KUESIONER PENELITIAN

Kepada Yth:

Bapak/Ibu/Saudara

Di-

Tempat

Dengan hormat,

Yang bertanda tangan dibawah ini saya :

N a m a : Kabizatya Rizqi Amantha
Mahasiswa : MM Unissula

Berkaitan dengan penelitian yang saya lakukan dalam rangka menyelesaikan studi pada Program Magister Manajemen Fakultas Ekonomi Universitas Islam Sultan Agung Semarang mengenai *seller* toko online, maka saya mohon kesediaan dan bantuan Bapak/Ibu/Saudara untuk kiranya dapat mengisi kuesioner penelitian ini.

Penelitian ini diharapkan memberikan hasil yang bermanfaat dan oleh karena itu dimohon kesedian dan bantuannya untuk mengisi/menjawab kuesioner ini dengan sejujur-jujurnya dan jawaban yang anda diberikan akan dijamin kerahasiaannya dan hanya akan digunakan untuk kepentingan ilmiah.

Atas kerjasama yang baik dan kesungguhan Bapak/Ibu/Saudara dalam mengisi kuesioner ini, diucapkan banyak terima kasih.

Hormat saya,

Kabizatya Rizqi Amantha

IDENTITAS PRIBADI

1. Nama :.....

2. Jenis Kelamin :.....

3. Usia :.....

4. Pendidikan :.....

5. Pekerjaan : .....

6. Lama Beroperasi :

……(bulan)

7. Bergerak dibidang***:***

1.) Baju anak/bayi ☐

2.) Baju dewasa ☐

3.) Accesories ☐

4.) Kerudung ☐

5.) Lainnya ☐ : (Sebutkan).....

DAFTAR PERTANYAAN RESPONDEN

Petunjuk:

Berikan jawaban terhadap semua pernyataan dalam kuesioner ini dengan memberikan penilaian sejauhmana pernyataan itu sesuai dengan realita, nilai 1 untuk sangat tidak setuju **sampai dengan nilai** 7 untuk sangat setuju**, beri** tanda √ **untuk pilihan Anda pada jawaban yang dipilih dalam** kotak **yang tersedia dari kotak nomor 1, 2, 3, 4, 5, 6 dan 7.**

Keunggulan Bersaing

No.	Pernyataan	Pilihan Jawaban						
		1	2	3	4	5	6	7
1.	Sumber daya yang kami miliki mempunyai nilai lebih unggul dibandingkan dengan toko online lainnya.							
2.	Sumber daya yang kami miliki sangat unik dibandingkan dengan toko online lainnya.							
3.	Sumber daya yang kami miliki sulit ditiru oleh toko online lainnya							
4.	Sumber daya yang kami miliki bisa dikelola secara lebih unggul dibandingkan toko online lainnya							

Menurut anda, sumber daya apakah yang unggul di toko anda dibandingkan dengan usaha toko online lainnya?

……..……..……
……..……..……
……..……

Kualitas Strategi Bisnis

No.	Pernyataan	Pilihan Jawaban						
		1	2	3	4	5	6	7
1.	Dalam menetapkan harga produk, kami selalu memperhatikan harga jual yang							

	bersaing.							
2.	Dalam menetapkan pemilihan media promosi, kami selalu memperhatikan aplikasi online yang lebih sering digunakan oleh masyarakat.							
3.	Dalam membangun hubungan yang baik dengan konsumen, kami selalu memperhatikan review dari konsumen.							
4.	Dalam membangun karakteristik produk, kami menyesuaikan dengan karakteristik pelanggan.							

Menurut anda dalam 6 bulan terakhir, toko online anda berhasil menerapkan strategi bisnis yang berkualitas dibandingkan dengan usaha toko online lainnya?

……..……..……
……..……..……
……..……

Architectural Capability Marketing

No.	Pernyataan	Pilihan Jawaban						
		1	2	3	4	5	6	7
1.	Divisi marketing kami mengimplementasikan pemasaran produk sesuai dengan perencanaan yang telah dibuat sebelumnya.							
2.	Divisi marketing kami merencanakan pemasaran dengan melakukan pendekatan survei pasar sesuai yang dibutuhkan pelanggan.							
3.	Divisi marketing kami mengkomunikasikan produk yang dipasarkan lebih dekat dengan pelanggan.							
4.	Divisi marketing kami mendesain produk yang dipasarkan dengan menarik.							

Menurut anda, Bagaimana cara Saudara menjaga pelanggan agar tidak berpindah

ke yang lain?

……..……..……
……..……..……
……..……

Kinerja Toko Online

No.	Pernyataan	Pilihan Jawaban						
		1	2	3	4	5	6	7
1.	Dalam 6 bulan terakhir, toko saya berhasil meraih pertumbuhan penjualan yang meningkat.							
2.	Dalam 6 bulan terakhir, toko saya berhasil meraih pertumbuhan pelanggan yang meningkat.							
3.	Dalam 6 bulan terakhir, toko saya berhasil meraih volume penjualan yang meningkat.							

Menurut anda program marketing seperti apa yang membedakan toko anda dengan toko lainnya dalam 6 bulan terakhir, sehingga toko anda berhasil meningkatkan penjualan?

