

LAMPIRAN 1
Lembar Kuesioner

Dengan hormat

Sehubungan dengan adanya kegiatan penelitian dalam rangka penyusunan skripsi pada Fakultas Ekonomi dan Bisnis Universitas Esa Unggul Jakarta Barat dengan judul **Pengaruh Kualitas Produk dan Citra Merek terhadap Intensitas Pembelian Produk Clean&Clear Acne Gell.**

Maka saya yang bertandatangan di bawah ini:

Nama : Bestya Octaviyanti
NIM : 2015-11-107
Fakultas : Ekonomi dan Bisnis
Universitas : Esa Unggul Jakarta

Memohon kesediaan Bapak/Ibu/Sdr/ I untuk mengisi kuesioner sesuai dengan kondisi yang sebenarnya. Adapun jawaban yang dapat diberikan adalah **SS= Sangat Setuju, S= Setuju, TS= Tidak Setuju, STS= Sangat Tidak Setuju.** Atas perhatian dan kesediaan Bapak/Ibu/Sdr/I , saya ucapkan terima kasih. : Esa Unggul Jakarta.

Hormat Saya,

Bestya Octaviyanti

Bagian I : IDENTITAS RESPONDEN

Petunjuk Pengisian

Berilah tanda (x) pada setiap pilihan jawaban yang tersedia dibawah ini !

1. Jenis Kelamin :
 - Laki-laki
 - Perempuan

2. Usia saat ini :
 - 17-21 tahun
 - 22-26 tahun
 - 27-30 tahun
 - >30 tahun

II. PERNYATAAN

Petunjuk:.

1. Sebelum mengisi pernyataan dibawah, bacalah petunjuk pengisian dengan baik dan isi data responden terlebih dahulu.
2. Kuisioner penelitian ini terdiri dari pernyataan
3. Berilah tanda silang (X) atau centang () pada kolom pernyataan Sangat Setuju (SS), Setuju (S), Tidak Setuju (TS), Sangat Tidak Setuju (STS) sesuai dengan keadaan yang sebenarnya.
4. Semua jawaban adalah benar dan tidak ada yang salah, oleh karena itu jawablah semua pernyataan sesuai dengan keadaan yang anda alami dengan JUJUR.

1. Kualitas Produk

No.	Pernyataan	Kategori			
		STS	TS	S	SS
		1	2	3	4
1.	Clean&Clear memiliki fungsi menghilangkan jerawat pada kulit wajah				
2.	Clean&Clear memiliki kandungan yang cukup baik untuk mengatasi kulit berjerawat				
3.	Clean&Clear memiliki <i>expired</i> masa berlaku waktu yang cukup panjang				

4.	Clean&Clear memiliki kandungan yang cukup baik digunakan pada waktu kapanpun				
5.	Clean&Clear berasal dari perusahaan yang memiliki reputasi yang baik				
6.	Clean&Clear acne gel memiliki kandungan yang aman untuk mengatasi kulit berjerawat.				

2. Citra Merek

No.	Pernyataan	Kategori			
		STS	TS	S	SS
		1	2	3	4
1.	Clean&Clear merupakan merek yang sudah dikenal oleh masyarakat				
2.	Clean&Clear tidak terlalu banyak menggunakan bahan kimia yang keras untuk kulit				
3.	Clean&Clear memiliki nama kemasan yang mudah dikenali oleh masyarakat				
4.	Clean&Clear memiliki desain kemasan yang mudah diingat.				
5.	Clean&Clear sudah melekat pada ingatan masyarakat				
6.	Clean&Clear memiliki citra merek yang baik				
7.	Clean&Clear memberikan dampak yang baik pada penggunaanya				
8.	Clean&Clear memberikan kepuasan yang baik pada penggunaanya.				

3. Intensi Pembelian

No.	Pernyataan	Kategori			
		STS	TS	S	SS
		1	2	3	4
1.	Saya berencana untuk membeli produk Clean&Clear				
2.	Saya tertarik untuk membeli Clean&Clear				

3.	Saya tertarik membeli Clean&Clear karna sudah terdaftar BPOM			
4.	Saya berencana membeli Clean&Clear karena memiliki kualitas produk yang baik			
5.	Saya tertarik untuk mendapatkan informasi mengenai Clean&Clear			
6.	Saya tertarik untuk membeli berbagai produk lainnya mengenai Clean &Clear			
7.	Saya tertarik membeli Clean&Clear karena rekomendasi dari kerabat saya			
8.	Saya tertarik membeli Clean&Clear karena orang lain sudah pernah membeli			
9.	Saya tertarik membeli Clean&Clear karena mudah didapatkan			
10.	Saya tertarik membeli Clean&Clear karena karena harga yang terjangkau			
11.	Saya tertarik membeli Clean&Clear karena merek yang sudah terkenal			
12.	Saya tertarik membeli Clean&Clear karena lebih kelihatan hasil setelah pemakaian produk tersebut			





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LAMPIRAN 4

Hasil Uji Validitas Reabilitas Faktor Analisis 130 Responden

Factor Analysis Kualitas Produk

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.552
Bartlett's Test of Sphericity Approx. Chi-Square	93.156
Df	15
Sig.	.000

