

LAMPIRAN

Karakteristik Responden

No	Jenis Kelamin	Usia	Pekerjaan	Pengeluaran Perbulan
1	Laki-laki	20 - 27 Tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
2	Laki-laki	28 - 35 Tahun	Swasta	> Rp 3.000.000
3	Laki-laki	> 35 Tahun	Wiraswasta	Rp 1.000.000 - Rp 2.000.000
4	Laki-laki	28 - 35 Tahun	Swasta	> Rp 3.000.000
5	Laki-laki	< 20 tahun	Mahasiswa	Rp 2.001.000 - Rp 3.000.000
6	Perempuan	20 - 27 Tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
7	Perempuan	20 - 27 Tahun	Swasta	> Rp 3.000.000
8	Laki-laki	20 - 27 Tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
9	Laki-laki	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
10	Perempuan	< 20 tahun	Swasta	Rp 2.001.000 - Rp 3.000.000
11	Laki-laki	< 20 tahun	Mahasiswa	Rp 2.001.000 - Rp 3.000.000
12	Laki-laki	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
13	Perempuan	20 - 27 Tahun	Swasta	> Rp 3.000.000
14	Perempuan	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
15	Laki-laki	< 20 tahun	Lainnya	Rp 2.001.000 - Rp 3.000.000
16	Laki-laki	< 20 tahun	Mahasiswa	Rp 2.001.000 - Rp 3.000.000
17	Perempuan	28 - 35 Tahun	Swasta	Rp 2.001.000 - Rp 3.000.000
18	Laki-laki	28 - 35 Tahun	PNS	> Rp 3.000.000
19	Laki-laki	28 - 35 Tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
20	Perempuan	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
21	Laki-laki	< 20 tahun	Swasta	> Rp 3.000.000
22	Perempuan	< 20 tahun	Lainnya	> Rp 3.000.000
23	Laki-laki	28 - 35 Tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
24	Laki-laki	> 35 Tahun	PNS	> Rp 3.000.000
25	Laki-laki	20 - 27 Tahun	Wiraswasta	Rp 1.000.000 - Rp 2.000.000
26	Perempuan	20 - 27 Tahun	Lainnya	> Rp 3.000.000
27	Laki-laki	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
28	Laki-laki	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
29	Perempuan	28 - 35 Tahun	PNS	> Rp 3.000.000
30	Perempuan	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
31	Laki-laki	< 20 tahun	Swasta	Rp 2.001.000 - Rp 3.000.000
32	Laki-laki	< 20 tahun	Wiraswasta	Rp 1.000.000 - Rp 2.000.000
33	Perempuan	< 20 tahun	Mahasiswa	Rp 2.001.000 - Rp 3.000.000
34	Laki-laki	20 - 27 Tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
35	Laki-laki	20 - 27 Tahun	Swasta	Rp 1.000.000 - Rp 2.000.000
36	Perempuan	20 - 27 Tahun	Mahasiswa	Rp 2.001.000 - Rp 3.000.000
37	Laki-laki	> 35 Tahun	Wiraswasta	> Rp 3.000.000
38	Laki-laki	28 - 35 Tahun	PNS	> Rp 3.000.000
39	Laki-laki	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
40	Laki-laki	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
41	Laki-laki	< 20 tahun	Wiraswasta	Rp 1.000.000 - Rp 2.000.000
42	Perempuan	20 - 27 Tahun	Lainnya	> Rp 3.000.000
43	Laki-laki	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
44	Laki-laki	< 20 tahun	Mahasiswa	Rp 2.001.000 - Rp 3.000.000
45	Perempuan	28 - 35 Tahun	Wiraswasta	> Rp 3.000.000

46	Laki-laki	20 - 27 Tahun	Swasta	> Rp 3.000.000
47	Laki-laki	20 - 27 Tahun	Wiraswasta	Rp 1.000.000 - Rp 2.000.000
48	Perempuan	28 - 35 Tahun	PNS	> Rp 3.000.000
49	Laki-laki	20 - 27 Tahun	Swasta	Rp 1.000.000 - Rp 2.000.000
50	Laki-laki	28 - 35 Tahun	Swasta	Rp 2.001.000 - Rp 3.000.000
51	Laki-laki	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
52	Laki-laki	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
53	Perempuan	> 35 Tahun	PNS	> Rp 3.000.000
54	Laki-laki	28 - 35 Tahun	Wiraswasta	Rp 1.000.000 - Rp 2.000.000
55	Laki-laki	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
56	Laki-laki	< 20 tahun	Lainnya	> Rp 3.000.000
57	Perempuan	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
58	Laki-laki	> 35 Tahun	Swasta	> Rp 3.000.000
59	Perempuan	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
60	Perempuan	20 - 27 Tahun	Swasta	Rp 2.001.000 - Rp 3.000.000
61	Laki-laki	28 - 35 Tahun	PNS	Rp 2.001.000 - Rp 3.000.000
62	Perempuan	28 - 35 Tahun	Swasta	Rp 1.000.000 - Rp 2.000.000
63	Laki-laki	> 35 Tahun	Wiraswasta	> Rp 3.000.000
64	Laki-laki	20 - 27 Tahun	Swasta	> Rp 3.000.000
65	Perempuan	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
66	Laki-laki	28 - 35 Tahun	PNS	> Rp 3.000.000
67	Perempuan	< 20 tahun	Wiraswasta	Rp 1.000.000 - Rp 2.000.000
68	Perempuan	< 20 tahun	Lainnya	Rp 2.001.000 - Rp 3.000.000
69	Laki-laki	< 20 tahun	Mahasiswa	Rp 2.001.000 - Rp 3.000.000
70	Laki-laki	20 - 27 Tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
71	Laki-laki	28 - 35 Tahun	Swasta	Rp 1.000.000 - Rp 2.000.000
72	Laki-laki	> 35 Tahun	Wiraswasta	> Rp 3.000.000
73	Laki-laki	20 - 27 Tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
74	Laki-laki	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
75	Perempuan	< 20 tahun	Wiraswasta	> Rp 3.000.000
76	Laki-laki	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
77	Perempuan	20 - 27 Tahun	Mahasiswa	Rp 2.001.000 - Rp 3.000.000
78	Laki-laki	< 20 tahun	Mahasiswa	Rp 2.001.000 - Rp 3.000.000
79	Laki-laki	< 20 tahun	Lainnya	Rp 1.000.000 - Rp 2.000.000
80	Perempuan	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
81	Laki-laki	28 - 35 Tahun	Swasta	> Rp 3.000.000
82	Laki-laki	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
83	Perempuan	20 - 27 Tahun	Mahasiswa	Rp 2.001.000 - Rp 3.000.000
84	Laki-laki	> 35 Tahun	Swasta	> Rp 3.000.000
85	Laki-laki	28 - 35 Tahun	PNS	> Rp 3.000.000
86	Laki-laki	28 - 35 Tahun	Swasta	Rp 1.000.000 - Rp 2.000.000
87	Perempuan	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
88	Laki-laki	< 20 tahun	Mahasiswa	Rp 2.001.000 - Rp 3.000.000
89	Laki-laki	20 - 27 Tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
90	Perempuan	20 - 27 Tahun	Swasta	Rp 1.000.000 - Rp 2.000.000
91	Laki-laki	20 - 27 Tahun	Swasta	> Rp 3.000.000
92	Laki-laki	> 35 Tahun	Wiraswasta	> Rp 3.000.000
93	Perempuan	28 - 35 Tahun	PNS	> Rp 3.000.000
94	Laki-laki	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
95	Laki-laki	28 - 35 Tahun	Wiraswasta	> Rp 3.000.000

96	Perempuan	< 20 tahun	Wiraswasta	Rp 2.001.000 - Rp 3.000.000
97	Perempuan	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
98	Perempuan	20 - 27 Tahun	Swasta	Rp 2.001.000 - Rp 3.000.000
99	Laki-laki	> 35 Tahun	Swasta	Rp 1.000.000 - Rp 2.000.000
100	Perempuan	20 - 27 Tahun	Lainnya	Rp 1.000.000 - Rp 2.000.000
101	Laki-laki	> 35 Tahun	PNS	Rp 2.001.000 - Rp 3.000.000
102	Laki-laki	20 - 27 Tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
103	Laki-laki	20 - 27 Tahun	Swasta	Rp 2.001.000 - Rp 3.000.000
104	Laki-laki	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
105	Laki-laki	< 20 tahun	Mahasiswa	Rp 2.001.000 - Rp 3.000.000
106	Laki-laki	20 - 27 Tahun	Swasta	> Rp 3.000.000
107	Perempuan	> 35 Tahun	Swasta	Rp 2.001.000 - Rp 3.000.000
108	Laki-laki	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
109	Perempuan	28 - 35 Tahun	Swasta	Rp 2.001.000 - Rp 3.000.000
110	Laki-laki	20 - 27 Tahun	Swasta	> Rp 3.000.000
111	Laki-laki	> 35 Tahun	Swasta	> Rp 3.000.000
112	Perempuan	28 - 35 Tahun	Swasta	Rp 2.001.000 - Rp 3.000.000
113	Perempuan	20 - 27 Tahun	Swasta	> Rp 3.000.000
114	Laki-laki	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
115	Laki-laki	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
116	Perempuan	20 - 27 Tahun	Swasta	Rp 2.001.000 - Rp 3.000.000
117	Laki-laki	28 - 35 Tahun	PNS	> Rp 3.000.000
118	Laki-laki	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
119	Laki-laki	28 - 35 Tahun	Swasta	Rp 1.000.000 - Rp 2.000.000
120	Perempuan	28 - 35 Tahun	PNS	> Rp 3.000.000
121	Laki-laki	20 - 27 Tahun	Swasta	Rp 1.000.000 - Rp 2.000.000
122	Perempuan	> 35 Tahun	Swasta	Rp 2.001.000 - Rp 3.000.000
123	Laki-laki	28 - 35 Tahun	PNS	Rp 1.000.000 - Rp 2.000.000
124	Perempuan	20 - 27 Tahun	Wiraswasta	Rp 2.001.000 - Rp 3.000.000
125	Laki-laki	< 20 tahun	Mahasiswa	Rp 2.001.000 - Rp 3.000.000
126	Laki-laki	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
127	Perempuan	20 - 27 Tahun	Wiraswasta	> Rp 3.000.000
128	Perempuan	20 - 27 Tahun	Swasta	> Rp 3.000.000
129	Laki-laki	20 - 27 Tahun	Swasta	> Rp 3.000.000
130	Laki-laki	< 20 tahun	Mahasiswa	Rp 2.001.000 - Rp 3.000.000
131	Perempuan	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
132	Laki-laki	> 35 Tahun	Swasta	Rp 2.001.000 - Rp 3.000.000
133	Perempuan	28 - 35 Tahun	Swasta	> Rp 3.000.000
134	Perempuan	20 - 27 Tahun	Swasta	Rp 2.001.000 - Rp 3.000.000
135	Perempuan	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
136	Laki-laki	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
137	Laki-laki	> 35 Tahun	Swasta	Rp 2.001.000 - Rp 3.000.000
138	Perempuan	20 - 27 Tahun	Wiraswasta	> Rp 3.000.000
139	Laki-laki	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
140	Perempuan	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
141	Perempuan	20 - 27 Tahun	Swasta	Rp 1.000.000 - Rp 2.000.000
142	Perempuan	> 35 Tahun	Swasta	Rp 2.001.000 - Rp 3.000.000
143	Laki-laki	28 - 35 Tahun	Swasta	> Rp 3.000.000
144	Laki-laki	20 - 27 Tahun	Swasta	> Rp 3.000.000
145	Laki-laki	20 - 27 Tahun	PNS	Rp 1.000.000 - Rp 2.000.000

146	Perempuan	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
147	Perempuan	< 20 tahun	Wiraswasta	Rp 2.001.000 - Rp 3.000.000
148	Laki-laki	< 20 tahun	Lainnya	Rp 1.000.000 - Rp 2.000.000
149	Perempuan	< 20 tahun	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
150	Laki-laki	< 20 tahun	Mahasiswa	Rp 2.001.000 - Rp 3.000.000
151	Laki-laki	20 - 27 Tahun	Swasta	Rp 2.001.000 - Rp 3.000.000
152	Perempuan	> 35 Tahun	Wiraswasta	Rp 1.000.000 - Rp 2.000.000
153	Laki-laki	28 - 35 Tahun	PNS	> Rp 3.000.000



Identitas Responden

Frequencies

Statistics

		Jenis Kelamin	Usia	Pekerjaan	Pengeluaran Perbulan
N	Valid	153	153	153	153
	Missing	0	0	0	0

Frequency Table

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	96	62,7	62,7	62,7
	Perempuan	57	37,3	37,3	100,0
	Total	153	100,0	100,0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 20 tahun	63	41,2	41,2	41,2
	20 - 27 Tahun	42	27,5	27,5	68,6
	28 - 35 Tahun	30	19,6	19,6	88,2
	> 35 Tahun	18	11,8	11,8	100,0
	Total	153	100,0	100,0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mahasiswa	61	39,9	39,9
	Swasta	47	30,7	70,6
	Wiraswasta	20	13,1	83,7
	PNS	16	10,5	94,1
	Lainnya	9	5,9	100,0
	Total	153	100,0	100,0

Pengeluaran Perbulan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rp 1.000.000 - Rp 2.000.000	69	45,1	45,1
	Rp 2.001.000 - Rp 3.000.000	39	25,5	70,6
	> Rp 3.000.000	45	29,4	100,0
	Total	153	100,0	100,0

