

Lampiran 1

KUESIONER

No:

Sehubungan dengan pemenuhan persyaratan tugas akhir, saya selaku mahasiswa Universitas Katolik Widya Mandala Surabaya dengan ini mengharapkan kesediaan anda untuk mengisi kuesioner mengenai :
“Pengaruh *Brand Awareness* dan *Brand Image* Terhadap *Brand Loyalty* melalui *Brand Equity* pada Pengguna Smartfren Andromax di Surabaya”

Terima kasih.
Mario Aditya Kurniawan,
NRP : 31030190082

Bagian I

Berilah **tanda silang (X)** sesuai dengan pilihan anda.

1. Berapa usia anda saat ini?
 - a. 15 th s/d 27 th
 - b. 28 th s/d 40 th
 - c. 41 th s/d 52 th
 - d. 53 th s/d 64 th

2. Apakah anda menggunakan Smartfren Andromax?
 - a. Iya
 - b. Tidak

3. Apakah anda tinggal di Surabaya?
 - a. Ya
 - b. Tidak

Bagian II

Berilah **tanda centang (√)** pada salah satu jawaban yang Anda pilih:

- STS : Sangat Tidak Setuju
TS : Tidak Setuju
N : Netral
S : Setuju
SS : Sangat Setuju

Lanjutan lampiran 1

NO	PERNYATAAN	STS	TS	N	S	SS
Brand Awareness (X1)						
1	Saya selalu mengingat Smartfen Andromax ketika ditanya merek suatu <i>smartphone</i>					
2	Saya dapat mengenali merek Smartfen Andromax dalam kelas produk <i>smartphone</i>					
3	Smartfen Andromax masuk kedalam alternatif pilihan saya ketika akan membeli <i>smartphone</i>					
Brand Image (X2)						
1	Saya mudah mempelajari fitur Smartfen Andromax					
2	Smartfen Andromax memiliki nilai guna bagi saya					
3	Smartfen Andromax memiliki inovasi dalam layanannya					
4	Smartfen Andromax memiliki fitur yang akurat					
5	Fitur Smartfen Andromax selalu mengikuti zaman					
6	Saya merasakan kepuasan terhadap Smartfen Andromax					
7	Saya selalu mendapatkan tawaran yang menarik dari Smartfen Andromax					
Brand Equity (Y1)						
1	Menurut saya Smartfen Andromax memiliki kualitas <i>smartphone</i> yang baik secara keseluruhan					
2	Menurut saya Smartfen Andromax berkaitan dengan memiliki harga <i>smartphone</i> yang murah					

Lanjutan lampiran 1

3	Menurut saya, selain dikaitkan dengan harga yang murah, Smartfren Andromax juga dikaitkan dengan kemudahan menemukan <i>outlet</i>					
<i>Brand Loyalty (Y2)</i>						
1	Smartfren Andromax sebagai prioritas utama saya dalam keputusan membeli <i>smartphone</i>					
2	Saya akan menceritakan pengalaman terhadap Smartfren Andromax kepada orang lain					
3	Saya akan bergabung dalam berbagai program yang ditawarkan Smartfren Andromax					

----- **Terima kasih** -----

Lampiran 2

Tabulasi

No	BA1	BA2	BA3	BI1	BI2	BI3	BI4	BI5	BI6
1	3.00	3.00	4.00	3.00	3.00	3.00	3.00	4.00	4.00
2	3.00	4.00	4.00	2.00	2.00	2.00	2.00	2.00	2.00
3	4.00	4.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00
4	3.00	4.00	4.00	2.00	2.00	2.00	2.00	2.00	1.00
5	3.00	4.00	4.00	3.00	3.00	3.00	4.00	4.00	4.00
6	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
7	4.00	4.00	4.00	4.00	3.00	3.00	4.00	3.00	4.00
8	2.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	4.00
9	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
10	4.00	4.00	3.00	2.00	2.00	2.00	3.00	2.00	2.00
11	4.00	4.00	4.00	3.00	2.00	2.00	2.00	2.00	3.00
12	3.00	4.00	4.00	3.00	3.00	3.00	4.00	3.00	4.00
13	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00
14	4.00	4.00	4.00	2.00	2.00	2.00	2.00	2.00	2.00
15	3.00	3.00	3.00	3.00	3.00	3.00	2.00	2.00	2.00
16	4.00	4.00	3.00	3.00	4.00	3.00	4.00	3.00	4.00
17	3.00	4.00	3.00	5.00	5.00	4.00	4.00	4.00	4.00
18	4.00	4.00	4.00	2.00	2.00	2.00	2.00	2.00	3.00
19	3.00	4.00	4.00	2.00	2.00	2.00	2.00	3.00	2.00
20	3.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00
21	4.00	4.00	4.00	4.00	3.00	4.00	3.00	4.00	3.00
22	4.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00
23	3.00	3.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00
24	5.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
25	3.00	4.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00
26	4.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	2.00
27	4.00	3.00	3.00	4.00	4.00	3.00	3.00	3.00	4.00
28	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
29	3.00	3.00	3.00	5.00	5.00	4.00	4.00	4.00	4.00
30	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00
31	3.00	2.00	2.00	3.00	4.00	4.00	3.00	4.00	4.00
32	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00
33	4.00	3.00	4.00	3.00	3.00	3.00	3.00	4.00	4.00
34	4.00	4.00	4.00	3.00	3.00	3.00	2.00	2.00	3.00

Lanjutan lampiran 2

35	2.00	2.00	2.00	3.00	4.00	3.00	3.00	3.00	3.00
36	2.00	3.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00
37	4.00	4.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00
38	4.00	4.00	4.00	4.00	3.00	3.00	3.00	3.00	4.00
39	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
40	4.00	4.00	4.00	4.00	4.00	3.00	4.00	4.00	3.00
41	5.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00
42	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00
43	3.00	3.00	2.00	3.00	3.00	4.00	4.00	4.00	4.00
44	3.00	4.00	3.00	3.00	3.00	3.00	2.00	2.00	2.00
45	4.00	4.00	4.00	3.00	3.00	3.00	4.00	4.00	4.00
46	4.00	5.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00
47	4.00	5.00	5.00	3.00	3.00	3.00	3.00	3.00	3.00
48	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00
49	4.00	5.00	5.00	5.00	5.00	4.00	5.00	4.00	5.00
50	3.00	4.00	3.00	4.00	3.00	3.00	4.00	3.00	4.00
51	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00
52	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
53	3.00	4.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00
54	4.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00
55	4.00	4.00	4.00	3.00	2.00	3.00	3.00	3.00	3.00
56	3.00	4.00	4.00	2.00	3.00	3.00	3.00	3.00	3.00
57	4.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00	5.00
58	3.00	3.00	4.00	5.00	4.00	5.00	4.00	5.00	4.00
59	3.00	3.00	3.00	4.00	3.00	4.00	4.00	4.00	3.00
60	3.00	3.00	3.00	3.00	4.00	3.00	4.00	3.00	4.00
61	2.00	3.00	3.00	4.00	4.00	3.00	4.00	4.00	3.00
62	4.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00
63	4.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00
64	4.00	4.00	4.00	4.00	3.00	4.00	4.00	3.00	4.00
65	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00
66	3.00	4.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00
67	3.00	4.00	4.00	3.00	3.00	4.00	3.00	4.00	3.00
68	3.00	4.00	4.00	3.00	3.00	3.00	4.00	3.00	4.00
69	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
70	4.00	4.00	3.00	4.00	3.00	3.00	4.00	4.00	3.00
71	4.00	4.00	4.00	3.00	3.00	4.00	4.00	3.00	4.00

