

Lampiran 1

Kuesioner

Responden yang terhormat,

Perkenalkanlah saya, mahasiswa Jurusan Manajemen Fakultas Bisnis Universitas Katolik Widya Mandala Surabaya, mohon bantuan Anda untuk meluangkan waktu mengisi/menjawab daftar pernyataan di bawah ini dengan jujur dan sesuai dengan keinginan Anda. Data yang saya peroleh akan digunakan untuk menyusun tugas akhir yang berjudul pengaruh *Customer Value* terhadap *Customer Loyalty* melalui *Custome Satisfaction* pada sepeda motor merek Honda di Surabaya. Atas waktu yang Anda luangkan, kami ucapkan banyak terima kasih.

Hormat saya,

Jitu Prahana

KARAKTERISTIK RESPONDEN

- a) Domisili Saat ini :
 - 1. Surabaya
 - 2. Luar Surabaya

- b) Jenis Kelamin:
 - 1. Laki-laki
 - 2. Perempuan

- c) Usia:
 - 1. Usia 23-33 tahun
 - 2. Usia 34-44 tahun
 - 3. Usia 45-55 tahun

Lampiran 1 (Lanjutan)

d) Pendidikan Terakhir:

- | | | |
|--------|------------------|------------------|
| 1. SD | 3. SMA | 5. Strata 2 (S2) |
| 2. SMP | 4. Strata 1 (S1) | 6. Strata 3 (S3) |

e) Pekerjaan:

- | | |
|--------------|------------------------|
| 1. Mahasiswa | 3. Wirausaha |
| 2. Pegawai | 4. Lain-lain |

f) Pendapatan setiap bulan:

1. kurang dari Rp. 2juta
2. Rp. 2juta - kurang dari Rp. 5juta
3. Rp. 5juta – kurang dari Rp. 6juta
4. Rp. 6juta ke atas

g) Apakah anda pernah membeli sepeda motor merek Honda ?

1. Pernah
2. Tidak pernah

h) Apakah anda menggunakan sepeda motor merek Honda dalam 3 tahun terakhir ini?

1. Iya
2. Tidak

i) Tipe sepeda motor merek Honda yang terakhir anda gunakan?

1. Matic
2. Manual
3. Kopling

Lampiran 1 (Lanjutan)

PERNYATAAN YANG BERKAITAN DENGAN VARIABEL PENELITIAN.

Berilah tanda (X) tentang pendapat anda mengenai sepeda motor Honda berikut ini:

Keterangan:

STS = Sangat tidak setuju

S = Setuju

TS = Tidak Setuju

SS = Sangat Setuju

N = Netral

No.	Pernyataan	STS	TS	N	S	SS
<i>Customer Value (CV)</i>						
1.	Saya merasa nyaman atas produk dan pelayanan yang diberikan sepeda motor merek Honda.					
2.	Sepeda motor merek Honda memberikan harga yang sesuai dengan kualitas produk.					
3.	Saya merasa harga yang diberikan sepeda motor merek Honda sesuai dengan pelayanan yang diberikan.					
4.	Saya merasa bangga ketika menggunakan sepeda motor merek Honda					

No.	Pernyataan	STS	TS	N	S	SS
<i>Customer Satisfaction (CS)</i>						
1.	Fitur produk yang diberikan sepeda motor merek Honda sesuai dengan harapan saya.					

Lampiran 1 (Lanjutan)

2.	Kualitas produk yang diberikan sepeda motor merek Honda sesuai dengan harapan saya.					
3.	Kualitas pelayanan yang diberikan sepeda motor merek Honda sesuai dengan harapan saya.					

No.	Pernyataan	STS	TS	N	S	SS
<i>Customer Loyalty (CL)</i>						
1.	Saya akan membeli dan menggunakan sepeda motor merek Honda secara terus menerus.					
2.	Saya akan menggunakan semua layanan yang ditawarkan oleh sepeda motor merek Honda.					
3.	Saya akan mereferensikan sepeda motor merek Honda kepada orang lain.					

Lampiran 2

Karakteristik Responden									
No.	Domisili	J.Kelamin	Usia	P.Terakhir	Pekerjaan	Pendapatan	Membeli	Menggunakan	Tipe
1	1	1	1	3	2	2	1	1	2
2	1	1	1	3	2	2	1	1	2
3	1	1	1	3	2	2	1	1	2
4	1	1	1	3	2	3	1	1	2
5	1	1	1	4	3	2	1	1	2
6	1	2	1	3	2	3	1	1	2
7	1	2	1	3	2	3	1	1	1
8	1	2	1	3	3	2	1	1	2
9	1	1	1	4	2	2	1	1	1
10	1	2	2	3	3	1	1	1	1
11	1	2	1	4	2	2	1	1	2
12	1	2	1	3	3	2	1	1	2
13	1	1	1	4	2	3	1	1	2
14	1	2	1	3	3	2	1	1	2
15	1	2	1	3	3	2	1	1	1
16	1	1	2	3	3	3	1	1	1
17	1	1	2	3	3	2	1	1	1
18	1	1	2	3	3	3	1	1	1
19	1	1	2	4	3	2	1	1	1
20	1	2	1	4	3	3	1	1	1
21	1	2	1	4	2	2	1	1	2

Lampiran 2 (Lanjutan)

