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Lampiran 1

Kuesioner Penelitian :

KUESIONER PENELITIAN

Yth.

Ibu/Saudari

Di Tempat

Assalamu'alaikum Wr.Wb.

Perkenalkan nama saya Mauritika Rizky Putri Mahasiswa Jurusan Manajemen Universitas Islam Indonesia yang sedang melakukan penelitian tugas akhir dengan judul :

"Pengaruh Kecocokan Nilai, Citra Merek, dan Kecintaan Merek Terhadap Komitmen Merek serta Pengaruh Terhadap Word of Mouth Pada Produk Kosmetik Maybelline di Yogyakarta"

Saya memohon kesediaan Ibu/Saudari yang menggunakan kosmetik merek Maybelline untuk dapat meluangkan waktu dengan mengisi kuesioner. Kesediaan Ibu/Saudari mengisi kuesioner ini akan sangat membantu saya dalam menyelesaikan tugas akhir. Segala data yang Ibu/Saudari isikan dijamin kerahasiaannya, dan hanya akan digunakan untuk kepentingan akademis semata.

Demikian, terima kasih atas kesediaan waktunya. Semogakebaikan selalu dilimpahkan dan menyertai Ibu/Saudari.

Wassalamu'alaikum Wr.Wb.

Mauritika Rizky Putri

IDENTITAS RESPONDEN

1.	Sering
2.	Jarang

Pertanyaan berikut berkenaan dengan jati diri bapak/ibi/saudara. Jawablah pertanyaan tersebut dengan memberi tanda **silang (X)** pada nomer jawaban yang dianggap paling sesuai.

**Berapakah usia Saudara ?
tempuh ?**

1.	17-25 tahun
2.	26-40 tahun
3.	41 – 60 tahun

Apa pendidikan terakhir yang Saudara

1.	SMA Sederajat
2.	Diploma
3.	S1 / S2 / S3

**Apa pekerjaan Saudara ?
kosmetik?**

1.	Pelajar / Mahasiswa
2.	PNS / TNI / POLRI
3.	Karyawan Swasta / Wiraswasta
4.	Ibu Rumah Tangga / Pensiunan

Seberapa sering anda menggunakan

Petunjuk: Berilah penilaian Ibu/Sdr terhadap pertanyaan-pertanyaan dibawah ini dengan **MENYILANG** atau **MELINGKARI** angka yang dianggap paling sesuai.

- | | |
|--------------------------------------|------------------------------|
| 1. Sangat setuju sekali (STS) | 3. Setuju (S) |
| 2. Tidak setuju (TS) | 4. Sangat Setuju (SS) |

KECOCOKAN NILAI

<i>1. Pernyataan dibawah ini berkenaan nilai harmoni bapak/ibu/saudara dalam penggunaan produk kosmetik.</i>	Sangat Tidak Setuju			Setuju Sekali
	STS	TS	S	SS
Saya merasakan perasaan yang sama dengan orang lain yang menggunakan merek ini	1	2	3	4
Menggunakan merek ini membuat saya merasa dihargai	1	2	3	4
Menggunakan merek ini membuat saya merasa aman	1	2	3	4
Menggunakan merek ini membuat saya merasakan adanya kepuasan diri	1	2	3	4
Menggunakan merek ini membuat saya merasa bangga	1	2	3	4
Menggunakan merek ini membuat saya merasa menghargai diri sendiri	1	2	3	4
Menggunakan merek ini merupakan sesuatu yang menyenangkan	1	2	3	4
Menggunakan merek ini membuat saya merasa bersemangat	1	2	3	4

CITRA MEREK

<i>2. Pernyataan dibawah ini berkenaan citra merek dimata bapak/ibu/saudara dalam penggunaan produk kosmetik</i>	Sangat Tidak Setuju			Setuju Sekali
	STS	TS	S	SS
Merek ini memiliki fungsi yang lebih baik dibandingkan dengan produk pesaing	1	2	3	4
Merek ini tidak mengecewakan konsumennya	1	2	3	4

Saya merasa mendapatkan keuntungan dengan membeli merek ini karena lebih murah	1	2	3	4
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KECINTAAN MEREK

<i>3.Pernyataan dibawah ini berkenaan kecintaan merek bapak/ibu/saudara dalam penggunaan produk kosmetik.</i>	Sangat Tidak Setuju			Setuju Sekali
	STS	TS	S	SS
Saya merasa senang dalam membeli dan menggunakan merek ini	1	2	3	4
Adanya kedekatan hubungan saya dengan merek ini	1	2	3	4
Tidak ada yang lebih penting bagi saya daripada hubungan saya dengan merek ini	1	2	3	4
Merek ini adalah merek yang special	1	2	3	4
Merek ini adalah merek yang unik	1	2	3	4
Saya memimpikan merek ini sudah sejak lama	1	2	3	4
Saya telah menggunakan merek ini untuk waktu yang lama dan saya tidak pernah menggantinya	1	2	3	4
Saya memiliki hubungan yang hangat dan nyaman dengan merek ini	1	2	3	4
Secara emosional saya merasa dekat merek ini	1	2	3	4
Merek ini mengingatkan kenangan saya di masa lalu ketika saya (anak-anak, remaja, pertemuan, dll)	1	2	3	4
Merek ini mengingatkan saya pada beberapa peristiwa penting dalam hidup saya	1	2	3	4

KOMITMEN TERHADAP MEREK

<i>4.Pernyataan dibawah ini berkenaan komitmen terhadap merek bapak/ibu/saudara dalam penggunaan produk kosmetik.</i>	Sangat Tidak Setuju			Setuju Sekali
	STS	TS	S	SS
Saya ingin memiliki hubungan dalam jangka waktu panjang dengan merek ini	1	2	3	4
Jika merek ini mengecewakan saya sekali atau dua kali, saya tidak akan mempermasalahkannya	1	2	3	4
Saya akan merasa kecewa jika saya tidak bisa menemukan merek ini di toko	1	2	3	4
Saya secara pribadi merasa puas ketika saya membeli merek ini	1	2	3	4

WORD OF MOUTH

<i>5.Pernyataan dibawah ini berkenaan dengan positive word of mouth bapak/ibu/saudara dalam penggunaan produk kosmetik.</i>	Sangat Tidak Setuju			Setuju Sekali
	STS	TS	S	SS

Saya akan menyarankan merek ini yang saya gunakan kepada orang lain	1	2	3	4
Saya akan berbagi pengalaman pribadi saya dengan merek ini kepada orang lain	1	2	3	4
Saya akan berbicara positif tentang merek ini kepada teman saya	1	2	3	4
Saya akan berbicara positif tentang keuntungan dari menggunakan merek ini	1	2	3	4
Saya benar-benar akan merekomendasikan merek ini kepada teman saya	1	2	3	4



