

LAMPIRAN A
KUESIONER PENELITIAN
ANALISIS PENGARUH DISKONFIRMASI POSITIF TERHADAP
KUNJUNGAN ULANG DAN POSITIF *WORD OF MOUTH* PADA KONSUMEN
RUMAH CANTIK SEHAT MUSLIMAH SALON DAN SPA YOGYAKARTA

BAGIAN 1 : PENGALAMAN RESPONDEN

Pertanyaan berikut berkenaan dengan jati diri Ibu/Saudara. Jawablah pertanyaan tersebut dengan memberi tanda silang (X) pada nomer jawaban yang dianggap sesuai

DAFTAR PERTANYAAN

1. Berapa usia Ibu/Saudara saat ulang tahun terakhir ?
 [a] < 20 Tahun [b] 20 - 30 Tahun
 [c] 31-40 Tahun [d] >40 Tahun

2. Apa pekerjaan Ibu/Saudara sekarang ?
 [a] Pegawai Negri [b] Pegawai Swasta
 [c] Wirasawasta [d] Lainnya (sebutkan).....

3. Apa pendidikan terakhir Ibu/Saudara ?
 [a] SD / yang sederajat [b] SMP / yang sederajat
 [c] SMA / yang sederajat [d] Diploma
 [e] Sarjana [f] Pascasarjana

4. Berapa kali Ibu/Saudara menggunakan layanan salon dan spa RCSM ?
 [a] 1 kali [b] 2 kali [c] 3 kali [d] > 3 kali

5. Apakah Ibu/Saudara pernah menggunakan layanan salon dan spa selain di salon dan spa RCSM ?
 [a] Ya [b] Tidak

6. Jika Ibu/Saudara menjawab Ya untuk pertanyaan no 6, salon dan spa apa yang Ibu/Saudara maksud ?
 [a] Az- Zahra [b] Laseca
 [c] Jogja House of Beauty [d] Lainnya (sebutkan).....

Petunjuk : berilah pendapat Ibu/ Saudara atas pernyataan-pernyataan di bawah ini dengan menyilang atau melingkari angka yang dianggap paling sesuai

1	2	3	4	5	6
Sangat Tidak Setuju (STS)	Tidak Setuju (TS)	Agak Tidak Setuju (ATS)	Agak Setuju (AS)	Setuju (S)	Setuju Sekali (SS)

BAGIAN 2 : DISKONFIRMASI POSITIF (*positive disconfirmation*)

Pernyataan dibawah ini berkenaan dengan diskonfirmasi harapan yang Ibu/ Saudara rasakan selama menggunakan layanan di salon dan spa RCSM	1 STS	2 TS	3 ATS	4 AS	5 S	6 SS
Saya merasakan layanan salon dan spa RCSM lebih baik daripada yang saya perkirakan						
Salon dan spa RCSM ini jauh lebih baik daripada yang saya harapkan						
Layanan salon dan spa RCSM lebih memuaskan dari apa yang saya harapkan						

BAGIAN 3 : KEPUASAN KONSUMEN (*satisfaction*)

Pernyataan dibawah ini berkenaan dengan kepuasan yang Ibu/ Saudara rasakan selama menggunakan layanan salon dan spa RCSM	1 STS	2 TS	3 ATS	4 AS	5 S	6 SS
Layanan yang diberikan salon dan spa RCSM berkualitas unggul						
Layanan yang diberikan sangat baik						
Pengalaman saya menggunakan layanan salon dan spa RCSM sudah seperti yang saya harapkan						
Sejak awal, salon dan spa RCSM memberikan layanan yang tepat						

Petunjuk : berilah pendapat Ibu/Saudara atas pernyataan-pernyataan di bawah ini dengan menyilang atau melingkari angka yang dianggap paling sesuai

1	2	3	4	5	6
Sangat Tidak Setuju (STS)	Tidak Setuju (TS)	Agak Tidak Setuju (ATS)	Agak Setuju (AS)	Setuju (S)	Setuju Sekali (SS)

BAGIAN 4 : KUALITAS LAYANAN (*Service Quality*)

Pernyataan dibawah ini berkenaan dengan kualitas layanan yang Ibu/Saudara dapatkan selama menggunakan layanan di salon dan spa RCSM	1 STS	2 TS	3 ATS	4 AS	5 S	6 SS
Dibandingkan dengan salon dan spa lain, karyawan dan terapist di salon dan spa RCSM lebih berkompeten						
Dibandingkan dengan salon dan spa lain, karyawan dan terapist di salon dan spa RCSM lebih professional						
Dibandingkan dengan salon dan spa lain, karyawan dan terapist di salon dan spa RCSM memiliki kinerja lebih baik secara keseluruhan						
Dibandingkan dengan salon dan spa lain, karyawan dan terapist di salon dan spa RCSM memiliki sikap yang lebih baik dalam melayani pengunjung						

BAGIAN 5 : NILAI KONSUMEN (*Consumer Value*)

Pernyataan dibawah ini berkenaan dengan nilai yang Ibu/Saudara dapatkan selama menggunakan layanan di salon dan spa RCSM	1 STS	2 TS	3 ATS	4 AS	5 S	6 SS
Dibandingkan dengan salon dan spa yang lain, salon dan spa RCSM memberikan nilai terbaik						
Dibandingkan dengan salon dan spa yang lain, salon dan spa RCSM menetapkan harga yang sepadan dengan kualitas layanan yang diberikan						
Dibandingkan dengan salon dan spa yang lain, salon dan spa RCSM memberikan layanan yang lebih baik dengan harga yang bersaing						
Dibandingkan dengan salon dan spa yang lain, salon dan spa RCSM memberikan kualitas yang lebih baik untuk harga yang saya bayarkan						

Petunjuk : berilah pendapat Ibu/ Saudara atas pernyataan-pernyataan di bawah ini dengan menyilang atau melingkari angka yang dianggap paling sesuai

1	2	3	4	5	6
Sangat Tidak Setuju (STS)	Tidak Setuju (TS)	Agak Tidak Setuju (ATS)	Agak Setuju (AS)	Setuju (S)	Setuju Sekali (SS)

BAGIAN 6 : Positif WOM (Positive Word of Mouth)

Pernyataan dibawah ini berkenaan dengan WOM Positif yang Ibu/Saudara dapatkan setelah menggunakan layanan di salon dan spa RCSM	1 STS	2 TS	3 ATS	4 AS	5 S	6 SS
Saya sangat merekomendasikan salon dan spa RCSM ini kepada orang lain						
Saya akan mengatakan hal-hal yang positif tentang salon dan spa RCSM kepada orang lain						
Saya akan mendorong orang lain untuk menggunakan layanan salon dan spa RCSM						
Saya akan menggunakan layanan salon dan spa RCSM sebagai patokan ketika saya menggunakan layanan dari salon dan spa yang lain						

BAGIAN 7 : KUNJUNGAN ULANG (Repurchase)

Pernyataan dibawah ini berkenaan dengan kunjungan ulang yang akan Ibu/Saudara lakukan setelah menggunakan layanan di salon dan spa RCSM	1 STS	2 TS	3 ATS	4 AS	5 S	6 SS
Saya akan tetap menggunakan layanan salon dan spa RCSM sebagai tempat <i>treatment</i> saya untuk beberapa tahun berikutnya						
Saya berharap hubungan dengan salon dan spa RCSM dapat bertahan dalam waktu yang lama						
Saya kemungkinan akan tetap menggunakan layanan salon dan spa RCSM						
Saya akan tetap menggunakan layanan salon dan spa RCSM meskipun biaya yang di tetapkan sedikit meningkat						

LAMPIRAN B

HASIL UJI VALIDITAS & RELIABILITAS INSTRUMEN PENELITIAN

a) Diskonfirmasi Positif

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded ^a	0	.0
	Total	35	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.754	3

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

Item Statistics

	Mean	Std. Deviation	N
pernyataan_1	3.37	1.114	35
pernyataan_2	3.54	1.094	35
pernyataan_3	3.66	.838	35

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
pernyataan_1	7.20	2.576	.698	.526
pernyataan_2	7.03	2.676	.681	.548
pernyataan_3	6.91	4.198	.411	.839

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.57	6.311	2.512	3

b) Kepuasan Konsumen

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded ^a	0	.0
	Total	35	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.873	4

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

Item Statistics

	Mean	Std. Deviation	N
pernyataan_4	4.09	.853	35
pernyataan_5	3.97	.747	35
pernyataan_6	4.17	.747	35
pernyataan_7	4.06	.725	35

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
pernyataan_4	12.20	3.576	.791	.811
pernyataan_5	12.31	4.104	.725	.838
pernyataan_6	12.11	4.339	.630	.874
pernyataan_7	12.23	4.064	.775	.819

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.29	6.857	2.619	4

c) Kualitas Layanan

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded ^a	0	.0
	Total	35	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.880	4

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

Item Statistics

	Mean	Std. Deviation	N
pernyataan_8	4.00	.767	35
pernyataan_9	3.97	.568	35
pernyataan_10	3.94	.873	35
pernyataan_11	4.09	.887	35

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
pernyataan_8	12.00	4.000	.863	.799
pernyataan_9	12.03	5.323	.607	.898
pernyataan_10	12.06	3.820	.778	.833
pernyataan_11	11.91	3.787	.771	.838

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.00	7.235	2.690	4

d) Nilai Konsumen

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded ^a	0	.0
	Total	35	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.825	4

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

Item Statistics

	Mean	Std. Deviation	N
pernyataan_12	3.49	1.380	35
pernyataan_13	3.51	1.358	35
pernyataan_14	3.26	1.314	35
pernyataan_15	3.57	1.596	35

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
pernyataan_12	10.34	11.467	.819	.700
pernyataan_13	10.31	11.281	.866	.679
pernyataan_14	10.57	13.134	.648	.781
pernyataan_15	10.26	14.197	.356	.921

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.83	21.029	4.586	4

e) Word Of Mouth

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded ^a	0	.0
	Total	35	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.834	4

