

**LAMPIRAN 1**

**KUESIONER**

**Kuesioner Penelitian Penggunaan Pendekatan *Theory of Planned Behavior* untuk Analisis Pengaruh *Electronic Word of Mouth* (eWOM) pada Minat untuk Berwisata ke Yogyakarta**

Silakan data diri anda berikut ini.

Nama :

Akun Instagram :

Jenis Kelamin :  Laki-laki  
 Perempuan

Usia :  Tahun

Pekerjaan :

Destinasi Wisata :

Favorit

Frekuensi :  1 minggu sekali  
Berwisata :  1 bulan sekali  
Minimum :  1 tahun sekali

<p>Daya Wisata yang Diminati</p>	<p>:</p> <table border="1" style="border-collapse: collapse; width: 50px; height: 100px;"> <tr><td style="height: 25px;"></td></tr> <tr><td style="height: 25px;"></td></tr> <tr><td style="height: 25px;"></td></tr> <tr><td style="height: 25px;"></td></tr> <tr><td style="height: 25px;"></td></tr> <tr><td style="height: 25px;"></td></tr> </table>							<p>Budaya</p> <p>Alam</p> <p>Tematik</p>	
<p>Penghasilan Perbulan</p>	<p>:</p> <table border="1" style="border-collapse: collapse; width: 50px; height: 100px;"> <tr><td style="height: 25px;"></td></tr> <tr><td style="height: 25px;"></td></tr> <tr><td style="height: 25px;"></td></tr> <tr><td style="height: 25px;"></td></tr> </table>					<p>&lt; Rp3,000,000.00</p> <p>Rp3,000,000.0 - Rp10,000,000.00</p> <p>0</p> <p>&gt; Rp10,000,000.00</p>			
<p>Pengeluaran</p>	<p>:</p>								
<p>Wisata Rata-rata</p>									
<p>Grup <i>Online</i></p>	<p>:</p>								
<p>Wisata yang Diikuti</p>									
<p>Akun Instagram</p>	<p>:</p>								
<p>Wisata yang Diikuti</p>									

Mohon pilih dengan melingkari salah satu skala dari pernyataan berikut ini yang sesuai dengan diri anda.

No.	Pernyataan	Skala Persetujuan				
		Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
<b>Variabel Electronic Word of Mouth (eWOM)</b>						
Variabel ini digunakan untuk mengukur apakah eWOM mempengaruhi perilaku berwisata anda.						
1	Saya sering membaca ulasan wisata di media sosial untuk mengetahui destinasi mana yang menarik minat wisatawan pada umumnya.	1	2	3	4	5
2	Saya sering membaca ulasan wisata di media sosial untuk meyakinkan diri bahwa saya memilih destinasi tertentu.	1	2	3	4	5
3	Saya sering berkonsultasi dengan orang-orang yang pernah membuat ulasan tentang suatu destinasi yang akan saya tuju di media sosial.	1	2	3	4	5
4	Saya sering mencari informasi mengenai ulasan suatu destinasi yang akan saya tuju sebelum bepergian ke destinasi tersebut.	1	2	3	4	5
5	Saya takut salah memilih destinasi jika tidak membaca ulasan tentang destinasi tersebut terlebih dulu di	1	2	3	4	5

	media sosial.					
6	Saya lebih percaya diri ketika bepergian ke suatu destinasi setelah membaca ulasan destinasi tersebut di media sosial.	1	2	3	4	5
<b>Variabel Sikap</b>						
Variabel digunakan untuk mengukur bagaimana sikap anda sebagai wisatawan terhadap Yogyakarta.						
1	Saya merasa daya tarik dan akomodasi wisata di Yogyakarta sangat menarik.	1	2	3	4	5
2	Saya merasa uang yang saya keluarkan untuk berwisata ke Yogyakarta akan sepadan dengan pengalaman yang saya dapatkan.	1	2	3	4	5
3	Saya akan puas dan bahagia jika menghabiskan waktu berwisata di Yogyakarta.	1	2	3	4	5
<b>Variabel Norma Subyektif</b>						
Variabel ini digunakan untuk mengukur seberapa besar pengaruh lingkungan sekitar anda terkait dengan keputusan untuk berwisata ke Yogyakarta.						
1	Orang-orang terdekat saya menyuruh saya untuk berwisata ke Yogyakarta.	1	2	3	4	5
2	Orang-orang yang penting di dalam saya menginginkan saya berwisata ke Yogyakarta.	1	2	3	4	5
3	Orang-orang yang saya hormati menghendaki saya berwisata ke Yogyakarta.	1	2	3	4	5

