

## LAMPIRAN

### Lampiran 1. Kuesioner Penelitian

Dengan kuesioner penelitian ini perkenankanlah kami mahasiswa Universitas Islam Indonesia Jurusan Teknik Industri ingin meminta ketersediaan Bapak/ibu, Saudara/i agar dapat berpartisipasi dalam mengisi dan menjawab seluruh pertanyaan yang tersedia di dalam kuesioner ini. Adapun kuesioner penelitian ini digunakan untuk menyusun skripsi sebagai syarat kelulusan S1.

#### A. Deskripsi Responden

Jenis Kelamin :  
Umur :  
Agama :  
Pekerjaan :

#### B. Pernyataan Mengenai Loyalitas Pelanggan

Bapak/ibu dimohon agar dapat memberikan tanggapan yang sesuai atas pernyataan-pernyataan berikut dengan memilih pilihan yang telah tersedia dikolom jawaban dengan memberikan tanda centang ( √ ).

Adapun keterangan jawaban :

STS : Sangat Tidak Setuju  
S : Setuju  
TS : Tidak Setuju  
SS : Sangat Puas

NO	Pertanyaan	Jawaban			
		SS	S	TS	STS
1	Hotel telah menyediakan makanan dan minuman halal pada restoran hotel				
2	Hotel telah menyediakan makan dan minuman berlogo halal pada mini bar di kamar hotel				
3	Produk hiburan yang tersedia tidak mengandung unsur judi dan sulap				
4	Tarif makanan dan minuman				

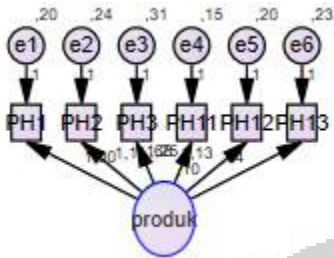
	sudah sesuai dengan makanan dan minuman yang disediakan				
5	Hotel tidak melakukan diskriminasi harga pada setiap pelanggan (terkecuali kartu member / diskon)				
6	Karyawan hotel merespon pelayanan pelanggan dengan tanggap				
7	Karyawan hotel melayani pelanggan dengan efektif dan efisien				
8	Karyawan hotel memulai komunikasi kepada pelanggan dengan mengucapkan salam				
9	Hotel menyediakan fasilitas transportasi antar jemput yang bersih dan nyaman				
NO	Pertanyaan	Jawaban			
	<b>HARGA</b>	<b>SS</b>	<b>S</b>	<b>TS</b>	<b>STS</b>
1	Hotel menyediakan daftar harga fasilitas untuk pelanggan di resepsionis				
2	Tarif Penginapan di hotel telah sebanding dengan fasilitas dan pelayanan yang tersedia				
3	Hotel menyediakan daftar harga pada restoran hotel				
4	Hotel menyediakan daftar harga untuk makanan dan minuman di mini bar pada setiap kamar				
NO	Pertanyaan	Jawaban			
	<b>PROMOSI</b>	<b>SS</b>	<b>S</b>	<b>TS</b>	<b>STS</b>
1	Hotel memulai komunikasi kepada pelanggan dengan mengucapkan salam				
2	Hotel memberikan informasi mengenai bahan makanan dan minuman untuk restoran halal serta tersedianya mushola				
3	Karyawan hotel				

	menawarkan produk atau jasa dengan tutur kata dan perilaku yang sopan				
4	Karyawan hotel responsive dalam melayani pelanggan				
5	Hotel dalam melakukan promosi terdapat kesesuaian antara yang diberikan pihak hotel				
6	Hotel dalam melakukan promosi mencantumkan model menggunakan pakaian yang sesuai syariat islam				
7	Hotel dalam melakukan promosi memberitahu apabila terdapat perubahan harga kepada pelanggan				
NO	Pertanyaan	Jawaban			
	<b>TEMPAT</b>	<b>SS</b>	<b>S</b>	<b>TS</b>	<b>STS</b>
1	Lokasi hotel berada pada lingkungan yang sesuai dengan syariat islam (dekat dengan tempat ibadah)				
2	Lokasi hotel berada pada lingkungan yang bersih				
3	Lokasi hotel berada pada lingkungan yang aman				
4	Toilet umum pria dilengkapi penyekat antara uriniur yang satu dengan lainnya				
5	Hotel menyediakan peralatan sholat dan Al-quran di di setiap kamar hotel				
6	Terdapat tanda kiblat di setiap kamar hotel				
7	Hotel memiliki fasilitas mushola umum				
8	Tempat wudhu laki-laki dan perempuan pada mushola umum terpisah dan tertutup				
No	Pertanyaan	Jawaban			
	<b>KUALITAS PELAYANAN MARKETING</b>	<b>SS</b>	<b>S</b>	<b>TS</b>	<b>STS</b>

