LAMPIRAN

Lampiran 1: Kuesioner Pre-Test

Kepada Yth,
Saudara/i Konsumen ***Blackberry***
Di Tempat

Dengan Hormat,

Perkenankan saya mahasiswa Program Studi Magister Management Universitas Mercu Buana Jakarta. Sehubungan dengan adanya penelitian mengenai **"Pengaruh Persepsi *Life Style* dan Media *Social Networking* Terhadap Kepuasan Konsumen dan Dampaknya Terhadap Keputusan Perpindahan Merek Pada Telepon Selular ke *Blackberry*"**, maka saya mohon kepada saudara/i untuk mengisi kuesioner dibawah ini. Atas perhatian dan kerjasamanya saya ucapkan terima kasih.

Petunjuk Pengisian Kuesioner:

1. Mohon Saudara/i mengisi semua pertanyaan yang ada di dalam kuesioner ini.
2. Petunjuk mengisi kuesioner:
   Silahkan Saudara/i mengisi kuesioner di bawah ini dengan memberikan tanda silang (X) pada salah satu jawaban yang sesuai menurut Anda.
   1. STS = jika Anda SANGAT TIDAK SETUJU
   2. TS = jika Anda TIDAK SETUJU
   3. N = jika Anda NETRAL
   4. S = jika Anda SETUJU
   5. SS = jika Anda SANGAT SETUJU

Identitas Responden:

1. Usia Anda saat ini:
   - □ < 20 tahun
   - □ 20 – 29 tahun
   - □ 30 – 39 tahun
   - □ 40 – 49 tahun
   - □ > = 55 tahun
2. Jenis Kelamin:
   - □ Pria
   - □ Wanita

3. Penghasilan:
   - □ < Rp. 1.000.000
   - □ Rp. 1.000.000 – Rp. 5.000.000
   - □ Rp. > Rp. 5.000.000
4. Tingkat Pendidikan:
   - □ SD
   - □ SMP
   - □ SMU
   - □ Diploma
   - □ S1/ S2
5. Pekerjaan:
   - □ Pelajar/ Mahasiswa
   - □ Pegawai Negeri
   - □ Pegawai Swasta
   - □ Wiraswasta
   - □ Ibu rumah tangga

Daftar Pertanyaan:

I. *Life Style* (Gaya Hidup)

1.1. *Activities* (Kegiatan)

No.	Pernyataan	STS	TS	N	S	SS
1.	Anda mencari informasi sebelum membeli telepon selular					
2.	Menelepon dengan menggunakan telepon selular merupakan kegiatan yang anda sukai					
3.	Anda lebih suka menelepon dibandingkan mengirim pesan melalui sms					
4.	Anda menggunakan telepon selular lebih dari 1 jam dalam 1 hari					
5.	Anda menggunakan internet (seperti *email, chating, browsing* dll) 1 kali dalam 1 hari					
6.	Anda lebih suka menelepon dari telepon selular dibandingkan dengan fixed phone (telepon rumah/ kantor)					
7.	Menggunakan *Blackberry* membantu anda melakukan pekerjaan sehari-hari					

8.	Menggunakan *Blackberry* membantu anda melakukan kegiatan sosial					

1.2. *Interest* (Minat)

No.	Pernyataan	STS	TS	N	S	SS
1.	Anda merupakan pengikut mode/ trend telepon selular yang terjadi saat ini					
2.	Anda termasuk orang yang tertarik untuk mencoba telepon selular baru					
3.	Anda akan membelanjakan uang anda untuk membeli telepon selular yang anda sukai					
4.	Anda membeli *Blackberry* karena mereknya terkenal					
5.	Pendapat keluarga mempengaruhi keputusan anda dalam membeli *Blackberry*					
6.	Anda membeli *Blackberry* mengikuti kelompok pergaulan					

1.3. *Opinion* (Pendapat)

No.	Pernyataan	STS	TS	N	S	SS
1.	Menurut anda perkembangan *Blackberry* sudah sangat maju					
2.	Menurut anda suatu kebutuhan memiliki *Blackberry*					
3.	Menurut anda *Blackberry* menggambarkan pemiliknya					
4.	Menurut anda *Blackberry* akan menggantikan posisi telepon selular lainnya saat ini					
5.	Menurut anda *Blackberry* termasuk produk mewah					
6.	Menurut anda teknologi *Blackberry* lebih unggul dibandingkan dengan telepon selular lain					
7.	Menurut anda dengan memiliki *Blackberry* pergaulan menjadi berkembang					
8.	Menurut anda biaya tidak menjadi pertimbangan dalam menggunakan *Blackberry*					

9.	Menurut anda *Blackberry* dapat meningkatkan status sosial					
10.	Menurut anda rekomendasi teman/ rekan kerja menjadi pilihan dalam membeli *Blackberry*					

II. *Social Networking* (Jejaring Sosial)

No.	Pernyataan	STS	TS	N	S	SS
1.	Anda sering menggunakan situs jejaring sosial/ internet					
2.	Anda memiliki akun situs jejaring sosial seperti *Facebook, Yahoo Messenger, Twitter*, dll					
3.	Anda membuka situs jejaring sosial lebih dari 1 jam dalam 1 hari					
4.	Anda menggunakan situs jejaring sosial untuk mendapatkan informasi					
5.	Anda memiliki akun jejaring sosial untuk membuat perkumpulan/ kelompok (grup)					
6.	Anda menggunakan situs jejaring sosial untuk bertemu dengan teman lama/ teman baru					
7.	Anda menggunakan situs jejaring sosial untuk mengirim pesan					
8.	Anda membuka situs jejaring sosial melalui telepon selular					
9.	Anda sering membuka situs jejaring sosial di kantor					
10.	Anda sering membuka situs jejaring sosial di rumah					
11.	Anda sering membuka situs jejaring sosial di cafe					

II. Kepuasan/ Ketidakpuasan

No.	Pernyataan	STS	TS	N	S	SS
1.	Anda menggunakan *Blackberry* karena tidak puas dengan telepon selular lama					
2.	Anda menggunakan *Blackberry* karena *fitur Blackberry Messenger* yang berbeda dari telepon selular lama					
3.	Anda menggunakan *Blackberry* karena ponsel tersebut memiliki *fitur push-mail* yang berbeda dari telepon selular lama					

4.	Anda menggunakan *Blackberry* karena tampilan yang menarik daripada telepon selular lama					
5.	Anda menggunakan *Blackberry* karena modelnya bervariasi dari telepon selular lama					
6.	Anda tidak puas menggunakan telepon selular anda karena mudah rusak					
7.	Anda tidak puas dengan model dari telepon selular lama					
8.	Anda tidak puas dengan fitur yang ada di dalam telepon selular lama					
9.	Anda tidak puas dengan tampilan yang ada ditelepon selular lama					

III. *Brand Switching* (Perpindahan Merek)

No.	Pernyataan	STS	TS	N	S	SS
1.	Anda berpindah merek dari telepon selular ke *Blackberry* karena telepon selular lama sering mengalami kerusakan (*hang*)					
2.	Anda berpindah merek dari telepon selular ke *Blackberry* karena sudah bosan dengan model telepon selular lama					
3.	Anda berpindah merek telepon selular karena teknologi yang terdapat pada *Blackberry* lebih canggih					
4.	Anda berpindah merek telepon selular karena harga *Blackberry* relatif terjangkau					
5.	Anda berpindah merek telepon selular ke *Blackberry* karena *fitur* di dalam *Blackberry* terdapat *Blackberry Messenger*					
6.	Anda berpindah merek telepon selular ke *Blackberry* karena *fitur* multimedia (seperti kamera, video, musik, kapasitas memori dll) yang ditawarkan lebih berkompeten					
7.	Anda berpindah merek telepon selular ke *Blackberry* karena anda tergiur dengan promosi dari *Blackberry* yang menawarkan hadiah menarik ketika pembelian					

TERIMA KASIH

Lampiran 2: Kuesioner

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Di Tempat

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2.	Menelepon dengan menggunakan telepon selular merupakan kegiatan yang anda sukai					
3.	Menggunakan *Blackberry* membantu anda melakukan pekerjaan sehari-hari					
4.	Menggunakan *Blackberry* membantu anda melakukan kegiatan sosial					

1.2. *Interest* (Minat)

No.	Pernyataan	STS	TS	N	S	SS
1.	Anda merupakan pengikut mode/ trend telepon selular yang terjadi saat ini					
2.	Anda termasuk orang yang tertarik untuk mencoba telepon selular baru					
3.	Anda akan membelanjakan uang anda untuk membeli telepon selular yang anda sukai					
4.	Anda membeli *Blackberry* karena mereknya terkenal					

1.3. *Opinion* (Pendapat)

No.	Pernyataan	STS	TS	N	S	SS
1.	Menurut anda perkembangan *Blackberry* sudah sangat maju					
2.	Menurut anda suatu kebutuhan memiliki *Blackberry*					
3.	Menurut anda *Blackberry* menggambarkan pemiliknya					
4.	Menurut anda *Blackberry* akan menggantikan posisi telepon selular lainnya saat ini					
5.	Menurut anda *Blackberry* termasuk produk mewah					
6.	Menurut anda teknologi *Blackberry* lebih unggul dibandingkan dengan telepon selular lain					
7.	Menurut anda dengan memiliki *Blackberry* pergaulan menjadi berkembang					
8.	Menurut anda biaya tidak menjadi pertimbangan dalam menggunakan *Blackberry*					
9.	Menurut anda *Blackberry* dapat meningkatkan status sosial					
10.	Menurut anda rekomendasi teman/ rekan kerja menjadi pilihan dalam membeli *Blackberry*					

II. *Social Networking* (Jejaring Sosial)

No.	Pernyataan	STS	TS	N	S	SS
1.	Anda sering menggunakan situs jejaring sosial/ internet					
2.	Anda memiliki akun situs jejaring sosial seperti *Facebook, Yahoo Messenger, Twitter*, dll					
3.	Anda membuka situs jejaring sosial lebih dari 1 jam dalam 1 hari					
4.	Anda menggunakan situs jejaring sosial untuk mendapatkan informasi					
5.	Anda memiliki akun jejaring sosial untuk membuat perkumpulan/ kelompok (grup)					
6.	Anda menggunakan situs jejaring sosial untuk bertemu dengan teman lama/ teman baru					
7.	Anda menggunakan situs jejaring sosial untuk mengirim pesan					

8.	Anda membuka situs jejaring sosial melalui telepon selular					
9.	Anda sering membuka situs jejaring sosial di kantor					
10.	Anda sering membuka situs jejaring sosial di cafe					

III. Kepuasan/ Ketidakpuasan

No.	Pernyataan	STS	TS	N	S	SS
1.	Anda menggunakan *Blackberry* karena tidak puas dengan telepon selular lama					
2.	Anda menggunakan *Blackberry* karena *fitur Blackberry Messenger* yang berbeda dari telepon selular lama					
3.	Anda menggunakan *Blackberry* karena ponsel tersebut memiliki *fitur push-mail* yang berbeda dari telepon selular lama					
4.	Anda menggunakan *Blackberry* karena tampilan yang menarik daripada telepon selular lama					
5.	Anda menggunakan *Blackberry* karena modelnya bervariasi dari telepon selular lama					
6.	Anda tidak puas dengan model dari telepon selular lama					
7.	Anda tidak puas dengan fitur yang ada di dalam telepon selular lama					
8.	Anda tidak puas dengan tampilan yang ada ditelepon selular lama					

