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LAMPIRAN

Lampiran 1. Kuesioner Penelitian

KUESIONER PENELITIAN

Bagian 1. Surat Pengantar

Responden yang terhormat,

Perkenalkan saya Jisnu Mahan Pratama Putra, mahasiswa Magister Manajemen, Fakultas Ekonomika dan Bisnis, Universitas Gadjah Mada, Yogyakarta (MM FEB UGM). Saat ini saya sedang melakukan penelitian yang berjudul **"Kajian Anteseden Dan Hasil Keputusan Pembelian Terhadap Sosial Media WOM Mobil Listrik Di Indonesia"** yang ditujukan untuk memenuhi persyaratan untuk menyelesaikan pendidikan Magister Manajemen.

Melalui surat pengantar ini, saya mohon kesediaan Anda untuk menjadi responden dengan mengisi kuesioner penelitian ini. Adapun kriteria responden yang dapat berpartisipasi dalam penelitian ini adalah:

1. Responden berjenis kelamin pria maupun wanita yang berusia minimal 17 tahun.
2. Responden aktif menggunakan media sosial.
3. Responden memiliki mobil listrik.
4. Responden sudah pernah melakukan WOM (*Word-of-Mouth*) media sosial.

Dengan ini, saya mohon Anda untuk mengisi kuesioner secara jujur dan sungguh-sungguh. Jawaban yang Anda berikan pada kuesioner ini akan sangat berpengaruh

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pada hasil penelitian ini. Jawaban dan identitas Anda selaku responden akan dijaga kerahasiaannya dan hanya dipergunakan untuk kepentingan penelitian. Apabila Anda memiliki pertanyaan terkait pengisian kuesioner penelitian ini, dapat menghubungi saya melalui alamat email: jisnumahan@mail.ugm.ac.id.

Demikian, atas perhatian dan kesediaan Anda saya ucapkan terimakasih.

Hormat saya,

Jisnu Mahan Pratama Putra

Bagian 2. Konfirmasi Kriteria Responden

Apabila responden menjawab pertanyaan dengan jawaban “Ya” pada masing-masing butir pertanyaan konfirmasi maka responden dinyatakan memenuhi kriteria dan diarahkan untuk melanjutkan ke bagian berikutnya.

1. Apakah anda mengetahui tentang mobil listrik?
   - □ Ya
   - □ Tidak
2. Apakah anda sudah memiliki mobil listrik?
   - □ Ya
   - □ Tidak

Bagian 3. Demografi Responden

Bacalah pertanyaan-pertanyaan berikut ini dengan seksama. Kemudian jawablah sesuai dengan instruksi atau pilihlah salah satu jawaban yang menurut

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Anda paling sesuai dengan diri Anda dengan memberikan tanda pada kotak jawaban yang telah disediakan.

1. Nama :
2. Jenis Kelamin :
   - □ Pria
   - □ Wanita
3. Usia (Tahun) :
   - □ 17-25 Tahun
   - □ 26-35 Tahun
   - □ 36-45 Tahun
   - □ 46-55 Tahun
   - □ >55 Tahun
4. Domisili Saat Ini (Pulau):
   - □ Jawa
   - □ Kalimantan
   - □ Sumatera
   - □ Nusa Tenggara dan Bali
   - □ Sulawesi
   - □ Maluku
   - □ Papua
5. Tingkat Pendidikan Terakhir:
   - □ SD
   - □ SMP/Sederajat

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- SMA/SMK/Sederajat
- Diploma/S1
- S2/S3
- Lainnya

6. Pekerjaan:
   - Pelajar
   - Mahasiswa
   - Pekerja Operasional
   - Pekerja Manajerial
   - Profesional
   - Pengusaha
   - Petani
   - Ibu Rumah Tangga
   - Lainnya
7. Pendapatan per Bulan:
   - < Rp. 10.000.000
   - Rp. 10.000.001 - Rp. 20.000.000
   - Rp. 20.000.001 - Rp. 30.000.000
   - Rp. 30.000.001 - Rp. 40.000.000
   - Rp. 40.000.001 - Rp. 50.000.000
   - > Rp. 50.000.000
8. Dimana anda mendapatkan informasi mengenai mobil listrik?
   - Media Sosial

