

KUESIONER

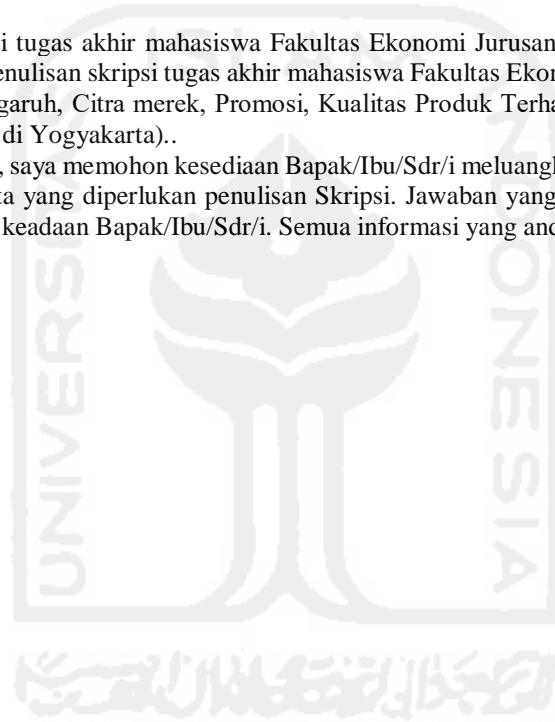
Kepada : Pelanggan Sabun Dettol
di Yogyakarta

Dalam rangka penulisan skripsi tugas akhir mahasiswa Fakultas Ekonomi Jurusan Manajemen Universitas Islam Indonesia, saya melakukan penelitian dengan judul Dalam rangka penulisan skripsi tugas akhir mahasiswa Fakultas Ekonomi Jurusan Manajemen Universitas Islam Indonesia, Saya melakukan penelitian dengan judul Pengaruh, Citra merek, Promosi, Kualitas Produk Terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan”(Study Kasus Pada Pengguna Sabun Antiseptik di Yogyakarta)..

Berkaitan dengan hal tersebut, saya memohon kesediaan Bapak/Ibu/Sdr/i meluangkan waktu untuk mengisi kuesioner ini. Kuesioner ini adalah salah satu sarana untuk memperoleh data yang diperlukan penulisan Skripsi. Jawaban yang Bapak/Ibu/Sdr/i mempunyai keleluasaan untuk menjawab yang paling sesuai dengan pendapat dan keadaan Bapak/Ibu/Sdr/i. Semua informasi yang anda berikan dijamin kerahasiaannya. Atas kesediaannya, saya ucapkan terima kasih.

Hormat Saya,

Lukman Catur Sujarmanto



Bagian III (Pertanyaan Mengenai Variabel)

1. Citra Merek

No	PERTANYAAN	S	T	N		
1	Sabun Dettol merupakan produk sabun yang dikenal merek berkualitas					
2	Sabun Dettol merupakan merek yang dapat dipercaya					
3	Sabun Dettol merupakan merek yang cukup dikenal					
4	Sabun Dettol merupakan merek yang cukup mudah diingat					
5	Sabun Dettol merupakan merek dengan posisi di benak pelanggan tinggi					
6	Sabun Dettol merupakan merek yang dapat diandalkan					

2. Promosi

No	PERTANYAAN	S	T	N		
1	Iklan sabun Dettol memberitahukan semua informasi secara lengkap					
2	Iklan sabun Dettol mengingatkan konsumen untuk menggunakan sabun kesehatan					
3	Iklan sabun Dettol mampu mempengaruhi konsumen untuk melakukan pembelian produk					

3. Kualitas Produk

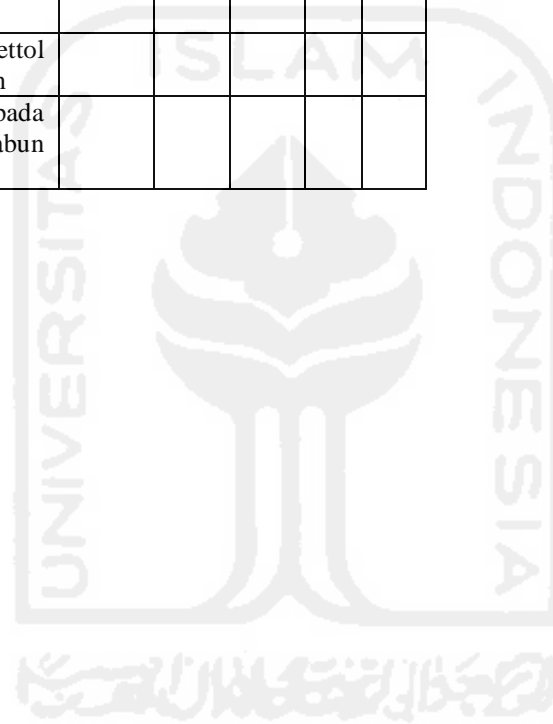
	PERTANYAAN	S	T	N		
1	Sabun Dettol merupakan sabun yang handal.					
2	Sabun Dettol mampu membersihkan kuman dengan baik					
3	Sabun Dettol memiliki daya tahan yang lama (awet)					
4	Sabun Dettol membuat harum di badan					
5	Kulit terasa lembut setelah menggunakan sabun Detto					
6	Sabun Dettol tidak merusak kulit					
7	Sabun Dettol memiliki komposisi produk yang pas					

4. Kepuasan

	PERTANYAAN	S	T	N		
1	Saya merasa puas dengan mutu sabun Dettol					
2	Saya merasa puas dengan manfaat menggunakan sabun Detto					
3	Saya merasa puas dengan semua informasi tentang produk sabun Dettol					
4	Saya merasa puas dengan harga sabun Dettol di pasaran					
5	Saya merasa puas, sabun dettol tersedia di toko toko terdekat.					

5. Loyalitas

No	PERTANYAAN	S	T	N		
1	Saya akan melakukan pembelian kembali sabun Dettol di lain waktu.					
2	Saya belum berminat pindah pada merek sabun yang lain.					
3	Saya rasa menggunakan sabun Dettol banyak memberikan keuntungan					
4	Saya akan merekomendasikan kepada orang lain, agar membeli sabun Dettol.					



