

LAMPIRAN I

KUESIONER PENELITIAN

“Analisis Pengaruh Kualitas Layanan yang dirasakan pada Situs Belanja Online di Yogyakarta”

Nama saya Zelvin Praditya Ilham Sujaya, mahasiswa Universitas Islam Indonesia jurusan manajemen konsentrasi pemasaran, pada saat ini sedang melakukan penelitian tentang pengaruh kualitas layanan dalam situs belanja *online* terhadap respon perilaku *positive word of mouth*, dalam hal ini penelitian dilakukan terhadap situs belanja *online* manapun tergantung situs belanja *online* mana yang biasa saudara gunakan. Saya memohon kesediaan saudara untuk membantu saya dalam penelitian ini dengan secara sukarela mengisi kuisisioner ini. Saya sangat menghargai kejujuran bapak/ibu dalam mengisi kuesioner ini. Saya menjamin kerahasiaan saudara yang terkait dengan kuesioner. Hasil survey ini semata-mata akan digunakan untuk tujuan penelitian dan bukan tujuan komersial.

BAGIAN A

1. Umur

< 20 tahun

21 – 30 tahun

31 – 40 tahun

> 40 tahun

2. Jenis Kelamin

Laki-laki

Wanita

3. Status Pernikahan

Menikah

Belum Menikah

4. Tingkat pendidikan terakhir

Sekolah Dasar

Diploma

Sekolah Lanjutan Pertama

S1

Sekolah Lanjutan Atas

Pasca Sarjana

5. Pekerjaan

Pegawai Negeri

Mahasiswa/Pelajar

BUMN

Pensiunan

Pegawai Swasta

Wiraswasta

BAGIAN B

Berikut ini penilaian anda terhadap dimensi kualitas platform, kualitas interaksi dan kualitas *outcome* terhadap sikap anda terhadap situs belanja *online* dan respon perilaku *word of mouth* yang anda peroleh dari menggunakan situs belanja *online* yang sering anda gunakan.. Mohon anda memberi tanda centang (✓) nomor yang disediakan sesuai dengan penilaian anda dan prioritas anda dalam menilai setiap item pertanyaan. Kriteria penilaiannya adalah sebagai berikut :

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Agak Tidak Setuju
- 4 = Agak Setuju
- 5 = Setuju
- 6 = Setuju Sekali



Evaluasi Kualitas Platform

Petunjuk: Berilah penilaian Bpk/Ibu/Sdr berkenaan dengan kualitas platform dari situs belanja online dengan **MENYILANG** atau **MELINGKARI** angka yang sesuai:

1. = Sangat Tidak Setuju	3. = Agak Tidak Setuju	5. = Setuju
2. = Tidak Setuju	4. = Agak Setuju	6. = Setuju Sekali

Pernyataan di bawah ini terkait dengan penilaian Bapak/Ibu/Saudara tentang kualitas platform pada situs belanja *online*

Pengukuran Kualitas Platform	Sama Sekali Tidak Setuju Setuju Sekali					
	STS	TS	ATS	AS	S	SS
Situs ini memiliki desain tampilan visual	1	2	3	4	5	6
Situs ini memiliki desain yang indah	1	2	3	4	5	6
Cara dimana produk dapat dilihat di situs ini menarik	1	2	3	4	5	6
Memiliki informasi yang cukup untuk menaksir produk	1	2	3	4	5	6
Memiliki informasi terbaru	1	2	3	4	5	6
Memiliki informasi yang detil tentang produk yang diutamakan	1	2	3	4	5	6

Evaluasi Kualitas Interaksi

Petunjuk: Berilah penilaian Bpk/Ibu/Sdr berkenaan dengan kualitas interaksi dari situs belanja online dengan **MENYILANG** atau **MELINGKARI** angka yang sesuai:

1. = Sangat Tidak Setuju	3. = Agak Tidak Setuju	5. = Setuju
2. = Tidak Setuju	4. = Agak Setuju	6. = Setuju Sekali

Pernyataan di bawah ini terkait dengan penilaian Bapak/Ibu/Saudara tentang kualitas interaksi pada situs belanja *online*

Pengkuran Kualitas Interaksi	Sama Sekali Tidak Setuju Setuju Sekali					
	STS	TS	ATS	AS	S	SS
Halaman memuat cepat ketika saya berselancar di situs ini	1	2	3	4	5	6
Mudah untuk menyelesaikan transaksi di situs ini	1	2	3	4	5	6
Situs ini adalah situs yang user friendly	1	2	3	4	5	6
Layanan dari situs ini sering terpersonalisasi oleh saya	1	2	3	4	5	6
Toko online ini memperlakukan saya sebagai seorang kostumer yang unik	1	2	3	4	5	6
Situs ini dirancang untuk beradaptasi dengan kebutuhan saya di masa yang akan datang sehingga membuat transaksi di masa yang akan datang lebih mudah	1	2	3	4	5	6

Evaluasi Kualitas *Outcome*

Petunjuk: Berilah penilaian Bpk/Ibu/Sdr berkenaan dengan kualitas *outcome* dari situs belanja online dengan **MENYILANG** atau **MELINGKARI** angka yang sesuai:

1. = Sangat Tidak Setuju	3. = Agak Tidak Setuju	5. = Setuju
2. = Tidak Setuju	4. = Agak Setuju	6. = Setuju Sekali

Pernyataan di bawah ini terkait dengan penilaian Bapak/Ibu/Saudara tentang kualitas *outcome* pada situs belanja online

Pengukuran Kualitas <i>Outcome</i>	Sama Sekali Tidak Setuju Setuju Sekali					
	STS	TS	ATS	AS	S	SS
Toko online ini mengantarkan pesanan dalam jangka waktu yang ditetapkan	1	2	3	4	5	6
Transaksi dengan toko online ini sebagian besar bebas dari kesalahan	1	2	3	4	5	6
Saya percaya bahwa vendor ini memiliki sistem yang efisien untuk memproses pesanan yang diterima	1	2	3	4	5	6
Saya rasa situs ini tidak akan memberi informasi pribadi saya kepada orang lain	1	2	3	4	5	6
Situs ini menyediakan jaminan eksplisit privasi pelanggan	1	2	3	4	5	6
Situs ini akan melindungi informasi pribadi saya dari akses yang tidak sah	1	2	3	4	5	6

Evaluasi Sikap Terhadap Toko *Online*

Petunjuk: Berilah penilaian Bpk/Ibu/Sdr berkenaan dengan sikap terhadap situs belanja *online* dengan **MENYILANG** atau **MELINGKARI** angka yang sesuai:

1. = Sangat Tidak Setuju	3. = Agak Tidak Setuju	5. = Setuju
2. = Tidak Setuju	4. = Agak Setuju	6. = Setuju Sekali

Pernyataan di bawah ini terkait dengan sikap terhadap toko *online*

Pengkuran Sikap Terhadap Toko <i>Online</i>	Sangat Tidak Setuju			Setuju Sekali		
	STS	TS	ATS	AS	S	SS
Saya suka pada toko <i>online</i> ini	1	2	3	4	5	6
Dibandingkan dengan situs lainnya, saya menilai situs ini sebagai salah satu yang terbaik	1	2	3	4	5	6
Situs ini adalah toko <i>online</i> yang baik	1	2	3	4	5	6

Evaluasi Respon Perilaku: Positive Word of Mouth

Pernyataan di bawah ini terkait dengan respon perilaku Bapak/Ibu/Saudara terhadap situs belanja *online*

Pengkuran Respon Perilaku: Positive Word of Mouth	Sangat Tidak Setuju			Setuju Sekali		
	STS	TS	ATS	AS	S	SS
Saya mengatakan hal-hal positif tentang toko <i>online</i> ini kepada orang lain	1	2	3	4	5	6
Saya menyarankan retailer <i>online</i> ini kepada orang lain yang meminta saran saya	1	2	3	4	5	6
Saya mendorong teman-teman dan kerabat untuk melakukan bisnis dengan toko <i>online</i> ini	1	2	3	4	5	6

LAMPIRAN II

HASIL UJI VALIDITAS & RELIABILITAS INSTRUMEN PENELITIAN

a) Kualitas Platform

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KPL1	23.41	12.056	.739	.588	.857
KPL2	23.57	11.882	.718	.560	.861
KPL3	23.41	12.116	.682	.491	.867
KPL4	23.45	12.198	.727	.550	.860
KPL5	23.49	12.624	.634	.426	.874
KPL6	23.43	11.967	.681	.516	.867

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.884	.885	6

b. Kualitas Interaksi

Inter-Item Covariance Matrix

	KINT1	KINT2	KINT3	KINT4	KINT5	KINT6
KINT1	.869	.512	.466	.437	.388	.368
KINT2	.512	.915	.569	.430	.469	.403
KINT3	.466	.569	.834	.433	.438	.404
KINT4	.437	.430	.433	.783	.407	.391
KINT5	.388	.469	.438	.407	.837	.404
KINT6	.368	.403	.404	.391	.404	.756

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.868	.868	6

c) Kualitas Outcome**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KAOUT1	22.86	11.671	.709	.519	.843
KAOUT2	23.08	11.188	.724	.531	.840
KAOUT3	22.84	11.534	.723	.553	.840
KAOUT4	22.86	12.479	.625	.393	.857
KAOUT5	22.90	12.825	.627	.405	.857
KAOUT6	22.90	12.546	.627	.415	.857

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.871	.871	6

d) Sikap Pelanggan

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
ST1	9.58	2.507	.713	.517	.762
ST2	9.61	2.501	.670	.449	.807
ST3	9.58	2.592	.721	.525	.757

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.838	.839	3

e. Respon Perilaku

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
RP1	9.34	2.472	.690	.490	.716
RP2	9.43	2.322	.694	.495	.710
RP3	9.46	2.571	.608	.369	.798

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.813	.813	3

LAMPIRAN III

HASIL MODEL PENGUKURAN SEBELUM MODIFIKASI

a) Kualitas Platform

<p>TI HITUNG KPL DA NI=24 NO=237 MA=CM LA KPL1 KPL2 KPL3 KPL4 KPL5 KPL6 KINT1 KINT2 KINT3 KINT4 KINT5 KINT6 KOUT1 KOUT2 KOUT3 KOUT4 KOUT5 KOUT6 ST1 ST2 ST3 RP1 RP2 RP3 CM FI='D:\SKRIPSI\OLAHDATA\REVISI 43\HITUNGWOM43.COV' SY SE 1 2 3 4 5 6/ MO NX=6 NK=1 TD=SY LK KPL FR LX(1,1) LX(2,1) LX 3 1 LX 4 1 LX 5 1 LX 6 1 FR TD(1,1) TD(2,2) TD 3 3 TD 4 4 TD 5 5 TD 6 6 PD OU MI FS SS TI HITUNG KPL Number of Input Variables 24 Number of Y - Variables 0 Number of X - Variables 6 Number of ETA - Variables 0 Number of KSI - Variables 1 Number of Observations 237 TI HITUNG KPL Covariance Matrix <table border="0" style="margin-left: 20px;"> <tr> <td></td> <td>KPL1</td> <td>KPL2</td> <td>KPL3</td> <td>KPL4</td> <td>KPL5</td> </tr> <tr> <td>KPL1</td> <td>1.79</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>KPL2</td> <td>1.24</td> <td>1.47</td> <td></td> <td></td> <td></td> </tr> <tr> <td>KPL3</td> <td>0.89</td> <td>0.79</td> <td>0.92</td> <td></td> <td></td> </tr> <tr> <td>KPL4</td> <td>0.73</td> <td>0.57</td> <td>0.47</td> <td>0.61</td> <td></td> </tr> <tr> <td>KPL5</td> <td>0.81</td> <td>0.81</td> <td>0.61</td> <td>0.55</td> <td>1.44</td> </tr> <tr> <td>KPL6</td> <td>0.63</td> <td>0.51</td> <td>0.39</td> <td>0.43</td> <td>0.60</td> </tr> </table> </p>		KPL1	KPL2	KPL3	KPL4	KPL5	KPL1	1.79					KPL2	1.24	1.47				KPL3	0.89	0.79	0.92			KPL4	0.73	0.57	0.47	0.61		KPL5	0.81	0.81	0.61	0.55	1.44	KPL6	0.63	0.51	0.39	0.43	0.60	<p style="text-align: center;">THETA-DELTA</p> <table border="0" style="margin-left: auto; 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Minimum Fit Function Value = 0.36
 Population Discrepancy Function Value (F0) = 0.35
 90 Percent Confidence Interval for F0 = (0.24 ; 0.50)
 Root Mean Square Error of Approximation (RMSEA) = 0.20
 90 Percent Confidence Interval for RMSEA = (0.16 ; 0.24)
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 0.49
 90 Percent Confidence Interval for ECVI = (0.38 ; 0.64)
 ECVI for Saturated Model = 0.18
 ECVI for Independence Model = 5.93

Chi-Square for Independence Model with 15 Degrees of Freedom = 1388.34
 Independence AIC = 1400.34
 Model AIC = 116.04
 Saturated AIC = 42.00
 Independence CAIC = 1427.15
 Model CAIC = 169.66
 Saturated CAIC = 135.83

Normed Fit Index (NFI) = 0.94
 Non-Normed Fit Index (NNFI) = 0.91
 Parsimony Normed Fit Index (PNFI) = 0.56
 Comparative Fit Index (CFI) = 0.94
 Incremental Fit Index (IFI) = 0.94
 Relative Fit Index (RFI) = 0.90

Critical N (CN) = 60.38

Root Mean Square Residual (RMR) = 0.055
 Standardized RMR = 0.052
 Goodness of Fit Index (GFI) = 0.88
 Adjusted Goodness of Fit Index (AGFI) = 0.73
 Parsimony Goodness of Fit Index (PGFI) = 0.38

TI HITUNG KPL

Modification Indices and Expected Change

No Non-Zero Modification Indices for LAMBDA-X

No Non-Zero Modification Indices for PHI

Modification Indices for THETA-DELTA

KPL1	KPL2	KPL3	KPL4	KPL5	KPL6
KPL1	--				
KPL2	24.72	--			
KPL3	2.53	4.68	--		
KPL4	0.34	17.14	0.70	--	
KPL5	19.58	0.00	0.16	0.75	--
KPL6	7.14	12.12	9.55	29.59	25.27

Expected Change for THETA-DELTA

b) Kualitas Interaksi

TI HITUNG KINT

DA NI=24 NO=237 MA=CM

LA

KPL1 KPL2 KPL3 KPL4 KPL5 KPL6 KINT1 KINT2
 KINT3 KINT4 KINT5 KINT6 KOUT1 KOUT2 KOUT3
 KOUT4 KOUT5 KOUT6 ST1 ST2 ST3 RP1 RP2 RP3

KPL1	KPL2	KPL3	KPL4	KPL5	KPL6
KPL1	--				
KPL2	0.23	--			
KPL3	0.06	0.08	--		
KPL4	-0.02	-0.12	-0.02	--	
KPL5	-0.22	0.00	-0.02	0.03	--
KPL6	-0.08	-0.10	-0.07	0.10	0.16

TI HITUNG KPL

Factor Scores Regressions

KSI

KPL1	KPL2	KPL3	KPL4	KPL5	KPL6
KPL1	0.21	0.17	0.18	0.28	0.09
KPL2					
KPL3					
KPL4					
KPL5					
KPL6					

TI HITUNG KPL

Standardized Solution

LAMBDA-X

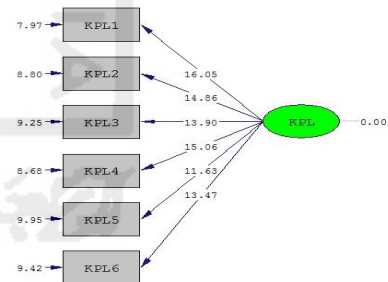
KPL

KPL1	1.15
KPL2	0.99
KPL3	0.75
KPL4	0.64
KPL5	0.82
KPL6	0.58

PHI

KPL

1.00



Chi-Square=92.04, df=9, P-value=0.00000, RMSEA=0.198

CM FI='D:\SKRIPSI\OLAHDATA\REVISI

43\HITUNGWOM43.COV' SY

SE

7 8 9 10 11 12/

MO NX=6 NK=1 TD=SY

LK

KINT

FR LX(1,1) LX(2,1) LX 3 1 LX 4 1 LX 5 1 LX 6 1

FR TD(1,1) TD(2,2) TD 3 3 TD 4 4 TD 5 5 TD 6 6

PD

OU MI FS SS

KINT4 0.90
(0.07)
12.88

TI HITUNG KINT

KINT5 0.71
(0.06)
12.38

Number of Input Variables 24
Number of Y - Variables 0
Number of X - Variables 6
Number of ETA - Variables 0
Number of KSI - Variables 1
Number of Observations 237

