

LAMPIRAN

Lampiran 1. Kuesioner

No:

Data responden:

1. Jenis kelamin: (pilih salah satu)
 Laki-laki perempuan
2. Usia: (pilih salah satu)
 - a. 18 – 19 tahun c. 22 – 23 tahun
 - b. 20 – 21 tahun d. 24 – 25 tahun
3. Fakultas / angkatan:
4. Asal kota (sebutkan):
5. Apa kartu GSM yang anda pakai? Dan berapa lama anda memakai kartu tersebut? (sebutkan)
(no.2 jika anda punya lebih dari 1 nomor)
 1. merek 1: _____ lama pakai: _____
 2. merek 2: _____ lama pakai: _____
6. Berapakah pengeluaran anda untuk pulsa dalam sebulan? (pilih salah satu)
 - a. Kurang dari Rp.50.000 c. Rp.101.000 – Rp.200.000 e. lebih dari Rp.301.000
 - b. Rp.51.000 – Rp.100.000 d. Rp.201.000 – Rp.300.000
7. Berapa jumlah kartu / nomor seluler yang anda miliki? (pilih salah satu)
 - a. 1 b. 2 c. 3 d. 4 e. lebih dari 4
8. Berapa kali anda pernah berganti nomor seluler?
 - a. Belum pernah b. 1 kali c. 2 kali d. 3 kali e. lebih dari 3 kali

Beri tanda (X) atau lingkari pada angka yang telah tersedia menurut tingkat persetujuan anda terhadap variabel yang ditanyakan.

Keterangan : STS = sangat tidak setuju
 TS = tidak setuju
 N = netral
 S = setuju
 SS = sangat setuju

Switching Cost

No.	Pertanyaan	STS	TS	N	S	SS
1.	Jika saya pindah ke operator seluler baru, maka akan menimbulkan biaya tambahan	1	2	3	4	5
2.	Jika saya pindah ke operator seluler baru, pelayanan yang diberikan operator baru mungkin tidak akan berjalan sesuai dengan yang diperkirakan	1	2	3	4	5
3.	Saya tidak yakin bahwa biaya operator telepon seluler baru akan lebih murah bagi saya.	1	2	3	4	5
4.	Jika saya pindah ke operator seluler baru maka saya harus membandingkannya dengan operator lain (jangkauan, biaya, fasilitas)	1	2	3	4	5
5.	Walaupun saya memiliki informasi yang lengkap mengenai operator, membandingkan operator adalah hal yang memakan waktu dan tenaga.	1	2	3	4	5
6.	Jika saya pindah ke operator seluler baru maka saya harus harus mempelajari lagi cara menggunakan fasilitas-fasilitas yang ada di operator baru.	1	2	3	4	5
7.	Jika saya pindah ke operator seluler baru saya khawatir banyak orang yang tidak tahu nomor baru saya.	1	2	3	4	5

Customer loyalty

No.	Pertanyaan	STS	TS	N	S	SS
1.	Saya akan tetap menggunakan operator GSM ini	1	2	3	4	5
2.	Kalau saya membeli nomor baru, maka saya akan membeli nomor dari operator yang sama	1	2	3	4	5
3.	Saya merekomendasikan operator ini kepada orang di lingkungan saya.	1	2	3	4	5
4.	Saya menganjurkan teman-teman untuk menggunakan operator GSM ini.	1	2	3	4	5
5.	Walaupun operator lain lebih murah, saya akan tetap memakai operator ini.	1	2	3	4	5

Corporate image:

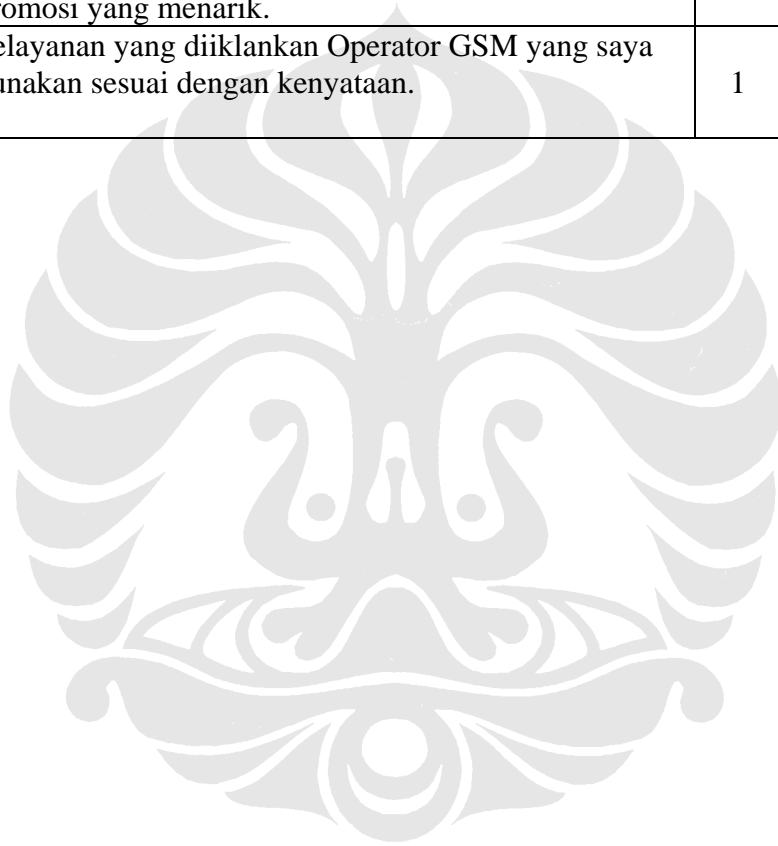
No.	Pertanyaan	STS	TS	N	S	SS
1.	Operator GSM yang saya gunakan merupakan perusahaan yang berpengalaman dan stabil.	1	2	3	4	5
2.	Operator GSM yang saya gunakan inovatif dan berwawasan ke depan.	1	2	3	4	5
3.	Operator GSM yang saya gunakan memberikan kontribusi sosial kepada masyarakat.	1	2	3	4	5
4.	Operator GSM yang saya gunakan adalah operator GSM yang terkemuka di Indonesia.	1	2	3	4	5
5.	Operator GSM yang saya gunakan memiliki citra positif di mata masyarakat	1	2	3	4	5

Trust:

No.	Pertanyaan	STS	TS	N	S	SS
1.	Saya mempercayai operator GSM yang saya gunakan.	1	2	3	4	5
2.	Saya yakin saya dapat mengandalkan pelayanan operator GSM yang saya gunakan	1	2	3	4	5
3.	Saya percaya sistem pembayaran operator GSM yang saya gunakan.	1	2	3	4	5
4.	Saya percaya operator GSM yang saya gunakan tidak akan mencurangi saya.	1	2	3	4	5
5.	Operator ini dapat diandalkan karena mengutamakan kepentingan konsumen	1	2	3	4	5

Service quality:

No.	Pertanyaan	STS	TS	N	S	SS
1.	Operator GSM yang saya gunakan memiliki jaringan yang luas.	1	2	3	4	5
2.	Operator GSM yang saya gunakan memiliki <i>customer service</i> yang baik.	1	2	3	4	5
3.	Operator GSM yang saya gunakan memiliki fasilitas tambahan (GPRS, WAP, MMS) yang baik.	1	2	3	4	5
4.	Operator GSM yang saya gunakan memiliki gerai resmi yang bagus.	1	2	3	4	5
5.	Operator GSM yang saya gunakan memiliki program promosi yang menarik.	1	2	3	4	5
6.	Pelayanan yang diiklankan Operator GSM yang saya gunakan sesuai dengan kenyataan.	1	2	3	4	5



Lampiran 2. Tabel Statistic Descriptive (SPSS 16.0)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
gender	140	1	2	1.50	.502
age	140	1	4	1.94	.995
fak	140	1	10	5.50	2.883
angk	140	2	7	5.63	1.299
kota	140	1	7	2.71	2.352
merek	140	1	4	2.64	.702
lama	140	1	12	4.11	2.212
exp	140	1	5	2.28	1.151
jmlh	140	1	5	1.72	.690
ganti	140	1	5	3.04	1.365
Valid N (listwise)	140				