**REKAP DATA
PENELITIAN**

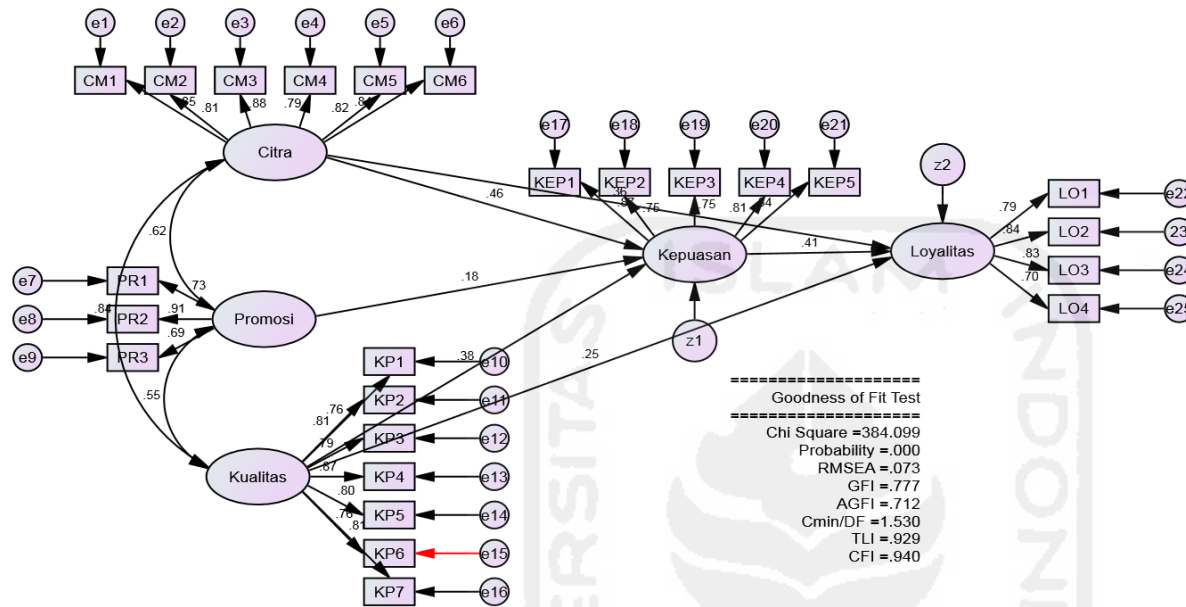
No	CITRA MEREK						PROMOSI			KUALITAS PRODUK							KEPUASAN					LOYALITAS			
	C M 1	C M 2	C M 3	C M 4	C M 5	C M 6	PR 1	PR 2	PR 3	KP 1	KP 2	KP 3	KP 4	KP 5	KP 6	KP 7	KE P1	KE P2	KE P3	KE P4	KE P5	LO 1	LO 2	LO 3	LO 4
1	4	4	3	4	3	3	4	4	3	3	4	3	4	3	4	4	4	4	4	3	4	4	3	4	3
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Rata2	3.51	3.18	3.40	3.36	3.47	3.43	3.25	3.53	3.43	3.51	3.32	3.39	3.49	3.42	3.39	3.35	3.52	3.48	3.44	3.48	3.58	3.42	3.09	3.52	3.27





Analysis Summary

Date and Time

Date: Friday, May 06, 2016

Time: 12:43:35

Title

gambar amos: Friday, May 06, 2016 12:43 PM

Groups

Group number 1 (Group number 1)

Notes for Group (Group number 1)

The model is recursive.

Sample size = 100

Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables

CM1

CM2

CM3

CM4

CM5

CM6

PR3

PR2

PR1

KP1

KP2

KP3

KP4

KP5

KP6

KP7

KEP1

KEP2

KEP3

KEP4

KEP5

LO1

LO2

LO3

LO4

Unobserved, endogenous variables



Kepuasan

Loyalitas

Unobserved, exogenous variables

Citra

e1

e2

e3

e4

e5

e6

Promosi

e9

e8

e7

Kualitas

e10

e11

e12

e13

e14

e15

e16

e17

e18

e19

e20

e21

e22

23

e24

e25

z1

z2



Variable counts (Group number 1)

Number of variables in your model: 57
 Number of observed variables: 25
 Number of unobserved variables: 32
 Number of exogenous variables: 30
 Number of endogenous variables: 27

Parameter Summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	32	0	0	0	0	32
Labeled	0	0	0	0	0	0
Unlabeled	26	18	30	0	0	74
Total	58	18	30	0	0	106

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
LO4	2.000	5.000	.144	.590	-.387	-.790
LO3	2.000	5.000	.170	.692	-.683	-1.394
LO2	1.000	5.000	-.032	-.131	-.769	-1.571
LO1	2.000	5.000	-.070	-.284	-.279	-.569
KEP5	1.000	5.000	-.600	-2.448	.810	1.653
KEP4	2.000	5.000	-.115	-.468	-.461	-.941
KEP3	1.000	5.000	-.800	-3.266	.762	1.555
KEP2	2.000	5.000	-.294	-1.202	-.326	-.666
KEP1	2.000	5.000	-.272	-1.110	-.190	-.388
KP7	2.000	5.000	.080	.325	-.306	-.625
KP6	1.000	5.000	-.145	-.592	-.038	-.078
KP5	2.000	5.000	-.001	-.004	-.606	-1.237

Variable	min	max	skew	c.r.	kurtosis	c.r.
KP4	1.000	5.000	-.245	-1.000	.381	.777
KP3	2.000	5.000	.240	.981	-.293	-.597
KP2	2.000	5.000	.064	.263	-.631	-1.288
KP1	2.000	5.000	.121	.493	-.292	-.597
PR1	1.000	5.000	-.234	-.955	-.341	-.696
PR2	2.000	5.000	-.159	-.648	-.426	-.870
PR3	2.000	5.000	-.280	-1.143	-.426	-.869
CM6	1.000	5.000	-.176	-.718	-.023	-.046
CM5	2.000	5.000	.190	.775	-.606	-1.237
CM4	1.000	5.000	.085	.347	-.371	-.757
CM3	2.000	5.000	.164	.669	-.533	-1.088
CM2	1.000	5.000	-.006	-.025	-.372	-.760
CM1	1.000	5.000	-.232	-.948	.323	.659
Multivariate					98.780	13.442

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

Observation number	Mahalanobis d-squared	p1	p2
55	52.839	.001	.090
56	49.547	.002	.025
57	47.544	.004	.009
8	47.115	.005	.001
34	46.673	.005	.000
6	45.457	.007	.000
29	43.204	.013	.000
10	42.038	.018	.000
75	40.814	.024	.001
97	40.249	.027	.000
78	39.545	.032	.000

