

Lampiran 1

KUESIONER

Kuesioner ini dibuat dalam rangka melakukan penelitian untuk menyelesaikan tugas akhir saya, dengan judul, “Pengaruh *Advertising Spending* dan *Distribution Intensity* melalui Kesadaran Merek dan Citra Merek Terhadap Ekuitas Merek McDonald’s di Surabaya”. Saya berharap responden bersedia untuk mengisi kuesioner ini dan memberikan pernyataan yang sesuai dengan pendapat Anda. Atas kesediaannya, saya ucapkan terima kasih banyak. Tuhan memberkati.

Hormat saya,
Setiawan Nugroho

A. Karakteristik Responden

1. Apakah anda konsumen Mcdonald’s?
 - a. Ya
 - b. Tidak
2. Usia anda saat ini?
 - a. < 17 tahun
 - b. >17 tahun
3. Pendidikan terakhir?
 - a. < SMU
 - b. > SMU
4. Penghasilan anda per bulan?
 - a. < Rp 1.000.000,00 per bulan
 - b. > Rp 1.000.000,00 per bulan
5. Apakah anda mempunyai pekerjaan?
 - a. Ya
 - b. Tidak

B. Petunjuk:

Berilah tanda v pada kotak-kotak yang disediakan di bawah ini!

Keterangan:

- | | |
|--------|-----------------------|
| 1. STS | = Sangat Tidak Setuju |
| 2. TS | = Tidak Setuju |
| 3. N | = Netral |
| 4. S | = Setuju |
| 5. SS | = Sangat Setuju |

No	Pernyataan	STS	TS	N	S	SS
1	Advertising Spending (X1)					
1.1	Secara umum, saya suka kampanye iklan Mcdonald's					
1.2	Saya sering melihat kampanye iklan Mcdonald's					
1.3	Saya ingat kampanye iklan terakhir dari Mcdonald's					
2	Distribution Intensity (X2)					
2.1	Jumlah outlet Mcdonald's cukup banyak					
2.2	Mcdonald's mampu memenuhi permintaan pelanggan					
2.3	Jangkauan distribusi Mcdonald's tersebar luas di seluruh wilayah Surabaya					
3	Kesadaran Merek (Y1)					
3.1	Saya mengetahui produk Mcdonald's dari rasanya					
3.2	Saya mengenal merek Mcdonald's diantara merek pesaing					
3.3	Saya mengetahui bahwa merek Mcdonald's merupakan restoran cepat saji					
4	Citra Merek (Y2)					
4.1	Mcdonald's benar-benar memenuhi kebutuhan saya					
4.2	Karakteristik dari Mcdonald's benar-benar memenuhi kebutuhan saya					
4.3	Mcdonald's paling mampu untuk memenuhi kebutuhan saya					

5	Ekuitas Merek (Y3)					
5.1	Saya lebih memilih merek produk Mcdonald's meskipun identik(mirip) dengan produk pesaing					
5.2	Saya lebih memilih merek produk Mcdonald's meskipun kualitasnya(produk,pelayanan) dengan produk pesaing relatif sama					
5.3	Saya lebih memilih merek produk Mcdonald's meskipun harganya kompetitif dengan produk pesaing					



Lampiran 2
Hasil Pengisian Kuesioner

AS1	AS2	AS3	D11	D12	D13	BA1	BA2	BA3	B11
4.00	4.00	4.00	5.00	5.00	4.00	4.00	5.00	5.00	4.00
4.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00	4.00	5.00
5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00	4.00
4.00	5.00	5.00	5.00	5.00	4.00	4.00	5.00	4.00	5.00
4.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00
5.00	5.00	5.00	5.00	5.00	4.00	5.00	4.00	5.00	4.00
5.00	5.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00
5.00	4.00	4.00	4.00	4.00	5.00	5.00	5.00	5.00	4.00
4.00	5.00	5.00	4.00	5.00	4.00	5.00	5.00	4.00	4.00
4.00	4.00	4.00	5.00	5.00	4.00	4.00	4.00	4.00	5.00
5.00	5.00	5.00	5.00	4.00	4.00	4.00	4.00	4.00	5.00
4.00	4.00	4.00	5.00	5.00	4.00	4.00	4.00	4.00	4.00
5.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00	4.00	4.00
4.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
4.00	4.00	4.00	5.00	5.00	5.00	4.00	5.00	5.00	5.00
4.00	4.00	4.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00
4.00	5.00	5.00	5.00	4.00	4.00	5.00	5.00	4.00	4.00
4.00	5.00	5.00	4.00	5.00	5.00	5.00	4.00	5.00	5.00
5.00	5.00	5.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00
4.00	4.00	4.00	5.00	5.00	5.00	5.00	4.00	4.00	5.00
4.00	5.00	5.00	5.00	5.00	5.00	4.00	4.00	4.00	4.00
5.00	5.00	5.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00
4.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00	4.00	4.00
4.00	4.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00
4.00	5.00	5.00	4.00	5.00	4.00	5.00	5.00	4.00	4.00
4.00	5.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00	5.00
4.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
5.00	5.00	4.00	4.00	4.00	4.00	5.00	5.00	5.00	4.00
4.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00
4.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00	5.00
5.00	5.00	4.00	4.00	4.00	4.00	5.00	5.00	5.00	5.00
4.00	4.00	4.00	5.00	4.00	4.00	5.00	5.00	5.00	4.00
4.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00
4.00	5.00	5.00	4.00	4.00	4.00	5.00	5.00	4.00	4.00
4.00	3.00	4.00	4.00	4.00	4.00	3.00	4.00	3.00	4.00
3.00	3.00	4.00	3.00	3.00	4.00	3.00	3.00	4.00	4.00

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5.00	5.00	5.00	5.00	5.00	3.00	4.00	4.00	4.00	5.00
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4.00	5.00	5.00	5.00	5.00	5.00	5.00	4.00	4.00	5.00
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5.00	5.00	5.00	5.00	5.00	3.00	5.00	5.00	5.00	5.00
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5.00	5.00	5.00	5.00	5.00	5.00	5.00	4.00	5.00	4.00
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5.00	5.00	4.00	5.00	5.00	5.00	5.00	4.00	5.00	4.00
4.00	4.00	4.00	5.00	4.00	4.00	4.00	5.00	4.00	4.00
5.00	5.00	5.00	4.00	5.00	5.00	5.00	5.00	4.00	4.00
5.00	5.00	5.00	4.00	4.00	4.00	4.00	5.00	4.00	5.00
5.00	4.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00	5.00