Lampiran 2
Data Uji Instrumen

No	KN									CM				KM											KOM					WOM						
	1	2	3	4	5	6	7	8	T	1	2	3	T	1	2	3	4	5	6	7	8	9	10	11	T	1	2	3	4	T	1	2	3	4	5	T
1	3	3	4	4	3	4	4	3	28	3	4	4	11	3	3	3	3	3	3	3	3	3	3	3	33	3	3	3	4	13	4	4	3	4	4	19
2	4	4	4	4	4	4	4	4	32	3	3	4	10	4	4	4	4	4	2	1	4	4	1	4	36	4	3	4	4	15	4	4	4	4	4	20
3	4	2	3	3	3	2	4	3	24	3	3	3	9	3	2	2	2	3	2	2	3	2	2	2	25	3	4	4	3	14	3	3	3	2	3	14
4	4	3	3	3	3	4	4	3	27	3	3	3	9	4	4	2	2	2	3	2	3	3	2	3	30	3	3	4	4	14	4	4	4	4	4	20
5	4	3	3	4	4	4	4	4	30	3	3	3	9	3	3	2	2	2	2	2	2	2	2	2	24	3	3	2	4	12	4	4	3	3	3	17
6	3	3	2	3	3	3	3	3	23	3	4	3	10	4	2	1	2	2	2	2	3	3	2	2	25	3	3	3	4	13	3	3	3	3	4	16
7	4	4	3	3	3	3	3	3	26	3	4	3	10	3	2	1	3	2	3	2	3	3	2	3	27	4	3	4	3	14	3	4	4	3	3	17
8	3	3	3	3	3	3	3	3	24	3	3	3	9	3	3	3	3	3	3	3	3	3	3	3	33	3	2	3	3	11	3	3	3	3	3	15
9	3	3	3	3	3	3	3	3	24	3	3	3	9	3	3	3	3	3	3	3	3	3	3	3	31	3	2	3	3	11	3	3	3	3	3	15
10	4	4	4	4	4	4	4	4	32	4	4	4	12	4	4	4	3	3	4	3	3	4	3	4	39	3	4	3	3	13	3	4	4	4	4	19
11	3	3	3	3	3	3	3	3	24	3	3	3	9	3	3	2	3	3	3	3	3	3	1	3	30	3	3	4	3	13	4	4	3	3	4	18
12	3	3	3	4	3	3	4	4	27	3	3	3	9	4	3	2	3	2	2	3	3	3	2	2	29	3	3	3	4	13	3	3	3	4	3	16
13	3	3	2	4	3	3	3	3	24	4	3	3	10	3	2	2	2	3	3	3	3	2	1	3	27	3	3	3	3	12	4	4	4	4	4	20
14	3	3	2	2	4	4	4	3	25	3	4	4	11	4	4	3	4	3	4	4	4	4	3	4	41	4	3	3	4	14	3	4	4	4	4	19
15	4	3	2	4	2	4	3	3	25	3	3	3	9	4	3	2	3	3	3	2	3	3	2	3	31	3	3	4	4	14	4	4	4	4	4	20
16	3	3	3	4	3	3	4	4	27	2	3	3	8	3	2	1	3	3	2	2	2	1	2	23	2	2	2	3	9	3	3	3	3	2	14	

17	3	2	3	3	2	3	3	3	22	3	3	3	9	3	3	2	3	3	2	2	3	3	2	2	28	2	2	2	3	9	2	3	2	3	2	3	2	12
18	4	4	3	4	4	4	4	4	31	4	3	3	10	4	3	2	3	3	4	2	3	3	2	2	31	4	3	3	4	14	4	4	4	4	4	4	20	
19	3	3	3	3	3	3	3	3	24	3	3	3	9	3	2	2	3	3	3	3	3	2	1	2	27	2	3	3	3	11	3	3	3	3	3	3	15	
20	4	3	3	4	4	4	4	4	30	3	4	4	11	4	4	2	2	2	2	4	4	4	2	2	32	4	3	4	4	15	3	3	3	3	3	3	15	
21	3	1	2	2	2	3	3	2	18	3	4	3	10	3	3	2	4	3	3	4	3	3	1	2	31	3	3	4	3	13	3	3	3	3	3	3	15	
22	3	2	3	3	2	3	4	3	23	3	3	2	8	3	2	1	2	2	3	3	2	1	2	2	23	2	3	3	3	11	3	2	3	3	3	3	14	
23	3	3	2	3	2	3	3	2	21	3	2	3	8	3	3	2	3	2	2	2	3	2	2	2	26	2	2	3	3	10	3	4	4	4	4	3	18	
24	4	4	4	4	4	4	4	4	32	4	4	4	12	4	4	2	3	3	3	2	2	2	1	1	27	3	4	4	4	15	4	4	4	4	4	4	20	
25	2	2	3	3	3	3	2	2	20	2	3	2	7	2	2	2	2	2	2	3	2	2	1	1	21	2	3	2	3	10	2	3	3	3	3	3	14	
26	3	2	1	3	3	3	3	4	22	3	4	4	11	3	1	1	1	3	3	1	4	2	1	1	21	3	4	4	4	15	4	4	4	4	4	4	20	
27	3	3	2	4	4	3	4	4	27	3	3	3	9	3	3	3	3	3	3	3	3	3	3	3	33	3	3	4	3	13	3	3	3	3	3	3	15	
28	4	4	4	4	4	4	4	4	32	4	4	4	12	4	4	3	4	4	4	4	4	4	4	4	43	4	3	3	4	14	4	4	4	4	4	4	20	
29	4	4	4	4	4	4	4	4	32	4	4	4	12	4	4	4	4	4	4	4	4	4	4	2	3	41	4	3	4	4	15	3	2	4	4	2	15	
30	4	3	4	4	4	4	4	4	31	3	3	4	10	4	2	1	2	1	2	2	3	2	3	3	25	3	3	4	4	14	3	3	2	3	3	3	14	

الجمهورية الجزائرية الديمقراطية الشعبية
الجامعة الجزائرية للدراسات والبحوث

Lampiran 3
Uji Validitas dan Reliabilitas Instrumen

Kecocokan Nilai (KN)