No.	Domisili	J.Kelamin	Usia	P.Terakhir	Pekerjaan	Pendapatan	Membeli	Menggunakan	Tipe
22	1	2	1	3	2	3	1	1	1
23	1	1	2	5	2	2	1	1	2
24	1	1	1	4	2	1	1	1	1
25	1	1	1	3	2	2	1	1	2
26	1	2	1	3	3	2	1	1	1
27	1	1	2	3	2	3	1	1	2
28	1	1	1	3	3	2	1	1	1
29	1	1	1	4	2	2	1	1	2
30	1	1	1	4	3	3	1	1	1
31	1	1	2	2	2	2	1	1	2
32	1	2	1	2	2	2	1	1	1
33	1	1	2	2	2	1	1	1	2
34	1	1	1	3	3	2	1	1	1
35	1	1	3	4	3	2	1	1	2
36	1	1	1	3	3	3	1	1	2
37	1	1	1	4	2	2	1	1	3
38	1	2	2	3	3	2	1	1	2
39	1	1	1	2	2	1	1	1	3
40	1	2	1	2	3	2	1	1	3
41	1	2	1	2	4	2	1	1	3
42	1	1	2	2	4	2	1	1	3
43	1	1	1	2	4	2	1	1	2
44	1	1	2	3	2	3	1	1	2
45	1	2	3	3	2	2	1	1	2

Lampiran 2 (Lanjutan)

No.	Domisili	J.Kelamin	Usia	P.Terakhir	Pekerjaan	Pendapatan	Membeli	Menggunakan	Tipe
46	1	1	1	1	3	2	1	1	2
47	1	2	1	1	3	2	1	1	1
48	1	1	2	3	4	3	1	1	1
49	1	1	1	3	3	2	1	1	1
50	1	2	2	4	4	2	1	1	1
51	1	2	1	3	3	3	1	1	2
52	1	2	2	3	3	2	1	1	2
53	1	1	1	3	3	2	1	1	2
54	1	2	2	4	1	3	1	1	1
55	1	2	2	3	3	1	1	1	2
56	1	1	1	2	3	2	1	1	1
57	1	1	1	1	1	1	1	1	2
58	1	1	1	2	3	2	1	1	3
59	1	1	3	3	3	3	1	1	2
60	1	2	1	3	2	3	1	1	2
61	1	1	1	3	3	3	1	1	2
62	1	2	1	4	3	2	1	1	1
63	1	1	2	3	4	2	1	1	1
64	1	1	1	3	4	3	1	1	1
65	1	2	2	2	3	2	1	1	1
66	1	1	1	3	3	2	1	1	2
67	1	1	2	3	3	2	1	1	1
68	1	1	3	3	3	3	1	1	2
69	1	1	3	3	4	2	1	1	1

Lampiran 2 (Lanjutan)

No.	Domisili	J.Kelamin	Usia	P.Terakhir	Pekerjaan	Pendapatan	Membeli	Menggunakan	Tipe
70	1	2	1	4	3	2	1	1	2
71	1	2	1	4	4	3	1	1	1
72	1	2	1	4	3	2	1	1	2
73	1	1	1	4	4	2	1	1	3
74	1	1	2	4	3	2	1	1	2
75	1	1	2	4	3	3	1	1	2
76	1	2	2	3	3	2	1	1	2
77	1	1	1	4	4	2	1	1	1
78	1	2	1	5	3	2	1	1	2
79	1	1	1	3	4	3	1	1	2
80	1	2	1	2	3	2	1	1	2
81	1	1	1	3	4	1	1	1	2
82	1	2	2	3	4	2	1	1	1
83	1	1	1	3	4	2	1	1	2
84	1	2	2	3	4	3	1	1	1
85	1	2	2	4	3	2	1	1	2
86	1	1	1	3	3	2	1	1	2
87	1	1	1	4	2	2	1	1	2
88	1	2	1	3	3	2	1	1	1
89	1	2	1	2	3	3	1	1	1
90	1	2	2	2	3	2	1	1	3
91	1	1	1	3	3	2	1	1	2
92	1	1	1	3	4	2	1	1	2
93	1	1	1	4	3	2	1	1	2

Lampiran 2 (Lanjutan)

No.	Domisili	J.Kelamin	Usia	P.Terakhir	Pekerjaan	Pendapatan	Membeli	Menggunakan	Tipe
94	1	1	1	4	3	3	1	1	2
95	1	2	3	3	3	3	1	1	1
96	1	2	1	4	3	3	1	1	1
97	1	2	1	3	2	3	1	1	2
98	1	2	1	3	2	2	1	1	2
99	1	2	1	3	2	2	1	1	2
100	1	1	2	4	3	2	1	1	2

Lampiran 2 (Lanjutan)

No	Hasil Kuesioner									
	Value				Satisfaction			Loyalitas		
	CV1	CV2	CV3	CV4	CS1	CS2	CS3	CL1	CL2	CL3
1	4	4	4	5	4	5	5	5	4	4
2	4	4	3	4	4	5	4	4	3	4
3	5	5	5	5	4	4	5	5	5	5
4	5	4	5	4	4	4	5	5	5	5
5	2	3	3	3	2	2	2	2	3	2
6	4	4	4	4	5	5	4	4	4	4
7	3	3	3	3	3	2	2	2	3	3
8	4	4	4	4	4	4	4	4	4	4
9	5	5	4	5	4	4	5	5	5	5
10	3	3	3	4	4	4	3	4	3	4
11	5	5	5	5	4	4	4	5	5	5
12	3	3	3	2	2	2	2	2	2	2
13	4	4	4	4	4	5	4	4	4	4
14	5	5	5	5	5	4	4	4	4	4
15	2	2	2	2	3	3	3	3	2	2
16	4	4	4	4	4	4	5	5	5	5
17	5	4	4	5	4	4	4	4	5	5
18	5	5	5	5	5	5	5	5	4	5
19	5	5	5	5	5	5	5	5	5	5
20	4	4	4	4	4	5	5	4	4	4
21	3	3	4	3	3	4	3	4	3	4
22	4	4	5	5	4	5	4	5	4	5

