

Lampiran 1 Kuesioner Penelitian

Kuesioner Penelitian Pengaruh *Brand Image*, *Customer Satisfaction* terhadap *Brand Loyalty* melalui *Brand Attitude* pada Laptop Acer di Surabaya

Kepada Bapak/Ibu/Saudara/i yang terhormat, silahkan mengisi kuesioner berikut yang bertujuan mengetahui pengaruh *Brand Image*, *Customer Satisfaction* terhadap *Brand Loyalty*, melalui *Brand Attitude* pada Laptop Acer di Surabaya. Sebelumnya, saya ucapkan terimakasih sebesar-besarnya atas perhatian dan waktu Bapak/Ibu/Saudara/i. Kuesioner tersebut terdiri dari 2 bagian yaitu:

Bagian I

Pernyataan pada bagian I merupakan pernyataan yang berhubungan dengan identitas responden. Berilah tanda silang (X) yang sesuai dengan pilihan anda.

1. Apakah anda memiliki dan menggunakan laptop Acer ?
 - a. Ya
 - b. Tidak
2. Domisili anda saat ini?
 - a. Kota Surabaya
 - b. Luar Kota Surabaya
3. Apakah jenis kelamin anda ?
 - a. Laki-Laki
 - b. Perempuan
4. Berapakah usia anda saat ini ?
 - a. < 15 tahun

- b. 15-25 tahun
 - c. > 25 tahun
5. Apakah pekerjaan anda saat ini?
- a. Pelajar
 - b. Mahasiswa/i
6. Kapan terakhir kali anda melakukan pembelian laptop Acer ?
- a. ≤ 1 tahun
 - b. > 1 tahun

Bagian II

Pernyataan pada poin II (pernyataan yang berkaitan dengan variabel *Brand Image*, *Customer Satisfaction* terhadap *Brand Loyalti*, melalui *Brand Attitude* pada Laptop Acer di Surabaya. Oleh karena itu Bapak/Ibu/Saudara/i dimohon untuk memberikan tanda cek (✓) pada salah satu kolom jawaban yang sesuai dengan pilihan anda).

Keterangan:

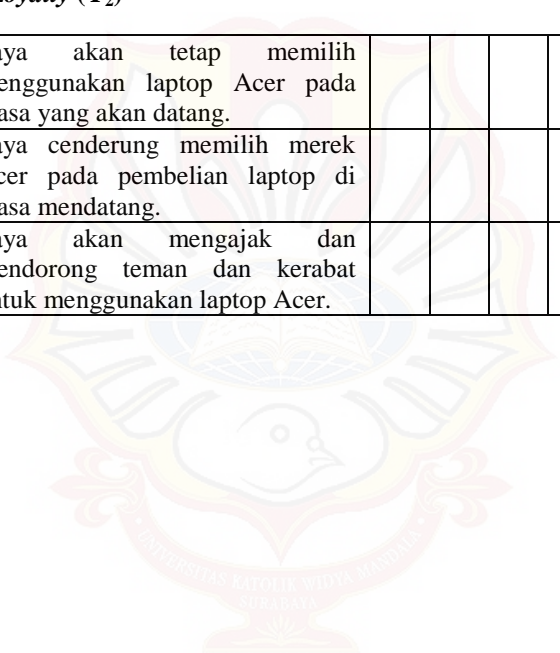
STS	=	Sangat Tidak Setuju
TS	=	Tidak Setuju
N	=	Netral
S	=	Setuju
SS	=	Sangat Setuju

NO	PERNYATAAN	STS	TS	N	S	SS
Brand Image (X₁)						
1	Acer merupakan merek dengan teknologi yang baik.					
2	Acer merupakan merek yang mencerminkan status sosial yang tinggi.					
3	Laptop Acer mudah digunakan.					
4	Laptop Acer dapat diandalkan.					
5	Acer adalah merek yang sukses.					
Customer Satisfaction (X₂)						
1	Saya puas menggunakan laptop Acer karena dapat dioperasikan dengan mudah.					
2	Saya puas menggunakan laptop Acer karena kinerjanya efektif.					
3	Saya puas menggunakan laptop Acer karena kinerjanya efisien.					
4	Saya puas menggunakan laptop Acer karena responsivitas layar atas <i>stylus</i> atau pergerakan <i>mouse</i> yang baik.					
Brand Attitude (Y₁)						
1	Saya memiliki sikap yang positif terhadap laptop Acer karena kualitasnya yang tinggi.					
2	Saya memiliki sikap yang positif terhadap laptop Acer karena mencerminkan barang yang mahal.					

3	Saya memiliki sikap yang positif terhadap laptop Acer karena laptop Acer diminati oleh banyak orang.					
4	Saya sangat menyukai laptop Acer.					