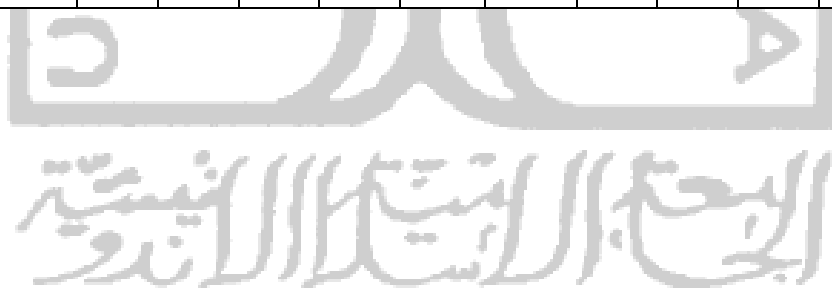
Rekapitulasi Data Penelitian

No	Nilai Utilitarian							Nilai Hedonis						
	NU1	NU2	NU3	NU4	NU5	Total	Rata2	NH1	NH2	NH3	NH4	NH5	Total	Rata2
1	3	3	3	3	4	16	3,20	3	5	4	3	3	18	3,60
2	4	5	4	5	4	22	4,40	4	4	3	5	4	20	4,00
3	3	3	1	2	3	12	2,40	3	4	3	3	3	16	3,20
4	4	4	5	5	2	20	4,00	4	5	4	5	4	22	4,40
5	3	3	2	1	3	12	2,40	3	3	3	3	3	15	3,00
6	4	4	4	4	4	20	4,00	4	4	4	5	5	22	4,40
7	3	4	5	1	1	14	2,80	4	1	1	3	5	14	2,80
8	3	3	3	2	2	13	2,60	3	4	3	4	4	18	3,60
9	3	4	4	2	2	15	3,00	3	4	4	4	4	19	3,80
10	3	3	4	3	3	16	3,20	4	3	3	3	3	16	3,20
11	3	3	4	3	3	16	3,20	5	4	5	4	4	22	4,40
12	3	3	4	2	2	14	2,80	3	4	4	3	3	17	3,40
13	4	5	4	3	3	19	3,80	3	3	3	3	3	15	3,00
14	3	3	4	3	3	16	3,20	3	2	3	4	4	16	3,20
15	4	4	4	3	3	18	3,60	4	4	3	3	3	17	3,40
16	4	3	4	3	3	17	3,40	3	3	5	3	3	17	3,40
17	3	3	4	3	3	16	3,20	5	4	4	4	4	21	4,20
18	3	4	4	4	4	19	3,80	4	3	4	3	3	17	3,40
19	4	5	4	3	4	20	4,00	3	3	3	3	3	15	3,00
20	3	3	4	3	3	16	3,20	3	3	3	3	3	15	3,00
21	4	4	4	3	2	17	3,40	3	3	4	4	4	18	3,60
22	3	4	4	4	3	18	3,60	4	4	3	3	3	17	3,40
23	3	3	4	4	4	18	3,60	4	4	5	4	4	21	4,20
24	3	3	4	3	3	16	3,20	3	3	4	3	3	16	3,20
25	3	2	4	3	3	15	3,00	3	3	4	5	4	19	3,80
26	3	4	4	3	3	17	3,40	4	5	4	5	3	21	4,20
27	3	2	4	2	2	13	2,60	4	4	4	4	4	20	4,00
28	3	4	4	3	3	17	3,40	5	4	4	3	3	19	3,80
29	3	3	4	4	4	18	3,60	4	3	3	4	5	19	3,80
30	4	4	4	4	4	20	4,00	3	5	4	4	5	21	4,20
31	4	3	4	4	4	19	3,80	3	4	3	3	4	17	3,40
32	4	4	4	3	3	18	3,60	4	4	3	3	3	17	3,40
33	3	3	4	2	2	14	2,80	3	3	3	3	3	15	3,00
34	4	4	4	3	3	18	3,60	4	4	4	4	4	20	4,00
35	4	4	4	4	4	20	4,00	4	3	4	4	4	19	3,80
36	3	3	4	3	3	16	3,20	4	4	3	3	3	17	3,40
37	4	5	4	3	3	19	3,80	3	3	5	4	4	19	3,80
38	3	3	4	3	3	16	3,20	4	4	4	3	3	18	3,60
39	4	4	4	4	4	20	4,00	4	4	4	4	4	20	4,00

40	4	4	4	4	4	20	4,00	3	3	4	3	3	16	3,20
41	4	4	4	4	4	20	4,00	4	4	4	5	5	22	4,40
42	4	4	4	4	4	20	4,00	3	3	4	4	4	18	3,60
43	5	5	4	5	4	23	4,60	5	4	4	4	4	21	4,20
44	3	2	4	3	4	16	3,20	4	3	4	5	4	20	4,00
45	3	3	4	4	3	17	3,40	5	4	4	3	3	19	3,80
46	3	3	4	4	2	16	3,20	4	3	3	3	4	17	3,40
47	3	3	4	3	3	16	3,20	3	3	3	3	3	15	3,00
48	3	3	4	3	4	17	3,40	3	3	3	3	5	17	3,40
49	5	4	4	4	4	21	4,20	4	3	3	4	5	19	3,80
50	3	3	4	5	5	20	4,00	3	4	4	5	4	20	4,00
51	3	3	4	3	3	16	3,20	4	4	3	4	4	19	3,80
52	3	4	4	4	4	19	3,80	3	3	4	3	3	16	3,20
53	3	4	4	3	3	17	3,40	5	4	2	3	3	17	3,40
54	4	4	4	4	4	20	4,00	4	3	4	4	4	19	3,80
55	4	4	4	4	4	20	4,00	4	4	4	4	3	19	3,80
56	3	3	4	3	3	16	3,20	3	3	3	3	4	16	3,20
57	4	5	4	3	3	19	3,80	4	3	4	4	3	18	3,60
58	3	3	4	3	3	16	3,20	4	4	3	3	5	19	3,80
59	4	4	4	4	4	20	4,00	4	4	5	4	5	22	4,40
60	3	3	4	4	4	18	3,60	4	5	4	3	4	20	4,00
61	4	4	4	3	3	18	3,60	4	4	4	4	4	20	4,00
62	4	4	4	3	3	18	3,60	3	3	3	3	3	15	3,00
63	3	3	4	3	3	16	3,20	5	4	4	3	3	19	3,80
64	5	4	4	4	4	21	4,20	3	3	4	4	4	18	3,60
65	3	3	4	3	3	16	3,20	4	3	3	3	3	16	3,20
66	4	5	4	4	4	21	4,20	4	4	5	4	4	21	4,20
67	3	3	4	4	4	18	3,60	3	3	4	3	3	16	3,20
68	4	4	4	3	4	19	3,80	3	4	4	4	4	19	3,80
69	3	3	4	3	3	16	3,20	3	3	3	3	3	15	3,00
70	3	3	4	3	2	15	3,00	4	4	4	4	4	20	4,00
71	3	3	4	3	3	16	3,20	3	4	4	3	3	17	3,40
72	3	4	4	4	4	19	3,80	3	3	3	3	3	15	3,00
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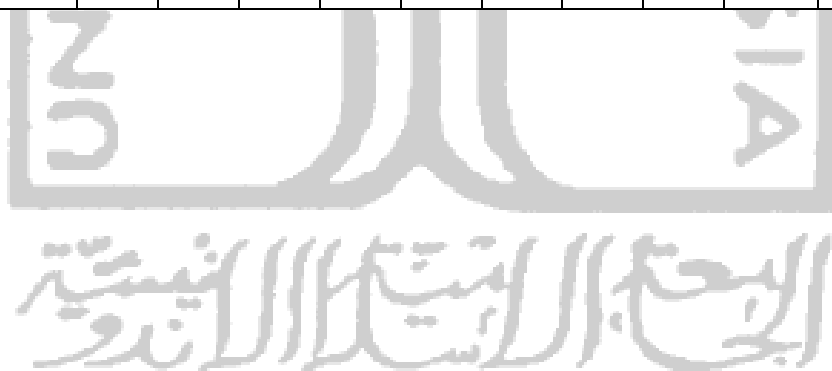


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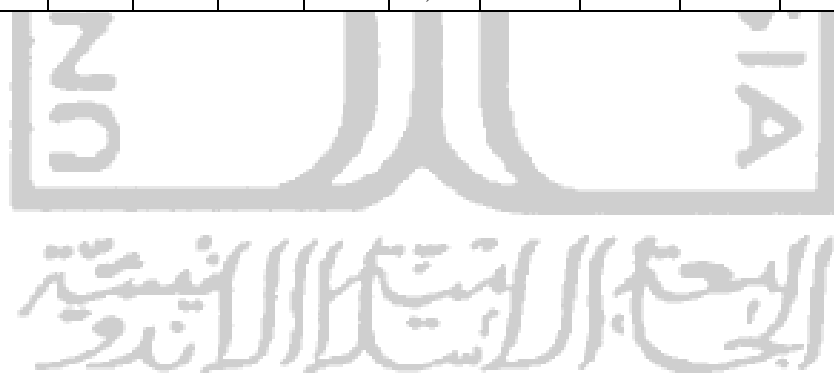


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8	3	2	3	2	10	2,50	3	3	3	3	3	15	3,00	
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13	3	4	3	3	13	3,25	3	3	3	2	2	13	2,60	
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29	3	3	3	3	12	3,00	3	3	3	3	3	15	3,00	
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31	3	3	3	3	12	3,00	3	3	3	4	4	17	3,40	
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34	3	3	3	3	12	3,00	2	2	3	3	3	13	2,60	
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37	4	4	4	4	16	4,00	3	3	3	3	4	16	3,20	
38	5	4	3	3	15	3,75	4	3	3	3	3	16	3,20	
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41	3	3	3	3	12	3,00	3	3	4	3	3	16	3,20	

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50	3	3	4	3	13	3,25	5	4	3	4	4	20	4,00
51	5	4	4	5	18	4,50	4	4	5	5	3	21	4,20
52	4	5	4	4	17	4,25	5	5	5	5	4	24	4,80
53	4	5	4	4	17	4,25	5	5	5	5	3	23	4,60
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68	4	4	4	4	16	4,00	3	4	4	3	3	17	3,40
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72	3	3	3	3	12	3,00	3	3	3	3	4	16	3,20
73	5	4	4	3	16	4,00	4	4	4	3	3	18	3,60
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75	4	3	4	3	14	3,50	3	3	3	3	3	15	3,00
76	4	4	4	5	17	4,25	3	3	3	4	4	17	3,40
77	3	3	3	3	12	3,00	4	3	4	3	3	17	3,40
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79	3	3	3	3	12	3,00	3	3	3	3	3	15	3,00
80	4	4	4	4	16	4,00	3	3	4	3	3	16	3,20
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82	3	4	3	3	13	3,25	3	3	3	4	4	17	3,40
83	3	3	3	3	12	3,00	3	3	3	3	3	15	3,00
84	3	3	4	4	14	3,50	3	3	3	3	3	15	3,00

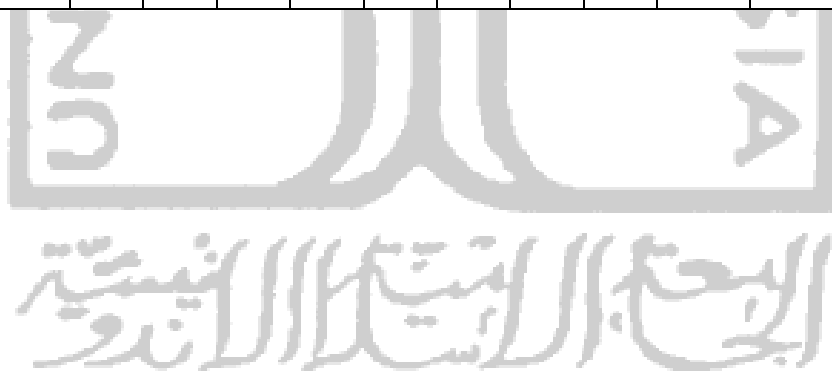
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87	3	3	3	3	12	3,00	4	4	4	4	4	20	4,00
88	3	3	4	4	14	3,50	4	4	4	5	3	20	4,00
89	3	3	3	3	12	3,00	3	3	3	3	4	16	3,20
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91	3	3	3	3	12	3,00	4	4	4	3	3	18	3,60
92	3	3	3	3	12	3,00	3	3	3	3	3	15	3,00
93	4	4	3	4	15	3,75	2	3	3	3	3	14	2,80
94	4	4	4	4	16	4,00	4	4	3	3	3	17	3,40
95	4	4	4	4	16	4,00	3	4	4	4	4	19	3,80
96	5	5	4	4	18	4,50	3	3	3	3	3	15	3,00
97	3	3	5	4	15	3,75	3	4	3	3	3	16	3,20
98	3	3	4	4	14	3,50	4	3	3	4	4	18	3,60
99	4	4	3	3	14	3,50	3	3	3	3	3	15	3,00
100	3	4	3	3	13	3,25	4	4	3	5	4	20	4,00
101	3	3	3	3	12	3,00	3	3	3	3	3	15	3,00
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103	3	3	3	3	12	3,00	3	3	3	3	3	15	3,00
104	4	4	5	5	18	4,50	3	3	3	3	3	15	3,00
105	3	3	3	3	12	3,00	3	3	4	3	3	16	3,20
106	4	3	4	4	15	3,75	3	3	3	4	4	17	3,40
107	3	4	3	4	14	3,50	4	3	3	3	3	16	3,20
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109	4	4	4	4	16	4,00	4	4	4	3	3	18	3,60
110	3	5	5	5	18	4,50	2	3	3	3	3	14	2,80
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114	4	4	3	4	15	3,75	3	3	3	3	3	15	3,00
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116	3	3	4	4	14	3,50	3	3	3	4	4	17	3,40
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118	5	4	4	4	17	4,25	4	4	4	4	4	20	4,00
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122	3	3	3	3	12	3,00	3	4	3	4	4	18	3,60
123	3	3	3	4	13	3,25	3	3	3	3	3	15	3,00
124	4	5	4	5	18	4,50	4	4	5	4	4	21	4,20
125	4	4	4	5	17	4,25	4	4	4	5	5	22	4,40
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132	3	4	5	4	16	4,00	3	4	4	3	3	17	3,40
133	4	3	4	4	15	3,75	3	3	3	3	4	16	3,20
134	3	4	4	3	14	3,50	3	4	4	3	3	17	3,40
135	3	3	3	3	12	3,00	4	4	4	3	4	19	3,80
136	4	3	4	4	15	3,75	3	4	5	5	5	22	4,40
137	3	3	4	4	14	3,50	4	4	4	4	4	20	4,00
138	3	3	3	3	12	3,00	3	3	3	3	3	15	3,00
139	4	5	4	4	17	4,25	5	4	4	4	4	21	4,20
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141	3	2	3	2	10	2,50	3	3	3	3	3	15	3,00
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143	3	3	3	4	13	3,25	4	4	4	4	4	20	4,00
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145	4	4	4	5	17	4,25	3	3	4	3	4	17	3,40
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150	3	2	3	2	10	2,50	4	4	4	4	4	20	4,00
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153	5	4	3	3	15	3,75	3	3	3	3	3	15	3,00



