BAB V

PENUTUP

5.1 Kesimpulan

Berdasarkan hasil analisis SEM menunjukan bahwa tidak semua hipotesis terdukung. Hipotesis pertama yang menyatakan ekuitas merek berpengaruh signifikan terhadap citra rumah sakit. Hipotesis kedua menyatakan kesetiaan merek berpengaruh signifikan terhadap ekuitas merek. Hipotesis ketiga menyatakan kesadaran merek berpengaruh signifikan terhadap ekuitas merek. Hipotesis keempat menyatakan kualitas persepsian tidak berpengaruh signifikan terhadap ekuitas merek.

5.2 Keterbatasan Penelitian

Penelitian yang dilakukan ini memiliki keterbatasan, oleh karena itu keterbatasan ini perlu diperhatikan oleh peneliti-peneliti berikutnya. Keterbatasan dalam penelitian ini yaitu ruang lingkup penelitian hanya dilakukan di satu Rumah Sakit saja yaitu RS Panti Waluyo Surakarta, sehingga ada kemungkinan perbedaan hasil penelitian jika dilakukan di Rumah Sakit atau instansi lain.

5.3 Saran

Bagi penelitian ke depan agar dapat melakukan pengujian lebih lanjut terhadap variabel yang ada dengan menambahkan variabel lain dan memiliki keterkaitan dengan variabel yang mempengaruhi citra Rumah Sakit dan merekomendasikan kepada Rumah Sakit dan instansi lainnya dalam bidang pelayanan kesehatan agar tetap memiliki citra merek yang baik dengan

melaksanakan kegiata tanggung jawab sosial Rumah Sakit sebagai salah satu instansi yang menunjukan sikap simpati serta empati kepada masyarakat. Menyediakan iklan layanan khusus tentang semua kegiatan sosial yang dilakukan oleh Rumah Sakit Panti Waluyo dengan tidak menyalahi aturan-aturan periklanan yang telah berlaku, sehingga tetap menjaga Citra Rumah Sakit di hati masyarakat.

5.4 Implikasi Manajerial

Penerapan hasil penelitian pada pengelolaan Rumah Sakit Panti Waluyo Surakarta perlu membangun strategi yang memfokuskan upaya peningkatan komunikasi yang baik yang dapat menjalin hubungan baik Rumah Sakit dengan pelanggan. Rumah Sakit harus menginvestasikan sumber daya untuk menciptakan dan mempertahankan tingkat kepercayaan yang tinggi untuk layanan medis mereka dengan harapan hal itu akan mengarah pada ekuitas merek dan citra rumah sakit yang positif. Rumah Sakit harus berusaha untuk menemukan cara untuk meningkatkan kepuasan pelanggan sebanyak mungkin untuk pengaruhnya terhadap kesetiaan merek, kesadaran merek, dan citra rumah sakit. Pelanggan dengan kesetiaan merek tingkat tinggi akan meningkatkan ekuitas merek dan citra rumah sakit, sehingga rumah sakit harus menciptakan dan mempertahankan hubungan pelanggan yang kuat untuk meningkatkan kesadaran merek pada pelanggan. Rumah Sakit harus mengingat pentingnya menciptakan kesadaran merek untuk menciptakan ekuitas merek yang positif dan karenanya menumbuhkan citra rumah sakit. Akhirnya, pimpinan atau manajemen rumah sakit harus belajar bagaimana menghubungkan kesetiaan merek dan kesadaran merek mereka dengan ekuitas merek.

Dengan manajemen rumah RS Panti Waluyo menghadapi tantangan tidak diizinkan untuk menggunakan pendekatan pemasaran komersial, seperti iklan, rumah sakit harus sangat bergantung pada komunikasi dari mulut ke mulut dan manajemen hubungan pelanggan (CRM). Penelitian ini menunjukkan bahwa mereka dapat berhasil menciptakan ekuitas dan citra merek yang positif jika mereka dapat mengelola hubungan dengan pelanggan mereka dengan baik.

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L A M P I R A N

Lampiran 1. Data Tabulasi

Responden	Citra Merek (RS)				Ekuitas Merek				Kesetiaan Merek				Kesadaran Merek				Kualitas Persepsian				
No.	CM3	CM4	CM5	Rerata	EM1	EM3	EM5	Rerata	KM1	KM2	KM3	Rerata	KSM1	KSM3	KSM4	Rerata	KP1	KP2	KP3	KP4	Rerata
1	5	5	5	5	5	5	4	4.66667	3	4	3	3.33333	4	3	3	3.33333	4	4	4	4	4
2	5	5	5	5	4	5	3	4	4	4	4	4	4	3	3	3.33333	4	4	4	4	4
3	5	5	5	5	3	2	4	3	4	4	4	4	3	4	3	3.33333	4	3	3	4	3.5
4	4	5	5	4.66667	4	2	4	3.33333	4	4	5	4.33333	4	3	2	3	4	4	4	4	4
5	4	4	4	4	4	4	4	4	4	4	5	4.33333	3	3	2	2.66667	4	4	4	4	4
6	5	4	5	4.66667	5	5	5	5	3	4	3	3.33333	3	3	1	2.33333	5	5	4	5	4.75
7	5	4	5	4.66667	4	5	3	4	4	4	4	4	3	5	2	3.33333	5	3	5	5	4.5
8	5	4	5	4.66667	4	4	4	4	4	4	4	4	4	4	2	3.33333	3	3	4	4	3.5
9	4	4	3	3.66667	5	5	4	4.66667	4	4	4	4	4	4	2	3.33333	3	3	4	4	3.5
10	4	5	3	4	5	4	4	4.33333	3	3	3	3	5	5	3	4.33333	4	4	4	3	3.75
11	5	5	5	5	5	4	4	4.33333	4	3	3	3.33333	5	5	2	4	3	5	3	3	3.5
12	5	5	5	5	4	5	4	4.33333	3	4	3	3.33333	4	4	2	3.33333	3	5	3	4	3.75
13	5	4	4	4.33333	4	5	4	4.33333	3	4	4	3.66667	4	4	1	3	4	5	3	4	4
14	5	5	5	5	4	5	3	4	4	3	3	3.33333	5	5	3	4.33333	3	4	3	3	3.25
15	4	5	5	4.66667	3	4	3	3.33333	4	4	4	4	5	4	3	4	4	4	4	4	4
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24	4	3	3	3.33333	4	3	4	3.66667	4	4	4	4	4	4	3	3.66667	4	4	4	4	4