<b>Variabel Kontrol Perilaku yang Dipersepsikan</b>						
Variabel ini digunakan untuk mengukur rasionalitas anda untuk berwisata ke Yogyakarta.						
1	Saya memiliki kemampuan untuk berwisata ke Yogyakarta.	1	2	3	4	5
2	Saya memiliki sumber daya dan kemampuan serta pengetahuan untuk berwisata ke Yogyakarta.	1	2	3	4	5
3	Saya bisa kapan saja berwisata ke Yogyakarta.	1	2	3	4	5
<b>Variabel Minat Berwisata</b>						
Variabel ini digunakan untuk mengukur tingkat minat anda untuk berwisata ke Yogyakarta.						
1	Saya memperkirakan saya akan mengunjungi Yogyakarta suatu hari nanti.	1	2	3	4	5
2	Saya akan memilih mengunjungi Yogyakarta daripada destinasi lain jika ada kesempatan.	1	2	3	4	5
3	Saya merencanakan mengunjungi Yogyakarta jika semua hal sesuai dengan perkiraan saya.	1	2	3	4	5

**LAMPIRAN 2**

**DATA PENELITIAN**

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## **LAMPIRAN 3**

### **UJI VALIDITAS DAN RELIABILITAS INSTRUMEN**

**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	256	100.0
	Excluded <sup>a</sup>	0	.0
	Total	256	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.772	6

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
eWOM1	18.21	10.384	.517	.738



eWOM2	18.29	10.253	.553	.729
eWOM3	18.47	10.964	.403	.765
eWOM4	18.19	9.708	.614	.712
eWOM5	18.55	10.264	.486	.746
eWOM6	18.41	9.968	.527	.735

**Reliability (Attd)**

**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	256	100.0
	Excluded <sup>a</sup>	0	.0
	Total	256	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.603	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Attd1	7.71	2.224	.337	.602
Attd2	7.76	1.886	.503	.372
Attd3	7.51	1.757	.407	.517

**Reliability (Sjnm)**

**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	256	100.0
	Excluded <sup>a</sup>	0	.0
	Total	256	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.761	3

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Sjnm1	5.78	2.936	.470	.808
Sjnm2	6.29	2.607	.672	.595
Sjnm3	6.45	2.280	.650	.610

### Reliability (Pvbc)

Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	256	100.0
	Excluded <sup>a</sup>	0	.0

Total	256	100.0
-------	-----	-------

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.711	3

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Pvbc1	6.09	3.384	.426	.736
Pvbc2	6.42	2.590	.628	.495
Pvbc3	6.56	2.451	.553	.596

**Reliability (Trin)**

**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	256	100.0
	Excluded <sup>a</sup>	0	.0
	Total	256	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.742	3

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Trin1	7.59	2.172	.513	.720
Trin2	8.05	2.146	.560	.667
Trin3	7.97	1.901	.634	.576

## **LAMPIRAN 4**

### **ANALISIS DESKRIPTIF**

**Descriptives (Analisis deskriptif skor total variabel)**

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Total_eWOM	256	10	30	22.02	3.758
Total_Attd	256	8.00	15.00	11.4883	1.91584
Total_Sjnm	256	3.00	15.00	9.2578	2.28463
Total_Pvbc	256	4	15	9.54	2.350
Total_Trin	256	6	15	11.81	2.033
Valid N (listwise)	256				

**Descriptives (Analisis deskriptif rata-rata variabel)**

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Rata_eWOM	256	1.67	5.00	3.6702	.62667
Rata_Attd	256	2.67	5.00	3.8295	.63822
Rata_Sjnm	256	1.00	5.00	3.0859	.76167
Rata_Pvbc	256	1.33	5.00	3.1784	.78314
Rata_Trin	256	2.00	5.00	3.9365	.67746
Valid N (listwise)	256				

**Frequencies (Analisis frekuensi jawaban tiap item)**

**eWOM1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.4	.4	.4
2	18	7.0	7.0	7.4
3	68	26.6	26.6	34.0
4	109	42.6	42.6	76.6
5	60	23.4	23.4	100.0
Total	256	100.0	100.0	

**eWOM2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.4	.4	.4



2	21	8.2	8.2	8.6
3	72	28.1	28.1	36.7
4	113	44.1	44.1	80.9
5	49	19.1	19.1	100.0
Total	256	100.0	100.0	