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44	3	3	3	3	4	4	4	3	3	3	3	36	3,27
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60	4	3	3	5	4	4	4	5	3	3	5	43	3,91
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151	4	4	4	4	4	4	4	4	3	3	3	41	3,73
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153	4	4	5	4	4	4	5	4	4	4	4	46	4,18



Deskripsi Variabel Penelitian

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
NU1	153	2	5	3,47	,586
NU2	153	2	5	3,56	,697
NU3	153	1	5	3,97	,333
NU4	153	1	5	3,43	,759
NU5	153	1	5	3,39	,728
NilaiUtilitarian	153	2,40	4,80	3,56	,433
Valid N (listwise)	153				

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
NH1	153	3	5	3,61	,651
NH2	153	1	5	3,57	,714
NH3	153	1	5	3,59	,663
NH4	153	2	5	3,65	,691
NH5	153	2	5	3,73	,716
NilaiHedonis	153	2,4	4,6	3,63	,459
Valid N (listwise)	153				

Descriptives

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PM1	153	1	5	3,48	,699
PM2	153	1	5	3,40	,691
PM3	153	1	5	3,44	,759
PM4	153	1	5	3,35	,721
PM5	153	1	5	3,52	,680
PM6	153	1	5	3,53	,735
PM7	153	1	5	3,58	,784
PM8	153	1	5	3,49	,770
PM9	153	1	5	3,54	,717
PM10	153	1	5	3,57	,809
PM11	153	1	5	3,46	,707
PengalamanMerek	153	1,00	5,00	3,44	,587
Valid N (listwise)	153				

Descriptives

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
KM1	153	2	5	3,55	,658
KM2	153	1	5	3,53	,735
KM3	153	1	5	3,48	,735
KM4	153	1	5	3,64	,783
KeterikatanMerek	153	2,25	4,75	3,55	,544
Valid N (listwise)	153				

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
KPM1	153	1	5	3,33	,698
KPM2	153	2	5	3,40	,652
KPM3	153	2	5	3,50	,689
KPM4	153	2	5	3,42	,741
KPM5	153	2	5	3,38	,618
KepercayaanMerek	153	2,60	5,00	3,41	,509
Valid N (listwise)	153				

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
EP1	153	2	5	3,58	,722
EP2	153	1	5	3,44	,777
EP3	153	2	5	3,53	,679
EP4	153	3	5	3,70	,689
EP5	153	2	5	3,73	,754
EP6	153	2	5	3,60	,682
EP7	153	2	5	3,66	,640
EP8	153	3	5	3,76	,676
EP9	153	2	5	3,55	,725
EP10	153	2	5	3,51	,597
EP11	153	3	5	3,65	,621
EkuitasPelanggan	153	2,73	5,00	3,61	,506
Valid N (listwise)	153				

Uji Validitas dan Reliabilitas

Correlations

Correlations		NilaiUtilitarian
NU1	Pearson Correlation	,743
	Sig. (2-tailed)	,000
	N	153
NU2	Pearson Correlation	,700**
	Sig. (2-tailed)	,000
	N	153
NU3	Pearson Correlation	,311
	Sig. (2-tailed)	,000
	N	153
NU4	Pearson Correlation	,817**
	Sig. (2-tailed)	,000
	N	153
NU5	Pearson Correlation	,714**
	Sig. (2-tailed)	,000
	N	153
NilaiUtilitarian	Pearson Correlation	1**
	Sig. (2-tailed)	
	N	153

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

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	153	100,0
	Excluded ^a	0	,0
	Total	153	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,705	5

Correlations

Correlations

		NilaiHedonis
NH1	Pearson Correlation	,565
	Sig. (2-tailed)	,000
	N	153
NH2	Pearson Correlation	,651**
	Sig. (2-tailed)	,000
	N	153
NH3	Pearson Correlation	,690**
	Sig. (2-tailed)	,000
	N	153
NH4	Pearson Correlation	,801**
	Sig. (2-tailed)	,000
	N	153
NH5	Pearson Correlation	,633
	Sig. (2-tailed)	,000
	N	153
NilaiHedonis	Pearson Correlation	1**
	Sig. (2-tailed)	
	N	153

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

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	153	100,0
	Excluded ^a	0	,0
	Total	153	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,690	5

Correlations

		PengalamanMerek
PM1	Pearson Correlation	,769**
	Sig. (2-tailed)	,000
	N	153
PM2	Pearson Correlation	,821
	Sig. (2-tailed)	,000
	N	153
PM3	Pearson Correlation	,819**
	Sig. (2-tailed)	,000
	N	153
PM4	Pearson Correlation	,789**
	Sig. (2-tailed)	,000
	N	153
PM5	Pearson Correlation	,731**
	Sig. (2-tailed)	,000
	N	153
PM6	Pearson Correlation	,685**
	Sig. (2-tailed)	,000
	N	153
PM7	Pearson Correlation	,633**
	Sig. (2-tailed)	,000
	N	153
PM8	Pearson Correlation	,679**
	Sig. (2-tailed)	,000
	N	153
PM9	Pearson Correlation	,679**
	Sig. (2-tailed)	,000
	N	153
PM10	Pearson Correlation	,664**
	Sig. (2-tailed)	,000
	N	153
PM11	Pearson Correlation	,706**
	Sig. (2-tailed)	,000
	N	153
PengalamanMerek	Pearson Correlation	1**
	Sig. (2-tailed)	
	N	153

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

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

البحر الاستاذة الانميّة

Reliability

Scale: ALL VARIABLES

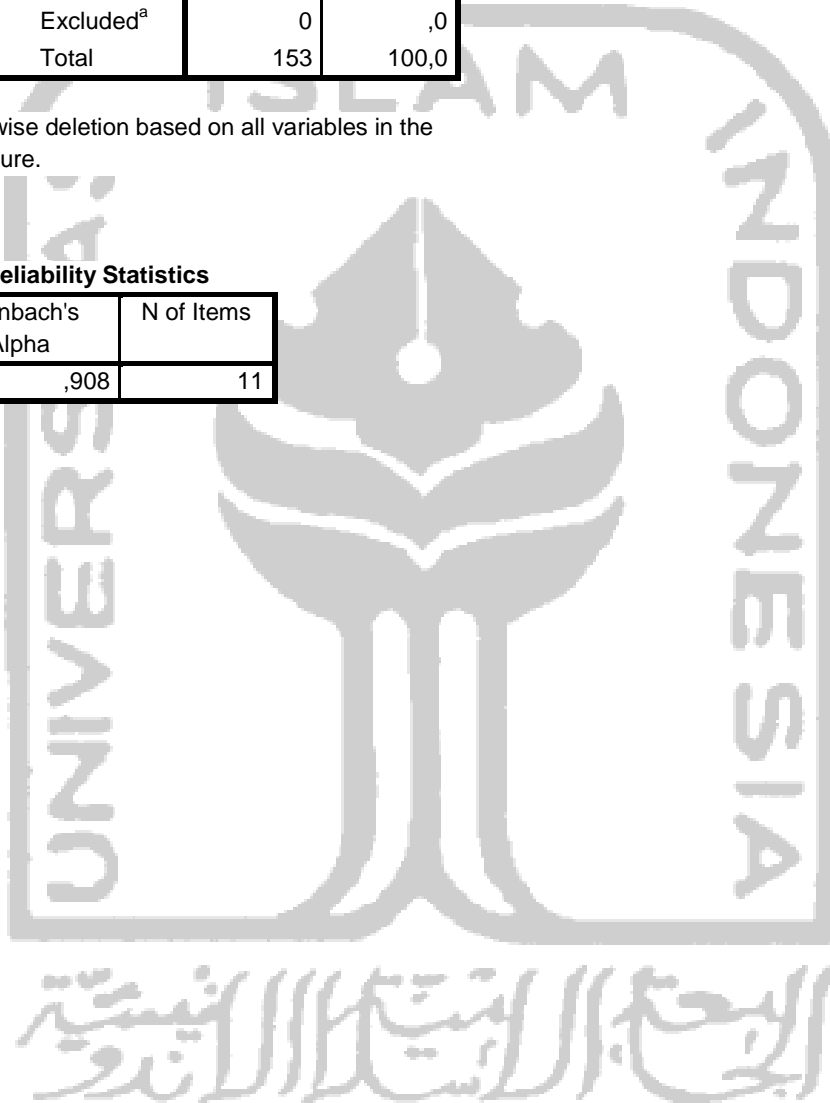
Case Processing Summary

		N	%
Cases	Valid	153	100,0
	Excluded ^a	0	,0
	Total	153	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,908	11



Correlations

Correlations		KeterikatanMerek
KM1	Pearson Correlation	,671 ^{**}
	Sig. (2-tailed)	,000
	N	153
KM2	Pearson Correlation	,826 ^{**}
	Sig. (2-tailed)	,000
	N	153
KM3	Pearson Correlation	,675 ^{**}
	Sig. (2-tailed)	,000
	N	153
KM4	Pearson Correlation	,804 ^{**}
	Sig. (2-tailed)	,000
	N	153
KeterikatanMerek	Pearson Correlation	1 ^{**}
	Sig. (2-tailed)	
	N	153

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

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	153	100,0
	Excluded ^a	0	,0
	Total	153	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,733	4

Correlations

Correlations

		KepercayaanMerek
KPM1	Pearson Correlation	,694
	Sig. (2-tailed)	,000
	N	153
KPM2	Pearson Correlation	,785**
	Sig. (2-tailed)	,000
	N	153
KPM3	Pearson Correlation	,778**
	Sig. (2-tailed)	,000
	N	153
KPM4	Pearson Correlation	,837**
	Sig. (2-tailed)	,000
	N	153
KPM5	Pearson Correlation	,636**
	Sig. (2-tailed)	,000
	N	153
KepercayaanMerek	Pearson Correlation	1**
	Sig. (2-tailed)	
	N	153

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	153	100,0
	Excluded ^a	0	,0
	Total	153	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,803	5

Correlations

		EkuitasPelanggan
EP1	Pearson Correlation	,732**

	Sig. (2-tailed)	,000
	N	153
EP2	Pearson Correlation	,777
	Sig. (2-tailed)	,000
	N	153
EP3	Pearson Correlation	,855**
	Sig. (2-tailed)	,000
	N	153
EP4	Pearson Correlation	,764**
	Sig. (2-tailed)	,000
	N	153
EP5	Pearson Correlation	,656**
	Sig. (2-tailed)	,000
	N	153
EP6	Pearson Correlation	,711**
	Sig. (2-tailed)	,000
	N	153
EP7	Pearson Correlation	,736**
	Sig. (2-tailed)	,000
	N	153
EP8	Pearson Correlation	,757**
	Sig. (2-tailed)	,000
	N	153
EP9	Pearson Correlation	,680**
	Sig. (2-tailed)	,000
	N	153
EP10	Pearson Correlation	,760**
	Sig. (2-tailed)	,000
	N	153
EP11	Pearson Correlation	,663**
	Sig. (2-tailed)	,000
	N	153
EkuitasPelanggan	Pearson Correlation	1**
	Sig. (2-tailed)	
	N	153

