	5,00	4	3	4	3,67	4	3	4	3,67
36	4	2	5	3,67	4	4	5	4,33	4	2	5	3,67	4	2	5	3,67
37	4	4	4	4,00	4	3	4	3,67	4	4	4	4,00	4	4	4	4,00
38	5	2	5	4,00	4	5	4	4,33	5	2	5	4,00	5	4	5	4,67
39	3	4	4	3,67	5	3	5	4,33	3	4	4	3,67	4	3	4	3,67
40	3	1	1	1,67	5	3	4	4,00	3	1	1	1,67	3	1	1	1,67
41	4	5	5	4,67	4	5	3	4,00	4	5	5	4,67	4	5	5	4,67
42	3	4	5	4,00	5	3	4	4,00	3	4	5	4,00	3	4	5	4,00
43	2	3	2	2,33	2	3	4	3,00	2	3	2	2,33	2	3	2	2,33
44	4	5	4	4,33	5	4	4	4,33	4	5	4	4,33	4	5	4	4,33
45	5	5	4	4,67	4	4	5	4,33	5	5	4	4,67	5	5	4	4,67
46	4	5	4	4,33	4	4	5	4,33	4	5	4	4,33	4	5	4	4,33
47	4	5	4	4,33	5	4	5	4,67	4	5	4	4,33	4	5	4	4,33
48	5	4	4	4,33	4	5	5	4,67	5	4	4	4,33	5	4	4	4,33
49	2	4	2	2,67	5	4	4	4,33	1	4	2	2,33	1	4	2	2,33
50	4	4	5	4,33	3	4	5	4,00	4	4	5	4,33	4	4	5	4,33
51	2	1	1	1,33	3	5	2	3,33	2	1	1	1,33	2	1	1	1,33

Lampiran 2b (lanjutan)

no	PP1	PP2	PP3	PP	PQ1	PQ2	PQ3	PQ	CS1	CS2	CS3	CS	CL1	CL2	CL3	CL
52	4	5	5	4,67	5	5	3	4,33	4	5	5	4,67	4	5	5	4,67
53	4	3	4	3,67	3	5	3	3,67	4	5	4	4,33	4	5	4	4,33
54	4	3	4	3,67	4	2	2	2,67	5	4	4	4,33	5	4	4	4,33
55	4	5	4	4,33	5	4	2	3,67	4	4	4	4,00	4	4	4	4,00
56	5	3	5	4,33	3	2	5	3,33	1	4	2	2,33	1	4	2	2,33
57	5	5	4	4,67	4	3	1	2,67	2	4	3	3,00	2	4	3	3,00
58	5	5	3	4,33	4	5	5	4,67	4	4	5	4,33	4	4	5	4,33
59	5	4	4	4,33	4	5	4	4,33	4	4	2	3,33	4	4	2	3,33
60	5	4	4	4,33	3	5	4	4,00	4	5	4	4,33	4	5	4	4,33
61	5	5	5	5,00	5	4	4	4,33	4	2	4	3,33	4	2	4	3,33
62	5	4	4	4,33	5	5	5	5,00	5	4	1	3,33	5	4	1	3,33
63	5	4	5	4,67	5	4	5	4,67	4	3	5	4,00	4	3	5	4,00
64	5	4	5	4,67	5	3	5	4,33	4	4	2	3,33	4	4	2	3,33
65	4	5	5	4,67	4	4	3	3,67	3	4	4	3,67	3	4	4	3,67
66	5	5	4	4,67	4	4	5	4,33	4	4	2	3,33	4	4	2	3,33
67	5	4	5	4,67	4	4	3	3,67	5	4	5	4,67	5	5	4	4,67
68	5	5	5	5,00	3	4	2	3,00	3	3	4	3,33	3	1	2	2,00

Lampiran 2b (lanjutan)

no	PP1	PP2	PP3	PP	PQ1	PQ2	PQ3	PQ	CS1	CS2	CS3	CS	CL1	CL2	CL3	CL
69	3	4	5	4,00	4	5	4	4,33	4	4	3	3,67	3	4	3	3,33
70	5	4	5	4,67	3	3	4	3,33	5	4	5	4,67	5	4	5	4,67
71	5	5	4	4,67	5	4	5	4,67	4	4	4	4,00	4	4	4	4,00
72	5	5	4	4,67	4	4	5	4,33	2	4	4	3,33	4	3	5	4,00
73	5	5	4	4,67	5	3	5	4,33	4	4	5	4,33	4	4	5	4,33
74	4	5	4	4,33	5	4	5	4,67	4	5	4	4,33	4	5	4	4,33
75	5	4	4	4,33	3	2	1	2,00	4	4	5	4,33	4	4	5	4,33
76	5	5	5	5,00	5	4	5	4,67	4	5	5	4,67	4	3	2	3,00
77	5	5	5	5,00	4	5	5	4,67	4	4	4	4,00	3	4	3	3,33
78	4	4	5	4,33	3	5	4	4,00	4	4	4	4,00	4	3	3	3,33
79	4	4	4	4,00	4	4	4	4,00	4	4	4	4,00	5	5	3	4,33
80	5	4	5	4,67	4	4	4	4,00	5	4	5	4,67	4	3	3	3,33
81	5	5	5	5,00	4	4	4	4,00	5	5	5	5,00	4	3	4	3,67
82	4	3	5	4,00	5	5	5	5,00	4	3	5	4,00	4	3	3	3,33
83	4	5	5	4,67	4	4	4	4,00	4	5	5	4,67	4	4	4	4,00
84	4	3	3	3,33	5	4	4	4,33	4	3	3	3,33	4	5	5	4,67
85	4	5	3	4,00	4	5	5	4,67	4	5	3	4,00	5	4	5	4,67

