BAB 5
SIMPULAN DAN SARAN

5.1 Kesimpulan

Berdasarkan hasil analisis dan pembahasan yang telah dilakukan, maka kesimpulan dari penelitian ini adalah sebagai berikut :

1. Berdasarkan analisis data yang dilakukan, menunjukkan bahwa *Brand Equity* memiliki pengaruh yang positif dan signifikan terhadap proses keputusan pembelian. Maka, hipotesis yang menyatakan bahwa variabel *Brand Equity* berpengaruh positif dan signifikan terhadap variabel proses keputusan pembelian diterima. Pengaruh positif tersebut dapat diartikan bahwa sermakin baik kekuatan merek (*Brand Equity*) maka akan meningkatkan proses keputusan pembelian konsumen pada Pond's. Dalam hal ini kekuatan merek yang tinggi akna dapat menurunkan potensi konsumen melakukan perpindahan merek pada produk lain.
2. Berdasarkan jawaban responden terhadap setiap pernyataan mengenai indikator pembentuk *Brand Equity* diketahui bahwa rata-rata responden menyatakan setuju. Berdasarkan analisis data yang dilakukan, diketahui bahwa indikator *Brand Loyalty* menjadi indikator yang paling dominan dalam membentuk *Brand equity* produk Pond's pada konsumen di Surabaya. Hasil analisis sesuai dengan teori menurut Aaker (1997), yang menjelaskan bahwa loyalitas merek adalah ukuran dari kesetiaan konsumen dan merupakan inti dari *Brand Equity* yang menjadi gagasan sentral dalam pemasaran, karena hal ini merupakan suatu ukuran keterkaitan seorang konsumen pada sebuah merek.

3. Berdasarkan jawaban responden terhadap setiap pernyataan mengenai indikator proses keputusan membeli diketahui bahwa rata-rata responden menyatakan setuju. Berdasarkan anaisis data yang dilakukan, diketahui bahwa indikator keputusan membeli menjadi indikator yang paling dominan dalam menjelaskan proses keputusan membeli Pond's pada konsumen di Surabaya. Hal ini berarti untuk produk perawatan wajah, konsumen cenderung mencoba produk terlebih dulu untuk mengetahui kualitas produk. Kemudian konsumen baru akan mencari alternatif dan informasi mengenai produk perawatan wajah selain Pond's dan yang terakhir adalah perilaku pasca pembelian konsumen. Perilak paca pembelian menjadi idikator terakhir dalam proses keputusan pembelian, karena dalm indikator ini terdapat kepuassan dan ketidakpuasan konsumen yang akan mennetukan tindakan selanjutnya pada konsumen yaitu menentukan untuk membeli kembali atau beralih pada produk lain dan merekomendasikan Pond's pada orang lain.

5.2. Saran

Sebagai implikasi dari hasil penelitian ini, dapat dikemukakan beberapa saran sebagai berikut:

5.2.1 Saran Akademik

Bagi peneliti yang ingin melakukan penelitian sejenis atau lebih lanjut, diharapkan dapat mengembangkan variabel-variabel penelitian, karena terdapat variabel lain yang belum disertakan dalam penelitian ini, seperti: citra dan sikap merek yang dapat mengevaluasi keseluruhan merek untuk mengetahui kualitas dan kepuasan pada suatu produk sehingga dapat meningkatkan *Brand Equity* dan keputusan pembelian.

5.2.2 Saran Praktis

Berdasarkan hasil penelitian, peneliti dapat memberikan saran-saran praktis sebagai berikut:

1. Perusahaan perlu memperhatikan dimensi-dimensi pembentuk ekuitas merek (*Brand Equity*) sehingga perusahaan secara berkala dapat mengetahui sikap konsumen pada produk merek Pond's agar konsumen tidak berpindah kemerek produk perawatan wajah yang lain.
2. Perusahaan perlu meningkatkan kekuatan merek dalam hal asosiasi dan persepsi kualitas untuk memenuhi keinginan konsumen supaya muncul kesadaran merek pada benak konsumen.
3. Perusahaan perlu memperhatikan kualitas produk karena konsumen Pond's cenderung mencoba produk terlebih dahulu, sehingga dengan kualitas yang baik maka akan menimbulkan persepsi yang baik pada produk tersebut. Dalam hal ini akan menentukan tingkat kepuasan konsumen dan menentukan perilaku konsumen pasca pembelian.

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Lampiran 1. Kuesioner Penelitian

KUESIONER

Kepada : Yth. Responden

Saya mahasiswa Universitas Katolik Widya Mandala Surabaya Jurusan Manajemen, mengharapkan kesediaan Saudara/Saudari untuk mengisi kuesioner dibawah ini. Pada saat ini saya sedang melakukan penelitian tentang Analisis Pengaruh *Brand Equity* Terhadap Proses Keputusan Pembelian Pada Produk Merek Pond's di Kota Surabaya.

Penelitian ini dilakukan dalam rangka menyelesaikan tugas akhir pada Universitas Katolik Widya Mandala Surabaya.

Terima kasih atas partisipasi Anda menjadi salah satu peserta survey dan secara sukarela mengisi kuesioner ini.

Peneliti

Maret 2013

I. Identifikasi Responden

1. Anda berjenis kelamin....

a. Laki-laki b. Perempuan

2. Usia Anda saat ini.....
   a. 20 - 30 tahun
   b. 31 - 50 tahun
   c. 50 tahun
3. Memakai Pond's dalam enam bulan terakhir....
   a. Ya b. Tidak

KUESIONER

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

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

Pernyataan		STS	TS	N	S	SS
Variabel Eksogen						
Kesadaran Merek						
1	Saya mengetahui merek Pond's sebagai produk kosmetik					
2	Media iklan yang digunakan Pond's dapat diketahui dengan mudah oleh konsumen					
3	Kegiatan promosi Pond's dapat menarik minat beli konsumen					
Pereived Quality						
4	Pond's memiliki kinerja produk yang tinggi					
5	Menurut saya secara keseluruhan produk dari Pond's sempurna					
6	Saya merasa bangga dalam memakai Pond's					

Pernyataan		STS	TS	N	S	SS
Brand Association						
7	Harga dari produk Pond's sesuai dengan kualitas yang diberikan					
8	Saya yakin produk Pond's aman untuk digunakan					
9	Saya bisa membeli produk Pond's dengan mudah					
Loyalitas Merek						
10	Pond's menjadi prioritas pertama saya dalam memilih produk kosmetik					
11	Saya akan membeli produk Pond's dikemudian hari					
12	Saya tidak akan berpindah ke merek selain Pond's					

Pernyataan		STS	TS	N	S	SS
Variabel Endogen						
Keputusan Pembelian						
a. Pengenalan Masalah						
13	Saya memakai Pond's karena dapat memenuhi kebutuhan saya					
14	Pond's bukan termasuk produk komoditas					
15	Pond's adalah produk perawatan wajah yang berkualitas					
b. Pencarian Informasi						
16	Saya tidak mendapatkan hambatan dalam memperoleh informasi tentang Pond's					
17	Saya selalu mengamati produk Pond's berdasar variannya					
18	Saya tahu berbagai media promosi yang digunakan oleh Pond's					
c. Evaluasi Alternatif						
19	Menurut saya Pond's memiliki nilai prestise yang baik					
20	Harga beli Pond's dapat dijangkau secara umum					
21	Pond's memiliki standar kualitas yang tinggi					
d. Keputusan Pembelian						
22	Saya membeli produk Pond's karena banyak yang memakai Pond's					
23	Saya membeli Pond's karena keinginan sendiri					
24	Saya selalu membeli Pond's dengan rutin					
e. Perilaku Pasca Pembelian						
25	Menurut saya kualitas Pond's sangat baik					
26	Saya akan merekomendasikan merek Pond's ke pihak lain					
27	Pond's tidak pernah mengecewakan konsumen					

