Lampiran 1 Kuesioner Penelitian

Kuesioner Penelitian Pengaruh *Store Atmosphere, Store Location,* dan *In-Store Emotional Experiences* terhadap *Store Attitude* pada *Speciality Store "Stroberi"* Tunjungan Plaza Surabaya

Kepada Bapak/Ibu/Saudara/i yang terhormat, silahkan mengisi kuesioner berikut yang bertujuan mengetahui pengaruh *Store Atmosphere, Store Location,* dan *In-Store imotional Experiences* terhadap *Store Attitude* pada *Speciality Store "Stroberi"* Tunjungan Plaza Surabaya. Sebelumnya, saya ucapkan terima kasih sebesar-besarnya atas perhatian dan waktu Bapak/Ibu/Saudara/i. Kuesioner tersebut terdiri dari 2 bagian yaitu :

I. Identitas Responden

Berilah tanda silang (X) yang sesuai dengan pilihan anda,

1. Nama…… (tidak wajib diisi)
2. Apakah anda pernah melakukan pembelian di *Speciality Store "Stroberi"* Tunjungan Plaza Surabaya ?
   a. Ya
   b. Tidak (Jika "tidak", mohon tidak melanjutkan pertanyaan selanjutnya)
3. Domisili anda saat ini ?
   a. Surabaya
   b. Luar Surabaya
4. Apakah jenis kelamin anda ?
   a. Laki-laki
   b. Perempuan

5. Berapakah usia anda saat ini ?
    a. 15-19 tahun
    b. 20-25 tahun
    c. > 25 tahun
6. Apa pekerjaan anda saat ini ?
    a. Pelajar
    b. Mahasiswa
    c. Wiraswasta

II. Variabel Penelitian

Anda dapat memberikan tanda (X) pada pertanyaan yang ada sesuai dengan pilihan Anda, berdasarkan keterangan berikut:

Keterangan:
1= Sangat tidak setuju (STS)

2= Tidak setuju (TS)

3= Netral (N)

4= Setuju (S)

5= Sangat setuju (SS)

1. ***Atmosphere Store*** (suasana toko)

No.	Pertanyaan	STS	TS	N	S	SS
1.	Menurut saya *design* pada *Speciality Store* "*Stroberi"* sudah sesuai dengan jenis tokonya.					
2.	Pencahayaan pada *Speciality Store* "*Stroberi"* sudah mencukupi					

3.	Saya merasa udara di dalam *Speciality Store* "*Stroberi"* selalu segar					
4.	Menurut saya dekorasi yang digunakan pada *Speciality Store* "*Stroberi"* sangat menarik					
5.	Musik yang dimainkan didalam *Speciality Store* "*Stroberi"* dapat membuat suasana menjadi lebih nyaman					
6.	Tekstur ruangan *Speciality Store* "*Stroberi"* lebih menarik menarik disbanding toko aksesoris yang lain					
7.	Saya merasa suka sekali terhadap aroma di *Speciality Store* "*Stroberi"*					
8.	Saya merasa *Speciality Store* "*Stroberi"* selalu menjaga kebersihan ruangan toko.					
9.	Saya merasa *Floor Space Alocation* sesuai dengan *design store.*					
10.	Saya merasa *Product Display* (Penataan Produk) pada toko sesuai dengan *life style* masa kini.					

2. *Location Store* (lokasi toko)

No.	Pertanyaan	STS	TS	N	S	SS
1.	Saya merasa transportasi untuk dapat mengunjungi *Speciality Store* "*Stroberi"* yang ada di berbagai *mall* cukup mudah di dapati					
2.	Saya merasa area parkir kendaraan untuk menuju *Speciality Store* "*Stroberi"* mudah karena toko berada di dalam *mall*					

3. *In-Store Emotions*

No.	Pertanyaan	STS	TS	N	S	SS
1.	Saya merasa senang berbelanja di *Speciality Store* "*Stroberi"*					
2.	Saya tertarik berbelanja di *Speciality Store* "*Stroberi"*					
3.	Saya merasa puas berbelanja di *Speciality Store* "*Stroberi"*					
4.	Saya tidak diabaikan saat berbelanja di *Speciality Store* "*Stroberi"*					
5.	Saya tidak membatalkan pembelanjaan saya di *Speciality*					

	Store "*Stroberi"*					
6.	Saya tidak marah ketika berbelanja di *Speciality Store* "*Stroberi"* karena pelayanannya kurang baik					

4. *Store attitude* (sikap)

No.	Pertanyaan	STS	TS	N	S	SS
1.	Ketika saya memikirkan *Speciality Store* "*Stroberi"*, maka menurut saya itu merupakan toko favorit saya					
2.	Saya sangat menyukai *Speciality Store* "*Stroberi"*					
3.	Ketika saya memikirkan *Speciality Store* "*Stroberi"*, saya merasa toko tersebut sangat baik dari pada toko yang lain.					

-TERIMA KASIH –

Lampiran 2

No. Res	Pembelian	JK	Usia	Domisili	Pekerjaan
1	1	1	1	1	1
2	1	1	1	1	1
3	1	1	1	1	1
4	1	1	1	1	1
5	1	1	1	1	1
6	1	1	1	1	1
7	1	1	1	1	1
8	1	2	1	2	1
9	1	2	1	2	1
10	1	2	1	2	1
11	1	2	1	2	1
12	1	2	1	2	1
13	1	1	1	1	1
14	1	1	1	1	1
15	1	1	1	1	1
16	1	1	1	1	1
17	1	1	1	1	1
18	1	1	1	1	1
19	1	1	1	1	1
20	1	1	1	1	1
21	1	1	1	1	1
22	1	1	1	1	1
23	1	1	1	1	1
24	1	2	1	2	1
25	1	2	1	2	1
26	1	2	1	2	1

Lampiran 2

27	1	2	1	2	1
28	1	1	1	1	1
29	1	1	1	1	1
30	1	1	1	1	1
31	1	1	1	1	1
32	1	1	1	1	1
33	1	1	1	1	1
34	1	1	1	1	1
35	1	1	2	1	2
36	1	1	2	1	2
37	1	1	2	1	2
38	1	1	2	1	2
39	1	1	2	1	2
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41	1	2	2	2	2
42	1	2	2	2	2
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47	1	2	2	2	2
48	1	2	2	2	2
49	1	2	2	2	2
50	1	1	2	1	2
51	1	1	2	1	2
52	1	1	2	1	2
53	1	1	2	1	2

Lampiran 2

54	1	2	2	1	2
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67	1	2	2	1	2
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73	1	1	2	1	2
74	1	2	2	1	2
75	1	2	2	1	2
76	1	2	2	1	2
77	1	2	2	1	2
78	1	2	2	1	2
79	1	1	2	1	2
80	1	2	2	2	2

Lampiran 2

81	1	2	2	2	2
82	1	2	2	2	2
83	1	1	2	1	2
84	1	1	2	1	2
85	1	1	2	1	2
86	1	2	2	1	2
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101	1	2	2	1	2
102	1	2	2	1	2
103	1	2	2	1	2
104	1	2	2	1	2
105	1	2	2	1	2
106	1	2	2	1	2
107	1	2	2	1	2

Lampiran 2

108	1	2	2	1	2
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110	1	1	2	1	2
111	1	1	2	1	2
112	1	1	2	1	2
113	1	1	2	1	2
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128	1	1	2	1	2
129	1	2	2	1	2
130	1	2	2	1	2
131	1	2	2	1	2
132	1	2	2	1	2
134	1	2	2	1	2
135	1	2	2	1	2

Lampiran 2

136	1	2	2	1	2
137	1	2	2	1	2
138	1	1	2	1	2
139	1	1	2	1	2
140	1	1	3	1	3
141	1	1	3	1	3
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144	1	2	3	2	3
145	1	2	3	2	3
146	1	2	3	2	3
147	1	1	3	1	3
148	1	1	3	1	3
149	1	1	3	1	3
150	1	1	3	1	3

Lampiran 2 (Lanjutan)