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- Koran
- Berita
- Majalah
- Orang Terdekat
- Lainya

9. Range Harga Mobil Listrik yang Dimiliki?
   - < Rp 250.000.000 – Rp 500.000.000
   - > Rp 500.000.000 – Rp 1.000.000.000
   - > Rp 1.000.000.000

Bagian 4. Pertanyaan Pengukuran Variabel

Bacalah pertanyaan-pertanyaan berikut ini dengan seksama. Kemudian pilihlah salah satu jawaban yang menurut Anda paling sesuai dengan diri Anda dengan memberikan tanda pada kotak jawaban yang telah disediakan. Silahkan Anda memberikan jawaban yang dianggap paling cocok dengan persepsi yang dimiliki. Jawaban pada kuesioner ini menggunakan skala 1-5 dengan keterangan sebagai berikut:

1= Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Netral (N)

4 = Setuju (S)

5 = Sangat Setuju (SS)

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1. Kualitas yang Dirasakan (PQ)

No	Pertanyaan	Jawaban Pertanyaan				
		STS	TS	N	S	SS
1	Mobil listrik bisa diandalkan. (PQ1)					
2	Mobil listrik akan bertahan lama. (PQ2)					
3	Mobil listrik memiliki fitur yang up-to-date. (PQ3)					
4	Mobil listrik harus canggih. (PQ4)					
5	Pengerjaan dari mobil listrik teliti dan canggih. (PQ5)					

2. Nilai Sosial (SV)

No	Pertanyaan	Jawaban Pertanyaan				
		STS	TS	N	S	SS
1	Memiliki mobil listrik menunjukkan simbol pencapaian. (SV1)					
2	Memiliki mobil listrik menunjukkan simbol kemakmuran. (SV2)					
3	Memiliki mobil listrik menunjukkan simbol gengsi. (SV3)					

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4	Dengan memiliki mobil listrik saya dapat diterima di lingkungan saya. (SV4)					
5	Saya membeli mobil listrik untuk mendapatkan/meningkatkan status sosial. (SV5)					

3. Nilai Pribadi (PV)

No	Pertanyaan	Jawaban Pertanyaan				
		STS	TS	N	S	SS
1	Membeli mobil listrik meningkatkan kebahagiaan saya. (PV1)					
2	Penting bagi saya untuk memiliki mobil listrik yang bagus. (PV2)					
3	Saya mampu membeli mobil listrik yang saya inginkan. (PV3)					
4	Membeli mobil listrik meningkatkan nilai dalam diri saya. (PV4)					

4. Nilai Fungsional (FV)

No	Pertanyaan	Jawaban Pertanyaan				
		STS	TS	N	S	SS
1	Saya percaya mobil listrik memiliki kegunaan yang unggul. (FV1)					
2	Saya percaya mobil listrik memiliki kinerja yang baik dijalan. (FV2)					
3	Saya percaya mobil listrik memiliki kualitas unggul. (FV3)					
4	Saya harus membayar sedikit lebih untuk mendapatkan produk yang terbaik. (FV4)					

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5. Keputusan Pembelian (PD)

No	Pertanyaan	Jawaban Pertanyaan				
		STS	TS	N	S	SS
1	Saya merasa senang dengan keputusan saya untuk membeli mobil listrik ini. (PD1)					
2	Saya akan secara positif merekomendasikan mobil listrik ini kepada orang lain. (PD2)					
3	Saya sering melihat ulasan dari produk ini sehingga saya memutuskan untuk membeli mobil listrik ini. (PD3)					
4	Saya berniat untuk membeli lagi dari merek mobil listrik ini dimasa yang akan datang. (PD4)					
5	Secara keseluruhan, saya puas dengan pembelian mobil listrik ini. (PD5)					

