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KUESIONER PENELITIAN

Kepada Yang terhormat
Bapak/Ibu/Sdr(i)
Di -
Tempat

Dengan hormat,

Dengan ini saya memohon kesediaan Bapak/Ibu/Saudara/I untuk mengisi angket ini guna mengumpulkan data penelitian dalam rangka menyelesaikan tugas akhir skripsi di Universitas Hasanuddin Makassar, Jurusan Manajemen (S1).

Tujuan penelitian ini adalah untuk mengetahui pengaruh harga dan citra merek terhadap kepuasan dan keputusan pembelian konsumen pada mobil Pajero di PT. Bosowa Berlian Motor di Makassar. Untuk itu saya sangat mengharapkan ketulusan dan kerelaan Bapak/Ibu/Saudara/I untuk menjawab pernyataan dalam kuesioner ini.

Atas kesediaan dan partisipasi Bapak/Ibu/Saudara/I dalam mengisi angket ini saya ucapkan terima kasih.

Peneliti

Vita Aprila

I. Identitas Responden

Nama : .....

1. Jenis Kelamin : ☐ Laki-laki ☐ Perempuan
2. Umur : ☐ 21 – 29 Tahun
   ☐ 30 – 39 tahun
   ☐ 40 – 49 tahun
   ☐ > 50 tahun
3. Pendidikan Terakhir : ☐ SMA ☐ S.2
   ☐ Diploma (D.3) ☐ S.3
   ☐ S.1
4. Pendapatan Perbulan : ☐ < 10 juta
   ☐ 10,1 – 15 juta
   ☐ Diatas 15,1 juta
5. Pekerjaan : ☐ PNS
   ☐ Karyawan Swasta
   ☐ Wiraswasta
   ☐ Lainnya

II. Petunjuk Pengisian

Isilah pernyataan kuesioner berikut ini sesuai dengan jawaban yang tersedia dan diberi tanda *checklist* (√) pada kolom yang tersedia. Anda dapat memilih salah satu jawaban yang menurut anda paling tepat dengan keterangan sebagai berikut :

STS (1) : Sangat Tidak Setuju
S (2) : Tidak Setuju
S (3) : Cukup Setuju
(4) : Setuju
S (5) : Sangat Setuju

Variabel Harga

No	Pernyataan	SS	S	CS	TS	STS
1	Harga jual mobil Pajero terjangkau semua kalangan					
2	Adanya kesesuaian harga jual dengan kualitas produk mobil Pajero					
3	Harga jual mobil Pajero sudah sesuai dengan manfaat yang dirasakan oleh pelanggan pada PT. Bosowa Berlian Motor					

Variabel Citra Merek

No	Pernyataan	SS	S	CS	TS	STS
1	Mobil Pajero memiliki desain yang menarik					
2	Merek Mobil Pajero mudah diingat					
3	Merek Mobil Pajero mudah dikenali					
4	Mobil Pajero memiliki fisik yang kuat					
5	Mobil Pajero memiliki tampilan yang berbeda dengan mobil merek lain					

Variabel Kepuasan Konsumen

No	Pernyataan	SS	S	CS	TS	STS
1	Kualitas produk mobil Pajero telah memberikan kepuasan bagi pelanggan PT. Bosowa Berlian Motor					
2	PT. Bosowa Berlian Motor dalam memberikan pelayanan sesuai dengan harapan pelanggan					
	Nilai produk mobil Pajero yang ditawarkan saat ini telah memberikan kepuasan pelanggan					

Variabel Keputusan Pembelian

No	Pernyataan	SS	S	CS	TS	STS
1	Saya memakai mobil pajero karena dapat memenuhi kebutuhan saya					
2	Saya selalu mencari informasi dari teman dan keluarga mengenai mobil pajero					
3	Menurut saya kualitas mobil pajero memiliki standar kualitas yang tinggi					
4	Saya membeli mobil pajero karena purna jualnya tinggi					
5	Saya akan merekomendasikan kepada teman atau keluarga saya dalam membeli mobil Pajero					

TERIMA KASIH

LAMPIRAN 1 : REKAP KEADAAN RESPONDEN

No resp	Jenis kelamin	Umur	Pendidikan terakhir	Pendapatan perbulan	Pekerjaan
1	1	4	1	2	1
2	1	4	1	2	2
3	1	4	1	2	2
4	1	3	1	2	2
5	1	3	2	3	3
6	1	3	2	3	3
7	1	3	2	3	3
8	2	2	2	2	3
9	2	2	3	2	3
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15	2	1	3	1	4
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31	2	3	3	2	1
32	1	3	3	2	1
	1	2	3	1	2
	1	2	3	1	2
	1	2	3	1	2
	1	2	3	1	2

37	1	2	3	2	2
38	1	1	3	2	2
39	1	1	3	2	3
40	2	1	3	2	1
41	2	1	3	3	1
42	2	1	2	3	1
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114	1	3	2	3	3
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	1	2	1	2	3
	1	2	1	3	3

119	1	3	2	3	3
120	1	3	2	3	4
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122	1	4	3	3	4
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134	1	3	4	3	4
135	1	4	3	3	3
136	1	3	2	3	4
137	1	2	3	3	3
138	1	3	2	3	4
139	1	3	3	3	3
140	1	2	3	3	4

