LAMPIRAN 1

KUESIONER

I. Identifikasi Responden

1. Responden pernah menggunakan mobil Avanza 1 tahun terakhir
       a. Ya   b. Tidak

2. Jenis Kelamin
       a. Pria   b. Wanita

3. Usia
       a. kurang dari 17 tahun   b. 17 tahun atau lebih

4. Responden pernah menggunakan mobil Avanza lebih dari sekali
       a. Ya   b. Tidak

II. Alternatif Jawaban

Jawablah pernyataan berikut dengan memberi tanda centang (√) atau tanda silang (X) pada kolom alternatif jawaban yang menjadi pilihan Anda :

        STS   : Sangat Tidak Setuju

        TS   : Tidak Setuju

        N   : Netral

        S   : Setuju

        SS   : Sangat Setuju

No	Pertanyaan	STS	TS	N	S	SS
Brand Image (X₁)						
1.	Mobil Avanza memiliki kualitas yang baik					
2.	Mobil Avanza memiliki karakteristik yang lebih baik dibanding pesaing					
3.	Mobil Avanza merupakan merek yang bagus					
4.	Mobil Avanza menjadi salah satu merek yang terbaik di industrinya					
Customer Perceived Value (X₂)						
1.	Mobil Avanza layak untuk di beli					
2.	Mobil Avanza mempunyai harga yang pantas					
3.	Mobil Avanza menawarkan nilai yang baik					
4.	Harga Mobil Avanza sesuai dengan produknya					
Brand Trust (X₃)						
1.	Saya percaya kualitas mobil Avanza					
2.	Saya mengandalkan mobil Avanza					
3.	Mobil Avanza aman untuk di kendarai					
4.	Mobil Avanza selalu menawarkan fitur produk yang sesuai					
5.	Saya berharap mobil Avanza dapat di minati masyarakat					

Customer Satisfaction (Y_1)						
1.	Harga Mobil Avanza telah sesuai dengan produknya					
2.	Mobil Avanza mempunyai pelayanan yang memadai					
3.	Karyawan yang bekerja pada *showroom* mobil Avanza memiliki sifat ramah					
4.	Kinerja perusahaan mobil Avanza secara keseluruhan memuaskan					
5.	PT. Toyota Astra Motor memiliki kedekatan dengan pelanggannya					
Customer Loyalty (Y_2)						
1.	Saya bersedia berbagi informasi tentang mobil Avanza					
2.	Saya menyampaikan hal positif ke orang lain tentang mobil Avanza					
3.	Saya merekomendasikan mobil Avanza kepada orang lain					
4.	Saya akan lebih memilih mobil Avanza apabila model terbaru telah keluar					
5.	Saya akan menggunakan servis garansi yang diberikan oleh PT. Toyota Astra Motor					
6.	Saya akan selalu mengikuti layanan terbaru PT. Toyota Astra Motor					

LAMPIRAN 2

FREQUENCY TABLE

pernah menggunakan mobil avanza 1 tahun terakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ya	125	83,3	83,3	83,3
	tidak	25	16,7	16,7	100,0
	Total	150	100,0	100,0	

jenis kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	pria	97	64,7	64,7	64,7
	wanita	53	35,3	35,3	100,0
	Total	150	100,0	100,0	

usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 tahun atau lebih	150	100,0	100,0	100,0

pernah menggunakan mobil avanza lebih dari sekali

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ya	121	80,7	80,7	80,7
	tidak	29	19,3	19,3	100,0
	Total	150	100,0	100,0	

