

## Lampiran 1 (Lanjutan)

Nomor Responden .....

Kepada Responden Yth,

Untuk memenuhi Tugas Akhir Skripsi, saya Melinda Putri Winata (3103025150) mahasiswa dari Jurusan Manajemen Bisnis dengan konsentrasi Manajemen Ritel, Fakultas Bisnis, Universitas Katolik Widya Mandala Surabaya melakukan penelitian yang berjudul “ **Pengaruh *Subjective Norm*, *Personal Innovativeness*, dan *Perceived Enjoyment* terhadap *Intention to Use* pada Alfamart di Surabaya**”. Demi tercapainya tujuan penelitian ini, saya memohon bantuan Bapak/Ibu/Saudara/Saudari yang berminat menggunakan Alfamart di Surabaya. Informasi kuisioner ini bersifat rahasia dan hanya dipergunakan untuk keperluan skripsi. Atas waktu dan kesediaan Bapak/Ibu/Saudara/Saudari untuk mengisi kuisioner ini, saya ucapkan terima kasih.

### I. Indetifikasi Responden

pilih salah satu jawaban berikut dengan memberikan tanda **SILANG (X)** yang paling mewakili karakteristik Bapak/Ibu/Saudara/Saudari

1. Apakah anda pernah berbelanja di Alfamart ?
  - a. Ya (jika jawaban anda ya, maka silakan lanjutkan pada pertanyaan berikutnya)
  - b. Tidak
2. Apakah Anda ingin berbelanja di Alfamart?
  - a. Ya (jika jawaban anda ya, maka silakan lanjutkan pada pertanyaan berikutnya)
  - b. Tidak
3. Apakah Anda berdomisili di Surabaya ?
  - a. Ya (jika jawaban anda ya, maka silakan lanjutkan pada pertanyaan berikutnya)
  - b. Tidak

4. Jenis Kelamin Anda ?
  - a. Pria
  - b. Wanita
5. Usia Anda saat ini ?
  - a. 17-26 Tahun
  - b. 27-36 Tahun
  - c. 37-46 Tahun
  - d. 47-55 Tahun
6. Pendapatan Anda ?
  - a. Rp.2.000.000 – Rp.3.000.000
  - b. Rp.4.000.000 – Rp.5.000.000
  - c. Rp.6.000.000 – Rp.7.000.000
  - d. Rp.8.000.000 – Rp. 9.000.000
  - e. > Rp.10.000.000
7. Status pekerjaan Anda ?
  - a. Pelajar atau Mahasiswa
  - b. Pegawai Swasta
  - c. Wiraswasta
  - d. Lain-lain

## II. KUISIONER

Cara mengisi kuisioner : Beri tanda **CENTANG** (✓) pada kolom jawaban yang paling sesuai bagi Bapak/Ibu/Saudara/Saudari. Adapun keterangan jawaban sebagai berikut:

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

| No.                            | Pernyataan                                                                                                                    | STS | TS | N | S | SS |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------|-----|----|---|---|----|
| <b>Subjective Norm</b>         |                                                                                                                               |     |    |   |   |    |
| 1                              | Saya tertarik berbelanja Alfacart karena rekomendasi dari teman-teman saya yang pernah menggunakan <i>e-commerce</i> Alfacart |     |    |   |   |    |
| 2                              | Menurut saya, Alfacart adalah <i>e-commerce</i> yang baik dari pengalaman teman saya                                          |     |    |   |   |    |
| 3                              | Saya ingin mencoba berbelanja di Alfacart karena rekomendasi dari keluarga                                                    |     |    |   |   |    |
| <b>Personal Innovativeness</b> |                                                                                                                               |     |    |   |   |    |
| 1                              | Saya ingin mengetahui cara menggunakan <i>e-commerce</i> Alfacart                                                             |     |    |   |   |    |
| 2                              | Saya ingin menggunakan teknologi baru untuk berbelanja di Alfacart                                                            |     |    |   |   |    |
| 3                              | Saya ingin mencoba berexperimen dengan teknologi baru yang digunakan Alfacart                                                 |     |    |   |   |    |
| <b>Perceived Enjoyment</b>     |                                                                                                                               |     |    |   |   |    |
| 1                              | Menurut saya, menggunakan Alfacart dapat menimbulkan kesenangan dalam diri sendiri                                            |     |    |   |   |    |
| 2                              | Menurut saya, mencoba Alfacart dapat menjadi pengalaman yang baik                                                             |     |    |   |   |    |
| 3                              | Menurut saya, mencoba Alfacart itu menyenangkan                                                                               |     |    |   |   |    |
| <b>Intention to Use</b>        |                                                                                                                               |     |    |   |   |    |
| 1                              | Saya tertarik menggunakan Alfacart                                                                                            |     |    |   |   |    |

|   |                                                                  |  |  |  |  |  |
|---|------------------------------------------------------------------|--|--|--|--|--|
| 2 | Kemungkinan saya akan menggunakan Alfacart dalam waktu dekat ini |  |  |  |  |  |
| 3 | Saya ingin menggunakan Alfacart ketika ada kesempatan            |  |  |  |  |  |

## Lampiran 2 Karakteristik Responden

| Alfamart |    |               |         |                  |                       |
|----------|----|---------------|---------|------------------|-----------------------|
|          |    | Frequenc<br>y | Percent | Valid<br>Percent | Cumulative<br>Percent |
| Valid    | Ya | 120           | 100,0   | 100,0            | 100,0                 |

| Alfacart |    |               |         |                  |                       |
|----------|----|---------------|---------|------------------|-----------------------|
|          |    | Frequenc<br>y | Percent | Valid<br>Percent | Cumulative<br>Percent |
| Valid    | Ya | 120           | 100,0   | 100,0            | 100,0                 |

| Domisili |    |               |         |                  |                       |
|----------|----|---------------|---------|------------------|-----------------------|
|          |    | Frequenc<br>y | Percent | Valid<br>Percent | Cumulative<br>Percent |
| Valid    | Ya | 120           | 100,0   | 100,0            | 100,0                 |

| Jenis Kelamin |        |               |         |                  |                       |
|---------------|--------|---------------|---------|------------------|-----------------------|
|               |        | Frequenc<br>y | Percent | Valid<br>Percent | Cumulative<br>Percent |
| Valid         | Pria   | 51            | 42,5    | 42,5             | 42,5                  |
|               | Wanita | 69            | 57,5    | 57,5             | 100,0                 |
|               | Total  | 120           | 100,0   | 100,0            |                       |

| Usia  |             |               |         |                  |                       |
|-------|-------------|---------------|---------|------------------|-----------------------|
|       |             | Frequenc<br>y | Percent | Valid<br>Percent | Cumulative<br>Percent |
| Valid | 17-26 Tahun | 62            | 51,7    | 51,7             | 51,7                  |
|       | 27-36 Tahun | 33            | 27,5    | 27,5             | 79,2                  |
|       | 37-46 Tahun | 18            | 15,0    | 15,0             | 94,2                  |
|       | 47-55 Tahun | 7             | 5,8     | 5,8              | 100,0                 |
|       | Total       | 120           | 100,0   | 100,0            |                       |

| Pekerjaan |                        |               |         |                  |                       |
|-----------|------------------------|---------------|---------|------------------|-----------------------|
|           |                        | Frequenc<br>y | Percent | Valid<br>Percent | Cumulative<br>Percent |
| Valid     | Pelajar atau Mahasiswa | 87            | 72,5    | 72,5             | 72,5                  |
|           | Pegawai Swasta         | 14            | 11,7    | 11,7             | 84,2                  |
|           | Wiraswasta             | 12            | 10,0    | 10,0             | 94,2                  |
|           | Lain-lain              | 7             | 5,8     | 5,8              | 100,0                 |
|           | Total                  | 120           | 100,0   | 100,0            |                       |

| Pendapatan |                                  |               |         |                  |                       |
|------------|----------------------------------|---------------|---------|------------------|-----------------------|
|            |                                  | Frequenc<br>y | Percent | Valid<br>Percent | Cumulative<br>Percent |
| Valid      | Rp. 2.000.000 - Rp.<br>3.000.000 | 55            | 45,8    | 45,8             | 45,8                  |
|            | Rp. 4.000.000 - Rp.<br>5.000.000 | 39            | 32,5    | 32,5             | 78,3                  |
|            | Rp. 6.000.000 - Rp.<br>7.000.000 | 10            | 8,3     | 8,3              | 86,7                  |
|            | Rp. 8.000.000 - Rp.<br>9.000.000 | 8             | 6,7     | 6,7              | 93,3                  |
|            | > Rp. 10.000.000                 | 8             | 6,7     | 6,7              | 100,0                 |
|            | Total                            | 120           | 100,0   | 100,0            |                       |