Lampiran 2b (lanjutan)

no	PP1	PP2	PP3	PP	PQ1	PQ2	PQ3	PQ	CS1	CS2	CS3	CS	CL1	CL2	CL3	CL
86	4	4	4	4,00	5	5	4	4,67	4	4	4	4,00	4	4	5	4,33
87	5	4	4	4,33	4	4	4	4,00	5	4	4	4,33	5	5	5	5,00
88	5	4	3	4,00	5	4	4	4,33	5	4	3	4,00	5	5	5	5,00
89	4	4	4	4,00	5	5	5	5,00	4	4	4	4,00	5	5	5	5,00
90	4	4	4	4,00	4	5	5	4,67	4	4	4	4,00	4	4	4	4,00
91	4	5	3	4,00	4	5	4	4,33	4	5	3	4,00	5	5	4	4,67
92	4	4	4	4,00	4	5	4	4,33	4	4	4	4,00	1	2	1	1,33
93	3	2	4	3,00	4	5	4	4,33	3	2	4	3,00	1	1	1	1,00
94	4	4	4	4,00	4	5	4	4,33	4	4	4	4,00	1	2	1	1,33
95	4	4	4	4,00	4	5	4	4,33	4	4	4	4,00	4	4	5	4,33
96	4	4	5	4,33	4	5	5	4,67	4	4	5	4,33	5	4	5	4,67
97	4	3	4	3,67	4	2	5	3,67	4	3	4	3,67	4	3	4	3,67
98	2	3	4	3,00	4	5	5	4,67	2	3	4	3,00	4	4	3	3,67
99	4	3	1	2,67	5	2	2	3,00	4	3	1	2,67	2	1	2	1,67
100	3	4	4	3,67	2	4	4	3,33	3	4	4	3,67	4	5	3	4,00
101	4	4	4	4,00	4	3	2	3,00	4	4	4	4,00	3	3	4	3,33
102	4	4	4	4,00	4	5	4	4,33	4	4	4	4,00	5	4	5	4,67

Lampiran 2b (lanjutan)

no	PP1	PP2	PP3	PP	PQ1	PQ2	PQ3	PQ	CS1	CS2	CS3	CS	CL1	CL2	CL3	CL
103	4	4	4	4,00	3	4	4	3,67	4	4	4	4,00	4	4	5	4,33
104	4	3	3	3,33	4	4	5	4,33	4	3	3	3,33	5	3	5	4,33
105	5	4	5	4,67	4	3	5	4,00	5	4	5	4,67	5	4	5	4,67
106	4	5	4	4,33	3	5	5	4,33	4	5	4	4,33	3	2	1	2,00
107	4	4	5	4,33	4	3	5	4,00	4	4	5	4,33	5	4	5	4,67
108	4	5	5	4,67	4	5	3	4,00	4	5	5	4,67	4	5	5	4,67
109	4	4	4	4,00	4	3	3	3,33	4	4	4	4,00	4	5	5	4,67
110	4	4	3	3,67	4	5	5	4,67	4	4	3	3,67	5	4	5	4,67
111	3	4	4	3,67	4	4	4	4,00	3	4	4	3,67	5	5	4	4,67
112	4	4	5	4,33	4	4	4	4,00	4	4	5	4,33	4	4	4	4,00
113	4	4	5	4,33	4	4	4	4,00	4	5	4	4,33	4	5	4	4,33
114	3	4	4	3,67	5	4	5	4,67	3	4	5	4,00	4	4	4	4,00
115	5	4	5	4,67	5	5	5	5,00	4	3	4	3,67	4	4	4	4,00
116	4	4	5	4,33	4	3	5	4,00	4	3	4	3,67	4	4	4	4,00
117	3	4	4	3,67	4	5	5	4,67	4	5	4	4,33	4	5	4	4,33
118	4	4	4	4,00	4	3	3	3,33	5	3	5	4,33	4	4	4	4,00
119	4	4	4	4,00	4	5	3	4,00	5	5	4	4,67	4	4	4	4,00

Lampiran 2b (lanjutan)

no	PP1	PP2	PP3	PP	PQ1	PQ2	PQ3	PQ	CS1	CS2	CS3	CS	CL1	CL2	CL3	CL
120	4	4	4	4,00	4	4	4	4,00	2	4	2	2,67	3	5	3	3,67
121	4	4	4	4,00	5	4	4	4,33	5	4	4	4,33	4	4	4	4,00
122	5	5	5	5,00	5	4	3	4,00	3	3	4	3,33	5	5	5	5,00
123	4	4	4	4,00	4	4	4	4,00	5	5	5	5,00	4	4	4	4,00
124	5	4	4	4,33	4	4	4	4,00	2	1	4	2,33	5	4	5	4,67
125	4	5	5	4,67	4	5	3	4,00	5	4	5	4,67	4	4	4	4,00
126	5	5	4	4,67	4	4	4	4,00	5	4	5	4,67	3	3	5	3,67
127	4	4	4	4,00	4	5	4	4,33	4	3	3	3,33	4	4	4	4,00
128	5	4	4	4,33	4	5	4	4,33	5	5	3	4,33	4	4	4	4,00
129	5	5	5	5,00	4	5	5	4,67	5	5	4	4,67	2	4	5	3,67
130	4	5	5	4,67	4	4	4	4,00	4	5	5	4,67	4	4	3	3,67
131	4	5	4	4,33	4	4	4	4,00	4	5	4	4,33	5	5	5	5,00
132	4	5	4	4,33	4	4	4	4,00	4	5	4	4,33	4	3	4	3,67
133	4	5	4	4,33	5	4	5	4,67	4	5	4	4,33	4	5	5	4,67
134	4	5	4	4,33	5	5	5	5,00	4	5	4	4,33	5	3	5	4,33
135	4	5	4	4,33	5	5	5	5,00	4	5	4	4,33	3	4	4	3,67
136	4	5	5	4,67	5	5	5	5,00	4	5	5	4,67	4	3	5	4,00



Lampiran 2b (lanjutan)

no	PP1	PP2	PP3	PP	PQ1	PQ2	PQ3	PQ	CS1	CS2	CS3	CS	CL1	CL2	CL3	CL
137	4	2	5	3,67	4	4	4	4,00	4	2	5	3,67	3	5	5	4,33
138	4	5	5	4,67	5	5	4	4,67	4	5	5	4,67	4	3	5	4,00
139	2	2	2	2,00	1	2	1	1,33	5	2	2	3,00	4	5	3	4,00
140	2	4	4	3,33	4	5	5	4,67	2	4	4	3,33	4	3	3	3,33
141	4	3	2	3,00	4	3	4	3,67	4	3	2	3,00	3	4	5	4,00
142	4	5	4	4,33	4	4	5	4,33	4	5	4	4,33	5	5	4	4,67
143	3	5	4	4,00	5	4	5	4,67	3	5	4	4,00	4	3	5	4,00
144	4	2	4	3,33	4	3	4	3,67	4	2	4	3,33	3	3	4	3,33
145	4	4	4	4,00	5	4	4	4,33	4	4	4	4,00	5	3	4	4,00
146	5	4	5	4,67	4	5	4	4,33	5	4	5	4,67	4	3	3	3,33
147	4	4	4	4,00	4	5	4	4,33	4	4	4	4,00	5	4	5	4,67
148	4	4	4	4,00	4	5	5	4,67	4	4	4	4,00	5	5	5	5,00
149	4	4	4	4,00	4	3	5	4,00	4	4	4	4,00	4	5	4	4,33
150	4	4	4	4,00	4	5	3	4,00	4	4	4	4,00	3	4	5	4,00
151	5	5	5	5,00	4	3	3	3,33	5	5	5	5,00	4	3	4	3,67
152	4	4	4	4,00	3	4	5	4,00	4	4	4	4,00	4	3	4	3,67
153	5	4	4	4,33	5	5	4	4,67	5	3	4	4,00	4	5	4	4,33

