

LAMPIRAN

Lampiran 1. Kuesioner Penelitian

**KUESIONER ANALISIS KUALITAS *WEBSITE*, KEPUASAN,
KEPERCAYAAN, DAN LOYALITAS PELANGGAN TRAVELOKA DI
KOTA YOGYAKARTA**

A. IDENTITAS RESPONDEN

- Nama :
- Gender :
- Usia :
- Pekerjaan :
- Berapa kali melakukan transaksi *online* di situs Traveloka?
 - a. 3
 - b. 4 – 8
 - c. > 8

B. TABEL KUESIONER

Keterangan pilihan jawaban :

STS : Sangat tidak setuju

TS : Tidak setuju

N : Netral

S : Setuju

SS : Sangat Setuju

Berikan tanda centang (✓) pada satu dari pilihan jawaban yang tersedia!

1. Variabel Kualitas *Website*

No	Pernyataan	SS	S	N	TS	STS
Dimensi: Informasi						
1.	Informasi produk yang tercantum di <i>website</i> Traveloka berkualitas					
2.	Informasi produk yang tercantum di <i>website</i> Traveloka informatif					
3.	Informasi produk yang tercantum di <i>website</i> Traveloka lengkap					
4.	Informasi produk yang tercantum di <i>website</i> Traveloka akurat					
5.	Informasi produk yang tercantum di <i>website</i> Traveloka relevan					
Dimensi: Keamanan						
6.	Traveloka menjaga kepercayaan pelanggan					
7.	Traveloka menjaga privasi pelanggan					
8.	Traveloka memberikan jaminan keamanan untuk pelanggan					
Dimensi: Kemudahan						
9.	<i>Website</i> Traveloka mudah untuk dioperasikan					
10.	Menu dalam <i>website</i> Traveloka mudah dimengerti					
11.	<i>Website</i> Traveloka memiliki <i>respons</i> yang cepat.					
Dimensi: Kenyamanan						

No	Pernyataan	SS	S	N	TS	STS
12.	<i>Website</i> Traveloka menampilkan desain yang menarik					
13.	<i>Website</i> Traveloka menampilkan desain yang nyaman dilihat					
14.	<i>Website</i> Traveloka menampilkan desain yang kreatif dan atraktif					
Dimensi: Kualitas Pelayanan						
15.	Traveloka menyediakan panduan transaksi dan penggunaan <i>website</i>					
16.	Traveloka membantu pelanggan ketika mengalami masalah dalam penggunaan <i>website</i> dan bertransaksi.					

2. Variabel Kepuasan

No	Pernyataan	SS	S	N	TS	STS
Aspek: Kepuasan Pelanggan Keseluruhan (<i>Overall Customer Satisfaction</i>)						
1.	Saya puas dengan jasa Traveloka					
2.	Saya lebih puas menggunakan Traveloka dibandingkan situs yang lain					
Aspek: Dimensi kepuasan pelanggan						
3.	Saya puas dengan kecepatan layanan dan keramahan staff layanan pelanggan pada situs Traveloka					
4.	Saya tidak berminat memperhatikan pelayanan yang diberikan perusahaan pesaing sejenis					
Aspek: Konfirmasi harapan (<i>confirmation of expectation</i>)						
5.	Harapan saya terhadap Traveloka sangat sesuai dengan kinerja <i>actual</i> produk					

No	Pernyataan	SS	S	N	TS	STS
Aspek: Minat pembelian ulang (<i>Repurchase intent</i>)						
6.	Saya akan membeli layanan Traveloka kembali					
Aspek: Kesiediaan untuk merekomendasikan (<i>Willingness to recommend</i>)						
7.	Saya akan merekomendasikan layanan Traveloka sebagai layanan utama pemesanan tiket pesawat dan hotel <i>online</i>					
Aspek: Ketidakpuasan pelanggan (<i>Customer dissatisfaction</i>)						
8.	Saya belum pernah memberi pengaduan terhadap jasa Traveloka.					

3. Variabel Kepercayaan

No	Pernyataan	SS	S	N	TS	STS
Komponen: <i>Ability</i>						
1.	Saya percaya Traveloka memiliki kemampuan untuk memenuhi kebutuhan dan harapan pelanggannya					
Komponen: <i>Integrity</i>						
2.	Saya percaya Traveloka akan jujur dalam melakukan transaksi dengan pelanggannya					
Komponen: <i>Benevolence</i>						
3.	Saya percaya Traveloka akan bertanggung jawab atas kesalahannya ketika terjadi masalah dalam transaksi					
4.	Saya percaya pihak Traveloka akan melayani kepentingan konsumen					

6. Variabel Loyalitas

No	Pernyataan	SS	S	N	TS	STS
Karakteristik: <i>Repeat Purchase</i>						
1.	Saya akan membeli/menggunakan kembali jasa Traveloka					
Karakteristik: <i>Referrals</i>						
2.	Saya akan merekomendasikan jasa Traveloka kepada orang lain					
Karakteristik: <i>Retention</i>						
3.	Traveloka menjadi pilihan pertama saya ketika ingin melakukan <i>online shopping</i> .					