KINT6 0.73
(0.06)
11.83

PHI

TI HITUNG KINT

KINT

1.00

Covariance Matrix

THETA-DELTA

	KINT1	KINT2	KINT3	KINT4
KINT5	1.55	0.81	1.09	0.90
KINT6	0.81	1.04	1.08	0.70
	1.09	1.08	2.15	1.07
	0.90	0.70	1.07	1.47
	0.62	0.59	0.83	0.66
	0.65	0.57	0.86	0.71

	KINT1	KINT2	KINT3	KINT4
KINT5	0.69	0.33	0.68	0.65
KINT6	0.69	0.33	0.68	0.65
	0.65	0.46	0.55	0.52
	0.68	0.65	0.46	0.55
	0.93	8.14	8.14	9.31
	9.30	8.14	8.14	9.31
	9.50	9.50	9.50	9.67

1.08

Squared Multiple Correlations for X - Variables

TI HITUNG KINT

	KINT1	KINT2	KINT3	KINT4
KINT5	0.56	0.68	0.68	0.55
KINT6	0.56	0.68	0.68	0.55
	0.52	0.52	0.52	0.49
	0.55	0.52	0.49	0.49

Parameter Specifications

LAMBDA-X

Goodness of Fit Statistics

KINT	
KINT1	1
KINT2	2
KINT3	3
KINT4	4
KINT5	5
KINT6	6

Degrees of Freedom = 9
Minimum Fit Function Chi-Square = 21.52 (P = 0.011)
Normal Theory Weighted Least Squares Chi-Square = 21.94 (P = 0.0091)
Estimated Non-centrality Parameter (NCP) = 12.94
90 Percent Confidence Interval for NCP = (2.86 ; 30.68)

THETA-DELTA

	KINT1	KINT2	KINT3	KINT4
KINT5	7	8	9	10
KINT6	7	8	9	10
	11	11	11	12
	12	12	12	12

Minimum Fit Function Value = 0.091
Population Discrepancy Function Value (F0) = 0.055
90 Percent Confidence Interval for F0 = (0.012 ; 0.13)
Root Mean Square Error of Approximation (RMSEA) = 0.078
90 Percent Confidence Interval for RMSEA = (0.037 ; 0.12)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.12

TI HITUNG KINT

Expected Cross-Validation Index (ECVI) = 0.19
90 Percent Confidence Interval for ECVI = (0.15 ; 0.27)
ECVI for Saturated Model = 0.18
ECVI for Independence Model = 5.13

Number of Iterations = 5

Chi-Square for Independence Model with 15 Degrees of Freedom = 1199.79
Independence AIC = 1211.79
Model AIC = 45.94
Saturated AIC = 42.00
Independence CAIC = 1238.59
Model CAIC = 99.56
Saturated CAIC = 135.83

LISREL Estimates (Maximum Likelihood)

LAMBDA-X

KINT	
KINT1	0.93
	(0.07)
	12.90
KINT2	0.84
	(0.06)
	15.03
KINT3	1.21
	(0.08)
	15.02

Normed Fit Index (NFI) = 0.98
Non-Normed Fit Index (NNFI) = 0.98
Parsimony Normed Fit Index (PNFI) = 0.59
Comparative Fit Index (CFI) = 0.99
Incremental Fit Index (IFI) = 0.99
Relative Fit Index (RFI) = 0.97

Critical N (CN) = 238.55

Root Mean Square Residual (RMR) = 0.035
 Standardized RMR = 0.028
 Goodness of Fit Index (GFI) = 0.97
 Adjusted Goodness of Fit Index (AGFI) = 0.93
 Parsimony Goodness of Fit Index (PGFI) = 0.42

TI HITUNG KINT

Modification Indices and Expected Change

No Non-Zero Modification Indices for LAMBDA-X

No Non-Zero Modification Indices for PHI

Modification Indices for THETA-DELTA

	KINT1	KINT2	KINT3	KINT4	KINT5	KINT6
KINT1	--					
KINT2	1.43	--				
KINT3	0.83	9.08	--			
KINT4	2.88	6.90	0.72	--		
KINT5	1.82	0.04	1.28	0.80	--	
KINT6	0.67	3.73	0.37	2.87	5.13	--

Expected Change for THETA-DELTA

	KINT1	KINT2	KINT3	KINT4	KINT5	KINT6
KINT1	--					
KINT2	0.05	--				
KINT3	-0.06	0.15	--			
KINT4	0.09	-0.11	-0.05	--		
KINT5	-0.06	-0.01	-0.05	0.04	--	
KINT6	-0.04	-0.07	-0.03	0.08	0.09	--

TI HITUNG KINT

c) Kualitas Outcome

TI HITUNG KOUT

DA NI=24 NO=237 MA=CM
 LA
 KPL1 KPL2 KPL3 KPL4 KPL5 KPL6 KINT1 KINT2
 KINT3 KINT4 KINT5 KINT6 KOUT1 KOUT2 KOUT3
 KOUT4 KOUT5 KOUT6 ST1 ST2 ST3 RP1 RP2 RP3
 CM FI='D:\SKRIPSI\OLAHDATA\REVISI
 43\HITUNGWOM43.COV' SY
 SE
 13 14 15 16 17 18/
 MO NX=6 NK=1 TD=SY
 LK
 KOUT
 FR LX(1,1) LX(2,1) LX 3 1 LX 4 1 LX 5 1 LX 6 1
 FR TD(1,1) TD(2,2) TD 3 3 TD 4 4 TD 5 5 TD 6 6 TD 6
 4 TD 3 1
 PD
 OU MI FS SS

TI HITUNG KOUT

Factor Scores Regressions

KSI

	KINT1	KINT2	KINT3	KINT4	KINT5	KINT6
KINT	0.14	0.26	0.18	0.14	0.16	0.13

TI HITUNG KINT

Standardized Solution

LAMBDA-X

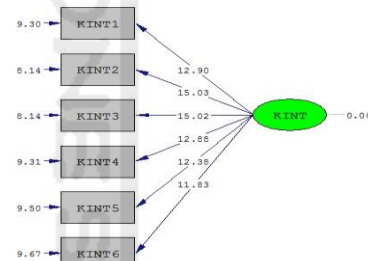
KINT

	KINT
KINT1	0.93
KINT2	0.84
KINT3	1.21
KINT4	0.90
KINT5	0.71
KINT6	0.73

PHI

KINT

	KINT
KINT	1.00



Chi-Square=21.94, df=9, P-value=0.00907, RMSEA=0.078

Number of Input Variables 24
 Number of Y - Variables 0
 Number of X - Variables 6
 Number of ETA - Variables 0
 Number of KSI - Variables 1
 Number of Observations 237

TI HITUNG KOUT

Covariance Matrix

	KOUT1	KOUT2	KOUT3	KOUT4	KOUT5	KOUT6
KOUT1	1.20					
KOUT2	0.91	1.50				
KOUT3	0.75	0.81	0.90			
KOUT4	0.63	0.73	0.58	1.03		
KOUT5	0.55	0.65	0.52	0.47	0.82	
KOUT6	0.66	0.76	0.50	0.54	0.55	1.03

TI HITUNG KOUT

Parameter Specifications

LAMBDA-X
 KOUT

 KOUT1 1
 KOUT2 2
 KOUT3 3
 KOUT4 4
 KOUT5 5
 KOUT6 6

THETA-DELTA

	KOUT1	KOUT2	KOUT3	KOUT4		
KOUT5	KOUT6					
KOUT1	7					
KOUT2	0	8				
KOUT3	9	0	10			
KOUT4	0	0	0	11		
KOUT5	0	0	0	0	12	
KOUT6	0	0	0	13	0	14

TI HITUNG KOUT

Number of Iterations = 6

LISREL Estimates (Maximum Likelihood)

LAMBDA-X
 KOUT

 KOUT1 0.87
 (0.06)
 13.98
 KOUT2 1.02
 (0.07)
 15.18
 KOUT3 0.77
 (0.05)
 14.42
 KOUT4 0.72
 (0.06)
 12.02
 KOUT5 0.66
 (0.05)
 12.51
 KOUT6 0.74
 (0.06)
 12.34

PHI

KOUT

 1.00

THETA-DELTA

	KOUT1	KOUT2	KOUT3	KOUT4
KOUT5	KOUT6			
KOUT1	0.44			
	(0.05)			
	8.16			
KOUT2	--	0.45		
	(0.06)			
	7.76			

KOUT3	0.08	--	0.31			
	(0.04)		(0.04)			
	2.20		7.91			
KOUT4	--	--	--	0.51		
			(0.05)			
			9.30			
KOUT5	--	--	--	--	0.38	
				(0.04)		
				9.38		
KOUT6	--	--	--	0.01	--	0.49
			(0.04)		(0.05)	
			0.17		9.19	

Squared Multiple Correlations for X - Variables

	KOUT1	KOUT2	KOUT3	KOUT4
KOUT5	KOUT6			
	0.63	0.70	0.66	0.51
		0.53	0.53	0.53

Goodness of Fit Statistics

Degrees of Freedom = 7
 Minimum Fit Function Chi-Square = 19.24 (P = 0.0075)
 Normal Theory Weighted Least Squares Chi-Square = 17.70 (P = 0.013)
 Estimated Non-centrality Parameter (NCP) = 10.70
 90 Percent Confidence Interval for NCP = (1.93 ; 27.11)

Minimum Fit Function Value = 0.082
 Population Discrepancy Function Value (F0) = 0.045
 90 Percent Confidence Interval for F0 = (0.0082 ; 0.11)
 Root Mean Square Error of Approximation (RMSEA) = 0.080
 90 Percent Confidence Interval for RMSEA = (0.034 ; 0.13)
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.12

Expected Cross-Validation Index (ECVI) = 0.19
 90 Percent Confidence Interval for ECVI = (0.16 ; 0.26)
 ECVI for Saturated Model = 0.18
 ECVI for Independence Model = 5.44

Chi-Square for Independence Model with 15 Degrees of Freedom = 1272.42
 Independence AIC = 1284.42
 Model AIC = 45.70
 Saturated AIC = 42.00
 Independence CAIC = 1311.23
 Model CAIC = 108.25
 Saturated CAIC = 135.83

Normed Fit Index (NFI) = 0.98
 Non-Normed Fit Index (NNFI) = 0.98
 Parsimony Normed Fit Index (PNFI) = 0.46
 Comparative Fit Index (CFI) = 0.99
 Incremental Fit Index (IFI) = 0.99
 Relative Fit Index (RFI) = 0.97

Critical N (CN) = 227.65

Root Mean Square Residual (RMR) = 0.024
 Standardized RMR = 0.024
 Goodness of Fit Index (GFI) = 0.98
 Adjusted Goodness of Fit Index (AGFI) = 0.93
 Parsimony Goodness of Fit Index (PGFI) = 0.33

TI HITUNG KOUT

Modification Indices and Expected Change

No Non-Zero Modification Indices for LAMBDA-X

No Non-Zero Modification Indices for PHI

Modification Indices for THETA-DELTA

	KOUT1	KOUT2	KOUT3	KOUT4	KOUT5	KOUT6
KOUT1	--					
KOUT2	0.18	--				
KOUT3	--	1.53	--			
KOUT4	0.08	0.49	1.37	--		
KOUT5	2.30	2.13	0.84	0.11	--	
KOUT6	1.69	0.01	12.39	--	7.91	--

Expected Change for THETA-DELTA

	KOUT1	KOUT2	KOUT3	KOUT4	KOUT5	KOUT6
KOUT1	--					
KOUT2	0.02	--				
KOUT3	--	0.05	--			
KOUT4	-0.01	-0.03	0.04	--		
KOUT5	-0.05	-0.06	0.03	-0.01	--	
KOUT6	0.05	0.00	-0.11	--	0.10	--

TI HITUNG KOUT

Factor Scores Regressions

KSI

	KOUT1	KOUT2	KOUT3	KOUT4	KOUT5	KOUT6
KOUT	0.17	0.23	0.22	0.15	0.18	0.16

TI HITUNG KOUT

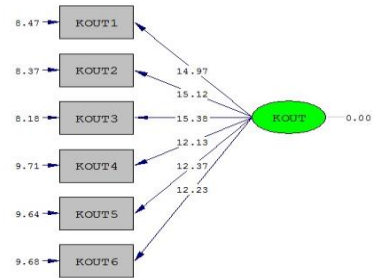
Standardized Solution

LAMBDA-X

	KOUT
KOUT1	0.87
KOUT2	1.02
KOUT3	0.77
KOUT4	0.72
KOUT5	0.66
KOUT6	0.74

PHI

	KOUT
	1.00



Chi-Square=23.16, df=9, P-value=0.00584, RMSEA=0.082

a) Sikap Pelanggan

TI HITUNG ST

DA NI=24 NO=237 MA=CM

LA

KPL1 KPL2 KPL3 KPL4 KPL5 KPL6 KINT1 KINT2

KINT3 KINT4 KINT5 KINT6 KOUT1 KOUT2 KOUT3

KOUT4 KOUT5 KOUT6 ST1 ST2 ST3 RP1 RP2 RP3

CM FI='D:\SKRIPSI\OLAHDATA\REVISI

43\HITUNGWOM43.COV' SY

SE

19 20 21 /

MO NY=3 NE=1 PS=SY TE=SY

LE

ST

FI PS 1 1

FR LY(1,1) LY(2,1) LY 3 1

FR TE(1,1) TE(2,2) TE 3 3

VA 1 PS 1 1

PD

OU MI FS SS

TI HITUNG ST

Number of Input Variables 24

Number of Y - Variables 3

Number of X - Variables 0

Number of ETA - Variables 1

Number of KSI - Variables 0

Number of Observations 237

TI HITUNG ST

Covariance Matrix

	ST1	ST2	ST3
ST1	1.17		
ST2	0.69	0.88	
ST3	0.68	0.54	0.69

TI HITUNG ST

Parameter Specifications

LAMBDA-Y

ST

	ST
ST1	1
ST2	2
ST3	3

THETA-EPS		
ST1	ST2	ST3
4	5	6

TI HITUNG ST

Number of Iterations = 3

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

ST	
ST1	0.93 (0.06) 15.66
ST2	0.74 (0.05) 13.74
ST3	0.73 (0.05) 15.90

Covariance Matrix of ETA

ST	
ST1	1.00

PSI

ST	
ST1	1.00

THETA-EPS

ST1	ST2	ST3
0.29	0.34	0.16
(0.05)	(0.04)	(0.03)
6.04	8.46	5.67

Squared Multiple Correlations for Y - Variables

ST1	ST2	ST3
0.75	0.62	0.76

Goodness of Fit Statistics

Degrees of Freedom = 0
 Minimum Fit Function Chi-Square = 0.00 (P = 1.00)
 Normal Theory Weighted Least Squares Chi-Square = 0.00 (P = 1.00)

The Model is Saturated, the Fit is Perfect !