**eWOM3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.4	.4	.4
2	26	10.2	10.2	10.5
3	100	39.1	39.1	49.6
4	89	34.8	34.8	84.4
5	40	15.6	15.6	100.0
Total	256	100.0	100.0	

**eWOM4**

	Frequency	Percent	Valid Percent	Cumulative Percent
--	-----------	---------	---------------	--------------------

Valid	2	22	8.6	8.6	8.6
	3	69	27.0	27.0	35.5
	4	95	37.1	37.1	72.7
	5	70	27.3	27.3	100.0
	Total	256	100.0	100.0	

**eWOM5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	1.2	1.2	1.2
	2	33	12.9	12.9	14.1
	3	100	39.1	39.1	53.1
	4	79	30.9	30.9	84.0
	5	41	16.0	16.0	100.0
	Total	256	100.0	100.0	

**eWOM6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.4	.4	.4
2	36	14.1	14.1	14.5
3	74	28.9	28.9	43.4
4	95	37.1	37.1	80.5
5	50	19.5	19.5	100.0
Total	256	100.0	100.0	

**Attd1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	8	3.1	3.1	3.1
3	92	35.9	35.9	39.1
4	104	40.6	40.6	79.7
5	52	20.3	20.3	100.0
Total	256	100.0	100.0	

**Attd2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.4	.4	.4
2	11	4.3	4.3	4.7
3	89	34.8	34.8	39.5
4	110	43.0	43.0	82.4
5	45	17.6	17.6	100.0
Total	256	100.0	100.0	

**Attd3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	19	7.4	7.4	7.4
3	60	23.4	23.4	30.9
4	85	33.2	33.2	64.1
5	92	35.9	35.9	100.0
Total	256	100.0	100.0	

### Sjnm1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.4	.4	.4
2	34	13.3	13.3	13.7
3	100	39.1	39.1	52.7
4	84	32.8	32.8	85.5
5	37	14.5	14.5	100.0
Total	256	100.0	100.0	

### Sjnm2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	1.2	1.2	1.2
2	74	28.9	28.9	30.1
3	122	47.7	47.7	77.7
4	41	16.0	16.0	93.8

5	16	6.2	6.2	100.0
Total	256	100.0	100.0	

### Sjnm3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	20	7.8	7.8	7.8
2	79	30.9	30.9	38.7
3	104	40.6	40.6	79.3
4	36	14.1	14.1	93.4
5	17	6.6	6.6	100.0
Total	256	100.0	100.0	

### Pvbc1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.4	.4	.4
2	33	12.9	12.9	13.3

3	103	40.2	40.2	53.5
4	89	34.8	34.8	88.3
5	30	11.7	11.7	100.0
Total	256	100.0	100.0	

**Pvbc2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	10	3.9	3.9	3.9
2	59	23.0	23.0	27.0
3	99	38.7	38.7	65.6
4	68	26.6	26.6	92.2
5	20	7.8	7.8	100.0
Total	256	100.0	100.0	

**Pvbc3**

	Frequency	Percent	Valid Percent	Cumulative Percent
--	-----------	---------	---------------	--------------------

Valid	1	23	9.0	9.0	9.0
	2	62	24.2	24.2	33.2
	3	92	35.9	35.9	69.1
	4	56	21.9	21.9	91.0
	5	23	9.0	9.0	100.0
	Total	256	100.0	100.0	

**Trin1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	8	3.1	3.1	3.1
	3	43	16.8	16.8	19.9
	4	90	35.2	35.2	55.1
	5	115	44.9	44.9	100.0
	Total	256	100.0	100.0	



### Trin2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	11	4.3	4.3	4.3
3	90	35.2	35.2	39.5
4	106	41.4	41.4	80.9
5	49	19.1	19.1	100.0
Total	256	100.0	100.0	

### Trin3

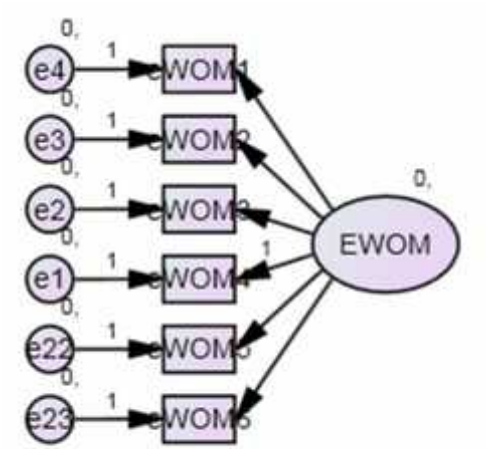
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	18	7.0	7.0	7.0
3	64	25.0	25.0	32.0
4	116	45.3	45.3	77.3
5	58	22.7	22.7	100.0
Total	256	100.0	100.0	

