LAMPIRAN 1

UJI VALIDITAS DAN RELIABILITAS

Variabel Nama Merek (X1)

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Nama Merek (X1)
X1.1	Pearson Correlation	1	.364**	.482**	.366**	.381**	.550**	.743**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	195	195	195	195	195	195	195
X1.2	Pearson Correlation	.364**	1	.340**	.308**	.390**	.475**	.684**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	195	195	195	195	195	195	195
X1.3	Pearson Correlation	.482**	.340**	1	.317**	.297**	.502**	.686**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	195	195	195	195	195	195	195
X1.4	Pearson Correlation	.366**	.308**	.317**	1	.358**	.483**	.655**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	195	195	195	195	195	195	195
X1.5	Pearson Correlation	.381**	.390**	.297**	.358**	1	.464**	.680**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	195	195	195	195	195	195	195
X1.6	Pearson Correlation	.550**	.475**	.502**	.483**	.464**	1	.813**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	195	195	195	195	195	195	195
Nama Merek (X1)	Pearson Correlation	.743**	.684**	.686**	.655**	.680**	.813**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	195	195	195	195	195	195	195

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

Reliability Statistics

Cronbach's Alpha	N of Items
.803	6

Item Statistics

	Mean	Std. Deviation	N
X1.1	3.6051	.86333	195
X1.2	3.9333	.86791	195
X1.3	3.6667	.79733	195
X1.4	3.7077	.77439	195
X1.5	3.8205	.83332	195
X1.6	3.6359	.80318	195

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	18.7641	8.552	.596	.764
X1.2	18.4359	8.897	.513	.783
X1.3	18.7026	9.107	.533	.778
X1.4	18.6615	9.349	.498	.786
X1.5	18.5487	9.022	.517	.782
X1.6	18.7333	8.372	.708	.738

Variabel Kualitas Produk (X2)

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	Kualitas Produk (X2)
X2.1	Pearson Correlation	1	.604**	.645**	.590**	.523**	.586**	.478**	.795**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	195	195	195	195	195	195	195	195
X2.2	Pearson Correlation	.604**	1	.869**	.654**	.359**	.546**	.386**	.797**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	195	195	195	195	195	195	195	195
X2.3	Pearson Correlation	.645**	.869**	1	.678**	.356**	.517**	.365**	.798**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	195	195	195	195	195	195	195	195
X2.4	Pearson Correlation	.590**	.654**	.678**	1	.377**	.512**	.410**	.759**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	195	195	195	195	195	195	195	195
X2.5	Pearson Correlation	.523**	.359**	.356**	.377**	1	.785**	.726**	.753**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	195	195	195	195	195	195	195	195
X2.6	Pearson Correlation	.586**	.546**	.517**	.512**	.785**	1	.809**	.865**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	195	195	195	195	195	195	195	195
X2.7	Pearson Correlation	.478**	.386**	.365**	.410**	.726**	.809**	1	.760**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	195	195	195	195	195	195	195	195
Kualitas Produk (X2)	Pearson Correlation	.795**	.797**	.798**	.759**	.753**	.865**	.760**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	195	195	195	195	195	195	195	195

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

Reliability Statistics

Cronbach's Alpha	N of Items
.899	7

Item Statistics

	Mean	Std. Deviation	N
X2.1	3.5436	.73351	195
X2.2	3.6000	.79561	195
X2.3	3.5897	.79034	195
X2.4	3.6410	.76277	195
X2.5	3.7026	.82721	195
X2.6	3.4821	.80170	195
X2.7	3.5231	.80156	195

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	21.5385	14.404	.718	.883
X2.2	21.4821	14.055	.713	.883
X2.3	21.4923	14.076	.715	.883
X2.4	21.4410	14.485	.667	.888
X2.5	21.3795	14.206	.650	.891
X2.6	21.6000	13.551	.805	.872
X2.7	21.5590	14.279	.664	.889

Variabel Harga (X3)

Correlations

		X3.1	X3.2	X3.3	X3.4	Harga (X3)
X3.1	Pearson Correlation	1	.493**	.267**	.359**	.660**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	195	195	195	195	195
X3.2	Pearson Correlation	.493**	1	.700**	.726**	.911**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	195	195	195	195	195
X3.3	Pearson Correlation	.267**	.700**	1	.637**	.804**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	195	195	195	195	195
X3.4	Pearson Correlation	.359**	.726**	.637**	1	.844**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	195	195	195	195	195
Harga (X3)	Pearson Correlation	.660**	.911**	.804**	.844**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	195	195	195	195	195

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

Reliability Statistics

Cronbach's Alpha	N of Items
.820	4

Item Statistics

	Mean	Std. Deviation	N
X3.1	3.5385	.82005	195
X3.2	3.4154	.87153	195
X3.3	3.3282	.78974	195
X3.4	3.4564	.80712	195

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	10.2000	4.831	.423	.868
X3.2	10.3231	3.581	.815	.684
X3.3	10.4103	4.284	.649	.771
X3.4	10.2821	4.070	.709	.742

Variabel Suasana Gerai (X4)

Correlations

		X4.1	X4.2	X4.3	X4.4	Suasana Gerai (X4)
X4.1	Pearson Correlation	1	.283**	.300**	.326**	.629**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	195	195	195	195	195
X4.2	Pearson Correlation	.283**	1	.519**	.483**	.746**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	195	195	195	195	195
X4.3	Pearson Correlation	.300**	.519**	1	.636**	.819**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	195	195	195	195	195
X4.4	Pearson Correlation	.326**	.483**	.636**	1	.821**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	195	195	195	195	195
Suasana Gerai (X4)	Pearson Correlation	.629**	.746**	.819**	.821**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	195	195	195	195	195

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

Reliability Statistics

Cronbach's Alpha	N of Items
.748	4

Item Statistics

	Mean	Std. Deviation	N
X4.1	3.5128	.83332	195
X4.2	3.3282	.78974	195
X4.3	3.4103	.86507	195
X4.4	3.4769	.89858	195