LAMPIRAN 3

PATH DIAGRAM

Estimates

Chi-Square=316.76, df=245, P-value=0.00135, RMSEA=0.044

Standardized Solution

Chi-Square=316.76, df=245, P-value=0.00135, RMSEA=0.044

T-value

Chi-Square=316.76, df=245, P-value=0.00135, RMSEA=0.044
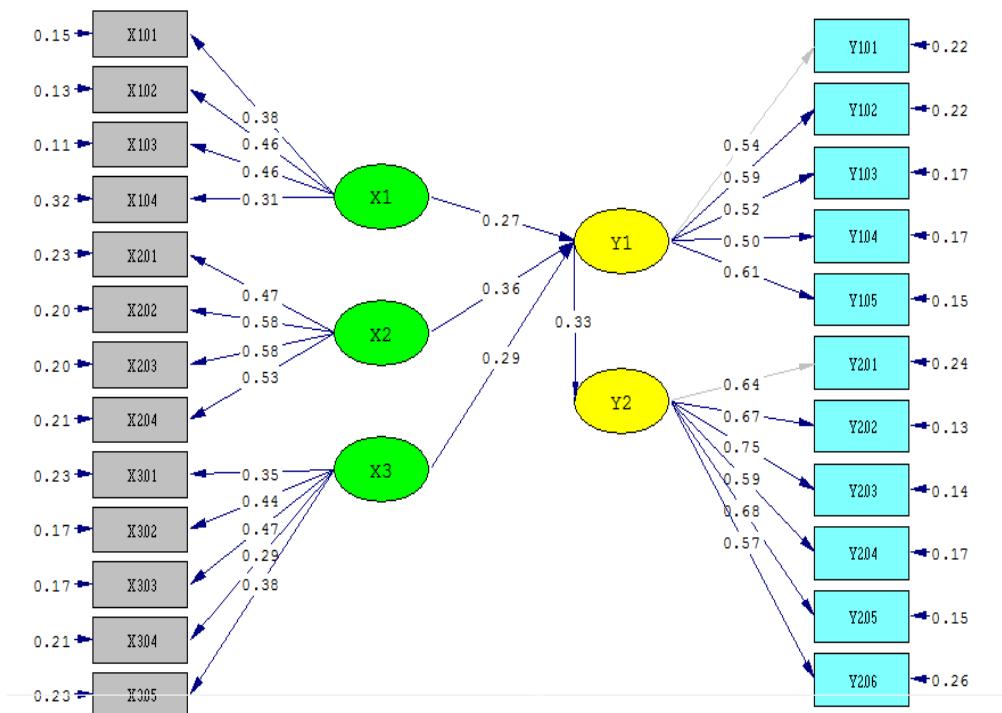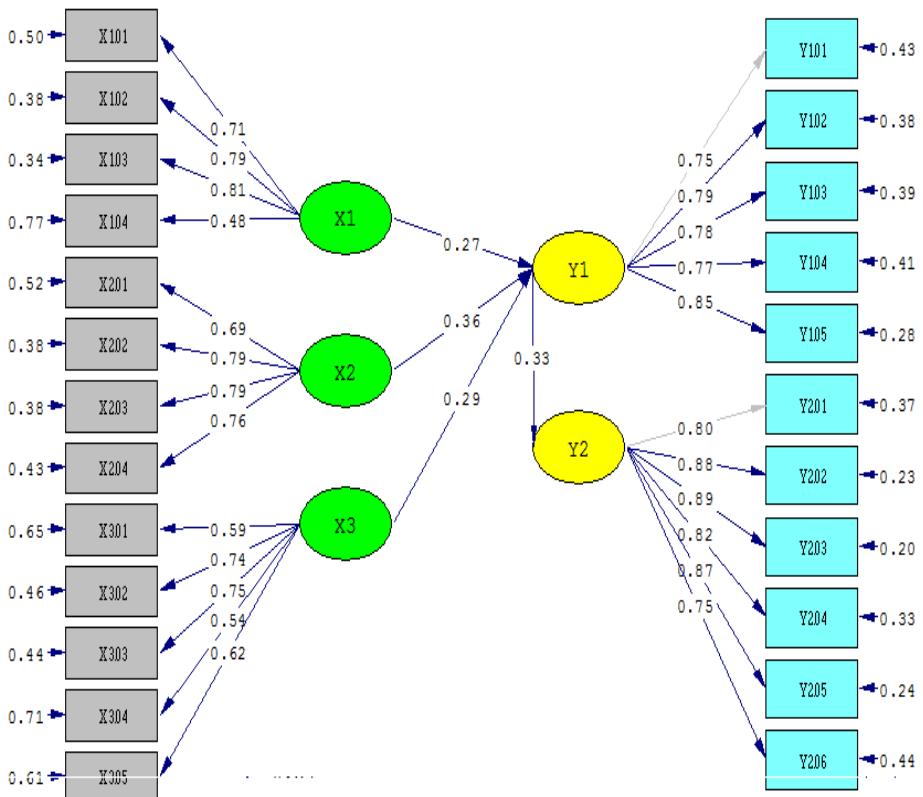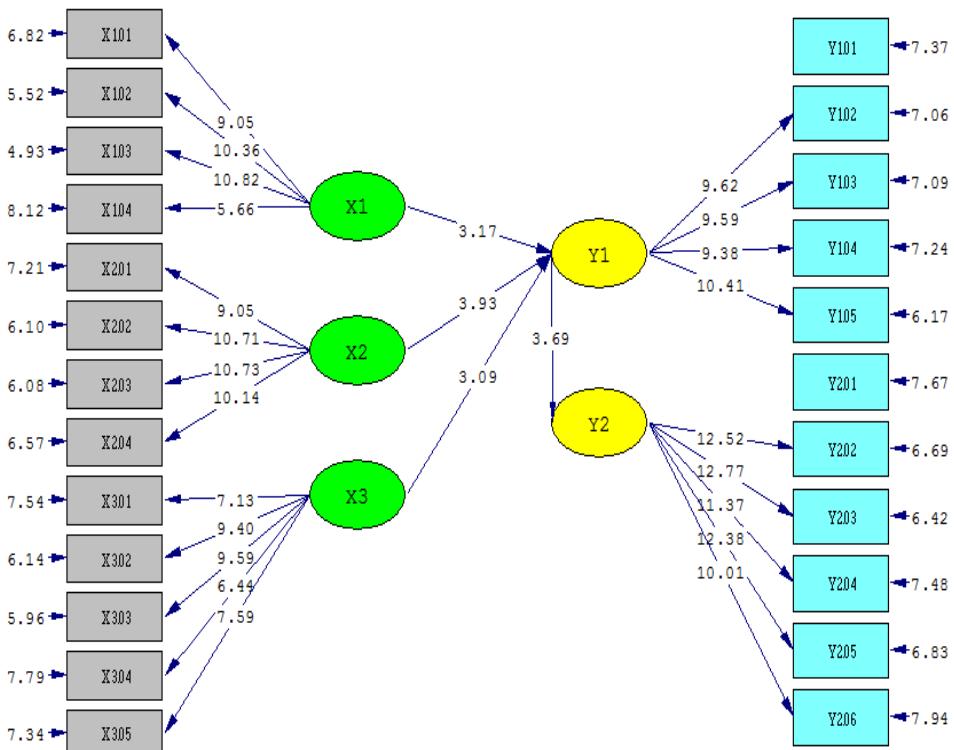
LAMPIRAN 4
UJI RELIABILITAS

Perhitungan X1

| Indikator	l	l²	e = (1 - l²)	(∑l)²	(∑l)² + ∑ e	CR
x1.01	0,71	0,5041	0,4959			
x1.02	0,79	0,6241	0,3759			
x1.03	0,81	0,6561	0,3439			
x1.04	0,48	0,2304	0,7696			
∑	**2,79**		**1,9853**	7,7841	9,7694	0,823790

Perhitungan X2

Indikator	l	l²	e = (1 - l²)	(∑l)²	(∑l)² + ∑ e	CR
x2.01	0,69	0,4761	0,5239			
x2.02	0,79	0,6241	0,3759			
x2.03	0,79	0,6241	0,3759			
x2.04	0,76	0,5776	0,4224			
∑	**3,03**		**1,6981**	9,1809	10,879	0,837443

Perhitungan X3

Indikator	l	l²	e = (1 - l²)	(∑l)²	(∑l)² + ∑ e	CR
x3.01	0,59	0,3481	0,6519			
x3.02	0,74	0,5476	0,4524			
x3.03	0,75	0,5625	0,4375			
x3.04	0,54	0,2916	0,7399			
x3.05	0,62	0,3844	0,6156			
∑	**3,24**		**2,8973**	10,4976	13,3949	0,776623

Perhitungan Y1

Indikator	l	l²	e = (1 - l²)	(∑l)²	(∑l)² + ∑ e	CR
y1.01	0,75	0,5625	0,4375			
y1.02	0,79	0,6241	0,3759			
y1.03	0,78	0,6084	0,3916			
y1.04	0,77	0,5929	0,4071			
y1.05	0,85	0,7225	0,2775			
∑	**3,94**		**1,8896**	15,5236	17,4132	0,888919

Perhitungan Y2

Indikator	l	l²	e = (1 - l²)	(∑l)²	(∑l)² + ∑ e	CR
y2.01	0,80	0,64	0,36			
y2.02	0,88	0,7744	0,2256			
y2.03	0,89	0,7921	0,2079			
y2.04	0,82	0,6724	0,3276			
y2.05	0,87	0,7596	0,2431			
y2.06	0,75	0,5625	0,4375			
∑	**5,01**		**1,8017**	25,1001	26,9018	0,919408

LAMPIRAN 5

UJI NORMALITAS

 The following lines were read from file D:\JURNAL BRAND IMAGE\sem150\data.PR2:

!PRELIS SYNTAX: Can be edited

SY='D:\JURNAL BRAND IMAGE\sem150\data.PSF'

NS 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24

OU MA=CM XT

Total Sample Size =   150

Univariate Summary Statistics for Continuous Variables

 Variable   Mean St. Dev. T-Value Skewness Kurtosis Minimum Freq. Maximum Freq.

