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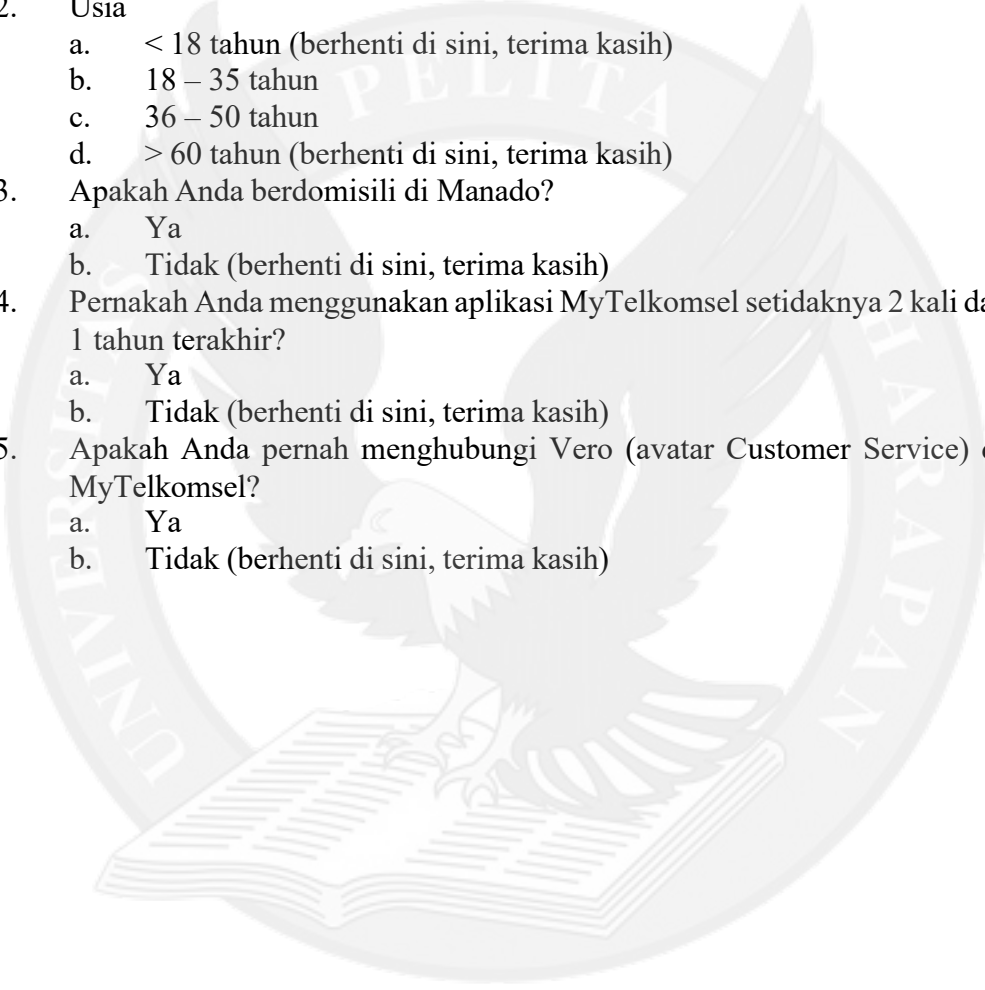
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LAMPIRAN A: KUISIONER

KUISIONER

Instruksi Pengisian Kuisisioner

Pilihlah salah satu jawaban yang paling sesuai menurut Anda!

1. Jenis Kelamin
 - a. Pria
 - b. Wanita
 2. Usia
 - a. < 18 tahun (berhenti di sini, terima kasih)
 - b. 18 – 35 tahun
 - c. 36 – 50 tahun
 - d. > 60 tahun (berhenti di sini, terima kasih)
 3. Apakah Anda berdomisili di Manado?
 - a. Ya
 - b. Tidak (berhenti di sini, terima kasih)
 4. Pernahkah Anda menggunakan aplikasi MyTelkomsel setidaknya 2 kali dalam 1 tahun terakhir?
 - a. Ya
 - b. Tidak (berhenti di sini, terima kasih)
 5. Apakah Anda pernah menghubungi Vero (avatar Customer Service) di MyTelkomsel?
 - a. Ya
 - b. Tidak (berhenti di sini, terima kasih)
- 

