

# LAMPIRAN



# LAMPIRAN A



## KUESIONER PENELITIAN

## **KUESIONER SURVEY LAPANGAN**

Judul Penelitian : “ ANALISIS PERILAKU BRAND SWITCHING KONSUMEN DALAM PEMBELIAN PRODUK SEPEDA MOTOR DI SALATIGA ”.

Kepada

Yth. Bpk / Ibu / Sdr .....

Responden penelitian

Di Salatiga.

Dengan hormat,

Terima kasih saya ucapan atas kesediaan dan partisipasi saudara untuk meluangkan waktu dalam mengisi kuesioner ini. Hasil penelitian ini semata – mata digunakan untuk menyusun tesis saya dalam rangka penyelesaian studi S2 pada Program Pasca Sarjana Magister Sains Manajemen di Unika Soegijapranata Semarang. Adapun penelitian ini bertujuan untuk menganalisis perilaku berpindah merek (*brand switching*) konsumen dalam pembelian produk sepeda motor di Salatiga.

Saudara dimohon untuk memberikan jawaban dari beberapa pertanyaan / pernyataan yang diajukan sesuai dengan petunjuk yang diberikan. Jawablah semua pertanyaan yang ada dan mohon jangan sampai ada yang tidak terjawab. Tidak ada penilaian benar atau salah pada jawaban saudara. Jawaban anda akan menunjukkan tentang penilaian anda terhadap pengalaman penggunaan sepeda motor yang pernah anda miliki.

Atas kesungguhan dan kerjasama dari Bpk / Ibu / Sdr sekalian saya mengucapkan banyak terima kasih.

Mengetahui :

Hormat saya :

Ketua PPS Manajemen :

Peneliti :

( Dr. Rustina Untari )

( Suzy Widyasari, SE. )

- **KUESIONER I : Identitas / Karakteristik Responden.**

NIR ( No. Identitas Responden ) : .....

1. Nama : .....
2. Alamat : .....
3. Usia : ..... tahun. Jenis kelamin : Pria / Wanita.
4. Besarnya pendapatan / gaji per bulan ( apabila anda adalah seorang ibu rumah tangga, maka pendapatan di sini adalah besarnya *gaji suami* ) :
  - a. Kurang dari Rp. 1.000.000
  - b. Rp. 1.000.000 – Rp. 3.000.000
  - c. Rp. 3.000.001 - Rp. 5.000.000
  - d. Lebih dari Rp. 5.000.000
5. Pada saat sekarang ini, berapa jumlah sepeda motor yang anda miliki ?
  - a. 1.
  - b. 2.
  - c. lebih dari 2.
6. Apa merek sepeda motor anda sekarang ? ( Jika lebih dari satu merek, sebutkan semuanya ) .....
7. Dalam kurun waktu 10 tahun ini ( sejak tahun 1996 ), apakah anda pernah berganti sepeda motor?
  - a. Ya
  - b. Tidak.
8. Apabila anda pernah berganti sepeda motor, apakah **merek** sepeda motor anda sekarang ini berbeda dengan merek sepeda motor sebelumnya?
  - a. Ya.
  - b. Tidak.

**Petunjuk Selanjutnya :**

- Bila anda menjawab “ YA ” pada pertanyaan no. 8 di atas, maka lanjutkan pengisian untuk pertanyaan no. 9 s.d 12 serta selesaikan pengisian sampai pada kuesioner II ).
  - Bila anda menjawab “ TIDAK ” pada pertanyaan no. 8 di atas, maka lewati pertanyaan no. 9 s.d 12 dan langsung lanjutkan ke kuesioner bagian II.
- 

9. Sebelum anda memiliki sepeda motor yang sekarang ini, telah berapa kali anda melakukan pergantian merek sepeda motor ?
- a. 1 kali.      b. 2 kali.      c. 3 kali.      d. lebih dari 3 kali.
10. Kapan pergantian merek sepeda motor itu, terakhir kali anda lakukan ?
- a. 1 tahun yang lalu.      c. Antara 2 tahun – 3 tahun yang lalu.  
b. Antara 1 tahun – 2 tahun yang lalu.      d. ....
11. Apakah merek sepeda motor yang anda miliki sekarang ? ( Jika lebih dari satu, maka urutkan berdasarkan waktu pemilikannya ).
- 1 .....      2. ....      3.....
- Dan apakah merek sepeda motor anda sebelumnya ?
1. ....      2. ....      3.....
12. Apakah alasan yang mendasari anda berganti merek sepeda motor tersebut?  
( Jawaban anda boleh lebih dari satu).
- Bosan.       Ingin mencoba motor merek lain.  
 Tahun pembuatan lebih muda.       Perawatan mudah.  
 Harga terjangkau.       Nilai purna jual tinggi.  
 Spare part murah dan mudah dicari.       Mengikuti trend / mode.  
 Alasan – alasan lainnya ( sebutkan ) : ....
- .....

## **Kuesioner II:**

### **Petunjuk :**

- Isilah pernyataan – pernyataan di bawah ini dengan memberikan **tanda check** ( ✓ ) pada kolom yang tersedia dengan **salah satu alternatif** jawaban yang telah disediakan.
- Keterangan jawaban untuk pertanyaan no. 2 s.d. 6 adalah sebagai berikut :
 

STS ( Sangat Tidak Setuju )	S ( Setuju ).
TS ( Tidak Setuju )	SS ( Sangat Setuju ).
N ( Netral )	

### **1. Pengalaman Sebelumnya ( *Prior Experience* = PE ).**

Kode	Pernyataan : <i>Sebelum saya memiliki sepeda motor yang sekarang ini :</i>	STS	TS	N	S	SS
		1	2	3	4	5
PE.1	Saya telah memiliki banyak pengalaman dalam pembelian sepeda motor.					
PE.2	Saya telah memiliki banyak pengalaman menggunakan beberapa merek sepeda motor.					
PE.3	Saya suka membeli sepeda motor dengan merek yang berganti – ganti.					
PE.4	Saya suka menggunakan sepeda motor dengan merek yang berganti – ganti.					

### **2. Pengetahuan Produk ( *Product Knowledge* = PK ).**

Kode	Pernyataan :	STS	TS	N	S	SS
		1	2	3	4	5
PK.1	Saya memiliki pengetahuan tentang sepeda motor yang lebih baik dibandingkan dengan orang lain.					
PK.2	Saya mengetahui tentang bagaimana mekanisme kerja mesin sepeda motor saya.					
PK.3	Saya mengetahui tentang cara – cara perawatan sepeda motor saya.					
PK.4	Teman saya menganggap bahwa saya memiliki keahlian di bidang sepeda motor.					
PK.5	Untuk setiap kerusakan / gangguan kecil pada – sepeda motor maka saya lebih suka untuk memperbaikinya sendiri daripada ke bengkel.					

### 3. Kepuasan ( *Satisfaction* = SN ).

Kode	Pernyataan :	STS 1	TS 2	N 3	S 4	SS 5
SN.1	Sepeda motor yang pernah saya miliki sebelumnya tidak sering bermasalah.					
SN.2	Kinerja sepeda motor yang pernah saya miliki sebelumnya sangat memuaskan.					
SN.3	Kinerja sepeda motor yang pernah saya miliki sebelumnya dapat diandalkan..					
SN.4	Saya memiliki kesan yang positif dengan sepeda motor yang pernah saya miliki sebelumnya.					

### 4. Pencarian Media ( *Media Search* = MS ).

Kode	Pernyataan :	STS 1	TS 2	N 3	S 4	SS 5
	<i>Sebelum membeli sepeda motor, terlebih dahulu saya akan melakukan pencarian informasi dari:</i>					
MS.1	Brosur / pamflet dari dealer sepeda motor.					
MS.2	Artikel – artikel sepeda motor di surat kabar dan -majalah.					
MS.3	Iklan sepeda motor di radio dan televisi.					
MS.4	Pameran – pameran sepeda motor.					
MS.5	Teman / sahabat.					
MS.6	Saudara / kerabat.					

### 5.Himpunan Pertimbangan ( *Consideration Set Size* = CS ).

Kode	Pernyataan :	STS 1	TS 2	N 3	S 4	SS 5
CS.1	Saya akan mempertimbangkan beberapa merek sepeda motor lainnya , sebelum saya membeli sepeda motor.					
CS.2	Beberapa merek sepeda motor yang menjadi pertimbangan saya adalah merek - merek yang berkualitas.					
CS.3	Saya akan mempertimbangkan model / tipe -					

	sepeda motor apa yang akan saya beli.					
CS.4	Saya akan mempertimbangkan untuk memilih merek – merek sepeda motor yang sudah - terkenal.					
CS.5	Saya akan mempertimbangkan harga dari merek - merek sepeda motor yang mungkin akan saya beli.					

#### 6. Pencarian Retail ( *Retailer Search* = RS ).

Kode	Pernyataan :	STS 1	TS 2	N 3	S 4	SS 5
	<i>Sebelum membeli sepeda motor, saya terlebih dahulu akan mengunjungi beberapa dealer atau penjual sepeda motor untuk :</i>					
RS.1	Melengkapi informasi yang saya perlukan dengan bertanya kepada tenaga penjual.					
RS.2	Melihat – lihat ( <i>survey</i> ) sepeda motor yang dipamerkan ( <i>display</i> ).					
RS.3	Membandingkan beberapa merek sepeda motor.					
RS.4	Mencoba sepeda motor yang akan saya beli.					

#### 7. Perilaku Berpindah Merek ( *Brand Switching Behavior* = BS ).

Kode	Pernyataan	STS 1	TS 2	N 3	S 4	SS 5
BS	Saat sekarang ini saya adalah konsumen yang suka berganti – ganti merek sepeda motor.					

**TERIMA KASIH ATAS PARTISIPASI ANDA...**

## DAFTAR MEREK SEPEDA MOTOR

NO	MEREK	TIPE	
1	Honda	<ul style="list-style-type: none"> <li>▪ Astrea.</li> <li>▪ Karisma.</li> <li>▪ Kirana</li> <li>▪ Supra Fit.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Mega Pro.</li> <li>▪ Tiger.</li> <li>▪ Phantom</li> <li>▪ Vario.</li> </ul>
2.	Yamaha	<ul style="list-style-type: none"> <li>▪ Jupiter.</li> <li>▪ Vega.</li> <li>▪ New Jupiter</li> </ul>	<ul style="list-style-type: none"> <li>▪ Nouvo</li> <li>▪ Scorpio</li> <li>▪ Nouvo</li> </ul>
3.	Suzuki	<ul style="list-style-type: none"> <li>▪ Arashi</li> <li>▪ Shogun.</li> <li>▪ Smash.</li> <li>▪ New Smash.</li> <li>▪ Satria.</li> <li>▪ Tornado</li> <li>▪ Thunder</li> </ul>	<ul style="list-style-type: none"> <li>▪ Bravo.</li> <li>▪ FXR</li> <li>▪ New Shogun.</li> <li>▪ Raider</li> <li>▪ TS 125</li> <li>▪ Econos Super.</li> <li>▪ Spin.</li> </ul>
4	Kawasaki	<ul style="list-style-type: none"> <li>▪ Ninja.</li> <li>▪ Kaze.</li> <li>▪ Ninja R</li> </ul>	<ul style="list-style-type: none"> <li>▪ Elimiantor.</li> <li>▪ Blitz</li> </ul>
5	Piaggio	<ul style="list-style-type: none"> <li>▪ Vespa PX 150</li> <li>▪ Vespa New</li> <li>▪ PX150</li> </ul>	<ul style="list-style-type: none"> <li>▪ Vespa ET4.150</li> <li>▪ Matic Sport DNA</li> <li>▪ Liberty</li> </ul>

6	Kymco	<ul style="list-style-type: none"> <li>▪ Trend</li> <li>▪ Cevira.</li> <li>▪ Metica.</li> <li>▪ New Easy.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Dink.</li> <li>▪ Spike</li> <li>▪ Easy</li> <li>▪ Jetmatic.</li> </ul>
7	Bosowa	<ul style="list-style-type: none"> <li>▪ Milenium 2000</li> <li>▪ Cruiser II</li> </ul>	<ul style="list-style-type: none"> <li>▪ Concorde.</li> </ul>
8	Kanzen	<ul style="list-style-type: none"> <li>▪ Spectra</li> <li>▪ Pesona</li> <li>▪ Kelana</li> <li>▪ Spazio</li> </ul>	<ul style="list-style-type: none"> <li>▪ Scudetto.</li> <li>▪ Roadstar</li> <li>▪ V star</li> <li>▪ K – Cross</li> </ul>