Lampiran 2

JAWABAN RESPONDEN TENTANG VARIABEL YANG DITELITI

Resp	X											
	$X_{1.1}$	$X_{1.2}$	$X_{1.3}$	$X_{1.4}$	$X_{1.5}$	$X_{1.6}$	$X_{1.7}$	$X_{1.8}$	$X_{1.9}$	$X_{1.10}$	$X_{1.11}$	$X_{1.12}$
1	4	4	4	4	5	4	5	5	4	4	4	4
2	4	5	4	4	4	4	5	4	5	5	5	5
3	5	5	4	4	5	4	5	5	4	4	4	4
4	4	4	4	4	5	5	5	5	4	4	5	5
5	4	4	3	4	4	4	5	4	4	4	4	4
6	4	5	4	4	4	4	4	4	4	5	4	4
7	4	4	3	4	5	4	4	4	4	4	5	4
8	4	5	4	4	5	5	5	5	4	5	4	4
9	4	4	4	4	5	5	5	5	4	5	5	5
10	3	3	2	3	3	3	4	4	3	4	3	3
11	4	4	4	5	5	5	4	5	4	5	4	4
12	4	4	4	4	5	5	5	5	5	5	5	5
13	4	4	3	4	5	4	5	5	4	4	4	4
14	4	3	4	4	5	5	4	4	4	4	4	4
15	4	5	4	4	4	4	4	4	4	5	4	4
16	4	5	4	4	4	5	4	4	4	4	4	4
17	2	2	2	2	3	3	2	3	3	3	3	3
18	4	4	5	4	4	5	5	5	5	4	4	4
19	4	4	3	4	4	5	5	5	4	4	4	4
20	2	3	3	2	3	3	3	3	2	3	3	3
21	2	3	2	2	3	3	2	3	2	3	3	2
22	4	4	5	4	4	4	4	5	4	5	5	5
23	4	5	3	4	4	4	4	4	4	5	5	5

Lampiran 2 (Lanjutan)

Resp	X											
	$X_{1.1}$	$X_{1.2}$	$X_{1.3}$	$X_{1.4}$	$X_{1.5}$	$X_{1.6}$	$X_{1.7}$	$X_{1.8}$	$X_{1.9}$	$X_{1.10}$	$X_{1.11}$	$X_{1.12}$
24	4	5	4	4	5	5	5	5	4	5	5	5
25	4	5	4	4	5	5	5	5	4	4	4	4
26	4	5	5	5	5	4	5	5	4	5	4	4
27	4	4	4	4	5	4	5	5	5	4	4	4
28	4	4	3	4	4	4	4	4	3	3	4	3
29	4	4	5	4	4	4	4	4	4	4	4	4
30	4	4	3	4	5	4	4	4	5	5	4	5
31	4	4	4	4	5	5	4	5	5	4	4	4
32	4	5	5	5	5	4	4	4	4	4	5	4
33	5	5	5	5	5	4	4	4	4	5	4	4
34	1	2	2	2	3	2	2	2	2	1	2	2
35	4	4	4	4	4	4	4	4	4	4	5	4
36	5	5	5	5	4	4	4	4	4	4	5	4
37	1	1	2	1	2	2	1	2	2	2	1	2
38	5	4	3	4	4	3	3	4	4	4	5	4
39	5	4	4	4	4	3	3	3	4	5	5	4
40	3	4	4	4	3	3	3	3	3	4	4	4
41	4	4	4	4	4	4	4	4	4	4	5	4
42	4	4	5	4	5	4	4	4	5	5	4	5
43	5	4	3	4	4	4	4	4	4	4	5	4
44	3	3	3	3	3	3	3	3	3	3	2	3
45	5	4	5	5	4	4	5	4	4	4	4	4
46	5	4	4	4	4	4	4	4	4	4	4	4

Lampiran 2 (Lanjutan)

Resp	X											
	$X_{1.1}$	$X_{1.2}$	$X_{1.3}$	$X_{1.4}$	$X_{1.5}$	$X_{1.6}$	$X_{1.7}$	$X_{1.8}$	$X_{1.9}$	$X_{1.10}$	$X_{1.11}$	$X_{1.12}$
47	4	4	4	4	3	4	3	3	3	4	5	3
48	3	2	3	3	3	1	3	3	3	2	3	3
49	4	4	4	4	4	4	4	4	3	4	4	4
50	3	3	3	3	4	3	3	3	4	3	4	4
51	4	4	4	4	4	4	4	4	4	4	3	4
52	4	4	4	4	4	4	4	4	5	5	4	5
53	1	2	2	2	3	3	3	3	3	3	2	3
54	4	5	4	4	3	3	4	3	4	4	4	4
55	3	4	5	4	3	4	4	4	4	4	4	4
56	3	3	3	3	1	2	2	2	2	2	1	2
57	4	5	4	4	3	4	4	4	4	4	3	4
58	3	4	3	3	3	4	4	4	4	5	4	4
59	3	4	5	4	4	4	4	4	4	4	5	4
60	5	5	4	5	5	5	5	5	4	4	5	4
61	5	4	4	4	3	4	4	4	4	4	5	4
62	5	5	4	5	5	4	4	4	4	5	5	5
63	5	5	4	5	5	5	5	5	4	4	5	4
64	4	4	5	4	5	5	5	5	4	4	5	4
65	4	4	4	4	5	5	4	5	4	4	5	4
66	5	5	5	5	5	5	5	5	5	4	5	5
67	4	4	4	4	4	4	4	4	4	4	4	4
68	4	4	5	4	4	4	4	4	4	4	4	4
69	5	5	4	5	5	5	5	5	4	5	5	5

Lampiran 2 (Lanjutan)

Resp	Lampiran 2b (Lanjutan) X											
	$X_{1.1}$	$X_{1.2}$	$X_{1.3}$	$X_{1.4}$	$X_{1.5}$	$X_{1.6}$	$X_{1.7}$	$X_{1.8}$	$X_{1.9}$	$X_{1.10}$	$X_{1.11}$	$X_{1.12}$
70	3	4	4	4	4	4	4	4	5	4	4	4
71	1	1	2	1	2	3	3	3	2	2	2	2
72	4	5	4	4	5	5	4	5	5	5	5	5
73	3	3	2	3	3	3	3	3	2	3	2	2
74	5	5	4	5	4	4	4	4	5	4	5	5
75	5	5	5	5	5	5	5	5	5	5	5	5
76	5	4	5	5	4	5	5	5	4	4	5	4
77	5	4	5	5	4	5	5	4	5	5	4	5
78	4	4	5	4	4	4	4	4	4	5	5	5
79	5	5	4	5	4	4	4	4	4	4	5	4
80	5	5	5	5	5	5	5	5	5	5	3	4
81	4	5	5	5	5	3	4	4	4	5	4	4
82	4	4	5	4	3	4	4	4	4	4	5	4
83	4	4	4	4	5	4	4	4	4	4	4	4
84	5	5	5	5	5	5	5	5	5	5	5	5
85	3	3	3	3	2	2	3	2	3	3	3	3
86	5	4	4	4	4	5	5	5	5	4	5	5
87	4	5	4	4	4	4	4	4	5	5	5	5
88	5	4	5	5	4	5	4	4	4	4	4	4
89	4	5	4	4	5	4	4	4	4	5	5	5
90	5	5	4	5	4	4	4	4	4	4	5	4
91	4	4	4	4	5	4	4	4	5	4	4	4
92	3	4	4	4	4	4	4	4	4	4	4	4

Lampiran 2 (Lanjutan)

Lampiran 2b (Lanjutan)	X											
Res	$X_{1.1}$	$X_{1.2}$	$X_{1.3}$	$X_{1.4}$	$X_{1.5}$	$X_{1.6}$	$X_{1.7}$	$X_{1.8}$	$X_{1.9}$	$X_{1.10}$	$X_{1.11}$	$X_{1.12}$
93	4	3	4	4	4	4	4	4	4	4	5	4
94	3	3	2	3	2	1	1	1	2	3	3	3
95	5	5	5	5	5	5	5	5	5	5	5	5
96	3	5	5	4	5	5	5	5	4	5	5	5
97	4	4	5	4	5	4	5	4	5	5	4	5
98	5	4	5	5	4	4	4	4	5	4	4	4
99	3	4	5	4	5	4	5	5	4	5	4	4
100	5	5	5	5	5	5	5	5	5	5	5	5
Mean	3,93	4,08	3,95	3,99	4,11	4,01	4,06	4,08	3,97	4,12	4,15	4,04
Std	0,951	0,879	0,898	0,842	0,893	0,877	0,881	0,832	0,805	0,815	0,931	0,773

