LAMPIRAN 1: KUESIONER

LAMPIRAN 2: DATA.sav (SPSS)

LAMPIRAN 3: HASIL UJI NORMALITAS

DATE: 04/18/2013
TIME: 22:34

P R E L I S 2.70

BY

Karl G. Jöreskog & Dag Sörbom

The following lines were read from file E:\HERLAMBANG\DATAFINAL.PR2:

```
!PRELIS SYNTAX: Can be edited
SY='E:\HERLAMBANG\DATAFINAL.PSF'
OU MA=CM XT
```

Total Sample Size = 127

Univariate Summary Statistics for Continuous Variables

Variable	Mean	St. Dev.	T-Value	Skewness	Kurtosis	Minimum	Freq.	Maximum	Freq.
X1	4.252	0.678	70.664	-0.358	-0.815	3.000	17	5.000	49
X2	4.087	0.735	62.668	-0.137	-1.124	3.000	29	5.000	40
X3	4.110	0.737	62.841	-0.298	-0.718	2.000	1	5.000	41
X4	4.031	0.723	62.834	-0.304	-0.289	2.000	2	5.000	33
X5	4.157	0.717	65.307	-0.243	-1.021	3.000	24	5.000	44
X6	3.866	0.849	51.346	-0.531	0.229	1.000	1	5.000	29
X7	3.929	0.737	60.114	-0.251	-0.262	2.000	3	5.000	27
X8	3.378	1.119	34.010	-0.310	-0.657	1.000	7	5.000	21
X9	3.984	0.701	64.025	-0.259	-0.141	2.000	2	5.000	28
X10	3.850	0.846	51.297	-0.268	-0.589	2.000	7	5.000	30
X11	4.094	0.684	67.508	-0.273	-0.292	2.000	1	5.000	35
X12	3.622	0.872	46.798	-0.492	0.265	1.000	2	5.000	17
X13	3.756	0.774	54.704	-0.173	-0.335	2.000	6	5.000	20
X14	4.189	0.721	65.493	-0.430	-0.516	2.000	1	5.000	46
X15	3.953	0.795	56.003	-0.203	-0.733	2.000	3	5.000	34
X16	4.118	0.662	70.098	-0.133	-0.707	3.000	21	5.000	36

X17	4.000	0.735	61.361	-0.244	-0.444	2.000	2	5.000	32
X18	3.921	0.730	60.504	-0.001	-0.806	2.000	1	5.000	28
X19	4.268	0.636	75.672	-0.293	-0.653	3.000	13	5.000	47
X20	4.268	0.707	68.072	-0.570	-0.300	2.000	1	5.000	52
X21	4.488	0.562	90.071	-0.499	-0.780	3.000	4	5.000	66

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
X1	-1.668	0.095	-3.012	0.003	11.854	0.003
X2	-0.655	0.513	-5.817	0.000	34.266	0.000
X3	-1.401	0.161	-2.431	0.015	7.875	0.019
X4	-1.425	0.154	-0.638	0.523	2.439	0.295
X5	-1.149	0.250	-4.655	0.000	22.992	0.000
X6	-2.413	0.016	0.687	0.492	6.294	0.043
X7	-1.184	0.237	-0.550	0.582	1.704	0.427
X8	-1.453	0.146	-2.113	0.035	6.575	0.037
X9	-1.222	0.222	-0.193	0.847	1.530	0.465
X10	-1.263	0.206	-1.784	0.074	4.779	0.092
X11	-1.284	0.199	-0.647	0.518	2.069	0.355
X12	-2.248	0.025	0.760	0.447	5.629	0.060
X13	-0.821	0.412	-0.787	0.431	1.293	0.524
X14	-1.985	0.047	-1.468	0.142	6.097	0.047
X15	-0.964	0.335	-2.515	0.012	7.255	0.027
X16	-0.633	0.527	-2.372	0.018	6.028	0.049
X17	-1.154	0.249	-1.178	0.239	2.718	0.257
X18	-0.006	0.995	-2.958	0.003	8.749	0.013
X19	-1.376	0.169	-2.092	0.036	6.270	0.044
X20	-2.572	0.010	-0.671	0.502	7.068	0.029
X21	-2.280	0.023	-2.795	0.005	13.011	0.001

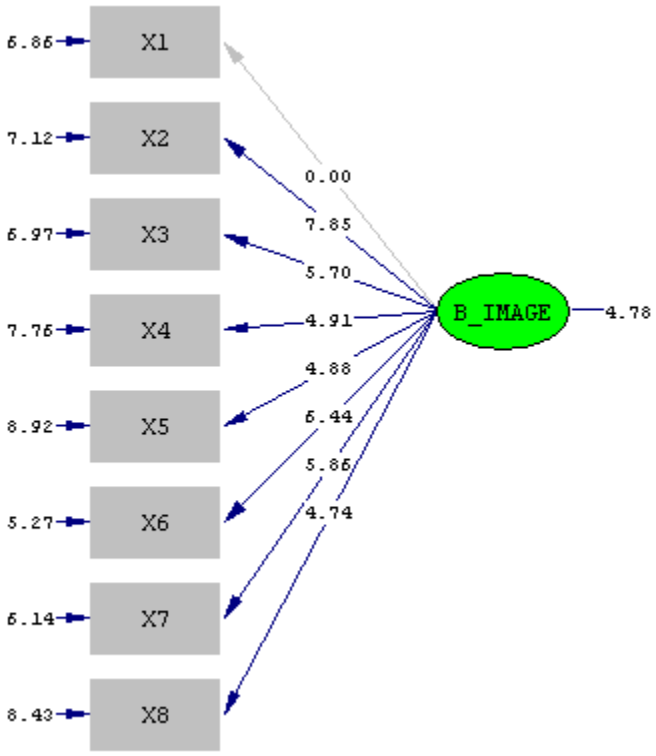
Relative Multivariate Kurtosis = 1.050

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
99.893	5.444	0.000	507.014	4.475	0.000	49.660	0.000

LAMPIRAN 4: MODEL PENGUKURAN VARIABEL

1. VARIABEL BRAND IMAGE (T VALUE)



DATE: 5/ 9/2013
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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 G:\HERLAMBANG2\OUTPUT.spl:

MODEL PENELITIAN
Observed Variables X1 X2 X3 X4 X5 X6 X7 X8 X9 X10 X11 X12 X13 X14 X15 X16 X17 X18 X19 X20 X21
Covariance Matrix from file G:\HERLAMBANG2\DATA.COV

Asymptotic Covariance Matrix from file G:\HERLAMBANG2\DATA.ACM
Sample Size 127
Latent Variables B_IMAGE S_QUALITY P_VALUE B_LOYALTY B_EQUITY
Relationships:
X1 = 1*B_IMAGE
X2 - X8 = B_IMAGE

Options: SS EC EF
Path Diagram
End of Problem

Sample Size = 127

MODEL PENELITIAN

Covariance Matrix

	X1	X2	X3	X4	X5	X6
X1	0.46					
X2	0.28	0.54				
X3	0.19	0.26	0.54			
X4	0.20	0.18	0.19	0.52		
X5	0.19	0.11	0.16	0.23	0.51	
X6	0.18	0.22	0.22	0.18	0.16	0.72
X7	0.22	0.19	0.16	0.18	0.13	0.28
X8	0.17	0.27	0.16	0.09	-0.02	0.55

Covariance Matrix

	X7	X8
X7	0.54	
X8	0.22	1.25

MODEL PENELITIAN

Number of Iterations = 9

LISREL Estimates (Robust Maximum Likelihood)

Measurement Equations

X1 = 1.00*B_IMAGE, Errorvar.= 0.23 , R^2 = 0.50
(0.034)
6.86

X2 = 1.05*B_IMAGE, Errorvar.= 0.29 , R^2 = 0.47
(0.13) (0.040)
7.85 7.12

X3 = 0.91*B_IMAGE, Errorvar.= 0.35 , R^2 = 0.35
(0.16) (0.051)
5.70 6.97

X4 = 0.84*B_IMAGE, Errorvar.= 0.36 , R^2 = 0.31

(0.17) (0.047)
4.91 7.76

X5 = 0.69*B_IMAGE, Errorvar.= 0.41 , R^2 = 0.21
(0.14) (0.045)
4.88 8.92

X6 = 1.07*B_IMAGE, Errorvar.= 0.46 , R^2 = 0.36
(0.17) (0.087)
6.44 5.27

X7 = 0.91*B_IMAGE, Errorvar.= 0.35 , R^2 = 0.35
(0.15) (0.058)
5.86 6.14

X8 = 0.99*B_IMAGE, Errorvar.= 1.03 , R^2 = 0.18
(0.21) (0.12)
4.74 8.43

Variances of Independent Variables

B_IMAGE
0.23
(0.05)
4.78

Goodness of Fit Statistics

Degrees of Freedom = 20
Minimum Fit Function Chi-Square = 75.85 (P = 0.00)
Normal Theory Weighted Least Squares Chi-Square = 71.89 (P = 0.00)
Satorra-Bentler Scaled Chi-Square = 69.64 (P = 0.00)
Chi-Square Corrected for Non-Normality = 63.85 (P = 0.00)
Estimated Non-centrality Parameter (NCP) = 49.64
90 Percent Confidence Interval for NCP = (27.93 ; 78.94)

Minimum Fit Function Value = 0.60
Population Discrepancy Function Value (F0) = 0.39
90 Percent Confidence Interval for F0 = (0.22 ; 0.63)
Root Mean Square Error of Approximation (RMSEA) = 0.14
90 Percent Confidence Interval for RMSEA = (0.11 ; 0.18)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 0.81
90 Percent Confidence Interval for ECVI = (0.63 ; 1.04)
ECVI for Saturated Model = 0.57
ECVI for Independence Model = 3.60

Chi-Square for Independence Model with 28 Degrees of Freedom = 437.66
Independence AIC = 453.66
Model AIC = 101.64
Saturated AIC = 72.00
Independence CAIC = 484.42