### Beberapa Merek Sepeda Motor Lainnya :

- |               |                |              |
|---------------|----------------|--------------|
| 1. Mallika.   | 11. Millenium. | 21. KTM      |
| 2. Winner     | 12. Qingqi.    | 22. Loncini. |
| 3. Beijing    | 13. Sanex.     | 23. Nanfang. |
| 4. Bomba.     | 14. Sanya.     |              |
| 5. Dast.      | 15. Sundiro.   |              |
| 6. Dayang     | 16. Jetwin.    |              |
| 7. Honzu      | 17. Starway.   |              |
| 8. Jialing    | 18. Tossa.     |              |
| 9. Jianshe    | 19. Garuda.    |              |
| 10. Jin Cheng | 20. Nasha.     |              |

# LAMPIRAN B

## PROFIL RESPONDEN



## Frequencies

Statistics

	ganti merek	Frek. ganti merek	pergantian merek terakhir kali	Pendapatan
N	145	145	145	145
Valid				
Missing	0	0	0	0

## Frequency Table

ganti merek

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid tidak	42	29.0	29.0	29.0
ya	103	71.0	71.0	100.0
Total	145	100.0	100.0	

Frek. ganti merek

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0 kali	42	29.0	29.0	29.0
1 kali	75	51.7	51.7	80.7
2 kali	20	13.8	13.8	94.5
3 kali	4	2.8	2.8	97.2
> 3 kali	4	2.8	2.8	100.0
Total	145	100.0	100.0	

pergantian merek terakhir kali

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0 tahun yang lalu	42	29.0	29.0	29.0
< 1 tahun yg lalu	7	4.8	4.8	33.8
1 tahun yg lalu	21	14.5	14.5	48.3
1-2 tahun yg lalu	14	9.7	9.7	57.9
2-3 tahun yg lalu	27	18.6	18.6	76.6
3-4 tahun yg lalu	10	6.9	6.9	83.4
4-5 tahun yg lalu	12	8.3	8.3	91.7
> 5 th yg lalu	12	8.3	8.3	100.0
Total	145	100.0	100.0	

### Statistics

		Usia	Jenis kelamin	Pendapatan	Jml spdmotor
N	Valid	145	145	145	145
	Missing	0	0	0	0
Mean		36.30			
Mode		40			
Minimum		18			
Maximum		55			



## Frequency Table

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid					
	18	1	.7	.7	.7
	20	1	.7	.7	1.4
	23	5	3.4	3.4	4.8
	24	3	2.1	2.1	6.9
	25	4	2.8	2.8	9.7
	26	2	1.4	1.4	11.0
	27	1	.7	.7	11.7
	28	5	3.4	3.4	15.2
	29	9	6.2	6.2	21.4
	30	11	7.6	7.6	29.0
	31	3	2.1	2.1	31.0
	32	9	6.2	6.2	37.2
	33	7	4.8	4.8	42.1
	34	2	1.4	1.4	43.4
	35	10	6.9	6.9	50.3
	36	4	2.8	2.8	53.1
	37	4	2.8	2.8	55.9
	38	4	2.8	2.8	58.6
	39	9	6.2	6.2	64.8
	40	14	9.7	9.7	74.5
	41	5	3.4	3.4	77.9
	42	4	2.8	2.8	80.7
	44	4	2.8	2.8	83.4
	45	2	1.4	1.4	84.8
	46	3	2.1	2.1	86.9
	47	3	2.1	2.1	89.0
	48	2	1.4	1.4	90.3
	50	7	4.8	4.8	95.2
	52	1	.7	.7	95.9
	53	1	.7	.7	96.6
	54	1	.7	.7	97.2
	55	4	2.8	2.8	
Total		145	100.0	100.0	100.0

Jenis kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid					
	pria	99	68.3	68.3	68.3
	wanita	46	31.7	31.7	
Total		145	100.0	100.0	100.0

### Pendapatan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1000000	57	39.3	39.3	39.3
	1000000 - 3000000	81	55.9	55.9	95.2
	3000001- 5000000	5	3.4	3.4	98.6
	>5000000	2	1.4	1.4	100.0
	Total	145	100.0	100.0	

### Jml spdmotor

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	4.1	4.1
	2	11	7.6	7.6
	>2	6	4.1	4.1
	1	82	56.6	56.6
	2	40	27.6	27.6
	Total	145	100.0	100.0

## Crosstabs

Case Processing Summary

	Cases					Total Percent	
	Valid		Missing		N		
	N	Percent	N	Percent			
merek sebelumnya	145	100.0%	0	.0%	145	100.0%	
merek sekarang							

merek sebelumnya	merek sekarang			merek	Total
		Yamaha & Suzuki	Suzuki & Honda	Vespa & Honda	
Honda	1		2		51
		2.0%	3.9%		100.0%
Yamaha	2	1			44
		4.5%	2.3%		100.0%
Suzuki			1		22
			4.5%		100.0%
Kawasaki					6
					100.0%
Vespa					5
					100.0%
Jetwin					2
					100.0%
Hokaido					2
					100.0%
Sanex					1
					100.0%
Tossa					2
					100.0%

	merek sekarang				merek Vespa & Honda	Total
	Yamaha & Suzuki	Suzuki & Honda	Suzuki & Yamaha			
merek sebelumnya	Honda & Yamaha				3	100.0%
	Honda & Kawasaki				1	100.0%
	Yamaha & Honda				1	100.0%
	Suzuki & Honda				1	100.0%
	Suzuki & Yamaha				2	100.0%
	Kawasaki & Yamaha				1	100.0%
	Vespa & Honda				1	100.0%
Total	1 .7%	2 1.4%	3 2.1%		1 .7%	145 100.0%

# LAMPIRAN C



STATISTIK  
VARIABEL

## Frequencies

Statistics

	BS	PET	PKT	SNT	MST	CST	RST
N	Valid	145	145	145	145	145	145
	Missing	0	0	0	0	0	0
Mean		3.20	15.39	19.31	14.41	20.57	15.39
Std. Deviation		1.251	3.788	4.524	3.913	5.173	5.288
Range		4	12	15	15	22	19
Minimum		1	8	10	5	8	6
Maximum		5	20	25	20	30	25

# LAMPIRAN D



# TABULASIDATA

## DATA BRAND SWITCHING

	bs	pe1	pe2	pe3	pe4	pet	pk1	pk2	pk3	pk4	pk5	pk6	sn1	sn2	sn3	sn4	snt	ms1	ms2	ms3	ms4	ms5	ms6
1	3	4	2	4	2	12	3	3	4	4	17	2	4	3	3	12	4	2	4	3	1	4	
2	3	3	4	2	3	12	2	4	5	4	19	1	1	2	1	5	3	1	2	2	2	2	
3	3	3	2	4	3	12	2	4	3	4	16	2	1	3	2	8	3	2	3	4	3	3	
4	5	5	5	4	5	19	5	5	5	5	25	3	3	3	12	1	2	1	1	2	1	1	
5	2	5	4	5	5	19	5	5	5	5	25	3	3	3	12	1	2	1	1	2	1	1	
6	2	4	5	5	5	19	5	5	5	5	25	5	5	4	5	19	2	2	2	3	1	2	
7	1	4	3	3	2	12	3	4	5	3	4	19	4	3	3	2	12	4	3	4	5	3	4
8	1	5	4	5	5	19	5	4	4	3	5	21	5	4	5	5	19	5	4	4	5	4	5
9	3	5	5	4	5	19	5	2	3	4	4	18	5	5	4	5	19	2	2	2	3	1	2
10	5	5	4	5	5	19	5	3	4	2	5	19	5	4	5	5	19	2	2	2	3	1	2
11	3	4	5	5	5	19	5	4	3	4	3	19	4	5	5	5	19	2	2	1	3	4	2
12	3	5	4	5	5	19	5	3	4	3	5	20	5	5	4	5	19	3	3	3	2	3	3
13	3	5	5	4	5	19	3	5	2	3	5	18	5	5	4	5	19	5	4	4	5	4	4
14	3	5	4	5	5	19	5	4	4	4	5	22	5	4	5	5	19	5	4	4	5	4	5
15	5	5	5	5	5	20	5	5	5	4	24	4	5	5	5	19	4	4	4	5	4	4	5
16	3	5	4	5	5	19	4	2	4	2	4	16	5	4	5	5	19	4	4	2	3	4	2
17	3	3	4	2	3	12	2	3	5	3	4	17	3	2	4	3	12	5	4	2	3	3	3
18	4	3	2	4	3	12	2	4	4	4	2	16	3	3	2	4	12	5	4	3	2	5	5
19	3	3	2	3	4	12	3	3	3	2	14	4	3	2	3	12	4	4	5	4	5	4	5
20	3	4	2	3	3	12	2	4	4	2	2	14	2	3	3	4	12	5	4	5	4	3	4
21	1	4	3	4	4	15	2	4	5	2	2	15	3	4	2	3	12	4	4	3	5	4	3
22	2	2	2	2	2	8	2	2	2	2	2	10	2	3	1	2	8	3	3	4	3	5	4
23	1	3	3	3	3	12	3	3	3	3	15	3	2	4	3	12	5	3	3	3	5	3	5
24	1	3	4	3	2	12	4	3	3	2	4	16	3	3	3	3	12	5	4	5	4	4	5
25	2	5	4	5	5	19	5	3	3	2	5	18	2	3	4	3	12	2	4	4	5	5	5

## DATA BRAND SWITCHING

	mst	cs1	cs2	cs3	cs4	cs5	cs6	rs1	rs2	rs3	rs4	rst
1	18	2	2	4	3	4	15	4	2	2	4	12
2	12	3	3	3	4	3	16	2	4	4	2	12
3	18	4	2	4	2	3	15	2	2	4	4	12
4	8	5	3	2	1	5	16	4	4	2	2	12
5	12	1	2	1	2	1	7	1	2	3	2	8
6	12	2	1	2	1	3	9	2	2	1	3	8
7	23	1	2	1	1	1	6	1	2	1	1	5
8	27	2	1	2	1	1	7	1	1	1	1	4
9	12	1	2	5	3	4	15	2	4	4	2	12
10	14	4	5	5	5	5	24	4	5	5	4	18
11	18	5	4	5	3	2	19	5	5	4	5	19
12	18	5	5	4	5	5	24	3	4	3	3	13
13	27	5	4	5	4	5	23	5	5	4	2	16
14	27	5	3	4	5	4	21	4	5	5	5	19
15	19	5	4	5	4	5	23	5	4	3	4	16
16	18	4	2	3	2	4	15	5	4	5	5	19
17	24	4	4	2	2	3	15	4	2	2	4	12
18	27	3	5	4	5	2	19	5	4	5	5	19
19	24	2	2	4	3	4	15	5	5	4	5	19
20	26	2	3	2	4	3	14	4	4	3	3	14
21	24	4	5	3	2	4	18	1	3	2	2	8
22	18	1	2	1	2	2	8	2	3	1	2	8
23	24	2	1	3	2	1	9	1	2	1	1	5
24	27	1	2	2	1	3	9	2	1	3	2	8
25	25	2	3	1	3	2	11	3	4	2	3	12

