

LAMPIRAN

Output Hasil Uji Validitas Espetasi

Correlations

		Tangible.1	Tangible.2	Tangible.3	Tangible (Ekspektasi)
Tangible.1	Pearson Correlation	1	.719**	.400**	.800**
	Sig. (2-tailed)		.000	.000	.000
	N	400	400	400	400
Tangible.2	Pearson Correlation	.719**	1	.528**	.857**
	Sig. (2-tailed)	.000		.000	.000
	N	400	400	400	400
Tangible.3	Pearson Correlation	.400**	.528**	1	.836**
	Sig. (2-tailed)	.000	.000		.000
	N	400	400	400	400
Tangible (Ekspektasi)	Pearson Correlation	.800**	.857**	.836**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	400	400	400	400

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

Correlations

		Reliability.1	Reliability.2	Reliability.3	Reliability (Ekspektasi)
Reliability.1	Pearson Correlation	1	.616**	.769**	.887**
	Sig. (2-tailed)		.000	.000	.000
	N	400	400	400	400
Reliability.2	Pearson Correlation	.616**	1	.670**	.874**
	Sig. (2-tailed)	.000		.000	.000
	N	400	400	400	400
Reliability.3	Pearson Correlation	.769**	.670**	1	.904**
	Sig. (2-tailed)	.000	.000		.000
	N	400	400	400	400
Reliability (Ekspektasi)	Pearson Correlation	.887**	.874**	.904**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	400	400	400	400

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

Hasil Jawaban Responden
Frequency Table

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Skor 1	7	1.8	1.8	1.8
	Skor 2	198	49.5	49.5	51.3
	Skor 3	23	5.8	5.8	57.0
	Skor 4	172	43.0	43.0	100.0
	Total	400	100.0	100.0	

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Skor 1	158	39.5	39.5	39.5
	Skor 2	242	60.5	60.5	100.0
	Total	400	100.0	100.0	

Umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Skor 2	249	62.3	62.3	62.3
	Skor 3	122	30.5	30.5	92.8
	Skor 4	22	5.5	5.5	98.3
	Skor 5	7	1.8	1.8	100.0
	Total	400	100.0	100.0	

Jumlah penggunaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Skor 1	108	27.0	27.0	27.0
	Skor 2	118	29.5	29.5	56.5
	Skor 3	56	14.0	14.0	70.5
	Skor 4	26	6.5	6.5	77.0
	Skor 5	92	23.0	23.0	100.0
	Total	400	100.0	100.0	

Tangible.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Skor 3	27	6.8	6.8	6.8
	Skor 4	247	61.8	61.8	68.5
	Skor 5	126	31.5	31.5	100.0
	Total	400	100.0	100.0	

Tangible.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Skor 3	11	2.8	2.8	2.8
	Skor 4	257	64.3	64.3	67.0
	Skor 5	132	33.0	33.0	100.0
	Total	400	100.0	100.0	

Tangible.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Skor 1	1	.3	.3	.3
	Skor 2	19	4.8	4.8	5.0
	Skor 3	93	23.3	23.3	28.3
	Skor 4	189	47.3	47.3	75.5
	Skor 5	98	24.5	24.5	100.0
	Total	400	100.0	100.0	

Reliability.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Skor 3	19	4.8	4.8	4.8
	Skor 4	260	65.0	65.0	69.8
	Skor 5	121	30.3	30.3	100.0
	Total	400	100.0	100.0	

Reliability.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Skor 2	2	.5	.5	.5
	Skor 3	45	11.3	11.3	11.8
	Skor 4	250	62.5	62.5	74.3
	Skor 5	103	25.8	25.8	100.0
	Total	400	100.0	100.0	

Reliability.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Skor 3	15	3.8	3.8	3.8
	Skor 4	282	70.5	70.5	74.3
	Skor 5	103	25.8	25.8	100.0
	Total	400	100.0	100.0	

Responsiveness.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Skor 3	40	10.0	10.0	10.0
	Skor 4	262	65.5	65.5	75.5
	Skor 5	98	24.5	24.5	100.0
	Total	400	100.0	100.0	