TI HITUNG ST

Modification Indices and Expected Change

No Non-Zero Modification Indices for LAMBDA-Y

No Non-Zero Modification Indices for PSI

No Non-Zero Modification Indices for THETA-EPS

TI HITUNG ST

Factor Scores Regressions

ETA			
ST	ST1	ST2	ST3
ST	0.36	0.25	0.51

TI HITUNG ST

Standardized Solution

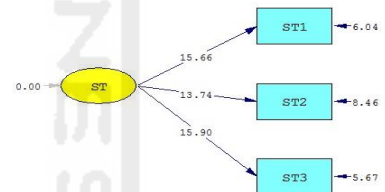
LAMBDA-Y	
ST	
ST1	0.93
ST2	0.74
ST3	0.73

Correlation Matrix of ETA

ST	
ST1	1.00

PSI

ST	
ST1	1.00



Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

e) Respon Perilaku

TI HITUNG RP

DA NI=24 NO=237 MA=CM

LA

KPL1 KPL2 KPL3 KPL4 KPL5 KPL6 KINT1 KINT2

KINT3 KINT4 KINT5 KINT6 KOUT1 KOUT2 KOUT3

KOUT4 KOUT5 KOUT6 ST1 ST2 ST3 RP1 RP2 RP3

CM FI='D:\SKRIPSI\OLAHDATA\REVISI

43\HITUNGWOM43.COV' SY

SE

22 23 24 /

MO NY=3 NE=1 PS=SY TE=SY

LE

RP

FI PS 1 1

FR LY(1,1) LY(2,1) LY 3 1

FR TE(1,1) TE(2,2) TE 3 3

VA 1 PS 1 1

PD

OU MI FS SS

TI HITUNG RP

Number of Input Variables 24

Number of Y - Variables 3

Number of X - Variables 0
 Number of ETA - Variables 1
 Number of KSI - Variables 0
 Number of Observations 237

Squared Multiple Correlations for Y - Variables

RP1	RP2	RP3
0.73	0.73	0.51

TI HITUNG RP

Covariance Matrix

	RP1	RP2	RP3
RP1	0.97		
RP2	0.83	1.31	
RP3	0.56	0.66	0.88

TI HITUNG RP

Parameter Specifications

LAMBDA-Y

RP	
RP1	1
RP2	2
RP3	3

THETA-EPS

RP1	RP2	RP3
4	5	6

TI HITUNG RP

Number of Iterations = 4

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

RP	
RP1	0.84 (0.06) 14.75
RP2	0.98 (0.07) 14.75
RP3	0.67 (0.06) 11.88

Covariance Matrix of ETA

RP	
RP	1.00

PSI

RP	
RP	1.00

THETA-EPS

RP1	RP2	RP3
0.26 (0.05) 5.38	0.36 (0.07) 5.37	0.43 (0.05) 8.98

Goodness of Fit Statistics

Degrees of Freedom = 0
 Minimum Fit Function Chi-Square = 0.00 (P = 1.00)
 Normal Theory Weighted Least Squares Chi-Square = 0.00 (P = 1.00)

The Model is Saturated, the Fit is Perfect !

TI HITUNG RP

Modification Indices and Expected Change

No Non-Zero Modification Indices for LAMBDA-Y

No Non-Zero Modification Indices for PSI

No Non-Zero Modification Indices for THETA-EPS

TI HITUNG RP

Factor Scores Regressions

ETA	RP1	RP2	RP3
RP	0.43	0.37	0.21

TI HITUNG RP

Standardized Solution

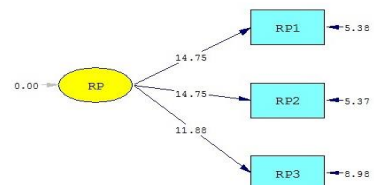
LAMBDA-Y	RP
RP1	0.84
RP2	0.98
RP3	0.67

Correlation Matrix of ETA

RP	
RP	1.00

PSI

RP	
RP	1.00



Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

LAMPIRAN IV

HASIL MODEL PENGUKURAN SETELAH MODIFIKASI

a) Kualitas Platform

TI HITUNG KPL
 DA NI=22 NO=237 MA=CM
 LA
 KPL1 KPL2 KPL3 KPL5 KINT1 KINT2 KINT3 KINT4
 KINT5 KINT6 KOUT1 KOUT2 KOUT3 KOUT4
 KOUT5 KOUT6 ST1 ST2 ST3 RP1 RP2 RP3
 CM FI='D:\SKRIPSI\OLAHDATA\REVISI
 43\HITUNGWOM43EDIT.COV' SY
 SE
 1 2 3 4/
 MO NX=4 NK=1 TD=SY
 LK
 KPL
 FR LX(1,1) LX(2,1) LX 3 1 LX 4 1
 FR TD(1,1) TD(2,2) TD 3 3 TD 4 4
 PD
 OU MI FS SS

TI HITUNG KPL

Number of Input Variables 22
 Number of Y - Variables 0
 Number of X - Variables 4
 Number of ETA - Variables 0
 Number of KSI - Variables 1
 Number of Observations 237

TI HITUNG KPL

Covariance Matrix

	KPL1	KPL2	KPL3	KPL5
KPL1	1.79			
KPL2	1.24	1.47		
KPL3	0.89	0.79	0.92	
KPL5	0.81	0.81	0.61	1.44

TI HITUNG KPL

Parameter Specifications

LAMBDA-X

KPL

KPL1	1
KPL2	2
KPL3	3
KPL5	4

THETA-DELTA

KPL1	KPL2	KPL3	KPL5
5	6	7	8

TI HITUNG KPL

Number of Iterations = 5

LISREL Estimates (Maximum Likelihood)

LAMBDA-X

KPL

KPL1	1.16
	(0.07)
	15.98
KPL2	1.06
	(0.07)
	16.20
KPL3	0.76
	(0.05)
	13.99
KPL5	0.75
	(0.07)
	10.15

PHI

KPL

1.00

THETA-DELTA

KPL1	KPL2	KPL3	KPL5
0.45	0.34	0.35	0.88
(0.07)	(0.05)	(0.04)	(0.09)
6.61	6.31	8.62	10.04

Squared Multiple Correlations for X - Variables

KPL1	KPL2	KPL3	KPL5
0.75	0.77	0.63	0.39

Goodness of Fit Statistics

Degrees of Freedom = 2

Minimum Fit Function Chi-Square = 4.53 (P = 0.10)

Normal Theory Weighted Least Squares Chi-Square = 4.30 (P = 0.12)

Estimated Non-centrality Parameter (NCP) = 2.30

90 Percent Confidence Interval for NCP = (0.0 ; 12.47)

Minimum Fit Function Value = 0.019

Population Discrepancy Function Value (F0) = 0.0097

90 Percent Confidence Interval for F0 = (0.0 ; 0.053)

Root Mean Square Error of Approximation (RMSEA) = 0.070

90 Percent Confidence Interval for RMSEA = (0.0 ; 0.16)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.26

Expected Cross-Validation Index (ECVI) = 0.086

90 Percent Confidence Interval for ECVI = (0.076 ; 0.13)

ECVI for Saturated Model = 0.085

ECVI for Independence Model = 2.40
 Chi-Square for Independence Model with 6 Degrees of Freedom = 557.79
 Independence AIC = 565.79
 Model AIC = 20.30
 Saturated AIC = 20.00
 Independence CAIC = 583.66
 Model CAIC = 56.04
 Saturated CAIC = 64.68

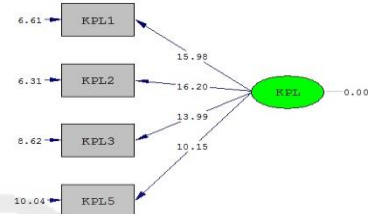
KPL2 1.06
 KPL3 0.76
 KPL5 0.75

PHI
 KPL

 1.00

Normed Fit Index (NFI) = 0.99
 Non-Normed Fit Index (NNFI) = 0.99
 Parsimony Normed Fit Index (PNFI) = 0.33
 Comparative Fit Index (CFI) = 1.00
 Incremental Fit Index (IFI) = 1.00
 Relative Fit Index (RFI) = 0.98

Critical N (CN) = 481.21



Root Mean Square Residual (RMR) = 0.024
 Standardized RMR = 0.017
 Goodness of Fit Index (GFI) = 0.99
 Adjusted Goodness of Fit Index (AGFI) = 0.95
 Parsimony Goodness of Fit Index (PGFI) = 0.20

Chi-Square=4.30, df=2, P-value=0.11655, RMSEA=0.070

b) Kualitas Interaksi

TI HITUNG KPL

Modification Indices and Expected Change

No Non-Zero Modification Indices for LAMBDA-X

No Non-Zero Modification Indices for PHI

Modification Indices for THETA-DELTA

	KPL1	KPL2	KPL3	KPL5
KPL1	--			
KPL2	1.66	--		
KPL3	0.75	4.11	--	
KPL5	4.11	0.75	1.66	--

Expected Change for THETA-DELTA

	KPL1	KPL2	KPL3	KPL5
KPL1	--			
KPL2	0.12	--		
KPL3	0.05	-0.11	--	
KPL5	-0.12	0.05	0.06	--

TI HITUNG KPL

Factor Scores Regressions

KSI

	KPL1	KPL2	KPL3	KPL5
KPL	0.27	0.32	0.23	0.09

TI HITUNG KPL

Standardized Solution

LAMBDA-X

KPL

KPL1	1.16
------	------

TI HITUNG KINT

DA NI=22 NO=237 MA=CM

LA

KPL1 KPL2 KPL3 KPL5 KINT1 KINT2 KINT3 KINT4

KINT5 KINT6 KOUT1 KOUT2 KOUT3 KOUT4

KOUT5 KOUT6 ST1 ST2 ST3 RP1 RP2 RP3

CM FI='D:\SKRIPSI\OLAHDATA\REVISI

43\HITUNGWOM43EDIT.COV' SY

SE

5 6 7 8 9 10/

MO NX=6 NK=1 TD=SY

LK

KINT

FR LX(1,1) LX(2,1) LX 3 1 LX 4 1 LX 5 1 LX 6 1

FR TD(1,1) TD(2,2) TD 3 3 TD 4 4 TD 5 5 TD 6 6

PD

OU MI FS SS

TI HITUNG KINT

Number of Input Variables 22

Number of Y - Variables 0

Number of X - Variables 6

Number of ETA - Variables 0

Number of KSI - Variables 1

Number of Observations 237

TI HITUNG KINT

Covariance Matrix

	KINT1	KINT2	KINT3	KINT4	KINT5	KINT6
KINT1	1.55					
KINT2	0.81	1.04				
KINT3	1.09	1.08	2.15			
KINT4	0.90	0.70	1.07	1.47		
KINT5	0.62	0.59	0.83	0.66	0.96	
KINT6	0.65	0.57	0.86	0.71	0.58	

1.08

TI HITUNG KINT

----- 0.56 0.68 0.68 0.55 0.52 0.49 -----

Parameter Specifications

LAMBDA-X

KINT	

KINT1	1
KINT2	2
KINT3	3
KINT4	4
KINT5	5
KINT6	6

THETA-DELTA

	KINT1	KINT2	KINT3	KINT4
KINT5	KINT6			
	-----	-----	-----	-----
	7	8	9	10
				11
				12

TI HITUNG KINT

Number of Iterations = 5

LISREL Estimates (Maximum Likelihood)

LAMBDA-X

KINT	

KINT1	0.93 (0.07) 12.90
KINT2	0.84 (0.06) 15.03
KINT3	1.21 (0.08) 15.02
KINT4	0.90 (0.07) 12.88
KINT5	0.71 (0.06) 12.38
KINT6	0.73 (0.06) 11.83

PHI

KINT	

	1.00

THETA-DELTA

	KINT1	KINT2	KINT3	KINT4
KINT5	KINT6			
	-----	-----	-----	-----
	0.69	0.33	0.68	0.65
	(0.07)	(0.04)	(0.08)	(0.07)
	0.46	0.55		
(0.06)	9.30	8.14	8.14	9.31
				9.50
				9.67

Squared Multiple Correlations for X - Variables

	KINT1	KINT2	KINT3	KINT4
KINT5	KINT6			

Goodness of Fit Statistics

Degrees of Freedom = 9
 Minimum Fit Function Chi-Square = 21.52 (P = 0.011)
 Normal Theory Weighted Least Squares Chi-Square = 21.94 (P = 0.0091)
 Estimated Non-centrality Parameter (NCP) = 12.94
 90 Percent Confidence Interval for NCP = (2.86 ; 30.68)

Minimum Fit Function Value = 0.091
 Population Discrepancy Function Value (F0) = 0.055
 90 Percent Confidence Interval for F0 = (0.012 ; 0.13)
 Root Mean Square Error of Approximation (RMSEA) = 0.078
 90 Percent Confidence Interval for RMSEA = (0.037 ; 0.12)
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.12

Expected Cross-Validation Index (ECVI) = 0.19
 90 Percent Confidence Interval for ECVI = (0.15 ; 0.27)
 ECVI for Saturated Model = 0.18
 ECVI for Independence Model = 5.13

Chi-Square for Independence Model with 15 Degrees of Freedom = 1199.79

Independence AIC = 1211.79
 Model AIC = 45.94
 Saturated AIC = 42.00
 Independence CAIC = 1238.59
 Model CAIC = 99.56
 Saturated CAIC = 135.83

Normed Fit Index (NFI) = 0.98
 Non-Normed Fit Index (NNFI) = 0.98
 Parsimony Normed Fit Index (PNFI) = 0.59
 Comparative Fit Index (CFI) = 0.99
 Incremental Fit Index (IFI) = 0.99
 Relative Fit Index (RFI) = 0.97

Critical N (CN) = 238.55

Root Mean Square Residual (RMR) = 0.035
 Standardized RMR = 0.028
 Goodness of Fit Index (GFI) = 0.97
 Adjusted Goodness of Fit Index (AGFI) = 0.93
 Parsimony Goodness of Fit Index (PGFI) = 0.42

TI HITUNG KINT

Modification Indices and Expected Change

No Non-Zero Modification Indices for LAMBDA-X

No Non-Zero Modification Indices for PHI

Modification Indices for THETA-DELTA

	KINT1	KINT2	KINT3	KINT4
KINT5	KINT6			
	-----	-----	-----	-----
	--	--	--	--
KINT1	--	--	--	--
KINT2	1.43	--	--	--
KINT3	0.83	9.08	--	--
KINT4	2.88	6.90	0.72	--
KINT5	1.82	0.04	1.28	0.80
KINT6	0.67	3.73	0.37	2.87
				5.13

Expected Change for THETA-DELTA

	KINT1	KINT2	KINT3	KINT4	KINT5	KINT6
KINT1	--					
KINT2	0.05	--				
KINT3	-0.06	0.15	--			
KINT4	0.09	-0.11	-0.05	--		
KINT5	-0.06	-0.01	-0.05	0.04	--	
KINT6	-0.04	-0.07	-0.03	0.08	0.09	--

11 12 13 14 15 16/
 MO NX=6 NK=1 TD=SY
 LK
 KOUT
 FR LX(1,1) LX(2,1) LX 3 1 LX 4 1 LX 5 1 LX 6 1
 FR TD(1,1) TD(2,2) TD 3 3 TD 4 4 TD 5 5 TD 6 6 TD 6
 4 TD 3 1
 PD
 OU MI FS SS
 TI HITUNG KOUT

Number of Input Variables 22
 Number of Y - Variables 0
 Number of X - Variables 6
 Number of ETA - Variables 0
 Number of KSI - Variables 1
 Number of Observations 237

TI HITUNG KINT

Factor Scores Regressions

KSI

	KINT1	KINT2	KINT3	KINT4	KINT5	KINT6
KINT1	0.14	0.26	0.18	0.14	0.16	0.13

TI HITUNG KOUT

Covariance Matrix

	KOUT1	KOUT2	KOUT3	KOUT4	KOUT5	KOUT6
KOUT1	1.20					
KOUT2	0.91	1.50				
KOUT3	0.75	0.81	0.90			
KOUT4	0.63	0.73	0.58	1.03		
KOUT5	0.55	0.65	0.52	0.47	0.82	
KOUT6	0.66	0.76	0.50	0.54	0.55	1.03

TI HITUNG KINT

Standardized Solution

LAMBDA-X

KINT	LAMBDA-X
KINT1	0.93
KINT2	0.84
KINT3	1.21
KINT4	0.90
KINT5	0.71
KINT6	0.73

TI HITUNG KOUT

Parameter Specifications

LAMBDA-X

KOUT

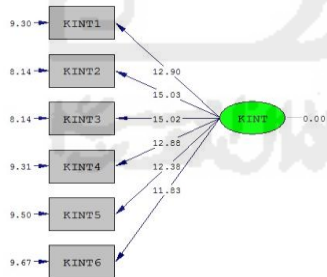
KOUT	LAMBDA-X
KOUT1	1
KOUT2	2
KOUT3	3
KOUT4	4
KOUT5	5
KOUT6	6

