

# LAMPIRAN-LAMPIRAN







## **KUESIONER PENELITIAN**

### **PENGARUH PROMOSI, CITRA MEREK, DAN KELENGKAPAN PRODUK TERHADAP LOYALITAS KONSUMEN DENGAN KEPUASAN KONSUMEN SEBAGAI VARIABEL INTERVENING PADA SWALAYAN PANTES KAJEN PATI**

#### **PENGANTAR**

Penyusunan skripsi dibuat dalam rangka memenuhi syarat untuk dapat menyelesaikan pendidikan strata 1 (S1) Program Studi Manajemen pada Universitas Muria Kudus, diperlukan data-data dan informasi-informasi yang mendukung kelancaran penelitian ini.

Demi tercapainya tujuan penelitian ini, maka peneliti mohon kesediaan dari Bapak/Ibu/ Saudara untuk membantu mengisi angket atau daftar pertanyaan yang telah disediakan (terlampir berikut ini).

Kemudian atas kesediaan Bapak/Ibu/Saudara, yang telah meluangkan waktunya untuk mengisi angket penelitian ini, penyusunan mengucapkan banyak terima kasih dan mohon maaf apabila ada pertanyaan yang tidak berkenan di hati Bapak/Ibu/Saudara.

**Peneliti,**

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NIM. 2017-11-479

## **BAGIAN I. IDENTITAS RESPONDEN**

Berilah tanda silang (X) pada jawaban yang sesuai.

1. Jenis Kelamin : a. Pria b. Wanita
2. Usia : a. 17-25 tahun  
b. 25-30 tahun  
c. 31-39 tahun  
d. 40-49 tahun  
e. 50 tahun ke atas
3. Pendidikan Terakhir : a. SMP  
b. SMA  
c. D1-D3  
d. S1
4. Pekerjaan : a. Wiraswasta  
b. Karyawan Swasta  
c. PNS  
d. Ibu rumah tangga

## **BAGIAN II DAFTAR PERTANYAAN**

Pada pertanyaan berikut ini, Bapak/Ibu/Saudara dimohon untuk memberikan tanda silang (X) pada salah satu jawaban yang tersedia, yang paling sesuai menurut Bapak/Ibu/Saudara. Di sini tidak ada jawaban yang salah. Semua jawaban adalah benar.

### **PILIH LAH :**

- SS : Sangat Setuju  
S : Setuju  
CS : Cukup Setuju  
TS : Tidak Setuju  
STS : Sangat Tidak Setuju

## PROMOSI

No	PERTANYAAN	STS	TS	CS	S	SS
1	<b><u>Promosi lewat iklan</u></b> Apakah Bapak/Ibu/Sdr/i setuju bahwa Swalayan Pantes Kajen Pati selalu mempromosikan produk-produknya dengan iklan. ?					
2	<b><u>Promosi lewat brosur</u></b> Apakah Bapak/Ibu/Sdr/i setuju bahwa Swalayan Pantes Kajen Pati selalu mempromosikan produk-produknya dengan melakukan penyebaran brosur-brosur di wilayah sekitar Kajen ?					
3	<b><u>Promosi dengan pemberian hadiah</u></b> Apakah Bapak/Ibu/Sdr/i setuju bahwa Swalayan Pantes Kajen Pati memberikan hadiah dengan pengundian kupon ?					
4	<b><u>Pengembalian tunai</u></b> Apakah Bapak/Ibu/Sdr/i setuju bahwa Swalayan Pantes Kajen Pati selalu memberikan pengembalian tunai bagi konsumen dengan total pembelanjaan tertentu ?					
5	<b><u>Hubungan masyarakat</u></b> Apakah Bapak/Ibu/Sdr/i setuju bahwa Swalayan Pantes Kajen Pati menjalin hubungan masyarakat yang baik dengan menjadi sponsor di berbagai acara kegiatan kemasyarakatan?					

## CITRA MEREK

No	PERTANYAAN	STS	TS	CS	S	SS
1	<b><u>Citra korporat</u></b> Apakah Bapak/Ibu/Sdr/i setuju bahwa Swalayan Pantes Kajen Pati telah dikenal banyak orang?					
2	<b><u>Citra produk</u></b> Apakah Bapak/Ibu/Sdr/i setuju bahwa Swalayan Pantes Kajen Pati memiliki citra produk yang berkualitas baik?					

3	<b><u>Citra pemakai</u></b> Apakah Bapak/Ibu/Sdr/i setuju bahwa Swalayan Pantes Kajen Pati kesan yang positif ketika berbelanja?					
4	<b><u>Atribut</u></b> Apakah Bapak/Ibu/Sdr/i setuju bahwa Swalayan Pantes Kajen Pati kesan yang positif memiliki variasi ukuran produk yang dijual?					
5	<b><u>Manfaat</u></b> Apakah Bapak/Ibu/Sdr/i setuju bahwa Swalayan Pantes Kajen Pati memiliki manfaat setelah pembelian ?					
6	<b><u>Evaluasi keseluruhan</u></b> Apakah Bapak/Ibu/Sdr/i setuju bahwa secara keseluruhan Swalayan Pantes Kajen Pati mampu memberikan kemudahan dalam pemenuhan bagi konsumen ?					

#### KELENGKAPAN PRODUK

No	PERTANYAAN	STS	TS	CS	S	SS
1	<b><u>Variasi bentuk</u></b> Apakah Bapak/Ibu/Sdr/i setuju bahwa Swalayan Pantes Kajen Pati memiliki kelengkapan variasi bentuk barang yang ditawarkan?					
2	<b><u>Variasi ukuran</u></b> Apakah Bapak/Ibu/Sdr/i setuju bahwa Swalayan Pantes Kajen Pati memiliki kelengkapan variasi ukuran barang yang ditawarkan?					
3	<b><u>Produk kebutuhan sehari-hari</u></b> Apakah Bapak/Ibu/Sdr/i setuju bahwa Swalayan Pantes Kajen Pati menjual produk kebutuhan sehari-hari?					

4	<b><u>Produk berkualitas</u></b> Apakah Bapak/Ibu/Sdr/i setuju bahwa Swalayan Pantes Kajen Pati menjual produk yang berkualitas?					
5	<b><u>Ketersediaan produk</u></b> Apakah Bapak/Ibu/Sdr/i setuju bahwa produk pada Swalayan Pantes Kajen Pati selalu tersedia?					
6	<b><u>Ketersediaan merek</u></b> Apakah Bapak/Ibu/Sdr/i setuju bahwa Swalayan Pantes Kajen Pati menyediakan bermacam-macam merek produk?					

#### KEPUASAN KONSUMEN

No	PERTANYAAN	STS	TS	CS	S	SS
1	Puas perusahaan Apakah Bapak/Ibu/Sdr/i setuju bahwa merasa puas secara keseluruhan atas Swalayan Pantes Kajen Pati?					
2	<b><u>Terpenuhinya harapan</u></b> Apakah Bapak/Ibu/Sdr/i setuju merasa terpenuhi harapan setelah berbelanja pada Swalayan Pantes Kajen Pati?					
3	<b><u>Selalu membeli produk</u></b> Apakah Bapak/Ibu/Sdr/i setuju selalu membeli produk kebutuhan pada Swalayan Pantes Kajen Pati?					
4	<b><u>Kesesuaian harapan</u></b> Apakah Bapak/Ibu/Sdr/i setuju Swalayan Pantes Kajen Pati mampu memberikan kesesuaian harapan konsumennya?					
5	<b><u>Kemudahan dalam memperoleh</u></b> Apakah Bapak/Ibu/Sdr/i setuju berbelanja pada Swalayan Pantes Kajen Pati memberikan kemudahan dalam mendapatkan produk yang diinginkan?					

6	<b><u>Kesediaan merekomendasi</u></b> Apakah Bapak/Ibu/Sdr/i setuju bersedia merekomendasikan teman dan kerabat untuk menjadi konsumen pada Swalayan Pantas Kajen Pati?					
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## LOYALITAS KONSUMEN

No	PERTANYAAN	STS	TS	CS	S	SS
1	<b><u>Pembelian ulang</u></b> Apakah Bapak/Ibu/Sdr/i setuju bahwa selalu melakukan pembelian secara ulang secara teratur pada Swalayan Pantas Kajen Pati?					
2	<b><u>Pembelian diluar lini produk</u></b> Apakah Bapak/Ibu/Sdr/i setuju bahwa selalu melakukan pembelian diluar lini produk barang seperti membeli pulsa dan lain sebagainya pada Swalayan Pantas Kajen Pati?					
3	<b><u>Merekomendasikan produk</u></b> Apakah Bapak/Ibu/Sdr/i setuju bahwa selalu melakukan merekomendasikan keluarga dan teman untuk berbelanja pada Swalayan Pantas Kajen Pati?					
4	<b><u>Kekebalan produk sejenis dari pesaing</u></b> Apakah Bapak/Ibu/Sdr/i setuju bahwa merasa kebal terhadap tarikan produk yang dijual pesaing Swalayan Pantas Kajen Pati?					





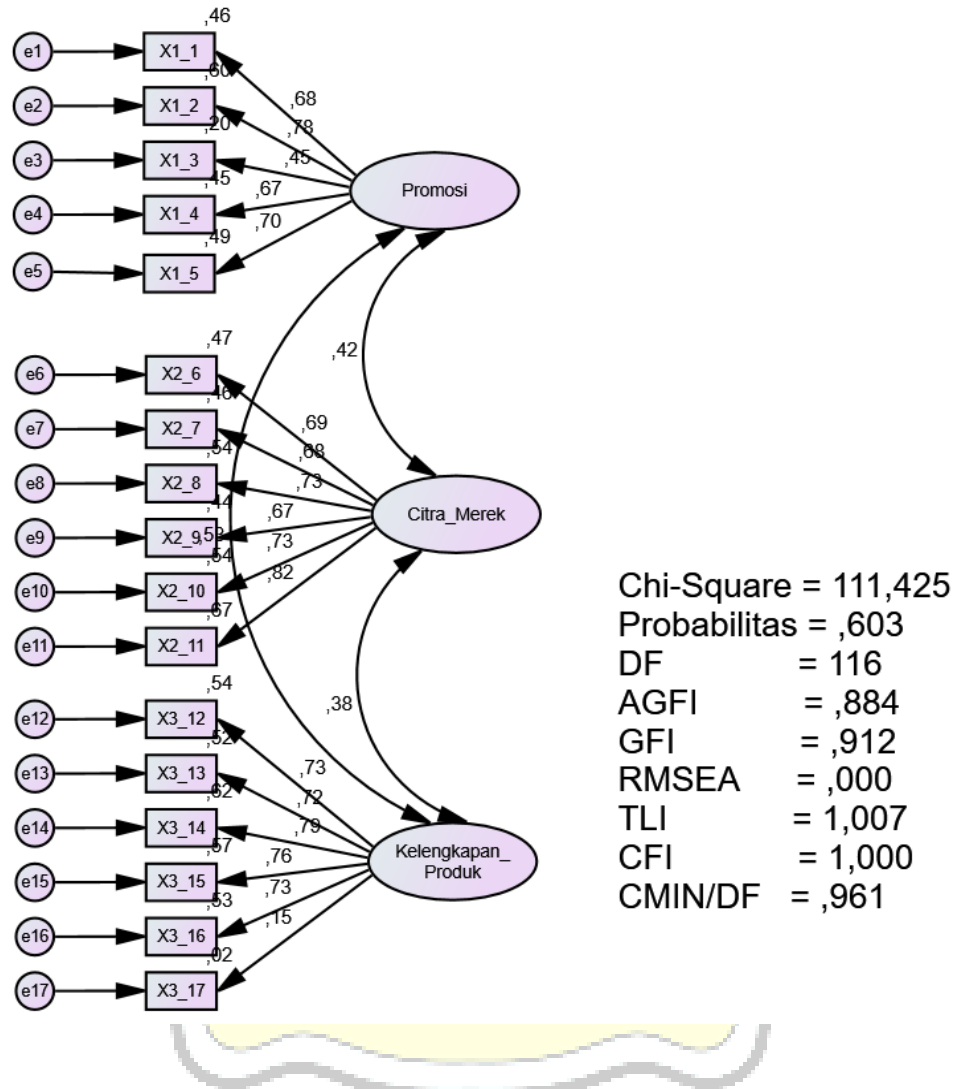
**LAMPIRAN 2**  
**HASIL TANGGAPAN**  
**RESPONDEN**







