

Lampiran 1

KUESIONER

Dalam rangka memenuhi tugas akhir, Saya mahasiswi Fakultas Bisnis Jurusan Manajemen Universitas Katolik Widya Mandala Surabaya memohon ketersediaan Bapak/Ibu untuk berpartisipasi untuk mengisi dan memberikan jawaban pada kuesioner ini. Tujuan dibuatnya kuesioner ini adalah untuk mengetahui Pengaruh *Experiential Marketing* dan *Service Quality* terhadap *Customer Loyalty* melalui *Customer Satisfaction* pada Restoran Pizza Hut Tunjungan Plaza di Surabaya. Atas ketersediaan Bapak/Ibu, Saya ucapkan terima kasih.

Hormat Saya,

Juwita Yuliana
(3103011155)

A. IDENTITAS RESPONDEN

- a. Jenis Kelamin:
 1. Pria
 2. Wanita
- b. Domisili:
 1. Surabaya
 2. Luar Surabaya
- c. Usia anda saat ini :
 1. 17 – 25 tahun
 4. 46 – 55 tahun
 2. 26 – 35 tahun
 5. 56 atau lebih
 3. 36 – 45 tahun
- d. Profesi :
 1. Mahasiswa
 3. Pegawai negeri
 2. Karyawan
 4. Wiraswasta
- e. Pendapatan / uang saku per bulan :
 1. Rp.1000.000 – Rp.3000.000
 2. Rp.3.000.000 – Rp.5.000.000
 3. \geq Rp.5.000.000

B. PERNYATAAN

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

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

o.	Pernyataan	TS	S			S
<i>Experiential Marketing</i>						
.	Rasa makanan dan minuman Restoran Pizza Hut sesuai dengan selera saya.					
.	Saya merasa senang setelah mengkonsumsi produk Pizza Hut.					
.	Kualitas produk yang ditawarkan sesuai dengan harganya.					
.	Saya ingin mencoba produk baru yang ditawarkan oleh Restoran Pizza Hut Tunjungan Plaza di Surabaya.					
.	Mengonsumsi produk di Restoran Pizza Hut Tunjungan Plaza di Surabaya mencerminkan gaya hidup.					
<i>Service Quality</i>						
.	Saya merasa kebersihan restoran membuat suasana menjadi nyaman.					
.	Penyajian makanan dan minuman tepat waktu.					

.	Saya merasa karyawan cepat dan tepat dalam melayani.					
.	Saya merasa karyawan memiliki pengetahuan yang baik tentang produk.					
.	Karyawan mampu memenuhi keinginan saya.					
<i>Customer Satisfaction</i>						
.	Berdasarkan pengalaman, saya senang mengonsumsi produk Restoran Pizza Hut di Tunjungan Plaza Surabaya.					
.	Menurut saya, kinerja Restoran Pizza Hut di Tunjungan Plaza Surabaya memenuhi harapan.					
.	Saya percaya bahwa mengonsumsi produk Restoran Pizza Hut di Tunjungan Plaza Surabaya merupakan pengalaman yang memuaskan.					
<i>Customer Loyalty</i>						
.	Saya sering melakukan pembelian ulang di Restoran Pizza Hut di Tunjungan Plaza Surabaya.					
.	Saya merekomendasikan produk kepada teman atau orang lain.					
.	Saya cenderung mengabaikan produk pesaing yang ada.					

Lampiran 2

Data Tentang Identitas Responden

Resp	JK	Domisili	Usia	Profesi	Pend
1	2	1	1	1	1
2	2	1	1	1	1
3	2	1	1	1	1
4	2	1	1	1	1
5	1	1	1	1	1
6	2	1	1	1	1
7	2	1	2	2	2
8	1	2	2	2	2
9	1	2	2	2	1
10	2	1	3	2	2
11	1	1	3	2	2
12	1	2	2	2	2
13	2	2	2	2	2
14	2	1	1	1	1
15	2	1	1	1	1
16	1	1	1	1	1
17	1	1	1	1	1
18	1	2	1	1	1
19	1	1	1	1	1
20	2	1	1	1	1
21	2	2	2	2	2
22	2	2	2	2	2
23	1	2	3	3	2
24	1	2	3	3	2
25	2	1	3	3	2
26	2	1	2	1	1
27	1	1	4	4	3

Resp	JK	Domisili	Usia	Profesi	Pend
28	1	1	1	1	1
29	1	2	2	1	1
30	1	1	4	4	3
31	2	2	1	1	1
32	2	1	1	1	1
33	2	2	1	1	1
34	2	2	1	1	1
35	2	2	1	1	1
36	2	2	1	1	1
37	1	1	1	1	1
38	1	1	1	1	1
39	1	1	1	1	1
40	1	1	1	1	1
41	2	1	1	1	1
42	1	1	4	4	3
43	2	1	1	1	1
44	1	1	5	4	3
45	1	1	5	4	3
46	1	1	4	4	3
47	2	2	1	1	1
48	2	2	1	1	2
49	1	2	1	1	2
50	1	2	1	1	2
51	1	1	2	1	1
52	2	1	2	1	1
53	2	1	2	1	1
54	1	1	2	1	1
55	1	1	1	1	1
56	2	1	2	1	1
57	2	2	1	1	1

Resp	JK	Domisili	Usia	Profesi	Pend
58	2	1	1	1	1
59	1	2	1	1	1
60	1	1	1	1	1
61	1	2	3	2	2
62	2	2	3	3	2
63	2	1	3	3	2
64	2	1	3	3	2
65	1	1	1	1	1
66	1	2	1	1	1
67	1	2	2	1	1
68	2	1	2	2	2
69	2	1	2	2	2
70	2	2	2	2	2
71	2	2	1	1	1
72	2	2	1	1	1
73	2	1	2	2	2
74	2	1	5	4	3
75	1	1	4	4	3
76	1	1	5	4	3
77	1	1	2	3	2
78	1	2	1	1	1
79	2	2	1	1	1
80	1	1	1	1	1
81	2	2	2	2	2
82	1	2	2	2	2
83	1	1	1	1	1
84	2	2	1	1	1
85	2	2	1	1	1
86	1	1	1	1	1
87	2	1	2	4	3

Resp	JK	Domisili	Usia	Profesi	Pend
88	2	1	2	4	3
89	2	2	2	4	3
90	2	2	1	1	1
91	2	1	2	2	2
92	1	2	1	1	1
93	1	1	2	2	2
94	2	2	2	2	2
95	1	1	2	3	2
96	2	1	1	1	1
97	2	2	1	1	1
98	1	2	1	1	1
99	1	2	1	1	1
100	2	1	1	1	1
101	2	1	1	1	1
102	1	1	1	1	1
103	1	2	1	1	1
104	1	2	1	1	1
105	1	2	1	1	1
106	2	2	1	1	1
107	2	1	1	1	1
108	1	1	2	3	2
109	1	1	2	3	2
110	1	1	2	3	2
111	2	1	2	3	2
112	2	1	2	2	2
113	2	1	2	2	2
114	2	2	2	2	2
115	2	1	2	3	2
116	2	2	1	1	1
117	2	2	1	1	1