No.	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10
1	4	4	4	4	4	5	5	5	4	4
2	4	4	4	4	5	4	4	4	4	5
3	4	4	5	5	5	5	5	5	5	5
4	5	5	4	4	4	5	5	4	4	4
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6	4	4	4	4	4	4	4	4	4	4
7	4	5	5	5	4	4	4	4	4	4
8	5	5	5	4	4	4	4	4	4	4
9	4	4	5	4	4	4	3	3	4	4
10	4	4	3	3	4	3	5	5	5	4
11	3	4	4	4	3	4	3	3	4	4
12	4	4	4	5	5	5	5	4	4	4
13	5	4	5	4	4	4	4	4	4	4
14	3	4	4	2	2	3	2	2	2	2
15	5	4	4	4	3	4	4	4	4	4
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18	5	5	5	4	3	4	3	4	4	4
19	4	4	4	4	4	4	4	3	4	3
20	4	4	5	4	5	4	4	5	3	4
21	5	5	4	4	4	4	3	3	4	4
22	4	4	4	4	4	4	4	4	4	5
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24	4	4	4	3	4	4	4	4	4	4
25	4	4	4	4	4	4	4	4	4	4
26	4	5	5	5	5	4	3	4	4	5

Lampiran 2 (Lanjutan)

27	4	4	1	4	4	1	3	3	1	1
28	4	3	4	2	3	4	3	3	4	3
29	4	4	4	2	2	3	2	3	2	2
30	4	4	4	2	2	3	2	4	2	2
31	4	4	4	4	4	4	3	4	3	2
32	4	4	4	4	5	4	5	4	4	4
33	4	5	5	4	5	4	5	5	5	4
34	5	4	4	3	3	2	4	4	4	4
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38	4	4	4	2	3	4	3	4	5	4
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44	4	4	4	4	4	3	3	3	4	4
45	4	4	4	4	4	4	4	3	3	5
46	4	4	4	4	4	4	4	4	4	4
47	4	4	3	5	4	4	3	4	5	5
48	2	2	2	2	3	2	2	2	2	2
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50	5	5	4	4	4	4	4	5	5	4
51	5	4	4	4	4	4	4	3	3	3
52	3	2	2	3	3	3	2	2	2	2
53	4	4	4	4	4	5	4	5	5	4

Lampiran 2 (Lanjutan)

54	4	4	4	4	5	4	4	4	2	2
55	4	4	4	4	4	4	5	5	5	4
56	4	4	4	4	4	4	5	2	2	4
57	4	5	4	5	5	5	5	4	4	4
58	5	5	5	4	4	4	4	5	5	5
59	4	4	4	4	4	4	4	4	4	4
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61	4	5	5	5	4	5	4	4	4	5
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64	2	4	4	4	4	2	1	4	4	4
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66	4	4	4	4	4	4	3	2	4	3
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78	4	4	4	4	4	4	4	4	4	5
79	4	4	4	4	5	5	5	5	5	5
80	5	5	5	5	5	5	5	5	4	5

Lampiran 2 (Lanjutan)

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96	1	1	5	4	3	2	3	4	4	5
97	2	2	2	2	2	1	1	1	1	2
98	2	2	2	4	2	4	3	1	2	2
99	5	4	4	4	4	4	3	4	4	3
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104	4	4	4	4	5	5	5	4	5	5
105	4	4	4	4	4	4	4	4	4	4
106	4	5	5	5	4	4	4	4	4	4
107	5	5	5	4	4	4	4	4	4	4

Lampiran 2 (Lanjutan)

108	4	4	5	4	4	4	3	3	4	4
109	4	4	3	3	4	3	5	5	5	4
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112	5	4	5	4	4	4	4	4	4	4
113	3	4	4	2	2	3	2	2	2	2
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132	4	5	5	4	5	4	5	5	5	4
134	5	4	4	3	3	2	4	4	4	4
135	4	4	4	5	5	4	3	4	5	5

Lampiran 2 (Lanjutan)

136	5	5	4	4	4	4	4	2	2	2
137	4	4	4	4	4	2	2	4	4	3
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148	2	2	2	2	3	2	2	2	2	2
149	4	4	4	4	4	4	4	3	4	4
150	5	5	4	4	4	4	4	5	5	4

Lampiran 2 (Lanjutan)

No.	X2.1	X2.2	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y2.1	Y2.2	Y2.3
1	2	2	4	4	4	1	5	4	4	4	4
2	2	4	4	4	4	5	4	4	4	5	5
3	2	3	5	4	4	3	5	5	4	4	5
4	2	2	4	4	4	5	5	5	4	4	5
5	2	3	4	5	5	3	5	5	4	4	4
6	2	3	4	4	4	3	5	5	4	4	4
7	2	2	2	5	5	5	4	5	5	5	5
8	2	2	4	4	5	2	5	4	4	4	4
9	2	4	4	4	4	4	4	4	4	4	3
10	2	2	4	4	5	2	5	4	5	4	4
11	2	2	4	4	4	5	4	4	3	3	4
12	2	5	4	4	4	5	5	5	4	4	4
13	2	2	4	5	5	2	4	4	5	5	4
14	2	4	4	2	2	1	3	3	4	4	3
15	2	5	5	5	4	1	4	4	4	5	5
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18	5	4	4	4	5	4	4	4	5	5	5
19	4	4	4	5	4	4	4	4	5	4	4
20	4	5	4	4	5	5	4	4	4	4	5
21	4	4	4	5	4	4	5	4	4	4	4
22	4	4	5	4	5	4	5	4	4	4	5
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24	4	4	4	5	4	4	4	4	4	4	4
25	4	4	4	5	5	4	4	4	5	5	5
26	5	5	5	5	4	5	4	5	5	5	5

Lampiran 2 (Lanjutan)

27	1	4	3	4	4	4	5	4	3	4	4
28	2	2	2	2	2	2	2	3	4	4	4
29	2	2	2	2	2	2	3	2	4	4	2
30	2	2	1	2	2	2	1	3	2	2	3
31	3	2	2	5	4	2	4	4	4	4	2
32	4	4	4	4	4	4	4	4	4	5	5
33	4	5	5	4	4	5	4	5	4	5	4
34	4	4	4	4	5	4	4	4	5	4	2
35	5	5	4	5	5	5	4	4	5	5	4
36	2	4	5	4	4	4	4	4	4	4	4
37	4	5	5	4	4	5	5	4	4	4	4
38	4	4	4	5	4	4	5	4	4	4	4
39	4	4	5	4	4	4	4	4	4	4	4
40	2	2	4	4	4	2	5	4	4	4	4
41	2	2	2	4	5	2	5	4	4	4	3
42	2	2	2	3	1	2	2	2	3	2	4
43	2	5	4	5	5	5	4	4	4	4	3
44	2	2	4	4	5	2	4	4	4	4	4
45	2	2	4	4	5	2	4	4	4	4	3
46	2	2	4	4	4	2	4	4	4	4	4
47	2	4	5	4	4	4	5	5	4	5	4
48	2	2	2	2	2	2	3	2	2	2	2
49	2	2	5	5	5	2	5	5	5	5	3
50	2	5	5	4	4	5	5	5	4	4	4
51	2	2	3	5	5	2	4	4	3	4	3
52	1	2	3	5	5	2	4	4	3	4	1
53	4	4	4	5	5	4	4	5	4	5	5

Lampiran 2 (Lanjutan)