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

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

الجامعة الإسلامية
الاستاذة الأندلسية

Reliability

Scale: ALL VARIABLES

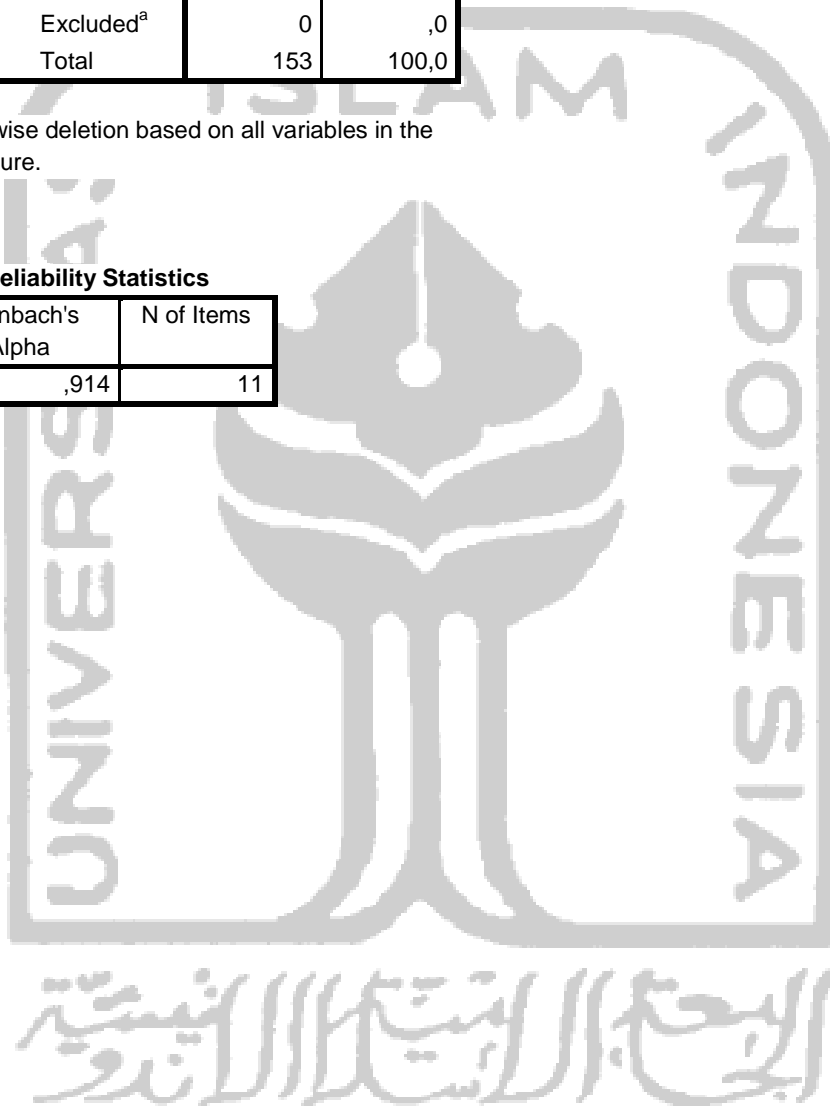
Case Processing Summary

		N	%
Cases	Valid	153	100,0
	Excluded ^a	0	,0
	Total	153	100,0

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

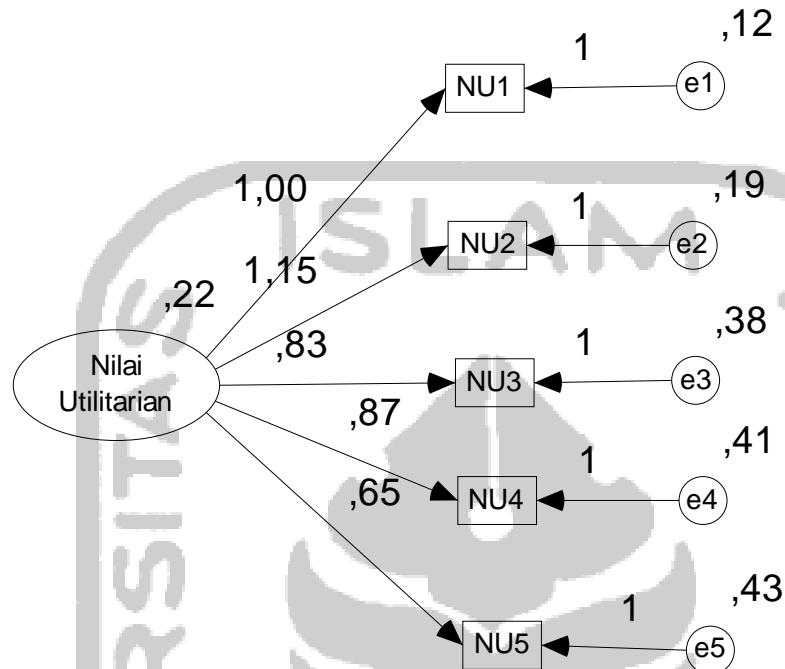
Reliability Statistics

Cronbach's Alpha	N of Items
,914	11



Analisis Model Pengukuran

A. Nilai Utilitarian



Analysis Summary

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P	Label
NU1 <---	Nilai_Utilitarian	1,000				
NU2 <---	Nilai_Utilitarian	1,155	,125	9,274	***	par_1
NU3 <---	Nilai_Utilitarian	,830	,158	5,261	***	par_2
NU4 <---	Nilai_Utilitarian	,866	,174	4,971	***	par_3
NU5 <---	Nilai_Utilitarian	,655	,162	4,034	***	par_4

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

	Estimate
NU1 <--- Nilai_Utilitarian	,805
NU2 <--- Nilai_Utilitarian	,781
NU3 <--- Nilai_Utilitarian	,532
NU4 <--- Nilai_Utilitarian	,538
NU5 <--- Nilai_Utilitarian	,424

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Nilai_Utilitarian	,221	,043	5,106	***	par_5
e1	,120	,027	4,479	***	par_6
e2	,188	,038	4,903	***	par_7
e3	,385	,051	7,532	***	par_8
e4	,407	,059	6,946	***	par_9
e5	,431	,055	7,774	***	par_10

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
NU5	,180
NU4	,289
NU3	,283
NU2	,610
NU1	,647

Model Fit Summary**CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	10	102,174	5	,000	1,435
Saturated model	15	,000	0		
Independence model	5	279,417	10	,000	27,942

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,075	,902	,907	,867
Saturated model	,000	1,000		
Independence model	,174	,568	,352	,379

Baseline Comparisons

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	,634	,269	,846	,929	,939
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,500	,317	,320
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	97,174	67,965	133,815
Saturated model	,000	,000	,000
Independence model	269,417	218,583	327,677

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	,672	,639	,447	,880
Saturated model	,000	,000	,000	,000
Independence model	1,838	1,772	1,438	2,156

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,058	,299	,420	,000
Independence model	,421	,379	,464	,000

AIC

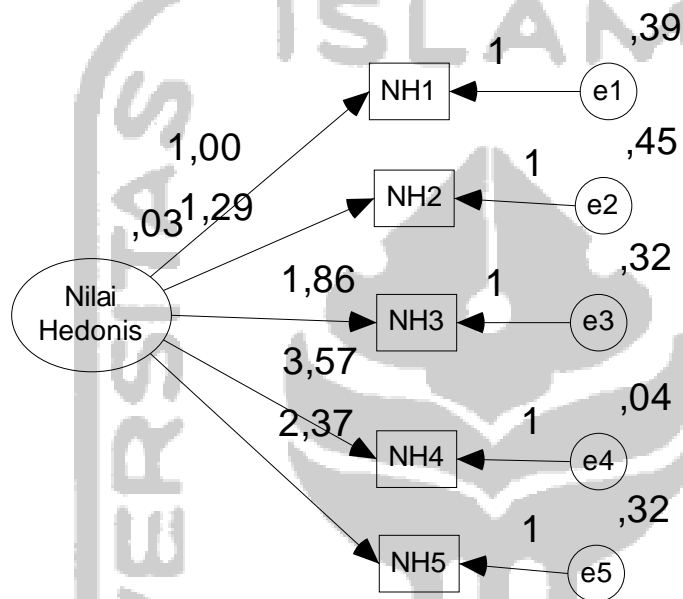
Model	AIC	BCC	BIC	CAIC
Default model	122,174	122,996	152,478	162,478
Saturated model	30,000	31,233	75,457	90,457
Independence model	289,417	289,828	304,569	309,569

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	,804	,612	1,045	,809
Saturated model	,197	,197	,197	,205
Independence model	1,904	1,570	2,287	1,907

HOELTER

Model	HOELTER	HOELTER
	.05	.01
Default model	17	23
Independence model	10	13

B. Nilai Hedonis**Analysis Summary****Estimates (Group number 1 - Default model)****Scalar Estimates (Group number 1 - Default model)****Maximum Likelihood Estimates****Regression Weights: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
NH1 <--- Nilai_Hedonis	1,000				
NH2 <--- Nilai_Hedonis	1,288	,473	2,725	,006	par_1
NH3 <--- Nilai_Hedonis	1,860	,590	3,153	,002	par_2
NH4 <--- Nilai_Hedonis	3,571	1,159	3,082	,002	par_3
NH5 <--- Nilai_Hedonis	2,367	,734	3,226	,001	par_4

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

	Estimate
NH1 <--- Nilai_Hedonis	,285
NH2 <--- Nilai_Hedonis	,334
NH3 <--- Nilai_Hedonis	,520
NH4 <--- Nilai_Hedonis	,958
NH5 <--- Nilai_Hedonis	,613

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Nilai_Hedonis	,034	,021	1,647	,100	par_5
e1	,387	,045	8,575	***	par_6
e2	,450	,054	8,390	***	par_7
e4	,039	,057	,695	,487	par_8
e5	,319	,041	7,826	***	par_9
e3	,319	,041	7,830	***	par_10

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
NH5	,375
NH4	,917
NH3	,270
NH2	,112
NH1	,081

Model Fit Summary**CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	10	31,470	5	,000	1,294
Saturated model	15	,000	0		
Independence model	5	167,485	10	,000	16,748

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,045	,925	,940	,808
Saturated model	,000	1,000		
Independence model	,132	,680	,520	,453

Baseline Comparisons

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	,812	,624	,837	,964	,932
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,500	,406	,416
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	26,470	12,362	48,068
Saturated model	,000	,000	,000
Independence model	157,485	119,206	203,203

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	,207	,174	,081	,316
Saturated model	,000	,000	,000	,000
Independence model	1,102	1,036	,784	1,337

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,067	,128	,251	,000
Independence model	,322	,280	,366	,000

AIC

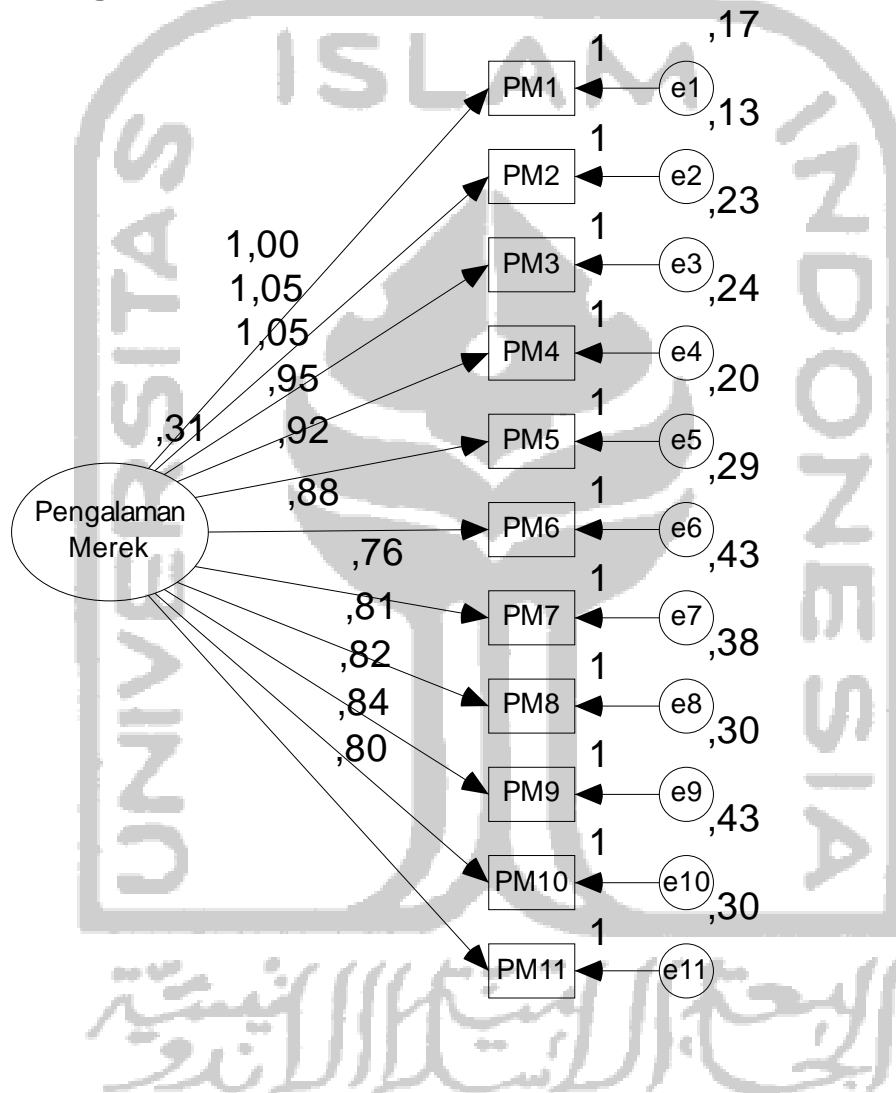
Model	AIC	BCC	BIC	CAIC
Default model	51,470	52,292	81,775	91,775
Saturated model	30,000	31,233	75,457	90,457
Independence model	177,485	177,896	192,637	197,637

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	,339	,246	,481	,344
Saturated model	,197	,197	,197	,205
Independence model	1,168	,916	1,468	1,170

HOELTER

Model	HOELTER	HOELTER
	.05	.01
Default model	54	73
Independence model	17	22

C. Pengalaman Merek

Analysis Summary**Estimates (Group number 1 - Default model)****Scalar Estimates (Group number 1 - Default model)****Maximum Likelihood Estimates****Regression Weights: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
PM1 <--- Pengalaman_Merek	1,000				
PM2 <--- Pengalaman_Merek	1,048	,088	11,961	***	
PM3 <--- Pengalaman_Merek	1,045	,099	10,505	***	
PM4 <--- Pengalaman_Merek	,946	,096	9,878	***	
PM5 <--- Pengalaman_Merek	,915	,090	10,212	***	
PM6 <--- Pengalaman_Merek	,884	,100	8,859	***	
PM7 <--- Pengalaman_Merek	,757	,111	6,837	***	
PM8 <--- Pengalaman_Merek	,814	,107	7,585	***	
PM9 <--- Pengalaman_Merek	,824	,098	8,380	***	
PM10 <--- Pengalaman_Merek	,843	,113	7,464	***	
PM11 <--- Pengalaman_Merek	,803	,097	8,253	***	

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

	Estimate
PM1 <--- Pengalaman_Merek	,802
PM2 <--- Pengalaman_Merek	,849
PM3 <--- Pengalaman_Merek	,771
PM4 <--- Pengalaman_Merek	,735
PM5 <--- Pengalaman_Merek	,754
PM6 <--- Pengalaman_Merek	,674
PM7 <--- Pengalaman_Merek	,541
PM8 <--- Pengalaman_Merek	,592
PM9 <--- Pengalaman_Merek	,644
PM10 <--- Pengalaman_Merek	,584
PM11 <--- Pengalaman_Merek	,636

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Pengalaman_Merek	,312	,053	5,840	***	
e1	,173	,023	7,398	***	
e2	,132	,019	6,822	***	
e3	,232	,030	7,647	***	
e4	,237	,030	7,860	***	
e5	,198	,025	7,753	***	
e6	,293	,036	8,112	***	

	Estimate	S.E.	C.R.	P	Label
e7	,432	,051	8,418	***	
e8	,383	,046	8,326	***	
e9	,299	,036	8,203	***	
e10	,429	,051	8,342	***	
e11	,296	,036	8,225	***	

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
PM11	,404
PM10	,341
PM9	,415
PM8	,351
PM7	,293
PM6	,454
PM5	,569
PM4	,541
PM3	,594
PM2	,721
PM1	,643

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	22	809,873	44	,000	1,406
Saturated model	66	,000	0		
Independence model	11	1587,540	55	,000	28,864

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,067	,904	,902	,896
Saturated model	,000	1,000		
Independence model	,243	,284	,141	,236

Baseline Comparisons

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	,490	,362	,504	,935	,950
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,800	,392	,400
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	765,873	677,206	861,961
Saturated model	,000	,000	,000
Independence model	1532,540	1406,250	1666,207

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	5,328	5,039	4,455	5,671
Saturated model	,000	,000	,000	,000
Independence model	10,444	10,082	9,252	10,962