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

Item Statistics

	Mean	Std. Deviation	N
pernyataan_16	4.29	.622	35
pernyataan_17	4.17	.891	35
pernyataan_18	4.46	.657	35
pernyataan_19	4.29	.622	35

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
pernyataan_16	12.91	3.316	.724	.771
pernyataan_17	13.03	2.499	.728	.777
pernyataan_18	12.74	3.550	.549	.838
pernyataan_19	12.91	3.316	.724	.771

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.20	5.341	2.311	4

f) Kunjungan Ulang

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded ^a	0	.0
	Total	35	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.695	4

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

Item Statistics

	Mean	Std. Deviation	N
pernyataan_20	3.37	1.114	35
pernyataan_21	3.54	1.094	35
pernyataan_22	3.66	.838	35
pernyataan_23	3.31	1.367	35

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
pernyataan_20	10.51	5.728	.655	.513
pernyataan_21	10.34	6.114	.582	.565
pernyataan_22	10.23	7.770	.425	.669
pernyataan_23	10.57	6.311	.332	.754

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.89	10.457	3.234	4

LAMPIRAN C

REKAPITULASI DATA JAWABAN KUISIONER

No	DP1	DP2	DP3	KP1	KP2	KP3	KP4	KL1	KL2	KL3	KL4	N1	N2	N3	N4	WOM1	WOM2	WOM3	WOM4	KU1	KU2	KU3	KU4
1	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	3	3
2	2	3	2	2	3	2	3	3	1	4	3	1	3	5	2	3	4	3	3	1	3	3	2
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144	3	4	5	3	3	2	3	5	4	4	4	4	4	4	3	5	5	5	5	4	4	4	4
145	4	3	4	4	5	4	4	5	5	5	2	5	5	5	3	4	4	4	4	5	5	5	4
146	5	5	5	4	4	4	4	5	5	5	5	5	4	5	4	4	5	5	5	4	5	4	5
147	4	4	4	4	4	4	4	4	4	4	3	2	2	3	3	4	4	4	4	4	4	3	4
148	3	3	3	4	4	4	4	5	4	4	3	4	4	4	3	3	2	3	3	3	4	4	4
149	4	3	4	4	4	4	4	5	5	4	4	4	4	5	3	4	4	4	4	5	4	4	3
150	4	4	4	4	4	4	3	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	3
151	3	3	3	4	5	5	5	5	5	5	4	3	3	3	3	5	5	5	5	5	5	5	5
152	3	3	3	3	3	3	4	4	4	5	4	4	4	4	3	4	4	4	4	3	3	3	3
153	3	3	3	5	5	4	5	5	5	5	5	2	2	3	4	5	5	5	5	5	5	5	3
154	4	5	5	4	4	4	5	5	5	4	4	4	4	5	3	4	4	4	4	4	3	4	3
155	5	5	5	4	4	4	4	5	5	5	5	4	4	4	3	5	5	5	5	4	4	4	4
156	5	5	5	2	2	4	5	5	5	5	5	5	5	5	2	5	5	5	5	5	5	4	4
157	4	4	4	4	4	2	3	4	4	4	4	4	5	4	4	4	4	4	4	4	3	4	2
158	4	4	4	3	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	3	2
159	3	5	5	4	4	4	4	5	4	4	4	3	3	3	3	4	3	3	3	4	4	3	3
160	2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4
161	5	4	4	4	4	3	2	4	4	3	4	3	4	3	3	3	4	3	3	3	3	4	4
162	4	4	5	4	5	5	5	5	5	5	5	5	5	5	5	4	4	3	3	5	5	5	5
163	5	5	5	4	4	3	4	5	5	5	4	5	5	5	4	3	3	3	3	5	4	4	5
164	4	2	2	3	4	2	5	3	3	4	3	4	4	4	3	3	3	3	3	3	4	4	5
165	4	4	3	4	4	4	4	5	5	5	4	5	4	3	3	5	5	5	5	3	3	4	3
166	3	2	2	5	5	5	5	4	4	4	4	3	3	3	3	2	2	3	3	2	2	1	1
167	4	5	5	4	4	1	2	5	5	5	4	5	5	4	4	5	5	5	5	4	4	4	5
168	5	5	5	4	5	4	5	5	4	5	5	5	5	4	4	4	4	4	4	4	4	5	5
169	4	4	4	4	5	5	3	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3
170	2	4	4	4	3	3	4	4	4	4	5	4	5	4	5	4	4	5	5	4	5	4	3

171	2	5	4	2	3	4	4	5	4	4	4	3	4	5	4	4	4	4	4	4	4	4	3	5
172	4	4	4	3	2	3	4	3	4	3	4	4	4	4	3	4	4	4	5	5	5	4	4	4
173	3	3	2	2	3	2	5	5	4	5	4	4	4	3	3	3	3	3	4	4	4	4	4	4
174	3	5	5	3	3	2	3	4	5	4	4	5	4	3	3	5	4	4	4	4	4	4	4	4
175	5	4	5	4	4	5	5	5	5	4	4	4	4	4	4	4	4	5	4	4	4	4	4	3
176	4	4	4	4	4	5	5	5	5	4	4	4	4	4	4	4	5	4	5	4	4	4	4	3
177	4	4	4	4	4	5	5	5	5	4	4	4	4	4	4	4	5	4	4	4	4	4	4	3
178	4	4	4	4	3	4	4	4	4	4	5	4	3	4	4	4	4	4	5	4	5	5	3	3
179	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	5	3	3	3	3	3
180	2	2	2	3	2	1	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3
181	4	3	3	2	2	2	3	4	4	5	3	5	4	4	2	5	4	4	4	4	3	3	3	2
182	4	4	4	3	3	3	4	4	4	3	4	3	3	3	3	4	4	4	4	4	4	3	4	4
183	4	3	4	2	3	4	4	4	4	4	3	4	4	4	3	3	3	3	3	4	4	4	4	4
184	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4
185	2	2	3	4	3	3	3	4	3	3	3	3	3	3	3	4	4	3	3	3	3	3	3	3
186	3	3	3	3	2	2	2	3	3	3	3	4	4	4	4	4	3	4	4	4	4	4	4	4
187	4	4	4	3	3	4	3	3	4	3	4	4	4	4	4	3	3	3	3	4	4	4	4	4
188	3	4	4	4	4	4	4	4	4	4	3	4	4	3	3	3	3	3	3	3	3	3	3	4
189	3	3	3	2	3	2	3	4	4	4	4	4	4	4	4	5	5	4	4	4	4	3	4	3
190	3	3	3	3	3	3	3	4	4	5	5	4	4	4	5	4	4	3	3	3	3	3	3	3
191	4	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4
192	3	3	3	5	5	3	3	4	4	5	4	4	3	3	3	4	3	4	4	3	3	3	5	5
193	4	4	4	2	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
194	3	3	3	4	4	4	4	2	4	4	4	4	4	4	5	4	3	3	3	3	3	4	3	3
195	2	4	4	3	4	3	2	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	3
196	2	2	2	3	3	2	3	4	4	4	3	4	4	4	3	4	4	4	4	3	4	4	4	3
197	3	3	3	2	3	2	4	4	4	4	3	4	3	4	4	4	2	3	3	3	4	4	3	2
198	4	4	4	4	3	2	4	5	4	4	4	4	4	4	4	3	3	3	3	4	3	3	2	2
199	5	4	4	3	4	2	4	5	5	5	5	5	5	5	5	4	4	4	4	5	5	5	5	5
200	4	4	4	2	2	2	4	4	4	4	3	4	4	4	3	4	4	4	5	3	3	3	4	4
Rata-rata	3.74	3.84	3.83	3.60	3.64	3.56	3.88	4.15	4.03	4.03	3.89	3.88	3.81	3.84	3.60	3.89	3.89	3.85	3.82	3.90	3.88	3.88	3.78	3.78

LAMPIRAN D

TABEL FREKUENSI KARAKTERISTIK RESPONDEN

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<20 tahun	19	9.5	9.5	9.5
	20-30 tahun	154	77.0	77.0	86.5
	31-40 tahun	22	11.0	11.0	97.5
	>40 tahun	5	2.5	2.5	100.0
	Total	200	100.0	100.0	

Jenis Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pegawai Negri	25.0	12.5	12.5	12.5
	Pegawai Swasta	77.0	38.5	38.5	51.0
	Wiraswasta	36.0	18.0	18.0	69.0
	Lainya	62.0	31.0	31.0	100.0
	Total	200	100.0	100.0	

Pendidikan Terakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD/ yang sederajat	0	0	0	0
	SMP/ yang sederajat	0	0	0	0
	SMA/ yang sederajat	22	11.0	11.0	11.0
	Diploma	31	15.5	15.5	26.5
	Sarjana	136	68.0	68.0	94.5
	Pascasarjana	11	5.5	5.5	100.0
	Total	315	100.0	100.0	

Kuantitas Kunjungan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 kali	59.0	29.5	29.5	29.5
	2 kali	63.0	31.5	31.5	61.0
	3 kali	3.0	1.5	1.5	62.5
	>3 kali	75.0	37.5	37.5	100.0
	Total	200	100.0	100.0	



LAMPIRAN E

TABEL FREKUENSI JAWABAN RESPONDEN

1) Diskonfirmasi Positif

Statistics			
	DP1	DP2	DP3
N Valid	200	200	200
Missing	0	0	0
Mean	3.74	3.84	3.83

DP1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.0	1.0	1.0
2	18	9.0	9.0	10.0
3	48	24.0	24.0	34.0
4	95	47.5	47.5	81.5
5	37	18.5	18.5	100.0
Total	200	100.0	100.0	

DP2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	14	7.0	7.0	7.0
3	47	23.5	23.5	30.5
4	96	48.0	48.0	78.5
5	43	21.5	21.5	100.0
Total	200	100.0	100.0	

DP3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.5	.5	.5
2	16	8.0	8.0	8.5
3	44	22.0	22.0	30.5
4	94	47.0	47.0	77.5
5	45	22.5	22.5	100.0
Total	200	100.0	100.0	

