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**LAMPIRAN C****ENT1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.0	5	3.0	3.0	3.0
	3.0	43	26.1	26.1	29.1
	4.0	64	38.8	38.8	67.9
	5.0	53	32.1	32.1	100.0
	Total	165	100.0	100.0	

**ENT2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	1	.6	.6	.6
	2.0	2	1.2	1.2	1.8
	3.0	45	27.3	27.3	29.1
	4.0	81	49.1	49.1	78.2
	5.0	36	21.8	21.8	100.0
	Total	165	100.0	100.0	

**ENT3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.0	5	3.0	3.0	3.0
	3.0	36	21.8	21.8	24.8
	4.0	77	46.7	46.7	71.5
	5.0	47	28.5	28.5	100.0
	Total	165	100.0	100.0	

**ENT4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.0	8	4.8	4.8	4.8
3.0	56	33.9	33.9	38.8
4.0	58	35.2	35.2	73.9
5.0	43	26.1	26.1	100.0
Total	165	100.0	100.0	

**ENT5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.0	4	2.4	2.4	2.4
3.0	37	22.4	22.4	24.8
4.0	68	41.2	41.2	66.1
5.0	56	33.9	33.9	100.0
Total	165	100.0	100.0	

**INT1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.0	1	.6	.6	.6
3.0	25	15.2	15.2	15.8
4.0	87	52.7	52.7	68.5
5.0	52	31.5	31.5	100.0
Total	165	100.0	100.0	

**INT2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.0	2	1.2	1.2	1.2
3.0	61	37.0	37.0	38.2
4.0	69	41.8	41.8	80.0
5.0	33	20.0	20.0	100.0
Total	165	100.0	100.0	

**INT3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.0	2	1.2	1.2	1.2
3.0	43	26.1	26.1	27.3
4.0	75	45.5	45.5	72.7
5.0	45	27.3	27.3	100.0
Total	165	100.0	100.0	

**INT4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.0	2	1.2	1.2	1.2
3.0	44	26.7	26.7	27.9
4.0	86	52.1	52.1	80.0
5.0	33	20.0	20.0	100.0
Total	165	100.0	100.0	

**INT5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.0	1	.6	.6	.6
2.0	1	.6	.6	1.2
3.0	45	27.3	27.3	28.5
4.0	71	43.0	43.0	71.5
5.0	47	28.5	28.5	100.0
Total	165	100.0	100.0	

**TRE1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.0	2	1.2	1.2	1.2
3.0	38	23.0	23.0	24.2
4.0	86	52.1	52.1	76.4
5.0	39	23.6	23.6	100.0
Total	165	100.0	100.0	

**TRE2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.0	8	4.8	4.8	4.8
3.0	48	29.1	29.1	33.9
4.0	62	37.6	37.6	71.5
5.0	47	28.5	28.5	100.0
Total	165	100.0	100.0	

**TRE3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.0	1	.6	.6	.6
2.0	4	2.4	2.4	3.0
3.0	55	33.3	33.3	36.4
4.0	69	41.8	41.8	78.2
5.0	36	21.8	21.8	100.0
Total	165	100.0	100.0	

**TRE4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.0	2	1.2	1.2	1.2
3.0	33	20.0	20.0	21.2
4.0	81	49.1	49.1	70.3
5.0	49	29.7	29.7	100.0
Total	165	100.0	100.0	

**TRE5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.0	2	1.2	1.2	1.2
3.0	52	31.5	31.5	32.7
4.0	81	49.1	49.1	81.8
5.0	30	18.2	18.2	100.0
Total	165	100.0	100.0	



**CUS1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.0	1	.6	.6	.6
2.0	9	5.5	5.5	6.1
3.0	31	18.8	18.8	24.8
4.0	50	30.3	30.3	55.2
5.0	74	44.8	44.8	100.0
Total	165	100.0	100.0	

**CUS3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.0	2	1.2	1.2	1.2
2.0	8	4.8	4.8	6.1
3.0	35	21.2	21.2	27.3
4.0	43	26.1	26.1	53.3
5.0	77	46.7	46.7	100.0
Total	165	100.0	100.0	

**CUS4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.0	1	.6	.6	.6
2.0	16	9.7	9.7	10.3
3.0	40	24.2	24.2	34.5
4.0	44	26.7	26.7	61.2
5.0	64	38.8	38.8	100.0
Total	165	100.0	100.0	

**CUS5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.0	1	.6	.6	.6
2.0	9	5.5	5.5	6.1
3.0	37	22.4	22.4	28.5
4.0	49	29.7	29.7	58.2
5.0	69	41.8	41.8	100.0
Total	165	100.0	100.0	

**EWOM1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.0	11	6.7	6.7	6.7
3.0	38	23.0	23.0	29.7
4.0	63	38.2	38.2	67.9
5.0	53	32.1	32.1	100.0
Total	165	100.0	100.0	

**EWOM2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.0	3	1.8	1.8	1.8
2.0	9	5.5	5.5	7.3
3.0	34	20.6	20.6	27.9
4.0	85	51.5	51.5	79.4
5.0	34	20.6	20.6	100.0
Total	165	100.0	100.0	

**EWOM3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.0	5	3.0	3.0	3.0
2.0	6	3.6	3.6	6.7
3.0	41	24.8	24.8	31.5
4.0	56	33.9	33.9	65.5
5.0	57	34.5	34.5	100.0
Total	165	100.0	100.0	

