

LAMPIRAN

Lampiran 1. Kuisisioner Penelitian

A. IDENTITAS RESPONDEN

1. Kota tempat tinggal : _____
2. Usia:
 - a. 17 - 25 Tahun
 - b. 26 – 35 Tahun
 - c. 36 – 45 Tahun
 - d. 46 - 50 Tahun
3. Jenis Kelamin:-
 - a. Laki-laki
 - b. Perempuan
4. Pendidikan formal terakhir:-
 - a. SD/ sederajat
 - b. SMP/ sederajat
 - c. SMA/ sederajat
 - d. Perguruan Tinggi D3/S1/S2/S3
5. Pekerjaan:-
 - a. Pelajar/ Mahasiswa
 - b. Pegawai Swata
 - c. Lainnya, sebutkan _____
 - d. Wiraswasta/ Pengusaha
 - e. Pegawai Negeri
6. Pendapatan/ Bulan:-
 - a. < Rp. 1 juta
 - b. 1 juta - 5 juta
 - c. > Rp. 5 juta
7. Berapa lama sudah menggunakan shopee
 - a. < 1 tahun
 - b. 1-3 tahun
 - c. 4-6 tahun

B. PERTANYAAN SCREENING

1. Pernahkan membeli produk di toko online Shopee ?
 - a. Ya
 - b. Tidak
2. Berapa kali membeli produk di toko online Shopee?
 - a. 1 Kali
 - b. 2 Kali
 - c. 3 Kali
 - d. > 3 Kali

C. DAFTAR PERTANYAAN

Berilah tanda cek (√) pada kolom yang telah disediakan.

Deskripsi pada kategori pilihan adalah sebagai berikut :

SS	: Sangat Setuju	TS	: Tidak Setuju
S	: Setuju	STS	: Sangat Tidak Setuju
R	: Ragu - Ragu		

A. E-SERVQUAL

No	Pertanyaan	S	S	R	T	ST
.		S	S	R	S	S
	<i>Efficiency</i>					
1.	Mudah untuk mencari barang yang saya butuhkan di Shopee					
2.	Dengan Shopee, saya dapat menyelesaikan transaksi dengan cepat					

3.	Saya merasa fitur-fitur Shopee simple untuk digunakan					
4.	Saya merasa informasi pada Shopee terorganisir dengan baik					
5.	Saya merasa kecepatan <i>loading</i> antar halaman dalam Shopee cepat					
	<i>Availability</i>					
6.	Shopee selalu tersedia untuk keperluan belanja online saya					
7.	Situs Shopee selalu berjalan dengan baik					
8.	Situs shopee tidak pernah mengalami <i>crash</i>					
9.	Halaman Shopee tidak mengalami <i>freeze/hang</i> ketika saya memasukkan informasi pemesanan					
	<i>Fulfillment</i>					
10.	Penjual mengirimkan barang yang dipesan					
11.	Barang tersedia untuk pengiriman dalam jangka waktu yang sesuai					
12.	Pesanan saya sampai datang tepat waktu sesuai yang dijanjikan					
13.	Situs Shopee mempunyai stok yang sesuai dengan yang dicantumkan pada deskripsi					
14.	Penawaran pada situs Shopee dapat dipercaya					
15.	Feed Shopee selalu menampilkan barang yang serupa dengan barang yang saya cari sebelumnya					
	<i>Privacy</i>					
15.	Pengguna Shopee lain tidak dapat melihat perilaku belanja saya					
16.	Shopee tidak menyebarkan informasi data pribadi saya ke situs lain					
17.	Shopee menyediakan fasilitas perlindungan untuk data melalui kartu kredit					
18.	Shopee melakukan verifikasi melalui nomor telepon dan alamat email terdaftar setiap pengguna <i>log in</i>					
19.	Shopee mempunyai kebijakan privasi yang jelas					
	<i>Responsiveness</i>					
20.	Shopee memberikan kemudahan untuk opsi pengembalian barang yang tidak sesuai					
21.	Shopee mengatasi pengembalian barang dengan baik					
22.	Shopee menawarkan garansi untuk barang yang disediakan					
23.	Shopee memberi tahu apa yang harus dilakukan apabila pesanan saya tidak terproses					
24.	Shopee mampu mengatasi permasalahan dalam transaksi dengan baik					
	<i>Compensation</i>					
25.	Shopee memberi saya kompensasi apabila terjadi permasalahan dalam transaksi					
26.	Shopee memberi saya kompensasi apabila terjadi pesanan saya tidak datang tepat waktu					

27.	Shopee memberikan layanan pick up untuk barang yang ingin saya kembalikan					
28.	Tidak ada biaya tambahan yang dikeluarkan apabila saya mengajukan pengembalian barang					
29.	Shopee mengembalikan kupon yang sudah saya gunakan untuk pembelian tersebut apabila saya mengajukan pengembalian barang					
30.	Shopee memberikan kompensasi yang lebih baik dari market place lainya					
	<i>Contact</i>					
31.	Tersedianya Call Centre yang mudah dihubungi untuk melayani keluhan konsumen					
32.	Terdapat fitur chat antara penjual dan pembeli					
33.	Customer service melayani keluhan dengan baik					
34.	Saya dapat menghubungi pihak shopee tidak hanya melalui aplikasi, melainkan juga sosial media lain seperti Facebook, IG, dan Twitter					
35.	Saya dapat menghubungi pembeli lain untuk menanyakan mengenai barang yang telah mereka beli sebelumnya					
36.	Shopee menyediakan layanan contact untuk tracking pengantaran barang					

B. E-Loyalty Afektif

No.	Pertanyaan	SS	S	RR	TS	STS
1.	Saya lebih menyukai berbelanja online di shopee daripada di toko lain					
2.	Saya nyaman menggunakan Shopee untuk keperluan transaksi saya					
3.	Effort yang saya keluarkan sebanding dengan pelayanan yang saya dapatkan dari Shopee					
4.	Saya puas dengan harga sesuai kualitas produk dalam belanja online ini					
5.	Saya puas dengan kecepatan transaksi yang ada di Shopee					

C. E-Loyalty Konatif

No.	Pertanyaan	SS	S	RR	TS	STS
	<i>Purchase Intention</i>					
1.	Saya akan berbelanja di Shopee selama beberapa tahun ke depan					
2.	Saya memutuskan Shopee menjadi pilihan pertama untuk berbelanja					
3.	Saya akan membeli lebih banyak dari Shopee beberapa bulan ke depan					
4.	Saya lebih memilih berbelanja kebutuhan melalui Shopee daripada pembelian offline					
5.	Saya tidak akan berbelanja di aplikasi lain selain Shopee					
	<i>Intention to Revisit</i>					

6.	Saya akan mengunjungi kembali Shopee untuk menemukan produk terbaru yang mungkin saya butuhkan					
7.	Saya akan mengunjungi kembali Shopee ketika saya ingin membeli produk - produk yang saya butuhkan					
8.	Saya rajin mengunjungi Shopee kembali untuk melihat informasi – informasi terbaru website Shopee					
9.	Saya rajin mengunjungi Shopee kembali hanya untuk mengisi waktu luang saya					

