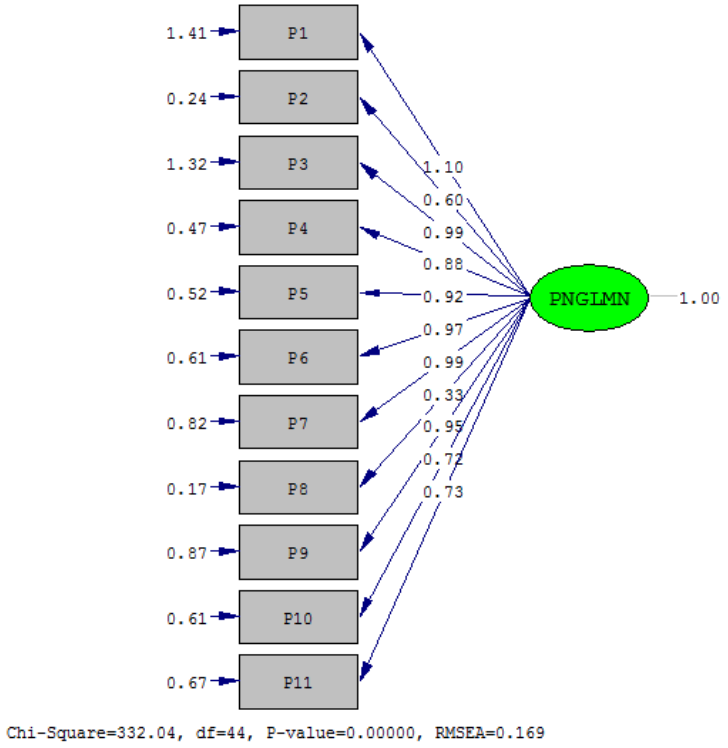
LAMPIRAN D

HASIL MODEL PENGUKURAN SEBELUM MODIFIKASI

a) Pengalaman Merek




```
TI UJI P 230
DA NI=11 NO=230 MA=CM
LA
P1 P2 P3 P4 P5 P6 P7 P8 P9 P10
P11
CM                FI='D:\Echa\UJI                DEL
230\PENGALAMAN230\DATAP230.COV' SY
SE
 1 2 3 4 5 6 7 8 9 10 11/
MO NX=11 NK=1 TD=SY
LK
PNGLMN
FR LX(1,1) LX(2,1) LX(3,1) LX(4,1) LX 5 1 LX 6
1 LX 7 1 LX 8 1 LX 9 1 LX 10 1 LX 11 1
FR TD(1,1) TD(2,2) TD(3,3) TD(4,4) TD 5 5 TD 6
6 TD 7 7 TD 8 8 TD 9 9 TD 10 10 TD 11 11
PD
OU MI FS SS

TI UJI P 230

                    Number of Input Variables 11
                    Number of Y - Variables    0
                    Number of X - Variables   11
                    Number of ETA - Variables  0
                    Number of KSI - Variables  1
                    Number of Observations   230
```

```
TI UJI P 230

Number of Iterations = 15

LISREL Estimates (Maximum Likelihood)

      LAMBDA-X

          PNGLMN
        --------
   P1       1.10
           (0.10)
            11.36
   P2       0.60
           (0.04)
            13.65
   P3       0.99
           (0.09)
            10.76
   P4       0.88
           (0.06)
            14.00
   P5       0.92
           (0.07)
            13.95
   P6       0.97
           (0.07)
```