## DATA BRAND SWITCHING

	bs	pe1	pe2	pe3	pe4	pet	pk1	pk2	pk3	pk4	pk5	pk6	sn1	sn2	sn3	sn4	snt	ms1	ms2	ms3	ms4	ms5	ms6
26	2	5	5	4	5	19	5	5	5	5	25	3	4	2	3	12	3	3	1	4	3	4	
27	5	4	5	5	5	19	2	3	2	4	15	3	4	2	3	12	2	2	1	2	2	2	
28	3	5	5	4	5	19	5	5	5	5	25	5	4	5	5	19	5	3	3	4	5	4	
29	2	5	4	5	5	19	5	5	4	5	24	5	5	4	5	19	4	4	3	5	4	4	
30	3	3	4	2	12	5	5	3	5	5	23	5	4	5	5	19	3	5	4	5	4	5	
31	5	3	4	3	2	12	5	5	4	5	24	4	5	5	5	19	4	2	2	4	2	4	
32	5	5	4	5	19	5	5	5	5	5	25	5	4	5	5	19	4	4	4	5	4	4	
33	4	5	4	5	19	5	5	4	5	5	24	5	5	4	5	19	3	5	2	2	2	4	
34	2	2	4	4	2	12	5	5	5	5	25	5	5	5	5	19	5	4	3	5	3	5	
35	5	2	2	4	4	12	5	5	5	5	25	3	4	2	3	12	2	5	4	3	4	5	
36	5	5	4	5	19	5	5	4	5	5	24	5	4	5	5	19	3	3	2	4	3	3	
37	3	2	3	4	12	5	5	5	5	5	25	2	2	4	4	12	3	4	2	2	4	4	
38	5	2	4	4	2	12	3	2	4	4	3	16	5	5	4	5	19	5	4	5	4	4	
39	1	2	4	3	3	12	4	4	5	3	4	20	5	4	5	5	19	4	3	2	3	2	
40	3	5	4	5	19	3	3	4	3	3	16	4	5	5	5	19	3	3	2	3	2	4	
41	5	5	4	5	19	5	5	5	5	5	25	5	4	5	5	19	5	4	5	4	4	5	
42	5	3	3	3	3	12	5	4	4	4	5	22	3	2	3	4	12	1	2	1	1	2	
43	1	4	2	4	2	12	5	5	5	5	25	4	2	3	3	12	5	4	5	5	4	5	
44	3	2	4	4	2	12	5	5	4	5	24	4	2	3	3	12	3	3	3	3	3	3	
45	5	5	4	5	19	5	4	5	5	5	24	5	4	5	5	19	4	5	5	4	4	5	
46	3	5	4	5	19	5	5	5	5	5	25	3	3	3	3	12	3	3	2	4	3	3	
47	5	2	4	4	2	12	5	5	4	5	24	5	5	4	5	19	5	4	4	5	3	5	
48	1	5	5	4	5	19	5	4	5	4	5	23	5	4	5	5	19	5	4	5	4	4	
49	2	5	4	5	19	5	5	4	5	5	24	5	5	4	5	19	4	4	3	4	3	3	
50	3	5	4	5	19	5	5	5	5	5	25	2	3	4	3	12	4	5	4	5	5	4	

## DATA BRAND SWITCHING

	mst	cs1	cs2	cs3	cs4	cs5	cs6	rs1	rs2	rs3	rs4	rst
26	18	2	4	3	2	3	14	3	2	4	3	12
27	11	5	4	5	4	2	20	5	5	3	5	18
28	24	2	3	3	4	3	15	3	2	4	3	12
29	24	2	1	2	2	2	9	2	3	1	2	8
30	26	5	2	1	2	4	14	3	2	4	3	12
31	18	4	4	3	2	4	17	4	5	2	5	16
32	24	5	2	5	4	5	21	5	4	5	4	18
33	18	4	3	4	5	4	20	2	3	1	2	8
34	25	5	4	5	4	5	23	2	1	2	3	8
35	23	4	5	4	3	4	20	5	5	5	4	19
36	18	5	4	5	5	5	24	3	4	4	5	16
37	19	4	2	3	2	4	15	2	2	4	4	12
38	27	5	5	4	5	5	24	4	5	3	5	17
39	18	4	2	3	2	4	15	5	4	5	5	19
40	18	3	3	2	4	3	15	2	3	1	2	8
41	27	4	5	4	5	3	21	5	3	4	5	17
42	8	5	4	5	5	5	24	5	5	5	4	19
43	28	2	1	2	1	1	7	4	2	2	4	12
44	18	4	2	3	2	4	15	5	5	4	5	19
45	28	4	2	4	3	2	15	3	4	5	5	17
46	18	4	4	2	2	3	15	4	5	5	5	19
47	26	5	4	5	4	5	23	5	4	3	5	17
48	27	5	5	4	3	4	21	4	3	4	5	16
49	21	5	4	5	4	5	23	5	5	5	4	19
50	27	4	5	4	5	4	22	5	5	4	5	19

## DATA BRAND SWITCHING

	bs	pe1	pe2	pe3	pe4	pe5	pk1	pk2	pk3	pk4	pk5	pk6	sn1	sn2	sn3	sn4	sn5	sn6
51	3	2	4	2	4	12	5	4	5	4	22	3	4	3	2	12	5	4
52	1	5	5	4	5	19	4	5	4	5	23	3	2	4	12	3	4	5
53	2	5	4	5	5	19	5	5	4	5	24	5	4	5	19	4	3	4
54	3	3	3	3	12	3	4	4	2	3	16	5	4	5	19	4	2	4
55	5	4	5	5	19	5	5	4	4	4	23	4	3	2	3	12	4	3
56	5	4	2	3	3	12	5	5	5	5	25	4	2	2	4	12	3	3
57	5	2	4	3	3	12	2	2	2	1	12	4	2	4	2	12	3	2
58	5	5	4	5	19	5	5	5	5	5	25	5	4	5	19	5	4	4
59	3	5	4	5	5	19	4	2	5	2	15	3	2	2	5	12	5	4
60	3	4	2	4	2	12	2	2	3	2	4	13	4	3	2	3	12	4
61	5	3	3	3	12	4	4	5	5	5	23	3	2	3	12	4	3	4
62	3	2	3	3	4	12	5	5	4	4	23	4	2	2	4	12	3	4
63	3	2	4	4	2	12	3	3	2	2	13	3	2	3	4	12	4	3
64	3	4	2	2	4	12	4	5	4	4	22	2	3	4	12	5	4	4
65	3	5	4	5	5	19	5	5	5	5	25	3	3	2	4	12	4	3
66	3	5	5	4	5	19	4	4	4	4	1	17	5	4	5	19	5	4
67	3	5	4	5	5	19	3	4	4	3	4	18	5	5	4	19	4	3
68	5	4	5	5	19	5	4	5	4	5	23	5	4	5	19	5	4	4
69	5	5	4	5	5	19	5	5	4	5	24	5	5	4	19	5	3	4
70	1	5	5	4	5	19	5	5	3	4	21	5	5	4	19	4	4	3
71	3	4	2	4	2	12	5	4	5	4	24	3	2	3	4	12	5	4
72	3	5	5	4	5	19	5	4	5	5	24	4	3	2	3	12	4	3
73	5	5	4	5	5	19	5	5	4	5	24	5	5	4	19	4	5	5
74	5	5	5	4	19	5	5	5	5	5	25	2	3	4	3	12	5	4
75	3	4	5	5	19	5	5	4	5	5	24	5	4	5	19	4	5	4

## DATA BRAND SWITCING

	rst	rs3	rs4	rs2	rs1	cst	cs5	cs4	cs3	cs2	cs1	rst
51	27	4	4	2	3	15	5	4	5	5	5	19
52	19	1	2	1	2	1	7	4	5	5	5	19
53	22	1	1	2	1	1	6	5	4	5	5	19
54	19	2	2	1	2	2	9	5	3	4	5	17
55	20	4	3	2	3	4	16	5	5	5	4	19
56	18	3	2	3	4	3	15	5	5	4	5	19
57	27	4	3	2	3	3	15	5	4	5	5	19
58	27	5	5	4	5	5	24	5	5	5	5	20
59	27	3	4	3	2	3	15	2	3	1	2	8
60	21	1	1	2	1	1	6	3	2	4	3	12
61	22	2	2	3	2	2	11	5	3	5	5	18
62	16	5	5	4	5	5	24	4	3	2	3	12
63	23	1	1	2	1	1	6	3	2	3	4	12
64	24	1	2	1	2	1	7	3	4	4	2	13
65	22	5	5	4	5	5	24	4	2	3	3	12
66	27	4	2	3	2	4	15	2	3	5	4	14
67	20	3	2	4	2	3	14	4	3	3	2	12
68	26	5	5	5	4	5	24	5	4	5	5	19
69	25	4	4	4	5	4	21	5	5	5	4	19
70	22	1	1	2	1	2	7	3	2	4	3	12
71	23	4	2	3	2	4	15	5	4	5	5	19
72	27	5	5	4	5	4	24	3	4	2	3	12
73	27	1	1	2	1	1	6	5	5	4	5	19
74	27	2	2	3	2	2	11	5	5	5	5	20
75	27	3	2	4	3	3	15	5	5	4	5	19

## DATA BRAND SWITCHING

	bs	pe1	pe2	pe3	pe4	pet	pk1	pk2	pk3	pk4	pk5	pk6	sn1	sn2	sn3	sn4	snt	ms1	ms2	ms3	ms4	ms5	ms6
76	3	5	4	5	5	19	3	4	4	2	3	16	3	2	4	12	2	3	3	3	4	3	
77	3	4	2	4	2	12	3	3	2	4	15	2	2	4	4	12	3	2	3	4	3	3	
78	5	5	4	5	5	19	4	3	3	4	17	3	4	3	2	12	4	5	5	4	5	4	
79	2	4	2	2	4	12	4	5	4	3	5	21	3	3	4	3	13	3	3	3	3	3	
80	3	5	5	4	5	19	2	3	4	3	15	5	4	5	5	19	5	5	5	5	5	5	
81	3	3	3	3	3	12	3	4	3	2	2	14	4	3	2	3	12	2	3	4	3	2	
82	5	5	4	5	5	19	2	2	4	2	4	14	5	4	5	5	19	4	5	4	5	4	
83	3	3	2	4	3	12	5	5	5	5	25	5	5	4	5	19	5	5	5	5	5	5	
84	1	2	4	4	2	12	4	4	4	5	4	21	3	3	3	3	12	1	2	1	2	1	
85	3	2	2	4	4	12	2	4	3	3	2	14	3	2	4	3	12	3	4	3	2	3	
86	3	4	2	2	4	12	2	4	4	2	4	16	2	2	4	4	12	3	3	4	3	3	
87	1	5	5	4	5	19	1	4	3	4	15	3	4	2	3	12	3	3	2	3	4	3	
88	3	5	4	5	5	19	3	2	4	3	4	16	3	2	3	4	12	3	3	4	3	3	
89	5	5	5	4	5	19	3	3	3	4	4	17	5	5	5	20	5	5	4	4	5	4	
90	3	4	5	5	5	19	1	4	3	4	15	3	4	2	3	12	3	3	2	4	3	3	
91	1	2	4	3	3	12	2	4	5	3	5	19	3	3	3	3	12	3	3	2	3	3	
92	5	5	4	5	5	19	1	3	3	4	4	14	4	3	2	3	12	3	3	2	3	3	
93	3	5	5	4	5	19	2	4	2	3	3	14	3	2	3	4	12	3	4	3	4	2	
94	3	4	4	4	4	16	1	4	4	4	17	5	5	4	5	19	5	4	5	4	5	4	
95	3	5	5	4	5	19	5	5	5	5	25	3	3	3	3	12	3	3	2	3	3	4	
96	1	5	4	5	5	19	5	5	5	5	25	5	4	5	5	19	3	4	3	2	4	3	
97	5	4	5	5	5	19	5	5	5	5	25	5	4	5	5	19	3	3	2	3	3	4	
98	3	3	3	2	3	12	3	4	4	3	4	18	2	3	4	3	12	4	5	4	5	4	
99	2	2	2	2	2	8	4	4	4	3	3	18	3	1	1	3	8	2	2	3	2	1	
100	5	4	5	5	5	19	5	5	5	5	25	3	2	4	3	12	4	2	3	3	2	4	

## DATA BRAND SWITCHING

	mst	cs1	cs2	cs3	cs4	cs5	cst	rs1	rs2	rs3	rs4	rst
76	18	4	2	3	2	4	15	3	2	3	4	12
77	18	1	2	1	1	2	7	2	4	3	3	12
78	27	2	1	3	2	4	12	3	2	1	2	8
79	18	2	2	2	2	2	10	1	2	3	2	8
80	30	3	4	3	3	3	16	1	1	2	1	5
81	18	4	2	3	2	4	15	5	4	5	5	19
82	27	5	4	5	4	5	23	1	1	2	1	5
83	18	2	3	4	3	3	15	2	3	1	2	8
84	8	3	2	3	4	5	17	2	3	2	1	8
85	18	2	3	3	3	4	15	1	1	2	1	5
86	18	4	3	4	2	2	15	5	4	3	5	17
87	27	5	5	5	5	5	25	2	1	3	2	8
88	18	1	1	2	2	1	7	3	4	2	3	12
89	27	4	2	3	2	4	15	2	3	1	2	8
90	18	1	1	2	1	1	6	1	2	1	1	5
91	18	2	2	1	2	3	10	5	4	4	5	18
92	19	1	1	2	1	1	6	3	4	2	3	12
93	18	2	1	1	2	2	8	2	3	3	4	12
94	27	4	2	4	2	3	15	5	5	4	5	19
95	18	4	3	3	2	4	16	2	3	3	4	12
96	19	3	2	3	4	3	15	3	4	2	3	12
97	18	4	3	3	4	4	17	2	3	1	2	8
98	27	2	4	3	3	3	15	3	2	3	4	12
99	12	2	3	1	2	2	10	2	4	3	3	12
100	18	4	2	3	1	4	14	5	5	4	5	19

