LAMPIRAN I

Kuesioner : "Analisa Pengaruh Identitas Merek (*Brand Identity*) terhadap Loyalitas Merek (*Brand Loyalty)* Melalui Citra Merek (*Brand Image)* dan Kepercayaan Merek (*Brand Trust)* Pada Konsumen Teh Botol Sosro di Karawaci Tangerang"

Dengan hormat,

Dalam rangka penyusunan Skripsi sebagai salah satu syarat kelulusanprogram Sarjana S1 di Universitas Esa Unggul, peneliti berusaha untukmengumpulkan data dan informasi mengenai **"Analisa Pengaruh Identitas Merek (*Brand Identity*) terhadap Loyalitas Merek (*Brand Loyalty)* Melalui Citra Merek (*Brand Image)* dan Kepercayaan Merek (*Brand Trust)* Pada Konsumen Teh Botol Sosro di Karawaci Tangerang"**

Oleh karena itu, saya mohon bantuan Bapak/Ibu/Saudara/i untuk ikut berpatisipasidalam pengisian kuesioner ini agar hasil penelitian ini dapat memiliki kredibilitasyang tinggi. Saya sangat berterima kasih atas kesediaan dan partisipasiBapak/Ibu/Saudara/i dalam meluangkan waktu untuk mengisi kuesioner ini.

Atas perhatian dan kerjasamanya, saya ucapkan terima kasih.

Hormat saya,

Helmi Oki Wulandari
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Data Responden

1. Jenis Kelamin

☐	Laki-laki	☐	Perempuan

2. Umur

☐	< 20 tahun	☐	31-35 tahun
☐	20-25 tahun	☐	> 35 tahun
☐	26-30 tahun		

3. Pekerjaan

☐	Pelajar/mahasiswa	☐	Pegawai Swasta
☐	Wiraswasta	☐	Lainnya
☐	PNS/BUMN		

4. Frekuensi pembelian

☐	3 kali dalam sebulan	☐	5 kali dalam sebulan
☐	4 kali dalam sebulan	☐	> 5 kali dalam sebulan

Petunjuk Pengisian :

1. Bacalah setiap pertanyaan dengan seksama sebelum menjawab.
2. Anda hanya dapat memberikan satu jawaban di setiap pertanyaan.
3. Isilah kuesioner dengan memberi tanda (√) pada kolom yang tersedia dan pilihsesuai dengan keadaan yang sebenarnya.

Keterangan :

STS : Sangat Tidak Setuju

TS : Tidak Setuju

KS : Kurang Setuju

S : Setuju

SS : Sangat Setuju

Contoh Pengisian :

No.	Pernyataan	STS	TS	S	SS
1.	Merek Teh Botol Sosro yang sudah dikenal banyakorang				√

No.	Pernyataan	STS	TS	S	SS
I.	Identitas Merek *(Brand Identity)*				
1.	Merek Teh Botol Sosro sudah dikenal banyakorang				
2.	Merek Teh Botol Sosro mudah diingat				
3.	Merek Teh Botol Sosro mempunyai reputasi bagus				
4.	Tersedia beberapa jenis rasa dari produk Teh Botol Sosro				
5.	Produk Teh Botol Sosro dikembangkan di pabrik yang berteknologi tinggi				
6.	Ada kesamaan merek Teh Botol Sosro dengan selera konsumen				
7.	Teh Botol Sosro memiliki slogan yang mudah di ingat				
8.	Teh Botol Sosro memiliki logo				
II.	Citra Merek *(Brand Image)*				
9.	Harga produk Teh Botol Sosro terjangkau				
10.	Merek Teh Botol Sosro menawarkan berbagai jenis kemasan produk				
11.	Produk Teh Botol Sosro memberikan manfaat				
12.	Konsumen merasa senang saat mengkonsumsi produk Teh Botol Sosro				
13.	Keinginan konsumen untuk membeli Teh Botol Sosro				
14.	Keyakinan konsumen terhadap produk Teh Botol Sosro				
15.	Merek Teh Botol Sosro mempunyai ciri khas				
16.	Merek Teh Botol Sosro mampu bersaing dengan teh sejenis merek lain				

No.	Pernyataan	STS	TS	S	SS
17.	Produk Teh Botol Sosro memberikan kesan positif kepada konsumen				
III.	Kepercayaan Merek *(Brand Trust)*				
18.	Produk Teh Botol Sosro memiliki kualitas produk yang baik				
19.	Merek Teh Botol Sosro yang konsisten dengan kualitasnya				
20.	Merek Teh Botol Sosro dipercaya oleh konsumen				
IV.	Loyalitas Merek *(Brand Loyalty)*				
21.	Saya mengkonsumsi produk Teh Botol Sosro karena faktor kebiasaaan				
22.	Saya akan berpindah merek karena faktor harga				
23.	Saya merasa puas mengkonsumsi produk Teh Botol Sosro				
24.	Saya menyukai produk Teh Botol Sosro				
25.	Saya akan merekomendasikan merek Teh Botol Sosro kepada pihak lain				

Lampiran 2. Data Pernyataan Kuesioner *Pretest*

No.	BI 1	BI 2	BI 3	BI 4	BI 5	BI 6	BI 7	BI 8	BI 9	BM 1	BM 2	BM 3	BM 4	BM 5	BM 6	BM 7	BM 8	BM 9	BT 1	BT 2	BT 3	BT 4	BL 1	BL 2	BL 3	BL 4	BL 5
1	4	4	3	3	2	4	2	4	4	3	3	1	2	3	3	3	3	3	3	3	3	3	3	3	3	3	2
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14	2	2	2	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	4	3	2	2	2	2	2
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16	2	2	2	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	4	3	2	2	2	2	2
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24	3	3	2	3	1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
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30	3	2	2	2	3	3	2	3	2	3	2	2	3	3	3	3	2	2	2	3	2	3	2	3	2	3	3

Lampiran 3. Uji Validitas *Brand Identity (Pretest)*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.856
Bartlett's Test of Sphericity	Approx. Chi-Square	207.970
	df	36
	Sig.	.000

Anti-image Matrices

		BI1	BI2	BI3	BI4	BI5	BI6	BI7	BI8	BI9
Anti-image Covariance	BI1	.085	-.051	.011	.032	-.041	-.053	-.054	-.049	-.055
	BI2	-.051	.175	.082	-.090	.025	.004	.008	-.020	-.023
	BI3	.011	.082	.653	-.112	.099	-.120	.109	.015	-.120
	BI4	.032	-.090	-.112	.273	-.037	-.071	-.153	-.004	.017
	BI5	-.041	.025	.099	-.037	.431	-.109	.084	.064	-.049
	BI6	-.053	.004	-.120	-.071	-.109	.192	.017	-.021	.070
	BI7	-.054	.008	.109	-.153	.084	.017	.405	.025	-.006
	BI8	-.049	-.020	.015	-.004	.064	-.021	.025	.223	-.069
	BI9	-.055	-.023	-.120	.017	-.049	.070	-.006	-.069	.247
Anti-image Correlation	BI1	.842[a]	-.417	.045	.213	-.217	-.412	-.293	-.356	-.378
	BI2	-.417	.896[a]	.243	-.412	.090	.021	.029	-.101	-.112
	BI3	.045	.243	.584[a]	-.265	.187	-.338	.212	.040	-.299
	BI4	.213	-.412	-.265	.831[a]	-.109	-.310	-.460	-.015	.067
	BI5	-.217	.090	.187	-.109	.861[a]	-.378	.201	.207	-.151
	BI6	-.412	.021	-.338	-.310	-.378	.845[a]	.060	-.102	.321
	BI7	-.293	.029	.212	-.460	.201	.060	.855[a]	.083	-.020
	BI8	-.356	-.101	.040	-.015	.207	-.102	.083	.923[a]	-.295
	BI9	-.378	-.112	-.299	.067	-.151	.321	-.020	-.295	.869[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
BI1	1.000	.915
BI2	1.000	.856
BI3	1.000	.914
BI4	1.000	.672
BI5	1.000	.511
BI6	1.000	.805
BI7	1.000	.624
BI8	1.000	.760
BI9	1.000	.685