**EWOM4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.0	13	7.9	7.9	7.9
3.0	30	18.2	18.2	26.1
4.0	60	36.4	36.4	62.4
5.0	62	37.6	37.6	100.0
Total	165	100.0	100.0	

**EWOM5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.0	3	1.8	1.8	1.8
2.0	6	3.6	3.6	5.5
3.0	32	19.4	19.4	24.8
4.0	75	45.5	45.5	70.3
5.0	49	29.7	29.7	100.0
Total	165	100.0	100.0	

**BBI1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.0	12	7.3	7.3	7.3
3.0	49	29.7	29.7	37.0
4.0	55	33.3	33.3	70.3
5.0	49	29.7	29.7	100.0
Total	165	100.0	100.0	

**BBI2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.0	1	.6	.6	.6
2.0	9	5.5	5.5	6.1
3.0	51	30.9	30.9	37.0
4.0	63	38.2	38.2	75.2
5.0	41	24.8	24.8	100.0
Total	165	100.0	100.0	

**BBI3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.0	2	1.2	1.2	1.2
2.0	16	9.7	9.7	10.9
3.0	48	29.1	29.1	40.0
4.0	67	40.6	40.6	80.6
5.0	32	19.4	19.4	100.0
Total	165	100.0	100.0	

**BBI4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.0	3	1.8	1.8	1.8
2.0	18	10.9	10.9	12.7
3.0	43	26.1	26.1	38.8
4.0	74	44.8	44.8	83.6
5.0	27	16.4	16.4	100.0
Total	165	100.0	100.0	

**BBI5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.0	13	7.9	7.9	7.9
3.0	42	25.5	25.5	33.3
4.0	61	37.0	37.0	70.3
5.0	49	29.7	29.7	100.0
Total	165	100.0	100.0	

**CL1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.0	1	.6	.6	.6
2.0	9	5.5	5.5	6.1
3.0	47	28.5	28.5	34.5
4.0	76	46.1	46.1	80.6
5.0	32	19.4	19.4	100.0
Total	165	100.0	100.0	

**CL2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.0	1	.6	.6	.6
2.0	15	9.1	9.1	9.7
3.0	43	26.1	26.1	35.8
4.0	70	42.4	42.4	78.2
5.0	36	21.8	21.8	100.0
Total	165	100.0	100.0	

**CL3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.0	2	1.2	1.2	1.2
2.0	7	4.2	4.2	5.5
3.0	48	29.1	29.1	34.5
4.0	80	48.5	48.5	83.0
5.0	28	17.0	17.0	100.0
Total	165	100.0	100.0	

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
ENT1	165	2.0	5.0	4.000	.8410
ENT2	165	1.0	5.0	3.903	.7669
ENT3	165	2.0	5.0	4.006	.7925
ENT4	165	2.0	5.0	3.824	.8762
ENT5	165	2.0	5.0	4.067	.8125
ENT	165	2.0	5.0	3.960	.5972
INT1	165	2.0	5.0	4.152	.6862
INT2	165	2.0	5.0	3.806	.7643
INT3	165	2.0	5.0	3.988	.7650
INT4	165	2.0	5.0	3.909	.7141
INT5	165	1.0	5.0	3.982	.7999
INT	165	2.0	5.0	3.967	.5705
TRE1	165	2.0	5.0	3.982	.7197
TRE2	165	2.0	5.0	3.897	.8739
TRE3	165	1.0	5.0	3.818	.8210

TRE4	165	2.0	5.0	4.073	.7372
TRE5	165	2.0	5.0	3.842	.7237
TRE	165	1.8	5.0	3.922	.5480
CUS1	165	1.0	5.0	4.133	.9470
CUS2	165	1.0	5.0	3.970	1.0325
CUS3	165	1.0	5.0	4.121	.9864
CUS4	165	1.0	5.0	3.933	1.0367
CUS5	165	1.0	5.0	4.067	.9572
CUS	165	1.0	5.0	4.045	.7620
EWOM1	165	2.0	5.0	3.958	.9063
EWOM2	165	1.0	5.0	3.836	.8785
EWOM3	165	1.0	5.0	3.933	1.0069
EWOM4	165	2.0	5.0	4.036	.9363
EWOM5	165	1.0	5.0	3.976	.8968
EWOM	165	1.8	5.0	3.948	.6746
BBI1	165	2.0	5.0	3.855	.9322
BBI2	165	1.0	5.0	3.812	.8943
BBI3	165	1.0	5.0	3.673	.9381
BBI4	165	1.0	5.0	3.630	.9450
BBI5	165	2.0	5.0	3.885	.9266
BBI	165	1.4	5.0	3.771	.6619
CL1	165	1.0	5.0	3.782	.8415
CL2	165	1.0	5.0	3.758	.9183
CL3	165	1.0	5.0	3.758	.8275
CL	165	1.0000000	5.000000000	3.7656565	.6918263
		000000000	0000000	65656566	03866220
V43	0				
V44	0				
Valid N (listwise)	0				