……..……..……
……..……..……
……..……

- Terima Kasih -

Analysis Summary

Date and Time

Date: Tuesday, January 21, 2020
Time: 4:58:13 PM

Title

Sem kabi: Tuesday, January 21, 2020 4:58 PM

Notes for Group (Group number 1)

The model is recursive.
Sample size = 160

Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables
x12
x13
x14
x15
x11
x10
x9
x1
x2
x3
x4
x8
x7
x6
x5
Unobserved, endogenous variables
Kinerja_Toko Online
Keunggulan_Bersaing
Unobserved, exogenous variables
e12
e13
e14
e15
Architectural_Capability_Marketing
z1
z2

Kualitas_Strategi_Bisnis
e11
e10
e9
e1
e2
e3
e4
e8
e7
e6
e5

Variable counts (Group number 1)

Number of variables in your model:	36
Number of observed variables:	15
Number of unobserved variables:	21
Number of exogenous variables:	19
Number of endogenous variables:	17

Parameter Summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	21	0	0	0	0	21
Labeled	0	0	0	0	0	0
Unlabeled	16	1	19	0	0	36
Total	37	1	19	0	0	57

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
x5	2.000	7.000	-.191	-.987	-.691	-1.785
x6	2.000	7.000	-.143	-.739	-.800	-2.064
x7	2.000	7.000	-.223	-1.151	-.594	-1.533
x8	2.000	7.000	-.422	-2.178	-.420	-1.085
x4	2.000	7.000	-.239	-1.234	-.518	-1.337
x3	2.000	7.000	-.379	-1.955	-.654	-1.690
x2	2.000	7.000	-.152	-.786	-.868	-2.242
x1	2.000	7.000	-.261	-1.349	-.596	-1.539
x9	2.000	7.000	-.354	-1.829	-.563	-1.453
x10	2.000	7.000	-.299	-1.545	-.514	-1.327
x11	2.000	7.000	-.388	-2.005	-.461	-1.189
x15	2.000	7.000	-.233	-1.202	-.402	-1.037

Variable	min	max	skew	c.r.	kurtosis	c.r.
x14	2.000	7.000	-.320	-1.655	-.432	-1.115
x13	2.000	7.000	-.134	-.693	-.585	-1.510
x12	2.000	7.000	-.327	-1.689	-.419	-1.083
Multivariate					2.173	1.449

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

Observation number	Mahalanobis d-squared	p1	p2
9	30.159	.011	.839
72	27.970	.022	.865
39	27.671	.024	.734
139	26.805	.030	.719
22	26.346	.035	.651
85	26.146	.037	.531
15	24.927	.051	.711
93	24.213	.062	.774
108	24.109	.063	.688
20	23.761	.069	.676
56	23.512	.074	.641
30	23.339	.077	.584
28	23.328	.077	.470
122	23.267	.079	.379
156	23.156	.081	.314
3	22.091	.105	.626
119	21.411	.124	.788
75	21.298	.128	.750
84	21.163	.132	.720
78	21.103	.134	.660
6	20.879	.141	.669
95	20.816	.143	.610
44	20.456	.155	.687
146	20.422	.156	.620
125	20.418	.156	.536
31	20.337	.159	.490
74	20.215	.164	.466
61	20.067	.169	.457
11	20.049	.170	.385
117	20.037	.171	.314
55	19.942	.174	.286
155	19.817	.179	.274
41	19.711	.183	.255

Observation number	Mahalanobis d-squared	p1	p2
52	19.500	.192	.283
152	19.500	.192	.221
23	19.457	.194	.183
82	19.426	.195	.146
43	19.279	.201	.149
10	19.240	.203	.120
49	19.125	.208	.115
26	19.116	.209	.085
47	19.091	.210	.064
67	19.056	.211	.049
51	18.888	.219	.055
53	18.874	.220	.039
153	18.874	.220	.026
69	18.662	.229	.036
32	18.566	.234	.033
59	18.517	.236	.026
132	18.399	.242	.026
100	18.226	.251	.032
113	18.180	.253	.025
35	18.150	.255	.019
33	18.146	.255	.012
24	18.046	.260	.012
12	17.775	.275	.022
27	17.659	.281	.023
105	17.575	.286	.021
151	17.542	.288	.016
54	17.291	.302	.028
126	17.248	.304	.023
145	17.199	.307	.018
150	17.036	.317	.024
71	16.999	.319	.019
137	16.915	.324	.017
116	16.913	.324	.012
92	16.825	.329	.011
106	16.573	.345	.022
21	16.558	.346	.015
40	16.505	.349	.013
144	16.455	.352	.011
50	16.319	.361	.013
159	16.046	.379	.028

Observation number	Mahalanobis d-squared	p1	p2
160	15.984	.383	.024
101	15.924	.387	.021
83	15.790	.396	.026
7	15.748	.399	.021
94	15.637	.407	.023
73	15.541	.413	.024
154	15.494	.416	.020
13	15.462	.419	.016
128	15.459	.419	.011
111	15.117	.443	.033
60	14.634	.478	.134
133	14.523	.486	.145
29	14.477	.490	.129
142	13.907	.533	.420
118	13.878	.535	.380
25	13.877	.535	.323
37	13.726	.546	.372
135	13.699	.549	.333
16	13.366	.574	.524
19	13.188	.588	.600
64	13.081	.596	.620
62	13.014	.601	.610
63	13.013	.601	.548
18	13.001	.602	.493
87	12.940	.607	.477
45	12.902	.610	.443
8	12.835	.615	.432