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,038	,318	,359	,000
Independence model	,428	,410	,446	,000

AIC

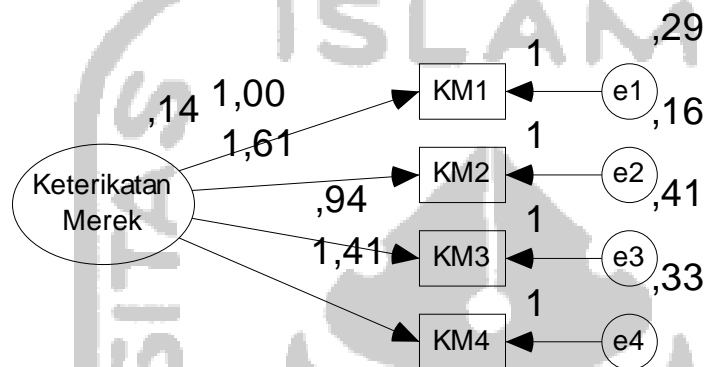
Model	AIC	BCC	BIC	CAIC
Default model	853,873	857,645	920,543	942,543
Saturated model	132,000	143,314	332,009	398,009
Independence model	1609,540	1611,426	1642,875	1653,875

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	5,618	5,034	6,250	5,642
Saturated model	,868	,868	,868	,943
Independence model	10,589	9,758	11,468	10,601

HOELTER

Model	HOELTER	HOELTER
	.05	.01
Default model	12	13
Independence model	8	8

D. Keterikatan Merek**Scalar Estimates (Group number 1 - Default model)****Maximum Likelihood Estimates****Regression Weights: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
KM1 <--- Keterikatan_Merek	1,000				
KM2 <--- Keterikatan_Merek	1,612	,270	5,961	***	
KM3 <--- Keterikatan_Merek	,941	,200	4,693	***	
KM4 <--- Keterikatan_Merek	1,406	,238	5,898	***	

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

	Estimate
KM1 <--- Keterikatan_Merek	,577
KM2 <--- Keterikatan_Merek	,833
KM3 <--- Keterikatan_Merek	,486
KM4 <--- Keterikatan_Merek	,682

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Keterikatan_Merek	,143	,042	3,424	***	
e1	,287	,039	7,462	***	
e2	,165	,049	3,342	***	
e3	,410	,051	7,978	***	
e4	,326	,052	6,274	***	

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
KM4	,465
KM3	,236
KM2	,693
KM1	,333

Model Fit Summary**CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	8	7,590	2	,022	1,795
Saturated model	10	,000	0		
Independence model	4	141,989	6	,000	23,665

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,024	,976	,879	,195
Saturated model	,000	1,000		
Independence model	,175	,651	,418	,390

Baseline Comparisons

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	,947	,840	,960	,877	,959
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,333	,316	,320
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	5,590	,574	18,085
Saturated model	,000	,000	,000
Independence model	135,989	100,850	178,557

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	,050	,037	,004	,119
Saturated model	,000	,000	,000	,000
Independence model	,934	,895	,663	1,175

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,036	,043	,244	,060
Independence model	,386	,333	,442	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	23,590	24,134	47,834	55,834
Saturated model	20,000	20,680	50,304	60,304
Independence model	149,989	150,261	162,110	166,110

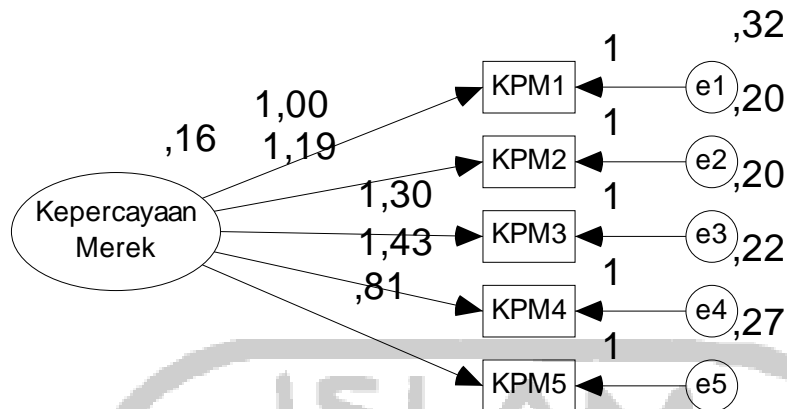
ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	,155	,122	,237	,159
Saturated model	,132	,132	,132	,136
Independence model	,987	,756	1,267	,989

HOELTER

Model	HOELTER	HOELTER
	.05	.01
Default model	120	185
Independence model	14	18

E. Kepercayaan Merek



Analysis Summary

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
KPM1 <--- Kepercayaan_Merek	1,000				
KPM2 <--- Kepercayaan_Merek	1,189	,181	6,550	***	par_1
KPM3 <--- Kepercayaan_Merek	1,301	,204	6,370	***	par_2
KPM4 <--- Kepercayaan_Merek	1,428	,249	5,735	***	par_3
KPM5 <--- Kepercayaan_Merek	,810	,185	4,373	***	par_4

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

	Estimate
KPM1 <--- Kepercayaan_Merek	,575
KPM2 <--- Kepercayaan_Merek	,731
KPM3 <--- Kepercayaan_Merek	,756
KPM4 <--- Kepercayaan_Merek	,773
KPM5 <--- Kepercayaan_Merek	,526

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Kepercayaan_Merek	,160	,046	3,448	***	par_5
e1	,324	,043	7,574	***	par_6
e2	,197	,036	5,418	***	par_7
e3	,202	,035	5,753	***	par_8
e4	,219	,048	4,545	***	par_9
e5	,274	,038	7,135	***	par_10

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
KPM5	,276
KPM4	,598

	Estimate
KPM3	,572
KPM2	,534
KPM1	,330

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	10	63,708	5	,000	1,742
Saturated model	15	,000	0		
Independence model	5	288,907	10	,000	28,891

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,039	,901	,902	,887
Saturated model	,000	1,000		
Independence model	,179	,532	,298	,355

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,779	,559	,793	,957	,950
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,500	,390	,395
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	58,708	36,592	88,272
Saturated model	,000	,000	,000
Independence model	278,907	227,137	338,099

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	,419	,386	,241	,581
Saturated model	,000	,000	,000	,000
Independence model	1,901	1,835	1,494	2,224

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,078	,219	,341	,000
Independence model	,428	,387	,472	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	83,708	84,530	114,012	124,012
Saturated model	30,000	31,233	75,457	90,457
Independence model	298,907	299,318	314,059	319,059

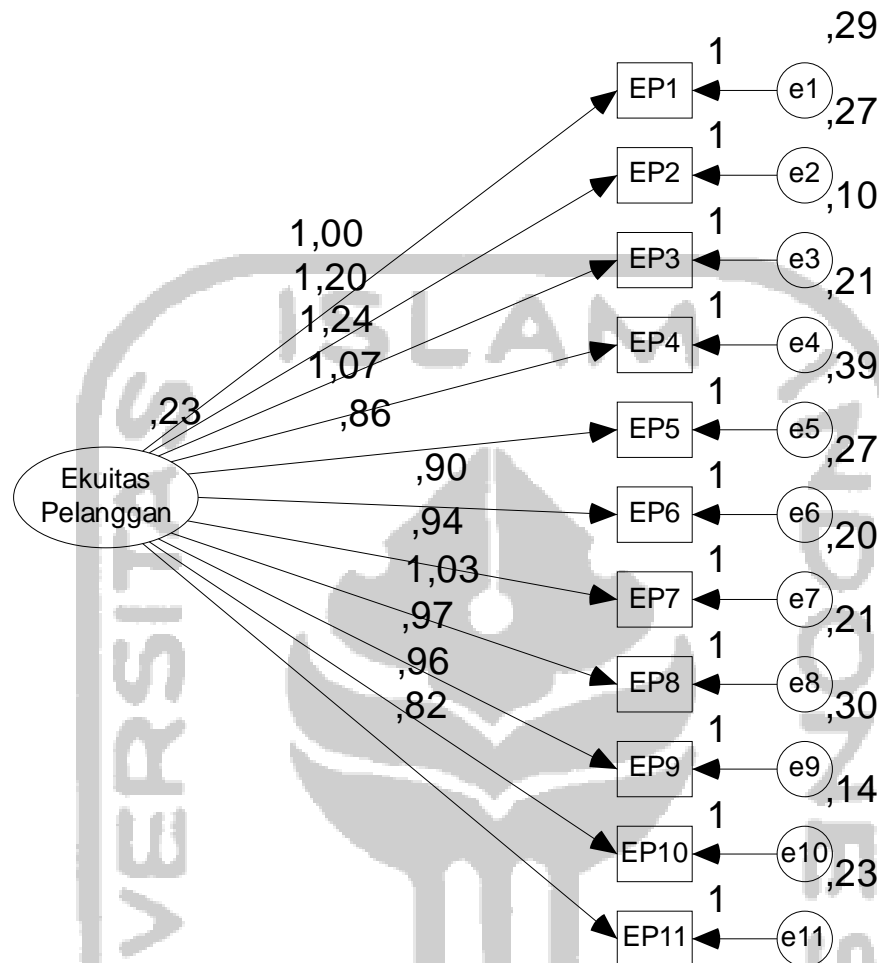
ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	,551	,405	,745	,556
Saturated model	,197	,197	,197	,205
Independence model	1,966	1,626	2,356	1,969

HOELTER

Model	HOELTER	HOELTER
	.05	.01
Default model	27	36
Independence model	10	13

F. Ekuitas Pelanggan



Analysis Summary

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P	Label
EP1	<--- Ekuitas_Pelanggan	1,000				
EP2	<--- Ekuitas_Pelanggan	1,195	,144	8,285	***	par_1
EP3	<--- Ekuitas_Pelanggan	1,243	,131	9,483	***	par_2
EP4	<--- Ekuitas_Pelanggan	1,068	,132	8,071	***	par_3
EP5	<--- Ekuitas_Pelanggan	,858	,134	6,389	***	par_4
EP6	<--- Ekuitas_Pelanggan	,900	,126	7,168	***	par_5
EP7	<--- Ekuitas_Pelanggan	,936	,120	7,773	***	par_6
EP8	<--- Ekuitas_Pelanggan	1,026	,130	7,921	***	par_7
EP9	<--- Ekuitas_Pelanggan	,975	,135	7,246	***	par_8
EP10	<--- Ekuitas_Pelanggan	,959	,114	8,425	***	par_9

	Estimate	S.E.	C.R.	P	Label
EP11 <--- Ekuitas_Pelanggan	,819	,118	6,951	***	par_10

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

	Estimate
EP1 <--- Ekuitas_Pelanggan	,668
EP2 <--- Ekuitas_Pelanggan	,742
EP3 <--- Ekuitas_Pelanggan	,883
EP4 <--- Ekuitas_Pelanggan	,748
EP5 <--- Ekuitas_Pelanggan	,549
EP6 <--- Ekuitas_Pelanggan	,637
EP7 <--- Ekuitas_Pelanggan	,705
EP8 <--- Ekuitas_Pelanggan	,732
EP9 <--- Ekuitas_Pelanggan	,649
EP10 <--- Ekuitas_Pelanggan	,774
EP11 <--- Ekuitas_Pelanggan	,636

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Ekuitas_Pelanggan	,231	,051	4,520	***	par_11
e1	,287	,035	8,109	***	par_12
e2	,269	,035	7,748	***	par_13
e3	,101	,017	5,989	***	par_14
e4	,208	,028	7,348	***	par_15
e5	,395	,047	8,328	***	par_16
e6	,275	,034	8,103	***	par_17
e7	,205	,026	7,920	***	par_18
e8	,211	,028	7,481	***	par_19
e9	,302	,037	8,108	***	par_20
e10	,142	,019	7,406	***	par_21
e11	,228	,029	7,939	***	par_22

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
EP11	,404
EP10	,600
EP9	,421
EP8	,535
EP7	,497
EP6	,405
EP5	,301
EP4	,559

	Estimate
EP3	,780
EP2	,551
EP1	,446

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	22	806,017	44	,000	1,319
Saturated model	66	,000	0		
Independence model	11	1626,251	55	,000	29,568

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,058	,919	,934	,893
Saturated model	,000	1,000		
Independence model	,222	,271	,125	,226

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,504	,380	,518	,904	,915
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,800	,403	,412
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	762,017	673,577	857,878
Saturated model	,000	,000	,000
Independence model	1571,251	1443,355	1706,519

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	5,303	5,013	4,431	5,644
Saturated model	,000	,000	,000	,000
Independence model	10,699	10,337	9,496	11,227

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,038	,317	,358	,000
Independence model	,434	,416	,452	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	850,017	853,789	916,687	938,687
Saturated model	132,000	143,314	332,009	398,009
Independence model	1648,251	1650,137	1681,586	1692,586