Lanjutan Lampiran 2

109	4.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00	5.00
110	4.00	4.00	5.00	5.00	4.00	4.00	4.00	4.00	4.00
111	5.00	5.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00
112	3.00	3.00	4.00	4.00	4.00	4.00	4.00	5.00	4.00
113	3.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	4.00
114	3.00	3.00	4.00	3.00	3.00	4.00	4.00	4.00	3.00
115	4.00	3.00	3.00	4.00	4.00	4.00	4.00	3.00	4.00
116	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	3.00
117	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
118	4.00	4.00	4.00	3.00	3.00	3.00	4.00	3.00	3.00
119	4.00	4.00	3.00	4.00	3.00	3.00	4.00	4.00	4.00
120	5.00	5.00	4.00	3.00	3.00	4.00	4.00	3.00	4.00
121	4.00	5.00	5.00	5.00	5.00	4.00	4.00	4.00	5.00
122	4.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00
123	3.00	4.00	3.00	4.00	3.00	4.00	4.00	3.00	4.00
124	4.00	5.00	4.00	4.00	3.00	3.00	3.00	4.00	4.00
125	3.00	3.00	3.00	4.00	3.00	3.00	4.00	3.00	3.00
126	3.00	4.00	4.00	3.00	4.00	3.00	3.00	4.00	4.00
127	4.00	3.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00
128	3.00	3.00	3.00	4.00	3.00	4.00	4.00	3.00	3.00
129	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00
130	3.00	4.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00
131	4.00	4.00	3.00	4.00	3.00	3.00	4.00	3.00	3.00
132	3.00	4.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00
133	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	3.00
134	3.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	4.00
135	4.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00
136	4.00	4.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00
137	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
138	3.00	3.00	3.00	4.00	3.00	4.00	3.00	3.00	3.00
139	3.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00
140	3.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	4.00
141	3.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00
142	4.00	4.00	5.00	3.00	3.00	3.00	3.00	4.00	3.00
143	3.00	3.00	2.00	2.00	2.00	2.00	3.00	3.00	3.00
144	3.00	4.00	3.00	1.00	2.00	1.00	2.00	2.00	1.00
145	5.00	4.00	4.00	1.00	1.00	1.00	2.00	1.00	1.00

Lanjutan Lampiran 2

146	4.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	4.00
147	3.00	4.00	4.00	3.00	4.00	3.00	3.00	3.00	4.00
148	4.00	4.00	4.00	3.00	3.00	3.00	3.00	2.00	3.00
149	4.00	4.00	3.00	2.00	2.00	2.00	2.00	2.00	3.00
150	3.00	4.00	4.00	3.00	3.00	3.00	4.00	4.00	4.00
151	4.00	4.00	4.00	2.00	2.00	2.00	2.00	2.00	2.00
152	3.00	4.00	3.00	3.00	4.00	3.00	4.00	3.00	4.00
153	3.00	4.00	4.00	3.00	3.00	3.00	3.00	4.00	4.00
154	4.00	4.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00
155	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
156	4.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	4.00
157	3.00	3.00	3.00	3.00	2.00	2.00	2.00	2.00	3.00
158	3.00	2.00	2.00	5.00	4.00	4.00	4.00	4.00	5.00
159	4.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	4.00
160	4.00	4.00	4.00	3.00	3.00	3.00	4.00	3.00	3.00
161	3.00	4.00	4.00	4.00	3.00	4.00	4.00	3.00	4.00
162	3.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00
163	4.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00
164	4.00	4.00	5.00	4.00	3.00	4.00	4.00	4.00	4.00
165	2.00	3.00	3.00	4.00	4.00	3.00	4.00	3.00	3.00
166	4.00	4.00	4.00	3.00	3.00	3.00	3.00	4.00	4.00
167	3.00	4.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00
168	4.00	5.00	5.00	4.00	4.00	3.00	3.00	4.00	4.00
169	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
170	3.00	4.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00
171	3.00	4.00	3.00	3.00	3.00	3.00	2.00	2.00	2.00
172	3.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00
173	3.00	3.00	3.00	4.00	3.00	3.00	4.00	3.00	4.00
174	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00
175	4.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00
176	4.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00
177	3.00	4.00	4.00	4.00	3.00	3.00	3.00	3.00	4.00
178	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00
179	4.00	4.00	4.00	3.00	3.00	4.00	4.00	3.00	4.00
180	4.00	5.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00
181	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00
182	4.00	4.00	4.00	5.00	5.00	4.00	5.00	5.00	5.00

Lanjutan Lampiran 2

183	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00
184	4.00	4.00	3.00	4.00	4.00	4.00	5.00	4.00	4.00
185	3.00	3.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00
186	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
187	3.00	4.00	4.00	3.00	3.00	4.00	4.00	3.00	4.00
188	3.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00
189	4.00	4.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00
190	3.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00
191	3.00	4.00	4.00	2.00	2.00	2.00	3.00	3.00	3.00
192	4.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	4.00
193	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
194	5.00	5.00	4.00	3.00	3.00	3.00	2.00	2.00	2.00
195	4.00	5.00	5.00	4.00	4.00	5.00	4.00	4.00	4.00
196	5.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00
197	4.00	5.00	5.00	2.00	2.00	2.00	2.00	3.00	2.00
198	5.00	5.00	4.00	3.00	3.00	4.00	4.00	4.00	4.00
199	4.00	3.00	3.00	4.00	3.00	3.00	4.00	4.00	3.00
200	5.00	5.00	4.00	3.00	3.00	4.00	4.00	3.00	4.00

No	BI7	BE1	BE2	BE3	BL1	BL2	BL3
1	3.00	3.00	3.00	3.00	3.00	4.00	3.00
2	2.00	3.00	3.00	3.00	4.00	4.00	4.00
3	4.00	3.00	3.00	3.00	4.00	4.00	4.00
4	2.00	3.00	3.00	4.00	4.00	3.00	3.00
5	3.00	2.00	3.00	3.00	3.00	3.00	3.00
6	4.00	2.00	2.00	2.00	5.00	5.00	4.00
7	3.00	2.00	1.00	2.00	4.00	3.00	3.00
8	3.00	2.00	3.00	2.00	3.00	3.00	4.00
9	3.00	4.00	4.00	4.00	4.00	4.00	4.00
10	2.00	3.00	2.00	2.00	4.00	4.00	4.00
11	3.00	5.00	4.00	5.00	4.00	4.00	5.00
12	4.00	3.00	3.00	3.00	4.00	4.00	3.00
13	4.00	2.00	3.00	3.00	4.00	3.00	4.00
14	3.00	4.00	4.00	4.00	4.00	3.00	3.00
15	2.00	4.00	4.00	5.00	3.00	4.00	4.00
16	3.00	3.00	2.00	2.00	2.00	2.00	2.00

Lanjutan Lampiran 2

17	4.00	2.00	2.00	3.00	3.00	3.00	3.00
18	3.00	4.00	4.00	4.00	3.00	4.00	4.00
19	3.00	3.00	3.00	3.00	2.00	2.00	2.00
20	4.00	5.00	4.00	4.00	4.00	4.00	4.00
21	3.00	4.00	4.00	4.00	3.00	3.00	2.00
22	3.00	3.00	4.00	3.00	3.00	3.00	3.00
23	4.00	4.00	3.00	4.00	5.00	4.00	4.00
24	5.00	4.00	4.00	5.00	4.00	5.00	4.00
25	4.00	3.00	3.00	3.00	3.00	3.00	3.00
26	2.00	4.00	4.00	4.00	2.00	2.00	3.00
27	3.00	5.00	4.00	4.00	4.00	4.00	4.00
28	4.00	4.00	5.00	5.00	5.00	5.00	4.00
29	4.00	4.00	4.00	4.00	4.00	4.00	4.00
30	4.00	5.00	5.00	4.00	5.00	5.00	4.00
31	3.00	2.00	3.00	2.00	2.00	3.00	3.00
32	4.00	3.00	2.00	2.00	4.00	4.00	3.00
33	4.00	4.00	3.00	4.00	4.00	4.00	4.00
34	2.00	5.00	4.00	4.00	4.00	5.00	4.00
35	3.00	3.00	3.00	2.00	2.00	2.00	3.00
36	4.00	3.00	3.00	3.00	3.00	3.00	4.00
37	4.00	4.00	5.00	4.00	4.00	4.00	4.00
38	4.00	4.00	4.00	4.00	4.00	4.00	4.00
39	3.00	4.00	4.00	3.00	3.00	3.00	3.00
40	4.00	4.00	4.00	4.00	4.00	4.00	4.00
41	4.00	5.00	5.00	5.00	5.00	4.00	5.00
42	4.00	3.00	3.00	3.00	4.00	4.00	4.00
43	4.00	3.00	3.00	3.00	3.00	4.00	3.00
44	2.00	3.00	3.00	3.00	3.00	3.00	3.00
45	3.00	4.00	4.00	3.00	4.00	4.00	4.00
46	4.00	5.00	5.00	5.00	4.00	5.00	5.00
47	3.00	4.00	3.00	4.00	4.00	4.00	4.00
48	4.00	3.00	4.00	3.00	4.00	4.00	4.00
49	4.00	4.00	4.00	4.00	4.00	4.00	4.00
50	4.00	4.00	4.00	4.00	4.00	4.00	5.00
51	4.00	4.00	3.00	3.00	4.00	3.00	4.00
52	3.00	4.00	3.00	4.00	4.00	4.00	4.00
53	3.00	3.00	3.00	3.00	4.00	3.00	3.00

