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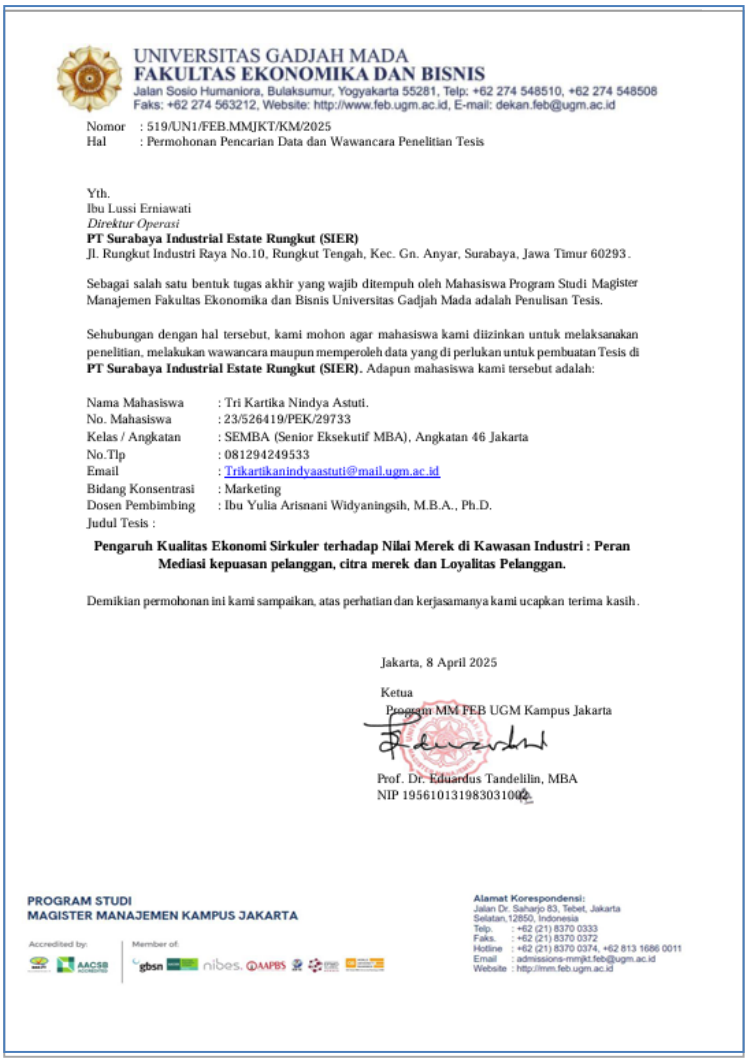
LAMPIRAN

Lampiran 1: Permohonan Pencarian Data



UNIVERSITAS GADJAH MADA
FAKULTAS EKONOMIKA DAN BISNIS
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Faks: +62 274 563212, Website: http://www.feb.ugm.ac.id, E-mail: dekan.feb@ugm.ac.id

Nomor : 519/UN1/FEB.MMJKT/KM/2025
Hal : Permohonan Pencarian Data dan Wawancara Penelitian Tesis

Yth.
Ibu Lussi Erniawati
Direktur Operasi
PT Surabaya Industrial Estate Rungkut (SIER)
Jl. Rungkut Industri Raya No.10, Rungkut Tengah, Kec. Gn. Anyar, Surabaya, Jawa Timur 60293.

Sebagai salah satu bentuk tugas akhir yang wajib ditempuh oleh Mahasiswa Program Studi Magister Manajemen Fakultas Ekonomika dan Bisnis Universitas Gadjah Mada adalah Penulisan Tesis.

Sehubungan dengan hal tersebut, kami mohon agar mahasiswa kami diizinkan untuk melaksanakan penelitian, melakukan wawancara maupun memperoleh data yang di perlukan untuk pembuatan Tesis di **PT Surabaya Industrial Estate Rungkut (SIER).** Adapun mahasiswa kami tersebut adalah:

Nama Mahasiswa	: Tri Kartika Nindya Astuti.
No. Mahasiswa	: 23/526419/PEK/29733
Kelas / Angkatan	: SEMBA (Senior Eksekutif MBA), Angkatan 46 Jakarta
No.Tlp	: 081294249533
Email	: Trikartikanindyaastuti@mail.ugm.ac.id
Bidang Konsentrasi	: Marketing
Dosen Pembimbing	: Ibu Yulia Arisnani Widyaningsih, M.B.A., Ph.D.
Judul Tesis :	

Pengaruh Kualitas Ekonomi Sirkuler terhadap Nilai Merek di Kawasan Industri : Peran Mediasi kepuasan pelanggan, citra merek dan Loyalitas Pelanggan.

Demikian permohonan ini kami sampaikan, atas perhatian dan kerjasamanya kami ucapkan terima kasih.

Jakarta, 8 April 2025

Ketua
Program MM FEB UGM Kampus Jakarta

Prof. Dr. Eduardus Tandelilin, MBA
NIP 195610131983031002

PROGRAM STUDI
MAGISTER MANAJEMEN KAMPUS JAKARTA

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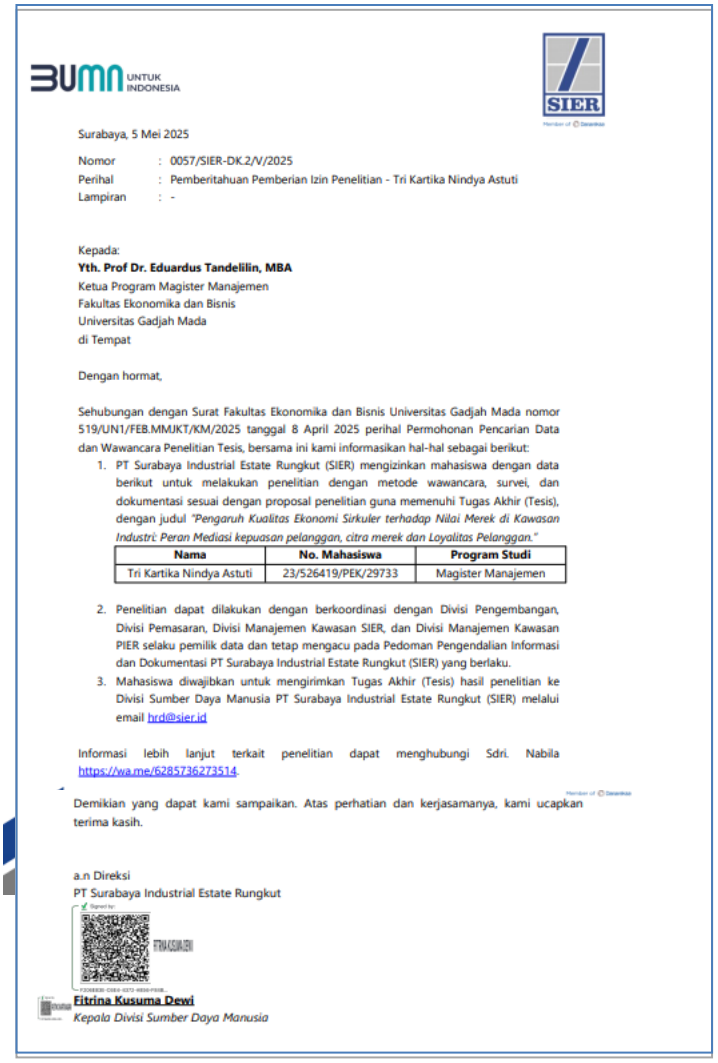