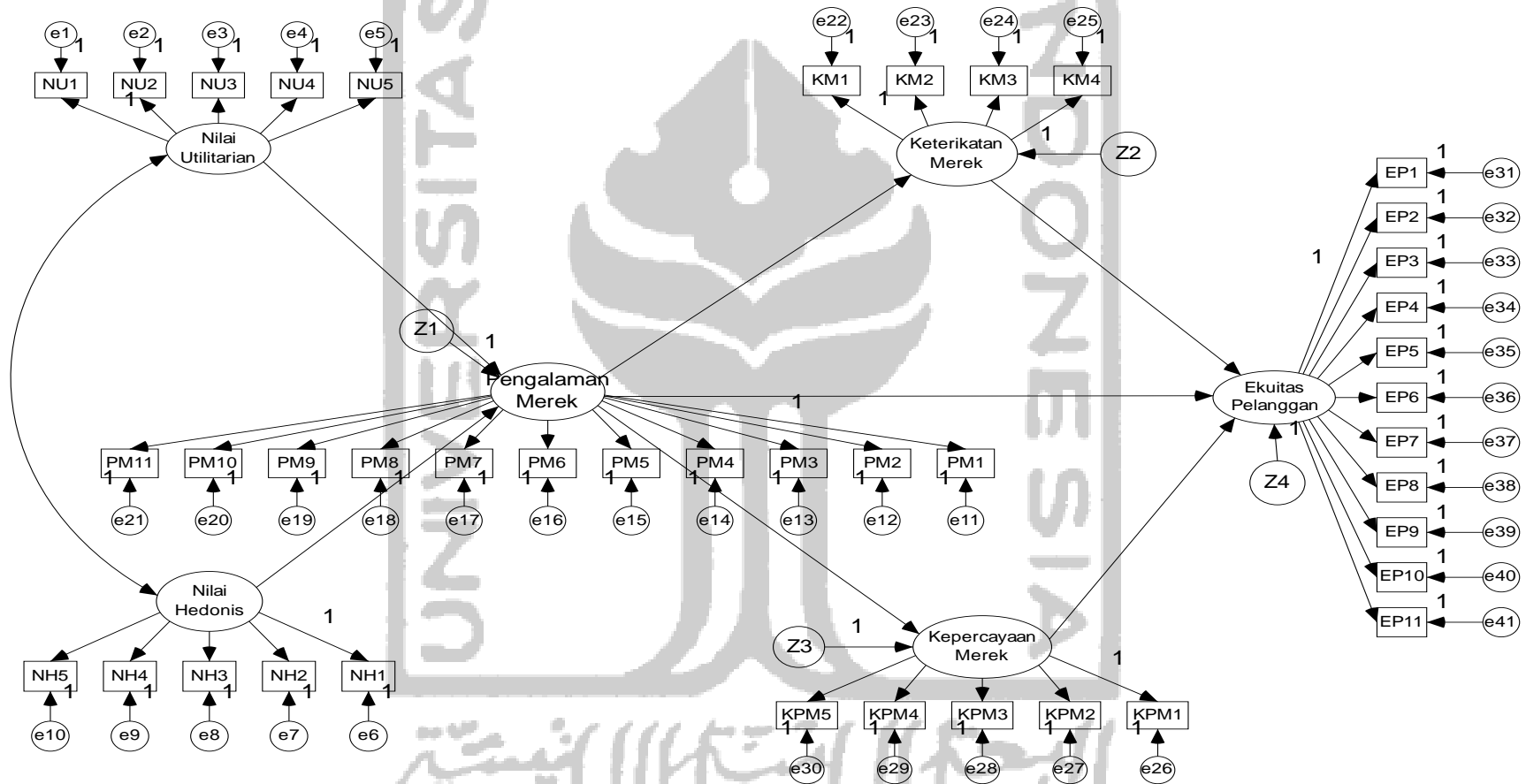
ECVI

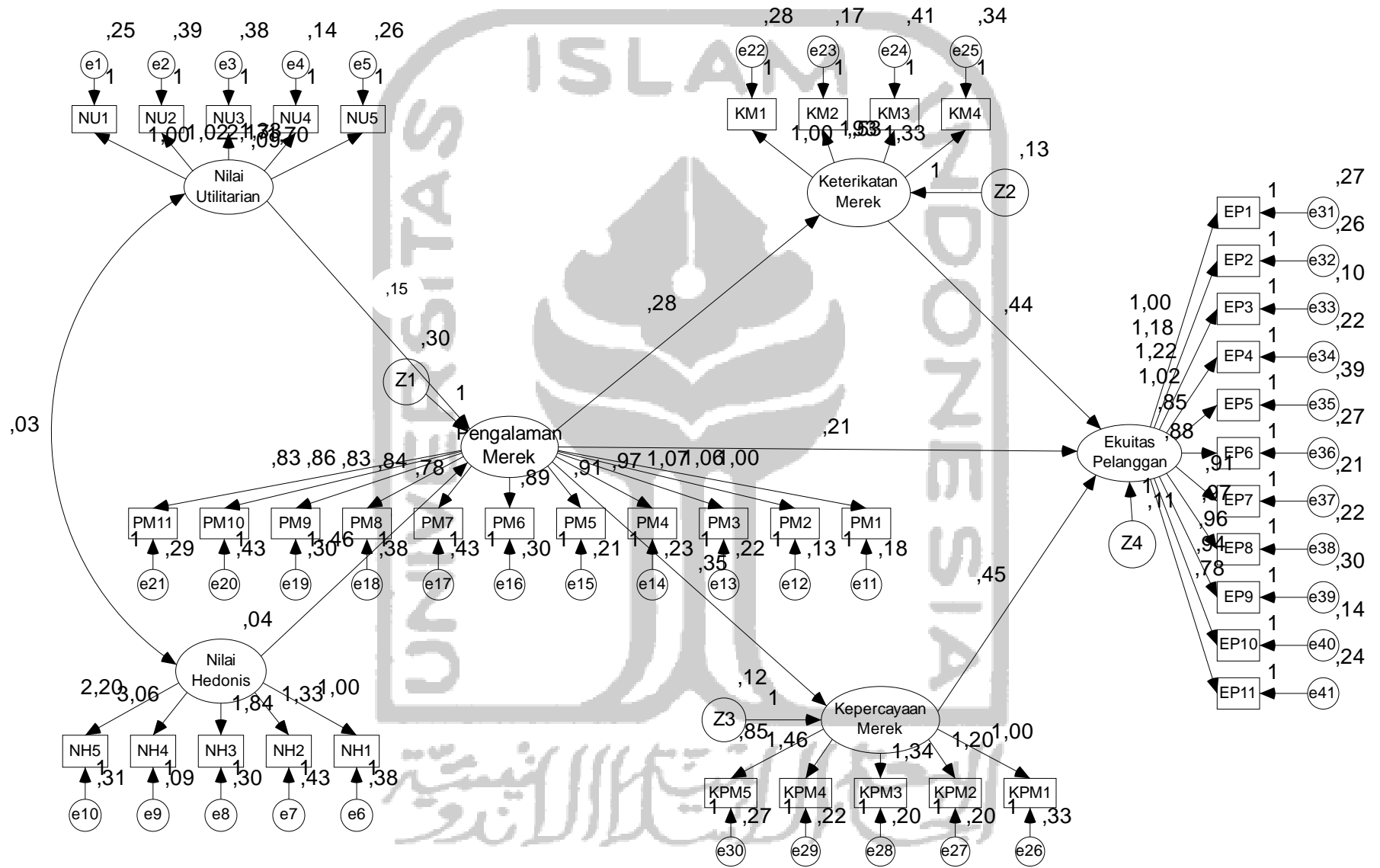
Model	ECVI	LO 90	HI 90	MECVI
Default model	5,592	5,010	6,223	5,617
Saturated model	,868	,868	,868	,943
Independence model	10,844	10,002	11,734	10,856

HOELTER

Model	HOELTER	HOELTER
	.05	.01
Default model	12	13
Independence model	7	8

Hasil Analisis SEM AMOS





Analysis Summary

Notes for Group (Group number 1)

The model is recursive.

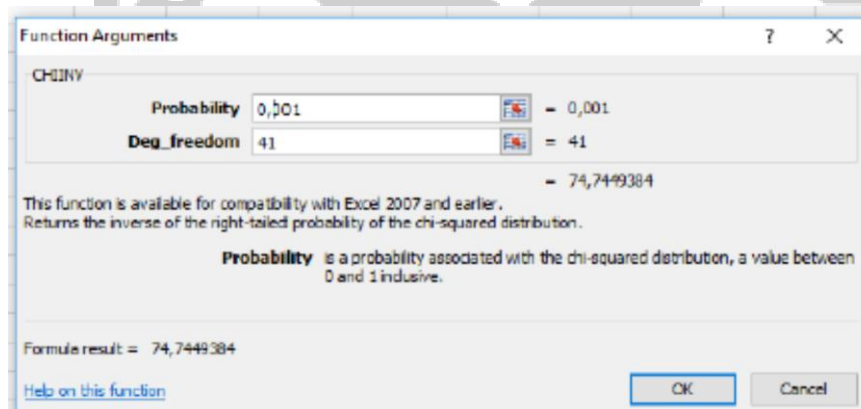
Sample size = 153

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
EP11	3,000	5,000	,394	1,989	-,669	-1,689
EP10	2,000	5,000	,520	2,424	-,458	-1,156
EP9	2,000	5,000	,400	2,022	-,389	-,983
EP8	3,000	5,000	,322	1,624	-,828	-2,091
EP7	2,000	5,000	,290	1,467	-,540	-1,362
EP6	2,000	5,000	,317	1,601	-,427	-1,077
EP5	2,000	5,000	,313	1,583	-,864	-2,180
EP4	3,000	5,000	,469	2,369	-,839	-2,118
EP3	2,000	5,000	,778	1,929	-,359	-,907
EP2	1,000	5,000	,228	1,151	,532	1,344
EP1	2,000	5,000	,607	2,067	-,561	-1,416
KPM5	2,000	5,000	,719	2,631	,267	,674
KPM4	2,000	5,000	,893	2,511	,042	,107
KPM3	2,000	5,000	,918	1,636	-,211	-,533
KPM2	2,000	5,000	,664	2,355	,178	,449
KPM1	1,000	5,000	,142	,720	1,191	2,007
KM4	1,000	5,000	,064	,323	-,098	-,248
KM3	1,000	5,000	-,541	-2,431	1,829	2,418
KM2	1,000	5,000	,098	,493	,232	,586
KM1	2,000	5,000	,513	2,489	-,382	-,965
PM11	1,000	5,000	-,040	-,204	1,012	2,455
PM10	1,000	5,000	,038	-,194	-,144	-,364
PM9	1,000	5,000	,304	1,535	,278	,702
PM8	1,000	5,000	-,313	-1,583	,958	2,420
PM7	1,000	5,000	,079	,398	-,041	-,103
PM6	1,000	5,000	,197	,997	,216	,545
PM5	1,000	5,000	,319	1,612	,491	1,239
PM4	1,000	5,000	-,323	-1,631	1,186	2,493
PM3	1,000	5,000	,075	,380	,141	,357
PM2	1,000	5,000	,247	1,247	,594	1,500

Variable	min	max	skew	c.r.	kurtosis	c.r.
PM1	1,000	5,000	,546	2,459	,502	1,267
NH5	2,000	5,000	,335	1,692	-,823	-2,078
NH4	2,000	5,000	,457	2,305	-,676	-1,706
NH3	1,000	5,000	-,012	-,059	,597	1,507
NH2	1,000	5,000	-,025	-,127	,354	,893
NH1	3,000	5,000	,599	2,026	-,636	-1,605
NU5	1,000	5,000	-,238	-1,203	,117	,296
NU4	1,000	5,000	,007	,034	,599	1,512
NU3	1,000	5,000	,002	,010	,248	,626
NU2	2,000	5,000	,387	1,952	-,364	-,918
NU1	2,000	5,000	,607	2,067	-,383	-,966
Multivariate					11,633	2,042

Uji Outliers



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

Observation number	Mahalanobis d-squared	p1	p2
49	70,647	,002	,004
17	70,280	,003	,005
147	69,824	,004	,007
7	69,619	,004	,010
4	68,282	,004	,017
149	67,853	,005	,017
53	67,448	,006	,018
120	66,884	,007	,018

Observation number	Mahalanobis d-squared	p1	p2
3	66,554	,007	,016
136	65,078	,010	,005
59	63,028	,015	,006
14	62,948	,015	,013
81	62,398	,017	,026
6	62,263	,018	,093
100	61,938	,019	,097
125	61,316	,021	,074
24	60,398	,026	,075
35	59,556	,030	,012
2	59,403	,031	,009
19	59,166	,033	,007
21	58,635	,036	,010
5	57,992	,041	,007
37	57,400	,046	,007
78	57,227	,047	,011
71	56,221	,057	,008
139	55,819	,061	,006
98	55,632	,063	,005
104	55,496	,065	,006
151	55,308	,067	,013
23	54,620	,076	,026
153	54,538	,077	,093
112	54,410	,078	,097
96	53,932	,085	,074
30	53,885	,086	,075
40	53,567	,090	,012
117	53,199	,096	,009
67	53,125	,097	,007
122	53,032	,099	,010
36	52,251	,112	,007
54	51,779	,121	,007
15	51,076	,135	,011
73	50,760	,141	,008
124	50,588	,145	,006
108	50,456	,148	,005

Observation number	Mahalanobis d-squared	p1	p2
39	50,430	,148	,006
142	50,245	,153	,013
150	49,812	,163	,026
132	48,903	,185	,093
55	47,163	,235	,097
1	46,912	,243	,012
130	46,817	,246	,019
50	46,748	,248	,017
60	46,428	,259	,010
110	46,381	,260	,017
31	46,214	,266	,017
38	45,862	,278	,011
91	45,812	,279	,018
146	45,704	,283	,016
113	45,597	,287	,015
52	45,360	,295	,016
133	44,932	,311	,013
63	44,480	,327	,026
102	43,714	,357	,093
126	43,525	,364	,097
57	43,513	,365	,074
152	43,347	,372	,075
26	42,463	,408	,249
111	42,333	,413	,241
140	42,326	,414	,195
10	42,214	,418	,183
9	41,662	,442	,318
137	41,174	,463	,456
43	41,121	,465	,415
145	40,709	,483	,530
66	40,685	,484	,476
48	40,394	,497	,538
44	39,914	,519	,679
47	39,381	,543	,816
16	39,250	,549	,811
84	39,063	,557	,824

Observation number	Mahalanobis d-squared	p1	p2
99	38,505	,582	,919
148	38,455	,584	,902
70	38,143	,598	,931
12	37,149	,642	,993
88	36,367	,676	,999
68	36,209	,683	,999
79	35,897	,696	1,000
8	35,650	,707	1,000
143	35,550	,711	1,000
75	35,224	,724	1,000
27	34,991	,734	1,000
97	34,482	,754	1,000
28	34,416	,757	1,000
82	34,274	,762	1,000
114	34,245	,763	1,000
13	34,154	,767	1,000
90	34,068	,770	1,000
72	33,965	,774	1,000
18	33,959	,774	1,000
87	33,163	,803	1,000

Eigenvalues

5,317 1,898 1,556 ,958 ,913 ,823 ,757 ,744 ,703 ,550 ,542 ,523 ,482 ,437 ,388
 ,376 ,323 ,306 ,258 ,246 ,234 ,219 ,191 ,190 ,168 ,158 ,151 ,130 ,114 ,108 ,101
 ,092 ,088 ,069 ,065 ,040 ,033 ,030 ,020 ,016 ,007

