LAMPIRAN A

KUESIONER PENELITIAN
"Pengaruh Pengalaman terhadap Merek, Kepercayaan dan Kepuasan dalam Membangun Loyalitas Merek "
Penelitian Empiris pada Merek Samsung

Nama saya Andi Khalishah Nuddin, mahasiswa Universitas Islam Indonesia jurusan manajemen konsentrasi pemasaran, pada saat ini sedang melakukan penelitian tentang pengaruh pengalaman terhadap merek, kepercayaan dan kepuasan dalam membangun loyalitas merek, dalam hal ini penelitian dilakukan terhadap merek global yaitu perusahaan teknologi Samsung. Saya memohon kesediaan bapak/ibu untuk membantu saya dalam penelitian ini dengan secara sukarela mengisi kuisioner ini. Saya sangat menghargai kejujuran bapak/ibu dalam mengisi kuesioner ini. Saya menjamin kerahasiaan bapak/ibu yang terkait dengan kuesioner. Hasil survey ini semata-mata akan digunakan untuk tujuan penelitian dan bukan tujuan komersial.

NAMA: …… (bila tidak keberatan)

BAGIAN A

1. Umur …….. tahun
2. Jenis Kelamin
   - ☐ Laki-laki ☐ Wanita
3. Status Pernikahan
   - ☐ Menikah ☐ Belum Menikah
4. Tingkat pendidikan terakhir
   - ☐ Sekolah Dasar ☐ Diploma
   - ☐ Sekolah Lanjutan Pertama ☐ S1
   - ☐ Sekolah Lanjutan Atas ☐ Pasca Sarjana
5. Pekerjaan
   - ☐ Pegawai Negeri ☐ Mahasiswa/Pelajar
   - ☐ BUMN ☐ Pensiunan
   - ☐ Pegawai Swasta
   - ☐ Wiraswasta

BAGIAN B

Berikut ini penilaian anda terhadap dimensi pengalaman terhadap merek, kepercayaan, kepuasan dan loyalitas terhadap merek yang anda peroleh dari menggunakan produk/layanan X. Mohon anda memberi tanda contreng (√) nomor yang disediakan sesuai dengan penilaian anda dan prioritas anda dalam menilai setiap item pertanyaan. Kriteria penilaiannya adalah sebagai berikut :

1 = Sangat Tidak Setuju
2 = Tidak Setuju
3 = Netral
4 = Setuju
5 = Sangat Setuju

A. *BRAND EXPERIENCE* (PENGALAMAN TERHADAP MEREK)

No.	Pernyataan	Tanggapan				
		STS	TS	N	S	SS
1	Merek ini membuat kesan yang kuat pada indra penglihatan saya atau indra lainnya.					
2	Saya merasa merek ini menarik secara sensorik.					
3	Merek ini memunculkan perasaan dan sentimen.					
4	Saya memiliki hubungan emosi dengan merek ini.					
5	Merek ini adalah merek yang emosional.					
6	Saya terlibat secara fisik dan perilaku ketika saya menggunakan merek ini.					
7	Merek ini dapat dirasakan secara fisik.					
8	Merek ini tidak berorientasi tindakan.					
9	Saya banyak memikirkan sesuatu ketika saya menghadapi merek ini.					
10	Merek ini membuat saya berpikir.					
11	Merek ini merangsang rasa ingin tahu saya dan pemecahan masalah.					

B. *SATISFACTION* (KEPUASAN)

No.	Pernyataan	Tanggapan				
		STS	TS	N	S	SS
1	Saya sangat puas dengan layanan yang disediakan oleh merek ini.					
2	Saya sangat puas dengan merek ini.					
3	Saya sangat senang dengan merek ini.					
4	Saya sangat puas dengan layanan yang disediakan oleh merek ini					
5	Merek ini melakukan pekerjaan secara baik dalam memuaskan kebutuhan saya.					
6	Layanan-produk yang disediakan oleh merek ini sangat memuaskan					
7	Saya percaya bahwa menggunakan merek ini biasanya					

	menghasilkan pengalaman yang sangat memuaskan					
8	Saya membuat keputusan yang tepat ketika saya memutuskan untuk menggunakan merek ini.					
9	Dalam beberapa hal saya kecanduan dengan merek ini.					

C. *BRAND TRUST* (KEPERCAYAAN TERHADAP MEREK)

No.	Pernyataan	Tanggapan				
		STS	TS	N	S	SS
1	Merek ini melayani saya dengan baik					
2	Merek ini memenuhi harapan saya					
3	Saya merasa yakin terhadap merek ini					
4	Merek ini tidak pernah mengecewakan saya.					
5	Merek ini memberi jaminan kepuasan.					
6	Merek ini akan jujur dan tulus dalam menangani permasalahan saya.					
7	Saya bisa mengandalkan merek ini untuk memecahkan permasalahan saya.					
8	Merek ini selalu berusaha untuk memuaskan saya.					
9	Merek ini memberi kompensasi dengan beberapa cara ketika terjadi masalah pada produk.					

D. *BRAND LOYALTY* (LOYALITAS TERHADAP MEREK)

No.	Pernyataan	Tanggapan				
		STS	TS	N	S	SS
1	Saya berniat untuk membeli merek ini dalam waktu dekat.					
2	Saya berniat untuk membeli produk lain dari merek ini.					
3	Saya menganggap merek ini sebagai pilihan pertama saya.					
4	Jika saya membutuhkan produk yang sama, saya akan membeli merek yang sama.					
5	Saya akan terus menjadi pelanggan setia untuk merek ini.					
6	Saya bersedia membayar harga lebih tinggi untuk dapat membeli merek ini lagi.					

7	Iklan dari merek-merek lain tidak dapat mengurangi minat saya untuk membeli merek ini.					
8	Saya mengatakan hal-hal positif tentang merek ini kepada orang lain.					
9	Saya merekomendasikan merek ini kepada orang yang meminta saran kepada saya.					
10	Saya akan merekomendasikan merek ini kepada orang lain.					
11	Saya menganggap merek ini sebagai pilihan pertama saya dalam beberapa tahun ke depan.					
12	Merek ini memberikan produk yang saya cari.					
13	Saya mendapatkan nilai terbaik untuk uang yang saya keluarkan.					

