

Lampiran 1

KUESIONER

No.Responden : (diisi peneliti)

Kepada

Responden Yth,

Saya mahasiswa Fakultas Bisnis Universitas Katolik Widya Mandala Surabaya yang sedang melakukan penelitian dengan judul **Analisis “PENGARUH ADVERTISING DAN DISTRIBUTION INTENSITY TERHADAP KEPETUSAN PEMBELIAN ULANG DENGAN BRAND IMAGE SEBAGAI BARIABEL ANTARA PADA PELANGGAN SHAMPOO MEREK CLEAR DI SURABAYA”**Saya memohon kesediaan anda untuk mengisi kuesioner di bawah ini dengan jujur dan benar. Data atau informasi yang terkumpul hanya akan digunakan untuk keperluan skripsi. Saya mengucapkan banyak terima kasih atas partisipasi yang diberikan.

Hormat saya,

Peneliti

Lampiran 1 (Lanjutan)

Bagian I

Isilah pertanyaan-pertanyaan dibawah ini dengan memberi tanda silang (X) pada jawaban yang anda pilih.

1. Usia anda saat ini:
 - a. < 17 tahun
 - b. ≥ 17 tahun
2. Apakah anda pernah memakai shampoo merek Clear dalam tiga bulan terakhir ini:
 - a. Pernah
 - b. Tidak

Bila jawaban anda adalah “pernah”, maka anda dapat melanjutkan ke pertanyaan berikut, bila jawaban “tidak” dimohon untuk tidak melanjutkan pertanyaan ini.

Bagian II

Isilah pernyataan dibawah ini dengan memberi tanda silang (x) pada jawaban yang tersedia dengan alternative jawaban sebagai berikut:

STSS = Sangat Tidak Setuju Sekali

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

SSS = Sangat Setuju Sekali

Advertising

NO	Pertanyaan	1	2	3	4	5	6	7
1.	Secara umum, saya merasa iklan shampoo Clear sangat bagus							
2.	Secara umum, saya suka kampanye iklan untuk shampoo Clear							
3	Saya berpendapat shampoo Clear diiklankan secara intensif, dibandingkan dengan merek pesaing							
4	Kampanye iklan untuk shampoo Clear tampaknya sangat mahal, dibandingkan dengan kampanye iklan untuk merek pesaing							
5	Frekuensi kampanye iklan untuk shampoo Clear sangat sering terlihat							
6	Saya ingat kampanye iklan terakhir untuk shampoo Clear							

Distribution Intensity

NO	Pertanyaan	1	2	3	4	5	6	7
1.	Dibandingkan dengan pesaingnya, saya bisa							

	menemukan Shampoo merek Clear di toko mana pun						
2.	Daripada pesaing, Shampoo merek Clear memilih dengan sangat hati-hati pengecer yang menjual produknya						
3	Shampoo merek Clear tersedia di semua toko						

Brand Image

NO	Pertanyaan	1	2	3	4	5	6	7
1.	Beberapa karakteristik (arti, brand ambassador) dari Shampoo merek Clear terlintas dipikiran saya dengan sangat cepat.							
2.	Saya bisa dengan cepat mengingat symbol atau logo Shampoo merek Clear dengan sangat cepat							
3.	Shampoo merek Clear mempunyai suatu kepribadian yang sangat kuat							
4	Shampoo merek Clear mempunyai reputasi yang baik,							
5	Shampoo merek Clear							

	mempunyai citra yang kuat							
6	Salah satu alasan saya untuk membeli Shampoo Clear karena atributnya yang tidak dapat diduga (yaitu jaminan kualitas)							
7	Shampoo merek Clear mempunyai suatu nilai tinggi dalam hubungan dengan harga yang kita akan bayar tersebut							
8	Shampoo merek Clear adalah merek yang sangat disukai.							

KEPUTUSAN PEMBELIAN ULANG

NO	Pertanyaan	1	2	3	4	5	6	7
1.	Konsumen membeli lagi Shampoo Clear karena tidak pernah berpikir untuk membeli Shampoo merek lain							
2.	Konsumen membeli lagi Shampoo Clear karena merek Clear tersebut sudah dikenal oleh konsumen secara luas.							
3.	Konsumen membeli lagi Shampo Clear karena harganya sesuai dengan manfaat yang diharapkan.							

4	Konsumen membeli lagi Shampoo Clear karena dapat dipercaya.							
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Terima Kasih



Lampiran 2
Jawaban Responden

No.	Advertising (X1)						Sum_X1	Mean_X1
	ADV1	ADV2	ADV3	ADV4	ADV5	ADV6		
1	4	6	5	7	5	5	32	5.33
2	7	5	6	5	7	5	35	5.83
3	4	5	5	3	6	5	28	4.67
4	5	5	6	6	5	5	32	5.33
5	5	5	5	6	6	4	31	5.17
6	5	5	5	5	6	6	32	5.33
7	6	5	5	6	5	5	32	5.33
8	5	5	6	6	5	6	33	5.50
9	6	6	5	5	4	5	31	5.17
10	5	6	7	5	3	7	33	5.50
11	5	5	5	5	5	4	29	4.83
12	6	7	7	7	7	7	41	6.83
13	4	5	6	5	5	5	30	5.00
14	5	6	5	5	5	6	32	5.33
15	4	6	6	5	5	5	31	5.17
16	6	6	5	6	6	5	34	5.67

17	6	6	6	5	5	6	34	5.67
18	6	3	3	5	6	6	29	4.83
19	5	5	4	5	5	5	29	4.83
20	7	5	5	6	5	7	35	5.83
21	5	5	5	5	5	5	30	5.00
22	5	6	6	5	5	5	32	5.33
23	4	5	5	5	3	4	26	4.33
24	6	5	5	5	5	6	32	5.33
25	5	5	6	6	6	6	34	5.67
26	6	6	5	5	6	6	34	5.67
27	5	6	6	5	5	5	32	5.33
28	7	5	5	5	4	5	31	5.17
29	6	4	6	6	6	6	34	5.67
30	5	5	5	5	3	5	28	4.67
31	5	7	5	3	6	5	31	5.17
32	5	7	7	5	5	5	34	5.67
33	7	7	7	7	7	7	42	7.00
34	5	5	5	5	5	5	30	5.00
35	5	6	6	6	5	5	33	5.50
36	5	5	5	6	5	5	31	5.17
37	5	5	5	5	6	5	31	5.17
38	5	4	5	5	4	4	27	4.50

39	6	4	5	5	5	6	31	5.17
40	5	5	6	5	5	5	31	5.17
41	6	7	7	7	3	3	33	5.50
42	4	5	6	5	5	3	28	4.67
43	5	5	6	6	5	6	33	5.50
44	4	7	6	6	6	6	35	5.83
45	5	4	5	6	5	3	28	4.67
46	6	6	6	5	3	6	32	5.33
47	5	5	6	5	5	6	32	5.33
48	5	5	3	4	5	5	27	4.50
49	4	4	4	5	3	5	25	4.17
50	7	7	7	7	5	5	38	6.33
51	5	3	5	5	5	5	28	4.67
52	6	6	7	6	7	7	39	6.50
53	7	5	5	5	5	6	33	5.50
54	5	5	6	5	5	5	31	5.17
55	5	6	6	6	4	6	33	5.50
56	6	6	6	5	5	6	34	5.67
57	7	6	5	6	6	5	35	5.83
58	6	6	5	4	5	3	29	4.83
59	6	6	6	6	5	5	34	5.67
60	5	5	6	6	3	4	29	4.83

61	5	5	3	6	5	6	30	5.00
62	6	6	6	5	3	6	32	5.33
63	4	5	5	5	5	4	28	4.67
64	6	7	7	6	4	6	36	6.00
65	7	5	5	5	3	5	30	5.00
66	6	7	7	6	5	6	37	6.17
67	5	5	5	6	4	6	31	5.17
68	4	3	5	5	5	6	28	4.67
69	7	7	7	7	7	7	42	7.00
70	5	5	5	5	5	4	29	4.83
71	6	6	6	6	5	5	34	5.67
72	5	5	5	5	3	5	28	4.67
73	5	5	6	4	5	5	30	5.00
74	6	5	5	6	6	6	34	5.67
75	5	5	5	5	4	5	29	4.83
76	6	6	6	6	6	6	36	6.00
77	5	7	7	7	6	5	37	6.17
78	6	6	6	6	6	6	36	6.00
79	7	7	7	6	6	6	39	6.50
80	6	5	5	7	6	7	36	6.00
81	5	4	5	5	4	5	28	4.67
82	5	6	4	5	2	3	25	4.17

83	5	5	5	5	5	3	28	4.67
84	6	5	5	5	3	5	29	4.83
85	6	6	6	6	6	7	37	6.17
86	5	5	5	6	5	5	31	5.17
87	7	6	6	5	6	5	35	5.83
88	7	7	7	6	6	5	38	6.33
89	5	5	5	5	4	5	29	4.83
90	7	7	7	7	6	6	40	6.67
91	7	6	6	6	3	5	33	5.50
92	5	5	5	5	3	6	29	4.83
93	6	5	5	7	6	6	35	5.83
94	5	5	7	6	5	6	34	5.67
95	6	5	5	5	3	5	29	4.83
96	5	6	7	5	4	5	32	5.33
97	5	5	5	6	5	4	30	5.00
98	5	6	6	5	5	5	32	5.33
99	6	5	5	5	3	5	29	4.83
100	5	4	6	5	5	6	31	5.17
101	4	4	5	5	5	4	27	4.50
102	7	4	5	5	6	5	32	5.33
103	5	5	5	5	7	5	32	5.33
104	7	5	6	6	6	6	36	6.00

105	7	5	5	5	5	5	32	5.33
106	5	5	6	6	5	5	32	5.33
107	6	5	4	5	4	5	29	4.83
108	5	6	6	6	5	6	34	5.67
109	4	3	6	5	6	4	28	4.67
110	5	6	5	5	5	5	31	5.17
111	5	4	6	5	6	5	31	5.17
112	6	7	6	6	6	6	37	6.17
113	6	5	6	5	5	6	33	5.50
114	5	7	5	4	5	5	31	5.17
115	5	5	6	5	6	6	33	5.50
116	7	6	7	5	6	6	37	6.17
117	6	6	5	5	5	6	33	5.50
118	5	4	5	4	5	5	28	4.67
119	5	4	5	5	5	5	29	4.83
120	7	5	4	6	6	5	33	5.50
121	5	4	5	6	5	5	30	5.00
122	5	6	5	5	5	5	31	5.17
123	5	3	5	6	4	5	28	4.67
124	5	5	5	5	6	5	31	5.17
125	7	7	6	6	6	7	39	6.50
126	7	6	6	6	3	5	33	5.50

127	6	5	6	6	6	5	34	5.67
128	4	5	5	4	5	6	29	4.83
129	7	6	6	5	6	5	35	5.83
130	5	5	4	3	3	5	25	4.17
131	6	5	7	5	6	6	35	5.83
132	5	5	5	5	5	4	29	4.83
133	7	7	7	7	7	7	42	7.00
134	4	5	5	5	3	5	27	4.50
135	4	3	5	4	4	5	25	4.17
136	7	7	7	5	6	7	39	6.50
137	5	6	4	4	4	5	28	4.67
138	4	5	5	5	5	4	28	4.67
139	5	5	6	6	5	6	33	5.50
140	5	4	6	5	3	6	29	4.83
141	5	5	7	6	6	7	36	6.00
142	3	3	5	5	5	3	24	4.00
143	6	6	5	5	6	6	34	5.67
144	3	3	4	5	5	5	25	4.17
145	5	5	6	5	7	5	33	5.50
146	5	3	6	7	5	6	32	5.33
147	6	5	4	5	6	5	31	5.17
148	5	3	5	5	6	5	29	4.83