6. E-WOM (SM)

No	Pertanyaan	Jawaban Pertanyaan				
		STS	TS	N	S	SS
1	Saya memposting status tentang mobil listrik yang saya miliki di jejaring sosial saya. (SM1)					
2	Saya memposting foto tentang mobil listrik yang saya miliki di jejaring sosial saya. (SM2)					
3	Saya memposting komentar tentang mobil listrik yang saya miliki di jejaring sosial saya. (SM3)					
4	Saya merekomendasikan mobil listrik kepada teman dan kerabat saya. (SM3)					
5	Jika teman saya sedang mencari mobil baru, saya menyuruh mereka untuk membeli mobil listrik yang pernah saya gunakan. (SM4)					

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Lampiran 2. Tabulasi Data Responden

PQ1	PQ2	PQ3	PQ4	PQ5	SV1	SV2	SV3	SV4	SV5	PV1	PV2	PV3	PV4	FV1	FV2	FV3	FV4	PD1	PD2	PD3	PD4	PD5	SM1	SM2	SM3	SM4	SM5
4	5	4	4	5	5	4	5	4	4	5	5	5	4	5	4	5	5	4	5	5	5	4	5	4	4	4	4
3	3	3	3	4	4	4	4	3	4	4	3	3	3	3	4	4	4	4	4	3	3	4	4	4	4	4	3
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Lampiran 3. Distribusi Jawaban Responden

Frequencies

Statistics

	N		Mean	Std. Deviation	Minimum	Maximum
	Valid	Missing				
PQ1	397	0	4.04	.96	1	5
PQ2	397	0	4.08	.97	1	5
PQ3	397	0	4.07	.95	1	5
PQ4	397	0	4.03	.98	1	5
PQ5	397	0	4.02	.98	1	5
SV1	397	0	4.03	.98	1	5
SV2	397	0	4.01	.96	1	5
SV3	397	0	3.96	.98	1	5
SV4	397	0	4.00	1.01	1	5
SV5	397	0	4.02	.99	1	5
PV1	397	0	4.05	.95	1	5
PV2	397	0	4.01	.94	1	5
PV3	397	0	4.02	1.00	1	5
PV4	397	0	4.01	.98	1	5
FV1	397	0	4.01	.95	1	5
FV2	397	0	4.00	1.01	1	5
FV3	397	0	4.02	1.01	1	5
FV4	397	0	3.99	1.02	1	5
PD1	397	0	4.02	.98	1	5
PD2	397	0	4.04	.99	1	5
PD3	397	0	3.99	.99	1	5
PD4	397	0	3.99	1.02	1	5
PD5	397	0	3.98	.97	1	5
SM1	397	0	4.02	.97	1	5
SM2	397	0	4.03	.96	1	5
SM3	397	0	4.02	.99	1	5
SM4	397	0	4.10	.98	1	5
SM5	397	0	4.07	.98	1	5

Frequency Table

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	245	61.7	61.7	61.7
	Perempuan	152	38.3	38.3	100.0
	Total	397	100.0	100.0	

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Usia (Tahun)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	> 55	67	16.9	16.9	16.9
	17 - 25	81	20.4	20.4	37.3
	26 - 35	86	21.7	21.7	58.9
	36 - 45	95	23.9	23.9	82.9
	46 - 55	68	17.1	17.1	100.0
	Total	397	100.0	100.0	

Domisili Saat Ini (Pulau)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Jawa	211	53.1	53.1	53.1
	Kalimantan	29	7.3	7.3	60.5
	Maluku	28	7.1	7.1	67.5
	Nusa Tenggara dan Bali	28	7.1	7.1	74.6
	Papua	27	6.8	6.8	81.4
	Sulawesi	28	7.1	7.1	88.4
	Sumatera	46	11.6	11.6	100.0
	Total	397	100.0	100.0	