IV. *Brand Switching* (Perpindahan Merek)

No.	Pernyataan	STS	TS	N	S	SS
1.	Anda berpindah merek dari telepon selular ke *Blackberry* karena telepon selular lama sering mengalami kerusakan (*hang*)					
2.	Anda berpindah merek dari telepon selular ke *Blackberry* karena sudah bosan dengan model telepon selular lama					
3.	Anda berpindah merek telepon selular karena teknologi yang terdapat pada *Blackberry* lebih canggih					
4.	Anda berpindah merek telepon selular ke *Blackberry* karena *fitur* di dalam *Blackberry* terdapat *Blackberry Messenger*					

5.	Anda berpindah merek telepon selular ke *Blackberry* karena *fitur* multimedia (seperti kamera, video, musik, kapasitas memori dll) yang ditawarkan lebih berkompeten					
6.	Anda berpindah merek telepon selular ke *Blackberry* karena anda tergiur dengan promosi dari *Blackberry* yang menawarkan hadiah menarik ketika pembelian					

TERIMA KASIH

Lmpiran 3: Analisis Validitas dan Reliabilitas

1. ACTIVITIES

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.521
Bartlett's Test of Sphericity	Approx. Chi-Square	43.305
	df	28
	Sig.	.033

Anti-image Matrices

		Activ_1	Activ_2	Activ_3	Activ_4	Activ_5	Activ_6	Activ_7	Activ_8
Anti-image Covariance	Activ_1	.555	-.310	-.035	.045	.188	.083	-.038	.120
	Activ_2	-.310	.451	-.087	-.103	-.185	-.160	-.045	-.065
	Activ_3	-.035	-.087	.827	-.056	.085	-.162	.035	.068
	Activ_4	.045	-.103	-.056	.861	.035	-.161	-.018	.030
	Activ_5	.188	-.185	.085	.035	.783	.106	-.172	.227
	Activ_6	.083	-.160	-.162	-.161	.106	.730	-.059	-.023
	Activ_7	-.038	-.045	.035	-.018	-.172	-.059	.590	-.340
	Activ_8	.120	-.065	.068	.030	.227	-.023	-.340	.579
Anti-image Correlation	Activ_1	.469[a]	-.619	-.052	.065	.285	.130	-.067	.211
	Activ_2	-.619	.550[a]	-.142	-.165	-.311	-.278	-.087	-.126
	Activ_3	-.052	-.142	.753[a]	-.066	.105	-.208	.049	.098
	Activ_4	.065	-.165	-.066	.745[a]	.043	-.203	-.025	.042
	Activ_5	.285	-.311	.105	.043	.190[a]	.141	-.253	.337
	Activ_6	.130	-.278	-.208	-.203	.141	.675[a]	-.089	-.035
	Activ_7	-.067	-.087	.049	-.025	-.253	-.089	.517[a]	-.582
	Activ_8	.211	-.126	.098	.042	.337	-.035	-.582	.434[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Activ_1	1.000	.532
Activ_2	1.000	.796
Activ_3	1.000	.489
Activ_4	1.000	.293
Activ_5	1.000	.774
Activ_6	1.000	.514
Activ_7	1.000	.800
Activ_8	1.000	.815

Extraction Method: Principal Component Analysis.

REVISI_1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.615
Bartlett's Test of Sphericity	Approx. Chi-Square	37.561
	df	21
	Sig.	.015

Anti-image Matrices

		Activ_1	Activ_2	Activ_3	Activ_4	Activ_6	Activ_7	Activ_8
Anti-image Covariance	Activ_1	.604	-.320	-.061	.040	.063	.004	.08
	Activ_2	-.320	.500	-.075	-.105	-.152	-.101	-.01
	Activ_3	-.061	-.075	.837	-.060	-.179	.057	.04
	Activ_4	.040	-.105	-.060	.863	-.169	-.011	.02
	Activ_6	.063	-.152	-.179	-.169	.745	-.039	-.06
	Activ_7	.004	-.101	.057	-.011	-.039	.631	-.35
	Activ_8	.080	-.014	.049	.022	-.062	-.350	.65
Anti-image Correlation	Activ_1	.554[a]	-.582	-.086	.055	.094	.006	.12
	Activ_2	-.582	.612[a]	-.116	-.160	-.249	-.181	-.02
	Activ_3	-.086	-.116	.760[a]	-.071	-.226	.079	.06
	Activ_4	.055	-.160	-.071	.749[a]	-.211	-.014	.02
	Activ_6	.094	-.249	-.226	-.211	.705[a]	-.056	-.08
	Activ_7	.006	-.181	.079	-.014	-.056	.564[a]	-.54
	Activ_8	.127	-.024	.066	.029	-.088	-.545	.533

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Activ_1	1.000	.856
Activ_2	1.000	.797
Activ_3	1.000	.480
Activ_4	1.000	.567
Activ_6	1.000	.627
Activ_7	1.000	.775
Activ_8	1.000	.773

Extraction Method: Principal Component Analysis.

REVISI_2

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.574
Bartlett's Test of Sphericity	Approx. Chi-Square	33.377
	df	15
	Sig.	.004

Anti-image Matrices

		Activ_1	Activ_2	Activ_4	Activ_6	Activ_7	Activ_8
Anti-image Covariance	Activ_1	.609	-.332	.036	.054	.008	.08
	Activ_2	-.332	.506	-.112	-.180	-.098	-.00
	Activ_4	.036	-.112	.867	-.193	-.007	.02
	Activ_6	.054	-.180	-.193	.785	-.028	-.05
	Activ_7	.008	-.098	-.007	-.028	.635	-.35
	Activ_8	.084	-.009	.026	-.054	-.357	.65
Anti-image Correlation	Activ_1	.516[a]	-.598	.049	.077	.013	.13
	Activ_2	-.598	.571[a]	-.170	-.285	-.173	-.01
	Activ_4	.049	-.170	.698[a]	-.234	-.009	.03
	Activ_6	.077	-.285	-.234	.690[a]	-.039	-.07
	Activ_7	.013	-.173	-.009	-.039	.565[a]	-.55
	Activ_8	.134	-.016	.034	-.076	-.553	.525

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Activ_1	1.000	.614
Activ_2	1.000	.762
Activ_4	1.000	.279
Activ_6	1.000	.415
Activ_7	1.000	.742
Activ_8	1.000	.788

Extraction Method: Principal Component Analysis.

REVISI_3

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.543
Bartlett's Test of Sphericity	Approx. Chi-Square	30.023
	df	10
	Sig.	.001

Anti-image Matrices

		Activ_1	Activ_2	Activ_6	Activ_7	Activ_8
Anti-image Covariance	Activ_1	.610	-.338	.065	.008	.084
	Activ_2	-.338	.521	-.223	-.102	-.006
	Activ_6	.065	-.223	.830	-.031	-.051
	Activ_7	.008	-.102	-.031	.635	-.357
	Activ_8	.084	-.006	-.051	-.357	.657
Anti-image Correlation	Activ_1	.507[a]	-.600	.092	.013	.132
	Activ_2	-.600	.536[a]	-.339	-.177	-.011
	Activ_6	.092	-.339	.640[a]	-.043	-.070
	Activ_7	.013	-.177	-.043	.559[a]	-.553
	Activ_8	.132	-.011	-.070	-.553	.526[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Activ_1	1.000	.734
Activ_2	1.000	.811
Activ_6	1.000	.364
Activ_7	1.000	.747
Activ_8	1.000	.784

Extraction Method: Principal Component Analysis.

REVISI_4

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.510
Bartlett's Test of Sphericity	Approx. Chi-Square	25.415
	df	6
	Sig.	.000

Anti-image Matrices

		Activ_1	Activ_2	Activ_7	Activ_8
Anti-image Covariance	Activ_1	.616	-.365	.011	.089
	Activ_2	-.365	.589	-.125	-.023
	Activ_7	.011	-.125	.636	-.362
	Activ_8	.089	-.023	-.362	.660
Anti-image Correlation	Activ_1	.492[a]	-.607	.017	.139
	Activ_2	-.607	.516[a]	-.204	-.036
	Activ_7	.017	-.204	.526[a]	-.558
	Activ_8	.139	-.036	-.558	.506[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Activ_1	1.000	.823
Activ_2	1.000	.811
Activ_7	1.000	.788
Activ_8	1.000	.799

Extraction Method: Principal Component Analysis.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.573	4

Item Statistics

	Mean	Std. Deviation	N
Activ_1	4.40	.724	30
Activ_2	3.77	.774	30
Activ_7	4.13	1.042	30
Activ_8	4.13	.900	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Activ_1	12.03	4.102	.226	.588
Activ_2	12.67	3.471	.423	.455
Activ_7	12.30	2.631	.465	.398
Activ_8	12.30	3.390	.329	.523

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.43	5.289	2.300	4

2. INTEREST

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.449
Bartlett's Test of Sphericity	Approx. Chi-Square	72.598
	df	15
	Sig.	.000

Anti-image Matrices

		Interest_1	Interest_2	Interest_3	Interest_4	Interest_5	Interest_6
Anti-image Covariance	Interest_1	.336	-.158	.007	.123	-.192	-.23
	Interest_2	-.158	.202	-.160	-.188	.191	.15
	Interest_3	.007	-.160	.473	.123	-.213	-.08
	Interest_4	.123	-.188	.123	.323	-.226	-.21
	Interest_5	-.192	.191	-.213	-.226	.503	.17
	Interest_6	-.232	.151	-.089	-.215	.178	.57

Anti-image Correlation	Interest_1	.557[a]	-.606	.017	.375	-.467	-.53
	Interest_2	-.606	.422[a]	-.518	-.734	.598	.44
	Interest_3	.017	-.518	.626[a]	.313	-.436	-.17
	Interest_4	.375	-.734	.313	.435[a]	-.560	-.50
	Interest_5	-.467	.598	-.436	-.560	.263[a]	.33
	Interest_6	-.530	.445	-.172	-.502	.332	.370

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Interest_1	1.000	.700
Interest_2	1.000	.657
Interest_3	1.000	.559
Interest_4	1.000	.579
Interest_5	1.000	.240
Interest_6	1.000	.304

Extraction Method: Principal Component Analysis.

REVISI_1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.647
Bartlett's Test of Sphericity	Approx. Chi-Square	55.294
	df	10
	Sig.	.000

Anti-image Matrices

		Interest_1	Interest_2	Interest_3	Interest_4	Interest_6
Anti-image Covariance	Interest_1	.430	-.170	-.118	.069	-.236
	Interest_2	-.170	.315	-.153	-.231	.146
	Interest_3	-.118	-.153	.584	.049	-.020
	Interest_4	.069	-.231	.049	.471	-.222
	Interest_6	-.236	.146	-.020	-.222	.641
Anti-image Correlation	Interest_1	.696[a]	-.461	-.235	.154	-.450
	Interest_2	-.461	.609[a]	-.357	-.602	.326
	Interest_3	-.235	-.357	.814[a]	.093	-.032
	Interest_4	.154	-.602	.093	.620[a]	-.404
	Interest_6	-.450	.326	-.032	-.404	.510[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Interest_1	1.000	.695
Interest_2	1.000	.737
Interest_3	1.000	.539
Interest_4	1.000	.573
Interest_6	1.000	.322

Extraction Method: Principal Component Analysis.

