

LAMPIRAN 1

Lembar Kuesioner

Dengan hormat, saya Andrea Tanujaya /3103008197 sedang menjalani Tugas Akhir Skripsi 2012. Kuesioner ini kami tujukan kepada beberapa pengunjung toko 3Second Surabaya yang berusia minimal atau lebih dari 17 tahun, yang sering berkunjung, dan pernah membeli produk *fashion* di 3second khususnya di Royal Plaza Surabaya, untuk mengetahui seberapa besar pengaruh *customer perceived value* terhadap *customer loyalty* melalui *customer satisfaction*. Kami mohon kesediaan saudara/i untuk meluangkan waktunya untuk mengisi kuesioner ini. Terima kasih.

A. Karakteristik Responden

Isilah kotak jawaban yang tersedia disamping sesuai dengan jawaban saudara/i	
1. Jenis Kelamin	☐ Pria ☐ Wanita
2. Umur	☐ 17 - 24 tahun ☐ 25 – 30 tahun ☐ > 30 tahun
3. Status Pekerjaan	☐ Bekerja ☐ Belum bekerja
4. Penghasilan perbulan	☐ < Rp.1.000.000 perbulan ☐ Rp.1.000.000 - Rp.2.500.000 perbulan ☐ Rp.2.500.000 - Rp.5.000.000 perbulan ☐ > Rp.5.000.000 perbulan

B. Kuesioner

Petunjuk: Beri tanda (X atau√) pada salah satu kotak yang sesuai dengan jawaban saudara/i.						
Keterangan: STS = Sangat Tidak Setuju [1] TS = Tidak Setuju [2] N = Netral [3] S = Setuju [4] SS = Sangat Setuju [5]						
Customer Perceived value [X_1]						
No	Pertanyaan	STS	TS	N	S	SS
X _{1.1}	3second menawarkan produk yang menarik.					
X _{1.2}	3Second menetapkan harga secara wajar untuk produk / jasa.					
X _{1.3}	3Second menyediakan layanan gratis yang lebih banyak.					
X _{1.4}	Saya berpikir 3Second memberikan nilai lebih banyak.					

Customer Satisfaction [Y₁]						
No	Pertanyaan	STS	TS	N	S	SS
Y_{1.1}	Petugas dan karyawan 3Second di Royal Plaza Surabaya memberikan pelayanan yang memuaskan atas pelanggan.					
Y_{1.2}	3Second di Royal Plaza Surabaya memberikan pemenuhan pesanan untuk pelanggannya.					
Y_{1.3}	Produk yang di tawarkan 3Second mudah untuk di gunakan					
Y_{1.4}	Privasi/keamanan pelanggan 3Second terjaga/terjamin.					

Customer Loyalty [Y₂]						
No	Pertanyaan	STS	TS	N	S	SS
Y_{2.1}	Saya mengatakan hal-hal positif tentang 3Second Royal Plaza mall.					
Y_{2.2}	Saya merekomendasikan produk-produk di 3Second Royal Plaza mall.					
Y_{2.3}	Saya akan memberikan pesan positif pada kotak pesan di <i>website</i> 3Second.					
Y_{2.4}	Saya membeli produk secara teratur di 3Second Royal Plaza mall.					

LAMPIRAN 2

TABULASI DATA JAWABAN RESPONDEN (n=150)

No	X1. 1	X1. 2	X1. 3	X1. 4	Y1. 1	Y1. 2	Y1. 3	Y1. 4	Y2. 1	Y2. 2	Y2. 3	Y2. 4
1	4	4	4	5	4	4	5	4	4	4	5	4
2	4	4	5	5	4	5	5	4	4	5	4	4
3	4	4	4	5	4	5	4	5	4	5	4	4
4	4	4	5	4	4	5	5	4	4	5	4	4
5	4	4	5	4	4	5	4	5	4	5	5	4
6	5	5	3	3	4	4	4	4	3	3	3	4
7	2	2	4	2	5	5	5	5	2	3	4	2
8	3	3	3	3	3	4	3	3	4	3	3	3
9	2	2	2	2	5	5	4	4	3	3	3	2
10	3	3	5	3	5	3	2	1	3	3	4	3
11	4	4	5	4	4	5	4	5	4	5	4	4
12	2	2	1	2	4	4	4	4	4	3	3	2
13	2	2	1	2	4	4	3	3	4	4	1	2
14	4	4	4	4	3	4	4	5	4	4	3	4
15	4	4	3	4	4	3	4	4	5	4	5	4
16	4	4	4	4	4	4	4	4	4	4	4	4
17	4	4	4	4	4	4	4	3	4	4	3	4

18	2	2	2	2	5	5	5	5	2	4	3	2
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22	4	4	5	4	3	2	2	4	2	2	3	3
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25	4	4	3	4	4	4	4	4	4	5	5	4
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149	3	3	3	5	5	5	5	5	3	3	3	5
150	3	4	4	5	4	5	5	4	4	5	5	4

LAMPIRAN 3

TABEL FREKWENSI

Jenis Kelamin Responden

Jenis Kelamin	Jumlah Responden (orang)	Prosentase (%)
Pria	49	32,7
Wanita	101	67,3
Jumlah	150	100

Usia Responden

Usia	Jumlah Responden (orang)	Prosentase (%)
17 – 24 tahun	53	35,3
25 – 30 tahun	83	55,3
> 30 tahun	14	9,4
Jumlah	150	100

