

## LAMPIRAN I

### KUESIONER PENELITIAN

#### **PENGARUH ATRIBUT PRODUK DAN KUALITAS JASA TERHADAP KEPUASAN PELANGGAN SERTA DAMPAKNYA PADA LOYALITAS PELANGGAN JASA TRANSPORTASI DARAT CV. PARADEP TAXI MEDAN**

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Responden yang terhormat,

Saya adalah mahasiswa Sekolah Pascasarjana Universitas Sumatera Utara Magister Ilmu Manajemen yang mengadakan penelitian dengan judul “Pengaruh Atribut Produk dan Kualitas Jasa Terhadap Kepuasan Pelanggan serta Dampaknya pada Loyalitas Pelanggan Jasa Transportasi Darat CV. Paradep Taxi Medan”. Untuk mendapatkan hasil yang sesuai dengan objektivitas, maka saya mengharapkan responden dapat mengisi kuesioner ini secara lengkap dan benar. Semua informasi yang saya terima bersifat rahasia dan hanya digunakan untuk kepentingan akademis semata. Atas perhatian dan kerjasamanya saya ucapkan terima kasih.

#### **A. PETUNJUK PENGISIAN**

1. Pilih salah satu opsi jawaban dan beri tanda silang (X) menurut Saudara.
2. Jika sudah selesai harap kuesioner dikembalikan.

#### **B. IDENTITAS RESPONDEN**

1. Jenis Kelamin :
  - a. Pria
  - b. Perempuan
2. Usia saat ini :
  - a. Di bawah usia 20 tahun
  - b. Usia 21 tahun – 30 tahun
  - c. Usia 31 tahun – 40 tahun
  - d. Usia 41 tahun – 50 tahun
  - e. Di atas usia 50 tahun
3. Pekerjaan saat ini :
  - a. Pelajar/mahasiswa
  - b. Pegawai Negeri Sipil
  - c. Pegawai BUMN/Swasta
  - d. Wiraswasta

4. Penghasilan Anda per bulan :
  - a. Belum memiliki penghasilan
  - b. Rp 1.000.000., s/d Rp 2.000.000.,
  - c. Rp 3.000.000., s/d Rp 4.000.000.,
  - d. Di atas Rp 4.000.000.,
  
5. Lama menjadi pelanggan CV. Paradep Travel :
  - a. Kurang dari 3 bulan
  - b. Sekitar 6 bulan
  - c. Sekitar 1 tahun
  - d. Lebih dari 1 tahun
  
6. Intensitas anda menggunakan jasa CV. Paradep Travel:
  - a. Minimal dua kali
  - b. Tiga kali
  - c. Empat kali
  - d. Lebih dari empat kali

**C. PERNYATAAN KUESIONER**

**1. ATRIBUT PRODUK (X<sub>1</sub>)**

NO	PERNYATAAN	PILIHAN JAWABAN				
		SANGAT TIDAK SETUJU	TIDAK SETUJU	KURANG SETUJU	SETUJU	SANGAT SETUJU
		1	2	3	4	5
1	Menurut saya CV. Paradep Taxi mengutamakan mutu armada (produk) untuk menarik pelanggan					
2	Menurut saya CV. Paradep Taxi memiliki ciri pada jenis minibus sebagai armada untuk membedakan perusahaan dengan pesaing					
3	Menurut saya CV. Paradep Taxi memiliki armada yang bervariasi sehingga pelanggan dapat memilih desain armada sesuai keinginan					

## 2. KUALITAS JASA (X<sub>2</sub>)

NO	PERNYATAAN	PILIHAN JAWABAN				
		SANGAT TIDAK SETUJU	TIDAK SETUJU	KURANG SETUJU	SETUJU	SANGAT SETUJU
		1	2	3	4	5
1	Menurut saya karyawan CV. Paradep Taxi mampu berkomunikasi baik dengan pelanggan					
2	Menurut saya sikap karyawan CV. Paradep Taxi dapat membuat pelanggan merasa aman					
3	Menurut saya karyawan CV. Paradep Taxi berpenampilan rapi setiap bekerja					
4	Menurut saya karyawan CV. Paradep Taxi selalu memberikan perhatian atas kebutuhan pelanggan					
5	Menurut saya karyawan CV. Paradep Taxi memberikan tindakan yang cepat dalam merespon keluhan pelanggan					
6	Menurut saya karyawan CV. Paradep Taxi berusaha untuk tidak melakukan kesalahan saat melayani pelanggan					

## 3. KEPUASAN PELANGGAN (Y<sub>1</sub>)

NO	PERNYATAAN	PILIHAN JAWABAN				
		SANGAT TIDAK SETUJU	TIDAK SETUJU	KURANG SETUJU	SETUJU	SANGAT SETUJU
		1	2	3	4	5
1	Menurut saya CV. Paradep Taxi dalam memuaskan pelanggan melalui kualitas produk					

2	Menurut saya untuk memuaskan pelanggan CV. Paradep Taxi selalu menawarkan pelayanan berkualitas					
3	Tariff yang ditawarkan CV. Paradep Taxi sesuai dengan harapan pelanggan					

#### 4. LOYALITAS PELANGGAN (Y<sub>2</sub>)

NO	PERNYATAAN	PILIHAN JAWABAN				
		SANGAT TIDAK SETUJU	TIDAK SETUJU	KURANG SETUJU	SETUJU	SANGAT SETUJU
		1	2	3	4	5
1	Saya akan terus menggunakan jasa transportasi darat CV. Paradep Taxi dilain waktu					
2	Saya selalu memberitahukan kepada kerabat untuk memilih jasa transportasi darat CV. Paradep Taxi					
3	Saya tetap memilih CV. Paradep Taxi sebagai jasa transportasi darat yang modern					

## LAMPIRAN 2

### Output SPSS Pengujian Instrumen 30 Responden

#### 1) Validitas dan Relibilitas Atribut Produk

##### Reliability Statistics

Cronbach's Alpha	N of Items
.799	3

##### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	9.1333	1.430	.648	.723
X1.2	8.9667	1.413	.690	.683
X1.3	9.1000	1.266	.608	.777

#### 2) Validitas dan Relibilitas Kualitas Jasa

##### Reliability Statistics

Cronbach's Alpha	N of Items
.736	6

##### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	21.6333	8.309	.680	.646
X2.2	21.4000	9.766	.493	.704
X2.3	21.6667	8.506	.755	.639
X2.4	21.7667	8.530	.594	.667
X2.5	21.6000	8.317	.736	.636
X2.6	22.4333	9.013	.108	.890

