

LAMPIRAN

Lampiran 1 Kuesioner Penelitian

I. PERTANYAAN UMUM

1. Apakah anda menggunakan aplikasi layanan Go-Food?
 - Ya
 - Tidak
2. Berapa kali anda menggunakan Go-Food dalam seminggu terakhir?
 - <6
 - >6-10
 - >10-15
 - >15

II. IDENTITAS RESPONDEN

1. Nama Responden (Boleh inisial)
.....
2. Jenis Kelamin
 - Laki-laki
 - Perempuan
3. Usia Responden
 - <20 tahun
 - 21-25 tahun
 - 26-30 tahun
 - 31-35 tahun
 - 36-40 tahun
 - > 40 tahun

4. Pendidikan Terahir

- SMA/Sederajat
- Diploma
- S1
- S3
- Lainnya

5. Pendapatan Perbulan

- < Rp. 1.000.000
- >Rp. 1.000.000 – Rp. 2.000.000
- >Rp. 2.000.000 – Rp 4.000.000
- >Rp. 4.000.000 – Rp. 6.000.000
- >Rp. 6.000.000

6. Pekerjaan Responden

- Pelajar atau Mahasiswa
- Pegawai swasta
- Pegawai Negeri Sipil
- Wiraswasta
- Ibu Rumah Tangga
- Dll

1. Perilaku Karyawan

NO	Pernyataan	STS	TS	KS	S	SS
1	Driver layanan Go-Food mengantar sesuai pesanan yang konsumen inginkan	1	2	3	4	5
2	Driver layanan Go-Food sangat membantu konsumen	1	2	3	4	5
3	Driver layanan Go-Food memiliki sikap yang ramah kepada konsumen	1	2	3	4	5

2. Identifikasi Merek

NO	Pernyataan	STS	TS	KS	S	SS
1	Saya ketergantungan pada layanan Go-Food	1	2	3	4	5
2	Saya merasa tertarik ketika orang membicarakan tentang layanan Go-Food	1	2	3	4	5
3	Layanan Go-Food berperan penting dalam hidup saya	1	2	3	4	5
4	Layanan Go-Food mewujudkan apa yang saya inginkan	1	2	3	4	5
5	Ketika seseorang mengkritik layanan Go-Food, rasanya seperti menyinggung saya	1	2	3	4	5

3. Kesesuaian Gaya Hidup

NO	Pernyataan	STS	TS	KS	S	SS
1	Layanan Go-Food mencerminkan gaya hidup pribadi saya	1	2	3	4	5
2	Layanan Go-Food benar-benar sejalan dengan gaya hidup saya	1	2	3	4	5
3	Menggunakan layanan Go-Food mendukung gaya hidup saya	1	2	3	4	5

4. Kepuasan Pelanggan

NO	Pernyataan	STS	TS	KS	S	SS
1	Secara keseluruhan, saya sangat puas dengan layanan Go-Food	1	2	3	4	5
2	Kinerja dari layanan Go-Food telah memenuhi harapan saya	1	2	3	4	5
3	Pengalaman saya dengan layanan Go-Food memenuhi harapan saya	1	2	3	4	5

5. Loyalitas Pelanggan

NO	Pernyataan	STS	TS	KS	S	SS
1	Saya akan menjadikan layanan Go-Food sebagai pilihan pertama untuk dipilih	1	2	3	4	5
2	Saya berniat menggunakan layanan Go-Food di masa depan	1	2	3	4	5
3	Saya akan tetap menggunakan layanan Go-Food	1	2	3	4	5
4	Saya akan merekomendasikan layanan Go-Food kepada seseorang yang meminta saran kepada saya	1	2	3	4	5
5	Saya menyarankan orang lain untuk menggunakan layanan Go-Food	1	2	3	4	5