1	Pelanggan berminat memilih kembali hotel Sofyan Inn Unisi sebagai tempat penginapan				
2	Pelanggan memberikan rekomendasikan tentang hotel Sofyan Inn Unisi kepada orang lain				
3	Pelanggan memilih hotel Sofyan Inn Unisi berdasarkan keinginan pribadi				



## LAMPIRAN OUTPUT PRODUK



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P	Label
PH1	<--- produk	1,000				
PH2	<--- produk	1,108	,272	4,071	***	
PH3	<--- produk	,675	,239	2,826	,005	
PH11	<--- produk	1,255	,278	4,508	***	
PH12	<--- produk	1,127	,266	4,238	***	
PH13	<--- produk	,743	,222	3,345	***	

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

		Estimate
PH1	<--- produk	,574
PH2	<--- produk	,579
PH3	<--- produk	,356
PH11	<--- produk	,715
PH12	<--- produk	,620
PH13	<--- produk	,439

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
produk	,100	,037	2,681	,007	
e1	,202	,035	5,865	***	
e2	,242	,042	5,833	***	
e3	,313	,047	6,698	***	

	Estimate	S.E.	C.R.	P	Label
e4	,150	,033	4,534	***	
e5	,203	,037	<u>5,539</u>	***	
e6	,231	,036	6,478	***	

Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	2		-,279	9999,000	127,927	0	9999,000
1	e	1		-,007	1,281	53,229	20	,520
2	e	0	11,135		,705	34,655	5	,752
3	e	0	20,519		,434	30,626	1	1,182
4	e	0	42,904		,243	29,890	1	1,147
5	e	0	60,462		,097	29,809	1	1,089
6	e	0	65,413		,019	29,807	1	1,019
7	e	0	65,569		,001	29,807	1	1,001

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	12	29,807	9	,000	3,312
Saturated model	21	,000	0		
Independence model	6	124,783	15	,000	8,319

Model	RMR	GFI	AGFI	PGFI
Default model	,026	,916	,805	,393
Saturated model	,000	1,000		
Independence model	,088	,659	,523	,471

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	,761	,602	,820	,684	,810
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Model	PRATIO	PNFI	PCFI
Default model	,600	,457	,486
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

Model	NCP	LO 90	HI 90
Default model	20,807	7,904	41,300
Saturated model	,000	,000	,000

Model	NCP	LO 90	HI 90
Independence model	109,783	77,821	149,222

Model	FMIN	F0	LO 90	HI 90
Default model	,301	,210	,080	,417
Saturated model	,000	,000	,000	,000
Independence model	1,260	1,109	,786	1,507

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,153	,094	,215	,004
Independence model	,272	,229	,317	,000

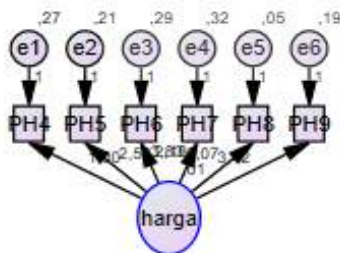
Model	AIC	BCC	BIC	CAIC
Default model	53,807	55,633	85,069	97,069
Saturated model	42,000	45,196	96,709	117,709
Independence model	136,783	137,696	152,414	158,414

Model	ECVI	LO 90	HI 90	MECVI
Default model	,544	,413	,751	,562
Saturated model	,424	,424	,424	,457
Independence model	1,382	1,059	1,780	1,391

Model	HOELTER	HOELTER
	.05	.01
Default model	57	72
Independence model	20	25

Minimization: ,179  
 Miscellaneous: ,831  
 Bootstrap: ,000  
 Total: 1,010

### HARGA



**Estimates (Group number 1 - Default model)**

**Scalar Estimates (Group number 1 - Default model)**

**Maximum Likelihood Estimates**

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

	Estimate	S.E.	C.R.	P	Label
PH4 <--- harga	1,000				
PH5 <--- harga	2,529	1,364	1,854	,064	
PH6 <--- harga	2,175	1,230	1,768	,077	
PH7 <--- harga	3,831	2,029	1,888	,059	
PH8 <--- harga	6,067	3,145	1,929	,054	
PH9 <--- harga	3,424	1,798	1,905	,057	

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

	Estimate
PH4 <--- harga	,202
PH5 <--- harga	,510
PH6 <--- harga	,394
PH7 <--- harga	,587
PH8 <--- harga	,948
PH9 <--- harga	,639