REVISI_2

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.736
Bartlett's Test of Sphericity	Approx. Chi-Square	44.037
	df	6
	Sig.	.000

Anti-image Matrices

		Interest_1	Interest_2	Interest_3	Interest_4
Anti-image Covariance	Interest_1	.539	-.162	-.157	-.019
	Interest_2	-.162	.352	-.166	-.242
	Interest_3	-.157	-.166	.585	.050
	Interest_4	-.019	-.242	.050	.563
Anti-image Correlation	Interest_1	.807[a]	-.373	-.279	-.034
	Interest_2	-.373	.680[a]	-.367	-.544
	Interest_3	-.279	-.367	.783[a]	.087
	Interest_4	-.034	-.544	.087	.708[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Interest_1	1.000	.666
Interest_2	1.000	.820
Interest_3	1.000	.593
Interest_4	1.000	.553

Extraction Method: Principal Component Analysis.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.827	4

Item Statistics

	Mean	Std. Deviation	N
Interest_1	2.87	.937	30
Interest_2	2.90	1.062	30
Interest_3	2.93	.907	30
Interest_4	3.17	.913	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Interest_1	9.00	5.793	.657	.779
Interest_2	8.97	4.792	.800	.707
Interest_3	8.93	6.133	.597	.806
Interest_4	8.70	6.217	.568	.818

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.87	9.637	3.104	4

3. OPINI

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.729
Bartlett's Test of Sphericity	Approx. Chi-Square	127.575
	df	45
	Sig.	.000

Anti-image Matrices

		Opini_1	Opini_2	Opini_3	Opini_4	Opini_5	Opini_6	Opini_7	Opini_8	Opini_9	Opini_
Anti-image Covariance	Opini_1	.531	-.161	.152	-.113	-.054	.139	-.010	-.076	.126	.(
	Opini_2	-.161	.253	-.128	-.057	.051	-.027	.096	-.074	-.103	-.(
	Opini_3	.152	-.128	.589	.013	-.245	.044	-.159	.003	.037	.(
	Opini_4	-.113	-.057	.013	.216	-.092	-.190	-.096	.121	-.063	-.(
	Opini_5	-.054	.051	-.245	-.092	.702	.033	.076	-.091	.000	.(
	Opini_6	.139	-.027	.044	-.190	.033	.368	.064	-.149	.067	.(
	Opini_7	-.010	.096	-.159	-.096	.076	.064	.459	-.145	-.096	-.(
	Opini_8	-.076	-.074	.003	.121	-.091	-.149	-.145	.396	-.115	-.(
	Opini_9	.126	-.103	.037	-.063	.000	.067	-.096	-.115	.320	-.(
	Opini_10	.082	-.077	.018	-.047	.053	.074	-.076	-.009	-.072	.6
Anti-image Correlation	Opini_1	.535[a]	-.438	.271	-.333	-.088	.313	-.020	-.166	.305	.1
	Opini_2	-.438	.784[a]	-.332	-.243	.122	-.089	.280	-.232	-.361	-.1
	Opini_3	.271	-.332	.687[a]	.037	-.381	.095	-.307	.007	.086	.0
	Opini_4	-.333	-.243	.037	.694[a]	-.236	-.675	-.304	.414	-.238	-.1
	Opini_5	-.088	.122	-.381	-.236	.718[a]	.065	.134	-.172	.000	.0
	Opini_6	.313	-.089	.095	-.675	.065	.624[a]	.157	-.390	.194	.1
	Opini_7	-.020	.280	-.307	-.304	.134	.157	.757[a]	-.340	-.250	-.1
	Opini_8	-.166	-.232	.007	.414	-.172	-.390	-.340	.737[a]	-.322	-.0
	Opini_9	.305	-.361	.086	-.238	.000	.194	-.250	-.322	.812[a]	-.1
	Opini_10	.140	-.191	.030	-.127	.078	.153	-.140	-.018	-.159	.8

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Opini_1	1.000	.609
Opini_2	1.000	.778
Opini_3	1.000	.751
Opini_4	1.000	.792
Opini_5	1.000	.791
Opini_6	1.000	.559
Opini_7	1.000	.656
Opini_8	1.000	.589
Opini_9	1.000	.768
Opini_10	1.000	.612

Extraction Method: Principal Component Analysis.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.864	10

Item Statistics

	Mean	Std. Deviation	N
Opini_1	4.20	.761	30
Opini_2	3.53	1.279	30
Opini_3	2.93	1.015	30
Opini_4	3.50	1.075	30
Opini_5	3.30	.915	30
Opini_6	3.47	1.074	30
Opini_7	3.57	.858	30

Opini_8	2.97	1.066	30
Opini_9	3.07	1.112	30
Opini_10	3.63	.850	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Opini_1	29.97	41.826	.359	.866
Opini_2	30.63	32.723	.791	.830
Opini_3	31.23	39.289	.442	.862
Opini_4	30.67	35.195	.752	.835
Opini_5	30.87	40.533	.392	.864
Opini_6	30.70	37.803	.528	.855
Opini_7	30.60	38.869	.592	.850
Opini_8	31.20	36.303	.661	.843
Opini_9	31.10	35.128	.726	.837
Opini_10	30.53	40.051	.480	.858

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
34.17	45.937	6.778	10

4. SOCIAL NETWORK

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.830
Bartlett's Test of Sphericity	Approx. Chi-Square	215.419
	df	55
	Sig.	.000

Anti-image Matrices

	Soc_Net 1	Soc_Net 2	Soc_Net 3	Soc_Net 4	Soc_Net 5	Soc_Net 6	Soc_Net 7	Soc_Net 8	Soc_Net 9	Soc_Net 10	Soc_Net1 1
Soc_Net1	.254	-.023	-.095	-.181	.028	-.021	.028	-.044	.014	-.055	.039
Soc_Net2	-.023	.244	-.015	-.067	-.028	-.040	-.057	-.055	.039	.050	-.038
Soc_Net3	-.095	-.015	.396	.062	-.052	.020	-.079	-.052	-.014	.067	-.033
Soc_Net4	-.181	-.067	.062	.331	-.026	.027	-.036	.038	.029	-.086	-.010
Soc_Net5	.028	-.028	-.052	-.026	.343	-.155	.014	.034	-.099	.086	.058
Soc_Net6	-.021	-.040	.020	.027	-.155	.173	-.008	-.052	.083	-.133	-.056
Soc_Net7	.028	-.057	-.079	-.036	.014	-.008	.317	-.073	-.080	.013	.018
Soc_Net8	-.044	-.055	-.052	.038	.034	-.052	-.073	.194	-.031	.028	-.042
Soc_Net9	.014	.039	-.014	.029	-.099	.083	-.080	-.031	.309	-.164	-.180

Soc_Net10	-.055	.050	.067	-.086	.086	-.133	.013	.028	-.164	.467	.065
Soc_Net11	.039	-.038	-.033	-.010	.058	-.056	.018	-.042	-.180	.065	.294
Soc_Net1	.812[a]	-.094	-.299	-.624	.095	-.102	.100	-.200	.048	-.159	.144
Soc_Net2	-.094	.928[a]	-.048	-.234	-.096	-.194	-.206	-.255		.147	-.142
Soc_Net3	-.299	-.048	.911[a]	.171	-.140	.075	-.222	-.186	-.040	.156	-.096
Soc_Net4	-.624	-.234	.171	.750[a]	-.078	.112	-.112	.150	.091	-.219	-.032
Soc_Net5	.095	-.096	-.140	-.078	.796[a]	-.634	.043	.133	-.305	.214	.184
Soc_Net6	-.102	-.194	.075	.112	-.634	.787[a]	-.036	-.285	.359	-.468	-.250
Soc_Net7	.100	-.206	-.222	-.112	.043	-.036	.922[a]	-.296	-.254	.034	.060
Soc_Net8	-.200	-.255	-.186	.150	.133	-.285	-.296	.906[a]	-.128	.094	-.178
Soc_Net9	.048	.143	-.040	.091	-.305	.359	-.254	-.128	.682[a]	-.431	-.596
Soc_Net10	-.159	.147	.156	-.219	.214	-.468	.034	.094	-.431	.677[a]	.176
Soc_Net11	.144	-.142	-.096	-.032	.184	-.250	.060	-.178	-.596	.176	.821[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Soc_Net1	1.000	.815
Soc_Net2	1.000	.759
Soc_Net3	1.000	.621
Soc_Net4	1.000	.790
Soc_Net5	1.000	.533
Soc_Net6	1.000	.753
Soc_Net7	1.000	.727
Soc_Net8	1.000	.825
Soc_Net9	1.000	.641
Soc_Net10	1.000	.423
Soc_Net11	1.000	.768

Extraction Method: Principal Component Analysis.

REVISI_1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.848
Bartlett's Test of Sphericity	Approx. Chi-Square	199.442
	df	45
	Sig.	.000

Anti-image Matrices

	Soc_Net 1	Soc_Net 2	Soc_Net 3	Soc_Net 4	Soc_Net 5	Soc_Net 6	Soc_Net 7	Soc_Net 8	Soc_Net 9	Soc_Net 11
Soc_Net1	.260	-.018	-.091	-.206	.041	-.049	.031	-.042	-.007	.050
Soc_Net2	-.018	.250	-.023	-.062	-.039	-.034	-.060	-.060	.071	-.047
Soc_Net3	-.091	-.023	.406	.080	-.069	.051	-.083	-.058	.012	-.045
Soc_Net4	-.206	-.062	.080	.348	-.011	.003	-.036	.046	-.002	.002
Soc_Net5	.041	-.039	-.069	-.011	.359	-.175	.012	.031	-.089	.050
Soc_Net6	-.049	-.034	.051	.003	-.175	.222	-.006	-.057	.057	-.050
Soc_Net7	.031	-.060	-.083	-.036	.012	-.006	.317	-.075	-.092	.017
Soc_Net8	-.042	-.060	-.058	.046	.031	-.057	-.075	.196	-.027	-.048
Soc_Net9	-.007	.071	.012	-.002	-.089	.057	-.092	-.027	.380	-.199
Soc_Net11	.050	-.047	-.045	.002	.050	-.050	.017	-.048	-.199	.303
Soc_Net1	.776[a]	-.072	-.281	-.684	.134	-.203	.107	-.188	-.023	.177
Soc_Net2	-.072	.923[a]	-.073	-.209	-.131	-.144	-.214	-.273	.231	-.173
Soc_Net3	-.281	-.073	.899[a]	.213	-.180	.170	-.230	-.205	.031	-.128
Soc_Net4	-.684	-.209	.213	.717[a]	-.032	.010	-.107	.176	-.005	.007
Soc_Net5	.134	-.131	-.180	-.032	.814[a]	-.619	.037	.116	-.241	.152
Soc_Net6	-.203	-.144	.170	.010	-.619	.841[a]	-.023	-.273	.197	-.192
Soc_Net7	.107	-.214	-.230	-.107	.037	-.023	.917[a]	-.300	-.266	.055
Soc_Net8	-.188	-.273	-.205	.176	.116	-.273	-.300	.902[a]	-.097	-.198
Soc_Net9	-.023	.231	.031	-.005	-.241	.197	-.266	-.097	.755[a]	-.586