BUMN UNTUK INDONESIA

SIER

Surabaya, 5 Mei 2025

Nomor : 0057/SIER-DK.2/V/2025
Perihal : Pemberitahuan Pemberian Izin Penelitian - Tri Kartika Nindya Astuti
Lampiran : -

Kepada:
Yth. Prof Dr. Eduardus Tandelilin, MBA
Ketua Program Magister Manajemen
Fakultas Ekonomika dan Bisnis
Universitas Gadjah Mada
di Tempat

Dengan hormat,

Sehubungan dengan Surat Fakultas Ekonomika dan Bisnis Universitas Gadjah Mada nomor 519/UN1/FEB.MMJKT/KM/2025 tanggal 8 April 2025 perihal Permohonan Pencarian Data dan Wawancara Penelitian Tesis, bersama ini kami informasikan hal-hal sebagai berikut:

1. PT Surabaya Industrial Estate Rungkut (SIER) mengizinkan mahasiswa dengan data berikut untuk melakukan penelitian dengan metode wawancara, survei, dan dokumentasi sesuai dengan proposal penelitian guna memenuhi Tugas Akhir (Tesis), dengan judul *"Pengaruh Kualitas Ekonomi Sirkuler terhadap Nilai Merek di Kawasan Industri: Peran Mediasi kepuasan pelanggan, citra merek dan Loyalitas Pelanggan."*

Nama	No. Mahasiswa	Program Studi
Tri Kartika Nindya Astuti	23/526419/PEK/29733	Magister Manajemen

2. Penelitian dapat dilakukan dengan berkoordinasi dengan Divisi Pengembangan, Divisi Pemasaran, Divisi Manajemen Kawasan SIER, dan Divisi Manajemen Kawasan PIER selaku pemilik data dan tetap mengacu pada Pedoman Pengendalian Informasi dan Dokumentasi PT Surabaya Industrial Estate Rungkut (SIER) yang berlaku.
3. Mahasiswa diwajibkan untuk mengirimkan Tugas Akhir (Tesis) hasil penelitian ke Divisi Sumber Daya Manusia PT Surabaya Industrial Estate Rungkut (SIER) melalui email hrd@sier.id

Informasi lebih lanjut terkait penelitian dapat menghubungi Sdri. Nabila https://wa.me/6285736273514.

Demikian yang dapat kami sampaikan. Atas perhatian dan kerjasamanya, kami ucapkan terima kasih.

a.n Direksi
PT Surabaya Industrial Estate Rungkut

Fitrina Kusuma Dewi
Kepala Divisi Sumber Daya Manusia

Lampiran 2: Lembar Kuesioner Fisik

Kuesioner Pengaruh Kualitas Layanan Ekonomi Sirkuler Terhadap Nilai Merek di PT Surabaya Industrial Estate Rungkut (SIER)

Selamat Pagi/Siang/Malam Bapak/Ibu/Saudara/i,

Saat ini, Kawasan SIER sedang melakukan riset yang bertujuan mengukur Branding di PT SIER sebagai bagian dari upaya mendukung *Green Energy Roadmap*. Kami mengundang Bapak/Ibu untuk berpartisipasi jika memenuhi kriteria berikut:

a. Tenant aktif di PT SIER.
b. Pernah menggunakan setidaknya satu layanan di kawasan SIER, seperti pengolahan limbah (IPAL), Daur Ulang Air Limbah (ZLD), atau pengelolaan sampah (TPST Lestari)
c. Memiliki pemahaman tentang proses bisnis dan/atau kebijakan lingkungan perusahaan, seperti Manajer Operasional, Manajer Lingkungan (HSE), Kepala Produksi, atau Manajer Umum.

Waktu Pengisian: ± 5-10 menit
Data yang Anda berikan akan dijaga kerahasiaannya dan tidak akan disebarkan.

Sebagai bentuk apresiasi, kami juga akan mengundi 10 responden beruntung yang masing-masing akan mendapatkan e-wallet senilai Rp 50.000,-. Terima kasih atas partisipasi Anda!

PERTANYAAN PENYARING

1. Apakah perusahaan Anda telah bermitra dengan PT SIER selama lebih dari 1 tahun?
   a. Ya
   b. Tidak
2. Sejauh mana Anda mengetahui dan memahami konsep Ekonomi Sirkular?
   a. Ya, saya sangat mengetahui dan memahami konsep Ekonomi Sirkular.
   b. Saya pernah mendengar tentang Ekonomi Sirkular, tetapi belum yakin memahami sepenuhnya.
   c. Ini adalah pertama kalinya saya mendengar tentang Ekonomi Sirkular.
3. Apakah perusahaan Anda pernah memanfaatkan salah satu dari layanan ekonomi sirkular berikut di kawasan PT SIER? *(Pilih jawaban yang sesuai)*
   - ☐ Instalasi Pengelolaan Air Limbah (IPAL)
   - ☐ Daur Ulang Air Limbah (ZLD)
   - ☐ Panel Surya On-Grid untuk Energi Terbarukan (EBT)
   - ☐ Stasiun Pengisian Kendaraan Listrik Umum (SPKLU)
   - ☐ Pengolahan Sampah di TPST Lestari PIER

PROFIL RESPONDEN

1. Nama Narahubung : _____
2. No. HP / WhatsApp Narahubung : _____
3. Nama Perusahaan/Tenant : _____

4. Klasifikasi Tenant Kawasan Industri
   a. Pertanian
   b. Rokok
   c. Elektronik
   d. Makanan & Minuman
   e. Kimia
   f. Otomotif
   g. Bahan Bangunan
   h. Kosmetik
   i. Pengemasan & Plastik
   j. Logistik
   k. Lainnya: _____

5. Jabatan Anda dalam Perusahaan
   a. Pimpinan
   b. Manajer Operasional
   c. Supervisor
   d. Staff Pelaksana

6. Jumlah Karyawan di Perusahaan Anda
   a. < 50
   b. 50 - 100
   c. 101 - 500
   d. > 500

7. Berapa Lama Perusahaan Anda Beroperasi di SIER
   a. < 1 tahun
   b. 1 - 5 tahun
   c. 6 - 10 tahun
   d. > 10 tahun

8. Status Kepemilikan / Permodalan
   a. PMA (Asing)
   b. PMDN (Dalam Negeri)
   c. Campuran
   d. UMKM
   e. Lainnya: _____

9. Omzet Tahunan Perusahaan
   a. < IDR 5 miliar
   b. IDR 5–20 miliar
   c. IDR 20–50 miliar
   d. > IDR 50 miliar
   e. Lainnya: _____

PETUNJUK PENGISIAN KUESIONER

Berilah tanda (√) pada kolom jawaban yang paling sesuai dengan pendapat Ibu/Saudari terhadap setiap pernyataan yang disampaikan.
Skala Penilaian:

1. Sangat Tidak Setuju (STS)
2. Tidak Setuju (TS)
3. Netral (N)
4. Setuju (S)
5. Sangat Setuju (SS)

Variabel	Kode	Indikator	Pilihan Jawaban				
			STS	TS	N	S	SS
Kualitas Layanan Ekonomi Sirkuler (CESQ)	CESQ1	Saya menilai layanan di kawasan industri ini mendukung prinsip ekonomi sirkuler.	1	2	3	4	5
	CESQ2	Saya puas dengan kualitas layanan berbasis ekonomi sirkuler yang diberikan oleh kawasan industri	1	2	3	4	5
	CESQ3	Saya menilai bahwa layanan kawasan industri ini mendukung implementasi prinsip-prinsip ekonomi sirkuler.	1	2	3	4	5
	CESQ4	Menurut saya, layanan kawasan industri ini memiliki keunggulan dalam mendukung keberlanjutan lingkungan dibandingkan kawasan lain.	1	2	3	4	5
	CESQ5	Saya percaya layanan kawasan industri ini selaras dengan nilai-nilai keberlanjutan dan ekonomi sirkuler.	1	2	3	4	5
Nilai Merek (BV)	BV1	Saya menilai layanan PT SIER memiliki nilai yang sebanding dengan harga yang ditawarkan.	1	2	3	4	5
	BV2	Saya menganggap produk sirkular PT SIER lebih menarik karena harganya mencerminkan kualitas dan keberlanjutan.	1	2	3	4	5
	BV3	Saya merasa PT SIER mencerminkan pencapaian, sustainability, dan kesadaran lingkungan yang tinggi.	1	2	3	4	5
	BV4	Saya lebih memilih layanan PT SIER dibandingkan dengan penyedia layanan kawasan industri lainnya.	1	2	3	4	5
	BV5	Saya tertarik untuk terus menggunakan layanan PT SIER dalam jangka panjang.	1	2	3	4	5
Kepuasan Tenant (CS)	CS1	Kualitas layanan yang diberikan PT SIER sesuai dengan harapan saya.	1	2	3	4	5
	CS2	Saya puas dengan kualitas layanan PT SIER karena sesuai dengan kebutuhan bisnis atau operasional dan mengutamakan keberlanjutan lingkungan.	1	2	3	4	5
	CS3	Saya merasa puas dengan kualitas layanan PT SIER karena kontribusinya yang signifikan terhadap penerapan ekonomi sirkular di industri.	1	2	3	4	5
	CS4	Saya merasa puas dengan kualitas layanan PT SIER karena sesuai dengan kebutuhan keberlanjutan yang saya harapkan.	1	2	3	4	5
	CS5	Saya merasa yakin dengan PT SIER karena transparansi dan komitmennya terhadap prinsip ekonomi sirkuler dan keberlanjutan.	1	2	3	4	5
Loyalitas Tenant (CL)	CL1	Saya akan terus menggunakan layanan PT SIER di masa mendatang.	1	2	3	4	5
	CL2	Saya akan merekomendasikan PT SIER kepada rekan atau relasi.	1	2	3	4	5
	CL3	Saya bersedia memberikan masukan kepada PT SIER untuk meningkatkan layanan dan operasionalnya.	1	2	3	4	5
Citra Merek (BI)	BI1	PT SIER dikenal secara luas sebagai penyedia layanan kawasan industri yang terintegrasi dan berkelanjutan.	1	2	3	4	5
	BI2	PT SIER memiliki citra yang unggul dan membedakannya dari perusahaan lain dalam hal layanan berbasis ekonomi sirkular.	1	2	3	4	5
	BI3	PT SIER memiliki reputasi yang baik sebagai kawasan industri yang mendukung ekonomi sirkular dan keberlanjutan.	1	2	3	4	5

- AKHIR KUESIONER -

Lampiran 3: Kuesioner Digital

Kuesioner "Pengaruh Kualitas Layanan Ekonomi Sirkular terhadap Nilai Merek di PT Surabaya Industrial Estate Rungkut (SIER): Peran Mediasi Kepuasan Pelanggan, Citra Merek, dan Loyalitas Pelanggan"

Selamat Pagi/Siang/Malam Bapak/Ibu/Saudara/i,

Saat ini, Kawasan SIER sedang melakukan riset yang bertujuan mengukur Branding di PT SIER sebagai bagian dari upaya mendukung Green Energy Roadmap. Kami mengundang Bapak/Ibu untuk berpartisipasi jika memenuhi kriteria berikut:

1. Tenant aktif di PT SIER.
2. Pernah menggunakan setidaknya satu layanan di kawasan SIER, seperti pengolahan limbah (IPAL), Daur Ulang Air Limbah (ZLD), atau pengelolaan sampah (TPST Lestari)
3. Memiliki pemahaman tentang proses bisnis dan/atau kebijakan lingkungan perusahaan, seperti Manajer Operasional, Manajer Lingkungan (HSE), Kepala Produksi, atau Manajer Umum.

⏳ Waktu Pengisian: ± 5-10 menit
🔐 Data yang Anda berikan akan dijaga kerahasiaannya dan tidak akan disebarkan.

Sebagai bentuk apresiasi, kami juga akan mengundi 10 responden beruntung yang masing-masing akan mendapatkan e-wallet senilai Rp 50.000,-.

Terima kasih atas partisipasi Anda!

Apakah perusahaan Anda telah bermitra dengan PT SIER selama lebih dari 1 tahun? *

- ◯ Ya
- ◯ Tidak

Sejauh mana Anda mengetahui dan memahami konsep Ekonomi Sirkular (Circular Economy/CE)? *

- ◯ Ya, saya sangat mengetahui dan memahami konsep Ekonomi Sirkular.
- ◯ Saya pernah mendengar tentang Ekonomi Sirkular, tetapi belum yakin memahami sepenuhnya.
- ◯ Ini adalah pertama kalinya saya mendengar tentang Ekonomi Sirkular.

Apakah perusahaan Anda pernah memanfaatkan salah satu dari layanan circular economy berikut di kawasan PT SIER? *

Instalasi Pengolahan Air Limbah (IPAL)
Menerima dan mengolah air limbah industri maupun domestik hingga kapasitas 10.000 m³/hari (Surabaya) dan 14.000 m³/hari (Pasuruan).