## DATA BRAND SWITCHING

	bs	pe1	pe2	pe3	pe4	pet	pk1	pk2	pk3	pk4	pk5	pk6	sn1	sn2	sn3	sn4	snt	ms1	ms2	ms3	ms4	ms5	ms6
101	3	4	4	3	4	15	5	5	5	25	3	3	2	4	12	3	3	3	3	3	4	2	4
102	3	4	3	4	4	15	2	2	3	2	5	14	3	2	4	3	12	3	3	2	3	4	3
103	3	5	4	5	5	19	2	2	2	4	12	4	2	3	3	12	3	3	3	3	3	3	3
104	1	3	3	3	3	12	3	3	3	15	1	3	2	2	8	2	2	1	2	1	2	2	3
105	2	2	2	2	2	8	2	2	3	1	2	10	2	2	1	3	8	2	2	3	1	2	2
106	3	2	4	2	4	12	3	4	3	3	5	18	3	1	2	2	8	3	3	4	3	2	3
107	2	5	5	5	5	20	2	4	3	2	3	14	5	5	4	5	19	3	2	3	3	4	3
108	5	3	2	4	3	12	1	3	2	1	3	10	3	1	1	3	8	3	2	3	4	3	3
109	3	2	3	4	3	12	3	4	2	3	4	16	3	3	2	4	12	3	3	3	4	2	3
110	1	3	2	4	3	12	5	5	5	5	25	2	3	4	3	12	3	3	3	3	2	3	4
111	3	2	3	4	3	12	3	3	2	4	15	3	3	3	3	12	3	3	3	3	2	3	4
112	3	3	3	3	3	12	4	4	5	4	4	21	4	3	2	3	12	4	3	3	4	2	3
113	3	3	4	3	2	12	3	3	4	2	2	14	3	3	2	4	12	2	3	3	3	2	3
114	2	2	2	2	2	8	2	4	4	2	4	16	2	1	3	2	8	2	2	2	2	2	2
115	5	4	5	5	5	19	3	3	5	3	2	16	5	4	5	5	19	4	5	4	5	4	5
116	5	5	4	5	5	19	4	4	4	4	4	20	5	5	4	5	19	4	4	4	2	2	4
117	5	5	5	4	5	19	3	3	3	4	16	5	4	5	5	19	3	3	3	2	3	4	3
118	3	2	2	4	4	12	1	2	3	3	4	13	2	4	3	2	11	2	2	2	2	2	2
119	5	5	5	4	4	19	4	4	3	3	4	18	4	2	2	4	12	3	2	2	3	4	4
120	5	5	5	4	5	19	2	3	3	3	4	16	5	4	5	5	19	3	3	3	2	3	4
121	3	2	2	2	2	8	5	5	5	5	25	2	3	4	3	12	3	1	3	1	2	2	
122	3	2	2	2	2	8	3	4	5	3	5	20	2	4	4	4	12	2	2	1	3	2	2
123	3	2	4	4	2	12	2	2	2	2	10	2	4	4	2	12	2	2	1	2	2	3	
124	2	5	5	4	5	19	5	5	5	5	25	5	5	5	5	20	2	1	3	2	2	2	
125	3	2	2	4	4	12	5	5	5	5	25	3	4	2	3	12	3	3	3	2	3	4	

## DATA BRAND SWITCHING

	mst	cs1	cs2	cs3	cs4	cs5	cst	rs1	rs2	rs3	rs4	rst
101	19	3	2	4	3	2	14	4	3	2	3	12
102	18	4	4	3	2	5	18	3	4	2	3	12
103	18	3	3	3	3	3	15	3	2	3	4	12
104	12	1	2	1	2	1	7	1	2	1	1	5
105	12	4	2	3	2	2	13	1	1	2	1	5
106	18	5	3	2	2	4	16	2	3	4	3	12
107	18	4	2	4	4	3	17	3	2	3	4	12
108	18	5	3	2	3	2	15	2	3	4	3	12
109	18	3	2	4	3	3	15	3	2	3	4	12
110	18	1	1	2	1	1	6	1	2	1	1	5
111	18	4	5	2	2	3	16	4	4	2	2	12
112	19	2	3	3	2	13	2	2	2	3	4	11
113	18	4	2	3	3	3	15	3	4	2	3	12
114	12	3	3	2	4	4	16	1	1	1	1	5
115	27	5	4	5	4	5	23	3	4	2	3	12
116	18	4	4	2	2	3	15	1	2	1	1	5
117	18	3	2	3	3	4	15	1	1	1	2	5
118	12	4	3	2	2	3	14	2	3	1	2	8
119	18	2	1	2	3	2	10	3	4	2	3	12
120	12	1	2	1	2	1	7	3	2	4	3	12
121	13	2	3	1	3	2	11	2	3	1	2	8
122	12	2	2	2	2	2	10	3	2	4	3	12
123	12	4	3	3	2	4	16	2	2	4	4	12
124	12	4	3	2	2	3	14	3	2	1	2	8
125	18	5	5	4	5	5	24	3	2	3	4	12

## DATA BRAND SWITCHING

	bs	pe1	pe2	pe3	pe4	pet	pk1	pk2	pk3	pk4	pk5	pkt	sn1	sn2	sn3	sn4	snt	ms1	ms2	ms3	ms4	ms5	ms6
126	3	2	2	2	2	8	3	4	3	1	14	2	1	3	2	8	3	3	4	2	4	3	
127	3	3	2	4	3	12	2	3	4	2	2	13	1	2	2	3	8	5	4	5	4	4	5
128	3	3	4	3	2	12	3	3	3	2	3	14	2	2	2	2	8	3	2	4	2	4	3
129	3	2	4	4	2	12	4	3	4	3	3	17	3	3	3	12	3	3	4	3	2	3	3
130	3	3	4	4	1	12	3	3	2	4	3	15	3	2	3	4	12	2	4	3	3	4	3
131	3	3	2	3	11	5	5	5	5	5	25	4	2	2	2	4	12	5	5	4	4	4	5
132	5	4	4	2	2	12	2	4	4	2	3	15	4	2	4	2	12	3	3	2	4	3	3
133	2	2	3	4	3	12	4	3	2	3	3	15	3	4	2	3	12	5	5	4	4	4	3
134	3	4	5	5	5	19	5	4	3	4	3	19	4	5	5	5	19	4	4	2	3	2	3
135	3	5	4	5	5	19	5	3	4	3	5	20	5	5	5	4	19	3	3	3	2	3	4
136	3	5	5	4	5	19	3	5	2	3	5	18	5	5	4	5	19	5	4	4	5	4	5
137	3	5	4	5	5	19	5	4	4	4	5	22	5	4	5	5	19	5	4	4	5	4	5
138	5	5	5	5	5	20	5	5	5	4	5	24	4	5	5	5	19	4	4	2	3	4	2
139	3	5	4	5	5	19	4	2	4	2	4	16	5	4	5	5	19	4	4	2	3	4	2
140	3	4	2	3	12	2	3	5	3	4	17	3	2	4	3	12	5	4	3	2	5	5	
141	4	3	2	4	3	12	2	4	4	4	2	16	3	3	2	4	12	5	4	4	5	4	5
142	3	3	2	3	4	12	3	3	3	2	14	4	3	2	3	12	4	4	5	4	4	3	
143	3	4	2	3	3	12	2	4	4	2	2	14	2	3	3	4	12	5	4	5	4	3	4
144	3	5	4	5	5	19	3	4	4	3	4	18	5	5	4	5	19	4	3	3	3	3	4
145	5	4	5	5	5	19	5	4	5	4	5	23	5	4	5	5	19	5	4	4	5	4	4

## DATA BRAND SWITCHING

	mst	cs1	cs2	cs3	cs4	cs5	cst	rs1	rs2	rs3	rs4	rst
126	19	4	2	2	4	3	15	2	3	1	2	8
127	27	3	4	3	2	3	15	3	3	3	3	12
128	18	4	4	3	4	5	20	3	4	2	3	12
129	18	3	3	2	5	3	16	4	3	3	2	12
130	19	4	2	4	2	3	15	3	2	4	3	12
131	27	5	3	3	3	3	17	2	3	4	3	12
132	18	5	4	5	4	4	22	5	4	5	5	19
133	27	3	2	3	2	3	13	2	3	1	2	8
134	18	5	4	5	3	5	22	5	5	4	5	19
135	18	5	5	4	5	2	21	3	4	5	5	17
136	27	5	4	5	4	5	23	5	5	4	5	19
137	27	5	3	4	5	4	21	4	5	5	5	19
138	19	5	4	5	4	5	23	5	4	3	4	16
139	18	4	2	3	2	4	15	5	4	5	5	19
140	24	4	4	2	2	3	15	4	2	2	4	12
141	27	3	5	4	5	4	21	5	4	5	5	19
142	24	2	2	4	3	4	15	5	5	4	5	19
143	26	2	3	2	4	3	14	4	4	3	3	14
144	20	3	2	4	2	3	14	4	3	3	2	12
145	26	5	5	5	4	5	24	5	4	5	5	19

data perpindahan merek

	norespo	gtmerek	frgnt	terakhgn	merksblm	merkskrng	pendptn
1	1	0	0	0	2	2	2
2	2	1	1	2	2	1	2
3	3	1	1	6	2	3	1
4	4	1	4	6	2	1	1
5	5	1	2	4	12	8	2
6	6	0	0	0	0	2	1
7	7	1	2	7	12	3	1
8	8	1	1	4	1	2	1
9	9	0	0	0	1	1	1
10	10	1	1	4	2	1	1
11	11	0	0	0	2	2	2
12	12	1	1	5	3	1	1
13	13	1	2	6	41	3	1
14	14	0	0	0	1	1	2
15	15	0	0	0	1	1	3
16	16	1	1	3	2	1	2
17	17	0	0	0	1	1	2
18	18	0	0	0	2	2	2
19	19	1	1	5	4	3	1
20	20	0	0	0	1	1	1
21	21	1	1	5	2	1	1
22	22	1	1	2	2	1	2
23	23	0	0	0	1	1	1
24	24	0	0	0	3	3	1
25	25	1	1	3	2	1	2

data perpindahan merek

	norespo	gtmre	frgnt	terakhrgn	merksblm	merkskrng	pendptn
26	26	1	1	1	7	4	2
27	27	1	1	7	3	1	1
28	28	1	4	2	2	1	2
29	29	1	1	6	4	2	1
30	30	1	1	3	2	1	2
31	31	0	0	0	1	1	3
32	32	0	0	0	1	1	2
33	33	1	2	3	12	4	2
34	34	1	1	3	2	3	2
35	35	1	1	1	3	1	3
36	36	1	1	4	3	1	1
37	37	1	1	2	1	2	2
38	38	1	4	5	1	2	1
39	39	1	1	4	3	2	2
40	40	1	1	6	2	1	1
41	41	1	3	5	3	21	1
42	42	0	0	0	1	1	2
43	43	1	1	4	1	2	1
44	44	1	1	2	3	1	2
45	45	1	3	2	2	32	2
46	46	0	0	0	2	2	2
47	47	1	1	6	2	3	1
48	48	1	2	2	1	32	2
49	49	1	2	3	1	32	2
50	50	1	1	2	3	4	2