## **LAMPIRAN 5**

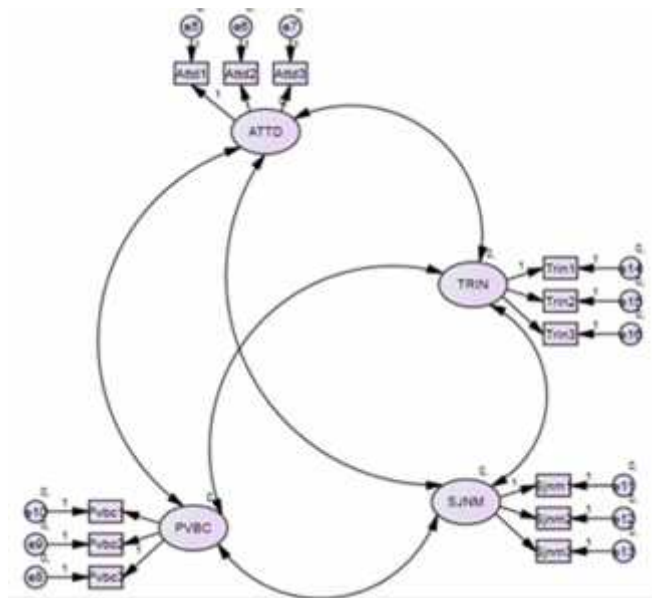
### **HASIL UJI KELAYAKAN MODEL DAN UJI HIPOTESIS**

## OUTPUT AMOS

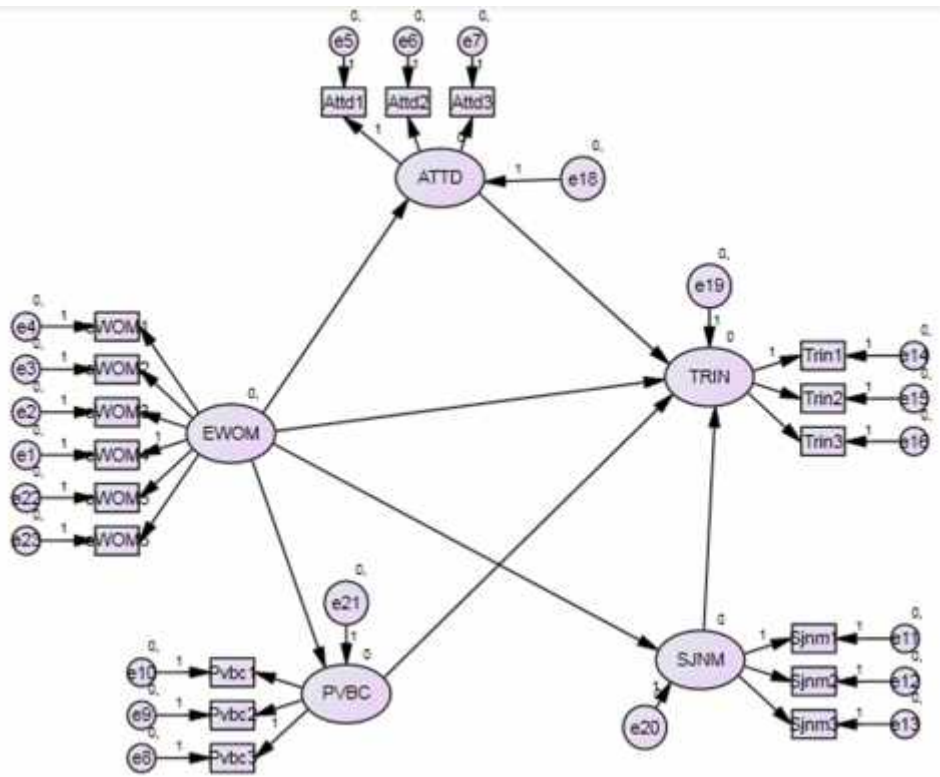
Gambar measurement model variabel eksogen: (Model 1)



Gambar measurement model variabel endogen: (Model 2)