PETUNJUK PENGISIAN

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

No.	Pernyataan	SS	S	N	TS	STS
<i>Perceived Ease of Use</i>						
1.	Pilihan menu pada MyTelkomsel mudah dicari					
2.	Proses berlangganan di MyTelkomsel mudah dilakukan					
3.	Proses pembayaran di MyTelkomsel mudah dilakukan					
4.	Pemilihan produk di MyTelkomsel mudah dilakukan					
5.	Secara keseluruhan, MyTelkomsel mudah digunakan					
<i>Service Content Quality</i>						
1.	Kombinasi program (Disney, Hotspot, Zoom, dll) yang ditawarkan oleh MyTelkomsel beragam					
2.	Kombinasi harga kuota yang ditawarkan MyTelkomsel beragam					
3.	Pilihan lagu yang ditawarkan di MyTelkomsel selalu update					
4.	Menu pertukaran poin di MyTelkomsel mudah dipahami					
5.	Informasi terkait promo yang ditawarkan di MyTelkomsel sudah jelas					
<i>Customer Service Quality</i>						
1.	Respon Vero di MyTelkomsel cepat					
2.	Vero di MyTelkomsel dapat menjawab pertanyaan dengan benar					
3.	Vero di MyTelkomsel dapat membantu permasalahan saya dengan baik					
4.	Jawaban Vero di MyTelkomsel menggunakan bahasa yang mudah dimengerti					
5.	Vero dapat memberikan solusi yang baik untuk masalah saya					
<i>Customer Satisfaction</i>						
1.	Saya puas dengan kemudahan MyTelkomsel					
2.	Saya puas dengan Customer Service dari MyTelkomsel					
3.	Saya puas dengan kombinasi program (Disney, Hotspot, Zoom, dll) yang ditawarkan melalui MyTelkomsel					
4.	Saya puas dengan kombinasi kuota yang ditawarkan oleh MyTelkomsel					
5.	Secara keseluruhan, saya puas dengan MyTelkomsel					
<i>Continuance Intention</i>						
1.	Saya berniat untuk terus menggunakan MyTelkomsel					
2.	Saya berniat tetap menambah kuota pulsa melalui MyTelkomsel					
3.	Saya berniat untuk tetap melakukan penambahan program (seperti Disney, Hotspot, Zoom, dll) melalui MyTelkomsel					

4.	Saya berniat untuk tetap melakukan pembelian di MyTelkomsel					
5.	Saya berniat untuk terus mendengarkan lagu-lagu melalui MyTelkomsel					



LAMPIRAN B: TABULASI DATA

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LAMPIRAN C: HASIL UJI STATISTIK

Jenis Kelamin					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	61	48.8	48.8	48.8
	Wanita	64	51.2	51.2	100.0
	Total	125	100.0	100.0	

Usia					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 – 35 tahun	110	88.0	88.0	88.0
	36 – 50 tahun	10	8.0	8.0	96.0
	51 – 60 tahun	5	4.0	4.0	100.0
	Total	125	100.0	100.0	

PEU1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	13	10.4	10.4	10.4
	S	65	52.0	52.0	62.4
	SS	47	37.6	37.6	100.0
	Total	125	100.0	100.0	

PEU2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	8	6.4	6.4	6.4
	S	53	42.4	42.4	48.8
	SS	64	51.2	51.2	100.0
	Total	125	100.0	100.0	

PEU3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	S	66	52.8	52.8	52.8
	SS	59	47.2	47.2	100.0
	Total	125	100.0	100.0	

PEU4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	S	60	48.0	48.0	48.0
	SS	65	52.0	52.0	100.0
	Total	125	100.0	100.0	

PEU5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	10	8.0	8.0	8.0
	S	54	43.2	43.2	51.2
	SS	61	48.8	48.8	100.0
	Total	125	100.0	100.0	

SCQ1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	15	12.0	12.0	12.0
	S	71	56.8	56.8	68.8
	SS	39	31.2	31.2	100.0
	Total	125	100.0	100.0	

SCQ2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	3	2.4	2.4	2.4
	S	81	64.8	64.8	67.2
	SS	41	32.8	32.8	100.0
	Total	125	100.0	100.0	

SCQ3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	13	10.4	10.4	10.4
	S	63	50.4	50.4	60.8
	SS	49	39.2	39.2	100.0
	Total	125	100.0	100.0	

SCQ4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	23	18.4	18.4	18.4
	S	66	52.8	52.8	71.2
	SS	36	28.8	28.8	100.0
	Total	125	100.0	100.0	

SCQ5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	18	14.4	14.4	14.4
	S	61	48.8	48.8	63.2
	SS	46	36.8	36.8	100.0
	Total	125	100.0	100.0	

CSQ1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	31	24.8	24.8	24.8
	S	61	48.8	48.8	73.6
	SS	33	26.4	26.4	100.0
	Total	125	100.0	100.0	

CSQ2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	13	10.4	10.4	10.4
	S	60	48.0	48.0	58.4
	SS	52	41.6	41.6	100.0
	Total	125	100.0	100.0	

CSQ3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	8	6.4	6.4	6.4
	S	63	50.4	50.4	56.8
	SS	54	43.2	43.2	100.0
	Total	125	100.0	100.0	