Resp	JK	Domisili	Usia	Profesi	Pend
118	2	1	3	3	2
119	1	1	1	1	1
120	1	1	1	1	1
121	1	1	1	1	1
122	1	2	2	3	2
123	1	2	2	2	2
124	2	2	1	1	1
125	2	2	1	1	1
126	1	2	4	4	3
127	1	2	1	1	1
128	1	2	1	1	1
129	2	2	1	1	1
130	2	1	1	1	1
131	1	1	3	4	3
132	1	1	3	4	3
133	1	1	1	1	1
134	2	1	1	1	1
135	1	2	3	4	3
136	1	1	1	1	1
137	1	1	2	4	3
138	2	1	2	4	3
139	1	2	2	2	2
140	2	1	2	3	3
141	1	1	1	1	1
142	2	2	1	1	1
143	2	2	2	4	3
144	2	1	2	4	3
145	1	1	2	4	3
146	2	1	2	2	2
147	2	1	1	1	1

Resp	JK	Domisili	Usia	Profesi	Pend
148	2	1	1	1	1
149	1	2	2	3	3
150	1	1	1	1	1

Lampiran 3a

Jawaban Responden Tentang Variabel EM dan SQ

Resp	EM1	EM2	EM3	EM4	EM5	EM	SQ1	SQ2	SQ3	SQ4	SQ5	SQ
1	3	3	5	4	3	3.60	2	4	2	2	3	2.60
2	4	3	5	5	4	4.20	3	5	3	4	4	3.80
3	3	2	4	4	3	3.20	4	4	3	3	2	3.20
4	5	3	2	2	4	3.20	4	2	4	4	3	3.40
5	2	1	3	3	2	2.20	3	2	3	3	2	2.60
6	5	4	4	3	5	4.20	4	3	4	4	4	3.80
7	3	3	4	4	4	3.60	4	3	2	4	3	3.20
8	4	4	3	2	3	3.20	3	2	3	3	4	3.00
9	3	3	3	4	3	3.20	4	3	4	4	3	3.60
10	4	4	4	3	4	3.80	3	4	3	4	4	3.60
11	2	3	3	3	2	2.60	3	3	4	3	4	3.40
12	4	3	4	4	4	3.80	4	4	3	4	3	3.60
13	3	2	4	3	3	3.00	3	3	3	3	2	2.80
14	5	4	4	3	5	4.20	4	4	4	4	5	4.20
15	4	3	3	4	4	3.60	3	3	3	3	4	3.20
16	3	4	4	3	3	3.40	4	4	4	4	5	4.20
17	4	3	3	3	4	3.40	3	4	3	4	4	3.60
18	5	4	4	3	4	4.00	4	3	3	3	4	3.40
19	3	3	4	4	3	3.40	4	3	4	3	4	3.60
20	4	4	3	3	4	3.60	4	4	4	4	3	3.80
21	3	3	4	4	3	3.40	3	3	4	3	2	3.00
22	4	4	3	4	4	3.80	3	4	3	3	3	3.20
23	2	3	3	3	3	2.80	4	4	3	4	3	3.60
24	3	4	4	4	3	3.60	4	4	4	3	3	3.60
25	2	3	3	3	2	2.60	1	4	1	1	2	1.80
26	5	4	3	3	4	3.80	4	3	4	4	3	3.60

Resp	EM1	EM2	EM3	EM4	EM5	EM	SQ1	SQ2	SQ3	SQ4	SQ5	SQ
27	2	1	3	4	2	2.40	1	5	1	1	2	2.00
28	5	4	4	4	5	4.40	4	3	4	4	5	4.00
29	3	2	3	3	3	2.80	1	3	2	1	2	1.80
30	2	3	4	5	3	3.40	2	5	2	2	3	2.80
31	2	1	5	5	2	3.00	2	4	2	2	2	2.40
32	5	4	4	4	5	4.40	4	4	4	3	5	4.00
33	3	3	5	5	3	3.80	3	3	3	3	4	3.20
34	4	4	4	5	3	4.00	4	5	4	4	5	4.40
35	3	3	5	5	4	4.00	4	3	3	3	3	3.20
36	3	3	4	5	3	3.60	3	3	4	3	3	3.20
37	2	2	3	3	2	2.40	2	4	2	2	2	2.40
38	3	2	2	2	3	2.40	3	4	3	3	3	3.20
39	4	3	5	5	3	4.00	4	5	3	4	4	4.00
40	3	2	4	3	4	3.20	3	5	4	3	3	3.60
41	4	3	3	4	3	3.40	4	4	4	4	4	4.00
42	5	4	3	3	5	4.00	4	5	3	4	5	4.20
43	4	3	4	4	4	3.80	3	5	4	3	4	3.80
44	5	4	5	5	5	4.80	3	5	3	4	5	4.00
45	4	3	4	4	4	3.80	4	4	4	4	2	3.60
46	2	3	4	4	2	3.00	3	5	4	3	4	3.80
47	4	4	5	5	3	4.20	3	4	3	3	2	3.00
48	4	5	3	3	4	3.80	4	4	4	4	5	4.20
49	4	4	4	4	3	3.80	3	5	3	3	4	3.60
50	3	3	5	5	4	4.00	5	5	4	4	4	4.40
51	5	4	3	3	4	3.80	4	5	3	4	5	4.20
52	4	4	4	4	3	3.80	5	5	4	5	4	4.60
53	4	4	5	3	4	4.00	4	4	4	4	2	3.60
54	5	4	4	4	3	4.00	5	4	5	5	3	4.40
55	4	4	5	4	4	4.20	4	5	4	4	4	4.20
56	5	4	5	5	3	4.40	5	4	5	5	4	4.60