Responsiveness.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Skor 3	30	7.5	7.5	7.5
	Skor 4	274	68.5	68.5	76.0
	Skor 5	96	24.0	24.0	100.0
	Total	400	100.0	100.0	

Assurance.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Skor 3	9	2.3	2.3	2.3
	Skor 4	286	71.5	71.5	73.8
	Skor 5	105	26.3	26.3	100.0
	Total	400	100.0	100.0	

Assurance.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Skor 2	5	1.3	1.3	1.3
	Skor 3	24	6.0	6.0	7.3
	Skor 4	262	65.5	65.5	72.8
	Skor 5	109	27.3	27.3	100.0
	Total	400	100.0	100.0	

Assurance.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Skor 3	36	9.0	9.0	9.0
	Skor 4	219	54.8	54.8	63.8
	Skor 5	145	36.3	36.3	100.0
	Total	400	100.0	100.0	

Emphaty.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Skor 2	3	.8	.8	.8
	Skor 3	42	10.5	10.5	11.3
	Skor 4	245	61.3	61.3	72.5
	Skor 5	110	27.5	27.5	100.0
	Total	400	100.0	100.0	

Emphaty.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Skor 1	6	1.5	1.5	1.5
	Skor 2	7	1.8	1.8	3.3
	Skor 3	55	13.8	13.8	17.0
	Skor 4	231	57.8	57.8	74.8
	Skor 5	101	25.3	25.3	100.0
	Total	400	100.0	100.0	

Emphaty.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Skor 3	42	10.5	10.5	10.5
	Skor 4	242	60.5	60.5	71.0
	Skor 5	116	29.0	29.0	100.0
	Total	400	100.0	100.0	

Emphaty.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Skor 1	7	1.8	1.8	1.8
	Skor 2	13	3.3	3.3	5.0
	Skor 3	48	12.0	12.0	17.0
	Skor 4	218	54.5	54.5	71.5
	Skor 5	114	28.5	28.5	100.0
	Total	400	100.0	100.0	

Emphaty.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Skor 1	7	1.8	1.8	1.8
	Skor 2	22	5.5	5.5	7.3
	Skor 3	47	11.8	11.8	19.0
	Skor 4	250	62.5	62.5	81.5
	Skor 5	74	18.5	18.5	100.0
	Total	400	100.0	100.0	

Kepuasan.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Skor 2	5	1.3	1.3	1.3
	Skor 3	49	12.3	12.3	13.5
	Skor 4	279	69.8	69.8	83.3
	Skor 5	67	16.8	16.8	100.0
	Total	400	100.0	100.0	

Kepuasan.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Skor 2	5	1.3	1.3	1.3
	Skor 3	51	12.8	12.8	14.0
	Skor 4	272	68.0	68.0	82.0
	Skor 5	72	18.0	18.0	100.0
	Total	400	100.0	100.0	

Kepuasan.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Skor 2	10	2.5	2.5	2.5
	Skor 3	47	11.8	11.8	14.3
	Skor 4	281	70.3	70.3	84.5
	Skor 5	62	15.5	15.5	100.0
	Total	400	100.0	100.0	

Loyalitas.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Skor 3	46	11.5	11.5	11.5
	Skor 4	285	71.3	71.3	82.8
	Skor 5	69	17.3	17.3	100.0
	Total	400	100.0	100.0	

Loyalitas.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Skor 2	2	.5	.5	.5
	Skor 3	70	17.5	17.5	18.0
	Skor 4	270	67.5	67.5	85.5
	Skor 5	58	14.5	14.5	100.0
	Total	400	100.0	100.0	

Loyalitas.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Skor 1	15	3.8	3.8	3.8
	Skor 2	39	9.8	9.8	13.5
	Skor 3	91	22.8	22.8	36.3
	Skor 4	195	48.8	48.8	85.0
	Skor 5	60	15.0	15.0	100.0
	Total	400	100.0	100.0	