### 3) Validitas dan Relibilitas Kepuasan Pelanggan

#### Reliability Statistics

Cronbach's Alpha	N of Items
.821	3

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	8.8333	1.799	.751	.680
Y1.2	8.8333	2.144	.599	.828
Y1.3	8.9333	1.582	.701	.738

### 4) Validitas dan Relibilitas Loyalitas Pelanggan

#### Reliability Statistics

Cronbach's Alpha	N of Items
.854	3

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y2.1	8.8667	2.189	.664	.851
Y2.2	8.8667	1.775	.714	.816
Y2.3	8.7333	1.926	.816	.714

### LAMPIRAN 3

#### *Frequency Table Jawaban 100 Responden*

##### 1. ATRIBUT PRODUK

**X1.1** Menurut saya CV. Paradep Taxi mengutamakan mutu armada (produk) untuk menarik pelanggan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	5	5.0	5.0	5.0
2.00	13	13.0	13.0	18.0
3.00	27	27.0	27.0	45.0
4.00	25	25.0	25.0	70.0
5.00	30	30.0	30.0	100.0
Total	100	100.0	100.0	

**X1.2** Menurut saya CV. Paradep Taxi memiliki ciri pada jenis minibus sebagai armada untuk membedakan perusahaan dengan pesaing

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	10	10.0	10.0	10.0
2.00	8	8.0	8.0	18.0
3.00	24	24.0	24.0	42.0
4.00	33	33.0	33.0	75.0
5.00	25	25.0	25.0	100.0
Total	100	100.0	100.0	

**X1.3** Menurut saya CV. Paradep Taxi memiliki armada yang bervariasi sehingga pelanggan dapat memilih desain armada sesuai keinginan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	7	7.0	7.0	7.0
2.00	9	9.0	9.0	16.0
3.00	27	27.0	27.0	43.0
4.00	33	33.0	33.0	76.0
5.00	24	24.0	24.0	100.0
Total	100	100.0	100.0	

## 2. KUALITAS JASA

### X2.1 Menurut saya karyawan CV. Paradep Taxi mampu berkomunikasi baik dengan nasabah

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	11	11.0	11.0	11.0
2.00	14	14.0	14.0	25.0
3.00	30	30.0	30.0	55.0
4.00	25	25.0	25.0	80.0
5.00	20	20.0	20.0	100.0
Total	100	100.0	100.0	

### X2.2 Menurut saya sikap karyawan CV. Paradep Taxi dapat membuat nasabah merasa aman

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	12	12.0	12.0	12.0
2.00	18	18.0	18.0	30.0
3.00	24	24.0	24.0	54.0
4.00	29	29.0	29.0	83.0
5.00	17	17.0	17.0	100.0
Total	100	100.0	100.0	

### X2.3 Menurut saya karyawan CV. Paradep Taxi berpenampilan rapi setiap bekerja

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	13	13.0	13.0	13.0
2.00	19	19.0	19.0	32.0
3.00	20	20.0	20.0	52.0
4.00	35	35.0	35.0	87.0
5.00	13	13.0	13.0	100.0
Total	100	100.0	100.0	



**X2.4** Menurut saya karyawan CV. Paradep Taxi selalu memberikan perhatian atas kebutuhan pelanggan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	11	11.0	11.0	11.0
2.00	12	12.0	12.0	23.0
3.00	34	34.0	34.0	57.0
4.00	28	28.0	28.0	85.0
5.00	15	15.0	15.0	100.0
Total	100	100.0	100.0	

**X2.5** Menurut saya karyawan CV. Paradep Taxi memberikan tindakan yang cepat dalam merespon keluhan pelanggan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	11	11.0	11.0	11.0
2.00	11	11.0	11.0	22.0
3.00	28	28.0	28.0	50.0
4.00	29	29.0	29.0	79.0
5.00	21	21.0	21.0	100.0
Total	100	100.0	100.0	

**3. KEPUASAN PELANGGAN**

**Y1.1** Menurut saya CV. Paradep Taxi dalam memuaskan pelanggan melalui kualitas produk

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	7	7.0	7.0	7.0
2.00	7	7.0	7.0	14.0
3.00	26	26.0	26.0	40.0
4.00	28	28.0	28.0	68.0
5.00	32	32.0	32.0	100.0
Total	100	100.0	100.0	

**Y1.2 Menurut saya untuk memuaskan pelanggan CV. Paradep Taxi selalu menawarkan pelayanan berkualitas**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	8	8.0	8.0	8.0
2.00	8	8.0	8.0	16.0
3.00	23	23.0	23.0	39.0
4.00	26	26.0	26.0	65.0
5.00	35	35.0	35.0	100.0
Total	100	100.0	100.0	

**Y1.3 Tariff yang ditawarkan CV. Paradep Taxi sesuai dengan harapan pelanggan**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	6	6.0	6.0	6.0
2.00	13	13.0	13.0	19.0
3.00	24	24.0	24.0	43.0
4.00	29	29.0	29.0	72.0
5.00	28	28.0	28.0	100.0
Total	100	100.0	100.0	

**4. LOYALITAS PELANGGAN**

**Y2.1 Saya akan terus menggunakan jasa transportasi darat CV. Paradep Taxi dilain waktu**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	5	5.0	5.0	5.0
2.00	11	11.0	11.0	16.0
3.00	21	21.0	21.0	37.0
4.00	24	24.0	24.0	61.0
5.00	39	39.0	39.0	100.0
Total	100	100.0	100.0	

**Y2.2** Saya selalu memberitahukan kepada kerabat untuk memilih jasa transportasi darat CV. Paradep Taxi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	8	8.0	8.0	8.0
	2.00	4	4.0	4.0	12.0
	3.00	30	30.0	30.0	42.0
	4.00	35	35.0	35.0	77.0
	5.00	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