Lanjutan Lampiran 2

91	4.00	3.00	3.00	2.00	3.00	3.00	3.00
92	4.00	3.00	3.00	3.00	4.00	4.00	4.00
93	3.00	4.00	5.00	5.00	4.00	4.00	4.00
94	3.00	3.00	3.00	4.00	4.00	4.00	4.00
95	3.00	3.00	3.00	3.00	4.00	3.00	4.00
96	4.00	4.00	4.00	4.00	3.00	3.00	3.00
97	5.00	4.00	4.00	3.00	3.00	3.00	3.00
98	3.00	3.00	3.00	3.00	4.00	3.00	3.00
99	4.00	5.00	5.00	5.00	3.00	3.00	3.00
100	4.00	3.00	3.00	3.00	3.00	3.00	3.00
101	5.00	4.00	4.00	4.00	3.00	3.00	3.00
102	4.00	4.00	4.00	3.00	4.00	4.00	3.00
103	4.00	3.00	4.00	4.00	4.00	4.00	4.00
104	4.00	4.00	4.00	4.00	5.00	4.00	4.00
105	4.00	5.00	4.00	5.00	4.00	4.00	4.00
106	4.00	5.00	4.00	4.00	4.00	4.00	4.00
107	5.00	3.00	4.00	3.00	3.00	3.00	3.00
108	4.00	4.00	3.00	3.00	3.00	3.00	2.00
109	4.00	3.00	4.00	3.00	3.00	3.00	3.00
110	4.00	5.00	5.00	4.00	3.00	3.00	3.00
111	4.00	3.00	3.00	4.00	4.00	5.00	4.00
112	4.00	4.00	4.00	4.00	4.00	5.00	5.00
113	4.00	2.00	2.00	2.00	4.00	4.00	4.00
114	3.00	2.00	3.00	2.00	3.00	3.00	3.00
115	4.00	4.00	3.00	3.00	5.00	5.00	5.00
116	4.00	4.00	4.00	5.00	3.00	3.00	3.00
117	3.00	3.00	3.00	3.00	4.00	4.00	5.00
118	3.00	3.00	3.00	3.00	4.00	4.00	4.00
119	3.00	2.00	3.00	3.00	3.00	3.00	4.00
120	3.00	4.00	4.00	5.00	3.00	3.00	3.00
121	4.00	4.00	5.00	4.00	4.00	4.00	4.00
122	3.00	3.00	2.00	3.00	4.00	4.00	5.00
123	4.00	3.00	3.00	4.00	3.00	3.00	3.00
124	3.00	5.00	5.00	5.00	4.00	4.00	4.00
125	3.00	5.00	4.00	4.00	3.00	4.00	3.00
126	4.00	4.00	4.00	4.00	4.00	3.00	4.00
127	3.00	5.00	5.00	4.00	4.00	3.00	4.00

Lanjutan lampiran 2

128	4.00	4.00	5.00	5.00	4.00	5.00	4.00
129	4.00	4.00	4.00	4.00	4.00	3.00	3.00
130	4.00	3.00	4.00	3.00	4.00	4.00	4.00
131	4.00	4.00	4.00	4.00	4.00	4.00	4.00
132	4.00	4.00	3.00	4.00	4.00	4.00	4.00
133	3.00	3.00	3.00	2.00	4.00	4.00	4.00
134	4.00	4.00	4.00	4.00	4.00	3.00	3.00
135	3.00	2.00	3.00	3.00	3.00	3.00	4.00
136	3.00	2.00	2.00	2.00	3.00	3.00	3.00
137	3.00	3.00	4.00	3.00	3.00	3.00	2.00
138	3.00	3.00	4.00	3.00	3.00	2.00	3.00
139	4.00	3.00	3.00	3.00	3.00	3.00	3.00
140	4.00	3.00	3.00	3.00	3.00	3.00	3.00
141	4.00	3.00	4.00	3.00	3.00	3.00	3.00
142	4.00	2.00	3.00	2.00	3.00	3.00	3.00
143	3.00	2.00	2.00	2.00	3.00	3.00	3.00
144	2.00	2.00	2.00	2.00	2.00	2.00	2.00
145	1.00	2.00	2.00	2.00	2.00	2.00	2.00
146	4.00	2.00	2.00	2.00	3.00	3.00	3.00
147	4.00	2.00	3.00	3.00	3.00	3.00	3.00
148	3.00	1.00	2.00	2.00	2.00	3.00	2.00
149	2.00	3.00	2.00	2.00	3.00	3.00	4.00
150	4.00	4.00	4.00	4.00	4.00	4.00	3.00
151	3.00	3.00	3.00	3.00	4.00	4.00	4.00
152	3.00	3.00	3.00	2.00	3.00	3.00	3.00
153	3.00	2.00	1.00	2.00	4.00	3.00	3.00
154	4.00	4.00	4.00	4.00	4.00	4.00	4.00
155	4.00	3.00	3.00	3.00	4.00	4.00	3.00
156	3.00	4.00	4.00	4.00	4.00	3.00	3.00
157	3.00	2.00	2.00	3.00	3.00	3.00	3.00
158	5.00	5.00	4.00	4.00	4.00	4.00	4.00
159	4.00	3.00	4.00	3.00	3.00	3.00	3.00
160	3.00	3.00	3.00	3.00	3.00	3.00	3.00
161	4.00	4.00	5.00	4.00	4.00	4.00	4.00
162	4.00	4.00	4.00	4.00	4.00	4.00	4.00
163	3.00	2.00	3.00	2.00	2.00	3.00	3.00

Lanjutan lampiran 2

164	4.00	5.00	4.00	4.00	4.00	5.00	4.00
165	3.00	3.00	3.00	3.00	3.00	3.00	4.00
166	4.00	3.00	3.00	3.00	4.00	4.00	4.00
167	3.00	3.00	3.00	3.00	3.00	3.00	3.00
168	4.00	5.00	5.00	5.00	4.00	5.00	5.00
169	3.00	4.00	3.00	4.00	4.00	4.00	4.00
170	4.00	4.00	4.00	4.00	4.00	4.00	5.00
171	2.00	3.00	3.00	3.00	4.00	3.00	3.00
172	3.00	4.00	4.00	4.00	5.00	4.00	4.00
173	4.00	4.00	4.00	3.00	3.00	4.00	4.00
174	4.00	4.00	3.00	4.00	3.00	3.00	3.00
175	3.00	3.00	3.00	3.00	3.00	3.00	3.00
176	4.00	3.00	4.00	4.00	3.00	3.00	3.00
177	4.00	4.00	3.00	4.00	3.00	3.00	3.00
178	4.00	3.00	3.00	3.00	4.00	4.00	3.00
179	3.00	5.00	5.00	5.00	4.00	5.00	4.00
180	4.00	4.00	4.00	5.00	4.00	4.00	4.00
181	4.00	3.00	3.00	3.00	3.00	4.00	3.00
182	5.00	4.00	4.00	4.00	3.00	4.00	3.00
183	4.00	4.00	4.00	4.00	4.00	5.00	4.00
184	5.00	3.00	4.00	3.00	4.00	4.00	4.00
185	4.00	3.00	3.00	4.00	3.00	3.00	4.00
186	3.00	3.00	3.00	3.00	3.00	3.00	3.00
187	3.00	4.00	4.00	5.00	3.00	3.00	3.00
188	3.00	3.00	2.00	3.00	3.00	3.00	3.00
189	4.00	3.00	3.00	3.00	3.00	3.00	3.00
190	4.00	3.00	4.00	3.00	3.00	3.00	3.00
191	3.00	2.00	2.00	2.00	3.00	3.00	3.00
192	4.00	2.00	2.00	2.00	3.00	3.00	3.00
193	4.00	3.00	3.00	3.00	4.00	4.00	4.00
194	2.00	3.00	3.00	3.00	4.00	3.00	3.00
195	4.00	4.00	4.00	4.00	4.00	4.00	4.00
196	3.00	4.00	4.00	5.00	3.00	4.00	4.00
197	3.00	3.00	3.00	3.00	2.00	2.00	2.00
198	4.00	3.00	4.00	3.00	3.00	3.00	3.00
199	3.00	2.00	3.00	2.00	4.00	4.00	4.00
200	3.00	4.00	4.00	5.00	3.00	3.00	3.00