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

  X1.01   3.667   0.539   83.272   -0.408   0.244   1.829   1   5.351   2

  X1.02   3.607   0.578   76.412   -0.037   -0.049   1.711   1   5.173   4

  X1.03   3.680   0.559   80.558   -0.230   0.323   1.816   1   5.220   4

  X1.04   3.593   0.646   68.118   0.243   -0.234   1.539   1   5.017   10

  X2.01   3.507   0.673   63.812   0.329   -0.025   1.369   1   4.955   11

  X2.02   3.520   0.730   59.042   0.134   0.041   1.267   1   4.958   14

  X2.03   3.620   0.730   60.758   -0.086   0.112   1.392   1   5.070   13

X2.04	3.560	0.700	62.308	0.052	0.064	1.566	2	5.067	10
X3.01	3.833	0.595	78.843	-0.065	0.302	1.932	1	5.025	15
X3.02	3.687	0.604	74.813	0.064	-0.049	1.764	1	5.018	10
X3.03	3.680	0.627	71.844	0.127	-0.184	1.699	1	4.995	12
X3.04	3.753	0.543	84.714	0.026	-0.068	3.011	45	5.058	8
X3.05	3.640	0.605	73.672	0.130	-0.134	1.710	1	5.008	9
Y1.01	3.580	0.717	61.175	-0.221	0.129	2.126	13	5.249	7
Y1.02	3.513	0.757	56.812	-0.107	0.096	1.218	1	5.103	10
Y1.03	3.720	0.667	68.332	-0.258	0.677	1.611	1	5.181	10
Y1.04	3.553	0.651	66.889	-0.100	0.244	1.510	1	5.126	6
Y1.05	3.680	0.717	62.843	-0.073	0.084	1.481	1	5.059	15
Y2.01	3.420	0.805	52.037	-0.030	0.088	1.409	4	5.106	10
Y2.02	3.440	0.764	55.149	0.153	0.114	1.483	4	5.045	11
Y2.03	3.473	0.841	50.580	-0.039	-0.027	1.387	4	5.085	14

Y2.04	3.353	0.725	56.664	0.240	0.396	1.461	4	5.0198
Y2.05	3.380	0.783	52.872	-0.061	0.146	1.415	4	5.1577
Y2.06	3.460	0.765	55.374	0.034	0.111	1.325	2	5.00612

Test of Univariate Normality for Continuous Variables

	Skewness		Kurtosis		Skewness and Kurtosis	
Variable	Z-Score	P-Value	Z-Score	P-Value	Chi-Square	P-Value
X1.01	-2.044	0.041	0.750	0.454	4.738	0.094
X1.02	-0.194	0.847	0.033	0.974	0.039	0.981
X1.03	-1.175	0.240	0.918	0.359	2.223	0.329
X1.04	1.240	0.215	-0.525	0.600	1.813	0.404
X2.01	1.664	0.096	0.097	0.923	2.779	0.249
X2.02	0.692	0.489	0.272	0.786	0.553	0.759
X2.03	-0.444	0.657	0.448	0.654	0.398	0.820
X2.04	0.270	0.787	0.331	0.741	0.182	0.913
X3.01	-0.335	0.737	0.874	0.382	0.876	0.645
X3.02	0.331	0.741	0.031	0.975	0.110	0.946
X3.03	0.655	0.513	-0.365	0.715	0.562	0.755

X3.04	0.135	0.893	-0.020	0.984	0.019	0.991
X3.05	0.669	0.503	-0.212	0.832	0.493	0.781
Y1.01	-1.131	0.258	0.490	0.624	1.518	0.468
Y1.02	-0.553	0.580	0.408	0.683	0.473	0.790
Y1.03	-1.317	0.188	1.565	0.118	4.183	0.123
Y1.04	-0.515	0.606	0.751	0.453	0.830	0.660
Y1.05	-0.379	0.705	0.379	0.705	0.287	0.866
Y2.01	-0.156	0.876	0.389	0.697	0.176	0.916
Y2.02	0.788	0.431	0.452	0.651	0.825	0.662
Y2.03	-0.202	0.840	0.093	0.926	0.050	0.975
Y2.04	1.226	0.220	1.064	0.288	2.634	0.268
Y2.05	-0.317	0.751	0.529	0.597	0.380	0.827
Y2.06	0.176	0.860	0.446	0.656	0.230	0.891

Relative Multivariate Kurtosis = 0.983

Test of Multivariate Normality for Continuous Variables

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

108.961   1.703   0.089   613.109   -0.418   0.676   3.074   0.215

Histograms for Continuous Variables

X1.01

Frequency Percentage Lower Class Limit

1	0.7	1.829
0	0.0	2.181
0	0.0	2.533
49	32.7	2.885	• • • • • • • • • • • • • • • • • •
0	0.0	3.238
0	0.0	3.590
98	65.3	3.942
• •
0	0.0	4.295
0	0.0	4.647
2	1.3	4.999

X1.02

Frequency Percentage Lower Class Limit

1	0.7	1.711
0	0.0	2.057
0	0.0	2.403

60	40.0	2.749	• •
0	0.0	3.096	
0	0.0	3.442	
85	56.7	3.788	• •
0	0.0	4.134	
0	0.0	4.481	
4	2.7	4.827	•

X1.03

Frequency Percentage Lower Class Limit

1	0.7	1.816	
0	0.0	2.157	
0	0.0	2.497	
49	32.7	2.837	• • • • • • • • • • • • • • • • • • •
0	0.0	3.178	
0	0.0	3.518	
96	64.0	3.858	• •
0	0.0	4.199	
0	0.0	4.539	
4	2.7	4.880	•

X1.04

Frequency Percentage Lower Class Limit

1	0.7	1.539
0	0.0	1.887
0	0.0	2.234
0	0.0	2.582
68	45.3	2.930

• •

0	0.0	3.278
0	0.0	3.626
71	47.3	3.973

• •

| 0 | 0.0 | 4.321 |
| 10 | 6.7 | 4.669 | • • • • • |

X2.01

Frequency Percentage Lower Class Limit

2	1.3	1.369
0	0.0	1.728
0	0.0	2.087
0	0.0	2.445
80	53.3	2.804

• •

| 0 | 0.0 | 3.162 |

0	0.0	3.521	
57	38.0	3.879	• •
0	0.0	4.238	
11	7.3	4.597	• • • • •

X2.02

Frequency Percentage Lower Class Limit

1	0.7	1.267	
4	2.7	1.636	• •
0	0.0	2.005	
0	0.0	2.374	
75	50.0	2.744	• •
0	0.0	3.113	
0	0.0	3.482	
56	37.3	3.851	• •
0	0.0	4.220	
14	9.3	4.589	• • • • • • •

