

LAMPIRAN 5
Observations farthest from the centroid

<i>Observations farthest from the centroid (Mahalanobis distance) (Group number 1)</i>			
Observation number	Mahalanobis d-squared	p1	p2
1	21,901	0,110	0,037
4	16,035	0,380	0,025
5	16,045	0,381	0,026
6	30,707	0,010	0,347
12	18,769	0,224	0,042
16	21,016	0,136	0,007
30	17,272	0,303	0,016
33	18,741	0,226	0,033
34	17,402	0,295	0,025
35	20,347	0,159	0,016
37	17,604	0,284	0,028
44	25,115	0,048	0,107
45	22,802	0,088	0,028
47	17,417	0,295	0,032
50	17,884	0,269	0,033
52	17,005	0,319	0,027
56	25,531	0,043	0,232
59	16,946	0,322	0,013
60	17,891	0,268	0,044
64	17,046	0,316	0,031
65	16,747	0,334	0,017
68	16,639	0,341	0,014
71	16,511	0,349	0,019
78	16,692	0,338	0,015
80	24,947	0,051	0,028
90	17,685	0,280	0,028
98	16,381	0,357	0,025
99	21,414	0,124	0,028
103	19,376	0,197	0,052
105	15,890	0,389	0,019
106	18,687	0,228	0,020
107	25,322	0,046	0,198
108	22,966	0,085	0,047
109	18,687	0,228	0,014
110	22,265	0,101	0,019
116	24,062	0,064	0,007
117	19,550	0,190	0,057
119	26,137	0,037	0,399
120	16,967	0,321	0,016

125	21,114	0,133	0,013
127	20,265	0,162	0,014
128	20,663	0,148	0,011
130	17,917	0,267	0,096
131	21,643	0,118	0,033
132	24,568	0,056	0,011
133	18,368	0,244	0,036
134	21,766	0,114	0,035
135	24,820	0,052	0,021
136	26,871	0,030	0,321
137	16,001	0,382	0,021
138	16,339	0,360	0,022
139	27,032	0,028	0,423
140	16,080	0,377	0,028
141	21,236	0,129	0,013
142	16,981	0,320	0,022
145	25,028	0,050	0,075
147	35,831	0,002	0,334
149	20,685	0,147	0,016
150	18,980	0,215	0,053
151	17,738	0,277	0,031
153	23,501	0,074	0,019
156	19,374	0,197	0,037
158	17,896	0,268	0,059
164	22,356	0,099	0,024
169	16,854	0,328	0,014
170	16,167	0,371	0,035
172	19,342	0,199	0,029
173	24,176	0,062	0,009
174	16,086	0,376	0,037
175	18,692	0,228	0,028
177	17,528	0,288	0,028
178	20,662	0,148	0,007
179	22,709	0,091	0,022
180	18,801	0,223	0,052
181	15,927	0,387	0,022
182	22,652	0,092	0,016
183	19,576	0,189	0,072
184	21,114	0,133	0,008
186	22,853	0,087	0,040
187	21,335	0,126	0,015
189	17,917	0,267	0,073
190	25,014	0,050	0,044
191	21,607	0,119	0,024

192	18,368	0,244	0,025
193	25,743	0,041	0,274
194	24,820	0,052	0,011
195	30,559	0,010	0,176
197	25,123	0,048	0,168
199	31,941	0,007	0,417
200	18,930	0,217	0,045
201	27,687	0,024	0,406
202	19,655	0,186	0,078
203	26,081	0,037	0,289
205	19,465	0,193	0,054
206	17,340	0,299	0,023
208	28,742	0,017	0,325
212	24,550	0,056	0,006
213	17,292	0,302	0,020
214	19,094	0,210	0,050
215	21,390	0,125	0,020
217	17,823	0,272	0,030
218	17,833	0,000	0,000
219	17,845	0,000	0,000
220	35,831	0,000	0,000
221	17,853	0,000	0,000
222	17,865	0,000	0,000
223	35,833	0,000	0,000
224	17,878	0,000	0,000
225	17,880	0,000	0,000
226	35,835	0,000	0,000
227	17,885	0,000	0,000
228	17,887	0,000	0,000
229	35,840	0,000	0,000
230	17,889	0,000	0,000
231	17,893	0,000	0,000
232	35,845	0,000	0,000
233	17,895	0,000	0,000
234	17,901	0,000	0,000
235	35,850	0,000	0,000
236	17,903	0,000	0,000
237	17,905	0,000	0,000
238	35,855	0,000	0,000
239	17,907	0,000	0,000
240	17,909	0,000	0,000
241	35,860	0,000	0,000
242	17,911	0,000	0,000
243	17,913	0,000	0,000