Lampiran 2. Data Responden

No	K U W 1	K U W 2	K U W 3	K U W 4	K U W 5	K U W 6	K U W 7	K U W 8	K U W 9	K U W 10	K U W 11	K U W 12	K U W 13	K U W 14	K U W 15	K U W 16	K P U 1	K P U 2	K P U 3	K P U 4	K P U 5	K P U 6	K P U 7	K P U 8	K E P 1	K E P 2	K E P 3	K E P 4	L O Y 1	L O Y 2	L O Y 3		
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Lampiran 3. Hasil Uji Deskriptif Responden

Jenis_Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Pria	49	29.9	29.9	29.9
Valid Wanita	115	70.1	70.1	100.0
Total	164	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
18	5	3.0	3.0	3.0
19	2	1.2	1.2	4.3
20	9	5.5	5.5	9.8
21	2	1.2	1.2	11.0
22	19	11.6	11.6	22.6
Valid 23	19	11.6	11.6	34.1
24	52	31.7	31.7	65.9
25	23	14.0	14.0	79.9
26	16	9.8	9.8	89.6
27	2	1.2	1.2	90.9
28	15	9.1	9.1	100.0
Total	164	100.0	100.0	

Intensitas_Pemakaian

	Frequency	Percent	Valid Percent	Cumulative Percent
>10 kali	6	3.7	3.7	3.7
10 kali	24	14.6	14.6	18.3
3 kali	66	40.2	40.2	58.5
Valid 4 kali	19	11.6	11.6	70.1
5 kali	31	18.9	18.9	89.0
6 kali	13	7.9	7.9	97.0
7 kali	3	1.8	1.8	98.8

8 kali	1	.6	.6	99.4
9 kali	1	.6	.6	100.0
Total	164	100.0	100.0	

Lampiran 4. Hasil Uji Deskriptif Variabel

A. Variabel Kualitas *Website*

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
KUW1	164	1	5	4.10	.550
KUW2	164	1	5	4.11	.554
KUW3	164	1	5	3.91	.699
KUW4	164	1	5	3.86	.673
KUW5	164	1	5	3.87	.608
KUW6	164	1	5	4.06	.624
KUW7	164	1	5	4.14	.606
KUW8	164	1	5	3.96	.664
KUW9	164	1	5	4.27	.677
KUW10	164	1	5	4.15	.703
KUW11	164	1	5	4.01	.674
KUW12	164	1	5	3.99	.683
KUW13	164	1	5	4.03	.669
KUW14	164	1	5	3.83	.731
KUW15	164	1	5	3.97	.659
KUW16	164	1	5	3.86	.717
Valid N (listwise)	164				

B. Variabel Kepuasan Pelanggan

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
KPU1	164	1	5	4.01	.617
KPU2	164	1	5	3.65	.811
KPU3	164	1	5	3.81	.670
KPU4	164	1	5	3.14	.906
KPU5	164	1	5	3.82	.664
KPU6	164	1	5	3.89	.674
KPU7	164	1	5	3.76	.744
KPU8	164	1	5	3.83	.803
Valid N (listwise)	164				

C. Variabel Kepercayaan Pelanggan

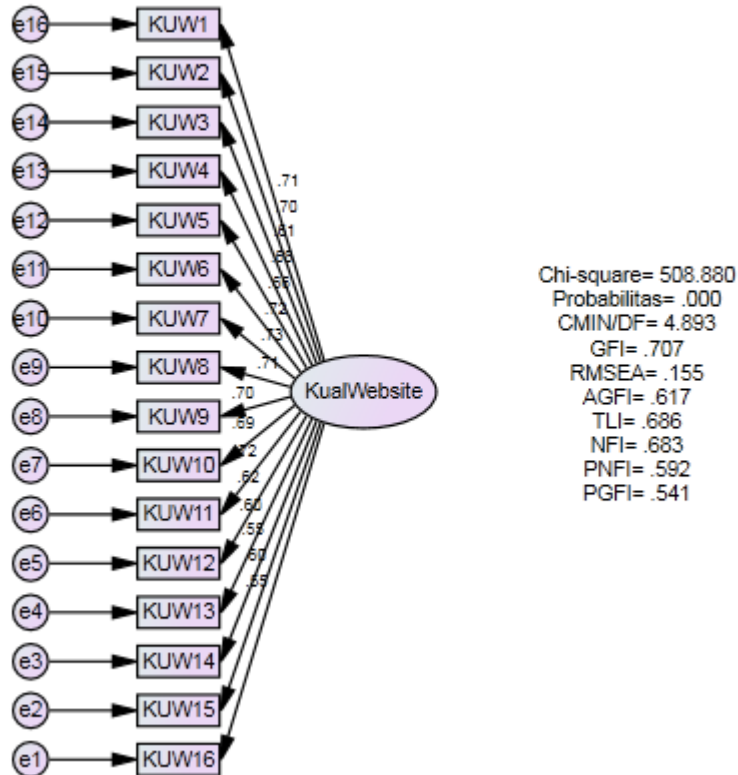
Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
KEP1	164	1	5	3.98	.575
KEP2	164	1	5	3.97	.631
KEP3	164	1	5	3.87	.705
KEP4	164	1	5	3.94	.662
Valid N (listwise)	164				

D. Variabel Loyalitas Pelanggan

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
LOY1	164	1	5	3.91	.695
LOY2	164	1	5	3.83	.679
LOY3	164	1	5	3.36	.892
Valid N (listwise)	164				

Lampiran 5. Hasil Uji CFA

1. Variabel Kualitas Website



Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
KUW16 <--- KualWebsite	1.000				
KUW15 <--- KualWebsite	1.009	.165	6.103	***	
KUW14 <--- KualWebsite	1.024	.178	5.738	***	
KUW13 <--- KualWebsite	1.020	.167	6.089	***	
KUW12 <--- KualWebsite	1.075	.173	6.220	***	
KUW11 <--- KualWebsite	1.224	.180	6.805	***	
KUW10 <--- KualWebsite	1.224	.184	6.632	***	
KUW9 <--- KualWebsite	1.194	.179	6.685	***	

	Estimate	S.E.	C.R.	P	Label
KUW8 <--- KualWebsite	1.186	.176	6.737	***	
KUW7 <--- KualWebsite	1.127	.163	6.903	***	
KUW6 <--- KualWebsite	1.140	.167	6.830	***	
KUW5 <--- KualWebsite	1.017	.157	6.467	***	
KUW4 <--- KualWebsite	1.157	.176	6.581	***	
KUW3 <--- KualWebsite	1.076	.176	6.129	***	
KUW2 <--- KualWebsite	.989	.147	6.735	***	
KUW1 <--- KualWebsite	.986	.146	6.754	***	

