

Daftar Pustaka

- Ariszani, M; Suharyono; Kumadji, S. 2015. Pengaruh Citra Perusahaan Terhadap Kepercayaan Serta Dampaknya Pada Minat Beli (Studi pada Penjual *Online* yang Menggunakan Jasa Pengiriman PT. Tiki Jalur Nugraha Ekakurir (JNE)). *Jurnal Administrasi Bisnis* (JAB) Vol. 3 No. 1 Maret 2015.
- Armstrong, dan Kotler 2003, *Dasar-dasar Pemasaran*, Jilid 1, Edisi Kesembilan,. Jakarta . Penerbit PT. Indeks Gramedia.
- Arslan, Muhammad dan Zaman, Rashid 2014. Impact of Brand Image and Service Quality on Consumer Purchase Intention: A Study of Retail Store in Pakistan. *Research on Humanities and Social Sciences*, Vol.4, No.22, 2014, ISSN (Paper)2224-5766 ISSN (Online) 2225-0484 (Online).
- Aryani, Dwi dan Rosinta, Febrina. 2010. Pengaruh Kualitas Layanan Terhadap Kepuasan Pelanggan dalam Membentuk Loyalitas Pelanggan. *Jurnal Ilmu Administrasi dan Organisasi*, Vol. 17, No. 2, 114-126, ISSN 0854-3844.
- Baba, Abdul Aziz. 2014. Impact of a Brand on Consumer Decision Making Process, Case Study of Mtn Ghana. University of Applied Sciences.
- Benoit A. Aubert dan Barbara L. Kelsey. 2000. The Illution of Trust and Performance. Cirano.
- Berry, L.L; Parasuraman, A; Zeithaml, V.A; Adist, D. 1994. Improving Service Quality in America: Lessons Learned. *The Academy of Management Executive*, 8(2), 32-52.
- Black, H.G; Childers, C.Y; Vincent, L.H. 2014. Service Characteristics Impact on Key Service Quality Relationships: A Meta-Analysis. *Journal of Service Marketing*. 28/4, 276-291, Emerald Group Publishing Limited.
- Boulding, W; Karla, A; Staelin, R; Zeithaml, V.A. 1993. A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions. *Journal of Marketing Research*, 30(1), 7-27.
- Bronn, Peggy Simcic. 2002 Corporate Communication and Corporate Brand. Norwegian School of Management, Institute of Communication, Culture and Languages.
- Chenet, Dagger dan Sullivan, O. 2010. "Service Quality, Trust, Commitment and Service Differentiation in Business Relationships". *Journal of Services Marketing*. Vol. 24, No.5:236-254.
- Djatzmiko, Tjahjono; Saragih, Romat; Purbaningrum, NR. The Effect of Product Quality, Service Quality, and Price on User Satisfaction of Honda Motorcycle in Bandung. International Conference on Business, Marketing & Information System Management (BMISM'15) Nov. 25-26, 2015 Paris (France).
- Dwiastuti, Rini. 2012. Ilmu Perilaku Konsumen. UB Press.

- Elrado, Molden H; Kumadji, Srikandi; Yulianto, Edy. 2014. Pengaruh Kualitas Pelayanan Terhadap Kepuasan, kepercayaan, dan Loyalitas (Survei pada Pelanggan yang Menginap di Jambuluwuk Batu Resort Kota Batu). *Jurnal Administrasi Bisnis (JAB)* Vol. 15 No. 2 Oktober 2014.
- Elsa dan Alamsyah, DP. 2013. Pengaruh Citra Merek dan Pandangan Kualitas Terhadap Kepercayaan Konsumen. *Journal Ecodemica*. Vol 1. No.1. Agustus 2013.
- Farsam, Tanzeela; Rehmat, Fozia; dan Akram, MS. 2014. Evaluating the Impact of Brand Image and Service Quality on Consumers' Purchase Intention: A Case of Retail Stores. *Journal of Basic and Applied Scientific Research* 4(10)49-57, 2014 ISSN 2090-4304.
- Fayumi, AH dan Tjahjaningsih, Endang. 2015. Pengaruh Citra Perusahaan dan Kepuasan Terhadap Kepercayaan dan Dampaknya Pada Loyalitas (Studi Pada Klien Asuransi Prudential Pru Vision Kabupaten Pati). ISBN 978-979-3649-81-8.
- Ferrell O.C dan Michael D. Hartline. 2011. *Marketing Strategy*. Fifth Edition, South-Western Cengage Learning.
- Fianto, Achmad Yanu Alif; Hadiwidjojo D, Aisjah S, Solimun. 2014. The Influence of Brand Image on Purchase Behaviour Through Brand Trust. *Macrothink Institute Business Management and Strategy*, Volume 5, No. 2, September 2014, ISSN no 2157-6068.
- Genoveva. 2015. Analyzing of Customer Satisfaction and Customer Loyalty Based on Brand Image and Perceived Service Quality. *Journal of US-China Public Administration*, June 2015, Vol. 12, No. 6, 497-508.
- Gronross, C. 1984. A Service Quality Model and Its Marketing Implications. *European Journal of Marketing*, Vol. 18, No. 4, PP 36-44.
- Gudjonsdottir, Elly dan Jusubova, Albina. 2015. CSR's Effect on Brand Image. *Journal of Kristianstad University*.
- Hair, Anderson; Thatam; Black. 1995. *Multivariate Data Analysis with Reading*. Prentice Hall, London.
- Hanaysha, Jalal; Ghani, Noor Hasmini; Haim Hilman, Haim. 2015. The Influence of Product Quality and Service Quality on Brand Leadership: Empirical Evidence from Malaysia. School of Business Managent, Universiti Utara Malaysia.
- Harrison, Shirley. 2011. *Public Relation: An Introduction*. Second Edition, Cengage Learning.
- Hawkins, Del I dan Mothersbaugh, David L. 2010. *Consumer Behavior Building Marketing Strategy*. Eleventh Edition, The McGraw-Hill Companies.
- Hollensen, Svend. 2011. *Global Marketing*. Fifth Edition, Pearson Education.
- Hsieh, Ming-Huei; Pan, Shan-Ling; Setiono, Rudy. 2004. Product-Corporate-, and Country-



- Image Dimensions and Purchase Behavior: A Multicountry Analysis. *Journal of the Academy of Marketing Science*, Volume 32, No. 3, pages 251-270.
- Jing, Li; Jiang, Li; Yongbiao, Zheng. 2013. Corporate Image Cognition Influence Perceive Quality and Purchase Intention Empirical Research. *Journal of Scientific Research Modern Marketing Research* Vol.5, September 2013. pp 162-167.
- Kasanah, Aprilia. 2015. Penggunaan Metode Struktural Equation Modeling Untuk Analisis Faktor yang Mempengaruhi Kualitas Pelayanan Perpustakaan dengan Program Lisrel. Universitas Negeri Semarang.
- Keller, Kevin Lane. 2013. Strategic Brand Management. Global Edition. Four Edition, Pearson Education.
- Khadijah, Siti. 2010. Strategi Public Relations Dalam Membangun Citra Perusahaan. Univeritas Islam 45 Bekasi.
- Khan, Afsheen dan Lodhi, Samreen. 2016. Influence of Celebrity Endorsement on Consumer Purchase Decision: a Case of Karachi. *Imperial Journal of Interdisciplinary Research (IJIR)* Vol.2, Issue-1, 2016 ISSN: 2454-1362.
- Kotler, Philip. 2002. Marketing Management. Milenium Edition. Custom Edition for University of Phonix, Pearson Education.
- Kotler, Philip dan Amstrong, Gary. 2012. *Principles Of Marketing*, Global Edition, 14 Edition, Pearson Education.
- Kotler, Philip dan Keller, Kevin Lane. 2012. *Marketing Management*. Fourteenth Global Edition. Pearson Education.
- Kotler, Philip, dan Susanto, A.B, 2001. *Manajemen Pemasaran di Indonesia, Analisis, Perencanaan, Implementasi dan Pengendalian*, Edisi Pertama, Jilid I, Penerbit Salemba Empat, Jakarta.
- Koummalasy, Douangtavanh. 2010. Comparative of Lao Consumer's Perception toward Thai and Chinese Motorcycle. *Journal of University of the Thai Chamber of Commerce*.
- Malhotra, Naresh K. 2009. *Riset Pemasaran Pendekatan Terapan*. Jilid 1. Indeks. Jakarta.
- Manjunatha, V dan Amulya, M. 2016. Brand Management-Alternatives: an Explorative Study of Brand Associations of Indian Automobile Industry. *IJSR (International Journal of Scientific Research)*, Volume 5, Issue 1, January 2016, ISSN no 2277-8179.
- Mardhotillah, Izzati Choirini dan Saino. 2013. Pengaruh Kualitas Layanan Terhadap Keputusan Pembelian Konsumen di Baseball Food Court Universitas Negeri Surabaya. *Journal of Universitas Negeri Surabaya*.
- Mawara, Zimri Remalya. 2013. Periklanan dan Citra Merek Pengaruhnya Terhadap Keputusan Pembelian kendaraan Bermotor Yamaha. *Journal EMBA* Vol.1 No.3 Juni



2013, Hal. 826-83.

- Milner, Trenton dan Rosenstreich, Daniela. 2013. A review of consumer decision-making models and development of a new model for financial services. *Journal of Financial Services Marketing*, 18 (2), 106-120.
- Morgan, R.P. 2000, "A Consumer-Orientated Framework of Brand Equity and Loyalty", *International Journal of Market Research*, Vol. 42 No. 1, pp.65-78
- Neupane, Ramesh. 2015. The Effect of Brand Image on Customer Satisfaction and Loyalty Intention in Retail Super Market Chain UK. *International Journal of Social Sciences and Management* Vol 2 Issue 1: 9-26 ISSN 2091-2986.
- Nguyen, Nha; Leclerc, Andre; LeBlanc, Gaston. 2013. The Mediating Role of Customer Trust on Customer Loyalty. *Journal of Service Science and Management*, 2013, 6, 96-109. Scientific Research.
- Noel, Hayden. 2009. *Basics Marketing Consumer Behaviour*. AVA Publising SA.
- Oladebo, Onigbinde I dan Abimbola, Odunlami S. 2015. The Influence of Brand Image and Promotional Mix on Consumer Buying Decision – a Study of Beverage Consumers in Lagos State Nigeria. Published by European Centre for Research Training and Development UK (www.eajournals.org), *British Journal of Marketing Studies*, Vol.3, No.4, pp.97-109, May 2015.
- Parasuraman, A; Zeithaml, V.A; Berry, L.L. 1985. A Concept Model of Service Quality and Its Implications for The Future Research. *Journal of Marketing*, Vol. 49, PP 41-45.
- Patrik, Pridalko. 2007. An Alternative Approach to Brand Image building-How to Drive Decathlons Passion Brands to Success in Hungary. Budapest Business School.
- Pekka, Korhonen; Theresa, Lauraeus; Timo, Saarinen; Anssi, Oorni. 2011. Uncertainty in Consumer Decisions. Aalto University ISBN 978-952-60-4365-4 (pdf) ISSN 1799-4829 (pdf).
- Pontoh, Michael B; Kawet, Lotje; Tumbuan, Willem A. 2014. Kualitas Layanan, Citra Perusahaan dan Kepercayaan Pengaruhnya Terhadap Kepuasan Nasabah Bank BRI Cabang Manado. *Jurnal EMBA* Vol. 2, No. 3 September 2014, Hal. 285-297.
- Pramana, I Gede dan Rastini, Ni Made. 2016. Pengaruh Kualitas Pelayanan Terhadap Kepercayaan Nasabah dan Loyalitas Nasabah Bank Mandiri Cabang Veteran Denpasar Bali. *E-Jurnal Manajemen Unud*, Vol. 5, No. 1, 2016, 706-733, ISSN 2302-8912.
- Prabowo, Hartiwi; Darman; Noegraheni, Enny. 2014. Analisis Kepercayaan dalam C2C E-Commerce Terhadap Keputusan Pembelian dan Dampaknya Terhadap Repurchase Pada Kaskus. *Binus Business Review*, Vol. 5, No. 1, Mei 2014, 301-314.
- Prasetya, Candra Hakim; Kumadji, Srikandi; Yulianto, Eddy. 2014. Pengaruh Citra Merek, Kualitas Produk Terhadap Kepercayaan Serta Keputusan Pembelian (Survei pada Pembeli Sepeda Motor Honda Vario pada PT Sumber Purnama Sakti di Kabupaten



