

LAMPIRAN 1 : KUESIONER PELAYANAN BLUEBIRD

(Perkenankan kami untuk menanyakan beberapa hal yang berhubungan dengan Identitas Bapak / Ibu / Saudara sebagai pelanggan dari Bluebird, data ini akan bersifat rahasia dan tidak akan dipublikasikan untuk umum)

1. Identitas Responden

1. Jenis Kelamin

- Pria Wanita

2. Usia responden

- 16 – 20 thn 31 – 35 thn
 21 – 25 thn > 35 thn
 26 – 30 thn

3. Tingkat Pendidikan

- SLTA Diploma
 Sarjana Pasca Sarjana

4. Pekerjaan

- Pelajar/mahasiswa PNS
 Wiraswasta Ibu Rumah tangga
 Karyawan Lainnya

5. Kapan Terakhir anda menggunakan taksi Bluebird

- < 1 bulan yang lalu 3-4 bulan yang lalu
 1-2 bulan yang lalu >4 bulan yang lalu
 2-3 bulan yang lalu

2. Kualitas Pelayanan

Petunjuk pengisian :

Pilihlah jawaban yang anda anggap paling sesuai, dengan memberi tanda (X) pada kolom jawaban yang tersedia

Keterangan :

STS - Sangat Tidak Setuju S - Setuju
 TS = Tidak Setuju SS = Sangat Setuju
 N - Netral

NO	P E R N Y A T A A N	STS	TS	N	S	SS
ASPEK FISIK / TANGIBLE						
1	Bluebird memiliki kendaraan taksi dengan performa baik. (kondisi AC baik)					
2	Bluebird memiliki kendaraan yang terjaga bersih (Interior)					
3	Pengemudi Bluebird senantiasa berpenampilan berseragam rapi					
4	Kendaraan Bluebird selalu dilengkapi dengan identitas pengemudi					

NO	P E R N Y A T A A N	STS	TS	N	S	SS
KEHANDALAN / RELIABILITY						
1	Bluebird mudah untuk dihubungi					
2	Bluebird senantiasa datang tepat waktu sesuai permintaan pelanggan					
3	Pengemudi Bluebird memiliki Kemampuan cukup baik dalam menanggapi keluhan pelanggan					
4	Pengemudi Bluebird memiliki kemauan untuk mengambil rute jalan yang efektif					

5	Pengemudi Bluebird memiliki kemampuan pelayanan yang baik kepada konsumen (tanpa melihat jauh dekatnya jarak)					
6	Jumlah Argo sesuai dengan pemakaian, tidak ada indikasi kecurangan					

NO	PERNYATAAN	STS	TS	N	S	SS
DAYA TANGGAP / RESPONSIVENESS						
1	Pengemudi Bluebird memiliki keinginan untuk melayani dengan baik					
2	Pengemudi Bluebird menunjukkan sikap pelayanan secara tulus / tidak dibuat-buat					
3	Bluebird cepat tanggap dalam menangani keluhan pelanggan					

NO	PERNYATAAN	STS	TS	N	S	SS
JAMINAN / ASSURANCE						
1	Bluebird memberikan rasa Aman kepada pelanggannya (cara mengendara)					
2	Pengemudi Bluebird memberikan rasa nyaman kepada pelanggan					
3	Pengemudi Bluebird senantiasa mengembalikan uang kembalian Argo kepada pelanggan					
4	Bluebird akan mengembalikan barang pelanggan yang tertinggal di armada taksinya					

NO	PERNYATAAN	STS	TS	N	S	SS
EMPATI / EMPHATY						
1	Pengemudi Bluebird memiliki rasa hormat kepada pelanggan					
2	Pengemudi Bluebird senantiasa bersikap sopan kepada pelanggan					
3	Pengemudi Bluebird berusaha menciptakan hubungan baik dengan pelanggan (komunikatif)					

3. Kepuasan Pelanggan

Keterangan :

STP = Sangat Tidak Puas

P = Puas

TP = Tidak Puas

SP = Sangat Puas

N = Netral

NO	PERNYATAAN	STP	TP	N	P	SP
KEPUASAN						
1	Pelayanan Bluebird dapat memenuhi keinginan anda					
2	Pelayanan Bluebird melebihi apa yang anda harapkan					
3	Respon pelanggan yang positif untuk menggunakan layanan Bluebird					
4	Pelanggan merasa puas atas pelayanan Bluebird					

4. Loyalitas Pelanggan

Keterangan :

STS = Sangat Tidak Setuju S = Setuju
 TS = Tidak Setuju SS = Sangat Setuju
 N = Netral

NO	P E R N Y A T A A N	STS	TS	N	S	SS
LOYALITAS						
1	Anda bermaksud akan menggunakan kembali Bluebird karena puas atas pelayanannya					
2	Anda akan menggunakan produk Blue bird lainnya (seperti Silverbird/ executive taxi, golden bird / Rent car, Big Bird/ Bus)					
3	Anda mereferensikan penggunaan Bluebird kepada keluarga/saudara dan orang lain					
4	Dengan pelayanan Bluebird saat ini anda tetap ingin menggunakan Bluebird walaupun banyak bermunculan perusahaan taksi lain					

LAMPIRAN 2 : Hasil perhitungan kuesioner untuk profil responden.

No Responden	Jenis Kelamin		Agama				Pekerjaan				Tingkat Pendidikan					
	Pria	Wanita					Mahasiswa	Wiraswasta	Karyawan	PNS	ibu rumah tangga	semya	S1	S1 plus	Dijana	di bawah
1																
2																
3																
4																
5																
6																
7																
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97																
98																
99																
100																

LAMPIRAN 3 : Hasil perhitungan kuesioner untuk variabel *Tangible/Bukti Fisik*.

Resp	Butir Pertanyaan				Total
	1	2	3	4	
1	4	4	4	4	16
2	4	4	4	4	16
3	4	4	4	4	16
4	5	5	4	5	19
5	4	4	4	4	16
6	4	4	4	4	16
7	4	5	5	5	19
8	5	5	4	4	18
9	5	5	4	4	18
10	5	5	4	5	19
11	5	5	5	5	20
12	4	4	5	5	18
13	4	5	5	5	19
14	4	3	4	4	15
15	5	3	4	4	16
16	4	4	4	4	16
17	4	4	4	4	16
18	4	4	4	4	16
19	4	4	4	4	16
20	4	4	5	5	18
21	5	5	4	5	19
22	5	4	5	5	19
23	5	5	4	5	19
24	5	5	5	5	20
25	5	4	4	4	17
26	4	4	5	5	18
27	4	3	4	4	15
28	4	4	4	4	16
29	2	4	2	5	13
30	4	4	4	5	17
31	4	4	5	5	18
32	4	4	2	4	14
33	2	2	4	4	12
34	5	5	4	5	19
35	5	5	4	5	19
36	5	5	5	5	20
37	4	4	5	5	18
38	5	5	5	5	20
39	5	5	5	5	20
40	5	4	5	5	19
41	4	5	5	5	19
42	4	4	4	4	16
43	5	5	3	5	18
44	4	4	4	4	16
45	4	4	4	5	17
46	4	4	4	4	16
47	5	5	5	5	20
48	5	5	5	5	20
49	4	5	5	5	19
50	5	5	5	5	20
51	4	4	4	4	16
52	4	4	4	4	16
53	4	4	4	4	16
54	4	4	4	4	16
55	4	4	4	4	16
56	3	4	4	5	16
57	5	5	4	4	18
58	4	4	3	5	16
59	4	4	5	5	18