Resp	EM1	EM2	EM3	EM4	EM5	EM	SQ1	SQ2	SQ3	SQ4	SQ5	SQ
57	4	3	5	5	3	4.00	4	4	4	4	3	3.80
58	5	4	4	4	4	4.20	4	5	5	4	3	4.20
59	4	5	5	5	5	4.80	4	4	4	4	4	4.00
60	5	4	4	4	4	4.20	5	5	4	3	3	4.00
61	4	4	5	5	5	4.60	4	4	5	4	4	4.20
62	5	4	4	4	5	4.40	4	5	5	5	4	4.60
63	4	3	5	5	4	4.20	4	4	5	5	4	4.40
64	3	4	4	5	4	4.00	5	4	4	4	3	4.00
65	4	3	4	4	5	4.00	4	5	4	5	4	4.40
66	3	4	4	5	4	4.00	4	4	5	4	3	4.00
67	4	4	5	4	5	4.40	4	4	4	4	4	4.00
68	4	5	4	5	4	4.40	5	5	4	5	4	4.60
69	5	4	5	5	5	4.80	4	4	4	4	3	3.80
70	4	4	5	4	4	4.20	4	5	5	5	4	4.60
71	5	5	4	5	5	4.80	4	5	4	4	3	4.00
72	4	4	5	5	4	4.40	5	4	4	4	3	4.00
73	3	4	5	4	4	4.00	4	5	4	4	4	4.20
74	3	5	5	5	5	4.60	4	4	5	4	3	4.00
75	4	4	5	5	4	4.40	4	5	4	5	3	4.20
76	4	4	4	4	4	4.00	5	4	4	4	3	4.00
77	3	3	3	3	3	3.00	4	5	4	5	4	4.40
78	3	4	4	4	4	3.80	4	4	5	4	3	4.00
79	4	3	4	4	3	3.60	4	5	4	4	4	4.20
80	3	4	3	2	4	3.20	5	4	4	5	5	4.60
81	4	3	3	3	4	3.40	4	5	4	5	4	4.40
82	4	4	4	2	3	3.40	4	4	5	5	5	4.60
83	3	3	4	3	3	3.20	4	5	4	4	4	4.20
84	4	3	4	4	4	3.80	5	5	4	5	5	4.80
85	3	4	4	2	4	3.40	3	5	4	4	4	4.00
86	4	4	4	2	4	3.60	4	4	3	4	3	3.60

Resp	EM1	EM2	EM3	EM4	EM5	EM	SQ1	SQ2	SQ3	SQ4	SQ5	SQ
87	3	3	3	2	3	2.80	3	5	4	5	2	3.80
88	4	2	3	4	2	3.00	3	4	4	4	5	4.00
89	3	3	3	4	3	3.20	4	5	4	5	4	4.40
90	3	3	4	4	4	3.60	4	4	4	4	3	3.80
91	4	3	3	4	3	3.40	4	5	3	5	3	4.00
92	3	3	2	2	4	2.80	3	4	5	5	4	4.20
93	4	3	3	3	3	3.20	4	5	4	4	5	4.40
94	3	4	2	2	4	3.00	3	4	3	4	4	3.60
95	3	3	3	3	4	3.20	5	5	5	5	4	4.80
96	4	4	2	4	3	3.40	4	5	4	5	5	4.60
97	3	3	3	4	3	3.20	3	4	3	4	3	3.40
98	4	4	2	3	4	3.40	3	5	5	5	4	4.40
99	3	3	3	4	3	3.20	4	5	4	5	5	4.60
100	4	4	2	4	4	3.60	3	5	3	5	3	3.80
101	3	3	3	4	3	3.20	4	4	5	5	4	4.40
102	4	5	5	4	4	4.40	4	3	4	4	3	3.60
103	4	4	3	5	4	4.00	3	4	3	3	4	3.40
104	3	4	4	3	3	3.40	4	4	4	4	3	3.80
105	4	3	3	4	3	3.40	3	3	3	3	4	3.20
106	4	4	4	3	4	3.80	4	3	4	4	3	3.60
107	4	4	3	4	4	3.80	3	4	3	3	4	3.40
108	5	5	5	5	5	5.00	4	4	4	4	5	4.20
109	3	3	3	3	3	3.00	2	2	2	2	3	2.20
110	4	4	4	3	4	3.80	4	4	4	4	4	4.00
111	4	4	3	4	4	3.80	3	2	3	3	3	2.80
112	5	4	5	5	5	4.80	4	3	4	4	5	4.00
113	3	2	2	3	3	2.60	3	3	3	3	3	3.00
114	5	5	5	5	5	5.00	4	5	4	4	4	4.20
115	4	4	4	4	4	4.00	3	4	3	3	4	3.40
116	3	5	4	5	5	4.40	3	4	3	3	4	3.40

Resp	EM1	EM2	EM3	EM4	EM5	EM	SQ1	SQ2	SQ3	SQ4	SQ5	SQ
117	4	4	3	4	5	4.00	3	5	3	3	3	3.40
118	5	4	5	5	4	4.60	4	4	4	4	4	4.00
119	4	4	4	4	3	3.80	2	3	2	2	3	2.40
120	5	4	5	5	4	4.60	3	4	3	3	4	3.40
121	3	3	3	3	3	3.00	3	3	3	3	3	3.00
122	5	5	5	5	5	5.00	4	5	4	4	4	4.20
123	4	4	4	4	4	4.00	4	3	4	4	3	3.60
124	5	5	5	5	5	5.00	3	4	5	5	3	4.00
125	4	4	4	4	4	4.00	4	3	4	4	4	3.80
126	5	4	4	5	5	4.60	4	4	4	4	5	4.20
127	3	3	3	4	3	3.20	3	2	3	3	2	2.60
128	3	2	3	3	3	2.80	3	4	3	3	4	3.40
129	4	3	4	4	4	3.80	3	4	3	3	2	3.00
130	3	2	3	3	3	2.80	4	5	4	4	5	4.40
131	2	1	2	2	2	1.80	2	2	2	2	4	2.40
132	5	4	5	5	5	4.80	4	5	4	4	5	4.40
133	4	3	4	4	4	3.80	2	3	2	2	3	2.40
134	3	2	3	3	3	2.80	3	2	3	3	3	2.80
135	4	2	4	3	4	3.40	2	3	2	2	4	2.60
136	4	3	4	4	4	3.80	3	4	3	3	4	3.40
137	3	2	3	3	3	2.80	2	3	2	2	2	2.20
138	5	4	5	5	5	4.80	3	4	3	3	3	3.20
139	4	2	4	4	4	3.60	3	4	3	3	3	3.20
140	5	3	5	5	5	4.60	3	4	3	3	4	3.40
141	2	1	2	2	2	1.80	3	4	3	3	4	3.40
142	5	3	5	4	5	4.40	3	4	3	3	2	3.00
143	3	2	3	3	3	2.80	1	2	1	1	2	1.40
144	3	2	3	3	3	2.80	4	5	4	4	2	3.80
145	3	3	4	3	4	3.40	2	2	2	2	2	2.00
146	4	4	5	4	4	4.20	3	4	3	3	2	3.00

Resp	EM1	EM2	EM3	EM4	EM5	EM	SQ1	SQ2	SQ3	SQ4	SQ5	SQ
147	2	1	2	2	2	1.80	2	3	2	2	4	2.60
148	5	4	5	5	5	4.80	3	4	3	3	3	3.20
149	3	4	4	3	3	3.40	2	2	1	1	2	1.60
150	3	3	3	3	4	3.20	3	3	3	3	2	2.80