- Gresik). *Jurnal Administrasi Bisnis (JAB)* Vol. 15 No. 2 Oktober 2014.
- Rahadhini, MD. 2010. Peran Public Relations Dalam Membangun Citra Perusahaan Melalui Program Corporate Social Responsibility. *Jurnal Ekonomi dan Kewirausahaan* Vol. 10, No. 1, April 2010, 11-21.
- Ramadani, AF; Widyasari SD; Silviandari IA. 2015. Pengaruh Kepercayaan Konsumen Terhadap Keputusan Pembelian Kosmetik Melalui E-Commerce Dengan Persepsi Resiko Sebagai Variabel Mediator. *Journal of Universitas Brawijaya*.
- Rangkuti, Freddy. 2002. *Riset Pemasaran*. Gramedia Pustaka Utama, Jakarta
- Rani, Pinki. 2014. Factors Influencing Consumer Behaviour. *International Journal of Current Research and Academic Review* Vol. 2, Issue 9. Pp 52-61.
- Ree, H.J.V. 2009. Service Quality Indicators for Business Support Services. University College, London.
- Rivai, Ade Risman dan Wahyudi, Triyono Arief. 2017. Pengaruh Persepsi Kualitas, Citra Merek, Persepsi Harga Terhadap Loyalitas Pelanggan dengan Kepercayaan dan Kepuasan Pelanggan Sebagai Variabel Mediasi. *Jurnal Bisnis dan Komunikasi Kalbi Socio*, Vol. 4, No. 1 Februari 2017, ISSN 2356-4385
- Rizkalla, Nosica dan Suzanawaty, Leis. 2012. The Effect of Store Image and Service Quality on Private Label Brand Image and Purchase Intention (Case Study : Lotte Mart Gandaria City). *Asean Marketing Journal* Desember 2012 Vol IV No. 2.
- Rofiq, Ainur. 2007. Pengaruh Dimensi kepercayaan (Trust) Terhadap Partisipasi Pelanggan E-Commerce (Studi pada pelanggan E-Commerce Di Indonesia). Universitas Brawijaya Malang.
- Rosim. 2013. Pengaruh Kualitas Produk, Citra Perusahaan, Promosi, dan Desain Terhadap Keputusan Pembelian Sepeda Motor Yamaha (Studi Kasus Pada Produk Motor Yamaha Mio Soul Pada Mahasiswa Universitas Islam Negeri Syarif Hidayatullah Jakarta). Universitas Islam Negeri Syarif Hidayatullah Jakarta.
- Sallam, Methaq Ahmed. 2014. The Effect of Brand Image and Brand Identification on Brand Love and Purchase Decision Making: The Role of WOM. *International Journal of Marketing Studies*; Vol. 7, No. 10; 2014 Published by Canadian Center of Science and Education ISSN 1913-9004 E-ISSN 1913-9012.
- , 2015. The Effect of Dual Image (Corporate and Brand) on Customers WOM: The Role of Customer Loyalty. *International Journal of Economics, Commerce and Management United Kingdom* Vol. III, Issue 12, December 2015 ISSN 2348-0386.
- , 2015. The Effect of Corporate Image on WOM: The Role of Customer Satisfaction and Trust. *International Journal of Economics, Commerce and Management United Kingdom* Vol. III, Issue 12, December 2015 ISSN 2348-0386.
- , 2016. The Impact of Brand Image and Corporate Branding on Consumer's Choice: The Role of Brand Equity. *International Journal of Marketing*



Studies; Vol. 8, No. 1; 2016 Published by Canadian Center of Science and Education
ISSN 1918-719X E-ISSN 1918-7203.

Sangadji, Eta Mamang dan Sopiah. 2013. *Perilaku Konsumen Pendekatan Praktis*. Andi Yogyakarta.

Sari, SK. 2013. *Pengaruh Citra Perusahaan Terhadap Minat Konsumen (Evaluasi Penjualan Jasa Kamar Aston Karimun City Hotel)*.

Schiffman, LG dan Kanuk, Lesley L, 2000, *Costumer behaviour*, Internasional Edition, Prentice Hall

-----, 2007, *Perilaku Konsumen*, dialihbahasakan oleh Zulkifli Kasip, Edisi Ketujuh, Penerbit PT. Indexs.

Seffy, Virnanda Tiara; Suwignjo, Patdono; Santoso, Budi. 2010. *Analisa Pengaruh Kualitas Pelayanan, Kepercayaan, Komplain dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan (Studi Kasus: PT Garuda Indonesia)*. Institut Teknologi Sepuluh Nopember (ITS) Surabaya.

Setiadi, Nugroho J. 2003, *Perilaku Konsumen*. Kencana. Jakarta.

Simamora, Bilson. 2003. *Panduan Riset Perilaku Konsumen*, Jakarta: PT. Gramedia Pustaka Utama

Solomon, Michael. 2006. *Consumer Behaviour A European Perspective*. Third Edition, Prentice Hall.

Soltani, Morteza; Esfidani, MR; Jandaghi, Gholamreza; Soltaninejad, Nima. 2016. The Effect of Service Quality on Private Brand Image and Purchase Intention in The Chain Stores of ETKA. *World Scientific News* 47(2) (2016) 202-216 EISSN 2392-2192.

Sudarso, Andriasan 2016. *Manajemen Pemasaran Jasa Perhotelan (Dilengkapi dengan Hasil Riset Pada Hotel Berbintang di Sumatera Utara)*. Edisi 1, Cetakan 1, Yogyakarta, Deepublish.

Sumarwan, Ujang. 2011. *Perilaku Konsumen*. Edisi Kedua. Bogor: Ghalia Indonesia

Swastha, Basu dan Handoko, TH. 2008. *Manajemen Pemasaran, Analisa Perilaku Konsumen*, edisi pertama, cetakan keempat, Yogyakarta: BPFE.

Tanner, Jeff dan Raymond, Mary Anne. 2012. *Marketing Principles V.2.0*. Creative Commons Organization.

Tjiptono, Fandy 2008, *Strategi Bisnis Pemasaran*. Yogyakarta : Andi

UK (www.eajournals.org), *British Journal of Marketing Studies*, Vol.3, No.4, pp.97-109, May 2015.

Wen, Chao. 2012. *The Impact of Quality on Customer Behavior Intentions Based on The*

Consumer Decision Making Process as Applied in E-Commerce. University of North Texas.

Wijanto, SH. 2015. Metode Penelitian Menggunakan Struktural Equation Modeling dengan Lisrel 9. Lembaga Penerbit Fakultas Ekonomi Universitas Indonesia Jakarta.

Zeng, Rong. 2013. Attributes influencing home buyers' purchase decisions : a quantitative study of the Wuhan residential housing market. E-Publications Southern Cross University.

Zhang, YI. 2015. The Impact of Brand Image on Consumer Behavior: A Literature Review. *Journal of Business and Management*, Vol 3, pp. 58-62.



DAFTAR LAMPIRAN

Lampiran	Lampiran	125
Lampiran 1.	Kuesioner	126
Lampiran 2.	Dokumentasi Foto	133
Lampiran 3.	Olahan Data	142



KUESIONER PENELITIAN



Saya Toni Ardianto Mahasiswa Pasca Sarjana Universitas Mercu Buana Jakarta sedang mengadakan penelitian mengenai **“Analisis Pengambilan Keputusan Konsumen Terhadap Pembelian Sepeda Motor Suzuki Address di Jakarta Timur”**. Saya mengharapkan bantuan Bapak/Ibu untuk mengisi kuesioner yang saya berikan ini dengan sebaik-baiknya. Informasi yang diperoleh akan saya jaga kerahasiannya dan hanya dipergunakan semata-mata untuk kepentingan akademis.

Bapak/Ibu dimohon untuk mengisi kuesioner ini sesuai petunjuk yang kami berikan.

DATA RESPONDEN

Isilah pertanyaan berikut ini:

1. Nama : _____
2. Sebutkan jenis kelamin anda ?
 - a. Perempuan
 - b. Laki-laki

3. 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

4. Alamat tinggal anda berada di wilayah ?

a. Jakarta Timur	e. Jakarta Selatan
b. Jakarta Utara	f. Bekasi
c. Jakarta Barat	g. Tangerang
d. Jakarta Pusat	

5. Apakah pekerjaan anda ?

a. Wiraswasta	e. Pensiunan
b. Pegawai Swasta	f. Ibu rumah tangga



1.1. Citra Perusahaan (X1)

Produsen yang dimaksud adalah perusahaan yang membuat atau merakit sepeda motor. dan di Indonesia sangat populer disebut ATPM (Agen Tunggal Pemegang Merek)

No	PERNYATAAN	ST S	TS	N	S	SS
1.	Saya membeli sepeda motor matic selain Suzuki karena merasa merek lain memiliki tanggung jawab sosial dari produsen	☐	☐	☐	☐	☐
2.	Saya membeli sepeda motor matic selain Suzuki karena produsen tersebut mendapatkan penghargaan	☐	☐	☐	☐	☐
3.	Saya membeli sepeda motor matic selain Suzuki karena ada kepercayaan publik pada produsen tersebut	☐	☐	☐	☐	☐
4.	Saya membeli sepeda motor matic selain Suzuki karena produsen tersebut memiliki keunggulan dalam bersaing	☐	☐	☐	☐	☐
5.	Saya membeli sepeda motor matic selain Suzuki karena melihat nama baik produsen	☐	☐	☐	☐	☐
6.	Saya membeli sepeda motor matic selain Suzuki karena melihat logo produsen	☐	☐	☐	☐	☐
7.	Saya membeli sepeda motor matic selain Suzuki karena melihat warna khas dari produsen tersebut	☐	☐	☐	☐	☐

1.2. Citra Merek (X2)

Merek itu seperti Suzuki Address.

