

Lampiran 1

Kuesioner

Selamat pagi/siang kepada Bapak/Ibu yang saya hormati, saya mohon kesediaan Bapak/Ibu sebagai responden agar berkenan mengisi kuesioner penelitian berikut dengan judul **PENGARUH *BRAND PERSONALITY* DAN *BRAND TRUST* TERHADAP *CUSTOMER SATISFACTION* DAN *CUSTOMER LOYALTY* PADA KAOS ZARA DI SURABAYA.**

Daftar pertanyaan untuk penelitian ini dirancang sedemikian rupa sehingga memudahkan Bapak/Ibu dalam menjawab. Ketulusan dan kerelaan dalam menjawab kuesioner ini sangat diharapkan, jawaban yang Bapak/Ibu berikan hanya untuk kepentingan akademik.

Atas kesediaan dan partisipasi Bapak/Ibu/Saudara/Saudari dalam mengisi angket ini, kami sampaikan terima kasih.

Hormat saya,

Eric Hendrawan Sutrisno

A. Karakteristik Responden

1. Usia:

< 18 tahun

> 18 tahun

2. Melakukan pembelian produk Zara minimal 2 kali dalam 6 bulan:

Ya

Tidak

3. Domisili:

Surabaya

Luar Surabaya

4. Berpengeluaran minimal Rp. 2.000.000,- per bulan:

Ya

Tidak

5. Status perkawinan:

Sudah Menikah

Belum Menikah

B. Isilah pilihan jawaban yang tersedia sesuai dengan pilihan Bapak/Ibu dengan memberi tanda (√).

Keterangan:

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

No	Pernyataan	STS	TS	N	S	SS
Brand Personality (X₁)						
1	Menurut saya kaos merek Zara mampu menunjukkan kesesuaian dengan karakter saya					
2	Menurut saya kaos merek Zara mampu menunjukkan impian saya akan sebuah produk kaos					
3	Menurut saya kaos merek Zara dapat diandalkan					
4	Menurut saya kaos merek Zara mampu memberi kesan megah dan mewah					

5	Menurut saya kaos merek Zara merupakan produk yang kuat dan tangguh					
<i>Brand Trust (X₂)</i>						
1	Merek sangat layak dipercaya					
2	Merek mendapat pujian dari masyarakat					
3	Merek memiliki reputasi yang baik					
4	Merek memiliki kualitas yang stabil					
5	Merek sangat terkenal					
<i>Customer Satisfaction (Y₁)</i>						
1	Saya merasa senang dengan memilih membeli kaos merek Zara					
2	Saya sangat menikmati kaos merek Zara					
3	Saya merasa sangat baik dengan pilihan membeli kaos merek Zara					
4	Menurut saya menggunakan kaos merek Zara merupakan pengalaman yang baik					
5	Saya merasa yakin bahwa menjadi konsumen kaos merek Zara adalah yang tepat					

<i>Customer Loyalty (Y₂)</i>					
1	Saya akan merekomendasikan kaos merek Zara kepada kerabat saya				
2	Saya berniat untuk terus membeli kaos merek Zara				
3	Saya akan memilih kaos merek Zara ketika membutuhkan				
4	Saya akan berbicara hal yang baik mengenai kaos merek Zara				
5	Saya berniat mendorong orang lain untuk membeli kaos merek Zara				

Lampiran 2
Data Responden

RESPONDEN	BP 1	BP 2	BP 3	BP 4	BP 5	BT 1	BT 2	BT 3	BT 4	BT 5
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RESPOND EN	CS 1	CS 2	CS 3	CS 4	CS 5	CL 1	CL 2	CL 3	CL 4	CL 5
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105	3	4	3	5	5	5	3	4	3	4
106	2	2	1	2	3	3	3	3	3	3
107	3	2	3	5	3	4	3	4	3	4
108	5	5	4	4	4	5	3	5	3	4
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110	4	5	5	4	3	4	4	4	4	4
111	4	1	3	4	3	3	3	3	4	4
112	5	4	5	5	5	4	4	4	4	4
113	2	3	2	1	3	5	4	5	5	4
114	5	4	4	4	3	3	3	5	3	5
115	3	4	4	3	3	2	3	3	3	3
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117	5	5	3	5	5	3	3	4	4	4

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120	4	5	5	5	4	5	4	4	4	5
121	5	5	4	5	4	4	4	4	4	5
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123	5	5	5	4	5	5	5	3	3	3
124	5	4	5	4	5	4	5	4	4	4
125	4	5	4	5	4	5	4	4	4	4
126	5	4	5	5	5	5	4	5	3	5
127	4	5	5	4	5	5	5	4	3	5
128	5	4	4	5	4	3	3	3	2	2
129	5	5	4	4	4	3	3	4	3	5
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139	4	5	4	4	5	5	4	4	4	4
140	5	5	5	5	5	5	5	5	5	5
141	4	4	5	4	5	4	5	5	4	5
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153	5	5	5	5	4	4	5	5	4	5
154	5	4	5	5	5	5	5	4	4	5
155	4	5	4	4	4	4	5	5	5	5
156	5	5	5	5	5	4	5	5	5	4
157	4	4	5	4	4	5	4	4	4	5
158	4	5	4	5	4	4	5	5	4	4
159	5	5	5	4	5	5	5	4	5	5
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172	5	4	5	5	5	4	5	4	5	5
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175	4	4	5	4	5	5	5	5	4	4
176	5	4	5	5	5	5	5	5	5	5
177	5	5	4	3	4	5	5	5	5	5