Lampiran 2 (Lanjutan)

23	3	3	4	3	3	4	3	3	4	4
24	4	5	5	5	5	5	5	5	4	4
25	4	4	3	3	4	3	4	5	4	5
26	5	5	5	5	4	4	4	4	4	4
27	3	3	3	4	3	3	4	3	4	3
28	5	5	5	5	5	5	4	4	5	5
29	4	5	4	5	4	4	5	4	5	4
30	2	3	2	3	2	3	3	2	2	2
31	4	4	4	4	5	5	5	5	5	4
32	4	3	4	3	4	3	3	3	4	4
33	3	5	3	5	5	4	4	3	3	3
34	2	2	3	3	2	2	3	1	2	2
35	3	3	3	4	4	4	4	4	4	4
36	4	4	5	5	5	5	5	5	4	4
37	4	5	4	5	4	5	4	5	4	5
38	5	5	5	5	5	4	4	4	4	4
39	3	3	4	4	3	3	4	4	4	3
40	4	4	4	4	5	5	5	5	4	4
41	5	5	5	5	5	5	5	4	4	4
42	3	3	3	3	4	4	4	4	5	5
43	5	5	5	5	5	5	5	5	4	5
44	5	5	5	5	5	4	4	4	5	5
45	3	4	4	4	5	5	4	5	5	4
46	2	2	3	3	3	4	4	5	5	5
47	4	4	4	4	5	5	5	4	4	4

Lampiran 2 (Lanjutan)

73	3	4	3	4	3	3	3	4	3	3
74	5	5	5	5	4	4	4	5	3	3
75	3	3	3	3	3	4	4	4	3	3
76	5	5	5	5	5	5	4	4	4	4
77	4	4	4	4	4	4	4	4	3	3
78	4	4	4	4	4	4	5	5	5	5
79	5	5	5	5	5	5	4	4	4	4
80	5	5	4	4	4	4	4	4	4	4
81	3	3	4	4	3	4	3	4	4	4
82	4	4	4	5	5	5	5	5	5	5
83	5	5	5	5	4	4	4	4	4	4
84	4	4	4	4	5	5	5	5	4	5
85	4	4	4	4	4	3	4	3	3	3
86	5	5	5	5	4	4	4	4	4	4
87	5	5	5	4	4	4	4	3	3	3
88	4	4	4	4	4	4	3	3	3	3
89	4	4	4	4	4	4	4	4	4	4
90	5	5	5	5	4	4	4	4	4	4
91	5	5	5	4	4	4	5	4	4	5
92	5	5	5	5	5	5	5	4	4	4
93	4	4	4	4	3	3	3	3	2	2
94	4	4	3	3	3	4	4	4	3	3
95	4	4	4	5	5	5	4	3	4	4
96	4	4	5	4	4	4	4	5	4	4
97	4	4	3	3	3	4	4	4	4	5

Lampiran 2 (Lanjutan)

98	5	5	5	4	5	5	4	5	4	4
99	4	4	5	5	5	5	4	4	5	4
100	4	4	4	5	4	5	4	5	4	5

Lampiran 3

Statistik Deskriptif

Frequencies

Domisili

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SURABAYA	100	100,0	100,0	100,0

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	57	57,0	57,0	57,0
Perempuan	43	43,0	43,0	100,0
Total	100	100,0	100,0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 23-33	66	66,0	66,0	66,0
34-44	28	28,0	28,0	94,0
35-55	6	6,0	6,0	100,0
Total	100	100,0	100,0	

Pendidikan Terakhir

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SD	3	3,0	3,0	3,0
SMP	14	14,0	14,0	17,0
SMA	53	53,0	53,0	70,0
Strata 1 (S1)	28	28,0	28,0	98,0
Strata 2 (S2)	2	2,0	2,0	100,0
Total	100	100,0	100,0	

Lampiran 3 (Lanjutan)

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Mahasiswa	2	2,0	2,0	2,0
Pegawai	28	28,0	28,0	30,0
Wirusaha	53	53,0	53,0	83,0
Lain-lain	17	17,0	17,0	100,0
Total	100	100,0	100,0	

Pendapatan Setiap Bulan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <2Jt	7	7,0	7,0	7,0
2-<5Jt	64	64,0	64,0	71,0
5-<6Jt	29	29,0	29,0	100,0
Total	100	100,0	100,0	

Membeli Produk

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pernah	100	100,0	100,0	100,0

Menggunakan Produk

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Iya	100	100,0	100,0	100,0

Lampiran 3 (Lanjutan)

Tipe Sepeda Motor

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Matic	36	36,0	36,0	36,0
	Manual	56	56,0	56,0	92,0
	Kopling	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

Statistics

		CV1	CV2	CV3	CV4	CV
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
	Mean	4,08	4,13	4,12	4,20	4,1325
	Std. Error of Mean	,086	,082	,082	,084	,07617