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5.00	5.00	5.00	5.00	5.00	4.00	4.00	5.00	4.00	5.00	
4.00	5.00	5.00	4.00	4.00	5.00	4.00	4.00	5.00	4.00	
4.00	4.00	5.00	5.00	5.00	5.00	4.00	4.00	4.00	5.00	
4.00	4.00	5.00	4.00	5.00	5.00	4.00	4.00	5.00	4.00	
3.00	3.00	4.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	
5.00	5.00	5.00	5.00	4.00	5.00	5.00	4.00	5.00	5.00	
4.00	5.00	4.00	5.00	5.00	4.00	5.00	5.00	4.00	5.00	
5.00	4.00	5.00	5.00	4.00	4.00	4.00	5.00	4.00	4.00	
5.00	5.00	4.00	4.00	5.00	5.00	5.00	4.00	5.00	4.00	
4.00	5.00	4.00	4.00	4.00	5.00	4.00	4.00	5.00	4.00	
4.00	4.00	5.00	4.00	4.00	4.00	5.00	4.00	5.00	5.00	
5.00	4.00	4.00	5.00	5.00	4.00	5.00	4.00	5.00	4.00	
4.00	5.00	5.00	5.00	4.00	5.00	4.00	5.00	4.00	4.00	
5.00	5.00	5.00	5.00	4.00	5.00	5.00	5.00	4.00	5.00	
5.00	5.00	5.00	5.00	5.00	4.00	5.00	4.00	4.00	4.00	
5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00	5.00	4.00
5.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00	4.00
4.00	5.00	5.00	4.00	5.00	4.00	4.00	4.00	5.00	4.00	4.00
4.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00	5.00	5.00
5.00	4.00	5.00	4.00	3.00	2.00	4.00	4.00	4.00	4.00	4.00
4.00	4.00	5.00	3.00	4.00	5.00	4.00	5.00	4.00	5.00	5.00
5.00	3.00	5.00	4.00	5.00	4.00	4.00	4.00	4.00	3.00	4.00
4.00	5.00	3.00	4.00	4.00	3.00	3.00	4.00	4.00	3.00	4.00
5.00	4.00	4.00	5.00	4.00	5.00	4.00	4.00	4.00	5.00	4.00
3.00	4.00	4.00	4.00	5.00	4.00	5.00	4.00	4.00	4.00	5.00
4.00	3.00	4.00	3.00	5.00	4.00	5.00	4.00	5.00	4.00	4.00
5.00	4.00	5.00	5.00	4.00	5.00	4.00	5.00	3.00	4.00	4.00
4.00	4.00	3.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00	3.00
5.00	4.00	4.00	5.00	4.00	5.00	4.00	5.00	4.00	4.00	4.00
4.00	4.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	5.00
4.00	4.00	4.00	5.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00
4.00	4.00	4.00	4.00	5.00	3.00	5.00	4.00	4.00	4.00	4.00
3.00	4.00	3.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00
4.00	5.00	4.00	5.00	5.00	4.00	4.00	4.00	4.00	4.00	5.00

B12	B13	BE1	BE2	BE3	Ksnm	Usia	Pdka	Phsin	Pkrjaan
5.00	4.00	5.00	4.00	4.00	1.00	2.00	2.00	2.00	1.00
4.00	4.00	5.00	5.00	5.00	1.00	2.00	2.00	2.00	1.00
5.00	4.00	5.00	5.00	4.00	1.00	2.00	2.00	2.00	1.00
5.00	5.00	5.00	5.00	5.00	1.00	2.00	2.00	2.00	1.00
4.00	4.00	5.00	4.00	4.00	1.00	2.00	2.00	2.00	1.00
4.00	4.00	4.00	4.00	4.00	1.00	2.00	2.00	2.00	1.00
5.00	4.00	4.00	4.00	4.00	1.00	2.00	2.00	2.00	1.00
5.00	5.00	4.00	5.00	5.00	1.00	2.00	2.00	2.00	1.00
5.00	5.00	4.00	5.00	4.00	1.00	2.00	2.00	2.00	1.00
4.00	4.00	4.00	4.00	4.00	1.00	2.00	2.00	2.00	1.00
5.00	5.00	5.00	5.00	4.00	1.00	2.00	2.00	2.00	1.00
5.00	5.00	4.00	5.00	5.00	1.00	2.00	2.00	2.00	1.00
5.00	4.00	4.00	4.00	3.00	1.00	2.00	2.00	2.00	1.00
4.00	5.00	4.00	4.00	4.00	1.00	2.00	2.00	2.00	1.00
4.00	4.00	5.00	4.00	4.00	1.00	2.00	2.00	2.00	1.00
4.00	5.00	4.00	5.00	4.00	1.00	2.00	2.00	2.00	1.00
4.00	4.00	5.00	4.00	4.00	1.00	2.00	2.00	2.00	1.00
4.00	5.00	5.00	5.00	4.00	1.00	2.00	2.00	2.00	1.00
4.00	5.00	5.00	4.00	5.00	1.00	2.00	2.00	2.00	1.00
4.00	4.00	4.00	5.00	4.00	1.00	2.00	2.00	2.00	1.00
4.00	4.00	4.00	5.00	5.00	1.00	2.00	2.00	2.00	1.00
5.00	5.00	5.00	5.00	5.00	1.00	2.00	2.00	2.00	1.00
4.00	5.00	4.00	3.00	4.00	1.00	2.00	2.00	2.00	1.00
5.00	4.00	4.00	4.00	4.00	1.00	2.00	2.00	2.00	1.00
5.00	4.00	4.00	5.00	4.00	1.00	2.00	2.00	2.00	1.00
4.00	4.00	3.00	4.00	4.00	1.00	2.00	2.00	2.00	1.00
4.00	4.00	5.00	4.00	4.00	1.00	2.00	2.00	2.00	1.00
5.00	4.00	5.00	4.00	4.00	1.00	2.00	2.00	2.00	1.00
5.00	5.00	4.00	4.00	4.00	1.00	2.00	2.00	2.00	1.00
5.00	4.00	4.00	4.00	4.00	1.00	2.00	2.00	2.00	1.00
5.00	4.00	4.00	5.00	4.00	1.00	2.00	2.00	2.00	1.00
4.00	4.00	4.00	4.00	4.00	1.00	2.00	2.00	2.00	1.00
4.00	4.00	5.00	5.00	4.00	1.00	2.00	2.00	2.00	1.00
4.00	4.00	5.00	4.00	4.00	1.00	2.00	2.00	2.00	1.00
3.00	3.00	5.00	4.00	4.00	1.00	2.00	2.00	2.00	1.00
4.00	3.00	4.00	4.00	4.00	1.00	2.00	2.00	2.00	1.00