Brand Loyalty (Y₂)

1	Saya akan tetap memilih menggunakan laptop Acer pada masa yang akan datang.					
2	Saya cenderung memilih merek Acer pada pembelian laptop di masa mendatang.					
3	Saya akan mengajak dan mendorong teman dan kerabat untuk menggunakan laptop Acer.					



Lampiran 2
Hasil Pengisian Kuesioner

Brand Image (X_1)					Customer Satisfaction (X_2)			
BI1	BI2	BI3	BI4	BI5	CS1	CS2	CS3	CS4
4	4	4	5	5	4	4	4	5
4	4	4	4	4	4	5	4	5
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Brand Attitude (Y₁)				Brand Loyalty (Y₂)				
BA1	BA2	BA3	BA4	BL1		BL2	BL3	
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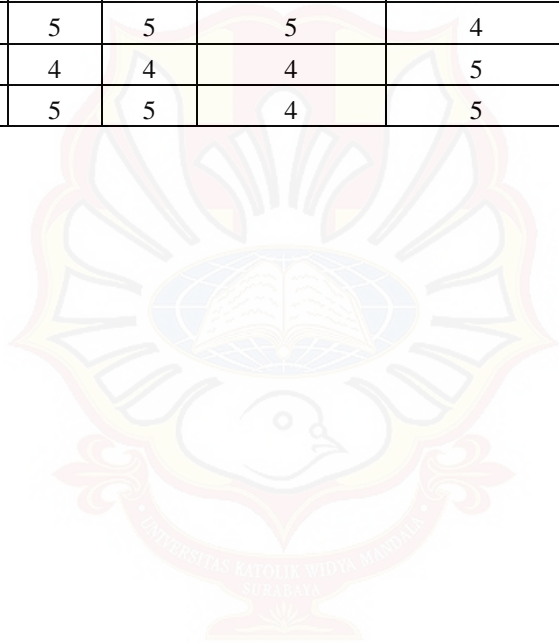
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**Lampiran 3 Statistik Deskriptif Variabel Penelitian
Descriptives**

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BI1	150	3	5	4.28	.592
BI2	150	3	5	4.31	.590
BI3	150	3	5	4.39	.578
BI4	150	3	5	4.45	.585
BI5	150	3	5	4.30	.599
BI	150	3.00	5.00	4.3453	.41508
Valid N (listwise)	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CS1	150	3	5	4.39	.578
CS2	150	3	5	4.35	.592
CS3	150	3	5	4.35	.602
CS4	150	3	5	4.41	.604
CS	150	3.00	5.00	4.3767	.42048
Valid N (listwise)	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BA1	150	3	5	4.28	.614
BA2	150	3	5	4.31	.569
BA3	150	3	5	4.39	.601
BA4	150	3	5	4.33	.573
BA	150	3.00	5.00	4.3283	.41383
Valid N (listwise)	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BL1	150	3	5	4.37	.586
BL2	150	3	5	4.28	.687
BL3	150	3	5	4.31	.557
BL	150	3.00	5.00	4.3222	.44272
Valid N (listwise)	150				

Lampiran 6 Hasil Analisis SEM

Analysis Summary

Date and Time

Date: 06 Januari 2012

Time: 13:00:23

Title

Skripsi: 06 Januari 2012 13:00

Groups

Group number 1 (Group number 1)

Notes for Group (Group number 1)

The model is recursive.

Sample size = 150

Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables

BI1

BI2

BI3

BI4

BI5

CS1

CS2

CS3

CS4

BA1

BA2

BA3

BA4

BL1

BL2

BL3

Unobserved, endogenous variables

Brand Image

Cust Sat

Brand Attitude

Brand Loyalty

Unobserved, exogenous variables

E1

E2

E3

E4

E5

E7

E8

E9

E10

E12

E13

E14

E15

E17

E18



E19
E6
E16
E11
E20

Variable counts (Group number 1)

Number of variables in your model: 40
 Number of observed variables: 16
 Number of unobserved variables: 24
 Number of exogenous variables: 20
 Number of endogenous variables: 20

Parameter summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	24	0	0	0	0	24
Labeled	0	0	0	0	0	0
Unlabeled	15	0	20	0	0	35
Total	39	0	20	0	0	59

Lampiran 6 (Lanjutan) Hasil Uji Normalitas

Assessment of normality (Group number 1)