## ANALISIS KONFIRMATORY VARIABEL EKSOGEN TAHAP 1



Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

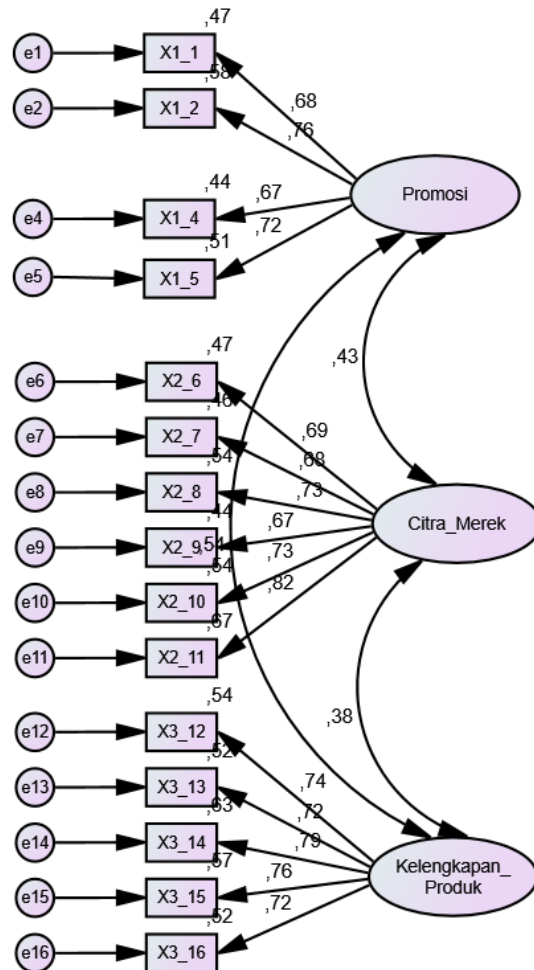
	Estimate	S.E.	C.R.	P	Label
X1_1 <--- Promosi	1,000				
X1_2 <--- Promosi	1,155	,156	7,418	***	par_1
X2_6 <--- Citra_Merek	1,000				
X2_7 <--- Citra_Merek	,955	,136	7,021	***	par_2

	Estimate	S.E.	C.R.	P	Label
X2_8 <--- Citra_Merek	1,163	,154	7,565	***	par_3
X3_12 <--- Kelengkapan_Produk	1,000				
X3_13 <--- Kelengkapan_Produk	1,055	,131	8,043	***	par_4
X3_14 <--- Kelengkapan_Produk	1,189	,141	8,442	***	par_5
X2_9 <--- Citra_Merek	,943	,138	6,817	***	par_6
X3_15 <--- Kelengkapan_Produk	1,226	,152	8,069	***	par_7
X1_3 <--- Promosi	,746	,163	4,577	***	par_8
X2_10 <--- Citra_Merek	,995	,133	7,467	***	par_9
X1_4 <--- Promosi	1,051	,163	6,445	***	par_10
X3_16 <--- Kelengkapan_Produk	,957	,124	7,738	***	par_11
X1_5 <--- Promosi	1,149	,169	6,817	***	par_12
X2_11 <--- Citra_Merek	1,350	,163	8,288	***	par_13
X3_17 <--- Kelengkapan_Produk	,201	,129	1,558	,119	par_15

**Standardized Regression Weights: (Group number 1 - Default model)**

	Estimate
X1_1 <--- Promosi	,682
X1_2 <--- Promosi	,778
X2_6 <--- Citra_Merek	,687
X2_7 <--- Citra_Merek	,678
X2_8 <--- Citra_Merek	,733
X3_12 <--- Kelengkapan_Produk	,733
X3_13 <--- Kelengkapan_Produk	,723
X3_14 <--- Kelengkapan_Produk	,789
X2_9 <--- Citra_Merek	,666
X3_15 <--- Kelengkapan_Produk	,756
X1_3 <--- Promosi	,451
X2_10 <--- Citra_Merek	,734
X1_4 <--- Promosi	,668
X3_16 <--- Kelengkapan_Produk	,728
X1_5 <--- Promosi	,702
X2_11 <--- Citra_Merek	,820
X3_17 <--- Kelengkapan_Produk	,146

## ANALISIS KONFIRMATORY VARIABEL EKSOGEN TAHAP 2



Chi-Square = 77,815  
 Probabilitas = ,749  
 DF = 87  
 AGFI = ,904  
 GFI = ,930  
 RMSEA = ,000  
 TLI = 1,014  
 CFI = 1,000  
 CMIN/DF = ,894

### Scalar Estimates (Group number 1 – Default model)

### Maximum Likelihood Estimates

### Regression Weights: (Group number 1 – Default model)

	Estimate	S.E.	C.R.	P	Label
X1_1 ←- Promosi	1,000				
X1_2 ←- Promosi	1,127	,155	7,269	***	par_1
X2_6 ←- Citra_Merek	1,000				
X2_7 ←- Citra_Merek	,954	,136	7,020	***	par_2
X2_8 ←- Citra_Merek	1,163	,154	7,569	***	par_3
X3_12 ←- Kelengkapan_Produk	1,000				
X3_13 ←- Kelengkapan_Produk	1,050	,130	8,062	***	par_4

	Estimate	S.E.	C.R.	P	Label
X3_14 ←- Kelengkapan__Produk	1,189	,140	8,474	***	par_5
X2_9 ←- Citra_Merek	,943	,138	6,820	***	par_6
X3_15 ←- Kelengkapan__Produk	1,221	,151	8,083	***	par_7
X2_10 ←- Citra_Merek	,995	,133	7,471	***	par_8
X1_4 ←- Promosi	1,047	,165	6,357	***	par_9
X3_16 ←- Kelengkapan__Produk	,947	,123	7,730	***	par_10
X1_5 ←- Promosi	1,171	,172	6,799	***	par_11
X2_11 ←- Citra_Merek	1,349	,163	8,291	***	par_12

**Standardized Regression Weights: (Group number 1 – Default model)**

	Estimate
X1_1 ←- Promosi	,683
X1_2 ←- Promosi	,760
X2_6 ←- Citra_Merek	,688
X2_7 ←- Citra_Merek	,677
X2_8 ←- Citra_Merek	,733
X3_12 ←- Kelengkapan__Produk	,736
X3_13 ←- Kelengkapan__Produk	,722
X3_14 ←- Kelengkapan__Produk	,792
X2_9 ←- Citra_Merek	,666
X3_15 ←- Kelengkapan__Produk	,756
X2_10 ←- Citra_Merek	,734
X1_4 ←- Promosi	,667
X3_16 ←- Kelengkapan__Produk	,723
X1_5 ←- Promosi	,717
X2_11 ←- Citra_Merek	,820

**Covariances: (Group number 1 – Default model)**

	Estimate	S.E.	C.R.	P	Label
Promosi < Citra_Merek	,120	,034	3,503	***	par_13
Citra_Merek < Kelengkapan__Produk	,105	,032	3,273	,001	par_14
Promosi < Kelengkapan__Produk	,159	,039	4,079	***	par_15



**Correlations: (Group number 1 - Default model)**

	Estimate
Promosi <--> Citra_Merek	,431
Citra_Merek <--> Kelengkapan_Produk	,376
Promosi <--> Kelengkapan_Produk	,535

**Variiances: (Group number 1 - Default model)**

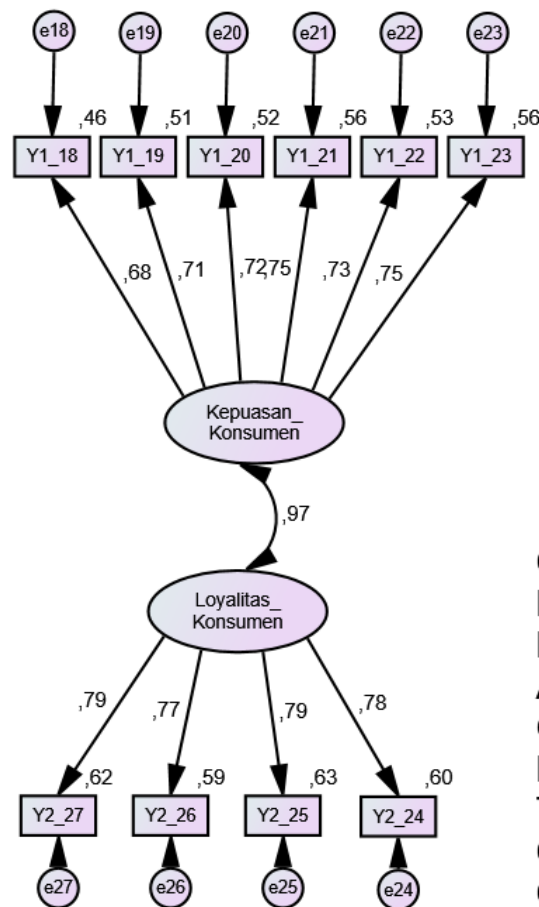
	Estimate	S.E.	C.R.	P	Label
Promosi	,297	,073	4,082	***	par_16
Citra_Merek	,262	,061	4,300	***	par_17
Kelengkapan_Produk	,295	,063	4,675	***	par_18
e1	,340	,052	6,548	***	par_19
e2	,276	,049	5,572	***	par_20
e6	,292	,041	7,133	***	par_21
e7	,281	,039	7,182	***	par_22
e8	,305	,045	6,736	***	par_23
e12	,249	,038	6,630	***	par_24
e13	,298	,044	6,731	***	par_25
e14	,248	,041	6,049	***	par_26
e9	,292	,040	7,223	***	par_27
e15	,330	,051	6,447	***	par_28
e10	,222	,033	6,768	***	par_29
e4	,407	,061	6,681	***	par_30
e16	,242	,036	6,769	***	par_31
e5	,384	,063	6,130	***	par_32
e11	,233	,040	5,747	***	par_33

**Squared Multiple Correlations: (Group number 1 - Default model)**

	Estimate
X2_11	,672
X1_5	,515
X3_16	,523
X1_4	,445
X2_10	,539
X3_15	,571
X2_9	,444
X3_14	,627
X3_13	,522
X3_12	,542
X2_8	,538

	Estimate
X2_7	,459
X2_6	,473
X1_2	,578
X1_1	,467

## ANALISIS KONFIRMATORY VARIABEL ENDOGEN TAHAP 1



Chi-Square = 39,857  
 Probabilitas = ,226  
 DF = 34  
 AGFI = ,909  
 GFI = ,944  
 RMSEA = ,036  
 TLI = ,989  
 CFI = ,992  
 CMIN/DF = 1,172