CSQ4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	19	15.2	15.2	15.2
	S	64	51.2	51.2	66.4
	SS	42	33.6	33.6	100.0
	Total	125	100.0	100.0	

CSQ5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	23	18.4	18.4	18.4
	S	64	51.2	51.2	69.6
	SS	38	30.4	30.4	100.0
	Total	125	100.0	100.0	

CS1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	S	73	58.4	58.4	58.4
	SS	52	41.6	41.6	100.0
	Total	125	100.0	100.0	

CS2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	7	5.6	5.6	5.6
	S	67	53.6	53.6	59.2
	SS	51	40.8	40.8	100.0
	Total	125	100.0	100.0	

CS3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	6	4.8	4.8	4.8
	S	71	56.8	56.8	61.6
	SS	48	38.4	38.4	100.0
	Total	125	100.0	100.0	

CS4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	4	3.2	3.2	3.2
	S	69	55.2	55.2	58.4
	SS	52	41.6	41.6	100.0
	Total	125	100.0	100.0	

CS5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	35	28.0	28.0	28.0
	S	62	49.6	49.6	77.6
	SS	28	22.4	22.4	100.0
	Total	125	100.0	100.0	

CI1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	4	3.2	3.2	3.2
	S	68	54.4	54.4	57.6
	SS	53	42.4	42.4	100.0
	Total	125	100.0	100.0	

CI2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	34	27.2	27.2	27.2
	S	57	45.6	45.6	72.8
	SS	34	27.2	27.2	100.0
	Total	125	100.0	100.0	

CI3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	17	13.6	13.6	13.6
	S	71	56.8	56.8	70.4
	SS	37	29.6	29.6	100.0
	Total	125	100.0	100.0	

CI4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	13	10.4	10.4	10.4
	S	70	56.0	56.0	66.4
	SS	42	33.6	33.6	100.0
	Total	125	100.0	100.0	

CI5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	32	25.6	25.6	25.6
	S	64	51.2	51.2	76.8
	SS	29	23.2	23.2	100.0
	Total	125	100.0	100.0	

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PEU1	125	3.0	5.0	4.272	.6398
PEU2	125	3.0	5.0	4.448	.6151
PEU3	125	4.0	5.0	4.472	.5012
PEU4	125	4.0	5.0	4.520	.5016
PEU5	125	3.0	5.0	4.408	.6362
SCQ1	125	3.0	5.0	4.192	.6311
SCQ2	125	3.0	5.0	4.304	.5115
SCQ3	125	3.0	5.0	4.288	.6453
SCQ4	125	3.0	5.0	4.104	.6818
SCQ5	125	3.0	5.0	4.224	.6823
CSQ1	125	3.0	5.0	4.016	.7182
CSQ2	125	3.0	5.0	4.312	.6527
CSQ3	125	3.0	5.0	4.368	.6029
CSQ4	125	3.0	5.0	4.184	.6766
CSQ5	125	3.0	5.0	4.120	.6910
CS1	125	4.0	5.0	4.416	.4949
CS2	125	3.0	5.0	4.352	.5855
CS3	125	3.0	5.0	4.336	.5672
CS4	125	3.0	5.0	4.384	.5504
CS5	125	3.0	5.0	3.944	.7106
CI1	125	3.0	5.0	4.392	.5521
CI2	125	3.0	5.0	4.000	.7405
CI3	125	3.0	5.0	4.160	.6401
CI4	125	3.0	5.0	4.232	.6239
CI5	125	3.0	5.0	3.976	.7010
Valid N (listwise)	125				

LAMPIRAN D: HASIL PENGUJIAN

UJI NORMALITAS

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
CS5	3,000	5,000	,080	,365	-1,003	-2,290
CS4	3,000	5,000	-,114	-,522	-,904	-2,064
CS3	3,000	5,000	-,131	-,597	-,694	-1,584
CS2	3,000	5,000	-,256	-1,168	-,689	-1,573
CS1	4,000	5,000	,341	1,556	-1,884	-4,299
CI5	3,000	5,000	,033	,149	-,949	-2,165
CI4	3,000	5,000	-,205	-,937	-,599	-1,366
CI3	3,000	5,000	-,151	-,690	-,615	-1,402
CI2	3,000	5,000	,000	,000	-1,162	-2,651
CI1	3,000	5,000	-,143	-,653	-,911	-2,080
CSQ1	3,000	5,000	-,023	-,107	-1,046	-2,387
CSQ2	3,000	5,000	-,415	-1,893	-,728	-1,661
CSQ3	3,000	5,000	-,369	-1,685	-,675	-1,540
CSQ4	3,000	5,000	-,238	-1,087	-,827	-1,886
CSQ5	3,000	5,000	-,160	-,731	-,896	-2,045
SCQ1	3,000	5,000	-,172	-,784	-,592	-1,350
SCQ2	3,000	5,000	,296	1,352	-,746	-1,702
SCQ3	3,000	5,000	-,349	-1,595	-,712	-1,624
SCQ4	3,000	5,000	-,131	-,598	-,842	-1,921
SCQ5	3,000	5,000	-,311	-1,419	-,853	-1,947
PEU1	3,000	5,000	-,307	-1,401	-,691	-1,576
PEU2	3,000	5,000	-,636	-2,905	-,544	-1,241
PEU3	4,000	5,000	,112	,512	-1,987	-4,536
PEU4	4,000	5,000	-,080	-,365	-1,994	-4,550
PEU5	3,000	5,000	-,595	-2,716	-,604	-1,378
Multivariate					-5,667	-,862

