

Lampiran 1 (Kuesioner)

KUESIONER

Saya mahasiswi Unika Widya Mandala Surabaya, dalam rangka melakukan penelitian tentang “Pengaruh *Brand Image Benefits* Terhadap *Loyalty Intention* Melalui *Customer Satisfaction* Pada Kosmetik Merek Maybelline di Surabaya”, maka saya mohon kesediaan ibu/saudari untuk sedikit meluangkan waktu terlibat dalam penelitian tersebut dengan mengisi kuesioner ini. Atas bantuan dan partisipasinya, peneliti mengucapkan terimakasih.

Yuniarti Kartika Sari

3103010227

Berilah tanda silang (x) pada salah satu jawaban yang paling sesuai dengan diri Anda.

1. Apakah Anda pernah menggunakan kosmetik merek Maybelline?
 - a. Ya
 - b. Tidak
2. Apakah Anda berdomisili di Surabaya?
 - a. Ya
 - b. Tidak
3. Usia :
 - a. 18-24 tahun
 - b. 25-30 tahun
 - c. >31 tahun
4. Pekerjaan :
 - a. Pelajar
 - b. Mahasiswa
 - c. Karyawan Swasta
 - d. Lain-lain

PETUNJUK PENGISIAN KUESIONER

- a. Daftar pertanyaan yang ada di bawah ini mohon diisi dengan teliti, jujur dan merupakan pendapat pribadi.
- b. Jawaban yang Anda berikan hanya akan digunakan oleh peneliti sebagai data penelitian untuk menyelesaikan skripsi.
- c. Berilah tanda (X) pada kolom jawaban yang menurut Anda paling sesuai.
- d. Terdapat 5 (lima) angka yang dapat Anda pilih dengan keterangan sebagai berikut:
 - 1) Angka 1 (satu) : Sangat Tidak Setuju (STS)
 - 2) Angka 2 (dua) : Tidak Setuju (TS)
 - 3) Angka 3 (tiga) : Netral (N)
 - 4) Angka 4 (empat) : Setuju (S)
 - 5) Angka 5 (lima) : Sangat Setuju (SS)

Brand Image Benefits

No.	Pernyataan	1	2	3	4	5
1.	Kosmetik merek Maybelline membuat saya tampil lebih cantik dan dapat di andalkan penggunaannya.					
2.	Kosmetik merek Maybelline meningkatkan rasa percaya diri saya.					
3.	Kosmetik merek Maybelline membantu saya agar dapat diterima di lingkungan sosial dan diperhatikan oleh orang lain.					
4.	Berdasarkan pengalaman saya kosmetik merek Maybelline memberi saya kesenangan dan kepuasan terhadap penampilan saya.					

Customer Satisfaction

No.	Pernyataan	1	2	3	4	5
1.	Saya merasa kosmetik merek Maybelline memiliki kualitas produk yang bagus.					
2.	Saya merasa pelayanan yang diberikan kosmetik merek Maybelline					

	memuaskan.					
3.	Saya percaya bahwa menggunakan kosmetik merek Maybelline memberikan pengalaman yang sangat memuaskan.					
4.	Saya merasa harga yang ditawarkan kosmetik merek Maybelline sebanding dengan kualitas produknya.					
5.	Saya merasa dengan menggunakan kosmetik merek Maybelline, saya tidak akan mengeluarkan biaya tambahan lagi.					

Loyalty Intention

No.	Pernyataan	1	2	3	4	5
1.	Saya berniat untuk terus menggunakan kosmetik merek Maybelline di masa depan.					
2.	Saya akan mendorong teman-teman dan kerabat untuk menggunakan kosmetik merek Maybelline.					
3.	Saya lebih cenderung untuk membeli kembali kosmetik merek Maybelline di masa depan.					