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X4.1	10.2154	4.562	.363	.783
X4.2	10.4000	4.159	.549	.688
X4.3	10.3179	3.672	.642	.632
X4.4	10.2513	3.581	.635	.634

Variabel Promosi (X5)

Correlations

		X5.1	X5.2	X5.3	X5.4	Promosi (X5)
X5.1	Pearson Correlation	1	.782**	.523**	.402**	.823**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	195	195	195	195	195
X5.2	Pearson Correlation	.782**	1	.560**	.489**	.863**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	195	195	195	195	195
X5.3	Pearson Correlation	.523**	.560**	1	.502**	.816**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	195	195	195	195	195
X5.4	Pearson Correlation	.402**	.489**	.502**	1	.739**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	195	195	195	195	195
Promosi (X5)	Pearson Correlation	.823**	.863**	.816**	.739**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	195	195	195	195	195

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

Reliability Statistics

Cronbach's Alpha	N of Items
.822	4

Item Statistics

	Mean	Std. Deviation	N
X5.1	3.2051	.77922	195
X5.2	3.1487	.79524	195
X5.3	2.9949	.93884	195
X5.4	3.3744	.82385	195

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X5.1	9.5179	4.447	.685	.760
X5.2	9.5744	4.225	.748	.731
X5.3	9.7282	4.044	.630	.789
X5.4	9.3487	4.692	.542	.822

Variabel Kualitas Jasa (X6)

Correlations

		X6.1	X6.2	X6.3	X6.4	X6.5	Kualitas Jasa (X6)
X6.1	Pearson Correlation	1	.633**	.393**	.396**	.450**	.738**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	195	195	195	195	195	195
X6.2	Pearson Correlation	.633**	1	.575**	.481**	.599**	.840**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	195	195	195	195	195	195
X6.3	Pearson Correlation	.393**	.575**	1	.730**	.463**	.794**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	195	195	195	195	195	195
X6.4	Pearson Correlation	.396**	.481**	.730**	1	.476**	.775**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	195	195	195	195	195	195
X6.5	Pearson Correlation	.450**	.599**	.463**	.476**	1	.775**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	195	195	195	195	195	195
Kualitas Jasa (X6)	Pearson Correlation	.738**	.840**	.794**	.775**	.775**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	195	195	195	195	195	195

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

Reliability Statistics

Cronbach's Alpha	N of Items
.842	5

Item Statistics

	Mean	Std. Deviation	N
X6.1	3.3128	.82461	195
X6.2	3.3282	.78974	195
X6.3	3.3590	.74913	195
X6.4	3.3897	.76110	195
X6.5	3.2410	.87835	195

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X6.1	13.3179	6.703	.576	.829
X6.2	13.3026	6.305	.735	.785
X6.3	13.2718	6.673	.674	.803
X6.4	13.2410	6.720	.644	.810
X6.5	13.3897	6.342	.617	.819

Variabel Loyalitas Pelanggan (Y1)

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Loyalitas Pelanggan (Y1)
Y1.1	Pearson Correlation	1	.600**	.325**	.373**	.347**	.727**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	195	195	195	195	195	195
Y1.2	Pearson Correlation	.600**	1	.511**	.526**	.497**	.850**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	195	195	195	195	195	195
Y1.3	Pearson Correlation	.325**	.511**	1	.515**	.299**	.705**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	195	195	195	195	195	195
Y1.4	Pearson Correlation	.373**	.526**	.515**	1	.361**	.743**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	195	195	195	195	195	195
Y1.5	Pearson Correlation	.347**	.497**	.299**	.361**	1	.678**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	195	195	195	195	195	195
Loyalitas Pelanggan (Y1)	Pearson Correlation	.727**	.850**	.705**	.743**	.678**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	195	195	195	195	195	195

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

Reliability Statistics

Cronbach's Alpha	N of Items
.794	5

Item Statistics

	Mean	Std. Deviation	N
Y1.1	3.5538	.88570	195
Y1.2	3.5487	.85037	195
Y1.3	3.4718	.78843	195
Y1.4	3.4256	.81123	195
Y1.5	3.5846	.83528	195

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	14.0308	6.360	.539	.767
Y1.2	14.0359	5.808	.737	.699
Y1.3	14.1128	6.740	.535	.767
Y1.4	14.1590	6.485	.583	.752
Y1.5	14.0000	6.753	.484	.783

Variabel Sikap pada Perluasan Merek (Y2)

Correlations

		Y2.1	Y2.2	Y2.3	Y2.4	Sikap pada Perluasan Merek (Y2)
Y2.1	Pearson Correlation	1	.487**	.110	.187**	.631**
	Sig. (2-tailed)		.000	.127	.009	.000
	N	195	195	195	195	195
Y2.2	Pearson Correlation	.487**	1	.412**	.456**	.830**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	195	195	195	195	195
Y2.3	Pearson Correlation	.110	.412**	1	.419**	.664**
	Sig. (2-tailed)	.127	.000		.000	.000
	N	195	195	195	195	195
Y2.4	Pearson Correlation	.187**	.456**	.419**	1	.728**
	Sig. (2-tailed)	.009	.000	.000		.000
	N	195	195	195	195	195
Sikap pada Perluasan Merek (Y2)	Pearson Correlation	.631**	.830**	.664**	.728**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	195	195	195	195	195

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

Reliability Statistics

Cronbach's Alpha	N of Items
.680	4

Item Statistics

	Mean	Std. Deviation	N
Y2.1	3.5897	.70776	195
Y2.2	3.9282	.72152	195
Y2.3	4.1231	.65427	195
Y2.4	4.0205	.72481	195

