Lampiran 1

Kuesioner

Kuesioner ini dibuat dalam rangka melakukan penelitian untuk menyelesaikan tugas akhir saya, dengan judul, "Pengaruh *Distribution Intensity*, *Advertising*, dan *Sales Promotion* Terhadap *Brand Awareness*, dan *Brand Equity* pada Produk Sunlight di Surabaya. Saya berharap responden bersedia untuk mengisi kuesioner ini dan memberikan pernyataan yang sesuai dengan pendapat Anda. Atas kesediaannya saya ucapkan terima kasih.

Hormat saya,

Gustian

Petunjuk Pengisian: Berilah tanda (X) pada setiap jawaban Anda.

Karakteristik Responden

1. Jenis kelamin:
   a. Laki-laki b. Perempuan
2. Usia:
   a. 17-23 tahun d. 38-44 tahun
   b. 24-30 tahun e. ≥ 45 tahun
   c. 31-37 tahun
3. Domisili saat ini:
   a. Surabaya b. Luar Surabaya
4. Apakah Anda mengetahui produk Sunlight?
   a. Ya b. Tidak
5. Apakah Anda mengetahui iklan Sunlight?
   a. Ya b. Tidak

Keterangan:

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

No.	Pernyataan	STS	TS	N	S	SS
Distribution Intensity						
1.	Menurut saya banyak toko yang menjual produk Sunlight					
2.	Menurut saya lebih banyak toko yang menjual produk Sunlight daripada merek lain (pesaing).					
3.	Menurut saya produk Sunlight tersebar luas di seluruh wilayah Surabaya.					
Advertising						
1.	Menurut saya produk Sunlight diiklankan secara intensif.					
2.	Menurut saya aktivitas iklan untuk produk Sunlight terlihat lebih mahal dibandingkan aktivitas iklan merek lain (pesaing).					
3.	Menurut saya aktivitas iklan untuk produk Sunlight sering terlihat di mana-mana.					

Sales Promotion						
1.	Menurut saya produk Sunlight sering melakukan undian, kontes dan permainan.					
2.	Menurut saya produk Sunlight sering menawarkan produk kemasan ekstra.					
3.	Menurut saya produk Sunlight sering memberikan bonus (spon cuci piring, cairan cuci piring dalam kemasan kecil, piring) untuk setiap pembelian produk Sunlight.					
Brand Awareness						
1.	Merek Sunlight merupakan yang pertama muncul dalam benak saya ketika diminta menyebutkan merek cairan cuci piring.					
2.	Saya dapat mengingat merek Sunlight sebagai salah satu produk cairan cuci piring.					
3.	Saya dapat mengenali produk merek Sunlight dengan hanya melihat ciri-ciri kemasannya.					
Brand Equity						
1.	Saya lebih sadar merek Sunlight daripada merek lain walaupun					

	kualitas kedua merek ini relatif sama.					
2.	Saya lebih sadar merek Sunlight daripada merek lain walaupun ciri-ciri kedua merek ini relatif sama.					
3.	Saya lebih sadar merek Sunlight daripada merek lain walaupun harga kedua merek ini relatif sama.					

Lampiran 2

Hasil Kuesioner

No	Karakteristik Responden					*Distribution Intensity*			*Advertising*			*Sales Promotion*			*Brand Awareness*			*Brand Equity*		
	JK	U	D	SP	SI	DI 1	DI 2	DI 3	AS 1	AS 2	AS 3	SP 1	SP 2	SP 3	BA 1	BA 2	BA 3	BE 1	BE 2	BE 3
1	2	4	1	1	1	4	4	4	4	4	5	4	4	4	4	4	3	5	4	3
2	2	5	1	1	1	3	4	4	4	5	4	5	5	4	3	4	4	4	4	4
3	2	3	1	1	1	4	4	5	5	5	4	4	4	4	4	5	4	4	4	4
4	2	5	1	1	1	2	2	1	2	1	3	3	3	2	2	2	2	4	3	4
5	2	2	1	1	1	2	2	3	1	1	1	3	3	4	3	3	3	2	2	1
6	2	4	1	1	1	3	5	4	4	4	5	5	4	4	4	3	4	5	4	4
7	2	3	1	1	1	3	1	1	1	1	3	1	3	1	1	1	3	3	3	4
8	2	2	1	1	1	4	4	5	3	4	4	4	5	4	5	4	3	4	4	4
9	2	4	1	1	1	5	4	4	4	5	4	3	4	3	3	4	4	3	4	4
10	2	4	1	1	1	5	4	5	4	4	5	4	4	5	5	4	3	3	4	5
11	2	1	1	1	1	4	3	5	5	3	4	3	5	5	5	3	4	4	4	5