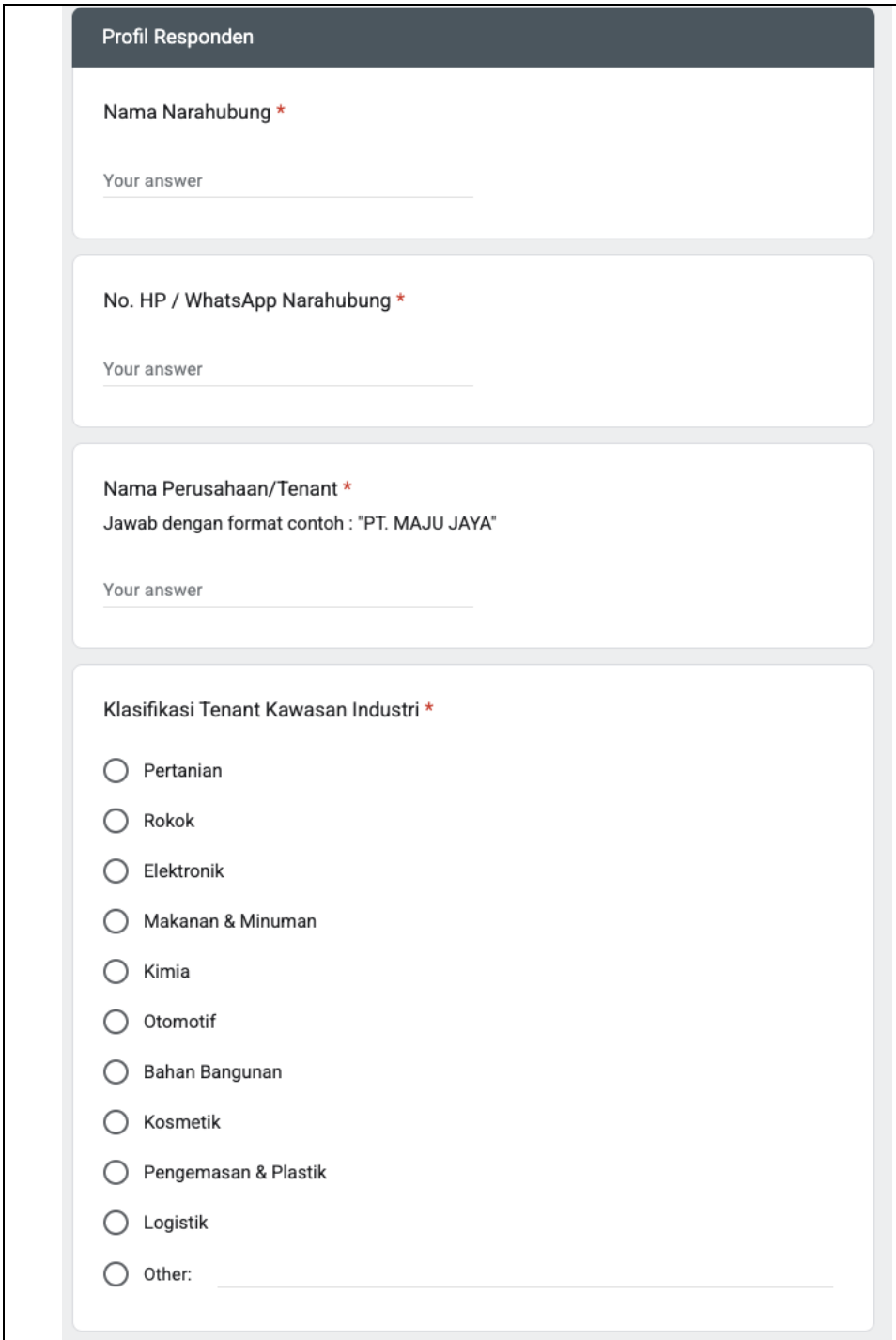
Stasiun Pengisian Kendaraan Listrik Umum (SPKLU):
Stasiun pengisian cepat untuk kendaraan listrik, mendukung mobilitas rendah karbon.

Tempat Pengolahan Sampah Terpadu (TPST):
Fasilitas untuk kumpul, pilah, dan olah sampah (kertas, plastik, logam, organik).

Energi Baru Terbarukan (EBT): Penyediaan energi terbarukan, misalnya panel surya, biogas, biomassa, atau mini-hidro.

Zero Liquid Discharge (ZLD):
Pengolahan air limbah tanpa buangan cair, dengan daur ulang ke dalam proses industri.

- [ ] Instalasi Pengelolaan Air Limbah (IPAL)
- [ ] Daur Ulang Air Limbah (ZLD)
- [ ] Panel Surya On-Grid untuk Energi Terbarukan (EBT)
- [ ] Stasiun Pengisian Kendaraan Listrik Umum (SPKLU)
- [ ] Pengolahan Sampah di TPST Lestari PIER



Profil Responden

Nama Narahubung *

Your answer

No. HP / WhatsApp Narahubung *

Your answer

Nama Perusahaan/Tenant *

Jawab dengan format contoh : "PT. MAJU JAYA"

Your answer

Klasifikasi Tenant Kawasan Industri *

- ○ Pertanian
- ○ Rokok
- ○ Elektronik
- ○ Makanan & Minuman
- ○ Kimia
- ○ Otomotif
- ○ Bahan Bangunan
- ○ Kosmetik
- ○ Pengemasan & Plastik
- ○ Logistik
- ○ Other:

Jabatan Anda dalam Perusahaan *

- ◯ Pimpinan
- ◯ Manajer Operasional
- ◯ Supervisor
- ◯ Staff Pelaksana

Jumlah Karyawan di Perusahaan Anda *

- ◯ < 50
- ◯ 50 - 100
- ◯ 101 - 500
- ◯ > 500

Berapa Lama Perusahaan Anda Beroperasi di SIER *

- ◯ < 1 tahun
- ◯ 1 - 5 tahun
- ◯ 6 - 10 tahun
- ◯ > 10 tahun

Status Kepemilikan / Permodalan *

- ◯ PMA (Asing)
- ◯ PMDN (Dalam Negeri)
- ◯ UMKM
- ◯ Other: _____

A. Kualitas Layanan Ekonomi Sirkular (Circular Economy Service Quality) di PT SIER

Silakan berikan penilaian Anda terhadap pernyataan berikut dengan memilih angka dari skala 1 hingga 5, di mana:
1 = Sangat Tidak Setuju
2 = Tidak Setuju
3 = Netral
4 = Setuju
5 = Sangat Setuju

[CESQ1] Saya menilai layanan di kawasan industri ini mendukung prinsip ekonomi sirkuler. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

[CESQ2] Produk dan layanan berbasis ekonomi sirkular yang ditawarkan PT SIER memiliki keandalan layanan. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

[CESQ3] Produk dan layanan berbasis ekonomi sirkular yang ditawarkan PT SIER memiliki kualitas yang konsisten dan ramah lingkungan. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

[CESQ4] Produk dan layanan memberikan nilai tambah pada Kawasan Industri PT SIER *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

[CESQ5] Produk dan layanan yang dihasilkan PT SIER ramah lingkungan dan berkelanjutan. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

B. Nilai Merek PT SIER

Silakan berikan penilaian Anda terhadap pernyataan berikut dengan memilih angka dari skala 1 hingga 5, di mana:
1 = Sangat Tidak Setuju
2 = Tidak Setuju
3 = Netral
4 = Setuju
5 = Sangat Setuju

[BV1] Saya menilai layanan PT SIER memiliki nilai yang sebanding dengan harga yang ditawarkan. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

[BV2] Saya menganggap produk sirkular PT SIER lebih menarik karena harganya mencerminkan kualitas dan keberlanjutan. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

[BV3] Saya merasa PT SIER mencerminkan pencapaian, sustainability, dan kesadaran lingkungan yang tinggi. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

[BV4] Saya lebih memilih layanan PT SIER dibandingkan dengan penyedia layanan kawasan industri lainnya. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

[BV5] Saya tertarik untuk terus menggunakan layanan PT SIER dalam jangka panjang. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