Res	Y												Mah	P1
	$Y_{1.1}$	$Y_{1.2}$	$Y_{1.3}$	$Y_{1.4}$	$Y_{1.5}$	$Y_{1.6}$	$Y_{1.7}$	$Y_{1.8}$	$Y_{1.9}$	$Y_{1.10}$	$Y_{1.11}$	$Y_{1.12}$		
1	5	4	4	4	4	4	4	4	4	5	4	5	27.3778	0.0114
2	4	4	5	5	5	5	5	4	5	4	4	5	10.9972	0.0027
3	5	4	4	4	4	4	5	4	4	5	4	5	52.4135	0,4805
4	5	5	4	5	5	4	4	4	4	5	5	5	11.6957	0,7904
5	4	4	4	4	4	4	4	3	4	4	4	5	148.006	0,4411
6	4	4	4	5	4	4	5	4	4	5	4	4	19.5064	0,1291
7	5	4	4	4	5	4	4	3	4	5	4	4	88.0208	0,9177
8	5	5	4	5	4	4	4	4	4	5	5	5	32.0824	0,7709
9	5	5	4	5	5	4	4	4	4	5	5	5	11.7782	0,0191
10	3	3	3	4	3	3	3	2	3	3	3	3	60.934	0,8512
11	5	5	4	5	4	4	4	4	4	5	5	4	18.9586	0,5213
12	5	5	5	5	5	5	4	4	5	5	5	5	16.0889	0.0080
13	5	4	4	4	4	4	4	4	5	5	4	5	40.5687	0,8859
14	4	5	4	4	4	4	3	4	4	4	5	4	42.1078	0,9589
15	4	4	4	5	4	4	5	4	4	4	4	4	40.4285	0.0114
16	4	5	4	4	4	4	5	4	4	4	5	4	34.6196	0,9733
17	3	3	3	3	3	2	2	2	3	3	3	2	34.6196	0,9177
18	4	5	5	4	4	5	4	5	5	4	5	5	16.2285	0,0717
19	4	5	4	4	4	4	4	3	4	5	5	5	19.0594	0,0209
20	3	3	2	3	3	2	3	2	2	3	3	3	32.0824	0,9866
21	3	3	2	2	3	2	3	2	3	3	3	2	11.6957	0,9866
22	4	4	4	5	5	4	4	5	4	4	4	4	14.3968	0,9533
23	4	4	4	5	5	5	5	3	4	4	4	4	11.6957	0,9275

Resp	Y												Mah	P1
	$\mathbf{Y_{1.1}}$	$\mathbf{Y_{1.2}}$	$\mathbf{Y_{1.3}}$	$\mathbf{Y_{1.4}}$	$\mathbf{Y_{1.5}}$	$\mathbf{Y_{1.6}}$	$\mathbf{Y_{1.7}}$	$\mathbf{Y_{1.8}}$	$\mathbf{Y_{1.9}}$	$\mathbf{Y_{1.10}}$	$\mathbf{Y_{1.11}}$	$\mathbf{Y_{1.12}}$		
24	5	5	4	5	5	4	5	4	4	5	5	5	25.9839	0,0230
25	4	5	4	4	4	4	4	4	4	5	5	5	26.5067	0,9678
26	5	4	4	5	4	4	5	5	4	5	4	5	15.1814	0,1284
27	5	4	5	4	4	5	4	4	5	5	4	5	13.6304	0,0315
28	4	4	3	3	4	3	4	3	3	4	4	4	15.0676	0,0179
29	4	4	4	4	4	4	4	5	4	4	4	4	26.5067	0.0055
30	5	4	5	5	4	5	4	3	5	5	4	4	14.8487	0,1321
31	5	5	5	4	4	5	4	4	5	5	5	4	13.1243	0,2331
32	5	4	4	4	5	4	5	5	4	5	4	4	26.7260	0,1284
33	5	4	4	5	4	4	5	5	4	5	4	4	13.9860	0,0229
34	3	2	2	2	2	2	2	2	2	3	2	2	20.1684	0,8675
35	4	4	4	4	5	4	4	4	4	4	4	4	42.1078	0.0048
36	4	4	4	4	5	4	5	5	4	5	4	4	14.5280	0.0083
37	2	2	2	2	1	2	1	2	2	2	1	1	12.1594	0,8512
38	4	3	4	4	5	4	4	3	4	4	3	4	63.0111	0,7904
39	4	3	4	5	5	4	4	4	4	4	3	3	11.3952	0,5093
40	3	3	3	4	4	3	4	4	3	3	3	3	21.1168	0,0421
41	4	4	4	4	5	4	4	4	4	4	5	4	53.7763	0,5564
42	5	4	5	5	4	5	4	5	5	5	4	4	14.6566	0,0515
43	4	2	4	4	4	4	4	3	4	4	4	4	12.5216	0,9678
44	3	4	3	3	2	3	3	3	3	3	2	3	25.7500	0,9547
45	4	4	4	4	4	4	4	5	4	4	4	5	59.6394	0,2331
46	4	4	4	4	4	4	4	4	4	4	4	4	41.0172	0.0080

Resp	Y												Mah	P1
	$Y_{1.1}$	$Y_{1.2}$	$Y_{1.3}$	$Y_{1.4}$	$Y_{1.5}$	$Y_{1.6}$	$Y_{1.7}$	$Y_{1.8}$	$Y_{1.9}$	$Y_{1.10}$	$Y_{1.11}$	$Y_{1.12}$		
47	3	4	3	4	3	3	4	4	3	3	4	3	10.7997	0,1491
48	3	1	3	2	3	3	2	3	3	3	1	3	12.1082	0,7709
49	4	4	3	4	4	3	4	4	3	4	4	4	55.0129	0,0115
50	4	3	4	3	4	4	3	3	4	4	3	3	47.5164	0,0515
51	4	4	4	4	3	4	4	4	4	4	4	4	82.4483	0.0063
52	4	4	5	5	4	5	4	4	5	4	4	4	57.1170	0,0153
53	3	3	3	3	2	3	2	2	3	3	3	3	48.9175	0,4411
54	3	3	4	4	4	4	5	4	4	3	3	4	52.4132	0,4754
55	3	4	4	4	4	4	4	5	4	3	4	4	100.674	0,0487
56	1	2	2	2	1	2	3	3	2	1	2	2	12.5850	0,5093
57	3	4	4	4	3	4	5	4	4	3	4	4	14.4647	0,1491
58	3	4	4	5	4	4	4	3	4	3	4	4	14.2179	0,4674
59	4	4	4	4	5	4	4	5	4	4	4	4	32.6304	0,0381
60	5	5	4	4	5	4	5	4	4	5	5	5	45.7906	0,0148
61	3	4	4	4	5	4	4	4	4	3	4	4	12.1594	0,9866
62	5	4	4	5	5	4	5	4	4	5	4	4	48.7092	0,0244
63	5	5	4	4	5	4	5	4	4	5	5	5	37.7264	0,0148
64	5	5	4	4	5	4	4	5	4	5	5	5	53.0003	0,0315
65	5	5	4	4	5	4	4	4	4	5	5	4	14.0397	0,0284
66	5	5	5	4	5	5	5	5	5	5	5	5	16.4689	0,0191
67	4	4	4	4	4	4	4	4	4	4	4	4	10.9972	0.0027
68	4	4	4	4	4	4	4	5	4	4	4	4	12.5216	0.0055
69	5	5	5	5	5	4	5	4	4	5	5	5	15.5008	0,0186

Resp	Y												Mah	P1
	$Y_{1.1}$	$Y_{1.2}$	$Y_{1.3}$	$Y_{1.4}$	$Y_{1.5}$	$Y_{1.6}$	$Y_{1.7}$	$Y_{1.8}$	$Y_{1.9}$	$Y_{1.10}$	$Y_{1.11}$	$Y_{1.12}$		
70	4	4	4	4	4	4	4	4	4	4	4	4	25.2784	0.0061
71	2	3	2	2	2	2	1	2	2	3	3	3	18.9586	0,5093
72	5	5	5	5	5	5	5	4	5	5	5	4	13.5693	0,1291
73	3	2	2	3	2	2	3	2	2	3	3	3	14.4079	0,1763
74	4	4	5	4	5	5	5	4	5	4	5	4	10.3639	0,6092
75	5	5	5	5	5	5	5	5	5	5	5	5	25.8935	0.0037
76	4	5	4	4	5	4	4	5	4	4	5	5	13.1026	0,1201
77	4	5	5	5	4	5	4	5	5	5	5	4	14.3968	0,6092
78	4	4	4	5	5	4	4	5	4	4	4	4	15.7335	0,0229
79	4	4	4	4	5	4	5	4	4	4	4	4	11.9631	0,0153
80	5	5	5	5	3	5	5	5	5	5	5	5	19.0285	0.4435
81	5	3	4	5	4	4	5	5	4	5	3	4	38.3519	0,4674
82	3	3	4	4	5	4	4	5	4	3	4	4	21.4074	0,0515
83	5	4	4	4	4	4	4	4	4	5	4	4	46.4413	0.0061
84	5	5	5	5	5	5	5	5	5	5	5	5	58.1603	0.0046
85	2	2	2	3	3	3	3	2	3	3	2	3	55.0129	0.9913
86	4	5	5	4	5	5	4	4	5	4	5	5	10.7997	0,1310
87	4	4	5	5	5	5	5	4	5	4	4	4	42.9238	0,0237
88	4	5	4	4	4	5	4	5	4	5	5	4	45.790	0,9937
89	5	4	4	5	5	4	5	4	4	5	4	4	36.0576	0,0260
90	5	4	4	4	4	4	5	4	4	4	4	4	37.1342	0,0046
91	5	4	5	4	4	5	4	4	5	5	4	4	70.2195	0,0229
92	4	4	4	4	4	4	4	4	4	4	4	4	78.0711	0.0063

