

LAMPIRAN

Lampiran 1. Factor Analysis Citra Merek 1

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
CM1	4.5484	.56796	31
CM2	3.6774	.79108	31
CM3	3.6129	.84370	31
CM4	4.0323	.94812	31
CM5	3.6452	.79785	31
CM6	3.8710	.80589	31
CM7	3.9677	.83602	31
CM8	4.2903	.73908	31
CM9	4.6129	.55842	31
CM10	4.6129	.55842	31
CM11	4.6452	.48637	31
CM12	3.6452	.79785	31
CM13	3.7097	.73908	31
CM14	3.9355	.81386	31

Inverse of Correlation Matrix

	CM1	CM2	CM3	CM4	CM5	CM6	CM7	CM8	CM9	CM10	CM11	CM12	CM13	CM14
CM1	3.049	-.178	-.059	1.071	.381	-.858	-.673	-.823	-.736	.410	-.874	-.590	-.617	-.026
CM2	-.178	2.382	-.889	.433	-1.145	.093	.427	-.496	.277	.087	.065	.558	.145	-.552
CM3	-.059	-.889	2.391	.269	-.137	-.007	-.570	.891	.258	.196	-.692	.280	-.700	-.569
CM4	1.071	.433	.269	2.147	.037	-.492	-.747	-.301	.105	.115	-.699	.064	-.880	-.347
CM5	.381	-1.145	-.137	.037	3.385	-.167	-.569	.650	-.760	-.441	-.050	-1.828	-.136	-.379
CM6	-.858	.093	-.007	-.492	-.167	1.914	-.488	.385	-.017	-.079	.094	-.094	.233	-.384
CM7	-.673	.427	-.570	-.747	-.569	-.488	2.266	.008	.067	.459	-.109	.403	-.019	.003
CM8	-.823	-.496	.891	-.301	.650	.385	.008	2.259	-.357	.145	-.725	-.096	-.219	-.795
CM9	-.736	.277	.258	.105	-.760	-.017	.067	-.357	2.164	-.097	-.372	.050	.457	.803
CM10	.410	.087	.196	.115	-.441	-.079	.459	.145	-.097	1.746	-1.101	-.180	-.050	-.185
CM11	-.874	.065	-.692	-.699	-.050	.094	-.109	-.725	-.372	-1.101	2.670	.355	.590	.390
CM12	-.590	.558	.280	.064	-1.828	-.094	.403	-.096	.050	-.180	.355	2.678	-.726	-.372
CM13	-.617	.145	-.700	-.880	-.136	.233	-.019	-.219	.457	-.050	.590	-.726	2.127	.889
CM14	-.026	-.552	-.569	-.347	-.379	-.384	.003	-.795	.803	-.185	.390	-.372	.889	2.347

Correlation Matrix^a

		CM1	CM2	CM3	CM4	CM5	CM6	CM7	CM8	CM9	CM10	CM11	CM12	CM13	CM14
Correlation	CM1	1.000	.110	.110	-.034	.223	.451	.390	.482	.481	.061	.487	.297	.154	.079
	CM2	.110	1.000	.506	-.252	.446	.089	-.016	.051	-.141	.085	.039	.129	-.109	.536
	CM3	.110	.506	1.000	.058	.383	.267	.360	-.241	-.258	-.046	.060	.136	.241	.399
	CM4	-.034	-.252	.058	1.000	.016	.311	.464	.081	-.102	-.039	.170	.060	.394	.046
	CM5	.223	.446	.383	.016	1.000	.341	.232	-.102	.130	.280	.094	.686	.215	.374
	CM6	.451	.089	.267	.311	.341	1.000	.538	.065	.108	.033	.219	.289	.159	.292
	CM7	.390	-.016	.360	.464	.232	.538	1.000	.070	.044	-.170	.217	.132	.308	.144
	CM8	.482	.051	-.241	.081	-.102	.065	.070	1.000	.362	.120	.482	.011	-.085	.143
	CM9	.481	-.141	-.258	-.102	.130	.108	.044	.362	1.000	.252	.459	.130	-.120	-.277
	CM10	.061	.085	-.046	-.039	.280	.033	-.170	.120	.252	1.000	.459	.205	-.120	.090
	CM11	.487	.039	.060	.170	.094	.219	.217	.482	.459	.459	1.000	.008	-.111	.024
	CM12	.297	.129	.136	.060	.686	.289	.132	.011	.130	.205	.008	1.000	.385	.220
	CM13	.154	-.109	.241	.394	.215	.159	.308	-.085	-.120	-.120	-.111	.385	1.000	-.143
	CM14	.079	.536	.399	.046	.374	.292	.144	.143	-.277	.090	.024	.220	-.143	1.000
Sig. (1-tailed)	CM1		.278	.278	.428	.114	.005	.015	.003	.003	.372	.003	.053	.205	.336
	CM2	.278		.002	.085	.006	.316	.465	.392	.224	.324	.417	.244	.281	.001
	CM3	.278	.002		.379	.017	.073	.023	.095	.081	.404	.374	.233	.095	.013
	CM4	.428	.085	.379		.467	.044	.004	.332	.293	.418	.180	.375	.014	.403
	CM5	.114	.006	.017	.467		.030	.104	.292	.242	.064	.307	.000	.123	.019
	CM6	.005	.316	.073	.044	.030		.001	.364	.282	.429	.118	.057	.197	.056
	CM7	.015	.465	.023	.004	.104	.001		.355	.408	.180	.121	.239	.046	.220
	CM8	.003	.392	.095	.332	.292	.364	.355		.023	.260	.003	.477	.325	.221
	CM9	.003	.224	.081	.293	.242	.282	.408	.023		.086	.005	.242	.260	.066
	CM10	.372	.324	.404	.418	.064	.429	.180	.260	.086		.005	.134	.260	.315
	CM11	.003	.417	.374	.180	.307	.118	.121	.003	.005	.005		.482	.277	.448
	CM12	.053	.244	.233	.375	.000	.057	.239	.477	.242	.134	.482		.016	.117
	CM13	.205	.281	.095	.014	.123	.197	.046	.325	.260	.260	.277	.016		.221
	CM14	.336	.001	.013	.403	.019	.056	.220	.221	.066	.315	.448	.117	.221	