Item-Total Statistics

|	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y2.1	12.0718	2.737	.338	.692
Y2.2	11.7333	2.145	.645	.483
Y2.3	11.5385	2.714	.412	.645
Y2.4	11.6410	2.437	.471	.608

LAMPIRAN 2

ANALISIS FAKTOR KONFIRMATORY

Hasil Uji Outlier Univariate

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Zscore: X1.1	195	-1.85923	1.61569	.0000000	1.00000000
Zscore: X1.2	195	-2.22758	1.22901	.0000000	1.00000000
Zscore: X1.3	195	-2.09030	1.67224	.0000000	1.00000000
Zscore: X1.4	195	-2.20520	1.66880	.0000000	1.00000000
Zscore: X1.5	195	-2.18465	1.41541	.0000000	1.00000000
Zscore: X1.6	195	-2.03678	1.69838	.0000000	1.00000000
Zscore: X2.1	195	-1.46769	1.98553	.0000000	1.00000000
Zscore: X2.2	195	-2.26795	1.75966	.0000000	1.00000000
Zscore: X2.3	195	-2.27675	1.78437	.0000000	1.00000000
Zscore: X2.4	195	-2.46243	2.09265	.0000000	1.00000000
Zscore: X2.5	195	-2.26709	1.56845	.0000000	1.00000000
Zscore: X2.6	195	-2.09600	1.89342	.0000000	1.00000000
Zscore: X2.7	195	-2.14769	1.84255	.0000000	1.00000000
Zscore: X3.1	195	-2.09550	1.78226	.0000000	1.00000000
Zscore: X3.2	195	-2.77145	1.81821	.0000000	1.00000000
Zscore: X3.3	195	-2.94808	2.11690	.0000000	1.00000000
Zscore: X3.4	195	-2.04343	1.91247	.0000000	1.00000000
Zscore: X4.1	195	-2.01543	1.78464	.0000000	1.00000000
Zscore: X4.2	195	-2.94808	2.11690	.0000000	1.00000000
Zscore: X4.3	195	-2.78619	1.83770	.0000000	1.00000000
Zscore: X4.4	195	-2.75647	1.69497	.0000000	1.00000000
Zscore: X5.1	195	-2.82990	2.30341	.0000000	1.00000000
Zscore: X5.2	195	-2.70197	2.32795	.0000000	1.00000000
Zscore: X5.3	195	-2.12483	2.13576	.0000000	1.00000000
Zscore: X5.4	195	-2.88205	1.97324	.0000000	1.00000000
Zscore: X6.1	195	-2.80473	2.04602	.0000000	1.00000000
Zscore: X6.2	195	-2.94808	2.11690	.0000000	1.00000000
Zscore: X6.3	195	-2.14895	2.19058	.0000000	1.00000000
Zscore: X6.4	195	-2.13985	2.11569	.0000000	1.00000000
Zscore: X6.5	195	-2.55140	2.00258	.0000000	1.00000000
Zscore: Y1.1	195	-2.88344	1.63279	.0000000	1.00000000
Zscore: Y1.2	195	-2.99719	1.70665	.0000000	1.00000000
Zscore: Y1.3	195	-2.13508	1.93829	.0000000	1.00000000
Zscore: Y1.4	195	-2.99006	1.94069	.0000000	1.00000000
Zscore: Y1.5	195	-2.09429	1.69449	.0000000	1.00000000
Zscore: Y2.1	195	-2.24616	1.99256	.0000000	1.00000000
Zscore: Y2.2	195	-2.67242	1.48547	.0000000	1.00000000
Zscore: Y2.3	195	-2.24494	1.34030	.0000000	1.00000000
Zscore: Y2.4	195	-2.78764	1.35137	.0000000	1.00000000
Valid N (listwise)	195				
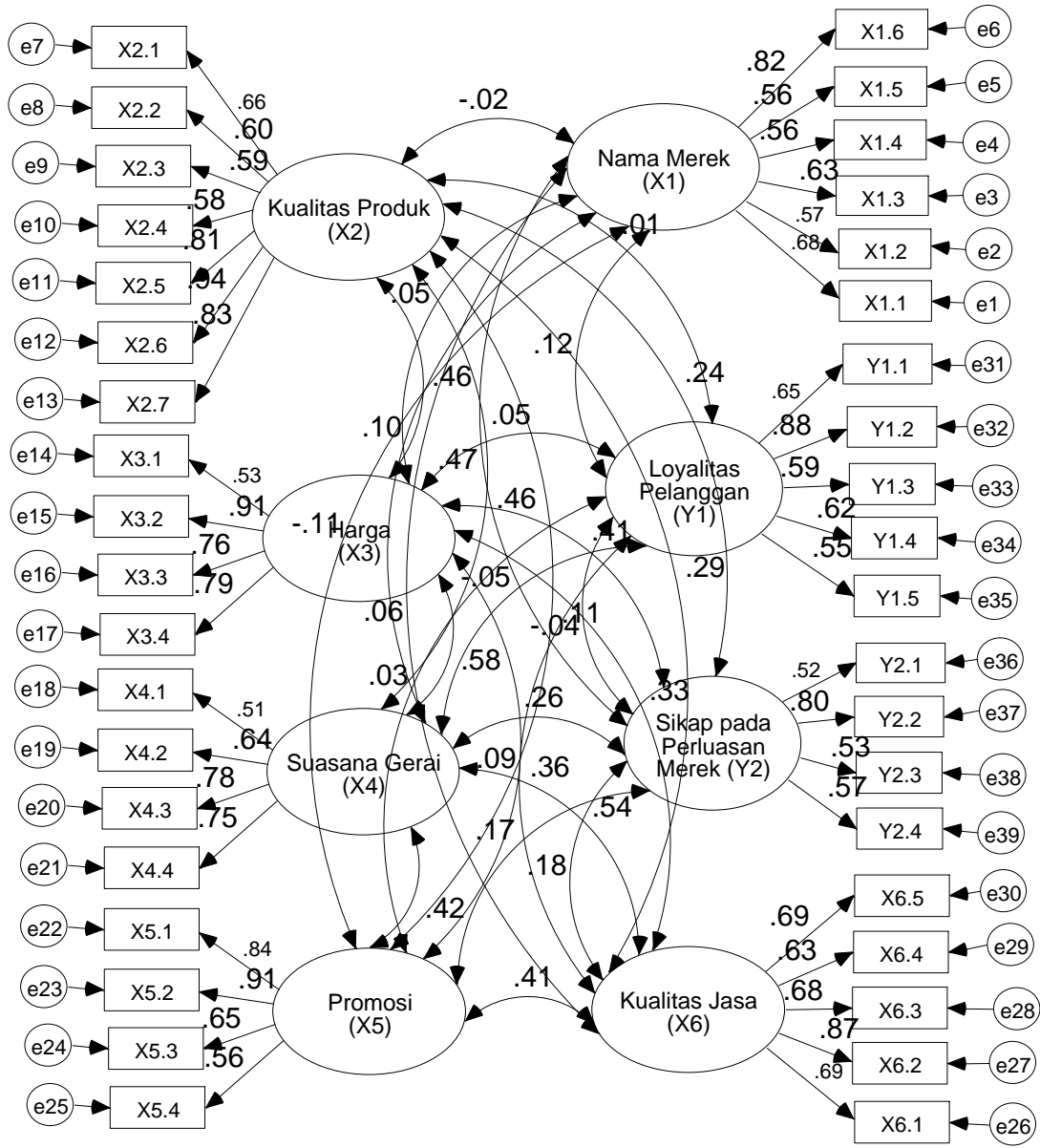
UJI MODEL :
Chi_Square = 141.259
DF = 674
Probability = .070
CMIN/DF = 1.732
RMSEA = .044
GFI = .924
AGFI = .903
TLI = .968
CFI = .977

