APPENDIX 1: QUESTIONNAIRE IN INDONESIAN

KUISIONER

Assalamu'alaikum Wr. Wb.

Dengan sepenuh hati saya berharap agar Anda bersedia meluangkan sedikit waktu untuk menjawab kuisioner ini, dimana semuanya semata-mata demi kepentingan penelitian skripsi Saya. Saya menjamin bahwa semua informasi yang Anda tuangkan akan menjadi rahasia peneliti. Adapun judul dari skripsi saya, yaitu **"The Role of Corporate Social Responsibility (CSR), Perceived Quality, and Corporate Reputation on Positive Word-of-mouth (PWOM): Trust as Moderating Variable".**

Kemudian, besar harapan saya bahwa semua responden adalah pemakai jasa di bidang industry retail, leebih spesisfiknya Indomaret dan Alfamart. Maka dari itu, silakan isi kuisioner ini berdasarkan pengalaman Anda berbelanja dan menggunakan jasa dari Indomaret dan Alfamart.

Dengan Hormat,

Siti Mahdaria

A. Identitas Responden

1. Jenis Kelamin:
    a. Laki-laki
    b. Perempuan
2. University :
    a. UII
    b. UGM
    c. UMY
    d. UNY
    e. Other….
3. Family Background:
    a. Civil Servant
    b. Military
    c. Entrepreneur
    d. Other….
4. Pengeluaran per Bulan:
    a. < Rp1,000,000
    b. Rp1000,000-Rp2,000,000
    c. > Rp2,000,000

B. Instruksi

Silakan beri tanda silang (x) pada setiap pernyataan yang menunjukkan tingkat persetujuan atau ketidaksetujuan Anda di kotak yang tersedia.

1	2	3	4	5
Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree

Tanggung Jawab Sosial Perusahaan (CSR)

No.	Pertanyaan	1	2	3	4	5
1.	Anda tahu bahwa Indomaret dan Alfamart ikut berkontribusi dalam pengembangan UMKM.					
2.	Anda tahu bahwa Indomaret dan Alfamart turut fokus dalam pengembangan sportifitas melalui olahraga.					
3.	Anda tahu bahwa Indomaret dan Alfamart turut serta mamjukan kualitas pendidikan di Indonesia.					
4.	Anda tahu bahwa Indomaret dan Alfamart berpartisipasi dalam pelestarian lingkungan, baik itu dengan donasi maupun membantu korban bencana alam.					

Kualitas yang DIrasakan

No.	Pertanyaan	1	2	3	4	5
1.	Semua produk yang ditawarkan terjamin kualitasnya.					
2.	Customer service cepat tanggap dalam menangani komplain dari pelanggan.					
3.	Pelayanan di setiap gerai sangat baik.					
4.	Harga yang ditawarkan sebanding dengan kualitas produk yang dipasarkan.					

Reputasi Perusahaan

No.	Pertanyaan	1	2	3	4	5
1.	Perusahaan memiliki reputasi yang baik di masyarakat.					
2.	Perusahaan memiliki pegawai yang berkualifikasi tinggi.					
3.	Budaya dan system yang dipakai perusahaan sangat baik.					
4.	Perusahaan memiliki keunggulan kompetitif yang memadai.					

Positive Word of Mouth

No.	Pertanyaan	1	2	3	4	5
1.	Anda dengan senang hati merekomendasikan perusahaan ini.					
2.	Anda memotivasi orang-orang untuk menjadi pelanggan.					
3.	Anda tidak seuka ketika ada pihak membicarakan hal negative tentang perusahaan ini.					
4.	Anda sering berdiskusi dengan orang-orang terkait produk dan pelayanan yang ditawarkan perusahaan ini.					

Kepercayaan

No.	Pertanyaan	1	2	3	4	5
1.	Anda sepenuhnya percaya dengan semua produk yang ditawarkan perusahaan ini.					
2.	Perusahaan sangat jujur mengenai semua produk dan kegiatanya.					
3.	Perusahaan sepenuhnya menjamin kualitas produk yang mereka pasarkan.					
4.	Anda akan tetap konsisten membeli produk-produk lain di merk gerai yang sama.					

APPENDIX 2: QUESTIONNAIRE IN ENGLISH

QUESTIONNAIRE

Dear All Respondents,

With all of my heart, I wish you would like to spend a few minutes of your life answering this questionnaire, which is for my thesis.

This research is purely for science purposes. I will guaranty all information you share as a secret. The title of the research is **"The Role of Corporate Social Responsibility (CSR), Perceived Quality, and Corporate Reputation on Positive Word-of-mouth (PWOM): Trust as Moderating Variable".** In addition, I propose all the respondents are consumer of retail industry, specifically the customer of Indomaret and Alfamart. So, please answer it base on your experience using the product from these brands.

Sincerely,

Siti Mahdaria

A. Respondent Identity

1. Gender:
    a. Male
    b. Female

2. University :
    a. UII
    b. UGM
    c. UMY
    d. UNY
    e. Other….
3. Family Background:
    a. Civil Servant
    b. Military
    c. Entrepreneur
    d. Other….
4. Monthly Expenditure:
    a. Under Rp1,000,000
    b. Rp1000,000-Rp2,000,000
    c. Above Rp2,000,000

1. Instruction

Please indicIONte the degree of your agreement or disagreement on each statement by crossing (x) the box available.