UJI OUTLIER UNIVARIAT DENGAN Z-SCORE

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Zscore(PEU1)	125	-1.98825	1.13793	.0000000	1.0000000
Zscore(PEU2)	125	-2.35417	.89745	.0000000	1.0000000
Zscore(PEU3)	125	-.94169	1.05342	.0000000	1.0000000
Zscore(PEU4)	125	-1.03666	.95692	.0000000	1.0000000
Zscore(PEU5)	125	-2.21308	.93050	.0000000	1.0000000
Zscore(SCQ1)	125	-1.88868	1.28025	.0000000	1.0000000
Zscore(SCQ2)	125	-2.54914	1.36059	.0000000	1.0000000
Zscore(SCQ3)	125	-1.99603	1.10340	.0000000	1.0000000
Zscore(SCQ4)	125	-1.61915	1.31409	.0000000	1.0000000
Zscore(SCQ5)	125	-1.79390	1.13731	.0000000	1.0000000
Zscore(CSQ1)	125	-1.41457	1.37001	.0000000	1.0000000
Zscore(CSQ2)	125	-2.01000	1.05402	.0000000	1.0000000
Zscore(CSQ3)	125	-2.26905	1.04827	.0000000	1.0000000
Zscore(CSQ4)	125	-1.74989	1.20601	.0000000	1.0000000
Zscore(CSQ5)	125	-1.62094	1.27360	.0000000	1.0000000
Zscore(CS1)	125	-.84061	1.18009	.0000000	1.0000000
Zscore(CS2)	125	-2.30904	1.10670	.0000000	1.0000000
Zscore(CS3)	125	-2.35557	1.17073	.0000000	1.0000000
Zscore(CS4)	125	-2.51442	1.11914	.0000000	1.0000000
Zscore(CS5)	125	-1.32852	1.48614	.0000000	1.0000000
Zscore(CI1)	125	-2.52145	1.10132	.0000000	1.0000000
Zscore(CI2)	125	-1.35038	1.35038	.0000000	1.0000000
Zscore(CI3)	125	-1.81233	1.31238	.0000000	1.0000000
Zscore(CI4)	125	-1.97458	1.23090	.0000000	1.0000000
Zscore(CI5)	125	-1.39236	1.46084	.0000000	1.0000000
Valid N (listwise)	125				

UJI OUTLIER MULTIVARIAT DENGAN MAHALANOBIS DISTANCE

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

Observation number	Mahalanobis d-squared	p1	p2
82	38,597	,040	,994
98	36,270	,068	,998
115	36,190	,069	,993
53	35,627	,077	,989
23	35,238	,084	,983
42	35,099	,086	,964
17	35,026	,088	,929
72	34,270	,102	,949
51	33,606	,117	,962
24	33,242	,125	,959

Observation number	Mahalanobis d-squared	p1	p2
50	33,029	,130	,945
14	32,886	,134	,921
69	32,510	,144	,924
95	32,233	,151	,917
104	32,175	,153	,877
28	31,873	,162	,876
40	31,359	,177	,912
89	31,042	,188	,918
111	30,856	,194	,906
25	30,769	,197	,876
58	30,755	,197	,824
5	30,412	,209	,847
59	30,353	,211	,803
106	30,338	,212	,739
121	30,284	,214	,681
37	30,272	,214	,603
39	30,251	,215	,525
41	30,209	,217	,455
118	29,979	,225	,461
19	29,934	,227	,396
4	29,919	,227	,323
29	29,860	,230	,271
31	29,488	,244	,334
21	29,204	,255	,369
46	28,943	,266	,398
101	28,764	,274	,395
13	28,199	,299	,561
93	28,130	,302	,513
105	28,100	,303	,449
45	28,075	,304	,385
52	28,036	,306	,329
34	27,914	,312	,310
79	27,870	,314	,262
117	27,692	,322	,267
90	27,380	,337	,325
73	27,333	,339	,279
10	27,314	,340	,227
38	27,235	,344	,199
70	27,046	,354	,210
76	26,856	,363	,221
100	26,739	,369	,208
44	26,645	,374	,188
60	26,633	,374	,147
110	26,296	,392	,204
103	26,232	,395	,176
9	26,169	,399	,150