Resp	Butir Pertanyaan				Total
	1	2	3	4	
60	5	5	5	5	20
61	4	4	4	4	16
62	5	5	5	5	20
63	4	4	4	4	16
64	4	4	4	4	16
65	5	4	5	5	19
66	4	4	4	4	16
67	3	3	5	4	15
68	4	4	4	4	16
69	4	4	4	4	16
70	4	4	4	5	17
71	4	4	4	4	16
72	4	4	4	4	16
73	5	5	5	5	20
74	4	4	4	4	16
75	5	5	5	5	20
76	5	5	5	5	20
77	5	5	5	5	20
78	4	3	4	4	15
79	4	4	4	4	16
80	4	4	4	4	16
81	4	4	4	4	16
82	4	4	4	4	16
83	4	4	4	5	17
84	4	4	4	4	16
85	4	4	4	4	16
86	4	4	4	4	16
87	4	4	3	3	14
88	4	5	5	5	19
89	4	4	4	4	16
90	4	4	4	5	17
91	4	4	4	4	16
92	4	5	4	4	17
93	4	3	5	3	15
94	4	3	4	3	14
95	3	3	4	4	14
96	4	3	4	3	14
97	3	3	4	3	13
98	2	3	2	4	11
99	4	3	4	5	16
100	1	2	3	2	8
101	4	3	4	3	14
102	4	4	4	4	16
103	4	3	4	5	16
104	4	4	4	4	16
105	3	4	4	4	15
106	4	4	4	4	16
107	4	3	4	4	15
108	4	4	4	4	16
109	3	3	4	4	14
110	4	3	4	4	15
111	4	3	4	3	14
112	4	4	4	4	16
113	4	4	4	4	16
114	4	4	4	4	16
115	4	4	4	4	16
116	4	4	4	4	16
Rata-rata	4,1	4,1	4,2	4,3	

LAMPIRAN 4 : Hasil perhitungan kuesioner untuk variabel *Reliability/Kehadalan*

Resp	Butir Pertanyaan						Total
	1	2	3	4	5	6	
1	4	4	4	4	4	4	24
2	4	4	4	4	4	5	25
3	5	4	5	4	5	4	27
4	5	4	4	4	5	5	27
5	4	4	4	4	4	4	24
6	5	4	3	3	4	4	23
7	4	4	5	4	5	5	27
8	3	3	3	4	4	4	21
9	3	4	3	4	4	4	22
10	4	4	4	4	4	4	24
11	5	5	5	5	5	5	30
12	3	3	4	4	5	5	24
13	4	4	4	5	5	5	27
14	4	4	3	4	4	3	22
15	3	2	3	5	4	3	20
16	4	3	4	4	4	4	23
17	4	4	4	4	4	4	24
18	4	4	4	4	4	4	24
19	3	4	4	4	4	4	23
20	5	3	4	4	5	5	26
21	5	5	4	5	5	5	29
22	4	5	5	5	5	5	29
23	4	4	5	4	5	5	27
24	4	4	5	5	5	5	28
25	5	4	5	5	5	5	29
26	5	5	4	4	4	4	26
27	3	5	5	3	3	5	24
28	3	4	4	4	4	4	23
29	4	2	2	2	3	4	17
30	3	3	4	4	4	5	23
31	3	3	4	3	4	4	21
32	4	4	2	2	4	4	20
33	4	2	4	3	4	4	21
34	4	5	5	5	5	5	29
35	4	4	5	5	5	5	28
36	4	4	5	5	4	5	27
37	4	4	5	5	5	5	28
38	4	4	4	5	5	5	27
39	4	4	4	4	4	4	24
40	5	5	5	4	4	5	28
41	3	2	4	3	4	4	20
42	4	4	4	4	4	4	24
43	5	4	3	4	5	5	26
44	3	3	3	3	4	4	20
45	3	3	4	4	4	5	23
46	4	4	4	4	4	4	24
47	3	4	4	5	5	5	26
48	4	4	5	5	5	5	28
49	4	4	4	5	5	5	27
50	4	4	5	5	4	5	27
51	4	4	4	4	4	4	24
52	3	4	4	3	4	4	22
53	4	4	4	4	4	4	24
54	5	5	5	4	4	4	27
55	4	4	4	3	4	4	23
56	3	3	3	4	4	5	22
57	4	5	4	4	4	4	25
58	4	3	3	4	4	4	22
59	5	5	5	5	5	5	30

Resp	Butir Pertanyaan						Total
	1	2	3	4	5	6	
60	4	4	4	4	4	4	24
61	3	4	4	4	3	3	21
62	4	4	4	5	5	5	27
63	4	4	4	4	4	4	24
64	3	4	4	4	4	4	23
65	4	4	4	4	4	4	24
66	4	4	3	4	4	4	23
67	3	4	3	4	5	4	23
68	5	5	4	3	3	4	24
69	4	4	3	4	4	5	24
70	4	5	5	4	3	4	25
71	4	4	4	4	4	4	24
72	4	4	4	4	4	4	24
73	5	5	5	5	5	5	30
74	4	4	4	4	4	4	24
75	5	5	5	5	5	5	30
76	4	5	4	4	4	5	26
77	5	5	5	5	5	5	30
78	4	4	3	4	4	4	23
79	4	4	4	4	4	4	24
80	4	4	4	4	4	4	24
81	4	4	4	4	4	4	24
82	3	3	4	4	4	4	22
83	3	3	3	3	4	5	21
84	4	3	4	4	4	5	24
85	4	4	4	4	4	5	25
86	4	4	4	4	5	5	26
87	3	4	3	3	3	3	19
88	4	4	4	4	4	5	25
89	4	4	4	4	4	4	24
90	4	3	3	4	4	5	23
91	4	4	3	4	4	4	23
92	4	4	4	4	3	3	22
93	4	3	5	4	3	4	23
94	4	3	5	3	4	4	23
95	3	2	3	3	4	3	18
96	3	4	4	4	4	4	23
97	3	4	4	4	4	3	22
98	2	3	4	4	3	5	21
99	4	3	4	4	4	3	22
100	5	4	3	4	3	4	23
101	3	4	4	4	4	4	23
102	4	4	4	4	4	4	24
103	3	5	4	5	3	4	24
104	4	4	4	4	4	5	25
105	4	4	3	4	4	5	24
106	4	4	4	4	4	4	24
107	4	5	3	4	4	5	25
108	4	4	4	4	4	4	24
109	4	3	4	4	4	4	23
110	4	4	3	4	4	4	23
111	4	4	3	4	4	5	24
112	4	4	4	4	4	4	24
113	4	4	4	4	4	4	24
114	4	4	4	4	4	4	24
115	4	3	3	4	4	4	22
116	4	4	4	4	4	4	24
Rata-rata	3,9	3,9	4	4	4,1	4,3	

LAMPIRAN 5 : Hasil perhitungan kuesioner untuk variabel *Ketanggapan*

Resp	Butir Pertanyaan						Total
	1	2	3	4	5	6	
1	4	4	4	4	4	4	24
2	4	4	4	4	4	5	25
3	5	4	5	4	5	4	27
4	5	4	4	4	5	5	27
5	4	4	4	4	4	4	24
6	5	4	3	3	4	4	23
7	4	4	5	4	5	5	27
8	3	3	3	4	4	4	21
9	3	4	3	4	4	4	22
10	4	4	4	4	4	4	24
11	5	5	5	5	5	5	30
12	3	3	4	4	5	5	24
13	4	4	4	5	5	5	27
14	4	4	3	4	4	3	22
15	3	2	3	5	4	3	20
16	4	3	4	4	4	4	23
17	4	4	4	4	4	4	24
18	4	4	4	4	4	4	24
19	3	4	4	4	4	4	23
20	5	3	4	4	5	5	26
21	5	5	4	5	5	5	29
22	4	5	5	5	5	5	29
23	4	4	5	4	5	5	27
24	4	4	5	5	5	5	28
25	5	4	5	5	5	5	29
26	5	5	4	4	4	4	26
27	3	5	5	3	3	5	24
28	3	4	4	4	4	4	23
29	4	2	2	2	3	4	17
30	3	3	4	4	4	5	23
31	3	3	4	3	4	4	21
32	4	4	2	2	4	4	20
33	4	2	4	3	4	4	21
34	4	5	5	5	5	5	29
35	4	4	5	5	5	5	28
36	4	4	5	5	4	5	27
37	4	4	5	5	5	5	28
38	4	4	4	5	5	5	27
39	4	4	4	4	4	4	24
40	5	5	5	4	4	5	28
41	3	2	4	3	4	4	20
42	4	4	4	4	4	4	24
43	5	4	3	4	5	5	26
44	3	3	3	3	4	4	20
45	3	3	4	4	4	5	23
46	4	4	4	4	4	4	24
47	3	4	4	5	5	5	26
48	4	4	5	5	5	5	28
49	4	4	4	5	5	5	27
50	4	4	5	5	4	5	27
51	4	4	4	4	4	4	24
52	3	4	4	3	4	4	22
53	4	4	4	4	4	4	24
54	5	5	5	4	4	4	27
55	4	4	4	3	4	4	23
56	3	3	3	4	4	5	22
57	4	5	4	4	4	4	25
58	4	3	3	4	4	4	22
59	5	5	5	5	5	5	30