Determinant of sample covariance matrix = 56,713

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 861

Number of distinct parameters to be estimated: 90

Degrees of freedom (861 - 90): 771

Result (Default model)

Minimum was achieved

Chi-square = 282,767

Degrees of freedom = 771

Probability level = ,000

Scalar Estimates (Group number 1 - Default model)**Maximum Likelihood Estimates****Regression Weights: (Group number 1 - Default model)**

		Estimate	S.E.	C.R.	P	Label
Pengalaman_Merek	<--- Nilai_Utilitarian	,153	,195	2,281	,013	par_20
Pengalaman_Merek	<--- Nilai_Hedonis	,455	,312	2,458	,009	par_21
Keterikatan_Merek	<--- Pengalaman_Merek	,278	,076	3,669	,000	par_25
Kepercayaan_Merek	<--- Pengalaman_Merek	,345	,078	4,428	,000	par_30
Ekuitas_Pelanggan	<--- Kepercayaan_Merek	,446	,131	3,416	,000	par_41
Ekuitas_Pelanggan	<--- Keterikatan_Merek	,436	,120	3,630	,000	par_42
Ekuitas_Pelanggan	<--- Pengalaman_Merek	,213	,077	2,766	,006	par_43
NU1	<--- Nilai_Utilitarian	1,000				
NU2	<--- Nilai_Utilitarian	1,022	,228	4,491	,000	par_1
NU3	<--- Nilai_Utilitarian	1,327	,275	4,826	,000	par_2
NU4	<--- Nilai_Utilitarian	2,173	,477	4,557	,000	par_3
NU5	<--- Nilai_Utilitarian	1,698	,368	4,617	,000	par_4
NH1	<--- Nilai_Hedonis	1,000				
NH2	<--- Nilai_Hedonis	1,328	,450	2,952	,003	par_5
NH3	<--- Nilai_Hedonis	1,839	,552	3,333	,000	par_6
NH4	<--- Nilai_Hedonis	3,063	,908	3,371	,000	par_7
NH5	<--- Nilai_Hedonis	2,196	,660	3,325	,000	par_8
PM1	<--- Pengalaman_Merek	1,000				
PM2	<--- Pengalaman_Merek	1,061	,091	11,709	,000	par_10
PM3	<--- Pengalaman_Merek	1,074	,107	10,018	,000	par_11
PM4	<--- Pengalaman_Merek	,972	,104	9,361	,000	par_12
PM5	<--- Pengalaman_Merek	,912	,089	10,188	,000	par_13
PM6	<--- Pengalaman_Merek	,892	,103	8,629	,000	par_14
PM7	<--- Pengalaman_Merek	,779	,117	6,683	,000	par_15
PM8	<--- Pengalaman_Merek	,836	,115	7,267	,000	par_16
PM9	<--- Pengalaman_Merek	,828	,102	8,104	,000	par_17
PM10	<--- Pengalaman_Merek	,863	,120	7,168	,000	par_18
PM11	<--- Pengalaman_Merek	,827	,105	7,913	,000	par_19
KM1	<--- Keterikatan_Merek	1,000				
KM2	<--- Keterikatan_Merek	1,534	,230	6,665	,000	par_22
KM3	<--- Keterikatan_Merek	,926	,197	4,709	,000	par_23
KM4	<--- Keterikatan_Merek	1,333	,223	5,988	,000	par_24
KPM1	<--- Kepercayaan_Merek	1,000				
KPM2	<--- Kepercayaan_Merek	1,204	,186	6,472	,000	par_26
KPM3	<--- Kepercayaan_Merek	1,339	,210	6,391	,000	par_27
KPM4	<--- Kepercayaan_Merek	1,464	,241	6,075	,000	par_28
KPM5	<--- Kepercayaan_Merek	,846	,179	4,718	,000	par_29
EP1	<--- Ekuitas_Pelanggan	1,000				
EP2	<--- Ekuitas_Pelanggan	1,176	,137	8,590	,000	par_31
EP3	<--- Ekuitas_Pelanggan	1,222	,123	9,901	,000	par_32
EP4	<--- Ekuitas_Pelanggan	1,018	,124	8,199	,000	par_33
EP5	<--- Ekuitas_Pelanggan	,852	,129	6,611	,000	par_34
EP6	<--- Ekuitas_Pelanggan	,880	,120	7,359	,000	par_35
EP7	<--- Ekuitas_Pelanggan	,910	,114	7,965	,000	par_36
EP8	<--- Ekuitas_Pelanggan	,975	,122	8,016	,000	par_37

		Estimate	S.E.	C.R.	P	Label
EP9	<--- Ekuitas_Pelanggan	,962	,128	7,508	,000	par_38
EP10	<--- Ekuitas_Pelanggan	,937	,108	8,705	,000	par_39
EP11	<--- Ekuitas_Pelanggan	,777	,111	6,989	,000	par_40

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

		Estimate
Pengalaman_Merek	<--- Nilai_Utilitarian	,030
Pengalaman_Merek	<--- Nilai_Hedonis	,167
Keterikatan_Merek	<--- Pengalaman_Merek	,390
Kepercayaan_Merek	<--- Pengalaman_Merek	,486
Ekuitas_Pelanggan	<--- Kepercayaan_Merek	,362
Ekuitas_Pelanggan	<--- Keterikatan_Merek	,355
Ekuitas_Pelanggan	<--- Pengalaman_Merek	,243
NU1	<--- Nilai_Utilitarian	,517
NU2	<--- Nilai_Utilitarian	,444
NU3	<--- Nilai_Utilitarian	,546
NU4	<--- Nilai_Utilitarian	,866
NU5	<--- Nilai_Utilitarian	,706
NH1	<--- Nilai_Hedonis	,311
NH2	<--- Nilai_Hedonis	,377
NH3	<--- Nilai_Hedonis	,562
NH4	<--- Nilai_Hedonis	,898
NH5	<--- Nilai_Hedonis	,621
PM1	<--- Pengalaman_Merek	,790
PM2	<--- Pengalaman_Merek	,847
PM3	<--- Pengalaman_Merek	,781
PM4	<--- Pengalaman_Merek	,745
PM5	<--- Pengalaman_Merek	,740
PM6	<--- Pengalaman_Merek	,670
PM7	<--- Pengalaman_Merek	,549
PM8	<--- Pengalaman_Merek	,599
PM9	<--- Pengalaman_Merek	,638
PM10	<--- Pengalaman_Merek	,589
PM11	<--- Pengalaman_Merek	,645
KM1	<--- Keterikatan_Merek	,598
KM2	<--- Keterikatan_Merek	,822
KM3	<--- Keterikatan_Merek	,496
KM4	<--- Keterikatan_Merek	,670

		Estimate
KPM1	<--- Kepercayaan_Merek	,562
KPM2	<--- Kepercayaan_Merek	,724
KPM3	<--- Kepercayaan_Merek	,762
KPM4	<--- Kepercayaan_Merek	,775
KPM5	<--- Kepercayaan_Merek	,537
EP1	<--- Ekuitas_Pelanggan	,677
EP2	<--- Ekuitas_Pelanggan	,741
EP3	<--- Ekuitas_Pelanggan	,885
EP4	<--- Ekuitas_Pelanggan	,723
EP5	<--- Ekuitas_Pelanggan	,550
EP6	<--- Ekuitas_Pelanggan	,630
EP7	<--- Ekuitas_Pelanggan	,695
EP8	<--- Ekuitas_Pelanggan	,705
EP9	<--- Ekuitas_Pelanggan	,648
EP10	<--- Ekuitas_Pelanggan	,769
EP11	<--- Ekuitas_Pelanggan	,610

Covariances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Nilai_Utilitarian <--> Nilai_Hedonis	,026	,011	2,358	,018	par_9

Correlations: (Group number 1 - Default model)

	Estimate
Nilai_Utilitarian <--> Nilai_Hedonis	,435

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Nilai_Utilitarian	,091	,034	2,696	,007	par_44
Nilai_Hedonis	,041	,023	1,774	,076	par_45
Z1	,295	,053	5,586	,000	par_46
Z2	,131	,036	3,619	,000	par_47
Z3	,117	,035	3,375	,000	par_48
Z4	,112	,025	4,423	,000	par_49
e1	,250	,035	7,057	,000	par_50
e2	,387	,053	7,304	,000	par_51
e3	,377	,049	7,611	,000	par_52
e4	,143	,054	2,657	,008	par_53
e5	,264	,040	6,537	,000	par_54
e6	,381	,045	8,501	,000	par_55

	Estimate	S.E.	C.R.	P	Label
e7	,435	,053	8,229	,000	par_56
e8	,299	,040	7,475	,000	par_57
e9	,092	,045	2,032	,042	par_58
e10	,313	,041	7,725	,000	par_59
e11	,182	,026	7,003	,000	par_60
e12	,134	,020	6,578	,000	par_61
e13	,224	,031	7,315	,000	par_62
e14	,230	,031	7,444	,000	par_63
e15	,207	,028	7,281	,000	par_64
e16	,296	,037	7,913	,000	par_65
e17	,427	,051	8,335	,000	par_66
e18	,378	,047	8,127	,000	par_67
e19	,303	,037	8,181	,000	par_68
e20	,425	,052	8,165	,000	par_69
e21	,290	,036	7,974	,000	par_70
e22	,277	,037	7,472	,000	par_71
e23	,174	,042	4,139	,000	par_72
e24	,405	,051	7,941	,000	par_73
e25	,336	,050	6,753	,000	par_74
e26	,331	,042	7,831	,000	par_75
e27	,201	,032	6,205	,000	par_76
e28	,198	,033	6,061	,000	par_77
e29	,218	,041	5,333	,000	par_78
e30	,270	,036	7,483	,000	par_79
e31	,275	,034	8,093	,000	par_80
e32	,264	,034	7,838	,000	par_81
e33	,096	,016	6,116	,000	par_82
e34	,220	,029	7,682	,000	par_83
e35	,389	,047	8,336	,000	par_84
e36	,274	,034	8,163	,000	par_85
e37	,206	,026	8,009	,000	par_86
e38	,224	,029	7,794	,000	par_87
e39	,297	,036	8,151	,000	par_88
e40	,141	,019	7,549	,000	par_89
e41	,237	,029	8,128	,000	par_90

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
Pengalaman_Merek	,024
Kepercayaan_Merek	,236
Keterikatan_Merek	,152
Ekuitas_Pelanggan	,517
EP11	,372
EP10	,591
EP9	,420
EP8	,497
EP7	,483
EP6	,397
EP5	,303
EP4	,522
EP3	,784
EP2	,549
EP1	,458
KPM5	,288
KPM4	,601
KPM3	,580
KPM2	,524
KPM1	,316
KM4	,449
KM3	,246
KM2	,675
KM1	,358
PM11	,416
PM10	,347
PM9	,407
PM8	,359
PM7	,301
PM6	,448
PM5	,548
PM4	,555
PM3	,609
PM2	,717
PM1	,624

	Estimate
NH5	,386
NH4	,806
NH3	,316
NH2	,142
NH1	,097
NU5	,499
NU4	,750
NU3	,298
NU2	,197
NU1	,267

Total Effects (Group number 1 - Default model)

	Nilai_H edonis	Nilai_Ut ilitarian	Pengalam an_Merek	Kepercaya an_Merek	Keterikata n_Merek	Ekuitas_P elanggan
Pengalama n_Merek	-,455	,055	,000	,000	,000	,000
Kepercaya an_Merek	-,157	,019	,345	,000	,000	,000
Keterikata n_Merek	-,127	,015	,278	,000	,000	,000
Ekuitas_Pe langgan	-,222	,027	,488	,446	,436	,000
EP11	-,173	,021	,379	,347	,338	,777
EP10	-,208	,025	,457	,418	,408	,937
EP9	-,214	,026	,470	,430	,419	,962
EP8	-,217	,026	,476	,435	,424	,975
EP7	-,202	,024	,444	,406	,396	,910
EP6	-,196	,024	,430	,393	,383	,880
EP5	-,189	,023	,416	,380	,371	,852
EP4	-,226	,027	,497	,454	,443	1,018
EP3	-,272	,033	,596	,545	,532	1,222
EP2	-,261	,032	,574	,525	,512	1,176
EP1	-,222	,027	,488	,446	,436	1,000
KPM5	-,133	,016	,292	,846	,000	,000
KPM4	-,230	,028	,505	1,464	,000	,000
KPM3	-,210	,025	,462	1,339	,000	,000
KPM2	-,189	,023	,416	1,204	,000	,000

	Nilai_H edonis	Nilai_Ut ilitarian	Pengalam an_Merek	Kepercaya an_Merek	Keterikata n_Merek	Ekuitas_P elanggan
KPM1	-,157	,019	,345	1,000	,000	,000
KM4	-,169	,020	,371	,000	1,333	,000
KM3	-,117	,014	,258	,000	,926	,000
KM2	-,194	,023	,427	,000	1,534	,000
KM1	-,127	,015	,278	,000	1,000	,000
PM11	-,376	,045	,827	,000	,000	,000
PM10	-,393	,047	,863	,000	,000	,000
PM9	-,377	,045	,828	,000	,000	,000
PM8	-,381	,046	,836	,000	,000	,000
PM7	-,355	,043	,779	,000	,000	,000
PM6	-,406	,049	,892	,000	,000	,000
PM5	-,415	,050	,912	,000	,000	,000
PM4	-,443	,053	,972	,000	,000	,000
PM3	-,489	,059	1,074	,000	,000	,000
PM2	-,483	,058	1,061	,000	,000	,000
PM1	-,455	,055	1,000	,000	,000	,000
NH5	2,196	,000	,000	,000	,000	,000
NH4	3,063	,000	,000	,000	,000	,000
NH3	1,839	,000	,000	,000	,000	,000
NH2	1,328	,000	,000	,000	,000	,000
NH1	1,000	,000	,000	,000	,000	,000
NU5	,000	1,698	,000	,000	,000	,000
NU4	,000	2,173	,000	,000	,000	,000
NU3	,000	1,327	,000	,000	,000	,000
NU2	,000	1,022	,000	,000	,000	,000
NU1	,000	1,000	,000	,000	,000	,000

Standardized Total Effects (Group number 1 - Default model)

