

LAMPIRAN 1. KUESIONER PENELITIAN

KUESIONER PENELITIAN

Kepada Yth.
Bapak/ Ibu/ Sdr/i Responden
di-
Tempat

Assalamualaikum Wr. Wb.
Dengan Hormat,

Bersama ini Saya memohon kesediaan Anda untuk mengisi kuesioner penelitian dengan judul **“Pengaruh Tanggung Jawab Sosial Perusahaan terhadap Komunikasi dari Mulut ke Mulut Pelanggan dengan Kepercayaan Pelanggan dan Reputasi Perusahaan sebagai Variabel Pemediasi”**.

Informasi yang Bapak/ Ibu/ Saudara/i berikan adalah bantuan yang bernilai dalam menyelesaikan tugas akhir (skripsi) ini sebagai salah satu syarat untuk menyelesaikan program S-1 di Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Muhammadiyah Yogyakarta. Atas kerjasama Anda, saya ucapkan terimakasih.

Wassalamualaikum Wr. Wb.

PROGRAM TANGGUNG JAWAB SOSIAL PERUSAHAAN HERO SUPERMARKET



1. Program satu toko satu sekolah, dengan bantuan penyediaan fasilitas belajar, beasiswa dan perbaikan infrastruktur.
2. Rumah Giat untuk pengembangan *soft skill*.
3. MOGI HERO (Mobil pangan dan gizi untuk penyuluhan pangan yang sehat).
4. Hero *Teaching* dengan mengedukasi siswa mengenai proses yang ada di gerai-gerai PT. Hero Supermarket.
5. UKM *Corner* untuk memberikan gerai berdagang untuk UKM
6. Program petani binaan
7. Program peduli lingkungan dengan penghijauan, pengurangan kantong plastik dan pelepasan bibit ikan ke danau.
8. Penggalangan dana dan peduli korban bencana alam.

Pada Maret 2017 PT. Hero Supermarket meraih penghargaan *“Best Country CSR Award”* dan *“CSR Leadership Award”* pada the 9th Annual Global Summit & Award di Langkawi, Malaysia.

No.	Pernyataan	STS	TS	N	S	SS
2.	Saya percaya bahwa Hero Supermarket memberikan pelayanan yang berkualitas.					
3.	Saya percaya bahwa Hero Supermarket menghasilkan kinerja yang mampu bersaing dengan supermarket lain.					
4.	Saya percaya bahwa Hero Supermarket dapat memenuhi kebutuhan berbelanja pelanggan.					
5.	Saya percaya bahwa berbelanja di Hero Supermarket dapat mengefisienkan waktu.					
Variabel Reputasi Perusahaan						
1.	Saya mendapatkan kesan yang baik saat berbelanja di Hero Supermarket.					
2.	Hero Supermarket melaksanakan tanggung jawab sosial.					
3.	Hero Supermarket merupakan tempat bekerja yang baik bagi para karyawannya					
4.	Hero Supermarket menjalankan bisnisnya sesuai dengan etika.					
5.	Hero Supermarket membangun hubungan yang baik dengan para pelanggan.					
6.	Hero Supermarket menyediakan produk-produk yang baik dengan pelayanan yang baik.					
7.	Hero Supermarket selalu terdepan dan selalu melakukan inovasi.					
Variabel Komunikasi dari Mulut ke Mulut						
1.	Saya akan mengatakan pada orang lain tentang kenyamanan berbelanja di Hero Supermarket					
2.	Saya akan mengatakan pada orang lain tentang citra yang baik dari Hero Supermarket dibandingkan supermarket lain.					
3.	Saya akan mengatakan hal-hal positif mengenai Hero Supermarket					
4.	Saya akan bercerita kepada orang lain tentang kualitas pelayanan baik dari Hero Supermarket.					
5.	Saya akan merekomendasikan kepada orang lain untuk berbelanja di Hero Supermarket					
6.	Saya akan mengajak orang lain untuk berbelanja di Hero Supermarket					
7.	Saya merasa bangga untuk membicarakan Hero Supermarket sebagai tempat berbelanja kepada orang lain.					