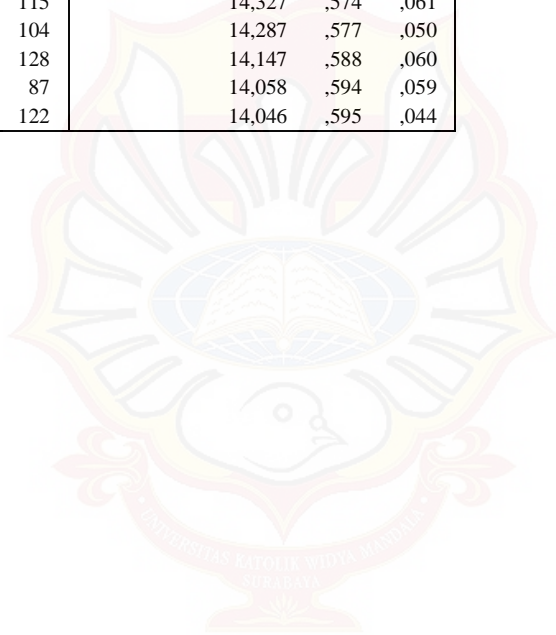
Variable	Min	max	skew	c.r.	kurtosis	c.r.
BL3	3,000	5,000	-,043	-,216	-,640	-1,600
BL2	3,000	5,000	-,422	-2,111	-,848	-2,121
BL1	3,000	5,000	-,303	-1,514	-,711	-1,777
BA4	3,000	5,000	-,152	-,758	-,659	-1,647
BA3	3,000	5,000	-,422	-2,112	-,674	-1,684
BA2	3,000	5,000	-,109	-,546	-,627	-1,567
BA1	3,000	5,000	-,248	-1,239	-,620	-1,550
CS4	3,000	5,000	-,489	-2,446	-,648	-1,619
CS3	3,000	5,000	-,321	-1,603	-,667	-1,667
CS2	3,000	5,000	-,293	-1,463	-,680	-1,700
CS1	3,000	5,000	-,310	-1,548	-,752	-1,879
BI5	3,000	5,000	-,225	-1,127	-,614	-1,534
BI4	3,000	5,000	-,497	-2,484	-,680	-1,700
BI3	3,000	5,000	-,310	-1,548	-,752	-1,879
BI2	3,000	5,000	-,199	-,994	-,614	-1,535
BI1	3,000	5,000	-,168	-,839	-,565	-1,413
Multivariate					6,501	1,659

Lampiran 6 (Lanjutan) Hasil Uji Outliers**Observations farthest from the centroid (Mahalanobis distance) (Group number 1)**

Observation number	Mahalanobis d-squared	p1	p2
44	33,734	,006	,588
55	33,359	,007	,262
57	32,761	,008	,118
54	30,707	,015	,179
85	30,492	,016	,087
110	29,963	,018	,057
98	28,931	,024	,076
95	26,572	,046	,397
148	26,415	,048	,304
38	25,203	,066	,540
120	24,781	,074	,553
47	24,288	,083	,602
81	23,901	,092	,626
45	23,550	,100	,644
121	23,241	,107	,654
113	23,059	,112	,623
58	22,846	,118	,607
138	22,790	,119	,530
140	22,391	,131	,599
53	22,109	,140	,624
49	21,997	,143	,581
93	21,916	,146	,525
51	21,766	,151	,502
139	21,300	,167	,628
20	21,171	,172	,602
142	20,495	,199	,810
125	20,440	,201	,769
50	20,413	,202	,713
39	20,051	,218	,795
26	19,794	,230	,831
59	19,779	,230	,782
42	19,729	,233	,741
56	19,705	,234	,685
143	19,188	,259	,841
37	19,169	,260	,798
150	19,169	,260	,740
112	19,094	,264	,712
127	18,838	,277	,769
14	18,450	,298	,868
62	18,265	,309	,886
124	18,022	,323	,918
146	17,998	,324	,893

Observation number	Mahalanobis d-squared	p1	p2
96	17,813	,335	,911
145	17,688	,342	,913
116	17,613	,347	,904
108	17,538	,352	,893
33	17,538	,352	,858
102	17,335	,364	,888
31	17,335	,364	,851
25	17,328	,365	,811
132	17,281	,368	,783
134	17,223	,371	,760
97	17,215	,372	,708
123	17,016	,385	,757
74	16,958	,388	,734
106	16,947	,389	,682
129	16,910	,391	,643
61	16,879	,393	,598
107	16,817	,398	,572
18	16,790	,399	,524
141	16,671	,407	,537
130	16,651	,409	,483
117	16,575	,414	,468
137	16,509	,418	,446
76	16,420	,424	,440
118	16,354	,429	,419
88	16,234	,437	,434
64	15,956	,456	,558
11	15,862	,463	,558
94	15,855	,463	,497
40	15,799	,467	,471
105	15,632	,479	,522
19	15,610	,480	,472
89	15,591	,482	,421
91	15,492	,489	,425
133	15,442	,493	,396
131	15,400	,496	,362
77	15,342	,500	,339
92	15,296	,503	,310
28	15,199	,510	,313
16	15,143	,514	,291
3	15,016	,523	,314
48	14,975	,526	,282
7	14,928	,530	,256
147	14,904	,532	,219