**Variances: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
harga	,011	,012	,970	,332	
e1	,266	,038	7,006	***	
e2	,206	,031	6,685	***	
e3	,292	,042	6,883	***	
e4	,316	,049	6,428	***	
e5	,047	,045	1,042	,297	
e6	,192	,031	6,141	***	

Iteration	Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	N Tries	Ratio
0	e	2	-,380	9999,000	172,733	0	9999,000
1	e	1	-,083	1,655	103,115	21	,339



Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTrises	Ratio
2	e	0	29,124		,787	66,236	4	,779
3	e	0	34,339		,526	55,020	2	,000
4	e	0	118,870		,599	46,548	1	1,223
5	e	0	615,867		,787	44,977	1	,452
6	e	0	2059,839		,508	40,727	1	1,115
7	e	0	4832,945		,776	40,029	1	,816
8	e	0	19319,061		,422	39,260	1	1,146
9	e	0	25979,881		,808	39,189	1	,290
10	e	0	113654,618		,282	38,894	1	1,068
11	e	0	121563,905		,515	38,865	1	,768
12	e	0	304853,558		,133	38,844	1	1,053
13	e	0	350006,068		,135	38,842	1	1,017
14	e	0	390445,905		,011	38,842	1	1,007
15	e	0	392067,908		,001	38,842	1	1,000

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	12	38,842	9	,000	4,316
Saturated model	21	,000	0		
Independence model	6	166,806	15	,000	11,120

Model	RMR	GFI	AGFI	PGFI
Default model	,033	,886	,734	,380
Saturated model	,000	1,000		
Independence model	,114	,612	,457	,437

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,767	,612	,811	,672	,803
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Model	PRATIO	PNFI	PCFI
Default model	,600	,460	,482
Saturated model	,000	,000	,000

Model	PRATIO	PNFI	PCFI
Independence model	1,000	,000	,000

Model	NCP	LO 90	HI 90
Default model	29,842	14,204	53,023
Saturated model	,000	,000	,000
Independence model	151,806	113,949	197,121

Model	FMIN	F0	LO 90	HI 90
Default model	,392	,301	,143	,536
Saturated model	,000	,000	,000	,000
Independence model	1,685	1,533	1,151	1,991

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,183	,126	,244	,000
Independence model	,320	,277	,364	,000

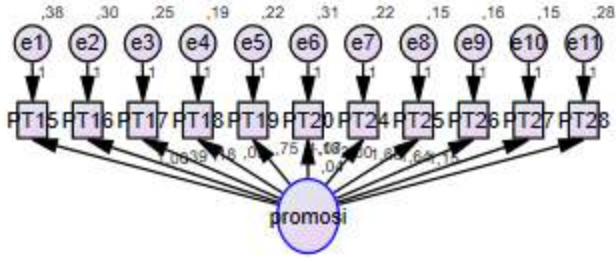
Model	AIC	BCC	BIC	CAIC
Default model	62,842	64,668	94,104	106,104
Saturated model	42,000	45,196	96,709	117,709
Independence model	178,806	179,719	194,437	200,437

Model	ECVI	LO 90	HI 90	MECVI
Default model	,635	,477	,869	,653
Saturated model	,424	,424	,424	,457
Independence model	1,806	1,424	2,264	1,815

Model	HOELTER .05	HOELTER .01
Default model	44	56
Independence model	15	19

Minimization: ,109  
Miscellaneous: ,563  
Bootstrap: ,000  
Total: ,672

## PROMOSI



**Estimates (Group number 1 - Default model)**

**Scalar Estimates (Group number 1 - Default model)**

**Maximum Likelihood Estimates**

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

	Estimate	S.E.	C.R.	P	Label
PT15 <--- promosi	1,000				
PT16 <--- promosi	,394	,369	1,070	,285	
PT17 <--- promosi	,183	,313	,583	,560	
PT18 <--- promosi	,051	,271	,187	,852	
PT19 <--- promosi	,754	,409	1,845	,065	
PT20 <--- promosi	-,075	,347	-,216	,829	
PT24 <--- promosi	1,179	,539	2,187	,029	
PT25 <--- promosi	2,004	,816	2,455	,014	
PT26 <--- promosi	1,676	,694	2,415	,016	
PT27 <--- promosi	1,643	,680	2,414	,016	
PT28 <--- promosi	1,153	,552	2,088	,037	

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

	Estimate
PT15 <--- promosi	,295
PT16 <--- promosi	,136
PT17 <--- promosi	,070
PT18 <--- promosi	,022
PT19 <--- promosi	,293
PT20 <--- promosi	-,025
PT24 <--- promosi	,430
PT25 <--- promosi	,704
PT26 <--- promosi	,625
PT27 <--- promosi	,624
PT28 <--- promosi	,380