Gambar structural model: (Model 3)



**A. Uji CFA (Confirmatory Factor Analysis) / uji validitas konstruk**

- Uji CFA pada variabel eksogen

**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
eWOM4	<--- EWOM	1.000				
eWOM3	<--- EWOM	.609	.094	6.477	***	par_1
eWOM2	<--- EWOM	.845	.094	8.995	***	par_2
eWOM1	<--- EWOM	.790	.095	8.331	***	par_3
eWOM5	<--- EWOM	.750	.105	7.132	***	par_4
eWOM6	<--- EWOM	.826	.108	7.646	***	par_5

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

		Estimate
eWOM4	<--- EWOM	.738
eWOM3	<--- EWOM	.582
eWOM2	<--- EWOM	.660
eWOM1	<--- EWOM	.611
eWOM5	<--- EWOM	.541
eWOM6	<--- EWOM	.585

- Uji CFA pada variabel endogen

**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
Attd1 <--- ATTD	1.000				
Attd2 <--- ATTD	1.577	.347	4.538	***	par_1
Attd3 <--- ATTD	2.606	.678	3.843	***	par_2
Pvbc3 <--- PVBC	1.000				
Pvbc2 <--- PVBC	.938	.153	6.149	***	par_3
Pvbc1 <--- PVBC	.537	.093	5.766	***	par_4
Sjnm1 <--- SJNM	1.000				
Sjnm2 <--- SJNM	1.560	.218	7.158	***	par_5
Sjnm3 <--- SJNM	1.665	.215	7.739	***	par_6
Trin1 <--- TRIN	1.000				
Trin2 <--- TRIN	1.009	.129	7.802	***	par_7
Trin3 <--- TRIN	1.324	.171	7.754	***	par_8

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

	Estimate
Attd1 <--- ATTD	.574
Attd2 <--- ATTD	.556
Attd3 <--- ATTD	.790
Pvbc3 <--- PVBC	.749
Pvbc2 <--- PVBC	.782
Pvbc1 <--- PVBC	.500
Sjnm1 <--- SJNM	.523
Sjnm2 <--- SJNM	.859
Sjnm3 <--- SJNM	.795
Trin1 <--- TRIN	.634
Trin2 <--- TRIN	.660
Trin3 <--- TRIN	.818

**B. Uji Asumsi Normalitas dan Outlier**

**Assessment of normality (Group number 1)**

Variable	min	max	skew	c.r.	kurtosis	c.r.
eWOM6	1.000	5.000	-.205	-1.339	-.808	-2.638
eWOM5	1.000	5.000	-.029	-.190	-.569	-1.860
Trin3	2.000	5.000	-.355	-2.318	-.497	-1.622
Trin2	2.000	5.000	-.011	-.074	-.703	-2.297
Trin1	2.000	5.000	-.752	-4.910	-.312	-1.018
Sjnm3	1.000	5.000	.319	2.081	-.164	-.537
Sjnm2	1.000	5.000	.526	3.436	.007	.022
Sjnm1	1.000	5.000	.038	.251	-.662	-2.161



Variable	min	max	skew	c.r.	kurtosis	c.r.
Pvbc1	1.000	5.000	.027	.175	-.532	-1.737
Pvbc2	1.000	5.000	.024	.159	-.476	-1.555
Pvbc3	1.000	5.000	.046	.303	-.599	-1.958
Attd3	2.000	5.000	-.484	-3.159	-.803	-2.624
Attd2	1.000	5.000	-.130	-.852	-.319	-1.041
Attd1	2.000	5.000	.047	.306	-.806	-2.633
eWOM1	1.000	5.000	-.378	-2.471	-.405	-1.323
eWOM2	1.000	5.000	-.333	-2.174	-.378	-1.236
eWOM3	1.000	5.000	-.003	-.017	-.588	-1.920
eWOM4	2.000	5.000	-.310	-2.022	-.820	-2.680
Multivariate					27.980	8.342

**Observations farthest from the centroid (Mahalanobis distance)**

**(Group number 1)**

Observation number	Mahalanobis d-squared	p1	p2
218	42.052	.001	.243
212	40.718	.002	.069
176	39.409	.003	.027
83	38.363	.003	.013
131	37.526	.004	.006
70	35.974	.007	.011
213	35.853	.007	.003
245	35.455	.008	.001
231	35.289	.009	.000
227	35.206	.009	.000
220	34.075	.012	.000
226	32.848	.017	.002
177	32.589	.019	.001
229	32.246	.021	.001
40	31.998	.022	.001