Observation number	Mahalanobis d-squared	p1	p2
112	26,072	,404	,136
11	25,874	,414	,150
63	25,807	,418	,129
78	25,708	,423	,117
67	25,602	,429	,108
35	25,509	,434	,096
3	25,486	,435	,073
30	25,471	,436	,053
55	25,194	,452	,074
16	25,066	,459	,072
107	24,349	,499	,232
15	24,297	,502	,199
80	24,217	,507	,179
84	24,132	,512	,161
68	24,009	,519	,156
33	23,626	,541	,244
97	23,510	,548	,235
122	23,409	,554	,221
108	23,169	,568	,262
49	23,136	,570	,220
43	22,916	,582	,252
94	22,889	,584	,208
6	22,667	,597	,241
61	22,583	,602	,219
109	22,431	,611	,224
7	22,299	,618	,221
96	22,280	,620	,176
74	21,647	,656	,393
36	21,605	,658	,343
123	21,465	,666	,341
48	21,415	,669	,297
57	21,309	,675	,280
65	20,813	,703	,456
120	20,678	,710	,451
91	20,650	,712	,388
66	20,391	,726	,446
54	20,385	,726	,371
125	20,246	,734	,365
114	19,910	,752	,461
88	19,884	,753	,393
116	19,814	,756	,349
124	19,780	,758	,289
99	19,718	,761	,246
92	19,531	,771	,256

UJI MULTIKOLINEARITAS DAN SINGULARITAS

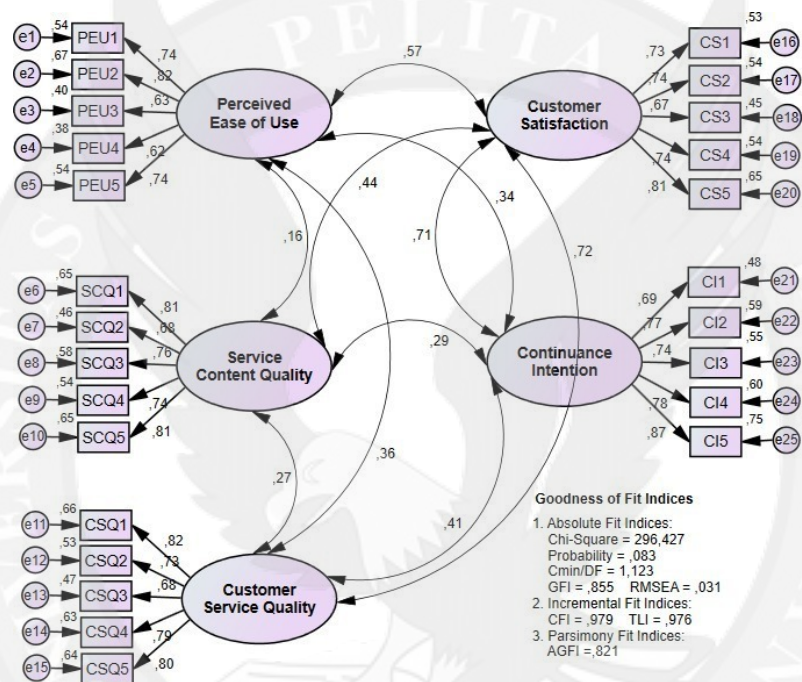
Condition number = 64,452

Eigenvalues

3,319 1,141 ,956 ,833 ,350 ,288 ,279 ,252 ,224 ,213 ,197 ,184 ,180 ,163 ,159 ,140 ,131 ,122 ,111 ,104 ,093 ,090 ,077 ,068 ,051

Determinant of sample covariance matrix = ,000

UJI HASIL ESTIMASI MEASUREMENT MODEL



Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
PEU5	<---	Perceived_Ease_of_Use	,997	,133	7,500	***	par_1
PEU4	<---	Perceived_Ease_of_Use	,659	,106	6,224	***	par_2
PEU3	<---	Perceived_Ease_of_Use	,672	,105	6,414	***	par_3
PEU2	<---	Perceived_Ease_of_Use	1,067	,136	7,820	***	par_4
PEU1	<---	Perceived_Ease_of_Use	1,000				
SCQ5	<---	Service_Content_Quality	1,081	,113	9,612	***	par_5
SCQ4	<---	Service_Content_Quality	,987	,116	8,526	***	par_6
SCQ3	<---	Service_Content_Quality	,964	,110	8,790	***	par_7
SCQ2	<---	Service_Content_Quality	,685	,088	7,760	***	par_8
SCQ1	<---	Service_Content_Quality	1,000				
CSQ5	<---	Customer_Service_Quality	,940	,094	9,964	***	par_9
CSQ4	<---	Customer_Service_Quality	,918	,096	9,567	***	par_10