1	2	3	4	5
Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree

Tanggung Jawab Sosial Perusahaan (CSR)

No.	Pertanyaan	1	2	3	4	5
1.	You know that Indomart and Alfamart give contribution in UMKM development.					
2.	You know that Indomart and Alfamart focus on fairness development through sport.					
3.	You know that Indomart and Alfamart contribute to education quality improvement in Indonesia.					
4.	You know that Indomart and Alfamart participate in environment conservation through donation and helping disaster victim.					

Kualitas yang DIrasakan

No.	Pertanyaan	1	2	3	4	5
1.	All product offered are guaranteed quality.					
2.	Customer service is fast respond in facing customer complain.					
3.	All employees in every branch are very friendly.					
4.	The product price is worth to the quality of the product.					

Reputasi Perusahaan

No.	Pertanyaan	1	2	3	4	5
1.	The company has a good reputation in the market.					
2.	The company has high-qualified employees.					
3.	Corporate culture and system are very good.					
4.	The company has a beneficial competitive advantage.					

Positive Word of Mouth

No.	Pertanyaan	1	2	3	4	5
1.	You would love to recommend this company to others.					
2.	You motivate others to be the customer of these retail businesses.					
3.	You do not like when people talk about negative thing of these companies.					
4.	You often discuss with others about the product and service from these companies.					

Kepercayaan

No.	Pertanyaan	1	2	3	4	5
1.	You fully trust all product offered by these companies.					
2.	These companies are honest about all their product and activities.					
3.	These companies fully guarantee their product quality.					
4.	You will keep consistent to buy other products from these retail businesses.					

APPENDIX 3: LIST OF RESPONDENTS' DATA

CSR1	CSR2	CSR3	CSR4	PQ1	PQ2	PQ3	PQ4	CR1	CR2	CR3	CR4	PWOM1	PWOM2	PWOM3	PWOM4	T1	T2	T3	T4
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CSR1	CSR2	CSR3	CSR4	PQ1	PQ2	PQ3	PQ4	CR1	CR2	CR3	CR4	PWOM1	PWOM2	PWOM3	PWOM4	T1	T2	T3	T4
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CSR1	CSR2	CSR3	CSR4	PQ1	PQ2	PQ3	PQ4	CR1	CR2	CR3	CR4	PWOM1	PWOM2	PWOM3	PWOM4	T1	T2	T3	T4
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CSR1	CSR2	CSR3	CSR4	PQ1	PQ2	PQ3	PQ4	CR1	CR2	CR3	CR4	PWOM1	PWOM2	PWOM3	PWOM4	T1	T2	T3	T4
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4	1	3	4	3	2	3	2	4	3	3	3	2	2	4	5	1	1	2	1
1	1	1	2	1	3	3	3	2	3	3	3	2	2	3	3	3	2	2	3

CSR1	CSR2	CSR3	CSR4	PQ1	PQ2	PQ3	PQ4	CR1	CR2	CR3	CR4	PWOM1	PWOM2	PWOM3	PWOM4	T1	T2	T3	T4
2	2	2	2	4	3	4	4	3	3	3	3	3	2	3	2	3	3	3	3
3	2	2	3	3	4	4	3	4	3	4	4	4	3	3	3	4	4	3	4
2	2	2	4	3	2	2	3	3	3	4	3	4	2	2	4	3	2	3	3
4	3	4	4	3	3	4	2	3	3	3	3	3	3	3	4	3	3	3	4
4	4	4	4	3	2	2	3	2	2	1	2	3	2	2	2	2	2	2	1
2	4	4	4	3	2	3	1	5	3	4	4	4	3	1	1	2	3	3	4
2	1	1	3	3	4	2	4	2	3	4	4	2	2	3	3	2	2	2	2
1	1	1	4	4	5	4	2	4	3	4	3	4	3	3	1	3	3	4	2
1	2	1	2	3	2	2	3	3	2	2	2	3	1	1	2	3	2	3	2
1	1	1	2	4	3	4	2	4	4	4	4	1	1	1	4	4	2	3	2
4	4	5	5	2	4	4	2	4	2	4	4	4	3	3	3	4	2	4	3
1	1	1	1	1	1	2	2	1	2	2	2	2	2	2	2	2	2	2	3
4	3	3	3	5	5	5	4	5	4	4	5	5	4	3	4	4	4	4	4
4	2	4	2	4	3	3	4	5	4	4	4	4	4	4	4	4	4	4	4
2	1	1	4	2	3	3	4	4	4	4	4	2	2	2	2	5	2	1	2
3	2	4	3	4	4	4	5	4	4	4	3	4	4	3	4	4	4	4	3
2	2	2	2	4	3	4	3	4	4	4	4	2	1	2	2	2	2	4	1
3	3	4	4	3	3	4	2	4	3	3	3	2	2	3	4	3	3	3	3
3	2	2	3	3	4	3	2	4	3	3	3	3	3	3	3	3	3	3	4
4	2	2	4	5	4	4	5	5	3	4	4	3	3	1	2	3	4	5	3
1	2	2	4	5	3	4	4	4	2	4	5	3	3	3	3	4	4	4	2
2	2	2	2	4	4	4	4	4	3	4	4	3	3	3	2	3	4	4	3
1	2	2	3	3	2	2	4	2	2	5	3	1	1	2	2	3	2	3	2
2	3	3	5	3	4	5	3	4	4	5	5	4	3	3	3	2	3	3	2
2	2	1	2	3	3	3	2	3	2	3	4	2	2	3	3	2	2	3	2
3	1	1	3	2	1	3	2	3	2	3	3	2	3	2	3	2	2	2	2
3	1	1	1	4	4	3	3	4	4	4	4	3	3	3	2	3	3	3	3
2	2	2	2	3	3	3	3	3	3	3	3	2	1	2	3	2	2	2	2
1	1	1	1	2	2	2	1	2	2	2	2	2	2	3	2	2	2	2	2
4	3	4	4	5	4	4	4	4	3	4	4	4	4	4	3	4	4	4	4
3	2	3	4	4	5	4	3	4	3	5	4	4	3	3	3	3	3	4	2
3	4	4	5	3	2	3	2	3	3	4	3	3	2	2	5	1	3	4	2
3	3	3	3	3	4	4	3	3	3	4	3	3	3	4	4	3	3	3	3
1	1	1	1	2	2	2	2	1	2	2	2	1	1	1	1	2	2	2	1
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
3	4	4	3	5	3	1	3	5	3	3	5	3	3	1	4	4	3	4	3