244	35,865	0,000	0,000
245	18,450	0,000	0,000
246	18,454	0,000	0,000
247	35,870	0,000	0,000
248	18,463	0,000	0,000
249	18,465	0,000	0,000
250	35,875	0,000	0,000
251	18,467	0,000	0,000
252	18,469	0,000	0,000
253	18,471	0,000	0,000
254	18,473	0,000	0,000
255	35,880	0,000	0,000
256	18,501	0,000	0,000
257	18,505	0,000	0,000
258	18,509	0,000	0,000
259	18,513	0,000	0,000
260	35,885	0,000	0,000
261	18,522	0,000	0,000
262	18,525	0,000	0,000
263	18,528	0,000	0,000
264	18,531	0,000	0,000
265	35,890	0,000	0,000
266	18,701	0,000	0,000
267	18,705	0,000	0,000
268	18,709	0,000	0,000
269	18,713	0,000	0,000
270	35,895	0,000	0,000
271	18,717	0,000	0,000
272	18,721	0,000	0,000
273	18,725	0,000	0,000
274	18,729	0,000	0,000
275	35,900	0,000	0,000
276	18,805	0,000	0,000
277	18,809	0,000	0,000
278	18,813	0,000	0,000
279	18,817	0,000	0,000
280	35,905	0,000	0,000
281	19,000	0,000	0,000
282	19,004	0,000	0,000
283	19,008	0,000	0,000
284	19,012	0,000	0,000
285	35,920	0,000	0,000
286	20,001	0,000	0,000
287	20,005	0,000	0,000

288	20,009	0,000	0,000
289	20,013	0,000	0,000
290	35,935	0,000	0,000
291	18,552	0,000	0,000
292	18,554	0,000	0,000
293	18,556	0,000	0,000
294	18,558	0,000	0,000
295	35,950	0,000	0,000
296	18,821	0,000	0,000
297	18,825	0,000	0,000
298	18,829	0,000	0,000
299	18,833	0,000	0,000
300	35,965	0,000	0,000
301	18,541	0,000	0,000
302	18,544	0,000	0,000
303	18,547	0,000	0,000
304	18,550	0,000	0,000
305	35,980	0,000	0,000
306	18,271	0,000	0,000
307	18,273	0,000	0,000
308	18,275	0,000	0,000
309	18,277	0,000	0,000
310	18,279	0,000	0,000
311	18,281	0,000	0,000
312	18,283	0,000	0,000
313	18,285	0,000	0,000
314	18,287	0,000	0,000
315	35,995	0,000	0,000
316	18,255	0,000	0,000
317	18,257	0,000	0,000
318	18,259	0,000	0,000
319	18,261	0,000	0,000
320	18,263	0,000	0,000
321	18,265	0,000	0,000
322	18,267	0,000	0,000
323	18,269	0,000	0,000
324	18,271	0,000	0,000
325	36,010	0,000	0,000
326	18,431	0,000	0,000
327	18,433	0,000	0,000
328	18,435	0,000	0,000
329	18,437	0,000	0,000
330	18,439	0,000	0,000
331	18,441	0,000	0,000