PHI

KINT	PHI
KINT1	1.00

THETA-DELTA

	KOUT1	KOUT2	KOUT3	KOUT4	KOUT5	KOUT6
KOUT1	7					
KOUT2	0	8				
KOUT3	9	0	10			
KOUT4	0	0	0	11		
KOUT5	0	0	0	0	12	
KOUT6	0	0	0	13	0	14



Chi-Square=21.94, df=9, P-value=0.00907, RMSEA=0.078

c) Kualitas Outcome

TI HITUNG KOUT

DA NI=22 NO=237 MA=CM

LA

KPL1 KPL2 KPL3 KPL5 KINT1 KINT2 KINT3 KINT4

KINT5 KINT6 KOUT1 KOUT2 KOUT3 KOUT4

KOUT5 KOUT6 ST1 ST2 ST3 RP1 RP2 RP3

CM FI=D:\SKRIPSI\OLAHDATA\REVISI

43\HITUNGWOM43EDIT.COV' SY

SE

TI HITUNG KOUT

Number of Iterations = 6

LISREL Estimates (Maximum Likelihood)

LAMBDA-X

KOUT

KOUT1 0.87
(0.06)
13.98
KOUT2 1.02
(0.07)
15.18
KOUT3 0.77
(0.05)
14.42
KOUT4 0.72
(0.06)
12.02
KOUT5 0.66
(0.05)
12.51
KOUT6 0.74
(0.06)
12.34

PHI

KOUT

1.00

THETA-DELTA

	KOUT1	KOUT2	KOUT3	KOUT4
KOUT1	0.44 (0.05) 8.16			
KOUT2	-- 0.45 (0.06) 7.76			
KOUT3	0.08 -- 0.31 (0.04) (0.04) 2.20 7.91			
KOUT4	-- -- 0.51 (0.05) 9.30			
KOUT5	-- -- -- 0.38 (0.04) 9.38			
KOUT6	-- -- -- 0.49 (0.04) (0.05) 0.17 9.19			

Squared Multiple Correlations for X - Variables

	KOUT1	KOUT2	KOUT3	KOUT4
KOUT5	0.63	0.70	0.66	0.51
KOUT6	0.53	0.53	0.53	0.53

Goodness of Fit Statistics

Degrees of Freedom = 7
Minimum Fit Function Chi-Square = 19.24 (P = 0.0075)
Normal Theory Weighted Least Squares Chi-Square = 17.70 (P = 0.013)
Estimated Non-centrality Parameter (NCP) = 10.70
90 Percent Confidence Interval for NCP = (1.93 ; 27.11)

Minimum Fit Function Value = 0.082
Population Discrepancy Function Value (F0) = 0.045
90 Percent Confidence Interval for F0 = (0.0082 ; 0.11)
Root Mean Square Error of Approximation (RMSEA) = 0.080

90 Percent Confidence Interval for RMSEA = (0.034 ; 0.13)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.12

Expected Cross-Validation Index (ECVI) = 0.19
90 Percent Confidence Interval for ECVI = (0.16 ; 0.26)
ECVI for Saturated Model = 0.18
ECVI for Independence Model = 5.44

\Chi-Square for Independence Model with 15 Degrees of Freedom = 1272.42

Independence AIC = 1284.42
Model AIC = 45.70
Saturated AIC = 42.00
Independence CAIC = 1311.23
Model CAIC = 108.25
Saturated CAIC = 135.83

Normed Fit Index (NFI) = 0.98
Non-Normed Fit Index (NNFI) = 0.98
Parsimony Normed Fit Index (PNFI) = 0.46
Comparative Fit Index (CFI) = 0.99
Incremental Fit Index (IFI) = 0.99
Relative Fit Index (RFI) = 0.97

Critical N (CN) = 227.65

Root Mean Square Residual (RMR) = 0.024
Standardized RMR = 0.024
Goodness of Fit Index (GFI) = 0.98
Adjusted Goodness of Fit Index (AGFI) = 0.93
Parsimony Goodness of Fit Index (PGFI) = 0.33

TI HITUNG KOUT

Modification Indices and Expected Change

No Non-Zero Modification Indices for LAMBDA-X

No Non-Zero Modification Indices for PHI

Modification Indices for THETA-DELTA

	KOUT1	KOUT2	KOUT3	KOUT4
KOUT5	2.30	2.13	0.84	0.11
KOUT6	1.69	0.01	12.39	-- 7.91

Expected Change for THETA-DELTA

	KOUT1	KOUT2	KOUT3	KOUT4
KOUT5	0.02	--	0.05	--
KOUT6	-0.01	-0.03	0.04	--
KOUT5	-0.05	-0.06	0.03	-0.01
KOUT6	0.05	0.00	-0.11	-- 0.10

TI HITUNG KOUT

Factor Scores Regressions

KSI

Number of Observations 237

KOUT1	KOUT2	KOUT3	KOUT4		
KOUT5	KOUT6				

KOUT	0.17	0.23	0.22	0.15	0.18
0.16					

TI HITUNG KOUT

Standardized Solution

LAMBDA-X

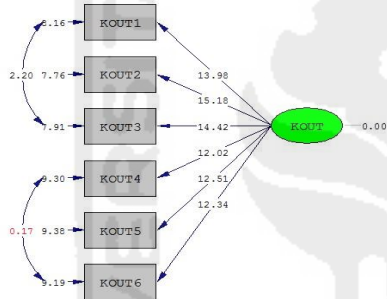
KOUT	

KOUT1	0.87
KOUT2	1.02
KOUT3	0.77
KOUT4	0.72
KOUT5	0.66
KOUT6	0.74

PHI

KOUT	

1.00	



Chi-Square=17.70, df=7, P-value=0.01340, RMSEA=0.080

d) Sikap Pelanggan

TI HITUNG ST

DA NI=22 NO=237 MA=CM

LA

KPL1 KPL2 KPL3 KPL5 KINT1 KINT2 KINT3 KINT4

KINT5 KINT6 KOUT1 KOUT2 KOUT3 KOUT4

KOUT5 KOUT6 ST1 ST2 ST3 RP1 RP2 RP3

CM FI=D:\SKRIPSI\OLAHDATA\REVISI

43\HITUNGWOM43EDIT.COV' SY

SE

17 18 19/

MO NY=3 NE=1 PS=SY TE=SY

LE

ST

FI PS 1 1

FR LY(1,1) LY(2,1) LY 3 1

FR TE(1,1) TE(2,2) TE 3 3

VA 1 PS 1 1

PD

OU MI FS SS

TI HITUNG ST

Number of Input Variables 22
 Number of Y - Variables 3
 Number of X - Variables 0
 Number of ETA - Variables 1
 Number of KSI - Variables 0

TI HITUNG ST

Covariance Matrix

ST1 ST2 ST3			

ST1	1.17		
ST2	0.69	0.88	
ST3	0.68	0.54	0.69

TI HITUNG ST

Parameter Specifications

LAMBDA-Y

ST	

ST1	1
ST2	2
ST3	3

THETA-EPS

ST1 ST2 ST3		

4	5	6

TI HITUNG ST

Number of Iterations = 3

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

ST	

ST1	0.93 (0.06) 15.66
ST2	0.74 (0.05) 13.74
ST3	0.73 (0.05) 15.90

Covariance Matrix of ETA

ST		

1.00		

PSI

ST		

1.00		

THETA-EPS

ST1 ST2 ST3		

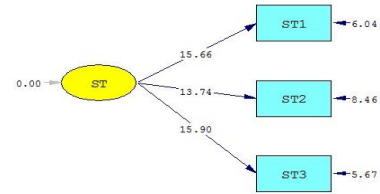
0.29	0.34	0.16
(0.05)	(0.04)	(0.03)
6.04	8.46	5.67

Squared Multiple Correlations for Y - Variables

ST1	ST2	ST3
0.75	0.62	0.76

Goodness of Fit Statistics

Degrees of Freedom = 0
 Minimum Fit Function Chi-Square = 0.00 (P = 1.00)
 Normal Theory Weighted Least Squares Chi-Square = 0.00 (P = 1.00)



Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

The Model is Saturated, the Fit is Perfect !

TI HITUNG ST

Modification Indices and Expected Change

No Non-Zero Modification Indices for LAMBDA-Y

No Non-Zero Modification Indices for PSI

No Non-Zero Modification Indices for THETA-EPS

TI HITUNG ST

Factor Scores Regressions

ETA

	ST1	ST2	ST3
ST	0.36	0.25	0.51

TI HITUNG ST

Standardized Solution

LAMBDA-Y

ST

	ST
ST1	0.93
ST2	0.74
ST3	0.73

Correlation Matrix of ETA

ST

	ST
ST	1.00

PSI

ST

	ST
ST	1.00

e) Respon Perilaku

TI HITUNG RP

DA NI=22 NO=237 MA=CM

LA

KPL1 KPL2 KPL3 KPL5 KINT1 KINT2 KINT3 KINT4

KINT5 KINT6 KOUT1 KOUT2 KOUT3 KOUT4

KOUT5 KOUT6 ST1 ST2 ST3 RP1 RP2 RP3

CM FI='D:\SKRIPSI\OLAHDATA\REVISI

43\HITUNGWOM43EDIT.COV' SY

SE

20 21 22/

MO NY=3 NE=1 PS=SY TE=SY

LE

RP

FI PS 1 1

FR LY(1,1) LY(2,1) LY 3 1

FR TE(1,1) TE(2,2) TE 3 3

VA 1 PS 1 1

PD

OU MIFS SS

TI HITUNG RP

Number of Input Variables 22

Number of Y - Variables 3

Number of X - Variables 0

Number of ETA - Variables 1

Number of KSI - Variables 0

Number of Observations 237

TI HITUNG RP

Covariance Matrix

	RP1	RP2	RP3
RP1	0.97		
RP2	0.83	1.31	
RP3	0.56	0.66	0.88

TI HITUNG RP

Parameter Specifications

LAMBDA-Y

RP

RP1	1
RP2	2
RP3	3

THETA-EPS

RP1	RP2	RP3
4	5	6

TI HITUNG RP

Number of Iterations = 4

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

RP

RP1 0.84
(0.06)
14.75
RP2 0.98
(0.07)
14.75
RP3 0.67
(0.06)
11.88

Covariance Matrix of ETA

RP

1.00

PSI

RP

1.00

THETA-EPS

RP1 RP2 RP3

0.26 0.36 0.43
(0.05) (0.07) (0.05)
5.38 5.37 8.98

Squared Multiple Correlations for Y - Variables

RP1 RP2 RP3

0.73 0.73 0.51

Goodness of Fit Statistics

Degrees of Freedom = 0

Minimum Fit Function Chi-Square = 0.00 (P = 1.00)
Normal Theory Weighted Least Squares Chi-Square = 0.00 (P = 1.00)

The Model is Saturated, the Fit is Perfect !

TI HITUNG RP

Modification Indices and Expected Change

No Non-Zero Modification Indices for LAMBDA-Y

No Non-Zero Modification Indices for PSI

No Non-Zero Modification Indices for THETA-EPS

TI HITUNG RP

Factor Scores Regressions

ETA
RP1 RP2 RP3

RP 0.43 0.37 0.21

TI HITUNG RP

Standardized Solution

LAMBDA-Y

RP

RP1 0.84
RP2 0.98
RP3 0.67

Correlation Matrix of ETA

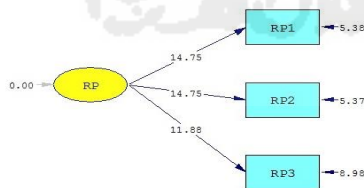
RP

1.00

PSI

RP

1.00



Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

LAMPIRAN V

MODEL PERSAMAAN STRUKTURAL AWAL LENGKAP

```

TI OLAH DATA WOM
DA NI=24 NO=237 MA=CM
LA
KPL1 KPL2 KPL3 KPL4 KPL5 KPL6 KINT1 KINT2 KINT3 KINT4 KINT5 KINT6 KOUT1 KOUT2 KOUT3 KOUT4
KOUT5 KOUT6 ST1
ST2 ST3 RP1 RP2 RP3
CM FI='D:\SKRIPSI\OLAHDATA\REVISI 43\HITUNGWOM43.COV' SY
SE
22 23 24 19 20 21 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18/
MO NX=18 NY=6 NK=3 NE=2 AL=FI BE=FU GA=FI PS=SY TE=SY TD=SY AL=FI
LE
WOM ST
LK
KPL KINT KOUT
FR LY(1,1) LY(2,1) LY(3,1) LY(4,2) LY(5,2) LY(6,2)
FR LX(1,1) LX(2,1) LX(3,1) LX(4,1) LX(5,1) LX(6,1) LX(7,2) LX(8,2) LX(9,2) LX(10,2) LX(11,2) LX(12,2)
FR LX(13,3) LX(14,3) LX(15,3) LX(16,3) LX(17,3) LX(18,3) BE(1,2) GA(1,1) GA(1,2)
FR GA(1,3) GA(2,1) GA(2,2) GA(2,3) TE(1,1) TE(2,2) TE(3,3) TE(4,4) TE(5,5)
FR TE(6,6) TD(1,1) TD(2,2) TD(3,3) TD(4,4) TD(5,5) TD(6,6) TD(7,7) TD(8,8)
FR TD(9,9) TD(10,10) TD(11,11) TD(12,12) TD(13,13) TD(14,14) TD(15,15) TD(16,16) TD(17,17) TD(18,18)
PD
OU MI SS
    
```

TI OLAH DATA WOM

```

Number of Input Variables 24
Number of Y - Variables 6
Number of X - Variables 18
Number of ETA - Variables 2
Number of KSI - Variables 3
Number of Observations 237
    
```

TI OLAH DATA WOM

Covariance Matrix

	RP1	RP2	RP3	ST1	ST2	ST3
RP1	0.97					
RP2	0.83	1.31				
RP3	0.56	0.66	0.88			
ST1	0.79	0.85	0.72	1.17		
ST2	0.69	0.70	0.57	0.69	0.88	
ST3	0.60	0.64	0.52	0.68	0.54	0.69
KPL1	0.93	0.93	0.78	1.02	0.78	0.65
KPL2	0.82	0.84	0.64	0.82	0.75	0.57
KPL3	0.67	0.70	0.56	0.66	0.56	0.54
KPL4	0.54	0.53	0.48	0.61	0.47	0.40
KPL5	0.78	0.89	0.59	0.66	0.73	0.51
KPL6	0.49	0.51	0.42	0.52	0.46	0.38
KINT1	0.75	0.76	0.65	0.82	0.67	0.48
KINT2	0.71	0.75	0.56	0.69	0.65	0.52
KINT3	0.95	1.17	0.82	1.02	0.89	0.81
KINT4	0.74	0.78	0.70	0.79	0.73	0.61
KINT5	0.62	0.69	0.52	0.60	0.55	0.46
KINT6	0.65	0.65	0.57	0.63	0.56	0.51
KOUT1	0.77	0.70	0.60	0.81	0.56	0.65
KOUT2	0.84	0.95	0.65	0.85	0.72	0.59
KOUT3	0.66	0.74	0.55	0.72	0.58	0.53
KOUT4	0.65	0.60	0.55	0.74	0.60	0.53
KOUT5	0.60	0.58	0.42	0.51	0.51	0.47
KOUT6	0.70	0.60	0.51	0.68	0.59	0.50