2) Kepuasan Konsumen

Statistics			
	KP2	KP3	KP4
N Valid	200	200	200
Missing	0	0	0
Mean	3.64	3.56	3.88

KP2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	18	9.0	9.0	9.0
3	65	32.5	32.5	41.5
4	88	44.0	44.0	85.5
5	29	14.5	14.5	100.0
Total	200	100.0	100.0	

KP3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.0	1.0	1.0
2	33	16.5	16.5	17.5
3	49	24.5	24.5	42.0
4	83	41.5	41.5	83.5
5	33	16.5	16.5	100.0
Total	200	100.0	100.0	

KP4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	9	4.5	4.5	4.5
3	51	25.5	25.5	30.0
4	96	48.0	48.0	78.0
5	44	22.0	22.0	100.0
Total	200	100.0	100.0	

3) Kualitas Layanan

Statistics			
	KL1	KL3	KL4
N Valid	200	200	200
Missing	0	0	0
Mean	4.15	4.03	3.89

KL1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	1.5	1.5	1.5
3	31	15.5	15.5	17.0
4	99	49.5	49.5	66.5
5	67	33.5	33.5	100.0
Total	200	100.0	100.0	

KL3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	6	3.0	3.0	3.0
3	39	19.5	19.5	22.5
4	98	49.0	49.0	71.5
5	57	28.5	28.5	100.0
Total	200	100.0	100.0	

KL4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	7	3.5	3.5	3.5
3	51	25.5	25.5	29.0
4	99	49.5	49.5	78.5
5	43	21.5	21.5	100.0
Total	200	100.0	100.0	

4) Nilai Konsumen

Statistics

	N2	N3
N Valid	200	200
Missing	0	0
Mean	3.80	3.84

N2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.5	.5	.5
2	15	7.5	7.5	8.0
3	37	18.5	18.5	26.5
4	116	58.0	58.0	84.5
5	31	15.5	15.5	100.0
Total	200	100.0	100.0	

N3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	9	4.5	4.5	4.5
3	45	22.5	22.5	27.0
4	115	57.5	57.5	84.5
5	31	15.5	15.5	100.0
Total	200	100.0	100.0	

5) Word Of Mouth

Statistics

	WOM1	WOM3
N Valid	200	200
Missing	0	0
Mean	3.88	3.84

WOM1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.5	.5	.5
2	10	5.0	5.0	5.5
3	40	20.0	20.0	25.5
4	109	54.5	54.5	80.0

5	40	20.0	20.0	100.0
Total	200	100.0	100.0	

WOM3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	10	5.0	5.0	5.0
3	45	22.5	22.5	27.5
4	111	55.5	55.5	83.0
5	34	17.0	17.0	100.0
Total	200	100.0	100.0	

6) Kunjungan Ulang

Statistics

	KU2	KU4
N Valid	200	200
Missing	0	0
Mean	3.88	3.78

KU2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	2.0	2.0	2.0
3	51	25.5	25.5	27.5
4	111	55.5	55.5	83.0
5	34	17.0	17.0	100.0
Total	200	100.0	100.0	

KU4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.0	1.0	1.0
2	13	6.5	6.5	7.5
3	54	27.0	27.0	34.5
4	90	45.0	45.0	79.5
5	41	20.5	20.5	100.0
Total	200	100.0	100.0	

LAMPIRAN F

HASIL MODEL PENGUKURAN SEBELUM MODIFIKASI

1) Diskonfirmasi Positif

```

6
LAMBDA-X
4 5
DP
DA NI=3 NO=200 MA=CM
LA
DP1 DP2 DP3
CM FI='E:\UI\PASCA SARJANA\THESIS
FIX\LISRELKU\DP\DP.COV'
SE
1 2 3 /
MO NX=3 NK=1 LX=FU,FI TD=SY,FI
PH=SY,FR
LK
DP
FR LX 1 1 LX 2 1 LX 3 1
FR TD 1 1 TD 2 2 TD 3 3
PD
OU MI FS
Number of
Input Variables 3
Number of Y -
Variables 0
Number of X -
Variables 3
Number of
ETA - Variables 0
Number of KSI
- Variables 1
Number of
Observations 200
Covariance Matrix
DP1 DP2 DP3
DP1 0.92
DP2 0.78 1.07
DP3 0.60 0.78
0.69
SQUARED MULTIPLE CORRELATIONS FOR X -
DP1 DP2
0.87 0.65 0.94
0.87

```

Parameter Specifications

```

LAMBDA-X
DP
DP1 1
DP2 2
DP3 3
THETA-DELTA
DP1 DP2
DP3

```

```

Goodness of Fit Statistics
Degrees of Freedom = 0
Minimum Fit Function Chi-Square = 0.00 (P = 1.00)
Normal Theory Weighted Least Squares
Chi-Square = 0.00 (P = 1.00)

```

The Model is Saturated, the Fit is Perfect !

DA NI=3 NO=200 MA=CM

Modification Indices and Expected Change
 No Non-Zero Modification Indices for
 LAMBDA-X 0.52 KP3 0.33 0.48
 No Non-Zero Modification Indices for PHI 0.42 KP4 0.33 0.50
 No Non-Zero Modification Indices for
 THETA-DELTA 0.73

Parameter Specifications

Factor Scores Regression
 KSI LAMBDA-Y
 DP1 DP2
 DP3 KP1 0
 DP 0.09 0.63 KP2 1
 0.33 KP3 2
 KP4 3
 Time used: PSI
 0.000 Seconds KP
 4

2) Kepuasan Konsumen

DA NI=4 NO=200 MA=CM
 LA KP1 KP2 KP3 KP4
 CM FI='E:\UI\PASCA SARJANA\THESIS
 FIX\LISRELKU\KP\KP.COV'
 SE 5 6 7 8
 1 2 3 4 /
 MO NY=4 NE=1 LY=FU,FI TE=SY,FI
 PS=DI,FR
 LE
 KP
 FR LY 1 1 LY 2 1 LY 3 1 LY 4 1
 FR TE 1 1 TE 2 2 TE 3 3 TE 4 4
 PD
 OU MI FS

THETA-EPS

KP1 KP2 KP3
 KP4
 Number of Iterations = 7

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

Number of
 Input Variables 4
 Number of Y -
 Variables 4
 Number of X -
 Variables 0
 Number of
 ETA - Variables 1
 Number of KSI
 - Variables 0
 Number of
 Observations 200

Covariance Matrix of ETA

Covariance Matrix
 KP1 KP2
 KP3 KP4 1.00
 KP1 0.46
 KP2 0.50 0.79
 PSI
 KP
 1.00

	(0.13) 7.49			Model CAIC = 70.36 Saturated CAIC = 62.98
	THETA-EPS			Normed Fit Index (NFI) = 0.97 Non-Normed Fit Index (NNFI) = 0.91 Parsimony Normed Fit Index (PNFI) = 0.32 Comparative Fit Index (CFI) = 0.97 Incremental Fit Index (IFI) = 0.97 Relative Fit Index (RFI) = 0.90
KP3	KP4	KP1	KP2	Critical N (CN) = 94.91
-----	-----	-----	-----	
0.18	0.36	0.12	0.09	Root Mean Square Residual (RMR) = 0.023 Standardized RMR = 0.038 Goodness of Fit Index (GFI) = 0.95 Adjusted Goodness of Fit Index (AGFI) = 0.76 Parsimony Goodness of Fit Index (PGFI) = 0.19
(0.04)	(0.02)	(0.02)	(0.02)	
8.41	9.18	7.28	3.80	
Squared Multiple Correlations for Y - Variables				
KP3	KP4	KP1	KP2	DA NI=4 NO=200 MA=CM
-----	-----	-----	-----	Modification Indices and Expected Change
0.65	0.51	0.75	0.89	No Non-Zero Modification Indices for LAMBDA-Y
Statistics				No Non-Zero Modification Indices for PSI
Degrees of Freedom = 2				Modification Indices for THETA-EPS
Minimum Fit Function Chi-Square = 19.52 (P = 0.00)				KP1 KP2 KP3 KP4
Normal Theory Weighted Least Squares				-----
Chi-Square = 19.97 (P = 0.00)				KP1 --
Estimated Non-centrality Parameter (NCP) = 17.97				KP2 19.34 --
90 Percent Confidence Interval for NCP = (7.18 ; 36.21)				KP3 2.07 5.95 --
Minimum Fit Function Value = 0.098				KP4 5.95 2.07 19.34
Population Discrepancy Function Value (F0) = 0.090				--
90 Percent Confidence Interval for F0 = (0.036 ; 0.18)				Expected Change for THETA-EPS
Root Mean Square Error of Approximation (RMSEA) = 0.21				KP1 KP2 KP3 KP4
90 Percent Confidence Interval for RMSEA = (0.13 ; 0.30)				-----
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00058				KP1 --
Expected Cross-Validation Index (ECVI) = 0.18				KP2 0.13 --
90 Percent Confidence Interval for ECVI = (0.13 ; 0.27)				KP3 -0.03 -0.06 --
ECVI for Saturated Model = 0.10				KP4 -0.05 -0.04 0.09
ECVI for Independence Model = 2.98				--
Chi-Square for Independence Model with 6 Degrees of Freedom = 585.70				Maximum Modification Index is 19.34 for Element (2, 1) of THETA-EPS
Independence AIC = 593.70				Factor Scores Regressions
Model AIC = 35.97				ETA
Saturated AIC = 20.00				KP1 KP2 KP3 KP4
Independence CAIC = 610.89				-----
				KP1 0.34 0.64 0.22
				KP 0.11
				Time used: 0.016 Seconds

3) Kualitas Layanan

DA NI=4 NO=200 MA=CM
 LA
 KL1 KL2 KL3 KL4
 CM FI='E:\UII\PASCA SARJANA\THESIS
 FIX\LISRELKU\KL\KL.COV'