Responden	Citra Merek (RS)				Ekuitas Merek				Kesetiaan Merek				Kesadaran Merek				Kualitas Persepsian				
No.	CM3	CM4	CM5	Rerata	EM1	EM3	EM5	Rerata	KM1	KM2	KM3	Rerata	KSM1	KSM3	KSM4	Rerata	KP1	KP2	KP3	KP4	Rerata
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26	3	3	4	3.33333	3	5	4	4	3	2	2	2.33333	4	3	3	3.33333	5	3	4	4	4
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28	4	4	4	4	5	4	5	4.66667	4	4	4	4	5	5	5	5	4	4	4	4	4
29	3	3	3	3	5	3	5	4.33333	4	4	4	4	5	5	5	5	4	4	4	3	3.75
30	3	3	5	3.66667	5	4	5	4.66667	4	4	4	4	3	3	3	3	4	4	4	3	3.75
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34	4	5	5	4.66667	5	5	4	4.66667	4	4	5	4.33333	4	5	4	4.33333	4	5	5	5	4.75
35	5	4	3	4	5	5	3	4.33333	4	5	5	4.66667	5	4	2	3.66667	4	4	4	4	4
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37	4	4	4	4	3	3	3	3	4	3	4	3.66667	3	3	3	3	3	4	4	4	3.75
38	3	3	2	2.66667	3	3	3	3	4	3	3	3.33333	1	3	1	1.66667	3	3	5	3	3.5
39	3	4	4	3.66667	4	3	3	3.33333	5	3	3	3.66667	3	3	1	2.33333	3	3	3	3	3
40	3	3	4	3.33333	2	2	2	2	5	3	4	4	3	3	3	3	4	4	3	4	3.75
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43	4	4	3	3.66667	4	5	4	4.33333	4	3	4	3.66667	3	4	3	3.33333	4	4	4	4	4
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48	4	3	3	3.33333	3	4	3	3.33333	4	4	4	4	4	3	3	3.33333	3	3	3	3	3
49	3	3	3	3	3	4	2	3	2	3	3	2.66667	4	3	3	3.33333	4	3	4	3	3.5

Responden	Citra Merek (RS)				Ekuitas Merek				Kesetiaan Merek				Kesadaran Merek				Kualitas Persepsian				
No.	CM3	CM4	CM5	Rerata	EM1	EM3	EM5	Rerata	KM1	KM2	KM3	Rerata	KSM1	KSM3	KSM4	Rerata	KP1	KP2	KP3	KP4	Rerata
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51	4	4	4	4	4	4	4	4	4	3	4	3.66667	4	4	3	3.66667	3	4	3	4	3.5
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56	4	4	4	4	5	4	5	4.66667	4	4	4	4	5	4	4	4.33333	3	4	4	4	3.75
57	4	5	4	4.33333	5	4	5	4.66667	5	4	4	4.33333	4	5	4	4.33333	4	4	4	4	4
58	4	4	4	4	3	4	4	3.66667	4	3	5	4	5	5	4	4.66667	3	4	4	4	3.75
59	4	2	5	3.66667	4	3	4	3.66667	4	3	3	3.33333	4	4	4	4	3	4	3	3	3.25
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62	1	3	4	2.66667	3	4	4	3.66667	3	3	2	2.66667	2	3	3	2.66667	3	2	3	4	3
63	3	3	3	3	3	4	2	3	2	3	2	2.33333	3	4	3	3.33333	4	4	3	3	3.5
64	4	4	4	4	4	4	4	4	4	3	3	3.33333	3	3	4	3.33333	3	3	4	4	3.5
65	2	3	3	2.66667	3	4	4	3.66667	4	4	4	4	4	4	4	4	3	4	4	4	3.75
66	5	4	5	4.66667	3	4	5	4	3	3	3	3	3	4	3	3.33333	3	4	3	4	3.5
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68	4	3	2	3	3	2	2	2.33333	1	2	2	1.66667	2	3	3	2.66667	4	3	3	3	3.25
69	3	4	2	3	3	1	3	2.33333	3	3	3	3	3	3	3	3	4	4	4	4	4
70	3	3	3	3	3	3	3	3	3	2	3	2.66667	3	4	4	3.66667	3	3	3	3	3
71	3	4	5	4	3	4	3	3.33333	3	5	3	3.66667	5	5	3	4.33333	3	3	3	5	3.5
72	4	2	4	3.33333	3	4	3	3.33333	3	3	3	3	4	4	4	4	4	4	4	5	4.25
73	4	4	5	4.33333	3	4	5	4	4	4	4	4	3	5	5	4.33333	4	4	4	5	4.25
74	3	3	3	3	5	5	4	4.66667	5	3	3	3.66667	4	4	3	3.66667	3	3	3	3	3

Responden	Citra Merek (RS)				Ekuitas Merek				Kesetiaan Merek				Kesadaran Merek				Kualitas Persepsian				
No.	CM3	CM4	CM5	Rerata	EM1	EM3	EM5	Rerata	KM1	KM2	KM3	Rerata	KSM1	KSM3	KSM4	Rerata	KP1	KP2	KP3	KP4	Rerata
75	4	5	3	4	3	4	4	3.66667	4	4	4	4	4	3	4	3.66667	3	3	4	4	3.5
76	5	5	5	5	5	5	4	4.66667	3	4	3	3.33333	4	3	3	3.33333	4	4	4	4	4
77	5	5	5	5	4	5	3	4	4	4	4	4	4	3	3	3.33333	4	4	4	4	4
78	5	5	5	5	3	2	4	3	4	4	4	4	3	4	3	3.33333	4	3	3	4	3.5
79	4	5	5	4.66667	4	2	4	3.33333	4	4	5	4.33333	4	3	2	3	4	4	4	4	4
80	4	4	4	4	4	4	4	4	4	4	5	4.33333	3	3	2	2.66667	4	4	4	4	4
81	5	4	5	4.66667	5	5	5	5	3	4	3	3.33333	3	3	1	2.33333	5	5	4	5	4.75
82	5	4	5	4.66667	4	5	3	4	4	4	4	4	3	5	2	3.33333	5	3	5	5	4.5
83	5	4	5	4.66667	4	4	4	4	4	4	4	4	4	4	2	3.33333	3	3	4	4	3.5
84	4	4	3	3.66667	5	5	4	4.66667	4	4	4	4	4	4	2	3.33333	3	3	4	4	3.5
85	4	5	3	4	5	4	4	4.33333	3	3	3	3	5	5	3	4.33333	4	4	4	3	3.75
86	5	5	5	5	5	4	4	4.33333	4	3	3	3.33333	5	5	2	4	3	5	3	3	3.5
87	5	5	5	5	4	5	4	4.33333	3	4	3	3.33333	4	4	2	3.33333	3	5	3	4	3.75
88	5	4	4	4.33333	4	5	4	4.33333	3	4	4	3.66667	4	4	1	3	4	5	3	4	4
89	5	5	5	5	4	5	3	4	4	3	3	3.33333	5	5	3	4.33333	3	4	3	3	3.25
90	4	5	5	4.66667	3	4	3	3.33333	4	4	4	4	5	4	3	4	4	4	4	4	4
91	5	5	4	4.66667	3	4	4	3.66667	3	4	3	3.33333	4	3	2	3	3	3	3	3	3
92	5	3	4	4	5	4	4	4.33333	3	4	4	3.66667	4	5	5	4.66667	4	5	4	4	4.25
93	4	4	4	4	5	5	4	4.66667	4	5	3	4	5	3	3	3.66667	5	5	5	5	5
94	4	4	4	4	4	3	4	3.66667	4	5	5	4.66667	4	4	3	3.66667	5	5	5	5	5
95	3	4	4	3.66667	4	4	4	4	4	4	4	4	3	4	5	4	4	4	4	4	4
96	5	4	4	4.33333	5	5	3	4.33333	5	5	4	4.66667	5	4	4	4.33333	5	3	5	5	4.5
97	3	3	3	3	4	5	4	4.33333	5	4	5	4.66667	3	4	3	3.33333	4	5	4	5	4.5
98	4	4	3	3.66667	4	5	3	4	4	4	4	4	4	5	3	4	4	4	4	4	4
99	4	3	3	3.33333	4	3	4	3.66667	4	4	4	4	4	3	3	3.33333	4	4	4	4	4