D. E-Loyalti Aksi

No.	Pertanyaan	SS	S	RR	TS	STS
	<i>Positive E-WOM</i>					
1.	Saya mempromosikan Shopee kepada saudara dan teman – teman saya tanpa diminta					
2.	Saya merekomendasikan Shopee kepada orang - orang yang meminta saran kepada saya					
3.	Saya membicarakan hal - hal positif tentang Shopee kepada orang lain					
4.	Saya menuliskan ulasan positif mengenai Shopee di media sosial saya					
5.	Saya tidak keberatan membagikan gambar dan video untuk ulasan baik atas Shopee					
	<i>Participation</i>					
6.	Saya aktif memberikan informasi - informasi yang berguna kepada orang lain di Shopee					
7.	Saya sering memberikan response di Shopee					
8.	Saya tertarik untuk menjadi penjual di Shopee					
9.	Saya aktif mengisi kuisisioner yang diberikan Shopee					
10.	Saya aktif mengikuti promo yang diberikan shopee					
	<i>Co-Shopping</i>					
11.	Ketika saya membeli barang saya akan mengajak orang lain untuk membeli barang bersama – sama dengan saya					
12.	Saya rela memfasilitasi pembelian untuk orang lain dengan menggunakan Shopee					
13.	Saya melakukan lebih banyak pembelian bersama dengan keluarga daripada sebelumnya					
14.	Saya melakukan pembelian barang untuk hadiah bersama-sama dengan orang lain menggunakan Shopee					
15.	Saya melakukan pembelian di shopee bersama orang lain supaya murah ongkos kirimnya					

Lampiran 2. Pengujian Instrumen Penelitian

Variabel E-servqual Indikator Efficiency Pengujian Validitas

Correlations

	X1.1.1	X1.1.2	X1.1.3	X1.1.4	X1.1.5	TX1.1
X1.1.1 Pearson Correlation	1	.198	.622**	.711**	.187	.786**
Sig. (2-tailed)		.295	.000	.000	.323	.000
N	30	30	30	30	30	30
X1.1.2 Pearson Correlation	.198	1	.680**	.382*	.234	.645**
Sig. (2-tailed)	.295		.000	.038	.212	.000
N	30	30	30	30	30	30
X1.1.3 Pearson Correlation	.622**	.680**	1	.732**	.266	.891**
Sig. (2-tailed)	.000	.000		.000	.156	.000
N	30	30	30	30	30	30
X1.1.4 Pearson Correlation	.711**	.382*	.732**	1	.319	.870**
Sig. (2-tailed)	.000	.038	.000		.086	.000
N	30	30	30	30	30	30
X1.1.5 Pearson Correlation	.187	.234	.266	.319	1	.490**
Sig. (2-tailed)	.323	.212	.156	.086		.006
N	30	30	30	30	30	30
TX1.1 Pearson Correlation	.786**	.645**	.891**	.870**	.490**	1
Sig. (2-tailed)	.000	.000	.000	.000	.006	
N	30	30	30	30	30	30

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

* . Correlation is significant at the 0.05 level (2-tailed).

Pengujian Reliabilitas Reliability Statistics

Cronbach's Alpha	N of Items
.790	5

**Indikator Availability
Pengujian Validitas**

Correlations

	X1.2.1	X1.2.2	X1.2.3	X1.2.4	TX1.2
X1.2.1 Pearson Correlation	1	.477**	.387*	.474**	.763**
Sig. (2-tailed)		.008	.035	.008	.000
N	30	30	30	30	30
X1.2.2 Pearson Correlation	.477**	1	.652**	.852**	.871**
Sig. (2-tailed)	.008		.000	.000	.000
N	30	30	30	30	30
X1.2.3 Pearson Correlation	.387*	.652**	1	.655**	.787**
Sig. (2-tailed)	.035	.000		.000	.000
N	30	30	30	30	30
X1.2.4 Pearson Correlation	.474**	.852**	.655**	1	.882**
Sig. (2-tailed)	.008	.000	.000		.000
N	30	30	30	30	30
TX1.2 Pearson Correlation	.763**	.871**	.787**	.882**	1
Sig. (2-tailed)	.000	.000	.000	.000	
N	30	30	30	30	30

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

* . Correlation is significant at the 0.05 level (2-tailed).

Pengujian Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.819	4

**Indikator Fulfillment
Pengujian Validitas**

Correlations

	X1.3.1	X1.3.2	X1.3.3	X1.3.4	X1.3.5	X1.3.6	TX1.3
X1.3.1 Pearson Correlation	1	.651**	.518**	.449*	.406*	.288	.745**
Sig. (2-tailed)		.000	.003	.013	.026	.123	.000
N	30	30	30	30	30	30	30
X1.3.2 Pearson Correlation	.651**	1	.809**	.452*	.630**	-.009	.835**
Sig. (2-tailed)	.000		.000	.012	.000	.964	.000
N	30	30	30	30	30	30	30
X1.3.3 Pearson Correlation	.518**	.809**	1	.618**	.566**	.185	.874**
Sig. (2-tailed)	.003	.000		.000	.001	.328	.000
N	30	30	30	30	30	30	30
X1.3.4 Pearson Correlation	.449*	.452*	.618**	1	.610**	.340	.790**
Sig. (2-tailed)	.013	.012	.000		.000	.066	.000
N	30	30	30	30	30	30	30
X1.3.5 Pearson Correlation	.406*	.630**	.566**	.610**	1	-.023	.733**
Sig. (2-tailed)	.026	.000	.001	.000		.905	.000
N	30	30	30	30	30	30	30
X1.3.6 Pearson Correlation	.288	-.009	.185	.340	-.023	1	.373*
Sig. (2-tailed)	.123	.964	.328	.066	.905		.042
N	30	30	30	30	30	30	30
TX1.3 Pearson Correlation	.745**	.835**	.874**	.790**	.733**	.373*	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.042	
N	30	30	30	30	30	30	30

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

* . Correlation is significant at the 0.05 level (2-tailed).