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

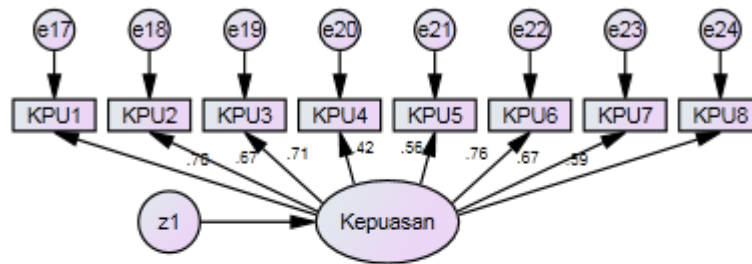
	Estimate
KUW16 <--- KualWebsite	.551
KUW15 <--- KualWebsite	.604
KUW14 <--- KualWebsite	.553
KUW13 <--- KualWebsite	.602
KUW12 <--- KualWebsite	.621
KUW11 <--- KualWebsite	.717
KUW10 <--- KualWebsite	.687
KUW9 <--- KualWebsite	.696
KUW8 <--- KualWebsite	.705
KUW7 <--- KualWebsite	.735
KUW6 <--- KualWebsite	.722
KUW5 <--- KualWebsite	.660
KUW4 <--- KualWebsite	.679

	Estimate
KUW3 <--- KualWebsite	.608
KUW2 <--- KualWebsite	.705
KUW1 <--- KualWebsite	.708

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
KualWebsite	.155	.042	3.694	***	
e1	.356	.041	8.725	***	
e2	.274	.032	8.628	***	
e3	.369	.042	8.722	***	
e4	.283	.033	8.632	***	
e5	.284	.033	8.590	***	
e6	.219	.026	8.290	***	
e7	.259	.031	8.404	***	
e8	.235	.028	8.372	***	
e9	.220	.026	8.339	***	
e10	.168	.020	8.210	***	
e11	.185	.022	8.270	***	
e12	.208	.024	8.490	***	
e13	.243	.029	8.433	***	
e14	.306	.036	8.620	***	
e15	.153	.018	8.340	***	
e16	.150	.018	8.327	***	

2. Variabel Kepuasan



Chi-square= 32.323
 Probabilitas= .040
 CMIN/DF= 1.616
 GFI= .952
 RMSEA= .061
 AGFI= .914
 TLI= .958
 NFI= .926
 PNFI= .661
 PGFI= .529

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
KPU1 <--- Kepuasan	1.000				
KPU2 <--- Kepuasan	1.259	.164	7.661	***	
KPU3 <--- Kepuasan	1.103	.136	8.084	***	
KPU4 <--- Kepuasan	.891	.179	4.965	***	
KPU5 <--- Kepuasan	.866	.133	6.513	***	
KPU6 <--- Kepuasan	1.191	.139	8.596	***	
KPU7 <--- Kepuasan	1.158	.151	7.684	***	
KPU8 <--- Kepuasan	1.091	.161	6.764	***	

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

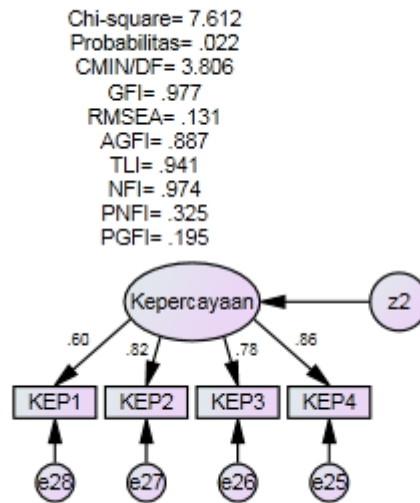
	Estimate
KPU1 <--- Kepuasan	.700
KPU2 <--- Kepuasan	.670
KPU3 <--- Kepuasan	.711

	Estimate
KPU4 <--- Kepuasan	.425
KPU5 <--- Kepuasan	.563
KPU6 <--- Kepuasan	.763
KPU7 <--- Kepuasan	.672
KPU8 <--- Kepuasan	.586

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
z1	.185	.038	4.812	***	
e17	.193	.025	7.613	***	
e18	.360	.046	7.831	***	
e19	.221	.029	7.522	***	
e20	.669	.077	8.708	***	
e21	.299	.036	8.350	***	
e22	.188	.027	6.968	***	
e23	.302	.039	7.817	***	
e24	.421	.051	8.263	***	

3. Variabel Kepercayaan



Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
KEP4 <--- Kepercayaan	1.000				
KEP3 <--- Kepercayaan	.971	.089	10.852	***	
KEP2 <--- Kepercayaan	.913	.080	11.414	***	
KEP1 <--- Kepercayaan	.606	.078	7.824	***	

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

	Estimate
KEP4 <--- Kepercayaan	.856
KEP3 <--- Kepercayaan	.780
KEP2 <--- Kepercayaan	.820
KEP1 <--- Kepercayaan	.598

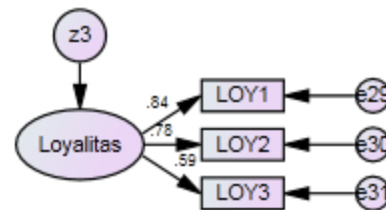
Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
z2	.319	.050	6.379	***	

	Estimate	S.E.	C.R.	P	Label
e25	.116	.023	5.149	***	
e26	.193	.028	6.844	***	
e27	.129	.021	6.076	***	
e28	.211	.026	8.286	***	

4. Variabel Loyalitas

Chi-square= .000
 Probabilitas= 'p
 CMIN/DF= 'cmindf
 GFI= 1.000
 RMSEA= 'rmsea
 AGFI= 'agfi
 TLI= 'tli
 NFI= 'nfi
 PNFI= 'pnfi
 PGFI= 'pgfi



Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
LOY1 <--- Loyalitas	1.000				
LOY2 <--- Loyalitas	.901	.124	7.292	***	
LOY3 <--- Loyalitas	.891	.136	6.533	***	

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

	Estimate
LOY1 <--- Loyalitas	.844
LOY2 <--- Loyalitas	.779
LOY3 <--- Loyalitas	.586

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
z3	.343	.065	5.263	***	
e29	.138	.043	3.189	.001	
e30	.181	.038	4.698	***	
e31	.520	.066	7.885	***	

Lampiran 6. Hasil Uji Reliabilitas

$$\text{Construct Reliability} = \frac{(\sum \text{Std. Loading})^2}{(\sum \text{Std. Loading})^2 + \sum \varepsilon_j}$$

No	Variabel	Indikator	Standard Loading (Loading Factor)	Standard Loading ²	Measurement Error (1-Std Loading ²)	Construct Reliability	
1	Kualitas Website	KUW16	0.608	0.369664	0.630336	0.929353	
		KUW15	0.619	0.383161	0.616839		
		KUW14	0.595	0.354025	0.645975		
		KUW13	0.646	0.417316	0.582684		
		KUW12	0.633	0.400689	0.599311		
		KUW11	0.706	0.498436	0.501564		
		KUW10	0.668	0.446224	0.553776		
		KUW9	0.681	0.463761	0.536239		
		KUW8	0.712	0.506944	0.493056		
		KUW7	0.76	0.5776	0.4224		
		KUW6	0.713	0.508369	0.491631		
		KUW5	0.642	0.412164	0.587836		
		KUW4	0.699	0.488601	0.511399		
		KUW3	0.633	0.400689	0.599311		
		KUW2	0.731	0.534361	0.465639		
		KUW1	0.69	0.4761	0.5239		
			Σ	10.736	7.2381		8.7619
			Σ ²	115.2617			
2	Kepuasan Pelanggan	KPU1	0.785	0.616225	0.383775	0.855163	
		KPU2	0.624	0.389376	0.610624		
		KPU3	0.713	0.508369	0.491631		
		KPU5	0.601	0.361201	0.638799		
		KPU6	0.75	0.5625	0.4375		
		KPU7	0.664	0.440896	0.559104		
		KPU8	0.586	0.343396	0.656604		
			Σ	4.723	3.22196		3.77804
			Σ ²	22.306729			
3	Kepercayaan Pelanggan	KEP4	0.851	0.724201	0.275799	0.893819	
		KEP3	0.774	0.599076	0.400924		
		KEP2	0.867	0.751689	0.248311		
		KEP1	0.799	0.638401	0.361599		

No	Variabel	Indikator	Standard Loading (Loading Factor)	Standard Loading ²	Measurement Error (1-Std Loading ²)	Construct Reliability
		Σ	3.291	2.71337	1.28663	
		Σ^2	10.830681			
4	Loyalitas Pelanggan	LOY1	0.857	0.734449	0.265551	0.805824
		LOY2	0.846	0.715716	0.284284	
		LOY3	0.561	0.314721	0.685279	
		Σ	2.264	1.764886	1.235114	
		Σ^2	5.125696			

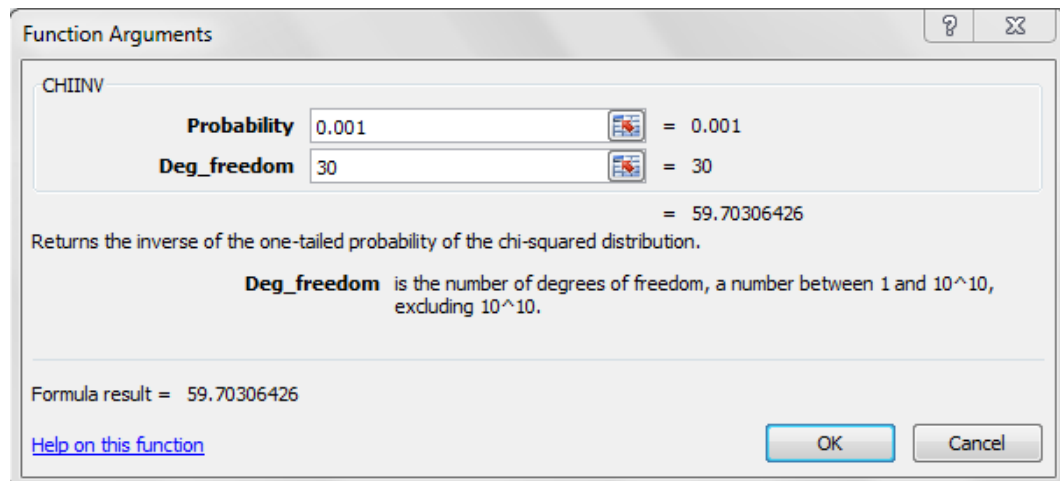
Lampiran 7. Hasil Uji Normalitas

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
LOY3	1.000	5.000	-.282	-1.408	-.657	-1.632
LOY2	1.000	5.000	.041	.228	-.686	-1.729
LOY1	1.000	5.000	-.306	-1.502	-.625	-1.558
KEP1	1.000	5.000	-.448	-2.240	-.229	-.551
KEP2	1.000	5.000	-.360	-1.844	-.579	-1.427
KEP3	1.000	5.000	-.138	-.687	-.682	-1.703
KEP4	1.000	5.000	-.115	-.584	-.708	-1.768
KPU8	1.000	5.000	-.341	-1.706	-.573	-1.436
KPU7	1.000	5.000	-.275	-1.353	-.518	-1.288
KPU6	1.000	5.000	-.180	-.920	-.734	-1.849
KPU5	1.000	5.000	-.375	-1.846	-.468	-1.168
KPU3	1.000	5.000	-.157	-.787	-.410	-1.041
KPU2	1.000	5.000	-.389	-1.901	-.655	-1.623
KPU1	1.000	5.000	-.326	-1.624	-.587	-1.464
KUW1	1.000	5.000	-.159	-.797	-.844	-2.109
KUW2	1.000	5.000	-.524	-2.607	.131	.328
KUW3	1.000	5.000	-.449	-2.204	-.022	-.058
KUW4	1.000	5.000	-.342	-1.725	-.348	-.864
KUW5	1.000	5.000	-.447	-2.223	.061	.172
KUW6	1.000	5.000	-.483	-2.403	-.168	-.403
KUW7	1.000	5.000	-.422	-2.135	-.228	-.563
KUW8	1.000	5.000	-.583	-2.909	.197	.492
KUW9	1.000	5.000	-.303	-1.525	-.566	-1.426