Lampiran 3. Tabel Output *Crosstab* yang diuji dan tidak signifikan (SPSS 16.0)

3.1. Kota asal responden dengan jumla kartu yang dimiliki

Crosstab

			jmlh					Total
			1	2	3	4	Lebih dari 4	
kota	Jakarta	Count	30	47	3	0	0	80
		% within kota	37.5%	58.8%	3.8%	.0%	.0%	100.0%
	Depok	Count	4	7	0	0	0	11
		% within kota	36.4%	63.6%	.0%	.0%	.0%	100.0%
	Bogor	Count	3	2	0	0	0	5
		% within kota	60.0%	40.0%	.0%	.0%	.0%	100.0%
	Tangerang	Count	3	6	0	0	0	9
		% within kota	33.3%	66.7%	.0%	.0%	.0%	100.0%
	Bekasi	Count	2	4	0	0	1	7
		% within kota	28.6%	57.1%	.0%	.0%	14.3%	100.0%
	Medan	Count	3	2	0	0	0	5
		% within kota	60.0%	40.0%	.0%	.0%	.0%	100.0%
	Kota Lain	Count	6	14	1	1	1	23
		% within kota	26.1%	60.9%	4.3%	4.3%	4.3%	100.0%
Total		Count	51	82	4	1	2	140
		% within kota	36.4%	58.6%	2.9%	.7%	1.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.719 ^a	24	.655
Likelihood Ratio	15.946	24	.890
Linear-by-Linear Association	3.657	1	.056
N of Valid Cases	140		

a. 29 cells (82.9%) have expected count less than 5. The minimum expected count is .04.

3.2. Kota asal responden dengan pengeluaran pulsa responden dalam 1 bulan

Crosstab

			exp					Total
			< Rp.50.000	Rp.51.000 – Rp.100.000	Rp.101.000 – Rp.200.000	Rp.201.000 – Rp.300.000	> Rp.301.000	
kota	Jakarta	Count	24	26	14	10	6	80
		% within kota	30.0%	32.5%	17.5%	12.5%	7.5%	100.0%
	Depok	Count	3	5	3	0	0	11
		% within kota	27.3%	45.5%	27.3%	.0%	.0%	100.0%
	Bogor	Count	3	2	0	0	0	5
		% within kota	60.0%	40.0%	.0%	.0%	.0%	100.0%
	Tangerang	Count	3	5	1	0	0	9
		% within kota	33.3%	55.6%	11.1%	.0%	.0%	100.0%
	Bekasi	Count	2	1	3	1	0	7
		% within kota	28.6%	14.3%	42.9%	14.3%	.0%	100.0%
	Medan	Count	1	1	3	0	0	5
		% within kota	20.0%	20.0%	60.0%	.0%	.0%	100.0%
	Kota Lain	Count	6	6	6	4	1	23
		% within kota	26.1%	26.1%	26.1%	17.4%	4.3%	100.0%
Total		Count	42	46	30	15	7	140
		% within kota	30.0%	32.9%	21.4%	10.7%	5.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.017 ^a	24	.696
Likelihood Ratio	24.104	24	.456
Linear-by-Linear Association	.087	1	.768
N of Valid Cases	140		

a. 29 cells (82.9%) have expected count less than 5. The minimum expected count is .25.