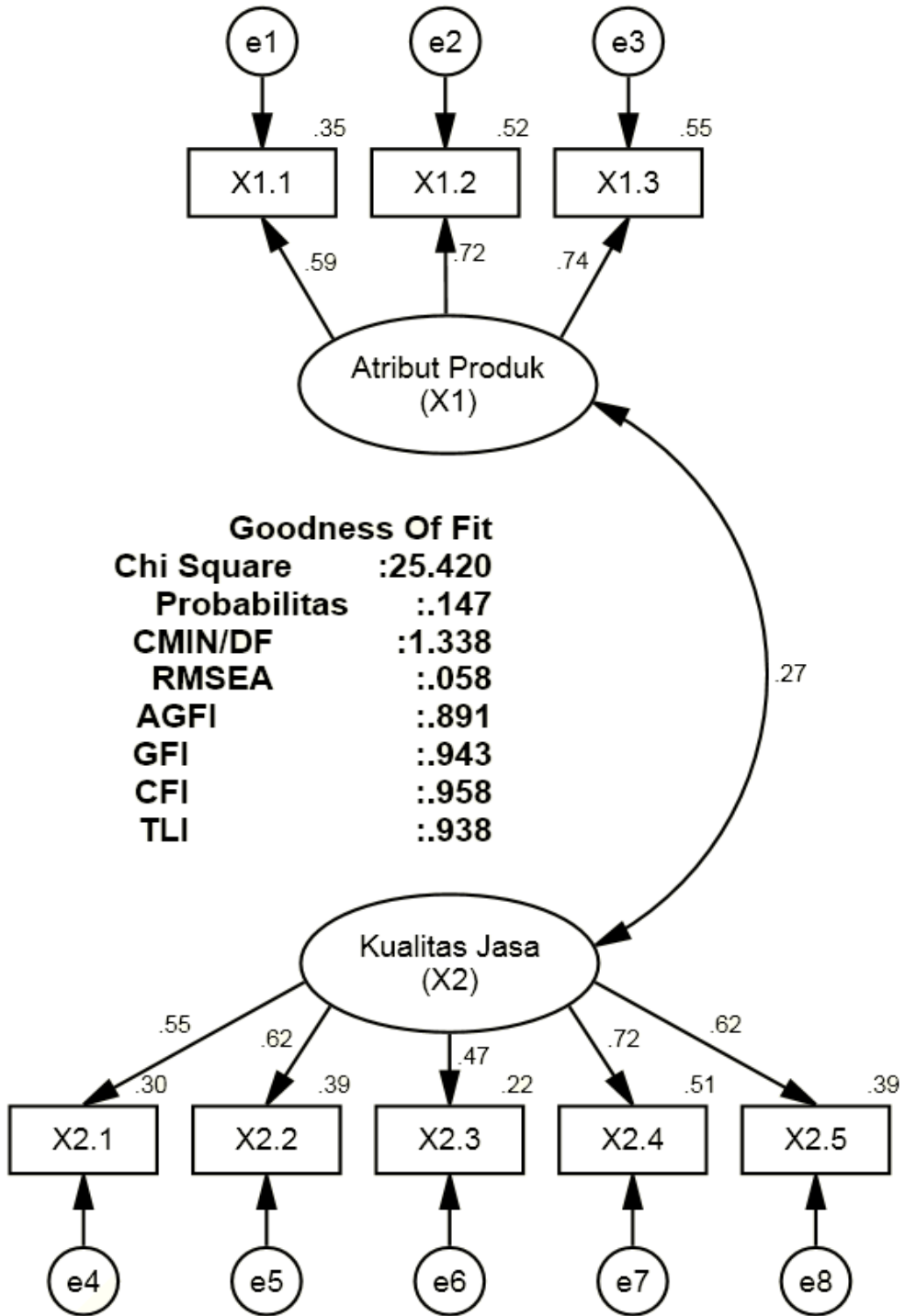
**Y2.3** Saya tetap memilih CV. Paradep Taxi sebagai jasa transportasi darat yang modern

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	5	5.0	5.0	5.0
	2.00	8	8.0	8.0	13.0
	3.00	22	22.0	22.0	35.0
	4.00	29	29.0	29.0	64.0
	5.00	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

LAMPIRAN 4

Output AMOS

1. *Confirmatory Factor Analysis (CFA) Variabel Eksogen*



**Estimates (Group number 1 - Default model)**  
**Scalar Estimates (Group number 1 - Default model)**  
**Maximum Likelihood Estimates**  
**Regression Weights: (Group number 1 - Default model)**

			Estimate	S.E.	C.R.	P	Label
X1.1	<---	Atribut_Produk_(X1)	1.000				
X1.2	<---	Atribut_Produk_(X1)	1.219	.273	4.472	***	
X1.3	<---	Atribut_Produk_(X1)	1.209	.272	4.449	***	
X2.5	<---	Kualitas Jasa_(X2)	1.000				
X2.4	<---	Kualitas Jasa_(X2)	1.076	.225	4.794	***	
X2.3	<---	Kualitas Jasa_(X2)	.761	.207	3.666	***	
X2.2	<---	Kualitas Jasa_(X2)	1.026	.228	4.499	***	
X2.1	<---	Kualitas Jasa_(X2)	.901	.219	4.107	***	

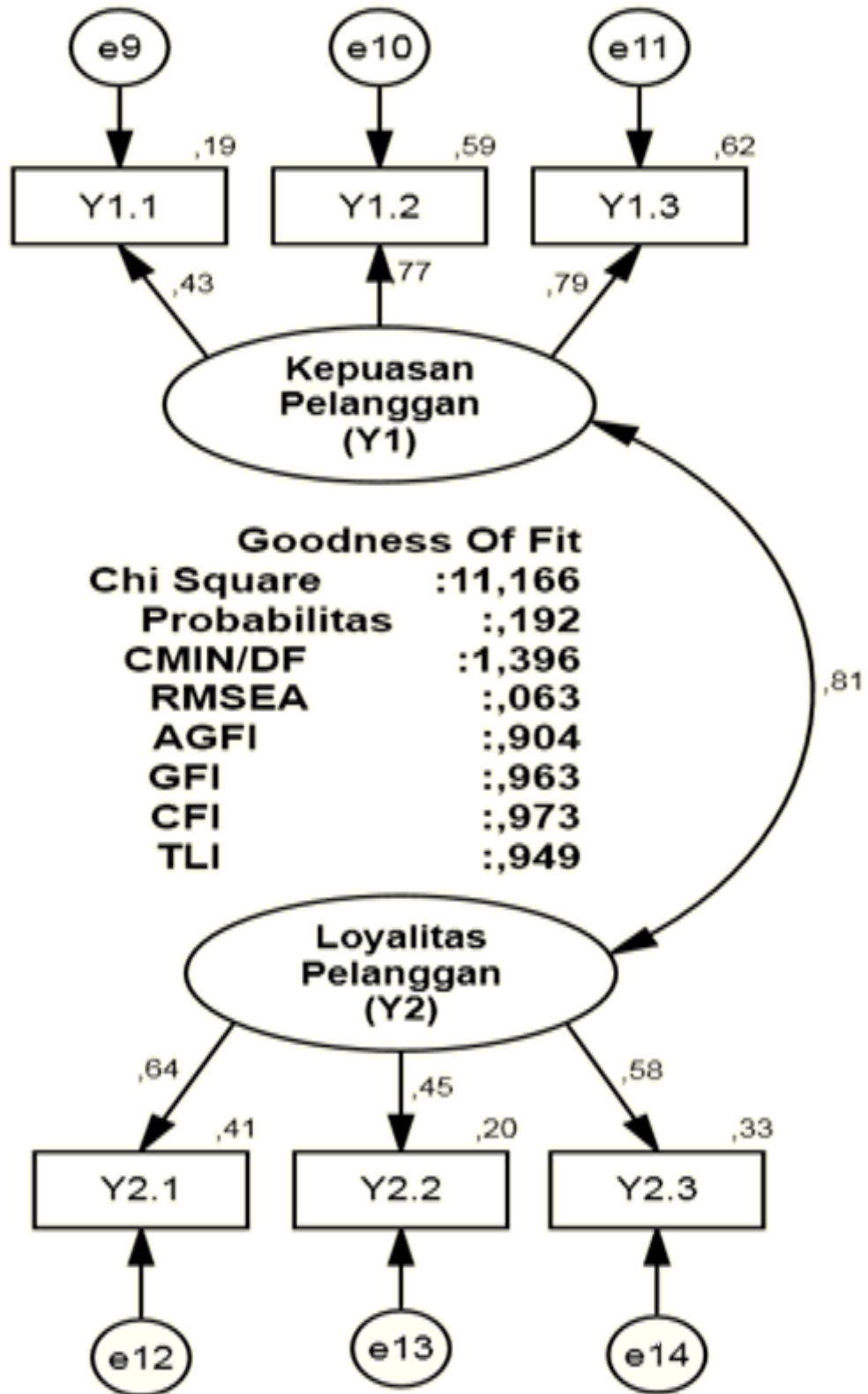
**Standardized Regression Weights: (Group number 1 - Default model)**