Model CAIC = 163.15
Saturated CAIC = 210.39

Normed Fit Index (NFI) = 0.84
Non-Normed Fit Index (NNFI) = 0.83
Parsimony Normed Fit Index (PNFI) = 0.60
Comparative Fit Index (CFI) = 0.92
Incremental Fit Index (IFI) = 0.92
Relative Fit Index (RFI) = 0.78

Critical N (CN) = 68.97

Root Mean Square Residual (RMR) = 0.069
Standardized RMR = 0.088
Goodness of Fit Index (GFI) = 0.88
Adjusted Goodness of Fit Index (AGFI) = 0.78
Parsimony Goodness of Fit Index (PGFI) = 0.49

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
X5	X4	10.6	0.12
X8	X5	10.6	-0.20
X8	X6	32.4	0.39

EC was written to file fort.1

MODEL PENELITIAN

Standardized Solution

LAMBDA-X

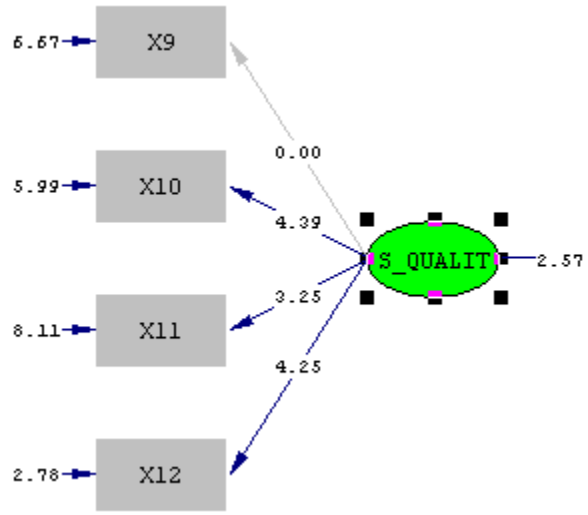
	B_IMAGE
X1	0.48
X2	0.50
X3	0.43
X4	0.48
X5	0.53
X6	0.51
X7	0.49
X8	0.47

PHI

B_IMAGE
1.00

Time used: 0.109 Seconds

2. VARIABEL SERVICE QUALITY



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BY

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The following lines were read from file G:\HERLAMBANG2\OUTPUT.spl:

MODEL PENELITIAN
Observed Variables X1 X2 X3 X4 X5 X6 X7 X8 X9 X10 X11 X12 X13 X14 X15 X16 X17 X18 X19 X20 X21
Covariance Matrix from file G:\HERLAMBANG2\DATA.COV
Asymptotic Covariance Matrix from file G:\HERLAMBANG2\DATA.ACM
Sample Size 127
Latent Variables B_IMAGE S_QUALITY P_VALUE B_LOYALTY B_EQUITY
Relationships:

X9 = 1*S_QUALITY
X10 - X12 = S_QUALITY

Options: SS EC EF
Path Diagram
End of Problem

Sample Size = 127

MODEL PENELITIAN

Covariance Matrix

	X9	X10	X11	X12
X9	0.49			
X10	0.19	0.72		
X11	0.15	0.13	0.47	
X12	0.26	0.38	0.12	0.76

MODEL PENELITIAN

Number of Iterations = 8

LISREL Estimates (Robust Maximum Likelihood)

Measurement Equations

X9 = 1.00*S_QUALIT, Errorvar.= 0.34 , R^2 = 0.31
(0.050)
6.67

X10 = 1.38*S_QUALIT, Errorvar.= 0.42 , R^2 = 0.41
(0.32) (0.070)
4.39 5.99

X11 = 0.59*S_QUALIT, Errorvar.= 0.41 , R^2 = 0.12
(0.18) (0.051)
3.25 8.11

X12 = 1.71*S_QUALIT, Errorvar.= 0.31 , R^2 = 0.59
(0.40) (0.11)
4.25 2.78

Variances of Independent Variables

S_QUALIT
0.15
(0.06)
2.57

Goodness of Fit Statistics

Degrees of Freedom = 2
Minimum Fit Function Chi-Square = 5.30 (P = 0.071)
Normal Theory Weighted Least Squares Chi-Square = 5.20 (P = 0.074)
Satorra-Bentler Scaled Chi-Square = 5.35 (P = 0.069)
Chi-Square Corrected for Non-Normality = 5.29 (P = 0.071)
Estimated Non-centrality Parameter (NCP) = 3.35
90 Percent Confidence Interval for NCP = (0.0 ; 14.34)

Minimum Fit Function Value = 0.042
Population Discrepancy Function Value (F0) = 0.027
90 Percent Confidence Interval for F0 = (0.0 ; 0.11)
Root Mean Square Error of Approximation (RMSEA) = 0.12
90 Percent Confidence Interval for RMSEA = (0.0 ; 0.24)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.13

Expected Cross-Validation Index (ECVI) = 0.17
90 Percent Confidence Interval for ECVI = (0.14 ; 0.26)
ECVI for Saturated Model = 0.16
ECVI for Independence Model = 0.81

Chi-Square for Independence Model with 6 Degrees of Freedom = 93.48
Independence AIC = 101.48
Model AIC = 21.35
Saturated AIC = 20.00
Independence CAIC = 116.86
Model CAIC = 52.10
Saturated CAIC = 58.44

Normed Fit Index (NFI) = 0.94
Non-Normed Fit Index (NNFI) = 0.89
Parsimony Normed Fit Index (PNFI) = 0.31
Comparative Fit Index (CFI) = 0.96
Incremental Fit Index (IFI) = 0.96
Relative Fit Index (RFI) = 0.83

Critical N (CN) = 218.05

Root Mean Square Residual (RMR) = 0.024
Standardized RMR = 0.046
Goodness of Fit Index (GFI) = 0.98
Adjusted Goodness of Fit Index (AGFI) = 0.90
Parsimony Goodness of Fit Index (PGFI) = 0.20

EC was written to file fort.1

MODEL PENELITIAN

Standardized Solution

LAMBDA-X

	S_QUALIT
X9	0.59
X10	0.54

X11 0.78
X12 0.67

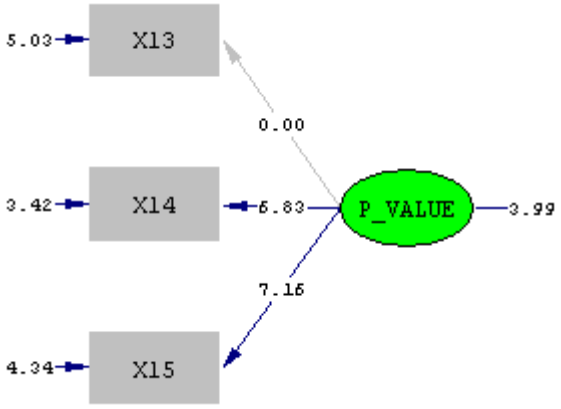
PHI

S_QUALIT

1.00

Time used: 0.094 Seconds

3. VARIABEL PERCEIVED VALUE



DATE: 5/ 9/2013
TIME: 22:04

L I S R E L 8.70

BY

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The following lines were read from file G:\HERLAMBANG2\OUTPUT.spl:

MODEL PENELITIAN
Observed Variables X1 X2 X3 X4 X5 X6 X7 X8 X9 X10 X11 X12 X13 X14 X15 X16 X17 X18 X19 X20 X21
Covariance Matrix from file G:\HERLAMBANG2\DATA.COV

Asymptotic Covariance Matrix from file G:\HERLAMBANG2\DATA.ACM
Sample Size 127
Latent Variables B_IMAGE S_QUALITY P_VALUE B_LOYALTY B_EQUITY
Relationships:

X13 = 1*P_VALUE
X14 = P_VALUE
X15 = P_VALUE

Options: SS EC EF
Path Diagram
End of Problem

Sample Size = 127

MODEL PENELITIAN

Covariance Matrix

	X13	X14	X15
X13	0.60		
X14	0.30	0.52	
X15	0.31	0.33	0.63

MODEL PENELITIAN

Number of Iterations = 0

LISREL Estimates (Robust Maximum Likelihood)

Measurement Equations

X13 = 1.00*P_VALUE, Errorvar.= 0.32 , R^2 = 0.47
(0.063)
5.03

X14 = 1.07*P_VALUE, Errorvar.= 0.20 , R^2 = 0.62
(0.16) (0.058)
6.83 3.42

X15 = 1.11*P_VALUE, Errorvar.= 0.28 , R^2 = 0.55
(0.16) (0.065)
7.16 4.34

Variances of Independent Variables

P_VALUE

0.28
(0.07)
3.99

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 = 0.0 (P = 1.00)
Satorra-Bentler Scaled Chi-Square = 0.0 (P = 1.00)

The Model is Saturated, the Fit is Perfect !