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component	
	1	2
BI1	.951	-.100
BI2	.903	-.199
BI3	.361	.886
BI4	.816	.079
BI5	.707	.106
BI6	.873	.207
BI7	.726	-.312
BI8	.865	-.112
BI9	.826	-.048

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Component Matrix[a]

	Component
	1
BI1	.955
BI2	.912
BI4	.810
BI5	.708
BI6	.865
BI7	.736
BI8	.868
BI9	.825

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Lampiran 4. Uji Validitas *Brand Image (Pretest)*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.868
Bartlett's Test of Sphericity	Approx. Chi-Square	174.169
	df	36
	Sig.	.000

Anti-image Matrices

		BM1	BM2	BM3	BM4	BM5	BM6	BM7	BM8	BM9
Anti-image Covariance	BM1	.240	-.108	.020	.004	-.137	-.041	.052	-.121	.052
	BM2	-.108	.415	-.009	-.006	.122	-.006	-.038	-.007	-.182
	BM3	.020	-.009	.554	-.169	-.014	.014	.057	-.027	-.050
	BM4	.004	-.006	-.169	.244	.019	-.107	-.057	.033	.001
	BM5	-.137	.122	-.014	.019	.348	-.065	-.025	.040	-.076
	BM6	-.041	-.006	.014	-.107	-.065	.155	-.043	-.043	-.031
	BM7	.052	-.038	.057	-.057	-.025	-.043	.434	-.096	-.061
	BM8	-.121	-.007	-.027	.033	.040	-.043	-.096	.322	-.042
	BM9	.052	-.182	-.050	.001	-.076	-.031	-.061	-.042	.359
Anti-image Correlation	BM1	.829[a]	-.342	.054	.016	-.472	-.213	.162	-.433	.177
	BM2	-.342	.834[a]	-.018	-.019	.320	-.024	-.091	-.019	-.472
	BM3	.054	-.018	.866[a]	-.459	-.033	.046	.116	-.063	-.113
	BM4	.016	-.019	-.459	.845[a]	.066	-.550	-.175	.118	.003
	BM5	-.472	.320	-.033	.066	.840[a]	-.280	-.064	.121	-.215
	BM6	-.213	-.024	.046	-.550	-.280	.883[a]	-.168	-.191	-.130
	BM7	.162	-.091	.116	-.175	-.064	-.168	.928[a]	-.258	-.154
	BM8	-.433	-.019	-.063	.118	.121	-.191	-.258	.899[a]	-.125
	BM9	.177	-.472	-.113	.003	-.215	-.130	-.154	-.125	.886[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
BM1	1.000	.691
BM2	1.000	.525
BM3	1.000	.375
BM4	1.000	.690
BM5	1.000	.573
BM6	1.000	.855
BM7	1.000	.599
BM8	1.000	.684
BM9	1.000	.655

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
BM1	.831
BM2	.724
BM3	.612
BM4	.831
BM5	.757
BM6	.925
BM7	.774
BM8	.827
BM9	.809

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Lampiran 5. Uji Validitas *Brand Trust (Pretest)*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.548
Bartlett's Test of Sphericity	Approx. Chi-Square	21.465
	df	6
	Sig.	.002

Anti-image Matrices

		BT1	BT2	BT3	BT4
Anti-image Covariance	BT1	.692	-.321	-.062	-.054
	BT2	-.321	.636	.141	-.205
	BT3	-.062	.141	.749	-.337
	BT4	-.054	-.205	-.337	.646
Anti-image Correlation	BT1	.619[a]	-.484	-.086	-.080
	BT2	-.484	.531[a]	.205	-.320
	BT3	-.086	.205	.453[a]	-.485
	BT4	-.080	-.320	-.485	.569[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
BT1	1.000	.713
BT2	1.000	.791
BT3	1.000	.846
BT4	1.000	.735

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component	
	1	2
BT1	.741	-.404
BT2	.737	-.498
BT3	.502	.771
BT4	.778	.360

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Lampiran 6. Uji Validitas *Brand Loyalty (Pretest)*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.770
Bartlett's Test of Sphericity	Approx. Chi-Square	78.370
	df	10
	Sig.	.000

Anti-image Matrices

		BL1	BL2	BL3	BL4	BL5
Anti-image Covariance	BL1	.348	-.102	-.192	-.130	.098
	BL2	-.102	.551	-.045	.018	-.163
	BL3	-.192	-.045	.371	-.035	-.065
	BL4	-.130	.018	-.035	.309	-.201
	BL5	.098	-.163	-.065	-.201	.373
Anti-image Correlation	BL1	.722[a]	-.232	-.535	-.398	.272
	BL2	-.232	.862[a]	-.100	.045	-.359
	BL3	-.535	-.100	.825[a]	-.102	-.175
	BL4	-.398	.045	-.102	.765[a]	-.593
	BL5	.272	-.359	-.175	-.593	.704[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
BL1	1.000	.682
BL2	1.000	.590
BL3	1.000	.725
BL4	1.000	.768
BL5	1.000	.644

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
BL1	.826
BL2	.768
BL3	.851
BL4	.876
BL5	.803

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Lampiran 7. Uji Reliabilitas *(Pretest)*

Brand Identity

Reliability Statistics

Cronbach's Alpha	N of Items
.936	8

Brand Image

Reliability Statistics

Cronbach's Alpha	N of Items
.924	9

Brand Trust

Reliability Statistics

Cronbach's Alpha	N of Items
.621	4

Brand Loyalty

Reliability Statistics

Cronbach's Alpha	N of Items
.881	5

Lampiran 8. Data Final Skala Pernyataan

No.	BI 1	BI 2	BI 4	BI 5	BI 6	BI 7	BI 8	BI 9	BM 1	BM 2	BM 3	BM 4	BM 5	BM 6	BM 7	BM 8	BM 9	BT 1	BT 2	BT 4	BL 2	BL 3	BL 4	BL 5
1	4	4	3	3	2	4	2	4	4	3	3	2	3	3	3	3	3	3	3	3	3	3	3	2
2	4	3	3	4	2	3	3	4	4	4	3	3	3	3	4	3	3	3	4	3	1	3	3	2
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28	3	2	3	3	2	3	3	2	3	3	2	2	3	3	3	3	2	3	3	2	3	3	2	3