Sample Moments (Group number 1)

Sample Covariances (Group number 1)

	x5	x6	x7	x8	x4	x3	x2	x1	x9	x10	x11	x15	x14	x13	x12
x5	1.511														
x6	.979	1.770													

	x5	x6	x7	x8	x4	x3	x2	x1	x9	x10	x11	x15	x14	x13	x12
x7	1.107	2 1.095	1.525												
x8	1.014	1.185	1.112	1.560											
x4	.392	.402	.386	.425	1.509										
x3	.333	.521	.435	.427	.941	1.608									
x2	.606	.681	.700	.744	1.101	1.058	1.619								
x1	.392	.515	.448	.518	1.134	1.034	1.176	1.689							
x9	.532	.658	.568	.667	.709	.856	.813	.815	1.668						
x10	.564	.633	.554	.640	.643	.830	.758	.810	1.181	1.614					
x11	.624	.690	.661	.587	.702	.809	.795	.733	1.083	1.142	1.414				
x15	.485	.631	.518	.564	.482	.536	.663	.525	.816	.762	.788	1.322			
x	.5	.7	.6	.7	.5	.7	.7	.6	.8	.9	.8	.9	1.		

	x5	x6	x7	x8	x4	x3	x2	x1	x9	x10	x11	x15	x14	x13	x12
14	97	81	74	77	33	56	32	14	97	13	76	79	555		
x13	.476	.646	.600	.580	.565	.699	.688	.527	.743	.794	.840	.903	1.029	1.330	
x12	.106	.093	.098	.154	.460	.444	.470	.459	.357	.434	.365	.259	.329	.388	1.440

Condition number = 40.953

Eigenvalues

11.171 3.080 1.919 1.207 1.084 .720 .668 .525 .504 .447 .436 .394 .338 .300 .273

Determinant of sample covariance matrix = 10.023

Sample Correlations (Group number 1)

	x5	x6	x7	x8	x4	x3	x2	x1	x9	x10	x11	x15	x14	x13	x12
x5	1.000														
x6	.610	1.000													
x7	.729	.680	1.000												
x8	.661	.727	.721	1.000											
x4	.260	.251	.254	.277	1.000										
x	.2	.3	.2	.2	.6	1.									

	x5	x6	x7	x8	x4	x3	x2	x1	x9	x10	x11	x15	x14	x13	x12
3	14	15	78	69	04	000									
x2	.387	.410	.446	.468	.704	.655	1.000								
x1	.246	.304	.279	.319	.710	.627	.711	1.000							
x9	.335	.391	.356	.414	.447	.522	.495	.485	1.000						
x10	.361	.382	.353	.403	.412	.515	.469	.491	.720	1.000					
x11	.427	.445	.450	.395	.481	.536	.525	.474	.705	.756	1.000				
x15	.343	.421	.364	.393	.341	.367	.453	.351	.549	.522	.576	1.000			
x14	.390	.480	.438	.499	.348	.478	.461	.379	.557	.577	.591	.683	1.000		
x13	.336	.429	.421	.402	.399	.478	.469	.352	.499	.542	.612	.681	.715	1.000	
x12	.072	.059	.066	.103	.312	.292	.308	.294	.230	.285	.256	.188	.220	.281	1.000

Condition number = 40.742

Eigenvalues

7.247 1.961 1.263 .825 .724 .463 .434 .333 .315 .297 .284 .247 .229 .202 .178

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments:	120
Number of distinct parameters to be estimated:	36
Degrees of freedom (120 - 36):	84

Result (Default model)

Minimum was achieved
Chi-square = 105.093
Degrees of freedom = 84
Probability level = .060

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
Keunggulan_Bersaing	<---	Architectural_Capability_Marketing	.531	.082	6.474	***
Keunggulan_Bersaing	<---	Kualitas_Strategi_Bisnis	.289	.077	3.734	***
Kinerja_Toko Online	<---	Keunggulan_Bersaing	.210	.067	3.139	.002
Kinerja_Toko Online	<---	Kualitas_Strategi_Bisnis	.070	.032	2.197	.028
Kinerja_Toko Online	<---	Architectural_Capability_Marketing	.024	.031	.777	.437
x12	<---	Keunggulan_Bersaing	1.000			
x13	<---	Keunggulan_Bersaing	2.743	.764	3.589	***
x14	<---	Keunggulan_Bersaing	3.015	.839	3.596	***
x15	<---	Keunggulan_Bersaing	2.611	.732	3.568	***
x11	<---	Kinerja_Toko Online	1.000			
x10	<---	Kinerja_Toko Online	1.041	.075	13.923	***
x9	<---	Kinerja_Toko Online	1.013	.078	12.993	***
x1	<---	Architectural_Capability_Marketing	1.000			
x2	<---	Architectural_Capability_Marketing	1.016	.079	12.798	***
x3	<---	Architectural_Capability_Marketing	.897	.083	10.850	***
x4	<---	Architectural_Capability_Marketing	.924	.078	11.824	***
x8	<---	Kualitas_Strategi_Bisnis	1.000			
x7	<---	Kualitas_Strategi_Bisnis	.991	.074	13.334	***
x6	<---	Kualitas_Strategi_Bisnis	.992	.081	12.323	***
x5	<---	Kualitas_Strategi_Bisnis	.910	.077	11.829	***