332	18,443	0,000	0,000
333	18,445	0,000	0,000
334	18,447	0,000	0,000
335	36,025	0,000	0,000
336	18,401	0,000	0,000
337	18,404	0,000	0,000
338	18,407	0,000	0,000
339	18,410	0,000	0,000
340	18,413	0,000	0,000
341	18,416	0,000	0,000
342	18,419	0,000	0,000
343	18,422	0,000	0,000
344	18,425	0,000	0,000
345	36,040	0,000	0,000
346	18,239	0,000	0,000
347	18,241	0,000	0,000
348	18,243	0,000	0,000
349	18,245	0,000	0,000
350	18,247	0,000	0,000
351	18,249	0,000	0,000
352	18,251	0,000	0,000
353	18,253	0,000	0,000
354	18,255	0,000	0,000
355	36,055	0,000	0,000
356	18,200	0,000	0,000
357	18,203	0,000	0,000
358	18,206	0,000	0,000
359	18,209	0,000	0,000
360	18,212	0,000	0,000
361	18,215	0,000	0,000
362	18,218	0,000	0,000
363	18,221	0,000	0,000
364	18,224	0,000	0,000
365	18,227	0,000	0,000
366	18,230	0,000	0,000
367	18,233	0,000	0,000
368	18,236	0,000	0,000
369	36,070	0,000	0,000
370	18,101	0,000	0,000
371	18,103	0,000	0,000
372	18,105	0,000	0,000
373	18,107	0,000	0,000
374	18,109	0,000	0,000
375	18,111	0,000	0,000

376	18,113	0,000	0,000
377	18,115	0,000	0,000
378	18,117	0,000	0,000
379	18,119	0,000	0,000
380	18,121	0,000	0,000
381	18,123	0,000	0,000
382	18,125	0,000	0,000
383	36,085	0,000	0,000
384	18,001	0,000	0,000
385	18,005	0,000	0,000
386	18,009	0,000	0,000
387	18,013	0,000	0,000
388	18,017	0,000	0,000
389	18,021	0,000	0,000
390	18,025	0,000	0,000
391	18,029	0,000	0,000
392	18,033	0,000	0,000
393	18,037	0,000	0,000
394	18,041	0,000	0,000
395	18,045	0,000	0,000
396	18,049	0,000	0,000
397	18,053	0,000	0,000
398	18,057	0,000	0,000
399	18,061	0,000	0,000
400	36,100	0,000	0,000

LAMPIRAN 6

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
W4	2.000	6.000	,506	3,077	,407	1,239
W3	2.000	6.000	-.439	-2.542	,142	,428
W2	2.000	6.000	,242	1.455	-.738	-2.218
W1	2.000	6.000	-.025	-.148	-.453	-1.362
K4	2.000	6.000	,901	5,346	,959	2,844
K3	2.000	6.000	,592	4,312	-.555	-2,019
K2	2.000	6.000	,141	,849	-.587	-1.766
K1	2.000	6.000	,022	,131	-.124	-.373
A1	2.000	6.000	-.320	-1.926	1.180	2.547
A2	2.000	6.000	-.510	-2.068	,677	2.035
A3	2.000	6.000	,587	4,270	-.570	-2,076
A4	2.000	6.000	,419	3,052	-.355	-1,291
A5	2.000	6.000	,972	7,073	-.363	-1,320
M5	2.000	6.000	,481	3,502	,364	1,324
M4	2.000	6.000	,061	,365	-.280	-.842
M3	2.000	6.000	-.318	-1.911	,448	1.347
M2	2.000	6.000	,936	6,812	-.365	-1,330
M1	2.000	6.000	,830	6,045	-.444	-1,617
RP1	2.000	6.000	-.351	-2.109	,268	,805
RP2	2.000	6.000	,705	5,131	-.785	-2,859
RP3	1.000	6.000	-.154	-.927	-.221	-.664
RP4	1.000	6.000	1,114	8,110	,237	,863
RP5	1.000	6.000	1,157	6,631	1,307	3,745
R1	2.000	5.000	-.405	-3,526	-1,280	-5,567
R2	2.000	5.000	-.421	-2.535	-.193	-.579
R3	2.000	6.000	-.405	-3,526	-1,280	-5,567
R4	2.000	6.000	-.164	-.989	-.219	-.658
R5	2.000	6.000	-.404	-3,512	-1,270	-5,525
T1	2.000	6.000	-.439	-2,642	,142	,428
T2	2.000	6.000	,901	5,346	,959	2,844
T3	2.000	6.000	-.068	-.410	,558	1.677
T4	2.000	6.000	-.094	-.562	,067	,202
T5	2.000	6.000	-.404	-3,512	-1,270	-5,525
Multivariate					15.528	5.064