Resp	Butir Pertanyaan						Total
	1	2	3	4	5	6	
60	4	4	4	4	4	4	24
61	3	4	4	4	3	3	21
62	4	4	4	5	5	5	27
63	4	4	4	4	4	4	24
64	3	4	4	4	4	4	23
65	4	4	4	4	4	4	24
66	4	4	3	4	4	4	23
67	3	4	3	4	5	4	23
68	5	5	4	3	3	4	24
69	4	4	3	4	4	5	24
70	4	5	5	4	3	4	25
71	4	4	4	4	4	4	24
72	4	4	4	4	4	4	24
73	5	5	5	5	5	5	30
74	4	4	4	4	4	4	24
75	5	5	5	5	5	5	30
76	4	5	4	4	4	5	26
77	5	5	5	5	5	5	30
78	4	4	3	4	4	4	23
79	4	4	4	4	4	4	24
80	4	4	4	4	4	4	24
81	4	4	4	4	4	4	24
82	3	3	4	4	4	4	22
83	3	3	3	3	4	5	21
84	4	3	4	4	4	5	24
85	4	4	4	4	4	5	25
86	4	4	4	4	5	5	26
87	3	4	3	3	3	3	19
88	4	4	4	4	4	5	25
89	4	4	4	4	4	4	24
90	4	3	3	4	4	5	23
91	4	4	3	4	4	4	23
92	4	4	4	4	3	3	22
93	4	3	5	4	3	4	23
94	4	3	5	3	4	4	23
95	3	2	3	3	4	3	18
96	3	4	4	4	4	4	23
97	3	4	4	4	4	3	22
98	2	3	4	4	3	5	21
99	4	3	4	4	4	3	22
100	5	4	3	4	3	4	23
101	3	4	4	4	4	4	23
102	4	4	4	4	4	4	24
103	3	5	4	5	3	4	24
104	4	4	4	4	4	5	25
105	4	4	3	4	4	5	24
106	4	4	4	4	4	4	24
107	4	5	3	4	4	5	25
108	4	4	4	4	4	4	24
109	4	3	4	4	4	4	23
110	4	4	3	4	4	4	23
111	4	4	3	4	4	5	24
112	4	4	4	4	4	4	24
113	4	4	4	4	4	4	24
114	4	4	4	4	4	4	24
115	4	3	3	4	4	4	22
116	4	4	4	4	4	4	24
Rata-rata	3,9	3,9	4	4	4,1	4,3	

LAMPIRAN 6 : Hasil perhitungan kuesioner untuk variabel *Jaminan*

Responden	Butir Pertanyaan				Total	Responden	Butir Pertanyaan				Total
	1	2	3	4			1	2	3	4	
1	4	4	4	5	13	60	4	4	4	4	12
2	5	5	4	5	14	61	4	4	4	4	12
3	5	5	5	4	14	62	5	5	4	5	14
4	5	4	4	5	13	63	4	4	4	4	12
5	4	4	4	4	12	64	4	4	4	4	12
6	4	4	4	4	12	65	4	4	4	4	12
7	4	4	5	4	13	66	3	4	4	4	12
8	3	3	4	3	10	67	4	3	3	4	10
9	4	4	4	3	11	68	4	3	4	5	12
10	4	4	4	5	13	69	5	4	3	4	11
11	5	5	5	4	14	70	4	4	4	4	12
12	4	4	4	5	13	71	5	5	5	5	15
13	4	5	3	5	11	72	4	4	4	4	12
14	4	4	4	4	12	73	5	5	5	5	15
15	3	4	4	3	11	74	4	4	4	4	12
16	5	5	4	5	14	75	5	5	5	5	15
17	4	4	4	4	12	76	5	5	5	5	15
18	4	4	4	4	12	77	5	5	5	5	15
19	4	4	4	4	12	78	4	3	4	3	10
20	4	4	4	4	12	79	4	4	4	4	12
21	5	5	5	5	15	80	5	5	4	4	13
22	5	5	5	5	15	81	4	4	4	4	12
23	5	5	5	5	15	82	5	5	3	3	11
24	5	5	5	5	15	83	4	4	3	5	12
25	5	5	5	5	15	84	4	4	4	5	13
26	5	5	4	4	13	85	5	5	3	4	12
27	4	4	4	5	13	86	5	5	3	3	11
28	4	4	3	3	10	87	3	4	3	3	10
29	4	3	2	2	7	88	5	4	4	4	12
30	4	4	4	4	12	89	4	4	4	4	12
31	4	4	4	3	11	90	4	4	3	4	11
32	4	4	3	3	10	91	5	4	5	5	14
33	4	4	3	3	10	92	3	4	3	3	10
34	4	5	4	5	14	93	3	4	5	4	13
35	5	4	4	4	12	94	3	4	3	4	11
36	5	5	4	5	14	95	2	3	3	5	11
37	5	5	4	5	14	96	3	4	4	3	11
38	5	5	4	5	14	97	2	4	3	4	11
39	5	4	4	5	13	98	2	3	4	2	9
40	5	4	5	5	14	99	4	4	5	5	14
41	5	5	5	5	15	100	4	4	3	3	10
42	4	4	3	3	10	101	3	4	4	3	11
43	4	4	5	3	12	102	4	3	4	4	11
44	3	3	3	3	9	103	1	3	2	3	8
45	5	4	3	4	11	104	4	4	4	4	12
46	4	4	4	4	12	105	5	5	4	5	14
47	5	5	4	5	14	106	4	4	4	4	12
48	5	5	4	5	14	107	4	3	4	4	11
49	4	5	5	5	15	108	4	4	4	4	12
50	4	5	4	5	14	109	4	4	4	4	12
51	4	4	4	4	12	110	4	4	4	4	12
52	4	4	3	4	11	111	4	3	4	4	11
53	4	4	4	4	12	112	3	3	3	3	9
54	4	4	4	4	12	113	4	4	4	4	12
55	4	4	4	4	12	114	4	4	4	4	12
56	4	4	4	4	12	115	4	4	4	4	12
57	5	4	4	4	12	116	4	4	3	5	12
58	4	4	4	3	11	Rata-rata	4,15	4,16	3,95	4,09	
59	5	5	5	3	13						