No	PERNYATAAN	ST S	TS	N	S	SS
----	------------	---------	----	---	---	----

1.	Saya membeli merek selain Suzuki Address karena merek lain mempunyai desain yang lebih modern	☐	☐	☐	☐	☐
2.	Saya membeli merek selain Suzuki Address karena merek lain ada anggapan yang positif di masyarakat	☐	☐	☐	☐	☐
3.	Saya membeli merek selain Suzuki Address karena merek lain populer atau terkenal di masyarakat	☐	☐	☐	☐	☐
4.	Saya membeli merek selain Suzuki Address karena merek lain mampu menonjolkan fungsinya lebih baik	☐	☐	☐	☐	☐
5.	Saya membeli merek selain Suzuki Address karena merek lain memiliki fitur yang lebih baik	☐	☐	☐	☐	☐
6.	Saya membeli merek selain Suzuki Address karena merek lain memberikan harga yang lebih kompetitif	☐	☐	☐	☐	☐
7.	Saya membeli merek selain Suzuki Address karena merek lain ada pandangan umum di masyarakat mengenai harga purna jual	☐	☐	☐	☐	☐

1.3. Kualitas Layanan (X3)

Kualitas layanan yang dimaksud adalah pelayan di dealer resmi yang terdaftar dari produsen tersebut.

No	PERNYATAAN	STS	TS	N	S	SS
1.	Saya membeli sepeda motor matic selain Suzuki karena dealer resmi di merek lain memberikan ketepatan di dalam pelayanan	☐	☐	☐	☐	☐

2.	Saya membeli sepeda motor matic selain Suzuki karena dealer resmi di merek lain karyawannya tanggap dalam melayani	☐	☐	☐	☐	☐
3.	Saya membeli sepeda motor matic selain Suzuki karena dealer resmi di merek lain karyawannya ramah	☐	☐	☐	☐	☐
4.	Saya membeli sepeda motor matic selain Suzuki karena dealer resmi di merek lain karyawannya memiliki pengetahuan	☐	☐	☐	☐	☐
5.	Saya membeli sepeda motor matic selain Suzuki karena dealer resmi di merek lain memahami kebutuhan pelanggan	☐	☐	☐	☐	☐
6.	Saya membeli sepeda motor matic selain Suzuki karena dealer resmi di merek lain memiliki kelengkapan fasilitas dan peralatan	☐	☐	☐	☐	☐

2.1. Kepercayaan (Y1)

No	PERNYATAAN	STS	TS	N	S	SS
1.	Saya membeli sepeda motor matic selain Suzuki Address karena faktor keunggulan produk	☐	☐	☐	☐	☐
2.	Saya membeli sepeda motor matic selain Suzuki Address karena terjamin aspek legalitasnya (jaminan dari pemerintah)	☐	☐	☐	☐	☐
3.	Saya membeli sepeda motor matic selain Suzuki Address karena faktor kewajaran (<i>value of money</i>)	☐	☐	☐	☐	☐
4.	Saya membeli sepeda motor matic selain Suzuki Address karena faktor keterkaitan	☐	☐	☐	☐	☐

	dengan lingkungan yang sama (keluarga/teman)					
5.	Saya membeli sepeda motor matic selain Suzuki Address karena faktor transparansi informasi mengenai produk	☐	☐	☐	☐	☐

2.2. Keputusan Pembelian (Y2)

No	PERNYATAAN	ST S	TS	N	S	SS
1.	Saya membeli sepeda motor matic selain Suzuki Address karena pertimbangan harga	☐	☐	☐	☐	☐
2.	Saya membeli sepeda motor matic selain Suzuki Address karena ada pengetahuan tentang perbedaan produk	☐	☐	☐	☐	☐
3.	Saya membeli sepeda motor matic selain Suzuki Address karena berdasarkan evaluasi dengan membandingkan informasi	☐	☐	☐	☐	☐
4.	Saya membeli sepeda motor matic selain Suzuki Address karena berdasarkan pemilihan tipe	☐	☐	☐	☐	☐
5.	Saya membeli sepeda motor matic selain Suzuki Address karena berdasarkan pemilihan merek	☐	☐	☐	☐	☐

♥ Terima Kasih atas Partisipasi Anda ♥

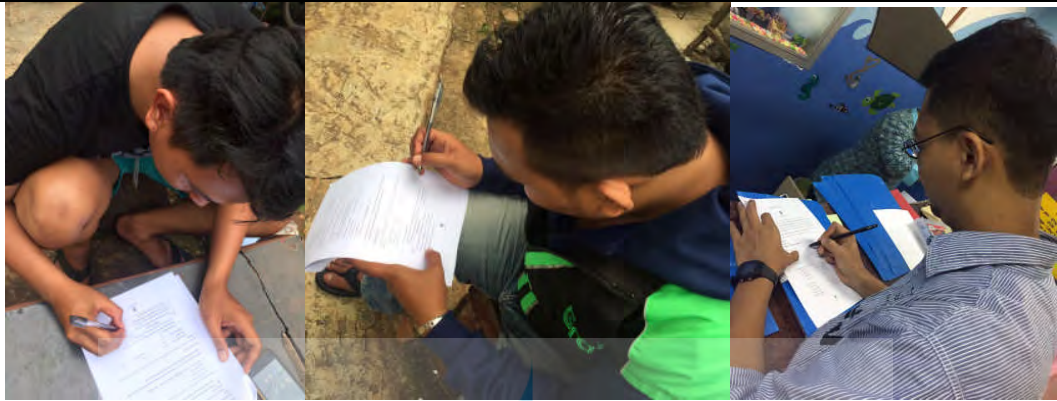
Lampiran : Dokumentasi Survei

Arion



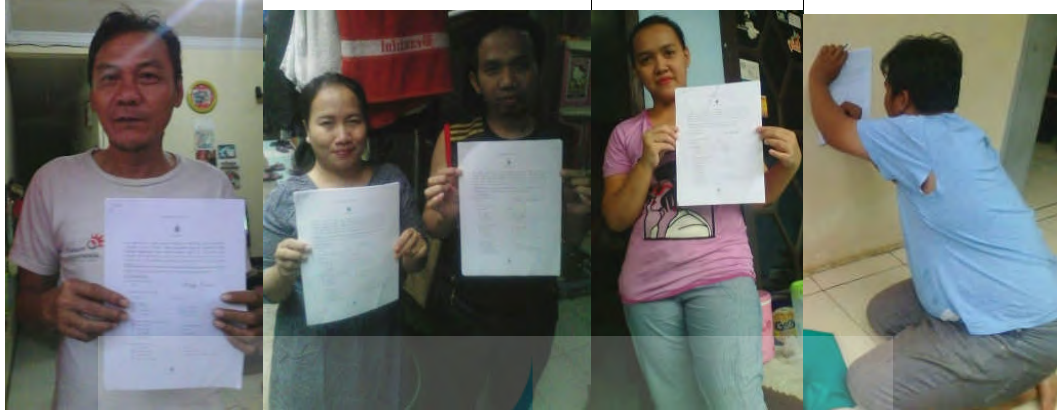
Lanjutan dokumentasi survei

Buaran



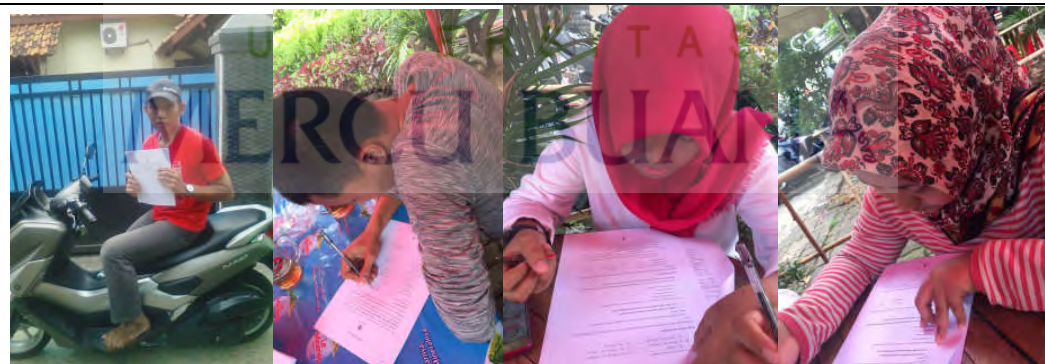
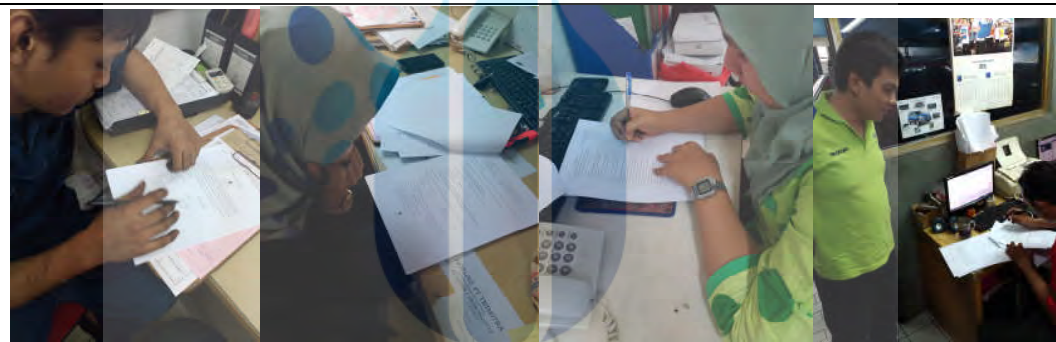
Lanjutan dokumentasi survei