3.3. Fakultas asal responden dengan frekuensi ganti kartu

Crosstab

			ganti					Total
			Belum pernah	1 kali	2 kali	3 kali	Lebih dari 3 kali	
fak	FE	Count	2	6	2	2	2	14
		% within fak	14.3%	42.9%	14.3%	14.3%	14.3%	100.0%
	FISIP	Count	3	2	7	1	1	14
		% within fak	21.4%	14.3%	50.0%	7.1%	7.1%	100.0%
	FH	Count	1	3	5	0	5	14
		% within fak	7.1%	21.4%	35.7%	.0%	35.7%	100.0%
	FIB	Count	0	6	1	2	5	14
		% within fak	.0%	42.9%	7.1%	14.3%	35.7%	100.0%
	FASILKOM	Count	2	5	5	0	2	14
		% within fak	14.3%	35.7%	35.7%	.0%	14.3%	100.0%
	FMIPA	Count	0	1	4	4	5	14
		% within fak	.0%	7.1%	28.6%	28.6%	35.7%	100.0%
	FPsi	Count	4	2	2	3	3	14
		% within fak	28.6%	14.3%	14.3%	21.4%	21.4%	100.0%
	FIK	Count	3	4	3	1	3	14
		% within fak	21.4%	28.6%	21.4%	7.1%	21.4%	100.0%
	FKM	Count	2	3	2	4	3	14
		% within fak	14.3%	21.4%	14.3%	28.6%	21.4%	100.0%
	FT	Count	3	4	3	2	2	14
		% within fak	21.4%	28.6%	21.4%	14.3%	14.3%	100.0%
Total		Count	20	36	34	19	31	140
		% within fak	14.3%	25.7%	24.3%	13.6%	22.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.319 ^a	36	.285
Likelihood Ratio	46.971	36	.104
Linear-by-Linear Association	.020	1	.889
N of Valid Cases	140		

a. 50 cells (100.0%) have expected count less than 5. The minimum expected count is 1.90.



3.4. Gender dengan frekuensi ganti kartu

Crosstab

			ganti					Total
			Belum pernah	1 kali	2 kali	3 kali	Lebih dari 3 kali	
gender	Laki-laki	Count	9	16	18	11	16	70
		% within gender	12.9%	22.9%	25.7%	15.7%	22.9%	100.0%
	Perempuan	Count	11	20	16	8	15	70
		% within gender	15.7%	28.6%	22.9%	11.4%	21.4%	100.0%
Total		Count	20	36	34	19	31	140
		% within gender	14.3%	25.7%	24.3%	13.6%	22.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.268 ^a	4	.867
Likelihood Ratio	1.271	4	.866
Linear-by-Linear Association	.648	1	.421
N of Valid Cases	140		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.50.

3.5. Gender dengan jumla kartu yang dimiliki

Crosstab

			jmlh					Total
			1	2	3	4	Lebih dari 4	
gender	Laki-laki	Count	27	40	1	1	1	70
		% within gender	38.6%	57.1%	1.4%	1.4%	1.4%	100.0%
	Perempuan	Count	24	42	3	0	1	70
		% within gender	34.3%	60.0%	4.3%	.0%	1.4%	100.0%
Total		Count	51	82	4	1	2	140
		% within gender	36.4%	58.6%	2.9%	.7%	1.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.225 ^a	4	.694
Likelihood Ratio	2.658	4	.617
Linear-by-Linear Association	.135	1	.713
N of Valid Cases	140		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .50.

3.6. Gender dengan merek yang sedang dipakai oleh responden

Crosstab

			merek				Total
			"3"	Indosat	Telkomsel	XL	
gender	Laki-laki	Count	0	27	31	12	70
		% within gender	.0%	38.6%	44.3%	17.1%	100.0%
	Perempuan	Count	1	39	25	5	70
		% within gender	1.4%	55.7%	35.7%	7.1%	100.0%
Total	Count	1	66	56	17	140	
	% within gender	.7%	47.1%	40.0%	12.1%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.707 ^a	3	.082
Likelihood Ratio	7.194	3	.066
Linear-by-Linear Association	6.399	1	.011
N of Valid Cases	140		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is .50.

