

## LAMPIRAN

### Karakteristik Responden

#### Frequencies

##### Statistics

		JenisKelamin	Usia	Frekuensi
N	Valid	150	150	150
	Missing	0	0	0

#### Frequency Table

##### JenisKelamin

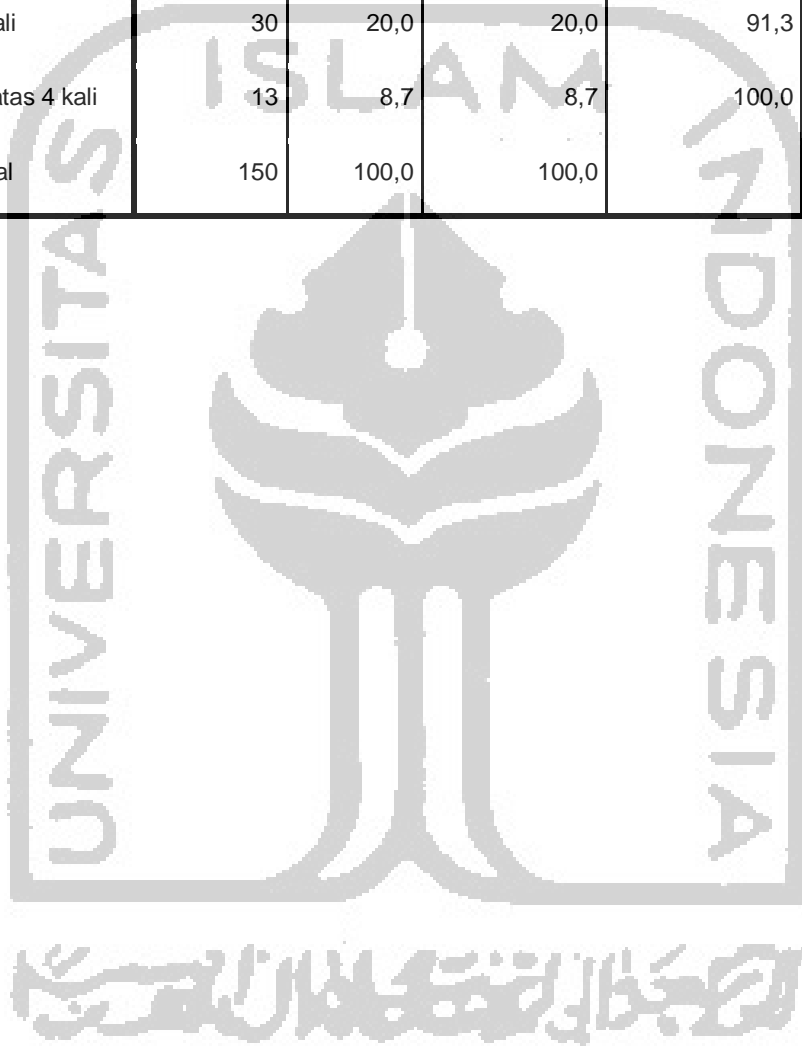
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	98	65,3	65,3	65,3
	Perempuan	52	34,7	34,7	100,0
	Total	150	100,0	100,0	

##### Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 tahun	7	4,7	4,7	4,7
	18 tahun	31	20,7	20,7	25,3
	19 tahun	62	41,3	41,3	66,7
	20 tahun	40	26,7	26,7	93,3
	21 tahun	10	6,7	6,7	100,0
	Total	150	100,0	100,0	

Frekuensi

	Frequency	Percent	Valid Percent	Cumulative Percent
2 kali	34	22,7	22,7	22,7
3 kali	73	48,7	48,7	71,3
Valid 4 kali	30	20,0	20,0	91,3
Di atas 4 kali	13	8,7	8,7	100,0
Total	150	100,0	100,0	



## Descriptives

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X11	150	1	5	3,41	,706
X12	150	1	5	3,37	,691
X13	150	1	5	3,40	,777
X14	150	1	5	3,33	,730
X15	150	1	5	3,43	,708
X16	150	1	5	3,50	,857
BrandImageX1	150	1,00	4,83	3,41	,579
Valid N (listwise)	150				