	No.	Missing	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness
Tangible.1	1	0	4.247	4	3	5	0.567	-0.405	-0.034
Tangible.2	2	0	4.303	4	3	5	0.516	-0.695	0.245
Tangible.3	3	0	3.910	4	1	5	0.826	-0.155	-0.446
Reliability.1	4	0	4.255	4	3	5	0.534	-0.357	0.135
Reliability.2	5	0	4.135	4	2	5	0.610	0.164	-0.213
Reliability.3	6	0	4.220	4	3	5	0.497	-0.025	0.382
Responsiveness.1	7	0	4.145	4	3	5	0.569	-0.099	0.006
Responsiveness.2	8	0	4.165	4	3	5	0.536	0.099	0.117
Assurance.1	9	0	4.240	4	3	5	0.477	-0.220	0.578
Assurance.2	10	0	4.188	4	2	5	0.589	1.385	-0.439
Assurance.3	11	0	4.272	4	3	5	0.615	-0.612	-0.246
Emphaty.1	12	0	4.155	4	2	5	0.621	0.302	-0.306
Emphaty.2	13	0	4.035	4	1	5	0.771	2.577	-1.080
Emphaty.3	14	0	4.185	4	3	5	0.601	-0.411	-0.100
Emphaty.4	15	0	4.048	4	1	5	0.831	2.205	-1.166
Emphaty.5	16	0	3.905	4	1	5	0.819	2.185	-1.192
Kepuasan.1	17	0	4.020	4	2	5	0.583	1.325	-0.382
Kepuasan.2	18	0	4.027	4	2	5	0.597	1.070	-0.363
Kepuasan.3	19	0	3.987	4	2	5	0.610	1.832	-0.656
Loyalitas.1	20	0	4.058	4	3	5	0.533	0.487	0.055

Loyalitas.2	21	0	3.960	4	2	5	0.582	0.444	-0.150
Loyalitas.3	22	0	3.615	4	1	5	0.978	0.309	-0.759

Hasil analisis dengan menggunakan software PLS 3

INDICATORS

INDICATOR CORRELATION

	Tangible.1	Tangible.2	Tangible.3	Reliability.1	Reliability.2	Reliability.3
Tangible.1	1					
Tangible.2	0.719	1				
Tangible.3	0.400	0.528	1			
Reliability.1	0.452	0.492	0.364	1		
Reliability.2	0.352	0.395	0.322	0.616	1	
Reliability.3	0.411	0.433	0.335	0.769	0.670	1
Responsiveness.1	0.160	0.242	0.214	0.314	0.282	0.285
Responsiveness.2	0.145	0.217	0.169	0.281	0.268	0.267
Assurance.1	0.446	0.508	0.398	0.624	0.585	0.611
Assurance.2	0.385	0.430	0.317	0.563	0.493	0.517
Assurance.3	0.423	0.505	0.442	0.626	0.542	0.581
Emphaty.1	0.040	0.064	0.056	0.077	0.024	0.052
Emphaty.2	0.037	0.080	0.068	0.039	0.022	-0.014
Emphaty.3	0.020	0.078	0.049	0.087	0.082	0.073
Emphaty.4	0.071	0.153	0.134	0.091	0.076	0.060
Emphaty.5	0.013	0.050	0.076	0.067	-0.034	0.021
Kepuasan.1	0.379	0.437	0.378	0.450	0.471	0.477
Kepuasan.2	0.349	0.379	0.370	0.519	0.443	0.494
Kepuasan.3	0.363	0.417	0.375	0.501	0.388	0.455
Loyalitas.1	0.367	0.364	0.318	0.467	0.353	0.434
Loyalitas.2	0.265	0.224	0.190	0.299	0.255	0.299
Loyalitas.3	0.235	0.226	0.233	0.260	0.238	0.231