149	5	5	5	5	5	5	30	5.00
150	7	6	6	7	7	5	38	6.33
151	5	5	6	5	5	5	31	5.17
152	7	6	5	6	6	5	35	5.83
153	5	7	5	5	6	6	34	5.67
154	5	5	6	5	5	6	32	5.33
155	5	5	6	6	5	7	34	5.67
156	5	5	6	5	6	7	34	5.67
157	7	6	7	6	6	6	38	6.33
158	4	4	5	5	4	5	27	4.50
159	7	6	6	6	6	7	38	6.33
160	6	4	5	5	5	6	31	5.17
161	7	7	6	6	6	7	39	6.50
162	7	6	6	6	6	5	36	6.00
163	7	5	4	5	6	5	32	5.33
164	6	6	5	6	7	6	36	6.00
165	7	5	5	6	7	5	35	5.83
166	7	6	6	6	6	7	38	6.33
167	5	5	5	5	5	5	30	5.00
168	5	4	4	4	4	5	26	4.33
169	6	7	7	7	7	7	41	6.83
170	5	5	5	5	4	5	29	4.83

171	5	6	6	6	5	5	33	5.50
172	5	5	5	5	5	5	30	5.00
173	5	4	5	5	4	5	28	4.67
174	7	7	6	6	6	7	39	6.50
175	4	5	5	6	6	5	31	5.17
176	3	5	5	6	6	5	30	5.00
177	6	5	7	7	7	6	38	6.33
178	6	6	6	5	6	7	36	6.00
179	5	5	7	6	5	6	34	5.67
180	6	6	7	7	7	7	40	6.67
181	5	2	5	5	5	5	27	4.50
182	3	4	5	6	4	5	27	4.50
183	4	7	6	5	5	5	32	5.33
184	4	3	5	4	4	4	24	4.00
185	5	6	6	4	6	6	33	5.50
186	6	6	6	5	5	5	33	5.50
187	6	6	5	6	6	6	35	5.83
188	6	7	6	3	4	7	33	5.50
189	4	4	4	5	4	5	26	4.33
190	5	7	7	7	7	7	40	6.67
191	5	7	6	6	6	7	37	6.17
192	5	5	5	5	5	5	30	5.00

193	6	5	5	7	6	6	35	5.83
194	5	6	5	5	4	6	31	5.17
195	4	5	5	5	5	6	30	5.00
196	5	6	5	5	5	5	31	5.17
197	5	4	5	6	5	5	30	5.00
198	5	6	5	6	5	5	32	5.33
199	5	6	5	4	5	6	31	5.17
200	7	6	6	6	6	5	36	6.00



<i>Distribution Intensity(X_2)</i>			Sum_X2	Mean_X2
DI1	DI2	DI3		
6	6	7	19	6.33
6	6	7	19	6.33
5	5	5	15	5.00
6	6	6	18	6.00
5	6	5	16	5.33
5	5	5	15	5.00
6	5	6	17	5.67
5	5	7	17	5.67
7	5	6	18	6.00
6	7	7	20	6.67
5	5	6	16	5.33
7	7	7	21	7.00
6	6	6	18	6.00
7	6	5	18	6.00
6	6	5	17	5.67
6	7	6	19	6.33

6	5	5	16	5.33
5	3	6	14	4.67
5	5	6	16	5.33
7	5	5	17	5.67
5	5	5	15	5.00
5	6	5	16	5.33
7	5	4	16	5.33
6	5	7	18	6.00
5	6	5	16	5.33
6	5	6	17	5.67
5	6	5	16	5.33
6	5	5	16	5.33
6	5	5	16	5.33
5	4	4	13	4.33
7	7	6	20	6.67
5	5	5	15	5.00
7	7	7	21	7.00
5	5	5	15	5.00
6	6	5	17	5.67
6	5	5	16	5.33
5	6	5	16	5.33
6	6	5	17	5.67

6	6	6	18	6.00
5	3	5	13	4.33
5	4	6	15	5.00
5	3	5	13	4.33
6	4	5	15	5.00
7	7	5	19	6.33
5	3	5	13	4.33
6	6	6	18	6.00
5	5	6	16	5.33
6	7	5	18	6.00
5	3	6	14	4.67
7	4	7	18	6.00
5	5	6	16	5.33
7	6	7	20	6.67
5	5	6	16	5.33
6	6	6	18	6.00
6	7	5	18	6.00
6	6	5	17	5.67
6	6	6	18	6.00
5	6	6	17	5.67
6	4	5	15	5.00
5	5	6	16	5.33

6	5	5	16	5.33
6	5	5	16	5.33
5	6	5	16	5.33
7	6	6	19	6.33
6	6	7	19	6.33
6	6	6	18	6.00
7	5	5	17	5.67
6	5	5	16	5.33
7	6	7	20	6.67
5	5	5	15	5.00
6	6	6	18	6.00
5	5	5	15	5.00
6	3	6	15	5.00
7	6	7	20	6.67
5	5	6	16	5.33
6	6	6	18	6.00
7	4	5	16	5.33
7	5	7	19	6.33
6	4	6	16	5.33
6	7	7	20	6.67
5	5	5	15	5.00
4	3	5	12	4.00

5	4	5	14	4.67
5	4	5	14	4.67
7	6	7	20	6.67
4	5	5	14	4.67
6	6	5	17	5.67
7	5	7	19	6.33
5	5	5	15	5.00
6	7	7	20	6.67
7	6	5	18	6.00
5	5	5	15	5.00
7	6	7	20	6.67
5	5	7	17	5.67
5	3	5	13	4.33
7	5	6	18	6.00
5	5	5	15	5.00
5	5	5	15	5.00
5	5	5	15	5.00
6	5	5	16	5.33
5	5	4	14	4.67
6	6	5	17	5.67
5	5	5	15	5.00
6	7	6	19	6.33

5	5	5	15	5.00
5	5	5	15	5.00
6	5	5	16	5.33
5	5	6	16	5.33
5	4	4	13	4.33
6	5	5	16	5.33
4	5	5	14	4.67
7	6	6	19	6.33
5	6	6	17	5.67
5	5	5	15	5.00
5	5	6	16	5.33
5	6	6	17	5.67
5	6	6	17	5.67
5	5	5	15	5.00
4	5	5	14	4.67
5	6	5	16	5.33
4	5	5	14	4.67
5	6	5	16	5.33
5	4	5	14	4.67
6	5	5	16	5.33
6	6	7	19	6.33
6	6	5	17	5.67

5	6	5	16	5.33
7	6	6	19	6.33
6	7	5	18	6.00
5	3	5	13	4.33
7	7	6	20	6.67
5	5	4	14	4.67
7	7	7	21	7.00
5	4	5	14	4.67
4	4	5	13	4.33
7	6	7	20	6.67
7	5	5	17	5.67
5	6	4	15	5.00
6	6	6	18	6.00
6	5	6	17	5.67
6	7	7	20	6.67
4	5	3	12	4.00
6	6	6	18	6.00
7	5	5	17	5.67
5	6	5	16	5.33
5	7	6	18	6.00
5	6	5	16	5.33
5	4	5	14	4.67

5	5	5	15	5.00
7	6	5	18	6.00
6	5	5	16	5.33
6	6	5	17	5.67
7	6	6	19	6.33
5	6	6	17	5.67
5	5	7	17	5.67
7	5	7	19	6.33
5	6	6	17	5.67
6	5	5	16	5.33
7	7	7	21	7.00
6	5	6	17	5.67
6	7	7	20	6.67
6	7	5	18	6.00
5	6	5	16	5.33
7	6	6	19	6.33
5	6	5	16	5.33
5	6	7	18	6.00
7	5	5	17	5.67
5	4	5	14	4.67
7	7	7	21	7.00
5	5	5	15	5.00

6	5	5	16	5.33
5	5	5	15	5.00
5	5	5	15	5.00
3	6	7	16	5.33
5	6	5	16	5.33
6	6	5	17	5.67
5	5	6	16	5.33
7	7	7	21	7.00
7	6	6	19	6.33
7	7	7	21	7.00
4	6	5	15	5.00
6	4	5	15	5.00
5	6	5	16	5.33
5	5	4	14	4.67
6	7	6	19	6.33
5	5	5	15	5.00
5	5	6	16	5.33
7	5	7	19	6.33
5	5	5	15	5.00
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5	4	6	15	5.00
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5	5	5	15	5.00
4	5	6	15	5.00
6	7	5	18	6.00



Brand Image (X_3)								Sum_X3
BI1	BI2	BI3	BI4	BI5	BI6	BI7	BI8	
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Mean_X3	Keputusan Pembelian Ulang (Y)				Sum_Y	Mean_Y
	KPU1	KPU2	KPU3	KPU4		
4.88	5	7	5	5	22	5.50
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4.88	5	3	5	5	18	4.50
5.75	6	4	6	6	22	5.50
5.25	6	6	5	5	22	5.50
5.00	5	5	5	5	20	5.00
6.13	7	5	6	7	25	6.25
5.38	6	7	7	6	26	6.50
5.63	6	5	4	4	19	4.75
5.63	6	6	5	5	22	5.50
5.00	5	4	6	5	20	5.00
6.75	6	7	6	6	25	6.25
5.38	6	6	5	6	23	5.75
5.38	6	6	5	5	22	5.50
5.75	5	6	6	5	22	5.50
6.38	6	7	7	6	26	6.50

5.63	5	5	5	5	20	5.00
5.63	6	6	5	4	21	5.25
5.13	5	4	5	5	19	4.75
5.63	6	6	7	7	26	6.50
4.75	5	4	5	5	19	4.75
5.38	6	6	5	6	23	5.75
4.50	5	5	5	4	19	4.75
5.88	6	6	6	5	23	5.75
5.63	6	7	6	6	25	6.25
6.00	7	7	5	6	25	6.25
5.25	6	6	6	5	23	5.75
5.00	6	6	5	5	22	5.50
5.88	7	7	6	6	26	6.50
4.63	5	5	4	4	18	4.50
6.38	6	5	4	5	20	5.00
5.00	5	5	5	5	20	5.00
7.00	7	7	7	7	28	7.00
5.00	6	5	5	5	21	5.25
4.50	5	5	5	6	21	5.25
5.63	6	6	5	4	21	5.25
5.00	5	4	6	5	20	5.00
4.38	5	6	5	4	20	5.00

5.50	4	6	6	6	22	5.50
5.25	5	5	5	4	19	4.75
5.13	7	7	5	5	24	6.00
4.00	5	6	5	4	20	5.00
5.38	6	6	5	5	22	5.50
5.63	7	7	5	6	25	6.25
5.38	6	5	3	6	20	5.00
6.25	7	6	4	7	24	6.00
4.75	6	6	6	4	22	5.50
5.38	6	6	6	6	24	6.00
4.63	7	4	5	5	21	5.25
6.88	6	7	7	7	27	6.75
5.13	5	7	6	5	23	5.75
5.75	6	7	6	5	24	6.00
5.88	5	5	5	5	20	5.00
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5.88	6	6	6	5	23	5.75
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6.25	6	7	5	6	24	6.00
6.13	7	5	5	5	22	5.50
6.13	7	7	6	5	25	6.25
5.50	7	6	5	5	23	5.75