Tingkat Pendidikan Terakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma/S1	253	63.7	63.7	63.7
	S2/S3	93	23.4	23.4	87.2
	SD	6	1.5	1.5	88.7
	SMA/SMK/Sederajat	37	9.3	9.3	98.0
	SMP/Sederajat	8	2.0	2.0	100.0
	Total	397	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ibu Rumah Tangga	5	1.3	1.3	1.3
	Mahasiswa	8	2.0	2.0	3.3
	Pekerja Manajerial	48	12.1	12.1	15.4
	Pekerja Operasional	75	18.9	18.9	34.3
	Pelajar	3	.8	.8	35.0
	Pengusaha	132	33.2	33.2	68.3
	Petani	6	1.5	1.5	69.8
	Profesional	120	30.2	30.2	100.0
	Total	397	100.0	100.0	

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Pendapatan per Bulan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rp 10.000.000	50	12.6	12.6	12.6
	> Rp 50.000.000	59	14.9	14.9	27.5
	Rp 10.000.001 - Rp 20.000.000	108	27.2	27.2	54.7
	Rp 20.000.001 - Rp 30.000.000	60	15.1	15.1	69.8
	Rp 30.000.001 - Rp 40.000.000	61	15.4	15.4	85.1
	Rp 40.000.001 - Rp 50.000.000	59	14.9	14.9	100.0
	Total	397	100.0	100.0	

Dimana anda mendapatkan informasi mengenai mobil listrik?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Berita	31	7.8	7.8	7.8
	Koran	31	7.8	7.8	15.6
	Lainnya	30	7.6	7.6	23.2
	Majalah	31	7.8	7.8	31.0
	Media Sosial	243	61.2	61.2	92.2
	Orang Terdekat	31	7.8	7.8	100.0
	Total	397	100.0	100.0	

PQ1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	6	1.5	1.5	1.5
	2.00	30	7.6	7.6	9.1
	3.00	49	12.3	12.3	21.4
	4.00	169	42.6	42.6	64.0
	5.00	143	36.0	36.0	100.0
	Total	397	100.0	100.0	

PQ2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	7	1.8	1.8	1.8
	2.00	31	7.8	7.8	9.6
	3.00	37	9.3	9.3	18.9
	4.00	170	42.8	42.8	61.7
	5.00	152	38.3	38.3	100.0
	Total	397	100.0	100.0	

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PQ3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	6	1.5	1.5	1.5
	2.00	24	6.0	6.0	7.6
	3.00	57	14.4	14.4	21.9
	4.00	160	40.3	40.3	62.2
	5.00	150	37.8	37.8	100.0
	Total	397	100.0	100.0	

PQ4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	10	2.5	2.5	2.5
	2.00	27	6.8	6.8	9.3
	3.00	45	11.3	11.3	20.7
	4.00	174	43.8	43.8	64.5
	5.00	141	35.5	35.5	100.0
	Total	397	100.0	100.0	

PQ5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	10	2.5	2.5	2.5
	2.00	26	6.5	6.5	9.1
	3.00	50	12.6	12.6	21.7
	4.00	173	43.6	43.6	65.2
	5.00	138	34.8	34.8	100.0
	Total	397	100.0	100.0	

SV1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	10	2.5	2.5	2.5
	2.00	25	6.3	6.3	8.8
	3.00	52	13.1	13.1	21.9
	4.00	168	42.3	42.3	64.2
	5.00	142	35.8	35.8	100.0
	Total	397	100.0	100.0	

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SV2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	7	1.8	1.8	1.8
	2.00	32	8.1	8.1	9.8
	3.00	43	10.8	10.8	20.7
	4.00	184	46.3	46.3	67.0
	5.00	131	33.0	33.0	100.0
	Total	397	100.0	100.0	