Statistics

		CS1	CS2	CS3	CS
N	Valid	100	100	100	100
	Missing	0	0	0	0
	Mean	4,0400	4,1400	4,0900	4,0900
	Std. Error of Mean	,08636	,08530	,07797	,07549

Statistics

		CL1	CL2	CL3	CL
N	Valid	100	100	100	100
	Missing	0	0	0	0
	Mean	4,0700	3,9700	4,0200	4,0200
	Std. Error of Mean	,08905	,08097	,08643	,07811

Lampiran 4

Uji Normalitas

Total Sample Size = 100

Univariate Summary Statistics for Continuous Variables

Variable	Mean	St. Dev.	T-Value	Skewness	Kurtosis	Minimum Freq.	Maximum Freq.
CV1	4.080	0.861	47.397	-0.363	-0.655	2.218	6
CV2	4.130	0.825	50.087	-0.399	-0.624	2.187	4
CV3	4.120	0.820	50.247	-0.388	-0.663	2.088	3
CV4	4.200	0.841	49.948	-0.509	-0.529	1.728	1
CS1	4.040	0.864	46.779	-0.356	-0.406	1.547	1
CS2	4.140	0.853	48.532	-0.433	-0.402	1.647	1
CS3	4.090	0.780	52.454	-0.297	-0.079	1.794	1
CL1	4.070	0.891	45.704	-0.371	-0.350	1.717	2
CL2	3.970	0.810	49.029	-0.229	-0.354	2.222	6
CL3	4.020	0.864	46.510	-0.318	-0.233	1.511	1

Test of Univariate Normality for Continuous Variables

Variable	Skewness		Kurtosis		Skewness and Kurtosis	
	Z-Score	P-Value	Z-Score	P-Value	Chi-Square	P-Value
CV1	-1.515	0.130	-1.824	0.068	5.623	0.060
CV2	-1.659	0.097	-1.694	0.090	5.620	0.060
CV3	-1.614	0.106	-1.857	0.063	6.056	0.048
CV4	-2.079	0.038	-1.318	0.187	6.058	0.048
CS1	-1.488	0.137	-0.892	0.373	3.010	0.222
CS2	-1.792	0.073	-0.880	0.379	3.984	0.136
CS3	-1.248	0.212	0.006	0.995	1.559	0.459
CL1	-1.548	0.122	-0.718	0.473	2.912	0.233
CL2	-0.970	0.332	-0.731	0.465	1.474	0.478
CL3	-1.336	0.182	-0.382	0.702	1.931	0.381

Relative Multivariate Kurtosis = 1.090

Test of Multivariate Normality for Continuous Variables

Value	Skewness		Kurtosis			Skewness and Kurtosis	
	Z-Score	P-Value	Value	Z-Score	P-Value	Chi-Square	P-Value
17.630	3.218	0.001	130.827	3.354	0.001	21.604	0.000

Lampiran 5

PENGARUH CUSTOMER VALUE TERHADAP CUSTOMER
LOYALTY MELALUI CUSTOMER SATISFACTION PADA SEPEDA
MOTOR MEREK HONDA DI SURABAYA
OBSERVED VARIABEL CV1 CV2 CV3 CV4 CS1 CS2 CS3 CL1 CL2
CL3
COVARIANCE MATRIX FROM FILE G:\DATA.COV
SAMPLE SIZE 100
LATENT VARIABLES VALUE SATISFACTION LOYALTY
RELATIONSHIPS:
CV1 = 1*VALUE
CV2-CV4 = VALUE
CS1 = 1*SATISFACTION
CS2-CS3 = SATISFACTION
CL1 = 1*LOYALTY
CL2-CL3 = LOYALTY
LOYALTY = VALUE SATISFACTION
SATISFACTION = VALUE
OPTIONS:SS SC EF RS
PATH DIAGRAM
END OF PROGRAM

Sample Size = 100

PENGARUH CUSTOMER VALUE TERHADAP CUSTOMER
LOYALTY MELALUI CUSTOMER SATISFACTION
Covariance Matrix

	CS1	CS2	CS3	CL1	CL2	CL3
CS1	0.75					
CS2	0.57	0.73				
CS3	0.44	0.41	0.61			
CL1	0.40	0.48	0.47	0.79		
CL2	0.36	0.34	0.39	0.45	0.66	
CL3	0.34	0.40	0.38	0.54	0.55	0.75
CV1	0.41	0.28	0.34	0.28	0.29	0.34
CV2	0.43	0.34	0.31	0.31	0.25	0.29
CV3	0.45	0.33	0.31	0.34	0.30	0.29
CV4	0.47	0.44	0.32	0.36	0.33	0.34

Lampiran 5 (Lanjutan)

Covariance Matrix

	CV1	CV2	CV3	CV4
CV1	0.74			
CV2	0.59	0.68		
CV3	0.57	0.52	0.67	
CV4	0.47	0.55	0.50	0.71

PENGARUH CUSTOMER VALUE TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION

Number of Iterations = 11

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$CS1 = 1.00 * SATISFAC, \text{ Errorvar.} = 0.16, R^2 = 0.78$$