Lampiran 2b (lanjutan)

no	PP1	PP2	PP3	PP	PQ1	PQ2	PQ3	PQ	CS1	CS2	CS3	CS	CL1	CL2	CL3	CL
154	4	5	5	4,67	4	3	5	4,00	4	4	4	4	5	3	5	4,33
155	5	5	4	4,67	3	3	4	3,33	5	3	4	4	5	5	4	4,67
156	4	4	4	4,00	5	3	4	4,00	4	3	2	3	2	4	2	2,67
157	5	4	4	4,33	4	3	3	3,33	2	4	4	3,333	5	4	4	4,33
158	2	1	2	1,67	1	2	1	1,33	2	2	1	1,667	1	2	2	1,67
159	4	5	5	4,67	5	5	5	5,00	3	5	5	4,333	5	5	5	5,00
160	4	5	4	4,33	3	3	2	2,67	4	5	4	4,333	2	1	4	2,33
161	4	5	4	4,33	2	5	5	4,00	4	4	4	4	5	4	5	4,67
162	4	5	4	4,33	5	2	5	4,00	4	5	4	4,333	5	4	5	4,67
163	2	2	3	2,33	4	5	4	4,33	4	5	4	4,333	4	3	3	3,33
164	4	5	4	4,33	3	4	5	4,00	3	3	4	3,333	5	5	3	4,33
165	4	5	5	4,67	4	3	4	3,67	4	5	5	4,667	5	5	4	4,67
166	4	2	5	3,67	4	3	4	3,67	4	2	5	3,667	4	5	4	4,33
167	4	3	4	3,67	4	5	4	4,33	4	3	4	3,667	5	5	5	5,00
168	5	3	5	4,33	5	3	5	4,33	3	3	5	3,667	5	5	5	5,00
169	2	2	2	2,00	5	5	4	4,67	2	2	2	2	4	5	5	4,67
170	4	3	4	3,67	2	4	2	2,67	4	5	4	4,333	4	5	5	4,67

Lampiran 2b (lanjutan)

no	PP1	PP2	PP3	PP	PQ1	PQ2	PQ3	PQ	CS1	CS2	CS3	CS	CL1	CL2	CL3	CL
171	4	3	4	3,67	5	4	4	4,33	4	5	4	4,33	4	5	3	4,00
172	5	5	5	5,00	3	3	5	3,67	5	5	5	5,00	4	5	3	4,00
173	4	5	4	4,33	2	2	1	1,67	4	5	4	4,33	4	4	4	4,00
174	1	2	2	1,67	2	2	1	1,67	2	1	2	1,67	2	1	2	1,67
175	2	1	2	1,67	1	2	2	1,67	2	3	1	2,00	1	1	1	1,00
176	2	3	1	2,00	4	4	4	4,00	4	3	4	3,67	4	4	4	4,00
177	2	1	1	1,33	5	4	4	4,33	4	3	4	3,67	4	4	5	4,33
178	1	1	2	1,33	1	2	2	1,67	3	3	5	3,67	4	5	4	4,33
179	5	5	4	4,67	3	4	5	4,00	2	2	1	1,67	4	4	4	4,00
180	2	4	2	2,67	2	4	5	3,67	3	5	3	3,67	4	4	4	4,00
181	4	4	4	4,00	5	4	5	4,67	5	4	4	4,33	4	5	5	4,67
182	4	4	5	4,33	4	5	5	4,67	5	5	4	4,67	5	5	4	4,67
183	1	1	1	1,00	2	2	5	3,00	5	4	4	4,33	5	4	4	4,33
184	1	1	4	2,00	4	5	5	4,67	4	4	4	4,00	4	4	4	4,00
185	1	2	2	1,67	1	2	1	1,33	1	1	1	1,00	1	1	1	1,00
186	4	4	5	4,33	5	4	5	4,67	5	4	5	4,67	4	5	5	4,67
187	5	5	5	5,00	5	5	4	4,67	2	1	5	2,67	5	4	5	4,67

Lampiran 2b (lanjutan)

no	PP1	PP2	PP3	PP	PQ1	PQ2	PQ3	PQ	CS1	CS2	CS3	CS	CL1	CL2	CL3	CL
188	1	1	1	1,00	2	2	1	1,67	2	3	2	2,33	1	2	3	2,00
189	1	1	1	1,00	4	4	4	4,00	2	2	5	3,00	5	5	5	5,00
190	2	2	2	2,00	1	2	1	1,33	2	1	5	2,67	1	1	1	1,00
191	2	1	1	1,33	4	4	5	4,33	4	5	5	4,67	4	5	4	4,33
192	2	2	2	2,00	1	1	1	1,00	1	2	1	1,33	1	2	1	1,33
193	1	2	1	1,33	2	2	2	2,00	2	3	5	3,33	1	1	1	1,00
194	4	5	5	4,67	4	5	5	4,67	4	5	2	3,67	4	5	4	4,33
195	2	1	2	1,67	3	2	1	2,00	1	2	1	1,33	2	1	1	1,33
196	1	1	2	1,33	4	5	5	4,67	5	5	5	5,00	4	5	5	4,67
197	2	2	2	2,00	1	1	1	1,00	1	2	1	1,33	1	2	1	1,33
198	4	4	5	4,33	4	5	5	4,67	5	4	5	4,67	5	5	5	5,00
199	4	4	5	4,33	5	4	5	4,67	5	5	5	5,00	5	5	5	5,00
200	2	2	2	2,00	1	1	2	1,33	2	1	1	1,33	1	1	1	1,00

**Lampiran 3**  
**STATISTIK DESKRIPTIF**

**Frequency Table**

**DOMISILI**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SURABAYA	200	100.0	100.0	100.0

**JENISKELAMIN**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid LAKI-LAKI	140	70.0	70.0	70.0
PEREMPUAN	60	30.0	30.0	100.0
Total	200	100.0	100.0	

**USIA**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17-23 tahun	175	87.5	87.5	87.5
24-30 tahun	20	10.0	10.0	97.5
31-37 tahun	4	2.0	2.0	99.5
38-44 tahun	1	.5	.5	100.0
Total	200	100.0	100.0	

**PENDIDIKAN TERAKHIR**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SMU	169	84.5	84.5	84.5
Diploma (D3)	4	2.0	2.0	86.5
Strata 1 (S1)	27	13.5	13.5	100.0
Total	200	100.0	100.0	

