

Lampiran 1

Kuesioner

Kuesioner ini dibuat dalam rangka melakukan penelitian untuk menyelesaikan tugas akhir saya yang berjudul “Pengaruh *Brand Awareness*, *Brand Association*, *Perceived Quality* dan *Brand Loyalty* Terhadap *Repurchase Intention* dengan Mediasi *Brand Equity* pada Produk Mie Instan Indomie di Surabaya”. Saya berharap kesediaan dari responden untuk mengisi kuesioner ini dan memberikan pernyataan yang sesuai dengan pendapat anda. Atas kesediaan saudara - saudara saya ucapkan terima kasih.

Hormat saya,

Henry Stefanus

Karakteristik Responden

- a. Berapakah usia Anda saat ini?
 1. > 17 tahun
 2. < 17 tahun
- b. Apakah Anda pernah melakukan pembelian mie instan Indomie ?
 1. Ya
 2. Tidak
- c. Dimanakah domisili Anda sekarang?
 1. Surabaya
 2. Luar Surabaya
- d. Jenis kelamin:
 1. Laki-laki
 2. Perempuan

Berilah tanda (✓) tentang pendapat anda mengenai mie instan Indomie berikut ini:

Keterangan:

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

No.	Pernyataan	STS	TS	N	S	SS
Brand Awareness (BA)						
1.	Apabila saya diminta untuk menyebutkan sebuah merek mie instan, Indomie adalah merek yang pertama kali muncul di benak saya					
2.	Saya dapat langsung mengenali mie instan Indomie hanya dengan melihat varian rasanya					
3.	Saya mengingat iklan-iklan mie instan Indomie yang ditayangkan di televisi					
Brand Association (BS)						
4.	Indomie adalah merek mie instan yang memiliki banyak varian rasa yang menarik					
5.	Indomie adalah merek mie instan yang terkenal dan dikonsumsi hampir seluruh masyarakat Indonesia					
6.	Indomie adalah mie instan yang kenyal, sedap dan memiliki porsi yang pas ketika dikonsumsi					
Perceived Quality (PQ)						
7.	Indomie adalah mie instan yang aman untuk dikonsumsi					

8.	Indomie memiliki standar kualitas rasa yang baik					
9.	Indomie adalah mie instan yang nikmat dikonsumsi					
Brand Loyalty (BL)						
10.	Saya akan menjadi pelanggan setia mie instan Indomie					
11.	Saya akan membeli mie instan Indomie meskipun harganya lebih mahal daripada pesaing					
12.	Saya akan berbagi pengalaman positif dalam mengonsumsi mie instan Indomie kepada orang lain					
Brand Equity (BE)						
13.	Saya lebih memilih mie instan dengan merek Indomie dibandingkan merek lainnya meskipun terdapat berbagai macam mie instan yang tersedia					
14.	Saya tetap memilih mie instan dengan merek Indomie meskipun terdapat merek lain yang sama baiknya					
15.	Mie instan merek Indomie lebih baik dari mie instan merek lainnya					
Repurchase Intention (RI)						
16.	Saya akan membeli lagi mie instan dengan merek Indomie					
17.	Indomie akan menjadi pilihan utama saya ketika ingin makan mie instan					
18.	Saya akan merekomendasikan mie instan Indomie kepada orang lain					

Lampiran 2 Hasil Kuesioner

No.	BA1	BA2	BA3	BS1	BS2	BS3	PQ1	PQ2	PQ3
1	3	3	3	3	4	3	2	2	2
2	3	3	3	4	4	4	2	2	2
3	3	3	2	3	3	3	2	2	2
4	3	2	2	3	3	3	2	2	2
5	4	4	3	5	5	5	4	4	4
6	3	3	3	3	3	4	3	2	3
7	4	4	4	3	4	3	3	2	3
8	3	4	3	3	3	5	3	3	2
9	3	4	3	3	4	3	2	3	3
10	4	4	4	4	4	3	2	3	2
11	4	5	5	4	4	3	2	3	2
12	4	4	4	4	4	3	3	2	3
13	4	4	4	3	4	3	2	3	2
14	3	4	4	5	4	4	2	2	2
15	5	5	4	4	3	3	4	4	4
16	3	4	3	3	4	3	4	4	3
17	4	5	5	4	5	4	3	4	3
18	3	3	3	3	3	4	4	4	4
19	4	4	3	4	3	3	4	4	4
20	3	3	4	4	3	3	2	2	2
21	3	3	3	3	3	2	4	3	3
22	4	4	3	5	5	5	2	2	2
23	3	4	4	4	5	5	2	2	2
24	4	5	4	5	4	5	3	3	3
25	4	4	3	3	3	3	3	3	3
26	4	5	5	4	4	3	3	3	3
27	2	3	2	4	4	5	3	3	3
28	4	4	3	3	3	4	3	3	3
29	3	4	3	3	3	3	2	2	2
30	4	4	4	5	4	4	2	2	2
31	4	3	3	5	4	4	2	2	2
32	4	4	4	4	4	4	2	1	2
33	5	5	5	5	4	4	2	2	2
34	4	3	4	4	4	4	3	3	3
35	3	2	2	5	4	4	2	2	2
36	4	5	4	5	4	5	4	5	4

Lampiran 2 (lanjutan)

No.	BA1	BA2	BA3	BS1	BS2	BS3	PQ1	PQ2	PQ3
37	3	4	3	3	3	3	2	2	2
38	3	3	3	3	4	3	4	4	5
39	3	3	4	4	4	4	3	2	3
40	2	3	3	3	3	4	4	4	4
41	5	5	5	5	5	4	4	4	4
42	5	5	5	4	5	5	4	4	4
43	4	5	3	4	4	4	4	4	4
44	4	4	5	5	5	5	4	4	4
45	4	3	3	4	4	4	3	3	3
46	3	3	3	4	4	4	5	5	4
47	3	3	4	4	4	4	4	4	3
48	3	3	2	4	4	4	4	4	4
49	4	5	4	4	3	3	3	3	4
50	5	5	5	5	5	5	4	5	5
51	3	4	3	4	3	4	4	3	4
52	3	4	4	3	3	3	4	4	4
53	3	3	3	4	4	3	3	3	3
54	4	3	3	4	4	3	3	3	3
55	2	3	2	2	2	3	4	4	3
56	2	2	1	4	4	3	2	2	3
57	2	2	1	4	4	4	2	3	3
58	4	5	4	4	3	3	2	2	2
59	3	3	3	4	4	4	3	4	4
60	4	4	4	4	5	3	4	4	4
61	2	2	1	3	3	3	3	3	3
62	3	3	3	3	3	3	4	2	2
63	3	3	2	3	3	3	4	4	4
64	4	5	5	4	4	4	3	4	5
65	3	3	3	4	4	4	4	4	3
66	2	1	1	4	4	4	4	5	4
67	4	4	4	5	4	5	4	4	4
68	3	2	3	3	3	3	3	3	3
69	3	3	3	3	3	3	5	5	5
70	4	5	5	3	3	4	3	2	3
71	3	3	3	3	4	3	3	3	3
72	3	3	3	3	4	4	3	3	3

Lampiran 2 (lanjutan)