Res	Y												Mah	P1
	$Y_{1.1}$	$Y_{1.2}$	$Y_{1.3}$	$Y_{1.4}$	$Y_{1.5}$	$Y_{1.6}$	$Y_{1.7}$	$Y_{1.8}$	$Y_{1.9}$	$Y_{1.10}$	$Y_{1.11}$	$Y_{1.12}$		
93	4	4	4	4	5	4	3	4	4	4	4	4	28.3965	0,0284
94	2	1	1	3	3	2	1	2	1	2	2	1	60.9348	0,9866
95	5	5	5	5	5	5	5	5	5	5	5	5	18.7230	0.0046
96	5	5	4	5	5	4	5	5	4	5	5	5	35.2568	0,4435
97	5	4	5	5	4	5	4	5	5	5	4	4	25.3219	0,5213
98	4	4	4	4	4	4	4	5	4	4	4	4	27.4651	0,0284
99	5	4	4	5	4	4	4	4	4	5	4	5	13.9149	0,2192
100	5	5	5	5	5	5	5	5	5	5	5	5	25.7500	0.0046
Mean	4,1	3,98	3,94	4,13	2,11	3,96	4,04	3,93	3,96	4,17	4,02	4,04	-	-
Std	0,88	0,92	0,85	0,81	0,93	0,82	0,92	0,92	0,81	0,87	0,91	0,87	-	-

Lampiran 3a. Karakteristik Responden

FREQUENCIES

Statistics

		Jenis_kelamin	Usia	Domisili	Memakai_Enam_Bulan
N	Valid	100	100	100	100
	Missing	0	0	0	0

Jenis_kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Perempuan	100	100.0	100.0	100.0

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30	42	42.0	42.0	42.0
	31-50	34	34.0	34.0	76.0
	> 50	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

Domisili

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Surabaya	100	100.0	100.0	100.0

Memakai_Enam_Bulan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ya	100	100.0	100.0	100.0

Lampiran 3b. Pemeriksaan Data

UJI *OUTLIER*

Observation Number	Mahalanobis d-squared	p1	Observation Number	Mahalanobis d-squared	p1
2	10.9972	0.0027	6	19.5064	0.1291
67	10.9972	0.0027	72	13.5693	0.1291
75	25.8935	0.0037	86	10.7997	0.1310
84	58.1603	0.0046	30	14.8487	0.1321
95	18.7230	0.0046	57	14.4647	0.1491
100	25.7500	0.0046	47	10.7997	0.1491
35	42.1078	0.0048	73	14.4079	0.1763
29	26.5067	0.0055	99	13.9149	0.2192
68	12.5216	0.0055	31	13.1243	0.2331
83	46.4413	0.0061	45	59.6394	0.2331
70	25.2783	0.0061	5	148.006	0.4411
92	78.0711	0.0063	53	48.9175	0.4411
51	82.4483	0.0063	80	19.0285	0.4435
12	16.0899	0.0080	96	35.2568	0.4435
46	41.0172	0.0080	81	38.3519	0.4674
36	14.5280	0.0083	58	14.2179	0.4674
1	27.3778	0.0114	54	52.4135	0.4754
15	40.4285	0.0114	3	52.4135	0.4805
49	55.0129	0.0115	56	12.5850	0.5093
60	45.7906	0.0148	39	11.3952	0.5093
63	37.7264	0.0148	71	18.9586	0.5093
79	11.9631	0.0153	11	18.9586	0.5213
52	57.1170	0.0153	97	25.3219	0.5213
28	15.0676	0.0179	41	53.7763	0.5564
69	15.5008	0.0186	77	14.3968	0.6092
9	11.7782	0.0191	74	10.3639	0.6092
66	16.4689	0.0191	8	32.0824	0.7709
19	19.0594	0.0209	48	12.1082	0.7709
78	15.7335	0.0229	38	63.0111	0.7904
33	13.9860	0.0229	4	11.6957	0.7904
91	70.2195	0.0229	37	12.1594	0.8512
24	25.9839	0.0230	10	60.9348	0.8512
87	42.9238	0.0237	34	20.1684	0.8675
62	48.7092	0.0244	13	40.5687	0.8859

Lampiran 3b (Lanjutan)

Observation Number	Mahalanobis d-squared	p1	Observation Number	Mahalanobis d-squared	p1
89	36.0576	0.0260	7	88.0208	0.9177
93	28.3965	0.0284	17	34.6196	0.9177
65	14.0397	0.0284	23	11.6957	0.9275
27	13.6304	0.0315	22	14.3968	0.9533
64	53.0003	0.0315	44	25.7500	0.9547
59	32.6304	0.0381	14	42.1078	0.9589
40	21.1168	0.0421	25	26.5067	0.9678
55	100.674	0.0487	43	12.5216	0.9678
50	47.5164	0.0515	16	34.6196	0.9733
42	14.6566	0.0515	20	32.0824	0.9866
82	21.4074	0.0515	21	11.6957	0.9866
18	16.2285	0.0717	61	12.1594	0.9866
76	13.1026	0.1201	94	60.9348	0.9866
32	26.7260	0.1284	85	55.0129	0.9913
26	15.1814	0.1284	88	45.7906	0.9937

Lampiran 4. Output uji univariat dan multivariat

OUTPUT KESELURUHAN

DATE: 05/09/2013
TIME: 21:33
P R E L I S 2.70
BY
Karl G. Jöreskog & Dag Sörbom
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The following lines were read from file D:\DAT\INPUT4.PR2:
!PRELIS SYNTAX: Can be edited
SY='D:\DAT\INPUT4.PSF'
NS 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27
OU MA=CM SM=D:\DAT\INP.COV XT
Total Sample Size = 100

Univariate Summary Statistics for Continuous Variables

Variable	Mean	St. Dev.	T-Value	Skewness	Kurtosis	Minimum	Freq.	Maximum	Freq.
BA1	3.890	0.952	40.846	-0.258	-0.341	1.681	4	5.194	25
BA2	4.030	0.893	45.139	-0.346	-0.343	1.683	2	5.133	31
BA3	3.860	0.921	41.895	-0.192	-0.665	2.166	11	5.119	25
PQ1	3.940	0.839	46.977	-0.234	0.220	1.696	2	5.212	21
PQ2	4.080	0.929	43.939	-0.469	-0.567	1.390	1	5.073	39
PQ3	3.960	0.931	42.527	-0.305	-0.330	1.676	3	5.171	28
BAS1	4.020	0.932	43.142	-0.340	-0.351	1.719	3	5.174	31
BAS2	4.040	0.887	45.561	-0.344	-0.315	1.703	2	5.139	31
BAS3	3.920	0.825	47.523	-0.166	-0.170	2.279	9	5.168	21
BL1	4.100	0.823	49.838	-0.349	-0.236	1.692	1	5.110	32
BL2	4.120	0.935	44.061	-0.472	-0.482	1.641	2	5.127	39
BL3	3.990	0.772	51.689	-0.201	-0.097	2.297	6	5.116	23

PM1	4.070	0.924	44.051	-0.452	-0.556	1.398	1	5.075	38
PM2	3.930	0.967	40.655	-0.311	-0.354	1.567	3	5.183	28
PM3	3.880	0.891	43.556	-0.232	0.165	1.511	2	5.250	20
PI1	4.110	0.815	50.417	-0.319	-0.485	2.327	6	5.095	33
PI2	4.080	0.929	43.939	-0.423	-0.448	1.630	2	5.132	36
PI3	3.920	0.849	46.172	-0.163	-0.267	2.279	10	5.179	22
EA1	3.960	0.963	41.115	-0.296	-0.310	1.704	4	5.219	28
EA2	3.830	0.933	41.067	-0.152	-0.630	2.190	13	5.160	23
EA3	3.900	0.859	45.417	-0.235	0.181	1.616	2	5.221	20
KP1	3.930	0.832	47.243	-0.174	-0.230	2.278	9	5.162	22
KP2	4.060	0.919	44.171	-0.435	-0.543	1.405	1	5.076	37
KP3	3.930	0.832	47.243	-0.174	-0.230	2.278	9	5.162	22
PB1	3.910	0.818	47.819	-0.159	-0.107	2.280	9	5.175	20
PB2	3.980	0.932	42.712	-0.339	-0.364	1.543	2	5.147	30
PB3	3.990	0.927	43.063	-0.315	-0.309	1.707	3	5.178	29