Cijantung



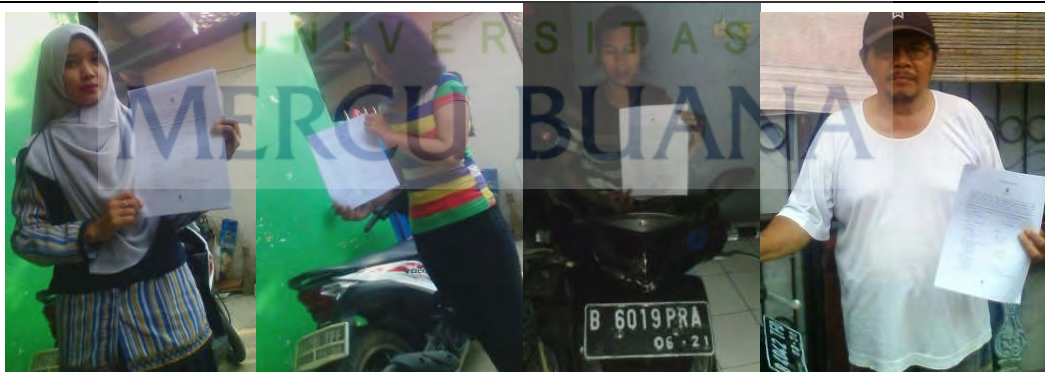
Lanjutan dokumentasi survei

Cibubur



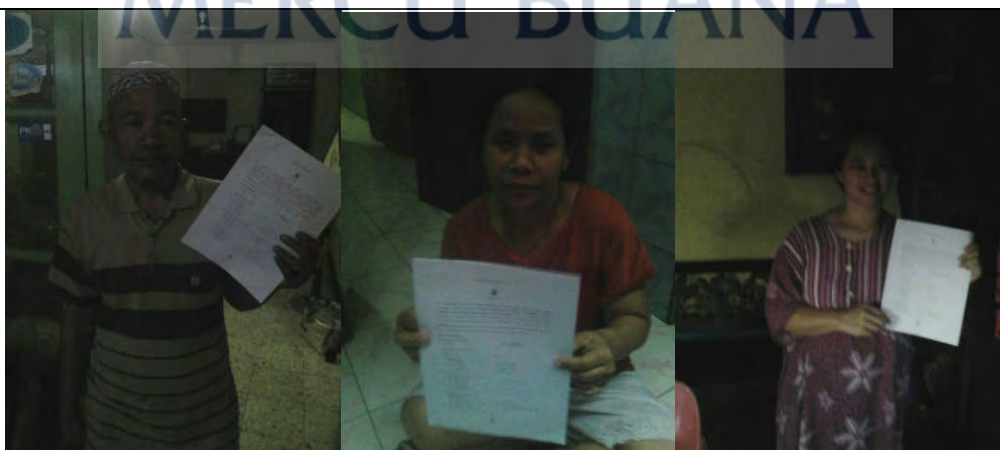
Lanjutan dokumentasi survei

Kramat Jati



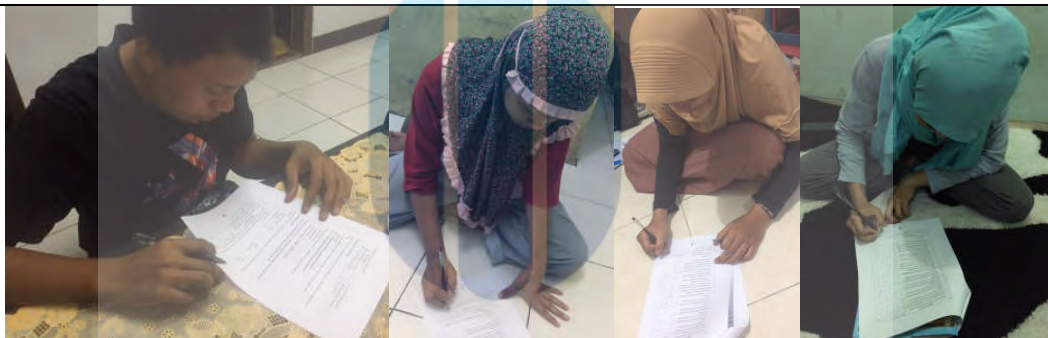
Lanjutan dokumentasi survei

MT. Haryono



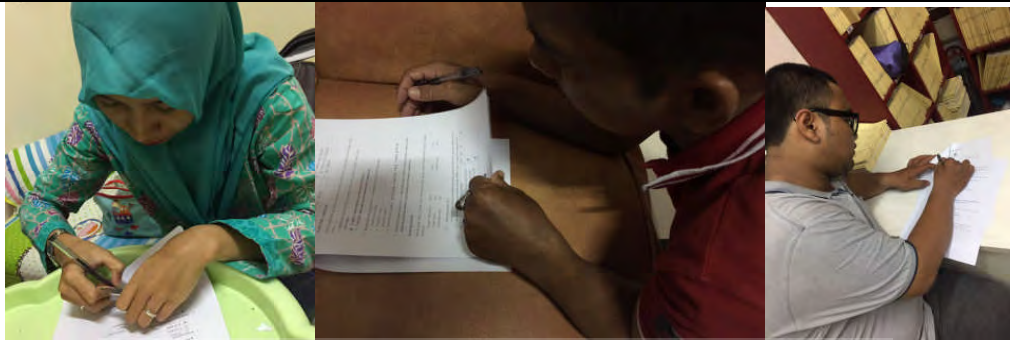
Lanjutan dokumentasi survei

Cililitan



Lanjutan dokumentasi survei

Jatinegara

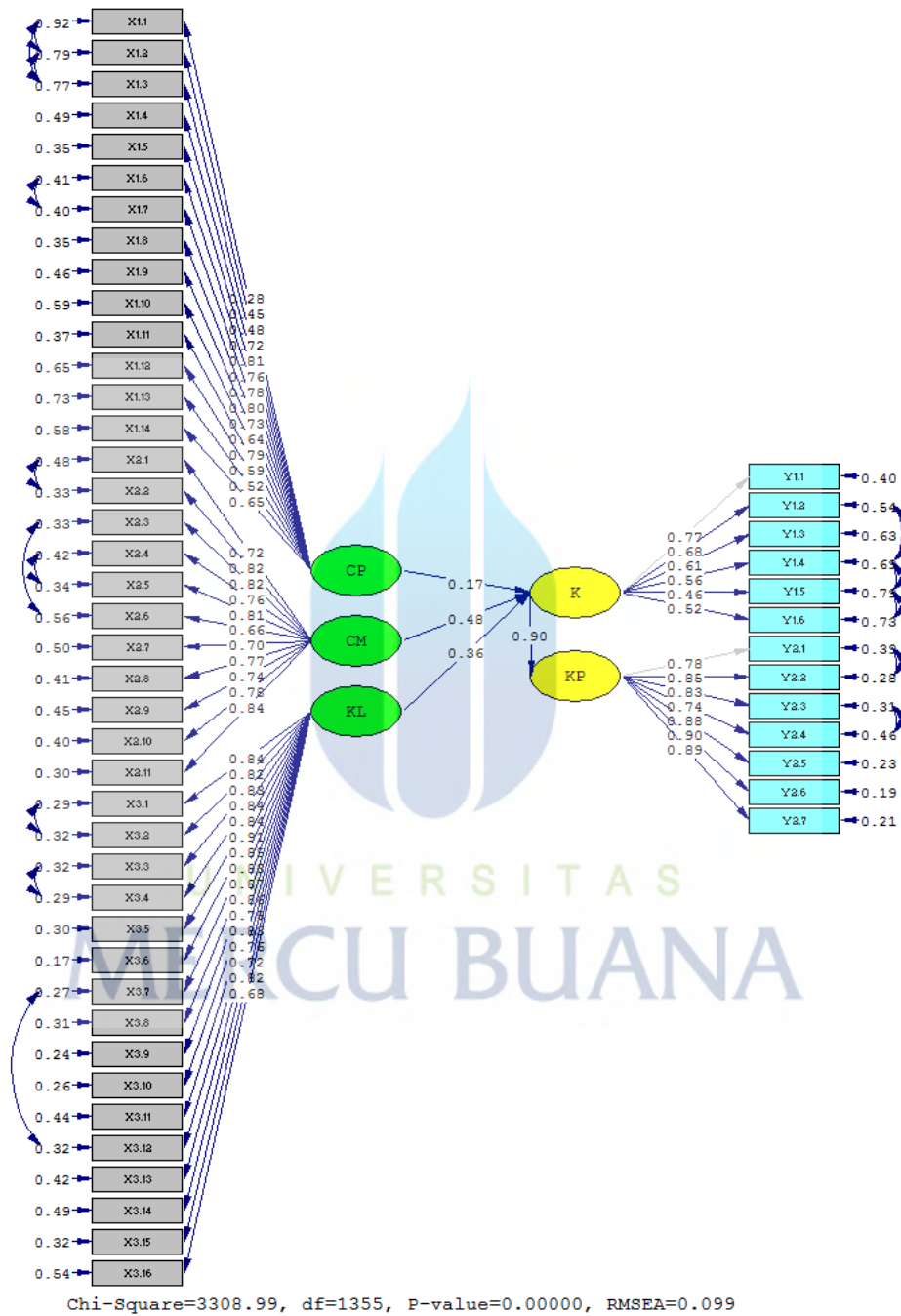


Lanjutan dokumentasi survei

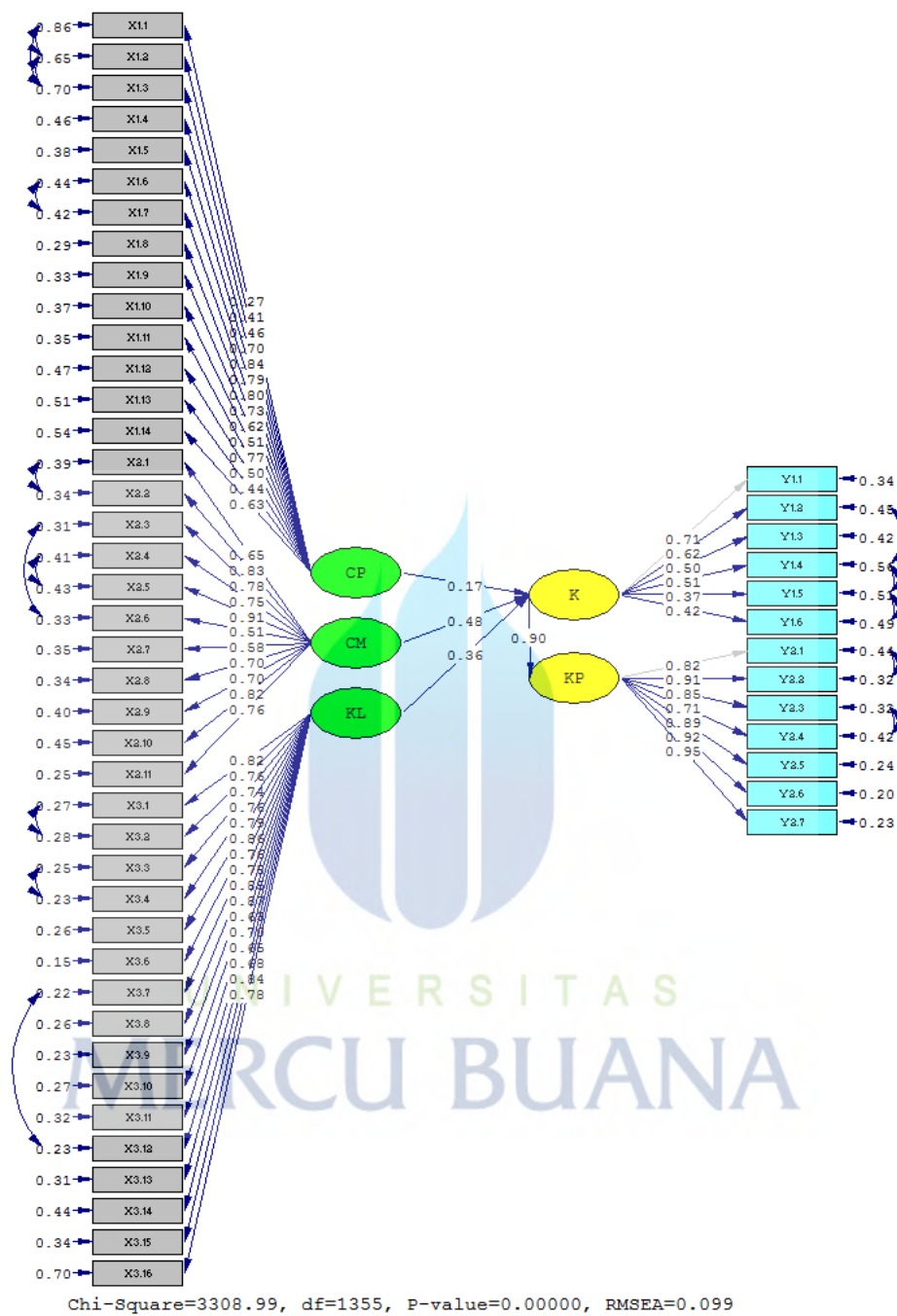
Taman Mini



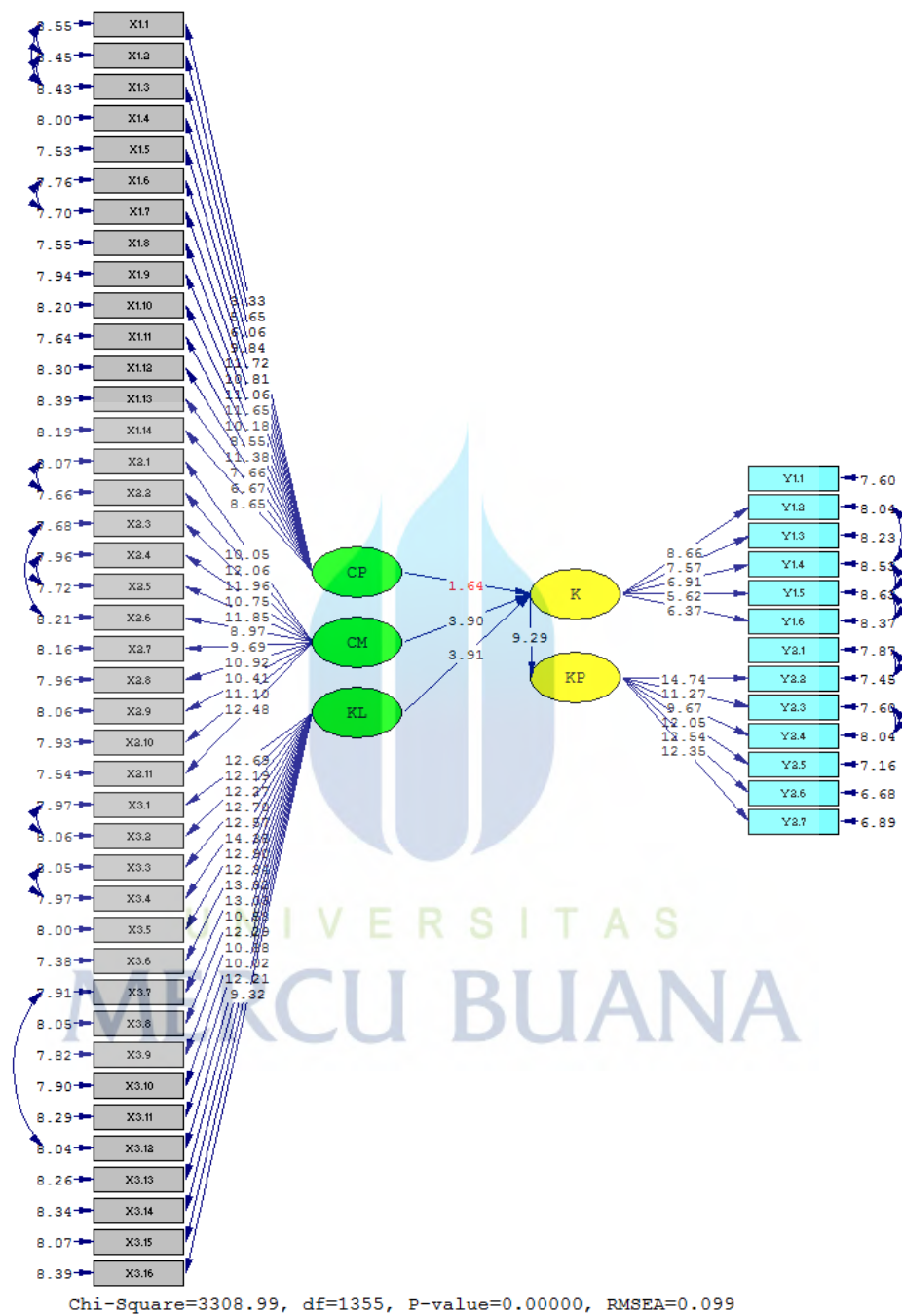
Lampiran : Data yang diolah



Standardized



Estimates



T Value

L I S R E L 8.70

BY

Karl G. Jöreskog & Dag Sörbom

This program is published exclusively by
Scientific Software International, Inc.

7383 N. Lincoln Avenue, Suite 100
Lincolnwood, IL 60712, U.S.A.

Phone: (800)247-6113, (847)675-0720, Fax: (847)675-2140

Copyright by Scientific Software International, Inc., 1981-2004

Use of this program is subject to the terms specified in the
Universal Copyright Convention.

Website: www.ssicentral.com

The following lines were read from file C:\Pak Toni\path1modif(tdkdihpus).SPJ:

Raw Data from file 'C:\Pak Toni\data.psf'

Latent Variables CP CM KL K KP

Relationships

X1.1 - X1.14 = CP

X2.1 - X2.11 = CM

X3.1 - X3.16 = KL

Y1.1 - Y1.6 = K

Y2.1 - Y2.7 = KP

K = CP CM KL

KP = K

Set the Error Covariance of Y1.4 and Y1.2 Free

Set the Error Covariance of Y1.4 and Y1.5 Free

Set the Error Covariance of Y1.6 and Y1.5 Free

Set the Error Covariance of Y2.1 and Y2.2 Free

Set the Error Covariance of Y2.4 and Y2.3 Free

Set the Error Covariance of X1.2 and X1.1 Free

Set the Error Covariance of X1.2 and X1.3 Free

Set the Error Covariance of X1.1 and X1.3 Free

Set the Error Covariance of X1.7 and X1.6 Free

Set the Error Covariance of X2.1 and X2.2 Free

Set the Error Covariance of X2.5 and X2.4 Free

Set the Error Covariance of X2.3 and X2.6 Free

Set the Error Covariance of X3.2 and X3.1 Free

Set the Error Covariance of X3.4 and X3.3 Free