(0.040)
4.13

$$CS2 = 0.95 * SATISFAC, \text{ Errorvar.} = 0.21, R^2 = 0.71$$

(0.090) (0.042)
10.51 4.96

$$CS3 = 0.78 * SATISFAC, \text{ Errorvar.} = 0.25, R^2 = 0.58$$

(0.087) (0.043)
8.99 5.93

$$CL1 = 1.00 * LOYALTY, \text{ Errorvar.} = 0.31, R^2 = 0.61$$

(0.053)
5.77

$$CL2 = 0.99 * LOYALTY, \text{ Errorvar.} = 0.18, R^2 = 0.73$$

(0.11) (0.038)
9.08 4.79

Lampiran 5 (Lanjutan)

$$\begin{array}{l} \text{CL3} = 1.12 * \text{LOYALTY}, \text{Errorvar.} = 0.14, R^2 = 0.81 \\ (0.12) \quad (0.039) \\ 9.52 \quad 3.58 \end{array}$$

$$\begin{array}{l} \text{CV1} = 1.00 * \text{VALUE}, \text{Errorvar.} = 0.17, R^2 = 0.77 \\ (0.032) \\ 5.42 \end{array}$$

$$\begin{array}{l} \text{CV2} = 1.01 * \text{VALUE}, \text{Errorvar.} = 0.10, R^2 = 0.85 \\ (0.075) \quad (0.024) \\ 13.34 \quad 4.35 \end{array}$$

$$\begin{array}{l} \text{CV3} = 0.94 * \text{VALUE}, \text{Errorvar.} = 0.16, R^2 = 0.76 \\ (0.079) \quad (0.030) \\ 11.92 \quad 5.54 \end{array}$$

$$\begin{array}{l} \text{CV4} = 0.93 * \text{VALUE}, \text{Errorvar.} = 0.21, R^2 = 0.70 \\ (0.084) \quad (0.036) \\ 11.11 \quad 5.91 \end{array}$$

Structural Equations

$$\begin{array}{l} \text{SATISFAC} = 0.73 * \text{VALUE}, \text{Errorvar.} = 0.28, R^2 = 0.52 \\ (0.098) \quad (0.061) \\ 7.41 \quad 4.60 \end{array}$$

$$\begin{array}{l} \text{LOYALTY} = 0.62 * \text{SATISFAC} + 0.071 * \text{VALUE}, \text{Errorvar.} = 0.23, R^2 = 0.53 \\ (0.14) \quad (0.12) \quad (0.057) \\ 4.43 \quad 0.57 \quad 3.97 \end{array}$$

Reduced Form Equations

$$\begin{array}{l} \text{SATISFAC} = 0.73 * \text{VALUE}, \text{Errorvar.} = 0.28, R^2 = 0.52 \\ (0.098) \\ 7.41 \end{array}$$

Lampiran 5 (Lanjutan)

LOYALTY = 0.52*VALUE, Errorvar.= 0.33, R² = 0.32
(0.10)
5.19

Variances of Independent Variables

VALUE

0.57
(0.10)
5.45

Covariance Matrix of Latent Variables

	SATISFAC -----	LOYALTY -----	VALUE -----
SATISFAC	0.58		
LOYALTY	0.39	0.49	
VALUE	0.41	0.30	0.57

Goodness of Fit Statistics

Degrees of Freedom = 32
Minimum Fit Function Chi-Square = 118.44 (P = 0.00)
Normal Theory Weighted Least Squares Chi-Square = 103.29 (P = 0.00)
Estimated Non-centrality Parameter (NCP) = 71.29
90 Percent Confidence Interval for NCP = (44.28 ; 105.91)

Minimum Fit Function Value = 1.20
Population Discrepancy Function Value (F0) = 0.72
90 Percent Confidence Interval for F0 = (0.45 ; 1.07)
Root Mean Square Error of Approximation (RMSEA) = 0.15
90 Percent Confidence Interval for RMSEA = (0.12 ; 0.18)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00
Expected Cross-Validation Index (ECVI) = 1.51

Lampiran 5 (Lanjutan)

90 Percent Confidence Interval for ECVI = (1.24 ; 1.86)

ECVI for Saturated Model = 1.11

ECVI for Independence Model = 15.16

Chi-Square for Independence Model with 45 Degrees of Freedom =
1481.18

Independence AIC = 1501.18

Model AIC = 149.29

Saturated AIC = 110.00

Independence CAIC = 1537.24

Model CAIC = 232.21

Saturated CAIC = 308.28

Normed Fit Index (NFI) = 0.92

Non-Normed Fit Index (NNFI) = 0.92

Parsimony Normed Fit Index (PNFI) = 0.65

Comparative Fit Index (CFI) = 0.94

Incremental Fit Index (IFI) = 0.94

Relative Fit Index (RFI) = 0.89

Critical N (CN) = 45.71

Root Mean Square Residual (RMR) = 0.047

Standardized RMR = 0.066

Goodness of Fit Index (GFI) = 0.83

Adjusted Goodness of Fit Index (AGFI) = 0.70

Parsimony Goodness of Fit Index (PGFI) = 0.48

PENGARUH CUSTOMER VALUE TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION

Fitted Covariance Matrix

	CS1	CS2	CS3	CL1	CL2	CL3
CS1	0.75					
CS2	0.55	0.73				
CS3	0.45	0.43	0.61			

Lampiran 5 (Lanjutan)

CL1	0.39	0.37	0.30	0.79		
CL2	0.38	0.36	0.30	0.48	0.66	
CL3	0.43	0.41	0.34	0.54	0.54	0.75
CV1	0.41	0.39	0.32	0.30	0.29	0.33
CV2	0.42	0.39	0.32	0.30	0.29	0.33
CV3	0.39	0.37	0.30	0.28	0.28	0.31
CV4	0.39	0.37	0.30	0.28	0.27	0.31