X2.03

Frequency Percentage Lower Class Limit

1	0.7	1.392

Frequency	Percentage	Lower Class Limit	
6	4.0	1.760	• • •
0	0.0	2.128	
0	0.0	2.495	
55	36.7	2.863	• •
0	0.0	3.231	
0	0.0	3.599	
75	50.0	3.966	• •
0	0.0	4.334	
13	8.7	4.702	• • • • • •

X2.04

Frequency Percentage Lower Class Limit

Frequency	Percentage	Lower Class Limit	
2	1.3	1.566	•
2	1.3	1.916	•
0	0.0	2.266	
0	0.0	2.616	
66	44.0	2.967	• •
0	0.0	3.317	
70	46.7	3.667	• •
0	0.0	4.017	

0	0.0	4.367	
10	6.7	4.717	• • • • •

X3.01

Frequency Percentage Lower Class Limit

1	0.7	1.932	
0	0.0	2.241	
0	0.0	2.551	
38	25.3	2.860	• • • • • • • • • • • • • • •
0	0.0	3.169	
0	0.0	3.479	
96	64.0	3.788	• •
0	0.0	4.097	
0	0.0	4.407	
15	10.0	4.716	• • • • •

X3.02

Frequency Percentage Lower Class Limit

1	0.7	1.764
0	0.0	2.090

0	0.0	2.415
55	36.7	2.741

• •

0	0.0	3.066
0	0.0	3.391
84	56.0	3.717

• •

0	0.0	4.042
0	0.0	4.368
10	6.7	4.693

• • • •

X3.03

Frequency Percentage Lower Class Limit

1	0.7	1.699
0	0.0	2.028
0	0.0	2.358
58	38.7	2.688

• •

0	0.0	3.017
0	0.0	3.347
79	52.7	3.677

• •

0	0.0	4.006
0	0.0	4.336

12   8.0   4.666   • • • • •

X3.04

Frequency Percentage Lower Class Limit

45   30.0   3.011   • • • • • • • • • • • • • • • • • •

0   0.0   3.215

0   0.0   3.420

0   0.0   3.625

97   64.7   3.829
• •

0   0.0   4.034

0   0.0   4.239

0   0.0   4.444

0   0.0   4.648

8   5.3   4.853   • • •

X3.05

Frequency Percentage Lower Class Limit

1   0.7   1.710

0   0.0   2.040

0   0.0   2.370

61   40.7   2.700
• •

0	0.0	3.030
0	0.0	3.359
79	52.7	3.689	• •
0	0.0	4.019
0	0.0	4.349
9	6.0	4.679	• • • •

Y1.01

Frequency Percentage Lower Class Limit

13	8.7	2.126	• • • • •
0	0.0	2.438
44	29.3	2.751	• • • • • • • • • • • • • • • • • • •
0	0.0	3.063
0	0.0	3.375
86	57.3	3.688	• •
0	0.0	4.000
0	0.0	4.312
0	0.0	4.625
7	4.7	4.937	• • •

Y1.02

Frequency Percentage Lower Class Limit

Frequency	Percentage	Lower Class Limit	
1	0.7	1.218	
0	0.0	1.607	
11	7.3	1.995	• • • • •
0	0.0	2.384	
58	38.7	2.772	• •
0	0.0	3.161	
0	0.0	3.549	
70	46.7	3.938	• •
0	0.0	4.326	
10	6.7	4.715	• • • • •

Y1.03

Frequency Percentage Lower Class Limit

Frequency	Percentage	Lower Class Limit	
1	0.7	1.611	
5	3.3	1.968	• •
0	0.0	2.325	
39	26.0	2.682	• • • • • • • • • • • • • • •
0	0.0	3.039	
0	0.0	3.396	
95	63.3	3.753	• •

0	0.0	4.110	
0	0.0	4.467	
10	6.7	4.824	• • • •

Y1.04

Frequency Percentage Lower Class Limit

1	0.7	1.510	
4	2.7	1.872	•
0	0.0	2.233	
0	0.0	2.595	
62	41.3	2.956	
• •
| 0 | 0.0 | 3.318 | |
| 77 | 51.3 | 3.679 | |
• •
0	0.0	4.041	
0	0.0	4.402	
6	4.0	4.764	• •

Y1.05

Frequency Percentage Lower Class Limit

| 1 | 0.7 | 1.481 | |
| 4 | 2.7 | 1.839 | • |

0	0.0	2.196	
0	0.0	2.554	
52	34.7	2.912	• •
0	0.0	3.270	
0	0.0	3.627	
78	52.0	3.985	• •
0	0.0	4.343	
15	10.0	4.701	• • • • • • •

Y2.01

Frequency Percentage Lower Class Limit

4	2.7	1.409	• •
8	5.3	1.779	• • • •
0	0.0	2.148	
0	0.0	2.518	
69	46.0	2.888	• •
0	0.0	3.258	
0	0.0	3.627	
59	39.3	3.997	• •
0	0.0	4.367	

10   6.7   4.737   • • • • •

Y2.02

Frequency Percentage Lower Class Limit

  4   2.7   1.483   •

  2   1.3   1.840

  0   0.0   2.196

  0   0.0   2.552

 79   52.7   2.908
• •

  0   0.0   3.264

  0   0.0   3.620

 54   36.0   3.976
• •

  0   0.0   4.333

 11   7.3   4.689   • • • • •

Y2.03

Frequency Percentage Lower Class Limit

  4   2.7   1.387   • •

  8   5.3   1.757   • • • •

0	0.0	2.127
0	0.0	2.496
65	43.3	2.866	• •
0	0.0	3.236
0	0.0	3.606
59	39.3	3.976	• •
0	0.0	4.346
14	9.3	4.716	• • • • • • • •

Y2.04

Frequency Percentage Lower Class Limit

4	2.7	1.461	•
2	1.3	1.817
0	0.0	2.172
0	0.0	2.528
89	59.3	2.884	• •
0	0.0	3.240
0	0.0	3.596
47	31.3	3.951	• •
0	0.0	4.307
8	5.3	4.663	• • •

Y2.05

Frequency Percentage Lower Class Limit

4	2.7	1.415	• •
9	6.0	1.789	• • • •
0	0.0	2.163	
0	0.0	2.537	
70	46.7	2.911	• •
0	0.0	3.286	
60	40.0	3.660	• •
0	0.0	4.034	
0	0.0	4.408	
7	4.7	4.783	• • •