54	2	4	4	4	4	4	4	4	4	4	4
55	4	4	4	5	4	4	4	4	4	4	3
56	4	4	4	4	4	4	4	4	4	4	4
57	4	5	5	5	5	5	4	4	4	4	5
58	4	5	4	4	4	5	5	5	5	5	5
59	4	4	4	5	5	4	4	4	5	5	5
60	5	2	4	5	4	2	4	5	4	4	4
61	5	4	5	4	4	4	4	5	4	4	4
62	5	4	5	4	4	4	4	4	4	4	4
63	2	4	4	4	4	5	5	4	4	5	4
64	4	4	4	4	4	4	4	4	1	4	1
65	4	1	4	4	5	5	2	4	4	4	2
66	3	4	4	5	4	4	5	4	4	4	4
67	2	2	4	4	4	2	5	4	4	4	4
68	3	1	4	4	4	5	4	4	4	4	3
69	3	4	4	3	4	4	3	4	5	4	4
70	2	4	4	4	4	4	2	4	4	4	4
71	4	3	3	4	4	3	3	4	4	3	4
72	3	5	4	4	5	5	5	4	4	4	3
73	4	3	2	4	5	3	4	4	4	4	3
74	4	3	3	5	5	3	4	4	4	4	4
75	4	5	4	4	4	5	4	4	4	4	4
76	3	3	2	4	5	3	4	4	4	4	4
77	4	4	4	4	5	4	5	4	5	4	4
78	4	4	4	4	4	4	5	5	4	4	4
79	5	4	4	4	4	4	4	4	4	4	4
80	5	5	5	4	5	5	5	5	5	5	5

Lampiran 2 (Lanjutan)

81	5	4	5	4	5	4	4	4	4	4	4
82	4	4	4	4	4	4	5	5	4	4	4
83	5	4	4	4	4	4	4	4	4	4	4
84	2	3	5	5	4	3	4	5	4	3	3
85	2	4	4	4	4	4	5	4	5	4	3
86	4	4	4	4	4	4	4	5	4	5	4
87	1	5	4	3	5	5	5	4	4	4	3
88	4	4	4	4	4	4	2	4	5	4	4
89	2	4	4	4	5	4	2	4	4	4	3
90	4	4	4	4	5	4	4	4	4	4	3
91	5	5	4	4	5	1	4	5	4	5	4
92	4	4	4	5	4	4	5	4	4	4	5
93	3	4	4	4	5	4	5	4	4	4	4
94	4	5	4	5	5	1	2	4	5	4	2
95	3	5	4	4	4	5	4	4	4	4	3
96	4	4	4	4	5	4	5	4	2	3	4
97	1	2	1	1	1	2	2	2	2	2	3
98	2	3	3	4	4	3	4	5	3	5	5
99	5	5	4	4	4	5	5	4	5	4	3
100	2	2	4	4	4	2	5	4	4	4	4
101	2	4	4	4	4	1	4	4	4	5	5
102	2	2	5	4	4	2	5	5	4	4	5
103	2	2	4	4	4	2	5	5	4	4	5
104	2	4	4	5	5	5	5	5	4	4	4
105	2	2	4	4	4	2	5	5	4	4	4
106	2	4	2	5	5	5	4	5	5	5	5
107	2	2	4	4	5	2	5	4	4	4	4

Lampiran 2 (Lanjutan)

108	2	2	4	4	4	2	4	4	4	4	3
109	2	2	4	4	5	2	5	4	5	4	4
110	2	2	4	4	4	2	4	4	3	3	4
111	2	3	4	4	4	3	5	5	4	4	4
112	2	2	4	5	5	2	4	4	5	5	4
113	2	2	4	2	2	2	3	3	4	4	3
114	2	3	5	5	4	3	4	4	4	5	5
115	2	2	4	4	4	2	4	4	5	4	4
116	2	2	4	4	5	2	4	2	4	3	3
117	5	4	4	4	5	4	4	4	5	5	5
118	4	4	4	5	4	4	4	4	5	4	4
119	4	5	4	4	5	5	4	4	4	4	5
120	4	4	4	5	4	4	5	4	4	4	4
121	4	4	5	4	5	4	5	4	4	4	5
122	2	3	5	3	4	3	4	3	3	3	2
123	4	4	4	5	4	4	4	4	4	4	4
124	4	4	4	5	5	4	4	4	5	5	5
125	5	5	5	5	4	5	4	5	5	5	5
126	1	4	3	4	4	4	5	4	3	4	4
127	2	2	2	2	2	2	2	3	4	4	4
128	2	2	2	2	2	2	3	2	4	4	2
129	2	2	1	2	2	2	1	3	2	2	3
130	3	2	2	5	4	2	4	4	4	4	2
131	4	4	4	4	4	4	4	4	4	5	5
132	4	2	5	4	4	2	4	5	4	5	4
134	4	4	4	4	5	4	4	4	5	4	2
135	5	2	4	5	5	2	4	4	5	5	4

Lampiran 2 (Lanjutan)

136	2	4	5	4	4	4	4	4	4	4	4
137	4	5	5	4	4	5	5	4	4	4	4
138	4	4	4	5	4	4	5	4	4	4	4
139	4	4	5	4	4	4	4	4	4	4	4
140	2	4	4	4	4	5	5	4	4	4	4
141	2	2	2	4	5	2	5	4	4	4	3
142	2	4	2	3	1	5	2	2	3	2	4
143	2	2	4	5	5	2	4	4	4	4	3
144	2	4	4	4	5	5	4	4	4	4	4
145	2	2	4	4	5	2	4	4	4	4	3
146	2	4	4	4	4	5	4	4	4	4	4
147	2	2	5	4	4	2	5	5	4	5	4
148	2	4	2	2	2	5	3	2	2	2	2
149	2	2	5	5	5	2	5	5	5	5	3
150	2	2	5	4	4	2	5	5	4	4	4

Lampiran 3

Statistik Deskriptif
Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	membeli	150	100.0	100.0	100.0

Domisili

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Surabaya	120	80.0	80.0	80.0
	Luar Surabaya	30	20.0	20.0	100.0
	Total	150	100.0	100.0	

Jeniskelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	17	11,3	11,3	11,3
	Perempuan	133	88,7	88,7	100,0
	Total	150	100,0	100,0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15>19	34	22.7	22.7	22.7
	20>25	104	69.3	69.3	92.0
	>25	12	8.0	8.0	100.0
	Total	150	100.0	100.0	

Lampiran 3 (Lanjutan)

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar	34	22.7	22.7	22.7
	Mahasiswa	104	69.3	69.3	92.0
	Wiraswasta	12	8.0	8.0	100.0
	Total	150	100.0	100.0	

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	150	1	5	3.93	.833
X1.2	150	1	5	3.90	.888
X1.3	150	1	5	3.80	.927
X1.4	150	2	5	3.68	.892
X1.5	150	2	5	3.63	.916
X1.6	150	1	5	3.50	1.008
X1.7	150	0	5	3.27	1.086
X1.8	150	1	5	3.45	1.007
X1.9	150	1	5	3.55	1.040
X1.10	150	1	5	3.49	1.104
X2.1	150	1	5	3.39	1.086
X2.2	150	1	5	3.95	.850
Y1.1	150	1	5	3.81	.944
Y1.2	150	1	5	4.04	.842
Y1.3	150	1	5	4.19	.917
Y1.4	150	1	5	4.23	.899
Y1.5	150	1	5	4.02	.923
Y1.6	150	1	5	4.05	.763
Y2.1	150	1	5	3.95	.822
Y2.2	150	1	5	4.01	.781
Y2.3	150	1	5	3.55	.994
Valid N (listwise)	150				

Frequencies

Statistics

Pembelian

N	Valid	150
	Missing	0

Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	membeli	150	100.0	100.0	100.0

Statistics

Domisili

N	Valid	150
	Missing	0

Domisili

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Surabaya	120	80.0	80.0	80.0
	Luar Surabaya	30	20.0	20.0	100.0
	Total	150	100.0	100.0	

Statistics

Jeniskelamin

N	Valid	150
	Missing	0

Jeniskelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki laki	69	46.0	46.0	46.0
	Perempuan	81	54.0	54.0	100.0
	Total	150	100.0	100.0	

Statistics

Usia

N	Valid	150
	Missing	0

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15>19	34	22.7	22.7	22.7
	20>25	104	69.3	69.3	92.0
	>25	12	8.0	8.0	100.0
	Total	150	100.0	100.0	

Statistics

Pekerjaan

N	Valid	150
	Missing	0

\

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar	34	22.7	22.7	22.7
	Mahasiswa	104	69.3	69.3	92.0
	Wiraswasta	12	8.0	8.0	100.0
	Total	150	100.0	100.0	