**Lampiran 3 (Lanjutan)****PEKERJAAN**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/Mahasiswa	179	89.5	89.5	89.5
	Pegawai Swasta	6	3.0	3.0	92.5
	Wirausaha	8	4.0	4.0	96.5
	Lain-lain	7	3.5	3.5	100.0
	Total	200	100.0	100.0	

**PENGHASILAN**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rp 1000.000 sampai < Rp 2.000.000	176	88.0	88.0	88.0
	Rp 2.000.000 sampai < Rp 3.000.000	6	3.0	3.0	91.0
	Rp 3.000.000 - sampai < Rp 4.000.000	6	3.0	3.0	94.0
	Rp 4.000.000 ke atas	12	6.0	6.0	100.0
	Total	200	100.0	100.0	

**PENGALAMANMENGGUNAKAN**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pernah	200	100.0	100.0	100.0

**Lampiran 3 (Lanjutan)****TIPETERAKHIR**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Jenis Curve / Javelin	106	53.0	53.0	53.0
	Jenis Bold	34	17.0	17.0	70.0
	Jenis Onyx / Dakota	38	19.0	19.0	89.0
	Jenis Torch / Tour	22	11.0	11.0	100.0
	Total	200	100.0	100.0	

### Lampiran 3 (Lanjutan)

#### Descriptives

##### Statistics

		PP1	PP2	PP3	PP
N	Valid	200	200	200	200
	Missing	0	0	0	0
Mean		3.9400	3.8650	3.9550	3.9200
Std. Error of Mean		.07623	.08257	.07645	.06890

##### Statistics

		PQ1	PQ2	PQ3	PQ
N	Valid	200	200	200	200
	Missing	0	0	0	0
Mean		3.9600	3.9750	4.0200	3.9850
Std. Error of Mean		.07224	.07244	.08081	.06150

##### Statistics

		CS1	CS2	CS3	CS
N	Valid	200	200	200	200
	Missing	0	0	0	0
Mean		3.8350	3.7950	3.9000	3.8433
Std. Error of Mean		.07116	.07579	.07798	.05845

##### Statistics

		CL1	CL2	CL3	CL
N	Valid	200	200	200	200
	Missing	0	0	0	0
Mean		3.8650	3.8350	3.9100	3.8700
Std. Error of Mean		.07558	.07855	.08333	.06794



**Lampiran 4**  
**UJI NORMALITAS**

Total Sample Size = 200

Univariate Summary Statistics for Continuous Variables

Variable	Mean	St. Dev.	T-Value	Skewness	Kurtosis	Minimum Freq.	Maximum Freq.
PP1	3.940	1.078	51.685	-0.339	-0.489	1.463	9
PP2	3.865	1.168	46.808	-0.373	-0.739	1.410	13
PP3	3.955	1.081	51.735	-0.339	-0.496	1.515	10
PQ1	3.960	1.022	54.820	-0.341	-0.504	1.625	9
PQ2	3.975	1.025	54.870	-0.441	-0.644	1.179	3
PQ3	4.020	1.143	49.745	-0.490	-0.732	1.529	12
CS1	3.835	1.006	53.890	-0.253	-0.227	1.360	6
CS2	3.795	1.072	50.075	-0.305	-0.620	1.338	8
CS3	3.900	1.103	50.015	-0.313	-0.527	1.520	12
CL1	3.865	1.069	51.137	-0.239	-0.364	1.626	14
CL2	3.835	1.111	48.824	-0.305	-0.667	1.512	13
CL3	3.910	1.178	46.921	-0.393	-0.776	1.496	15

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
PP1	-1.960	0.050	-1.764	0.078	6.952	0.031
PP2	-2.148	0.032	-3.313	0.001	15.594	0.000
PP3	-1.962	0.050	-1.803	0.071	7.101	0.029
PQ1	-1.974	0.048	-1.841	0.066	7.289	0.026
PQ2	-2.512	0.012	-2.656	0.008	13.366	0.001
PQ3	-2.767	0.006	-3.264	0.001	18.313	0.000
CS1	-1.478	0.139	-0.617	0.537	2.565	0.277
CS2	-1.775	0.076	-2.501	0.012	9.402	0.009
CS3	-1.815	0.070	-1.965	0.049	7.154	0.028
CL1	-1.401	0.161	-1.171	0.242	3.332	0.189
CL2	-1.773	0.076	-2.802	0.005	10.997	0.004
CL3	-2.257	0.024	-3.602	0.000	18.071	0.000

Relative Multivariate Kurtosis = 1.013

Test of Multivariate Normality for Continuous Variables

Variable	Skewness		Kurtosis		Skewness and Kurtosis	
	Value	Z-Score	Value	Z-Score	Chi-Square	P-Value
	14.904	4.446	0.000	170.165	1.433	0.152
					21.818	0.000

**Lampiran 5**  
**OUTPUT TEKS**

PENGARUH PERCEIVED PRICE TERHADAP LOYALTY MELALUI  
 QUALITY DAN CUSTOMER SATISFACTION PADA PRODUK  
 HANDPHONE BLACKBERRY DI SURABAYA  
 OBSERVED VARIABLE PP1 PP2 PP3 PQ1 PQ2 PQ3 CS1 CS2 CS3 CL1  
 CL2 CL3  
 COVARIANCE MATRIX FROM FILE D:\TES.COV  
 SAMPLE SIZE 200  
 LATENT VARIABLES PERCEIVEDPRICE QUALITY  
 CUSTOMERSATISFACTION LOYALTY  
 RELATIONSHIPS:  
 PP1 = 1\*PERCEIVEDPRICE  
 PP2-PP3 = PERCEIVEDPRICE  
 PQ1 = 1\*QUALITY  
 PQ2-PQ3 = QUALITY  
 CS1 = 1\*CUSTOMERSATISFACTION  
 CS2-CS3 = CUSTOMERSATISFACTION  
 CL1 = LOYALTY  
 CL2-CL3 = LOYALTY  
 QUALITY = PERCEIVEDPRICE  
 CUSTOMERSATISFACTION = PERCEIVEDPRICE QUALITY  
 LOYALTY = CUSTOMERSATISFACTION QUALITY  
 OPTIONS: SS SC EF RS  
 PATH DIAGRAM  
 END OF PROGRAM

MODEL HUBUNGAN

Covariance Matrix

	PQ1	PQ2	PQ3	CS1	CS2	CS3
PQ1	1.04					
PQ2	0.37	1.05				
PQ3	0.45	0.48	1.31			
CS1	0.21	0.29	0.27	1.01		
CS2	0.23	0.34	0.38	0.37	1.15	
CS3	0.22	0.22	0.30	0.39	0.31	1.22