178	4	4	5	4	5	5	4	4	4	4
179	5	5	5	5	4	4	4	4	4	4
180	5	5	4	5	5	5	5	5	5	5
181	5	4	5	5	5	4	5	5	5	5
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193	5	4	5	4	4	5	4	5	5	5
194	5	4	5	5	5	4	4	5	4	4
195	4	5	5	5	5	5	4	5	5	5
196	5	5	4	5	4	4	5	5	4	4
197	5	5	5	5	5	4	5	4	4	5
198	5	4	5	5	4	5	4	5	5	5
199	4	5	4	5	5	4	5	5	5	5
200	5	5	4	4	5	5	4	5	5	4

Lampiran 3 Karakteristik Responden

No	Usia	Jumlah (orang)	Persentase (%)
1	< 18 tahun	0	0
2	≥18 tahun	200	100
Total		200	100

No	Pembelian (dalam 6 terakhir)	Jumlah (pembelian)	Persentase (%)
1	< 2 kali	0	0
2	≥ 2 kali	200	100
Total		200	100

No	Domisili	Jumlah (orang)	Persentase (%)
1	Surabaya	200	100
2	Diluar Surabaya	0	0
Total		200	100

No	Pengeluaran	Jumlah (orang)	Persentase (%)
1	< 2 juta	0	0
2	≥ 2 juta	200	100
Total		200	100

No	Pengeluaran	Jumlah (orang)	Persentase (%)
1	Belum Menikah	0	0
2	Sudah Menikah	200	100
Total		200	100

Lampiran 4 Statistika Deskriptif

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
BP1	200	2,000	5,000	4,375	0,853
BP2	200	1,000	5,000	4,215	0,945
BP3	200	2,000	5,000	4,270	0,837
BP4	200	2,000	5,000	4,265	0,910
BP5	200	1,000	5,000	4,195	0,939
TBP	200	8,000	25,000	21,32	4,484
BP	200	1,6	5,000	4,264	0,8968
BT1	200	1,000	5,000	4,130	0,958
BT2	200	1,000	5,000	4,330	0,875
BT3	200	2,000	5,000	4,370	0,804
BT4	200	2,000	5,000	4,075	0,982
BT5	200	2,000	5,000	4,100	0,908
TBT	200	8,000	25,000	21,005	4,527
BT	200	1,6	5,000	4,201	0,9054
CS1	200	1,000	5,000	4,275	0,907
CS2	200	1,000	5,000	4,230	0,960
CS3	200	1,000	5,000	4,135	1,040
CS4	200	1,000	5,000	4,145	0,984

CS5	200	1,000	5,000	4,155	0,957
TCS	200	5,000	25,000	20,94	4,848
CS	200	1,000	5,000	4,188	0,9696
CL1	200	1,000	5,000	4,100	1,022
CL2	200	1,000	5,000	4,065	1,018
CL3	200	2,000	5,000	3,965	0,964
CL4	200	1,000	5,000	3,880	1,045
CL5	200	1,000	5,000	4,030	0,992
TCL	200	6,000	25,000	20,04	5,041
CL	200	1,2	5,000	4,008	1,0082
Valid N (listwise)	200				

Lampiran 5 Uji Validitas

Variabel	Indikator	Factor Loading	Cut-off Value	Keterangan
<i>Brand Personality</i>	BP1	0,00	>1,96	Acuan
	BP2	7,75	>1,96	Valid
	BP3	7,25	>1,96	Valid
	BP4	7,80	>1,96	Valid
	BP5	7,57	>1,96	Valid
<i>Brand Trust</i>	BT1	0,00	>1,96	Acuan
	BT2	5,44	>1,96	Valid
	BT3	3,27	>1,96	Valid
	BT4	6,79	>1,96	Valid
	BT5	6,14	>1,96	Valid
<i>Customer Satisfaction</i>	CS1	0,00	>1,96	Acuan
	CS2	3,90	>1,96	Valid
	CS3	6,79	>1,96	Valid
	CS4	6,44	>1,96	Valid
	CS5	6,42	>1,96	Valid
<i>Customer Loyalty</i>	CL1	0,00	>1,96	Acuan
	CL2	9,29	>1,96	Valid
	CL3	9,14	>1,96	Valid
	CL4	9,37	>1,96	Valid
	CL5	7,56	>1,96	Valid

Lampiran 6 Uji Reliabilitas

Indikator	λ	λ^2	e_i	$\Sigma\lambda$	$(\Sigma\lambda)^2$	Σe_i	CR
<i>Brand Personality</i>				3,66	13,3956	2,28	0,854
BP1	0,55	0,3025	0,69				
BP2	0,81	0,6561	0,35				
BP3	0,71	0,5041	0,50				
BP4	0,82	0,6724	0,33				
BP5	0,77	0,5929	0,41				
<i>Brand Trust</i>				2,7	7,29	3,43	0,714
BT1	0,63	0,3969	0,60				
BT2	0,50	0,25	0,75				
BT3	0,28	0,0784	0,92				
BT4	0,71	0,5041	0,50				
BT5	0,58	0,3364	0,66				
<i>Customer Satisfaction</i>				3,07	9,4249	2,97	0,760
CS1	0,51	0,2601	0,74				
CS2	0,33	0,1089	0,89				
CS3	0,81	0,6561	0,34				
CS4	0,71	0,5041	0,50				
CS5	0,71	0,5041	0,50				
<i>Customer Loyalty</i>				3,52	12,3904	2,48	0,833
CL1	0,70	0,48	0,50				
CL2	0,75	0,5625	0,44				
CL3	0,73	0,5329	0,46				
CL4	0,75	0,5625	0,43				

CL5	0,59	0,3481	0,65				
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Lampiran 7 Output Normalitas

DATE: 02/02/2015

TIME: 01:49

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 C:\Users\Windows\Documents\data.PR2:

```
!PRELIS SYNTAX: Can be edited
SY='C:\Users\Windows\Documents\data.PSF'
OU MA=CM XT
```