### Lampiran 3 Hasil Kuesioner

| No | SN1 | SN2 | SN3 | PI1 | PI2 | PI3 | PE1 | PE2 | PE3 | IU1 | IU2 | IU3 |
|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 1  | 4   | 3   | 4   | 2   | 3   | 3   | 4   | 4   | 3   | 2   | 3   | 3   |
| 2  | 3   | 2   | 3   | 3   | 2   | 2   | 3   | 3   | 4   | 3   | 2   | 2   |
| 3  | 4   | 3   | 4   | 4   | 4   | 4   | 4   | 4   | 3   | 5   | 4   | 4   |
| 4  | 3   | 3   | 3   | 3   | 4   | 4   | 3   | 3   | 2   | 3   | 4   | 4   |
| 5  | 4   | 3   | 4   | 3   | 4   | 3   | 3   | 4   | 3   | 3   | 4   | 3   |
| 6  | 3   | 2   | 3   | 3   | 2   | 3   | 2   | 3   | 2   | 3   | 2   | 3   |
| 7  | 2   | 2   | 2   | 4   | 3   | 3   | 3   | 4   | 3   | 4   | 3   | 3   |
| 8  | 2   | 3   | 2   | 2   | 3   | 2   | 2   | 3   | 2   | 2   | 3   | 2   |
| 9  | 3   | 4   | 3   | 4   | 4   | 4   | 4   | 4   | 3   | 4   | 4   | 4   |
| 10 | 3   | 3   | 2   | 2   | 3   | 2   | 3   | 2   | 2   | 2   | 3   | 2   |
| 11 | 3   | 3   | 4   | 4   | 3   | 4   | 4   | 3   | 3   | 4   | 3   | 4   |
| 12 | 2   | 2   | 3   | 2   | 3   | 2   | 3   | 2   | 2   | 2   | 3   | 2   |
| 13 | 3   | 2   | 2   | 4   | 3   | 4   | 4   | 3   | 3   | 4   | 3   | 4   |
| 14 | 2   | 2   | 3   | 2   | 3   | 2   | 3   | 2   | 2   | 2   | 3   | 2   |
| 15 | 3   | 4   | 3   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   |
| 16 | 2   | 2   | 2   | 4   | 3   | 3   | 3   | 2   | 2   | 4   | 3   | 3   |
| 17 | 3   | 2   | 2   | 3   | 2   | 2   | 4   | 3   | 3   | 3   | 2   | 2   |
| 18 | 3   | 2   | 3   | 3   | 2   | 2   | 3   | 2   | 2   | 3   | 2   | 2   |
| 19 | 3   | 3   | 4   | 4   | 3   | 3   | 4   | 3   | 3   | 4   | 3   | 3   |
| 20 | 2   | 2   | 2   | 2   | 3   | 2   | 3   | 2   | 2   | 2   | 3   | 2   |
| 21 | 2   | 3   | 2   | 4   | 4   | 3   | 4   | 4   | 3   | 3   | 4   | 4   |
| 22 | 3   | 2   | 3   | 2   | 2   | 4   | 3   | 2   | 2   | 2   | 3   | 2   |
| 23 | 3   | 3   | 4   | 3   | 3   | 4   | 4   | 4   | 4   | 3   | 5   | 4   |
| 24 | 3   | 2   | 2   | 2   | 2   | 3   | 3   | 2   | 3   | 2   | 3   | 2   |
| 25 | 4   | 4   | 5   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 3   | 4   |
| 26 | 3   | 3   | 4   | 3   | 3   | 4   | 3   | 3   | 3   | 3   | 4   | 3   |
| 27 | 3   | 3   | 2   | 3   | 3   | 3   | 3   | 5   | 4   | 5   | 5   | 4   |
| 28 | 4   | 4   | 3   | 3   | 3   | 4   | 4   | 4   | 4   | 4   | 3   | 4   |
| 29 | 3   | 3   | 4   | 4   | 4   | 3   | 4   | 3   | 4   | 3   | 4   | 3   |
| 30 | 3   | 4   | 4   | 4   | 3   | 5   | 5   | 4   | 4   | 4   | 3   | 3   |
| 31 | 4   | 4   | 3   | 4   | 3   | 4   | 4   | 4   | 3   | 4   | 3   | 4   |
| 32 | 3   | 2   | 4   | 2   | 2   | 2   | 3   | 3   | 2   | 2   | 2   | 2   |
| 33 | 5   | 3   | 4   | 3   | 4   | 3   | 4   | 4   | 3   | 3   | 4   | 3   |
| 34 | 3   | 5   | 3   | 4   | 4   | 4   | 3   | 3   | 4   | 3   | 4   | 4   |
| 35 | 4   | 4   | 4   | 3   | 3   | 2   | 4   | 4   | 3   | 3   | 3   | 2   |
| 36 | 3   | 3   | 4   | 4   | 5   | 4   | 4   | 3   | 3   | 4   | 5   | 4   |
| 37 | 4   | 4   | 3   | 4   | 3   | 3   | 3   | 4   | 4   | 4   | 3   | 3   |
| 38 | 3   | 3   | 4   | 3   | 4   | 4   | 4   | 3   | 3   | 3   | 4   | 4   |
| 39 | 4   | 5   | 5   | 4   | 3   | 3   | 3   | 4   | 4   | 4   | 3   | 3   |
| 40 | 3   | 3   | 4   | 3   | 4   | 3   | 3   | 4   | 5   | 3   | 4   | 3   |

**Lampiran 3 (lanjutan)**

| No | SN1 | SN2 | SN3 | PI1 | PI2 | PI3 | PE1 | PE2 | PE3 | IU1 | IU2 | IU3 |
|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 41 | 4   | 4   | 3   | 4   | 2   | 3   | 4   | 5   | 4   | 3   | 3   | 4   |
| 42 | 4   | 4   | 3   | 3   | 5   | 4   | 5   | 4   | 5   | 3   | 4   | 4   |
| 43 | 5   | 5   | 4   | 4   | 5   | 4   | 4   | 5   | 4   | 5   | 5   | 3   |
| 44 | 5   | 5   | 4   | 3   | 3   | 4   | 5   | 4   | 5   | 3   | 3   | 5   |
| 45 | 4   | 4   | 3   | 4   | 3   | 3   | 3   | 4   | 3   | 4   | 4   | 3   |
| 46 | 3   | 3   | 4   | 4   | 5   | 3   | 4   | 4   | 5   | 4   | 3   | 4   |
| 47 | 4   | 4   | 3   | 3   | 3   | 2   | 3   | 4   | 3   | 3   | 4   | 5   |
| 48 | 2   | 2   | 2   | 3   | 4   | 4   | 3   | 2   | 3   | 4   | 3   | 3   |
| 49 | 3   | 3   | 4   | 5   | 5   | 5   | 4   | 5   | 4   | 4   | 5   | 4   |
| 50 | 3   | 4   | 3   | 3   | 3   | 3   | 4   | 3   | 4   | 3   | 3   | 3   |
| 51 | 5   | 5   | 5   | 3   | 5   | 3   | 3   | 4   | 3   | 5   | 5   | 5   |
| 52 | 4   | 4   | 4   | 3   | 4   | 4   | 3   | 4   | 4   | 4   | 5   | 4   |
| 53 | 3   | 5   | 3   | 3   | 5   | 3   | 4   | 5   | 5   | 5   | 4   | 5   |
| 54 | 2   | 3   | 2   | 4   | 3   | 4   | 3   | 4   | 3   | 2   | 3   | 2   |
| 55 | 3   | 3   | 3   | 5   | 5   | 4   | 4   | 3   | 4   | 3   | 4   | 3   |
| 56 | 2   | 2   | 2   | 3   | 2   | 3   | 2   | 2   | 3   | 2   | 2   | 2   |
| 57 | 2   | 2   | 2   | 3   | 2   | 2   | 4   | 4   | 5   | 2   | 4   | 2   |
| 58 | 3   | 3   | 4   | 3   | 3   | 3   | 2   | 2   | 2   | 2   | 2   | 2   |
| 59 | 3   | 3   | 3   | 4   | 3   | 3   | 4   | 3   | 3   | 3   | 4   | 3   |
| 60 | 3   | 3   | 3   | 4   | 3   | 3   | 4   | 3   | 4   | 3   | 3   | 3   |
| 61 | 5   | 5   | 4   | 5   | 5   | 5   | 3   | 3   | 3   | 4   | 4   | 4   |
| 62 | 4   | 4   | 4   | 4   | 4   | 4   | 3   | 3   | 3   | 3   | 3   | 3   |
| 63 | 2   | 2   | 2   | 3   | 3   | 4   | 2   | 2   | 2   | 2   | 2   | 2   |
| 64 | 3   | 3   | 3   | 5   | 4   | 5   | 4   | 4   | 4   | 4   | 4   | 4   |
| 65 | 3   | 3   | 3   | 4   | 4   | 4   | 4   | 4   | 4   | 3   | 3   | 3   |
| 66 | 3   | 3   | 4   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   |
| 67 | 4   | 4   | 4   | 4   | 4   | 3   | 3   | 4   | 3   | 3   | 3   | 3   |
| 68 | 5   | 4   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   | 5   |
| 69 | 3   | 5   | 3   | 5   | 4   | 5   | 4   | 4   | 4   | 4   | 4   | 4   |
| 70 | 2   | 3   | 2   | 3   | 3   | 4   | 3   | 3   | 3   | 2   | 2   | 2   |
| 71 | 3   | 4   | 3   | 5   | 4   | 4   | 4   | 4   | 4   | 3   | 3   | 3   |
| 72 | 4   | 4   | 3   | 4   | 4   | 5   | 4   | 4   | 4   | 4   | 4   | 4   |
| 73 | 2   | 3   | 2   | 3   | 3   | 4   | 3   | 3   | 3   | 2   | 2   | 2   |
| 74 | 3   | 3   | 2   | 4   | 4   | 3   | 3   | 3   | 3   | 3   | 3   | 3   |
| 75 | 2   | 2   | 3   | 3   | 3   | 4   | 2   | 2   | 2   | 2   | 2   | 2   |
| 76 | 3   | 3   | 4   | 4   | 4   | 3   | 3   | 3   | 3   | 3   | 3   | 3   |
| 77 | 4   | 4   | 5   | 4   | 4   | 4   | 4   | 4   | 3   | 4   | 4   | 4   |
| 78 | 3   | 3   | 4   | 2   | 2   | 2   | 3   | 3   | 3   | 3   | 3   | 3   |
| 79 | 3   | 3   | 4   | 4   | 4   | 4   | 4   | 3   | 4   | 3   | 3   | 3   |
| 80 | 3   | 4   | 4   | 3   | 3   | 3   | 4   | 4   | 4   | 3   | 3   | 4   |

