

LAMPIRAN 1

KUESIONER

Responden yang terhormat, perkenalkan nama saya Selly Galih Oktavia, mahasiswi pada tingkat akhir Fakultas Ekonomi Universitas Negeri Jakarta (UNJ) pada jurusan manajemen pemasaran. Saat ini, saya sedang melakukan penelitian penyusunan skripsi dalam topik penelitian mengenai “Pengaruh Persepsi Kualitas Website, Electronic Word of Mouth, Persepsi Manfaat dan Kepercayaan terhadap Sikap belanja *online* Belanja Online pada Website Lazada di DKI Jakarta”. Mohon kesediaan Bapak/Ibu/Sdr yang berdomisili di DKI Jakarta untuk mengisi kuesioner ini. Kuesioner ini merupakan kuesioner yang peneliti susun dalam rangka pelaksanaan penelitian.

A. Karakteristik Responden

1. Apakah Anda pernah melakukan aktifitas belanja *online* di *website* Lazada?
 - a. Ya (lanjut ke pertanyaan berikutnya)
 - b. Tidak (stop, sampai disini)
2. Apakah anda tinggal di DKI Jakarta?
 - a. Ya (lanjut ke pertanyaan berikutnya)
 - b. Tidak (stop, sampai disini)

B. Identitas Responden

1. Jenis Kelamin:
 - a. Pria
 - b. Wanita
2. Domisili
 - a. Jakarta Timur
 - b. Jakarta Selatan

- c. Jakarta Barat
 - d. Jakarta Utara
 - e. Jakarta Pusat
3. Usia saat ini:
- a. 18 – 26 tahun
 - b. 27 – 34 tahun
 - c. 35 – 43 tahun
 - d. > 43 tahun
4. Frekuensi kunjungan pada *website* Lazada
- a. 1 kali
 - b. 2 kali
 - c. 3 - 4 kali
 - d. > 4 kali
5. Pendapatan per bulan :
- a. <Rp. 1.000.000
 - b. Rp. 1.000.000 – Rp. 2.000.000
 - c. Rp. 2.000.001 – Rp. 3.000.000
 - d. Rp. 3.000.001 – Rp. 4.000.000
 - e. >Rp. 4.000.00
6. Tingkat Pendidikan terakhir:
- a. SMA/Sederajat
 - b. Diploma (D1, D2, D3)
 - c. Sarjana (S1)
 - d. Master (S2)

C. Petunjuk Pengisian Kuesioner

1. Kuisisioner ini berisi pernyataan
2. Pilihlah salah satu jawaban yang tersedia dengan memberikan (x)
3. Setiap jawaban mempunyai kriteria sebagai berikut :
 - Sangat Tidak Setuju (STS) = 1
 - Tidak Setuju (TS) = 2
 - Agak Tidak Setuju (ATS) = 3
 - Agak Setuju (AS) = 4
 - Setuju (S) = 5
 - Sangat Setuju (SS) = 6

D. PERNYATAAN

Persepsi Kualitas *Website* (X1)

No	Pernyataan	1	2	3	4	5	6
		STS	TS	ATS	AS	S	SS
1	Katalog <i>website</i> Lazada sesuai dengan kebutuhan saya						
2	Proses pemesanan yang digunakan oleh <i>website</i> Lazada sangat mudah						
3	Konten halaman katalog <i>website</i> Lazada terbuka dengan cepat						
4	Kapabilitas pencarian di <i>website</i> Lazada sesuai dengan kebutuhan saya						
5	Dibutuhkan usaha yang sedikit untuk menemukan produk/informasi yang dibutuhkan pada katalog <i>website</i> Lazada						
6	Secara keseluruhan <i>website</i> Lazada memiliki desain yang baik						

***Electronic Word of Mouth* (X2)**

No	Pernyataan	1	2	3	4	5	6
		STS	TS	ATS	AS	S	SS
7	Saya sering membaca rekomendasi untuk membeli produk dari <i>website</i> Lazada						
8	Saya sering menyebarkan komentar positif secara online mengenai <i>website</i> Lazada						
9	Saya sering membaca ulasan positif secara online mengenai produk dari <i>website</i> Lazada						
10	Komunitas online saya sering menyebar rekomendasi online untuk membeli produk melalui <i>website</i> Lazada						

11	Rekomendasi dan ulasan <i>online</i> mengenai <i>website</i> Lazada membuat saya lebih percaya ketika membeli produk dari <i>website</i> Lazada						

Persepsi Manfaat (X3)

No	Pernyataan	1	2	3	4	5	6
		STS	TS	ATS	AS	S	SS
12	Dengan menggunakan <i>website</i> Lazada saya bisa berbelanja secara lebih aman di rumah						
13	Saya dapat membeli produk dari <i>website</i> Lazada kapanpun yang saya inginkan						
14	Membeli produk melalui <i>website</i> Lazada tidak mengeluarkan usaha yang lebih daripada membeli produk dari toko tradisional						
15	Saya menemukan harga yang lebih murah di <i>website</i> Lazada daripada toko tradisional						
16	<i>Website</i> Lazada menawarkan layanan purna jual yang baik dan menanggapi pertanyaan saya secara tepat waktu						

Kepercayaan (Y)

No	Pernyataan	1	2	3	4	5	6
		STS	TS	ATS	AS	S	SS
17	Saya percaya bahwa aman untuk melakukan pembayaran dan melakukan transaksi keuangan pada <i>website</i> Lazada						
18	Saya percaya <i>website</i> Lazada akan melindungi informasi mengenai keuangan saya.						
19	Saya percaya bahwa <i>website</i> Lazada menggunakan keamanan yang sudah memiliki sertifikat digital						

20	Saya percaya bahwa <i>website</i> Lazada tidak akan menjual informasi pribadi saya seperti email, nomor telepon, nama, dll kepada orang lain untuk kepentingan komersial						
21	Lazada memberikan kualitas produk sesuai dengan apa yang diiklankan						

Sikap belanja online (Z)