Fitted Covariance Matrix

	CV1	CV2	CV3	CV4
CV1	0.74			
CV2	0.57	0.68		
CV3	0.54	0.54	0.67	
CV4	0.53	0.53	0.50	0.71

Fitted Residuals

	CS1	CS2	CS3	CL1	CL2	CL3
CS1	0.00					
CS2	0.02	0.00				
CS3	-0.02	-0.02	0.00			
CL1	0.01	0.11	0.17	0.00		
CL2	-0.02	-0.03	0.09	-0.03	0.00	
CL3	-0.09	-0.01	0.04	0.00	0.01	0.00
CV1	-0.01	-0.11	0.01	-0.01	0.00	0.01
CV2	0.01	-0.05	-0.02	0.01	-0.04	-0.04
CV3	0.06	-0.04	0.01	0.06	0.03	-0.03
CV4	0.08	0.07	0.02	0.09	0.06	0.03

Fitted Residuals

	CV1	CV2	CV3	CV4
CV1	0.00			
CV2	0.01	0.00		
CV3	0.03	-0.02	0.00	
CV4	-0.06	0.02	0.00	0.00

Lampiran 5 (Lanjutan)

Summary Statistics for Fitted Residuals

Smallest Fitted Residual = -0.11

Median Fitted Residual = 0.00

Largest Fitted Residual = 0.17

Stemleaf Plot

```

- 1|1
- 0|965
- 0|4443332222211100000000000000
  0|111111112223334
  0|6667899
  1|1
  1|7
  
```

Standardized Residuals

	CS1	CS2	CS3	CL1	CL2	CL3
CS1	--					
CS2	2.65	--				
CS3	-1.44	-1.09	--			
CL1	0.31	3.13	4.41	--		
CL2	-0.92	-0.92	2.84	-2.70	--	
CL3	-4.39	-0.29	1.50	0.08	2.95	--
CV1	-0.23	-3.83	0.40	-0.29	0.01	0.29
CV2	0.46	-2.10	-0.64	0.25	-1.44	-1.64
CV3	2.24	-1.27	0.20	1.40	0.87	-0.85
CV4	2.78	2.30	0.51	1.92	1.72	1.00

Standardized Residuals

	CV1	CV2	CV3	CV4
CV1	--			
CV2	2.17	--		
CV3	2.89	-3.21	--	
CV4	-4.20	2.29	-0.13	--

Lampiran 5 (Lanjutan)

Summary Statistics for Standardized Residuals

Smallest Standardized Residual = -4.39

Median Standardized Residual = 0.00

Largest Standardized Residual = 4.41

Stemleaf Plot

```
- 4|42
- 3|82
- 2|71
- 1|64431
- 0|9996332100000000000
  0|122334559
  1|04579
  2|223378899
  3|1
  4|4
```