No.	BA1	BA2	BA3	BS1	BS2	BS3	PQ1	PQ2	PQ3
73	3	3	4	4	4	3	4	4	4
74	5	5	5	3	3	3	4	4	4
75	4	4	4	3	3	4	4	4	4
76	4	4	4	4	4	4	4	4	4
77	3	4	4	4	4	4	4	3	3
78	3	3	3	3	4	3	4	3	3
79	4	5	4	4	4	4	4	4	4
80	4	4	5	4	4	4	3	3	3
81	4	4	4	4	4	4	3	3	3
82	4	4	5	4	4	4	4	5	5
83	5	5	4	3	4	4	4	5	4
84	4	5	5	5	4	4	4	4	5
85	5	4	5	4	5	4	4	4	4
86	3	3	3	4	4	3	4	4	4
87	3	3	4	5	3	3	4	4	4
88	3	3	3	3	4	4	4	4	4
89	4	4	4	3	4	4	4	3	4
90	3	3	3	4	4	3	3	3	2
91	3	3	3	4	4	3	4	5	5
92	4	4	4	4	3	4	3	3	3
93	4	4	5	4	5	4	4	5	4
94	4	4	4	5	5	5	4	5	4
95	5	5	5	4	5	4	4	3	4
96	4	5	5	3	4	4	3	4	4
97	5	4	5	4	4	4	4	5	5
98	5	4	4	2	3	3	4	3	3
99	4	4	4	3	3	3	4	3	3
100	4	4	4	3	4	4	4	3	4
101	4	5	4	3	4	3	3	3	3
102	4	5	4	5	5	5	2	2	2
103	4	4	4	4	5	4	4	4	2
104	4	4	4	5	4	5	3	3	3
105	4	4	4	3	3	4	2	2	2
106	3	3	3	3	4	3	3	4	4
107	4	3	3	4	4	4	4	4	4
108	4	4	4	4	3	3	4	4	3

Lampiran 2 (lanjutan)

No.	BA1	BA2	BA3	BS1	BS2	BS3	PQ1	PQ2	PQ3
109	3	4	4	3	3	3	4	4	4
110	2	2	1	3	3	3	3	3	3
111	2	1	1	4	4	3	2	2	2
112	3	4	3	4	3	3	3	3	2
113	3	3	3	3	3	4	3	3	2
114	3	3	4	3	4	3	3	3	2
115	4	3	3	5	4	4	3	3	3
116	4	4	4	4	3	3	3	2	3
117	3	4	4	3	3	3	4	4	4
118	3	4	4	3	3	3	3	3	3
119	4	4	3	3	3	3	4	4	4
120	4	4	4	4	5	4	2	3	3
121	3	3	2	4	4	5	3	3	4
122	3	2	2	5	4	4	4	4	4
123	3	4	3	4	4	5	4	4	4
124	3	4	3	3	3	4	4	4	4
125	4	4	3	4	3	3	3	3	2
126	4	3	2	4	3	3	2	2	2
127	2	3	2	3	3	4	3	3	3
128	3	3	3	4	3	3	4	4	4
129	3	3	2	3	3	3	3	3	3
130	2	2	2	3	3	3	3	3	4
131	3	3	2	4	4	4	2	3	3
132	1	1	1	2	2	2	4	4	4
133	3	3	3	3	3	3	4	4	4
134	2	1	1	2	2	2	3	4	4
135	3	2	3	3	2	3	2	2	2
136	4	3	4	3	3	3	2	2	2
137	3	3	2	2	3	3	3	3	3
138	3	3	4	4	4	4	2	3	3
139	1	2	1	3	2	3	3	3	3
140	3	3	3	4	4	4	3	3	4
141	3	4	3	3	4	4	4	5	5
142	4	3	4	4	4	4	4	3	4
143	2	2	2	2	2	2	3	3	3
144	2	2	2	3	3	3	4	4	3

Lampiran 2 (lanjutan)

No.	BA1	BA2	BA3	BS1	BS2	BS3	PQ1	PQ2	PQ3
145	3	4	3	4	3	4	4	3	4
146	2	2	1	2	3	2	1	1	1
147	2	3	2	3	3	3	1	1	1
148	2	3	4	3	3	4	3	3	3
149	2	2	1	3	3	3	3	3	3
150	2	1	1	4	4	3	2	2	2
151	3	2	2	3	2	3	3	3	4
152	4	4	4	3	4	4	4	3	3
153	3	4	4	3	4	4	3	4	3
154	3	2	3	5	5	5	4	4	5
155	3	3	3	3	3	4	3	2	3
156	4	5	4	3	4	3	4	4	4
157	4	5	4	4	4	4	3	3	3
158	4	4	4	4	4	4	4	4	4
159	4	4	4	4	4	4	2	3	3
160	4	4	4	4	4	4	3	3	4
161	3	3	3	3	4	4	4	4	4
162	4	3	3	5	4	4	4	4	4
163	4	4	4	4	5	4	4	4	4
164	3	4	4	4	4	3	3	3	2
165	2	2	1	5	3	3	2	2	2
166	2	1	1	3	4	4	3	3	3
167	3	4	3	3	4	4	4	4	4
168	3	3	3	4	4	3	3	3	3
169	3	3	4	4	4	3	3	3	4
170	4	3	3	4	3	4	2	3	3
171	4	4	4	4	5	4	4	4	4
172	3	4	4	5	5	5	4	4	4
173	3	4	4	4	4	4	3	4	4
174	4	4	3	5	5	5	2	2	2
175	4	4	4	4	4	4	2	2	2
176	3	3	2	4	4	4	3	3	3
177	3	2	2	4	4	4	2	3	3
178	3	4	3	4	4	4	3	3	3
179	3	4	3	4	3	3	3	3	4
180	4	4	3	5	5	5	4	5	5

181	4	3	2	4	3	4	4	4	4
182	2	3	2	3	3	3	4	4	4
183	3	3	3	4	4	3	4	4	4
184	3	3	2	4	4	3	3	3	3
185	5	4	5	2	2	3	5	5	4
186	3	3	2	4	4	3	4	4	3
187	3	3	3	4	4	4	4	4	4
188	3	3	3	4	3	3	3	3	4
189	2	1	1	4	4	4	4	5	5
190	3	2	3	4	5	3	4	3	4

Lampiran 2 (lanjutan)

No.	BA1	BA2	BA3	BS1	BS2	BS3	PQ1	PQ2	PQ3
181	4	3	2	4	3	4	4	4	4
182	2	3	2	3	3	3	4	4	4
183	3	3	3	4	4	3	4	4	4
184	3	3	2	4	4	3	3	3	3
185	5	4	5	2	2	3	5	5	4
186	3	3	2	4	4	3	4	4	3
187	3	3	3	4	4	4	4	4	4
188	3	3	3	4	3	3	3	3	4
189	2	1	1	4	4	4	4	5	5
190	3	2	3	4	5	3	4	3	4
191	4	3	4	3	3	3	4	4	4
192	3	3	2	3	3	3	3	3	3
193	3	3	4	3	3	3	3	3	3
194	4	5	5	4	4	4	4	4	3
195	5	5	5	4	4	4	2	2	3
196	3	4	3	4	4	4	2	3	3
197	4	3	4	5	4	5	2	2	2
198	2	2	2	3	3	3	3	4	4
199	2	2	2	3	3	3	4	4	4
200	3	4	3	3	3	4	3	3	3

Lampiran 2 (lanjutan)

No.	BL1	BL2	BL3	BE1	BE2	BE3	RI1	RI2	RI3
1	4	4	4	2	2	2	3	3	3
2	4	4	4	3	3	3	3	4	4
3	4	4	4	3	3	3	3	4	3
4	4	4	4	3	3	3	3	3	3
5	4	4	4	5	4	4	3	4	4
6	4	3	4	4	3	3	4	4	4
7	4	4	5	5	4	3	4	4	4
8	4	5	4	2	2	2	2	3	2
9	4	4	4	3	2	3	2	2	3
10	5	4	5	5	4	5	3	3	3
11	4	4	4	5	4	5	4	5	5
12	4	4	4	3	3	3	4	5	4
13	4	4	4	2	2	2	1	1	1
14	4	4	4	3	3	3	4	4	4
15	4	4	5	3	3	4	4	4	3
16	5	4	5	3	3	3	4	4	3
17	4	4	4	5	4	4	4	4	4
18	4	4	4	3	3	3	4	4	4
19	5	5	4	3	4	3	3	3	3
20	4	5	5	3	4	3	3	3	3
21	4	4	3	3	3	3	3	3	3
22	2	3	3	3	3	3	4	4	5
23	4	3	4	3	4	3	4	4	5
24	4	4	4	3	3	3	4	4	4
25	4	4	4	4	4	4	3	4	4
26	4	3	4	3	3	3	2	3	3
27	5	3	4	4	4	4	5	4	4
28	4	4	4	5	5	4	4	5	5
29	3	4	4	3	4	4	4	4	4
30	4	4	4	4	4	5	4	5	4
31	4	3	4	3	4	4	3	4	4
32	4	5	4	5	5	4	5	4	5
33	4	4	4	4	4	4	4	4	4
34	5	4	5	5	4	5	4	5	4
35	3	4	4	3	3	4	3	4	4
36	4	3	4	3	4	4	5	5	4