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12	2	4	1	1	1	5	4	4	5	3	4	4	5	4	4	5	4	2	5	5
13	2	3	1	1	1	4	5	3	3	5	4	5	4	4	4	4	5	3	4	5
14	2	2	1	1	1	3	5	4	5	4	4	4	5	5	3	4	4	5	5	5
15	2	5	1	1	1	4	3	4	4	4	4	4	5	4	5	4	5	4	3	4
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21	1	5	1	1	1	4	5	4	4	5	4	4	3	5	5	4	5	5	4	5
22	2	3	1	1	1	4	5	3	4	4	4	4	5	4	5	5	3	4	4	4
23	2	4	1	1	1	3	5	4	3	4	4	5	4	5	5	5	4	4	5	5
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25	2	3	1	1	1	2	1	3	2	1	2	2	2	2	1	2	1	2	1	1
26	2	5	1	1	1	4	5	3	4	4	3	5	3	5	3	4	3	5	4	4
27	2	4	1	1	1	5	5	5	3	4	1	3	4	5	5	5	4	2	4	4
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29	2	5	1	1	1	3	3	4	4	4	5	4	5	2	3	4	4	3	4	3
30	1	4	1	1	1	3	2	4	4	5	4	5	5	4	4	3	4	3	4	4
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33	2	3	1	1	1	3	2	2	2	2	1	1	2	2	2	3	3	1	2	2
34	2	5	1	1	1	2	2	2	3	2	1	2	1	3	2	2	3	2	1	2
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37	2	3	1	1	1	2	2	1	1	2	1	2	2	2	3	2	2	2	2	2
38	2	5	1	1	1	4	4	4	4	5	4	4	5	5	4	5	5	4	5	5
39	1	2	1	1	1	4	4	4	4	4	5	5	4	4	5	2	2	4	5	4
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95	1	2	1	1	1	3	5	4	5	4	4	4	4	2	4	3	4	4	4	3
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101	2	4	1	1	1	1	1	2	2	1	1	2	2	2	1	2	2	2	3	2
102	2	5	1	1	1	3	4	4	4	3	4	5	5	4	4	4	3	4	4	3
103	2	4	1	1	1	5	5	4	5	4	4	4	4	5	5	4	4	2	5	4
104	2	4	1	1	1	3	5	4	4	5	4	3	4	4	4	4	4	4	4	4
105	2	3	1	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
106	2	5	1	1	1	2	2	1	1	2	2	1	1	2	2	2	1	1	1	1
107	2	4	1	1	1	4	5	4	4	5	4	4	5	4	4	4	5	4	4	4
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109	2	4	1	1	1	4	4	4	4	5	4	5	5	4	5	5	5	5	5	4
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111	2	5	1	1	1	4	4	4	4	4	2	2	4	4	5	5	5	4	5	4
112	2	4	1	1	1	2	2	4	4	4	4	4	1	2	2	3	1	1	3	2
113	2	4	1	1	1	4	4	5	4	4	4	2	4	4	4	4	4	4	3	4

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114	2	3	1	1	1	5	5	4	4	3	4	5	3	4	5	4	4	4	3	4
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131	2	5	1	1	1	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4
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136	1	3	1	1	1	4	4	4	4	4	4	4	4	4	4	5	4	5	4	4
137	2	5	1	1	1	4	4	4	4	4	4	4	5	4	4	5	5	5	4	4
138	2	5	1	1	1	4	4	4	4	5	4	4	4	4	3	4	4	3	4	4
139	2	3	1	1	1	4	4	4	4	5	5	4	4	4	4	4	4	4	2	4
140	2	5	1	1	1	5	4	4	5	5	4	4	4	5	4	4	4	5	5	4
141	1	2	1	1	1	4	4	4	5	4	5	4	3	5	4	4	4	4	4	4
142	2	3	1	1	1	4	4	5	4	4	3	3	4	4	3	3	4	4	4	4
143	2	5	1	1	1	4	4	4	3	4	4	4	4	4	4	5	4	4	4	5
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145	2	5	1	1	1	4	5	4	4	4	4	4	4	4	4	4	5	4	5	4
146	2	4	1	1	1	4	4	4	1	1	2	5	5	5	4	2	4	4	2	4
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148	2	3	1	1	1	4	4	5	4	4	4	4	5	5	4	4	4	4	4	4
149	2	2	1	1	1	4	4	1	5	4	5	5	3	4	4	5	5	5	4	4
150	2	3	1	1	1	5	4	4	4	4	4	5	4	5	4	5	5	4	4	4

Keterangan:

JK = Jenis Kelamin

U = Usia

D = Domisili

SP = Status Produk

SI = Status Iklan

Lampiran 3

Statistik Deskriptif

Frequencies

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	13	8.7	8.7	8.7
	Perempuan	137	91.3	91.3	100.0
	Total	150	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-23 tahun	4	2.7	2.7	2.7
	24-30 tahun	11	7.3	7.3	10.0
	31-37 tahun	32	21.3	21.3	31.3
	38-44 tahun	61	40.7	40.7	72.0
	>= 45 tahun	42	28.0	28.0	100.0
	Total	150	100.0	100.0	

Domisili

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Surabaya	150	100.0	100.0	100.0

Status Produk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mengetahui	150	100.0	100.0	100.0

Status Iklan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mengetahui	150	100.0	100.0	100.0

Statistics

		DI1	DI2	DI3	DI
N	Valid	150	150	150	150
	Missing	0	0	0	0
Mean		3.58	3.63	3.68	3.6311
Std. Error of Mean		.091	.097	.089	.07621

Statistics

		AS1	AS2	AS3	AS
N	Valid	150	150	150	150
	Missing	0	0	0	0
Mean		3.83	3.71	3.57	3.7044
Std. Error of Mean		.089	.095	.095	.08183

Statistics

		SP1	SP2	SP3	SP
N	Valid	150	150	150	150
	Missing	0	0	0	0
Mean		3.79	3.73	3.83	3.7844
Std. Error of Mean		.086	.093	.090	.07699

Statistics

		BA1	BA2	BA3	BA
N	Valid	150	150	150	150
	Missing	0	0	0	0
Mean		3.73	3.58	3.68	3.6644
Std. Error of Mean		.085	.090	.090	.07439

Statistics

		BE1	BE2	BE3	BE
N	Valid	150	150	150	150
	Missing	0	0	0	0
Mean		3.65	3.68	3.73	3.6889
Std. Error of Mean		.089	.088	.085	.07379