CSR1	CSR2	CSR3	CSR4	PQ1	PQ2	PQ3	PQ4	CR1	CR2	CR3	CR4	PWOM1	PWOM2	PWOM3	PWOM4	T1	T2	T3	T4
1	3	2	2	5	4	4	4	4	4	4	4	2	2	3	2	4	5	5	5
1	3	2	2	5	4	4	4	4	4	4	4	2	2	3	2	4	5	5	5
3	2	3	2	3	3	3	2	3	3	4	4	4	3	2	3	3	3	4	3
4	3	4	4	4	4	3	3	4	4	3	4	3	3	3	4	4	4	4	4
1	1	1	1	2	2	1	1	1	1	2	3	1	2	1	1	2	1	4	1
4	3	4	4	4	2	4	5	4	3	4	5	4	3	5	1	3	4	4	5
3	3	3	3	4	3	4	3	4	4	4	4	4	3	2	2	4	4	4	3
1	1	2	2	4	3	4	3	3	4	4	4	3	2	3	2	4	4	4	5
3	3	3	4	4	3	4	5	5	4	4	4	3	3	3	4	4	4	4	4
4	2	2	3	4	3	4	4	4	3	4	2	3	3	2	3	4	3	4	3
1	1	1	2	4	3	3	3	3	2	3	3	3	2	3	3	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	1	1	1	1	3	3	1
1	1	1	1	2	3	4	1	3	3	3	3	2	1	2	2	2	2	2	1
2	2	2	3	4	4	4	4	4	4	4	4	3	3	3	2	2	3	4	3
3	1	2	2	4	3	3	2	3	3	3	3	3	3	2	2	3	3	3	2
1	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1
2	2	4	4	2	2	2	1	2	1	4	4	1	1	1	5	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
3	2	2	2	4	3	4	4	4	4	4	5	4	4	3	3	4	3	4	3
3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
3	2	2	4	4	4	4	2	4	3	4	4	3	2	1	3	2	1	4	2
2	4	3	3	4	3	3	2	3	3	3	2	3	2	2	2	2	2	3	2
1	2	1	1	4	1	2	1	3	2	2	4	2	3	3	3	2	2	3	3
2	3	2	5	4	4	4	2	3	4	3	4	4	4	3	4	4	2	4	3
3	3	3	3	4	3	3	2	4	4	3	3	3	3	3	4	4	2	4	3
4	4	3	4	4	4	4	2	4	3	4	4	4	4	3	3	4	4	4	3
2	2	2	4	3	4	4	3	3	3	4	4	3	3	2	3	3	3	4	3
2	1	2	1	3	3	4	4	5	4	3	5	3	2	3	1	3	4	3	2
1	1	1	2	2	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2
1	3	1	3	5	4	4	3	3	4	5	4	4	3	3	2	4	3	4	3
2	2	3	3	2	2	3	3	3	2	3	3	2	2	2	2	2	3	2	3
3	3	3	3	4	3	5	3	4	4	4	4	4	4	2	2	4	3	3	4
1	3	3	4	4	4	4	4	4	3	3	3	2	1	2	2	2	2	2	2
3	2	3	5	4	3	4	2	3	3	3	3	3	2	2	3	3	3	4	3
2	2	2	2	3	2	2	1	3	2	3	3	2	1	1	4	2	1	2	2
3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3

CSR1	CSR2	CSR3	CSR4	PQ1	PQ2	PQ3	PQ4	CR1	CR2	CR3	CR4	PWOM1	PWOM2	PWOM3	PWOM4	T1	T2	T3	T4
3	3	2	3	3	4	4	2	3	3	4	3	2	2	2	3	3	2	3	3
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
2	2	4	4	4	4	3	3	3	2	3	4	2	2	2	2	4	4	4	2
3	4	3	4	5	4	2	4	3	1	4	5	3	2	1	1	4	2	5	3
2	2	4	3	3	4	3	4	4	3	3	2	2	2	3	2	2	2	2	3
2	3	3	4	5	5	4	2	4	4	5	5	5	2	3	4	3	3	4	3
1	2	3	3	3	2	2	1	3	2	3	3	1	1	3	4	3	3	3	2
2	2	2	3	4	3	3	2	3	3	3	2	3	2	2	4	2	3	3	2
2	2	2	3	3	3	3	2	3	3	3	3	2	2	2	2	2	3	3	2
4	3	3	3	3	3	4	4	4	3	4	4	3	3	3	3	3	3	3	3
5	1	1	5	5	3	3	1	2	2	2	3	3	2	2	5	5	2	4	2
2	1	2	5	4	3	3	3	3	2	2	2	3	3	4	4	4	1	4	2
1	1	5	1	3	3	1	1	3	3	3	4	3	1	2	4	1	3	3	2
1	1	3	3	4	5	5	1	1	3	4	4	4	4	1	1	4	4	4	4
3	2	2	4	3	4	3	4	4	3	5	4	4	4	2	3	2	3	4	4