No	Pernyataan	1	2	3	4	5	6
		STS	TS	ATS	AS	S	SS
22	Membeli produk melalui <i>website</i> Lazada adalah ide yang bagus						
23	Membeli produk melalui <i>website</i> Lazada lebih baik daripada membeli produk langsung ke toko asli						
24	Membeli produk melalui <i>website</i> Lazada merupakan hal yang menyenangkan untuk dilakukan						
25	Lazada memberikan jaminan kepada saya jika terjadi kerusakan pada barang yang saya beli						

LAMPIRAN 2

EXPLORATORY FACTOR ANALYSIS**Factor Analysis****KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,917
Bartlett's Test of Sphericity	Approx. Chi-Square	755,466
	df	15
	Sig.	,000

Communalities

	Initial	Extraction
PKW_01	1,000	,805
PKW_02	1,000	,716
PKW_03	1,000	,678
PKW_04	1,000	,635
PKW_05	1,000	,637
PKW_06	1,000	,740

Extraction Method: Principal Component Analysis.

NEGERI JAKARTA

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,210	70,174	70,174	4,210	70,174	70,174
2	,475	7,922	78,096			
3	,426	7,096	85,192			
4	,350	5,840	91,031			
5	,304	5,061	96,092			
6	,234	3,908	100,000			

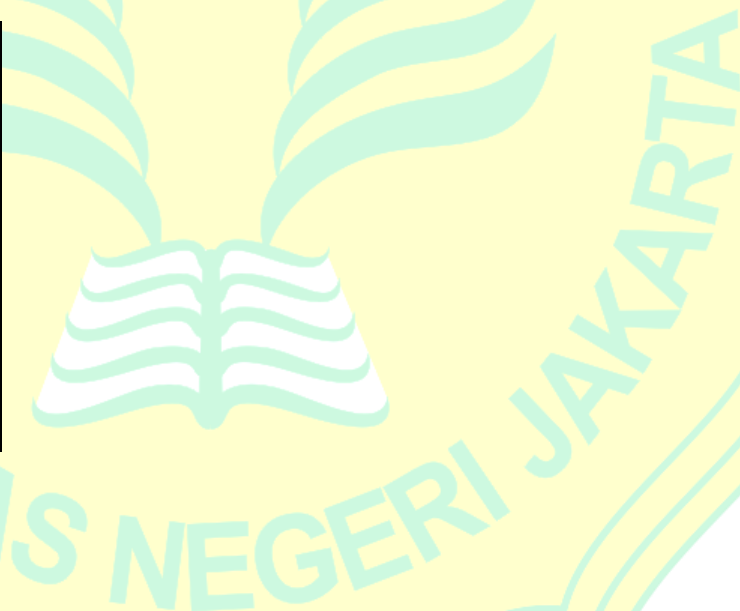
Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
PKW_01	,897
PKW_02	,846
PKW_03	,823
PKW_04	,797
PKW_05	,798
PKW_06	,860

Extraction Method: Principal Component Analysis.

a. 1 components extracted.



Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,893
Bartlett's Test of Sphericity	Approx. Chi-Square	661,834
	df	10
	Sig.	,000

Communalities

	Initial	Extraction
WOM_01	1,000	,709
WOM_02	1,000	,779
WOM_03	1,000	,725
WOM_04	1,000	,808
WOM_05	1,000	,712

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,733	74,655	74,655	3,733	74,655	74,655
2	,398	7,963	82,619			
3	,343	6,856	89,474			
4	,303	6,066	95,541			
5	,223	4,459	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
WOM_01	,842
WOM_02	,883
WOM_03	,851
WOM_04	,899
WOM_05	,844

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Factor Analysis**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,861
Bartlett's Test of Sphericity	Approx. Chi-Square	425,499
	df	10
	Sig.	,000

Communalities

	Initial	Extraction
PM_01	1,000	,646
PM_02	1,000	,554
PM_03	1,000	,664
PM_04	1,000	,644
PM_05	1,000	,719

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,228	64,562	64,562	3,228	64,562	64,562
2	,544	10,872	75,434			
3	,502	10,048	85,483			
4	,403	8,062	93,545			
5	,323	6,455	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
PM_01	,804
PM_02	,745
PM_03	,815
PM_04	,802
PM_05	,848

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,882
Bartlett's Test of Sphericity	Approx. Chi-Square	559,459
	df	10
	Sig.	,000

Communalities

	Initial	Extraction
KP_01	1,000	,725
KP_02	1,000	,790
KP_03	1,000	,697
KP_04	1,000	,685
KP_05	1,000	,635

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,533	70,655	70,655	3,533	70,655	70,655
2	,472	9,438	80,093			
3	,397	7,945	88,039			
4	,342	6,837	94,876			
5	,256	5,124	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
KP_01	,851
KP_02	,889
KP_03	,835
KP_04	,828
KP_05	,797

Extraction Method:
Principal Component
Analysis.

a. 1 components
extracted.

Factor Analysis**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,785
Bartlett's Test of Sphericity	Approx. Chi-Square	225,695
	df	6
	Sig.	,000

Communalities

	Initial	Extraction
SKP_01	1,000	,648
SKP_02	1,000	,533
SKP_03	1,000	,684
SKP_04	1,000	,601

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,467	61,666	61,666	2,467	61,666	61,666
2	,612	15,291	76,956			
3	,504	12,588	89,544			
4	,418	10,456	100,000			

Extraction Method: Principal Component Analysis.