Observation number	Mahalanobis d-squared	p1	p2
2	38.884	.038	.000
90	37.710	.049	.001
12	36.905	.059	.002
41	36.647	.062	.001
62	36.590	.063	.001
54	35.112	.086	.005
9	34.700	.094	.005
60	34.130	.105	.008
3	34.128	.105	.004
52	34.120	.105	.002
37	33.826	.112	.001
51	33.379	.122	.002
77	33.172	.127	.001
83	33.163	.127	.001
99	32.655	.140	.001
33	32.637	.140	.000
86	32.352	.148	.000
49	32.236	.151	.000
92	32.235	.151	.000
45	32.225	.152	.000
35	31.072	.187	.001
46	30.705	.199	.001
1	30.443	.208	.002
27	30.367	.211	.001
72	29.795	.232	.003
88	29.515	.243	.003
94	29.317	.251	.003
39	28.502	.285	.015
53	28.281	.295	.016

Observation number	Mahalanobis d-squared	p1	p2
31	28.226	.298	.011
96	27.812	.317	.019
13	26.995	.356	.077
19	26.945	.359	.057
79	26.924	.360	.039
61	26.733	.369	.039
89	26.482	.382	.045
17	26.209	.397	.055
100	26.086	.403	.048
26	25.804	.418	.060
28	25.655	.426	.056
91	24.997	.463	.146
44	24.503	.491	.245
70	24.469	.492	.197
65	23.935	.523	.331
63	23.642	.540	.384
21	23.451	.551	.392
84	23.417	.553	.332
43	22.449	.610	.695
64	22.185	.625	.734
73	21.997	.636	.741
59	21.680	.654	.796
16	21.378	.671	.838
20	21.292	.676	.812
81	20.276	.732	.973
93	20.211	.736	.964
69	19.878	.753	.977
18	19.668	.764	.979
32	19.607	.767	.971

Observation number	Mahalanobis d-squared	p1	p2
24	19.597	.768	.954
15	19.556	.770	.935
4	19.318	.782	.943
71	18.940	.800	.966
11	18.626	.815	.976
42	17.563	.860	.999
85	16.249	.907	1.000
98	16.142	.911	1.000
14	15.370	.932	1.000
5	15.218	.936	1.000
22	14.552	.951	1.000
25	14.519	.952	1.000
40	14.499	.952	1.000
48	14.499	.952	1.000
58	13.625	.968	1.000
66	12.547	.982	1.000
23	12.479	.982	1.000
7	11.693	.989	1.000
74	11.558	.990	1.000
82	9.759	.997	1.000
50	9.653	.997	1.000
87	9.417	.998	1.000
76	8.147	.999	1.000
95	5.324	1.000	1.000
36	2.836	1.000	1.000
38	2.836	1.000	1.000
47	2.836	1.000	1.000
30	2.557	1.000	1.000
80	2.557	1.000	1.000

Observation number	Mahalanobis d-squared	p1	p2
67	2.397	1.000	1.000
68	2.397	1.000	1.000

Models

Default model (Default model)

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 325
 Number of distinct parameters to be estimated: 74
 Degrees of freedom (325 - 74): 251

Result (Default model)

Minimum was achieved
 Chi-square = 384.099
 Degrees of freedom = 251
 Probability level = .000

Group number 1 (Group number 1 - Default model)

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
Kepuasan	<--- Citra	.410	.114	3.607	***	

			Estimate	S.E.	C.R.	P	Label
Kepuasan	<---	Promosi	.207	.089	2.322	.020	
Kepuasan	<---	Kualitas	.396	.124	3.196	.001	
Loyalitas	<---	Kualitas	.252	.124	2.034	.042	
Loyalitas	<---	Kepuasan	.387	.165	2.341	.019	
Loyalitas	<---	Citra	.303	.123	2.469	.014	
CM1	<---	Citra	1.000				
CM2	<---	Citra	1.161	.114	10.184	***	
CM3	<---	Citra	1.121	.096	11.646	***	
CM4	<---	Citra	1.061	.107	9.918	***	
CM5	<---	Citra	1.072	.104	10.338	***	
CM6	<---	Citra	1.148	.107	10.766	***	
PR3	<---	Promosi	1.000				
PR2	<---	Promosi	1.389	.179	7.767	***	
PR1	<---	Promosi	1.120	.162	6.916	***	
KP1	<---	Kualitas	1.000				
KP2	<---	Kualitas	1.217	.141	8.612	***	
KP3	<---	Kualitas	1.128	.131	8.628	***	
KP4	<---	Kualitas	1.184	.125	9.479	***	
KP5	<---	Kualitas	1.217	.143	8.512	***	
KP6	<---	Kualitas	1.192	.148	8.052	***	
KP7	<---	Kualitas	1.082	.125	8.649	***	
KEP1	<---	Kepuasan	1.000				
KEP2	<---	Kepuasan	.806	.072	11.214	***	
KEP3	<---	Kepuasan	.995	.082	12.126	***	
KEP4	<---	Kepuasan	1.124	.109	10.313	***	
KEP5	<---	Kepuasan	1.309	.120	10.925	***	
LO1	<---	Loyalitas	1.000				
LO2	<---	Loyalitas	1.629	.171	9.522	***	
LO3	<---	Loyalitas	1.304	.139	9.375	***	

			Estimate	S.E.	C.R.	P	Label
LO4	<---	Loyalitas	.976	.097	10.084	***	

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

			Estimate
Kepuasan	<---	Citra	.458
Kepuasan	<---	Promosi	.185
Kepuasan	<---	Kualitas	.379
Loyalitas	<---	Kualitas	.254
Loyalitas	<---	Kepuasan	.407
Loyalitas	<---	Citra	.357
CM1	<---	Citra	.849
CM2	<---	Citra	.808
CM3	<---	Citra	.876
CM4	<---	Citra	.787
CM5	<---	Citra	.819
CM6	<---	Citra	.838
PR3	<---	Promosi	.692
PR2	<---	Promosi	.906
PR1	<---	Promosi	.731
KP1	<---	Kualitas	.762
KP2	<---	Kualitas	.810
KP3	<---	Kualitas	.792
KP4	<---	Kualitas	.869
KP5	<---	Kualitas	.805
KP6	<---	Kualitas	.759
KP7	<---	Kualitas	.813
KEP1	<---	Kepuasan	.870
KEP2	<---	Kepuasan	.747