Lampiran 4

Uji Normalitas

Total Sample Size = 150

Univariate Summary Statistics for Continuous Variables

Variable	Mean	St.Dev.	T-Value	Skewness	Kurtosis	Minimum	Freq.	Maximum	Freq.
DI1	3.580	1.113	39.398	-0.195	-0.478	1.124	7	5.224	30
DI2	3.633	1.190	37.409	-0.220	-0.575	1.233	11	5.293	35
DI3	3.680	1.089	41.394	-0.216	-0.458	1.383	9	5.257	32
AS1	3.833	1.096	42.854	-0.228	-0.337	1.563	11	5.364	37
AS2	3.713	1.166	38.995	-0.220	-0.554	1.435	13	5.333	36
AS3	3.567	1.167	37.440	-0.153	-0.491	1.385	15	5.379	27
SP1	3.787	1.059	43.784	-0.249	-0.325	1.402	7	5.283	35
SP2	3.733	1.139	40.140	-0.264	-0.571	1.323	9	5.248	39
SP3	3.833	1.108	42.383	-0.303	-0.508	1.340	7	5.249	43
BA1	3.733	1.041	43.941	-0.229	-0.268	1.329	6	5.275	31
BA2	3.580	1.101	39.832	-0.198	-0.521	1.159	7	5.179	31
BA3	3.680	1.101	40.934	-0.238	-0.517	1.241	7	5.210	35
BE1	3.653	1.093	40.940	-0.223	-0.478	1.161	6	5.210	33
BE2	3.680	1.083	41.631	-0.235	-0.533	1.287	7	5.181	35
BE3	3.733	1.047	43.672	-0.222	-0.230	1.221	5	5.291	31

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
DI1	-1.003	0.316	-1.450	0.147	3.109	0.211
DI2	-1.126	0.260	-1.895	0.058	4.859	0.088
DI3	-1.106	0.269	-1.362	0.173	3.078	0.215
AS1	-1.168	0.243	-0.886	0.375	2.149	0.341
AS2	-1.126	0.260	-1.793	0.073	4.482	0.106
AS3	-0.788	0.431	-1.504	0.133	2.882	0.237
SP1	-1.270	0.204	-0.842	0.400	2.322	0.313
SP2	-1.346	0.178	-1.876	0.061	5.332	0.070
SP3	-1.536	0.124	-1.581	0.114	4.859	0.088
BA1	-1.171	0.241	-0.640	0.522	1.782	0.410
BA2	-1.014	0.310	-1.639	0.101	3.717	0.156
BA3	-1.219	0.223	-1.621	0.105	4.112	0.128
BE1	-1.143	0.253	-1.449	0.147	3.407	0.182
BE2	-1.200	0.230	-1.696	0.090	4.319	0.115
BE3	-1.137	0.256	-0.512	0.609	1.554	0.460

Relative Multivariate Kurtosis = 1.028

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
32.778	3.567	0.000	262.186	2.548	0.011	19.218	0.000

Lampiran 5

Output Teks

DATE: 5/11/2013
TIME: 14:37

L I S R E L 8.70

BY

Karl G. Jöreskog & Dag Sörbom

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

```
BRAND EQUITY
OBSERVED VARIABEL DI1 DI2 DI3 AS1 AS2 AS3 SP1 SP2 SP3 BA1
BA2 BA3 BE1 BE2 BE3
COVARIANCE MATRIX FROM FILE E:\DATA.COV
SAMPLE SIZE 150
LATENT VARIABLES DISTRIBUTIONINTENSITY
ADVERTISINGSPENDING SALESPROMOTION BRAND_AW
BRAND_EQ
RELATIONSHIPS:
DI1 = 1*DISTRIBUTIONINTENSITY
DI2-DI3 = DISTRIBUTIONINTENSITY
AS1 = 1*ADVERTISINGSPENDING
AS2-AS3 = ADVERTISINGSPENDING
SP1 = 1*SALESPROMOTION
```

SP2-SP3 = SALESPROMOTION
BA1 = 1*BRAND_AW
BA2-BA3 = BRAND_AW
BE1 = 1*BRAND_EQ
BE2-BE3 = BRAND_EQ
BRAND_AW = DISTRIBUTIONINTENSITY
ADVERTISINGSPENDING SALESPROMOTION
BRAND_EQ = BRAND_AW
OPTIONS:SS SC EF RS
PATH DIAGRAM
END OF PROGRAM

Sample Size = 150

BRAND EQUITY

Covariance Matrix

	BA1	BA2	BA3	BE1	BE2	BE3
BA1	1.08					
BA2	0.49	1.21				
BA3	0.58	0.63	1.21			
BE1	0.42	0.50	0.49	1.19		
BE2	0.47	0.47	0.55	0.57	1.17	
BE3	0.37	0.56	0.47	0.49	0.58	1.10
DI1	0.37	0.53	0.42	0.22	0.36	0.62
DI2	0.51	0.51	0.47	0.44	0.43	0.58
DI3	0.43	0.54	0.35	0.40	0.41	0.48
AS1	0.39	0.37	0.41	0.47	0.40	0.46
AS2	0.41	0.45	0.50	0.44	0.54	0.47
AS3	0.42	0.24	0.29	0.40	0.33	0.48
SP1	0.42	0.43	0.39	0.51	0.41	0.39
SP2	0.50	0.55	0.55	0.47	0.49	0.47
SP3	0.42	0.43	0.43	0.49	0.39	0.52

Covariance Matrix

	DI1	DI2	DI3	AS1	AS2	AS3
DI1	1.24					

DI2	0.72	1.42				
DI3	0.51	0.43	1.19			
AS1	0.32	0.24	0.33	1.20		
AS2	0.53	0.47	0.47	0.59	1.36	
AS3	0.29	0.37	0.33	0.65	0.69	1.36
SP1	0.43	0.43	0.54	0.34	0.47	0.51
SP2	0.35	0.36	0.48	0.25	0.40	0.40
SP3	0.54	0.56	0.39	0.39	0.41	0.27

Covariance Matrix

	SP1	SP2	SP3
SP1	1.12		
SP2	0.61	1.30	
SP3	0.54	0.65	1.23

BRAND EQUITY

Number of Iterations = 12

LISREL Estimates (Maximum Likelihood)