data perpindahan merek

	norespo	gtmere	frnt	terakhgn	merksblm	merkskrgr	pendptn
51	51	0	0	0	1	1	1
52	52	0	0	0	1	1	2
53	53	1	1	4	3	2	1
54	54	1	1	7	2	1	1
55	55	1	4	4	6	1	1
56	56	1	1	1	2	1	4
57	57	1	1	3	2	3	2
58	58	0	0	0	1	1	2
59	59	1	1	5	2	1	1
60	60	1	1	2	5	4	2
61	61	1	1	2	4	2	2
62	62	1	1	7	1	2	1
63	63	1	2	6	31	2	1
64	64	1	1	3	2	1	2
65	65	0	0	0	3	3	1
66	66	1	1	2	1	2	2
67	67	1	1	7	1	9	1
68	68	1	1	5	5	1	1
69	69	0	0	0	1	1	2
70	70	1	1	2	1	3	2
71	71	1	2	4	1	23	1
72	72	1	2	1	1	21	3
73	73	1	1	3	3	1	2
74	74	1	1	4	6	3	1
75	75	0	0	0	2	2	1

data perpindahan merek

	norespo	gtmre	frgnt	terakhgn	merksblm	merkskrgr	pendptn
76	76	1	1	6	1	2	2
77	77	1	1	7	2	1	2
78	78	1	1	2	4	1	2
79	79	1	2	2	14	1	2
80	80	1	1	2	1	3	2
81	81	1	1	3	2	1	2
82	82	0	0	0	1	1	2
83	83	1	1	7	2	1	1
84	84	1	1	3	3	1	2
85	85	0	0	0	1	1	2
86	86	0	0	0	2	2	2
87	87	1	1	2	3	2	2
88	88	1	1	4	2	1	2
89	89	0	0	0	1	1	3
90	90	1	2	4	2	31	2
91	91	1	1	6	2	9	1
92	92	0	0	0	2	2	1
93	93	1	1	7	1	2	1
94	94	0	0	0	2	2	4
95	95	0	0	0	1	1	2
96	96	1	1	5	1	3	1
97	97	0	0	0	1	1	1
98	98	0	0	0	1	1	2
99	99	1	2	2	23	1	2
100	100	1	1	2	3	1	2

data perpindahan merek

	norespo	gltmre	frght	terakhgn	merksblm	merkskrig	pendptn
101	101	1	3	2	32	1	2
102	102	1	1	3	1	3	2
103	103	1	1	4	1	3	1
104	104	0	0	0	1	1	2
105	105	1	2	5	3	51	1
106	106	1	2	7	51	3	1
107	107	1	2	4	2	31	2
108	108	0	0	0	9	9	2
109	109	1	1	4	2	1	1
110	110	1	1	6	8	2	1
111	111	0	0	0	1	1	2
112	112	0	0	0	1	1	2
113	113	1	1	4	1	2	1
114	114	1	1	4	9	4	1
115	115	0	0	0	1	1	2
116	116	0	0	0	2	2	1
117	117	1	1	4	4	2	2
118	118	1	1	2	2	1	2
119	119	1	1	4	3	1	1
120	120	0	0	0	1	1	2
121	121	1	1	7	3	2	1
122	122	1	1	6	3	1	1
123	123	0	0	0	1	1	2
124	124	1	1	5	1	2	1
125	125	1	2	7	1	21	2

data perpindahan merek

	norespo	gimere	frgnt	terakhgn	merksblm	merkskrng	pendptn
126	126	1	1	4	2	1	2
127	127	0	0	0	1	1	1
128	128	1	2	3	2	1	2
129	129	1	3	4	5	13	2
130	130	0	0	0	1	1	1
131	131	1	2	4	3	1	2
132	132	1	1	7	5	1	1
133	133	1	2	1	5	1	1
134	134	1	1	4	2	1	2
135	135	1	1	1	1	2	2
136	136	1	2	2	32	1	2
137	137	1	1	3	3	1	2
138	138	1	1	4	2	1	2
139	139	1	1	1	3	1	2
140	140	1	1	4	2	1	2
141	141	0	0	0	1	1	2
142	142	0	0	0	1	1	2
143	143	1	1	6	4	1	1
144	144	1	1	4	2	1	2
145	145	1	1	4	7	1	2

# LAMPIRAN E



# UJI VALIDITAS

## Correlations

Correlations

		Correlations				
		PE1	PE2	PE3	PE4	PET
PE1	Pearson Correlation	1	.564**	.624**	.773**	.884**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	145	145	145	145	145
PE2	Pearson Correlation	.564**	1	.500**	.612**	.790***
	Sig. (2-tailed)	.000		.000	.000	.000
	N	145	145	145	145	145
PE3	Pearson Correlation	.624**	.500**	1	.631**	.801**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	145	145	145	145	145
PE4	Pearson Correlation	.773**	.612**	.631**	1	.902***
	Sig. (2-tailed)	.000	.000	.000		.000
	N	145	145	145	145	145
PET	Pearson Correlation	.884**	.790**	.801**	.902***	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	145	145	145	145	145

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

## Correlations

Correlations						
	PK1	PK2	PK3	PK4	PK5	PKT
PK1	Pearson Correlation	1	.604**	.520**	.715**	.610**
	Sig. (2-tailed)	.	.000	.000	.000	.000
	N	145	145	145	145	145
PK2	Pearson Correlation	.604**	1	.545**	.729**	.542**
	Sig. (2-tailed)	.000	.	.000	.000	.000
	N	145	145	145	145	145
PK3	Pearson Correlation	.520**	.545**	1	.550**	.409**
	Sig. (2-tailed)	.000	.000	.	.000	.000
	N	145	145	145	145	145
PK4	Pearson Correlation	.715**	.729**	.550**	1	.586**
	Sig. (2-tailed)	.000	.000	.000	.	.000
	N	145	145	145	145	145
PK5	Pearson Correlation	.610**	.542**	.409**	.586**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.
	N	145	145	145	145	145
PKT	Pearson Correlation	.863**	.830**	.721**	.884**	.776**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	145	145	145	145	145

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

## Correlations

**Correlations**

		SN1	SN2	SN3	SN4	SNT	
SN1	Pearson Correlation	1	.658**	.574**	.761**	.878**	
	Sig. (2-tailed)	.	.000	.000	.000	.000	
	N	145	145	145	145	145	
SN2							
SN2	Pearson Correlation	.658**	1	.565**	.637**	.842**	
	Sig. (2-tailed)	.000	.	.000	.000	.000	
	N	145	145	145	145	145	
SN3							
SN3	Pearson Correlation	.574**	.565**	1	.613**	.811**	
	Sig. (2-tailed)	.000	.000	.	.000	.000	
	N	145	145	145	145	145	
SN4							
SN4	Pearson Correlation	.761**	.637**	.613**	1	.877**	
	Sig. (2-tailed)	.000	.000	.000	.	.000	
	N	145	145	145	145	145	
SNT							
SNT	Pearson Correlation	.878**	.842**	.811**	.877**	1	
	Sig. (2-tailed)	.000	.000	.000	.000	.	
	N	145	145	145	145	145	

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

## Correlations

		MS1	MS2	MS3	MS4	MS5	MS6	MST
<b>MS1</b>	Pearson Correlation	1	.605**	.621**	.660**	.480**	.712**	.850**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	145	145	145	145	145	145	145
<b>MS2</b>	Pearson Correlation	.605**	1	.554**	.595**	.551**	.644**	.816**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	145	145	145	145	145	145	145
<b>MS3</b>	Pearson Correlation	.621**	.554**	1	.516**	.397**	.607**	.772**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	145	145	145	145	145	145	145
<b>MS4</b>	Pearson Correlation	.660**	.595**	.516**	1	.442**	.627**	.808**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	145	145	145	145	145	145	145
<b>MS5</b>	Pearson Correlation	.480**	.551**	.397**	.442**	1	.561**	.702**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	145	145	145	145	145	145	145
<b>MS6</b>	Pearson Correlation	.712**	.644**	.607**	.627**	.561**	1	.862**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	145	145	145	145	145	145	145
<b>MST</b>	Pearson Correlation	.850**	.816**	.772**	.808**	.702**	.862**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	145	145	145	145	145	145	145

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

## Correlations

**Correlations**

		Correlations					
		CS1	CS2	CS3	CS4	CS5	CST
CS1	Person Correlation	1	.646**	.636**	.537**	.741**	.864**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	145	145	145	145	145	145
CS2	Person Correlation	.646**	1	.509**	.652**	.584**	.815**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	145	145	145	145	145	145
CS3	Person Correlation	.636**	.509**	1	.614**	.647**	.816**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	145	145	145	145	145	145
CS4	Person Correlation	.537**	.652**	.614**	1	.561**	.806**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	145	145	145	145	145	145
CS5	Person Correlation	.741**	.584**	.647**	.561**	1	.852**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	145	145	145	145	145	145
CST	Person Correlation	.864**	.815**	.816**	.806**	.852**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	145	145	145	145	145	145

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

## Correlations

Correlations

		Correlations				
		RS1	RS2	RS3	RS4	RST
RS1	Person Correlation	1	.704**	.642**	.793**	.910**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	145	145	145	145	145
RS2	Person Correlation	.704**	1	.497**	.599**	.800***
	Sig. (2-tailed)	.000		.000	.000	.000
	N	145	145	145	145	145
RS3	Person Correlation	.642**	.497**	1	.733***	.837***
	Sig. (2-tailed)	.000	.000		.000	.000
	N	145	145	145	145	145
RS4	Person Correlation	.793**	.599**	.733***	1	.907***
	Sig. (2-tailed)	.000	.000	.000		.000
	N	145	145	145	145	145
RST	Person Correlation	.910**	.800**	.837**	.907***	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	145	145	145	145	145

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

# LAMPIRAN F



R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   (A L P H)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
PE1	11.5517	7.8463	.7746	.8048
PE2	11.6621	9.0170	.6335	.8615
PE3	11.4483	9.3324	.6699	.8490
PE4	11.4966	7.5295	.8025	.7925

Reliability Coefficients

N of Cases = 145.0

Alpha = .8664

N of Items = 4

R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   (A L P H)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
PK1	15.5655	12.0252	.7529	.8352
PK2	15.3793	13.9732	.7371	.8396
PK3	15.3241	15.2067	.5944	.8703
PK4	15.7241	12.4095	.7996	.8205
PK5	15.2483	13.9518	.6449	.8595

Reliability Coefficients

N of Cases = 145.0

Alpha = .8732

N of Items = 5

R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   (A L P H)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
SN1	10.7310	8.6702	.7706	.8193
SN2	11.0069	8.9513	.7080	.8448
SN3	10.9103	9.1933	.6562	.8658
SN4	10.5931	9.1041	.7827	.8173

Reliability Coefficients

N of Cases = 145.0

Alpha = .8726

N of Items = 4

R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   (A L P H)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
MS1	16.9517	18.4213	.7732	.8580
MS2	17.1793	19.2176	.7310	.8654
MS3	17.3379	19.1558	.6594	.8766
MS4	17.2552	18.2747	.7009	.8706
MS5	17.2414	20.5316	.5823	.8873
MS6	16.8966	18.3851	.7915	.8552

Reliability Coefficients

N of Cases = 145.0

Alpha = .8886

N of Items = 6

R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   (A L P H)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
CS1	12.0690	17.3008	.7678	.8542
CS2	12.4966	18.7378	.7070	.8680
CS3	12.3241	18.9011	.7116	.8671
CS4	12.5241	18.9178	.6935	.8710
CS5	12.1586	18.1344	.7600	.8559

Reliability Coefficients

N of Cases = 145.0

Alpha = .8877

N of Items = 5

R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   (A L P H)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
RS1	9.8828	11.3820	.8270	.8252
RS2	9.8897	13.5711	.6653	.8862
RS3	10.0345	12.3807	.7016	.8749
RS4	9.7724	11.7048	.8260	.8263

Reliability Coefficients

N of Cases = 145.0

Alpha = .8870

N of Items = 4

# LAMPIRAN G

## UJI ANALISIS FAKTOR KONFIRMATORY

## Factor Analysis

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.824
Bartlett's Test of Sphericity	Approx. Chi-Square df Sig.	2528.233 378 .000

### Communalities

	Initial	Extraction
PE1	1.000	.801
PE2	1.000	.609
PE3	1.000	.658
PE4	1.000	.816
PK1	1.000	.731
PK2	1.000	.740
PK3	1.000	.593
PK4	1.000	.777
PK5	1.000	.607
SN1	1.000	.774
SN2	1.000	.705
SN3	1.000	.618
SN4	1.000	.768
MS1	1.000	.760
MS2	1.000	.702
MS3	1.000	.662
MS4	1.000	.641
MS5	1.000	.622
MS6	1.000	.766
CS1	1.000	.748
CS2	1.000	.743
CS3	1.000	.700
CS4	1.000	.643
CS5	1.000	.740
RS1	1.000	.831
RS2	1.000	.662
RS3	1.000	.694
RS4	1.000	.831

Extraction Method: Principal Component Analysis.