Total Sample Size = 200

Univariate Summary Statistics for Continuous Variables

Variable	Mean	St. Dev.	T-Value	Skewness	Kurtosis	Minimum	Freq.	Maximum
Freq.								
BP1	4.375	0.853	72.514	-1.443	1.523	2.000	13	5.000
BP2	4.215	0.945	63.071	-1.092	0.417	1.000	1	5.000
BP3	4.270	0.837	72.145	-1.115	0.786	2.000	11	5.000
BP4	4.265	0.910	66.249	-1.196	0.640	2.000	16	5.000
BP5	4.195	0.939	63.192	-1.135	0.628	1.000	1	5.000
BT1	4.130	0.958	60.970	-1.095	0.657	1.000	2	5.000
BT2	4.330	0.875	70.015	-1.471	1.876	1.000	1	5.000
BT3	4.370	0.804	76.872	-1.298	1.309	2.000	9	5.000
BT4	4.075	0.982	58.689	-0.827	-0.345	2.000	21	5.000

79	BT5	4.100	0.908	63.871	-0.769	-0.228	2.000	14	5.000
	CS1	4.275	0.907	66.623	-1.184	0.767	1.000	1	5.000
103	CS2	4.230	0.960	62.310	-1.302	1.100	1.000	2	5.000
98	CS3	4.135	1.040	56.213	-1.112	0.477	1.000	4	5.000
96	CS4	4.145	0.984	59.555	-1.030	0.313	1.000	2	5.000
92	CS5	4.155	0.957	61.411	-0.941	0.052	1.000	1	5.000
92	CL1	4.100	1.022	56.714	-1.114	0.611	1.000	4	5.000
87	CL2	4.065	1.018	56.481	-0.824	-0.236	1.000	2	5.000
88	CL3	3.965	0.964	58.195	-0.610	-0.591	2.000	20	5.000
69	CL4	3.880	1.045	52.532	-0.612	-0.474	1.000	3	5.000
69	CL5	4.030	0.992	57.454	-0.965	0.491	1.000	4	5.000
76									

Variable	Skewness		Kurtosis		Skewness and Kurtosis	
	Z-Score	P-Value	Z-Score	P-Value	Chi-Square	P-Value
BP1	1.280	0.201	-10.288	0.000	107.483	0.000
BP2	1.350	0.177	-7.339	0.000	55.682	0.000
BP3	-0.035	0.972	-4.430	0.000	19.625	0.000
BP4	0.960	0.337	-7.539	0.000	57.756	0.000
BP5	-0.671	0.502	-6.085	0.000	37.479	0.000
BT1	-0.348	0.728	-6.472	0.000	42.008	0.000
BT2	0.051	0.959	-6.171	0.000	38.086	0.000
BT3	0.369	0.712	-10.036	0.000	100.861	0.000
BT4	-0.204	0.838	-11.676	0.000	136.375	0.000
BT5	-0.305	0.760	-7.860	0.000	61.875	0.000
CS1	0.292	0.770	-8.913	0.000	79.534	0.000
CS2	-0.688	0.492	-5.821	0.000	34.357	0.000
CS3	-0.218	0.828	-7.733	0.000	59.854	0.000
CS4	-0.615	0.539	-10.893	0.000	119.034	0.000
CS5	-0.087	0.931	-8.620	0.000	74.317	0.000
CL1	-2.417	0.016	-2.027	0.043	9.951	0.007
CL2	-1.501	0.133	-4.250	0.000	20.316	0.000
CL3	-1.915	0.055	-1.830	0.067	7.017	0.030
CL4	-0.486	0.627	-2.551	0.011	6.745	0.034
CL5	-2.990	0.003	-0.598	0.550	9.300	0.010

Relative Multivariate Kurtosis = 0.979

Test of Multivariate Normality for Continuous Variables

Value	Skewness		Kurtosis			Skewness and Kurtosis	
	Z-Score	P-Value	Value	Z-Score	P-Value	Chi-Square	P-Value
44.416	-1.073	0.283	430.766	-1.180	0.238	2.545	0.276

Histograms for Continuous Variables

BP1

Frequency	Percentage	Lower Class Limit	
13	6.5	2.000	□□□□
0	0.0	2.300	
0	0.0	2.600	
10	5.0	2.900	□□□
0	0.0	3.200	
0	0.0	3.500	
66	33.0	3.800	□□□□□□□□□□□□□□□□
0	0.0	4.100	
0	0.0	4.400	
111	55.5	4.700	□□□□□□□□□□□□□□□□□□□□□□□□□□□□

BP2

Frequency	Percentage	Lower Class Limit	
1	0.5	1.000	
0	0.0	1.400	
14	7.0	1.800	□□□□□
0	0.0	2.200	
24	12.0	2.600	□□□□□□□
0	0.0	3.000	
0	0.0	3.400	
63	31.5	3.800	□□□□□□□□□□□□□□□□□□□□
0	0.0	4.200	
98	49.0	4.600	□□□□□□□□□□□□□□□□□□□□□□□□□□□□

BP3

Frequency	Percentage	Lower Class Limit	
11	5.5	2.000	□□□□□
0	0.0	2.300	
0	0.0	2.600	
17	8.5	2.900	□□□□□□
0	0.0	3.200	
0	0.0	3.500	
79	39.5	3.800	□□□□□□□□□□□□□□□□□□□□□□□□
0	0.0	4.100	
0	0.0	4.400	
93	46.5	4.700	□□□□□□□□□□□□□□□□□□□□□□□□□□□□

BP4

Frequency	Percentage	Lower Class Limit	
16	8.0	2.000	□□□□□□
0	0.0	2.300	
0	0.0	2.600	
15	7.5	2.900	□□□□□
0	0.0	3.200	
0	0.0	3.500	
69	34.5	3.800	□□□□□□□□□□□□□□□□□□□□□□□□
0	0.0	4.100	
0	0.0	4.400	
100	50.0	4.700	□□□□□□□□□□□□□□□□□□□□□□□□□□□□