Soc_Net11	.177	-.173	-.128	.007	.152	-.192	.055	-.198	-.586	.831[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Soc_Net1	1.000	.825
Soc_Net2	1.000	.795
Soc_Net3	1.000	.620
Soc_Net4	1.000	.772
Soc_Net5	1.000	.537
Soc_Net6	1.000	.737
Soc_Net7	1.000	.726
Soc_Net8	1.000	.829
Soc_Net9	1.000	.717
Soc_Net11	1.000	.784

Extraction Method: Principal Component Analysis.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.909	10

Item Statistics

	Mean	Std. Deviation	N
Soc_Net1	3.87	.860	30
Soc_Net2	4.17	.791	30
Soc_Net3	3.53	1.074	30
Soc_Net4	4.17	.913	30
Soc_Net5	4.07	.907	30
Soc_Net6	4.13	.776	30
Soc_Net7	3.90	.845	30
Soc_Net8	3.87	.819	30
Soc_Net9	2.83	1.117	30
Soc_Net11	3.30	.988	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Soc_Net1	33.97	38.654	.618	.902
Soc_Net2	33.67	37.471	.816	.892
Soc_Net3	34.30	35.803	.704	.898
Soc_Net4	33.67	40.092	.439	.913
Soc_Net5	33.77	37.909	.651	.901
Soc_Net6	33.70	37.941	.780	.894
Soc_Net7	33.93	37.237	.781	.893
Soc_Net8	33.97	36.792	.859	.889
Soc_Net9	35.00	37.586	.524	.911
Soc_Net11	34.53	36.947	.673	.899

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
37.83	46.006	6.783	10

5. SATISFACTION

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.603
Bartlett's Test of Sphericity	Approx. Chi-Square	148.621
	df	36
	Sig.	.000

Anti-image Matrices

		Satis_1	Satis_2	Satis_3	Satis_4	Satis_5	Satis_6	Satis_7	Satis_8	Satis_9
Anti-image Covariance	Satis_1	.427	-.072	-.088	-.022	-.093	-.005	.026	.076	-.12
	Satis_2	-.072	.365	-.210	-.084	.004	-.176	.050	-.101	.05
	Satis_3	-.088	-.210	.424	-.004	.065	.115	.028	-.050	-.01
	Satis_4	-.022	-.084	-.004	.207	-.145	.164	-.097	.003	.06
	Satis_5	-.093	.004	.065	-.145	.249	-.067	-.012	.027	-.01
	Satis_6	-.005	-.176	.115	.164	-.067	.389	-.157	.002	.05
	Satis_7	.026	.050	.028	-.097	-.012	-.157	.203	-.018	-.10
	Satis_8	.076	-.101	-.050	.003	.027	.002	-.018	.315	-.15
	Satis_9	-.120	.051	-.016	.062	-.014	.053	-.106	-.150	.19
Anti-image Correlation	Satis_1	.779[a]	-.183	-.207	-.073	-.284	-.013	.088	.208	-.41
	Satis_2	-.183	.532[a]	-.534	-.305	.012	-.467	.186	-.297	.19
	Satis_3	-.207	-.534	.577[a]	-.015	.199	.283	.097	-.138	-.05
	Satis_4	-.073	-.305	-.015	.505[a]	-.639	.577	-.471	.011	.30
	Satis_5	-.284	.012	.199	-.639	.701[a]	-.216	-.054	.097	-.06
	Satis_6	-.013	-.467	.283	.577	-.216	.347[a]	-.560	.006	.19
	Satis_7	.088	.186	.097	-.471	-.054	-.560	.657[a]	-.070	-.53
	Satis_8	.208	-.297	-.138	.011	.097	.006	-.070	.695[a]	-.60
	Satis_9	-.416	.191	-.056	.308	-.062	.194	-.535	-.604	.59

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Satis_1	1.000	.661
Satis_2	1.000	.663
Satis_3	1.000	.872
Satis_4	1.000	.882
Satis_5	1.000	.896
Satis_6	1.000	.495
Satis_7	1.000	.872
Satis_8	1.000	.805
Satis_9	1.000	.807

Extraction Method: Principal Component Analysis.

REVISI_1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.661
Bartlett's Test of Sphericity	Approx. Chi-Square	126.485
	df	28
	Sig.	.000

Anti-image Matrices

		Satis_1	Satis_2	Satis_3	Satis_4	Satis_5	Satis_7	Satis_8	Satis_9
Anti-image Covariance	Satis_1	.427	-.095	-.094	-.029	-.098	.035	.076	-.124
	Satis_2	-.095	.467	-.220	-.019	-.036	-.039	-.128	.100
	Satis_3	-.094	-.220	.462	-.086	.097	.119	-.055	-.036
	Satis_4	-.029	-.019	-.086	.310	-.183	-.066	.003	.061
	Satis_5	-.098	-.036	.097	-.183	.261	-.060	.029	-.005
	Satis_7	.035	-.039	.119	-.066	-.060	.296	-.025	-.129
	Satis_8	.076	-.128	-.055	.003	.029	-.025	.315	-.156
	Satis_9	-.124	.100	-.036	.061	-.005	-.129	-.156	.203
Anti-image Correlation	Satis_1	.765[a]	-.213	-.212	-.080	-.294	.098	.208	-.421
	Satis_2	-.213	.630[a]	-.474	-.050	-.103	-.104	-.333	.324
	Satis_3	-.212	-.474	.530[a]	-.228	.278	.322	-.146	-.118
	Satis_4	-.080	-.050	-.228	.665[a]	-.645	-.219	.009	.244
	Satis_5	-.294	-.103	.278	-.645	.678[a]	-.217	.101	-.021
	Satis_7	.098	-.104	.322	-.219	-.217	.741[a]	-.081	-.525
	Satis_8	.208	-.333	-.146	.009	.101	-.081	.666[a]	-.616
	Satis_9	-.421	.324	-.118	.244	-.021	-.525	-.616	.579[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Satis_1	1.000	.658
Satis_2	1.000	.776
Satis_3	1.000	.848
Satis_4	1.000	.853
Satis_5	1.000	.896
Satis_7	1.000	.844
Satis_8	1.000	.848
Satis_9	1.000	.915

Extraction Method: Principal Component Analysis.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.801	8

Item Statistics

	Mean	Std. Deviation	N
Satis_1	3.23	.971	30
Satis_2	4.20	.714	30
Satis_3	4.17	.648	30
Satis_4	3.57	1.040	30
Satis_5	3.13	1.167	30
Satis_7	2.80	.847	30
Satis_8	3.27	.785	30
Satis_9	3.00	.871	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Satis_1	24.13	15.223	.692	.748
Satis_2	23.17	18.144	.453	.787
Satis_3	23.20	19.683	.228	.812
Satis_4	23.80	15.890	.536	.776
Satis_5	24.23	14.875	.575	.771
Satis_7	24.57	16.461	.616	.763
Satis_8	24.10	17.748	.461	.786
Satis_9	24.37	16.861	.530	.776

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
27.37	21.413	4.627	8

6. BRANDSWITCHING

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.666
Bartlett's Test of Sphericity	Approx. Chi-Square	64.520
	df	21
	Sig.	.000

Anti-image Matrices

		BrSwtch_1	BrSwitch_2	BrSwitch_3	BrSwitch_4	BrSwitch_5	BrSwitch_6	BrSwitch_7
Anti-image Covariance	BrSwtch_1	.635	-.205	.047	-.023	-.028	-.093	-.104
	BrSwitch_2	-.205	.619	-.087	.119	-.094	.026	-.123
	BrSwitch_3	.047	-.087	.405	-.202	-.214	-.158	.010
	BrSwitch_4	-.023	.119	-.202	.808	.067	.099	-.140
	BrSwitch_5	-.028	-.094	-.214	.067	.509	-.084	.188
	BrSwitch_6	-.093	.026	-.158	.099	-.084	.391	-.216
	BrSwitch_7	-.104	-.123	.010	-.140	.188	-.216	.451
Anti-image Correlation	BrSwtch_1	.802[a]	-.328	.094	-.032	-.049	-.187	-.195
	BrSwitch_2	-.328	.767[a]	-.174	.168	-.168	.053	-.233
	BrSwitch_3	.094	-.174	.666[a]	-.353	-.471	-.397	.024
	BrSwitch_4	-.032	.168	-.353	.387[a]	.104	.176	-.232
	BrSwitch_5	-.049	-.168	-.471	.104	.579[a]	-.189	.392
	BrSwitch_6	-.187	.053	-.397	.176	-.189	.702[a]	-.514
	BrSwitch_7	-.195	-.233	.024	-.232	.392	-.514	.600[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
BrSwtch_1	1.000	.652
BrSwitch_2	1.000	.630
BrSwitch_3	1.000	.836
BrSwitch_4	1.000	.885
BrSwitch_5	1.000	.865
BrSwitch_6	1.000	.704
BrSwitch_7	1.000	.810

Extraction Method: Principal Component Analysis.

REVISI

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.701
Bartlett's Test of Sphericity	Approx. Chi-Square	59.788
	df	15
	Sig.	.000

Anti-image Matrices

		BrSwtch_1	BrSwitch_2	BrSwitch_3	BrSwitch_5	BrSwitch_6	BrSwitch_7
Anti-image Covariance	BrSwtch_1	.636	-.208	.048	-.026	-.094	-.115
	BrSwitch_2	-.208	.637	-.068	-.108	.012	-.112
	BrSwitch_3	.048	-.068	.463	-.228	-.157	-.030
	BrSwitch_5	-.026	-.108	-.228	.514	-.097	.213
	BrSwitch_6	-.094	.012	-.157	-.097	.403	-.217
	BrSwitch_7	-.115	-.112	-.030	.213	-.217	.477
Anti-image Correlation	BrSwtch_1	.799[a]	-.327	.088	-.046	-.185	-.208
	BrSwitch_2	-.327	.805[a]	-.125	-.189	.025	-.202
	BrSwitch_3	.088	-.125	.727[a]	-.467	-.364	-.064
	BrSwitch_5	-.046	-.189	-.467	.562[a]	-.212	.430
	BrSwitch_6	-.185	.025	-.364	-.212	.729[a]	-.494
	BrSwitch_7	-.208	-.202	-.064	.430	-.494	.603[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
BrSwtch_1	1.000	.605
BrSwitch_2	1.000	.528
BrSwitch_3	1.000	.766
BrSwitch_5	1.000	.854
BrSwitch_6	1.000	.713
BrSwitch_7	1.000	.782

Extraction Method: Principal Component Analysis.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.788	6

Item Statistics

	Mean	Std. Deviation	N
BrSwtch_1	2.33	.802	30
BrSwitch_2	3.10	.960	30
BrSwitch_3	3.83	.950	30
BrSwitch_5	4.20	.847	30
BrSwitch_6	3.43	1.165	30
BrSwitch_7	2.40	1.003	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BrSwtch_1	16.97	12.516	.526	.760
BrSwitch_2	16.20	11.545	.565	.749
BrSwitch_3	15.47	11.361	.607	.739
BrSwitch_5	15.10	13.197	.363	.792
BrSwitch_6	15.87	9.568	.725	.702
BrSwitch_7	16.90	11.955	.459	.775