			Estimate	S.E.	C.R.	P	Label
CSQ3	<---	Customer_Service_Quality	,705	,089	7,900	***	par_11
CSQ2	<---	Customer_Service_Quality	,814	,096	8,438	***	par_12
CSQ1	<---	Customer_Service_Quality	1,000				
CI1	<---	Continuance_Intention	1,000				
CI2	<---	Continuance_Intention	1,481	,190	7,799	***	par_13
CI3	<---	Continuance_Intention	1,237	,167	7,417	***	par_14
CI4	<---	Continuance_Intention	1,264	,161	7,833	***	par_15
CI5	<---	Continuance_Intention	1,581	,182	8,702	***	par_16
CS3	<---	Customer_Satisfaction	1,054	,148	7,126	***	par_17
CS2	<---	Customer_Satisfaction	1,194	,152	7,869	***	par_18
CS1	<---	Customer_Satisfaction	1,000				
CS4	<---	Customer_Satisfaction	1,123	,141	7,968	***	par_19
CS5	<---	Customer_Satisfaction	1,588	,183	8,694	***	par_20

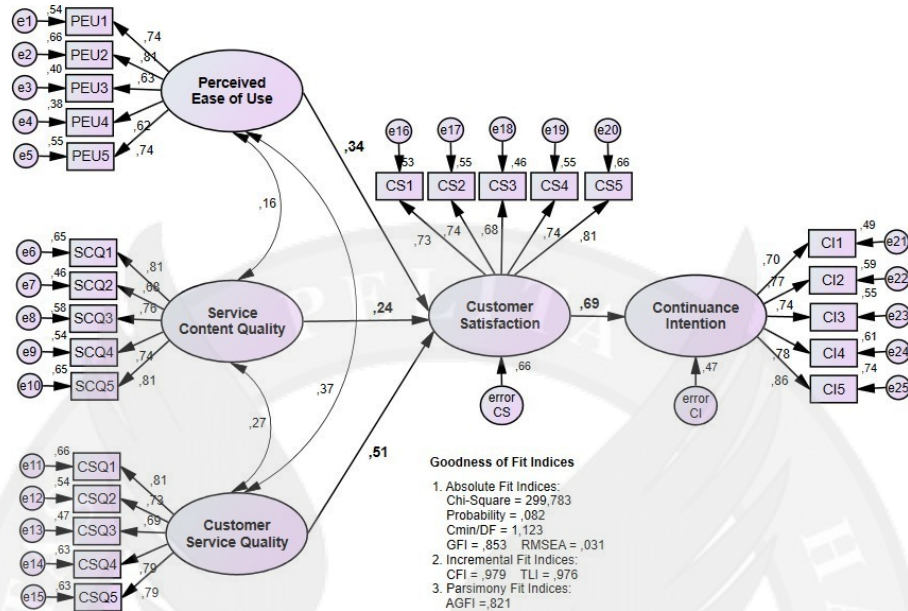
Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
PEU5	<---	Perceived_Ease_of_Use	,737
PEU4	<---	Perceived_Ease_of_Use	,618
PEU3	<---	Perceived_Ease_of_Use	,631
PEU2	<---	Perceived_Ease_of_Use	,816
PEU1	<---	Perceived_Ease_of_Use	,735
SCQ5	<---	Service_Content_Quality	,807
SCQ4	<---	Service_Content_Quality	,737
SCQ3	<---	Service_Content_Quality	,761
SCQ2	<---	Service_Content_Quality	,681
SCQ1	<---	Service_Content_Quality	,807
CSQ5	<---	Customer_Service_Quality	,797
CSQ4	<---	Customer_Service_Quality	,795
CSQ3	<---	Customer_Service_Quality	,685
CSQ2	<---	Customer_Service_Quality	,730
CSQ1	<---	Customer_Service_Quality	,815
CI1	<---	Continuance_Intention	,695
CI2	<---	Continuance_Intention	,767
CI3	<---	Continuance_Intention	,741
CI4	<---	Continuance_Intention	,777
CI5	<---	Continuance_Intention	,865
CS3	<---	Customer_Satisfaction	,672
CS2	<---	Customer_Satisfaction	,737
CS1	<---	Customer_Satisfaction	,731
CS4	<---	Customer_Satisfaction	,737
CS5	<---	Customer_Satisfaction	,808