4.00	4.00	4.00	4.00	3.00	1.00	2.00	2.00	2.00	1.00
5.00	4.00	4.00	4.00	3.00	1.00	2.00	2.00	2.00	1.00
4.00	4.00	4.00	3.00	3.00	1.00	2.00	2.00	2.00	1.00
4.00	5.00	4.00	4.00	4.00	1.00	2.00	2.00	2.00	1.00
5.00	5.00	4.00	4.00	4.00	1.00	2.00	2.00	2.00	1.00
4.00	3.00	3.00	4.00	3.00	1.00	2.00	2.00	2.00	1.00
4.00	4.00	4.00	5.00	4.00	1.00	2.00	2.00	2.00	1.00
4.00	4.00	4.00	4.00	3.00	1.00	2.00	2.00	2.00	1.00
4.00	4.00	4.00	4.00	5.00	1.00	2.00	2.00	2.00	1.00
5.00	5.00	4.00	5.00	5.00	1.00	2.00	2.00	2.00	1.00
5.00	4.00	5.00	5.00	4.00	1.00	2.00	2.00	2.00	1.00
5.00	5.00	5.00	3.00	4.00	1.00	2.00	2.00	2.00	1.00
5.00	4.00	4.00	5.00	4.00	1.00	2.00	2.00	2.00	1.00
4.00	5.00	5.00	5.00	4.00	1.00	2.00	2.00	2.00	1.00
5.00	4.00	3.00	3.00	4.00	1.00	2.00	2.00	2.00	1.00
4.00	5.00	5.00	5.00	5.00	1.00	2.00	2.00	2.00	1.00
4.00	4.00	4.00	5.00	5.00	1.00	2.00	2.00	2.00	1.00
4.00	4.00	4.00	3.00	3.00	1.00	2.00	2.00	2.00	1.00
5.00	4.00	4.00	3.00	3.00	1.00	2.00	2.00	2.00	1.00
4.00	5.00	4.00	3.00	4.00	1.00	2.00	2.00	2.00	1.00
3.00	4.00	4.00	3.00	4.00	1.00	2.00	2.00	2.00	1.00
5.00	4.00	4.00	4.00	3.00	1.00	2.00	2.00	2.00	1.00
4.00	5.00	4.00	5.00	4.00	1.00	2.00	2.00	2.00	1.00
5.00	4.00	5.00	4.00	4.00	1.00	2.00	2.00	2.00	1.00
4.00	5.00	4.00	5.00	4.00	1.00	2.00	2.00	2.00	1.00
3.00	4.00	4.00	4.00	4.00	1.00	2.00	2.00	2.00	1.00
3.00	3.00	3.00	4.00	3.00	1.00	2.00	2.00	2.00	1.00
4.00	4.00	5.00	4.00	4.00	1.00	2.00	2.00	2.00	1.00
5.00	4.00	4.00	5.00	5.00	1.00	2.00	2.00	2.00	1.00
3.00	3.00	4.00	4.00	4.00	1.00	2.00	2.00	2.00	1.00
4.00	5.00	4.00	4.00	5.00	1.00	2.00	2.00	2.00	1.00
4.00	4.00	4.00	5.00	4.00	1.00	2.00	2.00	2.00	1.00
4.00	4.00	4.00	4.00	4.00	1.00	2.00	2.00	2.00	1.00
5.00	4.00	4.00	4.00	3.00	1.00	2.00	2.00	2.00	1.00
3.00	4.00	4.00	3.00	4.00	1.00	2.00	2.00	2.00	1.00
4.00	5.00	5.00	4.00	4.00	1.00	2.00	2.00	2.00	1.00

Lampiran 3

Statistics

	Konsumen Mcdonald's	Usia Responden	Pendidikan Responden	Penghasilan Responden	Pekerjaan Responden
N Valid	200	200	200	200	200
Missing	0	0	0	0	0

Konsumen Mcdonald's

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YA	200	100.0	100.0	100.0

Usia Responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid >= 17 tahun	200	100.0	100.0	100.0

Pendidikan Responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid >= SMU	200	100.0	100.0	100.0

Lampiran 3 (Lanjutan)

Penghasilan Responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid >= Rp.1.000.000	200	100.0	100.0	100.0

Pekerjaan Responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YA	200	100.0	100.0	100.0

Frequency Table

AS1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	16	8.0	8.0	8.0
4.00	114	57.0	57.0	65.0
5.00	70	35.0	35.0	100.0
Total	200	100.0	100.0	

AS2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	14	7.0	7.0	7.0
4.00	110	55.0	55.0	62.0
5.00	76	38.0	38.0	100.0
Total	200	100.0	100.0	

Lampiran 3 (Lanjutan)

AS3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	9	4.5	4.5	4.5
	4.00	102	51.0	51.0	55.5
	5.00	89	44.5	44.5	100.0
	Total	200	100.0	100.0	

DI1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	9	4.5	4.5	4.5
	4.00	97	48.5	48.5	53.0
	5.00	94	47.0	47.0	100.0
	Total	200	100.0	100.0	

DI2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	11	5.5	5.5	5.5
	4.00	110	55.0	55.0	60.5
	5.00	79	39.5	39.5	100.0
	Total	200	100.0	100.0	

Lampiran 3 (Lanjutan)

DI3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	.5	.5	.5
	3.00	13	6.5	6.5	7.0
	4.00	112	56.0	56.0	63.0
	5.00	74	37.0	37.0	100.0
	Total	200	100.0	100.0	

BA1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	10	5.0	5.0	5.0
	4.00	113	56.5	56.5	61.5
	5.00	77	38.5	38.5	100.0
	Total	200	100.0	100.0	

BA2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	10	5.0	5.0	5.0
	4.00	101	50.5	50.5	55.5
	5.00	89	44.5	44.5	100.0
	Total	200	100.0	100.0	

Lampiran 3 (Lanjutan)

BA3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	13	6.5	6.5	6.5
	4.00	116	58.0	58.0	64.5
	5.00	71	35.5	35.5	100.0
	Total	200	100.0	100.0	

BI1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	10	5.0	5.0	5.0
	4.00	118	59.0	59.0	64.0
	5.00	72	36.0	36.0	100.0
	Total	200	100.0	100.0	