	Responsiveness.1	Responsiveness.2	Assurance.1	Assurance.2	Assurance.3	Emphaty.1
Tangible.1						
Tangible.2						
Tangible.3						
Reliability.1						
Reliability.2						
Reliability.3						
Responsiveness.1	1					
Responsiveness.2	0.765	1				
Assurance.1	0.305	0.275	1			
Assurance.2	0.292	0.258	0.685	1		
Assurance.3	0.366	0.273	0.723	0.645	1	
Emphaty.1	-0.014	-0.002	0.094	0.064	0.020	1
Emphaty.2	-0.017	0.004	0.038	0.024	-0.020	0.553
Emphaty.3	0.053	0.045	0.081	0.079	0.006	0.620
Emphaty.4	-0.036	0.016	0.091	0.064	0.063	0.557
Emphaty.5	-0.035	-0.004	0.052	0.037	0.032	0.584
Kepuasan.1	0.368	0.357	0.487	0.404	0.452	0.067
Kepuasan.2	0.407	0.407	0.460	0.419	0.476	0.076
Kepuasan.3	0.423	0.373	0.457	0.403	0.442	0.064
Loyalitas.1	0.426	0.395	0.457	0.371	0.417	0.086
Loyalitas.2	0.289	0.318	0.323	0.248	0.233	0.059
Loyalitas.3	0.208	0.231	0.273	0.234	0.216	-0.009

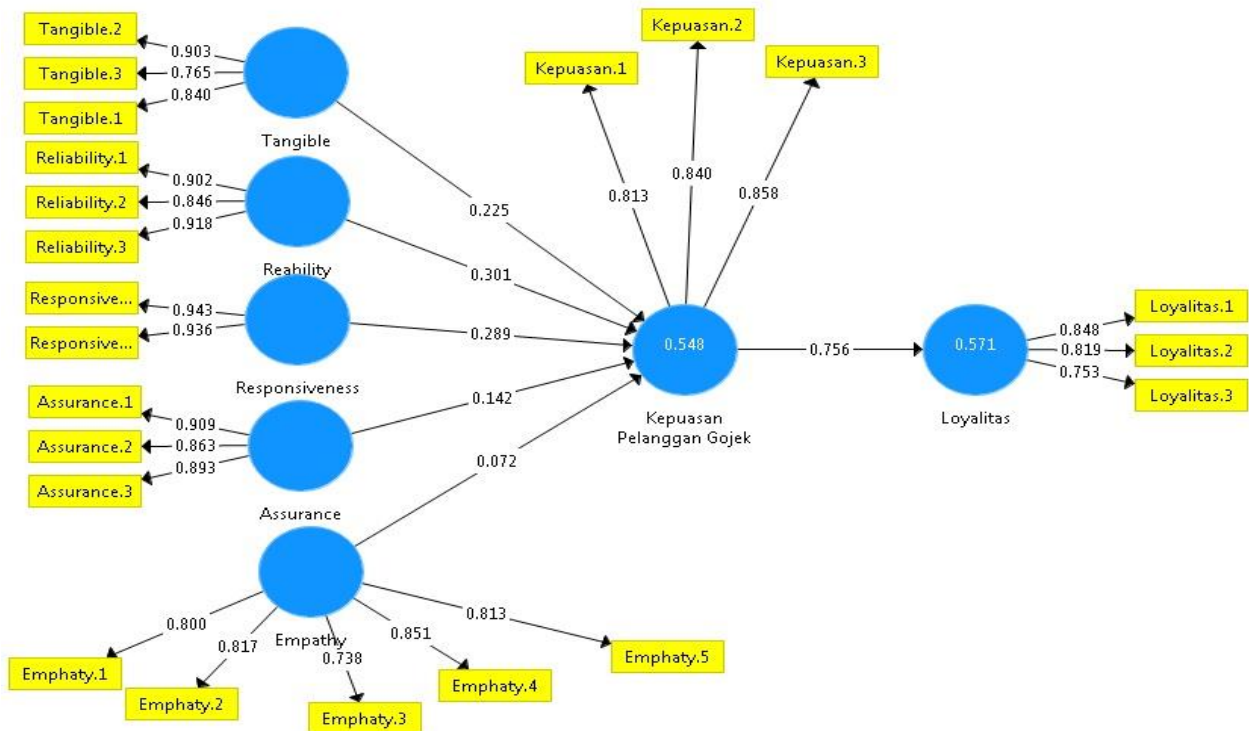
	Emphaty.2	Emphaty.3	Emphaty.4	Emphaty.5	Kepuasan.1	Kepuasan.2
Tangible.1						
Tangible.2						
Tangible.3						

