

## **ABSTRACT**

### **ANALYSIS OF DIRECT AND INDIRECT EFFECT BETWEEN LATENT VARIABLE WITH COVARIANCE BASED STRUCTURAL EQUATION MODELING (CB-SEM) ON CUSTOMER SATISFACTION TELKOMSEL OPERATOR STUDENTS FKIP UNILA 2018**

**By**

**ELITA DWI PUTRIANI**

Structural Equation Modeling (SEM) is a statistical technique that is able to analyze patterns of relationships simultaneously between indicator variables and latent variables. This research using SEM covarian based (CB-SEM). The purpose of this research is to analyze the direct and indirect effect with Maximum Likelihood Estimation method. From the results of the research it was found that the direct influence of the quality pathway ( $X_1$ ) on price ( $X_2$ ) is 0.14, quality ( $X_1$ ) on brand ( $X_3$ ) is 0.63, quality ( $X_1$ ) on satisfaction ( $Y_1$ ) is 0.47, price ( $X_2$ ) to satisfaction ( $Y_1$ ) is 0.18 and brand ( $X_3$ ) to satisfaction ( $Y_1$ ) is 0.33. And the indirect effect of quality ( $X_1$ ) significantly influences satisfaction ( $Y_1$ ) by means of an intermediate price variable ( $X_2$ ) is 0.0252 and quality ( $X_1$ ) significantly influences satisfaction ( $Y_1$ ) through an intermediate brand variable ( $X_3$ ) is 0.2079.

**Keywords:** Structural Equation Modeling, Direct Effect, Indirect Effect, Maximum Likelihood

## ABSTRAK

### ANALISIS PENGARUH LANGSUNG DAN TAK LANGSUNG ANTAR VARIABEL LATEN DENGAN *COVARIANCE BASED STRUCTURAL EQUATION MODELING (CB-SEM)* TERHADAP KEPUASAN PELANGGAN OPERATOR TELKOMSEL MAHASISWA FKIP UNILA TAHUN 2018

Oleh

ELITA DWI PUTRIANI

*Structural Equation Modeling* (SEM) adalah salah satu teknik statistika yang mampu menganalisis pola hubungan linear secara simultan antara variabel indikator dan variabel laten. Penelitian ini menggunakan SEM berbasis Kovarian (CB-SEM). Tujuan dari penelitian ini untuk menganalisa pengaruh langsung dan tak langsung dengan metode estimasi *Maximum Likelihood*. Dari hasil penelitian didapat bahwa pengaruh langsung jalur kualitas (1) terhadap harga (1) sebesar 0,14, kualitas (1) terhadap merek (2) sebesar 0,63, kualitas (1) terhadap kepuasan (3) sebesar 0,47, harga (1) terhadap kepuasan (3) sebesar 0,18 dan merek (2) terhadap kepuasan (3) sebesar 0,33. Dan pengaruh tidak langsung kualitas (1) mempengaruhi secara signifikan terhadap kepuasan (3) dengan melalui variabel perantara harga (1) sebesar 0,0252 dan kualitas (1) mempengaruhi secara signifikan terhadap kepuasan (3) dengan melalui variabel perantara merek (2) sebesar 0,2079.

Kata kunci: *Structural Equation Modeling*, Pengaruh Langsung, Pengaruh Tidak Langsung, *Maximum Likelihood*