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

			Estimate
Keunggulan_Bersaing	<---	Architectural_Capability_Marketing	.549
Keunggulan_Bersaing	<---	Kualitas_Strategi_Bisnis	.295
Kinerja_Toko Online	<---	Keunggulan_Bersaing	.623
Kinerja_Toko Online	<---	Kualitas_Strategi_Bisnis	.213
Kinerja_Toko Online	<---	Architectural_Capability_Marketing	.074
x12	<---	Keunggulan_Bersaing	.294
x13	<---	Keunggulan_Bersaing	.839
x14	<---	Keunggulan_Bersaing	.853
x15	<---	Keunggulan_Bersaing	.801
x11	<---	Kinerja_Toko Online	.880
x10	<---	Kinerja_Toko Online	.857
x9	<---	Kinerja_Toko Online	.821
x1	<---	Architectural_Capability_Marketing	.832
x2	<---	Architectural_Capability_Marketing	.863
x3	<---	Architectural_Capability_Marketing	.765
x4	<---	Architectural_Capability_Marketing	.814
x8	<---	Kualitas_Strategi_Bisnis	.856
x7	<---	Kualitas_Strategi_Bisnis	.858
x6	<---	Kualitas_Strategi_Bisnis	.814
x5	<---	Kualitas_Strategi_Bisnis	.792

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Architectural_Capability_Marketing	<-->	Kualitas_Strategi_Bisnis	.548	.117	4.691	***	

Correlations: (Group number 1 - Default model)

			Estimate
Architectural_Capability_Marketing	<-->	Kualitas_Strategi_Bisnis	.474

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Architectural_Capability_Marketing	1.170	.187	6.241	***	
Kualitas_Strategi_Bisnis	1.144	.175	6.534	***	
z1	.501	.086	5.811	***	
z2	.042	.024	1.753	.080	

	Estimate	S.E.	C.R.	P	Label
e12	1.316	.149	8.818	***	
e13	.393	.062	6.300	***	
e14	.422	.071	5.978	***	
e15	.473	.068	6.971	***	
e11	.320	.056	5.723	***	
e10	.429	.068	6.328	***	
e9	.545	.078	7.012	***	
e1	.519	.078	6.686	***	
e2	.412	.068	6.022	***	
e3	.667	.088	7.541	***	
e4	.510	.073	6.983	***	
e8	.416	.066	6.279	***	
e7	.402	.064	6.240	***	
e6	.575	.082	7.056	***	
e5	.564	.077	7.327	***	

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

	Estimate
Keunggulan_Bersaing	.542
Kinerja Toko Online	.664
x5	.627
x6	.662
x7	.736
x8	.733
x4	.662
x3	.585
x2	.745
x1	.693
x9	.673
x10	.734
x11	.774
x15	.642
x14	.728
x13	.705
x12	.086

Matrices (Group number 1 - Default model)

Implied (for all variables) Covariances (Group number 1 - Default model)

	Kualitas_Strategi_Bisnis	Architectural_Capability_Marketing	Keunggulan_Bersaing	Kinerja_Toko Online	x5	x6	x7	x8	x4	x3	x2	x1	x9	x10	x11	x15	x14	x13	x12
Kualitas_Strategi_Bisnis	1.144																		
Architectural_Capability_Marketing	.548	1.170																	
Keunggulan_Bersaing	.621	.779	1.094																
Kinerja_Toko Online	.224	.231	.292	.125															
x5	1.	.499	.5	.	1														

	Kualitas_Strategi_Bisnis	Architectural_Capability_Marketing	Keunggulan_Bersaing	Kinerja_Toko Online	x5	x6	x7	x8	x4	x3	x2	x1	x9	x10	x11	x15	x14	x13	x12
	041		65	204	.511														
x6	1.135	.544	.616	.222	1.033	1.702													
x7	1.133	.543	.615	.222	1.031	1.124	1.525												
x8	1.144	.548	.621	.224	1.041	1.135	1.133	1.560											
x4	.507	1.081	.721	.213	.461	.503	.502	.507	1.509										
x3	.492	1.049	.699	.207	.447	.488	.487	.492	.970	1.608									

	Kualitas_Strategi_Bisnis	Architectural_Capability_Marketing	Keunggulan_Bersaing	Kinerja_Toko Online	x5	x6	x7	x8	x4	x3	x2	x1	x9	x10	x11	x15	x14	x13	x12
x2	.557	1.188	.792	.234	.506	.552	.551	.557	1.098	1.066	1.619								
x1	.548	1.170	.779	.231	.499	.544	.543	.548	1.081	1.049	1.188	1.689							
x9	.629	.790	1.109	.296	.573	.625	.624	.629	.730	.708	.802	.790	1.668						
x10	.647	.811	1.139	.304	.588	.641	.640	.647	.750	.727	.824	.811	1.154	1.614					
x11	.621	.779	1.094	.292	.565	.616	.615	.621	.721	.699	.792	.779	1.109	1.139	1.414				
x15	.585	.602	.763	.325	.532	.581	.580	.585	.556	.540	.611	.602	.773	.794	.763	1.32			