Covariance Matrix

	KPL1	KPL2	KPL3	KPL4	KPL5	KPL6
KPL1	1.79					
KPL2	1.24	1.47				
KPL3	0.89	0.79	0.92			
KPL4	0.73	0.57	0.47	0.61		
KPL5	0.81	0.81	0.61	0.55	1.44	
KPL6	0.63	0.51	0.39	0.43	0.60	0.58
KINT1	0.98	0.77	0.56	0.54	0.73	0.50
KINT2	0.78	0.76	0.62	0.49	0.71	0.52
KINT3	1.17	1.13	0.89	0.63	0.99	0.66
KINT4	0.91	0.71	0.64	0.53	0.84	0.54
KINT5	0.78	0.66	0.54	0.44	0.55	0.38
KINT6	0.76	0.67	0.61	0.46	0.57	0.41
KOUT1	0.83	0.73	0.60	0.55	0.72	0.52
KOUT2	0.90	0.82	0.65	0.54	0.87	0.55
KOUT3	0.84	0.72	0.55	0.45	0.65	0.44
KOUT4	0.88	0.69	0.52	0.48	0.64	0.43
KOUT5	0.67	0.58	0.43	0.34	0.62	0.36
KOUT6	0.66	0.49	0.52	0.45	0.60	0.43

Covariance Matrix

	KINT1	KINT2	KINT3	KINT4	KINT5	KINT6
KINT1	1.55					
KINT2	0.81	1.04				
KINT3	1.09	1.08	2.15			
KINT4	0.90	0.70	1.07	1.47		
KINT5	0.62	0.59	0.83	0.66	0.96	
KINT6	0.65	0.57	0.86	0.71	0.58	1.08
KOUT1	0.65	0.74	0.89	0.73	0.58	0.59
KOUT2	0.74	0.74	1.13	0.91	0.66	0.62
KOUT3	0.62	0.61	0.83	0.66	0.53	0.62
KOUT4	0.75	0.61	0.84	0.60	0.48	0.55
KOUT5	0.48	0.46	0.79	0.58	0.47	0.45
KOUT6	0.60	0.58	0.88	0.75	0.47	0.53

Covariance Matrix

	KOUT1	KOUT2	KOUT3	KOUT4	KOUT5	KOUT6
KOUT1	1.20					
KOUT2	0.91	1.50				
KOUT3	0.75	0.81	0.90			
KOUT4	0.63	0.73	0.58	1.03		
KOUT5	0.55	0.65	0.52	0.47	0.82	
KOUT6	0.66	0.76	0.50	0.54	0.55	1.03

TI OLAH DATA WOM

Parameter Specifications

LAMBDA-Y

	WOM	ST
RP1	0	0
RP2	1	0
RP3	2	0
ST1	0	0
ST2	0	3
ST3	0	4

LAMBDA-X

	KPL	KINT	KOUT
KPL1	5	0	0
KPL2	6	0	0
KPL3	7	0	0
KPL4	8	0	0

KPL5	9	0	0
KPL6	10	0	0
KINT1	0	11	0
KINT2	0	12	0
KINT3	0	13	0
KINT4	0	14	0
KINT5	0	15	0
KINT6	0	16	0
KOUT1	0	0	17
KOUT2	0	0	18
KOUT3	0	0	19
KOUT4	0	0	20
KOUT5	0	0	21
KOUT6	0	0	22

BETA

	WOM	ST
WOM	0	23
ST	0	0

GAMMA

	KPL	KINT	KOUT
WOM	24	25	26
ST	27	28	29

PHI

	KPL	KINT	KOUT
KPL	0		
KINT	30	0	
KOUT	31	32	0

PSI

	WOM	ST
	33	34

THETA-EPS

	RP1	RP2	RP3	ST1	ST2	ST3
	35	36	37	38	39	40

THETA-DELTA

	KPL1	KPL2	KPL3	KPL4	KPL5	KPL6
	41	42	43	44	45	46

THETA-DELTA

	KINT1	KINT2	KINT3	KINT4	KINT5	KINT6
	47	48	49	50	51	52

THETA-DELTA

	KOUT1	KOUT2	KOUT3	KOUT4	KOUT5	KOUT6
	53	54	55	56	57	58

TI OLAH DATA WOM

Number of Iterations = 47

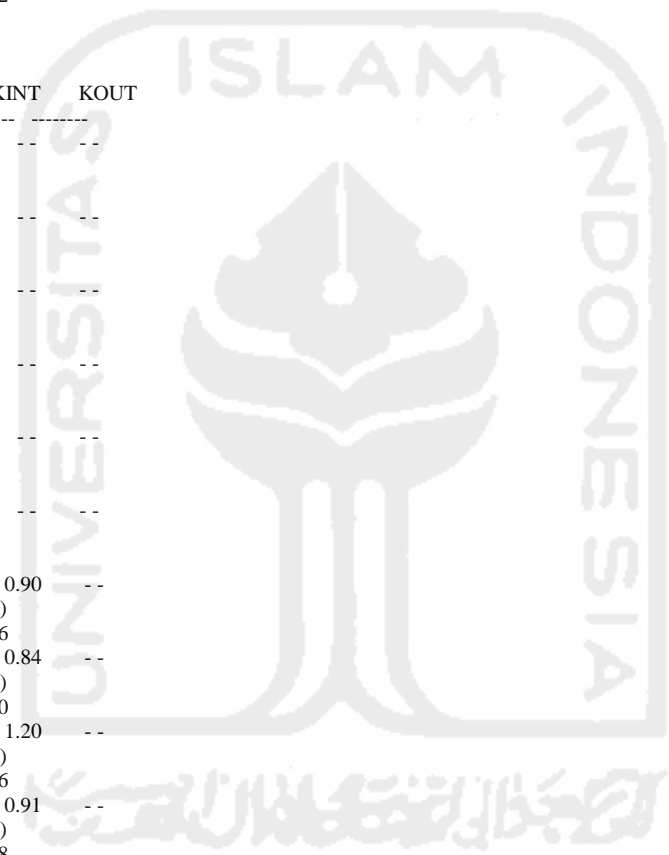
LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

	WOM	ST
RP1	0.86	--
RP2	0.89	--
	(0.06)	
	15.77	
RP3	0.72	--
	(0.05)	
	15.35	
ST1	--	0.93
ST2	--	0.77
	(0.05)	
	16.57	
ST3	--	0.70
	(0.04)	
	17.02	

LAMBDA-X

	KPL	KINT	KOUT
KPL1	1.11	--	--
	(0.07)		
	15.43		
KPL2	0.96	--	--
	(0.07)		
	14.52		
KPL3	0.77	--	--
	(0.05)		
	14.52		
KPL4	0.64	--	--
	(0.04)		
	15.28		
KPL5	0.87	--	--
	(0.07)		
	12.62		
KPL6	0.59	--	--
	(0.04)		
	14.07		
KINT1	--	0.90	--
	(0.07)		
	12.66		
KINT2	--	0.84	--
	(0.06)		
	15.20		
KINT3	--	1.20	--
	(0.08)		
	15.06		
KINT4	--	0.91	--
	(0.07)		
	13.38		
KINT5	--	0.72	--
	(0.06)		
	13.01		
KINT6	--	0.75	--
	(0.06)		
	12.57		
KOUT1	--	--	0.88
	(0.06)		
	14.81		
KOUT2	--	--	0.99
	(0.07)		
	14.75		
KOUT3	--	--	0.79
	(0.05)		
	15.63		
KOUT4	--	--	0.75
	(0.06)		
	13.12		



KOUT5	--	--	0.65
			(0.05)
			12.70
KOUT6	--	--	0.74
			(0.06)
			12.90

BETA

	WOM	ST
WOM	--	0.66
		(0.29)
		2.25
ST	--	--

GAMMA

	KPL	KINT	KOUT
WOM	0.18	0.17	0.03
	(0.15)	(0.15)	(0.22)
	1.21	1.15	0.15
ST	0.29	0.14	0.57
	(0.14)	(0.16)	(0.14)
	2.05	0.85	4.10

Covariance Matrix of ETA and KSI

	WOM	ST	KPL	KINT	KOUT
WOM	1.00				
ST	1.02	1.00			
KPL	0.99	0.94	1.00		
KINT	0.98	0.93	0.93	1.00	
KOUT	0.99	0.96	0.91	0.93	1.00

PHI

	KPL	KINT	KOUT
KPL	1.00		
KINT	0.93	1.00	
	(0.02)		
	54.50		
KOUT	0.91	0.93	1.00
	(0.02)	(0.02)	
	48.33	51.24	

PSI

Note: This matrix is diagonal.

	WOM	ST
	--	--
	-0.05	0.05
	(0.02)	(0.02)
	-2.38	2.24

Squared Multiple Correlations for Structural Equations

	WOM	ST
	--	--
	1.05	0.95

Squared Multiple Correlations for Reduced Form

	WOM	ST
	--	--
	1.03	0.95

Reduced Form

	KPL	KINT	KOUT
WOM	0.37 (0.12)	0.26 (0.14)	0.41 (0.12)
	3.02	1.81	3.48
ST	0.29 (0.14)	0.14 (0.16)	0.57 (0.14)
	2.05	0.85	4.10

W_A_R_N_I_N_G: PSI is not positive definite

THETA-EPS

RP1	RP2	RP3	ST1	ST2	ST3
0.23 (0.03)	0.52 (0.05)	0.36 (0.03)	0.30 (0.03)	0.28 (0.03)	0.21 (0.02)
9.26	10.46	10.53	9.02	9.58	9.42

Squared Multiple Correlations for Y - Variables

RP1	RP2	RP3	ST1	ST2	ST3
0.76	0.61	0.59	0.74	0.68	0.70

THETA-DELTA

KPL1	KPL2	KPL3	KPL4	KPL5	KPL6
0.56 (0.06)	0.54 (0.06)	0.34 (0.03)	0.20 (0.02)	0.69 (0.07)	0.23 (0.02)
9.49	9.79	9.78	9.54	10.19	9.90

THETA-DELTA

KINT1	KINT2	KINT3	KINT4	KINT5	KINT6
0.74 (0.07)	0.34 (0.04)	0.72 (0.08)	0.64 (0.06)	0.44 (0.04)	0.52 (0.05)
10.13	9.44	9.49	9.98	10.06	10.14

THETA-DELTA

KOUT1	KOUT2	KOUT3	KOUT4	KOUT5	KOUT6
0.42 (0.04)	0.53 (0.05)	0.27 (0.03)	0.46 (0.05)	0.39 (0.04)	0.48 (0.05)
9.69	9.71	9.39	10.10	10.18	10.14

Squared Multiple Correlations for X - Variables

KPL1	KPL2	KPL3	KPL4	KPL5	KPL6
0.69	0.63	0.63	0.68	0.52	0.61

Squared Multiple Correlations for X - Variables

KINT1	KINT2	KINT3	KINT4	KINT5	KINT6
0.52	0.67	0.67	0.57	0.54	0.52

Squared Multiple Correlations for X - Variables

KOUT1	KOUT2	KOUT3	KOUT4	KOUT5	KOUT6
0.65	0.65	0.70	0.55	0.52	0.54

Goodness of Fit Statistics

Degrees of Freedom = 266
 Minimum Fit Function Chi-Square = 726.09 (P = 0.0)
 Normal Theory Weighted Least Squares Chi-Square = 672.16 (P = 0.0)
 Estimated Non-centrality Parameter (NCP) = 406.16
 90 Percent Confidence Interval for NCP = (333.58 ; 486.42)

Minimum Fit Function Value = 3.08
 Population Discrepancy Function Value (F0) = 1.72
 90 Percent Confidence Interval for F0 = (1.41 ; 2.06)
 Root Mean Square Error of Approximation (RMSEA) = 0.080
 90 Percent Confidence Interval for RMSEA = (0.073 ; 0.088)
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 3.34
 90 Percent Confidence Interval for ECVI = (2.93 ; 3.58)
 ECVI for Saturated Model = 2.54
 ECVI for Independence Model = 98.89

Chi-Square for Independence Model with 276 Degrees of Freedom = 23290.67

Independence AIC = 23338.67
 Model AIC = 788.16
 Saturated AIC = 600.00
 Independence CAIC = 23445.90
 Model CAIC = 1047.31
 Saturated CAIC = 1940.42

Normed Fit Index (NFI) = 0.97
 Non-Normed Fit Index (NNFI) = 0.98
 Parsimony Normed Fit Index (PNFI) = 0.93
 Comparative Fit Index (CFI) = 0.98
 Incremental Fit Index (IFI) = 0.98
 Relative Fit Index (RFI) = 0.97

Critical N (CN) = 105.85

Root Mean Square Residual (RMR) = 0.045
 Standardized RMR = 0.039
 Goodness of Fit Index (GFI) = 0.81
 Adjusted Goodness of Fit Index (AGFI) = 0.78
 Parsimony Goodness of Fit Index (PGFI) = 0.72

TI OLAH DATA WOM

Modification Indices and Expected Change

Modification Indices for LAMBDA-Y

	WOM	ST
RP1	--	0.02
RP2	--	6.71
RP3	--	6.09
ST1	0.00	--
ST2	2.43	--
ST3	2.27	--

Expected Change for LAMBDA-Y

	WOM	ST
RP1	--	-0.07
RP2	--	1.33
RP3	--	-1.02
ST1	0.00	--
ST2	0.41	--
ST3	-0.35	--

Standardized Expected Change for LAMBDA-Y

	WOM	ST
RP1	--	-0.07
RP2	--	1.33
RP3	--	-1.02
ST1	0.00	--
ST2	0.41	--
ST3	-0.35	--

Modification Indices for LAMBDA-X

	KPL	KINT	KOUT
KPL1	--	4.16	2.13
KPL2	--	0.97	3.05
KPL3	--	2.46	0.01
KPL4	--	1.59	0.02
KPL5	--	3.49	6.29
KPL6	--	2.05	2.37
KINT1	1.01	--	4.07
KINT2	0.08	--	0.03
KINT3	0.75	--	0.02
KINT4	0.02	--	2.00
KINT5	0.62	--	0.00
KINT6	1.11	--	0.86
KOUT1	0.23	1.83	--
KOUT2	2.89	0.71	--
KOUT3	0.40	0.07	--
KOUT4	7.16	2.66	--
KOUT5	0.00	0.00	--
KOUT6	0.80	1.45	--

Expected Change for LAMBDA-X

	KPL	KINT	KOUT
KPL1	--	-0.52	-0.30
KPL2	--	-0.23	-0.34
KPL3	--	0.30	-0.02
KPL4	--	-0.19	-0.02
KPL5	--	0.48	0.52
KPL6	--	0.22	0.19
KINT1	-0.27	--	-0.51
KINT2	0.06	--	-0.03
KINT3	-0.25	--	-0.04
KINT4	-0.04	--	0.34
KINT5	0.16	--	-0.01
KINT6	0.24	--	0.20
KOUT1	-0.08	-0.27	--
KOUT2	-0.33	-0.19	--
KOUT3	0.09	-0.04	--
KOUT4	0.46	0.33	--
KOUT5	-0.01	0.01	--
KOUT6	-0.15	0.24	--

Standardized Expected Change for LAMBDA-X

	KPL	KINT	KOUT
KPL1	--	-0.52	-0.30
KPL2	--	-0.23	-0.34
KPL3	--	0.30	-0.02
KPL4	--	-0.19	-0.02
KPL5	--	0.48	0.52
KPL6	--	0.22	0.19
KINT1	-0.27	--	-0.51
KINT2	0.06	--	-0.03
KINT3	-0.25	--	-0.04
KINT4	-0.04	--	0.34
KINT5	0.16	--	-0.01
KINT6	0.24	--	0.20

KOUT1	-0.08	-0.27	--
KOUT2	-0.33	-0.19	--
KOUT3	0.09	-0.04	--
KOUT4	0.46	0.33	--
KOUT5	-0.01	0.01	--
KOUT6	-0.15	0.24	--

No Non-Zero Modification Indices for BETA

No Non-Zero Modification Indices for GAMMA

No Non-Zero Modification Indices for PHI

No Non-Zero Modification Indices for PSI

Modification Indices for THETA-EPS

	RP1	RP2	RP3	ST1	ST2	ST3
RP1	--					
RP2	10.21	--				
RP3	13.20	0.24	--			
ST1	2.47	0.12	4.77	--		
ST2	0.14	0.62	0.00	5.39	--	
ST3	0.13	0.09	0.85	6.96	0.14	--