Y2.06

Frequency Percentage Lower Class Limit

2	1.3	1.325	•
7	4.7	1.693	• • •
0	0.0	2.061	
0	0.0	2.429	
73	48.7	2.797	• •

0	0.0	3.166
0	0.0	3.534
56	37.3	3.902

•••••••••••••••••••••••••••

0	0.0	4.270
12	8.0	4.638

• • • • • •

Covariance Matrix

	X1.01	X1.02	X1.03	X1.04	X2.01	X2.02
X1.01	0.291					
X1.02	0.144	0.334				
X1.03	0.187	0.196	0.313			
X1.04	0.081	0.178	0.097	0.417		
X2.01	0.016	-0.021	-0.007	-0.026	0.453	
X2.02	0.006	-0.008	0.038	0.004	0.266	0.533
X2.03	0.037	0.051	0.068	0.009	0.250	0.338
X2.04	-0.013	0.019	0.020	0.014	0.265	0.290
X3.01	0.023	0.025	0.025	0.020	0.023	0.077
X3.02	0.021	0.040	0.043	0.020	-0.005	0.070
X3.03	0.032	0.064	0.036	0.038	0.046	0.107
X3.04	0.015	0.042	0.046	0.011	0.015	0.047
X3.05	0.008	0.023	0.019	0.008	0.040	0.049

Y1.01	0.028	0.103	0.089	0.057	0.056	0.143
Y1.02	0.018	0.139	0.087	0.074	0.093	0.113
Y1.03	0.054	0.135	0.091	0.067	0.131	0.184
Y1.04	0.060	0.074	0.081	0.032	0.081	0.117
Y1.05	0.081	0.128	0.065	0.094	0.119	0.104
Y2.01	0.085	0.063	0.105	-0.007	-0.027	0.028
Y2.02	0.038	0.069	0.083	0.034	-0.053	0.004
Y2.03	0.072	0.087	0.099	-0.019	-0.022	0.029
Y2.04	0.030	0.058	0.058	-0.012	-0.006	0.015
Y2.05	0.062	0.078	0.092	0.021	-0.027	0.043
Y2.06	0.044	0.064	0.065	0.014	-0.004	0.054

Covariance Matrix

	X2.03	X2.04	X3.01	X3.02	X3.03	X3.04
	--------	--------	--------	--------	--------	--------
X2.03	0.532					
X2.04	0.286	0.490				
X3.01	0.094	0.026	0.355			
X3.02	0.087	0.073	0.181	0.364		
X3.03	0.140	0.099	0.145	0.224	0.394	
X3.04	0.094	0.073	0.100	0.117	0.142	0.294
X3.05	0.078	0.097	0.145	0.153	0.183	0.121

Y1.01	0.141	0.135	0.046	0.100	0.063	0.081
Y1.02	0.220	0.122	0.134	0.114	0.069	0.109
Y1.03	0.199	0.155	0.070	0.116	0.137	0.082
Y1.04	0.143	0.087	0.090	0.105	0.123	0.099
Y1.05	0.165	0.136	0.105	0.103	0.107	0.095
Y2.01	-0.023	0.000	0.039	0.042	0.062	0.050
Y2.02	-0.010	0.016	0.034	0.062	0.068	0.056
Y2.03	0.048	-0.025	0.083	0.054	0.053	0.030
Y2.04	-0.021	0.014	0.060	0.090	0.095	0.061
Y2.05	0.047	-0.011	0.031	0.024	0.042	0.043
Y2.06	0.025	0.015	-0.004	0.022	0.039	0.034

Covariance Matrix

	X3.05	Y1.01	Y1.02	Y1.03	Y1.04	Y1.05
	--------	--------	--------	--------	--------	--------
X3.05	0.366					
Y1.01	0.093	0.514				
Y1.02	0.132	0.339	0.574			
Y1.03	0.114	0.300	0.286	0.445		
Y1.04	0.119	0.229	0.283	0.246	0.423	
Y1.05	0.140	0.330	0.359	0.292	0.313	0.514
Y2.01	0.063	0.129	0.096	0.131	0.122	0.095
Y2.02	0.076	0.126	0.083	0.110	0.145	0.102

Y2.03	0.070	0.116	0.090	0.117	0.163	0.128
Y2.04	0.063	0.125	0.065	0.132	0.111	0.110
Y2.05	0.055	0.127	0.091	0.109	0.130	0.116
Y2.06	0.053	0.114	0.073	0.076	0.109	0.095

Covariance Matrix

	Y2.01	Y2.02	Y2.03	Y2.04	Y2.05	Y2.06
	--------	--------	--------	--------	--------	--------
Y2.01	0.648					
Y2.02	0.412	0.584				
Y2.03	0.435	0.497	0.707			
Y2.04	0.380	0.396	0.441	0.525		
Y2.05	0.407	0.444	0.515	0.347	0.613	
Y2.06	0.394	0.346	0.388	0.327	0.423	0.586

Means

X1.01	X1.02	X1.03	X1.04	X2.01	X2.02
--------	--------	--------	--------	--------	--------
3.667	3.607	3.680	3.593	3.507	3.520

Means

X2.03	X2.04	X3.01	X3.02	X3.03	X3.04

```
                --------  --------  --------  --------  --------  --------
                 3.620     3.560     3.833     3.687     3.680     3.753
```

Means
```
                X3.05     Y1.01     Y1.02     Y1.03     Y1.04     Y1.05
                --------  --------  --------  --------  --------  --------
                 3.640     3.580     3.513     3.720     3.553     3.680
```

Means
```
                Y2.01     Y2.02     Y2.03     Y2.04     Y2.05     Y2.06
                --------  --------  --------  --------  --------  --------
                 3.420     3.440     3.473     3.353     3.380     3.460
```

Standard Deviations
```
                X1.01     X1.02     X1.03     X1.04     X2.01     X2.02
                --------  --------  --------  --------  --------  --------
                 0.539     0.578     0.559     0.646     0.673     0.730
```

Standard Deviations
```
                X2.03     X2.04     X3.01     X3.02     X3.03     X3.04
                --------  --------  --------  --------  --------  --------
                 0.730     0.700     0.595     0.604     0.627     0.543
```

Standard Deviations

X3.05	Y1.01	Y1.02	Y1.03	Y1.04	Y1.05
0.605	0.717	0.757	0.667	0.651	0.717

Standard Deviations

Y2.01	Y2.02	Y2.03	Y2.04	Y2.05	Y2.06
0.805	0.764	0.841	0.725	0.783	0.765

The Problem used   54360 Bytes (= 0.1% of available workspace)

LAMPIRAN 6

HASIL SEM

DATE: 12/19/2014

TIME: 13:07

L I S R E L 8.70

BY

Karl G. Jöreskog & Dag Sörbom

This program is published exclusively by

Scientific Software International, Inc.

7383 N. Lincoln Avenue, Suite 100

Lincolnwood, IL 60712, U.S.A.

