

# LAMPIRAN

**Lampiran 1: Kuisisioner Survey****KUISISIONER SURVEY  
NIAT BELI UNTUK SEPATU OLAHRAGA NIKE**

Sehubungan dengan penelitian tentang “Pengaruh Merek, Desain dan Harga Terhadap Niat Beli Yang Dimediasi Oleh Persepsi Kualitas Produk Sepatu Nike” yang sedang saya lakukan dalam rangka penyusunan tesis untuk program S2 dalam bidang pemasaran, dengan ini saya mohon kesediaan Bapak / Ibu / Saudara meluangkan waktu beberapa menit untuk mengisi kuisisioner terlampir.

Kerahasiaan data Bapak / Ibu / Saudara adalah prioritas saya sehingga dimohonkan untuk mengisi kuisisioner ini dengan sejujur-jujurnya.

Hormat saya,

Benny Herlambang

### Lampiran 1: Kuisisioner Survey (Lanjutan)

#### Identitas Responden

1. Usia : (1) < 20 tahun  
(2) 20 – 29 tahun  
(3) 30 – 39 tahun  
(4) 40 – 49 tahun  
(5) >50 tahun
2. Jenis Kelamin : \_ Perempuan \_ Laki-laki
3. Tingkat Pendidikan : \_\_\_ SMU/Sederajat \_\_\_ D3 \_\_\_ S1 \_\_\_ S2
4. Aktif berolahraga (3x seminggu) : \_\_\_\_\_ Ya \_\_\_\_\_ Tidak
5. Pekerjaan : (1) Pelajar (2) Pegawai Negeri  
(3) Karyawan Swasta (4) Wiraswasta  
(5) Lainnya
6. Rata-rata konsumsi : (1) < 1 juta (4) 5 juta – 7.9 juta  
(2) 1 juta – 2.9 juta (5) >= 8 juta  
(3) 3 juta – 4.9 juta
7. Anda memiliki sepatu olahraga : \_\_\_\_\_ Ya \_\_\_\_\_ Tidak
8. (Hanya diisi jika memiliki sepatu olahraga, jika tidak lanjut ke pertanyaan #9)  
Apakah merek dari sepatu olahraga yang Anda miliki?  
\_\_\_\_\_
9. Jika Anda akan membeli sepatu olahraga, merek dan jenis apa yang akan Anda beli? \_\_\_\_\_

### Lampiran 1: Kuisisioner Survey (Lanjutan)

Mengingat sepatu olahraga yang Anda miliki/ingin Anda beli, silakan menunjukkan sejauh mana Anda setuju atau tidak setuju dengan pernyataan berikut dengan melingkari nomor yang sesuai dalam skala sebelah setiap item.

Pernyataan	1 : Sangat tidak setuju 7 : Sangat setuju
10. Desain sepatu Nike membuat saya percaya bahwa sepatu Nike adalah produk yang handal.	1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7
11. Merek sepatu Nike membuat saya percaya bahwa sepatu Nike adalah produk yang unggul.	1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7
12. Harga sepatu Nike membuat saya percaya bahwa sepatu Nike adalah produk yang tahan lama/ <i>durable</i> .	1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7
13. Produk sepatu olahraga Nike ini merupakan produk yang handal.	1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7
14. Harga sepatu Nike membuat saya percaya bahwa sepatu Nike adalah produk yang unggul.	1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7
15. Merek sepatu Nike membuat saya percaya bahwa sepatu Nike adalah produk yang handal.	1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7
16. Desain sepatu Nike membuat saya percaya bahwa sepatu Nike adalah produk yang unggul.	1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7
17. Harga sepatu Nike membuat saya percaya bahwa kualitas keseluruhan produk sepatu olahraga Nike adalah sangat baik.	1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7

## Lampiran 1: Kuisisioner Survey (Lanjutan)

Pernyataan	1 : Sangat tidak setuju 7 : Sangat setuju
18. Merek sepatu Nike membuat saya percaya bahwa sepatu Nike adalah produk yang tahan lama/ <i>durable</i> .	1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7
19. Desain sepatu Nike membuat saya yakin akan kualitas sepatu Nike.	1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7
20. Merek sepatu Nike membuat saya percaya bahwa kualitas keseluruhan produk sepatu Nike adalah sangat baik.	1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7
21. Saya percaya bahwa produk sepatu olahraga Nike ini memiliki kualitas yang tinggi.	1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7
22. Harga sepatu Nike membuat saya yakin akan kualitas sepatu Nike.	1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7
23. Desain sepatu Nike membuat saya percaya bahwa sepatu Nike adalah produk yang tahan lama/ <i>durable</i> .	1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7
24. Desain sepatu Nike membuat saya percaya bahwa kualitas keseluruhan produk sepatu olahraga Nike adalah sangat baik.	1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7
25. Harga sepatu Nike membuat saya percaya bahwa sepatu Nike adalah produk yang handal.	1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7
26. Merek sepatu Nike membuat saya yakin akan kualitas sepatu Nike.	1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7
27. Ketergantungan pada produk sepatu olahraga Nike ini adalah tinggi.	1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7

**Lampiran 1: Kuisisioner Survey (Lanjutan)**

<b>Pernyataan</b>	<b>1 : Sangat tidak setuju 7 : Sangat setuju</b>
28. Merek sepatu Nike membuat saya percaya bahwa produksi sepatu olahraga Nike ini dilakukan dengan sangat baik.	1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7
29. Desain sepatu Nike membuat saya percaya bahwa produksi sepatu olahraga Nike ini dilakukan dengan sangat baik.	1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7
30. Harga sepatu Nike membuat saya percaya bahwa produksi sepatu olahraga Nike ini dilakukan dengan sangat baik.	1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7
31. Berdasarkan persepsi kualitas saya terhadap produk sepatu olahraga Nike, kemungkinan saya membeli produk ini adalah tinggi.	1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7
32. Berdasarkan persepsi kualitas saya terhadap produk sepatu olahraga Nike, saya pasti akan membeli produk ini.	1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7
33. Berdasarkan persepsi kualitas saya terhadap produk sepatu olahraga Nike, kesediaan saya untuk membeli produk ini tinggi.	1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7
34. Dengan mempertimbangkan harga, merek, dan desain, saya akan membeli produk sepatu olahraga Nike ini.	1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7