Lampiran 2 (lanjutan)

No.	BL1	BL2	BL3	BE1	BE2	BE3	RI1	RI2	RI3
37	3	3	4	3	4	4	4	4	4
38	4	4	3	3	3	3	4	4	4
39	2	3	2	3	2	2	4	4	4
40	4	4	5	3	3	3	4	4	4
41	5	4	5	5	4	5	5	4	4
42	5	5	5	4	5	4	4	5	5
43	5	5	4	4	4	5	4	4	4
44	5	4	5	5	5	5	4	4	5
45	4	3	4	4	3	4	4	3	4
46	4	4	4	4	4	4	5	5	4
47	4	5	4	4	5	4	4	4	5
48	3	3	4	3	3	3	3	4	3
49	4	4	3	3	3	3	5	4	4
50	5	4	5	4	5	5	5	5	4
51	4	3	4	3	4	4	4	4	4
52	4	4	5	3	3	3	3	3	4
53	3	3	3	3	4	4	3	3	3
54	4	3	4	3	3	3	3	3	3
55	4	3	4	3	3	3	3	3	3
56	3	3	3	3	3	3	3	4	4
57	3	3	4	3	3	3	3	3	4
58	3	4	4	3	3	3	3	3	3
59	2	2	3	3	3	3	3	3	3
60	2	3	3	3	3	3	4	4	4
61	2	3	3	3	3	4	4	4	3
62	4	4	5	3	3	3	4	3	3
63	4	3	4	4	4	4	4	4	4
64	4	4	4	4	4	4	4	4	4
65	2	2	3	3	3	3	4	5	4
66	4	3	3	3	3	3	4	4	5
67	3	3	3	5	4	5	5	4	5
68	4	4	5	3	3	3	5	4	4
69	4	4	4	3	3	3	5	5	5
70	3	2	2	3	3	3	4	4	4
71	4	4	4	3	3	3	3	3	4
72	4	3	4	3	3	3	4	3	2

Lampiran 2 (lanjutan)

No.	BL1	BL2	BL3	BE1	BE2	BE3	RI1	RI2	RI3
73	4	4	4	3	4	3	5	4	3
74	4	4	4	5	4	5	4	5	4
75	4	4	4	5	4	5	5	4	4
76	4	4	4	5	4	5	4	4	4
77	4	4	4	3	3	3	4	5	4
78	4	5	4	3	3	3	4	4	4
79	5	4	4	4	4	5	4	4	5
80	4	3	3	3	3	3	3	3	3
81	4	3	4	3	3	3	4	4	4
82	3	4	4	5	4	5	4	4	4
83	4	4	4	5	4	5	4	4	4
84	4	3	4	5	4	5	4	4	4
85	3	4	4	5	4	5	4	4	4
86	4	4	4	5	4	5	4	4	4
87	4	4	3	5	4	5	4	4	4
88	5	4	5	5	4	5	4	4	4
89	5	4	5	3	3	3	4	4	4
90	4	4	4	3	3	3	3	4	3
91	4	5	4	5	4	5	4	4	4
92	4	4	5	4	3	3	4	4	4
93	5	5	5	5	4	5	4	4	5
94	4	4	5	5	4	5	4	5	4
95	4	4	5	5	4	5	4	5	5
96	4	4	5	5	4	5	5	5	4
97	5	5	4	5	4	5	4	5	5
98	5	4	4	3	3	3	4	4	5
99	5	4	4	3	3	3	4	5	4
100	5	4	4	3	3	3	5	4	4
101	4	5	5	3	3	3	4	5	5
102	5	4	4	4	5	5	4	4	5
103	5	4	4	4	4	5	4	4	4
104	5	5	4	5	4	5	4	4	4
105	4	4	4	3	3	4	4	4	4
106	4	4	3	3	3	4	4	4	4
107	4	4	4	4	4	4	4	4	4
108	4	4	4	3	4	4	3	4	3

109	4	4	4	3	4	3	4	4	4
110	3	3	3	3	4	3	3	3	3
111	2	3	2	3	3	3	4	3	4
112	3	3	3	3	3	3	3	3	3
113	3	3	3	3	3	3	3	3	3
114	4	3	3	3	4	3	3	3	4

Lampiran 2 (lanjutan)

No.	BL1	BL2	BL3	BE1	BE2	BE3	RI1	RI2	RI3
109	4	4	4	3	4	3	4	4	4
110	3	3	3	3	4	3	3	3	3
111	2	3	2	3	3	3	4	3	4
112	3	3	3	3	3	3	3	3	3
113	3	3	3	3	3	3	3	3	3
114	4	3	3	3	4	3	3	3	4
115	4	4	4	4	4	4	4	4	4
116	4	4	4	3	4	4	3	4	3
117	4	4	4	3	4	3	4	4	4
118	4	3	4	4	3	4	4	4	4
119	4	4	4	3	4	4	3	3	3
120	4	3	4	3	3	4	4	4	4
121	4	4	4	3	3	3	4	3	3
122	3	3	3	3	3	3	3	3	4
123	3	3	2	3	3	3	3	3	3
124	2	3	3	3	3	3	4	3	3
125	3	3	3	3	3	3	3	3	3
126	3	3	3	3	4	3	3	4	4
127	4	3	4	3	4	4	3	4	4
128	4	4	4	3	4	3	4	4	3
129	3	4	4	3	3	3	3	3	3
130	3	3	3	3	3	3	3	4	4
131	2	2	2	2	2	2	1	1	1
132	2	1	1	2	2	2	1	1	1
133	3	3	4		3	3	3	3	3
134	3	2	3	3	3	3	3	3	3
135	3	3	4	3	3	3	4	5	5
136	4	4	4	5	4	5	5	4	5
137	3	2	3	3	3	3	2	3	2
138	4	5	4	4	4	5	5	4	5
139	2	3	3	3	3	3	3	3	4
140	4	4	5	4	4	5	3	3	4
141	4	3	4	3	3	3	4	4	3
142	4	3	4	3	3	3	4	4	4
143	3	3	3	3	3	3	3	3	3
144	4	3	4	3	3	3	3	3	4

145	3	3	4	3	3	3	3	3	4
146	2	2	3	2	2	2	3	3	2
147	4	4	3	2	2	2	3	3	3
148	3	4	3	3	3	3	4	3	3
149	3	3	3	3	4	3	3	3	3
150	2	3	2	3	3	3	4	3	4
151	2	2	2	3	3	2	3	3	3
152	4	4	4	3	3	3	3	3	3

Lampiran 2 (lanjutan)

No.	BL1	BL2	BL3	BE1	BE2	BE3	RI1	RI2	RI3
145	3	3	4	3	3	3	3	3	4
146	2	2	3	2	2	2	3	3	2
147	4	4	3	2	2	2	3	3	3
148	3	4	3	3	3	3	4	3	3
149	3	3	3	3	4	3	3	3	3
150	2	3	2	3	3	3	4	3	4
151	2	2	2	3	3	2	3	3	3
152	4	4	4	3	3	3	3	3	3
153	4	3	5	3	3	4	4	3	3
154	4	5	4	4	4	5	4	4	4
155	3	4	3	3	4	3	4	4	4
156	4	4	4	5	4	4	4	4	4
157	2	2	3	4	3	3	3	4	3
158	4	3	3	5	4	3	4	4	4
159	3	3	3	2	2	2	4	4	4
160	4	4	5	3	2	3	3	3	3
161	4	4	4	5	4	5	4	4	4
162	3	2	2	5	4	5	4	3	3
163	4	4	4	3	3	3	3	3	4
164	4	3	4	2	2	2	3	3	3
165	4	4	4	3	3	3	4	3	3
166	4	4	4	3	3	4	3	3	3
167	4	4	4	3	3	3	3	4	4
168	4	4	4	5	4	4	3	4	4
169	4	4	4	3	3	3	4	4	3
170	4	4	3	3	4	3	3	3	3
171	2	3	3	3	4	3	3	4	4
172	4	3	4	3	3	3	1	1	1
173	4	4	4	3	3	3	1	1	1
174	4	4	4	3	4	3	3	3	3
175	4	3	4	3	3	3	3	3	3
176	5	3	4	4	4	4	4	5	5
177	4	4	4	3	3	3	5	4	5
178	3	4	4	4	4	4	2	3	2
179	4	4	4	5	5	4	5	4	5
180	4	3	4	3	4	4	3	3	4