No.	BI 1	BI 2	BI 4	BI 5	BI 6	BI 7	BI 8	BI 9	BM 1	BM 2	BM 3	BM 4	BM 5	BM 6	BM 7	BM 8	BM 9	BT 1	BT 2	BT 4	BL 2	BL 3	BL 4	BL 5
29	3	2	3	3	2	3	3	2	3	3	2	2	3	3	3	3	2	3	3	2	3	3	2	3
30	4	4	2	3	1	3	3	4	4	3	4	3	3	3	4	3	3	3	4	3	2	3	2	2
31	3	2	3	2	3	3	2	3	2	3	2	3	3	3	3	2	2	2	3	3	2	2	3	3
32	4	4	3	3	3	4	3	4	4	4	4	3	3	3	4	4	3	4	4	4	3	4	3	3
33	4	4	4	3	2	4	2	4	4	3	3	2	3	3	3	3	3	3	3	3	3	3	3	2
34	3	3	3	4	2	3	3	4	4	4	3	3	3	3	4	3	3	3	4	3	1	3	3	2
35	4	4	3	3	3	3	3	4	4	3	2	3	3	3	3	3	2	3	3	3	3	3	3	3
36	4	3	4	3	3	3	3	4	4	3	3	3	3	3	4	4	3	3	3	3	3	3	3	2
37	3	3	4	3	2	2	3	3	3	3	3	2	2	2	3	3	3	3	2	3	2	3	2	2
38	1	1	4	2	2	2	1	1	1	2	2	2	2	2	1	1	2	2	2	2	2	2	2	2
39	4	4	3	4	2	4	4	4	2	3	3	3	3	4	4	3	3	4	3	3	3	4	4	4
40	4	4	3	4	4	4	3	3	3	4	4	4	4	4	3	3	4	3	3	4	3	3	4	4
41	2	2	2	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2
42	4	3	4	3	3	3	3	4	4	3	3	3	3	3	4	4	3	3	3	3	3	3	3	2
43	3	3	4	3	2	2	3	3	3	3	3	2	2	2	3	3	3	3	2	3	2	3	2	2
44	1	1	2	2	2	2	1	1	1	2	2	2	2	2	1	1	2	2	2	2	2	2	2	2
45	4	4	2	4	2	4	4	4	2	3	3	3	3	4	4	3	3	4	3	3	3	4	4	4
46	3	4	2	4	4	4	3	3	3	4	4	4	4	4	3	3	4	3	3	4	3	3	4	4
47	2	2	2	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2
48	2	2	2	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2
49	2	2	3	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2
50	3	2	3	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2
51	3	2	4	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2
52	4	4	3	3	3	3	2	4	4	4	3	3	3	3	3	4	2	3	3	4	3	3	4	4
53	4	4	3	3	3	3	3	2	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3
54	4	4	3	4	4	4	3	4	4	3	4	4	3	4	4	4	4	4	4	4	4	4	4	3
55	3	4	3	3	4	4	4	4	4	4	3	3	4	4	3	4	4	4	3	3	3	4	4	4
56	4	4	3	3	2	3	4	4	4	3	2	3	3	3	4	3	4	3	4	3	4	3	3	4

No.	BI 1	BI 2	BI 4	BI 5	BI 6	BI 7	BI 8	BI 9	BM 1	BM 2	BM 3	BM 4	BM 5	BM 6	BM 7	BM 8	BM 9	BT 1	BT 2	BT 4	BL 2	BL 3	BL 4	BL 5
57	3	3	3	3	1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
58	4	3	3	3	3	4	2	4	4	3	3	4	2	4	3	4	3	3	4	3	3	3	4	4
59	4	3	3	3	2	3	3	4	3	3	3	2	2	3	3	3	3	3	3	3	2	3	3	2
60	3	2	2	3	2	3	3	2	3	3	2	2	3	3	3	3	2	3	3	2	3	3	2	3
61	3	2	3	3	2	3	3	2	3	3	2	2	3	3	3	3	2	3	3	2	3	3	2	3
62	4	4	3	3	1	3	3	4	4	3	4	3	3	3	4	3	3	3	4	3	2	3	2	2
63	1	2	4	2	3	3	2	3	2	3	2	3	3	3	3	2	2	2	3	3	2	2	3	3
64	4	3	3	3	3	3	3	4	4	3	3	3	3	3	4	4	3	3	3	3	3	3	3	2
65	3	3	3	3	2	2	3	3	3	3	3	2	2	2	3	3	3	3	2	3	2	3	2	2
66	4	3	4	4	2	3	3	4	4	4	3	3	3	3	4	3	3	3	4	3	1	3	3	2
67	4	4	4	3	3	3	3	4	4	3	2	3	3	3	3	3	2	3	3	3	3	3	3	3
68	3	4	4	4	2	3	3	3	3	4	4	2	3	3	2	4	3	2	4	4	2	2	3	4
69	4	4	3	3	3	3	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
70	4	4	3	3	3	4	3	3	3	4	4	4	3	4	4	3	3	4	3	4	4	4	4	3
71	4	4	2	4	3	4	3	4	3	4	2	4	4	4	3	4	3	3	3	4	4	3	4	4
72	4	3	4	3	3	3	3	4	4	3	3	3	3	3	4	4	3	3	3	3	3	3	3	2
73	3	3	4	3	2	2	3	3	3	3	3	2	2	2	3	3	3	3	2	3	2	3	2	2
74	1	1	2	2	2	2	1	1	1	2	2	2	2	2	1	1	2	2	2	2	2	2	2	2
75	4	4	2	4	2	4	4	4	2	3	3	3	3	4	4	3	3	4	3	3	3	4	4	4
76	4	4	2	4	4	4	3	3	3	4	4	4	4	4	3	3	4	3	3	4	3	3	4	4
77	2	2	2	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2
78	4	4	2	4	4	4	3	3	3	4	4	4	4	4	3	3	4	3	3	4	3	3	4	4
79	2	2	3	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2
80	2	2	3	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2
81	2	2	4	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2
82	2	2	3	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2
83	2	2	3	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2
84	4	4	3	3	3	3	2	4	4	4	3	3	3	3	3	4	2	3	3	4	3	3	4	4

No.	BI 1	BI 2	BI 4	BI 5	BI 6	BI 7	BI 8	BI 9	BM 1	BM 2	BM 3	BM 4	BM 5	BM 6	BM 7	BM 8	BM 9	BT 1	BT 2	BT 4	BL 2	BL 3	BL 4	BL 5
85	4	4	3	3	3	3	3	2	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3
86	4	4	3	4	4	4	3	4	4	3	4	4	3	4	4	4	4	4	4	4	4	4	4	3
87	4	4	3	3	4	4	4	4	4	4	3	3	4	4	3	4	4	4	3	3	3	4	4	4
88	1	4	3	3	2	3	4	4	4	3	2	3	3	3	4	3	4	3	4	3	4	3	3	4
89	3	3	3	3	1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
90	4	3	2	3	3	4	2	4	4	3	3	4	2	4	3	4	3	3	4	3	3	3	4	4
91	4	3	3	3	2	3	3	4	3	3	3	2	2	3	3	3	3	3	3	3	2	3	3	2
92	3	2	3	3	2	3	3	2	3	3	2	2	3	3	3	3	2	3	3	2	3	3	2	3
93	3	2	4	3	2	3	3	2	3	3	2	2	3	3	3	3	2	3	3	2	3	3	2	3
94	4	4	3	3	1	3	3	4	4	3	4	3	3	3	4	3	3	3	4	3	2	3	2	2
95	3	2	3	2	3	3	2	3	2	3	2	3	3	3	3	2	2	2	3	3	2	2	3	3
96	4	4	4	3	3	4	3	4	4	4	4	3	3	3	4	4	3	4	4	4	3	4	3	3
97	4	4	4	3	2	4	2	4	4	3	3	2	3	3	3	3	3	3	3	3	3	3	3	2
98	4	3	4	4	2	3	3	4	4	4	3	3	3	3	4	3	3	3	4	3	1	3	3	2
99	4	4	3	3	3	3	3	4	4	3	2	3	3	3	3	3	2	3	3	3	3	3	3	3
100	3	4	3	4	2	3	3	3	3	4	4	2	3	3	2	4	3	2	4	4	2	2	3	4
101	4	4	2	3	3	3	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
102	4	4	4	3	3	4	3	3	3	4	4	4	3	4	4	3	3	4	3	4	4	4	4	3
103	4	4	4	4	3	4	3	4	3	4	2	4	4	4	3	4	3	3	3	4	4	3	4	4
104	4	4	2	3	4	4	4	4	4	4	3	3	4	4	3	4	4	4	3	3	3	4	4	4
105	1	4	2	3	2	3	4	4	4	3	2	3	3	3	4	3	4	3	4	3	4	3	3	4
106	3	3	2	3	1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
107	3	3	2	3	2	2	3	3	3	3	3	2	2	2	3	3	3	3	2	3	2	3	2	2
108	1	1	2	2	2	2	1	1	1	2	2	2	2	2	1	1	2	2	2	2	2	2	2	2
109	4	4	3	4	2	4	4	4	2	3	3	3	3	4	4	3	3	4	3	3	3	4	4	4
110	4	4	3	4	4	4	3	3	3	4	4	4	4	4	3	3	4	3	3	4	3	3	4	4
111	2	2	4	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2
112	2	2	3	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2