Responden	Citra Merek (RS)				Ekuitas Merek				Kesetiaan Merek				Kesadaran Merek				Kualitas Persepsian				
No.	CM3	CM4	CM5	Rerata	EM1	EM3	EM5	Rerata	KM1	KM2	KM3	Rerata	KSM1	KSM3	KSM4	Rerata	KP1	KP2	KP3	KP4	Rerata
100	3	3	4	3.33333	2	3	4	3	3	2	2	2.33333	5	3	3	3.66667	4	4	4	4	4
101	3	3	4	3.33333	3	5	4	4	3	2	2	2.33333	4	3	3	3.33333	5	3	4	4	4
102	3	4	4	3.66667	5	4	5	4.66667	4	4	4	4	4	3	3	3.33333	4	4	4	4	4
103	4	4	4	4	5	4	5	4.66667	4	4	4	4	5	4	4	4.33333	4	4	4	4	4
104	3	3	3	3	5	3	5	4.33333	4	4	4	4	3	5	3	3.66667	4	4	4	3	3.75
105	3	3	5	3.66667	5	4	5	4.66667	4	4	4	4	3	3	3	3	4	4	4	3	3.75
106	3	4	5	4	4	4	2	3.33333	4	3	4	3.66667	3	3	4	3.33333	4	4	4	2	3.5
107	5	5	5	5	5	5	5	5	5	5	5	5	3	5	2	3.33333	5	5	5	5	5
108	4	3	3	3.33333	3	5	5	4.33333	5	5	5	5	5	5	3	4.33333	4	5	5	5	4.75
109	4	5	5	4.66667	5	5	4	4.66667	4	4	5	4.33333	4	5	4	4.33333	4	5	5	5	4.75
110	5	4	3	4	5	5	3	4.33333	4	5	4	4.33333	2	4	2	2.66667	4	4	4	4	4
111	4	4	3	3.66667	4	3	3	3.33333	4	5	4	4.33333	3	4	2	3	3	4	4	5	4
112	4	4	4	4	3	3	3	3	4	3	4	3.66667	3	3	3	3	3	4	4	4	3.75
113	3	3	2	2.66667	3	3	3	3	4	3	3	3.33333	1	3	1	1.66667	3	3	5	3	3.5
114	3	4	4	3.66667	4	3	3	3.33333	5	3	3	3.66667	3	3	1	2.33333	3	3	3	3	3
115	3	3	4	3.33333	2	2	2	2	5	3	4	4	3	3	3	3	4	4	3	4	3.75
116	5	4	5	4.66667	5	5	5	5	4	5	4	4.33333	5	5	4	4.66667	5	4	5	4	4.5
117	4	4	3	3.66667	4	5	4	4.33333	4	4	4	4	3	3	3	3	4	4	4	4	4
118	4	4	3	3.66667	4	5	4	4.33333	4	3	4	3.66667	3	4	3	3.33333	4	4	4	4	4
119	4	3	4	3.66667	4	3	4	3.66667	3	3	3	3	2	3	2	2.33333	3	3	3	3	3
120	3	4	4	3.66667	5	3	4	4	3	3	4	3.33333	3	4	3	3.33333	3	3	3	4	3.25
121	3	2	2	2.33333	2	3	3	2.66667	3	2	3	2.66667	4	3	3	3.33333	3	4	3	3	3.25
122	3	3	3	3	3	3	4	3.33333	3	4	3	3.33333	3	4	4	3.66667	3	3	3	3	3
123	4	3	3	3.33333	3	4	3	3.33333	4	4	4	4	4	3	3	3.33333	3	3	3	3	3
124	3	3	3	3	3	4	2	3	2	3	3	2.66667	4	3	3	3.33333	4	3	4	3	3.5

Responden	Citra Merek (RS)				Ekuitas Merek				Kesetiaan Merek				Kesadaran Merek				Kualitas Persepsian				
No.	CM3	CM4	CM5	Rerata	EM1	EM3	EM5	Rerata	KM1	KM2	KM3	Rerata	KSM1	KSM3	KSM4	Rerata	KP1	KP2	KP3	KP4	Rerata
125	4	4	4	4	5	3	4	4	3	4	3	3.33333	4	4	4	4	3	4	4	4	3.75
126	4	4	4	4	4	4	4	4	4	3	4	3.66667	4	4	3	3.66667	3	4	3	4	3.5
127	4	3	3	3.33333	3	3	3	3	3	4	4	3.66667	4	4	4	4	3	4	4	4	3.75
128	3	4	4	3.66667	4	3	4	3.66667	4	4	4	4	4	3	3	3.33333	3	4	4	4	3.75
129	4	3	3	3.33333	2	2	3	2.33333	3	3	3	3	3	4	4	3.66667	5	5	5	4	4.75
130	3	5	4	4	4	4	4	4	4	4	4	4	4	4	5	4.33333	3	4	4	4	3.75
131	4	4	4	4	5	4	5	4.66667	4	4	4	4	5	4	4	4.33333	3	4	4	4	3.75
132	4	5	4	4.33333	5	4	5	4.66667	5	4	4	4.33333	4	5	4	4.33333	4	4	4	4	4
133	4	4	4	4	3	4	4	3.66667	4	3	3	3.33333	4	4	4	4	3	4	4	4	3.75
134	4	2	5	3.66667	4	3	4	3.66667	4	3	3	3.33333	4	4	4	4	3	4	3	3	3.25
135	3	4	5	4	3	4	4	3.66667	4	4	3	3.66667	3	3	4	3.33333	3	4	3	3	3.25
136	1	3	3	2.33333	3	4	3	3.33333	3	4	4	3.66667	4	4	4	4	3	4	3	4	3.5
137	1	3	4	2.66667	3	4	4	3.66667	3	3	2	2.66667	2	3	3	2.66667	3	2	3	4	3
138	3	3	3	3	3	4	2	3	2	3	2	2.33333	3	4	3	3.33333	4	4	3	3	3.5
139	4	4	4	4	4	4	4	4	4	3	3	3.33333	3	3	4	3.33333	3	3	4	4	3.5
140	2	3	3	2.66667	3	4	4	3.66667	4	4	4	4	4	4	4	4	3	4	4	4	3.75
141	5	4	5	4.66667	3	4	5	4	3	3	3	3	3	4	3	3.33333	3	4	3	4	3.5
142	4	3	4	3.66667	3	4	3	3.33333	3	4	3	3.33333	4	4	3	3.66667	3	4	3	4	3.5
143	4	3	2	3	3	2	2	2.33333	1	2	2	1.66667	2	3	3	2.66667	4	3	3	3	3.25
144	3	4	2	3	3	1	3	2.33333	3	3	3	3	3	3	3	3	4	4	4	4	4
145	3	3	3	3	3	3	3	3	3	2	3	2.66667	3	4	4	3.66667	3	3	3	3	3
146	3	4	5	4	3	4	3	3.33333	3	5	3	3.66667	5	5	3	4.33333	3	3	3	5	3.5
147	4	2	4	3.33333	3	4	3	3.33333	3	3	3	3	4	4	4	4	4	4	4	5	4.25
148	4	4	5	4.33333	3	4	5	4	4	4	4	4	3	5	5	4.33333	4	4	4	5	4.25
149	3	3	3	3	5	5	4	4.66667	5	3	3	3.66667	4	4	3	3.66667	3	3	3	3	3