SE
 1 2 3 4 /
 MO NY=4 NE=1 LY=FU,FI TE=SY,FI
 PS=DI,FR
 LE
 KL
 FR LY 1 1 LY 2 1 LY 3 1 LY 4 1
 FR TE 1 1 TE 2 2 TE 3 3 TE 4 4
 PD
 OU MI FS

Input Variables 4
 Variables 4
 Variables 0
 ETA - Variables 1
 - Variables 0
 Observations 200

Covariance Matrix

	KL1	KL2	KL3	KL4
KL1	0.68			
KL2	1.04	2.07		
KL3	0.52	0.90		
KL4	0.45	0.84		

Parameter Specifications

LAMBDA-Y

	KL
KL1	0
KL2	1
KL3	2
KL4	3

PSI

KL

 4

THETA-EPS

KL1	KL2	KL3	KL4
5	6	7	8

Number of Iterations = 5

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

	KL
KL1	0.76
KL2	1.36 (0.06)
KL3	22.30 0.68 (0.05)
KL4	14.42 0.62 (0.04)

Covariance Matrix of ETA

	KL
KL	1.00

PSI

	KL
KL	1.00 (0.12) 8.39

THETA-EPS

KL1	KL2	KL3	KL4
0.10 (0.02)	0.23 (0.05)	0.33 (0.04)	0.25 (0.03)
5.75	4.50	9.09	9.03

Squared Multiple Correlations for Y - Variables

KL1	KL2	KL3	KL4
0.85	0.89	0.59	0.60

Statistics

Goodness of Fit

Freedom = 2

Degrees of

Minimum Fit Function Chi-Square = 11.95 (P = 0.0025)
 Normal Theory Weighted Least Squares Chi-Square = 11.40 (P = 0.0034)
 Estimated Non-centrality Parameter (NCP) = 9.40
 90 Percent Confidence Interval for NCP = (2.27 ; 23.98)

Minimum Fit Function Value = 0.060
 Population Discrepancy Function Value (F0) = 0.047
 90 Percent Confidence Interval for F0 = (0.011 ; 0.12)

Root Mean Square Error of Approximation (RMSEA) = 0.15
 90 Percent Confidence Interval for RMSEA = (0.076 ; 0.25)
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.017

Expected Cross-Validation Index (ECVI) = 0.14
 90 Percent Confidence Interval for ECVI = (0.10 ; 0.21)
 ECVI for Saturated Model = 0.10
 ECVI for Independence Model = 3.27

Chi-Square for Independence Model with 6 Degrees of Freedom = 643.67
 Independence AIC = 651.67
 Model AIC = 27.40
 Saturated AIC = 20.00
 Independence CAIC = 668.86
 Model CAIC = 61.78
 Saturated CAIC = 62.98

Normed Fit Index (NFI) = 0.98
 Non-Normed Fit Index (NNFI) = 0.95
 Parsimony Normed Fit Index (PNFI) = 0.33
 Comparative Fit Index (CFI) = 0.98
 Incremental Fit Index (IFI) = 0.98
 Relative Fit Index (RFI) = 0.94

Critical N (CN) = 154.33

Root Mean Square Residual (RMR) = 0.020
 Standardized RMR = 0.026
 Goodness of Fit Index (GFI) = 0.97
 Adjusted Goodness of Fit Index (AGFI) = 0.86
 Parsimony Goodness of Fit Index (PGFI) = 0.19

DA NI=4 NO=200 MA=CM

Modification Indices and Expected Change

No Non-Zero Modification Indices for LAMBDA-Y

No Non-Zero Modification Indices for PSI

Modification Indices for THETA-EPS

	KL1	KL2	
KL3	KL4		
KL1	--		
KL2	8.95	--	
KL3	0.09	6.75	-
KL4	6.75	0.09	
8.95	--		

Expected Change for THETA-EPS

KL1	KL2	KL3	KL4
KL1	--		
KL2	0.17	--	
KL3	0.01	-0.10	--
KL4	-0.05	0.01	0.07
--			

Maximum Modification Index is 8.95 for Element (2, 1) of THETA-EPS

DA NI=4 NO=200 MA=CM

Factor Scores Regressions

ETA

KL1	KL2	KL3	KL4
KL	0.42	0.34	0.12
0.14			

Time used: 0.016 Seconds

4) Nilai Konsumen

DA NI=4 NO=200 MA=CM
 LA
 N1 N2 N3 N4
 CM FI='E:\UI\PASCA SARJANA\THESIS
 FIX\LISRELKU\N\N.COV'
 SE
 1 2 3 4 /
 MO NY=4 NE=1 LY=FU,FI TE=SY,FI
 PS=DI,FR
 LE
 N
 FR LY 1 1 LY 2 1 LY 3 1 LY 4 1
 FR TE 1 1 TE 2 2 TE 3 3 TE 4 4
 PD
 OU MI FS

Input Variables 4

Variables 4

Number of

Number of Y -

Variables	0	Number of X -	N2	0.83 (0.04)
ETA - Variables	1	Number of	N3	20.03 0.75 (0.05)
- Variables	0	Number of KSI	N4	15.38 0.68 (0.09)
Observations	200	Number of		7.91

Covariance Matrix

	N3	N4	N1	N2
	-----	-----	-----	-----
				1.00
			2.32	0.73
			1.11	0.62
0.85			1.00	0.55
0.54		1.71	0.92	

Covariance Matrix of ETA

	N3	N4	N1	N2
	-----	-----	-----	-----
				1.00
			0.51	0.05
			1.25	(0.02)
			(0.07)	(0.03)
0.29			6.97	2.36
(0.13)			9.78	
8.61				
9.78				

Parameter Specifications

LAMBDA-Y

	N

N1	0
N2	1
N3	2
N4	3

PSI

	N

	4

THETA-EPS

	N3	N4	N1	N2
	-----	-----	-----	-----
			5	6
7		8		

Number of Iterations = 4

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

	N

N1	1.35

Degrees of Freedom = 2
Minimum Fit Function Chi-Square = 0.87 (P = 0.65)

Normal Theory Weighted Least Squares
Chi-Square = 0.86 (P = 0.65)
Estimated Non-centrality Parameter (NCP) = 0.0
90 Percent Confidence Interval for NCP = (0.0 ; 4.78)

Minimum Fit Function Value = 0.0044
Population Discrepancy Function Value (F0) = 0.0
90 Percent Confidence Interval for F0 = (0.0 ; 0.024)
Root Mean Square Error of Approximation (RMSEA) = 0.0

90 Percent Confidence Interval for RMSEA =
(0.0 ; 0.11)
P-Value for Test of Close Fit (RMSEA < 0.05) =
0.77

Expected Cross-Validation Index (ECVI) = 0.090
90 Percent Confidence Interval for ECVI =
(0.090 ; 0.11)
ECVI for Saturated Model = 0.10
ECVI for Independence Model = 2.56

Chi-Square for Independence Model with 6
Degrees of Freedom = 501.62
Independence AIC = 509.62
Model AIC = 16.86
Saturated AIC = 20.00
Independence CAIC = 526.81
Model CAIC = 51.25
Saturated CAIC = 62.98

Normed Fit Index (NFI) = 1.00
Non-Normed Fit Index (NNFI) = 1.01
Parsimony Normed Fit Index (PNFI) = 0.33
Comparative Fit Index (CFI) = 1.00
Incremental Fit Index (IFI) = 1.00
Relative Fit Index (RFI) = 0.99

Critical N (CN) = 2111.51

Root Mean Square Residual (RMR) = 0.011
Standardized RMR = 0.0091
Goodness of Fit Index (GFI) = 1.00
Adjusted Goodness of Fit Index (AGFI) = 0.99
Parsimony Goodness of Fit Index (PGFI) = 0.20

Modification Indices and Expected Change

No Non-Zero Modification Indices for
LAMBDA-Y

No Non-Zero Modification Indices for PSI

Modification Indices for THETA-EPS

N1	N2	N3	N4
N1	--		
N2	0.70	--	
N3	0.59	0.04	--
N4	0.04	0.59	0.70
--			

Expected Change for THETA-EPS

N1	N2	N3	N4
N1	--		
N2	0.08	--	

N3	-0.05	0.01	--
N4	0.01	-0.03	0.04
--			

Maximum Modification Index is 0.70 for
Element (4, 3) of THETA-EPS

Factor Scores Regressions

ETA

N1	N2	N3	N4
N	0.12	0.82	0.12
0.03			

Time used:

0.016 Seconds

5) Word Of Mouth

DA NI=4 NO=200 MA=CM
LA
WOM1 WOM2 WOM3 WOM4
CM FI='E:\UI\PASCA SARJANA\THESIS
FIX\LISRELKU\WOM\WOM.COV'
SE
1 2 3 4 /
MO NY=4 NE=1 LY=FU,FI TE=SY,FI
PS=DI,FR
LE
KL
FR LY 1 1 LY 2 1 LY 3 1 LY 4 1
FR TE 1 1 TE 2 2 TE 3 3 TE 4 4
PD
OU MI FS

Input Variables 4

Variables 4

Variables 0

ETA - Variables 1

- Variables 0

Observations 200

Covariance Matrix

	WOM1	WOM2
WOM3		
WOM4		
WOM1	1.05	
WOM2	1.08	1.25

Number of

Number of Y -

Number of X -

Number of

Number of KSI

Number of

0.91	WOM3	0.85	0.88	(0.10)
				9.61
0.41	WOM4	0.38	0.42	
	0.40			

THETA-EPS

Parameter Specifications

LAMBDA-Y

	KL	

WOM1	0	
WOM2	1	
WOM3	2	
WOM4	3	

WOM3	WOM1	WOM2
	WOM4	
-----	-----	-----
	0.03	0.11
0.21	0.25	(0.02)
	(0.01)	(0.02)
(0.03)		(0.02)
	2.30	5.89
9.04	9.84	

Squared Multiple Correlations for Y - Variables

PSI

	KL

4	

WOM1	WOM2	WOM3
WOM4		
-----	-----	-----
0.97	0.91	0.78
		0.38

THETA-EPS

WOM3	WOM1	WOM2
	WOM4	
-----	-----	-----
7	5	6
8		
Number of Iterations = 6		
LISREL Estimates (Maximum Likelihood)		