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

**Regression Weights: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
Y1_18 <--- Kepuasan__Konsumen	1,000				
Y1_19 <--- Kepuasan__Konsumen	,967	,129	7,506	***	par_1
Y2_24 <--- Loyalitas__Konsumen	1,000				
Y2_25 <--- Loyalitas__Konsumen	,938	,096	9,746	***	par_2
Y1_20 <--- Kepuasan__Konsumen	1,007	,133	7,579	***	par_3
Y1_21 <--- Kepuasan__Konsumen	1,083	,139	7,806	***	par_4
Y1_22 <--- Kepuasan__Konsumen	1,064	,140	7,602	***	par_5
Y1_23 <--- Kepuasan__Konsumen	,978	,126	7,761	***	par_6
Y2_26 <--- Loyalitas__Konsumen	,684	,074	9,201	***	par_7
Y2_27 <--- Loyalitas__Konsumen	,706	,074	9,492	***	par_8

**Standardized Regression Weights: (Group number 1 - Default model)**

	Estimate
Y1_18 <--- Kepuasan__Konsumen	,678
Y1_19 <--- Kepuasan__Konsumen	,711
Y2_24 <--- Loyalitas__Konsumen	,777
Y2_25 <--- Loyalitas__Konsumen	,795
Y1_20 <--- Kepuasan__Konsumen	,722
Y1_21 <--- Kepuasan__Konsumen	,750
Y1_22 <--- Kepuasan__Konsumen	,730
Y1_23 <--- Kepuasan__Konsumen	,747
Y2_26 <--- Loyalitas__Konsumen	,765
Y2_27 <--- Loyalitas__Konsumen	,787

**Covariances: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
Kepuasan__Konsu <-- Loyalitas__Konsu men > men	,422	,075	5,645	** *	par_ 9

**Correlations: (Group number 1 - Default model)**

	Estimate
Kepuasan__Konsumen <--> Loyalitas__Konsumen	,965

**Variances: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
Kepuasan__Konsumen	,359	,083	4,310	***	par_10
Loyalitas__Konsumen	,532	,102	5,199	***	par_11
e18	,423	,056	7,524	***	par_12
e24	,349	,050	6,958	***	par_13
e19	,329	,045	7,346	***	par_14
e25	,273	,040	6,780	***	par_15
e20	,335	,046	7,295	***	par_16
e21	,327	,046	7,164	***	par_17
e22	,356	,049	7,248	***	par_18
e23	,272	,038	7,172	***	par_19
e26	,176	,025	6,961	***	par_20
e27	,163	,024	6,758	***	par_21

**Squared Multiple Correlations: (Group number 1 - Default model)**

	Estimate
Y2_27	,619
Y2_26	,585
Y1_23	,559
Y1_22	,534
Y1_21	,563
Y1_20	,521
Y2_25	,631
Y1_19	,506
Y2_24	,604
Y1_18	,459

**Scalar Estimates (Group number 1 - Default model)**

**Maximum Likelihood Estimates**

**Regression Weights: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
X1_1 <--- Promosi	1,000				
X1_2 <--- Promosi	1,096	,147	7,440	***	par_1
X2_6 <--- Citra_Merek	1,000				
X2_7 <--- Citra_Merek	,957	,134	7,133	***	par_2
X2_8 <--- Citra_Merek	1,159	,151	7,659	***	par_3
X3_12 <--- Kelengkapan__Produk	1,000				
X3_13 <--- Kelengkapan__Produk	1,005	,129	7,797	***	par_4
X3_14 <--- Kelengkapan__Produk	1,209	,136	8,863	***	par_5
X2_9 <--- Citra_Merek	,925	,136	6,811	***	par_6
X3_15 <--- Kelengkapan__Produk	1,261	,148	8,542	***	par_7
Y1_18 <--- Kepuasan__Konsumen	1,000				
Y1_19 <--- Kepuasan__Konsumen	,970	,128	7,548	***	par_8
Y2_24 <--- Loyalitas__Konsumen	1,000				
Y2_25 <--- Loyalitas__Konsumen	,913	,090	10,175	***	par_9
Y1_20 <--- Kepuasan__Konsumen	1,029	,133	7,744	***	par_10
X2_10 <--- Citra_Merek	,985	,131	7,528	***	par_11
Y1_21 <--- Kepuasan__Konsumen	1,096	,138	7,915	***	par_12
X1_4 <--- Promosi	1,080	,160	6,740	***	par_13
X3_16 <--- Kelengkapan__Produk	,947	,119	7,929	***	par_14
X1_5 <--- Promosi	1,167	,165	7,091	***	par_15
Y1_22 <--- Kepuasan__Konsumen	1,040	,139	7,487	***	par_16
Y1_23 <--- Kepuasan__Konsumen	,971	,125	7,750	***	par_17
Y2_26 <--- Loyalitas__Konsumen	,661	,069	9,565	***	par_18
Y2_27 <--- Loyalitas__Konsumen	,688	,069	10,027	***	par_19
X2_11 <--- Citra_Merek	1,340	,160	8,385	***	par_20

**Standardized Regression Weights: (Group number 1 - Default model)**

	Estimate
X1_1 <--- Promosi	,684
X1_2 <--- Promosi	,740
X2_6 <--- Citra_Merek	,692
X2_7 <--- Citra_Merek	,683
X2_8 <--- Citra_Merek	,735
X3_12 <--- Kelengkapan__Produk	,733
X3_13 <--- Kelengkapan__Produk	,688

	Estimate
X3_14 <--- Kelengkapan__Produk	,802
X2_9 <--- Citra_Merek	,657
X3_15 <--- Kelengkapan__Produk	,777
Y1_18 <--- Kepuasan__Konsumen	,677
Y1_19 <--- Kepuasan__Konsumen	,712
Y2_24 <--- Loyalitas__Konsumen	,793
Y2_25 <--- Loyalitas__Konsumen	,789
Y1_20 <--- Kepuasan__Konsumen	,737
X2_10 <--- Citra_Merek	,731
Y1_21 <--- Kepuasan__Konsumen	,759
X1_4 <--- Promosi	,689
X3_16 <--- Kelengkapan__Produk	,720
X1_5 <--- Promosi	,716
Y1_22 <--- Kepuasan__Konsumen	,712
Y1_23 <--- Kepuasan__Konsumen	,741
Y2_26 <--- Loyalitas__Konsumen	,755
Y2_27 <--- Loyalitas__Konsumen	,783
X2_11 <--- Citra_Merek	,820

**Covariances: (Group number 1 - Default model)**

		Estimate	S.E.	C.R.	P	Label
Promosi	<--> Citra_Merek	,122	,034	3,531	***	par_21
Citra_Merek	<--> Kelengkapan__Produk	,103	,032	3,235	,001	par_22
Kelengkapan__Produk	<--> Kepuasan__Konsumen	,262	,051	5,160	***	par_23
Kepuasan__Konsumen	<--> Loyalitas__Konsumen	,431	,075	5,741	***	par_24
Promosi	<--> Kelengkapan__Produk	,157	,038	4,099	***	par_25
Promosi	<--> Kepuasan__Konsumen	,250	,052	4,850	***	par_26
Promosi	<--> Loyalitas__Konsumen	,333	,062	5,360	***	par_27
Citra_Merek	<--> Kepuasan__Konsumen	,172	,041	4,241	***	par_28
Citra_Merek	<--> Loyalitas__Konsumen	,238	,051	4,694	***	par_29
Kelengkapan__Produk	<--> Loyalitas__Konsumen	,336	,060	5,591	***	par_30

**Correlations: (Group number 1 - Default model)**

	Estimate
Promosi <--> Citra_Merek	,433
Citra_Merek <--> Kelengkapan__Produk	,369
Kelengkapan__Produk <--> Kepuasan__Konsumen	,810
Kepuasan__Konsumen <--> Loyalitas__Konsumen	,967
Promosi <--> Kelengkapan__Produk	,533

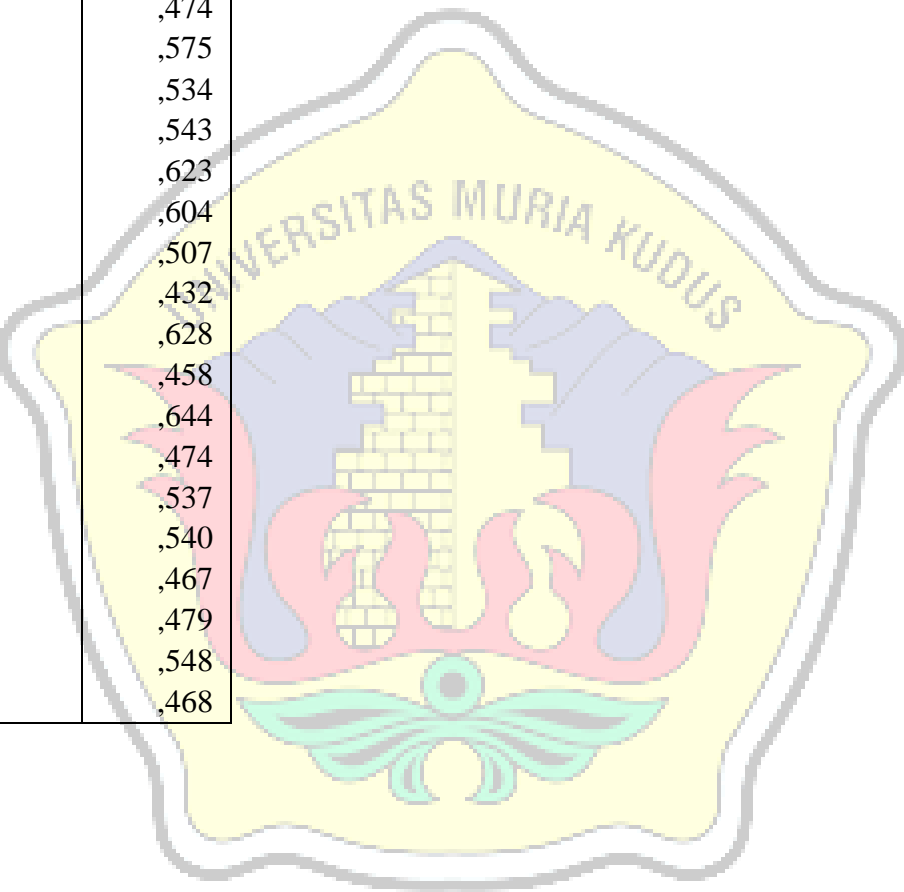
			Estimate
Promosi	<-->	Kepuasan__Konsumen	,765
Promosi	<-->	Loyalitas__Konsumen	,820
Citra_Merek	<-->	Kepuasan__Konsumen	,558
Citra_Merek	<-->	Loyalitas__Konsumen	,621
Kelengkapan__Produk	<-->	Loyalitas__Konsumen	,836