Lampiran 2 Hasil Penyebaran Kuesioner

No.	BIB 1	BIB 2	BIB 3	BIB 4	CS 1	CS 2	CS 3	CS 4	CS 5	LI 1	LI 2	LI 3
1	2	2	2	3	3	3	3	3	2	3	3	3
2	4	4	4	4	4	4	4	3	3	4	4	4
3	2	3	3	2	2	2	3	3	3	2	2	2
4	3	3	3	3	4	3	4	4	4	3	3	3
5	4	4	4	3	5	5	3	4	5	5	4	4
6	4	4	4	4	4	4	4	4	4	4	4	4
7	3	3	3	3	3	3	4	4	4	4	4	4
8	4	4	4	4	5	5	4	4	4	4	4	5
9	2	2	2	2	1	1	2	2	2	1	1	1
10	3	3	3	3	2	2	3	3	3	3	2	2
11	4	4	3	3	5	5	3	4	4	5	5	5
12	4	4	4	3	4	4	3	4	4	4	4	4
13	4	4	4	4	5	5	4	4	4	4	4	4
14	4	4	4	4	5	5	4	4	4	5	5	5
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16	5	4	3	3	4	4	4	4	3	3	4	4
17	4	4	3	3	4	4	4	3	4	4	4	4
18	3	3	3	3	2	2	3	3	1	3	3	3
19	4	4	4	4	5	5	4	4	4	5	5	4
20	4	4	3	3	5	5	4	4	4	4	4	4
21	4	4	3	3	4	4	4	4	4	4	4	4
22	5	4	4	4	3	3	4	4	4	5	4	4
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24	4	4	4	4	3	5	4	4	4	4	4	4
25	3	3	3	5	4	4	4	4	4	4	4	4
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42	5	5	5	5	4	4	5	5	5	5	5	5
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44	4	4	4	4	3	3	5	5	5	4	4	4
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51	3	3	3	3	3	3	2	2	2	2	2	2
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53	4	4	4	4	4	4	5	5	4	5	4	4
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57	2	3	2	2	3	1	2	2	2	2	1	1
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59	4	4	4	4	4	4	3	3	5	4	5	5
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92	2	1	1	2	2	2	1	1	1	2	2	1
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136	3	3	2	2	3	3	3	2	2	3	3	3
137	4	3	2	2	3	2	2	2	1	2	2	2
138	3	3	2	2	1	1	2	2	2	2	1	2
139	2	2	1	1	2	2	1	1	1	2	2	2
140	5	4	4	4	4	4	3	3	3	4	5	5
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143	5	5	5	4	5	4	5	5	5	4	4	5
144	5	5	5	5	4	4	5	5	4	5	3	5
145	4	4	4	4	5	5	4	4	4	5	4	4
146	5	5	5	5	4	4	4	4	4	5	5	5

147	3	3	2	3	3	3	2	2	2	2	2	2
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150	3	4	3	3	4	4	4	4	4	4	4	4

No. Responden	Pengalaman		Domisili	
	Pernah	Tidak Pernah	Surabaya	Luar Surabaya
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5	1	0	1	0
6	1	0	1	0
7	1	0	1	0
8	1	0	1	0
9	1	0	1	0
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137	1	0	1	0
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140	1	0	1	0
141	1	0	1	0
142	1	0	1	0
143	1	0	1	0
144	1	0	1	0
145	1	0	1	0
146	1	0	1	0
147	1	0	1	0
148	1	0	1	0
149	1	0	1	0
150	1	0	1	0
TOTAL	150	0	150	0
%	100%	0	100%	0

No. Responden	Usia		
	18-24 tahun	25-30 tahun	> 31 tahun
1	1	0	0
2	1	0	0
3	1	0	0
4	1	0	0
5	1	0	0
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7	1	0	0
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26	0	1	0

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35	0	0	1
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63	0	1	0
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127	0	1	0
128	0	1	0
129	0	1	0
130	0	1	0
131	1	0	0
132	1	0	0
133	1	0	0
134	1	0	0
135	1	0	0
136	1	0	0
137	1	0	0
138	1	0	0

139	0	1	0
140	0	1	0
141	0	1	0
142	0	1	0
143	0	1	0
144	0	1	0
145	0	1	0
146	0	0	1
147	0	0	1
148	0	0	1
149	0	0	1
150	0	0	1
TOTAL	45	61	44
%	30%	41%	29%

No. Responden	Pekerjaan			
	Pelajar	Mahasiswa	Karyawan Swasta	Lainnya
1	0	0	1	0
2	0	0	1	0
3	0	0	1	0
4	0	0	1	0
5	0	0	1	0
6	0	0	1	0
7	0	0	1	0
8	0	0	1	0
9	0	0	1	0
10	0	0	1	0
11	0	0	1	0
12	0	0	1	0
13	0	0	1	0
14	0	0	1	0
15	1	0	0	0
16	1	0	0	0
17	1	0	0	0
18	1	0	0	0
19	1	0	0	0
20	1	0	0	0
21	1	0	0	0
22	1	0	0	0
23	0	1	0	0
24	0	1	0	0
25	0	1	0	0
26	0	1	0	0

27	0	1	0	0
28	0	1	0	0
29	0	1	0	0
30	0	1	0	0
31	0	1	0	0
32	0	1	0	0
33	0	1	0	0
34	0	1	0	0
35	0	1	0	0
36	0	1	0	0
37	0	1	0	0
38	1	0	0	0
39	1	0	0	0
40	1	0	0	0
41	1	0	0	0
42	1	0	0	0
43	0	0	1	0
44	0	0	1	0
45	0	0	1	0
46	0	0	1	0
47	0	0	1	0
48	0	0	1	0
49	0	0	1	0
50	0	0	1	0
51	0	0	1	0
52	0	0	1	0
53	0	0	1	0
54	0	0	1	0