Goodness of Fit Statistics

Degrees of Freedom = 2
 Minimum Fit Function Chi-Square = 37.86 (P = 0.00)
 Normal Theory Weighted Least Squares Chi-Square = 33.89 (P = 0.00)
 Estimated Non-centrality Parameter (NCP) = 31.89
 90 Percent Confidence Interval for NCP = (16.60 ; 54.62)

LAMBDA-Y

	KL

WOM1	1.01
WOM2	1.07
	(0.03)
	35.85
WOM3	0.84
	(0.04)
	23.96
WOM4	0.39
	(0.04)
	10.82

Minimum Fit Function Value = 0.19
 Population Discrepancy Function Value (F0) = 0.16
 90 Percent Confidence Interval for F0 = (0.083 ; 0.27)
 Root Mean Square Error of Approximation (RMSEA) = 0.28
 90 Percent Confidence Interval for RMSEA = (0.20 ; 0.37)
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Covariance Matrix of ETA

	KL

1.00	
PSI	
	KL

1.00	

Expected Cross-Validation Index (ECVI) = 0.25
 90 Percent Confidence Interval for ECVI = (0.17 ; 0.36)
 ECVI for Saturated Model = 0.10
 ECVI for Independence Model = 3.54
 Chi-Square for Independence Model with 6 Degrees of Freedom = 696.66
 Independence AIC = 704.66
 Model AIC = 49.89
 Saturated AIC = 20.00
 Independence CAIC = 721.85
 Model CAIC = 84.28
 Saturated CAIC = 62.98

Normed Fit Index (NFI) = 0.95
 Non-Normed Fit Index (NNFI) = 0.84
 Parsimony Normed Fit Index (PNFI) = 0.32
 Comparative Fit Index (CFI) = 0.95
 Incremental Fit Index (IFI) = 0.95
 Relative Fit Index (RFI) = 0.84

 KL 0.67 0.20
 0.08 0.03
 Time used:
 0.000 Seconds

Critical N (CN) = 49.42

Root Mean Square Residual (RMR) = 0.027
 Standardized RMR = 0.045
 Goodness of Fit Index (GFI) = 0.92
 Adjusted Goodness of Fit Index (AGFI) = 0.61
 Parsimony Goodness of Fit Index (PGFI) = 0.18

6) Kunjungan Ulang

DA NI=4 NO=200 MA=CM
 LA
 KU1 KU2 KU3 KU4
 CM FI='E:\UI\PASCA SARJANA\THESIS
 FIX\LISREL\KU\KU.COV'
 SE
 1 2 3 4 /
 MO NY=4 NE=1 LY=FU,FI TE=SY,FI
 PS=DI,FR
 LE
 KU
 FR LY 1 1 LY 2 1 LY 3 1 LY 4 1
 FR TE 1 1 TE 2 2 TE 3 3 TE 4 4
 PD
 OU MI FS

Modification Indices and Expected Change

No Non-Zero Modification Indices for
 LAMBDA-Y

No Non-Zero Modification Indices for PSI

Modification Indices for THETA-EPS

	WOM1	WOM2
WOM3	WOM4	
-----	-----	-----
WOM1	--	
WOM2	31.08	--
WOM3	0.21	14.77
--		
WOM4	14.77	0.21
31.08	--	

Number of
 Number of Y -
 Number of X -
 Number of
 Number of KSI
 Number of
 Input Variables 4
 Variables 4
 Variables 0
 ETA - Variables 1
 - Variables 0
 Observations 200

Expected Change for THETA-EPS

	WOM1	WOM2
WOM3	WOM4	
-----	-----	-----
WOM1	--	
WOM2	0.31	--
WOM3	0.01	-0.11
--		
WOM4	-0.05	0.01
0.09	--	

Covariance Matrix

	KU1	KU2
KU3	KU4	
-----	-----	-----
KU1	6.07	
KU2	1.46	0.47
KU3	4.70	1.29
6.07		
KU4	1.48	0.50
1.83	1.27	

Maximum Modification Index is 31.08 for
 Element (4, 3) of THETA-EPS

MODIFIKASI DENGAN MENGHAPUS
 WOM1

Parameter Specifications

Factor Scores Regressions

LAMBDA-Y

	ETA	
		KU

	WOM1	
WOM3	WOM4	

	KU
KU1	0

KU2	1				6.11	4.68
KU3	2	8.35	9.45			
KU4	3					
Squared Multiple Correlations for Y - Variables						
PSI		KU		KU1		KU2

	4					
THETA-EPS						
KU3		KU1	KU2	KU3		KU4

	7			0.83	0.88	
	8			0.70	0.44	
Goodness of Fit Statistics						
Degrees of Freedom = 2						
Minimum Fit Function Chi-Square = 34.10 (P = 0.00)						
Normal Theory Weighted Least Squares Chi-Square = 29.10 (P = 0.00)						
Estimated Non-centrality Parameter (NCP) = 27.10						
90 Percent Confidence Interval for NCP = (13.22 ; 48.41)						
Minimum Fit Function Value = 0.17						
Population Discrepancy Function Value (F0) = 0.14						
90 Percent Confidence Interval for F0 = (0.066 ; 0.24)						
Root Mean Square Error of Approximation (RMSEA) = 0.26						
90 Percent Confidence Interval for RMSEA = (0.18 ; 0.35)						
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00						
Expected Cross-Validation Index (ECVI) = 0.23						
90 Percent Confidence Interval for ECVI = (0.16 ; 0.33)						
ECVI for Saturated Model = 0.10						
ECVI for Independence Model = 3.09						
Chi-Square for Independence Model with 6 Degrees of Freedom = 607.63						
Independence AIC = 615.63						
Model AIC = 45.10						
Saturated AIC = 20.00						
Independence CAIC = 632.82						
Model CAIC = 79.49						
Saturated CAIC = 62.98						
Normed Fit Index (NFI) = 0.94						
Non-Normed Fit Index (NNFI) = 0.84						
Parsimony Normed Fit Index (PNFI) = 0.31						
Comparative Fit Index (CFI) = 0.95						
Incremental Fit Index (IFI) = 0.95						
Relative Fit Index (RFI) = 0.83						
Critical N (CN) = 54.75						
LAMBDA-Y						
KU		KU1		KU2		KU3

KU1	2.25					
KU2	0.64					
	(0.03)					
KU3	21.15					
	(0.12)					
KU4	16.81					
	(0.07)					
	11.20					
Covariance Matrix of ETA						
KU		KU1		KU2		KU3

	1.00					
PSI						
KU		KU1		KU2		KU3

	1.00					
	(0.12)					
	8.23					
THETA-EPS						
KU3		KU1	KU2	KU3		KU4

	1.82			1.02	0.06	
	(0.07)			(0.17)	(0.01)	(0.22)

Root Mean Square Residual (RMR) = 0.11
 Standardized RMR = 0.041
 Goodness of Fit Index (GFI) = 0.93
 Adjusted Goodness of Fit Index (AGFI) = 0.66
 Parsimony Goodness of Fit Index (PGFI) = 0.19

Modification Indices and Expected Change

No Non-Zero Modification Indices for
 LAMBDA-Y

No Non-Zero Modification Indices for PSI

Modification Indices for THETA-EPS

	KU1	KU2
KU3	16.40	23.29
KU4	23.29	1.99

Expected Change for THETA-EPS

	KU1	KU2
KU3	0.35	-0.32
KU4	-0.40	0.03

Maximum Modification Index is 23.29 for
 Element (4, 1) of THETA-EPS

Factor Scores Regressions

ETA

	KU1	KU2
KU3	0.13	0.69
KU4	0.06	

Time used:

0.000 Seconds

LAMPIRAN G HASIL MODEL PENGUKURAN SETELAH MODIFIKASI

2) Kepuasan Konsumen

DA NI=4 NO=200 MA=CM
LA
KP1 KP2 KP3 KP4
CM FI='E:\UI\PASCA SARJANA\THESIS
FIX\LISRELKU\KP\KP.COV'
SE
2 3 4 /
MO NY=3 NE=1 LY=FU,FI TE=SY,FI
PS=DI,FR

LE
KP
FR LY 1 1 LY 2 1 LY 3 1
FR TE 1 1 TE 2 2 TE 3 3
PD
OU MI FS

DA NI=4 NO=200 MA=CM

Input Variables 4
Variables 3
Variables 0
ETA - Variables 1
- Variables 0
Observations 200

Covariance Matrix

KP4

0.73

Parameter Specifications

LAMBDA-Y

	KP
KP2	0
KP3	1
KP4	2

PSI

	KP
	3

THETA-EPS

	KP2	KP3
KP4	4	5

6

Number of Iterations = 0

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

	KP
KP2	0.76
KP3	0.63
	(0.05)
	13.42
KP4	0.66
	(0.05)
	12.17

Covariance Matrix of ETA

	KP
	1.00

PSI

	KP
	1.00
	(0.14)
	6.99

THETA-EPS

	KP2	KP3	KP4
KP2	0.79		
KP3	0.48	0.52	
KP4	0.50	0.42	0.73

0.29

7.84

Squared Multiple Correlations for Y - Variables

	KP2	KP3
KP4	0.72	0.78

0.60

Goodness of Fit Statistics

Degrees of Freedom = 0
 Minimum Fit Function Chi-Square = 0.0 (P = 1.00)
 Normal Theory Weighted Least Squares
 Chi-Square = 0.00 (P = 1.00)

The Model is Saturated, the Fit is Perfect !