Status Pekerjaan Responden

Status Pekerjaan	Jumlah Responden (orang)	Prosentase (%)
Bekerja	127	84,7
Belum bekerja	23	15,3
Jumlah	150	100

Penghasilan perbulan Responden

Penghasilan (perbulan)	Jumlah Responden (orang)	Prosentase (%)
< Rp.1.000.000,-	23	15,3
Rp.1.000.000 - Rp.2.500.000	69	46
Rp.2.500.000 - Rp.5.000.000	45	30
> Rp.5.000.000,-	13	8,7
Jumlah	150	100

LAMPIRAN 4

STATISTIK DESKRIPTIF VARIABEL PENELITIAN

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	150	1	5	3.15	.972
X1.2	150	1	5	3.07	.949
X1.3	150	1	5	3.25	1.183
X1.4	150	1	5	3.48	1.097
X1	150	1.00	4.50	3.2383	.79867
Valid N (listwise)	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Y1.1	150	1	5	3.69	.983
Y1.2	150	1	5	3.77	1.011
Y1.3	150	1	5	3.74	.951
Y1.4	150	1	5	3.68	1.019
Y1	150	1.00	5.00	3.7217	.84173
Valid N (listwise)	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Y2.1	150	1	5	3.43	1.006
Y2.2	150	1	5	3.55	.959
Y2.3	150	1	5	3.35	1.068
Y2.4	150	1	5	3.61	1.009
Y2	150	1.25	4.75	3.4850	.81008
Valid N (listwise)	150				

LAMPIRAN 5

OUTPUT UJI NORMALITAS

DATE: 06/10/2012
TIME: 20:26
PRELIS 2.80 (STUDENT)
BY
Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file N:\input lisrel\andrea.PR2:

!PRELIS SYNTAX: Can be edited
SY='N:\input lisrel new\andrea2.PSF'
NS 1 2 3 4 5 6 7 8 9 10 11 12
OU MA=CM SM=C:\Andrea2.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	3.153	0.918	42.086	-0.095	-0.202	0.895	4	5.327	5
X1.2	3.127	0.900	42.566	-0.100	-0.210	0.910	4	5.343	4
X1.3	3.293	1.121	35.995	-0.092	-0.498	1.028	10	5.150	21
X1.4	3.420	1.044	40.104	-0.091	-0.441	0.761	3	5.140	22
Y1.1	3.707	0.959	47.328	-0.207	-0.271	1.348	4	5.173	28
Y1.2	3.767	0.999	46.158	-0.261	-0.527	1.201	3	5.089	39
Y1.3	3.740	0.951	48.147	-0.220	-0.290	1.289	3	5.157	30
Y1.4	3.687	1.011	44.664	-0.214	-0.438	1.307	5	5.144	32
Y2.1	3.440	0.993	42.423	-0.141	-0.196	1.102	5	5.250	16
Y2.2	3.553	0.959	45.373	-0.143	-0.310	1.107	3	5.113	23
Y2.3	3.347	1.068	38.376	-0.104	-0.395	1.074	8	5.178	19
Y2.4	3.613	0.995	44.468	-0.182	-0.330	1.182	4	5.167	26

Variable	Skewness		Kurtosis		Skewness and Kurtosis	
	Z-Score	P-Value	Z-Score	P-Value	Chi-Square	P-Value
X1.1	-0.490	0.624	-0.423	0.672	0.419	0.811
X1.2	-0.516	0.606	-0.447	0.655	0.466	0.792
X1.3	-0.475	0.635	-1.536	0.125	2.585	0.275
X1.4	-0.471	0.637	-1.292	0.196	1.891	0.388
Y1.1	-1.063	0.288	-0.649	0.516	1.551	0.460
Y1.2	-1.332	0.183	-1.669	0.095	4.559	0.102
Y1.3	-1.124	0.261	-0.715	0.475	1.775	0.412
Y1.4	-1.095	0.274	-1.278	0.201	2.833	0.243
Y2.1	-0.728	0.467	-0.404	0.686	0.693	0.707
Y2.2	-0.737	0.461	-0.786	0.432	1.161	0.560
Y2.3	-0.539	0.590	-1.106	0.269	1.513	0.469
Y2.4	-0.934	0.350	-0.859	0.390	1.611	0.447

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	
37.790	15.172	0.000	200.040	7.150	0.000	281.317	0.000

[illegible][illegible]

Y1.2

Frequency Percentage Lower Class Limit

3	2.0	1.201	☐
0	0.0	1.590	
13	8.7	1.979	☐
0	0.0	2.367	
39	26.0	2.756	☐
0	0.0	3.145	
56	37.3	3.534	☐
0	0.0	3.922	
0	0.0	4.311	
39	26.0	4.700	☐

Y1.3

Frequency Percentage Lower Class Limit

3	2.0	1.289	☐
0	0.0	1.676	
14	9.3	2.063	☐
0	0.0	2.450	
32	21.3	2.836	☐
0	0.0	3.223	
71	47.3	3.610	☐
0	0.0	3.997	
0	0.0	4.384	
30	20.0	4.770	☐

Y1.4

Frequency Percentage Lower Class Limit

5	3.3	1.307	☐
0	0.0	1.691	
13	8.7	2.074	☐
0	0.0	2.458	
38	25.3	2.842	☐
0	0.0	3.225	
62	41.3	3.609	☐
0	0.0	3.993	
0	0.0	4.376	
32	21.3	4.760	☐