Lampiran 4. Syntax dan Output Analisis Pengukuran

4. 1. Syntax Analisis Pengukuran Awal

Raw Data from File data.psf
Latent variables: Switch Loyalty Image Trust Quality

Relationships:
swit1 - swit7 = Switch
loy1 - loy5 = Loyalty
img1 - img5 = Image
tru1 - tru5 = Trust
qua1 - qua6 = Quality

Path Diagram
End of Problem

4.2. Output Analisis Pengukuran Awal

Goodness of Fit Statistics

Degrees of Freedom = 340

Minimum Fit Function Chi-Square = 671.91 (P = 0.0)

Normal Theory Weighted Least Squares Chi-Square = 712.47 (P = 0.0)

Estimated Non-centrality Parameter (NCP) = 372.47

90 Percent Confidence Interval for NCP = (299.70 ; 453.01)

Minimum Fit Function Value = 4.83

Population Discrepancy Function Value (F0) = 2.68

90 Percent Confidence Interval for F0 = (2.16 ; 3.26)

Root Mean Square Error of Approximation (RMSEA) = 0.089

90 Percent Confidence Interval for RMSEA = (0.080 ; 0.098)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 6.08

90 Percent Confidence Interval for ECVI = (5.55 ; 6.65)

ECVI for Saturated Model = 5.84

ECVI for Independence Model = 21.21

Chi-Square for Independence Model with 378 Degrees of Freedom = 2892.50

Independence AIC = 2948.50

Model AIC = 844.47

Saturated AIC = 812.00

Independence CAIC = 3058.87

Model CAIC = 1104.62

Saturated CAIC = 2412.31

Normed Fit Index (NFI) = 0.77

Non-Normed Fit Index (NNFI) = 0.85

Parsimony Normed Fit Index (PNFI) = 0.69

Comparative Fit Index (CFI) = 0.87
 Incremental Fit Index (IFI) = 0.87
 Relative Fit Index (RFI) = 0.74

Critical N (CN) = 84.49

Root Mean Square Residual (RMR) = 0.070
 Standardized RMR = 0.11
 Goodness of Fit Index (GFI) = 0.73
 Adjusted Goodness of Fit Index (AGFI) = 0.68
 Parsimony Goodness of Fit Index (PGFI) = 0.61

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
swit2	Loyalty	8.3	0.22
loy1	Image	14.1	0.22
loy1	Trust	13.5	0.24
loy1	Quality	14.4	0.23
loy5	Image	13.0	0.30
loy5	Trust	17.7	0.38
loy5	Quality	14.4	0.33
tru1	Loyalty	8.5	0.15
qua1	Switch	8.5	0.20
qua5	Loyalty	8.4	0.22
qua6	Trust	8.1	0.30

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
loy1	swit7	13.1	0.11
loy2	swit4	9.9	-0.20
loy4	loy3	60.7	1.73
loy5	loy1	16.5	0.18
img1	loy2	10.3	-0.15
tru2	tru1	21.6	0.12
tru4	tru3	22.6	0.20
tru5	tru1	15.0	-0.10
tru5	tru3	11.9	0.12
tru5	tru4	28.8	0.21
qua1	img1	12.8	0.12
qua4	tru2	8.3	-0.07
qua5	loy3	9.7	0.11
qua6	img3	14.0	0.15
qua6	tru3	8.7	0.12

Time used: 0.234 Seconds

4.3. Syntax Analisis Pengukuran Akhir

Raw Data from File data.psf

Latent variables: Switch Loyalty Image Trust Quality

Relationships:

swit5 = 1 * Switch

loy3 - loy4 = Loyalty

img1 - img5 = Image

tru1 - tru5 = Trust

qua1 - qua4 = Quality

Set Error Variance of swit5 to 0.14

Set Error Variance of tru3 to 0.35

Let Error Covariance of tru2 and tru1 Free

Let Error Covariance of tru5 and tru1 Free

Let Error Covariance of tru5 and tru4 Free

Let Error Covariance of img1 and img3 Free

Let Error Covariance of img2 and img4 Free

Let Error Covariance of img3 and tru3 Free

Let Error Covariance of tru2 and img4 Free

Let Error Covariance of tru5 and swit5 Free

Let Error Covariance of loy3 and img2 Free

Let Error Covariance of tru4 and tru3 Free

Let Error Covariance of qua3 and qua1 Free

Let Error Covariance of img4 and img3 Free

Let Error Covariance of img4 and swit5 Free

Options: SC

Path Diagram

End of Problem

4.4. Output Analisis Pengukuran Akhir

Goodness of Fit Statistics

Degrees of Freedom = 98

Minimum Fit Function Chi-Square = 131.11 (P = 0.014)

