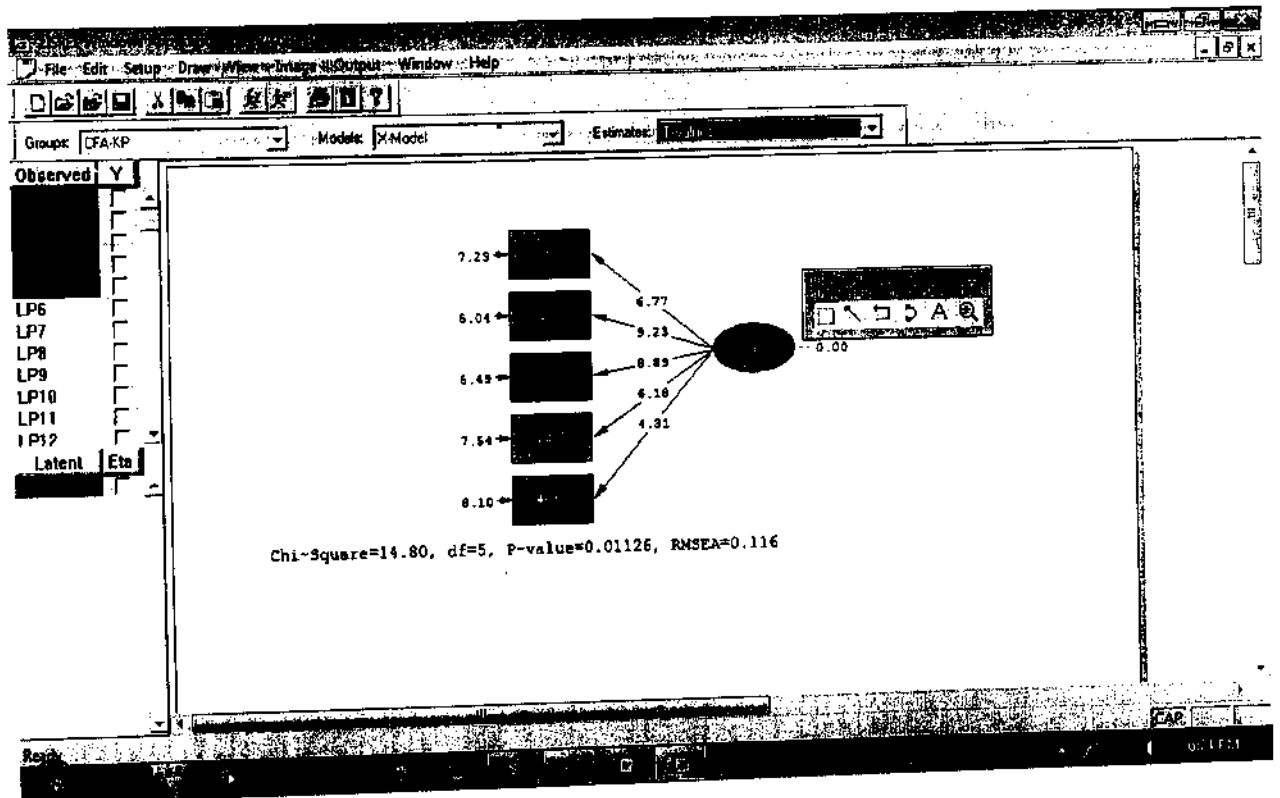
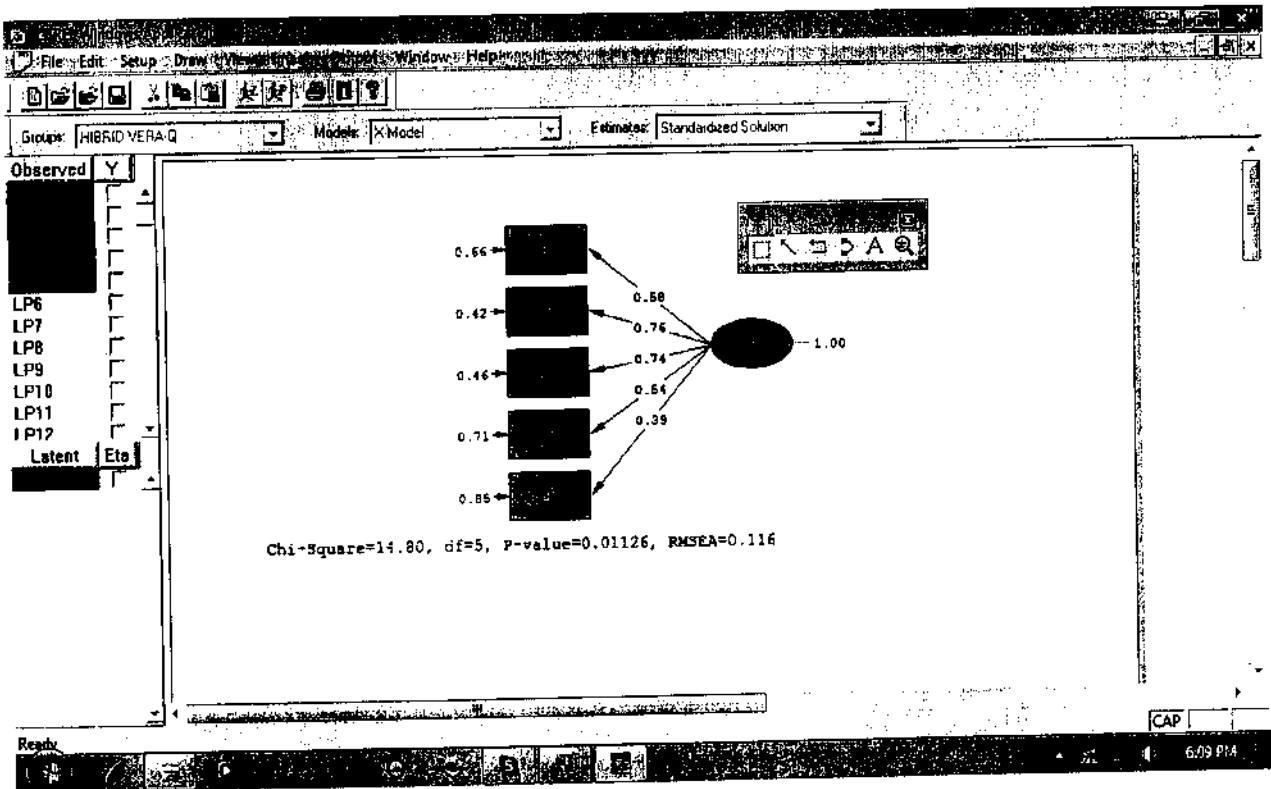