### Lampiran 3 (lanjutan)

| No  | SN1 | SN2 | SN3 | PI1 | PI2 | PI3 | PE1 | PE2 | PE3 | IU1 | IU2 | IU3 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 81  | 4   | 4   | 5   | 5   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   |
| 82  | 3   | 3   | 4   | 4   | 5   | 4   | 3   | 3   | 4   | 4   | 4   | 3   |
| 83  | 4   | 4   | 5   | 4   | 5   | 5   | 4   | 4   | 4   | 4   | 5   | 4   |
| 84  | 2   | 2   | 3   | 3   | 2   | 4   | 3   | 3   | 3   | 2   | 2   | 3   |
| 85  | 3   | 3   | 4   | 2   | 3   | 3   | 4   | 3   | 4   | 3   | 3   | 4   |
| 86  | 2   | 2   | 3   | 2   | 4   | 2   | 2   | 2   | 2   | 2   | 2   | 3   |
| 87  | 4   | 4   | 4   | 3   | 4   | 3   | 4   | 4   | 4   | 3   | 3   | 3   |
| 88  | 4   | 4   | 3   | 2   | 3   | 4   | 3   | 3   | 3   | 3   | 3   | 4   |
| 89  | 3   | 3   | 4   | 5   | 4   | 3   | 4   | 4   | 4   | 4   | 5   | 3   |
| 90  | 4   | 4   | 3   | 4   | 4   | 5   | 3   | 3   | 3   | 4   | 4   | 3   |
| 91  | 5   | 4   | 5   | 5   | 3   | 5   | 5   | 5   | 5   | 5   | 5   | 4   |
| 92  | 3   | 3   | 3   | 3   | 4   | 3   | 3   | 3   | 4   | 3   | 4   | 3   |
| 93  | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 3   | 4   |
| 94  | 2   | 2   | 2   | 2   | 3   | 2   | 2   | 3   | 2   | 2   | 3   | 2   |
| 95  | 4   | 4   | 4   | 4   | 3   | 4   | 4   | 3   | 4   | 4   | 4   | 4   |
| 96  | 4   | 4   | 5   | 3   | 4   | 4   | 4   | 5   | 3   | 4   | 4   | 5   |
| 97  | 4   | 4   | 4   | 5   | 4   | 4   | 3   | 4   | 5   | 4   | 4   | 4   |
| 98  | 4   | 4   | 5   | 3   | 4   | 4   | 4   | 3   | 4   | 4   | 4   | 5   |
| 99  | 4   | 4   | 4   | 4   | 3   | 4   | 4   | 4   | 3   | 4   | 4   | 4   |
| 100 | 5   | 5   | 4   | 5   | 4   | 5   | 3   | 4   | 2   | 3   | 4   | 3   |
| 101 | 4   | 3   | 3   | 4   | 5   | 5   | 5   | 4   | 5   | 5   | 5   | 4   |
| 102 | 4   | 5   | 4   | 5   | 4   | 5   | 4   | 3   | 4   | 4   | 5   | 4   |
| 103 | 4   | 3   | 3   | 4   | 5   | 5   | 5   | 4   | 5   | 4   | 4   | 5   |
| 104 | 5   | 4   | 5   | 5   | 4   | 5   | 5   | 3   | 5   | 4   | 4   | 5   |
| 105 | 4   | 3   | 3   | 4   | 5   | 5   | 5   | 4   | 5   | 5   | 5   | 4   |
| 106 | 5   | 4   | 4   | 4   | 3   | 4   | 4   | 5   | 4   | 3   | 4   | 3   |
| 107 | 4   | 3   | 3   | 3   | 4   | 3   | 3   | 4   | 2   | 4   | 3   | 3   |
| 108 | 5   | 4   | 4   | 4   | 3   | 3   | 2   | 3   | 4   | 3   | 4   | 3   |
| 109 | 4   | 3   | 3   | 4   | 3   | 4   | 4   | 5   | 3   | 3   | 4   | 4   |
| 110 | 5   | 4   | 4   | 3   | 4   | 5   | 3   | 5   | 4   | 4   | 5   | 4   |
| 111 | 5   | 5   | 5   | 4   | 4   | 3   | 4   | 3   | 5   | 4   | 5   | 5   |
| 112 | 4   | 4   | 4   | 3   | 3   | 5   | 3   | 5   | 4   | 4   | 4   | 4   |
| 113 | 3   | 3   | 3   | 3   | 3   | 4   | 3   | 2   | 2   | 3   | 4   | 3   |
| 114 | 2   | 3   | 3   | 2   | 2   | 3   | 2   | 3   | 3   | 3   | 3   | 4   |
| 115 | 4   | 3   | 3   | 2   | 2   | 3   | 2   | 3   | 3   | 2   | 3   | 2   |
| 116 | 3   | 3   | 3   | 3   | 3   | 4   | 2   | 4   | 3   | 4   | 4   | 3   |
| 117 | 5   | 5   | 4   | 3   | 3   | 4   | 3   | 4   | 4   | 5   | 4   | 3   |
| 118 | 4   | 3   | 3   | 2   | 2   | 3   | 2   | 3   | 3   | 3   | 3   | 4   |
| 119 | 3   | 5   | 5   | 3   | 3   | 4   | 3   | 4   | 4   | 4   | 3   | 4   |
| 120 | 4   | 4   | 4   | 3   | 4   | 4   | 4   | 3   | 3   | 5   | 3   | 4   |

#### Lampiran 4 Statistik Deskriptif

| Descriptive Statistics  |     |         |         |        |                |
|-------------------------|-----|---------|---------|--------|----------------|
|                         | N   | Minimum | Maximum | Mean   | Std. Deviation |
| SN1                     | 120 | 2.00    | 5.00    | 3.4000 | .89255         |
| SN2                     | 120 | 2.00    | 5.00    | 3.3667 | .89755         |
| SN3                     | 120 | 2.00    | 5.00    | 3.4333 | .88625         |
| Subjective Norm         | 120 | 2.00    | 5.00    | 3.3995 | .77433         |
| PI1                     | 120 | 2.00    | 5.00    | 3.4833 | .88861         |
| PI2                     | 120 | 2.00    | 5.00    | 3.4917 | .87923         |
| PI3                     | 120 | 2.00    | 5.00    | 3.5917 | .90280         |
| Personal Innovativeness | 120 | 2.00    | 5.00    | 3.5220 | .73896         |
| PE1                     | 120 | 2.00    | 5.00    | 3.4833 | .79898         |
| PE2                     | 120 | 2.00    | 5.00    | 3.5000 | .85011         |
| PE3                     | 120 | 2.00    | 5.00    | 3.4417 | .90559         |
| Perceived Enjoyment     | 120 | 2.00    | 5.00    | 3.4749 | .71809         |
| IU1                     | 120 | 2.00    | 5.00    | 3.3917 | .89156         |
| IU2                     | 120 | 2.00    | 5.00    | 3.5333 | .86901         |
| IU3                     | 120 | 2.00    | 5.00    | 3.3750 | .88936         |
| Intention to Use        | 120 | 2.00    | 5.00    | 3.4327 | .76711         |
| Valid N (listwise)      | 120 |         |         |        |                |

## Lampiran 5 Uji Normalitas

DATE: 05/26/2019

TIME: 14:22

P R E L I S 2.80

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file D:\SKRIPSI \Olah Data\ Data.PR2:

!PRELIS SYNTAX: Can be edited

SY='D:\SKRIPSI \Olah Data \Data.PSF'

NS 1 2 3 4 5 6 7 8 9 10 11 12

OU MA=CM XT

Total Sample Size = 120

Univariate Summary Statistics for Continuous Variables

| Variable | Mean  | St. Dev. | T-Value | Skewness | Kurtosis | Minimum | Freq. | Maximum | Freq. |
|----------|-------|----------|---------|----------|----------|---------|-------|---------|-------|
| SN1      | 3.400 | 0.893    | 41.729  | 0.053    | -0.584   | 1.953   | 19    | 4.994   | 14    |
| SN2      | 3.367 | 0.898    | 41.089  | 0.070    | -0.610   | 1.962   | 21    | 5.004   | 13    |
| SN3      | 3.433 | 0.886    | 42.438  | 0.029    | -0.568   | 1.995   | 19    | 5.051   | 13    |
| PI1      | 3.483 | 0.889    | 42.941  | 0.006    | -0.569   | 1.988   | 17    | 5.038   | 15    |
| PI2      | 3.492 | 0.879    | 43.503  | 0.008    | -0.538   | 1.952   | 15    | 5.001   | 16    |
| PI3      | 3.592 | 0.903    | 43.581  | -0.049   | -0.611   | 2.012   | 15    | 5.055   | 19    |
| PE1      | 3.483 | 0.799    | 47.758  | -0.016   | -0.295   | 2.012   | 13    | 5.060   | 10    |
| PE2      | 3.500 | 0.850    | 45.101  | -0.010   | -0.447   | 2.008   | 15    | 5.056   | 13    |

|     |       |       |        |        |        |       |    |       |    |
|-----|-------|-------|--------|--------|--------|-------|----|-------|----|
| PE3 | 3.442 | 0.906 | 41.632 | 0.031  | -0.624 | 1.975 | 19 | 5.025 | 15 |
| IU1 | 3.392 | 0.892 | 41.673 | 0.051  | -0.594 | 1.995 | 21 | 5.056 | 12 |
| IU2 | 3.533 | 0.869 | 44.540 | -0.008 | -0.510 | 1.946 | 13 | 4.998 | 17 |
| IU3 | 3.375 | 0.889 | 41.571 | 0.056  | -0.592 | 2.004 | 22 | 5.076 | 11 |

#### 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               |  |  |
| SN1      | 0.246   | 0.806   | -1.704   | 0.088   | 2.962      | 0.227                 |  |  |
| SN2      | 0.327   | 0.744   | -1.822   | 0.068   | 3.428      | 0.180                 |  |  |
| SN3      | 0.135   | 0.893   | -1.634   | 0.102   | 2.690      | 0.261                 |  |  |
| PI1      | 0.030   | 0.976   | -1.639   | 0.101   | 2.689      | 0.261                 |  |  |
| PI2      | 0.037   | 0.970   | -1.506   | 0.132   | 2.269      | 0.322                 |  |  |
| PI3      | -0.230  | 0.818   | -1.824   | 0.068   | 3.378      | 0.185                 |  |  |
| PE1      | -0.076  | 0.939   | -0.631   | 0.528   | 0.404      | 0.817                 |  |  |
| PE2      | -0.048  | 0.962   | -1.151   | 0.250   | 1.327      | 0.515                 |  |  |
| PE3      | 0.142   | 0.887   | -1.886   | 0.059   | 3.578      | 0.167                 |  |  |
| IU1      | 0.238   | 0.812   | -1.748   | 0.080   | 3.112      | 0.211                 |  |  |
| IU2      | -0.040  | 0.968   | -1.392   | 0.164   | 1.941      | 0.379                 |  |  |
| IU3      | 0.263   | 0.793   | -1.742   | 0.082   | 3.103      | 0.212                 |  |  |

Relative Multivariate Kurtosis = 1.005

#### 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 |
| 19.682   | 1.094   | 0.274   | 168.861  | 1.087   | 0.277   | 2.380                 | 0.304   |