Anti-image Matrices

	KP1	KP2	KP3	KP4	KP5	KP6
Anti-image Covariance KP1	.236	-.214	-.155	.111	-.135	-.141
KP2	-.214	.380	.097	-.092	.087	.029
KP3	-.155	.097	.491	-.315	.077	.190
KP4	.111	-.092	-.315	.529	-.189	-.096
KP5	-.135	.087	.077	-.189	.562	-.114
KP6	-.141	.029	.190	-.096	-.114	.542
Anti-image Correlation KP1	.544 ^a	-.715	-.455	.314	-.371	-.394
KP2	-.715	.590 ^a	.224	-.206	.188	.064
KP3	-.455	.224	.381 ^a	-.618	.147	.368
KP4	.314	-.206	-.618	.451 ^a	-.347	-.180
KP5	-.371	.188	.147	-.347	.693 ^a	-.207
KP6	-.394	.064	.368	-.180	-.207	.673 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KP1	1.000	.819
KP2	1.000	.636
KP3	1.000	.804
KP4	1.000	.758
KP5	1.000	.544
KP6	1.000	.665

Extraction Method: Principal
Component Analysis.

Component Matrix^a

	Component	
	1	2
KP1	.884	-.196
KP2	.759	-.245
KP3	.422	.792
KP4	.504	.709
KP5	.737	-.035
KP6	.678	-.453

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Iterasi 1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.678
Bartlett's Test of Sphericity	Approx. Chi-Square
	68.055
	Df
	10
	Sig.
	.000

Anti-image Matrices

		KP1	KP2	KP4	KP5	KP6
Anti-image Covariance	KP1	.298	-.244	.024	-.143	-.118
	KP2	-.244	.400	-.051	.077	-.010
	KP4	.024	-.051	.856	-.231	.048
	KP5	-.143	.077	-.231	.574	-.170
	KP6	-.118	-.010	.048	-.170	.627
Anti-image Correlation	KP1	.639 ^a	-.707	.047	-.345	-.273
	KP2	-.707	.629 ^a	-.088	.161	-.020
	KP4	.047	-.088	.638 ^a	-.330	.066
	KP5	-.345	.161	-.330	.699 ^a	-.284
	KP6	-.273	-.020	.066	-.284	.826 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KP1	1.000	.794
KP2	1.000	.611
KP4	1.000	.162
KP5	1.000	.558
KP6	1.000	.556

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
KP1	.891
KP2	.782
KP4	.403
KP5	.747
KP6	.746

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reabilitas Kualitas Produk

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.751	.767	5

Faktor Analisis Citra Merek

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.746
Bartlett's Test of Sphericity	Approx. Chi-Square
	118.027
	Df
	28
	Sig.
	.000

Anti-image Matrices

		CM1	CM2	CM3	CM4	CM5	CM6	CM7	CM8
Anti-image Covariance	CM1	.641	-.180	-.150	-.077	-.082	-.030	.025	.214
	CM2	-.180	.553	.025	.144	-.085	-.088	-.156	-.143
	CM3	-.150	.025	.486	-.200	.111	.050	-.126	-.084
	CM4	-.077	.144	-.200	.350	-.135	-.061	-.020	-.103
	CM5	-.082	-.085	.111	-.135	.377	-.077	-.095	-.153
	CM6	-.030	-.088	.050	-.061	-.077	.659	-.141	.023
	CM7	.025	-.156	-.126	-.020	-.095	-.141	.514	.025
	CM8	.214	-.143	-.084	-.103	-.153	.023	.025	.485
Anti-image Correlation	CM1	.641 ^a	-.302	-.269	-.163	-.166	-.046	.043	.383
	CM2	-.302	.679 ^a	.049	.327	-.186	-.146	-.292	-.277
	CM3	-.269	.049	.680 ^a	-.485	.259	.089	-.252	-.173
	CM4	-.163	.327	-.485	.721 ^a	-.372	-.127	-.047	-.249
	CM5	-.166	-.186	.259	-.372	.783 ^a	-.154	-.215	-.358
	CM6	-.046	-.146	.089	-.127	-.154	.881 ^a	-.243	.041
	CM7	.043	-.292	-.252	-.047	-.215	-.243	.845 ^a	.050
	CM8	.383	-.277	-.173	-.249	-.358	.041	.050	.717 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CM1	1.000	.842
CM2	1.000	.740
CM3	1.000	.791
CM4	1.000	.836
CM5	1.000	.734
CM6	1.000	.542
CM7	1.000	.626
CM8	1.000	.811

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component		
	1	2	3
CM1	.516	-.093	.753
CM2	.587	.617	.121
CM3	.626	-.614	.146
CM4	.764	-.491	-.106
CM5	.821	.138	-.202
CM6	.647	.343	.074
CM7	.768	.179	.066
CM8	.673	-.040	-.597

Extraction Method: Principal Component Analysis.
 a. 3 components extracted.