Lampiran 2

Uji Validitas 30 Responden

Variabel Perilaku Karyawan

		Correlations			
		X1.1	X1.2	X1.3	TOTAL
X1.1	Pearson Correlation	1	.429*	.261	.699**
	Sig. (2-tailed)		.018	.164	.000
	N	30	30	30	30
X1.2	Pearson Correlation	.429*	1	.406*	.769**
	Sig. (2-tailed)	.018		.026	.000
	N	30	30	30	30
X1.3	Pearson Correlation	.261	.406*	1	.798**
	Sig. (2-tailed)	.164	.026		.000
	N	30	30	30	30
TOTAL	Pearson Correlation	.699**	.769**	.798**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

Variabel Identifikasi Merek

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	TOTAL
X2.1	Pearson Correlation	1	.816**	.820**	.556**	.699**	.917**
	Sig. (2-tailed)		.000	.000	.001	.000	.000
	N	30	30	30	30	30	30
X2.2	Pearson Correlation	.816**	1	.728**	.640**	.781**	.922**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30
X2.3	Pearson Correlation	.820**	.728**	1	.564**	.657**	.883**
	Sig. (2-tailed)	.000	.000		.001	.000	.000
	N	30	30	30	30	30	30
X2.4	Pearson Correlation	.556**	.640**	.564**	1	.477**	.706**
	Sig. (2-tailed)	.001	.000	.001		.008	.000
	N	30	30	30	30	30	30
X2.5	Pearson Correlation	.699**	.781**	.657**	.477**	1	.859**
	Sig. (2-tailed)	.000	.000	.000	.008		.000
	N	30	30	30	30	30	30
TOTAL	Pearson Correlation	.917**	.922**	.883**	.706**	.859**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Variabel Keselarasan Gaya Hidup

Correlations

		X3.1	X3.2	X3.3	TOTAL
X3.1	Pearson Correlation	1	.901**	.543**	.919**
	Sig. (2-tailed)		.000	.002	.000
	N	30	30	30	30
X3.2	Pearson Correlation	.901**	1	.653**	.955**
	Sig. (2-tailed)	.000		.000	.000
	N	30	30	30	30
X3.3	Pearson Correlation	.543**	.653**	1	.808**
	Sig. (2-tailed)	.002	.000		.000
	N	30	30	30	30
TOTAL	Pearson Correlation	.919**	.955**	.808**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Variabel Kepuasan Pelanggan

Correlations

		Y1.1	Y1.2	Y1.3	TOTAL
Y1.1	Pearson Correlation	1	.679**	.574**	.853**
	Sig. (2-tailed)		.000	.001	.000
	N	30	30	30	30
Y1.2	Pearson Correlation	.679**	1	.701**	.900**
	Sig. (2-tailed)	.000		.000	.000
	N	30	30	30	30
Y1.3	Pearson Correlation	.574**	.701**	1	.874**
	Sig. (2-tailed)	.001	.000		.000
	N	30	30	30	30
TOTAL	Pearson Correlation	.853**	.900**	.874**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Variabel Loyalitas Pelanggan

Correlations

		Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	TOTAL
Y2.1	Pearson Correlation	1	.602**	.602**	.622**	.795**	.837**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30
Y2.2	Pearson Correlation	.602**	1	.747**	.791**	.831**	.891**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30
Y2.3	Pearson Correlation	.602**	.747**	1	.692**	.713**	.853**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30
Y2.4	Pearson Correlation	.622**	.791**	.692**	1	.804**	.876**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30
Y2.5	Pearson Correlation	.795**	.831**	.713**	.804**	1	.943**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30
TOTAL	Pearson Correlation	.837**	.891**	.853**	.876**	.943**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Lampiran 3
Uji Realibility 30 Responden
Variabel Perilaku Karyawan