LAMPIRAN 2. KARAKTERISTIK RESPONDEN

Statistics

		Usia	Jenis.Kelamin	Pekerjaan	Frekuensi.Pembelian
N	Valid	130	130	130	130
	Missing	0	0	0	0

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-25 Tahun	53	40.8	40.8	40.8
	26-35 Tahun	42	32.3	32.3	73.1
	36-50 Tahun	35	26.9	26.9	100.0
	Total	130	100.0	100.0	

Jenis.Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	60	46.2	46.2	46.2
	Perempuan	70	53.8	53.8	100.0
Total		130	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lainnya	36	27.7	27.7	27.7
	Pegawai Negeri	21	16.2	16.2	43.8
	Pelajar/Mahasiswa	47	36.2	36.2	80.0
	Wiraswasta	26	20.0	20.0	100.0
	Total	130	100.0	100.0	

Frekuensi.Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 kali	47	36.2	36.2	36.2
	2 kali	33	25.4	25.4	61.5
	3 kali atau lebih	50	38.5	38.5	100.0
	Total	130	100.0	100.0	

LAMPIRAN 3. UJI KUALITAS INSTRUMEN

a. Uji Validitas

1. Validitas Variabel Tanggung Jawab Sosial Perusahaan

		Correlations										
		CSR1	CSR2	CSR3	CSR4	CSR5	CSR6	CSR7	CSR8	CSR9	CSR10	Tot.CSR
CSR1	Pearson Correlation	1	.372*	.547**	.395*	.547**	.572**	.636**	.574**	.611**	.507**	.758**
	Sig. (2-tailed)		.043	.002	.031	.002	.001	.000	.001	.000	.004	.000
	N	30	30	30	30	30	30	30	30	30	30	30
CSR2	Pearson Correlation	.372*	1	.807**	.408*	.533**	.454*	.548**	.462*	.437*	.513**	.719**
	Sig. (2-tailed)	.043		.000	.025	.002	.012	.002	.010	.016	.004	.000
	N	30	30	30	30	30	30	30	30	30	30	30
CSR3	Pearson Correlation	.547**	.807**	1	.563**	.752**	.617**	.569**	.443*	.523**	.536**	.824**
	Sig. (2-tailed)	.002	.000		.001	.000	.000	.001	.014	.003	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30
CSR4	Pearson Correlation	.395*	.408*	.563**	1	.566**	.556**	.513**	.550**	.592**	.487**	.723**
	Sig. (2-tailed)	.031	.025	.001		.001	.001	.004	.002	.001	.006	.000
	N	30	30	30	30	30	30	30	30	30	30	30
CSR5	Pearson Correlation	.547**	.533**	.752**	.566**	1	.490**	.527**	.636**	.517**	.367*	.765**
	Sig. (2-tailed)	.002	.002	.000	.001		.006	.003	.000	.003	.046	.000
	N	30	30	30	30	30	30	30	30	30	30	30
CSR6	Pearson Correlation	.572**	.454*	.617**	.556**	.490**	1	.760**	.429*	.684**	.784**	.813**
	Sig. (2-tailed)	.001	.012	.000	.001	.006		.000	.018	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
CSR7	Pearson Correlation	.636**	.548**	.569**	.513**	.527**	.760**	1	.659**	.631**	.599**	.828**
	Sig. (2-tailed)	.000	.002	.001	.004	.003	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
CSR8	Pearson Correlation	.574**	.462*	.443*	.550**	.636**	.429*	.659**	1	.533**	.434*	.742**
	Sig. (2-tailed)	.001	.010	.014	.002	.000	.018	.000		.002	.016	.000
	N	30	30	30	30	30	30	30	30	30	30	30
CSR9	Pearson Correlation	.611**	.437*	.523**	.592**	.517**	.684**	.631**	.533**	1	.632**	.795**
	Sig. (2-tailed)	.000	.016	.003	.001	.003	.000	.000	.002		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
CSR10	Pearson Correlation	.507**	.513**	.536**	.487**	.367*	.784**	.599**	.434*	.632**	1	.759**
	Sig. (2-tailed)	.004	.004	.002	.006	.046	.000	.000	.016	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30
Tot.CSR	Pearson Correlation	.758**	.719**	.824**	.723**	.765**	.813**	.828**	.742**	.795**	.759**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