EC was written to file fort.1

MODEL PENELITIAN

Standardized Solution

LAMBDA-X

P_VALUE

X13 0.73
X14 0.67
X15 0.79

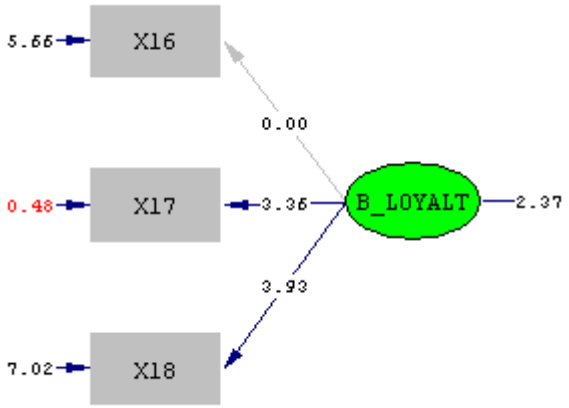
PHI

P_VALUE

1.00

Time used: 0.047 Seconds

4. VARIABEL BRAND LOYALTY



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The following lines were read from file G:\HERLAMBANG2\OUTPUT.spl:

MODEL PENELITIAN
Observed Variables X1 X2 X3 X4 X5 X6 X7 X8 X9 X10 X11 X12 X13 X14 X15 X16 X17 X18 X19 X20 X21
Covariance Matrix from file G:\HERLAMBANG2\DATA.COV
Asymptotic Covariance Matrix from file G:\HERLAMBANG2\DATA.ACM
Sample Size 127
Latent Variables B_IMAGE S_QUALITY P_VALUE B_LOYALTY B_EQUITY
Relationships:

X16 = 1*B_LOYALTY
X17 - X18 = B_LOYALTY

Options: SS EC EF
Path Diagram
End of Problem

Sample Size = 127

MODEL PENELITIAN

Covariance Matrix

	X16	X17	X18
X16	0.44		
X17	0.25	0.54	
X18	0.15	0.29	0.53

MODEL PENELITIAN

Number of Iterations = 0

LISREL Estimates (Robust Maximum Likelihood)

Measurement Equations

X16 = 1.00*B_LOYALT, Errorvar.= 0.31 , R^2 = 0.30
(0.054)
5.66

X17 = 1.93*B_LOYALT, Errorvar.= 0.050, R^2 = 0.91
(0.57) (0.10)
3.36 0.48

X18 = 1.16*B_LOYALT, Errorvar.= 0.36 , R^2 = 0.33
(0.29) (0.051)
3.93 7.02

Variances of Independent Variables

B_LOYALT
0.13
(0.06)
2.37

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 = 0.0 (P = 1.00)
Satorra-Bentler Scaled Chi-Square = 0.0 (P = 1.00)

The Model is Saturated, the Fit is Perfect !

EC was written to file fort.1

MODEL PENELITIAN

Standardized Solution

LAMBDA-X

	B_LOYALT
X16	0.86
X17	0.70
X18	0.82

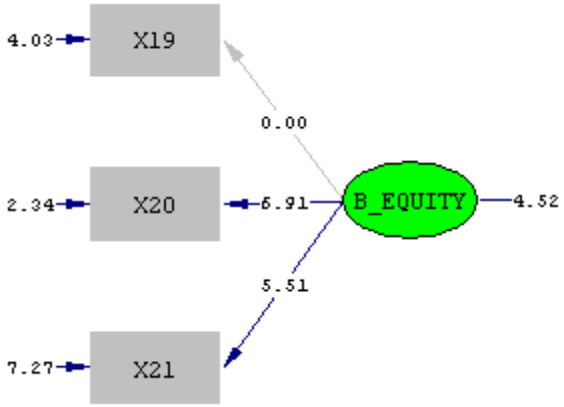
PHI

B_LOYALT

1.00

Time used: 0.172 Seconds

5. VARIABEL BRAND EQUITY



DATE: 5/ 9/2013
TIME: 22:08

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MODEL PENELITIAN
Observed Variables X1 X2 X3 X4 X5 X6 X7 X8 X9 X10 X11 X12 X13 X14 X15 X16 X17 X18 X19 X20 X21
Covariance Matrix from file G:\HERLAMBANG2\DATA.COV
Asymptotic Covariance Matrix from file G:\HERLAMBANG2\DATA.ACM

Sample Size 127
Latent Variables B_IMAGE S_QUALITY P_VALUE B_LOYALTY B_EQUITY
Relationships:

X19 = 1*B_EQUITY
X20 - X21 = B_EQUITY

Options: SS EC EF
Path Diagram
End of Problem

Sample Size = 127

MODEL PENELITIAN

Covariance Matrix

	X19	X20	X21
X19	0.40		
X20	0.30	0.50	
X21	0.15	0.19	0.32

MODEL PENELITIAN

Number of Iterations = 0

LISREL Estimates (Robust Maximum Likelihood)

Measurement Equations

X19 = 1.00*B_EQUITY, Errorvar.= 0.16 , R^2 = 0.59
(0.041)
4.03

X20 = 1.26*B_EQUITY, Errorvar.= 0.12 , R^2 = 0.76
(0.18) (0.052)
6.91 2.34

X21 = 0.64*B_EQUITY, Errorvar.= 0.22 , R^2 = 0.31
(0.12) (0.030)
5.51 7.27

Variances of Independent Variables

B_EQUITY
0.24

(0.05)
4.52

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 = 0.0 (P = 1.00)
Satorra-Bentler Scaled Chi-Square = 0.0 (P = 1.00)

The Model is Saturated, the Fit is Perfect !

EC was written to file fort.1

MODEL PENELITIAN

Standardized Solution

LAMBDA-X

	B_EQUITY
X19	0.49
X20	0.62
X21	0.31

PHI

	B_EQUITY
	1.00

Time used: 0.125 Seconds

LAMPIRAN 5: MODEL AWAL LENGKAP

DATE: 5/ 9/2013
TIME: 21:48

L I S R E L 8.70

BY

Karl G. Jöreskog & Dag Sörbom

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Phone: (800)247-6113, (847)675-0720, Fax: (847)675-2140

The following lines were read from file G:\HERLAMBANG2\OUTPUT.spl:

MODEL PENELITIAN
Observed Variables X1 X2 X3 X4 X5 X6 X7 X8 X9 X10 X11 X12 X13 X14 X15 X16 X17 X18 X19 X20 X21
Covariance Matrix from file G:\HERLAMBANG2\DATA.COV
Asymptotic Covariance Matrix from file G:\HERLAMBANG2\DATA.ACM
Sample Size 127
Latent Variables B_IMAGE S_QUALITY P_VALUE B_LOYALTY B_EQUITY
Relationships:
X1 = 1*B_IMAGE
X2 - X8 = B_IMAGE
X10 = S_QUALITY
X9 = 1*S_QUALITY
X11 - X12 = S_QUALITY
X13 = 1*P_VALUE
X14 = P_VALUE
X15 = P_VALUE
X16 = 1*B_LOYALTY
X17 - X18 = B_LOYALTY
X19 = 1*B_EQUITY
X20 - X21 = B_EQUITY

B_LOYALTY = B_IMAGE S_QUALITY P_VALUE
B_EQUITY = B_LOYALTY B_IMAGE S_QUALITY P_VALUE

Options: SS EC EF
Path Diagram
End of Problem

Sample Size = 127

MODEL PENELITIAN

Covariance Matrix

	X16	X17	X18	X19	X20	X21
X16	0.44					
X17	0.25	0.54				
X18	0.15	0.29	0.53			
X19	0.14	0.14	0.17	0.40		
X20	0.20	0.23	0.26	0.30	0.50	
X21	0.12	0.21	0.17	0.15	0.19	0.32
X1	0.15	0.20	0.16	0.11	0.14	0.11
X2	0.12	0.14	0.17	0.12	0.10	0.08
X3	0.15	0.10	0.14	0.15	0.18	0.09
X4	0.16	0.16	0.13	0.12	0.10	0.03
X5	0.10	0.20	0.20	0.13	0.16	0.03
X6	0.18	0.17	0.23	0.23	0.25	0.17
X7	0.15	0.20	0.18	0.25	0.23	0.15
X8	0.19	0.13	0.15	0.15	0.15	0.12
X9	0.17	0.16	0.19	0.21	0.18	0.16
X10	0.16	0.25	0.19	0.24	0.25	0.15
X11	0.16	0.13	0.12	0.11	0.16	0.10
X12	0.13	0.13	0.18	0.24	0.17	0.15
X13	0.16	0.18	0.17	0.19	0.23	0.15
X14	0.10	0.17	0.21	0.10	0.21	0.12
X15	0.24	0.22	0.22	0.20	0.27	0.12

Covariance Matrix

	X1	X2	X3	X4	X5	X6
X1	0.46					
X2	0.28	0.54				
X3	0.19	0.26	0.54			
X4	0.20	0.18	0.19	0.52		
X5	0.19	0.11	0.16	0.23	0.51	
X6	0.18	0.22	0.22	0.18	0.16	0.72
X7	0.22	0.19	0.16	0.18	0.13	0.28
X8	0.17	0.27	0.16	0.09	-0.02	0.55
X9	0.14	0.20	0.20	0.14	0.12	0.37
X10	0.13	0.10	0.22	0.10	0.12	0.29
X11	0.05	0.10	0.12	0.06	0.06	0.21
X12	0.14	0.22	0.18	0.13	0.03	0.35
X13	0.11	0.16	0.16	0.06	0.09	0.35
X14	0.13	0.12	0.13	0.07	0.13	0.30
X15	0.16	0.20	0.19	0.14	0.17	0.33

Covariance Matrix

	X7	X8	X9	X10	X11	X12
X7	0.54					
X8	0.22	1.25				
X9	0.29	0.32	0.49			
X10	0.24	0.10	0.19	0.72		
X11	0.17	0.15	0.15	0.13	0.47	
X12	0.20	0.20	0.26	0.38	0.12	0.76
X13	0.21	0.39	0.27	0.23	0.15	0.30
X14	0.20	0.26	0.19	0.15	0.13	0.19
X15	0.28	0.33	0.27	0.18	0.16	0.21

Covariance Matrix

	X13	X14	X15
X13	0.60		
X14	0.30	0.52	
X15	0.31	0.33	0.63

MODEL PENELITIAN

Number of Iterations = 30

LISREL Estimates (Robust Maximum Likelihood)

Measurement Equations

X16 = 1.00*B_LOYALT, Errorvar.= 0.27 , R^2 = 0.39
(0.040)
6.71

X17 = 1.34*B_LOYALT, Errorvar.= 0.23 , R^2 = 0.57
(0.25) (0.054)
5.43 4.30

X18 = 1.22*B_LOYALT, Errorvar.= 0.28 , R^2 = 0.47
(0.25) (0.048)
4.84 5.79

X19 = 1.00*B_EQUITY, Errorvar.= 0.16 , R^2 = 0.60
(0.030)
5.44

X20 = 1.20*B_EQUITY, Errorvar.= 0.15 , R^2 = 0.69
(0.14) (0.036)
8.54 4.20

X21 = 0.70*B_EQUITY, Errorvar.= 0.20 , R^2 = 0.38
(0.11) (0.027)
6.58 7.28

X1 = 1.00*B_IMAGE, Errorvar.= 0.31 , R^2 = 0.32
(0.037)
8.50

X2 = 1.11*B_IMAGE, Errorvar.= 0.36 , R^2 = 0.33
(0.15) (0.042)
7.23 8.62

X3 = 1.06*B_IMAGE, Errorvar.= 0.38 , R^2 = 0.30
(0.18) (0.049)
5.90 7.69

X4 = 0.87*B_IMAGE, Errorvar.= 0.41 , R^2 = 0.21
(0.19) (0.049)