			Estimate
X1.1	<---	Atribut_Produk_(X1)	.592
X1.2	<---	Atribut_Produk_(X1)	.721
X1.3	<---	Atribut_Produk_(X1)	.739
X2.5	<---	Kualitas Jasa_(X2)	.621
X2.4	<---	Kualitas Jasa_(X2)	.717
X2.3	<---	Kualitas Jasa_(X2)	.471
X2.2	<---	Kualitas Jasa_(X2)	.625
X2.1	<---	Kualitas Jasa_(X2)	.546

**Squared Multiple Correlations: (Group number 1 - Default model)**

			Estimate
X2.1			.298
X2.2			.390
X2.3			.221
X2.4			.513
X2.5			.385
X1.3			.547
X1.2			.520
X1.1			.351

2. *Confirmatory Factor Analysis (CFA) Variabel Eksogen*



**Estimates (Group number 1 - Default model)**

**Scalar Estimates (Group number 1 - Default model)**

**Maximum Likelihood Estimates**

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

			Estimate	S.E.	C.R.	P	Label
Y1.1	<---	Kepuasan_Pelanggan_(Y1)	1.000				
Y1.2	<---	Kepuasan_Pelanggan_(Y1)	1.827	.482	3.789	***	
Y1.3	<---	Kepuasan_Pelanggan_(Y1)	1.816	.478	3.795	***	
Y2.3	<---	Loyalitas_Pelanggan_(Y2)	1.000				
Y2.2	<---	Loyalitas_Pelanggan_(Y2)	.759	.233	3.255	.001	
Y2.1	<---	Loyalitas_Pelanggan_(Y2)	1.150	.286	4.017	***	

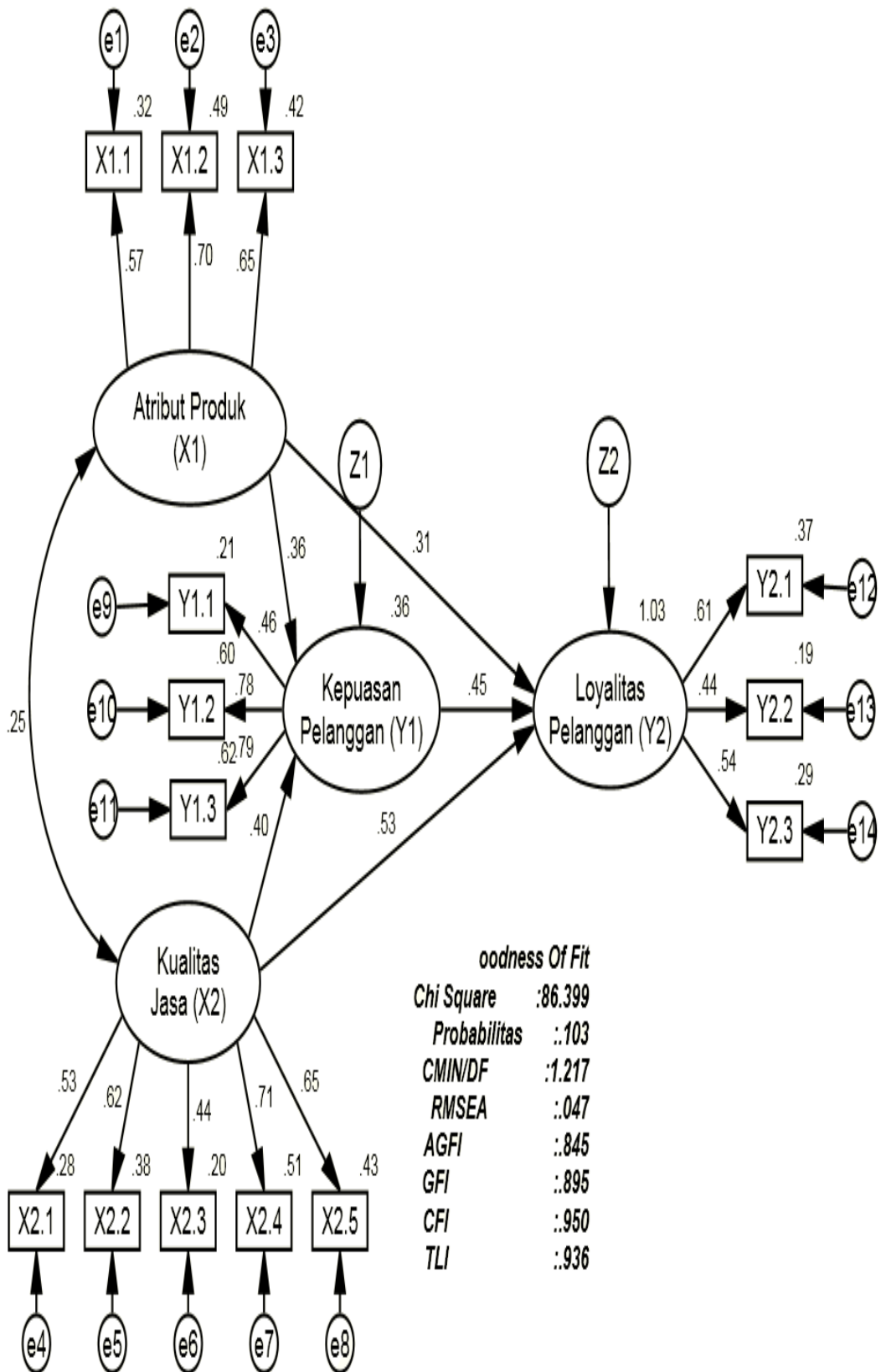
**Standardized Regression Weights: (Group number 1 - Default model)**