**Variances: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
promosi	,036	,028	1,289	,198	
e1	,377	,055	6,801	***	
e2	,296	,042	6,990	***	
e3	,245	,035	7,024	***	
e4	,192	,027	7,034	***	
e5	,217	,032	6,804	***	
e6	,314	,045	7,034	***	
e7	,220	,034	6,472	***	
e8	,146	,032	4,520	***	
e9	,157	,029	5,394	***	
e10	,152	,028	5,402	***	
e11	,282	,043	<u>6.617</u>	***	

Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	3		-,249	9999,000	226,636	0	9999,000
1	e	1		-,006	,918	172,136	20	,683
2	e	0	358,009		,742	156,615	5	,761
3	e	0	88,584		1,586	151,281	4	,000
4	e	0	339,040		,605	141,945	1	1,099
5	e	0	1035,106		,426	140,315	1	1,183
6	e	0	2376,020		,489	139,942	1	1,098
7	e	0	5990,526		,261	139,789	1	1,166
8	e	0	9092,046		,245	139,760	1	1,061
9	e	0	12211,053		,057	139,756	1	1,047
10	e	0	12499,174		,013	139,756	1	1,008
11	e	0	12663,281		,000	139,756	1	1,000

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	22	139,756	44	,000	3,176
Saturated model	66	,000	0		
Independence model	11	227,289	55	,000	4,133

Model	RMR	GFI	AGFI	PGFI
Default model	,038	,790	,685	,527
Saturated model	,000	1,000		
Independence model	,055	,683	,619	,569

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,385	,231	,478	,305	,444
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Model	PRATIO	PNFI	PCFI
Default model	,800	,308	,355
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

Model	NCP	LO 90	HI 90
Default model	95,756	63,798	135,332
Saturated model	,000	,000	,000
Independence model	172,289	129,516	222,624

Model	FMIN	F0	LO 90	HI 90
Default model	1,412	,967	,644	1,367
Saturated model	,000	,000	,000	,000
Independence model	2,296	1,740	1,308	2,249

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,148	,121	,176	,000
Independence model	,178	,154	,202	,000

Model	AIC	BCC	BIC	CAIC
Default model	183,756	189,825	241,070	263,070
Saturated model	132,000	150,207	303,941	369,941
Independence model	249,289	252,324	277,946	288,946

Model	ECVI	LO 90	HI 90	MECVI
Default model	1,856	1,533	2,256	1,917

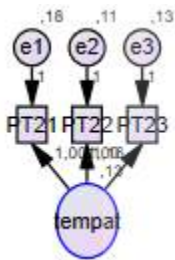
Model	ECVI	LO 90	HI 90	MECVI
Saturated model	1,333	1,333	1,333	1,517
Independence model	2,518	2,086	3,027	2,549

Model	HOELTER	HOELTER
	.05	.01
Default model	43	49
Independence model	32	36

Minimization: ,079  
Miscellaneous: ,761  
Bootstrap: ,000  
Total: ,840

**PROMOSI SETELAH DIBUANG YANG TIDAK VALID I**

**TEMPAT**



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
PT21 <--- tempat	1,000				
PT22 <--- tempat	1,161	,236	4,927	***	
PT23 <--- tempat	1,003	,200	5,024	***	

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

	Estimate
PT21 <--- tempat	,646
PT22 <--- tempat	,785
PT23 <--- tempat	,704

**Variances: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
tempat	,127	,041	3,068	,002	
e1	,177	,033	5,319	***	
e2	,107	,033	3,225	,001	
e3	,130	,029	4,528	***	

Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTrises	Ratio
0	e	2		-,201	9999,000	81,121	0	9999,000
1	e	0	36,918		1,025	20,128	20	,714
2	e	1		-,003	1,099	16,892	3	,000
3	e	0	19,401		,341	1,480	5	,965
4	e	0	20,555		,093	,046	1	1,098
5	e	0	21,553		,019	,000	1	1,032
6	e	0	21,558		,001	,000	1	1,002
7	e	0	21,559		,000	,000	1	1,000

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	6	,000	0		
Saturated model	6	,000	0		
Independence model	3	71,471	3	,000	23,824

Model	RMR	GFI	AGFI	PGFI
Default model	,000	1,000		
Saturated model	,000	1,000		
Independence model	,100	,661	,322	,331

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

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

Model	NCP	LO 90	HI 90
Default model	,000	,000	,000
Saturated model	,000	,000	,000
Independence model	68,471	44,568	99,799

Model	FMIN	F0	LO 90	HI 90
Default model	,000	,000	,000	,000
Saturated model	,000	,000	,000	,000
Independence model	,722	,692	,450	1,008