a. Determinant = .002

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.601
Bartlett's Test of Sphericity	Approx. Chi-Square
	157.495
	df
	91
	Sig.
	.000

Communalities

	Initial	Extraction
CM1	1.000	.428
CM2	1.000	.158
CM3	1.000	.258
CM4	1.000	.079
CM5	1.000	.501
CM6	1.000	.479
CM7	1.000	.366
CM8	1.000	.073
CM9	1.000	.059
CM10	1.000	.062
CM11	1.000	.215
CM12	1.000	.358
CM13	1.000	.105
CM14	1.000	.226

Extraction Method: Principal
Component Analysis.

Anti-image Matrices

		CM1	CM2	CM3	CM4	CM5	CM6	CM7	CM8	CM9	CM10	CM11	CM12	CM13	CM14
Anti-image Covariance	CM1	.328	-.025	-.008	.164	.037	-.147	-.097	-.119	-.112	.077	-.107	-.072	-.095	-.004
	CM2	-.025	.420	-.156	.085	-.142	.020	.079	-.092	.054	.021	.010	.087	.029	-.099
	CM3	-.008	-.156	.418	.052	-.017	-.002	-.105	.165	.050	.047	-.108	.044	-.138	-.101
	CM4	.164	.085	.052	.466	.005	-.120	-.154	-.062	.023	.031	-.122	.011	-.193	-.069
	CM5	.037	-.142	-.017	.005	.295	-.026	-.074	.085	-.104	-.075	-.006	-.202	-.019	-.048
	CM6	-.147	.020	-.002	-.120	-.026	.522	-.113	.089	-.004	-.024	.018	-.018	.057	-.085
	CM7	-.097	.079	-.105	-.154	-.074	-.113	.441	.002	.014	.116	-.018	.066	-.004	.001
	CM8	-.119	-.092	.165	-.062	.085	.089	.002	.443	-.073	.037	-.120	-.016	-.045	-.150
	CM9	-.112	.054	.050	.023	-.104	-.004	.014	-.073	.462	-.026	-.064	.009	.099	.158
	CM10	.077	.021	.047	.031	-.075	-.024	.116	.037	-.026	.573	-.236	-.038	-.013	-.045
	CM11	-.107	.010	-.108	-.122	-.006	.018	-.018	-.120	-.064	-.236	.375	.050	.104	.062
	CM12	-.072	.087	.044	.011	-.202	-.018	.066	-.016	.009	-.038	.050	.373	-.127	-.059
	CM13	-.095	.029	-.138	-.193	-.019	.057	-.004	-.045	.099	-.013	.104	-.127	.470	.178
	CM14	-.004	-.099	-.101	-.069	-.048	-.085	.001	-.150	.158	-.045	.062	-.059	.178	.426
Anti-image Correlation	CM1	.612 ^a	-.066	-.022	.419	.119	-.355	-.256	-.314	-.286	.178	-.306	-.207	-.242	-.010
	CM2	-.066	.618 ^a	-.372	.192	-.403	.044	.184	-.214	.122	.042	.026	.221	.064	-.233
	CM3	-.022	-.372	.612 ^a	.119	-.048	-.003	-.245	.383	.114	.096	-.274	.111	-.311	-.240
	CM4	.419	.192	.119	.456 ^a	.014	-.243	-.339	-.137	.049	.059	-.292	.027	-.412	-.155
	CM5	.119	-.403	-.048	.014	.631 ^a	-.066	-.205	.235	-.281	-.181	-.017	-.607	-.051	-.134
	CM6	-.355	.044	-.003	-.243	-.066	.759 ^a	-.234	.185	-.009	-.043	.042	-.041	.115	-.181
	CM7	-.256	.184	-.245	-.339	-.205	-.234	.699 ^a	.004	.030	.231	-.044	.164	-.009	.001
	CM8	-.314	-.214	.383	-.137	.235	.185	.004	.528 ^a	-.161	.073	-.295	-.039	-.100	-.345
	CM9	-.286	.122	.114	.049	-.281	-.009	.030	-.161	.676 ^a	-.050	-.155	.021	.213	.357
	CM10	.178	.042	.096	.059	-.181	-.043	.231	.073	-.050	.533 ^a	-.510	-.083	-.026	-.092
	CM11	-.306	.026	-.274	-.292	-.017	.042	-.044	-.295	-.155	-.510	.587 ^a	.133	.248	.156
	CM12	-.207	.221	.111	.027	-.607	-.041	.164	-.039	.021	-.083	.133	.598 ^a	-.304	-.148
	CM13	-.242	.064	-.311	-.412	-.051	.115	-.009	-.100	.213	-.026	.248	-.304	.470 ^a	.398
	CM14	-.010	-.233	-.240	-.155	-.134	-.181	.001	-.345	.357	-.092	.156	-.148	.398	.575 ^a