Lampiran 3

UJI RELIABILITY

PKW

Reliability

Case Processing Summary

		N	%
Cases	Valid	200	100,0
	Excluded ^a	0	,0
	Total	200	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,912	6

PM

Reliability

Case Processing Summary

		N	%
Cases	Valid	200	100,0
	Excluded ^a	0	,0
	Total	200	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,859	5

WOM

Reliability**Case Processing Summary**

		N	%
Cases	Valid	200	100,0
	Excluded ^a	0	,0
	Total	200	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,913	5

KP

Reliability

Case Processing Summary

		N	%
Cases	Valid	200	100,0
	Excluded ^a	0	,0
	Total	200	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,893	5

SKP

Reliability

Case Processing Summary

		N	%
Cases	Valid	200	100,0
	Excluded ^a	0	,0
	Total	200	100,0

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

Reliability Statistics

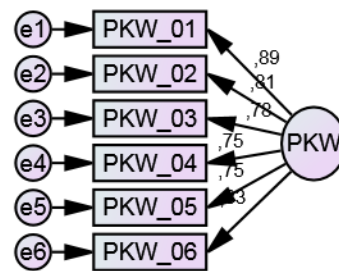
Cronbach's Alpha	N of Items
,782	4



Lampiran 4

CONFIRMATORY FACTOR ANALYSIS

Persepsi Kualitas Website



Chi-Square = 7,475

DF = 9

Probabilitas = ,588

RMSEA = ,000

GFI = ,988

AGFI = ,971

TLI = 1,003

CFI = 1,000

Model Fit Summary

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	12	7,475	9	,588	,831
Saturated model	21	,000	0		
Independence model	6	766,378	15	,000	51,092

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,015	,988	,971	,423
Saturated model	,000	1,000		
Independence model	,530	,326	,056	,233

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,990	,984	1,002	1,003	1,000
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,600	,594	,600
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	,000	,000	8,736
Saturated model	,000	,000	,000
Independence model	751,378	664,416	845,741

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	,038	,000	,000	,044
Saturated model	,000	,000	,000	,000
Independence model	3,851	3,776	3,339	4,250

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,000	,000	,070	,851
Independence model	,502	,472	,532	,000

AIC

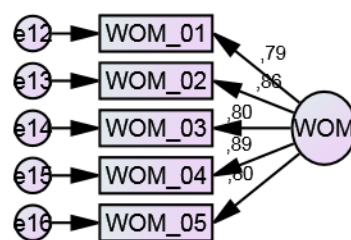
Model	AIC	BCC	BIC	CAIC
Default model	31,475	32,350	71,055	83,055
Saturated model	42,000	43,531	111,265	132,265
Independence model	778,378	778,815	798,168	804,168

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	,158	,166	,210	,163
Saturated model	,211	,211	,211	,219
Independence model	3,911	3,474	4,386	3,914

HOELTER

Model	HOELTER	HOELTER
	.05	.01
Default model	451	577
Independence model	7	8

Electronic Word of Mouth

Chi-Square = 4,856
 DF = 5
 Probabilitas = ,434
 RMSEA = ,000
 GFI = ,990
 AGFI = ,971
 TLI = 1,000
 CFI = 1,000

Model Fit Summary**CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	10	4,856	5	,434	,971
Saturated model	15	,000	0		
Independence model	5	670,255	10	,000	67,025

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,014	,990	,971	,330
Saturated model	,000	1,000		
Independence model	,560	,348	,023	,232

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,993	,986	1,000	1,000	1,000
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,500	,496	,500
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	,000	,000	9,372
Saturated model	,000	,000	,000
Independence model	660,255	579,065	748,844

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	,024	,000	,000	,047
Saturated model	,000	,000	,000	,000
Independence model	3,368	3,318	2,910	3,763

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,000	,000	,097	,681
Independence model	,576	,539	,613	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	24,856	25,477	57,839	67,839
Saturated model	30,000	30,933	79,475	94,475
Independence model	680,255	680,566	696,746	701,746

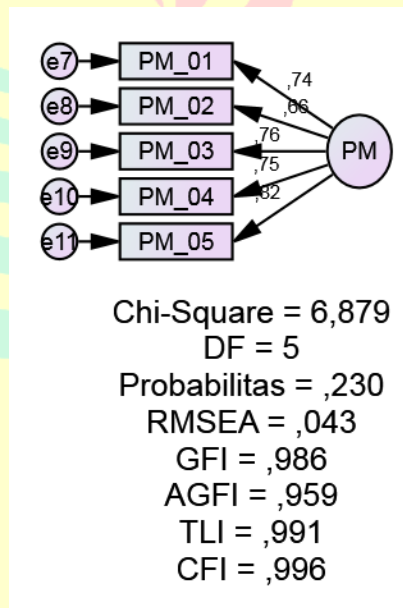
ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	,125	,126	,173	,128
Saturated model	,151	,151	,151	,155
Independence model	3,418	3,010	3,864	3,420

HOELTER

Model	HOELTER	HOELTER
	.05	.01
Default model	454	619
Independence model	6	7

Persepsi Manfaat



Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	10	6,879	5	,230	1,376
Saturated model	15	,000	0		
Independence model	5	430,912	10	,000	43,091

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,024	,986	,959	,329
Saturated model	,000	1,000		
Independence model	,520	,445	,168	,297

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,984	,968	,996	,991	,996
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,500	,492	,498
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	1,879	,000	13,014
Saturated model	,000	,000	,000
Independence model	420,912	356,682	492,554

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	,035	,009	,000	,065
Saturated model	,000	,000	,000	,000
Independence model	2,165	2,115	1,792	2,475

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,043	,000	,114	,479
Independence model	,460	,423	,498	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	26,879	27,501	59,862	69,862
Saturated model	30,000	30,933	79,475	94,475
Independence model	440,912	441,223	457,404	462,404

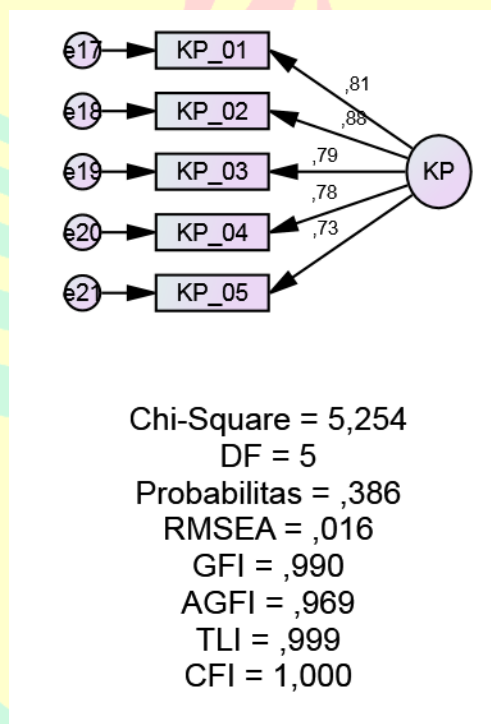
ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	,135	,126	,191	,138
Saturated model	,151	,151	,151	,155
Independence model	2,216	1,893	2,576	2,217