Pengujian Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.827	6

**Indikator Privacy
Pengujian Validitas**

Correlations

	X1.4.1	X1.4.2	X1.4.3	X1.4.4	X1.4.5	TX1.4
X1.4.1 Pearson Correlation	1	.546**	.279	.111	.577**	.635**
Sig. (2-tailed)		.002	.136	.561	.001	.000
N	30	30	30	30	30	30
X1.4.2 Pearson Correlation	.546**	1	.538**	.568**	.748**	.912**
Sig. (2-tailed)	.002		.002	.001	.000	.000
N	30	30	30	30	30	30
X1.4.3 Pearson Correlation	.279	.538**	1	.254	.482**	.654**
Sig. (2-tailed)	.136	.002		.176	.007	.000
N	30	30	30	30	30	30
X1.4.4 Pearson Correlation	.111	.568**	.254	1	.564**	.691**
Sig. (2-tailed)	.561	.001	.176		.001	.000
N	30	30	30	30	30	30
X1.4.5 Pearson Correlation	.577**	.748**	.482**	.564**	1	.887**
Sig. (2-tailed)	.001	.000	.007	.001		.000
N	30	30	30	30	30	30
TX1.4 Pearson Correlation	.635**	.912**	.654**	.691**	.887**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	
N	30	30	30	30	30	30

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

Pengujian Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.816	5

**Indikator Responsiveness
Pengujian Validitas**

Correlations

	X1.5.1	X1.5.2	X1.5.3	X1.5.4	X1.5.5	TX1.5
X1.5.1 Pearson Correlation	1	.924**	.706**	.550**	.638**	.910**
Sig. (2-tailed)		.000	.000	.002	.000	.000
N	30	30	30	30	30	30
X1.5.2 Pearson Correlation	.924**	1	.637**	.432*	.534**	.842**
Sig. (2-tailed)	.000		.000	.017	.002	.000
N	30	30	30	30	30	30
X1.5.3 Pearson Correlation	.706**	.637**	1	.522**	.646**	.826**
Sig. (2-tailed)	.000	.000		.003	.000	.000
N	30	30	30	30	30	30
X1.5.4 Pearson Correlation	.550**	.432*	.522**	1	.701**	.766**
Sig. (2-tailed)	.002	.017	.003		.000	.000
N	30	30	30	30	30	30
X1.5.5 Pearson Correlation	.638**	.534**	.646**	.701**	1	.848**
Sig. (2-tailed)	.000	.002	.000	.000		.000
N	30	30	30	30	30	30
TX1.5 Pearson Correlation	.910**	.842**	.826**	.766**	.848**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	
N	30	30	30	30	30	30

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

* . Correlation is significant at the 0.05 level (2-tailed).

Pengujian Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.892	5

**Indikator Compensation
Pengujian Validitas**

Correlations

	X1.6.1	X1.6.2	X1.6.3	X1.6.4	X1.6.5	X1.6.6	TX1.6
X1.6.1 Pearson Correlation	1	.546**	.681**	.532**	.200	.541**	.733**
Sig. (2-tailed)		.002	.000	.002	.290	.002	.000
N	30	30	30	30	30	30	30
X1.6.2 Pearson Correlation	.546**	1	.636**	.609**	.384*	.520**	.765**
Sig. (2-tailed)	.002		.000	.000	.036	.003	.000
N	30	30	30	30	30	30	30
X1.6.3 Pearson Correlation	.681**	.636**	1	.639**	.519**	.540**	.857**
Sig. (2-tailed)	.000	.000		.000	.003	.002	.000
N	30	30	30	30	30	30	30
X1.6.4 Pearson Correlation	.532**	.609**	.639**	1	.442*	.760**	.848**
Sig. (2-tailed)	.002	.000	.000		.014	.000	.000
N	30	30	30	30	30	30	30
X1.6.5 Pearson Correlation	.200	.384*	.519**	.442*	1	.581**	.676**
Sig. (2-tailed)	.290	.036	.003	.014		.001	.000
N	30	30	30	30	30	30	30
X1.6.6 Pearson Correlation	.541**	.520**	.540**	.760**	.581**	1	.837**
Sig. (2-tailed)	.002	.003	.002	.000	.001		.000
N	30	30	30	30	30	30	30
TX1.6 Pearson Correlation	.733**	.765**	.857**	.848**	.676**	.837**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
N	30	30	30	30	30	30	30

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

* . Correlation is significant at the 0.05 level (2-tailed).

Pengujian Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.875	6

**Indikator Contact
Pengujian Validitas**

Correlations

	X1.7.1	X1.7.2	X1.7.3	X1.7.4	X1.7.5	X1.7.6	TX1.7
X1.7.1 Pearson Correlation	1	.433*	.576**	.140	.372*	.120	.646**
Sig. (2-tailed)		.017	.001	.461	.043	.528	.000
N	30	30	30	30	30	30	30
X1.7.2 Pearson Correlation	.433*	1	.691**	.302	.282	.118	.648**
Sig. (2-tailed)	.017		.000	.105	.131	.534	.000
N	30	30	30	30	30	30	30
X1.7.3 Pearson Correlation	.576**	.691**	1	.404*	.530**	.236	.813**
Sig. (2-tailed)	.001	.000		.027	.003	.209	.000
N	30	30	30	30	30	30	30
X1.7.4 Pearson Correlation	.140	.302	.404*	1	.606**	.376*	.693**
Sig. (2-tailed)	.461	.105	.027		.000	.040	.000
N	30	30	30	30	30	30	30
X1.7.5 Pearson Correlation	.372*	.282	.530**	.606**	1	.292	.763**
Sig. (2-tailed)	.043	.131	.003	.000		.118	.000
N	30	30	30	30	30	30	30
X1.7.6 Pearson Correlation	.120	.118	.236	.376*	.292	1	.547**
Sig. (2-tailed)	.528	.534	.209	.040	.118		.002
N	30	30	30	30	30	30	30
TX1.7 Pearson Correlation	.646**	.648**	.813**	.693**	.763**	.547**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.002	
N	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

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

Pengujian Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.764	6

Variabel E-Loyalty Afektif
Pengujian Validitas

Correlations

		Z1.1	Z1.2	Z1.3	Z1.4	Z1.5	TZ1
Z1.1	Pearson Correlation	1	.846**	.805**	.617**	.822**	.912**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30
Z1.2	Pearson Correlation	.846**	1	.900**	.646**	.935**	.951**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30
Z1.3	Pearson Correlation	.805**	.900**	1	.627**	.968**	.944**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30
Z1.4	Pearson Correlation	.617**	.646**	.627**	1	.734**	.775**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30
Z1.5	Pearson Correlation	.822**	.935**	.968**	.734**	1	.975**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30
TZ1	Pearson Correlation	.912**	.951**	.944**	.775**	.975**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

Pengujian Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.945	5

Variabel E-Loyalty Konatif
Indikator Purchase Intention
Pengujian Validitas

Correlations

	Y1.1.1	Y1.1.2	Y1.1.3	Y1.1.4	Y1.1.5	TY1.1
Y1.1.1 Pearson Correlation	1	.606**	.769**	.574**	.482**	.785**
Sig. (2-tailed)		.000	.000	.001	.007	.000
N	30	30	30	30	30	30
Y1.1.2 Pearson Correlation	.606**	1	.844**	.697**	.624**	.879**
Sig. (2-tailed)	.000		.000	.000	.000	.000
N	30	30	30	30	30	30
Y1.1.3 Pearson Correlation	.769**	.844**	1	.637**	.597**	.888**
Sig. (2-tailed)	.000	.000		.000	.000	.000
N	30	30	30	30	30	30
Y1.1.4 Pearson Correlation	.574**	.697**	.637**	1	.585**	.833**
Sig. (2-tailed)	.001	.000	.000		.001	.000
N	30	30	30	30	30	30
Y1.1.5 Pearson Correlation	.482**	.624**	.597**	.585**	1	.824**
Sig. (2-tailed)	.007	.000	.000	.001		.000
N	30	30	30	30	30	30
TY1.1 Pearson Correlation	.785**	.879**	.888**	.833**	.824**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	
N	30	30	30	30	30	30