Assessment of normality

	min	max	skew	c.r.	kurtosis	c.r.
X1.1	2	5	-0.110	-0.627	-0.637	-1.816
X1.2	2	5	-0.393	-2.240	-0.609	-1.736
X1.3	2	5	-0.005	-0.026	-0.541	-1.543
X1.4	2	5	-0.380	-2.164	-0.118	-0.336
X1.5	2	5	-0.244	-1.392	-0.560	-1.595
X1.6	2	5	0.031	0.177	-0.553	-1.576
X2.1	1	5	0.163	0.930	0.093	0.266
X2.2	1	5	-0.022	-0.126	-0.159	-0.455
X2.3	1	5	-0.077	-0.441	-0.105	-0.301
X2.4	1	6	0.286	1.631	0.104	0.296
X2.5	1	5	-0.278	-1.583	0.119	0.338
X2.6	1	5	0.119	0.677	0.146	0.415
X2.7	1	5	-0.075	-0.429	0.144	0.410
X3.1	1	5	-0.039	-0.224	0.032	0.092
X3.2	1	5	-0.582	-1.320	0.795	2.267
X3.3	1	5	-0.147	-0.839	0.303	0.863
X3.4	1	5	-0.301	-1.714	0.326	0.929
X4.1	1	5	-0.175	-0.996	0.224	0.638
X4.2	1	5	-0.273	-1.557	0.193	0.550
X4.3	1	5	-0.129	-0.735	-0.295	-0.841
X4.4	1	5	-0.444	-2.529	0.337	0.961
X5.1	1	5	-0.504	-2.875	-0.108	-0.307
X5.2	1	5	-0.333	-1.897	-0.229	-0.653
X5.3	1	5	-0.402	-2.292	-0.508	-1.448
X5.4	1	5	-0.232	-1.323	-0.188	-0.535

```
X6.1          1       5   -0.081  -0.461    0.078   0.221

X6.2          1       5   -0.147  -0.839   -0.017  -0.048

X6.3          1       5   -0.249  -1.420    0.219   0.625

X6.4          1       5   -0.152  -0.865   -0.109  -0.310

X6.5          1       5   -0.305  -1.737    0.157   0.448

Y1.1          1       5   -0.253  -1.441    0.139   0.397

Y1.2          1       5   -0.354  -2.019    0.412   1.176

Y1.3          1       5   -0.413  -2.354    0.797   2.272

Y1.4          1       5   -0.572  -2.259    0.713   2.033

Y1.5          1       5   -0.269  -1.534   -0.226  -0.644

Y2.1          2       5    0.249   1.419   -0.391  -1.115

Y2.2          2       5    0.025   0.143   -0.870  -2.481

Y2.3          2       5   -0.351  -2.001    0.160   0.457

Y2.4          2       5   -0.357  -2.033   -0.148  -0.423

Multivariate                               197.12  24.338
```

Observations farthest from the centroid (Mahalanobis distance)

```
 Observation    Mahalanobis

   number        d-squared        p1            p2

------------  ------------  ------------  -------------

    102           72.015       0.001         0.000

     80           71.620       0.001         0.000

    149           71.560       0.001         0.000

     66           71.471       0.001         0.000

     36           71.780       0.001         0.000

      2           71.292       0.001         0.000

     71           70.763       0.001         0.000
```

147	70.529	0.001	0.000
75	70.233	0.001	0.000
3	70.120	0.001	0.000
69	69.859	0.001	0.000
40	69.202	0.001	0.000
70	68.702	0.001	0.000
9	67.300	0.003	0.000
82	67.133	0.003	0.000
4	66.622	0.004	0.000
44	62.491	0.010	0.000
79	62.412	0.010	0.000
148	62.091	0.011	0.000
108	61.454	0.012	0.000
39	60.894	0.014	0.000
41	60.267	0.016	0.000
14	59.822	0.018	0.000
10	59.306	0.020	0.000
65	58.911	0.021	0.000
55	56.842	0.032	0.000
1	56.673	0.033	0.000
72	55.657	0.041	0.000
42	55.467	0.042	0.000
77	55.448	0.042	0.000
68	54.741	0.048	0.000
6	52.938	0.067	0.000
34	52.765	0.070	0.000
172	51.381	0.089	0.000
122	51.377	0.089	0.000
159	51.143	0.092	0.000

