LAMPIRAN A

KUESIONER PENELITIAN

"Persepsi Keaslian, Ekuitas Merek dan Niat Pilihan Merek : Pada kasus Restoran Etnis (Jawa) "

Assalammualaikum Wr. Wb.

Saya, Palupi Handayani mahasiswi dari Jurusan Management, Fakultas Ekonomi Universitas Islam Indonesia, Yogyakarta.

Saat ini saya sedang melaksanakan penelitian guna melengkapi tugas akhir saya. Tujuan penelitian saya adalah untuk mengetahui hubungan antara persepsi keaslian konsumen dan empat dimensi ekuitas merek (kesadaran merek, citra merek, kualitas yang dirasakan, kesetiaan merek) dan juga meneliti dampak dari ekuitas merek terhadap niat merek pilihan konsumen untuk restoran etnis (Jawa). Berkenaan dengan hal tersebut, kami meminta kesediaan Saudara untuk mengisi kuesioner kami. Identitas Saudara akan kami rahasiakan. Atas kerjasama dan kesediaan saudara, kami ucapkan terimakasih.

Wassalammualaikum Wr. Wb.

BAGIAN 1 : BIODATA RESPONDEN

Pertanyaan berikut berkenaan dengan jati diri Bapak/Ibu Saudara. Jawablah pertanyaan tersebut dengan memberi tanda silang (X) pada nomer jawaban yang dianggap sesuai

DAFTAR PERTANYAAN

1. Jenis Kelamin
   - Laki-laki
   - Perempuan
2. Umur
   - < 15 thaun
   - 16 thaun – 25 tahun
   - 26 tahun – 35 tahun
   - > 35 tahun
3. Pendidikan Terakhir
   - SMP/Sederajat
   - SMA/ Sederajat
   - D3
   - S1
   - S2
   - S3
4. Pekerjaan
   - Pelajar
   - Mahasiswa
   - Karyawan
   - Wiraswasta
   - PNS/TNI/POLRI
   - Lainnya: ……..
5. Pendapatan per bulan
   - Kurang dari Rp 500.000
   - Rp 500.000 – Rp 1.500.000
   - Rp 1.500.001 – Rp 2.500.000
   - Rp2.500.001 – Rp3.500.000
   - Lebih dari Rp3.500.000

BAGIAN 2 : PENGALAMAN RESPONDEN

Pertanyaan berikut berkenaan dengan jati diri Bapak/Ibu Saudara. Jawablah pertanyaan tersebut dengan memberi tanda silang (X) pada nomer jawaban yang dianggap sesuai

DAFTAR PERTANYAAN

1. Apakah Bapak/Ibu/Saudara pernah mengunjungi Restoran Jawa?
   - Pernah
   - Tidak Pernah

2. Jika Pernah, Restoran Mana yang sering anda Kunjungi?
   - Raminten
   - Kopi Klothok
   - Cengkir Heritage Resto & Caffe
   - Kampung Jawa

3. Berapa Kali Bapak/Ibu/Saudara mengunjungi Restoran tersebut?
   - 1 kali
   - 2 kali
   - 3 Kali
   - >3 kali

Petunjuk : berilak penilaian Bpk/Ibu/ Sdr terhadap pernyataan-pernyataan di bawah ini dengan menyilang atau melingkari angka yang dianggap paling sesuai

1	2	3	4	5	6
Sangat Tidak Setuju (STS)	**Tidak Setuju (TS)**	**Agak Tidak Setuju (ATS)**	**Agak Setuju (AS)**	**Setuju (S)**	**Setuju Sekali (SS)**

BAGIAN 3 : PERSEPSI KEASLIAN

No	*Pernyataan berikut terkait dengan persepsi keaslian Bapak/Ibu/Saudara terhadap restoran ini*	1 STS	2 TS	3 ATS	4 AS	5 S	6 SS
1	Menurut saya, pengaturan keseluruhan dan desain interior pada Restoran ini terlihat asli Jawa						
2	Makanan di Restoran ini asli masakan Jawa						
3	Saya menikmati pengalaman bersantap di Restoran ini karena keaslian Jawanya						
4	Layanan yang disediakan oleh karyawan menunjukkan kekhasan Jawa						

BAGIAN 4 : KESADARAN MEREK

No	*Pernyataan berikut terkait dengan Kesadaran Merek Bapak/Ibu/Saudara terhadap restoran ini*	1 STS	2 TS	3 ATS	4 AS	5 S	6 SS
1	Saya dapat dengan cepat mengingat simbol atau logo Restoran ini						
2	Saya tahu merek Restoran ini						
3	Saya dapat mengenali nama Restoran ini di antara restoran Jawa lainnya						

BAGIAN 5 : CITRA MEREK

No	*Pernyataan berikut terkait dengan Citra Merek restoran ini menurut Bapak/Ibu/Saudara terhadap*	1 STS	2 TS	3 ATS	4 AS	5 S	6 SS
1	Restoran ini memiliki citra yang berbeda dibandingkan dengan restoran Jawa lainnya						
2	Karyawan Restoran ini sangat sopan						
3	Restoran ini memiliki citra yang sangat jelas						
4	Saya merasa nyaman makan di Restoran ini						

BAGIAN 6 : PERSEPSI KUALITAS

No	*Pernyataan berikut terkait dengan kualitas restoran ini yang dirasakan oleh Bapak/Ibu/Saudara*	1 STS	2 TS	3 ATS	4 AS	5 S	6 SS
1	Secara keseluruhan kualitas makanan di Restoran ini baik						
2	Secara keseluruhan kualitas minuman di Restoran ini baik						

3	Restoran ini melakukan layanan dengan cepat						
4	Karyawan Restoran ini selalu bersedia membantu saya						

BAGIAN 7 : LOYALITAS MEREK

No	*Pernyataan berikut terkait dengan kesetiaan Bapak/Ibu/Saudara terhadap restoran ini*	1 STS	2 TS	3 ATS	4 AS	5 S	6 SS
1	Saya mengunjungi Restoran ini secara rutin						
2	Saya akan mengunjungi Restoran ini kembali						
3	Restoran ini menjadi pilihan pertama saya dibandingkan dengan restoran Jawa lainnya						
4	Saya puas dengan pengalaman bersantap di Restoran ini						

BAGIAN 8 : NIAT PILIHAN MEREK

No	*Pernyataan berikut terkait dengan minat Bapak/Ibu/Saudara untuk memilih restoran ini*	1 STS	2 TS	3 ATS	4 AS	5 S	6 SS
1	Sekalipun Restoran ini mirip dengan yang lain, menurut saya lebih bijak memilih restoran ini						
2	Restoran ini selalu menjadi pilihan yang lebih baik dibandingkan dengan restoran sejenis lainnya						
3	Bagi saya, lebih masuk akal untuk memilih Restoran ini daripada restoran Jawa lainnya, meskipun mereka sama						
4	Restoran ini adalah restoran favorit saya di antara semua restoran Jawa lainnya						

LAMPIRAN B

UJI VALIDITAS & RELIABILITAS

A) Persepsi Keaslian

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded[a]	0	.0
	Total	35	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.754	.756	4

Item Statistics

	Mean	Std. Deviation	N
PK1	4.8571	1.06116	35
PK2	5.0000	1.00000	35
PK3	4.6571	.93755	35
PK4	4.3143	.93215	35

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PK1	13.9714	5.205	.533	.289	.708
PK2	13.8286	5.440	.530	.298	.708
PK3	14.1714	5.264	.643	.417	.647
PK4	14.5143	5.787	.503	.277	.721

B) Kesadaran Merek

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded[a]	0	.0
	Total	35	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.878	.881	3

Item Statistics

	Mean	Std. Deviation	N
KM1	4.1429	1.24009	35
KM2	4.4857	1.29186	35
KM3	4.7429	1.06668	35

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KM1	9.2286	5.123	.680	.502	.904
KM2	8.8857	4.222	.864	.778	.732
KM3	8.6286	5.476	.774	.706	.829

C) Citra Merek

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded[a]	0	.0
	Total	35	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.827	.825	4

Item Statistics

	Mean	Std. Deviation	N
CM1	4.7143	.89349	35
CM2	4.2000	1.10613	35
CM3	4.5429	1.01003	35
CM4	4.8857	.86675	35

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CM1	13.6286	6.358	.630	.500	.793
CM2	14.1429	5.126	.728	.607	.748
CM3	13.8000	5.341	.779	.692	.721
CM4	13.4571	6.961	.499	.285	.845

D) Persepsi Kualitas

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded[a]	0	.0
	Total	35	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.829	.839	4

Item Statistics

	Mean	Std. Deviation	N
KYD1	4.6857	.86675	35
KYD2	4.6000	.88118	35
KYD3	3.8286	1.20014	35
KYD4	4.3714	1.08697	35

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KYD1	12.8000	7.400	.596	.774	.811
KYD2	12.8857	6.751	.750	.814	.751
KYD3	13.6571	5.820	.639	.577	.802
KYD4	13.1143	6.104	.685	.561	.771

E) Loyalitas Merek

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded[a]	0	.0
	Total	35	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.912	.914	4

Item Statistics

	Mean	Std. Deviation	N
KSM1	3.0000	1.28338	35
KSM2	4.4571	1.24482	35
KSM3	4.1714	1.46500	35
KSM4	4.5143	1.17251	35

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KSM1	13.1429	12.832	.736	.544	.907
KSM2	11.6857	12.281	.850	.729	.869
KSM3	11.9714	10.970	.838	.715	.875
KSM4	11.6286	13.123	.794	.641	.889

F) Niat Pilihan Merek

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded[a]	0	.0
	Total	35	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.937	.938	4

Item Statistics

	Mean	Std. Deviation	N
NPM1	4.3143	1.10537	35
NPM2	4.3714	1.21476	35
NPM3	4.4571	1.14642	35
NPM4	4.4857	1.22165	35

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
NPM1	13.3143	10.692	.916	.850	.899
NPM2	13.2571	10.020	.915	.858	.897
NPM3	13.1714	11.087	.803	.724	.933
NPM4	13.1429	10.773	.782	.682	.941

LAMPIRAN C

TABEL KARAKTERISTIK DAN KLASIFIKASI RESPONDEN

A. Responden Berdasarkan Jenis Kelamin

Jenis Kelamin	Frekuensi	Presentase (%)
Laki – laki	75	46,01
Perempuan	88	53,99
Jumlah	163	100

B. Responden Berdasarkan Usia

Usia	Frekuensi	Presentase (%)
<15 Tahun	16	9,82
16-25 Tahun	98	60,12
26-35 Tahun	32	19,63
>35 Tahun	17	10, 43
Jumlah	163	100%

C. Responden Berdasarkan Pendidikan Terakhir

Pendidikan	Frekuensi	Pesentase (%)
SD	8	4,91
SMP/sederajat	14	8,59
SMA/sederajat	78	47,85
D3	15	9,21
S1	25	15,34
S2	19	11,65
S3	4	2,45
Jumlah	163	100%

D. Responden Berdasarkan Pekerjaan

Pekerjaan	Frekuensi	Presentase
Pelajar	22	13,5
Mahasiswa	68	41,72
Wiraswasta	16	9,81
Karyawan	12	7,36
PNS/TNI/POLRI	22	13,5
lainnya	23	14,11
Jumlah	163	100

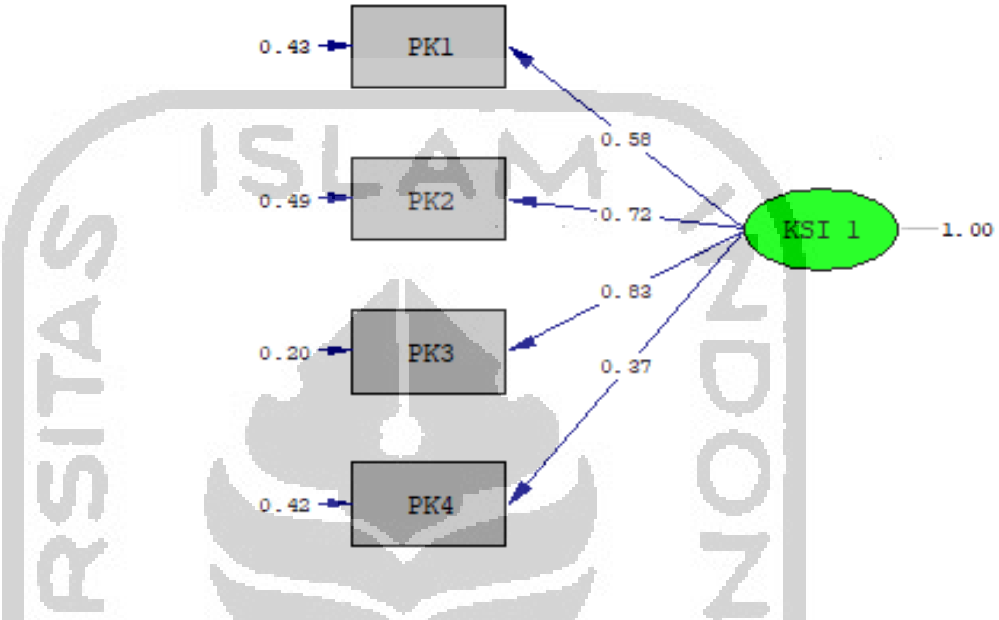
E. Responden Berdasarkan Pendapatan

Pendapatan	Frekuensi	Presentase (%)
< Rp 500.000,00	23	14,11
Rp 500.000-1.500.000	56	34,35
Rp 1.500.001-2.500.000	16	9,82
Rp 2.500.001-3.500.000	32	19,63
>3.500.000	36	22,09
Jumlah	163	100%

LAMPIRAN D

HASIL MODEL PENGUKURAN SEBELUM MODIFIKASI

A) Persepsi Keaslian



DATE: 12/ 6/2019
TIME: 16:43

L I S R E L 8.80

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file E:\LISREL163\PK\PK.ls8:

```
UJI VALIDITAS PK
DA NI=4 NO=163 MA=CM
LA
PK1 PK2 PK3 PK4
CM FI=PK.COV
SE
1 2 3 4/
MO NX=4 NK=1 TD=SY
LE
PK
FR LX 1 1 LX 2 1  LX 3 1 LX 4 1
FR TD 1 1 TD 2 2 TD 3 3 TD 4 4
PD
OU MI FS SS
```