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

Pengujian Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.879	5

**Indikator Intention to Revisit
Pengujian Validitas**

Correlations

	Y1.2.1	Y1.2.2	Y1.2.3	Y1.2.4	TY1.2
Y1.2.1 Pearson Correlation	1	.947**	.793**	.656**	.924**
Sig. (2-tailed)		.000	.000	.000	.000
N	30	30	30	30	30
Y1.2.2 Pearson Correlation	.947**	1	.739**	.593**	.887**
Sig. (2-tailed)	.000		.000	.001	.000
N	30	30	30	30	30
Y1.2.3 Pearson Correlation	.793**	.739**	1	.802**	.933**
Sig. (2-tailed)	.000	.000		.000	.000
N	30	30	30	30	30
Y1.2.4 Pearson Correlation	.656**	.593**	.802**	1	.865**
Sig. (2-tailed)	.000	.001	.000		.000
N	30	30	30	30	30
TY1.2 Pearson Correlation	.924**	.887**	.933**	.865**	1
Sig. (2-tailed)	.000	.000	.000	.000	
N	30	30	30	30	30

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

Pengujian Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.917	4

Variabel E-Loyalty Aksi
Indikator Positive E-WOM
Pengujian Validitas

Correlations

	Y2.1.1	Y2.1.2	Y2.1.3	Y2.1.4	Y2.1.5	TY2.1
Y2.1.1 Pearson Correlation	1	.851**	.801**	.724**	.703**	.899**
Sig. (2-tailed)		.000	.000	.000	.000	.000
N	30	30	30	30	30	30
Y2.1.2 Pearson Correlation	.851**	1	.861**	.791**	.827**	.949**
Sig. (2-tailed)	.000		.000	.000	.000	.000
N	30	30	30	30	30	30
Y2.1.3 Pearson Correlation	.801**	.861**	1	.809**	.763**	.923**
Sig. (2-tailed)	.000	.000		.000	.000	.000
N	30	30	30	30	30	30
Y2.1.4 Pearson Correlation	.724**	.791**	.809**	1	.809**	.902**
Sig. (2-tailed)	.000	.000	.000		.000	.000
N	30	30	30	30	30	30
Y2.1.5 Pearson Correlation	.703**	.827**	.763**	.809**	1	.896**
Sig. (2-tailed)	.000	.000	.000	.000		.000
N	30	30	30	30	30	30
TY2.1 Pearson Correlation	.899**	.949**	.923**	.902**	.896**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	
N	30	30	30	30	30	30

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

Pengujian Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.949	5

**Indikator Participation
Pengujian Validitas**

Correlations

	Y2.2.1	Y2.2.2	Y2.2.3	Y2.2.4	Y2.2.5	TY2.2
Y2.2.1 Pearson Correlation	1	.849**	.478**	.701**	.638**	.841**
Sig. (2-tailed)		.000	.008	.000	.000	.000
N	30	30	30	30	30	30
Y2.2.2 Pearson Correlation	.849**	1	.520**	.691**	.722**	.873**
Sig. (2-tailed)	.000		.003	.000	.000	.000
N	30	30	30	30	30	30
Y2.2.3 Pearson Correlation	.478**	.520**	1	.654**	.790**	.804**
Sig. (2-tailed)	.008	.003		.000	.000	.000
N	30	30	30	30	30	30
Y2.2.4 Pearson Correlation	.701**	.691**	.654**	1	.711**	.873**
Sig. (2-tailed)	.000	.000	.000		.000	.000
N	30	30	30	30	30	30
Y2.2.5 Pearson Correlation	.638**	.722**	.790**	.711**	1	.908**
Sig. (2-tailed)	.000	.000	.000	.000		.000
N	30	30	30	30	30	30
TY2.2 Pearson Correlation	.841**	.873**	.804**	.873**	.908**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	
N	30	30	30	30	30	30

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

Pengujian Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.911	5

**Indikator Co-Shopping
Pengujian Validitas**

Correlations

	Y2.3.1	Y2.3.2	Y2.3.3	Y2.3.4	Y2.3.5	TY2.3
Y2.3.1 Pearson Correlation	1	.653**	.621**	.669**	.758**	.849**
Sig. (2-tailed)		.000	.000	.000	.000	.000
N	30	30	30	30	30	30
Y2.3.2 Pearson Correlation	.653**	1	.942**	.855**	.638**	.923**
Sig. (2-tailed)	.000		.000	.000	.000	.000
N	30	30	30	30	30	30
Y2.3.3 Pearson Correlation	.621**	.942**	1	.890**	.650**	.922**
Sig. (2-tailed)	.000	.000		.000	.000	.000
N	30	30	30	30	30	30
Y2.3.4 Pearson Correlation	.669**	.855**	.890**	1	.608**	.901**
Sig. (2-tailed)	.000	.000	.000		.000	.000
N	30	30	30	30	30	30
Y2.3.5 Pearson Correlation	.758**	.638**	.650**	.608**	1	.827**
Sig. (2-tailed)	.000	.000	.000	.000		.000
N	30	30	30	30	30	30
TY2.3 Pearson Correlation	.849**	.923**	.922**	.901**	.827**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	
N	30	30	30	30	30	30

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

Pengujian Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.925	5

Lampiran 3. Analisis Deskriptif

Variabel E-Servqual

Indikator Efficiency

X1.1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RR	3	.8	.8	.8
S	144	36.6	36.6	37.4
SS	246	62.6	62.6	100.0
Total	393	100.0	100.0	

X1.1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RR	11	2.8	2.8	2.8
S	190	48.3	48.3	51.1
SS	192	48.9	48.9	100.0
Total	393	100.0	100.0	

X1.1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RR	17	4.3	4.3	4.3
S	190	48.3	48.3	52.7
SS	186	47.3	47.3	100.0
Total	393	100.0	100.0	

X1.1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RR	16	4.1	4.1	4.1
S	236	60.1	60.1	64.1
SS	141	35.9	35.9	100.0
Total	393	100.0	100.0	

X1.1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	34	8.7	8.7	8.7
RR	48	12.2	12.2	20.9
S	219	55.7	55.7	76.6
SS	92	23.4	23.4	100.0
Total	393	100.0	100.0	

Indikator Availability**X1.2.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	2	.5	.5	.5
RR	25	6.4	6.4	6.9
S	166	42.2	42.2	49.1
SS	200	50.9	50.9	100.0
Total	393	100.0	100.0	

X1.2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	30	7.6	7.6	7.6
RR	48	12.2	12.2	19.8
S	210	53.4	53.4	73.3
SS	105	26.7	26.7	100.0
Total	393	100.0	100.0	

X1.2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	40	10.2	10.2	10.2
RR	119	30.3	30.3	40.5
S	157	39.9	39.9	80.4
SS	77	19.6	19.6	100.0
Total	393	100.0	100.0	

X1.2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	20	5.1	5.1	5.1
RR	114	29.0	29.0	34.1
S	179	45.5	45.5	79.6
SS	80	20.4	20.4	100.0
Total	393	100.0	100.0	