Observation number	Mahalanobis d-squared	p1	p2
6	14,724	,545	,269
52	14,716	,546	,222
109	14,661	,550	,203
17	14,613	,553	,182
9	14,594	,555	,150
135	14,526	,560	,140
13	14,524	,560	,107
136	14,438	,566	,105
72	14,414	,568	,085
149	14,352	,573	,077
115	14,327	,574	,061
104	14,287	,577	,050
128	14,147	,588	,060
87	14,058	,594	,059
122	14,046	,595	,044



	BL3	BL2	BL1	BA4	BA3	BA2	BA1	CS4	CS3	CS2	CS1	BI5	BI4	BI3	BI2	BI1
BA3	,271	,203	,419	,443	1,000											
BA2	,408	,203	,311	,342	,363	1,000										
BA1	,291	,163	,267	,291	,336	,170	1,000									
CS4	,251	,172	,282	,228	,307	,245	,337	1,000								
CS3	,214	,137	,335	,292	,307	,288	,462	,489	1,000							
CS2	,272	,283	,256	,310	,267	,326	,390	,283	,238	1,000						
CS1	,219	,160	,337	,480	,247	,439	,330	,146	,396	,454	1,000					
BI5	,119	,137	,425	,436	,285	,352	,390	,286	,342	,304	,568	1,000				
BI4	,124	,238	,195	,282	,260	,343	,303	,234	,300	,239	,390	,534	1,000			
BI3	,073	,245	,257	,298	,286	,255	,179	,185	,300	,238	,257	,316	,251	1,000		
BI2	,236	,201	,249	,337	,263	,351	,224	,263	,398	,302	,372	,345	,378	,529	1,000	
BI1	,261	,169	,219	,302	,367	,296	,318	,312	,385	,309	,304	,235	,276	,362	,482	1,000

Condition number = 21,665

Eigenvalues

5,520 1,289 1,153 1,124 1,016 ,835 ,817 ,705 ,642 ,552 ,516 ,449 ,421 ,383 ,322 ,255

Models

Default model (Default model)

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 136

Number of distinct parameters to be estimated: 35

Degrees of freedom (136 - 35): 101

Result (Default model)

Minimum was achieved

Chi-square = 293,381

Degrees of freedom = 101

Probability level = ,000

Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Lampiran 4 Uji Validitas

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Brand Attitude	<---	Brand Image	,375	,121	3,100	,002	par_13
Brand Attitude	<---	Cust Sat	,625	,162	3,868	***	par_15
Brand Loyalty	<---	Brand Attitude	1,026	,213	4,812	***	par_9
BI2	<---	Brand Image	1,272	,210	6,065	***	par_1
BI4	<---	Brand Image	,949	,202	4,697	***	par_2
BI5	<---	Brand Image	,982	,213	4,619	***	par_3
CS1	<---	Cust Sat	1,000				
CS2	<---	Cust Sat	,950	,178	5,341	***	par_4
CS3	<---	Cust Sat	1,024	,207	4,954	***	par_5
CS4	<---	Cust Sat	,861	,210	4,099	***	par_6
A1	<---	Brand Attitude	1,000				
BA3	<---	Brand Attitude	1,094	,212	5,169	***	par_7
BL1	<---	Brand Loyalty	1,000				
BL3	<---	Brand Loyalty	,741	,162	4,568	***	par_8
BI3	<---	Brand Image	1,054	,195	5,411	***	par_10
BI1	<---	Brand Image	1,000				
BA2	<---	Brand Attitude	,996	,200	4,981	***	par_11
BA4	<---	Brand Attitude	1,107	,209	5,298	***	par_12
BL2	<---	Brand Loyalty	,732	,193	3,797	***	par_14