**Terimakasih Atas Partisipasi Saudara Dalam Mengisi Kuesioner Ini**

Lampiran 2: Hasil Uji *Pre-test*

NO	MEREK						DESAIN						HARGA						PERSEPSI KUALITAS			NIAT BELI			
	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	1	2	3	4
R1	7	7	6	7	7	7	7	7	6	6	6	6	6	6	6	6	6	7	6	7	7	7	6	7	
R2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
R3	7	7	7	7	6	7	7	7	6	6	7	7	7	6	7	6	7	7	7	7	7	6	7	7	
R4	6	6	5	6	5	5	4	5	5	5	5	5	5	5	5	5	5	6	6	5	5	5	5	5	
R5	4	5	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	5	
R6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	4	4	4	6	
R7	7	6	6	7	7	7	6	6	6	6	6	6	6	6	6	6	6	6	7	6	6	5	6	6	
R8	6	6	6	6	6	6	5	5	5	5	5	5	6	6	6	6	6	6	6	6	6	6	6	6	
R9	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	6	
R10	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	
R11	7	7	7	6	6	6	6	6	7	6	6	7	6	6	6	7	6	6	7	7	6	6	6	6	
R12	5	6	6	6	5	5	6	5	5	5	5	5	6	5	5	6	5	6	5	5	6	3	3	3	
R13	5	5	5	4	4	5	4	5	4	3	3	4	3	2	3	2	3	2	5	4	4	5	4	5	
R14	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
R15	6	6	5	5	6	6	6	6	5	5	5	6	6	6	6	5	6	6	5	6	6	5	5	5	
R16	6	6	6	6	6	6	6	6	6	6	6	6	5	6	5	6	6	5	7	6	6	6	6	6	
R17	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	6	7	2	
R18	7	6	6	6	7	7	6	6	5	6	7	6	6	6	6	7	6	7	5	6	6	7	7	7	
R19	5	5	5	5	5	5	4	5	4	4	4	4	4	5	4	5	4	4	5	5	5	5	5	5	
R20	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
R21	7	6	7	6	6	6	7	6	6	7	7	6	7	6	7	7	7	6	6	6	6	6	6	6	
R22	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	4	4	4	4	
R23	6	6	6	5	6	5	6	6	5	5	5	5	6	5	6	5	6	6	6	6	5	6	6	6	
R24	5	6	6	6	6	4	5	5	5	4	5	5	5	5	6	4	5	4	6	6	5	5	4	5	
R25	5	5	4	5	4	4	4	5	4	5	4	5	5	4	4	4	4	5	5	5	4	3	2	2	
R26	6	7	5	6	7	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	7	6	6	6	
R27	6	6	6	5	4	6	5	6	4	4	5	6	2	6	2	2	1	1	6	5	5	5	3	3	
R28	3	4	4	4	4	5	3	4	4	4	4	4	5	4	3	4	3	4	5	4	4	2	2	2	
R29	6	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	
R30	3	3	3	3	3	3	3	3	3	3	3	3	2	2	2	2	2	2	3	3	3	1	1	1	

### Lampiran 3: Data Analisa *Pre-test*

#### A. Merek

##### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.919
Bartlett's Test of Sphericity	Approx. Chi-Square
	202.850
	df
	15
	Sig.
	.000

##### Anti-image Matrices

		Merek1	Merek2	Merek3	Merek4	Merek5	Merek6
Anti-image Covariance	Merek1	.142	-.037	-.044	-.013	-.020	-.072
	Merek2	-.037	.138	-.065	-.045	-.030	.010
	Merek3	-.044	-.065	.220	-.031	.033	-.020
	Merek4	-.013	-.045	-.031	.141	-.068	-.017
	Merek5	-.020	-.030	.033	-.068	.190	-.054
	Merek6	-.072	.010	-.020	-.017	-.054	.219
Anti-image Correlation	Merek1	.918 <sup>a</sup>	-.267	-.248	-.092	-.125	-.410
	Merek2	-.267	.912 <sup>a</sup>	-.371	-.324	-.184	.056
	Merek3	-.248	-.371	.925 <sup>a</sup>	-.175	.161	-.089
	Merek4	-.092	-.324	-.175	.918 <sup>a</sup>	-.414	-.096
	Merek5	-.125	-.184	.161	-.414	.914 <sup>a</sup>	-.263
	Merek6	-.410	.056	-.089	-.096	-.263	.927 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

##### Reliability Statistics

Cronbach's Alpha	N of Items
.967	6



### Lampiran 3: Data Analisa *Pre-test* (Lanjutan)

#### B. Desain

##### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.858
Bartlett's Test of Sphericity	Approx. Chi-Square	254.365
	df	15
	Sig.	.000

##### Anti-image Matrices

		Desain1	Desain2	Desain3	Desain4	Desain5	Desain6
Anti-image Covariance	Desain1	.140	-.062	-.029	-.001	-.035	.021
	Desain2	-.062	.114	.013	.001	.012	-.060
	Desain3	-.029	.013	.125	-.054	.017	-.038
	Desain4	-.001	.001	-.054	.089	-.051	.010
	Desain5	-.035	.012	.017	-.051	.076	-.032
	Desain6	.021	-.060	-.038	.010	-.032	.077
Anti-image Correlation	Desain1	.895 <sup>a</sup>	-.492	-.216	-.007	-.337	.198
	Desain2	-.492	.843 <sup>a</sup>	.107	.008	.129	-.642
	Desain3	-.216	.107	.883 <sup>a</sup>	-.511	.176	-.390
	Desain4	-.007	.008	-.511	.853 <sup>a</sup>	-.622	.118
	Desain5	-.337	.129	.176	-.622	.846 <sup>a</sup>	-.420
	Desain6	.198	-.642	-.390	.118	-.420	.833 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

##### Reliability Statistics

Cronbach's Alpha	N of Items
.976	6

### Lampiran 3: Data Analisa *Pre-test* (Lanjutan)

#### C. Harga:

##### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.835
Bartlett's Test of Sphericity	Approx. Chi-Square
	289.729
	df
	15
	Sig.
	.000

##### Anti-image Matrices

		Harga1	Harga2	Harga3	Harga4	Harga5	Harga6
Anti-image Covariance	Harga1	.054	-.001	-.020	-.001	.002	-.032
	Harga2	-.001	.257	-.050	-.080	.039	.025
	Harga3	-.020	-.050	.053	.016	-.037	.004
	Harga4	-.001	-.080	.016	.068	-.022	-.027
	Harga5	.002	.039	-.037	-.022	.048	-.007
	Harga6	-.032	.025	.004	-.027	-.007	.049
Anti-image Correlation	Harga1	.886 <sup>a</sup>	-.012	-.365	-.012	.033	-.622
	Harga2	-.012	.794 <sup>a</sup>	-.423	-.608	.349	.223
	Harga3	-.365	-.423	.810 <sup>a</sup>	.272	-.734	.074
	Harga4	-.012	-.608	.272	.830 <sup>a</sup>	-.380	-.478
	Harga5	.033	.349	-.734	-.380	.829 <sup>a</sup>	-.140
	Harga6	-.622	.223	.074	-.478	-.140	.853 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

##### Reliability Statistics

Cronbach's Alpha	N of Items
.975	6

### Lampiran 3: Data Analisa *Pre-test* (Lanjutan)

#### D. Persepsi Kualitas:

##### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.765
Bartlett's Test of Sphericity	Approx. Chi-Square	76.373
	df	3
	Sig.	.000

##### Anti-image Matrices

		Persepsi1	Persepsi2	Persepsi3
Anti-image Covariance	Persepsi1	.265	-.094	-.077
	Persepsi2	-.094	.187	-.119
	Persepsi3	-.077	-.119	.202
Anti-image Correlation	Persepsi1	.827 <sup>a</sup>	-.422	-.334
	Persepsi2	-.422	.728 <sup>a</sup>	-.611
	Persepsi3	-.334	-.611	.750 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

##### Reliability Statistics

Cronbach's Alpha	N of Items
.942	3

### Lampiran 3: Data Analisa *Pre-test* (Lanjutan)

#### E. Niat Beli

##### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.787
Bartlett's Test of Sphericity	Approx. Chi-Square
	153.691
	df
	6
	Sig.
	.000

##### Anti-image Matrices

		Niat1	Niat2	Niat3	Niat4
Anti-image Covariance	Niat1	.215	-.019	-.023	.033
	Niat2	-.019	.037	-.035	-.054
	Niat3	-.023	-.035	.048	.024
	Niat4	.033	-.054	.024	.277
Anti-image Correlation	Niat1	.946 <sup>a</sup>	-.210	-.227	.137
	Niat2	-.210	.699 <sup>a</sup>	-.841	-.537
	Niat3	-.227	-.841	.744 <sup>a</sup>	.211
	Niat4	.137	-.537	.211	.834 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

