LAMPIRAN 1

No. Responden:

KUESIONER

Kepada : Yth. Responden

Dengan Hormat,

Saya Ardianto Wibowo mahasiswa Universitas Katolik Widya Mandala Surabaya Jurusan Manajemen pada saat ini saya sedang melakukan penelitian dengan judul " Pengaruh *Price* Dan *Service Quality* Terhadap *Customer Loyalty* Melalui *Customer Statisfaction* pada Restoran Chubo-Chubo di Tujungan Plaza Surabaya". Oleh sebab itu, diharapkan para responden dapat membantu penelitian yang saya lakukan dengan memberikan jawaban yang sebenarnya.

Atas kesediaaan waktu yang telah diberikan dalam menjawab pertanyaan-pertanyaan yang telah diberikan, saya ucapkan terima kasih.

Hormat Saya,

Ardianto Wibowo

IDENTITAS RESPONDEN

I. Berilah tanda silang (X) pada pilihan jawaban

1. Jenis kelamin anda?
   1. Laki-laki 2. Wanita
2. Apakah anda pernah mengkonsumsi masakan direstoran Chubo-Chubo?
   1. Iya 2. Tidak
3. Dimanakah domisili anda?
   1. Surabaya 2. Luar Surabaya
4. Berapakah usia anda?
   1. Kurang dari 18 tahun 2. 18 Tahun keatas
5. Apakah anda mempunyai keinginan mengkonsumsi masakan direstoran Chubo-Chubo lagi?
   1. Iya 2.Tidak

PETUNJUK PENGISIAN KUESIONER

II. Jawablah pertanyaan berikut dengan memberi tanda *check list* (√) atau tanda silang (X) pada kolom alternatif jawaban yang menjadi pilihan anda:

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

No	Pernyataan	STS	TS	N	S	SS
Harga/*Price* (X_1)		**1**	**2**	**3**	**4**	**5**
1.	Saya merasa harga masakan direstoran Chubo-Chubo sesuai dengan kualitas produknya					
2.	Saya merasa harga masakan direstoran Chubo-Chubo lebih murah dibandingkan dengan produk pesaing lainnya					
3.	Saya merasa harga direstoran Chubo-Chubo sesuai dengan manfaat yang didapat					
Kualitas Layanan /*Service Quality* (X_2)						
1.	Saya merasa direstoran Chubo-Chubo memberikan jasa sesuai yang dijanjikan					
2.	Saya merasa kemampuan karyawan memberikan pelayanan jasa sesuai dengan yang saya harapakan					
3.	Saya merasa pengetahuan dan kemampuan karyawan melayani saya dengan percaya diri pada menu yang ditawarkan					
4.	Saya merasa karyawan memberikan perhatian dan mengerti kebutuhan yang saya butuhkan					
5	Saya merasa fasilitas fisik, perlengkapan, dan karyawan di restoran Chubo-Chubo sudah baik					
Kepuasan Pelanggan/ *Customer Statisfaction* (Y_1)						
1.	Secara keseluruhan, pelanggan senang dengan pelayanan dan menu-menu yang ditawarkan restoran Chubo-Chubo sudah baik.					
2.	Restoran Chubo-Chubo telah memenuhi harapan pelanggan sesuai dengan yang diharapkan					
3.	Restoran Chubo-Chubo memberikan menu-menu dan pelayanan yang memuaskan dibandingkan dengan retoran yang lain					

No	Pernyataan	STS	TS	N	S	SS
Loyalitas Pelanggan/ *Customer Loyalty* (Y_2)		**1**	**2**	**3**	**4**	**5**
1.	Saya akan berbicara hal-hal yang positif tentang restoran Chubo-Chubo					
2.	Saya akan merekomendasikan restoran Chubo-Chubo kepada orang lain					
3.	Saya akan melakukan pembelian ulang pada restoran Chubo-Chubo					

LAMPIRAN 2
IDENTITAS RESPONDEN

Frequencies

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	76	50.7	50.7	50.7
	Perempuan	74	49.3	49.3	100.0
	Total	150	100.0	100.0	

Frequencies

Statistics

Pernah Mengkonsumsi

N	Valid	150
	Missing	0

Pernah Mengkonsumsi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Iya	150	100.0	100.0	100.0

Frequencies

Statistics

Domisisli

N	Valid	150
	Missing	0

Domisili

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Surabaya	150	100.0	100.0	100.0

Frequencies

Statistics

Usia

N	Valid	150
	Missing	0

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 Tahun keatas	150	100.0	100.0	100.0

Frequencies

Statistics

Pembelian ulang

N	Valid	150
	Missing	0

Pembelian ulang

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Iya	150	100.0	100.0	100.0

LAMPIRAN 3

HASIL KUESIONER

No	H			SQ					CS			CL		
	1	2	3	1	2	3	4	5	1	2	3	1	2	3
1	3	3	4	4	5	4	5	4	3	3	3	4	4	5
2	4	3	3	3	4	3	4	4	4	4	4	5	4	4
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9	3	3	4	4	5	4	5	4	3	3	3	4	4	5
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LAMPIRAN 4
UJI NORMALITAS

Total Sample Size = 150

Univariate Summary Statistics for Continuous Variables

Variable	Mean	St. Dev.	T-Value	Skewness	Kurtosis	Minimum	Freq.	Maximum	Freq.
X1.1	3.860	0.949	49.840	-0.287	-0.483	1.263	2	5.092	41
X1.2	3.473	0.792	53.731	-0.142	0.100	1.282	2	5.169	9
X1.3	3.913	0.969	49.467	-0.321	-0.530	1.511	4	5.117	45
X2.1	3.667	0.902	49.765	-0.172	-0.212	1.206	2	5.125	24
X2.2	3.767	0.923	50.001	-0.203	-0.393	1.390	3	5.088	33
X2.3	3.720	0.844	53.956	-0.214	0.209	1.361	2	5.228	19
X2.4	3.653	0.962	46.498	-0.162	-0.372	1.384	5	5.119	28
X2.5	3.720	0.876	52.032	-0.191	-0.110	1.316	2	5.145	24
Y1.1	3.740	0.993	46.138	-0.233	-0.386	1.186	3	5.160	33
Y1.2	3.540	0.953	45.505	-0.030	-0.762	1.931	21	4.996	28
Y1.3	3.667	1.072	41.878	-0.224	-0.597	1.296	7	5.116	37
Y2.1	3.913	1.016	47.163	-0.339	-0.493	1.264	3	5.166	46
Y2.2	3.960	1.003	48.377	-0.351	-0.544	1.628	6	5.170	48
Y2.3	3.800	1.023	45.484	-0.286	-0.509	1.284	4	5.140	40