### Lampiran 5 (Lanjutan)

CL1	0.28	0.32	0.46	0.45	0.26	0.36
CL2	0.27	0.29	0.34	0.32	0.50	0.28
CL3	0.39	0.34	0.44	0.37	0.26	0.58
PP1	0.33	0.23	0.25	0.47	0.15	0.23
PP2	0.36	0.31	0.38	0.25	0.64	0.28
PP3	0.31	0.30	0.30	0.31	0.32	0.60

### Covariance Matrix

	CL1	CL2	CL3	PP1	PP2	PP3
	-----	-----	-----	-----	-----	-----
CL1	1.14					
CL2	0.57	1.23				
CL3	0.65	0.53	1.39			
PP1	0.34	0.19	0.33	1.16		
PP2	0.27	0.32	0.36	0.67	1.36	
PP3	0.28	0.23	0.35	0.63	0.59	1.17

### Measurement Equations

$$PQ1 = 1.00 * QUALITY, \text{ Errorvar.} = 0.68, R^2 = 0.34$$

(0.086)  
7.98

$$PQ2 = 1.04 * QUALITY, \text{ Errorvar.} = 0.66, R^2 = 0.37$$

(0.18)                      (0.086)  
5.83                              7.72

$$PQ3 = 1.27 * QUALITY, \text{ Errorvar.} = 0.73, R^2 = 0.44$$

(0.21)                      (0.11)  
6.07                              6.92

$$CS1 = 1.00 * CUSTOMER, \text{ Errorvar.} = 0.60, R^2 = 0.40$$

(0.080)  
7.57

$$CS2 = 0.91 * CUSTOMER, \text{ Errorvar.} = 0.81, R^2 = 0.29$$

(0.16)                      (0.095)  
5.82                              8.55

## Lampiran 5 (Lanjutan)

$$\begin{aligned} \text{CS3} &= 0.99 * \text{CUSTOMER}, \text{Errorvar.} = 0.82, R^2 = 0.33 \\ & (0.16) \quad (0.099) \\ & 6.06 \quad 8.28 \end{aligned}$$

$$\begin{aligned} \text{CL1} &= 0.80 * \text{LOYALTY}, \text{Errorvar.} = 0.51, R^2 = 0.56 \\ & (0.079) \\ & 6.43 \end{aligned}$$

$$\begin{aligned} \text{CL2} &= 0.69 * \text{LOYALTY}, \text{Errorvar.} = 0.76, R^2 = 0.38 \\ & (0.093) \quad (0.092) \\ & 7.38 \quad 8.24 \end{aligned}$$

$$\begin{aligned} \text{CL3} &= 0.82 * \text{LOYALTY}, \text{Errorvar.} = 0.72, R^2 = 0.48 \\ & (0.10) \quad (0.098) \\ & 8.03 \quad 7.33 \end{aligned}$$

$$\begin{aligned} \text{PP1} &= 1.00 * \text{PERCEIVE}, \text{Errorvar.} = 0.54, R^2 = 0.53 \\ & (0.080) \\ & 6.79 \end{aligned}$$

$$\begin{aligned} \text{PP2} &= 1.03 * \text{PERCEIVE}, \text{Errorvar.} = 0.71, R^2 = 0.48 \\ & (0.13) \quad (0.095) \\ & 8.05 \quad 7.42 \end{aligned}$$

$$\begin{aligned} \text{PP3} &= 0.99 * \text{PERCEIVE}, \text{Errorvar.} = 0.56, R^2 = 0.53 \\ & (0.12) \quad (0.080) \\ & 8.26 \quad 6.91 \end{aligned}$$

### Structural Equations

$$\begin{aligned} \text{QUALITY} &= 0.43 * \text{PERCEIVE}, \text{Errorvar.} = 0.25, R^2 = 0.32 \\ & (0.090) \quad (0.071) \\ & 4.76 \quad 3.46 \end{aligned}$$

$$\begin{aligned} \text{CUSTOMER} &= 0.44 * \text{QUALITY} + 0.38 * \text{PERCEIVE}, \text{Errorvar.} = 0.16, R^2 = 0.61 \\ & (0.15) \quad (0.11) \quad (0.057) \\ & 2.94 \quad 3.59 \quad 2.80 \end{aligned}$$

$$\text{LOYALTY} = 0.52 * \text{QUALITY} + 0.85 * \text{CUSTOMER}, \text{Errorvar.} = 0.38, R^2 = 0.62$$

**Lampiran 5 (Lanjutan)**

(0.26) (0.26) (0.11)  
1.98 3.27 3.48  
Reduced Form Equations

QUALITY = 0.43\*PERCEIVE, Errorvar.= 0.25, R<sup>2</sup> = 0.32  
(0.090)  
4.76

CUSTOMER = 0.57\*PERCEIVE, Errorvar.= 0.21, R<sup>2</sup> = 0.49  
(0.097)  
5.85

LOYALTY = 0.70\*PERCEIVE, Errorvar.= 0.69, R<sup>2</sup> = 0.31  
(0.12)  
5.89

Variances of Independent Variables

PERCEIVE  
-----  
0.62  
(0.12)  
5.24

Covariance Matrix of Latent Variables

	QUALITY	CUSTOMER	LOYALTY	PERCEIVE
QUALITY	0.36			
CUSTOMER	0.26	0.41		
LOYALTY	0.41	0.48	1.00	
PERCEIVE	0.27	0.35	0.44	0.62

Goodness of Fit Statistics

Degrees of Freedom = 49

## Lampiran 5 (Lanjutan)

Minimum Fit Function Chi-Square = 174.58 (P = 0.00)  
Normal Theory Weighted Least Squares Chi-Square = 157.17 (P = 0.00)  
Estimated Non-centrality Parameter (NCP) = 108.17  
90 Percent Confidence Interval for NCP = (74.02 ; 149.93)

Minimum Fit Function Value = 0.88  
Population Discrepancy Function Value (F0) = 0.54  
90 Percent Confidence Interval for F0 = (0.37 ; 0.75)  
Root Mean Square Error of Approximation (RMSEA) = 0.11  
90 Percent Confidence Interval for RMSEA = (0.087 ; 0.12)  
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 1.08  
90 Percent Confidence Interval for ECVI = (0.91 ; 1.29)  
ECVI for Saturated Model = 0.78  
ECVI for Independence Model = 6.78

Chi-Square for Independence Model with 66 Degrees of Freedom =  
1325.58

Independence AIC = 1349.58  
Model AIC = 215.17  
Saturated AIC = 156.00  
Independence CAIC = 1401.16  
Model CAIC = 339.82  
Saturated CAIC = 491.27