##### Reliability Statistics

Cronbach's Alpha	N of Items
.953	4





## Lampiran 4: Data Penelitian (Lanjutan)

NO	MEREK					DESAIN					HARGA					PERSEPSI KUALITAS			NIAT BELI						
	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	1	2	3	4
R61	4	5	3	5	5	4	5	5	6	5	6	5	5	6	5	5	5	5	6	5	6	5	5	5	5
R62	7	6	7	7	6	6	5	5	6	5	5	5	6	6	5	6	5	6	6	5	6	6	6	5	6
R63	6	6	6	6	5	5	5	5	5	6	6	5	7	7	7	7	7	7	6	6	6	5	5	5	5
R64	6	5	5	5	5	6	5	6	6	5	5	5	7	6	6	6	6	6	5	6	5	6	6	6	6
R65	6	5	5	5	5	6	5	6	5	5	5	5	6	5	5	6	5	5	6	6	6	6	6	7	7
R66	7	6	7	7	7	6	5	6	5	5	5	6	5	6	5	5	5	6	5	5	5	5	5	6	6
R67	7	6	6	7	6	6	5	5	6	5	5	5	5	6	5	5	5	5	6	5	5	5	5	6	5
R68	5	5	6	5	5	6	6	6	5	6	6	5	6	6	6	5	5	5	7	6	7	7	7	6	6
R69	5	6	5	6	6	5	7	6	7	6	7	6	6	5	5	5	5	6	5	5	6	5	6	6	5
R70	6	5	5	5	6	6	5	6	5	5	5	6	7	6	7	6	7	7	6	5	5	5	5	6	6
R71	3	3	4	5	5	3	5	5	5	5	5	5	5	6	5	6	5	5	5	5	5	6	5	6	5
R72	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
R73	5	5	5	6	6	5	6	6	6	6	6	7	5	5	5	6	6	6	5	5	5	5	6	6	6
R74	5	5	6	6	6	5	7	7	6	6	6	6	6	5	5	5	5	6	6	6	6	5	6	5	5
R75	5	5	5	5	5	6	5	6	6	5	5	5	6	7	6	7	6	6	5	5	5	5	6	6	5
R76	5	4	5	5	4	4	5	5	5	4	5	4	4	4	5	5	5	4	5	5	4	4	4	4	4
R77	5	5	5	5	5	6	5	5	5	6	5	6	6	5	5	6	5	5	7	7	6	6	7	7	6
R78	5	5	6	5	5	5	5	5	5	5	5	6	5	5	6	5	5	6	5	5	5	7	6	7	7
R79	5	5	5	5	5	5	7	6	7	6	7	6	6	5	6	5	6	6	5	6	5	5	6	5	5
R80	3	3	2	2	3	3	2	2	3	2	3	3	3	2	3	2	3	2	2	2	3	3	2	2	2
R81	5	5	4	5	4	4	4	5	4	5	4	5	5	4	4	4	4	5	5	5	4	3	2	2	2
R82	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
R83	5	5	6	5	6	6	7	7	7	7	7	7	7	5	5	5	6	5	5	5	5	5	5	5	6
R84	6	5	5	5	5	5	6	5	5	5	6	5	5	5	5	5	5	5	7	7	6	6	6	6	7

## Lampiran 4: Data Penelitian (Lanjutan)

NO	MEREK						DESAIN						HARGA						PERSEPSI KUALITAS			NIAT BELI			
	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	1	2	3	4
R85	6	5	5	5	6	5	7	7	6	7	6	6	6	5	5	5	5	6	5	5	5	6	6	5	6
R86	4	5	4	3	3	4	6	6	6	5	5	5	6	6	5	5	5	5	5	5	5	5	5	5	6
R87	5	6	6	5	5	5	5	5	6	6	5	6	5	5	5	6	5	5	7	7	6	6	7	6	6
R88	5	6	6	5	5	5	5	5	5	6	5	5	5	6	6	5	5	7	6	7	7	6	6	6	
R89	5	6	5	6	5	5	5	5	6	5	6	5	5	6	6	5	5	6	5	5	7	6	6	7	
R90	5	5	5	5	5	6	7	6	6	7	6	6	5	5	6	5	5	5	5	5	5	6	5	5	
R91	5	5	5	4	4	5	4	3	3	4	3	2	3	2	3	2	5	4	4	5	4	4	4	5	
R92	5	6	6	5	6	5	6	5	6	5	6	5	6	7	7	6	6	6	5	5	5	6	5	5	5
R93	5	5	5	5	5	6	5	6	6	5	5	6	6	7	7	7	6	6	5	5	6	5	5	5	5
R94	6	6	5	6	5	5	5	5	5	5	5	6	6	6	7	6	6	5	5	5	5	6	6	5	
R95	7	6	7	7	6	6	5	5	5	5	6	6	5	5	6	5	5	6	5	5	5	5	6	5	
R96	4	5	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	5	
R97	3	3	3	5	5	3	5	5	5	5	5	5	6	5	5	6	5	5	6	6	6	5	5	5	6
R98	3	3	2	2	2	3	3	2	2	2	2	3	2	3	2	2	2	3	2	2	2	2	2	2	2
R99	4	4	4	5	3	5	6	5	5	5	5	6	6	5	5	6	6	6	5	6	5	5	5	6	
R100	5	6	5	5	5	5	5	6	5	5	6	6	6	7	7	6	6	6	5	5	5	5	6	5	
R101	7	7	7	6	6	7	5	5	6	6	5	5	6	6	5	5	5	6	6	6	5	6	6	5	
R102	5	5	3	5	4	4	5	4	5	5	6	4	3	4	3	3	5	4	4	5	4	4	5	4	
R103	5	6	5	5	5	6	5	6	5	6	5	5	5	6	6	5	6	5	5	6	5	6	6	7	
R104	5	5	5	5	5	6	6	5	5	5	5	5	5	6	5	5	5	5	5	5	6	6	6	7	
R105	6	5	6	6	6	5	6	6	7	7	6	6	5	5	6	5	5	6	5	6	5	6	5	5	
R106	3	3	2	2	1	1	2	4	2	1	2	2	2	2	1	3	2	1	3	1	2	2	2	1	
R107	5	5	5	6	5	6	5	5	5	6	5	6	7	6	7	7	6	6	6	6	5	6	5	5	
R108	6	6	6	6	6	7	7	7	7	7	7	5	6	5	5	5	5	5	5	5	5	5	6	5	
R109	4	4	5	5	5	4	5	5	5	5	5	5	5	5	6	5	5	5	5	6	5	5	5	5	
R110	5	5	6	5	6	5	7	7	6	7	6	7	5	5	6	5	6	5	5	5	5	6	5	5	
R111	5	5	3	5	4	4	5	4	5	5	6	4	3	4	3	3	5	4	4	5	4	4	5	4	
R112	5	5	6	6	5	5	6	6	6	6	7	5	5	6	5	5	5	5	5	6	6	6	5	5	