Phone: (800)247-6113, (847)675-0720, Fax: (847)675-2140

Copyright by Scientific Software International, Inc., 1981-2004

Use of this program is subject to the terms specified in the

Universal Copyright Convention.

Website: www.ssicentral.com

The following lines were read from file D:\sem150\hasil sem.spl:

CUSTOMER LOYALTY AVANZA

OBSERVED VARIABLE X1.01 X1.02 X1.03 X1.04 X2.01 X2.02 X2.03
X2.04 X3.01 X3.02 X3.03 X3.04 X3.05 Y1.01 Y1.02 Y1.03 Y1.04 Y1.05
Y2.01 Y2.02 Y2.03 Y2.04 Y2.05 Y2.06

COVARIANCE MATRIX FROM FILE D:\sem150\data.cov

SAMPLE SIZE 150

LATENT VARIABLES X1 X2 X3 Y1 Y2

RELATIONSHIPS:

X1.01-X1.04 = X1

X2.01-X2.04 = X2

X3.01-X3.05 = X3

Y1.01-Y1.05 = Y1

Y2.01-Y2.06 = Y2

Y1 = X1 X2 X3

Y2 = Y1

OPTIONS:SS EF

PATH DIAGRAM

END OF PROGRAM

Sample Size = 150

CUSTOMER LOYALTY AVANZA

   Covariance Matrix

      Y1.01   Y1.02   Y1.03   Y1.04   Y1.05   Y2.01

	--------	--------	--------	--------	--------	--------
Y1.01	0.51					
Y1.02	0.34	0.57				
Y1.03	0.30	0.30	0.44			
Y1.04	0.23	0.29	0.26	0.42		
Y1.05	0.33	0.37	0.30	0.32	0.51	
Y2.01	0.13	0.11	0.15	0.14	0.11	0.65
Y2.02	0.13	0.09	0.13	0.16	0.11	0.43
Y2.03	0.13	0.10	0.13	0.17	0.14	0.46
Y2.04	0.13	0.07	0.15	0.13	0.12	0.40
Y2.05	0.13	0.10	0.13	0.14	0.13	0.43
Y2.06	0.12	0.08	0.09	0.11	0.10	0.40
X1.01	0.02	0.02	0.04	0.06	0.07	0.07
X1.02	0.10	0.14	0.12	0.07	0.12	0.06
X1.03	0.08	0.09	0.08	0.08	0.06	0.10
X1.04	0.06	0.08	0.06	0.03	0.09	-0.01
X2.01	0.05	0.10	0.14	0.09	0.13	-0.01
X2.02	0.14	0.12	0.19	0.13	0.11	0.04
X2.03	0.14	0.22	0.20	0.16	0.17	-0.01
X2.04	0.14	0.13	0.16	0.10	0.15	0.02
X3.01	0.04	0.13	0.07	0.09	0.11	0.04

X3.02	0.09	0.11	0.11	0.11	0.10	0.04
X3.03	0.05	0.06	0.13	0.12	0.10	0.06
X3.04	0.07	0.10	0.08	0.10	0.10	0.05
X3.05	0.08	0.13	0.11	0.12	0.14	0.06

Covariance Matrix

	Y2.02	Y2.03	Y2.04	Y2.05	Y2.06	X1.01
	--------	--------	--------	--------	--------	--------
Y2.02	0.58					
Y2.03	0.51	0.71				
Y2.04	0.41	0.46	0.53			
Y2.05	0.46	0.53	0.37	0.61		
Y2.06	0.36	0.40	0.34	0.43	0.59	
X1.01	0.03	0.06	0.02	0.05	0.04	0.29
X1.02	0.06	0.08	0.05	0.07	0.06	0.16
X1.03	0.07	0.09	0.05	0.08	0.06	0.19
X1.04	0.03	-0.02	-0.02	0.01	0.01	0.10
X2.01	-0.04	-0.01	0.01	-0.01	0.00	0.01
X2.02	0.02	0.04	0.03	0.06	0.05	0.00
X2.03	0.01	0.06	-0.01	0.06	0.03	0.03
X2.04	0.03	-0.01	0.03	0.01	0.02	-0.01

X3.01	0.04	0.09	0.07	0.04	0.00	0.02
X3.02	0.06	0.05	0.08	0.02	0.02	0.02
X3.03	0.07	0.05	0.09	0.04	0.03	0.03
X3.04	0.06	0.03	0.06	0.04	0.03	0.02
X3.05	0.08	0.07	0.07	0.06	0.05	0.00

Covariance Matrix

	X1.02	X1.03	X1.04	X2.01	X2.02	X2.03
	--------	--------	--------	--------	--------	--------
X1.02	0.33					
X1.03	0.20	0.31				
X1.04	0.19	0.11	0.42			
X2.01	-0.02	-0.01	-0.03	0.45		
X2.02	-0.01	0.03	0.00	0.27	0.53	
X2.03	0.04	0.06	0.01	0.25	0.34	0.53
X2.04	0.01	0.02	0.01	0.27	0.30	0.29
X3.01	0.02	0.02	0.02	0.03	0.08	0.10
X3.02	0.04	0.04	0.02	0.00	0.07	0.09
X3.03	0.06	0.03	0.04	0.05	0.11	0.14
X3.04	0.04	0.05	0.01	0.02	0.05	0.09
X3.05	0.02	0.01	0.01	0.04	0.05	0.08

Covariance Matrix

	X2.04	X3.01	X3.02	X3.03	X3.04	X3.05
X2.04	0.49					
X3.01	0.03	0.35				
X3.02	0.07	0.18	0.36			
X3.03	0.09	0.14	0.22	0.39		
X3.04	0.07	0.10	0.12	0.14	0.29	
X3.05	0.10	0.14	0.15	0.18	0.12	0.37

CUSTOMER LOYALTY AVANZA

Number of Iterations = 12

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$Y1.01 = 0.54*Y1$, Errorvar.= 0.22 , $R^2 = 0.57$

(0.030)

7.37

$Y1.02 = 0.59*Y1$, Errorvar.= 0.22 , $R^2 = 0.62$

(0.062)   (0.031)

9.62   7.06

Y1.03 = 0.52*Y1, Errorvar.= 0.17 , R² = 0.61

   (0.054)   (0.024)

    9.59   7.09

Y1.04 = 0.50*Y1, Errorvar.= 0.17 , R² = 0.59

   (0.053)   (0.024)

    9.38   7.24

Y1.05 = 0.61*Y1, Errorvar.= 0.15 , R² = 0.72

   (0.058)   (0.024)

    10.41   6.17

Y2.01 = 0.64*Y2, Errorvar.= 0.24 , R² = 0.63

          (0.031)

           7.67

Y2.02 = 0.67*Y2, Errorvar.= 0.13 , R² = 0.77

   (0.054)   (0.020)