C. Kepuasan Pelanggan PT SIER

Silakan berikan penilaian Anda terhadap pernyataan berikut dengan memilih angka dari skala 1 hingga 5, di mana:
1 = Sangat Tidak Setuju
2 = Tidak Setuju
3 = Netral
4 = Setuju
5 = Sangat Setuju

[CS1] Kualitas layanan yang diberikan PT SIER sesuai dengan harapan saya. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

[CS2] Saya puas dengan kualitas layanan PT SIER karena sesuai dengan kebutuhan bisnis atau operasional dan mengutamakan keberlanjutan lingkungan. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

[CS3] Saya merasa puas dengan kualitas layanan PT SIER karena kontribusinya yang signifikan terhadap penerapan ekonomi sirkular di industri. *

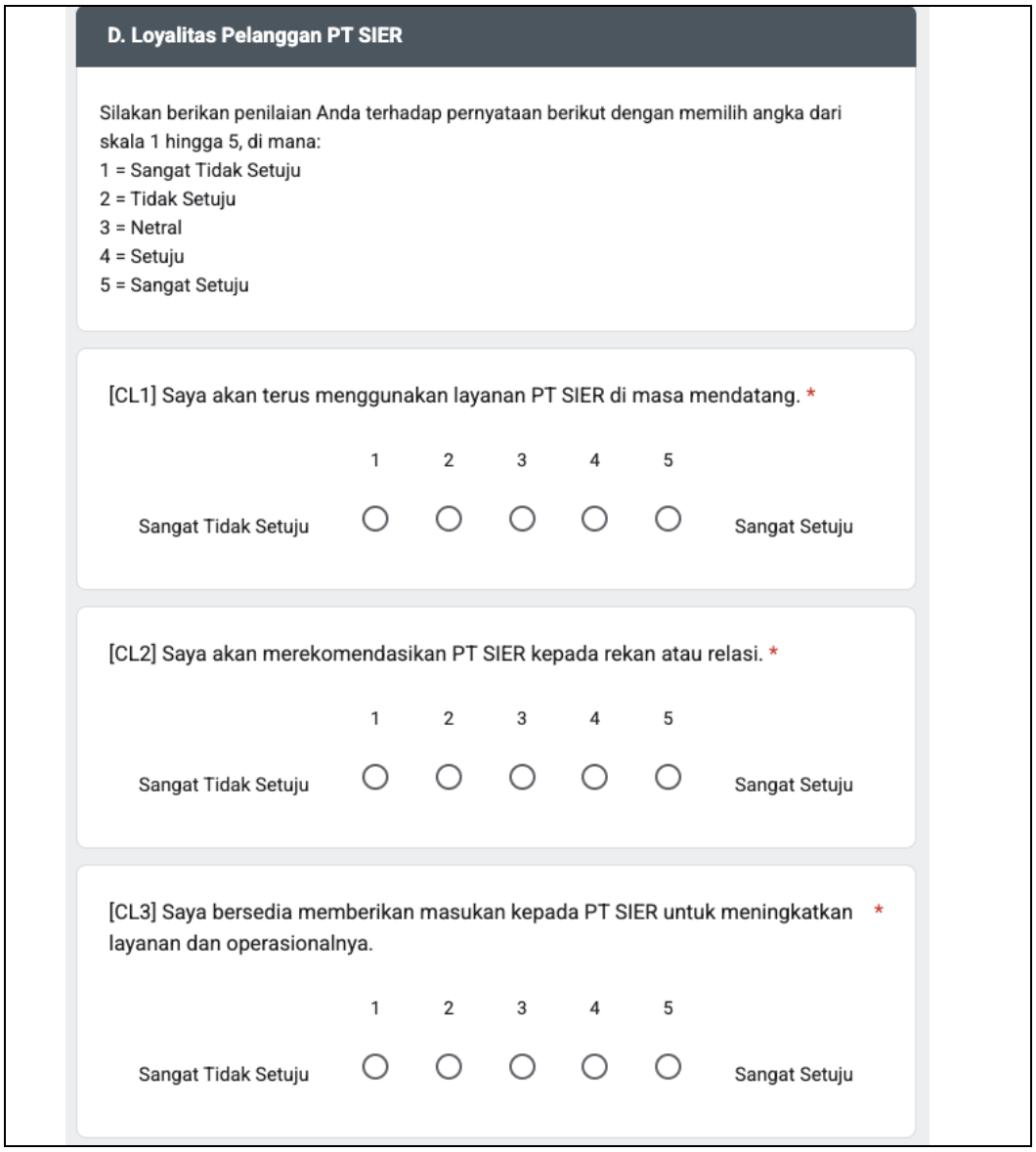
	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

[CS4] Saya merasa puas dengan kualitas layanan PT SIER karena sesuai dengan kebutuhan keberlanjutan yang saya harapkan. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

[CS5] Saya merasa yakin dengan PT SIER karena transparansi dan komitmennya terhadap prinsip ekonomi sirkuler dan keberlanjutan. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju



D. Loyalitas Pelanggan PT SIER

Silakan berikan penilaian Anda terhadap pernyataan berikut dengan memilih angka dari skala 1 hingga 5, di mana:
1 = Sangat Tidak Setuju
2 = Tidak Setuju
3 = Netral
4 = Setuju
5 = Sangat Setuju