Reliability Statistics

Cronbach's Alpha	N of Items
.611	3

Variabel Identifikasi Merek

Reliability Statistics

Cronbach's Alpha	N of Items
.908	5

Variabel Keselarasan Gaya Hidup

Reliability Statistics

Cronbach's Alpha	N of Items
.875	3

Variabel Kepuasan Pelanggan

Reliability Statistics

Cronbach's Alpha	N of Items
.875	3

Variabel Loyalitas Pelanggan

Reliability Statistics

Cronbach's Alpha	N of Items
.923	5

Lampiran 4

Uji Validitas dan Reabilitas 120 Responden

Construct reliability dan AVE diperoleh dengan rumus (Fornell &

Larcker, 1981) berikut :

$$AVE = \frac{\sum \lambda_i^2}{\sum \lambda_i^2 + \sum \varepsilon_i}$$

$$Construct Reliability = \frac{(\sum \lambda_i)^2}{(\sum \lambda_i)^2 + \sum \varepsilon_i}$$

Dimana, λ_i = *Standard loading* masing-masing indikator (*observed variable*)

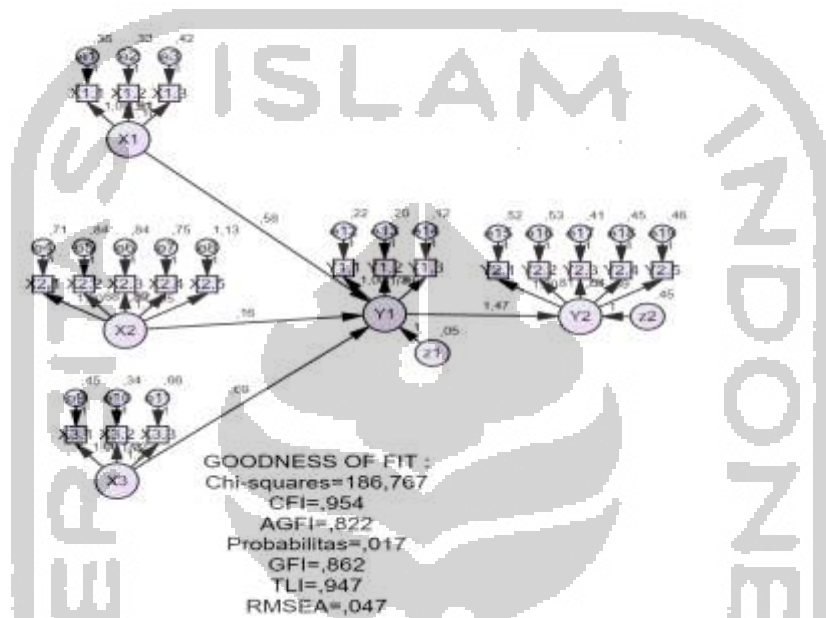
ε_i = kesalahan pengukuran masing-masing indikator (1 – reliabilitas indikator)

Tabel Confirmatory Factor Analysis

	λ_i	ε_i	t-value	Ket	CR	AVE	Ket
X1. 1	0,389	0,056	6,991	Valid	0,668	0,847	Reliabel
X1. 2	0,337	0,049	6,886	Valid			
X1. 3	0,356	0,09	3,957	Valid			
X2. 1	0,719	0,131	5,505	Valid	0,849	0,865	Reliabel
X2. 2	0,805	0,12	6,736	Valid			
X2. 3	0,887	0,139	6,367	Valid			
X2. 4	0,755	0,106	7,143	Valid			
X2. 5	1,118	0,174	6,406	Valid			

X3. 1	0,469	0,1	4,709	Valid	0,720	0,833	Reliabel
X3. 2	0,345	0,093	3,697	Valid			
X3. 3	0,643	0,099	6,484	Valid			
Y1. 1	0,216	0,031	6,985	Valid	0,605	0,867	Reliabel
Y1. 2	0,295	0,032	6,035	Valid			
Y1. 3	0,121	0,034	3,598	Valid			
Y2. 1	0,517	0,092	5,611	Valid	0,749	0,862	Reliabel
Y2. 2	0,532	0,084	6,362	Valid			
Y2. 3	0,413	0,066	6,232	Valid			
Y2. 4	0,446	0,066	6,735	Valid			
Y2. 5	0,458	0,07	6,586	Valid			