**Variiances: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
Promosi	,298	,072	4,167	***	par_31
Citra_Merek	,265	,061	4,347	***	par_32
Kelengkapan__Produk	,292	,062	4,724	***	par_33
Kepuasan__Konsumen	,358	,083	4,320	***	par_34
Loyalitas__Konsumen	,553	,102	5,438	***	par_35
e1	,339	,050	6,796	***	par_36
e2	,295	,047	6,286	***	par_37
e6	,289	,040	7,153	***	par_38
e7	,277	,039	7,191	***	par_39
e8	,303	,045	6,797	***	par_40
e12	,252	,036	6,974	***	par_41
e13	,328	,045	7,219	***	par_42
e14	,237	,037	6,377	***	par_43
e18	,424	,056	7,597	***	par_44
e24	,328	,044	7,366	***	par_45
e9	,298	,041	7,310	***	par_46
e19	,328	,044	7,424	***	par_47
e15	,305	,046	6,584	***	par_48
e25	,280	,039	7,204	***	par_49
e20	,320	,044	7,310	***	par_50
e10	,224	,033	6,852	***	par_51
e21	,318	,044	7,212	***	par_52
e4	,385	,057	6,815	***	par_53
e16	,244	,034	7,077	***	par_54
e5	,386	,059	6,602	***	par_55
e22	,376	,051	7,371	***	par_56
e23	,278	,038	7,292	***	par_57
e26	,183	,025	7,356	***	par_58
e27	,165	,023	7,198	***	par_59
e11	,233	,040	5,855	***	par_60

**Squared Multiple Correlations: (Group number 1 - Default model)**

	Estimate
X2_11	,672
Y2_27	,613
Y2_26	,569
Y1_23	,549
Y1_22	,508
X1_5	,512
X3_16	,518
X1_4	,474
Y1_21	,575
X2_10	,534
Y1_20	,543
Y2_25	,623
X3_15	,604
Y1_19	,507
X2_9	,432
Y2_24	,628
Y1_18	,458
X3_14	,644
X3_13	,474
X3_12	,537
X2_8	,540
X2_7	,467
X2_6	,479
X1_2	,548
X1_1	,468





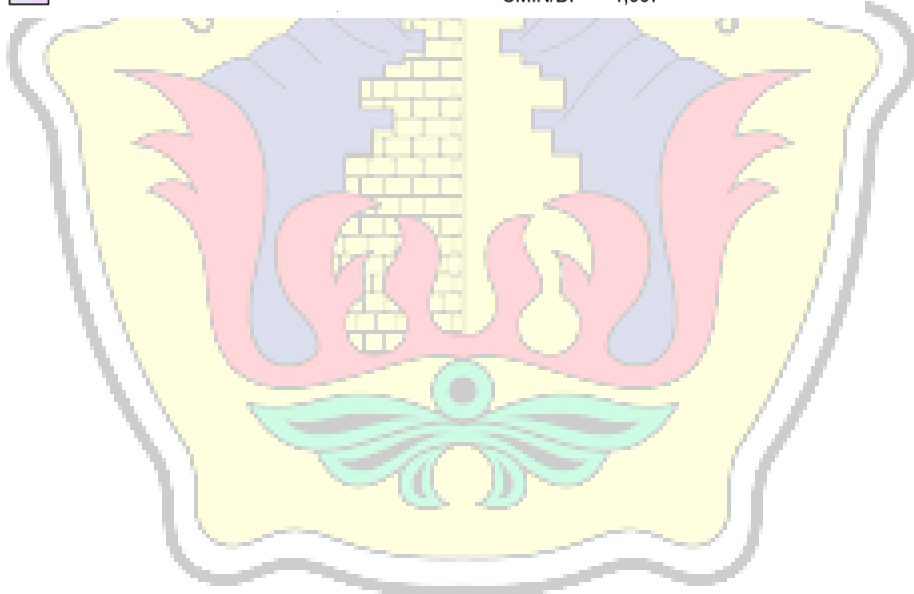
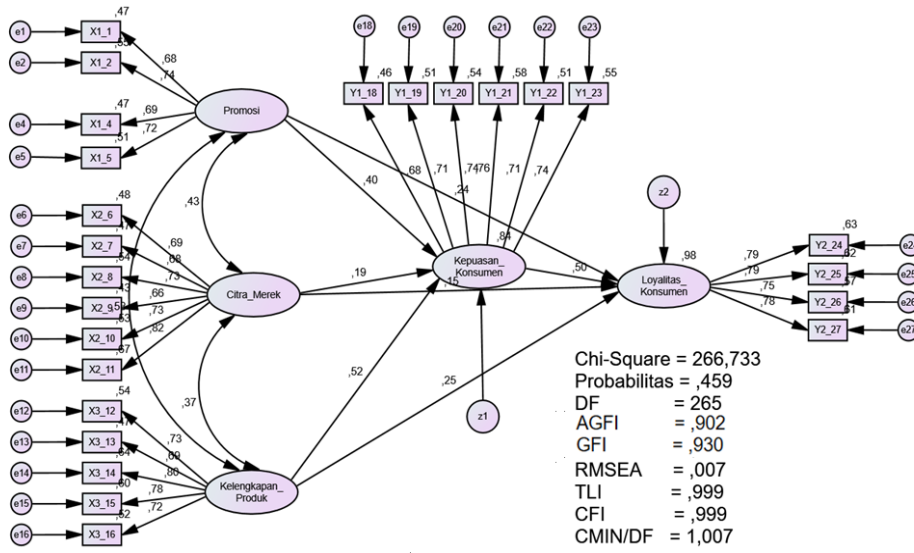
### Variance Extracted (AVE) dan Discriminant Validity

			<b>Loading (<math>\lambda</math>)</b>	<b>(<math>\lambda</math>)<sup>2</sup></b>	<b>1-(<math>\lambda</math>)<sup>2</sup></b>	<b>AVE</b>	<b>Discriminant Validity</b>
X1_1	<---	Promosi	0,684	0,468	0,532		
X1_2	<---	Promosi	0,740	0,548	0,452		
X1_4	<---	Promosi	0,689	0,475	0,525		
X1_5	<---	Promosi	0,716	0,513	0,487		
				<b>2,003</b>	<b>1,997</b>	<b>0,501</b>	<b>0,708</b>
X2_6	<---	Citra_Merek	0,692	0,479	0,521		
X2_7	<---	Citra_Merek	0,683	0,466	0,534		
X2_8	<---	Citra_Merek	0,735	0,540	0,460		
X2_9	<---	Citra_Merek	0,657	0,432	0,568		
X2_10	<---	Citra_Merek	0,731	0,534	0,466		
X2_11	<---	Citra_Merek	0,820	0,672	0,328		
				<b>3,124</b>	<b>2,876</b>	<b>0,521</b>	<b>0,722</b>
X3_12	<---	Kelengkapan__Produk	0,733	0,537	0,463		
X3_13	<---	Kelengkapan__Produk	0,688	0,473	0,527		
X3_14	<---	Kelengkapan__Produk	0,802	0,643	0,357		
X3_15	<---	Kelengkapan__Produk	0,777	0,604	0,396		
X3_16	<---	Kelengkapan__Produk	0,720	0,518	0,482		
				<b>2,776</b>	<b>2,224</b>	<b>0,555</b>	<b>0,745</b>
Y1_18	<---	Kepuasan__Konsumen	0,677	0,458	0,542		
Y1_19	<---	Kepuasan__Konsumen	0,712	0,507	0,493		
Y1_20	<---	Kepuasan__Konsumen	0,737	0,543	0,457		
Y1_21	<---	Kepuasan__Konsumen	0,759	0,576	0,424		
Y1_22	<---	Kepuasan__Konsumen	0,712	0,507	0,493		
Y1_23	<---	Kepuasan__Konsumen	0,741	0,549	0,451		
				<b>3,141</b>	<b>2,859</b>	<b>0,523</b>	<b>0,723</b>
Y2_24	<---	Loyalitas__Konsumen	0,793	0,629	0,371		
Y2_25	<---	Loyalitas__Konsumen	0,789	0,623	0,377		
Y2_26	<---	Loyalitas__Konsumen	0,755	0,570	0,430		
Y2_27	<---	Loyalitas__Konsumen	0,783	0,613	0,387		
				<b>2,434</b>	<b>1,566</b>	<b>0,609</b>	<b>0,780</b>

### Contract Reliability

			Loading (I)	ME	ej	Reliabilitas
X1_1	←-	Promosi	0,684	0,468	0,532	
X1_2	←-	Promosi	0,740	0,548	0,452	
X1_4	←-	Promosi	0,689	0,475	0,525	
X1_5	←-	Promosi	0,716	0,513	0,487	
			<b>0,707</b>			
			<b>8,003</b>		<b>1,997</b>	<b>0,800</b>
X2_6	←-	Citra_Merek	0,692	0,479	0,521	
X2_7	←-	Citra_Merek	0,683	0,466	0,534	
X2_8	←-	Citra_Merek	0,735	0,540	0,460	
X2_9	←-	Citra_Merek	0,657	0,432	0,568	
X2_10	←-	Citra_Merek	0,731	0,534	0,466	
X2_11	←-	Citra_Merek	0,820	0,672	0,328	
			<b>0,720</b>			
			<b>18,645</b>		<b>2,876</b>	<b>0,866</b>
X3_12	←-	Kelengkapan_Produk	0,733	0,537	0,463	
X3_13	←-	Kelengkapan_Produk	0,688	0,473	0,527	
X3_14	←-	Kelengkapan_Produk	0,802	0,643	0,357	
X3_15	←-	Kelengkapan_Produk	0,777	0,604	0,396	
X3_16	←-	Kelengkapan_Produk	0,720	0,518	0,482	
			<b>0,744</b>			
			<b>13,838</b>		<b>2,224</b>	<b>0,862</b>
Y1_18	←-	Kepuasan_Konsumen	0,677	0,458	0,542	
Y1_19	←-	Kepuasan_Konsumen	0,712	0,507	0,493	
Y1_20	←-	Kepuasan_Konsumen	0,737	0,543	0,457	
Y1_21	←-	Kepuasan_Konsumen	0,759	0,576	0,424	
Y1_22	←-	Kepuasan_Konsumen	0,712	0,507	0,493	
Y1_23	←-	Kepuasan_Konsumen	0,741	0,549	0,451	
			<b>0,723</b>			
			<b>18,818</b>		<b>2,859</b>	<b>0,868</b>
Y2_24	←-	Loyalitas_Konsumen	0,793	0,629	0,371	
Y2_25	←-	Loyalitas_Konsumen	0,789	0,623	0,377	
Y2_26	←-	Loyalitas_Konsumen	0,755	0,570	0,430	
Y2_27	←-	Loyalitas_Konsumen	0,783	0,613	0,387	
			<b>0,780</b>			
			<b>9,734</b>		<b>1,566</b>	<b>0,861</b>