Test of Univariate Normality for Continuous Variables

	Skewness		Kurtosis		Skewness and Kurtosis	
Variable	Z-Score	P-Value	Z-Score	P-Value	Chi-Square	P-Value
X1.1	-1.461	0.144	-1.470	0.141	4.298	0.117
X1.2	-0.730	0.466	0.418	0.676	0.707	0.702
X1.3	-1.628	0.103	-1.683	0.092	5.484	0.064
X2.1	-0.883	0.377	-0.454	0.650	0.986	0.611
X2.2	-1.041	0.298	-1.097	0.273	2.287	0.319
X2.3	-1.097	0.273	0.672	0.501	1.654	0.437
X2.4	-0.832	0.405	-1.014	0.310	1.722	0.423
X2.5	-0.979	0.328	-0.141	0.888	0.978	0.613
Y1.1	-1.189	0.234	-1.068	0.285	2.556	0.279
Y1.2	-0.156	0.876	-2.961	0.003	8.789	0.012
Y1.3	-1.148	0.251	-2.009	0.045	5.351	0.069
Y2.1	-1.713	0.087	-1.515	0.130	5.230	0.073
Y2.2	-1.769	0.077	-1.749	0.080	6.188	0.045

Y2.3	-1.452	0.146	-1.586	0.113	4.626	0.099

Relative Multivariate Kurtosis = 0.956

Test of Multivariate Normality for Continuous Variables

Skewness			Kurtosis			Skewness and Kurtosis	
Value	Z-Score	P-Value	Value	Z-Score	P-Value	Chi-Square	P-Value
33.882	7.445	0.000	2 14.091	-2.225	0.026	60.376	0.000

LAMPIRAN 5
UJI VALIDITAS DAN RELIABILITAS

CUSTOMER LOYALTY
Number of Iterations = 10
LISREL Estimates (Maximum Likelihood)

Measurement Equations

Y1.1 = 1.00*SATISFAC, Errorvar.= 0.45 , R^2 = 0.54
(0.062)
7.29

Y1.2 = 1.12*SATISFAC, Errorvar.= 0.24 , R^2 = 0.74
(0.11) (0.047)
9.95 5.11

Y1.3 = 1.29*SATISFAC, Errorvar.= 0.27 , R^2 = 0.77
(0.13) (0.058)
10.06 4.57

Y2.1 = 1.00*LOYALTY, Errorvar.= 0.54 , R^2 = 0.47
(0.079)
6.88

Y2.2 = 0.80*LOYALTY, Errorvar.= 0.70 , R^2 = 0.31
(0.13) (0.088)
6.02 7.88

Y2.3 = 0.96*LOYALTY, Errorvar.= 0.60 , R^2 = 0.43
(0.14) (0.083)
7.01 7.22

X1.1 = 1.00*PRICE, Errorvar.= 0.32 , R^2 = 0.64
(0.066)
4.95

X1.2 = 0.71*PRICE, Errorvar.= 0.33 , R^2 = 0.47
(0.095) (0.049)
7.51 6.79

X1.3 = 0.88*PRICE, Errorvar.= 0.49 , R^2 = 0.48
(0.12) (0.073)
7.58 6.70

X2.1 = 1.00*SERVQUAL, Errorvar.= 0.39 , R^2 = 0.52
(0.055)
7.00

X2.2 = 0.91*SERVQUAL, Errorvar.= 0.50 , R^2 = 0.42
(0.13) (0.065)
7.23 7.57

X2.3 = 0.86*SERVQUAL, Errorvar.= 0.40 , R^2 = 0.45
(0.12) (0.053)
7.45 7.45

X2.4 = 1.00*SERVQUAL, Errorvar.= 0.50 , R^2 = 0.46
(0.13) (0.068)
7.55 7.39

X2.5 = 0.90*SERVQUAL, Errorvar.= 0.42 , R^2 = 0.45
(0.12) (0.057)
7.47 7.44

PERHITUNGAN RELIABILITAS

1. *Price*

$$CR = \frac{(0{,}80 + 0{,}63 + 0{,}69)^2}{(0{,}80 + 0{,}63 + 0{,}69)^2 + (0{,}2^2 + 0{,}37^2 + 0{,}31^2)} = \frac{4{,}49}{4{,}76} = 0{,}94$$

$$VE = \frac{(0{,}80 + 0{,}63 + 0{,}69)^2}{(0{,}80^2 + 0{,}63^2 + 0{,}69^2) + (0{,}2^2 + 0{,}37^2 + 0{,}31^2)} = \frac{4{,}49}{1{,}78} = 2{,}52$$

2. *Service Quality*

$$CR = \frac{(0{,}72 + 0{,}65 + 0{,}67 + 0.68 + 0.67)^2}{(0{,}72 + 0{,}65 + 0{,}67 + 0.68 + 0.67)^2 + (0{,}28^2 + 0{,}35^2 + 0{,}33^2 + 0{,}32^2 + 0{,}33^2)} = \frac{11{,}49}{12{,}01} = 0{,}96$$

$$VE = \frac{(0{,}72 + 0{,}65 + 0{,}67 + 0.68 + 0.67)^2}{(0{,}72^2 + 0{,}65^2 + 0{,}67^2 + 0{,}68^2 + 0{,}67^2) + (0{,}28^2 + 0{,}35^2 + 0{,}33^2 + 0{,}32^2 + 0{,}33^2)} = \frac{11{,}49}{2.82} = 4{,}07$$

3. *Customer Statisfaction*

$$CR = \frac{(0{,}73 + 0{,}86 + 0{,}88)^2}{(0{,}73 + 0{,}86 + 0{,}88)^2 + (0{,}27^2 + 0{,}14^2 + 0{,}12^2)} = \frac{6{,}10}{6{,}21} = 0{,}98$$

$$VE = \frac{(0{,}73 + 0{,}86 + 0{,}88)^2}{(0{,}73^2 + 0{,}86^2 + 0{,}88^2) + (0{,}27^2 + 0{,}14^2 + 0{,}12^2)} = \frac{6{,}10}{2{,}16} = 2{,}82$$