5.63	7	7	6	6	26	6.50
5.38	7	7	6	6	26	6.50
5.50	6	6	5	7	24	6.00
6.38	7	7	5	6	25	6.25
6.38	7	7	4	5	23	5.75
6.13	7	6	5	6	24	6.00
5.00	5	5	5	5	20	5.00
4.50	4	5	4	4	17	4.25
6.63	6	7	7	7	27	6.75
4.88	5	5	5	5	20	5.00
5.13	5	6	6	6	23	5.75
5.00	5	5	5	5	20	5.00
5.38	7	6	5	5	23	5.75
6.13	6	7	7	6	26	6.50
4.88	5	5	4	4	18	4.50
6.13	7	7	6	6	26	6.50
6.13	6	7	6	7	26	6.50
5.88	7	7	6	7	27	6.75
6.88	7	7	5	4	23	5.75
6.50	7	6	6	6	25	6.25
5.25	5	7	5	5	22	5.50
4.00	3	4	4	3	14	3.50

5.50	5	7	5	5	22	5.50
5.75	6	6	6	6	24	6.00
6.00	6	6	6	7	25	6.25
4.75	5	5	4	5	19	4.75
6.75	7	6	7	4	24	6.00
6.63	6	7	7	7	27	6.75
5.13	5	5	5	4	19	4.75
6.63	7	7	5	5	24	6.00
6.75	7	7	5	5	24	6.00
5.00	5	5	5	5	20	5.00
6.50	7	5	6	7	25	6.25
5.38	6	7	5	6	24	6.00
5.50	6	5	4	4	19	4.75
5.63	6	6	6	5	23	5.75
4.75	5	4	4	5	18	4.50
5.38	6	6	6	6	24	6.00
5.13	5	5	4	4	18	4.50
5.75	7	7	5	6	25	6.25
5.38	6	6	5	7	24	6.00
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4.88	5	5	5	3	18	4.50
6.13	6	5	6	6	23	5.75

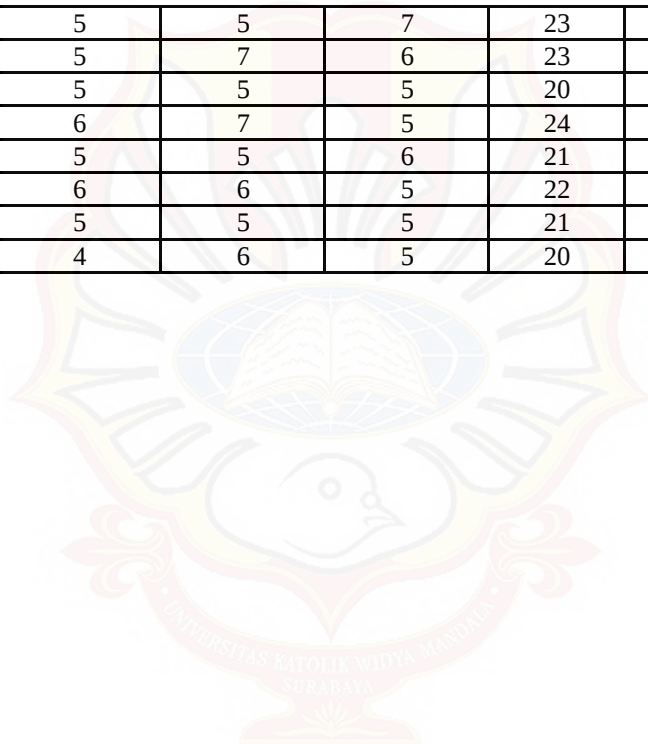
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5.25	5	5	6	6	22	5.50
4.38	5	6	5	5	21	5.25
5.38	5	6	7	5	23	5.75
4.88	5	5	5	5	20	5.00
6.88	7	7	7	7	28	7.00
5.25	5	5	6	5	21	5.25
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5.25	5	6	6	5	22	5.50
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5.50	6	6	6	5	23	5.75
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4.88	5	5	4	5	19	4.75
6.13	3	5	5	6	19	4.75
4.88	5	5	5	5	20	5.00
5.63	5	6	6	5	22	5.50
4.88	4	5	5	5	19	4.75
4.75	5	5	5	5	20	5.00
6.00	4	5	6	6	21	5.25
6.13	5	6	5	5	21	5.25

5.63	4	6	6	5	21	5.25
6.38	3	5	5	5	18	4.50
6.25	5	4	6	6	21	5.25
4.38	4	5	5	5	19	4.75
6.50	6	7	5	3	21	5.25
5.00	7	7	7	5	26	6.50
7.00	7	7	7	7	28	7.00
5.00	6	5	5	5	21	5.25
4.25	6	6	6	6	24	6.00
6.38	5	5	5	6	21	5.25
5.00	5	5	5	5	20	5.00
5.00	5	4	5	5	19	4.75
5.63	5	4	5	5	19	4.75
5.50	5	5	6	5	21	5.25
6.38	5	7	7	7	26	6.50
4.38	4	5	6	5	20	5.00
6.00	5	5	6	6	22	5.50
5.88	6	7	6	6	25	6.25
5.38	5	4	5	6	20	5.00
5.63	6	6	6	5	23	5.75
5.13	6	5	6	5	22	5.50
4.50	3	5	3	4	15	3.75

5.00	5	4	4	5	18	4.50
6.38	7	7	7	7	28	7.00
5.25	4	3	5	5	17	4.25
6.00	7	6	7	6	26	6.50
5.88	4	5	5	5	19	4.75
4.88	5	5	6	5	21	5.25
5.63	6	6	6	6	24	6.00
4.88	7	6	6	5	24	6.00
6.13	6	6	5	6	23	5.75
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6.00	5	6	6	5	22	5.50
5.63	3	5	5	5	18	4.50
6.13	6	7	7	6	26	6.50
5.88	6	5	5	5	21	5.25
6.25	6	7	7	6	26	6.50
5.63	5	5	5	6	21	5.25
4.38	3	3	5	5	16	4.00
7.00	7	7	7	7	28	7.00
4.75	5	5	5	5	20	5.00

4.88	5	6	6	6	23	5.75
5.00	5	5	5	5	20	5.00
4.75	5	5	6	4	20	5.00
5.88	6	5	5	6	22	5.50
5.63	5	5	5	5	20	5.00
5.50	6	6	6	6	24	6.00
5.38	6	7	7	7	27	6.75
6.75	6	6	6	6	24	6.00
6.50	7	7	7	6	27	6.75
6.38	7	5	5	7	24	6.00
5.13	2	4	5	5	16	4.00
4.38	5	6	4	5	20	5.00
5.38	5	5	5	5	20	5.00
5.25	5	5	5	5	20	5.00
6.63	7	6	6	6	25	6.25
5.13	5	5	5	6	21	5.25
5.63	6	6	6	5	23	5.75
6.63	6	7	7	6	26	6.50
4.88	4	5	5	5	19	4.75
6.63	7	7	7	7	28	7.00
6.13	6	6	6	6	24	6.00
4.88	5	5	5	5	20	5.00

5.75	6	5	5	7	23	5.75
5.13	5	5	7	6	23	5.75
4.63	5	5	5	5	20	5.00
5.75	6	6	7	5	24	6.00
4.88	5	5	5	6	21	5.25
5.75	5	6	6	5	22	5.50
4.75	6	5	5	5	21	5.25
6.25	5	4	6	5	20	5.00



Lampiran 3 Deskriptif Frequencies

Statistics

		ADV1	ADV2	ADV3	ADV4	ADV5	ADV6
N	Valid	200	200	200	200	200	200
	Missing	0	0	0	0	0	0
Mean		5.44	5.32	5.51	5.41	5.13	5.40
Std. Deviation		.970	1.045	.856	.815	1.061	.907

Frequency Table

ADV1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	4	2.0	2.0	2.0
	Netral	22	11.0	11.0	13.0
	Setuju	92	46.0	46.0	59.0
	Sangat setuju	47	23.5	23.5	82.5
	Sangat setuju sekali	35	17.5	17.5	100.0
Total		200	100.0	100.0	

ADV2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sangat tidak setuju	1	.5	.5	.5
Tidak setuju	11	5.5	5.5	6.0
Netral	21	10.5	10.5	16.5
Setuju	85	42.5	42.5	59.0
Sangat setuju	55	27.5	27.5	86.5
Sangat setuju sekali	27	13.5	13.5	100.0
Total	200	100.0	100.0	

ADV3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	3	1.5	1.5	1.5
	Netral	12	6.0	6.0	7.5
	Setuju	92	46.0	46.0	53.5
	Sangat setuju	66	33.0	33.0	86.5
	Sangat setuju sekali	27	13.5	13.5	100.0
	Total	200	100.0	100.0	

ADV4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	4	2.0	2.0	2.0
	Netral	12	6.0	6.0	8.0
	Setuju	101	50.5	50.5	58.5
	Sangat setuju	65	32.5	32.5	91.0
	Sangat setuju sekali	18	9.0	9.0	100.0
	Total	200	100.0	100.0	

ADV5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	1	.5	.5	.5
	Tidak setuju	19	9.5	9.5	10.0
	Netral	23	11.5	11.5	21.5
	Setuju	83	41.5	41.5	63.0
	Sangat setuju	59	29.5	29.5	92.5
	Sangat setuju sekali	15	7.5	7.5	100.0
	Total	200	100.0	100.0	

ADV6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	7	3.5	3.5	3.5
	Netral	13	6.5	6.5	10.0
	Setuju	98	49.0	49.0	59.0
	Sangat setuju	58	29.0	29.0	88.0
	Sangat setuju sekali	24	12.0	12.0	100.0
	Total	200	100.0	100.0	

Frequencies

Statistics

		DI1	DI2	DI3
N	Valid	200	200	200
	Missing	0	0	0
Mean		5.66	5.40	5.58
Std. Deviation		.871	.977	.835

Frequency Table

DI1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	1	.5	.5	.5
	Netral	10	5.0	5.0	5.5
	Setuju	85	42.5	42.5	48.0
	Sangat setuju	64	32.0	32.0	80.0
	Sangat setuju sekali	40	20.0	20.0	100.0
Total		200	100.0	100.0	

DI2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tidak setuju	9	4.5	4.5	4.5
Netral	18	9.0	9.0	13.5
Setuju	83	41.5	41.5	55.0
Sangat setuju	64	32.0	32.0	87.0
Sangat setuju sekali	26	13.0	13.0	100.0
Total	200	100.0	100.0	

DI3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tidak setuju	1	.5	.5	.5
Netral	7	3.5	3.5	4.0
Setuju	102	51.0	51.0	55.0
Sangat setuju	55	27.5	27.5	82.5
Sangat setuju sekali	35	17.5	17.5	100.0
Total	200	100.0	100.0	

Frequencies

		Statistics							
		BI1	BI2	BI3	BI4	BI5	BI6	BI7	BI8
N	Valid	200	200	200	200	200	200	200	200
	Missing	0	0	0	0	0	0	0	0
Mean		5.55	5.53	5.51	5.40	5.59	5.57	5.70	5.51
Std. Deviation		1.041	.982	.891	.913	.925	.943	.913	.930