Lampiran 3

Karakteristik Responden

No	Usia Responden (tahun)	Jumlah Responden	(presentase %)
1	15 - 27	86	43
2	28 - 40	64	32
3	41 - 52	42	21
4	53 - 64	8	4
Total		200	100

No	Usia Responden	Jumlah Responden	(presentase %)
1	Menggunakan Smartfren Andromax	200	100
2	Tidak Menggunakan Smartfren Andromax	0	0
Total		200	100

Domisili	Jumlah Responden	Persentase (%)
Surabaya	200	100
Luar Surabaya	0	0
Total	200	100

Lampiran 4

Statistik Deskriptif

Descriptive Statistics

	N	Minimum	Maximum	Sum	Mean		Std.
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic
BL2	200	1.00	5.00	680.00	3.4000	.05062	.71593
BE1	200	1.00	5.00	686.00	3.4300	.06281	.88828
BE3	200	2.00	5.00	689.00	3.4450	.06289	.88934
BE2	200	1.00	5.00	689.00	3.4450	.05960	.84293
BI3	200	1.00	5.00	691.00	3.4550	.04952	.70031
BI1	200	1.00	5.00	696.00	3.4800	.05397	.76323
BL3	200	2.00	5.00	696.00	3.4800	.04753	.67220
BI5	200	1.00	5.00	697.00	3.4850	.05011	.70872
BL1	200	2.00	5.00	700.00	3.5000	.04808	.67993
BL2	200	2.00	5.00	702.00	3.5100	.04911	.69449
BA1	200	2.00	5.00	711.00	3.5550	.04844	.68507
BI7	200	1.00	5.00	711.00	3.5550	.04844	.68507
BI4	200	2.00	5.00	718.00	3.5900	.05022	.71023
BI6	200	1.00	5.00	721.00	3.6050	.05347	.75620
BA3	200	2.00	5.00	723.00	3.6150	.04791	.67755
BA2	200	2.00	5.00	749.00	3.7450	.04755	.67249
Valid N (listwise)	200						

Lampiran 5

Uji Normalitas

PRELIS 2.70

BY

Karl G. Jöreskog and Dag Sörbom

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OU MA=CM SM=Brand.COV XT
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Univariate Summary Statistics for Continuous Variables

Variable	Mean	St. Dev.	T-Value	Skewness	Kurtosis	Minimum	Freq.	Maximum	Freq.
BA1	3.555	0.685	73.387	0.030	-0.033	1.929	8	5.002	
BA2	3.745	0.672	78.756	0.011	-0.141	1.866	3	5.001	

Lanjutan Lampiran 5

23	BA3	3.615	0.678	75.454	0.021	-0.045	1.918	6	5.005
16	BI1	3.480	0.763	64.482	-0.030	0.075	1.279	2	5.039
15	BI2	3.400	0.716	67.161	-0.029	0.145	1.140	1	5.046
9	BI3	3.455	0.700	69.771	-0.230	0.193	1.384	2	5.272
5	BI4	3.590	0.710	71.485	-0.241	0.170	2.135	17	5.265
9	BI5	3.485	0.709	69.541	-0.247	0.180	1.215	1	5.265
6	BI6	3.605	0.756	67.419	-0.218	0.320	1.505	3	5.228
13	BI7	3.555	0.685	73.387	-0.221	0.294	1.351	1	5.197
8	BE1	3.430	0.888	54.608	-0.033	-0.315	0.709	1	5.018
23	BE2	3.445	0.843	57.798	-0.058	-0.108	1.054	2	5.041
19	BE3	3.445	0.889	54.782	0.027	-0.590	1.974	30	5.022
24	BL1	3.500	0.680	72.797	-0.019	-0.001	1.983	11	5.047
10	BL2	3.510	0.694	71.476	0.073	-0.036	1.901	9	4.976
14	BL3	3.480	0.672	73.214	0.031	0.019	1.947	10	5.013
10									

Test of Univariate Normality for Continuous Variables

Variable	Skewness		Kurtosis		Skewness and Kurtosis		P-Value
	Z-Score	P-Value	Z-Score	P-Value	Chi-Square		
BA1	0.180	0.857	0.049	0.961	0.035	0.983	
BA2	0.067	0.947	-0.308	0.758	0.099	0.952	
BA3	0.125	0.900	0.009	0.993	0.016	0.992	

Lanjutan Lampiran 5

BI1	-0.179	0.858	0.367	0.713	0.167	0.920
BI2	-0.173	0.863	0.562	0.574	0.345	0.841
BI3	-1.349	0.177	0.687	0.492	2.293	0.318
BI4	-1.413	0.158	0.627	0.531	2.389	0.303
BI5	-1.443	0.149	0.653	0.514	2.508	0.285
BI6	-1.282	0.200	0.997	0.319	2.638	0.267
BI7	-1.295	0.195	0.937	0.349	2.555	0.279
BE1	-0.198	0.843	-0.964	0.335	0.968	0.616
BE2	-0.344	0.731	-0.194	0.846	0.156	0.925
BE3	0.162	0.872	-2.319	0.020	5.405	0.067
BL1	-0.115	0.909	0.146	0.884	0.035	0.983
BL2	0.430	0.667	0.039	0.969	0.186	0.911
BL3	0.185	0.854	0.205	0.838	0.076	0.963

Relative Multivariate Kurtosis = 0.990

Test of Multivariate Normality for Continuous Variables

Skewness Value	Z-Score	Kurtosis P-Value	Value	Skewness and Kurtosis Z-Score	P-Value	Chi-Square	P-Value
27.370	2.313	0.021	285.102	0.037	0.970	5.353	0.069

Lampiran 6

Uji Validitas

Measurement Equations

$$BE1 = 1.00*BE, \text{ Errorvar.} = 0.16, R^2 = 0.80 \\ (0.028)$$

5.69

$$BE2 = 0.88*BE, \text{ Errorvar.} = 0.22, R^2 = 0.69 \\ (0.058) \quad (0.029)$$

15.04

7.71

$$BE3 = 0.98*BE, \text{ Errorvar.} = 0.18, R^2 = 0.77 \\ (0.060) \quad (0.029)$$

16.43

6.34

$$BL1 = 1.00*BL, \text{ Errorvar.} = 0.15, R^2 = 0.67 \\ (0.021)$$

7.32

$$BL2 = 1.09*BL, \text{ Errorvar.} = 0.11, R^2 = 0.77 \\ (0.079) \quad (0.019)$$

13.78

5.65

$$BL3 = 0.98*BL, \text{ Errorvar.} = 0.15, R^2 = 0.66 \\ (0.077) \quad (0.021)$$

12.68

7.49

$$BA1 = 1.00*BA, \text{ Errorvar.} = 0.24, R^2 = 0.50 \\ (0.031)$$

7.56

$$BA2 = 1.05*BA, \text{ Errorvar.} = 0.19, R^2 = 0.57 \\ (0.12) \quad (0.029)$$

8.68

6.70

Lanjutan Lampiran 6

$$\begin{array}{l} \text{BA3} = 1.09 \cdot \text{BA}, \text{ Errorvar.} = 0.18, R^2 = 0.60 \\ (0.12) \qquad \qquad \qquad (0.029) \\ 8.78 \qquad \qquad \qquad 6.24 \end{array}$$

$$\begin{array}{l} \text{BI1} = 1.00 \cdot \text{BI}, \text{ Errorvar.} = 0.21, R^2 = 0.64 \\ (0.025) \\ 8.52 \end{array}$$

$$\begin{array}{l} \text{BI2} = 0.94 \cdot \text{BI}, \text{ Errorvar.} = 0.18, R^2 = 0.64 \\ (0.074) \qquad \qquad \qquad (0.021) \\ 12.68 \qquad \qquad \qquad 8.50 \end{array}$$

$$\begin{array}{l} \text{BI3} = 0.92 \cdot \text{BI}, \text{ Errorvar.} = 0.18, R^2 = 0.64 \\ (0.073) \qquad \qquad \qquad (0.021) \\ 12.61 \qquad \qquad \qquad 8.53 \end{array}$$

$$\begin{array}{l} \text{BI4} = 0.93 \cdot \text{BI}, \text{ Errorvar.} = 0.18, R^2 = 0.64 \\ (0.074) \qquad \qquad \qquad (0.021) \\ 12.59 \qquad \qquad \qquad 8.54 \end{array}$$

$$\begin{array}{l} \text{BI5} = 0.93 \cdot \text{BI}, \text{ Errorvar.} = 0.18, R^2 = 0.64 \\ (0.074) \qquad \qquad \qquad (0.021) \\ 12.62 \qquad \qquad \qquad 8.53 \end{array}$$

$$\begin{array}{l} \text{BI6} = 0.99 \cdot \text{BI}, \text{ Errorvar.} = 0.20, R^2 = 0.65 \\ (0.078) \qquad \qquad \qquad (0.024) \\ 12.68 \qquad \qquad \qquad 8.49 \end{array}$$

$$\begin{array}{l} \text{BI7} = 0.85 \cdot \text{BI}, \text{ Errorvar.} = 0.20, R^2 = 0.58 \\ (0.072) \qquad \qquad \qquad (0.022) \\ 11.84 \qquad \qquad \qquad 8.85 \end{array}$$