55	0	0	1	0
56	0	0	0	1
57	0	0	0	1
58	0	0	0	1
59	0	0	0	1
60	0	0	0	1
61	0	0	0	1
62	0	0	0	1
63	0	0	0	1
64	0	0	0	1
65	0	0	0	1
66	0	0	1	0
67	0	0	1	0
68	0	0	1	0
69	0	0	1	0
70	0	0	1	0
71	0	0	1	0
72	0	0	1	0
73	0	0	1	0
74	0	1	0	0
75	0	1	0	0
76	0	1	0	0
77	0	1	0	0
78	0	1	0	0
79	0	0	1	0
80	0	0	1	0
81	0	0	1	0
82	0	0	1	0

83	0	0	1	0
84	0	0	1	0
85	0	0	1	0
86	0	0	1	0
87	0	0	1	0
88	0	0	1	0
89	0	0	1	0
90	0	0	1	0
91	0	0	0	1
92	0	0	0	1
93	0	0	0	1
94	0	0	0	1
95	0	0	0	1
96	0	0	0	1
97	0	0	0	1
98	0	0	0	1
99	0	0	0	1
100	0	0	0	1
101	1	0	0	0
102	1	0	0	0
103	1	0	0	0
104	1	0	0	0
105	1	0	0	0
106	1	0	0	0
107	1	0	0	0
108	1	0	0	0
109	0	1	0	0
110	0	1	0	0

111	0	1	0	0
112	0	1	0	0
113	0	1	0	0
114	0	1	0	0
115	0	1	0	0
116	0	1	0	0
117	0	1	0	0
118	0	1	0	0
119	0	1	0	0
120	0	1	0	0
121	0	0	1	0
122	0	0	1	0
123	0	0	1	0
124	0	0	1	0
125	0	0	1	0
126	0	0	1	0
127	0	0	1	0
128	0	0	1	0
129	0	0	1	0
130	0	0	1	0
131	0	0	1	0
132	0	0	1	0
133	0	0	1	0
134	0	0	1	0
135	0	0	1	0
136	0	0	1	0
137	0	0	0	1
138	0	0	0	1

139	0	0	0	1
140	0	0	0	1
141	0	0	0	1
142	0	0	0	1
143	0	0	1	0
144	0	0	1	0
145	0	0	1	0
146	0	0	1	0
147	0	1	0	0
148	0	1	0	0
149	0	1	0	0
150	0	1	0	0
TOTAL	21	36	67	26
%	14%	24%	45%	17%

Lampiran 3 (Statistik Deskriptif)

Statistik Deskriptif dari setiap variabel indikator

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BIB1	150	1.00	5.00	3.5867	1.15965
BIB2	150	1.00	5.00	3.5400	1.12703
BIB3	150	1.00	5.00	3.4667	1.17962
BIB4	150	1.00	5.00	3.4067	1.16490
CS1	150	1.00	5.00	3.6067	1.14632
CS2	150	1.00	5.00	3.6467	1.09995
CS3	150	1.00	5.00	3.4733	1.21896
CS4	150	1.00	5.00	3.4600	1.22956
CS5	150	1.00	5.00	3.4800	1.27295
LI1	150	1.00	5.00	3.7067	1.11456
LI2	150	1.00	5.00	3.5733	1.04494
LI3	150	1.00	5.00	3.5800	1.10076
Valid N (listwise)	150				

Statistik Deskriptif dari total variabel indikator

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BIB	600	1.00	5.00	3.5000	1.15711
CS	750	1.00	5.00	3.5333	1.19448
LI	450	1.00	5.00	3.6200	1.08648
Valid N (listwise)	450				

Number of Missing Values 11 12

Number of Cases 0 1

Listwise Deletion

Total Effective Sample Size = 150

Univariate Summary Statistics for Continuous Variables

Variable	Mean	St. Dev.	T-Value	Skewness	Kurtosis	Minimum	Freq.	Maximum	Freq.
BIB1	3.587	1.160	37.880	-0.214	-0.583	1.096	8	5.213	34
BIB2	3.540	1.127	38.469	-0.173	-0.421	1.227	10	5.303	26
BIB3	3.467	1.180	35.993	-0.168	-0.612	1.067	10	5.198	30
BIB4	3.407	1.165	35.817	-0.148	-0.613	0.990	9	5.134	29
CS1	3.607	1.146	38.534	-0.217	-0.588	1.206	9	5.213	34
CS2	3.647	1.100	40.604	-0.228	-0.543	1.059	5	5.171	35
CS3	3.473	1.219	34.898	-0.150	-0.535	1.164	14	5.356	27
CS4	3.460	1.230	34.465	-0.141	-0.517	1.168	15	5.391	26
CS5	3.480	1.273	33.482	-0.152	-0.614	1.145	16	5.375	30
LI1	3.707	1.115	40.731	-0.262	-0.572	1.072	5	5.183	39
LI2	3.573	1.045	41.882	-0.175	-0.153	1.080	5	5.327	22
LI3	3.580	1.101	39.832	-0.187	-0.360	1.136	7	5.284	27