KUW10	1.000	5.000	-.288	-1.442	-.823	-2.074
KUW11	1.000	5.000	-.302	-1.523	-.420	-1.060
KUW12	1.000	5.000	-.274	-1.368	-.528	-1.305
KUW13	1.000	5.000	-.397	-1.995	-.625	-1.551
KUW14	1.000	5.000	-.337	-1.685	-.778	-1.934
KUW15	1.000	5.000	-.013	-.069	-.838	-2.060
KUW16	1.000	5.000	-.445	-2.276	-.030	-.059
Multivariate					-15.986	-2.304

Lampiran 8. Hasil Uji Outlier



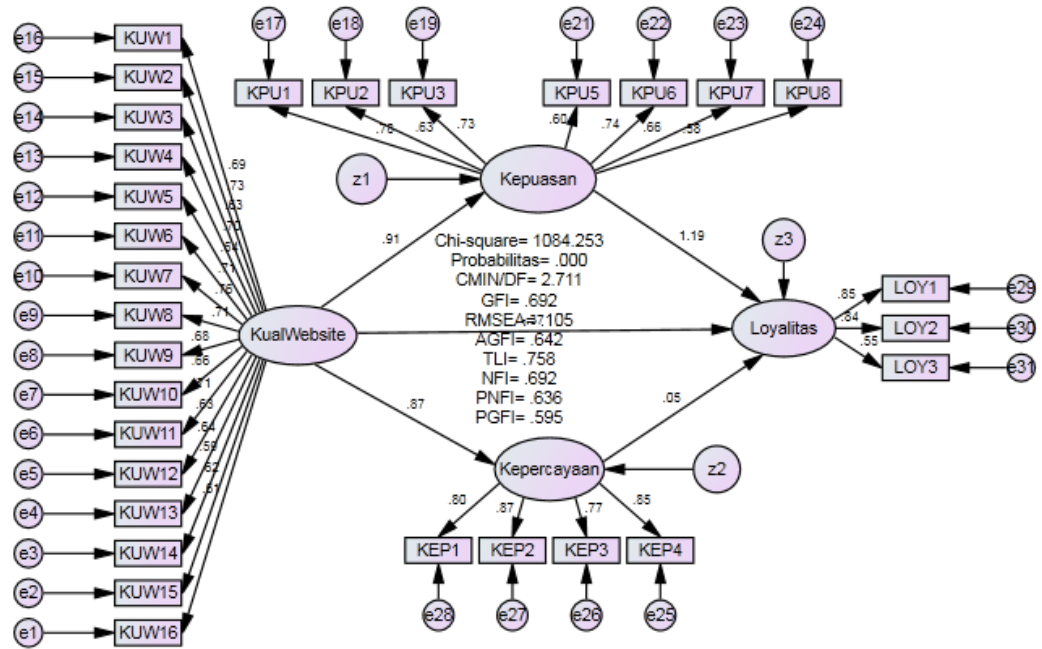
Observation number	Mahalanobis d-squared	p1	p2
21	111.720	.000	.000
93	76.344	.000	.000
75	69.079	.000	.000
105	68.914	.000	.000
61	67.618	.000	.000
3	66.283	.000	.000
143	66.024	.000	.000
95	65.019	.000	.034
116	60.569	.001	.115
26	58.204	.002	.000
20	56.400	.002	.000
100	53.576	.005	.000
80	52.079	.007	.000
96	51.887	.008	.000
12	51.766	.008	.000
108	51.404	.009	.000
113	51.144	.009	.000
94	51.027	.010	.000
54	50.842	.010	.000
66	50.616	.011	.000
107	50.011	.012	.000
71	49.367	.014	.000
52	49.162	.015	.000
58	48.987	.016	.000
86	48.096	.019	.000

Observation number	Mahalanobis d-squared	p1	p2
123	47.717	.021	.000
62	45.793	.033	.000
56	45.238	.037	.000
46	44.145	.046	.000
70	43.400	.054	.000
136	43.318	.055	.000
78	43.132	.057	.000
14	42.779	.061	.000
115	42.112	.070	.000
134	41.959	.072	.000
110	41.106	.085	.000
35	41.094	.085	.000
79	41.085	.086	.000
36	40.660	.093	.000
145	40.268	.100	.000
69	39.926	.106	.000
99	39.129	.123	.000
68	38.760	.131	.000
119	38.642	.134	.000
130	38.398	.140	.000
13	38.308	.142	.000
27	38.039	.149	.000
137	37.753	.156	.000
88	37.722	.157	.000
117	37.375	.166	.000
128	37.327	.168	.000
25	37.182	.172	.000
7	37.085	.175	.000
42	36.952	.179	.000
32	36.817	.183	.000
63	36.738	.185	.000
159	36.725	.185	.000
40	36.677	.187	.000
81	36.356	.197	.000
38	36.321	.198	.000
55	36.278	.199	.000
67	36.254	.200	.000
45	36.182	.202	.000
57	36.132	.204	.000
51	35.863	.213	.000
64	35.712	.218	.000