No.	BI 1	BI 2	BI 4	BI 5	BI 6	BI 7	BI 8	BI 9	BM 1	BM 2	BM 3	BM 4	BM 5	BM 6	BM 7	BM 8	BM 9	BT 1	BT 2	BT 4	BL 2	BL 3	BL 4	BL 5
113	2	2	3	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2
114	2	2	3	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2
115	2	2	3	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2
116	4	4	3	3	3	3	2	4	4	4	3	3	3	3	3	4	2	3	3	4	3	3	4	4
117	4	4	3	3	3	3	3	2	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3
118	4	4	3	4	4	4	3	4	4	3	4	4	3	4	4	4	4	4	4	4	4	4	4	3
119	4	4	3	3	4	4	4	4	4	4	3	3	4	4	3	4	4	4	3	3	3	4	4	4
120	1	4	2	3	2	3	4	4	4	3	2	3	3	3	4	3	4	3	4	3	4	3	3	4
121	3	3	2	3	1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
122	4	3	3	3	3	4	2	4	4	3	3	4	2	4	3	4	3	3	4	3	3	3	4	4
123	4	3	3	3	2	3	3	4	3	3	3	2	2	3	3	3	3	3	3	3	2	3	3	2
124	3	2	3	3	2	3	3	2	3	3	2	2	3	3	3	3	2	3	3	2	3	3	2	3
125	3	2	3	3	2	3	3	2	3	3	2	2	3	3	3	3	2	3	3	2	3	3	2	3
126	4	4	2	3	1	3	3	4	4	3	4	3	3	3	4	3	3	3	4	3	2	3	2	2
127	3	2	2	2	3	3	2	3	2	3	2	3	3	3	3	2	2	2	3	3	2	2	3	3
128	4	4	1	3	3	4	3	4	4	4	4	3	3	3	4	4	3	4	4	4	3	4	3	3
129	4	4	2	4	3	4	3	4	3	4	2	4	4	4	3	4	3	3	3	4	4	3	4	4
130	3	4	4	4	3	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4
131	4	3	2	4	2	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3
132	2	3	2	3	3	3	3	4	4	3	3	3	3	3	4	4	3	3	3	3	3	3	3	2
133	4	3	1	3	2	2	3	3	3	3	3	2	2	2	3	3	3	3	2	3	2	3	2	2
134	3	1	2	2	2	2	1	1	1	2	2	2	2	2	1	1	2	2	2	2	2	2	2	2
135	3	4	4	4	3	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4

Lampiran 9. Uji Validitas *Brand Identity*

Correlation Matrix[a]

		BI1	BI2	BI4	BI5	BI6	BI7	BI8	BI9
Correlation	BI1	1.000	.693	.131	.614	.518	.652	.458	.679
	BI2	.693	1.000	.087	.730	.550	.732	.702	.802
	BI4	.131	.087	1.000	.103	.093	.098	.068	.144
	BI5	.614	.730	.103	1.000	.510	.720	.682	.621
	BI6	.518	.550	.093	.510	1.000	.704	.347	.483
	BI7	.652	.732	.098	.720	.704	1.000	.554	.673
	BI8	.458	.702	.068	.682	.347	.554	1.000	.623
	BI9	.679	.802	.144	.621	.483	.673	.623	1.000
Sig. (1-tailed)	BI1		.000	.066	.000	.000	.000	.000	.000
	BI2	.000		.158	.000	.000	.000	.000	.000
	BI4	.066	.158		.118	.141	.130	.215	.048
	BI5	.000	.000	.118		.000	.000	.000	.000
	BI6	.000	.000	.141	.000		.000	.000	.000
	BI7	.000	.000	.130	.000	.000		.000	.000
	BI8	.000	.000	.215	.000	.000	.000		.000
	BI9	.000	.000	.048	.000	.000	.000	.000	

a. Determinant = .006

Inverse of Correlation Matrix

	BI1	BI2	BI4	BI5	BI6	BI7	BI8	BI9
BI1	2.361	-.656	-.080	-.449	-.177	-.337	.384	-.713
BI2	-.656	4.498	.148	-.655	-.287	-.545	-.985	-1.658
BI4	-.080	.148	1.030	-.064	-.045	.037	.017	-.186
BI5	-.449	-.655	-.064	2.985	-.009	-1.009	-.979	.279
BI6	-.177	-.287	-.045	-.009	2.044	-1.306	.242	.103
BI7	-.337	-.545	.037	-1.009	-1.306	3.604	-.010	-.501
BI8	.384	-.985	.017	-.979	.242	-.010	2.395	-.467
BI9	-.713	-1.658	-.186	.279	.103	-.501	-.467	3.245

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.887
Bartlett's Test of Sphericity	Approx. Chi-Square	678.769
	df	28
	Sig.	.000

Anti-image Matrices

		BI1	BI2	BI4	BI5	BI6	BI7	BI8	BI9
Anti-image Covariance	BI1	.424	-.062	-.033	-.064	-.037	-.040	.068	-.093
	BI2	-.062	.222	.032	-.049	-.031	-.034	-.091	-.114
	BI4	-.033	.032	.971	-.021	-.021	.010	.007	-.056
	BI5	-.064	-.049	-.021	.335	-.001	-.094	-.137	.029
	BI6	-.037	-.031	-.021	-.001	.489	-.177	.049	.015
	BI7	-.040	-.034	.010	-.094	-.177	.277	-.001	-.043
	BI8	.068	-.091	.007	-.137	.049	-.001	.418	-.060
	BI9	-.093	-.114	-.056	.029	.015	-.043	-.060	.308
Anti-image Correlation	BI1	.924[a]	-.201	-.051	-.169	-.081	-.116	.162	-.258
	BI2	-.201	.887[a]	.069	-.179	-.095	-.135	-.300	-.434
	BI4	-.051	.069	.793[a]	-.037	-.031	.019	.011	-.102
	BI5	-.169	-.179	-.037	.895[a]	-.004	-.308	-.366	.090
	BI6	-.081	-.095	-.031	-.004	.866[a]	-.481	.109	.040
	BI7	-.116	-.135	.019	-.308	-.481	.879[a]	-.003	-.146
	BI8	.162	-.300	.011	-.366	.109	-.003	.872[a]	-.167
	BI9	-.258	-.434	-.102	.090	.040	-.146	-.167	.889[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
BI1	1.000	.645
BI2	1.000	.826
BI4	1.000	.025
BI5	1.000	.721
BI6	1.000	.494
BI7	1.000	.766
BI8	1.000	.572
BI9	1.000	.728

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	4.777	59.707	59.707	4.777	59.707	59.707
2	.988	12.346	72.053			
3	.749	9.357	81.410			
4	.506	6.320	87.730			
5	.357	4.459	92.189			
6	.256	3.202	95.391			
7	.199	2.490	97.881			
8	.170	2.119	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
BI1	.803
BI2	.909
BI4	.158
BI5	.849
BI6	.703
BI7	.875
BI8	.756
BI9	.853

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Lampiran 10. Uji Validitas *Brand Image*

Correlation Matrix[a]