			Estimate
Y1.1	<---	Kepuasan_Pelanggan_(Y1)	.431
Y1.2	<---	Kepuasan_Pelanggan_(Y1)	.770
Y1.3	<---	Kepuasan_Pelanggan_(Y1)	.786
Y2.3	<---	Loyalitas_Pelanggan_(Y2)	.575
Y2.2	<---	Loyalitas_Pelanggan_(Y2)	.449
Y2.1	<---	Loyalitas_Pelanggan_(Y2)	.639

**Squared Multiple Correlations: (Group number 1 - Default model)**

			Estimate
Y2.1			.409
Y2.2			.202
Y2.3			.331
Y1.3			.618
Y1.2			.593
Y1.1			.186

3. Full Model SEM



Notes for Group (Group number 1)



The model is recursive.  
Sample size = 100

### **Variable Summary (Group number 1)**

#### **Your model contains the following variables (Group number 1)**

Observed, endogenous variables

X1.1

X1.2

X1.3

X2.5

X2.4

X2.3

X2.2

X2.1

Y1.3

Y1.2

Y1.1

Y2.1

Y2.2

Y2.3

Unobserved, endogenous variables

Kepuasan\_Pelanggan (Y1)

Loyalitas\_Pelanggan (Y2)

Unobserved, exogenous variables

Atribut\_Produk\_(X1)

Kualitas\_Jasa (X2)

e1

e2

e3

e8

e7

e6

e5

e4

e11

e10

e9

e12

e13

e14

Z1

Z2

#### **Variable counts (Group number 1)**

Number of variables in your model: 34

Number of observed variables: 14

Number of unobserved variables: 20

Number of exogenous variables: 18

Number of endogenous variables: 16

**Assessment of normality (Group number 1)**

Variable	min	max	skew	c.r.	kurtosis	c.r.
Y2.3	1.000	5.000	-.771	-3.149	-.202	-.412
Y2.2	1.000	5.000	-.722	-2.949	.090	.184
Y2.1	1.000	5.000	-.693	-2.828	-.554	-1.130
Y1.1	1.000	5.000	-.685	-2.798	-.304	-.621
Y1.2	1.000	5.000	-.712	-2.907	-.441	-.900
Y1.3	1.000	5.000	-.504	-2.056	-.665	-1.358
X2.1	1.000	5.000	-.281	-1.146	-.829	-1.692
X2.2	1.000	5.000	-.250	-1.019	-.969	-1.979
X2.3	1.000	5.000	-.305	-1.243	-.998	-2.036
X2.4	1.000	5.000	-.326	-1.329	-.600	-1.224
X2.5	1.000	5.000	-.434	-1.771	-.700	-1.429
X1.3	1.000	5.000	-.590	-2.408	-.329	-.672
X1.2	1.000	5.000	-.650	-2.655	-.434	-.887
X1.1	1.000	5.000	-.433	-1.768	-.749	-1.529
Multivariate					3.089	.730

**Observations farthest from the centroid (Mahalanobis distance) (Group number 1)**

Observation number	Mahalanobis d-squared	p1	p2
48	28.407	.013	.717
13	25.267	.032	.834
3	25.251	.032	.628
89	24.684	.038	.526
100	23.293	.056	.660
74	22.682	.066	.648
70	22.212	.074	.621
63	21.815	.083	.589
73	21.428	.091	.566
21	21.287	.094	.474
35	20.668	.110	.553
22	20.457	.116	.501
29	20.089	.127	.513
98	19.706	.140	.540
72	19.611	.143	.462
93	19.611	.143	.354
50	19.571	.144	.270
18	19.389	.151	.242
9	19.333	.153	.182
6	19.011	.165	.203
37	18.937	.167	.157
77	18.856	.171	.120
66	18.704	.177	.105
55	18.401	.189	.122
78	18.038	.205	.161
41	17.810	.216	.168

Observation number	Mahalanobis d-squared	p1	p2
83	17.473	.232	.214
20	17.347	.238	.192
97	17.052	.253	.231
24	17.049	.254	.170
57	17.014	.255	.129
14	16.854	.264	.125
96	16.693	.273	.122
87	16.568	.280	.111
10	16.328	.294	.131
28	16.304	.295	.096
60	16.077	.309	.113
4	15.456	.348	.281
12	15.077	.373	.398
84	14.500	.413	.642
19	14.344	.424	.651
81	14.312	.427	.592
33	13.788	.466	.792
5	13.595	.480	.818
7	13.564	.483	.774
8	13.456	.491	.764
99	13.411	.494	.722
44	13.295	.503	.715
2	13.276	.505	.655
49	13.178	.513	.638
58	13.150	.515	.577
71	13.000	.527	.592
91	12.973	.529	.530
62	12.767	.545	.580
51	12.596	.559	.609
82	12.498	.566	.592
65	12.463	.569	.536
1	12.349	.578	.528
92	11.974	.608	.686
11	11.887	.615	.664
80	11.840	.619	.618
95	11.411	.653	.792
68	11.189	.671	.837
53	11.176	.672	.787
56	10.961	.689	.830
43	10.918	.693	.793
59	10.776	.704	.802
16	10.713	.708	.771
79	10.670	.712	.726
23	10.651	.713	.661
38	10.639	.714	.586
61	10.619	.716	.512
27	10.456	.728	.535
54	10.354	.736	.515