Lampiran 5 Uji Reliabilitas

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

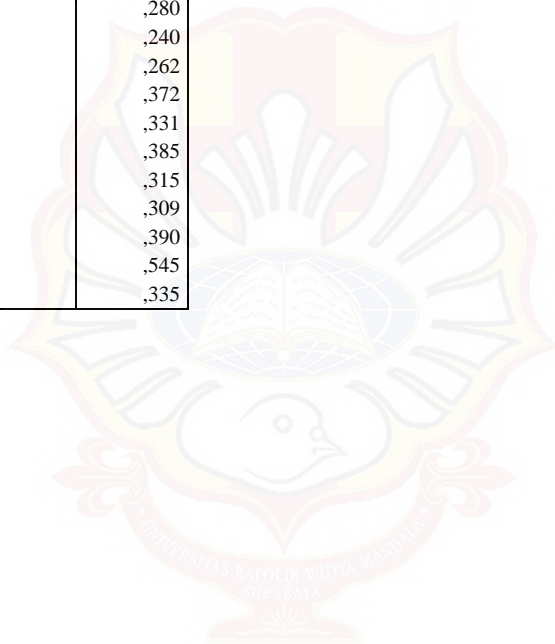
		Estimate
Brand Attitude <---	Brand Image	,442
Brand Attitude <---	Cust Sat	,773
Brand Loyalty <---	Brand Attitude	,883
BI2 <---	Brand Image	,738
BI4 <---	Brand Image	,555
BI5 <---	Brand Image	,561
CS1 <---	Cust Sat	,620
CS2 <---	Cust Sat	,575
CS3 <---	Cust Sat	,610
CS4 <---	Cust Sat	,511
BA1 <---	Brand Attitude	,489
BA3 <---	Brand Attitude	,553
BL1 <---	Brand Loyalty	,601
BL3 <---	Brand Loyalty	,460
BI3 <---	Brand Image	,625
BI1 <---	Brand Image	,578
BA2 <---	Brand Attitude	,529
BA4 <---	Brand Attitude	,590
BL2 <---	Brand Loyalty	,365

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
E6	,117	,035	3,369	***	par_16
E11	,128	,037	3,442	***	par_17
E16	,017	,011	1,607	,108	par_18
E20	,025	,022	1,114	,265	par_19
E1	,232	,032	7,290	***	par_20
E2	,157	,031	5,159	***	par_21
E3	,202	,029	6,870	***	par_22
E4	,235	,033	7,122	***	par_23
E5	,244	,035	6,936	***	par_24
E7	,204	,032	6,398	***	par_25
E8	,233	,034	6,934	***	par_26
E9	,226	,035	6,414	***	par_27
E10	,268	,037	7,202	***	par_28
E12	,266	,034	7,781	***	par_29
E13	,213	,028	7,671	***	par_30
E14	,228	,031	7,406	***	par_31
E15	,193	,027	7,206	***	par_32
E17	,201	,032	6,353	***	par_33
E18	,393	,050	7,894	***	par_34
E19	,232	,032	7,340	***	par_35

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

	Estimate
Cust Sat	,000
Brand Image	,000
Brand Attitude	,793
Brand Loyalty	,779
BL3	,212
BL2	,133
BL1	,361
BA4	,348
BA3	,306
BA2	,280
BA1	,240
CS4	,262
CS3	,372
CS2	,331
CS1	,385
BI5	,315
BI4	,309
BI3	,390
BI2	,545
BI1	,335



Matrices (Group number 1 - Default model)

Implied (for all variables) Covariances (Group number 1 - Default model)

	Cust Sat	Brand Image	Brand Attitude	Brand Loyalty	BL3	BL2	BL1	BA4	BA3	BA2	BA1	CS4	CS3	CS2	CS1	B15	B14	B13	B12	B11
Cust Sat	,128																			
Brand Image	,000	,117																		
Brand Attitude	,080	,044	,084																	
Brand Loyalty	,082	,045	,086	,113																
BL3	,061	,033	,064	,084	,294															
BL2	,060	,033	,063	,083	,061	,454														
BL1	,082	,045	,086	,113	,084	,083	,314													
BA4	,088	,048	,093	,095	,070	,070	,095	,295												
BA3	,087	,048	,092	,094	,070	,069	,094	,101	,328											
BA2	,080	,044	,083	,086	,063	,063	,086	,092	,091	,296										
BA1	,080	,044	,084	,086	,064	,063	,086	,093	,092	,083	,349									
CS4	,110	,000	,069	,071	,052	,052	,071	,076	,075	,069	,069	,362								
CS3	,131	,000	,082	,084	,062	,061	,084	,091	,090	,081	,082	,113	,360							
CS2	,121	,000	,076	,078	,058	,057	,078	,084	,083	,076	,076	,105	,124	,348						
CS1	,128	,000	,080	,082	,061	,060	,082	,088	,087	,080	,080	,110	,131	,111	,313					

	Cust Sat	Brand Image	Brand Attitude	Brand Loyalty	BL3	BL2	BL1	BA4	BA3	BA2	BA1	CS4	CS3	CS2	CS1	BI5	BI4	BI3	BI2	BI1
BI5	,000	,114	,043	,044	,033	,032	,044	,048	,047	,043	,043	,000	,000	,000	,000	,357				
BI4	,000	,111	,041	,043	,032	,031	,043	,046	,045	,041	,041	,000	,000	,000	,000	,109	,340			
BI3	,000	,123	,046	,047	,035	,035	,047	,051	,050	,046	,046	,000	,000	,000	,000	,121	,113	,132		
BI2	,000	,148	,056	,057	,042	,042	,057	,062	,061	,055	,056	,000	,000	,000	,000	,146	,145	,166	,344	
BI1	,000	,117	,044	,045	,033	,033	,045	,048	,048	,044	,044	,000	,000	,000	,000	,141	,112	,124	,144	,344