Lampiran 3b

Jawaban Responden Tentang Variabel CS dan CL

Resp	CS1	CS2	CS3	CS	CL1	CL2	CL3	CL
1	1	3	5	3.00	2	2	2	2.00
2	3	4	5	4.00	3	2	3	2.67
3	2	2	4	2.67	1	2	1	1.33
4	3	3	2	2.67	4	4	4	4.00
5	2	2	3	2.33	3	3	3	3.00
6	3	4	3	3.33	5	3	4	4.00
7	4	4	4	4.00	4	4	4	4.00
8	4	4	2	3.33	5	5	5	5.00
9	4	3	4	3.67	3	2	3	2.67
10	5	4	3	4.00	4	4	4	4.00
11	3	3	4	3.33	4	4	4	4.00
12	3	4	4	3.67	2	2	2	2.00
13	2	2	4	2.67	1	2	1	1.33
14	5	5	4	4.67	4	5	4	4.33
15	4	4	3	3.67	3	3	3	3.00
16	5	5	4	4.67	5	4	4	4.33
17	4	4	3	3.67	4	4	4	4.00
18	3	3	3	3.00	3	3	4	3.33
19	2	3	4	3.00	3	3	4	3.33
20	3	3	3	3.00	2	2	2	2.00
21	3	2	4	3.00	1	1	1	1.00
22	3	3	3	3.00	3	3	3	3.00
23	4	4	3	3.67	4	3	4	3.67
24	5	4	4	4.33	4	4	3	3.67
25	3	2	3	2.67	1	1	1	1.00
26	3	3	3	3.00	3	3	3	3.00

Resp	CS1	CS2	CS3	CS	CL1	CL2	CL3	CL
27	1	1	4	2.00	3	4	3	3.33
28	3	5	4	4.00	4	5	5	4.67
29	2	2	4	2.67	3	4	3	3.33
30	3	3	3	3.00	2	3	2	2.33
31	3	2	3	2.67	2	2	2	2.00
32	5	5	3	4.33	3	4	4	3.67
33	3	4	4	3.67	3	3	3	3.00
34	5	5	3	4.33	4	5	4	4.33
35	4	4	4	4.00	4	4	4	4.00
36	4	3	4	3.67	5	5	5	5.00
37	2	2	3	2.33	1	2	1	1.33
38	2	3	4	3.00	3	3	3	3.00
39	3	4	4	3.67	2	2	2	2.00
40	3	3	4	3.33	2	2	2	2.00
41	4	4	4	4.00	4	4	4	4.00
42	5	5	3	4.33	4	5	4	4.33
43	3	4	5	4.00	4	4	4	4.00
44	3	5	4	4.00	3	4	3	3.33
45	2	2	3	2.33	3	2	3	2.67
46	3	4	5	4.00	3	3	3	3.00
47	4	2	4	3.33	4	4	4	4.00
48	5	5	3	4.33	3	3	3	3.00
49	2	4	5	3.67	4	4	4	4.00
50	5	4	4	4.33	4	3	4	3.67
51	5	5	3	4.33	4	3	3	3.33
52	4	4	4	4.00	4	5	4	4.33
53	2	2	2	2.00	3	3	4	3.33
54	3	2	3	2.67	3	3	3	3.00
55	3	3	3	3.00	5	3	4	4.00
56	4	3	4	3.67	5	3	4	4.00

Resp	CS1	CS2	CS3	CS	CL1	CL2	CL3	CL
57	2	2	2	2.00	3	3	4	3.33
58	4	3	4	3.67	3	3	3	3.00
59	3	4	3	3.33	4	3	4	3.67
60	3	3	4	3.33	3	3	4	3.33
61	4	4	4	4.00	4	3	3	3.33
62	3	3	4	3.33	3	3	4	3.33
63	3	4	4	3.67	5	3	4	4.00
64	4	3	3	3.33	3	3	3	3.00
65	3	4	4	3.67	3	3	4	3.33
66	3	4	3	3.33	3	3	3	3.00
67	3	3	3	3.00	4	3	3	3.33
68	4	3	4	3.67	4	3	4	3.67
69	3	4	3	3.33	4	3	4	3.67
70	4	3	4	3.67	2	3	4	3.00
71	4	4	3	3.67	3	3	3	3.00
72	3	4	3	3.33	3	3	4	3.33
73	4	4	4	4.00	3	3	3	3.00
74	3	4	3	3.33	4	3	4	3.67
75	3	3	3	3.00	3	4	4	3.67
76	4	5	4	4.33	4	4	3	3.67
77	4	3	4	3.67	4	3	5	4.00
78	3	3	4	3.33	3	3	3	3.00
79	5	5	3	4.33	3	3	4	3.33
80	5	4	3	4.00	5	3	4	4.00
81	4	4	3	3.67	4	3	3	3.33
82	5	3	4	4.00	3	3	3	3.00
83	5	5	3	4.33	3	3	4	3.33
84	5	3	4	4.00	4	3	5	4.00
85	5	3	4	4.00	3	3	4	3.33
86	3	4	3	3.33	4	3	3	3.33

Resp	CS1	CS2	CS3	CS	CL1	CL2	CL3	CL
87	2	4	4	3.33	4	3	4	3.67
88	5	5	4	4.67	3	3	4	3.33
89	3	5	4	4.00	3	3	3	3.00
90	4	4	4	4.00	3	3	4	3.33
91	3	5	3	3.67	3	3	4	3.33
92	4	5	5	4.67	3	3	3	3.00
93	5	5	4	4.67	5	3	4	4.00
94	4	4	3	3.67	4	3	4	3.67
95	4	5	5	4.67	3	3	3	3.00
96	5	4	4	4.33	3	3	5	3.67
97	3	4	3	3.33	4	3	5	4.00
98	4	5	5	4.67	3	3	4	3.33
99	5	5	4	4.67	3	3	4	3.33
100	3	5	3	3.67	4	3	3	3.33
101	3	3	4	3.33	4	3	3	3.33
102	4	4	5	4.33	5	5	4	4.67
103	4	3	4	3.67	4	4	3	3.67
104	3	3	4	3.33	4	4	3	3.67
105	3	4	3	3.33	4	4	3	3.67
106	4	3	4	3.67	3	3	3	3.00
107	3	4	4	3.67	4	4	4	4.00
108	4	5	5	4.67	5	5	5	5.00
109	3	3	3	3.00	2	2	2	2.00
110	3	4	4	3.67	4	4	3	3.67
111	3	4	4	3.67	3	3	3	3.00
112	5	5	5	5.00	3	5	5	4.33
113	3	3	2	2.67	3	2	2	2.33
114	4	5	5	4.67	4	5	4	4.33
115	3	4	4	3.67	4	4	3	3.67
116	3	5	5	4.33	5	5	5	5.00

