**Total Variance Explained**
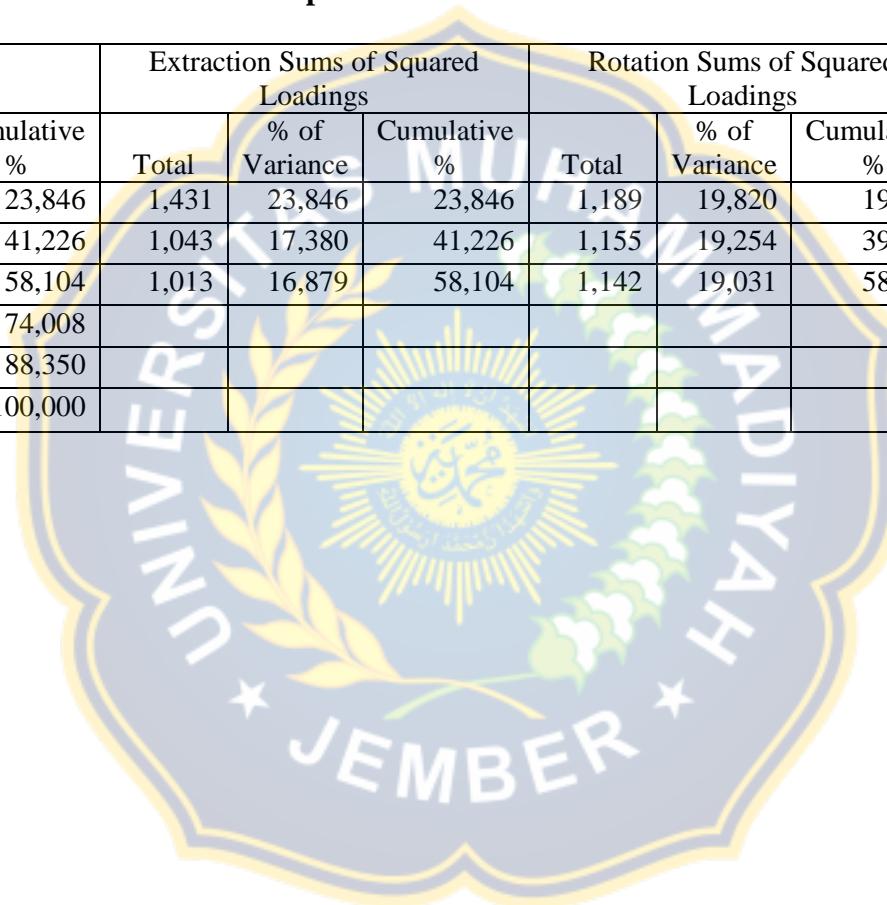
| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|---|---|---|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 1,431 | 23,846 | 23,846 | 1,431 | 23,846 | 23,846 | 1,189 | 19,820 | 19,820 |
| 2 | 1,043 | 17,380 | 41,226 | 1,043 | 17,380 | 41,226 | 1,155 | 19,254 | 39,074 |
| 3 | 1,013 | 16,879 | 58,104 | 1,013 | 16,879 | 58,104 | 1,142 | 19,031 | 58,104 |
| 4 | 0,954 | 15,904 | 74,008 | | | | | | |
| 5 | 0,860 | 14,342 | 88,350 | | | | | | |
| 6 | 0,699 | 11,650 | 100,000 | | | | | | |

**Component Matrix**[a]

|  | Component | | |
|---|---|---|---|
|  | 1 | 2 | 3 |
| Budaya | 0,642 | -0,190 | 0,094 |
| Harga | 0,480 | 0,303 | 0,047 |
| Sosial | 0,364 | 0,736 | 0,193 |
| Psikologis | 0,414 | -0,491 | -0,349 |
| Distribusi | 0,457 | -0,340 | 0,684 |
| Individu | 0,525 | 0,127 | -0,612 |

Extraction Method: Principal
Component Analysis.
a. 3 components extracted.

**Rotated Component Matrix**[a]

|  | Component | | |
|---|---|---|---|
|  | 1 | 2 | 3 |
| Individu | 0,725 | 0,314 | -0,205 |
| Psikologis | 0,664 | -0,229 | 0,201 |
| Sosial | -0,132 | 0,833 | -0,001 |
| Harga | 0,181 | 0,517 | 0,156 |
| Distribusi | -0,076 | 0,047 | 0,886 |
| Budaya | 0,408 | 0,199 | 0,501 |

Extraction Method: Principal Component
Analysis.
 Rotation Method: Varimax with Kaiser
Normalization.
a. Rotation converged in 5 iterations.

**Component Transformation Matrix**

| Component | 1 | 2 | 3 |
|---|---|---|---|
| 1 | 0,644 | 0,539 | 0,542 |
| 2 | -0,315 | 0,833 | -0,455 |
| 3 | -0,697 | 0,122 | 0,706 |

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser

Normalization.