UJI VALIDITAS PK

Number of Input Variables 4
Number of Y - Variables 0
Number of X - Variables 4
Number of ETA - Variables 0
Number of KSI - Variables 1
Number of Observations 163

UJI VALIDITAS PK

Covariance Matrix

	PK1	PK2	PK3	PK4
PK1	0.77			
PK2	0.46	1.01		
PK3	0.46	0.61	0.90	
PK4	0.27	0.16	0.33	0.55

UJI VALIDITAS PK

Parameter Specifications

LAMBDA-X

	KSI 1
PK1	1
PK2	2
PK3	3
PK4	4

THETA-DELTA

PK1	PK2	PK3	PK4
5	6	7	8

UJI VALIDITAS PK

Number of Iterations = 5

LISREL Estimates (Maximum Likelihood)

LAMBDA-X

	KSI 1
PK1	0.58

(0.07)
8.76
PK2 0.72
(0.08)
9.59
PK3 0.83
(0.07)
12.15
PK4 0.37
(0.06)
6.23

PHI

KSI 1

1.00

THETA-DELTA

PK1	PK2	PK3	PK4
0.43	0.49	0.20	0.42
(0.06)	(0.07)	(0.06)	(0.05)
7.45	6.75	3.15	8.43

Squared Multiple Correlations for X - Variables

PK1	PK2	PK3	PK4
0.44	0.52	0.77	0.25

Goodness of Fit Statistics

Degrees of Freedom = 2
Minimum Fit Function Chi-Square = 16.51 (P = 0.00026)
Normal Theory Weighted Least Squares Chi-Square = 14.45 (P = 0.00073)
Estimated Non-centrality Parameter (NCP) = 12.45
90 Percent Confidence Interval for NCP = (3.89 ; 28.46)

Minimum Fit Function Value = 0.10
Population Discrepancy Function Value (F0) = 0.077
90 Percent Confidence Interval for F0 = (0.024 ; 0.18)
Root Mean Square Error of Approximation (RMSEA) = 0.20
90 Percent Confidence Interval for RMSEA = (0.11 ; 0.30)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.0041

Expected Cross-Validation Index (ECVI) = 0.19
90 Percent Confidence Interval for ECVI = (0.14 ; 0.29)
ECVI for Saturated Model = 0.12
ECVI for Independence Model = 1.48

Chi-Square for Independence Model with 6 Degrees of Freedom = 231.94
Independence AIC = 239.94
Model AIC = 30.45
Saturated AIC = 20.00
Independence CAIC = 256.32
Model CAIC = 63.20
Saturated CAIC = 60.94

Normed Fit Index (NFI) = 0.93
Non-Normed Fit Index (NNFI) = 0.81
Parsimony Normed Fit Index (PNFI) = 0.31
Comparative Fit Index (CFI) = 0.94
Incremental Fit Index (IFI) = 0.94
Relative Fit Index (RFI) = 0.79

Critical N (CN) = 91.40

Root Mean Square Residual (RMR) = 0.040
Standardized RMR = 0.054
Goodness of Fit Index (GFI) = 0.96
Adjusted Goodness of Fit Index (AGFI) = 0.79
Parsimony Goodness of Fit Index (PGFI) = 0.19

UJI VALIDITAS PK

Modification Indices and Expected Change --------
1.00

No Non-Zero Modification Indices for
LAMBDA-X Time used: 0.031 Seconds

No Non-Zero Modification Indices for PHI

Modification Indices for THETA-
DELTA

	PK1	PK2	PK3	PK4
PK1	- -			
PK2	3.88	- -		
PK3	14.27	3.11	- -	
PK4	3.11	14.27	3.88	- -

Expected Change for THETA-DELTA

	PK1	PK2	PK3	PK4
PK1	- -			
PK2	0.13	- -		
PK3	-0.31	0.19	- -	
PK4	0.07	-0.17	0.09	- -

Maximum Modification Index is 14.27 for
Element (4, 2) of THETA-DELTA

UJI VALIDITAS PK

Factor Scores Regressions

KSI

	PK1	PK2	PK3	PK4
KSI 1	0.21	0.22	0.62	0.13

UJI VALIDITAS PK

Standardized Solution

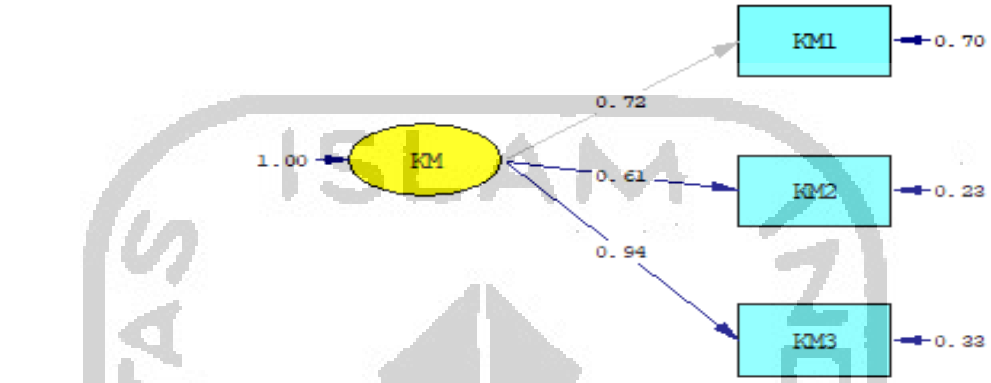
LAMBDA-X

	KSI 1
PK1	0.58
PK2	0.72
PK3	0.83
PK4	0.37

PHI

	KSI 1

B) Kesadaran Merek



Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

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TIME: 16:49

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The following lines were read from file E:\LISREL163\KM\KM.ls8:

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LA
KM1 KM2 KM3
CM FI=KM.COV
SE
1 2 3 /
MO NY=3 NE=1 LY=FU, FI TE=SY, FI PS=DI
LE
KM
FR LY 1 1 LY 2 1  LY 3 1
FR TE 1 1 TE 2 2 TE 3 3
PD
OU MI FS SS
```

UJI VALIDITAS KM

Number of Input Variables 3

Number of Y - Variables 3

Number of X - Variables
0
Number of ETA - Variables
1
Number of KSI - Variables
0
Number of Observations
163

UJI VALIDITAS KM

Covariance Matrix

	KM1	KM2	KM3
KM1	1.21		
KM2	0.44	0.61	
KM3	0.67	0.58	1.21

UJI VALIDITAS KM

Parameter Specifications

LAMBDA-Y

	KM
KM1	0
KM2	1
KM3	2

PSI

KM
3

THETA-EPS

KM1	KM2	KM3
4	5	6

UJI VALIDITAS KM

Number of Iterations = 0

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

	KM
KM1	0.72
KM2	0.61
	(0.08)
	7.72
KM3	0.94
	(0.12)
	7.60

Covariance Matrix of ETA

KM
1.00

PSI

KM
1.00
(0.24)
4.23

THETA-EPS

KM1	KM2	KM3
0.70	0.23	0.33
(0.09)	(0.05)	(0.09)
7.55	5.14	3.45

Squared Multiple Correlations for Y - Variables

KM1	KM2	KM3
0.42	0.62	0.73

Goodness of Fit Statistics

Degrees of Freedom = 0
Minimum Fit Function Chi-Square = 0.0 (P = 1.00)
Normal Theory Weighted Least Squares Chi-Square = 0.00 (P = 1.00)

The Model is Saturated, the Fit is Perfect !

UJI VALIDITAS KM

Modification Indices and Expected Change

No Non-Zero Modification Indices for LAMBDA-Y

No Non-Zero Modification Indices for PSI

No Non-Zero Modification Indices for THETA-EPS

UJI VALIDITAS KM

Factor Scores Regressions

ETA

	KM1	KM2	KM3
KM	0.17	0.43	0.48

UJI VALIDITAS KM

Standardized Solution

LAMBDA-Y

	KM
KM1	0.72
KM2	0.61
KM3	0.94

Correlation Matrix of ETA

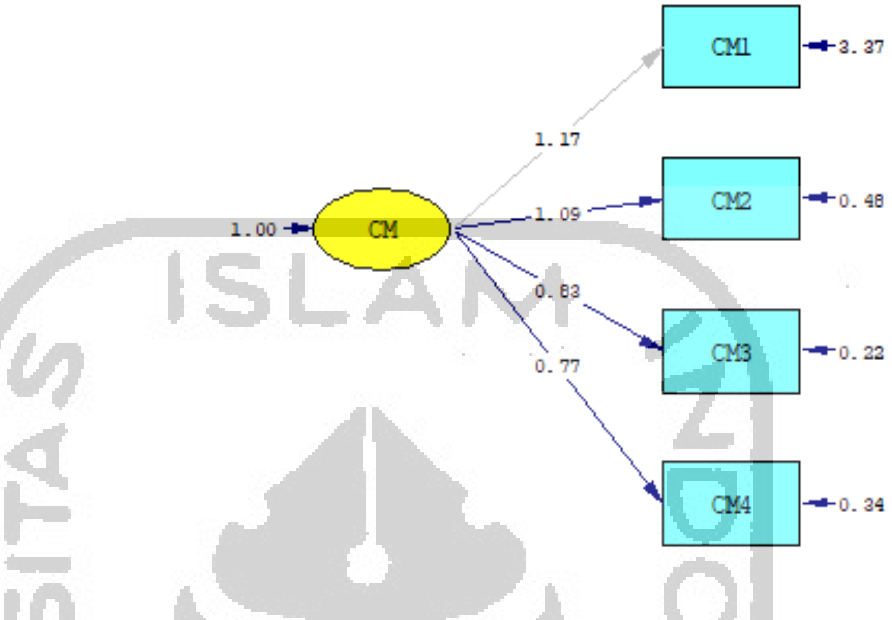
	KM
	1.00

PSI

	KM
	1.00

Time used: 0.016 Seconds

C) Citra Merek



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```
UJI VALIDITAS CM
DA NI=4 NO=163 MA=CM
LA
CM1 CM2 CM3 CM4
CM FI=CM.COV
SE
1 2 3 4 /
MO NY=4 NE=1 LY=FU, FI TE=SY, FI PS=DI
LE
CM
FR LY 1 1 LY 2 1  LY 3 1 LY 4 1
FR TE 1 1 TE 2 2 TE 3 3 TE 4 4
PD
OU MI FS SS
```

UJI VALIDITAS CM

Number of Input Variables	4
Number of Y - Variables	4
Number of X - Variables	0
Number of ETA - Variables	1
Number of KSI - Variables	0

Number of Observations

163

UJI VALIDITAS CM

Covariance Matrix

	CM1	CM2	CM3	CM4
CM1	4.73			
CM2	1.15	1.66		
CM3	1.03	0.90	0.90	
CM4	0.90	0.85	0.62	0.93

UJI VALIDITAS CM

Parameter Specifications

LAMBDA-Y

	CM
CM1	0
CM2	1
CM3	2
CM4	3

PSI

	CM
	4

THETA-EPS

	CM1	CM2	CM3	CM4
	5	6	7	8

UJI VALIDITAS CM

Number of Iterations = 6

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

	CM
CM1	1.17
CM2	1.09
	(0.16)
	6.93
CM3	0.83
	(0.12)
	7.00
CM4	0.77
	(0.11)
	6.76

Covariance Matrix of ETA

	CM
CM	1.00

PSI

	CM
	1.00
	(0.29)
	3.49

THETA-EPS

CM1	CM2	CM3	CM4
3.37	0.48	0.22	0.34
(0.40)	(0.08)	(0.04)	(0.05)
8.52	5.80	4.99	6.84

Squared Multiple Correlations for Y - Variables

CM1	CM2	CM3	CM4
0.29	0.71	0.76	0.63

Goodness of Fit Statistics

Degrees of Freedom = 2

Minimum Fit Function Chi-Square = 2.98 (P = 0.23)

Normal Theory Weighted Least Squares Chi-Square = 2.92 (P = 0.23)

Estimated Non-centrality Parameter (NCP) = 0.92

90 Percent Confidence Interval for NCP = (0.0 ; 9.82)

Minimum Fit Function Value = 0.018
Population Discrepancy Function Value (F0) = 0.0057
90 Percent Confidence Interval for F0 = (0.0 ; 0.061)
Root Mean Square Error of Approximation (RMSEA) = 0.053
90 Percent Confidence Interval for RMSEA = (0.0 ; 0.17)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.36

Expected Cross-Validation Index (ECVI) = 0.12
90 Percent Confidence Interval for ECVI = (0.11 ; 0.17)
ECVI for Saturated Model = 0.12
ECVI for Independence Model = 2.12

Chi-Square for Independence Model with 6 Degrees of Freedom = 335.61
Independence AIC = 343.61
Model AIC = 18.92
Saturated AIC = 20.00
Independence CAIC = 359.99
Model CAIC = 51.67
Saturated CAIC = 60.94

Normed Fit Index (NFI) = 0.99
Non-Normed Fit Index (NNFI) = 0.99
Parsimony Normed Fit Index (PNFI) = 0.33
Comparative Fit Index (CFI) = 1.00
Incremental Fit Index (IFI) = 1.00
Relative Fit Index (RFI) = 0.97

Critical N (CN) = 501.94

Root Mean Square Residual (RMR) = 0.044
Standardized RMR = 0.018
Goodness of Fit Index (GFI) = 0.99
Adjusted Goodness of Fit Index (AGFI) = 0.96
Parsimony Goodness of Fit Index (PGFI) = 0.20