HOELTER

Model	HOELTER	HOELTER
	.05	.01
Default model	321	437
Independence model	9	11

Kepercayaan

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

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	10	5,254	5	,386	1,051
Saturated model	15	,000	0		
Independence model	5	566,577	10	,000	56,658

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,018	,990	,969	,330
Saturated model	,000	1,000		
Independence model	,521	,383	,075	,256

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,991	,981	1,000	,999	1,000
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,500	,495	,500
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	,254	,000	10,120
Saturated model	,000	,000	,000
Independence model	556,577	482,280	638,278

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	,026	,001	,000	,051
Saturated model	,000	,000	,000	,000
Independence model	2,847	2,797	2,424	3,207

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,016	,000	,101	,639
Independence model	,529	,492	,566	,000

AIC

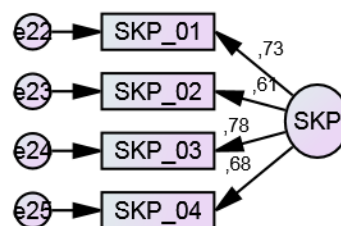
Model	AIC	BCC	BIC	CAIC
Default model	25,254	25,876	58,237	68,237
Saturated model	30,000	30,933	79,475	94,475
Independence model	576,577	576,888	593,068	598,068

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	,127	,126	,176	,130
Saturated model	,151	,151	,151	,155
Independence model	2,897	2,524	3,308	2,899

HOELTER

Model	HOELTER	HOELTER
	.05	.01
Default model	420	572
Independence model	7	9

Sikap

Chi-Square = 1,199

DF = 2

Probabilitas = ,549

RMSEA = ,000

GFI = ,997

AGFI = ,985

TLI = 1,011

CFI = 1,000

Model Fit Summary**CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	8	1,199	2	,549	,600
Saturated model	10	,000	0		
Independence model	4	228,180	6	,000	38,030

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,011	,997	,985	,199
Saturated model	,000	1,000		
Independence model	,361	,581	,301	,348

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,995	,984	1,004	1,011	1,000
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,333	,332	,333
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	,000	,000	5,821
Saturated model	,000	,000	,000
Independence model	222,180	176,468	275,311

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	,006	,000	,000	,029
Saturated model	,000	,000	,000	,000
Independence model	1,147	1,116	,887	1,383

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,000	,000	,121	,687
Independence model	,431	,384	,480	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	17,199	17,612	43,586	51,586
Saturated model	20,000	20,515	52,983	62,983
Independence model	236,180	236,386	249,373	253,373

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	,086	,090	,120	,089
Saturated model	,101	,101	,101	,103
Independence model	1,187	,957	1,454	1,188

HOELTER

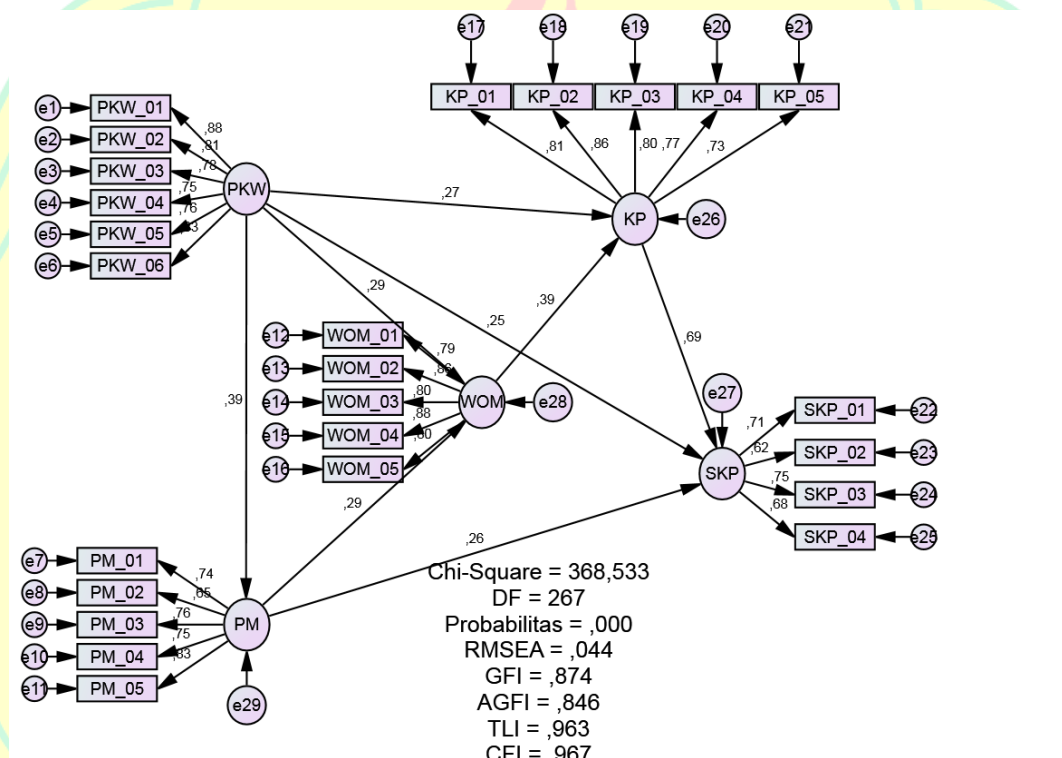
Model	HOELTER .05	HOELTER .01
Default model	995	1529
Independence model	11	15