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.367	24.051	24.051	3.367	24.051	24.051
2	2.482	17.732	41.782			
3	2.009	14.346	56.129			
4	1.424	10.172	66.301			
5	1.068	7.627	73.928			
6	.874	6.242	80.170			
7	.783	5.594	85.764			
8	.486	3.470	89.234			
9	.372	2.659	91.893			
10	.309	2.206	94.099			
11	.279	1.994	96.092			
12	.209	1.495	97.588			
13	.183	1.304	98.892			
14	.155	1.108	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
CM1	.654
CM2	.398
CM3	.508
CM4	.281
CM5	.707
CM6	.692
CM7	.605
CM8	.270
CM9	.242
CM10	.250
CM11	.464
CM12	.598
CM13	.325
CM14	.475

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Lampiran 2. Factor Analysis Citra Merek 2

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
CM1	4.5484	.56796	31
CM8	4.2903	.73908	31
CM9	4.6129	.55842	31
CM11	4.6452	.48637	31

Correlation Matrix^a

		CM1	CM8	CM9	CM11
Correlation	CM1	1.000	.482	.481	.487
	CM8	.482	1.000	.362	.482
	CM9	.481	.362	1.000	.459
	CM11	.487	.482	.459	1.000
Sig. (1-tailed)	CM1		.003	.003	.003
	CM8	.003		.023	.003
	CM9	.003	.023		.005
	CM11	.003	.003	.005	

a. Determinant = .366

Inverse of Correlation Matrix

	CM1	CM8	CM9	CM11
CM1	1.601	-.434	-.446	-.365
CM8	-.434	1.464	-.120	-.439
CM9	-.446	-.120	1.434	-.384
CM11	-.365	-.439	-.384	1.566

Anti-image Matrices

		CM1	CM8	CM9	CM11
Anti-image Covariance	CM1	.624	-.185	-.194	-.146
	CM8	-.185	.683	-.057	-.192
	CM9	-.194	-.057	.697	-.171
	CM11	-.146	-.192	-.171	.639
Anti-image Correlation	CM1	.761 ^a	-.283	-.294	-.231
	CM8	-.283	.777 ^a	-.083	-.290
	CM9	-.294	-.083	.783 ^a	-.256
	CM11	-.231	-.290	-.256	.770 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CM1	1.000	.640
CM8	1.000	.563
CM9	1.000	.548
CM11	1.000	.626

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.378	59.459	59.459	2.378	59.459	59.459
2	.639	15.981	75.440			
3	.514	12.842	88.281			
4	.469	11.719	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
CM1	.800
CM8	.751
CM9	.740
CM11	.791

Extraction Method: Principal
Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		CM1	CM8	CM9	CM11
Reproduced Correlation	CM1	.640 ^a	.601	.592	.633
	CM8	.601	.563 ^a	.556	.594
	CM9	.592	.556	.548 ^a	.586
	CM11	.633	.594	.586	.626 ^a
Residual ^b	CM1		-.119	-.111	-.147
	CM8	-.119		-.194	-.112
	CM9	-.111	-.194		-.127
	CM11	-.147	-.112	-.127	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 6 (100.0%) nonredundant residuals with absolute values greater than 0.05.