			Estimate
KEP3	<---	Kepuasan	.754
KEP4	<---	Kepuasan	.815
KEP5	<---	Kepuasan	.843
LO1	<---	Loyalitas	.792
LO2	<---	Loyalitas	.839
LO3	<---	Loyalitas	.829
LO4	<---	Loyalitas	.696

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Citra	<-->	Promosi	.207	.049	4.200	***	
Citra	<-->	Kualitas	.302	.058	5.185	***	
Promosi	<-->	Kualitas	.159	.042	3.796	***	
e22	<-->	e25	.110	.029	3.769	***	
e20	<-->	e21	.047	.029	1.626	.104	
e18	<-->	e21	-.063	.020	-3.124	.002	
e17	<-->	e18	.055	.017	3.339	***	
e14	<-->	e16	.060	.027	2.218	.027	
e9	<-->	e21	-.029	.024	-1.231	.218	
e9	<-->	e12	.113	.030	3.821	***	
e5	<-->	e24	.094	.029	3.225	.001	
e1	<-->	e13	.062	.019	3.247	.001	
e3	<-->	e20	.076	.022	3.395	***	
e17	<-->	e19	.078	.020	3.993	***	
e11	<-->	e14	-.086	.027	-3.146	.002	
e4	<-->	e9	-.118	.032	-3.675	***	
e2	<-->	e15	.105	.036	2.912	.004	
e6	<-->	e10	.045	.026	1.733	.083	

Correlations: (Group number 1 - Default model)

			Estimate
Citra	<-->	Promosi	.615
Citra	<-->	Kualitas	.836
Promosi	<-->	Kualitas	.554
e22	<-->	e25	.469
e20	<-->	e21	.210
e18	<-->	e21	-.313
e17	<-->	e18	.403
e14	<-->	e16	.280
e9	<-->	e21	-.112
e9	<-->	e12	.433
e5	<-->	e24	.395
e1	<-->	e13	.411
e3	<-->	e20	.406
e17	<-->	e19	.472
e11	<-->	e14	-.351
e4	<-->	e9	-.404
e2	<-->	e15	.336
e6	<-->	e10	.197

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Citra	.421	.080	5.239	***	
Promosi	.267	.067	3.966	***	
Kualitas	.309	.070	4.430	***	
z1	.047	.016	3.013	.003	
z2	.016	.011	1.432	.152	
e1	.164	.027	6.047	***	

	Estimate	S.E.	C.R.	P	Label
e2	.303	.048	6.320	***	
e3	.161	.028	5.753	***	
e4	.291	.045	6.404	***	
e5	.238	.038	6.261	***	
e6	.236	.038	6.138	***	
e9	.292	.048	6.136	***	
e8	.113	.042	2.680	.007	
e7	.292	.050	5.854	***	
e10	.223	.034	6.477	***	
e11	.240	.039	6.133	***	
e12	.233	.037	6.348	***	
e13	.141	.024	5.763	***	
e14	.249	.041	6.042	***	
e15	.324	.050	6.490	***	
e16	.186	.030	6.114	***	
e17	.108	.019	5.810	***	
e18	.173	.028	6.148	***	
e19	.253	.040	6.337	***	
e20	.216	.037	5.835	***	
e21	.234	.043	5.408	***	
e22	.180	.029	6.230	***	
23	.337	.058	5.844	***	
e24	.235	.039	5.959	***	
e25	.308	.047	6.587	***	

Matrices (Group number 1 - Default model)

Total Effects (Group number 1 - Default model)

	Kualitas	Promosi	Citra	Kepuasan	Loyalitas
Kepuasan	.396	.207	.410	.000	.000
Loyalitas	.405	.080	.461	.387	.000
LO4	.395	.078	.451	.378	.976
LO3	.528	.105	.602	.504	1.304
LO2	.659	.131	.751	.630	1.629
LO1	.405	.080	.461	.387	1.000
KEP5	.518	.271	.536	1.309	.000
KEP4	.445	.233	.461	1.124	.000
KEP3	.394	.206	.408	.995	.000
KEP2	.319	.167	.330	.806	.000
KEP1	.396	.207	.410	1.000	.000
KP7	1.082	.000	.000	.000	.000
KP6	1.192	.000	.000	.000	.000
KP5	1.217	.000	.000	.000	.000
KP4	1.184	.000	.000	.000	.000
KP3	1.128	.000	.000	.000	.000
KP2	1.217	.000	.000	.000	.000
KP1	1.000	.000	.000	.000	.000
PR1	.000	1.120	.000	.000	.000
PR2	.000	1.389	.000	.000	.000
PR3	.000	1.000	.000	.000	.000
CM6	.000	.000	1.148	.000	.000
CM5	.000	.000	1.072	.000	.000
CM4	.000	.000	1.061	.000	.000
CM3	.000	.000	1.121	.000	.000
CM2	.000	.000	1.161	.000	.000
CM1	.000	.000	1.000	.000	.000

Standardized Total Effects (Group number 1 - Default model)

	Kualitas	Promosi	Citra	Kepuasan	Loyalitas
Kepuasan	.379	.185	.458	.000	.000
Loyalitas	.409	.075	.544	.407	.000
LO4	.284	.052	.379	.284	.696
LO3	.339	.062	.451	.338	.829
LO2	.343	.063	.457	.342	.839
LO1	.324	.060	.431	.323	.792
KEP5	.320	.156	.387	.843	.000
KEP4	.309	.151	.373	.815	.000
KEP3	.286	.139	.346	.754	.000
KEP2	.283	.138	.342	.747	.000
KEP1	.330	.161	.399	.870	.000
KP7	.813	.000	.000	.000	.000
KP6	.759	.000	.000	.000	.000
KP5	.805	.000	.000	.000	.000
KP4	.869	.000	.000	.000	.000
KP3	.792	.000	.000	.000	.000
KP2	.810	.000	.000	.000	.000
KP1	.762	.000	.000	.000	.000
PR1	.000	.731	.000	.000	.000
PR2	.000	.906	.000	.000	.000
PR3	.000	.692	.000	.000	.000
CM6	.000	.000	.838	.000	.000
CM5	.000	.000	.819	.000	.000
CM4	.000	.000	.787	.000	.000
CM3	.000	.000	.876	.000	.000
CM2	.000	.000	.808	.000	.000
CM1	.000	.000	.849	.000	.000