		BM1	BM2	BM3	BM4	BM5	BM6	BM7	BM8	BM9
Correlation	BM1	1.000	.634	.501	.496	.493	.516	.732	.827	.574
	BM2	.634	1.000	.629	.621	.754	.735	.589	.751	.600
	BM3	.501	.629	1.000	.514	.389	.544	.533	.579	.666
	BM4	.496	.621	.514	1.000	.630	.830	.587	.568	.608
	BM5	.493	.754	.389	.630	1.000	.769	.505	.573	.571
	BM6	.516	.735	.544	.830	.769	1.000	.623	.688	.664
	BM7	.732	.589	.533	.587	.505	.623	1.000	.686	.602
	BM8	.827	.751	.579	.568	.573	.688	.686	1.000	.597
	BM9	.574	.600	.666	.608	.571	.664	.602	.597	1.000
Sig. (1-tailed)	BM1		.000	.000	.000	.000	.000	.000	.000	.000
	BM2	.000		.000	.000	.000	.000	.000	.000	.000
	BM3	.000	.000		.000	.000	.000	.000	.000	.000
	BM4	.000	.000	.000		.000	.000	.000	.000	.000
	BM5	.000	.000	.000	.000		.000	.000	.000	.000
	BM6	.000	.000	.000	.000	.000		.000	.000	.000
	BM7	.000	.000	.000	.000	.000	.000		.000	.000
	BM8	.000	.000	.000	.000	.000	.000	.000		.000
	BM9	.000	.000	.000	.000	.000	.000	.000	.000	

a. Determinant = .000

Inverse of Correlation Matrix

	BM1	BM2	BM3	BM4	BM5	BM6	BM7	BM8	BM9
BM1	4.482	-.179	.255	-.635	-.453	1.999	-1.464	-3.135	-.564
BM2	-.179	4.277	-1.226	-.030	-1.941	-.268	.128	-1.365	.392
BM3	.255	-1.226	2.414	-.225	.881	.021	-.237	-.259	-1.101
BM4	-.635	-.030	-.225	3.479	.156	-2.887	-.202	.809	-.118
BM5	-.453	-1.941	.881	.156	3.501	-1.888	.119	.761	-.527
BM6	1.999	-.268	.021	-2.887	-1.888	6.475	-.731	-2.313	-.644
BM7	-1.464	.128	-.237	-.202	.119	-.731	2.724	.060	-.215
BM8	-3.135	-1.365	-.259	.809	.761	-2.313	.060	5.306	.197
BM9	-.564	.392	-1.101	-.118	-.527	-.644	-.215	.197	2.633

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.851
Bartlett's Test of Sphericity	Approx. Chi-Square	1024.493
	df	36
	Sig.	.000

Anti-image Matrices

		BM1	BM2	BM3	BM4	BM5	BM6	BM7	BM8	BM9
Anti-image Covariance	BM1	.223	-.009	.024	-.041	-.029	.069	-.120	-.132	-.048
	BM2	-.009	.234	-.119	-.002	-.130	-.010	.011	-.060	.035
	BM3	.024	-.119	.414	-.027	.104	.001	-.036	-.020	-.173
	BM4	-.041	-.002	-.027	.287	.013	-.128	-.021	.044	-.013
	BM5	-.029	-.130	.104	.013	.286	-.083	.013	.041	-.057
	BM6	.069	-.010	.001	-.128	-.083	.154	-.041	-.067	-.038
	BM7	-.120	.011	-.036	-.021	.013	-.041	.367	.004	-.030
	BM8	-.132	-.060	-.020	.044	.041	-.067	.004	.188	.014
	BM9	-.048	.035	-.173	-.013	-.057	-.038	-.030	.014	.380
Anti-image Correlation	BM1	.787[a]	-.041	.077	-.161	-.114	.371	-.419	-.643	-.164
	BM2	-.041	.877[a]	-.381	-.008	-.501	-.051	.038	-.287	.117
	BM3	.077	-.381	.842[a]	-.078	.303	.005	-.092	-.072	-.437
	BM4	-.161	-.008	-.078	.872[a]	.045	-.608	-.066	.188	-.039
	BM5	-.114	-.501	.303	.045	.832[a]	-.396	.039	.177	-.174
	BM6	.371	-.051	.005	-.608	-.396	.808[a]	-.174	-.395	-.156
	BM7	-.419	.038	-.092	-.066	.039	-.174	.929[a]	.016	-.080
	BM8	-.643	-.287	-.072	.188	.177	-.395	.016	.830[a]	.053
	BM9	-.164	.117	-.437	-.039	-.174	-.156	-.080	.053	.910[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
BM1	1.000	.624
BM2	1.000	.751
BM3	1.000	.527
BM4	1.000	.644
BM5	1.000	.608
BM6	1.000	.766
BM7	1.000	.641
BM8	1.000	.741
BM9	1.000	.643

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	5.946	66.064	66.064	5.946	66.064	66.064
2	.849	9.433	75.496			
3	.656	7.286	82.783			
4	.487	5.414	88.196			
5	.359	3.987	92.183			
6	.284	3.157	95.340			
7	.187	2.079	97.419			
8	.149	1.656	99.074			
9	.083	.926	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
BM1	.790
BM2	.867
BM3	.726
BM4	.802
BM5	.780
BM6	.875
BM7	.801
BM8	.861
BM9	.802

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Lampiran 11. Uji Validitas *Brand Trust*

Correlation Matrix[a]

		BT1	BT2	BT4
Correlation	BT1	1.000	.555	.343
	BT2	.555	1.000	.363
	BT4	.343	.363	1.000
Sig. (1-tailed)	BT1		.000	.000
	BT2	.000		.000
	BT4	.000	.000	

a. Determinant = .581

Inverse of Correlation Matrix

	BT1	BT2	BT4
BT1	1.495	-.742	-.243
BT2	-.742	1.520	-.298
BT4	-.243	-.298	1.191

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.632
Bartlett's Test of Sphericity	Approx. Chi-Square	71.850
	df	3
	Sig.	.000

Anti-image Matrices

		BT1	BT2	BT4
Anti-image Covariance	BT1	.669	-.326	-.136
	BT2	-.326	.658	-.165
	BT4	-.136	-.165	.839
Anti-image Correlation	BT1	.607[a]	-.492	-.182
	BT2	-.492	.602[a]	-.222
	BT4	-.182	-.222	.752[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
BT1	1.000	.678
BT2	1.000	.695
BT4	1.000	.475

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	1.849	61.625	61.625	1.849	61.625	61.625
2	.707	23.569	85.194			
3	.444	14.806	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
BT1	.824
BT2	.834
BT4	.689

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Lampiran 12. Uji Validitas *Brand Loyalty*

Correlation Matrix[a]

		BL2	BL3	BL4	BL5
Correlation	BL2	1.000	.630	.636	.668
	BL3	.630	1.000	.671	.499
	BL4	.636	.671	1.000	.780
	BL5	.668	.499	.780	1.000
Sig. (1-tailed)	BL2		.000	.000	.000
	BL3	.000		.000	.000
	BL4	.000	.000		.000
	BL5	.000	.000	.000	

a. Determinant = .094

Inverse of Correlation Matrix

	BL2	BL3	BL4	BL5
BL2	2.289	-.893	-.030	-1.059
BL3	-.893	2.172	-1.300	.527
BL4	-.030	-1.300	3.495	-2.057
BL5	-1.059	.527	-2.057	3.048

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.722
Bartlett's Test of Sphericity	Approx. Chi-Square	311.828
	df	6
	Sig.	.000

Anti-image Matrices

		BL2	BL3	BL4	BL5
Anti-image Covariance	BL2	.437	-.180	-.004	-.152
	BL3	-.180	.460	-.171	.080
	BL4	-.004	-.171	.286	-.193
	BL5	-.152	.080	-.193	.328
Anti-image Correlation	BL2	.795[a]	-.400	-.011	-.401
	BL3	-.400	.721[a]	-.472	.205
	BL4	-.011	-.472	.702[a]	-.630
	BL5	-.401	.205	-.630	.685[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
BL2	1.000	.729
BL3	1.000	.655
BL4	1.000	.817
BL5	1.000	.744