Responden	Citra Merek (RS)				Ekuitas Merek				Kesetiaan Merek				Kesadaran Merek				Kualitas Persepsian				
No.	CM3	CM4	CM5	Rerata	EM1	EM3	EM5	Rerata	KM1	KM2	KM3	Rerata	KSM1	KSM3	KSM4	Rerata	KP1	KP2	KP3	KP4	Rerata
150	4	5	3	4	3	4	4	3.66667	4	4	4	4	4	3	4	3.66667	3	3	4	4	3.5
151	5	5	5	5	5	5	4	4.66667	3	4	3	3.33333	4	3	3	3.33333	4	4	4	4	4
152	5	5	5	5	4	5	3	4	4	4	4	4	4	3	3	3.33333	4	4	4	4	4
153	5	5	5	5	3	2	4	3	4	4	4	4	3	4	3	3.33333	4	3	3	4	3.5
154	4	5	5	4.66667	4	2	4	3.33333	4	4	5	4.33333	4	3	2	3	4	4	4	4	4
155	4	4	4	4	4	4	4	4	4	4	5	4.33333	3	3	2	2.66667	4	4	4	4	4
156	5	4	5	4.66667	5	5	5	5	3	4	3	3.33333	3	3	1	2.33333	5	5	4	5	4.75
157	5	4	5	4.66667	4	5	3	4	4	4	4	4	3	5	2	3.33333	5	3	5	5	4.5
158	5	4	5	4.66667	4	4	4	4	4	4	4	4	4	4	2	3.33333	3	3	4	4	3.5
159	4	4	3	3.66667	5	5	4	4.66667	4	4	4	4	4	4	2	3.33333	3	3	4	4	3.5
160	4	5	3	4	5	4	4	4.33333	3	3	3	3	5	5	3	4.33333	4	4	4	3	3.75
161	5	5	5	5	5	4	4	4.33333	4	3	3	3.33333	5	5	2	4	3	5	3	3	3.5
162	5	5	5	5	4	5	4	4.33333	3	4	3	3.33333	4	4	2	3.33333	3	5	3	4	3.75
163	5	4	4	4.33333	4	5	4	4.33333	3	4	4	3.66667	4	4	1	3	4	5	3	4	4
164	5	5	5	5	4	5	3	4	4	3	3	3.33333	5	5	3	4.33333	3	4	3	3	3.25
165	4	5	5	4.66667	3	4	3	3.33333	4	4	4	4	5	4	3	4	4	4	4	4	4
166	5	5	4	4.66667	3	4	4	3.66667	3	4	3	3.33333	4	3	2	3	3	3	3	3	3
167	5	3	4	4	5	4	4	4.33333	3	4	4	3.66667	4	5	5	4.66667	4	5	4	4	4.25
168	4	4	4	4	5	5	4	4.66667	4	5	3	4	5	3	3	3.66667	5	5	5	5	5
169	4	4	4	4	4	3	4	3.66667	4	5	5	4.66667	4	4	3	3.66667	5	5	5	5	5
170	3	4	4	3.66667	4	4	4	4	4	4	4	4	3	4	5	4	4	4	4	4	4
171	5	4	4	4.33333	5	5	3	4.33333	5	5	4	4.66667	5	4	4	4.33333	5	3	5	5	4.5
172	3	3	3	3	4	5	4	4.33333	5	4	5	4.66667	3	4	3	3.33333	4	5	4	5	4.5
173	4	4	3	3.66667	4	5	3	4	4	4	4	4	4	5	3	4	4	4	4	4	4
174	4	3	3	3.33333	4	3	4	3.66667	4	4	4	4	4	3	3	3.33333	4	4	4	4	4

Responden	Citra Merek (RS)				Ekuitas Merek				Kesetiaan Merek				Kesadaran Merek				Kualitas Persepsian				
No.	CM3	CM4	CM5	Rerata	EM1	EM3	EM5	Rerata	KM1	KM2	KM3	Rerata	KSM1	KSM3	KSM4	Rerata	KP1	KP2	KP3	KP4	Rerata
175	3	3	4	3.33333	2	3	4	3	3	2	2	2.33333	5	3	3	3.66667	4	4	4	4	4
176	3	3	4	3.33333	3	5	4	4	3	2	2	2.33333	4	3	3	3.33333	5	3	4	4	4
177	3	4	4	3.66667	5	4	5	4.66667	4	4	4	4	4	3	3	3.33333	4	4	4	4	4
178	4	4	4	4	5	4	5	4.66667	4	4	4	4	5	4	4	4.33333	4	4	4	4	4
179	3	3	3	3	5	3	5	4.33333	4	4	4	4	3	5	3	3.66667	4	4	4	3	3.75
180	3	3	5	3.66667	5	4	5	4.66667	4	4	4	4	3	3	3	3	4	4	4	3	3.75
181	3	4	5	4	4	4	2	3.33333	4	3	4	3.66667	3	3	4	3.33333	4	4	4	2	3.5
182	5	5	5	5	5	5	5	5	5	5	5	5	3	5	2	3.33333	5	5	5	5	5
183	4	3	3	3.33333	3	5	5	4.33333	5	5	5	5	5	5	3	4.33333	4	5	5	5	4.75
184	4	5	5	4.66667	5	5	4	4.66667	4	4	5	4.33333	4	5	4	4.33333	4	5	5	5	4.75
185	5	4	3	4	5	5	3	4.33333	4	5	4	4.33333	2	4	2	2.66667	4	4	4	4	4
186	4	4	3	3.66667	4	3	3	3.33333	4	5	4	4.33333	3	4	2	3	3	4	4	5	4
187	4	4	4	4	3	3	3	3	4	3	4	3.66667	3	3	3	3	3	4	4	4	3.75
188	3	3	2	2.66667	3	3	3	3	4	3	3	3.33333	1	3	1	1.66667	3	3	5	3	3.5
189	3	4	4	3.66667	4	3	3	3.33333	5	3	3	3.66667	3	3	1	2.33333	3	3	3	3	3
190	3	3	4	3.33333	2	2	2	2	5	3	4	4	3	3	3	3	4	4	3	4	3.75
191	5	4	5	4.66667	5	5	5	5	4	5	4	4.33333	5	5	4	4.66667	5	4	5	4	4.5
192	4	4	3	3.66667	4	5	4	4.33333	4	4	4	4	3	3	3	3	4	4	4	4	4
193	4	4	3	3.66667	4	5	4	4.33333	4	3	4	3.66667	3	4	3	3.33333	4	4	4	4	4
194	4	3	4	3.66667	4	3	4	3.66667	3	3	3	3	2	3	2	2.33333	3	3	3	3	3
195	3	4	4	3.66667	5	3	4	4	3	3	4	3.33333	3	4	3	3.33333	3	3	3	4	3.25
196	3	2	2	2.33333	2	3	3	2.66667	3	2	3	2.66667	4	3	3	3.33333	3	4	3	3	3.25
197	3	3	3	3	3	3	4	3.33333	3	4	3	3.33333	3	4	4	3.66667	3	3	3	3	3
198	4	3	3	3.33333	3	4	3	3.33333	4	4	4	4	4	3	3	3.33333	3	3	3	3	3
199	3	3	3	3	3	4	2	3	2	3	3	2.66667	4	3	3	3.33333	4	3	4	3	3.5