[CL1] Saya akan terus menggunakan layanan PT SIER di masa mendatang. *

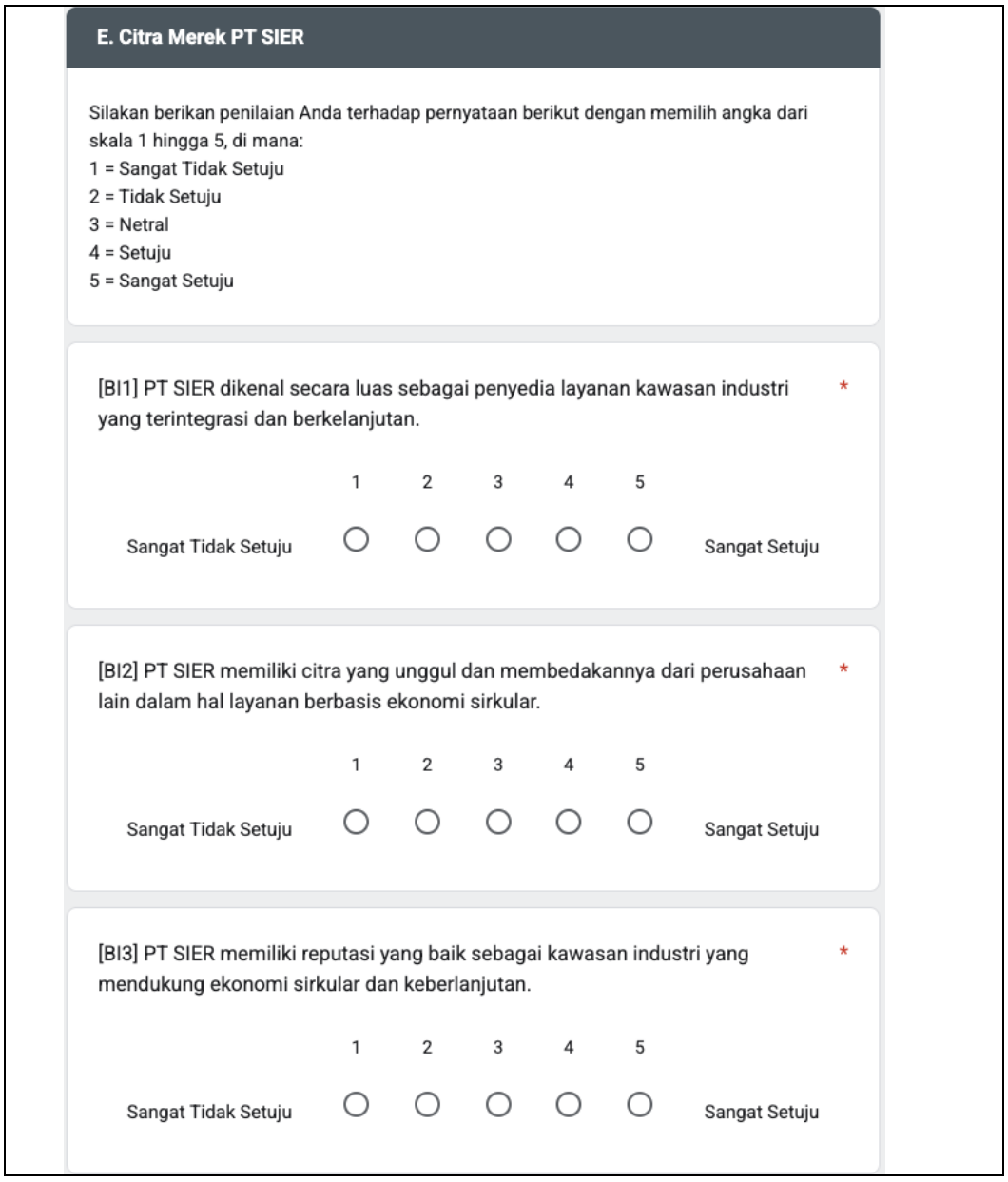
	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

[CL2] Saya akan merekomendasikan PT SIER kepada rekan atau relasi. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

[CL3] Saya bersedia memberikan masukan kepada PT SIER untuk meningkatkan layanan dan operasionalnya. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju



E. Citra Merek PT SIER

Silakan berikan penilaian Anda terhadap pernyataan berikut dengan memilih angka dari skala 1 hingga 5, di mana:
1 = Sangat Tidak Setuju
2 = Tidak Setuju
3 = Netral
4 = Setuju
5 = Sangat Setuju

[BI1] PT SIER dikenal secara luas sebagai penyedia layanan kawasan industri yang terintegrasi dan berkelanjutan. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

[BI2] PT SIER memiliki citra yang unggul dan membedakannya dari perusahaan lain dalam hal layanan berbasis ekonomi sirkular. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

[BI3] PT SIER memiliki reputasi yang baik sebagai kawasan industri yang mendukung ekonomi sirkular dan keberlanjutan. *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Lampiran 4: Hasil Uji Analisis Deskriptif

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CESQ1	85	1	5	3.80	.828
CESQ2	85	2	6	3.78	.792
CESQ3	85	2	5	3.75	.785
CESQ4	85	2	5	3.95	.738
CESQ5	85	2	5	3.82	.693
BV1	85	2	5	3.53	.839
BV2	85	2	5	3.68	.727
BV3	85	2	5	3.72	.895
BV4	85	2	5	3.62	.723
BV5	85	2	5	3.82	.727
CS1	85	2	5	3.68	.820
CS2	85	2	5	3.62	.786
CS3	85	2	5	3.67	.777
CS4	85	2	5	3.59	.917
CS5	85	2	5	3.73	.836
CL1	85	2	5	3.87	.753
CL2	85	2	5	3.84	.705
CL3	85	2	5	3.88	.808
BI1	85	2	5	3.92	.848
BI2	85	3	5	3.89	.756
BI3	85	2	5	3.98	.756
Totalcesq	85	10	25	19.11	3.113
totalbv	85	12	25	18.38	3.327
totalcs	85	10	25	18.29	3.595
totalcl	85	7	15	11.59	1.923
totalbi	85	7	15	11.79	2.155
Valid N (listwise)	85				

Lampiran 5: Hasil Uji Reliabilitas

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	85	100.0
	Excluded[a]	0	.0
	Total	85	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.872	.875	5

Inter-Item Correlation Matrix

	CESQ1	CESQ2	CESQ3	CESQ4	CESQ5
CESQ1	1.000	.488	.509	.491	.477
CESQ2	.488	1.000	.674	.548	.683
CESQ3	.509	.674	1.000	.657	.684
CESQ4	.491	.548	.657	1.000	.612
CESQ5	.477	.683	.684	.612	1.000

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.0941	9.634	3.10385	5

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	85	100.0
	Excluded[a]	0	.0
	Total	85	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.902	.903	5

Inter-Item Correlation Matrix

	BV1	BV2	BV3	BV4	BV5
BV1	1.000	.669	.709	.626	.565
BV2	.669	1.000	.684	.539	.681
BV3	.709	.684	1.000	.717	.673
BV4	.626	.539	.717	1.000	.642
BV5	.565	.681	.673	.642	1.000

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.3765	11.071	3.32729	5

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	85	100.0
	Excluded[a]	0	.0
	Total	85	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.918	.919	5

Inter-Item Correlation Matrix

	CS1	CS2	CS3	CS4	CS5
CS1	1.000	.662	.675	.584	.550
CS2	.662	1.000	.788	.773	.712
CS3	.675	.788	1.000	.776	.758
CS4	.584	.773	.776	1.000	.676
CS5	.550	.712	.758	.676	1.000

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.2941	12.924	3.59505	5

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	85	100.0
	Excluded[a]	0	.0
	Total	85	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.804	.809	3

Inter-Item Correlation Matrix

	CL1	CL2	CL3
CL1	1.000	.723	.484
CL2	.723	1.000	.551
CL3	.484	.551	1.000

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.5882	3.697	1.92288	3

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	85	100.0
	Excluded[a]	0	.0
	Total	85	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.899	.898	3

Inter-Item Correlation Matrix

	BI1	BI2	BI3
BI1	1.000	.840	.759
BI2	.840	1.000	.641
BI3	.759	.641	1.000

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.7882	4.645	2.15525	3

Lampiran 6: Hasil Uji Validitas

Communalities

	Initial	Extraction
CESQ1	1.000	.476
CESQ2	1.000	.682
CESQ3	1.000	.765
CESQ4	1.000	.664
CESQ5	1.000	.736

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.323	66.455	66.455	3.323	66.455	66.455
2	.632	12.650	79.104			
3	.443	8.858	87.963			
4	.312	6.234	94.197			
5	.290	5.803	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component 1
CESQ1	.690
CESQ2	.826
CESQ3	.875
CESQ4	.815
CESQ5	.858

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Communalities

	Initial	Extraction
BV1	1.000	.707
BV2	1.000	.708
BV3	1.000	.800
BV4	1.000	.687
BV5	1.000	.702