13.74
P7 0.99
(0.08)
12.67
P8 0.33
(0.03)
10.38
P9 0.95
(0.08)
12.10
P10 0.72
(0.06)
11.33
P11 0.73
(0.07)
11.06

PHI

PNGLMN

1.00

THETA-DELTA

P1	P2	P3	P4	P5	P6
1.41	0.24	1.32	0.47	0.52	0.61
(0.14)	(0.03)	(0.13)	(0.05)	(0.06)	(0.06)
9.96	9.39	10.06	9.27	9.29	9.36

THETA-DELTA

P7	P8	P9	P10	P11
0.82	0.17	0.87	0.61	0.67
(0.09)	(0.02)	(0.09)	(0.06)	(0.07)
9.68	10.12	9.81	9.97	10.02

Squared Multiple Correlations for X - Variables

P1	P2	P3	P4	P5	P6
0.46	0.60	0.42	0.62	0.62	0.61

Squared Multiple Correlations for X - Variables

P7	P8	P9	P10	P11
0.54	0.40	0.51	0.46	0.44

Goodness of Fit Statistics

Degrees of Freedom = 44
Minimum Fit Function Chi-Square = 335.25 (P = 0.0)
Normal Theory Weighted Least Squares Chi-Square = 332.04 (P = 0.0)
Estimated Non-centrality Parameter (NCP) = 288.04
90 Percent Confidence Interval for NCP = (233.81 ; 349.75)

Minimum Fit Function Value = 1.46
Population Discrepancy Function Value (F0) = 1.26
90 Percent Confidence Interval for F0 = (1.02 ; 1.53)
Root Mean Square Error of Approximation (RMSEA) = 0.17
90 Percent Confidence Interval for RMSEA = (0.15 ; 0.19)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 1.64
90 Percent Confidence Interval for ECVI = (1.41 ; 1.91)
ECVI for Saturated Model = 0.58
ECVI for Independence Model = 15.11

Chi-Square for Independence Model with 55
Degrees of Freedom = 3438.55
Independence AIC = 3460.55
Model AIC = 376.04
Saturated AIC = 132.00
Independence CAIC = 3509.37
Model CAIC = 473.68
Saturated CAIC = 424.91

Normed Fit Index (NFI) = 0.90
Non-Normed Fit Index (NNFI) = 0.89
Parsimony Normed Fit Index (PNFI) = 0.72
Comparative Fit Index (CFI) = 0.91
Incremental Fit Index (IFI) = 0.91
Relative Fit Index (RFI) = 0.88

Critical N (CN) = 47.93

Root Mean Square Residual (RMR) = 0.11
Standardized RMR = 0.072
Goodness of Fit Index (GFI) = 0.79
Adjusted Goodness of Fit Index (AGFI) = 0.69
Parsimony Goodness of Fit Index (PGFI) = 0.53