## Descriptives

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X21	150	2	5	3,54	,652
X22	150	1	5	3,53	,739
X23	150	1	5	3,49	,739
X24	150	1	5	3,65	,787
ServiceQualityX2	150	2,25	4,75	3,55	,549
Valid N (listwise)	150				

## Descriptives

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Z11	150	1	5	3,33	,700
Z12	150	2	5	3,39	,643
Z13	150	2	5	3,51	,693
Z14	150	2	5	3,44	,737
KemudahanPenggunaanAplikasiZ	150	2,50	5,00	3,42	,556
Valid N (listwise)	150				

## Descriptives

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Y11	150	2	5	3,57	,727
Y12	150	1	5	3,44	,781
Y13	150	2	5	3,52	,673
KesetiaanPelangganY	150	2,33	5,00	3,51	,631
Valid N (listwise)	150				

## Uji Validitas dan Reliabilitas

### Correlations

Correlations		BrandImageX1
X11	Pearson Correlation	,715 <sup>**</sup>
	Sig. (2-tailed)	,000
	N	150
X12	Pearson Correlation	,838 <sup>**</sup>
	Sig. (2-tailed)	,000
	N	150
X13	Pearson Correlation	,844 <sup>**</sup>
	Sig. (2-tailed)	,000
	N	150
X14	Pearson Correlation	,750 <sup>**</sup>
	Sig. (2-tailed)	,000
	N	150
X15	Pearson Correlation	,693 <sup>**</sup>
	Sig. (2-tailed)	,000
	N	150
X16	Pearson Correlation	,812 <sup>**</sup>
	Sig. (2-tailed)	,000
	N	150
BrandImageX1	Pearson Correlation	1 <sup>**</sup>
	Sig. (2-tailed)	
	N	150

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

### Reliability

Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	150	99,3
	Excluded <sup>a</sup>	1	,7
	Total	151	100,0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
,867	6

## Correlations

Correlations		ServiceQualityX2
X21	Pearson Correlation	,679
	Sig. (2-tailed)	,000
	N	150
X22	Pearson Correlation	,828**
	Sig. (2-tailed)	,000
	N	150
X23	Pearson Correlation	,680*
	Sig. (2-tailed)	,000
	N	150
X24	Pearson Correlation	,810**
	Sig. (2-tailed)	,000
	N	150
ServiceQualityX2	Pearson Correlation	1**
	Sig. (2-tailed)	
	N	150

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

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

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	150	99,3
	Excluded <sup>a</sup>	1	,7
	Total	151	100,0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
,742	4

## Correlations

		Kemudahan Penggunaan Aplikasi Z
Z11	Pearson Correlation	,741
	Sig. (2-tailed)	,000
	N	150
Z12	Pearson Correlation	,840**
	Sig. (2-tailed)	,000
	N	150
Z13	Pearson Correlation	,828**
	Sig. (2-tailed)	,000
	N	150
Z14	Pearson Correlation	,801**
	Sig. (2-tailed)	,000
	N	150
Kemudahan Penggunaan Aplikasi Z	Pearson Correlation	1**
	Sig. (2-tailed)	
	N	150

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

## Reliability

**Scale: ALL VARIABLES**

### Case Processing Summary

		N	%
Cases	Valid	150	99,3
	Excluded <sup>a</sup>	1	,7
	Total	151	100,0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
,813	4

## Correlations

		Y11	Y12	Y13	KesetiaanPelangganY
Y11	Pearson Correlation	1	,581	,608	,840
	Sig. (2-tailed)		,000	,000	,000
	N	150	150	150	150
Y12	Pearson Correlation	,581**	1	,698**	,884**
	Sig. (2-tailed)	,000		,000	,000
	N	150	150	150	150
Y13	Pearson Correlation	,608**	,698**	1	,877**
	Sig. (2-tailed)	,000	,000		,000
	N	150	150	150	150
KesetiaanPelangganY	Pearson Correlation	,840**	,884**	,877**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	150	150	150	150