Test of Univariate Normality for Continuous Variables

Variable	Skewness		Kurtosis		Skewness and Kurtosis	
	Z-Score	P-Value	Z-Score	P-Value	Chi-Square	P-Value
BIB1	-1.096	0.273	-1.937	0.053	4.954	0.084
BIB2	-0.889	0.374	-1.207	0.227	2.249	0.325
BIB3	-0.862	0.388	-2.083	0.037	5.081	0.079
BIB4	-0.764	0.445	-2.090	0.037	4.954	0.084
CS1	-1.109	0.267	-1.960	0.050	5.071	0.079
CS2	-1.167	0.243	-1.741	0.082	4.394	0.111
CS3	-0.773	0.440	-1.707	0.088	3.511	0.173
CS4	-0.728	0.467	-1.621	0.105	3.157	0.206
CS5	-0.780	0.435	-2.096	0.036	5.001	0.082
LI1	-1.335	0.182	-1.883	0.060	5.327	0.070
LI2	-0.900	0.368	-0.269	0.788	0.883	0.643
LI3	-0.958	0.338	-0.969	0.333	1.856	0.395

Relative Multivariate Kurtosis = 1.167

Test of Multivariate Normality for Continuous Variables

Value	Skewness		Kurtosis			Skewness and Kurtosis	
	Z-Score	P-Value	Value	Z-Score	P-Value	Chi-Square	P-Value

0	0.0	3.890	
0	0.0	4.305	
29	19.3	4.719

CS1

Frequency	Percentage	Lower Class Limit	Limit
9	6.0	1.206
0	0.0	1.607	
19	12.7	2.007
0	0.0	2.408	
28	18.7	2.809
0	0.0	3.210	
60	40.0	3.610
0	0.0	4.011	
0	0.0	4.412	
34	22.7	4.813

CS2

Frequency	Percentage	Lower Class Limit	Limit
5	3.3	1.059	...
0	0.0	1.470	
23	15.3	1.881
0	0.0	2.292	
27	18.0	2.704
0	0.0	3.115	
60	40.0	3.526
0	0.0	3.937	
0	0.0	4.349	
35	23.3	4.760

CS3

Frequency	Percentage	Lower Class Limit	Limit
14	9.3	1.164
0	0.0	1.584	
23	15.3	2.003
18	12.0	2.422
0	0.0	2.841	
0	0.0	3.260	
68	45.3	3.680
0	0.0	4.099	
0	0.0	4.518	
27	18.0	4.937

CS4

Frequency	Percentage	Lower Class Limit	Limit
15	10.0	1.168
0	0.0	1.590	
23	15.3	2.012
16	10.7	2.435
0	0.0	2.857	
0	0.0	3.279	

70	46.7	3.702
0	0.0	4.124	
0	0.0	4.546	
26	17.3	4.968

CS5

Frequency	Percentage	Lower Class Limit	
16	10.7	1.145
0	0.0	1.568	
24	16.0	1.991
12	8.0	2.414
0	0.0	2.837	
0	0.0	3.260	
68	45.3	3.683
0	0.0	4.106	
0	0.0	4.529	
30	20.0	4.952

LI1

Frequency	Percentage	Lower Class Limit	
5	3.3	1.072	...
0	0.0	1.483	
23	15.3	1.894
0	0.0	2.305	
22	14.7	2.716
0	0.0	3.127	
61	40.7	3.538
0	0.0	3.949	
0	0.0	4.361	
39	26.0	4.772

LI2

Frequency	Percentage	Lower Class Limit	
5	3.3	1.080	..
0	0.0	1.505	
26	17.3	1.929
0	0.0	2.354	
19	12.7	2.779
0	0.0	3.203	
78	52.0	3.628
0	0.0	4.053	
0	0.0	4.477	
22	14.7	4.902

LI3

Frequency	Percentage	Lower Class Limit	
7	4.7	1.136	...
0	0.0	1.551	
24	16.0	1.965
0	0.0	2.380	
21	14.0	2.795