LAMPIRAN 7 : Hasil perhitungan kuesioner untuk variabel *Empati*

Responden	Butir Pertanyaan			Total
	1	2	3	
1	4	3	4	11
2	5	5	5	15
3	5	5	5	15
4	5	4	4	13
5	4	4	4	12
6	4	4	4	12
7	5	5	4	14
8	4	4	4	12
9	4	4	4	12
10	4	4	4	12
11	4	5	5	14
12	5	5	4	14
13	5	5	4	14
14	4	3	3	10
15	4	4	4	12
16	4	4	4	12
17	3	4	4	11
18	4	4	4	12
19	4	4	4	12
20	4	4	4	12
21	5	5	5	15
22	5	5	4	14
23	4	4	4	12
24	4	5	4	13
25	4	4	4	12
26	5	5	4	14
27	3	4	4	11
28	4	4	4	12
29	4	4	4	12
30	4	4	4	12
31	4	3	4	11
32	4	4	4	12
33	4	4	3	11
34	5	5	5	15
35	5	5	5	15
36	5	5	5	15
37	4	4	4	12
38	5	5	4	14
39	4	4	4	12
40	4	4	4	12
41	5	5	5	15
42	3	3	3	9
43	4	3	5	12
44	3	3	3	9
45	4	4	4	12
46	4	4	4	12
47	5	4	5	14
48	5	5	5	15
49	5	4	5	14
50	5	5	5	15
51	4	4	4	12
52	4	4	4	12
53	4	4	4	12
54	4	4	4	12
55	4	4	4	12
56	4	4	4	12
57	4	4	4	12
58	4	4	4	12
59	5	5	4	14

Responden	Butir Pertanyaan			Total
	1	2	3	
60	4	4	4	12
61	4	4	4	12
62	5	5	4	14
63	4	4	4	12
64	4	4	4	12
65	4	4	4	12
66	4	4	3	11
67	5	4	3	12
68	4	4	4	12
69	4	5	4	13
70	4	4	4	12
71	5	5	5	15
72	4	4	4	12
73	4	4	5	13
74	4	4	4	12
75	5	5	5	15
76	5	5	4	14
77	5	5	5	15
78	4	4	3	11
79	4	4	4	12
80	4	4	4	12
81	4	4	4	12
82	4	4	4	12
83	4	4	4	12
84	4	4	4	12
85	4	4	4	12
86	4	4	4	12
87	4	3	4	11
88	4	4	4	12
89	4	4	4	12
90	4	4	4	12
91	4	4	4	12
92	3	3	4	10
93	3	4	4	11
94	4	4	3	11
95	2	3	4	9
96	3	4	3	10
97	3	4	4	11
98	3	4	3	10
99	4	5	4	13
100	4	3	5	12
101	3	4	3	10
102	4	4	3	11
103	4	3	1	8
104	4	4	4	12
105	4	4	5	13
106	4	4	4	12
107	3	4	4	11
108	4	4	4	12
109	4	4	4	12
110	4	4	4	12
111	4	3	4	11
112	3	3	3	9
113	4	4	4	12
114	4	4	4	12
115	4	4	4	12
116	4	5	5	14
Rata-rata	4,09	4,11	4,03	

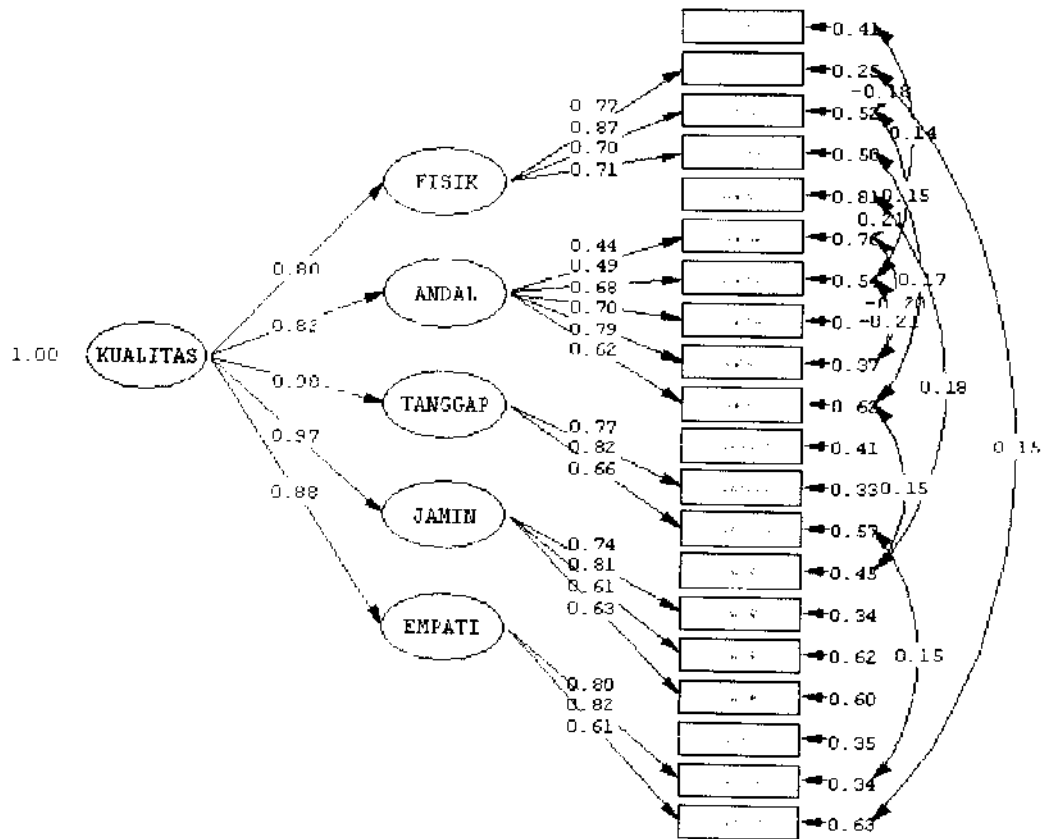
LAMPIRAN 8 : Hasil perhitungan kuesioner untuk variabel *Kepuasan*

Responden	Butir Pertanyaan				Total
	1	2	3	4	
1	4	3	5	4	16
2	4	4	5	5	18
3	5	4	5	5	19
4	4	4	4	5	17
5	4	4	4	4	16
6	5	4	4	5	18
7	4	4	4	4	16
8	4	3	3	4	14
9	4	3	3	4	14
10	4	4	4	4	16
11	4	5	5	5	19
12	4	3	5	4	16
13	3	4	5	5	17
14	4	4	4	4	16
15	3	4	4	4	15
16	4	4	3	4	15
17	4	3	3	4	14
18	4	3	4	4	15
19	4	4	4	4	16
20	4	4	5	4	17
21	5	4	4	5	18
22	5	5	5	4	19
23	5	5	5	5	20
24	5	4	5	5	19
25	4	4	4	4	16
26	4	4	4	5	17
27	4	3	4	4	15
28	4	3	3	3	13
29	4	3	4	4	15
30	4	3	4	4	15
31	4	3	3	4	14
32	4	5	4	4	17
33	4	4	3	4	15
34	4	4	4	5	17
35	4	4	4	4	16
36	4	4	4	4	16
37	4	4	4	4	16
38	4	4	4	4	16
39	4	4	4	4	16
40	5	3	4	4	16
41	3	4	3	4	14
42	3	3	4	4	14
43	5	4	5	5	19
44	3	3	4	3	13
45	4	4	4	4	16
46	4	4	4	4	16
47	4	4	5	5	18
48	5	5	4	5	19
49	4	5	4	4	17
50	4	4	5	4	17
51	4	4	4	4	16
52	3	5	4	4	14
53	4	4	4	4	16
54	4	4	4	5	17
55	3	3	3	4	13
56	4	3	4	4	15
57	4	4	4	4	16
58	4	4	4	4	16
59	4	4	4	4	16
60	4	4	4	4	16
61	3	3	3	3	12
62	4	4	4	4	16
63	4	3	4	4	15
64	4	4	4	4	16
65	4	4	3	4	15
66	4	4	4	5	17
67	4	3	4	5	16
68	3	3	3	4	13
69	3	4	4	3	14
70	4	4	4	4	16
71	4	4	4	4	16
72	4	4	4	4	16
73	4	4	5	5	18
74	4	4	4	4	16
75	5	5	5	5	20
76	4	4	5	5	18
77	5	5	5	5	20
78	3	3	3	3	12
79	4	4	4	4	16
80	4	4	5	4	17
81	4	4	4	4	16
82	4	4	4	4	16
83	4	4	4	4	16
84	4	4	4	4	16
85	4	4	4	4	16
86	4	4	4	4	16
87	4	3	4	5	16
88	4	4	4	5	17
89	4	4	4	4	16
90	4	4	4	4	16
91	4	4	4	5	17
92	3	3	4	5	15
93	4	3	4	5	16
94	3	4	3	5	15
95	2	3	3	5	13
96	3	4	4	4	15
97	2	3	4	4	13
98	2	3	2	3	10
99	4	5	4	3	16
100	2	3	2	3	10
101	3	4	4	4	15
102	3	3	3	3	12
103	1	2	3	4	10
104	3	3	3	4	13
105	4	4	4	5	17
106	3	4	3	3	13
107	3	4	3	3	13
108	4	4	4	4	16
109	3	3	3	3	12
110	4	3	3	4	14
111	4	4	3	4	15
112	4	3	4	4	15
113	4	4	4	4	16
114	4	4	4	4	16
115	3	3	4	4	14
116	4	4	4	4	16
Rata-rata	3,82	3,76	3,92	4,15	