Modification Indices and Expected Change 0.63

No Non-Zero Modification Indices for LAMBDA-Y

No Non-Zero Modification Indices for PSI

No Non-Zero Modification Indices for THETA-EPS

DA NI=4 NO=200 MA=CM

Factor Scores Regressions

ETA			
KL4	KL2	KL3	
0.26	0.40	0.64	

Time used: 0.000 Seconds

Covariance Matrix

	KL1	KL3
KL4	-----	-----
KL1	0.68	
KL3	0.52	0.79
KL4	0.45	0.47

Parameter Specifications

LAMBDA-Y

	KL

KL1	0
KL3	1
KL4	2

PSI

	KL

	3

THETA-EPS

	KL1	KL3
	-----	-----
	4	5

3) Kualitas Layanan

DA NI=4 NO=200 MA=CM
 LA
 KL1 KL2 KL3 KL4
 CM FI='E:\UI\PASCA SARJANA\THESIS
 FIX\LISRELKU\KL\KL.COV'
 SE
 1 3 4 /
 MO NY=3 NE=1 LY=FU,FI TE=SY,FI
 PS=DI,FR
 LE
 KL
 FR LY 1 1 LY 2 1 LY 3 1
 FR TE 1 1 TE 2 2 TE 3 3
 PD
 OU MI FS

Number of Iterations = 0

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

	KL

KL1	0.70
KL3	0.74
	(0.06)
	12.62
KL4	0.64
	(0.05)
	12.36

Input Variables 4

Variables 3

Variables 0

ETA - Variables 1

- Variables 0

Observations 200

Number of

Number of Y -

Number of X -

Number of

Number of KSI

Number of

Covariance Matrix of ETA

	KL

	1.00

PSI

	KL

	1.00
	(0.14)
	6.99

```

      THETA-EPS
      KL1      KL3
KL4
-----
      0.18      0.24
0.22
      (0.03)    (0.04)    (0.03)
      5.58      6.31
6.95
      Squared Multiple Correlations for Y -
Variables
      KL1      KL3
KL4
-----
      0.73      0.69
0.65
      Goodness of Fit Statistics
      Degrees of Freedom = 0
      Minimum Fit Function Chi-Square = 0.0 (P =
      1.00)
      Normal Theory Weighted Least Squares
      Chi-Square = 0.00 (P = 1.00)
      The Model is Saturated, the Fit is Perfect !
      Modification Indices and Expected Change
      No Non-Zero Modification Indices for
      LAMBDA-Y
      No Non-Zero Modification Indices for PSI
      No Non-Zero Modification Indices for
      THETA-EPS
      Factor Scores Regressions
      ETA      THETA-EPS
      KL1      KL3
KL4
-----
      0.49      0.39
0.37
      Time used:
0.000 Seconds
      MO NY=2 NE=1 LY=FU,FR TE=SY,FI
      PS=DI,FR
      LE
      N
      FR TE 1 1
      EQ TE 1 1 TE 2 2
      PD
      OU MI FS
      Input Variables 4
      Variables 2
      Variables 0
      ETA - Variables 1
      - Variables 0
      Observations 200
      Covariance Matrix
      N2      N3
      -----
      N2      0.73
      N3      0.62      0.85
      Parameter Specifications
      LAMBDA-Y
      N
      -----
      N2      0
      N3      1
      PSI
      N
      -----
      2
      Number of Iterations = 3
      LISREL Estimates (Maximum Likelihood)
      LAMBDA-Y
      N
      -----
      N2      0.75
      N3      0.83
      (0.05)
      18.06
  
```

4) Nilai Konsumen

```

DA NI=4 NO=200 MA=CM
LA
N1 N2 N3 N4
CM FI='E:\UI\PASCA SARJANA\THESIS
FIX\LISRELKU\N\N.COV'
SE
2 3 /
  
```

```

      LAMBDA-Y
      N
      -----
      N2      0.75
      N3      0.83
      (0.05)
      18.06
  
```

Covariance Matrix of ETA

	N
PSI	1.00
THETA-EPS	1.00 (0.13) 7.72

	N2	N3
Variables	0.17 (0.02) 9.97	0.17 (0.02) 9.97

Squared Multiple Correlations for Y -

	N2	N3
Statistics	0.77	0.80

Goodness of Fit

Degrees of Freedom = 0
 Minimum Fit Function Chi-Square = 0.00 (P = 1.00)
 Normal Theory Weighted Least Squares
 Chi-Square = 0.00 (P = 1.00)

The Model is Saturated, the Fit is Perfect !

Modification Indices and Expected Change

No Non-Zero Modification Indices for LAMBDA-Y

No Non-Zero Modification Indices for PSI

No Non-Zero Modification Indices for THETA-EPS

Factor Scores Regressions

	N2	N3
ETA	0.53	0.59

0.016 Seconds

Time used:

5) Word Of Mouth

DA NI=4 NO=200 MA=CM
 LA
 WOM1 WOM2 WOM3 WOM4
 CM FI='E:\UII\PASCA SARJANA\THESIS
 FIX\LISRELKU\WOM\WOM.COV'
 SE
 1 3 /
 MO NY=2 NE=1 LY=FU,FR TE=SY,FI
 PS=DI,FR
 LE
 WOM
 FR TE 1 1
 EQ TE 1 1 TE 2 2
 PD
 OU MI FS

Input Variables 4
 Variables 2
 Variables 0
 ETA - Variables 1
 - Variables 0
 Observations 200

Number of
 Number of Y -
 Number of X -
 Number of
 Number of KSI
 Number of

Covariance Matrix

	WOM1	WOM3
WOM1	1.05	
WOM3	0.85	0.91

Parameter Specifications

LAMBDA-Y

	WOM
WOM1	0
WOM3	1

PSI

	WOM
	2

THETA-EPS

	WOM1	WOM3
	3	3

Number of Iterations = 3

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

 WOM

 WOM1 0.96
 WOM3 0.89
 (0.04)
 24.64

Covariance Matrix of ETA

 WOM

 1.00
 PSI

 WOM

 1.00
 (0.11)
 8.74
 THETA-EPS

 WOM1 WOM3

 0.13 0.13
 (0.01) (0.01)
 9.97 9.97

Squared Multiple Correlations for Y -
 Variables

 WOM1 WOM3

 0.88 0.86

Goodness of Fit Statistics
 Degrees of Freedom = 0
 Minimum Fit Function Chi-Square = 0.00 (P = 1.00)
 Normal Theory Weighted Least Squares
 Chi-Square = 0.00 (P = 1.00)

The Model is Saturated, the Fit is Perfect !
 Modification Indices and Expected Change
 No Non-Zero Modification Indices for
 LAMBDA-Y
 No Non-Zero Modification Indices for PSI
 No Non-Zero Modification Indices for
 THETA-EPS
 Factor Scores Regressions
 ETA

WOM1 0.52
 WOM3 0.48
 Time used:
 0.000 Seconds

6) Kunjungan Ulang
 DA NI=4 NO=200 MA=CM
 LA
 KU1 KU2 KU3 KU4
 CM FI='E:\UII\PASCA SARJANA\THESIS
 FIX\LISRELKU\KU\KU.COV'
 SE
 2 4 /
 MO NY=2 NE=1 LY=FU,FR TE=SY,FI
 PS=DI,FR
 LE
 KU
 FR TE 1 1
 EQ TE 1 1 TE 2 2
 PD
 OU MI FS

Input Variables 4
 Variables 2
 Variables 0
 ETA - Variables 1
 - Variables 0
 Observations 200

Number of
 Number of Y -
 Number of X -
 Number of
 Number of KSI
 Number of

LAMBDA-Y

 KU

 KU2 0
 KU4 1
 PSI

 KU

 2
 THETA-EPS

 KU2 KU4

3 3

	KU2	KU4
	-----	-----
	0.50	0.82

Number of Iterations = 6

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

	KU

KU2	0.49
KU4	1.02
	(0.09)
	11.75

Goodness of Fit Statistics

Degrees of Freedom = 0
 Minimum Fit Function Chi-Square = 0.0 (P = 1.00)
 Normal Theory Weighted Least Squares
 Chi-Square = 0.00 (P = 1.00)

The Model is Saturated, the Fit is Perfect !

Covariance Matrix of ETA

	KU

	1.00
PSI	0.18
	(0.18)
	5.45

Modification Indices and Expected Change

No Non-Zero Modification Indices for LAMBDA-Y
 No Non-Zero Modification Indices for PSI
 No Non-Zero Modification Indices for THETA-EPS

THETA-EPS

	KU2	KU4
	-----	-----
	0.23	0.23
	(0.02)	(0.02)
	9.97	9.97

Factor Scores Regressions

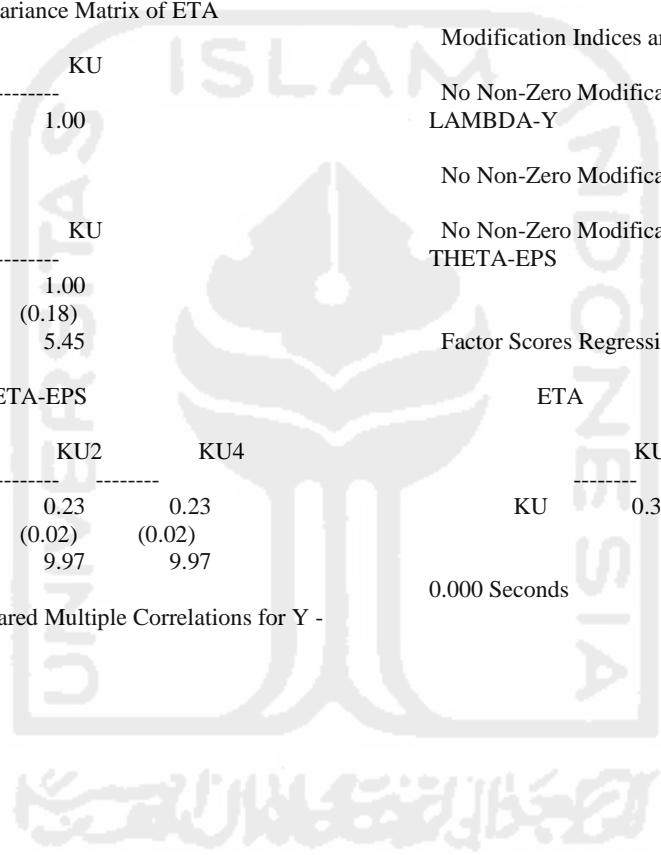
	ETA	
	-----	-----
	KU2	KU4
KU	0.32	0.67