	Cust Sat	Brand Image	Brand Attitude	Brand Loyalty	BL3	BL2	BL1	BA4	BA3	BA2	BA1	C4	C3	C2	C1	B5	B4	B3	B2	B1
CS3	,610	,000	,472	,416	,191	,152	,250	,278	,261	,249	,231	,312	1,00							
CS2	,575	,000	,445	,392	,180	,143	,236	,262	,246	,235	,218	,294	,351	1,00						
CS1	,620	,000	,479	,423	,195	,155	,254	,283	,265	,254	,235	,317	,379	,357	1,00					
BI5	,000	,561	,248	,219	,101	,080	,132	,146	,137	,131	,122	,000	,000	,000	,000	1,00				
BI4	,000	,555	,246	,217	,100	,079	,130	,145	,136	,130	,120	,000	,000	,000	,000	3,12	1,000			
BI3	,000	,625	,276	,244	,112	,089	,147	,163	,153	,146	,135	,000	,000	,000	,000	3,51	,347			1,00
BI2	,000	,738	,327	,288	,133	,105	,173	,193	,181	,173	,160	,000	,000	,000	,000	,	,410			1,

	BL3	BL2	BL1	BA4	BA3	BA2	BA1	CS4	CS3	CS2	CS1	BI5	BI4	BI3	BI2	BI1
BA3	,020	,014	,053	,050	,031											
BA2	,065	,016	,017	,019	,032	,025										
BA1	,035	,005	,010	,009	,032	-,024	,026									
CS4	,031	,019	,028	,002	,035	,015	,055	,000								
CS3	,009	-,005	,033	,009	,021	,017	,088	,064	,000							
CS2	,032	,057	,010	,021	,011	,034	,065	-,004	-,040	,000						
CS1	,009	,003	,031	,070	-,002	,064	,037	-,059	,006	,033	,000					
BI5	,007	,024	,104	,101	,055	,077	,100	,103	,123	,107	,195	,000				
BI4	,008	,064	,024	,048	,046	,072	,067	,082	,105	,082	,131	,077	,000			
BI3	-,012	,062	,039	,047	,048	,038	,017	,064	,104	,081	,085	-,012	-,032	,000		
BI2	,035	,039	,028	,052	,032	,062	,025	,093	,140	,105	,126	-,024	-,011	,023	,000	
BI1	,052	,035	,031	,053	,082	,055	,071	,111	,136	,108	,103	-,032	-,016	,000	,019	,000

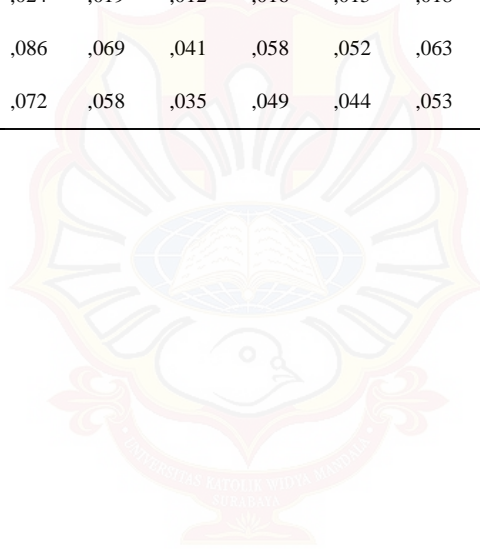
Standardized Residual Covariances (Group number 1 - Default model)

	BL3	BL2	BL1	BA4	BA3	BA2	BA1	CS4	CS3	CS2	CS1	BI5	BI4	BI3	BI2	BI1
BL3	,436															
BL2	2,779	,275														
BL1	,227	-	,743													
BA4	-,786	-,253	2,920	,919												
BA3	,785	,450	1,918	1,869	,807											
BA2	2,634	,537	,674	,737	1,212	,740										
BA1	1,319	,165	,342	,336	1,101	-,896	,633									
CS4	1,163	,575	1,005	,076	1,226	,557	1,867	,000								
CS3	,337	-	1,172	,342	,714	,601	2,945	2,065	,000							
CS2	1,185	1,74	,366	,755	,396	1,246	2,227	-	-	,000						