Lampiran 2 (lanjutan)

No.	BL1	BL2	BL3	BE1	BE2	BE3	RI1	RI2	RI3
181	4	5	4	4	4	5	3	3	4
182	4	4	4	3	4	4	4	4	3
183	5	4	5	5	5	4	4	4	4
184	3	4	4	4	4	4	3	3	3
185	4	3	4	5	4	5	3	3	4
186	3	3	4	3	3	4	3	3	4
187	4	4	3	3	4	4	3	3	2
188	2	3	2	3	4	4	3	3	3
189	4	4	5	3	3	3	4	3	3
190	5	4	5	3	2	2	3	3	3
191	5	5	5	3	3	3	4	3	4
192	5	5	4	5	4	5	3	3	3
193	5	4	5	4	5	4	3	3	3
194	4	3	4	4	4	5	4	3	3
195	4	4	4	5	5	5	4	4	4
196	4	5	4	4	3	4	4	4	4
197	3	3	4	4	4	4	3	3	4
198	4	4	3	4	5	4	3	3	2
199	5	4	5	3	3	3	3	3	3
200	4	3	4	3	3	3	5	5	4

Lampiran 3 Karakteristik Responden

Usia Responden	Jumlah Responden	Persentase (%)
Di atas 17 tahun	200	100
Di bawah 17 tahun	0	0
Total	200	100

Responden Pernah Melakukan Pembelian Mie Instan Indomie	Jumlah Responden	Persentase (%)
Ya	200	100
Tidak	0	0
Total	200	100

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

Jenis Kelamin	Jumlah Responden	Persentase (%)
Laki-laki	111	56
Perempuan	89	44
Total	200	100

Lampiran 4 Statistik Deskriptif

Means

BA1	BA2	BA3	BS1	BS2	BS3
-----	-----	-----	-----	-----	-----
3.355	3.455	3.265	3.690	3.690	3.625

Means

PQ1	PQ2	PQ3	BL1	BL2	BL3
-----	-----	-----	-----	-----	-----
3.230	3.280	3.285	3.790	3.655	3.850

Means

BE1	BE2	BE3	RI1	RI2	RI3
-----	-----	-----	-----	-----	-----
3.510	3.470	3.590	3.600	3.655	3.655

Lampiran 5 Uji Validitas

Measurement Equations

$$\text{BE1} = 1.00 * \text{BE}, \text{Errorvar.} = 0.13, R^2 = 0.83$$

(0.023)
5.59

$$\text{BE2} = 0.73 * \text{BE}, \text{Errorvar.} = 0.18, R^2 = 0.64$$

(0.048) (0.021)
15.04 8.48

$$\text{BE3} = 1.03 * \text{BE}, \text{Errorvar.} = 0.13, R^2 = 0.84$$

(0.054) (0.023)
18.99 5.37

$$\text{RI1} = 1.00 * \text{RI}, \text{Errorvar.} = 0.23, R^2 = 0.64$$

(0.032)
7.08

$$\text{RI2} = 1.04 * \text{RI}, \text{Errorvar.} = 0.17, R^2 = 0.73$$

(0.086) (0.029)
12.10 5.69

$$\text{RI3} = 1.04 * \text{RI}, \text{Errorvar.} = 0.24, R^2 = 0.65$$

(0.090) (0.034)
11.63 6.96

$$\text{BA1} = 1.00 * \text{BA}, \text{Errorvar.} = 0.17, R^2 = 0.74$$

(0.024)
7.02

$$\text{BA2} = 1.20 * \text{BA}, \text{Errorvar.} = 0.24, R^2 = 0.75$$

(0.076) (0.034)
15.66 6.91

$$\text{BA3} = 1.37 * \text{BA}, \text{Errorvar.} = 0.21, R^2 = 0.81$$

(0.083) (0.038)
16.49 5.56

$$\text{BS1} = 1.00 * \text{BS}, \text{Errorvar.} = 0.23, R^2 = 0.60$$

(0.034)
6.59

$$\text{BS2} = 0.99 * \text{BS}, \text{Errorvar.} = 0.19, R^2 = 0.64$$

(0.100) (0.032)
9.97 6.01

$$BS3 = 0.90 \cdot BS, \text{ Errorvar.} = 0.22, R^2 = 0.56$$

(0.094)	(0.031)
9.62	7.19

$$PQ1 = 1.00 \cdot PQ, \text{ Errorvar.} = 0.17, R^2 = 0.75$$

(0.024)
7.24

$$PQ2 = 1.18 \cdot PQ, \text{ Errorvar.} = 0.10, R^2 = 0.87$$

(0.067)	(0.025)
17.57	4.13

$$PQ3 = 1.07 \cdot PQ, \text{ Errorvar.} = 0.20, R^2 = 0.75$$

(0.067)	(0.027)
15.98	7.24

$$BL1 = 1.00 \cdot BL, \text{ Errorvar.} = 0.17, R^2 = 0.73$$

(0.035)
4.70

$$BL2 = 0.77 \cdot BL, \text{ Errorvar.} = 0.28, R^2 = 0.49$$

(0.079)	(0.035)
9.71	8.16

$$BL3 = 0.87 \cdot BL, \text{ Errorvar.} = 0.21, R^2 = 0.62$$

(0.082)	(0.032)
10.73	6.58

Lampiran 6 Uji Reliabilitas

Indikator Variabel	Standardized Loading (λ)	λ^2	1- λ^2 (e)
BA1	0,86	0,74	0,26
BA2	0,87	0,75	0,25
BA3	0,90	0,81	0,19
Σ	2,63	6,91	0,70
BS1	0,78	0,61	0,39
BS2	0,80	0,64	0,36
BS3	0,75	0,56	0,44
Σ	2,33	5,42	1,19
PQ1	0,86	0,74	0,26
PQ2	0,93	0,86	0,14
PQ3	0,86	0,74	0,26
Σ	2,65	7,02	0,66
BL1	0,86	0,74	0,26
BL2	0,70	0,49	0,61
BL3	0,79	0,62	0,38
Σ	2,35	5,52	1,25
BE1	0,91	0,83	0,17
BE2	0,80	0,64	0,36
BE3	0,91	0,83	0,17
Σ	2,62	6,86	0,70
RI1	0,80	0,64	0,36
RI2	0,85	0,72	0,28
RI3	0,80	0,64	0,36
Σ	2,45	6,00	1,00

Brand Awareness

$$\begin{aligned}
 \text{CR} &= \frac{(0,86+0,87+0,90)^2}{(0,86+0,87+0,90)^2 + ((1-0,86^2)+(1-0,87^2)+(1-0,90^2))} \\
 &= 0,908
 \end{aligned}$$

Brand Association

$$\begin{aligned}\text{CR} &= \frac{(0,78+0,80+0,75)^2}{(0,78+0,80+0,75)^2 + ((1-0,78^2)+(1-0,80^2)+(1-0,75^2))} \\ &= 0,820\end{aligned}$$