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
BA1	-1.092	0.275	-0.691	0.489	1.671	0.434
BA2	-1.446	0.148	-0.697	0.486	2.577	0.276
BA3	-0.815	0.415	-1.870	0.061	4.160	0.125
PQ1	-0.990	0.322	0.633	0.527	1.380	0.502
PQ2	-1.931	0.054	-1.461	0.144	5.860	0.053
PQ3	-1.281	0.200	-0.657	0.511	2.072	0.355
BAS1	-1.424	0.154	-0.720	0.471	2.547	0.280
BAS2	-1.440	0.150	-0.614	0.539	2.452	0.294
BAS3	-0.707	0.480	-0.218	0.828	0.547	0.761
BL1	-1.460	0.144	-0.389	0.697	2.282	0.319
BL2	-1.942	0.052	-1.147	0.252	5.087	0.079
BL3	-0.854	0.393	-0.037	0.971	0.731	0.694
PM1	-1.865	0.062	-1.419	0.156	5.492	0.064
PM2	-1.306	0.192	-0.730	0.465	2.238	0.327
PM3	-0.984	0.325	0.528	0.597	1.247	0.536
PI1	-1.339	0.181	-1.160	0.246	3.137	0.208
PI2	-1.753	0.080	-1.031	0.303	4.134	0.127
PI3	-0.693	0.488	-0.475	0.635	0.706	0.703
EA1	-1.247	0.212	-0.600	0.549	1.915	0.384
EA2	-0.648	0.517	-1.717	0.086	3.367	0.186
EA3	-0.997	0.319	0.559	0.576	1.306	0.520

KP1	-0.740	0.459	-0.375	0.708	0.689	0.709
KP2	-1.800	0.072	-1.371	0.170	5.121	0.077
KP3	-0.740	0.459	-0.375	0.708	0.689	0.709
PB1	-0.678	0.498	-0.059	0.953	0.463	0.793
PB2	-1.418	0.156	-0.759	0.448	2.589	0.274
PB3	-1.324	0.185	-0.596	0.551	2.109	0.348

Relative Multivariate Kurtosis = 1.489

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
758.195	65.692	0.000	1165.606	14.850	0.000	4536.016	0.000

Lampiran 5a. Validitas dan Reliabilitas First Order

Brand Awareness

DATE: 5/ 9/2013

TIME: 20:28

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 D:\DAT\SYNTBA1.pr2:

```
EKUITAS MEREK
OBSERVED VARIABLE BA1 BA2 BA3
COVARIANCE MATRIX FROM FILE D:\DAT\INPBA.COV
SAMPLE SIZE 100
LATENT VARIBLES BA
RELATIONSHIPS:
BA1 = 1*BA
BA2-BA3 = BA
OPTIONS: SC RS
PATH DIAGRAM
END OF PROGRAM
Sample Size =  100
EKUITAS MEREK
```

Covariance Matrix

	BA1	BA2	BA3
BA1	0.91		
BA2	0.52	0.80	
BA3	0.45	0.44	0.85

EKUITAS MEREK

Number of Iterations = 0

LISREL Estimates (Maximum Likelihood)

Measurement Equations

BA1 = 1.00*BA, Errorvar.= 0.37 , R^2 = 0.59
(0.092)
4.05

BA2 = 0.98*BA, Errorvar.= 0.29 , R^2 = 0.64
(0.17) (0.083)
5.88 3.50

BA3 = 0.84*BA, Errorvar.= 0.47 , R^2 = 0.45
(0.15) (0.086)
5.68 5.49

Variances of Independent Variables

BA
0.53
(0.14)
3.81

Goodness of Fit Statistics

Degrees of Freedom = 0

Minimum Fit Function Chi-Square = 0.0 (P = 1.00)

Normal Theory Weighted Least Squares Chi-Square = 0.00 (P = 1.00)

The Model is Saturated, the Fit is Perfect !

EKUITAS MEREK

Standardized Solution

LAMBDA-X

	BA
BA1	0.73
BA2	0.71
BA3	0.61

PHI

BA
1.00

EKUITAS MEREK
Completely Standardized Solution

LAMBDA-X

	BA
BA1	0.77
BA2	0.80
BA3	0.67

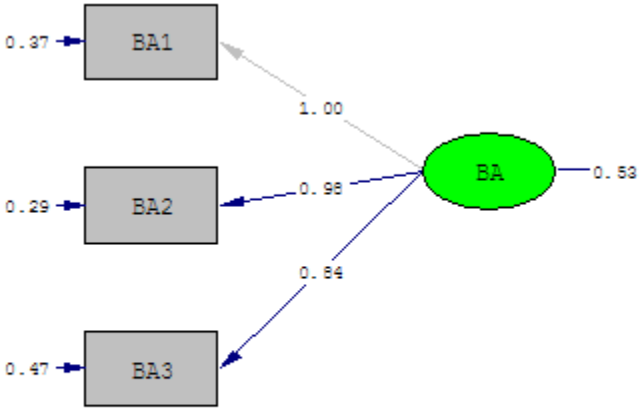
PHI

	BA
BA	1.00

THETA-DELTA

BA1	BA2	BA3
0.41	0.36	0.55

ESTIMATE



Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

Perceived Quality

DATE: 5/ 9/2013
TIME: 20:33
L I S R E L 8.70
BY
Karl G. Jöreskog & Dag Sörbom

The following lines were read from file D:\DAT\SYNTPQ1.pr2:

```
EKUITAS MEREK
OBSERVED VARIABLE PQ1 PQ2 PQ3
COVARIANCE MATRIX FROM FILE D:\DAT\INPPQ.COV
SAMPLE SIZE 100
LATENT VARIBLES PQ
RELATIONSHIPS:
PQ1 = 1*PQ
PQ2-PQ3 = PQ
OPTIONS: SC RS
PATH DIAGRAM
END OF PROGRAM
```

Sample Size = 100
EKUITAS MEREK
Covariance Matrix

	PQ1	PQ2	PQ3
PQ1	0.70		
PQ2	0.44	0.86	
PQ3	0.46	0.57	0.87

EKUITAS MEREK
Number of Iterations = 0
LISREL Estimates (Maximum Likelihood)

Measurement Equations

PQ1 = 1.00*PQ, Errorvar.= 0.35 , R^2 = 0.50

(0.064)

5.50

PQ2 = 1.26*PQ, Errorvar.= 0.30 , R^2 = 0.65

(0.19) (0.077)

6.60 3.98

PQ3 = 1.30*PQ, Errorvar.= 0.28 , R^2 = 0.68

(0.20) (0.078)

6.60 3.56

Variances of Independent Variables

PQ
0.35
(0.10)
3.69

Goodness of Fit Statistics

Degrees of Freedom = 0

Minimum Fit Function Chi-Square = 0.0 (P = 1.00)

Normal Theory Weighted Least Squares Chi-Square = 0.00 (P = 1.00)

The Model is Saturated, the Fit is Perfect !

EKUITAS MEREK

Standardized Solution

LAMBDA-X

	PQ
PQ1	0.59
PQ2	0.75
PQ3	0.77

PHI

PQ
1.00

EKUITAS MEREK

Completely Standardized Solution

LAMBDA-X

	PQ
PQ1	0.71
PQ2	0.80
PQ3	0.83

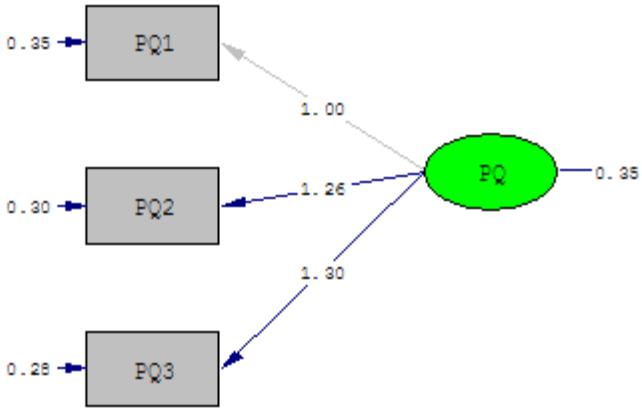
PHI

	PQ
	1.00

THETA-DELTA

PQ1	PQ2	PQ3
0.50	0.35	0.32

ESTIMATES



Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

Brand Association

DATE: 5/ 9/2013
TIME: 20:39
L I S R E L 8.70
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Website: www.ssicentral.com