	BL3	BL2	BL1	BA4	BA3	BA2	BA1	CS4	CS3	CS2	CS1	BI5	BI4	BI3	BI2	BI1	
		4						,130	1,30								
								-	5								
CS1	,357	,099	1,141	2,615	-,077	2,408	1,278	1,989	,202	1,114	,000						
BI5	,251	,719	3,761	3,765	1,946	2,851	3,424	3,485	4,180	3,716	6,929	,000					
BI4	,326	1,975	,889	1,835	1,650	2,746	2,347	2,851	3,667	2,912	4,756	2,585	,000				
BI3	-,451	1,941	1,468	1,816	1,764	1,446	,609	2,255	3,661	2,908	3,136	-,402	-	-	,000		
BI2	1,328	1,197	1,040	1,936	1,138	2,325	,875	3,214	4,856	3,691	4,540	-,779	-	-	,756	,000	
BI1	1,988	1,085	1,121	2,013	2,935	2,087	2,474	3,811	4,699	3,775	3,705	1,048	-	-	,012	,622	,000

Factor Score Weights (Group number 1 - Default model)

	BL3	BL2	BL1	BA4	BA3	BA2	BA1	CS4	CS3	CS2	CS1	BI5	BI4	BI3	BI2	BI1
Cust Sat	,035	,020	,054	,074	,062	,060	,048	,104	,147	,132	,159	-,015	-,015	-,019	-,029	-
Brand Image	,014	,008	,021	,029	,024	,024	,019	-,012	-,016	-,015	-,018	,105	,105	,135	,210	,112
Brand Attitude	,050	,029	,077	,106	,089	,086	,069	,041	,058	,052	,063	,020	,020	,026	,041	,022
Brand Loyalty	,108	,062	,168	,089	,075	,072	,058	,035	,049	,044	,053	,017	,017	,022	,034	,018



Total Effects (Group number 1 - Default model)

	Cust Sat	Brand Image	Brand Attitude	Brand Loyalty
Brand Attitude	,625	,375	,000	,000
Brand Loyalty	,642	,385	1,026	,000
BL3	,476	,285	,761	,741
BL2	,470	,281	,751	,732
BL1	,642	,385	1,026	1,000
BA4	,692	,415	1,107	,000
BA3	,684	,410	1,094	,000
BA2	,623	,373	,996	,000
BA1	,625	,375	1,000	,000
CS4	,861	,000	,000	,000
CS3	1,024	,000	,000	,000
CS2	,950	,000	,000	,000
CS1	1,000	,000	,000	,000
BI5	,000	,982	,000	,000
BI4	,000	,949	,000	,000
BI3	,000	1,054	,000	,000
BI2	,000	1,272	,000	,000
BI1	,000	1,000	,000	,000

Standardized Total Effects (Group number 1 - Default model)

	Cust Sat	Brand Image	Brand Attitude	Brand Loyalty
Brand Attitude	,773	,442	,000	,000
Brand Loyalty	,682	,391	,883	,000
BL3	,314	,180	,406	,460
BL2	,249	,143	,322	,365
BL1	,410	,235	,530	,601
BA4	,456	,261	,590	,000
BA3	,427	,245	,553	,000
BA2	,409	,234	,529	,000
BA1	,378	,217	,489	,000
CS4	,511	,000	,000	,000
CS3	,610	,000	,000	,000
CS2	,575	,000	,000	,000
CS1	,620	,000	,000	,000
BI5	,000	,561	,000	,000
BI4	,000	,555	,000	,000
BI3	,000	,625	,000	,000
BI2	,000	,738	,000	,000
BI1	,000	,578	,000	,000

Lampiran 6 (Lanjutan) Hasil Uji Hipotesis
Direct Effects (Group number 1 - Default model)

	Cust Sat	Brand Image	Brand Attitude	Brand Loyalty
Brand Attitude	,625	,375	,000	,000
Brand Loyalty	,000	,000	1,026	,000
BL3	,000	,000	,000	,741
BL2	,000	,000	,000	,732
BL1	,000	,000	,000	1,000
BA4	,000	,000	1,107	,000
BA3	,000	,000	1,094	,000
BA2	,000	,000	,996	,000
BA1	,000	,000	1,000	,000
CS4	,861	,000	,000	,000
CS3	1,024	,000	,000	,000
CS2	,950	,000	,000	,000
CS1	1,000	,000	,000	,000
BI5	,000	,982	,000	,000
BI4	,000	,949	,000	,000
BI3	,000	1,054	,000	,000
BI2	,000	1,272	,000	,000
BI1	,000	1,000	,000	,000