LAMPIRAN 7

Tabel *Goodness of Fit Measure*

Goodness of Fit Measure	Nilai Indeks	Cut off value	Keterangan
Chi-square of estimate model	163.530	≤ 645.5207	Fit model
Degree of Freedom	70	Positif	Fit model
Probability level	0.000	> 0.05	Tidak fit model
Cmindf	2.336	≤ 2	Tidak fit model
Goodness of Indeks (GFI)	0.904	≥ 0.9	Fit model
Adjusted Goodness of Indeks (AGFI)	0.835	≥ 0.9	Tidak fit model
RMSEA	0.079	≤ 0.1	Fit model
RMR	0.033	≤ 0.05	Fit model
Tucker Lewis Indeks (TLI)	0.932	≥ 0.9	Fit model
Comparative Fit Indeks (CFI)	0.954	≥ 0.9	Fit model
Normo Fit Indeks (NFI)	0.924	≥ 0.9	Fit model

LAMPIRAN 8

***Standardized Regression Weights:
(Group number 1 - Default model)***

	Estimate
Kepuasan <--- Tangible	.367
Kepuasan <--- Asurance	.053
Kepuasan <--- Empathy	.271
Kepuasan <--- Responsiveness	.207
Kepuasan <--- Reliability	-.637
WOM <--- Tangible	-.297
WOM <--- Reliability	.697
WOM <--- Responsiveness	-.203
WOM <--- Asurance	-.019
WOM <--- Empathy	.498
WOM <--- Kepuasan	.204
T4 <--- Tangible	.871
R4 <--- Reliability	.899
R2 <--- Reliability	.705
M4 <--- Empathy	.742
A1 <--- Asurance	.887
W1 <--- WOM	.827
W3 <--- WOM	.767
K2 <--- Kepuasan	.830
K1 <--- Kepuasan	.877
W2 <--- WOM	.846
RP3 <--- Responsiveness	.784
RP1 <--- Responsiveness	.926
T3 <--- Tangible	.901
A2 <--- Asurance	.842
M3 <--- Empathy	.715

LAMPIRAN 9
Square Multiple

Squared Multiple Correlations:
(Group number 1 - Default model)

	Estimate
Kepuasan	.629
WOM	.793
W3	.588
W2	.715
W1	.685
K2	.690
K1	.769
A1	.786
A2	.709
M4	.550
M3	.511
RP1	.858
RP3	.615
R2	.497
R4	.809
T3	.812
T4	.759

LAMPIRAN 10
UJI RELIABILITAS KONSTRAK

Reliabilitas Konstrak

	Estimate	
T3	1.00	0.71
T4	1.06	
R2	1.00	0.79
R4	1.44	
RP1	1.00	0.72
RP3	1.00	
A1	1.00	0.70
A3	1.03	
M3	3.00	0.97
M4	3.78	
K1	1.00	1.00
K2	1.00	
W1	1.00	0.81
W2	1.11	
W3	0.79	