UJI VALIDITAS CM

Modification Indices and Expected Change

No Non-Zero Modification Indices for LAMBDA-Y

No Non-Zero Modification Indices for PSI

Modification Indices for THETA-EPS

	CM1	CM2	CM3	CM4
CM1	- -			
CM2	2.56	- -		
CM3	2.04	0.02	- -	
CM4	0.02	2.04	2.56	- -

Expected Change for THETA-EPS

	CM1	CM2	CM3	CM4
CM1	- -			
CM2	-0.21	- -		
CM3	0.14	0.01	- -	
CM4	0.01	0.12	-0.11	- -

Maximum Modification Index is 2.56 for Element (2, 1) of THETA-EPS

UJI VALIDITAS CM

Factor Scores Regressions

ETA

	CM1	CM2	CM3	CM4
CM	0.04	0.26	0.44	0.26

UJI VALIDITAS CM

Standardized Solution

LAMBDA-Y

	CM
CM1	1.17
CM2	1.09
CM3	0.83
CM4	0.77

Correlation Matrix of ETA

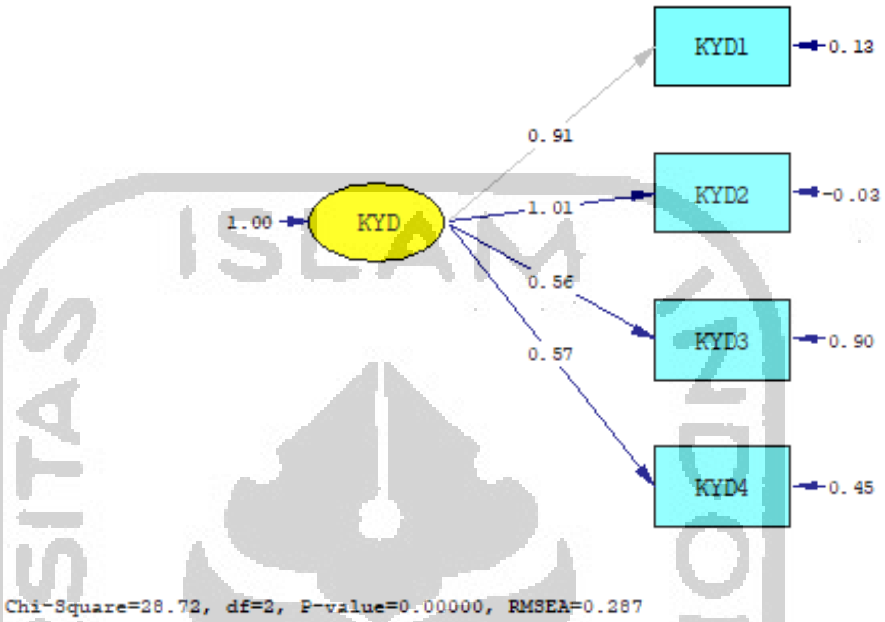
	CM
	1.00

PSI

	CM
	1.00

Time used: 0.031 Seconds

D) Persepsi Kualitas



DATE: 12/ 6/2019

TIME: 16:57

L I S R E L 8.80

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Website: www.ssicentral.com

The following lines were read from file E:\LISREL163\KYD\KYD.ls8:

```
UJI VALIDITAS KYD
DA NI=4 NO=163 MA=CM
LA
KYD1 KYD2 KYD3 KYD4
CM FI=KYD.COV
SE
1 2 3 4 /
MO NY=4 NE=1 LY=FU, FI TE=SY, FI PS=DI
LE
KYD
FR LY 1 1 LY 2 1  LY 3 1 LY 4 1
FR TE 1 1 TE 2 2 TE 3 3 TE 4 4
PD
OU MI FS SS
```

UJI VALIDITAS KYD

Number of Input Variables
4
Number of Y - Variables
4
Number of X - Variables
0

Number of ETA - Variables
1
Number of KSI - Variables
0
Number of Observations
163

UJI VALIDITAS KYD

Covariance Matrix

	KYD1	KYD2	KYD3	KYD4
KYD1	0.96			
KYD2	0.92	0.99		
KYD3	0.45	0.57	1.21	
KYD4	0.52	0.58	0.57	0.77

UJI VALIDITAS KYD

Parameter Specifications

LAMBDA-Y

	KYD
KYD1	0
KYD2	1
KYD3	2
KYD4	3

PSI

KYD
4

THETA-EPS

KYD1	KYD2	KYD3	KYD4
5	6	7	8

UJI VALIDITAS KYD

Number of Iterations = 10

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

	KYD
KYD1	0.91
KYD2	1.01
	(0.04)
	25.44
KYD3	0.56
	(0.08)
	7.48
KYD4	0.57
	(0.05)
	10.40

Covariance Matrix of ETA

KYD
1.00

PSI

KYD
1.00
(0.13)
7.67

THETA-EPS

KYD1	KYD2	KYD3	KYD4
0.13	-0.03	0.90	0.45
(0.03)	(0.03)	(0.10)	(0.05)
5.06	-1.01	9.04	8.94

Squared Multiple Correlations for Y - Variables

KYD1	KYD2	KYD3	KYD4
0.86	1.03	0.26	0.42

Goodness of Fit Statistics

Degrees of Freedom = 2
Minimum Fit Function Chi-Square = 32.12 (P = 0.00)
Normal Theory Weighted Least Squares Chi-Square = 28.72 (P = 0.00)
Estimated Non-centrality Parameter (NCP) = 26.72

90 Percent Confidence Interval for NCP = (12.96 ; 47.91)

Minimum Fit Function Value = 0.20

Population Discrepancy Function Value (F0) = 0.16

90 Percent Confidence Interval for F0 = (0.080 ; 0.30)

Root Mean Square Error of Approximation (RMSEA) = 0.29

90 Percent Confidence Interval for RMSEA = (0.20 ; 0.38)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 0.28

90 Percent Confidence Interval for ECVI = (0.19 ; 0.41)

ECVI for Saturated Model = 0.12

ECVI for Independence Model = 2.53

Chi-Square for Independence Model with 6 Degrees of Freedom = 401.82

Independence AIC = 409.82

Model AIC = 44.72

Saturated AIC = 20.00

Independence CAIC = 426.19

Model CAIC = 77.47

Saturated CAIC = 60.94

Normed Fit Index (NFI) = 0.92

Non-Normed Fit Index (NNFI) = 0.77

Parsimony Normed Fit Index (PNFI) = 0.31

Comparative Fit Index (CFI) = 0.92

Incremental Fit Index (IFI) = 0.92

Relative Fit Index (RFI) = 0.76

Critical N (CN) = 47.45

Root Mean Square Residual (RMR) = 0.080

Standardized RMR = 0.082

Goodness of Fit Index (GFI) = 0.92

Adjusted Goodness of Fit Index (AGFI) = 0.59

Parsimony Goodness of Fit Index (PGFI) = 0.18

UJI VALIDITAS KYD

Modification Indices and Expected Change

No Non-Zero Modification Indices for LAMBDA-Y

No Non-Zero Modification Indices for PSI

Modification Indices for THETA-EPS

	KYD1	KYD2	KYD3	KYD4
KYD1	- -			
KYD2	25.14	- -		
KYD3	5.61	0.23	- -	
KYD4	0.23	5.61	25.14	- -

Expected Change for THETA-EPS

	KYD1	KYD2	KYD3	KYD4
KYD1	- -			
KYD2	0.73	- -		
KYD3	-0.07	0.02	- -	
KYD4	0.01	-0.08	0.25	- -

Maximum Modification Index is 25.14 for Element (4, 3) of THETA-EPS

UJI VALIDITAS KYD

Factor Scores Regressions

ETA

	KYD1	KYD2	KYD3	KYD4
KYD	-0.24	1.27	-0.02	-0.04

UJI VALIDITAS KYD

Standardized Solution

LAMBDA-Y

	KYD
KYD1	0.91
KYD2	1.01
KYD3	0.56
KYD4	0.57

Correlation Matrix of ETA

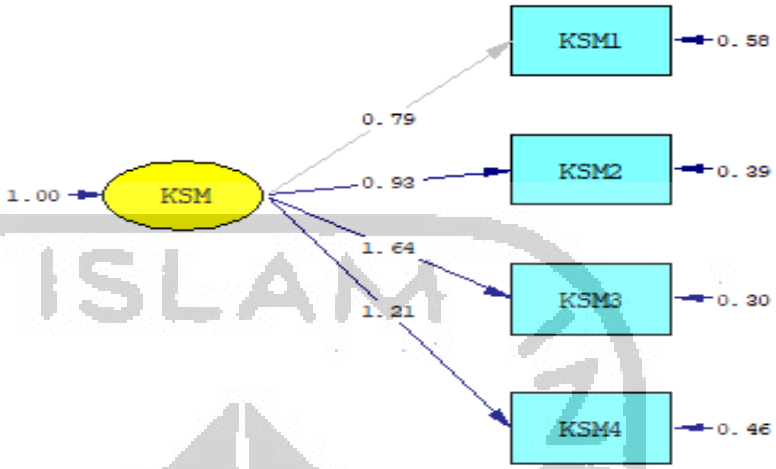
	KYD
	1.00

PSI

	KYD
	1.00

Time used: 0.000 Seconds

E) Loyalitas Merek



Chi-Square=13.37, df=2, P-value=0.00125, RMSEA=0.187

DATE: 12/ 6/2019

TIME: 16:59

L I S R E L 8.80

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The following lines were read from file E:\LISREL163\KSM\KSM.ls8:

UJI VALIDITAS KSM
DA NI=4 NO=163 MA=CM
LA
KSM1 KSM2 KSM3 KSM4
CM FI=KSM.COV
SE
1 2 3 4/
MO NY=4 NE=1 LY=FU, FI TE=SY, FI PS=DI
LE
KSM
FR LY 1 1 LY 2 1 LY 3 1 LY 4 1
FR TE 1 1 TE 2 2 TE 3 3 TE 4 4
PD
OU MI FS SS

UJI VALIDITAS KSM

Number of Input Variables 4
Number of Y - Variables 4
Number of X - Variables 0
Number of ETA - Variables 1
Number of KSI - Variables 0
Number of Observations 163

UJI VALIDITAS KSM

Covariance Matrix

	KSM1	KSM2	KSM3	KSM4
KSM1	1.20			
KSM2	0.72	1.26		
KSM3	1.34	1.50	2.98	
KSM4	0.85	1.19	1.98	1.92

UJI VALIDITAS KSM

Parameter Specifications

LAMBDA-Y

	KSM
KSM1	0
KSM2	1
KSM3	2
KSM4	3

PSI

KSM
4

THETA-EPS

KSM1	KSM2	KSM3	KSM4
5	6	7	8

UJI VALIDITAS KSM

Number of Iterations = 8

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

	KSM
KSM1	0.79
KSM2	0.93
	(0.09)
	10.36
KSM3	1.64
	(0.14)
	11.62
KSM4	1.21
	(0.11)
	10.91

Covariance Matrix of ETA

KSM
1.00

PSI

KSM
1.00
(0.19)
5.16

THETA-EPS

KSM1	KSM2	KSM3	KSM4
0.58	0.39	0.30	0.46
(0.07)	(0.05)	(0.09)	(0.07)
8.34	7.49	3.42	6.63

Squared Multiple Correlations for Y - Variables

KSM1	KSM2	KSM3	KSM4
0.51	0.69	0.90	0.76

Goodness of Fit Statistics

Degrees of Freedom = 2

Minimum Fit Function Chi-Square = 13.59 (P = 0.0011)

Normal Theory Weighted Least Squares Chi-Square = 13.37 (P = 0.0012)

Estimated Non-centrality Parameter (NCP) = 11.37

90 Percent Confidence Interval for NCP = (3.30 ; 26.90)

Minimum Fit Function Value = 0.084

Population Discrepancy Function Value (F0) = 0.070

90 Percent Confidence Interval for F0 = (0.020 ; 0.17)

Root Mean Square Error of Approximation (RMSEA) = 0.19
90 Percent Confidence Interval for RMSEA = (0.10 ; 0.29)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.0064

Expected Cross-Validation Index (ECVI) = 0.18
90 Percent Confidence Interval for ECVI = (0.13 ; 0.28)
ECVI for Saturated Model = 0.12
ECVI for Independence Model = 3.08

Chi-Square for Independence Model with 6 Degrees of Freedom = 490.37
Independence AIC = 498.37
Model AIC = 29.37
Saturated AIC = 20.00
Independence CAIC = 514.75
Model CAIC = 62.12
Saturated CAIC = 60.94

Normed Fit Index (NFI) = 0.97
Non-Normed Fit Index (NNFI) = 0.93
Parsimony Normed Fit Index (PNFI) = 0.32
Comparative Fit Index (CFI) = 0.98
Incremental Fit Index (IFI) = 0.98
Relative Fit Index (RFI) = 0.92

Critical N (CN) = 110.78

Root Mean Square Residual (RMR) = 0.042
Standardized RMR = 0.026
Goodness of Fit Index (GFI) = 0.96
Adjusted Goodness of Fit Index (AGFI) = 0.80
Parsimony Goodness of Fit Index (PGFI) = 0.19