Lampiran 5
Gambar Structural Equation Model



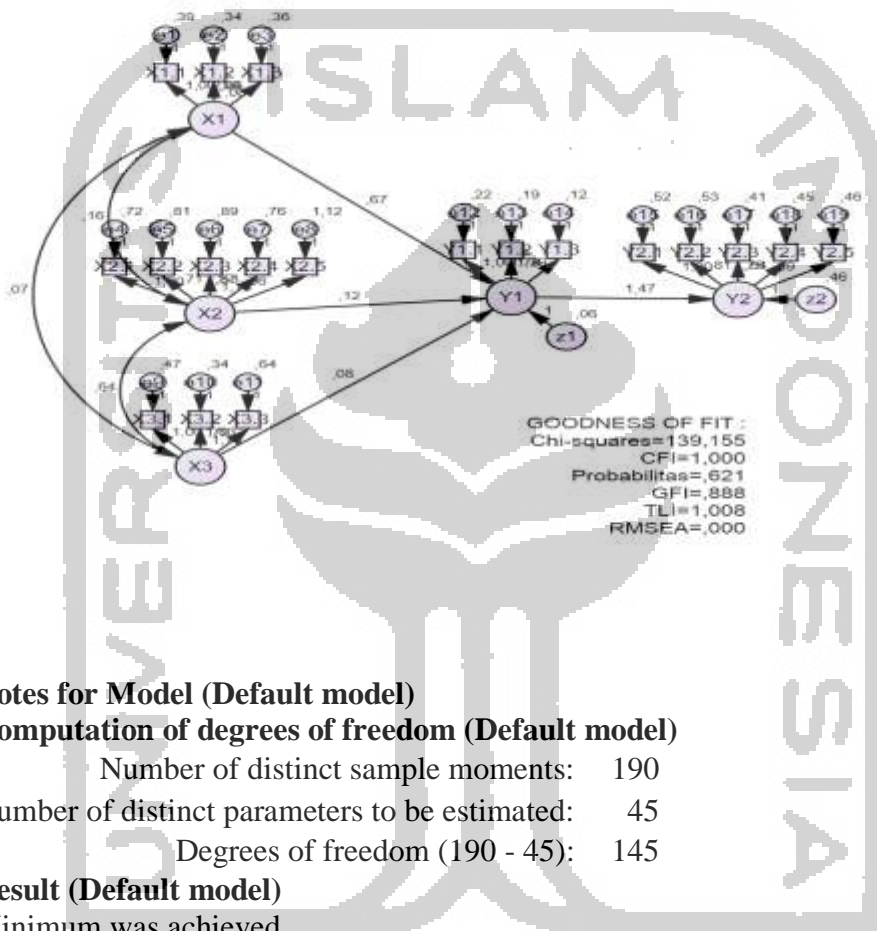
Kriteria	Hasil Model	Nilai Kritis	Kesimpulan
Chi-square	186,767	Kecil	Kurang Baik
RMSEA	0,047	$\leq 0,08$	Baik
GFI	0,862	$\geq 0,90$	Kurang Baik
AGFI	0,822	$\geq 0,90$	Kurang Baik
TLI	0,947	$\geq 0,95$	Kurang Baik
CFI	0,954	$\geq 0,95$	Baik

Modification Indices (Group number 1 – Default Model)

Covariances: (Group number 1 – Default Model)

	M.I.	Par Change
X2 <--> X3	25,973	,638
X1 <--> X2	13,249	,159
X1 <--> X3	11,873	,275
e18 <--> e19	5,013	,161
e15 <--> X3	5,646	,208
e15 <--> e16	4,640	,124
e12 <--> e19	4,081	-,065
e12 <--> e13	5,320	,049
e8 <--> X1	4,919	,096
e7 <--> e19	4,039	,120
e5 <--> X3	5,462	,243
e3 <--> X3	5,945	,195
Z2 <--> X3	5,962	,211