Observation number	Mahalanobis d-squared	p1	p2
140	35.622	.221	.000
157	35.472	.226	.000
5	35.046	.241	.000
43	34.705	.254	.000
114	34.566	.259	.000
23	34.344	.267	.000
151	34.328	.268	.000
17	34.046	.279	.000
118	33.324	.309	.000
48	33.249	.312	.000
125	32.562	.342	.001
106	32.048	.365	.006
30	31.779	.378	.010
152	31.340	.399	.028
85	31.107	.410	.038
73	30.927	.419	.044
8	30.589	.436	.078
59	30.454	.443	.081
164	30.076	.462	.144
34	29.476	.493	.337
37	28.956	.520	.548
144	28.445	.547	.745
11	28.098	.565	.836
50	27.491	.597	.952
149	27.481	.598	.935
97	27.408	.602	.928
101	26.715	.638	.989
44	26.523	.648	.992
112	26.158	.667	.997
141	25.878	.681	.999
72	25.631	.694	.999
163	25.560	.697	.999
6	25.377	.706	.999
9	25.265	.712	.999
49	25.260	.712	.999
132	24.272	.760	1.000

Lampiran 9. Hasil Uji Goodness of Fit

A. MODEL STRUKTURAL



B. MODEL FIT

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	65	1084.253	400	.000	2.711
Saturated model	465	.000	0		
Independence model	30	3516.126	435	.000	8.083

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.030	.692	.642	.595
Saturated model	.000	1.000		
Independence model	.182	.145	.086	.135

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.692	.665	.780	.758	.778
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.920	.636	.715
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	684.253	590.218	785.933
Saturated model	.000	.000	.000
Independence model	3081.126	2895.801	3273.815

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	7.041	4.443	3.833	5.103
Saturated model	.000	.000	.000	.000
Independence model	22.832	20.007	18.804	21.259

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.105	.098	.113	.000
Independence model	.214	.208	.221	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	1214.253	1247.017	1412.076	1477.076
Saturated model	930.000	1164.390	2345.193	2810.193
Independence model	3576.126	3591.248	3667.429	3697.429

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	7.885	7.274	8.545	8.098
Saturated model	6.039	6.039	6.039	7.561
Independence model	23.222	22.018	24.473	23.320

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	64	67
Independence model	22	23

Function Arguments ? X

CHIINV

Probability = 0.05

Deg_freedom = 400

= 447.6324689

Returns the inverse of the one-tailed probability of the chi-squared distribution.

Deg_freedom is the number of degrees of freedom, a number between 1 and 10¹⁰, excluding 10¹⁰.

Formula result = 447.6324689

[Help on this function](#) OK Cancel

Lampiran 10. Modifikasi Model Struktural

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

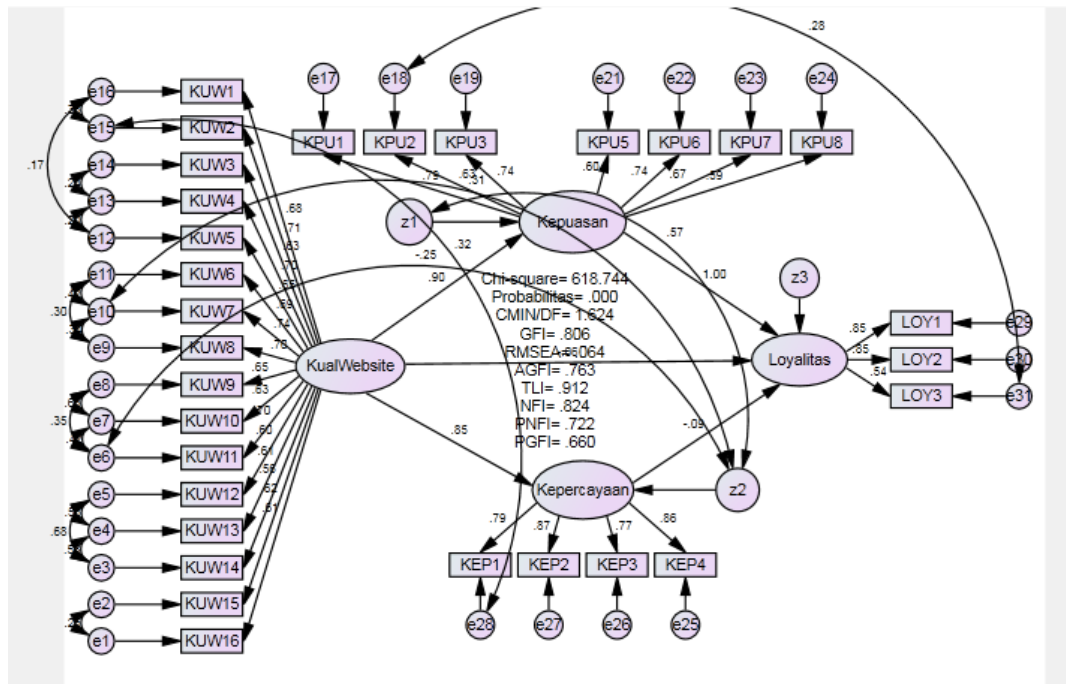
	M.I.	Par Change
z1 <--> z2	18.494	.028
e28 <--> z2	5.574	-.020
e27 <--> z1	7.257	.019
e24 <--> z2	5.901	.040
e23 <--> e30	4.588	.042
e23 <--> e25	4.919	.036
e22 <--> z1	4.317	.019
e22 <--> e31	7.551	-.072
e22 <--> e30	4.725	.034
e22 <--> e28	5.396	.029
e22 <--> e26	6.119	-.040
e22 <--> e23	4.869	.046
e21 <--> z1	4.430	-.021
e19 <--> z2	7.359	.031
e19 <--> z3	4.899	-.029
e19 <--> e29	6.318	-.036
e19 <--> e27	7.167	.032
e18 <--> e31	10.819	.123
e17 <--> e23	6.488	-.045
e16 <--> z1	6.313	-.021
e16 <--> e18	8.849	-.062