Observation number	Mahalanobis d-squared	p1	p2
32	10.293	.740	.466
34	10.240	.744	.411
40	10.156	.751	.377
64	10.115	.754	.316
25	10.054	.758	.270
94	9.553	.794	.501
39	9.496	.798	.440
85	9.458	.801	.368
69	9.345	.808	.344
86	9.159	.821	.364
45	9.003	.831	.363
76	8.955	.834	.293
88	8.888	.838	.238
75	8.538	.859	.338
47	8.310	.873	.367
67	8.110	.884	.374
36	7.746	.902	.480
42	7.707	.904	.370
52	7.414	.918	.412
30	7.091	.931	.462
90	6.971	.936	.374
46	6.278	.959	.609
31	5.471	.978	.824
26	5.320	.981	.700
17	4.120	.995	.901
15	3.656	.997	.756

**Sample Moments (Group number 1)**  
**Sample Covariances (Group number 1)**

	Y2.3	Y2.2	Y2.1	Y1.1	Y1.2	Y1.3	X2.1	X2.2	X2.3	X2.4	X2.5	X1.3	X1.2	X1.1
Y2.3	1.321													
Y2.2	.374	1.258												
Y2.1	.468	.286	1.454											
Y1.1	.261	.047	.545	1.406										
Y1.2	.512	.321	.637	.489	1.542									
Y1.3	.472	.344	.644	.514	.918	1.420								
X2.1	.359	.493	.455	.194	.461	.276	1.546							
X2.2	.316	.542	.370	.171	.569	.514	.619	1.586						
X2.3	.147	.322	.170	.076	.175	.294	.354	.446	1.554					
X2.4	.231	.364	.566	.190	.317	.216	.510	.630	.582	1.382				
X2.5	.465	.408	.542	.440	.356	.352	.430	.580	.409	.729	1.536			
X1.3	.439	.196	.270	.268	.442	.292	.152	.198	.307	.051	.130	1.324		
X1.2	.554	.165	.195	.280	.214	.310	.301	.115	.132	-.082	.121	.681	1.508	
X1.1	.355	.182	.458	.310	.444	.318	.520	.270	.141	.151	.244	.430	.589	1.396

Condition number = 16.064

Eigenvalues

6.244 2.543 1.856 1.419 1.388 1.183 .954 .875 .782 .762 .718 .581 .537 .389

Determinant of sample covariance matrix = 2.976

**Sample Correlations (Group number 1)**

	Y2.3	Y2.2	Y2.1	Y1.1	Y1.2	Y1.3	X2.1	X2.2	X2.3	X2.4	X2.5	X1.3	X1.2	X1.1
Y2.3	1.000													
Y2.2	.290	1.000												
Y2.1	.337	.211	1.000											
Y1.1	.191	.035	.381	1.000										
Y1.2	.359	.230	.425	.332	1.000									
Y1.3	.345	.257	.448	.364	.620	1.000								
X2.1	.251	.354	.304	.132	.299	.186	1.000							
X2.2	.218	.384	.244	.114	.364	.343	.395	1.000						
X2.3	.103	.231	.113	.052	.113	.198	.228	.284	1.000					
X2.4	.171	.276	.399	.136	.217	.154	.349	.425	.397	1.000				
X2.5	.326	.294	.363	.300	.232	.238	.279	.372	.265	.500	1.000			
X1.3	.332	.152	.195	.197	.310	.213	.106	.137	.214	.038	.091	1.000		
X1.2	.392	.119	.131	.192	.140	.212	.197	.074	.086	-.057	.080	.482	1.000	
X1.1	.262	.137	.321	.221	.302	.226	.354	.181	.096	.109	.167	.317	.406	1.000

Condition number = 16.110

Eigenvalues

4.301 1.765 1.279 .975 .937 .842 .659 .610 .576 .532 .482 .402 .374 .267

**Estimates (Group number 1 - Default model)**

**Scalar Estimates (Group number 1 - Default model)**

**Maximum Likelihood Estimates**

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

			Estimate	S.E.	C.R.	P	Label
Kepuasan_Pelanggan (Y1)	<---	Atribut_Produk (X1)	.508	.205	2.474	.013	par_1
Kepuasan_Pelanggan (Y1)	<---	Kualitas_Jasa (X2)	.464	.162	2.869	.004	par_2
Loyalitas_Pelanggan (Y2)	<---	Kualitas_Jasa (X2)	.478	.150	3.188	.001	par_3
Loyalitas_Pelanggan (Y2)	<---	Atribut_Produk (X1)	.340	.173	1.965	.049	par_4
Loyalitas_Pelanggan (Y2)	<---	Kepuasan_Pelanggan (Y1)	.350	.143	2.445	.014	par_5
X1.1	<---	Atribut_Produk (X1)	1.000				
X1.2	<---	Atribut_Produk (X1)	1.277	.319	4.007	***	par_6
X1.3	<---	Atribut_Produk (X1)	1.114	.292	3.814	***	par_7
X2.5	<---	Kualitas_Jasa (X2)	1.000				
X2.4	<---	Kualitas_Jasa (X2)	1.032	.192	5.387	***	par_8
X2.3	<---	Kualitas_Jasa (X2)	.681	.188	3.616	***	par_9
X2.2	<---	Kualitas_Jasa (X2)	.963	.205	4.694	***	par_10
X2.1	<---	Kualitas_Jasa (X2)	.819	.198	4.138	***	par_11
Y1.3	<---	Kepuasan_Pelanggan (Y1)	1.000				

			Estimate	S.E.	C.R.	P	Label
Y1.2	<---	Kepuasan_Pelanggan (Y1)	1.024	.159	6.423	***	par_12
Y1.1	<---	Kepuasan_Pelanggan (Y1)	.581	.141	4.111	***	par_13
Y2.1	<---	Loyalitas_Pelanggan (Y2)	1.000				
Y2.2	<---	Loyalitas_Pelanggan (Y2)	.676	.181	3.726	***	par_14
Y2.3	<---	Loyalitas_Pelanggan (Y2)	.850	.193	4.397	***	par_15

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

			Estimate
Kepuasan_Pelanggan (Y1)	<---	Atribut_Produk_(X1)	.363
Kepuasan_Pelanggan (Y1)	<---	Kualitas_Jasa (X2)	.400
Loyalitas_Pelanggan (Y2)	<---	Kualitas_Jasa (X2)	.530
Loyalitas_Pelanggan (Y2)	<---	Atribut_Produk_(X1)	.313
Loyalitas_Pelanggan (Y2)	<---	Kepuasan_Pelanggan (Y1)	.451
X1.1	<---	Atribut_Produk_(X1)	.569
X1.2	<---	Atribut_Produk_(X1)	.699
X1.3	<---	Atribut_Produk_(X1)	.651
X2.5	<---	Kualitas_Jasa (X2)	.654
X2.4	<---	Kualitas_Jasa (X2)	.712
X2.3	<---	Kualitas_Jasa (X2)	.443
X2.2	<---	Kualitas_Jasa (X2)	.620
X2.1	<---	Kualitas_Jasa (X2)	.534
Y1.3	<---	Kepuasan_Pelanggan (Y1)	.790
Y1.2	<---	Kepuasan_Pelanggan (Y1)	.776
Y1.1	<---	Kepuasan_Pelanggan (Y1)	.461
Y2.1	<---	Loyalitas_Pelanggan (Y2)	.606
Y2.2	<---	Loyalitas_Pelanggan (Y2)	.440
Y2.3	<---	Loyalitas_Pelanggan (Y2)	.540