Y2.1

Frequency Percentage Lower Class Limit

5	3.3	1.102	☐
0	0.0	1.517	
24	16.0	1.932	☐
0	0.0	2.346	
37	24.7	2.761	☐
0	0.0	3.176	

68	45.3	3.591	
☐	☐	☐	☐
0	0.0	4.006	
0	0.0	4.421	
16	10.7	4.835	☐

Y2.2

Frequency Percentage Lower Class Limit

3	2.0	1.107	☐
0	0.0	1.507	
18	12.0	1.908	☐
0	0.0	2.309	
45	30.0	2.709	☐
0	0.0	3.110	
0	0.0	3.510	
61	40.7	3.911	
☐	☐	☐	☐
0	0.0	4.311	
23	15.3	4.712	☐

Y2.3

Frequency Percentage Lower Class Limit

8	5.3	1.074	☐
0	0.0	1.485	
25	16.7	1.895	☐
0	0.0	2.305	
43	28.7	2.716	☐
0	0.0	3.126	
55	36.7	3.536	
☐	☐	☐	☐
0	0.0	3.947	
0	0.0	4.357	
19	12.7	4.767	☐

Y2.4

Frequency Percentage Lower Class Limit

4	2.7	1.182	☐
0	0.0	1.580	
18	12.0	1.979	☐
0	0.0	2.377	
36	24.0	2.776	☐
0	0.0	3.174	
66	44.0	3.573	
☐	☐	☐	☐
0	0.0	3.971	
0	0.0	4.370	
26	17.3	4.768	☐

Covariance Matrix

	X1.1	X1.2	X1.3	X1.4	Y1.1	Y1.2
X1.1	0.842					
X1.2	0.625	0.809				
X1.3	0.465	0.565	1.256			
X1.4	0.341	0.403	0.682	1.091		
Y1.1	0.124	0.108	0.230	0.332	0.920	
Y1.2	0.180	0.215	0.327	0.377	0.729	0.999
Y1.3	0.186	0.189	0.204	0.317	0.522	0.621
Y1.4	0.200	0.261	0.390	0.357	0.465	0.636
Y2.1	0.338	0.415	0.422	0.466	0.329	0.437
Y2.2	0.386	0.474	0.546	0.455	0.344	0.512
Y2.3	0.383	0.443	0.590	0.520	0.363	0.433
Y2.4	0.199	0.219	0.262	0.418	0.743	0.602

Covariance Matrix

	Y1.3	Y1.4	Y2.1	Y2.2	Y2.3	Y2.4
Y1.3	0.905					
Y1.4	0.472	1.022				
Y2.1	0.396	0.377	0.986			
Y2.2	0.433	0.319	0.658	0.920		
Y2.3	0.382	0.574	0.634	0.572	1.141	
Y2.4	0.498	0.446	0.407	0.379	0.355	0.990