2. Validitas Variabel Kepercayaan Pelanggan

Correlations

		KP1	KP2	KP3	KP4	KP5	Tot.KP
KP1	Pearson Correlation	1	.736**	.635**	.673**	.543**	.831**
	Sig. (2-tailed)		.000	.000	.000	.002	.000
	N	30	30	30	30	30	30
KP2	Pearson Correlation	.736**	1	.626**	.717**	.378*	.797**
	Sig. (2-tailed)	.000		.000	.000	.039	.000
	N	30	30	30	30	30	30
KP3	Pearson Correlation	.635**	.626**	1	.718**	.605**	.844**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30
KP4	Pearson Correlation	.673**	.717**	.718**	1	.687**	.912**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30
KP5	Pearson Correlation	.543**	.378*	.605**	.687**	1	.805**
	Sig. (2-tailed)	.002	.039	.000	.000		.000
	N	30	30	30	30	30	30
Tot.KP	Pearson Correlation	.831**	.797**	.844**	.912**	.805**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

3. Validitas Variabel Reputasi Perusahaan

Correlations

		RP1	RP2	RP3	RP4	RP5	RP6	RP7	Tot.RP
RP1	Pearson Correlation	1	.472**	.369*	.615**	.272	.561**	.337	.684**
	Sig. (2-tailed)		.008	.045	.000	.146	.001	.069	.000
	N	30	30	30	30	30	30	30	30
RP2	Pearson Correlation	.472**	1	.317	.626**	.375*	.534**	.331	.698**
	Sig. (2-tailed)	.008		.088	.000	.041	.002	.074	.000
	N	30	30	30	30	30	30	30	30
RP3	Pearson Correlation	.369*	.317	1	.515**	.701**	.404*	.682**	.728**
	Sig. (2-tailed)	.045	.088		.004	.000	.027	.000	.000
	N	30	30	30	30	30	30	30	30
RP4	Pearson Correlation	.615**	.626**	.515**	1	.584**	.683**	.569**	.854**
	Sig. (2-tailed)	.000	.000	.004		.001	.000	.001	.000
	N	30	30	30	30	30	30	30	30
RP5	Pearson Correlation	.272	.375*	.701**	.584**	1	.564**	.795**	.785**
	Sig. (2-tailed)	.146	.041	.000	.001		.001	.000	.000
	N	30	30	30	30	30	30	30	30
RP6	Pearson Correlation	.561**	.534**	.404*	.683**	.564**	1	.648**	.828**
	Sig. (2-tailed)	.001	.002	.027	.000	.001		.000	.000
	N	30	30	30	30	30	30	30	30
RP7	Pearson Correlation	.337	.331	.682**	.569**	.795**	.648**	1	.795**
	Sig. (2-tailed)	.069	.074	.000	.001	.000	.000		.000
	N	30	30	30	30	30	30	30	30
Tot.RP	Pearson Correlation	.684**	.698**	.728**	.854**	.785**	.828**	.795**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

4. Validitas Variabel Komunikasi dari Mulut ke Mulut Pelanggan

Correlations

		WOM1	WOM2	WOM3	WOM4	WOM5	WOM6	WOM7	Tot.WOM
WOM1	Pearson Correlation	1	.733**	.765**	.823**	.648**	.668**	.709**	.906**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
WOM2	Pearson Correlation	.733**	1	.665**	.741**	.620**	.628**	.649**	.842**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
WOM3	Pearson Correlation	.765**	.665**	1	.561**	.656**	.593**	.571**	.814**
	Sig. (2-tailed)	.000	.000		.001	.000	.001	.001	.000
	N	30	30	30	30	30	30	30	30
WOM4	Pearson Correlation	.823**	.741**	.561**	1	.595**	.612**	.652**	.840**
	Sig. (2-tailed)	.000	.000	.001		.001	.000	.000	.000
	N	30	30	30	30	30	30	30	30
WOM5	Pearson Correlation	.648**	.620**	.656**	.595**	1	.761**	.594**	.829**
	Sig. (2-tailed)	.000	.000	.000	.001		.000	.001	.000
	N	30	30	30	30	30	30	30	30
WOM6	Pearson Correlation	.668**	.628**	.593**	.612**	.761**	1	.686**	.841**
	Sig. (2-tailed)	.000	.000	.001	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30
WOM7	Pearson Correlation	.709**	.649**	.571**	.652**	.594**	.686**	1	.831**
	Sig. (2-tailed)	.000	.000	.001	.000	.001	.000		.000
	N	30	30	30	30	30	30	30	30
Tot.WOM	Pearson Correlation	.906**	.842**	.814**	.840**	.829**	.841**	.831**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