Normed Fit Index (NFI) = 0.87  
Non-Normed Fit Index (NNFI) = 0.87  
Parsimony Normed Fit Index (PNFI) = 0.64  
Comparative Fit Index (CFI) = 0.90  
Incremental Fit Index (IFI) = 0.90  
Relative Fit Index (RFI) = 0.82

Critical N (CN) = 86.40

Root Mean Square Residual (RMR) = 0.075  
Standardized RMR = 0.062  
Goodness of Fit Index (GFI) = 0.88  
Adjusted Goodness of Fit Index (AGFI) = 0.81

## Lampiran 5 (Lanjutan)

Parsimony Goodness of Fit Index (PGFI) = 0.56

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
CL2	CS2	17.0	0.27
CL3	CS3	14.5	0.26
PP1	CS1	21.3	0.25
PP1	CS2	19.2	-0.26
PP1	CS3	9.0	-0.18
PP2	CS1	9.7	-0.18
PP2	CS2	40.9	0.41
PP3	CS3	34.8	0.35

PENGARUH PERCEIVED PRICE TERHADAP LOYALTY MELALUI  
QUALITY DAN CUSTOMER SATISFACTION

Standardized Solution

LAMBDA-Y

	QUALITY	CUSTOMER	LOYALTY
	-----	-----	-----
PQ1	0.60	--	--
PQ2	0.62	--	--
PQ3	0.76	--	--
CS1	--	0.64	--
CS2	--	0.58	--
CS3	--	0.63	--
CL1	--	--	0.80
CL2	--	--	0.69
CL3	--	--	0.82

LAMBDA-X

	PERCEIVE
	-----
PP1	0.79
PP2	0.81

**Lampiran 5 (Lanjutan)**

PP3 0.78

BETA

	QUALITY	CUSTOMER	LOYALTY
	-----	-----	-----
QUALITY	--	--	--
CUSTOMER	0.41	--	--
LOYALTY	0.31	0.54	--

GAMMA

	PERCEIVE
	-----
QUALITY	0.56
CUSTOMER	0.47
LOYALTY	--

Correlation Matrix of ETA and KSI

	QUALITY	CUSTOMER	LOYALTY	PERCEIVE
	-----	-----	-----	-----
QUALITY	1.00			
CUSTOMER	0.68	1.00		
LOYALTY	0.68	0.75	1.00	
PERCEIVE	0.56	0.70	0.55	1.00

PSI

Note: This matrix is diagonal.

QUALITY	CUSTOMER	LOYALTY
-----	-----	-----
0.68	0.39	0.38

Regression Matrix ETA on KSI (Standardized)

	PERCEIVE
	-----
QUALITY	0.56
CUSTOMER	0.70
LOYALTY	0.55



**Lampiran 5 (Lanjutan)**

**PENGARUH PERCEIVED PRICE TERHADAP LOYALTY MELALUI  
QUALITY DAN CUSTOMER SATISFACTION**

Completely Standardized Solution

**LAMBDA-Y**

	QUALITY	CUSTOMER	LOYALTY
	-----	-----	-----
PQ1	0.59	--	--
PQ2	0.61	--	--
PQ3	0.66	--	--
CS1	--	0.63	--
CS2	--	0.54	--
CS3	--	0.57	--
CL1	--	--	0.75
CL2	--	--	0.62
CL3	--	--	0.69

**LAMBDA-X**

	PERCEIVE
	-----
PP1	0.73
PP2	0.69
PP3	0.72

**BETA**

	QUALITY	CUSTOMER	LOYALTY
	-----	-----	-----
QUALITY	--	--	--
CUSTOMER	0.41	--	--
LOYALTY	0.31	0.54	--

**GAMMA**

	PERCEIVE
	-----
QUALITY	0.56

### Lampiran 5 (Lanjutan)

CUSTOMER 0.47  
LOYALTY --

Correlation Matrix of ETA and KSI

QUALITY CUSTOMER LOYALTY PERCEIVE

QUALITY	1.00			
CUSTOMER	0.68	1.00		
LOYALTY	0.68	0.75	1.00	
PERCEIVE	0.56	0.70	0.55	1.00

PSI

Note: This matrix is diagonal.

QUALITY CUSTOMER LOYALTY

0.68	0.39	0.38
------	------	------

THETA-EPS

PQ1	PQ2	PQ3	CS1	CS2	CS3
0.66	0.63	0.56	0.60	0.71	0.67

THETA-EPS

CL1	CL2	CL3
0.44	0.62	0.52

THETA-DELTA

PP1	PP2	PP3
0.47	0.52	0.47

Regression Matrix ETA on KSI (Standardized)

**Lampiran 5 (Lanjutan)**

PERCEIVE

-----  
QUALITY 0.56  
CUSTOMER 0.70  
LOYALTY 0.55

PENGARUH PERCEIVED PRICE TERHADAP LOYALTY MELALUI  
QUALITY DAN CUSTOMER SATISFACTION

Total and Indirect Effects

Total Effects of KSI on ETA

PERCEIVE

-----  
QUALITY 0.43  
(0.09)  
4.76

CUSTOMER 0.57  
(0.10)  
5.85

LOYALTY 0.70  
(0.12)  
5.89

Indirect Effects of KSI on ETA

PERCEIVE

-----  
QUALITY --  
  
CUSTOMER 0.19  
(0.07)  
2.79

LOYALTY 0.70  
(0.12)  
5.89

### Lampiran 5 (Lanjutan)

Total Effects of ETA on ETA

	QUALITY	CUSTOMER	LOYALTY
	-----	-----	-----
QUALITY	--	--	--
CUSTOMER	0.44	--	--
(0.15)			
2.94			
LOYALTY	0.89	0.85	--
(0.23)	(0.26)		
3.96	3.27		

Largest Eigenvalue of B\*B' (Stability Index) is 1.050

Indirect Effects of ETA on ETA

	QUALITY	CUSTOMER	LOYALTY
	-----	-----	-----
QUALITY	--	--	--
CUSTOMER	--	--	--
LOYALTY	0.37	--	--
(0.17)			
2.24			

Total Effects of ETA on Y

	QUALITY	CUSTOMER	LOYALTY
	-----	-----	-----
PQ1	1.00	--	--
PQ2	1.04	--	--
(0.18)			
5.83			

**Lampiran 5 (Lanjutan)**

PQ3 (0.21) 6.07	1.27	--	--
CS1 (0.15) 2.94	0.44	1.00	--
CS2 (0.14) 2.85	0.40 (0.16) 5.82	0.91	--
CS3 (0.15) 2.88	0.44 (0.16) 6.06	0.99	--
CL1 (0.18) 3.96	0.71 (0.21) 3.27	0.67	0.80
CL2 (0.16) 3.81	0.62 (0.18) 3.18	0.58 (0.09) 7.38	0.69
CL3 (0.19) 3.90	0.73 (0.21) 3.23	0.69 (0.10) 8.03	0.82