APPENDIX 4:

OUTPUT VALIDITY AND RELIABILITY TEST USING SPSS

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.671	5

RELIABILITY

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.726	4

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.645	4

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.870	4

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.857	4

Correlations

Correlations

		AQ1	AQ2	AQ3	AQ4	TAQ
AQ1	Pearson Correlation	1	.448*	.349	.346	.666**
	Sig. (2-tailed)		.013	.058	.061	.000
	N	30	30	30	30	30
AQ2	Pearson Correlation	.448*	1	.731**	.469**	.853**
	Sig. (2-tailed)	.013		.000	.009	.000
	N	30	30	30	30	30
AQ3	Pearson Correlation	.349	.731**	1	.677**	.877**
	Sig. (2-tailed)	.058	.000		.000	.000
	N	30	30	30	30	30
AQ4	Pearson Correlation	.346	.469**	.677**	1	.771**
	Sig. (2-tailed)	.061	.009	.000		.000
	N	30	30	30	30	30
TAQ	Pearson Correlation	.666**	.853**	.877**	.771**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

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

Correlations

Correlations

		BQ1	BQ2	BQ3	BQ4	TBQ
BQ1	Pearson Correlation	1	.536**	.295	.223	.678**
	Sig. (2-tailed)		.002	.113	.236	.000
	N	30	30	30	30	30
BQ2	Pearson Correlation	.536**	1	.470**	.363*	.789**
	Sig. (2-tailed)	.002		.009	.049	.000
	N	30	30	30	30	30
BQ3	Pearson Correlation	.295	.470**	1	.511**	.780**
	Sig. (2-tailed)	.113	.009		.004	.000
	N	30	30	30	30	30
BQ4	Pearson Correlation	.223	.363*	.511**	1	.718**
	Sig. (2-tailed)	.236	.049	.004		.000
	N	30	30	30	30	30
TBQ	Pearson Correlation	.678**	.789**	.780**	.718**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

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

Correlations

Correlations

		CQ1	CQ2	CQ3	CQ4	TCQ
CQ1	Pearson Correlation	1	.154	.029	.182	.453*
	Sig. (2-tailed)		.418	.877	.336	.012
	N	30	30	30	30	30
CQ2	Pearson Correlation	.154	1	.364*	.538**	.752**
	Sig. (2-tailed)	.418		.048	.002	.000
	N	30	30	30	30	30
CQ3	Pearson Correlation	.029	.364*	1	.537**	.722**
	Sig. (2-tailed)	.877	.048		.002	.000
	N	30	30	30	30	30
CQ4	Pearson Correlation	.182	.538**	.537**	1	.829**
	Sig. (2-tailed)	.336	.002	.002		.000
	N	30	30	30	30	30
TCQ	Pearson Correlation	.453*	.752**	.722**	.829**	1
	Sig. (2-tailed)	.012	.000	.000	.000	
	N	30	30	30	30	30

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

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

Correlations

Correlations

		DQ1	DQ2	DQ3	DQ4	TDQ
DQ1	Pearson Correlation	1	.695**	.205	.006	.726**
	Sig. (2-tailed)		.000	.277	.973	.000
	N	30	30	30	30	30
DQ2	Pearson Correlation	.695**	1	.183	-.067	.667**
	Sig. (2-tailed)	.000		.334	.726	.000
	N	30	30	30	30	30
DQ3	Pearson Correlation	.205	.183	1	.471**	.712**
	Sig. (2-tailed)	.277	.334		.009	.000
	N	30	30	30	30	30
DQ4	Pearson Correlation	.006	-.067	.471**	1	.538**
	Sig. (2-tailed)	.973	.726	.009		.002
	N	30	30	30	30	30
TDQ	Pearson Correlation	.726**	.667**	.712**	.538**	1
	Sig. (2-tailed)	.000	.000	.000	.002	
	N	30	30	30	30	30

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

Correlations

Correlations

		EQ1	EQ2	EQ3	EQ4	TEQ
EQ1	Pearson Correlation	1	.580**	.503**	.517**	.755**
	Sig. (2-tailed)		.001	.005	.003	.000
	N	30	30	30	30	30
EQ2	Pearson Correlation	.580**	1	.678**	.523**	.843**
	Sig. (2-tailed)	.001		.000	.003	.000
	N	30	30	30	30	30
EQ3	Pearson Correlation	.503**	.678**	1	.801**	.901**
	Sig. (2-tailed)	.005	.000		.000	.000
	N	30	30	30	30	30
EQ4	Pearson Correlation	.517**	.523**	.801**	1	.846**
	Sig. (2-tailed)	.003	.003	.000		.000
	N	30	30	30	30	30
TEQ	Pearson Correlation	.755**	.843**	.901**	.846**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

APPENDIX 5:

OUTPUT CHARACTERISTIC OF RESPONDENTS

Frequencies

Notes

Output Created		23-Dec-2015 23:25:03
Comments		
Input	Active Dataset	DataSet7
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	225
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Gender /STATISTICS=SUM /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.015
	Elapsed Time	00:00:00.003

[DataSet7]

Statistics

Gender

N	Valid	225
	Missing	0

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	perempuan	97	43.1	43.1	43.1
	laki-laki	128	56.9	56.9	100.0
	Total	225	100.0	100.0	

Frequencies

Notes

Output Created		23-Dec-2015 23:41:11
Comments		
Input	Active Dataset	DataSet7
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	225
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Expenditure /STATISTICS=SUM /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.000
	Elapsed Time	00:00:00.004

[DataSet7]

Statistics

Expenditure

N	Valid	225
	Missing	0

Expenditure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	> Rp2,000,000	61	27.1	27.1	27.1
	< Rp1,000,000	49	21.8	21.8	48.9
	Rp1000,000-Rp2,000,000	115	51.1	51.1	100.0
	Total	225	100.0	100.0	

Notes

Output Created		23-Dec-2015 23:41:48
Comments		
Input	Active Dataset	DataSet7
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	225
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Family Background /STATISTICS=SUM /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.000

Notes

Output Created		23-Dec-2015 23:41:48
Comments		
Input	Active Dataset	DataSet7
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	225
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Family Background /STATISTICS=SUM /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.000
	Elapsed Time	00:00:00.004

Notes

Output Created		23-Dec-2015 23:42:05
Comments		
Input	Active Dataset	DataSet7
	Filter	<none>
	Weight	<none>
	Split File	<none>
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Family Background /STATISTICS=SUM /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.031
	Elapsed Time	00:00:00.003

Frequencies

Notes

Output Created		23-Dec-2015 23:43:13
Comments		
Input	Active Dataset	DataSet7
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	225
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=FamilyBackground /STATISTICS=SUM /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.000
	Elapsed Time	00:00:00.005

Statistics

FamilyBackground

N	Valid	225
	Missing	0

Family Background

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	mahasiswa	11	4.9	4.9	4.9
	pengusaha	105	46.7	46.7	51.6
	pns	90	40.0	40.0	91.6
	wiraswasta	13	5.8	5.8	97.3
	militer	5	2.2	2.2	99.6
	petani pedagang	1	.4	.4	100.0
	Total	225	100.0	100.0	

Frequencies

Notes

Output Created		23-Dec-2015 23:44:12
Comments		
Input	Active Dataset	DataSet7
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	225
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=University /STATISTICS=SUM /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.031
	Elapsed Time	00:00:00.012

[DataSet7]

Statistics

University

N	Valid	225
	Missing	0

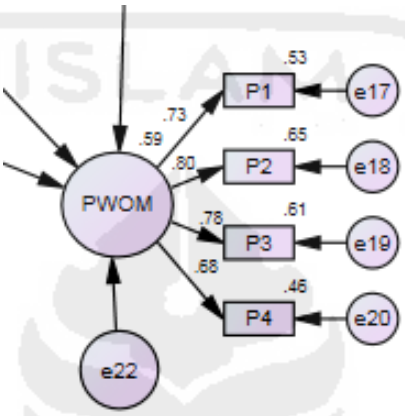
University

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Uad	1	.4	.4	.4
	UAD	1	.4	.4	.9
	UAD Yogyakarta	2	.9	.9	1.8
	YKPN	1	.4	.4	2.2
	UGM	29	12.9	12.9	15.1
	UII	175	77.8	77.8	92.9
	umy	1	.4	.4	93.3
	Umy	1	.4	.4	93.8
	UMY	12	5.3	5.3	99.1
	UTY	1	.4	.4	99.6
	UPN	1	.4	.4	100.0
	Total	225	100.0	100.0	

APPENDIX 6:

OUTPUT VALIDITY AND RELIABILITY TEST USING AMOS

POSITIVE WORD-OF-MOUTH



Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
P1	<---	PWOM	1.000				
P2	<---	PWOM	1.102	.098	11.258	***	par_10
P3	<---	PWOM	1.076	.095	11.284	***	par_11
P4	<---	PWOM	.984	.101	9.789	***	par_12

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

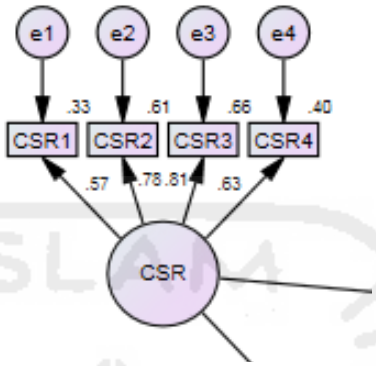
			Estimate
P1	<---	PWOM	0.701
P2	<---	PWOM	0.759
P3	<---	PWOM	0.731
P4	<---	PWOM	0.667

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
e17	.383	.045	8.575	***	par_34
e18	.290	.039	7.410	***	par_35

	Estimate	S.E.	C.R.	P	Label
e19	.318	.041	7.852	***	par_36
e20	.503	.055	9.130	***	par_37
e22	.181	.037	4.826	***	par_21

CORPORATE SOCIAL RESPONSIBILITY



Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
CSR1	<---	CSR	1.000				
CSR2	<---	CSR	1.308	.164	7.953	***	par_1
CSR3	<---	CSR	1.417	.182	7.767	***	par_2
CSR4	<---	CSR	1.157	.164	7.035	***	par_3