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.30	16.148	4.018	6

Lampiran 4: Karakteristik Responden

```
[DataSet1] C:\Users\TOSHIBA\Documents\Penelitian dan Artikel\Data
Cut\Data_Blackberry.sav
```

Statistics

		Usia Responden	Jenis kelamin responden	Penghasilan responden	Tingkat Pendidikan responden	Pekerjaan responden
N	Valid	219	219	219	219	219
	Missing	0	0	0	0	0

Frequency Table

Usia Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 20 tahun	11	5.0	5.0	5.0
	20 - 29 tahun	140	63.9	63.9	68.9
	30 - 39 tahun	43	19.6	19.6	88.6
	40 - 49 tahun	18	8.2	8.2	96.8
	> 55 tahun	7	3.2	3.2	100.0
	Total	219	100.0	100.0	

Jenis kelamin responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	83	37.9	37.9	37.9
	Wanita	136	62.1	62.1	100.0
	Total	219	100.0	100.0	

Penghasilan responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rp 1 juta	29	13.2	13.2	13.2
	Rp 1 juta - Rp 5 juta	146	66.7	66.7	79.9
	> Rp 5 juta	44	20.1	20.1	100.0
	Total	219	100.0	100.0	

Tingkat Pendidikan responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	1	.5	.5	.5
	SMP	2	.9	.9	1.4
	SMU	25	11.4	11.4	12.8
	Diploma	22	10.0	10.0	22.8
	S1/S2	169	77.2	77.2	100.0
	Total	219	100.0	100.0	

Pekerjaan responden

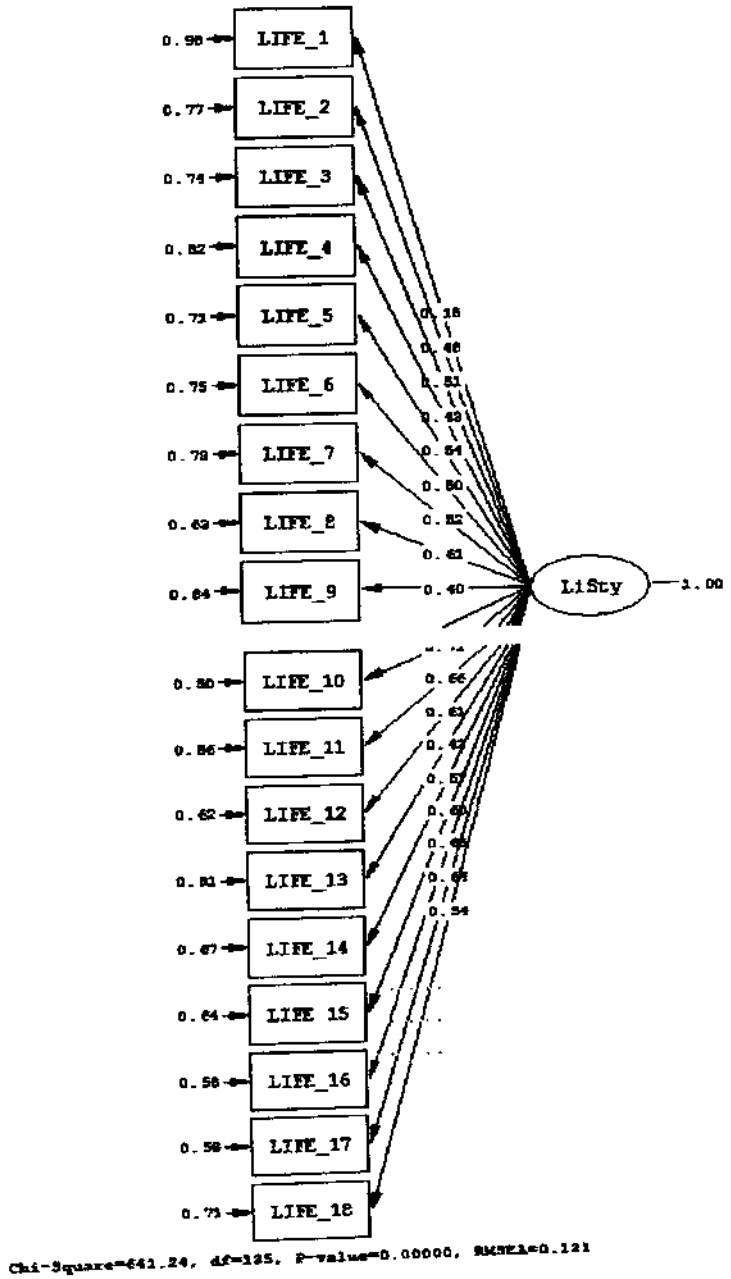
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/Mahasiswa	46	21.0	21.0	21.0
	Pegawai Negeri	31	14.2	14.2	35.2
	Pegawai Swasta	103	47.0	47.0	82.2
	Wiraswasta	26	11.9	11.9	94.1
	Ibu Rumah Tangga	13	5.9	5.9	100.0
	Total	219	100.0	100.0	

Lampiran 5: Uji Kecocokan Model Pengukuran

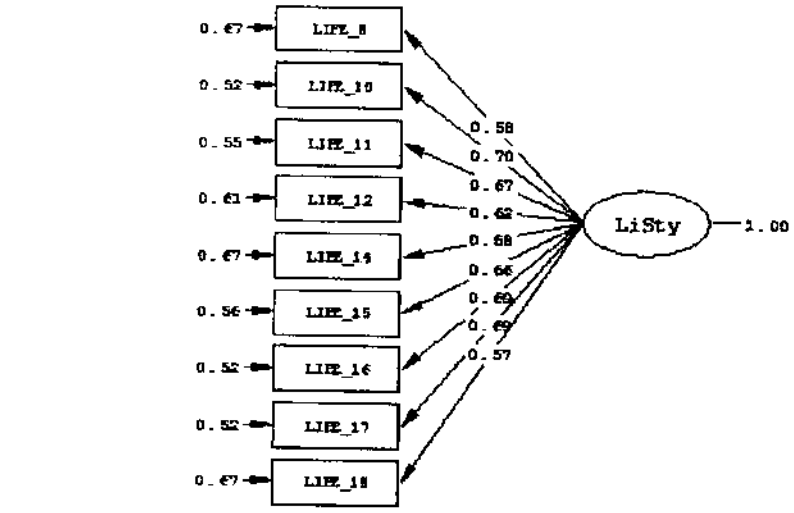
I. MEMERIKSA VALIDITAS VARIABEL TERAMATI