**Indirect Effects of ETA on Y**

	QUALITY	CUSTOMER	LOYALTY
	-----	-----	-----
PQ1	--	--	--
PQ2	--	--	--
PQ3	--	--	--
CS1 (0.15) 2.94	0.44	--	--

### Lampiran 5 (Lanjutan)

CS2 (0.14) 2.85	0.40	--	--
CS3 (0.15) 2.88	0.44	--	--
CL1 (0.18) 3.96	0.71 (0.21) 3.27	0.67	--
CL2 (0.16) 3.81	0.62 (0.18) 3.18	0.58	--
CL3 (0.19) 3.90	0.73 (0.21) 3.23	0.69	--

#### Total Effects of KSI on Y

#### PERCEIVE

-----

PQ1 (0.09) 4.76	0.43
PQ2 (0.09) 4.84	0.45
PQ3 (0.11) 5.05	0.54
CS1 (0.10) 5.85	0.57
CS2 (0.10) 5.29	0.51

### Lampiran 5 (Lanjutan)

CS3 0.56  
(0.10)  
5.49

CL1 0.56  
(0.09)  
5.89

CL2 0.48  
(0.09)  
5.40

CL3 0.57  
(0.10)  
5.70

### PENGARUH PERCEIVED PRICE TERHADAP LOYALTY MELALUI QUALITY DAN CUSTOMER SATISFACTION

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

PERCEIVE

-----  
QUALITY 0.56  
CUSTOMER 0.70  
LOYALTY 0.55

Standardized Indirect Effects of KSI on ETA

PERCEIVE  
-----  
QUALITY --  
CUSTOMER 0.23  
LOYALTY 0.55

Standardized Total Effects of ETA on ETA

	QUALITY	CUSTOMER	LOYALTY
	-----	-----	-----
QUALITY	--	--	--
CUSTOMER	0.41	--	--
LOYALTY	0.54	0.54	--

### Lampiran 5 (Lanjutan)

#### Standardized Indirect Effects of ETA on ETA

	QUALITY	CUSTOMER	LOYALTY
	-----	-----	-----
QUALITY	--	--	--
CUSTOMER	--	--	--
LOYALTY	0.22	--	--

#### Standardized Total Effects of ETA on Y

	QUALITY	CUSTOMER	LOYALTY
	-----	-----	-----
PQ1	0.60	--	--
PQ2	0.62	--	--
PQ3	0.76	--	--
CS1	0.26	0.64	--
CS2	0.24	0.58	--
CS3	0.26	0.63	--
CL1	0.43	0.43	0.80
CL2	0.37	0.37	0.69
CL3	0.44	0.44	0.82

#### Completely Standardized Total Effects of ETA on Y

	QUALITY	CUSTOMER	LOYALTY
	-----	-----	-----
PQ1	0.59	--	--
PQ2	0.61	--	--
PQ3	0.66	--	--
CS1	0.26	0.63	--
CS2	0.22	0.54	--
CS3	0.24	0.57	--
CL1	0.40	0.40	0.75
CL2	0.33	0.34	0.62
CL3	0.37	0.38	0.69

#### Standardized Indirect Effects of ETA on Y

	QUALITY	CUSTOMER	LOYALTY
	-----	-----	-----
PQ1	--	--	--
PQ2	--	--	--
PQ3	--	--	--



**Lampiran 5 (Lanjutan)**

CS1	0.26	--	--
CS2	0.24	--	--
CS3	0.26	--	--
CL1	0.43	0.43	--
CL2	0.37	0.37	--
CL3	0.44	0.44	--

Completely Standardized Indirect Effects of ETA on Y

	QUALITY	CUSTOMER	LOYALTY
	-----	-----	-----
PQ1	--	--	--
PQ2	--	--	--
PQ3	--	--	--
CS1	0.26	--	--
CS2	0.22	--	--
CS3	0.24	--	--
CL1	0.40	0.40	--
CL2	0.33	0.34	--
CL3	0.37	0.38	--