Normal Theory Weighted Least Squares Chi-Square = 132.06 (P = 0.012)

Estimated Non-centrality Parameter (NCP) = 34.06

90 Percent Confidence Interval for NCP = (8.05 ; 68.13)

Minimum Fit Function Value = 0.94

Population Discrepancy Function Value (F0) = 0.25

90 Percent Confidence Interval for F0 = (0.058 ; 0.49)

Root Mean Square Error of Approximation (RMSEA) = 0.050

90 Percent Confidence Interval for RMSEA = (0.024 ; 0.071)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.48

Expected Cross-Validation Index (ECVI) = 1.74

90 Percent Confidence Interval for ECVI = (1.55 ; 1.99)

ECVI for Saturated Model = 2.20

ECVI for Independence Model = 13.54

Chi-Square for Independence Model with 136 Degrees of Freedom = 1847.84

Independence AIC = 1881.84

Model AIC = 242.06

Saturated AIC = 306.00

Independence CAIC = 1948.85

Model CAIC = 458.85

Saturated CAIC = 909.07

Normed Fit Index (NFI) = 0.93

Non-Normed Fit Index (NNFI) = 0.97

Parsimony Normed Fit Index (PNFI) = 0.67

Comparative Fit Index (CFI) = 0.98

Incremental Fit Index (IFI) = 0.98

Relative Fit Index (RFI) = 0.90

Critical N (CN) = 142.51

Root Mean Square Residual (RMR) = 0.038

Standardized RMR = 0.065

Goodness of Fit Index (GFI) = 0.90

Adjusted Goodness of Fit Index (AGFI) = 0.85

Parsimony Goodness of Fit Index (PGFI) = 0.58

The Modification Indices Suggest to Add an Error Covariance

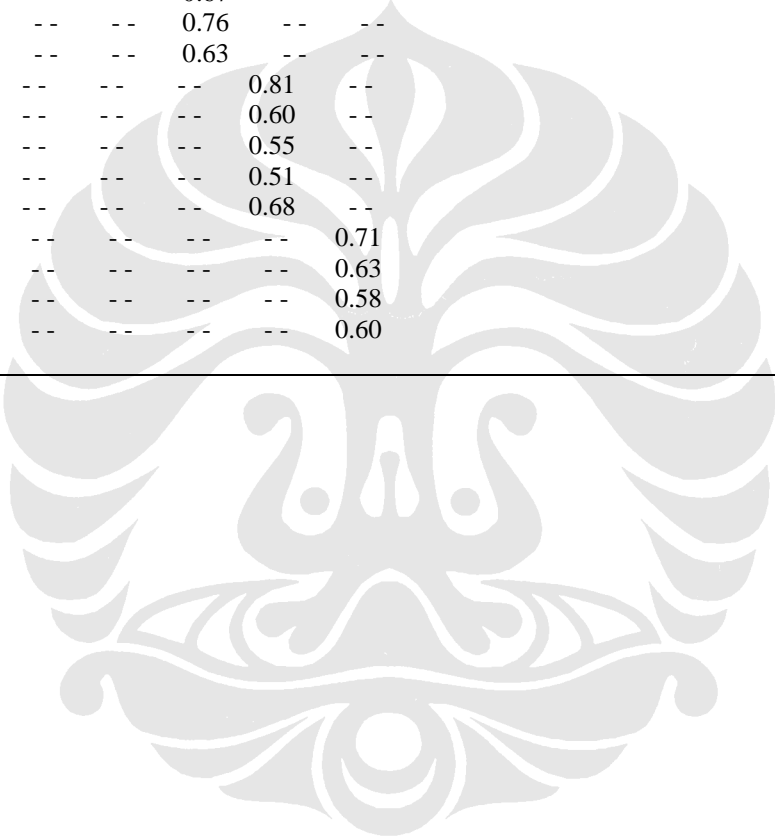
Between and Decrease in Chi-Square New Estimate

tru5	tru3	8.9	0.11
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Completely Standardized Solution