144	51.096	0.093	0.000
64	51.002	0.094	0.000
67	50.215	0.108	0.000
150	49.449	0.122	0.001
116	49.401	0.123	0.000
73	49.319	0.124	0.000
8	49.106	0.129	0.000
136	48.370	0.144	0.002
146	47.981	0.153	0.003
135	47.580	0.163	0.005
81	46.979	0.178	0.016
43	46.963	0.179	0.011
110	46.768	0.184	0.012
11	46.218	0.199	0.030
78	46.173	0.200	0.022
37	46.107	0.202	0.017
153	45.886	0.208	0.020
103	45.075	0.233	0.087
101	45.027	0.234	0.070
54	44.942	0.237	0.061
128	44.777	0.242	0.063
35	44.264	0.259	0.128
46	43.864	0.273	0.197
83	43.858	0.273	0.157
142	43.705	0.278	0.161
100	43.560	0.284	0.162
112	43.199	0.297	0.231
5	43.115	0.300	0.213
48	42.814	0.311	0.271

145	42.439	0.325	0.370
58	42.203	0.334	0.417
124	41.908	0.346	0.493
109	41.593	0.358	0.581
28	41.405	0.366	0.609
170	41.355	0.368	0.574
106	41.229	0.373	0.574
164	41.154	0.376	0.551
120	41.106	0.378	0.515
188	41.028	0.382	0.494
13	40.708	0.395	0.588
140	40.681	0.396	0.543
139	40.572	0.401	0.538
45	40.276	0.414	0.621
97	40.158	0.419	0.621
141	39.902	0.430	0.683
114	39.759	0.436	0.694
49	39.590	0.444	0.717
105	39.555	0.445	0.682
26	38.203	0.506	0.979
152	37.888	0.520	0.989
174	37.765	0.526	0.990
63	37.757	0.527	0.985
33	37.404	0.543	0.994
76	37.196	0.552	0.996
158	36.988	0.562	0.997
111	36.924	0.565	0.996
129	36.540	0.583	0.999
88	36.511	0.584	0.998

104	36.318	0.593	0.999
162	36.162	0.600	0.999
169	35.868	0.614	1.000
96	35.692	0.622	1.000
191	35.554	0.628	1.000
155	35.520	0.629	1.000

Condition number of Sample Correlations = 9.338064e+001

Determinant of sample covariance matrix = 9.1585e-019

Model: Default model

Computation of degrees of freedom

```
                 Number of distinct sample moments:  780
        Number of distinct parameters to be estimated:  106
                             ------------------------
                             Degrees of freedom:  67
```