UJI VALIDITAS KSM

Modification Indices and Expected Change

No Non-Zero Modification Indices for LAMBDA-Y

No Non-Zero Modification Indices for PSI

Modification Indices for THETA-EPS

	KSM1	KSM2	KSM3	KSM4
KSM1	- -			
KSM2	0.10	- -		
KSM3	10.99	10.55	- -	
KSM4	10.55	10.99	0.10	- -

Expected Change for THETA-EPS

	KSM1	KSM2	KSM3	KSM4
KSM1	- -			
KSM2	-0.01	- -		
KSM3	0.22	-0.28	- -	
KSM4	-0.17	0.20	-0.04	- -

Maximum Modification Index is 10.99 for Element (3, 1) of THETA-EPS

UJI VALIDITAS KSM

Factor Scores Regressions

ETA

	KSM1	KSM2	KSM3	KSM4
KSM	0.08	0.15	0.33	0.16

UJI VALIDITAS KSM

Standardized Solution

LAMBDA-Y

	KSM
KSM1	0.79
KSM2	0.93
KSM3	1.64
KSM4	1.21

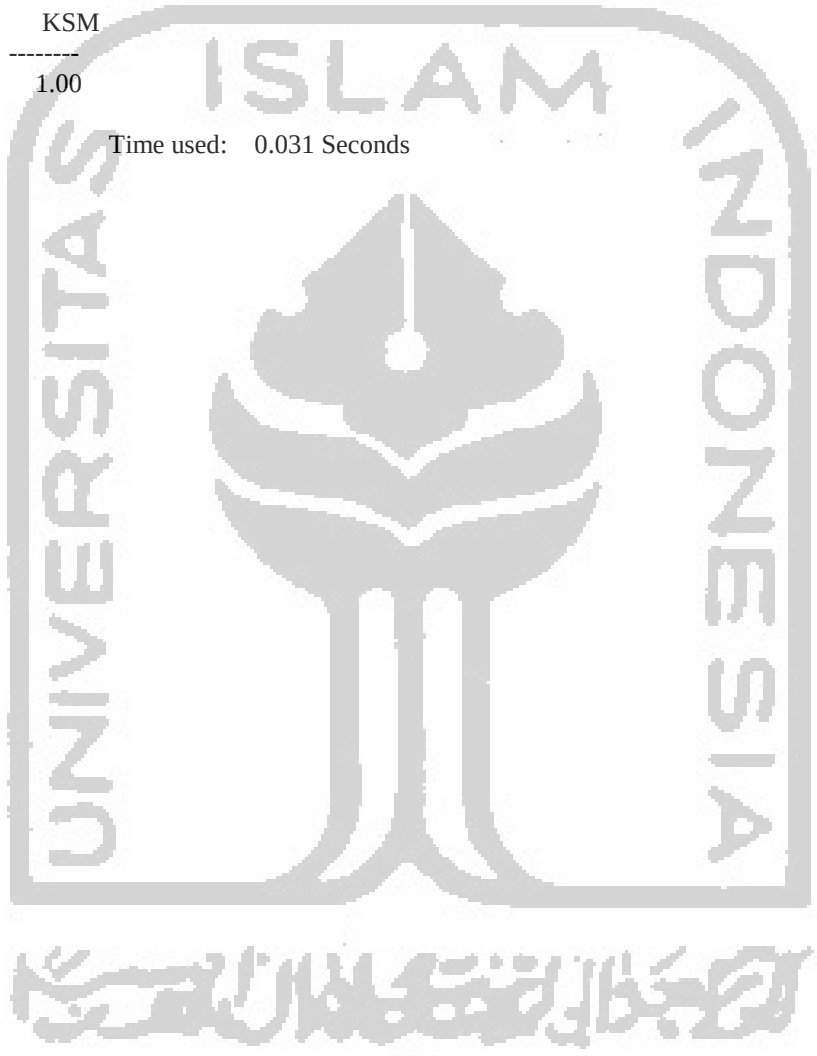
Correlation Matrix of ETA

	KSM
KSM	1.00

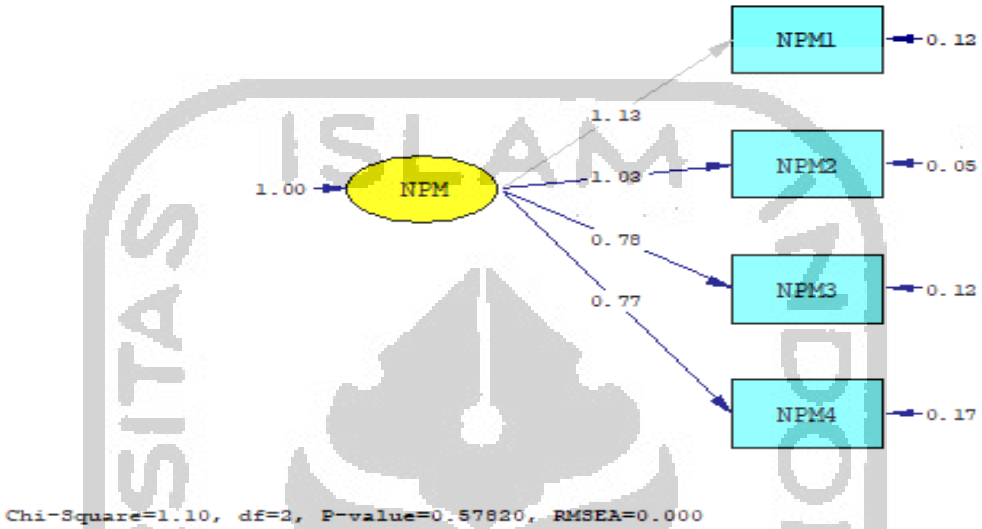
PSI

	KSM
KSM	1.00

Time used: 0.031 Seconds



F) Niat Pilihan Merek



DATE: 12/ 6/2019

TIME: 17:00

L I S R E L 8.80

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The following lines were read from file E:\LISREL163\NPM\NPM.ls8:

```
UJI VALIDITAS NPM
DA NI=4 NO=163 MA=CM
LA
NPM1 NPM2 NPM3 NPM4
CM FI=NPM.COV
SE
1 2 3 4/
MO NY=4 NE=1 LY=FU, FI TE=SY, FI PS=DI
LE
NPM
FR LY 1 1 LY 2 1  LY 3 1 LY 4 1
FR TE 1 1 TE 2 2 TE 3 3 TE 4 4
PD
OU MI FS SS
```

UJI VALIDITAS NPM

Number of Input Variables
4
Number of Y - Variables
4
Number of X - Variables
0
Number of ETA - Variables
1

Number of KSI - Variables
0
Number of Observations
163

UJI VALIDITAS NPM

Covariance Matrix

	NPM1	NPM2	NPM3	NPM4
NPM1	1.39			
NPM2	1.16	1.10		
NPM3	0.88	0.80	0.73	
NPM4	0.87	0.79	0.61	0.77

UJI VALIDITAS NPM

Parameter Specifications

LAMBDA-Y

	NPM
NPM1	0
NPM2	1
NPM3	2
NPM4	3

PSI

	NPM
	4

THETA-EPS

NPM1	NPM2	NPM3	NPM4
5	6	7	8

UJI VALIDITAS NPM

Number of Iterations = 4

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

	NPM
NPM1	1.13
NPM2	1.03
	(0.03)
	32.44
NPM3	0.78
	(0.03)
	23.20
NPM4	0.77
	(0.04)
	20.50

Covariance Matrix of ETA

	NPM
NPM	1.00

PSI

	NPM
	1.00
	(0.12)
	8.25

THETA-EPS

NPM1	NPM2	NPM3	NPM4
0.12	0.05	0.12	0.17
(0.02)	(0.01)	(0.02)	(0.02)
5.98	3.95	7.80	8.17

Squared Multiple Correlations for Y - Variables

NPM1	NPM2	NPM3	NPM4
0.92	0.95	0.83	0.78

Goodness of Fit Statistics

Degrees of Freedom = 2
Minimum Fit Function Chi-Square = 1.08 (P = 0.58)
Normal Theory Weighted Least Squares Chi-Square = 1.10 (P = 0.58)
Estimated Non-centrality Parameter (NCP) = 0.0
90 Percent Confidence Interval for NCP = (0.0 ; 5.52)

Minimum Fit Function Value = 0.0067

Population Discrepancy Function Value (F0) = 0.0

90 Percent Confidence Interval for F0 = (0.0 ; 0.034)

Root Mean Square Error of Approximation (RMSEA) = 0.0

90 Percent Confidence Interval for RMSEA = (0.0 ; 0.13)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.69

Expected Cross-Validation Index (ECVI) = 0.11

90 Percent Confidence Interval for ECVI = (0.11 ; 0.15)

ECVI for Saturated Model = 0.12

ECVI for Independence Model = 4.60

Chi-Square for Independence Model with 6 Degrees of Freedom = 737.87

Independence AIC = 745.87

Model AIC = 17.10

Saturated AIC = 20.00

Independence CAIC = 762.24

Model CAIC = 49.85

Saturated CAIC = 60.94

Normed Fit Index (NFI) = 1.00

Non-Normed Fit Index (NNFI) = 1.00

Parsimony Normed Fit Index (PNFI) = 0.33

Comparative Fit Index (CFI) = 1.00

Incremental Fit Index (IFI) = 1.00

Relative Fit Index (RFI) = 1.00

Critical N (CN) = 1378.93

Root Mean Square Residual (RMR) = 0.0035

Standardized RMR = 0.0045

Goodness of Fit Index (GFI) = 1.00

Adjusted Goodness of Fit Index (AGFI) = 0.98

Parsimony Goodness of Fit Index (PGFI) = 0.20

UJI VALIDITAS NPM

Modification Indices and Expected Change

No Non-Zero Modification Indices for LAMBDA-Y

No Non-Zero Modification Indices for PSI

Modification Indices for THETA-EPS

	NPM1	NPM2	NPM3	NPM4
NPM1	- -			
NPM2	1.05	- -		
NPM3	0.07	0.37	- -	
NPM4	0.37	0.07	1.05	- -

Expected Change for THETA-EPS

	NPM1	NPM2	NPM3	NPM4
NPM1	- -			
NPM2	0.03	- -		
NPM3	0.00	-0.01	- -	
NPM4	-0.01	0.00	0.01	- -

Maximum Modification Index is 1.05 for Element (4, 3) of THETA-EPS

UJI VALIDITAS NPM

Factor Scores Regressions

ETA

	NPM1	NPM2	NPM3	NPM4
NPM	0.24	0.49	0.15	0.11

UJI VALIDITAS NPM

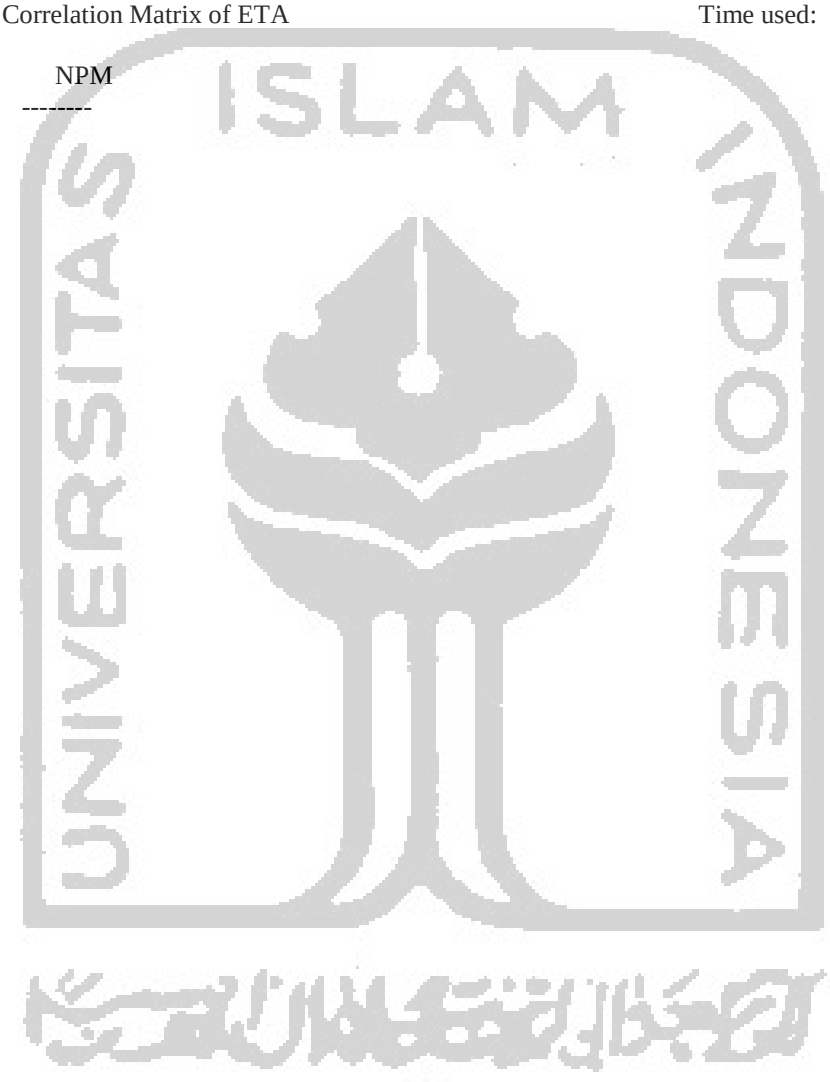
Standardized Solution

LAMBDA-Y

	1.00
NPM	
--------	PSI
NPM1 1.13	
NPM2 1.03	NPM
NPM3 0.78	--------
NPM4 0.77	1.00

Correlation Matrix of ETA Time used: 0.000 Seconds

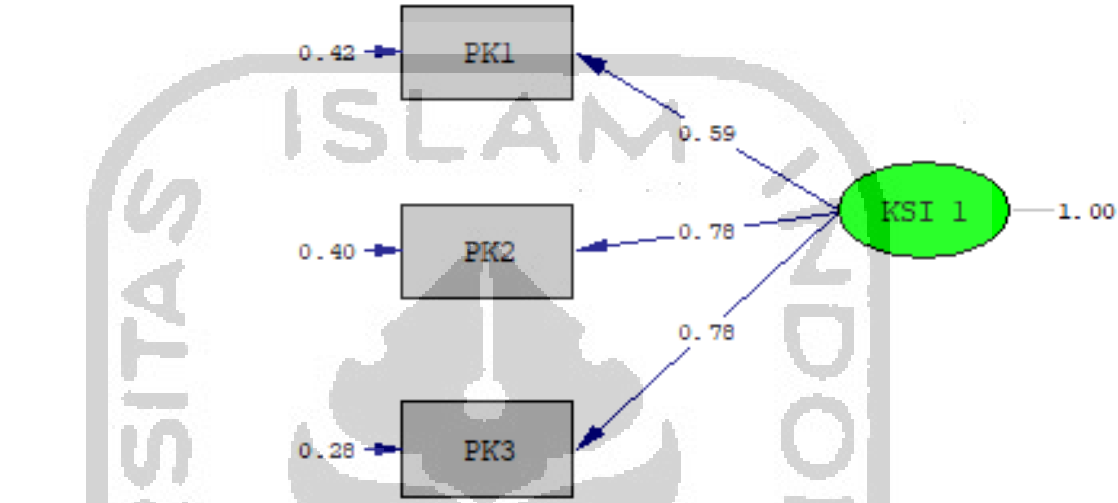
NPM



LAMPIRAN E

HASIL PENGUKURAN MODEL (SETELAH MODIFIKASI)

A) Persepsi Keaslian



Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

DATE: 12/ 6/2019

TIME: 17:07

L I S R E L 8.80

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The following lines were read from file E:\LISREL163\PK\PK_CUTPK4.ls8:

```
UJI VALIDITAS PK
DA NI=4 NO=163 MA=CM
LA
PK1 PK2 PK3 PK4
CM FI=PK.COV
SE
1 2 3 /
MO NX=3 NK=1 TD=SY
LE
PK
FR LX 1 1 LX 2 1  LX 3 1
FR TD 1 1 TD 2 2 TD 3 3
PD
OU MI FS SS

UJI VALIDITAS PK
```

Number of Input Variables
4
Number of Y - Variables
0
Number of X - Variables
3
Number of ETA - Variables
0
Number of KSI - Variables
1
Number of Observations
163

UJI VALIDITAS PK

Covariance Matrix

	PK1	PK2	PK3
PK1	0.77		
PK2	0.46	1.01	
PK3	0.46	0.61	0.90

UJI VALIDITAS PK

Parameter Specifications

LAMBDA-X

	KSI 1
PK1	1
PK2	2
PK3	3

THETA-DELTA

PK1	PK2	PK3
4	5	6

UJI VALIDITAS PK

Number of Iterations = 0

LISREL Estimates (Maximum Likelihood)

LAMBDA-X

	KSI 1
PK1	0.59
	(0.07)
	8.74
PK2	0.78
	(0.08)
	10.19
PK3	0.78
	(0.07)
	10.86

PHI

	KSI 1
	1.00

THETA-DELTA

PK1	PK2	PK3
0.42	0.40	0.28
(0.06)	(0.08)	(0.07)
7.20	5.24	4.09

Squared Multiple Correlations for X - Variables

PK1	PK2	PK3
0.45	0.61	0.68

Goodness of Fit Statistics

Degrees of Freedom = 0
Minimum Fit Function Chi-Square = 0.0 (P = 1.00)
Normal Theory Weighted Least Squares Chi-Square = 0.00 (P = 1.00)

The Model is Saturated, the Fit is Perfect !