**Covariances: (Group number 1 - Default model)**

			Estimate	S.E.	C.R.	P	Label
Atribut_Produk_(X1)	<-->	Kualitas_Jasa (X2)	.136	.089	1.539	.124	par_16

**Correlations: (Group number 1 - Default model)**

			Estimate
Atribut_Produk_(X1)	<-->	Kualitas_Jasa (X2)	.250

**Variances: (Group number 1 - Default model)**

			Estimate	S.E.	C.R.	P	Label
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			Estimate	S.E.	C.R.	P	Label
Atribut_Produk_(X1)			.452	.181	2.497	.013	par_17
Kualitas_Jasa (X2)			.657	.204	3.219	.001	par_18
Z1			.563	.170	3.309	***	par_19
Z2			-.016	.089	-.182	.856	par_20
e1			.944	.171	5.506	***	par_21
e2			.771	.186	4.134	***	par_22
e3			.762	.158	4.831	***	par_23
e8			.878	.159	5.530	***	par_24
e7			.682	.142	4.810	***	par_25
e6			1.249	.191	6.534	***	par_26
e5			.976	.171	5.711	***	par_27
e4			1.105	.179	6.180	***	par_28
e11			.534	.135	3.968	***	par_29
e10			.613	.145	4.225	***	par_30
e9			1.107	.169	6.559	***	par_31
e12			.920	.158	5.829	***	par_32
e13			1.014	.153	6.641	***	par_33
e14			.935	.156	6.009	***	par_34

**Squared Multiple Correlations: (Group number 1 - Default model)**

			Estimate
Kepuasan_Pelanggan (Y1)			.364
Loyalitas_Pelanggan (Y2)			1.030
Y2.3			.292
Y2.2			.194
Y2.1			.367
Y1.1			.213
Y1.2			.603
Y1.3			.624
X2.1			.285
X2.2			.384
X2.3			.196
X2.4			.507
X2.5			.428
X1.3			.424
X1.2			.489
X1.1			.324

**Residual Covariances (Group number 1 - Default model)**

	Y2.3	Y2.2	Y2.1	Y1.1	Y1.2	Y1.3	X2.1	X2.2	X2.3	X2.4	X2.5	X1.3	X1.2	X1.1
Y2.3	.000													
Y2.2	.067	.000												
Y2.1	.014	-.075	.000											
Y1.1	-.030	-.184	.203	.000										
Y1.2	.000	-.087	.034	-.038	.000									
Y1.3	-.028	-.054	.055	-.001	.011	.000								
X2.1	.017	.221	.053	.016	.147	-.031	.000							
X2.2	-.087	.222	-.103	-.039	.199	.153	.101	.000						
X2.3	-.137	.096	-.164	-.072	-.086	.039	-.013	.015	.000					
X2.4	-.200	.021	.058	-.035	-.079	-.171	-.045	-.024	.119	.000				
X2.5	.047	.076	.051	.223	-.027	-.023	-.108	-.053	-.039	.050	.000			
X1.3	.134	-.046	-.088	.079	.108	-.034	.028	.052	.204	-.106	-.022	.000		
X1.2	.205	-.113	-.216	.062	-.169	-.064	.158	-.053	.014	-.262	-.053	.038	.000	
X1.1	.082	-.035	.136	.140	.144	.025	.409	.139	.048	.011	.108	-.073	.012	.000

**Standardized Residual Covariances (Group number 1 - Default model)**

	Y2.3	Y2.2	Y2.1	Y1.1	Y1.2	Y1.3	X2.1	X2.2	X2.3	X2.4	X2.5	X1.3	X1.2	X1.1
Y2.3	.000													
Y2.2	.503	.000												
Y2.1	.095	-.533	.000											
Y1.1	-.214	-1.358	1.374	.000										
Y1.2	.001	-.594	.210	-.243	.000									
Y1.3	-.193	-.384	.355	-.004	.062	.000								
X2.1	.117	1.549	.338	.107	.930	-.201	.000							
X2.2	-.573	1.525	-.647	-.255	1.235	.988	.608	.000						
X2.3	-.935	.675	-1.062	-.481	-.548	.257	-.081	.093	.000					
X2.4	-1.406	.151	.384	-.247	-.519	-1.169	-.288	-.148	.772	.000				
X2.5	.314	.530	.321	1.491	-.170	-.147	-.661	-.313	-.239	.310	.000			
X1.3	.984	-.347	-.611	.568	.734	-.243	.191	.355	1.410	-.774	-.154	.000		
X1.2	1.401	-.799	-1.398	.421	-1.070	-.422	1.026	-.339	.088	-1.789	-.344	.244	.000	
X1.1	.591	-.262	.929	.985	.955	.174	2.761	.923	.324	.075	.732	-.502	.077	.000

**Total Effects (Group number 1 - Default model)**

	Kualitas_Jasa (X2)	Atribut_Produk (X1)	Kepuasan_Pelanggan (Y1)	Loyalitas_Pelanggan (Y2)
Kepuasan_Pelanggan (Y1)	.464	.508	.000	.000
Loyalitas_Pelanggan (Y2)	.640	.518	.350	.000
Y2.3	.544	.440	.297	.850
Y2.2	.433	.350	.237	.676
Y2.1	.640	.518	.350	1.000
Y1.1	.270	.295	.581	.000
Y1.2	.476	.520	1.024	.000
Y1.3	.464	.508	1.000	.000
X2.1	.819	.000	.000	.000
X2.2	.963	.000	.000	.000
X2.3	.681	.000	.000	.000



	Kualitas_Ja sa (X2)	Atribut _ Produk _(X1)	Kepuasan_Pelangg an (Y1)	Loyalitas_Pelangg an (Y2)
X2.4	1.032	.000	.000	.000
X2.5	1.000	.000	.000	.000
X1.3	.000	1.114	.000	.000
X1.2	.000	1.277	.000	.000
X1.1	.000	1.000	.000	.000