#### Histograms for Continuous Variables

| SN1       |            |                   |                   |
|-----------|------------|-------------------|-------------------|
| Frequency | Percentage | Lower Class Limit | Upper Class Limit |
| 19        | 15.8       | 1.953             | 2.257             |
| 0         | 0.0        | 2.257             | 2.561             |
| 0         | 0.0        | 2.561             | 2.865             |
| 48        | 40.0       | 2.865             | 3.169             |
| 0         | 0.0        | 3.169             | 3.473             |
| 0         | 0.0        | 3.473             |                   |

|       |      |       |       |
|-------|------|-------|-------|
| 39    | 32.5 | 3.777 |       |
| ..... |      |       |       |
| 0     | 0.0  | 4.082 |       |
| 0     | 0.0  | 4.386 |       |
| 14    | 11.7 | 4.690 | ..... |

SN2

| Frequency | Percentage | Lower Class Limit |       |
|-----------|------------|-------------------|-------|
| 21        | 17.5       | 1.962             | ..... |
| 0         | 0.0        | 2.266             |       |
| 0         | 0.0        | 2.570             |       |
| 47        | 39.2       | 2.874             |       |
| .....     |            |                   |       |
| 0         | 0.0        | 3.179             |       |
| 0         | 0.0        | 3.483             |       |
| 39        | 32.5       | 3.787             |       |
| .....     |            |                   |       |
| 0         | 0.0        | 4.091             |       |
| 0         | 0.0        | 4.396             |       |
| 13        | 10.8       | 4.700             | ..... |

SN3

| Frequency | Percentage | Lower Class Limit |       |
|-----------|------------|-------------------|-------|
| 19        | 15.8       | 1.995             | ..... |
| 0         | 0.0        | 2.301             |       |
| 0         | 0.0        | 2.606             |       |
| 43        | 35.8       | 2.912             |       |
| .....     |            |                   |       |
| 0         | 0.0        | 3.218             |       |
| 0         | 0.0        | 3.523             |       |
| 45        | 37.5       | 3.829             |       |
| .....     |            |                   |       |
| 0         | 0.0        | 4.134             |       |
| 0         | 0.0        | 4.440             |       |
| 13        | 10.8       | 4.745             | ..... |

PI1

| Frequency | Percentage | Lower Class Limit |       |
|-----------|------------|-------------------|-------|
| 17        | 14.2       | 1.988             | ..... |
| 0         | 0.0        | 2.293             |       |
| 0         | 0.0        | 2.598             |       |
| 43        | 35.8       | 2.903             |       |
| .....     |            |                   |       |
| 0         | 0.0        | 3.208             |       |
| 0         | 0.0        | 3.513             |       |

|    |      |       |       |
|----|------|-------|-------|
| 45 | 37.5 | 3.818 | ..... |
| 0  | 0.0  | 4.123 |       |
| 0  | 0.0  | 4.428 |       |
| 15 | 12.5 | 4.733 | ..... |

#### PI2

| Frequency | Percentage | Lower Class Limit |       |
|-----------|------------|-------------------|-------|
| 15        | 12.5       | 1.952             | ..... |
| 0         | 0.0        | 2.257             |       |
| 0         | 0.0        | 2.562             |       |
| 47        | 39.2       | 2.867             | ..... |
| 0         | 0.0        | 3.172             |       |
| 0         | 0.0        | 3.477             |       |
| 42        | 35.0       | 3.781             | ..... |
| 0         | 0.0        | 4.086             |       |
| 0         | 0.0        | 4.391             |       |
| 16        | 13.3       | 4.696             | ..... |

#### PI3

| Frequency | Percentage | Lower Class Limit |       |
|-----------|------------|-------------------|-------|
| 15        | 12.5       | 2.012             | ..... |
| 0         | 0.0        | 2.317             |       |
| 0         | 0.0        | 2.621             |       |
| 38        | 31.7       | 2.925             | ..... |
| 0         | 0.0        | 3.230             |       |
| 0         | 0.0        | 3.534             |       |
| 48        | 40.0       | 3.838             | ..... |
| 0         | 0.0        | 4.142             |       |
| 0         | 0.0        | 4.447             |       |
| 19        | 15.8       | 4.751             | ..... |

#### PE1

| Frequency | Percentage | Lower Class Limit |       |
|-----------|------------|-------------------|-------|
| 13        | 10.8       | 2.012             | ..... |
| 0         | 0.0        | 2.316             |       |
| 0         | 0.0        | 2.621             |       |
| 46        | 38.3       | 2.926             | ..... |
| 0         | 0.0        | 3.231             |       |
| 0         | 0.0        | 3.536             |       |

|    |      |       |       |
|----|------|-------|-------|
| 51 | 42.5 | 3.841 | ..... |
| 0  | 0.0  | 4.146 |       |
| 0  | 0.0  | 4.451 |       |
| 10 | 8.3  | 4.756 | ..... |

#### PE2

| Frequency | Percentage | Lower Class Limit |       |
|-----------|------------|-------------------|-------|
| 15        | 12.5       | 2.008             | ..... |
| 0         | 0.0        | 2.312             |       |
| 0         | 0.0        | 2.617             |       |
| 43        | 35.8       | 2.922             | ..... |
| 0         | 0.0        | 3.227             |       |
| 0         | 0.0        | 3.532             |       |
| 49        | 40.8       | 3.837             | ..... |
| 0         | 0.0        | 4.141             |       |
| 0         | 0.0        | 4.446             |       |
| 13        | 10.8       | 4.751             | ..... |

#### PE3

| Frequency | Percentage | Lower Class Limit |       |
|-----------|------------|-------------------|-------|
| 19        | 15.8       | 1.975             | ..... |
| 0         | 0.0        | 2.280             |       |
| 0         | 0.0        | 2.585             |       |
| 44        | 36.7       | 2.890             | ..... |
| 0         | 0.0        | 3.195             |       |
| 0         | 0.0        | 3.500             |       |
| 42        | 35.0       | 3.805             | ..... |
| 0         | 0.0        | 4.110             |       |
| 0         | 0.0        | 4.415             |       |
| 15        | 12.5       | 4.720             | ..... |

#### IU1

| Frequency | Percentage | Lower Class Limit |       |
|-----------|------------|-------------------|-------|
| 21        | 17.5       | 1.995             | ..... |
| 0         | 0.0        | 2.301             |       |
| 0         | 0.0        | 2.607             |       |
| 43        | 35.8       | 2.913             | ..... |
| 0         | 0.0        | 3.219             |       |
| 0         | 0.0        | 3.525             |       |

|       |      |       |       |
|-------|------|-------|-------|
| 44    | 36.7 | 3.831 |       |
| ..... |      |       |       |
| 0     | 0.0  | 4.138 |       |
| 0     | 0.0  | 4.444 |       |
| 12    | 10.0 | 4.750 | ..... |

#### IU2

Frequency Percentage Lower Class Limit

|       |      |       |       |
|-------|------|-------|-------|
| 13    | 10.8 | 1.946 | ..... |
| 0     | 0.0  | 2.251 |       |
| 0     | 0.0  | 2.556 |       |
| 47    | 39.2 | 2.861 |       |
| ..... |      |       |       |
| 0     | 0.0  | 3.167 |       |
| 0     | 0.0  | 3.472 |       |
| 43    | 35.8 | 3.777 |       |
| ..... |      |       |       |
| 0     | 0.0  | 4.082 |       |
| 0     | 0.0  | 4.388 |       |
| 17    | 14.2 | 4.693 | ..... |

#### IU3

Frequency Percentage Lower Class Limit

|       |      |       |       |
|-------|------|-------|-------|
| 22    | 18.3 | 2.004 | ..... |
| 0     | 0.0  | 2.311 |       |
| 0     | 0.0  | 2.618 |       |
| 42    | 35.0 | 2.925 |       |
| ..... |      |       |       |
| 0     | 0.0  | 3.233 |       |
| 0     | 0.0  | 3.540 |       |
| 45    | 37.5 | 3.847 |       |
| ..... |      |       |       |
| 0     | 0.0  | 4.154 |       |
| 0     | 0.0  | 4.461 |       |
| 11    | 9.2  | 4.769 | ..... |

#### Covariance Matrix

|     | SN1   | SN2   | SN3   | PI1   | PI2 | PI3 |
|-----|-------|-------|-------|-------|-----|-----|
| SN1 | 0.797 |       |       |       |     |     |
| SN2 | 0.558 | 0.806 |       |       |     |     |
| SN3 | 0.503 | 0.448 | 0.785 |       |     |     |
| PI1 | 0.256 | 0.321 | 0.237 | 0.790 |     |     |

|     |       |       |       |       |       |       |
|-----|-------|-------|-------|-------|-------|-------|
| PI2 | 0.240 | 0.316 | 0.271 | 0.408 | 0.773 |       |
| PI3 | 0.305 | 0.339 | 0.248 | 0.475 | 0.391 | 0.815 |
| PE1 | 0.257 | 0.225 | 0.242 | 0.351 | 0.309 | 0.315 |
| PE2 | 0.378 | 0.395 | 0.268 | 0.311 | 0.256 | 0.287 |
| PE3 | 0.324 | 0.376 | 0.294 | 0.375 | 0.327 | 0.330 |
| IU1 | 0.412 | 0.411 | 0.343 | 0.427 | 0.421 | 0.413 |
| IU2 | 0.378 | 0.360 | 0.306 | 0.345 | 0.460 | 0.374 |
| IU3 | 0.400 | 0.452 | 0.391 | 0.305 | 0.396 | 0.402 |

#### Covariance Matrix

|       | PE1   | PE2   | PE3   | IU1   | IU2   | IU3   |
|-------|-------|-------|-------|-------|-------|-------|
| ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| PE1   | 0.638 |       |       |       |       |       |
| PE2   | 0.325 | 0.723 |       |       |       |       |
| PE3   | 0.462 | 0.442 | 0.820 |       |       |       |
| IU1   | 0.350 | 0.427 | 0.418 | 0.795 |       |       |
| IU2   | 0.307 | 0.398 | 0.395 | 0.483 | 0.755 |       |
| IU3   | 0.381 | 0.398 | 0.443 | 0.539 | 0.454 | 0.791 |

#### Means

| SN1   | SN2   | SN3   | PI1   | PI2   | PI3   |
|-------|-------|-------|-------|-------|-------|
| ----- | ----- | ----- | ----- | ----- | ----- |
| 3.400 | 3.367 | 3.433 | 3.483 | 3.492 | 3.592 |