Expected Change for THETA-EPS

	RP1	RP2	RP3	ST1	ST2	ST3
RP1	--					
RP2	0.09	--				
RP3	-0.09	0.02	--			
ST1	-0.03	-0.01	0.05	--		
ST2	0.01	-0.02	0.00	-0.06	--	
ST3	-0.01	0.01	0.02	0.06	-0.01	--

Modification Indices for THETA-DELTA-EPS

	RP1	RP2	RP3	ST1	ST2	ST3
KPL1	0.03	2.28	0.02	7.75	1.66	4.32
KPL2	0.24	0.00	1.43	0.08	3.74	2.70
KPL3	1.76	0.44	1.33	1.05	0.65	7.46
KPL4	0.32	5.04	2.06	11.27	0.70	0.25
KPL5	3.73	9.95	0.39	17.65	7.38	5.61
KPL6	2.99	1.51	0.12	0.05	1.10	0.04
KINT1	0.22	0.63	0.68	5.50	0.23	15.02
KINT2	0.13	0.00	1.91	2.85	3.24	1.07
KINT3	5.98	5.92	0.71	0.10	0.01	3.11
KINT4	2.61	1.79	2.57	0.15	2.87	0.40
KINT5	0.84	2.72	0.29	1.17	0.07	0.03
KINT6	0.30	0.57	2.45	1.29	0.17	1.48
KOUT1	0.39	7.70	0.25	1.66	20.47	11.25
KOUT2	0.33	9.75	0.36	0.52	0.01	11.33
KOUT3	1.49	1.84	0.01	0.25	0.32	0.00
KOUT4	1.08	10.22	0.11	4.89	1.58	0.27
KOUT5	4.40	0.02	2.35	12.62	1.11	3.02
KOUT6	9.23	3.88	0.11	0.35	1.88	0.15

Expected Change for THETA-DELTA-EPS

	RP1	RP2	RP3	ST1	ST2	ST3
KPL1	0.00	-0.06	0.00	0.09	-0.04	-0.05
KPL2	0.01	0.00	-0.04	-0.01	0.05	-0.04
KPL3	0.03	0.02	0.03	-0.02	-0.02	0.05
KPL4	-0.01	-0.05	0.03	0.06	-0.01	-0.01
KPL5	0.05	0.13	-0.02	-0.14	0.08	-0.06
KPL6	-0.03	-0.03	-0.01	0.00	0.02	0.00
KINT1	0.01	-0.03	0.03	0.08	0.02	-0.11
KINT2	0.01	0.00	-0.03	-0.04	0.04	-0.02
KINT3	-0.07	0.10	-0.03	-0.01	0.00	0.05

KINT4	-0.04	-0.05	0.05	-0.01	0.05	0.02
KINT5	0.02	0.05	0.01	-0.03	0.01	0.00
KINT6	0.01	-0.03	0.05	-0.03	-0.01	0.03
KOUT1	0.01	-0.09	-0.01	0.03	-0.11	0.07
KOUT2	0.01	0.11	-0.02	-0.02	0.00	-0.08
KOUT3	-0.02	0.04	0.00	0.01	-0.01	0.00
KOUT4	-0.02	-0.11	0.01	0.06	0.03	0.01
KOUT5	0.04	0.00	-0.04	-0.09	0.02	0.04
KOUT6	0.07	-0.07	-0.01	0.02	0.04	-0.01

Modification Indices for THETA-DELTA

	KPL1	KPL2	KPL3	KPL4	KPL5	KPL6
KPL1	--					
KPL2	30.58	--				
KPL3	3.18	4.18	--			
KPL4	0.93	6.05	2.01	--		
KPL5	16.76	0.34	3.75	0.16	--	
KPL6	2.61	8.28	16.96	19.27	13.93	--
KINT1	4.72	0.15	8.61	0.42	0.02	0.00
KINT2	8.00	0.24	0.35	0.00	0.32	8.65
KINT3	0.71	4.80	1.45	10.13	0.07	0.03
KINT4	0.18	7.95	0.28	0.01	5.00	1.96
KINT5	2.29	0.07	0.50	0.17	2.21	2.91
KINT6	0.13	0.02	6.59	0.77	2.82	1.06
KOUT1	2.47	0.75	0.09	4.23	0.02	4.10
KOUT2	3.06	0.03	0.77	1.61	4.45	0.43
KOUT3	3.65	2.49	0.22	1.11	0.08	0.18
KOUT4	10.03	0.28	1.82	1.92	0.05	0.23
KOUT5	0.36	0.72	0.97	7.02	6.00	0.00
KOUT6	5.26	19.93	0.08	2.12	0.00	1.17

Modification Indices for THETA-DELTA

	KINT1	KINT2	KINT3	KINT4	KINT5	KINT6
KINT1	--					
KINT2	3.71	--				
KINT3	0.16	8.70	--			
KINT4	3.42	5.43	0.45	--		
KINT5	1.07	0.29	1.35	0.03	--	
KINT6	0.54	5.04	0.86	0.71	1.73	--
KOUT1	2.13	9.14	4.52	0.37	0.02	0.47
KOUT2	1.84	0.41	1.88	4.75	0.03	3.88
KOUT3	0.36	0.10	2.67	1.10	0.00	9.53
KOUT4	11.88	0.41	0.09	3.45	1.88	0.03
KOUT5	1.96	4.85	4.65	0.40	1.45	0.27
KOUT6	0.20	0.02	1.81	8.33	1.28	0.00

Modification Indices for THETA-DELTA

	KOUT1	KOUT2	KOUT3	KOUT4	KOUT5	KOUT6
KOUT1	--					
KOUT2	1.82	--				
KOUT3	7.23	1.92	--			
KOUT4	1.76	0.29	0.65	--		
KOUT5	1.81	0.01	0.00	0.74	--	
KOUT6	0.00	0.65	17.31	0.46	6.07	--

Expected Change for THETA-DELTA

	KPL1	KPL2	KPL3	KPL4	KPL5	KPL6
KPL1	--					
KPL2	0.23	--				
KPL3	0.06	0.06	--			
KPL4	0.02	-0.06	-0.03	--		
KPL5	-0.19	-0.03	-0.07	-0.01	--	
KPL6	-0.04	-0.07	-0.08	0.07	0.11	--
KINT1	0.10	-0.02	-0.10	0.02	-0.01	0.00
KINT2	-0.09	0.02	0.01	0.00	0.02	0.06

KINT3	-0.04	0.10	0.04	-0.09	0.01	0.00
KINT4	-0.02	-0.12	-0.02	0.00	0.10	0.04
KINT5	0.05	0.01	0.02	0.01	-0.06	-0.04
KINT6	-0.01	-0.01	0.08	0.02	-0.07	-0.03
KOUT1	-0.06	-0.03	-0.01	0.04	-0.01	0.05
KOUT2	-0.07	-0.01	-0.03	-0.03	0.09	0.02
KOUT3	0.06	0.04	-0.01	-0.02	-0.01	-0.01
KOUT4	0.12	0.02	-0.04	0.03	-0.01	-0.01
KOUT5	0.02	0.03	-0.03	-0.05	0.09	0.00
KOUT6	-0.09	-0.16	0.01	0.03	0.00	0.03

Expected Change for THETA-DELTA

	KINT1	KINT2	KINT3	KINT4	KINT5	KINT6
KINT1	--					
KINT2	0.07	--				
KINT3	0.02	0.11	--			
KINT4	0.09	-0.08	-0.03	--		
KINT5	-0.04	-0.02	-0.05	0.01	--	
KINT6	-0.03	-0.07	-0.04	0.03	0.04	--
KOUT1	-0.06	0.08	-0.09	-0.02	0.00	-0.02
KOUT2	-0.06	-0.02	0.06	0.09	0.01	-0.07
KOUT3	-0.02	-0.01	-0.05	-0.03	0.00	0.08
KOUT4	0.14	0.02	-0.01	-0.07	-0.04	0.01
KOUT5	-0.05	-0.06	0.08	0.02	0.03	-0.02
KOUT6	-0.02	0.00	0.06	0.11	-0.04	0.00

Expected Change for THETA-DELTA

	KOUT1	KOUT2	KOUT3	KOUT4	KOUT5	KOUT6
KOUT1	--					
KOUT2	0.05	--				
KOUT3	0.07	0.04	--			
KOUT4	-0.04	-0.02	-0.02	--		
KOUT5	-0.04	0.00	0.00	-0.03	--	
KOUT6	0.00	0.03	-0.11	-0.02	0.07	--

No Non-Zero Modification Indices for ALPHA

Maximum Modification Index is 30.58 for Element (2, 1) of THETA-DELTA

TI OLAH DATA WOM

Standardized Solution

LAMBDA-Y

	WOM	ST
RP1	0.86	--
RP2	0.89	--
RP3	0.72	--
ST1	--	0.93
ST2	--	0.77
ST3	--	0.70

LAMBDA-X

	KPL	KINT	KOUT
KPL1	1.11	--	--
KPL2	0.96	--	--
KPL3	0.77	--	--
KPL4	0.64	--	--
KPL5	0.87	--	--
KPL6	0.59	--	--
KINT1	--	0.90	--
KINT2	--	0.84	--
KINT3	--	1.20	--
KINT4	--	0.91	--
KINT5	--	0.72	--

KINT6	--	0.75	--
KOUT1	--	--	0.88
KOUT2	--	--	0.99
KOUT3	--	--	0.79
KOUT4	--	--	0.75
KOUT5	--	--	0.65
KOUT6	--	--	0.74

BETA

	WOM	ST
WOM	--	0.66
ST	--	--

GAMMA

	KPL	KINT	KOUT
WOM	0.18	0.17	0.03
ST	0.29	0.14	0.57

Correlation Matrix of ETA and KSI

	WOM	ST	KPL	KINT	KOUT
WOM	1.00				
ST	1.02	1.00			
KPL	0.99	0.94	1.00		
KINT	0.98	0.93	0.93	1.00	
KOUT	0.99	0.96	0.91	0.93	1.00

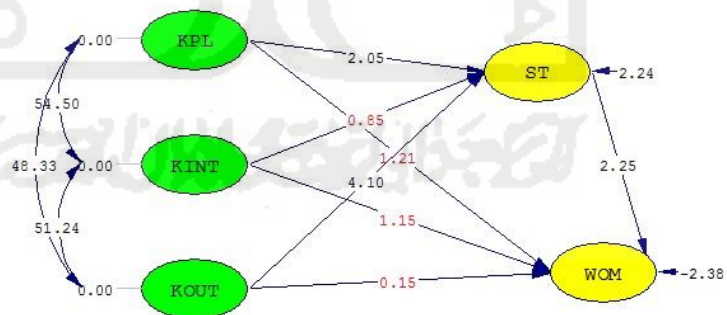
PSI

Note: This matrix is diagonal.

	WOM	ST
	--	--
	-0.05	0.05

Regression Matrix ETA on KSI (Standardized)

	KPL	KINT	KOUT
WOM	0.37	0.26	0.41
ST	0.29	0.14	0.57



Chi-Square=672.16, df=266, P-value=0.00000, RMSEA=0.080

LAMPIRAN VI

MODEL PERSAMAAN STRUKTURAL

TI OLAH DATA WOM
 DA NI=22 NO=237 MA=CM
 LA
 KPL1 KPL2 KPL3 KPL5 KINT1 KINT2 KINT3 KINT4 KINT5 KINT6 KOUT1 KOUT2 KOUT3 KOUT4 KOUT5 KOUT6
 ST1
 ST2 ST3 RP1 RP2 RP3
 CM FI='D:\SKRIPSI\OLAHDATA\REVISI 43\HITUNGWOM43EDIT.COV' SY
 SE
 20 21 22 17 18 19 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16/
 MO NX=16 NY=6 NK=3 NE=2 AL=FI BE=FU GA=FI PS=SY TE=SY TD=SY AL=FI
 LE
 WOM ST
 LK
 KPL KINT KOUT
 FR LY(1,1) LY(2,1) LY(3,1) LY(4,2) LY(5,2) LY(6,2)
 FR LX(1,1) LX(2,1) LX(3,1) LX(4,1) LX(5,2) LX(6,2) LX(7,2) LX(8,2) LX(9,2) LX(10,2) LX(11,3) LX(12,3)
 FR LX(13,3) LX(14,3) LX(15,3) LX(16,3) BE(1,2) GA(1,1) GA(1,2)
 FR GA(1,3) GA(2,1) GA(2,2) GA(2,3) TE(1,1) TE(2,2) TE(3,3) TE(4,4) TE(5,5)
 FR TE(6,6) TD(1,1) TD(2,2) TD(3,3) TD(4,4) TD(5,5) TD(6,6) TD(7,7) TD(8,8)
 FR TD(9,9) TD(10,10) TD(11,11) TD(12,12) TD(13,13) TD(14,14) TD(15,15) TD(16,16)
 PD
 OU MI SS

TI OLAH DATA WOM

Number of Input Variables 22
 Number of Y - Variables 6
 Number of X - Variables 16
 Number of ETA - Variables 2
 Number of KSI - Variables 3
 Number of Observations 237

TI OLAH DATA WOM

Covariance Matrix

	RP1	RP2	RP3	ST1	ST2	ST3
RP1	0.97					
RP2	0.83	1.31				
RP3	0.56	0.66	0.88			
ST1	0.79	0.85	0.72	1.17		
ST2	0.69	0.70	0.57	0.69	0.88	
ST3	0.60	0.64	0.52	0.68	0.54	0.69
KPL1	0.93	0.93	0.78	1.02	0.78	0.65
KPL2	0.82	0.84	0.64	0.82	0.75	0.57
KPL3	0.67	0.70	0.56	0.66	0.56	0.54
KPL5	0.78	0.89	0.59	0.66	0.73	0.51
KINT1	0.75	0.76	0.65	0.82	0.67	0.48
KINT2	0.71	0.75	0.56	0.69	0.65	0.52
KINT3	0.95	1.17	0.82	1.02	0.89	0.81
KINT4	0.74	0.78	0.70	0.79	0.73	0.61
KINT5	0.62	0.69	0.52	0.60	0.55	0.46
KINT6	0.65	0.65	0.57	0.63	0.56	0.51
KOUT1	0.77	0.70	0.60	0.81	0.56	0.65
KOUT2	0.84	0.95	0.65	0.85	0.72	0.59
KOUT3	0.66	0.74	0.55	0.72	0.58	0.53
KOUT4	0.65	0.60	0.55	0.74	0.60	0.53
KOUT5	0.60	0.58	0.42	0.51	0.51	0.47
KOUT6	0.70	0.60	0.51	0.68	0.59	0.50

Covariance Matrix

	KPL1	KPL2	KPL3	KPL5	KINT1	KINT2
KPL1	1.79					
KPL2	1.24	1.47				

KPL3	0.89	0.79	0.92			
KPL5	0.81	0.81	0.61	1.44		
KINT1	0.98	0.77	0.56	0.73	1.55	
KINT2	0.78	0.76	0.62	0.71	0.81	1.04
KINT3	1.17	1.13	0.89	0.99	1.09	1.08
KINT4	0.91	0.71	0.64	0.84	0.90	0.70
KINT5	0.78	0.66	0.54	0.55	0.62	0.59
KINT6	0.76	0.67	0.61	0.57	0.65	0.57
KOUT1	0.83	0.73	0.60	0.72	0.65	0.74
KOUT2	0.90	0.82	0.65	0.87	0.74	0.74
KOUT3	0.84	0.72	0.55	0.65	0.62	0.61
KOUT4	0.88	0.69	0.52	0.64	0.75	0.61
KOUT5	0.67	0.58	0.43	0.62	0.48	0.46
KOUT6	0.66	0.49	0.52	0.60	0.60	0.58

Covariance Matrix

	KINT3	KINT4	KINT5	KINT6	KOUT1	KOUT2
KINT3	2.15					
KINT4	1.07	1.47				
KINT5	0.83	0.66	0.96			
KINT6	0.86	0.71	0.58	1.08		
KOUT1	0.89	0.73	0.58	0.59	1.20	
KOUT2	1.13	0.91	0.66	0.62	0.91	1.50
KOUT3	0.83	0.66	0.53	0.62	0.75	0.81
KOUT4	0.84	0.60	0.48	0.55	0.63	0.73
KOUT5	0.79	0.58	0.47	0.45	0.55	0.65
KOUT6	0.88	0.75	0.47	0.53	0.66	0.76