1. UJI CFA 01-CFA -KP



CFA-KP

Number of Iterations = 7

LISREL Estimates (Maximum Likelihood)

Measurement Equations

LP1 = 0.48*KP, Errorvar.= 0.46 , R² = 0.34
(0.071) (0.063)
6.77 7.29

LP2 = 0.62*KP, Errorvar.= 0.28 , R² = 0.58
(0.068) (0.056)
9.23 5.04

LP3 = 0.60*KP, Errorvar.= 0.31 , R² = 0.54
(0.068) (0.056)
8.89 5.49

LP4 = 0.45*KP, Errorvar.= 0.50 , R² = 0.29
(0.073) (0.066)
6.18 7.54

LP5 = 0.32*KP, Errorvar.= 0.59 , R² = 0.15
(0.075) (0.073)
4.31 8.10

Correlation Matrix of Independent Variables

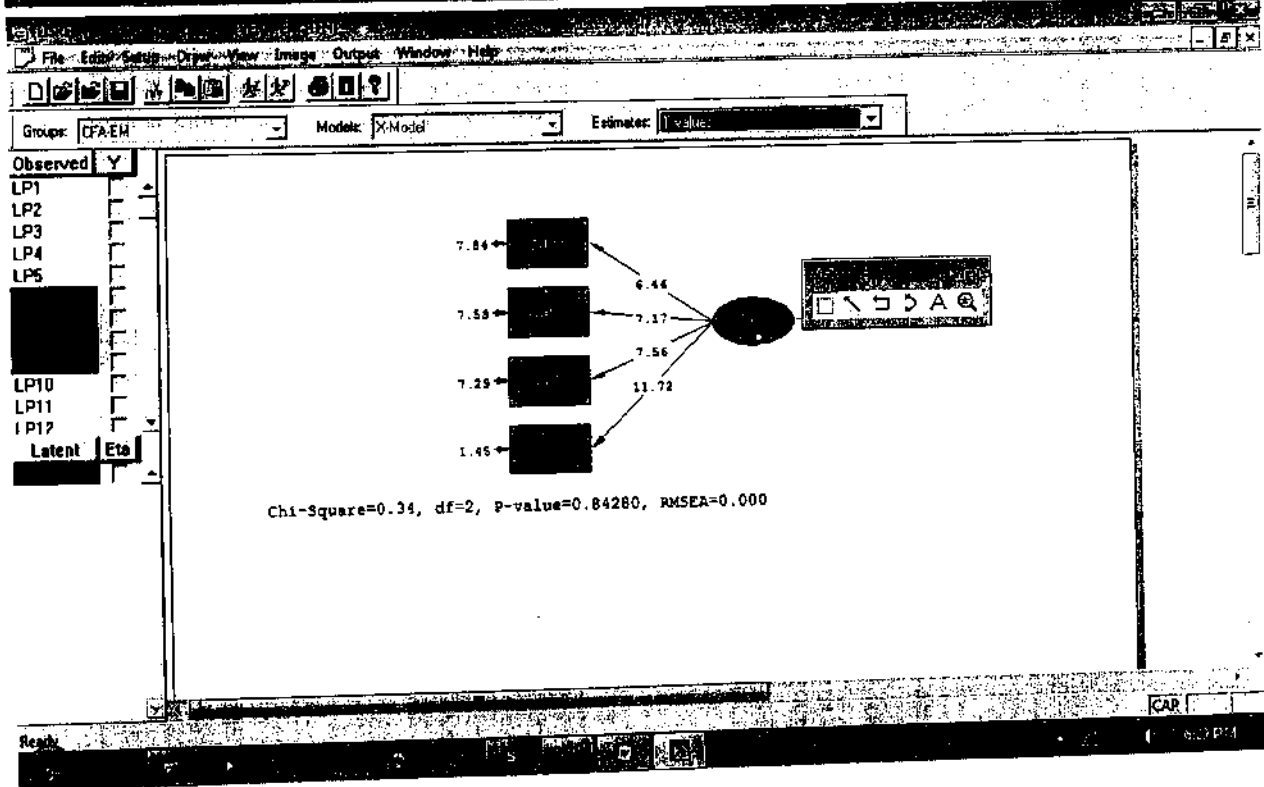
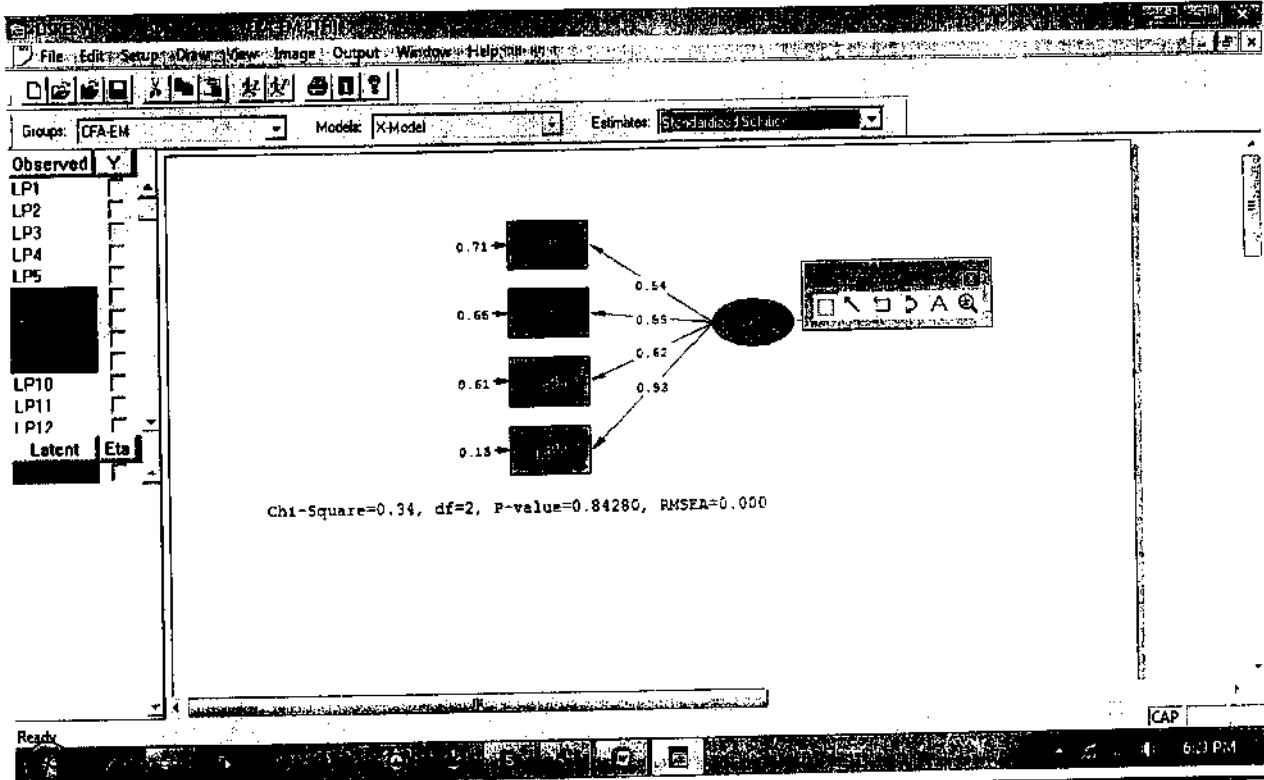
KP