Measurement Equations

BA1 = 1.00*BRAND_AW, Errorvar.= 0.64 , R^2 = 0.41
(0.083)
7.72

BA2 = 1.13*BRAND_AW, Errorvar.= 0.65 , R^2 = 0.47
(0.16) (0.086)
6.97 7.48

BA3 = 1.11*BRAND_AW, Errorvar.= 0.67 , R^2 = 0.45
(0.16) (0.088)
6.86 7.56

BE1 = 1.00*BRAND_EQ, Errorvar.= 0.70 , R^2 = 0.41

(0.094)
7.43

BE2 = 1.06*BRAND_EQ, Errorvar.= 0.62 , R^2 = 0.47
(0.15) (0.087)
6.83 7.07

BE3 = 1.09*BRAND_EQ, Errorvar.= 0.51 , R^2 = 0.53
(0.15) (0.078)
7.14 6.58

DI1 = 1.00*DISTRIBU, Errorvar.= 0.64 , R^2 = 0.49
(0.097)
6.53

DI2 = 1.03*DISTRIBU, Errorvar.= 0.78 , R^2 = 0.45
(0.15) (0.11)
6.82 6.83

DI3 = 0.87*DISTRIBU, Errorvar.= 0.73 , R^2 = 0.39
(0.14) (0.10)
6.40 7.28

AS1 = 1.00*ADVERTIS, Errorvar.= 0.65 , R^2 = 0.46
(0.098)
6.59

AS2 = 1.16*ADVERTIS, Errorvar.= 0.62 , R^2 = 0.54
(0.17) (0.11)
6.85 5.75

AS3 = 1.07*ADVERTIS, Errorvar.= 0.73 , R^2 = 0.46
(0.16) (0.11)
6.55 6.56

SP1 = 1.00*SALESPRO, Errorvar.= 0.58 , R^2 = 0.49
(0.085)
6.75

SP2 = 1.10*SALESPRO, Errorvar.= 0.64 , R^2 = 0.51

(0.15) (0.097)
7.29 6.55

SP3 = 1.04*SALESPRO, Errorvar.= 0.63 , R^2 = 0.48
(0.15) (0.094)
7.14 6.77

Structural Equations

BRAND_AW = 0.36*DISTRIBU + 0.21*ADVERTIS + 0.33*SALESPRO, Errorvar.= 0.072 , R^2 = 0.84
(0.15) (0.10) (0.15) (0.032)
2.42 2.10 2.21 2.24

BRAND_EQ = 0.99*BRAND_AW, Errorvar.= 0.062 , R^2 = 0.87
(0.16) (0.043)
6.30 1.43

Reduced Form Equations

BRAND_AW = 0.36*DISTRIBU + 0.21*ADVERTIS + 0.33*SALESPRO, Errorvar.= 0.072, R^2 = 0.84
(0.15) (0.10) (0.15)
2.42 2.10 2.21

BRAND_EQ = 0.36*DISTRIBU + 0.21*ADVERTIS + 0.32*SALESPRO, Errorvar.= 0.13, R^2 = 0.73
(0.15) (0.10) (0.15)
2.41 2.09 2.20

Covariance Matrix of Independent Variables

	DISTRIBU	ADVERTIS	SALESPRO
DISTRIBU	0.60		
	(0.14)		
	4.34		

ADVERTIS	0.36	0.55	
	(0.08)	(0.13)	
	4.32	4.14	
SALESPRO	0.44	0.34	0.54
	(0.09)	(0.08)	(0.12)
	4.95	4.32	4.41

Covariance Matrix of Latent Variables

	BRAND_AW	BRAND_EQ	DISTRIBU	ADVERTIS	SALESPRO
BRAND_AW	0.45				
BRAND_EQ	0.44	0.49			
DISTRIBU	0.44	0.44	0.60		
ADVERTIS	0.36	0.36	0.36	0.55	
SALESPRO	0.41	0.41	0.44	0.34	0.54

Goodness of Fit Statistics

Degrees of Freedom = 83
Minimum Fit Function Chi-Square = 141.30 (P = 0.00)
Normal Theory Weighted Least Squares Chi-Square = 130.90 (P = 0.00063)
Estimated Non-centrality Parameter (NCP) = 47.90
90 Percent Confidence Interval for NCP = (20.69 ; 83.03)

Minimum Fit Function Value = 0.95
Population Discrepancy Function Value (F0) = 0.32
90 Percent Confidence Interval for F0 = (0.14 ; 0.56)
Root Mean Square Error of Approximation (RMSEA) = 0.062
90 Percent Confidence Interval for RMSEA = (0.041 ; 0.082)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.16

Expected Cross-Validation Index (ECVI) = 1.38
90 Percent Confidence Interval for ECVI = (1.19 ; 1.61)
ECVI for Saturated Model = 1.61

ECVI for Independence Model = 15.40

Chi-Square for Independence Model with 105 Degrees of Freedom = 2264.01

Independence AIC = 2294.01
Model AIC = 204.90
Saturated AIC = 240.00
Independence CAIC = 2354.17
Model CAIC = 353.29
Saturated CAIC = 721.28

Normed Fit Index (NFI) = 0.94
Non-Normed Fit Index (NNFI) = 0.97
Parsimony Normed Fit Index (PNFI) = 0.74
Comparative Fit Index (CFI) = 0.97
Incremental Fit Index (IFI) = 0.97
Relative Fit Index (RFI) = 0.92

Critical N (CN) = 123.20

Root Mean Square Residual (RMR) = 0.066
Standardized RMR = 0.054
Goodness of Fit Index (GFI) = 0.90
Adjusted Goodness of Fit Index (AGFI) = 0.85
Parsimony Goodness of Fit Index (PGFI) = 0.62

BRAND EQUITY

Fitted Covariance Matrix

	BA1	BA2	BA3	BE1	BE2	BE3
BA1	1.08					
BA2	0.50	1.21				
BA3	0.49	0.56	1.21			
BE1	0.44	0.49	0.49	1.19		
BE2	0.46	0.52	0.51	0.52	1.17	
BE3	0.48	0.54	0.53	0.54	0.57	1.10
DI1	0.44	0.50	0.49	0.44	0.46	0.47
DI2	0.45	0.51	0.50	0.45	0.47	0.49