Indikator Fulfillment

X1.3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RR	19	4.8	4.8	4.8
S	242	61.6	61.6	66.4
SS	132	33.6	33.6	100.0
Total	393	100.0	100.0	

X1.3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RR	30	7.6	7.6	7.6
S	242	61.6	61.6	69.2
SS	121	30.8	30.8	100.0
Total	393	100.0	100.0	

X1.3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RR	42	10.7	10.7	10.7
S	212	53.9	53.9	64.6
SS	139	35.4	35.4	100.0
Total	393	100.0	100.0	

X1.3.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	5	1.3	1.3	1.3
RR	82	20.9	20.9	22.1
S	225	57.3	57.3	79.4
SS	81	20.6	20.6	100.0
Total	393	100.0	100.0	

X1.3.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	1	.3	.3	.3
RR	71	18.1	18.1	18.3
S	225	57.3	57.3	75.6
SS	96	24.4	24.4	100.0
Total	393	100.0	100.0	

X1.3.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	3	.8	.8	.8
RR	30	7.6	7.6	8.4
S	226	57.5	57.5	65.9
SS	134	34.1	34.1	100.0
Total	393	100.0	100.0	

Indikator Privacy

X1.4.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	5	1.3	1.3	1.3
RR	53	13.5	13.5	14.8
S	222	56.5	56.5	71.2
SS	113	28.8	28.8	100.0
Total	393	100.0	100.0	

X1.4.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	2	.5	.5	.5
RR	51	13.0	13.0	13.5
S	234	59.5	59.5	73.0
SS	106	27.0	27.0	100.0
Total	393	100.0	100.0	

X1.4.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RR	72	18.3	18.3	18.3
S	241	61.3	61.3	79.6
SS	80	20.4	20.4	100.0
Total	393	100.0	100.0	

X1.4.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	1	.3	.3	.3
TS	2	.5	.5	.8
RR	20	5.1	5.1	5.9
S	214	54.5	54.5	60.3
SS	156	39.7	39.7	100.0
Total	393	100.0	100.0	

X1.4.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RR	20	5.1	5.1	5.1
S	241	61.3	61.3	66.4
SS	132	33.6	33.6	100.0
Total	393	100.0	100.0	

Indikator Responsiveness**X1.5.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RR	34	8.7	8.7	8.7
S	257	65.4	65.4	74.0
SS	102	26.0	26.0	100.0
Total	393	100.0	100.0	

X1.5.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RR	65	16.5	16.5	16.5
S	223	56.7	56.7	73.3
SS	105	26.7	26.7	100.0
Total	393	100.0	100.0	

X1.5.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RR	43	10.9	10.9	10.9
S	260	66.2	66.2	77.1
SS	90	22.9	22.9	100.0
Total	393	100.0	100.0	

X1.5.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RR	36	9.2	9.2	9.2
S	257	65.4	65.4	74.6
SS	100	25.4	25.4	100.0
Total	393	100.0	100.0	

X1.5.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RR	24	6.1	6.1	6.1

S	258	65.6	65.6	71.8
SS	111	28.2	28.2	100.0
Total	393	100.0	100.0	

Indikator Compensation

X1.6.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	1	.3	.3	.3
TS	1	.3	.3	.5
RR	112	28.5	28.5	29.0
S	196	49.9	49.9	78.9
SS	83	21.1	21.1	100.0
Total	393	100.0	100.0	

X1.6.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	1	.3	.3	.3
TS	7	1.8	1.8	2.0
RR	117	29.8	29.8	31.8
S	204	51.9	51.9	83.7
SS	64	16.3	16.3	100.0
Total	393	100.0	100.0	

X1.6.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	13	3.3	3.3	3.3
RR	132	33.6	33.6	36.9
S	189	48.1	48.1	85.0
SS	59	15.0	15.0	100.0
Total	393	100.0	100.0	

X1.6.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	5	1.3	1.3	1.3
TS	3	.8	.8	2.0
RR	110	28.0	28.0	30.0
S	199	50.6	50.6	80.7
SS	76	19.3	19.3	100.0
Total	393	100.0	100.0	

X1.6.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	1	.3	.3	.3
TS	6	1.5	1.5	1.8
RR	140	35.6	35.6	37.4
S	187	47.6	47.6	85.0
SS	59	15.0	15.0	100.0
Total	393	100.0	100.0	

X1.6.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RR	94	23.9	23.9	23.9
S	218	55.5	55.5	79.4
SS	81	20.6	20.6	100.0
Total	393	100.0	100.0	

Indikator Contact**X1.7.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	3	.8	.8	.8
RR	52	13.2	13.2	14.0
S	239	60.8	60.8	74.8
SS	99	25.2	25.2	100.0
Total	393	100.0	100.0	

X1.7.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RR	7	1.8	1.8	1.8
S	214	54.5	54.5	56.2
SS	172	43.8	43.8	100.0
Total	393	100.0	100.0	

X1.7.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RR	41	10.4	10.4	10.4
S	236	60.1	60.1	70.5
SS	116	29.5	29.5	100.0
Total	393	100.0	100.0	

X1.7.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	4	1.0	1.0	1.0
TS	6	1.5	1.5	2.5
RR	102	26.0	26.0	28.5
S	191	48.6	48.6	77.1
SS	90	22.9	22.9	100.0
Total	393	100.0	100.0	

X1.7.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	4	1.0	1.0	1.0
TS	12	3.1	3.1	4.1
RR	93	23.7	23.7	27.7

S	183	46.6	46.6	74.3
SS	101	25.7	25.7	100.0
Total	393	100.0	100.0	

X1.7.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	3	.8	.8	.8
RR	50	12.7	12.7	13.5
S	207	52.7	52.7	66.2
SS	133	33.8	33.8	100.0
Total	393	100.0	100.0	

Variabel E-Loyalty Afektif

Z1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	3	.8	.8	.8
RR	25	6.4	6.4	7.1
S	185	47.1	47.1	54.2
SS	180	45.8	45.8	100.0
Total	393	100.0	100.0	

Z1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RR	7	1.8	1.8	1.8
S	206	52.4	52.4	54.2
SS	180	45.8	45.8	100.0
Total	393	100.0	100.0	

Z1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RR	4	1.0	1.0	1.0
S	276	70.2	70.2	71.2
SS	113	28.8	28.8	100.0
Total	393	100.0	100.0	

Z1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RR	21	5.3	5.3	5.3
S	253	64.4	64.4	69.7
SS	119	30.3	30.3	100.0
Total	393	100.0	100.0	

Z1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RR	21	5.3	5.3	5.3
S	233	59.3	59.3	64.6
SS	139	35.4	35.4	100.0
Total	393	100.0	100.0	

Variabel E-Loyalty Konatif

Indikator Purchase Intention

Y1.1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RR	46	11.7	11.7	11.7
S	185	47.1	47.1	58.8
SS	162	41.2	41.2	100.0
Total	393	100.0	100.0	

Y1.1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	3	.8	.8	.8
RR	27	6.9	6.9	7.6
S	192	48.9	48.9	56.5
SS	171	43.5	43.5	100.0
Total	393	100.0	100.0	