UJI VALIDITAS PK

Modification Indices and Expected Change

No Non-Zero Modification Indices for LAMBDA-X

No Non-Zero Modification Indices for PHI

No Non-Zero Modification Indices for THETA-DELTA

UJI VALIDITAS PK

Factor Scores Regressions

KSI

	PK1	PK2	PK3
KSI 1	0.25	0.36	0.50

UJI VALIDITAS PK

Standardized Solution

LAMBDA-X

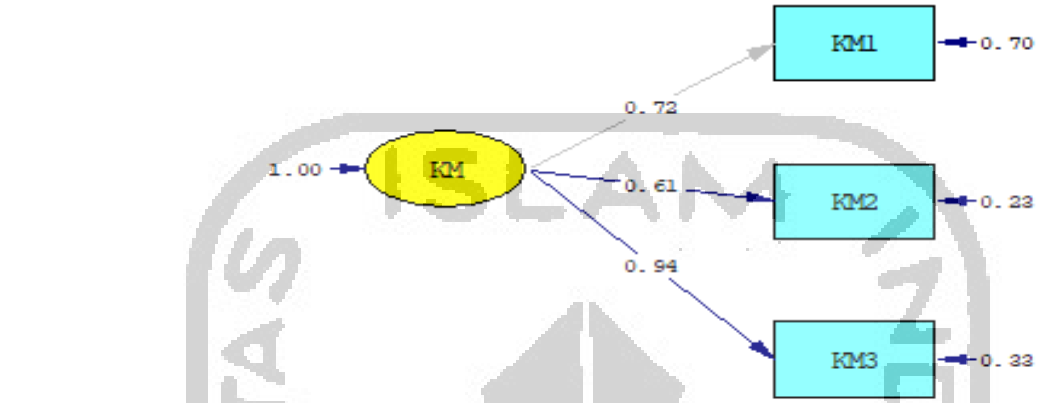
	KSI 1
PK1	0.59
PK2	0.78
PK3	0.78

PHI

	KSI 1
	1.00

Time used: 0.031 Seconds

B) Kesadaran Merek



Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

DATE: 12/ 6/2019

TIME: 17:10

L I S R E L 8.80

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The following lines were read from file E:\LISREL163\KM\KM.ls8:

```
UJI VALIDITAS KM
DA NI=3 NO=163 MA=CM
LA
KM1 KM2 KM3
CM FI=KM.COV
SE
1 2 3 /

MO NY=3 NE=1 LY=FU, FI TE=SY, FI PS=DI
LE
KM
FR LY 1 1 LY 2 1  LY 3 1
FR TE 1 1 TE 2 2 TE 3 3
PD
OU MI FS SS
```

UJI VALIDITAS KM

Number of Input Variables 3
Number of Y - Variables 3
Number of X - Variables 0
Number of ETA - Variables 1

Number of KSI - Variables 0

Number of Observations 163

UJI VALIDITAS KM

Covariance Matrix

	KM1	KM2	KM3
KM1	1.21		
KM2	0.44	0.61	
KM3	0.67	0.58	1.21

UJI VALIDITAS KM

Parameter Specifications

LAMBDA-Y

	KM
KM1	0
KM2	1
KM3	2

PSI

KM
3

THETA-EPS

KM1	KM2	KM3
4	5	6

UJI VALIDITAS KM

Number of Iterations = 0

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

KM
0.72
0.61
(0.08)
7.72
KM3 0.94
(0.12)
7.60

Covariance Matrix of ETA

KM
1.00

PSI

KM
1.00
(0.24)
4.23

THETA-EPS

KM1	KM2	KM3
0.70	0.23	0.33
(0.09)	(0.05)	(0.09)
7.55	5.14	3.45

Squared Multiple Correlations for Y - Variables

KM1	KM2	KM3
0.42	0.62	0.73

Goodness of Fit Statistics

Degrees of Freedom = 0

Minimum Fit Function Chi-Square = 0.0 (P = 1.00)

Normal Theory Weighted Least Squares Chi-Square = 0.00 (P = 1.00)

The Model is Saturated, the Fit is Perfect !

UJI VALIDITAS KM

Modification Indices and Expected Change

No Non-Zero Modification Indices for LAMBDA-Y

No Non-Zero Modification Indices for PSI

No Non-Zero Modification Indices for
THETA-EPS

UJI VALIDITAS KM

Factor Scores Regressions

ETA

	KM1	KM2	KM3
KM	0.17	0.43	0.48

UJI VALIDITAS KM

Standardized Solution

LAMBDA-Y

	KM
KM1	0.72
KM2	0.61
KM3	0.94

Correlation Matrix of ETA

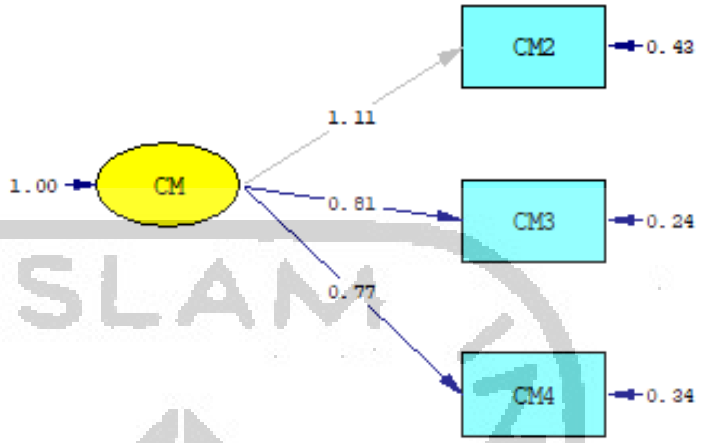
	KM
	1.00

PSI

	KM
	1.00

Time used: 0.016 Seconds

C) Citra Merek



Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

DATE: 12/ 6/2019

TIME: 17:12

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The following lines were read from file E:\LISREL163\CM\CUT-CM1.LS8:

UJI VALIDITAS CM
DA NI=4 NO=163 MA=CM
LA
CM1 CM2 CM3 CM4
CM FI=CM.COV
SE
2 3 4 /
MO NY=3 NE=1 LY=FU, FI TE=SY, FI PS=DI
LE
CM
FR LY 1 1 LY 2 1 LY 3 1
FR TE 1 1 TE 2 2 TE 3 3
PD
OU MI FS SS

UJI VALIDITAS CM

Number of Input Variables
4
Number of Y - Variables
3
Number of X - Variables
0
Number of ETA - Variables
1
Number of KSI - Variables
0
Number of Observations
163

UJI VALIDITAS CM

Covariance Matrix

	CM2	CM3	CM4
CM2	1.66		
CM3	0.90	0.90	
CM4	0.85	0.62	0.93

UJI VALIDITAS CM

Parameter Specifications

LAMBDA-Y

	CM
CM2	0
CM3	1
CM4	2

PSI

CM
3

THETA-EPS

CM2	CM3	CM4
4	5	6

UJI VALIDITAS CM

Number of Iterations = 0

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

	CM
CM2	1.11
CM3	0.81
	(0.07)
	11.91
CM4	0.77
	(0.07)
	11.25

Covariance Matrix of ETA

CM
1.00

PSI

CM
1.00
(0.16)
6.39

THETA-EPS

CM2	CM3	CM4
0.43	0.24	0.34
(0.09)	(0.05)	(0.05)
5.04	5.17	6.68

Squared Multiple Correlations for Y - Variables

CM2	CM3	CM4
0.74	0.73	0.63

Goodness of Fit Statistics

Degrees of Freedom = 0

Minimum Fit Function Chi-Square = 0.00 (P = 1.00)

Normal Theory Weighted Least Squares Chi-Square = 0.00 (P = 1.00)

The Model is Saturated, the Fit is Perfect !

UJI VALIDITAS CM

Modification Indices and Expected Change

No Non-Zero Modification Indices for LAMBDA-Y

No Non-Zero Modification Indices for PSI

No Non-Zero Modification Indices for THETA-EPS

UJI VALIDITAS CM

Factor Scores Regressions

ETA

	CM2	CM3	CM4
CM	0.31	0.41	0.27

UJI VALIDITAS CM

Standardized Solution

LAMBDA-Y

	CM
CM2	1.11
CM3	0.81
CM4	0.77

Correlation Matrix of ETA

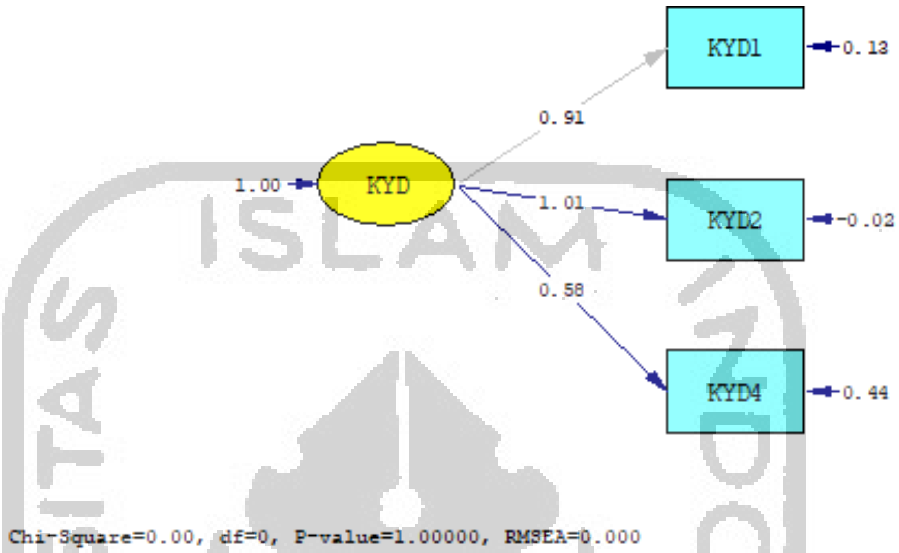
	CM
	1.00

PSI

	CM
	1.00

Time used: 0.016 Seconds

D) Persepsi Kualitas



DATE: 12/ 6/2019

TIME: 17:14

L I S R E L 8.80

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The following lines were read from file E:\LISREL163\KYD\CUT-KYD3.ls8:

```
UJI VALIDITAS KYD
DA NI=4 NO=163 MA=CM
LA
KYD1 KYD2 KYD3 KYD4
CM FI=KYD.COV
SE
1 2 4 /
MO NY=3 NE=1 LY=FU, FI TE=SY, FI PS=DI
LE
KYD
FR LY 1 1 LY 2 1  LY 3 1
FR TE 1 1 TE 2 2 TE 3 3
PD
OU MI FS SS
```

UJI VALIDITAS KYD

Number of Input Variables 4

Number of Y - Variables 3

Number of X - Variables 0

Number of ETA - Variables 1

Number of KSI - Variables 0

Number of Observations 163

UJI VALIDITAS KYD

Covariance Matrix

	KYD1	KYD2	KYD4
KYD1	0.96		
KYD2	0.92	0.99	
KYD4	0.52	0.58	0.77

UJI VALIDITAS KYD

Parameter Specifications

LAMBDA-Y

	KYD
KYD1	0
KYD2	1
KYD4	2

PSI

	KYD
	3

THETA-EPS

KYD1	KYD2	KYD4
4	5	6

UJI VALIDITAS KYD

Number of Iterations = 0

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

	KYD
KYD1	0.91
KYD2	1.01
	(0.04)
	22.68
KYD4	0.58
	(0.05)
	10.55

Covariance Matrix of ETA

KYD
1.00

PSI

KYD
1.00
(0.13)
7.59

THETA-EPS

KYD1	KYD2	KYD4
0.13	-0.02	0.44
(0.03)	(0.03)	(0.05)
4.25	-0.72	8.78

Squared Multiple Correlations for Y - Variables

KYD1	KYD2	KYD4
0.86	1.02	0.43

Goodness of Fit Statistics

Degrees of Freedom = 0

Minimum Fit Function Chi-Square = 0.0 (P = 1.00)

Normal Theory Weighted Least Squares Chi-Square = 0.00 (P = 1.00)

The Model is Saturated, the Fit is Perfect !