Lampiran 3. Reliability Citra Merek

Case Processing Summary

		N	%
Cases	Valid	31	100.0
	Excluded ^a	0	.0
	Total	31	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
.759	.772	4

Item Statistics

	Mean	Std. Deviation	N
CM1	4.5484	.56796	31
CM8	4.2903	.73908	31
CM9	4.6129	.55842	31
CM11	4.6452	.48637	31

Inter-Item Correlation Matrix

	CM1	CM8	CM9	CM11
CM1	1.000	.482	.481	.487
CM8	.482	1.000	.362	.482
CM9	.481	.362	1.000	.459
CM11	.487	.482	.459	1.000

Inter-Item Covariance Matrix

	CM1	CM8	CM9	CM11
CM1	.323	.202	.153	.134
CM8	.202	.546	.149	.173
CM9	.153	.149	.312	.125
CM11	.134	.173	.125	.237

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.524	4.290	4.645	.355	1.083	.026	4
Item Variances	.354	.237	.546	.310	2.309	.018	4
Inter-Item Covariances	.156	.125	.202	.077	1.621	.001	4
Inter-Item Correlations	.459	.362	.487	.124	1.344	.002	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CM1	13.5484	1.989	.611	.376	.675
CM8	13.8065	1.695	.545	.317	.729
CM9	13.4839	2.125	.524	.303	.720
CM11	13.4516	2.189	.601	.361	.691

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.0968	3.290	1.81392	4

Lampiran 4. Factor Analysis Kepuasan Pelanggan

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
KP1	4.4194	.62044	31
KP2	4.5484	.62390	31
KP3	3.8710	.76341	31
KP4	4.3871	.61522	31
KP5	4.4839	.72438	31

Correlation Matrix^a

		KP1	KP2	KP3	KP4	KP5
Correlation	KP1	1.000	.678	.259	.521	.127
	KP2	.678	1.000	.154	.471	.057
	KP3	.259	.154	1.000	.252	.056
	KP4	.521	.471	.252	1.000	.164
	KP5	.127	.057	.056	.164	1.000
Sig. (1-tailed)	KP1		.000	.080	.001	.248
	KP2	.000		.205	.004	.380
	KP3	.080	.205		.086	.382
	KP4	.001	.004	.086		.189
	KP5	.248	.380	.382	.189	

a. Determinant = .335

Inverse of Correlation Matrix

	KP1	KP2	KP3	KP4	KP5
KP1	2.114	-1.167	-.243	-.474	-.110
KP2	-1.167	1.931	.085	-.337	.088
KP3	-.243	.085	1.098	-.189	-.005
KP4	-.474	-.337	-.189	1.478	-.153
KP5	-.110	.088	-.005	-.153	1.034

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.690
Bartlett's Test of Sphericity	Approx. Chi-Square
	30.096
	df
	10
	Sig.
	.001

Anti-image Matrices

		KP1	KP2	KP3	KP4	KP5
Anti-image Covariance	KP1	.473	-.286	-.105	-.152	-.050
	KP2	-.286	.518	.040	-.118	.044
	KP3	-.105	.040	.911	-.117	-.004
	KP4	-.152	-.118	-.117	.677	-.100
	KP5	-.050	.044	-.004	-.100	.967
Anti-image Correlation	KP1	.651 ^a	-.577	-.159	-.268	-.074
	KP2	-.577	.650 ^a	.059	-.199	.062
	KP3	-.159	.059	.755 ^a	-.149	-.005
	KP4	-.268	-.199	-.149	.797 ^a	-.123
	KP5	-.074	.062	-.005	-.123	.667 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
KP1	1.000	.752
KP2	1.000	.663
KP3	1.000	.193
KP4	1.000	.602
KP5	1.000	.059

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.270	45.401	45.401	2.270	45.401	45.401
2	.982	19.632	65.032			
3	.899	17.971	83.003			
4	.541	10.811	93.814			
5	.309	6.186	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
KP1	.867
KP2	.814
KP3	.440
KP4	.776
KP5	.243

Extraction Method: Principal
Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		KP1	KP2	KP3	KP4	KP5
Reproduced Correlation	KP1	.752 ^a	.706	.381	.673	.211
	KP2	.706	.663 ^a	.358	.632	.198
	KP3	.381	.358	.193 ^a	.341	.107
	KP4	.673	.632	.341	.602 ^a	.189
	KP5	.211	.198	.107	.189	.059 ^a
Residual ^b	KP1		-.028	-.123	-.152	-.084
	KP2	-.028		-.205	-.162	-.141
	KP3	-.123	-.205		-.090	-.050
	KP4	-.152	-.162	-.090		-.025
	KP5	-.084	-.141	-.050	-.025	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 8 (80.0%) nonredundant residuals with absolute values greater than 0.05.

Lampiran 5. Reliability Kepuasan Pelanggan

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.629	.653	5

Item Statistics

	Mean	Std. Deviation	N
KP1	4.4194	.62044	31
KP2	4.5484	.62390	31
KP3	3.8710	.76341	31
KP4	4.3871	.61522	31
KP5	4.4839	.72438	31

Inter-Item Covariance Matrix

	KP1	KP2	KP3	KP4	KP5
KP1	.385	.262	.123	.199	.057
KP2	.262	.389	.073	.181	.026
KP3	.123	.073	.583	.118	.031
KP4	.199	.181	.118	.378	.073
KP5	.057	.026	.031	.073	.525