Frequency Table

BI1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	1	.5	.5	.5
	Tidak setuju	6	3.0	3.0	3.5
	Netral	19	9.5	9.5	13.0
	Setuju	70	35.0	35.0	48.0
	Sangat setuju	64	32.0	32.0	80.0
	Sangat setuju sekali	40	20.0	20.0	100.0
	Total	200	100.0	100.0	

BI2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	1	.5	.5	.5
	Tidak setuju	5	2.5	2.5	3.0
	Netral	14	7.0	7.0	10.0
	Setuju	83	41.5	41.5	51.5
	Sangat setuju	61	30.5	30.5	82.0
	Sangat setuju sekali	36	18.0	18.0	100.0
	Total	200	100.0	100.0	

BI3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	1	.5	.5	.5
	Netral	18	9.0	9.0	9.5
	Setuju	93	46.5	46.5	56.0
	Sangat setuju	55	27.5	27.5	83.5
	Sangat setuju sekali	33	16.5	16.5	100.0
	Total	200	100.0	100.0	

BI4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	2	1.0	1.0	1.0
	Netral	27	13.5	13.5	14.5
	Setuju	86	43.0	43.0	57.5
	Sangat setuju	59	29.5	29.5	87.0
	Sangat setuju sekali	26	13.0	13.0	100.0
	Total	200	100.0	100.0	

BI5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	2	1.0	1.0	1.0
	Netral	15	7.5	7.5	8.5
	Setuju	86	43.0	43.0	51.5
	Sangat setuju	57	28.5	28.5	80.0
	Sangat setuju sekali	40	20.0	20.0	100.0
	Total	200	100.0	100.0	

BI6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	2	1.0	1.0	1.0
	Netral	20	10.0	10.0	11.0
	Setuju	78	39.0	39.0	50.0
	Sangat setuju	62	31.0	31.0	81.0
	Sangat setuju sekali	38	19.0	19.0	100.0
	Total	200	100.0	100.0	

BI7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	16	8.0	8.0	8.0
	Setuju	74	37.0	37.0	45.0
	Sangat setuju	64	32.0	32.0	77.0
	Sangat setuju sekali	46	23.0	23.0	100.0
	Total	200	100.0	100.0	

B18

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	27	13.5	13.5	13.5
	Setuju	78	39.0	39.0	52.5
	Sangat setuju	61	30.5	30.5	83.0
	Sangat setuju sekali	34	17.0	17.0	100.0
	Total	200	100.0	100.0	

Frequencies

Statistics		KPU1	KPU2	KPU3	KPU4
N	Valid	200	200	200	200
	Missing	0	0	0	0
Mean		5.57	5.66	5.45	5.41
Std. Deviation		1.020	.985	.878	.869

Frequency Table

KPU1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	1	.5	.5	.5
	Tidak setuju	8	4.0	4.0	4.5
	Netral	11	5.5	5.5	10.0
	Setuju	74	37.0	37.0	47.0
	Sangat setuju	68	34.0	34.0	81.0
	Sangat setuju sekali	38	19.0	19.0	100.0
	Total	200	100.0	100.0	

KPU2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	4	2.0	2.0	2.0
	Netral	15	7.5	7.5	9.5
	Setuju	73	36.5	36.5	46.0
	Sangat setuju	61	30.5	30.5	76.5
	Sangat setuju sekali	47	23.5	23.5	100.0
	Total	200	100.0	100.0	

KPU3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tidak setuju	4	2.0	2.0	2.0
Netral	15	7.5	7.5	9.5
Setuju	94	47.0	47.0	56.5
Sangat setuju	62	31.0	31.0	87.5
Sangat setuju sekali	25	12.5	12.5	100.0
Total	200	100.0	100.0	

KPU4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Tidak setuju	3	1.5	1.5	1.5
Netral	19	9.5	9.5	11.0
Setuju	94	47.0	47.0	58.0
Sangat setuju	61	30.5	30.5	88.5
Sangat setuju sekali	23	11.5	11.5	100.0
Total	200	100.0	100.0	

LAMPIRAN 3

DATE: 3/26/2011

TIME: 8:44

L I S R E L 8.30

BY

Karl G. Jöreskog & Dag Sörbom

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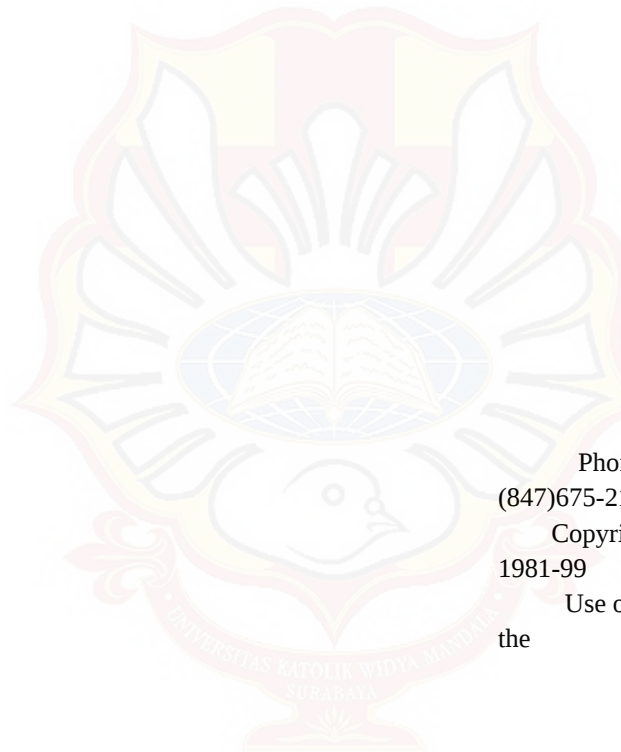
Website: www.ssicentral.com

The following lines were read from file

D:\DAVID_~1\DAVID3\DAV3.SPJ:

system file from file dav4.dsf

latent variables adv di bi kpu



relationships:

ADV1-ADV6 = adv

DI1-DI3= di

KPU1-KPU4 = kpu

BI1-BI8 = bi

kpu = adv di bi

bi = kpu

bi = adv

Admissibility Check Off

lisrel output SC

Path diagram

End of program

Covariance Matrix to be Analyzed

	BI1	BI2	BI3	BI4	BI5	BI6
BI1	1.00					
BI2	0.74	1.00				
BI3	0.43	0.45	1.00			
BI4	0.50	0.48	0.44	1.00		
BI5	0.48	0.50	0.48	0.52	1.00	
BI6	0.54	0.51	0.41	0.47	0.54	1.00
BI7	0.53	0.50	0.35	0.39	0.46	0.52
BI8	0.41	0.38	0.49	0.36	0.52	0.56
KPU1	0.55	0.37	0.38	0.30	0.34	0.41
KPU2	0.47	0.35	0.40	0.32	0.33	0.37
KPU3	0.42	0.30	0.37	0.42	0.29	0.33

KPU4	0.49	0.44	0.32	0.39	0.39	0.39
ADV1	0.51	0.51	0.57	0.46	0.44	0.41
ADV2	0.52	0.44	0.42	0.40	0.44	0.45
ADV3	0.33	0.28	0.32	0.39	0.39	0.34
ADV4	0.44	0.29	0.29	0.33	0.24	0.33
ADV5	0.34	0.28	0.27	0.48	0.36	0.41
ADV6	0.43	0.28	0.41	0.41	0.45	0.39
DI1	0.35	0.26	0.63	0.32	0.30	0.26
DI2	0.36	0.34	0.23	0.53	0.34	0.35
DI3	0.38	0.26	0.35	0.30	0.31	0.22

Covariance Matrix to be Analyzed

	BI7	BI8	KPU1	KPU2	KPU3	
KPU4						
BI7	1.00					
BI8	0.49	1.00				
KPU1	0.55	0.40	1.00			
KPU2	0.55	0.35	0.65	1.00		
KPU3	0.34	0.33	0.36	0.54	1.00	
KPU4	0.36	0.40	0.44	0.39	0.52	1.00
ADV1	0.35	0.45	0.31	0.23	0.23	0.29
ADV2	0.32	0.30	0.39	0.32	0.25	0.33
ADV3	0.34	0.35	0.40	0.43	0.29	0.35
ADV4	0.32	0.22	0.39	0.42	0.31	0.47
ADV5	0.31	0.39	0.23	0.23	0.39	0.43
ADV6	0.23	0.46	0.29	0.30	0.36	0.42
DI1	0.33	0.31	0.30	0.33	0.19	0.21
DI2	0.25	0.25	0.19	0.09	0.14	0.16
DI3	0.28	0.29	0.30	0.28	0.14	0.2

Covariance Matrix to be Analyzed

	ADV1	ADV2	ADV3	ADV4	ADV5	
ADV6	-----	-----	-----	-----	-----	-----
ADV1	1.00					
ADV2	0.51	1.00				
ADV3	0.38	0.59	1.00			
ADV4	0.40	0.35	0.54	1.00		
ADV5	0.37	0.30	0.37	0.45	1.00	
ADV6	0.45	0.42	0.49	0.38	0.44	1.00
DI1	0.36	0.45	0.38	0.21	0.19	0.41
DI2	0.39	0.37	0.29	0.17	0.38	0.45
DI3	0.48	0.43	0.41	0.27	0.24	0.58

Covariance Matrix to be Analyzed

	DI1	DI2	DI3
	-----	-----	-----
DI1	1.00		
DI2	0.49	1.00	
DI3	0.56	0.54	1.00

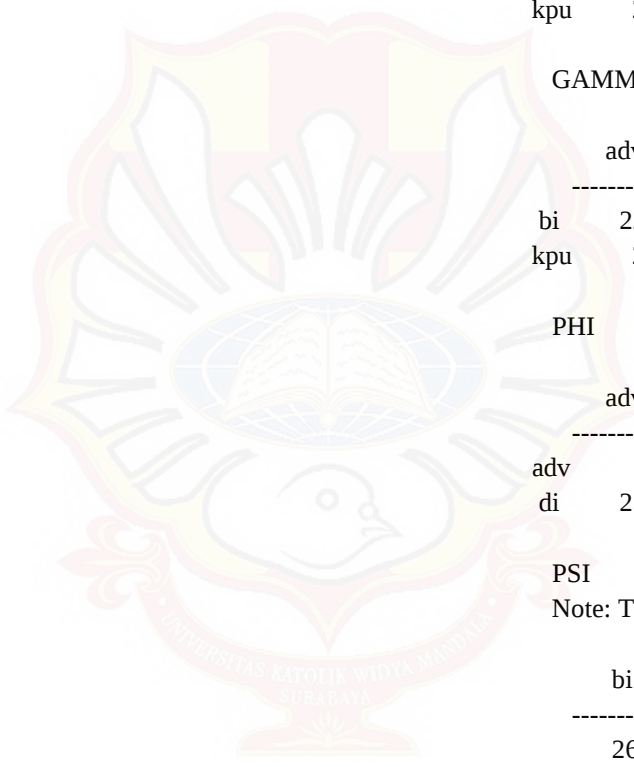
Parameter Specifications

LAMBDA-Y

	bi	kpu
	-----	-----
BI1	0	0
BI2	1	0
BI3	2	0
BI4	3	0
BI5	4	0
BI6	5	0
BI7	6	0
BI8	7	0
KPU1	0	0
KPU2	0	8
KPU3	0	9
KPU4	0	10

LAMBDA-X

	adv	di
	-----	-----
ADV1	11	0
ADV2	12	0
ADV3	13	0
ADV4	14	0
ADV5	15	0
ADV6	16	0
DI1	0	17
DI2	0	18
DI3	0	19



BETA

	bi	kpu
bi	0	20
kpu	21	0

GAMMA

	adv	di
bi	22	0
kpu	23	24

PHI

	adv	di
adv	0	
di	25	0

PSI

Note: This matrix is diagonal.