4. *Customer Loyalty*

$$CR = \frac{(0{,}69 + 0{,}55 + 0{,}66)^2}{(0{,}69 + 0{,}55 + 0{,}66)^2 + (0{,}31^2 + 0{,}45^2 + 0{,}34^2)} = \frac{3.61}{4.02} = 0{,}90$$

$$VE = \frac{(0{,}69 + 0{,}55 + 0{,}66)^2}{(0{,}69^2 + 0{,}55^2 + 0{,}66^2) + (0{,}31^2 + 0{,}45^2 + 0{,}34^2)} = \frac{3.76}{1.62} = 2{,}32$$

LAMPIRAN 6
GOODNESS OF – FIT INDICES

Degrees of Freedom = 72
Minimum Fit Function Chi-Square = 148.89 (P = 0.00)
Normal Theory Weighted Least Squares Chi-Square = 135.16 (P =0.00)
Estimated Non-centrality Parameter (NCP) = 63.16
90 Percent Confidence Interval for NCP = (34.24 ; 99.89)
Minimum Fit Function Value = 1.00
Population Discrepancy Function Value (F0) = 0.42
90 Percent Confidence Interval for F0 = (0.23 ; 0.67)
Root Mean Square Error of Approximation (RMSEA) = 0.077
90 Percent Confidence Interval for RMSEA = (0.056 ; 0.096)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.017
Expected Cross-Validation Index (ECVI) = 1.35
90 Percent Confidence Interval for ECVI = (1.16 ; 1.60)
ECVI for Saturated Model = 1.41
ECVI for Independence Model = 13.70
Chi-Square for Independence Model with 91 Degrees of Freedom = 2013.39
Independence AIC = 2041.39
Model AIC = 201.16
Saturated AIC = 210.00
Independence CAIC = 2097.54
Model CAIC = 333.51
Saturated CAIC = 631.12
Normed Fit Index (NFI) = 0.93
Non-Normed Fit Index (NNFI) = 0.95
Parsimony Normed Fit Index (PNFI) = 0.73
Comparative Fit Index (CFI) = 0.96
Incremental Fit Index (IFI) = 0.96
Relative Fit Index (RFI) = 0.91
Critical N (CN) = 103.89
Root Mean Square Residual (RMR) = 0.054
Standardized RMR = 0.061
Goodness of Fit Index (GFI) = 0.89
Adjusted Goodness of Fit Index (AGFI) = 0.83
Parsimony Goodness of Fit Index (PGFI) = 0.61

UJI KECOCOKAN MODEL STRUKTURAL

SATISFAC = 0.29*PRICE + 0.35*SERVQUAL, Errorvar.= 0.37 , R^2 = 0.31
(0.14) (0.16) (0.077)
2.08 2.19 4.74

LOYALTY = 0.33*SATISFAC + 0.77*SERVQUAL, Errorvar.= 0.053 , R^2 = 0.89
(0.095) (0.13) (0.046)
3.53 5.86 1.16

Reduced Form Equations

SATISFAC = 0.29*PRICE + 0.35*SERVQUAL, Errorvar.= 0.37, R^2 = 0.31
(0.14) (0.16)
2.08 2.19

LOYALTY = 0.096*PRICE + 0.88*SERVQUAL, Errorvar.= 0.094, R^2 = 0.81
(0.055) (0.14)
1.73 6.27

Total and Indirect Effects

Total Effects of KSI on ETA

	PRICE	SERVQUAL
SATISFAC	0.29	0.35
	(0.14)	(0.16)
	2.08	2.19
LOYALTY	0.10	0.88
	(0.06)	(0.14)
	1.73	6.27

Total Effects of ETA on ETA

	SATISFAC	LOYALTY
SATISFAC	- -	- -
LOYALTY	0.33	- -

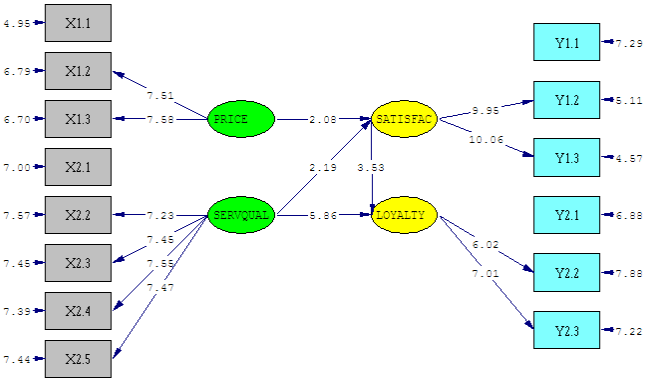
(0.09)

Total Effects of ETA on Y

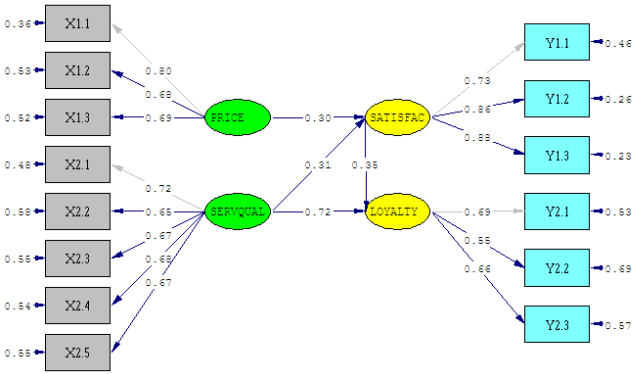
	SATISFAC	LOYALTY
Y1.1	1.00	- -
Y1.2	1.12	- -
	(0.11)	
	9.95	
Y1.3	1.29	- -
	(0.13)	
	10.06	
Y2.1	0.33	1.00
	(0.09)	
	3.53	
Y2.2	0.27	0.80
	(0.08)	(0.13)
	3.34	6.02
Y2.3	0.32	0.96
	(0.09)	(0.14)
	3.49	7.01

LAMPIRAN 7
DIAGRAM PATH

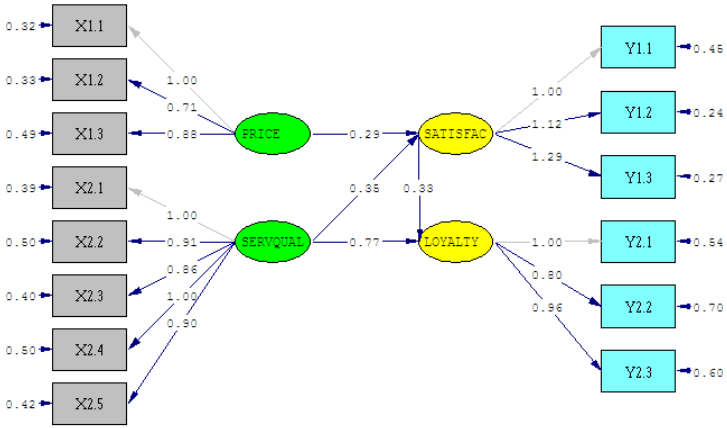
T-values



Standardized Solutions



Estimates


X1.1
X1.2
X1.3
X2.1
X2.2
X2.3
X2.4
X2.5
0.32
0.33
0.49
0.39
0.50
0.40
0.50
0.42
1.00
0.71
0.88
1.00
0.91
0.86
1.00
0.90
PRICE
SERVQUAL
0.29
0.35
0.33
0.77
SATISFAC
LOYALTY
1.00
1.12
1.29
1.00
0.80
0.96
Y1.1
Y1.2
Y1.3
Y2.1
Y2.2
Y2.3
0.45
0.24
0.27
0.54
0.70
0.60