UJI VALIDITAS KYD

Modification Indices and Expected Change

No Non-Zero Modification Indices for LAMBDA-Y

No Non-Zero Modification Indices for PSI

No Non-Zero Modification Indices for
THETA-EPS

UJI VALIDITAS KYD

Factor Scores Regressions

ETA

	KYD1	KYD2	KYD4
KYD	-0.20	1.23	-0.04

UJI VALIDITAS KYD

Standardized Solution

LAMBDA-Y

	KYD
KYD1	0.91
KYD2	1.01
KYD4	0.58

Correlation Matrix of ETA

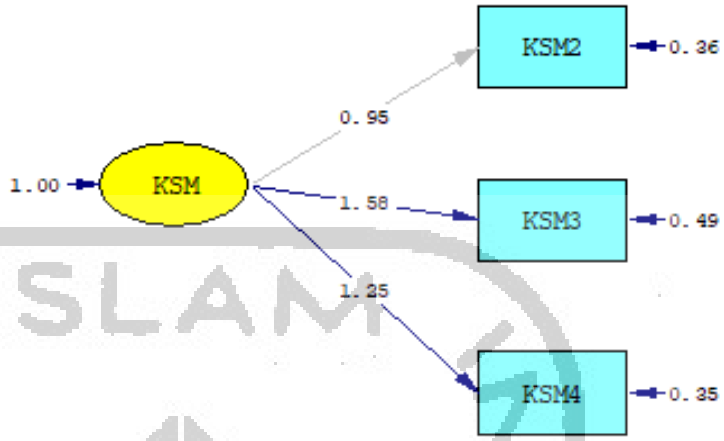
	KYD
	1.00

PSI

	KYD
	1.00

Time used: 0.031 Seconds

E) Loyalitas Merek



Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

DATE: 12/ 6/2019
TIME: 17:16

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The following lines were read from file E:\LISREL163\KSM\CUT-KSM1.ls8:

UJI VALIDITAS KSM
DA NI=4 NO=163 MA=CM
LA
KSM1 KSM2 KSM3 KSM4
CM FI=KSM.COV
SE
2 3 4/
MO NY=3 NE=1 LY=FU, FI TE=SY, FI PS=DI
LE
KSM
FR LY 1 1 LY 2 1 LY 3 1
FR TE 1 1 TE 2 2 TE 3 3
PD
OU MI FS SS

UJI VALIDITAS KSM

Number of Input Variables	4
Number of Y - Variables	3
Number of X - Variables	0
Number of ETA - Variables	1
Number of KSI - Variables	0
Number of Observations	163

UJI VALIDITAS KSM

Covariance Matrix

	KSM2	KSM3	KSM4
KSM2	1.26		
KSM3	1.50	2.98	
KSM4	1.19	1.98	1.92

UJI VALIDITAS KSM

Parameter Specifications

LAMBDA-Y

	KSM
KSM2	0
KSM3	1
KSM4	2

PSI

KSM
3

THETA-EPS

KSM2	KSM3	KSM4
4	5	6

UJI VALIDITAS KSM

Number of Iterations = 0

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

KSM
0.95
1.58
(0.11)
14.92
1.25
(0.08)
14.77

Covariance Matrix of ETA

KSM
1.00

PSI

KSM
1.00
(0.15)
6.52

THETA-EPS

KSM2	KSM3	KSM4
0.36	0.49	0.35
(0.05)	(0.11)	(0.07)
6.99	4.66	5.07

Squared Multiple Correlations for Y - Variables

KSM2	KSM3	KSM4
0.71	0.84	0.82

Goodness of Fit Statistics

Degrees of Freedom = 0

Minimum Fit Function Chi-Square = 0.00 (P = 1.00)

Normal Theory Weighted Least Squares Chi-Square = 0.00 (P = 1.00)

The Model is Saturated, the Fit is Perfect !

UJI VALIDITAS KSM

Modification Indices and Expected Change

No Non-Zero Modification Indices for LAMBDA-Y

No Non-Zero Modification Indices for PSI

No Non-Zero Modification Indices for THETA-EPS

UJI VALIDITAS KSM

Factor Scores Regressions

ETA

	KSM2	KSM3	KSM4
KSM	0.20	0.25	0.27

UJI VALIDITAS KSM

Standardized Solution

LAMBDA-Y

	KSM
KSM2	0.95
KSM3	1.58
KSM4	1.25

Correlation Matrix of ETA

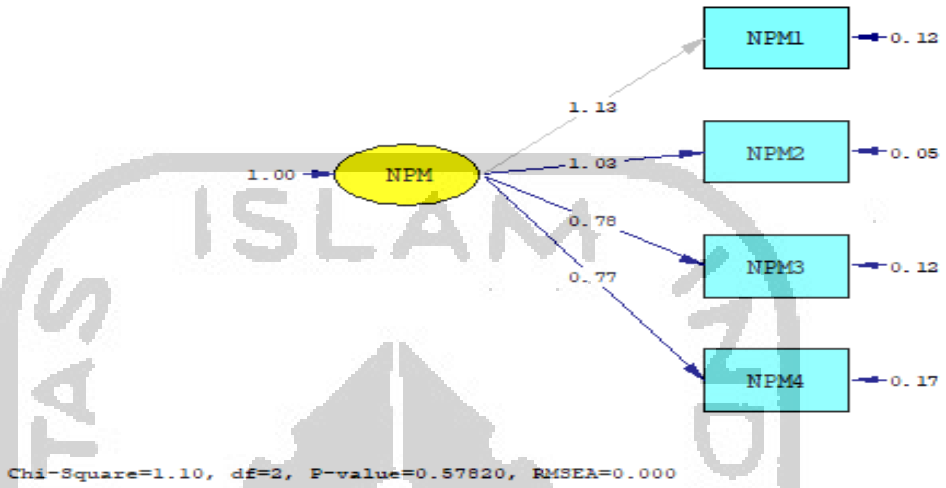
	KSM
	1.00

PSI

	KSM
	1.00

Time used: 0.016 Seconds

F) Niat Pilihan Merek



DATE: 12/ 6/2019

TIME: 17:18

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The following lines were read from file E:\LISREL163\NPM\NPM.ls8:

```
UJI VALIDITAS NPM
DA NI=4 NO=163 MA=CM
LA
NPM1 NPM2 NPM3 NPM4
CM FI=NPM.COV
SE
1 2 3 4/
MO NY=4 NE=1 LY=FU, FI TE=SY, FI PS=DI
LE
NPM
FR LY 1 1 LY 2 1  LY 3 1 LY 4 1
FR TE 1 1 TE 2 2 TE 3 3 TE 4 4
PD
OU MI FS SS
```

UJI VALIDITAS NPM

Number of Input Variables	4
Number of Y - Variables	4
Number of X - Variables	0
Number of ETA - Variables	1
Number of KSI - Variables	0
Number of Observations	163

UJI VALIDITAS NPM

Covariance Matrix

	NPM1	NPM2	NPM3	NPM4
NPM1	1.39			
NPM2	1.16	1.10		
NPM3	0.88	0.80	0.73	
NPM4	0.87	0.79	0.61	0.77

UJI VALIDITAS NPM

Parameter Specifications

LAMBDA-Y

	NPM
NPM1	0
NPM2	1
NPM3	2
NPM4	3

PSI

NPM
4

THETA-EPS

NPM1	NPM2	NPM3	NPM4
5	6	7	8

UJI VALIDITAS NPM

Number of Iterations = 4

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

	NPM
NPM1	1.13
NPM2	1.03
	(0.03)
	32.44
NPM3	0.78
	(0.03)
	23.20
NPM4	0.77
	(0.04)
	20.50

Covariance Matrix of ETA

NPM
1.00

PSI

NPM
1.00
(0.12)
8.25

THETA-EPS

NPM1	NPM2	NPM3	NPM4
0.12	0.05	0.12	0.17
(0.02)	(0.01)	(0.02)	(0.02)
5.98	3.95	7.80	8.17

Squared Multiple Correlations for Y - Variables

NPM1	NPM2	NPM3	NPM4
0.92	0.95	0.83	0.78

Goodness of Fit Statistics

Degrees of Freedom = 2

Minimum Fit Function Chi-Square = 1.08 (P = 0.58)

Normal Theory Weighted Least Squares Chi-Square = 1.10 (P = 0.58)

Estimated Non-centrality Parameter (NCP) = 0.0

90 Percent Confidence Interval for NCP = (0.0 ; 5.52)

Minimum Fit Function Value = 0.0067

Population Discrepancy Function Value (F0) = 0.0

90 Percent Confidence Interval for F0 = (0.0 ; 0.034)
Root Mean Square Error of Approximation (RMSEA) = 0.0
90 Percent Confidence Interval for RMSEA = (0.0 ; 0.13)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.69

Expected Cross-Validation Index (ECVI) = 0.11
90 Percent Confidence Interval for ECVI = (0.11 ; 0.15)
ECVI for Saturated Model = 0.12
ECVI for Independence Model = 4.60

Chi-Square for Independence Model with 6 Degrees of Freedom = 737.87
Independence AIC = 745.87
Model AIC = 17.10
Saturated AIC = 20.00
Independence CAIC = 762.24
Model CAIC = 49.85
Saturated CAIC = 60.94

Normed Fit Index (NFI) = 1.00
Non-Normed Fit Index (NNFI) = 1.00
Parsimony Normed Fit Index (PNFI) = 0.33
Comparative Fit Index (CFI) = 1.00
Incremental Fit Index (IFI) = 1.00
Relative Fit Index (RFI) = 1.00

Critical N (CN) = 1378.93

Root Mean Square Residual (RMR) = 0.0035
Standardized RMR = 0.0045
Goodness of Fit Index (GFI) = 1.00
Adjusted Goodness of Fit Index (AGFI) = 0.98
Parsimony Goodness of Fit Index (PGFI) = 0.20

UJI VALIDITAS NPM

Modification Indices and Expected Change

No Non-Zero Modification Indices for LAMBDA-Y

No Non-Zero Modification Indices for PSI

Modification Indices for THETA-EPS

	NPM1	NPM2	NPM3	NPM4
NPM1	- -			
NPM2	1.05	- -		
NPM3	0.07	0.37	- -	
NPM4	0.37	0.07	1.05	- -

Expected Change for THETA-EPS

	NPM1	NPM2	NPM3	NPM4
NPM1	- -			
NPM2	0.03	- -		
NPM3	0.00	-0.01	- -	
NPM4	-0.01	0.00	0.01	- -

Maximum Modification Index is 1.05 for Element (4, 3) of THETA-EPS

UJI VALIDITAS NPM

Factor Scores Regressions

ETA

	NPM1	NPM2	NPM3	NPM4
NPM	0.24	0.49	0.15	0.11

UJI VALIDITAS NPM

Standardized Solution

LAMBDA-Y

	NPM
NPM1	1.13
NPM2	1.03

NPM3 0.78
NPM4 0.77

Correlation Matrix of ETA

	NPM
NPM	1.00

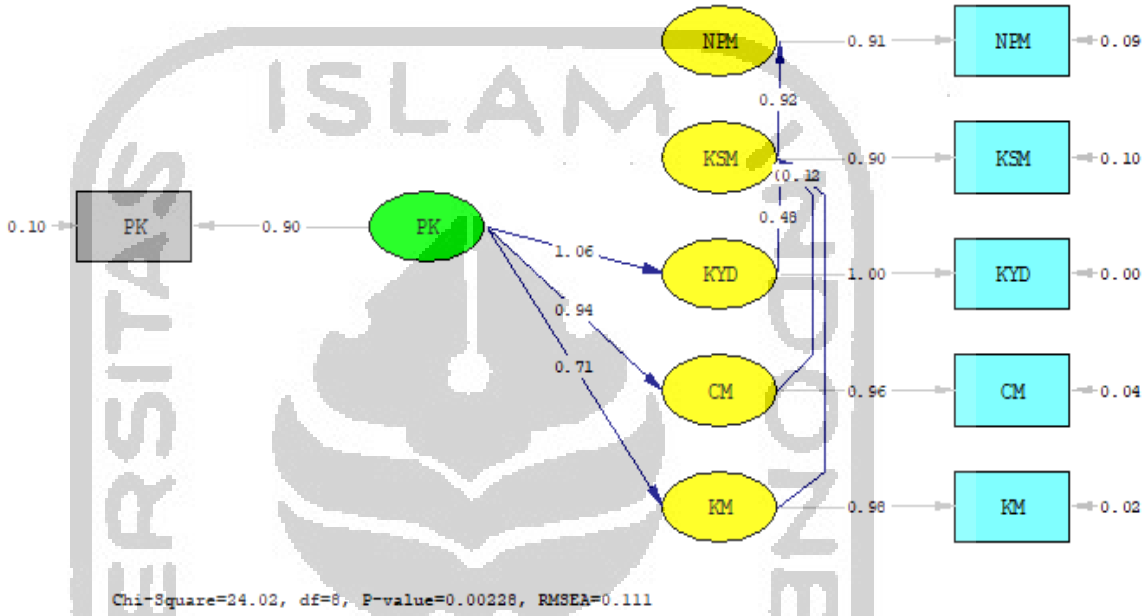
PSI

	NPM
NPM	1.00

Time used: 0.031 Seconds

LAMPIRAN F

MODEL PERSAMAAN STRUKTURAL ONE CONGENERIC (SEBELUM MODIFIKASI)



DATE: 12/ 7/2019

TIME: 10:45

L I S R E L 8.80

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The following lines were read from file E:\LISREL163\ONECON1\ONECON1.LS8
:

```
MODEL ONE CON
DA NI=6 NO=163 MA=CM
LA
NPM KSM KYD CM KM PK

PM='E:\LISREL163\ONECON1\ONECON
1.PMM'

AC='E:\LISREL163\ONECON1\ONECON
1.ACM'
 SE
 1 2 3 4 5 6/
```

```
 MO NX=1 NY=5 NK=1 NE=5 LX=FU,Fi
LY=FU,Fi GA=FU,Fi BE=FU,Fi
PH=SY,FR TD=SY,Fi PS=DI,FR TE=SY,Fi
 LK
 PK
 LE
 NPM KSM KYD CM KM PK
 FR BE(1,2) BE(2,3) BE(2,4) BE(2,5)
GA(3,1) GA(4,1) GA(5,1)
 VA .9049 LX 1 1
 VA .0951 TD 1 1
 VA .9092 LY 1 1
 VA .0908 TE 1 1
 VA .9008 LY 2 2
 VA .0992 TE 2 2
 VA .9999 LY 3 3
 VA .0001 TE 3 3
 VA .9609 LY 4 4
 VA .0391 TE 4 4
 VA .9817 LY 5 5
 VA .0183 TE 5 5
 PD
 OU MI EF FS

 MODEL ONE CON

                Number of Input Variables
6
                Number of Y - Variables
5
                Number of X - Variables
1
                Number of ETA - Variables
5
                Number of KSI - Variables
1
                Number of Observations
163

 MODEL ONE CON

      Covariance Matrix

            NPM       KSM       KYD
CM        KM        PK
         --------  --------  --------  --------  ----
----  --------
     NPM       1.07
     KSM       0.90      1.06
     KYD       0.77      0.82      1.11
      CM       0.63      0.71      0.74      0.86
      KM       0.54      0.53      0.54      0.55
0.96
      PK       0.46      0.47      0.54      0.45
0.32       0.64

 MODEL ONE CON

 Parameter Specifications

       BETA

            NPM       KSM       KYD
CM        KM
         --------  --------  --------  --------  ----
----
     NPM       0         1         0         0
0
     KSM       0         0         2         3
4
     KYD       0         0         0         0
0
      CM       0         0         0         0
0
      KM       0         0         0         0
0

       GAMMA

            PK
         --------
     NPM       0
     KSM       0
     KYD       5
      CM       6
      KM       7

       PHI

            PK
         --------
           8

       PSI

            NPM       KSM       KYD
CM        KM
         --------  --------  --------  --------  ----
----
           9        10        11        12
13


 MODEL ONE CON

 Number of Iterations =  9
```

LISREL Estimates (Robust Maximum Likelihood)

LAMBDA-Y

	NPM	KSM	KYD	CM	KM
NPM	0.91	- -	- -	- -	- -
KSM	- -	0.90	- -	- -	- -
KYD	- -	- -	1.00	- -	- -
CM	- -	- -	- -	0.96	- -
KM	- -	- -	- -	- -	0.98

LAMBDA-X

	PK
PK	0.90

BETA

	NPM	KSM	KYD	CM	KM
NPM	- -	0.92	- -	- -	- -
	(0.08)				
	12.31				
KSM	- -	- -	0.48	0.42	0.12
			(0.11)	(0.11)	(0.08)
			4.33	3.66	1.45
KYD	- -	- -	- -	- -	- -
CM	- -	- -	- -	- -	- -
KM	- -	- -	- -	- -	- -

GAMMA

	PK
NPM	- -
KSM	- -
KYD	1.06
	(0.11)
	9.56
CM	0.94
	(0.09)
	10.69
KM	0.71
	(0.10)
	7.04

Covariance Matrix of ETA and KSI

	NPM	KSM	KYD	CM	KM	PK
NPM	1.12					
KSM	1.02	1.10				
KYD	0.78	0.84	1.11			
CM	0.66	0.71	0.62	0.89		
KM	0.47	0.51	0.46	0.41	0.98	
PK	0.56	0.61	0.65	0.58	0.44	0.62

PHI

	PK
	0.62
	(0.05)
	11.27

PSI

Note: This matrix is diagonal.