LAMPIRAN B

HASIL UJI VALIDITAS & RELIABILITAS INSTRUMEN PENELITIAN

a) Pengalaman Merek

Case Processing Summary

		N	%
Cases	Valid	53	100.0
	Excluded[a]	0	.0
	Total	53	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
.860	.856	12

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
PNGLMN_1	34.40	50.090	.547	.510	.849
PNGLMN_2	34.47	50.369	.557	.571	.849
PNGLMN_3	36.60	58.552	-.204	.336	.890
PNGLMN_4	35.34	46.882	.682	.590	.839
PNGLMN_5	35.66	44.075	.698	.858	.836
PNGLMN_6	35.62	45.086	.671	.845	.839
PNGLMN_7	35.45	44.906	.620	.476	.843
PNGLMN_8	34.94	47.247	.572	.514	.846
PNGLMN_9	35.89	51.064	.353	.277	.860
PNGLMN_10	35.13	44.501	.771	.747	.831
PNGLMN_11	35.15	45.938	.723	.719	.836
PNGLMN_12	35.15	48.900	.486	.521	.852

Validitas dan Reliabilitas Pengalaman Merek setelah PNGLMN_3 dihilangkan :

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.890	.891	11

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
PNGLMN_1	32.47	51.831	.561	.510	.884
PNGLMN_2	32.55	51.906	.592	.515	.883
PNGLMN_4	33.42	48.709	.681	.569	.876
PNGLMN_5	33.74	45.544	.719	.858	.873
PNGLMN_6	33.70	46.446	.702	.839	.874
PNGLMN_7	33.53	46.908	.606	.465	.881
PNGLMN_8	33.02	49.134	.568	.511	.883
PNGLMN_9	33.96	53.422	.318	.199	.896
PNGLMN_10	33.21	46.091	.786	.735	.869
PNGLMN_11	33.23	47.563	.737	.717	.872
PNGLMN_12	33.23	50.602	.498	.521	.887

b) Kepuasan

Case Processing Summary

		N	%
Cases	Valid	53	100.0
	Excluded[a]	0	.0
	Total	53	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
.887	.893	9

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
PUAS_1	32.17	24.413	.758	.817	.867
PUAS_2	32.17	24.028	.612	.770	.877
PUAS_3	32.08	23.379	.797	.769	.861
PUAS_4	32.21	24.475	.633	.540	.875
PUAS_5	32.28	25.438	.568	.446	.880
PUAS_6	32.26	24.737	.631	.515	.875
PUAS_7	32.36	24.196	.630	.688	.875
PUAS_8	32.08	23.956	.690	.649	.870
PUAS_9	32.51	23.716	.518	.622	.889

c) Kepercayaan Merek

Case Processing Summary

		N	%
Cases	Valid	53	100.0
	Excluded[a]	0	.0
	Total	53	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
.901	.903	9

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
YAKIN_1	29.28	21.976	.674	.649	.890
YAKIN_2	29.19	21.887	.677	.787	.890
YAKIN_3	29.23	21.102	.740	.762	.885
YAKIN_4	29.81	21.002	.612	.684	.896
YAKIN_5	29.53	21.216	.659	.491	.891
YAKIN_6	29.83	20.721	.700	.690	.888
YAKIN_7	29.96	21.922	.590	.556	.896
YAKIN_8	29.45	20.714	.739	.731	.885
YAKIN_9	29.83	21.105	.667	.570	.890

d) Loyalitas Merek

Case Processing Summary

		N	%
Cases	Valid	53	100.0
	Excluded[a]	0	.0
	Total	53	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
.883	.893	14

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
LOYAL_1	47.28	64.207	.413	.500	.883
LOYAL_2	47.55	66.906	.209	.343	.895
LOYAL_3	46.98	57.327	.723	.681	.866
LOYAL_4	46.92	58.494	.761	.816	.864
LOYAL_5	47.11	58.910	.757	.792	.865
LOYAL_6	47.70	59.753	.667	.577	.870
LOYAL_7	47.02	75.134	-.230	.348	.910
LOYAL_8	47.25	61.496	.675	.670	.870
LOYAL_9	46.74	63.890	.666	.696	.872
LOYAL_10	46.70	64.407	.673	.807	.873
LOYAL_11	46.85	64.477	.562	.761	.876
LOYAL_12	46.94	59.708	.811	.852	.863
LOYAL_13	46.75	61.304	.776	.692	.866
LOYAL_14	46.79	63.245	.667	.651	.872

Validitas dan Reliabilitas Loyalitas Merek setelah LOYAL_7 dihilangkan :

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.910	.918	13

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
LOYAL_1	43.64	66.657	.434	.452	.912
LOYAL_2	43.91	70.472	.172	.237	.926
LOYAL_3	43.34	59.729	.737	.681	.899
LOYAL_4	43.28	60.822	.783	.799	.896
LOYAL_5	43.47	61.292	.776	.791	.897
LOYAL_6	44.06	62.170	.684	.569	.901
LOYAL_8	43.60	64.013	.690	.667	.901
LOYAL_9	43.09	66.549	.676	.681	.903
LOYAL_10	43.06	67.285	.664	.795	.904
LOYAL_11	43.21	67.206	.567	.757	.906
LOYAL_12	43.30	62.253	.821	.844	.895
LOYAL_13	43.11	64.102	.770	.689	.898
LOYAL_14	43.15	65.938	.673	.650	.902

LAMPIRAN C

TABEL FREKUENSI KARAKTERISTIK RESPONDEN

a) Usia

Usia (Tahun)	Frekuensi	Presentase (%)
< 20	39	16.96
20-25	184	80
26-30	5	2.17
>30	2	0.87
Jumlah	230	100

b) Pendidikan Terakhir

Pendidikan Terakhir	Frekuensi	Presentase
SD/yang sederajat	0	0
SMP/ yang sederajat	2	0.87
SMA/ yang sederajat	160	69.57
Diploma	6	2.61
Sarjana	61	26.52
Pascasarjana	1	0.43
Jumlah	230	100

c) Pekerjaan

Pekerjaan	Frekuensi	Presentase (%)
BUMN	4	1.74
Pegawai Negeri	3	1.30
Pegawai Swasta	7	3.04
Wiraswasta	12	5.22
Mahasiswa	201	87.4
Pensiunan	3	1.30
Jumlah	230	100

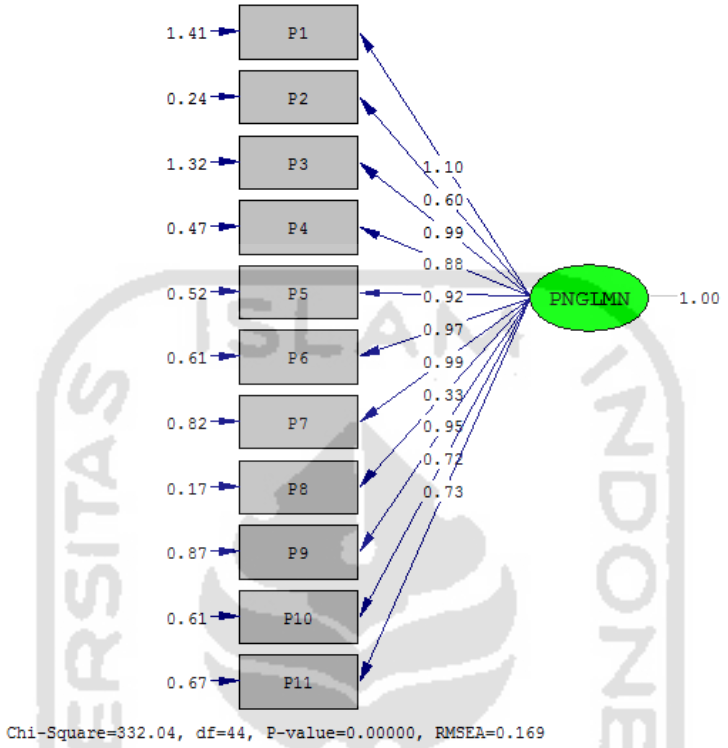
d) Jenis Kelamin

Jenis Kelamin	Frekuensi	Presentase (%)
Laki-laki	97	42.17
Perempuan	133	57.83
Jumlah	230	100