## Lampiran 4: Data Penelitian (Lanjutan)

NO	MEREK						DESAIN						HARGA						PERSEPSI KUALITAS			NIAT BELI			
	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	1	2	3	4
R113	5	6	6	6	5	5	7	7	7	6	6	7	5	6	5	6	5	5	5	6	5	6	6	5	5
R114	6	5	6	5	5	6	6	6	5	6	5	6	5	6	5	5	6	6	5	5	5	6	6	7	7
R115	3	5	3	4	3	3	5	5	5	6	6	6	5	5	6	6	6	5	5	5	6	5	5	5	6
R116	5	3	3	3	3	3	5	6	5	5	5	5	5	6	5	5	5	5	6	6	5	5	5	5	5
R117	5	5	5	5	6	6	5	6	5	5	5	5	7	6	7	7	7	6	5	5	5	5	5	6	5
R118	5	6	5	6	5	6	5	5	5	5	5	6	5	6	5	5	5	6	7	7	7	6	6	6	7
R119	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
R120	1	3	3	3	2	2	3	1	2	2	3	2	3	2	1	3	2	2	3	3	2	2	2	2	2
R121	3	4	4	4	4	5	3	4	4	4	4	4	5	4	3	4	3	4	5	4	4	2	2	2	2
R122	5	6	5	5	6	6	6	5	6	6	5	6	5	6	5	6	6	6	6	6	7	7	6	6	6
R123	5	6	5	5	6	5	6	7	7	7	7	6	5	5	5	5	5	5	5	5	6	5	5	5	5
R124	5	6	5	6	5	6	6	7	7	6	6	7	5	5	6	5	5	5	5	6	6	5	6	5	5
R125	5	6	5	5	6	6	5	5	5	5	6	5	7	6	7	7	6	6	5	5	5	5	5	5	6
R126	7	6	6	7	7	7	6	6	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	6
R127	5	6	6	5	5	5	6	6	5	5	6	6	5	5	5	5	6	6	6	7	6	7	6	7	7
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R129	5	6	5	5	5	5	6	6	6	6	6	7	5	5	5	6	5	5	5	5	6	6	5	5	5
R130	2	2	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2
R131	5	6	5	5	5	6	5	5	5	6	6	5	5	5	6	5	5	5	6	5	6	7	7	7	7
R132	6	5	5	5	5	6	6	5	5	5	5	5	6	7	7	6	7	6	6	5	6	5	5	5	6
R133	3	3	5	3	4	3	6	6	5	5	5	5	5	6	5	6	5	5	6	5	5	6	6	5	5
R134	6	6	6	5	6	5	6	6	6	6	7	7	5	6	5	5	6	6	5	6	5	5	5	6	5
R135	6	5	5	5	6	6	5	6	5	5	5	5	5	5	6	5	5	5	6	6	7	7	6	7	6
R136	5	6	5	5	6	6	6	6	7	7	6	7	5	6	5	5	5	6	6	5	6	5	5	5	5
R137	7	6	7	7	6	6	6	5	6	5	6	5	5	5	6	5	6	5	6	5	5	5	5	6	6
R138	6	5	5	6	5	5	6	5	5	5	5	6	7	6	6	7	6	6	6	5	6	5	5	5	5
R139	5	5	4	4	4	4	4	6	4	5	3	4	5	4	4	4	4	4	5	5	4	5	4	4	4
R140	5	5	6	6	5	5	5	6	6	5	5	5	5	5	5	5	5	5	7	7	7	6	6	6	7

## Lampiran 4: Data Penelitian (Lanjutan)

NO	MEREK					DESAIN					HARGA					PERSEPSI KUALITAS			NIAT BELI							
	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	1	2	3	4	
R141	5	6	6	6	6	5	6	7	7	6	6	7	5	5	6	5	5	5	5	5	6	5	5	5	6	6
R142	6	5	5	6	6	5	7	7	6	6	7	6	5	6	5	6	6	5	5	6	5	5	6	6	6	5
R143	5	6	6	5	6	5	5	5	6	5	5	5	5	5	5	6	6	5	6	5	7	7	7	7	6	
R144	5	6	5	5	5	6	5	5	5	5	6	6	6	7	6	6	6	5	5	6	5	5	6	6	5	
R145	4	4	4	3	3	4	4	4	4	4	4	4	4	3	4	4	3	4	4	3	3	3	4	4	3	
R146	6	6	5	5	5	5	6	5	5	6	5	6	7	6	7	7	7	6	5	5	5	5	6	6	5	
R147	7	7	7	7	6	7	5	6	5	5	5	6	5	5	5	6	5	6	5	6	6	5	5	5	5	
R148	5	5	6	6	5	6	5	5	5	5	5	5	7	6	6	6	6	5	6	5	5	5	5	5	6	
R149	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
R150	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
R151	6	5	5	5	5	5	5	5	6	5	5	6	7	7	7	6	7	5	5	5	5	5	5	5	5	
R152	5	5	5	6	5	5	5	5	5	6	5	6	6	5	6	5	5	7	6	7	6	7	7	6	6	
R153	5	6	6	6	6	5	6	5	5	5	5	5	6	7	6	7	7	5	5	5	5	6	5	5	5	
R154	6	6	5	5	5	5	5	5	5	5	5	5	6	6	7	6	7	6	6	5	6	5	6	6	6	
R155	5	5	5	5	5	6	6	7	7	7	6	5	5	5	6	5	5	5	5	5	5	5	6	5	5	
R156	5	6	5	5	6	6	6	7	7	6	7	5	6	5	5	5	6	6	5	6	5	5	5	5	5	
R157	5	5	4	5	4	4	4	5	4	5	4	5	5	4	4	4	4	5	5	5	4	3	2	2	2	
R158	7	6	7	7	6	6	5	5	6	5	5	5	6	6	5	6	5	6	6	5	6	6	6	5	6	
R159	6	5	6	6	5	6	5	5	6	6	6	6	5	5	6	5	6	5	6	7	6	7	6	6		
R160	6	5	6	6	5	5	7	7	6	7	7	6	5	5	6	5	5	5	6	5	5	5	6	5	5	
R161	6	6	6	5	5	6	5	5	5	6	5	6	5	5	5	5	5	5	6	5	7	6	7	7	7	