1. Variabel Life Style

Pengujian 1

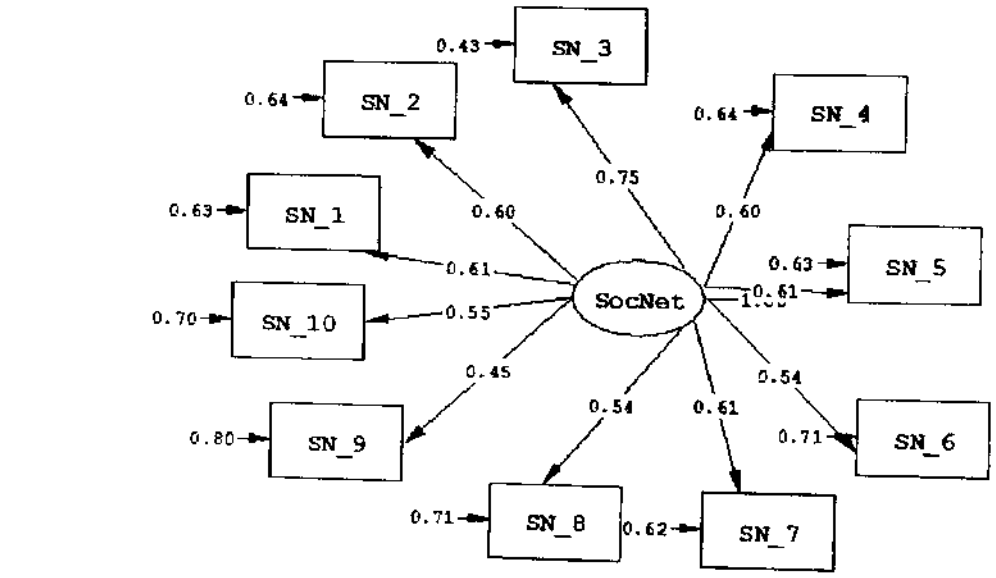


Pengujian *Final*

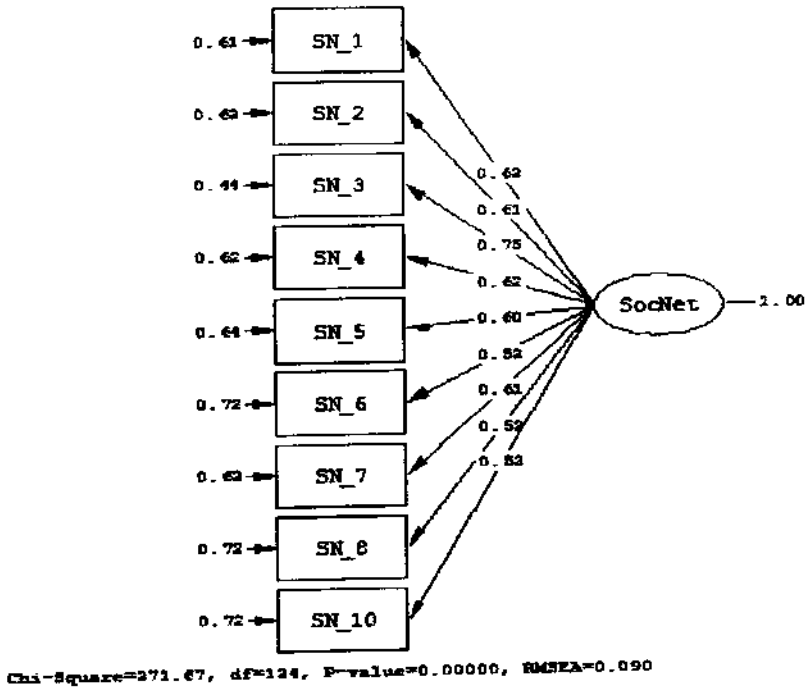


2. Variabel Social Network

Pengujian 1

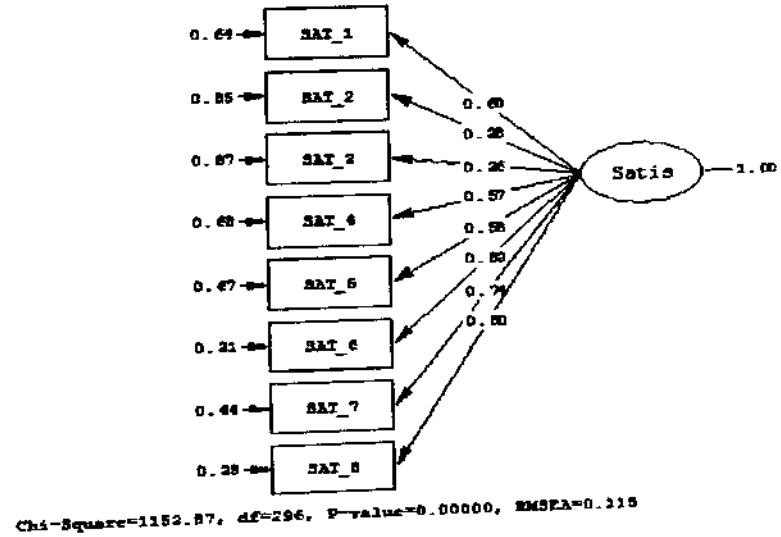


Pengujian Final

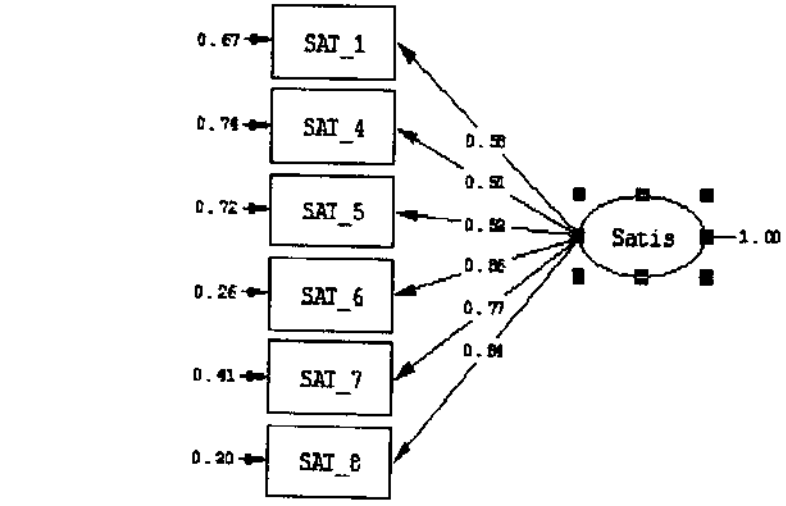


3. Variabel Satisfaction

Pengujian 1:



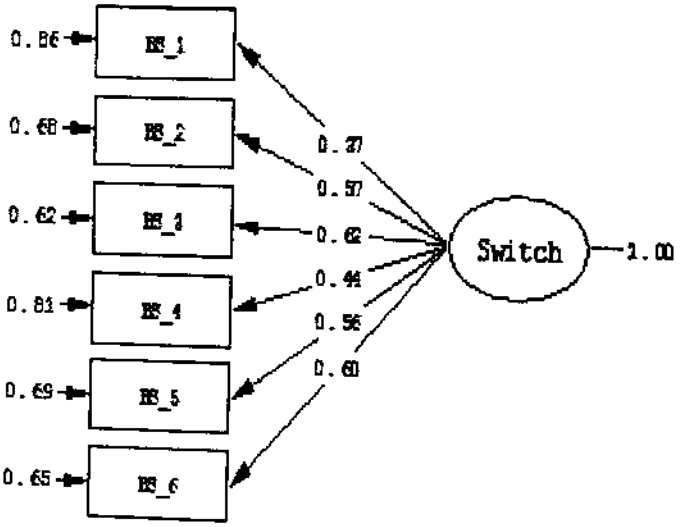
Pengujian Final



Chi-Square=889.97, df=249, P-value=0.00000, RMSEA=0.109

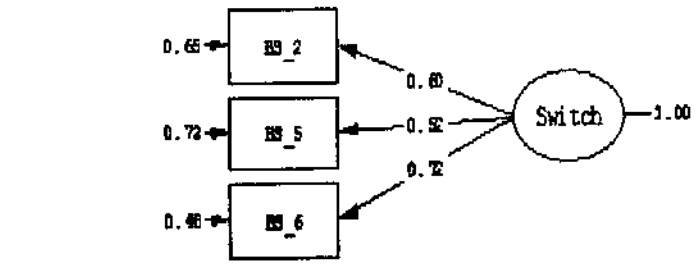
4. Variabel Brand Switching

Pengujian 1



Chi-Square=1409.09, df=299, P-value=0.00000, RMSEA=0.108

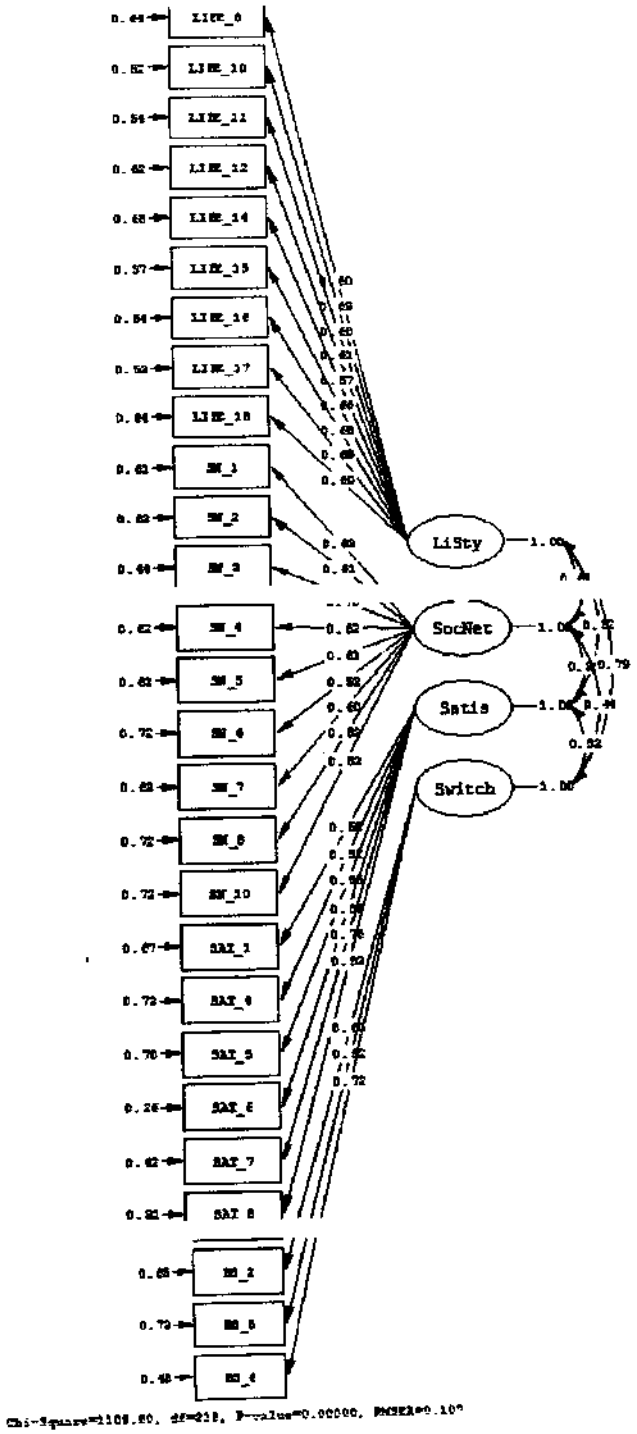
Pengujian Final



Chi-Square=1109.80, df=218, P-value=0.00000, RMSEA=0.107

Semua variabel telah valid dan siap digunakan untuk uji kecocokan model pengukuran

Lampiran 6: Uji Kecocokan Keseluruhan Model Pengukuran



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Goodness of Fit Statistics

Degrees of Freedom = 318
Minimum Fit Function Chi-Square = 1005.52 (P = 0.0)
Normal Theory Weighted Least Squares Chi-Square = 1109.80 (P = 0.0)
Estimated Non-centrality Parameter (NCP) = 791.80
90 Percent Confidence Interval for NCP = (694.11 ; 897.06)

Minimum Fit Function Value = 4.61
Population Discrepancy Function Value (F0) = 3.63
90 Percent Confidence Interval for F0 = (3.18 ; 4.11)
Root Mean Square Error of Approximation (RMSEA) = 0.11
90 Percent Confidence Interval for RMSEA = (0.10 ; 0.11)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 5.64
90 Percent Confidence Interval for ECVI = (5.19 ; 6.12)
ECVI for Saturated Model = 3.47
ECVI for Independence Model = 33.65

Chi-Square for Independence Model with 351 Degrees of Freedom = 7281.21
Independence AIC = 7335.21
Model AIC = 1229.80
Saturated AIC = 756.00
Independence CAIC = 7453.71
Model CAIC = 1493.14
Saturated CAIC = 2415.07

Normed Fit Index (NFI) = 0.86
Non-Normed Fit Index (NNFI) = 0.89
Parsimony Normed Fit Index (PNFI) = 0.78

Comparative Fit Index (CFI) = 0.90
Incremental Fit Index (IFI) = 0.90
Relative Fit Index (RFI) = 0.85

Critical N (CN) = 83.30

Root Mean Square Residual (RMR) = 0.098
Standardized RMR = 0.10
Goodness of Fit Index (GFI) = 0.73
Adjusted Goodness of Fit Index (AGFI) = 0.67
Parsimony Goodness of Fit Index (PGFI) = 0.61