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.605	72.096	72.096	3.605	72.096	72.096
2	.470	9.406	81.502			
3	.439	8.785	90.286			
4	.254	5.088	95.375			
5	.231	4.625	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component 1
BV1	.841
BV2	.842
BV3	.895
BV4	.829
BV5	.838

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.884
Bartlett's Test of Sphericity	Approx. Chi-Square	303.769
	df	10
	Sig.	.000

Communalities

	Initial	Extraction
CS1	1.000	.623
CS2	1.000	.824
CS3	1.000	.850
CS4	1.000	.772
CS5	1.000	.723

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.792	75.836	75.836	3.792	75.836	75.836
2	.474	9.479	85.316			
3	.331	6.620	91.935			
4	.216	4.317	96.252			
5	.187	3.748	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component 1
CS1	.789
CS2	.907
CS3	.922
CS4	.879
CS5	.850

Extraction Method: Principal

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.670
Bartlett's Test of Sphericity	Approx. Chi-Square	92.282
	df	3
	Sig.	.000

Communalities

	Initial	Extraction
CL1	1.000	.761
CL2	1.000	.810
CL3	1.000	.607

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.178	72.595	72.595	2.178	72.595	72.595
2	.551	18.372	90.968			
3	.271	9.032	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
CL1	.872
CL2	.900
CL3	.779

Extraction Method: Principal Component Analysis.

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.685
Bartlett's Test of Sphericity	Approx. Chi-Square	170.880
	df	3
	Sig.	.000

Communalities

	Initial	Extraction
BI1	1.000	.908
BI2	1.000	.826
BI3	1.000	.762

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.496	83.209	83.209	2.496	83.209	83.209
2	.368	12.250	95.459			
3	.136	4.541	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component 1
BI1	.953
BI2	.909
BI3	.873

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Lampiran 7: Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Totalcesq	totalbv	totalcs	totalcl	totalbi
N		85	85	85	85	85
Normal Parameters[a,b]	Mean	19.11	18.38	18.29	11.59	11.79
	Std. Deviation	3.113	3.327	3.595	1.923	2.155
Most Extreme Differences	Absolute	.092	.119	.082	.168	.143
	Positive	.092	.119	.082	.168	.143
	Negative	-.085	-.081	-.071	-.126	-.127
Test Statistic		.092	.119	.082	.168	.143
Asymp. Sig. (2-tailed)		.074[c]	.081[c]	.092[c,d]	.068[c]	.082[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Lampiran 8: Hasil Uji Pengaruh Langsung

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT meancs
  /METHOD=ENTER meancesq.
```

Regression

[DataSet1]

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	meancesq[b]	.	Enter

a. Dependent Variable: meancs

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.823[a]	.677	.673	.4113

a. Predictors: (Constant), meancesq

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.388	1	29.388	173.754	.000[b]
	Residual	14.038	83	.169		
	Total	43.426	84			

a. Dependent Variable: meancs

b. Predictors: (Constant), meancesq

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.029	.279		.103	.918
	meancesq	.950	.072	.823	13.182	.000

a. Dependent Variable: meancs

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT meancl
  /METHOD=ENTER meancesq.
```

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	meancesq[b]	.	Enter

a. Dependent Variable: meancl

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.747[a]	.558	.553	.428548310

a. Predictors: (Constant), meancesq

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.267	1	19.267	104.907	.000[b]
	Residual	15.243	83	.184		
	Total	34.510	84			

a. Dependent Variable: meancl

b. Predictors: (Constant), meancesq

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.923	.291		3.176	.002
	meancesq	.769	.075	.747	10.242	.000

a. Dependent Variable: meancl

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT meanbi
  /METHOD=ENTER meancesq.
```

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	meancesq[b]	.	Enter

a. Dependent Variable: meanbi

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.761[a]	.579	.574	.468850169

a. Predictors: (Constant), meancesq

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.109	1	25.109	114.226	.000[b]
	Residual	18.245	83	.220		
	Total	43.354	84			

a. Dependent Variable: meanbi

b. Predictors: (Constant), meancesq

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.574	.318		1.804	.075
	meancesq	.878	.082	.761	10.688	.000

a. Dependent Variable: meanbi

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT meanbv
  /METHOD=ENTER meancesq.
```

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	meancesq[b]	.	Enter

a. Dependent Variable: meanbv

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.803[a]	.645	.640	.3990

a. Predictors: (Constant), meancesq

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.982	1	23.982	150.609	.000[b]
	Residual	13.216	83	.159		
	Total	37.198	84			

a. Dependent Variable: meanbv

b. Predictors: (Constant), meancesq

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.396	.271		1.463	.147
	meancesq	.858	.070	.803	12.272	.000

a. Dependent Variable: meanbv

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT meancl
  /METHOD=ENTER meancs.
```

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	meancs[b]	.	Enter

a. Dependent Variable: meancl

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.710[a]	.504	.498	.454064027

a. Predictors: (Constant), meancs

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.397	1	17.397	84.382	.000[b]
	Residual	17.112	83	.206		
	Total	34.510	84			

a. Dependent Variable: meancl

b. Predictors: (Constant), meancs

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.547	.257		6.022	.000
	meancs	.633	.069	.710	9.186	.000

a. Dependent Variable: meancl

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT meanbi
  /METHOD=ENTER meancl.
```

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	meancl[b]	.	Enter

a. Dependent Variable: meanbi

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.855[a]	.731	.728	.375016057

a. Predictors: (Constant), meancl

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.681	1	31.681	225.270	.000[b]
	Residual	11.673	83	.141		
	Total	43.354	84			

a. Dependent Variable: meanbi

b. Predictors: (Constant), meancl

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.228	.250		.914	.364
	meancl	.958	.064	.855	15.009	.000

a. Dependent Variable: meanbi

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT meanbi
  /METHOD=ENTER meancs.
```

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	meancs[b]	.	Enter

a. Dependent Variable: meanbi

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.733[a]	.538	.532	.491358445

a. Predictors: (Constant), meancs

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.315	1	23.315	96.570	.000[b]
	Residual	20.039	83	.241		
	Total	43.354	84			

a. Dependent Variable: meanbi

b. Predictors: (Constant), meancs

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.248	.278		4.491	.000
	meancs	.733	.075	.733	9.827	.000

a. Dependent Variable: meanbi

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT meanbv
  /METHOD=ENTER meancl.
```

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	meancl[b]	.	Enter

a. Dependent Variable: meanbv

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.733[a]	.538	.532	.4551

a. Predictors: (Constant), meancl

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.010	1	20.010	96.631	.000[b]
	Residual	17.188	83	.207		
	Total	37.198	84			

a. Dependent Variable: meanbv

b. Predictors: (Constant), meancl

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.734	.303		2.420	.018
	meancl	.761	.077	.733	9.830	.000

a. Dependent Variable: meanbv

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT meanbv
  /METHOD=ENTER meancs.
```

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	meancs[b]	.	Enter

a. Dependent Variable: meanbv

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.885[a]	.784	.781	.3112

a. Predictors: (Constant), meancs

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.157	1	29.157	300.978	.000[b]
	Residual	8.041	83	.097		
	Total	37.198	84			

a. Dependent Variable: meanbv

b. Predictors: (Constant), meancs

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.677	.176		3.846	.000
	meancs	.819	.047	.885	17.349	.000

a. Dependent Variable: meanbv

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT meanbv
  /METHOD=ENTER meanbi.
```