4.51 8.41

X5 = 0.78*B_IMAGE, Errorvar.= 0.43 , R^2 = 0.17
(0.17) (0.043)
4.59 10.03

X6 = 1.69*B_IMAGE, Errorvar.= 0.31 , R^2 = 0.57
(0.26) (0.063)
6.49 4.89

X7 = 1.30*B_IMAGE, Errorvar.= 0.30 , R^2 = 0.45
(0.21) (0.045)
6.32 6.66

X8 = 1.47*B_IMAGE, Errorvar.= 0.94 , R^2 = 0.25
(0.30) (0.11)
4.99 8.37

X9 = 1.00*S_QUALIT, Errorvar.= 0.22 , R^2 = 0.55
(0.034)
6.57

X10 = 0.89*S_QUALIT, Errorvar.= 0.50 , R^2 = 0.30
(0.15) (0.057)
5.94 8.86

X11 = 0.58*S_QUALIT, Errorvar.= 0.38 , R^2 = 0.19
(0.12) (0.046)
4.98 8.18

X12 = 0.97*S_QUALIT, Errorvar.= 0.51 , R^2 = 0.33
(0.15) (0.074)
6.49 6.89

X13 = 1.00*P_VALUE, Errorvar.= 0.29 , R^2 = 0.51
(0.053)
5.55

X14 = 0.93*P_VALUE, Errorvar.= 0.25 , R^2 = 0.51
(0.12) (0.046)
8.03 5.54

X15 = 1.12*P_VALUE, Errorvar.= 0.25 , R^2 = 0.60
(0.13) (0.049)
8.85 5.08

Structural Equations

B_LOYALT = 0.31*B_IMAGE + 0.18*S_QUALIT + 0.19*P_VALUE, Errorvar.= 0.079 , R^2 = 0.54
(0.71) (0.57) (0.14) (0.029)
0.44 0.32 1.37 2.70

B_EQUITY = 0.53*B_LOYALT - 0.69*B_IMAGE + 0.87*S_QUALIT + 0.057*P_VALUE, Errorvar.= 0.067
, R^2 = 0.72
(0.23) (1.15) (0.97) (0.20) (0.035)

2.32 -0.60 0.90 0.28 1.94

Reduced Form Equations

B_LOYALT = 0.31*B_IMAGE + 0.18*S_QUALIT + 0.19*P_VALUE, Errorvar.= 0.079, R^2 = 0.54
(0.71) (0.57) (0.14)
0.44 0.32 1.37

B_EQUITY = - 0.52*B_IMAGE + 0.96*S_QUALIT + 0.16*P_VALUE, Errorvar.= 0.089, R^2 = 0.63
(1.31) (1.08) (0.22)
-0.40 0.89 0.72

Covariance Matrix of Independent Variables

	B_IMAGE	S_QUALIT	P_VALUE
B_IMAGE	0.15		
	(0.04)		
	3.50		
S_QUALIT	0.19	0.27	
	(0.04)	(0.06)	
	5.08	4.33	
P_VALUE	0.17	0.23	0.31
	(0.04)	(0.04)	(0.07)
	4.72	5.38	4.49

Covariance Matrix of Latent Variables

	B_LOYALT	B_EQUITY	B_IMAGE	S_QUALIT	P_VALUE
B_LOYALT	0.17				
B_EQUITY	0.15	0.24			
B_IMAGE	0.11	0.13	0.15		
S_QUALIT	0.15	0.20	0.19	0.27	
P_VALUE	0.15	0.18	0.17	0.23	0.31

Goodness of Fit Statistics

Degrees of Freedom = 179
Minimum Fit Function Chi-Square = 365.49 (P = 0.00)
Normal Theory Weighted Least Squares Chi-Square = 349.68 (P = 0.00)
Satorra-Bentler Scaled Chi-Square = 323.88 (P = 0.00)
Estimated Non-centrality Parameter (NCP) = 144.88
90 Percent Confidence Interval for NCP = (98.40 ; 199.21)

Minimum Fit Function Value = 2.90
Population Discrepancy Function Value (F0) = 1.15
90 Percent Confidence Interval for F0 = (0.78 ; 1.58)
Root Mean Square Error of Approximation (RMSEA) = 0.068
90 Percent Confidence Interval for RMSEA = (0.054 ; 0.082)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00043

Expected Cross-Validation Index (ECVI) = 3.40
90 Percent Confidence Interval for ECVI = (3.03 ; 3.83)
ECVI for Saturated Model = 3.67
ECVI for Independence Model = 25.04

Chi-Square for Independence Model with 210 Degrees of Freedom = 3113.22
Independence AIC = 3155.22
Model AIC = 427.88
Saturated AIC = 462.00
Independence CAIC = 3235.94
Model CAIC = 627.78
Saturated CAIC = 1350.01

Normed Fit Index (NFI) = 0.80
Non-Normed Fit Index (NNFI) = 0.84
Parsimony Normed Fit Index (PNFI) = 0.76
Comparative Fit Index (CFI) = 0.88
Incremental Fit Index (IFI) = 0.88
Relative Fit Index (RFI) = 0.82

Critical N (CN) = 88.89

Root Mean Square Residual (RMR) = 0.046
Standardized RMR = 0.076
Goodness of Fit Index (GFI) = 0.79
Adjusted Goodness of Fit Index (AGFI) = 0.73
Parsimony Goodness of Fit Index (PGFI) = 0.61

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
X16	B_EQUITY	29.0	12.00
X17	B_EQUITY	92.0	-14.02
X19	B_LOYALT	8.0	-0.75
X4	P_VALUE	12.0	-1.28

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
X18	X16	10.7	-0.11
X21	X17	9.9	0.07
X2	X1	18.3	0.14
X3	X2	8.6	0.10
X5	X4	14.0	0.14
X8	X5	11.7	-0.20
X8	X6	22.0	0.26
X12	X10	14.0	0.19
X14	X19	9.9	-0.07
X15	X13	8.9	-0.18

EC was written to file fort.1

MODEL PENELITIAN

Standardized Solution

LAMBDA-Y

	B_LOYALT	B_EQUITY
X16	0.41	- -

X17	0.55	- -
X18	0.50	- -
X19	- -	0.49
X20	- -	0.59
X21	- -	0.34

LAMBDA-X

	B_IMAGE	S_QUALIT	P_VALUE
X1	0.38	- -	- -
X2	0.42	- -	- -
X3	0.40	- -	- -
X4	0.33	- -	- -
X5	0.30	- -	- -
X6	0.64	- -	- -
X7	0.50	- -	- -
X8	0.56	- -	- -
X9	- -	0.52	- -
X10	- -	0.46	- -
X11	- -	0.30	- -
X12	- -	0.50	- -
X13	- -	- -	0.55
X14	- -	- -	0.52
X15	- -	- -	0.62

BETA

	B_LOYALT	B_EQUITY
B_LOYALT	- -	- -
B_EQUITY	0.44	- -

GAMMA

	B_IMAGE	S_QUALIT	P_VALUE
B_LOYALT	0.29	0.23	0.26
B_EQUITY	-0.54	0.92	0.06

Correlation Matrix of ETA and KSI

	B_LOYALT	B_EQUITY	B_IMAGE	S_QUALIT	P_VALUE
B_LOYALT	1.00				
B_EQUITY	0.76	1.00			
B_IMAGE	0.71	0.69	1.00		
S_QUALIT	0.71	0.78	0.84	1.00	
P_VALUE	0.67	0.67	0.80	0.80	1.00

PSI

Note: This matrix is diagonal.

B_LOYALT	B_EQUITY
0.46	0.28

Regression Matrix ETA on KSI (Standardized)

	B_IMAGE	S_QUALIT	P_VALUE

B_LOYALT	0.29	0.23	0.26
B_EQUITY	-0.41	1.02	0.18

MODEL PENELITIAN

Total and Indirect Effects

Total Effects of KSI on ETA

	B_IMAGE	S_QUALIT	P_VALUE
B_LOYALT	0.31	0.18	0.19
	(0.71)	(0.57)	(0.14)
	0.44	0.32	1.37
B_EQUITY	-0.52	0.96	0.16
	(1.31)	(1.08)	(0.22)
	-0.40	0.89	0.72

Indirect Effects of KSI on ETA

	B_IMAGE	S_QUALIT	P_VALUE
B_LOYALT	- -	- -	- -
B_EQUITY	0.17	0.10	0.10
	(0.41)	(0.28)	(0.09)
	0.40	0.35	1.17

Total Effects of ETA on ETA

	B_LOYALT	B_EQUITY
B_LOYALT	- -	- -
B_EQUITY	0.53	- -
	(0.23)	
	2.32	

Largest Eigenvalue of B*B' (Stability Index) is 0.278

Total Effects of ETA on Y

	B_LOYALT	B_EQUITY
X16	1.00	- -
X17	1.34	- -
	(0.25)	
	5.43	
X18	1.22	- -
	(0.25)	
	4.84	

X19	0.53	1.00
	(0.23)	
	2.32	
X20	0.63	1.20
	(0.28)	(0.14)
	2.29	8.54
X21	0.37	0.70
	(0.17)	(0.11)
	2.18	6.58

Indirect Effects of ETA on Y

	B_LOYALT	B_EQUITY
X16	- -	- -
X17	- -	- -
X18	- -	- -
X19	0.53	- -
	(0.23)	
	2.32	
X20	0.63	- -
	(0.28)	
	2.29	
X21	0.37	- -
	(0.17)	
	2.18	