NPM	KSM	KYD	CM	KM
0.18	0.35	0.42	0.34	0.67
(0.14)	(0.10)	(0.14)	(0.11)	(0.11)
1.30	3.60	2.91	3.11	5.94

Squared Multiple Correlations for Structural Equations

NPM	KSM	KYD	CM	KM
0.84	0.69	0.62	0.62	0.31

Squared Multiple Correlations for Reduced Form

NPM	KSM	KYD	CM	KM
0.45	0.54	0.62	0.62	0.31

Reduced Form

	PK
NPM	0.91
	(0.11)
	8.34
KSM	0.98
	(0.10)
	10.19
KYD	1.06
	(0.11)
	9.56
CM	0.94
	(0.09)
	10.69
KM	0.71
	(0.10)
	7.04

THETA-EPS

NPM	KSM	KYD	CM	KM
0.09	0.10	0.00	0.04	0.02

Squared Multiple Correlations for Y - Variables

NPM	KSM	KYD	CM	KM
0.91	0.90	1.00	0.95	0.98

THETA-DELTA

PK
0.10

Squared Multiple Correlations for X - Variables

PK
0.84

Goodness of Fit Statistics

Degrees of Freedom = 8

Minimum Fit Function Chi-Square = 81.70 (P = 0.00)

Normal Theory Weighted Least Squares Chi-Square = 104.41 (P = 0.0)

Satorra-Bentler Scaled Chi-Square = 24.02 (P = 0.0023)

Chi-Square Corrected for Non-Normality = 13.66 (P = 0.091)

Estimated Non-centrality Parameter (NCP) = 16.02

90 Percent Confidence Interval for NCP = (4.94 ; 34.71)

Minimum Fit Function Value = 0.50

Population Discrepancy Function Value (F0) = 0.099

90 Percent Confidence Interval for F0 = (0.030 ; 0.21)

Root Mean Square Error of Approximation (RMSEA) = 0.11

90 Percent Confidence Interval for RMSEA = (0.062 ; 0.16)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.024

Expected Cross-Validation Index (ECVI) = 0.31

90 Percent Confidence Interval for ECVI = (0.24 ; 0.42)

ECVI for Saturated Model = 0.26

ECVI for Independence Model = 6.17

Chi-Square for Independence Model with 15 Degrees of Freedom = 987.11

Independence AIC = 999.11

Model AIC = 50.02

Saturated AIC = 42.00

Independence CAIC = 1023.67

Model CAIC = 103.24

Saturated CAIC = 127.97

Normed Fit Index (NFI) = 0.98

Non-Normed Fit Index (NNFI) = 0.97

Parsimony Normed Fit Index (PNFI) = 0.52

Comparative Fit Index (CFI) = 0.98

Incremental Fit Index (IFI) = 0.98

Relative Fit Index (RFI) = 0.95

Critical N (CN) = 136.51

Root Mean Square Residual (RMR) = 0.075

Standardized RMR = 0.081

Goodness of Fit Index (GFI) = 0.84

Adjusted Goodness of Fit Index (AGFI) = 0.58

Parsimony Goodness of Fit Index (PGFI) = 0.32

MODEL ONE CON

Modification Indices and Expected Change

Modification Indices for LAMBDA-Y

	NPM	KSM	KYD	CM	KM
NPM	- -	- -	- -	- -	2.80
KSM	- -	- -	- -	- -	2.46
KYD	5.65	3.67	- -	- -	13.21
CM	3.20	7.00	- -	- -	36.25
KM	70.45	86.08	9.56	50.60	- -

Expected Change for LAMBDA-Y

	NPM	KSM	KYD	CM	KM
NPM	- -	- -	- -	- -	0.14
KSM	- -	- -	- -	- -	-0.13
KYD	0.34	0.18	- -	- -	0.40
CM	0.15	0.20	- -	- -	0.49
KM	2.84	3.78	0.45	1.38	- -

No Non-Zero Modification Indices for LAMBDA-X

Modification Indices for BETA

	NPM	KSM	KYD	CM	KM
NPM	- -	- -	- -	- -	2.80
KSM	0.03	- -	- -	- -	- -
KYD	1.57	2.17	- -	- -	10.25
CM	2.12	5.49	- -	- -	30.98
KM	33.87	38.07	9.46	57.05	- -

Expected Change for BETA

	NPM	KSM	KYD	CM	KM
NPM	- -	- -	- -	- -	0.15
KSM	0.03	- -	- -	- -	- -
KYD	0.09	0.11	- -	- -	0.31
CM	0.10	0.16	- -	- -	0.43
KM	1.38	1.70	0.46	1.59	- -

Modification Indices for GAMMA

	PK
NPM	- -

KSM 0.99
KYD - -
CM - -
KM - -

Expected Change for GAMMA

PK

NPM - -
KSM 0.14
KYD - -
CM - -
KM - -

No Non-Zero Modification Indices for PHI

Modification Indices for PSI

NPM KSM KYD CM KM
-------- -------- -------- -------- -------- --------
NPM - -
KSM - - - -
KYD 0.23 - - - -
CM 4.38 - - - - - -
KM 0.85 - - 7.49 29.70 - -

Expected Change for PSI

NPM KSM KYD CM KM
-------- -------- -------- -------- -------- --------
NPM - -
KSM - - - -
KYD -0.02 - - - -
CM -0.08 - - - - - -
KM 0.04 - - 0.15 0.28 - -

Modification Indices for THETA-EPS

NPM KSM KYD CM KM
-------- -------- -------- -------- -------- --------
NPM - -
KSM - - - -
KYD 0.86 - - - -
CM 5.81 3.52 - - - -
KM 0.81 2.06 9.85 34.54 - -

Expected Change for THETA-EPS

NPM KSM KYD CM KM
-------- -------- -------- -------- -------- --------
NPM - -
KSM - - - -
KYD -0.06 - - - -
CM -0.08 0.08 - - - -
KM 0.04 -0.07 0.18 0.29 - -

Modification Indices for THETA-DELTA-EPS

NPM KSM KYD CM KM
-------- -------- -------- -------- -------- --------
PK 2.14 0.01 - - - - 58.32

Expected Change for THETA-DELTA-EPS

NPM KSM KYD CM KM
-------- -------- -------- -------- -------- --------
PK 0.03 0.00 - - - - - 0.33

Maximum Modification Index is 86.08 for Element (5, 2) of LAMBDA-Y

MODEL ONE CON

Factor Scores Regressions

ETA

NPM KSM KYD CM KM PK
-------- -------- -------- -------- -------- -------- --------
NPM 0.77 0.23 0.03 0.03 0.01 0.00
KSM 0.25 0.65 0.10 0.08 0.02 0.01
KYD 0.00 0.00 1.00 0.00 0.00 0.00
CM 0.01 0.03 0.00 0.93 0.00 0.06

KM 0.00 0.00 0.00 0.00 0.99 0.01

KSI

NPM KSM KYD CM KM PK

PK 0.00 0.01 0.15 0.16 0.06 0.60

MODEL ONE CON

Total and Indirect Effects

Total Effects of KSI on ETA

PK

NPM 0.91
(0.11)
8.34
KSM 0.98
(0.10)
10.19
KYD 1.06
(0.11)
9.56
CM 0.94
(0.09)
10.69
KM 0.71
(0.10)
7.04

Indirect Effects of KSI on ETA

PK

NPM 0.91
(0.11)
8.34
KSM 0.98
(0.10)
10.19
KYD - -
CM - -
KM - -

Total Effects of ETA on ETA

NPM KSM KYD CM KM

NPM - - 0.92 0.44 0.39 0.11
(0.08) (0.10) (0.11) (0.08)
12.31 4.18 3.56 1.44
KSM - - - - 0.48 0.42 0.12
(0.11) (0.11) (0.08)
4.33 3.66 1.45
KYD - - - - - - - - - -
CM - - - - - - - - - -
KM - - - - - - - - - -

Largest Eigenvalue of B*B' (Stability Index) is 0.853

Indirect Effects of ETA on ETA

NPM KSM KYD CM KM

NPM - - - - 0.44 0.39 0.11
(0.10) (0.11) (0.08)
4.18 3.56 1.44
KSM - - - - - - - - - -
KYD - - - - - - - - - -
CM - - - - - - - - - -
KM - - - - - - - - - -

Total Effects of ETA on Y

NPM KSM KYD CM KM

NPM 0.91 0.84 0.40 0.35 0.10
(0.07) (0.10) (0.10) (0.07)
12.31 4.18 3.56 1.44
KSM - - 0.90 0.43 0.38 0.11

(0.10) (0.10) (0.07)
4.33 3.66 1.45
KYD - - - - 1.00 - - - -
CM - - - - - - 0.96 - -
KM - - - - - - - - 0.98

Indirect Effects of ETA on Y

	NPM	KSM	KYD	CM	KM
NPM	- -	0.84	0.40	0.35	0.10
		(0.07)	(0.10)	(0.10)	(0.07)
		12.31	4.18	3.56	1.44
KSM	- -	- -	0.43	0.38	0.11
			(0.10)	(0.10)	(0.07)
			4.33	3.66	1.45
KYD	- -	- -	- -	- -	- -
CM	- -	- -	- -	- -	- -
KM	- -	- -	- -	- -	- -

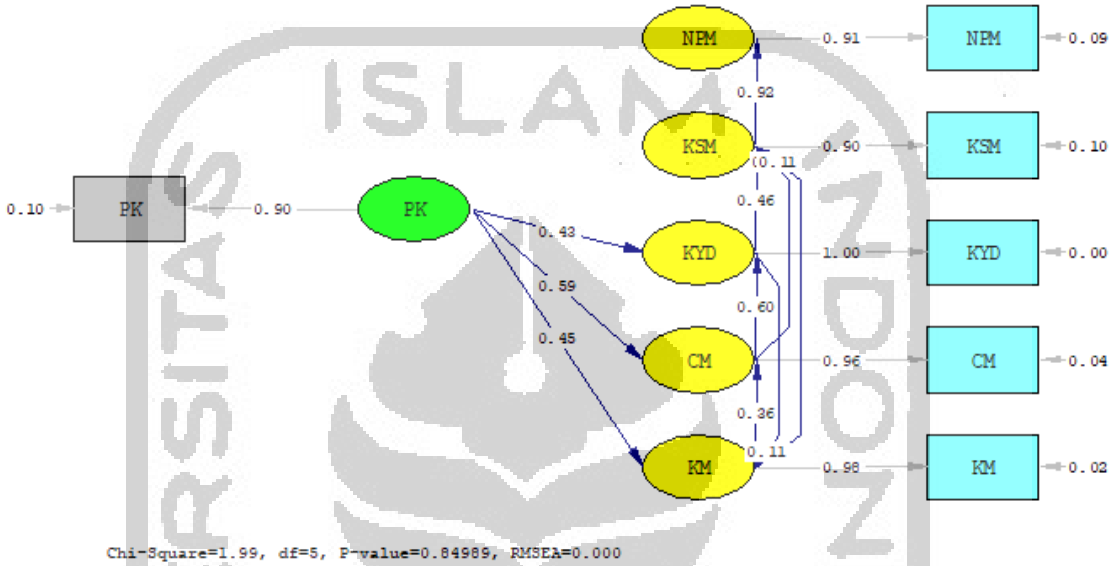
Total Effects of KSI on Y

	PK
NPM	0.82
	(0.10)
	8.34
KSM	0.88
	(0.09)
	10.19
KYD	1.06
	(0.11)
	9.56
CM	0.90
	(0.08)
	10.69
KM	0.69
	(0.10)
	7.04

Time used: 0.031 Seconds

LAMPIRAN G

MODEL PERSAMAAN STRUKTURAL ONE CONGENERIC (SETELAH MOODIFIKASI)



DATE: 12/ 7/2019

TIME: 10:55

L I S R E L 8.80

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file E:\LISREL163\ONECON1\ONECON4.LS8:

```
MODEL ONE CON by adding BE 4 5 and BE 5 3 BE 3 4
DA NI=6 NO=163 MA=CM
LA
NPM KSM KYD CM KM PK

PM='E:\LISREL163\ONECON1\ONECON 1.PMM'

AC='E:\LISREL163\ONECON1\ONECON 1.ACM'
```

```
SE
1 2 3 4 5 6/
MO NX=1 NY=5 NK=1 NE=5 LX=FU,Fi
LY=FU,Fi GA=FU,Fi BE=FU,Fi
PH=SY,FR TD=SY,Fi PS=DI,FR TE=SY,Fi
LK
PK
LE
NPM KSM KYD CM KM PK
FR BE(1,2) BE(2,3) BE(2,4) BE 2 5 BE 4 5
BE 5 3 BE 3 4 GA(3,1) GA(4,1) GA(5,1)
VA .9049 LX 1 1
VA .0951 TD 1 1
VA .9092 LY 1 1
VA .0908 TE 1 1
VA .9008 LY 2 2
VA .0992 TE 2 2
VA .9999 LY 3 3
VA .0001 TE 3 3
VA .9609 LY 4 4
VA .0391 TE 4 4
VA .9817 LY 5 5
VA .0183 TE 5 5
PD
OU MI EF FS
```