Structural Equations

$$\begin{array}{l} \text{BE} = 0.65 \cdot \text{BA} + 0.40 \cdot \text{BI}, \text{ Errorvar.} = 0.43, R^2 = \\ 0.32 \\ (0.14) \qquad \qquad (0.096) \qquad \qquad \qquad (0.060) \\ 4.75 \qquad \qquad 4.18 \qquad \qquad \qquad 7.20 \end{array}$$

Lanjutan Lampiran 6

BL = 0.27*BE + 0.41*BA + 0.17*BI, Errorvar.= 0.14
, R² = 0.54

(0.056)	(0.096)	(0.062)	(0.024)
4.88	4.23	2.71	5.88

Lampiran 7

Uji Reliabilitas

Indikator Variabel	Standardized Loading (λ)	λ^2
BA1	0,71	0,50
BA2	0,75	0,56
BA3	0,78	0,60
Σ	2,24	1,66
BI1	0,80	0,64
BI2	0,80	0,64
BI3	0,80	0,64
BI4	0,80	0,64
BI5	0,80	0,64
BI6	0,80	0,64
BI7	0,76	0,58
Σ	5,56	4,42
BE1	0,89	0,79
BE2	0,83	0,69
BE3	0,88	0,77
Σ	2,60	2,25
BL1	0,82	0,67
BL2	0,88	0,77
BL3	0,81	0,66
Σ	2,51	2,10

Brand Awareness

$$\begin{aligned}
 CR &= \frac{(0,71+0,75+0,78)^2}{(0,71+0,75+0,78)^2 + ((1-0,71)^2) + (1-0,75^2) + (1-0,78^2)} \\
 &= 0,794
 \end{aligned}$$

Lanjutan lampiran 7

Brand Image

$$\begin{aligned} \text{CR} &= \frac{(0,80+0,80+0,80+0,80+0,80+0,80+0,76)^2}{(0,80+0,80+0,80+0,80+0,80+0,80+0,76)^2 + ((1-0,80^2) + (1-0,80^2) + (1-0,80^2) + (1-0,80^2) + (1-0,80^2) + (1-0,76^2))} \\ &= 0,922 \end{aligned}$$

Brand Equity

$$\begin{aligned} \text{CR} &= \frac{(0,89+0,83+0,88)^2}{(0,89+0,83+0,88)^2 + ((1-0,89^2) + (1-0,83^2) + (1-0,88^2))} \\ &= 0,906 \end{aligned}$$

Brand Loyalty

$$\begin{aligned} \text{CR} &= \frac{(0,82+0,88+0,81)^2}{(0,82+0,88+0,81)^2 + ((1-0,82^2) + (1-0,88^2) + (1-0,81^2))} \\ &= 0,887 \end{aligned}$$

Lampiran 8

Output Lisrel

L I S R E L 8.70

BY

Karl G. Jöreskog and Dag Sörbom

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The following lines were read from file E:\Brand\Brand.COV.spl:

OBSERVED VARIABLE BA1 BA2 BA3 BI1 BI2 BI3 BI4 BI5 BI6 BI7
BE1 BE2 BE3 BL1 BL2 BL3

COVARIANCE MATRIX FROM FILE E:.COV

SAMPLE SIZE 200

LATENT VARIABLES BA BI BE BL

RELATIONSHIPS:

BA1 = 1*BA

BA2-BA3 = BA

BI1 = 1*BI

BI2-BI7 = BI

BE1 = 1*BE

BE2-BE3 = BE

BL1 = 1*BL

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BL2-BL3 = BL

BE = BA BI

BL = BA BI

BL = BE

OPTIONS: SS SC EF RS AD=OFF

PATH DIAGRAM

END OF PROGRAM

6.6in.02in

Sample Size = 200

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Covariance Matrix

	BE1	BE2	BE3	BL1	BL2	BL3
BE1	0.79					
BE2	0.56	0.71				
BE3	0.62	0.54	0.79			
BL1	0.28	0.20	0.29	0.46		
BL2	0.30	0.27	0.30	0.34	0.48	
BL3	0.30	0.25	0.28	0.30	0.33	0.45
BA1	0.20	0.17	0.20	0.18	0.19	0.17
BA2	0.17	0.13	0.19	0.16	0.16	0.14
BA3	0.21	0.18	0.20	0.19	0.19	0.16
BI1	0.23	0.21	0.19	0.15	0.19	0.21
BI2	0.19	0.20	0.15	0.14	0.14	0.17
BI3	0.20	0.22	0.22	0.14	0.15	0.14
BI4	0.16	0.18	0.14	0.13	0.14	0.14
BI5	0.16	0.20	0.15	0.12	0.14	0.15
BI6	0.19	0.22	0.17	0.14	0.16	0.16
BI7	0.14	0.17	0.14	0.11	0.15	0.12

Lanjutan Lampiran 8

Covariance Matrix (continued)

	BA1	BA2	BA3	BI1	BI2	BI3
BA1	0.47					
BA2	0.25	0.45				
BA3	0.24	0.27	0.46			
BI1	0.11	0.05	0.11	0.58		
BI2	0.08	0.03	0.09	0.38	0.51	
BI3	0.09	0.03	0.10	0.35	0.33	0.49
BI4	0.08	0.07	0.08	0.33	0.32	0.33
BI5	0.08	0.04	0.12	0.33	0.33	0.32
BI6	0.10	0.06	0.14	0.36	0.34	0.31
BI7	0.06	0.05	0.09	0.31	0.27	0.29

Covariance Matrix (continued)

	BI4	BI5	BI6	BI7
BI4	0.50			
BI5	0.32	0.50		
BI6	0.35	0.35	0.57	
BI7	0.31	0.31	0.35	0.47

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Number of Iterations = 7

LISREL Estimates (Maximum Likelihood)

Measurement Equations

BE1 = 1.00*BE, Errorvar.= 0.16 , R² = 0.80

Lanjutan Lampiran 8

(0.028)

5.69

$BE2 = 0.88*BE$, Errorvar.= 0.22 , $R^2 = 0.69$

(0.058) (0.029)

15.04 7.71

$BE3 = 0.98*BE$, Errorvar.= 0.18 , $R^2 = 0.77$

(0.060) (0.029)

16.43 6.34

$BL1 = 1.00*BL$, Errorvar.= 0.15 , $R^2 = 0.67$

(0.021)

7.32

$BL2 = 1.09*BL$, Errorvar.= 0.11 , $R^2 = 0.77$

(0.079) (0.019)

13.78 5.65

$BL3 = 0.98*BL$, Errorvar.= 0.15 , $R^2 = 0.66$

(0.077) (0.021)

12.68 7.49

$BA1 = 1.00*BA$, Errorvar.= 0.24 , $R^2 = 0.50$

(0.031)

7.56

$BA2 = 1.05*BA$, Errorvar.= 0.19 , $R^2 = 0.57$

(0.12) (0.029)

8.68 6.70

$BA3 = 1.09*BA$, Errorvar.= 0.18 , $R^2 = 0.60$

(0.12) (0.029)

8.78 6.24

$BI1 = 1.00*BI$, Errorvar.= 0.21 , $R^2 = 0.64$

(0.025)