Set the Error Covariance of X3.12 and X3.7 Free
Path Diagram, End of Problem

Sample Size = 149

Covariance Matrix

	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6
Y1.1	0.84					
Y1.2	0.50	0.84				
Y1.3	0.33	0.42	0.67			
Y1.4	0.41	0.56	0.38	0.83		
Y1.5	0.32	0.30	0.31	0.45	0.70	
Y1.6	0.29	0.36	0.34	0.43	0.44	0.67
Y2.1	0.54	0.51	0.37	0.34	0.19	0.27
Y2.2	0.64	0.44	0.34	0.32	0.24	0.25
Y2.3	0.58	0.53	0.34	0.43	0.27	0.34
Y2.4	0.45	0.39	0.32	0.38	0.26	0.30
Y2.5	0.56	0.49	0.36	0.36	0.24	0.25
Y2.6	0.60	0.43	0.33	0.33	0.22	0.25
Y2.7	0.57	0.45	0.39	0.37	0.27	0.26
X1.1	0.18	0.25	0.09	0.38	0.26	0.24
X1.2	0.23	0.23	0.17	0.31	0.24	0.27
X1.3	0.26	0.22	0.23	0.39	0.33	0.31
X1.4	0.48	0.33	0.37	0.31	0.20	0.23
X1.5	0.49	0.41	0.35	0.34	0.17	0.27
X1.6	0.53	0.37	0.27	0.24	0.13	0.18
X1.7	0.49	0.37	0.26	0.29	0.16	0.16
X1.8	0.43	0.40	0.35	0.36	0.24	0.30
X1.9	0.32	0.26	0.30	0.28	0.14	0.21
X1.10	0.23	0.24	0.32	0.23	0.18	0.27
X1.11	0.45	0.34	0.43	0.33	0.16	0.30
X1.12	0.36	0.32	0.37	0.37	0.29	0.33
X1.13	0.25	0.28	0.24	0.31	0.22	0.28
X1.14	0.46	0.34	0.42	0.37	0.35	0.33
X2.1	0.44	0.34	0.32	0.31	0.25	0.29
X2.2	0.55	0.38	0.30	0.27	0.18	0.25
X2.3	0.49	0.38	0.27	0.30	0.23	0.23
X2.4	0.47	0.41	0.37	0.32	0.17	0.29
X2.5	0.60	0.50	0.45	0.32	0.24	0.32
X2.6	0.29	0.31	0.22	0.30	0.24	0.25

X2.7	0.38	0.33	0.24	0.26	0.22	0.25
X2.8	0.43	0.42	0.31	0.35	0.27	0.33
X2.9	0.48	0.37	0.23	0.27	0.21	0.23
X2.10	0.52	0.53	0.40	0.45	0.26	0.39
X2.11	0.56	0.46	0.33	0.31	0.27	0.25
X3.1	0.50	0.45	0.35	0.31	0.28	0.30
X3.2	0.41	0.44	0.38	0.34	0.25	0.34
X3.3	0.41	0.37	0.30	0.31	0.18	0.25
X3.4	0.44	0.40	0.32	0.30	0.23	0.27
X3.5	0.48	0.38	0.33	0.20	0.22	0.24
X3.6	0.50	0.39	0.32	0.25	0.27	0.28
X3.7	0.39	0.42	0.30	0.31	0.24	0.35
X3.8	0.40	0.39	0.31	0.24	0.20	0.24
X3.9	0.54	0.49	0.36	0.35	0.22	0.28
X3.10	0.53	0.51	0.44	0.41	0.26	0.31
X3.11	0.37	0.36	0.26	0.32	0.26	0.28
X3.12	0.41	0.36	0.24	0.29	0.22	0.27
X3.13	0.42	0.38	0.31	0.28	0.25	0.28
X3.14	0.34	0.39	0.29	0.36	0.16	0.31
X3.15	0.55	0.48	0.33	0.33	0.22	0.32
X3.16	0.59	0.47	0.35	0.35	0.17	0.21