Covariance Matrix

	KOUT3	KOUT4	KOUT5	KOUT6
KOUT3	0.90			
KOUT4	0.58	1.03		
KOUT5	0.52	0.47	0.82	
KOUT6	0.50	0.54	0.55	1.03

TI OLAH DATA WOM

Parameter Specifications

LAMBDA-Y

	WOM	ST
RP1	0	0
RP2	1	0
RP3	2	0
ST1	0	0
ST2	0	3
ST3	0	4

LAMBDA-X

	KPL	KINT	KOUT
KPL1	5	0	0
KPL2	6	0	0
KPL3	7	0	0
KPL5	8	0	0
KINT1	0	9	0
KINT2	0	10	0
KINT3	0	11	0
KINT4	0	12	0
KINT5	0	13	0
KINT6	0	14	0
KOUT1	0	0	15
KOUT2	0	0	16
KOUT3	0	0	17
KOUT4	0	0	18

KOUT5	0	0	19
KOUT6	0	0	20

BETA

	WOM	ST

WOM	0	21
ST	0	0

GAMMA

	KPL	KINT	KOUT

WOM	22	23	24
ST	25	26	27

PHI

	KPL	KINT	KOUT

KPL	0		
KINT	28	0	
KOUT	29	30	0

PSI

	WOM	ST

	31	32

THETA-EPS

	RP1	RP2	RP3	ST1	ST2	ST3

	33	34	35	36	37	38

THETA-DELTA

	KPL1	KPL2	KPL3	KPL5	KINT1	KINT2

	39	40	41	42	43	44

THETA-DELTA

	KINT3	KINT4	KINT5	KINT6	KOUT1	KOUT2

	45	46	47	48	49	50

THETA-DELTA

	KOUT3	KOUT4	KOUT5	KOUT6

	51	52	53	54

TI OLAH DATA WOM

Number of Iterations = 25

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

	WOM	ST

RP1	0.86	--
RP2	0.90	--
	(0.06)	
	15.91	
RP3	0.72	--
	(0.05)	
	15.25	
ST1	--	0.93

ST2 -- 0.77
 (0.05)
 16.48
 ST3 -- 0.70
 (0.04)
 17.04

LAMBDA-X

	KPL	KINT	KOUT

KPL1	1.12	--	--
	(0.07)		
	15.61		
KPL2	1.00	--	--
	(0.07)		
	15.28		
KPL3	0.79	--	--
	(0.05)		
	15.11		
KPL5	0.84	--	--
	(0.07)		
	11.95		
KINT1	--	0.90	--
	(0.07)		
	12.62		
KINT2	--	0.83	--
	(0.06)		
	15.12		
KINT3	--	1.20	--
	(0.08)		
	15.17		
KINT4	--	0.91	--
	(0.07)		
	13.34		
KINT5	--	0.72	--
	(0.06)		
	13.03		
KINT6	--	0.75	--
	(0.06)		
	12.57		
KOUT1	--	--	0.88
		(0.06)	
		14.77	
KOUT2	--	--	0.99
		(0.07)	
		14.78	
KOUT3	--	--	0.79
		(0.05)	
		15.63	
KOUT4	--	--	0.75
		(0.06)	
		13.08	
KOUT5	--	--	0.66
		(0.05)	
		12.73	
KOUT6	--	--	0.74
		(0.06)	
		12.92	

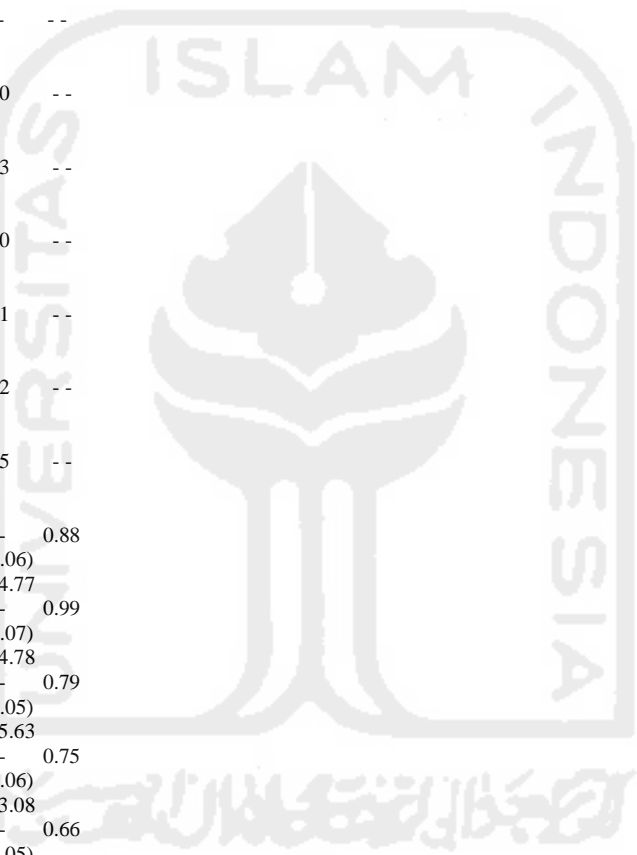
BETA

	WOM	ST

WOM	--	0.64
	(0.27)	
	2.34	
ST	--	--

GAMMA

	KPL	KINT	KOUT



WOM	0.22	0.13	0.06
	(0.12)	(0.14)	(0.22)
	1.90	0.92	0.26
ST	0.20	0.18	0.61
	(0.12)	(0.17)	(0.14)
	1.67	1.09	4.50

Covariance Matrix of ETA and KSI

	WOM	ST	KPL	KINT	KOUT
WOM	1.00				
ST	1.02	1.00			
KPL	0.97	0.91	1.00		
KINT	0.98	0.93	0.91	1.00	
KOUT	0.99	0.96	0.88	0.93	1.00

PHI

	KPL	KINT	KOUT
KPL	1.00		
KINT	0.91	1.00	
	(0.02)		
	44.26		
KOUT	0.88	0.93	1.00
	(0.02)	(0.02)	
	37.56	51.22	

PSI

Note: This matrix is diagonal.

	WOM	ST
	-0.05	0.06
	(0.02)	(0.02)
	-2.51	2.32

Squared Multiple Correlations for Structural Equations

	WOM	ST
	1.05	0.94

Squared Multiple Correlations for Reduced Form

	WOM	ST
	1.03	0.94

Reduced Form

	KPL	KINT	KOUT
WOM	0.35	0.25	0.45
	(0.11)	(0.14)	(0.12)
	3.29	1.74	3.90
ST	0.20	0.18	0.61
	(0.12)	(0.17)	(0.14)
	1.67	1.09	4.50

W_A_R_N_I_N_G: PSI is not positive definite

THETA-EPS

	RP1	RP2	RP3	ST1	ST2	ST3
	0.23	0.51	0.37	0.30	0.28	0.20
	(0.03)	(0.05)	(0.03)	(0.03)	(0.03)	(0.02)
	9.24	10.44	10.54	9.01	9.56	9.35

Squared Multiple Correlations for Y - Variables

RP1	RP2	RP3	ST1	ST2	ST3
0.76	0.61	0.58	0.74	0.68	0.71

THETA-DELTA

KPL1	KPL2	KPL3	KPL5	KINT1	KINT2
0.53	0.46	0.30	0.74	0.74	0.34
(0.06)	(0.05)	(0.03)	(0.07)	(0.07)	(0.04)
8.79	8.98	9.07	10.07	10.12	9.44

THETA-DELTA

KINT3	KINT4	KINT5	KINT6	KOUT1	KOUT2
0.70	0.64	0.44	0.52	0.42	0.53
(0.07)	(0.06)	(0.04)	(0.05)	(0.04)	(0.05)
9.43	9.97	10.04	10.13	9.69	9.68

THETA-DELTA

KOUT3	KOUT4	KOUT5	KOUT6
0.27	0.47	0.39	0.48
(0.03)	(0.05)	(0.04)	(0.05)
9.37	10.10	10.16	10.13

Squared Multiple Correlations for X - Variables

KPL1	KPL2	KPL3	KPL5	KINT1	KINT2
0.70	0.68	0.67	0.49	0.52	0.67

Squared Multiple Correlations for X - Variables

KINT3	KINT4	KINT5	KINT6	KOUT1	KOUT2
0.67	0.56	0.55	0.52	0.65	0.65

Squared Multiple Correlations for X - Variables

KOUT3	KOUT4	KOUT5	KOUT6
0.70	0.55	0.53	0.54

Goodness of Fit Statistics

Degrees of Freedom = 221

Minimum Fit Function Chi-Square = 607.50 (P = 0.0)

Normal Theory Weighted Least Squares Chi-Square = 539.98 (P = 0.0)

Estimated Non-centrality Parameter (NCP) = 318.98

90 Percent Confidence Interval for NCP = (254.62 ; 391.04)

Minimum Fit Function Value = 2.57

Population Discrepancy Function Value (F0) = 1.35

90 Percent Confidence Interval for F0 = (1.08 ; 1.66)

Root Mean Square Error of Approximation (RMSEA) = 0.078

90 Percent Confidence Interval for RMSEA = (0.070 ; 0.087)

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

Expected Cross-Validation Index (ECVI) = 2.75

90 Percent Confidence Interval for ECVI = (2.38 ; 2.96)

ECVI for Saturated Model = 2.14

ECVI for Independence Model = 82.58

Chi-Square for Independence Model with 231 Degrees of Freedom = 19443.86

Independence AIC = 19487.86

Model AIC = 647.98

Saturated AIC = 506.00

Independence CAIC = 19586.16

Model CAIC = 889.26

Saturated CAIC = 1636.42

Normed Fit Index (NFI) = 0.97
Non-Normed Fit Index (NNFI) = 0.98
Parsimony Normed Fit Index (PNFI) = 0.93
Comparative Fit Index (CFI) = 0.98
Incremental Fit Index (IFI) = 0.98
Relative Fit Index (RFI) = 0.97

Critical N (CN) = 106.99

Root Mean Square Residual (RMR) = 0.049
Standardized RMR = 0.040
Goodness of Fit Index (GFI) = 0.83
Adjusted Goodness of Fit Index (AGFI) = 0.80
Parsimony Goodness of Fit Index (PGFI) = 0.72

TI OLAH DATA WOM

Modification Indices and Expected Change

Modification Indices for LAMBDA-Y

	WOM	ST
RP1	--	0.19
RP2	--	4.88
RP3	--	3.23
ST1	0.08	--
ST2	2.91	--
ST3	1.86	--

Expected Change for LAMBDA-Y

	WOM	ST
RP1	--	-0.21
RP2	--	1.04
RP3	--	-0.68
ST1	-0.08	--
ST2	0.42	--
ST3	-0.30	--

Standardized Expected Change for LAMBDA-Y

	WOM	ST
RP1	--	-0.21
RP2	--	1.04
RP3	--	-0.68
ST1	-0.08	--
ST2	0.42	--
ST3	-0.30	--

Modification Indices for LAMBDA-X

	KPL	KINT	KOUT
KPL1	--	2.39	0.25
KPL2	--	7.08	8.05
KPL3	--	0.75	0.16
KPL5	--	17.78	22.62
KINT1	1.15	--	3.64
KINT2	0.24	--	0.00
KINT3	0.07	--	0.19
KINT4	0.93	--	2.37
KINT5	1.55	--	0.01
KINT6	1.20	--	0.79
KOUT1	1.95	2.34	--
KOUT2	1.64	0.70	--
KOUT3	2.08	0.00	--
KOUT4	5.79	2.83	--

KOUT5	0.66	0.05	--
KOUT6	3.60	0.88	--

Expected Change for LAMBDA-X

	KPL	KINT	KOUT
KPL1	--	-0.39	-0.10
KPL2	--	-0.60	-0.49
KPL3	--	0.15	-0.06
KPL5	--	0.99	0.88
KINT1	-0.25	--	-0.48
KINT2	-0.09	--	0.00
KINT3	0.07	--	-0.12
KINT4	-0.21	--	0.37
KINT5	0.22	--	-0.02
KINT6	0.21	--	0.19
KOUT1	-0.20	-0.31	--
KOUT2	-0.21	-0.19	--
KOUT3	0.18	-0.01	--
KOUT4	0.35	0.33	--
KOUT5	0.11	0.04	--
KOUT6	-0.28	0.19	--

Standardized Expected Change for LAMBDA-X

	KPL	KINT	KOUT
KPL1	--	-0.39	-0.10
KPL2	--	-0.60	-0.49
KPL3	--	0.15	-0.06
KPL5	--	0.99	0.88
KINT1	-0.25	--	-0.48
KINT2	-0.09	--	0.00
KINT3	0.07	--	-0.12
KINT4	-0.21	--	0.37
KINT5	0.22	--	-0.02
KINT6	0.21	--	0.19
KOUT1	-0.20	-0.31	--
KOUT2	-0.21	-0.19	--
KOUT3	0.18	-0.01	--
KOUT4	0.35	0.33	--
KOUT5	0.11	0.04	--
KOUT6	-0.28	0.19	--

No Non-Zero Modification Indices for BETA

No Non-Zero Modification Indices for GAMMA

No Non-Zero Modification Indices for PHI

No Non-Zero Modification Indices for PSI

Modification Indices for THETA-EPS

	RP1	RP2	RP3	ST1	ST2	ST3
RP1	--					
RP2	9.05	--				
RP3	12.10	0.26	--			
ST1	1.92	0.09	5.72	--		
ST2	0.12	0.78	0.00	4.70	--	
ST3	0.29	0.01	0.84	6.70	0.24	--

Expected Change for THETA-EPS

	RP1	RP2	RP3	ST1	ST2	ST3
RP1	--					
RP2	0.09	--				
RP3	-0.08	0.02	--			
ST1	-0.03	-0.01	0.06	--		
ST2	0.01	-0.02	0.00	-0.05	--	

ST3 -0.01 0.00 0.02 0.06 -0.01 --

Modification Indices for THETA-DELTA-EPS

	RP1	RP2	RP3	ST1	ST2	ST3
KPL1	0.50	4.92	0.08	13.30	1.58	3.98
KPL2	0.20	0.99	2.42	0.02	4.52	3.09
KPL3	0.37	0.01	1.27	0.58	1.01	9.44
KPL5	4.74	9.95	0.02	13.18	7.66	4.77
KINT1	0.36	0.57	0.93	5.85	0.26	15.53
KINT2	0.34	0.00	1.25	2.31	3.49	1.12
KINT3	8.09	4.73	0.96	0.14	0.00	2.58
KINT4	2.19	1.67	3.10	0.10	2.95	0.34
KINT5	0.67	2.38	0.28	1.09	0.07	0.07
KINT6	0.26	0.70	2.54	1.16	0.17	1.37
KOUT1	0.79	7.04	0.08	2.02	19.52	11.56
KOUT2	0.26	9.38	0.36	0.52	0.02	12.46
KOUT3	2.12	1.34	0.00	0.28	0.31	0.01
KOUT4	1.06	10.50	0.15	5.37	1.78	0.29
KOUT5	3.42	0.01	2.78	12.94	1.00	2.67
KOUT6	11.04	3.40	0.01	0.38	1.89	0.22

Expected Change for THETA-DELTA-EPS

	RP1	RP2	RP3	ST1	ST2	ST3
KPL1	-0.02	-0.08	0.01	0.11	-0.04	-0.05
KPL2	-0.01	-0.04	-0.05	0.00	0.06	-0.04
KPL3	0.01	0.00	0.03	-0.02	-0.02	0.06
KPL5	0.06	0.13	-0.01	-0.13	0.09	-0.06
KINT1	0.02	-0.03	0.03	0.08	0.02	-0.11
KINT2	0.01	0.00	-0.03	-0.04	0.04	-0.02
KINT3	-0.08	0.09	-0.04	-0.01	0.00	0.05
KINT4	-0.04	-0.05	0.06	-0.01	0.05	0.02
KINT5	0.02	0.05	0.01	-0.03	0.01	-0.01
KINT6	0.01	-0.03	0.05	-0.03	-0.01	0.03
KOUT1	0.02	-0.09	-0.01	0.04	-0.11	0.07
KOUT2	0.01	0.11	-0.02	-0.02	0.00	-0.09
KOUT3	-0.03	0.03	0.00	0.01	-0.01	0.00
KOUT4	-0.02	-0.11	0.01	0.06	0.03	0.01
KOUT5	0.04	0.00	-0.04	-0.09	0.02	0.03
KOUT6	0.07	-0.06	0.00	0.02	0.04	-0.01