Y1.1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	3	.8	.8	.8
RR	89	22.6	22.6	23.4
S	200	50.9	50.9	74.3
SS	101	25.7	25.7	100.0
Total	393	100.0	100.0	

Y1.1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	8	2.0	2.0	2.0
RR	73	18.6	18.6	20.6
S	187	47.6	47.6	68.2
SS	125	31.8	31.8	100.0
Total	393	100.0	100.0	

Y1.1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	14	3.6	3.6	3.6
TS	16	4.1	4.1	7.6
RR	126	32.1	32.1	39.7
S	154	39.2	39.2	78.9
SS	83	21.1	21.1	100.0
Total	393	100.0	100.0	

Indikator Intention to Revisit

Y1.2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RR	8	2.0	2.0	2.0
S	219	55.7	55.7	57.8
SS	166	42.2	42.2	100.0
Total	393	100.0	100.0	

Y1.2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RR	7	1.8	1.8	1.8
S	234	59.5	59.5	61.3
SS	152	38.7	38.7	100.0
Total	393	100.0	100.0	

Y1.2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	9	2.3	2.3	2.3
RR	43	10.9	10.9	13.2
S	191	48.6	48.6	61.8
SS	150	38.2	38.2	100.0
Total	393	100.0	100.0	

Y1.2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	12	3.1	3.1	3.1
RR	34	8.7	8.7	11.7
S	203	51.7	51.7	63.4
SS	144	36.6	36.6	100.0
Total	393	100.0	100.0	

Variabel E-Loyalty Aksi**Indikator Positive E-WOM****Y2.1.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	12	3.1	3.1	3.1
RR	97	24.7	24.7	27.7
S	170	43.3	43.3	71.0
SS	114	29.0	29.0	100.0
Total	393	100.0	100.0	

Y2.1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	3	.8	.8	.8
RR	29	7.4	7.4	8.1
S	252	64.1	64.1	72.3
SS	109	27.7	27.7	100.0
Total	393	100.0	100.0	

Y2.1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RR	36	9.2	9.2	9.2
S	246	62.6	62.6	71.8
SS	111	28.2	28.2	100.0
Total	393	100.0	100.0	

Y2.1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	1	.3	.3	.3
RR	64	16.3	16.3	16.5
S	240	61.1	61.1	77.6
SS	88	22.4	22.4	100.0
Total	393	100.0	100.0	

Y2.1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RR	51	13.0	13.0	13.0
S	242	61.6	61.6	74.6
SS	100	25.4	25.4	100.0
Total	393	100.0	100.0	

Indikator Participation**Y2.2.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	1	.3	.3	.3
RR	75	19.1	19.1	19.3
S	234	59.5	59.5	78.9
SS	83	21.1	21.1	100.0
Total	393	100.0	100.0	

Y2.2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	1	.3	.3	.3
RR	38	9.7	9.7	9.9
S	253	64.4	64.4	74.3
SS	101	25.7	25.7	100.0
Total	393	100.0	100.0	

Y2.2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	5	1.3	1.3	1.3
TS	8	2.0	2.0	3.3
RR	59	15.0	15.0	18.3
S	203	51.7	51.7	70.0
SS	118	30.0	30.0	100.0
Total	393	100.0	100.0	

Y2.2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	1	.3	.3	.3
TS	12	3.1	3.1	3.3
RR	90	22.9	22.9	26.2
S	217	55.2	55.2	81.4
SS	73	18.6	18.6	100.0
Total	393	100.0	100.0	

Y2.2.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	3	.8	.8	.8
RR	46	11.7	11.7	12.5
S	232	59.0	59.0	71.5
SS	112	28.5	28.5	100.0
Total	393	100.0	100.0	

Indikator Co-Shopping

Y2.3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	20	5.1	5.1	5.1
RR	75	19.1	19.1	24.2
S	188	47.8	47.8	72.0
SS	110	28.0	28.0	100.0
Total	393	100.0	100.0	

Y2.3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RR	84	21.4	21.4	21.4
S	230	58.5	58.5	79.9
SS	79	20.1	20.1	100.0
Total	393	100.0	100.0	

Y2.3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	17	4.3	4.3	4.3
RR	54	13.7	13.7	18.1
S	230	58.5	58.5	76.6
SS	92	23.4	23.4	100.0
Total	393	100.0	100.0	

Y2.3.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	5	1.3	1.3	1.3
RR	40	10.2	10.2	11.5
S	263	66.9	66.9	78.4
SS	85	21.6	21.6	100.0
Total	393	100.0	100.0	

Y2.3.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	7	1.8	1.8	1.8
RR	39	9.9	9.9	11.7
S	210	53.4	53.4	65.1
SS	137	34.9	34.9	100.0
Total	393	100.0	100.0	

Lampiran 4. Pengujian Linieritas

Hubungan E-servqual terhadap E-Loyalty Afektif

Model Summary and Parameter Estimates

Dependent Variable: E-Loyalty Afektif

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	Sig.	Constant	b1
Linear	.397	257.274	1	391	.000	1.463	.695

The independent variable is E-servqual.

Hubungan E-servqual terhadap E-Loyalty Konatif

Model Summary and Parameter Estimates

Dependent Variable: E-Loyalty Konatif

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	Sig.	Constant	b1
Linear	.475	353.821	1	391	.000	.385	.925

The independent variable is E-servqual.

Hubungan E-Loyalty Afektif terhadap E-Loyalty Konatif

Model Summary and Parameter Estimates

Dependent Variable: E-Loyalty Konatif

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	Sig.	Constant	b1
Linear	.658	752.130	1	391	.000	-.072	.986

The independent variable is E-Loyalty Afektif.

Hubungan E-servqual terhadap E-Loyalti Aksi

Model Summary and Parameter Estimates

Dependent Variable: E-Loyalti Aksi

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	Sig.	Constant	b1
Linear	.538	455.522	1	391	.000	.112	.961

The independent variable is E-servqual.

Hubungan E-Loyalty Afektif terhadap E-Loyalty Aksi

Model Summary and Parameter Estimates

Dependent Variable: E-Loyalti Aksi

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	Sig.	Constant	b1
Linear	.418	281.198	1	391	.000	.750	.768

The independent variable is E-Loyalty Afektif.