LAMPIRAN 2 : REKAP JAWABAN RESPONDEN

No	Harga			Citra Merek					Kepuasan pelanggan			Keputusan pembelian				
resp	X1.1	X1.2	X1.3	X2.1	X2.2	X2.3	X2.4	X2.5	Y.1	Y2	Y3	Z.1	Z.2	Z.3	Z.4	Z.5
1	3	2	1	1	3	2	2	2	3	2	3	2	3	1	3	3
2	3	2	1	2	1	2	2	2	2	2	3	2	3	1	3	3
3	3	2	2	2	1	2	3	2	2	2	3	2	3	1	3	3
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5	3	2	3	2	3	2	3	2	3	2	3	3	3	2	3	3
6	4	4	5	4	5	4	5	3	5	4	4	4	5	5	5	5
7	5	5	5	4	5	5	5	4	5	4	5	4	4	5	5	4
8	5	5	5	3	3	1	2	4	5	4	5	4	4	5	5	4
9	5	5	4	3	3	1	2	4	5	5	5	4	4	4	4	4
10	4	4	4	3	4	1	2	4	4	5	5	4	5	4	4	5
11	4	4	4	2	5	2	1	4	4	5	5	4	5	4	4	5
12	4	4	4	2	3	2	3	2	3	2	5	4	5	4	4	5
13	3	2	1	2	3	2	3	2	3	2	4	3	3	3	4	3
14	3	2	1	2	3	2	3	1	1	2	2	3	3	3	3	3
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17	4	2	3	2	2	3	3	3	2	3	3	2	1	2	1	3
18	2	2	2	1	2	3	2	3	2	3	3	3	1	2	1	3
19	2	2	1	1	3	3	2	3	2	3	3	3	3	2	1	3
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32	3	3	2	2	2	3	3	2	2	3	2	3	3	2	3	2
[illegible]	[illegible]	4	2	2	2	3	3	2	2	3	2	2	3	2	3	3
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		4	4	5	4	5	4	5	5	4	4	4	4	4	5	5
		4	4	5	5	5	4	5	5	4	4	4	4	4	5	5
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42	3	3	3	1	1	3	4	3	3	4	5	3	2	2	4	3
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81	2	1	2	2	3	1	2	3	2	3	2	2	3	3	3	3
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83	2	2	3	2	3	2	1	2	2	3	3	2	2	2	3	3
84	3	2	3	1	3	3	3	2	3	3	3	2	2	2	3	2
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86	3	1	1	1	2	3	2	3	2	2	2	2	1	2	3	3
87	3	2	3	2	3	2	3	2	3	2	3	3	2	2	2	3
88	4	4	4	2	4	5	5	4	4	3	4	4	5	4	3	4
89	4	4	4	2	4	5	5	5	5	3	4	4	5	5	5	5
90	5	4	5	2	5	5	5	5	5	3	4	5	4	5	4	5
91	5	4	5	3	4	5	5	3	3	4	4	3	3	4	4	5
92	5	5	4	5	5	4	4	4	4	3	4	5	4	4	4	4
93	4	4	4	5	5	4	4	4	5	4	4	4	5	5	4	5
94	4	4	3	4	4	4	5	4	4	5	4	5	5	3	4	3
95	4	4	3	4	4	5	5	5	4	5	4	4	5	2	5	3
96	3	2	2	5	4	5	4	5	4	5	4	4	5	2	5	5
97	3	2	3	5	5	5	4	4	4	4	4	4	5	3	4	5
98	3	1	2	5	3	4	4	4	3	4	4	3	2	2	2	3
99	3	1	2	4	3	1	5	3	4	4	3	3	2	3	2	2
100	3	1	2	4	3	1	3	3	5	4	2	3	3	3	2	2
101	2	1	2	3	2	2	2	3	3	4	3	2	1	3	2	2
102	2	3	4	3	3	2	2	2	3	4	3	2	1	2	3	2
103	2	3	4	3	3	2	2	2	3	2	3	3	2	2	3	3
104	4	5	4	2	1	2	3	3	2	3	3	3	2	2	3	3
105	3	5	5	2	2	2	3	3	2	3	3	3	2	3	3	3
106	3	5	5	2	2	2	3	3	2	3	3	3	2	3	2	2
107	3	5	5	1	2	2	2	2	3	2	3	4	5	3	3	2
108	3	3	4	1	3	2	2	4	3	2	2	4	5	4	5	2
109	4	3	4	1	4	2	2	4	3	2	2	4	5	4	5	3
110	4	3	5	2	4	2	3	4	2	3	3	5	4	4	5	3
111	5	2	4	2	5	3	3	5	2	3	3	5	4	5	4	3
112	5	2	3	2	5	3	3	5	3	3	3	5	4	5	4	2
113	5	3	3	3	5	3	2	5	4	3	3	4	3	4	3	3
114	4	3	3	3	2	4	2	4	3	4	2	4	4	4	4	3
115	4	1	3	3	3	4	1	2	4	4	3	4	4	4	5	3
		1	2	3	4	5	2	2	4	5	3	4	5	4	5	3
		1	2	4	5	5	3	3	4	4	2	3	5	3	3	3
		2	2	4	5	5	5	4	5	4	4	3	5	3	2	2
		2	2	5	5	4	4	4	5	4	5	3	4	3	3	2

120	2	2	1	5	5	4	4	4	5	4	5	2	4	2	2	3
121	3	3	1	5	4	4	4	5	5	5	3	2	4	2	3	3
122	4	3	1	4	4	4	5	5	4	5	3	2	3	2	2	2
123	4	3	2	4	4	3	5	5	4	5	3	3	3	3	2	2
124	5	4	2	3	2	3	1	3	4	3	2	3	3	3	2	2
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126	4	4	3	3	1	3	2	2	2	3	3	4	2	4	4	4
127	4	5	3	2	1	2	3	2	2	4	2	4	2	4	5	4
128	4	5	3	2	1	2	3	2	2	4	2	5	3	4	4	4
129	3	4	4	2	2	2	3	2	5	4	2	5	3	5	5	5
130	3	4	4	1	2	2	3	3	5	5	2	4	3	5	4	5
131	4	4	4	1	2	3	3	2	5	5	2	4	4	5	4	5
132	4	3	5	1	2	3	3	2	4	4	4	4	4	4	4	5
133	5	3	5	2	1	3	3	2	5	4	4	3	5	4	4	3
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136	3	3	4	3	2	4	2	3	3	3	5	2	4	3	2	2
137	3	3	4	3	2	5	2	4	3	3	5	2	4	3	2	2
138	4	3	3	3	2	5	2	4	4	3	5	2	3	2	2	2
139	5	3	3	4	4	3	5	5	4	3	4	3	3	2	3	3
140	4	3	3	4	5	4	5	5	5	4	4	3	2	2	3	3