		Correlations								
		KN1	KN2	KN3	KN4	KN5	KN6	KN7	KN8	KN
KN1	Pearson Correlation	1	,577**	,452*	,469**	,480**	,565**	,600**	,556**	,749**
	Sig. (2-tailed)		.001	.012	.009	.007	.001	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30
KN2	Pearson Correlation	,577**	1	,532**	,593**	,650**	,577**	,406*	,562**	,808**
	Sig. (2-tailed)	.001		.002	.001	.000	.001	.026	.001	.000
	N	30	30	30	30	30	30	30	30	30
KN3	Pearson Correlation	,452*	,532**	1	,482**	,455*	,452*	,466**	,377*	,704**
	Sig. (2-tailed)	.012	.002		.007	.012	.012	.009	.040	.000
	N	30	30	30	30	30	30	30	30	30
KN4	Pearson Correlation	,469**	,593**	,482**	1	,493**	,469**	,488**	,722**	,766**
	Sig. (2-tailed)	.009	.001	.007		.006	.009	.006	.000	.000
	N	30	30	30	30	30	30	30	30	30
KN5	Pearson Correlation	,480**	,650**	,455*	,493**	1	,566**	,574**	,730**	,811**
	Sig. (2-tailed)	.007	.000	.012	.006		.001	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30
KN6	Pearson Correlation	,565**	,577**	,452*	,469**	,566**	1	,493**	,463**	,733**
	Sig. (2-tailed)	.001	.001	.012	.009	.001		.006	.010	.000
	N	30	30	30	30	30	30	30	30	30
KN7	Pearson Correlation	,600**	,406*	,466**	,488**	,574**	,493**	1	,700**	,754**
	Sig. (2-tailed)	.000	.026	.009	.006	.001	.006		.000	.000

KN8	N	30	30	30	30	30	30	30	30	30
	Pearson Correlation	,556**	,562**	,377*	,722**	,730**	,463**	,700**	1	,826**
	Sig. (2-tailed)	.001	.001	.040	.000	.000	.010	.000		.000
KN	N	30	30	30	30	30	30	30	30	30
	Pearson Correlation	,749**	,808**	,704**	,766**	,811**	,733**	,754**	,826**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.898	8

Citra Merek (CM)

Correlations

		CM1	CM2	CM3	CM
CM1	Pearson Correlation	1	.331	,458*	,729**
	Sig. (2-tailed)		.074	.011	.000
	N	30	30	30	30
CM2	Pearson Correlation	.331	1	,577**	,802**
	Sig. (2-tailed)	.074		.001	.000
	N	30	30	30	30
CM3	Pearson Correlation	,458*	,577**	1	,863**
	Sig. (2-tailed)	.011	.001		.000
	N	30	30	30	30
CM	Pearson Correlation	,729**	,802**	,863**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.718	3

Kecintaan Merek (KM)

Correlations

		KM 1	KM 2	KM3	KM4	KM5	KM6	KM7	KM8	KM9	KM1 0	KM1 1	BL
KM 1	Pears on Correlation Sig. (2-tailed)	1	.594**	.249	.273	.106	.291	.029	.458*	.563*	.333	.427*	.543**
	Sig. (2-tailed)		.001	.185	.144	.576	.118	.880	.011	.001	.072	.019	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30
KM 2	Pears on Correlation Sig. (2-tailed)	.594**	1	.718*	.611*	.366*	.366*	.379*	.338	.730*	.348	.498*	.792**
	Sig. (2-tailed)	.001		.000	.000	.047	.047	.039	.067	.000	.059	.005	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
KM 3	Pears on Correlation Sig. (2-tailed)	.249	.718*	1	.623*	.652*	.446*	.375*	.430*	.686*	.346	.587*	.822**
	Sig. (2-tailed)	.185	.000		.000	.000	.013	.041	.018	.000	.061	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
KM 4	Pears on Correlation Sig. (2-tailed)	.273	.611*	.623*	1	.616*	.431*	.416*	.309	.608*	.213	.526*	.749**
	Sig. (2-tailed)	.144	.000	.000		.000	.017	.022	.096	.000	.259	.003	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
KM 5	Pears on Correlation Sig. (2-tailed)	.106	.366*	.652*	.616*	1	.517*	.180	.427*	.458*	.016	.347	.607**
	Sig. (2-tailed)	.576	.047	.000	.000		.003	.342	.019	.011	.931	.060	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
KM 6	Pears on Correlation Sig. (2-tailed)	.291	.366*	.446*	.431*	.517*	1	.443*	.330	.408*	.346	.448*	.658**
	Sig. (2-tailed)	.118	.047	.013	.017	.003		.014	.075	.025	.061	.013	.000

KM 7	N	30	30	30	30	30	30	30	30	30	30	30	30
	Pears on Correlation Sig. (2-tailed)	.029	,379*	,375*	,416*	.180	,443*	1	.222	,393*	.333	.259	,552**
	N	30	30	30	30	30	30	30	30	30	30	30	30
KM 8	Pears on Correlation Sig. (2-tailed)	.880	.039	.041	.022	.342	.014		.238	.032	.072	.167	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30
	Pears on Correlation Sig. (2-tailed)	,458*	.338	,430*	.309	,427*	.330	.222	1	,710*	.280	,488*	,636**
KM 9	Pears on Correlation Sig. (2-tailed)	.011	.067	.018	.096	.019	.075	.238		.000	.134	.006	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
	Pears on Correlation Sig. (2-tailed)	,563**	,730*	,686*	,608*	,458*	,408*	,393*	,710*	1	,413*	,647*	,870**
KM 10	Pears on Correlation Sig. (2-tailed)	.001	.000	.000	.000	.011	.025	.032	.000		.023	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
	Pears on Correlation Sig. (2-tailed)	.333	.348	.346	.213	.016	.346	.333	.280	,413*	1	,569*	,660**
KM 11	Pears on Correlation Sig. (2-tailed)	.072	.059	.061	.259	.931	.061	.072	.134	.023		.001	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30
	Pears on Correlation Sig. (2-tailed)	,427*	,498*	,587*	,526*	.347	,448*	.259	,488*	,647*	,569*	1	,771**
KM	Pears on Correlation Sig. (2-tailed)	.019	.005	.001	.003	.060	.013	.167	.006	.000	.001		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30
	Pears on Correlation Sig. (2-tailed)	,543**	,792*	,822*	,749*	,607*	,658*	,552*	,636*	,870*	,560*	,771*	1
KM	Pears on Correlation Sig. (2-tailed)	.002	.000	.000	.000	.000	.000	.002	.000	.000	.001	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30
	Pears on Correlation Sig. (2-tailed)												

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.889	11

Komitmen Merek (KO)

Correlations

		KO1	KO2	KO3	KO4	KO
KO1	Pearson Correlation	1	.281	.492**	.558**	.804**
	Sig. (2-tailed)		.132	.006	.001	.000
	N	30	30	30	30	30
KO2	Pearson Correlation	.281	1	.468**	.305	.679**
	Sig. (2-tailed)	.132		.009	.101	.000
	N	30	30	30	30	30
KO3	Pearson Correlation	.492**	.468**	1	.241	.782**
	Sig. (2-tailed)	.006	.009		.199	.000
	N	30	30	30	30	30
KO4	Pearson Correlation	.558**	.305	.241	1	.675**
	Sig. (2-tailed)	.001	.101	.199		.000
	N	30	30	30	30	30
KO	Pearson Correlation	.804**	.679**	.782**	.675**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.718	4

Word of Mouth (WOM)