	M.I.	Par Change
e15 <--> e29	5.400	.028
e15 <--> e28	14.842	.040
e15 <--> e25	4.211	-.022
e15 <--> e16	27.785	.065
e14 <--> e19	7.093	-.051
e14 <--> e16	5.368	.041
e13 <--> e28	5.890	-.032
e13 <--> e16	4.271	.033
e13 <--> e14	11.138	.070
e12 <--> e19	5.663	-.040
e12 <--> e16	10.932	.052
e12 <--> e15	7.660	.040
e12 <--> e13	10.195	.059
e11 <--> z3	4.235	-.028
e10 <--> z2	11.737	.036
e10 <--> e25	4.029	.023
e10 <--> e22	4.020	-.029
e10 <--> e12	7.304	-.042
e10 <--> e11	26.663	.075
e9 <--> z2	4.955	.025
e9 <--> e25	8.358	.036
e9 <--> e22	5.163	-.036
e9 <--> e19	4.294	.032

	M.I.	Par Change
e9 <--> e15	5.476	-.031
e9 <--> e11	12.520	.056
e9 <--> e10	24.310	.070
e8 <--> z2	5.203	-.030
e8 <--> e21	4.029	.041
e8 <--> e19	4.599	-.038
e8 <--> e9	6.342	-.045
e7 <--> z2	4.690	-.030
e7 <--> e30	8.124	-.052
e7 <--> e29	9.070	.053
e7 <--> e27	4.983	-.033
e7 <--> e21	4.566	.046
e7 <--> e16	6.213	-.044
e7 <--> e14	4.088	-.047
e7 <--> e9	4.178	-.038
e7 <--> e8	61.962	.173
e6 <--> z2	11.553	-.044
e6 <--> e29	5.201	.037
e6 <--> e26	4.617	-.038
e6 <--> e19	5.062	-.039
e6 <--> e16	4.652	-.035
e6 <--> e15	5.116	-.034
e6 <--> e8	20.185	.091

		M.I.	Par Change	
e6	<-->	e7	29.921	.116
e5	<-->	e30	4.552	.038
e5	<-->	e29	4.927	-.038
e5	<-->	e11	7.258	-.051
e5	<-->	e10	7.994	-.048
e4	<-->	z2	4.825	-.029
e4	<-->	e13	4.864	-.044
e4	<-->	e11	5.390	-.043
e4	<-->	e5	50.481	.153
e3	<-->	e29	5.022	-.043
e3	<-->	e19	7.578	.057
e3	<-->	e11	8.553	-.062
e3	<-->	e10	6.310	-.048
e3	<-->	e5	72.511	.210
e3	<-->	e4	49.962	.172
e2	<-->	e26	7.190	.051
e2	<-->	e21	7.023	.056
e1	<-->	e30	6.042	.045
e1	<-->	e2	10.337	.073

A. MODEL STRUKTURAL



B. MODEL FIT

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	84	618.744	381	.000	1.624
Saturated model	465	.000	0		
Independence model	30	3516.126	435	.000	8.083

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.021	.806	.763	.660
Saturated model	.000	1.000		
Independence model	.182	.145	.086	.135

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.824	.799	.924	.912	.923
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.876	.722	.808
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	237.744	173.588	309.808
Saturated model	.000	.000	.000
Independence model	3081.126	2895.801	3273.815

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	4.018	1.544	1.127	2.012
Saturated model	.000	.000	.000	.000
Independence model	22.832	20.007	18.804	21.259

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.064	.054	.073	.009
Independence model	.214	.208	.221	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	786.744	829.086	1042.392	1126.392
Saturated model	930.000	1164.390	2345.193	2810.193
Independence model	3576.126	3591.248	3667.429	3697.429

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	5.109	4.692	5.577	5.384
Saturated model	6.039	6.039	6.039	7.561
Independence model	23.222	22.018	24.473	23.320

HOELTER

Model	HOELTER	HOELTER
	.05	.01
Default model	107	112
Independence model	22	23

Function Arguments

CHIINV

Probability 0.05 = 0.05

Deg_freedom 381 = 381

= 427.5133955

Returns the inverse of the one-tailed probability of the chi-squared distribution.

Deg_freedom is the number of degrees of freedom, a number between 1 and 10¹⁰, excluding 10¹⁰.

Formula result = 427.5133955

[Help on this function](#) OK Cancel

Lampiran 11. Hasil Uji Hipotesis

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Kepuasan	<---	KualWebsite	1.028	.141	7.282	***	
Kepercayaan	<---	KualWebsite	1.094	.147	7.466	***	
Loyalitas	<---	Kepuasan	1.183	.328	3.607	***	
Loyalitas	<---	Kepercayaan	-.096	.196	-.490	.624	
Loyalitas	<---	KualWebsite	-.083	.284	-.291	.771	
KUW16	<---	KualWebsite	1.000				
KUW15	<---	KualWebsite	1.013	.135	7.528	***	
KUW14	<---	KualWebsite	.992	.166	5.971	***	
KUW13	<---	KualWebsite	.990	.154	6.414	***	
KUW12	<---	KualWebsite	.972	.154	6.314	***	
KUW11	<---	KualWebsite	1.167	.164	7.129	***	
KUW10	<---	KualWebsite	1.090	.166	6.557	***	
KUW9	<---	KualWebsite	1.087	.162	6.713	***	
KUW8	<---	KualWebsite	1.044	.147	7.090	***	
KUW7	<---	KualWebsite	1.069	.145	7.375	***	
KUW6	<---	KualWebsite	1.063	.151	7.060	***	
KUW5	<---	KualWebsite	.976	.145	6.723	***	
KUW4	<---	KualWebsite	1.142	.160	7.145	***	
KUW3	<---	KualWebsite	1.080	.164	6.593	***	
KUW2	<---	KualWebsite	.921	.127	7.235	***	
KUW1	<---	KualWebsite	.911	.131	6.946	***	
KPU1	<---	Kepuasan	1.000				