Lampiran 5

UJI HIPOTESIS

Full Model



Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	58	368,533	267	,000	1,380
Saturated model	325	,000	0		
Independence model	25	3350,504	300	,000	11,168

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,069	,874	,846	,718
Saturated model	,000	1,000		
Independence model	,379	,214	,149	,198

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,890	,876	,967	,963	,967
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,890	,792	,860
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	101,533	55,089	156,029
Saturated model	,000	,000	,000
Independence model	3050,504	2867,999	3240,351

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	1,852	,510	,277	,784
Saturated model	,000	,000	,000	,000
Independence model	16,837	15,329	14,412	16,283

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,044	,032	,054	,831
Independence model	,226	,219	,233	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	484,533	501,966	675,835	733,835
Saturated model	650,000	747,688	1721,953	2046,953
Independence model	3400,504	3408,018	3482,962	3507,962

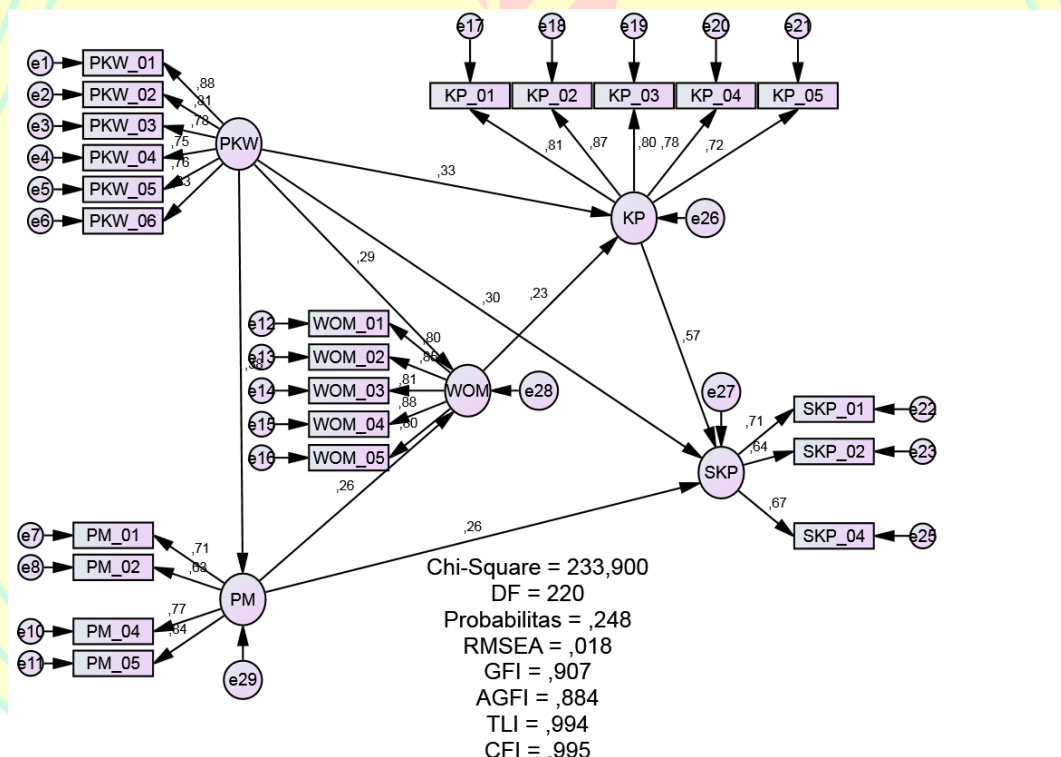
ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	2,435	2,201	2,709	2,522
Saturated model	3,266	3,266	3,266	3,757
Independence model	17,088	16,171	18,042	17,126

HOELTER

Model	HOELTER	HOELTER
	.05	.01
Default model	166	175
Independence model	21	22

Fit Model



Model Fit Summary**CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	56	233,900	220	,248	1,063
Saturated model	276	,000	0		
Independence model	23	2985,057	253	,000	11,799

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,041	,907	,884	,723
Saturated model	,000	1,000		
Independence model	,371	,231	,161	,211

Baseline Comparisons

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	,922	,910	,995	,994	,995
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,870	,801	,865
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	13,900	,000	54,759
Saturated model	,000	,000	,000
Independence model	2732,057	2559,790	2911,682

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	1,175	,070	,000	,275
Saturated model	,000	,000	,000	,000
Independence model	15,000	13,729	12,863	14,632

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,018	,000	,035	1,000
Independence model	,233	,225	,240	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	345,900	361,260	530,605	586,605
Saturated model	552,000	627,703	1462,336	1738,336
Independence model	3031,057	3037,366	3106,919	3129,919