0.000 Seconds

Time used:

Squared Multiple Correlations for Y -

Variables



LAMPIRAN H

MODEL PERSAMAAN STRUKTURAL AWAL LENGKAP

DA NI=18 NO=200 NG=1 MA=CM
 LA
 KU2 KU4 WOM1 WOM3 WOM4 N2 N3 N4 KL1 KL3 KL4 KP1 KP2 KP3 KP4 DP1 DP2 DP3
 CM FI='E:\UII\PASCA SARJANA\THESIS FIX\LISRELKU\AFULL\FULL.COV'
 SE
 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 /
 MO NX=3 NY=15 NK=1 NE=5 LY=FU,FI LX=FU,FI BE=FU,FI GA=FU,FI PS=DI,FR PH=SY,FR
 TE=SY,FI TD=SY,FI
 LE
 KU WOM N KL KP
 LK
 DP
 FR LY 1 1 LY 2 1 LY 3 2 LY 4 2 LY 5 2 LY 6 3 LY 7 3 LY 8 3 LY 9 4 LY 10 4 LY 11 4 LY 12 5 LY 13 5 LY
 14 5 LY 15 5
 FR TE 1 1 TE 2 2 TE 3 3 TE 4 4 TE 5 5 TE 6 6 TE 7 7 TE 8 8 TE 9 9 TE 10 10 TE 11 11 TE 12 12 TE 13 13
 TE 14 14 TE 15 15 TE 13 12
 FR LX 1 1 LX 2 1 LX 3 1
 FR TD 1 1 TD 2 2 TD 3 3
 FR GA 3 1 GA 4 1 GA 5 1
 FR BE 1 2 BE 1 3 BE 2 3 BE 1 4 BE 2 4 BE 1 5 BE 2 5
 PD
 OU MI

Analisa Structural Model

Number of Input Variables 18
 Number of Y - Variables 15
 Number of X - Variables 3
 Number of ETA - Variables 5
 Number of KSI - Variables 1
 Number of Observations 200

Analisa Structural Model

Squared Multiple Correlations for Y - Variables

-----	-----	-----	-----	-----	-----
KU2	KU4	WOM1	WOM3	WOM4	N2
0.79	0.48	0.71	1.03	0.43	0.82

Squared Multiple Correlations for Y - Variables

-----	-----	-----	-----	-----	-----
N3	N4	KL1	KL3	KL4	KP1
0.75	0.29	0.72	0.67	0.68	0.58

Squared Multiple Correlations for Y - Variables

-----	-----	-----
KP2	KP3	KP4
0.73	0.77	0.60

Squared Multiple Correlations for X - Variables

-----	-----	-----
DP1	DP2	DP3
0.65	0.93	0.88

Goodness of Fit Statistics

Degrees of Freedom = 124
 Minimum Fit Function Chi-Square = 415.63 (P = 0.0)
 Normal Theory Weighted Least Squares Chi-Square = 373.51 (P = 0.0)
 Estimated Non-centrality Parameter (NCP) = 249.51
 90 Percent Confidence Interval for NCP = (195.22 ; 311.43)

Minimum Fit Function Value = 2.09
 Population Discrepancy Function Value (F0) = 1.25
 90 Percent Confidence Interval for F0 = (0.98 ; 1.56)
 Root Mean Square Error of Approximation (RMSEA) = 0.10
 90 Percent Confidence Interval for RMSEA = (0.089 ; 0.11)
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

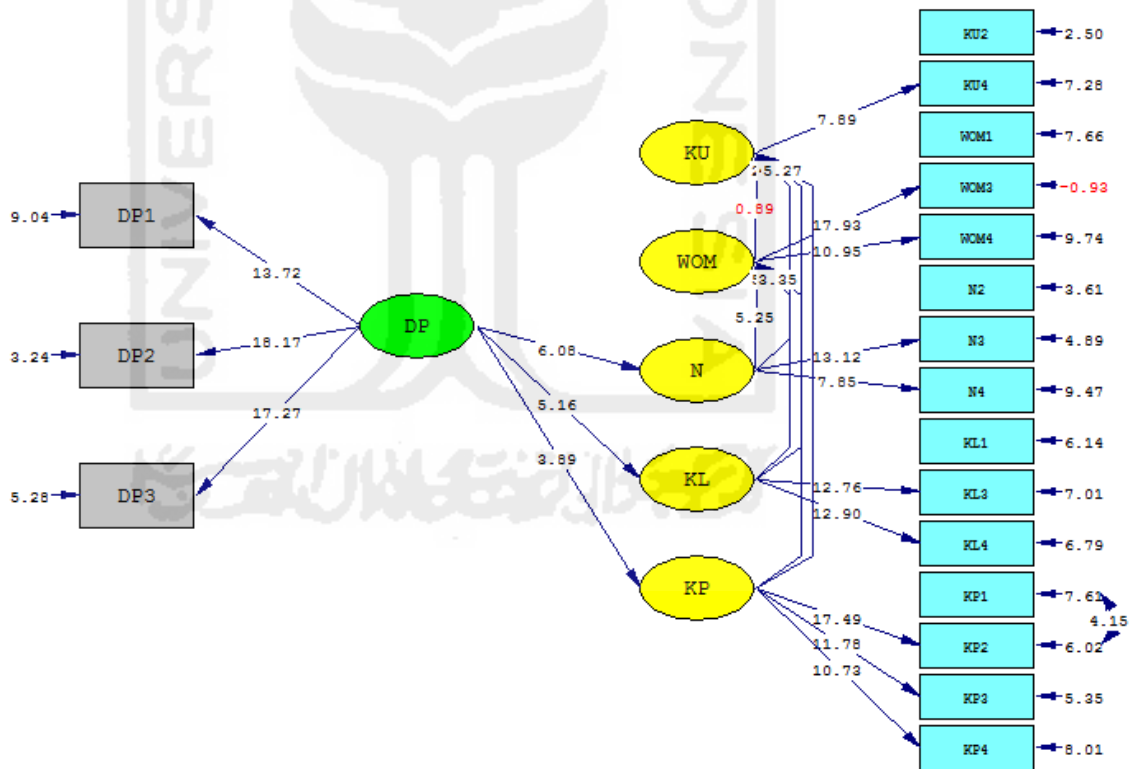
Expected Cross-Validation Index (ECVI) = 2.35
 90 Percent Confidence Interval for ECVI = (2.08 ; 2.66)
 ECVI for Saturated Model = 1.72
 ECVI for Independence Model = 22.91

Chi-Square for Independence Model with 153
 Degrees of Freedom = 4522.41
 Independence AIC = 4558.41
 Model AIC = 467.51
 Saturated AIC = 342.00
 Independence CAIC = 4635.78
 Model CAIC = 669.53
 Saturated CAIC = 1077.01

Normed Fit Index (NFI) = 0.91
 Non-Normed Fit Index (NNFI) = 0.92
 Parsimony Normed Fit Index (PNFI) = 0.74
 Comparative Fit Index (CFI) = 0.93
 Incremental Fit Index (IFI) = 0.93
 Relative Fit Index (RFI) = 0.89

Critical N (CN) = 79.31

Root Mean Square Residual (RMR) = 0.089
 Standardized RMR = 0.11
 Goodness of Fit Index (GFI) = 0.83
 Adjusted Goodness of Fit Index (AGFI) = 0.76
 Parsimony Goodness of Fit Index (PGFI) = 0.60



Chi-Square=373.51, df=124, P-value=0.00000, RMSEA=0.101

LAMPIRAN I

MODEL PERSAMAAN STRUKTURAL

DA NI=6 NO=200 MA=CM
 LA
 KU WOM NILAI KL KEPUASAN DISKONFIRMASI
 PM='AAA.PMM'
 AC='AAA.ACM'
 SE
 1 2 3 4 5 6 /
 MO NX=1 NY=5 NK=1 NE=5 LX=FU,Fi LY=FU,Fi GA=FU,Fi BE=FU.FI PH=SY,FR TD=SY,Fi
 PS=DI,FR TE=SY,Fi
 LK
 DP
 LE
 KU WOM N KL KP
 FR GA 3 1 GA 4 1 GA 5 1
 FR BE 1 2 BE 1 3 BE 2 3 BE 1 4 BE 2 4 BE 1 5 BE 2 5
 VA .840 LX 1 1
 VA .293 TD 1 1
 VA .824 LY 1 1
 VA .319 TE 1 1
 VA .938 LY 2 2
 VA .119 TE 2 2
 VA .902 LY 3 3
 VA .184 TE 3 3
 VA .891 LY 4 4
 VA .204 TE 4 4
 VA .880 LY 5 5
 VA .224 TE 5 5
 PD
 OU MI EF

Number of Input Variables 6
 Number of Y - Variables 5
 Number of X - Variables 1
 Number of ETA - Variables 5
 Number of KSI - Variables 1
 Number of Observations 200

Covariance Matrix

KU	WOM	NILAI	KL	KEPUASAN	DISKONFI		
KU	1.29						
WOM	0.33	0.93					
NILAI	0.33	0.43	0.98				
KL	0.82	0.64	0.56	2.64			
KEPUASAN		0.31	0.23	0.17	0.37	0.48	
DISKONFI		0.55	0.40	0.46	0.67	0.26	1.34

Parameter Specifications

BETA

	KU	WOM	N	KL	KP
KU	0	1	2	3	4
WOM	0	0	5	6	7
N	0	0	0	0	0
KL	0	0	0	0	0
KP	0	0	0	0	0

GAMMA

	DP

KU	0
WOM	0
N	8
KL	9
KP	10

PHI

DP

11

PSI

	KU	WOM	N	KL	KP
-----	-----	-----	-----	-----	-----
	12	13	14	15	16

Number of Iterations = 7

LISREL Estimates (Robust Maximum Likelihood)