LAMPIRAN D

HASIL MODEL PENGUKURAN SEBELUM MODIFIKASI

a) Pengalaman Merek

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P11
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SE
 1 2 3 4 5 6 7 8 9 10 11/
MO NX=11 NK=1 TD=SY
LK
PNGLMN
FR LX(1,1) LX(2,1) LX(3,1) LX(4,1) LX 5 1 LX 6
1 LX 7 1 LX 8 1 LX 9 1 LX 10 1 LX 11 1
FR TD(1,1) TD(2,2) TD(3,3) TD(4,4) TD 5 5 TD 6
6 TD 7 7 TD 8 8 TD 9 9 TD 10 10 TD 11 11
PD
OU MI FS SS

TI UJI P 230

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

```
TI UJI P 230

Number of Iterations = 15

LISREL Estimates (Maximum Likelihood)

        LAMBDA-X

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

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

PHI

PNGLMN

1.00

THETA-DELTA

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

THETA-DELTA

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

Squared Multiple Correlations for X - Variables

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

Squared Multiple Correlations for X - Variables

P7	P8	P9	P10	P11
0.54	0.40	0.51	0.46	0.44

Goodness of Fit Statistics

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

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

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

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

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

Critical N (CN) = 47.93

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

TI UJI P 230

Factor Scores Regressions

KSI

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

KSI

	P7	P8	P9	P10	P11
PNGLMN	0.09	0.15	0.08	0.09	0.08

TI UJI P 230

Standardized Solution

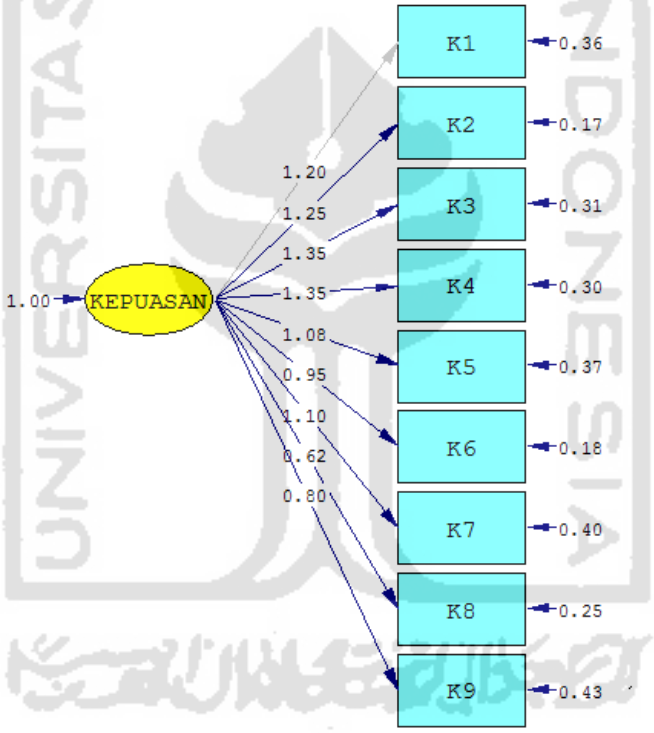
LAMBDA-X

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

PHI

PNGLMN
1.00

b) Kepuasan



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

```
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1 2 3 4 5 6 7 8 9 /
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KEPUASAN
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FR TE(1,1) TE(2,2) TE(3,3) TE 4 4 TE 5 5 TE 6 6 TE 7 7 TE 8 8 TE 9 9
PD
OU SS MI FS

TI UJI K 230

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

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

TI UJI K 230

Number of Iterations = 14

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

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

Covariance Matrix of ETA

KEPUASAN
1.00

PSI

KEPUASAN
1.00
(0.11)
8.70

THETA-EPS

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

THETA-EPS

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

Squared Multiple Correlations for Y - Variables

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

Squared Multiple Correlations for Y - Variables

K7	K8	K9
0.75	0.61	0.60

Goodness of Fit Statistics

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

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

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

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

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

Critical N (CN) = 45.81

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

Factor Scores Regressions

ETA

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

ETA

	K7	K8	K9
KEPUASAN	0.07	0.06	0.05

TI UJI K 230

Standardized Solution

LAMBDA-Y

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

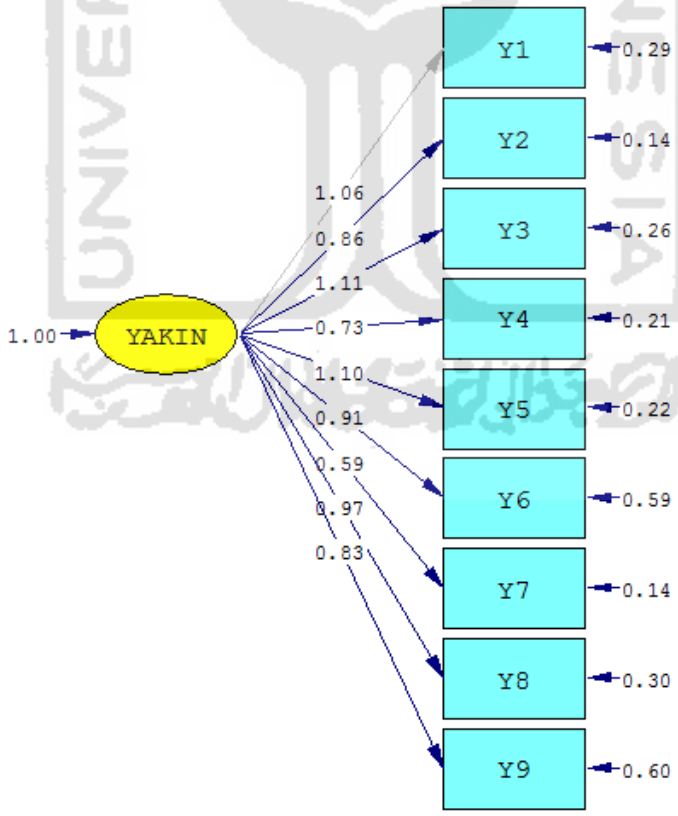
Correlation Matrix of ETA

KEPUASAN
1.00

PSI

KEPUASAN
1.00

c) Kepercayaan Merek



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

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

 TI UJI Y 230

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

 TI UJI Y 230

 Number of Iterations =  7

 LISREL Estimates (Maximum Likelihood)