Responden	Citra Merek (RS)				Ekuitas Merek				Kesetiaan Merek				Kesadaran Merek				Kualitas Persepsian				
No.	CM3	CM4	CM5	Rerata	EM1	EM3	EM5	Rerata	KM1	KM2	KM3	Rerata	KSM1	KSM3	KSM4	Rerata	KP1	KP2	KP3	KP4	Rerata
200	4	4	4	4	5	3	4	4	3	4	3	3.33333	4	4	4	4	3	4	4	4	3.75

Lampiran 2. Kuesioner

Yth. Responden
di tempat

Saya sedang melakukan penelitian skripsi berjudul: Pengaruh Kesetiaan Merek, Kesadaran Merek, Dan Kualitas Persepsian Pada Citra Rumah Sakit Dimediasi Oleh Ekuitas Merek

Saya mengharapkan kesediaan Bapak/Ibu/Saudara untuk mengisi kuesioner penelitian dengan apa adanya. Informasi responden akan dirahasiakan.
Terima kasih atas perhatian dan kerja samanya.

Salam

Eleonora JunitaTpoi
Nim : 13150321L

A. Informasi Responden

1. Nama :
2. Jenis Kelamin :
   - Pria
   - Wanita
3. Usia saat ini (pilih salah satu di bawah ini)
   - < 20 thn
   - 20 thn – 30 thn
   - 31 thn – 40 thn
   - 41 thn – 50 thn
   - 50 thn
4. Pendidikan terakhir : (Pilih salah satu di bawah ini)
   - SMP
   - SMU
   - Diploma
   - S1
   - S2/S3
5. Pekerjaan saat ini : (Pilih salah satu di bawah ini)
   - PNS/TNI/POLRI
   - Karyawan Swasta
   - Wiraswasta
   - Ibu Rumah Tangga
   - Lain-lain.....

B. Petunjuk Pengisian Kuesioner

Silahkan anda pilih jawaban yang menurut anda paling sesuai dengan kondisi yang ada dengan memberikan tanda centang (√) pada pilihan jawaban yang tersedia. STS = Sangat tidak setuju, TS = Tidak Setuju, CS = Cukup Setuju, S = Setuju, SS = Sangat Setuju.

Citra Rumah Sakit (CM)

No	Pernyataan	STS	TS	CS	S	SS
CM1	RS. Panti Waluyo memberikan pelayanan terbaik					
CM2	Saya selalu ingat RS. Panti Waluyo					
CM3	RS. Panti Waluyo mempunyai kesan baik					
CM4	RS. Panti Waluyo berbeda dengan rumah sakit lain					
CM5	RS. Panti Waluyo bersih					
CM6	RS. Panti Waluyo dikenal masyarakat					

Ekuitas Merek (EM)

EM1	Saya ingin berobat di RS. Panti Waluyo					
EM2	Saya tertarik dengan RS. Panti Waluyo karena pelayanannya baik					
EM3	Saya akrab dengan nama RS.Panti Waluyo					
EM4	RS. Panti Waluyo mempunyai kinerja baik					
EM5	RS. Panti Waluyo kinerjanya meningkat					

Kesetiaan Merek (KM)

KM1	Saya menceritakan RS. Panti Waluyo kepada orang lain					
KM2	Saya ingin berobat ulang ke RS. Panti Waluyo					
KM3	Saya menyarankan kepada orang lain untuk berobat di RS. Panti waluyo					

Kesadaran Merek (KSM)

KsM1	Saya mengakui kinerja RS. Panti Waluyo					
KsM2	Saya selalu ingat RS. Panti Waluyo					
KsM3	Saya selalu memikirkan RS. Panti Waluyo					
KsM4	RS. Panti Waluyo adalah rumah sakit utama					

Kualitas Persepsian (KP)

KP1	RS. Panti Waluyo mempunyai karyawan yang handal					
KP2	RS. Panti Waluyo mempunyai karyawan yang baik					
KP3	Saya puas dengan RS. Panti Waluyo					
KP4	Karyawan RS. Panti Waluyo berperilaku baik					
KP5	RS. Panti Waluyo mempunyai fasilitas dan lingkungan yang baik					

Lampiran 3. Hasil Uji Validitas Kuisioner

HASIL UJI VALIDITAS KUISIONER

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.771
Bartlett's Test of Sphericity	Approx. Chi-Square	1089.659
	df	120
	Sig.	.000

Communalities

	Initial	Extraction
CM3	1.000	.689
CM4	1.000	.701
CM5	1.000	.539
EM1	1.000	.739
EM3	1.000	.493
EM5	1.000	.636
KM1	1.000	.695
KM2	1.000	.644
KM3	1.000	.816
KsM1	1.000	.648
KsM3	1.000	.610
KsM4	1.000	.687
KP1	1.000	.771
KP2	1.000	.418
KP3	1.000	.740
KP4	1.000	.613

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.839	30.244	30.244	4.839	30.244	30.244	2.447	15.292	15.292
2	1.787	11.168	41.411	1.787	11.168	41.411	2.249	14.057	29.350
3	1.575	9.846	51.258	1.575	9.846	51.258	2.168	13.550	42.900
4	1.271	7.946	59.204	1.271	7.946	59.204	1.801	11.259	54.159
5	.965	6.032	65.236	.965	6.032	65.236	1.772	11.077	65.236
6	.843	5.269	70.505						
7	.783	4.891	75.396						
8	.673	4.206	79.602						
9	.649	4.056	83.659						
10	.555	3.468	87.127						
11	.494	3.087	90.214						
12	.422	2.638	92.852						
13	.370	2.310	95.161						
14	.280	1.753	96.914						
15	.255	1.596	98.511						
16	.238	1.489	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component				
	1	2	3	4	5
CM3	.559	-.491			
CM4	.527	-.591			
CM5	.453	-.546			
EM1	.633				-.498
EM3	.551				
EM5	.521				-.529
KM1	.522			.561	
KM2	.754				
KM3	.641			.446	
KsM1	.413		.649		
KsM3	.493		.578		
KsM4		.476	.668		
KP1	.522			-.600	
KP2	.563				
KP3	.626	.473			
KP4	.649				

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

Rotated Component Matrix[a]

	Component				
	1	2	3	4	5
CM3		.774			
CM4		.785			
CM5		.699			
EM1					.785
EM3					.557
EM5					.751
KM1			.811		
KM2			.600		
KM3			.858		
KsM1				.742	
KsM3				.711	
KsM4				.742	
KP1	.865				
KP2	.483				
KP3	.779				
KP4	.668				

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Component Transformation Matrix

Component	1	2	3	4	5
1	.542	.447	.487	.273	.440
2	.460	-.780	.248	.268	-.215
3	-.244	.013	-.357	.892	.129
4	-.660	-.178	.709	.083	.156
5	.006	.399	.266	.225	-.848

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Lampiran 4. Hasil Uji Reliabilitas Kuisioner