    12.52   6.69

Y2.03 = 0.75*Y2, Errorvar.= 0.14 , R² = 0.80

   (0.059)   (0.022)

    12.77

Y2.04 = 0.59*Y2, Errorvar.= 0.17 , R² = 0.67

   (0.052)   (0.023)

11.37   7.48

Y2.05 = 0.68*Y2, Errorvar.= 0.15 , R² = 0.76

   (0.055)   (0.021)

     12.38   6.83

Y2.06 = 0.57*Y2, Errorvar.= 0.26 , R² = 0.56

   (0.057)   (0.033)

     10.01   7.94

X1.01 = 0.38*X1, Errorvar.= 0.15 , R² = 0.50

   (0.042)   (0.021)

      9.05   6.82

X1.02 = 0.46*X1, Errorvar.= 0.13 , R² = 0.62

   (0.044)   (0.023)

     10.36   5.52

X1.03 = 0.46*X1, Errorvar.= 0.11 , R² = 0.66

   (0.042)   (0.021)

     10.82   4.93

X1.04 = 0.31*X1, Errorvar.= 0.32 , R² = 0.23

   (0.054)   (0.040)

      5.66   8.12

X2.01 = 0.47*X2, Errorvar.= 0.23 , R² = 0.48

   (0.052)   (0.032)

    9.05   7.21

X2.02 = 0.58*X2, Errorvar.= 0.20 , R² = 0.62

   (0.054)   (0.033)

   10.71   6.10

X2.03 = 0.58*X2, Errorvar.= 0.20 , R² = 0.62

   (0.054)   (0.033)

   10.73   6.08

X2.04 = 0.53*X2, Errorvar.= 0.21 , R² = 0.57

   (0.052)   (0.032)

   10.14   6.57

X3.01 = 0.35*X3, Errorvar.= 0.23 , R² = 0.35

   (0.049)   (0.031)

    7.13   7.54

X3.02 = 0.44*X3, Errorvar.= 0.17 , R² = 0.54

   (0.047)   (0.027)

    9.40   6.14

X3.03 = 0.47*X3, Errorvar.= 0.17 , R² = 0.56

   (0.049)   (0.029)

9.59　　　　　5.96

X3.04 = 0.29*X3, Errorvar.= 0.21 , R² = 0.29

　　(0.046)　　　　(0.027)

　　6.44　　　　　7.79

X3.05 = 0.38*X3, Errorvar.= 0.23 , R² = 0.39

　　(0.049)　　　　(0.031)

　　7.59　　　　　7.34

Structural Equations

Y1 = 0.27*X1 + 0.36*X2 + 0.29*X3, Errorvar.= 0.61 , R² = 0.39

　(0.084)　(0.091)　(0.092)　　　　(0.13)

　　3.17　　3.93　　3.09　　　　　4.86

Y2 = 0.33*Y1, Errorvar.= 0.89 , R² = 0.11

　　(0.091)　　　　(0.16)

　　3.69　　　　　5.70

Reduced Form Equations

Y1 = 0.27*X1 + 0.36*X2 + 0.29*X3, Errorvar.= 0.61, R² = 0.39

　(0.084)　(0.091)　(0.092)

　　3.17　　3.93　　3.09

Y2 = 0.089*X1 + 0.12*X2 + 0.095*X3, Errorvar.= 0.96, R² = 0.043

(0.036)   (0.042)   (0.039)

2.49   2.82   2.45

Correlation Matrix of Independent Variables

        X1   X2   X3

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

X1   1.00

 X2   0.06   1.00

    (0.10)

     0.66

 X3   0.17   0.33   1.00

    (0.10)   (0.09)

     1.74   3.68

Covariance Matrix of Latent Variables

        Y1   Y2   X1   X2   X3

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

Y1   1.00

Y2   0.33   1.00

X1   0.34   0.11   1.00

X2	0.47	0.16	0.06	1.00	
X3	0.45	0.15	0.17	0.33	1.00

Goodness of Fit Statistics

Degrees of Freedom = 245

Minimum Fit Function Chi-Square = 337.65 (P = 0.00)

Normal Theory Weighted Least Squares Chi-Square = 316.76 (P = 0.0014)

Estimated Non-centrality Parameter (NCP) = 71.76

90 Percent Confidence Interval for NCP = (29.93 ; 121.70)

Minimum Fit Function Value = 2.27

Population Discrepancy Function Value (F0) = 0.48

90 Percent Confidence Interval for F0 = (0.20 ; 0.82)

Root Mean Square Error of Approximation (RMSEA) = 0.044

90 Percent Confidence Interval for RMSEA = (0.029 ; 0.058)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.74

Expected Cross-Validation Index (ECVI) = 2.86

90 Percent Confidence Interval for ECVI = (2.58 ; 3.20)

ECVI for Saturated Model = 4.03

ECVI for Independence Model = 24.02

Chi-Square for Independence Model with 276 Degrees of Freedom = 3531.25

Independence AIC = 3579.25

Model AIC = 426.76

Saturated AIC = 600.00

Independence CAIC = 3675.51

Model CAIC = 647.34

Saturated CAIC = 1803.19

Normed Fit Index (NFI) = 0.90

Non-Normed Fit Index (NNFI) = 0.97

Parsimony Normed Fit Index (PNFI) = 0.80

Comparative Fit Index (CFI) = 0.97

Incremental Fit Index (IFI) = 0.97

Relative Fit Index (RFI) = 0.89

Critical N (CN) = 133.13

Root Mean Square Residual (RMR) = 0.027

Standardized RMR = 0.057

Goodness of Fit Index (GFI) = 0.85

Adjusted Goodness of Fit Index (AGFI) = 0.82

Parsimony Goodness of Fit Index (PGFI) = 0.69

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
Y2.05	Y2.04	14.7	-0.06
Y2.06	Y2.05	8.5	0.06
X1.02	X1.01	10.4	-0.08
X1.03	Y1.05	12.1	-0.05
X1.03	X1.01	26.1	0.13
X1.04	X1.02	15.5	0.09
X1.04	X1.03	8.3	-0.06
X2.03	Y1.02	8.1	0.06
X3.03	Y1.02	9.8	-0.06

CUSTOMER LOYALTY AVANZA

Standardized Solution

LAMBDA-Y

	Y1	Y2
Y1.01	0.54	- -
Y1.02	0.59	- -
Y1.03	0.52	- -
Y1.04	0.50	- -
Y1.05	0.61	- -
Y2.01	- -	0.64
Y2.02	- -	0.67
Y2.03	- -	0.75
Y2.04	- -	0.59
Y2.05	- -	0.68
Y2.06	- -	0.57

LAMBDA-X

	X1	X2	X3
X1.01	0.38	- -	- -
X1.02	0.46	- -	- -
X1.03	0.46	- -	- -

X1.04	0.31	- -	- -
X2.01	- -	0.47	- -
X2.02	- -	0.58	- -
X2.03	- -	0.58	- -
X2.04	- -	0.53	- -
X3.01	- -	- -	0.35
X3.02	- -	- -	0.44
X3.03	- -	- -	0.47
X3.04	- -	- -	0.29
X3.05	- -	- -	0.38

BETA

	Y1	Y2
Y1	- -	- -
Y2	0.33	- -

GAMMA

	X1	X2	X3
Y1	0.27	0.36	0.29

Y2   - -   - -   - -

  Correlation Matrix of ETA and KSI

        Y1   Y2   X1   X2   X3

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

  Y1   1.00

  Y2   0.33   1.00

  X1   0.34   0.11   1.00

  X2   0.47   0.16   0.06   1.00

  X3   0.45   0.15   0.17   0.33   1.00

PSI

  Note: This matrix is diagonal.

