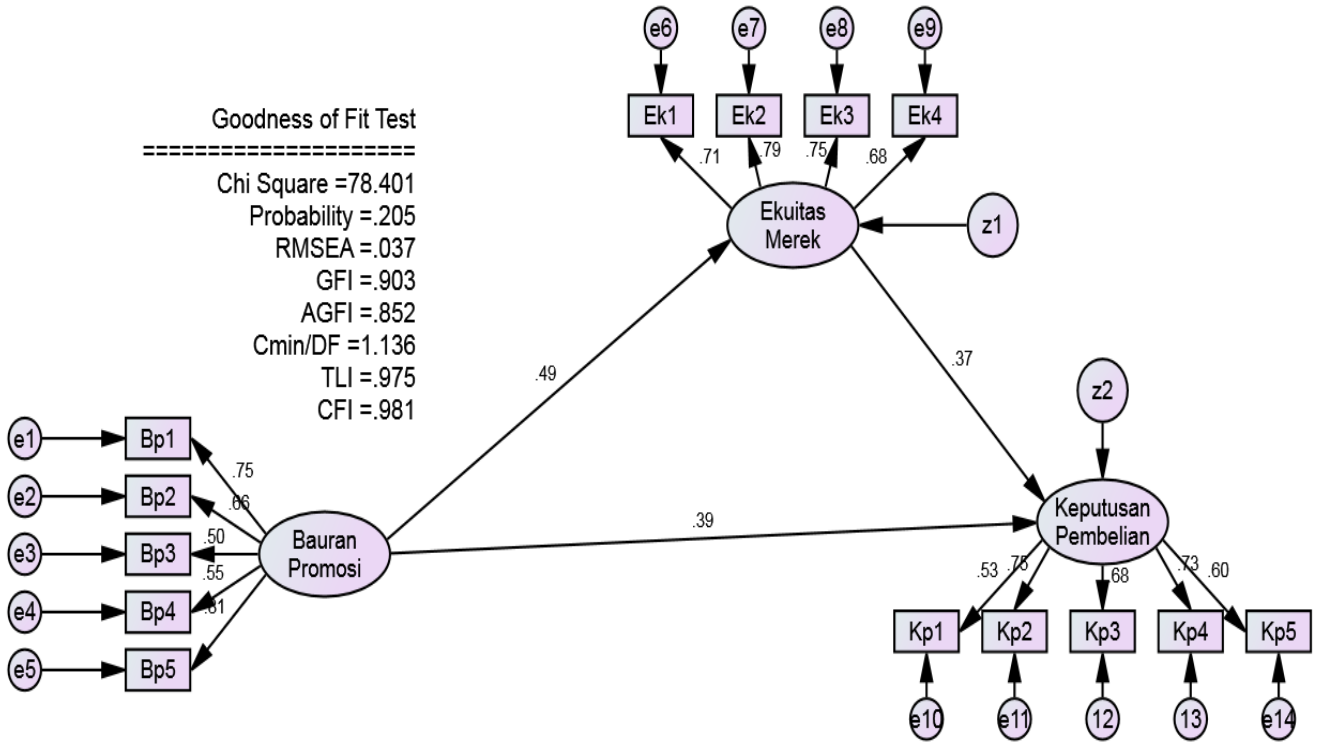
LAMPIRAN D. HASIL ANALISIS AMOS



Analysis Summary

Date and Time

Date: Monday, March 12, 2018
Time: 9:10:16 AM

Title

full model: Monday, March 12, 2018 9:10 AM

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
Bp5
Bp4
Bp3
Bp2
Bp1
Ek1
Ek2
Ek3
Ek4
Kp5
Kp4
Kp3
Kp2
Kp1
Unobserved, endogenous variables
Ekuitas_Merek
Keputusan_Pembelian
Unobserved, exogenous variables
Bauran_Promosi
e5
e4
e3
e2
e1
e6
e7
e8
e9
e14
13
12
e11
e10
z1
z2

Variable counts (Group number 1)

Number of variables in your model:	33
Number of observed variables:	14
Number of unobserved variables:	19
Number of exogenous variables:	17

Number of endogenous variables: 16

Parameter Summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	19	0	0	0	0	19
Labeled	0	0	0	0	0	0
Unlabeled	14	5	17	0	0	36
Total	33	5	17	0	0	55