Gambar Modifikasi Structural Equation Model



Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 190
 Number of distinct parameters to be estimated: 45
 Degrees of freedom (190 - 45): 145

Result (Default model)

Minimum was achieved
 Chi-square = 139,155
 Degrees of freedom = 145
 Probability level = ,621

Lampiran 6

Uji Hipotesis

Regression Weights: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P	Label
Y1	<--- X1	,673	,278	2,418	,016	
Y1	<--- X2	,120	,060	1,997	,046	
Y1	<--- X3	,083	,040	2,049	,040	
Y2	<--- Y1	1,471	,274	5,376	***	
X1.1	<--- X1	1,000				
X1.2	<--- X1	,994	,349	2,847	,004	
X1.3	<--- X1	2,063	,627	3,290	,001	
X2.1	<--- X2	1,000				
X2.2	<--- X2	,708	,106	6,700	***	
X2.3	<--- X2	,869	,118	7,333	***	
X2.4	<--- X2	,526	,094	5,585	***	
X2.5	<--- X2	,962	,132	7,277	***	
X3.1	<--- X3	1,000				
X3.2	<--- X3	1,025	,098	10,499	***	
X3.3	<--- X3	,793	,091	8,756	***	
Y1.1	<--- Y1	1,000				
Y1.2	<--- Y1	1,392	,193	7,227	***	
Y1.3	<--- Y1	1,778	,227	7,824	***	
Y2.1	<--- Y2	1,000				
Y2.2	<--- Y2	,815	,109	7,478	***	
Y2.3	<--- Y2	,751	,098	7,653	***	
Y2.4	<--- Y2	,636	,093	6,831	***	
Y2.5	<--- Y2	,692	,097	7,122	***	

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

	Estimate
Y1 <--- X1	,467
Y1 <--- X2	,318
Y1 <--- X3	,225
Y2 <--- Y1	,659
X1.1 <--- X1	,408
X1.2 <--- X1	,431
X1.3 <--- X1	,694
X2.1 <--- X2	,781
X2.2 <--- X2	,642
X2.3 <--- X2	,700
X2.4 <--- X2	,540
X2.5 <--- X2	,694
X3.1 <--- X3	,847
X3.2 <--- X3	,886
X3.3 <--- X3	,733
Y1.1 <--- Y1	,654
Y1.2 <--- Y1	,785
Y1.3 <--- Y1	,899
Y2.1 <--- Y2	,780
Y2.2 <--- Y2	,708
Y2.3 <--- Y2	,724
Y2.4 <--- Y2	,650
Y2.5 <--- Y2	,676

Lampiran 7

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	45	139,155	145	,621	,960
Saturated model	190	,000	0		
Independence model	19	1013,242	171	,000	5,925

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,079	,888	,853	,678
Saturated model	,000	1,000		
Independence model	,376	,332	,258	,299

Baseline Comparisons

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	,863	,838	1,007	1,008	1,000
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,848	,731	,848
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	,000	,000	25,364
Saturated model	,000	,000	,000
Independence model	842,242	745,748	946,224

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	1,169	,000	,000	,213
Saturated model	,000	,000	,000	,000
Independence model	8,515	7,078	6,267	7,951

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,000	,000	,038	,993
Independence model	,203	,191	,216	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	229,155	247,336	354,592	399,592
Saturated model	380,000	456,768	909,623	1099,623
Independence model	1051,242	1058,918	1104,204	1123,204

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	1,926	1,975	2,188	2,078
Saturated model	3,193	3,193	3,193	3,838
Independence model	8,834	8,023	9,708	8,898

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	149	161
Independence model	24	26