## LAMPIRAN D

### UJI NORMALITAS

#### Assessment of Normality

Variable	min	max	skew	c.r.	kurtosis	c.r.
CL3	1.000	5.000	-.496	-2.602	.470	1.233
CL2	1.000	5.000	-.403	-2.115	-.402	-1.055
CL1	1.000	5.000	-.372	-1.952	-.079	-.207
BBI5	2.000	5.000	-.370	-1.939	-.790	-2.071
BBI4	1.000	5.000	-.509	-2.670	-.123	-.323
BBI3	1.000	5.000	-.374	-1.962	-.329	-.862
BBI2	1.000	5.000	-.290	-1.523	-.473	-1.241
BBI1	2.000	5.000	-.251	-1.319	-.949	-2.488
EWOM1	2.000	5.000	-.459	-2.406	-.671	-1.761
EWOM2	1.000	5.000	-.813	-4.263	.867	2.274
EWOM3	1.000	5.000	-.801	-4.201	.336	.881
EWOM4	2.000	5.000	-.653	-3.426	-.513	-1.345
EWOM5	1.000	5.000	-.868	-4.554	.885	2.319
CUS1	1.000	5.000	-.830	-4.352	-.134	-.351
CUS2	1.000	5.000	-.639	-3.353	-.646	-1.695
CUS3	1.000	5.000	-.856	-4.489	-.065	-.169
CUS4	1.000	5.000	-.525	-2.755	-.819	-2.146
CUS5	1.000	5.000	-.677	-3.551	-.421	-1.105
TRE1	2.000	5.000	-.170	-.892	-.529	-1.386
TRE2	2.000	5.000	-.239	-1.255	-.852	-2.233
TRE3	1.000	5.000	-.185	-.968	-.276	-.724
TRE4	2.000	5.000	-.298	-1.562	-.573	-1.503
TRE5	2.000	5.000	.053	.275	-.694	-1.819
INT1	2.000	5.000	-.316	-1.655	-.443	-1.162
INT2	2.000	5.000	.177	.930	-.947	-2.483
INT3	2.000	5.000	-.144	-.753	-.861	-2.258
INT4	2.000	5.000	-.068	-.358	-.562	-1.473
INT5	1.000	5.000	-.326	-1.709	-.201	-.528
ENT1	2.000	5.000	-.308	-1.617	-.842	-2.207
ENT2	1.000	5.000	-.323	-1.692	.181	.474
ENT3	2.000	5.000	-.379	-1.990	-.453	-1.189
ENT4	2.000	5.000	-.088	-.463	-.953	-2.498
ENT5	2.000	5.000	-.396	-2.075	-.700	-1.837
Multivariate					21.255	2.840

UJI OUTLIER UNIVARIANT DENGAN Z-SCORE

**Descriptive Statistics**

	N	Minimu m	Maximu m	Mean	Std. Deviation
Zscore(ENT1)	165	-2.37806	1.18903	.0000000	1.00000000
Zscore(ENT2)	165	-3.78552	1.43044	.0000000	1.00000000
Zscore(ENT3)	165	-2.53140	1.25423	.0000000	1.00000000
Zscore(ENT4)	165	-2.08203	1.34190	.0000000	1.00000000
Zscore(ENT5)	165	-2.54358	1.14871	.0000000	1.00000000
Zscore(ENT)	165	-3.28182	1.74137	.0000000	1.00000000
Zscore(INT1)	165	-3.13562	1.23658	.0000000	1.00000000
Zscore(INT2)	165	-2.36312	1.56219	.0000000	1.00000000
Zscore(INT3)	165	-2.59855	1.32304	.0000000	1.00000000
Zscore(INT4)	165	-2.67332	1.52761	.0000000	1.00000000
Zscore(INT5)	165	-3.72753	1.27282	.0000000	1.00000000
Zscore(INT)	165	-3.44813	1.81011	.0000000	1.00000000
Zscore(TRE1)	165	-2.75369	1.41474	.0000000	1.00000000
Zscore(TRE2)	165	-2.17068	1.26219	.0000000	1.00000000
Zscore(TRE3)	165	-3.43258	1.43947	.0000000	1.00000000
Zscore(TRE4)	165	-2.81163	1.25784	.0000000	1.00000000
Zscore(TRE5)	165	-2.54570	1.59944	.0000000	1.00000000
Zscore(TRE)	165	-3.87315	1.96644	.0000000	1.00000000
Zscore(CUS1)	165	-3.30881	.91520	.0000000	1.00000000
Zscore(CUS2)	165	-2.87609	.99783	.0000000	1.00000000
Zscore(CUS3)	165	-3.16418	.89089	.0000000	1.00000000
Zscore(CUS4)	165	-2.82943	1.02888	.0000000	1.00000000
Zscore(CUS5)	165	-3.20374	.97505	.0000000	1.00000000
Zscore(CUS)	165	-3.99581	1.25346	.0000000	1.00000000
Zscore(EWOM 1)	165	-2.15999	1.15021	.0000000	1.00000000
Zscore(EWOM 2)	165	-3.22848	1.32450	.0000000	1.00000000
Zscore(EWOM 3)	165	-2.91327	1.05937	.0000000	1.00000000
Zscore(EWOM 4)	165	-2.17483	1.02916	.0000000	1.00000000
Zscore(EWOM 5)	165	-3.31812	1.14208	.0000000	1.00000000