BP5

Frequency	Percentage	Lower Class Limit	
1	0.5	1.000	
0	0.0	1.400	
16	8.0	1.800	□□□□□□
0	0.0	2.200	
18	9.0	2.600	□□□□□□□
0	0.0	3.000	
0	0.0	3.400	
73	36.5	3.800	□□□□□□□□□□□□□□□□□□□□□□□□□□

0	0.0	4.200	
92	46.0	4.600	██

BT1

Frequency	Percentage	Lower Class Limit	
2	1.0	1.000	
0	0.0	1.400	
16	8.0	1.800	██████
0	0.0	2.200	
0	0.0	2.600	
20	10.0	3.000	████████
0	0.0	3.400	
78	39.0	3.800	██
0	0.0	4.200	
84	42.0	4.600	██

BT2

Frequency	Percentage	Lower Class Limit	
1	0.5	1.000	
0	0.0	1.400	
13	6.5	1.800	████
0	0.0	2.200	
9	4.5	2.600	███
0	0.0	3.000	
0	0.0	3.400	
73	36.5	3.800	██
0	0.0	4.200	
104	52.0	4.600	██

BT3

Frequency	Percentage	Lower Class Limit	
9	4.5	2.000	███
0	0.0	2.300	
0	0.0	2.600	
14	7.0	2.900	████
0	0.0	3.200	
0	0.0	3.500	
71	35.5	3.800	██
0	0.0	4.100	
0	0.0	4.400	
106	53.0	4.700	██

BT4

Frequency	Percentage	Lower Class Limit	
21	10.5	2.000	████████
0	0.0	2.300	
0	0.0	2.600	
26	13.0	2.900	████████
0	0.0	3.200	
0	0.0	3.500	
70	35.0	3.800	██
0	0.0	4.100	
0	0.0	4.400	
83	41.5	4.700	██

BT5

Frequency	Percentage	Lower Class Limit	
14	7.0	2.000	██████
0	0.0	2.300	
0	0.0	2.600	
31	15.5	2.900	████████

0	0.0	3.200	
0	0.0	3.500	
76	38.0	3.800	██
0	0.0	4.100	
0	0.0	4.400	
79	39.5	4.700	██

CS1

Frequency	Percentage	Lower Class Limit	
1	0.5	1.000	
0	0.0	1.400	
11	5.5	1.800	████
0	0.0	2.200	
0	0.0	2.600	
23	11.5	3.000	██████
0	0.0	3.400	
62	31.0	3.800	████████████████████
0	0.0	4.200	
103	51.5	4.600	██

CS2

Frequency	Percentage	Lower Class Limit	
2	1.0	1.000	
0	0.0	1.400	
16	8.0	1.800	██████
0	0.0	2.200	
14	7.0	2.600	██████
0	0.0	3.000	
0	0.0	3.400	
70	35.0	3.800	████████████████████
0	0.0	4.200	
98	49.0	4.600	██

CS3

Frequency	Percentage	Lower Class Limit	
4	2.0	1.000	□
0	0.0	1.400	
15	7.5	1.800	████
0	0.0	2.200	
27	13.5	2.600	████████
0	0.0	3.000	
0	0.0	3.400	
58	29.0	3.800	████████████████
0	0.0	4.200	
96	48.0	4.600	██

CS4

Frequency	Percentage	Lower Class Limit	
2	1.0	1.000	
0	0.0	1.400	
15	7.5	1.800	██████
0	0.0	2.200	
27	13.5	2.600	████████
0	0.0	3.000	
0	0.0	3.400	
64	32.0	3.800	████████████████
0	0.0	4.200	
92	46.0	4.600	██

CS5
Frequency Percentage Lower Class Limit

1	0.5	1.000	
0	0.0	1.400	
14	7.0	1.800	□□□□□
0	0.0	2.200	
30	15.0	2.600	□□□□□□□□□
0	0.0	3.000	
0	0.0	3.400	
63	31.5	3.800	□□□□□□□□□□□□□□□□□
0	0.0	4.200	
92	46.0	4.600	□□□□□□□□□□□□□□□□□□□□□

CL1

Frequency	Percentage	Lower Class Limit	
4	2.0	1.000	□
0	0.0	1.400	
16	8.0	1.800	□□□□□
0	0.0	2.200	
23	11.5	2.600	□□□□□□□
0	0.0	3.000	
0	0.0	3.400	
70	35.0	3.800	□□□□□□□□□□□□□□□□□
0	0.0	4.200	
87	43.5	4.600	□□□□□□□□□□□□□□□□□□□□□

CL2

Frequency	Percentage	Lower Class Limit	
2	1.0	1.000	
0	0.0	1.400	
16	8.0	1.800	□□□□□
0	0.0	2.200	
0	0.0	2.600	
37	18.5	3.000	□□□□□□□□□
0	0.0	3.400	
57	28.5	3.800	□□□□□□□□□□□□□□□□
0	0.0	4.200	
88	44.0	4.600	□□□□□□□□□□□□□□□□□□□□□

CL3

Frequency	Percentage	Lower Class Limit	
20	10.0	2.000	□□□□□□□
0	0.0	2.300	
0	0.0	2.600	
36	18.0	2.900	□□□□□□□□□□
0	0.0	3.200	
0	0.0	3.500	
75	37.5	3.800	□□□□□□□□□□□□□□□□□
0	0.0	4.100	
0	0.0	4.400	
69	34.5	4.700	□□□□□□□□□□□□□□□□□□□

CL4

Frequency	Percentage	Lower Class Limit	
3	1.5	1.000	□
0	0.0	1.400	
20	10.0	1.800	□□□□□□□
0	0.0	2.200	
0	0.0	2.600	
44	22.0	3.000	□□□□□□□□□□□□□□□
0	0.0	3.400	
64	32.0	3.800	□□□□□□□□□□□□□□□□□
0	0.0	4.200	