Frequencies

Statistics

	N		Mean	Sum
	Valid	Missing		
Jenis kelamin	140	0	1.3071	183.00
Umur	140	0	2.5286	354.00
Pendidikan	140	0	2.6571	372.00
Pendapatan	140	0	2.3143	324.00
Pekerjaan	140	0	2.8286	396.00
X1.1	140	0	3.4286	480.00
X1.2	140	0	3.0071	421.00
X1.3	140	0	3.0214	423.00
X2.1	140	0	2.7429	384.00
X2.2	140	0	3.1429	440.00
X2.3	140	0	3.1000	434.00
X2.4	140	0	3.0071	421.00
X2.5	140	0	3.2786	459.00
Y.1	140	0	3.1571	442.00
Y.2	140	0	3.3786	473.00
Y.3	140	0	3.3571	470.00
Z.1	140	0	3.2643	457.00
Z.2	140	0	3.3500	469.00
Z.3	140	0	3.0643	429.00
Z.4	140	0	3.3429	468.00
Z.5	140	0	3.2071	449.00

Frequency Table

Jenis kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Laki laki	97	69.3	69.3	69.3
puan	43	30.7	30.7	100.0
	140	100.0	100.0	

Umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-29 tahun	17	12.1	12.1	12.1
	30-39 tahun	55	39.3	39.3	51.4
	40-49 tahun	45	32.1	32.1	83.6
	> 50 tahun	23	16.4	16.4	100.0
	Total	140	100.0	100.0	

Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA	12	8.6	8.6	8.6
	Diploma (D.3)	45	32.1	32.1	40.7
	S.1	66	47.1	47.1	87.9
	S.2	13	9.3	9.3	97.1
	S.3	4	2.9	2.9	100.0
	Total	140	100.0	100.0	

Pendapatan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 10 Juta	25	17.9	17.9	17.9
	101.-5 juta	46	32.9	32.9	50.7
	> 15.1 juta	69	49.3	49.3	100.0
	Total	140	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PNS	19	13.6	13.6	13.6
	Karyawan swasta	27	19.3	19.3	32.9
	Wiraswasta	53	37.9	37.9	70.7
	Lainnya	41	29.3	29.3	100.0
	Total	140	100.0	100.0	

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	2.1	2.1	2.1
	TS	22	15.7	15.7	17.9
	CS	48	34.3	34.3	52.1
	S	46	32.9	32.9	85.0
	SS	21	15.0	15.0	100.0
	Total	140	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	23	16.4	16.4	16.4
	TS	29	20.7	20.7	37.1
	CS	34	24.3	24.3	61.4
	S	32	22.9	22.9	84.3
	SS	22	15.7	15.7	100.0
	Total	140	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	25	17.9	17.9	17.9
	TS	24	17.1	17.1	35.0
	CS	34	24.3	24.3	59.3
	S	37	26.4	26.4	85.7
	SS	20	14.3	14.3	100.0
	Total	140	100.0	100.0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
	STS	25	17.9	17.9	17.9
	TS	52	37.1	37.1	55.0
	CS	19	13.6	13.6	68.6
		22	15.7	15.7	84.3
		22	15.7	15.7	100.0
		140	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	13	9.3	9.3	9.3
	TS	34	24.3	24.3	33.6
	CS	41	29.3	29.3	62.9
	S	24	17.1	17.1	80.0
	SS	28	20.0	20.0	100.0
	Total	140	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	11	7.9	7.9	7.9
	TS	35	25.0	25.0	32.9
	CS	44	31.4	31.4	64.3
	S	29	20.7	20.7	85.0
	SS	21	15.0	15.0	100.0
	Total	140	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	11	7.9	7.9	7.9
	TS	44	31.4	31.4	39.3
	CS	40	28.6	28.6	67.9
	S	23	16.4	16.4	84.3
	SS	22	15.7	15.7	100.0
	Total	140	100.0	100.0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
	STS	3	2.1	2.1	2.1
	TS	38	27.1	27.1	29.3
		44	31.4	31.4	60.7
		27	19.3	19.3	80.0
		28	20.0	20.0	100.0
		140	100.0	100.0	

Y.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	6	4.3	4.3	4.3
	TS	41	29.3	29.3	33.6
	CS	41	29.3	29.3	62.9
	S	29	20.7	20.7	83.6
	SS	23	16.4	16.4	100.0
	Total	140	100.0	100.0	

Y.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	2.1	2.1	2.1
	TS	22	15.7	15.7	17.9
	CS	53	37.9	37.9	55.7
	S	43	30.7	30.7	86.4
	SS	19	13.6	13.6	100.0
	Total	140	100.0	100.0	

Y.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	.7	.7	.7
	TS	28	20.0	20.0	20.7
	CS	51	36.4	36.4	57.1
	S	40	28.6	28.6	85.7
	SS	20	14.3	14.3	100.0
	Total	140	100.0	100.0	

Z.1

		Frequency	Percent	Valid Percent	Cumulative Percent
	STS	2	1.4	1.4	1.4
	TS	37	26.4	26.4	27.9
		42	30.0	30.0	57.9
		40	28.6	28.6	86.4
		19	13.6	13.6	100.0
		140	100.0	100.0	

Z.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	6	4.3	4.3	4.3
	TS	34	24.3	24.3	28.6
	CS	38	27.1	27.1	55.7
	S	29	20.7	20.7	76.4
	SS	33	23.6	23.6	100.0
	Total	140	100.0	100.0	

Z.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	11	7.9	7.9	7.9
	TS	42	30.0	30.0	37.9
	CS	32	22.9	22.9	60.7
	S	37	26.4	26.4	87.1
	SS	18	12.9	12.9	100.0
	Total	140	100.0	100.0	

Z.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	4	2.9	2.9	2.9
	TS	35	25.0	25.0	27.9
	CS	38	27.1	27.1	55.0
	S	35	25.0	25.0	80.0
	SS	28	20.0	20.0	100.0
	Total	140	100.0	100.0	