Perceived Quality

$$\begin{aligned}\text{CR} &= \frac{(0,86+0,93+0,86)^2}{(0,86+0,93+0,86)^2 + ((1-0,86^2)+(1-0,93^2)+(1-0,86^2))} \\ &= 0,915\end{aligned}$$

Brand Loyalty

$$\begin{aligned}\text{CR} &= \frac{(0,86+0,70+0,79)^2}{(0,86+0,70+0,79)^2 + ((1-0,86^2)+(1-0,70^2)+(1-0,79^2))} \\ &= 0,828\end{aligned}$$

Brand Equity

$$\begin{aligned}\text{CR} &= \frac{(0,91+0,80+0,91)^2}{(0,91+0,80+0,91)^2 + ((1-0,91^2)+(1-0,80^2)+(1-0,91^2))} \\ &= 0,907\end{aligned}$$

Repurchase Intention

$$\begin{aligned}\text{CR} &= \frac{(0,80+0,85+0,80)^2}{(0,80+0,85+0,80)^2 + ((1-0,80^2)+(1-0,85^2)+(1-0,80^2))} \\ &= 0,858\end{aligned}$$

Lampiran 7 Uji Normalitas

DATE: 11/09/2013

TIME: 18:07

P R E L I S 2.70

BY

Karl G. Jöreskog & Dag Sörbom

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NS 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18

OU MA=CM SM=C:\DATA.COV XT

Total Sample Size = 200

Univariate Summary Statistics for Continuous Variables

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

Variable	Mean	St. Dev.	T-Value	Skewness	Kurtosis	Minimum	Freq.	Maximum	
BA1	3.355	0.820	57.865	-0.049	-0.046	1.023	2	5.062	13
BA2	3.455	0.976	50.058	-0.109	-0.301	1.188	7	5.106	27
BA3	3.265	1.073	43.048	-0.069	-0.407	1.148	15	5.182	22
BS1	3.690	0.753	69.319	-0.026	-0.267	1.932	8	5.002	27
BS2	3.690	0.726	71.916	-0.050	-0.138	1.987	8	5.024	23
BS3	3.625	0.705	72.729	0.092	-0.191	1.812	5	4.968	21
PQ1	3.230	0.825	55.374	-0.198	-0.278	0.837	2	5.497	3
PQ2	3.280	0.898	51.680	-0.036	-0.197	0.886	3	5.069	15
PQ3	3.285	0.882	52.681	-0.042	-0.223	0.788	2	5.145	12
BL1	3.790	0.787	68.126	-0.152	-0.007	2.205	17	5.167	28
BL2	3.655	0.741	69.779	-0.130	0.119	1.322	1	5.090	19
BL3	3.850	0.749	72.739	-0.199	0.217	1.471	1	5.115	31

BE1	3.510	0.856	57.957	0.152	-0.150	1.471	9	4.878	39
BE2	3.470	0.708	69.289	0.025	-0.059	1.959	13	5.008	12
BE3	3.590	0.875	58.019	0.021	-0.475	1.697	12	4.924	40
RI1	3.600	0.796	63.982	-0.071	0.003	1.578	5	5.138	19
RI2	3.655	0.780	66.235	-0.011	-0.118	1.658	5	5.115	22
RI3	3.655	0.824	62.712	-0.130	-0.002	1.572	5	5.159	23

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	-0.293	0.770	0.006	0.995	0.086	0.958
BA2	-0.644	0.520	-0.908	0.364	1.239	0.538
BA3	-0.409	0.683	-1.366	0.172	2.034	0.362
BS1	-0.157	0.875	-0.772	0.440	0.620	0.733
BS2	-0.299	0.765	-0.295	0.768	0.176	0.916
BS3	0.546	0.585	-0.483	0.629	0.531	0.767
PQ1	-1.165	0.244	-0.815	0.415	2.022	0.364
PQ2	-0.211	0.833	-0.504	0.614	0.299	0.861
PQ3	-0.251	0.802	-0.601	0.548	0.425	0.809
BL1	-0.898	0.369	0.127	0.899	0.823	0.663
BL2	-0.770	0.441	0.490	0.624	0.834	0.659
BL3	-1.171	0.242	0.748	0.455	1.930	0.381
BE1	0.899	0.369	-0.338	0.735	0.922	0.631
BE2	0.148	0.882	-0.034	0.973	0.023	0.989
BE3	0.122	0.903	-1.696	0.090	2.893	0.235
RI1	-0.423	0.672	0.158	0.874	0.204	0.903
RI2	-0.066	0.947	-0.227	0.820	0.056	0.972
RI3	-0.771	0.441	0.144	0.886	0.614	0.735

Relative Multivariate Kurtosis = 1.007

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	
36.131	1.337	0.181	362.398	1.521	0.128	4.103	0.129	

Histograms for Continuous Variables

BA1				
Frequency	Percentage	Lower Class Limit		
2	1.0	1.023		
0	0.0	1.427		
25	12.5	1.830	□□□□□□□□□□	
0	0.0	2.234		

27 13.5 4.695

BS2

Frequency Percentage Lower Class Limit

8	4.0	1.987	
---	-----	-------	----------------------

0	0.0	2.291
---	-----	-------

0	0.0	2.594
---	-----	-------

69 34.5 2.898

0	0.0	3.202
---	-----	-------

0	0.0	3.506
---	-----	-------

100	50.0	3.809
-----	------	-------

[illegible]

0	0.0	4.113
---	-----	-------

0	0.0	4.417
---	-----	-------

23	11.5	4.721	
----	------	-------	----------------------

BS3

Frequency Percentage Lower Class Limit

5 2.5 1.812 □□

0	0.0	2.127
---	-----	-------

0	0.0	2.443
---	-----	-------

86	43.0	2.759
----	------	-------

[illegible]

0	0.0	3.074
---	-----	-------

0	0.0	3.390
---	-----	-------

88	44.0	3.706
----	------	-------

[illegible]

0	0.0	4.021
---	-----	-------

0	0.0	4.337
---	-----	-------

21	10.5	4.653	
----	------	-------	----------------------

PQ1

Frequency Percentage Lower Class Limit

2	1.0	0.837
---	-----	-------

0	0.0	1.303
---	-----	-------

41	20.5	1.769	□□□□□□□□□□□□□□□□□□
----	------	-------	--------------------

0	0.0	2.235
---	-----	-------

69 34.5 2.701

0	0.0	3.167
---	-----	-------

85	42.5	3.633
----	------	-------

[illegible]

0	0.0	4.099
---	-----	-------

0	0.0	4.565
---	-----	-------

3 1.5 5.031 □

PQ2

Frequency Percentage Lower Class Limit

3 1.5 0.886 ☐

0 0.0 1.305

36 18.0 1.723

0	0.0	2.141	
0	0.0	2.560	
78	39.0	2.978	
0	0.0	3.396	
68	34.0	3.815	
0	0.0	4.233	
15	7.5	4.651	

BL1

Frequency	Percentage	Lower Class Limit
17	8.5	2.205
0	0.0	2.501
36	18.0	2.797
0	0.0	3.093
0	0.0	3.390
119	59.5	3.686
0	0.0	3.982
0	0.0	4.278
0	0.0	4.574
28	14.0	4.870

Frequency	Percentage	Lower Class Limit
1	0.5	1.322
0	0.0	1.699
10	5.0	2.075
0	0.0	2.452
65	32.5	2.829
0	0.0	3.206
0	0.0	3.583
105	52.5	3.960

□□□□□□

BL3

Frequency Percentage Lower Class Limit

22

[illegible]

□ □ □ □ □ □ □ □ □

BE1

Frequency Percentage Lower Class Limit

22

[illegible]

□ □ □ □ □ □ □ □ □ □

BE2

Frequency Percentage Lower Class Limit

□□□□□

[illegible]

BE3

Frequency Percentage Lower Class Limit

□□□□

[illegible][illegible]

R13

Frequency	Percentage	Lower Class Limit
5	2.5	1.572
7	3.5	1.931
0	0.0	2.289
63	31.5	2.648
0	0.0	3.007
0	0.0	3.365
102	51.0	3.724