        Y1   Y2

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

      0.61   0.89

  Regression Matrix ETA on KSI (Standardized)

        X1   X2   X3

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

  Y1   0.27   0.36   0.29

Y2   0.09   0.12   0.10

CUSTOMER LOYALTY AVANZA

Total and Indirect Effects

   Total Effects of KSI on ETA

	X1	X2	X3
	--------	--------	--------
Y1	0.27	0.36	0.29
	(0.08)	(0.09)	(0.09)
	3.17	3.93	3.09
Y2	0.09	0.12	0.10
	(0.04)	(0.04)	(0.04)
	2.49	2.82	2.45

   Indirect Effects of KSI on ETA

	X1	X2	X3
Y1	- -	- -	- -
Y2	0.09	0.12	0.10
	(0.04)	(0.04)	(0.04)
	2.49	2.82	2.45

Total Effects of ETA on ETA

	Y1	Y2
Y1	- -	- -
Y2	0.33	- -
	(0.09)	
	3.69	

Largest Eigenvalue of B*B' (Stability Index) is   0.112

Total Effects of ETA on Y

	Y1	Y2
Y1.01	0.54	- -
Y1.02	0.59	- -

(0.06)

9.62

Y1.03   0.52   - -

(0.05)

9.59

Y1.04   0.50   - -

(0.05)

9.38

Y1.05   0.61   - -

(0.06)

10.41

Y2.01   0.21   0.64

(0.06)

3.69

Y2.02   0.22   0.67

(0.06)   (0.05)

3.75   12.52

Y2.03   0.25   0.75

(0.07)   (0.06)

3.75   12.77

Y2.04   0.20   0.59

(0.05)   (0.05)

3.71   11.37

Y2.05   0.23   0.68

(0.06)   (0.06)

3.74   12.38

Y2.06   0.19   0.57

(0.05)   (0.06)

3.66   10.01

Indirect Effects of ETA on Y

Y1   Y2

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

Y1.01   - -   - -

Y1.02   - -   - -

Y1.03   - -   - -

Y1.04   - -   - -

Y1.05   - -   - -

Y2.01   0.21   - -

(0.06)

3.69

Y2.02   0.22   - -

         (0.06)

           3.75

Y2.03   0.25   - -

         (0.07)

           3.75

Y2.04   0.20   - -

         (0.05)

           3.71

Y2.05   0.23   - -

         (0.06)

           3.74

Y2.06   0.19   - -

         (0.05)

           3.66

    Total Effects of KSI on Y

         X1   X2   X3

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

Y1.01   0.14   0.19   0.15

(0.05)   (0.05)   (0.05)

3.17   3.93   3.09

Y1.02   0.16   0.21   0.17

(0.05)   (0.05)   (0.05)

3.18   3.97   3.11

Y1.03   0.14   0.19   0.15

(0.04)   (0.05)   (0.05)

3.18   3.96   3.11

Y1.04   0.13   0.18   0.14

(0.04)   (0.05)   (0.05)

3.17   3.95   3.10

Y1.05   0.16   0.22   0.17

(0.05)   (0.05)   (0.06)

3.21   4.02   3.13

Y2.01   0.06   0.08   0.06

(0.02)   (0.03)   (0.02)

2.49   2.82   2.45

Y2.02   0.06   0.08   0.06

(0.02)   (0.03)   (0.03)

	2.51	2.84	2.47
Y2.03	0.07	0.09	0.07
	(0.03)	(0.03)	(0.03)
	2.51	2.84	2.47
Y2.04	0.05	0.07	0.06
	(0.02)	(0.03)	(0.02)
	2.50	2.82	2.46
Y2.05	0.06	0.08	0.07
	(0.02)	(0.03)	(0.03)
	2.51	2.84	2.47
Y2.06	0.05	0.07	0.05
	(0.02)	(0.02)	(0.02)
	2.48	2.80	2.44

CUSTOMER LOYALTY AVANZA

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	X1	X2	X3
	--------	--------	--------
Y1	0.27	0.36	0.29
Y2	0.09	0.12	0.10

Standardized Indirect Effects of KSI on ETA

	X1	X2	X3
Y1	- -	- -	- -
Y2	0.09	0.12	0.10

Standardized Total Effects of ETA on ETA

	Y1	Y2
Y1	- -	- -
Y2	0.33	- -

Standardized Total Effects of ETA on Y

	Y1	Y2
Y1.01	0.54	- -
Y1.02	0.59	- -
Y1.03	0.52	- -
Y1.04	0.50	- -
Y1.05	0.61	- -

Y2.01	0.21	0.64
Y2.02	0.22	0.67
Y2.03	0.25	0.75
Y2.04	0.20	0.59
Y2.05	0.23	0.68
Y2.06	0.19	0.57

Standardized Indirect Effects of ETA on Y

	Y1	Y2
	--------	--------
Y1.01	- -	- -
Y1.02	- -	- -
Y1.03	- -	- -
Y1.04	- -	- -
Y1.05	- -	- -
Y2.01	0.21	- -
Y2.02	0.22	- -
Y2.03	0.25	- -
Y2.04	0.20	- -
Y2.05	0.23	- -

Y2.06   0.19   - -

   Standardized Total Effects of KSI on Y

          X1   X2   X3

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

Y1.01   0.14   0.19   0.15

Y1.02   0.16   0.21   0.17

Y1.03   0.14   0.19   0.15

Y1.04   0.13   0.18   0.14

Y1.05   0.16   0.22   0.17

Y2.01   0.06   0.08   0.06

Y2.02   0.06   0.08   0.06

Y2.03   0.07   0.09   0.07

Y2.04   0.05   0.07   0.06

Y2.05   0.06   0.08   0.07

Y2.06   0.05   0.07   0.05

          Time used: 0.125 Seconds