LAMPIRAN

DATE: 12/14/2013
TIME: 09:46

P R E L I S 2.70

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file C:\Skripsi\Skripsi\INPUT.PR2:

```
!PRELIS SYNTAX: Can be edited
SY='C:\Skripsi\Skripsi\INPUT.PSF'
NS 1 2 3 4 5 6 7 8 9 10 11 12 13 14
OU MA=CM SM=C:\Skripsi\Skripsi.COV XT
```

Total Sample Size = 150

Univariate Summary Statistics for Continuous Variables

Variable	Mean	St. Dev.	T-Value	Skewness	Kurtosis	Minimum	Freq.	Maximum	Freq.
X1.1	3.860	0.949	49.840	-0.287	-0.483	1.263	2	5.092	41
X1.2	3.473	0.792	53.731	-0.142	0.100	1.282	2	5.169	9
X1.3	3.913	0.969	49.467	-0.321	-0.530	1.511	4	5.117	45
X2.1	3.667	0.902	49.765	-0.172	-0.212	1.206	2	5.125	24
X2.2	3.767	0.923	50.001	-0.203	-0.393	1.390	3	5.088	33
X2.3	3.720	0.844	53.956	-0.214	0.209	1.361	2	5.228	19
X2.4	3.653	0.962	46.498	-0.162	-0.372	1.384	5	5.119	28
X2.5	3.720	0.876	52.032	-0.191	-0.110	1.316	2	5.145	24
Y1.1	3.740	0.993	46.138	-0.233	-0.386	1.186	3	5.160	33
Y1.2	3.540	0.953	45.505	-0.030	-0.762	1.931	21	4.996	28
Y1.3	3.667	1.072	41.878	-0.224	-0.597	1.296	7	5.116	37
Y2.1	3.913	1.016	47.163	-0.339	-0.493	1.264	3	5.166	46
Y2.2	3.960	1.003	48.377	-0.351	-0.544	1.628	6	5.170	48
Y2.3	3.800	1.023	45.484	-0.286	-0.509	1.284	4	5.140	40

Test of Univariate Normality for Continuous Variables

	Skewness		Kurtosis		Skewness and Kurtosis	
Variable	Z-Score	P-Value	Z-Score	P-Value	Chi-Square	P-Value
X1.1	-1.461	0.144	-1.470	0.141	4.298	0.117
X1.2	-0.730	0.466	0.418	0.676	0.707	0.702
X1.3	-1.628	0.103	-1.683	0.092	5.484	0.064
X2.1	-0.883	0.377	-0.454	0.650	0.986	0.611
X2.2	-1.041	0.298	-1.097	0.273	2.287	0.319
X2.3	-1.097	0.273	0.672	0.501	1.654	0.437
X2.4	-0.832	0.405	-1.014	0.310	1.722	0.423
X2.5	-0.979	0.328	-0.141	0.888	0.978	0.613
Y1.1	-1.189	0.234	-1.068	0.285	2.556	0.279
Y1.2	-0.156	0.876	-2.961	0.003	8.789	0.012
Y1.3	-1.148	0.251	-2.009	0.045	5.351	0.069
Y2.1	-1.713	0.087	-1.515	0.130	5.230	0.073
Y2.2	-1.769	0.077	-1.749	0.080	6.188	0.045
Y2.3	-1.452	0.146	-1.586	0.113	4.626	0.099

Relative Multivariate Kurtosis = 0.956

Test of Multivariate Normality for Continuous Variables

Skewness			Kurtosis			Skewness and Kurtosis	
Value	Z-Score	P-Value	Value	Z-Score	P-Value	Chi-Square	P-Value
------	-------	-------	-------	-------	-------	----------	-------
33.882	7.445	0.000	214.091	-2.225	0.026	60.376	0.000

Histograms for Continuous Variables

X1.1

Frequency	Percentage	Lower Class Limit	
2	1.3	1.263	•
0	0.0	1.646	
11	7.3	2.029	• • • • • •
0	0.0	2.412	
34	22.7	2.795	• • • • • • • • • • • • • • • • • • • •
0	0.0	3.177	
62	41.3	3.560	• •
0	0.0	3.943	
0	0.0	4.326	
41	27.3	4.709	• •

X1.2

Frequency	Percentage	Lower Class Limit	
2	1.3	1.282	•
0	0.0	1.671	
13	8.7	2.059	• • • • • • •

0	0.0	2.448	
56	37.3	2.837	• •
0	0.0	3.225	
70	46.7	3.614	• •
0	0.0	4.003	
0	0.0	4.391	
9	6.0	4.780	• • • •

X1.3

Frequency	Percentage	Lower Class Limit	
4	2.7	1.511	• •
7	4.7	1.871	• • • •
0	0.0	2.232	
32	21.3	2.592	• • • • • • • • • • • • • • • • • • •
0	0.0	2.953	
0	0.0	3.314	
62	41.3	3.674	• •
0	0.0	4.035	
0	0.0	4.396	
45	30.0	4.756	• •

X2.1

Frequency	Percentage	Lower Class Limit	
2	1.3	1.206	•
0	0.0	1.597	
14	9.3	1.989	• • • • • • •
0	0.0	2.381	
40	26.7	2.773	• •
0	0.0	3.165	
70	46.7	3.557	• •
0	0.0	3.949	
0	0.0	4.341	
24	16.0	4.733	• • • • • • • • • • • • •

X2.2

Frequency	Percentage	Lower Class Limit	
3	2.0	1.390	•
8	5.3	1.760	• • • •
0	0.0	2.129	
0	0.0	2.499	
43	28.7	2.869	• •
0	0.0	3.239	
63	42.0	3.609	• •
0	0.0	3.979	
0	0.0	4.348	
33	22.0	4.718	• • • • • • • • • • • • • • • • • • •