**Lampiran 5: Uji Statistik Deskriptif Responden - *One Way ANOVA***

A. Usia

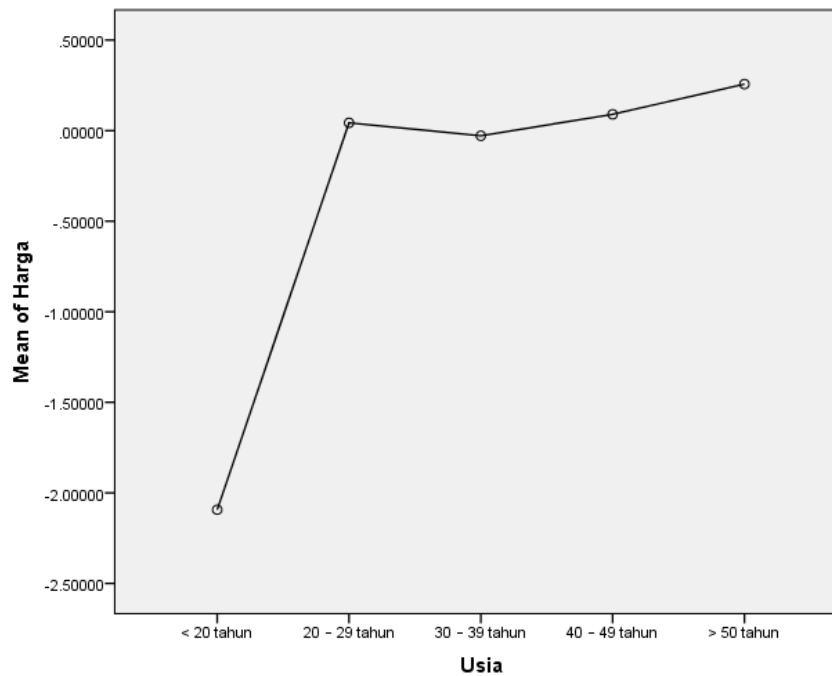
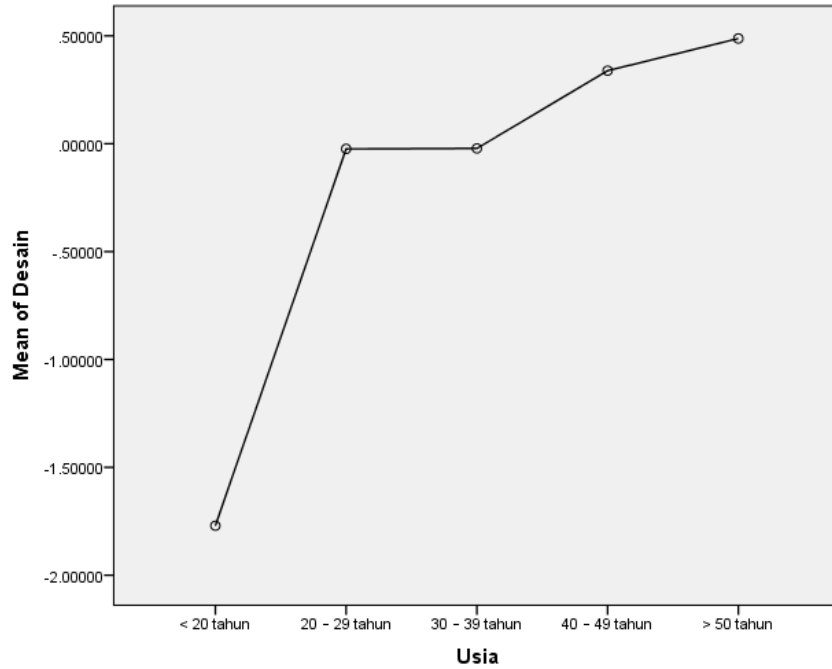
**Test of Homogeneity of Variances**

	Levene Statistic	df1	df2	Sig.
Merek	1.280	4	156	.280
Desain	.578	4	156	.679
Harga	.505	4	156	.732
Persepsi.Kualitas	1.496	4	156	.206
Niat.Beli	1.178	4	156	.323

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Merek	Between Groups	6.847	4	1.712	1.743	.143
	Within Groups	153.153	156	.982		
	Total	160.000	160			
Desain	Between Groups	9.156	4	2.289	2.367	.055
	Within Groups	150.844	156	.967		
	Total	160.000	160			
Harga	Between Groups	9.501	4	2.375	2.462	.048
	Within Groups	150.499	156	.965		
	Total	160.000	160			
Persepsi.Kualitas	Between Groups	4.144	4	1.036	1.037	.390
	Within Groups	155.856	156	.999		
	Total	160.000	160			
Niat.Beli	Between Groups	4.687	4	1.172	1.177	.323
	Within Groups	155.313	156	.996		
	Total	160.000	160			

**Lampiran 5: Uji Statistik Deskriptif Responden - *One Way ANOVA***  
**(Lanjutan)**



**Lampiran 5: Uji Statistik Deskriptif Responden - *One Way ANOVA***  
**(Lanjutan)**

B. Jenis Kelamin

**Test of Homogeneity of Variances - GENDER**

	Levene Statistic	df1	df2	Sig.
Merek	.061	1	159	.806
Desain	.000	1	159	.997
Harga	.019	1	159	.891
Persepsi.Kualitas	.202	1	159	.654
Niat.Beli	1.078	1	159	.301

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Merek	Between Groups	.120	1	.120	.119	.731
	Within Groups	159.880	159	1.006		
	Total	160.000	160			
Desain	Between Groups	1.314	1	1.314	1.317	.253
	Within Groups	158.686	159	.998		
	Total	160.000	160			
Harga	Between Groups	.247	1	.247	.246	.621
	Within Groups	159.753	159	1.005		
	Total	160.000	160			
Persepsi.Kualitas	Between Groups	.000	1	.000	.000	.986
	Within Groups	160.000	159	1.006		
	Total	160.000	160			
Niat.Beli	Between Groups	.239	1	.239	.238	.626
	Within Groups	159.761	159	1.005		
	Total	160.000	160			

**Lampiran 5: Uji Statistik Deskriptif Responden - *One Way ANOVA***  
**(Lanjutan)**

C. Tingkat Pendidikan

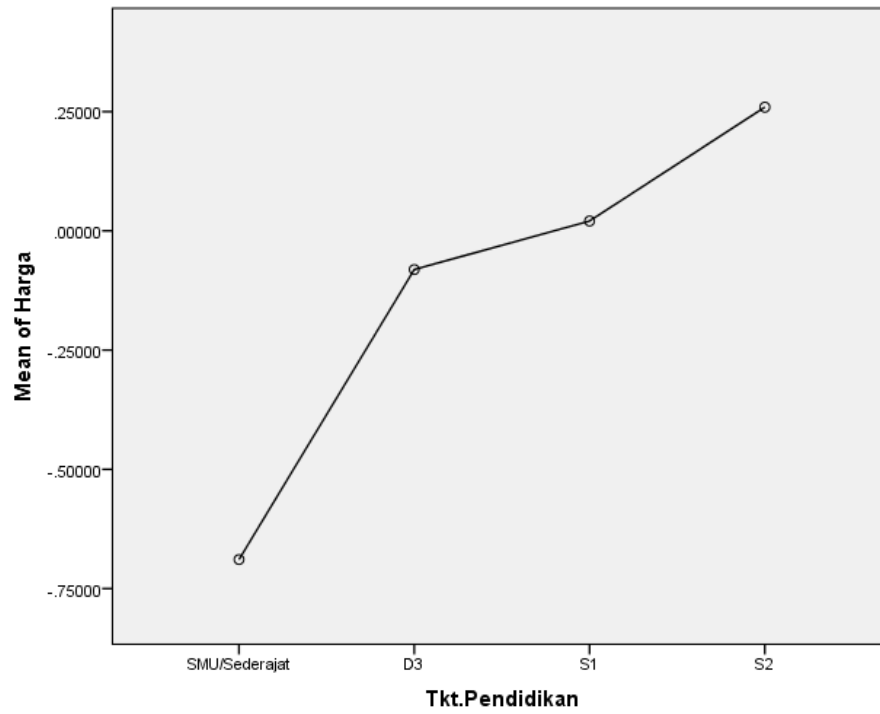
**Test of Homogeneity of Variances**

	Levene Statistic	df1	df2	Sig.
Merek	1.162	3	157	.326
Desain	.862	3	157	.462
Harga	.883	3	157	.451
Persepsi.Kualitas	.320	3	157	.811
Niat.Beli	1.027	3	157	.382

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Merek	Between Groups	2.113	3	.704	.700	.553
	Within Groups	157.887	157	1.006		
	Total	160.000	160			
Desain	Between Groups	3.624	3	1.208	1.213	.307
	Within Groups	156.376	157	.996		
	Total	160.000	160			
Harga	Between Groups	7.560	3	2.520	2.595	.054
	Within Groups	152.440	157	.971		
	Total	160.000	160			
Persepsi.Kualitas	Between Groups	3.243	3	1.081	1.083	.358
	Within Groups	156.757	157	.998		
	Total	160.000	160			
Niat.Beli	Between Groups	4.096	3	1.365	1.375	.253
	Within Groups	155.904	157	.993		
	Total	160.000	160			