Covariance Matrix

	Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	Y2.6
Y2.1	1.12					
Y2.2	0.90	1.14				
Y2.3	0.73	0.76	1.04			
Y2.4	0.55	0.57	0.74	0.93		
Y2.5	0.76	0.72	0.80	0.66	1.03	
Y2.6	0.72	0.84	0.74	0.69	0.84	1.05
Y2.7	0.74	0.91	0.76	0.65	0.85	0.91
X1.1	0.15	0.21	0.27	0.19	0.10	0.19
X1.2	0.21	0.21	0.28	0.16	0.21	0.25
X1.3	0.18	0.20	0.29	0.25	0.24	0.18
X1.4	0.40	0.50	0.42	0.28	0.49	0.52
X1.5	0.68	0.69	0.54	0.39	0.57	0.67
X1.6	0.61	0.62	0.46	0.32	0.55	0.58
X1.7	0.67	0.70	0.57	0.39	0.58	0.58
X1.8	0.54	0.57	0.54	0.36	0.49	0.47
X1.9	0.40	0.46	0.39	0.27	0.36	0.40
X1.10	0.33	0.31	0.37	0.31	0.35	0.33

X1.11	0.52	0.53	0.43	0.35	0.47	0.52
X1.12	0.26	0.30	0.39	0.37	0.33	0.28
X1.13	0.21	0.22	0.30	0.29	0.27	0.22
X1.14	0.39	0.44	0.42	0.37	0.40	0.39
X2.1	0.46	0.54	0.46	0.40	0.41	0.45
X2.2	0.65	0.72	0.60	0.45	0.57	0.65
X2.3	0.55	0.67	0.56	0.47	0.53	0.64
X2.4	0.57	0.64	0.51	0.46	0.53	0.62
X2.5	0.73	0.78	0.65	0.52	0.73	0.75
X2.6	0.32	0.37	0.39	0.39	0.31	0.35
X2.7	0.41	0.41	0.40	0.40	0.39	0.44
X2.8	0.52	0.55	0.61	0.52	0.44	0.47
X2.9	0.57	0.63	0.48	0.37	0.47	0.53
X2.10	0.73	0.74	0.64	0.45	0.55	0.59
X2.11	0.63	0.68	0.62	0.45	0.59	0.60
X3.1	0.73	0.76	0.68	0.49	0.66	0.64
X3.2	0.61	0.61	0.62	0.45	0.52	0.53
X3.3	0.54	0.59	0.55	0.39	0.48	0.49
X3.4	0.55	0.59	0.58	0.42	0.48	0.48
X3.5	0.66	0.67	0.55	0.43	0.58	0.56
X3.6	0.67	0.71	0.63	0.47	0.62	0.61
X3.7	0.55	0.59	0.55	0.44	0.48	0.53
X3.8	0.56	0.62	0.52	0.39	0.51	0.55
X3.9	0.68	0.73	0.70	0.52	0.72	0.66
X3.10	0.70	0.76	0.71	0.54	0.65	0.65
X3.11	0.38	0.46	0.52	0.46	0.47	0.45
X3.12	0.51	0.55	0.50	0.43	0.46	0.48
X3.13	0.48	0.49	0.55	0.44	0.47	0.46
X3.14	0.50	0.46	0.60	0.44	0.41	0.43
X3.15	0.79	0.72	0.74	0.53	0.67	0.66
X3.16	0.76	0.91	0.69	0.48	0.64	0.69

Covariance Matrix

	Y2.7	X1.1	X1.2	X1.3	X1.4	X1.5
Y2.7	1.14					
X1.1	0.18	0.93				
X1.2	0.17	0.57	0.82			
X1.3	0.20	0.39	0.55	0.92		
X1.4	0.49	0.11	0.26	0.36	0.95	
X1.5	0.65	0.22	0.34	0.30	0.71	1.09
X1.6	0.57	0.15	0.28	0.25	0.67	0.80

X1.7	0.64	0.16	0.29	0.31	0.56	0.75
X1.8	0.51	0.21	0.34	0.41	0.40	0.59
X1.9	0.36	0.15	0.27	0.32	0.41	0.44
X1.10	0.35	0.22	0.27	0.30	0.29	0.36
X1.11	0.53	0.15	0.34	0.36	0.61	0.67
X1.12	0.36	0.17	0.22	0.33	0.32	0.36
X1.13	0.24	0.23	0.19	0.27	0.31	0.33
X1.14	0.44	0.17	0.20	0.30	0.40	0.46
X2.1	0.48	0.18	0.22	0.25	0.39	0.49
X2.2	0.61	0.17	0.30	0.24	0.53	0.69
X2.3	0.60	0.14	0.25	0.26	0.44	0.62
X2.4	0.65	0.15	0.18	0.12	0.47	0.67
X2.5	0.79	0.17	0.25	0.19	0.53	0.74
X2.6	0.35	0.23	0.27	0.30	0.17	0.29
X2.7	0.34	0.12	0.19	0.17	0.29	0.46
X2.8	0.54	0.25	0.25	0.36	0.27	0.40
X2.9	0.58	0.06	0.14	0.10	0.40	0.54
X2.10	0.70	0.25	0.27	0.23	0.32	0.57
X2.11	0.62	0.22	0.26	0.22	0.44	0.56
X3.1	0.65	0.18	0.27	0.34	0.46	0.58
X3.2	0.57	0.21	0.31	0.32	0.40	0.48
X3.3	0.49	0.21	0.24	0.30	0.34	0.44
X3.4	0.49	0.24	0.25	0.31	0.32	0.47
X3.5	0.59	0.06	0.18	0.26	0.38	0.49
X3.6	0.64	0.15	0.23	0.31	0.33	0.47
X3.7	0.54	0.25	0.28	0.30	0.29	0.41
X3.8	0.54	0.15	0.16	0.24	0.33	0.41
X3.9	0.74	0.17	0.27	0.34	0.47	0.58
X3.10	0.70	0.29	0.30	0.32	0.40	0.49
X3.11	0.44	0.23	0.22	0.30	0.30	0.30
X3.12	0.48	0.25	0.31	0.27	0.28	0.34
X3.13	0.48	0.25	0.25	0.25	0.31	0.28
X3.14	0.43	0.34	0.32	0.34	0.17	0.29
X3.15	0.63	0.20	0.33	0.31	0.46	0.61
X3.16	0.82	0.16	0.16	0.17	0.46	0.69

Covariance Matrix

	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11
X1.6	1.06					
X1.7	0.82	1.06				
X1.8	0.50	0.65	0.82			

X1.9	0.46	0.53	0.52	0.72		
X1.10	0.28	0.32	0.44	0.40	0.64	
X1.11	0.66	0.58	0.51	0.50	0.39	0.95
X1.12	0.28	0.25	0.35	0.25	0.29	0.48
X1.13	0.28	0.29	0.31	0.27	0.31	0.31
X1.14	0.53	0.44	0.44	0.38	0.32	0.45
X2.1	0.44	0.49	0.42	0.32	0.29	0.35
X2.2	0.62	0.67	0.53	0.41	0.34	0.56
X2.3	0.62	0.72	0.53	0.46	0.32	0.49
X2.4	0.56	0.52	0.41	0.34	0.37	0.52
X2.5	0.70	0.68	0.58	0.43	0.43	0.60
X2.6	0.32	0.34	0.41	0.30	0.30	0.31
X2.7	0.49	0.39	0.33	0.31	0.24	0.36
X2.8	0.33	0.39	0.50	0.35	0.38	0.40
X2.9	0.51	0.56	0.36	0.32	0.19	0.40
X2.10	0.48	0.58	0.55	0.42	0.35	0.50
X2.11	0.56	0.56	0.47	0.34	0.33	0.50
X3.1	0.54	0.61	0.59	0.50	0.44	0.52
X3.2	0.47	0.50	0.52	0.49	0.46	0.49
X3.3	0.40	0.48	0.47	0.48	0.41	0.43
X3.4	0.40	0.44	0.47	0.42	0.42	0.41
X3.5	0.54	0.57	0.50	0.45	0.36	0.49
X3.6	0.46	0.58	0.56	0.45	0.40	0.40
X3.7	0.38	0.44	0.49	0.39	0.38	0.39
X3.8	0.39	0.50	0.44	0.41	0.38	0.42
X3.9	0.51	0.61	0.57	0.41	0.42	0.53
X3.10	0.46	0.57	0.58	0.51	0.45	0.54
X3.11	0.26	0.27	0.36	0.33	0.35	0.30
X3.12	0.36	0.44	0.39	0.38	0.33	0.35
X3.13	0.27	0.31	0.36	0.32	0.39	0.31
X3.14	0.24	0.38	0.47	0.41	0.40	0.30
X3.15	0.53	0.62	0.56	0.45	0.38	0.45
X3.16	0.48	0.64	0.52	0.33	0.27	0.46

Covariance Matrix

	X1.12	X1.13	X1.14	X2.1	X2.2	X2.3
X1.12	0.72					
X1.13	0.34	0.71				
X1.14	0.48	0.41	0.94			
X2.1	0.32	0.31	0.50	0.81		
X2.2	0.31	0.26	0.39	0.67	1.03	

X2.3	0.27	0.28	0.43	0.54	0.75	0.92
X2.4	0.32	0.24	0.41	0.48	0.66	0.61
X2.5	0.42	0.29	0.57	0.55	0.77	0.74
X2.6	0.30	0.19	0.30	0.32	0.40	0.42
X2.7	0.28	0.30	0.43	0.45	0.49	0.49
X2.8	0.42	0.28	0.41	0.48	0.53	0.52
X2.9	0.25	0.13	0.31	0.40	0.58	0.55
X2.10	0.34	0.26	0.44	0.49	0.64	0.55
X2.11	0.37	0.24	0.44	0.52	0.64	0.54
X3.1	0.36	0.31	0.48	0.52	0.64	0.61
X3.2	0.32	0.33	0.44	0.42	0.52	0.55
X3.3	0.27	0.27	0.40	0.35	0.46	0.48
X3.4	0.31	0.26	0.39	0.37	0.47	0.48
X3.5	0.30	0.24	0.41	0.38	0.56	0.61
X3.6	0.25	0.26	0.38	0.41	0.54	0.61
X3.7	0.20	0.30	0.26	0.36	0.47	0.51
X3.8	0.19	0.21	0.32	0.32	0.48	0.50
X3.9	0.32	0.29	0.36	0.41	0.56	0.58
X3.10	0.35	0.29	0.44	0.46	0.58	0.57
X3.11	0.28	0.30	0.31	0.29	0.35	0.39
X3.12	0.20	0.20	0.25	0.32	0.44	0.48
X3.13	0.26	0.30	0.26	0.33	0.40	0.35
X3.14	0.19	0.20	0.25	0.29	0.38	0.37
X3.15	0.22	0.28	0.35	0.48	0.64	0.60
X3.16	0.22	0.25	0.40	0.57	0.76	0.60