8.52

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$$BI2 = 0.94*BI, \text{Errorvar.} = 0.18, R^2 = 0.64$$

$$(0.074) \quad (0.021)$$

$$12.68 \quad 8.50$$

$$BI3 = 0.92*BI, \text{Errorvar.} = 0.18, R^2 = 0.64$$

$$(0.073) \quad (0.021)$$

$$12.61 \quad 8.53$$

$$BI4 = 0.93*BI, \text{Errorvar.} = 0.18, R^2 = 0.64$$

$$(0.074) \quad (0.021)$$

$$12.59 \quad 8.54$$

$$BI5 = 0.93*BI, \text{Errorvar.} = 0.18, R^2 = 0.64$$

$$(0.074) \quad (0.021)$$

$$12.62 \quad 8.53$$

$$BI6 = 0.99*BI, \text{Errorvar.} = 0.20, R^2 = 0.65$$

$$(0.078) \quad (0.024)$$

$$12.68 \quad 8.49$$

$$BI7 = 0.85*BI, \text{Errorvar.} = 0.20, R^2 = 0.58$$

$$(0.072) \quad (0.022)$$

$$11.84 \quad 8.85$$

Structural Equations

$$BE = 0.65*BA + 0.40*BI, \text{Errorvar.} = 0.43, R^2 = 0.32$$

$$(0.14) \quad (0.096) \quad (0.060)$$

$$4.75 \quad 4.18 \quad 7.20$$

$$BL = 0.27*BE + 0.41*BA + 0.17*BI, \text{Errorvar.} = 0.14, R^2 = 0.54$$

$$(0.056) \quad (0.096) \quad (0.062) \quad (0.024)$$

$$4.88 \quad 4.23 \quad 2.71 \quad 5.88$$

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Reduced Form Equations

$$\begin{array}{rcl}
 & = 0.65*BA & + 0.40*BI, & \text{Errorvar.} = & 0.43, R^2 = \\
 4.75 & 4.18 & & & \\
 BL & = & 0.58*BA & + & 0.28*BI, \\
 & (0.10) & (0.065) & & \\
 & 5.82 & 4.24 & &
 \end{array}$$

Covariance Matrix of Independent Variables

	BA	BI
BA	0.23 (0.05) 5.13	
BI	0.08 (0.03) 3.06	0.37 (0.06) 6.67

Covariance Matrix of Latent Variables (continued)

	BE	BL	BA	BI
BE	0.63			
BL	0.28	0.31		
BA	0.18	0.16	0.23	
BI	0.20	0.15	0.08	0.37

Goodness of Fit Statistics

Degrees of Freedom = 98

Minimum Fit Function Chi-Square = 110.24 (P = 0.19)

Normal Theory Weighted Least Squares Chi-Square = 108.78 (P = 0.21)

Estimated Non-centrality Parameter (NCP) = 10.78

90 Percent Confidence Interval for NCP = (0.0 ; 40.44)

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Minimum Fit Function Value = 0.55

Population Discrepancy Function Value (F0) = 0.054

90 Percent Confidence Interval for F0 = (0.0 ; 0.20)

Root Mean Square Error of Approximation (RMSEA) = 0.024

90 Percent Confidence Interval for RMSEA = (0.0 ; 0.046)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.98

Expected Cross-Validation Index (ECVI) = 0.93

90 Percent Confidence Interval for ECVI = (0.87 ; 1.08)

ECVI for Saturated Model = 1.37

ECVI for Independence Model = 20.99

Chi-Square for Independence Model with 120 Degrees of Freedom = 4144.45

Independence AIC = 4176.45

Model AIC = 184.78

Saturated AIC = 272.00

Independence CAIC = 4245.22

Model CAIC = 348.12

Saturated CAIC = 856.57

Normed Fit Index (NFI) = 0.97

Non-Normed Fit Index (NNFI) = 1.00

Parsimony Normed Fit Index (PNFI) = 0.79

Comparative Fit Index (CFI) = 1.00

Incremental Fit Index (IFI) = 1.00

Relative Fit Index (RFI) = 0.97

Critical N (CN) = 241.94

Root Mean Square Residual (RMR) = 0.020

Standardized RMR = 0.038

Goodness of Fit Index (GFI) = 0.94

Adjusted Goodness of Fit Index (AGFI) = 0.91

Parsimony Goodness of Fit Index (PGFI) = 0.67

Lanjutan Lampiran 8

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Fitted Covariance Matrix

	BE1	BE2	BE3	BL1	BL2	BL3
BE1	0.79					
BE2	0.55	0.71				
BE3	0.62	0.54	0.79			
BL1	0.28	0.25	0.28	0.46		
BL2	0.31	0.27	0.30	0.34	0.48	
BL3	0.28	0.24	0.27	0.30	0.33	0.45
BA1	0.18	0.16	0.18	0.16	0.17	0.16
BA2	0.19	0.17	0.19	0.17	0.18	0.16
BA3	0.20	0.18	0.20	0.17	0.19	0.17
BI1	0.20	0.18	0.20	0.15	0.16	0.15
BI2	0.19	0.17	0.19	0.14	0.15	0.14
BI3	0.18	0.16	0.18	0.14	0.15	0.13
BI4	0.19	0.16	0.18	0.14	0.15	0.14
BI5	0.19	0.16	0.18	0.14	0.15	0.14
BI6	0.20	0.18	0.20	0.15	0.16	0.15
BI7	0.17	0.15	0.17	0.13	0.14	0.13

Fitted Covariance Matrix (continued)

	BA1	BA2	BA3	BI1	BI2	BI3
BA1	0.47					
BA2	0.25	0.45				
BA3	0.25	0.27	0.46			
BI1	0.08	0.08	0.09	0.58		
BI2	0.08	0.08	0.08	0.35	0.51	
BI3	0.07	0.08	0.08	0.34	0.32	0.49
BI4	0.07	0.08	0.08	0.35	0.33	0.32
BI5	0.07	0.08	0.08	0.35	0.33	0.32
BI6	0.08	0.08	0.09	0.37	0.35	0.34
BI7	0.07	0.07	0.07	0.32	0.30	0.29

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Fitted Covariance Matrix (continued)

	BI4	BI5	BI6	BI7
BI4	0.50			
BI5	0.32	0.50		
BI6	0.34	0.34	0.57	
BI7	0.30	0.30	0.32	0.47

Fitted Residuals

	BE1	BE2	BE3	BL1	BL2	BL3
BE1	0.00					
BE2	0.00	0.00				
BE3	0.00	0.00	0.00			
BL1	-0.01	-0.04	0.02	0.00		
BL2	0.00	0.00	0.00	0.00	0.00	
BL3	0.02	0.01	0.01	0.00	0.00	0.00
BA1	0.02	0.01	0.02	0.02	0.02	0.02
BA2	-0.02	-0.04	0.00	-0.01	-0.03	-0.02
BA3	0.01	0.00	0.01	0.02	0.00	-0.01
BI1	0.03	0.03	0.00	0.00	0.02	0.06
BI2	0.00	0.03	-0.04	-0.01	-0.02	0.03
BI3	0.01	0.06	0.04	0.00	0.00	0.00
BI4	-0.02	0.02	-0.04	-0.01	-0.01	0.00
BI5	-0.02	0.04	-0.03	-0.02	-0.02	0.01
BI6	-0.01	0.04	-0.02	-0.01	-0.01	0.01
BI7	-0.04	0.02	-0.03	-0.02	0.01	-0.01

Fitted Residuals (continued)

	BA1	BA2	BA3	BI1	BI2	BI3
BA1	0.00					
BA2	0.00	0.00				
BA3	-0.01	0.01	0.00			
BI1	0.03	-0.03	0.02	0.00		
BI2	0.00	-0.05	0.01	0.03	0.00	
BI3	0.02	-0.05	0.02	0.01	0.01	0.00

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BI4	0.01	-0.01	0.00	-0.01	-0.01	0.01
BI5	0.01	-0.04	0.04	-0.02	0.00	0.00
BI6	0.02	-0.03	0.05	-0.01	-0.01	-0.03
BI7	-0.01	-0.02	0.02	-0.01	-0.03	-0.01

Fitted Residuals (continued)

	BI4	BI5	BI6	BI7
BI4	0.00			
BI5	0.00	0.00		
BI6	0.01	0.01	0.00	
BI7	0.01	0.01	0.03	0.00

Summary Statistics for Fitted Residuals

Smallest Fitted Residual = -0.05

Median Fitted Residual = 0.00

Largest Fitted Residual = 0.06

Stemleaf Plot

```
- 5|0
- 4|744210
- 3|55
- 2|99766554433
- 1|99776643332111100
- 0|986666555443222210000000000000000000
0|112233334444556777788999999
1|0024456666999
2|001112257
3|122234689
4|39
5|58
```