b. Uji Reliabilitas

1. Uji Reliabilitas Variabel Tanggung Jawab Sosial Perusahaan

Reliability Statistics	
Cronbach's Alpha	N of Items
.922	10

2. Uji Reliabilitas Variabel Kepercayaan Pelanggan

Reliability Statistics	
Cronbach's Alpha	N of Items
.882	5

3. Uji Reliabilitas Variabel Reputasi Perusahaan

Reliability Statistics	
Cronbach's Alpha	N of Items
.879	7

4. Uji Reliabilitas Komunikasi dari Mulut ke Mulut Pelanggan

Reliability Statistics	
Cronbach's Alpha	N of Items
.930	7

LAMPIRAN 4. ANALISIS DESKRIPTIF

A. Analisis Deskriptif Variabel Tanggung Jawab Sosial

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CSR1	130	1	5	3.84	.905
CSR2	130	1	5	3.93	.749
CSR3	130	1	5	3.85	.772
CSR4	130	1	5	3.81	.788
CSR5	130	1	5	3.68	.828
CSR6	130	1	5	3.61	.773
CSR7	130	1	5	3.68	.780
CSR8	130	1	5	3.89	.917
CSR9	130	1	5	3.69	.852
CSR10	130	1	5	3.73	.843
Valid N (listwise)	130				

B. Analisis Deskriptif Variabel Kepercayaan Pelanggan

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
KP1	130	1	5	3.75	.694
KP2	130	1	5	3.82	.752
KP3	130	1	5	3.87	.719
KP4	130	1	5	3.85	.741
KP5	130	1	5	3.55	.890
Valid N (listwise)	130				

C. Analisis Deskriptif Variabel Reputasi Perusahaan

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
RP1	130	1	5	3.68	.737
RP2	130	1	5	3.73	.824
RP3	130	1	5	3.65	.725
RP4	130	1	5	3.76	.745
RP5	130	1	5	3.79	.804
RP6	130	1	5	3.80	.772
RP7	130	1	5	3.55	.759
Valid N (listwise)	130				

D. Analisis Deskriptif Variabel Komunikasi dari Mulut ke Mulut Pelanggan

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
WOM1	130	1	5	3.38	.838
WOM2	130	1	5	3.38	.866
WOM3	130	1	5	3.50	.838
WOM4	130	1	5	3.45	.836
WOM5	130	1	5	3.45	.808
WOM6	130	1	5	3.46	.818
WOM7	130	1	5	3.18	.861
Valid N (listwise)	130				

LAMPIRAN 5. CONFIRMATORY FACTOR ANALYSIS

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

	Estimate
CSR10 <--- CSR	.787
CSR9 <--- CSR	.779
CSR8 <--- CSR	.730
CSR7 <--- CSR	.831
CSR6 <--- CSR	.785
CSR5 <--- CSR	.676
CSR4 <--- CSR	.641
CSR3 <--- CSR	.792
CSR2 <--- CSR	.721
CSR1 <--- CSR	.559
KP1 <--- K.PELANGGAN	.765
KP2 <--- K.PELANGGAN	.793
KP3 <--- K.PELANGGAN	.827
KP4 <--- K.PELANGGAN	.851
KP5 <--- K.PELANGGAN	.774
WOM1 <--- WOM	.882
WOM2 <--- WOM	.874
WOM3 <--- WOM	.876
WOM4 <--- WOM	.877
WOM5 <--- WOM	.871
WOM6 <--- WOM	.905
WOM7 <--- WOM	.843
RP6 <--- R.PERUSAHAAN	.809
RP5 <--- R.PERUSAHAAN	.790
RP4 <--- R.PERUSAHAAN	.835
RP3 <--- R.PERUSAHAAN	.808
RP2 <--- R.PERUSAHAAN	.760
RP1 <--- R.PERUSAHAAN	.746
RP7 <--- R.PERUSAHAAN	.736