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

## Reliability

**Scale: ALL VARIABLES**

Case Processing Summary

		N	%
Cases	Valid	150	99,3
	Excluded <sup>a</sup>	1	,7
	Total	151	100,0

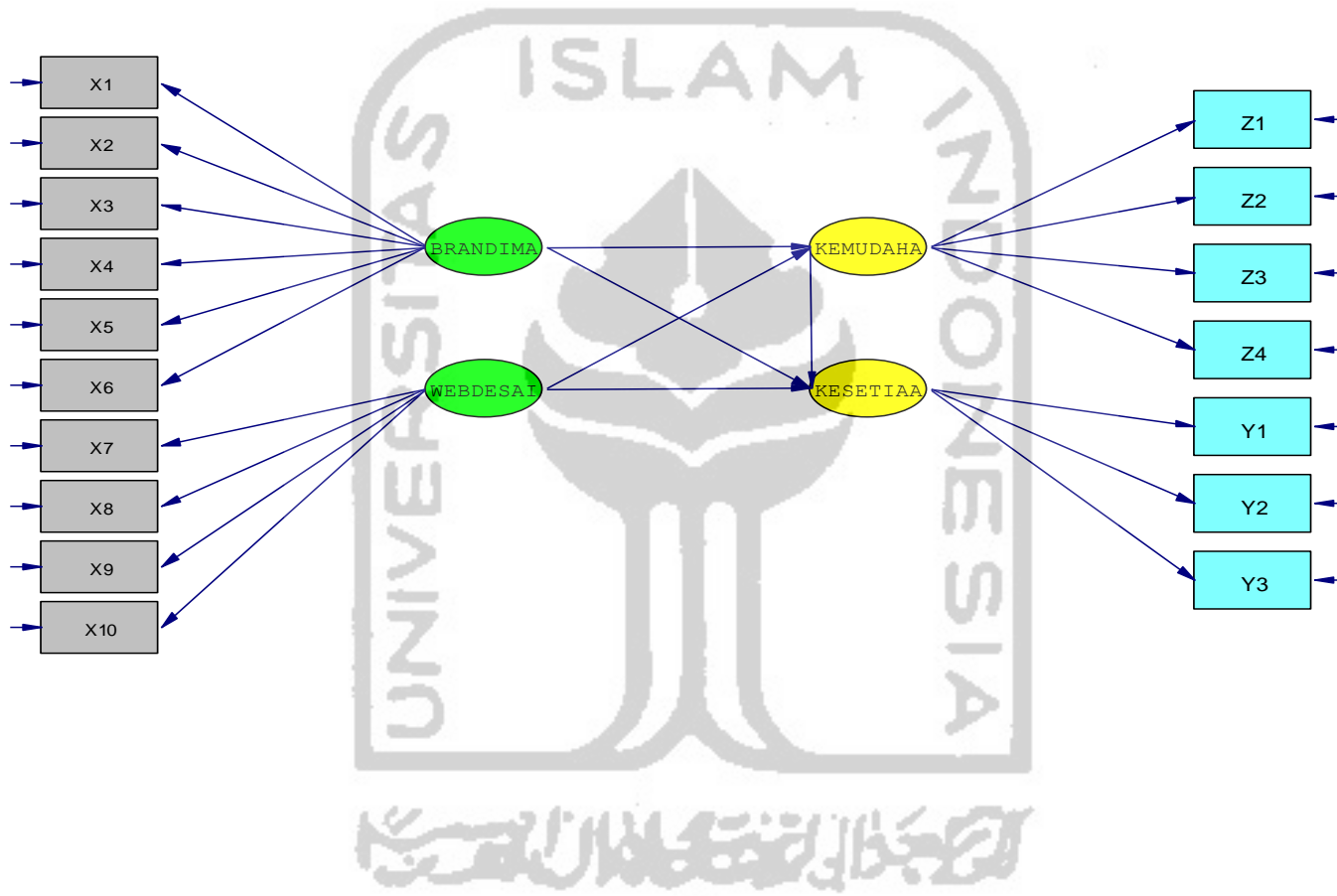
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