Direct Effects (Group number 1 - Default model)

	Kualitas	Promosi	Citra	Kepuasan	Loyalitas
Kepuasan	.396	.207	.410	.000	.000
Loyalitas	.252	.000	.303	.387	.000
LO4	.000	.000	.000	.000	.976
LO3	.000	.000	.000	.000	1.304
LO2	.000	.000	.000	.000	1.629
LO1	.000	.000	.000	.000	1.000
KEP5	.000	.000	.000	1.309	.000
KEP4	.000	.000	.000	1.124	.000
KEP3	.000	.000	.000	.995	.000
KEP2	.000	.000	.000	.806	.000
KEP1	.000	.000	.000	1.000	.000
KP7	1.082	.000	.000	.000	.000
KP6	1.192	.000	.000	.000	.000
KP5	1.217	.000	.000	.000	.000
KP4	1.184	.000	.000	.000	.000
KP3	1.128	.000	.000	.000	.000
KP2	1.217	.000	.000	.000	.000
KP1	1.000	.000	.000	.000	.000
PR1	.000	1.120	.000	.000	.000
PR2	.000	1.389	.000	.000	.000
PR3	.000	1.000	.000	.000	.000
CM6	.000	.000	1.148	.000	.000
CM5	.000	.000	1.072	.000	.000
CM4	.000	.000	1.061	.000	.000
CM3	.000	.000	1.121	.000	.000
CM2	.000	.000	1.161	.000	.000
CM1	.000	.000	1.000	.000	.000

Standardized Direct Effects (Group number 1 - Default model)

	Kualitas	Promosi	Citra	Kepuasan	Loyalitas
Kepuasan	.379	.185	.458	.000	.000
Loyalitas	.254	.000	.357	.407	.000
LO4	.000	.000	.000	.000	.696
LO3	.000	.000	.000	.000	.829
LO2	.000	.000	.000	.000	.839
LO1	.000	.000	.000	.000	.792
KEP5	.000	.000	.000	.843	.000
KEP4	.000	.000	.000	.815	.000
KEP3	.000	.000	.000	.754	.000
KEP2	.000	.000	.000	.747	.000
KEP1	.000	.000	.000	.870	.000
KP7	.813	.000	.000	.000	.000
KP6	.759	.000	.000	.000	.000
KP5	.805	.000	.000	.000	.000
KP4	.869	.000	.000	.000	.000
KP3	.792	.000	.000	.000	.000
KP2	.810	.000	.000	.000	.000
KP1	.762	.000	.000	.000	.000
PR1	.000	.731	.000	.000	.000
PR2	.000	.906	.000	.000	.000
PR3	.000	.692	.000	.000	.000
CM6	.000	.000	.838	.000	.000
CM5	.000	.000	.819	.000	.000
CM4	.000	.000	.787	.000	.000
CM3	.000	.000	.876	.000	.000
CM2	.000	.000	.808	.000	.000
CM1	.000	.000	.849	.000	.000

Indirect Effects (Group number 1 - Default model)

	Kualitas	Promosi	Citra	Kepuasan	Loyalitas
Kepuasan	.000	.000	.000	.000	.000
Loyalitas	.153	.080	.158	.000	.000
LO4	.395	.078	.451	.378	.000
LO3	.528	.105	.602	.504	.000
LO2	.659	.131	.751	.630	.000
LO1	.405	.080	.461	.387	.000
KEP5	.518	.271	.536	.000	.000
KEP4	.445	.233	.461	.000	.000
KEP3	.394	.206	.408	.000	.000
KEP2	.319	.167	.330	.000	.000
KEP1	.396	.207	.410	.000	.000
KP7	.000	.000	.000	.000	.000
KP6	.000	.000	.000	.000	.000
KP5	.000	.000	.000	.000	.000
KP4	.000	.000	.000	.000	.000
KP3	.000	.000	.000	.000	.000
KP2	.000	.000	.000	.000	.000
KP1	.000	.000	.000	.000	.000
PR1	.000	.000	.000	.000	.000
PR2	.000	.000	.000	.000	.000
PR3	.000	.000	.000	.000	.000
CM6	.000	.000	.000	.000	.000
CM5	.000	.000	.000	.000	.000
CM4	.000	.000	.000	.000	.000
CM3	.000	.000	.000	.000	.000
CM2	.000	.000	.000	.000	.000
CM1	.000	.000	.000	.000	.000

Standardized Indirect Effects (Group number 1 - Default model)

	Kualitas	Promosi	Citra	Kepuasan	Loyalitas
Kepuasan	.000	.000	.000	.000	.000
Loyalitas	.155	.075	.187	.000	.000
LO4	.284	.052	.379	.284	.000
LO3	.339	.062	.451	.338	.000
LO2	.343	.063	.457	.342	.000
LO1	.324	.060	.431	.323	.000
KEP5	.320	.156	.387	.000	.000
KEP4	.309	.151	.373	.000	.000
KEP3	.286	.139	.346	.000	.000
KEP2	.283	.138	.342	.000	.000
KEP1	.330	.161	.399	.000	.000
KP7	.000	.000	.000	.000	.000
KP6	.000	.000	.000	.000	.000
KP5	.000	.000	.000	.000	.000
KP4	.000	.000	.000	.000	.000
KP3	.000	.000	.000	.000	.000
KP2	.000	.000	.000	.000	.000
KP1	.000	.000	.000	.000	.000
PR1	.000	.000	.000	.000	.000
PR2	.000	.000	.000	.000	.000
PR3	.000	.000	.000	.000	.000
CM6	.000	.000	.000	.000	.000
CM5	.000	.000	.000	.000	.000
CM4	.000	.000	.000	.000	.000
CM3	.000	.000	.000	.000	.000
CM2	.000	.000	.000	.000	.000
CM1	.000	.000	.000	.000	.000