Zscore(EWOM )	165	-3.18398	1.55965	.0000000	1.00000000
Zscore(BBI1)	165	-1.98947	1.22879	.0000000	1.00000000
Zscore(BBI2)	165	-3.14434	1.32821	.0000000	1.00000000
Zscore(BBI3)	165	-2.84907	1.41484	.0000000	1.00000000
Zscore(BBI4)	165	-2.78346	1.44945	.0000000	1.00000000
Zscore(BBI5)	165	-2.03413	1.20347	.0000000	1.00000000
Zscore(BBI)	165	-3.58172	1.85678	.0000000	1.00000000
Zscore(CL1)	165	-3.30559	1.44755	.0000000	1.00000000
Zscore(CL2)	165	-3.00285	1.35293	.0000000	1.00000000
Zscore(CL3)	165	-3.33237	1.50140	.0000000	1.00000000
Zscore(CL)	165	-3.99762	1.78418	.0000000	1.00000000
Zscore(V43)	0				
Zscore(V44)	0				
Zscore(ENT1)	165	-2.37806	1.18903	.0000000	1.00000000
Zscore(ENT2)	165	-3.78552	1.43044	.0000000	1.00000000
Zscore(ENT3)	165	-2.53140	1.25423	.0000000	1.00000000
Zscore(ENT4)	165	-2.08203	1.34190	.0000000	1.00000000
Zscore(ENT5)	165	-2.54358	1.14871	.0000000	1.00000000
Zscore(ENT)	165	-3.28182	1.74137	.0000000	1.00000000
Zscore(INT1)	165	-3.13562	1.23658	.0000000	1.00000000
Zscore(INT2)	165	-2.36312	1.56219	.0000000	1.00000000
Zscore(INT3)	165	-2.59855	1.32304	.0000000	1.00000000
Zscore(INT4)	165	-2.67332	1.52761	.0000000	1.00000000
Zscore(INT5)	165	-3.72753	1.27282	.0000000	1.00000000
Zscore(INT)	165	-3.44813	1.81011	.0000000	1.00000000
Zscore(TRE1)	165	-2.75369	1.41474	.0000000	1.00000000
Zscore(TRE2)	165	-2.17068	1.26219	.0000000	1.00000000
Zscore(TRE3)	165	-3.43258	1.43947	.0000000	1.00000000
Zscore(TRE4)	165	-2.81163	1.25784	.0000000	1.00000000
Zscore(TRE5)	165	-2.54570	1.59944	.0000000	1.00000000
Zscore(TRE)	165	-3.87315	1.96644	.0000000	1.00000000
Zscore(CUS1)	165	-3.30881	.91520	.0000000	1.00000000
Zscore(CUS2)	165	-2.87609	.99783	.0000000	1.00000000
Zscore(CUS3)	165	-3.16418	.89089	.0000000	1.00000000
Zscore(CUS4)	165	-2.82943	1.02888	.0000000	1.00000000
Zscore(CUS5)	165	-3.20374	.97505	.0000000	1.00000000
Zscore(CUS)	165	-3.99581	1.25346	.0000000	1.00000000
Zscore(EWOM 1)	165	-2.15999	1.15021	.0000000	1.00000000

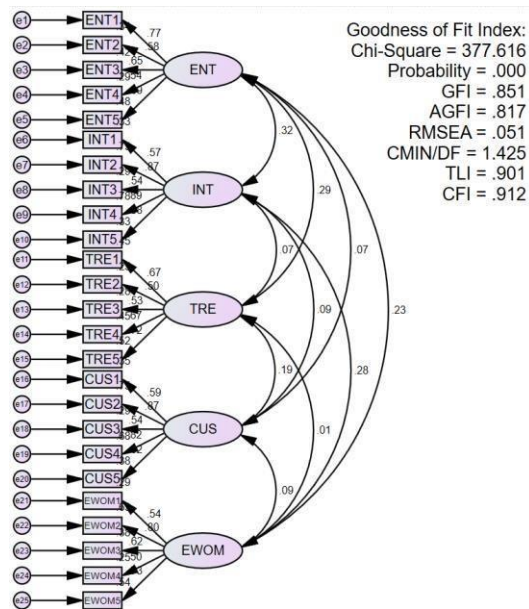
Zscore(EWOM 2)	165	-3.22848	1.32450	.0000000	1.00000000
Zscore(EWOM 3)	165	-2.91327	1.05937	.0000000	1.00000000
Zscore(EWOM 4)	165	-2.17483	1.02916	.0000000	1.00000000
Zscore(EWOM 5)	165	-3.31812	1.14208	.0000000	1.00000000
Zscore(EWOM )	165	-3.18398	1.55965	.0000000	1.00000000
Zscore(BBI1)	165	-1.98947	1.22879	.0000000	1.00000000
Zscore(BBI2)	165	-3.14434	1.32821	.0000000	1.00000000
Zscore(BBI3)	165	-2.84907	1.41484	.0000000	1.00000000
Zscore(BBI4)	165	-2.78346	1.44945	.0000000	1.00000000
Zscore(BBI5)	165	-2.03413	1.20347	.0000000	1.00000000
Zscore(BBI)	165	-3.58172	1.85678	.0000000	1.00000000
Zscore(CL1)	165	-3.30559	1.44755	.0000000	1.00000000
Zscore(CL2)	165	-3.00285	1.35293	.0000000	1.00000000
Zscore(CL3)	165	-3.33237	1.50140	.0000000	1.00000000
Zscore(CL)	165	-3.99762	1.78418	.0000000	1.00000000
Zscore(V43)	0				
Zscore(V44)	0				
Valid N (listwise)	0				