Z.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	44	31.4	31.4	31.4
	CS	49	35.0	35.0	66.4
	S	21	15.0	15.0	81.4
	SS	26	18.6	18.6	100.0
	Total	140	100.0	100.0	

ARIABLES

Case Processing Summary

		N	%
Cases	Valid	140	100.0
	Excluded[a]	0	.0
	Total	140	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.831	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	6.0286	5.740	.684	.792
X1.2	6.4500	4.408	.699	.762
X1.3	6.4357	4.320	.722	.737

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	140	100.0
	Excluded[a]	0	.0
	Total	140	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.870	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	12.5286	15.172	.723	.836
X2.2	12.1286	15.926	.707	.839
X2.3	12.1714	17.107	.631	.857
X2.4	12.2643	16.541	.680	.846
X2.5	11.9929	16.496	.741	.832

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	140	100.0
	Excluded[a]	0	.0
	Total	140	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.719	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	6.7357	2.699	.584	.576
Y.2	6.5143	3.230	.576	.589
Y.3	6.5357	3.517	.469	.709

ARIABLES

Case Processing Summary

		N	%
Cases	Valid	140	100.0
	Excluded[a]	0	.0
	Total	140	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.904	5

Item-Total Statistics

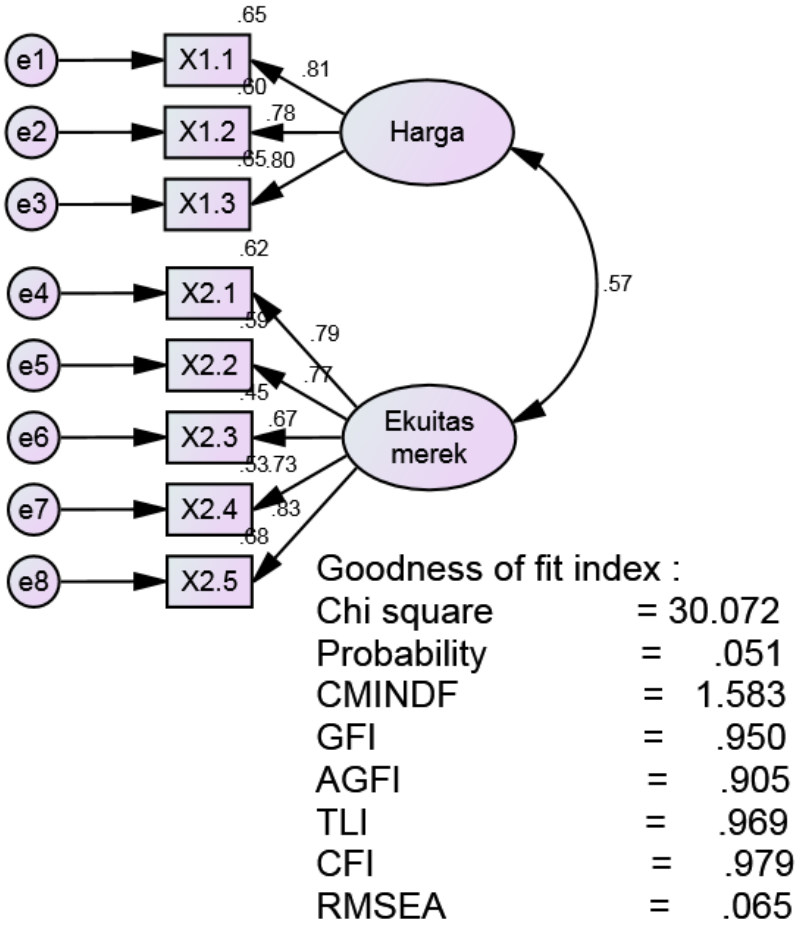
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Z.1	12.9643	15.416	.812	.872
Z.2	12.8786	15.359	.672	.902
Z.3	13.1643	14.455	.812	.870
Z.4	12.8857	14.965	.779	.878
Z.5	13.0214	15.690	.734	.888

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Zscore(X1.1)	140	-2.43484	1.57548	.0000000	1.00000000
Zscore(X1.2)	140	-1.52435	1.51350	.0000000	1.00000000
Zscore(X1.3)	140	-1.53538	1.50283	.0000000	1.00000000
Zscore(X2.1)	140	-1.29250	1.67389	.0000000	1.00000000
Zscore(X2.2)	140	-1.70662	1.47907	.0000000	1.00000000
Zscore(X2.3)	140	-1.79335	1.62256	.0000000	1.00000000
Zscore(X2.4)	140	-1.67752	1.66558	.0000000	1.00000000
Zscore(X2.5)	140	-2.01277	1.52062	.0000000	1.00000000
Zscore(Y.1)	140	-1.88237	1.60811	.0000000	1.00000000
Zscore(Y.2)	140	-2.43222	1.65800	.0000000	1.00000000
Zscore(Y.3)	140	-2.39944	1.67234	.0000000	1.00000000
Zscore(Z.1)	140	-2.17086	1.66410	.0000000	1.00000000
Zscore(Z.2)	140	-1.95012	1.36923	.0000000	1.00000000
Zscore(Z.3)	140	-1.74544	1.63673	.0000000	1.00000000
Zscore(Z.4)	140	-2.05005	1.45003	.0000000	1.00000000
Zscore(Z.5)	140	-1.11476	1.65565	.0000000	1.00000000
Valid N (listwise)	140				

Lampiran 4
Uji konfirmatori konstruk eksogen
Standardized estimates



Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	17	30.072	19	.051	1.583
Saturated model	36	.000	0		
ence model	8	548.630	28	.000	19.594

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.075	.950	.905	.501
Saturated model	.000	1.000		
Independence model	.614	.387	.212	.301

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.945	.919	.979	.969	.979
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.679	.641	.664
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	11.072	.000	30.081
Saturated model	.000	.000	.000
Independence model	520.630	448.236	600.449