Total Effects of KSI on Y

	B_IMAGE	S_QUALIT	P_VALUE
X16	0.31	0.18	0.19
	(0.71)	(0.57)	(0.14)
	0.44	0.32	1.37
X17	0.42	0.25	0.26
	(0.95)	(0.76)	(0.18)
	0.44	0.32	1.39
X18	0.38	0.22	0.23
	(0.87)	(0.68)	(0.17)
	0.44	0.33	1.38
X19	-0.52	0.96	0.16
	(1.31)	(1.08)	(0.22)
	-0.40	0.89	0.72

X20	-0.63	1.16	0.19
	(1.57)	(1.31)	(0.26)
	-0.40	0.89	0.72
X21	-0.37	0.68	0.11
	(0.92)	(0.76)	(0.16)
	-0.40	0.90	0.71

MODEL PENELITIAN

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	B_IMAGE	S_QUALIT	P_VALUE
B_LOYALT	0.29	0.23	0.26
B_EQUITY	-0.41	1.02	0.18

Standardized Indirect Effects of KSI on ETA

	B_IMAGE	S_QUALIT	P_VALUE
B_LOYALT	- -	- -	- -
B_EQUITY	0.13	0.10	0.11

Standardized Total Effects of ETA on ETA

	B_LOYALT	B_EQUITY
B_LOYALT	- -	- -
B_EQUITY	0.44	- -

Standardized Total Effects of ETA on Y

	B_LOYALT	B_EQUITY
X16	0.41	- -
X17	0.55	- -
X18	0.50	- -
X19	0.22	0.49
X20	0.26	0.59
X21	0.15	0.34

Standardized Indirect Effects of ETA on Y

	B_LOYALT	B_EQUITY
X16	- -	- -
X17	- -	- -
X18	- -	- -
X19	0.22	- -
X20	0.26	- -
X21	0.15	- -

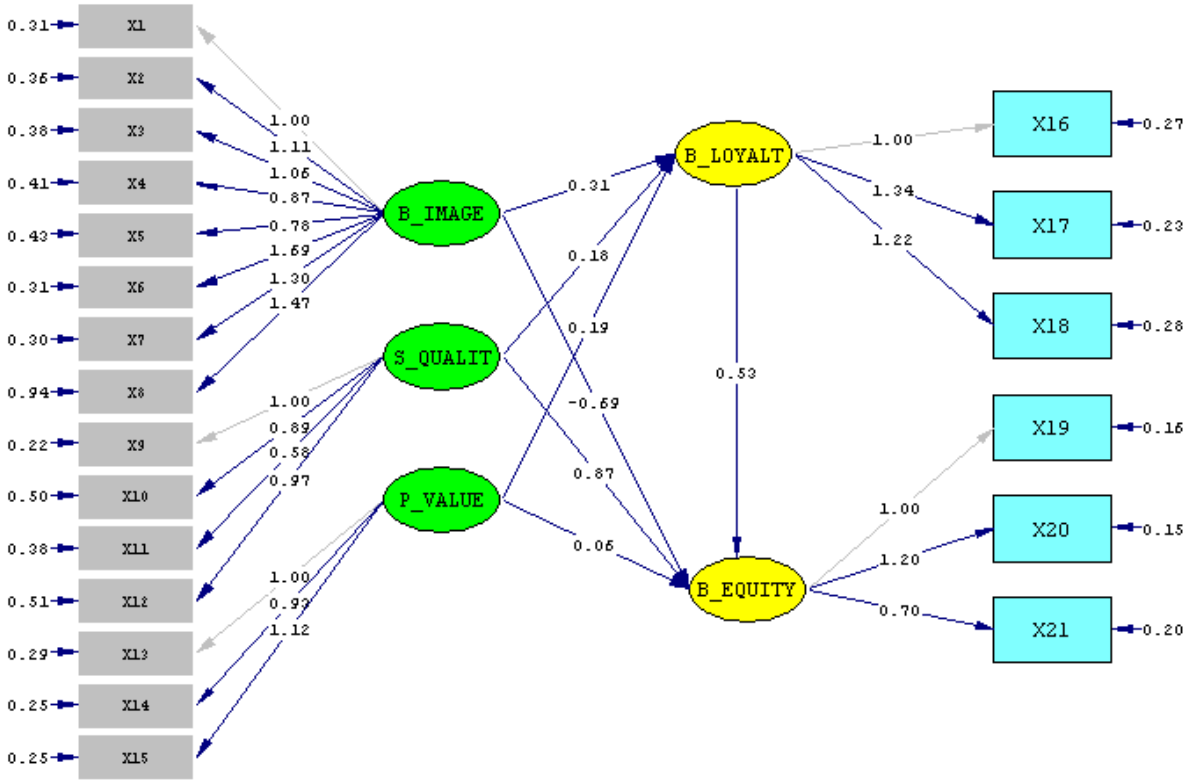
Standardized Total Effects of KSI on Y

	B_IMAGE	S_QUALIT	P_VALUE

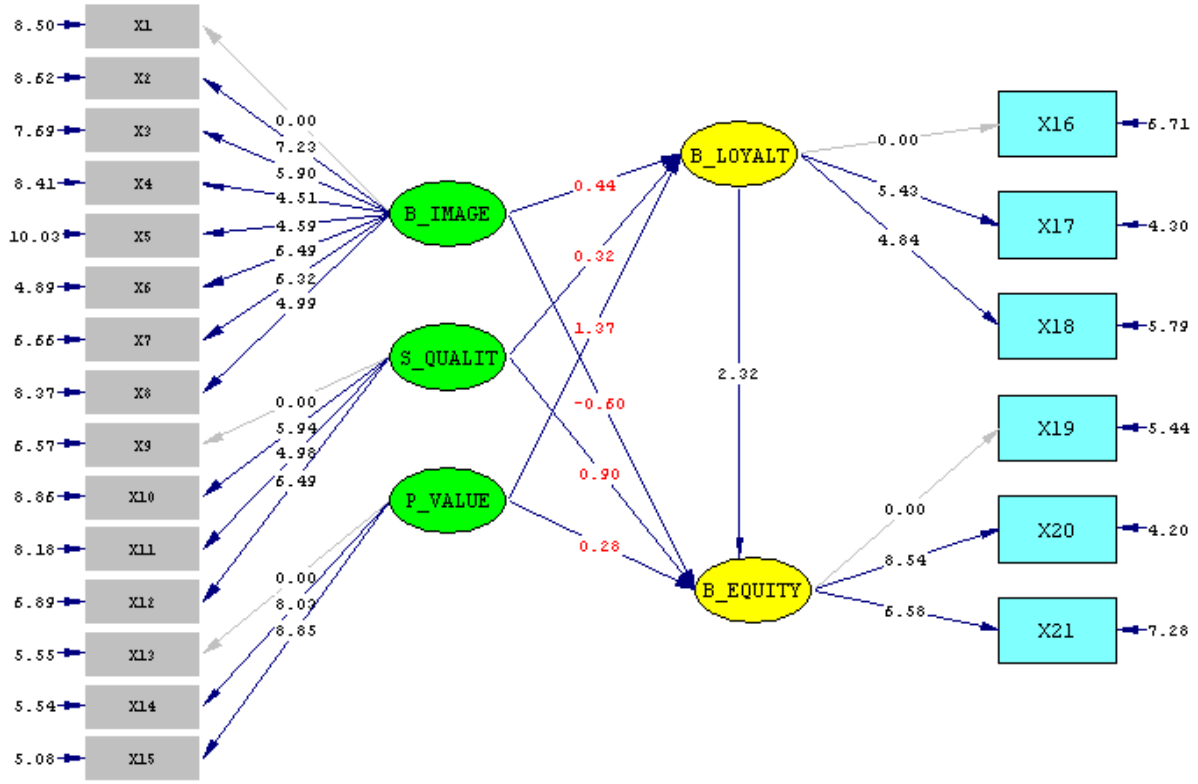
X16	0.12	0.10	0.11
X17	0.16	0.13	0.14
X18	0.15	0.12	0.13
X19	-0.20	0.50	0.09
X20	-0.24	0.60	0.10
X21	-0.14	0.35	0.06

Time used: 1.875 Seconds

ESTIMATE



T-VALUE


8.50
X1
8.62
X2
7.69
X3
8.41
X4
10.03
X5
4.89
X6
6.66
X7
8.37
X8
6.57
X9
8.86
X10
8.18
X11
6.89
X12
5.55
X13
5.54
X14
5.08
X15
0.00
7.23
5.90
4.51
4.59
6.49
6.32
4.99
0.00
5.94
4.98
6.49
0.00
8.02
8.85
B_IMAGE
S_QUALIT
P_VALUE
0.44
0.32
1.37
-0.60
0.90
0.28
B_LOYALT
B_EQUITY
2.32
0.00
5.43
4.84
0.00
8.54
6.58
X16
6.71
X17
4.30
X18
5.79
X19
5.44
X20
4.20
X21
7.28

LAMPIRAN 6: RESPESIFIKASI MODEL

DATE: 5/25/2013
TIME: 6:45

L I S R E L 8.70

BY

Karl G. Jöreskog & Dag Sörbom

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7383 N. Lincoln Avenue, Suite 100
Lincolnwood, IL 60712, U.S.A.
Phone: (800)247-6113, (847)675-0720, Fax: (847)675-2140

The following lines were read from file G:\HERLAMBANG2\OUTPUT.spl:

MODEL PENELITIAN
Observed Variables X1 X2 X3 X4 X5 X6 X7 X8 X9 X10 X11 X12 X13 X14 X15 X16 X17 X18 X19 X20 X21
Covariance Matrix from file G:\HERLAMBANG2\DATA.COV
Asymptotic Covariance Matrix from file G:\HERLAMBANG2\DATA.ACM
Sample Size 127
Latent Variables B_IMAGE S_QUALITY P_VALUE B_LOYALTY B_EQUITY
Relationships:
X1 = 1*B_IMAGE
X2 - X8 = B_IMAGE