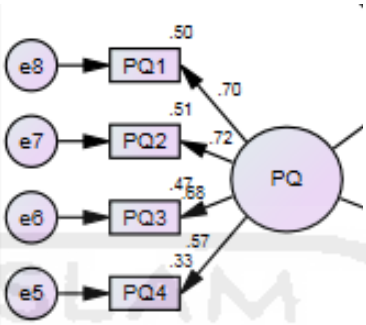
Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
CSR1	<---	CSR	0.546
CSR2	<---	CSR	0.815
CSR3	<---	CSR	0.779
CSR4	<---	CSR	0.666

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
CSR	.367	.087	4.243	***	par_18
e1	.753	.080	9.403	***	par_22
e2	.405	.061	6.695	***	par_23
e3	.379	.065	5.799	***	par_24
e4	.739	.082	9.025	***	par_25

PERCEIVED QUALITY



Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
PQ4 <--- PQ	1.000				
PQ3 <--- PQ	1.059	.143	7.410	***	par_4
PQ2 <--- PQ	1.052	.138	7.636	***	par_5
PQ1 <--- PQ	1.037	.137	7.562	***	par_6

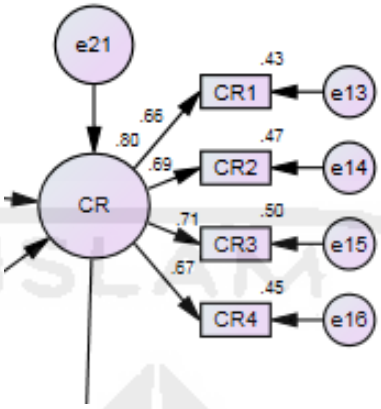
Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
PQ4 <--- PQ	0.571
PQ3 <--- PQ	0.683
PQ2 <--- PQ	0.721
PQ1 <--- PQ	0.702

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
e5	.755	.079	9.607	***	par_26
e6	.479	.056	8.571	***	par_27
e7	.388	.048	8.122	***	par_28
e8	.407	.048	8.414	***	par_29

CORPORATE REPUTATION



Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
CR1	<---	CR	1.000				
CR2	<---	CR	1.015	.116	8.783	***	par_7
CR3	<---	CR	1.051	.122	8.627	***	par_8
CR4	<---	CR	.974	.114	8.524	***	par_9

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

			Estimate
CR1	<---	CR	0.888
CR2	<---	CR	0.975
CR3	<---	CR	0.997
CR4	<---	CR	0.967

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
e21	.068	.026	2.607	.009	par_20
e13	.442	.049	8.996	***	par_30
e14	.386	.045	8.659	***	par_31
e15	.367	.046	8.014	***	par_32
e16	.386	.045	8.506	***	par_33

VALIDITY TEST

			Estimate	S.E.	C.R.	P	Label
CR	<---	CSR	.192	.066	2.902	.004	par_13
CR	<---	PQ	.825	.119	6.950	***	par_15
PWOM	<---	CSR	.173	.089	1.981	.002	par_14
PWOM	<---	PQ	.615	.282	2.180	.029	par_16
PWOM	<---	CR	.222	.290	2.765	.044	par_17
CSR1	<---	CSR	1.000				
CSR2	<---	CSR	1.308	.164	7.953	***	par_1
CSR3	<---	CSR	1.417	.182	7.767	***	par_2
CSR4	<---	CSR	1.157	.164	7.035	***	par_3
PQ4	<---	PQ	1.000				
PQ3	<---	PQ	1.059	.143	7.410	***	par_4
PQ2	<---	PQ	1.052	.138	7.636	***	par_5
PQ1	<---	PQ	1.037	.137	7.562	***	par_6
CR1	<---	CR	1.000				
CR2	<---	CR	1.015	.116	8.783	***	par_7
CR3	<---	CR	1.051	.122	8.627	***	par_8
CR4	<---	CR	.974	.114	8.524	***	par_9
P1	<---	PWOM	1.000				
P2	<---	PWOM	1.102	.098	11.258	***	par_10
P3	<---	PWOM	1.076	.095	11.284	***	par_11
P4	<---	PWOM	.984	.101	9.789	***	par_12

Reliability test with construct reliability is examining how reliable and consistent the data is. Fulfilling the criteria when construct reliability > 0.6, then it is included in a good category.

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

			Estimate	$(\Sigma\lambda_i)^2$	$\Sigma(1-\lambda_i)_n$	$(\Sigma\lambda_i)^2 + \Sigma\varepsilon_i$	Construct Reliability
CR4	<---	CR	0.546	2.806	1.194	4	0.7015
CR3	<---	CR	0.815				
CR2	<---	CR	0.779				
CR1	<---	CR	0.666				
PQ4	<---	PQ	0.571	2.677	1.323	4	0.66925
PQ3	<---	PQ	0.683				
PQ2	<---	PQ	0.721				
PQ1	<---	PQ	0.702				
CSR1	<---	CSR	0.888	3.827	2.107	5.934	0.644927536
CSR2	<---	CSR	0.975				
CSR3	<---	CSR	0.997				
CSR4	<---	CSR	0.967				
T4	<---	T	0.899	3.02	0.98	4	0.755
T3	<---	T	0.504				
T2	<---	T	0.879				
T1	<---	T	0.738				
P1	<---	PWOM	0.701	2.858	1.142	4	0.7145
P2	<---	PWOM	0.759				
P3	<---	PWOM	0.731				
P4	<---	PWOM	0.667				