Means

X1.1	X1.2	X1.3	X1.4	Y1.1	Y1.2
3.153	3.127	3.293	3.420	3.707	3.767

Means

Y1.3	Y1.4	Y2.1	Y2.2	Y2.3	Y2.4
3.740	3.687	3.440	3.553	3.347	3.613

Standard Deviations

X1.1	X1.2	X1.3	X1.4	Y1.1	Y1.2
0.918	0.900	1.121	1.044	0.959	0.999

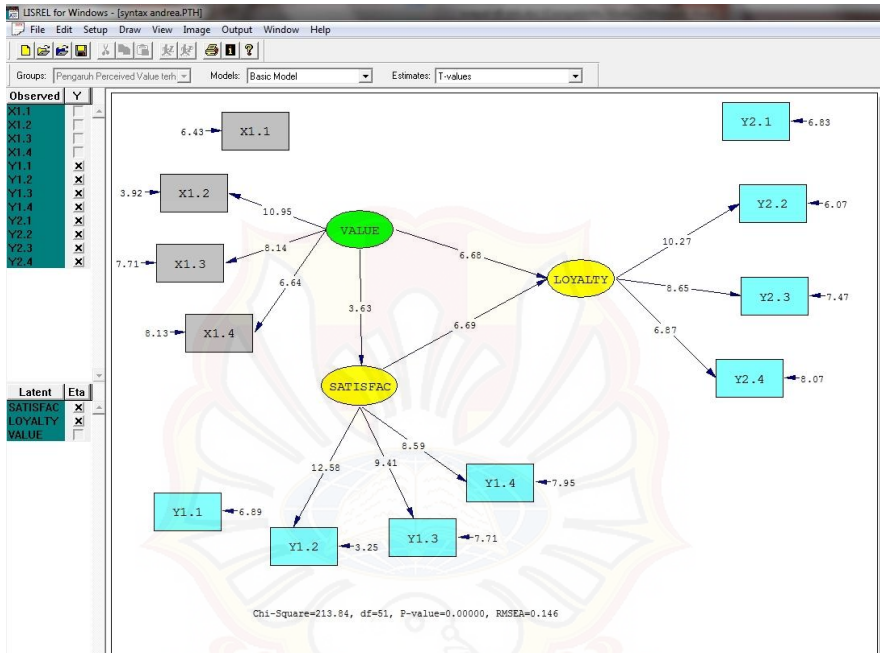
Standard Deviations

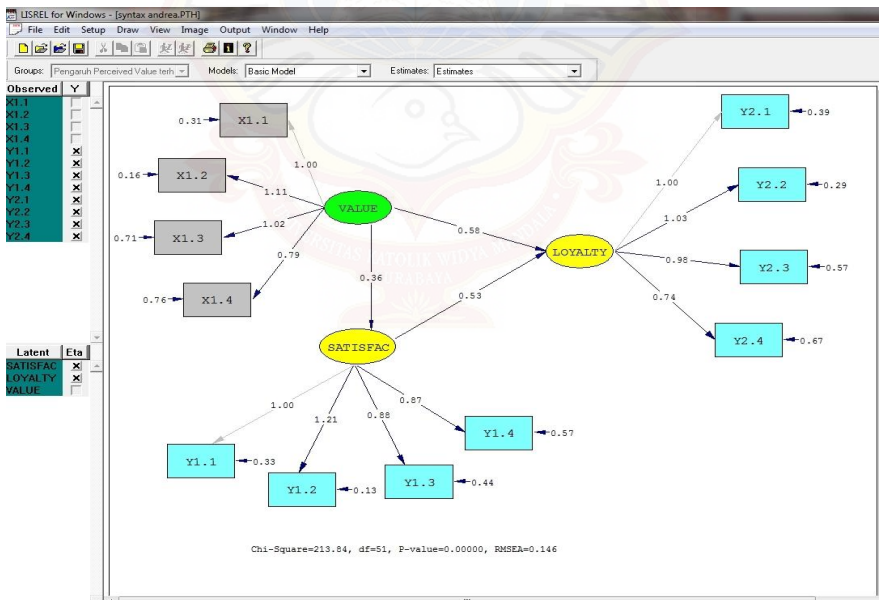
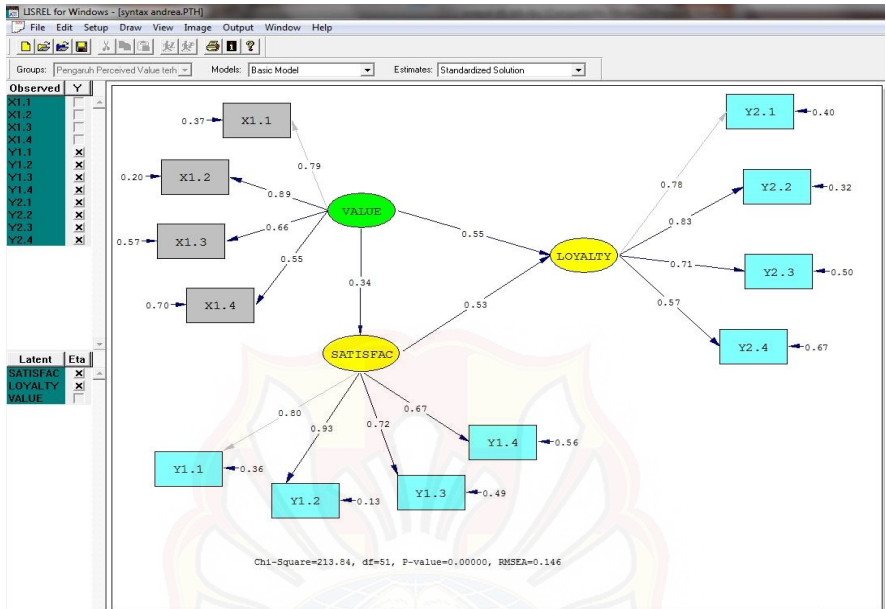
Y1.3	Y1.4	Y2.1	Y2.2	Y2.3	Y2.4
0.951	1.011	0.993	0.959	1.068	0.995

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

LAMPIRAN 6

UJI KECOCOKAN MODEL





DATE: 6/10/2012
TIME: 20:26

LISREL 8.80 (STUDENT EDITION)
BY
Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file N:\syntax andrea.LS8:

Pengaruh Perceived Value terhadap Customer Loyalty melalui Customer Satisfaction
Observed Variable X1.1 X1.2 X1.3 X1.4 Y1.1 Y1.2 Y1.3 Y1.4 Y2.1 Y2.2 Y2.3 Y2.4
Covariance Matrix from file C:\Andrea.COV
Sample Size 150
Latent Variables VALUE SATISFACTION LOYALTY
Relationships:
X1.1 = 1*VALUE
X1.2-X1.4 = VALUE
Y1.1 = 1*SATISFACTION
Y1.2-Y1.4 = SATISFACTION
Y2.1 = 1*LOYALTY
Y2.2-Y2.4 = LOYALTY
SATISFACTION = VALUE
LOYALTY = VALUE SATISFACTION
OPTIONS: SS SC EF RS
Path Diagram
End of Program

Sample Size = 150

Pengaruh Perceived Value terhadap Customer Loyalty melalui Customer Satisfaction

Covariance Matrix

	Y1.1	Y1.2	Y1.3	Y1.4	Y2.1	Y2.2
Y1.1	0.92					
Y1.2	0.73	1.00				
Y1.3	0.52	0.62	0.91			
Y1.4	0.47	0.64	0.47	1.02		

Y2.1	0.33	0.44	0.40	0.38	0.99	
Y2.2	0.34	0.51	0.43	0.32	0.66	0.92
Y2.3	0.36	0.43	0.38	0.57	0.63	0.57
Y2.4	0.74	0.60	0.50	0.45	0.41	0.38
X1.1	0.12	0.18	0.19	0.20	0.34	0.39
X1.2	0.11	0.21	0.19	0.26	0.41	0.47
X1.3	0.23	0.33	0.20	0.39	0.42	0.55
X1.4	0.33	0.38	0.32	0.36	0.47	0.45