Covariance Matrix

	CS3	CS4	CS5	CL1	CL2	CL3
CS3	1.082					
CS4	0.619	0.969				
CS5	0.572	0.470	0.916			
CL1	0.313	0.352	0.311	1.045		
CL2	0.448	0.428	0.357	0.622	1.036	
CL3	0.316	0.292	0.232	0.496	0.460	0.928
CL4	0.298	0.264	0.230	0.520	0.586	0.634
CL5	0.232	0.192	0.161	0.434	0.450	0.383

Covariance Matrix

	CL4	CL5
CL4	1.091	
CL5	0.476	0.984

Means

BP1	BP2	BP3	BP4	BP5	BT1	
	4.375	4.215	4.270	4.265	4.195	4.130

Means

	BT2	BT3	BT4	BT5	CS1	CS2
	4.330	4.370	4.075	4.100	4.275	4.230

Means

	CS3	CS4	CS5	CL1	CL2	CL3
	4.135	4.145	4.155	4.100	4.065	3.965

Means

	CL4	CL5
	3.880	4.030

Standard Deviations

	BP1	BP2	BP3	BP4	BP5	BT1
	0.853	0.945	0.837	0.910	0.939	0.958

Standard Deviations

	BT2	BT3	BT4	BT5	CS1	CS2
	0.875	0.804	0.982	0.908	0.907	0.960

Standard Deviations

	CS3	CS4	CS5	CL1	CL2	CL3
	1.040	0.984	0.957	1.022	1.018	0.964

Standard Deviations

CL4	CL5
-----	-----
1.045	0.992

The Problem used 40448 Bytes (= 0.1% of available workspace)

Lampiran 8 Output Lisrel

DATE: 2/ 2/2015

TIME: 1:41

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 F:\bab4.spl:

```
SKRIPSI
OBSERVED VARIABLES BP1 BP2 BP3 BP4 BP5 BT1 BT2 BT3 BT4 BT5 CS1 CS2 CS3 CS4 CS5 CL1
CL2 CL3 CL4 CL5
COVARIANCE MATRIX FROM FILE F:\BAB4.COV
LATENT VARIABLES BP BT CS CL
SAMPLE SIZE 200
RELATIONSHIPS
BP1=1*BP
BP2-BP5=BP
BT1=1*BT
BT2-BT5=BT
CS1=1*CS
CS2-CS5=CS
CL1=1*CL
CL2-CL5=CL
CS=BP BT
CL=BP BT CS
OPTIONS: SC EF
PATH DIAGRAM
END OF PROGRAM
```

Sample Size = 200

SKRIPSI

Covariance Matrix

	CS1	CS2	CS3	CS4	CS5	CL1
CS1	0.82					

CS2	0.04	0.92				
CS3	0.38	0.29	1.08			
CS4	0.26	0.24	0.62	0.97		
CS5	0.30	0.24	0.57	0.47	0.92	
CL1	0.23	0.11	0.31	0.35	0.31	1.05
CL2	0.30	0.17	0.45	0.43	0.36	0.62
CL3	0.26	0.20	0.32	0.29	0.23	0.50
CL4	0.30	0.12	0.30	0.26	0.23	0.52
CL5	0.28	0.16	0.23	0.19	0.16	0.43
BP1	0.24	0.02	0.19	0.14	0.14	0.11
BP2	0.27	0.11	0.35	0.26	0.43	0.30
BP3	0.17	0.10	0.34	0.30	0.26	0.25
BP4	0.26	0.17	0.32	0.26	0.34	0.23
BP5	0.20	0.20	0.41	0.30	0.36	0.21
BT1	0.29	0.04	0.31	0.19	0.16	0.20
BT2	0.19	0.06	0.15	0.09	0.03	0.04
BT3	-0.01	0.01	0.15	0.03	0.05	0.00
BT4	0.34	0.01	0.26	0.24	0.10	0.24
BT5	0.23	0.02	0.18	0.19	0.16	0.20

Covariance Matrix

	CL2	CL3	CL4	CL5	BP1	BP2
	-----	-----	-----	-----	-----	-----
CL2	1.04					
CL3	0.46	0.93				
CL4	0.59	0.63	1.09			
CL5	0.45	0.38	0.48	0.98		
BP1	0.09	0.22	0.22	0.14	0.73	
BP2	0.29	0.36	0.33	0.28	0.32	0.89
BP3	0.22	0.21	0.22	0.19	0.27	0.46
BP4	0.15	0.25	0.23	0.19	0.40	0.57
BP5	0.19	0.27	0.23	0.16	0.36	0.55
BT1	0.26	0.25	0.16	0.22	0.10	0.15
BT2	0.18	0.16	0.14	0.14	0.07	0.05
BT3	0.04	0.12	-0.02	0.14	0.03	0.06
BT4	0.31	0.35	0.36	0.28	0.10	0.10
BT5	0.26	0.22	0.25	0.22	0.07	0.12

Covariance Matrix

	BP3	BP4	BP5	BT1	BT2	BT3
	-----	-----	-----	-----	-----	-----
BP3	0.70					
BP4	0.44	0.83				
BP5	0.41	0.54	0.88			
BT1	0.08	0.06	0.13	0.92		
BT2	0.15	0.07	0.09	0.34	0.76	
BT3	0.04	0.05	0.03	0.17	0.08	0.65
BT4	0.14	0.13	0.10	0.40	0.29	0.14
BT5	0.15	0.08	0.13	0.28	0.21	0.14

Covariance Matrix

	BT4	BT5
	-----	-----
BT4	0.96	
BT5	0.39	0.82

SKRIPSI

Number of Iterations = 19

LISREL Estimates (Maximum Likelihood)