bi	kpu
26	27

THETA-EPS

BI1	BI2	BI3	BI4	BI5	BI6
-----	-----	-----	-----	-----	-----

28 29 30 31 32 33

THETA-EPS

	BI7	BI8	KPU1	KPU2	KPU3
KPU4	-----	-----	-----	-----	-----
	34	35	36	37	38
					39

THETA-DELTA

	ADV1	ADV2	ADV3	ADV4	ADV5
ADV6	-----	-----	-----	-----	-----
	40	41	42	43	44
					45

THETA-DELTA

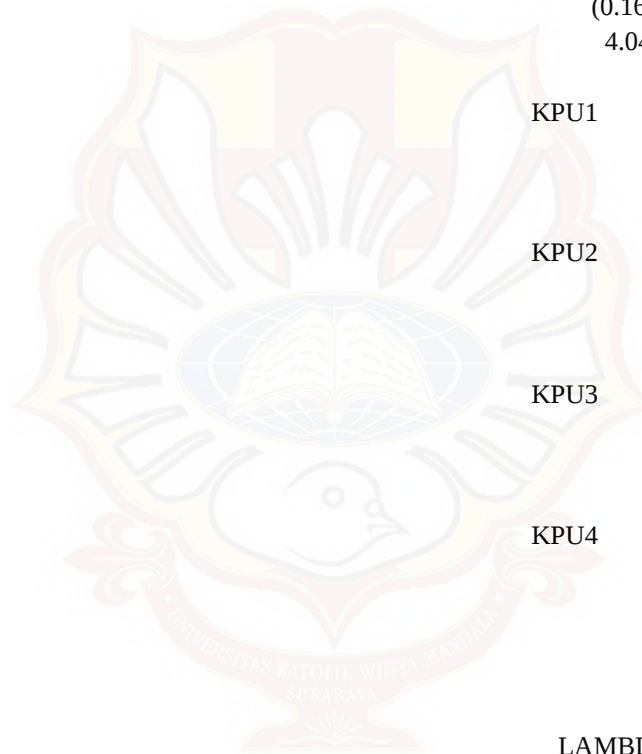
DI1	DI2	DI3
-----	-----	-----
46	47	48

Number of Iterations = 27

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

	bi	kpu
	-----	-----
BI1	0.79 (0.19) 4.19	--
BI2	0.73 (0.18) 4.14	--
BI3	0.64 (0.16) 4.03	--
BI4	0.66 (0.16) 4.06	--
BI5	0.70 (0.17) 4.11	--
BI6	0.72 (0.17) 4.13	--



BI7 0.67 --
(0.17)
4.08

BI8 0.64 --
(0.16)
4.04

KPU1 -- 0.73
(0.12)
6.11

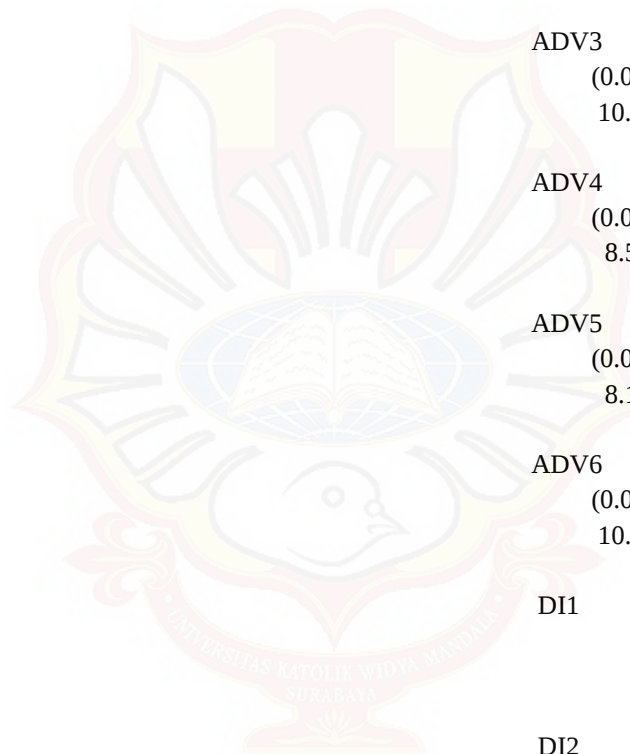
KPU2 -- 0.75
(0.12)
6.17

KPU3 -- 0.65
(0.11)
5.81

KPU4 -- 0.66
(0.11)
5.86

LAMBDA-X

	adv	di
ADV1	0.68	--
	(0.07)	



	10.40	
ADV2	0.70	--
	(0.07)	
	10.77	
ADV3	0.69	--
	(0.07)	
	10.54	
ADV4	0.59	--
	(0.07)	
	8.58	
ADV5	0.56	--
	(0.07)	
	8.12	
ADV6	0.70	--
	(0.07)	
	10.76	
DI1	--	0.71
		(0.07)
		10.39
DI2	--	0.70
		(0.07)
		10.26
DI3	--	0.78
		(0.07)

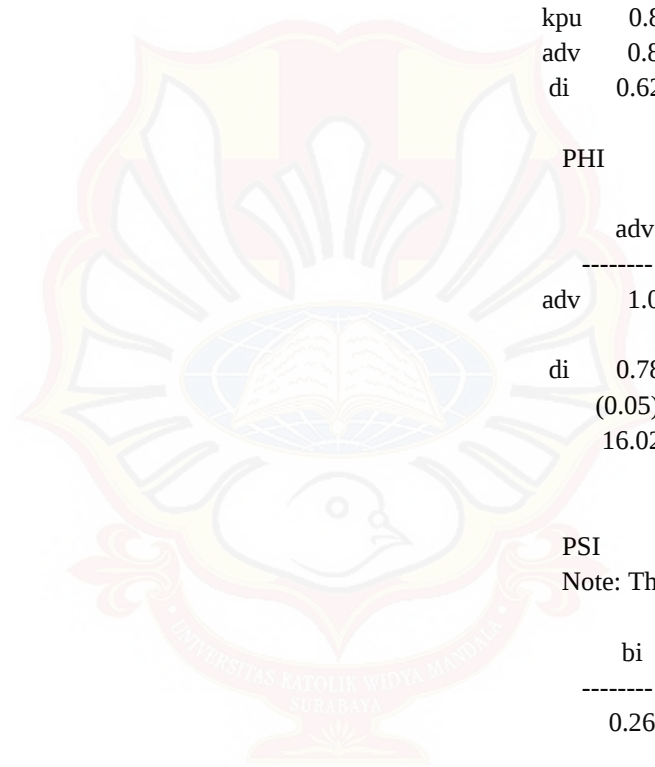
11.77

BETA

	bi	kpu
bi	--	0.17 (0.44) 0.39
kpu	0.45 (0.69) 0.64	--

GAMMA

	adv	di
bi	0.70 (0.15) 4.61	--
kpu	0.56 (0.46) 1.21	-0.28 (0.15) -1.84



Covariance Matrix of ETA and KSI

	bi	kpu	adv	di
bi	1.00			
kpu	0.80	1.00		
adv	0.82	0.71	1.00	
di	0.62	0.43	0.78	1.00

PHI

	adv	di
adv	1.00	
di	0.78	1.00
(0.05)		
16.02		

PSI

Note: This matrix is diagonal.

bi	kpu
0.26	0.34

Squared Multiple Correlations for Structural Equations

bi	kpu
0.74	0.66

THETA-EPS

BI1	BI2	BI3	BI4	BI5	BI6
0.38	0.46	0.60	0.56	0.51	0.48
(0.05)	(0.05)	(0.06)	(0.06)	(0.06)	(0.05)
8.34	8.82	9.30	9.20	9.02	8.90

THETA-EPS

BI7	BI8	KPU1	KPU2	KPU3
0.55	0.58	0.47	0.43	0.58
(0.06)	(0.06)	(0.06)	(0.06)	(0.07)
9.15	9.26	7.80	7.48	8.63

Squared Multiple Correlations for Y - Variables

BI1	BI2	BI3	BI4	BI5	BI6
0.62	0.54	0.40	0.44	0.49	0.52

Squared Multiple Correlations for Y - Variables

BI7	BI8	KPU1	KPU2	KPU3
0.45	0.42	0.53	0.57	0.42

THETA-DELTA

	ADV1	ADV2	ADV3	ADV4	ADV5
ADV6					
	0.53 (0.06) 8.79	0.51 (0.06) 8.66	0.52 (0.06) 8.74	0.66 (0.07) 9.27	0.69 (0.07) 9.36
					0.51 (0.06) 8.66

THETA-DELTA

	DI1	DI2	DI3
	0.50 (0.06) 7.71	0.51 (0.07) 7.80	0.39 (0.06) 6.43

Squared Multiple Correlations for X - Variables

	ADV1	ADV2	ADV3	ADV4	ADV5
ADV6					
	0.47	0.49	0.48	0.34	0.31
					0.49

Squared Multiple Correlations for X - Variables

	DI1	DI2	DI3
	0.50	0.49	0.61

Goodness of Fit Statistics

Degrees of Freedom = 183

Minimum Fit Function Chi-Square = 681.58 (P = 0.0)

Normal Theory Weighted Least Squares Chi-Square = 628.54 (P = 0.0)

Estimated Non-centrality Parameter (NCP) = 445.54

90 Percent Confidence Interval for NCP = (373.07 ; 525.61)

Minimum Fit Function Value = 3.43

Population Discrepancy Function Value (F0) = 2.24

90 Percent Confidence Interval for F0 = (1.87 ; 2.64)

Root Mean Square Error of Approximation (RMSEA) = 0.11

90 Percent Confidence Interval for RMSEA = (0.10 ; 0.12)

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

Expected Cross-Validation Index (ECVI) = 3.64

90 Percent Confidence Interval for ECVI = (3.28 ; 4.04)

ECVI for Saturated Model = 2.32

ECVI for Independence Model = 12.26

Chi-Square for Independence Model with 210 Degrees of Freedom = 2397.37

Independence AIC = 2439.37

Model AIC = 724.54

Saturated AIC = 462.00
Independence CAIC = 2529.64
Model CAIC = 930.86
Saturated CAIC = 1454.91

Root Mean Square Residual (RMR) = 0.072
Standardized RMR = 0.072
Goodness of Fit Index (GFI) = 0.77
Adjusted Goodness of Fit Index (AGFI) = 0.71
Parsimony Goodness of Fit Index (PGFI) = 0.61

Normed Fit Index (NFI) = 0.72
Non-Normed Fit Index (NNFI) = 0.74
Parsimony Normed Fit Index (PNFI) = 0.62
Comparative Fit Index (CFI) = 0.77
Incremental Fit Index (IFI) = 0.77
Relative Fit Index (RFI) = 0.67