HASIL UJI RELIABILITAS KUISIONER

Reliability

Scale**:** Citra Rumah Sakit

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
.730	3

Item Statistics

	Mean	Std. Deviation	N
CM3	3.87	.872	200
CM4	3.83	.796	200
CM5	3.90	.880	200

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CM3	7.73	2.128	.524	.676
CM4	7.77	2.171	.604	.586
CM5	7.70	2.092	.533	.667

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.60	4.222	2.055	3

Reliability

Scale: Ekuitas Merek

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
.646	3

Item Statistics

	Mean	Std. Deviation	N
EM1	3.88	.905	200
EM3	3.92	.945	200
EM5	3.76	.799	200

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
EM1	7.67	1.891	.569	.381
EM3	7.64	2.142	.395	.639
EM5	7.80	2.445	.418	.600

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.55	4.128	2.032	3

Reliability

Scale: Kesetiaan Merek

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
.779	3

Item Statistics

	Mean	Std. Deviation	N
KM1	3.72	.731	200
KM2	3.71	.774	200
KM3	3.66	.766	200

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KM1	7.37	1.903	.567	.753
KM2	7.38	1.805	.566	.757
KM3	7.43	1.593	.723	.577

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.09	3.580	1.892	3

Reliability

Scale: Kesadaran Merek

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
.607	3

Item Statistics

	Mean	Std. Deviation	N
KsM1	3.77	.889	200
KsM3	3.86	.770	200
KsM4	3.09	.978	200

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KsM1	6.95	2.038	.434	.479
KsM3	6.86	2.272	.459	.461
KsM4	7.63	1.963	.369	.589

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.72	3.931	1.983	3

Reliability

Scale: Kualitas Persepsian

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
.757	4

Item Statistics

	Mean	Std. Deviation	N
KP1	3.71	.684	200
KP2	3.89	.689	200
KP3	3.83	.658	200
KP4	3.90	.697	200

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KP1	11.61	2.510	.614	.667
KP2	11.44	2.870	.414	.775
KP3	11.49	2.533	.641	.654
KP4	11.43	2.567	.562	.696

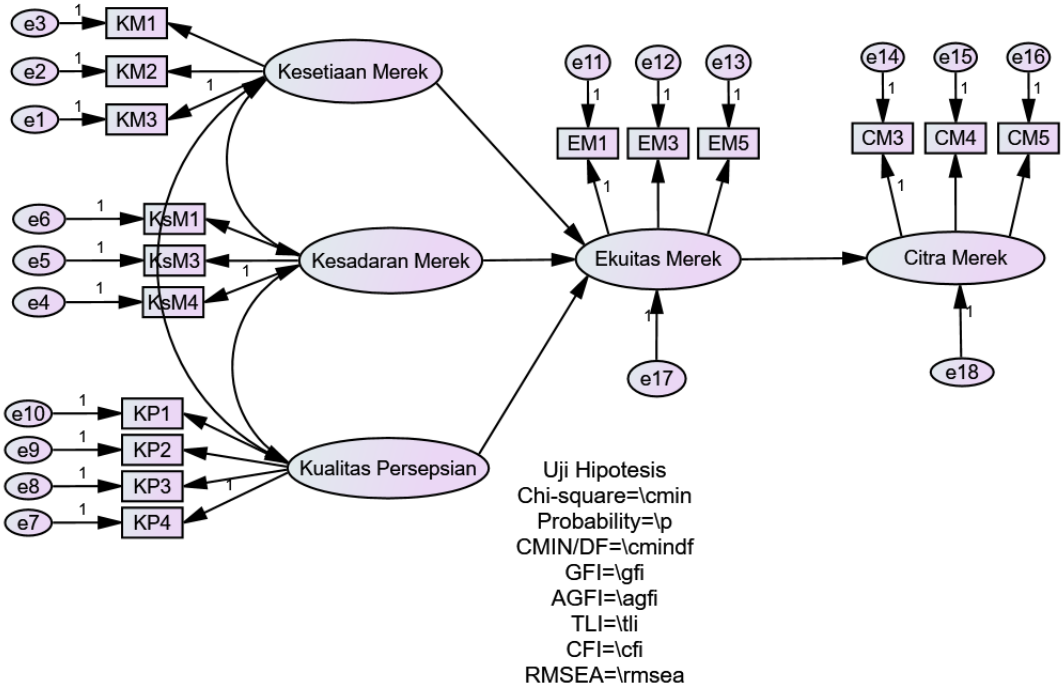
Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.32	4.309	2.076	4

Lampiran 5. Model Analisis SEM

LAMPIRAN

Model analisis SEM



Analysis Summary

Date and Time

Date: Tuesday, July 2, 2019
Time: 8:08:31 PM

Title

model 3: Tuesday, July 2, 2019 8:08 PM

Notes for Group (Group number 1)

The model is recursive.
Sample size = 200

Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables
KM3
KM2
KM1
KSM4
KSM3
KSM1
KP4
KP3
KP2
KP1
EM1
EM3
EM5
CM3
CM4
CM5
Unobserved, endogenous variables
EM
CM
Unobserved, exogenous variables
KTM
e1
e2
e3
KSM
e4
e5
e6
KP
e7
e8
e9
e10
e11
e12
e13
e14
e15
e16
e18
e17

Variable counts (Group number 1)

Number of variables in your model:	39
Number of observed variables:	16
Number of unobserved variables:	23
Number of exogenous variables:	21
Number of endogenous variables:	18

Parameter Summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	23	0	0	0	0	23
Labeled	0	0	0	0	0	0
Unlabeled	15	5	21	0	16	57
Total	38	5	21	0	16	80

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
CM5	2.000	5.000	-.249	-1.436	-.864	-2.494
CM4	2.000	5.000	-.106	-.613	-.656	-1.894
CM3	1.000	5.000	-.556	-3.210	.587	1.694
EM5	2.000	5.000	-.304	-1.753	-.291	-.840
EM3	1.000	5.000	-.583	-3.368	-.221	-.637
EM1	2.000	5.000	-.210	-1.212	-.978	-2.823
KP1	3.000	5.000	.439	2.537	-.835	-2.411
KP2	2.000	5.000	-.033	-.191	-.473	-1.365
KP3	3.000	5.000	.194	1.117	-.731	-2.111
KP4	2.000	5.000	-.123	-.710	-.330	-.952
KSM1	1.000	5.000	-.393	-2.271	.058	.168
KSM3	3.000	5.000	.244	1.409	-1.272	-3.673
KSM4	1.000	5.000	-.051	-.297	-.119	-.342
KM1	1.000	5.000	-.520	-3.002	1.063	3.068
KM2	2.000	5.000	-.298	-1.722	-.203	-.587
KM3	2.000	5.000	-.145	-.835	-.325	-.939
Multivariate					8.795	2.591

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
38	34.226	.005	.638
113	34.226	.005	.269
188	34.226	.005	.082
71	32.136	.010	.128
146	32.136	.010	.045
31	28.610	.027	.444
106	28.610	.027	.288
181	28.610	.027	.169
62	27.662	.035	.260
137	27.662	.035	.160
54	27.315	.038	.144
68	26.499	.047	.242
143	26.499	.047	.157
40	24.315	.083	.780
115	24.315	.083	.693
190	24.315	.083	.595
21	24.292	.083	.502
96	24.292	.083	.402
171	24.292	.083	.309
129	24.045	.089	.318
7	23.303	.106	.550
82	23.303	.106	.458
157	23.303	.106	.370
61	22.996	.114	.424
136	22.996	.114	.341
3	22.775	.120	.361
78	22.775	.120	.285
153	22.775	.120	.218
26	22.257	.135	.371
101	22.257	.135	.298
176	22.257	.135	.232
93	22.214	.136	.191
168	22.214	.136	.142
59	21.829	.149	.226
134	21.829	.149	.172
69	21.725	.152	.160
144	21.725	.152	.119