Correlations

		WOM1	WOM2	WOM3	WOM4	WOM5	WOM
WOM1	Pearson Correlation	1	,656**	,536**	,519**	,700**	,828**
	Sig. (2-tailed)		.000	.002	.003	.000	.000
	N	30	30	30	30	30	30
WOM2	Pearson Correlation	,656**	1	,558**	,520**	,722**	,844**
	Sig. (2-tailed)	.000		.001	.003	.000	.000
	N	30	30	30	30	30	30
WOM3	Pearson Correlation	,536**	,558**	1	,714**	,537**	,809**
	Sig. (2-tailed)	.002	.001		.000	.002	.000
	N	30	30	30	30	30	30
WOM4	Pearson Correlation	,519**	,520**	,714**	1	,520**	,785**
	Sig. (2-tailed)	.003	.003	.000		.003	.000
	N	30	30	30	30	30	30
WOM5	Pearson Correlation	,700**	,722**	,537**	,520**	1	,853**
	Sig. (2-tailed)	.000	.000	.002	.003		.000
	N	30	30	30	30	30	30
WOM	Pearson Correlation	,828**	,844**	,809**	,785**	,853**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N of Items
.882	5

Lampiran 4 :

Data Analysis

No.	KN								CM			KM											KOM				WOM				
	1	2	3	4	5	6	7	8	1	2	3	1	2	3	4	5	6	7	8	9	10	11	1	2	3	4	1	2	3	4	5
1	2	3	3	3	2	3	2	3	3	2	3	3	2	2	3	2	3	3	2	3	3	3	2	3	3	3	2	3	3	2	2
2	3	3	3	4	4	3	3	3	4	3	4	3	4	4	3	3	4	4	4	3	3	3	4	3	4	3	3	4	4	3	3
3	3	4	3	3	4	4	4	3	4	3	3	3	3	3	3	3	3	3	4	3	3	4	3	4	3	3	3	3	3	3	3
4	4	3	3	3	3	4	3	3	3	4	4	4	4	3	4	4	4	3	3	3	4	4	4	3	3	4	4	3	3	4	4
5	2	3	3	3	3	2	3	3	2	2	3	2	3	2	3	3	2	2	2	3	3	2	3	3	3	3	3	2	3	3	2
6	3	3	2	3	2	3	3	2	3	2	3	2	2	2	2	2	3	2	2	2	2	2	2	2	2	3	2	3	3	2	3
7	3	3	4	4	4	4	4	4	4	3	4	3	4	3	3	4	4	4	3	4	3	4	3	3	4	4	4	4	2	4	4
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11	3	3	2	2	3	2	2	2	3	4	3	4	3	3	3	4	4	4	3	3	3	3	4	4	3	4	3	3	4	4	3
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14	3	4	4	3	4	4	4	4	3	3	3	4	4	3	3	4	3	4	4	3	3	3	3	4	4	4	3	4	3	4	3
15	1	1	2	2	1	2	1	2	3	2	2	4	4	4	3	3	4	4	4	3	3	4	4	3	4	4	2	2	2	3	2

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112	3	3	2	3	2	2	2	3	2	2	3	3	2	3	3	3	2	2	2	2	2	3	3	3	3	2	2	3	2	3	3
113	2	4	3	2	3	3	2	4	3	3	4	3	4	4	3	4	3	4	3	4	4	3	4	3	3	3	3	3	4	3	3
114	3	3	4	3	4	4	3	3	4	3	3	4	3	3	4	3	4	3	4	4	3	4	3	4	4	4	3	4	3	4	4
115	3	4	4	3	4	4	3	4	3	4	3	3	4	3	3	3	3	4	3	4	3	4	3	3	3	4	4	3	4	3	3
116	4	4	3	4	4	4	4	3	4	3	3	4	4	4	3	4	3	4	4	3	4	4	4	4	4	4	4	3	4	3	4
117	2	2	2	2	3	3	2	2	3	2	2	2	2	2	2	2	2	3	3	2	2	2	3	4	4	3	3	4	3	4	3
118	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	2	3	3	3	3	2	2	2	2	3	2	3	2
119	4	3	3	3	4	3	3	3	3	4	4	4	4	3	4	3	3	4	3	4	4	3	4	4	4	3	4	4	3	4	3
120	2	2	3	3	2	2	2	3	2	3	3	3	3	3	3	3	3	3	2	2	3	3	2	3	2	2	2	2	2	3	2

121	2	3	2	2	2	3	3	2	3	4	4	4	3	4	3	4	3	3	4	3	3	4	3	3	4	3	4	3	4	3
122	3	2	2	2	3	3	2	2	3	4	3	4	3	4	4	4	3	3	3	4	4	4	3	3	4	4	4	3	3	3
123	2	3	2	2	3	3	2	3	3	3	2	2	2	2	2	3	3	3	2	2	3	2	3	3	3	3	3	3	3	3
124	2	3	2	2	3	3	2	3	4	4	4	3	3	3	3	4	4	4	3	4	4	3	3	4	4	3	4	3	4	4
125	3	4	4	4	3	3	4	3	4	4	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	3	4	3	3	4
126	2	2	1	1	2	2	1	2	2	2	3	3	2	2	2	2	2	2	3	2	2	2	4	4	3	4	3	2	2	2
127	3	2	3	3	3	2	3	2	3	4	4	2	2	2	3	3	3	3	3	3	3	3	3	3	4	4	4	3	4	4
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133	3	3	2	2	3	2	3	3	2	2	3	2	2	2	2	2	3	3	3	3	3	3	2	2	3	3	2	2	2	3
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137	3	3	2	2	2	2	3	3	3	3	3	3	3	3	2	2	2	3	3	2	2	3	3	3	2	2	2	3	2	3
138	2	2	2	3	2	3	2	2	2	2	3	3	2	3	3	3	3	2	3	2	2	2	2	2	3	3	3	2	3	3
139	2	2	2	3	2	3	2	2	3	3	3	3	3	3	4	3	3	4	3	4	3	3	4	4	3	4	3	3	4	3
140	3	3	3	3	2	3	3	3	3	2	2	2	3	2	2	2	3	2	2	3	2	2	2	2	3	3	2	3	2	2
141	2	2	1	1	1	1	2	1	4	4	4	4	4	4	3	3	4	3	4	3	4	4	3	3	4	3	4	3	4	3