Model	RMSEA	LO 90	HI 90	PCLOSE
Independence model	,480	,387	,580	,000

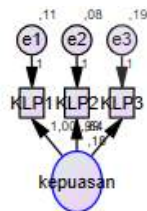
Model	AIC	BCC	BIC	CAIC
Default model	12,000	12,505	27,631	33,631
Saturated model	12,000	12,505	27,631	33,631
Independence model	77,471	77,723	85,286	88,286

Model	ECVI	LO 90	HI 90	MECVI
Default model	,121	,121	,121	,126
Saturated model	,121	,121	,121	,126
Independence model	,783	,541	1,099	,785

Model	HOELTER	HOELTER
	.05	.01
Default model		
Independence model	11	16

Minimization: ,047  
 Miscellaneous: ,492  
 Bootstrap: ,000  
 Total: ,539

### KEPUASAN



Estimates (Group number 1 - Default model)



**Scalar Estimates (Group number 1 - Default model)**

**Maximum Likelihood Estimates**

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

	Estimate	S.E.	C.R.	P	Label
KLP1 <--- kepuasan	1,000				
KLP2 <--- kepuasan	,995	,187	5,322	***	
KLP3 <--- kepuasan	,643	,135	4,765	***	

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

	Estimate
KLP1 <--- kepuasan	,797
KLP2 <--- kepuasan	,834
KLP3 <--- kepuasan	,537

**Variances: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
kepuasan	,184	,049	3,753	***	
e1	,105	,034	3,094	,002	
e2	,080	,032	2,462	,014	
e3	,187	,029	6,355	***	

Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	2		-,223	9999,000	92,364	0	9999,000
1	e	0	17,966		1,114	18,277	20	,716
2	e	0	32,658		,444	1,582	3	,000
3	e	0	18,196		,392	,601	1	,493
4	e	0	21,412		,081	,023	1	1,084
5	e	0	20,261		,035	,000	1	1,027
6	e	0	20,470		,001	,000	1	1,002
7	e	0	20,471		,000	,000	1	1,000

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	6	,000	0		
Saturated model	6	,000	0		
Independence model	3	83,908	3	,000	27,969

Model	RMR	GFI	AGFI	PGFI
Default model	,000	1,000		
Saturated model	,000	1,000		
Independence model	,101	,645	,289	,322

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

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

Model	NCP	LO 90	HI 90
Default model	,000	,000	,000
Saturated model	,000	,000	,000
Independence model	80,908	54,666	114,574

Model	FMIN	F0	LO 90	HI 90
Default model	,000	,000	,000	,000
Saturated model	,000	,000	,000	,000
Independence model	,848	,817	,552	1,157

Model	RMSEA	LO 90	HI 90	PCLOSE
Independence model	,522	,429	,621	,000

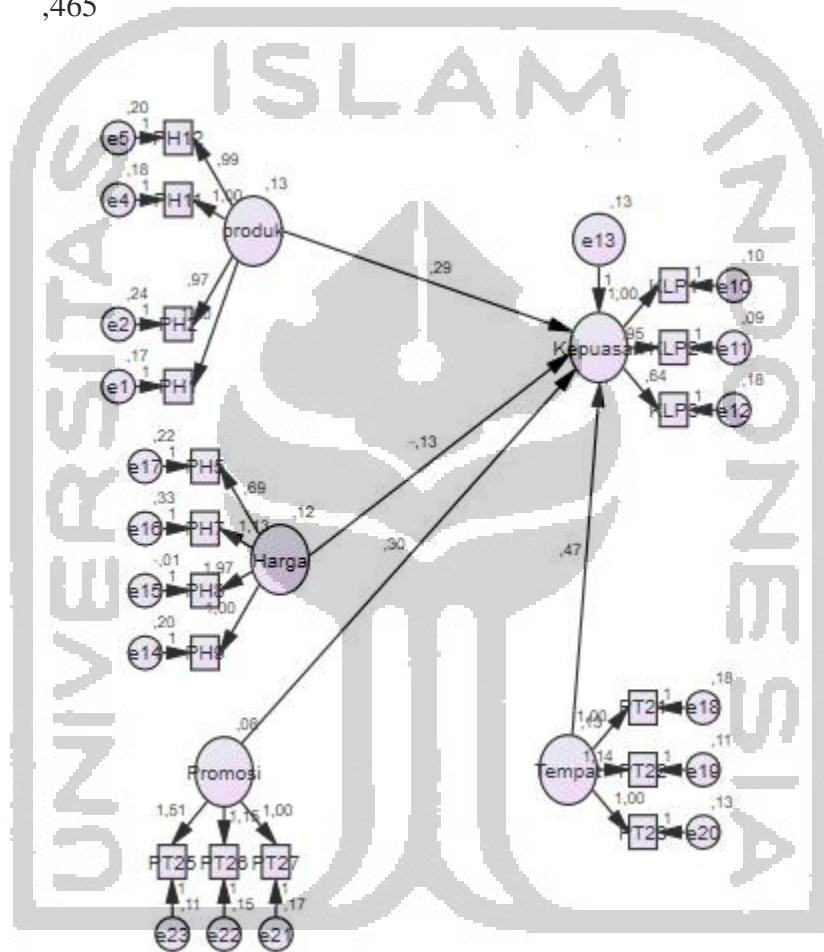
Model	AIC	BCC	BIC	CAIC
Default model	12,000	12,505	27,631	33,631
Saturated model	12,000	12,505	27,631	33,631
Independence model	89,908	90,161	97,724	100,724