LAMBDA-X

	Switch	Loyalty	Image	Trust	Quality
swit5	0.92	--	--	--	--
loy3	--	0.86	--	--	--
loy4	--	0.90	--	--	--
img1	--	--	0.78	--	--
img2	--	--	0.77	--	--
img3	--	--	0.67	--	--
img4	--	--	0.76	--	--
img5	--	--	0.63	--	--
tru1	--	--	--	0.81	--
tru2	--	--	--	0.60	--
tru3	--	--	--	0.55	--
tru4	--	--	--	0.51	--
tru5	--	--	--	0.68	--
qua1	--	--	--	--	0.71
qua2	--	--	--	--	0.63
qua3	--	--	--	--	0.58
qua4	--	--	--	--	0.60



4.5. Perhitungan *Construct Reliability* (CR) dan *Variance Extracted* (VE)

Rumus CR dan VE:

$$CR = \frac{(\sum \text{Standardized Loading})^2}{(\sum \text{Standardized Loading})^2 + \sum \text{Error}}$$

$$VE = \frac{\sum \text{Standardized Loading}^2}{N}$$

di mana N adalah banyaknya variabel teramati

img1	0.78	0.61	0.4
img2	0.77	0.59	0.41
img3	0.67	0.45	0.55
img4	0.76	0.58	0.43
img5	0.63	0.40	0.6
	3.61	2.62	2.39

CR = 0.85

VE = 0.52

swit5	0.92	0.85	0.15
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CR = 0.85

VE = 0.85

loy3	0.86	0.74	0.25
loy4	0.9	0.81	0.2
	1.76	2.40	0.45

CR = 0.87

VE = 0.84

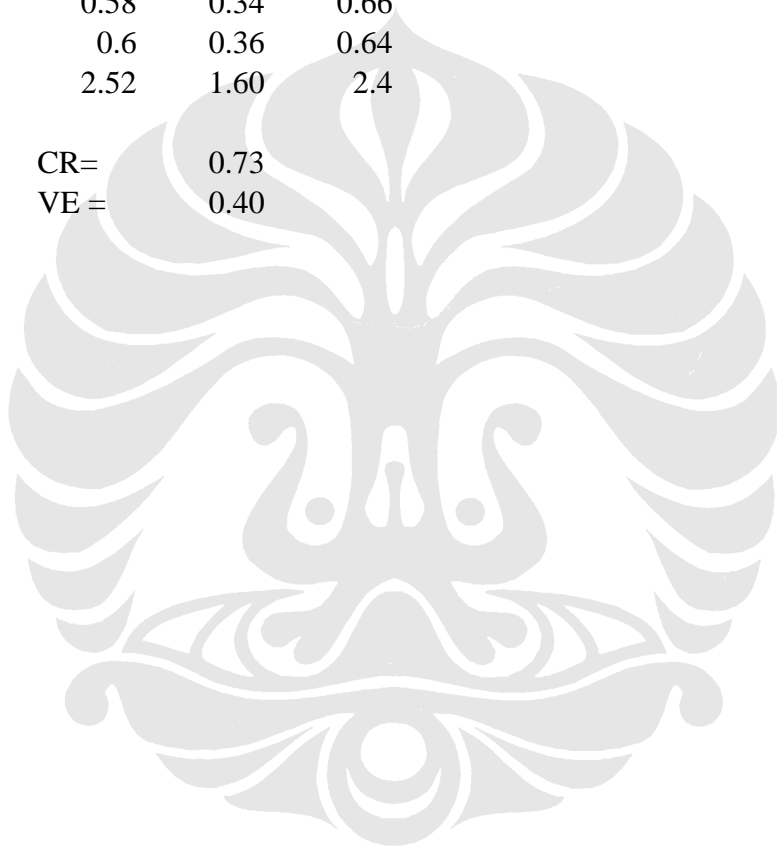
tru1	0.81	0.66	0.34
tru2	0.6	0.36	0.64
tru3	0.55	0.30	0.7

tru4	0.51	0.26	0.74
tru5	0.68	0.46	0.54
	3.15	2.04	2.96

CR = 0.77
VE = 0.41

qua1	0.71	0.50	0.5
qua2	0.63	0.40	0.6
qua3	0.58	0.34	0.66
qua4	0.6	0.36	0.64
	2.52	1.60	2.4