Resp	CS1	CS2	CS3	CS	CL1	CL2	CL3	CL
117	4	4	4	4.00	4	4	4	4.00
118	5	5	5	5.00	5	5	5	5.00
119	4	3	4	3.67	4	4	3	3.67
120	3	5	4	4.00	5	5	4	4.67
121	3	3	3	3.00	3	3	3	3.00
122	5	5	5	5.00	5	5	5	5.00
123	3	4	4	3.67	4	4	3	3.67
124	4	5	5	4.67	5	5	4	4.67
125	4	4	4	4.00	4	4	3	3.67
126	4	5	5	4.67	5	5	4	4.67
127	3	2	2	2.33	4	2	2	2.67
128	3	3	4	3.33	2	2	2	2.00
129	3	3	2	2.67	4	4	4	4.00
130	4	4	5	4.33	4	5	5	4.67
131	3	4	4	3.67	2	1	2	1.67
132	4	3	5	4.00	2	4	3	3.00
133	4	4	3	3.67	2	1	2	1.67
134	3	3	3	3.00	3	4	3	3.33
135	4	4	4	4.00	2	1	2	1.67
136	5	5	4	4.67	5	4	4	4.33
137	2	2	2	2.00	1	1	1	1.00
138	3	4	3	3.33	3	3	3	3.00
139	3	4	3	3.33	2	1	2	1.67
140	3	4	4	3.67	4	5	3	4.00
141	4	4	4	4.00	4	4	4	4.00
142	3	3	2	2.67	2	2	2	2.00
143	1	1	2	1.33	1	1	1	1.00
144	3	3	2	2.67	3	2	3	2.67
145	2	2	2	2.00	1	2	1	1.33
146	2	2	2	2.00	4	4	4	4.00

Resp	CS1	CS2	CS3	CS	CL1	CL2	CL3	CL
147	3	3	4	3.33	4	4	4	4.00
148	2	2	3	2.33	3	2	3	2.67
149	2	2	2	2.00	2	1	2	1.67
150	2	2	2	2.00	5	4	5	4.67

Lampiran 4

Identitas Responden

JenisKelamin

	Freq	Percent	Valid Percent	Cumulative Percent
Valid Pria	73	48.7	48.7	48.7
Wanita	77	51.3	51.3	100.0
Total	150	100.0	100.0	

Domisili

	Freq	Percent	Valid Percent	Cumulative Percent
Valid Surabaya	89	59.3	59.3	59.3
Luar Surabaya	61	40.7	40.7	100.0
Total	150	100.0	100.0	

Usia

	Freq	Percent	Valid Percent	Cumulative Percent
Valid 17-25 tahun	79	52.7	52.7	52.7
26-35 tahun	48	32.0	32.0	84.7
36-45 tahun	13	8.7	8.7	93.3
46-55 tahun	6	4.0	4.0	97.3
56 atau lebih	4	2.7	2.7	100.0
Total	150	100.0	100.0	

Profesi

		Freq	Percent	Valid Percent	Cumulative Percent
Valid	Mahasiswa	87	58.0	58.0	58.0
	Karyawan	25	16.7	16.7	74.7
	Pegawai negeri	17	11.3	11.3	86.0
	Wiraswasta	21	14.0	14.0	100.0
	Total	150	100.0	100.0	

Pendapatan

		Freq	Percent	Valid Percent	Cumulative Percent
Valid	Rp.1000.000- Rp.3.000.000	85	56.7	56.7	56.7
	Rp.3000.000-Rp.5.000.000	42	28.0	28.0	84.7
	≥Rp.5.000.000	23	15.3	15.3	100.0
	Total	150	100.0	100.0	

Lampiran 5

Statistik Deskriptif

Variabel *Experiential Marketing* (X1)

	N	Minimum	Maximum	Mean	Std. Deviation
EM1	150	2	5	3.71	.877
EM2	150	1	5	3.39	.919
EM3	150	2	5	3.80	.897
EM4	150	2	5	3.80	.920
EM5	150	2	5	3.70	.849
EM	150	1.80	5.00	3.6813	.68663
Valid N (listwise)	150				

Variabel *Service Quality* (X2)

	N	Minimum	Maximum	Mean	Std. Deviation
SQ1	150	1	5	3.49	.865
SQ2	150	2	5	3.96	.889
SQ3	150	1	5	3.51	.903
SQ4	150	1	5	3.61	.969
SQ5	150	2	5	3.51	.918
SQ	150	1.40	4.80	3.6147	.71159
Valid N (listwise)	150				

Variabel Customer Satisfaction (Y1)

	N	Minimum	Maximum	Mean	Std. Deviation
CS1	150	1	5	3.44	.966
CS2	150	1	5	3.61	1.002
CS3	150	2	5	3.61	.835
CS	150	1.33	5.00	3.5533	.74268
Valid N (listwise)	150				

Variabel Customer Loyalty (Y2)

	N	Minimum	Maximum	Mean	Std. Deviation
CL1	150	1	5	3.39	1.022
CL2	150	1	5	3.24	1.034
CL3	150	1	5	3.37	.986
CL	150	1.00	5.00	3.3311	.91999
Valid N (listwise)	150				

Lampiran 6

Uji Normalitas

Univariate Summary Statistics for Continuous Variables

Variable	Mean	St. Dev.	T-Value	Skewness	Kurtosis	Minimum	Freq.	Maximum	Freq.
EM1	3.713	0.877	51.841	-0.105	-0.595	1.974	12	5.023	30
EM2	3.393	0.919	45.231	-0.129	-0.081	1.291	6	5.245	11
EM3	3.800	0.897	51.860	-0.169	-0.690	1.980	11	5.027	37
EM4	3.800	0.920	50.610	-0.181	-0.738	2.011	13	5.041	38
EM5	3.700	0.849	53.350	-0.088	-0.508	1.978	11	5.023	27
SQ1	3.487	0.865	49.370	-0.144	0.010	1.347	4	5.205	12
SQ2	3.960	0.889	54.555	-0.277	-0.690	2.140	11	5.072	45
SQ3	3.513	0.903	47.656	-0.134	-0.107	1.296	4	5.166	16
SQ4	3.607	0.969	45.604	-0.159	-0.319	1.328	5	5.141	25
SQ5	3.507	0.918	46.798	-0.003	-0.659	2.003	23	5.056	21