Model	ECVI	LO 90	HI 90	MECVI
Default model	,121	,121	,121	,126
Saturated model	,121	,121	,121	,126
Independence model	,908	,643	1,248	,911

Model	HOELTER .05	HOELTER .01
Default model		

Model	HOELTER	HOELTER
	.05	.01
Independence model	10	14

Minimization: ,062  
 Miscellaneous: ,403  
 Bootstrap: ,000  
 Total: ,465



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Kepuasan <--- produk	,286	,151	1,900	,057	
Kepuasan <--- Harga	-,129	,126	-1,024	,306	
Kepuasan <--- Promosi	,300	,187	1,602	,109	
Kepuasan <--- Tempat	,469	,158	2,966	,003	
PH1 <--- produk	1,000				

		Estimate	S.E.	C.R.	P	Label
PH2	<--- produk	,968	,230	4,204	***	
PH11	<--- produk	,997	,223	4,477	***	
PH12	<--- produk	,986	,225	4,380	***	
KLP1	<--- Kepuasan	1,000				
KLP2	<--- Kepuasan	,949	,157	6,043	***	
KLP3	<--- Kepuasan	,642	,133	4,810	***	
PH9	<--- Harga	1,000				
PH8	<--- Harga	1,968	,362	5,435	***	
PH7	<--- Harga	1,128	,219	5,152	***	
PH5	<--- Harga	,690	,161	4,289	***	
PT21	<--- Tempat	1,000				
PT22	<--- Tempat	1,143	,222	5,158	***	
PT23	<--- Tempat	,996	,194	5,133	***	
PT27	<--- Promosi	1,000				
PT26	<--- Promosi	1,146	,269	4,262	***	
PT25	<--- Promosi	1,508	,375	4,019	***	

**Variances: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
produk	,130	,043	3,024	,002	
Harga	,122	,039	3,093	,002	
Tempat	,129	,041	3,138	,002	
Promosi	,081	,032	2,568	,010	
e13	,134	,036	3,695	***	
e1	,172	,035	4,944	***	
e2	,242	,043	5,665	***	
e4	,177	,035	5,017	***	
e5	,202	,038	5,319	***	
e10	,098	,029	3,380	***	
e11	,089	,026	3,416	***	
e12	,185	,029	6,355	***	
e14	,203	,033	6,181	***	
e15	-,007	,061	-,122	,903	
e16	,328	,051	6,468	***	
e17	,220	,032	6,853	***	
e18	,175	,033	5,376	***	
e19	,109	,031	3,564	***	
e20	,130	,028	4,718	***	
e21	,167	,030	5,642	***	
e22	,152	,032	4,809	***	
e23	,106	,042	2,502	,012	

		e15						
		-,007						
Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTrises	Ratio
0	e	10		-,278	9999,000	700,299	0	9999,000
1	e	1		-,008	2,237	379,818	20	,688
2	e	0	117,568		,701	307,213	5	,884
3	e	0	74,267		1,330	270,164	3	,000
4	e	0	140,528		,945	263,450	1	,318
5	e	0	163,444		,740	253,722	1	,880
6	e	0	117,457		,220	250,203	1	1,151
7	e	0	115,973		,158	249,773	1	1,131
8	e	0	112,106		,039	249,734	1	1,079
9	e	0	115,780		,007	249,733	1	1,012
10	e	0	115,779		,000	249,733	1	1,000

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	38	249,733	115	,000	2,172
Saturated model	153	,000	0		
Independence model	17	664,222	136	,000	4,884

Model	RMR	GFI	AGFI	PGFI
Default model	,060	,784	,712	,589
Saturated model	,000	1,000		
Independence model	,084	,446	,376	,396