1.00

Goodness of Fit Statistics

Degrees of Freedom = 5
Minimum Fit Function Chi-Square = 14.56 (P = 0.012)

2. Uji CFA-EM



LP8	0.23	0.25	0.64	
LP9	0.35	0.41	0.40	0.74

CFA-EM

Number of Iterations = 4

LISREL Estimates (Maximum Likelihood)

Measurement Equations

LP6 = 0.44*EM, Errorvar.= 0.46 , R² = 0.29
 (0.067) (0.059)
 6.46 7.84

LP7 = 0.51*EM, Errorvar.= 0.48 , R² = 0.35
 (0.071) (0.063)
 7.17 7.53

LP8 = 0.50*EM, Errorvar.= 0.39 , R² = 0.39
 (0.066) (0.054)
 7.56 7.29

LP9 = 0.80*EM, Errorvar.= 0.099 , R² = 0.87
 (0.068) (0.069)
 11.72 1.45

Correlation Matrix of Independent Variables

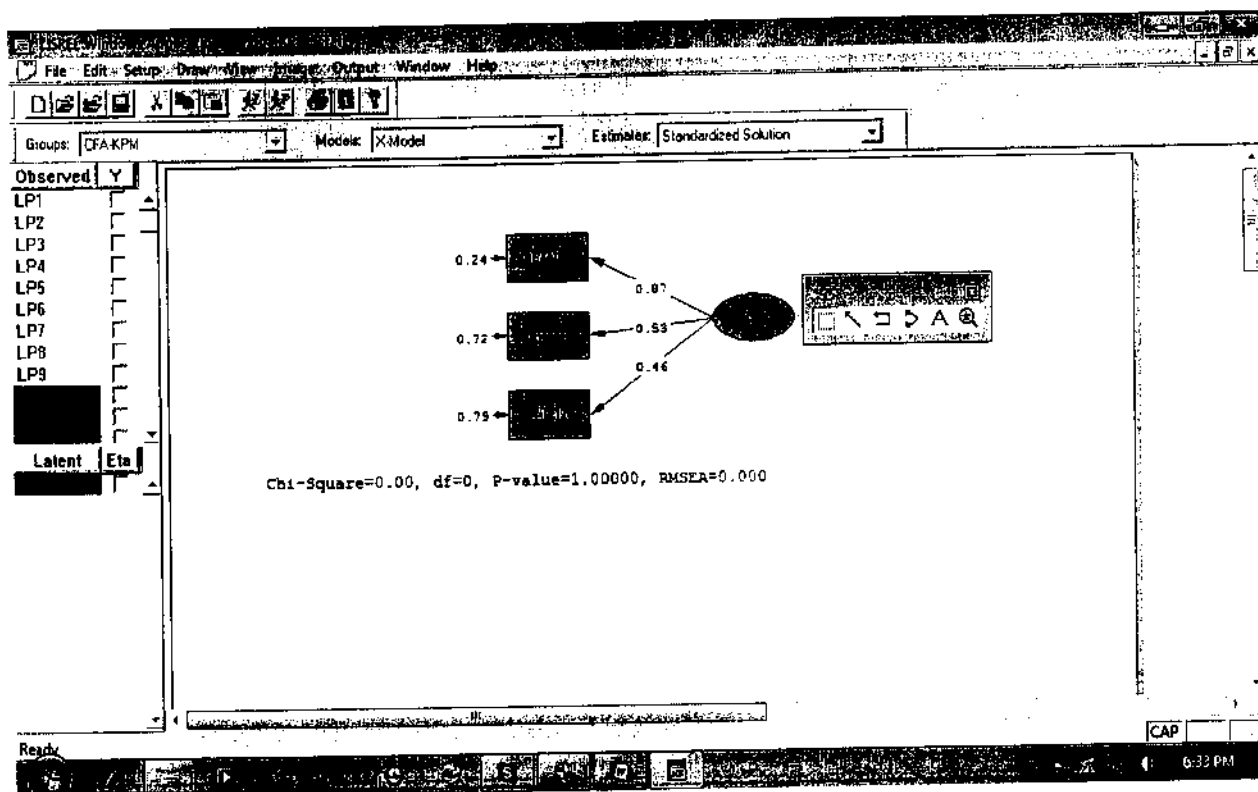
EM	

1.00	