SV3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	8	2.0	2.0	2.0
	2.00	32	8.1	8.1	10.1
	3.00	53	13.4	13.4	23.4
	4.00	179	45.1	45.1	68.5
	5.00	125	31.5	31.5	100.0
	Total	397	100.0	100.0	

SV4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	14	3.5	3.5	3.5
	2.00	24	6.0	6.0	9.6
	3.00	46	11.6	11.6	21.2
	4.00	177	44.6	44.6	65.7
	5.00	136	34.3	34.3	100.0
	Total	397	100.0	100.0	

SV5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	11	2.8	2.8	2.8
	2.00	25	6.3	6.3	9.1
	3.00	50	12.6	12.6	21.7
	4.00	172	43.3	43.3	65.0
	5.00	139	35.0	35.0	100.0
	Total	397	100.0	100.0	

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PV1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	10	2.5	2.5	2.5
	2.00	22	5.5	5.5	8.1
	3.00	42	10.6	10.6	18.6
	4.00	188	47.4	47.4	66.0
	5.00	135	34.0	34.0	100.0
	Total	397	100.0	100.0	

PV2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	9	2.3	2.3	2.3
	2.00	22	5.5	5.5	7.8
	3.00	54	13.6	13.6	21.4
	4.00	185	46.6	46.6	68.0
	5.00	127	32.0	32.0	100.0
	Total	397	100.0	100.0	

PV3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	9	2.3	2.3	2.3
	2.00	30	7.6	7.6	9.8
	3.00	49	12.3	12.3	22.2
	4.00	165	41.6	41.6	63.7
	5.00	144	36.3	36.3	100.0
	Total	397	100.0	100.0	

PV4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	11	2.8	2.8	2.8
	2.00	24	6.0	6.0	8.8
	3.00	51	12.8	12.8	21.7
	4.00	177	44.6	44.6	66.2
	5.00	134	33.8	33.8	100.0
	Total	397	100.0	100.0	

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FV1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	10	2.5	2.5	2.5
	2.00	21	5.3	5.3	7.8
	3.00	55	13.9	13.9	21.7
	4.00	179	45.1	45.1	66.8
	5.00	132	33.2	33.2	100.0
	Total	397	100.0	100.0	

FV2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	14	3.5	3.5	3.5
	2.00	26	6.5	6.5	10.1
	3.00	41	10.3	10.3	20.4
	4.00	181	45.6	45.6	66.0
	5.00	135	34.0	34.0	100.0
	Total	397	100.0	100.0	

FV3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	9	2.3	2.3	2.3
	2.00	33	8.3	8.3	10.6
	3.00	46	11.6	11.6	22.2
	4.00	162	40.8	40.8	63.0
	5.00	147	37.0	37.0	100.0
	Total	397	100.0	100.0	

FV4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	11	2.8	2.8	2.8
	2.00	32	8.1	8.1	10.8
	3.00	43	10.8	10.8	21.7
	4.00	173	43.6	43.6	65.2
	5.00	138	34.8	34.8	100.0
	Total	397	100.0	100.0	

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PD1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	9	2.3	2.3	2.3
	2.00	29	7.3	7.3	9.6
	3.00	46	11.6	11.6	21.2
	4.00	173	43.6	43.6	64.7
	5.00	140	35.3	35.3	100.0
	Total	397	100.0	100.0	

PD2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	9	2.3	2.3	2.3
	2.00	30	7.6	7.6	9.8
	3.00	45	11.3	11.3	21.2
	4.00	167	42.1	42.1	63.2
	5.00	146	36.8	36.8	100.0
	Total	397	100.0	100.0	

PD3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	10	2.5	2.5	2.5
	2.00	32	8.1	8.1	10.6
	3.00	41	10.3	10.3	20.9
	4.00	183	46.1	46.1	67.0
	5.00	131	33.0	33.0	100.0
	Total	397	100.0	100.0	