# KONFIRMATORY FULL MODEL





**LAMPIRAN 4**  
**ASUMSI SEM**

## UJI ASUMSI SEM

### Assessment of normality (Group number 1)

Variable	min	Max	skew	c.r.	kurtosis	c.r.
X2_11	1,000	5,000	-,704	-2,340	,262	,622
Y2_27	2,000	5,000	-,624	-2,259	,965	2,288
Y2_26	2,000	5,000	-,527	-2,501	,860	2,039
Y1_23	1,000	5,000	-,747	-2,544	1,428	2,387
Y1_22	2,000	5,000	-,308	-1,463	-,661	-1,569
X1_5	2,000	5,000	-,422	-2,000	-,848	-2,012
X3_16	2,000	5,000	-,530	-2,515	,479	1,137
X1_4	2,000	5,000	-,467	-2,214	-,390	-,924
Y1_21	2,000	5,000	-,512	-2,426	-,288	-,682
X2_10	2,000	5,000	-,655	-2,109	,966	2,292
Y1_20	1,000	5,000	-,748	-2,548	,843	1,999
Y2_25	1,000	5,000	-,675	-2,202	,313	,744
X3_15	1,000	5,000	-,459	-2,175	,489	1,159
Y1_19	2,000	5,000	-,402	-1,905	-,251	-,596
X2_9	1,000	5,000	-,856	-2,062	2,380	2,244
Y2_24	1,000	5,000	-,368	-1,745	-,507	-1,202
Y1_18	2,000	5,000	-,306	-1,451	-,644	-1,528
X3_14	1,000	5,000	-,574	-2,225	,378	,896
X3_13	1,000	5,000	-,518	-2,455	,494	1,172
X3_12	2,000	5,000	-,396	-1,881	-,071	-,169
X2_8	1,000	5,000	-,631	-2,295	,526	1,248
X2_7	1,000	5,000	-,852	-2,041	1,545	2,263
X2_6	2,000	5,000	-,170	-,808	-,299	-,708
X1_2	1,000	5,000	-,784	-2,721	,759	1,801
X1_1	2,000	5,000	-,204	-,967	-,384	-,910
Multivariate					11,817	1,868

### Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
65	53,374	,001	,102
56	45,160	,008	,295
107	42,645	,015	,341
133	40,808	,024	,408
33	39,877	,030	,382
32	38,734	,039	,435
95	38,332	,043	,360
34	38,287	,043	,233
29	37,464	,052	,273
66	36,904	,059	,274

Observation number	Mahalanobis d-squared	p1	p2
5	36,557	,064	,240
10	35,895	,073	,285
28	35,329	,082	,321
90	35,296	,083	,230
41	34,840	,091	,248
21	34,481	,098	,249
60	34,447	,099	,178
79	34,191	,104	,163
99	32,882	,134	,447
4	32,416	,146	,513
64	32,209	,152	,491
132	32,004	,158	,472
127	31,922	,160	,410
71	31,871	,162	,341
106	31,793	,164	,286
80	31,610	,170	,270
126	31,260	,181	,311
78	30,980	,190	,332
104	30,925	,192	,276
16	29,975	,225	,567
91	29,878	,229	,525
113	29,496	,244	,605
23	29,377	,248	,576
75	29,229	,254	,560
119	28,999	,264	,582
7	28,486	,286	,720
87	28,389	,290	,691
45	28,048	,306	,757
129	27,852	,315	,768
70	27,848	,315	,709
123	27,548	,329	,762
109	27,535	,330	,707
9	27,398	,336	,699
22	27,323	,340	,665
134	27,173	,347	,664
100	27,170	,347	,597
73	26,915	,360	,645
86	26,507	,381	,756
20	26,059	,404	,858
58	25,941	,411	,851
124	25,757	,421	,864

Observation number	Mahalanobis d-squared	p1	p2
120	25,413	,439	,913
93	25,270	,447	,914
44	25,175	,453	,906
54	25,003	,462	,914
43	24,902	,468	,907
48	24,871	,470	,883
97	24,751	,476	,880
39	24,546	,488	,898
89	24,530	,489	,869
98	24,519	,490	,832
130	24,302	,502	,860
121	24,261	,504	,832
112	24,090	,514	,846
18	23,982	,520	,839
77	23,950	,522	,806
135	23,914	,524	,770
84	23,798	,531	,766
105	23,705	,536	,751
13	23,351	,557	,839
128	23,167	,568	,857
8	22,928	,582	,890
108	22,896	,584	,864
114	22,812	,589	,851
118	22,654	,598	,861
47	22,566	,603	,850
125	22,532	,605	,818
30	22,459	,609	,799
117	22,444	,610	,752
46	22,358	,615	,735
72	22,328	,617	,689
3	22,283	,619	,648
85	22,259	,621	,594
131	21,857	,644	,733
67	21,796	,648	,702
27	21,380	,671	,826
15	21,364	,672	,783
59	21,326	,674	,744
74	21,296	,676	,697
37	21,286	,677	,636
101	21,049	,690	,691
24	20,862	,700	,719

Observation number	Mahalanobis d-squared	p1	p2
40	20,764	,706	,703
53	20,726	,708	,655
102	20,717	,708	,588
35	20,707	,709	,520
61	20,691	,710	,453
14	20,424	,724	,527
42	20,374	,727	,478
55	20,325	,730	,429





**Sample Moments (Group number 1)**

**Sample Covariances (Group number 1)**

	X2_11	Y2_27	Y2_26	Y1_23	Y1_22	X1_5	X3_16	X1_4	Y1_21	X2_10	Y1_20	Y2_25	X3_15	Y1_19	X2_9	Y2_24	Y1_18	X3_14	X3_13	X3_12	X2_8	X2_7	X2_6	X1_2	X1_1		
X2_11	.709																										
Y2_27	.230	.428																									
Y2_26	.181	.286	.425																								
Y1_23	.259	.266	.280	.615																							
Y1_22	.229	.303	.302	.422	.763																						
X1_5	.213	.278	.277	.270	.263	.792																					
X3_16	.162	.230	.192	.172	.209	.188	.506																				
X1_4	.209	.260	.286	.283	.298	.358	.173	.733																			
Y1_21	.293	.311	.312	.357	.431	.308	.336	.287	.748																		
X2_10	.371	.162	.147	.199	.169	.163	.155	.140	.213	.481																	
Y1_20	.230	.304	.300	.313	.357	.353	.300	.334	.436	.183	.699																
Y2_25	.300	.352	.335	.427	.442	.358	.272	.360	.422	.244	.357	.742															
X3_15	.106	.293	.267	.273	.347	.221	.378	.177	.335	.139	.339	.354	.770														
Y1_19	.225	.291	.254	.344	.374	.315	.264	.243	.351	.191	.387	.372	.324	.665													
X2_9	.316	.129	.112	.159	.115	.144	.116	.107	.176	.273	.141	.230	.086	.096	.525												
Y2_24	.286	.352	.346	.451	.414	.415	.343	.376	.494	.257	.442	.506	.389	.396	.214	.881											
Y1_18	.190	.324	.274	.326	.356	.338	.268	.271	.369	.154	.367	.391	.363	.379	.116	.462	.782										
X3_14	.138	.326	.247	.282	.290	.268	.327	.255	.384	.148	.375	.343	.455	.333	.120	.443	.295	.665									
X3_13	.161	.227	.244	.229	.169	.264	.282	.189	.323	.147	.255	.249	.346	.230	.129	.393	.277	.354	.624								
X3_12	.132	.239	.218	.308	.286	.201	.259	.189	.284	.123	.297	.282	.348	.230	.109	.387	.259	.339	.353	.544							
X2_8	.396	.192	.201	.216	.216	.219	.180	.175	.267	.265	.184	.281	.069	.195	.309	.250	.169	.140	.160	.084	.659						
X2_7	.338	.131	.125	.184	.117	.079	.112	.159	.204	.236	.129	.220	.013	.126	.233	.200	.121	.087	.127	.079	.323	.520					
X2_6	.361	.189	.161	.220	.161	.168	.177	.144	.210	.250	.119	.263	.070	.177	.217	.250	.172	.124	.126	.113	.322	.252	.554				
X1_2	.183	.205	.251	.303	.266	.375	.126	.352	.271	.124	.277	.331	.161	.230	.144	.356	.255	.206	.216	.205	.167	.061	.148	.653			
X1_1	.121	.185	.193	.240	.240	.356	.101	.296	.254	.094	.254	.331	.106	.237	.091	.289	.252	.163	.153	.173	.136	.035	.128	.360	.637		

Condition number = 71,139

Eigenvalues

6,880 1,552 1,062 ,676 ,523 ,483 ,430 ,413 ,379 ,358 ,348 ,334 ,310 ,282 ,265 ,251 ,239 ,216 ,205 ,191 ,179 ,165 ,154 ,125 ,097

Determinant of sample covariance matrix = ,000

**Sample Correlations (Group number 1)**

	X2_11	Y2_2_7	Y2_2_6	Y1_23	Y1_22	X1_5	X3_16	X1_4	Y1_21	X2_10	Y1_20	Y2_2_5	X3_15	Y1_19	X2_9	Y2_2_4	Y1_18	X3_14	X3_13	X3_12	X2_8	X2_7	X2_6	X1_2	X1_1		
X2_11	1,000																										
Y2_27	.417	1,000																									
Y2_2_6	.330	.672	1,000																								
Y1_23	.392	.518	.548	1,000																							
Y1_22	.311	.530	.531	.617	1,000																						
X1_5	.284	.477	.477	.387	.338	1,000																					
X3_16	.270	.494	.414	.308	.336	.297	1,000																				
X1_4	.289	.465	.513	.422	.398	.469	.284	1,000																			
Y1_21	.402	.549	.553	.526	.570	.400	.546	.387	1,000																		
X2_10	.635	.357	.326	.366	.279	.264	.313	.236	.356	1,000																	
Y1_20	.327	.556	.550	.477	.489	.475	.504	.467	.603	.316	1,000																
Y2_2_5	.414	.625	.597	.632	.587	.467	.444	.488	.566	.408	.496	1,000															
X3_15	.144	.511	.468	.396	.452	.282	.606	.236	.442	.228	.461	.469	1,000														
Y1_19	.327	.546	.479	.538	.525	.434	.455	.349	.498	.338	.568	.529	.453	1,000													
X2_9	.518	.271	.237	.280	.181	.223	.224	.173	.280	.543	.232	.368	.135	.163	1,000												
Y2_24	.362	.574	.565	.613	.505	.497	.513	.468	.609	.394	.563	.626	.473	.518	.315	1,000											
Y1_18	.255	.561	.476	.470	.460	.429	.426	.358	.482	.251	.497	.514	.468	.526	.180	.557	1,000										
X3_14	.200	.612	.465	.442	.407	.369	.564	.366	.545	.261	.549	.488	.636	.501	.204	.580	.409	1,000									
X3_13	.242	.440	.473	.369	.245	.375	.502	.280	.473	.268	.385	.367	.500	.357	.226	.530	.397	.549	1,000								
X3_12	.212	.495	.454	.532	.444	.306	.493	.300	.445	.241	.482	.444	.538	.383	.204	.559	.397	.564	.606	1,000							
X2_8	.580	.362	.380	.339	.304	.303	.312	.252	.380	.471	.271	.402	.096	.295	.525	.328	.235	.211	.250	.141	1,000						
X2_7	.557	.277	.266	.326	.186	.123	.217	.258	.328	.471	.213	.354	.020	.214	.446	.296	.190	.148	.224	.148	.552	1,000					
X2_6	.577	.388	.333	.377	.247	.253	.335	.226	.327	.485	.192	.411	.108	.291	.403	.357	.261	.204	.214	.206	.532	.469	1,000				
X1_2	.269	.387	.477	.477	.376	.521	.220	.509	.388	.222	.409	.476	.227	.349	.246	.469	.356	.312	.339	.343	.255	.104	.246	1,000			
X1_1	.180	.355	.370	.383	.343	.501	.178	.434	.368	.169	.381	.481	.152	.364	.158	.386	.357	.250	.243	.294	.210	.060	.216	.559	1,000		

Condition number = 57,931

Eigenvalues

10,504 2,569 1,615 ,993 ,803 ,728 ,679 ,619 ,596 ,571 ,538 ,487 ,457 ,444 ,436 ,411 ,387 ,352 ,315 ,303 ,294 ,263 ,246 ,211 ,181