The following lines were read from file D:\DAT\SYNTBAS1.pr2:
EKUITAS MEREK
OBSERVED VARIABLE BAS1 BAS2 BAS3
COVARIANCE MATRIX FROM FILE D:\DAT\INPBAS.COV
SAMPLE SIZE 100
LATENT VARIBLES BAS
RELATIONSHIPS:
BAS1 = 1*BAS
BAS2-BAS3 = BAS
OPTIONS: SC RS
PATH DIAGRAM
END OF PROGRAM
Sample Size = 100
EKUITAS MEREK

Covariance Matrix

	BAS1	BAS2	BAS3
BAS1	0.87		
BAS2	0.73	0.79	
BAS3	0.45	0.41	0.68

EKUITAS MEREK
Number of Iterations = 0
LISREL Estimates (Maximum Likelihood)

Measurement Equations

BAS1 = 1.00*BAS, Errorvar.= 0.069 , R^2 = 0.92
(0.056)
1.22

BAS2 = 0.91*BAS, Errorvar.= 0.13 , R^2 = 0.84
(0.079) (0.049)
11.58 2.55

BAS3 = 0.56*BAS, Errorvar.= 0.43 , R^2 = 0.37
(0.082) (0.063)
6.87 6.75

Variances of Independent Variables

BAS
0.80
(0.14)
5.92

Goodness of Fit Statistics
Degrees of Freedom = 0
Minimum Fit Function Chi-Square = 0.00 (P = 1.00)
Normal Theory Weighted Least Squares Chi-Square = 0.00 (P = 1.00)
The Model is Saturated, the Fit is Perfect !

EKUITAS MEREK

Standardized Solution

LAMBDA-X

	BAS
BAS1	0.89
BAS2	0.81
BAS3	0.50

PHI

BAS
1.00

EKUITAS MEREK

Completely Standardized Solution

LAMBDA-X

	BAS
BAS1	0.96
BAS2	0.92
BAS3	0.61

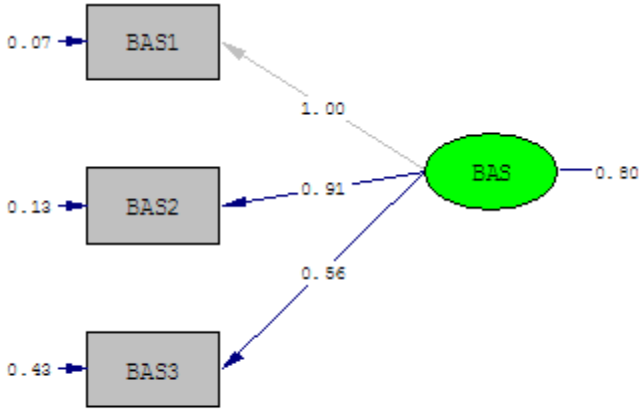
PHI

	BAS
BAS	1.00

THETA-DELTA

BAS1	BAS2	BAS3
0.08	0.16	0.63

ESTIMATE



Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

Brand Loyalty

DATE: 5/ 9/2013
TIME: 20:42
L I S R E L 8.70
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The following lines were read from file D:\DAT\SYNTBL1.pr2:
EKUITAS MEREK
OBSERVED VARIABLE BL1 BL2 BL3
COVARIANCE MATRIX FROM FILE D:\DAT\INPBL.COV
SAMPLE SIZE 100
LATENT VARIBLES BL
RELATIONSHIPS:
BL1 = 1*BL
BL2-BL3 = BL
OPTIONS: SC RS
PATH DIAGRAM
END OF PROGRAM

Sample Size = 100
EKUITAS MEREK
Covariance Matrix

	BL1	BL2	BL3
BL1	0.68		
BL2	0.38	0.87	
BL3	0.48	0.51	0.60

EKUITAS MEREK
Number of Iterations = 0
LISREL Estimates (Maximum Likelihood)

Measurement Equations

BL1 = 1.00*BL, Errorvar.= 0.31 , R^2 = 0.54
(0.056)
5.59

BL2 = 1.06*BL, Errorvar.= 0.47 , R^2 = 0.46
(0.15) (0.077)
7.24 6.11

BL3 = 1.32*BL, Errorvar.= -0.039 , R^2 = 1.07
(0.17) (0.060)
7.59 -0.66

W_A_R_N_I_N_G : Error variance is negative.

Variances of Independent Variables

BL
0.36
(0.09)
3.96

Goodness of Fit Statistics
Degrees of Freedom = 0
Minimum Fit Function Chi-Square = 0.0 (P = 1.00)
Normal Theory Weighted Least Squares Chi-Square = 0.00 (P = 1.00)
The Model is Saturated, the Fit is Perfect !

EKUITAS MEREK

Standardized Solution

LAMBDA-X

	BL
BL1	0.60
BL2	0.64
BL3	0.80

PHI

BL
1.00

EKUITAS MEREK

Completely Standardized Solution

LAMBDA-X

	BL
BL1	0.73
BL2	0.68
BL3	1.03

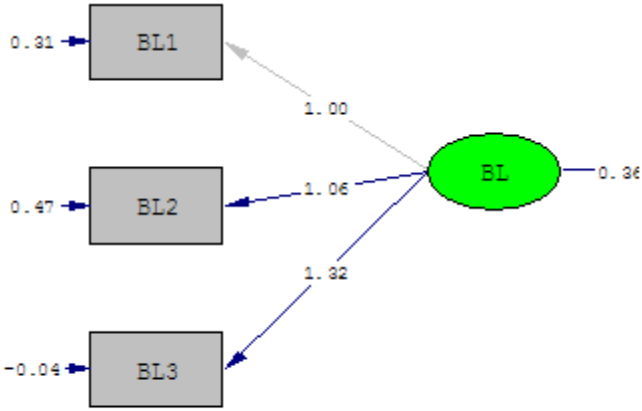
PHI

BL
1.00

THETA-DELTA

BL1	BL2	BL3
0.46	0.54	-0.07

ESTIMATES



Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

Pengenalan Masalah

DATE: 5/ 9/2013
TIME: 20:47
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Website: www.ssicentral.com

The following lines were read from file D:\DAT\SYNTPM1.pr2:

```
EKUITAS MEREK
OBSERVED VARIABLE PM1 PM2 PM3
COVARIANCE MATRIX FROM FILE D:\DAT\INPPM.COV
SAMPLE SIZE 100
LATENT VARIBLES PM
RELATIONSHIPS:
PM1 = 1*PM
PM2-PM3 = PM
OPTIONS: SC RS
PATH DIAGRAM
END OF PROGRAM
```

Sample Size = 100
EKUITAS MEREK
Covariance Matrix

	PM1	PM2	PM3
PM1	0.85		
PM2	0.56	0.93	
PM3	0.52	0.52	0.79

EKUITAS MEREK
Number of Iterations = 0
LISREL Estimates (Maximum Likelihood)

Measurement Equations

PM1 = 1.00*PM, Errorvar.= 0.29 , R^2 = 0.66

(0.073)

3.98

PM2 = 0.99*PM, Errorvar.= 0.38 , R^2 = 0.59

(0.14) (0.080)

7.10 4.77

PM3 = 0.93*PM, Errorvar.= 0.31 , R^2 = 0.61

(0.13) (0.068)

7.15 4.55

Variances of Independent Variables

PM

0.56

(0.13)

4.38

Goodness of Fit Statistics

Degrees of Freedom = 0

Minimum Fit Function Chi-Square = 0.0 (P = 1.00)

Normal Theory Weighted Least Squares Chi-Square = 0.00 (P = 1.00)

The Model is Saturated, the Fit is Perfect !

EKUITAS MEREK

Standardized Solution

LAMBDA-X

	PM
PM1	0.75
PM2	0.74
PM3	0.70

PHI

PM
1.00

EKUITAS MEREK

Completely Standardized Solution

LAMBDA-X

	PM
PM1	0.81
PM2	0.77
PM3	0.78

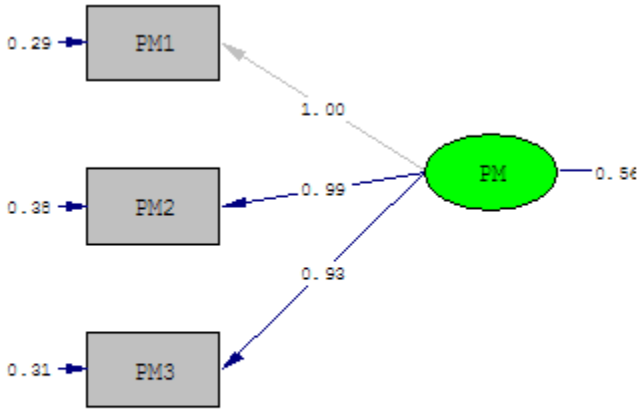
PHI

PM
1.00

THETA-DELTA

PM1	PM2	PM3
0.34	0.41	0.39

ESTIMATES



Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

Pencarian Informasi

DATE: 5/ 9/2013
TIME: 20:51
L I S R E L 8.70
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The following lines were read from file D:\DAT\SYNTPI1.pr2:

```
EKUITAS MEREK
OBSERVED VARIABLE PI1 PI2 PI3
COVARIANCE MATRIX FROM FILE D:\DAT\INPPI.COV
SAMPLE SIZE 100
LATENT VARIBLES PI
RELATIONSHIPS:
PI1 = 1*PI
PI2-PI3 = PI
OPTIONS: SC RS
PATH DIAGRAM
END OF PROGRAM
```