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
Kp1	2.000	5.000	-.371	-1.516	.445	.909
Kp2	2.000	5.000	-.122	-.498	-.306	-.625
Kp3	3.000	5.000	.109	.446	-.447	-.912
Kp4	2.000	5.000	-.006	-.024	-.300	-.613
Kp5	2.000	5.000	-.103	-.421	-.161	-.329
Ek4	2.000	5.000	.065	.267	-.377	-.770
Ek3	2.000	5.000	-.056	-.228	-.281	-.573
Ek2	3.000	5.000	.007	.029	-.142	-.290
Ek1	2.000	5.000	-.447	-1.825	.090	.184
Bp1	3.000	5.000	-.286	-1.167	1.443	2.946
Bp2	3.000	5.000	.053	.218	-.352	-.719
Bp3	2.000	5.000	-.511	-2.086	.382	.779
Bp4	2.000	5.000	-.158	-.645	.129	.264
Bp5	2.000	5.000	-.304	-1.239	.875	1.786
Multivariate					46.396	10.960

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

Observation number	Mahalanobis d-squared	p1	p2
41	33.971	.002	.188
40	32.501	.003	.046
61	32.462	.003	.005
33	31.564	.005	.001
83	28.702	.011	.006
55	28.372	.013	.002
16	27.975	.014	.001
38	27.771	.015	.000
75	27.424	.017	.000
37	27.248	.018	.000
36	26.586	.022	.000
39	25.860	.027	.000
8	25.287	.032	.000
65	23.439	.053	.001

Observation number	Mahalanobis d-squared	p1	p2
62	23.218	.057	.001
73	23.218	.057	.000
64	22.854	.063	.000
3	22.266	.073	.000
35	21.380	.092	.002
17	19.384	.151	.111
34	19.340	.152	.076
93	19.286	.154	.051
32	19.233	.156	.034
47	19.195	.158	.021
43	18.919	.168	.024
2	18.695	.177	.024
42	18.688	.177	.014
22	18.633	.179	.009
54	18.420	.188	.009
92	18.202	.198	.010
98	18.197	.198	.005
99	18.197	.198	.003
86	18.070	.204	.002
60	17.823	.215	.003
80	17.593	.226	.003
90	17.055	.253	.012
72	17.006	.256	.008
19	16.936	.260	.005
11	16.702	.272	.007
56	16.529	.282	.007
45	15.678	.333	.066
78	15.565	.341	.060
96	15.223	.363	.100
81	14.702	.399	.229
84	14.341	.425	.339
87	14.306	.427	.286
71	14.046	.446	.352
15	13.485	.489	.608
67	13.428	.493	.564
82	13.351	.499	.533
85	12.959	.530	.691
63	12.795	.543	.712
20	12.650	.554	.722
50	12.358	.578	.806
4	12.176	.592	.832
7	12.102	.598	.811
59	12.004	.606	.800
89	11.708	.630	.871

Observation number	Mahalanobis d-squared	p1	p2
69	11.699	.630	.827
30	11.531	.644	.846
27	11.105	.678	.938
53	11.012	.685	.933
77	10.842	.698	.943
52	10.721	.708	.943
79	10.545	.721	.953
51	10.448	.729	.949
58	10.292	.741	.955
94	9.772	.779	.992
66	9.727	.782	.988
95	9.359	.807	.997
88	9.124	.823	.998
9	8.718	.849	1.000
97	8.675	.851	.999
68	8.545	.859	.999
70	8.321	.872	1.000
57	7.829	.898	1.000
44	7.218	.926	1.000
46	7.218	.926	1.000
48	7.218	.926	1.000
49	7.218	.926	1.000
100	7.129	.930	1.000
91	6.944	.937	1.000
76	6.199	.961	1.000
21	6.167	.962	1.000
26	5.605	.975	1.000
12	4.872	.988	1.000
14	4.872	.988	1.000
1	1.076	1.000	1.000
5	1.076	1.000	1.000
6	1.076	1.000	1.000
10	1.076	1.000	1.000
13	1.076	1.000	1.000
18	1.076	1.000	1.000
23	1.076	1.000	1.000
24	1.076	1.000	1.000
25	1.076	1.000	1.000
28	1.076	1.000	1.000
29	1.076	1.000	1.000
31	1.076	1.000	1.000
74	1.076	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:	105
Number of distinct parameters to be estimated:	36
Degrees of freedom (105 - 36):	69