Goodness of Fit Statistics

Degrees of Freedom = 2
 Minimum Fit Function Chi-Square = 0.34 (P = 0.84)
 Normal Theory Weighted Least Squares Chi-Square = 0.34 (P = 0.84)
 Estimated Non-centrality Parameter (NCP) = 0.0

3. CFA-KPM



CFA-KPM
 VERA-Q-4AUG
 Raw Data from file 'C:\Users\WILHELMUS HARY\Desktop\VERA\VERA-KPM.psf'
 Latent Variables KPM
 Relationships
 LP10 - LP12 =KPM
 Path Diagram
 End of Problem

Sample Size = 146

CFA-KPM

Covariance Matrix

	LP10	LP11	LP12
LP10	0.65		
LP11	0.31	0.69	
LP12	0.28	0.18	0.76

CFA-KPM

Number of Iterations = 0

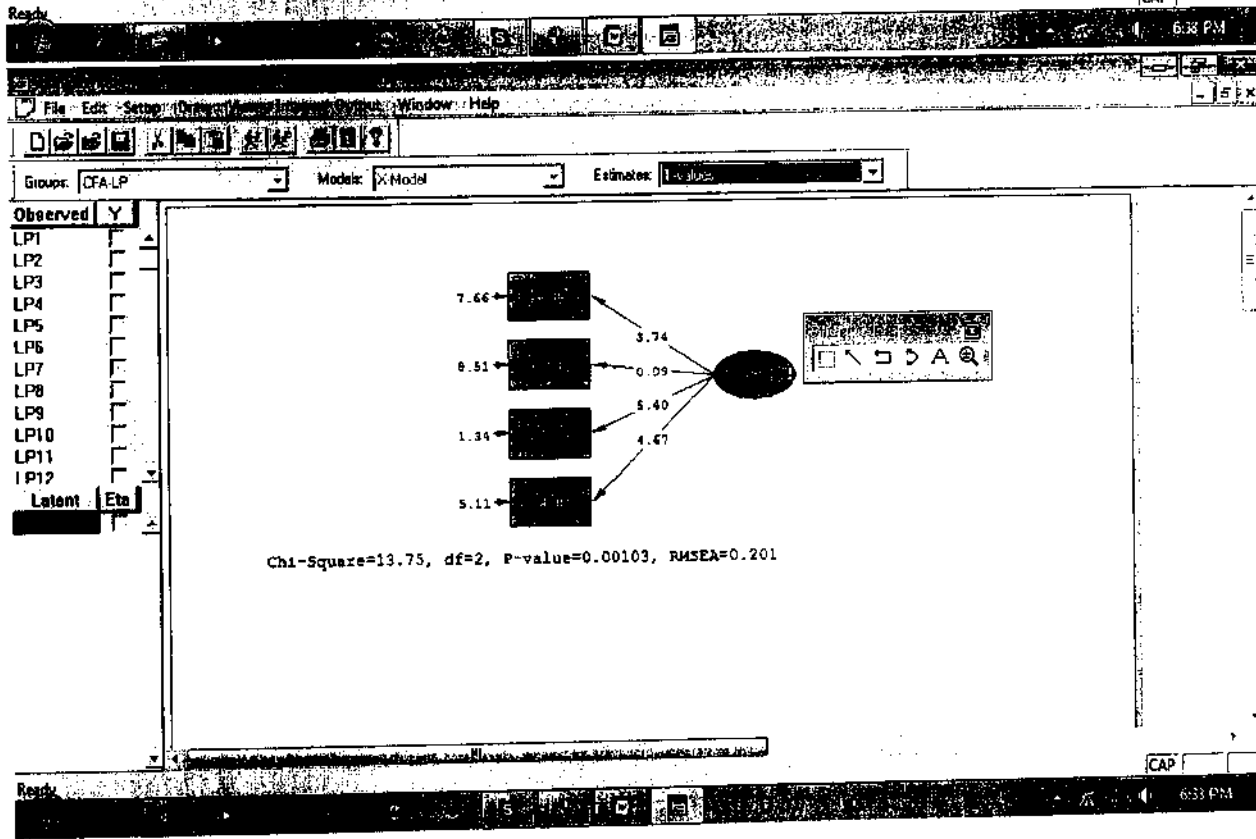
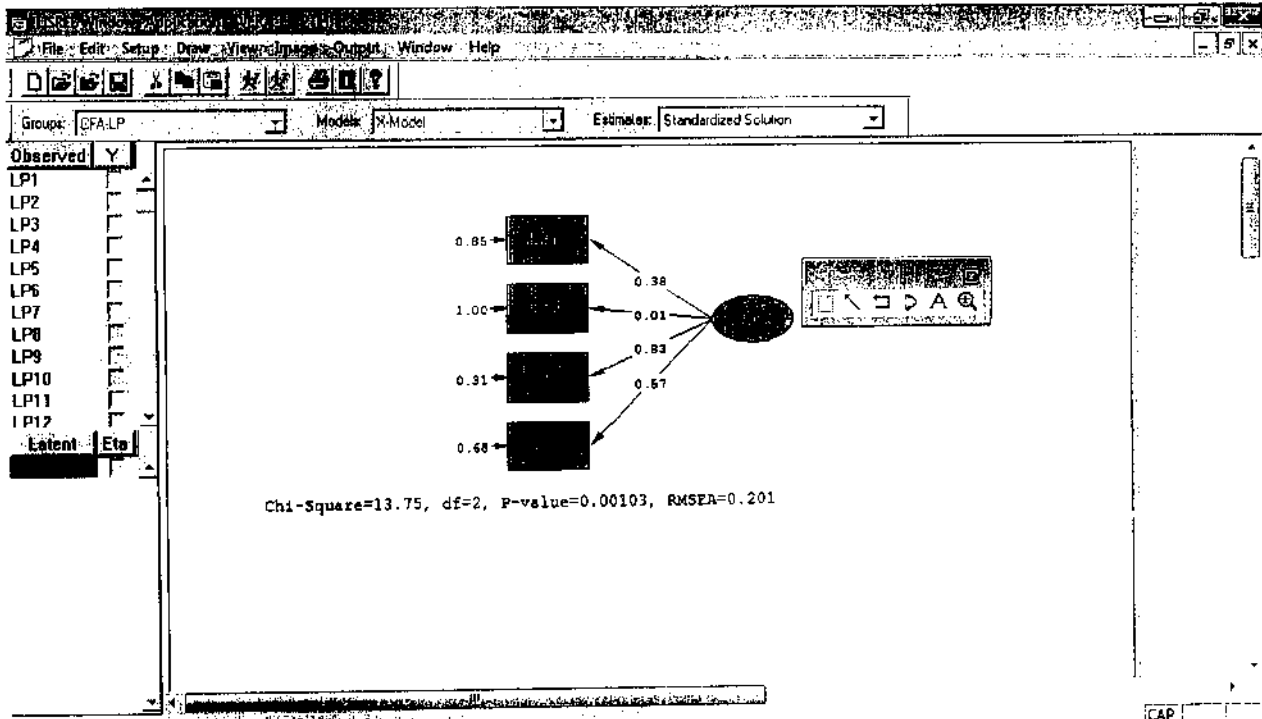
LISREL Estimates (Maximum Likelihood)