Measurement Equations

CS1 = 1.00*CS, Errorvar.= 0.61 , R² = 0.26
(0.066)
9.32

CS2 = 0.70*CS, Errorvar.= 0.82 , R² = 0.11
(0.18) (0.084)
3.90 9.74

CS3 = 1.84*CS, Errorvar.= 0.36 , R² = 0.66
(0.27) (0.060)
6.79 6.13

CS4 = 1.52*CS, Errorvar.= 0.48 , R² = 0.50
(0.24) (0.060)
6.44 7.98

CS5 = 1.47*CS, Errorvar.= 0.46 , R² = 0.50
(0.23) (0.057)
6.42 8.03

CL1 = 1.00*CL, Errorvar.= 0.53 , R² = 0.50
(0.064)
8.29

CL2 = 1.06*CL, Errorvar.= 0.46 , R² = 0.56
(0.11) (0.059)
9.29 7.81

CL3 = 0.98*CL, Errorvar.= 0.43 , R² = 0.54
(0.11) (0.054)
9.14 7.99

CL4 = 1.09*CL, Errorvar.= 0.47 , R² = 0.57
(0.12) (0.061)
9.37 7.71

CL5 = 0.82*CL, Errorvar.= 0.64 , R² = 0.35
(0.11) (0.070)
7.56 9.05

BP1 = 1.00*BP, Errorvar.= 0.51 , R² = 0.31
(0.054)
9.36

BP2 = 1.61*BP, Errorvar.= 0.31 , R² = 0.65
(0.21) (0.043)
7.75 7.34

BP3 = 1.26*BP, Errorvar.= 0.35 , R² = 0.50
(0.17) (0.041)
7.25 8.54

$$BP4 = 1.57*BP, \text{ Errorvar.} = 0.28, R^2 = 0.67$$

(0.20)	(0.039)
7.80	7.14

$$BP5 = 1.53*BP, \text{ Errorvar.} = 0.36, R^2 = 0.59$$

(0.20)	(0.046)
7.57	7.93

$$BT1 = 1.00*BT, \text{ Errorvar.} = 0.55, R^2 = 0.40$$

(0.072)
7.66

$$BT2 = 0.71*BT, \text{ Errorvar.} = 0.58, R^2 = 0.25$$

(0.13)	(0.065)
5.44	8.87

$$BT3 = 0.37*BT, \text{ Errorvar.} = 0.60, R^2 = 0.077$$

(0.11)	(0.062)
3.27	9.70

$$BT4 = 1.14*BT, \text{ Errorvar.} = 0.48, R^2 = 0.50$$

(0.17)	(0.074)
6.79	6.56

$$BT5 = 0.87*BT, \text{ Errorvar.} = 0.54, R^2 = 0.34$$

(0.14)	(0.066)
6.14	8.21

Structural Equations

$$CS = 0.51*BP + 0.24*BT, \text{ Errorvar.} = 0.11, R^2 = 0.47$$

(0.11)	(0.073)	(0.034)
4.55	3.36	3.33

$$CL = 0.47*CS + 0.29*BP + 0.43*BT, \text{ Errorvar.} = 0.28, R^2 = 0.47$$

(0.18)	(0.15)	(0.12)	(0.058)
2.54	1.97	3.63	4.78

Reduced Form Equations

$$CS = 0.51*BP + 0.24*BT, \text{ Errorvar.} = 0.11, R^2 = 0.47$$

(0.11)	(0.073)
4.55	3.36

$$CL = 0.53*BP + 0.54*BT, \text{ Errorvar.} = 0.30, R^2 = 0.42$$

(0.13)	(0.12)
3.98	4.60

Covariance Matrix of Independent Variables

	BP	BT
BP	0.22 (0.06) 4.00	-----

BT	0.08	0.37
	(0.03)	(0.09)
	2.64	4.25

Covariance Matrix of Latent Variables

	CS	CL	BP	BT
CS	0.21			
CL	0.19	0.52		
BP	0.13	0.16	0.22	
BT	0.13	0.24	0.08	0.37

Goodness of Fit Statistics

Degrees of Freedom = 164
 Minimum Fit Function Chi-Square = 261.99 (P = 0.00)
 Normal Theory Weighted Least Squares Chi-Square = 249.86 (P = 0.00)
 Estimated Non-centrality Parameter (NCP) = 85.86
 90 Percent Confidence Interval for NCP = (47.17 ; 132.50)

Minimum Fit Function Value = 1.32
 Population Discrepancy Function Value (F0) = 0.43
 90 Percent Confidence Interval for F0 = (0.24 ; 0.67)
 Root Mean Square Error of Approximation (RMSEA) = 0.051
 90 Percent Confidence Interval for RMSEA = (0.038 ; 0.064)
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.42

Expected Cross-Validation Index (ECVI) = 1.72
 90 Percent Confidence Interval for ECVI = (1.52 ; 1.95)
 ECVI for Saturated Model = 2.11
 ECVI for Independence Model = 16.41

Chi-Square for Independence Model with 190 Degrees of Freedom = 3226.26
 Independence AIC = 3266.26
 Model AIC = 341.86
 Saturated AIC = 420.00
 Independence CAIC = 3352.23
 Model CAIC = 539.58
 Saturated CAIC = 1322.65

Normed Fit Index (NFI) = 0.92
 Non-Normed Fit Index (NNFI) = 0.96
 Parsimony Normed Fit Index (PNFI) = 0.79
 Comparative Fit Index (CFI) = 0.97
 Incremental Fit Index (IFI) = 0.97
 Relative Fit Index (RFI) = 0.91

Critical N (CN) = 159.79

Root Mean Square Residual (RMR) = 0.051
 Standardized RMR = 0.058
 Goodness of Fit Index (GFI) = 0.89
 Adjusted Goodness of Fit Index (AGFI) = 0.86
 Parsimony Goodness of Fit Index (PGFI) = 0.69

The Modification Indices Suggest to Add an Error Covariance
 Between and Decrease in Chi-Square New Estimate