Critical N (CN) = 68.28

Standardized Solution

LAMBDA-Y

	bi	kpu
	-----	-----
BI1	0.79	--
BI2	0.73	--
BI3	0.64	--
BI4	0.66	--
BI5	0.70	--
BI6	0.72	--

BI7	0.67	--
BI8	0.64	--
KPU1	--	0.73
KPU2	--	0.75
KPU3	--	0.65
KPU4	--	0.66

LAMBDA-X

	adv	di
	-----	-----
ADV1	0.68	--
ADV2	0.70	--
ADV3	0.69	--
ADV4	0.59	--
ADV5	0.56	--
ADV6	0.70	--
DI1	--	0.71
DI2	--	0.70
DI3	--	0.78

BETA

	bi	kpu
	-----	-----
bi	--	0.17
kpu	0.45	--

GAMMA

	adv	di
bi	0.70	--
kpu	0.56	-0.28

Correlation Matrix of ETA and KSI

	bi	kpu	adv	di
bi	1.00			
kpu	0.80	1.00		
adv	0.82	0.71	1.00	
di	0.62	0.43	0.78	1.00

PSI

Note: This matrix is diagonal.

bi	kpu
0.26	0.34

Regression Matrix ETA on KSI (Standardized)

	adv	di
bi	0.87	-0.05
kpu	0.95	-0.30

Completely Standardized Solution

LAMBDA-Y

	bi	kpu
	-----	-----
BI1	0.79	--
BI2	0.73	--
BI3	0.64	--
BI4	0.66	--
BI5	0.70	--
BI6	0.72	--
BI7	0.67	--
BI8	0.64	--
KPU1	--	0.73
KPU2	--	0.75
KPU3	--	0.65
KPU4	--	0.66

LAMBDA-X

	adv	di
	-----	-----
ADV1	0.68	--
ADV2	0.70	--
ADV3	0.69	--
ADV4	0.59	--
ADV5	0.56	--
ADV6	0.70	--
DI1	--	0.71
DI2	--	0.70
DI3	--	0.78

BETA

	bi	kpu
bi	--	0.17
kpu	0.45	--

GAMMA

	adv	di
bi	0.70	--
kpu	0.56	-0.28

Correlation Matrix of ETA and KSI

	bi	kpu	adv	di
bi	1.00			
kpu	0.80	1.00		
adv	0.82	0.71	1.00	
di	0.62	0.43	0.78	1.00

PSI

Note: This matrix is diagonal.

bi	kpu
0.26	0.34

THETA-EPS

BI1	BI2	BI3	BI4	BI5	BI6
0.38	0.46	0.60	0.56	0.51	0.48

THETA-EPS

BI7	BI8	KPU1	KPU2	KPU3
0.55	0.58	0.47	0.43	0.58

THETA-DELTA

ADV1	ADV2	ADV3	ADV4	ADV5
0.53	0.51	0.52	0.66	0.69

THETA-DELTA

DI1	DI2	DI3
0.50	0.51	0.39

Regression Matrix ETA on KSI (Standardized)

	adv	di
bi	0.87	-0.05
kpu	0.95	-0.30

The Problem used 63760 Bytes (= 0.1% of Available Workspace)

Time used: 0.064 Seconds

LAMPIRAN 2

DATE: 03/26/2011

TIME: 08:50

P R E L I S 2.30

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file
D:\DAVID_~1\DAVID3\DAV4.PR2:

!PRELIS SYNTAX: Can be edited
SY=D:\DAVID_~1\DAVID3\DAV4.PSF
OU MA=CM XM

Total Sample Size = 200

Thresholds for Ordinal Variables

ADV1	-1.960	-1.103	0.240	0.935	
ADV2	-2.576	-1.476	-0.935	0.253	1.103
ADV3	-1.960	-1.372	0.100	1.103	
ADV4	-1.960	-1.341	0.228	1.341	
ADV5	-2.576	-1.282	-0.755	0.345	1.440
ADV6	-1.751	-1.227	0.228	1.175	
DI1	-1.881	-1.254	0.063	0.935	
DI2	-2.576	-1.960	-1.058	0.176	1.200
DI3	-1.881	-1.341	0.228	1.015	
BI1	-2.576	-1.812	-1.126	-0.050	0.842
BI2	-2.576	-1.881	-1.282	0.038	0.915
BI3	-2.576	-1.311	0.151	0.974	
BI4	-2.326	-1.058	0.189	1.126	
BI5	-2.326	-1.372	0.038	0.842	
BI6	-2.326	-1.227	0.000	0.878	
BI7	-1.405	-0.126	0.739		
BI8	-1.103	0.063	0.954		
KPU1	-2.576	-1.695	-1.282	-0.075	0.878
KPU2	-2.054	-1.311	-0.100	0.722	
KPU3	-2.054	-1.311	0.164	1.150	