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	meanbi[b]	.	Enter

a. Dependent Variable: meanbv

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.713[a]	.509	.503	.4691

a. Predictors: (Constant), meanbi

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.935	1	18.935	86.056	.000[b]
	Residual	18.263	83	.220		
	Total	37.198	84			

a. Dependent Variable: meanbv

b. Predictors: (Constant), meanbi

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.078	.285		3.790	.000
	meanbi	.661	.071	.713	9.277	.000

a. Dependent Variable: meanbv

Lampiran 9: Hasil Uji Pengaruh Mediasi

```
****************** DIRECT AND INDIRECT EFFECTS OF X ON Y ******************

Direct effect of X on Y
     Effect         se          t          p       LLCI       ULCI
      .1703      .1014     1.6798      .0969     -.0315      .3722

Indirect effect(s) of X on Y:
          Effect     BootSE   BootLLCI   BootULCI
TOTAL      .6878      .1739      .4247     1.1005
Ind1       .5772      .1321      .3219      .8415
Ind2       .1073      .1072     -.0507      .3792
Ind3      -.0113      .0417     -.1166      .0496
Ind4       .0516      .0519     -.0387      .1680
Ind5      -.0078      .0278     -.0722      .0413
Ind6      -.0197      .0721     -.1421      .1566
Ind7      -.0095      .0378     -.0773      .0847

Indirect effect key:
Ind1 meancesq    ->    meancs      ->    meanbv
Ind2 meancesq    ->    meancl      ->    meanbv
Ind3 meancesq    ->    meanbi      ->    meanbv
Ind4 meancesq    ->    meancs      ->    meancl      ->    meanbv
Ind5 meancesq    ->    meancs      ->    meanbi      ->    meanbv
Ind6 meancesq    ->    meancl      ->    meanbi      ->    meanbv
Ind7 meancesq    ->    meancs      ->    meancl      ->    meanbi      ->    meanbv

************************ ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
  95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
  5000

------ END MATRIX -----
```

```
GET
  FILE='/Users/istianggana/Downloads/Untitled2.sav'.
DATASET NAME DataSet1 WINDOW=FRONT.
* Encoding: UTF-8.
preserve.
set printback=off.
```

Matrix

```
[DataSet1] /Users/istianggana/Downloads/Untitled2.sav

Run MATRIX procedure:

***************** PROCESS Procedure for SPSS Version 4.2 *****************

          Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2022). www.guilford.com/p/hayes3

**************************************************************************
Model  : 6
    Y  : meanbv
    X  : meancesq
   M1  : meancs
   M2  : meancl
   M3  : meanbi

Sample
Size:  85

**************************************************************************
OUTCOME VARIABLE:
 meancs

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .8226      .6767      .1691   173.7537     1.0000    83.0000      .0000

Model
             coeff         se          t          p       LLCI       ULCI
constant      .0287      .2790      .1028      .9184     -.5262      .5836
meancesq      .9500      .0721    13.1816      .0000      .8067     1.0934

**************************************************************************
OUTCOME VARIABLE:
 meancl
```

```
Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .7658      .5864      .1741    58.1340     2.0000    82.0000      .0000

Model
              coeff         se          t          p       LLCI       ULCI
constant      .9159      .2830     3.2360      .0017      .3529     1.4790
meancesq      .5194      .1286     4.0393      .0001      .2636      .7752
meancs        .2629      .1113     2.3615      .0206      .0414      .4845

**************************************************************************
OUTCOME VARIABLE:
 meanbi

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .8783      .7715      .1223    91.1401     3.0000    81.0000      .0000

Model
              coeff         se          t          p       LLCI       ULCI
constant     -.0675      .2520     -.2678      .7895     -.5688      .4339
meancesq      .2048      .1180     1.7347      .0866     -.0301      .4396
meancs        .1502      .0965     1.5571      .1234     -.0417      .3422
meancl        .6899      .0926     7.4521      .0000      .5057      .8741

**************************************************************************
OUTCOME VARIABLE:
 meanbv

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .9015      .8128      .0871    86.8273     4.0000    80.0000      .0000

Model
              coeff         se          t          p       LLCI       ULCI
constant      .2193      .2127     1.0315      .3054     -.2039      .6425
meancesq      .1703      .1014     1.6798      .0969     -.0315      .3722
meancs        .6076      .0826     7.3566      .0000      .4432      .7719
meancl        .2066      .1014     2.0372      .0449      .0048      .4083
meanbi       -.0549      .0937     -.5862      .5594     -.2415      .1316
```

Lampiran 10: Hasil Uji Pengaruh Moderasi

```
Run MATRIX procedure:

***************** PROCESS Procedure for SPSS Version 4.2 *****************

          Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2022). www.guilford.com/p/hayes3

**************************************************************************
Model  : 1
    Y  : meanbv
    X  : meancesq
    W  : PMAPMDN

Sample
Size:  85

**************************************************************************
OUTCOME VARIABLE:
 meanbv

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .8153      .6647      .1540    53.5284     3.0000    81.0000      .0000

Model
             coeff         se          t          p       LLCI       ULCI
constant     -.0757      .3901     -.1940      .8466     -.8519      .7005
meancesq      .9617      .1001     9.6074      .0000      .7625     1.1608
PMAPMDN       .8565      .5339     1.6040      .1126     -.2059     1.9189
Int_1        -.1853      .1379    -1.3434      .1829     -.4596      .0891

Product terms key:
 Int_1    :        meancesq x        PMAPMDN

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
X*W      .0075     1.8048     1.0000    81.0000      .1829

************************ ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
  95.0000

------ END MATRIX -----
```

```
Run MATRIX procedure:

***************** PROCESS Procedure for SPSS Version 4.2 *****************

         Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2022). www.guilford.com/p/hayes3

**************************************************************************
Model  : 1
    Y  : meanbv
    X  : meancesq
    W  : PMA

Sample
Size:  85

**************************************************************************
OUTCOME VARIABLE:
 meanbv

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .8156      .6652      .1538    53.6411     3.0000    81.0000      .0000

Model
             coeff         se          t          p       LLCI       ULCI
constant      .7578      .3670     2.0646      .0422      .0275     1.4881
meancesq      .7838      .0959     8.1770      .0000      .5931      .9745
PMA          -.8164      .5336    -1.5300      .1299    -1.8782      .2453
Int_1         .1726      .1379     1.2518      .2143     -.1017      .4469

Product terms key:
 Int_1    :        meancesq x        PMA

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
X*W      .0065     1.5669     1.0000    81.0000      .2143

*********************** ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
  95.0000

------ END MATRIX -----
```

Lampiran 11: Dokumentasi

Dokumentasi : Wawancara dengan Direktur Operasi PT SIER (Ibu Lussi Erniawati) dan Direktur Pemasaran (Bapak Sylvester)

Dokumentasi : Wawancara dan Penyebaran Kuesioner (Tatap Muka) dengan beberapa *Tenant* PT SIER didampingi oleh Tim PT SIER