Largest Negative Standardized Residuals

Residual for CL2 and CL1 -2.70

Residual for CL3 and CS1 -4.39

Residual for CV1 and CS2 -3.83

Residual for CV3 and CV2 -3.21

Residual for CV4 and CV1 -4.20

Largest Positive Standardized Residuals

Residual for CS2 and CS1 2.65

Residual for CL1 and CS2 3.13

Residual for CL1 and CS3 4.41

Residual for CL2 and CS3 2.84

Residual for CL3 and CL2 2.95

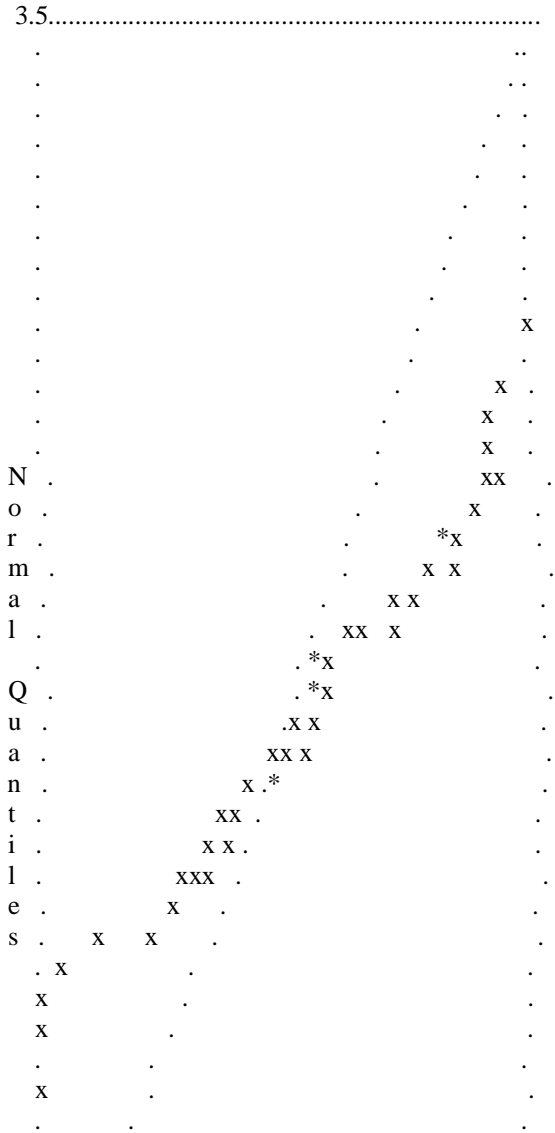
Residual for CV3 and CV1 2.89

Residual for CV4 and CS1 2.78

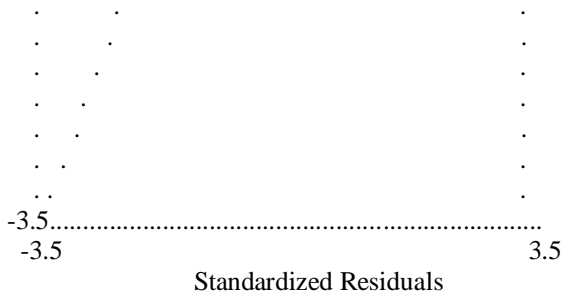
PENGARUH CUSTOMER VALUE TERHADAP CUSTOMER
LOYALTY MELALUI CUSTOMER SATISFACTION

Lampiran 5 (Lanjutan)

Qplot of Standardized Residuals



Lampiran 5 (Lanjutan)



The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
CS1	LOYALTY	12.3	-0.55
CS3	LOYALTY	12.4	0.51
CL1	SATISFAC	9.4	0.45

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
CL3	CL2	8.7	0.16
CV1	CS2	12.0	-0.09
CV3	CV1	8.4	0.07
CV3	CV2	10.3	-0.08
CV4	CS2	10.3	0.08
CV4	CV1	17.7	-0.11

PENGARUH CUSTOMER VALUE TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION

Standardized Solution

LAMBDA-Y

SATISFAC LOYALTY

	-----	-----
CS1	0.76	--
CS2	0.72	--
CS3	0.59	--
CL1	--	0.70

Lampiran 5 (Lanjutan)

CL2	--	0.69
CL3	--	0.78

LAMBDA-X

	VALUE

CV1	0.75
CV2	0.76
CV3	0.71
CV4	0.70

BETA

	SATISFAC	LOYALTY
	-----	-----
SATISFAC	--	--
LOYALTY	0.67	--

GAMMA

	VALUE

SATISFAC	0.72
LOYALTY	0.08

Correlation Matrix of ETA and KSI

	SATISFAC	LOYALTY	VALUE
	-----	-----	-----
SATISFAC	1.00		
LOYALTY	0.73	1.00	
VALUE	0.72	0.56	1.00

PSI

Note: This matrix is diagonal.

SATISFAC	LOYALTY
----------	---------

Lampiran 5 (Lanjutan)

----- -----
 0.48 0.47

Regression Matrix ETA on KSI (Standardized)

 VALUE

 SATISFAC 0.72
 LOYALTY 0.56

PENGARUH CUSTOMER VALUE TERHADAP CUSTOMER
 LOYALTY MELALUI CUSTOMER SATISFACTION

Completely Standardized Solution

LAMBDA-Y

 SATISFAC LOYALTY
 ----- -----
 CS1 0.88 --
 CS2 0.85 --
 CS3 0.76 --
 CL1 -- 0.78
 CL2 -- 0.85
 CL3 -- 0.90

LAMBDA-X

 VALUE

 CV1 0.88
 CV2 0.92
 CV3 0.87
 CV4 0.84

BETA

 SATISFAC LOYALTY
 ----- -----

Lampiran 5 (Lanjutan)

SATISFAC	--	--
LOYALTY	0.67	--

GAMMA

	VALUE

SATISFAC	0.72
LOYALTY	0.08

Correlation Matrix of ETA and KSI

	SATISFAC	LOYALTY	VALUE
	-----	-----	-----
SATISFAC	1.00		
LOYALTY	0.73	1.00	
VALUE	0.72	0.56	1.00

PSI

Note: This matrix is diagonal.

SATISFAC	LOYALTY
-----	-----
0.48	0.47

THETA-EPS

CS1	CS2	CS3	CL1	CL2	CL3
-----	-----	-----	-----	-----	-----
0.22	0.29	0.42	0.39	0.27	0.19

THETA-DELTA

CV1	CV2	CV3	CV4
-----	-----	-----	-----
0.23	0.15	0.24	0.30

Lampiran 5 (Lanjutan)

Regression Matrix ETA on KSI (Standardized)

	VALUE

SATISFAC	0.72
LOYALTY	0.56

PENGARUH CUSTOMER VALUE TERHADAP CUSTOMER
LOYALTY MELALUI CUSTOMER SATISFACTION

Total and Indirect Effects

Total Effects of KSI on ETA

	VALUE

SATISFAC	0.73
(0.10)	
7.41	
LOYALTY	0.52
(0.10)	
5.19	

Indirect Effects of KSI on ETA

	VALUE

SATISFAC	- -
LOYALTY	0.45
(0.11)	
3.93	

Total Effects of ETA on ETA

Lampiran 5 (Lanjutan)

	SATISFAC	LOYALTY
	-----	-----
SATISFAC	--	--
LOYALTY	0.62	--
	(0.14)	
	4.43	

Largest Eigenvalue of B*B' (Stability Index) is 0.379

Total Effects of ETA on Y

	SATISFAC	LOYALTY
	-----	-----
CS1	1.00	--
CS2	0.95	--
	(0.09)	
	10.51	
CS3	0.78	--
	(0.09)	
	8.99	
CL1	0.62	1.00
	(0.14)	
	4.43	
CL2	0.61	0.99
	(0.13)	(0.11)
	4.55	9.08
CL3	0.69	1.12
	(0.15)	(0.12)
	4.64	9.52