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.342	3.871	4.548	.677	1.175	.073	5
Item Variances	.452	.378	.583	.204	1.540	.009	5
Inter-Item Covariances	.114	.026	.262	.237	10.167	.006	5
Inter-Item Correlations	.274	.056	.678	.621	12.020	.043	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KP1	17.2903	2.880	.609	.527	.465
KP2	17.1613	3.073	.496	.482	.522
KP3	17.8387	3.273	.250	.089	.650
KP4	17.3226	3.026	.534	.323	.504
KP5	17.2258	3.647	.135	.033	.699

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.7097	4.546	2.13219	5

Lampiran 6. Factor Analysis Loyalitas Pelanggan

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
LP1	4.6129	.55842	31
LP2	4.6129	.55842	31
LP3	4.6774	.54081	31
LP4	4.4839	.67680	31

Correlation Matrix^a

		LP1	LP2	LP3	LP4
Correlation	LP1	1.000	.679	.566	.689
	LP2	.679	1.000	.787	.512
	LP3	.566	.787	1.000	.350
	LP4	.689	.512	.350	1.000
Sig. (1-tailed)	LP1		.000	.000	.000
	LP2	.000		.000	.002
	LP3	.000	.000		.027
	LP4	.000	.002	.027	

a. Determinant = .104

Inverse of Correlation Matrix

	LP1	LP2	LP3	LP4
LP1	2.682	-.858	-.400	-1.267
LP2	-.858	3.431	-2.058	-.447
LP3	-.400	-2.058	2.713	.381
LP4	-1.267	-.447	.381	1.968

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.711
Bartlett's Test of Sphericity	Approx. Chi-Square	63.079
	df	6
	Sig.	.000

Communalities

	Initial	Extraction
LP1	1.000	.774
LP2	1.000	.808
LP3	1.000	.662
LP4	1.000	.560

Extraction Method: Principal
Component Analysis.

Component Matrix^a

	Component
	1
LP1	.880
LP2	.899
LP3	.813
LP4	.749

Extraction Method: Principal
Component Analysis.

a. 1 components extracted.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.804	70.089	70.089	2.804	70.089	70.089
2	.745	18.622	88.711			
3	.262	6.555	95.266			
4	.189	4.734	100.000			

Extraction Method: Principal Component Analysis.

Reproduced Correlations

		LP1	LP2	LP3	LP4
Reproduced Correlation	LP1	.774 ^a	.791	.715	.659
	LP2	.791	.808 ^a	.731	.673
	LP3	.715	.731	.662 ^a	.609
	LP4	.659	.673	.609	.560 ^a
Residual ^b	LP1		-.111	-.149	.030
	LP2	-.111		.056	-.161
	LP3	-.149	.056		-.259
	LP4	.030	-.161	-.259	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 5 (83.0%) nonredundant residuals with absolute values greater than 0.05.

Lampiran 7. Reliability Loyalitas Pelanggan

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.848	.856	4

Item Statistics

	Mean	Std. Deviation	N
LP1	4.6129	.55842	31
LP2	4.6129	.55842	31
LP3	4.6774	.54081	31
LP4	4.4839	.67680	31

Inter-Item Correlation Matrix

	LP1	LP2	LP3	LP4
LP1	1.000	.679	.566	.689
LP2	.679	1.000	.787	.512
LP3	.566	.787	1.000	.350
LP4	.689	.512	.350	1.000

Inter-Item Covariance Matrix

	LP1	LP2	LP3	LP4
LP1	.312	.212	.171	.260
LP2	.212	.312	.238	.194
LP3	.171	.238	.292	.128
LP4	.260	.194	.128	.458

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.597	4.484	4.677	.194	1.043	.007	4
Item Variances	.344	.292	.458	.166	1.566	.006	4
Inter-Item Covariances	.200	.128	.260	.132	2.034	.002	4
Inter-Item Correlations	.597	.350	.787	.437	2.251	.022	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
LP1	13.7742	2.181	.780	.627	.769
LP2	13.7742	2.181	.780	.709	.769
LP3	13.7097	2.413	.639	.631	.828
LP4	13.9032	2.157	.585	.492	.863

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.3871	3.778	1.94384	4

Lampiran 8. ANOVA Status Pernikahan

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Citra Merek	.158	1	68	.692
Kepuasan Pelanggan	.285	1	68	.595
Loyalitas Pelanggan	.852	1	68	.359

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Citra Merek	Between Groups	3.414	1	3.414	3.540	.064
	Within Groups	65.586	68	.964		
	Total	69.000	69			
Kepuasan Pelanggan	Between Groups	.653	1	.653	.650	.423
	Within Groups	68.347	68	1.005		
	Total	69.000	69			
Loyalitas Pelanggan	Between Groups	.256	1	.256	.253	.617
	Within Groups	68.744	68	1.011		
	Total	69.000	69			

Lampiran 9. ANOVA Usia

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Citra Merek	1.427	3	66	.243
Kepuasan Pelanggan	2.501	3	66	.067
Loyalitas Pelanggan	.835	3	66	.480