Lampiran 5. Hasil Analisis SEM

Asumsi Normalitas

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
Y23	2.200	5.000	-.226	-1.832	-.063	-.256
Y22	2.600	5.000	-.015	-.121	-.262	-1.059
Y21	2.600	5.000	.022	.175	-.373	-1.509
Y12	3.000	5.000	-.194	-1.568	-.741	-2.998
Y11	2.200	5.000	-.328	-2.652	-.456	-1.845
Z11	2.000	5.000	-.711	-5.758	.312	1.263
Z12	3.000	5.000	-.117	-.950	-1.224	-4.953
Z13	3.000	5.000	.697	5.641	-.750	-3.036
Z14	3.000	5.000	.087	.704	-.354	-1.431
Z15	3.000	5.000	-.069	-.559	-.588	-2.379
X11	3.000	5.000	-.189	-1.533	-.762	-3.082
X12	2.500	5.000	-.303	-2.453	-.112	-.455
X13	3.000	5.000	.338	2.733	-.351	-1.419
X14	2.600	5.000	-.156	-1.262	-.193	-.781
X15	3.000	5.000	.284	2.298	-.368	-1.489
X16	2.167	5.000	.226	1.831	-.414	-1.675
X17	3.000	5.000	.196	1.587	-.524	-2.119
Multivariate					28.170	10.986

Asumsi Outlier

Observation number	Mahalanobis d-squared	p1	p2
145	43.196	.000	.162
87	35.531	.005	.616
61	33.610	.009	.716
261	33.610	.009	.507
331	33.610	.009	.313
33	33.204	.011	.242
73	31.698	.016	.466
93	31.494	.017	.376
207	31.494	.017	.248
364	31.494	.017	.151
51	28.508	.039	.907
276	28.508	.039	.849
293	28.508	.039	.774
310	28.508	.039	.684
338	28.508	.039	.584
30	27.822	.047	.757
134	27.184	.055	.881
251	27.184	.055	.827
350	27.184	.055	.761
389	27.184	.055	.684
390	27.184	.055	.600
64	26.703	.063	.734
190	26.703	.063	.659
117	26.534	.065	.661
168	26.534	.065	.582
237	26.534	.065	.500
11	26.483	.066	.446
334	26.483	.066	.368
137	26.330	.069	.371
26	26.191	.071	.369
358	26.191	.071	.299
126	26.000	.074	.326
280	26.000	.074	.262
297	26.000	.074	.205
56	25.933	.076	.181
186	25.933	.076	.137
386	25.933	.076	.101
387	25.933	.076	.073

Observation number	Mahalanobis d-squared	p1	p2
388	25.933	.076	.052
109	25.512	.084	.118
160	25.512	.084	.088
216	25.512	.084	.063
269	25.512	.084	.045
82	25.477	.085	.035
201	25.477	.085	.024
320	25.477	.085	.016
327	25.477	.085	.011
391	25.477	.085	.007
392	25.477	.085	.004
393	25.477	.085	.003
12	25.399	.086	.002
357	25.399	.086	.001
72	25.381	.086	.001
195	25.381	.086	.001
277	25.381	.086	.000
286	25.381	.086	.000
294	25.381	.086	.000
303	25.381	.086	.000
311	25.381	.086	.000
135	25.316	.088	.000
243	25.316	.088	.000
7	25.238	.090	.000
356	25.238	.090	.000
118	25.238	.090	.000
169	25.238	.090	.000
232	25.238	.090	.000
39	25.128	.092	.000
274	25.128	.092	.000
291	25.128	.092	.000
308	25.128	.092	.000
2	24.915	.097	.000
355	24.915	.097	.000
112	24.811	.099	.000
163	24.811	.099	.000
221	24.811	.099	.000
85	24.786	.100	.000
48	24.296	.112	.000
275	24.296	.112	.000

Observation number	Mahalanobis d-squared	p1	p2
292	24.296	.112	.000
309	24.296	.112	.000
65	24.186	.114	.000
192	24.186	.114	.000
96	23.845	.124	.000
147	23.845	.124	.000
213	23.845	.124	.000
268	23.845	.124	.000
372	23.845	.124	.000
78	23.623	.130	.000
199	23.623	.130	.000
278	23.623	.130	.000
287	23.623	.130	.000
295	23.623	.130	.000
304	23.623	.130	.000
326	23.623	.130	.000
362	23.623	.130	.000
46	23.552	.132	.000
314	23.552	.132	.000
336	23.552	.132	.000
142	23.164	.144	.000
253	23.164	.144	.000

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
ELafektif <--- Eservqual	.820	.066	12.458	***	
ELkonatif <--- ELafektif	.981	.066	14.866	***	
ELaksi <--- ELafektif	.414	.056	7.416	***	
ELkonatif <--- Eservqual	.398	.065	6.134	***	
ELaksi <--- Eservqual	.616	.068	9.098	***	
X17 <--- Eservqual	1.000				
X16 <--- Eservqual	1.170	.070	16.651	***	
X15 <--- Eservqual	1.069	.059	18.071	***	
X14 <--- Eservqual	1.081	.058	18.657	***	
X13 <--- Eservqual	.863	.054	16.037	***	
X12 <--- Eservqual	1.104	.077	14.319	***	
X11 <--- Eservqual	.752	.057	13.173	***	

			Estimate	S.E.	C.R.	P	Label
Z15	<---	ELafektif	1.000				
Z14	<---	ELafektif	.860	.056	15.437	***	
Z13	<---	ELafektif	.836	.047	17.964	***	
Z12	<---	ELafektif	.932	.053	17.641	***	
Z11	<---	ELafektif	1.032	.065	15.811	***	
Y11	<---	ELkonatif	1.000				
Y12	<---	ELkonatif	.760	.032	24.113	***	
Y21	<---	ELaksi	1.000				
Y22	<---	ELaksi	1.141	.041	27.888	***	
Y23	<---	ELaksi	1.187	.047	25.235	***	

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

			Estimate
ELafektif	<---	Eservqual	.710
ELkonatif	<---	ELafektif	.751
ELaksi	<---	ELafektif	.399
ELkonatif	<---	Eservqual	.264
ELaksi	<---	Eservqual	.514
X17	<---	Eservqual	.783
X16	<---	Eservqual	.778
X15	<---	Eservqual	.830
X14	<---	Eservqual	.851
X13	<---	Eservqual	.755
X12	<---	Eservqual	.687
X11	<---	Eservqual	.640
Z15	<---	ELafektif	.804
Z14	<---	ELafektif	.717
Z13	<---	ELafektif	.805
Z12	<---	ELafektif	.794
Z11	<---	ELafektif	.731
Y11	<---	ELkonatif	.954
Y12	<---	ELkonatif	.824
Y21	<---	ELaksi	.853
Y22	<---	ELaksi	.965

		Estimate
Y23	<--- ELaksi	.912

Indirect Effects (Group number 1 - Default model)

	Eservqual	ELafektif	ELaksi	ELkonatif
Elafektif	.000	.000	.000	.000
Elaksi	.339	.000	.000	.000
Elkonatif	.804	.000	.000	.000
Y23	1.134	.491	.000	.000
Y22	1.090	.472	.000	.000
Y21	.955	.414	.000	.000
Y12	.914	.746	.000	.000
Y11	1.202	.981	.000	.000
Z11	.846	.000	.000	.000
Z12	.764	.000	.000	.000
Z13	.685	.000	.000	.000
Z14	.705	.000	.000	.000
Z15	.820	.000	.000	.000
X11	.000	.000	.000	.000
X12	.000	.000	.000	.000
X13	.000	.000	.000	.000
X14	.000	.000	.000	.000
X15	.000	.000	.000	.000
X16	.000	.000	.000	.000
X17	.000	.000	.000	.000

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	39	1498.754	114	.000	13.147
Saturated model	153	.000	0		
Independence model	17	6592.655	136	.000	48.475