DI3	0.38	0.43	0.43	0.38	0.40	0.41
AS1	0.36	0.41	0.40	0.36	0.38	0.39
AS2	0.42	0.47	0.46	0.41	0.44	0.45
AS3	0.39	0.43	0.43	0.38	0.40	0.41
SP1	0.41	0.46	0.46	0.41	0.43	0.44
SP2	0.45	0.51	0.50	0.45	0.47	0.49
SP3	0.43	0.48	0.48	0.42	0.45	0.46

Fitted Covariance Matrix

	DI1	DI2	DI3	AS1	AS2	AS3
DI1	1.24					
DI2	0.62	1.41				
DI3	0.52	0.54	1.19			
AS1	0.36	0.37	0.32	1.20		
AS2	0.42	0.43	0.37	0.64	1.36	
AS3	0.39	0.40	0.34	0.59	0.68	1.36
SP1	0.44	0.46	0.39	0.34	0.39	0.36
SP2	0.49	0.50	0.42	0.37	0.43	0.40
SP3	0.46	0.47	0.40	0.35	0.41	0.38

Fitted Covariance Matrix

	SP1	SP2	SP3
SP1	1.12		
SP2	0.60	1.30	
SP3	0.57	0.63	1.23

Fitted Residuals

	BA1	BA2	BA3	BE1	BE2	BE3
BA1	0.00					
BA2	-0.01	0.00				
BA3	0.08	0.07	0.00			
BE1	-0.02	0.01	0.00	0.00		
BE2	0.01	-0.05	0.04	0.04	0.00	
BE3	-0.10	0.02	-0.05	-0.04	0.01	0.00
DI1	-0.07	0.03	-0.07	-0.22	-0.10	0.14

DI2	0.05	-0.01	-0.04	-0.01	-0.04	0.10
DI3	0.04	0.11	-0.07	0.02	0.01	0.07
AS1	0.03	-0.04	0.01	0.11	0.02	0.07
AS2	-0.01	-0.02	0.03	0.02	0.10	0.03
AS3	0.03	-0.20	-0.14	0.02	-0.07	0.07
SP1	0.00	-0.03	-0.06	0.10	-0.02	-0.05
SP2	0.04	0.04	0.05	0.03	0.02	-0.02
SP3	-0.01	-0.05	-0.05	0.06	-0.06	0.06

Fitted Residuals

	DI1	DI2	DI3	AS1	AS2	AS3
DI1	0.00					
DI2	0.10	0.00				
DI3	-0.02	-0.11	0.00			
AS1	-0.05	-0.13	0.01	0.00		
AS2	0.11	0.04	0.11	-0.05	0.00	
AS3	-0.09	-0.03	0.00	0.06	0.00	0.00
SP1	-0.01	-0.02	0.16	0.00	0.08	0.14
SP2	-0.14	-0.14	0.05	-0.13	-0.03	0.01
SP3	0.08	0.08	-0.01	0.04	0.00	-0.11

Fitted Residuals

	SP1	SP2	SP3
SP1	0.00		
SP2	0.01	0.00	
SP3	-0.03	0.02	0.00

Summary Statistics for Fitted Residuals

Smallest Fitted Residual = -0.22
Median Fitted Residual = 0.00
Largest Fitted Residual = 0.16

Stemleaf Plot

-20|7
-18|9

j

-16|
-14|4
-12|9898
-10|3243
- 8|5
- 6|31003
- 4|5432187532
- 2|973110330
- 0|8762221175330000000000000000
 0|1234567791126789
 2|035567125678
 4|034572569
 6|3822356
 8|34689
10|05661
12|
14|458

Standardized Residuals

	BA1	BA2	BA3	BE1	BE2	BE3
BA1	- -					
BA2	-0.27	- -				
BA3	1.81	1.61	- -			
BE1	-0.38	0.13	0.06	- -		
BE2	0.12	-1.15	0.76	1.05	- -	
BE3	-2.45	0.43	-1.27	-1.25	0.23	- -
DI1	-1.38	0.62	-1.30	-3.66	-1.85	2.87
DI2	0.94	-0.09	-0.62	-0.16	-0.68	1.73
DI3	0.78	1.87	-1.23	0.39	0.18	1.32
AS1	0.42	-0.64	0.14	1.67	0.31	1.27
AS2	-0.19	-0.38	0.57	0.35	1.57	0.44
AS3	0.48	-3.10	-2.13	0.23	-1.05	1.10
SP1	0.08	-0.60	-1.20	1.72	-0.34	-1.05
SP2	0.82	0.73	0.84	0.44	0.30	-0.32
SP3	-0.13	-0.94	-0.82	1.04	-0.97	1.07

Standardized Residuals

	DI1	DI2	DI3	AS1	AS2	AS3

DI1	- -					
DI2	2.81	- -				
DI3	-0.42	-2.50	- -			
AS1	-0.76	-1.89	0.18	- -		
AS2	1.76	0.57	1.61	-1.75	- -	
AS3	-1.44	-0.46	-0.04	1.68	0.07	- -
SP1	-0.21	-0.40	2.81	0.01	1.29	2.25
SP2	-2.56	-2.40	0.87	-2.02	-0.50	0.08
SP3	1.39	1.40	-0.21	0.59	-0.05	-1.67

Standardized Residuals

	SP1	SP2	SP3
SP1	- -		
SP2	0.34	- -	
SP3	-0.91	0.57	- -

Summary Statistics for Standardized Residuals

Smallest Standardized Residual = -3.66
Median Standardized Residual = 0.00
Largest Standardized Residual = 2.87