Iterasi 1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.768
Bartlett's Test of Sphericity	Approx. Chi-Square
	103.227
	Df
	21
	Sig.
	.000

Anti-image Matrices

		CM2	CM3	CM4	CM5	CM6	CM7	CM8
Anti-image Covariance	CM2	.609	-.020	.138	-.122	-.106	-.164	-.107
	CM3	-.020	.524	-.241	.102	.046	-.130	-.043
	CM4	.138	-.241	.359	-.153	-.066	-.017	-.093
	CM5	-.122	.102	-.153	.388	-.083	-.094	-.152
	CM6	-.106	.046	-.066	-.083	.660	-.141	.039
	CM7	-.164	-.130	-.017	-.094	-.141	.515	.020
	CM8	-.107	-.043	-.093	-.152	.039	.020	.569
Anti-image Correlation	CM2	.722 ^a	-.035	.296	-.251	-.168	-.293	-.183
	CM3	-.035	.665 ^a	-.557	.226	.079	-.250	-.078
	CM4	.296	-.557	.690 ^a	-.410	-.136	-.040	-.205
	CM5	-.251	.226	-.410	.775 ^a	-.165	-.211	-.323
	CM6	-.168	.079	-.136	-.165	.864 ^a	-.241	.064
	CM7	-.293	-.250	-.040	-.211	-.241	.839 ^a	.036
	CM8	-.183	-.078	-.205	-.323	.064	.036	.856 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CM2	1.000	.723
CM3	1.000	.732
CM4	1.000	.834
CM5	1.000	.704
CM6	1.000	.540
CM7	1.000	.627
CM8	1.000	.530

Extraction Method: Principal

Component Analysis.

Component Matrix^a

	Component	
	1	2
CM2	.578	.624
CM3	.607	-.603
CM4	.763	-.502
CM5	.831	.118
CM6	.650	.343
CM7	.772	.177
CM8	.722	-.095

Extraction Method: Principal

Component Analysis.

a. 2 components extracted.

Iterasi 2

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.790
Bartlett's Test of Sphericity	Approx. Chi-Square
	80.780
	Df
	15
	Sig.
	.000

Anti-image Matrices

		CM2	CM4	CM5	CM6	CM7	CM8
Anti-image Covariance	CM2	.609	.187	-.125	-.105	-.180	-.110
	CM4	.187	.521	-.162	-.065	-.119	-.164
	CM5	-.125	-.162	.409	-.098	-.078	-.152
	CM6	-.105	-.065	-.098	.665	-.139	.043
	CM7	-.180	-.119	-.078	-.139	.549	.010
	CM8	-.110	-.164	-.152	.043	.010	.572
	Anti-image Correlation	CM2	.697 ^a	.333	-.250	-.166	-.312
CM4		.333	.717 ^a	-.351	-.111	-.223	-.300
CM5		-.250	-.351	.810 ^a	-.188	-.164	-.314
CM6		-.166	-.111	-.188	.867 ^a	-.230	.070
CM7		-.312	-.223	-.164	-.230	.835 ^a	.017
CM8		-.186	-.300	-.314	.070	.017	.814 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CM2	1.000	.398
CM4	1.000	.494
CM5	1.000	.740
CM6	1.000	.470
CM7	1.000	.599
CM8	1.000	.526

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
CM2	.631
CM4	.703
CM5	.860
CM6	.685
CM7	.774
CM8	.725

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Faktor Analisis Reabilitas Intensi Pembelian (*Attitude Toward Behavior*)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.645
Bartlett's Test of Sphericity	Approx. Chi-Square
	69.386
	Df
	6
	Sig.
	.000

Anti-image Matrices

		IP1	IP2	IP3	IP4
Anti-image Covariance	IP1	.489	-.221	-.068	-.063
	IP2	-.221	.442	-.174	.150
	IP3	-.068	-.174	.320	-.257
	IP4	-.063	.150	-.257	.487
Anti-image Correlation	IP1	.778 ^a	-.476	-.172	-.130
	IP2	-.476	.614 ^a	-.462	.322
	IP3	-.172	-.462	.642 ^a	-.651
	IP4	-.130	.322	-.651	.551 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
IP1	1.000	.692
IP2	1.000	.618
IP3	1.000	.815
IP4	1.000	.486

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
IP1	.832
IP2	.786
IP3	.903
IP4	.697

Extraction Method:
Principal Component Analysis.

a. 1 components extracted.

Reabilitas Intensi Pembelian (*Attitude Toward The Behavior*)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.813	.819	4

Faktor Analisis Intensi Pembelian (*Subjective Norm*)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.653
Bartlett's Test of Sphericity	Approx. Chi-Square
	56.268
	Df
	6
	Sig.
	.000

Anti-image Matrices

		IP5	IP6	IP7	IP8
Anti-image Covariance	IP5	.629	-.169	.150	-.180
	IP6	-.169	.565	-.020	-.158
	IP7	.150	-.020	.523	-.264
	IP8	-.180	-.158	-.264	.346
Anti-image Correlation	IP5	.651 ^a	-.284	.262	-.386
	IP6	-.284	.792 ^a	-.037	-.357
	IP7	.262	-.037	.576 ^a	-.620
	IP8	-.386	-.357	-.620	.622 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
IP5	1.000	.474
IP6	1.000	.662
IP7	1.000	.501
IP8	1.000	.825

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
IP5	.688
IP6	.813
IP7	.708
IP8	.908

Extraction Method: Principal Component Analysis.
 a. 1 components extracted.