Observation number	Mahalanobis d-squared	p1	p2
193	31.058	.028	.003
163	30.275	.035	.009
173	30.163	.036	.006
244	30.163	.036	.003
42	29.961	.038	.002
215	29.819	.039	.001
236	29.819	.039	.001
19	29.560	.042	.001
18	29.529	.042	.000
184	29.239	.046	.000
7	29.139	.047	.000
237	28.741	.052	.000
221	28.663	.053	.000
175	28.494	.055	.000
82	28.386	.056	.000
248	28.169	.060	.000
233	28.002	.062	.000
216	27.572	.069	.000
43	27.078	.078	.002
234	26.907	.081	.002
181	26.789	.083	.001
207	26.108	.097	.010
146	25.989	.100	.009
147	25.872	.103	.008
110	25.623	.109	.012
156	25.021	.124	.054
2	25.004	.125	.039
80	24.987	.125	.028
118	24.610	.136	.060
94	24.496	.139	.059
228	24.308	.145	.073
21	24.308	.145	.052
39	24.238	.147	.046
179	24.233	.148	.033
130	24.230	.148	.023
161	24.175	.149	.018

Observation number	Mahalanobis d-squared	p1	p2
129	24.158	.150	.013
211	24.129	.151	.010
1	23.816	.161	.021
5	23.747	.163	.019
99	23.735	.164	.013
182	23.554	.170	.018
253	23.547	.170	.013
223	23.484	.173	.011
250	23.465	.173	.008
192	23.461	.174	.005
210	23.414	.175	.004
142	23.276	.180	.005
243	23.037	.189	.010
224	22.936	.193	.010
106	22.919	.194	.007
235	22.805	.198	.008
219	22.777	.199	.006
251	22.709	.202	.006
49	22.597	.207	.006
238	22.586	.207	.004
58	22.569	.208	.003
51	22.407	.214	.005
178	22.382	.215	.003
254	22.295	.219	.003
230	22.202	.223	.004
164	21.980	.233	.007
172	21.957	.234	.006
144	21.841	.239	.007
109	21.684	.246	.010
225	21.368	.261	.028
113	21.045	.277	.072
232	20.973	.281	.071
47	20.866	.286	.080
191	20.861	.286	.063
241	20.855	.287	.049
208	20.577	.301	.102

Observation number	Mahalanobis d-squared	p1	p2
255	20.452	.308	.121
100	20.401	.311	.114
137	20.398	.311	.091
246	20.310	.316	.097
183	20.149	.325	.131
3	20.123	.326	.114
71	20.110	.327	.095
78	20.022	.332	.102
206	19.832	.342	.151
60	19.785	.345	.142
37	19.772	.346	.120
122	19.653	.353	.141
217	19.647	.353	.117

Uji Normalitas setelah outlier dihapus:

**Assessment of normality (Group number 1)**

Variable	min	max	skew	c.r.	kurtosis	c.r.
eWOM6	1.000	5.000	-.226	-1.447	-.739	-2.366
eWOM5	1.000	5.000	.000	.000	-.607	-1.944
Trin3	2.000	5.000	-.316	-2.022	-.431	-1.381
Trin2	2.000	5.000	.013	.084	-.682	-2.182
Trin1	2.000	5.000	-.695	-2.256	-.441	-1.413
Sjnm3	1.000	5.000	.315	2.015	-.072	-.230
Sjnm2	1.000	5.000	.509	2.135	.075	.241
Sjnm1	1.000	5.000	.061	.389	-.581	-1.859
Pvbc1	1.000	5.000	.038	.243	-.497	-1.590
Pvbc2	1.000	5.000	.019	.123	-.444	-1.423
Pvbc3	1.000	5.000	.040	.259	-.552	-1.766
Attd3	2.000	5.000	-.472	-2.316	-.819	-2.134
Attd2	1.000	5.000	-.146	-.932	-.224	-.716

Variable	min	max	skew	c.r.	kurtosis	c.r.
Attd1	2.000	5.000	.094	.600	-.860	-2.217
eWOM1	1.000	5.000	-.364	-2.329	-.322	-1.032
eWOM2	1.000	5.000	-.330	-2.113	-.354	-1.132
eWOM3	1.000	5.000	.035	.223	-.596	-1.908
eWOM4	2.000	5.000	-.284	-1.817	-.805	-2.578
Multivariate					20.255	2.216