CL2	CL1	8.7	0.14
CL3	CL2	11.7	-0.15
CL4	CL3	12.6	0.16
BP2	CS5	10.7	0.11

SKRIPSI

Standardized Solution

LAMBDA-Y

	CS	CL
	-----	-----
CS1	0.46	- -
CS2	0.32	- -
CS3	0.85	- -
CS4	0.70	- -
CS5	0.68	- -
CL1	- -	0.72
CL2	- -	0.76
CL3	- -	0.71
CL4	- -	0.79
CL5	- -	0.59

LAMBDA-X

	BP	BT
	-----	-----
BP1	0.47	- -
BP2	0.76	- -
BP3	0.59	- -
BP4	0.74	- -
BP5	0.72	- -
BT1	- -	0.61
BT2	- -	0.43
BT3	- -	0.22
BT4	- -	0.69
BT5	- -	0.53

BETA

	CS	CL
	-----	-----
CS	- -	- -
CL	0.30	- -

GAMMA

	BP	BT
	-----	-----
CS	0.53	0.32
CL	0.19	0.36

Correlation Matrix of ETA and KSI

	CS	CL	BP	BT
	-----	-----	-----	-----
CS	1.00			
CL	0.58	1.00		
BP	0.61	0.47	1.00	
BT	0.46	0.55	0.26	1.00

PSI

Note: This matrix is diagonal.

CS	CL
-----	-----
0.53	0.53

Regression Matrix ETA on KSI (Standardized)

	BP	BT
-----	-----	-----
CS	0.53	0.32
CL	0.35	0.46

SKRIPSI

Completely Standardized Solution

LAMBDA-Y

	CS	CL
-----	-----	-----
CS1	0.51	- -
CS2	0.33	- -
CS3	0.81	- -
CS4	0.71	- -
CS5	0.71	- -
CL1	- -	0.70
CL2	- -	0.75
CL3	- -	0.73
CL4	- -	0.75
CL5	- -	0.59

LAMBDA-X

	BP	BT
-----	-----	-----
BP1	0.55	- -
BP2	0.81	- -
BP3	0.71	- -
BP4	0.82	- -
BP5	0.77	- -
BT1	- -	0.63
BT2	- -	0.50
BT3	- -	0.28
BT4	- -	0.71
BT5	- -	0.58

BETA

	CS	CL
-----	-----	-----
CS	- -	- -
CL	0.30	- -

GAMMA

	BP	BT
-----	-----	-----
CS	0.53	0.32

CL 0.19 0.36

Correlation Matrix of ETA and KSI

	CS	CL	BP	BT
CS	1.00			
CL	0.58	1.00		
BP	0.61	0.47	1.00	
BT	0.46	0.55	0.26	1.00

PSI

Note: This matrix is diagonal.

CS	CL
0.53	0.53

THETA-EPS

CS1	CS2	CS3	CS4	CS5	CL1
0.74	0.89	0.34	0.50	0.50	0.50

THETA-EPS

CL2	CL3	CL4	CL5
0.44	0.46	0.43	0.65

THETA-DELTA

BP1	BP2	BP3	BP4	BP5	BT1
0.69	0.35	0.50	0.33	0.41	0.60

THETA-DELTA

BT2	BT3	BT4	BT5
0.75	0.92	0.50	0.66

Regression Matrix ETA on KSI (Standardized)

	BP	BT
CS	0.53	0.32
CL	0.35	0.46

SKRIPSI

Total and Indirect Effects

Total Effects of KSI on ETA

	BP	BT
	-----	-----
CS	0.51 (0.11) 4.55	0.24 (0.07) 3.36
CL	0.53 (0.13) 3.98	0.54 (0.12) 4.60

Indirect Effects of KSI on ETA

	BP	BT
	-----	-----
CS	- -	- -
CL	0.24 (0.10) 2.41	0.11 (0.05) 2.31

Total Effects of ETA on ETA

	CS	CL
	-----	-----
CS	- -	- -
CL	0.47 (0.18) 2.54	- -

Largest Eigenvalue of B*B' (Stability Index) is 0.221

Total Effects of ETA on Y

	CS	CL
	-----	-----
CS1	1.00	- -
CS2	0.70 (0.18) 3.90	- -
CS3	1.84 (0.27) 6.79	- -
CS4	1.52 (0.24) 6.44	- -
CS5	1.47 (0.23) 6.42	- -
CL1	0.47 (0.18) 2.54	1.00

CL2	0.50 (0.19) 2.56	1.06 (0.11) 9.29
CL3	0.46 (0.18) 2.55	0.98 (0.11) 9.14
CL4	0.51 (0.20) 2.56	1.09 (0.12) 9.37
CL5	0.39 (0.15) 2.51	0.82 (0.11) 7.56

Indirect Effects of ETA on Y

	CS -----	CL -----
CS1	- -	- -
CS2	- -	- -
CS3	- -	- -
CS4	- -	- -
CS5	- -	- -
CL1	0.47 (0.18) 2.54	- -
CL2	0.50 (0.19) 2.56	- -
CL3	0.46 (0.18) 2.55	- -
CL4	0.51 (0.20) 2.56	- -
CL5	0.39 (0.15) 2.51	- -

Total Effects of KSI on Y

	BP -----	BT -----
CS1	0.51 (0.11) 4.55	0.24 (0.07) 3.36

CS2	0.36 (0.10) 3.57	0.17 (0.06) 2.90
CS3	0.94 (0.17) 5.44	0.45 (0.12) 3.67
CS4	0.78 (0.15) 5.21	0.37 (0.10) 3.59
CS5	0.75 (0.14) 5.20	0.36 (0.10) 3.59
CL1	0.53 (0.13) 3.98	0.54 (0.12) 4.60
CL2	0.56 (0.14) 4.02	0.57 (0.12) 4.67
CL3	0.52 (0.13) 4.00	0.53 (0.11) 4.65
CL4	0.58 (0.14) 4.03	0.60 (0.13) 4.68
CL5	0.44 (0.11) 3.83	0.45 (0.10) 4.39