LAMBDA-Y

	KU	WOM	N	KL	KP
-----	-----	-----	-----	-----	-----
KU	0.82	--	--	--	--
WOM	--	0.94	--	--	--
NILAI	--	--	0.90	--	--
KL	--	--	--	0.89	--
KEPUASAN	--	--	--	--	0.88

LAMBDA-X

DP	

DISKONFI	0.84

BETA

	KU	WOM	N	KL	KP
-----	-----	-----	-----	-----	-----
KU	--	-0.12 (0.21)	0.14 (0.14)	0.24 (0.09)	1.13 (0.37)
WOM	--	--	1.00 (0.12)	2.69 (0.06)	3.05 (0.23)
N	--	--	--	2.14 (0.23)	2.09
KL	--	--	--	--	--
KP	--	--	--	--	--

GAMMA

DP	

KU	--
WOM	--
N	0.44 (0.09)

KL 4.99
 0.68
 (0.16)
 4.28
 KP 0.28
 (0.05)
 5.11

Covariance Matrix of ETA and KSI

	KU	WOM	N	KL	KP	DP
KU	1.39					
WOM	0.39	0.90				
N	0.38	0.48	0.97			
KL	1.02	0.66	0.44	3.06		
KP	0.41	0.25	0.18	0.28	0.31	
DP	0.72	0.54	0.64	1.00	0.40	1.46

PHI

DP

 1.46
 (0.13)
 11.11

PSI

Note: This matrix is diagonal.

	KU	WOM	N	KL	KP
KU	0.67 (0.23) 2.99				
WOM	0.53 (0.12) 4.52	0.69 (0.14) 5.07			
N	2.38 (0.38) 6.19	0.20 (0.05) 3.67			
KL					
KP					

Squared Multiple Correlations for Structural Equations

	KU	WOM	N	KL	KP
KU	0.51				
WOM	0.41	0.29			
N	0.22	0.22			
KL	0.36				
KP					

Squared Multiple Correlations for Reduced Form

	KU	WOM	N	KL	KP
KU	0.25				
WOM	0.22	0.29			
N	0.22	0.22			
KL	0.36				
KP					

Reduced Form

DP

 KU 0.49
 (0.09)
 5.58
 WOM 0.37
 (0.06)
 5.70
 N 0.44
 (0.09)
 4.99
 KL 0.68
 (0.16)
 4.28

KP 0.28
 (0.05)
 5.11

THETA-EPS

KU	WOM	NILAI	KL	KEPUASAN
0.32	0.12	0.18	0.20	0.22

Squared Multiple Correlations for Y - Variables

KU	WOM	NILAI	KL	KEPUASAN
0.75	0.87	0.81	0.92	0.52

THETA-DELTA

DISKONFI

 0.29

Squared Multiple Correlations for X - Variables

DISKONFI

 0.78

Goodness of Fit Statistics

Degrees of Freedom = 5

Minimum Fit Function Chi-Square = 18.24 (P = 0.0027)

Normal Theory Weighted Least Squares Chi-Square = 20.56 (P = 0.00098)

Satorra-Bentler Scaled Chi-Square = 8.65 (P = 0.12)

Chi-Square Corrected for Non-Normality = 7.36 (P = 0.20)

Estimated Non-centrality Parameter (NCP) = 3.65

90 Percent Confidence Interval for NCP = (0.0 ; 15.97)

Minimum Fit Function Value = 0.092

Population Discrepancy Function Value (F0) = 0.018

90 Percent Confidence Interval for F0 = (0.0 ; 0.080)

Root Mean Square Error of Approximation (RMSEA) = 0.061

90 Percent Confidence Interval for RMSEA = (0.0 ; 0.13)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.33

Expected Cross-Validation Index (ECVI) = 0.20

90 Percent Confidence Interval for ECVI = (0.19 ; 0.27)

ECVI for Saturated Model = 0.21

ECVI for Independence Model = 2.07

Chi-Square for Independence Model with 15 Degrees of Freedom = 399.59

Independence AIC = 411.59

Model AIC = 40.65

Saturated AIC = 42.00

Independence CAIC = 437.38

Model CAIC = 109.43

Saturated CAIC = 132.26

Normed Fit Index (NFI) = 0.98

Non-Normed Fit Index (NNFI) = 0.97

Parsimony Normed Fit Index (PNFI) = 0.33

Comparative Fit Index (CFI) = 0.99

Incremental Fit Index (IFI) = 0.99

Relative Fit Index (RFI) = 0.94
 Critical N (CN) = 347.97
 Root Mean Square Residual (RMR) = 0.068
 Standardized RMR = 0.052
 Goodness of Fit Index (GFI) = 0.97
 Adjusted Goodness of Fit Index (AGFI) = 0.86
 Parsimony Goodness of Fit Index (PGFI) = 0.23

Modification Indices and Expected Change

Modification Indices for LAMBDA-Y

	KU	WOM	N	KL	KP
KU	--	--	--	--	--
WOM	--	--	--	--	--
NILAI	--	--	18.07	--	--
KL	--	--	--	--	--
KEPUASAN	--	18.30	0.68	10.69	--

Expected Change for LAMBDA-Y

	KU	WOM	N	KL	KP
KU	--	--	--	--	--
WOM	--	--	--	--	--
NILAI	--	--	0.33	--	--
KL	--	--	--	--	--
KEPUASAN	--	1.16	0.06	0.13	--

No Non-Zero Modification Indices for LAMBDA-X

Modification Indices for BETA

	KU	WOM	N	KL	KP
KU	--	--	--	--	--
WOM	--	--	--	--	--
N	--	--	10.16	--	--
KL	--	--	45.94	--	--
KP	0.19	--	1.18	9.25	--

Expected Change for BETA

	KU	WOM	N	KL	KP
KU	--	--	--	--	--
WOM	--	--	--	--	--
N	--	--	0.21	--	--
KL	--	--	3.20	--	--
KP	0.03	--	0.12	0.13	--

Modification Indices for GAMMA

	DP
KU	4.53
WOM	0.16
N	--
KL	--
KP	--

Expected Change for GAMMA

	DP
KU	0.39
WOM	-0.08
N	--
KL	--
KP	--

No Non-Zero Modification Indices for PHI

Modification Indices for PSI

	KU	WOM	N	KL	KP
KU	--				
WOM	--	--			
N	--	--	--		
KL	--		6.91	--	
KP	--		0.73	11.32	--

Expected Change for PSI

	KU	WOM	N	KL	KP
KU	--				
WOM	--	--			
N	--	--	--		
KL	--		0.33	--	
KP	--		0.05	0.37	--

Modification Indices for THETA-EPS

	KU	WOM	NILAI	KL	KEPUASAN
KU	--				
WOM	--	--			
NILAI	--	--	--		
KL	--		9.22	--	
KEPUASAN	--		1.55	14.11	--

Expected Change for THETA-EPS

	KU	WOM	NILAI	KL	KEPUASAN
KU	--				
WOM	--	--			
NILAI	--	--	--		
KL	--		0.33	--	
KEPUASAN	--		0.05	0.30	--

Modification Indices for THETA-DELTA-EPS

	KU	WOM	NILAI	KL	KEPUASAN
DISKONFI	5.90	0.01	--	--	16.17

Expected Change for THETA-DELTA-EPS

	KU	WOM	NILAI	KL	KEPUASAN
DISKONFI	0.23	-0.01	--	--	-0.26

Maximum Modification Index is 45.94 for Element (4, 3) of BETA

Total and Indirect Effects

Total Effects of KSI on ETA

	DP
KU	0.49 (0.09) 5.58
WOM	0.37 (0.06) 5.70
N	0.44 (0.09) 4.99
KL	0.68 (0.16) 4.28
KP	0.28 (0.05) 5.11

Indirect Effects of KSI on ETA

	DP
KU	0.49 (0.09) 5.58
WOM	0.37 (0.06) 5.70
N	--
KL	--
KP	--

Total Effects of ETA on ETA

	KU	WOM	N	KL	KP
KU	--	-0.12 (0.21)	0.10 (0.14)	0.22 (0.08)	1.07 (0.33)
WOM	--	--	0.35 (0.12)	0.12 (0.06)	0.49 (0.23)
N	--	--	--	2.95 2.14	2.09
KL	--	--	--	--	--
KP	--	--	--	--	--

Largest Eigenvalue of B*B' (Stability Index) is 1.677

Indirect Effects of ETA on ETA

	KU	WOM	N	KL	KP
KU	--	--	-0.04 (0.07)	-0.01 (0.03)	-0.06 (0.11)
WOM	--	--	-0.60	-0.59	-0.55
N	--	--	--	--	--
KL	--	--	--	--	--
KP	--	--	--	--	--

Total Effects of ETA on Y

	KU	WOM	N	KL	KP
KU	0.82 (0.17)	-0.10 (0.12)	0.08 (0.12)	0.18 (0.07)	0.88 (0.27)
WOM	--	0.94	0.32 (0.11)	0.11 (0.05)	0.46 (0.22)
NILAI	--	--	2.95	2.14	2.09
KL	--	--	0.90	--	--
KEPUASAN	--	--	--	0.89	--
				--	0.88

Indirect Effects of ETA on Y

	KU	WOM	N	KL	KP
KU	--	-0.10 (0.17)	0.08 (0.12)	0.18 (0.07)	0.88 (0.27)
WOM	--	--	0.32 (0.11)	0.11 (0.05)	0.46 (0.22)
NILAI	--	--	2.95	2.14	2.09
KL	--	--	--	--	--
KEPUASAN	--	--	--	--	--

Total Effects of KSI on Y

	DP
KU	0.40 (0.07) 5.58
WOM	0.35 (0.06) 5.70
NILAI	0.40 (0.08) 4.99
KL	0.61 (0.14) 4.28
KEPUASAN	0.24 (0.05) 5.11

Time used: 0.016 Seconds