	Kualitas_Strategi_Bisnis	Architectural_Capability_Marketing	Keunggulan_Bersaing	Kinerja_Toko Online	x5	x6	x7	x8	x4	x3	x2	x1	x9	x10	x11	x15	x14	x13	x12
x14	.676	.695	.882	.376	.615	.670	.669	.676	.643	.624	.706	.695	.893	.917	.882	2.981	1.555		
x13	.615	.633	.802	.342	.559	.610	.609	.615	.585	.567	.642	.633	.813	.835	.802	.892	1.030	1.330	
x12	.224	.231	.292	.125	.204	.222	.222	.224	.213	.207	.234	.231	.296	.304	.292	.325	.376	.342	1.440

Implied (for all variables) Correlations (Group number 1 - Default model)

	Kualitas_Strategi_Bisnis	Architectural_Capability_Marketing	Keunggulan_Bersaing	Kinerja_Toko Online	x5	x6	x7	x8	x4	x3	x2	x1	x9	x10	x11	x15	x14	x13	x12
Kualitas_Strategi_Bisnis	1.000																		
Architectural_Capability_Marketing	.474	1.000																	
Keunggulan_Bersaing	.555	.689	1.000																
Kinerja_Toko Online	.594	.604	.792	1.000															
x5	.7	.375	.4	.	1														

	Kualitas_Strategi_Bisnis	Architectural_Capability_Marketing	Keunggulan_Bersaing	Kinerja_Toko Online	x5	x6	x7	x8	x4	x3	x2	x1	x9	x10	x11	x15	x14	x13	x12
	92		40	470	.000														
x6	.814	.385	.452	.483	.644	1.000													
x7	.858	.407	.476	.509	.679	.698	1.000												
x8	.856	.406	.476	.508	.678	.697	.735	1.000											
x4	.386	.814	.561	.492	.305	.314	.331	.330	1.000										
x3	.362	.765	.527	.462	.287	.295	.311	.310	.623	1.000									

	Kualitas_Strategi_Bisnis	Architectural_Capability_Marketing	Keunggulan_Bersaing	Kinerja_Toko Online	x5	x6	x7	x8	x4	x3	x2	x1	x9	x10	x11	x15	x14	x13	x12
x2	.409	.863	.595	.521	.324	.333	.351	.350	.703	.660	1.000								
x1	.394	.832	.573	.503	.312	.321	.338	.338	.677	.637	.718	1.000							
x9	.456	.565	.821	.650	.361	.371	.391	.390	.460	.432	.488	.470	1.000						
x10	.476	.590	.857	.679	.377	.387	.408	.407	.480	.452	.510	.491	.703	1.000					
x11	.488	.606	.880	.697	.387	.397	.419	.418	.493	.464	.523	.504	.722	.754	1.000				
x15	.476	.484	.634	.801	.377	.387	.408	.407	.394	.370	.418	.403	.521	.544	.558	1.00			

	Kualitas_Strategi_Bisnis	Architectural_Capability_Marketing	Keunggulan_Bersaing	Kinerja_Toko Online	x5	x6	x7	x8	x4	x3	x2	x1	x9	x10	x11	x15	x14	x13	x12
x14	.507	.515	.676	.853	.401	.412	.435	.434	.420	.394	.445	.429	.555	.579	.595	.684	1.000		
x13	.498	.507	.665	.839	.395	.405	.428	.427	.413	.388	.438	.422	.546	.570	.585	.673	.716	1.000	
x12	.175	.178	.233	.294	.138	.142	.150	.150	.145	.136	.153	.148	.191	.200	.205	.236	.251	.247	1.000

Implied Covariances (Group number 1 - Default model)

	x5	x6	x7	x8	x4	x3	x2	x1	x9	x10	x11	x15	x14	x13	x12
x5	1.511														
x6	1.03	1.70													

	x5	x6	x7	x8	x4	x3	x2	x1	x9	x10	x11	x15	x14	x13	x12
x7	3 1. 0 3 1	2 1. 1 2 4	1. 5 2 5												
x8	1. 0 4 1	1. 1 3 5	1. 1 3 3	1. 5 6 0											
x4	.4 6 1	.5 0 3	.5 0 2	.5 0 7	1. 5 0 9										
x3	.4 4 7	.4 8 8	.4 8 7	.4 9 2	.9 7 0	1. 6 0 8									
x2	.5 0 6	.5 5 2	.5 5 1	.5 5 7	1. 0 9 8	1. 0 6 6	1. 6 1 9								
x1	.4 9 9	.5 4 4	.5 4 3	.5 4 8	1. 0 8 1	1. 0 4 9	1. 1 8 8	1. 6 8 9							
x9	.5 7 3	.6 2 5	.6 2 4	.6 2 9	.7 3 0	.7 0 8	.8 0 2	.7 9 0	1. 6 6 8						
x10	.5 8 8	.6 4 1	.6 4 0	.6 4 7	.7 5 0	.7 2 7	.8 2 4	.8 1 1	1. 1 5 4	1. 6 1 4					
x11	.5 6 5	.6 1 6	.6 1 5	.6 2 1	.7 2 1	.6 9 9	.7 9 2	.7 7 9	1. 1 0 9	1. 1 3 9	1. 4 1 4				
x15	.5 3 2	.5 8 1	.5 8 0	.5 8 5	.5 5 6	.5 4 0	.6 1 1	.6 0 2	.7 7 3	.7 9 4	.7 6 3	1. 3 2 2			
x	.6	.6	.6	.6	.6	.6	.7	.6	.8	.9	.8	.9	1.		