Sample Size = 100
EKUITAS MEREK
Covariance Matrix

	PI1	PI2	PI3
PI1	0.66		
PI2	0.40	0.86	
PI3	0.40	0.41	0.72

EKUITAS MEREK
Number of Iterations = 0
LISREL Estimates (Maximum Likelihood)

Measurement Equations

PI1 = 1.00*PI, Errorvar.= 0.27 , R^2 = 0.60

(0.069)

3.89

PI2 = 1.02*PI, Errorvar.= 0.45 , R^2 = 0.48

(0.18) (0.088)

5.62 5.13

PI3 = 1.02*PI, Errorvar.= 0.31 , R^2 = 0.57

(0.18) (0.074)

5.72 4.21

Variances of Independent Variables

PI
0.40
(0.10)
3.81

Goodness of Fit Statistics

Degrees of Freedom = 0

Minimum Fit Function Chi-Square = 0.0 (P = 1.00)

Normal Theory Weighted Least Squares Chi-Square = 0.00 (P = 1.00)

The Model is Saturated, the Fit is Perfect !

EKUITAS MEREK

Standardized Solution

LAMBDA-X

	PI
PI1	0.63
PI2	0.64
PI3	0.64

PHI

	PI
PI	1.00

EKUITAS MEREK

Completely Standardized Solution

LAMBDA-X

	PI
PI1	0.77
PI2	0.69
PI3	0.75

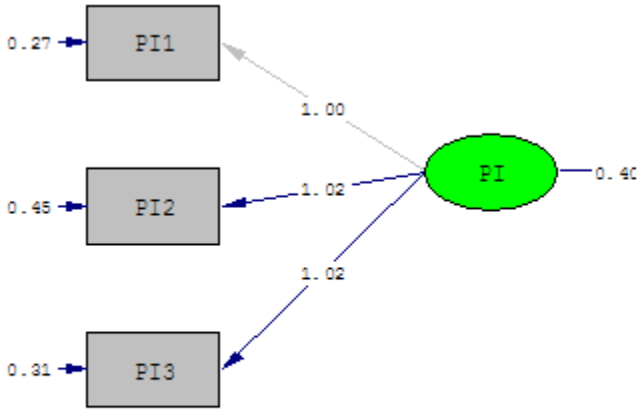
PHI

PI
1.00

THETA-DELTA

PI1	PI2	PI3
0.40	0.52	0.43

ESTIMATES



Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

Evaluasi Alternatif

DATE: 5/ 9/2013
TIME: 20:57
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Website: www.ssicentral.com

The following lines were read from file D:\DAT\SYNTEA1.pr2:

```
EKUITAS MEREK
OBSERVED VARIABLE EA1 EA2 EA3
COVARIANCE MATRIX FROM FILE D:\DAT\INPEA.COV
SAMPLE SIZE 100
LATENT VARIBLES BA
RELATIONSHIPS:
EA1 = 1*BA
EA2-EA3 = BA
OPTIONS: SC RS
PATH DIAGRAM
END OF PROGRAM
Sample Size =  100
EKUITAS MEREK
```

Covariance Matrix

	EA1	EA2	EA3
EA1	0.93		
EA2	0.51	0.87	
EA3	0.45	0.45	0.74

EKUITAS MEREK
Number of Iterations = 0

LISREL Estimates (Maximum Likelihood)

Measurement Equations

EA1 = 1.00*BA, Errorvar.= 0.42 , R^2 = 0.55
(0.092)
4.57

EA2 = 1.00*BA, Errorvar.= 0.36 , R^2 = 0.58
(0.17) (0.087)
5.93 4.16

EA3 = 0.89*BA, Errorvar.= 0.34 , R^2 = 0.54
(0.15) (0.073)
5.90 4.60

Variances of Independent Variables

BA
0.51
(0.14)
3.71

Goodness of Fit Statistics
Degrees of Freedom = 0
Minimum Fit Function Chi-Square = 0.0 (P = 1.00)
Normal Theory Weighted Least Squares Chi-Square = 0.00 (P = 1.00)
The Model is Saturated, the Fit is Perfect !

EKUITAS MEREK
Standardized Solution

LAMBDA-X

	BA
EA1	0.71
EA2	0.71
EA3	0.63

PHI

BA
1.00

EKUITAS MEREK

Completely Standardized Solution

LAMBDA-X

	BA
EA1	0.74
EA2	0.76
EA3	0.74

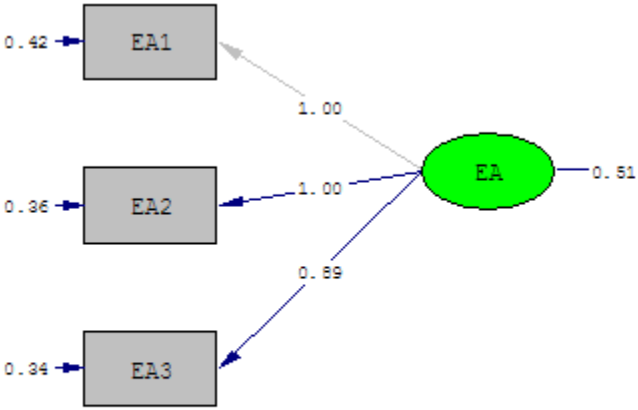
PHI

	BA
	1.00

THETA-DELTA

EA1	EA2	EA3
0.45	0.42	0.46

ESTIMATES



Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

Keputusan Pembelian

DATE: 5/ 9/2013
TIME: 21:02
L I S R E L 8.70
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Website: www.ssicentral.com

The following lines were read from file D:\DAT\SYNTKP1.pr2:

```
EKUITAS MEREK
OBSERVED VARIABLE KP1 KP2 KP3
COVARIANCE MATRIX FROM FILE D:\DAT\INPKP.COV
SAMPLE SIZE 100
LATENT VARIBLES KP
RELATIONSHIPS:
KP1 = 1*KP
KP2-KP3 = KP
OPTIONS: SC RS
PATH DIAGRAM
END OF PROGRAM
```

Sample Size = 100

EKUITAS MEREK

Covariance Matrix

	KP1	KP2	KP3
KP1	0.67		
KP2	0.46	0.84	
KP3	0.65	0.49	0.69

EKUITAS MEREK

Number of Iterations = 0

LISREL Estimates (Maximum Likelihood)

Measurement Equations

KP1 = 1.00*KP, Errorvar.= 0.051 , R^2 = 0.92

(0.025)

2.07

KP2 = 0.75*KP, Errorvar.= 0.50 , R^2 = 0.41

(0.094) (0.072)

8.00 6.92

KP3 = 1.05*KP, Errorvar.= 0.011 , R^2 = 0.98

(0.052) (0.026)

20.28 0.43

Variances of Independent Variables

KP

0.62

(0.10)

6.33

Goodness of Fit Statistics

Degrees of Freedom = 0

Minimum Fit Function Chi-Square = 0.0 (P = 1.00)

Normal Theory Weighted Least Squares Chi-Square = 0.00 (P = 1.00)

The Model is Saturated, the Fit is Perfect !