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,624	,555	,755	,698	,745
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Model	PRATIO	PNFI	PCFI
-------	--------	------	------

Model	PRATIO	PNFI	PCFI
Default model	,846	,528	,630
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

Model	NCP	LO 90	HI 90
Default model	134,733	92,945	184,268
Saturated model	,000	,000	,000
Independence model	528,222	451,620	612,349

Model	FMIN	F0	LO 90	HI 90
Default model	2,523	1,361	,939	1,861
Saturated model	,000	,000	,000	,000
Independence model	6,709	5,336	4,562	6,185

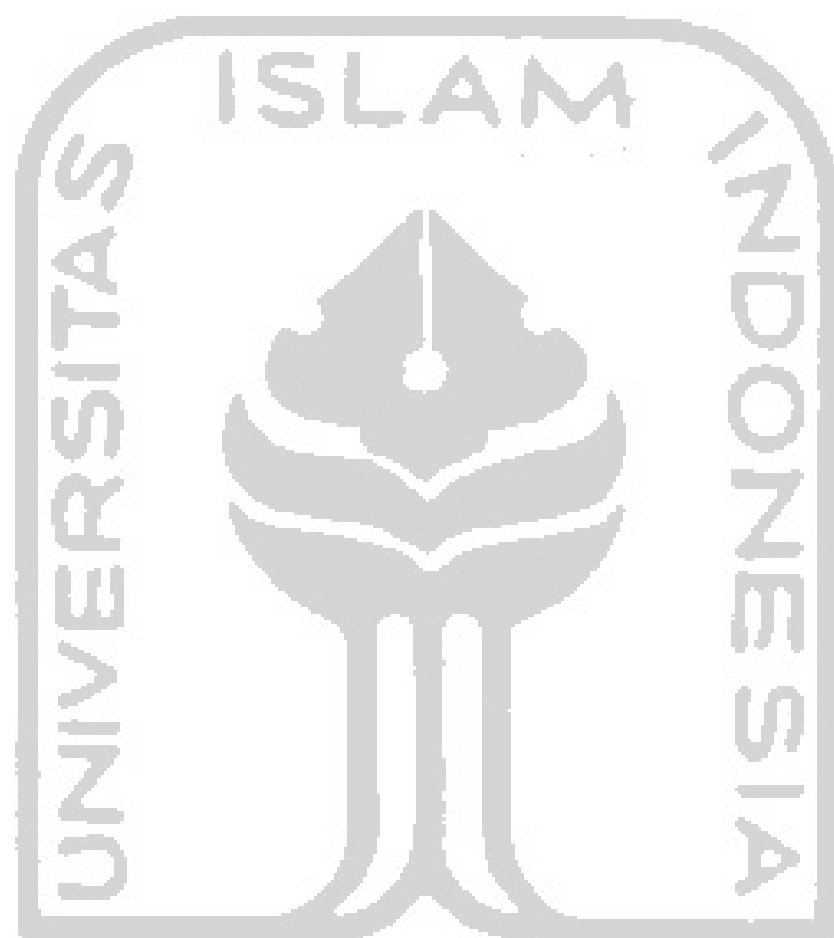
Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,109	,090	,127	,000
Independence model	,198	,183	,213	,000

Model	AIC	BCC	BIC	CAIC
Default model	325,733	342,622	424,730	462,730
Saturated model	306,000	374,000	704,591	857,591
Independence model	698,222	705,778	742,510	759,510