Measurement Equations

LP10 = 0.70*KPM, Errorvar.= 0.16 , R² = 0.76
 (0.11) (0.14)
 6.19 1.12

LP11 = 0.44*KPM, Errorvar.= 0.50 , R² = 0.28
 (0.090) (0.081)
 4.90 6.19

LP12 = 0.40*KPM, Errorvar.= 0.60 , R² = 0.21
 (0.089) (0.084)
 4.47 7.17



DATE: 8/4/2013
 TIME: 18:37

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$\text{LP13} = 0.31 * \text{LP}, \text{Errorvar.} = 0.56, R^2 = 0.15$$

(0.083)	(0.074)
3.74	7.66

$$\text{LP14} = 0.0080 * \text{LP}, \text{Errorvar.} = 0.79, R^2 = 0.00$$

(0.086)	(0.093)
0.093	8.51

$$\text{LP15} = 0.70 * \text{LP}, \text{Errorvar.} = 0.22, R^2 = 0.69$$

(0.13)	(0.16)
5.40	1.34

$$\text{LP16} = 0.47 * \text{LP}, \text{Errorvar.} = 0.47, R^2 = 0.32$$

(0.10)	(0.093)
4.67	5.11

Correlation Matrix of Independent Variables

LP

1.00

Goodness of Fit Statistics

Degrees of Freedom = 2

Minimum Fit Function Chi-Square = 14.43 (P = 0.00074)

Normal Theory Weighted Least Squares Chi-Square = 13.75 (P = 0.0010)

Estimated Non-centrality Parameter (NCP) = 11.75

90 Percent Confidence Interval for NCP = (3.51 ; 27.45)

Minimum Fit Function Value = 0.100

Population Discrepancy Function Value (FO) = 0.081

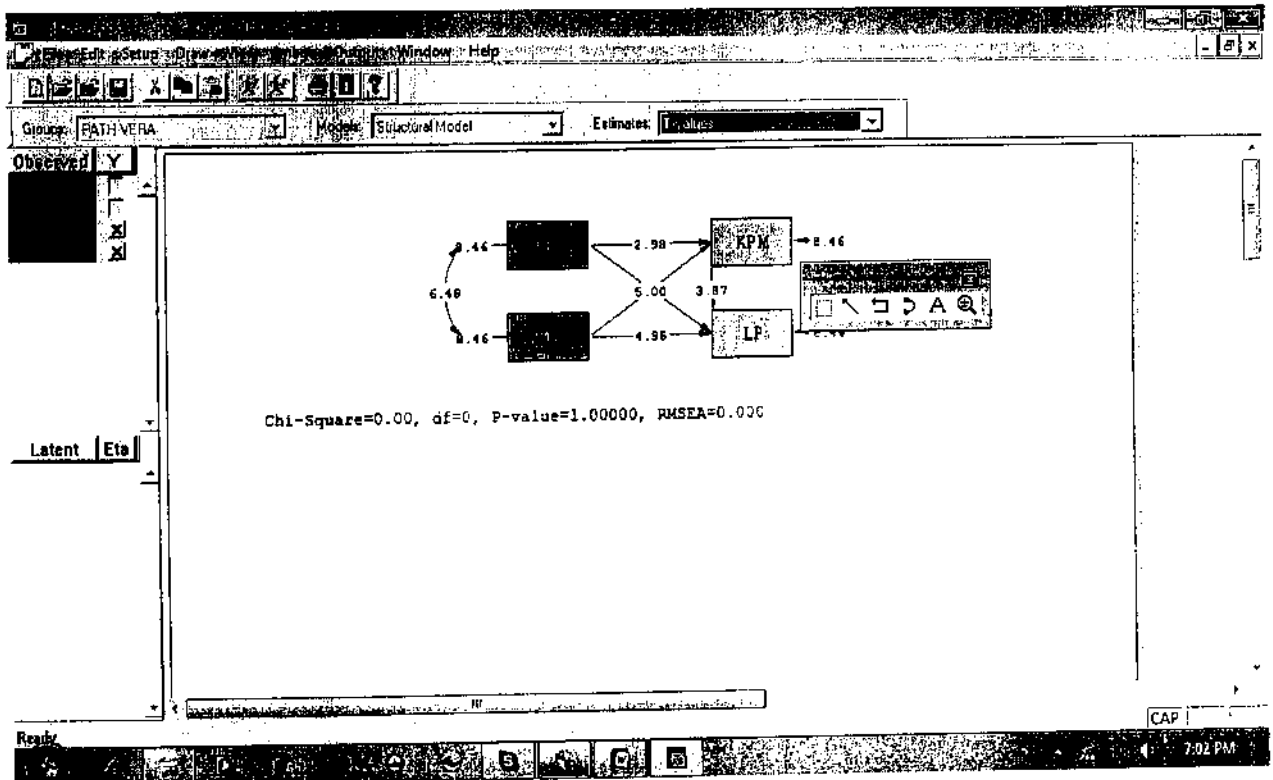
90 Percent Confidence Interval for FO = (0.024 ; 0.19)