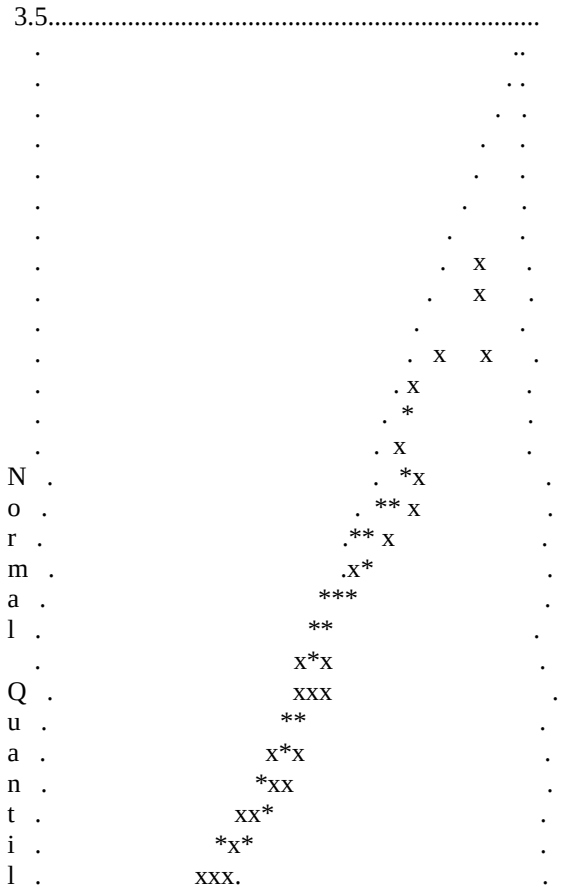
Stemleaf Plot

- 3|7
- 3|1
- 2|655
- 2|410
- 1|9987
- 1|44333221100
- 0|9988766655
- 0|444433322221100000000000000000
0|11111112222333444444
0|5666667888899
1|011133344
1|6667777889
2|2
2|889

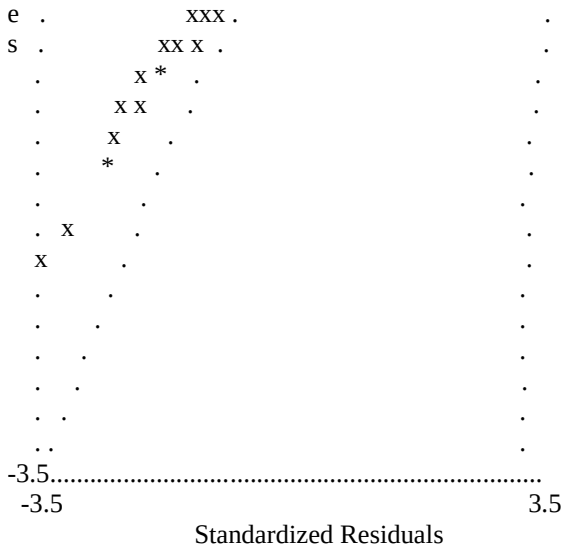
Largest Negative Standardized Residuals
Residual for DI1 and BE1 -3.66
Residual for AS3 and BA2 -3.10
Largest Positive Standardized Residuals
Residual for DI1 and BE3 2.87
Residual for DI2 and DI1 2.81
Residual for SP1 and DI3 2.81

BRAND EQUITY

Qplot of Standardized Residuals



m



The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
DI1	BE1	13.3	-0.24
DI1	BE3	10.8	0.19
DI2	DI1	7.9	0.26

BRAND EQUITY

Standardized Solution

LAMBDA-Y

	BRAND_AW	BRAND_EQ
BA1	0.67	- -
BA2	0.75	- -
BA3	0.74	- -
BE1	- -	0.70
BE2	- -	0.74
BE3	- -	0.76

LAMBDA-X

	DISTRIBU	ADVERTIS	SALESPRO
DI1	0.78	- -	- -
DI2	0.80	- -	- -
DI3	0.68	- -	- -
AS1	- -	0.74	- -
AS2	- -	0.86	- -
AS3	- -	0.79	- -
SP1	- -	- -	0.74
SP2	- -	- -	0.81
SP3	- -	- -	0.77

BETA

	BRAND_AW	BRAND_EQ
BRAND_AW	- -	- -
BRAND_EQ	0.94	- -

GAMMA

	DISTRIBU	ADVERTIS	SALESPRO
BRAND_AW	0.42	0.24	0.36
BRAND_EQ	- -	- -	- -

Correlation Matrix of ETA and KSI

	BRAND_AW	BRAND_EQ	DISTRIBU	ADVERTIS	SALESPRO
BRAND_AW	1.00				
BRAND_EQ	0.94	1.00			
DISTRIBU	0.85	0.80	1.00		
ADVERTIS	0.73	0.68	0.63	1.00	
SALESPRO	0.84	0.78	0.77	0.62	1.00

PSI

Note: This matrix is diagonal.

	BRAND_AW	BRAND_EQ
	0.16	0.13

Regression Matrix ETA on KSI (Standardized)

	DISTRIBU	ADVERTIS	SALESPRO
BRAND_AW	0.42	0.24	0.36
BRAND_EQ	0.40	0.22	0.34

BRAND EQUITY

Completely Standardized Solution

LAMBDA-Y

	BRAND_AW	BRAND_EQ
BA1	0.64	- -
BA2	0.68	- -
BA3	0.67	- -
BE1	- -	0.64
BE2	- -	0.69
BE3	- -	0.73

LAMBDA-X

	DISTRIBU	ADVERTIS	SALESPRO
DI1	0.70	- -	- -
DI2	0.67	- -	- -
DI3	0.62	- -	- -
AS1	- -	0.68	- -
AS2	- -	0.74	- -
AS3	- -	0.68	- -
SP1	- -	- -	0.70
SP2	- -	- -	0.71
SP3	- -	- -	0.70

BETA

	BRAND_AW	BRAND_EQ
BRAND_AW	- -	- -
BRAND_EQ	0.94	- -

GAMMA

	DISTRIBU	ADVERTIS	SALESPRO
BRAND_AW	0.42	0.24	0.36
BRAND_EQ	- -	- -	- -

Correlation Matrix of ETA and KSI

	BRAND_AW	BRAND_EQ	DISTRIBU	ADVERTIS	SALESPRO
BRAND_AW	1.00				
BRAND_EQ	0.94	1.00			
DISTRIBU	0.85	0.80	1.00		
ADVERTIS	0.73	0.68	0.63	1.00	
SALESPRO	0.84	0.78	0.77	0.62	1.00

PSI
Note: This matrix is diagonal.