TI UJI P 230

Factor Scores Regressions

KSI

	P1	P2	P3	P4	P5	P6
PNGLMN	0.06	0.19	0.06	0.14	0.13	0.12

KSI

	P7	P8	P9	P10	P11
PNGLMN	0.09	0.15	0.08	0.09	0.08

TI UJI P 230

Standardized Solution

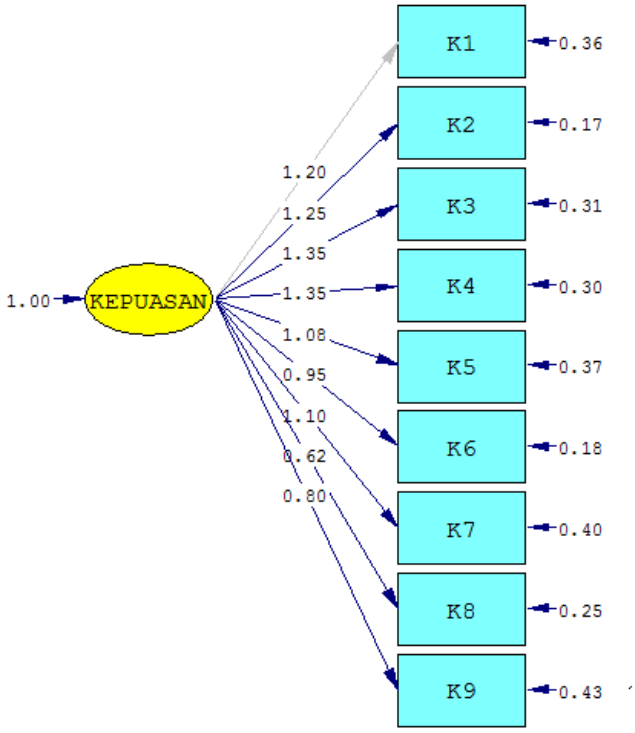
LAMBDA-X

	PNGLMN
P1	1.10
P2	0.60
P3	0.99
P4	0.88
P5	0.92
P6	0.97
P7	0.99
P8	0.33
P9	0.95
P10	0.72
P11	0.73

PHI

PNGLMN
1.00

b) Kepuasan



Chi-Square=228.10, df=27, P-value=0.00000, RMSEA=0.180

```
TI UJI K 230
DA NI=9 NO=230 MA=CM
LA
K1 K2 K3 K4 K5 K6 K7 K8 K9
CM FI='D:\Echa\UJI DEL 230\KEPUASAN230\DATAK230.COV' SY SE
1 2 3 4 5 6 7 8 9 /
MO NY=9 NE=1 PS=SY TE=SY
LE
KEPUASAN
FR LY(1,1) LY(2,1) LY(3,1) LY 4 1 LY 5 1 LY 6 1 LY 7 1 LY 8 1 LY 9 1
FR TE(1,1) TE(2,2) TE(3,3) TE 4 4 TE 5 5 TE 6 6 TE 7 7 TE 8 8 TE 9 9
PD
OU SS MI FS

TI UJI K 230

Number of Input Variables  9
Number of Y - Variables    9
```

Number of X - Variables 0
Number of ETA - Variables 1
Number of KSI - Variables 0
Number of Observations 230

TI UJI K 230

Number of Iterations = 14

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

	KEPUASAN
K1	1.20
K2	1.25
	(0.05)
	24.93
K3	1.35
	(0.06)
	23.08
K4	1.35
	(0.06)
	23.19
K5	1.08
	(0.05)
	19.83
K6	0.95
	(0.04)
	22.24
K7	1.10
	(0.06)
	19.59
K8	0.62
	(0.04)
	15.73
K9	0.80
	(0.05)
	15.52

Covariance Matrix of ETA

KEPUASAN
1.00

PSI

KEPUASAN
1.00
(0.11)
8.70

THETA-EPS

K1	K2	K3	K4	K5	K6
0.36	0.17	0.31	0.30	0.37	0.18
(0.04)	(0.02)	(0.03)	(0.03)	(0.04)	(0.02)
9.60	8.14	9.06	9.03	9.84	9.33

THETA-EPS

K7	K8	K9
0.40	0.25	0.43
(0.04)	(0.02)	(0.04)
9.88	10.28	10.30

Squared Multiple Correlations for Y - Variables

K1	K2	K3	K4	K5	K6
0.80	0.90	0.86	0.86	0.76	0.83

Squared Multiple Correlations for Y - Variables

K7	K8	K9
0.75	0.61	0.60

Goodness of Fit Statistics

Degrees of Freedom = 27
Minimum Fit Function Chi-Square = 240.02 (P = 0.0)
Normal Theory Weighted Least Squares Chi-Square = 228.10 (P = 0.0)
Estimated Non-centrality Parameter (NCP) = 201.10
90 Percent Confidence Interval for NCP = (156.59 ; 253.08)

Minimum Fit Function Value = 1.05
Population Discrepancy Function Value (F0) = 0.88
90 Percent Confidence Interval for F0 = (0.68 ; 1.11)
Root Mean Square Error of Approximation (RMSEA) = 0.18
90 Percent Confidence Interval for RMSEA = (0.16 ; 0.20)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 1.15
90 Percent Confidence Interval for ECVI = (0.96 ; 1.38)
ECVI for Saturated Model = 0.39
ECVI for Independence Model = 21.70