EKUITAS MEREK

Standardized Solution

LAMBDA-X

	KP
KP1	0.79
KP2	0.59
KP3	0.83

PHI

	KP
KP	1.00

EKUITAS MEREK

Completely Standardized Solution

LAMBDA-X

	KP
KP1	0.96
KP2	0.64
KP3	0.99

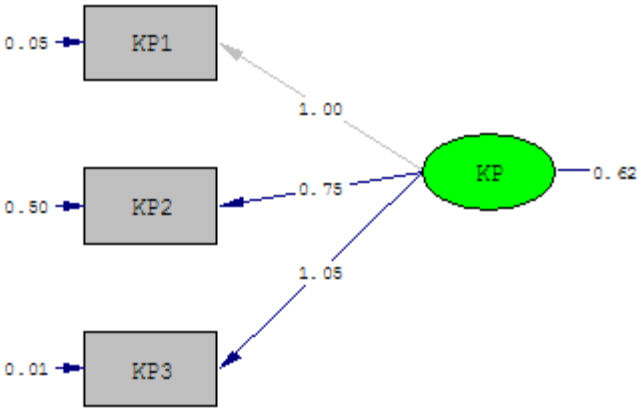
PHI

KP
1.00

THETA-DELTA

KP1	KP2	KP3
0.08	0.59	0.02

ESTIMATES



Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

Perilaku Pasca Pembelian

DATE: 5/ 9/2013
TIME: 21:09
L I S R E L 8.70
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Website: www.ssicentral.com

The following lines were read from file D:\DAT\SYNTPB1.pr2:

```
EKUITAS MEREK
OBSERVED VARIABLE PB1 PB2 PB3
COVARIANCE MATRIX FROM FILE D:\DAT\INPPB.COV
SAMPLE SIZE 100
LATENT VARIBLES PB
RELATIONSHIPS:
PB1 = 1*PB
PB2-PB3 = PB
OPTIONS: SC RS
PATH DIAGRAM
END OF PROGRAM
Sample Size =  100
EKUITAS MEREK
```

Covariance Matrix

	PB1	PB2	PB3
PB1	0.69		
PB2	0.46	0.87	
PB3	0.45	0.65	0.86

EKUITAS MEREK
Number of Iterations = 0
LISREL Estimates (Maximum Likelihood)

Measurement Equations

PB1 = 1.00*PB, Errorvar.= 0.37 , R^2 = 0.47

(0.060)

6.09

PB2 = 1.43*PB, Errorvar.= 0.21 , R^2 = 0.76

(0.20) (0.068)

7.11 3.06

PB3 = 1.40*PB, Errorvar.= 0.22 , R^2 = 0.74

(0.20) (0.067)

7.11 3.28

Variances of Independent Variables

PB
0.32
(0.09)
3.65

Goodness of Fit Statistics

Degrees of Freedom = 0

Minimum Fit Function Chi-Square = 0.0 (P = 1.00)

Normal Theory Weighted Least Squares Chi-Square = 0.00 (P = 1.00)

The Model is Saturated, the Fit is Perfect !

EKUITAS MEREK

Standardized Solution

LAMBDA-X

	PB
PB1	0.57
PB2	0.81
PB3	0.80

PHI

PB
1.00

EKUITAS MEREK

Completely Standardized Solution

LAMBDA-X

	PB
PB1	0.68
PB2	0.87
PB3	0.86

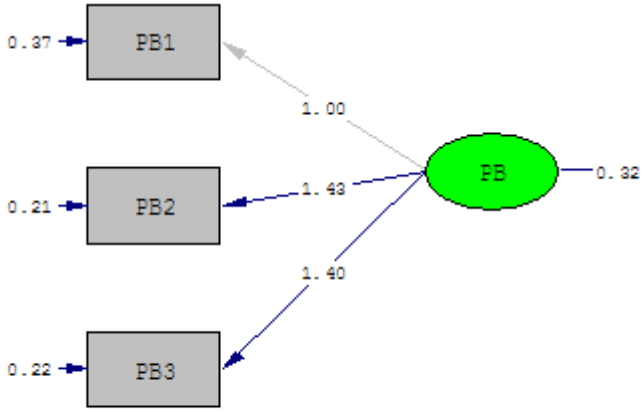
PHI

	PB
PB	1.00

THETA-DELTA

PB1	PB2	PB3
0.53	0.24	0.26

ESTIMATES



Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

Lampiran 5b. Validitas dan Reliabilitas Second Order (*Full Model*)

EKUITAS MEREK PADA PROSES KEPUTUSAN PEMBELIAN
Number of Iterations = 9
LISREL Estimates (Maximum Likelihood)

Measurement Equations

PM = 1.00*PKP, Errorvar.= 0.32 , R^2 = 0.63
(0.050)
6.44

PI = 1.10*PKP, Errorvar.= 0.21 , R^2 = 0.76
(0.11) (0.036)
10.09 5.92

EA = 1.15*PKP, Errorvar.= 0.15 , R^2 = 0.83
(0.11) (0.029)
10.78 5.19

KP = 1.15*PKP, Errorvar.= 0.072 , R^2 = 0.91
(0.10) (0.021)
11.47 3.50

PB = 0.71*PKP, Errorvar.= 0.40 , R^2 = 0.41
(0.11) (0.059)
6.76 6.80

BA = 1.00*BE, Errorvar.= 0.28 , R^2 = 0.70
(0.046)
5.99

PQ = 0.82*BE, Errorvar.= 0.37 , R^2 = 0.53
(0.096) (0.056)
8.58 6.65

BAS = 0.85*BE, Errorvar.= 0.40 , R^2 = 0.53
(0.099) (0.059)
8.57 6.65

BL = 1.04*BE, Errorvar.= 0.021 , R^2 = 0.97
(0.081) (0.025)
12.91 0.85

Structural Equations

PKP = 0.58*BE, Errorvar.= 0.33 , R^2 = 0.40
(0.097) (0.072)
6.03 4.56

EKUITAS MEREK PADA PROSES KEPUTUSAN PEMBELIAN

Completely Standardized Solution

LAMBDA-Y

	PKP
PM	0.79
PI	0.87
EA	0.91
KP	0.95
PB	0.64

LAMBDA-X

	BE
BA	0.83
PQ	0.73
BAS	0.73
BL	0.98

Lampiran 6 Uji Kecocokan model Keseluruhan

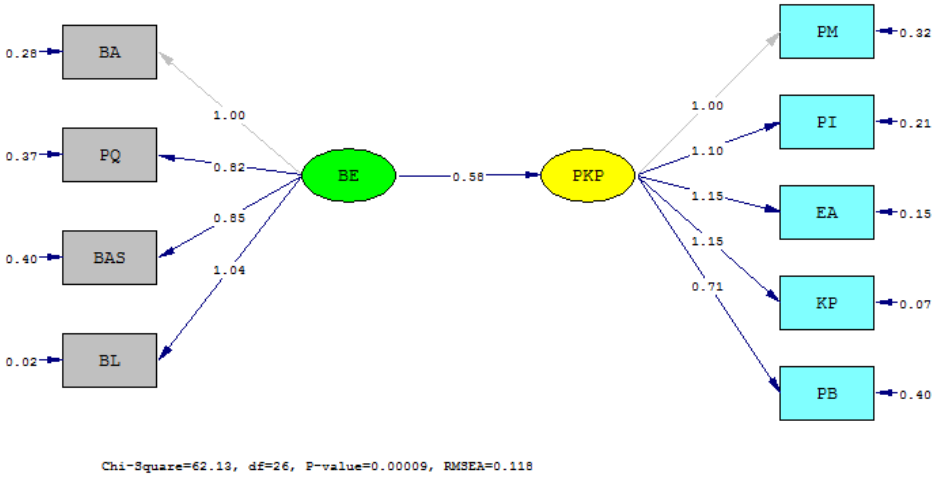
Goodness of Fit Statistics
Degrees of Freedom = 26
Minimum Fit Function Chi-Square = 74.63 (P = 0.00)
Normal Theory Weighted Least Squares Chi-Square = 62.13 (P = 0.00)
Estimated Non-centrality Parameter (NCP) = 36.13
90 Percent Confidence Interval for NCP = (16.82 ; 63.14)

Minimum Fit Function Value = 0.75
Population Discrepancy Function Value (F0) = 0.36
90 Percent Confidence Interval for F0 = (0.17 ; 0.64)
Root Mean Square Error of Approximation (RMSEA) = 0.12
90 Percent Confidence Interval for RMSEA = (0.081 ; 0.16)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.0027
Expected Cross-Validation Index (ECVI) = 1.01
90 Percent Confidence Interval for ECVI = (0.82 ; 1.28)
ECVI for Saturated Model = 0.91
ECVI for Independence Model = 13.37

Chi-Square for Independence Model with 36 Degrees of Freedom = 1305.51
Independence AIC = 1323.51
Model AIC = 100.13
Saturated AIC = 90.00
Independence CAIC = 1355.96
Model CAIC = 168.63
Saturated CAIC = 252.23

Normed Fit Index (NFI) = 0.94
Non-Normed Fit Index (NNFI) = 0.95
Parsimony Normed Fit Index (PNFI) = 0.68
Comparative Fit Index (CFI) = 0.96
Incremental Fit Index (IFI) = 0.96
Relative Fit Index (RFI) = 0.92
Critical N (CN) = 61.55
Root Mean Square Residual (RMR) = 0.072
Standardized RMR = 0.091
Goodness of Fit Index (GFI) = 0.88
Adjusted Goodness of Fit Index (AGFI) = 0.80
Parsimony Goodness of Fit Index (PGFI) = 0.51

Gambar Model Penelitian



Chi-Square=62.13, df=26, P-value=0.00009, RMSEA=0.118