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	150	1	5	3.93	.833
X1.2	150	1	5	3.90	.888
X1.3	150	1	5	3.80	.927
X1.4	150	2	5	3.68	.892
X1.5	150	2	5	3.63	.916
X1.6	150	1	5	3.50	1.008
X1.7	150	0	5	3.27	1.086
X1.8	150	1	5	3.45	1.007
X1.9	150	1	5	3.55	1.040
X1.10	150	1	5	3.49	1.104
X2.1	150	1	5	3.39	1.086
X2.2	150	1	5	3.95	.850
Y1.1	150	1	5	3.81	.944
Y1.2	150	1	5	4.04	.842
Y1.3	150	1	5	4.19	.917
Y1.4	150	1	5	4.23	.899
Y1.5	150	1	5	4.02	.923
Y1.6	150	1	5	4.05	.763
Y2.1	150	1	5	3.95	.822
Y2.2	150	1	5	4.01	.781
Y2.3	150	1	5	3.55	.994
Valid N (listwise)	150				

Lampiran 4

Uji Normalitas

Univariate Summary Statistics for Continuous Variables

Variable	Mean	St. Dev.	T-Value	Skewness	Kurtosis	Min	Freq.	Max	Freq.
X1.1	4.033	0.689	71.645	-0.132	0.897	1.786	1	5.172	29
X1.2	4.067	0.672	74.090	-0.050	1.068	1.828	1	5.186	30
X1.3	4.020	0.719	68.515	-0.110	1.030	1.854	2	5.234	28
X1.4	3.800	0.851	54.665	-0.094	0.050	2.253	20	5.300	22
X1.5	3.800	0.851	54.665	-0.137	-0.283	2.200	16	5.172	26
X1.6	3.747	0.837	54.826	-0.225	0.312	1.527	3	5.251	19
X1.7	3.560	1.000	43.607	-0.167	-0.274	0.611	1	5.162	24
X1.8	3.660	0.904	49.607	-0.184	-0.072	1.175	2	5.199	21
X1.9	3.720	1.011	45.073	-0.208	0.001	1.271	5	5.346	26
X1.10	3.693	0.976	46.353	-0.186	-0.246	1.011	2	5.217	27
X2.1	2.927	1.159	30.923	0.195	-0.164	0.101	5	5.154	15
X2.2	3.353	1.130	36.343	0.029	-0.498	0.227	2	5.261	22
Y1.1	3.887	0.923	51.545	-0.207	0.200	1.397	3	5.307	31
Y1.2	4.073	0.795	62.745	-0.208	0.141	1.553	1	5.182	40
Y1.3	4.167	0.886	57.629	-0.311	-0.265	1.732	3	5.212	54
Y1.4	3.407	1.248	33.423	-0.128	-0.660	0.547	6	5.170	34
Y1.5	4.120	0.882	57.228	-0.365	-0.297	1.608	2	5.162	52
Y1.6	4.053	0.722	68.801	-0.119	0.256	2.410	9	5.153	34
Y2.1	4.033	0.709	69.704	-0.169	0.641	1.760	1	5.155	31

Lampiran 4 (Lanjutan)

Y2.2	4.060	0.678	73.358	-0.107	0.487	2.419	7	5.130	32
Y2.3	3.800	0.890	52.298	-0.223	-0.145	1.347	2	5.156	29

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	-0.679	0.497	1.902	0.057	4.077	0.130
X1.2	-0.260	0.795	2.137	0.033	4.633	0.099
X1.3	-0.567	0.571	2.086	0.037	4.672	0.097
X1.4	-0.487	0.626	0.295	0.768	0.324	0.850
X1.5	-0.708	0.479	-0.693	0.488	0.982	0.612
X1.6	-1.153	0.249	0.894	0.371	2.128	0.345
X1.7	-0.858	0.391	-0.659	0.510	1.172	0.557
X1.8	-0.944	0.345	-0.031	0.975	0.892	0.640
X1.9	-1.065	0.287	0.168	0.866	1.163	0.559
X1.10	-0.953	0.341	-0.567	0.571	1.230	0.541
X2.1	1.002	0.316	-0.303	0.762	1.096	0.578
X2.2	0.151	0.880	-1.535	0.125	2.378	0.304
Y1.1	-1.060	0.289	0.653	0.514	1.550	0.461
Y1.2	-1.065	0.287	0.516	0.606	1.400	0.497
Y1.3	-1.576	0.115	-0.629	0.529	2.878	0.237
Y1.4	-0.659	0.510	-2.342	0.019	5.919	0.052

Y1.5	-1.839	0.066	-0.740	0.459	3.929	0.140

Lampiran 4 (Lanjutan)

Y1.6	-0.616	0.538	0.776	0.438	0.980	0.612
Y2.1	-0.870	0.385	1.506	0.132	3.023	0.221
Y2.2	-0.550	0.582	1.235	0.217	1.829	0.401
Y2.3	-1.143	0.253	-0.244	0.807	1.366	0.505

Relative Multivariate Kurtosis = 1.074

Test of Multivariate Normality for Continuous Variables

Skewness			Kurtosis			Skewness and Kurtosis	
Value	Z-Score	P-Value	Value	Z-Score	P-Value	Chi-Square	P-Value
118.258	16.640	0.000	518.572	6.000	0.000	312.894	0.000

DATE: 7/ 4/2013
TIME: 16:11

L I S R E L 8.70

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file D:\SKRIPSI12\SINTAX.spl:

```
STORE ATTITUDE
OBSERVED VARIABLE X1.1 X1.2 X1.3 X1.4 X1.5 X1.6 X1.7 X1.8
X1.9 X1.10 X2.1 X2.2 Y1.1 Y1.2 Y1.3 Y1.4 Y1.5 Y1.6 Y2.1 Y2.2 Y2.3
COVARIANCE MATRIX FROM FILE
D:\SKRIPSI12\COVARIANCES.COV
SAMPLE SIZE 150
LATENT VARIABLES SA SL IS ST
RELATIONSHIPS:
X1.1=1*SA
X1.2-X1.10=SA
X2.1=1*SL
X2.2=SL
Y1.1=1*IS
Y1.2-Y1.6=IS
Y2.1=1*ST
Y2.2-Y2.3=ST
```

Lampiran 5 (lanjutan)

IS=SA
ST=IS SL
OPTIONS: SS SC EF RS AD=OFF
PATH DIAGRAM
END OF PROGRAM

Sample Size = 150

STORE ATTITUDE

Covariance Matrix

	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6
Y1.1	0.85					
Y1.2	0.19	0.63				
Y1.3	0.16	0.36	0.78			
Y1.4	0.21	0.10	0.08	1.56		
Y1.5	0.32	0.21	0.24	0.16	0.78	
Y1.6	0.30	0.26	0.19	0.18	0.33	0.52
Y2.1	0.17	0.23	0.26	0.08	0.10	0.16
Y2.2	0.20	0.25	0.22	0.07	0.14	0.26
Y2.3	0.24	0.17	0.08	0.26	0.20	0.26
X1.1	0.13	0.15	0.16	0.04	0.10	0.09
X1.2	0.18	0.15	0.12	0.15	0.11	0.17
X1.3	0.16	0.05	0.14	0.15	0.03	0.09
X1.4	0.37	0.27	0.23	0.27	0.28	0.35
X1.5	0.36	0.25	0.22	0.26	0.24	0.28
X1.6	0.26	0.24	0.09	0.04	0.13	0.28
X1.7	0.36	0.20	0.22	0.02	0.25	0.28
X1.8	0.32	0.12	0.21	0.14	0.22	0.24
X1.9	0.47	0.30	0.25	0.09	0.30	0.37
X1.10	0.41	0.23	0.31	0.13	0.20	0.36
X2.1	0.29	0.27	0.20	0.40	-0.04	0.16
X2.2	0.34	0.14	0.09	0.80	0.13	0.15

Lampiran 5 (lanjutan)