BI2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	10	5.0	5.0	5.0
	4.00	106	53.0	53.0	58.0
	5.00	84	42.0	42.0	100.0
	Total	200	100.0	100.0	

Lampiran 3 (Lanjutan)

BI3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	10	5.0	5.0	5.0
	4.00	116	58.0	58.0	63.0
	5.00	74	37.0	37.0	100.0
	Total	200	100.0	100.0	

BE1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	10	5.0	5.0	5.0
	4.00	126	63.0	63.0	68.0
	5.00	64	32.0	32.0	100.0
	Total	200	100.0	100.0	

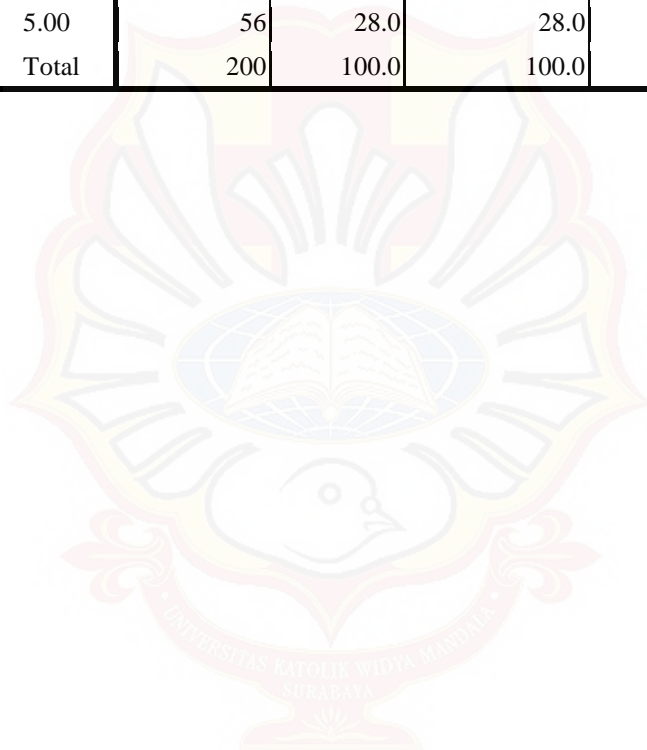
BE2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	11	5.5	5.5	5.5
	4.00	117	58.5	58.5	64.0
	5.00	72	36.0	36.0	100.0
	Total	200	100.0	100.0	

Lampiran 3 (Lanjutan)

BE3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	13	6.5	6.5	6.5
	4.00	131	65.5	65.5	72.0
	5.00	56	28.0	28.0	100.0
	Total	200	100.0	100.0	



Lampiran 4

Reliability Statistics

Cronbach's Alpha	N of Items
.814	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
AS1	21.6900	5.381	.639	.785
AS2	21.6500	5.234	.706	.764
AS3	21.5600	5.464	.639	.788
AST	12.9800	1.879	1.000	.665

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.809	4

Lampiran 4 (Lanjutan)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
DI1	21.6950	5.268	.623	.782
DI2	21.7800	5.107	.694	.759
DI3	21.8250	5.190	.614	.781
DIT	13.0600	1.815	1.000	.639

Reliability Statistics

Cronbach's Alpha	N of Items
.800	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BA1	21.7050	4.651	.690	.743
BA2	21.6450	4.833	.584	.777
BA3	21.7500	4.862	.575	.780
BAT	13.0200	1.668	1.000	.598

Lampiran 4 (Lanjutan)

Reliability Statistics

Cronbach's Alpha	N of Items
.791	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BI1	21.6900	4.577	.540	.778
BI2	21.6300	4.375	.612	.752
BI3	21.6800	4.400	.621	.751
BIT	13.0000	1.548	1.000	.560

Reliability Statistics

Cronbach's Alpha	N of Items
.793	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BE1	21.3100	4.376	.551	.778
BE2	21.2750	4.150	.630	.747
BE3	21.3650	4.263	.605	.759
BET	12.7900	1.483	1.000	.567

Lampiran 5

Correlations

		AS1	AS2	AS3	AST
AS1	Pearson Correlation	1	.426**	.326**	.759**
	Sig. (2-tailed)		.000	.000	.000
	N	200	200	200	200
AS2	Pearson Correlation	.426**	1	.442**	.807**
	Sig. (2-tailed)	.000		.000	.000
	N	200	200	200	200
AS3	Pearson Correlation	.326**	.442**	1	.755**
	Sig. (2-tailed)	.000	.000		.000
	N	200	200	200	200
AST	Pearson Correlation	.759**	.807**	.755**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	200	200	200	200

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

Lampiran 5 (Lanjutan)

Correlations

		DI1	DI2	DI3	DIT
DI1	Pearson Correlation	1	.435**	.284**	.746**
	Sig. (2-tailed)		.000	.000	.000
	N	200	200	200	200
DI2	Pearson Correlation	.435**	1	.398**	.797**
	Sig. (2-tailed)	.000		.000	.000
	N	200	200	200	200
DI3	Pearson Correlation	.284**	.398**	1	.745**
	Sig. (2-tailed)	.000	.000		.000
	N	200	200	200	200
DIT	Pearson Correlation	.746**	.797**	.745**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	200	200	200	200

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

Lampiran 5 (Lanjutan)

Correlations

		BA1	BA2	BA3	BAT
BA1	Pearson Correlation	1	.401**	.388**	.797**
	Sig. (2-tailed)		.000	.000	.000
	N	200	200	200	200
BA2	Pearson Correlation	.401**	1	.209**	.723**
	Sig. (2-tailed)	.000		.003	.000
	N	200	200	200	200
BA3	Pearson Correlation	.388**	.209**	1	.715**
	Sig. (2-tailed)	.000	.003		.000
	N	200	200	200	200
BAT	Pearson Correlation	.797**	.723**	.715**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	200	200	200	200

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

Lampiran 5 (Lanjutan)

Correlations

		BI1	BI2	BI3	BIT
BI1	Pearson Correlation	1	.248**	.272**	.690**
	Sig. (2-tailed)		.000	.000	.000
	N	200	200	200	200
BI2	Pearson Correlation	.248**	1	.374**	.747**
	Sig. (2-tailed)	.000		.000	.000
	N	200	200	200	200
BI3	Pearson Correlation	.272**	.374**	1	.751**
	Sig. (2-tailed)	.000	.000		.000
	N	200	200	200	200
BIT	Pearson Correlation	.690**	.747**	.751**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	200	200	200	200