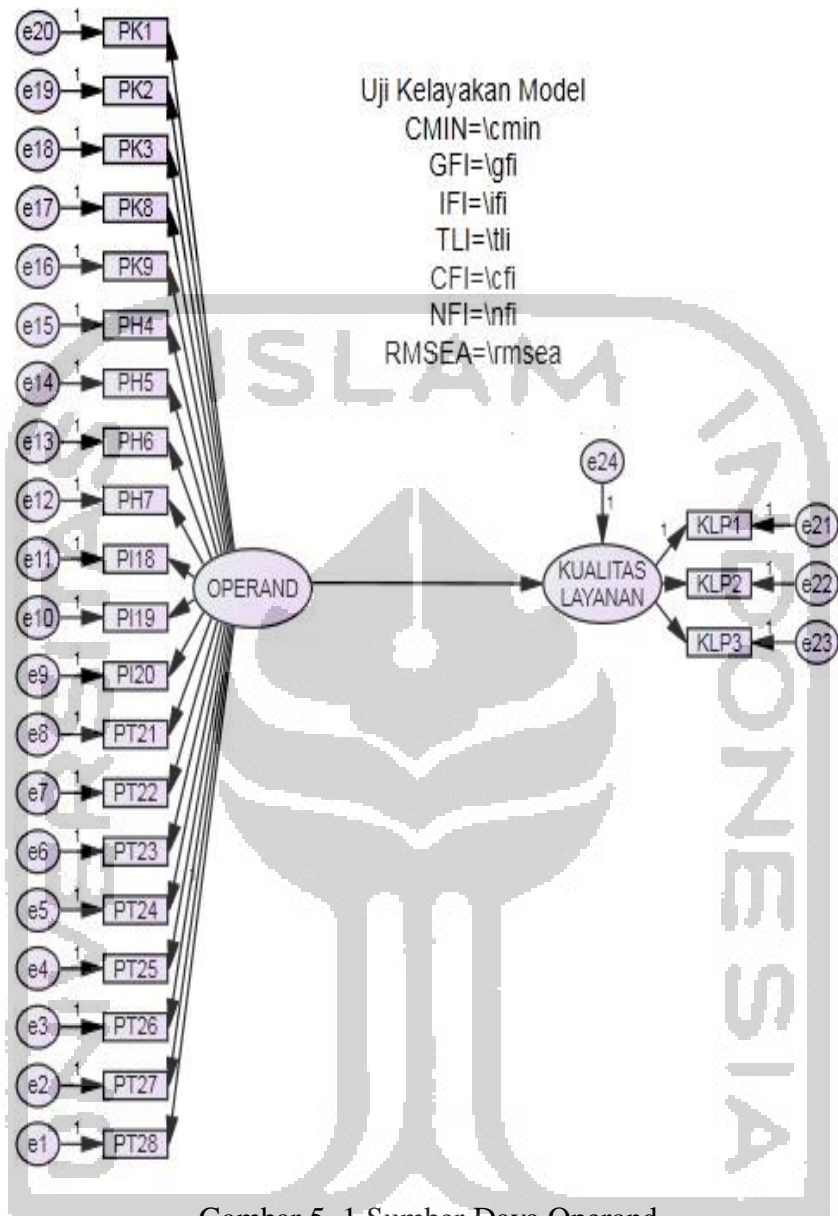
Model	ECVI	LO 90	HI 90	MECVI
Default model	3,290	2,868	3,791	3,461
Saturated model	3,091	3,091	3,091	3,778
Independence model	7,053	6,279	7,903	7,129

Model	HOELTER	HOELTER
	.05	.01
Default model	56	61
Independence model	25	27

Minimization: ,125  
 Miscellaneous: 1,563  
 Bootstrap: ,000  
 Total: 1,688



جامعة الإسلام في إندونيسيا



Gambar 5. 1 Sumber Daya Operand





Uji Kelayakan Model

CMIN=\lcmmin

GFI=\l gfi

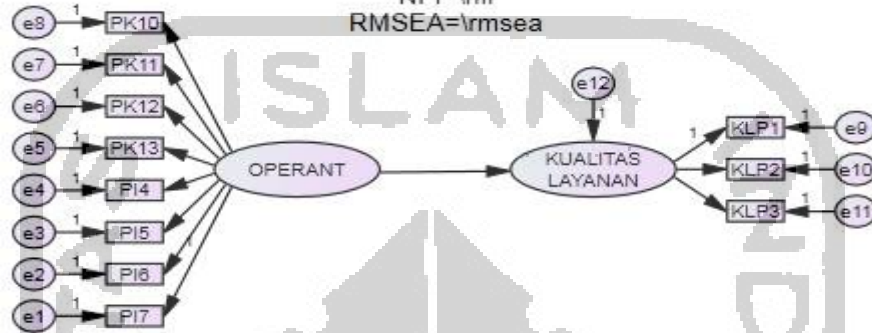
IFI=\l vifi

TLI=\l tli

CFI=\l cfi

NFI=\l nfi

RMSEA=\l rmsea



Gambar 5. 2 Sumber Daya Operant

No	Hipotesis	Koefisien	C.R.	P	Keterangan
1	SD <i>Operand</i> mempengaruhi kepuasan pelanggan (H1)	1,632	1,536	0,125	Tidak ada pengaruh
2	SD <i>Operant</i> mempengaruhi kepuasan pelanggan (H2)	1,000	2,929	0,003	Ada pengaruh

Tabel 6.1. Hasil Uji Hipotesis Operand dan Operant









HARGA				PROMOSI						
1	2	3	4	1	2	3	4	5	6	7
PH4	PH5	PH6	PH7	PT14	PT15	PT16	PT17	PT18	PT19	PT20
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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

TEMPAT								Kualitas Layanan Pemasaran		
1	2	3	4	5	6	7	8	1	2	3
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جامعة بغداد