**LAMPIRAN 5**  
**REGRESSION WEIGHTS**

Estimates (Group number 1 – Default model)  
 Scalar Estimates (Group number 1 – Default model)  
 Maximum Likelihood Estimates  
 Regression Weights: (Group number 1 – Default model)

			Estimate	S.E.	C.R.	P	Label
Kepuasan__Konsumen	←-	Kelengkapan__Produk	,581	,110	5,294	***	par_8
Kepuasan__Konsumen	←-	Promosi	,441	,108	4,091	***	par_9
Kepuasan__Konsumen	←-	Citra_Merek	,221	,085	2,612	,009	par_11
Loyalitas__Konsumen	←-	Promosi	,332	,141	2,353	,019	par_7
Loyalitas__Konsumen	←-	Kepuasan__Konsumen	,618	,222	2,780	,005	par_12
Loyalitas__Konsumen	←-	Kelengkapan__Produk	,343	,157	2,189	,029	par_25
Loyalitas__Konsumen	←-	Citra_Merek	,210	,092	2,286	,022	par_26
X1_1	←-	Promosi	1,000				
X1_2	←-	Promosi	1,096	,147	7,440	***	par_1
X2_6	←-	Citra_Merek	1,000				
X2_7	←-	Citra_Merek	,957	,134	7,133	***	par_2
X2_8	←-	Citra_Merek	1,159	,151	7,659	***	par_3
X3_12	←-	Kelengkapan__Produk	1,000				
X3_13	←-	Kelengkapan__Produk	1,005	,129	7,797	***	par_4
X3_14	←-	Kelengkapan__Produk	1,209	,136	8,863	***	par_5
X2_9	←-	Citra_Merek	,925	,136	6,811	***	par_6
X3_15	←-	Kelengkapan__Produk	1,261	,148	8,542	***	par_10
Y1_18	←-	Kepuasan__Konsumen	1,000				
Y1_19	←-	Kepuasan__Konsumen	,970	,128	7,548	***	par_13
Y2_24	←-	Loyalitas__Konsumen	1,000				
Y2_25	←-	Loyalitas__Konsumen	,913	,090	10,175	***	par_14
Y1_20	←-	Kepuasan__Konsumen	1,029	,133	7,744	***	par_15
X2_10	←-	Citra_Merek	,985	,131	7,528	***	par_16
Y1_21	←-	Kepuasan__Konsumen	1,096	,138	7,915	***	par_17
X1_4	←-	Promosi	1,080	,160	6,740	***	par_18
X3_16	←-	Kelengkapan__Produk	,947	,119	7,929	***	par_19
X1_5	←-	Promosi	1,167	,165	7,091	***	par_20
Y1_22	←-	Kepuasan__Konsumen	1,040	,139	7,487	***	par_21
Y1_23	←-	Kepuasan__Konsumen	,971	,125	7,750	***	par_22
Y2_26	←-	Loyalitas__Konsumen	,661	,069	9,565	***	par_23
Y2_27	←-	Loyalitas__Konsumen	,688	,069	10,027	***	par_24
X2_11	←-	Citra_Merek	1,340	,160	8,385	***	par_27

**Standardized Regression Weights: (Group number 1 – Default model)**

	Estimate
Kepuasan__Konsumen ←- Kelengkapan__Produk	,525
Kepuasan__Konsumen ←- Promosi	,403
Kepuasan__Konsumen ←- Citra_Merek	,190
Loyalitas__Konsumen ←- Promosi	,243
Loyalitas__Konsumen ←- Kepuasan__Konsumen	,498
Loyalitas__Konsumen ←- Kelengkapan__Produk	,249
Loyalitas__Konsumen ←- Citra_Merek	,146
X1_1 ←- Promosi	,684
X1_2 ←- Promosi	,740
X2_6 ←- Citra_Merek	,692
X2_7 ←- Citra_Merek	,683
X2_8 ←- Citra_Merek	,735
X3_12 ←- Kelengkapan__Produk	,733
X3_13 ←- Kelengkapan__Produk	,688
X3_14 ←- Kelengkapan__Produk	,802
X2_9 ←- Citra_Merek	,657
X3_15 ←- Kelengkapan__Produk	,777
Y1_18 ←- Kepuasan__Konsumen	,677
Y1_19 ←- Kepuasan__Konsumen	,712
Y2_24 ←- Loyalitas__Konsumen	,793
Y2_25 ←- Loyalitas__Konsumen	,789
Y1_20 ←- Kepuasan__Konsumen	,737
X2_10 ←- Citra_Merek	,731
Y1_21 ←- Kepuasan__Konsumen	,759
X1_4 ←- Promosi	,689
X3_16 ←- Kelengkapan__Produk	,720
X1_5 ←- Promosi	,716
Y1_22 ←- Kepuasan__Konsumen	,712
Y1_23 ←- Kepuasan__Konsumen	,741
Y2_26 ←- Loyalitas__Konsumen	,755
Y2_27 ←- Loyalitas__Konsumen	,783
X2_11 ←- Citra_Merek	,820

**Covariances: (Group number 1 – Default model)**

	Estimate	S.E.	C.R.	P	Label
Promosi < Citra_Merek >	,122	,034	3,531	***	par_28
Citra_Merek < Kelengkapan__Produk >	,103	,032	3,235	,001	par_29
Promosi < Kelengkapan__Produk >	,157	,038	4,099	***	par_30

**Correlations: (Group number 1 – Default model)**

	Estimate
Promosi <> Citra_Merek	,433
Citra_Merek <> Kelengkapan__Produk	,369
Promosi <> Kelengkapan__Produk	,533

**Variances: (Group number 1 – Default model)**

	Estimate	S.E.	C.R.	P	Label
Promosi	,298	,072	4,167	***	par_31
Citra_Merek	,265	,061	4,347	***	par_32
Kelengkapan__Produk	,292	,062	4,724	***	par_33
z1	,058	,021	2,775	,006	par_34
z2	,011	,018	,628	,530	par_35
e1	,339	,050	6,796	***	par_36
e2	,295	,047	6,286	***	par_37
e6	,289	,040	7,153	***	par_38
e7	,277	,039	7,191	***	par_39
e8	,303	,045	6,797	***	par_40
e12	,252	,036	6,974	***	par_41
e13	,328	,045	7,219	***	par_42
e14	,237	,037	6,377	***	par_43
e18	,424	,056	7,597	***	par_44
e24	,328	,044	7,366	***	par_45
e9	,298	,041	7,310	***	par_46
e19	,328	,044	7,424	***	par_47
e15	,305	,046	6,584	***	par_48
e25	,280	,039	7,204	***	par_49
e20	,320	,044	7,310	***	par_50
e10	,224	,033	6,852	***	par_51
e21	,318	,044	7,212	***	par_52

	Estimate	S.E.	C.R.	P	Label
e4	,385	,057	6,815	***	par_53
e16	,244	,034	7,077	***	par_54
e5	,386	,059	6,602	***	par_55
e22	,376	,051	7,371	***	par_56
e23	,278	,038	7,292	***	par_57
e26	,183	,025	7,356	***	par_58
e27	,165	,023	7,198	***	par_59
e11	,233	,040	5,855	***	par_60

**Squared Multiple Correlations: (Group number 1 – Default model)**

	Estimate
Kepuasan__Konsumen	,839
Loyalitas__Konsumen	,980
X2_11	,672
Y2_27	,613
Y2_26	,569
Y1_23	,549
Y1_22	,508
X1_5	,512
X3_16	,518
X1_4	,474
Y1_21	,575
X2_10	,534
Y1_20	,543
Y2_25	,623
X3_15	,604
Y1_19	,507
X2_9	,432
Y2_24	,628
Y1_18	,458
X3_14	,644
X3_13	,474
X3_12	,537
X2_8	,540
X2_7	,467
X2_6	,479
X1_2	,548
X1_1	,468



**Total Effects (Group number 1 – Default model)**

	Kelengkapan __Produk	Citra_ Merek	Pro mosi	Kepuasan__ Konsumen	Loyalitas__K onsumen
Kepuasan__ Konsumen	,581	,221	,441	,000	,000
Loyalitas__K onsumen	,702	,347	,605	,618	,000
X2_11	,000	1,340	,000	,000	,000
Y2_27	,483	,239	,416	,426	,688
Y2_26	,464	,230	,400	,409	,661
Y1_23	,564	,215	,428	,971	,000
Y1_22	,604	,230	,459	1,040	,000
X1_5	,000	,000	1,16 7	,000	,000
X3_16	,947	,000	,000	,000	,000
X1_4	,000	,000	1,08 0	,000	,000
Y1_21	,637	,242	,484	1,096	,000
X2_10	,000	,985	,000	,000	,000
Y1_20	,598	,228	,454	1,029	,000
Y2_25	,641	,317	,552	,565	,913
X3_15	1,261	,000	,000	,000	,000
Y1_19	,563	,214	,428	,970	,000
X2_9	,000	,925	,000	,000	,000
Y2_24	,702	,347	,605	,618	1,000
Y1_18	,581	,221	,441	1,000	,000
X3_14	1,209	,000	,000	,000	,000
X3_13	1,005	,000	,000	,000	,000
X3_12	1,000	,000	,000	,000	,000
X2_8	,000	1,159	,000	,000	,000
X2_7	,000	,957	,000	,000	,000
X2_6	,000	1,000	,000	,000	,000
X1_2	,000	,000	1,09 6	,000	,000
X1_1	,000	,000	1,00 0	,000	,000

**Standardized Total Effects (Group number 1 - Default model)**

	Kelengkapan __Produk	Citra_ Merek	Pro mosi	Kepuasan__ Konsumen	Loyalitas__K onsumen
Kepuasan__ Konsumen	,525	,190	,403	,000	,000
Loyalitas__K onsumen	,510	,240	,444	,498	,000
X2_11	,000	,820	,000	,000	,000
Y2_27	,400	,188	,347	,390	,783
Y2_26	,385	,181	,335	,376	,755
Y1_23	,389	,141	,298	,741	,000
Y1_22	,374	,136	,287	,712	,000
X1_5	,000	,000	,716	,000	,000
X3_16	,720	,000	,000	,000	,000
X1_4	,000	,000	,689	,000	,000
Y1_21	,398	,144	,305	,759	,000
X2_10	,000	,731	,000	,000	,000
Y1_20	,387	,140	,296	,737	,000
Y2_25	,403	,190	,350	,393	,789
X3_15	,777	,000	,000	,000	,000
Y1_19	,374	,135	,287	,712	,000
X2_9	,000	,657	,000	,000	,000
Y2_24	,405	,190	,352	,394	,793
Y1_18	,355	,129	,272	,677	,000
X3_14	,802	,000	,000	,000	,000
X3_13	,688	,000	,000	,000	,000
X3_12	,733	,000	,000	,000	,000
X2_8	,000	,735	,000	,000	,000
X2_7	,000	,683	,000	,000	,000
X2_6	,000	,692	,000	,000	,000
X1_2	,000	,000	,740	,000	,000
X1_1	,000	,000	,684	,000	,000

**Direct Effects (Group number 1 - Default model)**

	Kelengkapan __Produk	Citra_ Merek	Pro mosi	Kepuasan__ Konsumen	Loyalitas__K onsumen
Kepuasan__ Konsumen	,581	,221	,441	,000	,000
Loyalitas__K onsumen	,343	,210	,332	,618	,000
X2_11	,000	1,340	,000	,000	,000