      LAMBDA-Y

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

      Covariance Matrix of ETA

          YAKIN
        --------
          1.00

      PSI

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

      THETA-EPS

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

      THETA-EPS

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

      Squared Multiple Correlations for Y - Variables

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

      Squared Multiple Correlations for Y - Variables

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


      Goodness of Fit Statistics

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

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

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

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

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

Critical N (CN) = 77.97

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

Factor Scores Regressions

ETA

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

ETA

	Y7	Y8	Y9
YAKIN	0.13	0.11	0.04

TI UJI Y 230

Standardized Solution

LAMBDA-Y

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

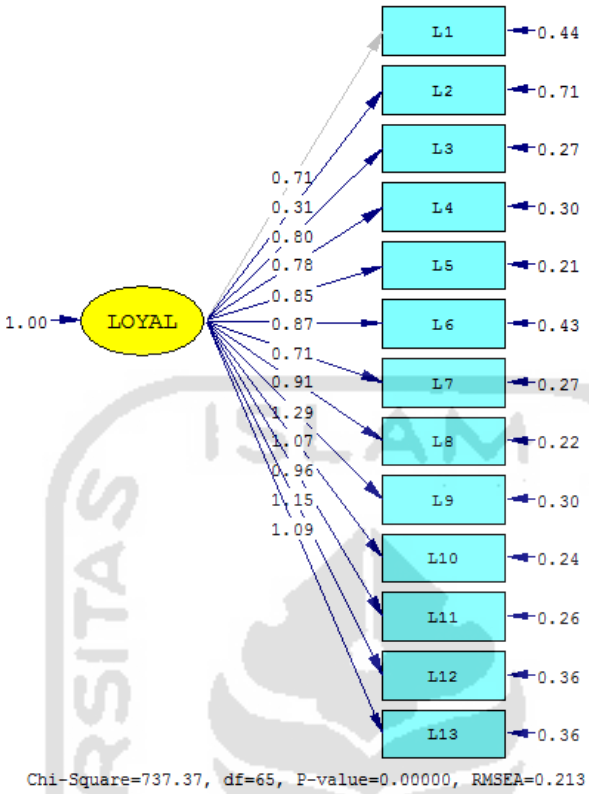
Correlation Matrix of ETA

YAKIN
1.00

PSI

YAKIN
1.00

d) Loyalitas Merek




```
TI UJI L 230
 DA NI=13 NO=230 MA=CM
 LA
 L1 L2 L3 L4 L5 L6 L7 L8 L9 L10
 L11 L12 L13
 CM                FI='D:\Echa\UJI                DEL
230\LOYAL230\DATAL230.COV' SY
 SE
 1 2 3 4 5 6 7 8 9 10 11 12 13/
 MO NY=13 NE=1 PS=SY TE=SY
 LE
 LOYAL
 FR  LY(1,1)  LY(2,1)  LY(3,1)  LY(4,1)  LY(5,1)
LY(6,1) LY 7 1 LY 8 1 LY 9 1 LY 10 1 LY 11 1
LY 12 1 LY 13 1
 FR TE(1,1) TE(2,2) TE(3,3) TE(4,4) TE(5,5) TE 6
6 TE 7 7 TE 8 8 TE 9 9 TE 10 10 TE 11 11 TE 12
12 TE 13 13
 PD
 OU SS MI FS

 TI UJI L 230

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

```
TI UJI L 230

Number of Iterations = 18

LISREL Estimates (Maximum Likelihood)

     LAMBDA-Y

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

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

Covariance Matrix of ETA

LOYAL

1.00

PSI

LOYAL

1.00
(0.16)
6.40

THETA-EPS

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

THETA-EPS

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

THETA-EPS

L13

0.36
(0.04)
9.74

Squared Multiple Correlations for Y - Variables

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

Squared Multiple Correlations for Y - Variables

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

Squared Multiple Correlations for Y - Variables

L13

0.77

Goodness of Fit Statistics

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

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

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

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

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

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

Critical N (CN) = 35.42

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

Factor Scores Regressions

ETA

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

ETA

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

ETA

	L13
LOYAL	0.08

TI UJI L 230

Standardized Solution

LAMBDA-Y

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

Correlation Matrix of ETA

LOYAL
1.00

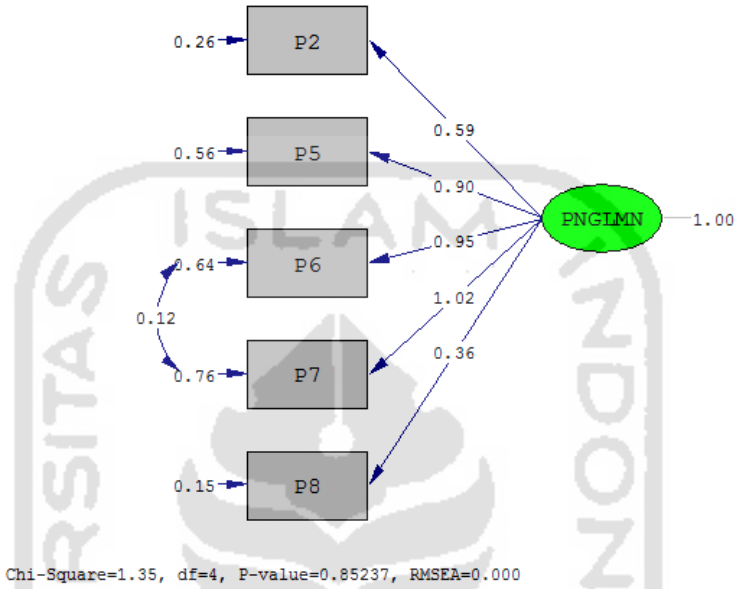
PSI

LOYAL

LAMPIRAN E

HASIL MODEL PENGUKURAN SETELAH MODIFIKASI

a) Pengalaman Merek




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

 TI UJI P 230

                    Number of Input Variables 11
                    Number of Y - Variables    0
                    Number of X - Variables    5
                    Number of ETA - Variables  0
                    Number of KSI - Variables  1
                    Number of Observations   230
```

```
TI UJI P 230

 Number of Iterations =  5

 LISREL Estimates (Maximum Likelihood)

        LAMBDA-X

          PNGLMN
          --------
P2          0.59
           (0.05)
            12.62
P5          0.90
           (0.07)
            12.84
P6          0.95
           (0.08)
            12.55
P7          1.02
           (0.08)
            12.40
P8          0.36
           (0.03)
            10.84