**PERHITUNGAN CONSTRUCT RELIABILITY DAN AVERAGE
VARIANCE EXTRACTED (AVE)**

Konstruk	Indikator	FL	FL ²	Error	Construct Reliability	Average Variance Extracted (AVE)
<i>Perceived Ease of Use</i>	PEU1	0.735	0.640	0.360	0.844	0.536
	PEU2	0.816	0.666	0.334		
	PEU3	0.631	0.398	0.602		
	PEU4	0.618	0.382	0.618		
	PEU5	0.737	0.593	0.407		
<i>Service Content Quality</i>	SCQ1	0.807	0.651	0.349	0.872	0.578
	SCQ2	0.681	0.464	0.536		
	SCQ3	0.761	0.579	0.421		
	SCQ4	0.737	0.543	0.457		
	SCQ5	0.807	0.651	0.349		
<i>Customer Service Quality</i>	CSQ1	0.815	0.664	0.336	0.876	0.587
	CSQ2	0.730	0.533	0.467		
	CSQ3	0.685	0.469	0.531		
	CSQ4	0.795	0.632	0.368		
	CSQ5	0.797	0.635	0.365		
<i>Customer Satisfaction</i>	CS1	0.731	0.534	0.466	0.857	0.545
	CS2	0.737	0.543	0.457		
	CS3	0.672	0.452	0.548		
	CS4	0.737	0.543	0.457		
	CS5	0.808	0.653	0.347		
<i>Continuance Intention</i>	CI1	0.695	0.483	0.517	0.879	0.594
	CI2	0.767	0.588	0.412		
	CI3	0.741	0.549	0.451		
	CI4	0.777	0.604	0.396		
	CI5	0.865	0.748	0.252		

HASIL ESTIMASI STRUCTURAL MODEL



Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Customer_Satisfaction	<---	Perceived_Ease_of_Use	,259	,067	3,849	***	par_19
Customer_Satisfaction	<---	Service_Content_Quality	,169	,056	3,026	,002	par_20
Customer_Satisfaction	<---	Customer_Service_Quality	,318	,062	5,151	***	par_21
Continuance_Intention	<---	Customer_Satisfaction	,736	,126	5,854	***	par_18
PEU5	<---	Perceived_Ease_of_Use	,999	,133	7,530	***	par_1
PEU4	<---	Perceived_Ease_of_Use	,655	,105	6,211	***	par_2
PEU3	<---	Perceived_Ease_of_Use	,669	,104	6,408	***	par_3
PEU2	<---	Perceived_Ease_of_Use	1,062	,136	7,830	***	par_4
PEU1	<---	Perceived_Ease_of_Use	1,000				
SCQ5	<---	Service_Content_Quality	1,081	,112	9,621	***	par_5
SCQ4	<---	Service_Content_Quality	,987	,116	8,533	***	par_6
SCQ3	<---	Service_Content_Quality	,963	,109	8,797	***	par_7
SCQ2	<---	Service_Content_Quality	,684	,088	7,767	***	par_8
SCQ1	<---	Service_Content_Quality	1,000				
CSQ5	<---	Customer_Service_Quality	,940	,095	9,881	***	par_9
CSQ4	<---	Customer_Service_Quality	,922	,097	9,534	***	par_10
CSQ3	<---	Customer_Service_Quality	,709	,090	7,898	***	par_11
CSQ2	<---	Customer_Service_Quality	,822	,097	8,467	***	par_12
CSQ1	<---	Customer_Service_Quality	1,000				
CI1	<---	Continuance_Intention	1,000				
CI2	<---	Continuance_Intention	1,480	,188	7,866	***	par_13

			Estimate	S.E.	C.R.	P	Label
CI3	<---	Continuance_Intention	1,231	,165	7,445	***	par_14
CI4	<---	Continuance_Intention	1,260	,160	7,883	***	par_15
CI5	<---	Continuance_Intention	1,562	,179	8,722	***	par_16
CS3	<---	Customer_Satisfaction	1,066	,149	7,129	***	par_17
CS2	<---	Customer_Satisfaction	1,203	,153	7,844	***	par_22
CS1	<---	Customer_Satisfaction	1,000				
CS4	<---	Customer_Satisfaction	1,130	,142	7,952	***	par_23
CS5	<---	Customer_Satisfaction	1,597	,185	8,648	***	par_24