	Kelengkapan __Produk	Citra_ Merek	Pro mosi	Kepuasan__ Konsumen	Loyalitas__K onsumen
Y2_27	,000	,000	,000	,000	,688
Y2_26	,000	,000	,000	,000	,661
Y1_23	,000	,000	,000	,971	,000
Y1_22	,000	,000	,000	1,040	,000
X1_5	,000	,000	1,16 7	,000	,000
X3_16	,947	,000	,000	,000	,000
X1_4	,000	,000	1,08 0	,000	,000
Y1_21	,000	,000	,000	1,096	,000
X2_10	,000	,985	,000	,000	,000
Y1_20	,000	,000	,000	1,029	,000
Y2_25	,000	,000	,000	,000	,913
X3_15	1,261	,000	,000	,000	,000
Y1_19	,000	,000	,000	,970	,000
X2_9	,000	,925	,000	,000	,000
Y2_24	,000	,000	,000	,000	1,000
Y1_18	,000	,000	,000	1,000	,000
X3_14	1,209	,000	,000	,000	,000
X3_13	1,005	,000	,000	,000	,000
X3_12	1,000	,000	,000	,000	,000
X2_8	,000	1,159	,000	,000	,000
X2_7	,000	,957	,000	,000	,000
X2_6	,000	1,000	,000	,000	,000
X1_2	,000	,000	1,09 6	,000	,000
X1_1	,000	,000	1,00 0	,000	,000

**Standardized Direct Effects (Group number 1 - Default model)**

	Kelengkapan __Produk	Citra_ Merek	Pro mosi	Kepuasan__ Konsumen	Loyalitas__K onsumen
Kepuasan__ Konsumen	,525	,190	,403	,000	,000
Loyalitas__K onsumen	,249	,146	,243	,498	,000
X2_11	,000	,820	,000	,000	,000
Y2_27	,000	,000	,000	,000	,783
Y2_26	,000	,000	,000	,000	,755
Y1_23	,000	,000	,000	,741	,000

	Kelengkapan __Produk	Citra_ Merek	Pro mosi	Kepuasan_ Konsumen	Loyalitas_ Konsumen
Y1_22	,000	,000	,000	,712	,000
X1_5	,000	,000	,716	,000	,000
X3_16	,720	,000	,000	,000	,000
X1_4	,000	,000	,689	,000	,000
Y1_21	,000	,000	,000	,759	,000
X2_10	,000	,731	,000	,000	,000
Y1_20	,000	,000	,000	,737	,000
Y2_25	,000	,000	,000	,000	,789
X3_15	,777	,000	,000	,000	,000
Y1_19	,000	,000	,000	,712	,000
X2_9	,000	,657	,000	,000	,000
Y2_24	,000	,000	,000	,000	,793
Y1_18	,000	,000	,000	,677	,000
X3_14	,802	,000	,000	,000	,000
X3_13	,688	,000	,000	,000	,000
X3_12	,733	,000	,000	,000	,000
X2_8	,000	,735	,000	,000	,000
X2_7	,000	,683	,000	,000	,000
X2_6	,000	,692	,000	,000	,000
X1_2	,000	,000	,740	,000	,000
X1_1	,000	,000	,684	,000	,000

**Indirect Effects (Group number 1 - Default model)**

	Kelengkapan __Produk	Citra_ Merek	Pro mosi	Kepuasan_ Konsumen	Loyalitas_ Konsumen
Kepuasan_ Konsumen	,000	,000	,000	,000	,000
Loyalitas_ Konsumen	,359	,137	,273	,000	,000
X2_11	,000	,000	,000	,000	,000
Y2_27	,483	,239	,416	,426	,000
Y2_26	,464	,230	,400	,409	,000
Y1_23	,564	,215	,428	,000	,000
Y1_22	,604	,230	,459	,000	,000
X1_5	,000	,000	,000	,000	,000
X3_16	,000	,000	,000	,000	,000
X1_4	,000	,000	,000	,000	,000
Y1_21	,637	,242	,484	,000	,000
X2_10	,000	,000	,000	,000	,000

	Kelengkapan __Produk	Citra_ Merek	Pro mosi	Kepuasan_ Konsumen	Loyalitas_ Konsumen
Y1_20	,598	,228	,454	,000	,000
Y2_25	,641	,317	,552	,565	,000
X3_15	,000	,000	,000	,000	,000
Y1_19	,563	,214	,428	,000	,000
X2_9	,000	,000	,000	,000	,000
Y2_24	,702	,347	,605	,618	,000
Y1_18	,581	,221	,441	,000	,000
X3_14	,000	,000	,000	,000	,000
X3_13	,000	,000	,000	,000	,000
X3_12	,000	,000	,000	,000	,000
X2_8	,000	,000	,000	,000	,000
X2_7	,000	,000	,000	,000	,000
X2_6	,000	,000	,000	,000	,000
X1_2	,000	,000	,000	,000	,000
X1_1	,000	,000	,000	,000	,000

**Standardized Indirect Effects (Group number 1 - Default model)**

	Kelengkapan __Produk	Citra_ Merek	Pro mosi	Kepuasan_ Konsumen	Loyalitas_ Konsumen
Kepuasan_ Konsumen	,000	,000	,000	,000	,000
Loyalitas_ Konsumen	,261	,095	,200	,000	,000
X2_11	,000	,000	,000	,000	,000
Y2_27	,400	,188	,347	,390	,000
Y2_26	,385	,181	,335	,376	,000
Y1_23	,389	,141	,298	,000	,000
Y1_22	,374	,136	,287	,000	,000
X1_5	,000	,000	,000	,000	,000
X3_16	,000	,000	,000	,000	,000
X1_4	,000	,000	,000	,000	,000
Y1_21	,398	,144	,305	,000	,000
X2_10	,000	,000	,000	,000	,000
Y1_20	,387	,140	,296	,000	,000
Y2_25	,403	,190	,350	,393	,000
X3_15	,000	,000	,000	,000	,000
Y1_19	,374	,135	,287	,000	,000
X2_9	,000	,000	,000	,000	,000
Y2_24	,405	,190	,352	,394	,000

	Kelengkapan __Produk	Citra_ Merek	Pro mosi	Kepuasan_ Konsumen	Loyalitas_ Konsumen
Y1_18	,355	,129	,272	,000	,000
X3_14	,000	,000	,000	,000	,000
X3_13	,000	,000	,000	,000	,000
X3_12	,000	,000	,000	,000	,000
X2_8	,000	,000	,000	,000	,000
X2_7	,000	,000	,000	,000	,000
X2_6	,000	,000	,000	,000	,000
X1_2	,000	,000	,000	,000	,000
X1_1	,000	,000	,000	,000	,000

**Modification Indices (Group number 1 - Default model)**

**Covariances: (Group number 1 - Default model)**

	M.I.	Par Change
e26 <--> e27	6,188	,040
e22 <--> e23	5,642	,072
e16 <--> Citra_Merek	5,236	,052
e16 <--> e23	8,443	-,073
e21 <--> e16	5,198	,061
e25 <--> e20	4,312	-,059
e14 <--> e27	4,002	,040
e13 <--> z1	5,650	-,046
e13 <--> e22	8,695	-,098
e12 <--> e23	8,561	,075
e12 <--> e13	6,973	,073
e7 <--> e4	4,053	,065
e7 <--> e15	4,209	-,059
e6 <--> e20	4,423	-,061

**Variances: (Group number 1 - Default model)**

	M.I.	Par Change
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**Regression Weights: (Group number 1 - Default model)**

	M.I.	Par Change
Y1_23 <--- X3_16	5,510	-,158
Y1_22 <--- X3_13	6,137	-,173
X3_16 <--- X2_8	4,588	,120

	M.I.	Par Change
X3_16 <--- X2_6	5,757	,146
X3_15 <--- Citra_Merek	4,262	-,222
X3_15 <--- X2_8	4,918	-,142
X3_15 <--- X2_7	7,525	-,198
X3_15 <--- X2_6	4,682	-,151
X3_13 <--- Y1_22	4,464	-,126
X3_12 <--- Y1_23	4,603	,127

### Model Fit Summary

#### CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	60	266,733	265	,459	1,007
Saturated model	325	,000	0		
Independence model	25	2002,355	300	,000	6,675

#### RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,030	,870	,840	,709
Saturated model	,000	1,000		
Independence model	,256	,200	,133	,184

#### Baseline Comparisons

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	,867	,849	,999	,999	,999
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

#### Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,883	,766	,882
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

**NCP**

Model	NCP	LO 90	HI 90
Default model	1,733	,000	44,139
Saturated model	,000	,000	,000
Independence model	1702,355	1564,447	1847,706

**FMIN**

Model	FMIN	F0	LO 90	HI 90
Default model	1,991	,013	,000	,329
Saturated model	,000	,000	,000	,000
Independence model	14,943	12,704	11,675	13,789

**RMSEA**

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,007	,000	,035	,999
Independence model	,206	,197	,214	,000

**AIC**

Model	AIC	BCC	BIC	CAIC
Default model	386,733	415,622	561,049	621,049
Saturated model	650,000	806,481	1594,214	1919,214
Independence model	2052,355	2064,392	2124,987	2149,987

**ECVI**

Model	ECVI	LO 90	HI 90	MECVI
Default model	2,886	2,873	3,203	3,102
Saturated model	4,851	4,851	4,851	6,019
Independence model	15,316	14,287	16,401	15,406

**HOELTER**

Model	HOELTER	HOELTER
	.05	.01
Default model	153	162
Independence model	23	25





**LAMPIRAN 6**  
**FREKUENSI DATA**

## FREKUENSI IDENTITAS RESPONDEN

### Statistics

		Jenis Kelamin	Usia	Pendidikan Terakhir	Pendidikan
N	Valid	135	135	135	135
	Missing	0	0	0	0

### Frequency Table

#### Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	105	77.8	77.8	77.8
	Wanita	30	22.2	22.2	100.0
	Total	135	100.0	100.0	

#### Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 - 25 th	51	37.8	37.8	37.8
	26 - 30 th	55	40.7	40.7	78.5
	31 - 39 th	25	18.5	18.5	97.0
	40 - 49 th	4	3.0	3.0	100.0
	Total	135	100.0	100.0	

#### Pendidikan Terakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA	69	51.1	51.1	51.1
	D1-D3	45	33.3	33.3	84.4
	S1	21	15.6	15.6	100.0
	Total	135	100.0	100.0	

**Pendidikan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ibu Rumah Tangga	15	11.1	11.1	11.1
	Karyawan Swasta	64	47.4	47.4	58.5
	Wiraswasta/Pedagang	28	20.7	20.7	79.3
	Pegawai Negeri	23	17.0	17.0	96.3
	Lain-Lain	5	3.7	3.7	100.0
	Total	135	100.0	100.0	

**FREKUENSI VARIABEL PROMOSI**

**Statistics**

		X1_1	X1_2	X1_3	X1_4	X1_5	Promosi
N	Valid	135	135	135	135	135	135
	Missing	0	0	0	0	0	0
Mean		3.67	3.79	3.81	3.91	4.02	19.20
Median		4.00	4.00	4.00	4.00	4.00	20.00
Mode		4	4	4	4	5	19
Sum		495	512	514	528	543	2592

**Frequency Table**

**X1\_1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	7.4	7.4	7.4
	3	43	31.9	31.9	39.3
	4	64	47.4	47.4	86.7
	5	18	13.3	13.3	100.0
	Total	135	100.0	100.0	