Maximum Likelihood Estimates

Regression Weights: Label	Estimate	S.E.	C.R.
Y2.2 <- Sikap pada Perluasan Merek (par-1	1.561	0.239	6.522
Y2.1 <- Sikap pada Perluasan Merek (	1.000		
Y2.3 <- Sikap pada Perluasan Merek (par-2	0.935	0.197	4.744

```
X2.1 <--------- Kualitas Produk (X2)        1.000

X2.2 <--------- Kualitas Produk (X2)        0.999    0.129     7.761
par-3

X2.3 <--------- Kualitas Produk (X2)        0.968    0.127     7.603
par-4

X2.4 <--------- Kualitas Produk (X2)        0.923    0.123     7.514
par-5

X2.5 <--------- Kualitas Produk (X2)        1.399    0.145     9.683
par-6

X2.6 <--------- Kualitas Produk (X2)        1.574    0.149    10.567
par-7

X2.7 <--------- Kualitas Produk (X2)        1.386    0.142     9.771
par-8

X1.4 <------------- Nama Merek (X1)         0.736    0.109     6.738
par-9

X1.3 <------------- Nama Merek (X1)         0.856    0.111     7.682
par-10

X1.5 <------------- Nama Merek (X1)         0.790    0.117     6.756
par-11

X1.6 <------------- Nama Merek (X1)         1.125    0.124     9.057
par-12

X1.2 <------------- Nama Merek (X1)         0.843    0.123     6.863
par-13

X1.1 <------------- Nama Merek (X1)         1.000

X3.4 <------------------ Harga (X3)         1.465    0.204     7.188
par-14

X3.3 <------------------ Harga (X3)         1.389    0.198     7.000
par-15

X3.2 <------------------ Harga (X3)         1.838    0.238     7.707
par-16

X3.1 <------------------ Harga (X3)         1.000

X4.4 <---------- Suasana Gerai (X4)         1.567    0.272     5.763
par-17

X4.3 <---------- Suasana Gerai (X4)         1.570    0.279     5.629
par-18
```

```
X4.2 <----------- Suasana Gerai (X4)      1.172    0.210    5.571
par-19

X4.1 <---------- Suasana Gerai (X4)       1.000

X5.4 <---------------- Promosi (X5)       0.704    0.090    7.817
par-20

X5.3 <---------------- Promosi (X5)       0.931    0.099    9.438
par-21

X5.2 <---------------- Promosi (X5)       1.101    0.075    14.746
par-22

X5.1 <---------------- Promosi (X5)       1.000

X6.1 <----------- Kualitas Jasa (X6)      1.000

X6.2 <----------- Kualitas Jasa (X6)      1.199    0.114    10.543
par-23

X6.3 <----------- Kualitas Jasa (X6)      0.894    0.111    8.059
par-24

X6.4 <----------- Kualitas Jasa (X6)      0.834    0.113    7.374
par-25

X6.5 <----------- Kualitas Jasa (X6)      1.059    0.125    8.503
par-26

Y1.3 <----- Loyalitas Pelanggan (Y1)      0.809    0.117    6.903
par-27

Y1.4 <----- Loyalitas Pelanggan (Y1)      0.873    0.122    7.172
par-28

Y1.5 <----- Loyalitas Pelanggan (Y1)      0.799    0.120    6.644
par-29

Y1.2 <----- Loyalitas Pelanggan (Y1)      1.299    0.140    9.263
par-30

Y1.1 <----- Loyalitas Pelanggan (Y1)      1.000

Y2.4 <- Sikap pada Perluasan Merek (      1.108    0.221    5.022
par-31
```

```
Standardized Regression Weights:              Estimate

------------------------------               --------


                                                Estimate

   X1.1    <--    Nama Merek (X1)               0.681

   X1.2    <--    Nama Merek (X1)               0.571

   X1.3    <--    Nama Merek (X1)               0.631

   X1.4    <--    Nama Merek (X1)               0.559

   X1.5    <--    Nama Merek (X1)               0.557

   X1.6    <--    Nama Merek (X1)               0.823

   X2.1    <--    Kualitas Produk (X2)          0.656

   X2.2    <--    Kualitas Produk (X2)          0.604

   X2.3    <--    Kualitas Produk (X2)          0.589

   X2.4    <--    Kualitas Produk (X2)          0.582

   X2.5    <--    Kualitas Produk (X2)          0.813

   X2.6    <--    Kualitas Produk (X2)          0.944

   X2.7    <--    Kualitas Produk (X2)          0.832

   X3.1    <--    Harga (X3)                    0.529

   X3.2    <--    Harga (X3)                    0.914

   X3.3    <--    Harga (X3)                    0.763

   X3.4    <--    Harga (X3)                    0.787

   X4.1    <--    Suasana Gerai (X4)            0.515

   X4.2    <--    Suasana Gerai (X4)            0.636

   X4.3    <--    Suasana Gerai (X4)            0.778

   X4.4    <--    Suasana Gerai (X4)            0.748

   X5.1    <--    Promosi (X5)                  0.839

   X5.2    <--    Promosi (X5)                  0.905

   X5.3    <--    Promosi (X5)                  0.649

   X5.4    <--    Promosi (X5)                  0.559
```
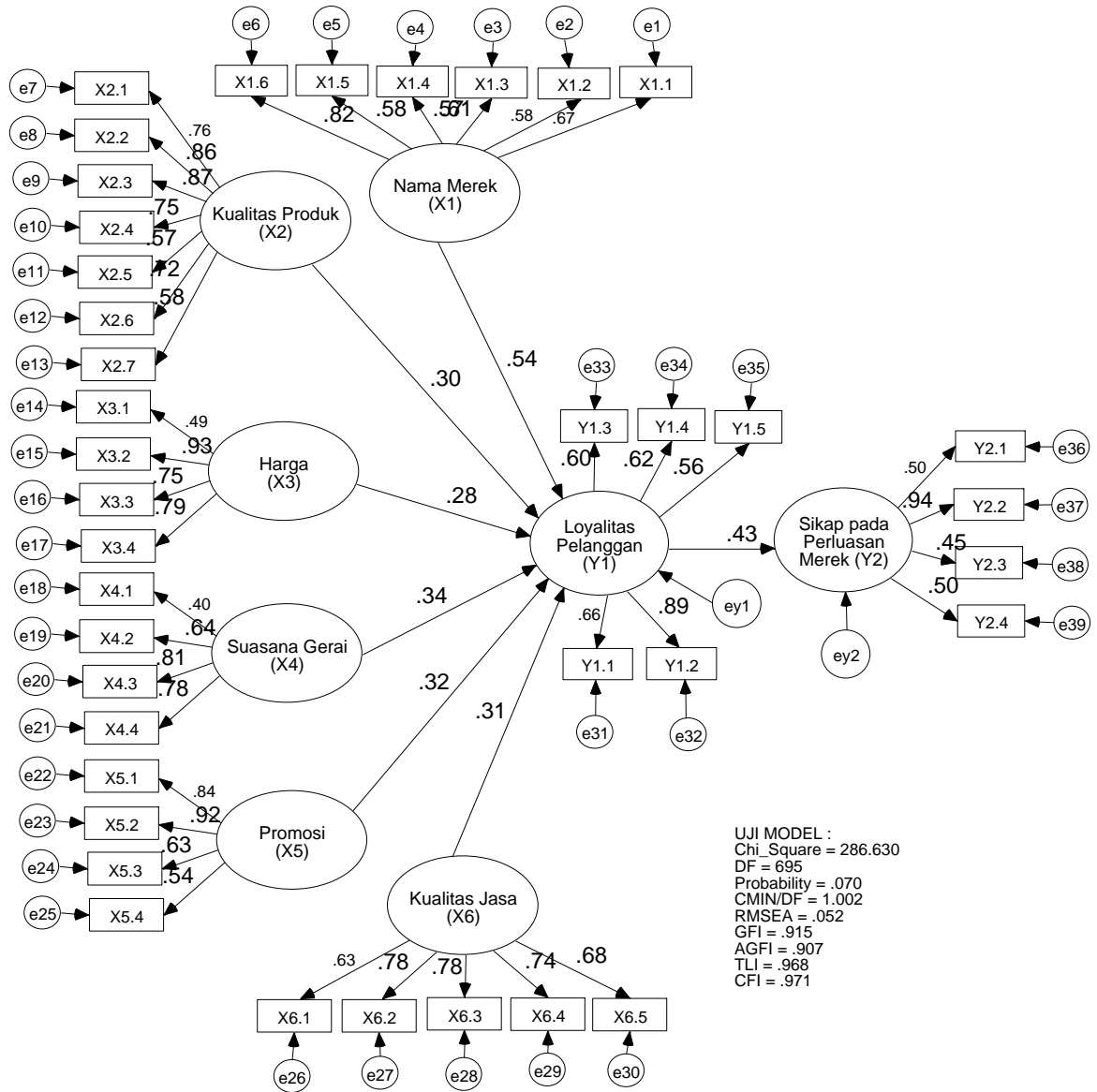
X6.1	<--	Kualitas Jasa (X6)	0.694
X6.2	<--	Kualitas Jasa (X6)	0.869
X6.3	<--	Kualitas Jasa (X6)	0.684
X6.4	<--	Kualitas Jasa (X6)	0.628
X6.5	<--	Kualitas Jasa (X6)	0.691
Y1.1	<--	Loyalitas Pelanggan (Y1)	0.653
Y1.2	<--	Loyalitas Pelanggan (Y1)	0.884
Y1.3	<--	Loyalitas Pelanggan (Y1)	0.594
Y1.4	<--	Loyalitas Pelanggan (Y1)	0.622
Y1.5	<--	Loyalitas Pelanggan (Y1)	0.553
Y2.1	<--	Sikap pada Perluasan Merek (Y2)	0.525
Y2.2	<--	Sikap pada Perluasan Merek (Y2)	0.803
Y2.3	<--	Sikap pada Perluasan Merek (Y2)	0.531
Y2.4	<--	Sikap pada Perluasan Merek (Y2)	0.567