        PHI
```

	PNGLMN
	1.00

THETA-DELTA

	P2	P5	P6	P7	P8
P2	0.26				
	(0.03)				
	8.12				
P5	- -	0.56			
		(0.07)			
		7.95			
P6	- -	- -	0.64		
			(0.08)		
			7.53		
P7	- -	- -	0.12	0.76	
			(0.07)	(0.10)	
			1.72	7.62	
P8	- -	- -	- -	- -	0.15
					(0.02)
					9.14

Squared Multiple Correlations for X - Variables

P2	P5	P6	P7	P8
0.58	0.59	0.59	0.58	0.46

Goodness of Fit Statistics

Degrees of Freedom = 4
Minimum Fit Function Chi-Square = 1.37 (P = 0.85)
Normal Theory Weighted Least Squares Chi-Square = 1.35 (P = 0.85)
Estimated Non-centrality Parameter (NCP) = 0.0
90 Percent Confidence Interval for NCP = (0.0 ; 2.73)

Minimum Fit Function Value = 0.0060
Population Discrepancy Function Value (F0) = 0.0
90 Percent Confidence Interval for F0 = (0.0 ; 0.012)
Root Mean Square Error of Approximation (RMSEA) = 0.0
90 Percent Confidence Interval for RMSEA = (0.0 ; 0.055)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.94

Expected Cross-Validation Index (ECVI) = 0.11
90 Percent Confidence Interval for ECVI = (0.11 ; 0.13)
ECVI for Saturated Model = 0.13
ECVI for Independence Model = 3.24

Chi-Square for Independence Model with 10 Degrees of Freedom = 731.72
Independence AIC = 741.72
Model AIC = 23.35
Saturated AIC = 30.00
Independence CAIC = 763.91
Model CAIC = 72.17
Saturated CAIC = 96.57

Normed Fit Index (NFI) = 1.00
Non-Normed Fit Index (NNFI) = 1.01
Parsimony Normed Fit Index (PNFI) = 0.40
Comparative Fit Index (CFI) = 1.00
Incremental Fit Index (IFI) = 1.00
Relative Fit Index (RFI) = 1.00

Critical N (CN) = 2225.49

Root Mean Square Residual (RMR) = 0.0079
Standardized RMR = 0.0088
Goodness of Fit Index (GFI) = 1.00
Adjusted Goodness of Fit Index (AGFI) = 0.99
Parsimony Goodness of Fit Index (PGFI) = 0.27

Factor Scores Regressions

KSI

	P2	P5	P6	P7	P8
PNGLMN	0.33	0.23	0.18	0.16	0.34

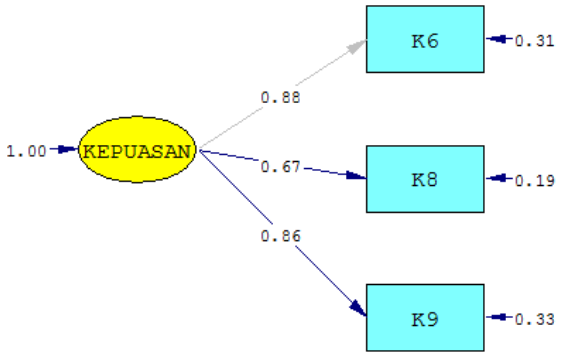
TI UJI P 230

Standardized Solution

LAMBDA-X

	PNGLMN
P2	0.59
P5	0.90
P6	0.95
P7	1.02
P8	0.36

b) Kepuasan



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

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

TI UJI K 230

Number of Input Variables 9
Number of Y - Variables 3
Number of X - Variables 0
Number of ETA - Variables 1
Number of KSI - Variables 0
Number of Observations 230

TI UJI K 230

Number of Iterations = 0

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

	KEPUASAN
K6	0.88
K8	0.67
	(0.05)
	13.81
K9	0.86
	(0.06)
	13.73

Covariance Matrix of ETA

	KEPUASAN
	1.00

PSI

	KEPUASAN
	1.00
	(0.13)
	7.44

THETA-EPS

K6	K8	K9
0.31	0.19	0.33
(0.05)	(0.03)	(0.05)
6.49	6.80	7.00

Squared Multiple Correlations for Y - Variables

K6	K8	K9
0.72	0.70	0.69

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 !

Factor Scores Regressions

ETA

	K6	K8	K9
KEPUASAN	0.35	0.43	0.32

TI UJI K 230

Standardized Solution

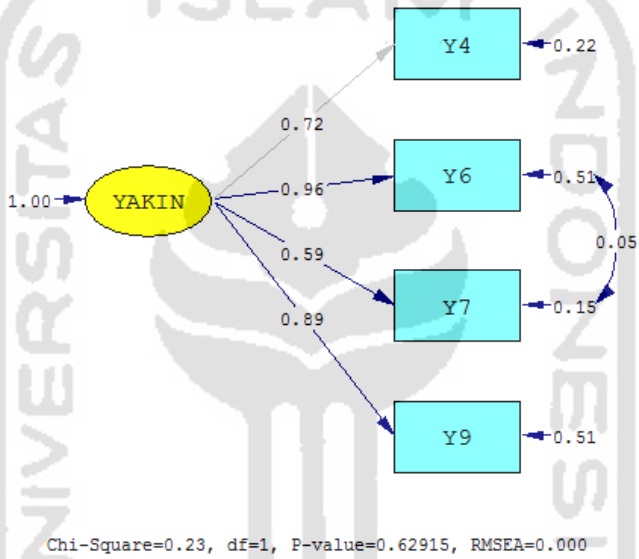
LAMBDA-Y

	KEPUASAN
K6	0.88
K8	0.67
K9	0.86

Correlation Matrix of ETA

KEPUASAN
1.00

c) Kepercayaan Merek



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

TI UJI Y 230

Number of Input Variables 9
Number of Y - Variables 4
Number of X - Variables 0

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

TI UJI Y 230

Number of Iterations = 5

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

	YAKIN
Y4	0.72
	(0.08)
	12.36
Y6	0.96
	(0.05)
	13.09
Y7	0.59
	(0.07)
Y9	0.89

12.90

Covariance Matrix of ETA

YAKIN
1.00

PSI

YAKIN
1.00
(0.14)
7.33

THETA-EPS

	Y4	Y6	Y7	Y9
Y4	0.22			
	(0.03)			
	6.60			
Y6	- -	0.51		
		(0.07)		
		6.90		
Y7	- -	0.05	0.15	
		(0.03)	(0.02)	
		1.51	6.15	
Y9	- -	- -	- -	0.51
				(0.06)
				8.25

Squared Multiple Correlations for Y - Variables

Y4	Y6	Y7	Y9
0.70	0.65	0.70	0.61

Goodness of Fit Statistics

Degrees of Freedom = 1
Minimum Fit Function Chi-Square = 0.23 (P = 0.63)
Normal Theory Weighted Least Squares Chi-Square = 0.23 (P = 0.63)
Estimated Non-centrality Parameter (NCP) = 0.0
90 Percent Confidence Interval for NCP = (0.0 ; 4.32)

Minimum Fit Function Value = 0.0010
Population Discrepancy Function Value (F0) = 0.0
90 Percent Confidence Interval for F0 = (0.0 ; 0.019)
Root Mean Square Error of Approximation (RMSEA) = 0.0
90 Percent Confidence Interval for RMSEA = (0.0 ; 0.14)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.72

Expected Cross-Validation Index (ECVI) = 0.083
90 Percent Confidence Interval for ECVI = (0.083 ; 0.10)
ECVI for Saturated Model = 0.087
ECVI for Independence Model = 2.77

Chi-Square for Independence Model with 6 Degrees of Freedom = 625.49
Independence AIC = 633.49
Model AIC = 18.23
Saturated AIC = 20.00
Independence CAIC = 651.24
Model CAIC = 58.18
Saturated CAIC = 64.38

Normed Fit Index (NFI) = 1.00
Non-Normed Fit Index (NNFI) = 1.01
Parsimony Normed Fit Index (PNFI) = 0.17
Comparative Fit Index (CFI) = 1.00
Incremental Fit Index (IFI) = 1.00
Relative Fit Index (RFI) = 1.00

Critical N (CN) = 6512.93

Root Mean Square Residual (RMR) = 0.0034
Standardized RMR = 0.0031
Goodness of Fit Index (GFI) = 1.00
Adjusted Goodness of Fit Index (AGFI) = 0.99
Parsimony Goodness of Fit Index (PGFI) = 0.100

Factor Scores Regressions

ETA

	Y4	Y6	Y7	Y9
YAKIN	0.39	0.18	0.41	0.20

TI UJI Y 230

Standardized Solution

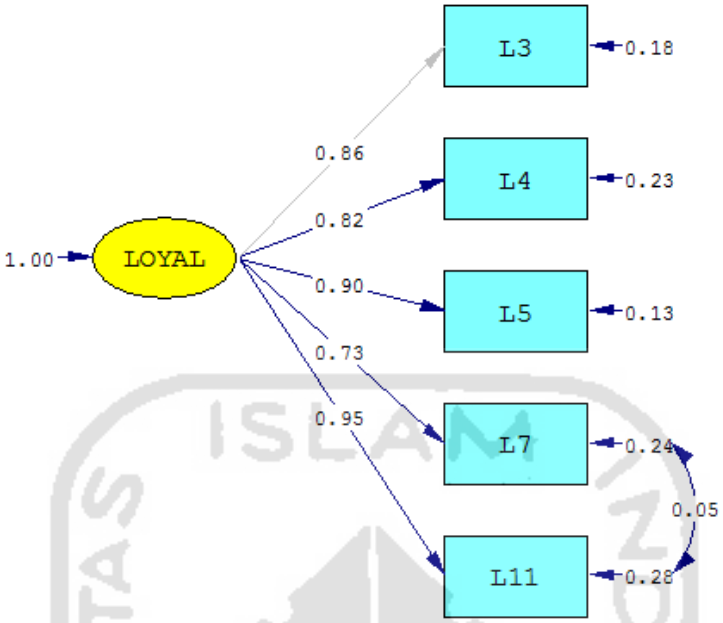
LAMBDA-Y

	YAKIN
Y4	0.72
Y6	0.96
Y7	0.59
Y9	0.89

Correlation Matrix of ETA

YAKIN
1.00

d) Loyalitas Merek



Chi-Square=3.38, df=4, P-value=0.49678, RMSEA=0.000