UJI OUTLIER MULTIVARIANT DENGAN MAHALANOBIS DISTANCE

Observation number	Mahalanobis d-squared	p1	p2
12	60,720	,002	,316
23	59,587	,003	,092
117	54,631	,010	,244
6	54,097	,012	,130
7	51,171	,023	,320
50	50,311	,027	,298
109	49,021	,036	,382
46	48,421	,041	,357
32	47,957	,045	,319
16	47,917	,045	,212
146	47,895	,045	,130
36	46,748	,057	,231
71	46,521	,059	,185
87	46,236	,063	,157
45	46,102	,065	,114
48	45,643	,070	,121
160	45,247	,076	,123
47	44,743	,083	,146
165	44,731	,084	,097
106	43,893	,097	,182
38	43,808	,099	,139
105	43,407	,106	,157
60	43,349	,107	,116
70	43,218	,110	,094
93	42,417	,126	,192
35	42,229	,130	,176
39	40,982	,160	,485
49	40,776	,166	,476
154	40,741	,167	,407
128	40,544	,172	,399
59	40,034	,186	,510
8	40,030	,186	,432
57	39,857	,191	,421
139	39,583	,200	,449
44	39,507	,202	,403
135	39,373	,206	,381
101	39,351	,207	,319
161	39,282	,209	,278
100	39,102	,215	,276

Observation number	Mahalanobis d-squared	p1	p2
53	38,967	,219	,260
24	38,908	,221	,222
136	37,986	,253	,506
130	37,950	,254	,451
77	37,678	,264	,495
164	37,497	,270	,503
73	36,912	,293	,682
116	36,621	,304	,733
150	36,334	,316	,780
98	35,973	,331	,844
114	35,485	,352	,920
3	35,428	,354	,904
157	35,388	,356	,882
97	35,316	,359	,865
33	35,301	,360	,830
19	35,294	,360	,788
56	35,133	,367	,795
79	35,114	,368	,753
82	35,021	,372	,736
155	34,982	,374	,696
83	34,768	,384	,728
141	34,693	,387	,704
78	34,496	,396	,730
17	34,485	,397	,679
41	34,446	,398	,638
54	34,299	,405	,645
29	34,204	,410	,628
11	34,075	,416	,628
25	33,977	,420	,613
75	33,941	,422	,569
163	33,768	,430	,591
147	33,261	,455	,759

## UJI CFA KONSTRUK EKSOGEN



Regression Weight (Group number 1 – Default Model)

			Estimate	C.R.	P
BBI	<---	CUS	,233	3,311	***
BBI	<---	EWOM	,151	2,392	,017
BBI	<---	TRE	,246	2,788	,005
BBI	<---	INT	,302	3,158	,002
BBI	<---	ENT	,253	2,907	,004
CL	<---	BBI	1,056	5,416	***
ENT5	<---	ENT	1,000		
ENT4	<---	ENT	,830	5,947	***
ENT3	<---	ENT	,963	6,975	***
ENT2	<---	ENT	,782	6,125	***
ENT1	<---	ENT	1,178	7,773	***
INT5	<---	INT	1,000		
INT4	<---	INT	1,384	7,970	***
INT3	<---	INT	,863	5,595	***
INT2	<---	INT	1,395	7,719	***
INT1	<---	INT	,837	6,000	***
TRE5	<---	TRE	1,000		
TRE4	<---	TRE	,971	6,983	***
TRE3	<---	TRE	,828	5,538	***
TRE2	<---	TRE	,850	5,554	***
TRE1	<---	TRE	,938	7,034	***
CUS5	<---	CUS	1,000		

			Estimate	C.R.	P
CUS4	<---	CUS	1,421	7,775	***
CUS3	<---	CUS	,886	5,991	***
CUS2	<---	CUS	1,490	8,081	***
CUS1	<---	CUS	,936	6,424	***
EWOM5	<---	EWOM	1,000		
EWOM4	<---	EWOM	,721	5,029	***
EWOM3	<---	EWOM	,943	6,120	***
EWOM2	<---	EWOM	1,048	9,187	***
EWOM1	<---	EWOM	,740	5,512	***

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

			Estimate
ENT5	<---	Entertainment	.693
ENT4	<---	Entertainment	.539
ENT3	<---	Entertainment	.651
ENT2	<---	Entertainment	.580
ENT1	<---	Entertainment	.772
INT5	<---	Interactivity	.577
INT4	<---	Interactivity	.885
INT3	<---	Interactivity	.543
INT2	<---	Interactivity	.867
INT1	<---	Interactivity	.571
TRE5	<---	Trendiness	.722
TRE4	<---	Trendiness	.668
TRE3	<---	Trendiness	.525
TRE2	<---	Trendiness	.502
TRE1	<---	Trendiness	.674
CUS5	<---	Customization	.617
CUS4	<---	Customization	.822
CUS3	<---	Customization	.538
CUS2	<---	Customization	.866
CUS1	<---	Customization	.588
EWOM5	<---	Electronic_Word_of_Mouth	.733
EWOM4	<---	Electronic_Word_of_Mouth	.504
EWOM3	<---	Electronic_Word_of_Mouth	.618
EWOM2	<---	Electronic_Word_of_Mouth	.795
EWOM1	<---	Electronic_Word_of_Mouth	.539



UJI CFA KONSTRUK ENDOGEN

	Estimate	S.E.	C.R.	P	Label
CL <--- BBI	,917	,168	5,471	***	par_7
BBI5 <--- BBI	1,000				
BBI4 <--- BBI	1,359	,208	6,548	***	par_1
BBI3 <--- BBI	1,273	,201	6,344	***	par_2
CL1 <--- CL	1,000				
CL2 <--- CL	1,191	,163	7,299	***	par_3
CL3 <--- CL	,843	,138	6,131	***	par_4
BBI2 <--- BBI	,874	,166	5,272	***	par_5
BBI1 <--- BBI	,892	,170	5,239	***	par_6