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Citra Merek	Between Groups	17.146	3	5.715	7.275	.000
	Within Groups	51.854	66	.786		
	Total	69.000	69			
Kepuasan Pelanggan	Between Groups	7.762	3	2.587	2.788	.047
	Within Groups	61.238	66	.928		
	Total	69.000	69			
Loyalitas Pelanggan	Between Groups	6.654	3	2.218	2.348	.081
	Within Groups	62.346	66	.945		
	Total	69.000	69			

Lampiran 10. ANOVA Pendidikan

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Citra Merek	1.944	4	64	.114
Kepuasan Pelanggan	1.501	4	64	.212
Loyalitas Pelanggan	1.536	4	64	.202

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Citra Merek	Between Groups	20.521	5	4.104	5.418	.000
	Within Groups	48.479	64	.757		
	Total	69.000	69			
Kepuasan Pelanggan	Between Groups	11.793	5	2.359	2.639	.031
	Within Groups	57.207	64	.894		
	Total	69.000	69			
Loyalitas Pelanggan	Between Groups	11.669	5	2.334	2.605	.033
	Within Groups	57.331	64	.896		
	Total	69.000	69			

Lampiran 11. ANOVA Pengeluaran

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Citra Merek	1.739	5	64	.139
Kepuasan Pelanggan	.529	5	64	.754
Loyalitas Pelanggan	.881	5	64	.499

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Citra Merek	Between Groups	12.970	5	2.594	2.963	.018
	Within Groups	56.030	64	.875		
	Total	69.000	69			
Kepuasan Pelanggan	Between Groups	6.371	5	1.274	1.302	.274
	Within Groups	62.629	64	.979		
	Total	69.000	69			
Loyalitas Pelanggan	Between Groups	7.816	5	1.563	1.635	.163
	Within Groups	61.184	64	.956		
	Total	69.000	69			

Lampiran 12. Output Uji SEM Lisrel 8.8

L I S R E L 8.51
 BY
 Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file S:\skripsi\lisrel\pertama.pr2:

```
raw data from file lisrel.psf
latent variables: CM KP LP
relationship:
CM1 = CM
CM2 = CM
CM3 = CM
CM4 = CM
KP1 = KP
KP2 = KP
KP3 = KP
KP4 = KP
KP5 = KP
LP1 = LP
LP2 = LP
LP3 = LP
!LP4 = LP

KP = CM
LP = CM KP
set error covariance between LP1 and KP5 correlate
options: sc
path diagram
end of problem
```

Sample Size = 70

Covariance Matrix

	KP1	KP2	KP3	KP4	KP5	LP1
KP1	0.64					
KP2	0.35	0.68				

KP3	0.23	0.31	0.55			
KP4	0.25	0.47	0.35	0.71		
KP5	0.32	0.38	0.30	0.39	0.84	
LP1	0.33	0.38	0.30	0.36	0.54	0.73
LP2	0.36	0.37	0.34	0.46	0.38	0.45
LP3	0.26	0.29	0.27	0.23	0.16	0.21
CM1	0.23	0.32	0.19	0.28	0.33	0.25
CM2	0.19	0.26	0.20	0.19	0.10	0.16
CM3	0.36	0.29	0.20	0.23	0.23	0.25
CM4	0.32	0.33	0.14	0.27	0.17	0.21

Covariance Matrix

	LP2	LP3	CM1	CM2	CM3	CM4
LP2	0.75					
LP3	0.44	0.81				
CM1	0.20	0.12	0.67			
CM2	0.29	0.26	0.31	0.70		
CM3	0.29	0.23	0.29	0.34	0.70	
CM4	0.33	0.35	0.30	0.26	0.34	0.71

Number of Iterations = 18

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$\text{KP1} = 0.51 * \text{KP}, \text{Errorvar.} = 0.37, R^2 = 0.41$$