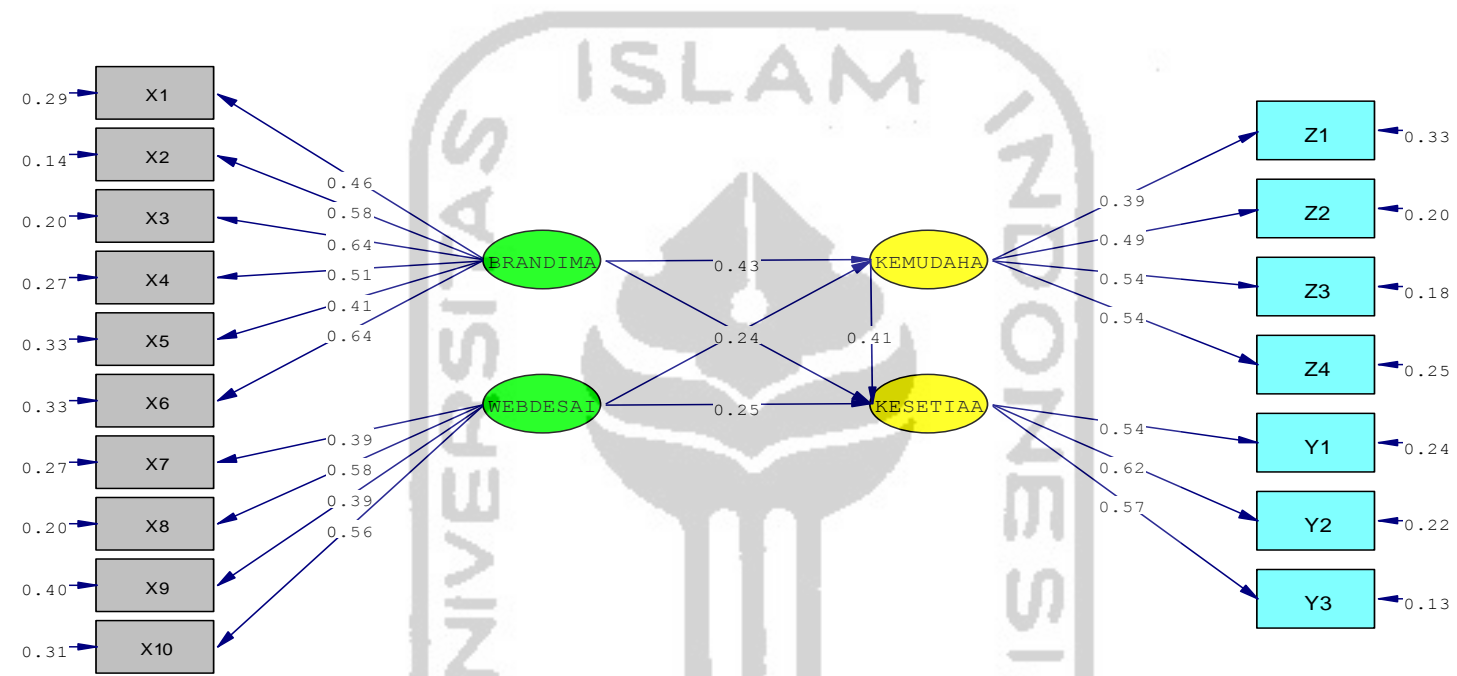
Cronbach's Alpha	N of Items
,833	3



Konsep Diagram

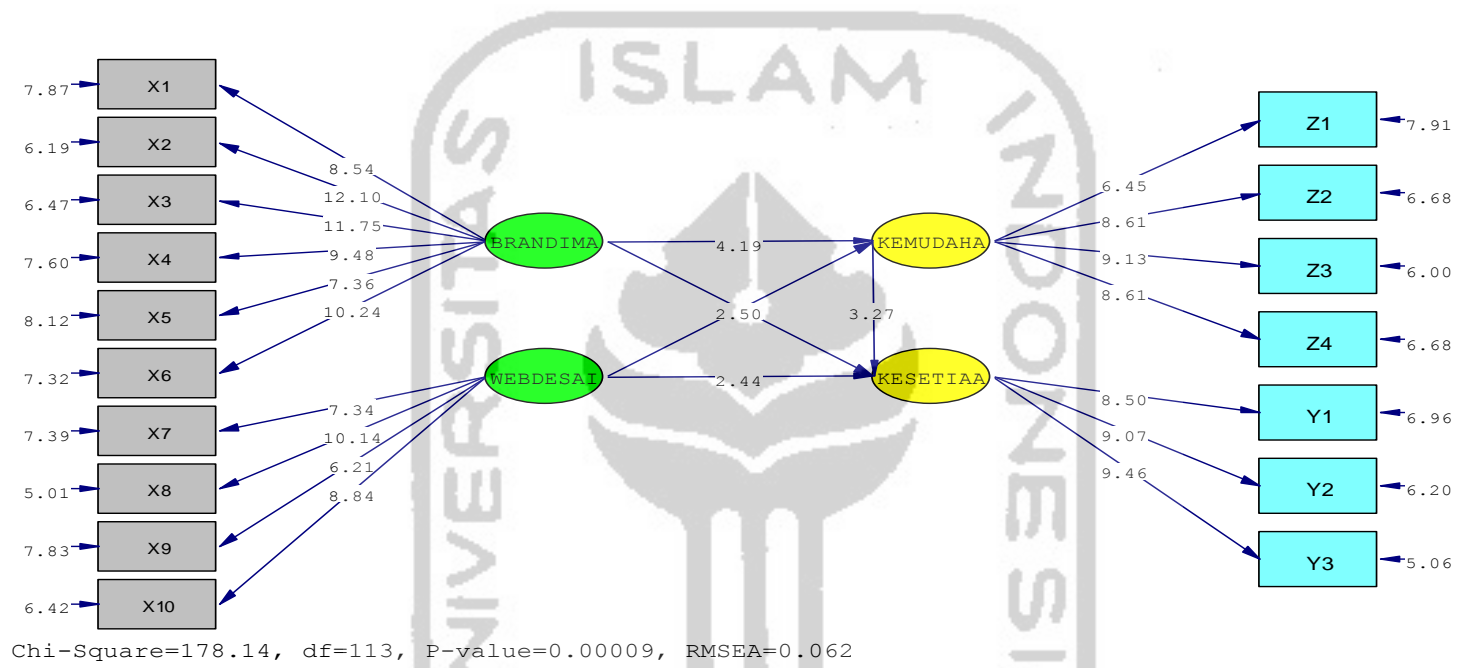


### Path Model Struktural (*Estimation*)



Chi-Square=178.14, df=113, P-value=0.00009, RMSEA=0.062

### Model Struktural (t-Values)



PRELIS 2.30

BY

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The following lines were read from file D:\OLDA3\DATA.PR2:

PRELIS SYNTAX: Can be edited

SY=D:\OLDA3\DATA.PSF

OU XM

Total Sample Size = 150

Univariate Summary Statistics for Continuous Variables

Variable Mean St. Dev. T-Value Skewness Kurtosis Minimum Freq. Maximum Freq.