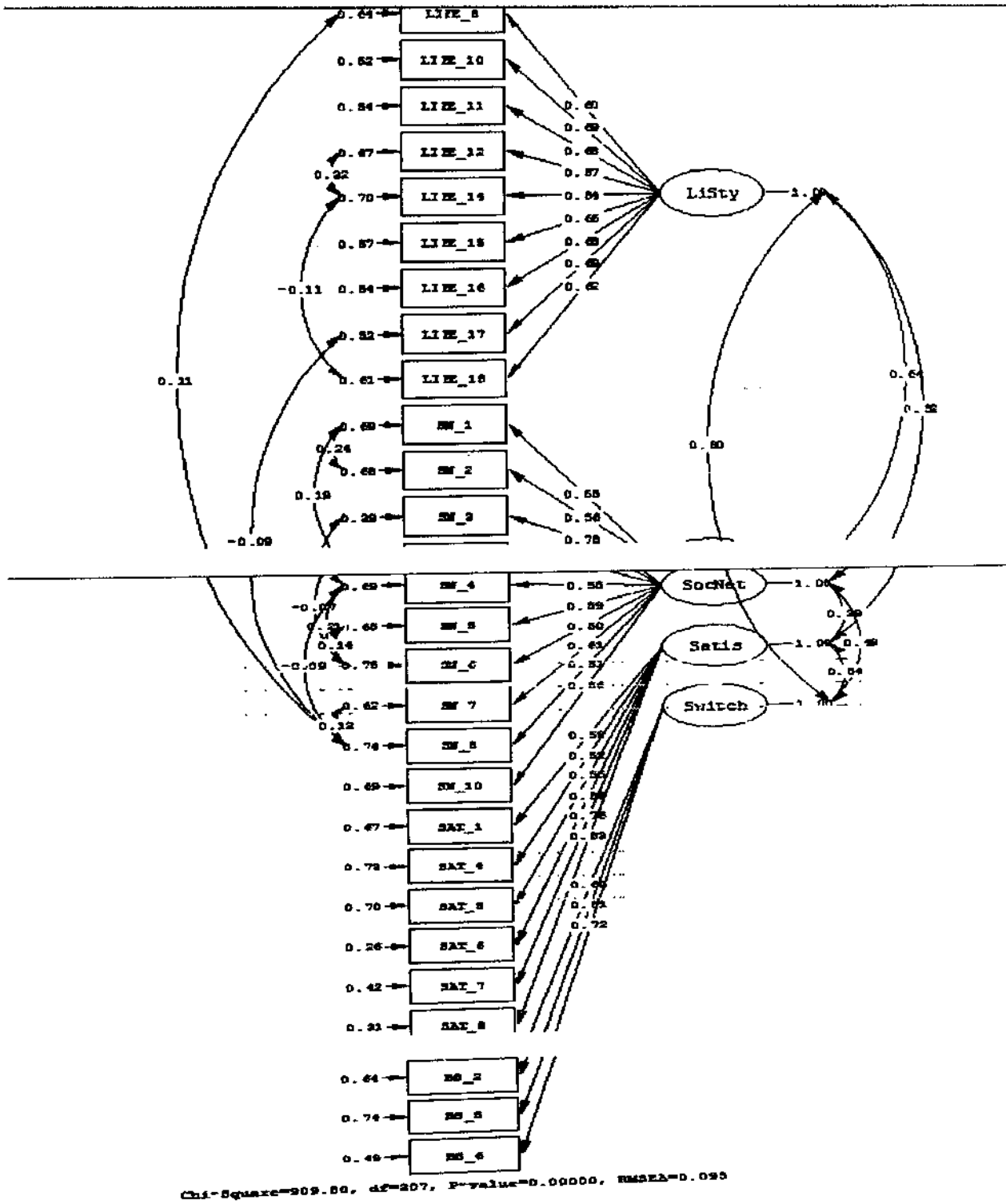
The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
LIFE_18	Switch	9.0	0.38
SN_4	Switch	10.0	-0.19
SN_5	Switch	8.0	0.18
SAT_4	LiSty	51.1	0.56
SAT_4	SocNet	25.6	0.36
SAT_4	Switch	68.6	0.73
SAT_5	LiSty	38.5	0.47
SAT_5	SocNet	10.8	0.23
SAT_5	Switch	67.2	0.69
SAT_7	LiSty	12.1	-0.20
SAT_7	Switch	25.4	-0.33
SAT_8	LiSty	9.9	-0.19
SAT_8	Switch	8.1	-0.19
BS_2	Satis	11.5	0.33
BS_6	Satis	12.2	-0.41

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
LIFE_14	LIFE_12	51.8	0.39
LIFE_18	LIFE_14	13.0	-0.16
SN_2	SN_1	25.3	0.12
SN_4	SN_1	11.9	0.09
SN_6	SN_3	8.4	-0.10
SN_6	SN_4	14.9	0.10
SN_6	SN_5	14.0	0.11
SN_8	LIFE_8	10.0	0.12
SN_8	LIFE_17	9.9	-0.11
SN_8	SN_4	7.9	-0.09
SN_8	SN_7	12.3	0.11
SAT_1	LIFE_12	29.5	0.28
SAT_4	SN_3	10.1	0.15
SAT_4	SN_7	10.7	0.13
SAT_5	SN_4	8.4	-0.11
SAT_5	SN_7	8.1	0.11
SAT_5	SN_10	8.0	0.14
SAT_5	SAT_4	94.5	0.49
SAT_7	SN_2	10.2	0.08
SAT_7	SN_3	19.4	-0.15
SAT_7	SN_6	14.1	0.10
SAT_7	SN_7	12.0	-0.10
SAT_7	SAT_4	30.5	-0.22
SAT_7	SAT_5	31.8	-0.21
SAT_7	SAT_6	8.6	0.10
SAT_8	LIFE_10	16.6	-0.13
SAT_8	SAT_5	15.0	-0.15
SAT_8	SAT_7	25.4	0.17
BS_6	LIFE_17	10.5	0.17
BS_6	SN_2	12.8	-0.13
BS_6	SAT_4	15.9	0.22
BS_6	SAT_5	30.9	0.30
BS_6	SAT_7	10.3	-0.13

Lampiran 7: Respesifikasi



Goodness of Fit Statistics

Degrees of Freedom = 307
Minimum Fit Function Chi-Square = 840.67 (P = 0.0)
Normal Theory Weighted Least Squares Chi-Square = 909.80 (P = 0.0)
Estimated Non-centrality Parameter (NCP) = 602.80
90 Percent Confidence Interval for NCP = (516.11 ; 697.12)

Minimum Fit Function Value = 3.86
Population Discrepancy Function Value (F0) = 2.77
90 Percent Confidence Interval for F0 = (2.37 ; 3.20)
Root Mean Square Error of Approximation (RMSEA) = 0.095
90 Percent Confidence Interval for RMSEA = (0.088 ; 0.10)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 4.82
90 Percent Confidence Interval for ECVI = (4.43 ; 5.26)
ECVI for Saturated Model = 3.47
ECVI for Independence Model = 33.65

Chi-Square for Independence Model with 351 Degrees of Freedom = 7281.21
Independence AIC = 7335.21
Model AIC = 1051.80
Saturated AIC = 756.00
Independence CAIC = 7453.71
Model CAIC = 1363.42
Saturated CAIC = 2415.07

Normed Fit Index (NFI) = 0.88
Non-Normed Fit Index (NNFI) = 0.91
Parsimony Normed Fit Index (PNFI) = 0.77
Comparative Fit Index (CFI) = 0.92
Incremental Fit Index (IFI) = 0.92
Relative Fit Index (RFI) = 0.87

Critical N (CN) = 96.32

Root Mean Square Residual (RMR) = 0.093
Standardized RMR = 0.095
Goodness of Fit Index (GFI) = 0.76
Adjusted Goodness of Fit Index (AGFI) = 0.71
Parsimony Goodness of Fit Index (PGFI) = 0.62

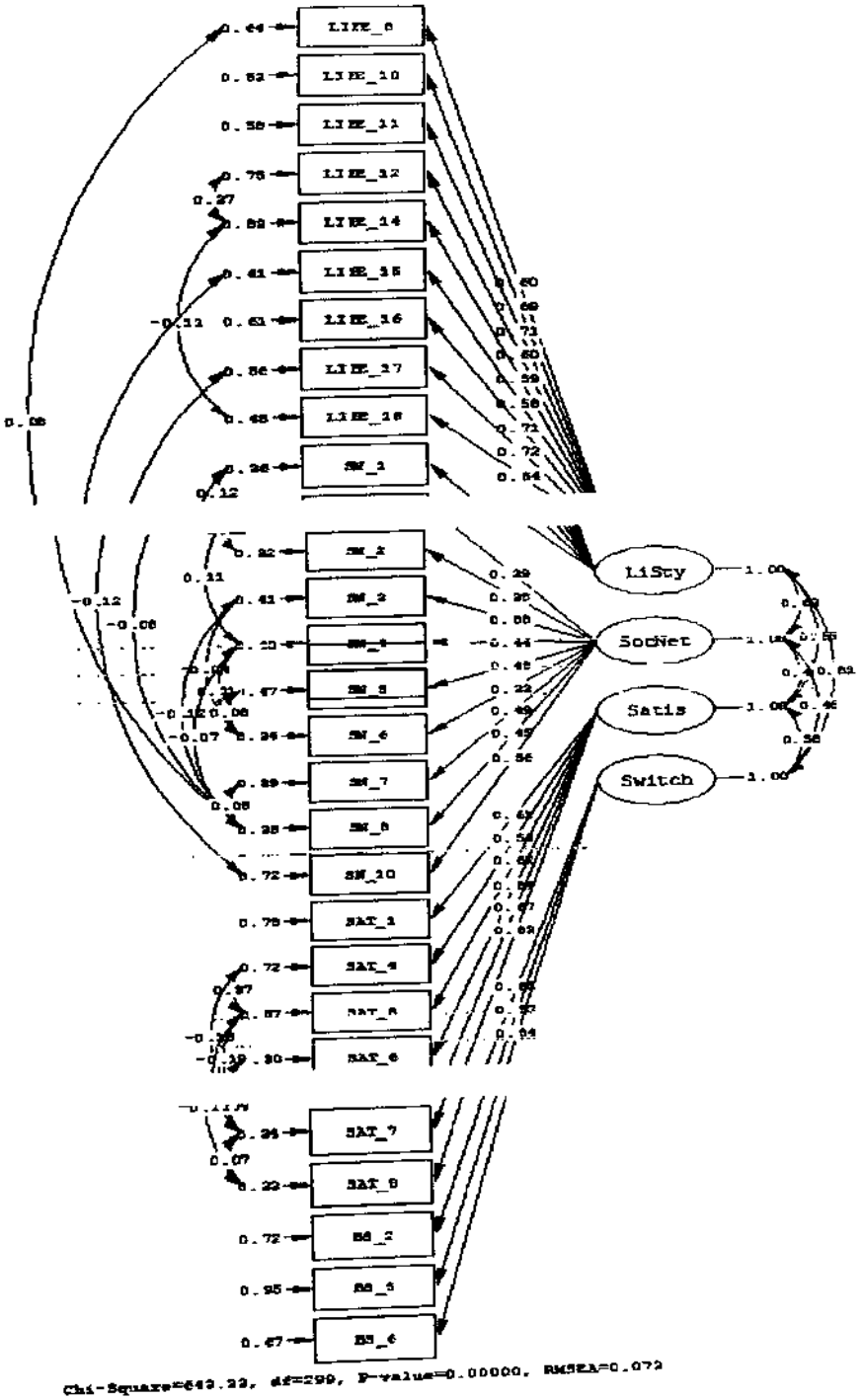
The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
SAT_4	LiSty	53.5	0.57
SAT_4	SocNet	32.6	0.42
SAT_4	Switch	69.9	0.73
SAT_5	LiSty	40.7	0.48
SAT_5	SocNet	16.1	0.28
SAT_5	Switch	67.8	0.70
SAT_7	LiSty	13.8	-0.22
SAT_7	Switch	26.0	-0.33
SAT_8	LiSty	9.2	-0.18
BS_2	Satis	11.0	0.32
BS_6	Satis	11.9	-0.40

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
LIFE_14	LIFE_11	9.2	-0.14
SN_5	SN_4	8.7	0.09
SN_8	SN_3	9.5	-0.12
SN_10	LIFE_15	7.9	-0.11
SAT_1	LIFE_12	26.8	0.24
SAT_4	SN_7	8.4	0.11
SAT_5	SAT_4	94.5	0.49
SAT_7	SN_2	8.6	0.07
SAT_7	SN_3	11.0	-0.11
SAT_7	SN_6	9.0	0.07
SAT_7	SN_7	9.1	-0.08
SAT_7	SAT_4	30.3	-0.21
SAT_7	SAT_5	31.7	-0.21
SAT_7	SAT_6	8.8	0.10
SAT_8	LIFE_10	17.0	-0.14
SAT_8	SAT_5	15.1	-0.15
SAT_8	SAT_7	26.0	0.18
BS_6	SN_2	14.1	-0.13
BS_6	SN_8	7.9	-0.11
BS_6	SAT_4	15.2	0.22
BS_6	SAT_5	30.2	0.29
BS_6	SAT_7	9.9	-0.13