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.216	.080	.000	.216
Saturated model	.000	.000	.000	.000
Independence model	3.947	3.746	3.225	4.320

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.065	.000	.107	.265
Independence model	.366	.339	.393	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	64.072	66.426	114.080	131.080
Saturated model	72.000	76.985	177.899	213.899
Independence model	564.630	565.738	588.163	596.163

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.461	.381	.598	.478
Saturated model	.518	.518	.518	.554
Independence model	4.062	3.541	4.636	4.070

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

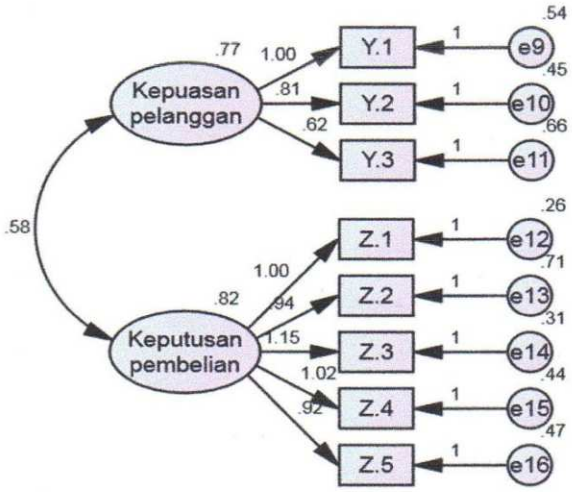
Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
X1.3	<---	X1	1.000				
X1.2	<---	X1	.968	.108	8.942	***	
X1.1	<---	X1	.761	.083	9.169	***	
X2.3	<---	X2	1.000				
X2.2	<---	X2	1.227	.157	7.827	***	
X2.1	<---	X2	1.354	.169	8.001	***	
X2.4	<---	X2	1.110	.148	7.499	***	
X2.5	<---	X2	1.191	.144	8.287	***	

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

			Estimate
X1.3	<---	X1	.803
X1.2	<---	X1	.777
X1.1	<---	X1	.806
X2.3	<---	X2	.671
X2.2	<---	X2	.768
		X2	.789
		X2	.729
		X2	.827



Goodnes of fit index :

Chi square	= 27.313
Probability	= .098
CMINDF	= 1.438
GFI	= .954
AGFI	= .913
TLI	= .979
CFI	= .986
RMSEA	= .056

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	17	27.313	19	.098	1.438
Saturated model	36	.000	0		
Independence model	8	614.078	28	.000	21.931

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.043	.954	.913	.503
model	.000	1.000		
ence model	.564	.344	.156	.267

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.956	.934	.986	.979	.986
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.679	.648	.669
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	8.313	.000	26.326
Saturated model	.000	.000	.000
Independence model	586.078	509.163	670.415

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.196	.060	.000	.189
Saturated model	.000	.000	.000	.000
Independence model	4.418	4.216	3.663	4.823

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.056	.000	.100	.379
Independence model	.388	.362	.415	.000

AIC

Model	AIC	BCC	BIC	CAIC
odel	61.313	63.666	111.320	128.320
model	72.000	76.985	177.899	213.899
ence model	630.078	631.186	653.612	661.612

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.441	.381	.571	.458
Saturated model	.518	.518	.518	.554
Independence model	4.533	3.980	5.140	4.541

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

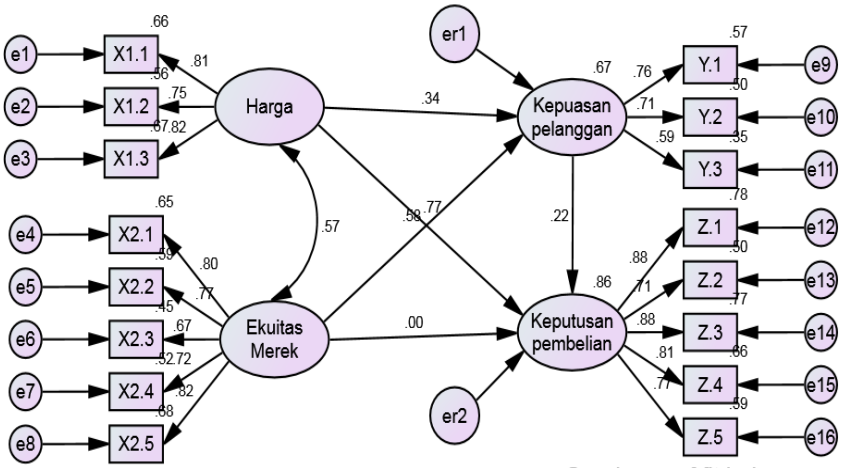
Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Y.1	<---	Y	1.000				
Y.2	<---	Y	.807	.113	7.125	***	
Y.3	<---	Y	.621	.108	5.736	***	
Z.1	<---	Z	1.000				
Z.2	<---	Z	.943	.096	9.830	***	
Z.3	<---	Z	1.146	.082	13.939	***	
Z.4	<---	Z	1.022	.084	12.141	***	
Z.5	<---	Z	.920	.082	11.153	***	

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

			Estimate
Y.1	<---	Y	.767
Y.2	<---	Y	.725
Y.3	<---	Y	.555
Z.1	<---	Z	.873
Z.2	<---	Z	.712
Z.3	<---	Z	.882
Z.4	<---	Z	.814
Z.5	<---	Z	.773

Lampiran 6 :
Model pengujian hipotesis penelitian (model awal)
Standardized estimates



Goodness of fit index :

Chi square	=	160.210
Probability	=	.000
GFI	=	.880
AGFI	=	.834
TLI	=	.943
CFI	=	.953
RMSEA	=	.068

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	38	160.210	98	.000	1.635
Saturated model	136	.000	0		
Independence model	16	1450.969	120	.000	12.091

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.072	.880	.834	.634
Saturated model	.000	1.000		
Independence model	.592	.231	.128	.204

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.890	.865	.954	.943	.953
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.817	.726	.778
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	62.210	31.412	100.913
Saturated model	.000	.000	.000
Independence model	1330.969	1211.944	1457.409