Reliability.1						
Reliability.2						
Reliability.3						
Responsiveness.1						
Responsiveness.2						
Assurance.1						
Assurance.2						
Assurance.3						
Empathy.1						
Empathy.2	1					
Empathy.3	0.505	1				
Empathy.4	0.650	0.488	1			
Empathy.5	0.564	0.468	0.616	1		
Kepuasan.1	0.099	0.082	0.075	0.077	1	
Kepuasan.2	0.090	0.049	0.133	0.102	0.516	1
Kepuasan.3	0.059	0.081	0.100	0.083	0.563	0.577
Loyalitas.1	0.068	0.092	0.073	0.081	0.511	0.647
Loyalitas.2	0.059	0.100	0.025	0.134	0.423	0.456
Loyalitas.3	0.094	0.002	0.053	0.042	0.36	0.442

	Kepuasan.3	Loyalitas.1	Loyalitas.2	Loyalitas.3
Tangible.1				
Tangible.2				
Tangible.3				
Reliability.1				
Reliability.2				
Reliability.3				
Responsiveness.1				
Responsiveness.2				
Assurance.1				

Assurance.2				
Assurance.3				
Emphaty.1				
Emphaty.2				
Emphaty.3				
Emphaty.4				
Emphaty.5				
Kepuasan.1				
Kepuasan.2				
Kepuasan.3	1			
Loyalitas.1	0.663	1		
Loyalitas.2	0.541	0.491	1	
Loyalitas.3	0.415	0.431	0.513	1

1. Overall Model



Gambar 5.1 Diagram Jalur Persamaan Struktural (*hasil running PLS*) Dengan Pendekatan *Partial Least Square* Menggunakan *Software Smartpls* (*Measurement Model Specification*)

Output PLS

Final Results

Path Coefficients

	Assurance	Empathy	Kepuasan Pelanggan Gojek	Loyalitas	Reability	Responsiveness	Tangible
Assurance			0.142				
Empathy			0.072				
Kepuasan Pelanggan Gojek				0.756			
Loyalitas							
Reability			0.301				
Responsiveness			0.289				
Tangible			0.225				

Indirect Effects

Total Indirect Effects

	Assurance	Empathy	Kepuasan Pelanggan Gojek	Loyalitas	Reability	Responsiveness	Tangible
Assurance				0.107			
Empathy				0.054			
Kepuasan Pelanggan Gojek							
Loyalitas							
Reability				0.228			
Responsiveness				0.218			
Tangible				0.170			

Total Effects

	Assurance	Empathy	Kepuasan Pelanggan Gojek	Loyalitas	Reability	Responsiveness	Tangible
Assurance			0.142	0.107			
Empathy			0.072	0.054			
Kepuasan Pelanggan Gojek				0.756			
Loyalitas							
Reability			0.301	0.228			
Responsiveness			0.289	0.218			
Tangible			0.225	0.170			

Outer Loadings

	Assurance	Empathy	Kepuasan Pelanggan Gojek	Loyalitas	Reability	Responsiveness	Tangible
Assurance.1	0.909						
Assurance.2	0.863						
Assurance.3	0.893						
Empathy.1		0.800					
Empathy.2		0.817					
Empathy.3		0.738					
Empathy.4		0.851					
Empathy.5		0.813					
Kepuasan.1			0.813				
Kepuasan.2			0.840				
Kepuasan.3			0.858				
Loyalitas.1				0.848			
Loyalitas.2				0.819			
Loyalitas.3				0.753			
Reliability.1					0.902		
Reliability.2					0.846		

Reliability.3					0.918		
Responsiveness.1						0.943	
Responsiveness.2						0.936	
Tangible.2							0.903
Tangible.3							0.765
Tangible.1							0.840