Chi-Square for Independence Model with 36 Degrees of Freedom = 4950.37
Independence AIC = 4968.37
Model AIC = 264.10
Saturated AIC = 90.00
Independence CAIC = 5008.31
Model CAIC = 343.98
Saturated CAIC = 289.71

Normed Fit Index (NFI) = 0.95
Non-Normed Fit Index (NNFI) = 0.94
Parsimony Normed Fit Index (PNFI) = 0.71
Comparative Fit Index (CFI) = 0.96
Incremental Fit Index (IFI) = 0.96
Relative Fit Index (RFI) = 0.94

Critical N (CN) = 45.81

Root Mean Square Residual (RMR) = 0.044
Standardized RMR = 0.032
Goodness of Fit Index (GFI) = 0.82
Adjusted Goodness of Fit Index (AGFI) = 0.70
Parsimony Goodness of Fit Index (PGFI) = 0.49

Factor Scores Regressions

ETA

	K1	K2	K3	K4	K5	K6
KEPUASAN	0.07	0.13	0.08	0.18	0.11	0.11

ETA

	K7	K8	K9
KEPUASAN	0.07	0.06	0.05

TI UJI K 230

Standardized Solution

LAMBDA-Y

	KEPUASAN
K1	1.20
K2	1.25
K3	1.35
K4	1.35
K5	1.08
K6	0.95
K7	1.10
K8	0.62
K9	0.80

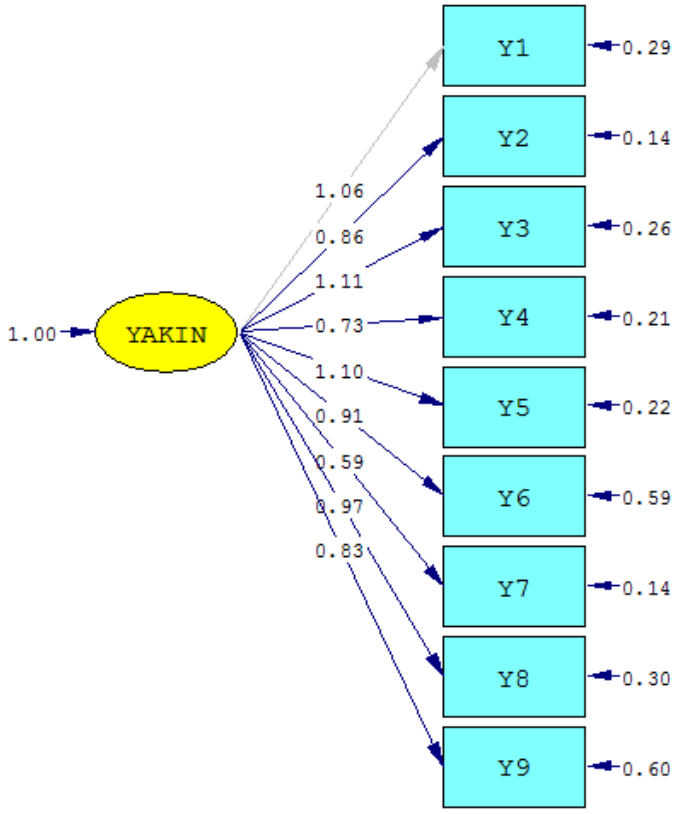
Correlation Matrix of ETA

KEPUASAN
1.00

PSI

KEPUASAN
1.00

c) Kepercayaan Merek



Chi-Square=167.69, df=27, P-value=0.00000, RMSEA=0.151

```
TI UJI Y 230
 DA NI=9 NO=230 MA=CM
 LA
 Y1 Y2 Y3 Y4 Y5 Y6 Y7 Y8 Y9
 CM          FI='D:\ECHA\UJI          DEL
230\YAKIN230\DATAY230.COV' SY
 SE
 1 2 3 4 5 6 7 8 9/
 MO NY=9 NE=1 PS=SY TE=SY
 LE
 YAKIN
 FR LY(1,1) LY(2,1) LY(3,1) LY(4,1 LY 5 1 LY 6
1 LY 7 1 LY 8 1 LY 9 1
 FR TE(1,1) TE(2,2) TE(3,3) TE(4,4) TE 5 5 TE 6
6 TE 7 7 TE 8 8 TE 9 9
 PD
 OU SS MI FS

 TI UJI Y 230

                Number of Input Variables  9
                Number of Y - Variables    9
                Number of X - Variables    0
                Number of ETA - Variables  1
                Number of KSI - Variables  0
                Number of Observations   230

 TI UJI Y 230

 Number of Iterations =  7

 LISREL Estimates (Maximum Likelihood)

      LAMBDA-Y

          YAKIN
        --------
    Y1      1.06
    Y2      0.86
          (0.04)
           21.88
    Y3      1.11
          (0.05)
           21.46
    Y4      0.73
          (0.04)
           18.43
    Y5      1.10
          (0.05)
           22.29
    Y6      0.91
          (0.06)
           15.10
    Y7      0.59
          (0.03)
           18.15
    Y8      0.97
          (0.05)
           19.52
    Y9      0.83
          (0.06)
           13.99

      Covariance Matrix of ETA

          YAKIN
        --------
           1.00

      PSI

          YAKIN
        --------
           1.00