Correlations:	Estimate
-------------	--------
Kualitas Produk (X2) <--> Harga (X3)	0.459
Kualitas Produk <> Suasana Gerai (X	0.463
Kualitas Produk (X2) <> Promosi (X5)	0.106
Kualitas Produk <> Kualitas Jasa (X	0.291
Sikap pada Perlu <> Kualitas Produk	0.236
Kualitas Produk <> Loyalitas Pelang	0.010
Kualitas Produk (<> Nama Merek (X1)	-0.022
Harga (X3) <----> Suasana Gerai (X4)	0.580
Harga (X3) <----------> Promosi (X5)	0.364
Harga (X3) <----> Kualitas Jasa (X6)	0.332

```
Sikap pada Perluasan M <> Harga (X3)          0.410

Harga (X3) <> Loyalitas Pelanggan (Y         0.047

Nama Merek (X1) <-------> Harga (X3)          0.046

Suasana Gerai (X4) <--> Promosi (X5)          0.420

Suasana Gerai (X <> Kualitas Jasa (X          0.540

Sikap pada Perlu <> Suasana Gerai (X          0.264

Suasana Gerai (X <> Loyalitas Pelang         -0.050

Nama Merek (X1) <> Suasana Gerai (X4          0.097

Promosi (X5) <--> Kualitas Jasa (X6)          0.407

Sikap pada Perluasan <> Promosi (X5)          0.168

Promosi (X5) <> Loyalitas Pelanggan          0.027

Nama Merek (X1) <-----> Promosi (X5)         -0.111

Sikap pada Perlu <> Kualitas Jasa (X          0.178

Kualitas Jasa (X <> Loyalitas Pelang          0.090

Nama Merek (X1) <> Kualitas Jasa (X6          0.065

Sikap pada Perlu <> Loyalitas Pelang         -0.035

Sikap pada Perlua <> Nama Merek (X1)          0.474

Nama Merek (X1) <> Loyalitas Pelangg          0.125
```

LAMPIRAN 3

STRUCTURAL EQUATION MODELLING

UJI MODEL :
Chi_Square = 286.630
DF = 695
Probability = .070
CMIN/DF = 1.002
RMSEA = .052
GFI = .915
AGFI = .907
TLI = .968
CFI = .971

```
Maximum Likelihood Estimates
```

```
--------------------------
```

			Estimate	S.E.	C.R.	P	Label
Loyalitas Pelanggan (Y1)	<--	Nama Merek (X1)	0.138	0.037	3.730	0.000	par-32
Loyalitas Pelanggan (Y1)	<--	Kualitas Produk (X2)	0.107	0.049	2.184	0.029	par-33
Loyalitas Pelanggan (Y1)	<--	Harga (X3)	0.369	0.134	2.754	0.006	par-34
Loyalitas Pelanggan (Y1)	<--	Suasana Gerai (X4)	0.294	0.088	3.341	0.001	par-35
Loyalitas Pelanggan (Y1)	<--	Promosi (X5)	0.045	0.018	2.500	0.013	par-36
Loyalitas Pelanggan (Y1)	<--	Kualitas Jasa (X6)	0.223	0.104	2.144	0.032	par-37
Sikap pada Perluasan Merek (Y2)	<--	Loyalitas Pelanggan (Y1)	0.189	0.051	3.706	0.000	par-38
Y2.2	<--	Sikap pada Perluasan Merek (Y2)	1.894	0.328	5.776	0.000	par-1
Y2.1	<--	Sikap pada Perluasan Merek (Y2)	1				
Y2.3	<--	Sikap pada Perluasan Merek (Y2)	0.817	0.173	4.713	0.000	par-2
X2.1	<--	Kualitas Produk (X2)	1				
X2.2	<--	Kualitas Produk (X2)	1.242	0.123	10.079	0.000	par-3
X2.3	<--	Kualitas Produk (X2)	1.242	0.123	10.112	0.000	par-4
X2.4	<--	Kualitas Produk (X2)	1.038	0.099	10.446	0.000	par-5
X2.5	<--	Kualitas Produk (X2)	0.853	0.121	7.029	0.000	par-6
X2.6	<--	Kualitas Produk (X2)	1.045	0.109	9.6	0.000	par-7
X2.7	<--	Kualitas Produk (X2)	0.845	0.117	7.232	0.000	par-8
X1.4	<--	Nama Merek (X1)	0.754	0.112	6.753	0.000	par-9
X1.3	<--	Nama Merek (X1)	0.839	0.113	7.424	0.000	par-10