1. Variable CSR = 0.705
2. Variable PQ = 0.669
3. Variable CR = 0.645
4. Variable T = 0.755
5. Variable PWOM = 0.715

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
CSR	.367	.087	4.243	***	par_18
PQ	.371	.086	4.337	***	par_19
e21	.068	.026	2.607	.009	par_20
e22	.181	.037	4.826	***	par_21
e1	.753	.080	9.403	***	par_22
e2	.405	.061	6.695	***	par_23
e3	.379	.065	5.799	***	par_24
e4	.739	.082	9.025	***	par_25
e5	.755	.079	9.607	***	par_26
e6	.479	.056	8.571	***	par_27
e7	.388	.048	8.122	***	par_28
e8	.407	.048	8.414	***	par_29
e13	.442	.049	8.996	***	par_30
e14	.386	.045	8.659	***	par_31
e15	.367	.046	8.014	***	par_32
e16	.386	.045	8.506	***	par_33
e17	.383	.045	8.575	***	par_34
e18	.290	.039	7.410	***	par_35
e19	.318	.041	7.852	***	par_36
e20	.503	.055	9.130	***	par_37

APPENDIX 7:

NORMALITY DATA TEST

Observations of Mahalanobis Distance

Observation number	Mahalanobis d-squared	p1	p2
186	59.460	.000	.002
153	56.574	.000	.000
44	54.678	.000	.000
223	51.008	.000	.000
120	49.966	.000	.000
224	49.662	.000	.000
221	49.143	.000	.000
59	44.560	.001	.000
33	42.183	.003	.000
26	41.896	.003	.000
112	41.144	.004	.000
214	40.325	.005	.000
180	37.557	.010	.000
222	37.224	.011	.000
174	36.147	.015	.000
161	35.628	.017	.000
149	35.581	.017	.000
116	34.875	.021	.000
144	34.650	.022	.000
179	34.268	.024	.000
34	34.019	.026	.000
191	33.874	.027	.000
5	33.392	.031	.000
137	33.365	.031	.000
53	33.229	.032	.000
3	32.739	.036	.000
43	32.296	.040	.000
146	32.230	.041	.000
50	32.227	.041	.000
197	31.795	.046	.000
145	31.540	.048	.000
11	31.261	.052	.000

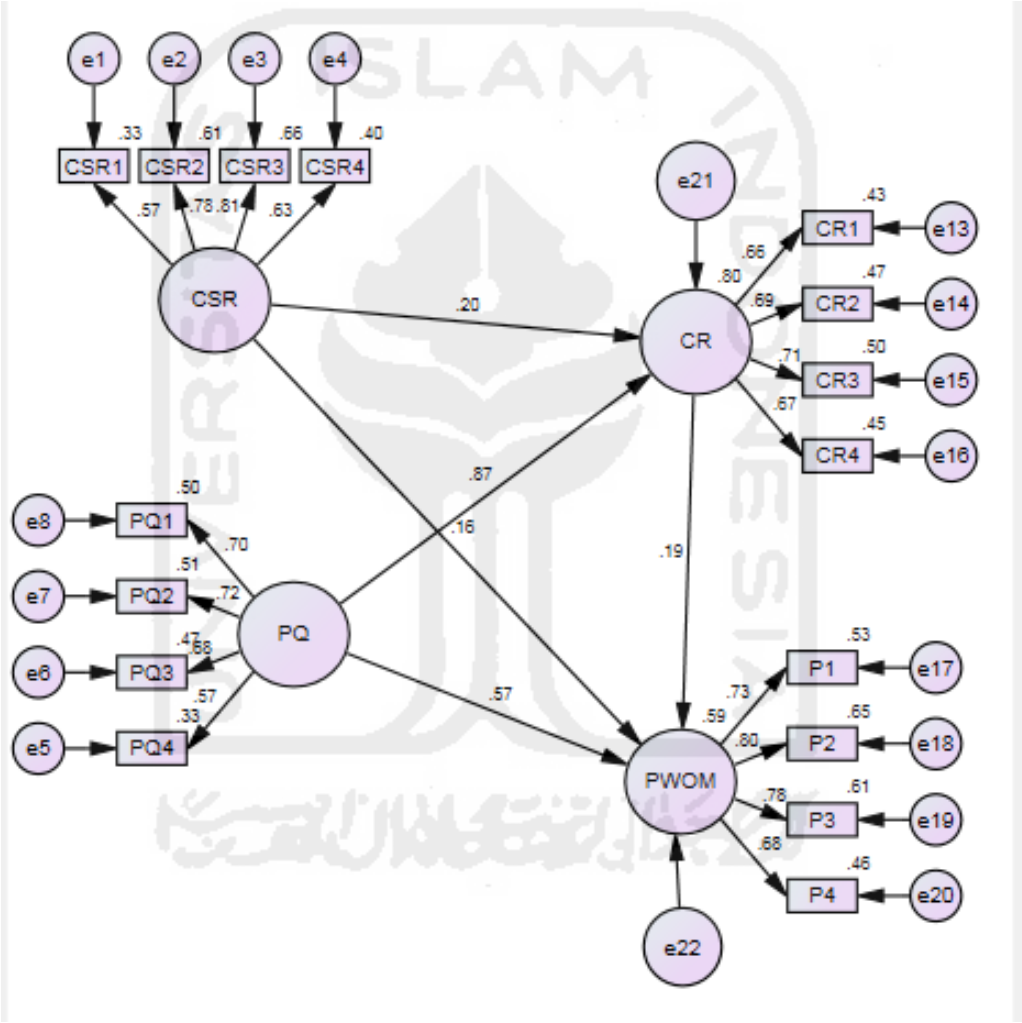
Observation number	Mahalanobis d-squared	p1	p2
19	31.120	.054	.000
47	30.775	.058	.000
40	30.258	.066	.000
73	30.020	.070	.000
198	29.656	.076	.000
113	29.644	.076	.000
135	29.168	.085	.000
170	28.938	.089	.000
102	28.363	.101	.000
24	27.967	.110	.000
202	27.962	.110	.000
49	27.905	.112	.000
94	27.007	.135	.004
216	26.528	.149	.015
158	26.452	.151	.013
84	26.425	.152	.009
13	26.411	.153	.006
143	26.373	.154	.004
133	26.287	.157	.004
148	26.017	.165	.007
25	26.008	.166	.004
52	25.684	.176	.010
225	25.599	.179	.009
122	25.479	.184	.009
100	25.236	.193	.015
125	25.060	.199	.019
90	24.982	.202	.017
39	24.940	.204	.014
123	24.937	.204	.009
108	24.852	.207	.009
65	24.646	.215	.013
76	24.362	.227	.026
159	24.286	.230	.024
56	24.226	.233	.021
20	24.212	.233	.015
78	24.061	.240	.019
93	24.009	.242	.016
54	23.882	.248	.018
80	23.644	.258	.032
105	23.483	.266	.040