X9= 1*S_QUALITY
X10 - X12 = S_QUALITY

X13 = 1*P_VALUE
X14 - X15 = P_VALUE

X16 = 1*B_LOYALTY
X17 - X18 = B_LOYALTY

X19 = 1*B_EQUITY
X20 - X21 = B_EQUITY

B_LOYALTY = B_IMAGE S_QUALITY P_VALUE
B_EQUITY = B_LOYALTY B_IMAGE

X4 = P_VALUE

SET ERROR COVARIANCE OF X21 AND X17 CORRELATES
SET ERROR COVARIANCE OF X2 AND X1 CORRELATES
SET ERROR COVARIANCE OF X3 AND X2 CORRELATES
SET ERROR COVARIANCE OF X5 AND X4 CORRELATES
SET ERROR COVARIANCE OF X8 AND X5 CORRELATES
SET ERROR COVARIANCE OF X8 AND X6 CORRELATES

SET ERROR COVARIANCE OF X18 AND X16 CORRELATES
SET ERROR COVARIANCE OF X12 AND X5 CORRELATES
SET ERROR COVARIANCE OF X12 AND X10 CORRELATES
SET ERROR COVARIANCE OF X14 AND X19 CORRELATES
SET ERROR COVARIANCE OF X AND X CORRELATES

Options: SS EC EF AD=OFF
Path Diagram
End of Problem

Sample Size = 127

MODEL PENELITIAN

Covariance Matrix

	X16	X17	X18	X19	X20	X21
X16	0.44					
X17	0.25	0.54				
X18	0.15	0.29	0.53			
X19	0.14	0.14	0.17	0.40		
X20	0.20	0.23	0.26	0.30	0.50	
X21	0.12	0.21	0.17	0.15	0.19	0.32
X1	0.15	0.20	0.16	0.11	0.14	0.11
X2	0.12	0.14	0.17	0.12	0.10	0.08
X3	0.15	0.10	0.14	0.15	0.18	0.09
X4	0.16	0.16	0.13	0.12	0.10	0.03
X5	0.10	0.20	0.20	0.13	0.16	0.03
X6	0.18	0.17	0.23	0.23	0.25	0.17
X7	0.15	0.20	0.18	0.25	0.23	0.15
X8	0.19	0.13	0.15	0.15	0.15	0.12
X9	0.17	0.16	0.19	0.21	0.18	0.16
X10	0.16	0.25	0.19	0.24	0.25	0.15
X11	0.16	0.13	0.12	0.11	0.16	0.10
X12	0.13	0.13	0.18	0.24	0.17	0.15
X13	0.16	0.18	0.17	0.19	0.23	0.15
X14	0.10	0.17	0.21	0.10	0.21	0.12
X15	0.24	0.22	0.22	0.20	0.27	0.12

Covariance Matrix

	X1	X2	X3	X4	X5	X6

X1	0.46					
X2	0.28	0.54				
X3	0.19	0.26	0.54			
X4	0.20	0.18	0.19	0.52		
X5	0.19	0.11	0.16	0.23	0.51	
X6	0.18	0.22	0.22	0.18	0.16	0.72
X7	0.22	0.19	0.16	0.18	0.13	0.28
X8	0.17	0.27	0.16	0.09	-0.02	0.55
X9	0.14	0.20	0.20	0.14	0.12	0.37
X10	0.13	0.10	0.22	0.10	0.12	0.29
X11	0.05	0.10	0.12	0.06	0.06	0.21
X12	0.14	0.22	0.18	0.13	0.03	0.35
X13	0.11	0.16	0.16	0.06	0.09	0.35
X14	0.13	0.12	0.13	0.07	0.13	0.30
X15	0.16	0.20	0.19	0.14	0.17	0.33

Covariance Matrix

	X7	X8	X9	X10	X11	X12
X7	0.54					
X8	0.22	1.25				
X9	0.29	0.32	0.49			
X10	0.24	0.10	0.19	0.72		
X11	0.17	0.15	0.15	0.13	0.47	
X12	0.20	0.20	0.26	0.38	0.12	0.76
X13	0.21	0.39	0.27	0.23	0.15	0.30
X14	0.20	0.26	0.19	0.15	0.13	0.19
X15	0.28	0.33	0.27	0.18	0.16	0.21

Covariance Matrix

	X13	X14	X15
X13	0.60		
X14	0.30	0.52	
X15	0.31	0.33	0.63

MODEL PENELITIAN

Number of Iterations = 35

LISREL Estimates (Robust Maximum Likelihood)

Measurement Equations

X16 = 1.00*B_LOYALT, Errorvar.= 0.21 , R^2 = 0.52
(0.042)
5.05

X17 = 1.08*B_LOYALT, Errorvar.= 0.26 , R^2 = 0.50
(0.20) (0.052)
5.42 5.08

X18 = 1.18*B_LOYALT, Errorvar.= 0.22 , R^2 = 0.59
(0.23) (0.055)

5.14 3.97

X19 = 1.00*B_EQUITY, Errorvar.= 0.15 , R^2 = 0.62
(0.030)
5.13

X20 = 1.20*B_EQUITY, Errorvar.= 0.15 , R^2 = 0.71
(0.13) (0.035)
8.97 4.24

X21 = 0.67*B_EQUITY, Errorvar.= 0.21 , R^2 = 0.35
(0.11) (0.027)
6.35 7.68

X1 = 1.00*B_IMAGE, Errorvar.= 0.35 , R^2 = 0.24
(0.039)
8.95

X2 = 1.09*B_IMAGE, Errorvar.= 0.40 , R^2 = 0.25
(0.17) (0.044)
6.46 8.89

X3 = 1.14*B_IMAGE, Errorvar.= 0.40 , R^2 = 0.27
(0.21) (0.051)
5.44 7.81

X4 = 1.90*B_IMAGE + 1.68*P_VALUE, Errorvar.= 0.39 , R^2 = 0.25
(0.62) (0.81) (0.053)
3.09 2.07 7.35

X5 = 0.88*B_IMAGE, Errorvar.= 0.43 , R^2 = 0.17
(0.21) (0.044)
4.27 9.64

X6 = 1.90*B_IMAGE, Errorvar.= 0.32 , R^2 = 0.56
(0.34) (0.060)
5.59 5.29

X7 = 1.51*B_IMAGE, Errorvar.= 0.29 , R^2 = 0.47
(0.27) (0.041)
5.69 6.91

X8 = 1.52*B_IMAGE, Errorvar.= 0.99 , R^2 = 0.21
(0.34) (0.11)
4.46 9.01

X9 = 1.00*S_QUALIT, Errorvar.= 0.24 , R^2 = 0.51
(0.031)
7.68

X10 = 0.85*S_QUALIT, Errorvar.= 0.53 , R^2 = 0.26
(0.15) (0.060)
5.80 8.82

X11 = 0.58*S_QUALIT, Errorvar.= 0.38 , R^2 = 0.18
(0.11) (0.047)

5.08 8.20

X12 = 0.93*S_QUALIT, Errorvar.= 0.54 , R^2 = 0.29
(0.15) (0.073)
6.17 7.44

X13 = 1.00*P_VALUE, Errorvar.= 0.28 , R^2 = 0.53
(0.050)
5.66

X14 = 0.93*P_VALUE, Errorvar.= 0.25 , R^2 = 0.52
(0.11) (0.044)
8.42 5.68

X15 = 1.08*P_VALUE, Errorvar.= 0.27 , R^2 = 0.58
(0.12) (0.047)
8.87 5.67

Error Covariance for X18 and X16 = -0.11
(0.030)
-3.78

Error Covariance for X21 and X17 = 0.073
(0.023)
3.09

Error Covariance for X2 and X1 = 0.14
(0.037)
3.84

Error Covariance for X3 and X2 = 0.097
(0.033)
2.98

Error Covariance for X5 and X4 = 0.13
(0.042)
3.15

Error Covariance for X8 and X5 = -0.15
(0.048)
-3.14

Error Covariance for X8 and X6 = 0.22
(0.063)
3.53

Error Covariance for X12 and X5 = -0.12
(0.037)
-3.20

Error Covariance for X12 and X10 = 0.17
(0.057)
3.01

Error Covariance for X14 and X19 = -0.07
(0.027)
-2.68

Structural Equations

B_LOYALT = 0.75*B_IMAGE + 0.79*S_QUALIT + 0.70*P_VALUE, Errorvar.= 0.11 , R^2 = 0.50
(1.18) (0.16) (0.34) (0.04)
3.75 4.91 2.07 2.86

B_EQUITY = 0.73*B_LOYALT + 0.81*B_IMAGE, Errorvar.= 0.091 , R^2 = 0.63
(0.33) (0.27) (0.025)
2.20 3.05 3.62

Reduced Form Equations

B_LOYALT = 0.75*B_IMAGE + 0.79*S_QUALIT + 0.70*P_VALUE, Errorvar.= 0.11, R^2 = 0.50
(1.18) (1.16) (0.33)
3.75 4.91 2.11

B_EQUITY = 0.73*B_IMAGE + 0.81*S_QUALIT + 0.61*P_VALUE, Errorvar.= 0.10, R^2 = 0.59
(0.33) (0.27) (0.21)
2.20 3.05 2.89

Covariance Matrix of Independent Variables

	B_IMAGE	S_QUALIT	P_VALUE
B_IMAGE	0.11		
	(0.04)		
	2.89		
S_QUALIT	0.18	0.25	
	(0.04)	(0.06)	
	4.67	4.23	
P_VALUE	0.16	0.25	0.31
	(0.04)	(0.04)	(0.07)
	4.53	5.62	4.67

Covariance Matrix of Latent Variables

	B_LOYALT	B_EQUITY	B_IMAGE	S_QUALIT	P_VALUE
B_LOYALT	0.23				
B_EQUITY	0.16	0.25			
B_IMAGE	0.11	0.13	0.11		
S_QUALIT	0.17	0.20	0.18	0.25	
P_VALUE	0.16	0.18	0.16	0.25	0.31