Variable	Mean	St. Dev.	T-Value	Skewness	Kurtosis	Minimum	Freq.	Maximum	Freq.
X1	3.407	0.706	59.127	0.279	1.210	1.000	2	5.000	11
X2	3.373	0.691	59.811	0.218	0.625	1.000	1	5.000	8
X3	3.400	0.777	53.579	-0.052	0.442	1.000	2	5.000	11
X4	3.333	0.730	55.949	-0.296	1.110	1.000	3	5.000	6
X5	3.427	0.708	59.275	-0.369	0.893	1.000	2	5.000	6
X6	3.500	0.857	50.003	-0.065	0.274	1.000	3	5.000	20
X7	3.540	0.652	66.539	0.514	-0.365	2.000	2	5.000	11
X8	3.527	0.739	58.440	0.109	0.226	1.000	1	5.000	14
X9	3.487	0.739	57.749	-0.559	1.851	1.000	4	5.000	9
X10	3.647	0.787	56.754	0.048	-0.105	1.000	1	5.000	22
Z1	3.287	0.689	58.448	0.181	1.379	1.000	2	5.000	7
Z2	3.340	0.664	61.622	0.608	0.342	2.000	8	5.000	8
Z3	3.493	0.693	61.766	0.945	-0.197	2.000	1	5.000	16
Z4	3.433	0.737	57.090	0.948	0.033	2.000	4	5.000	18
Y1	3.573	0.727	60.220	0.645	-0.557	2.000	2	5.000	19
Y2	3.440	0.781	53.923	0.245	0.534	1.000	2	5.000	16
Y3	3.520	0.673	64.080	0.798	-0.321	2.000	1	5.000	14

Test of Univariate Normality for Continuous Variables

Skewness Kurtosis Skewness and Kurtosis

Variable Z-Score P-Value Z-Score P-Value Chi-Square P-Value

X1	1.652	0.099	2.394	0.017	4.457	0.115
X2	1.429	0.153	1.567	0.117	4.496	0.106
X3	-0.455	0.649	1.244	0.213	1.755	0.416
X4	-1.707	0.088	2.270	0.023	4.424	0.118
X5	-1.916	0.055	1.978	0.048	3.583	0.083
X6	-0.556	0.578	0.911	0.362	1.140	0.566
X7	2.236	0.025	-0.865	0.387	5.746	0.057
X8	0.872	0.383	0.809	0.418	1.415	0.493
X9	-2.318	0.020	3.068	0.002	4.784	0.101
X10	0.420	0.675	-0.016	0.987	0.176	0.916
Z1	1.266	0.206	2.591	0.010	4.315	0.116
Z2	2.400	0.016	1.051	0.293	4.163	0.132
Z3	2.835	0.005	-0.292	0.770	4.123	0.117
Z4	2.838	0.005	0.355	0.723	3.183	0.097
Y1	2.458	0.014	-1.669	0.095	4.826	0.072
Y2	1.532	0.126	1.412	0.158	4.339	0.114
Y3	2.667	0.008	-0.704	0.481	4.610	0.102



L I S R E L 8.30

BY

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The following lines were read from file D:\OLDA3\DATA.PR2:

CFA MODEL PENELITIAN  
OBSERVED VARIABLE  
X1-X10 Z1-Z4 Y1-Y3  
COVARIANCE MATRIX FROM FILE D:\OLDA3\DATA.COV  
LATENT VARIABLE BRANDIMAGE WEBDESAIN KEMUDAHAN KESETIAAN  
SAMPLE SIZE 150  
RELATIONSHIP  
X1=BRANDIMAGE  
X2-X6=BRANDIMAGE  
X7=WEBDESAIN  
X8-X10=WEBDESAIN  
Z1=KEMUDAHAN  
Z2-Z4=KEMUDAHAN  
Y1=KESETIAAN  
Y2-Y3=KESETIAAN  
KEMUDAHAN=BRANDIMAGE WEBDESAIN  
KESETIAAN=BRANDIMAGE WEBDESAIN KEMUDAHAN  
PATH DIAGRAM  
END OF PROGRAM