142	2	3	2	3	2	3	3	3	3	2	3	2	2	2	3	3	2	3	2	3	2	2	3	3	3	3	3	2	3	2		
143	2	2	2	2	2	2	2	2	3	4	3	3	4	4	4	4	4	3	4	3	4	3	3	4	3	4	4	4	4	3	4	
144	3	2	2	3	3	3	2	3	3	3	3	2	2	3	2	3	2	2	3	3	2	3	3	3	3	3	3	3	2	3		
145	2	2	1	2	2	3	1	2	2	3	2	3	3	2	3	2	2	3	3	2	2	2	2	2	3	2	3	3	3	2	3	
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151	3	2	2	2	3	2	2	2	4	3	3	3	4	4	4	3	3	3	4	4	4	4	3	4	3	3	3	3	4	3	3	
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157	3	3	3	3	3	2	3	3	3	3	2	3	2	3	3	2	3	2	3	2	3	3	3	3	3	3	3	3	2	3	3	
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159	3	4	4	3	3	4	4	4	4	4	4	4	3	4	4	3	3	4	3	4	3	4	3	4	4	3	4	3	4	4	4	
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161	3	3	4	4	4	4	4	4	3	3	2	2	3	3	3	3	3	3	3	3	3	3	3	4	4	3	4	4	4	3	4	
162	2	2	2	1	1	2	2	2	2	2	2	1	1	2	1	2	2	1	2	1	1	2	2	1	1	2	1	1	2	1	1	

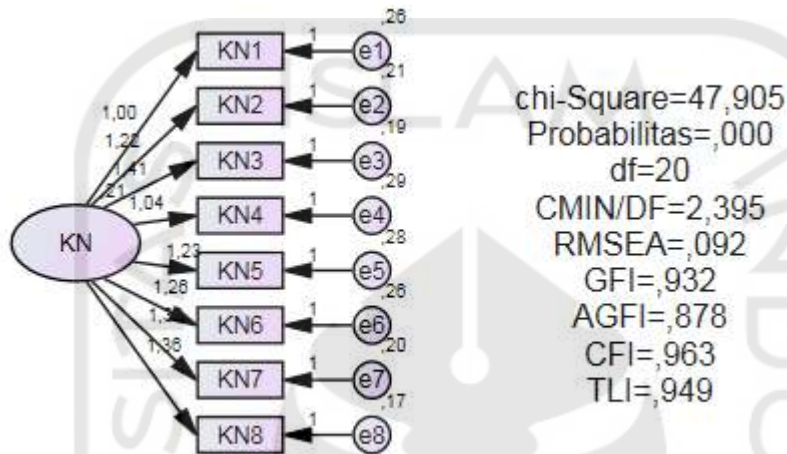
163	3	3	2	3	3	2	3	3	2	2	1	3	3	2	3	2	3	2	3	2	3	2	2	3	2	2	3	3	2	2	3
164	3	3	3	4	4	3	3	4	3	2	2	3	3	4	3	3	3	3	3	3	3	3	3	4	3	3	3	4	3	3	4
165	3	3	2	3	3	2	3	3	3	3	2	3	3	3	3	3	2	3	3	2	3	3	3	3	3	3	3	3	3	2	3
166	3	2	2	2	3	2	3	3	2	3	3	3	3	2	2	2	3	3	3	3	2	2	3	2	3	3	3	3	3	3	3



Lampiran 5 :

Uji Validitas dan Reliabilitas Masing-Masing Variabel

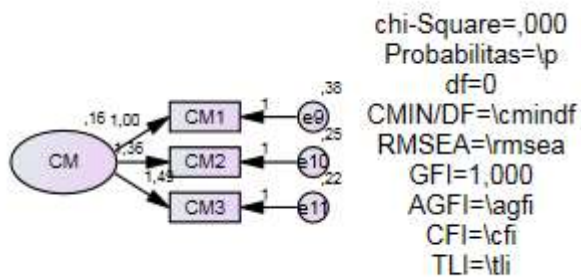
Kecocokan Nilai



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

	Estimate
KN1 <--- KN	,671
KN2 <--- KN	,771
KN3 <--- KN	,826
KN4 <--- KN	,666
KN5 <--- KN	,730
KN6 <--- KN	,751
KN7 <--- KN	,809
KN8 <--- KN	,831

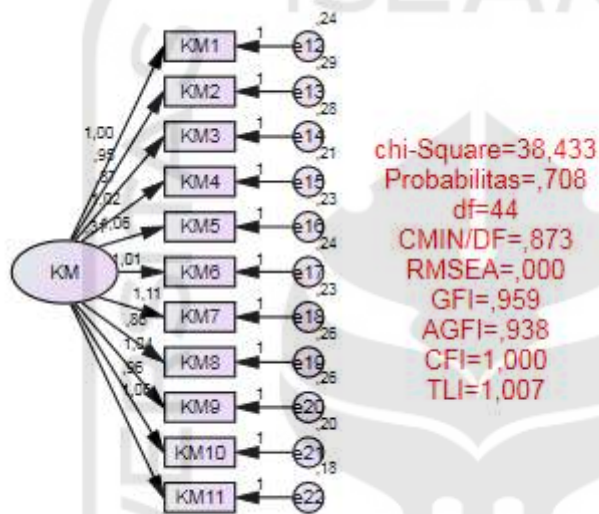
Citra Merek



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

	Estimate
CM1 <--- CM	,537
CM2 <--- CM	,730
CM3 <--- CM	,782

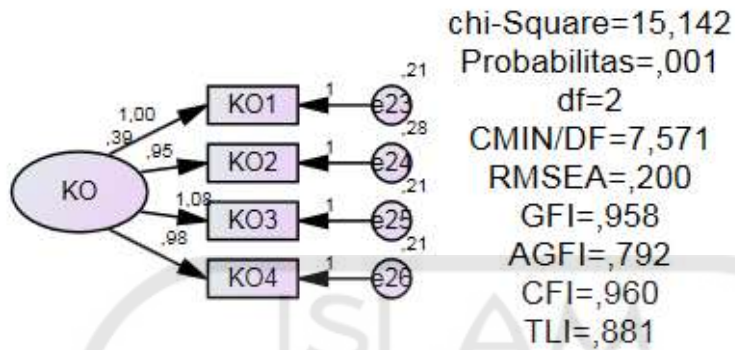
Kecintaan Merek



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

	Estimate
KM1 <--- KM	,753
KM2 <--- KM	,704
KM3 <--- KM	,671
KM4 <--- KM	,779
KM5 <--- KM	,777
KM6 <--- KM	,750
KM7 <--- KM	,789
KM8 <--- KM	,685
KM9 <--- KM	,753
KM10 <--- KM	,764
KM11 <--- KM	,811