			Estimate	S.E.	C.R.	P	Label
X1.5	<--	Nama Merek (X1)	0.823	0.12	6.851	0.000	par-11
X1.6	<--	Nama Merek (X1)	1.132	0.128	8.876	0.000	par-12
X1.2	<--	Nama Merek (X1)	0.862	0.126	6.852	0.000	par-13
X1.1	<--	Nama Merek (X1)	1				
X3.4	<--	Harga (X3)	1.577	0.24	6.56	0.000	par-14
X3.3	<--	Harga (X3)	1.477	0.229	6.441	0.000	par-15
X3.2	<--	Harga (X3)	2.012	0.277	7.271	0.000	par-16
X3.1	<--	Harga (X3)	1				
X4.4	<--	Suasana Gerai (X4)	2.108	0.416	5.074	0.000	par-17
X4.3	<--	Suasana Gerai (X4)	2.083	0.418	4.979	0.000	par-18
X4.2	<--	Suasana Gerai (X4)	1.5	0.313	4.796	0.000	par-19
X4.1	<--	Suasana Gerai (X4)	1				
X5.4	<--	Promosi (X5)	0.673	0.089	7.594	0.000	par-20
X5.3	<--	Promosi (X5)	0.899	0.097	9.286	0.000	par-21
X5.2	<--	Promosi (X5)	1.114	0.08	13.877	0.000	par-22
X5.1	<--	Promosi (X5)	1				
X6.1	<--	Kualitas Jasa (X6)	1				
X6.2	<--	Kualitas Jasa (X6)	1.189	0.134	8.851	0.000	par-23
X6.3	<--	Kualitas Jasa (X6)	1.122	0.163	6.883	0.000	par-24
X6.4	<--	Kualitas Jasa (X6)	1.082	0.164	6.605	0.000	par-25
X6.5	<--	Kualitas Jasa (X6)	1.14	0.15	7.606	0.000	par-26
Y1.3	<--	Loyalitas Pelanggan (Y1)	0.806	0.117	6.9	0.000	par-27
Y1.4	<--	Loyalitas Pelanggan (Y1)	0.868	0.121	7.162	0.000	par-28
Y1.5	<--	Loyalitas Pelanggan (Y1)	0.804	0.12	6.672	0.000	par-29
Y2.4	<--	Sikap pada Perluasan Merek (Y2)	1.004	0.2	5.032	0.000	par-30
Y1.2	<--	Loyalitas Pelanggan (Y1)	1.304	0.141	9.268	0.000	par-31

			Estimate	S.E.	C.R.	P	Label

			Estimate	S.E.	C.R.	P	Label
Y1.1	<--	Loyalitas Pelanggan (Y1)	1				

Standardized Regression Weights

			Estimate
Loyalitas Pelanggan (Y1)	<--	Nama Merek (X1)	0.538
Loyalitas Pelanggan (Y1)	<--	Kualitas Produk (X2)	0.302
Loyalitas Pelanggan (Y1)	<--	Harga (X3)	0.277
Loyalitas Pelanggan (Y1)	<--	Suasana Gerai (X4)	0.338
Loyalitas Pelanggan (Y1)	<--	Promosi (X5)	0.325
Loyalitas Pelanggan (Y1)	<--	Kualitas Jasa (X6)	0.310
Sikap pada Perluasan Merek (Y2)	<--	Loyalitas Pelanggan (Y1)	0.431
Y2.2	<--	Sikap pada Perluasan Merek (Y2)	0.938
Y2.1	<--	Sikap pada Perluasan Merek (Y2)	0.505
Y2.3	<--	Sikap pada Perluasan Merek (Y2)	0.446
X2.1	<--	Kualitas Produk (X2)	0.755
X2.2	<--	Kualitas Produk (X2)	0.865
X2.3	<--	Kualitas Produk (X2)	0.871
X2.4	<--	Kualitas Produk (X2)	0.754
X2.5	<--	Kualitas Produk (X2)	0.571
X2.6	<--	Kualitas Produk (X2)	0.722
X2.7	<--	Kualitas Produk (X2)	0.584
X1.4	<--	Nama Merek (X1)	0.567
X1.3	<--	Nama Merek (X1)	0.613
X1.5	<--	Nama Merek (X1)	0.575
X1.6	<--	Nama Merek (X1)	0.821
X1.2	<--	Nama Merek (X1)	0.579

X1.1	<--	Nama Merek (X1)	0.675
X3.4	<--	Harga (X3)	0.788
X3.3	<--	Harga (X3)	0.755
X3.2	<--	Harga (X3)	0.931
X3.1	<--	Harga (X3)	0.492
X4.4	<--	Suasana Gerai (X4)	0.785
X4.3	<--	Suasana Gerai (X4)	0.805
X4.2	<--	Suasana Gerai (X4)	0.635
X4.1	<--	Suasana Gerai (X4)	0.401
X5.4	<--	Promosi (X5)	0.536
X5.3	<--	Promosi (X5)	0.629
X5.2	<--	Promosi (X5)	0.920
X5.1	<--	Promosi (X5)	0.842
X6.1	<--	Kualitas Jasa (X6)	0.631
X6.2	<--	Kualitas Jasa (X6)	0.783
X6.3	<--	Kualitas Jasa (X6)	0.779
X6.4	<--	Kualitas Jasa (X6)	0.740
X6.5	<--	Kualitas Jasa (X6)	0.675
Y1.3	<--	Loyalitas Pelanggan (Y1)	0.595
Y1.4	<--	Loyalitas Pelanggan (Y1)	0.622
Y1.5	<--	Loyalitas Pelanggan (Y1)	0.560
Y2.4	<--	Sikap pada Perluasan Merek (Y2)	0.495
Y1.2	<--	Loyalitas Pelanggan (Y1)	0.888
Y1.1	<--	Loyalitas Pelanggan (Y1)	0.656