Result (Default model)

Minimum was achieved
Chi-square = 78.401
Degrees of freedom = 69
Probability level = .205

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
Ekuitas_Merek	<---	Bauran_Promosi	.483	.127	3.807	***	
Keputusan_Pembelian	<---	Bauran_Promosi	.331	.117	2.823	.005	
Keputusan_Pembelian	<---	Ekuitas_Merek	.322	.112	2.878	.004	
Bp5	<---	Bauran_Promosi	1.000				
Bp4	<---	Bauran_Promosi	.714	.138	5.164	***	
Bp3	<---	Bauran_Promosi	.563	.118	4.793	***	
Bp2	<---	Bauran_Promosi	.853	.136	6.287	***	
Bp1	<---	Bauran_Promosi	.740	.104	7.111	***	
Ek1	<---	Ekuitas_Merek	1.000				
Ek2	<---	Ekuitas_Merek	.990	.146	6.759	***	

			Estimate	S.E.	C.R.	P	Label
Ek3	<---	Ekuitas_Merek	1.100	.170	6.480	***	
Ek4	<---	Ekuitas_Merek	.948	.159	5.978	***	
Kp5	<---	Keputusan_Pembelian	1.000				
Kp4	<---	Keputusan_Pembelian	1.301	.237	5.482	***	
Kp3	<---	Keputusan_Pembelian	1.027	.195	5.262	***	
Kp2	<---	Keputusan_Pembelian	1.259	.226	5.559	***	
Kp1	<---	Keputusan_Pembelian	.805	.182	4.420	***	

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

			Estimate
Ekuitas_Merek	<---	Bauran_Promosi	.486
Keputusan_Pembelian	<---	Bauran_Promosi	.386
Keputusan_Pembelian	<---	Ekuitas_Merek	.374
Bp5	<---	Bauran_Promosi	.810
Bp4	<---	Bauran_Promosi	.547
Bp3	<---	Bauran_Promosi	.499
Bp2	<---	Bauran_Promosi	.657
Bp1	<---	Bauran_Promosi	.749
Ek1	<---	Ekuitas_Merek	.706
Ek2	<---	Ekuitas_Merek	.787
Ek3	<---	Ekuitas_Merek	.747
Ek4	<---	Ekuitas_Merek	.680
Kp5	<---	Keputusan_Pembelian	.600
Kp4	<---	Keputusan_Pembelian	.732
Kp3	<---	Keputusan_Pembelian	.680
Kp2	<---	Keputusan_Pembelian	.749
Kp1	<---	Keputusan_Pembelian	.530

Matrices (Group number 1 - Default model)

Total Effects (Group number 1 - Default model)

	Bauran_Promosi	Ekuitas_Merek	Keputusan_Pembelian
Ekuitas_Merek	.483	.000	.000
Keputusan_Pembelian	.487	.322	.000
Kp1	.392	.259	.805
Kp2	.612	.405	1.259
Kp3	.500	.331	1.027
Kp4	.633	.419	1.301
Kp5	.487	.322	1.000
Ek4	.458	.948	.000
Ek3	.532	1.100	.000
Ek2	.479	.990	.000
Ek1	.483	1.000	.000
Bp1	.740	.000	.000
Bp2	.853	.000	.000
Bp3	.563	.000	.000
Bp4	.714	.000	.000
Bp5	1.000	.000	.000

Standardized Total Effects (Group number 1 - Default model)

	Bauran_Promosi	Ekuitas_Merek	Keputusan_Pembelian
Ekuitas_Merek	.486	.000	.000
Keputusan_Pembelian	.568	.374	.000
Kp1	.301	.198	.530
Kp2	.425	.280	.749
Kp3	.386	.254	.680
Kp4	.415	.274	.732
Kp5	.341	.224	.600
Ek4	.330	.680	.000
Ek3	.363	.747	.000
Ek2	.382	.787	.000
Ek1	.343	.706	.000
Bp1	.749	.000	.000
Bp2	.657	.000	.000
Bp3	.499	.000	.000
Bp4	.547	.000	.000
Bp5	.810	.000	.000

Direct Effects (Group number 1 - Default model)