**Lampiran 5: Uji Statistik Deskriptif Responden - *One Way ANOVA***  
**(Lanjutan)**



**Lampiran 5: Uji Statistik Deskriptif Responden - *One Way ANOVA***  
**(Lanjutan)**

D. Aktif Berolahraga

**Test of Homogeneity of Variances**

	Levene Statistic	df1	df2	Sig.
Merek	.082	1	159	.775
Desain	.310	1	159	.578
Harga	.437	1	159	.510
Persepsi.Kualitas	.169	1	159	.681
Niat.Beli	.223	1	159	.637

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Merek	Between Groups	.055	1	.055	.054	.816
	Within Groups	159.945	159	1.006		
	Total	160.000	160			
Desain	Between Groups	.049	1	.049	.049	.825
	Within Groups	159.951	159	1.006		
	Total	160.000	160			
Harga	Between Groups	.018	1	.018	.018	.894
	Within Groups	159.982	159	1.006		
	Total	160.000	160			
Persepsi.Kualitas	Between Groups	.014	1	.014	.013	.908
	Within Groups	159.986	159	1.006		
	Total	160.000	160			
Niat.Beli	Between Groups	.703	1	.703	.701	.404
	Within Groups	159.297	159	1.002		
	Total	160.000	160			



**Lampiran 5: Uji Statistik Deskriptif Responden - *One Way ANOVA***  
**(Lanjutan)**

E. Pekerjaan

**Test of Homogeneity of Variances**

	Levene Statistic	df1	df2	Sig.
Merek	.600	4	156	.663
Desain	.712	4	156	.585
Harga	.728	4	156	.574
Persepsi.Kualitas	.930	4	156	.448
Niat.Beli	1.621	4	156	.172

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Merek	Between Groups	6.997	4	1.749	1.783	.135
	Within Groups	153.003	156	.981		
	Total	160.000	160			
Desain	Between Groups	3.509	4	.877	.875	.481
	Within Groups	156.491	156	1.003		
	Total	160.000	160			
Harga	Between Groups	2.473	4	.618	.612	.654
	Within Groups	157.527	156	1.010		
	Total	160.000	160			
Persepsi.Kualitas	Between Groups	2.948	4	.737	.732	.571
	Within Groups	157.052	156	1.007		
	Total	160.000	160			
Niat.Beli	Between Groups	4.780	4	1.195	1.201	.313
	Within Groups	155.220	156	.995		
	Total	160.000	160			

**Lampiran 5: Uji Statistik Deskriptif Responden - One Way ANOVA  
(Lanjutan)**

F. Rata-rata konsumsi perbulan

**Test of Homogeneity of Variances**

	Levene Statistic	df1	df2	Sig.
Merek	2.952	4	156	.022
Desain	2.001	4	156	.097
Harga	3.717	4	156	.006
Persepsi.Kualitas	4.170	4	156	.003
Niat.Beli	2.063	4	156	.088

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Merek	Between Groups	3.589	4	.897	.895	.469
	Within Groups	156.411	156	1.003		
	Total	160.000	160			
Desain	Between Groups	6.604	4	1.651	1.679	.158
	Within Groups	153.396	156	.983		
	Total	160.000	160			
Harga	Between Groups	4.835	4	1.209	1.215	.307
	Within Groups	155.165	156	.995		
	Total	160.000	160			
Persepsi.Kualitas	Between Groups	4.311	4	1.078	1.080	.368
	Within Groups	155.689	156	.998		
	Total	160.000	160			
Niat.Beli	Between Groups	3.265	4	.816	.813	.519
	Within Groups	156.735	156	1.005		
	Total	160.000	160			

**Lampiran 6: Hasil Uji Analisa**

DATE: 9/13/2015

TIME: 3:26

L I S R E L 8.72

BY

Karl G. Jöreskog dan Dag Sörbom

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The following lines were read from file D:\THESIS\03 HASIL\01 Analisa\02 SEM\MDH-8.0.SPJ:

Raw Data from file 'D:\THESIS\03 HASIL\01 Analisa\02 SEM\MDH-8.0.psf'

Latent Variables PK NB MR DN HR

Relationships

PK1 = PK

PK2 = PK

PK3 = PK

NB1 = NB

NB2 = NB

NB3 = NB

NB4 = NB

MR.1 = MR

MR.2 = MR

MR.3 = MR

MR.4 = MR

MR.5 = MR

MR.6 = MR

### Lampiran 6: Hasil Uji Analisa (Lanjutan)

```

DN.1 = DN
DN.2 = DN
DN.3 = DN
DN.4 = DN
DN.5 = DN
DN.6 = DN
HR.1 = HR
HR.2 = HR
HR.3 = HR
HR.4 = HR
HR.5 = HR
HR.6 = HR
NB = PK
PK = MR DN HR
NB = MR DN HR
SET ERROR COVARIANCE DN.5 AND NB3
SET ERROR COVARIANCE MR.1 AND NB3
SET ERROR COVARIANCE DN.5 AND DN.1
SET ERROR COVARIANCE HR.4 AND HR.1
Path Diagram
End of Problem

```

Sample Size = 161

#### Covariance Matrix

	PK1	PK2	PK3	NB1	NB2	NB3
PK1	1.08					
PK2	0.80	0.98				
PK3	0.94	0.84	1.18			
NB1	0.86	0.86	1.00	1.44		
NB2	0.90	0.92	1.06	1.29	1.54	
NB3	0.92	0.95	1.03	1.34	1.43	1.69
NB4	0.96	0.96	1.06	1.32	1.35	1.45
MR.1	0.67	0.60	0.66	0.73	0.78	0.93
MR.2	0.62	0.58	0.66	0.65	0.71	0.78
MR.3	0.69	0.62	0.72	0.79	0.85	0.89
MR.4	0.72	0.67	0.78	0.74	0.83	0.90
MR.5	0.67	0.64	0.76	0.77	0.84	0.89

### Lampiran 6: Hasil Uji Analisa (Lanjutan)

MR.6	0.68	0.62	0.78	0.82	0.86	0.94
DN.1	0.59	0.59	0.65	0.67	0.76	0.79
DN.2	0.64	0.70	0.72	0.78	0.83	0.87
DN.3	0.64	0.64	0.76	0.79	0.86	0.90
DN.4	0.74	0.75	0.83	0.89	0.93	0.99
DN.5	0.65	0.68	0.74	0.79	0.89	0.98
DN.6	0.68	0.69	0.82	0.85	0.87	0.97
HR.1	0.72	0.62	0.74	0.69	0.74	0.78
HR.2	0.77	0.72	0.87	0.84	0.94	0.98
HR.3	0.76	0.65	0.83	0.88	0.88	1.00
HR.4	0.82	0.71	0.85	0.84	0.90	0.97
HR.5	0.68	0.68	0.76	0.82	0.87	0.98
HR.6	0.75	0.70	0.84	0.83	0.91	0.99