LAMPIRAN 6. UJI NORMALITAS

Variable	min	max	skew	c.r.	kurtosis	c.r.
RP7	1.000	5.000	.004	.017	.212	.495
RP1	1.000	5.000	-.129	-.600	.377	.877
RP2	1.000	5.000	-.052	-.241	-.251	-.583
RP3	1.000	5.000	.034	.157	.328	.764
RP4	1.000	5.000	-.151	-.702	.309	.719
RP5	1.000	5.000	-.238	-1.106	.028	.065
RP6	1.000	5.000	-.354	-1.646	.409	.951
WOM7	1.000	5.000	.223	1.037	.001	.002
WOM6	1.000	5.000	-.089	-.416	-.114	-.264
WOM5	1.000	5.000	-.027	-.125	-.055	-.127
WOM4	1.000	5.000	.027	.124	-.184	-.428
WOM3	1.000	5.000	.040	.185	-.189	-.439
WOM2	1.000	5.000	.107	.499	-.314	-.730
WOM1	1.000	5.000	-.084	-.390	-.292	-.679
KP5	1.000	5.000	-.196	-.914	-.093	-.218
KP4	1.000	5.000	-.435	-2.025	.769	1.789
KP3	1.000	5.000	-.303	-1.411	.688	1.602
KP2	1.000	5.000	-.578	-2.690	.931	2.167
KP1	1.000	5.000	-.470	-2.188	1.145	2.666
CSR1	1.000	5.000	-.749	-3.485	.757	1.762
CSR2	1.000	5.000	-.554	-2.579	.937	2.180
CSR3	1.000	5.000	-.338	-1.575	.354	.825
CSR4	1.000	5.000	-.600	-2.794	.678	1.578
CSR5	1.000	5.000	.001	.006	-.252	-.586
CSR6	1.000	5.000	.193	.901	.000	.001
CSR7	1.000	5.000	.039	.183	-.029	-.068
CSR8	1.000	5.000	-.452	-2.103	-.359	-.835
CSR9	1.000	5.000	-.198	-.920	.143	.334
CSR10	1.000	5.000	-.319	-1.484	-.053	-.123
Multivariate					99.684	13.402

Bollen-Stine Bootstrap (Default model)

The model fit better in 15 bootstrap samples.

It fit about equally well in 0 bootstrap samples.

It fit worse or failed to fit in 0 bootstrap samples.

Testing the null hypothesis that the model is correct, Bollen-Stine bootstrap p = .063

LAMPIRAN 7. UJI OUTLIERS

Function Arguments ? X

CHISQ.INV.RT

Probability 0.001 = 0.001

Deg_freedom 21 = 21

= 46.79703804

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

Deg_freedom is the number of degrees of freedom, a number between 1 and 10^{10} , excluding 10^{10} .

Formula result = 46.79703804

[Help on this function](#) OK Cancel

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

Observation number	Mahalanobis d-squared	p1	p2
14	46.147	.023	.949
48	45.840	.024	.828
32	45.664	.025	.643
99	45.594	.026	.431
27	45.460	.027	.264
106	45.452	.027	.134
120	44.808	.031	.107
127	44.621	.032	.058
43	44.580	.032	.026
74	44.118	.036	.019
103	44.074	.036	.008
108	43.589	.040	.006
5	43.440	.041	.003
35	43.348	.042	.001
118	42.922	.046	.001
119	42.833	.047	.000
30	42.771	.048	.000
8	42.224	.054	.000
59	41.646	.060	.000
29	41.357	.064	.000
55	41.165	.067	.000
126	40.578	.075	.000
92	40.492	.076	.000
63	40.298	.079	.000
78	40.030	.083	.000