### Total Variance Explained

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	7.460	26.643	26.643
2	3.510	12.537	39.181
3	3.210	11.465	50.645
4	2.511	8.969	59.614
5	2.077	7.419	67.033
6	1.170	4.178	71.211
7	.832	2.970	74.181
8	.673	2.402	76.583
9	.601	2.146	78.729
10	.560	1.999	80.728
11	.530	1.892	82.620
12	.508	1.813	84.433
13	.462	1.652	86.085
14	.432	1.542	87.627
15	.401	1.431	89.057
16	.391	1.396	90.453
17	.360	1.286	91.739
18	.306	1.094	92.834
19	.297	1.061	93.895
20	.278	.991	94.886
21	.245	.874	95.760
22	.230	.823	96.583
23	.196	.701	97.284
24	.178	.637	97.921
25	.170	.607	98.528
26	.161	.575	99.103
27	.135	.484	99.587
28	.116	.413	100.000

Extraction Method: Principal Component Analysis.

### Total Variance Explained

Component	Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	7.460	26.643	26.643
2	3.510	12.537	39.181
3	3.210	11.465	50.645
4	2.511	8.969	59.614
5	2.077	7.419	67.033
6	1.170	4.178	71.211
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			
23			
24			
25			
26			
27			
28			

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	3.955	14.126	14.126
2	3.517	12.561	26.687
3	3.411	12.181	38.868
4	3.053	10.903	49.771
5	3.049	10.890	60.661
6	2.954	10.549	71.211
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			
23			
24			
25			
26			
27			
28			

Extraction Method: Principal Component Analysis.

**Component Matrix<sup>a</sup>**

	Component			
	1	2	3	4
PE1	.543	-.181	-.489	-.168
PE2	.562	-.287	-.279	-.261
PE3	.545	-.183	-.381	-.292
PE4	.600	-.267	-.373	-.225
PK1	.586	-.384	-.053	.458
PK2	.434	-.318	.004	.644
PK3	.382	-.224	.032	.525
PK4	.507	-.373	-.037	.578
PK5	.463	-.427	-.072	.438
SN1	.713	-.089	-.282	-.214
SN2	.627	-.193	-.316	-.217
SN3	.615	-.104	-.250	-.147
SN4	.714	-.090	-.302	-.184
MS1	.483	.680	-.163	.140
MS2	.487	.590	-.182	.093
MS3	.231	.756	-.151	.104
MS4	.452	.636	-.105	.134
MS5	.408	.522	-.200	-.003
MS6	.430	.689	-.183	.191
CS1	.526	-.076	.530	-.328
CS2	.429	.037	.532	-.238
CS3	.634	-.018	.383	-.347
CS4	.468	-.031	.485	-.276
CS5	.500	-.105	.492	-.351
RS1	.515	.122	.507	.190
RS2	.432	-.008	.448	.098
RS3	.421	.120	.448	.187
RS4	.467	.157	.501	.214

Extraction Method: Principal Component Analysis.

**Component Matrix<sup>a</sup>**

	Component	
	5	6
PE1	-.262	.371
PE2	-.168	.192
PE3	-.226	.215
PE4	-.179	.404
PK1	.155	-.053
PK2	.188	.014
PK3	.326	.118
PK4	.213	.004
PK5	.084	.075
SN1	-.075	-.357
SN2	.011	-.357
SN3	.046	-.378
SN4	-.058	-.349
MS1	.079	-.110
MS2	.259	.091
MS3	-.031	-.056
MS4	.057	-.020
MS5	.057	.373
MS6	.183	.052
CS1	.274	.039
CS2	.409	.225
CS3	.170	-.043
CS4	.321	.089
CS5	.336	-.029
RS1	-.504	-.054
RS2	-.508	.085
RS3	-.517	-.015
RS4	-.536	-.061

Extraction Method: Principal Component Analysis.

a. 6 components extracted.

**Rotated Component Matrix<sup>a</sup>**

	Component			
	1	2	3	4
PE1	.117	-.064	.125	.849
PE2	-.031	.139	.116	.681
PE3	.061	.053	.029	.735
PE4	.046	.104	.165	.857
PK1	.008	.101	.783	.143
PK2	.041	.012	.848	.011
PK3	.109	.137	.749	.014
PK4	.021	.061	.859	.081
PK5	-.075	.032	.725	.216
SN1	.168	.140	.119	.319
SN2	.070	.132	.154	.299
SN3	.143	.146	.171	.197
SN4	.182	.124	.148	.318
MS1	.830	.031	.037	-.024
MS2	.801	.162	.112	.094
MS3	.776	-.102	-.151	-.078
MS4	.771	.060	.037	.012
MS5	.692	.103	-.005	.349
MS6	.865	.047	.096	.014
CS1	.008	.831	.063	.054
CS2	.126	.837	.102	.031
CS3	.102	.729	.034	.136
CS4	.057	.784	.081	.039
CS5	-.018	.829	.063	.013
RS1	.125	.183	.117	.017
RS2	-.009	.175	.080	.156
RS3	.101	.107	.080	.033
RS4	.136	.130	.091	-.011

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

**Rotated Component Matrix<sup>a</sup>**

	Component	
	5	6
PE1	.045	.210
PE2	.071	.325
PE3	.057	.327
PE4	.042	.199
PK1	.118	.271
PK2	.115	.070
PK3	-.011	-.032
PK4	.080	.149
PK5	.103	.134
SN1	.110	.774
SN2	-.011	.755
SN3	.019	.712
SN4	.093	.766
MS1	.124	.231
MS2	-.046	.100
MS3	.124	.068
MS4	.151	.138
MS5	.024	-.104
MS6	.023	.068
CS1	.178	.137
CS2	.068	-.097
CS3	.219	.299
CS4	.113	.063
CS5	.099	.196
RS1	.872	.087
RS2	.775	.002
RS3	.815	.032
RS4	.885	.062

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

**Component Transformation Matrix**

Component	1	2	3	4
1	.376	.420	.396	.424
2	.857	-.051	-.414	-.244
3	-.223	.610	-.034	-.444
4	.180	-.438	.753	-.315
5	.178	.489	.313	-.292
6	.096	.138	.073	.616

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

**Component Transformation Matrix**

Component	5	6
1	.339	.480
2	.103	-.143
3	.531	-.314
4	.214	-.253
5	-.737	-.046
6	-.050	-.765

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

# LAMPIRAN H



**UJI  
ANALISIS SEM**

**Analysis Summary**

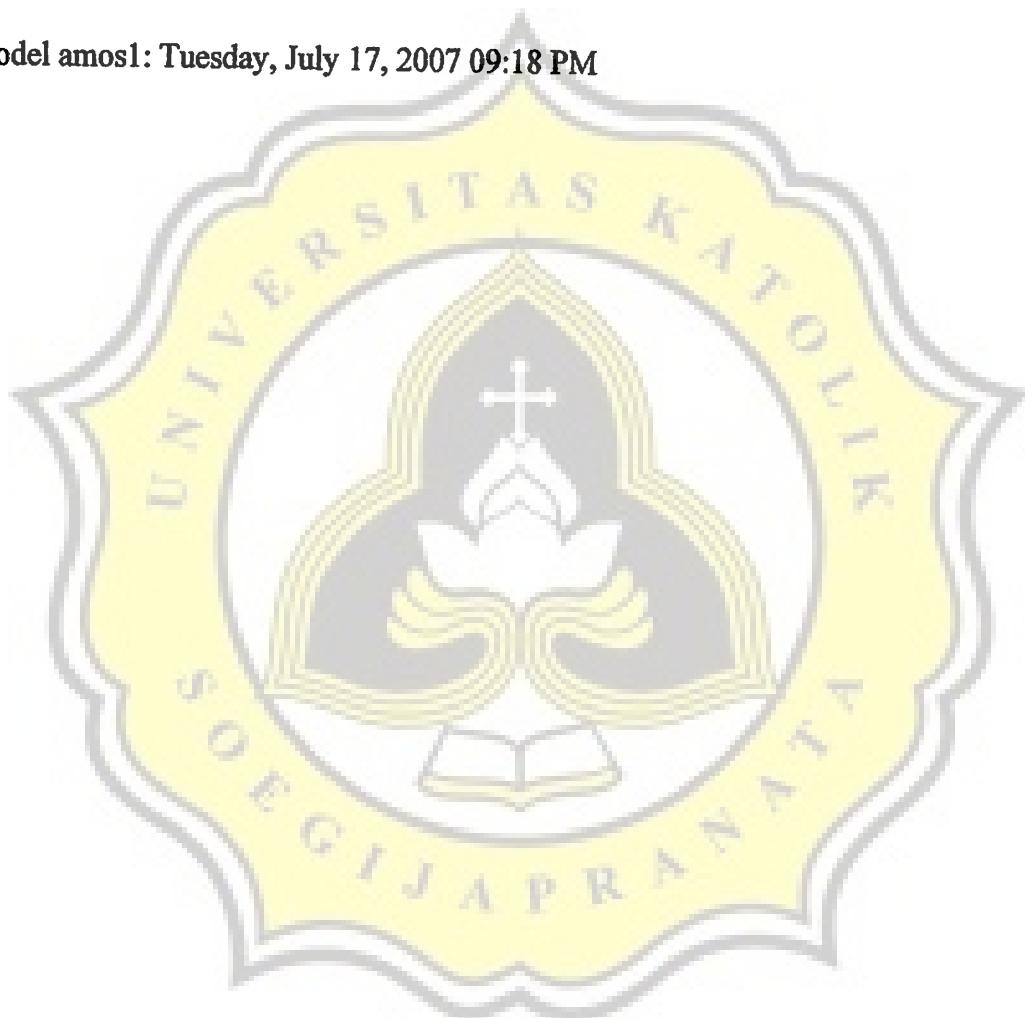
**Date and Time**

Date: Tuesday, July 17, 2007

Time: 9:18:20 PM

**Title**

model amos1: Tuesday, July 17, 2007 09:18 PM



**Notes for Group (Group number 1)**

The model is recursive.

Sample size = 145



**Variable Summary (Group number 1)****Your model contains the following variables (Group number 1)****Observed, endogenous variables**

SNT  
BS  
CST  
MST  
RST  
PKT

**Observed, exogenous variables**

PET

**Unobserved, exogenous variables**

e2  
e6  
e1  
e3  
e5  
e4

**Variable counts (Group number 1)****Number of variables in your model:** 13**Number of observed variables:** 7**Number of unobserved variables:** 6**Number of exogenous variables:** 7**Number of endogenous variables:** 6