#### Covariance Matrix

	NB4	MR.1	MR.2	MR.3	MR.4	MR.5
	-----	-----	-----	-----	-----	-----
NB4	1.67					
MR.1	0.82	1.32				
MR.2	0.74	0.85	1.05			
MR.3	0.87	0.97	0.81	1.23		
MR.4	0.87	0.99	0.84	0.97	1.30	
MR.5	0.86	0.92	0.82	0.91	0.97	1.18
MR.6	0.93	0.97	0.86	0.91	0.98	0.96
DN.1	0.78	0.63	0.56	0.67	0.71	0.69
DN.2	0.85	0.76	0.62	0.73	0.78	0.81
DN.3	0.84	0.71	0.66	0.71	0.78	0.80
DN.4	0.91	0.77	0.69	0.75	0.84	0.83
DN.5	0.84	0.66	0.63	0.68	0.77	0.75
DN.6	0.89	0.72	0.70	0.76	0.81	0.81
HR.1	0.81	0.64	0.58	0.62	0.67	0.65
HR.2	0.94	0.75	0.70	0.77	0.80	0.84
HR.3	0.97	0.78	0.66	0.76	0.76	0.78
HR.4	0.94	0.64	0.61	0.70	0.73	0.71
HR.5	0.92	0.72	0.61	0.65	0.73	0.72
HR.6	0.95	0.77	0.69	0.75	0.83	0.81

### Lampiran 6: Hasil Uji Analisa (Lanjutan)

#### Covariance Matrix

	MR.6	DN.1	DN.2	DN.3	DN.4	DN.5
	-----	-----	-----	-----	-----	-----
MR.6	1.25					
DN.1	0.62	1.12				
DN.2	0.74	0.96	1.29			
DN.3	0.74	0.92	1.00	1.19		
DN.4	0.81	1.01	1.07	1.06	1.37	
DN.5	0.69	0.98	0.96	1.01	1.10	1.26
DN.6	0.78	0.95	1.04	1.05	1.17	1.01
HR.1	0.70	0.66	0.67	0.63	0.71	0.61
HR.2	0.81	0.72	0.79	0.76	0.86	0.78
HR.3	0.79	0.72	0.75	0.73	0.80	0.73
HR.4	0.69	0.74	0.72	0.72	0.83	0.78
HR.5	0.71	0.72	0.71	0.70	0.78	0.77
HR.6	0.81	0.77	0.80	0.76	0.88	0.79

#### Covariance Matrix

	DN.6	HR.1	HR.2	HR.3	HR.4	HR.5
	-----	-----	-----	-----	-----	-----
DN.6	1.30					
HR.1	0.68	1.20				
HR.2	0.81	1.04	1.36			
HR.3	0.78	1.05	1.11	1.41		
HR.4	0.78	1.14	1.22	1.19	1.50	
HR.5	0.77	0.94	1.07	1.08	1.10	1.19
HR.6	0.86	1.06	1.17	1.11	1.17	1.07

#### Covariance Matrix

	HR.6
	-----
HR.6	1.32

## Lampiran 6: Hasil Uji Analisa (Lanjutan)

Number of Iterations = 13

LISREL Estimates (Maximum Likelihood)

### Measurement Equations

PK1 = 0.92\*PK, Errorvar.= 0.23 , R<sup>2</sup> = 0.79  
 (0.033)  
 6.92

PK2 = 0.86\*PK, Errorvar.= 0.24 , R<sup>2</sup> = 0.76  
 (0.055) (0.033)  
 15.65 7.24

PK3 = 1.00\*PK, Errorvar.= 0.17 , R<sup>2</sup> = 0.86  
 (0.056) (0.030)  
 17.93 5.60

NB1 = 1.10\*NB, Errorvar.= 0.22 , R<sup>2</sup> = 0.85  
 (0.031)  
 7.26

NB2 = 1.16\*NB, Errorvar.= 0.19 , R<sup>2</sup> = 0.88  
 (0.054) (0.028)  
 21.64 6.76

NB3 = 1.22\*NB, Errorvar.= 0.21 , R<sup>2</sup> = 0.88  
 (0.055) (0.031)  
 22.06 6.66

NB4 = 1.19\*NB, Errorvar.= 0.26 , R<sup>2</sup> = 0.84  
 (0.058) (0.036)  
 20.38 7.28

MR.1 = 0.97\*MR, Errorvar.= 0.37 , R<sup>2</sup> = 0.72  
 (0.073) (0.047)  
 13.31 7.83

### Lampiran 6: Hasil Uji Analisa (Lanjutan)

$$\begin{aligned} \text{MR.2} &= 0.85 * \text{MR}, \text{ Errorvar.} = 0.32, R^2 = 0.69 \\ &(0.066) \quad (0.040) \\ &12.88 \quad 7.95 \end{aligned}$$

$$\begin{aligned} \text{MR.3} &= 0.95 * \text{MR}, \text{ Errorvar.} = 0.32, R^2 = 0.74 \\ &(0.071) \quad (0.042) \\ &13.51 \quad 7.71 \end{aligned}$$

$$\begin{aligned} \text{MR.4} &= 1.00 * \text{MR}, \text{ Errorvar.} = 0.29, R^2 = 0.78 \\ &(0.071) \quad (0.039) \\ &14.10 \quad 7.42 \end{aligned}$$

$$\begin{aligned} \text{MR.5} &= 0.97 * \text{MR}, \text{ Errorvar.} = 0.24, R^2 = 0.79 \\ &(0.067) \quad (0.033) \\ &14.35 \quad 7.25 \end{aligned}$$

$$\begin{aligned} \text{MR.6} &= 0.98 * \text{MR}, \text{ Errorvar.} = 0.28, R^2 = 0.78 \\ &(0.070) \quad (0.037) \\ &14.10 \quad 7.41 \end{aligned}$$

$$\begin{aligned} \text{DN.1} &= 0.92 * \text{DN}, \text{ Errorvar.} = 0.27, R^2 = 0.76 \\ &(0.067) \quad (0.034) \\ &13.89 \quad 7.81 \end{aligned}$$

$$\begin{aligned} \text{DN.2} &= 0.99 * \text{DN}, \text{ Errorvar.} = 0.31, R^2 = 0.76 \\ &(0.071) \quad (0.039) \\ &13.93 \quad 7.89 \end{aligned}$$

$$\begin{aligned} \text{DN.3} &= 0.99 * \text{DN}, \text{ Errorvar.} = 0.20, R^2 = 0.83 \\ &(0.066) \quad (0.027) \\ &15.00 \quad 7.31 \end{aligned}$$

$$\begin{aligned} \text{DN.4} &= 1.09 * \text{DN}, \text{ Errorvar.} = 0.17, R^2 = 0.87 \\ &(0.070) \quad (0.026) \\ &15.63 \quad 6.69 \end{aligned}$$

$$\begin{aligned} \text{DN.5} &= 0.98 * \text{DN}, \text{ Errorvar.} = 0.28, R^2 = 0.77 \\ &(0.069) \quad (0.036) \\ &14.18 \quad 7.83 \end{aligned}$$