#### Means

| PE1   | PE2   | PE3   | IU1   | IU2   | IU3   |
|-------|-------|-------|-------|-------|-------|
| ----- | ----- | ----- | ----- | ----- | ----- |
| 3.483 | 3.500 | 3.442 | 3.392 | 3.533 | 3.375 |

#### Standard Deviations

| SN1   | SN2   | SN3   | PI1   | PI2   | PI3   |
|-------|-------|-------|-------|-------|-------|
| ----- | ----- | ----- | ----- | ----- | ----- |
| 0.893 | 0.898 | 0.886 | 0.889 | 0.879 | 0.903 |

#### Standard Deviations

| PE1   | PE2   | PE3   | IU1   | IU2   | IU3   |
|-------|-------|-------|-------|-------|-------|
| ----- | ----- | ----- | ----- | ----- | ----- |
| 0.799 | 0.850 | 0.906 | 0.892 | 0.869 | 0.889 |

The Problem used 18672 Bytes (= 0.0% of available workspace)

| Indikator                      | $\lambda$ | $\lambda^2$ | $e_i$ | $\Sigma\lambda$ | $(\Sigma\lambda)^2$ | $\Sigma(\lambda^2)$ | $\Sigma e_i$ | CR   | VE   |
|--------------------------------|-----------|-------------|-------|-----------------|---------------------|---------------------|--------------|------|------|
| <i>Subjective Norm</i>         |           |             |       | 2.39            | 5.71                | 1.91                | 1.09         | 0.84 | 0.64 |
| SN1                            | 0.85      | 0.72        | 0.28  |                 |                     |                     |              |      |      |
| SN2                            | 0.82      | 0.67        | 0.33  |                 |                     |                     |              |      |      |
| SN3                            | 0.72      | 0.52        | 0.48  |                 |                     |                     |              |      |      |
| <i>Personal Innovativeness</i> |           |             |       | 2.19            | 4.80                | 1.60                | 1.40         | 0.77 | 0.53 |
| PI1                            | 0.74      | 0.55        | 0.45  |                 |                     |                     |              |      |      |
| PI2                            | 0.72      | 0.52        | 0.48  |                 |                     |                     |              |      |      |
| PI3                            | 0.73      | 0.53        | 0.47  |                 |                     |                     |              |      |      |
| <i>Perceived Enjoyment</i>     |           |             |       | 2.27            | 5.15                | 1.72                | 1.28         | 0.80 | 0.57 |
| PE1                            | 0.74      | 0.55        | 0.45  |                 |                     |                     |              |      |      |
| PE2                            | 0.73      | 0.53        | 0.47  |                 |                     |                     |              |      |      |
| PE3                            | 0.80      | 0.64        | 0.36  |                 |                     |                     |              |      |      |
| <i>Intention to Use</i>        |           |             |       | 2.38            | 5.66                | 1.89                | 1.11         | 0.84 | 0.63 |
| IU1                            | 0.83      | 0.69        | 0.31  |                 |                     |                     |              |      |      |
| IU2                            | 0.75      | 0.56        | 0.44  |                 |                     |                     |              |      |      |
| IU3                            | 0.80      | 0.64        | 0.36  |                 |                     |                     |              |      |      |

## Lampiran 8 SEM

DATE: 5/26/2019

TIME: 13:32

L I S R E L 8.80

BY

Karl G. Jöreskog & Dag Sörbom

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Raw Data from file 'D:\SKRIPSI\Olah Data\Data.psf'

Latent Variables SN PI PE IU

Relationships

SN1 = SN

SN2 = SN

SN3 = SN

PI1 = PI

PI2 = PI

PI3 = PI

PE1 = PE

PE2 = PE

PE3 = PE

IU1 = IU

IU3 = IU

IU2 = IU

PE = SN PI

IU = SN PI PE

Path Diagram

Options: RS EF SC ND=3

End of Problem

Sample Size = 120

Covariance Matrix

|     | PE1   | PE2   | PE3   | IU1   | IU2   | IU3   |
|-----|-------|-------|-------|-------|-------|-------|
|     | ----- | ----- | ----- | ----- | ----- | ----- |
| PE1 | 0.638 |       |       |       |       |       |
| PE2 | 0.328 | 0.723 |       |       |       |       |
| PE3 | 0.457 | 0.441 | 0.820 |       |       |       |
| IU1 | 0.347 | 0.424 | 0.414 | 0.795 |       |       |
| IU2 | 0.303 | 0.395 | 0.393 | 0.478 | 0.755 |       |
| IU3 | 0.380 | 0.399 | 0.438 | 0.541 | 0.454 | 0.791 |
| SN1 | 0.250 | 0.378 | 0.318 | 0.405 | 0.373 | 0.395 |
| SN2 | 0.225 | 0.395 | 0.375 | 0.410 | 0.349 | 0.450 |
| SN3 | 0.243 | 0.269 | 0.294 | 0.341 | 0.305 | 0.382 |
| PI1 | 0.353 | 0.311 | 0.373 | 0.431 | 0.345 | 0.305 |
| PI2 | 0.307 | 0.256 | 0.327 | 0.419 | 0.458 | 0.394 |
| PI3 | 0.308 | 0.282 | 0.325 | 0.413 | 0.371 | 0.407 |

Covariance Matrix

|     | SN1   | SN2   | SN3   | PI1   | PI2   | PI3   |
|-----|-------|-------|-------|-------|-------|-------|
|     | ----- | ----- | ----- | ----- | ----- | ----- |
| SN1 | 0.797 |       |       |       |       |       |
| SN2 | 0.558 | 0.806 |       |       |       |       |
| SN3 | 0.497 | 0.445 | 0.785 |       |       |       |
| PI1 | 0.250 | 0.317 | 0.234 | 0.790 |       |       |
| PI2 | 0.239 | 0.306 | 0.273 | 0.407 | 0.773 |       |
| PI3 | 0.299 | 0.336 | 0.246 | 0.468 | 0.387 | 0.815 |

Number of Iterations = 10

LISREL Estimates (Maximum Likelihood)

Measurement Equations

PE1 = 0.588\*PE, Errorvar.= 0.293 , R<sup>2</sup> = 0.541  
(0.0478)

6.125

PE2 = 0.620\*PE, Errorvar.= 0.338 , R<sup>2</sup> = 0.532  
(0.0843) (0.0547)  
7.355 6.185

PE3 = 0.721\*PE, Errorvar.= 0.300 , R<sup>2</sup> = 0.634  
(0.0908) (0.0562)  
7.944 5.345

IU1 = 0.738\*IU, Errorvar.= 0.251 , R<sup>2</sup> = 0.685  
(0.0440)  
5.705

IU2 = 0.655\*IU, Errorvar.= 0.326 , R<sup>2</sup> = 0.568  
(0.0720) (0.0499)  
9.099 6.537

IU3 = 0.715\*IU, Errorvar.= 0.280 , R<sup>2</sup> = 0.646  
(0.0721) (0.0463)  
9.920 6.049

SN1 = 0.759\*SN, Errorvar.= 0.221 , R<sup>2</sup> = 0.722  
(0.0705) (0.0492)  
10.761 4.494

SN2 = 0.734\*SN, Errorvar.= 0.267 , R<sup>2</sup> = 0.669  
(0.0720) (0.0516)  
10.194 5.170

SN3 = 0.635\*SN, Errorvar.= 0.382 , R<sup>2</sup> = 0.514  
(0.0746) (0.0593)  
8.518 6.442

PI1 = 0.655\*PI, Errorvar.= 0.361 , R<sup>2</sup> = 0.543  
(0.0758) (0.0613)  
8.638 5.885

PI2 = 0.634\*PI, Errorvar.= 0.371 , R<sup>2</sup> = 0.521  
(0.0755) (0.0612)  
8.403 6.051

PI3 = 0.658\*PI, Errorvar.= 0.382 , R<sup>2</sup> = 0.532  
(0.0773) (0.0639)  
8.520 5.971

### Structural Equations

$$PE = 0.328*SN + 0.562*PI, \text{Errorvar.} = 0.357, R^2 = 0.643$$

|         |         |         |
|---------|---------|---------|
| (0.121) | (0.131) | (0.112) |
| 2.720   | 4.293   | 3.205   |

$$IU = 0.342*PE + 0.268*SN + 0.440*PI, \text{Errorvar.} = 0.127, R^2 = 0.873$$

|         |          |         |          |
|---------|----------|---------|----------|
| (0.146) | (0.0995) | (0.134) | (0.0587) |
| 2.337   | 2.697    | 3.288   | 2.169    |

### Reduced Form Equations

$$PE = 0.328*SN + 0.562*PI, \text{Errorvar.} = 0.357, R^2 = 0.643$$

|         |         |
|---------|---------|
| (0.121) | (0.131) |
| 2.720   | 4.293   |

$$IU = 0.381*SN + 0.632*PI, \text{Errorvar.} = 0.169, R^2 = 0.831$$

|         |         |
|---------|---------|
| (0.102) | (0.109) |
| 3.739   | 5.785   |

### Correlation Matrix of Independent Variables

|    | SN                        | PI    |
|----|---------------------------|-------|
| SN | 1.000                     |       |
| PI | 0.596<br>(0.082)<br>7.251 | 1.000 |

### Covariance Matrix of Latent Variables

|    | PE    | IU    | SN    | PI    |
|----|-------|-------|-------|-------|
| PE | 1.000 |       |       |       |
| IU | 0.853 | 1.000 |       |       |
| SN | 0.663 | 0.757 | 1.000 |       |
| PI | 0.757 | 0.859 | 0.596 | 1.000 |

### Goodness of Fit Statistics

Degrees of Freedom = 48  
Minimum Fit Function Chi-Square = 63.231 (P = 0.0692)  
Normal Theory Weighted Least Squares Chi-Square = 55.196 (P = 0.221)  
Estimated Non-centrality Parameter (NCP) = 7.196  
90 Percent Confidence Interval for NCP = (0.0 ; 29.784)

Minimum Fit Function Value = 0.531  
Population Discrepancy Function Value (F0) = 0.0605  
90 Percent Confidence Interval for F0 = (0.0 ; 0.250)  
Root Mean Square Error of Approximation (RMSEA) = 0.0355  
90 Percent Confidence Interval for RMSEA = (0.0 ; 0.0722)  
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.702