Reliabilitas Intensi Pembelian (Subjective norm)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.776	.785	4

Faktor Analisis Intensi Pembelian (*Perceived behavior control*)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.616
Bartlett's Test of Sphericity	Approx. Chi-Square
	Df
	Sig.
	21.164
	6
	.002

Anti-image Matrices

		IP9	IP10	IP11	IP12
Anti-image Covariance	IP9	.818	-.278	-.010	-.041
	IP10	-.278	.682	-.269	-.013
	IP11	-.010	-.269	.716	-.245
	IP12	-.041	-.013	-.245	.866
Anti-image Correlation	IP9	.633 ^a	-.373	-.013	-.049
	IP10	-.373	.596 ^a	-.385	-.016
	IP11	-.013	-.385	.610 ^a	-.312
	IP12	-.049	-.016	-.312	.652 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
IP9	1.000	.394
IP10	1.000	.624
IP11	1.000	.582
IP12	1.000	.316

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
IP9	.627
IP10	.790
IP11	.763
IP12	.562

Extraction Method:
Principal Component
Analysis.
a. 1 components
extracted.

Reliabilitas Intensi Pembelian (*Perceived behavior control*)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.616	.629	4

DATE: 7/25/2019
TIME: 19:22

L I S R E L 8.80

BY

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The following lines were read from file
C:\Users\start\Desktop\DATASEMFAKTOR.pr2:

```
raw data from file DATASEMFAKTOR.PSF
latent variabel: KP CM IP
relationship
KP1 = KP
KP2 = KP
KP4 = KP
KP5 = KP
KP6 = KP
CM2 = CM
CM4 = CM
CM5 = CM
CM6 = CM
CM7 = CM
CM8 = CM
IPD1 = IP
IPD2 = IP
IPD3 = IP
IP = KP CM
CM = KP
set error covariance of KP2 and KP1 free
set error covariance of KP2 and CM2 free
set error covariance of KP6 and CM2 free
set error covariance of CM8 and CM6 free
set error covariance of KP4 and KP2 free
optionS sc
path diagram
end of problem

Sample Size = 130
```

Covariance Matrix

	CM2	CM4	CM5	CM6	CM7
CM8					
CM2	0.77				
CM4	0.31	0.80			
CM5	0.18	0.35	0.77		
CM6	0.16	0.28	0.32	0.63	
CM7	0.18	0.23	0.28	0.26	0.53
CM8	0.29	0.26	0.22	0.15	0.30
IPD1	0.39	0.30	0.29	0.24	0.32
IPD2	0.38	0.32	0.26	0.26	0.30
IPD3	0.40	0.31	0.35	0.31	0.33
KP1	0.23	0.17	0.29	0.25	0.28
KP2	0.24	0.20	0.25	0.26	0.26
KP4	0.23	0.14	0.14	0.17	0.16
KP5	0.28	0.29	0.20	0.21	0.22
KP6	0.38	0.26	0.17	0.19	0.18

Covariance Matrix

	IPD1	IPD2	IPD3	KP1	KP2
IPD1	1.00				
IPD2	0.69	1.00			
IPD3	0.65	0.71	1.00		
KP1	0.42	0.51	0.44	0.85	
KP2	0.35	0.43	0.39	0.53	0.72
KP4	0.33	0.32	0.38	0.19	0.34
KP5	0.38	0.33	0.39	0.20	0.29
KP6	0.40	0.32	0.44	0.22	0.21

Covariance Matrix

	KP5	KP6
KP5	0.66	
KP6	0.37	0.75

Number of Iterations = 25

LISREL Estimates (Maximum Likelihood)

Measurement Equations

CM2 = 0.48*CM,	Errorvar.= 0.55	, R ² = 0.29
	(0.073)	
	7.50	
CM4 = 0.52*CM,	Errorvar.= 0.53	, R ² = 0.33
	(0.10)	(0.072)
	4.99	7.38
CM5 = 0.51*CM,	Errorvar.= 0.51	, R ² = 0.33
	(0.10)	(0.069)
	4.99	7.38
CM6 = 0.49*CM,	Errorvar.= 0.40	, R ² = 0.37
	(0.096)	(0.057)
	5.05	6.93
CM7 = 0.50*CM,	Errorvar.= 0.28	, R ² = 0.47
	(0.090)	(0.041)
	5.56	6.85
CM8 = 0.57*CM,	Errorvar.= 0.31	, R ² = 0.51
	(0.10)	(0.050)
	5.57	6.27
IPD1 = 0.80*IP,	Errorvar.= 0.36	, R ² = 0.64
	(0.057)	
	6.26	
IPD2 = 0.83*IP,	Errorvar.= 0.32	, R ² = 0.68
	(0.081)	(0.054)
	10.16	5.87
IPD3 = 0.86*IP,	Errorvar.= 0.27	, R ² = 0.73
	(0.081)	(0.051)
	10.55	5.30
KP1 = 0.52*KP,	Errorvar.= 0.58	, R ² = 0.32
	(0.081)	(0.080)
	6.38	7.28
KP2 = 0.52*KP,	Errorvar.= 0.46	, R ² = 0.37
	(0.074)	(0.063)
	6.99	7.28
KP4 = 0.48*KP,	Errorvar.= 0.49	, R ² = 0.32
	(0.075)	(0.068)
	6.46	7.26