Covariance Matrix

	Y2.1	Y2.2	Y2.3	X1.1	X1.2	X1.3
Y2.1	0.50					
Y2.2	0.28	0.46				
Y2.3	0.19	0.29	0.79			
X1.1	0.20	0.12	0.11	0.48		
X1.2	0.17	0.11	0.14	0.32	0.45	
X1.3	0.14	0.12	0.15	0.16	0.22	0.52
X1.4	0.20	0.23	0.30	0.13	0.22	0.19
X1.5	0.16	0.18	0.26	0.14	0.19	0.16
X1.6	0.17	0.15	0.32	0.19	0.18	0.17
X1.7	0.16	0.16	0.38	0.20	0.13	0.13
X1.8	0.14	0.15	0.23	0.21	0.20	0.27
X1.9	0.24	0.25	0.25	0.11	0.12	0.16
X1.10	0.22	0.26	0.34	0.10	0.14	0.23
X2.1	0.30	0.23	0.26	0.10	0.13	0.25
X2.2	0.14	0.18	0.29	0.09	0.13	0.14

Covariance Matrix

	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9
X1.4	0.72					
X1.5	0.50	0.72				
X1.6	0.36	0.35	0.70			
X1.7	0.28	0.46	0.50	1.00		
X1.8	0.23	0.37	0.29	0.47	0.82	
X1.9	0.29	0.35	0.34	0.42	0.59	1.02
X1.10	0.35	0.39	0.39	0.38	0.42	0.66
X2.1	0.19	0.21	0.24	0.09	0.30	0.48
X2.2	0.28	0.30	0.01	0.06	0.23	0.27

Lampiran 5 (lanjutan)

Covariance Matrix

	X1.10	X2.1	X2.2
X1.10	0.95		
X2.1	0.51	1.34	
X2.2	0.24	0.54	1.28

STORE ATTITUDE

Number of Iterations = 50

LISREL Estimates (Maximum Likelihood)

Measurement Equations

Y1.1 = 1.00*IS, Errorvar.= 0.54 , R^2 = 0.37
(0.070)
7.78

Y1.2 = 0.85*IS, Errorvar.= 0.41 , R^2 = 0.36
(0.14) (0.052)
5.90 7.81

Y1.3 = 0.77*IS, Errorvar.= 0.60 , R^2 = 0.24
(0.15) (0.073)
5.00 8.18

Y1.4 = 0.52*IS, Errorvar.= 1.47 , R^2 = 0.054
(0.20) (0.17)
2.57 8.55

Y1.5 = 0.88*IS, Errorvar.= 0.54 , R^2 = 0.31
(0.16) (0.067)
5.58 7.97

Lampiran 5 (lanjutan)

Y1.6 = 1.02*IS, Errorvar.= 0.19 , R^2 = 0.63
(0.14) (0.032)
7.15 6.07

Y2.1 = 1.00*ST, Errorvar.= 0.28 , R^2 = 0.45
(0.040)
6.98

Y2.2 = 1.18*ST, Errorvar.= 0.14 , R^2 = 0.69
(0.16) (0.034)
7.50 4.29

Y2.3 = 1.10*ST, Errorvar.= 0.52 , R^2 = 0.35
(0.18) (0.068)
6.06 7.60

X1.1 = 1.00*SA, Errorvar.= 0.39 , R^2 = 0.17
(0.047)
8.42

X1.2 = 1.13*SA, Errorvar.= 0.35 , R^2 = 0.23
(0.28) (0.042)
4.04 8.33

X1.3 = 1.11*SA, Errorvar.= 0.42 , R^2 = 0.20
(0.29) (0.050)
3.85 8.39

X1.4 = 2.04*SA, Errorvar.= 0.39 , R^2 = 0.47
(0.43) (0.050)
4.71 7.75

X1.5 = 2.19*SA, Errorvar.= 0.33 , R^2 = 0.54
(0.45) (0.045)
4.83 7.45

Lampiran 5 (lanjutan)

X1.6 = 1.96*SA, Errorvar.= 0.39 , R^2 = 0.45
(0.42) (0.050)
4.67 7.81

X1.7 = 2.20*SA, Errorvar.= 0.61 , R^2 = 0.39
(0.48) (0.076)
4.56 7.97

X1.8 = 2.10*SA, Errorvar.= 0.46 , R^2 = 0.44
(0.45) (0.058)
4.66 7.83

X1.9 = 2.44*SA, Errorvar.= 0.54 , R^2 = 0.48
(0.52) (0.069)
4.73 7.72

X1.10 = 2.42*SA, Errorvar.= 0.48 , R^2 = 0.50
(0.51) (0.062)
4.77 7.62

X2.1 = 1.00*SL, Errorvar.= 0.57 , R^2 = 0.57
(0.20)
2.92

X2.2 = 0.71*SL, Errorvar.= 0.89 , R^2 = 0.30
(0.18) (0.14)
3.87 6.38

Structural Equations

IS = 1.65*SA, Errorvar.= 0.089 , R^2 = 0.72
(0.38) (0.030)
4.29 2.93

ST = 0.54*IS + 0.14*SL, Errorvar.= 0.088 , R^2 = 0.61
(0.12) (0.067) (0.026)
4.61 2.02 3.32

Lampiran 5 (lanjutan)

Reduced Form Equations

IS = 1.65*SA + 0.0*SL, Errorvar.= 0.089, R^2 = 0.72
(0.38)
4.29

ST = 0.90*SA + 0.14*SL, Errorvar.= 0.11, R^2 = 0.50
(0.24) (0.067)
3.68 2.02

Covariance Matrix of Independent Variables

	SA	SL
SA	0.08	
	(0.03)	
	2.51	
SL	0.13	0.77
	(0.04)	(0.23)
	3.37	3.32

Covariance Matrix of Latent Variables

	IS	ST	SA	SL
IS	0.31			
ST	0.20	0.23		
SA	0.13	0.09	0.08	
SL	0.22	0.22	0.13	0.77

Lampiran 5 (lanjutan)

Goodness of Fit Statistics

Degrees of Freedom = 185
Minimum Fit Function Chi-Square = 658.84 (P = 0.0)
Normal Theory Weighted Least Squares Chi-Square = 610.29 (P = 0.0)
Estimated Non-centrality Parameter (NCP) = 425.29
90 Percent Confidence Interval for NCP = (354.19 ; 503.99)

Minimum Fit Function Value = 4.42
Population Discrepancy Function Value (F0) = 2.85
90 Percent Confidence Interval for F0 = (2.38 ; 3.38)
Root Mean Square Error of Approximation (RMSEA) = 0.12
90 Percent Confidence Interval for RMSEA = (0.11 ; 0.14)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 4.71
90 Percent Confidence Interval for ECVI = (4.24 ; 5.24)
ECVI for Saturated Model = 3.10
ECVI for Independence Model = 23.01

Chi-Square for Independence Model with 210 Degrees of Freedom = 3386.50
Independence AIC = 3428.50
Model AIC = 702.29
Saturated AIC = 462.00
Independence CAIC = 3512.73
Model CAIC = 886.78
Saturated CAIC = 1388.46

Normed Fit Index (NFI) = 0.81
Non-Normed Fit Index (NNFI) = 0.83
Parsimony Normed Fit Index (PNFI) = 0.71
Comparative Fit Index (CFI) = 0.85
Incremental Fit Index (IFI) = 0.85
Relative Fit Index (RFI) = 0.78

Critical N (CN) = 53.62

Lampiran 5 (lanjutan)

Root Mean Square Residual (RMR) = 0.085
Standardized RMR = 0.096
Goodness of Fit Index (GFI) = 0.72
Adjusted Goodness of Fit Index (AGFI) = 0.65
Parsimony Goodness of Fit Index (PGFI) = 0.58