Observation number	Mahalanobis d-squared	p1	p2
33	21.388	.164	.184
108	21.388	.164	.139
183	21.388	.164	.103
18	20.721	.189	.314
25	20.662	.192	.283
100	20.662	.192	.227
175	20.662	.192	.178
36	20.210	.211	.339
6	19.967	.222	.416
81	19.967	.222	.351
156	19.967	.222	.291
74	19.897	.225	.272
149	19.897	.225	.220
46	19.804	.229	.214
11	19.546	.241	.293
86	19.546	.241	.240
161	19.546	.241	.193
58	18.899	.274	.513
73	18.805	.279	.513
148	18.805	.279	.450
75	18.670	.286	.479
150	18.670	.286	.417
45	18.541	.293	.442
120	18.541	.293	.382
195	18.541	.293	.325
60	18.532	.294	.277
135	18.532	.294	.229
39	18.499	.296	.201
114	18.499	.296	.161
189	18.499	.296	.126
104	18.425	.300	.122
179	18.425	.300	.094
10	18.215	.311	.136
85	18.215	.311	.106
160	18.215	.311	.081
110	17.979	.325	.130
185	17.979	.325	.101
29	17.561	.350	.253
63	17.448	.357	.273
138	17.448	.357	.227

Observation number	Mahalanobis d-squared	p1	p2
30	17.380	.361	.220
105	17.380	.361	.180
180	17.380	.361	.144
4	17.292	.367	.149
79	17.292	.367	.118
154	17.292	.367	.091
72	17.218	.372	.091
147	17.218	.372	.069
35	17.149	.376	.067
49	17.140	.377	.052
124	17.140	.377	.039
199	17.140	.377	.028
111	17.128	.377	.021
186	17.128	.377	.015
34	17.046	.383	.015
109	17.046	.383	.011
184	17.046	.383	.007
16	16.973	.387	.007
91	16.973	.387	.005
166	16.973	.387	.003
17	16.402	.425	.038
92	16.402	.425	.028
167	16.402	.425	.020

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments:	152
Number of distinct parameters to be estimated:	57
Degrees of freedom (152 - 57):	95

Result (Default model)

Minimum was achieved
Chi-square = 220.840
Degrees of freedom = 95
Probability level = .000

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
EM	<---	KTM	.833	.251	3.326	***	
EM	<---	KSM	.487	.211	2.305	.021	
EM	<---	KP	-.115	.245	-.471	.637	
CM	<---	EM	.538	.094	5.747	***	
KM3	<---	KTM	1.000				
KM2	<---	KTM	1.292	.145	8.909	***	
KM1	<---	KTM	.661	.087	7.640	***	
KSM4	<---	KSM	1.000				
KSM3	<---	KSM	1.684	.429	3.925	***	
KSM1	<---	KSM	1.350	.332	4.072	***	
KP4	<---	KP	1.000				
KP3	<---	KP	.816	.102	7.976	***	
KP2	<---	KP	.634	.103	6.167	***	
KP1	<---	KP	.666	.105	6.323	***	
EM1	<---	EM	1.000				
EM3	<---	EM	.742	.113	6.553	***	
EM5	<---	EM	.638	.096	6.650	***	
CM3	<---	CM	1.000				
CM4	<---	CM	1.055	.141	7.460	***	
CM5	<---	CM	.978	.140	6.995	***	

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

			Estimate
EM	<---	KTM	.626
EM	<---	KSM	.256
EM	<---	KP	-.089
CM	<---	EM	.650
KM3	<---	KTM	.686
KM2	<---	KTM	.878
KM1	<---	KTM	.476
KSM4	<---	KSM	.377

			Estimate
KSM3	<---	KSM	.805
KSM1	<---	KSM	.559
KP4	<---	KP	.778
KP3	<---	KP	.673
KP2	<---	KP	.499
KP1	<---	KP	.528
EM1	<---	EM	.773
EM3	<---	EM	.550
EM5	<---	EM	.559
CM3	<---	CM	.665
CM4	<---	CM	.768
CM5	<---	CM	.644

Intercepts: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
KM3	3.660	.054	67.539	***	
KM2	3.710	.055	67.798	***	
KM1	3.720	.052	71.974	***	
KSM4	3.090	.069	44.678	***	
KSM3	3.860	.054	70.866	***	
KSM1	3.770	.063	59.945	***	
KP4	3.895	.049	78.981	***	
KP3	3.830	.047	82.288	***	
KP2	3.885	.049	79.790	***	
KP1	3.710	.048	76.675	***	
EM1	3.880	.064	60.607	***	
EM3	3.915	.067	58.615	***	
EM5	3.755	.056	66.475	***	
CM3	3.865	.062	62.675	***	
CM4	3.830	.056	68.011	***	
CM5	3.900	.062	62.697	***	

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
KTM	<-->	KSM	.074	.026	2.874	.004	
KP	<-->	KTM	.222	.038	5.849	***	
KP	<-->	KSM	.082	.028	2.969	.003	
e1	<-->	e3	.158	.033	4.834	***	
e8	<-->	e10	.127	.028	4.570	***	

Correlations: (Group number 1 - Default model)

			Estimate
KTM	<-->	KSM	.386
KP	<-->	KTM	.781
KP	<-->	KSM	.414
e1	<-->	e3	.443
e8	<-->	e10	.449

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
KTM	.275	.055	5.011	***	
KSM	.135	.059	2.298	.022	
KP	.293	.052	5.582	***	
e17	.252	.062	4.093	***	
e18	.193	.049	3.949	***	
e1	.309	.039	7.972	***	
e2	.137	.041	3.337	***	
e3	.411	.044	9.319	***	
e4	.817	.088	9.273	***	
e5	.208	.073	2.835	.005	
e6	.541	.072	7.527	***	
e7	.191	.034	5.672	***	
e8	.236	.031	7.629	***	
e9	.354	.039	9.089	***	
e10	.336	.038	8.768	***	
e11	.328	.059	5.572	***	
e12	.620	.071	8.695	***	
e13	.437	.051	8.628	***	
e14	.422	.057	7.458	***	
e15	.259	.047	5.495	***	
e16	.450	.058	7.742	***	

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
EM	.483
CM	.422
CM5	.415
CM4	.590
CM3	.442
EM5	.312
EM3	.302
EM1	.598
KP1	.279
KP2	.249
KP3	.453
KP4	.605
KSM1	.313
KSM3	.648
KSM4	.142
KM1	.226
KM2	.770
KM3	.471

Matrices (Group number 1 - Default model)

Factor Score Weights (Group number 1 - Default model)