Covariance Matrix

	Y2.3	Y2.4	X1.1	X1.2	X1.3	X1.4
Y2.3	1.14					
Y2.4	0.36	0.99				
X1.1	0.38	0.20	0.84			
X1.2	0.44	0.22	0.63	0.81		
X1.3	0.59	0.26	0.47	0.56	1.26	
X1.4	0.52	0.42	0.34	0.40	0.68	1.09

Pengaruh Perceived Value terhadap Customer Loyalty melalui Customer Satisfactio

Number of Iterations = 15

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$Y1.1 = 1.00 * SATISFAC, \text{Errorvar.} = 0.33, R^2 = 0.64$$

(0.047)
6.89

$$Y1.2 = 1.21 * SATISFAC, \text{Errorvar.} = 0.13, R^2 = 0.87$$

(0.096) (0.041)
12.58 3.25

$$Y1.3 = 0.88 * SATISFAC, \text{Errorvar.} = 0.44, R^2 = 0.51$$

(0.094) (0.057)
9.41 7.71

$$Y1.4 = 0.87 * SATISFAC, \text{Errorvar.} = 0.57, R^2 = 0.44$$

(0.10) (0.072)
8.59 7.95

$$Y2.1 = 1.00 * LOYALTY, \text{Errorvar.} = 0.39, R^2 = 0.60$$

(0.057)
6.83

$$Y2.2 = 1.03*LOYALTY, \text{Errorvar.} = 0.29, R^2 = 0.68$$

(0.100)	(0.048)
10.27	6.07

$$Y2.3 = 0.98*LOYALTY, \text{Errorvar.} = 0.57, R^2 = 0.50$$

(0.11)	(0.077)
8.65	7.47

$$Y2.4 = 0.74*LOYALTY, \text{Errorvar.} = 0.67, R^2 = 0.33$$

(0.11)	(0.082)
6.87	8.07

$$X1.1 = 1.00*VALUE, \text{Errorvar.} = 0.31, R^2 = 0.63$$

(0.049)
6.43

$$X1.2 = 1.11*VALUE, \text{Errorvar.} = 0.16, R^2 = 0.80$$

(0.10)	(0.042)
10.95	3.92

$$X1.3 = 1.02*VALUE, \text{Errorvar.} = 0.71, R^2 = 0.43$$

(0.12)	(0.092)
8.14	7.71

$$X1.4 = 0.79*VALUE, \text{Errorvar.} = 0.76, R^2 = 0.30$$

(0.12)	(0.094)
6.64	8.13

Structural Equations

$$SATISFAC = 0.36*VALUE, \text{Errorvar.} = 0.53, R^2 = 0.11$$

(0.098)	(0.093)
3.63	5.65

$$LOYALTY = 0.53*SATISFAC + 0.58*VALUE, \text{Errorvar.} = 0.13, R^2 = 0.77$$

(0.079)	(0.087)	(0.039)
6.69	6.68	3.43

Reduced Form Equations

$$SATISFAC = 0.36*VALUE, \text{Errorvar.} = 0.53, R^2 = 0.11$$

(0.098)
3.63

$$LOYALTY = 0.77*VALUE, \text{Errorvar.} = 0.28, R^2 = 0.53$$

(0.11)
7.31

Variances of Independent Variables

VALUE

0.53
(0.10)
5.49

Covariance Matrix of Latent Variables

	SATISFAC	LOYALTY	VALUE
	-----	-----	-----
SATISFAC	0.59		
LOYALTY	0.42	0.59	
VALUE	0.19	0.41	0.53

Goodness of Fit Statistics

Degrees of Freedom = 51
Minimum Fit Function Chi-Square = 233.02 (P = 0.0)
Normal Theory Weighted Least Squares Chi-Square = 213.84 (P = 0.0)
Estimated Non-centrality Parameter (NCP) = 162.84
90 Percent Confidence Interval for NCP = (121.41 ; 211.82)

Minimum Fit Function Value = 1.56
Population Discrepancy Function Value (F0) = 1.09
90 Percent Confidence Interval for F0 = (0.81 ; 1.42)
Root Mean Square Error of Approximation (RMSEA) = 0.15
90 Percent Confidence Interval for RMSEA = (0.13 ; 0.17)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 1.80
90 Percent Confidence Interval for ECVI = (1.52 ; 2.13)
ECVI for Saturated Model = 1.05
ECVI for Independence Model = 13.14

Chi-Square for Independence Model with 66 Degrees of Freedom = 1933.57
Independence AIC = 1957.57
Model AIC = 267.84
Saturated AIC = 156.00
Independence CAIC = 2005.70
Model CAIC = 376.12
Saturated CAIC = 468.83

Normed Fit Index (NFI) = 0.88
Non-Normed Fit Index (NNFI) = 0.87
Parsimony Normed Fit Index (PNFI) = 0.70
Comparative Fit Index (CFI) = 0.90
Incremental Fit Index (IFI) = 0.90