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	2.945	73.632	73.632	2.945	73.632	73.632
2	.513	12.817	86.449			
3	.377	9.427	95.876			
4	.165	4.124	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
BL2	.854
BL3	.809
BL4	.904
BL5	.863

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Lampiran 13. Uji Reliabilitas *Brand Identity*

Case Processing Summary

		N	%
Cases	Valid	135	100.0
	Excluded[a]	0	.0
	Total	135	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.887	8

Lampiran 14. Uji Reliabilitas *Brand Image*

Case Processing Summary

		N	%
Cases	Valid	135	100.0
	Excluded[a]	0	.0
	Total	135	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.934	9

Lampiran 15. Uji Reliabilitas *Brand Trust*

Case Processing Summary

		N	%
Cases	Valid	135	100.0
	Excluded[a]	0	.0
	Total	135	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.688	3

Lampiran 16. Uji Reliabilitas *Brand Loyalty*

Case Processing Summary

		N	%
Cases	Valid	135	100.0
	Excluded[a]	0	.0
	Total	135	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.879	4

Lampiran 17. Output *Structural Equation Modelling* (SEM)

DATE: 2/16/2016
TIME: 17:48

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 D:\Tugas\SEM SKRIP2\semsyn.pr2:

Raw Data from file sem.psf
latent variabel: Identity Image Trust Loyalty
Relationship:
BI1 = 1*Identity
BI2 = Identity
!BI4 = Identity
BI5 = Identity
BI6 = Identity
BI7 = Identity
BI8 = Identity
BI9 = Identity
BM1 = 1*Image
BM2 = Image
BM3 = Image
BM4 = Image
BM5 = Image
BM6 = Image
BM7 = Image
BM8 = Image
BM9 = Image
BT1 = Trust
BT2 = 1*Trust
!BT4 = Trust
BL2 = Loyalty
BL3 = 1*Loyalty
BL4 = Loyalty
BL5 = Loyalty

```
Image = Identity
Trust = Image Identity
Loyalty = Trust

!set error variance of Image to zero
!set error variance of Trust to zero
admissibility check off

set error covariance of BL3 and BT1 free
set error covariance of BI7 and BM6 free
set error covariance of BM8 and BM1 free
set error covariance of BL5 and BM7 free
set error covariance of BL4 and BI8 free
set error covariance of BL4 and BM6 free
set error covariance of BI9 and BM1 free
set error covariance of BL5 and BM3 free
set error covariance of BT2 and BM7 free
set error covariance of BI9 and BM8 free
set error covariance of BL4 and BT2 free
set error covariance of BL2 and BM2 free
set error covariance of BI8 and BM9 free
set error covariance of BL2 and BI9 free
set error covariance of BM9 and BM3 free
set error covariance of BI8 and BM4 free
set error covariance of BI8 and BM7 free
set error covariance of BL2 and BM3 free
set error covariance of BL4 and BM7 free
set error covariance of BI8 and BM6 free
set error covariance of BT2 and BM1 free
set error covariance of BL3 and BT2 free
set error covariance of BL4 and BM1 free
set error covariance of BL4 and BM4 free
set error covariance of BM6 and BM4 free
set error covariance of BM5 and BM2 free
set error covariance of BM3 and BM2 free
set error covariance of BI9 and BM5 free
set error covariance of BI2 and BI1 free
set error covariance of BI6 and BT2 free
set error covariance of BI2 and BM3 free
set error covariance of BI2 and BM1 free
set error covariance of BI9 and BI2 free
set error covariance of BI5 and BM3 free
set error covariance of BI5 and BM8 free
set error covariance of BI9 and BM4 free
set error covariance of BI9 and BM7 free
set error covariance of BM7 and BM1 free
set error covariance of BM4 and BM1  free
set error covariance of BI8 and BM3 free
set error covariance of BM4 and BM3 free
set error covariance of BM5 and BM3 free
set error covariance of BM8 and BM5 free
set error variance of Trust to zero
admissibility check off
set error covariance of BT2 and BT1 free
```

Options: SC
Path Diagram
End of Problem

Sample Size = 135

W_A_R_N_I_N_G: Matrix to be analyzed is not positive definite,
ridge option taken with ridge constant = 0.001

Covariance Matrix

	BM1	BM2	BM3	BM4	BM5	BM6
BM1	0.79					
BM2	0.39	0.48				
BM3	0.33	0.32	0.54			
BM4	0.32	0.32	0.28	0.53		
BM5	0.28	0.33	0.18	0.29	0.39	
BM6	0.33	0.37	0.29	0.43	0.35	0.51
BM7	0.52	0.33	0.31	0.34	0.25	0.36
BM8	0.59	0.42	0.34	0.33	0.29	0.40
BM9	0.36	0.29	0.34	0.31	0.25	0.33
BT1	0.36	0.29	0.29	0.27	0.23	0.35
BT2	0.45	0.31	0.28	0.31	0.23	0.34
BL2	0.30	0.21	0.12	0.34	0.26	0.36
BL3	0.36	0.29	0.29	0.27	0.23	0.35
BL4	0.33	0.40	0.30	0.48	0.33	0.51
BL5	0.25	0.37	0.17	0.39	0.35	0.47
BI1	0.52	0.39	0.38	0.33	0.30	0.42
BI2	0.60	0.48	0.46	0.42	0.39	0.47
BI5	0.32	0.34	0.32	0.30	0.28	0.37
BI6	0.41	0.44	0.31	0.45	0.39	0.48
BI7	0.37	0.39	0.32	0.42	0.36	0.52
BI8	0.37	0.29	0.22	0.21	0.27	0.32
BI9	0.68	0.42	0.34	0.43	0.29	0.44

Covariance Matrix

	BM7	BM8	BM9	BT1	BT2	BL2
BM7	0.64					
BM8	0.44	0.64				
BM9	0.34	0.33	0.49			
BT1	0.40	0.36	0.30	0.42		
BT2	0.40	0.37	0.28	0.25	0.48	
BL2	0.29	0.33	0.26	0.30	0.22	0.54
BL3	0.40	0.36	0.30	0.42	0.25	0.30
BL4	0.33	0.42	0.35	0.34	0.31	0.37
BL5	0.22	0.37	0.29	0.27	0.31	0.41
BI1	0.46	0.51	0.28	0.39	0.32	0.23
BI2	0.51	0.56	0.47	0.44	0.42	0.40
BI5	0.34	0.38	0.33	0.30	0.31	0.23

BI6	0.30	0.44	0.36	0.35	0.27	0.37
BI7	0.38	0.42	0.34	0.38	0.37	0.37
BI8	0.44	0.37	0.37	0.36	0.27	0.27
BI9	0.60	0.59	0.40	0.41	0.46	0.29

Covariance Matrix

	BL3	BL4	BL5	BI1	BI2	BI5
BL3	0.42					
BL4	0.34	0.63				
BL5	0.27	0.52	0.70			
BI1	0.39	0.44	0.26	0.88		
BI2	0.44	0.54	0.48	0.61	0.88	
BI5	0.30	0.36	0.33	0.39	0.46	0.46
BI6	0.35	0.56	0.46	0.46	0.48	0.33
BI7	0.38	0.52	0.45	0.46	0.51	0.37
BI8	0.36	0.27	0.32	0.31	0.48	0.34
BI9	0.41	0.50	0.33	0.60	0.71	0.40

Covariance Matrix

	BI6	BI7	BI8	BI9
BI6	0.88			
BI7	0.49	0.56		
BI8	0.24	0.30	0.54	
BI9	0.43	0.47	0.43	0.89

Number of Iterations = 60

LISREL Estimates (Maximum Likelihood)