LAMPIRAN 9 : Hasil perhitungan kuesioner untuk variabel *Loyalitas*

Responden	Butir Pertanyaan				Total
	1	2	3	4	
1	4	4	4	4	16
2	5	3	5	5	18
3	5	3	5	5	18
4	5	3	4	4	16
5	5	5	4	5	19
6	4	4	5	5	18
7	4	4	5	5	18
8	4	3	3	4	14
9	4	3	4	4	15
10	4	4	4	4	16
11	4	5	5	4	18
12	4	4	5	4	17
13	5	4	5	5	19
14	5	4	4	4	17
15	3	3	3	3	12
16	4	2	4	4	14
17	3	3	4	4	14
18	4	4	4	4	16
19	4	3	4	4	15
20	4	4	5	4	17
21	5	4	5	5	19
22	4	4	4	4	16
23	5	4	4	5	18
24	5	4	5	5	19
25	4	4	4	5	17
26	5	4	4	5	18
27	4	4	4	4	16
28	4	4	4	4	16
29	5	3	4	4	16
30	4	4	4	5	17
31	4	3	4	4	15
32	3	3	4	4	14
33	3	3	4	4	14
34	4	4	4	4	16
35	4	3	4	4	15
36	4	4	3	4	15
37	4	4	4	4	16
38	5	4	4	4	17
39	5	4	4	4	17
40	5	5	5	5	20
41	4	4	4	4	16
42	4	3	4	4	15
43	5	5	5	5	20
44	3	3	3	3	12
45	5	5	5	3	18
46	4	4	4	4	16
47	4	4	5	5	18
48	4	5	5	5	19
49	5	4	4	5	18
50	4	4	5	5	18
51	4	4	4	4	16
52	4	4	4	3	15
53	4	4	4	4	16
54	4	4	4	4	16
55	4	3	4	4	15
56	4	4	4	4	16
57	5	4	4	4	17
58	4	4	4	4	16
59	4	3	3	3	13
60	4	4	4	4	16
61	3	3	3	4	13
62	5	4	4	4	17
63	4	4	4	4	16
64	4	3	4	4	15
65	4	5	5	5	19
66	4	4	3	4	15
67	4	4	4	3	15
68	4	3	3	4	14
69	3	3	4	4	14
70	5	5	5	5	20
71	5	5	5	5	20
72	4	4	4	4	16
73	4	4	4	4	16
74	4	4	4	4	16
75	5	5	5	5	20
76	5	4	5	5	19
77	5	5	5	5	20
78	3	3	3	3	12
79	4	3	4	4	15
80	4	4	4	4	16
81	4	4	4	4	16
82	4	4	4	4	16
83	5	3	4	5	17
84	4	4	4	4	16
85	4	4	4	4	16
86	4	4	4	4	16
87	4	3	4	3	14
88	4	4	5	4	17
89	4	4	4	4	16
90	4	3	4	4	15
91	5	4	5	5	19
92	4	3	4	4	15
93	4	3	3	3	13
94	3	5	5	3	16
95	3	3	4	4	14
96	4	5	4	4	17
97	4	3	4	3	14
98	2	2	3	2	9
99	4	5	4	5	18
100	2	3	2	4	11
101	4	5	4	4	17
102	3	3	3	3	12
103	1	2	2	3	8
104	4	4	5	5	18
105	4	4	5	5	18
106	4	4	4	4	16
107	5	3	3	4	15
108	4	4	4	4	16
109	4	3	3	3	13
110	4	3	4	4	15
111	3	3	4	3	13
112	4	4	3	4	15
113	4	4	4	4	16
114	4	4	4	4	16
115	4	3	4	4	15
116	4	4	4	4	16
Rata-rata	4,07	3,76	4,07	4,1	

LAMPIRAN 10 : 2ND CFA EKSOGEN



Chi-Square=250.18, df=154, P-value=0.00000, RMSEA=0.074

L I S R E L 8.80

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file C:\SEM\0910\2nd CFA Eksogen Perbaikan.spj:

```
SECOND ORDER CFA KUALITAS PELAYANAN
Raw Data from file 'C:\SEM\0910\DATA.PSF'
Sample Size = 116
Latent Variables  FISIK ANDAL TANGGAP JAMIN EMPATI PUAS LOYAL KUALITAS
Relationships
FISIK1 - FISIK4 = FISIK
ANDAL1 - ANDAL6 = ANDAL
TANGGAP1 - TANGGAP3 = TANGGAP
JAMIN1 - JAMIN4 = JAMIN
EMPATI1 - EMPATI3 = EMPATI
FISIK ANDAL TANGGAP JAMIN EMPATI = KUALITAS
```

Set The Covariance KUALITAS to 1

!tahap1

```
Set Error Covariance ANDAL2 and ANDAL1 Free
Set Error Covariance ANDAL6 and FISIK4 Free
Set Error Covariance JAMIN1 and ANDAL1 Free
Set Error Covariance EMPATI3 and FISIK2 Free
```

!tahap2

```
Set Error Covariance ANDAL2 and FISIK1 Free
Set Error Covariance ANDAL3 and FISIK3 Free
Set Error Covariance JAMIN1 and ANDAL6 Free
Set Error Covariance EMPATI2 and TANGGAP3 Free
```

!Tahap3

```
Set Error Covariance FISIK2 and FISIK3 Free
Set Error Covariance ANDAL5 and ANDAL2 Free
Set Error Covariance ANDAL5 and ANDAL3 Free
```

Path Diagram

Options SC

End of Problem

Sample Size = 116

SECOND ORDER CFA KUALITAS PELAYANAN

Goodness of Fit Statistics

Degrees of Freedom = 154

Minimum Fit Function Chi-Square = 272.95 (P = 0.00)

Normal Theory Weighted Least Squares Chi-Square = 250.18 (P = 0.00)

Estimated Non-centrality Parameter (NCP) = 96.18

90 Percent Confidence Interval for NCP = (56.80 ; 143.48)

Minimum Fit Function Value = 2.37

Population Discrepancy Function Value (F0) = 0.84

90 Percent Confidence Interval for F0 = (0.49 ; 1.25)

Root Mean Square Error of Approximation (RMSEA) = 0.074
 90 Percent Confidence Interval for RMSEA = (0.057 ; 0.090)
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.013

Expected Cross Validation Index (ECVI) = 3.15
 90 Percent Confidence Interval for ECVI = (2.81 ; 3.56)
 ECVI for Saturated Model = 3.65
 ECVI for Independence Model = 34.78