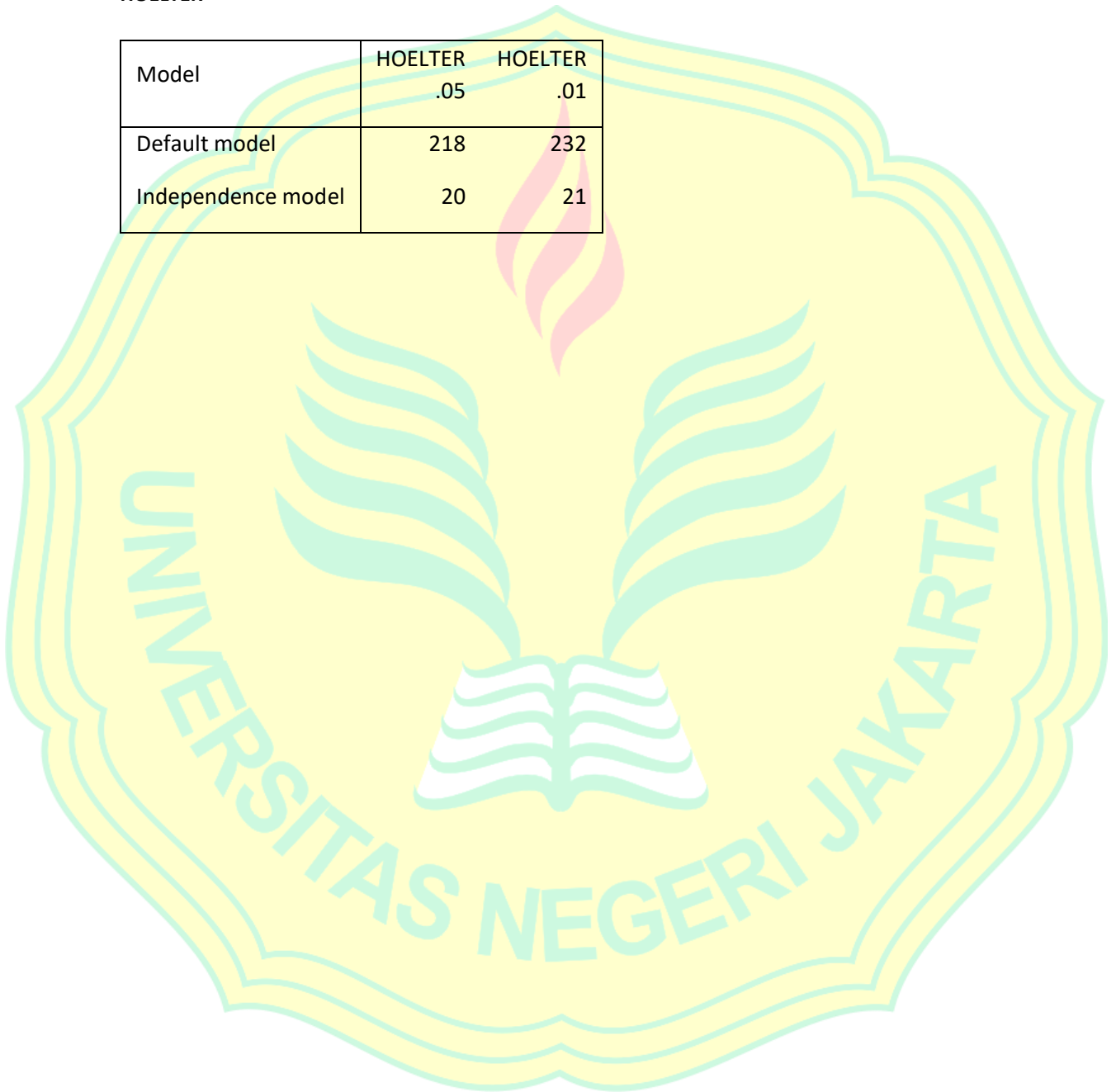
ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	1,738	1,668	1,944	1,815
Saturated model	2,774	2,774	2,774	3,154

Model	ECVI	LO 90	HI 90	MECVI
Independence model	15,231	14,366	16,134	15,263

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	218	232
Independence model	20	21



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
PM	<---	PKW	,368	,078	4,715	***	
WOM	<---	PKW	,284	,077	3,703	***	
WOM	<---	PM	,262	,085	3,092	,002	
KP	<---	WOM	,255	,082	3,094	,002	
KP	<---	PKW	,349	,082	4,243	***	
SKP	<---	KP	,392	,056	6,968	***	
SKP	<---	PKW	,218	,047	4,630	***	
SKP	<---	PM	,194	,058	3,358	***	
PKW_01	<---	PKW	1,000				
PKW_02	<---	PKW	,883	,060	14,711	***	
PKW_03	<---	PKW	,949	,069	13,744	***	
PKW_04	<---	PKW	,977	,076	12,897	***	
PKW_05	<---	PKW	,949	,072	13,102	***	
PKW_06	<---	PKW	,953	,062	15,438	***	
PM_01	<---	PM	1,000				
PM_02	<---	PM	,896	,110	8,125	***	
PM_04	<---	PM	1,077	,112	9,655	***	
PM_05	<---	PM	,973	,095	10,276	***	
WOM_01	<---	WOM	1,000				
WOM_02	<---	WOM	1,166	,085	13,710	***	
WOM_03	<---	WOM	1,028	,081	12,696	***	

	Estimate	S.E.	C.R.	P	Label
WOM_04 <--- WOM	,955	,067	14,171	***	
WOM_05 <--- WOM	,994	,079	12,525	***	
KP_01 <--- KP	1,000				
KP_02 <--- KP	,936	,066	14,129	***	
KP_03 <--- KP	,853	,068	12,522	***	
KP_04 <--- KP	,799	,065	12,220	***	
KP_05 <--- KP	,914	,083	11,069	***	
SKP_01 <--- SKP	1,000				
SKP_02 <--- SKP	,798	,091	8,749	***	
SKP_04 <--- SKP	1,315	,143	9,201	***	

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

	Estimate
PM <--- PKW	,384
WOM <--- PKW	,294
WOM <--- PM	,259
KP <--- WOM	,232
KP <--- PKW	,328
SKP <--- KP	,574
SKP <--- PKW	,300
SKP <--- PM	,256
PKW_01 <--- PKW	,883
PKW_02 <--- PKW	,810
PKW_03 <--- PKW	,779
PKW_04 <--- PKW	,749

	Estimate
PKW_05 <--- PKW	,756
PKW_06 <--- PKW	,833
PM_01 <--- PM	,710
PM_02 <--- PM	,635
PM_04 <--- PM	,767
PM_05 <--- PM	,840
WOM_01 <--- WOM	,799
WOM_02 <--- WOM	,855
WOM_03 <--- WOM	,807
WOM_04 <--- WOM	,876
WOM_05 <--- WOM	,799
KP_01 <--- KP	,807
KP_02 <--- KP	,871
KP_03 <--- KP	,796
KP_04 <--- KP	,781
KP_05 <--- KP	,724
SKP_01 <--- SKP	,712
SKP_02 <--- SKP	,638
SKP_04 <--- SKP	,671