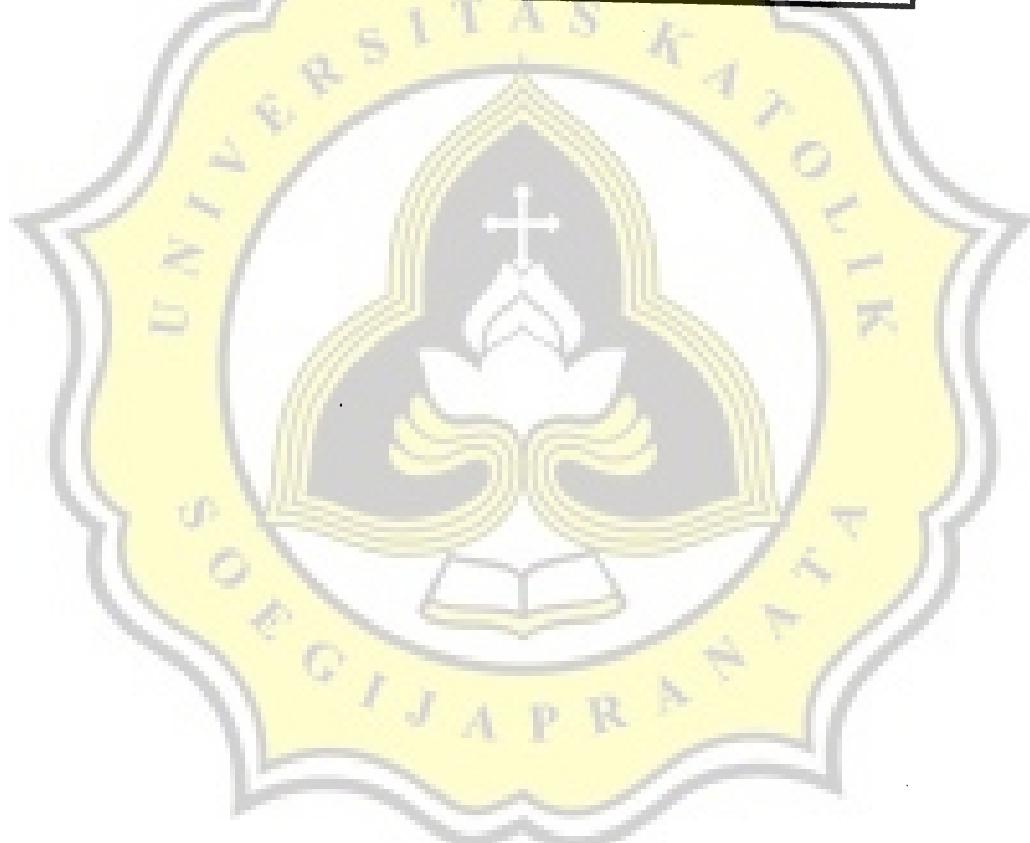
**Parameter summary (Group number 1)**

	Weights	Covariances	Variances	Means	Intercepts
Fixed	6	0	0	0	0
Labeled	0	0	0	0	0
Unlabeled	11	0	7	0	0
Total	17	0	7	0	0



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

Variable	min	max	skew	c.r.	kurtosis	c.r.
PET	8.000	20.000	-.221	-1.086	-1.562	-3.839
PKT	10.000	25.000	-.106	-.521	-1.326	-3.259
SNT	5.000	20.000	.097	.477	-1.348	-3.314
MST	8.000	30.000	-.258	-1.267	-.694	-1.707
CST	6.000	25.000	-.027	-.133	-.741	-1.821
RST	4.000	20.000	-.129	-.633	-1.082	-2.659
BS	1.000	5.000	.067	.328	-.719	-1.768
Multivariate					-2.871	-1.540



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

Observation number	Mahalanobis d-squared	p1	p2
82	15.470	.030	.989
87	14.769	.039	.979
73	14.642	.041	.938
52	14.162	.048	.924
39	13.670	.057	.923
42	13.466	.062	.887
4	12.940	.074	.915
34	12.456	.087	.940
74	12.409	.088	.899
72	12.172	.095	.892
120	12.156	.096	.828
54	12.119	.097	.755
8	11.775	.108	.801
121	11.733	.110	.732
53	11.501	.118	.746
78	11.460	.120	.674
27	11.122	.133	.751
84	10.962	.140	.747
43	10.940	.141	.673
92	10.887	.144	.613
80	10.860	.145	.536
50	10.805	.147	.476
38	10.698	.152	.452
116	10.669	.154	.381
65	10.580	.158	.351
5	10.530	.160	.300
31	10.495	.162	.247
6	10.119	.182	.396
83	9.965	.191	.419
89	9.865	.196	.407
47	9.726	.205	.425
110	9.723	.205	.349
124	9.582	.214	.371
105	9.484	.220	.365
48	9.393	.226	.356
57	8.968	.255	.605
114	8.923	.258	.565
2	8.917	.259	.495

97	8.878	.262	.450
90	8.518	.289	.667
100	8.412	.298	.682
122	8.390	.299	.632
117	8.371	.301	.578
108	8.310	.306	.558
59	8.262	.310	.528
70	8.203	.315	.508
61	8.136	.321	.496
107	8.058	.328	.495
10	8.033	.330	.447
21	8.016	.331	.393
91	8.008	.332	.335
125	7.917	.340	.347
56	7.784	.352	.397
123	7.668	.363	.435
49	7.619	.367	.414
30	7.559	.373	.402
104	7.499	.379	.391
115	7.378	.391	.439
46	7.368	.392	.383
16	7.347	.394	.339
139	7.347	.394	.280
35	7.330	.395	.238
131	7.297	.399	.212
119	7.134	.415	.287
62	7.077	.421	.279
127	7.011	.428	.279
22	7.007	.428	.229
7	6.978	.431	.202
96	6.813	.449	.282
9	6.777	.453	.258
26	6.695	.461	.274
29	6.674	.464	.237
55	6.640	.467	.215
103	6.630	.468	.176
24	6.604	.471	.153
132	6.530	.479	.160
99	6.525	.480	.126
23	6.382	.496	.177
136	6.279	.508	.208

134		6.226	.514	.202
93		6.209	.516	.170
33		6.176	.519	.152
25		6.092	.529	.168
45		5.999	.540	.192
128		5.936	.547	.196
141		5.911	.550	.170
88		5.892	.552	.142
94		5.883	.553	.113
95		5.756	.568	.154
126		5.734	.571	.131
63		5.711	.574	.110
64		5.686	.577	.093
58		5.503	.599	.169
51		5.379	.614	.223
11		5.362	.616	.188
12		5.360	.616	.146
18		5.319	.621	.134
60		5.307	.623	.107
81		5.247	.630	.108
13		5.223	.633	.090

### Hairwise Parameter Comparisons (Default model)

### Covariance-covariance Matrix of Estimates (Default model)

	par_1	par_2	par_3	par_4	par_5	par_6	par_7	par_8	par_9	par_10	par_11	par_12	par_13	par_14	par_15	par_16	par_17	par_18
par_1	.005																	
par_2	.000	.001																
par_3	.000	.000	.007															
par_4	.000	.000	.000	.005														
par_5	.000	.000	.000	.000	.000													
par_6	.000	.000	.000	.000	.000	.000												
par_7	.000	.000	.000	.000	.000	.000	.013											
par_8	.000	.000	.000	.000	.000	.000	.000	.009										
par_9	-.001	.000	.000	.000	.000	.000	.000	.000	.003									
par_10	.000	.000	.000	.000	.000	.000	-.004	.000	.000	.000	.010							
par_11	.000	.000	-.003	.000	.000	.000	.000	.000	.000	.000	.000	.012						
par_12	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	2.821					
par_13	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	4.745				
par_14	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000			
par_15	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000			
par_16	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000			
par_17	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000			
par_18	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000			

### Correlations of Estimates (Default model)

### **Critical Ratios for Differences between Parameters (Default model)**

par_2	-7.684	.000
par_3	-4.643	.698 .000
par_4	-2.804	4.077 2.166 .000
par_5	-7.089	1.559 -.057 -3.382 .000
par_6	-6.842	2.011 .100 -3.161 .407 .000
par_7	-1.295	3.408 2.369 .759 2.950 2.823 .000
par_8	-1.814	3.595 2.304 .501 3.063 2.909 -.282 .000
par_9	-3.908	2.601 1.013 -1.461 1.768 1.528 -1.813 -1.696 .000
par_10	-5.009	-.334 -.737 -2.762 -.904 -1.035 -2.458 -2.840 -1.744 .000
par_11	-1.152	3.654 2.250 .931 3.191 3.060 .133 .429 2.007 3.040 .000
par_12	8.137	8.481 8.435 8.299 8.447 8.439 8.228 8.258 8.379 8.487 8.216 .000
par_13	8.218	8.482 8.448 8.343 8.456 8.450 8.290 8.312 8.404 8.489 8.281 1.539 .00
par_14	7.925	8.477 8.395 8.183 8.424 8.411 8.059 8.111 8.311 8.475 8.041 -2.677 -3.94
par_15	8.283	8.483 8.458 8.378 8.463 8.458 8.339 8.355 8.424 8.490 8.331 3.018 1.60
par_16	8.285	8.483 8.458 8.379 8.463 8.459 8.341 8.357 8.425 8.490 8.334 3.090 1.68
par_17	8.216	8.482 8.448 8.342 8.456 8.450 8.288 8.311 8.403 8.489 8.279 1.495 -.04
par_18	4.108	8.318 6.948 5.816 7.983 7.874 4.524 5.037 6.792 7.200 4.441 -7.721 -7.90

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

	PET	PKT	SNT	MST	CST	RST	BS
PET	14.251						
PKT		20.324					
SNT	9.033	6.403	15.208				
MST	3.269	2.009	5.922	26.576			
CST	3.931	5.030	6.817	4.292	27.770		
RST	2.684	4.775	3.465	4.903	8.359	20.859	
BS	1.054	.338	.786	.451	2.418	2.134	1.553

Condition number = 40.666

**Eigenvalues**

47.385 23.547 20.675 16.004 12.425 5.340 1.165

Determinant of sample covariance matrix = 28541516.346

**Sample Correlations (Group number 1)**

	PET	PKT	SNT	MST	CST	RST	BS
PET	1.000						
PKT	.301	1.000					
SNT	.614	.364	1.000				
MST	.168	.086	.295	1.000			
CST	.198	.212	.332	.158	1.000		
RST	.156	.232	.195	.208	.347	1.000	
BS	.224	.060	.162	.070	.368	.375	1.000

Condition number = 7.392

**Eigenvalues**

2.515 1.216 .931 .822 .660 .516 .340

**Notes for Model (Default model)****Computation of degrees of freedom (Default model)**

Number of distinct sample moments: 28

Number of distinct parameters to be estimated: 18

Degrees of freedom (28 - 18): 10

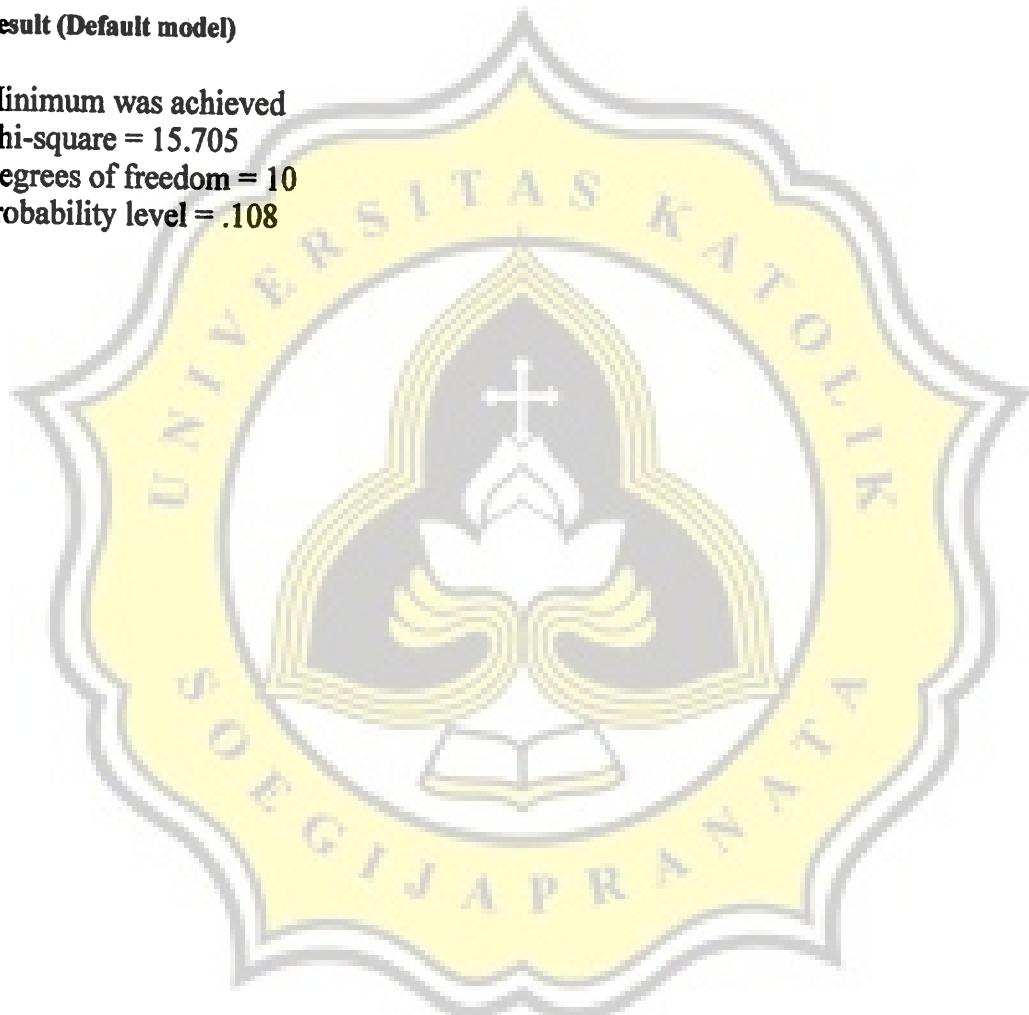
**Result (Default model)**

Minimum was achieved

Chi-square = 15.705

Degrees of freedom = 10

Probability level = .108



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

		Estimate	S.E.	C.R.	P	Label
PKT <--- PET		.359	.095	3.787	***	par_8
SNT <--- PET		.573	.069	8.270	***	par_1
SNT <--- PKT		.171	.058	2.946	.003	par_9
MST <--- SNT		.401	.113	3.548	***	par_7
MST <--- PKT		-.027	.098	-.281	.779	par_10
CST <--- MST		.067	.084	.804	.421	par_3
CST <--- SNT		.422	.111	3.804	***	par_11
RST <--- CST		.301	.068	4.444	***	par_4
BS <--- SNT		.006	.025	.249	.804	par_2
BS <--- CST		.063	.020	3.201	.001	par_5
BS <--- RST		.076	.022	3.509	***	par_6