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	1.153	.448	.226	.726
Saturated model	.000	.000	.000	.000
Independence model	10.439	9.575	8.719	10.485

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.068	.048	.086	.068
Independence model	.282	.270	.296	.000

AIC

Model	AIC	BCC	BIC	CAIC
nodel	236.210	246.800	347.992	385.992
model	272.000	309.902	672.063	808.063
ence model	1482.969	1487.428	1530.036	1546.036

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	1.699	1.478	1.978	1.776
Saturated model	1.957	1.957	1.957	2.230
Independence model	10.669	9.813	11.578	10.701

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

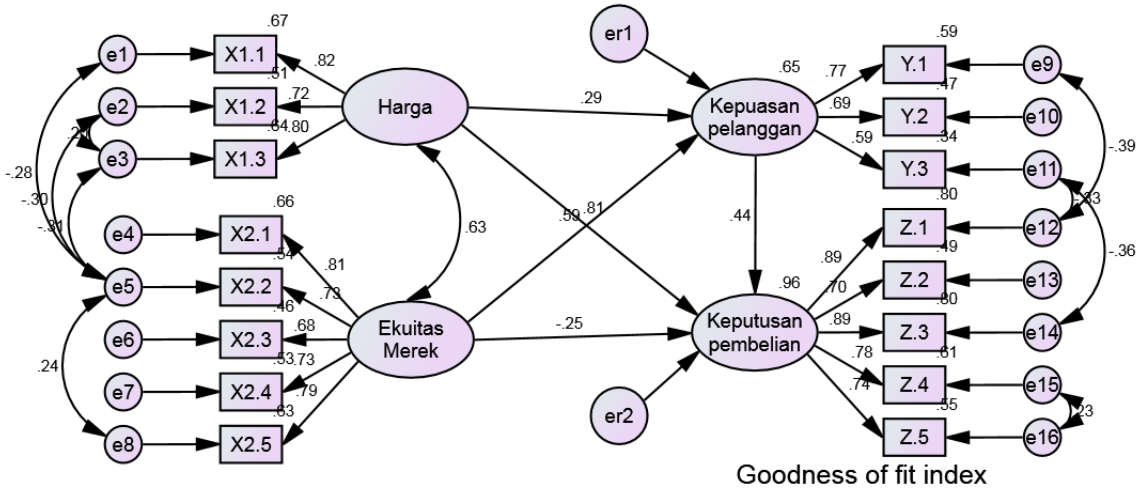
Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Y	<---	X1	.274	.086	3.184	.001	
Y	<---	X2	.638	.134	4.773	***	
Z	<---	X1	.655	.088	7.452	***	
Z	<---	X2	-.003	.127	-.020	.984	
Z	<---	Y	.232	.145	1.595	.111	
X1.3	<---	X1	1.000				
X1.2	<---	X1	.914	.095	9.642	***	
X1.1	<---	X1	.749	.070	10.703	***	
X2.3	<---	X2	1.000				
X2.2	<---	X2	1.226	.156	7.863	***	
X2.1	<---	X2	1.381	.169	8.176	***	
X2.4	<---	X2	1.095	.147	7.449	***	
X2.5	<---	X2	1.187	.143	8.327	***	
Y.1	<---	Y	1.000				
Y.2	<---	Y	.795	.106	7.521	***	
Y.3	<---	Y	.669	.105	6.349	***	
Z.1	<---	Z	1.000				
Z.2	<---	Z	.925	.093	9.920	***	
Z.3	<---	Z	1.131	.078	14.538	***	
Z.4	<---	Z	1.010	.081	12.506	***	
Z.5	<---	Z	.908	.080	11.414	***	

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

			Estimate
Y	<---	X1	.341
Y	<---	X2	.577
Z	<---	X1	.770
Z	<---	X2	-.002
Z	<---	Y	.219
X1.3	<---	X1	.821
X1.2	<---	X1	.750
X1.1	<---	X1	.812
X2.3	<---	X2	.670
X2.2	<---	X2	.766
X2.1	<---	X2	.804
X2.4	<---	X2	.718
X2.5	<---	X2	.823
Y.1	<---	Y	.757
Y.2	<---	Y	.706
Y.3	<---	Y	.591
Z.1	<---	Z	.881
Z.2	<---	Z	.706
Z.3	<---	Z	.879
Z.4	<---	Z	.813
Z.5	<---	Z	.771

Lampiran 7 :
Model pengujian hipotesis penelitian (model revisi)
Standardized estimates



Goodness of fit index

Chi square	= 108.286
Probability	= .080
CMINDF	= 1.217
GFI	= .917
AGFI	= .873
TLI	= .980
CFI	= .986
RMSEA	= .039

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	47	108.286	89	.080	1.217
Saturated model	136	.000	0		
Independence model	16	1450.969	120	.000	12.091

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.067	.917	.873	.600
Saturated model	.000	1.000		
Independence model	.592	.231	.128	.204

Baseline Comparisons

	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
	.925	.899	.986	.980	.986
	1.000		1.000		1.000
del	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.742	.686	.731
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	19.286	.000	49.717
Saturated model	.000	.000	.000
Independence model	1330.969	1211.944	1457.409

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.779	.139	.000	.358
Saturated model	.000	.000	.000	.000
Independence model	10.439	9.575	8.719	10.485

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.039	.000	.063	.741
Independence model	.282	.270	.296	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	202.286	215.384	340.543	387.543
Saturated model	272.000	309.902	672.063	808.063
Independence model	1482.969	1487.428	1530.036	1546.036

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	1.455	1.317	1.674	1.550
Saturated model	1.957	1.957	1.957	2.230
Independence model	10.669	9.813	11.578	10.701