0	0.0	3.210	
71	47.3	3.625
0	0.0	4.039	
0	0.0	4.454	
27	18.0	4.869

Covariance Matrix

	BIB1	BIB2	BIB3	BIB4	CS1	CS2
BIB1	1.345					
BIB2	1.009	1.270				
BIB3	1.032	1.158	1.391			
BIB4	1.159	0.947	1.163	1.357		
CS1	0.917	0.995	0.964	0.893	1.314	
CS2	0.755	0.786	0.800	0.791	1.020	1.210
CS3	0.942	1.103	1.064	0.940	0.968	0.854
CS4	0.939	1.125	1.062	0.917	0.971	0.856
CS5	0.901	1.037	1.023	0.901	0.949	0.902
LI1	0.875	0.881	0.943	0.930	0.880	0.857
LI2	0.817	0.803	0.841	0.849	0.876	0.937
LI3	0.885	0.870	0.922	0.917	0.899	0.917

Covariance Matrix

	CS3	CS4	CS5	LI1	LI2	LI3
CS3	1.486					
CS4	1.436	1.512				
CS5	1.243	1.302	1.620			
LI1	0.899	0.931	0.983	1.242		
LI2	0.783	0.803	0.817	0.925	1.092	
LI3	0.855	0.892	0.876	0.949	1.034	1.212

Means

BIB1	BIB2	BIB3	BIB4	CS1	CS2
3.587	3.540	3.467	3.407	3.607	3.647

Means

CS3	CS4	CS5	LI1	LI2	LI3
3.473	3.460	3.480	3.707	3.573	3.580

Standard Deviations

BIB1	BIB2	BIB3	BIB4	CS1	CS2
------	------	------	------	-----	-----

-----	-----	-----	-----	-----	-----
1.160	1.127	1.180	1.165	1.146	1.100

Standard Deviations

CS3	CS4	CS5	LI1	LI2	LI3
-----	-----	-----	-----	-----	-----
1.219	1.230	1.273	1.115	1.045	1.101

The Problem used 18576 Bytes (= 0.0% of available workspace)

DATE: 12/ 5/2013
TIME: 12:16

L I S R E L 8.70

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file C:\SKRIPSI\DATA6G.spl:

```
BRAND IMAGE BENEFITS
OBSERVED VARIABLE BIB1 BIB2 BIB3 BIB4 CS1 CS2 CS3 CS4 CS5 LI1 LI2 LI3
COVARIANCE MATRIX FROM FILE C:\SKRIPSI\DATA6G.COV
SAMPLE SIZE 150
LATENT VARIABLES BIB CS LI
RELATIONSHIPS:
BIB1=1*BIB
BIB2-BIB4=BIB
CS1=1*CS
CS2-CS5=CS
LI1=1*LI
LI2-LI3=LI
LI=BIB CS
LI=BIB
LI=CS
CS=BIB
OPTIONS:SS SC EF
PATH DIAGRAM
END OF PROGRAM
```

Sample Size = 150

BRAND IMAGE BENEFITS

Covariance Matrix

CS1	CS2	CS3	CS4	CS5	LI1
-----	-----	-----	-----	-----	-----

CS1	1.31					
CS2	1.06	1.21				
CS3	1.07	0.97	1.49			
CS4	1.09	0.99	1.46	1.51		
CS5	1.10	1.05	1.36	1.40	1.62	
LI1	0.98	0.96	1.03	1.06	1.13	1.24
LI2	0.95	1.00	0.93	0.96	0.98	1.00
LI3	0.97	1.00	1.00	1.03	1.04	1.04
BIB1	1.02	0.87	1.10	1.11	1.10	0.97
BIB2	1.05	0.87	1.17	1.19	1.17	0.96
BIB3	1.03	0.90	1.17	1.18	1.18	1.03
BIB4	0.98	0.89	1.07	1.07	1.07	1.01

Covariance Matrix

	LI2	LI3	BIB1	BIB2	BIB3	BIB4
LI2	1.09					
LI3	1.07	1.21				
BIB1	0.90	0.96	1.34			
BIB2	0.86	0.93	1.10	1.27		
BIB3	0.93	1.00	1.09	1.19	1.39	
BIB4	0.92	0.98	1.18	1.02	1.20	1.36

BRAND IMAGE BENEFITS

Number of Iterations = 16

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$CS1 = 1.00 * CS, \text{ Errorvar.} = 0.47, R^2 = 0.64$$