### Lampiran 6: Hasil Uji Analisa (Lanjutan)

$$\begin{aligned} \text{DN.6} &= 1.05 \cdot \text{DN}, \text{ Errorvar.} = 0.20, R^2 = 0.85 \\ &(0.069) \quad (0.028) \\ &15.20 \quad 7.14 \end{aligned}$$

$$\begin{aligned} \text{HR.1} &= 0.97 \cdot \text{HR}, \text{ Errorvar.} = 0.26, R^2 = 0.78 \\ &(0.068) \quad (0.034) \\ &14.22 \quad 7.75 \end{aligned}$$

$$\begin{aligned} \text{HR.2} &= 1.08 \cdot \text{HR}, \text{ Errorvar.} = 0.19, R^2 = 0.86 \\ &(0.070) \quad (0.027) \\ &15.46 \quad 7.04 \end{aligned}$$

$$\begin{aligned} \text{HR.3} &= 1.05 \cdot \text{HR}, \text{ Errorvar.} = 0.30, R^2 = 0.79 \\ &(0.074) \quad (0.039) \\ &14.28 \quad 7.83 \end{aligned}$$

$$\begin{aligned} \text{HR.4} &= 1.10 \cdot \text{HR}, \text{ Errorvar.} = 0.28, R^2 = 0.81 \\ &(0.075) \quad (0.037) \\ &14.67 \quad 7.54 \end{aligned}$$

$$\begin{aligned} \text{HR.5} &= 1.00 \cdot \text{HR}, \text{ Errorvar.} = 0.20, R^2 = 0.84 \\ &(0.066) \quad (0.027) \\ &15.05 \quad 7.39 \end{aligned}$$

$$\begin{aligned} \text{HR.6} &= 1.08 \cdot \text{HR}, \text{ Errorvar.} = 0.17, R^2 = 0.87 \\ &(0.069) \quad (0.025) \\ &15.66 \quad 6.82 \end{aligned}$$

$$\begin{aligned} \text{Error Covariance for MR.1 and NB3} &= 0.091 \\ &(0.027) \\ &3.42 \end{aligned}$$

$$\begin{aligned} \text{Error Covariance for DN.5 and NB3} &= 0.084 \\ &(0.022) \\ &3.77 \end{aligned}$$

$$\begin{aligned} \text{Error Covariance for DN.5 and DN.1} &= 0.073 \\ &(0.026) \\ &2.86 \end{aligned}$$

## Lampiran 6: Hasil Uji Analisa (Lanjutan)

Error Covariance for HR.4 and HR.1 = 0.075  
 (0.027)  
 2.79

### Structural Equations

PK = 0.30\*MR + 0.26\*DN + 0.37\*HR, Errorvar.= 0.29 , R<sup>2</sup> = 0.71  
 (0.092) (0.088) (0.085) (0.048)  
 3.26 2.93 4.31 6.07

NB = 0.69\*PK + 0.089\*MR + 0.099\*DN + 0.069\*HR, Errorvar.= 0.21 , R<sup>2</sup> = 0.79  
 (0.096) (0.082) (0.078) (0.078) (0.034)  
 7.11 1.08 1.27 0.89 6.05

### Reduced Form Equations

PK = 0.30\*MR + 0.26\*DN + 0.37\*HR, Errorvar.= 0.29, R<sup>2</sup> = 0.71  
 (0.092) (0.088) (0.085)  
 3.26 2.93 4.31

NB = 0.29\*MR + 0.28\*DN + 0.32\*HR, Errorvar.= 0.34, R<sup>2</sup> = 0.66  
 (0.092) (0.089) (0.085)  
 3.18 3.11 3.79

### Correlation Matrix of Independent Variables

	MR	DN	HR
MR	1.00		
DN	0.76 (0.04) 20.22	1.00	
HR	0.73 (0.04) 17.99	0.72 (0.04) 17.27	1.00

## Lampiran 6: Hasil Uji Analisa (Lanjutan)

### Covariance Matrix of Latent Variables

	PK	NB	MR	DN	HR
PK	1.00				
NB	0.88	1.00			
MR	0.76	0.74	1.00		
DN	0.75	0.73	0.76	1.00	
HR	0.77	0.73	0.73	0.72	1.00

### Goodness of Fit Statistics

Degrees of Freedom = 261

Minimum Fit Function Chi-Square = 320.53 (P = 0.0070)

Normal Theory Weighted Least Squares Chi-Square = 302.24 (P = 0.040)

Estimated Non-centrality Parameter (NCP) = 41.24

90 Percent Confidence Interval for NCP = (2.23 ; 88.53)

Minimum Fit Function Value = 2.00

Population Discrepancy Function Value (F0) = 0.26

90 Percent Confidence Interval for F0 = (0.014 ; 0.55)

Root Mean Square Error of Approximation (RMSEA) = 0.031

90 Percent Confidence Interval for RMSEA = (0.0073 ; 0.046)

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

Expected Cross-Validation Index (ECVI) = 2.69

90 Percent Confidence Interval for ECVI = (2.45 ; 2.98)

ECVI for Saturated Model = 4.06

ECVI for Independence Model = 124.29

Chi-Square for Independence Model with 300 Degrees of Freedom = 19836.91

Independence AIC = 19886.91

Model AIC = 430.24

Saturated AIC = 650.00

Independence CAIC = 19988.95

Model CAIC = 691.45

Saturated CAIC = 1976.46

Normed Fit Index (NFI) = 0.98

**Lampiran 6: Hasil Uji Analisa (Lanjutan)**

Non-Normed Fit Index (NNFI) = 1.00  
Parsimony Normed Fit Index (PNFI) = 0.86  
Comparative Fit Index (CFI) = 1.00  
Incremental Fit Index (IFI) = 1.00  
Relative Fit Index (RFI) = 0.98

Critical N (CN) = 159.28

Root Mean Square Residual (RMR) = 0.033  
Standardized RMR = 0.025  
Goodness of Fit Index (GFI) = 0.87  
Adjusted Goodness of Fit Index (AGFI) = 0.84  
Parsimony Goodness of Fit Index (PGFI) = 0.70

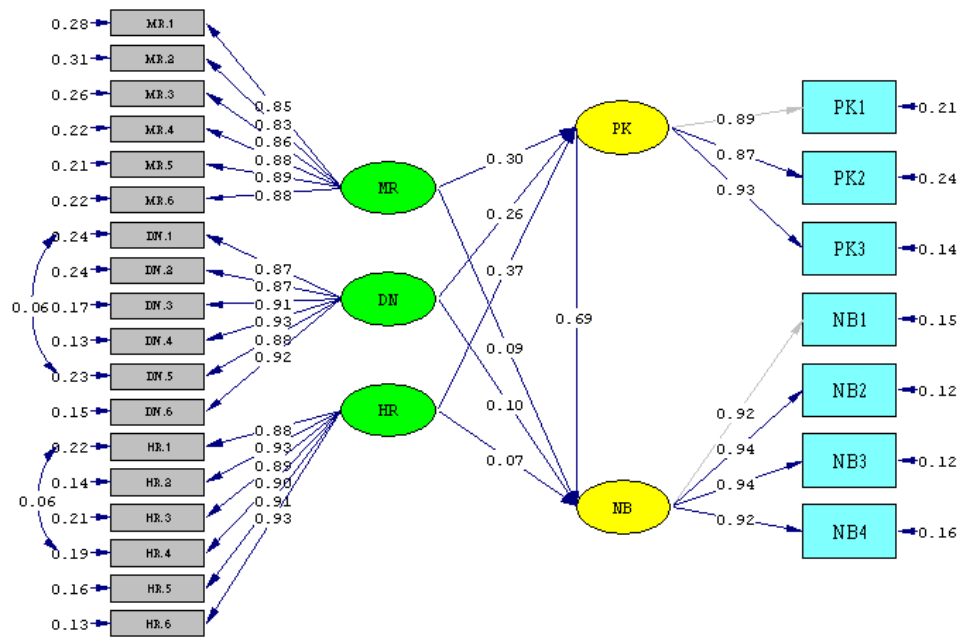
The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
HR.4	MR	8.8	-0.20

Time used: 0.172 Seconds

Lampiran 7: Path Diagram

Standardized Model



T-Value