	CM5	CM4	CM3	EM5	EM3	EM1	KP1	KP2	KP3	KP4	KSM1	KSM3	KSM4	KM1	KM2	KM3
KSM	.003	.006	.003	.011	.009	.022	.004	.007	.013	.022	.090	.294	.044	.001	.011	.004
KTM	.006	.011	.006	.020	.016	.042	.014	.029	.048	.085	.003	.010	.001	.019	.396	.126
KP	.001	.003	.002	.005	.004	.010	.052	.109	.182	.318	.010	.034	.005	.007	.152	.048
EM	.047	.088	.051	.158	.129	.330	.003	.006	.010	.018	.018	.060	.009	.006	.129	.041
CM	.165	.310	.180	.032	.026	.066	.001	.001	.002	.004	.004	.012	.002	.001	.026	.008

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

			M.I.	Par Change
e13	<-->	e16	4.325	.075
e12	<-->	KP	4.124	.059
e11	<-->	KP	4.782	-.053
e10	<-->	KTM	4.478	-.035
e10	<-->	e16	7.036	.072
e10	<-->	e15	5.685	-.055
e10	<-->	e14	4.012	.053
e9	<-->	KSM	8.929	.054
e9	<-->	e10	5.467	.053
e8	<-->	e18	5.820	-.046
e8	<-->	e16	12.288	-.083
e7	<-->	e11	18.427	-.113
e6	<-->	e18	5.157	.074
e5	<-->	e14	4.063	.066
e4	<-->	KTM	6.268	-.074
e4	<-->	e17	10.725	-.146
e4	<-->	e18	13.405	-.140
e4	<-->	e14	14.000	-.176
e3	<-->	e14	4.699	-.063
e3	<-->	e8	4.274	.039
e1	<-->	e17	4.948	-.056
e1	<-->	e12	8.124	-.088
e1	<-->	e9	5.172	.052

Variances: (Group number 1 - Default model)

	M.I.	Par Change

Regression Weights: (Group number 1 - Default model)

			M.I.	Par Change
KP2	<---	KSM	6.678	.359
KSM1	<---	CM	4.005	.219
KSM4	<---	KTM	6.251	-.339
KSM4	<---	EM	11.853	-.366
KSM4	<---	CM	21.384	-.596

Means: (Group number 1 - Default model)

	M.I.	Par Change

Intercepts: (Group number 1 - Default model)

	M.I.	Par Change

Minimization History (Default model)

Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	12		-.375	9999.000	1208.946	0	9999.000
1	e	6		-.104	1.450	668.724	19	.857
2	e*	2		-.106	.932	476.676	4	.648
3	e	2		-.056	.803	324.410	5	.878
4	e	0	2022.153		1.093	254.276	6	.746
5	e	0	2988.684		.925	229.637	1	.788
6	e	0	2270.594		.592	224.741	1	.594
7	e	0	6090.854		.250	221.003	1	1.048
8	e	0	6931.889		.094	220.841	1	1.027
9	e	0	7203.638		.014	220.840	1	1.011
10	e	0	7201.751		.000	220.840	1	1.000

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	57	220.840	95	.000	2.325
Saturated model	152	.000	0		
Independence model	32	1124.505	120	.000	9.371

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.804	.752	.878	.842	.875
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.792	.636	.692
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	125.840	86.333	173.064
Saturated model	.000	.000	.000
Independence model	1004.505	900.855	1115.597

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	1.110	.632	.434	.870
Saturated model	.000	.000	.000	.000
Independence model	5.651	5.048	4.527	5.606

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.082	.068	.096	.000
Independence model	.205	.194	.216	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	334.840	345.488		
Saturated model	304.000	332.396		
Independence model	1188.505	1194.483		

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	1.683	1.484	1.920	1.736
Saturated model	1.528	1.528	1.528	1.670
Independence model	5.972	5.452	6.531	6.002

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	108	118
Independence model	26	29

Execution time summary

Minimization:	.046
Miscellaneous:	2.031
Bootstrap:	.000
Total:	2.077

Frequencies

Statistics

		CM3	CM4	CM5	EM1	EM3	EM5	KM1	KM2	KM3	KsM1	KsM3	KsM4	KP1	KP2	KP3	KP4
N	Valid	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Frequency Table

CM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	2.0	2.0	2.0
	2	2	1.0	1.0	3.0
	3	61	30.5	30.5	33.5
	4	83	41.5	41.5	75.0
	5	50	25.0	25.0	100.0
	Total	200	100.0	100.0	

CM4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	3.5	3.5	3.5
	3	62	31.0	31.0	34.5
	4	89	44.5	44.5	79.0
	5	42	21.0	21.0	100.0
	Total	200	100.0	100.0	

CM5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	5.0	5.0	5.0
	3	58	29.0	29.0	34.0
	4	74	37.0	37.0	71.0
	5	58	29.0	29.0	100.0
	Total	200	100.0	100.0	

EM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	5.5	5.5	5.5
	3	62	31.0	31.0	36.5
	4	67	33.5	33.5	70.0
	5	60	30.0	30.0	100.0
	Total	200	100.0	100.0	

EM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.0	1.0	1.0
	2	13	6.5	6.5	7.5
	3	47	23.5	23.5	31.0
	4	76	38.0	38.0	69.0
	5	62	31.0	31.0	100.0
	Total	200	100.0	100.0	

EM5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	13	6.5	6.5	6.5
	3	55	27.5	27.5	34.0
	4	100	50.0	50.0	84.0
	5	32	16.0	16.0	100.0
	Total	200	100.0	100.0	

KM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.0	1.0	1.0
	2	5	2.5	2.5	3.5
	3	62	31.0	31.0	34.5
	4	109	54.5	54.5	89.0
	5	22	11.0	11.0	100.0
	Total	200	100.0	100.0	

KM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	13	6.5	6.5	6.5
	3	58	29.0	29.0	35.5
	4	103	51.5	51.5	87.0
	5	26	13.0	13.0	100.0
	Total	200	100.0	100.0	

KM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	6.0	6.0	6.0
	3	68	34.0	34.0	40.0
	4	96	48.0	48.0	88.0
	5	24	12.0	12.0	100.0
	Total	200	100.0	100.0	

KsM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	1.5	1.5	1.5
	2	8	4.0	4.0	5.5
	3	65	32.5	32.5	38.0
	4	80	40.0	40.0	78.0
	5	44	22.0	22.0	100.0
	Total	200	100.0	100.0	

KsM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	75	37.5	37.5	37.5
	4	78	39.0	39.0	76.5
	5	47	23.5	23.5	100.0
	Total	200	100.0	100.0	

KsM4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	12	6.0	6.0	6.0
	2	35	17.5	17.5	23.5
	3	92	46.0	46.0	69.5
	4	45	22.5	22.5	92.0
	5	16	8.0	8.0	100.0
	Total	200	100.0	100.0	

KP1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	84	42.0	42.0	42.0
	4	90	45.0	45.0	87.0
	5	26	13.0	13.0	100.0
	Total	200	100.0	100.0	

KP2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.0	1.0	1.0
	3	54	27.0	27.0	28.0
	4	109	54.5	54.5	82.5
	5	35	17.5	17.5	100.0
	Total	200	100.0	100.0	

KP3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	63	31.5	31.5	31.5
	4	108	54.0	54.0	85.5
	5	29	14.5	14.5	100.0
	Total	200	100.0	100.0	

KP4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	1.5	1.5	1.5
	3	51	25.5	25.5	27.0
	4	110	55.0	55.0	82.0
	5	36	18.0	18.0	100.0
	Total	200	100.0	100.0	