	Nilai_H edonis	Nilai_Ut ilitarian	Pengalam an_Merek	Kepercaya an_Merek	Keterikata n_Merek	Ekuitas_P elanggan
Pengalama n_Merek	-,167	,030	,000	,000	,000	,000
Kepercaya an_Merek	-,081	,015	,486	,000	,000	,000
Keterikata n_Merek	-,065	,012	,390	,000	,000	,000
Ekuitas_Pe	-,093	,017	,557	,362	,355	,000

	Nilai_H edonis	Nilai_Ut ilitarian	Pengalam an_Merek	Kepercaya an_Merek	Keterikata n_Merek	Ekuitas_P elanggan
langgan						
EP11	-,057	,010	,340	,221	,216	,610
EP10	-,072	,013	,428	,278	,273	,769
EP9	-,060	,011	,361	,235	,230	,648
EP8	-,066	,012	,393	,255	,250	,705
EP7	-,065	,012	,387	,252	,247	,695
EP6	-,059	,011	,351	,228	,223	,630
EP5	-,051	,009	,307	,199	,195	,550
EP4	-,067	,012	,403	,262	,256	,723
EP3	-,082	,015	,493	,320	,314	,885
EP2	-,069	,012	,413	,268	,263	,741
EP1	-,063	,011	,377	,245	,240	,677
KPM5	-,044	,008	,261	,537	,000	,000
KPM4	-,063	,011	,377	,775	,000	,000
KPM3	-,062	,011	,370	,762	,000	,000
KPM2	-,059	,011	,352	,724	,000	,000
KPM1	-,046	,008	,273	,562	,000	,000
KM4	-,044	,008	,261	,000	,670	,000
KM3	-,032	,006	,193	,000	,496	,000
KM2	-,054	,010	,320	,000	,822	,000
KM1	-,039	,007	,233	,000	,598	,000
PM11	-,108	,019	,645	,000	,000	,000
PM10	-,098	,018	,589	,000	,000	,000
PM9	-,107	,019	,638	,000	,000	,000
PM8	-,100	,018	,599	,000	,000	,000
PM7	-,092	,017	,549	,000	,000	,000
PM6	-,112	,020	,670	,000	,000	,000
PM5	-,124	,022	,740	,000	,000	,000
PM4	-,124	,022	,745	,000	,000	,000
PM3	-,130	,024	,781	,000	,000	,000
PM2	-,142	,026	,847	,000	,000	,000
PM1	-,132	,024	,790	,000	,000	,000
NH5	,621	,000	,000	,000	,000	,000
NH4	,898	,000	,000	,000	,000	,000
NH3	,562	,000	,000	,000	,000	,000

	Nilai_H edonis	Nilai_Ut ilitarian	Pengalam an_Merek	Kepercaya an_Merek	Keterikata n_Merek	Ekuitas_P elanggan
NH2	,377	,000	,000	,000	,000	,000
NH1	,311	,000	,000	,000	,000	,000
NU5	,000	,706	,000	,000	,000	,000
NU4	,000	,866	,000	,000	,000	,000
NU3	,000	,546	,000	,000	,000	,000
NU2	,000	,444	,000	,000	,000	,000
NU1	,000	,517	,000	,000	,000	,000

Direct Effects (Group number 1 - Default model)

	Nilai_H edonis	Nilai_Ut ilitarian	Pengalam an_Merek	Kepercaya an_Merek	Keterikata n_Merek	Ekuitas_P elanggan
Pengalama n_Merek	-,455	,055	,000	,000	,000	,000
Kepercaya an_Merek	,000	,000	,345	,000	,000	,000
Keterikata n_Merek	,000	,000	,278	,000	,000	,000
Ekuitas_Pe langgan	,000	,000	,213	,446	,436	,000
EP11	,000	,000	,000	,000	,000	,777
EP10	,000	,000	,000	,000	,000	,937
EP9	,000	,000	,000	,000	,000	,962
EP8	,000	,000	,000	,000	,000	,975
EP7	,000	,000	,000	,000	,000	,910
EP6	,000	,000	,000	,000	,000	,880
EP5	,000	,000	,000	,000	,000	,852
EP4	,000	,000	,000	,000	,000	1,018
EP3	,000	,000	,000	,000	,000	1,222
EP2	,000	,000	,000	,000	,000	1,176
EP1	,000	,000	,000	,000	,000	1,000
KPM5	,000	,000	,000	,846	,000	,000
KPM4	,000	,000	,000	1,464	,000	,000
KPM3	,000	,000	,000	1,339	,000	,000
KPM2	,000	,000	,000	1,204	,000	,000
KPM1	,000	,000	,000	1,000	,000	,000
KM4	,000	,000	,000	,000	1,333	,000
KM3	,000	,000	,000	,000	,926	,000

	Nilai_H edonis	Nilai_Ut ilitarian	Pengalam an_Merek	Kepercaya an_Merek	Keterikata n_Merek	Ekuitas_P elanggan
EP10	,000	,000	,000	,000	,000	,769
EP9	,000	,000	,000	,000	,000	,648
EP8	,000	,000	,000	,000	,000	,705
EP7	,000	,000	,000	,000	,000	,695
EP6	,000	,000	,000	,000	,000	,630
EP5	,000	,000	,000	,000	,000	,550
EP4	,000	,000	,000	,000	,000	,723
EP3	,000	,000	,000	,000	,000	,885
EP2	,000	,000	,000	,000	,000	,741
EP1	,000	,000	,000	,000	,000	,677
KPM5	,000	,000	,000	,537	,000	,000
KPM4	,000	,000	,000	,775	,000	,000
KPM3	,000	,000	,000	,762	,000	,000
KPM2	,000	,000	,000	,724	,000	,000
KPM1	,000	,000	,000	,562	,000	,000
KM4	,000	,000	,000	,000	,670	,000
KM3	,000	,000	,000	,000	,496	,000
KM2	,000	,000	,000	,000	,822	,000
KM1	,000	,000	,000	,000	,598	,000
PM11	,000	,000	,645	,000	,000	,000
PM10	,000	,000	,589	,000	,000	,000
PM9	,000	,000	,638	,000	,000	,000
PM8	,000	,000	,599	,000	,000	,000
PM7	,000	,000	,549	,000	,000	,000
PM6	,000	,000	,670	,000	,000	,000
PM5	,000	,000	,740	,000	,000	,000
PM4	,000	,000	,745	,000	,000	,000
PM3	,000	,000	,781	,000	,000	,000
PM2	,000	,000	,847	,000	,000	,000
PM1	,000	,000	,790	,000	,000	,000
NH5	,621	,000	,000	,000	,000	,000
NH4	,898	,000	,000	,000	,000	,000
NH3	,562	,000	,000	,000	,000	,000
NH2	,377	,000	,000	,000	,000	,000
NH1	,311	,000	,000	,000	,000	,000

	Nilai_H edonis	Nilai_Ut ilitarian	Pengalam an_Merek	Kepercaya an_Merek	Keterikata n_Merek	Ekuitas_P elanggan
NU5	,000	,706	,000	,000	,000	,000
NU4	,000	,866	,000	,000	,000	,000
NU3	,000	,546	,000	,000	,000	,000
NU2	,000	,444	,000	,000	,000	,000
NU1	,000	,517	,000	,000	,000	,000

Indirect Effects (Group number 1 - Default model)

	Nilai_H edonis	Nilai_Ut ilitarian	Pengalam an_Merek	Kepercaya an_Merek	Keterikata n_Merek	Ekuitas_P elanggan
Pengalama n_Merek	,000	,000	,000	,000	,000	,000
Kepercaya an_Merek	-,157	,019	,000	,000	,000	,000
Keterikata n_Merek	-,127	,015	,000	,000	,000	,000
Ekuitas_Pe langgan	-,222	,027	,275	,000	,000	,000
EP11	-,173	,021	,379	,347	,338	,000
EP10	-,208	,025	,457	,418	,408	,000
EP9	-,214	,026	,470	,430	,419	,000
EP8	-,217	,026	,476	,435	,424	,000
EP7	-,202	,024	,444	,406	,396	,000
EP6	-,196	,024	,430	,393	,383	,000
EP5	-,189	,023	,416	,380	,371	,000
EP4	-,226	,027	,497	,454	,443	,000
EP3	-,272	,033	,596	,545	,532	,000
EP2	-,261	,032	,574	,525	,512	,000
EP1	-,222	,027	,488	,446	,436	,000
KPM5	-,133	,016	,292	,000	,000	,000
KPM4	-,230	,028	,505	,000	,000	,000
KPM3	-,210	,025	,462	,000	,000	,000
KPM2	-,189	,023	,416	,000	,000	,000
KPM1	-,157	,019	,345	,000	,000	,000
KM4	-,169	,020	,371	,000	,000	,000
KM3	-,117	,014	,258	,000	,000	,000
KM2	-,194	,023	,427	,000	,000	,000

	Nilai_H edonis	Nilai_Ut ilitarian	Pengalam an_Merek	Kepercaya an_Merek	Keterikata n_Merek	Ekuitas_P elanggan
KM1	-,127	,015	,278	,000	,000	,000
PM11	-,376	,045	,000	,000	,000	,000
PM10	-,393	,047	,000	,000	,000	,000
PM9	-,377	,045	,000	,000	,000	,000
PM8	-,381	,046	,000	,000	,000	,000
PM7	-,355	,043	,000	,000	,000	,000
PM6	-,406	,049	,000	,000	,000	,000
PM5	-,415	,050	,000	,000	,000	,000
PM4	-,443	,053	,000	,000	,000	,000
PM3	-,489	,059	,000	,000	,000	,000
PM2	-,483	,058	,000	,000	,000	,000
PM1	-,455	,055	,000	,000	,000	,000
NH5	,000	,000	,000	,000	,000	,000
NH4	,000	,000	,000	,000	,000	,000
NH3	,000	,000	,000	,000	,000	,000
NH2	,000	,000	,000	,000	,000	,000
NH1	,000	,000	,000	,000	,000	,000
NU5	,000	,000	,000	,000	,000	,000
NU4	,000	,000	,000	,000	,000	,000
NU3	,000	,000	,000	,000	,000	,000
NU2	,000	,000	,000	,000	,000	,000
NU1	,000	,000	,000	,000	,000	,000

Standardized Indirect Effects (Group number 1 - Default model)

	Nilai_H edonis	Nilai_Ut ilitarian	Pengalam an_Merek	Kepercaya an_Merek	Keterikata n_Merek	Ekuitas_P elanggan
Pengalama n_Merek	,000	,000	,000	,000	,000	,000
Kepercaya an_Merek	-,081	,015	,000	,000	,000	,000
Keterikata n_Merek	-,065	,012	,000	,000	,000	,000
Ekuitas_Pe langgan	-,093	,017	,314	,000	,000	,000
EP11	-,057	,010	,340	,221	,216	,000
EP10	-,072	,013	,428	,278	,273	,000
EP9	-,060	,011	,361	,235	,230	,000
EP8	-,066	,012	,393	,255	,250	,000
EP7	-,065	,012	,387	,252	,247	,000
EP6	-,059	,011	,351	,228	,223	,000
EP5	-,051	,009	,307	,199	,195	,000
EP4	-,067	,012	,403	,262	,256	,000
EP3	-,082	,015	,493	,320	,314	,000
EP2	-,069	,012	,413	,268	,263	,000
EP1	-,063	,011	,377	,245	,240	,000
KPM5	-,044	,008	,261	,000	,000	,000
KPM4	-,063	,011	,377	,000	,000	,000
KPM3	-,062	,011	,370	,000	,000	,000
KPM2	-,059	,011	,352	,000	,000	,000
KPM1	-,046	,008	,273	,000	,000	,000
KM4	-,044	,008	,261	,000	,000	,000
KM3	-,032	,006	,193	,000	,000	,000
KM2	-,054	,010	,320	,000	,000	,000
KM1	-,039	,007	,233	,000	,000	,000
PM11	-,108	,019	,000	,000	,000	,000
PM10	-,098	,018	,000	,000	,000	,000
PM9	-,107	,019	,000	,000	,000	,000
PM8	-,100	,018	,000	,000	,000	,000
PM7	-,092	,017	,000	,000	,000	,000
PM6	-,112	,020	,000	,000	,000	,000
PM5	-,124	,022	,000	,000	,000	,000

	Nilai_H edonis	Nilai_Ut ilitarian	Pengalam an_Merek	Kepercaya an_Merek	Keterikata n_Merek	Ekuitas_P elanggan
PM4	-,124	,022	,000	,000	,000	,000
PM3	-,130	,024	,000	,000	,000	,000
PM2	-,142	,026	,000	,000	,000	,000
PM1	-,132	,024	,000	,000	,000	,000
NH5	,000	,000	,000	,000	,000	,000
NH4	,000	,000	,000	,000	,000	,000
NH3	,000	,000	,000	,000	,000	,000
NH2	,000	,000	,000	,000	,000	,000
NH1	,000	,000	,000	,000	,000	,000
NU5	,000	,000	,000	,000	,000	,000
NU4	,000	,000	,000	,000	,000	,000
NU3	,000	,000	,000	,000	,000	,000
NU2	,000	,000	,000	,000	,000	,000
NU1	,000	,000	,000	,000	,000	,000

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	90	282,767	771	,000	1,480
Saturated model	861	,000	0		
Independence model	41	5114,247	820	,000	6,237

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,044	,906	,909	,834
Saturated model	,000	1,000		
Independence model	,133	,251	,213	,239

Baseline Comparisons

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	,775	,842	,860	,952	,955
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,940	,447	,522
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	1911,767	1757,806	2073,253
Saturated model	,000	,000	,000
Independence model	4294,247	4071,946	4523,187

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	17,650	12,577	11,565	13,640
Saturated model	,000	,000	,000	,000
Independence model	33,646	28,252	26,789	29,758

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,028	,122	,133	,000
Independence model	,186	,181	,190	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	2862,767	2931,494	3135,506	3225,506
Saturated model	1722,000	2379,491	4331,207	5192,207
Independence model	5196,247	5227,556	5320,495	5361,495

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	18,834	17,821	19,896	19,286
Saturated model	11,329	11,329	11,329	15,655
Independence model	34,186	32,723	35,692	34,392

HOELTER

Model	HOELTER	HOELTER
	.05	.01
Default model	48	50
Independence model	27	28