(0.070)
5.32

$$\text{KP2} = 0.66 * \text{KP}, \text{Errorvar.} = 0.25, R^2 = 0.63$$

(0.12) (0.056)
5.41 4.51

$$\text{KP3} = 0.50 * \text{KP}, \text{Errorvar.} = 0.30, R^2 = 0.45$$

(0.10) (0.058)
4.74 5.24

$$\text{KP4} = 0.65 * \text{KP}, \text{Errorvar.} = 0.29, R^2 = 0.59$$

(0.12) (0.062)
5.29 4.72

$$\text{KP5} = 0.56 * \text{KP}, \text{Errorvar.} = 0.51, R^2 = 0.38$$

(0.13) (0.095)
4.41 5.41

$$\text{LP1} = 0.60 * \text{LP}, \text{Errorvar.} = 0.37, R^2 = 0.49$$

$$(0.075)$$

$$4.97$$

$$LP2 = 0.75*LP, \text{ Errorvar.} = 0.18, R^2 = 0.76$$

$$(0.12) \quad (0.063)$$

$$6.08 \quad 2.92$$

$$LP3 = 0.53*LP, \text{ Errorvar.} = 0.53, R^2 = 0.34$$

$$(0.12) \quad (0.099)$$

$$4.42 \quad 5.40$$

$$CM1 = 0.54*CM, \text{ Errorvar.} = 0.38, R^2 = 0.43$$

$$(0.097) \quad (0.080)$$

$$5.51 \quad 4.82$$

$$CM2 = 0.52*CM, \text{ Errorvar.} = 0.43, R^2 = 0.38$$

$$(0.10) \quad (0.086)$$

$$5.16 \quad 5.00$$

$$CM3 = 0.59*CM, \text{ Errorvar.} = 0.35, R^2 = 0.50$$

$$(0.097) \quad (0.078)$$

$$6.10 \quad 4.44$$

$$CM4 = 0.57*CM, \text{ Errorvar.} = 0.39, R^2 = 0.45$$

$$(0.099) \quad (0.082)$$

$$5.71 \quad 4.70$$

Error Covariance for LP1 and KP5 = 0.23

$$(0.066)$$

$$3.43$$

Structural Equations

$$KP = 0.76*CM, \text{ Errorvar.} = 0.42, R^2 = 0.58$$

$$(0.17) \quad (0.18)$$

$$4.54 \quad 2.31$$

$$LP = 0.86*KP + 0.038*CM, \text{ Errorvar.} = 0.21, R^2 = 0.79$$

$$(0.25) \quad (0.19) \quad (0.10)$$

$$3.37 \quad 0.20 \quad 2.06$$

Reduced Form Equations

$$KP = 0.76*CM, \text{ Errorvar.} = 0.42, R^2 = 0.58$$

$$(0.17)$$

$$4.54$$

$$LP = 0.69*CM, \text{ Errorvar.} = 0.52, R^2 = 0.48$$

$$(0.16)$$

4.33

Correlation Matrix of Independent Variables

CM

1.00

Covariance Matrix of Latent Variables

	KP	LP	CM
KP	1.00		
LP	0.89	1.00	
CM	0.76	0.69	1.00

Goodness of Fit Statistics

Degrees of Freedom = 50

Minimum Fit Function Chi-Square = 67.92 (P = 0.047)

Normal Theory Weighted Least Squares Chi-Square = 62.52 (P = 0.11)

Estimated Non-centrality Parameter (NCP) = 12.52

90 Percent Confidence Interval for NCP = (0.0 ; 36.83)

Minimum Fit Function Value = 0.98

Population Discrepancy Function Value (F0) = 0.18

90 Percent Confidence Interval for F0 = (0.0 ; 0.53)

Root Mean Square Error of Approximation (RMSEA) = 0.060

90 Percent Confidence Interval for RMSEA = (0.0 ; 0.10)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.35

Expected Cross-Validation Index (ECVI) = 1.72

90 Percent Confidence Interval for ECVI = (1.54 ; 2.07)

ECVI for Saturated Model = 2.26

ECVI for Independence Model = 6.28

Chi-Square for Independence Model with 66 Degrees of Freedom = 409.49

Independence AIC = 433.49

Model AIC = 118.52

Saturated AIC = 156.00

Independence CAIC = 472.47

Model CAIC = 209.48

Saturated CAIC = 409.38

Normed Fit Index (NFI) = 0.83

Non-Normed Fit Index (NNFI) = 0.93

Parsimony Normed Fit Index (PNFI) = 0.63

Comparative Fit Index (CFI) = 0.95

Incremental Fit Index (IFI) = 0.95

Relative Fit Index (RFI) = 0.78

Critical N (CN) = 78.37

Root Mean Square Residual (RMR) = 0.048

Standardized RMR = 0.067

Goodness of Fit Index (GFI) = 0.87

Adjusted Goodness of Fit Index (AGFI) = 0.80

Parsimony Goodness of Fit Index (PGFI) = 0.56

Standardized Solution

LAMBDA-Y

	KP	LP
KP1	0.51	--
KP2	0.66	--
KP3	0.50	--
KP4	0.65	--
KP5	0.56	--
LP1	--	0.60
LP2	--	0.75
LP3	--	0.53

LAMBDA-X

	CM
CM1	0.54
CM2	0.52
CM3	0.59
CM4	0.57

BETA

	KP	LP
KP	--	--
LP	0.86	--

GAMMA

	CM
KP	0.76
LP	0.04

Correlation Matrix of ETA and KSI

	KP	LP	CM
--	----	----	----


```

-----
KP   1.00
LP   0.89   1.00
CM   0.76   0.69   1.00

```

PSI

Note: This matrix is diagonal.

```

      KP   LP
-----
0.42  0.21

```

Regression Matrix ETA on KSI (Standardized)

```

      CM
-----
KP   0.76
LP   0.69

```

Completely Standardized Solution

LAMBDA-Y

```

      KP   LP
-----
KP1  0.64  --
KP2  0.79  --
KP3  0.67  --
KP4  0.77  --
KP5  0.61  --
LP1  --   0.70
LP2  --   0.87
LP3  --   0.58

```

LAMBDA-X

```

      CM
-----
CM1  0.65
CM2  0.62
CM3  0.71
CM4  0.67

```

BETA

```

      KP   LP
-----
KP   --   --
LP   0.86  --

```

GAMMA

CM

KP 0.76
LP 0.04

Correlation Matrix of ETA and KSI

	KP	LP	CM
KP	1.00		
LP	0.89	1.00	
CM	0.76	0.69	1.00

PSI

Note: This matrix is diagonal.