Covariances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
e26 <--> e29	,245	,056	4,348	***	
e27 <--> e28	,110	,027	4,024	***	

Correlations: (Group number 1 - Default model)

	Estimate
e26 <--> e29	,439
e27 <--> e28	,873

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
PKW	,693	,089	7,774	***	
e29	,540	,102	5,315	***	
e28	,511	,079	6,484	***	
e26	,576	,089	6,469	***	
e27	,031	,023	1,364	,173	
e1	,196	,028	7,037	***	
e2	,282	,034	8,392	***	
e3	,405	,047	8,704	***	
e4	,517	,058	8,924	***	
e5	,467	,053	8,875	***	
e6	,278	,034	8,099	***	
e7	,623	,076	8,240	***	
e8	,755	,085	8,844	***	
e10	,514	,069	7,488	***	
e11	,250	,043	5,878	***	
e12	,368	,043	8,476	***	
e13	,324	,042	7,644	***	
e14	,366	,044	8,383	***	
e15	,178	,025	7,129	***	
e16	,363	,043	8,475	***	

	S K P	S K P	S K P	K P	K P	K P	K P	K P	W O M	W O M	W O M	W O M	W O M	P M	P M	P M	P M	P K W	P K W	P K W	P K W	P K W	P K W
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	4	2	1	5	4	3	2	1	5	4	3	2	1	5	4	2	1	6	5	4	3	2	1
	4	5	7	0	6	7	8	5	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
	3	9	1	2	5	1	3	7	0	0	0	0	0	4	8	4	6	0	0	0	0	0	0
SK	,	,	,	,	,	,	,	,	,	,	,	,	,	,	,	,	,	,	,	,	,	,	,
P	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	3	5	6	3	6	6	0	6	2	5	2	3	2	5	2	1	2	2	1	1	1	2	4
	7	0	0	9	3	5	8	0	8	5	9	7	8	1	8	6	1	7	6	5	9	5	1

Total Effects (Group number 1 - Default model)

	PKW	PM	WOM	KP	SKP
PM	,368	,000	,000	,000	,000
WOM	,381	,262	,000	,000	,000
KP	,446	,067	,255	,000	,000
SKP	,464	,220	,100	,392	,000
SKP_04	,610	,289	,131	,515	1,315
SKP_02	,370	,175	,080	,313	,798
SKP_01	,464	,220	,100	,392	1,000
KP_05	,408	,061	,233	,914	,000
KP_04	,357	,053	,204	,799	,000
KP_03	,380	,057	,218	,853	,000
KP_02	,418	,063	,239	,936	,000
KP_01	,446	,067	,255	1,000	,000
WOM_05	,378	,260	,994	,000	,000
WOM_04	,364	,250	,955	,000	,000
WOM_03	,391	,269	1,028	,000	,000

	PKW	PM	WOM	KP	SKP
WOM_02	,444	,305	1,166	,000	,000
WOM_01	,381	,262	1,000	,000	,000
PM_05	,358	,973	,000	,000	,000
PM_04	,396	1,077	,000	,000	,000
PM_02	,330	,896	,000	,000	,000
PM_01	,368	1,000	,000	,000	,000
PKW_06	,953	,000	,000	,000	,000
PKW_05	,949	,000	,000	,000	,000
PKW_04	,977	,000	,000	,000	,000
PKW_03	,949	,000	,000	,000	,000
PKW_02	,883	,000	,000	,000	,000
PKW_01	1,000	,000	,000	,000	,000

Standardized Total Effects (Group number 1 - Default model)

	PKW	PM	WOM	KP	SKP
PM	,384	,000	,000	,000	,000
WOM	,394	,259	,000	,000	,000
KP	,420	,060	,232	,000	,000
SKP	,640	,290	,133	,574	,000
SKP_04	,429	,195	,089	,385	,671
SKP_02	,408	,185	,085	,366	,638
SKP_01	,456	,207	,095	,409	,712
KP_05	,304	,043	,168	,724	,000
KP_04	,328	,047	,181	,781	,000
KP_03	,334	,048	,185	,796	,000

	PKW	PM	WOM	KP	SKP
KP_02	,365	,052	,202	,871	,000
KP_01	,339	,048	,187	,807	,000
WOM_05	,314	,207	,799	,000	,000
WOM_04	,345	,227	,876	,000	,000
WOM_03	,318	,209	,807	,000	,000
WOM_02	,336	,221	,855	,000	,000
WOM_01	,314	,207	,799	,000	,000
PM_05	,323	,840	,000	,000	,000
PM_04	,295	,767	,000	,000	,000
PM_02	,244	,635	,000	,000	,000
PM_01	,273	,710	,000	,000	,000
PKW_06	,833	,000	,000	,000	,000
PKW_05	,756	,000	,000	,000	,000
PKW_04	,749	,000	,000	,000	,000
PKW_03	,779	,000	,000	,000	,000
PKW_02	,810	,000	,000	,000	,000
PKW_01	,883	,000	,000	,000	,000

Direct Effects (Group number 1 - Default model)

	PKW	PM	WOM	KP	SKP
PM	,368	,000	,000	,000	,000
WOM	,284	,262	,000	,000	,000
KP	,349	,000	,255	,000	,000
SKP	,218	,194	,000	,392	,000
SKP_04	,000	,000	,000	,000	1,315

	PKW	PM	WOM	KP	SKP
SKP_02	,000	,000	,000	,000	,798
SKP_01	,000	,000	,000	,000	1,000
KP_05	,000	,000	,000	,914	,000
KP_04	,000	,000	,000	,799	,000
KP_03	,000	,000	,000	,853	,000
KP_02	,000	,000	,000	,936	,000
KP_01	,000	,000	,000	1,000	,000
WOM_05	,000	,000	,994	,000	,000
WOM_04	,000	,000	,955	,000	,000
WOM_03	,000	,000	1,028	,000	,000
WOM_02	,000	,000	1,166	,000	,000
WOM_01	,000	,000	1,000	,000	,000
PM_05	,000	,973	,000	,000	,000
PM_04	,000	1,077	,000	,000	,000
PM_02	,000	,896	,000	,000	,000
PM_01	,000	1,000	,000	,000	,000
PKW_06	,953	,000	,000	,000	,000
PKW_05	,949	,000	,000	,000	,000
PKW_04	,977	,000	,000	,000	,000
PKW_03	,949	,000	,000	,000	,000
PKW_02	,883	,000	,000	,000	,000
PKW_01	1,000	,000	,000	,000	,000