Lanjutan Lampiran 8

Standardized Residuals

	BE1	BE2	BE3	BL1	BL2	BL3
BE1	--					
BE2	0.14	--				
BE3	-0.09	-0.05	--			
BL1	-0.35	-2.15	0.83	--		
BL2	-0.29	-0.11	0.01	0.79	--	
BL3	1.07	0.32	0.35	-0.53	-0.23	--
BA1	0.64	0.35	0.61	1.16	1.15	0.98
BA2	-1.09	-1.86	0.15	-0.65	-1.73	-1.09
BA3	0.57	0.16	0.26	0.98	0.30	-0.66
BI1	1.16	1.19	-0.14	0.12	1.00	2.53
BI2	-0.08	1.13	-1.50	-0.29	-0.82	1.28
BI3	0.55	2.08	1.46	-0.09	-0.24	0.23
BI4	-0.98	0.70	-1.57	-0.39	-0.58	0.18
BI5	-0.91	1.35	-1.10	-0.89	-0.88	0.44
BI6	-0.20	1.49	-0.86	-0.48	-0.29	0.63
BI7	-1.34	0.77	-0.94	-0.78	0.41	-0.48

Standardized Residuals (continued)

	BA1	BA2	BA3	BI1	BI2	BI3
BA1	--					
BA2	0.53	--				
BA3	-1.97	1.49	--			
BI1	1.21	-1.39	1.03	--		
BI2	0.12	-2.00	0.41	2.94	--	
BI3	0.76	-2.19	0.92	0.89	0.69	--
BI4	0.28	-0.54	-0.11	-1.25	-0.89	0.80
BI5	0.36	-1.81	1.74	-1.40	0.23	0.15
BI6	0.81	-1.02	2.03	-0.85	-0.52	-2.42
BI7	-0.52	-0.98	0.69	-1.07	-2.58	-0.47

Standardized Residuals (continued)

BI4	BI5	BI6	BI7
-----	-----	-----	-----

Lanjutan Lampiran 8

BI4	--			
BI5	0.07	--		
BI6	0.86	0.47	--	
BI7	0.80	0.85	2.72	--

Summary Statistics for Standardized Residuals

Smallest Standardized Residual = -2.58

Median Standardized Residual = 0.00

Largest Standardized Residual = 2.94

Stemleaf Plot

```
- 2|6
- 2|42200
- 1|98765
- 1|44321111000
- 0|9999998887765555555
- 0|44333222111111100000000000000000
  0|11111122223333344444
  0|555666677788888888999
  1|0000112222234
  1|5557
  2|01
  2|579
```

Largest Negative Standardized Residuals

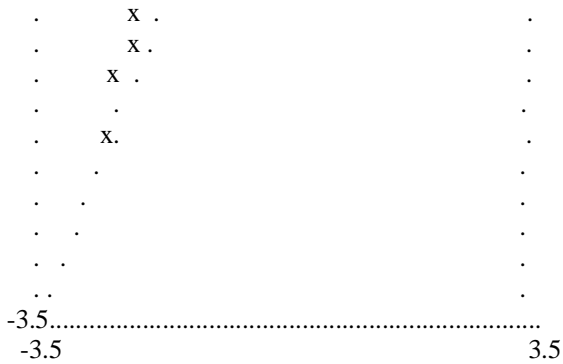
Residual for BI7 and BI2 -2.58

Largest Positive Standardized Residuals

Residual for BI2 and BI1 2.94

Residual for BI7 and BI6 2.72

Lanjutan Lampiran 8



The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
BL1	BE2	8.3	-0.05
BI2	BI1	8.6	0.05

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Standardized Solution

LAMBDA-Y

	BE	BL
BE1	0.79	--
BE2	0.70	--
BE3	0.78	--
BL1	--	0.56
BL2	--	0.61
BL3	--	0.55

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LAMBDA-X

	BA	BI
BA1	0.48	--
BA2	0.51	--
BA3	0.53	--
BI1	--	0.61
BI2	--	0.57
BI3	--	0.56
BI4	--	0.57
BI5	--	0.57
BI6	--	0.61
BI7	--	0.52

BETA

	BE	BL
BE	--	--
BL	0.39	--

GAMMA

	BA	BI
BE	0.40	0.31
BL	0.35	0.18

Correlation Matrix of ETA and KSI

	BE	BL	BA	BI
BE	1.00			
BL	0.64	1.00		
BA	0.48	0.59	1.00	
BI	0.41	0.44	0.27	1.00

PSI

Lanjutan Lampiran 8

Note: This matrix is diagonal.

BE	BL
0.68	0.46

Regression Matrix ETA on KSI (Standardized)

	BA	BI
BE	0.40	0.31
BL	0.51	0.30

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Completely Standardized Solution

LAMBDA-Y

	BE	BL
BE1	0.89	--
BE2	0.83	--
BE3	0.88	--
BL1	--	0.82
BL2	--	0.88
BL3	--	0.81

LAMBDA-X

	BA	BI
BA1	0.71	--
BA2	0.75	--
BA3	0.78	--
BI1	--	0.80
BI2	--	0.80

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BI3	--	0.80
BI4	--	0.80
BI5	--	0.80
BI6	--	0.80
BI7	--	0.76

BETA

	BE	BL
BE	--	--
BL	0.39	--

GAMMA

	BA	BI
BE	0.40	0.31
BL	0.35	0.18

Correlation Matrix of ETA and KSI

	BE	BL	BA	BI
BE	1.00			
BL	0.64	1.00		
BA	0.48	0.59	1.00	
BI	0.41	0.44	0.27	1.00

PSI

Note: This matrix is diagonal.

	BE	BL
0.68	0.46	

THETA-EPS

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BE1	BE2	BE3	BL1	BL2	BL3
0.20	0.31	0.23	0.33	0.23	0.34

THETA-DELTA

BA1	BA2	BA3	BI1	BI2	BI3
0.50	0.43	0.40	0.36	0.36	0.36

THETA-DELTA (continued)

BI4	BI5	BI6	BI7
0.36	0.36	0.35	0.42

Regression Matrix ETA on KSI (Standardized)

	BA	BI
BE	0.40	0.31
BL	0.51	0.30

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Total and Indirect Effects

Total Effects of KSI on ETA

	BA	BI
BE	0.65	0.40
	(0.14)	(0.10)
	4.75	4.18
BL	0.58	0.28
	(0.10)	(0.07)
	5.82	4.24

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Indirect Effects of KSI on ETA

	BA	BI
BE	--	--
BL	0.18 (0.05) 3.62	0.11 (0.03) 3.19

Total Effects of ETA on ETA

	BE	BL
BE	--	--
BL	0.27 (0.06) 4.88	-

Largest Eigenvalue of $B*B'$ (Stability Index) is 0.075

Total Effects of ETA on Y (continued)

	BE	BL
BE1	1.00	--
BE2	0.88 (0.06) 15.04	-
BE3	0.98 (0.06) 16.43	-
BL1	0.27 (0.06) 4.88	1.00
BL2	0.30 (0.06) 4.95	1.09 (0.08) 13.78

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BL3	0.27	0.98
	(0.05)	(0.08)
	4.87	12.68

Indirect Effects of ETA on Y

	BE	BL
BE1	--	--
BE2	-	-
BE3	-	-
BL1	0.27	-
	(0.06)	
	4.88	
BL2	0.30	-
	(0.06)	
	4.95	
BL3	0.27	-
	(0.05)	
	4.87	

Total Effects of KSI on Y

	BA	BI
BE1	0.65	0.40
	(0.14)	(0.10)
	4.75	4.18
BE2	0.57	0.35
	(0.12)	(0.08)
	4.69	4.14
BE3	0.64	0.39
	(0.14)	(0.09)
	4.73	4.17
BL1	0.58	0.28
	(0.10)	(0.07)
	5.82	4.24

Lanjutan Lampiran 8

BL2	0.64 (0.11)	0.30 (0.07)
	5.94	4.28
BL3	0.57 (0.10)	0.27 (0.06)
	5.80	4.23

Smartfren Andromax

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	BA	BI
BE	0.40	0.31
BL	0.51	0.30

Standardized Indirect Effects of KSI on ETA

	BA	BI
BE	--	--
BL	0.15	0.12

Standardized Total Effects of ETA on ETA

	BE	BL
BE	--	--
BL	0.39	--

Lanjutan Lampiran 8

Standardized Total Effects of ETA on Y (continued)