MODEL ONE CON by adding BE 4 5 and BE 5 3 BE 3 4

Number of Input Variables 6

Number of Y - Variables 5

Number of X - Variables 1

Number of ETA - Variables 5

Number of KSI - Variables 1

Number of Observations 163

MODEL ONE CON by adding BE 4 5 and BE 5 3 BE 3 4

Covariance Matrix

	NPM	KSM	KYD	CM	KM	PK
NPM	1.07					
KSM	0.90	1.06				
KYD	0.77	0.82	1.11			
CM	0.63	0.71	0.74	0.86		
KM	0.54	0.53	0.54	0.55	0.96	
PK	0.46	0.47	0.54	0.45	0.32	0.64

MODEL ONE CON by adding BE 4 5 and BE 5 3 BE 3 4

Parameter Specifications

BETA

	NPM	KSM	KYD	CM	KM
NPM	0	1	0	0	0
KSM	0	0	2	3	4
KYD	0	0	0	5	0
CM	0	0	0	0	6
KM	0	0	7	0	0

GAMMA

	PK
NPM	0
KSM	0
KYD	8
CM	9
KM	10

PHI

	PK
	11

PSI

	NPM	KSM	KYD	CM	KM
	12	13	14	15	16

MODEL ONE CON by adding BE 4 5 and BE 5 3 BE 3 4

Number of Iterations = 8

LISREL Estimates (Robust Maximum Likelihood)

LAMBDA-Y

	NPM	KSM	KYD	CM	KM
NPM	0.91	- -	- -	- -	- -
KSM	- -	0.90	- -	- -	- -
KYD	- -	- -	1.00	- -	- -
CM	- -	- -	- -	0.96	- -
KM	- -	- -	- -	- -	0.98

LAMBDA-X

	PK
PK	0.90

BETA

	NPM	KSM	KYD	CM	KM
NPM	- -	0.92	- -	- -	- -
		(0.07)			
		13.28			
KSM	- -	- -	0.46	0.44	0.11
			(0.17)	(0.22)	(0.11)
			2.71	2.03	0.99
KYD	- -	- -	- -	0.60	- -
				(0.18)	
				3.37	
CM	- -	- -	- -	- -	0.36
					(0.12)
					3.02
KM	- -	- -	0.11	- -	- -
				(0.19)	
				0.56	

GAMMA

	PK
NPM	- -
KSM	- -
KYD	0.43
	(0.17)
	2.48
CM	0.59
	(0.13)
	4.59
KM	0.45
	(0.22)
	2.07

Covariance Matrix of ETA and KSI

	NPM	KSM	KYD	CM	KM	PK
NPM	1.19					
KSM	1.09	1.18				
KYD	0.84	0.91	1.11			
CM	0.74	0.81	0.77	0.89		
KM	0.57	0.61	0.55	0.58	0.98	
PK	0.50	0.54	0.60	0.52	0.36	0.66

PHI

	PK
	0.66
	(0.06)
	10.83

PSI

Note: This matrix is diagonal.

NPM	KSM	KYD	CM	KM
0.18	0.35	0.38	0.37	0.74
(0.14)	(0.10)	(0.15)	(0.11)	(0.13)

1.30 3.63 2.52 3.39 5.81

Squared Multiple Correlations for Structural Equations

NPM	KSM	KYD	CM	KM
0.85	0.71	0.66	0.58	0.24

Squared Multiple Correlations for Reduced Form

NPM	KSM	KYD	CM	KM
0.32	0.37	0.49	0.45	0.20

Reduced Form

	PK
NPM	0.75
	(0.12)
	6.29
KSM	0.82
	(0.12)
	6.96
KYD	0.90
	(0.12)
	7.45
CM	0.78
	(0.11)
	6.86
KM	0.54
	(0.12)
	4.41

THETA-EPS

NPM	KSM	KYD	CM	KM
0.09	0.10	0.00	0.04	0.02

Squared Multiple Correlations for Y - Variables

NPM	KSM	KYD	CM	KM
0.92	0.91	1.00	0.95	0.98

THETA-DELTA

PK
0.10

Squared Multiple Correlations for X - Variables

PK
0.85

Goodness of Fit Statistics

Degrees of Freedom = 5

Minimum Fit Function Chi-Square = 7.21 (P = 0.21)

Normal Theory Weighted Least Squares Chi-Square = 7.11 (P = 0.21)

Satorra-Bentler Scaled Chi-Square = 1.99 (P = 0.85)

Chi-Square Corrected for Non-Normality = 3.18 (P = 0.67)

Estimated Non-centrality Parameter (NCP) = 0.0

90 Percent Confidence Interval for NCP = (0.0 ; 2.95)

Minimum Fit Function Value = 0.045

Population Discrepancy Function Value (F0) = 0.0

90 Percent Confidence Interval for F0 = (0.0 ; 0.018)

Root Mean Square Error of Approximation (RMSEA) = 0.0

90 Percent Confidence Interval for RMSEA = (0.0 ; 0.060)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.93

Expected Cross-Validation Index (ECVI) = 0.23

90 Percent Confidence Interval for ECVI = (0.23 ; 0.25)

ECVI for Saturated Model = 0.26

ECVI for Independence Model = 6.17

Chi-Square for Independence Model with 15 Degrees of Freedom = 987.11

Independence AIC = 999.11

Model AIC = 33.99

Saturated AIC = 42.00

Independence CAIC = 1023.67

Model CAIC = 99.49

Saturated CAIC = 127.97

Normed Fit Index (NFI) = 1.00

Non-Normed Fit Index (NNFI) = 1.01

Parsimony Normed Fit Index (PNFI) = 0.33

Comparative Fit Index (CFI) = 1.00

Incremental Fit Index (IFI) = 1.00

Relative Fit Index (RFI) = 0.99

Critical N (CN) = 1226.49

Root Mean Square Residual (RMR) = 0.015

Standardized RMR = 0.017

Goodness of Fit Index (GFI) = 0.99

Adjusted Goodness of Fit Index (AGFI) = 0.94

Parsimony Goodness of Fit Index (PGFI) = 0.23

MODEL ONE CON by adding BE 4 5 and BE 5 3 BE 3 4

Modification Indices and Expected Change

Modification Indices for LAMBDA-Y

	NPM	KSM	KYD	CM	KM
NPM	- -	- -	- -	- -	5.45
KSM	- -	- -	- -	- -	3.74
KYD	0.31	0.18	- -	- -	- -
CM	2.52	0.07	- -	- -	- -
KM	21.78	0.00	- -	- -	- -

Expected Change for LAMBDA-Y

	NPM	KSM	KYD	CM	KM
NPM	- -	- -	- -	- -	0.27
KSM	- -	- -	- -	- -	-0.20
KYD	-0.14	-0.04	- -	- -	- -
CM	-0.14	-0.02	- -	- -	- -
KM	2.91	-0.02	- -	- -	- -

No Non-Zero Modification Indices for LAMBDA-X

Modification Indices for BETA

	NPM	KSM	KYD	CM	KM
NPM	- -	- -	- -	- -	5.45
KSM	0.02	- -	- -	- -	- -
KYD	0.01	0.11	- -	- -	- -
CM	1.36	0.15	- -	- -	- -
KM	0.03	0.09	- -	- -	- -

Expected Change for BETA

	NPM	KSM	KYD	CM	KM

NPM	- -	- -	- -	- -	0.29
KSM	0.02	- -	- -	- -	- -
KYD	-0.01	-0.02	- -	- -	- -
CM	-0.08	-0.02	- -	- -	- -
KM	0.02	-0.04	- -	- -	- -

Modification Indices for GAMMA

	PK
NPM	- -
KSM	1.45
KYD	- -
CM	- -
KM	- -

Expected Change for GAMMA

	PK
NPM	- -
KSM	0.13
KYD	- -
CM	- -
KM	- -

No Non-Zero Modification Indices for PHI

Modification Indices for PSI

	NPM	KSM	KYD	CM	KM
NPM	- -				
KSM	- -	- -			
KYD	0.40	- -	- -		
CM	9.50	- -	- -	- -	
KM	0.92	- -	- -	- -	- -

Expected Change for PSI

	NPM	KSM	KYD	CM	KM
NPM	- -				
KSM	- -	- -			
KYD	0.03	- -	- -		
CM	-0.14	- -	- -	- -	
KM	0.05	- -	- -	- -	- -

Modification Indices for THETA-EPS

	NPM	KSM	KYD	CM	KM
NPM	- -				
KSM	- -	- -			
KYD	0.38	- -	- -		
CM	7.78	- -	- -	- -	
KM	3.02	8.06	- -	- -	- -

Expected Change for THETA-EPS

	NPM	KSM	KYD	CM	KM
NPM	- -				
KSM	- -	- -			
KYD	0.04	- -	- -		
CM	-0.09	- -	- -	- -	
KM	0.06	-0.18	- -	- -	- -

Modification Indices for THETA-DELTA-EPS

	NPM	KSM	KYD	CM	KM
PK	1.50	0.00	- -	- -	- -

Expected Change for THETA-DELTA-EPS

	NPM	KSM	KYD	CM	KM
PK	0.03	0.00	- -	- -	- -

Maximum Modification Index is 21.78 for Element (5, 1) of LAMBDA-Y

MODEL ONE CON by adding BE 4 5 and BE 5 3 BE 3 4

Factor Scores Regressions

ETA

	NPM	KSM	KYD	CM	KM	PK
NPM	0.77	0.23	0.03	0.03	0.01	0.00
KSM	0.25	0.65	0.10	0.08	0.02	0.00
KYD	0.00	0.00	1.00	0.00	0.00	0.00
CM	0.01	0.03	0.04	0.89	0.03	0.03
KM	0.00	0.00	0.00	0.01	0.99	0.00

KSI

	NPM	KSM	KYD	CM	KM	PK
PK	0.00	0.00	0.09	0.07	0.01	0.81

MODEL ONE CON by adding BE 4 5 and BE 5 3 BE 3 4

Total and Indirect Effects

Total Effects of KSI on ETA

	PK
NPM	0.75
	(0.12)
	6.29
KSM	0.82
	(0.12)
	6.96
KYD	0.90
	(0.12)
	7.45
CM	0.78
	(0.11)
	6.86
KM	0.54
	(0.12)
	4.41

Indirect Effects of KSI on ETA

	PK
NPM	0.75
	(0.12)
	6.29
KSM	0.82
	(0.12)
	6.96
KYD	0.47
	(0.14)
	3.28
CM	0.19
	(0.07)
	2.89
KM	0.10
	(0.17)
	0.56

Total Effects of ETA on ETA

	NPM	KSM	KYD	CM	KM
NPM	- -	0.92	0.46	0.68	0.34
		(0.07)	(0.17)	(0.16)	(0.11)
		13.28	2.65	4.23	3.08
KSM	- -	- -	0.50	0.74	0.37
			(0.19)	(0.17)	(0.12)
			2.67	4.36	3.14
KYD	- -	- -	0.02	0.62	0.22
			(0.04)	(0.18)	(0.11)
			0.64	3.44	2.03
CM	- -	- -	0.04	0.02	0.36
			(0.06)	(0.04)	(0.12)
			0.61	0.64	3.13
KM	- -	- -	0.11	0.07	0.02
			(0.20)	(0.11)	(0.04)
			0.55	0.58	0.64

Largest Eigenvalue of B*B' (Stability Index) is 0.853

Indirect Effects of ETA on ETA

	NPM	KSM	KYD	CM	KM
NPM	- -	- -	0.46	0.68	0.34
			(0.17)	(0.16)	(0.11)
			2.65	4.23	3.08
KSM	- -	- -	0.04	0.30	0.26
			(0.07)	(0.12)	(0.12)
			0.59	2.53	2.26
KYD	- -	- -	0.02	0.01	0.22
			(0.04)	(0.02)	(0.11)
			0.64	0.66	2.03
CM	- -	- -	0.04	0.02	0.01
			(0.06)	(0.04)	(0.01)
			0.61	0.64	0.69
KM	- -	- -	0.00	0.07	0.02
			(0.01)	(0.11)	(0.04)
			0.30	0.58	0.64

Total Effects of ETA on Y

	NPM	KSM	KYD	CM	KM
NPM	0.91	0.84	0.42	0.62	0.31
	(0.06)	(0.16)	(0.15)		(0.10)
	13.28	2.65	4.23		3.08
KSM	- -	0.90	0.45	0.67	0.33
			(0.17)	(0.15)	(0.11)
			2.67	4.36	3.14
KYD	- -	- -	1.02	0.62	0.22
			(0.04)	(0.18)	(0.11)
			28.12	3.44	2.03
CM	- -	- -	0.04	0.98	0.35
			(0.06)	(0.03)	(0.11)
			0.61	28.12	3.13
KM	- -	- -	0.11	0.06	1.00
			(0.19)	(0.11)	(0.04)
			0.55	0.58	28.12

Indirect Effects of ETA on Y

	NPM	KSM	KYD	CM	KM
NPM	- -	0.84	0.42	0.62	0.31
		(0.06)	(0.16)	(0.15)	(0.10)
		13.28	2.65	4.23	3.08
KSM	- -	- -	0.45	0.67	0.33
			(0.17)	(0.15)	(0.11)
			2.67	4.36	3.14
KYD	- -	- -	0.02	0.62	0.22
			(0.04)	(0.18)	(0.11)
			0.64	3.44	2.03
CM	- -	- -	0.04	0.02	0.35
			(0.06)	(0.03)	(0.11)
			0.61	0.64	3.13
KM	- -	- -	0.11	0.06	0.02

(0.19) (0.11) (0.11)
(0.04) 6.96
0.55 0.58 KYD 0.90
0.64 (0.12)
7.45
Total Effects of KSI on Y CM 0.75
(0.11)
PK 6.86
-------- KM 0.53
NPM 0.68 (0.12)
(0.11) 4.41
6.29
KSM 0.73 Time used: 0.047 Seconds