$$\begin{array}{l}
 \text{KP5} = 0.56 \cdot \text{KP}, \text{ Errorvar.} = 0.35, R^2 = 0.47 \\
 \quad (0.068) \quad \quad (0.053) \\
 \quad 8.16 \quad \quad 6.52
 \end{array}$$

$$\begin{array}{l}
 \text{KP6} = 0.52 \cdot \text{KP}, \text{ Errorvar.} = 0.46, R^2 = 0.37 \\
 \quad (0.074) \quad \quad (0.065) \\
 \quad 7.06 \quad \quad 7.08
 \end{array}$$

$$\begin{array}{l}
 \text{Error Covariance for CM8 and CM6} = -0.13 \\
 \quad \quad \quad (0.038) \\
 \quad \quad \quad -3.30
 \end{array}$$

$$\begin{array}{l}
 \text{Error Covariance for KP2 and CM2} = 0.0074 \\
 \quad \quad \quad (0.035) \\
 \quad \quad \quad 0.21
 \end{array}$$

$$\begin{array}{l}
 \text{Error Covariance for KP2 and KP1} = 0.28 \\
 \quad \quad \quad (0.056) \\
 \quad \quad \quad 4.90
 \end{array}$$

$$\begin{array}{l}
 \text{Error Covariance for KP4 and KP2} = 0.11 \\
 \quad \quad \quad (0.040) \\
 \quad \quad \quad 2.80
 \end{array}$$

$$\begin{array}{l}
 \text{Error Covariance for KP6 and CM2} = 0.16 \\
 \quad \quad \quad (0.050) \\
 \quad \quad \quad 3.10
 \end{array}$$

Structural Equations

$$\begin{array}{l}
 \text{CM} = 0.83 \cdot \text{KP}, \text{ Errorvar.} = 0.31, R^2 = 0.69 \\
 \quad (0.15) \quad \quad (0.13) \\
 \quad 5.42 \quad \quad 2.42
 \end{array}$$

$$\begin{array}{l}
 \text{IP} = 0.21 \cdot \text{CM} + 0.69 \cdot \text{KP}, \text{ Errorvar.} = 0.23, R^2 = 0.77 \\
 \quad (0.21) \quad (0.21) \quad (0.080) \\
 \quad 1.02 \quad 3.26 \quad 2.89
 \end{array}$$

Reduced Form Equations

$$\begin{array}{l}
 \text{CM} = 0.83 \cdot \text{KP}, \text{ Errorvar.} = 0.31, R^2 = 0.69 \\
 \quad (0.15) \\
 \quad 5.42
 \end{array}$$

$$\begin{array}{l}
 \text{IP} = 0.87 \cdot \text{KP}, \text{ Errorvar.} = 0.25, R^2 = 0.75 \\
 \quad (0.10) \\
 \quad 8.38
 \end{array}$$

Correlation Matrix of Independent Variables

 KP

Covariance Matrix of Latent Variables

	CM	IP	KP
CM	1.00		
IP	0.79	1.00	
KP	0.83	0.87	1.00

Goodness of Fit Statistics

Degrees of Freedom = 69
 Minimum Fit Function Chi-Square = 92.16 (P = 0.033)
 Normal Theory Weighted Least Squares Chi-Square = 93.95 (P = 0.025)

Estimated Non-centrality Parameter (NCP) = 24.95
 90 Percent Confidence Interval for NCP = (3.54 ; 54.42)

Minimum Fit Function Value = 0.71
 Population Discrepancy Function Value (F0) = 0.19
 90 Percent Confidence Interval for F0 = (0.027 ; 0.42)

Root Mean Square Error of Approximation (RMSEA) = 0.053
 90 Percent Confidence Interval for RMSEA = (0.020 ; 0.078)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.41

Expected Cross-Validation Index (ECVI) = 1.29
 90 Percent Confidence Interval for ECVI = (1.12 ; 1.51)

ECVI for Saturated Model = 1.63
 ECVI for Independence Model = 15.03

Chi-Square for Independence Model with 91 Degrees of Freedom = 1910.57

Independence AIC = 1938.57
 Model AIC = 165.95
 Saturated AIC = 210.00
 Independence CAIC = 1992.72
 Model CAIC = 305.18
 Saturated CAIC = 616.09

Normed Fit Index (NFI) = 0.95
 Non-Normed Fit Index (NNFI) = 0.98
 Parsimony Normed Fit Index (PNFI) = 0.72
 Comparative Fit Index (CFI) = 0.99
 Incremental Fit Index (IFI) = 0.99
 Relative Fit Index (RFI) = 0.94

Critical N (CN) = 139.89

Root Mean Square Residual (RMR) = 0.044

Standardized RMR = 0.057
 Goodness of Fit Index (GFI) = 0.91
 Adjusted Goodness of Fit Index (AGFI) = 0.86
 Parsimony Goodness of Fit Index (PGFI) = 0.60

Standardized Solution

LAMBDA-Y

	CM	IP
CM2	0.48	- -
CM4	0.52	- -
CM5	0.51	- -
CM6	0.49	- -
CM7	0.50	- -
CM8	0.57	- -
IPD1	- -	0.80
IPD2	- -	0.83
IPD3	- -	0.86

LAMBDA-X

	KP
KP1	0.52
KP2	0.52
KP4	0.48
KP5	0.56
KP6	0.52

BETA

	CM	IP
CM	- -	- -
IP	0.21	- -

GAMMA

	KP
CM	0.83
IP	0.69

Correlation Matrix of ETA and KSI

	CM	IP	KP
CM	1.00		
IP	0.79	1.00	
KP	0.83	0.87	1.00

PSI
 Note: This matrix is diagonal.

