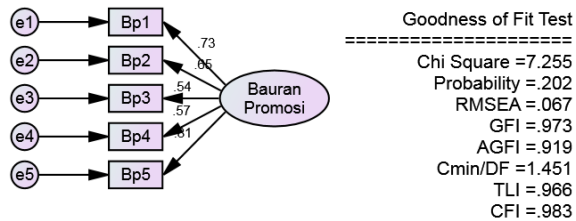


## LAMPIRAN C. HASIL UJI INDIKATOR DENGAN SEM



**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
Bp5 <--- Bauran_Promosi	1.000				
Bp4 <--- Bauran_Promosi	.740	.142	5.221	***	
Bp3 <--- Bauran_Promosi	.619	.124	4.983	***	
Bp2 <--- Bauran_Promosi	.849	.141	6.026	***	
Bp1 <--- Bauran_Promosi	.721	.109	6.642	***	

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

	Estimate
Bp5 <--- Bauran_Promosi	.808
Bp4 <--- Bauran_Promosi	.567
Bp3 <--- Bauran_Promosi	.541
Bp2 <--- Bauran_Promosi	.654
Bp1 <--- Bauran_Promosi	.731

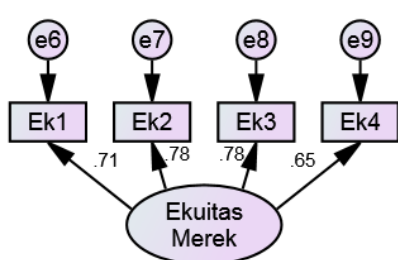
**Variances: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
Bauran_Promosi	.220	.051	4.335	***	
e5	.117	.029	4.050	***	
e4	.254	.040	6.302	***	
e3	.203	.032	6.395	***	
e2	.212	.036	5.854	***	

	Estimate	S.E.	C.R.	P	Label
e1	.099	.019	5.167	***	

**Matrices (Group number 1 - Default model)**

Indikator	Loading ( $\lambda$ )	$\Sigma$ ( $\lambda$ )	Error ( $\epsilon$ )	$\Sigma$ ( $\epsilon$ )	Construct Reliability
Bp5	0.808	3.301	0.117	0.885	0.925
Bp4	0.567		0.254		
Bp3	0.541		0.203		
Bp2	0.654		0.212		
Bp1	0.731		0.099		



Goodness of Fit Test  
 =====  
 Chi Square =6.827  
 Probability =.033  
 RMSEA =.156  
 GFI =.966  
 AGFI =.830  
 Cmin/DF =3.414  
 TLI =.892  
 CFI =.964

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
Ek1 <--- Ekuitas_Merek	1.000				
Ek2 <--- Ekuitas_Merek	.988	.152	6.519	***	
Ek3 <--- Ekuitas_Merek	1.138	.175	6.490	***	
Ek4 <--- Ekuitas_Merek	.899	.160	5.628	***	

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

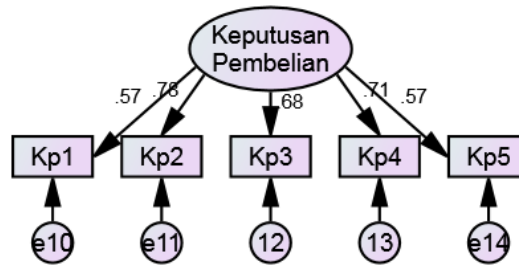
	Estimate
Ek1 <--- Ekuitas_Merek	.710
Ek2 <--- Ekuitas_Merek	.783
Ek3 <--- Ekuitas_Merek	.776
Ek4 <--- Ekuitas_Merek	.648

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Ekuitas_Merek	.219	.059	3.708	***	
e6	.216	.039	5.487	***	
e7	.135	.030	4.579	***	
e8	.187	.040	4.679	***	
e9	.245	.041	5.947	***	

Indikator	Loading ( $\lambda$ )	$\Sigma$ ( $\lambda$ )	Error ( $\epsilon$ )	$\Sigma$ ( $\epsilon$ )	Construct Reliability
Ek1	0.710	2.917	0.216	0.783	0.916
Ek2	0.783		0.135		
Ek3	0.776		0.187		
Ek4	0.648		0.245		

Goodness of Fit Test  
 =====  
 Chi Square =16.152  
 Probability =.006  
 RMSEA =.150  
 GFI =.940  
 AGFI =.820  
 Cmin/DF =3.230  
 TLI =.840  
 CFI =.920



**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
Kp5 <--- Keputusan_Pembelian	1.000				
Kp4 <--- Keputusan_Pembelian	1.329	.273	4.872	***	
Kp3 <--- Keputusan_Pembelian	1.078	.227	4.752	***	
Kp2 <--- Keputusan_Pembelian	1.392	.273	5.090	***	
Kp1 <--- Keputusan_Pembelian	.908	.214	4.246	***	

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

	Estimate
Kp5 <--- Keputusan_Pembelian	.565
Kp4 <--- Keputusan_Pembelian	.707
Kp3 <--- Keputusan_Pembelian	.676
Kp2 <--- Keputusan_Pembelian	.783
Kp1 <--- Keputusan_Pembelian	.566

**Variances: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
Keputusan_Pembelian	.144	.052	2.771	.006	
e14	.307	.049	6.259	***	
13	.256	.048	5.339	***	
12	.200	.036	5.620	***	
e11	.177	.040	4.366	***	

	Estimate	S.E.	C.R.	P	Label
e10	.253	.040	6.257	***	

Indikator	Loading ( $\lambda$ )	$\Sigma$ ( $\lambda$ )	Error ( $\epsilon$ )	$\Sigma$ ( $\epsilon$ )	Construct Reliability
Kp5	0.565	3.297	0.307	1.193	0.901
Kp4	0.707		0.256		
Kp3	0.676		0.200		
Kp2	0.783		0.177		
Kp1	0.566		0.253		