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

Lampiran 5 (Lanjutan)

Correlations

		BE1	BE2	BE3	BET
BE1	Pearson Correlation	1	.283**	.258**	.697**
	Sig. (2-tailed)		.000	.000	.000
	N	200	200	200	200
BE2	Pearson Correlation	.283**	1	.369**	.760**
	Sig. (2-tailed)	.000		.000	.000
	N	200	200	200	200
BE3	Pearson Correlation	.258**	.369**	1	.738**
	Sig. (2-tailed)	.000	.000		.000
	N	200	200	200	200
BET	Pearson Correlation	.697**	.760**	.738**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	200	200	200	200

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

Lampiran 6

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
AS1	200	3.00	5.00	4.2700	.59908
AS2	200	3.00	5.00	4.3100	.59639
AS3	200	3.00	5.00	4.4000	.57590
DI1	200	3.00	5.00	4.4250	.57970
DI2	200	3.00	5.00	4.3400	.57972
DI3	200	2.00	5.00	4.2950	.60813
BA1	200	3.00	5.00	4.3350	.56956
BA2	200	3.00	5.00	4.3950	.58368
BA3	200	3.00	5.00	4.2900	.58102
BI1	200	3.00	5.00	4.3100	.56167
BI2	200	3.00	5.00	4.3700	.57860
BI3	200	3.00	5.00	4.3200	.56497
BE1	200	3.00	5.00	4.2700	.54644
BE2	200	3.00	5.00	4.3050	.56885
BE3	200	3.00	5.00	4.2150	.54797
Valid N (listwise)	200				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
AS	200	3.00	5.00	4.3267	.45692
DI	200	3.00	5.00	4.3533	.44913
BA	200	3.00	5.00	4.3400	.43050
BI	200	3.00	5.00	4.3333	.41469
BE	200	3.00	5.00	4.2633	.40597
Valid N (listwise)	200				

Lampiran 7

Analysis Summary

Date and Time

Date: 17 Mei 2011

Time: 11:20:41

Title

Skripsi s1: 17 Mei 2011 11:20

Notes for Group (Group number 1)

The model is recursive.

Sample size = 200

Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables

AS1

AS2

AS3

DI3

DI2

DI1

BA1

BA2

BA3

BI3

BI2

BI1

BE3

BE2

BE1

Unobserved, endogenous variables

Advertising Spending

Distribution Intensity

Kesadaran Merek

Citra Merek

Ekuitas Merek

Unobserved, exogenous variables

e1

e2

Lampiran 7 (Lanjutan)

e3
e7
e6
e5
e9
e10
e11
e15
e14
e13
e19
e18
e17
e4
e12
e16
e8
e20

Variable counts (Group number 1)

Number of variables in your model: 40
Number of observed variables: 15
Number of unobserved variables: 25
Number of exogenous variables: 20
Number of endogenous variables: 20

Parameter summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	25	0	0	0	0	25
Labeled	0	0	0	0	0	0
Unlabeled	16	0	20	0	0	36
Total	41	0	20	0	0	61

Lampiran 7 (Lanjutan)

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
BE1	3,000	5,000	,060	,345	-,459	-1,325
BE2	3,000	5,000	-,098	-,568	-,602	-1,739
BE3	3,000	5,000	,076	,437	-,206	-,596
BI1	3,000	5,000	-,067	-,385	-,622	-1,796
BI2	3,000	5,000	-,262	-1,513	-,727	-2,098
BI3	3,000	5,000	-,099	-,570	-,651	-1,878
BA3	3,000	5,000	-,137	-,790	-,569	-1,642
BA2	3,000	5,000	-,346	-1,999	-,726	-2,097
BA1	3,000	5,000	-,147	-,850	-,685	-1,976
DI1	3,000	5,000	-,404	-2,332	-,739	-2,134
DI2	3,000	5,000	-,209	-1,206	-,678	-1,958
DI3	2,000	5,000	-,387	-2,233	,081	,233
AS3	3,000	5,000	-,317	-1,827	-,763	-2,203
AS2	3,000	5,000	-,232	-1,341	-,626	-1,806
AS1	3,000	5,000	-,182	-1,053	-,565	-1,630
Multivariate					-2,252	-,705

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

Observation number	Mahalanobis d-squared	p1	p2
188	34,067	,003	,487
189	30,510	,010	,607
191	29,213	,015	,583
186	27,127	,028	,807
192	26,678	,031	,757
70	25,237	,047	,910
185	24,922	,051	,888
91	24,679	,054	,856
193	24,396	,059	,835
187	23,956	,066	,854
194	23,891	,067	,790
176	22,993	,084	,919
130	22,927	,086	,883

Observation number	Mahalanobis d-squared	p1	p2
139	22,276	,101	,947
175	22,247	,102	,918
75	21,852	,112	,943
129	21,538	,121	,956
98	21,432	,124	,945
37	21,426	,124	,914
183	21,061	,135	,944
170	20,926	,139	,938
198	20,868	,141	,918
179	20,842	,142	,886
103	20,832	,142	,842
100	20,770	,144	,809
122	20,577	,151	,822
90	20,466	,155	,807
47	20,299	,161	,814
58	20,162	,166	,811
113	19,920	,175	,848
163	19,891	,176	,809
88	19,607	,188	,863
140	19,549	,190	,839
48	19,517	,191	,802
199	19,453	,194	,776
83	19,304	,200	,788
51	19,077	,210	,832
25	18,960	,216	,833
134	18,932	,217	,797
178	18,871	,220	,773
38	18,850	,221	,728
44	18,656	,230	,771
110	18,640	,230	,724
196	18,617	,232	,677
63	18,565	,234	,646
106	18,445	,240	,656
142	18,134	,256	,772
42	18,019	,262	,780

Observation number	Mahalanobis d-squared	p1	p2
166	17,987	,263	,746
167	17,904	,268	,739
182	17,726	,277	,782
147	17,477	,291	,853
158	17,435	,294	,832
49	17,428	,294	,793
39	17,335	,299	,795
141	17,128	,311	,849
146	17,043	,316	,848
18	17,011	,318	,824
174	16,823	,330	,868
195	16,768	,333	,856
56	16,748	,334	,828
111	16,653	,340	,834
28	16,631	,341	,805
149	16,629	,342	,762
115	16,603	,343	,729
180	16,470	,352	,761
104	16,438	,354	,732
190	16,435	,354	,682
131	16,425	,354	,635
53	16,397	,356	,598
133	16,369	,358	,562
125	16,360	,359	,510
68	16,336	,360	,469
132	16,331	,360	,414
109	16,262	,365	,408
57	16,192	,369	,404
137	16,050	,379	,454
148	16,035	,380	,408
50	16,035	,380	,353
117	15,981	,383	,338
20	15,902	,389	,341
54	15,832	,393	,339
41	15,676	,404	,401