          (0.12)
           8.61

      THETA-EPS

          Y1       Y2       Y3       Y4       Y5
Y6
        --------  --------  --------  --------  --------  --
------
          0.29      0.14      0.26      0.21      0.22
0.59
        (0.03)    (0.02)    (0.03)    (0.02)    (0.02)
(0.06)
          9.32      8.86      9.02      9.77      8.68
10.19

      THETA-EPS

          Y7       Y8       Y9
        --------  --------  --------
          0.14      0.30      0.60
        (0.01)    (0.03)    (0.06)
          9.82      9.56     10.29

      Squared Multiple Correlations for Y -
Variables

          Y1       Y2       Y3       Y4       Y5
Y6
        --------  --------  --------  --------  --------  --
------
          0.79      0.84      0.82      0.72      0.85
0.59

      Squared Multiple Correlations for Y -
Variables

          Y7       Y8       Y9
        --------  --------  --------
          0.71      0.76      0.54


              Goodness of Fit Statistics

              Degrees of Freedom = 27
        Minimum Fit Function Chi-Square = 139.72 (P =
                  0.0)
        Normal Theory Weighted Least Squares Chi-
              Square = 167.69 (P = 0.0)
        Estimated Non-centrality Parameter (NCP) =
                  140.69
        90 Percent Confidence Interval for NCP = (103.53 ;
                  185.36)
```

Minimum Fit Function Value = 0.61
Population Discrepancy Function Value (F0) = 0.61
90 Percent Confidence Interval for F0 = (0.45 ; 0.81)
Root Mean Square Error of Approximation (RMSEA) = 0.15
90 Percent Confidence Interval for RMSEA = (0.13 ; 0.17)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 0.89
90 Percent Confidence Interval for ECVI = (0.73 ; 1.08)
ECVI for Saturated Model = 0.39
ECVI for Independence Model = 19.64

Chi-Square for Independence Model with 36 Degrees of Freedom = 4479.18
Independence AIC = 4497.18
Model AIC = 203.69
Saturated AIC = 90.00
Independence CAIC = 4537.12
Model CAIC = 283.58
Saturated CAIC = 289.71

Normed Fit Index (NFI) = 0.97
Non-Normed Fit Index (NNFI) = 0.97
Parsimony Normed Fit Index (PNFI) = 0.73
Comparative Fit Index (CFI) = 0.97
Incremental Fit Index (IFI) = 0.97
Relative Fit Index (RFI) = 0.96

Critical N (CN) = 77.97

Root Mean Square Residual (RMR) = 0.038
Standardized RMR = 0.034
Goodness of Fit Index (GFI) = 0.86
Adjusted Goodness of Fit Index (AGFI) = 0.77
Parsimony Goodness of Fit Index (PGFI) = 0.52