Lampiran 8: Respesifikasi 2



Goodness of Fit Statistics

Degrees of Freedom = 299
Minimum Fit Function Chi-Square = 663.05 (P = 0.0)
Normal Theory Weighted Least Squares Chi-Square = 643.33 (P = 0.0)
Estimated Non-centrality Parameter (NCP) = 344.33
90 Percent Confidence Interval for NCP = (275.06 ; 421.34)

Minimum Fit Function Value = 3.04
Population Discrepancy Function Value (F0) = 1.58
90 Percent Confidence Interval for F0 = (1.26 ; 1.93)
Root Mean Square Error of Approximation (RMSEA) = 0.073
90 Percent Confidence Interval for RMSEA = (0.065 ; 0.080)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 3.68
90 Percent Confidence Interval for ECVI = (3.36 ; 4.03)
ECVI for Saturated Model = 3.47
ECVI for Independence Model = 33.65

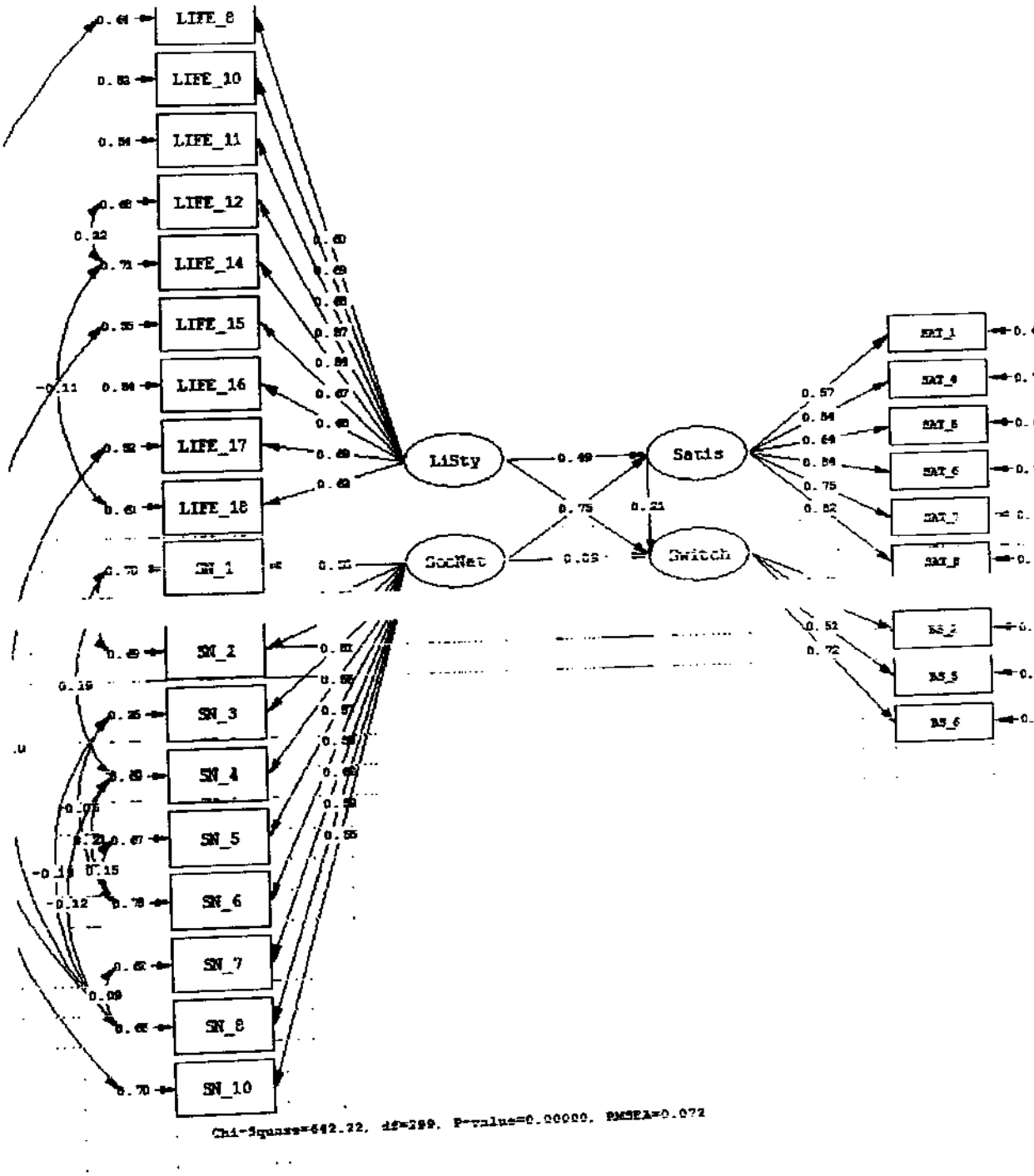
Chi-Square for Independence Model with 351 Degrees of Freedom = 7281.21
Independence AIC = 7335.21
Model AIC = 801.33
Saturated AIC = 756.00
Independence CAIC = 7453.71
Model CAIC = 1148.06
Saturated CAIC = 2415.07

Normed Fit Index (NFI) = 0.91
Non-Normed Fit Index (NNFI) = 0.94
Parsimony Normed Fit Index (PNFI) = 0.77
Comparative Fit Index (CFI) = 0.95
Incremental Fit Index (IFI) = 0.95
Relative Fit Index (RFI) = 0.89

Critical N (CN) = 118.97

Root Mean Square Residual (RMR) = 0.085
Standardized RMR = 0.087
Goodness of Fit Index (GFI) = 0.82
Adjusted Goodness of Fit Index (AGFI) = 0.77
Parsimony Goodness of Fit Index (PGFI) = 0.65

Lampiran 9: Model Struktural



Goodness of Fit Statistics

Degrees of Freedom = 299
Minimum Fit Function Chi-Square = 663.05 (P = 0.0)
Normal Theory Weighted Least Squares Chi-Square = 643.33 (P = 0.0)
Estimated Non-centrality Parameter (NCP) = 344.33
90 Percent Confidence Interval for NCP = (275.06 ; 421.34)

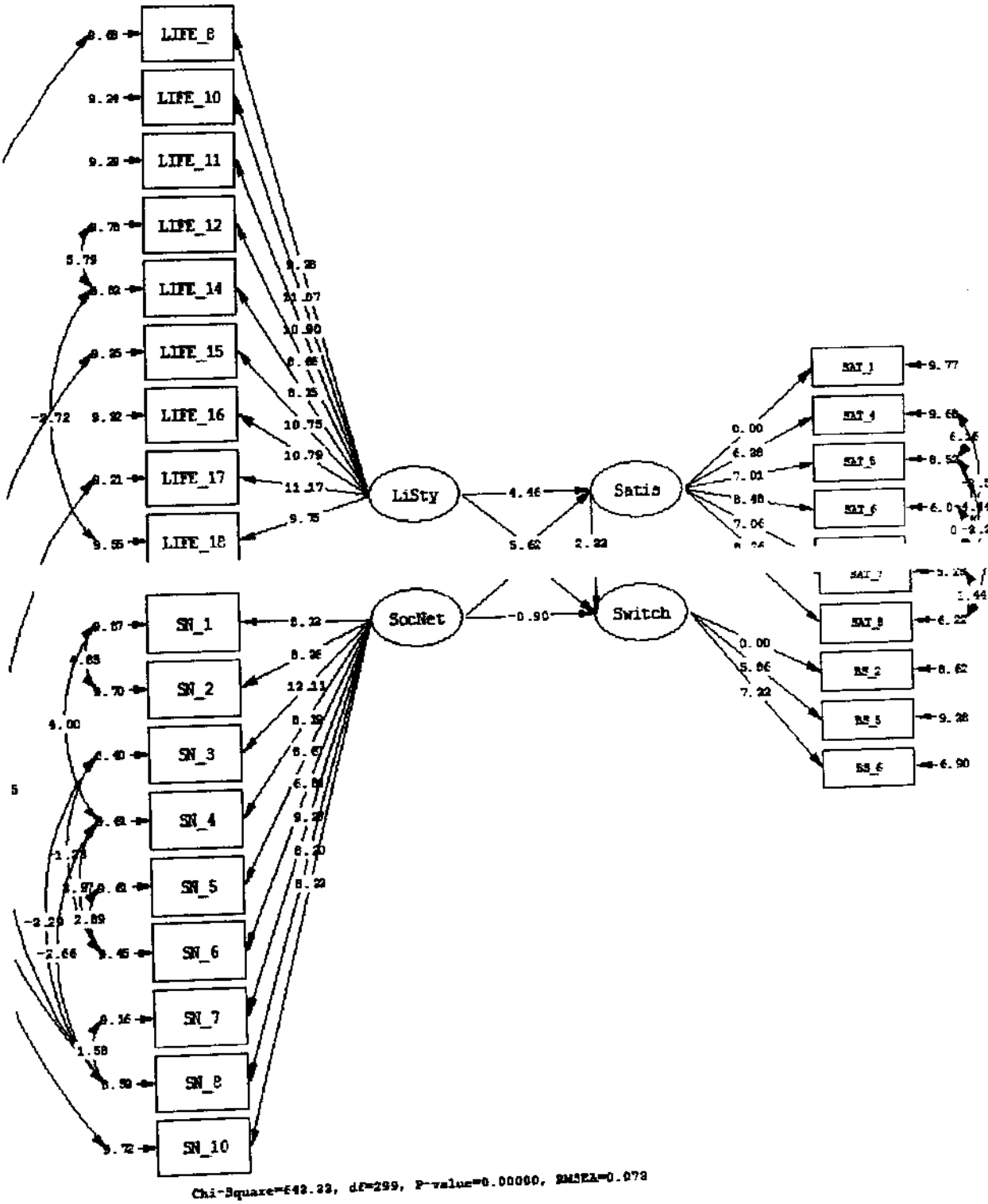
Minimum Fit Function Value = 3.04
Population Discrepancy Function Value (F0) = 1.58
90 Percent Confidence Interval for F0 = (1.26 ; 1.93)
Root Mean Square Error of Approximation (RMSEA) = 0.073
90 Percent Confidence Interval for RMSEA = (0.065 ; 0.080)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 3.68
90 Percent Confidence Interval for ECVI = (3.36 ; 4.03)
ECVI for Saturated Model = 3.47
ECVI for Independence Model = 33.65

Chi-Square for Independence Model with 351 Degrees of Freedom = 7281.21
Independence AIC = 7335.21
Model AIC = 801.33
Saturated AIC = 756.00
Independence CAIC = 7453.71
Model CAIC = 1148.06
Saturated CAIC = 2415.07

Normed Fit Index (NFI) = 0.91
Non-Normed Fit Index (NNFI) = 0.94
Parsimony Normed Fit Index (PNFI) = 0.77
Comparative Fit Index (CFI) = 0.95
Incremental Fit Index (IFI) = 0.95
Relative Fit Index (RFI) = 0.89

Critical N (CN) = 118.97

Root Mean Square Residual (RMR) = 0.085
Standardized RMR = 0.087
Goodness of Fit Index (GFI) = 0.82
Adjusted Goodness of Fit Index (AGFI) = 0.77
Parsimony Goodness of Fit Index (PGFI) = 0.65

Lampiran 10: Hubungan Kausal