	B E 1	B E 2	B E 3	B I 1	B I 2	B I 3	B A 3	B A 2	B A 1	D I 1	D I 2	D I 3	A S 3	A S 2	A S 1
	6	0	3	4											
B I 2	,	,	,	,	,										
	0	0	0	0	3										
	4	5	7	8	3										
	0	7	0	0	3										
B I 3	,	,	,	,	,	,									
	0	0	0	0	1	3									
	7	7	9	8	2	1									
	9	2	1	6	2	8									
B A 3	,	,	,	,	,	,	,								
	0	0	0	0	0	0	3								
	4	5	3	4	7	7	3								
	7	2	8	0	3	2	6								
B A 2	,	,	,	,	,	,	,	,							
	0	0	0	0	0	0	0	3							
	5	7	6	8	6	6	7	3							
	3	5	0	8	9	9	0	9							
B A 1	,	,	,	,	,	,	,	,	,						
	0	0	0	0	0	0	1	1	3						
	1	5	3	9	8	7	2	3	2						
	0	3	3	6	6	3	8	3	3						
D I 1	,	,	,	,	,	,	,	,	,	,					
	0	0	0	0	0	0	0	0	0	3					
	6	4	5	9	3	7	6	7	8	3					
	0	5	9	8	8	4	7	2	8	4					
D I 2	,	,	,	,	,	,	,	,	,	,					
	0	0	0	1	0	1	1	0	1	1	3				
	5	4	5	0	5	2	0	8	2	4	3				
	8	1	2	0	9	1	6	6	1	6	4				
D I 3	,	,	,	,	,	,	,	,	,	,	,	,			
	0	0	0	0	0	1	1	0	0	1	1	3			
	1	2	7	9	3	0	1	5	8	0	4	6			
	5	5	2	9	1	1	4	3	6	0	0	8			
A S 3	,	,	,	,	,	,	,	,	,	,	,	,	,		
	0	0	0	0	0	0	0	0	0	0	0	0	3		
	5	1	2	6	8	6	4	5	8	5	7	5	3		
	2	3	4	6	2	7	9	7	6	5	4	2	0		

	B E 1	B E 2	B E 3	B I 1	B I 2	B I 3	B A 3	B A 2	B A 1	D I 1	D I 2	D I 3	A S 3	A S 2	A S 1
				0											
B I 2	,	,	,	,	1										
	1	1	2	2	0										
	2	7	2	4	0										
	7	5	3	8	0										
B I 3						1									
	,	,	,	,	,	3									
	2	2	2	2	7	0									
	5	2	9	7	7	0									
	6	6	6	2	4	0									
B A 3							1								
	,	,	,	,	,	,	2								
	1	1	1	1	2	2	0								
	4	5	1	2	1	2	0								
	8	7	9	3	7	1	0								
B A 2								1							
	,	,	,	,	,	,	,	0							
	1	2	1	2	2	2	2	0							
	6	2	8	6	0	0	0	0							
	8	6	9	8	5	9	9	0							
B A 1									1						
	,	,	,	,	,	,	,	,	0						
	0	1	1	3	2	2	3	4	0						
	3	6	0	0	6	2	8	0	0						
	1	4	6	2	2	7	8	1	0						
D I 1										1					
	,	,	,	,	,	,	,	,	,	0					
	1	1	1	3	1	2	1	2	2	0					
	9	3	8	0	1	2	9	1	6	0					
	1	8	5	3	3	7	9	4	7	0					
D I 2											1				
	,	,	,	,	,	,	,	,	,	,	0				
	1	1	1	3	1	3	3	2	3	4	0				
	8	2	6	0	7	7	1	5	6	3	0				
	5	6	4	7	7	2	7	5	9	5	0				
D												1			
	,	,	,	,	,	,	,	,	,	,	,				

	B E 1	B E 2	B E 3	B I 1	B I 2	B I 3	B A 3	B A 2	B A 1	D I 1	D I 2	D I 3	A S 3	A S 2	A S 1
I 3	0	0	2	2	0	2	3	1	2	2	3	,			
	4	7	1	9	8	9	2	5	5	8	9	0			
	6	3	6	0	8	4	6	1	0	4	8	0			
												0			
													1		
A S 3	,	,	,	,	,	,	,	,	,	,	,	,	,	,	
	1	0	0	2	2	2	1	1	2	1	2	1	,		
	6	4	7	0	4	0	4	7	6	6	2	4	0		
	6	0	6	5	7	7	7	0	4	6	3	9	0		
													0		
														1	
A S 2	,	,	-	,	,	,	,	,	,	,	,	,	,	,	
	0	0	,	2	2	2	1	2	3	3	3	2	4	,	
	6	6	0	9	1	8	8	5	2	7	6	0	4	0	
	6	1	0	7	9	6	9	3	9	3	2	4	2	0	
			5											0	
															1
A S 1	,	,	,	,	,	,	,	,	,	,	,	,	,	,	
	1	2	0	1	3	1	2	2	3	2	1	1	3	4	,
	1	0	9	6	0	8	6	4	0	9	5	9	2	2	0
	4	0	8	8	5	9	5	0	8	0	4	4	6	6	0
															0

Condition number = 10,764

Eigenvalues

4,170

1,515

1,206

1,041 ,949 ,911 ,807 ,719 ,691 ,624 ,604 ,481 ,470 ,424 ,387

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 120

Number of distinct parameters to be estimated: 36

Degrees of freedom (120 - 36): 84

Result (Default model)

Minimum was achieved

Chi-square = 150,356

Degrees of freedom = 84

Probability level = ,000

Lampiran 7 (Lanjutan)