Sample Size = 150

CFA MODEL PENELITIAN

Covariance Matrix to be Analyzed

	Z1	Z2	Z3	Z4	Y1	Y2
Z1	0.47					
Z2	0.22	0.44				
Z3	0.19	0.28	0.48			
Z4	0.20	0.25	0.29	0.54		
Y1	0.17	0.19	0.25	0.25	0.53	
Y2	0.20	0.20	0.17	0.24	0.33	0.61
Y3	0.13	0.18	0.20	0.24	0.30	0.37
X1	0.08	0.06	0.14	0.18	0.17	0.19
X2	0.12	0.15	0.20	0.21	0.21	0.21
X3	0.14	0.19	0.21	0.21	0.22	0.25
X4	0.13	0.13	0.14	0.15	0.17	0.26
X5	0.12	0.10	0.08	0.14	0.11	0.12
X6	0.12	0.18	0.24	0.22	0.23	0.23
X7	0.08	0.13	0.13	0.15	0.13	0.16
X8	0.13	0.12	0.17	0.19	0.17	0.15
X9	0.09	0.12	0.15	0.17	0.16	0.20
X10	0.06	0.12	0.18	0.21	0.18	0.16

Covariance Matrix to be Analyzed

	Y3	X1	X2	X3	X4	X5
Y3	0.45					
X1	0.15	0.50				
X2	0.19	0.31	0.48			
X3	0.18	0.26	0.36	0.60		
X4	0.21	0.22	0.30	0.36	0.53	
X5	0.06	0.17	0.20	0.30	0.21	0.50
X6	0.20	0.29	0.37	0.40	0.29	0.33
X7	0.16	0.07	0.11	0.15	0.10	0.08
X8	0.22	0.06	0.14	0.13	0.14	0.10
X9	0.15	0.06	0.07	0.15	0.15	0.13
X10	0.17	0.06	0.11	0.18	0.11	0.15

Covariance Matrix to be Analyzed

	X6	X7	X8	X9	X10
X6	0.73				
X7	0.20	0.42			
X8	0.14	0.24	0.55		
X9	0.10	0.09	0.23	0.55	
X10	0.18	0.21	0.33	0.24	0.62

CFA MODEL PENELITIAN

Number of Iterations = 15

LISREL Estimates (Maximum Likelihood)

Z1 = 0.39\*KEMUDAHA, Errorvar.= 0.33 , R<sup>2</sup> = 0.31  
(0.060) (0.041)  
6.45 7.91

Z2 = 0.49\*KEMUDAHA, Errorvar.= 0.20 , R<sup>2</sup> = 0.55  
(0.057) (0.030)  
8.61 6.68

Z3 = 0.54\*KEMUDAHA, Errorvar.= 0.18 , R<sup>2</sup> = 0.62  
(0.060) (0.031)  
9.13 6.00

Z4 = 0.54\*KEMUDAHA, Errorvar.= 0.25 , R<sup>2</sup> = 0.55  
(0.063) (0.037)  
8.61 6.68

Y1 = 0.54\*KESETIAA, Errorvar.= 0.24 , R<sup>2</sup> = 0.55  
(0.063) (0.034)  
8.50 6.96

Y2 = 0.62\*KESETIAA, Errorvar.= 0.22 , R<sup>2</sup> = 0.63  
(0.069) (0.036)  
9.07 6.20

Y3 = 0.57\*KESETIAA, Errorvar.= 0.13 , R<sup>2</sup> = 0.72  
(0.060) (0.025)  
9.46 5.06



X1 = 0.46\*BRANDIMA, Errorvar.= 0.29 , R<sup>2</sup> = 0.42  
(0.054) (0.036)  
8.54 7.87

X2 = 0.58\*BRANDIMA, Errorvar.= 0.14 , R<sup>2</sup> = 0.70  
(0.048) (0.023)  
12.10 6.19

X3 = 0.64\*BRANDIMA, Errorvar.= 0.20 , R<sup>2</sup> = 0.67  
(0.054) (0.031)  
11.75 6.47

X4 = 0.51\*BRANDIMA, Errorvar.= 0.27 , R<sup>2</sup> = 0.50  
(0.054) (0.035)  
9.48 7.60

X5 = 0.41\*BRANDIMA, Errorvar.= 0.33 , R<sup>2</sup> = 0.33  
(0.056) (0.041)  
7.36 8.12

X6 = 0.64\*BRANDIMA, Errorvar.= 0.33 , R<sup>2</sup> = 0.56  
(0.062) (0.044)  
10.24 7.32