**X1\_2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	2	10	7.4	7.4	8.1
	3	25	18.5	18.5	26.7
	4	79	58.5	58.5	85.2
	5	20	14.8	14.8	100.0
	Total	135	100.0	100.0	

**X1\_3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	7.4	7.4	7.4
	3	40	29.6	29.6	37.0
	4	51	37.8	37.8	74.8
	5	34	25.2	25.2	100.0
	Total	135	100.0	100.0	

**X1\_4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	9	6.7	6.7	6.7
	3	29	21.5	21.5	28.1
	4	62	45.9	45.9	74.1
	5	35	25.9	25.9	100.0
	Total	135	100.0	100.0	

**X1\_5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	4.4	4.4	4.4
	3	34	25.2	25.2	29.6

	4	46	34.1	34.1	63.7
	5	49	36.3	36.3	100.0
	Total	135	100.0	100.0	

**Promosi**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10	1	.7	.7	.7
	12	4	3.0	3.0	3.7
	13	4	3.0	3.0	6.7
	14	5	3.7	3.7	10.4
	15	6	4.4	4.4	14.8
	16	5	3.7	3.7	18.5
	17	6	4.4	4.4	23.0
	18	17	12.6	12.6	35.6
	19	18	13.3	13.3	48.9
	20	17	12.6	12.6	61.5
	21	17	12.6	12.6	74.1
	22	17	12.6	12.6	86.7
	23	12	8.9	8.9	95.6
	24	5	3.7	3.7	99.3
	25	1	.7	.7	100.0
		Total	135	100.0	100.0

## FREKUENSI VARIABEL CITRA MEREK

Statistics

		X2_6	X2_7	X2_8	X2_9	X2_10	X2_11	Citra Produk
N	Valid	135	135	135	135	135	135	135
	Missing	0	0	0	0	0	0	0
Mean		3.79	3.79	3.81	3.87	3.99	4.10	23.35
Median		4.00	4.00	4.00	4.00	4.00	4.00	23.00
Mode		4	4	4	4	4	4	25
Sum		511	512	514	523	539	553	3152

## Frequency Table

X2\_6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	3.7	3.7	3.7
	3	40	29.6	29.6	33.3
	4	69	51.1	51.1	84.4
	5	21	15.6	15.6	100.0
	Total	135	100.0	100.0	

X2\_7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	2	6	4.4	4.4	5.2
	3	28	20.7	20.7	25.9
	4	85	63.0	63.0	88.9
	5	15	11.1	11.1	100.0
	Total	135	100.0	100.0	

**X2\_8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	2	8	5.9	5.9	6.7
	3	30	22.2	22.2	28.9
	4	73	54.1	54.1	83.0
	5	23	17.0	17.0	100.0
	Total	135	100.0	100.0	

**X2\_9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.5	1.5	1.5
	2	1	.7	.7	2.2
	3	30	22.2	22.2	24.4
	4	81	60.0	60.0	84.4
	5	21	15.6	15.6	100.0
	Total	135	100.0	100.0	

**X2\_10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	3.7	3.7	3.7
	3	18	13.3	13.3	17.0
	4	85	63.0	63.0	80.0
	5	27	20.0	20.0	100.0
	Total	135	100.0	100.0	

X2\_11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	2	3	2.2	2.2	3.0
	3	27	20.0	20.0	23.0
	4	55	40.7	40.7	63.7
	5	49	36.3	36.3	100.0
	Total	135	100.0	100.0	

Citra Produk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9	1	.7	.7	.7
	11	1	.7	.7	1.5
	13	1	.7	.7	2.2
	15	2	1.5	1.5	3.7
	16	3	2.2	2.2	5.9
	19	5	3.7	3.7	9.6
	20	7	5.2	5.2	14.8
	21	14	10.4	10.4	25.2
	22	15	11.1	11.1	36.3
	23	20	14.8	14.8	51.1
	24	7	5.2	5.2	56.3
	25	22	16.3	16.3	72.6
	26	10	7.4	7.4	80.0
	27	15	11.1	11.1	91.1
	28	9	6.7	6.7	97.8
	29	3	2.2	2.2	100.0
	Total	135	100.0	100.0	



## FREKUENSI VARIABEL KELENGKAPAN PRODUK

Statistics

		X3_12	X3_13	X3_14	X3_15	X3_16	X3_17	Kelengkapan Produk
N	Valid	135	135	135	135	135	135	135
	Missing	0	0	0	0	0	0	0
Mean		3.63	3.79	3.96	3.74	3.86	4.07	23.05
Median		4.00	4.00	4.00	4.00	4.00	4.00	23.00
Mode		4	4	4	4	4	4	22
Sum		490	512	534	505	521	550	3112

## Frequency Table

X3\_12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	7.4	7.4	7.4
	3	41	30.4	30.4	37.8
	4	73	54.1	54.1	91.9
	5	11	8.1	8.1	100.0
	Total	135	100.0	100.0	

X3\_13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	2	6	4.4	4.4	5.2
	3	35	25.9	25.9	31.1
	4	71	52.6	52.6	83.7
	5	22	16.3	16.3	100.0
	Total	135	100.0	100.0	

**X3\_14**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	2	4	3.0	3.0	3.7
	3	30	22.2	22.2	25.9
	4	65	48.1	48.1	74.1
	5	35	25.9	25.9	100.0
	Total	135	100.0	100.0	

**X3\_15**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.2	2.2	2.2
	2	3	2.2	2.2	4.4
	3	47	34.8	34.8	39.3
	4	55	40.7	40.7	80.0
	5	27	20.0	20.0	100.0
	Total	135	100.0	100.0	

**X3\_16**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	4.4	4.4	4.4
	3	27	20.0	20.0	24.4
	4	82	60.7	60.7	85.2
	5	20	14.8	14.8	100.0
	Total	135	100.0	100.0	

X3\_17

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	3.0	3.0	3.0
	3	21	15.6	15.6	18.5
	4	71	52.6	52.6	71.1
	5	39	28.9	28.9	100.0
	Total	135	100.0	100.0	

Kelengkapan Produk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11	2	1.5	1.5	1.5
	15	2	1.5	1.5	3.0
	16	3	2.2	2.2	5.2
	17	2	1.5	1.5	6.7
	18	2	1.5	1.5	8.1
	19	6	4.4	4.4	12.6
	20	7	5.2	5.2	17.8
	21	12	8.9	8.9	26.7
	22	19	14.1	14.1	40.7
	23	14	10.4	10.4	51.1
	24	18	13.3	13.3	64.4
	25	12	8.9	8.9	73.3
	26	16	11.9	11.9	85.2
	27	13	9.6	9.6	94.8
	28	6	4.4	4.4	99.3
	29	1	.7	.7	100.0
	Total		135	100.0	100.0

## FREKUENSI VARIABEL KEPUASAN KONSUMEN

Statistics

		Y1_18	Y1_19	Y1_20	Y1_21	Y1_22	Y1_23	Kepuasan Konsumen
N	Valid	135	135	135	135	135	135	135
	Missing	0	0	0	0	0	0	0
Mean		3.80	3.82	3.76	3.81	3.85	3.85	22.90
Median		4.00	4.00	4.00	4.00	4.00	4.00	23.00
Mode		4	4	4	4	4	4	23
Sum		513	516	508	514	520	520	3091

## Frequency Table

**Y1\_18**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	8.1	8.1	8.1
	3	36	26.7	26.7	34.8
	4	57	42.2	42.2	77.0
	5	31	23.0	23.0	100.0
	Total	135	100.0	100.0	

**Y1\_19**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	9	6.7	6.7	6.7
	3	32	23.7	23.7	30.4
	4	68	50.4	50.4	80.7
	5	26	19.3	19.3	100.0
	Total	135	100.0	100.0	

Y1\_20

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.5	1.5	1.5
	2	8	5.9	5.9	7.4
	3	31	23.0	23.0	30.4
	4	73	54.1	54.1	84.4
	5	21	15.6	15.6	100.0
	Total	135	100.0	100.0	

Y1\_21

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	13	9.6	9.6	9.6
	3	27	20.0	20.0	29.6
	4	68	50.4	50.4	80.0
	5	27	20.0	20.0	100.0
	Total	135	100.0	100.0	

Y1\_22

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	9	6.7	6.7	6.7
	3	36	26.7	26.7	33.3
	4	56	41.5	41.5	74.8
	5	34	25.2	25.2	100.0
	Total	135	100.0	100.0	

Y1\_23

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.5	1.5	1.5
	2	3	2.2	2.2	3.7
	3	32	23.7	23.7	27.4
	4	74	54.8	54.8	82.2
	5	24	17.8	17.8	100.0
	Total	135	100.0	100.0	

Kepuasan Konsumen

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	12	2	1.5	1.5	1.5
	14	2	1.5	1.5	3.0
	15	5	3.7	3.7	6.7
	16	6	4.4	4.4	11.1
	17	3	2.2	2.2	13.3
	18	2	1.5	1.5	14.8
	19	4	3.0	3.0	17.8
	20	4	3.0	3.0	20.7
	21	8	5.9	5.9	26.7
	22	15	11.1	11.1	37.8
	23	22	16.3	16.3	54.1
	24	10	7.4	7.4	61.5
	25	15	11.1	11.1	72.6
	26	12	8.9	8.9	81.5
	27	11	8.1	8.1	89.6
	28	9	6.7	6.7	96.3
	29	5	3.7	3.7	100.0
	Total	135	100.0	100.0	

## FREKUENSI VARIABEL LOYALITAS KONSUMEN

Statistics

		Y2_23	Y2_24	Y2_25	Y2_26	Loyalitas Konsumen
N	Valid	135	135	135	135	135
	Missing	0	0	0	0	0
Mean		3.64	3.88	3.89	3.84	15.26
Median		4.00	4.00	4.00	4.00	16.00
Mode		4	4	4	4	16
Sum		492	524	525	519	2060

Frequency Table

Y2\_23

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	2	17	12.6	12.6	13.3
	3	35	25.9	25.9	39.3
	4	58	43.0	43.0	82.2
	5	24	17.8	17.8	100.0
	Total	135	100.0	100.0	

Y2\_24

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.7	.7	.7
	2	9	6.7	6.7	7.4
	3	26	19.3	19.3	26.7
	4	68	50.4	50.4	77.0
	5	31	23.0	23.0	100.0
	Total	135	100.0	100.0	

**Y2\_25**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	3.0	3.0	3.0
	3	25	18.5	18.5	21.5
	4	88	65.2	65.2	86.7
	5	18	13.3	13.3	100.0
	Total	135	100.0	100.0	

**Y2\_26**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	3.7	3.7	3.7
	3	26	19.3	19.3	23.0
	4	89	65.9	65.9	88.9
	5	15	11.1	11.1	100.0
	Total	135	100.0	100.0	

**Loyalitas Konsumen**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6	1	.7	.7	.7
	9	3	2.2	2.2	3.0
	10	7	5.2	5.2	8.1
	11	4	3.0	3.0	11.1
	12	6	4.4	4.4	15.6
	13	3	2.2	2.2	17.8
	14	16	11.9	11.9	29.6
	15	22	16.3	16.3	45.9
	16	31	23.0	23.0	68.9
	17	17	12.6	12.6	81.5
	18	15	11.1	11.1	92.6
	19	7	5.2	5.2	97.8
	20	3	2.2	2.2	100.0
	Total	135	100.0	100.0	