Covariance Matrix

	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9
X2.4	0.97					
X2.5	0.85	1.25				
X2.6	0.34	0.42	0.59			
X2.7	0.42	0.52	0.35	0.69		
X2.8	0.49	0.56	0.46	0.42	0.84	
X2.9	0.57	0.67	0.30	0.43	0.46	0.88
X2.10	0.60	0.75	0.42	0.44	0.63	0.70
X2.11	0.55	0.70	0.38	0.41	0.55	0.52
X3.1	0.51	0.65	0.42	0.42	0.61	0.45
X3.2	0.47	0.57	0.37	0.37	0.51	0.37
X3.3	0.40	0.50	0.26	0.37	0.45	0.41
X3.4	0.41	0.53	0.31	0.33	0.46	0.36
X3.5	0.47	0.65	0.32	0.36	0.47	0.47

X3.6	0.48	0.63	0.37	0.38	0.54	0.45
X3.7	0.41	0.51	0.37	0.33	0.49	0.35
X3.8	0.44	0.49	0.32	0.31	0.42	0.35
X3.9	0.52	0.68	0.37	0.35	0.54	0.46
X3.10	0.51	0.71	0.40	0.34	0.58	0.45
X3.11	0.32	0.41	0.31	0.28	0.47	0.32
X3.12	0.39	0.48	0.31	0.28	0.43	0.36
X3.13	0.35	0.43	0.30	0.24	0.41	0.23
X3.14	0.35	0.40	0.36	0.25	0.49	0.25
X3.15	0.56	0.73	0.32	0.43	0.54	0.48
X3.16	0.65	0.70	0.32	0.35	0.52	0.55

Covariance Matrix

	X2.10	X2.11	X3.1	X3.2	X3.3	X3.4

X2.10	1.12					
X2.11	0.66	0.83				
X3.1	0.62	0.62	0.95			
X3.2	0.50	0.50	0.77	0.86		
X3.3	0.51	0.43	0.63	0.63	0.80	
X3.4	0.51	0.46	0.64	0.62	0.70	0.80
X3.5	0.57	0.50	0.66	0.59	0.62	0.65
X3.6	0.59	0.53	0.69	0.62	0.63	0.64
X3.7	0.51	0.40	0.56	0.57	0.54	0.56
X3.8	0.52	0.44	0.60	0.53	0.57	0.58
X3.9	0.64	0.56	0.73	0.64	0.60	0.63
X3.10	0.68	0.59	0.73	0.68	0.66	0.64
X3.11	0.39	0.37	0.52	0.53	0.49	0.49
X3.12	0.50	0.43	0.52	0.51	0.51	0.53
X3.13	0.45	0.43	0.50	0.49	0.42	0.50
X3.14	0.50	0.35	0.45	0.51	0.52	0.53
X3.15	0.62	0.61	0.72	0.66	0.60	0.60
X3.16	0.74	0.66	0.68	0.56	0.57	0.57

Covariance Matrix

	X3.5	X3.6	X3.7	X3.8	X3.9	X3.10

X3.5	0.89					
X3.6	0.73	0.89				
X3.7	0.59	0.69	0.79			
X3.8	0.59	0.69	0.60	0.82		

X3.9	0.66	0.71	0.61	0.64	0.95	
X3.10	0.66	0.72	0.65	0.66	0.74	1.03
X3.11	0.46	0.53	0.53	0.44	0.56	0.53
X3.12	0.54	0.62	0.61	0.54	0.55	0.64
X3.13	0.50	0.53	0.54	0.47	0.56	0.55
X3.14	0.44	0.59	0.60	0.54	0.50	0.63
X3.15	0.65	0.72	0.61	0.57	0.76	0.70
X3.16	0.56	0.62	0.53	0.56	0.75	0.72

Covariance Matrix

	X3.11	X3.12	X3.13	X3.14	X3.15	X3.16
-----	-----	-----	-----	-----	-----	-----
X3.11	0.71					
X3.12	0.47	0.72				
X3.13	0.47	0.52	0.73			
X3.14	0.47	0.55	0.52	0.90		
X3.15	0.49	0.57	0.56	0.60	1.05	
X3.16	0.35	0.52	0.45	0.47	0.76	1.31

Number of Iterations = 32

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$Y1.1 = 0.71 * K, \text{ Errorvar.} = 0.34, R^2 = 0.60$$

(0.044)

7.60

$$Y1.2 = 0.62 * K, \text{ Errorvar.} = 0.45, R^2 = 0.46$$

(0.072)

(0.056)

8.66

8.04

$$Y1.3 = 0.50 * K, \text{ Errorvar.} = 0.42, R^2 = 0.37$$

(0.066)

(0.051)

7.57

8.23

$$Y1.4 = 0.51 * K, \text{ Errorvar.} = 0.56, R^2 = 0.31$$

(0.073)

(0.066)

6.91

8.53

$$Y1.5 = 0.37 * K, \text{ Errorvar.} = 0.51, R^2 = 0.21$$

(0.066) (0.059)
5.62 8.63

$Y1.6 = 0.42 * K$, Errorvar.= 0.49 , $R^2 = 0.27$

(0.067) (0.058)
6.37 8.37

$Y2.1 = 0.82 * KP$, Errorvar.= 0.44 , $R^2 = 0.61$

(0.056)
7.87

$Y2.2 = 0.91 * KP$, Errorvar.= 0.32 , $R^2 = 0.72$

(0.062) (0.043)
14.74 7.45

$Y2.3 = 0.85 * KP$, Errorvar.= 0.32 , $R^2 = 0.69$

(0.075) (0.042)
11.27 7.60

$Y2.4 = 0.71 * KP$, Errorvar.= 0.42 , $R^2 = 0.54$

(0.073) (0.053)
9.67 8.04

$Y2.5 = 0.89 * KP$, Errorvar.= 0.24 , $R^2 = 0.77$

(0.074) (0.034)
12.05 7.16

$Y2.6 = 0.92 * KP$, Errorvar.= 0.20 , $R^2 = 0.81$

(0.074) (0.029)
12.54 6.68

$Y2.7 = 0.95 * KP$, Errorvar.= 0.23 , $R^2 = 0.79$

(0.077) (0.034)
12.35 6.89

$X1.1 = 0.27 * CP$, Errorvar.= 0.86 , $R^2 = 0.077$

(0.080) (0.10)
3.33 8.55

$X1.2 = 0.41 * CP$, Errorvar.= 0.65 , $R^2 = 0.21$

(0.073) (0.077)
5.65 8.45

$$X1.3 = 0.46*CP, \text{ Errorvar.} = 0.70, R^2 = 0.23$$

(0.076)	(0.084)
6.06	8.43

$$X1.4 = 0.70*CP, \text{ Errorvar.} = 0.46, R^2 = 0.51$$

(0.071)	(0.058)
9.84	8.00

$$X1.5 = 0.84*CP, \text{ Errorvar.} = 0.38, R^2 = 0.65$$

(0.072)	(0.050)
11.72	7.53

$$X1.6 = 0.79*CP, \text{ Errorvar.} = 0.44, R^2 = 0.59$$

(0.073)	(0.057)
10.81	7.76

$$X1.7 = 0.80*CP, \text{ Errorvar.} = 0.42, R^2 = 0.60$$

(0.072)	(0.055)
11.06	7.70

$$X1.8 = 0.73*CP, \text{ Errorvar.} = 0.29, R^2 = 0.65$$

(0.062)	(0.038)
11.65	7.55

$$X1.9 = 0.62*CP, \text{ Errorvar.} = 0.33, R^2 = 0.54$$

(0.061)	(0.042)
10.18	7.94

$$X1.10 = 0.51*CP, \text{ Errorvar.} = 0.37, R^2 = 0.41$$

(0.060)	(0.046)
8.55	8.20

$$X1.11 = 0.77*CP, \text{ Errorvar.} = 0.35, R^2 = 0.63$$

(0.068)	(0.046)
11.38	7.64

$$X1.12 = 0.50*CP, \text{ Errorvar.} = 0.47, R^2 = 0.35$$

(0.065)	(0.057)
7.66	8.30

$$X1.13 = 0.44*CP, \text{ Errorvar.} = 0.51, R^2 = 0.27$$

(0.066)	(0.061)
6.67	8.39

$$X1.14 = 0.63*CP, \text{ Errorvar.} = 0.54, R^2 = 0.42$$

(0.073)	(0.066)
8.65	8.19

$$X2.1 = 0.65*CM, \text{ Errorvar.} = 0.39, R^2 = 0.52$$

(0.065)	(0.048)
10.05	8.07

$$X2.2 = 0.83*CM, \text{ Errorvar.} = 0.34, R^2 = 0.67$$

(0.069)	(0.044)
12.06	7.66

$$X2.3 = 0.78*CM, \text{ Errorvar.} = 0.31, R^2 = 0.67$$

(0.065)	(0.040)
11.96	7.68

$$X2.4 = 0.75*CM, \text{ Errorvar.} = 0.41, R^2 = 0.58$$

(0.069)	(0.051)
10.75	7.96

$$X2.5 = 0.91*CM, \text{ Errorvar.} = 0.43, R^2 = 0.66$$

(0.077)	(0.056)
11.85	7.72

$$X2.6 = 0.51*CM, \text{ Errorvar.} = 0.33, R^2 = 0.44$$

(0.057)	(0.040)
8.97	8.21

$$X2.7 = 0.58*CM, \text{ Errorvar.} = 0.35, R^2 = 0.50$$

(0.060)	(0.043)
9.69	8.16

$$X2.8 = 0.70*CM, \text{ Errorvar.} = 0.34, R^2 = 0.59$$

(0.064)	(0.043)
10.92	7.96

$$X2.9 = 0.70*CM, \text{ Errorvar.} = 0.40, R^2 = 0.55$$

(0.067)	(0.049)
10.41	8.06

$$X2.10 = 0.82*CM, \text{ Errorvar.} = 0.45, R^2 = 0.60$$

(0.074)	(0.056)
---------	---------

11.10 7.93

X2.11 = 0.76*CM, Errorvar.= 0.25 , $R^2 = 0.70$

(0.061) (0.033)

12.48 7.54

X3.1 = 0.82*KL, Errorvar.= 0.27 , $R^2 = 0.71$

(0.065) (0.034)

12.69 7.97

X3.2 = 0.76*KL, Errorvar.= 0.28 , $R^2 = 0.68$

(0.063) (0.035)

12.19 8.06

X3.3 = 0.74*KL, Errorvar.= 0.25 , $R^2 = 0.68$

(0.060) (0.032)

12.27 8.05

X3.4 = 0.76*KL, Errorvar.= 0.23 , $R^2 = 0.71$

(0.060) (0.029)

12.70 7.97

X3.5 = 0.79*KL, Errorvar.= 0.26 , $R^2 = 0.70$

(0.063) (0.033)

12.57 8.00

X3.6 = 0.86*KL, Errorvar.= 0.15 , $R^2 = 0.83$

(0.060) (0.021)

14.38 7.38

X3.7 = 0.76*KL, Errorvar.= 0.22 , $R^2 = 0.73$

(0.059) (0.027)