Chi-Square for Independence Model with 190 Degrees of Freedom = 3959.68
 Independence AIC = 3999.68
 Model AIC = 362.18
 Saturated AIC = 420.00
 Independence CAIC = 4074.75
 Model CAIC = 572.38
 Saturated CAIC = 1208.25

Normed Fit Index (NFI) = 0.93
 Non-Normed Fit Index (NNFI) = 0.96
 Parsimony Normed Fit Index (PNFI) = 0.75
 Comparative Fit Index (CFI) = 0.97
 Incremental Fit Index (IFI) = 0.97
 Relative Fit Index (RFI) = 0.91

Critical N (CN) = 84.31

Root Mean Square Residual (RMR) = 0.028
 Standardized RMR = 0.066
 Goodness of Fit Index (GFI) = 0.82
 Adjusted Goodness of Fit Index (AGFI) = 0.76
 Parsimony Goodness of Fit Index (PGFI) = 0.60

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
FISIK2	JAMIN	8.2	-0.34
EMPAT13	JAMIN	12.7	0.52
FISIK	JAMIN	8.2	2.14
JAMIN	FISIK	8.2	-0.37

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
JAMIN	FISIK	8.2	-0.13
TANGGAP3	ANDAL2	9.8	-0.09
EMPAT13	TANGGAP1	8.2	-0.05

SECOND ORDER CFA KUALITAS PELAYANAN

Standardized Solution

LAMBDA-Y

	FISIK	ANDAL	TANGGAP	JAMIN	EMPATI
FISIK1	0.53	- -	- -	- -	- -
FISIK2	0.60	- -	- -	- -	- -
FISIK3	0.42	- -	- -	- -	- -
FISIK4	0.44	- -	- -	- -	- -
ANDAL1	- -	0.27	- -	- -	- -
ANDAL2	- -	0.34	- -	- -	- -
ANDAL3	- -	0.46	- -	- -	- -
ANDAL4	- -	0.43	- -	- -	- -
ANDAL5	- -	0.44	- -	- -	- -
ANDAL6	- -	0.37	- -	- -	- -
TANGGAP1	- -	- -	0.47	- -	- -
TANGGAP2	- -	- -	0.63	- -	- -
TANGGAP3	- -	- -	0.46	- -	- -
JAMIN1	- -	- -	- -	0.56	- -
JAMIN2	- -	- -	- -	0.49	- -
JAMIN3	- -	- -	- -	0.41	- -
JAMIN4	- -	- -	- -	0.48	- -
EMPATI1	- -	- -	- -	- -	0.47
EMPATI2	- -	- -	- -	- -	0.47
EMPATI3	- -	- -	- -	- -	0.37

GAMMA

	KUALITAS
FISIK	0.80
ANDAL	0.82
TANGGAP	0.98
JAMIN	0.97
EMPATI	0.88

Correlation Matrix of ETA and KSI

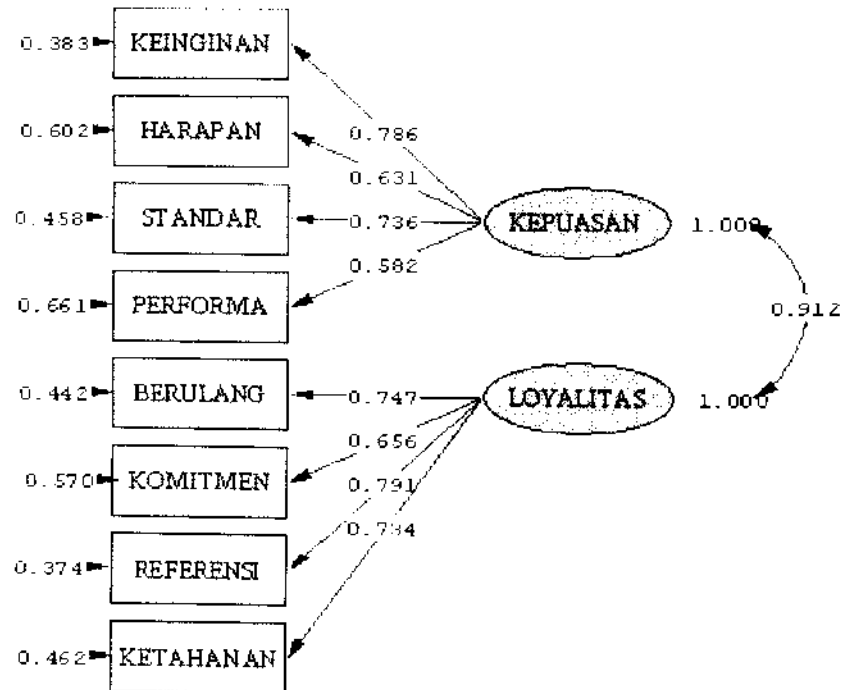
	FISIK	ANDAL	TANGGAP	JAMIN	EMPATI	KUALITAS
FISIK	1.00					
ANDAL	0.66	1.00				
TANGGAP	0.78	0.80	1.00			
JAMIN	0.78	0.80	0.95	1.00		
EMPATI	0.71	0.73	0.86	0.86	1.00	
KUALITAS	0.80	0.82	0.98	0.97	0.88	1.00

PSI

Note: This matrix is diagonal.

	FISIK	ANDAL	TANGGAP	JAMIN	EMPATI
	0.36	0.32	0.05	0.06	0.22

LAMPIRAN 11 : CFA ENDOGEN



Chi-Square=30.58, df=19, P-value=0.04490, RMSEA=0.073

L I S R E L 8.80

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The following lines were read from file C:\SEM\0910\CFA ENDOGEN.spj:

CFA EKSOGEN
 Raw Data from file 'C:\SEM\0910\DATA.PSF'
 Sample Size - 116
 Latent Variables FISIR ANDAL TANGGAP JAMIN EMPATI KEPUASAN LOYALITAS
 KUALITAS
 Relationships
 KEINGINAN - PERFORMA = KEPUASAN

BERULANG - KETAHANAN = LOYALITAS

Path Diagram
Options SC
End of Problem

Sample Size = 116

CFA EKSOGEN

Covariance Matrix

	KEINGINAN	HARAPAN	STANDAR	PERFORMA	BERULANG	KOMITMEN
KEINGINAN	0.46					
HARAPAN	0.22	0.36				
STANDAR	0.25	0.18	0.42			
PERFORMA	0.17	0.10	0.19	0.33		
BERULANG	0.29	0.16	0.24	0.16	0.48	
KOMITMEN	0.22	0.20	0.20	0.11	0.23	0.50
REFERENSI	0.24	0.16	0.22	0.20	0.25	0.26
KETAHANAN	0.23	0.16	0.17	0.13	0.25	0.21

Covariance Matrix

	REFERENSI	KETAHANAN
REFERENSI	0.43	
KETAHANAN	0.25	0.41

Goodness of Fit Statistics

Degrees of Freedom = 19
Minimum Fit Function Chi-Square = 31.34 (P = 0.037)
Normal Theory Weighted Least Squares Chi-Square = 30.58 (P = 0.045)
Estimated Non-centrality Parameter (NCP) = 11.58
90 Percent Confidence Interval for NCP = (0.27 ; 30.76)

Minimum Fit Function Value = 0.27
Population Discrepancy Function Value (F0) = 0.10
90 Percent Confidence Interval for F0 = (0.0024 ; 0.27)
Root Mean Square Error of Approximation (RMSEA) = 0.073
90 Percent Confidence Interval for RMSEA = (0.011 ; 0.12)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.20

Expected Cross-Validation Index (ECVI) = 0.56
90 Percent Confidence Interval for ECVI = (0.46 ; 0.73)
ECVI for Saturated Model = 0.63
ECVI for Independence Model = 6.64