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

			M.I.	Par Change
e25	<-->	Citra	5.036	-.043
e21	<-->	e24	5.397	.053
e21	<-->	23	5.428	-.070
e20	<-->	23	8.598	.079
e19	<-->	e22	6.011	.041
e18	<-->	Promosi	5.005	.037
e16	<-->	e17	4.267	.022
e14	<-->	e19	4.465	.044
e13	<-->	e19	9.297	-.051
e13	<-->	e17	6.913	.026
e10	<-->	e12	4.988	.049
e9	<-->	e16	5.707	-.048
e5	<-->	z1	4.774	.032
e5	<-->	23	5.666	-.071
e5	<-->	e21	6.331	.057
e4	<-->	23	6.446	.082
e4	<-->	e6	4.212	-.054
e3	<-->	e24	4.803	-.043
e3	<-->	e14	4.850	.043
e3	<-->	e12	4.756	-.041
e3	<-->	e11	7.159	.055
e2	<-->	e9	4.747	-.058

Variances: (Group number 1 - Default model)

	M.I.	Par Change
--	------	------------

Regression Weights: (Group number 1 - Default model)

			M.I.	Par Change
LO1	<---	KEP3	5.800	.122
KEP2	<---	PR1	4.659	.099
KEP2	<---	PR3	4.904	.107
PR1	<---	KEP2	4.640	.200
PR3	<---	KP7	4.350	-.136

Minimization History (Default model)

Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTriess	Ratio
0	e	23		-1.705	9999.000	2447.122	0	9999.000
1	e	30		-.620	2.962	1533.571	19	.376
2	e	12		-.645	1.165	1108.323	5	.964
3	e	6		-.551	1.004	805.479	5	.870
4	e	5		-.245	.438	691.324	5	.756
5	e	2		-.163	.392	574.835	5	.942
6	e	0	1712.740		.606	468.303	5	.793
7	e	0	693.112		.864	425.246	3	.000
8	e	0	340.755		.780	388.714	1	.985
9	e	0	441.860		.143	384.316	1	1.108
10	e	0	448.499		.029	384.101	1	1.060
11	e	0	453.759		.003	384.099	1	1.008
12	e	0	454.085		.000	384.099	1	1.000

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	74	384.099	251	.000	1.530
Saturated model	325	.000	0		
Independence model	25	2529.668	300	.000	8.432

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.034	.777	.712	.600
Saturated model	.000	1.000		
Independence model	.364	.115	.041	.106

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.848	.819	.942	.929	.940
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.837	.710	.787
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	133.099	84.137	190.017
Saturated model	.000	.000	.000
Independence model	2229.668	2072.837	2393.898

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	3.880	1.344	.850	1.919
Saturated model	.000	.000	.000	.000
Independence model	25.552	22.522	20.938	24.181

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.073	.058	.087	.007
Independence model	.274	.264	.284	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	532.099	584.811	724.881	798.881
Saturated model	650.000	881.507	1496.680	1821.680
Independence model	2579.668	2597.477	2644.798	2669.798

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	5.375	4.880	5.950	5.907
Saturated model	6.566	6.566	6.566	8.904
Independence model	26.057	24.473	27.716	26.237

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	75	79
Independence model	14	15

Execution time summary

Minimization: .046
Miscellaneous: 2.388
Bootstrap: .000
Total: 2.434



Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.930	6

Correlations



Correlations

		CM1	CM2	CM3	CM4	CM5	CM6	Tot
CM1	Pearson Correlation	1	.716**	.725**	.668**	.702**	.721**	.870**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
CM2	Pearson Correlation	.716**	1	.771**	.675**	.603**	.650**	.859**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
CM3	Pearson Correlation	.725**	.771**	1	.721**	.661**	.753**	.895**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
CM4	Pearson Correlation	.668**	.675**	.721**	1	.673**	.591**	.838**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
CM5	Pearson Correlation	.702**	.603**	.661**	.673**	1	.751**	.847**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
CM6	Pearson Correlation	.721**	.650**	.753**	.591**	.751**	1	.863**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
Tot	Pearson Correlation	.870**	.859**	.895**	.838**	.847**	.863**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

Correlations

Correlations

		PR1	PR2	PR3	Tot
PR1	Pearson Correlation	1	.649**	.517**	.848**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
PR2	Pearson Correlation	.649**	1	.635**	.892**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
PR3	Pearson Correlation	.517**	.635**	1	.830**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Tot	Pearson Correlation	.848**	.892**	.830**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.819	3

Correlations

Correlations

		KP1	KP2	KP3	KP4	KP5	KP6	KP7	Tot
KP1	Pearson Correlation	1	.620**	.695**	.619**	.615**	.594**	.615**	.811**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
KP2	Pearson Correlation	.620**	1	.643**	.671**	.536**	.618**	.676**	.820**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
KP3	Pearson Correlation	.695**	.643**	1	.666**	.595**	.598**	.653**	.829**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
KP4	Pearson Correlation	.619**	.671**	.666**	1	.717**	.704**	.713**	.873**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
KP5	Pearson Correlation	.615**	.536**	.595**	.717**	1	.603**	.746**	.828**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100
KP6	Pearson Correlation	.594**	.618**	.598**	.704**	.603**	1	.572**	.813**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100
KP7	Pearson Correlation	.615**	.676**	.653**	.713**	.746**	.572**	1	.851**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100
Tot	Pearson Correlation	.811**	.820**	.829**	.873**	.828**	.813**	.851**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100

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

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.924	7



Correlations

Correlations

		KEP1	KEP2	KEP3	KEP4	KEP5	Tot
KEP1	Pearson Correlation	1	.789**	.820**	.659**	.737**	.924**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
KEP2	Pearson Correlation	.789**	1	.604**	.605**	.515**	.794**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
KEP3	Pearson Correlation	.820**	.604**	1	.574**	.654**	.850**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
KEP4	Pearson Correlation	.659**	.605**	.574**	1	.738**	.844**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
KEP5	Pearson Correlation	.737**	.515**	.654**	.738**	1	.871**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Tot	Pearson Correlation	.924**	.794**	.850**	.844**	.871**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.904	5



Correlations

Correlations

		LO1	LO2	LO3	LO4	Tot
LO1	Pearson Correlation	1	.676**	.634**	.757**	.876**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
LO2	Pearson Correlation	.676**	1	.684**	.540**	.875**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
LO3	Pearson Correlation	.634**	.684**	1	.582**	.854**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
LO4	Pearson Correlation	.757**	.540**	.582**	1	.817**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Tot	Pearson Correlation	.876**	.875**	.854**	.817**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.867	4



Frequencies

Statistics

	Gender	Usia	Pendidikan	Pendapatan
N	Valid	100	100	100
	Missing	0	0	0

Frequency Table

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki - laki	43	43.0	43.0	43.0
Perempuan	57	57.0	57.0	100.0
Total	100	100.0	100.0	