```
TI UJI L 230
 DA NI=13 NO=230 MA=CM
 LA
 L1 L2 L3 L4 L5 L6 L7 L8 L9 L10
 L11 L12 L13
 CM              FI='D:\Echa\UJI              DEL
230\LOYAL230\DATAL230.COV' SY
 SE
 3 4 5 7 11 /
 MO NY=5 NE=1 PS=SY TE=SY
 LE
 LOYAL
 FR LY(1,1) LY(2,1) LY(3,1) LY(4,1) LY(5,1)
 FR TE(1,1) TE(2,2) TE(3,3) TE(4,4) TE(5,5)
 FR TE(5,4)
 PD
 OU SS MI FS

 TI UJI L 230

                Number of Input Variables 13
                Number of Y - Variables    5
                Number of X - Variables    0
                Number of ETA - Variables  1
                Number of KSI - Variables  0
                Number of Observations   230

TI UJI L 230

 Number of Iterations =  5

 LISREL Estimates (Maximum Likelihood)

      LAMBDA-Y

                 LOYAL
                 --------
L3       0.86
L4       0.82
        (0.04)
         19.07
L5       0.90
        (0.04)
         22.58
L7       0.73
        (0.04)
         17.27
L11      0.95
        (0.05)
         19.33

Covariance Matrix of ETA

                 LOYAL
                 --------
                   1.00

PSI

                 LOYAL
                 --------
                   1.00
                  (0.12)
                   8.68

THETA-EPS

                 L3       L4       L5       L7       L11
```

L3	0.18				
	(0.02)				
	8.06				
L4	- -	0.23			
		(0.03)			
		8.87			
L5	- -	- -	0.13		
			(0.02)		
			6.73		
L7	- -	- -	- -	0.24	
				(0.03)	
				9.16	
L11	- -	- -	- -	0.05	0.28
				(0.02)	(0.03)
				2.12	8.57

Squared Multiple Correlations for Y - Variables

L3	L4	L5	L7	L11
0.81	0.75	0.86	0.68	0.76

Goodness of Fit Statistics

Degrees of Freedom = 4
Minimum Fit Function Chi-Square = 3.38 (P = 0.50)
Normal Theory Weighted Least Squares Chi-Square = 3.38 (P = 0.50)
Estimated Non-centrality Parameter (NCP) = 0.0
90 Percent Confidence Interval for NCP = (0.0 ; 7.85)

Minimum Fit Function Value = 0.015
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 ; 0.093)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.73

Expected Cross-Validation Index (ECVI) = 0.11
90 Percent Confidence Interval for ECVI = (0.11 ; 0.15)
ECVI for Saturated Model = 0.13
ECVI for Independence Model = 6.07

Chi-Square for Independence Model with 10 Degrees of Freedom = 1379.01
Independence AIC = 1389.01
Model AIC = 25.38
Saturated AIC = 30.00
Independence CAIC = 1411.20
Model CAIC = 74.20
Saturated CAIC = 96.57

Normed Fit Index (NFI) = 1.00
Non-Normed Fit Index (NNFI) = 1.00
Parsimony Normed Fit Index (PNFI) = 0.40
Comparative Fit Index (CFI) = 1.00
Incremental Fit Index (IFI) = 1.00
Relative Fit Index (RFI) = 0.99

Critical N (CN) = 899.21

Root Mean Square Residual (RMR) = 0.0060
Standardized RMR = 0.0067
Goodness of Fit Index (GFI) = 0.99
Adjusted Goodness of Fit Index (AGFI) = 0.98
Parsimony Goodness of Fit Index (PGFI) = 0.27

Factor Scores Regressions

ETA

	L3	L4	L5	L7	L11
LOYAL	0.26	0.19	0.37	0.13	0.15

TI UJI L 230

Standardized Solution

LAMBDA-Y

	LOYAL
L3	0.86
L4	0.82
L5	0.90
L7	0.73
L11	0.95

Correlation Matrix of ETA

LOYAL
1.00

LAMPIRAN F

MODEL PERSAMAAN STRUKTURAL AWAL LENGKAP

```
TI MODFUL 42
 DA NI=42 NO=230 MA=CM
 LA
 K1 K2 K3 K4 K5 K6 K7 K8 K9 Y1
 Y2 Y3 Y4 Y5 Y6 Y7 Y8 Y9 L1
 L2 L3 L4 L5 L6 L7 L8 L9 L10
 L11 L12 L13 P1 P2 P3 P4 P5 P6
 P7 P8 P9 P10 P11
 CM FI='D:\ECHA\UJI DEL 230\MODEL FULL FINAL\MODELFULL42.COV' SY
 SE
 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17
 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35
 36 37 38 39 40 41 42/
 MO NX=11 NY=31 NK=1 NE=3 BE=FU GA=FI PS=SY TE=SY TD=SY
 LE
 K Y L
 LK
 P
 FR LY(1,1) LY(2,1) LY(3,1) LY(4,1) LY(5,1) LY(6,1) LY(7,1) LY(8,1) LY(9,1)
 FR LY(10,2) LY(11,2) LY(12,2) LY(13,2) LY(14,2) LY(15,2) LY(16,2) LY(17,2) LY(18,2)
 FR LY(19,3) LY(20,3) LY(21,3) LY(22,3) LY(23,3) LY(24,3) LY(25,3) LY(26,3) LY(27,3)
 FR LY(28,3) LY(29,3) LY(30,3) LY(31,3) LX(1,1) LX(2,1) LX(3,1) LX(4,1) LX(5,1)
 FR LX(6,1) LX(7,1) LX(8,1) LX(9,1) LX(10,1) LX(11,1) BE(3,1) BE(3,2) GA(1,1)
 FR GA(2,1) GA(3,1) TE(1,1) TE(2,2) TE(3,3) TE(4,4) TE(5,5) TE(6,6) TE(7,7)
 FR TE(8,8) TE(9,9) TE(10,10) TE(11,11) TE(12,12) TE(13,13) TE(14,14) TE(15,15) TE(16,16)
 FR TE(17,17) TE(18,18) TE(19,19) TE(20,20) TE(21,21) TE(22,22) TE(23,23) TE(24,24) TE(25,25)
 FR TE(26,26) TE(27,27) TE(28,28) TE(29,29) TE(30,30) TE(31,31) TD(1,1) TD(2,2) TD(3,3)
 FR TD(4,4) TD(5,5) TD(6,6) TD(7,7) TD(8,8) TD(9,9) TD(10,10) TD(11,11)
 FR TE 28 27 TD 1 2 TD 4 5 TD 9 10 TD 10 11 TD 11 9 TD 6 7 TE 5 6 TD 2 3 TE 1 2 TE 1 4 TE 2 3 TE 6 7 TE 19 20 TE 19 21
 FR TE 23 31 TE 23 24 TE 11 12 TE 11 18 TE 15 16 TE 16 17
 FR TD 1 3
 PD
 OU MI FS