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

			Estimate
Customer_Loyalty	<---	Brand_IMage	.831
BBI1	<---	Brand_IMage	.507
BBI2	<---	Brand_IMage	.518
BBI3	<---	Brand_IMage	.719
BBI4	<---	Brand_IMage	.762
BBI5	<---	Brand_IMage	.572
CL1	<---	Customer_Loyalty	.695
CL2	<---	Customer_Loyalty	.758
CL3	<---	Customer_Loyalty	.596

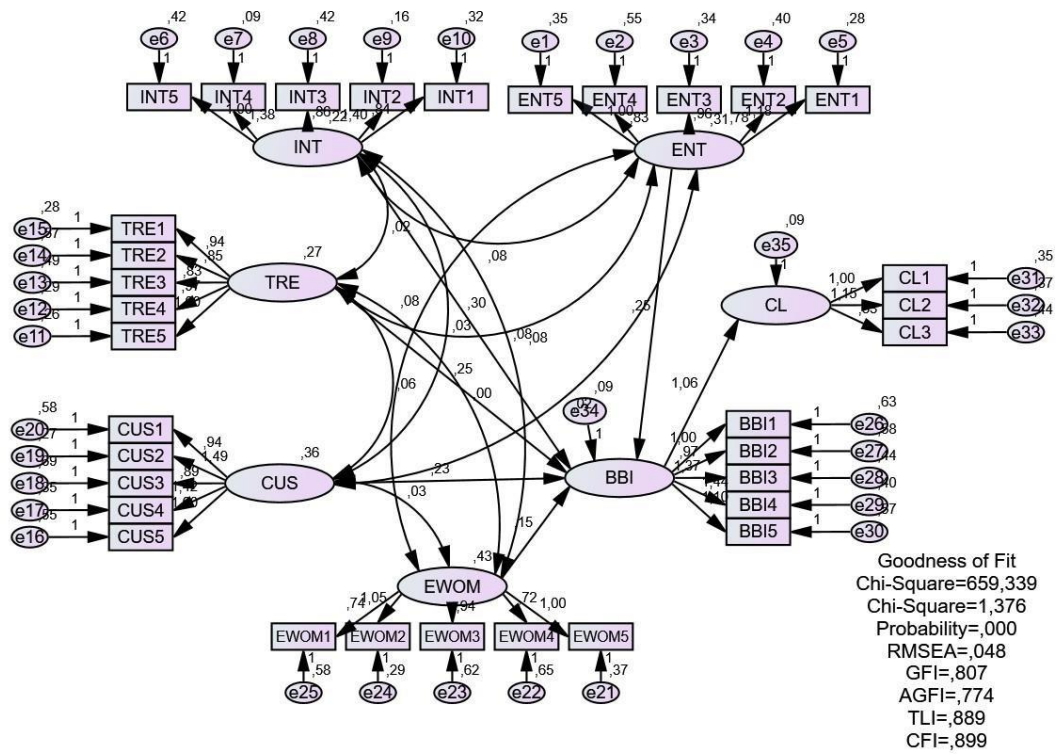
PERHITUNGAN CONSTRUCT RELIABILITY DAN AVERAGE VARIANCE EXTRACTED (AVE)

Variabel	Indikator	Factor Loading (FL)	FL 2	Error	Construct Reability
<i>Entertainment</i>	ENT5	0,683	0,466	0,534	0,784
	ENT4	0,525	0,276	0,724	
	ENT3	0,675	0,456	0,544	
	ENT2	0,566	0,320	0,680	
	ENT1	0,778	0,605	0,395	
	$\Sigma$	3,227	2,123	2,877	
	$\Sigma^2$	10,414			
<i>Interactivity</i>	INT5	0,583	0,340	0,660	0,824
	INT4	0,903	0,815	0,185	
	INT3	0,526	0,277	0,723	
	INT2	0,851	0,724	0,276	
	INT1	0,569	0,324	0,676	
	$\Sigma$	3,432	2,480	2,520	
	$\Sigma^2$	11,779			
<i>Trendiness</i>	TRE5	0,714	0,510	0,490	0,758
	TRE4	0,680	0,462	0,538	
	TRE3	0,521	0,271	0,729	
	TRE2	0,503	0,253	0,747	
	TRE1	0,673	0,453	0,547	
	$\Sigma$	3,091	1,950	3,050	
	$\Sigma^2$	9,554			
<i>Customization</i>	CUS5	0,625	0,391	0,609	0,822
	CUS4	0,820	0,672	0,328	
	CUS3	0,538	0,289	0,711	
	CUS2	0,863	0,745	0,255	
	CUS1	0,591	0,349	0,651	
	$\Sigma$	3,437	2,447	2,553	
	$\Sigma^2$	11,813			
<i>Electronic Word of Mouth</i>	EWOM5	0,737	0,543	0,457	0,778
	EWOM4	0,509	0,259	0,741	
	EWOM3	0,619	0,383	0,617	
	EWOM2	0,788	0,621	0,379	
	EWOM1	0,539	0,291	0,709	
	$\Sigma$	3,192	2,097	2,903	
	$\Sigma^2$	10,189			
<i>Brand Image</i>	BBI1	0,520	0,270	0,730	0,753
	BBI2	0,524	0,275	0,725	

Variabel	Indikator	Factor Loading (FL)	FL 2	Error	Construct Reability
	BBI3	0,708	0,501	0,499	
	BBI4	0,740	0,548	0,452	
	BBI5	0,573	0,328	0,672	
	$\Sigma$	3,065	1,922	3,078	
	$\Sigma^2$	9,394			
<i>Customer Loyalty</i>	CL1	0,706	0,498	0,502	0,724
	CL2	0,744	0,554	0,446	
	CL3	0,594	0,353	0,647	
	$\Sigma$	2,044	1,405	1,595	
	$\Sigma^2$	4,178			