Standardized Direct Effects (Group number 1 - Default model)

	PKW	PM	WOM	KP	SKP
PM	,384	,000	,000	,000	,000
WOM	,294	,259	,000	,000	,000
KP	,328	,000	,232	,000	,000
SKP	,300	,256	,000	,574	,000
SKP_04	,000	,000	,000	,000	,671
SKP_02	,000	,000	,000	,000	,638
SKP_01	,000	,000	,000	,000	,712
KP_05	,000	,000	,000	,724	,000
KP_04	,000	,000	,000	,781	,000
KP_03	,000	,000	,000	,796	,000
KP_02	,000	,000	,000	,871	,000
KP_01	,000	,000	,000	,807	,000
WOM_05	,000	,000	,799	,000	,000
WOM_04	,000	,000	,876	,000	,000
WOM_03	,000	,000	,807	,000	,000
WOM_02	,000	,000	,855	,000	,000
WOM_01	,000	,000	,799	,000	,000
PM_05	,000	,840	,000	,000	,000
PM_04	,000	,767	,000	,000	,000
PM_02	,000	,635	,000	,000	,000
PM_01	,000	,710	,000	,000	,000
PKW_06	,833	,000	,000	,000	,000
PKW_05	,756	,000	,000	,000	,000
PKW_04	,749	,000	,000	,000	,000

	PKW	PM	WOM	KP	SKP
PKW_03	,779	,000	,000	,000	,000
PKW_02	,810	,000	,000	,000	,000
PKW_01	,883	,000	,000	,000	,000

Indirect Effects (Group number 1 - Default model)

	PKW	PM	WOM	KP	SKP
PM	,000	,000	,000	,000	,000
WOM	,096	,000	,000	,000	,000
KP	,097	,067	,000	,000	,000
SKP	,246	,026	,100	,000	,000
SKP_04	,610	,289	,131	,515	,000
SKP_02	,370	,175	,080	,313	,000
SKP_01	,464	,220	,100	,392	,000
KP_05	,408	,061	,233	,000	,000
KP_04	,357	,053	,204	,000	,000
KP_03	,380	,057	,218	,000	,000
KP_02	,418	,063	,239	,000	,000
KP_01	,446	,067	,255	,000	,000
WOM_05	,378	,260	,000	,000	,000
WOM_04	,364	,250	,000	,000	,000
WOM_03	,391	,269	,000	,000	,000
WOM_02	,444	,305	,000	,000	,000
WOM_01	,381	,262	,000	,000	,000
PM_05	,358	,000	,000	,000	,000
PM_04	,396	,000	,000	,000	,000

	PKW	PM	WOM	KP	SKP
PM_02	,330	,000	,000	,000	,000
PM_01	,368	,000	,000	,000	,000
PKW_06	,000	,000	,000	,000	,000
PKW_05	,000	,000	,000	,000	,000
PKW_04	,000	,000	,000	,000	,000
PKW_03	,000	,000	,000	,000	,000
PKW_02	,000	,000	,000	,000	,000
PKW_01	,000	,000	,000	,000	,000

Standardized Indirect Effects (Group number 1 - Default model)

	PKW	PM	WOM	KP	SKP
PM	,000	,000	,000	,000	,000
WOM	,099	,000	,000	,000	,000
KP	,091	,060	,000	,000	,000
SKP	,339	,035	,133	,000	,000
SKP_04	,429	,195	,089	,385	,000
SKP_02	,408	,185	,085	,366	,000
SKP_01	,456	,207	,095	,409	,000
KP_05	,304	,043	,168	,000	,000
KP_04	,328	,047	,181	,000	,000
KP_03	,334	,048	,185	,000	,000
KP_02	,365	,052	,202	,000	,000
KP_01	,339	,048	,187	,000	,000
WOM_05	,314	,207	,000	,000	,000
WOM_04	,345	,227	,000	,000	,000

	PKW	PM	WOM	KP	SKP
WOM_03	,318	,209	,000	,000	,000
WOM_02	,336	,221	,000	,000	,000
WOM_01	,314	,207	,000	,000	,000
PM_05	,323	,000	,000	,000	,000
PM_04	,295	,000	,000	,000	,000
PM_02	,244	,000	,000	,000	,000
PM_01	,273	,000	,000	,000	,000
PKW_06	,000	,000	,000	,000	,000
PKW_05	,000	,000	,000	,000	,000
PKW_04	,000	,000	,000	,000	,000
PKW_03	,000	,000	,000	,000	,000
PKW_02	,000	,000	,000	,000	,000
PKW_01	,000	,000	,000	,000	,000



DAFTAR RIWAYAT HIDUP

DATA PRIBADI

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DATA PENDIDIKAN

Sekolah Dasar : SDS Perguruan Rakyat 4 (Tahun 2001 – 2007)
SMP : SMPN 27 JAKARTA (Tahun 2007 – 2010)
SMA : SMAN 53 JAKARTA (Tahun 2010 – 2013)
Perguruan Tinggi : D3 Universitas Negeri Jakarta (Tahun 2013 – 2016)
Jurusan : Marketing Management

PENGALAMAN KERJA

- Magang di PT TASPEN (Persero) Departemen Hubungan Masyarakat selama 2 Bulan (Juni-Agustus 2015)
- Field promotion di PT. Uber Indonesia Technology selama 1 bulan (Desember 2016)
- Admin Support di PT. Kinaya Adamika Jaya selama kurang lebih 2 tahun (Februari 2017 – November 2019)