Usia

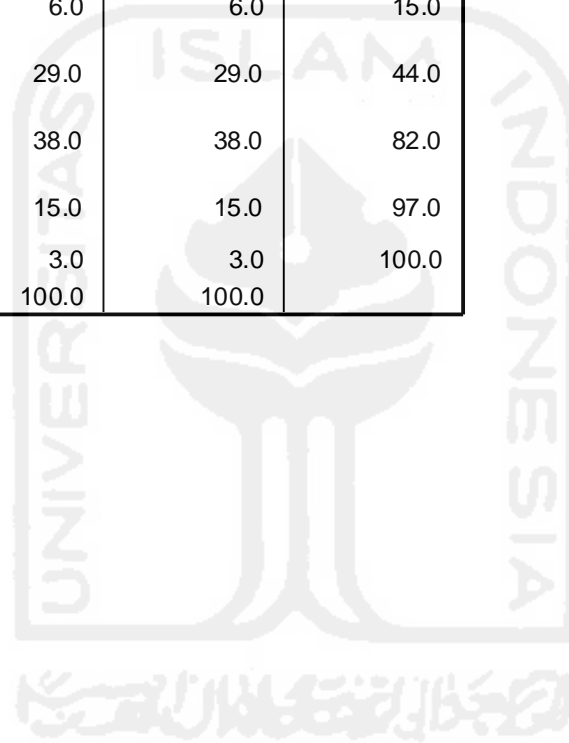
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 20 tahun	19	19.0	19.0	19.0
20 - 35 tahun	34	34.0	34.0	53.0
36 - 50 tahun	28	28.0	28.0	81.0
> 50 tahun	19	19.0	19.0	100.0
Total	100	100.0	100.0	

Pendidikan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SMP	12	12.0	12.0	12.0
SMU	28	28.0	28.0	40.0
Perguruan Tinggi	60	60.0	60.0	100.0
Total	100	100.0	100.0	

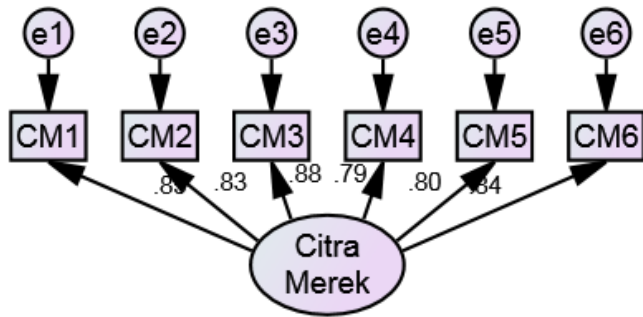
Pendapatan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Rp.500.000 - Rp.1.000.000	9	9.0	9.0	9.0
Rp.1.000.001 - Rp.1.500.000	6	6.0	6.0	15.0
Rp.1.500.001 - Rp.2.000.000	29	29.0	29.0	44.0
Rp.2.000.000 - Rp.2.500.000	38	38.0	38.0	82.0
Rp.2.500.001 - Rp.3.000.000	15	15.0	15.0	97.0
> Rp.3.000.000	3	3.0	3.0	100.0
Total	100	100.0	100.0	



TABEL CHI SQUARE (χ^2)**PADA α 5 %**

DF	0.001	0.01	DF	0.001	0.01
1	10.8276	6.6349	51	87.9680	77.3860
2	13.8155	9.2103	52	89.2722	78.6158
3	16.2662	11.3449	53	90.5734	79.8433
4	18.4668	13.2767	54	91.8718	81.0688
5	20.5150	15.0863	55	93.1675	82.2921
6	22.4577	16.8119	56	94.4605	83.5134
7	24.3219	18.4753	57	95.7510	84.7328
8	26.1245	20.0902	58	97.0388	85.9502
9	27.8772	21.6660	59	98.3242	87.1657
10	29.5883	23.2093	60	99.6072	88.3794
11	31.2641	24.7250	61	100.8879	89.5913
12	32.9095	26.2170	62	102.1662	90.8015
13	34.5282	27.6882	63	103.4424	92.0100
14	36.1233	29.1412	64	104.7163	93.2169
15	37.6973	30.5779	65	105.9881	94.4221
16	39.5524	31.9999	66	107.2579	95.6257
17	40.7902	33.4087	67	108.5256	96.8278
18	42.3124	34.8053	68	109.7913	98.0284
19	43.8202	36.1909	69	111.0551	99.2275
20	45.3147	37.5662	70	112.3169	100.4252
21	46.7970	38.9322	71	113.5769	101.6214
22	48.2679	40.2894	72	114.8351	102.8163
23	49.7282	41.6384	73	116.0915	104.0098
24	51.1786	42.9798	74	117.3462	105.2020
25	52.9197	44.3141	75	118.5991	106.3929
26	54.0520	45.6417	76	119.8503	107.5825
27	55.4760	46.9629	77	121.1000	108.7709
28	56.8923	48.2782	78	122.3480	109.9581
29	58.3012	49.5879	79	123.5944	111.1440
30	59.7031	50.8922	80	124.8392	112.3288
31	61.0983	52.1914	81	126.0826	113.5124
32	62.4872	53.4858	82	127.3244	114.6949
33	63.8701	54.7755	83	128.5648	115.8763
34	65.2472	56.0609	84	129.8037	117.0565
35	66.6188	57.3421	85	131.0412	118.2357
36	67.9852	58.6192	86	132.2773	119.4139
37	69.3465	59.8925	87	133.5121	120.5910
38	70.7029	61.1621	88	134.7455	121.7671
39	72.0547	62.4281	89	135.9776	122.9422
40	73.4020	63.6907	90	137.2084	124.1163
41	74.7449	64.9501	91	138.4379	125.2895
42	76.0838	66.2062	92	139.6661	126.4617
43	77.4186	67.4593	93	140.8931	127.6329
44	78.7495	68.7095	94	142.1189	128.8032
45	80.0767	69.9568	95	143.3435	129.9727
46	81.4003	71.2014	96	144.5670	131.1412
47	82.7204	72.4433	97	145.7892	132.3089
48	84.0371	73.6826	98	147.0104	133.4757
49	85.3506	74.9195	99	148.2304	134.6416
50	86.6608	76.1539	100	149.4493	135.8067



Estimates (Group number 1 - Default model)