X2.3

Frequency	Percentage	Lower Class Limit	
2	1.3	1.361	
0	0.0	1.748	
13	8.7	2.134	• • • • •
0	0.0	2.521	
29	19.3	2.908	• • • • • • • • • • • •
0	0.0	3.294	
87	58.0	3.681	• •
0	0.0	4.068	
0	0.0	4.454	
19	12.7	4.841	• • • • • • • •

X2.4

Frequency	Percentage	Lower Class Limit	
5	3.3	1.384	• • •
9	6.0	1.757	• • • • •
0	0.0	2.131	
0	0.0	2.504	
47	31.3	2.878	• •
0	0.0	3.251	
61	40.7	3.625	• •
0	0.0	3.998	
0	0.0	4.372	
28	18.7	4.745	• • • • • • • • • • • • • • • • •

X2.5

Frequency	Percentage	Lower Class Limit	
2	1.3	1.316	•
0	0.0	1.699	
12	8.0	2.081	• • • • • •
0	0.0	2.464	
36	24.0	2.847	• • • • • • • • • • • • • • • • • •
0	0.0	3.230	
76	50.7	3.613	• •
0	0.0	3.996	
0	0.0	4.379	
24	16.0	4.762	• • • • • • • • • • • •

Y1.1

Frequency	Percentage	Lower Class Limit	
3	2.0	1.186	•
0	0.0	1.584	
17	11.3	1.981	• • • • • • • • •
0	0.0	2.378	
29	19.3	2.776	• • • • • • • • • • • • • • • •
0	0.0	3.173	

68 45.3 3.570
• •
0 0.0 3.968
0 0.0 4.365
33 22.0 4.762 • • • • • • • • • • • • • • • • • •

Y1.2
Frequency Percentage Lower Class Limit
21 14.0 1.931 • • • • • • • • • • • • • •
0 0.0 2.237
0 0.0 2.544
55 36.7 2.850
• •
0 0.0 3.157
0 0.0 3.463
46 30.7 3.770 •
0 0.0 4.076
0 0.0 4.383
28 18.7 4.689 • • • • • • • • • • • • • • • • • • •

Y1.3
Frequency Percentage Lower Class Limit
7 4.7 1.296 • • • • •
0 0.0 1.678
11 7.3 2.060 • • • • • • • •
0 0.0 2.442
44 29.3 2.824 •
0 0.0 3.206
51 34.0 3.588
• •
0 0.0 3.970
0 0.0 4.352
37 24.7 4.734 •

Y2.1
Frequency Percentage Lower Class Limit
3 2.0 1.264 •
0 0.0 1.655
16 10.7 2.045 • • • • • • • • •
0 0.0 2.435
18 12.0 2.825 • • • • • • • • • •
0 0.0 3.215
67 44.7 3.605
• •
0 0.0 3.996
0 0.0 4.386
46 30.7 4.776 •

Y2.2

Frequency	Percentage	Lower Class Limit	
6	4.0	1.628	• • •
6	4.0	1.982	• • •
0	0.0	2.337	
24	16.0	2.691	• • • • • • • • • • • • •
0	0.0	3.045	
0	0.0	3.399	
66	44.0	3.753	• •
0	0.0	4.107	
0	0.0	4.461	
48	32.0	4.815	• •

Y2.3

Frequency	Percentage	Lower Class Limit	
4	2.7	1.284	• •
0	0.0	1.669	
14	9.3	2.055	• • • • • • • •
0	0.0	2.441	
30	20.0	2.826	• • • • • • • • • • • • • • • • • •
0	0.0	3.212	
62	41.3	3.598	• •
0	0.0	3.983	
0	0.0	4.369	
40	26.7	4.755	• •

Covariance Matrix

	X1.1	X1.2	X1.3	X2.1	X2.2	X2.3
X1.1	0.900					
X1.2	0.409	0.627				
X1.3	0.495	0.386	0.939			
X2.1	0.346	0.269	0.284	0.814		
X2.2	0.291	0.149	0.162	0.326	0.851	
X2.3	0.311	0.153	0.295	0.379	0.332	0.713
X2.4	0.338	0.218	0.266	0.427	0.582	0.294
X2.5	0.390	0.197	0.305	0.412	0.335	0.358
Y1.1	0.357	0.288	0.363	0.273	0.239	0.272
Y1.2	0.270	0.185	0.194	0.225	0.142	0.136
Y1.3	0.357	0.273	0.357	0.308	0.330	0.267
Y2.1	0.450	0.286	0.373	0.476	0.260	0.329
Y2.2	0.312	0.249	0.304	0.277	0.353	0.395
Y2.3	0.250	0.188	0.295	0.371	0.377	0.354

Covariance Matrix

	X2.4	X2.5	Y1.1	Y1.2	Y1.3	Y2.1
X2.4	0.926					
X2.5	0.311	0.767				
Y1.1	0.312	0.320	0.986			
Y1.2	0.307	0.250	0.608	0.908		
Y1.3	0.395	0.287	0.638	0.787	1.150	
Y2.1	0.367	0.368	0.469	0.354	0.507	1.033
Y2.2	0.288	0.268	0.393	0.211	0.306	0.404
Y2.3	0.427	0.325	0.418	0.383	0.490	0.450

Covariance Matrix

	Y2.2	Y2.3
Y2.2	1.005	
Y2.3	0.386	1.047

Means

X1.1	X1.2	X1.3	X2.1	X2.2	X2.3
3.860	3.473	3.913	3.667	3.767	3.720

Means

X2.4	X2.5	Y1.1	Y1.2	Y1.3	Y2.1
3.653	3.720	3.740	3.540	3.667	3.913

Means

Y2.2	Y2.3
3.960	3.800

Standard Deviations

X1.1	X1.2	X1.3	X2.1	X2.2	X2.3
0.949	0.792	0.969	0.902	0.923	0.844

Standard Deviations

X2.4	X2.5	Y1.1	Y1.2	Y1.3	Y2.1
0.962	0.876	0.993	0.953	1.072	1.016

Standard Deviations

Y2.2	Y2.3
1.003	1.023

The Problem used 23288 Bytes (= 0.0% of available workspace)