## B. Uji Multikolinearitas

### Sample Moments (Group number 1)

### Sample Covariances (Group number 1)

	e W O M 6	e W O M 5	T r i n 3	T r i n	T r i n	S j 3	S j 2	S j 1	P v 1	P v 2	P v 3	A t 3	A t 2	A t 1	e W M	e W M	e W M	e W M
e W O M 6	.																	
e W O M 5	.9	.																
T r i n 3	0	.8	.															
T r i n	3	6	6	.														
S j 3	6	8	7	6	.													
S j 2						.												
S j 1							.											
P v 1								.										
P v 2									.									
P v 3										.								
A t 3											.							
A t 2												.						
A t 1													.					
e W M															.			
e W M																.		
e W M																	.	
e W M																		.

	e W O M 6	e W O M 5	T r i n n 3	T r i n n 2	T r i n n 1	S j n m 3	S j n m 2	S j n m 1	P v b c 1	P v b c 2	P v b c 3	A t t d 3	A t t d 3	A t t d 3	e W O M 1	e W O M 2	e W O M 3	e W O M 4	
2																			
T	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
r	2	1	3	2	6														
i	1	4	1	5	4														
n	4	8	5	7	6														
l																			
S	-	-																	
j	.	.	0	0	.	.	.	.	.	.	.	.	.	.	.	.	.	.	
n	0	0	4	6	0	2													
m	8	2	4	9	1	9													
3	7	6			9														
S	-		-																
j	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	
n	0	0	0	0	0	5	7												
m	3	2	0	1	4	6	0												
2	2	6	8	1	8	6	9												
S																			
j	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	
n	0	0	1	1	0	3	3	7											
m	1	0	3	1	5	6	1	9											
l	0	2	7	1	4	6	7	2											
P																			
v	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	
b	0	0	0	0	0	0	0	0	7	5	0								
c	0	2	8	3	4	4	6	5											
1	1	0	0	3	8	7	2	6											
P	-	-																	
v	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	
b	0	0	0	0	0	0	0	0	3	9									
c	1	8	1	9	2	3	1	4	7	2									
2	7	9	6	4	6	6	0	6	7	2									
P	-	-																	
v	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	
b	0	1	2	0	0	0	0	0	3	6	1								
c	6	4	3	6	8	6	6	7	7	8	4								
3	9	8	1	2	0	9	2	6											
A																			
t	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	
t	2	1	2	2	3	0	0	1	0	0	2	8							
d	4	9	9	1	5	5	8	7	7	8	6	7							
3	6	9	8	1	3	8	9	8	4	4	5	8							
A																			
t	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	
t	0	0	1	1	1	0	1	1	0	.	.	3	6						
t	7	3	3	2	5	7	0	2	3	0	1	3	3						

	e W O M 6	e W O M 5	T r i n 3	T r i n 2	T r i n 1	S j n m 3	S j n m 2	S j n m 1	P v b c 1	P v b c 1	P v b c 2	A t t d 3	A t t d 3	A t t d 2	e W O M 1	e W O M 2	e W O M 3	e W O M 4
d 2	3	5	0	1	9	7	4	4	1	3	0	7	0					
A t t d 1		-							-	-								
e W O M 1	0	0	0	0	0	0	0	0	0	0	1	2	6					
e W O M 2	7	7	8	5	3	9	9	8	5	4	7	8	2	0				
e W O M 3	6	7	6	6	5	8	9	4	7	3	7	4	2	4				
e W O M 4	2	2	0	0	1	0	0	0	0	0	0	2	0	1	7			
	8	4	3	1	5	4	2	2	0	1	0	2	3	0	5			
	9	0	1	1	6	6	9	6	5	2	2	4	9	5	2			
	2	2	0	0	1	0	0	0	0	0	0	2	0	0	3	7		
	8	5	4	2	3	7	0	1	0	6	3	5	6	4	5	5		
	0	0	8	8	4	8	5	6	1	1	2	1	0	5	4	8		
	1	2	0	0	0	1	1	1	0	0	0	0	0	2	2	7		
	9	1	1	0	3	7	2	0	2	2	1	1	0	6	5	7	9	
	8	1	8	3	3	9	1	7	8	9	8	7	3	2	0	4	4	
	3	3	0	0	1	0	0	0	0	0	0	2	1	0	3	4	2	8
	8	6	4	6	7	8	5	1	7	0	1	4	0	6	5	2	7	4
	8	2	7	2	9	7	9	1	8	2	0	9	7	5	9	6	0	3