Modification Indices for THETA-DELTA

	KPL1	KPL2	KPL3	KPL5	KINT1	KINT2
KPL1	--	--	--	--	--	--
KPL2	23.26	--	--	--	--	--
KPL3	0.07	0.04	--	--	--	--
KPL5	14.02	0.60	4.22	--	--	--
KINT1	6.21	0.15	10.12	0.01	--	--
KINT2	6.44	0.60	0.76	1.00	4.17	--
KINT3	2.04	3.25	0.44	0.01	0.12	8.46
KINT4	0.00	8.31	0.10	6.59	3.70	4.69
KINT5	1.89	0.01	0.16	2.13	1.04	0.24
KINT6	0.20	0.14	6.89	2.35	0.49	4.67
KOUT1	0.70	0.06	0.10	0.11	1.84	9.90
KOUT2	2.95	0.01	0.89	4.41	1.87	0.40
KOUT3	3.50	2.34	0.67	0.15	0.39	0.11
KOUT4	12.44	0.45	2.07	0.01	12.03	0.49
KOUT5	0.11	0.37	2.15	4.75	2.14	5.14
KOUT6	2.74	18.51	0.90	0.20	0.16	0.00

Modification Indices for THETA-DELTA

	KINT3	KINT4	KINT5	KINT6	KOUT1	KOUT2
KINT3	--	--	--	--	--	--
KINT4	0.57	--	--	--	--	--
KINT5	1.82	0.04	--	--	--	--
KINT6	1.14	0.77	1.66	--	--	--

KOUT1	4.36	0.26	0.00	0.36	--	
KOUT2	1.70	4.64	0.02	4.00	1.85	--
KOUT3	3.16	1.18	0.01	9.34	7.52	1.82
KOUT4	0.10	3.30	1.83	0.04	1.49	0.26
KOUT5	4.18	0.31	1.27	0.35	1.83	0.00
KOUT6	1.91	8.62	1.21	0.00	0.00	0.56

Modification Indices for THETA-DELTA

	KOUT3	KOUT4	KOUT5	KOUT6
KOUT3	--			
KOUT4	0.54	--		
KOUT5	0.00	0.73	--	
KOUT6	17.73	0.43	5.84	--

Expected Change for THETA-DELTA

	KPL1	KPL2	KPL3	KPL5	KINT1	KINT2
KPL1	--					
KPL2	0.21	--				
KPL3	0.01	-0.01	--			
KPL5	-0.18	-0.03	-0.07	--		
KINT1	0.12	-0.02	-0.11	0.00	--	
KINT2	-0.08	0.02	0.02	0.04	0.08	--
KINT3	-0.07	0.08	0.02	0.01	0.02	0.11
KINT4	0.00	-0.12	-0.01	0.12	0.09	-0.08
KINT5	0.05	0.00	0.01	-0.06	-0.04	-0.01
KINT6	-0.02	-0.01	0.08	-0.07	-0.03	-0.07
KOUT1	-0.03	-0.01	0.01	0.01	-0.05	0.09
KOUT2	-0.07	0.00	-0.03	0.09	-0.06	-0.02
KOUT3	0.06	0.04	-0.02	-0.01	-0.02	-0.01
KOUT4	0.13	0.02	-0.04	0.00	0.14	0.02
KOUT5	0.01	0.02	-0.04	0.08	-0.05	-0.06
KOUT6	-0.06	-0.15	0.03	0.02	-0.02	0.00

Expected Change for THETA-DELTA

	KINT3	KINT4	KINT5	KINT6	KOUT1	KOUT2
KINT3	--					
KINT4	-0.04	--				
KINT5	-0.06	0.01	--			
KINT6	-0.05	0.04	0.04	--		
KOUT1	-0.08	-0.02	0.00	-0.02	--	
KOUT2	0.06	0.09	0.00	-0.07	0.05	--
KOUT3	-0.06	-0.03	0.00	0.08	0.07	0.04
KOUT4	-0.01	-0.07	-0.04	0.01	-0.04	-0.02
KOUT5	0.08	0.02	0.03	-0.02	-0.04	0.00
KOUT6	0.06	0.11	-0.03	0.00	0.00	0.03

Expected Change for THETA-DELTA

	KOUT3	KOUT4	KOUT5	KOUT6
KOUT3	--			
KOUT4	-0.02	--		
KOUT5	0.00	-0.03	--	
KOUT6	-0.11	-0.02	0.07	--

No Non-Zero Modification Indices for ALPHA

Maximum Modification Index is 23.26 for Element (2, 1) of THETA-DELTA

TI OLAH DATA WOM

Standardized Solution

LAMBDA-Y

WOM	ST
-----	-----

RP1	0.86	--
RP2	0.90	--
RP3	0.72	--
ST1	--	0.93
ST2	--	0.77
ST3	--	0.70

LAMBDA-X

	KPL	KINT	KOUT
KPL1	1.12	--	--
KPL2	1.00	--	--
KPL3	0.79	--	--
KPL5	0.84	--	--
KINT1	--	0.90	--
KINT2	--	0.83	--
KINT3	--	1.20	--
KINT4	--	0.91	--
KINT5	--	0.72	--
KINT6	--	0.75	--
KOUT1	--	--	0.88
KOUT2	--	--	0.99
KOUT3	--	--	0.79
KOUT4	--	--	0.75
KOUT5	--	--	0.66
KOUT6	--	--	0.74

BETA

	WOM	ST
WOM	--	0.64
ST	--	--

GAMMA

	KPL	KINT	KOUT
WOM	0.22	0.13	0.06
ST	0.20	0.18	0.61

Correlation Matrix of ETA and KSI

	WOM	ST	KPL	KINT	KOUT
WOM	1.00				
ST	1.02	1.00			
KPL	0.97	0.91	1.00		
KINT	0.98	0.93	0.91	1.00	
KOUT	0.99	0.96	0.88	0.93	1.00

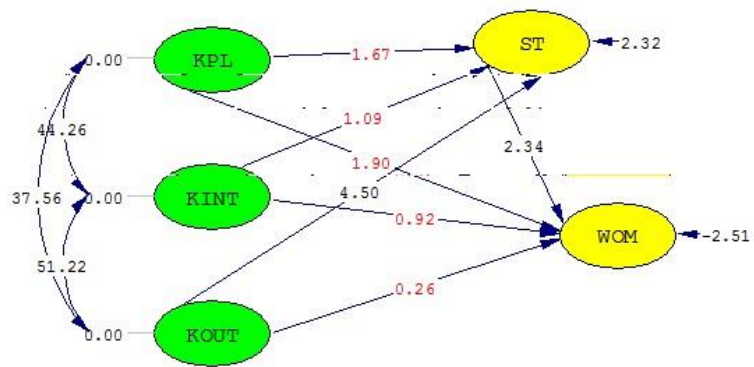
PSI

Note: This matrix is diagonal.

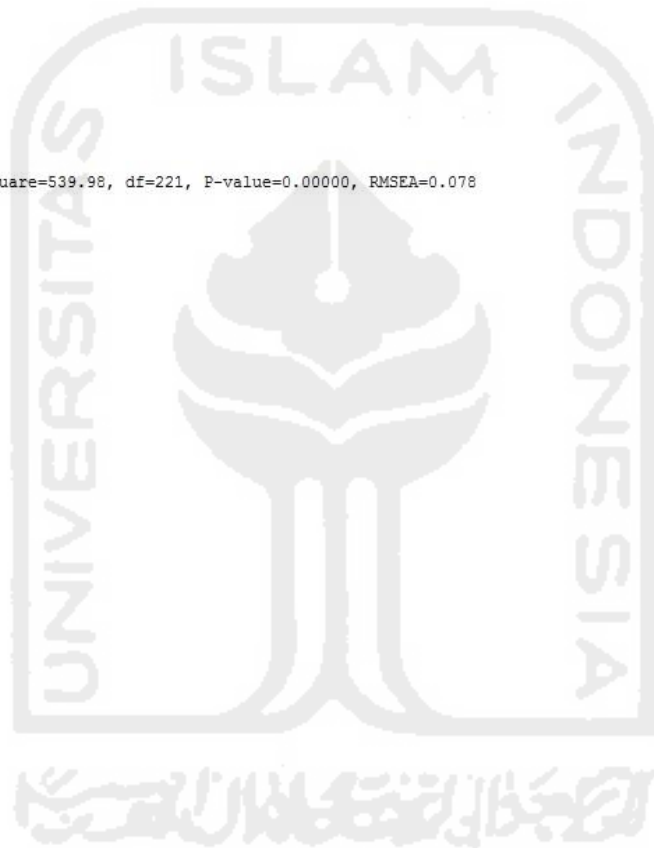
	WOM	ST
	-0.05	0.06

Regression Matrix ETA on KSI (Standardized)

	KPL	KINT	KOUT
WOM	0.35	0.25	0.45
ST	0.20	0.18	0.61



Chi-Square=539.98, df=221, P-value=0.00000, RMSEA=0.078



LAMPIRAN VII

MODEL PERSAMAAN STRUKTURAL ONE CONGENERIC

```

TI OLAH DATA WOM
DA NI=5 NO=237 MA=CM
LA
ST RP KPL KINT KOUT
PM='D:\SKRIPSI\OLAHDATA\REVISI 45\HITUNGEDIT23.PMM'
AC='D:\SKRIPSI\OLAHDATA\REVISI 45\HITUNGEDIT23.ACM'
SE
1 2 3 4 5/
MO NX=3 NY=2 NK=3 NE=2 LX=FU,Fi LY=FU,Fi GA=FU,Fi BE=FU,Fi PH=SY,FR TD=SY,Fi PS=DI,FR TE=SY,Fi
LK
KPL KINT KOUT
LE
ST RP
FR BE(2,1) GA(1,1) GA(1,2) GA(1,3) GA(2,1) GA(2,2) GA(2,3)
VA .949 LX 1 1
VA .098 TD 1 1
VA .943 LX 2 2
VA .109 TD 2 2
VA .947 LX 3 3
VA .103 TD 3 3
VA .942 LY 1 1
VA .112 TE 1 1
VA .930 LY 2 2
VA .134 TE 2 2
PD
OU MI EF
    
```

TI OLAH DATA WOM

```

Number of Input Variables 5
Number of Y - Variables 2
Number of X - Variables 3
Number of ETA - Variables 2
Number of KSI - Variables 3
Number of Observations 237
    
```

TI OLAH DATA WOM

Covariance Matrix

	ST	RP	KPL	KINT	KOUT
ST	1.80				
RP	1.08	0.93			
KPL	0.78	0.76	1.10		
KINT	1.42	1.22	0.97	1.99	
KOUT	1.15	0.82	0.64	1.19	1.11

TI OLAH DATA WOM

Parameter Specifications

BETA

	ST	RP
ST	0	0
RP	1	0

GAMMA

	KPL	KINT	KOUT
ST	2	3	4
RP	5	6	7

PHI

	KPL	KINT	KOUT
KPL	8		
KINT	9	10	
KOUT	11	12	13

PSI

ST	RP
14	15

TI OLAH DATA WOM

Number of Iterations = 0

LISREL Estimates (Robust Maximum Likelihood)

LAMBDA-Y

	ST	RP
ST	0.94	--
RP	--	0.93

LAMBDA-X

	KPL	KINT	KOUT
KPL	0.95	--	--
KINT	--	0.94	--
KOUT	--	--	0.95

BETA

	ST	RP
ST	--	--
RP	0.31	--
	(0.15)	
	2.06	

GAMMA

	KPL	KINT	KOUT
ST	0.06	0.11	0.99
	(0.14)	(0.24)	(0.35)
	0.40	0.44	2.85
RP	0.25	0.38	-0.14
	(0.10)	(0.17)	(0.26)
	2.61	2.25	-0.54

Covariance Matrix of ETA and KSI

	ST	RP	KPL	KINT	KOUT
ST	1.90				
RP	1.24	0.93			
KPL	0.87	0.86	1.11		
KINT	1.59	1.39	1.08	2.12	
KOUT	1.29	0.93	0.71	1.33	1.12

PHI

	KPL	KINT	KOUT
KPL	1.11		
	(0.08)		

			13.99
KINT	1.08	2.12	
	(0.08)	(0.15)	
	13.86	14.52	
KOUT	0.71	1.33	1.12
	(0.06)	(0.06)	(0.08)
	11.02	21.31	13.93

PSI

Note: This matrix is diagonal.

ST	RP
-----	-----
0.41	-0.08
(0.20)	(0.09)
2.03	-0.89

Squared Multiple Correlations for Structural Equations

ST	RP
-----	-----
0.78	1.08

Squared Multiple Correlations for Reduced Form

ST	RP
-----	-----
0.78	1.04

Reduced Form

	KPL	KINT	KOUT
	-----	-----	-----
ST	0.06	0.11	0.99
	(0.14)	(0.24)	(0.35)
	0.40	0.44	2.85
RP	0.27	0.42	0.17
	(0.10)	(0.18)	(0.20)
	2.74	2.32	0.82

W_A_R_N_I_N_G: PSI is not positive definite

THETA-EPS

ST	RP
-----	-----
0.11	0.13

Squared Multiple Correlations for Y - Variables

ST	RP
-----	-----
0.94	0.86

THETA-DELTA

KPL	KINT	KOUT
-----	-----	-----
0.10	0.11	0.10

Squared Multiple Correlations for X - Variables

KPL	KINT	KOUT
-----	-----	-----
0.91	0.95	0.91

Goodness of Fit Statistics

Degrees of Freedom = 0

Minimum Fit Function Chi-Square = 0.0 (P = 1.00)

Normal Theory Weighted Least Squares Chi-Square = 0.00 (P = 1.00)

Satorra-Bentler Scaled Chi-Square = 0.0 (P = 1.00)

The Model is Saturated, the Fit is Perfect !

TI OLAH DATA WOM

Modification Indices and Expected Change

No Non-Zero Modification Indices for LAMBDA-Y

No Non-Zero Modification Indices for LAMBDA-X

No Non-Zero Modification Indices for BETA

No Non-Zero Modification Indices for GAMMA

No Non-Zero Modification Indices for PHI

No Non-Zero Modification Indices for PSI

No Non-Zero Modification Indices for THETA-EPS

TI OLAH DATA WOM

Total and Indirect Effects

Total Effects of KSI on ETA

	KPL	KINT	KOUT
ST	0.06 (0.14)	0.11 (0.24)	0.99 (0.35)
RP	0.40 (0.10)	0.44 (0.18)	2.85 (0.20)
	2.74	2.32	0.82

Indirect Effects of KSI on ETA

	KPL	KINT	KOUT
ST	--	--	--
RP	0.02 (0.04)	0.03 (0.07)	0.31 (0.21)
	0.40	0.46	1.45

Total Effects of ETA on ETA

	ST	RP
ST	--	--
RP	0.31 (0.15)	--
	2.06	

Largest Eigenvalue of B*B' (Stability Index) is 0.098

Total Effects of ETA on Y

	ST	RP
ST	0.94	--
RP	0.29 (0.14)	0.93
	2.06	

Indirect Effects of ETA on Y

	ST	RP
ST	--	--
RP	0.29	--
	(0.14)	
	2.06	

Total Effects of KSI on Y

	KPL	KINT	KOUT
ST	0.05	0.10	0.93
	(0.13)	(0.22)	(0.33)
	0.40	0.44	2.85
RP	0.25	0.39	0.15
	(0.09)	(0.17)	(0.19)
	2.74	2.32	0.82