## HASIL SEM (FULL MODEL)



### Parameter Summary (Group Number 1)

Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	42	0	0	0	42
Labeled	0	0	0	0	0
Unlabeled	32	0	40	0	72
Total	74	0	40	0	114

### Regression Weight (Group Number 1 – Default model)

			Estimate	S.E.	C.R.	P	Label
Brand_Image	<--	Entertainment	.270	.082	3.294	**	par_25
Brand_Image	<--	Interactivity	.325	.094	3.445	**	par_26
Brand_Image	<--	Trendiness	.255	.084	3.052	.00	par_27
Brand_Image	<--	Customization	.245	.070	3.485	**	par_28
Brand_Image	<--	Electronic_Word_of_Mouth	.158	.061	2.611	.009	par_29

Customer_Loyalty	<-- -	Brand_Image	1.055	.19 5	5.41 3	** *	par_ 30
ENT5	<-- -	Entertainment	1.000				
ENT4	<-- -	Entertainment	.804	.13 6	5.92 3	** *	par_ 1
ENT3	<-- -	Entertainment	.939	.13 5	6.93 6	** *	par_ 2
ENT2	<-- -	Entertainment	.749	.12 5	6.01 0	** *	par_ 3
ENT1	<-- -	Entertainment	1.162	.15 2	7.64 1	** *	par_ 4
INT5	<-- -	Interactivity	1.000				
INT4	<-- -	Interactivity	1.366	.17 1	7.97 5	** *	par_ 5
INT3	<-- -	Interactivity	.865	.15 4	5.62 8	** *	par_ 6
INT2	<-- -	Interactivity	1.391	.18 0	7.72 5	** *	par_ 7
INT1	<-- -	Interactivity	.848	.13 9	6.08 5	** *	par_ 8
TRE5	<-- -	Trendiness	1.000				
TRE4	<-- -	Trendiness	.948	.13 7	6.92 5	** *	par_ 9
TRE3	<-- -	Trendiness	.792	.14 6	5.44 2	** *	par_ 10
TRE2	<-- -	Trendiness	.827	.14 9	5.55 7	** *	par_ 11
TRE1	<-- -	Trendiness	.905	.13 0	6.98 8	** *	par_ 12
CUS5	<-- -	Customization	1.000				
CUS4	<-- -	Customization	1.417	.18 2	7.80 4	** *	par_ 13
CUS3	<-- -	Customization	.881	.14 7	5.99 3	** *	par_ 14
CUS2	<-- -	Customization	1.483	.18 3	8.10 3	** *	par_ 15
CUS1	<-- -	Customization	.930	.14 5	6.42 7	** *	par_ 16
EWOM5	<-- -	Electronic_Word_of_Mouth	1.000				

EWOM4	<-- -	Electronic_Word_of_ Mouth	.690	.13 8	5.00 3	** *	par_ 17
EWOM3	<-- -	Electronic_Word_of_ Mouth	.918	.14 8	6.18 6	** *	par_ 18
EWOM2	<-- -	Electronic_Word_of_ Mouth	1.054	.11 3	9.30 8	** *	par_ 19
EWOM1	<-- -	Electronic_Word_of_ Mouth	.712	.12 9	5.50 9	** *	par_ 20
BBI1	<-- -	Brand_IMage	1.000				
BBI2	<-- -	Brand_IMage	.966	.19 1	5.06 8	** *	par_ 21
BBI3	<-- -	Brand_IMage	1.370	.23 3	5.88 1	** *	par_ 22
BBI4	<-- -	Brand_IMage	1.442	.23 7	6.09 0	** *	par_ 23
BBI5	<-- -	Brand_IMage	1.095	.20 1	5.43 9	** *	par_ 24
CL1	<-- -	Customer_Loyalty	1.000				
CL2	<-- -	Customer_Loyalty	1.151	.15 2	7.57 6	** *	par_ 31
CL3	<-- -	Customer_Loyalty	.828	.13 2	6.29 2	** *	par_ 32

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

			Estimate
Brand_IMage	<---	Entertainment	.349
Brand_IMage	<---	Interactivity	.348
Brand_IMage	<---	Trendiness	.308
Brand_IMage	<---	Customization	.336
Brand_IMage	<---	Electronic_Word_of_Mouth	.242
Customer_Loyalty	<---	Brand_IMage	.837
ENT5	<---	Entertainment	.696
ENT4	<---	Entertainment	.519
ENT3	<---	Entertainment	.670
ENT2	<---	Entertainment	.553
ENT1	<---	Entertainment	.782
INT5	<---	Interactivity	.586
INT4	<---	Interactivity	.896
INT3	<---	Interactivity	.529
INT2	<---	Interactivity	.853
INT1	<---	Interactivity	.579
TRE5	<---	Trendiness	.730

TRE4	<---	Trendiness	.680
TRE3	<---	Trendiness	.510
TRE2	<---	Trendiness	.500
TRE1	<---	Trendiness	.665
CUS5	<---	Customization	.627
CUS4	<---	Customization	.820
CUS3	<---	Customization	.537
CUS2	<---	Customization	.862
CUS1	<---	Customization	.590
EWOM5	<---	Electronic_Word_of_Mouth	.745
EWOM4	<---	Electronic_Word_of_Mouth	.493
EWOM3	<---	Electronic_Word_of_Mouth	.609
EWOM2	<---	Electronic_Word_of_Mouth	.802
EWOM1	<---	Electronic_Word_of_Mouth	.525
BBI1	<---	Brand_Image	.482
BBI2	<---	Brand_Image	.485
BBI3	<---	Brand_Image	.671
BBI4	<---	Brand_Image	.705
BBI5	<---	Brand_Image	.534
CL1	<---	Customer_Loyalty	.679
CL2	<---	Customer_Loyalty	.720
CL3	<---	Customer_Loyalty	.566