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
EM1	-0.544	0.587	-1.996	0.046	4.279	0.118
EM2	-0.666	0.506	-0.056	0.955	0.446	0.800
EM3	-0.869	0.385	-2.512	0.012	7.067	0.029
EM4	-0.928	0.353	-2.805	0.005	8.730	0.013
EM5	-0.452	0.651	-1.582	0.114	2.707	0.258
SQ1	-0.744	0.457	0.192	0.848	0.590	0.744
SQ2	-1.408	0.159	-2.515	0.012	8.307	0.016
SQ3	-0.690	0.490	-0.133	0.894	0.494	0.781
SQ4	-0.820	0.412	-0.818	0.413	1.342	0.511
SQ5	-0.017	0.986	-2.339	0.019	5.473	0.065

CS1	-0.450	0.653	-0.813	0.416	0.863	0.649
CS2	-0.885	0.376	-1.555	0.120	3.202	0.202
CS3	-0.318	0.750	-1.095	0.273	1.301	0.522
CL1	-0.493	0.622	-0.895	0.371	1.044	0.593
CL2	-0.262	0.793	-0.797	0.426	0.703	0.704
CL3	-0.535	0.592	-0.489	0.625	0.526	0.769

Relative Multivariate Kurtosis = 1.010

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
-----	-----	-----	-----	-----	-----	-----	-----
42.044	5.352	0.000	290.964	1.645	0.100	31.352	0.000

Output Teks

DATE: 3/ 4/2015

TIME: 14:24

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:\SEM2\HASIL9.spl:

HASIL DATA RISET

OBSERVED VARIABLES EM1 EM2 EM3 EM4 EM5 SQ1 SQ2 SQ3

SQ4 SQ5 CS1 CS2 CS3 CL1 CL2 CL3

COVARIANCE MATRIX FROM FILE D:\SEM2\DATA9.COV

LATENT VARIABLES EM SQ CS CL

SAMPLE SIZE 150

RELATIONSHIPS

EM1=1*EM

EM2-EM5=EM

SQ1=1*SQ

SQ2-SQ5=SQ

CS1=1*CS

CS2 CS3=CS

CL1=1*CL

CL2 CL3=CL

CL=CS SQ EM

CS=SQ EM

OPTIONS: SS SC EF

PATH DIAGRAM

END OF PROBLEM

Sample Size = 150

HASIL DATA RISET

Covariance Matrix

	CS1	CS2	CS3	CL1	CL2	CL3
CS1	0.93					
CS2	0.61	1.00				
CS3	0.22	0.35	0.70			
CL1	0.37	0.45	0.18	1.04		
CL2	0.36	0.47	0.32	0.76	1.07	
CL3	0.40	0.43	0.21	0.73	0.70	0.97
EM1	0.21	0.30	0.05	0.25	0.30	0.25
EM2	0.29	0.33	0.12	0.39	0.39	0.32
EM3	0.00	0.01	0.12	0.10	0.14	0.09
EM4	0.04	0.13	0.18	0.13	0.21	0.14
EM5	0.16	0.31	0.07	0.23	0.25	0.21
SQ1	0.36	0.27	0.10	0.29	0.21	0.33
SQ2	0.24	0.28	0.23	0.08	0.12	0.22
SQ3	0.33	0.28	0.23	0.28	0.22	0.33
SQ4	0.40	0.41	0.18	0.33	0.21	0.41
SQ5	0.58	0.63	0.34	0.36	0.40	0.42

Covariance Matrix

	EM1	EM2	EM3	EM4	EM5	SQ1
EM1	0.77					
EM2	0.47	0.84				
EM3	0.30	0.34	0.81			
EM4	0.28	0.30	0.56	0.85		
EM5	0.53	0.50	0.34	0.28	0.72	
SQ1	0.28	0.34	0.19	0.17	0.24	0.75
SQ2	0.13	0.16	0.12	0.19	0.13	0.27
SQ3	0.25	0.35	0.16	0.14	0.24	0.55
SQ4	0.28	0.34	0.05	0.07	0.24	0.62
SQ5	0.27	0.24	0.00	0.04	0.19	0.30

Covariance Matrix				
	SQ2	SQ3	SQ4	SQ5
	-----	-----	-----	-----
SQ2	0.79			
SQ3	0.29	0.82		
SQ4	0.43	0.68	0.94	
SQ5	0.27	0.30	0.38	0.84

HASIL DATA RISET

Number of Iterations = 9

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$CS1 = 1.00 * CS, \text{ Errorvar.} = 0.42, R^2 = 0.55$$

(0.069)

6.05

$$CS2 = 1.17 * CS, \text{ Errorvar.} = 0.29, R^2 = 0.71$$

(0.14) (0.074)

8.19 3.99

$$CS3 = 0.53 * CS, \text{ Errorvar.} = 0.55, R^2 = 0.21$$

(0.10) (0.068)

5.06 8.15

$$CL1 = 1.00 * CL, \text{ Errorvar.} = 0.27, R^2 = 0.74$$

(0.051)

5.36

$$CL2 = 0.98 * CL, \text{ Errorvar.} = 0.33, R^2 = 0.69$$

(0.083) (0.055)

11.80 6.09

$$CL3 = 0.94 * CL, \text{ Errorvar.} = 0.28, R^2 = 0.71$$

(0.079) (0.049)

11.99 5.82

$$EM1 = 1.00 * EM, \text{ Errorvar.} = 0.28, R^2 = 0.64$$

(0.045)

6.19

$$EM2 = 1.00 * EM, \text{ Errorvar.} = 0.35, R^2 = 0.59$$

(0.10) (0.052)