	x5	x6	x7	x8	x4	x3	x2	x1	x9	x10	x11	x15	x14	x13	x12
14	15	70	69	76	43	24	06	95	93	17	82	81	555		
x13	.559	.610	.609	.615	.585	.567	.642	.633	.813	.835	.802	.892	1.030	1.330	
x12	.204	.222	.222	.224	.213	.207	.234	.231	.296	.304	.292	.325	.376	.342	1.440

Implied Correlations (Group number 1 - Default model)

	x5	x6	x7	x8	x4	x3	x2	x1	x9	x10	x11	x15	x14	x13	x12
x5	1.000														
x6	.644	1.000													
x7	.679	.698	1.000												
x8	.678	.697	.735	1.000											
x4	.305	.314	.331	.330	1.000										
x3	.287	.295	.311	.310	.623	1.000									
x	.3	.3	.3	.3	.7	.6	1.								

	x5	x6	x7	x8	x4	x3	x2	x1	x9	x10	x11	x15	x14	x13	x12
2	24	33	51	50	03	60	000								
x1	.312	.321	.338	.338	.677	.637	.718	1.000							
x9	.361	.371	.391	.390	.460	.432	.488	.470	1.000						
x10	.377	.387	.408	.407	.480	.452	.510	.491	.703	1.000					
x11	.387	.397	.419	.418	.493	.464	.523	.504	.722	.754	1.000				
x15	.377	.387	.408	.407	.394	.370	.418	.403	.521	.544	.558	1.000			
x14	.401	.412	.435	.434	.420	.394	.445	.429	.555	.579	.595	.684	1.000		
x13	.395	.405	.428	.427	.413	.388	.438	.422	.546	.570	.585	.673	.716	1.000	
x12	.138	.142	.150	.150	.145	.136	.153	.148	.191	.200	.205	.236	.251	.247	1.000

Residual Covariances (Group number 1 - Default model)

	x5	x6	x7	x8	x4	x3	x2	x1	x9	x10	x11	x15	x14	x13	x12
x	.0														

	x5	x6	x7	x8	x4	x3	x2	x1	x9	x10	x11	x15	x14	x13	x12
5	00														
x6	-.054	.000													
x7	.076	-.030	.000												
x8	-.027	.050	-.021	.000											
x4	-.069	-.100	-.116	-.082	.000										
x3	-.114	.034	-.052	-.065	-.029	.000									
x2	.100	.129	.149	.187	.003	-.008	.000								
x1	-.106	-.029	-.095	-.030	.052	-.015	-.012	.000							
x9	-.040	.034	-.055	.038	-.021	.147	.011	.025	.000						
x10	-.024	-.009	-.087	-.007	-.107	.102	-.066	-.001	.027	.000					
x11	.058	.074	.045	-.034	-.018	.110	.003	-.047	-.025	.003	.000				
x15	-.048	.051	-.062	-.021	-.074	-.004	.052	-.077	.043	-.032	.024	.000			
x14	-.018	.111	.004	.101	-.110	.132	.026	-.082	.004	-.004	-.006	-.001	.000		
x13	-.083	.036	-.009	-.035	-.020	.132	.045	-.105	-.070	-.041	.038	.011	-.002	.000	
x12	-	-	-	-	.2	.2	.2	.2	.0	.1	.0	-	-	.0	.0

	x5	x6	x7	x8	x4	x3	x2	x1	x9	x10	x11	x15	x14	x13	x12
12	.098	.130	.124	.070	47	38	36	29	61	30	73	.066	.047	47	00

Standardized Residual Covariances (Group number 1 - Default model)

	x5	x6	x7	x8	x4	x3	x2	x1	x9	x10	x11	x15	x14	x13	x12
x5	.000														
x6	-.358	.000													
x7	.519	-.191	.000												
x8	-.181	.316	-.140	.000											
x4	-.550	-.754	-.915	-.637	.000										
x3	-.887	.245	-.401	-.494	-.196	.000									
x2	.763	.927	1.126	1.404	.017	-.051	.000								
x1	-.801	-.202	-.704	-.218	.341	-.099	-.075	.000							
x9	-.301	.238	-.406	.275	-.155	1.042	.074	.170	.000						
x	-	-	-	-	-	.7	-	-	.1	.0					

	x5	x6	x7	x8	x4	x3	x2	x1	x9	x10	x11	x15	x14	x13	x12
10	.184	.061	.646	.050	.778	30	.460	.005	72	00					
x11	.469	.558	.360	-.267	-.141	.832	.022	-.340	-.168	.020	.000				
x15	-.398	.399	-.510	-.171	-.618	-.033	.412	-.600	.320	-.245	.197	.000			
x14	-.137	.792	.034	.751	-.834	.981	.187	-.584	.028	-.029	-.041	-.010	.000		
x13	-.689	.279	-.077	-.283	-.164	1.062	.357	-.817	-.519	-.307	.299	.088	-.014	.000	
x12	-.826	-1.033	-1.044	-.583	2.091	1.950	1.924	1.828	.488	1.052	.632	-.587	-.381	.413	.000