Relative Fit Index (RFI) = 0.84

Critical N (CN) = 50.49

Root Mean Square Residual (RMR) = 0.11

Standardized RMR = 0.11

Goodness of Fit Index (GFI) = 0.81

Adjusted Goodness of Fit Index (AGFI) = 0.70

Parsimony Goodness of Fit Index (PGFI) = 0.53

Pengaruh Perceived Value terhadap Customer Loyalty melalui Customer Satisfactio

Fitted Covariance Matrix

	Y1.1	Y1.2	Y1.3	Y1.4	Y2.1	Y2.2
Y1.1	0.92					
Y1.2	0.72	1.00				
Y1.3	0.52	0.63	0.91			
Y1.4	0.52	0.63	0.46	1.02		
Y2.1	0.42	0.51	0.37	0.37	0.99	
Y2.2	0.44	0.53	0.38	0.38	0.61	0.92
Y2.3	0.41	0.50	0.37	0.36	0.58	0.60
Y2.4	0.31	0.38	0.28	0.27	0.44	0.45
X1.1	0.19	0.23	0.17	0.16	0.41	0.42
X1.2	0.21	0.25	0.18	0.18	0.45	0.46
X1.3	0.19	0.23	0.17	0.17	0.41	0.42
X1.4	0.15	0.18	0.13	0.13	0.32	0.33

Fitted Covariance Matrix

	Y2.3	Y2.4	X1.1	X1.2	X1.3	X1.4
Y2.3	1.14					
Y2.4	0.43	0.99				
X1.1	0.40	0.30	0.84			
X1.2	0.44	0.33	0.58	0.81		
X1.3	0.40	0.31	0.54	0.59	1.26	
X1.4	0.31	0.24	0.42	0.46	0.42	1.09

Fitted Residuals

	Y1.1	Y1.2	Y1.3	Y1.4	Y2.1	Y2.2
Y1.1	0.00					
Y1.2	0.01	0.00				
Y1.3	0.00	-0.01	0.00			
Y1.4	-0.05	0.01	0.01	0.00		
Y2.1	-0.09	-0.08	0.02	0.01	0.00	
Y2.2	-0.09	-0.01	0.05	-0.06	0.05	0.00

Y2.3	-0.05	-0.07	0.02	0.21	0.05	-0.02
Y2.4	0.43	0.22	0.22	0.17	-0.03	-0.07
X1.1	-0.06	-0.05	0.02	0.04	-0.07	-0.03
X1.2	-0.10	-0.04	0.00	0.08	-0.03	0.01
X1.3	0.04	0.10	0.04	0.22	0.01	0.12
X1.4	0.18	0.20	0.19	0.23	0.15	0.13

Fitted Residuals

	Y2.3	Y2.4	X1.1	X1.2	X1.3	X1.4
-----	-----	-----	-----	-----	-----	-----
Y2.3	0.00					
Y2.4	-0.07	0.00				
X1.1	-0.01	-0.10	0.00			
X1.2	0.00	-0.11	0.04	0.00		
X1.3	0.19	-0.04	-0.07	-0.03	0.00	
X1.4	0.21	0.18	-0.08	-0.06	0.26	0.00

Summary Statistics for Fitted Residuals

Smallest Fitted Residual = -0.11

Median Fitted Residual = 0.00

Largest Fitted Residual = 0.43

Stemleaf Plot

```

- 1|100
- 0|9988777776665554433332111000000000000000
0|11111122244445558
1|023578899
2|01122236
3|
4|3

```

Standardized Residuals

	Y1.1	Y1.2	Y1.3	Y1.4	Y2.1	Y2.2
-----	-----	-----	-----	-----	-----	-----
Y1.1	--					
Y1.2	2.08	--				
Y1.3	-0.12	-1.51	--			
Y1.4	-1.86	0.90	0.38	--		
Y2.1	-2.35	-2.48	0.47	0.13	--	
Y2.2	-2.59	-0.57	1.18	-1.31	2.93	--
Y2.3	-1.08	-1.73	0.29	3.57	1.79	-1.07
Y2.4	8.38	4.97	3.99	2.82	-0.94	-2.58
X1.1	-1.36	-1.21	0.38	0.60	-1.86	-0.97
X1.2	-2.55	-1.52	0.10	1.50	-1.19	0.55
X1.3	0.58	1.53	0.50	2.87	0.17	2.44
X1.4	2.70	3.00	2.64	2.99	2.54	2.40

Standardized Residuals

	Y2.3	Y2.4	X1.1	X1.2	X1.3	X1.4
-----	-----	-----	-----	-----	-----	-----
Y2.3	--					
Y2.4	-1.67	--				
X1.1	-0.32	-2.09	--			
X1.2	0.09	-2.73	6.54	--		
X1.3	2.89	-0.64	-2.52	-2.00	--	
X1.4	3.14	2.70	-2.37	-3.45	4.74	--

Summary Statistics for Standardized Residuals

Smallest Standardized Residual = -3.45

Median Standardized Residual = 0.00

Largest Standardized Residual = 8.38

Stemleaf Plot

- 2|57665554410
 - 0|997755432211096631000000000000
 0|11123445566692558
 2|144567789990016
 4|070
 6|5
 8|4