KPU4 -2.170 -1.227 0.202 1.200

Univariate Distributions for Ordinal Variables

ADV1 Frequency Percentage Bar Chart

3	5	2.5
4	22	11.0
5	92	46.0

6 46 23.0

7 35 17.5

ADV2 Frequency Percentage Bar Chart

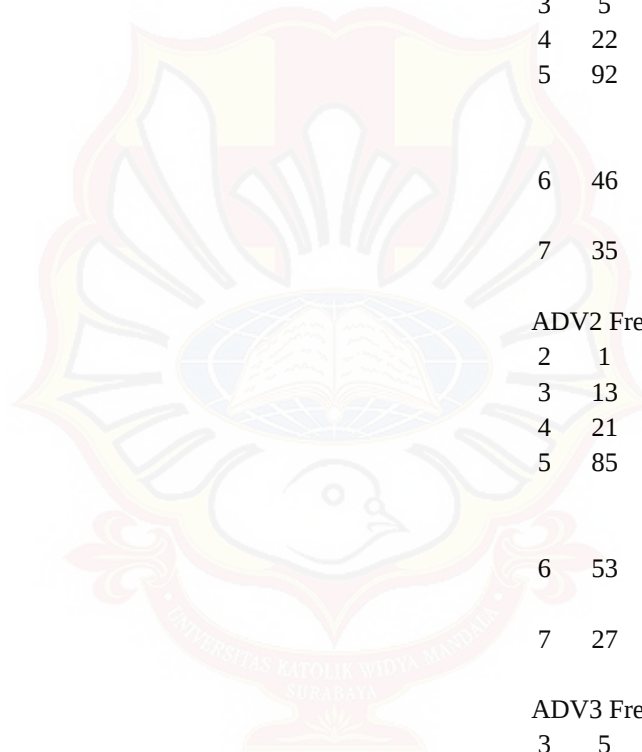
2	1	0.5
3	13	6.5
4	21	10.5
5	85	42.5

6 53 26.5

7 27 13.5

ADV3 Frequency Percentage Bar Chart

3	5	2.5
4	12	6.0
5	91	45.5



6 65 32.5

7 27 13.5

ADV4 Frequency Percentage Bar Chart

3 5 2.5
4 13 6.5
5 100 50.0

6 64 32.0

7 18 9.0

ADV5 Frequency Percentage Bar Chart

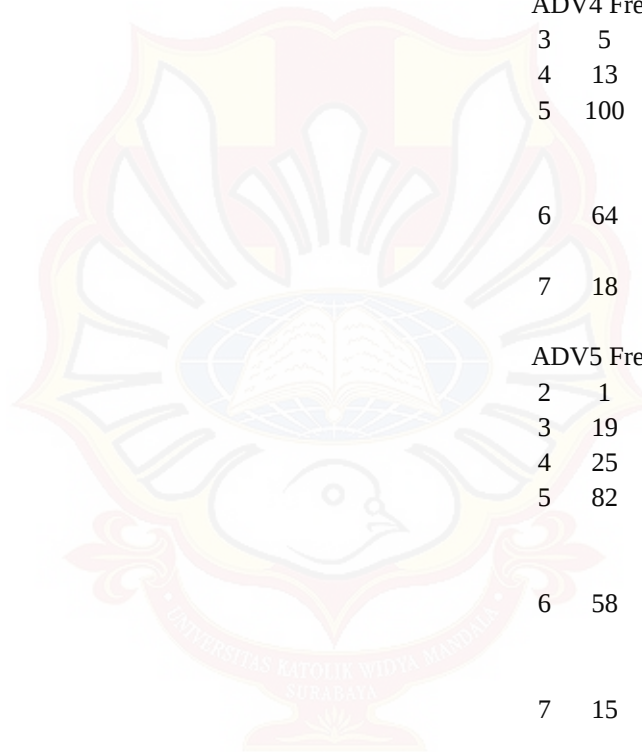
2 1 0.5
3 19 9.5
4 25 12.5
5 82 41.0

6 58 29.0

7 15 7.5

ADV6 Frequency Percentage Bar Chart

3 8 4.0
4 14 7.0



5 96 48.0

6 58 29.0

7 24 12.0

DI1 Frequency Percentage Bar Chart

3 6 3.0

4 15 7.5

5 84 42.0

6 60 30.0

7 35 17.5

DI2 Frequency Percentage Bar Chart

2 1 0.5

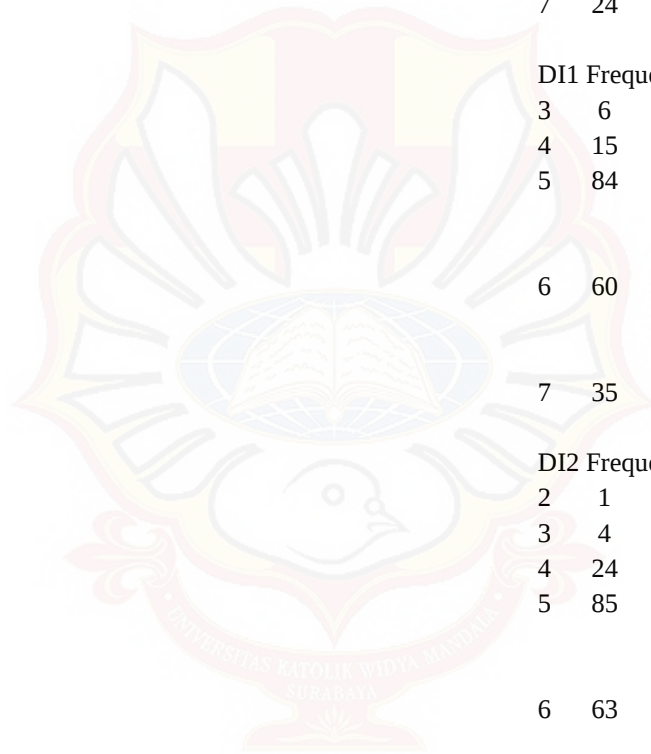
3 4 2.0

4 24 12.0

5 85 42.5

6 63 31.5

7 23 11.5



DI3 Frequency Percentage Bar Chart

3	6	3.0
4	12	6.0
5	100	50.0

6	51	25.5
---	----	------

7	31	15.5
---	----	------

BI1 Frequency Percentage Bar Chart

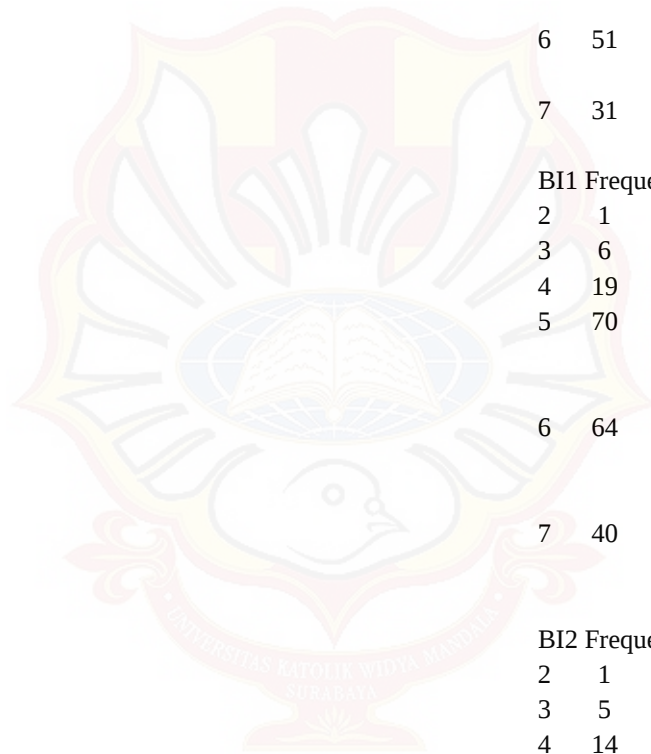
2	1	0.5
3	6	3.0
4	19	9.5
5	70	35.0

6	64	32.0
---	----	------

7	40	20.0
---	----	------

BI2 Frequency Percentage Bar Chart

2	1	0.5
3	5	2.5
4	14	7.0
5	83	41.5



6 61 30.5

7 36 18.0

BI3 Frequency Percentage Bar Chart

3 1 0.5
4 18 9.0
5 93 46.5

6 55 27.5

7 33 16.5

BI4 Frequency Percentage Bar Chart

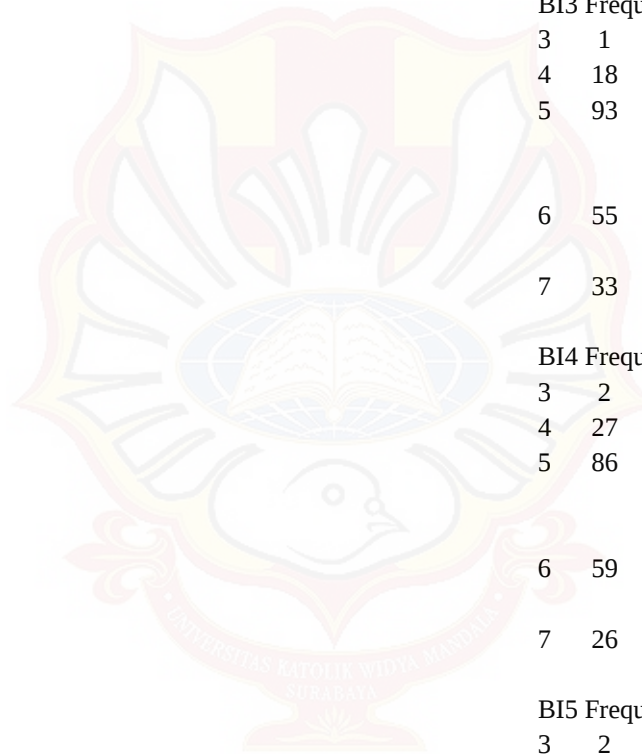
3 2 1.0
4 27 13.5
5 86 43.0

6 59 29.5

7 26 13.0

BI5 Frequency Percentage Bar Chart

3 2 1.0
4 15 7.5
5 86 43.0



6 57 28.5

7 40 20.0

BI6 Frequency Percentage Bar Chart

3 2 1.0

4 20 10.0

5 78 39.0

6 62 31.0

7 38 19.0

BI7 Frequency Percentage Bar Chart

4 16 8.0

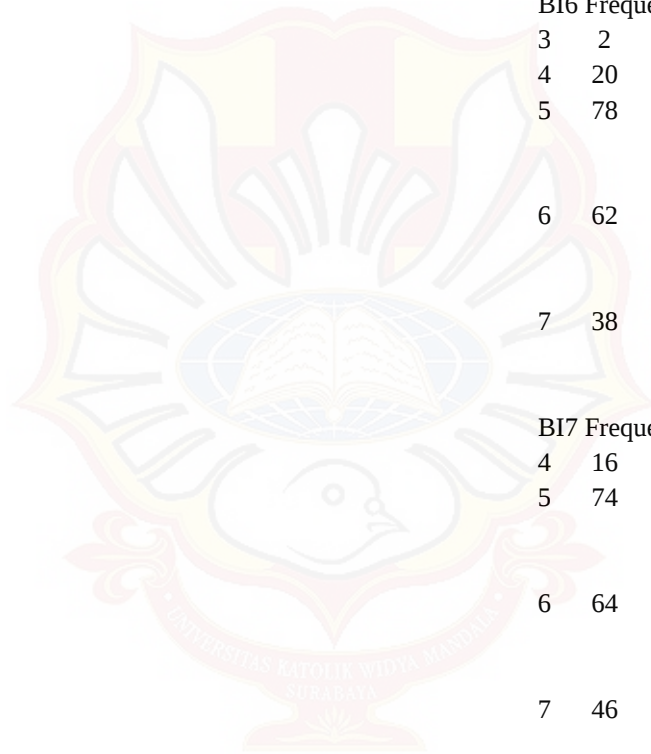
5 74 37.0

6 64 32.0

7 46 23.0

BI8 Frequency Percentage Bar Chart

4 27 13.5



5 78 39.0

6 61 30.5

7 34 17.0

KPU1 Frequency Percentage Bar Chart

2 1 0.5

3 8 4.0

4 11 5.5

5 74 37.0

6 68 34.0

7 38 19.0

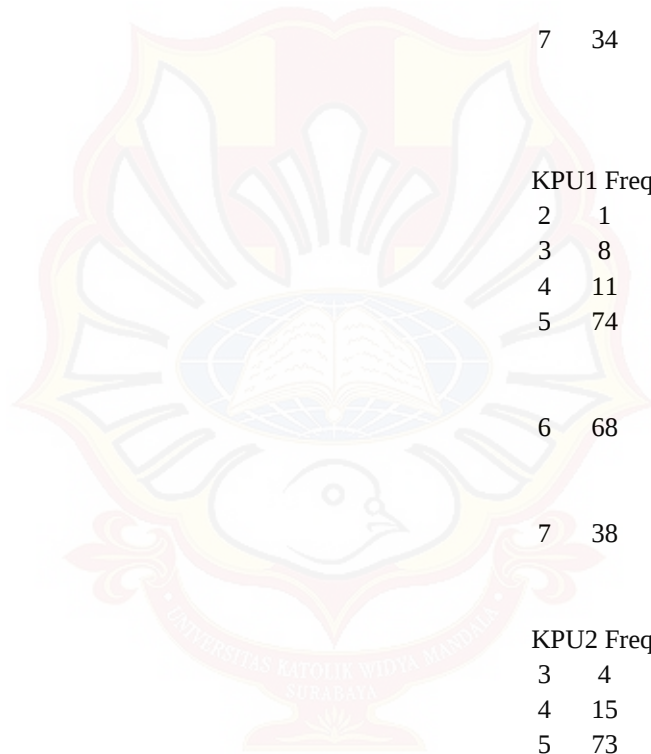
KPU2 Frequency Percentage Bar Chart

3 4 2.0

4 15 7.5

5 73 36.5

6 61 30.5



7 47 23.5

KPU3 Frequency Percentage Bar Chart

3	4	2.0
4	15	7.5
5	94	47.0

6 62 31.0

7 25 12.5

KPU4 Frequency Percentage Bar Chart

3	3	1.5
4	19	9.5
5	94	47.0

6 61 30.5

7 23 11.5

Covariance Matrix

	ADV1	ADV2	ADV3	ADV4	ADV5
ADV6					
ADV1	1.000				
ADV2	0.510	1.000			
ADV3	0.379	0.592	1.000		
ADV4	0.396	0.350	0.541	1.000	

ADV5	0.368	0.297	0.372	0.445	1.000
ADV6	0.453	0.424	0.491	0.376	0.444
1.000					
DI1	0.364	0.449	0.382	0.215	0.190
0.413					
DI2	0.388	0.365	0.286	0.168	0.383
0.451					
DI3	0.478	0.426	0.408	0.267	0.238
0.578					
BI1	0.508	0.522	0.327	0.436	0.341
0.430					
BI2	0.507	0.442	0.282	0.288	0.283
0.279					
BI3	0.570	0.423	0.318	0.287	0.271
0.413					
BI4	0.461	0.403	0.393	0.330	0.479
0.409					
BI5	0.440	0.437	0.391	0.235	0.358
0.455					
BI6	0.413	0.445	0.339	0.328	0.411
0.386					
BI7	0.349	0.318	0.339	0.323	0.309
0.235					
BI8	0.449	0.303	0.345	0.222	0.390
0.462					
KPU1	0.310	0.389	0.398	0.389	0.227
0.288					
KPU2	0.228	0.319	0.428	0.423	0.234
0.304					
KPU3	0.235	0.245	0.286	0.312	0.391
0.363					

KPU4 0.294 0.333 0.354 0.473 0.434
0.417

Covariance Matrix

	DI1	DI2	DI3	BI1	BI2	BI3
DI1	1.000					
DI2	0.494	1.000				
DI3	0.560	0.536	1.000			
BI1	0.349	0.358	0.384	1.000		
BI2	0.256	0.341	0.262	0.737	1.000	
BI3	0.627	0.230	0.346	0.430	0.449	1.000
BI4	0.324	0.527	0.304	0.501	0.485	0.438
BI5	0.295	0.345	0.311	0.477	0.505	0.476
BI6	0.264	0.350	0.217	0.543	0.514	0.414
BI7	0.326	0.246	0.279	0.530	0.503	0.354
BI8	0.314	0.254	0.288	0.408	0.380	0.492
KPU1	0.300	0.194	0.302	0.549	0.371	0.384
KPU2	0.334	0.092	0.280	0.473	0.351	0.403
KPU3	0.192	0.140	0.142	0.422	0.298	0.374
KPU4	0.213	0.163	0.231	0.494	0.437	0.324

Covariance Matrix

	BI4	BI5	BI6	BI7	BI8	KPU1
BI4	1.000					
BI5	0.525	1.000				
BI6	0.466	0.545	1.000			
BI7	0.387	0.456	0.522	1.000		
BI8	0.356	0.519	0.563	0.488	1.000	
KPU1	0.301	0.339	0.409	0.550	0.403	1.000
KPU2	0.319	0.329	0.370	0.546	0.354	0.648
KPU3	0.416	0.293	0.325	0.342	0.331	0.356
KPU4	0.387	0.393	0.387	0.357	0.397	0.445