Factor Scores Regressions

ETA

	Y1	Y2	Y3	Y4	Y5	Y6
YAKIN	0.12	0.19	0.14	0.11	0.16	0.05

ETA

	Y7	Y8	Y9
YAKIN	0.13	0.11	0.04

TI UJI Y 230

Standardized Solution

LAMBDA-Y

	YAKIN
Y1	1.06
Y2	0.86
Y3	1.11
Y4	0.73
Y5	1.10
Y6	0.91
Y7	0.59
Y8	0.97
Y9	0.83

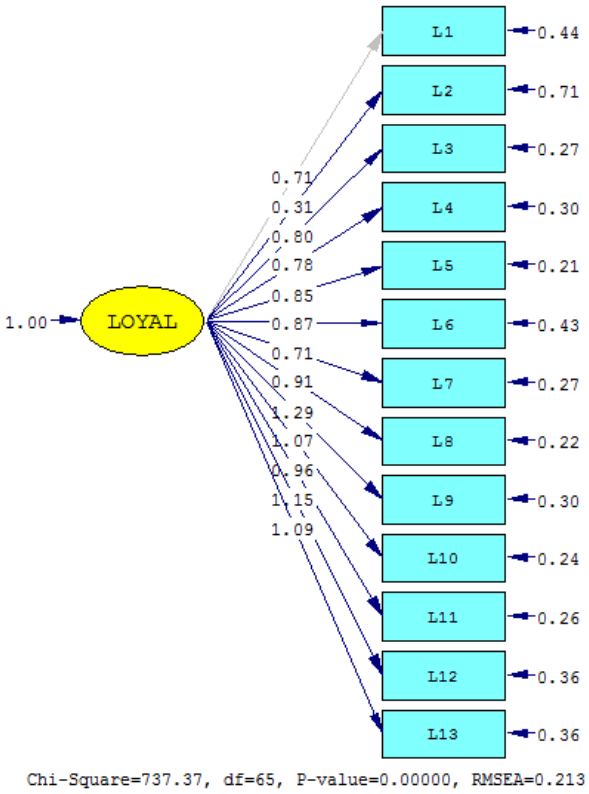
Correlation Matrix of ETA

YAKIN
1.00

PSI

YAKIN
1.00

d) Loyalitas Merek




```
TI UJI L 230
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 LA
 L1 L2 L3 L4 L5 L6 L7 L8 L9 L10
 L11 L12 L13
 CM                FI='D:\Echa\UJI                DEL
230\LOYAL230\DATAL230.COV' SY
 SE
 1 2 3 4 5 6 7 8 9 10 11 12 13/
 MO NY=13 NE=1 PS=SY TE=SY
 LE
 LOYAL
 FR  LY(1,1)  LY(2,1)  LY(3,1)  LY(4,1)  LY(5,1)
LY(6,1) LY 7 1 LY 8 1 LY 9 1 LY 10 1 LY 11 1
LY 12 1 LY 13 1
 FR TE(1,1) TE(2,2) TE(3,3) TE(4,4) TE(5,5) TE 6
6 TE 7 7 TE 8 8 TE 9 9 TE 10 10 TE 11 11 TE 12
12 TE 13 13
 PD
 OU SS MI FS

 TI UJI L 230

                    Number of Input Variables 13
                    Number of Y - Variables   13
                    Number of X - Variables    0
                    Number of ETA - Variables  1
                    Number of KSI - Variables  0
                    Number of Observations   230
```

```
TI UJI L 230

Number of Iterations = 18

LISREL Estimates (Maximum Likelihood)

        LAMBDA-Y

            LOYAL
          --------
     L1      0.71
     L2      0.31
           (0.06)
            5.14
     L3      0.80
           (0.06)
            13.06
     L4      0.78
           (0.06)
            12.80
     L5      0.85
           (0.06)
            13.80
     L6      0.87
           (0.07)
            12.43
     L7      0.71
           (0.06)
            12.61
     L8      0.91
```