Total Effects (Group number 1 - Default model)

	Kualitas_Strategi_Bisnis	Architectural_Capability_Marketing	Keunggulan_Bersaing	Kinerja_Toko Online
Keunggulan_Bersaing	.289	.531	.000	.000
Kinerja_Toko Online	.131	.136	.210	.000
x5	.910	.000	.000	.000
x6	.992	.000	.000	.000
x7	.991	.000	.000	.000
x8	1.000	.000	.000	.000
x4	.000	.924	.000	.000
x3	.000	.897	.000	.000
x2	.000	1.016	.000	.000
x1	.000	1.000	.000	.000

	Kualitas_Strategi_Bisnis	Architectural_Capability_Marketing	Keunggulan_Bersaing	Kinerja_Toko Online
x9	.292	.538	1.013	.000
x10	.300	.553	1.041	.000
x11	.289	.531	1.000	.000
x15	.342	.354	.548	2.611
x14	.395	.409	.633	3.015
x13	.359	.372	.576	2.743
x12	.131	.136	.210	1.000

Standardized Total Effects (Group number 1 - Default model)

	Kualitas_Strategi_Bisnis	Architectural_Capability_Marketing	Keunggulan_Bersaing	Kinerja_Toko Online
Keunggulan_Bersaing	.295	.549	.000	.000
Kinerja_Toko Online	.397	.416	.623	.000
x5	.792	.000	.000	.000
x6	.814	.000	.000	.000
x7	.858	.000	.000	.000
x8	.856	.000	.000	.000
x4	.000	.814	.000	.000
x3	.000	.765	.000	.000
x2	.000	.863	.000	.000
x1	.000	.832	.000	.000
x9	.242	.451	.821	.000
x10	.253	.471	.857	.000
x11	.260	.483	.880	.000
x15	.318	.333	.499	.801
x14	.338	.355	.531	.853
x13	.333	.349	.523	.839
x12	.117	.122	.183	.294

Direct Effects (Group number 1 - Default model)

	Kualitas_Strategi_Bisnis	Architectural_Capability_Marketing	Keunggulan_Bersaing	Kinerja_Toko Online
Keunggulan_Bersaing	.289	.531	.000	.000

	Kualitas_Strategi_Bisnis	Architectural_Capability_Marketing	Keunggulan_Bersaing	Kinerja_Toko Online
Kinerja_Toko Online	.070	.024	.210	.000
x5	.910	.000	.000	.000
x6	.992	.000	.000	.000
x7	.991	.000	.000	.000
x8	1.000	.000	.000	.000
x4	.000	.924	.000	.000
x3	.000	.897	.000	.000
x2	.000	1.016	.000	.000
x1	.000	1.000	.000	.000
x9	.000	.000	1.013	.000
x10	.000	.000	1.041	.000
x11	.000	.000	1.000	.000
x15	.000	.000	.000	2.611
x14	.000	.000	.000	3.015
x13	.000	.000	.000	2.743
x12	.000	.000	.000	1.000

Standardized Direct Effects (Group number 1 - Default model)

	Kualitas_Strategi_Bisnis	Architectural_Capability_Marketing	Keunggulan_Bersaing	Kinerja_Toko Online
Keunggulan_Bersaing	.295	.549	.000	.000
Kinerja_Toko Online	.213	.074	.623	.000
x5	.792	.000	.000	.000
x6	.814	.000	.000	.000
x7	.858	.000	.000	.000
x8	.856	.000	.000	.000
x4	.000	.814	.000	.000
x3	.000	.765	.000	.000
x2	.000	.863	.000	.000
x1	.000	.832	.000	.000
x9	.000	.000	.821	.000
x10	.000	.000	.857	.000
x11	.000	.000	.880	.000
x15	.000	.000	.000	.801

	Kualitas_Strategi_Bisnis	Architectural_Capability_Marketing	Keunggulan_Bersaing	Kinerja_Toko Online
x14	.000	.000	.000	.853
x13	.000	.000	.000	.839
x12	.000	.000	.000	.294

Indirect Effects (Group number 1 - Default model)

	Kualitas_Strategi_Bisnis	Architectural_Capability_Marketing	Keunggulan_Bersaing	Kinerja_Toko Online
Keunggulan_Bersaing	.000	.000	.000	.000
Kinerja_Toko Online	.061	.112	.000	.000
x5	.000	.000	.000	.000
x6	.000	.000	.000	.000
x7	.000	.000	.000	.000
x8	.000	.000	.000	.000
x4	.000	.000	.000	.000
x3	.000	.000	.000	.000
x2	.000	.000	.000	.000
x1	.000	.000	.000	.000
x9	.292	.538	.000	.000
x10	.300	.553	.000	.000
x11	.289	.531	.000	.000
x15	.342	.354	.548	.000
x14	.395	.409	.633	.000
x13	.359	.372	.576	.000
x12	.131	.136	.210	.000