STORE ATTITUDE

Fitted Covariance Matrix

	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6
Y1.1	0.85					
Y1.2	0.27	0.63				
Y1.3	0.24	0.20	0.78			
Y1.4	0.16	0.14	0.13	1.56		
Y1.5	0.27	0.23	0.21	0.14	0.78	
Y1.6	0.32	0.27	0.25	0.17	0.28	0.52
Y2.1	0.20	0.17	0.15	0.10	0.17	0.20
Y2.2	0.23	0.20	0.18	0.12	0.21	0.24
Y2.3	0.22	0.19	0.17	0.11	0.19	0.22
X1.1	0.13	0.11	0.10	0.07	0.12	0.14
X1.2	0.15	0.13	0.12	0.08	0.13	0.16
X1.3	0.15	0.13	0.12	0.08	0.13	0.15
X1.4	0.27	0.23	0.21	0.14	0.24	0.28
X1.5	0.29	0.25	0.23	0.15	0.26	0.30
X1.6	0.26	0.22	0.20	0.14	0.23	0.27
X1.7	0.30	0.25	0.23	0.15	0.26	0.30
X1.8	0.28	0.24	0.22	0.15	0.25	0.29
X1.9	0.33	0.28	0.25	0.17	0.29	0.34
X1.10	0.33	0.28	0.25	0.17	0.29	0.33
X2.1	0.22	0.19	0.17	0.11	0.19	0.22
X2.2	0.16	0.13	0.12	0.08	0.14	0.16

Lampiran 5 (lanjutan)

Fitted Covariance Matrix

	Y2.1	Y2.2	Y2.3	X1.1	X1.2	X1.3
Y2.1	0.50					
Y2.2	0.27	0.46				
Y2.3	0.25	0.29	0.79			
X1.1	0.09	0.11	0.10	0.48		
X1.2	0.10	0.12	0.11	0.09	0.45	
X1.3	0.10	0.12	0.11	0.09	0.10	0.52
X1.4	0.19	0.22	0.20	0.17	0.19	0.18
X1.5	0.20	0.24	0.22	0.18	0.20	0.20
X1.6	0.18	0.21	0.20	0.16	0.18	0.18
X1.7	0.20	0.24	0.22	0.18	0.20	0.20
X1.8	0.19	0.23	0.21	0.17	0.19	0.19
X1.9	0.22	0.26	0.24	0.20	0.23	0.22
X1.10	0.22	0.26	0.24	0.20	0.22	0.22
X2.1	0.22	0.26	0.25	0.13	0.15	0.15
X2.2	0.16	0.19	0.18	0.09	0.11	0.10

Fitted Covariance Matrix

	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9
X1.4	0.72					
X1.5	0.36	0.72				
X1.6	0.33	0.35	0.70			
X1.7	0.37	0.39	0.35	1.00		
X1.8	0.35	0.38	0.34	0.38	0.82	
X1.9	0.41	0.44	0.39	0.44	0.42	1.02
X1.10	0.40	0.43	0.39	0.43	0.41	0.48
X2.1	0.27	0.29	0.26	0.29	0.28	0.32
X2.2	0.19	0.21	0.18	0.21	0.20	0.23

Lampiran 5 (lanjutan)

Fitted Covariance Matrix

	X1.10	X2.1	X2.2
X1.10	0.95		
X2.1	0.32	1.34	
X2.2	0.23	0.55	1.28

Fitted Residuals

	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6
Y1.1	0.00					
Y1.2	-0.08	0.00				
Y1.3	-0.08	0.15	0.00			
Y1.4	0.05	-0.04	-0.04	0.00		
Y1.5	0.05	-0.03	0.03	0.02	0.00	
Y1.6	-0.02	-0.01	-0.06	0.01	0.05	0.00
Y2.1	-0.03	0.06	0.11	-0.03	-0.07	-0.04
Y2.2	-0.03	0.05	0.04	-0.05	-0.06	0.02
Y2.3	0.02	-0.01	-0.09	0.14	0.01	0.04
X1.1	0.00	0.04	0.06	-0.03	-0.02	-0.04
X1.2	0.03	0.02	0.00	0.07	-0.02	0.02
X1.3	0.01	-0.08	0.03	0.07	-0.10	-0.06
X1.4	0.09	0.04	0.02	0.13	0.04	0.07
X1.5	0.07	0.00	-0.01	0.11	-0.02	-0.02
X1.6	0.00	0.02	-0.11	-0.09	-0.10	0.01
X1.7	0.06	-0.05	0.00	-0.14	-0.01	-0.02
X1.8	0.03	-0.12	-0.01	-0.01	-0.03	-0.05
X1.9	0.14	0.02	0.00	-0.08	0.02	0.04
X1.10	0.08	-0.04	0.06	-0.04	-0.08	0.03
X2.1	0.08	0.09	0.03	0.28	-0.23	-0.07
X2.2	0.18	0.01	-0.03	0.71	0.00	-0.01

Lampiran 5 (lanjutan)

Fitted Residuals

	Y2.1	Y2.2	Y2.3	X1.1	X1.2	X1.3
Y2.1	0.00					
Y2.2	0.01	0.00				
Y2.3	-0.06	0.00	0.00			
X1.1	0.11	0.01	0.01	0.00		
X1.2	0.07	-0.01	0.03	0.23	0.00	
X1.3	0.04	0.00	0.03	0.07	0.11	0.00
X1.4	0.01	0.01	0.10	-0.04	0.03	0.01
X1.5	-0.04	-0.05	0.04	-0.04	-0.01	-0.03
X1.6	-0.01	-0.06	0.12	0.03	0.00	0.00
X1.7	-0.04	-0.08	0.16	0.02	-0.07	-0.07
X1.8	-0.05	-0.08	0.01	0.03	0.00	0.08
X1.9	0.02	-0.01	0.01	-0.08	-0.10	-0.06
X1.10	0.00	0.00	0.10	-0.09	-0.08	0.01
X2.1	0.07	-0.04	0.02	-0.04	-0.02	0.10
X2.2	-0.02	0.00	0.11	0.00	0.02	0.03

Fitted Residuals

	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9
X1.4	0.00					
X1.5	0.14	0.00				
X1.6	0.04	0.00	0.00			
X1.7	-0.09	0.07	0.15	0.00		
X1.8	-0.12	-0.01	-0.05	0.09	0.00	
X1.9	-0.12	-0.09	-0.05	-0.02	0.17	0.00
X1.10	-0.05	-0.04	0.00	-0.05	0.01	0.18
X2.1	-0.08	-0.08	-0.02	-0.20	0.02	0.15
X2.2	0.09	0.09	-0.18	-0.15	0.03	0.04

Lampiran 5 (lanjutan)

Fitted Residuals

	X1.10	X2.1	X2.2
X1.10	0.00		
X2.1	0.19	0.00	
X2.2	0.01	0.00	0.00

Summary Statistics for Fitted Residuals

Smallest Fitted Residual = -0.23
Median Fitted Residual = 0.00
Largest Fitted Residual = 0.71

Standardized Residuals

	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6
Y1.1	- -					
Y1.2	-2.35	- -				
Y1.3	-1.98	4.11	- -			
Y1.4	0.72	-0.63	-0.55	- -		
Y1.5	1.16	-0.74	0.72	0.32	- -	
Y1.6	-0.81	-0.44	-2.64	0.26	2.62	- -
Y2.1	-0.80	2.07	2.85	-0.48	-2.01	-2.08
Y2.2	-1.08	1.99	1.26	-0.98	-2.19	1.52
Y2.3	0.36	-0.29	-1.82	1.84	0.14	1.28
X1.1	-0.06	1.05	1.37	-0.49	-0.45	-1.70
X1.2	0.73	0.72	0.02	1.20	-0.58	0.74
X1.3	0.30	-2.19	0.68	1.11	-2.52	-2.39
X1.4	2.28	1.10	0.44	1.93	1.01	2.78
X1.5	1.73	-0.13	-0.28	1.72	-0.51	-0.95
X1.6	-0.05	0.44	-2.65	-1.42	-2.55	0.22
X1.7	1.29	-1.10	-0.08	-1.66	-0.24	-0.61
X1.8	0.77	-3.11	-0.15	-0.17	-0.78	-1.94
X1.9	2.91	0.46	-0.04	-1.04	0.33	1.27
X1.10	1.85	-1.12	1.28	-0.55	-1.84	0.93
X2.1	1.10	1.46	0.43	2.61	-3.47	-1.47
X2.2	2.56	0.20	-0.37	6.55	-0.05	-0.14