Expected Cross-Validation Index (ECVI) = 0.968  
90 Percent Confidence Interval for ECVI = (0.908 ; 1.158)  
ECVI for Saturated Model = 1.311  
ECVI for Independence Model = 15.362

Chi-Square for Independence Model with 66 Degrees of Freedom = 1804.038  
Independence AIC = 1828.038  
Model AIC = 115.196  
Saturated AIC = 156.000  
Independence CAIC = 1873.488  
Model CAIC = 228.820  
Saturated CAIC = 451.424

Normed Fit Index (NFI) = 0.965  
Non-Normed Fit Index (NNFI) = 0.988  
Parsimony Normed Fit Index (PNFI) = 0.702  
Comparative Fit Index (CFI) = 0.991  
Incremental Fit Index (IFI) = 0.991  
Relative Fit Index (RFI) = 0.952

Critical N (CN) = 139.670

Root Mean Square Residual (RMR) = 0.0320  
Standardized RMR = 0.0418  
Goodness of Fit Index (GFI) = 0.928  
Adjusted Goodness of Fit Index (AGFI) = 0.883  
Parsimony Goodness of Fit Index (PGFI) = 0.571

### Fitted Covariance Matrix

|     | PE1   | PE2   | PE3   | IU1   | IU2   | IU3   |
|-----|-------|-------|-------|-------|-------|-------|
|     | ----- | ----- | ----- | ----- | ----- | ----- |
| PE1 | 0.638 |       |       |       |       |       |
| PE2 | 0.364 | 0.723 |       |       |       |       |
| PE3 | 0.424 | 0.447 | 0.820 |       |       |       |
| IU1 | 0.370 | 0.390 | 0.454 | 0.795 |       |       |
| IU2 | 0.328 | 0.346 | 0.403 | 0.483 | 0.755 |       |
| IU3 | 0.358 | 0.378 | 0.440 | 0.527 | 0.468 | 0.791 |
| SN1 | 0.295 | 0.312 | 0.362 | 0.424 | 0.376 | 0.411 |
| SN2 | 0.286 | 0.302 | 0.351 | 0.410 | 0.364 | 0.397 |
| SN3 | 0.247 | 0.261 | 0.304 | 0.355 | 0.315 | 0.344 |
| PI1 | 0.291 | 0.307 | 0.357 | 0.415 | 0.368 | 0.402 |
| PI2 | 0.282 | 0.298 | 0.346 | 0.402 | 0.357 | 0.389 |
| PI3 | 0.293 | 0.309 | 0.359 | 0.417 | 0.370 | 0.404 |

### Fitted Covariance Matrix

|     | SN1   | SN2   | SN3   | PI1   | PI2   | PI3   |
|-----|-------|-------|-------|-------|-------|-------|
|     | ----- | ----- | ----- | ----- | ----- | ----- |
| SN1 | 0.797 |       |       |       |       |       |
| SN2 | 0.557 | 0.806 |       |       |       |       |
| SN3 | 0.482 | 0.466 | 0.785 |       |       |       |
| PI1 | 0.296 | 0.286 | 0.248 | 0.790 |       |       |
| PI2 | 0.287 | 0.277 | 0.240 | 0.416 | 0.773 |       |
| PI3 | 0.297 | 0.288 | 0.249 | 0.431 | 0.418 | 0.815 |

### Fitted Residuals

|     | PE1    | PE2    | PE3    | IU1    | IU2    | IU3    |
|-----|--------|--------|--------|--------|--------|--------|
|     | -----  | -----  | -----  | -----  | -----  | -----  |
| PE1 | 0.000  |        |        |        |        |        |
| PE2 | -0.037 | 0.000  |        |        |        |        |
| PE3 | 0.033  | -0.006 | 0.000  |        |        |        |
| IU1 | -0.023 | 0.034  | -0.040 | 0.000  |        |        |
| IU2 | -0.025 | 0.049  | -0.010 | -0.005 | 0.000  |        |
| IU3 | 0.022  | 0.021  | -0.001 | 0.014  | -0.014 | 0.000  |
| SN1 | -0.045 | 0.066  | -0.045 | -0.019 | -0.003 | -0.016 |
| SN2 | -0.061 | 0.093  | 0.024  | 0.000  | -0.015 | 0.052  |
| SN3 | -0.005 | 0.008  | -0.009 | -0.013 | -0.010 | 0.039  |
| PI1 | 0.061  | 0.003  | 0.016  | 0.016  | -0.023 | -0.097 |
| PI2 | 0.024  | -0.042 | -0.019 | 0.017  | 0.101  | 0.004  |
| PI3 | 0.015  | -0.028 | -0.035 | -0.004 | 0.001  | 0.002  |

### Fitted Residuals

|     | SN1    | SN2    | SN3    | PI1    | PI2    | PI3   |
|-----|--------|--------|--------|--------|--------|-------|
|     | -----  | -----  | -----  | -----  | -----  | ----- |
| SN1 | 0.000  |        |        |        |        |       |
| SN2 | 0.001  | 0.000  |        |        |        |       |
| SN3 | 0.016  | -0.022 | 0.000  |        |        |       |
| PI1 | -0.046 | 0.031  | -0.014 | 0.000  |        |       |
| PI2 | -0.048 | 0.028  | 0.032  | -0.008 | 0.000  |       |
| PI3 | 0.002  | 0.048  | -0.003 | 0.037  | -0.030 | 0.000 |

### Summary Statistics for Fitted Residuals

Smallest Fitted Residual = -0.097

Median Fitted Residual = 0.000

Largest Fitted Residual = 0.101

### Stemleaf Plot

```

- 8|7
- 6|1
- 4|865520
- 2|75085332
- 0|99654430098655433100000000000000
  0|1122348456667
  2|12448123479
  4|892
  6|16
  8|3
 10|1

```

### Standardized Residuals

|     | PE1    | PE2    | PE3    | IU1    | IU2    | IU3    |
|-----|--------|--------|--------|--------|--------|--------|
|     | -----  | -----  | -----  | -----  | -----  | -----  |
| PE1 | --     |        |        |        |        |        |
| PE2 | -1.813 | --     |        |        |        |        |
| PE3 | 2.103  | -0.335 | --     |        |        |        |
| IU1 | -0.893 | 1.242  | -1.589 | --     |        |        |
| IU2 | -0.845 | 1.508  | -0.333 | -0.267 | --     |        |
| IU3 | 0.805  | 0.719  | -0.055 | 0.948  | -0.715 | --     |
| SN1 | -1.405 | 1.921  | -1.433 | -0.709 | -0.100 | -0.551 |
| SN2 | -1.783 | 2.523  | 0.695  | -0.006 | -0.445 | 1.695  |
| SN3 | -0.121 | 0.183  | -0.219 | -0.370 | -0.259 | 1.025  |
| PI1 | 1.807  | 0.096  | 0.456  | 0.597  | -0.723 | -3.353 |
| PI2 | 0.706  | -1.122 | -0.547 | 0.630  | 3.098  | 0.152  |

|     |       |        |        |        |       |       |
|-----|-------|--------|--------|--------|-------|-------|
| PI3 | 0.439 | -0.734 | -0.985 | -0.131 | 0.016 | 0.080 |
|-----|-------|--------|--------|--------|-------|-------|

### Standardized Residuals

|     | SN1    | SN2    | SN3    | PI1    | PI2    | PI3 |
|-----|--------|--------|--------|--------|--------|-----|
| SN1 | - -    |        |        |        |        |     |
| SN2 | 0.136  | - -    |        |        |        |     |
| SN3 | 1.114  | -1.239 | - -    |        |        |     |
| PI1 | -1.231 | 0.775  | -0.296 | - -    |        |     |
| PI2 | -1.270 | 0.699  | 0.700  | -0.375 | - -    |     |
| PI3 | 0.043  | 1.174  | -0.073 | 1.710  | -1.343 | - - |

### Summary Statistics for Standardized Residuals

Smallest Standardized Residual = -3.353

Median Standardized Residual = 0.000

Largest Standardized Residual = 3.098

### Stemleaf Plot

```
- 3|4
- 2|
- 1|88644332210
- 0|9877776544433332111110000000000000000
0|11122456677777889
1|012257789
2|15
3|1
```

### Largest Negative Standardized Residuals

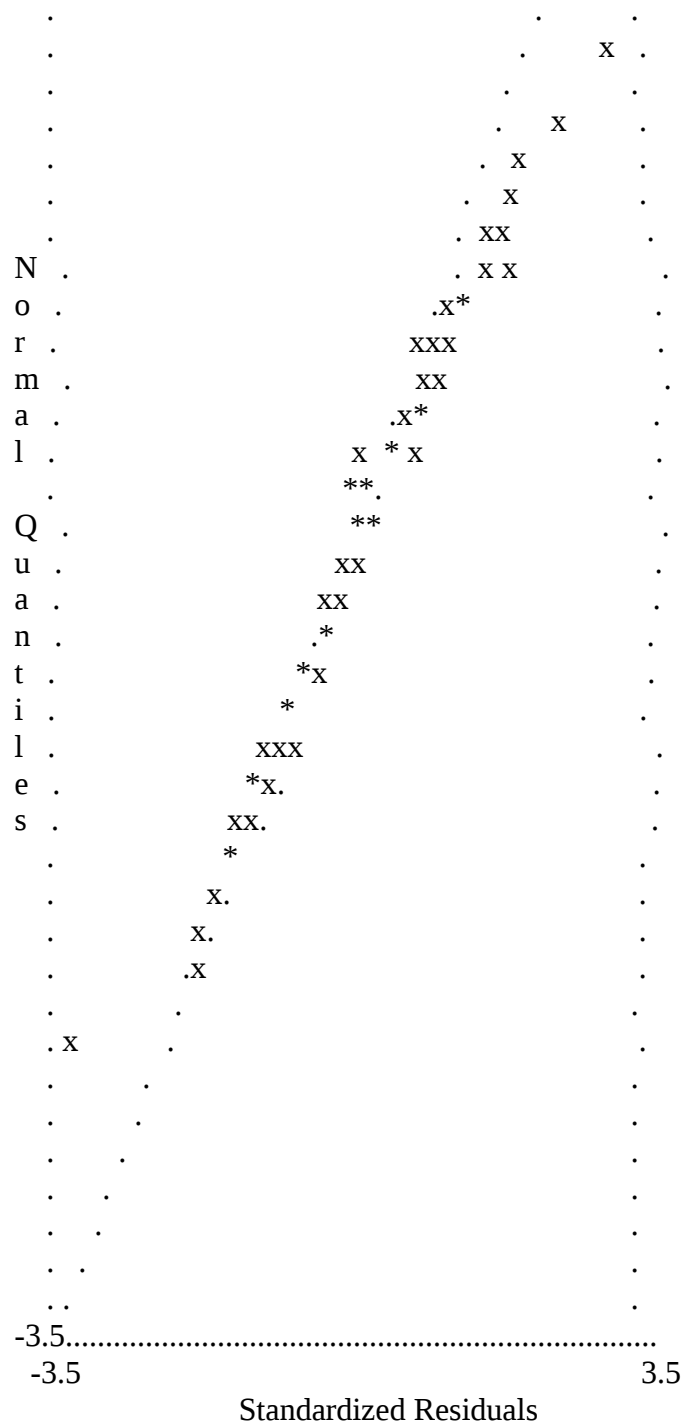
Residual for PI1 and IU3 -3.353

### Largest Positive Standardized Residuals

Residual for PI2 and IU2 3.098

### Qplot of Standardized Residuals

[illegible]