Root Mean Square Error of Approximation (RMSEA) = 0.20

90 Percent Confidence Interval for RMSEA = (0.11 ; 0.31)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.0049

5. UJI HIBRID



DATE: 8/4/2013

TIME: 19:02

LISREL 8.72

BY

Karl G. Jöreskog & Dag Sörbom

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3.87 5.00 4.95 8.46

Reduced Form Equations

$$\text{KPM} = 0.29 \cdot \text{KP} + 0.39 \cdot \text{EM}, \text{ Errorvar.} = 0.26, R^2 = 0.35$$

(0.097) (0.088)
2.98 4.38

$$\text{LP} = 0.44 \cdot \text{KP} + 0.43 \cdot \text{EM}, \text{ Errorvar.} = 0.16, R^2 = 0.59$$

(0.075) (0.068)
5.82 6.36

Covariance Matrix of Independent Variables

	KP	EM
KP	0.33 (0.04) 8.46	
EM	0.24 (0.04) 6.48	0.40 (0.05) 8.46

Covariance Matrix of Latent Variables

	KPM	LP	KP	EM
KPM	0.40			
LP	0.24	0.38		
KP	0.19	0.25	0.33	
EM	0.22	0.28	0.24	0.40

Goodness of Fit Statistics

Degrees of Freedom = 0
Minimum Fit Function Chi-Square = 0.0 (P = 1.00)
Normal Theory Weighted Least Squares Chi-Square = 0.00 (P = 1.00)

The Model is Saturated, the Fit is Perfect !

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The following lines were read from file C:\Users\WILHELMUS HARY\Desktop\VERA\VERA-AVE.spj:

PATH VERA
VERA-AVE-4AUG
Raw Data from file 'C:\Users\WILHELMUS HARY\Desktop\VERA\VERA-AVE.psf'
Relationships
LP=KP EM

Path Diagram
End of Problem

Sample Size = 146

PATH VERA

Covariance Matrix

	LP	KP	EM
LP	0.38		
KP	0.25	0.33	
EM	0.28	0.24	0.40

PATH VERA

Number of Iterations = 0

LISREL Estimates (Maximum Likelihood)

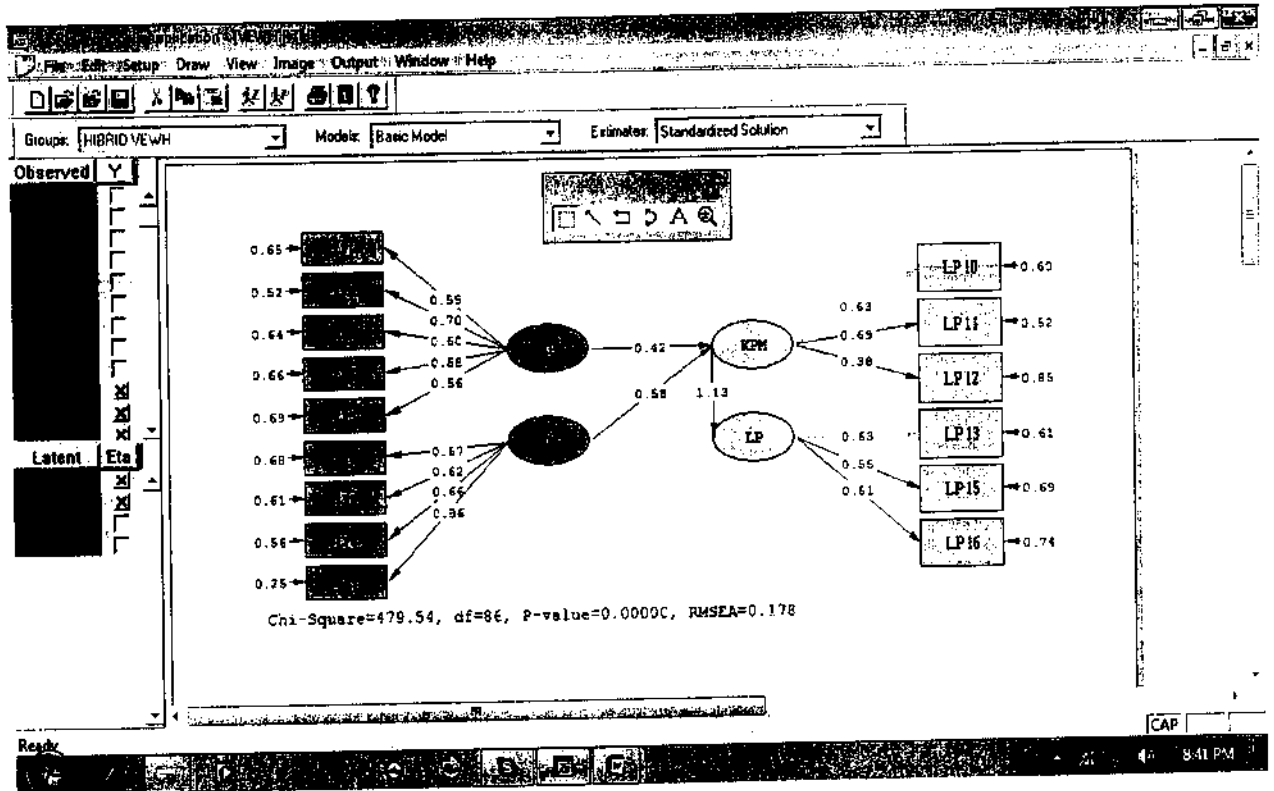
Minimum Fit Function Chi-Square = 0.00 (P = 1.00)
Normal Theory Weighted Least Squares Chi-Square = 0.00 (P = 1.00)