Observation number	Mahalanobis d-squared	p1	p2
114	39.937	.085	.000
70	39.617	.090	.000
121	39.091	.100	.000
128	38.827	.105	.000
113	38.355	.115	.000
105	38.148	.119	.000
3	38.058	.121	.000
77	37.801	.127	.000
19	37.686	.129	.000
111	37.131	.143	.000
123	36.840	.150	.000
116	36.655	.155	.000
117	36.509	.159	.000
124	36.365	.163	.000
79	36.159	.169	.000
85	36.113	.170	.000
130	36.113	.170	.000
34	35.727	.182	.000
89	35.664	.184	.000
47	35.440	.190	.000
51	35.365	.193	.000
45	35.061	.203	.000
122	34.482	.222	.000
104	34.433	.224	.000
33	34.319	.228	.000
72	33.953	.241	.000
22	33.821	.246	.000
6	33.814	.246	.000
9	33.460	.260	.000
11	33.399	.262	.000
76	33.196	.270	.000
39	33.167	.271	.000
46	32.997	.278	.000
66	32.841	.284	.000
57	32.705	.290	.000
81	32.558	.296	.000
62	32.315	.306	.000
36	31.927	.323	.000
54	31.871	.326	.000
4	31.460	.344	.000

Observation number	Mahalanobis d-squared	p1	p2
56	31.396	.347	.000
107	31.114	.360	.000
42	31.078	.362	.000
17	30.213	.403	.002
109	29.834	.422	.005
91	29.658	.431	.005
65	29.597	.434	.004
97	29.535	.437	.003
50	29.508	.439	.002
2	29.273	.451	.003
64	28.822	.474	.008
68	28.308	.502	.023
88	28.028	.516	.034
60	27.669	.536	.059
102	27.584	.540	.051
25	27.150	.564	.100
93	26.932	.575	.117
80	26.826	.581	.107
12	26.767	.584	.089
13	26.767	.584	.063
21	26.543	.596	.076
41	26.459	.601	.065
98	25.678	.643	.236
71	25.555	.649	.226
73	25.555	.649	.174
40	25.462	.654	.156
61	24.814	.688	.351
16	24.743	.692	.314
37	24.743	.692	.249
110	24.573	.700	.255
7	24.511	.703	.219
87	24.383	.710	.208
31	23.863	.736	.361
15	23.126	.771	.644
38	23.049	.774	.603

	R P 7	R P 1	R P 2	R P 3	R P 4	R P 5	R P 6	W O M 7	W O M 6	W O M 5	W O M 4	W O M 3	W O M 2	W O M 1	K P 5	K P 4	K P 3	K P 2	K P 1	C S R 1	C S R 2	C S R 3	C S R 4	C S R 5	C S R 6	C S R 7	C S R 8	C S R 9	C S R 10	
C S R 12	.2	.2	.2	.2	.2	.2
C S R 2	1	2	3	2	2	2	2	2	5	1	9	1	3	1	2	1	2	1	2	8										
C S R 3	9	4	2	4	6	2	2	2	1	9	1	3	1	5	2	8	4	9	4	1										
C S R 4	6	9	6	3	9	0	9	2	1	9	1	3	1	5	8	3	8	4	5	2										
C S R 52	.2	.2	.3	.2	.3	.2
C S R 6	3	2	3	2	2	2	3	6	7	6	0	5	3	8	2	3	3	3	2	2	5									
C S R 7	0	6	4	5	5	7	0	7	8	2	8	8	4	0	9	4	4	5	6	6	5									
C S R 8	7	3	3	2	3	8	2	7	8	2	8	8	4	0	2	3	5	7	8	6	7									
C S R 93	.3	.3	.3	.3	.3	.3
C S R 10	3	3	3	3	3	3	3	1	3	3	1	2	8	5	3	3	3	3	3	2	3	5								
C S R 11	5	8	2	7	5	6	4	3	3	1	2	8	5	6	0	2	4	3	4	1	7	2								
C S R 122	.2	.2	.2	.2	.2	.2
C S R 13	2	2	2	2	2	3	2	5	8	5	8	5	8	6	3	3	2	2	2	2	2	3	6							
C S R 14	8	6	4	5	3	9	6	1	1	7	0	8	9	5	5	1	7	6	7	0	7	5	7							
C S R 152	.3	.2	.2	.2	.2	.2
C S R 16	2	2	3	2	2	2	3	5	1	9	9	6	5	3	2	2	2	2	2	3	3	3	3	6						
C S R 17	7	4	5	8	8	7	1	2	1	3	3	9	5	7	7	6	8	5	5	6	2	3	6	8						
C S R 18	6	4	1	6	4	9	2	2	1	3	3	9	5	7	9	6	9	1	9	3	4	5	1	0						