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
CM 1	<---	Citra_Merek	1.000	.			1
CM 2	<---	Citra_Merek	1.194	.116	10.254	**	*
CM 3	<---	Citra_Merek	1.133	.099	11.487	**	*
CM 4	<---	Citra_Merek	1.080	.113	9.587	**	*
CM 5	<---	Citra_Merek	1.052	.107	9.798	**	*
CM 6	<---	Citra_Merek	1.137	.109	10.471	**	*

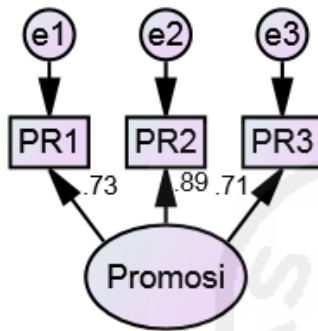
Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
CM1	<---	Citra_Merek	.849
CM2	<---	Citra_Merek	.826
CM3	<---	Citra_Merek	.884
CM4	<---	Citra_Merek	.792
CM5	<---	Citra_Merek	.803
CM6	<---	Citra_Merek	.837

Variiances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Citra_Merek	.425	.082	5.173	***	
e1	.164	.029	5.721	***	
e2	.282	.047	5.945	***	

	Estimate	S.E.	C.R.	P	Label
e3	.154	.029	5.222	***	
e4	.294	.048	6.184	***	
e5	.259	.042	6.116	***	
e6	.235	.040	5.850	***	



Estimates (Group number 1 - Default model)

Regression Weights: (Group number 1 - Default model)

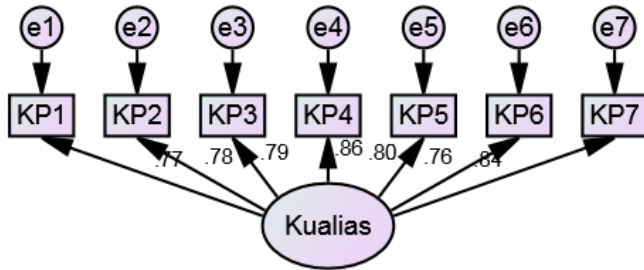
			Estimate	S.E.	C.R.	P	Label
PR1	<---	Promosi	1.000				
PR2	<---	Promosi	1.230	.186	6.607	***	
PR3	<---	Promosi	.913	.141	6.499	***	

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

			Estimate
PR1	<---	Promosi	.727
PR2	<---	Promosi	.893
PR3	<---	Promosi	.712

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Promosi	.331	.088	3.781	***	
e1	.296	.057	5.184	***	
e2	.128	.061	2.088	.037	
e3	.269	.050	5.379	***	



Estimates (Group number 1 - Default model)

Regression Weights: (Group number 1 - Default model)

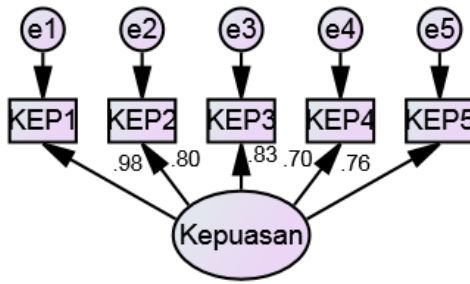
			Estimate	S.E.	C.R.	P	Label
KP1	<---	Kualias	1.000				
KP2	<---	Kualias	1.161	.141	8.212	***	
KP3	<---	Kualias	1.097	.130	8.411	***	
KP4	<---	Kualias	1.161	.125	9.283	***	
KP5	<---	Kualias	1.202	.141	8.520	***	
KP6	<---	Kualias	1.200	.150	8.004	***	
KP7	<---	Kualias	1.104	.123	8.944	***	

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

			Estimate
KP1	<---	Kualias	.770
KP2	<---	Kualias	.779
KP3	<---	Kualias	.795
KP4	<---	Kualias	.862
KP5	<---	Kualias	.803
KP6	<---	Kualias	.762
KP7	<---	Kualias	.836

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Kualias	.314	.071	4.447	***	
e1	.216	.035	6.248	***	
e2	.274	.044	6.198	***	
e3	.220	.036	6.105	***	
e4	.147	.027	5.461	***	
e5	.250	.041	6.048	***	
e6	.326	.052	6.283	***	
e7	.165	.029	5.771	***	



Estimates (Group number 1 - Default model)

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
KEP 1	<---	Kepuasan	1.000	.			
KEP 2	<---	Kepuasan	.759	.065	11.700	**	*
KEP 3	<---	Kepuasan	.977	.074	13.114	**	*
KEP 4	<---	Kepuasan	.846	.094	9.031	**	*
KEP 5	<---	Kepuasan	1.056	.099	10.656	**	*

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

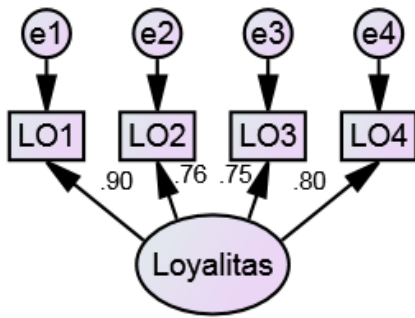
			Estimate
KEP1	<---	Kepuasan	.976
KEP2	<---	Kepuasan	.796
KEP3	<---	Kepuasan	.835
KEP4	<---	Kepuasan	.697
KEP5	<---	Kepuasan	.762

Variiances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Kepuasan	.428	.065	6.564	***	
e1	.021	.014	1.522	.128	
e2	.143	.022	6.395	***	
e3	.178	.029	6.101	***	

	Estimate	S.E.	C.R.	P	Label
e4	.323	.048	6.730	***	
e5	.346	.053	6.553	***	





Estimates (Group number 1 - Default model)

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
LO1	<---	Loyalitas	1.000				
LO2	<---	Loyalitas	1.297	.146	8.883	***	
LO3	<---	Loyalitas	1.031	.119	8.642	***	
LO4	<---	Loyalitas	.993	.103	9.634	***	

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

			Estimate
LO1	<---	Loyalitas	.900
LO2	<---	Loyalitas	.760
LO3	<---	Loyalitas	.745
LO4	<---	Loyalitas	.804

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Loyalitas	.391	.072	5.470	***	
e1	.092	.027	3.388	***	
e2	.483	.083	5.836	***	
e3	.333	.056	5.946	***	
e4	.211	.039	5.370	***	