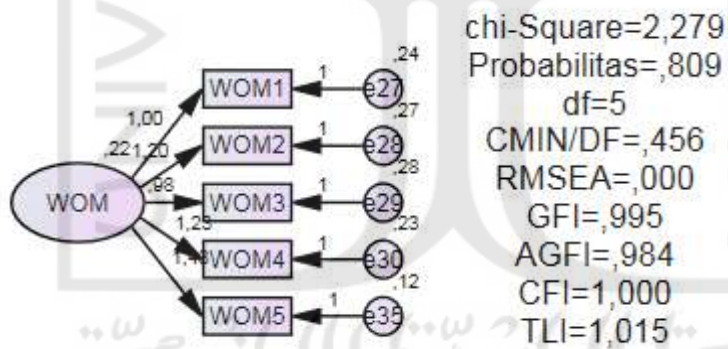
Komitmen Merek



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

	Estimate
KO1 <--- KO	,806
KO2 <--- KO	,747
KO3 <--- KO	,827
KO4 <--- KO	,798

Word of Mouth

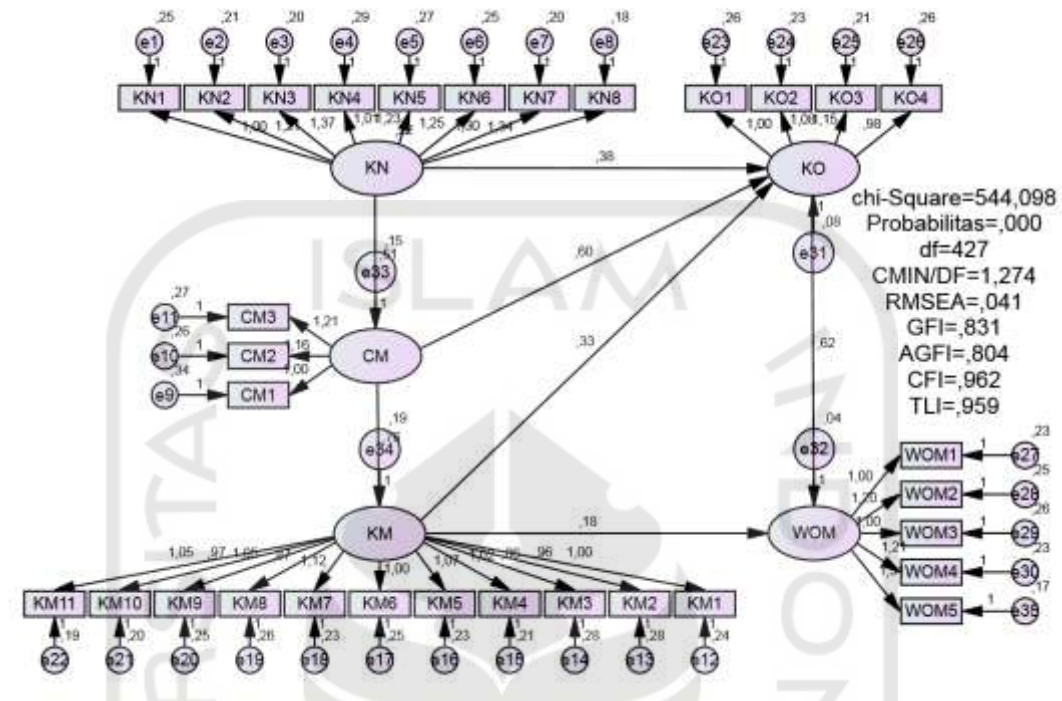


Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
WOM1 <--- WOM	,694
WOM2 <--- WOM	,736
WOM3 <--- WOM	,657
WOM4 <--- WOM	,771
WOM5 <--- WOM	,893

Lampiran 6

Model Persamaan Struktural



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

		Estimate
CM	<--- KN	,521
KM	<--- CM	,618
KO	<--- KN	,299
KO	<--- CM	,463
KO	<--- KM	,307
WOM	<--- KM	,211
WOM	<--- KO	,758
KN1	<--- KN	,682
KN2	<--- KN	,775
KN3	<--- KN	,818
KN4	<--- KN	,659
KN5	<--- KN	,740
KN6	<--- KN	,757
KN7	<--- KN	,801
KN8	<--- KN	,828
CM1	<--- CM	,614

	Estimate
CM2 <--- CM	,715
CM3 <--- CM	,723
KM1 <--- KM	,751
KM2 <--- KM	,708
KM3 <--- KM	,668
KM4 <--- KM	,778
KM5 <--- KM	,778
KM6 <--- KM	,745
KM7 <--- KM	,793
KM8 <--- KM	,688
KM9 <--- KM	,759
KM10 <--- KM	,765
KM11 <--- KM	,805
KO1 <--- KO	,755
KO2 <--- KO	,796
KO3 <--- KO	,829
KO4 <--- KO	,751
WOM1 <--- WOM	,711
WOM2 <--- WOM	,758
WOM3 <--- WOM	,686
WOM4 <--- WOM	,777
WOM5 <--- WOM	,840

Uji Validitas dan Reliabilitas Struktural

Variabel	Butir	Factor Loading	Component Reliability
Kecocokan Nilai	KN1	0,682	0.9156
	KN2	0,775	
	KN3	0,818	
	KN4	0,659	
	KN5	0,740	
	KN6	0,757	
	KN7	0,801	
	KN8	0,828	
Citra Merek	CM1	0,614	0.7260
	CM2	0,715	
	CM3	0,723	
Kecintaan Merek	KM1	0,751	0.9337
	KM2	0,708	

	KM3	0,668		
	KM4	0,778		
	KM5	0,778		
	KM6	0,745		
	KM7	0,793		
	KM8	0,688		
	KM9	0,759		
	KM10	0,765		
	KM11	0,805		
Komitmen Merek	KO1	0,755		0.8638
	KO2	0,796		
	KO3	0,829		
	KO4	0,751		
Word of Mouth	WOM1	0,711	0.8692	
	WOM2	0,758		
	WOM3	0,686		
	WOM4	0,777		
	WOM5	0,840		

Lampiran 7 Pengujian SEM

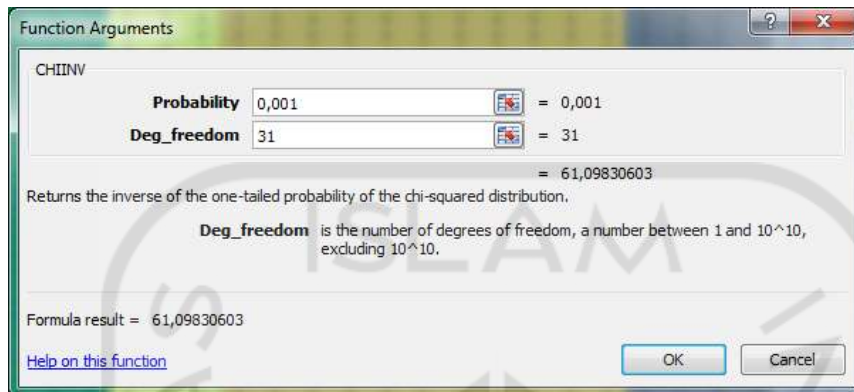
UJI NORMALITAS

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
WOM5	1,000	4,000	-,129	-,680	-,683	-1,796
WOM4	1,000	4,000	-,194	-1,021	-,503	-1,322
WOM3	1,000	4,000	,002	,008	-,756	-1,989
WOM2	1,000	4,000	-,125	-,655	-,767	-2,017
WOM1	1,000	4,000	-,137	-,721	-,280	-,736
KO4	1,000	4,000	-,298	-1,569	-,495	-1,303
KO3	1,000	4,000	-,474	-2,492	-,359	-,944
KO2	1,000	4,000	-,157	-,825	-,716	-1,883
KO1	1,000	4,000	-,234	-1,231	-,526	-1,384
KM11	1,000	4,000	,219	1,151	-,913	-2,402
KM10	1,000	4,000	,183	,965	-,627	-1,650
KM9	1,000	4,000	-,006	-,029	-,632	-1,661
KM8	2,000	4,000	,258	1,355	-,967	-2,544
KM7	1,000	4,000	-,128	-,675	-,637	-1,676