 TI MODFUL 42

                    Number of Input Variables 42
                    Number of Y - Variables   31
                    Number of X - Variables   11
                    Number of ETA - Variables  3
                    Number of KSI - Variables  1
                    Number of Observations   230

        Squared Multiple Correlations for Y - Variables

          K1       K2       K3       K4       K5       K6
       --------  --------  --------  --------  --------  --------
        0.73     0.87     0.84     0.82     0.76     0.83

        Squared Multiple Correlations for Y - Variables

          K7       K8       K9       Y1       Y2       Y3
       --------  --------  --------  --------  --------  --------
        0.79     0.69     0.59     0.80     0.84     0.83

        Squared Multiple Correlations for Y - Variables

          Y4       Y5       Y6       Y7       Y8       Y9
       --------  --------  --------  --------  --------  --------
        0.68     0.85     0.59     0.68     0.75     0.50

        Squared Multiple Correlations for Y - Variables

          L1       L2       L3       L4       L5       L6
       --------  --------  --------  --------  --------  --------
        0.55     0.12     0.70     0.75     0.84     0.65

        Squared Multiple Correlations for Y - Variables

          L7       L8       L9       L10      L11      L12
       --------  --------  --------  --------  --------  --------
        0.69     0.76     0.80     0.78     0.83     0.81

        Squared Multiple Correlations for Y - Variables
```

L13
0.79

Squared Multiple Correlations for X - Variables

P1	P2	P3	P4	P5	P6
0.44	0.54	0.35	0.38	0.33	0.35

Squared Multiple Correlations for X - Variables

P7	P8	P9	P10	P11
0.40	0.17	0.30	0.32	0.38

Goodness of Fit Statistics

Degrees of Freedom = 792
Minimum Fit Function Chi-Square = 3493.60 (P = 0.0)
Normal Theory Weighted Least Squares Chi-Square = 2587.86 (P = 0.0)
Estimated Non-centrality Parameter (NCP) = 1795.86
90 Percent Confidence Interval for NCP = (1645.57 ; 1953.70)

Minimum Fit Function Value = 15.26
Population Discrepancy Function Value (F0) = 7.84
90 Percent Confidence Interval for F0 = (7.19 ; 8.53)
Root Mean Square Error of Approximation (RMSEA) = 0.100
90 Percent Confidence Interval for RMSEA = (0.095 ; 0.10)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 12.27
90 Percent Confidence Interval for ECVI = (11.61 ; 12.96)
ECVI for Saturated Model = 7.89
ECVI for Independence Model = 300.50

Chi-Square for Independence Model with 861 Degrees of Freedom = 68731.06
Independence AIC = 68815.06
Model AIC = 2809.86
Saturated AIC = 1806.00
Independence CAIC = 69001.46
Model CAIC = 3302.49
Saturated CAIC = 5813.59

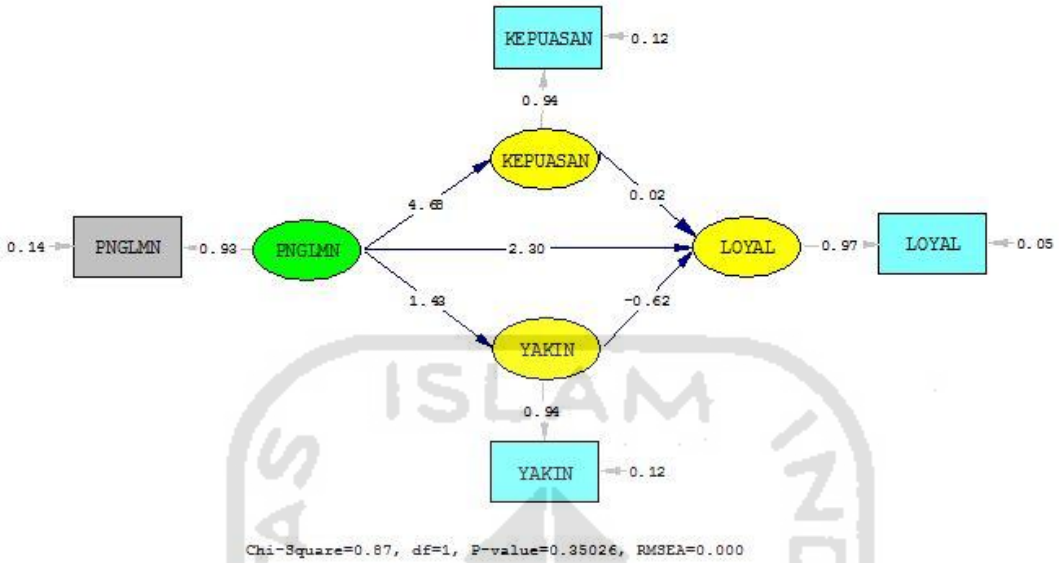
Normed Fit Index (NFI) = 0.95
Non-Normed Fit Index (NNFI) = 0.96
Parsimony Normed Fit Index (PNFI) = 0.87
Comparative Fit Index (CFI) = 0.96
Incremental Fit Index (IFI) = 0.96
Relative Fit Index (RFI) = 0.94

Critical N (CN) = 59.18

Root Mean Square Residual (RMR) = 0.063
Standardized RMR = 0.052
Goodness of Fit Index (GFI) = 0.65
Adjusted Goodness of Fit Index (AGFI) = 0.60
Parsimony Goodness of Fit Index (PGFI) = 0.57

LAMPIRAN G

MODEL PERSAMAAN STRUKTURAL *ONE CONGENERIC*




```
TI MODEL GABUNGAN 230 RESP
 DA NI=4 NO=230 MA=CM
 LA
 KEPUASAN YAKIN LOYAL PNGLMN
 PM='D:\ECHA\UJI DEL 230\MODEL FULL
FINAL\DATACOMPREV2.PMM'
 AC='D:\ECHA\UJI DEL 230\MODEL FULL
FINAL\DATACOMPREV2.ACM'
 SE
 1 2 3 4/
 MO NX=1 NY=3 NK=1 NE=3 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
 PNGLMN
 LE
 KEPUASAN YAKIN LOYAL
 FR BE(3,1) BE(3,2) GA(1,1) GA(2,1) GA(3,1)
 VA .928 LX 1 1
 VA .138 TD 1 1
 VA .936 LY 1 1
 VA .123 TE 1 1
 VA .938 LY 2 2
 VA .119 TE 2 2
 VA .973 LY 3 3
 VA .052 TE 3 3
 PD
 OU MI EF FS