Chi-Square for Independence Model with 28 Degrees of Freedom = 747.99

Independence AIC = 762.99

Model AIC = 64.58

Saturated AIC = 72.00

Independence CAIC = 794.02

Model CAIC = 128.39

Saturated CAIC = 207.13

Normed Fit Index (NFI) = 0.96

Non-Normed Fit Index (NNFI) = 0.97

Parsimony Normed Fit Index (PNFI) = 0.65

Comparative Fit Index (CFI) = 0.98

Incremental Fit Index (IFI) = 0.98

Relative Fit Index (RFI) = 0.94

Critical N (CN) = 133.80

Root Mean Square Residual (RMR) = 0.018

Standardized RMR = 0.045

Goodness of Fit Index (GFI) = 0.94

Adjusted Goodness of Fit Index (AGFI) = 0.88

Parsimony Goodness of Fit Index (PGFI) = 0.49

CFA ENDOGEN

Standardized Solution

LAMBDA X

	KEPUASAN	LOYALITAS
KEINGINAN	0.53	-
HARAPAN	0.38	-
STANDAR	0.48	-
PERFORMA	0.34	-
BERULANG	-	0.52
KOMITMEN	-	0.46
REFERENSI	-	0.52
KETAHANAN	-	0.47

PHI

	KEPUASAN	LOYALITAS
KEPUASAN	1.00	
LOYALITAS	0.91	1.00

CFA EKSOGEN

Completely Standardized Solution

LAMBDA X

	KEPUASAN	LOYALITAS
KEINGINAN	0.79	- -
HARAPAN	0.63	- -
STANDAR	0.74	- -
PERFORMA	0.58	- -
BERULANG	- -	0.75
KOMITMEN	- -	0.66
REFERENSI	- -	0.79
KETAHANAN	- -	0.73

PHI

	KEPUASAN	LOYALITAS
KEPUASAN	1.00	
LOYALITAS	0.91	1.00

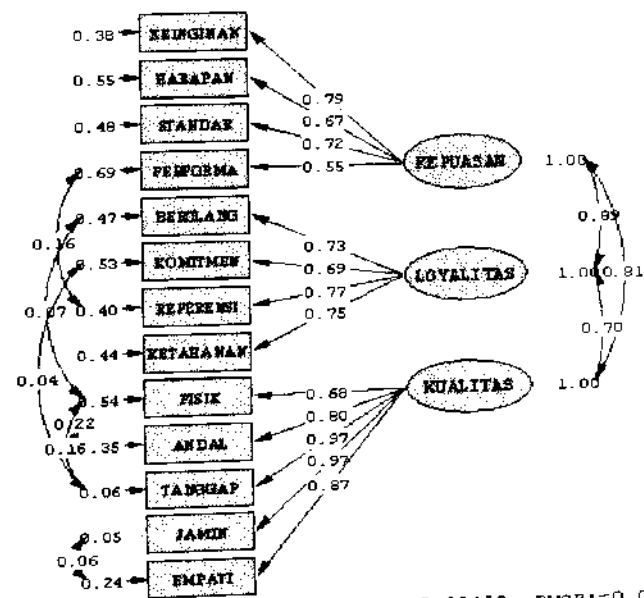
THETA-DELTA

KEINGINAN	HARAPAN	STANDAR	PERFORMA	BERULANG	KOMITMEN
	0.38	0.60	0.46	0.66	0.44

THETA-DELTA

REFERENSI	KETAHANAN
0.37	0.46

LAMPIRAN 12 : CFA FULL MODEL



Chi-Square=80.52, df=57, P-value=0.02182, RMSEA=0.060

L I S R E L 9.80

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Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file C:\SEM\0910\CFA FULL MODEL
PERBAIKAN.sp3:

CFA FULL MODEL PERBAIKAN
Raw Data from file 'C:\SEM\0910\LVS.PSF'
Sample Size - 116
Latent Variables KEPUASAN LOYALITAS KUALITAS
Relationships
FISIK ANDAL TANGGAP JAMIN EMPATI = KUALITAS
KEINGINAN - PERFORMA - KEPUASAN
BERULANG - KETAHANAN = LOYALITAS

Set The Error Covariance REFERENSI and PERFORMA free
Set The Error Covariance TANGGAP and FISIK free
Set The Error Covariance EMPATI and JAMIN free
Set The Error Covariance ANDAL and FISIK free
Set The Error Covariance BERULANG and FISIK free
Set The Error Covariance TANGGAP and KOMITMEN free

Set The Error Variance of JAMIN to 0.05

Path Diagram
Options SC
End of Problem

Sample Size - 116

Goodness of Fit Statistics

Degrees of Freedom - 57
Minimum Fit Function Chi-Square = 91.34 (P = 0.0026)
Normal Theory Weighted Least Squares Chi-Square = 80.52 (P = 0.022)
Estimated Non centrality Parameter (NCP) = 23.52

90 Percent Confidence Interval for NCP = (3.72 ; 51.34)

Minimum Fit Function Value = 0.79

Population Discrepancy Function Value (F0) = 0.20

90 Percent Confidence Interval for F0 = (0.032 ; 0.45)

Root Mean Square Error of Approximation (RMSEA) = 0.060

90 Percent Confidence Interval for RMSEA = (0.024 ; 0.088)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.28

Expected Cross-Validation Index (ECVI) = 1.29

90 Percent Confidence Interval for ECVI = (1.12 ; 1.53)

ECVI for Saturated Model = 1.58

ECVI for Independence Model = 23.20

Chi-Square for Independence Model with 78 Degrees of Freedom = 2642.42

Independence AIC = 2668.42

Model AIC = 148.52

Saturated AIC = 182.00

Independence CAIC = 2717.22

Model CAIC = 276.14

Saturated CAIC = 523.58

Normed Fit Index (NFI) = 0.97

Non-Normed Fit Index (NNFI) = 0.98

Parsimony Normed Fit Index (PNFI) = 0.71

Comparative Fit Index (CFI) = 0.99

Incremental Fit Index (IFI) = 0.99

Relative Fit Index (RFI) = 0.95

Critical N (CN) = 107.68

Root Mean Square Residual (RMR) = 0.032

Standardized RMR = 0.051

Goodness of Fit Index (GFI) = 0.90

Adjusted Goodness of Fit Index (AGFI) = 0.84

Parsimony Goodness of Fit Index (PGFI) = 0.56

The Modification Indices Suggest to Add the			
Path to	from	Decrease in Chi-Square	New Estimate
FISIK	KEPUASAN	9.0	0.24
FISIK	LOYALITAS	11.1	0.21

The Modification Indices Suggest to Add an Error Covariance			
Between	and	Decrease in Chi-Square	New Estimate
JAMIN	ANDAL	8.6	0.04