Largest Negative Standardized Residuals

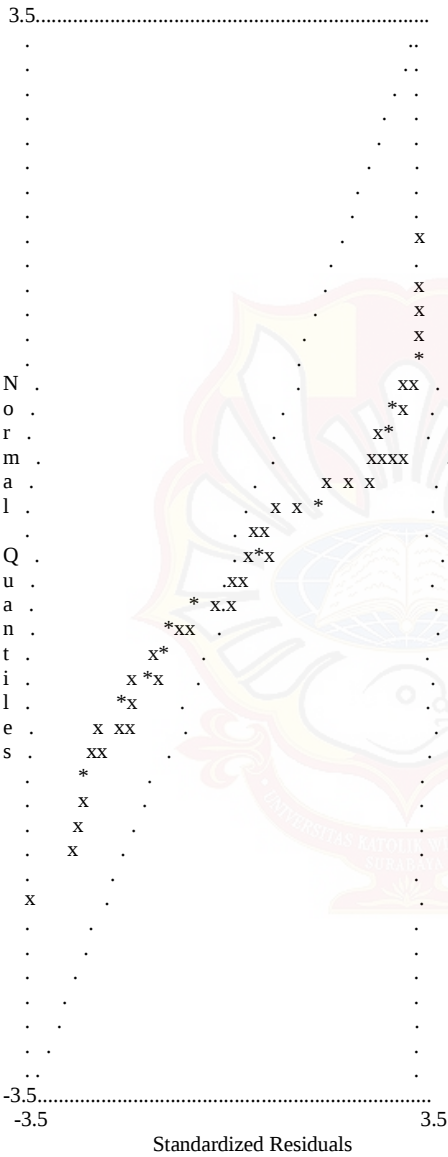
Residual for Y2.2 and Y1.1 -2.59
 Residual for Y2.4 and Y2.2 -2.58
 Residual for X1.2 and Y2.4 -2.73
 Residual for X1.4 and X1.2 -3.45

Largest Positive Standardized Residuals

Residual for Y2.2 and Y2.1 2.93
 Residual for Y2.3 and Y1.4 3.57
 Residual for Y2.4 and Y1.1 8.38
 Residual for Y2.4 and Y1.2 4.97
 Residual for Y2.4 and Y1.3 3.99
 Residual for Y2.4 and Y1.4 2.82
 Residual for X1.2 and X1.1 6.54
 Residual for X1.3 and Y1.4 2.87
 Residual for X1.3 and Y2.3 2.89
 Residual for X1.4 and Y1.1 2.70
 Residual for X1.4 and Y1.2 3.00
 Residual for X1.4 and Y1.3 2.64
 Residual for X1.4 and Y1.4 2.99
 Residual for X1.4 and Y2.3 3.14
 Residual for X1.4 and Y2.4 2.70
 Residual for X1.4 and X1.3 4.74

Pengaruh Perceived Value terhadap Customer Loyalty melalui Customer Satisfactio

Qplot of Standardized Residuals



The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
Y2.4	SATISFAC	44.5	1.01

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
Y2.2	Y1.4	10.0	-0.13
Y2.2	Y2.1	8.6	0.14
Y2.3	Y1.4	20.0	0.23
Y2.4	Y1.1	53.3	0.31
X1.2	X1.1	42.8	0.36
X1.4	X1.2	11.9	-0.17
X1.4	X1.3	22.5	0.32

Pengaruh Perceived Value terhadap Customer Loyalty melalui Customer Satisfactio

Standardized Solution

LAMBDA-Y

	SATISFAC	LOYALTY
Y1.1	0.77	--
Y1.2	0.93	--
Y1.3	0.68	--
Y1.4	0.67	--
Y2.1	--	0.77
Y2.2	--	0.79
Y2.3	--	0.75
Y2.4	--	0.57

LAMBDA-X

	VALUE
X1.1	0.73
X1.2	0.80
X1.3	0.74
X1.4	0.57

BETA

	SATISFAC	LOYALTY
SATISFAC	--	--
LOYALTY	0.53	--

GAMMA

	VALUE
SATISFAC	0.34

LOYALTY 0.55

Correlation Matrix of ETA and KSI

	SATISFAC	LOYALTY	VALUE
SATISFAC	1.00		
LOYALTY	0.71	1.00	
VALUE	0.34	0.73	1.00

PSI

Note: This matrix is diagonal.

SATISFAC	LOYALTY
0.89	0.23

Regression Matrix ETA on KSI (Standardized)

VALUE
0.34
0.73

Pengaruh Perceived Value terhadap Customer Loyalty melalui Customer Satisfactio

Completely Standardized Solution

LAMBDA-Y

	SATISFAC	LOYALTY
Y1.1	0.80	--
Y1.2	0.93	--
Y1.3	0.72	--
Y1.4	0.67	--
Y2.1	--	0.78
Y2.2	--	0.83
Y2.3	--	0.71
Y2.4	--	0.57

LAMBDA-X

VALUE
0.79
0.89
0.66
0.55

BETA

	SATISFAC	LOYALTY
SATISFAC	--	--
LOYALTY	0.53	--

GAMMA

	VALUE
SATISFAC	0.34
LOYALTY	0.55

Correlation Matrix of ETA and KSI

	SATISFAC	LOYALTY	VALUE
SATISFAC	1.00		
LOYALTY	0.71	1.00	
VALUE	0.34	0.73	1.00

PSI

Note: This matrix is diagonal.