9.60 6.70

$$EM3 = 0.70*EM, \text{ Errorvar.} = 0.57, R^2 = 0.30$$

$$(0.11) \quad (0.070)$$

$$6.51 \quad 8.08$$

$$EM4 = 0.64*EM, \text{ Errorvar.} = 0.64, R^2 = 0.24$$

$$(0.11) \quad (0.078)$$

$$5.80 \quad 8.22$$

$$EM5 = 1.02*EM, \text{ Errorvar.} = 0.21, R^2 = 0.70$$

$$(0.097) \quad (0.039)$$

$$10.46 \quad 5.40$$

$$SQ1 = 1.00*SQ, \text{ Errorvar.} = 0.25, R^2 = 0.66$$

$$(0.037)$$

$$6.87$$

$$SQ2 = 0.63*SQ, \text{ Errorvar.} = 0.59, R^2 = 0.25$$

$$(0.10) \quad (0.071)$$

$$6.22 \quad 8.35$$

$$SQ3 = 1.08*SQ, \text{ Errorvar.} = 0.24, R^2 = 0.70$$

$$(0.092) \quad (0.037)$$

$$11.73 \quad 6.45$$

$$SQ4 = 1.25*SQ, \text{ Errorvar.} = 0.16, R^2 = 0.83$$

$$(0.097) \quad (0.037)$$

$$12.86 \quad 4.37$$

$$SQ5 = 0.66*SQ, \text{ Errorvar.} = 0.63, R^2 = 0.26$$

$$(0.11) \quad (0.075)$$

$$6.26 \quad 8.34$$

Structural Equations

$$CS = 0.20*EM + 0.52*SQ, \text{ Errorvar.} = 0.31, R^2 = 0.39$$

$$(0.10) \quad (0.11) \quad (0.071)$$

$$2.00 \quad 4.71 \quad 4.40$$

$$CL = 0.62*CS + 0.24*EM + 0.076*SQ, \text{ Errorvar.} = 0.44, R^2 = 0.43$$

$$(0.15) \quad (0.12) \quad (0.14) \quad (0.081)$$

$$4.10 \quad 2.01 \quad 0.56 \quad 5.45$$

Reduced Form Equations

$$CS = 0.20*EM + 0.52*SQ, \text{ Errorvar.} = 0.31, R^2 = 0.39$$

$$(0.10) \quad (0.11)$$

2.00 4.71

CL = 0.36*EM + 0.40*SQ, Errorvar.= 0.56, R² = 0.27

(0.12) (0.12)

2.93 3.25

Covariance Matrix of Independent Variables

	EM	SQ
EM	0.49 (0.09) 5.55	
SQ	0.23 (0.05) 4.37	0.50 (0.08) 5.86

Covariance Matrix of Latent Variables

	CS	CL	EM	SQ
CS	0.52			
CL	0.39	0.77		
EM	0.22	0.27	0.49	
SQ	0.30	0.28	0.23	0.50

Goodness of Fit Statistics

Degrees of Freedom = 98

Minimum Fit Function Chi-Square = 331.88 (P = 0.0)

Normal Theory Weighted Least Squares Chi-Square = 310.53 (P = 0.0)

Estimated Non-centrality Parameter (NCP) = 212.53

90 Percent Confidence Interval for NCP = (163.09 ; 269.58)

Minimum Fit Function Value = 2.23

Population Discrepancy Function Value (F0) = 1.43

90 Percent Confidence Interval for F0 = (1.09 ; 1.81)

Root Mean Square Error of Approximation (RMSEA) = 0.12

90 Percent Confidence Interval for RMSEA = (0.11 ; 0.14)

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

Expected Cross-Validation Index (ECVI) = 2.59

90 Percent Confidence Interval for ECVI = (2.26 ; 2.98)

ECVI for Saturated Model = 1.83

ECVI for Independence Model = 16.53

Chi-Square for Independence Model with 120 Degrees of Freedom =
 2431.12
 Independence AIC = 2463.12
 Model AIC = 386.53
 Saturated AIC = 272.00
 Independence CAIC = 2527.29
 Model CAIC = 538.93
 Saturated CAIC = 817.45
 Normed Fit Index (NFI) = 0.86
 Non-Normed Fit Index (NNFI) = 0.88
 Parsimony Normed Fit Index (PNFI) = 0.71
 Comparative Fit Index (CFI) = 0.90
 Incremental Fit Index (IFI) = 0.90
 Relative Fit Index (RFI) = 0.83
 Critical N (CN) = 60.93
 Root Mean Square Residual (RMR) = 0.087
 Standardized RMR = 0.10
 Goodness of Fit Index (GFI) = 0.90
 Adjusted Goodness of Fit Index (AGFI) = 0.81
 Parsimony Goodness of Fit Index (PGFI) = 0.57

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

		Decrease in Chi-Square	New Estimate
CL2	CS3	10.0	0.13
EM4	EM3	55.2	0.39
EM5	EM1	10.6	0.14
SQ3	CS2	8.0	-0.09
SQ4	CL2	9.1	-0.09
SQ4	EM3	9.9	-0.11
SQ5	CS2	15.5	0.18

HASIL DATA RISET

Standardized Solution

LAMBDA-Y

	CS	CL
CS1	0.72	--

CS2	0.84	--
CS3	0.38	--
CL1	--	0.88
CL2	--	0.86
CL3	--	0.83

LAMBDA-X

	EM	SQ
	-----	-----
EM1	0.70	--
EM2	0.71	--
EM3	0.49	--
EM4	0.45	--
EM5	0.71	--
SQ1	--	0.70
SQ2	--	0.45
SQ3	--	0.76
SQ4	--	0.88
SQ5	--	0.46

BETA

	CS	CL
	-----	-----
CS	--	--
CL	0.50	--

GAMMA

	EM	SQ
	-----	-----
CS	0.20	0.51
CL	0.19	0.06

Correlation Matrix of ETA and KSI

	CS	CL	EM	SQ
	-----	-----	-----	-----
CS	1.00			
CL	0.62	1.00		

EM	0.44	0.44	1.00	
SQ	0.60	0.45	0.47	1.00

PSI

Note: This matrix is diagonal.

	CS	CL
	-----	-----
	0.61	0.57

Regression Matrix ETA on KSI (Standardized)

	EM	SQ
	-----	-----
CS	0.20	0.51
CL	0.29	0.32

HASIL DATA RISET

Completely Standardized Solution

LAMBDA-Y

	CS	CL
	-----	-----
CS1	0.74	--
CS2	0.84	--
CS3	0.46	--
CL1	--	0.86
CL2	--	0.83
CL3	--	0.84

LAMBDA-X

	EM	SQ
	-----	-----
EM1	0.80	--
EM2	0.77	--
EM3	0.54	--
EM4	0.49	--

EM5	0.84	--
SQ1	--	0.81
SQ2	--	0.50
SQ3	--	0.84
SQ4	--	0.91
SQ5	--	0.51

BETA

	CS	CL
	-----	-----
CS	--	--
CL	0.50	--

GAMMA

	EM	SQ
	-----	-----
CS	0.20	0.51
CL	0.19	0.06

Correlation Matrix of ETA and KSI

	CS	CL	EM	SQ
	-----	-----	-----	-----
CS	1.00			
CL	0.62	1.00		
EM	0.44	0.44	1.00	
SQ	0.60	0.45	0.47	1.00

PSI

Note: This matrix is diagonal.