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.022	.711	.612	.529
Saturated model	.000	1.000		
Independence model	.157	.168	.064	.149

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.773	.729	.786	.744	.786
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.176	.168	.184	.000
Independence model	.348	.341	.355	.000

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

	M.I.	Par Change
Z2 <--> Z3	105.137	.041
e10 <--> Z3	4.337	.008
e10 <--> Z2	26.836	.021
e9 <--> e10	5.681	.006
e8 <--> Eservqual	6.363	.016
e8 <--> Z1	4.417	.012
e8 <--> Z3	26.647	-.022
e8 <--> Z2	20.320	.020
e8 <--> e10	4.164	-.009
e7 <--> Z3	26.090	.024
e7 <--> e9	4.397	.008
e6 <--> Z3	44.710	.026
e6 <--> e10	14.087	.015

	M.I.	Par Change
e6 <--> e8	20.529	.019
e1 <--> Eservqual	4.528	-.020
e1 <--> Z1	5.450	.019
e1 <--> Z2	11.133	.022
e1 <--> e10	11.088	-.022
e1 <--> e8	17.785	.030
e1 <--> e6	15.143	.024
e2 <--> Eservqual	5.536	-.017
e2 <--> Z1	6.595	.016
e2 <--> Z2	11.956	.017
e2 <--> e10	13.074	-.018
e2 <--> e8	27.463	.028
e2 <--> e7	10.859	.019
e2 <--> e1	19.046	.034
e3 <--> Z3	4.131	-.009
e3 <--> Z2	25.215	-.021
e3 <--> e9	5.475	.008
e3 <--> e8	59.766	-.036
e3 <--> e6	29.482	-.022
e3 <--> e1	9.841	-.022
e3 <--> e2	5.611	-.012
e4 <--> Eservqual	4.125	.016
e4 <--> Z1	4.972	-.016
e4 <--> Z3	23.182	-.027
e4 <--> Z2	18.302	-.024
e4 <--> e8	16.419	-.025
e4 <--> e7	7.689	-.018
e4 <--> e6	5.717	-.013
e4 <--> e1	51.138	-.065
e4 <--> e3	113.519	.063
e5 <--> Z3	32.975	-.030
e5 <--> Z2	8.972	-.015
e5 <--> e10	7.932	-.014
e5 <--> e9	6.968	-.011
e5 <--> e7	12.127	-.021

	M.I.	Par Change
e5 <--> e1	7.670	.023
e5 <--> e3	6.068	.013
e5 <--> e4	5.726	.017
d1 <--> Z3	7.947	-.015
d1 <--> e9	6.787	-.010
d1 <--> e3	8.225	.016
d2 <--> Z1	14.628	-.033
d2 <--> e9	8.616	-.015
d2 <--> e8	8.696	.021
d2 <--> e6	5.593	.015
d2 <--> e2	18.840	-.036
d2 <--> d1	114.734	.093
d3 <--> Z1	5.859	.014
d3 <--> Z3	4.100	.009
d3 <--> Z2	9.809	-.014
d3 <--> e10	5.268	-.010
d3 <--> e9	13.288	.012
d3 <--> e7	9.494	-.016
d3 <--> e1	5.101	.016
d3 <--> e2	8.163	-.015
d3 <--> e4	24.505	.030
d3 <--> d1	10.928	.019
d3 <--> d2	22.801	.035
d4 <--> Z1	11.835	-.018
d4 <--> e8	14.862	.017
d4 <--> e1	9.206	-.020
d4 <--> e2	18.366	.022
d4 <--> e3	26.277	-.023
d4 <--> d1	9.879	.017
d4 <--> d3	5.276	-.010
d5 <--> Z1	6.069	.014
d5 <--> Z3	12.007	-.015
d5 <--> Z2	7.019	-.012
d5 <--> e10	5.700	-.010
d5 <--> e6	5.063	-.010

	M.I.	Par Change
d5 <--> e5	34.139	.033
d5 <--> d1	52.553	-.041
d5 <--> d2	61.437	-.057
d5 <--> d4	13.720	.016
d6 <--> Z1	8.767	-.021
d6 <--> e10	15.540	.022
d6 <--> e8	10.325	-.019
d6 <--> e2	39.564	-.043
d6 <--> e3	13.704	.022
d6 <--> e5	4.293	-.015
d6 <--> d1	10.726	-.024
d6 <--> d2	13.718	.035
d6 <--> d4	21.885	-.027
d6 <--> d5	14.903	.023
d7 <--> Z1	19.273	.026
d7 <--> Z2	15.002	-.018
d7 <--> e10	7.314	-.013
d7 <--> e9	4.812	.008
d7 <--> e7	5.686	-.013
d7 <--> e6	4.915	-.010
d7 <--> e1	7.495	-.021
d7 <--> e2	5.214	.013
d7 <--> e3	24.016	.025
d7 <--> e4	7.563	.018
d7 <--> e5	8.575	.018
d7 <--> d2	42.677	-.051
d7 <--> d3	13.807	-.019
d7 <--> d5	20.046	.023
d7 <--> d6	5.139	.015

Goodness of Fit Setelah Modifikasi 1

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	114	355.343	39	.000	9.111
Saturated model	153	.000	0		
Independence model	17	6592.655	136	.000	48.475

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.013	.911	.651	.232
Saturated model	.000	1.000		
Independence model	.157	.168	.064	.149

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.946	.812	.952	.829	.951
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.144	.130	.158	.000
Independence model	.348	.341	.355	.000

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

			M.I.	Par Change
Z2	<-->	Z3	14.059	0.009
e9	<-->	Z1	4.899	-0.005
e8	<-->	Eservqual	4.361	0.008
e8	<-->	Z1	4.992	0.007
e8	<-->	Z3	8.714	-0.01

e8	<-->	Z2	16.146	0.013
e8	<-->	e10	4.486	-0.008
e7	<-->	Z3	14.169	0.014
e6	<-->	e8	12.368	0.012
e2	<-->	e8	6.693	0.011
e3	<-->	Eservqual	5.144	-0.006
e3	<-->	Z3	4.251	-0.005
e3	<-->	e8	17.994	-0.014
e4	<-->	e3	4.647	0.007
e5	<-->	Eservqual	4.268	0.009
e5	<-->	Z3	6.619	-0.01
e5	<-->	e10	10.234	-0.014
e5	<-->	e8	7.892	0.013
d1	<-->	Eservqual	4.362	-0.008
d1	<-->	e7	6.777	0.011
d1	<-->	e4	7.577	0.011
d2	<-->	Z2	4.382	-0.008
d2	<-->	e7	13.44	-0.019
d2	<-->	e3	4.629	0.008
d4	<-->	d2	8.03	0.011

Goodness of Fit Setelah Modifikasi 2

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	136	55.904	17	.000	3.288
Saturated model	153	.000	0		
Independence model	17	6592.655	136	.000	48.475

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.005	.984	.859	.109
Saturated model	.000	1.000		
Independence model	.157	.168	.064	.149

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.992	.932	.994	.952	.994
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.076	.055	.099	.024
Independence model	.348	.341	.355	.000