	R P 7	R P 1	R P 2	R P 3	R P 4	R P 5	R P 6	W O M 7	W O M 6	W O M 5	W O M 4	W O M 3	W O M 2	W O M 1	K P 5	K P 4	K P 3	K P 2	K P 1	C S R 1	C S R 2	C S R 3	C S R 4	C S R 5	C S R 6	C S R 7	C S R 8	C S R 9	C S R 10	
C S R 6	.	2	2	3	3	2	3	2	.3	.3	.3	.3	.3	.3	
C S R 7	3	2	3	3	3	3	3	3	.3	.3	.2	.3	.3	.3	
C S R 8	3	2	4	3	3	3	3	.2	.3	.3	.3	.2	.3	
C S R 9	3	2	3	3	3	3	2	.3	.3	.3	.3	.3	.2	.2	
C S R 10	3	3	3	3	3	3	2	.3	.3	.3	.4	.3	.3	.3	
	7	2	8	5	2	8	6	8	8	6	3	7	8	7	4	3	3	3	2	3	3	3	3	3	3	4	4	3	4	.7
	0	3	1	9	0	3	9	0	6	1	0	3	8	1	8	4	5	2	5	3	8	2	6	8	0	3	4	4	4	0

Condition number = 223.019

Eigenvalues

10.292 1.402 .831 .614 .528 .479 .450 .408 .352 .330 .309 .263 .246 .226 .215 .197 .182 .169 .154 .146 .124 .113 .110 .099 .078 .077
.070 .051 .046

Determinant of sample covariance matrix = .000

LAMPIRAN 9. UJI GOODNESS OF FIT

Function Arguments ? X

CHISQ.INV.RT

Probability = 0.05

Deg_freedom = 367

= 412.6708235

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

Probability is a probability associated with the chi-squared distribution, a value between 0 and 1 inclusive.

Formula result = 412.6708235

[Help on this function](#)

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	63	744.601	372	.000	2.002
Saturated model	435	.000	0		
Independence model	29	3668.067	406	.000	9.035

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.037	.725	.679	.620
Saturated model	.000	1.000		
Independence model	.336	.106	.043	.099

Baseline Comparisons

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	.797	.778	.887	.875	.886
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.088	.079	.097	.000
Independence model	.250	.242	.257	.000

LAMPIRAN 10. REGRESSION WEIGHT

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
K.PELANGGAN	<---	CSR	.717	.086	8.381	***	par_27
R.PERUSAHAAN	<---	CSR	.848	.093	9.129	***	par_28
WOM	<---	CSR	-.024	.249	-.096	.924	par_26
WOM	<---	K.PELANGGAN	.216	.251	.858	.391	par_29
WOM	<---	R.PERUSAHAAN	.835	.241	3.468	***	par_30
CSR10	<---	CSR	1.000				
CSR9	<---	CSR	.986	.103	9.535	***	par_1
CSR8	<---	CSR	1.008	.114	8.830	***	par_2
CSR7	<---	CSR	.974	.094	10.411	***	par_3
CSR6	<---	CSR	.899	.094	9.541	***	par_4
CSR5	<---	CSR	.837	.105	8.002	***	par_5
CSR4	<---	CSR	.770	.100	7.714	***	par_6
CSR3	<---	CSR	.933	.094	9.948	***	par_7
CSR2	<---	CSR	.826	.093	8.897	***	par_8
CSR1	<---	CSR	.746	.117	6.349	***	par_9
KP1	<---	K.PELANGGAN	1.000				
KP2	<---	K.PELANGGAN	1.135	.119	9.517	***	par_10
KP3	<---	K.PELANGGAN	1.132	.116	9.786	***	par_11
KP4	<---	K.PELANGGAN	1.212	.119	10.188	***	par_12
KP5	<---	K.PELANGGAN	1.284	.145	8.837	***	par_13
WOM1	<---	WOM	1.000				
WOM2	<---	WOM	1.024	.071	14.495	***	par_14
WOM3	<---	WOM	.993	.069	14.386	***	par_15
WOM4	<---	WOM	.993	.069	14.445	***	par_16
WOM5	<---	WOM	.953	.068	14.063	***	par_17
WOM6	<---	WOM	1.002	.066	15.250	***	par_18
WOM7	<---	WOM	.982	.074	13.238	***	par_19
RP6	<---	R.PERUSAHAAN	1.000				
RP5	<---	R.PERUSAHAAN	1.025	.102	10.092	***	par_20
RP4	<---	R.PERUSAHAAN	1.011	.091	11.054	***	par_21
RP3	<---	R.PERUSAHAAN	.955	.090	10.571	***	par_22
RP2	<---	R.PERUSAHAAN	1.023	.105	9.704	***	par_23
RP1	<---	R.PERUSAHAAN	.873	.095	9.214	***	par_24
RP7	<---	R.PERUSAHAAN	.912	.098	9.319	***	par_25