CR = 0.73
VE = 0.40



4.6. Syntax Analisis Struktural

Raw Data from File data.psf

Latent variables: Switch Loyalty Image Trust Quality

Relationships:

swit5 = 1 * Switch

loy3 - loy4 = Loyalty

img1 - img5 = Image

tru1 - tru5 = Trust

qua1 - qua4 = Quality

Loyalty = Image Trust Quality Switch

Image = Quality

Trust = Quality

Switch = Trust Quality

Set Error Variance of swit5 to 0.14

Set Error Variance of tru3 to 0.35

Let Error Covariance of tru2 and tru1 Free

Let Error Covariance of tru5 and tru1 Free

Let Error Covariance of tru5 and tru4 Free

Let Error Covariance of img1 and img3 Free

Let Error Covariance of img2 and img4 Free

Let Error Covariance of img3 and tru3 Free

Let Error Covariance of tru2 and img4 Free

Let Error Covariance of tru5 and swit5 Free

Let Error Covariance of loy3 and img2 Free

Let Error Covariance of tru4 and tru3 Free

Let Error Covariance of qua3 and qua1 Free

Let Error Covariance of img4 and img3 Free

Let Error Covariance of img4 and swit5 Free

Let Error Covariance of Switch and Image Free

Let Error Covariance of Trust and Image Free

Path Diagram

End of Problem

4.7. Output Analisis Struktural

Goodness of Fit Statistics

Degrees of Freedom = 98

Minimum Fit Function Chi-Square = 131.11 (P = 0.014)

Normal Theory Weighted Least Squares Chi-Square = 132.06 (P = 0.012)

Estimated Non-centrality Parameter (NCP) = 34.06

90 Percent Confidence Interval for NCP = (8.05 ; 68.13)

Minimum Fit Function Value = 0.94

Population Discrepancy Function Value (F0) = 0.25

90 Percent Confidence Interval for F0 = (0.058 ; 0.49)

Root Mean Square Error of Approximation (RMSEA) = 0.050

90 Percent Confidence Interval for RMSEA = (0.024 ; 0.071)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.48

Expected Cross-Validation Index (ECVI) = 1.74

90 Percent Confidence Interval for ECVI = (1.55 ; 1.99)

ECVI for Saturated Model = 2.20

ECVI for Independence Model = 13.54

Chi-Square for Independence Model with 136 Degrees of Freedom = 1847.84

Independence AIC = 1881.84

Model AIC = 242.06

Saturated AIC = 306.00

Independence CAIC = 1948.85

Model CAIC = 458.85

Saturated CAIC = 909.07

Normed Fit Index (NFI) = 0.93

Non-Normed Fit Index (NNFI) = 0.97

Parsimony Normed Fit Index (PNFI) = 0.67

Comparative Fit Index (CFI) = 0.98

Incremental Fit Index (IFI) = 0.98

Relative Fit Index (RFI) = 0.90

Critical N (CN) = 142.51

Root Mean Square Residual (RMR) = 0.038

Standardized RMR = 0.065

Goodness of Fit Index (GFI) = 0.90

Adjusted Goodness of Fit Index (AGFI) = 0.85

Parsimony Goodness of Fit Index (PGFI) = 0.58

The Modification Indices Suggest to Add an Error Covariance
Between and Decrease in Chi-Square New Estimate

tru5	tru3	8.9	0.11
------	------	-----	------

Time used: 0.094 Seconds



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Judul Skripsi Berbahasa Indonesia :

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SELULER GSM STUDI KASUS PADA MAHASISWA UI DEPOK**

Judul Skripsi Berbahasa Inggris :

**THE ANALYSIS OF EFFECTING FACTORS OF GSM MOBILE CONSUMER LOYALTY
CASE STUDY ON UI DEPOK STUDENTS**

Tanggal

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KONSUMEN SELULER GSM STUDI KASUS PADA MAHASISWA
UI DEPOK

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Jakarta, 8 Juli 2008

Rio Wibowo