Goodness of Fit Statistics
Degrees of Freedom = 170
Minimum Fit Function Chi-Square = 234.30 (P = 0.00079)
Normal Theory Weighted Least Squares Chi-Square = 218.70 (P = 0.0070)
Satorra-Bentler Scaled Chi-Square = 203.48 (P = 0.041)
Estimated Non-centrality Parameter (NCP) = 33.48
90 Percent Confidence Interval for NCP = (1.74 ; 73.44)

Minimum Fit Function Value = 1.86
Population Discrepancy Function Value (F0) = 0.27
90 Percent Confidence Interval for F0 = (0.014 ; 0.58)
Root Mean Square Error of Approximation (RMSEA) = 0.140
90 Percent Confidence Interval for RMSEA = (0.0090 ; 0.059)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.80

Expected Cross-Validation Index (ECVI) = 2.58
90 Percent Confidence Interval for ECVI = (2.33 ; 2.90)
ECVI for Saturated Model = 3.67
ECVI for Independence Model = 25.04

Chi-Square for Independence Model with 210 Degrees of Freedom = 3113.22
Independence AIC = 3155.22
Model AIC = 325.48
Saturated AIC = 462.00
Independence CAIC = 3235.94
Model CAIC = 559.98
Saturated CAIC = 1350.01

Normed Fit Index (NFI) = 0.93
Non-Normed Fit Index (NNFI) = 0.99
Parsimony Normed Fit Index (PNFI) = 0.76
Comparative Fit Index (CFI) = 0.99
Incremental Fit Index (IFI) = 0.99
Relative Fit Index (RFI) = 0.92

Critical N (CN) = 134.64

Root Mean Square Residual (RMR) = 0.035
Standardized RMR = 0.061
Goodness of Fit Index (GFI) = 0.96
Adjusted Goodness of Fit Index (AGFI) = 0.91
Parsimony Goodness of Fit Index (PGFI) = 0.76

EC was written to file fort.1

MODEL PENELITIAN

Standardized Solution

LAMBDA-Y

	B_LOYALT	B_EQUITY
X16	0.48	- -
X17	0.51	- -
X18	0.56	- -
X19	- -	0.50
X20	- -	0.59
X21	- -	0.33

LAMBDA-X

	B_IMAGE	S_QUALIT	P_VALUE
X1	0.33	- -	- -
X2	0.36	- -	- -

X3	0.38	- -	- -
X4	0.64	- -	-0.38
X5	0.30	- -	- -
X6	0.64	- -	- -
X7	0.51	- -	- -
X8	0.51	- -	- -
X9	- -	0.50	- -
X10	- -	0.43	- -
X11	- -	0.29	- -
X12	- -	0.47	- -
X13	- -	- -	0.56
X14	- -	- -	0.52
X15	- -	- -	0.60

BETA

	B_LOYALT	B_EQUITY
B_LOYALT	- -	- -
B_EQUITY	0.31	- -

GAMMA

	B_IMAGE	S_QUALIT	P_VALUE
B_LOYALT	0.38	0.30	0.02
B_EQUITY	0.55	- -	- -

Correlation Matrix of ETA and KSI

	B_LOYALT	B_EQUITY	B_IMAGE	S_QUALIT	P_VALUE
B_LOYALT	1.00				
B_EQUITY	0.70	1.00			
B_IMAGE	0.71	0.77	1.00		
S_QUALIT	0.71	0.79	1.04	1.00	
P_VALUE	0.61	0.66	0.86	0.88	1.00

PSI

Note: This matrix is diagonal.

B_LOYALT	B_EQUITY
0.50	0.37

Regression Matrix ETA on KSI (Standardized)

	B_IMAGE	S_QUALIT	P_VALUE
B_LOYALT	0.38	0.30	0.02
B_EQUITY	0.66	0.09	0.01

MODEL PENELITIAN

Total and Indirect Effects

Total Effects of KSI on ETA

	B_IMAGE	S_QUALIT	P_VALUE

B_LOYALT	0.55	0.28	0.02
	(1.18)	(0.76)	(0.17)
	0.46	0.36	0.11
B_EQUITY	0.99	0.09	0.01
	(0.42)	(0.24)	(0.05)
	2.38	0.38	0.11

Indirect Effects of KSI on ETA

	B_IMAGE	S_QUALIT	P_VALUE
B_LOYALT	- -	- -	- -
B_EQUITY	0.18	0.09	0.01
	(0.41)	(0.24)	(0.05)
	0.43	0.38	0.11

Total Effects of ETA on ETA

	B_LOYALT	B_EQUITY
B_LOYALT	- -	- -
B_EQUITY	0.32	- -
	(0.15)	
	2.20	

Largest Eigenvalue of B*B' (Stability Index) is 0.104

Total Effects of ETA on Y

	B_LOYALT	B_EQUITY
X16	1.00	- -
X17	1.08	- -
	(0.20)	
	5.42	
X18	1.18	- -
	(0.23)	
	5.14	
X19	0.32	1.00
	(0.15)	
	2.20	
X20	0.39	1.20
	(0.18)	(0.13)
	2.14	8.97
X21	0.22	0.67
	(0.11)	(0.11)
	2.04	6.35

Indirect Effects of ETA on Y

	B_LOYALT	B_EQUITY
X16	- -	- -
X17	- -	- -
X18	- -	- -
X19	0.32	- -
	(0.15)	
	2.20	
X20	0.39	- -
	(0.18)	
	2.14	
X21	0.22	- -
	(0.11)	
	2.04	

Total Effects of KSI on Y

	B_IMAGE	S_QUALIT	P_VALUE
X16	0.55	0.28	0.02
	(1.18)	(0.76)	(0.17)
	0.46	0.36	0.11
X17	0.59	0.30	0.02
	(1.28)	(0.82)	(0.18)
	0.46	0.37	0.11
X18	0.64	0.33	0.02
	(1.39)	(0.91)	(0.20)
	0.46	0.36	0.11
X19	0.99	0.09	0.01
	(0.42)	(0.24)	(0.05)
	2.38	0.38	0.11
X20	1.18	0.11	0.01
	(0.49)	(0.28)	(0.07)
	2.40	0.38	0.11
X21	0.66	0.06	0.00
	(0.28)	(0.16)	(0.04)
	2.36	0.38	0.11

MODEL PENELITIAN

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	B_IMAGE	S_QUALIT	P_VALUE
B_LOYALT	0.38	0.30	0.02
B_EQUITY	0.66	0.09	0.01

Standardized Indirect Effects of KSI on ETA

	B_IMAGE	S_QUALIT	P_VALUE
B_LOYALT	- -	- -	- -
B_EQUITY	0.12	0.09	0.01

Standardized Total Effects of ETA on ETA

	B_LOYALT	B_EQUITY
B_LOYALT	- -	- -
B_EQUITY	0.31	- -

Standardized Total Effects of ETA on Y

	B_LOYALT	B_EQUITY
X16	0.48	- -
X17	0.51	- -
X18	0.56	- -
X19	0.15	0.50
X20	0.18	0.59
X21	0.10	0.33

Standardized Indirect Effects of ETA on Y

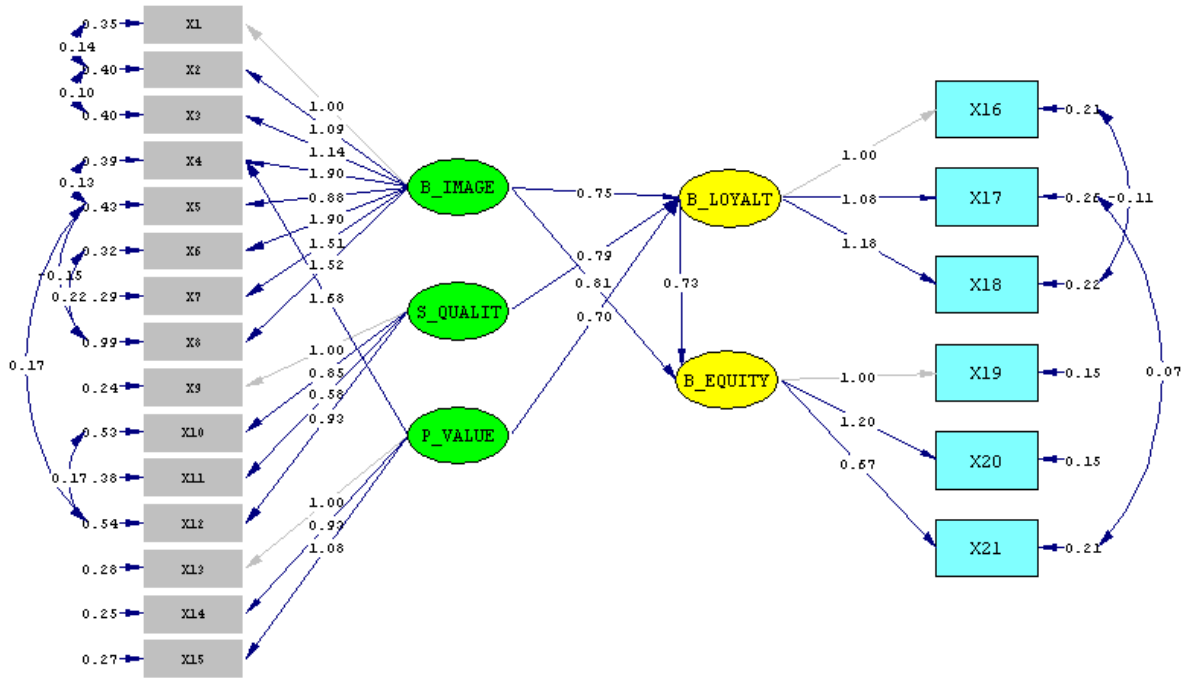
	B_LOYALT	B_EQUITY
X16	- -	- -
X17	- -	- -
X18	- -	- -
X19	0.15	- -
X20	0.18	- -
X21	0.10	- -