TI MODEL GABUNGAN 230 RESP

          Number of Input Variables  4
          Number of Y - Variables    3
          Number of X - Variables    1
          Number of ETA - Variables  3
          Number of KSI - Variables  1
          Number of Observations   230
```

```
TI MODEL GABUNGAN 230 RESP

          Covariance Matrix

            KEPUASAN        YAKIN         LOYAL
PNGLMN
            --------  --------  --------  --------
KEPUASAN      16.60
  YAKIN       2.33      0.86
  LOYAL       2.60      0.71      1.09
  PNGLMN      1.46      0.47      0.52      0.48


TI MODEL GABUNGAN 230 RESP

Parameter Specifications

          BETA

            KEPUASAN     YAKIN     LOYAL
            --------  --------  --------
KEPUASAN        0         0         0
  YAKIN         0         0         0
  LOYAL         1         2         0

          GAMMA

             PNGLMN
            --------
KEPUASAN        3
  YAKIN         4
  LOYAL         5

          PHI

             PNGLMN
```

```
--------
    6

PSI

KEPUASAN    YAKIN    LOYAL
--------  --------  --------
    7         8         9
```

TI MODEL GABUNGAN 230 RESP

Number of Iterations = 10

LISREL Estimates (Robust Maximum Likelihood)

LAMBDA-Y

	KEPUASAN	YAKIN	LOYAL
KEPUASAN	0.94	- -	- -
YAKIN	- -	0.94	- -
LOYAL	- -	- -	0.97

LAMBDA-X

	PNGLMN
PNGLMN	0.93

BETA

	KEPUASAN	YAKIN	LOYAL
KEPUASAN	- -	- -	- -
YAKIN	- -	- -	- -
LOYAL	0.02	-0.62	- -
	(0.03)	(1.88)	
	0.61	-0.33	

GAMMA

	PNGLMN
KEPUASAN	4.68
	(0.47)
	10.04
YAKIN	1.43
	(0.12)
	11.95
LOYAL	2.30
	(2.87)
	0.80

Covariance Matrix of ETA and KSI

	KEPUASAN	YAKIN	LOYAL	PNGLMN
KEPUASAN	18.80			
YAKIN	2.56	0.85		
LOYAL	2.87	0.78	1.10	
PNGLMN	1.79	0.55	0.57	0.38

PHI

	PNGLMN
	0.38
	(0.03)
	12.85

PSI

Note: This matrix is diagonal.

KEPUASAN	YAKIN	LOYAL
10.42	0.07	0.21
(1.99)	(0.12)	(0.22)
5.25	0.54	0.95

Squared Multiple Correlations for Structural Equations

KEPUASAN	YAKIN	LOYAL
0.45	0.92	0.81

Squared Multiple Correlations for Reduced Form

KEPUASAN	YAKIN	LOYAL
0.45	0.92	0.78

Reduced Form

	PNGLMN
KEPUASAN	4.68
	(0.47)
	10.04
YAKIN	1.43
	(0.12)
	11.95
LOYAL	1.50
	(0.14)
	10.90

THETA-EPS

KEPUASAN	YAKIN	LOYAL
0.12	0.12	0.05

Squared Multiple Correlations for Y - Variables

KEPUASAN	YAKIN	LOYAL
0.99	0.86	0.95

THETA-DELTA

PNGLMN
0.14

Squared Multiple Correlations for X - Variables

PNGLMN
0.70

Goodness of Fit Statistics

Degrees of Freedom = 1
Minimum Fit Function Chi-Square = 3.42 (P = 0.064)
Normal Theory Weighted Least Squares Chi-Square = 3.69 (P = 0.055)
Satorra-Bentler Scaled Chi-Square = 0.87 (P = 0.35)
Chi-Square Corrected for Non-Normality = 0.87 (P = 0.35)
Estimated Non-centrality Parameter (NCP) = 0.0
90 Percent Confidence Interval for NCP = (0.0 ; 6.64)

Minimum Fit Function Value = 0.015
Population Discrepancy Function Value (F0) = 0.0
90 Percent Confidence Interval for F0 = (0.0 ; 0.029)
Root Mean Square Error of Approximation (RMSEA) = 0.0
90 Percent Confidence Interval for RMSEA = (0.0 ; 0.17)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.48

Expected Cross-Validation Index (ECVI) = 0.083
90 Percent Confidence Interval for ECVI = (0.083 ; 0.11)
ECVI for Saturated Model = 0.087
ECVI for Independence Model = 2.64

Chi-Square for Independence Model with 6 Degrees of Freedom = 595.76
Independence AIC = 603.76
Model AIC = 18.87
Saturated AIC = 20.00
Independence CAIC = 621.51
Model CAIC = 58.82
Saturated CAIC = 64.38

Normed Fit Index (NFI) = 1.00
Non-Normed Fit Index (NNFI) = 1.00
Parsimony Normed Fit Index (PNFI) = 0.17
Comparative Fit Index (CFI) = 1.00
Incremental Fit Index (IFI) = 1.00
Relative Fit Index (RFI) = 0.99

Critical N (CN) = 1742.42

Root Mean Square Residual (RMR) = 0.039
Standardized RMR = 0.015
Goodness of Fit Index (GFI) = 0.99
Adjusted Goodness of Fit Index (AGFI) = 0.92
Parsimony Goodness of Fit Index (PGFI) = 0.099

Factor Scores Regressions

ETA

	KEPUASAN	YAKIN	LOYAL	PNGLMN
KEPUASAN	1.05	0.02	0.02	0.01
YAKIN	0.01	0.65	0.12	0.24
LOYAL	0.01	0.05	0.89	0.07

KSI

	KEPUASAN	YAKIN	LOYAL	PNGLMN
PNGLMN	0.01	0.28	0.20	0.21

TI MODEL GABUNGAN 230 RESP

Total and Indirect Effects

Total Effects of KSI on ETA

	PNGLMN
KEPUASAN	4.68
	(0.47)
	10.04
YAKIN	1.43
	(0.12)
	11.95
LOYAL	1.50
	(0.14)
	10.90

Indirect Effects of KSI on ETA

	PNGLMN
KEPUASAN	- -
YAKIN	- -
LOYAL	-0.80
	(2.78)
	-0.29

Total Effects of ETA on ETA

	KEPUASAN	YAKIN	LOYAL
KEPUASAN	- -	- -	- -
YAKIN	- -	- -	- -
LOYAL	0.02	-0.62	- -
	(0.03)	(1.88)	
	0.61	-0.33	

Largest Eigenvalue of B*B' (Stability Index) is 0.383

Total Effects of ETA on Y

	KEPUASAN	YAKIN	LOYAL

	---	---	---
KEPUASAN	0.94	- -	- -
YAKIN	- -	0.94	- -
LOYAL	0.02	-0.60	0.97
	(0.03)	(1.83)	
	0.61	-0.33	

Indirect Effects of ETA on Y

	KEPUASAN	YAKIN	LOYAL
	---	---	---
KEPUASAN	- -	- -	- -
YAKIN	- -	- -	- -
LOYAL	0.02	-0.60	- -
	(0.03)	(1.83)	
	0.61	-0.33	

Total Effects of KSI on Y

	PNGLMN

KEPUASAN	4.38
	(0.44)
	10.04
YAKIN	1.34
	(0.11)
	11.95
LOYAL	1.46
	(0.13)
	10.9