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

		Estimate
Brand_Image		.509
Customer_Loyalty		.701
CL3		.320
CL2		.518
CL1		.462
BBI5		.285
BBI4		.496
BBI3		.450
BBI2		.236
BBI1		.232
EWOM1		.276
EWOM2		.643
EWOM3		.371
EWOM4		.243
EWOM5		.556
CUS1		.348
CUS2		.744
CUS3		.288

CUS4			.673
CUS5			.393
TRE1			.442
TRE2			.250
TRE3			.260
TRE4			.462
TRE5			.533
INT1			.335
INT2			.727
INT3			.280
INT4			.803
INT5			.343
ENT1			.612
ENT2			.305
ENT3			.449
ENT4			.269
ENT5			.485

Covariances: (Group number 1 - Default model)

			M.I.	Par Change
Trendiness	<-->	Customization	4.075	.060
Interactivity	<-->	Electronic_Word_of_Mouth	8.837	.085
Entertainment	<-->	Electronic_Word_of_Mouth	5.312	.083
Entertainment	<-->	Trendiness	8.554	.085
Entertainment	<-->	Interactivity	11.996	.084
e27	<-->	e32	5.030	-.095
e27	<-->	e29	4.897	-.094
e26	<-->	e28	4.327	-.094
e21	<-->	Z2	4.911	-.071
e21	<-->	e30	10.367	.158
e21	<-->	e26	5.806	.122
e22	<-->	Z2	6.095	.063
e22	<-->	e33	5.215	.080
e22	<-->	e30	6.364	-.099
e22	<-->	e28	4.488	-.076
e23	<-->	Z2	7.259	-.091
e23	<-->	e32	6.937	-.121
e23	<-->	e30	5.045	.116
e24	<-->	e21	8.696	.153
e24	<-->	e22	7.783	-.115
e24	<-->	e23	16.391	.222
e25	<-->	e26	6.605	-.111
e25	<-->	e21	4.213	-.086



e25	<-->	e22	8.717	.094
e25	<-->	e23	4.166	-.090
e16	<-->	Entertainment	4.060	.078
e16	<-->	e27	7.556	.133
e18	<-->	e16	10.504	.170
e19	<-->	Entertainment	6.548	-.086
e19	<-->	e17	4.740	.070
e20	<-->	e18	8.436	.150
e20	<-->	e19	5.478	-.096
e12	<-->	e30	5.028	.108
e13	<-->	e28	7.042	-.109
e14	<-->	Z2	6.378	.060
e14	<-->	e24	5.287	-.090
e15	<-->	e24	6.981	.098
e6	<-->	Electronic_Word_of_Mouth	12.597	-.117
e6	<-->	Trendiness	9.243	-.081
e6	<-->	e27	4.821	-.077
e6	<-->	e13	5.074	-.074
e7	<-->	Trendiness	4.920	.049
e7	<-->	Z1	4.190	-.030
e8	<-->	Trendiness	4.725	-.067
e8	<-->	e6	5.000	.066
e9	<-->	Electronic_Word_of_Mouth	4.277	.050
e9	<-->	Entertainment	4.647	.044
e9	<-->	Z1	5.037	.029
e9	<-->	e11	9.391	.059
e9	<-->	e14	4.541	-.042
e9	<-->	e8	8.400	-.062
e2	<-->	e33	5.378	.084
e2	<-->	e30	4.317	-.085
e2	<-->	e21	4.983	.092
e2	<-->	e16	6.393	.104
e3	<-->	Trendiness	9.536	.092
e3	<-->	Z1	7.128	.053
e3	<-->	e32	5.204	.079
e4	<-->	e19	4.883	-.092
e4	<-->	e1	4.809	-.081
e5	<-->	e31	6.131	-.082
e5	<-->	e4	7.764	.107

### Model Fit Summary

#### CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
-------	------	------	----	---	---------

Default model	72	698.830	489	.000	1.429
Saturated model	561	.000	0		
Independence model	33	2319.398	528	.000	4.393

#### RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.072	.797	.767	.695
Saturated model	.000	1.000		
Independence model	.161	.398	.361	.375

#### Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.699	.675	.885	.874	.883
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

#### Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.926	.647	.818
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

#### NCP

Model	NCP	LO 90	HI 90
Default model	209.830	143.688	283.986
Saturated model	.000	.000	.000
Independence model	1791.398	1645.956	1944.333

#### FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	4.261	1.279	.876	1.732
Saturated model	.000	.000	.000	.000
Independence model	14.143	10.923	10.036	11.856

#### RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.051	.042	.060	.405
Independence model	.144	.138	.150	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	842.830	880.491	1066.458	1138.458
Saturated model	1122.000	1415.446	2864.435	3425.435
Independence model	2385.398	2402.660	2487.895	2520.895

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	5.139	4.736	5.591	5.369
Saturated model	6.841	6.841	6.841	8.631
Independence model	14.545	13.658	15.478	14.650

HOELTER

**HOELTER**

Model	HOELTER .05	HOELTER .01
Default model	128	133
Independence model	42	43



## LAMPIRAN E

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