Assurance.1	0.394			
Assurance.2	0.345			
Assurance.3	0.386			
Emphaty.1		0.208		
Emphaty.2		0.246		
Emphaty.3		0.210		
Emphaty.4		0.311		
Emphaty.5		0.263		
Kepuasan.1			0.368	
Kepuasan.2			0.412	
Kepuasan.3			0.413	
Loyalitas.1				0.506
Loyalitas.2				0.390
Loyalitas.3				0.334
Reliability.1				
Reliability.2				
Reliability.3				
Responsiveness.1				
Responsiveness.2				
Tangible.2				
Tangible.3				
Tangible.1				

	Assurance	Empathy	Kepuasan Pelanggan Gojek	Loyalitas
Assurance.1	0.394			
Assurance.2	0.345			
Assurance.3	0.386			
Emphaty.1		0.208		
Emphaty.2		0.246		
Emphaty.3		0.210		
Emphaty.4		0.311		

Quality Criteria

R Square

	R Square	R Square Adjusted
Kepuasan Pelanggan Gojek	0.548	0.543
Loyalitas	0.571	0.570

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Assurance	0.867	0.871	0.918	0.790
Empathy	0.864	0.880	0.902	0.647
Kepuasan Pelanggan Gojek	0.787	0.790	0.876	0.701
Loyalitas	0.738	0.767	0.849	0.652
Reability	0.867	0.872	0.919	0.791
Responsiveness	0.867	0.869	0.938	0.882
Tangible	0.785	0.791	0.876	0.702

Discriminant Validity
Fornell-Larcker Criterion

	Assurance	Empathy	Kepuasan Pelanggan Gojek	Loyalitas	Reability	Responsiveness	Tangible
Assurance	0.889						
Empathy	0.068	0.804					
Kepuasan Pelanggan Gojek	0.598	0.125	0.837				
Loyalitas	0.446	0.103	0.756	0.807			
Reability	0.726	0.068	0.627	0.455	0.889		
Responsiveness	0.354	-0.002	0.496	0.427	0.339	0.939	
Tangible	0.579	0.104	0.546	0.409	0.534	0.245	0.838

Cross Loadings

	Assurance	Empathy	Kepuasan Pelanggan Gojek	Loyalitas	Reability	Responsiveness	Tangible
Assurance.1	0.909	0.088	0.557	0.449	0.683	0.309	0.540
Assurance.2	0.863	0.065	0.488	0.363	0.591	0.293	0.452
Assurance.3	0.893	0.028	0.545	0.374	0.657	0.341	0.547
Empathy.1	0.067	0.800	0.083	0.067	0.058	-0.009	0.065
Empathy.2	0.016	0.817	0.098	0.089	0.018	-0.007	0.075
Empathy.3	0.061	0.738	0.084	0.086	0.091	0.052	0.059
Empathy.4	0.082	0.851	0.124	0.064	0.085	-0.011	0.144
Empathy.5	0.045	0.813	0.105	0.110	0.022	-0.021	0.056
Kepuasan.1	0.505	0.099	0.813	0.544	0.523	0.386	0.476
Kepuasan.2	0.509	0.117	0.840	0.661	0.547	0.434	0.437
Kepuasan.3	0.489	0.098	0.858	0.685	0.506	0.424	0.461
Loyalitas.1	0.469	0.101	0.735	0.848	0.472	0.442	0.418
Loyalitas.2	0.303	0.090	0.567	0.819	0.320	0.323	0.269
Loyalitas.3	0.271	0.049	0.486	0.753	0.273	0.233	0.276
Reliability.1	0.681	0.090	0.586	0.440	0.902	0.317	0.522
Reliability.2	0.609	0.042	0.516	0.358	0.846	0.293	0.427

Reliability.3	0.643	0.047	0.567	0.413	0.918	0.294	0.470
Responsiveness.1	0.362	-0.016	0.478	0.398	0.331	0.943	0.247
Responsiveness.2	0.303	0.014	0.453	0.405	0.306	0.936	0.213
Tangible.2	0.543	0.110	0.489	0.347	0.496	0.245	0.903
Tangible.3	0.436	0.100	0.446	0.313	0.383	0.204	0.765
Tangible.1	0.472	0.047	0.433	0.367	0.457	0.163	0.840