The Model is Saturated, the Fit is Perfect !

Time used: 0.078 Seconds

UJI HIBRID OK VEWH

LP=KPM
LP=KP EM
AD=OFF



DATE: 8/ 4/2013

TIME: 20:39

L I S R E L 8.72

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file C:\Users\WILHELMUS HARY\Desktop\VERA\VEWH.spj:

HIBRID VEWB

VERA-Q21

Raw Data from file 'C:\Users\WILHELMUS HARY\Desktop\VERA\VEWH.psf'

Latent Variables KP EM KPM LP

Relationships

LP1-LP5=KP

LP6-LP9=EM

LP10-LP12=KPM

LP13 LP15 LP16=LP

KPM=KP

KPM=EM

LP=KPM

Path Diagram

End of Problem

Sample Size = 146

W_A_R_N_I_N_G: Matrix to be analyzed is not positive definite,

HIBRID VEWH

Number of Iterations = 25

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$\text{LP10} = 0.51 * \text{KPM}, \text{Errorvar.} = 0.39, R^2 = 0.40$$

(0.050)
7.81

$$\text{LP11} = 0.58 * \text{KPM}, \text{Errorvar.} = 0.36, R^2 = 0.48$$

(0.083) (0.048)
6.95 7.51

$$\text{LP12} = 0.33 * \text{KPM}, \text{Errorvar.} = 0.65, R^2 = 0.15$$

(0.080) (0.078)
4.18 8.33

$$\text{LP13} = 0.51 * \text{LP}, \text{Errorvar.} = 0.40, R^2 = 0.39$$

(0.053)
7.60

$$\text{LP15} = 0.47 * \text{LP}, \text{Errorvar.} = 0.49, R^2 = 0.31$$

(0.073) (0.061)
6.35 8.09

$$\text{LP16} = 0.43 * \text{LP}, \text{Errorvar.} = 0.51, R^2 = 0.26$$

(0.072) (0.062)
5.98 8.25

$$\text{LP1} = 0.49 * \text{KP}, \text{Errorvar.} = 0.45, R^2 = 0.35$$

(0.069) (0.060)
7.14 7.53

$$\text{LP2} = 0.57 * \text{KP}, \text{Errorvar.} = 0.35, R^2 = 0.48$$

(0.065) (0.051)
8.75 6.76

$$LP = 1.13 * KPM, \text{ Errorvar.} = -0.27, R^2 = 1.27$$

$$(0.16) \quad (0.11)$$

$$6.93 \quad -2.38$$

H3= 6.93 > 2 hipotesis diterima

W_A_R_N_I_N_G : Error variance is negative.

Reduced Form Equations

$$KPM = 0.42 * KP + 0.58 * EM, \text{ Errorvar.} = 0.11, R^2 = 0.89$$

$$(0.13) \quad (0.14)$$

$$3.14 \quad 4.17$$

$$LP = 0.47 * KP + 0.65 * EM, \text{ Errorvar.} = -0.12, R^2 = 1.12$$

$$(0.15) \quad (0.15)$$

$$3.20 \quad 4.32$$

Correlation Matrix of Independent Variables

	KP	EM
KP	1.00	
EM	0.76	1.00
	(0.06)	
	12.37	

Covariance Matrix of Latent Variables

	KPM	LP	KP	EM
KPM	1.00			
LP	1.13	1.00		
KP	0.86	0.97	1.00	
EM	0.90	1.01	0.76	1.00

The Modification Indices Suggest to Add the

Path	to from	Decrease in Chi-Square	New Estimate
LP13	KPM	12.4	-1.77
LP3	EM	26.9	-0.72
LP4	EM	10.3	0.45
LP5	EM	14.3	0.53
LP9	KP	11.1	-0.51

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
LP16	LP12	15.3	-0.19
LP16	LP15	12.4	0.17
LP1	LP11	17.1	0.16
LP1	LP16	23.5	-0.20
LP3	LP1	10.3	0.14
LP3	LP2	10.0	0.13
LP5	LP12	14.6	-0.19
LP5	LP15	9.5	0.13
LP5	LP16	152.5	0.53
LP5	LP1	19.6	-0.20
LP6	LP2	8.7	0.11
LP7	LP12	37.1	-0.29
LP7	LP16	15.3	0.16
LP7	LP5	12.3	0.15
LP9	LP3	10.5	-0.10
LP9	LP4	9.0	0.10