KP	LP
0.42	0.21

THETA-EPS

	KP1	KP2	KP3	KP4	KP5	LP1
KP1	0.59					
KP2	--	0.37				
KP3	--	--	0.55			
KP4	--	--	--	0.41		
KP5	--	--	--	--	0.62	
LP1	--	--	--	--	0.29	0.51
LP2	--	--	--	--	--	--
LP3	--	--	--	--	--	--

THETA-EPS

	LP2	LP3
LP2	0.24	
LP3	--	0.66

THETA-DELTA

CM1	CM2	CM3	CM4
0.57	0.62	0.50	0.55

Regression Matrix ETA on KSI (Standardized)

CM

KP 0.76
LP 0.69

Time used: 0.063 Seconds

Lampiran13. Hasil Kuesioner Pretest

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
4	4	5	5	3	4	5	4	3	3	4	3	5	5	3	3	3	4	3	4	4	4	4
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5	4	5	5	5	4	4	5	4	5	5	5	4
3	3	3	3	3	3	3	3	3	3	3	3	3
4	4	3	3	4	4	5	3	5	5	3	4	3
4	4	4	4	3	5	4	3	5	5	3	4	3
3	3	3	3	5	3	3	3	3	3	4	4	3
3	4	5	5	5	3	4	3	4	4	4	4	3
3	5	5	4	3	3	4	3	2	2	5	5	3
3	5	4	3	3	3	3	3	3	4	3	3	4
3	3	3	3	3	4	3	3	3	4	3	3	4
3	3	3	3	3	3	3	3	3	3	3	2	3
2	3	3	3	4	3	3	3	3	3	3	4	4

3	3	3	3	3	3	3	3	4	4	3	3	4
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Lampiran 15. Kuesioner

KUESIONER
“ANALISIS PENGARUH CITRA MEREK TERHADAP
KEPUASAN DAN LOYALITAS PELANGGAN PADA PRODUK TDR
RACING : STUDI PADA TOKO ZOOM MOTOR KEBON JERUK ,
JAKARTA BARAT.”

Petunjuk Penggunaan Kuesioner

1. Kuesioner ini semata – mata digunakan untuk kebutuhan akademis/penelitian, mohon dijawab dengan jujur. Kerahasiaan jawaban akan dijaga sepenuhnya oleh peneliti.
2. Baca dan jawablah semua pertanyaan secara teliti tanpa ada yang dilewatkan.
3. Beri tanda (X) untuk jawaban yang anda pilih.
4. Terimakasih atas waktu dan partisipasinya.

Data Responden

1. Jenis Kelamin
 - a. Pria
 - b. Wanita
2. Status Pernikahan
 - a. Belum menikah
 - b. Menikah
 - c. Duda/Janda
3. Usia
 - a. ≤ 20 tahun
 - b. 21-30 tahun
 - c. 31-40 tahun
 - d. 41-50 tahun
 - e. ≥ 51 tahun
4. Pendidikan
 - a. SD
 - b. SLTP
 - c. SLTA
 - d. Diploma/Akademi
 - e. Perguruan Tinggi
 - f. Lainnya
5. Berapa pengeluaran anda dalam sebulan (diluar cicilan, pembelian baju dan entertainment)
 - a. ≤ 700.000
 - b. 700.001-1.000.000
 - c. 1.000.001-1.500.000
 - d. 1.500.001-2.000.000
 - e. 2.000.001-3.000.000
 - f. $> 3.000.000$

PERTANYAAN (Berilah tanda (x) pada jawaban yang anda pilih)

NO.	Pertanyaan	Sangat Tidak Setuju	Tidak Setuju	Cukup Setuju	Setuju	Sangat Setuju
		1	2	3	4	5
1.	Menggunakan produk TDR Racing membuat saya merasa hebat					
2.	Setelah menggunakan TDR Racing orang lain memandang saya lebih hebat					

3.	Performa produk TDR racing seperti yang dijanjikan					
4.	Produk TDR Racing dapat diandalkan					
5.	Saya pikir saya melakukan keputusan yang tepat dengan menggunakan TDR Racing					
6.	Saya yakin TDR Racing dapat memberikan pengalaman yang menyenangkan					
7.	Saya puas terhadap pilihan saya menggunakan produk TDR Racing					
8.	Keputusan menggunakan TDR Racing adalah pilihan yang bijaksana					
9.	TDR Racing dapat memuaskan kebutuhan saya					
10.	Produk TDR Racing adalah pilihan utama saya					
11.	Saya berniat untuk terus menggunakan produk TDR Racing					
12.	Saya akan membeli kembali produk TDR Racing					
13.	Saya akan merekomendasikan produk TDR Racing kepada teman-teman saya					

"TERIMA KASIH ATAS PARTISIPASINYA"