Frequency

Percentage

Lower Class Limit

5 2.5 1.572

7 3.5 1.931

0 0.0 2.289

63 31.5 2.648

0 0.0 3.007

0 0.0 3.365

102 51.0 3.724

23 11.5 4.800 □□□□□□□□

Covariance Matrix

	BA1	BA2	BA3	BS1	BS2	BS3
BA1	0.672					
BA2	0.599	0.953				
BA3	0.677	0.829	1.151			
BS1	0.208	0.175	0.208	0.567		
BS2	0.226	0.220	0.285	0.341	0.527	
BS3	0.192	0.229	0.227	0.309	0.302	0.497
PQ1	0.097	0.092	0.155	-0.036	0.031	0.043
PQ2	0.081	0.096	0.144	0.020	0.104	0.094
PQ3	0.086	0.077	0.141	0.042	0.089	0.102
BL1	0.210	0.216	0.290	0.042	0.129	0.091
BL2	0.160	0.152	0.213	0.063	0.091	0.050
BL3	0.185	0.205	0.276	0.039	0.125	0.081
BE1	0.301	0.253	0.367	0.174	0.157	0.148
BE2	0.189	0.175	0.221	0.152	0.087	0.114
BE3	0.293	0.263	0.333	0.204	0.159	0.170
RI1	0.159	0.167	0.255	0.086	0.084	0.128
RI2	0.226	0.251	0.291	0.095	0.105	0.118
RI3	0.210	0.159	0.255	0.133	0.141	0.163

Covariance Matrix

	PQ1	PQ2	PQ3	BL1	BL2	BL3
PQ1	0.681					
PQ2	0.598	0.806				
PQ3	0.543	0.638	0.778			
BL1	0.155	0.143	0.110	0.619		
BL2	0.058	0.055	0.066	0.346	0.549	
BL3	0.107	0.102	0.080	0.397	0.303	0.560
BE1	0.182	0.219	0.227	0.228	0.203	0.200
BE2	0.112	0.135	0.136	0.179	0.165	0.120
BE3	0.168	0.254	0.213	0.239	0.218	0.204
RI1	0.121	0.097	0.149	0.170	0.143	0.139
RI2	0.109	0.074	0.103	0.160	0.141	0.151
RI3	0.066	0.036	0.076	0.157	0.149	0.121

Covariance Matrix

	BE1	BE2	BE3	RI1	RI2	RI3
BE1	0.734					
BE2	0.441	0.502				

BE3	0.624	0.461	0.766			
RI1	0.282	0.187	0.264	0.633		
RI2	0.277	0.202	0.262	0.430	0.609	
RI3	0.335	0.235	0.302	0.415	0.440	0.679

Means

BA1	BA2	BA3	BS1	BS2	BS3
-----	-----	-----	-----	-----	-----
3.355	3.455	3.265	3.690	3.690	3.625

Means

PQ1	PQ2	PQ3	BL1	BL2	BL3
-----	-----	-----	-----	-----	-----
3.230	3.280	3.285	3.790	3.655	3.850

Means

BE1	BE2	BE3	RI1	RI2	RI3
-----	-----	-----	-----	-----	-----
3.510	3.470	3.590	3.600	3.655	3.655

Standard Deviations

BA1	BA2	BA3	BS1	BS2	BS3
-----	-----	-----	-----	-----	-----
0.820	0.976	1.073	0.753	0.726	0.705

Standard Deviations

PQ1	PQ2	PQ3	BL1	BL2	BL3
-----	-----	-----	-----	-----	-----
0.825	0.898	0.882	0.787	0.741	0.749

Standard Deviations

BE1	BE2	BE3	RI1	RI2	RI3
-----	-----	-----	-----	-----	-----
0.856	0.708	0.875	0.796	0.780	0.824

The Problem used 34224 Bytes (= 0.1% of available workspace)

Lampiran 8 Uji Structural Equation Modeling

DATE: 11/ 9/2013

TIME: 18:07

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 C:\Users\HENDRIK\Desktop\SEM\HASIL.spl:

PENELITIAN REPURCHASE INTENTION

OBSERVED VARIABLES BA1 BA2 BA3 BS1 BS2 BS3 PQ1 PQ2 PQ3 BL1 BL2 BL3

BE1 BE2 BE3 RI1 RI2 RI3

COVARIANCE MATRIX FROM FILE C:\DATA.COV

LATENT VARIABLES BA BS PQ BL BE RI

SAMPLE SIZE 200

RELATIONSHIPS

BA1=1*BA

BA2-BA3=BA

BS1=1*BS

BS2-BS3=BS

PQ1=1*PQ

PQ2-PQ3=PQ

BL1=1*BL

BL2-BL3=BL

BE1=1*BE

BE2-BE3=BE

RI1=1*RI

RI2-RI3=RI

BE=BA BS PQ BL

RI=BE

OPTIONS: SC EF

PATH DIAGRAM

END OF PROGRAM

Sample Size = 200

PENELITIAN REPURCHASE INTENTION

Covariance Matrix

	BE1	BE2	BE3	RI1	RI2	RI3
BE1	0.73					
BE2	0.44	0.50				
BE3	0.62	0.46	0.77			
RI1	0.28	0.19	0.26	0.63		
RI2	0.28	0.20	0.26	0.43	0.61	
RI3	0.33	0.23	0.30	0.41	0.44	0.68
BA1	0.30	0.19	0.29	0.16	0.23	0.21
BA2	0.25	0.18	0.26	0.17	0.25	0.16
BA3	0.37	0.22	0.33	0.25	0.29	0.25
BS1	0.17	0.15	0.20	0.09	0.10	0.13
BS2	0.16	0.09	0.16	0.08	0.10	0.14
BS3	0.15	0.11	0.17	0.13	0.12	0.16
PQ1	0.18	0.11	0.17	0.12	0.11	0.07
PQ2	0.22	0.13	0.25	0.10	0.07	0.04
PQ3	0.23	0.14	0.21	0.15	0.10	0.08
BL1	0.23	0.18	0.24	0.17	0.16	0.16
BL2	0.20	0.17	0.22	0.14	0.14	0.15
BL3	0.20	0.12	0.20	0.14	0.15	0.12

Covariance Matrix

	BA1	BA2	BA3	BS1	BS2	BS3
BA1	0.67					
BA2	0.60	0.95				
BA3	0.68	0.83	1.15			
BS1	0.21	0.17	0.21	0.57		
BS2	0.23	0.22	0.29	0.34	0.53	
BS3	0.19	0.23	0.23	0.31	0.30	0.50
PQ1	0.10	0.09	0.15	-0.04	0.03	0.04
PQ2	0.08	0.10	0.14	0.02	0.10	0.09
PQ3	0.09	0.08	0.14	0.04	0.09	0.10
BL1	0.21	0.22	0.29	0.04	0.13	0.09
BL2	0.16	0.15	0.21	0.06	0.09	0.05
BL3	0.18	0.20	0.28	0.04	0.12	0.08

Covariance Matrix

	PQ1	PQ2	PQ3	BL1	BL2	BL3
PQ1	0.68					

PQ2	0.60	0.81				
PQ3	0.54	0.64	0.78			
BL1	0.15	0.14	0.11	0.62		
BL2	0.06	0.05	0.07	0.35	0.55	
BL3	0.11	0.10	0.08	0.40	0.30	0.56

PENELITIAN REPURCHASE INTENTION

Number of Iterations = 8

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$\text{BE1} = 1.00 * \text{BE}, \text{Errorvar.} = 0.13, R^2 = 0.83$$