BRAND_AW	BRAND_EQ
0.16	0.13

THETA-EPS

BA1	BA2	BA3	BE1	BE2	BE3
0.59	0.53	0.55	0.59	0.53	0.47

THETA-DELTA

DI1	DI2	DI3	AS1	AS2	AS3

0.51 0.55 0.61 0.54 0.46 0.54

THETA-DELTA

SP1	SP2	SP3
0.51	0.49	0.52

Regression Matrix ETA on KSI (Standardized)

	DISTRIBU	ADVERTIS	SALESPRO
BRAND_AW	0.42	0.24	0.36
BRAND_EQ	0.40	0.22	0.34

BRAND EQUITY

Total and Indirect Effects

Total Effects of KSI on ETA

	DISTRIBU	ADVERTIS	SALESPRO
BRAND_AW	0.36	0.21	0.33
	(0.15)	(0.10)	(0.15)
	2.42	2.10	2.21
BRAND_EQ	0.36	0.21	0.32
	(0.15)	(0.10)	(0.15)
	2.41	2.09	2.20

Indirect Effects of KSI on ETA

	DISTRIBU	ADVERTIS	SALESPRO
BRAND_AW	- -	- -	- -
BRAND_EQ	0.36	0.21	0.32
	(0.15)	(0.10)	(0.15)
	2.41	2.09	2.20

r

Total Effects of ETA on ETA

	BRAND_AW	BRAND_EQ
BRAND_AW	- -	- -
BRAND_EQ	0.99	- -
	(0.16)	
	6.30	

Largest Eigenvalue of B*B' (Stability Index) is 0.971

Total Effects of ETA on Y

	BRAND_AW	BRAND_EQ
BA1	1.00	- -
BA2	1.13	- -
	(0.16)	
	6.97	
BA3	1.11	- -
	(0.16)	
	6.86	
BE1	0.99	1.00
	(0.16)	
	6.30	
BE2	1.04	1.06
	(0.16)	(0.15)
	6.63	6.83
BE3	1.07	1.09
	(0.15)	(0.15)
	6.94	7.14

Indirect Effects of ETA on Y

	BRAND_AW	BRAND_EQ
BA1	- -	- -
BA2	- -	- -
BA3	- -	- -
BE1	0.99	- -
	(0.16)	
	6.30	
BE2	1.04	- -
	(0.16)	
	6.63	
BE3	1.07	- -
	(0.15)	
	6.94	

Total Effects of KSI on Y

	DISTRIBU	ADVERTIS	SALESPRO
BA1	0.36	0.21	0.33
	(0.15)	(0.10)	(0.15)
	2.42	2.10	2.21
BA2	0.41	0.24	0.37
	(0.17)	(0.11)	(0.17)
	2.44	2.11	2.22
BA3	0.40	0.24	0.36
	(0.17)	(0.11)	(0.16)
	2.43	2.10	2.22
BE1	0.36	0.21	0.32

	(0.15)	(0.10)	(0.15)
	2.41	2.09	2.20
BE2	0.38	0.22	0.34
	(0.16)	(0.11)	(0.15)
	2.42	2.10	2.21
BE3	0.39	0.23	0.35
	(0.16)	(0.11)	(0.16)
	2.44	2.11	2.22

BRAND EQUITY

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	DISTRIBU	ADVERTIS	SALESPRO
BRAND_AW	0.42	0.24	0.36
BRAND_EQ	0.40	0.22	0.34

Standardized Indirect Effects of KSI on ETA

	DISTRIBU	ADVERTIS	SALESPRO
BRAND_AW	- -	- -	- -
BRAND_EQ	0.40	0.22	0.34

Standardized Total Effects of ETA on ETA

	BRAND_AW	BRAND_EQ
BRAND_AW	- -	- -
BRAND_EQ	0.94	- -

Standardized Total Effects of ETA on Y

	BRAND_AW	BRAND_EQ

BA1	0.67	- -
BA2	0.75	- -
BA3	0.74	- -
BE1	0.66	0.70
BE2	0.70	0.74
BE3	0.71	0.76

Completely Standardized Total Effects of ETA on Y

	BRAND_AW	BRAND_EQ
BA1	0.64	- -
BA2	0.68	- -
BA3	0.67	- -
BE1	0.60	0.64
BE2	0.64	0.69
BE3	0.68	0.73

Standardized Indirect Effects of ETA on Y

	BRAND_AW	BRAND_EQ
BA1	- -	- -
BA2	- -	- -
BA3	- -	- -
BE1	0.66	- -
BE2	0.70	- -
BE3	0.71	- -

Completely Standardized Indirect Effects of ETA on Y

	BRAND_AW	BRAND_EQ
BA1	- -	- -
BA2	- -	- -
BA3	- -	- -
BE1	0.60	- -
BE2	0.64	- -
BE3	0.68	- -

Standardized Total Effects of KSI on Y

	DISTRIBU	ADVERTIS	SALESPRO
BA1	0.28	0.16	0.24
BA2	0.32	0.18	0.27
BA3	0.31	0.18	0.27
BE1	0.28	0.16	0.24
BE2	0.30	0.17	0.25
BE3	0.30	0.17	0.26