CM IP

```

-----
      0.31      0.23

```

Regression Matrix ETA on KSI (Standardized)

```

      KP
-----
CM      0.83
IP      0.87

```

Completely Standardized Solution

LAMBDA-Y

```

      CM      IP
-----
CM2     0.54     - -
CM4     0.58     - -
CM5     0.58     - -
CM6     0.61     - -
CM7     0.69     - -
CM8     0.71     - -
IPD1     - -     0.80
IPD2     - -     0.83
IPD3     - -     0.86

```

LAMBDA-X

```

      KP
-----
KP1     0.56
KP2     0.61
KP4     0.57
KP5     0.69
KP6     0.61

```

BETA

```

      CM      IP
-----
CM     - -     - -
IP     0.21    - -

```

GAMMA

```

      KP
-----
CM     0.83
IP     0.69

```

Correlation Matrix of ETA and KSI

```

      CM      IP      KP
-----
CM     1.00
IP     0.79     1.00
KP     0.83     0.87     1.00

```

PSI
Note: This matrix is diagonal.

CM	IP
0.31	0.23

THETA-EPS

CM8	CM2	CM4	CM5	CM6	CM7
CM2	0.71				
CM4	-	0.67			
CM5	-	-	0.67		
CM6	-	-	-	0.63	
CM7	-	-	-	-	0.53
CM8	-	-	-	-0.20	-
IPD1	-	-	-	-	-
IPD2	-	-	-	-	-
IPD3	-	-	-	-	-

THETA-EPS

	IPD1	IPD2	IPD3
IPD1	0.36		
IPD2	-	0.32	
IPD3	-	-	0.27

THETA-DELTA-EPS

CM8	CM2	CM4	CM5	CM6	CM7
KP1	-	-	-	-	-
KP2	0.01	-	-	-	-
KP4	-	-	-	-	-
KP5	-	-	-	-	-
KP6	0.21	-	-	-	-

THETA-DELTA-EPS

	IPD1	IPD2	IPD3
KP1	-	-	-
KP2	-	-	-

KP4 -- --
 KP5 -- --
 KP6 -- --

THETA-DELTA

	KP1	KP2	KP4	KP5	KP6
KP1	0.68				
KP2	0.35	0.63			
KP4	--	0.16	0.68		
KP5	--	--	--	0.53	
KP6	--	--	--	--	0.63

Regression Matrix ETA on KSI (Standardized)

	KP
CM	0.83
IP	0.87

Time used: 0.047 Seconds

Lampiran 5
Data Tabulasi 30 Responden

Butir Pernyataan																											
No	Kualitas Produk						Citra Merek								Intensi Pembelian												Skor Total
	1	2	3	4	5	6	1	2	3	4	5	6	7	8	1	2	3	4	5	6	7	8	9	10	11	12	
1	3	3	3	3	3	2	4	3	3	2	2	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	75
2	3	4	2	3	3	4	3	4	2	3	3	4	4	3	3	3	4	4	4	3	3	3	4	2	3	3	84
3	3	3	4	4	3	2	4	4	3	3	3	3	3	3	3	3	4	3	2	3	4	3	3	3	3	4	83
4	v3	4	4	3	2	2	3	4	3	3	3	4	3	3	2	3	3	3	4	3	3	3	4	3	3	4	82
5	3	3	4	4	3	2	3	3	3	3	3	4	3	3	3	3	3	4	3	2	3	3	4	4	3	2	81
6	3	3	3	4	3	4	3	4	3	3	3	2	3	4	2	2	2	2	3	3	3	2	3	3	4	2	76
7	3	3	4	4	3	3	4	3	3	4	4	3	3	3	2	2	3	4	3	3	3	3	3	4	3	3	83
8	3	3	3	3	3	3	4	2	3	3	2	3	3	2	3	2	3	4	2	2	3	3	3	3	3	3	74
9	3	3	4	3	3	3	4	4	4	3	3	3	4	2	2	3	3	3	3	2	4	3	2	3	3	3	80
10	4	4	3	2	3	3	3	2	4	4	3	3	3	3	3	3	3	4	3	2	3	4	3	3	3	3	81
11	4	3	3	2	3	4	1	2	3	3	3	3	3	4	3	3	4	4	4	3	4	3	3	2	4	4	82
12	3	3	4	3	3	4	4	3	3	3	4	3	3	3	2	4	4	4	4	3	3	3	4	3	3	2	85
13	3	3	4	3	2	3	3	3	2	3	3	3	3	3	3	4	3	3	3	4	3	3	4	2	2	3	78
14	3	3	3	3	4	2	2	3	3	3	3	2	4	3	3	2	4	4	3	3	3	3	2	2	3	4	77
15	3	3	3	2	4	4	3	3	4	3	2	3	3	3	4	4	3	2	4	2	3	3	3	3	3	3	80