	BE	BL
BE1	0.79	--
BE2	0.70	--
BE3	0.78	--
BL1	0.22	0.56
BL2	0.24	0.61
BL3	0.21	0.55

Completely Standardized Total Effects of ETA on Y

	BE	BL
BE1	0.89	--
BE2	0.83	--
BE3	0.88	--
BL1	0.32	0.82
BL2	0.34	0.88
BL3	0.32	0.81

Standardized Indirect Effects of ETA on Y

	BE	BL
BE1	--	--
BE2	--	--
BE3	--	--
BL1	0.22	--
BL2	0.24	--
BL3	0.21	--

Completely Standardized Indirect Effects of ETA on Y

	BE	BL
BE1	--	--
BE2	--	--
BE3	--	--

Lanjutan Lampiran 8

BL1	0.32	--
BL2	0.34	--
BL3	0.32	--

Standardized Total Effects of KSI on Y

	BA	BI
BE1	0.31	0.24
BE2	0.28	0.21
BE3	0.31	0.24
BL1	0.28	0.17
BL2	0.31	0.19
BL3	0.28	0.17

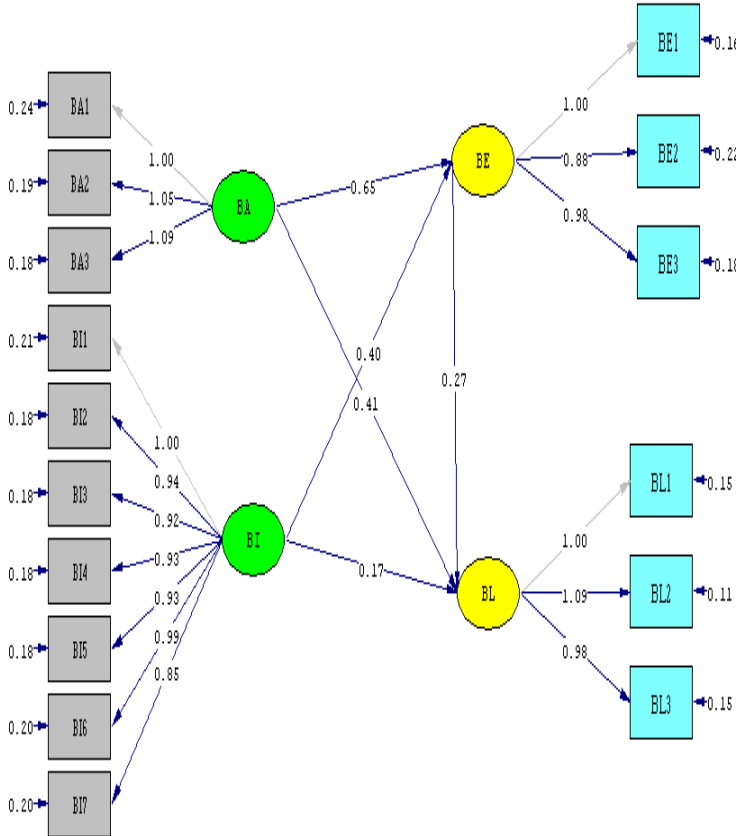
Completely Standardized Total Effects of KSI on Y

	BA	BI
BE1	0.35	0.27
BE2	0.33	0.25
BE3	0.35	0.27
BL1	0.41	0.25
BL2	0.44	0.27
BL3	0.41	0.25

Time used: 0.109 Seconds

Lampiran 9

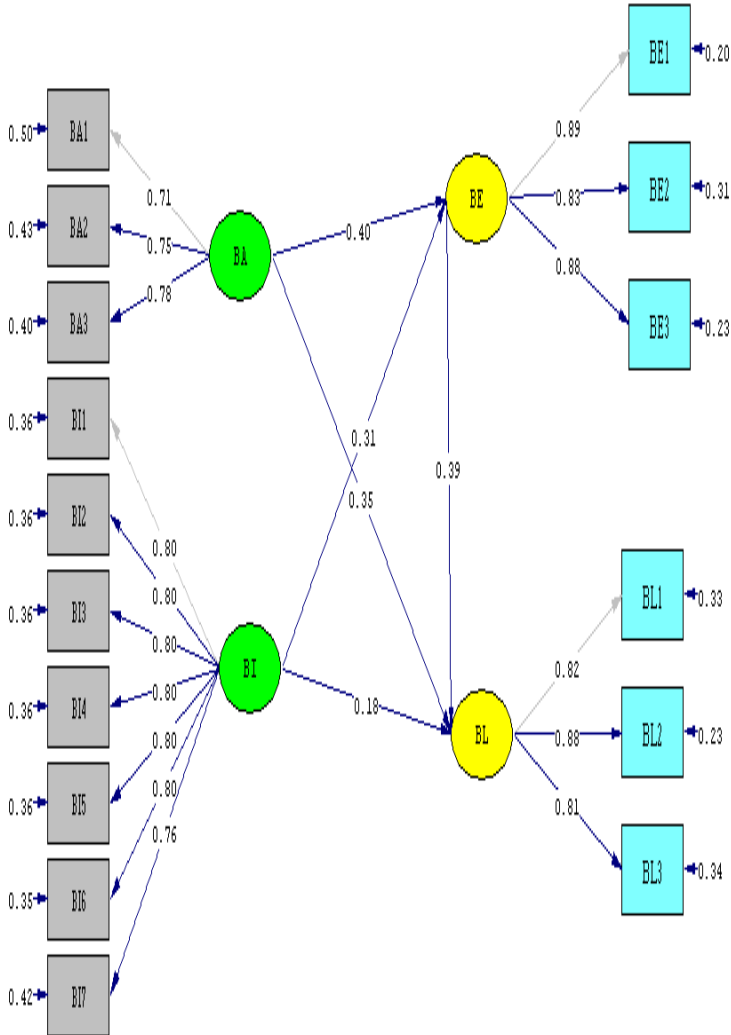
Estimates



Chi-Square=108.78, df=98, P-value=0.21452, RMSEA=0.024

Lampiran 10

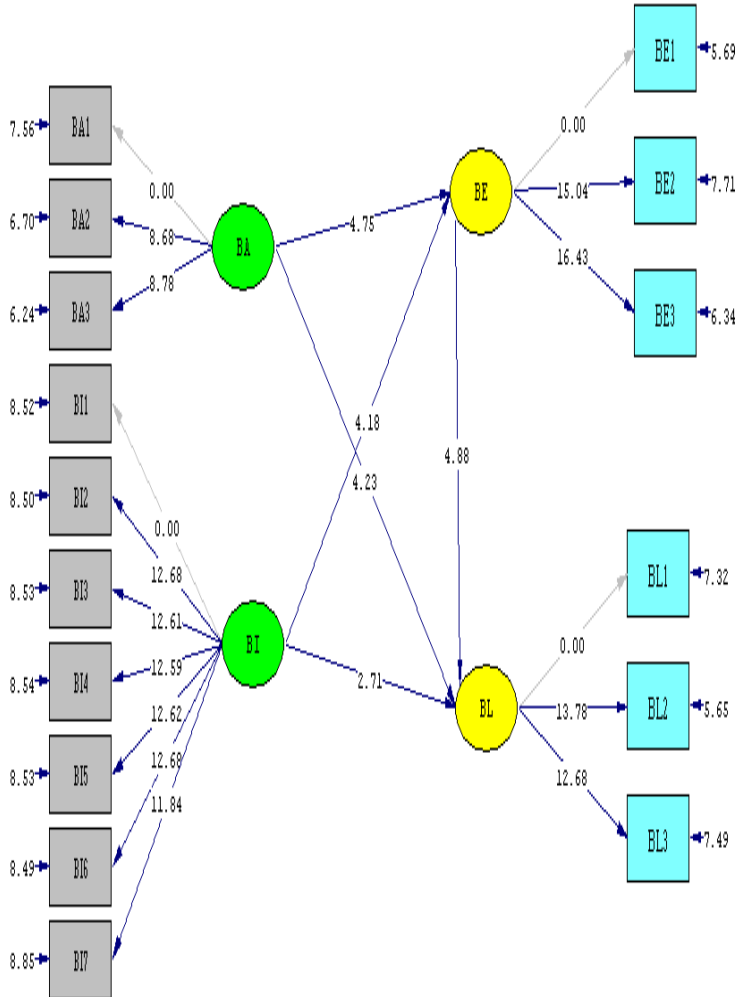
Standardized Solution



Chi-Square=108.78, df=98, P-value=0.21452, RMSEA=0.024

Lampiran 11

t-value



Chi-Square=108.78, df=98, P-value=0.21452, RMSEA=0.024