

ABSTRACT

ESTIMATION METHOD OF WEIGHTED LEAST SQUARE DIAGONALLY IN STRUCTURAL EQUATION MODEL (Case study: Customer Loyalty at PT. Jalur Nugraha Ekakurir in Bandar Lampung)

By

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The purpose of this research is to estimate parameters using Diagonally Weighted Least Square method for the total effect of exogenous latent variables and endogenous latent variables. Ordinal data is used taking from the survey of customer loyalty of PT. Jalur Nugraha Ekakurir in Bandar Lampung. The result shows that the service quality is influenced indirectly by the customer loyalty as the intermediary variable of customer satisfaction with a total effect of 0,737.

Keywords: SEM, Diagonally Weighted Least Square, Total Effect

ABSTRAK

METODE ESTIMASI *DIAGONALLY WEIGHTED LEAST SQUARE* DALAM MODEL PERSAMAAN STRUKTURAL (Studi kasus: Loyalitas Pelanggan PT. Jalur Nugraha Ekakurir di Bandar Lampung)

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Penelitian ini bertujuan untuk menghitung pengaruh total antar variabel laten eksogen dan variabel laten endogen dengan metode *Diagonally Weighted Least Square*. Data yang digunakan adalah data ordinal yaitu data hasil survei kuesioner tentang loyalitas pelanggan di PT. Jalur Nugraha Ekakurir di Bandar Lampung. Berdasarkan hasil penelitian diperoleh bahwa kualitas layanan mempengaruhi loyalitas pelanggan secara tidak langsung dengan melalui variabel perantara kepuasan pelanggan dengan pengaruh total sebesar 0,737.

Kata Kunci: SEM, *Diagonally Weighted Least Square*, Pengaruh Total