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Kesadaran Merek	<---	Advertising Spending	,495	,127	3,908	***	par_11
Citra Merek	<---	Distribution Intensity	,636	,153	4,169	***	par_12
Kesadaran Merek	<---	Distribution Intensity	,680	,154	4,405	***	par_13
Citra Merek	<---	Advertising Spending	,400	,115	3,471	***	par_14
Ekuitas Merek	<---	Kesadaran Merek	-,009	,142	-,066	,947	par_15
Ekuitas Merek	<---	Citra Merek	,527	,185	2,847	,004	par_16
AS1	<---	Advertising Spending	1,000				
AS2	<---	Advertising Spending	1,104	,195	5,655	***	par_1
AS3	<---	Advertising Spending	,919	,174	5,277	***	par_2
DI3	<---	Distribution Intensity	1,000				
DI2	<---	Distribution Intensity	1,353	,244	5,545	***	par_3
DI1	<---	Distribution Intensity	,962	,188	5,124	***	par_4
BA1	<---	Kesadaran Merek	1,000				
BA2	<---	Kesadaran Merek	,735	,128	5,739	***	par_5
BA3	<---	Kesadaran Merek	,739	,131	5,632	***	par_6
BI3	<---	Citra Merek	1,000				
BI2	<---	Citra Merek	,802	,147	5,437	***	par_7
BI1	<---	Citra Merek	,754	,156	4,827	***	par_8
BE3	<---	Ekuitas Merek	1,000				
BE2	<---	Ekuitas Merek	,997	,218	4,576	***	par_9
BE1	<---	Ekuitas Merek	,786	,194	4,041	***	par_10

Lampiran 7 (Lanjutan)

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

		Estimate
Kesadaran Merek	<--- Advertising Spending	,476
Citra Merek	<--- Distribution Intensity	,594
Kesadaran Merek	<--- Distribution Intensity	,575
Citra Merek	<--- Advertising Spending	,425
Ekuitas Merek	<--- Kesadaran Merek	-,011
Ekuitas Merek	<--- Citra Merek	,566
AS1	<--- Advertising Spending	,618
AS2	<--- Advertising Spending	,686
AS3	<--- Advertising Spending	,591
DI3	<--- Distribution Intensity	,536
DI2	<--- Distribution Intensity	,761
DI1	<--- Distribution Intensity	,541
BA1	<--- Kesadaran Merek	,701
BA2	<--- Kesadaran Merek	,494
BA3	<--- Kesadaran Merek	,499
BI3	<--- Citra Merek	,634
BI2	<--- Citra Merek	,492
BI1	<--- Citra Merek	,476
BE3	<--- Ekuitas Merek	,597
BE2	<--- Ekuitas Merek	,573
BE1	<--- Ekuitas Merek	,469

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
e4	,137	,036	3,792	***	par_17
e8	,106	,031	3,386	***	par_18
e12	,066	,026	2,554	,011	par_19
e16	,057	,022	2,520	,012	par_20
e20	,072	,025	2,866	,004	par_21
e1	,221	,032	7,001	***	par_22
e2	,187	,032	5,930	***	par_23
e3	,215	,029	7,529	***	par_24
e7	,262	,032	8,306	***	par_25

	Estimate	S.E.	C.R.	P	Label
e6	,141	,030	4,683	***	par_26
e5	,236	,028	8,404	***	par_27
e9	,153	,028	5,391	***	par_28
e10	,247	,029	8,551	***	par_29
e11	,243	,029	8,508	***	par_30
e15	,180	,028	6,464	***	par_31
e14	,245	,029	8,332	***	par_32
e13	,236	,028	8,450	***	par_33
e19	,189	,030	6,320	***	par_34
e18	,213	,032	6,694	***	par_35
e17	,230	,028	8,083	***	par_36

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

	Estimate
Distribution Intensity	,000
Advertising Spending	,000
Citra Merek	,534
Kesadaran Merek	,556
Ekuitas Merek	,313
BE1	,220
BE2	,329
BE3	,357
BI1	,226
BI2	,242
BI3	,402
BA3	,249
BA2	,245
BA1	,492
DI1	,293
DI2	,579
DI3	,287
AS3	,349
AS2	,470
AS1	,382

Lampiran 7 (Lanjutan)

Total Effects (Group number 1 - Default model)

	Distribution Intensity	Advertising Spending	Citra Merek	Kesadaran Merek	Ekuitas Merek
Citra Merek	,636	,400	,000	,000	,000
Kesadaran Merek	,680	,495	,000	,000	,000
Ekuitas Merek	,329	,206	,527	-,009	,000
BE1	,258	,162	,414	-,007	,786
BE2	,328	,205	,525	-,009	,997
BE3	,329	,206	,527	-,009	1,000
BI1	,480	,302	,754	,000	,000
BI2	,510	,321	,802	,000	,000
BI3	,636	,400	1,000	,000	,000
BA3	,502	,366	,000	,739	,000
BA2	,500	,364	,000	,735	,000
BA1	,680	,495	,000	1,000	,000
DI1	,962	,000	,000	,000	,000
DI2	1,353	,000	,000	,000	,000
DI3	1,000	,000	,000	,000	,000
AS3	,000	,919	,000	,000	,000
AS2	,000	1,104	,000	,000	,000
AS1	,000	1,000	,000	,000	,000

Standardized Total Effects (Group number 1 - Default model)

	Distribution Intensity	Advertising Spending	Citra Merek	Kesadaran Merek	Ekuitas Merek
Citra Merek	,594	,425	,000	,000	,000
Kesadaran Merek	,575	,476	,000	,000	,000
Ekuitas Merek	,330	,235	,566	-,011	,000
BE1	,155	,110	,265	-,005	,469
BE2	,189	,135	,324	-,006	,573

	Distribution Intensity	Advertising Spending	Citra Merek	Kesadaran Merek	Ekuitas Merek
BE3	,197	,140	,338	-,007	,597
BI1	,283	,202	,476	,000	,000
BI2	,292	,209	,492	,000	,000
BI3	,377	,270	,634	,000	,000
BA3	,287	,238	,000	,499	,000
BA2	,284	,235	,000	,494	,000
BA1	,403	,334	,000	,701	,000
DI1	,541	,000	,000	,000	,000
DI2	,761	,000	,000	,000	,000
DI3	,536	,000	,000	,000	,000
AS3	,000	,591	,000	,000	,000
AS2	,000	,686	,000	,000	,000
AS1	,000	,618	,000	,000	,000

Direct Effects (Group number 1 - Default model)

	Distribution Intensity	Advertising Spending	Citra Merek	Kesadaran Merek	Ekuitas Merek
Citra Merek	,636	,400	,000	,000	,000
Kesadaran Merek	,680	,495	,000	,000	,000
Ekuitas Merek	,000	,000	,527	-,009	,000
BE1	,000	,000	,000	,000	,786
BE2	,000	,000	,000	,000	,997
BE3	,000	,000	,000	,000	1,000
BI1	,000	,000	,754	,000	,000
BI2	,000	,000	,802	,000	,000
BI3	,000	,000	1,000	,000	,000
BA3	,000	,000	,000	,739	,000
BA2	,000	,000	,000	,735	,000
BA1	,000	,000	,000	1,000	,000
DI1	,962	,000	,000	,000	,000
DI2	1,353	,000	,000	,000	,000
DI3	1,000	,000	,000	,000	,000