X7 = 0.39\*WEBDESAI, Errorvar.= 0.27 , R<sup>2</sup> = 0.37  
(0.054) (0.036)  
7.34 7.39

X8 = 0.58\*WEBDESAI, Errorvar.= 0.20 , R<sup>2</sup> = 0.63  
(0.058) (0.041)  
10.14 5.01

X9 = 0.39\*WEBDESAI, Errorvar.= 0.40 , R<sup>2</sup> = 0.28  
(0.063) (0.051)  
6.21 7.83

X10 = 0.56\*WEBDESAI, Errorvar.= 0.31 , R<sup>2</sup> = 0.50  
(0.063) (0.048)  
8.84 6.42

**KEMUDAHA = 0.43\*BRANDIMA + 0.38\*WEBDESAI, Errorvar.= 0.54, R<sup>2</sup> = 0.46**  
**(0.10) (0.11)**  
**4.19 3.54**

$$\text{KESETIAA} = 0.41 * \text{KEMUDAHA} + 0.24 * \text{BRANDIMA} + 0.25 * \text{WEBDESAI}, \text{Errorvar.} = 0.42, R^2 = 0.58$$

(0.13)	(0.098)	(0.10)
3.27	2.50	2.44

Correlation Matrix of Independent Variables

	BRANDIMA	WEBDESAI
BRANDIMA	1.00	
WEBDESAI	0.43 (0.08) 5.16	1.00

Covariance Matrix of Latent Variables

	KEMUDAHA	KESETIAA	BRANDIMA	WEBDESAI
KEMUDAHA	1.00			
KESETIAA	0.70	1.00		
BRANDIMA	0.59	0.59	1.00	
WEBDESAI	0.56	0.59	0.43	1.00

Goodness of Fit Statistics

Degrees of Freedom = 113  
 Minimum Fit Function Chi-Square = 184.19 (P = 0.00)  
 Normal Theory Weighted Least Squares Chi-Square = 178.14 (P = 0.00)  
 Estimated Non-centrality Parameter (NCP) = 65.14  
 90 Percent Confidence Interval for NCP = (32.77 ; 105.45)  
 Minimum Fit Function Value = 1.24  
 Population Discrepancy Function Value (F0) = 0.44  
 90 Percent Confidence Interval for F0 = (0.22 ; 0.71)  
 Root Mean Square Error of Approximation (RMSEA) = 0.042  
 90 Percent Confidence Interval for RMSEA = (0.000 ; 0.049)  
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.73

Expected Cross-Validation Index (ECVI) = 4.73  
 90 Percent Confidence Interval for ECVI = (3.52 ; 6.12)  
 ECVI for Saturated Model = 5.05  
 ECVI for Independence Model = 8.53

Chi-Square for Independence Model with 136 Degrees of Freedom = 1237.04

Independence AIC = 1271.04

Model AIC = 258.14

Saturated AIC = 306.00

Independence CAIC = 1339.22

Model CAIC = 1218.57

Saturated CAIC = 1319.63

Root Mean Square Residual (RMR) = 0.029

Standardized RMR = 0.055

Goodness of Fit Index (GFI) = 0.91

Adjusted Goodness of Fit Index (AGFI) = 0.93

Parsimony Goodness of Fit Index (PGFI) = 0.65

Normed Fit Index (NFI) = 0.95

Non-Normed Fit Index (NNFI) = 0.92

Parsimony Normed Fit Index (PNFI) = 0.71

Comparative Fit Index (CFI) = 0.94

Incremental Fit Index (IFI) = 0.94

Relative Fit Index (RFI) = 0.92

Critical N (CN) = 123.06

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
Y2	Z3	10.8	-0.07
X1	Z2	9.4	-0.07
X2	X1	12.6	0.08
X5	X2	8.4	-0.07
X6	X5	8.0	0.09

The Problem used 44944 Bytes (= 0.1% of Available Workspace)

Time used: 0.094 Seconds