Variable	min	max	skew	c.r.	kurtosis	c.r.
KM6	1,000	4,000	,013	,069	-,701	-1,844
KM5	1,000	4,000	,092	,484	-,704	-1,851
KM4	1,000	4,000	,000	-,002	-,580	-1,525
KM3	1,000	4,000	-,074	-,387	-,313	-,824
KM2	1,000	4,000	,144	,756	-,908	-2,389
KM1	1,000	4,000	,121	,636	-,816	-2,147
CM3	1,000	4,000	-,041	-,215	-,599	-1,575
CM2	1,000	4,000	,138	,727	-,803	-2,113
CM1	1,000	4,000	,101	,533	-,945	-2,485
KN8	1,000	4,000	-,130	-,684	-,344	-,905
KN7	1,000	4,000	-,092	-,484	-,393	-1,033
KN6	1,000	4,000	,028	,148	-,640	-1,684
KN5	1,000	4,000	-,233	-1,223	-,293	-,770
KN4	1,000	4,000	,072	,379	-,473	-1,245
KN3	1,000	4,000	,066	,346	-,599	-1,574
KN2	1,000	4,000	,096	,505	-,524	-1,379
KN1	1,000	4,000	-,087	-,456	-,200	-,527
Multivariate					-2,996	-,427

UJI OUTLIER



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

Observation number	Mahalanobis d-squared	p1	p2
15	52,488	,009	,788
59	49,778	,018	,792
42	48,702	,023	,724
141	48,511	,023	,549
105	47,781	,028	,485
126	44,569	,054	,893
18	44,550	,055	,807
41	44,309	,057	,741
160	44,161	,059	,652
96	44,030	,061	,555
21	41,327	,102	,957
150	41,121	,106	,943
127	41,035	,107	,914
2	40,662	,115	,917
60	40,472	,119	,898
99	40,291	,123	,877
33	39,925	,131	,887
113	39,860	,132	,847
108	39,793	,134	,799
44	39,645	,137	,767
154	38,780	,159	,897
124	38,377	,170	,921
23	38,305	,172	,895
64	37,362	,200	,974
107	36,928	,214	,984

Observation number	Mahalanobis d-squared	p1	p2
129	36,877	,216	,977
145	36,780	,219	,971
109	36,699	,221	,962
61	36,521	,228	,960
133	36,488	,229	,944
110	36,444	,230	,925
117	36,432	,231	,896
51	36,326	,234	,881
121	36,319	,235	,840
80	36,277	,236	,803
130	36,146	,241	,789
138	35,890	,250	,813
97	35,478	,265	,876
139	35,282	,273	,882
134	34,929	,287	,919
17	34,912	,287	,893
152	34,878	,289	,865
115	34,858	,289	,829
79	34,793	,292	,802
83	34,788	,292	,751
159	34,780	,293	,697
142	34,756	,294	,644
149	34,745	,294	,584
147	34,589	,300	,587
54	34,535	,303	,545
116	34,182	,317	,638
102	34,163	,318	,583
125	33,662	,340	,737
98	33,548	,345	,728
75	33,445	,349	,714
86	33,380	,352	,684
28	33,361	,353	,632
82	33,353	,354	,573
163	33,338	,354	,516
103	33,115	,364	,559
7	33,002	,369	,550
114	32,966	,371	,504
66	32,641	,386	,599
4	32,621	,387	,546
131	32,601	,388	,492

Observation number	Mahalanobis d-squared	p1	p2
85	32,337	,401	,561
22	32,329	,401	,501
100	32,259	,404	,473
143	32,027	,415	,527
12	32,000	,417	,478
20	31,872	,423	,480
31	31,781	,427	,464
43	31,648	,434	,469
88	31,580	,437	,442
81	31,426	,445	,459
78	31,105	,461	,562
45	31,071	,463	,518
111	30,922	,470	,533
106	30,805	,476	,532
120	30,730	,480	,509
16	30,659	,483	,485
19	30,623	,485	,442
151	30,525	,490	,431
70	30,253	,504	,513
26	30,253	,504	,451
14	30,253	,504	,391
76	30,230	,505	,343
10	30,127	,511	,337
122	29,898	,523	,393
52	29,877	,524	,345
53	29,816	,527	,318
164	29,680	,534	,328
65	29,473	,545	,373
56	29,448	,546	,328
11	29,294	,554	,346
92	29,251	,556	,311
74	28,922	,573	,419
148	28,791	,580	,427
5	28,784	,580	,370
93	28,753	,582	,327

DEGREE OF FREEDOM

Computation of degrees of freedom (Default model)

Number of distinct sample moments:	496
Number of distinct parameters to be estimated:	69
Degrees of freedom (496 - 69):	427

MODEL FIT

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	69	544,098	427	,000	1,274
Saturated model	496	,000	0		
Independence model	31	3558,094	465	,000	7,652

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,029	,831	,804	,716
Saturated model	,000	1,000		
Independence model	,226	,162	,107	,152

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,847	,833	,963	,959	,962
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,041	,030	,051	,936
Independence model	,201	,195	,207	,000