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
Z.5	2.000	5.000	.469	2.265	-1.048	-2.531
Z.4	1.000	5.000	-.002	-.009	-1.078	-2.603
Z.3	1.000	5.000	.059	.284	-1.020	-2.462
Z.2	1.000	5.000	-.029	-.138	-1.123	-2.712
Z.1	1.000	5.000	.105	.508	-.971	-2.344
Y.3	1.000	5.000	.106	.511	-.828	-1.999
Y.2	1.000	5.000	-.074	-.357	-.510	-1.232
Y.1	1.000	5.000	.179	.867	-.969	-2.341
X2.5	1.000	5.000	.185	.892	-1.077	-2.601
X2.4	1.000	5.000	.264	1.277	-.903	-2.181
X2.1	1.000	5.000	.422	2.039	-1.088	-2.627
X2.2	1.000	5.000	.057	.276	-1.023	-2.471
X2.3	1.000	5.000	.075	.362	-.850	-2.053
X1.1	1.000	5.000	-.151	-.732	-.580	-1.401
X1.2	1.000	5.000	-.032	-.155	-1.117	-2.697
X1.3	1.000	5.000	-.134	-.649	-1.109	-2.679
Multivariate					4.424	1.091

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

Observation number	Mahalanobis d-squared	p1	p2
11	28.329	.029	.983
124	28.209	.030	.924
96	28.018	.031	.820
107	27.870	.033	.677
116	27.261	.039	.633
16	27.155	.040	.485
99	26.910	.042	.385
44	26.582	.046	.324
135	25.805	.057	.401
112	25.651	.059	.316
137	25.393	.063	.271
108	25.117	.068	.241
111	24.467	.080	.326
91	24.242	.084	.293
130	24.142	.086	.229
102	23.550	.100	.322
129	22.428	.130	.654
43	22.110	.140	.684
76	22.003	.143	.635
90	21.957	.145	.560
42	21.796	.150	.535
00	21.558	.158	.548

Observation number	Mahalanobis d-squared	p1	p2
131	21.488	.161	.487
15	21.151	.173	.552
21	21.074	.176	.499
115	21.055	.176	.420
138	21.011	.178	.357
12	20.834	.185	.356
133	20.796	.187	.296
26	20.675	.191	.275
10	20.546	.197	.259
13	20.304	.207	.293
89	20.140	.214	.295
25	20.103	.216	.245
40	20.067	.217	.199
95	19.931	.223	.194
9	19.816	.229	.182
75	19.809	.229	.137
77	19.796	.230	.102
109	19.754	.232	.080
122	19.674	.235	.068
121	19.624	.238	.054
69	19.164	.260	.122
127	19.061	.266	.114
134	18.950	.271	.109
117	18.701	.284	.144
120	18.656	.287	.119
136	18.595	.290	.102
128	18.547	.293	.084
14	18.480	.297	.071
17	18.468	.297	.052
8	18.365	.303	.049
139	18.333	.305	.037
106	18.091	.319	.055
113	17.857	.332	.078
110	17.822	.334	.061
18	17.662	.344	.070
118	17.482	.355	.086
60	17.425	.359	.073
70	17.303	.366	.075
24	17.220	.371	.070
94	17.165	.375	.059
72	17.133	.377	.046
80	17.045	.383	.043
23	16.747	.402	.079
26	16.742	.403	.058

Observation number	Mahalanobis d-squared	p1	p2
98	16.611	.411	.063
103	16.546	.416	.056
140	16.520	.417	.043
7	15.982	.454	.158
86	15.911	.459	.146
20	15.883	.461	.120
101	15.710	.473	.146
125	15.631	.479	.138
19	15.526	.487	.140
1	15.447	.492	.132
41	15.294	.503	.153
132	15.140	.514	.177
119	15.068	.520	.166
114	14.673	.549	.325
46	14.648	.551	.281
71	14.594	.555	.257
88	14.230	.582	.429
97	13.982	.600	.537
6	13.978	.600	.472
2	13.877	.608	.475
37	13.794	.614	.466
57	13.064	.668	.860
74	12.899	.680	.887
30	12.888	.681	.854
81	12.804	.687	.850
53	12.551	.705	.909
82	12.530	.707	.884
105	12.529	.707	.844
22	12.507	.708	.809
28	12.469	.711	.777
3	12.392	.717	.765
58	12.139	.734	.845
29	12.131	.735	.801
79	12.087	.738	.771

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

(Group number 1 - Default model)

Estimate	S.E.	C.R.	P	Label
.244	.098	2.486	.013	

			Estimate	S.E.	C.R.	P	Label
Y	<---	X2	.657	.145	4.543	***	
Z	<---	X1	.713	.105	6.810	***	
Z	<---	X2	-.296	.160	-1.850	.064	
Z	<---	Y	.471	.169	2.795	.005	
X1.3	<---	X1	1.000				
X1.2	<---	X1	.896	.089	10.034	***	
X1.1	<---	X1	.775	.074	10.541	***	
X2.3	<---	X2	1.000				
X2.2	<---	X2	1.161	.155	7.496	***	
X2.1	<---	X2	1.382	.167	8.271	***	
X2.4	<---	X2	1.104	.146	7.586	***	
X2.5	<---	X2	1.134	.141	8.038	***	
Y.1	<---	Y	1.000				
Y.2	<---	Y	.765	.099	7.753	***	
Y.3	<---	Y	.649	.101	6.443	***	
Z.1	<---	Z	1.000				
Z.2	<---	Z	.902	.090	10.031	***	
Z.3	<---	Z	1.139	.073	15.629	***	
Z.4	<---	Z	.953	.080	11.977	***	
Z.5	<---	Z	.857	.078	10.937	***	

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

			Estimate
Y	<---	X1	.293
Y	<---	X2	.592
Z	<---	X1	.806
Z	<---	X2	-.250
Z	<---	Y	.443
X1.3	<---	X1	.800
X1.2	<---	X1	.716
X1.1	<---	X1	.819
X2.3	<---	X2	.677
X2.2	<---	X2	.734
X2.1	<---	X2	.812
X2.4	<---	X2	.731
X2.5	<---	X2	.794
Y.1	<---	Y	.769
Y.2	<---	Y	.688
			.587
			.892
			.700
			.894
			.781