SKRIPSI

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	BP -----	BT -----
CS	0.53	0.32
CL	0.35	0.46

Standardized Indirect Effects of KSI on ETA

	BP -----	BT -----
CS	- -	- -
CL	0.16	0.10

Standardized Total Effects of ETA on ETA

	CS	CL
	-----	-----
CS	- -	- -
CL	0.30	- -

Standardized Total Effects of ETA on Y

	CS	CL
	-----	-----
CS1	0.46	- -
CS2	0.32	- -
CS3	0.85	- -
CS4	0.70	- -
CS5	0.68	- -
CL1	0.22	0.72
CL2	0.23	0.76
CL3	0.21	0.71
CL4	0.24	0.79
CL5	0.18	0.59

Completely Standardized Total Effects of ETA on Y

	CS	CL
	-----	-----
CS1	0.51	- -
CS2	0.33	- -
CS3	0.81	- -
CS4	0.71	- -
CS5	0.71	- -
CL1	0.21	0.70
CL2	0.22	0.75
CL3	0.22	0.73
CL4	0.23	0.75
CL5	0.18	0.59

Standardized Indirect Effects of ETA on Y

	CS	CL
	-----	-----
CS1	- -	- -
CS2	- -	- -
CS3	- -	- -
CS4	- -	- -
CS5	- -	- -
CL1	0.22	- -
CL2	0.23	- -
CL3	0.21	- -
CL4	0.24	- -
CL5	0.18	- -

Completely Standardized Indirect Effects of ETA on Y

	CS	CL
	-----	-----
CS1	- -	- -
CS2	- -	- -
CS3	- -	- -
CS4	- -	- -
CS5	- -	- -
CL1	0.21	- -

CL2	0.22	- -
CL3	0.22	- -
CL4	0.23	- -
CL5	0.18	- -

Standardized Total Effects of KSI on Y

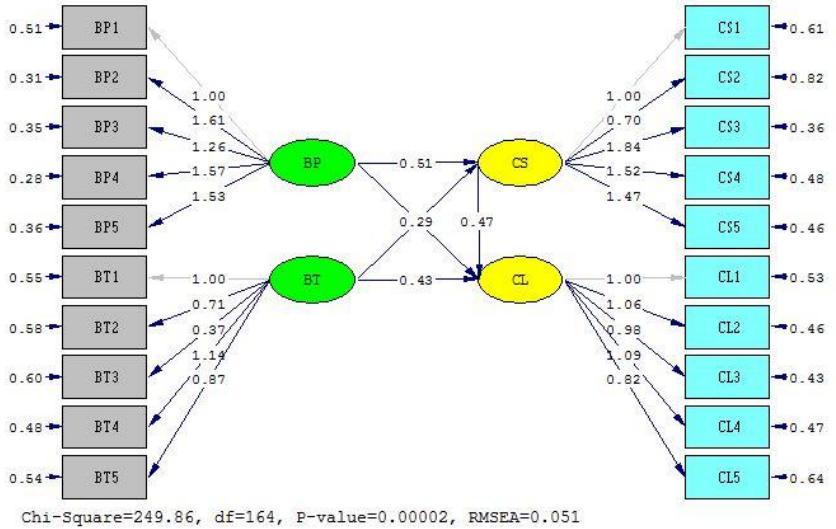
	BP	BT
	-----	-----
CS1	0.24	0.15
CS2	0.17	0.10
CS3	0.45	0.27
CS4	0.37	0.22
CS5	0.36	0.22
CL1	0.25	0.33
CL2	0.27	0.35
CL3	0.25	0.32
CL4	0.28	0.36
CL5	0.21	0.27

Completely Standardized Total Effects of KSI on Y

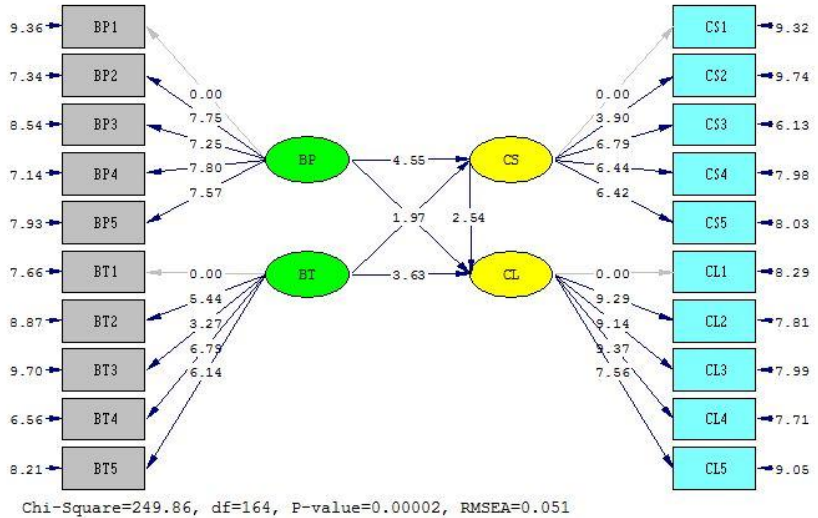
	BP	BT
	-----	-----
CS1	0.27	0.16
CS2	0.18	0.11
CS3	0.43	0.26
CS4	0.37	0.23
CS5	0.37	0.23
CL1	0.25	0.32
CL2	0.26	0.34
CL3	0.26	0.34
CL4	0.26	0.35
CL5	0.21	0.27

Time used: 0.047 Seconds

Lampiran 9 Diagram Estimate



Lampiran 10 Diagram T-Values



Lampiran 11 Diagram Standardized Solution