(0.056)
8.43

$$CS2 = 0.91 * CS, \text{ Errorvar.} = 0.51, R^2 = 0.58$$

(0.086) (0.060)
10.66 8.48

$$CS3 = 1.30 * CS, \text{ Errorvar.} = 0.057, R^2 = 0.96$$

(0.084) (0.012)
15.58 4.89

$$CS4 = 1.33 * CS, \text{ Errorvar.} = 0.037, R^2 = 0.98$$

(0.084) (0.011)
15.76 3.46

$$\text{CS5} = 1.26 * \text{CS}, \text{ Errorvar.} = 0.29, R^2 = 0.82$$

(0.092)	(0.036)
13.68	8.10

$$\text{LI1} = 1.00 * \text{LI}, \text{ Errorvar.} = 0.25, R^2 = 0.80$$

(0.033)
7.55

$$\text{LI2} = 1.01 * \text{LI}, \text{ Errorvar.} = 0.075, R^2 = 0.93$$

(0.049)	(0.017)
20.75	4.53

$$\text{LI3} = 1.06 * \text{LI}, \text{ Errorvar.} = 0.089, R^2 = 0.93$$

(0.052)	(0.019)
20.59	4.77

$$\text{BIB1} = 1.00 * \text{BIB}, \text{ Errorvar.} = 0.26, R^2 = 0.81$$

(0.036)
7.33

$$\text{BIB2} = 1.01 * \text{BIB}, \text{ Errorvar.} = 0.17, R^2 = 0.87$$

(0.053)	(0.026)
18.93	6.54

$$\text{BIB3} = 1.07 * \text{BIB}, \text{ Errorvar.} = 0.16, R^2 = 0.89$$

(0.055)	(0.026)
19.46	6.18

$$\text{BIB4} = 1.01 * \text{BIB}, \text{ Errorvar.} = 0.25, R^2 = 0.81$$

(0.058)	(0.035)
17.31	7.27

Structural Equations

$$\text{CS} = 0.79 * \text{BIB}, \text{ Errorvar.} = 0.16, R^2 = 0.80$$

(0.067)	(0.031)
11.70	5.26

$$\text{LI} = 0.25 * \text{CS} + 0.62 * \text{BIB}, \text{ Errorvar.} = 0.25, R^2 = 0.74$$

(0.13)	(0.12)	(0.041)
2.00	5.31	6.23

Reduced Form Equations

$$\text{CS} = 0.79 * \text{BIB}, \text{ Errorvar.} = 0.16, R^2 = 0.80$$

(0.067)

11.70

LI = 0.82*BIB, Errorvar.= 0.26, R² = 0.73
(0.064)
12.78

Variances of Independent Variables

BIB

1.08
(0.15)
7.03

Covariance Matrix of Latent Variables

	CS	LI	BIB
CS	0.84		
LI	0.74	0.99	
BIB	0.85	0.89	1.08

Goodness of Fit Statistics

Degrees of Freedom = 51
Minimum Fit Function Chi-Square = 370.52 (P = 0.0)
Normal Theory Weighted Least Squares Chi-Square = 344.30 (P = 0.0)
Estimated Non-centrality Parameter (NCP) = 293.30
90 Percent Confidence Interval for NCP = (238.26 ; 355.83)

Minimum Fit Function Value = 2.49
Population Discrepancy Function Value (F0) = 1.97
90 Percent Confidence Interval for F0 = (1.60 ; 2.39)
Root Mean Square Error of Approximation (RMSEA) = 0.20
90 Percent Confidence Interval for RMSEA = (0.18 ; 0.22)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 2.67
90 Percent Confidence Interval for ECVI = (2.30 ; 3.09)
ECVI for Saturated Model = 1.05
ECVI for Independence Model = 41.00

Chi-Square for Independence Model with 66 Degrees of Freedom = 6085.21
Independence AIC = 6109.21
Model AIC = 398.30
Saturated AIC = 156.00
Independence CAIC = 6157.34
Model CAIC = 506.58

Saturated CAIC = 468.83

Normed Fit Index (NFI) = 0.94

Non-Normed Fit Index (NNFI) = 0.93

Parsimony Normed Fit Index (PNFI) = 0.73

Comparative Fit Index (CFI) = 0.95

Incremental Fit Index (IFI) = 0.95

Relative Fit Index (RFI) = 0.92

Critical N (CN) = 32.12

Root Mean Square Residual (RMR) = 0.097

Standardized RMR = 0.077

Goodness of Fit Index (GFI) = 0.72

Adjusted Goodness of Fit Index (AGFI) = 0.57

Parsimony Goodness of Fit Index (PGFI) = 0.47

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
CS1	LI	33.8	0.61
CS2	LI	65.9	0.88
CS3	LI	7.9	-0.13
CS4	LI	8.1	-0.13
LI1	CS	13.0	0.32