DATE: 12/14/2013
TIME: 9:47

L I S R E L 8.70

BY

Karl G. Jöreskog & Dag Sörbom

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Website: www.ssicentral.com

The following lines were read from file C:\Skripsi\Skripsi\OUTPUT.spl:

```
CUSTOMER LOYALTY
OBSERVED VARIABLE X1.1 X1.2 X1.3 X2.1 X2.2 X2.3 X2.4 X2.5 Y1.1 Y1.2 Y1.3 Y2.1
Y2.2 Y2.3
COVARIANCE MATRIX FROM FILE C:\Skripsi.COV
SAMPLE SIZE 150
LATENT VARIABLES PRICE SERVQUAL SATISFACTION LOYALTY
RELATIONSHIPS:
X1.1=1*PRICE
X1.2-X1.3=PRICE
X2.1=1*SERVQUAL
X2.2-X2.5=SERVQUAL
Y1.1=1*SATISFACTION
Y1.2-Y1.3=SATISFACTION
Y2.1=1*LOYALTY
Y2.2-Y2.3=LOYALTY
SATISFACTION=PRICE SERVQUAL
LOYALTY=SERVQUAL SATISFACTION
OPTIONS:SS SC EF
PATH DIAGRAM
```

END OF PROGRAM
Sample Size = 150

CUSTOMER LOYALTY

Covariance Matrix

	Y1.1	Y1.2	Y1.3	Y2.1	Y2.2	Y2.3
Y1.1	0.99					
Y1.2	0.61	0.91				
Y1.3	0.64	0.79	1.15			
Y2.1	0.47	0.35	0.51	1.03		
Y2.2	0.39	0.21	0.31	0.40	1.01	
Y2.3	0.42	0.38	0.49	0.45	0.39	1.05
X1.1	0.36	0.27	0.36	0.45	0.31	0.25
X1.2	0.29	0.18	0.27	0.29	0.25	0.19
X1.3	0.36	0.19	0.36	0.37	0.30	0.29
X2.1	0.27	0.23	0.31	0.48	0.28	0.37
X2.2	0.24	0.14	0.33	0.26	0.35	0.38
X2.3	0.27	0.14	0.27	0.33	0.40	0.35
X2.4	0.31	0.31	0.40	0.37	0.29	0.43
X2.5	0.32	0.25	0.29	0.37	0.27	0.32

Covariance Matrix

	X1.1	X1.2	X1.3	X2.1	X2.2	X2.3
X1.1	0.90					
X1.2	0.41	0.63				
X1.3	0.50	0.39	0.94			
X2.1	0.35	0.27	0.28	0.81		
X2.2	0.29	0.15	0.16	0.33	0.85	
X2.3	0.31	0.15	0.29	0.38	0.33	0.71
X2.4	0.34	0.22	0.27	0.43	0.58	0.29
X2.5	0.39	0.20	0.30	0.41	0.33	0.36

Covariance Matrix

	X2.4	X2.5
X2.4	0.93	
X2.5	0.31	0.77

CUSTOMER LOYALTY

Number of Iterations = 10

LISREL Estimates (Maximum Likelihood)

Measurement Equations

Y1.1 = 1.00*SATISFAC, Errorvar.= 0.45 , R^2 = 0.54
(0.062)
7.29

Y1.2 = 1.12*SATISFAC, Errorvar.= 0.24 , R^2 = 0.74
(0.11) (0.047)
9.95 5.11

Y1.3 = 1.29*SATISFAC, Errorvar.= 0.27 , R^2 = 0.77
(0.13) (0.058)
10.06 4.57

Y2.1 = 1.00*LOYALTY, Errorvar.= 0.54 , R^2 = 0.47
(0.079)
6.88

Y2.2 = 0.80*LOYALTY, Errorvar.= 0.70 , R^2 = 0.31
(0.13) (0.088)
6.02 7.88

Y2.3 = 0.96*LOYALTY, Errorvar.= 0.60 , R^2 = 0.43
(0.14) (0.083)
7.01 7.22

X1.1 = 1.00*PRICE, Errorvar.= 0.32 , R^2 = 0.64
(0.066)
4.95

X1.2 = 0.71*PRICE, Errorvar.= 0.33 , R^2 = 0.47
(0.095) (0.049)
7.51 6.79

X1.3 = 0.88*PRICE, Errorvar.= 0.49 , R^2 = 0.48
(0.12) (0.073)
7.58 6.70

X2.1 = 1.00*SERVQUAL, Errorvar.= 0.39 , R^2 = 0.52
(0.055)
7.00

X2.2 = 0.91*SERVQUAL, Errorvar.= 0.50 , R^2 = 0.42
(0.13) (0.065)
7.23 7.57

X2.3 = 0.86*SERVQUAL, Errorvar.= 0.40 , R^2 = 0.45
(0.12) (0.053)
7.45 7.45

X2.4 = 1.00*SERVQUAL, Errorvar.= 0.50 , R^2 = 0.46
(0.13) (0.068)
7.55 7.39

X2.5 = 0.90*SERVQUAL, Errorvar.= 0.42 , R^2 = 0.45
(0.12) (0.057)
7.47 7.44

Structural Equations

SATISFAC = 0.29*PRICE + 0.35*SERVQUAL, Errorvar.= 0.37 , R^2 = 0.31
(0.14) (0.16) (0.077)
2.08 2.19 4.74

LOYALTY = 0.33*SATISFAC + 0.77*SERVQUAL, Errorvar.= 0.053 , R^2 = 0.89
(0.095) (0.13) (0.046)
3.53 5.86 1.16

Reduced Form Equations

SATISFAC = 0.29*PRICE + 0.35*SERVQUAL, Errorvar.= 0.37, R^2 = 0.31
(0.14) (0.16)
2.08 2.19

LOYALTY = 0.096*PRICE + 0.88*SERVQUAL, Errorvar.= 0.094, R^2 = 0.81
(0.055) (0.14)
1.73 6.27