16	3	3	3	3	2	4	3	3	3	2	3	3	3	3	4	3	3	3	3	3	3	2	3	3	4	78	
17	2	3	3	3	3	2	2	3	3	3	3	3	3	2	3	3	3	3	3	3	3	2	2	4	3	73	
18	4	4	3	3	3	3	3	3	4	4	2	3	3	3	2	3	3	3	3	4	3	3	3	3	3	81	
19	3	3	3	3	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	3	3	3	79	
20	2	2	3	3	3	2	4	2	4	4	3	3	4	4	3	3	3	4	3	3	3	3	3	3	3	80	
21	3	3	3	3	3	3	3	3	3	3	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	81	
22	3	3	3	3	3	3	2	2	3	3	2	3	2	2	2	2	3	2	2	2	2	2	3	3	3	2	65
23	4	3	2	2	3	3	4	2	4	3	3	3	3	3	2	2	2	3	3	2	2	2	3	2	2	2	69
24	3	2	4	4	3	2	1	3	3	3	3	4	2	3	4	3	3	2	3	4	2	3	3	2	3	4	76
25	3	2	3	2	4	3	3	3	4	4	3	3	3	2	1	3	4	3	3	3	3	3	4	2	3	3	77
26	3	3	3	4	3	2	3	3	2	4	3	2	4	3	3	3	3	4	3	3	3	3	3	3	3	2	78
27	4	3	3	3	3	3	2	2	3	4	3	2	3	3	2	3	3	4	3	3	3	4	3	3	4	3	79
28	2	3	2	3	3	3	3	4	3	2	4	4	3	2	3	3	2	3	4	3	4	3	3	3	2	3	77
29	3	3	3	2	3	3	3	3	3	3	3	2	3	3	2	2	2	2	2	3	2	2	3	3	3	2	68
30	4	1	3	3	3	4	2	3	2	3	2	4	1	3	2	4	4	2	4	2	4	3	3	3	3	4	76

Lampiran 5
Data Tabulasi 130 Responden

Butir Pertanyaan																								
No.	Kualitas Produk					Citra Merek						Intensi Pembelian												Total
	1	2	4	5	6	2	4	5	6	7	8	1	2	3	4	5	6	7	8	9	10	11	12	
1	3	4	4	4	3	3	3	4	4	4	3	3	3	3	4	4	4	3	3	3	3	4	2	78
2	2	3	3	4	3	3	3	3	3	3	3	3	2	2	4	4	1	4	4	4	4	4	4	73
3	1	3	3	3	4	3	4	3	4	3	3	3	3	4	4	3	4	2	2	3	3	3	3	71
4	3	3	3	4	4	2	3	3	3	4	3	3	3	4	3	3	4	3	2	4	3	3	3	73
5	3	3	3	4	3	4	3	4	2	3	4	3	3	4	3	2	3	3	4	4	3	4	3	75
6	3	3	3	2	3	2	3	3	3	2	3	3	3	3	2	3	4	4	3	3	3	4	3	68
7	4	3	3	3	4	3	2	3	3	3	4	3	3	3	3	3	4	3	3	2	3	4	4	73
8	4	3	3	3	3	4	3	4	2	2	3	3	4	3	4	3	3	3	3	3	4	3	2	72
9	3	3	4	3	4	2	3	3	4	3	3	3	4	3	3	4	3	2	3	3	3	3	3	72
10	3	3	4	4	4	4	4	3	3	2	3	3	4	3	3	3	2	4	3	3	3	3	4	75
11	2	3	3	4	3	2	3	3	4	3	3	1	1	1	1	1	1	1	1	1	1	1	1	45
12	2	3	3	4	3	3	3	2	4	4	3	4	4	3	3	4	3	3	3	3	4	3	3	74
13	3	2	1	3	4	3	4	3	3	2	1	2	3	4	3	3	2	2	2	3	3	2	1	59
14	1	2	3	1	2	2	3	4	1	3	4	2	4	2	3	1	2	3	2	4	2	3	1	55
15	1	2	4	3	4	3	2	1	2	1	2	3	4	1	4	3	2	3	4	3	2	3	3	60
16	3	3	2	3	4	3	2	4	3	3	3	3	3	4	3	2	3	3	3	4	3	3	2	69
17	1	2	3	4	4	3	2	1	2	2	3	3	3	4	4	4	4	3	2	1	3	2	3	63
18	3	3	4	3	2	3	2	4	3	3	2	3	3	4	3	3	2	3	3	2	4	4	3	69
19	1	1	2	2	3	3	4	4	4	3	2	1	2	3	4	3	2	1	1	1	2	2	3	54
20	3	4	3	3	3	2	2	3	3	4	3	4	3	3	2	4	2	3	4	2	3	3	2	68
21	4	3	3	3	4	3	2	4	3	2	3	3	3	4	3	3	3	3	2	3	2	3	4	70
22	3	2	3	2	4	3	2	1	4	3	3	3	2	2	2	1	1	1	3	3	4	4	1	57