Lampiran 5 (lanjutan)

Standardized Residuals

	Y2.1	Y2.2	Y2.3	X1.1	X1.2	X1.3
Y2.1	0.02					
Y2.2	2.10	0.02				
Y2.3	-2.37	0.10	0.02			
X1.1	3.41	0.50	0.23	- -		
X1.2	2.25	-0.47	0.66	7.79	- -	
X1.3	1.27	-0.01	0.77	2.23	3.74	- -
X1.4	0.31	0.30	2.08	-1.21	1.03	0.18
X1.5	-1.18	-1.92	0.89	-1.43	-0.50	-1.20
X1.6	-0.36	-2.16	2.68	0.93	0.12	-0.12
X1.7	-0.90	-2.16	2.80	0.66	-1.94	-1.71
X1.8	-1.41	-2.59	0.30	1.05	0.04	2.40
X1.9	0.50	-0.27	0.11	-2.43	-3.11	-1.75
X1.10	0.08	0.01	1.92	-2.84	-2.74	0.42
X2.1	1.86	-1.52	0.31	-0.68	-0.44	1.91
X2.2	-0.51	-0.15	1.78	-0.08	0.36	0.61

Standardized Residuals

	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9
X1.4	- -					
X1.5	5.53	- -				
X1.6	1.26	0.10	- -			
X1.7	-2.51	2.21	4.26	- -		
X1.8	-3.85	-0.29	-1.53	2.30	- -	
X1.9	-3.63	-3.02	-1.55	-0.45	4.78	- -
X1.10	-1.80	-1.34	0.02	-1.36	0.16	5.05
X2.1	-1.55	-1.70	-0.42	-3.05	0.32	2.57
X2.2	1.56	1.83	-3.28	-2.15	0.50	0.56

Lampiran 5 (lanjutan)

Standardized Residuals

	X1.10	X2.1	X2.2
X1.10	- -		
X2.1	3.33	- -	
X2.2	0.20	-0.81	- -

Summary Statistics for Standardized Residuals

Largest Negative Standardized Residuals

Residual for	Y1.6 and	Y1.3	-2.64
Residual for	X1.6 and	Y1.3	-2.65
Residual for	X1.8 and	Y1.2	-3.11
Residual for	X1.8 and	Y2.2	-2.59
Residual for	X1.8 and	X1.4	-3.85
Residual for	X1.9 and	X1.2	-3.11
Residual for	X1.9 and	X1.4	-3.63
Residual for	X1.9 and	X1.5	-3.02
Residual for	X1.10 and	X1.1	-2.84
Residual for	X1.10 and	X1.2	-2.74
Residual for	X2.1 and	Y1.5	-3.47
Residual for	X2.1 and	X1.7	-3.05
Residual for	X2.2 and	X1.6	-3.28

Largest Positive Standardized Residuals

Residual for	Y1.3 and	Y1.2	4.11
Residual for	Y1.6 and	Y1.5	2.62
Residual for	Y2.1 and	Y1.3	2.85
Residual for	X1.1 and	Y2.1	3.41
Residual for	X1.2 and	X1.1	7.79
Residual for	X1.3 and	X1.2	3.74
Residual for	X1.4 and	Y1.6	2.78
Residual for	X1.5 and	X1.4	5.53
Residual for	X1.6 and	Y2.3	2.68
Residual for	X1.7 and	Y2.3	2.80
Residual for	X1.7 and	X1.6	4.26
Residual for	X1.9 and	Y1.1	2.91
Residual for	X1.9 and	X1.8	4.78

Lampiran 5 (lanjutan)

Residual for	X1.10 and	X1.9	5.05
Residual for	X2.1 and	Y1.4	2.61
Residual for	X2.1 and	X1.10	3.33
Residual for	X2.2 and	Y1.4	6.55

STORE ATTITUDE

Standardized Solution

LAMBDA-Y

	IS	ST
Y1.1	0.56	- -
Y1.2	0.48	- -
Y1.3	0.43	- -
Y1.4	0.29	- -
Y1.5	0.49	- -
Y1.6	0.57	- -
Y2.1	- -	0.48
Y2.2	- -	0.56
Y2.3	- -	0.52

LAMBDA-X

	SA	SL
X1.1	0.29	- -
X1.2	0.32	- -
X1.3	0.32	- -
X1.4	0.58	- -
X1.5	0.63	- -
X1.6	0.56	- -
X1.7	0.63	- -
X1.8	0.60	- -
X1.9	0.70	- -
X1.10	0.69	- -
X2.1	- -	0.88
X2.2	- -	0.62

Lampiran 5 (lanjutan)

BETA

	IS	ST
IS	- -	- -
ST	0.64	- -

GAMMA

	SA	SL
IS	0.85	- -
ST	- -	0.25

Correlation Matrix of ETA and KSI

	IS	ST	SA	SL
IS	1.00			
ST	0.75	1.00		
SA	0.85	0.67	1.00	
SL	0.45	0.54	0.53	1.00

Lampiran 5 (lanjutan)

PSI
Note: This matrix is diagonal.

IS	ST
0.28	0.39

Regression Matrix ETA on KSI (Standardized)

	SA	SL
IS	0.85	- -
ST	0.54	0.25

STORE ATTITUDE

Completely Standardized Solution

LAMBDA-Y

	IS	ST
Y1.1	0.60	- -
Y1.2	0.60	- -
Y1.3	0.49	- -
Y1.4	0.23	- -
Y1.5	0.56	- -
Y1.6	0.79	- -
Y2.1	- -	0.67
Y2.2	- -	0.83
Y2.3	- -	0.59

Lampiran 5 (lanjutan)

LAMBDA-X

	SA	SL
X1.1	0.41	- -
X1.2	0.48	- -
X1.3	0.44	- -
X1.4	0.68	- -
X1.5	0.73	- -
X1.6	0.67	- -
X1.7	0.63	- -
X1.8	0.66	- -
X1.9	0.69	- -
X1.10	0.71	- -
X2.1	- -	0.76
X2.2	- -	0.55

BETA

	IS	ST
IS	- -	- -
ST	0.64	- -

GAMMA

	SA	SL
IS	0.85	- -
ST	- -	0.25

Correlation Matrix of ETA and KSI

	IS	ST	SA	SL
IS	1.00			
ST	0.75	1.00		
SA	0.85	0.67	1.00	
SL	0.45	0.54	0.53	1.00

Lampiran 5 (lanjutan)

PSI
Note: This matrix is diagonal.

IS	ST
0.28	0.39

THETA-EPS

Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6
0.63	0.64	0.76	0.95	0.69	0.37

THETA-EPS

Y2.1	Y2.2	Y2.3
0.55	0.31	0.65

THETA-DELTA

X1.1	X1.2	X1.3	X1.4	X1.5	X1.6
0.83	0.77	0.80	0.53	0.46	0.55

THETA-DELTA

X1.7	X1.8	X1.9	X1.10	X2.1	X2.2
0.61	0.56	0.52	0.50	0.43	0.70

Regression Matrix ETA on KSI (Standardized)

	SA	SL
IS	0.85	- -
ST	0.54	0.25

Lampiran 5 (lanjutan)

STORE ATTITUDE

Total and Indirect Effects

Total Effects of KSI on ETA

	SA	SL
IS	1.65	- -
	(0.38)	
	4.29	
ST	0.90	0.14
	(0.24)	(0.07)
	3.68	2.02

Indirect Effects of KSI on ETA

	SA	SL
IS	- -	- -
ST	0.90	- -
	(0.24)	
	3.68	

Total Effects of ETA on ETA

	IS	ST
IS	- -	- -
ST	0.54	- -
	(0.12)	
	4.61	

Lampiran 5 (lanjutan)

Largest Eigenvalue of B*B' (Stability Index) is 0.294

Total Effects of ETA on Y

	IS	ST
Y1.1	1.00	- -
Y1.2	0.85	- -
	(0.14)	
	5.90	
Y1.3	0.77	- -
	(0.15)	
	5.00	
Y1.4	0.52	- -
	(0.20)	
	2.57	
Y1.5	0.88	- -
	(0.16)	
	5.58	
Y1.6	1.02	- -
	(0.14)	
	7.15	
Y2.1	0.54	1.00
	(0.12)	
	4.61	
Y2.2	0.64	1.18
	(0.13)	(0.16)
	5.03	7.50
Y2.3	0.60	1.10
	(0.14)	(0.18)
	4.37	6.06