PD4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	13	3.3	3.3	3.3
	2.00	26	6.5	6.5	9.8
	3.00	50	12.6	12.6	22.4
	4.00	169	42.6	42.6	65.0
	5.00	139	35.0	35.0	100.0
	Total	397	100.0	100.0	

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PD5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	12	3.0	3.0	3.0
	2.00	18	4.5	4.5	7.6
	3.00	63	15.9	15.9	23.4
	4.00	178	44.8	44.8	68.3
	5.00	126	31.7	31.7	100.0
	Total	397	100.0	100.0	

SM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	9	2.3	2.3	2.3
	2.00	28	7.1	7.1	9.3
	3.00	44	11.1	11.1	20.4
	4.00	182	45.8	45.8	66.2
	5.00	134	33.8	33.8	100.0
	Total	397	100.0	100.0	

SM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	9	2.3	2.3	2.3
	2.00	24	6.0	6.0	8.3
	3.00	52	13.1	13.1	21.4
	4.00	173	43.6	43.6	65.0
	5.00	139	35.0	35.0	100.0
	Total	397	100.0	100.0	

SM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	9	2.3	2.3	2.3
	2.00	30	7.6	7.6	9.8
	3.00	45	11.3	11.3	21.2
	4.00	172	43.3	43.3	64.5
	5.00	141	35.5	35.5	100.0
	Total	397	100.0	100.0	

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SM4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	7	1.8	1.8	1.8
	2.00	29	7.3	7.3	9.1
	3.00	45	11.3	11.3	20.4
	4.00	154	38.8	38.8	59.2
	5.00	162	40.8	40.8	100.0
	Total	397	100.0	100.0	

SM5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	11	2.8	2.8	2.8
	2.00	19	4.8	4.8	7.6
	3.00	53	13.4	13.4	20.9
	4.00	163	41.1	41.1	62.0
	5.00	151	38.0	38.0	100.0
	Total	397	100.0	100.0	

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Lampiran 4. Uji Statistik Deskriptif dan Korelasi Pearson

- **Hasil Uji Statistik Deskriptif**

Variabel	Minimum	Maksimum	Mean	Stdev
PQ	1	5	4.05	0.97
SV	1	5	4.00	0.98
PV	1	5	4.02	0.97
FV	1	5	4.01	1.00
PD	1	5	4.00	0.99
SM	1	5	4.05	0.98

- **Hasil Uji Korelasi Pearson**

		PQ	SV	PV	PD	SM
PQ	Pearson Correlation	1	.812(**)	.840(**)	.839(**)	.801(**)
	Sig. (2-tailed)		.000	.000	.000	.000
	N	397	397	397	397	397
SV	Pearson Correlation	.812(**)	1	.833(**)	.811(**)	.809(**)
	Sig. (2-tailed)	.000		.000	.000	.000
	N	397	397	397	397	397
PV	Pearson Correlation	.840(**)	.833(**)	1	.837(**)	.849(**)
	Sig. (2-tailed)	.000	.000		.000	.000
	N	397	397	397	397	397
PD	Pearson Correlation	.839(**)	.811(**)	.837(**)	1	.827(**)
	Sig. (2-tailed)	.000	.000	.000		.000
	N	397	397	397	397	397
SM	Pearson Correlation	.801(**)	.809(**)	.849(**)	.827(**)	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	397	397	397	397	397

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Lampiran 5. Hasil Evaluasi Model Pengukuran

- **Hasil Perhitungan *Outer Loading***

	FV	PD	PQ	PV	SM	SV
FV1	0.894					
FV2	0.891					
FV3	0.893					
FV4	0.897					
PD1		0.893				
PD2		0.889				
PD3		0.890				
PD4		0.876				
PD5		0.879				
PQ1			0.884			
PQ2			0.883			
PQ3			0.890			
PQ4			0.890			
PQ5			0.892			
PV1				0.884		
PV2				0.888		
PV3				0.891		
PV4				0.879		
SM1					0.877	
SM2					0.882	
SM3					0.889	
SM4					0.882	
SM5					0.888	
SV1						0.888
SV2						0.876
SV3						0.878
SV4						0.884
SV5						0.887