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

		Estimate
PKT <--- PET		.301
SNT <--- PET		.554
SNT <--- PKT		.197
MST <--- SNT		.303
MST <--- PKT		-.024
CST <--- MST		.066
CST <--- SNT		.312
RST <--- CST		.347
BS <--- SNT		.020
BS <--- CST		.265
BS <--- RST		.279

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

	Estimate	S.E.	C.R.	P	Label
PET	14.251	1.679	8.485	***	par_12
e1	18.484	2.178	8.485	***	par_13
e2	8.943	1.054	8.485	***	par_14

e3	24.257	2.859	8.485	***	par_15
e4	24.604	2.900	8.485	***	par_16
e5	18.343	2.162	8.485	***	par_17
e6	1.234	.145	8.485	***	par_18

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

	Estimate
PKT	.091
SNT	.412
MST	.087
CST	.114
RST	.121
BS	.205

**Matrices (Group number 1 - Default model)****Implied (for all variables) Covariances (Group number 1 - Default model)**

	PET	PKT	SNT	MST	CST	RST	BS
PET	14.251						
PKT	5.122	20.324					
SNT	9.033	6.403	15.208				
MST	3.481	2.009	5.922	26.576			
CST	4.047	2.837	6.817	4.292	27.770		
RST	1.218	.854	2.052	1.292	8.359	20.859	
BS	.403	.283	.679	.404	2.418	2.125	1.552

**Implied (for all variables) Correlations (Group number 1 - Default model)**

	PET	PKT	SNT	MST	CST	RST	BS
PET	1.000						
PKT	.301	1.000					
SNT	.614	.364	1.000				
MST	.179	.086	.295	1.000			
CST	.203	.119	.332	.158	1.000		
RST	.071	.041	.115	.055	.347	1.000	
BS	.086	.050	.140	.063	.368	.373	1.000

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

	PET	PKT	SNT	MST	CST	RST	BS
PET	14.251						
PKT	5.122	20.324					
SNT	9.033	6.403	15.208				
MST	3.481	2.009	5.922	26.576			
CST	4.047	2.837	6.817	4.292	27.770		
RST	1.218	.854	2.052	1.292	8.359	20.859	
BS	.403	.283	.679	.404	2.418	2.125	1.552

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

	PET	PKT	SNT	MST	CST	RST	BS
PET	1.000						
PKT	.301	1.000					
SNT	.614	.364	1.000				
MST	.179	.086	.295	1.000			
CST	.203	.119	.332	.158	1.000		
RST	.071	.041	.115	.055	.347	1.000	
BS	.086	.050	.140	.063	.368	.373	1.000

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

	PET	PKT	SNT	MST	CST	RST	BS
PET	.000						
PKT	.000	.000					
SNT	.000	.000	.000				
MST	-.213	.000	.000	.000			
CST	-.116	2.193	.000	.000	.000		
RST	1.466	3.921	1.413	3.611	.000	.000	
BS	.651	.055	.108	.047	.000	.009	.001

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

	PET	PKT	SNT	MST	CST	RST	BS
PET	.000						
PKT	.000	.000					
SNT	.000	.000	.000				
MST	-.129	.000	.000	.000			
CST	-.068	1.100	.000	.000	.000		
RST	1.018	2.283	.946	1.838	.000	.000	
BS	1.655	.117	.263	.087	.000	.018	.007

**Factor Score Weights (Group number 1 - Default model)****Total Effects (Group number 1 - Default model)**

	PET	PKT	SNT	MST	CST	RST
PKT	.359	.000	.000	.000	.000	.000
SNT	.634	.171	.000	.000	.000	.000
MST	.244	.041	.401	.000	.000	.000
CST	.284	.075	.449	.067	.000	.000
RST	.085	.023	.135	.020	.301	.000
BS	.028	.007	.045	.006	.086	.076

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

	PET	PKT	SNT	MST	CST	RST
PKT	.301	.000	.000	.000	.000	.000
SNT	.614	.197	.000	.000	.000	.000
MST	.179	.036	.303	.000	.000	.000
CST	.203	.064	.332	.066	.000	.000
RST	.071	.022	.115	.023	.347	.000
BS	.086	.027	.140	.024	.362	.279

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

	PET	PKT	SNT	MST	CST	RST
PKT	.359	.000	.000	.000	.000	.000
SNT	.573	.171	.000	.000	.000	.000
MST	.000	-.027	.401	.000	.000	.000
CST	.000	.000	.422	.067	.000	.000
RST	.000	.000	.000	.000	.301	.000
BS	.000	.000	.006	.000	.063	.076

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

	PET	PKT	SNT	MST	CST	RST
PKT	.301	.000	.000	.000	.000	.000
SNT	.554	.197	.000	.000	.000	.000
MST	.000	-.024	.303	.000	.000	.000
CST	.000	.000	.312	.066	.000	.000
RST	.000	.000	.000	.000	.347	.000

BS	.000	.000	.020	.000	.265	.279
----	------	------	------	------	------	------

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

	PET	PKT	SNT	MST	CST	RST
PKT	.000	.000	.000	.000	.000	.000
SNT	.061	.000	.000	.000	.000	.000
MST	.244	.068	.000	.000	.000	.000
CST	.284	.075	.027	.000	.000	.000
RST	.085	.023	.135	.020	.000	.000
BS	.028	.007	.038	.006	.023	.000

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

	PET	PKT	SNT	MST	CST	RST
PKT	.000	.000	.000	.000	.000	.000
SNT	.059	.000	.000	.000	.000	.000
MST	.179	.060	.000	.000	.000	.000
CST	.203	.064	.020	.000	.000	.000
RST	.071	.022	.115	.023	.000	.000
BS	.086	.027	.120	.024	.097	.000

**Modification Indices (Group number 1 - Default model)**

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

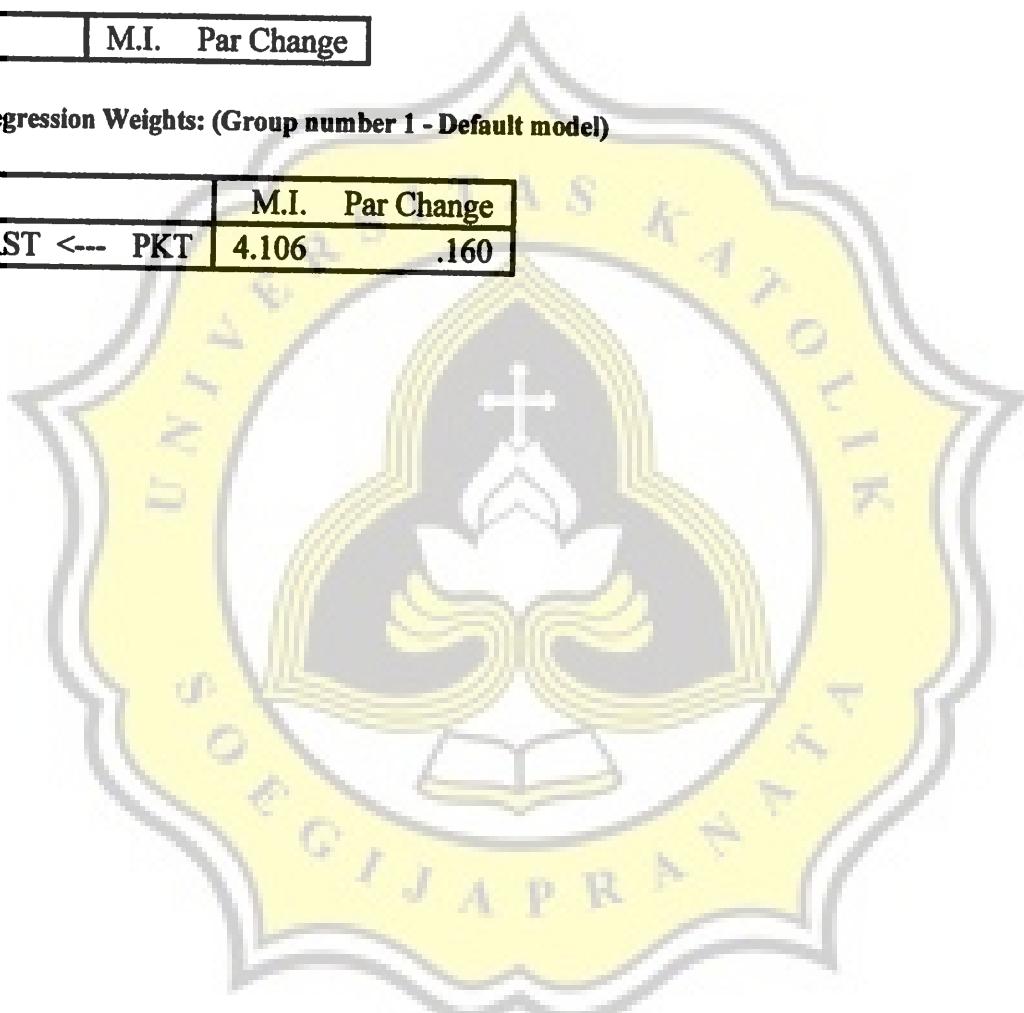
	M.I.	Par Change

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

	M.I.	Par Change

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

	M.I.	Par Change
RST <--- PKT	4.106	.160



**Model Fit Summary****CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	18	15.705	10	.108	1.571
Saturated model	28	.000	0		
Independence model	7	188.005	21	.000	8.953

**RMR, GFI**

Model	RMR	GFI	AGFI	PGFI
Default model	1.163	.971	.919	.347
Saturated model	.000	1.000		
Independence model	4.021	.689	.585	.517

**Baseline Comparisons**

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	.916	.825	.968	.928	.966
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**Parsimony-Adjusted Measures**

Model	PRATIO	PNFI	PCFI
Default model	.476	.436	.460
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

**NCP**

Model	NCP	LO 90	HI 90
Default model	5.705	.000	20.602
Saturated model	.000	.000	.000
Independence model	167.005	126.852	214.631

**FMIN**

Model	FMIN	F0	LO 90	HI 90

Default model	.109	.040	.000	.143
Saturated model	.000	.000	.000	.000
Independence model	1.306	1.160	.881	1.490

**RMSEA**

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.063	.000	.120	.316
Independence model	.235	.205	.266	.000

**AIC**

Model	AIC	BCC	BIC	CAIC
Default model	51.705	53.823	105.286	123.286
Saturated model	56.000	59.294	139.349	167.349
Independence model	202.005	202.829	222.842	229.842

**ECVI**

Model	ECVI	LO 90	HI 90	MECVI
Default model	.359	.319	.463	.374
Saturated model	.389	.389	.389	.412
Independence model	1.403	1.124	1.734	1.409

**HOELTER**

Model	HOELTER	HOELTER
	.05	.01
Default model	168	213
Independence model	26	30

Chi-square=15.705  
prob =.108  
cmin/df=1.571  
AGFI=.919  
GFI=.971  
TLI=.928  
cfi=.966  
RMSEA=.063

## MODEL PENELITIAN