	Estimate
Z.5 <--- Z	.740

Standardized Direct Effects (Group number 1 - Default model)

	X2	X1	Y	Z
Y	.592	.293	.000	.000
Z	-.250	.806	.443	.000
Z.5	.000	.000	.000	.740
Z.4	.000	.000	.000	.781
Z.3	.000	.000	.000	.894
Z.2	.000	.000	.000	.700
Z.1	.000	.000	.000	.892
Y.3	.000	.000	.587	.000
Y.2	.000	.000	.688	.000
Y.1	.000	.000	.769	.000
X2.5	.794	.000	.000	.000
X2.4	.731	.000	.000	.000
X2.1	.812	.000	.000	.000
X2.2	.734	.000	.000	.000
X2.3	.677	.000	.000	.000
X1.1	.000	.819	.000	.000
X1.2	.000	.716	.000	.000
X1.3	.000	.800	.000	.000

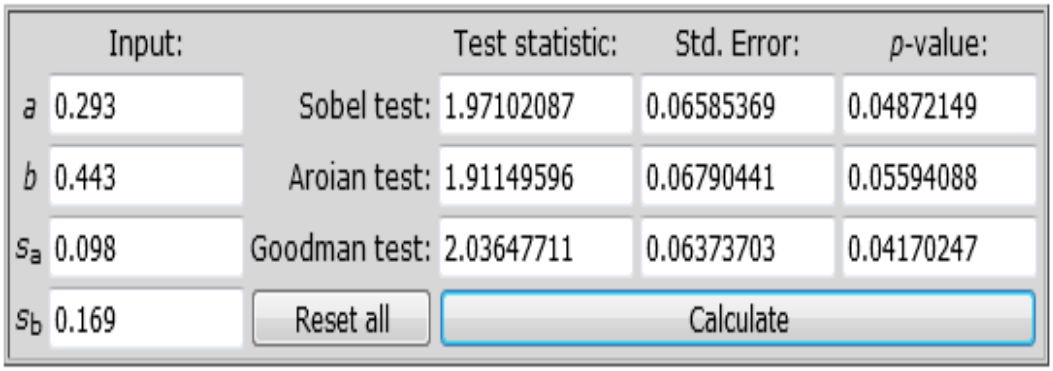
Standardized Indirect Effects (Group number 1 - Default model)

	X2	X1	Y	Z
Y	.000	.000	.000	.000
Z	.262	.130	.000	.000
Z.5	.009	.693	.328	.000
Z.4	.009	.730	.346	.000
Z.3	.010	.836	.396	.000
Z.2	.008	.655	.310	.000
Z.1	.010	.835	.395	.000
Y.3	.347	.172	.000	.000
Y.2	.407	.202	.000	.000
Y.1	.455	.225	.000	.000
X2.5	.000	.000	.000	.000
X2.4	.000	.000	.000	.000
X2.1	.000	.000	.000	.000
			0	.000	.000
			0	.000	.000
			0	.000	.000
			0	.000	.000
			0	.000	.000

Standardized Total Effects (Group number 1 - Default model)

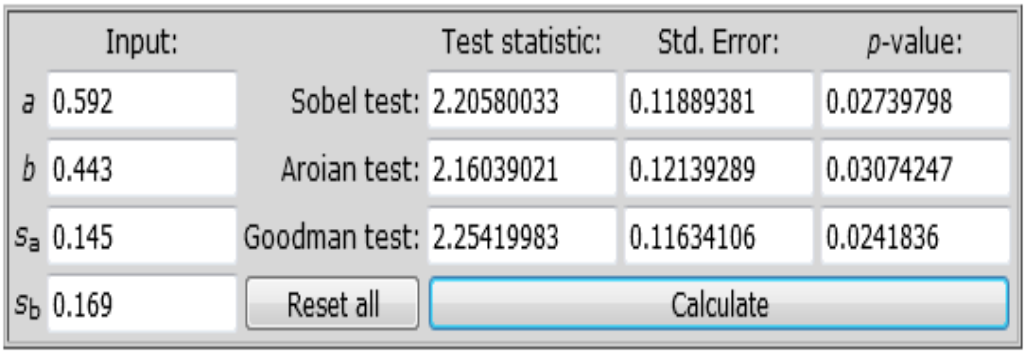
	X2	X1	Y	Z
Y	.592	.293	.000	.000
Z	.012	.935	.443	.000
Z.5	.009	.693	.328	.740
Z.4	.009	.730	.346	.781
Z.3	.010	.836	.396	.894
Z.2	.008	.655	.310	.700
Z.1	.010	.835	.395	.892
Y.3	.347	.172	.587	.000
Y.2	.407	.202	.688	.000
Y.1	.455	.225	.769	.000
X2.5	.794	.000	.000	.000
X2.4	.731	.000	.000	.000
X2.1	.812	.000	.000	.000
X2.2	.734	.000	.000	.000
X2.3	.677	.000	.000	.000
X1.1	.000	.819	.000	.000
X1.2	.000	.716	.000	.000
X1.3	.000	.800	.000	.000

Lampiran 8 : Uji sobel test pengaruh harga terhadap keputusan pembelian melalui kepuasan pelanggan



Input:			Test statistic:	Std. Error:	*p*-value:
a	0.293	Sobel test:	1.97102087	0.06585369	0.04872149
b	0.443	Aroian test:	1.91149596	0.06790441	0.05594088
s_a	0.098	Goodman test:	2.03647711	0.06373703	0.04170247
s_b	0.169	Reset all	Calculate		

Lampiran 9 : Uji sobel test pengaruh ekuitas merek terhadap keputusan pembelian melalui kepuasan pelanggan



Input:			Test statistic:	Std. Error:	*p*-value:
a	0.592	Sobel test:	2.20580033	0.11889381	0.02739798
b	0.443	Aroian test:	2.16039021	0.12139289	0.03074247
s_a	0.145	Goodman test:	2.25419983	0.11634106	0.0241836
s_b	0.169	Reset all	Calculate		