23	4	3	3	3	3	3	3	4	3	3	4	4	4	3	3	4	3	4	4	3	4	4	4	80
24	4	3	3	3	4	3	3	4	3	3	2	4	3	3	3	2	3	3	4	3	3	3	4	73
25	3	2	2	3	4	4	3	3	3	4	3	2	3	3	4	3	3	3	2	4	2	2	3	68
26	3	3	4	3	2	3	2	3	4	3	2	3	3	3	2	4	3	3	3	3	3	4	2	68
27	3	3	2	3	3	3	4	3	2	3	3	2	3	3	4	3	4	4	3	3	2	3	3	69
28	4	3	3	3	4	3	2	4	3	3	3	4	3	2	3	4	3	3	2	4	3	3	2	71
29	3	3	3	3	3	2	2	3	3	3	3	2	2	2	2	2	2	2	2	2	2	2	2	55
30	3	4	4	4	3	2	4	2	3	2	2	2	2	3	2	3	3	2	2	3	3	2	2	62
31	3	3	4	3	2	1	3	4	2	3	3	3	3	4	3	2	2	1	2	4	2	4	2	63
32	2	2	3	3	2	3	4	4	3	3	3	3	3	3	3	3	1	3	1	4	3	3	3	65
33	4	4	4	4	3	3	4	2	3	3	4	4	4	3	4	4	3	4	3	3	1	4	3	78
34	3	4	3	3	4	1	2	3	3	3	3	3	3	3	3	4	1	4	3	3	4	4	4	71
35	3	3	4	4	3	3	4	4	3	3	4	4	4	4	3	3	3	3	4	3	3	3	3	78
36	3	3	3	3	3	3	3	3	3	2	2	2	2	3	3	4	3	3	3	3	3	3	3	66
37	4	4	3	3	3	3	3	4	3	3	3	3	3	3	3	3	4	4	4	3	3	4	3	76
38	3	3	3	3	3	4	4	2	3	4	3	1	1	4	4	4	4	3	3	3	3	3	3	71
39	2	3	2	3	3	4	4	4	3	3	4	3	4	4	4	3	3	2	3	3	2	4	4	74
40	1	1	3	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	4	3	3	4	73
41	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	69
42	2	2	3	3	2	2	4	4	4	3	4	2	2	2	2	3	2	3	3	4	4	4	4	68
43	4	3	3	4	3	1	4	3	3	3	3	3	4	4	4	4	3	4	3	4	3	4	4	78
44	4	3	2	4	4	3	2	4	3	3	3	4	4	3	3	4	3	3	4	2	4	4	4	77

45	3	3	3	4	3	2	4	3	4	3	3	3	3	3	3	4	4	3	4	4	3	3	3	75
46	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	90
47	4	3	3	4	3	3	3	4	4	3	3	3	4	3	3	3	3	2	4	4	4	3	3	76
48	3	3	3	3	4	3	3	4	4	4	4	4	4	4	4	3	3	3	3	4	3	3	4	80
49	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	69
50	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	69
51	3	3	2	3	3	3	4	3	4	3	3	2	2	2	3	3	2	2	2	3	3	3	3	64
52	3	3	2	2	3	3	3	4	4	3	3	1	1	1	2	3	2	2	2	2	3	3	3	59
53	3	3	3	4	4	2	3	3	3	3	3	2	3	3	4	3	3	3	4	4	3	2	3	71
54	3	1	3	2	4	2	3	3	1	3	2	3	2	3	2	3	3	3	3	2	3	3	3	60
55	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	68
56	4	4	3	4	3	3	4	4	2	3	3	3	4	3	3	3	3	4	3	2	3	3	3	74
57	2	2	1	3	2	2	4	3	3	3	3	2	2	1	2	2	3	1	3	2	3	2	3	54
58	3	3	2	3	3	2	3	3	3	3	2	3	3	3	3	4	4	3	3	3	3	3	3	68
59	1	1	2	2	2	3	2	1	2	2	2	2	1	2	1	2	1	3	1	2	2	1	1	39
60	3	3	3	2	3	3	2	3	3	2	3	3	3	1	3	3	1	2	3	3	2	3	2	59
61	1	2	3	3	2	1	1	2	2	2	1	1	1	2	2	2	1	1	1	2	2	3	1	39
62	1	2	3	3	2	1	1	2	2	2	1	1	1	2	2	2	1	1	1	2	2	3	1	39
63	3	2	2	3	3	3	4	4	3	3	3	2	3	3	3	4	4	1	1	3	1	1	1	60
64	3	4	2	3	3	4	4	3	3	3	3	3	3	3	3	2	3	3	2	2	2	2	3	67
65	2	3	3	3	2	3	4	4	4	3	3	2	2	2	2	2	1	1	2	2	2	2	2	56
66	4	4	4	4	3	4	4	3	4	4	3	4	4	4	3	4	4	3	4	3	4	4	4	86
67	3	3	3	3	3	2	4	4	3	3	3	2	2	2	2	2	2	2	2	2	2	2	2	58
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