Lampiran 5 (lanjutan)

Indirect Effects of ETA on Y

	IS	ST
Y1.1	- -	- -
Y1.2	- -	- -
Y1.3	- -	- -
Y1.4	- -	- -
Y1.5	- -	- -
Y1.6	- -	- -
Y2.1	0.54 (0.12) 4.61	- -
Y2.2	0.64 (0.13) 5.03	- -
Y2.3	0.60 (0.14) 4.37	- -

Lampiran 5 (lanjutan)

Total Effects of KSI on Y

	SA	SL
Y1.1	1.65	- -
	(0.38)	
	4.29	
Y1.2	1.41	- -
	(0.33)	
	4.27	
Y1.3	1.27	- -
	(0.33)	
	3.89	
Y1.4	0.86	- -
	(0.36)	
	2.38	
Y1.5	1.45	- -
	(0.35)	
	4.14	
Y1.6	1.69	- -
	(0.36)	
	4.71	
Y2.1	0.90	0.14
	(0.24)	(0.07)
	3.68	2.02
Y2.2	1.06	0.16
	(0.27)	(0.08)
	3.88	2.05
Y2.3	0.99	0.15
	(0.28)	(0.08)
	3.55	2.00

Lampiran 5 (lanjutan)

STORE ATTITUDE

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	SA	SL
IS	0.85	- -
ST	0.54	0.25

Standardized Indirect Effects of KSI on ETA

	SA	SL
IS	- -	- -
ST	0.54	- -

Standardized Total Effects of ETA on ETA

	IS	ST
IS	- -	- -
ST	0.64	- -

Standardized Total Effects of ETA on Y

	IS	ST
Y1.1	0.56	- -
Y1.2	0.48	- -
Y1.3	0.43	- -
Y1.4	0.29	- -
Y1.5	0.49	- -
Y1.6	0.57	- -
Y2.1	0.30	0.48
Y2.2	0.36	0.56
Y2.3	0.33	0.52

Lampiran 5 (lanjutan)

Completely Standardized Total Effects of ETA on Y

	IS	ST
Y1.1	0.60	- -
Y1.2	0.60	- -
Y1.3	0.49	- -
Y1.4	0.23	- -
Y1.5	0.56	- -
Y1.6	0.79	- -
Y2.1	0.43	0.67
Y2.2	0.53	0.83
Y2.3	0.37	0.59

Standardized Indirect Effects of ETA on Y

	IS	ST
Y1.1	- -	- -
Y1.2	- -	- -
Y1.3	- -	- -
Y1.4	- -	- -
Y1.5	- -	- -
Y1.6	- -	- -
Y2.1	0.30	- -
Y2.2	0.36	- -
Y2.3	0.33	- -

Lampiran 5 (lanjutan)

Completely Standardized Indirect Effects of ETA on Y

	IS	ST
Y1.1	- -	- -
Y1.2	- -	- -
Y1.3	- -	- -
Y1.4	- -	- -
Y1.5	- -	- -
Y1.6	- -	- -
Y2.1	0.43	- -
Y2.2	0.53	- -
Y2.3	0.37	- -

Standardized Total Effects of KSI on Y

	SA	SL
Y1.1	0.47	- -
Y1.2	0.40	- -
Y1.3	0.36	- -
Y1.4	0.25	- -
Y1.5	0.41	- -
Y1.6	0.48	- -
Y2.1	0.26	0.12
Y2.2	0.30	0.14
Y2.3	0.28	0.13

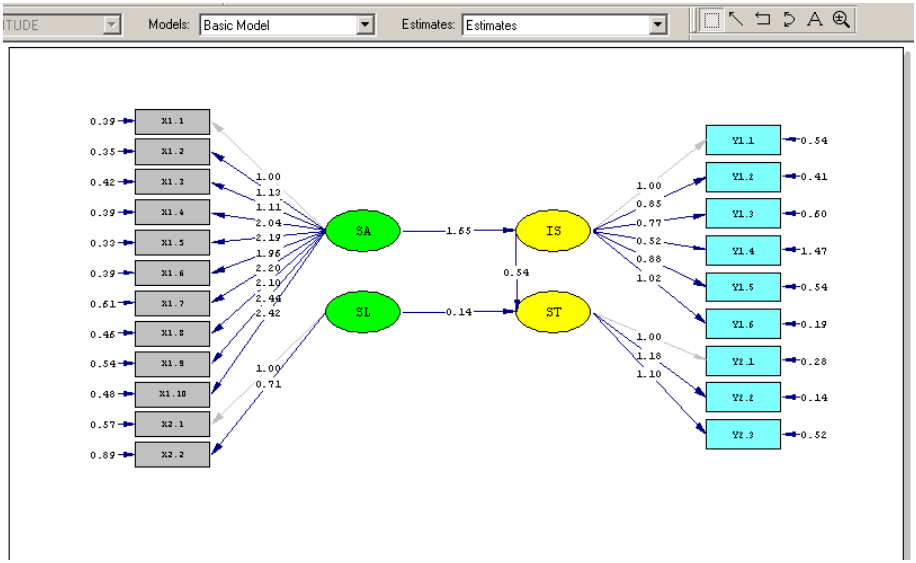
Lampiran 5 (lanjutan)

Completely Standardized Total Effects of KSI on Y

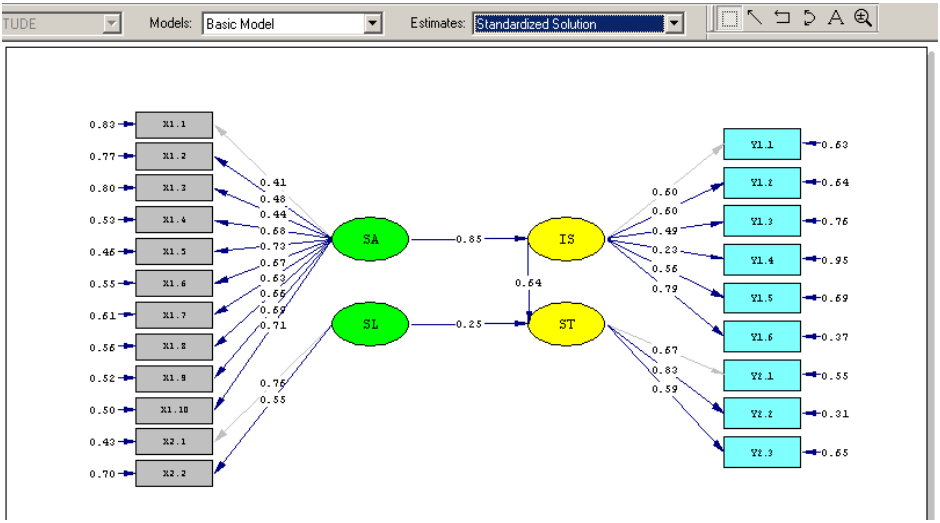
	SA	SL
Y1.1	0.51	- -
Y1.2	0.51	- -
Y1.3	0.41	- -
Y1.4	0.20	- -
Y1.5	0.47	- -
Y1.6	0.67	- -
Y2.1	0.36	0.17
Y2.2	0.45	0.21
Y2.3	0.32	0.15

Time used: 0.391 Seconds

Lampiran 6


TUDE
Models:
Basic Model
Estimates:
Estimates
SA
SL
IS
ST
0.54
1.65
0.14
X1.1
X1.2
X1.3
X1.4
X1.5
X1.6
X1.7
X1.8
X1.9
X1.10
X2.1
X2.2
Y1.1
Y1.2
Y1.3
Y1.4
Y1.5
Y1.6
Y2.1
Y2.2
Y2.3

Lampiran 6 (Lanjutan)



Lampiran 6 (Lanjutan)