Covariance Matrix of Independent Variables

	PRICE	SERVQUAL
PRICE	0.58	
	(0.11)	
	5.18	
SERVQUAL	0.34	0.43
	(0.07)	(0.09)
	5.15	4.79

Covariance Matrix of Latent Variables

	SATISFAC	LOYALTY	PRICE	SERVQUAL
SATISFAC	0.53			
LOYALTY	0.37	0.49		
PRICE	0.28	0.36	0.58	
SERVQUAL	0.24	0.41	0.34	0.43

Goodness of Fit Statistics

Degrees of Freedom = 72
Minimum Fit Function Chi-Square = 148.89 (P = 0.00)
Normal Theory Weighted Least Squares Chi-Square = 135.16 (P = 0.00)
Estimated Non-centrality Parameter (NCP) = 63.16
90 Percent Confidence Interval for NCP = (34.24 ; 99.89)
Minimum Fit Function Value = 1.00
Population Discrepancy Function Value (F0) = 0.42
90 Percent Confidence Interval for F0 = (0.23 ; 0.67)
Root Mean Square Error of Approximation (RMSEA) = 0.077
90 Percent Confidence Interval for RMSEA = (0.056 ; 0.096)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.017
Expected Cross-Validation Index (ECVI) = 1.35
90 Percent Confidence Interval for ECVI = (1.16 ; 1.60)
ECVI for Saturated Model = 1.41
ECVI for Independence Model = 13.70
Chi-Square for Independence Model with 91 Degrees of Freedom = 2013.39
Independence AIC = 2041.39
Model AIC = 201.16
Saturated AIC = 210.00
Independence CAIC = 2097.54
Model CAIC = 333.51
Saturated CAIC = 631.12
Normed Fit Index (NFI) = 0.93
Non-Normed Fit Index (NNFI) = 0.95
Parsimony Normed Fit Index (PNFI) = 0.73
Comparative Fit Index (CFI) = 0.96
Incremental Fit Index (IFI) = 0.96
Relative Fit Index (RFI) = 0.91
Critical N (CN) = 103.89
Root Mean Square Residual (RMR) = 0.054
Standardized RMR = 0.061
Goodness of Fit Index (GFI) = 0.89
Adjusted Goodness of Fit Index (AGFI) = 0.83
Parsimony Goodness of Fit Index (PGFI) = 0.61

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
Y1.1	LOYALTY	8.1	0.44
Y1.2	LOYALTY	12.1	-0.50

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
Y1.3	Y1.1	14.6	-0.25
Y1.3	Y1.2	12.7	0.31
X2.4	X2.2	32.3	0.28

CUSTOMER LOYALTY

Standardized Solution

LAMBDA-Y

	SATISFAC	LOYALTY
Y1.1	0.73	- -
Y1.2	0.82	- -
Y1.3	0.94	- -
Y2.1	- -	0.70
Y2.2	- -	0.56
Y2.3	- -	0.67

LAMBDA-X

	PRICE	SERVQUAL
X1.1	0.76	- -
X1.2	0.54	- -
X1.3	0.67	- -
X2.1	- -	0.65
X2.2	- -	0.60
X2.3	- -	0.56
X2.4	- -	0.65
X2.5	- -	0.59

BETA

	SATISFAC	LOYALTY
SATISFAC	- -	- -
LOYALTY	0.35	- -

GAMMA

	PRICE	SERVQUAL
SATISFAC	0.30	0.31
LOYALTY	- -	0.72

Correlation Matrix of ETA and KSI

	SATISFAC	LOYALTY	PRICE	SERVQUAL
SATISFAC	1.00			
LOYALTY	0.72	1.00		
PRICE	0.51	0.67	1.00	
SERVQUAL	0.51	0.90	0.69	1.00

PSI
Note: This matrix is diagonal.

SATISFAC	LOYALTY
0.69	0.11

Regression Matrix ETA on KSI (Standardized)

	PRICE	SERVQUAL
SATISFAC	0.30	0.31
LOYALTY	0.10	0.82

CUSTOMER LOYALTY

Completely Standardized Solution

LAMBDA-Y

	SATISFAC	LOYALTY
Y1.1	0.73	- -
Y1.2	0.86	- -
Y1.3	0.88	- -
Y2.1	- -	0.69
Y2.2	- -	0.55
Y2.3	- -	0.66

LAMBDA-X

	PRICE	SERVQUAL
X1.1	0.80	- -
X1.2	0.68	- -
X1.3	0.69	- -
X2.1	- -	0.72
X2.2	- -	0.65
X2.3	- -	0.67
X2.4	- -	0.68
X2.5	- -	0.67

BETA

	SATISFAC	LOYALTY
SATISFAC	- -	- -
LOYALTY	0.35	- -

GAMMA

	PRICE	SERVQUAL
SATISFAC	0.30	0.31
LOYALTY	- -	0.72

Correlation Matrix of ETA and KSI

	SATISFAC	LOYALTY	PRICE	SERVQUAL
SATISFAC	1.00			
LOYALTY	0.72	1.00		
PRICE	0.51	0.67	1.00	
SERVQUAL	0.51	0.90	0.69	1.00

PSI
Note: This matrix is diagonal.

SATISFAC	LOYALTY
0.69	0.11

THETA-EPS

Y1.1	Y1.2	Y1.3	Y2.1	Y2.2	Y2.3
0.46	0.26	0.23	0.53	0.69	0.57

THETA-DELTA

X1.1	X1.2	X1.3	X2.1	X2.2	X2.3
0.36	0.53	0.52	0.48	0.58	0.55

THETA-DELTA

X2.4	X2.5
0.54	0.55

Regression Matrix ETA on KSI (Standardized)

	PRICE	SERVQUAL
SATISFAC	0.30	0.31
LOYALTY	0.10	0.82

CUSTOMER LOYALTY

Total and Indirect Effects

Total Effects of KSI on ETA

	PRICE	SERVQUAL
SATISFAC	0.29	0.35
	(0.14)	(0.16)
	2.08	2.19
LOYALTY	0.10	0.88
	(0.06)	(0.14)
	1.73	6.27

Indirect Effects of KSI on ETA

	PRICE	SERVQUAL
SATISFAC	- -	- -
LOYALTY	0.10	0.12
	(0.06)	(0.06)
	1.73	2.08

Total Effects of ETA on ETA

	SATISFAC	LOYALTY
SATISFAC	- -	- -
LOYALTY	0.33	- -
	(0.09)	
	3.53	

Largest Eigenvalue of B*B' (Stability Index) is 0.112

Total Effects of ETA on Y

	SATISFAC	LOYALTY
Y1.1	1.00	- -
Y1.2	1.12	- -
	(0.11)	
	9.95	
Y1.3	1.29	- -
	(0.13)	
	10.06	
Y2.1	0.33	1.00
	(0.09)	
	3.53	
Y2.2	0.27	0.80
	(0.08)	(0.13)
	3.34	6.02
Y2.3	0.32	0.96
	(0.09)	(0.14)
	3.49	7.01