Observation number	Mahalanobis d-squared	p1	p2
60	23.459	.267	.032
66	23.247	.277	.049
92	23.207	.279	.042
204	22.961	.291	.071
99	22.913	.293	.063
184	22.551	.311	.142
58	22.183	.331	.279
23	21.958	.343	.367
213	21.647	.360	.525
103	21.622	.361	.486
55	21.519	.367	.504
95	21.479	.369	.477
114	21.456	.371	.438
2	21.100	.391	.634
111	21.044	.395	.620
215	20.937	.401	.642
138	20.874	.405	.633
57	20.615	.420	.751
119	20.495	.427	.777
141	20.297	.440	.840
154	20.238	.443	.833
63	19.811	.470	.949
129	19.727	.475	.951
14	19.726	.475	.936
175	19.677	.478	.931
176	19.677	.478	.912
155	19.577	.485	.921
62	19.487	.490	.926

APPENDIX 8:

OUTPUT STRUCTURAL EQUATION MODELING PATH ANALYSIS

STRUCTURAL MODEL



Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
CR	<---	CSR	.192	.066	2.902	.004	par_13
CR	<---	PQ	.825	.119	6.950	***	par_15
PWOM	<---	CSR	.173	.089	1.981	.002	par_14
PWOM	<---	PQ	.615	.282	2.180	.029	par_16
PWOM	<---	CR	.222	.290	2.765	.044	par_17
CSR1	<---	CSR	1.000				
CSR2	<---	CSR	1.308	.164	7.953	***	par_1
CSR3	<---	CSR	1.417	.182	7.767	***	par_2
CSR4	<---	CSR	1.157	.164	7.035	***	par_3
PQ4	<---	PQ	1.000				
PQ3	<---	PQ	1.059	.143	7.410	***	par_4
PQ2	<---	PQ	1.052	.138	7.636	***	par_5
PQ1	<---	PQ	1.037	.137	7.562	***	par_6
CR1	<---	CR	1.000				
CR2	<---	CR	1.015	.116	8.783	***	par_7
CR3	<---	CR	1.051	.122	8.627	***	par_8
CR4	<---	CR	.974	.114	8.524	***	par_9
P1	<---	PWOM	1.000				
P2	<---	PWOM	1.102	.098	11.258	***	par_10
P3	<---	PWOM	1.076	.095	11.284	***	par_11
P4	<---	PWOM	.984	.101	9.789	***	par_12

RELIABILITY TEST

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

			Estimate
CR	<---	CSR	.201
CR	<---	PQ	.869
PWOM	<---	CSR	.158
PWOM	<---	PQ	.566
PWOM	<---	CR	.194
CSR1	<---	CSR	0.546
CSR2	<---	CSR	0.815
CSR3	<---	CSR	0.779
CSR4	<---	CSR	0.666
PQ4	<---	PQ	0.571
PQ3	<---	PQ	0.683
PQ2	<---	PQ	0.721
PQ1	<---	PQ	0.702
CR1	<---	CR	0.888
CR2	<---	CR	0.975
CR3	<---	CR	0.997
CR4	<---	CR	0.967
P1	<---	PWOM	0.701
P2	<---	PWOM	0.759
P3	<---	PWOM	0.731
P4	<---	PWOM	0.667

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	37	270.083	99	.000	2.728
Saturated model	136	.000	0		
Independence model	16	1640.242	120	.000	13.669

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.098	.974	.927	.936
Saturated model	.000	1.000		
Independence model	.305	.333	.244	.294

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.935	.800	.989	.964	.987
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.008	.075	.100	.000
Independence model	.238	.228	.248	.000