Standardized Indirect Effects (Group number 1 - Default model)

	Kualitas_Strategi_Bisnis	Architectural_Capability_Marketing	Keunggulan_Bersaing	Kinerja_Toko Online
Keunggulan_Bersaing	.000	.000	.000	.000
Kinerja_Toko Online	.184	.342	.000	.000
x5	.000	.000	.000	.000
x6	.000	.000	.000	.000

	Kualitas_Strategi_Bisnis	Architectural_Capability_Marketing	Keunggulan_Bersaing	Kinerja_Toko Online
x7	.000	.000	.000	.000
x8	.000	.000	.000	.000
x4	.000	.000	.000	.000
x3	.000	.000	.000	.000
x2	.000	.000	.000	.000
x1	.000	.000	.000	.000
x9	.242	.451	.000	.000
x10	.253	.471	.000	.000
x11	.260	.483	.000	.000
x15	.318	.333	.499	.000
x14	.338	.355	.531	.000
x13	.333	.349	.523	.000
x12	.117	.122	.183	.000

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

			M.I.	Par Change
e7	<-->	e5	6.015	.114
e3	<-->	z1	8.179	.162
e2	<-->	Kualitas_Strategi_Bisnis	11.761	.209
e11	<-->	e8	8.460	-.117
e12	<-->	Kualitas_Strategi_Bisnis	5.274	-.214
e12	<-->	Architectural_Capability_Marketing	9.559	.292

Variances: (Group number 1 - Default model)

	M.I.	Par Change

Regression Weights: (Group number 1 - Default model)

			M.I.	Par Change
x2	<---	Kualitas_Strategi_Bisnis	8.697	.174
x2	<---	x5	5.798	.118
x2	<---	x7	9.270	.148
x2	<---	x8	9.741	.150
x12	<---	Architectural_Capability_Marketing	4.870	.196
x12	<---	x4	5.721	.178
x12	<---	x1	4.546	.150

Minimization History (Default model)

Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	8		-.641	9999.000	1615.799	0	9999.000
1	e*	10		-.178	3.762	679.139	20	.340
2	e	2		-.162	.910	348.357	6	.902
3	e*	1		-.004	.904	206.187	5	.697
4	e	0	48.522		.841	140.260	6	.919
5	e	0	235.187		.622	120.027	1	1.087
6	e	0	693.022		.513	110.915	1	1.197
7	e	0	2857.355		.595	107.825	1	1.012
8	e	0	8401.858		.406	105.868	1	1.167
9	e	0	18401.005		.495	105.349	1	1.021
10	e	0	42836.506		.222	105.127	1	1.129
11	e	0	60283.839		.192	105.096	1	1.071
12	e	0	69170.393		.036	105.093	1	1.033
13	e	0	71251.740		.004	105.093	1	1.003
14	e	0	70581.702		.000	105.093	1	1.000

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	36	105.093	84	.060	1.251
Saturated model	120	.000	0		

Model	NPAR	CMIN	DF	P	CMIN/DF
Independence model	15	1616.366	105	.000	15.394

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.077	.919	.885	.644
Saturated model	.000	1.000		
Independence model	.668	.249	.142	.218

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.935	.919	.986	.983	.986
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.800	.748	.789
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	21.093	.000	51.366
Saturated model	.000	.000	.000
Independence model	1511.366	1384.927	1645.201

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.661	.133	.000	.323
Saturated model	.000	.000	.000	.000
Independence model	10.166	9.505	8.710	10.347

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.040	.000	.062	.753

Model	RMSEA	LO 90	HI 90	PCLOSE
Independence model	.301	.288	.314	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	177.093	185.149	287.800	323.800
Saturated model	240.000	266.853	609.021	729.021
Independence model	1646.366	1649.723	1692.494	1707.494

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	1.114	.981	1.304	1.164
Saturated model	1.509	1.509	1.509	1.678
Independence model	10.355	9.559	11.196	10.376

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	161	178
Independence model	13	14

Execution time summary

Minimization:	.016
Miscellaneous:	1.547
Bootstrap:	.000
Total:	1.563

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	160	100.0
	Excluded[a]	0	.0
	Total	160	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.890	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x1	15.3375	11.005	.778	.850
x2	15.4750	11.094	.789	.846
x3	15.2500	11.711	.701	.879
x4	15.3438	11.523	.764	.856

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	160	100.0
	Excluded[a]	0	.0
	Total	160	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.898	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x5	14.9938	11.641	.741	.879
x6	15.0250	11.131	.751	.877
x7	14.9438	11.198	.804	.857
x8	14.9063	11.167	.796	.860

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	160	100.0
	Excluded[a]	0	.0
	Total	160	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.888	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x9	10.3375	5.344	.761	.860
x10	10.1625	5.282	.798	.826
x11	10.2375	5.679	.788	.837

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	160	100.0
	Excluded[a]	0	.0
	Total	160	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.772	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x12	15.2125	10.093	.257	.871
x13	15.3500	7.499	.737	.631
x14	15.2938	7.240	.699	.647
x15	15.2875	7.867	.666	.670