12.90 7.91

X3.8 = 0.75*KL, Errorvar.= 0.26 , $R^2 = 0.69$

(0.061) (0.032)

12.34 8.05

X3.9 = 0.85*KL, Errorvar.= 0.23 , $R^2 = 0.76$

(0.064) (0.030)

13.32 7.82

X3.10 = 0.87*KL, Errorvar.= 0.27 , $R^2 = 0.74$

(0.067) (0.035)

13.03 7.90

$X3.11 = 0.63 * KL$, Errorvar.= 0.32 , $R^2 = 0.56$

(0.060) (0.038)

10.58 8.29

$X3.12 = 0.70 * KL$, Errorvar.= 0.23 , $R^2 = 0.68$

(0.057) (0.028)

12.29 8.04

$X3.13 = 0.65 * KL$, Errorvar.= 0.31 , $R^2 = 0.58$

(0.060) (0.037)

10.88 8.26

$X3.14 = 0.68 * KL$, Errorvar.= 0.44 , $R^2 = 0.51$

(0.068) (0.052)

10.02 8.34

$X3.15 = 0.84 * KL$, Errorvar.= 0.34 , $R^2 = 0.68$

(0.069) (0.042)

12.21 8.07

$X3.16 = 0.78 * KL$, Errorvar.= 0.70 , $R^2 = 0.46$

(0.083) (0.084)

9.32 8.39

Error Covariance for Y1.4 and Y1.2 = 0.24

(0.046)

5.18

Error Covariance for Y1.5 and Y1.4 = 0.15

(0.037)

4.07

Error Covariance for Y1.6 and Y1.5 = 0.23

(0.044)

5.15

Error Covariance for Y2.2 and Y2.1 = 0.15

(0.038)

3.87

Error Covariance for Y2.4 and Y2.3 = 0.13

(0.036)
3.72

Error Covariance for X1.2 and X1.1 = 0.46
(0.073)
6.31

Error Covariance for X1.3 and X1.1 = 0.27
(0.069)
3.88

Error Covariance for X1.3 and X1.2 = 0.36
(0.064)
5.53

Error Covariance for X1.7 and X1.6 = 0.19
(0.044)
4.25

Error Covariance for X2.2 and X2.1 = 0.12
(0.035)
3.48

Error Covariance for X2.5 and X2.4 = 0.17
(0.042)
4.13

Error Covariance for X2.6 and X2.3 = 0.019
(0.029)
0.65

Error Covariance for X3.2 and X3.1 = 0.14
(0.028)
5.06

Error Covariance for X3.4 and X3.3 = 0.14
(0.025)
5.64

Error Covariance for X3.12 and X3.7 = 0.079
(0.021)
3.72

Structural Equations

$$K = 0.17*CP + 0.48*CM + 0.36*KL, \text{ Errorvar.} = 0.10, R^2 = 0.90$$

(0.10)	(0.12)	(0.092)	(0.036)
1.64	3.90	3.91	2.77

$$KP = 0.90*K, \text{ Errorvar.} = 0.20, R^2 = 0.80$$

(0.097)	(0.048)
9.29	4.08

Reduced Form Equations

$$K = 0.17*CP + 0.48*CM + 0.36*KL, \text{ Errorvar.} = 0.10, R^2 = 0.90$$

(0.10)	(0.12)	(0.092)
1.64	3.90	3.91

$$KP = 0.15*CP + 0.43*CM + 0.32*KL, \text{ Errorvar.} = 0.28, R^2 = 0.72$$

(0.092)	(0.11)	(0.083)
1.64	3.85	3.86

Correlation Matrix of Independent Variables

	CP	CM	KL
CP	1.00		
CM	0.85 (0.03) 29.35	1.00	
KL	0.78 (0.04) 20.71	0.83 (0.03) 27.39	1.00

Covariance Matrix of Latent Variables

	K	KP	CP	CM	KL
K	1.00				

KP	0.90	1.00			
CP	0.85	0.77	1.00		
CM	0.92	0.82	0.85	1.00	
KL	0.88	0.79	0.78	0.83	1.00

Goodness of Fit Statistics

Degrees of Freedom = 1355

Minimum Fit Function Chi-Square = 3005.38 (P = 0.0)

Normal Theory Weighted Least Squares Chi-Square = 3308.99 (P = 0.0)

Estimated Non-centrality Parameter (NCP) = 1953.99

90 Percent Confidence Interval for NCP = (1788.99 ; 2126.60)

Minimum Fit Function Value = 20.31

Population Discrepancy Function Value (F0) = 13.20

90 Percent Confidence Interval for F0 = (12.09 ; 14.37)

Root Mean Square Error of Approximation (RMSEA) = 0.099

90 Percent Confidence Interval for RMSEA = (0.094 ; 0.10)

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

Expected Cross-Validation Index (ECVI) = 24.11

90 Percent Confidence Interval for ECVI = (23.00 ; 25.28)

ECVI for Saturated Model = 20.07

ECVI for Independence Model = 356.00

Chi-Square for Independence Model with 1431 Degrees of Freedom = 52579.80

Independence AIC = 52687.80

Model AIC = 3568.99

Saturated AIC = 2970.00

Independence CAIC = 52904.01

Model CAIC = 4089.50

Saturated CAIC = 8915.86

Normed Fit Index (NFI) = 0.94

Non-Normed Fit Index (NNFI) = 0.97

Parsimony Normed Fit Index (PNFI) = 0.89

Comparative Fit Index (CFI) = 0.97

Incremental Fit Index (IFI) = 0.97

Relative Fit Index (RFI) = 0.94

Critical N (CN) = 73.84

Root Mean Square Residual (RMR) = 0.064
 Standardized RMR = 0.072
 Goodness of Fit Index (GFI) = 0.55
 Adjusted Goodness of Fit Index (AGFI) = 0.50
 Parsimony Goodness of Fit Index (PGFI) = 0.50

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
Y2.3	K	8.9	0.41
X1.8	KL	9.8	0.26
X1.10	KL	11.3	0.30
X3.1	CP	8.0	0.19
X3.1	CM	13.4	0.28
X3.16	CM	16.4	0.57
K	KP	29.0	-1.32
KP	KL	12.5	0.58

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
KP	K	29.0	-0.26
Y1.6	Y1.4	19.3	0.17
Y2.5	Y2.1	8.6	0.08
Y2.5	Y2.2	27.2	-0.13
Y2.6	Y2.3	12.4	-0.08
Y2.6	Y2.4	8.4	0.08
Y2.7	Y2.1	10.3	-0.09
Y2.7	Y2.2	13.7	0.09
X1.1	Y2.5	8.0	-0.09
X1.5	X1.4	16.8	0.16
X1.6	X1.4	14.8	0.14
X1.6	X1.5	15.0	0.13
X1.7	Y1.3	8.0	-0.09
X1.7	Y1.6	9.4	-0.09
X1.8	X1.4	15.0	-0.13
X1.8	X1.6	19.7	-0.13
X1.8	X1.7	18.7	0.12
X1.9	X1.5	11.2	-0.11
X1.9	X1.8	8.8	0.09
X1.10	Y1.1	11.0	-0.10
X1.10	X1.9	8.8	0.09
X1.12	Y1.3	11.3	0.13

X1.12	Y2.4	8.3	0.10
X1.12	X1.7	9.6	-0.11
X1.12	X1.11	9.3	0.11
X1.13	X1.12	8.7	0.12
X1.14	Y1.3	8.5	0.12
X1.14	X1.12	16.6	0.18
X1.14	X1.13	10.8	0.15
X2.1	X1.14	19.6	0.16
X2.2	X1.14	15.3	-0.14
X2.3	X1.7	16.3	0.12
X2.3	X1.12	10.2	-0.11
X2.3	X2.2	16.6	0.11
X2.4	X1.5	9.6	0.10
X2.4	X1.8	8.1	-0.08
X2.6	Y2.4	10.6	0.10
X2.6	X1.4	13.9	-0.13
X2.6	X1.5	12.9	-0.11
X2.6	X1.8	10.0	0.09
X2.7	Y2.4	7.9	0.09
X2.7	Y2.7	12.9	-0.10
X2.7	X1.6	12.6	0.11
X2.8	Y2.6	8.0	-0.07
X2.8	X1.3	14.7	0.14
X2.8	X1.4	9.9	-0.11
X2.8	X1.5	13.7	-0.12
X2.8	X1.6	10.1	-0.10
X2.8	X1.8	9.6	0.09
X2.8	X1.10	8.1	0.09
X2.8	X1.12	14.3	0.13
X2.8	X2.6	15.4	0.12
X2.9	X1.10	10.0	-0.11
X2.10	X1.4	9.7	-0.12
X2.10	X2.3	12.2	-0.12
X2.10	X2.9	15.4	0.15
X3.2	Y1.6	8.9	0.07
X3.3	X1.9	14.3	0.08
X3.5	Y1.4	12.8	-0.10
X3.5	X1.1	9.0	-0.10
X3.5	X2.3	8.9	0.08
X3.6	Y1.4	8.0	-0.06
X3.6	X1.11	8.8	-0.06
X3.6	X3.5	14.0	0.07
X3.7	Y1.6	8.5	0.07

X3.7	X2.11	13.0	-0.07
X3.8	X3.6	9.0	0.06
X3.9	Y2.5	8.6	0.07
X3.9	X1.9	10.2	-0.08
X3.11	Y2.4	8.3	0.08
X3.11	X1.7	10.6	-0.09
X3.11	X1.13	8.9	0.10
X3.11	X2.8	12.3	0.10
X3.13	X1.5	8.6	-0.09
X3.13	X1.10	12.2	0.10
X3.13	X1.13	8.7	0.10
X3.13	X2.3	8.3	-0.08
X3.13	X2.9	10.3	-0.10
X3.13	X3.3	14.3	-0.07
X3.14	Y1.4	10.5	0.11
X3.14	Y1.5	9.2	-0.10
X3.14	Y1.6	10.4	0.11
X3.14	Y2.3	12.2	0.10
X3.14	X1.4	9.6	-0.12
X3.14	X1.8	7.9	0.09
X3.14	X1.10	8.1	0.10
X3.14	X2.6	10.0	0.10
X3.14	X2.8	10.9	0.11
X3.14	X3.1	18.7	-0.11
X3.14	X3.5	13.1	-0.11
X3.14	X3.9	9.5	-0.09
X3.15	Y2.1	14.0	0.11
X3.15	X1.5	9.4	0.10
X3.15	X1.12	8.6	-0.10
X3.15	X2.6	8.1	-0.08
X3.16	Y2.2	12.2	0.13
X3.16	Y2.7	10.4	0.12
X3.16	X1.5	19.9	0.20
X3.16	X1.9	10.9	-0.14
X3.16	X1.10	13.1	-0.16
X3.16	X2.2	7.9	0.11
X3.16	X3.9	9.2	0.11
X3.16	X3.11	14.6	-0.15

Time used: 2.922 Seconds