(0.023)
5.59

$$\text{BE2} = 0.73 * \text{BE}, \text{Errorvar.} = 0.18, R^2 = 0.64$$

(0.048) (0.021)
15.04 8.48

$$\text{BE3} = 1.03 * \text{BE}, \text{Errorvar.} = 0.13, R^2 = 0.84$$

(0.054) (0.023)
18.99 5.37

$$\text{RI1} = 1.00 * \text{RI}, \text{Errorvar.} = 0.23, R^2 = 0.64$$

(0.032)
7.08

$$\text{RI2} = 1.04 * \text{RI}, \text{Errorvar.} = 0.17, R^2 = 0.73$$

(0.086) (0.029)
12.10 5.69

$$\text{RI3} = 1.04 * \text{RI}, \text{Errorvar.} = 0.24, R^2 = 0.65$$

(0.090) (0.034)
11.63 6.96

$$\text{BA1} = 1.00 * \text{BA}, \text{Errorvar.} = 0.17, R^2 = 0.74$$

(0.024)
7.02

$$\text{BA2} = 1.20 * \text{BA}, \text{Errorvar.} = 0.24, R^2 = 0.75$$

(0.076) (0.034)
15.66 6.91

$$\text{BA3} = 1.37 * \text{BA}, \text{Errorvar.} = 0.21, R^2 = 0.81$$

(0.083) (0.038)

16.49 5.56

BS1 = 1.00*BS, Errorvar.= 0.23 , R² = 0.60
(0.034)
6.59

BS2 = 0.99*BS, Errorvar.= 0.19 , R² = 0.64
(0.100) (0.032)
9.97 6.01

BS3 = 0.90*BS, Errorvar.= 0.22 , R² = 0.56
(0.094) (0.031)
9.62 7.19

PQ1 = 1.00*PQ, Errorvar.= 0.17 , R² = 0.75
(0.024)
7.24

PQ2 = 1.18*PQ, Errorvar.= 0.10 , R² = 0.87
(0.067) (0.025)
17.57 4.13

PQ3 = 1.07*PQ, Errorvar.= 0.20 , R² = 0.75
(0.067) (0.027)
15.98 7.24

BL1 = 1.00*BL, Errorvar.= 0.17 , R² = 0.73
(0.035)
4.70

BL2 = 0.77*BL, Errorvar.= 0.28 , R² = 0.49
(0.079) (0.035)
9.71 8.16

BL3 = 0.87*BL, Errorvar.= 0.21 , R² = 0.62
(0.082) (0.032)
10.73 6.58

Structural Equations

BE = 0.24*BA + 0.24*BS + 0.24*PQ + 0.31*BL, Errorvar.= 0.38 , R² = 0.37
(0.091) (0.11) (0.073) (0.092) (0.051)
2.68 2.28 3.25 3.42 7.58

RI = 0.46*BE, Errorvar.= 0.28 , R² = 0.31
(0.063) (0.046)
7.28 6.06

Reduced Form Equations

$$BE = 0.24*BA + 0.24*BS + 0.24*PQ + 0.31*BL, \text{ Errorvar.} = 0.38, R^2 = 0.37$$

(0.091)	(0.11)	(0.073)	(0.092)
2.68	2.28	3.25	3.42

$$RI = 0.11*BA + 0.11*BS + 0.11*PQ + 0.14*BL, \text{ Errorvar.} = 0.36, R^2 = 0.12$$

(0.044)	(0.051)	(0.036)	(0.046)
2.54	2.19	3.00	3.13

Covariance Matrix of Independent Variables

	BA	BS	PQ	BL
BA	0.50 (0.07) 7.43			
BS	0.19 (0.04) 4.92	0.34 (0.06) 5.87		
PQ	0.08 (0.04) 2.10	0.06 (0.03) 1.62	0.51 (0.07) 7.46	
BL	0.20 (0.04) 4.79	0.10 (0.03) 2.72	0.11 (0.04) 2.71	0.45 (0.07) 6.72

Covariance Matrix of Latent Variables

	BE	RI	BA	BS	PQ	BL
BE	0.61					
RI	0.28	0.40				
BA	0.25	0.12	0.50			
BS	0.17	0.08	0.19	0.34		
PQ	0.19	0.09	0.08	0.06	0.51	
BL	0.24	0.11	0.20	0.10	0.11	0.45

Goodness of Fit Statistics

Degrees of Freedom = 124

Minimum Fit Function Chi-Square = 147.95 (P = 0.070)

Normal Theory Weighted Least Squares Chi-Square = 149.22 (P = 0.061)

Estimated Non-centrality Parameter (NCP) = 25.22
90 Percent Confidence Interval for NCP = (0.0 ; 60.10)

Minimum Fit Function Value = 0.74
Population Discrepancy Function Value (F0) = 0.13
90 Percent Confidence Interval for F0 = (0.0 ; 0.30)
Root Mean Square Error of Approximation (RMSEA) = 0.032
90 Percent Confidence Interval for RMSEA = (0.0 ; 0.049)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.96

Expected Cross-Validation Index (ECVI) = 1.22
90 Percent Confidence Interval for ECVI = (1.10 ; 1.40)
ECVI for Saturated Model = 1.72
ECVI for Independence Model = 18.00

Chi-Square for Independence Model with 153 Degrees of Freedom = 3545.34
Independence AIC = 3581.34
Model AIC = 243.22
Saturated AIC = 342.00
Independence CAIC = 3658.71
Model CAIC = 445.24
Saturated CAIC = 1077.01

Normed Fit Index (NFI) = 0.96
Non-Normed Fit Index (NNFI) = 0.99
Parsimony Normed Fit Index (PNFI) = 0.78
Comparative Fit Index (CFI) = 0.99
Incremental Fit Index (IFI) = 0.99
Relative Fit Index (RFI) = 0.95

Critical N (CN) = 220.98

Root Mean Square Residual (RMR) = 0.034
Standardized RMR = 0.050
Goodness of Fit Index (GFI) = 0.92
Adjusted Goodness of Fit Index (AGFI) = 0.89
Parsimony Goodness of Fit Index (PGFI) = 0.67

The Modification Indices Suggest to Add an Error Covariance
Between and Decrease in Chi-Square New Estimate
PQ2 BE3 12.9 0.05

PENELITIAN REPURCHASE INTENTION

Standardized Solution

LAMBDA-Y

	BE	RI
	-----	-----
BE1	0.78	--
BE2	0.57	--
BE3	0.80	--
RI1	--	0.64
RI2	--	0.66
RI3	--	0.66

LAMBDA-X

	BA	BS	PQ	BL
	-----	-----	-----	-----
BA1	0.71	--	--	--
BA2	0.85	--	--	--
BA3	0.97	--	--	--
BS1	--	0.58	--	--
BS2	--	0.58	--	--
BS3	--	0.53	--	--
PQ1	--	--	0.71	--
PQ2	--	--	0.84	--
PQ3	--	--	0.76	--
BL1	--	--	--	0.67
BL2	--	--	--	0.52
BL3	--	--	--	0.59

BETA

	BE	RI
	-----	-----
BE	--	--
RI	0.56	--

GAMMA

	BA	BS	PQ	BL
	-----	-----	-----	-----
BE	0.22	0.18	0.22	0.27
RI	--	--	--	--

Correlation Matrix of ETA and KSI

	BE	RI	BA	BS	PQ	BL
BE	1.00					
RI	0.56	1.00				
BA	0.46	0.26	1.00			
BS	0.38	0.21	0.46	1.00		
PQ	0.34	0.19	0.16	0.13	1.00	
BL	0.46	0.26	0.43	0.24	0.22	1.00

PSI

Note: This matrix is diagonal.