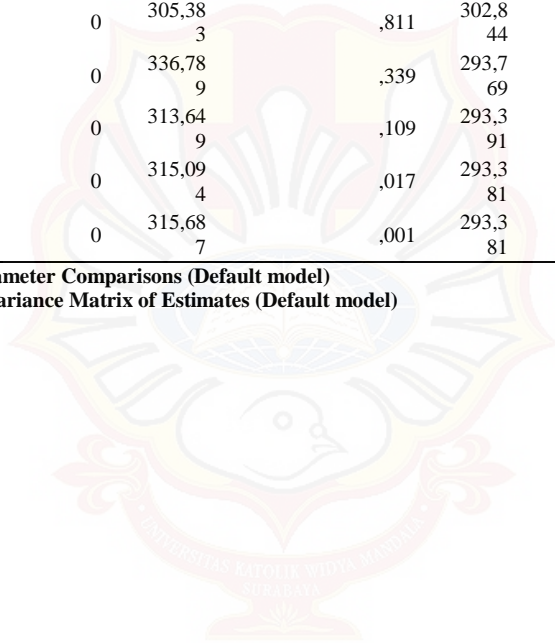
Standardized Direct Effects (Group number 1 - Default model)

	Cust Sat	Brand Image	Brand Attitude	Brand Loyalty
Brand Attitude	,773	,442	,000	,000
Brand Loyalty	,000	,000	,883	,000
BL3	,000	,000	,000	,460
BL2	,000	,000	,000	,365
BL1	,000	,000	,000	,601
BA4	,000	,000	,590	,000
BA3	,000	,000	,553	,000
BA2	,000	,000	,529	,000
BA1	,000	,000	,489	,000
CS4	,511	,000	,000	,000
CS3	,610	,000	,000	,000
CS2	,575	,000	,000	,000
CS1	,620	,000	,000	,000
BI5	,000	,561	,000	,000
BI4	,000	,555	,000	,000
BI3	,000	,625	,000	,000
BI2	,000	,738	,000	,000
BI1	,000	,578	,000	,000

Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	8		-,335	9999,000	841,080	0	9999,000
1	e	3		-,128	2,032	511,687	20	,562
2	e*	1		-,052	1,313	371,770	5	,672
3	e	0	59,284		,753	312,401	5	,778
4	e	0	305,383		,811	302,844	1	,538
5	e	0	336,789		,339	293,769	1	1,056
6	e	0	313,649		,109	293,391	1	1,069
7	e	0	315,094		,017	293,381	1	1,026
8	e	0	315,687		,001	293,381	1	1,002

Pairwise Parameter Comparisons (Default model)

Variance-covariance Matrix of Estimates (Default model)



Lampiran 7 Hasil Model Fit
Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	35	293,381	101	,000	2,905
Saturated model	136	,000	0		
Independence model	16	792,352	120	,000	6,603

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,058	,823	,761	,611
Saturated model	,000	1,000		
Independence model	,102	,407	,328	,359

Baseline Comparisons

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	,630	,560	,722	,660	,714
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,842	,530	,601
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	192,381	144,885	247,518
Saturated model	,000	,000	,000
Independence model	672,352	587,028	765,157

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	1,969	1,291	,972	1,661
Saturated model	,000	,000	,000	,000
Independence model	5,318	4,512	3,940	5,135

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,113	,098	,128	,000
Independence model	,194	,181	,207	,000

AIC

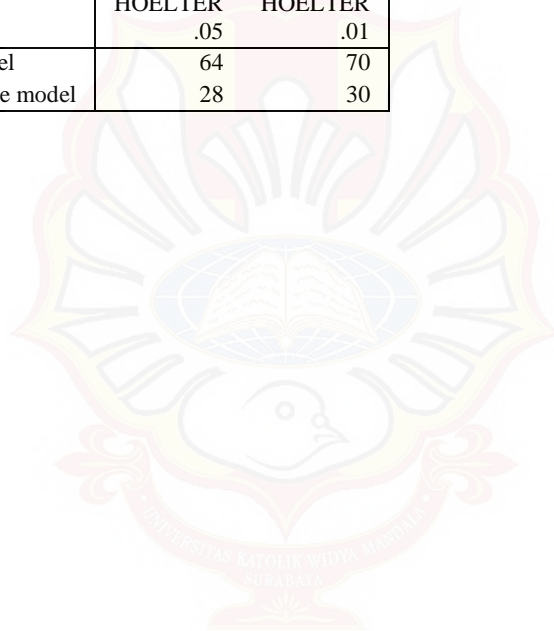
Model	AIC	BCC	BIC	CAIC
Default model	363,381	372,396	468,753	503,753
Saturated model	272,000	307,030	681,446	817,446
Independence model	824,352	828,473	872,522	888,522

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	2,439	2,120	2,809	2,499
Saturated model	1,826	1,826	1,826	2,061
Independence model	5,533	4,960	6,155	5,560

HOELTER

Model	HOELTER	HOELTER
	.05	.01
Default model	64	70
Independence model	28	30



Lampiran 8 Hasil Analisis Jalur