- **Perhitungan *Average Variance Extracted* (AVE)**

	Average Variance Extracted (AVE)
PQ	0.799
SV	0.784
PV	0.788

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FV	**0.784**
PD	**0.781**
SM	**0.779**

- **Perhitungan *Cross Loading***

	FV	PD	PQ	PV	SM	SV
FV1	**0.894**	0.758	0.688	0.731	0.694	0.711
FV2	**0.891**	0.774	0.745	0.767	0.737	0.741
FV3	**0.893**	0.757	0.709	0.768	0.733	0.732
FV4	**0.897**	0.756	0.727	0.773	0.738	0.754
PD1	0.748	**0.893**	0.732	0.750	0.749	0.719
PD2	0.746	**0.889**	0.752	0.727	0.705	0.723
PD3	0.755	**0.890**	0.748	0.746	0.743	0.714
PD4	0.781	**0.876**	0.751	0.752	0.737	0.705
PD5	0.742	**0.879**	0.732	0.730	0.727	0.730
PQ1	0.706	0.762	**0.884**	0.733	0.710	0.703
PQ2	0.702	0.728	**0.883**	0.750	0.721	0.712
PQ3	0.709	0.722	**0.890**	0.768	0.716	0.731
PQ4	0.736	0.753	**0.890**	0.756	0.719	0.736
PQ5	0.709	0.759	**0.892**	0.720	0.689	0.723
PV1	0.731	0.712	0.735	**0.884**	0.766	0.722
PV2	0.771	0.754	0.749	**0.888**	0.722	0.735
PV3	0.769	0.756	0.746	**0.891**	0.768	0.761
PV4	0.741	0.744	0.746	**0.879**	0.751	0.730
SM1	0.711	0.726	0.685	0.747	**0.877**	0.693
SM2	0.710	0.731	0.693	0.750	**0.882**	0.709
SM3	0.737	0.757	0.737	0.783	**0.889**	0.735
SM4	0.727	0.718	0.726	0.760	**0.882**	0.731
SM5	0.701	0.722	0.698	0.708	**0.888**	0.705
SV1	0.733	0.734	0.711	0.743	0.715	**n**
SV2	0.740	0.695	0.712	0.734	0.698	**0.876**
SV3	0.695	0.687	0.716	0.718	0.703	**0.878**
SV4	0.727	0.723	0.721	0.750	0.731	**0.884**
SV5	0.734	0.737	0.726	0.728	0.722	**0.887**