Measurement Equations

BM1 = 1.00*Image, Errorvar.= 0.40 , R^2 = 0.48
(0.038)
10.33

BM2 = 0.96*Image, Errorvar.= 0.16 , R^2 = 0.68
(0.10) (0.020)
9.21 7.96

BM3 = 0.81*Image, Errorvar.= 0.28 , R^2 = 0.46
(0.11) (0.029)
7.60 9.77

BM4 = 0.96*Image, Errorvar.= 0.21 , R^2 = 0.62
(0.10) (0.023)
9.38 8.83

BM5 = 0.80*Image, Errorvar.= 0.16 , R^2 = 0.60
(0.093) (0.020)
8.61 7.94

BM6 = 1.10*Image, Errorvar.= 0.076 , R^2 = 0.85
(0.11) (0.0085)
10.26 8.95

BM7 = 1.00*Image, Errorvar.= 0.24 , R^2 = 0.60
(0.10) (0.025)
9.80 9.70

BM8 = 1.09*Image, Errorvar.= 0.21 , R^2 = 0.67
(0.082) (0.026)
13.21 8.12

BM9 = 0.86*Image, Errorvar.= 0.22 , R^2 = 0.55
(0.10) (0.027)
8.33 7.92

BT1 = 1.04*Trust, Errorvar.= 0.11 , R^2 = 0.73
(0.12) (0.014)
8.85 8.04

BT2 = 1.00*Trust, Errorvar.= 0.23 , R^2 = 0.55
(0.027)
8.69

BL2 = 0.92*Loyalty, Errorvar.= 0.33 , R^2 = 0.43
(0.10) (0.036)
8.97 9.19

BL3 = 1.00*Loyalty, Errorvar.= 0.11 , R^2 = 0.73
(0.014)
8.04

BL4 = 1.30*Loyalty, Errorvar.= 0.12 , R^2 = 0.81
(0.089) (0.015)
14.64 7.77

BL5 = 1.16*Loyalty, Errorvar.= 0.30 , R^2 = 0.57
(0.11) (0.035)
10.92 8.66

BI1 = 1.00*Identity, Errorvar.= 0.48 , R^2 = 0.45
(0.059)
8.18

BI2 = 1.26*Identity, Errorvar.= 0.24 , R^2 = 0.72
(0.13) (0.028)
9.82 8.60

BI5 = 0.86*Identity, Errorvar.= 0.17 , R^2 = 0.64

(0.099) (0.021)
8.67 8.06

BI6 = 1.07*Identity, Errorvar.= 0.42 , R^2 = 0.52
(0.14) (0.052)
7.91 8.10

BI7 = 1.09*Identity, Errorvar.= 0.080 , R^2 = 0.86
(0.11) (0.010)
9.88 7.92

BI8 = 0.83*Identity, Errorvar.= 0.27 , R^2 = 0.51
(0.11) (0.025)
7.85 10.77

BI9 = 1.19*Identity, Errorvar.= 0.34 , R^2 = 0.62
(0.14) (0.033)
8.60 10.42

Error Covariance for BM3 and BM2 = 0.041
(0.014)
2.85

Error Covariance for BM4 and BM1 = 0.036
(0.011)
3.34

Error Covariance for BM4 and BM3 = 0.039
(0.013)
3.01

Error Covariance for BM5 and BM2 = 0.054
(0.013)
4.06

Error Covariance for BM5 and BM3 = -0.04
(0.013)
-3.44

Error Covariance for BM6 and BM4 = 0.034
(0.0072)
4.63

Error Covariance for BM7 and BM1 = 0.071
(0.014)
5.07

Error Covariance for BM8 and BM1 = 0.16
(0.023)
7.03

Error Covariance for BM8 and BM5 = -0.04
(0.010)
-3.77

Error Covariance for BM9 and BM3 = 0.045
(0.014)
3.13

Error Covariance for BT2 and BM1 = 0.14
(0.020)
6.98

Error Covariance for BT2 and BM7 = 0.073
(0.014)
5.22

Error Covariance for BT2 and BT1 = -0.07
(0.012)
-6.06

Error Covariance for BL2 and BM2 = -0.11
(0.018)
-6.31

Error Covariance for BL2 and BM3 = -0.12
(0.020)
-6.33

Error Covariance for BL3 and BT1 = 0.11
(0.014)
8.03

Error Covariance for BL3 and BT2 = -0.07
(0.012)
-6.05

Error Covariance for BL4 and BM1 = -0.05
(0.012)
-4.08

Error Covariance for BL4 and BM4 = 0.074
(0.013)
5.63

Error Covariance for BL4 and BM6 = 0.027
(0.0060)
4.57

Error Covariance for BL4 and BM7 = -0.08
(0.012)
-6.24

Error Covariance for BL4 and BT2 = -0.08
(0.012)
-6.50

Error Covariance for BL5 and BM3 = -0.11
(0.016)

-6.88

Error Covariance for BL5 and BM7 = -0.12
(0.018)
-6.57

Error Covariance for BI2 and BM1 = 0.11
(0.018)
6.13

Error Covariance for BI2 and BM3 = 0.078
(0.019)
4.21

Error Covariance for BI2 and BI1 = 0.052
(0.018)
2.82

Error Covariance for BI5 and BM3 = 0.0091
(0.011)
0.79

Error Covariance for BI5 and BM8 = 0.042
(0.012)
3.45

Error Covariance for BI6 and BT2 = -0.10
(0.020)
-4.96

Error Covariance for BI7 and BM6 = 0.059
(0.0080)
7.39

Error Covariance for BI8 and BM3 = -0.06
(0.014)
-4.51

Error Covariance for BI8 and BM4 = -0.11
(0.016)
-6.75

Error Covariance for BI8 and BM6 = 0.011
(0.0059)
1.84

Error Covariance for BI8 and BM7 = 0.11
(0.016)
7.38

Error Covariance for BI8 and BM9 = 0.094
(0.016)
6.06

Error Covariance for BI8 and BL4 = -0.11

(0.014)
-7.51

Error Covariance for BI9 and BM1 = 0.21
(0.025)
8.18

Error Covariance for BI9 and BM4 = 0.058
(0.012)
4.82

Error Covariance for BI9 and BM5 = -0.05
(0.012)
-4.51

Error Covariance for BI9 and BM7 = 0.059
(0.011)
5.54

Error Covariance for BI9 and BM8 = 0.11
(0.019)
6.12

Error Covariance for BI9 and BL2 = -0.14
(0.021)
-6.89

Error Covariance for BI9 and BI2 = 0.093
(0.018)
5.09

Structural Equations

Image = 0.95*Identity, Errorvar.= 0.0036 , R^2 = 0.99
(0.13) (0.0023)
7.60 1.56

Trust = - 0.84*Image + 1.63*Identity,, R^2 = 1.00
(0.66) (0.66)
-1.26 2.46

Loyalty = 1.04*Trust, Errorvar.= 0.00 , R^2 = 1.00
(0.12) (0.00043)
8.85 0.036

Reduced Form Equations

Image = 0.95*Identity, Errorvar.= 0.0036, R^2 = 0.99
(0.13)
7.60

Trust = 0.84*Identity, Errorvar.= 0.0025, R^2 = 0.99
(0.10)

8.07

Loyalty = 0.87*Identity, Errorvar.= 0.0027, R^2 = 0.99
(0.095)
9.15

Variances of Independent Variables

Identity
0.40
(0.09)
4.43

Covariance Matrix of Latent Variables

	Image	Trust	Loyalty	Identity
Image	0.37			
Trust	0.32	0.28		
Loyalty	0.33	0.29	0.30	
Identity	0.38	0.33	0.35	0.40

W_A_R_N_I_N_G: Matrix above is not positive definite

Goodness of Fit Statistics

Degrees of Freedom = 162
Minimum Fit Function Chi-Square = 585.20 (P = 0.0)
Normal Theory Weighted Least Squares Chi-Square = 445.90 (P = 0.0)
Estimated Non-centrality Parameter (NCP) = 283.90
90 Percent Confidence Interval for NCP = (224.84 ; 350.60)