	Bauran_Promosi	Ekuitas_Merek	Keputusan_Pembelian
Ekuitas_Merek	.483	.000	.000

	Bauran_Promosi	Ekuitas_Merek	Keputusan_Pembelian
Keputusan_Pembelian	.331	.322	.000
Kp1	.000	.000	.805
Kp2	.000	.000	1.259
Kp3	.000	.000	1.027
Kp4	.000	.000	1.301
Kp5	.000	.000	1.000
Ek4	.000	.948	.000
Ek3	.000	1.100	.000
Ek2	.000	.990	.000
Ek1	.000	1.000	.000
Bp1	.740	.000	.000
Bp2	.853	.000	.000
Bp3	.563	.000	.000
Bp4	.714	.000	.000
Bp5	1.000	.000	.000

Standardized Direct Effects (Group number 1 - Default model)

	Bauran_Promosi	Ekuitas_Merek	Keputusan_Pembelian
Ekuitas_Merek	.486	.000	.000
Keputusan_Pembelian	.386	.374	.000
Kp1	.000	.000	.530
Kp2	.000	.000	.749
Kp3	.000	.000	.680
Kp4	.000	.000	.732
Kp5	.000	.000	.600
Ek4	.000	.680	.000
Ek3	.000	.747	.000
Ek2	.000	.787	.000
Ek1	.000	.706	.000
Bp1	.749	.000	.000
Bp2	.657	.000	.000
Bp3	.499	.000	.000
Bp4	.547	.000	.000
Bp5	.810	.000	.000

Indirect Effects (Group number 1 - Default model)

	Bauran_Promosi	Ekuitas_Merek	Keputusan_Pembelian
Ekuitas_Merek	.000	.000	.000
Keputusan_Pembelian	.156	.000	.000
Kp1	.392	.259	.000
Kp2	.612	.405	.000
Kp3	.500	.331	.000

	Bauran_Promosi	Ekuitas_Merek	Keputusan_Pembelian
Kp4	.633	.419	.000
Kp5	.487	.322	.000
Ek4	.458	.000	.000
Ek3	.532	.000	.000
Ek2	.479	.000	.000
Ek1	.483	.000	.000
Bp1	.000	.000	.000
Bp2	.000	.000	.000
Bp3	.000	.000	.000
Bp4	.000	.000	.000
Bp5	.000	.000	.000

Standardized Indirect Effects (Group number 1 - Default model)

	Bauran_Promosi	Ekuitas_Merek	Keputusan_Pembelian
Ekuitas_Merek	.000	.000	.000
Keputusan_Pembelian	.182	.000	.000
Kp1	.301	.198	.000
Kp2	.425	.280	.000
Kp3	.386	.254	.000
Kp4	.415	.274	.000
Kp5	.341	.224	.000
Ek4	.330	.000	.000
Ek3	.363	.000	.000
Ek2	.382	.000	.000
Ek1	.343	.000	.000
Bp1	.000	.000	.000
Bp2	.000	.000	.000
Bp3	.000	.000	.000
Bp4	.000	.000	.000
Bp5	.000	.000	.000

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

	M.I.	Par Change
12 <--> e11	4.489	.048
e6 <--> e8	4.293	.053
e3 <--> e2	5.950	-.049

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	36	78.401	69	.205	1.136
Saturated model	105	.000	0		
Independence model	14	583.979	91	.000	6.417

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.024	.903	.852	.593
Saturated model	.000	1.000		
Independence model	.126	.390	.297	.338

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.866	.823	.982	.975	.981
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.758	.656	.744
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	9.401	.000	35.410
Saturated model	.000	.000	.000
Independence model	492.979	420.346	573.103

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.792	.095	.000	.358
Saturated model	.000	.000	.000	.000
Independence model	5.899	4.980	4.246	5.789

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.037	.000	.072	.690
Independence model	.234	.216	.252	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	150.401	163.259	244.188	280.188
Saturated model	210.000	247.500	483.543	588.543
Independence model	611.979	616.979	648.452	662.452

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	1.519	1.424	1.782	1.649
Saturated model	2.121	2.121	2.121	2.500
Independence model	6.182	5.448	6.991	6.232

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	113	126
Independence model	20	22

Execution time summary

Minimization:	.016
Miscellaneous:	1.326
Bootstrap:	.000
Total:	1.342