			Estimate	S.E.	C.R.	P	Label
KPU2	<---	Kepuasan	1.089	.134	8.121	***	
KPU3	<---	Kepuasan	.984	.099	9.948	***	
KPU5	<---	Kepuasan	.800	.104	7.729	***	
KPU6	<---	Kepuasan	1.030	.104	9.912	***	
KPU7	<---	Kepuasan	1.055	.121	8.698	***	
KPU8	<---	Kepuasan	.953	.126	7.554	***	
KEP4	<---	Kepercayaan	1.000				
KEP3	<---	Kepercayaan	.976	.084	11.569	***	
KEP2	<---	Kepercayaan	1.011	.071	14.210	***	
KEP1	<---	Kepercayaan	.805	.066	12.260	***	
LOY1	<---	Loyalitas	1.000				
LOY2	<---	Loyalitas	1.046	.088	11.903	***	
LOY3	<---	Loyalitas	.841	.122	6.912	***	

Lampiran 12. Hasil *Direct* and *Indirect Effects*

1. Mediasi Kepuasan Pelanggan Traveloka

Standardized Direct Effects (Group number 1 - Default model)

	KualWebsite	Kepuasan	Loyalitas
Kepuasan	.904	.000	.000
Loyalitas	-.227	1.094	.000
LOY3	.000	.000	.546
LOY2	.000	.000	.845
LOY1	.000	.000	.854
KPU8	.000	.577	.000
KPU7	.000	.658	.000
KPU6	.000	.755	.000
KPU5	.000	.599	.000
KPU3	.000	.725	.000
KPU2	.000	.634	.000
KPU1	.000	.778	.000
KUW1	.678	.000	.000
KUW2	.727	.000	.000
KUW3	.618	.000	.000
KUW4	.708	.000	.000
KUW5	.651	.000	.000
KUW6	.688	.000	.000
KUW7	.708	.000	.000
KUW8	.669	.000	.000
KUW9	.662	.000	.000
KUW10	.645	.000	.000

	KualWebsite	Kepuasan	Loyalitas
KUW11	.703	.000	.000
KUW12	.600	.000	.000
KUW13	.623	.000	.000
KUW14	.567	.000	.000
KUW15	.615	.000	.000
KUW16	.618	.000	.000

Standardized Indirect Effects (Group number 1 - Default model)

	KualWebsite	Kepuasan	Loyalitas
Kepuasan	.000	.000	.000
Loyalitas	.989	.000	.000
LOY3	.416	.597	.000
LOY2	.644	.925	.000
LOY1	.651	.934	.000
KPU8	.522	.000	.000
KPU7	.595	.000	.000
KPU6	.682	.000	.000
KPU5	.541	.000	.000
KPU3	.655	.000	.000
KPU2	.573	.000	.000
KPU1	.704	.000	.000
KUW1	.000	.000	.000
KUW2	.000	.000	.000
KUW3	.000	.000	.000
KUW4	.000	.000	.000

	KualWebsite	Kepuasan	Loyalitas
KUW5	.000	.000	.000
KUW6	.000	.000	.000
KUW7	.000	.000	.000
KUW8	.000	.000	.000
KUW9	.000	.000	.000
KUW10	.000	.000	.000
KUW11	.000	.000	.000
KUW12	.000	.000	.000
KUW13	.000	.000	.000
KUW14	.000	.000	.000
KUW15	.000	.000	.000
KUW16	.000	.000	.000

2. Mediasi Kepercayaan Pelanggan Traveloka

Standardized Direct Effects (Group number 1 - Default model)

	KualWebsite	Kepercayaan	Loyalitas
Kepercayaan	.855	.000	.000
Loyalitas	.475	.331	.000
LOY3	.000	.000	.546
LOY2	.000	.000	.857
LOY1	.000	.000	.839
KEP1	.000	.782	.000
KEP2	.000	.864	.000

	KualWebsite	Kepercayaan	Loyalitas
KEP3	.000	.783	.000
KEP4	.000	.861	.000
KUW1	.690	.000	.000
KUW2	.717	.000	.000
KUW3	.651	.000	.000
KUW4	.713	.000	.000
KUW5	.664	.000	.000
KUW6	.685	.000	.000
KUW7	.733	.000	.000
KUW8	.700	.000	.000
KUW9	.638	.000	.000
KUW10	.609	.000	.000
KUW11	.679	.000	.000
KUW12	.598	.000	.000
KUW13	.598	.000	.000
KUW14	.543	.000	.000
KUW15	.611	.000	.000
KUW16	.604	.000	.000

Standardized Indirect Effects (Group number 1 - Default model)

	KualWebsite	Kepercayaan	Loyalitas
Kepercayaan	.000	.000	.000
Loyalitas	.283	.000	.000
LOY3	.414	.181	.000

	KualWebsite	Kepercayaan	Loyalitas
LOY2	.650	.284	.000
LOY1	.636	.278	.000
KEP1	.668	.000	.000
KEP2	.739	.000	.000
KEP3	.670	.000	.000
KEP4	.736	.000	.000
KUW1	.000	.000	.000
KUW2	.000	.000	.000
KUW3	.000	.000	.000
KUW4	.000	.000	.000
KUW5	.000	.000	.000
KUW6	.000	.000	.000
KUW7	<u>.000</u>	.000	.000
KUW8	.000	.000	.000
KUW9	.000	.000	.000
KUW10	.000	.000	.000
KUW11	.000	.000	.000
KUW12	.000	.000	.000
KUW13	.000	.000	.000
KUW14	.000	.000	.000
KUW15	.000	.000	.000
KUW16	.000	.000	.000

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