	Distribution Intensity	Advertising Spending	Citra Merek	Kesadaran Merek	Ekuitas Merek
AS3	,000	,919	,000	,000	,000
AS2	,000	1,104	,000	,000	,000
AS1	,000	1,000	,000	,000	,000

Standardized Direct Effects (Group number 1 - Default model)

	Distribution Intensity	Advertising Spending	Citra Merek	Kesadaran Merek	Ekuitas Merek
Citra Merek	,594	,425	,000	,000	,000
Kesadaran Merek	,575	,476	,000	,000	,000
Ekuitas Merek	,000	,000	,566	-,011	,000
BE1	,000	,000	,000	,000	,469
BE2	,000	,000	,000	,000	,573
BE3	,000	,000	,000	,000	,597
BI1	,000	,000	,476	,000	,000
BI2	,000	,000	,492	,000	,000
BI3	,000	,000	,634	,000	,000
BA3	,000	,000	,000	,499	,000
BA2	,000	,000	,000	,494	,000
BA1	,000	,000	,000	,701	,000
DI1	,541	,000	,000	,000	,000
DI2	,761	,000	,000	,000	,000
DI3	,536	,000	,000	,000	,000
AS3	,000	,591	,000	,000	,000
AS2	,000	,686	,000	,000	,000
AS1	,000	,618	,000	,000	,000

Indirect Effects (Group number 1 - Default model)

	Distribution Intensity	Advertising Spending	Citra Merek	Kesadaran Merek	Ekuitas Merek
Citra Merek	,000	,000	,000	,000	,000
Kesadaran Merek	,000	,000	,000	,000	,000

	Distribution Intensity	Advertising Spending	Citra Merek	Kesadaran Merek	Ekuitas Merek
Ekuitas Merek	,329	,206	,000	,000	,000
BE1	,258	,162	,414	-,007	,000
BE2	,328	,205	,525	-,009	,000
BE3	,329	,206	,527	-,009	,000
BI1	,480	,302	,000	,000	,000
BI2	,510	,321	,000	,000	,000
BI3	,636	,400	,000	,000	,000
BA3	,502	,366	,000	,000	,000
BA2	,500	,364	,000	,000	,000
BA1	,680	,495	,000	,000	,000
DI1	,000	,000	,000	,000	,000
DI2	,000	,000	,000	,000	,000
DI3	,000	,000	,000	,000	,000
AS3	,000	,000	,000	,000	,000
AS2	,000	,000	,000	,000	,000
AS1	,000	,000	,000	,000	,000

Standardized Indirect Effects (Group number 1 - Default model)

	Distribution Intensity	Advertising Spending	Citra Merek	Kesadaran Merek	Ekuitas Merek
Citra Merek	,000	,000	,000	,000	,000
Kesadaran Merek	,000	,000	,000	,000	,000
Ekuitas Merek	,330	,235	,000	,000	,000
BE1	,155	,110	,265	-,005	,000
BE2	,189	,135	,324	-,006	,000
BE3	,197	,140	,338	-,007	,000
BI1	,283	,202	,000	,000	,000
BI2	,292	,209	,000	,000	,000
BI3	,377	,270	,000	,000	,000
BA3	,287	,238	,000	,000	,000
BA2	,284	,235	,000	,000	,000
BA1	,403	,334	,000	,000	,000

	Distribution Intensity	Advertising Spending	Citra Merek	Kesadaran Merek	Ekuitas Merek
DI1	,000	,000	,000	,000	,000
DI2	,000	,000	,000	,000	,000
DI3	,000	,000	,000	,000	,000
AS3	,000	,000	,000	,000	,000
AS2	,000	,000	,000	,000	,000
AS1	,000	,000	,000	,000	,000



Lampiran 8

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	36	150,356	84	,000	1,790
Saturated model	120	,000	0		
Independence model	15	647,964	105	,000	6,171

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,033	,917	,881	,642
Saturated model	,000	1,000		
Independence model	,075	,553	,489	,484

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,768	,710	,882	,847	,878
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,800	,614	,702
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	66,356	35,973	104,584
Saturated model	,000	,000	,000
Independence model	542,964	466,396	627,026

Lampiran 8 (Lanjutan)

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	,756	,333	,181	,526
Saturated model	,000	,000	,000	,000
Independence model	3,256	2,728	2,344	3,151

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,063	,046	,079	,095
Independence model	,161	,149	,173	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	222,356	228,651	341,095	377,095
Saturated model	240,000	260,984	635,798	755,798
Independence model	677,964	680,587	727,439	742,439

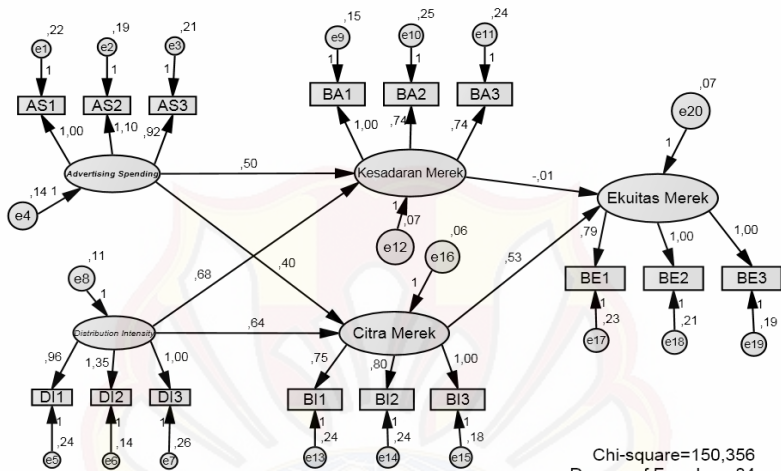
ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	1,117	,965	1,309	1,149
Saturated model	1,206	1,206	1,206	1,311
Independence model	3,407	3,022	3,829	3,420

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	141	155
Independence model	40	44

Lampiran 9



Chi-square=150,356
 Degree of Freedom=84
 GFI=.917
 AGFI=.881
 RMSEA=.063
 RMR=.033
 IFI=.882