Completely Standardized Total Effects of KSI on Y

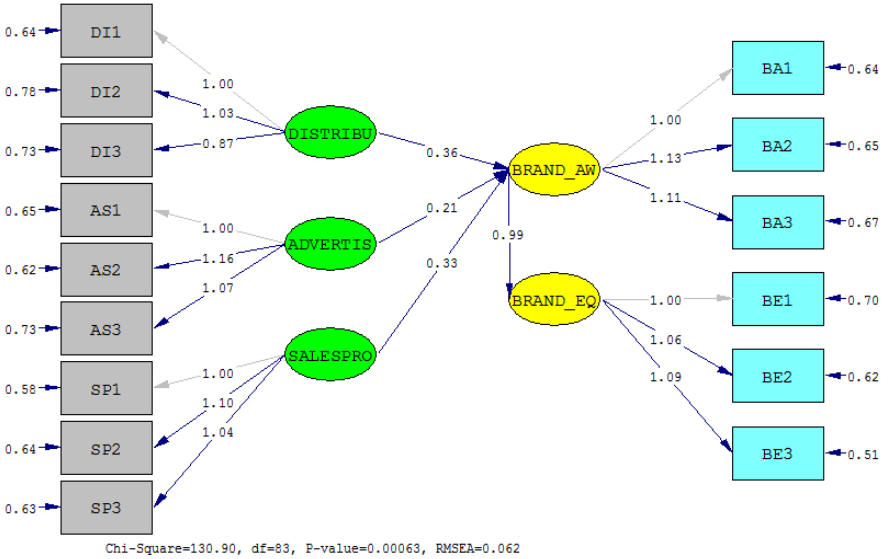
	DISTRIBU	ADVERTIS	SALESPRO
BA1	0.27	0.15	0.23
BA2	0.29	0.16	0.25
BA3	0.28	0.16	0.24
BE1	0.25	0.14	0.22
BE2	0.27	0.15	0.23
BE3	0.29	0.16	0.25

Time used: 0.047 Seconds

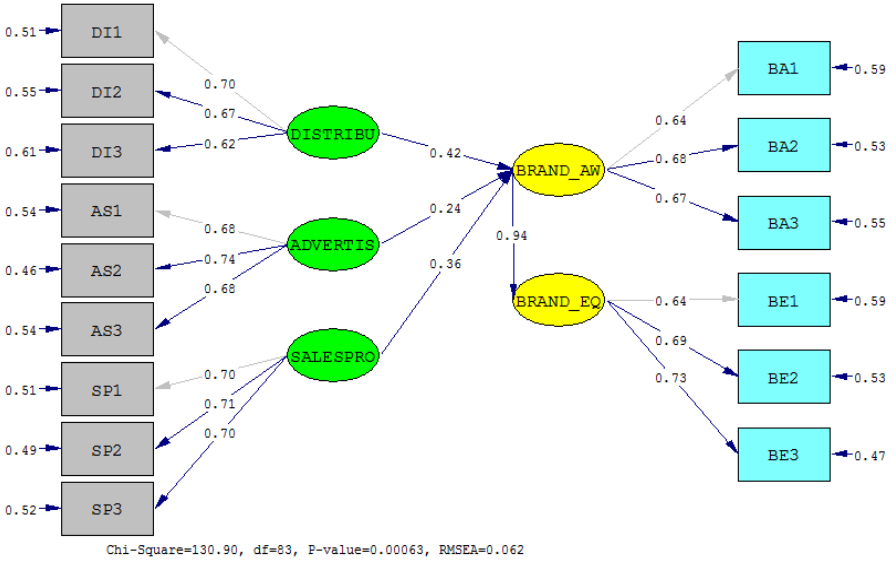
Lampiran 6

Path Diagram

Estimates

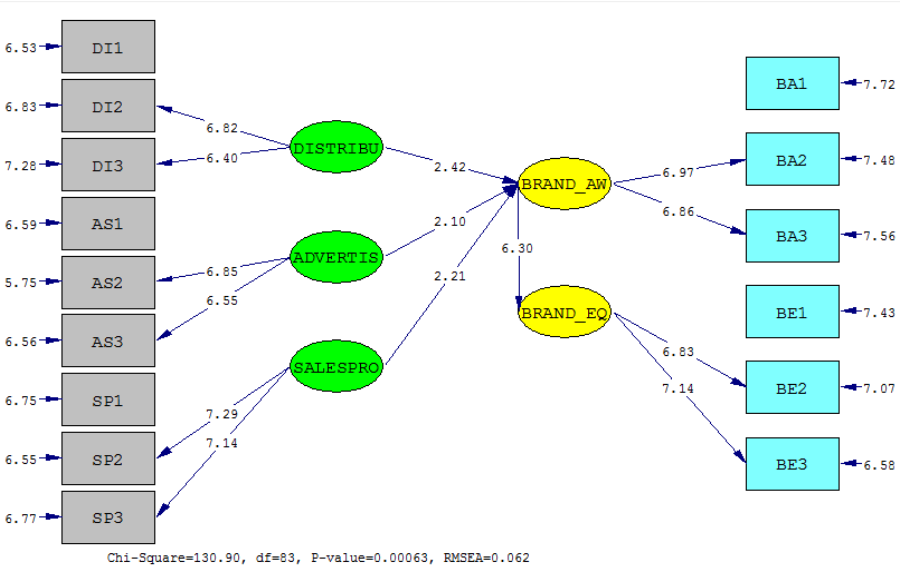


Standardized Solution



b

T-*values*


6.53
DI1
6.83
DI2
7.28
DI3
6.59
AS1
5.75
AS2
6.56
AS3
6.75
SP1
6.55
SP2
6.77
SP3
6.82
6.40
6.85
6.55
7.29
7.14
DISTRIBU
ADVERTIS
SALESPRO
2.42
2.10
2.21
6.30
BRAND_AW
BRAND_EQ
6.97
6.86
6.83
7.14
BA1
BA2
BA3
BE1
BE2
BE3
7.72
7.48
7.56
7.43
7.07
6.58
Chi-Square=130.90, df=83, P-value=0.00063, RMSEA=0.062