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
CS2	CS1	55.9	0.31
CS4	CS1	13.1	-0.06
CS4	CS2	14.4	-0.07
CS4	CS3	92.9	0.19
CS5	CS2	8.0	0.09
CS5	CS3	10.8	-0.05
LI2	CS2	27.3	0.11
LI3	LI1	8.6	-0.07
LI3	LI2	18.1	0.13
BIB3	BIB1	28.3	-0.13
BIB3	BIB2	9.0	0.07
BIB4	CS4	8.6	-0.04
BIB4	BIB1	24.4	0.13
BIB4	BIB2	45.6	-0.16
BIB4	BIB3	12.4	0.09

BRAND IMAGE BENEFITS

Standardized Solution

LAMBDA-Y

CS LI

CS1	0.92	--
CS2	0.84	--
CS3	1.20	--
CS4	1.21	--
CS5	1.15	--
LI1	--	1.00
LI2	--	1.01
LI3	--	1.06

LAMBDA-X

	BIB

BIB1	1.04
BIB2	1.05
BIB3	1.11
BIB4	1.05

BETA

	CS	LI
	-----	-----
CS	--	--
LI	0.23	--

GAMMA

	BIB

CS	0.90
LI	0.65

Correlation Matrix of ETA and KSI

	CS	LI	BIB
	-----	-----	-----
CS	1.00		
LI	0.81	1.00	
BIB	0.90	0.86	1.00

PSI

Note: This matrix is diagonal.

	CS	LI
	-----	-----
	0.20	0.26

Regression Matrix ETA on KSI (Standardized)

BIB

CS	0.90
LI	0.86

BRAND IMAGE BENEFITS

Completely Standardized Solution

LAMBDA-Y

	CS	LI
	-----	-----
CS1	0.80	--
CS2	0.76	--
CS3	0.98	--
CS4	0.99	--
CS5	0.91	--
LI1	--	0.89
LI2	--	0.97
LI3	--	0.96

LAMBDA-X

	BIB

BIB1	0.90
BIB2	0.93
BIB3	0.94
BIB4	0.90

BETA

	CS	LI
	-----	-----
CS	--	--
LI	0.23	--

GAMMA

	BIB

CS	0.90
LI	0.65

Correlation Matrix of ETA and KSI

	CS	LI	BIB
	-----	-----	-----
CS	1.00		
LI	0.81	1.00	
BIB	0.90	0.86	1.00

PSI

Note: This matrix is diagonal.

CS	LI
0.20	0.26

THETA-EPS

CS1	CS2	CS3	CS4	CS5	LI1
0.36	0.42	0.04	0.02	0.18	0.20

THETA-EPS

LI2	LI3
0.07	0.07

THETA-DELTA

BIB1	BIB2	BIB3	BIB4
0.19	0.13	0.11	0.19

Regression Matrix ETA on KSI (Standardized)

	BIB
CS	0.90
LI	0.86

BRAND IMAGE BENEFITS

Total and Indirect Effects

Total Effects of KSI on ETA

	BIB
CS	0.79 (0.07) 11.70
LI	0.82 (0.06) 12.78

Indirect Effects of KSI on ETA

	BIB
CS	----- --
LI	0.20 (0.10) 2.01

Total Effects of ETA on ETA

	CS	LI
CS	----- --	----- --
LI	0.25 (0.13) 2.00	--

Largest Eigenvalue of $B*B'$ (Stability Index) is 0.064

Total Effects of ETA on Y

	CS	LI
CS1	----- 1.00	----- --
CS2	0.91 (0.09) 10.66	--
CS3	1.30 (0.08) 15.58	--
CS4	1.33 (0.08) 15.76	--
CS5	1.26 (0.09) 13.68	--
LI1	0.25 (0.13) 2.00	1.00
LI2	0.26 (0.13)	1.01 (0.05)

	2.01	20.75
LI3	0.27 (0.13)	1.06 (0.05)
	2.01	20.59
Indirect Effects of ETA on Y		

	CS	LI
	-----	-----
CS1	--	--
CS2	--	--
CS3	--	--
CS4	--	--
CS5	--	--
LI1	0.25 (0.13) 2.00	--
LI2	0.26 (0.13) 2.01	--
LI3	0.27 (0.13) 2.01	--