Covariance Matrix

	KPU2	KPU3	KPU4
KPU2	1.000		
KPU3	0.536	1.000	
KPU4	0.394	0.521	1.000

Means

	ADV1	ADV2	ADV3	ADV4	ADV5
ADV6	0.000	0.000	0.000	0.000	0.000

Means

DI1	DI2	DI3	BI1	BI2	BI3
0.000	0.000	0.000	0.000	0.000	0.000

Means

BI4	BI5	BI6	BI7	BI8	KPU1
0.000	0.000	0.000	0.000	0.000	0.000

Means

KPU2	KPU3	KPU4
0.000	0.000	0.000

Standard Deviations

	ADV1	ADV2	ADV3	ADV4	ADV5
ADV6	1.000	1.000	1.000	1.000	1.000

Standard Deviations

DI1	DI2	DI3	BI1	BI2	BI3
1.000	1.000	1.000	1.000	1.000	1.000

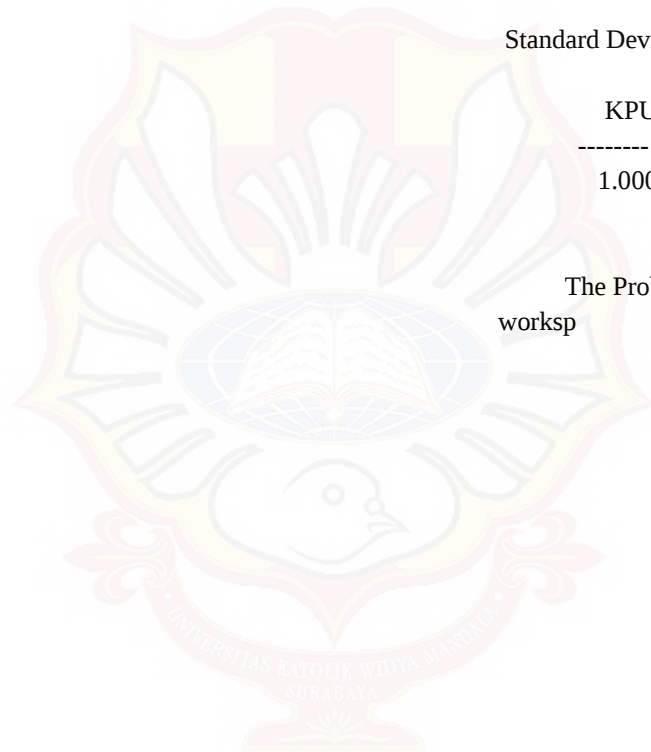
Standard Deviations

BI4	BI5	BI6	BI7	BI8	KPU1
1.000	1.000	1.000	1.000	1.000	1.000

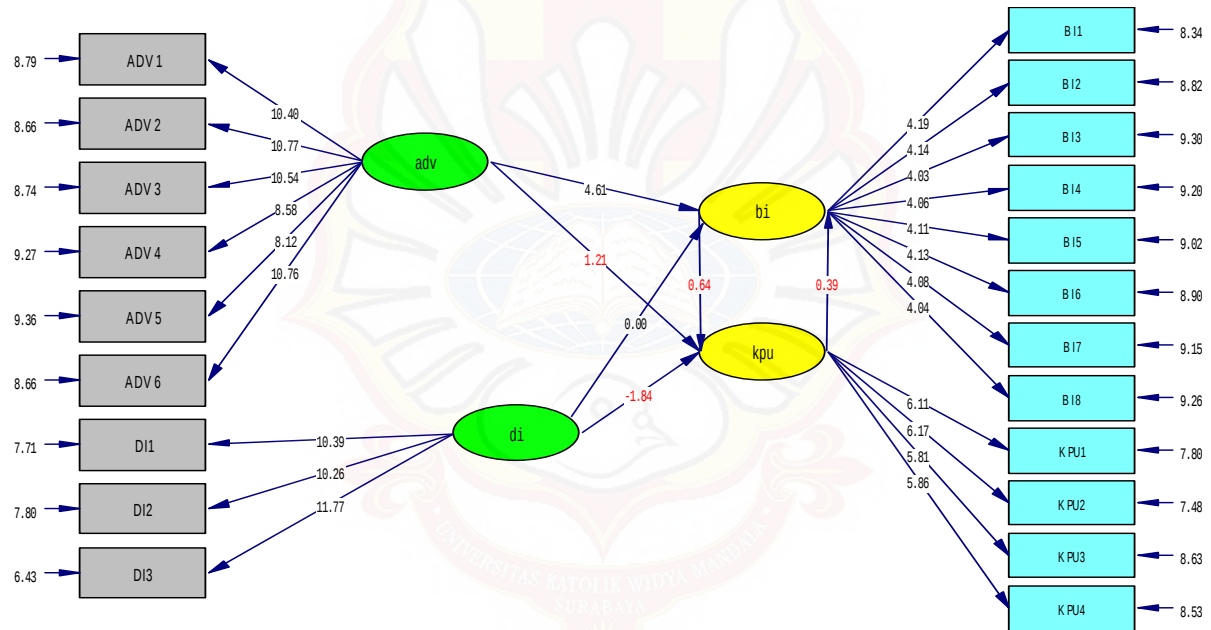
Standard Deviations

KPU2	KPU3	KPU4
1.000	1.000	1.000

The Problem used 59768 Bytes (= 0.1% of available
worksp

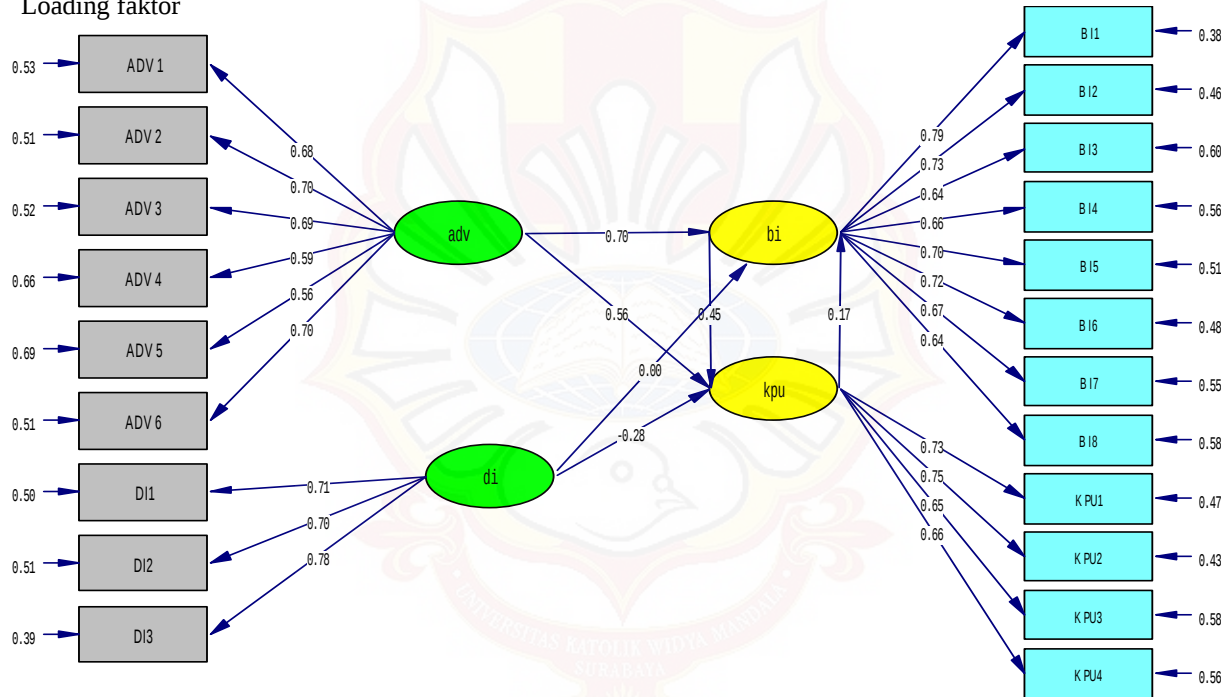


T -value

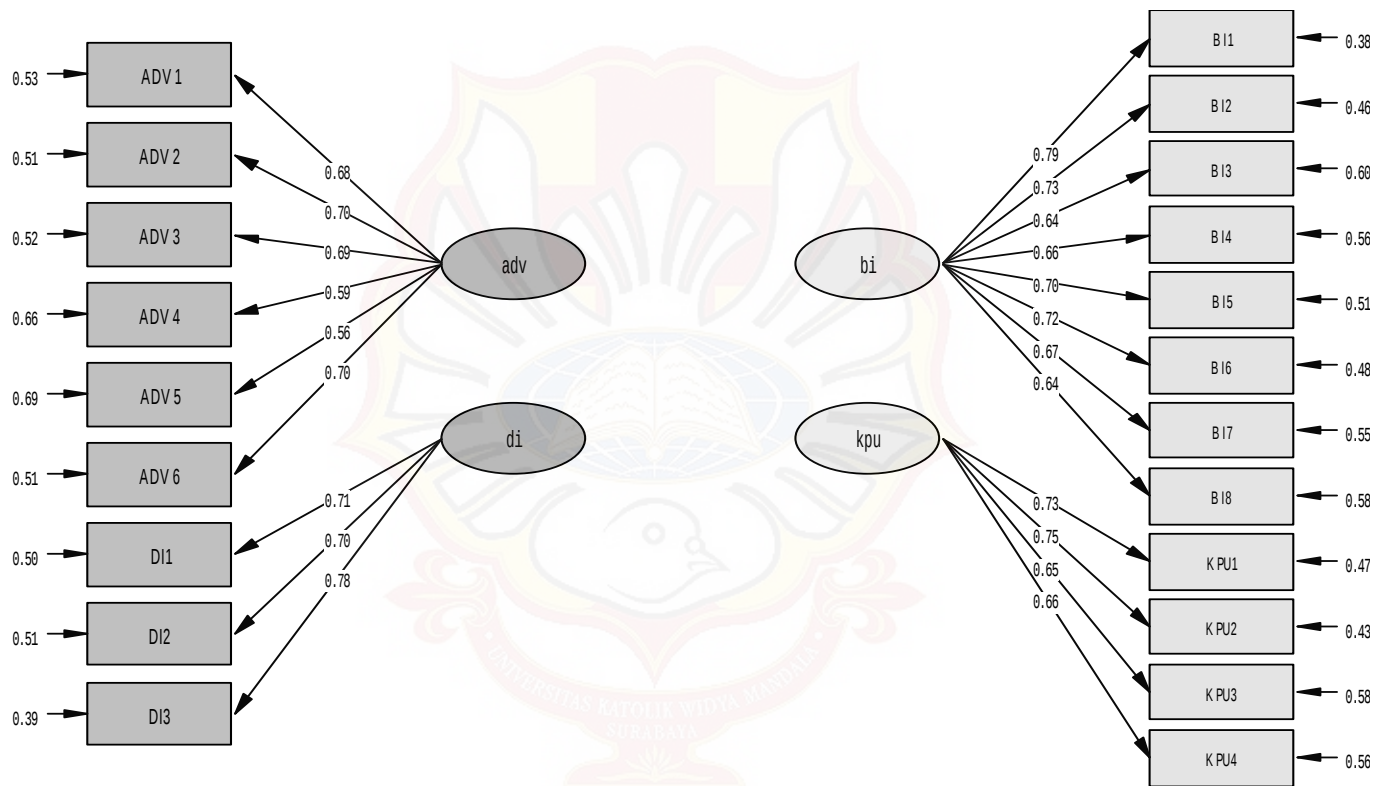


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Loading faktor



Chi-Square=628.54, df=183, P-value=0.00000, RMSEA=0.111



Chi-Square=628.54, df=183, P-value=0.00000, RMSEA=0.111