(0.07)
13.96
L9 1.29
(0.09)
14.51
L10 1.07
(0.07)
14.32
L11 0.96
(0.07)
13.86
L12 1.15
(0.08)
13.94
L13 1.09
(0.08)
13.76

Covariance Matrix of ETA

LOYAL

1.00

PSI

LOYAL

1.00
(0.16)
6.40

THETA-EPS

L1	L2	L3	L4	L5	L6
0.44	0.71	0.27	0.30	0.21	0.43
(0.04)	(0.07)	(0.03)	(0.03)	(0.02)	(0.04)
10.37	10.66	10.03	10.11	9.72	10.19

THETA-EPS

L7	L8	L9	L10	L11	L12
0.27	0.22	0.30	0.24	0.26	0.36
(0.03)	(0.02)	(0.03)	(0.03)	(0.03)	(0.04)
10.15	9.62	9.11	9.32	9.68	9.63

THETA-EPS

L13

0.36
(0.04)
9.74

Squared Multiple Correlations for Y - Variables

L1	L2	L3	L4	L5	L6
0.53	0.12	0.70	0.67	0.77	0.64

Squared Multiple Correlations for Y - Variables

L7	L8	L9	L10	L11	L12
0.66	0.79	0.85	0.83	0.78	0.79

Squared Multiple Correlations for Y - Variables

L13

0.77

Goodness of Fit Statistics

Degrees of Freedom = 65
Minimum Fit Function Chi-Square = 628.28 (P = 0.0)
Normal Theory Weighted Least Squares Chi-Square = 737.37 (P = 0.0)
Estimated Non-centrality Parameter (NCP) = 672.37
90 Percent Confidence Interval for NCP = (588.71 ; 763.47)

Minimum Fit Function Value = 2.74
Population Discrepancy Function Value (F0) = 2.94
90 Percent Confidence Interval for F0 = (2.57 ; 3.33)
Root Mean Square Error of Approximation (RMSEA) = 0.21
90 Percent Confidence Interval for RMSEA = (0.20 ; 0.23)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 3.45
90 Percent Confidence Interval for ECVI = (3.08 ; 3.84)
ECVI for Saturated Model = 0.79
ECVI for Independence Model = 36.90

Chi-Square for Independence Model with 78
Degrees of Freedom = 8424.65
Independence AIC = 8450.65
Model AIC = 789.37
Saturated AIC = 182.00

Independence CAIC = 8508.34
Model CAIC = 904.76
Saturated CAIC = 585.87

Normed Fit Index (NFI) = 0.93
Non-Normed Fit Index (NNFI) = 0.92
Parsimony Normed Fit Index (PNFI) = 0.77
Comparative Fit Index (CFI) = 0.93
Incremental Fit Index (IFI) = 0.93
Relative Fit Index (RFI) = 0.91

Critical N (CN) = 35.42

Root Mean Square Residual (RMR) = 0.058
Standardized RMR = 0.052
Goodness of Fit Index (GFI) = 0.67
Adjusted Goodness of Fit Index (AGFI) = 0.54
Parsimony Goodness of Fit Index (PGFI) = 0.48

Factor Scores Regressions

ETA

	L1	L2	L3	L4	L5	L6
LOYAL	0.04	0.01	0.08	0.07	0.10	0.05

ETA

	L7	L8	L9	L10	L11	L12
LOYAL	0.07	0.11	0.11	0.12	0.10	0.08

ETA

	L13
LOYAL	0.08

TI UJI L 230

Standardized Solution

LAMBDA-Y

	LOYAL
L1	0.71
L2	0.31
L3	0.80
L4	0.78
L5	0.85
L6	0.87
L7	0.71
L8	0.91
L9	1.29
L10	1.07
L11	0.96
L12	1.15
L13	1.09

Correlation Matrix of ETA

LOYAL
1.00

PSI

LOYAL