- **Perhitungan Fornell Larcker Criterion**

	FV	PD	PQ	PV	SM	SV

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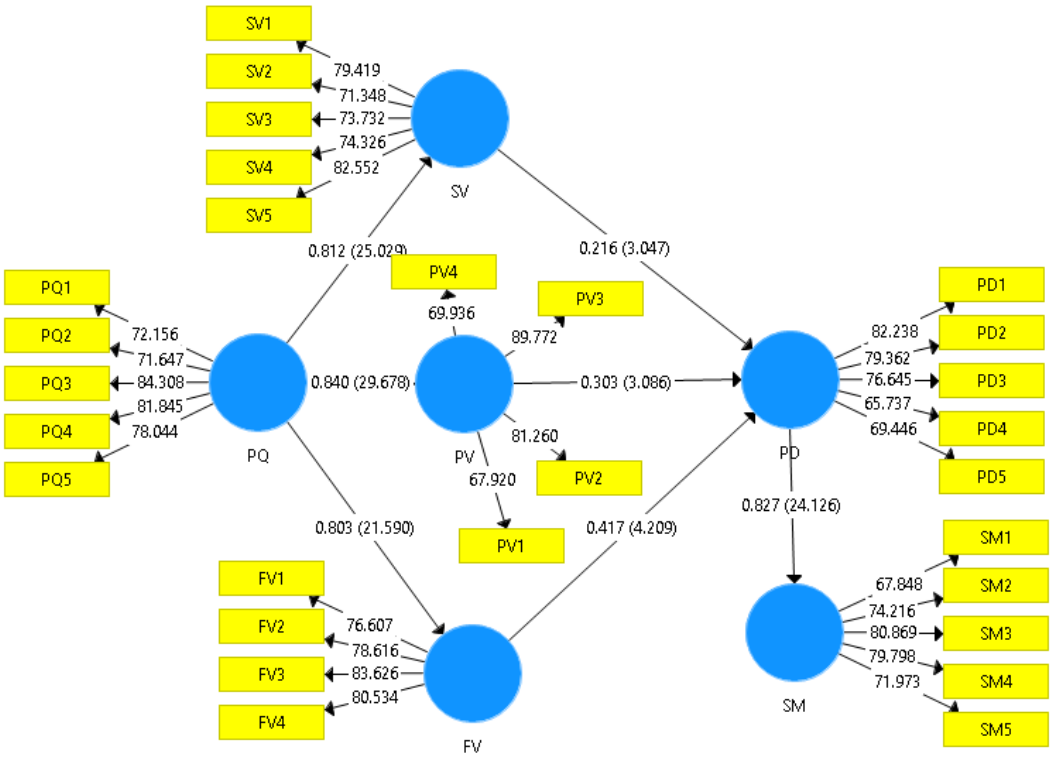
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FV	0.894					
PD	0.852	0.886				
PQ	0.803	0.839	0.888			
PV	0.850	0.837	0.840	0.886		
SM	0.812	0.827	0.801	0.849	0.884	
SV	0.822	0.811	0.812	0.832	0.809	0.883

- **Perhitungan *Cronbach's Alpha* dan *Composite Reliability***

	Cronbach's Alpha	Composite Reliability
FV	**0.916**	**0.941**
PD	**0.931**	**0.948**
PQ	**0.933**	**0.949**
PV	**0.908**	**0.936**
SM	**0.930**	**0.947**
SV	**0.929**	**0.946**

- **Gambar Model Pengukuran**



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Lampiran 6. Hasil Uji Model Struktural

- **Perhitungan R-Square**

	SSO	SSE	Q^2 (=1-SSE/SSO)
FV	1588.000	779.110	0.509
PD	1985.000	778.365	0.608
PQ	1985.000	1985.000	
PV	1588.000	716.660	0.549
SM	1985.000	934.119	0.529
SV	1985.000	971.669	0.510

- **Perhitungan F-Square**

	FV	PD	PV	SM	SV
FV		**0.189**			
PD				**2.164**	
PQ	**1.814**		**2.396**		**1.942**
PV		**0.094**			
SM					
SV		**0.056**			

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Lampiran 7. Perhitungan *Model Fit*

	Saturated Model	Estimated Model
SRMR	0.031	0.103
d_ULS	0.384	4.298
d_G	0.419	0.647
Chi-Square	995.209	1268.431
NFI	0.915	0.892

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Lampiran 8. Hasil Pengujian *Path Coefficient*

Hiotesis	Hubungan Variabel	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Keterangan
1	**PQ -> SV**	0.812	25.029	**0.000**	**Signifikan**
2	**PQ -> PV**	0.840	29.678	**0.000**	Signifikan
3	**PQ -> FV**	0.803	21.590	**0.000**	Signifikan
4	**SV -> PD**	0.216	3.047	**0.002**	Signifikan
5	**PV -> PD**	0.303	3.086	**0.002**	Signifikan
6	**FV -> PD**	0.417	4.209	**0.000**	Signifikan
7	**PD -> SM**	0.827	24.126	**0.000**	Signifikan