LAMPIRAN 11
UJI REGRESI *CUSTOMER SATISFACTION*

Regression Weights: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P	Label
Kepuasan <---	Tangible	,424	,135	2,136	,002	par_10
Kepuasan <---	Asurance	,072	,099	,727	,467	par_11
Kepuasan <---	Empathy	1,175	,589	1,996	,046	par_12
Kepuasan <---	Responsiveness	,218	,111	1,968	,049	par_27
Kepuasan <---	Reliability	,608	,186	8,462	,307	par_28
WOM <---	Tangible	-,349	,155	-2,249	,024	par_13
WOM <---	Reliability	1,121	,336	2,333	***	par_14
WOM <---	Responsiveness	-,218	,160	-1,369	,171	par_15
WOM <---	Asurance	-,027	,101	-,266	,790	par_16
WOM <---	Empathy	2,206	,778	2,835	,005	par_17
WOM <---	Kepuasan	,208	,114	1,830	,067	par_18
T4 <---	Tangible	1,046	,066	2,834	***	par_19
R4 <---	Reliability	1,445	,123	1,787	***	par_20
R2 <---	Reliability	1,000				
M4 <---	Empathy	3,781	,403	<u>2,390</u>	***	par_21
A1 <---	Asurance	1,000				
W1 <---	WOM	1,000				
W3 <---	WOM	,787	,064	2,364	***	par_22
K2 <---	Kepuasan	1,066	,080	1,266	***	par_23
K1 <---	Kepuasan	1,000				
W2 <---	WOM	1,112	,080	1,957	***	par_24
RP3 <---	Responsiveness	1,001	,074	1,470	***	par_25
RP1 <---	Responsiveness	1,000				
T3 <---	Tangible	1,000				
A2 <---	Asurance	1,030	,105	2,796	***	par_26
M3 <---	Empathy	3,000				

Lampiran 12
Standardized Direct Effects

Standardized Direct Effects (Group number 1 - Default model)

	Reliability	Responsiveness	Asurance	Tangible	Empathy	Kepuasan	WOM
Kepuasan	.000	.207	.053	.367	.271	.000	.000
WOM	.697	-.203	-.019	-.297	.498	.204	.000
W3	.000	.000	.000	.000	.000	.000	.767
W2	.000	.000	.000	.000	.000	.000	.846
W1	.000	.000	.000	.000	.000	.000	.827
K2	.000	.000	.000	.000	.000	.830	.000
K1	.000	.000	.000	.000	.000	.877	.000
A1	.000	.000	.887	.000	.000	.000	.000
A2	.000	.000	.842	.000	.000	.000	.000
M4	.000	.000	.000	.000	.742	.000	.000
M3	.000	.000	.000	.000	.715	.000	.000
RP1	.000	.926	.000	.000	.000	.000	.000
RP3	.000	.784	.000	.000	.000	.000	.000
R2	.705	.000	.000	.000	.000	.000	.000
R4	.899	.000	.000	.000	.000	.000	.000
T3	.000	.000	.000	.901	.000	.000	.000
T4	.000	.000	.000	.871	.000	.000	.000

Lampiran 13
Standardized Indirect Effects

Standardized Indirect Effects (Group number 1 - Default model)

	Reliability	Responsiveness	Asurance	Tangible	Empathy	Kepuasan	WOM
Kepuasan	.000	.000	.000	.000	.000	.000	.000
WOM	.000	.042	.011	.075	.055	.000	.000
W3	.535	-.124	-.007	-.170	.424	.156	.000
W2	.589	-.136	-.007	-.187	.468	.172	.000
W1	.577	-.133	-.007	-.183	.458	.169	.000
K2	.000	.172	.044	.305	.225	.000	.000
K1	.000	.181	.046	.322	.237	.000	.000
A1	.000	.000	.000	.000	.000	.000	.000
A2	.000	.000	.000	.000	.000	.000	.000
M4	.000	.000	.000	.000	.000	.000	.000
M3	.000	.000	.000	.000	.000	.000	.000
RP1	.000	.000	.000	.000	.000	.000	.000
RP3	.000	.000	.000	.000	.000	.000	.000
R2	.000	.000	.000	.000	.000	.000	.000
R4	.000	.000	.000	.000	.000	.000	.000
T3	.000	.000	.000	.000	.000	.000	.000
T4	.000	.000	.000	<u>.000</u>	.000	.000	.000