The Modification Indices Suggest to Add an Error Covariance

|     | Between and | Decrease in Chi-Square | New Estimate |
|-----|-------------|------------------------|--------------|
| PI1 | IU3         | 9.3                    | -0.11        |
| PI2 | IU2         | 8.5                    | 0.11         |

# Standardized Solution

## LAMBDA-Y

|       | PE    | IU    |
|-------|-------|-------|
| ----- | ----- |       |
| PE1   | 0.588 | --    |
| PE2   | 0.620 | --    |
| PE3   | 0.721 | --    |
| IU1   | --    | 0.738 |
| IU2   | --    | 0.655 |
| IU3   | --    | 0.715 |

## LAMBDA-X

|       | SN    | PI    |
|-------|-------|-------|
| ----- | ----- |       |
| SN1   | 0.759 | --    |
| SN2   | 0.734 | --    |
| SN3   | 0.635 | --    |
| PI1   | --    | 0.655 |
| PI2   | --    | 0.634 |
| PI3   | --    | 0.658 |

## BETA

|       | PE    | IU |
|-------|-------|----|
| ----- | ----- |    |
| PE    | --    | -- |
| IU    | 0.342 | -- |

## GAMMA

|       | SN    | PI    |
|-------|-------|-------|
| ----- | ----- |       |
| PE    | 0.328 | 0.562 |
| IU    | 0.268 | 0.440 |

## Correlation Matrix of ETA and KSI

|       | PE    | IU    | SN    | PI    |
|-------|-------|-------|-------|-------|
| ----- | ----- | ----- | ----- | ----- |
| PE    | 1.000 |       |       |       |
| IU    | 0.853 | 1.000 |       |       |
| SN    | 0.663 | 0.757 | 1.000 |       |

|    |       |       |       |       |
|----|-------|-------|-------|-------|
| PI | 0.757 | 0.859 | 0.596 | 1.000 |
|----|-------|-------|-------|-------|

PSI

Note: This matrix is diagonal.

|       |       |       |
|-------|-------|-------|
|       | PE    | IU    |
| ----- | ----- |       |
|       | 0.357 | 0.127 |

Regression Matrix ETA on KSI (Standardized)

|       |       |       |
|-------|-------|-------|
|       | SN    | PI    |
| ----- | ----- |       |
| PE    | 0.328 | 0.562 |
| IU    | 0.268 | 0.440 |

Completely Standardized Solution

LAMBDA-Y

|       |       |       |
|-------|-------|-------|
|       | PE    | IU    |
| ----- | ----- |       |
| PE1   | 0.736 | --    |
| PE2   | 0.729 | --    |
| PE3   | 0.796 | --    |
| IU1   | --    | 0.827 |
| IU2   | --    | 0.754 |
| IU3   | --    | 0.804 |

LAMBDA-X

|       |       |       |
|-------|-------|-------|
|       | SN    | PI    |
| ----- | ----- |       |
| SN1   | 0.850 | --    |
| SN2   | 0.818 | --    |
| SN3   | 0.717 | --    |
| PI1   | --    | 0.737 |
| PI2   | --    | 0.722 |
| PI3   | --    | 0.729 |

BETA

|       |       |    |
|-------|-------|----|
|       | PE    | IU |
| ----- | ----- |    |

|    |       |    |
|----|-------|----|
| PE | --    | -- |
| IU | 0.342 | -- |

#### GAMMA

|    |       |       |
|----|-------|-------|
|    | SN    | PI    |
|    | ----- | ----- |
| PE | 0.328 | 0.562 |
| IU | 0.268 | 0.440 |

#### Correlation Matrix of ETA and KSI

|    |       |       |       |       |
|----|-------|-------|-------|-------|
|    | PE    | IU    | SN    | PI    |
|    | ----- | ----- | ----- | ----- |
| PE | 1.000 |       |       |       |
| IU | 0.853 | 1.000 |       |       |
| SN | 0.663 | 0.757 | 1.000 |       |
| PI | 0.757 | 0.859 | 0.596 | 1.000 |

#### PSI

Note: This matrix is diagonal.

|       |       |
|-------|-------|
| PE    | IU    |
| ----- | ----- |
| 0.357 | 0.127 |

#### THETA-EPS

|       |       |       |       |       |       |
|-------|-------|-------|-------|-------|-------|
| PE1   | PE2   | PE3   | IU1   | IU2   | IU3   |
| ----- | ----- | ----- | ----- | ----- | ----- |
| 0.459 | 0.468 | 0.366 | 0.315 | 0.432 | 0.354 |

#### THETA-DELTA

|       |       |       |       |       |       |
|-------|-------|-------|-------|-------|-------|
| SN1   | SN2   | SN3   | PI1   | PI2   | PI3   |
| ----- | ----- | ----- | ----- | ----- | ----- |
| 0.278 | 0.331 | 0.486 | 0.457 | 0.479 | 0.468 |

#### Regression Matrix ETA on KSI (Standardized)

|    |       |       |
|----|-------|-------|
|    | SN    | PI    |
|    | ----- | ----- |
| PE | 0.328 | 0.562 |
| IU | 0.268 | 0.440 |

## Total and Indirect Effects

### Total Effects of KSI on ETA

|    | SN      | PI      |
|----|---------|---------|
|    | -----   | -----   |
| PE | 0.328   | 0.562   |
|    | (0.121) | (0.131) |
|    | 2.720   | 4.293   |
| IU | 0.268   | 0.440   |
|    | (0.102) | (0.109) |
|    | 2.697   | 3.288   |

### Indirect Effects of KSI on ETA

|    | SN      | PI      |
|----|---------|---------|
|    | -----   | -----   |
| PE | --      | --      |
| IU | 0.112   | 0.192   |
|    | (0.064) | (0.085) |
|    | 1.757   | 2.250   |

### Total Effects of ETA on ETA

|    | PE      | IU    |
|----|---------|-------|
|    | -----   | ----- |
| PE | --      | --    |
| IU | 0.342   | --    |
|    | (0.146) |       |
|    | 2.337   |       |

Largest Eigenvalue of  $B*B'$  (Stability Index) is 0.117

### Total Effects of ETA on Y

|     | PE      | IU    |
|-----|---------|-------|
|     | -----   | ----- |
| PE1 | 0.588   | --    |
| PE2 | 0.620   | --    |
|     | (0.084) |       |
|     | 7.355   |       |
| PE3 | 0.721   | --    |
|     | (0.091) |       |
|     | 7.944   |       |
| IU1 | 0.252   | 0.738 |

|     |         |         |
|-----|---------|---------|
|     | (0.108) |         |
|     | 2.337   |         |
| IU2 | 0.224   | 0.655   |
|     | (0.097) | (0.072) |
|     | 2.319   | 9.099   |
| IU3 | 0.244   | 0.715   |
|     | (0.105) | (0.072) |
|     | 2.332   | 9.920   |

#### Indirect Effects of ETA on Y

|     | PE      | IU    |
|-----|---------|-------|
|     | -----   | ----- |
| PE1 | --      | --    |
| PE2 | --      | --    |
| PE3 | --      | --    |
| IU1 | 0.252   | --    |
|     | (0.108) |       |
|     | 2.337   |       |
| IU2 | 0.224   | --    |
|     | (0.097) |       |
|     | 2.319   |       |
| IU3 | 0.244   | --    |
|     | (0.105) |       |
|     | 2.332   |       |

#### Total Effects of KSI on Y

|     | SN      | PI      |
|-----|---------|---------|
|     | -----   | -----   |
| PE1 | 0.193   | 0.330   |
|     | (0.071) | (0.077) |
|     | 2.720   | 4.293   |
| PE2 | 0.204   | 0.348   |
|     | (0.075) | (0.081) |
|     | 2.717   | 4.281   |
| PE3 | 0.237   | 0.405   |
|     | (0.086) | (0.092) |
|     | 2.749   | 4.409   |
| IU1 | 0.281   | 0.466   |
|     | (0.075) | (0.081) |
|     | 3.739   | 5.785   |
| IU2 | 0.249   | 0.414   |
|     | (0.068) | (0.075) |
|     | 3.666   | 5.527   |
| IU3 | 0.272   | 0.452   |

|         |         |
|---------|---------|
| (0.073) | (0.079) |
| 3.717   | 5.705   |

#### Standardized Total and Indirect Effects

##### Standardized Total Effects of KSI on ETA

|    | SN    | PI    |
|----|-------|-------|
|    | ----- | ----- |
| PE | 0.328 | 0.562 |
| IU | 0.268 | 0.440 |

##### Standardized Indirect Effects of KSI on ETA

|    | SN    | PI    |
|----|-------|-------|
|    | ----- | ----- |
| PE | --    | --    |
| IU | 0.112 | 0.192 |

##### Standardized Total Effects of ETA on ETA

|    | PE    | IU    |
|----|-------|-------|
|    | ----- | ----- |
| PE | --    | --    |
| IU | 0.342 | --    |

##### Standardized Total Effects of ETA on Y

|     | PE    | IU    |
|-----|-------|-------|
|     | ----- | ----- |
| PE1 | 0.588 | --    |
| PE2 | 0.620 | --    |
| PE3 | 0.721 | --    |
| IU1 | 0.252 | 0.738 |
| IU2 | 0.224 | 0.655 |
| IU3 | 0.244 | 0.715 |