Standardized Total Effects of KSI on Y

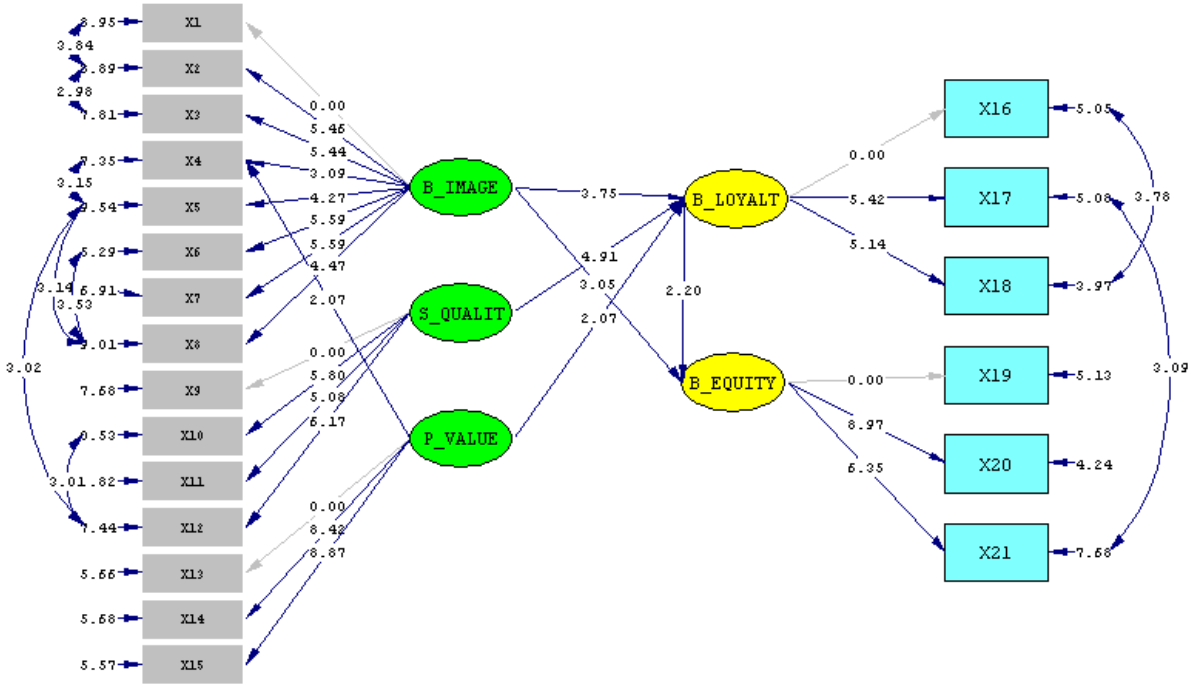
	B_IMAGE	S_QUALIT	P_VALUE
X16	0.18	0.14	0.01
X17	0.20	0.15	0.01
X18	0.22	0.17	0.01
X19	0.33	0.05	0.00
X20	0.39	0.05	0.00
X21	0.22	0.03	0.00

Time used: 3.375 Seconds

ESTIMATE



T VALUE



LAMPIRAN 7: DESKRIPSI DATA

Descriptives

Descriptive Statistics

	N	Mean
X1	127	4.25
X2	127	4.09
X3	127	4.11
X4	127	4.03
X5	127	4.16
X6	127	3.87
X7	127	3.93
X8	127	3.38
X9	127	3.98
X10	127	3.85
X11	127	4.09
X12	127	3.62
X13	127	3.76
X14	127	4.19
X15	127	3.95
X16	127	4.12
X17	127	4.00
X18	127	3.92
X19	127	4.27
X20	127	4.27
X21	127	4.49
Valid N (listwise)	127	

Frequency Table

X1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	17	13.4	13.4	13.4
	4	61	48.0	48.0	61.4
	5	49	38.6	38.6	100.0
	Total	127	100.0	100.0	

X2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	29	22.8	22.8	22.8
	4	58	45.7	45.7	68.5
	5	40	31.5	31.5	100.0
	Total	127	100.0	100.0	

X3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.8	.8	.8
	3	25	19.7	19.7	20.5
	4	60	47.2	47.2	67.7
	5	41	32.3	32.3	100.0
	Total	127	100.0	100.0	

X4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.6	1.6	1.6
	3	25	19.7	19.7	21.3
	4	67	52.8	52.8	74.0
	5	33	26.0	26.0	100.0
	Total	127	100.0	100.0	

X5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	24	18.9	18.9	18.9
	4	59	46.5	46.5	65.4
	5	44	34.6	34.6	100.0
	Total	127	100.0	100.0	

X6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.8	.8	.8
	2	6	4.7	4.7	5.5
	3	31	24.4	24.4	29.9
	4	60	47.2	47.2	77.2
	5	29	22.8	22.8	100.0
	Total	127	100.0	100.0	

X7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	2.4	2.4	2.4
	3	30	23.6	23.6	26.0
	4	67	52.8	52.8	78.7
	5	27	21.3	21.3	100.0
	Total	127	100.0	100.0	

X8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	5.5	5.5	5.5
	2	22	17.3	17.3	22.8
	3	35	27.6	27.6	50.4
	4	42	33.1	33.1	83.5
	5	21	16.5	16.5	100.0
	Total	127	100.0	100.0	

X9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.6	1.6	1.6
	3	26	20.5	20.5	22.0
	4	71	55.9	55.9	78.0
	5	28	22.0	22.0	100.0
	Total	127	100.0	100.0	

X10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	5.5	5.5	5.5
	3	35	27.6	27.6	33.1
	4	55	43.3	43.3	76.4
	5	30	23.6	23.6	100.0
	Total	127	100.0	100.0	

X11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.8	.8	.8
	3	21	16.5	16.5	17.3
	4	70	55.1	55.1	72.4
	5	35	27.6	27.6	100.0
	Total	127	100.0	100.0	

X12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.6	1.6	1.6
	2	10	7.9	7.9	9.4
	3	39	30.7	30.7	40.2
	4	59	46.5	46.5	86.6
	5	17	13.4	13.4	100.0
	Total	127	100.0	100.0	

X13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	4.7	4.7	4.7
	3	39	30.7	30.7	35.4
	4	62	48.8	48.8	84.3
	5	20	15.7	15.7	100.0
	Total	127	100.0	100.0	

X14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.8	.8	.8
	3	20	15.7	15.7	16.5
	4	60	47.2	47.2	63.8
	5	46	36.2	36.2	100.0
	Total	127	100.0	100.0	

X15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	2.4	2.4	2.4
	3	34	26.8	26.8	29.1
	4	56	44.1	44.1	73.2
	5	34	26.8	26.8	100.0
	Total	127	100.0	100.0	

X16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	21	16.5	16.5	16.5
	4	70	55.1	55.1	71.7
	5	36	28.3	28.3	100.0
	Total	127	100.0	100.0	

X17

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.6	1.6	1.6
	3	28	22.0	22.0	23.6
	4	65	51.2	51.2	74.8
	5	32	25.2	25.2	100.0
	Total	127	100.0	100.0	

X18

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.8	.8	.8
	3	36	28.3	28.3	29.1
	4	62	48.8	48.8	78.0
	5	28	22.0	22.0	100.0
	Total	127	100.0	100.0	

X19

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	13	10.2	10.2	10.2
	4	67	52.8	52.8	63.0
	5	47	37.0	37.0	100.0
	Total	127	100.0	100.0	

X20

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.8	.8	.8
	3	16	12.6	12.6	13.4
	4	58	45.7	45.7	59.1
	5	52	40.9	40.9	100.0
	Total	127	100.0	100.0	

X21

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	3.1	3.1	3.1
	4	57	44.9	44.9	48.0
	5	66	52.0	52.0	100.0
	Total	127	100.0	100.0	

LAMPIRAN 8: PERHITUNGAN CONSTRUCT RELIABLITY

BRAND IMAGE			
Sub Indikator	λ	λ2	ε
X1	0,48	0,23	0,77
X2	0,5	0,25	0,75
X3	0,43	0,18	0,82
X4	0,48	0,23	0,77
X5	0,53	0,28	0,72
X6	0,51	0,26	0,74
X7	0,49	0,24	0,76
X8	0,47	0,22	0,78
Σλ	**3,89**		**6,1023**
(Σλ)2	**15,1321**		
(Σλ)2 + Σε	**21,2344**		
CR =(Σλ)2 / (Σλ)2+Σε	**0,71262**		
SERVICE QUALITY			
Sub Indikator	λ	λ2	ε
X9	0,59	0,35	0,65
X10	0,54	0,29	0,71
X11	0,78	0,61	0,39
X12	0,67	0,45	0,55
Σλ	**2,58**		**2,303**
(Σλ)2	6,6564		
(Σλ)2 + Σε	8,9594		
CR =(Σλ)2 / (Σλ)2+Σε	**0,74295**		
PERCEIVED VALUE			
Sub Indikator	λ	λ2	ε
X13	0,73	0,53	0,47
X14	0,67	0,45	0,55
X15	0,79	0,62	0,38
Σλ	**2,19**		**1,3941**
(Σλ)2	4,7961		
(Σλ)2 + Σε	6,1902		
CR =(Σλ)2 / (Σλ)2+Σε	**0,77479**		
BRAND LOYALTY			
Sub Indikator	λ	λ2	ε
X16	0,86	0,74	0,26
X17	0,7	0,49	0,51
X18	0,82	0,67	0,33
Σλ	**2,38**		**1,098**
(Σλ)2	**5,6644**		
(Σλ)2 + Σε	**6,7624**		

CR =(Σλ)2 / (Σλ)2+Σε	**0,83763**		
BRAND EQUITY			
Sub Indikator	λ	λ2	ε
X19	0,79	0,62	0,38
X20	0,72	0,52	0,48
X21	0,81	0,66	0,34
Σλ	**2,32**		**1,2014**
(Σλ)2	**5,3824**		
(Σλ)2 + Σε	**6,5838**		
CR =(Σλ)2 / (Σλ)2+Σε	**0,81752**		