BE	RI
-----	-----
0.63	0.69

Regression Matrix ETA on KSI (Standardized)

	BA	BS	PQ	BL
-----	-----	-----	-----	-----
BE	0.22	0.18	0.22	0.27
RI	0.12	0.10	0.12	0.15

PENELITIAN REPURCHASE INTENTION

Completely Standardized Solution

LAMBDA-Y

	BE	RI
-----	-----	-----
BE1	0.91	--
BE2	0.80	--
BE3	0.91	--
RI1	--	0.80
RI2	--	0.85
RI3	--	0.80

LAMBDA-X

	BA	BS	PQ	BL
-----	-----	-----	-----	-----
BA1	0.86	--	--	--
BA2	0.87	--	--	--
BA3	0.90	--	--	--
BS1	--	0.78	--	--
BS2	--	0.80	--	--

BS3	--	0.75	--	--
PQ1	--	--	0.86	--
PQ2	--	--	0.93	--
PQ3	--	--	0.86	--
BL1	--	--	--	0.86
BL2	--	--	--	0.70
BL3	--	--	--	0.79

BETA

	BE	RI
	-----	-----
BE	--	--
RI	0.56	--

GAMMA

	BA	BS	PQ	BL
	-----	-----	-----	-----
BE	0.22	0.18	0.22	0.27
RI	--	--	--	--

Correlation Matrix of ETA and KSI

	BE	RI	BA	BS	PQ	BL
	-----	-----	-----	-----	-----	-----
BE	1.00					
RI	0.56	1.00				
BA	0.46	0.26	1.00			
BS	0.38	0.21	0.46	1.00		
PQ	0.34	0.19	0.16	0.13	1.00	
BL	0.46	0.26	0.43	0.24	0.22	1.00

PSI

Note: This matrix is diagonal.

	BE	RI
	-----	-----
	0.63	0.69

THETA-EPS

	BE1	BE2	BE3	RI1	RI2	RI3
	-----	-----	-----	-----	-----	-----
	0.17	0.36	0.16	0.36	0.27	0.35

THETA-DELTA

BA1	BA2	BA3	BS1	BS2	BS3
0.26	0.25	0.19	0.40	0.36	0.44

THETA-DELTA

PQ1	PQ2	PQ3	BL1	BL2	BL3
0.25	0.13	0.25	0.27	0.51	0.38

Regression Matrix ETA on KSI (Standardized)

	BA	BS	PQ	BL
BE	0.22	0.18	0.22	0.27
RI	0.12	0.10	0.12	0.15

PENELITIAN REPURCHASE INTENTION

Total and Indirect Effects

Total Effects of KSI on ETA

	BA	BS	PQ	BL
BE	0.24 (0.09) 2.68	0.24 (0.11) 2.28	0.24 (0.07) 3.25	0.31 (0.09) 3.42
RI	0.11 (0.04) 2.54	0.11 (0.05) 2.19	0.11 (0.04) 3.00	0.14 (0.05) 3.13

Indirect Effects of KSI on ETA

	BA	BS	PQ	BL
BE	--	--	--	--
RI	0.11 (0.04) 2.54	0.11 (0.05) 2.19	0.11 (0.04) 3.00	0.14 (0.05) 3.13

Total Effects of ETA on ETA

	BE	RI
	-----	-----
BE	--	--
RI	0.46	--
	(0.06)	
	7.28	

Largest Eigenvalue of $B \cdot B'$ (Stability Index) is 0.208

Total Effects of ETA on Y

	BE	RI
	-----	-----
BE1	1.00	--
BE2	0.73	--
	(0.05)	
	15.04	
BE3	1.03	--
	(0.05)	
	18.99	
RI1	0.46	1.00
	(0.06)	
	7.28	
RI2	0.48	1.04
	(0.06)	(0.09)
	7.51	12.10
RI3	0.48	1.04
	(0.07)	(0.09)
	7.30	11.63

Indirect Effects of ETA on Y

	BE	RI
	-----	-----
BE1	--	--
BE2	--	--

BE3 - - - -

RI1 0.46 - -
(0.06)
7.28

RI2 0.48 - -
(0.06)
7.51

RI3 0.48 - -
(0.07)
7.30

Total Effects of KSI on Y

	BA	BS	PQ	BL
	-----	-----	-----	-----
BE1	0.24 (0.09) 2.68	0.24 (0.11) 2.28	0.24 (0.07) 3.25	0.31 (0.09) 3.42
BE2	0.18 (0.07) 2.66	0.18 (0.08) 2.26	0.17 (0.05) 3.22	0.23 (0.07) 3.38
BE3	0.25 (0.09) 2.68	0.25 (0.11) 2.28	0.24 (0.07) 3.25	0.32 (0.09) 3.42
RI1	0.11 (0.04) 2.54	0.11 (0.05) 2.19	0.11 (0.04) 3.00	0.14 (0.05) 3.13
RI2	0.12 (0.05) 2.55	0.12 (0.05) 2.19	0.11 (0.04) 3.01	0.15 (0.05) 3.15
RI3	0.12 (0.05) 2.54	0.12 (0.05) 2.19	0.11 (0.04) 3.00	0.15 (0.05) 3.13

PENELITIAN REPURCHASE INTENTION

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	BA	BS	PQ	BL
-----	-----	-----	-----	-----
BE	0.22	0.18	0.22	0.27
RI	0.12	0.10	0.12	0.15

Standardized Indirect Effects of KSI on ETA

	BA	BS	PQ	BL
-----	-----	-----	-----	-----
BE	--	--	--	--
RI	0.12	0.10	0.12	0.15

Standardized Total Effects of ETA on ETA

	BE	RI
-----	-----	-----
BE	--	--
RI	0.56	--

Standardized Total Effects of ETA on Y

	BE	RI
-----	-----	-----
BE1	0.78	--
BE2	0.57	--
BE3	0.80	--
RI1	0.36	0.64
RI2	0.37	0.66
RI3	0.37	0.66

Completely Standardized Total Effects of ETA on Y

	BE	RI
-----	-----	-----
BE1	0.91	--
BE2	0.80	--
BE3	0.91	--
RI1	0.45	0.80
RI2	0.48	0.85
RI3	0.45	0.80

Standardized Indirect Effects of ETA on Y

BE	RI
----	----

	-----	-----
BE1	--	--
BE2	--	--
BE3	--	--
RI1	0.36	--
RI2	0.37	--
RI3	0.37	--

Completely Standardized Indirect Effects of ETA on Y

	BE	RI
	-----	-----
BE1	--	--
BE2	--	--
BE3	--	--
RI1	0.45	--
RI2	0.48	--
RI3	0.45	--

Standardized Total Effects of KSI on Y

	BA	BS	PQ	BL
	-----	-----	-----	-----
BE1	0.17	0.14	0.17	0.21
BE2	0.13	0.10	0.12	0.15
BE3	0.18	0.15	0.17	0.22
RI1	0.08	0.06	0.08	0.10
RI2	0.08	0.07	0.08	0.10
RI3	0.08	0.07	0.08	0.10

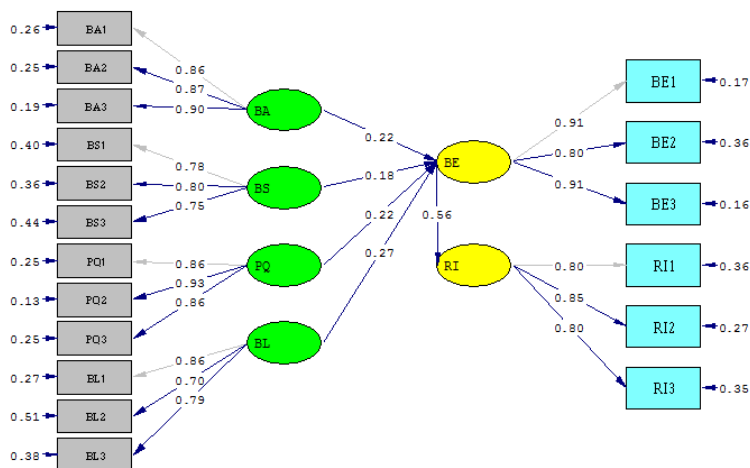
Completely Standardized Total Effects of KSI on Y

	BA	BS	PQ	BL
	-----	-----	-----	-----
BE1	0.20	0.17	0.20	0.25
BE2	0.18	0.15	0.17	0.22
BE3	0.20	0.17	0.20	0.25
RI1	0.10	0.08	0.10	0.12
RI2	0.11	0.09	0.10	0.13
RI3	0.10	0.08	0.10	0.12

Time used: 0.109 Seconds

Lampiran 9 Path Diagram

Standardized Solution



T-values