UJI HIPOTESIS

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
CM	<---	KN	,505	,106	4,781	***	par_26
KM	<---	CM	,759	,135	5,637	***	par_28
KO	<---	KN	,378	,094	4,025	***	par_27
KO	<---	CM	,603	,149	4,054	***	par_29
KO	<---	KM	,325	,090	3,631	***	par_30
WOM	<---	KM	,184	,072	2,544	,011	par_31
WOM	<---	KO	,625	,093	6,717	***	par_32
KN1	<---	KN	1,000				
KN2	<---	KN	1,206	,133	9,092	***	par_1
KN3	<---	KN	1,373	,147	9,345	***	par_2
KN4	<---	KN	1,014	,130	7,796	***	par_3
KN5	<---	KN	1,229	,139	8,828	***	par_4
KN6	<---	KN	1,248	,141	8,856	***	par_5
KN7	<---	KN	1,300	,139	9,335	***	par_6
KN8	<---	KN	1,338	,140	9,586	***	par_7
CM1	<---	CM	1,000				
CM2	<---	CM	1,165	,179	6,519	***	par_8
CM3	<---	CM	1,205	,183	6,600	***	par_9
KM1	<---	KM	1,000				
KM2	<---	KM	,963	,104	9,298	***	par_10
KM3	<---	KM	,864	,099	8,738	***	par_11
KM4	<---	KM	1,021	,098	10,379	***	par_12
KM5	<---	KM	1,066	,103	10,333	***	par_13
KM6	<---	KM	1,003	,102	9,856	***	par_14
KM7	<---	KM	1,119	,106	10,559	***	par_15
KM8	<---	KM	,872	,097	9,018	***	par_16
KM9	<---	KM	1,052	,105	10,014	***	par_17
KM10	<---	KM	,966	,095	10,189	***	par_18
KM11	<---	KM	1,055	,097	10,841	***	par_19
KO1	<---	KO	1,000				
KO2	<---	KO	1,081	,104	10,393	***	par_20
KO3	<---	KO	1,152	,105	10,935	***	par_21
KO4	<---	KO	,981	,098	10,018	***	par_22
WOM1	<---	WOM	1,000				
WOM2	<---	WOM	1,204	,131	9,187	***	par_23
WOM3	<---	WOM	1,002	,120	8,370	***	par_24
WOM4	<---	WOM	1,212	,128	9,484	***	par_25

	Estimate	S.E.	C.R.	P	Label
WOM5 <--- WOM	1,312	,128	10,229	***	par_33

Pengaruh Total

Standardized Total Effects (Group number 1 - Default model)

	KN	CM	KM	KO	WOM
CM	,521	,000	,000	,000	,000
KM	,322	,618	,000	,000	,000
KO	,640	,653	,307	,000	,000
WOM	,553	,625	,444	,758	,000
WOM5	,464	,525	,373	,637	,840
WOM4	,430	,486	,345	,589	,777
WOM3	,379	,429	,305	,520	,686
WOM2	,419	,474	,336	,575	,758
WOM1	,393	,444	,315	,539	,711
KO4	,480	,490	,230	,751	,000
KO3	,530	,541	,254	,829	,000
KO2	,509	,519	,244	,796	,000
KO1	,483	,493	,232	,755	,000
KM11	,259	,497	,805	,000	,000
KM10	,246	,472	,765	,000	,000
KM9	,244	,469	,759	,000	,000
KM8	,222	,425	,688	,000	,000
KM7	,255	,490	,793	,000	,000
KM6	,240	,460	,745	,000	,000
KM5	,251	,481	,778	,000	,000
KM4	,250	,480	,778	,000	,000
KM3	,215	,413	,668	,000	,000
KM2	,228	,437	,708	,000	,000
KM1	,242	,464	,751	,000	,000
CM3	,377	,723	,000	,000	,000
CM2	,373	,715	,000	,000	,000
CM1	,320	,614	,000	,000	,000
KN8	,828	,000	,000	,000	,000
KN7	,801	,000	,000	,000	,000
KN6	,757	,000	,000	,000	,000
KN5	,740	,000	,000	,000	,000
KN4	,659	,000	,000	,000	,000
KN3	,818	,000	,000	,000	,000

	KN	CM	KM	KO	WOM
KN2	,775	,000	,000	,000	,000
KN1	,682	,000	,000	,000	,000

Pengaruh Langsung

Standardized Direct Effects (Group number 1 - Default model)

	KN	CM	KM	KO	WOM
CM	,521	,000	,000	,000	,000
KM	,000	,618	,000	,000	,000
KO	,299	,463	,307	,000	,000
WOM	,000	,000	,211	,758	,000
WOM5	,000	,000	,000	,000	,840
WOM4	,000	,000	,000	,000	,777
WOM3	,000	,000	,000	,000	,686
WOM2	,000	,000	,000	,000	,758
WOM1	,000	,000	,000	,000	,711
KO4	,000	,000	,000	,751	,000
KO3	,000	,000	,000	,829	,000
KO2	,000	,000	,000	,796	,000
KO1	,000	,000	,000	,755	,000
KM11	,000	,000	,805	,000	,000
KM10	,000	,000	,765	,000	,000
KM9	,000	,000	,759	,000	,000
KM8	,000	,000	,688	,000	,000
KM7	,000	,000	,793	,000	,000
KM6	,000	,000	,745	,000	,000
KM5	,000	,000	,778	,000	,000
KM4	,000	,000	,778	,000	,000
KM3	,000	,000	,668	,000	,000
KM2	,000	,000	,708	,000	,000
KM1	,000	,000	,751	,000	,000
CM3	,000	,723	,000	,000	,000
CM2	,000	,715	,000	,000	,000
CM1	,000	,614	,000	,000	,000
KN8	,828	,000	,000	,000	,000
KN7	,801	,000	,000	,000	,000
KN6	,757	,000	,000	,000	,000
KN5	,740	,000	,000	,000	,000
KN4	,659	,000	,000	,000	,000

	KN	CM	KM	KO	WOM
KN3	,818	,000	,000	,000	,000
KN2	,775	,000	,000	,000	,000
KN1	,682	,000	,000	,000	,000

Pengaruh Tidak Langsung

Standardized Indirect Effects (Group number 1 - Default model)

	KN	CM	KM	KO	WOM
CM	,000	,000	,000	,000	,000
KM	,322	,000	,000	,000	,000
KO	,340	,190	,000	,000	,000
WOM	,553	,625	,233	,000	,000
WOM5	,464	,525	,373	,637	,000
WOM4	,430	,486	,345	,589	,000
WOM3	,379	,429	,305	,520	,000
WOM2	,419	,474	,336	,575	,000
WOM1	,393	,444	,315	,539	,000
KO4	,480	,490	,230	,000	,000
KO3	,530	,541	,254	,000	,000
KO2	,509	,519	,244	,000	,000
KO1	,483	,493	,232	,000	,000
KM11	,259	,497	,000	,000	,000
KM10	,246	,472	,000	,000	,000
KM9	,244	,469	,000	,000	,000
KM8	,222	,425	,000	,000	,000
KM7	,255	,490	,000	,000	,000
KM6	,240	,460	,000	,000	,000
KM5	,251	,481	,000	,000	,000
KM4	,250	,480	,000	,000	,000
KM3	,215	,413	,000	,000	,000
KM2	,228	,437	,000	,000	,000
KM1	,242	,464	,000	,000	,000
CM3	,377	,000	,000	,000	,000
CM2	,373	,000	,000	,000	,000
CM1	,320	,000	,000	,000	,000
KN8	,000	,000	,000	,000	,000
KN7	,000	,000	,000	,000	,000
KN6	,000	,000	,000	,000	,000
KN5	,000	,000	,000	,000	,000

	KN	CM	KM	KO	WOM
KN4	,000	,000	,000	,000	,000
KN3	,000	,000	,000	,000	,000
KN2	,000	,000	,000	,000	,000
KN1	,000	,000	,000	,000	,000