**Standardized Total Effects (Group number 1 - Default model)**

	Kualitas_Ja sa (X2)	Atribut_ Produk _(X1)	Kepuasan_Pe langgan (Y1)	Loyalitas_Pelangg an (Y2)
Kepuasan_Pelangg an (Y1)	.400	.363	.000	.000
Loyalitas_Pelangg an (Y2)	.710	.477	.451	.000
Y2.3	.384	.258	.244	.540
Y2.2	.313	.210	.198	.440
Y2.1	.431	.289	.273	.606
Y1.1	.184	.167	.461	.000
Y1.2	.311	.282	.776	.000
Y1.3	.316	.287	.790	.000
X2.1	.534	.000	.000	.000
X2.2	.620	.000	.000	.000
X2.3	.443	.000	.000	.000
X2.4	.712	.000	.000	.000
X2.5	.654	.000	.000	.000
X1.3	.000	.651	.000	.000
X1.2	.000	.699	.000	.000
X1.1	.000	.569	.000	.000

**Direct Effects (Group number 1 - Default model)**

	Kualitas_Ja sa (X2)	Atribut_ Produk _(X1)	Kepuasan_Pe langgan (Y1)	Loyalitas_Pelangg an (Y2)
Kepuasan_Pelangg an (Y1)	.464	.508	.000	.000
Loyalitas_Pelangg an (Y2)	.478	.340	.350	.000
Y2.3	.000	.000	.000	.850
Y2.2	.000	.000	.000	.676
Y2.1	.000	.000	.000	1.000
Y1.1	.000	.000	.581	.000
Y1.2	.000	.000	1.024	.000
Y1.3	.000	.000	1.000	.000
X2.1	.819	.000	.000	.000
X2.2	.963	.000	.000	.000

	Kualitas_Ja sa (X2)	Atribut_ Produk _(X1)	Kepuasan_Pe langgan (Y1)	Loyalitas_Pelangg an (Y2)
X2.3	.681	.000	.000	.000
X2.4	1.032	.000	.000	.000
X2.5	1.000	.000	.000	.000
X1.3	.000	1.114	.000	.000
X1.2	.000	1.277	.000	.000
X1.1	.000	1.000	.000	.000

**Standardized Direct Effects (Group number 1 - Default model)**

	Kualitas_Ja sa (X2)	Atribut_ Produk _(X1)	Kepuasan_P elanggan (Y1)	Loyalitas_Pelangg an (Y2)
Kepuasan_Pelangg an (Y1)	.400	.363	.000	.000
Loyalitas_Pelangg an (Y2)	.530	.313	.451	.000
Y2.3	.000	.000	.000	.540
Y2.2	.000	.000	.000	.440
Y2.1	.000	.000	.000	.606
Y1.1	.000	.000	.461	.000
Y1.2	.000	.000	.776	.000
Y1.3	.000	.000	.790	.000
X2.1	.534	.000	.000	.000
X2.2	.620	.000	.000	.000
X2.3	.443	.000	.000	.000
X2.4	.712	.000	.000	.000
X2.5	.654	.000	.000	.000
X1.3	.000	.651	.000	.000
X1.2	.000	.699	.000	.000
X1.1	.000	.569	.000	.000

**Indirect Effects (Group number 1 - Default model)**

	Kualitas_Ja sa (X2)	Atribut_ Produk _(X1)	Kepuasan_Pe langgan (Y1)	Loyalitas_Pelangg an (Y2)
Kepuasan_Pelangg an (Y1)	.000	.000	.000	.000
Loyalitas_Pelangg an (Y2)	.163	.178	.000	.000
Y2.3	.544	.440	.297	.000
Y2.2	.433	.350	.237	.000
Y2.1	.640	.518	.350	.000
Y1.1	.270	.295	.000	.000
Y1.2	.476	.520	.000	.000
Y1.3	.464	.508	.000	.000
X2.1	.000	.000	.000	.000
X2.2	.000	.000	.000	.000

	Kualitas_Jasa (X2)	Atribut_Produk_(X1)	Kepuasan_Pelanggan (Y1)	Loyalitas_Pelanggan (Y2)
X2.3	.000	.000	.000	.000
X2.4	.000	.000	.000	.000
X2.5	.000	.000	.000	.000
X1.3	.000	.000	.000	.000
X1.2	.000	.000	.000	.000
X1.1	.000	.000	.000	.000

**Standardized Indirect Effects (Group number 1 - Default model)**

	Kualitas_Jasa (X2)	Atribut_Produk_(X1)	Kepuasan_Pelanggan (Y1)	Loyalitas_Pelanggan (Y2)
Kepuasan_Pelanggan (Y1)	.000	.000	.000	.000
Loyalitas_Pelanggan (Y2)	.180	.164	.000	.000
Y2.3	.384	.258	.244	.000
Y2.2	.313	.210	.198	.000
Y2.1	.431	.289	.273	.000
Y1.1	.184	.167	.000	.000
Y1.2	.311	.282	.000	.000
Y1.3	.316	.287	.000	.000
X2.1	.000	.000	.000	.000
X2.2	.000	.000	.000	.000
X2.3	.000	.000	.000	.000
X2.4	.000	.000	.000	.000
X2.5	.000	.000	.000	.000
X1.3	.000	.000	.000	.000
X1.2	.000	.000	.000	.000
X1.1	.000	.000	.000	.000

**Model Fit Summary**

**CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	34	86.399	71	.103	1.217
Saturated model	105	.000	0		
Independence model	14	399.002	91	.000	4.385

**RMR, GFI**

Model	RMR	GFI	AGFI	PGFI
Default model	.106	.895	.845	.605
Saturated model	.000	1.000		
Independence model	.372	.503	.427	.436

### Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.783	.722	.953	.936	.950
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

### Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.780	.611	.741
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

### NCP

Model	NCP	LO 90	HI 90
Default model	15.399	.000	43.032
Saturated model	.000	.000	.000
Independence model	308.002	249.881	373.672

### FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.873	.156	.000	.435
Saturated model	.000	.000	.000	.000
Independence model	4.030	3.111	2.524	3.774

### RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.047	.000	.078	.539
Independence model	.185	.167	.204	.000

### AIC

Model	AIC	BCC	BIC	CAIC
Default model	154.399	166.541	242.974	276.974
Saturated model	210.000	247.500	483.543	588.543
Independence model	427.002	432.002	463.474	477.474

### ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	1.560	1.404	1.839	1.682
Saturated model	2.121	2.121	2.121	2.500
Independence model	4.313	3.726	4.976	4.364

### HOELTER

Model	HOELTER .05	HOELTER .01
Default model	106	117
Independence model	29	32