Minimum Fit Function Value = 4.37
Population Discrepancy Function Value (F0) = 2.12
90 Percent Confidence Interval for F0 = (1.68 ; 2.62)
Root Mean Square Error of Approximation (RMSEA) = 0.11
90 Percent Confidence Interval for RMSEA = (0.10 ; 0.13)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 4.69
90 Percent Confidence Interval for ECVI = (4.25 ; 5.18)
ECVI for Saturated Model = 3.78
ECVI for Independence Model = 36.49

Chi-Square for Independence Model with 231 Degrees of Freedom = 4846.19
Independence AIC = 4890.19
Model AIC = 627.90
Saturated AIC = 506.00
Independence CAIC = 4976.11
Model CAIC = 983.28
Saturated CAIC = 1494.03

Normed Fit Index (NFI) = 0.88
Non-Normed Fit Index (NNFI) = 0.87
Parsimony Normed Fit Index (PNFI) = 0.62
Comparative Fit Index (CFI) = 0.91
Incremental Fit Index (IFI) = 0.91
Relative Fit Index (RFI) = 0.83

Critical N (CN) = 48.35

Root Mean Square Residual (RMR) = 0.040
Standardized RMR = 0.063
Goodness of Fit Index (GFI) = 0.77
Adjusted Goodness of Fit Index (AGFI) = 0.64
Parsimony Goodness of Fit Index (PGFI) = 0.49

Standardized Solution

LAMBDA-Y

	Image	Trust	Loyalty
BM1	0.61	- -	- -
BM2	0.58	- -	- -
BM3	0.49	- -	- -
BM4	0.58	- -	- -
BM5	0.48	- -	- -
BM6	0.67	- -	- -
BM7	0.60	- -	- -
BM8	0.66	- -	- -
BM9	0.52	- -	- -
BT1	- -	0.55	- -
BT2	- -	0.53	- -
BL2	- -	- -	0.51
BL3	- -	- -	0.55
BL4	- -	- -	0.72
BL5	- -	- -	0.64

LAMBDA-X

	Identity
BI1	0.63
BI2	0.79
BI5	0.54
BI6	0.68
BI7	0.69
BI8	0.53
BI9	0.75

BETA

	Image	Trust	Loyalty
Image	- -	- -	- -
Trust	-0.95	- -	- -
Loyalty	- -	1.00	- -

GAMMA

	Identity
Image	1.00
Trust	1.94
Loyalty	- -

Correlation Matrix of ETA and KSI

	Image	Trust	Loyalty	Identity
Image	1.00			
Trust	0.98	1.00		
Loyalty	0.98	1.00	1.00	
Identity	1.00	1.00	1.00	1.00

PSI
Note: This matrix is diagonal.

Image	Trust	Loyalty
0.01	- -	0.00

Regression Matrix ETA on KSI (Standardized)

	Identity
Image	1.00
Trust	1.00
Loyalty	1.00

Completely Standardized Solution

LAMBDA-Y

	Image	Trust	Loyalty
BM1	0.69	- -	- -
BM2	0.83	- -	- -
BM3	0.68	- -	- -
BM4	0.79	- -	- -
BM5	0.77	- -	- -
BM6	0.92	- -	- -
BM7	0.77	- -	- -
BM8	0.82	- -	- -
BM9	0.74	- -	- -

BT1	- -	0.85	- -
BT2	- -	0.74	- -
BL2	- -	- -	0.66
BL3	- -	- -	0.85
BL4	- -	- -	0.90
BL5	- -	- -	0.76

LAMBDA-X

	Identity
BI1	0.67
BI2	0.85
BI5	0.80
BI6	0.72
BI7	0.93
BI8	0.71
BI9	0.79

BETA

	Image	Trust	Loyalty
Image	- -	- -	- -
Trust	-0.95	- -	- -
Loyalty	- -	1.00	- -

GAMMA

	Identity
Image	1.00
Trust	1.94
Loyalty	- -

Correlation Matrix of ETA and KSI

	Image	Trust	Loyalty	Identity
Image	1.00			
Trust	0.98	1.00		
Loyalty	0.98	1.00	1.00	
Identity	1.00	1.00	1.00	1.00

PSI

Note: This matrix is diagonal.

Image	Trust	Loyalty
0.01	- -	0.00

THETA-EPS

BM1	BM2	BM3	BM4	BM5	BM6

BM1	0.52					
BM2	- -	0.32				
BM3	- -	0.08	0.54			
BM4	0.06	- -	0.07	0.38		
BM5	- -	0.12	-0.10	- -	0.40	
BM6	- -	- -	- -	0.06	- -	0.15
BM7	0.11	- -	- -	- -	- -	- -
BM8	0.23	- -	- -	- -	-0.08	- -
BM9	- -	- -	0.09	- -	- -	- -
BT1	- -	- -	- -	- -	- -	- -
BT2	0.22	- -	- -	- -	- -	- -
BL2	- -	-0.21	-0.22	- -	- -	- -
BL3	- -	- -	- -	- -	- -	- -
BL4	-0.07	- -	- -	0.13	- -	0.05
BL5	- -	- -	-0.18	- -	- -	- -

THETA-EPS

	BM7	BM8	BM9	BT1	BT2	BL2
BM7	0.40					
BM8	- -	0.33				
BM9	- -	- -	0.45			
BT1	- -	- -	- -	0.27		
BT2	0.13	- -	- -	-0.15	0.45	
BL2	- -	- -	- -	- -	- -	0.57
BL3	- -	- -	- -	0.27	-0.15	- -
BL4	-0.12	- -	- -	- -	-0.14	- -
BL5	-0.19	- -	- -	- -	- -	- -

THETA-EPS

	BL3	BL4	BL5
BL3	0.27		
BL4	- -	0.19	
BL5	- -	- -	0.43

THETA-DELTA-EPS

	BM1	BM2	BM3	BM4	BM5	BM6
BI1	- -	- -	- -	- -	- -	- -
BI2	0.13	- -	0.12	- -	- -	- -
BI5	- -	- -	0.02	- -	- -	- -
BI6	- -	- -	- -	- -	- -	- -
BI7	- -	- -	- -	- -	- -	0.11
BI8	- -	- -	-0.12	-0.20	- -	0.02
BI9	0.25	- -	- -	0.08	-0.09	- -

THETA-DELTA-EPS

	BM7	BM8	BM9	BT1	BT2	BL2
BI1	- -	- -	- -	- -	- -	- -

BI2	- -	- -	- -	- -	- -	- -
BI5	- -	0.08	- -	- -	- -	- -
BI6	- -	- -	- -	- -	-0.15	- -
BI7	- -	- -	- -	- -	- -	- -
BI8	0.20	- -	0.18	- -	- -	- -
BI9	0.08	0.15	- -	- -	- -	-0.20

THETA-DELTA-EPS

	BL3	BL4	BL5
BI1	- -	- -	- -
BI2	- -	- -	- -
BI5	- -	- -	- -
BI6	- -	- -	- -
BI7	- -	- -	- -
BI8	- -	-0.18	- -
BI9	- -	- -	- -

THETA-DELTA

	BI1	BI2	BI5	BI6	BI7	BI8
BI1	0.55					
BI2	0.06	0.28				
BI5	- -	- -	0.36			
BI6	- -	- -	- -	0.48		
BI7	- -	- -	- -	- -	0.14	
BI8	- -	- -	- -	- -	- -	0.49
BI9	- -	0.10	- -	- -	- -	- -

THETA-DELTA

	BI9
BI9	0.38

Regression Matrix ETA on KSI (Standardized)

	Identity
Image	1.00
Trust	1.00
Loyalty	1.00

Time used: 0.328 Seconds