Indirect Effects of ETA on Y

Lampiran 5 (Lanjutan)

	SATISFAC	LOYALTY
	-----	-----
CS1	--	--
CS2	--	--
CS3	--	--
CL1	0.62 (0.14) 4.43	--
CL2	0.61 (0.13) 4.55	--
CL3	0.69 (0.15) 4.64	--

Total Effects of KSI on Y

	VALUE

CS1	0.73 (0.10) 7.41
CS2	0.69 (0.10) 7.12
CS3	0.57 (0.09) 6.55
CL1	0.52

(0.10)
5.19

CL2 0.51
(0.10)
5.39

CL3 0.58
(0.10)
5.54

PENGARUH CUSTOMER VALUE TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	VALUE
SATISFAC	0.72
LOYALTY	0.56

Standardized Indirect Effects of KSI on ETA

	VALUE
SATISFAC	--
LOYALTY	0.49

Standardized Total Effects of ETA on ETA

	SATISFAC	LOYALTY
SATISFAC	--	--
LOYALTY	0.67	--

Standardized Total Effects of ETA on Y

SATISFAC	LOYALTY
----------	---------

Lampiran 5 (Lanjutan)

	-----	-----
CS1	0.76	--
CS2	0.72	--
CS3	0.59	--
CL1	0.47	0.70
CL2	0.46	0.69
CL3	0.52	0.78

Completely Standardized Total Effects of ETA on Y

	SATISFAC	LOYALTY
	-----	-----
CS1	0.88	--
CS2	0.85	--
CS3	0.76	--
CL1	0.53	0.78
CL2	0.57	0.85
CL3	0.61	0.90

Standardized Indirect Effects of ETA on Y

	SATISFAC	LOYALTY
	-----	-----
CS1	--	--
CS2	--	--
CS3	--	--
CL1	0.47	--
CL2	0.46	--
CL3	0.52	--

Completely Standardized Indirect Effects of ETA on Y

	SATISFAC	LOYALTY
	-----	-----
CS1	--	--
CS2	--	--
CS3	--	--
CL1	0.53	--
CL2	0.57	--

Lampiran 5 (Lanjutan)

CL3 0.61 - -

Standardized Total Effects of KSI on Y

VALUE

CS1	0.55
CS2	0.52
CS3	0.43
CL1	0.39
CL2	0.39
CL3	0.44

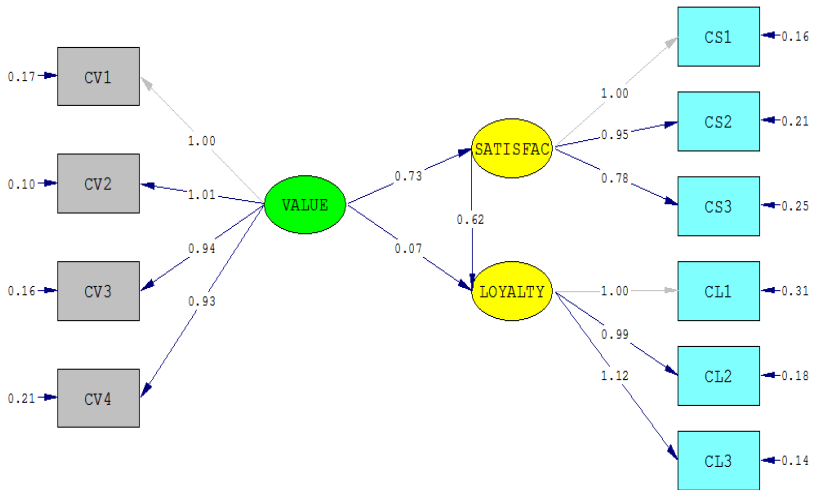
Completely Standardized Total Effects of KSI on Y

VALUE

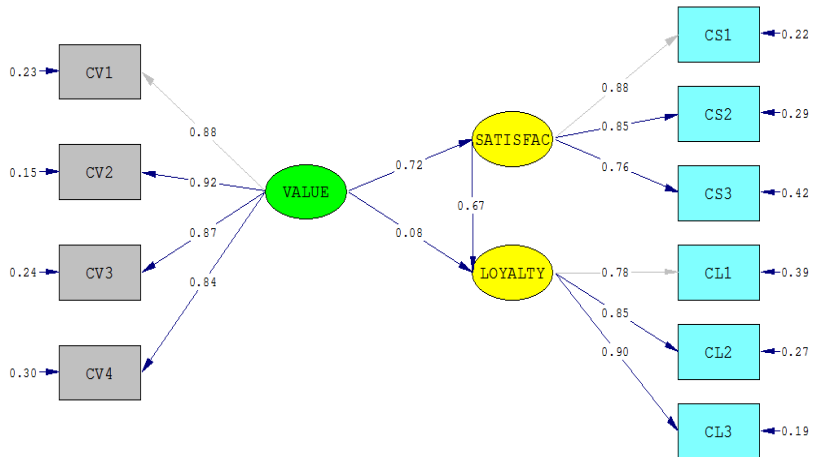
CS1	0.64
CS2	0.61
CS3	0.55
CL1	0.44
CL2	0.48
CL3	0.51

Lampiran 6 PATH DIAGRAM

Basic Model-Estimates



Basic Model-standarized Solution



Lampiran 6 (Lanjutan)

Basic Model-T-values