Condition number = 14.430

Eigenvalues

2.992 1.903 1.750 1.448 .864 .676 .625 .595 .516 .430 .400 .375 .338

.321 .298 .256 .229 .207

Determinant of sample covariance matrix = .802

### **C. Uji Goodness of fit**

#### **Notes for Model (Default model)**

#### **Computation of degrees of freedom (Default model)**

Number of distinct sample moments: 189

Number of distinct parameters to be estimated: 63

Degrees of freedom (189 - 63): 126

#### **Result (Default model)**

Minimum was achieved

Chi-square = 306.041

Degrees of freedom (corrected for nonidentifiability) = 127

Probability level = .000

#### **Model Fit Summary**

**CMIN**



Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	63	306.041	127	.000	2.410
Saturated model	189	.000	0		
Independence model	36	1376.198	153	.000	8.995

**RMR, GFI**

Model	RMR	GFI	AGFI	PGFI
Default model	.032	.953	.936	.617
Saturated model	.000	1.000		
Independence model	.109	.824	.806	.573

**Baseline Comparisons**

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	.864	.823	.945	.926	.943
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**arsimony-Adjusted Measures**

Model	PRATIO	PNFI	PCFI

Model	PRATIO	PNFI	PCFI
Default model	.765	.661	.721
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

### **NCP**

Model	NCP	LO 90	HI 90
Default model	69.480	36.173	110.712
Saturated model	.000	.000	.000
Independence model	1223.198	1108.276	1345.554

### **FMIN**

Model	FMIN	F0	LO 90	HI 90
Default model	.761	.284	.148	.452
Saturated model	.000	.000	.000	.000
Independence model	5.617	4.993	4.524	5.492

**RMSEA**

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.049	.036	.062	.523
Independence model	.181	.172	.189	.000

**AIC**

Model	AIC	BCC	BIC	CAIC
Default model	332.480	344.754		
Saturated model	378.000	409.779		
Independence model	1448.198	1454.251		

**ECVI**

Model	ECVI	LO 90	HI 90	MECVI
Default model	1.357	1.221	1.525	1.407
Saturated model	1.543	1.543	1.543	1.673
Independence model	5.911	5.442	6.410	5.936

**HOELTER**

Model	HOELTER	HOELTER
	.05	.01
Default model	189	205
Independence model	33	36

#### D. Uji Hipotesis (Analisis Pengaruh Antar Variabel)

##### Scalar Estimates (Group number 1 - Default model)

##### Maximum Likelihood Estimates

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

	Estimate	S.E.	C.R.	P	Label
ATTD <--- EWOM	.159	.047	3.364	***	par_12
PVBC <--- EWOM	.228	.124	1.839	.037	par_13
SJNM <--- EWOM	.064	.052	1.226	.220	par_14
TRIN <--- EWOM	.000	.070	.005	.996	par_15
TRIN <--- ATTD	1.303	.371	3.509	***	par_16
TRIN <--- PVBC	.465	.089	5.255	***	par_17
TRIN <--- SJNM	-.046	.090	-.513	.608	par_18
eWOM4 <--- EWOM	1.000				
eWOM3 <--- EWOM	.581	.094	6.172	***	par_1
eWOM2 <--- EWOM	.853	.092	9.253	***	par_2
eWOM1 <--- EWOM	.780	.093	8.388	***	par_3
Attd1 <--- ATTD	1.000				
Attd2 <--- ATTD	1.681	.401	4.189	***	par_4

			Estimate	S.E.	C.R.	P	Label
Attd3	<---	ATTD	3.324	.881	3.772	***	par_5
Pvbc3	<---	PVBC	1.000				
Pvbc2	<---	PVBC	1.011	.150	6.732	***	par_6
Pvbc1	<---	PVBC	.611	.087	7.014	***	par_7
Sjnm1	<---	SJNM	1.000				
Sjnm2	<---	SJNM	1.560	.220	7.077	***	par_8
Sjnm3	<---	SJNM	1.781	.247	7.216	***	par_9
Trin1	<---	TRIN	1.000				
Trin2	<---	TRIN	1.003	.140	7.181	***	par_10
Trin3	<---	TRIN	1.202	.165	7.298	***	par_11
eWOM5	<---	EWOM	.816	.104	7.843	***	par_19
eWOM6	<---	EWOM	.881	.107	8.243	***	par_20