##### Completely Standardized Total Effects of ETA on Y

|     | PE    | IU    |
|-----|-------|-------|
|     | ----- | ----- |
| PE1 | 0.736 | --    |
| PE2 | 0.729 | --    |
| PE3 | 0.796 | --    |

|     |       |       |
|-----|-------|-------|
| IU1 | 0.283 | 0.827 |
| IU2 | 0.258 | 0.754 |
| IU3 | 0.275 | 0.804 |

#### Standardized Indirect Effects of ETA on Y

|     | PE    | IU    |
|-----|-------|-------|
|     | ----- | ----- |
| PE1 | --    | --    |
| PE2 | --    | --    |
| PE3 | --    | --    |
| IU1 | 0.252 | --    |
| IU2 | 0.224 | --    |
| IU3 | 0.244 | --    |

#### Completely Standardized Indirect Effects of ETA on Y

|     | PE    | IU    |
|-----|-------|-------|
|     | ----- | ----- |
| PE1 | --    | --    |
| PE2 | --    | --    |
| PE3 | --    | --    |
| IU1 | 0.283 | --    |
| IU2 | 0.258 | --    |
| IU3 | 0.275 | --    |

#### Standardized Total Effects of KSI on Y

|     | SN    | PI    |
|-----|-------|-------|
|     | ----- | ----- |
| PE1 | 0.193 | 0.330 |
| PE2 | 0.204 | 0.348 |
| PE3 | 0.237 | 0.405 |
| IU1 | 0.281 | 0.466 |
| IU2 | 0.249 | 0.414 |
| IU3 | 0.272 | 0.452 |

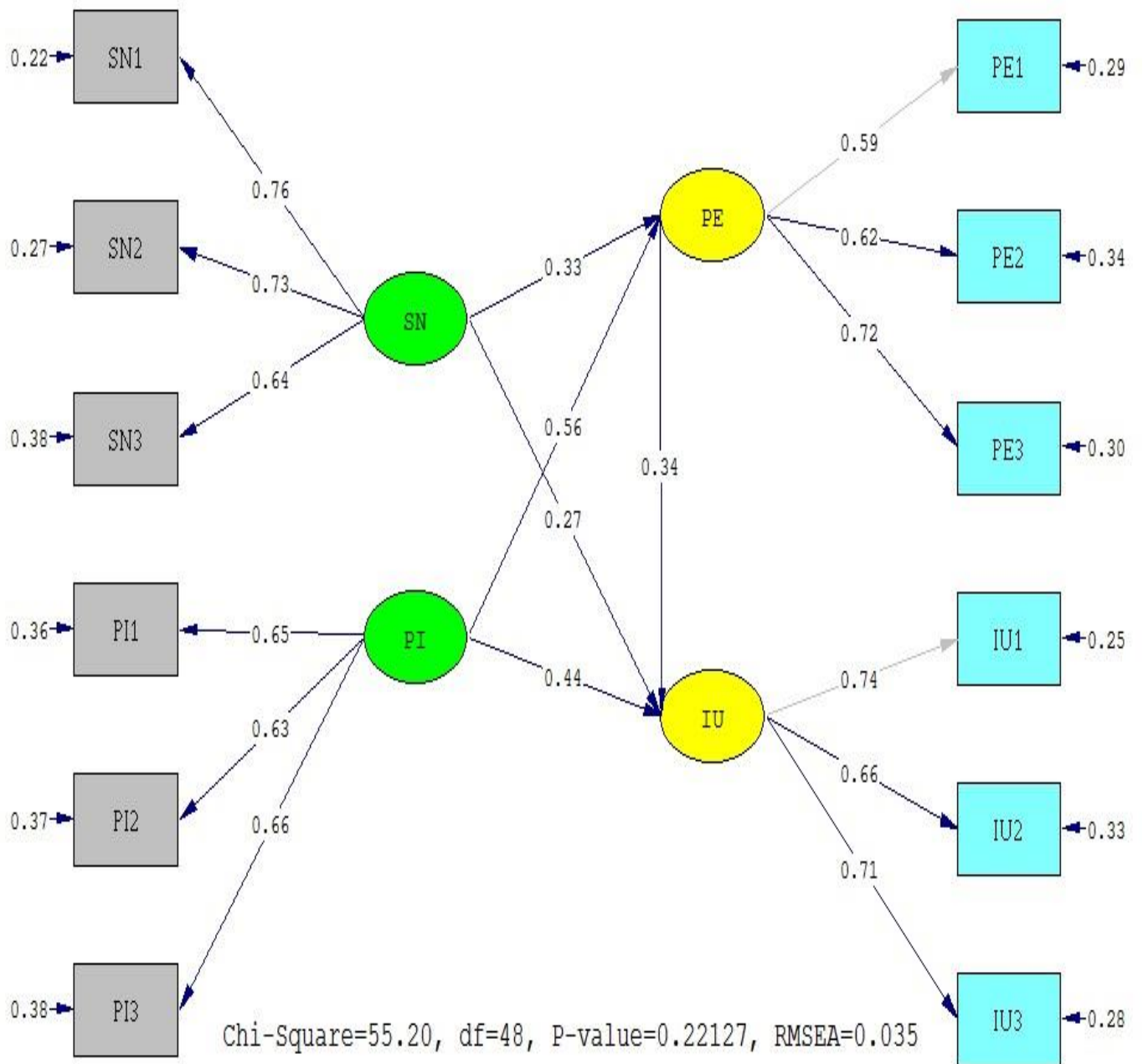
#### Completely Standardized Total Effects of KSI on Y

|     | SN    | PI    |
|-----|-------|-------|
|     | ----- | ----- |
| PE1 | 0.241 | 0.413 |
| PE2 | 0.239 | 0.410 |
| PE3 | 0.261 | 0.447 |
| IU1 | 0.315 | 0.523 |
| IU2 | 0.287 | 0.476 |

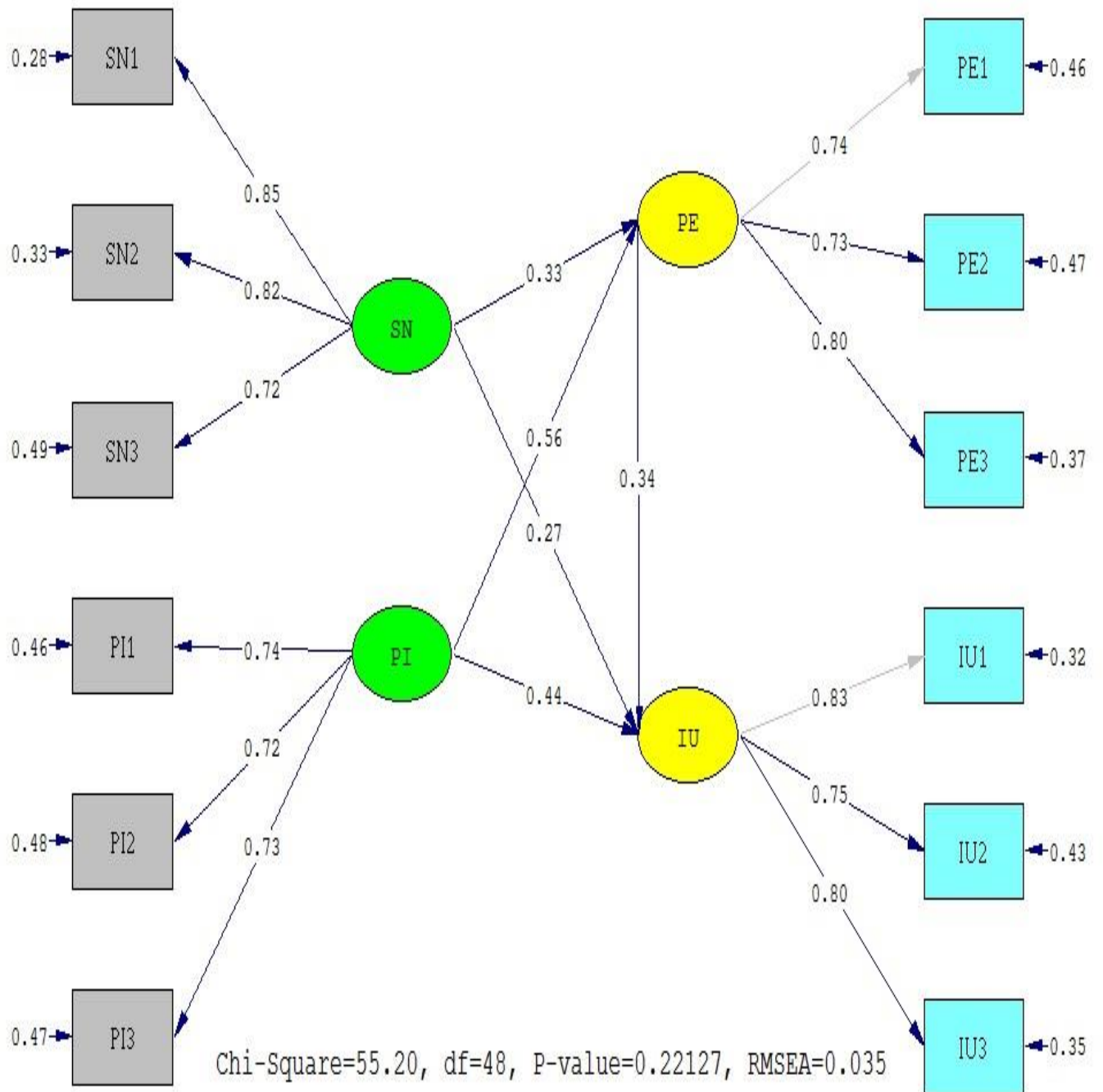
IU3 0.306 0.508

Time used: 0.047 Seconds

**Lampiran 9 Path Diagram Estimate**



**Lampiran 10 Path Diagram Standarized Solution**



**Lampiran 11 Path Diagram T-Value**