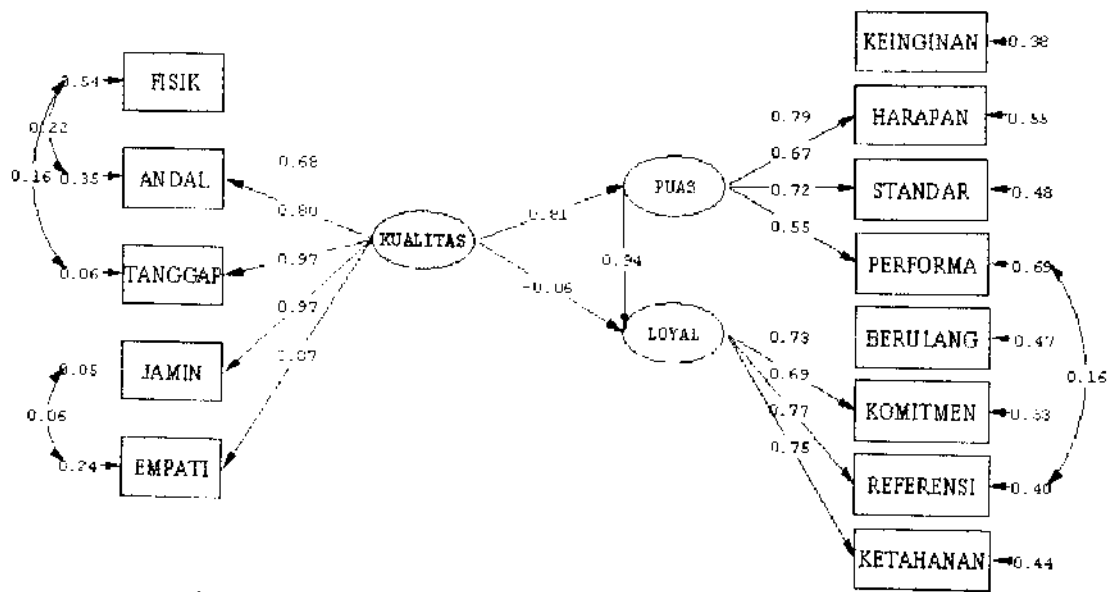
CFA FULL MODEL PERBAIKAN

Completely Standardized Solution

LAMBDA X

	KEPUASAN	LOYALITAS	KUALITAS
KEINGINAN	0.79	- -	- -
HARAPAN	0.67	- -	- -
STANDAR	0.72	- -	- -
PERFORMA	0.55	- -	- -
BERULANG	- -	0.73	- -
KOMITMEN	- -	0.69	- -
REFERENSI	- -	0.77	- -
KETAHANAN	- -	0.75	- -
FISIK	- -	- -	0.68
ANDAL	- -	- -	0.80
TANGGAP	- -	- -	0.97
JAMIN	- -	- -	0.97
EMPATI	- -	- -	0.87

LAMPIRAN 13 : MODEL STRUKTURAL
Standardized



Chi-Square=69.42, df=57, P-value=0.12515, RMSEA=0.044

L I S R E L 3.80

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Karl G. Joreskog & Dag Sörbom

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The following lines were read from file C:\SEM\0910\STRUKTURAL MODEL
KOREKSI NORMAL.spj:

PERSAMAAN MODEL 1

Observed Variables

KEINGINAN - PERFORMA BERULANG - KETAHANAN FISIK ANDAL TANGGAP JAMIN EMPATI

Latent Variables KEPUASAN LOYALITAS KUALITAS

Covariance matrix from file C:\SEM\0910\DATA COV.COV

Asymptotic Covariance Matrix from file C:\SEM\0910\DATASYM.ACM

Sample Size = 116

Relationships

FISIK = 1*KUALITAS

ANDAL TANGGAP JAMIN EMPATI = KUALITAS

KEINGINAN = 1*KEPUASAN

HARAPAN - PERFORMA = KEPUASAN

BERULANG = 1*LOYALITAS

KOMITMEN - KETAHANAN = LOYALITAS

KEPUASAN = KUALITAS

LOYALITAS = KUALITAS KEPUASAN

Set The Error Covariance REFERENSI and PERFORMA free

Set The Error Covariance TANGGAP and FISIK free

Set The Error Covariance EMPATI and JAMIN free

Set The Error Covariance ANDAL and FISIK free

Set The Error Covariance BERULANG and FISIK free

Set The Error Covariance TANGGAP and KOMITMEN free

Set The Error Variance JAMIN to 0.05

Path Diagram

Options SC EF ND=3

End of Problem

Sample Size = 116

PERSAMAAN MODEL 1

Structural Equations

KEPUASAN = 0.622*KUALITAS, Errorvar.= 0.0978 , R² = 0.660
 (0.110) (0.0328)
 5.663 2.983

LOYALITAS = 0.861*KEPUASAN - 0.0415*KUALITAS, Errorvar.= 0.0501 , R² = 0.793
 (0.202) (0.122) (0.0250)
 4.269 -0.341 2.006

Reduced Form Equations

KEPUASAN = 0.622*KUALITAS, Errorvar.= 0.0978, R² = 0.660
 (0.110)
 5.663

LOYALITAS = 0.494*KUALITAS, Errorvar.= 0.123, R² = 0.495
 (0.116)
 4.275

Goodness of Fit Statistics

Degrees of Freedom = 57

Minimum Fit Function Chi-Square = 91.330 (P = 0.00263)

Normal Theory Weighted Least Squares Chi-Square = 80.516 (P = 0.0218)

Satorra Bentler Scaled Chi-Square = 69.421 (P = 0.125)

Chi-Square Corrected for Non-Normality = 290.769 (P = 0.0)

Estimated Non-centrality Parameter (NCP) = 12.421

90 Percent Confidence Interval for NCP = (0.0 ; 37.636)

Minimum Fit Function Value = 9.794

Population Discrepancy Function Value (FD) = 0.108

90 Percent Confidence Interval for FD = (0.0 ; 0.327)

Root Mean Square Error of Approximation (RMSEA) = 0.0435

90 Percent Confidence Interval for RMSEA = (0.0 ; 0.0758)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.596

Expected Cross-Validation Index (ECVI) = 1.195

90 Percent Confidence Interval for ECVI = (1.087 ; 1.414)

ECVI for Saturated Model = 1.593

ECVI for Independence Model = 23.204

Chi-Square for Independence Model with 78 Degrees of Freedom = 2642.420

Independence AIC = 2668.420

Model AIC = 137.421

Saturated AIC = 182.000

Independence CAIC = 2777.217

Model CAIC = 265.044

Saturated CAIC = 523.577

Normed Fit Index (NFI) = 0.974

Non-Normed Fit Index (NNFI) = 0.993

Parsimony Normed Fit Index (PNFI) = 0.712
 Comparative Fit Index (CFI) = 0.995
 Incremental Fit Index (IFI) = 0.995
 Relative Fit Index (RFI) = 0.964

Critical N (CN) = 141.365

Root Mean Square Residual (RMR) = 0.0315
 Standardized RMR = 0.0513
 Goodness of Fit Index (GFI) = 0.901
 Adjusted Goodness of Fit Index (AGFI) = 0.841
 Parsimony Goodness of Fit Index (PGFI) = 0.564

The Modification Indices Suggest to Add an Error Covariance
 Between and Decrease in Chi-Square New Estimate
 JAMIN JAMIN 8.5 0.00

PERSAMAAN MODEL 1

Completely Standardized Solution
 LAMBDA-Y

	KEPUASAN	LOYALITAS
KEINGINAN	0.789	- -
HARAPAN	0.667	- -
STANDAR	0.722	- -
PERFORMA	0.553	- -
BERULANG	- -	0.726
KOMITMEN	- -	0.688
REFERENSI	- -	0.775
KETAHANAN	- -	0.747

LAMBDA-X

	KUALITAS
FISIK	0.680
ANDAL	0.804
TANGGAP	0.969
JAMIN	0.975
EMPATI	0.871

BETA

	KEPUASAN	LOYALITAS
KEPUASAN	- -	- -
LOYALITAS	0.938	- -

GAMMA

	KUALITAS
KEPUASAN	0.813
LOYALITAS	0.059

Correlation Matrix of ETA and KSI

	KEPUASAN	LOYALITAS	KUALITAS
KEPUASAN	1.000		
LOYALITAS	0.890	1.000	
KUALITAS	0.813	0.703	1.000

Regression Matrix ETA on KSI (Standardized)

	KUALITAS
KEPUASAN	0.813
LOYALITAS	0.703

PERSAMAAN MODEL 1

Total and Indirect Effects

Total Effects of KSI on ETA

	KUALITAS
KEPUASAN	0.622 (0.110) 5.663
LOYALITAS	0.494 (0.116) 4.275

Indirect Effects of KSI on ETA

	KUALITAS
KEPUASAN	- -
LOYALITAS	0.535 (0.164) 3.259

Total Effects of ETA on ETA

	KEPUASAN	LOYALITAS
KEPUASAN	- -	- -
LOYALITAS	0.861 (0.202) 4.269	- -