SATISFAC	LOYALTY
0.89	0.23

THETA-EPS

Y1.1	Y1.2	Y1.3	Y1.4	Y2.1	Y2.2
0.36	0.13	0.49	0.56	0.40	0.32

THETA-EPS

Y2.3	Y2.4
0.50	0.67

THETA-DELTA

X1.1	X1.2	X1.3	X1.4
0.37	0.20	0.57	0.70

Regression Matrix ETA on KSI (Standardized)

VALUE

SATISFAC	0.34
LOYALTY	0.73

Pengaruh Perceived Value terhadap Customer Loyalty melalui Customer Satisfactio

Total and Indirect Effects

Total Effects of KSI on ETA

	VALUE	

SATISFAC	0.36	
	(0.10)	
	3.63	
LOYALTY	0.77	
	(0.11)	
	7.31	

Indirect Effects of KSI on ETA

	VALUE	

SATISFAC	--	
LOYALTY	0.19	
	(0.05)	
	3.44	

Total Effects of ETA on ETA

	SATISFAC	LOYALTY	
	-----	-----	
SATISFAC	--	--	
LOYALTY	0.53	--	
	(0.08)		
	6.69		

Largest Eigenvalue of B*B' (Stability Index) is 0.281

Total Effects of ETA on Y

	SATISFAC	LOYALTY	
	-----	-----	
Y1.1	1.00	--	
Y1.2	1.21	--	
	(0.10)		
	12.58		
Y1.3	0.88	--	
	(0.09)		
	9.41		
Y1.4	0.87	--	
	(0.10)		

	8.59	
Y2.1	0.53	1.00
	(0.08)	
	6.69	
Y2.2	0.54	1.03
	(0.08)	(0.10)
	6.93	10.27
Y2.3	0.52	0.98
	(0.08)	(0.11)
	6.32	8.65
Y2.4	0.39	0.74
	(0.07)	(0.11)
	5.51	6.87

Indirect Effects of ETA on Y

	SATISFAC	LOYALTY
	-----	-----
Y1.1	--	--
Y1.2	--	--
Y1.3	--	--
Y1.4	--	--
Y2.1	0.53	--
	(0.08)	
	6.69	
Y2.2	0.54	--
	(0.08)	
	6.93	
Y2.3	0.52	--
	(0.08)	
	6.32	
Y2.4	0.39	--
	(0.07)	
	5.51	

Total Effects of KSI on Y

	VALUE

Y1.1	0.36
	(0.10)
	3.63
Y1.2	0.43
	(0.12)
	3.71
Y1.3	0.32
	(0.09)
	3.56
Y1.4	0.31
	(0.09)
	3.51

Y2.1	0.77
	(0.11)
	7.31
Y2.2	0.79
	(0.10)
	7.63
Y2.3	0.75
	(0.11)
	6.84
Y2.4	0.57
	(0.10)
	5.84

Pengaruh Perceived Value terhadap Customer Loyalty melalui Customer Satisfactio

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

VALUE	

SATISFAC	0.34
LOYALTY	0.73

Standardized Indirect Effects of KSI on ETA

VALUE	

SATISFAC	--
LOYALTY	0.18

Standardized Total Effects of ETA on ETA

	SATISFAC	LOYALTY
-----	-----	-----
SATISFAC	--	--
LOYALTY	0.53	--

Standardized Total Effects of ETA on Y

	SATISFAC	LOYALTY
-----	-----	-----
Y1.1	0.77	--
Y1.2	0.93	--
Y1.3	0.68	--
Y1.4	0.67	--
Y2.1	0.41	0.77
Y2.2	0.42	0.79
Y2.3	0.40	0.75
Y2.4	0.30	0.57

Completely Standardized Total Effects of ETA on Y

	SATISFAC	LOYALTY
-----	-----	
Y1.1	0.80	--
Y1.2	0.93	--
Y1.3	0.72	--
Y1.4	0.67	--
Y2.1	0.41	0.78
Y2.2	0.44	0.83
Y2.3	0.37	0.71
Y2.4	0.30	0.57

Standardized Indirect Effects of ETA on Y

	SATISFAC	LOYALTY
-----	-----	
Y1.1	--	--
Y1.2	--	--
Y1.3	--	--
Y1.4	--	--
Y2.1	0.41	--
Y2.2	0.42	--
Y2.3	0.40	--
Y2.4	0.30	--

Completely Standardized Indirect Effects of ETA on Y

	SATISFAC	LOYALTY
-----	-----	
Y1.1	--	--
Y1.2	--	--
Y1.3	--	--
Y1.4	--	--
Y2.1	0.41	--
Y2.2	0.44	--
Y2.3	0.37	--
Y2.4	0.30	--

Standardized Total Effects of KSI on Y

	VALUE

Y1.1	0.26
Y1.2	0.31
Y1.3	0.23
Y1.4	0.23
Y2.1	0.56
Y2.2	0.57
Y2.3	0.55
Y2.4	0.41

Completely Standardized Total Effects of KSI on Y

	VALUE

Y1.1	0.27
Y1.2	0.31
Y1.3	0.24
Y1.4	0.22
Y2.1	0.56
Y2.2	0.60
Y2.3	0.51
Y2.4	0.42

Time used: 0.047 Seconds



LAMPIRAN 7

Perhitungan *Construct-Reliability*

$$\begin{aligned} \text{Perceived Value} &= \frac{(0,79+0,89+0,66+0,55)^2}{(0,79+0,89+0,66+0,55)^2 + (0,21+0,11+0,34+0,45)} \\ &= 0,88 \end{aligned}$$

$$\begin{aligned} \text{Customer satisfaction} &= \frac{(0,8+0,93+0,72+0,67)^2}{(0,8+0,93+0,72+0,67)^2 + (0,2+0,07+0,28+0,33)} \\ &= 0,92 \end{aligned}$$

$$\begin{aligned} \text{Customer loyalty} &= \frac{(0,78+0,83+0,71+0,57)^2}{(0,78+0,83+0,71+0,57)^2 + (0,22+0,17+0,29+0,43)} \\ &= 0,88 \end{aligned}$$