Standardized Total Effects of KSI on Y

	PERCEIVE
	-----
PQ1	0.34
PQ2	0.35
PQ3	0.43
CS1	0.45
CS2	0.41
CS3	0.44
CL1	0.44
CL2	0.38
CL3	0.45

Completely Standardized Total Effects of KSI on Y

	PERCEIVE
	-----
PQ1	0.33
PQ2	0.34
PQ3	0.37
CS1	0.44
CS2	0.38

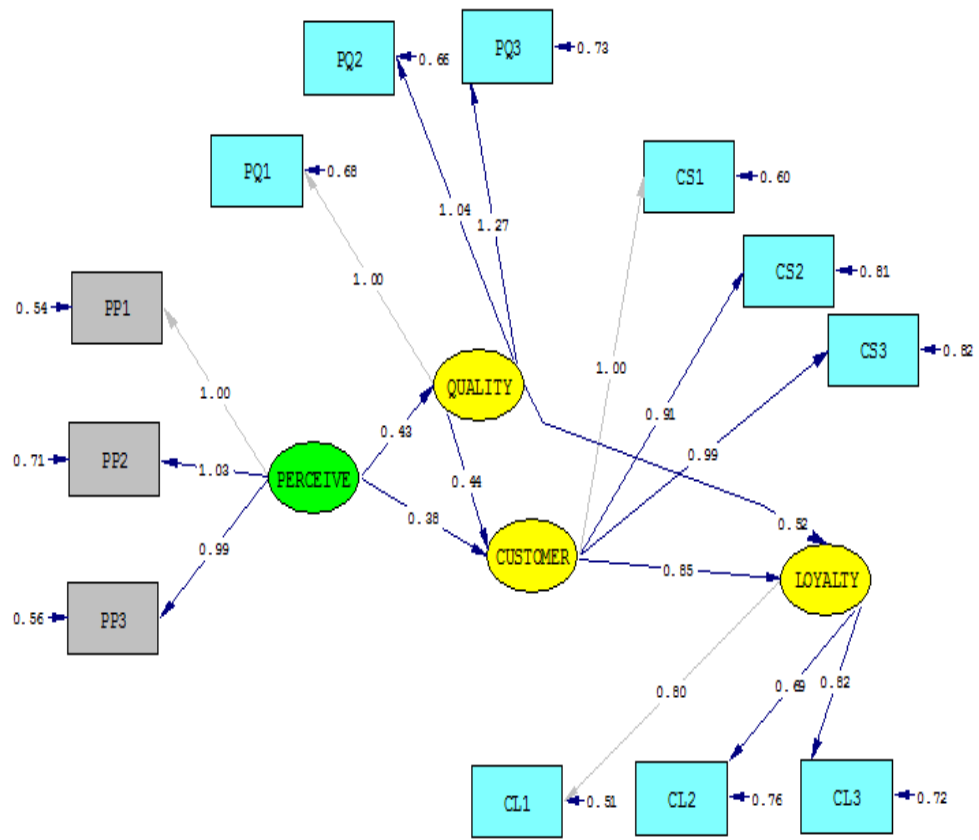
### **Lampiran 5 (Lanjutan)**

CS3	0.40
CL1	0.41
CL2	0.34
CL3	0.38

Time used: 0.047 Seconds

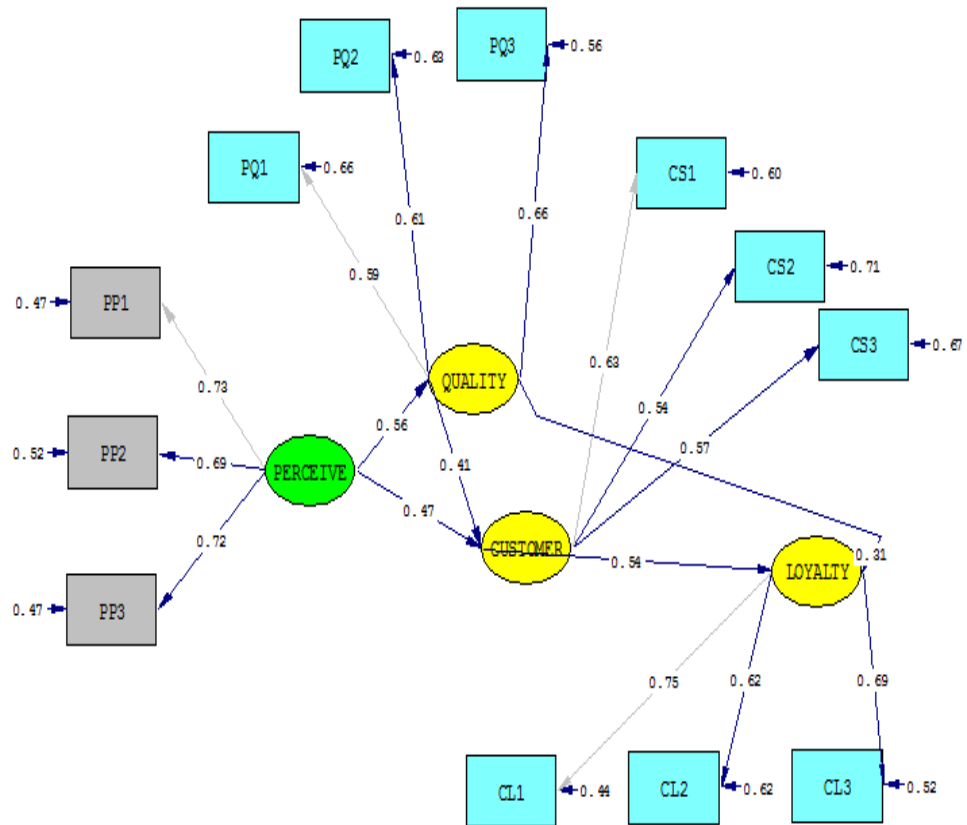
**Lampiran 6**  
**PATH DIAGRAM**

**Basic Model-Estimates**



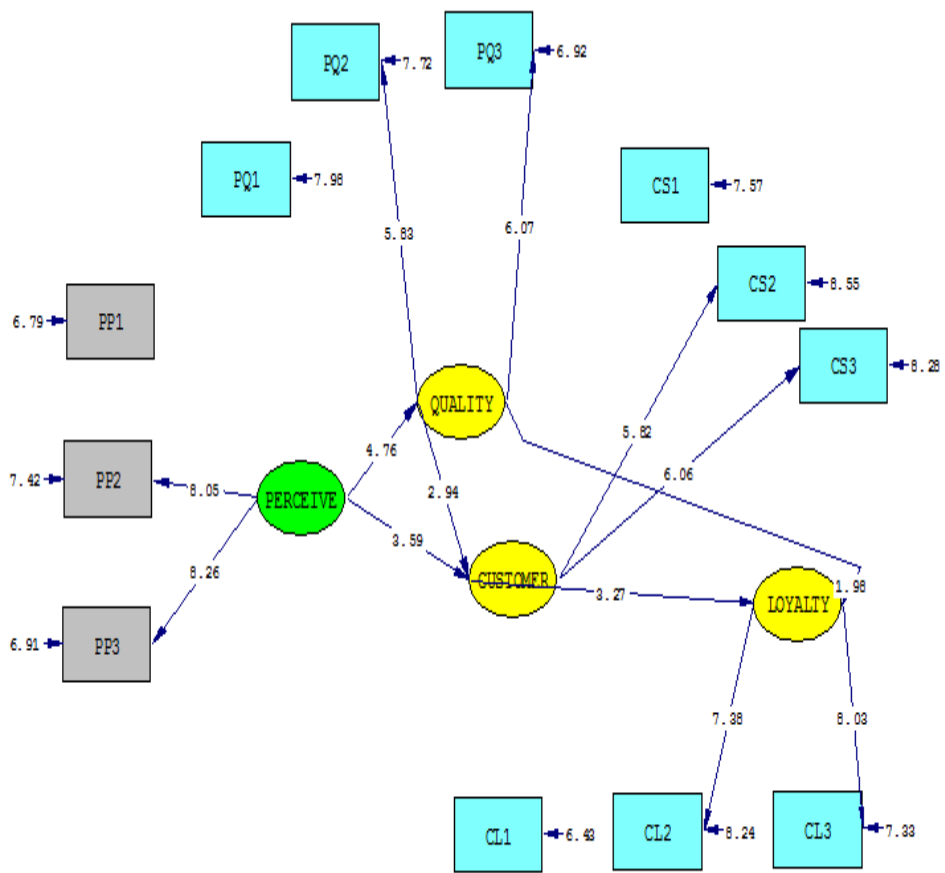
Chi-Square=157.17, df=49, P-value=0.00000, RMSEA=0.105

**Lampiran 6 (Lanjutan)**  
**Basic Model-standarized Solution**



Chi-Square=157.17, df=49, P-value=0.00000, RMSEA=0.105

**Lampiran 6 (Lanjutan)**  
**Basic Model-T-values**



Chi-Square=157.17, df=49, P-value=0.00000, RMSEA=0.105