Indirect Effects of ETA on Y

	SATISFAC	LOYALTY
Y1.1	- -	- -
Y1.2	- -	- -
Y1.3	- -	- -

Y2.1	0.33	- -
	(0.09)	
	3.53	
Y2.2	0.27	- -
	(0.08)	
	3.34	
Y2.3	0.32	- -
	(0.09)	
	3.49	

Total Effects of KSI on Y

	PRICE	SERVQUAL
Y1.1	0.29	0.35
	(0.14)	(0.16)
	2.08	2.19
Y1.2	0.32	0.39
	(0.15)	(0.18)
	2.09	2.20
Y1.3	0.37	0.45
	(0.18)	(0.20)
	2.10	2.21
Y2.1	0.10	0.88
	(0.06)	(0.14)
	1.73	6.27
Y2.2	0.08	0.70
	(0.04)	(0.13)
	1.70	5.37
Y2.3	0.09	0.85
	(0.05)	(0.14)
	1.72	6.06

CUSTOMER LOYALTY

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	PRICE	SERVQUAL
SATISFAC	0.30	0.31
LOYALTY	0.10	0.82

Standardized Indirect Effects of KSI on ETA

	PRICE	SERVQUAL
SATISFAC	- -	- -
LOYALTY	0.10	0.11

Standardized Total Effects of ETA on ETA

	SATISFAC	LOYALTY
SATISFAC	- -	- -
LOYALTY	0.35	- -

Standardized Total Effects of ETA on Y

	SATISFAC	LOYALTY
Y1.1	0.73	- -
Y1.2	0.82	- -
Y1.3	0.94	- -
Y2.1	0.24	0.70
Y2.2	0.19	0.56
Y2.3	0.23	0.67

Completely Standardized Total Effects of ETA on Y

	SATISFAC	LOYALTY
Y1.1	0.73	- -
Y1.2	0.86	- -
Y1.3	0.88	- -
Y2.1	0.24	0.69
Y2.2	0.19	0.55
Y2.3	0.23	0.66

Standardized Indirect Effects of ETA on Y

	SATISFAC	LOYALTY
Y1.1	- -	- -
Y1.2	- -	- -
Y1.3	- -	- -
Y2.1	0.24	- -
Y2.2	0.19	- -
Y2.3	0.23	- -

Completely Standardized Indirect Effects of ETA on Y

	SATISFAC	LOYALTY
Y1.1	- -	- -
Y1.2	- -	- -
Y1.3	- -	- -
Y2.1	0.24	- -
Y2.2	0.19	- -
Y2.3	0.23	- -

Standardized Total Effects of KSI on Y

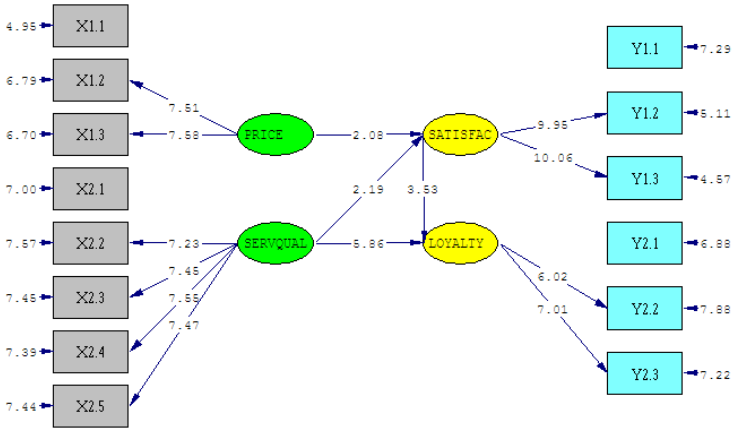
	PRICE	SERVQUAL
Y1.1	0.22	0.23
Y1.2	0.24	0.25
Y1.3	0.28	0.29
Y2.1	0.07	0.58
Y2.2	0.06	0.46
Y2.3	0.07	0.55

Completely Standardized Total Effects of KSI on Y

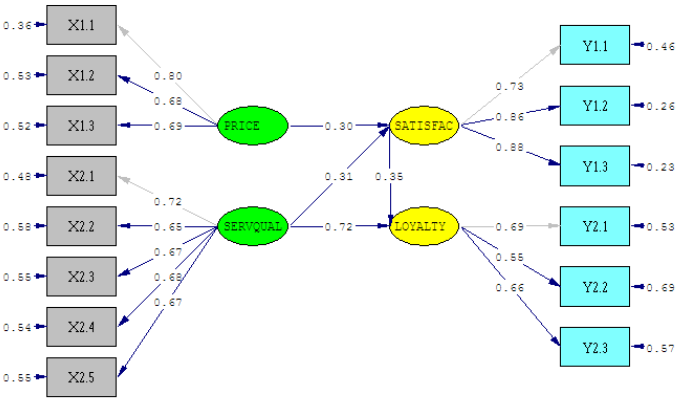
	PRICE	SERVQUAL
Y1.1	0.22	0.23
Y1.2	0.26	0.27
Y1.3	0.26	0.27
Y2.1	0.07	0.57
Y2.2	0.06	0.46
Y2.3	0.07	0.54

Time used: 0.047 Seconds

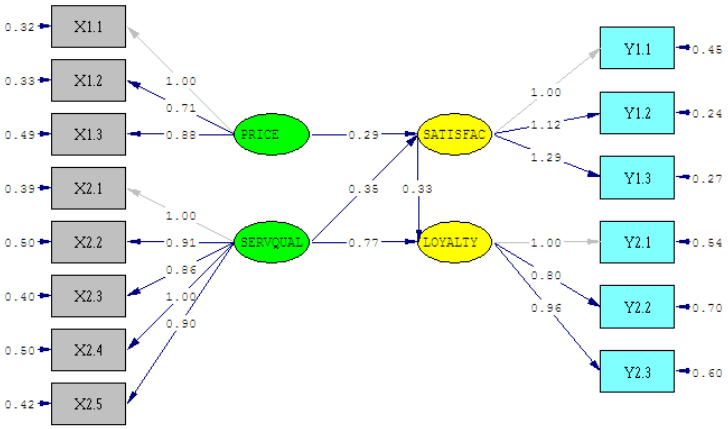
T-values



Standardized Solutions



Estimates


X1.1
X1.2
X1.3
X2.1
X2.2
X2.3
X2.4
X2.5
0.32
0.33
0.49
0.39
0.50
0.40
0.50
0.42
1.00
0.71
0.88
1.00
0.91
0.86
1.00
0.90
PRICE
SERVQUAL
0.29
0.35
0.33
0.77
SATISFAC
LOYALTY
1.00
1.12
1.29
1.00
0.80
0.96
Y1.1
Y1.2
Y1.3
Y2.1
Y2.2
Y2.3
0.45
0.24
0.27
0.54
0.70
0.60