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

			Estimate
Customer_Satisfaction	<---	Perceived_Ease_of_Use	,338
Customer_Satisfaction	<---	Service_Content_Quality	,239
Customer_Satisfaction	<---	Customer_Service_Quality	,514
Continuance_Intention	<---	Customer_Satisfaction	,689
PEU5	<---	Perceived_Ease_of_Use	,740
PEU4	<---	Perceived_Ease_of_Use	,616
PEU3	<---	Perceived_Ease_of_Use	,629
PEU2	<---	Perceived_Ease_of_Use	,814
PEU1	<---	Perceived_Ease_of_Use	,737
SCQ5	<---	Service_Content_Quality	,807
SCQ4	<---	Service_Content_Quality	,737
SCQ3	<---	Service_Content_Quality	,760
SCQ2	<---	Service_Content_Quality	,681
SCQ1	<---	Service_Content_Quality	,807
CSQ5	<---	Customer_Service_Quality	,794
CSQ4	<---	Customer_Service_Quality	,795
CSQ3	<---	Customer_Service_Quality	,686
CSQ2	<---	Customer_Service_Quality	,735
CSQ1	<---	Customer_Service_Quality	,813
CI1	<---	Continuance_Intention	,698
CI2	<---	Continuance_Intention	,771
CI3	<---	Continuance_Intention	,741
CI4	<---	Continuance_Intention	,779
CI5	<---	Continuance_Intention	,859
CS3	<---	Customer_Satisfaction	,678
CS2	<---	Customer_Satisfaction	,742
CS1	<---	Customer_Satisfaction	,729
CS4	<---	Customer_Satisfaction	,741
CS5	<---	Customer_Satisfaction	,811

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Perceived_Ease_of_Use	<-->	Service_Content_Quality	,039	,026	1,505	,132	par_25
Service_Content_Quality	<-->	Customer_Service_Quality	,080	,032	2,524	,012	par_26
Perceived_Ease_of_Use	<-->	Customer_Service_Quality	,100	,032	3,119	,002	par_27
e4	<-->	e3	,058	,017	3,378	***	par_28

Correlations: (Group number 1 - Default model)

			Estimate
Perceived_Ease_of_Use	<-->	Service_Content_Quality	,164
Service_Content_Quality	<-->	Customer_Service_Quality	,272
Perceived_Ease_of_Use	<-->	Customer_Service_Quality	,366
e4	<-->	e3	,379

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

			Estimate
Customer_Satisfaction			,656
Continuance_Intention			,474
CS5			,658
CS4			,549
CS3			,460
CS2			,550
CS1			,532
CI5			,738
CI4			,607
CI3			,550
CI2			,594
CI1			,488
CSQ1			,660
CSQ2			,540
CSQ3			,471
CSQ4			,632
CSQ5			,631
SCQ1			,652
SCQ2			,464
SCQ3			,578
SCQ4			,544
SCQ5			,651
PEU1			,543
PEU2			,662
PEU3			,396
PEU4			,379

		Estimate
PEU5		,548

Covariances: (Group number 1 - Default model)

			M.I.	Par Change
e17	<-->	e18	4,592	,035
e25	<-->	error_CS	6,008	,025
e23	<-->	e19	5,879	,039
e21	<-->	e23	4,354	-,035
e11	<-->	e25	4,119	-,036
e12	<-->	e18	4,996	,041
e15	<-->	e11	6,274	,048
e15	<-->	e13	4,270	-,039
e6	<-->	e22	4,587	,041
e7	<-->	e20	4,117	,033
e1	<-->	Service_Content_Quality	4,966	,050
e1	<-->	e15	5,228	,045
e3	<-->	e22	5,336	,039

MODEL FIT SUMMARY

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	58	299,783	267	,082	1,123
Saturated model	325	,000	0		
Independence model	25	1843,302	300	,000	6,144

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,023	,853	,821	,701
Saturated model	,000	1,000		
Independence model	,128	,267	,205	,246

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,837	,817	,979	,976	,979
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,890	,745	,871
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	32,783	,000	79,397
Saturated model	,000	,000	,000
Independence model	1543,302	1411,616	1682,443

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	2,418	,264	,000	,640
Saturated model	,000	,000	,000	,000
Independence model	14,865	12,446	11,384	13,568

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,031	,000	,049	,961
Independence model	,204	,195	,213	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	415,783	446,559	579,825	637,825
Saturated model	650,000	822,449	1569,202	1894,202
Independence model	1893,302	1906,567	1964,009	1989,009

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	3,353	3,089	3,729	3,601
Saturated model	5,242	5,242	5,242	6,633
Independence model	15,269	14,207	16,391	15,376

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	127	134
Independence model	23	25

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BAB I

PENDAHULUAN

1.1. Latar Belakang

Dalam era digital saat ini, *e-commerce* telah menjadi salah satu pilar utama dalam mendukung berbagai aktivitas ekonomi berbasis teknologi. Kemajuan jaringan internet dan adopsi perangkat elektronik secara masif telah mengubah cara masyarakat bertransaksi, dari metode konvensional menjadi digital yang lebih praktis dan efisien. Salah satu sektor yang mengalami transformasi signifikan