	CS	CL
	-----	-----
	0.61	0.57

THETA-EPS

CS1	CS2	CS3	CL1	CL2	CL3
0.45	0.29	0.79	0.26	0.31	0.29

THETA-DELTA

EM1	EM2	EM3	EM4	EM5	SQ1
0.36	0.41	0.70	0.76	0.30	0.34

THETA-DELTA

SQ2	SQ3	SQ4	SQ5
0.75	0.30	0.17	0.74

Regression Matrix ETA on KSI (Standardized)

	EM	SQ
CS	0.20	0.51
CL	0.29	0.32

HASIL DATA RISET

Total and Indirect Effects

Total Effects of KSI on ETA

	EM	SQ
CS	0.20 (0.10) 2.00	0.52 (0.11) 4.71
CL	0.36 (0.12)	0.40 (0.12)

2.93 3.25

Indirect Effects of KSI on ETA

	EM	SQ
CS	--	--
CL	0.12 (0.07) 1.84	0.32 (0.10) 3.22

Total Effects of ETA on ETA

	CS	CL
CS	--	--
CL	0.62 (0.15) 4.10	--

Largest Eigenvalue of B*B' (Stability Index) is 0.380

Total Effects of ETA on Y

	CS	CL
CS1	1.00	--
CS2	1.17 (0.14) 8.19	--
CS3	0.53 (0.10) 5.06	--

CL1	0.62	1.00
	(0.15)	
	4.10	

CL2	0.60	0.98
	(0.15)	(0.08)
	4.07	11.80

CL3	0.58	0.94
	(0.14)	(0.08)
	4.08	11.99

Indirect Effects of ETA on Y

	CS	CL
	-----	-----
CS1	--	--
CS2	--	--
CS3	--	--
CL1	0.62	--
	(0.15)	
	4.10	
CL2	0.60	--
	(0.15)	
	4.07	
CL3	0.58	--
	(0.14)	
	4.08	

Total Effects of KSI on Y

	EM	SQ
	-----	-----
CS1	0.20	0.52

	(0.10)	(0.11)
	2.00	4.71
CS2	0.24	0.61
	(0.12)	(0.12)
	2.02	4.97
CS3	0.11	0.27
	(0.06)	(0.07)
	1.91	3.81
CL1	0.36	0.40
	(0.12)	(0.12)
	2.93	3.25
CL2	0.36	0.39
	(0.12)	(0.12)
	2.92	3.24
CL3	0.34	0.37
	(0.12)	(0.12)
	2.92	3.24

HASIL DATA RISET

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	EM	SQ
	-----	-----
CS	0.20	0.51
CL	0.29	0.32

Standardized Indirect Effects of KSI on ETA

	EM	SQ
	-----	-----
CS	--	--
CL	0.10	0.26

Standardized Total Effects of ETA on ETA

	CS	CL
	-----	-----
CS	--	--
CL	0.50	--

Standardized Total Effects of ETA on Y

	CS	CL
	-----	-----
CS1	0.72	--
CS2	0.84	--
CS3	0.38	--
CL1	0.44	0.88
CL2	0.43	0.86
CL3	0.42	0.83

Completely Standardized Total Effects of ETA on Y

	CS	CL
	-----	-----
CS1	0.74	--
CS2	0.84	--
CS3	0.46	--
CL1	0.43	0.86
CL2	0.42	0.83
CL3	0.42	0.84

Standardized Indirect Effects of ETA on Y

	CS	CL
	-----	-----
CS1	--	--
CS2	--	--
CS3	--	--
CL1	0.44	--
CL2	0.43	--
CL3	0.42	--

Completely Standardized Indirect Effects of ETA on Y

	CS	CL
	-----	-----
CS1	--	--
CS2	--	--
CS3	--	--
CL1	0.43	--
CL2	0.42	--
CL3	0.42	--

Standardized Total Effects of KSI on Y

	EM	SQ
	-----	-----
CS1	0.14	0.36
CS2	0.17	0.43
CS3	0.08	0.19
CL1	0.26	0.28
CL2	0.25	0.27
CL3	0.24	0.26

Completely Standardized Total Effects of KSI on Y

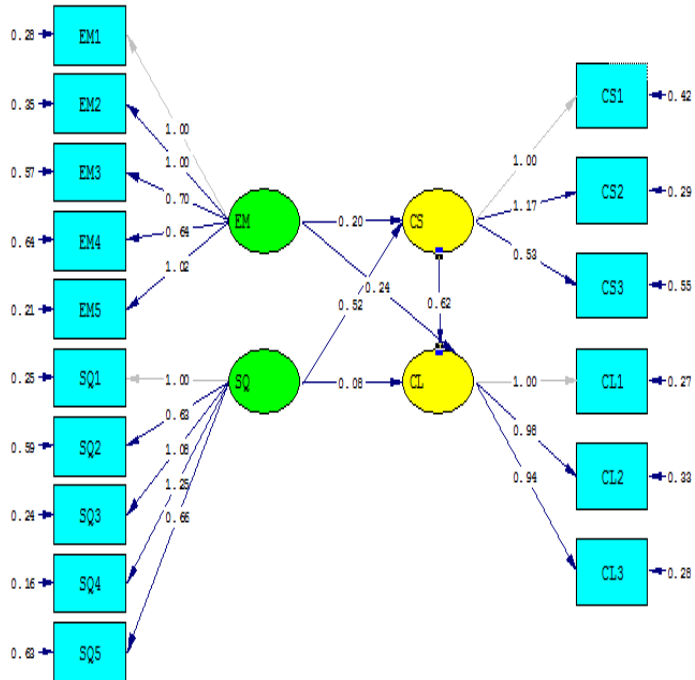
	EM	SQ
	-----	-----
CS1	0.15	0.38
CS2	0.17	0.43
CS3	0.09	0.23
CL1	0.25	0.27
CL2	0.24	0.26
CL3	0.25	0.27

Time used: 0.047 Seconds

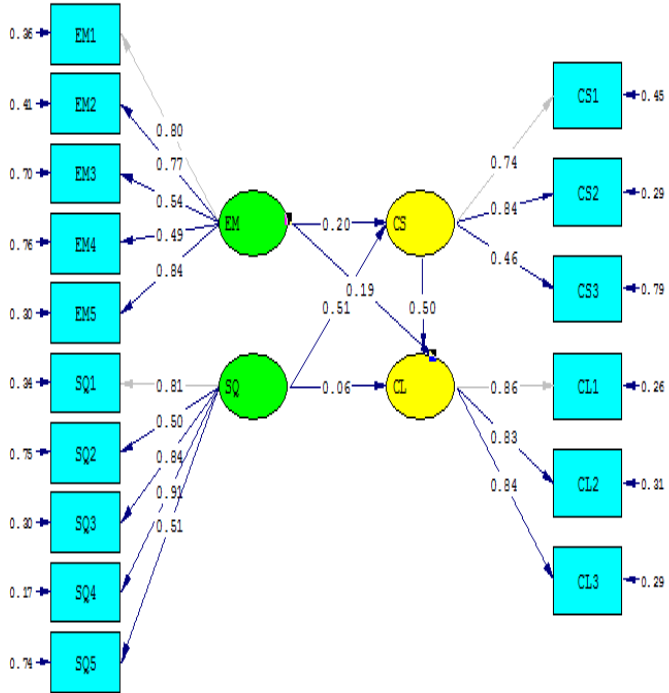
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Path Diagram

Estimates



Standardized Solution



T - values