Time used: 0.156 Seconds

Kualitas Pelayanan

1. Cust. Service Sequislife memiliki attitude yang baik sehingga penjelasan dapat mudah dimengerti

Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
1	2	3	4	5

2. Cust. Service Sequislife sangat kompeten dalam melayani nasabah

Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
1	2	3	4	5

3. Pelayanan di Sequislife sangat memberikan rasa nyaman bagi nasabah, sehingga nasabah merasa dihargai

Sangat Tidak nyaman	Tidak nyaman	Netral	nyaman	Sangat nyaman
1	2	3	4	5

4. Setiap pelayanan Cust. Service di Sequislife memiliki pengetahuan yang mendalam mengenai produk – produk yang ditawarkan

Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
1	2	3	4	5

Keputusan Pembelian

10. Saya memiliki polis di Sequislife karena memiliki banyak pilihan produk yang ditawarkan

Sangat Tidak setuju	Tidak setuju	Netral	Setuju	Sangat setuju
1	2	3	4	5

11. Saya merasa puas memiliki polis Sequislife, karena memenuhi harapan saya

Sangat Tidak terpenuhi	Tidak terpenuhi	Netral	Terpenuhi	Sangat Terpenuhi
1	2	3	4	5

12. Saya sudah memiliki polis Sequislife sebelumnya

Sangat Tidak setuju	Tidak setuju	Netral	Setuju	Sangat Setuju
1	2	3	4	5

Consumer Loyalty

13. Saya membicarakan hal yang positif mengenai pelayanan serta produk - produk yang ditawarkan oleh Sequislife

Sangat Tidak setuju	Tidak setuju	Netral	Setuju	Sangat Setuju
1	2	3	4	5

Berilah tanda silang pada salah satu pilihan jawaban dari pertanyaan-pertanyaan sebagai berikut (yang paling sesuai dengan kondisi Anda)

1. Sebutkan jenis kelamin anda ?

a. Perempuan

b. Laki-laki

2. Berapa usia anda ?

a. <15 tahun	d. 31- 40 tahun
b. 15-20 tahun	e. 41- 50 tahun
c. 21-30 tahun	f. >50 tahun

3. Apakah pekerjaan anda ?

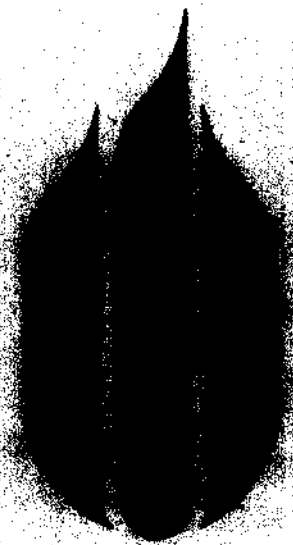
a. Pengusaha	e. Pensiunan
b. Pegawai Swasta	f. Ibu rumah tangga
c. Pegawai Negri	g. Profesional (ex: pengacara, dokter)
d. Mahasiswa/ Pelajar	h.

4. Berapa pengeluaran anda per bulan ?

a. < Rp. 500.000	e. Rp. 2.000.001-Rp. 3.000.000
b. Rp. 500.000 1-Rp. 1.000.000	f. Rp. 3.000.001-Rp. 5.000.000
c. Rp. 1.000.001-Rp. 2.000.000	g. >Rp. 5.000.001

♥ Terima kasih atas partisipasi Anda ♥

Skala Pengukuran : Likert (Point 1 to 5)



**UNIVERSITAS
MERCU BUANA**

CURRICULUM VITAE

Personal Data

Name : Verawaty Setiawan
Date/Place of birth : Bekasi, 13 Nov 1989
Religion : Christian
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Nationality : Indonesian
Marital Status : Single
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RT. 02 RW.08 17112
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Photograph



Educational Background

2007 – 2011 : Ukrida (Univ. Kristen krida Wacana)
Accounting. GPA : 3.19
2011 – Now : Magister Management Mercubuana,
Marketing Communication. GPA : 3.58

Course & Education

Year 2007 : General English Course (LB LIA)
Year 2010 : Computer Course (BINUS)
Year 2011 : English Conversation (CAMBIRDGE)
Year 2013 : Training MMBR

Working Experience

➤ July'11 – Present : Accounting CRJ at PT. Sequislife
➤ Feb'09 – July'11 : Executive Secretary at PT. Mayora Indah. Tbk

Job Descriptions

A. Executive Secretary (At PT. Mayora Indah, Tbk)

1. Prepare and manage administration and correspondence for internal and external. preparing and retaining reports and documents.

2. Organize and coordinate internal and external meetings, ensuring travel arrangements.
3. Compiling and preparing minutes of meetings and distribute to the board.
4. Maintaining schedules and calendars for Event.
5. Arranging and ensuring schedule for training program.
6. Handling incoming mails, calls, appointment and put in in order schedule.
7. Set up and maintaining filing systems and document retention.
8. Liaise internal unit with external (Agent, HO, Owner Distribution and Manager) communication.
9. Managing, maintaining document for audit and preparing reports.
10. Budgeting, Customer service management to manage relation, information, handling complaint, etc.
11. Making Cash flow, check ticket parking and calculate Bonus.
12. Planning event like Super Bubur road to Traditional market, Energen Promo, etc.

B. Accounting CRJ (At PT. Sequislife)

1. Journal Manual
2. Reconcile MRI
3. Reconcile Schoroe
4. Reconcile Bank
5. Making Report month for 28 Bank
6. Reconcile TACC
7. Reconcile AP Trade and making report.

Technical Skills

Having a good experiences in English, computer literate MS. Office, Ms. Word, internet application, typing (70-100 wpm)

Management Skills

Good leadership, Planning & organizing events, passion in maintaining relationships, decision making, working with minimum supervision, handling complaint, energetic, professional.

Interpersonal Skills

Mature, initiative, responsible, honest and loyal person, willing to learn and work hard, enjoy working personally as well as a team, customer service-oriented