LAMPIRAN 11. UJI EFEK MEDIASI

A. *Standardized Direct Effect*

Standardized Direct Effects (Group number 1 - Default model)

	CSR	R.PERUSAHAAN	K.PELANGGAN	WOM
R.PERUSAHAAN	.905	.000	.000	.000
K.PELANGGAN	.897	.000	.000	.000
WOM	-.021	.702	.155	.000
RP7	.000	.743	.000	.000
RP1	.000	.732	.000	.000
RP2	.000	.767	.000	.000
RP3	.000	.814	.000	.000
RP4	.000	.838	.000	.000
RP5	.000	.788	.000	.000
RP6	.000	.801	.000	.000
WOM7	.000	.000	.000	.842
WOM6	.000	.000	.000	.904
WOM5	.000	.000	.000	.870
WOM4	.000	.000	.000	.876
WOM3	.000	.000	.000	.875
WOM2	.000	.000	.000	.873
WOM1	.000	.000	.000	.881
KP5	.000	.000	.761	.000
KP4	.000	.000	.862	.000
KP3	.000	.000	.829	.000
KP2	.000	.000	.796	.000
KP1	.000	.000	.760	.000
CSR1	.543	.000	.000	.000
CSR2	.727	.000	.000	.000
CSR3	.796	.000	.000	.000
CSR4	.644	.000	.000	.000
CSR5	.667	.000	.000	.000
CSR6	.767	.000	.000	.000
CSR7	.823	.000	.000	.000
CSR8	.725	.000	.000	.000
CSR9	.763	.000	.000	.000
CSR10	.783	.000	.000	.000

B. *Standardized Indirect Effect*

Standardized Indirect Effects (Group number 1 - Default model)

	CSR	R.PERUSAHAAN	K.PELANGGAN	WOM
R.PERUSAHAAN	.000	.000	.000	.000
K.PELANGGAN	.000	.000	.000	.000
WOM	.774	.000	.000	.000
RP7	.673	.000	.000	.000
RP1	.663	.000	.000	.000
RP2	.694	.000	.000	.000
RP3	.737	.000	.000	.000
RP4	.759	.000	.000	.000
RP5	.713	.000	.000	.000
RP6	.725	.000	.000	.000
WOM7	.633	.591	.130	.000
WOM6	.681	.635	.140	.000
WOM5	.655	.611	.135	.000
WOM4	.659	.615	.135	.000
WOM3	.659	.614	.135	.000
WOM2	.657	.613	.135	.000
WOM1	.663	.618	.136	.000
KP5	.682	.000	.000	.000
KP4	.772	.000	.000	.000
KP3	.744	.000	.000	.000
KP2	.714	.000	.000	.000
KP1	.681	.000	.000	.000
CSR1	.000	.000	.000	.000
CSR2	.000	.000	.000	.000
CSR3	.000	.000	.000	.000
CSR4	.000	.000	.000	.000
CSR5	.000	.000	.000	.000
CSR6	.000	.000	.000	.000
CSR7	.000	.000	.000	.000
CSR8	.000	.000	.000	.000
CSR9	.000	.000	.000	.000
CSR10	.000	.000	.000	.000