Total Effects of KSI on Y

	BIB

CS1	0.79 (0.07) 11.70
CS2	0.72 (0.07) 10.90
CS3	1.03 (0.06) 16.35
CS4	1.05 (0.06) 16.58

CS5	0.99 (0.07) 14.19
LI1	0.82 (0.06) 12.78
LI2	0.83 (0.06) 14.31
LI3	0.87 (0.06) 14.24

BRAND IMAGE BENEFITS

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	BIB

CS	0.90
LI	0.86

Standardized Indirect Effects of KSI on ETA

	BIB

CS	--
LI	0.21

Standardized Total Effects of ETA on ETA

	CS	LI
	-----	-----
CS	--	--
LI	0.23	--

Standardized Total Effects of ETA on Y

	CS	LI
	-----	-----
CS1	0.92	--
CS2	0.84	--
CS3	1.20	--
CS4	1.21	--

CS5	1.15	--
LI1	0.23	1.00
LI2	0.24	1.01
LI3	0.25	1.06

Completely Standardized Total Effects of ETA on Y

	CS	LI
	-----	-----
CS1	0.80	--
CS2	0.76	--
CS3	0.98	--
CS4	0.99	--
CS5	0.91	--
LI1	0.21	0.89
LI2	0.23	0.97
LI3	0.22	0.96

Standardized Indirect Effects of ETA on Y

	CS	LI
	-----	-----
CS1	--	--
CS2	--	--
CS3	--	--
CS4	--	--
CS5	--	--
LI1	0.23	--
LI2	0.24	--
LI3	0.25	--

Completely Standardized Indirect Effects of ETA on Y

	CS	LI
	-----	-----
CS1	--	--
CS2	--	--
CS3	--	--
CS4	--	--
CS5	--	--
LI1	0.21	--
LI2	0.23	--
LI3	0.22	--

Standardized Total Effects of KSI on Y

	BIB

CS1	0.82
CS2	0.75
CS3	1.07

CS4	1.09
CS5	1.03
LI1	0.85
LI2	0.86
LI3	0.91

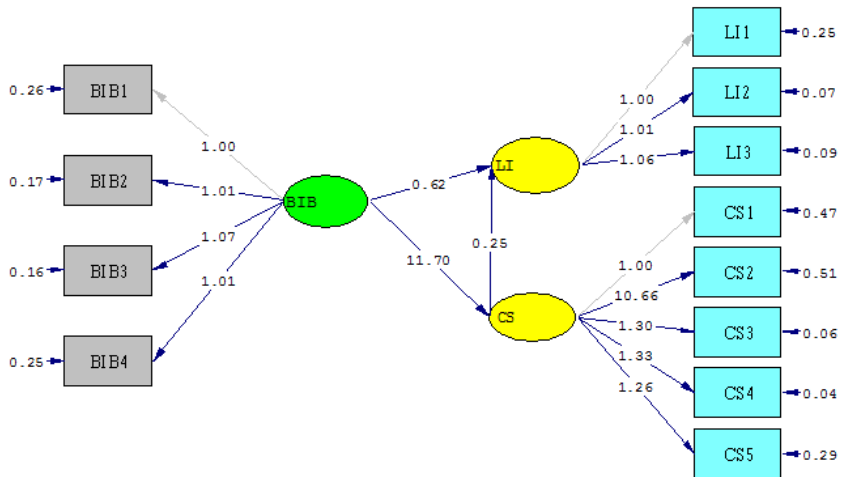
Completely Standardized Total Effects of KSI on Y

	BIB
CS1	0.72
CS2	0.68
CS3	0.88
CS4	0.89
CS5	0.81
LI1	0.77
LI2	0.83
LI3	0.82

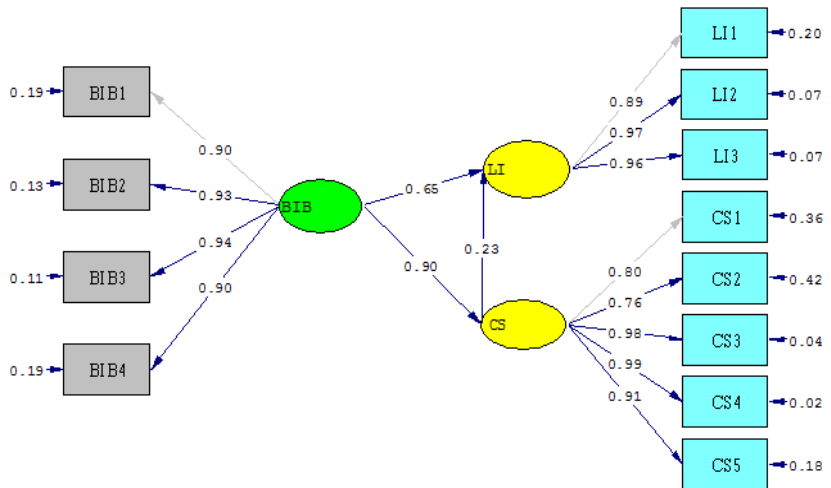
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Lampiran 5 (Path Diagram)

Path Diagram Estimates



Path Diagram Standardized Solution



Path Diagram T-Values

