

LAMPIRAN

6. Tingkat pendapatan : ≤Rp. 2.000.000 Rp 2.000.000 – Rp. 4.999.000
 Rp. 5.000.000 – Rp. 7.999.000 ≥Rp. 8.000.000

B. Petunjuk mengisi kuisioner:

Berikan tanda centang (√) pada setiap kolom pernyataan berikut ini:

STS : untuk menyatakan Sangat Tidak Setuju.

TS : untuk menyatakan Tidak Setuju.

N : untuk menyatakan Netral

S : untuk menyatakan Setuju

SS : untuk menyatakan Sangat Setuju

1. Citra Merek

No	Pernyataan	STS	TS	N	S	SS
1	Merek Teh Pucuk Harum cukup kuat dalam ingatan saya.					
2	Merek Teh Pucuk Harum memiliki keunggulan lebih baik dari merek lain.					
3	Merek Teh Pucuk Harum memiliki keunikan dibanding merek lain.					

2. Kepercayaan Merek

No	Pernyataan	STS	TS	N	S	SS
4	Merek Teh Pucuk Harum dapat memenuhi harapan saya sebagai konsumen.					
5	Merek Teh Pucuk Harum selalu jujur dalam mempromosikan produknya.					
6	Merek Teh Pucuk Harum selalu peduli dengan apa yang dibutuhkan konsumennya.					

3. Kesadaran Merek

No	Pernyataan	STS	TS	N	S	SS
7	Saya sudah mengenal merek Teh Pucuk Harum.					
8	Saya dengan mudah mengenali merek Teh Pucuk Harum.					
9	Saya dengan mudah mengingat kembali merek Teh Pucuk Harum.					
10	Merek teh siap minum yang muncul dalam benak saya pertama kali adalah Teh Pucuk Harum.					

4. Loyalitas Merek

No	Pernyataan	STS	TS	N	S	SS
11	Ketika saya membeli minum saya memilih merek Teh Pucuk Harum.					
12	Saya akan tetap membeli merek Teh Pucuk Harum walaupun harganya lebih mahal dari sebelumnya.					
13	Saya merasa puas dengan kualitas merek Teh Pucuk Harum.					
14	Saya menyukai merek Teh Pucuk Harum dibanding merek lain.					
15	Saya akan merekomendasikan ke orang lain untuk membeli merek Teh Pucuk Harum.					

LAMPIRAN 2. KARATERISTIK RESPONDEN

Statistics						
		Jenis Kelamin	Usia	Pendidikan Terahir	Jenis Pekerjaan	Tingkat Pendapatan
N	Valid	150	150	150	150	150
	Missing	0	0	0	0	0

Jenis Kelamin					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	86	57.3	57.3	57.3
	Perempuan	64	42.7	42.7	100.0
	Total	150	100.0	100.0	

Usia					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	≥ 37	1	.7	.7	.7
	17-26 Tahun	146	97.3	97.3	98.0
	27-36 Tahun	3	2.0	2.0	100.0
	Total	150	100.0	100.0	

Pendidikan Terahir					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	≥ S2	1	.7	.7	.7
	Diploma	4	2.7	2.7	3.3
	S1	38	25.3	25.3	28.7
	SMA/Sederajat	107	71.3	71.3	100.0
	Total	150	100.0	100.0	

Jenis Pekerjaan					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Belum bekerja	2	1.3	1.3	1.3
	Pegawai negeri	2	1.3	1.3	2.7
	Pegawai swasta	9	6.0	6.0	8.7
	Pelajar/mahasiswa	131	87.3	87.3	96.0
	Wiraswasta	6	4.0	4.0	100.0
	Total	150	100.0	100.0	

Tingkat Pendapatan					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	≤ Rp. 2.000.000	128	85.3	85.3	85.3
	≥ Rp. 8.000.000	1	.7	.7	86.0
	Rp 2.000.000 – Rp. 4.999.000	16	10.7	10.7	96.7
	Rp. 5.000.000 – Rp. 7.999.000	5	3.3	3.3	100.0
	Total	150	100.0	100.0	

LAMPIRAN 3. UJI KUALITAS INSTRUMEN

1. Uji *CONFIRMATORY FACTOR ANALYSIS*

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

	Estimate
KPM <--- CM	.596
KPM <--- KM	.409
LO <--- CM	.278
LO <--- KM	.185
LO <--- KPM	.591
CM1 <--- CM	.758
CM2 <--- CM	.612
CM3 <--- CM	.852
KPM1 <--- KPM	.933
KPM2 <--- KPM	.814
KPM3 <--- KPM	.803
KM1 <--- KM	.677
KM2 <--- KM	.961
KM3 <--- KM	.948
KM4 <--- KM	.781
LO1 <--- LO	.773
LO2 <--- LO	.790
LO3 <--- LO	.808
LO4 <--- LO	.838
LO5 <--- LO	.673

2. Uji Reliabilitas

a. Uji Reliabilitas Variabel Citra Merek

Reliability Statistics	
Cronbach's Alpha	N of Items
.778	3

b. Uji Reliabilitas Variabel Kepercayaan Merek

Reliability Statistics	
Cronbach's Alpha	N of Items
.886	3

c. Uji Reliabilitas Variabel Kesadaran Merek

Reliability Statistics	
Cronbach's Alpha	N of Items
.914	4

d. Uji Reliabilitas Variabel Loyalitas Merek

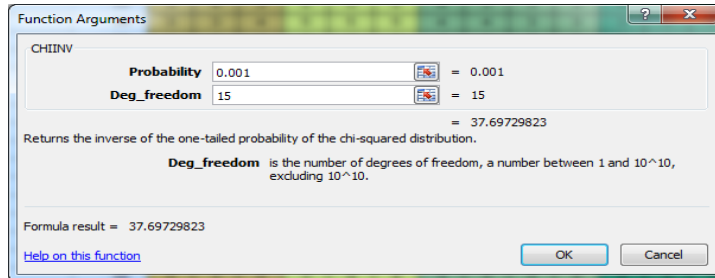
Reliability Statistics	
Cronbach's Alpha	N of Items
.884	5

LAMPIRAN 4. UJI NORMALITAS

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
LO5	2.000	5.000	-.131	-.657	-.368	-.919
LO4	2.000	5.000	-.154	-.770	-.940	-2.351
LO3	2.000	5.000	-.051	-.257	-.860	-2.151
LO2	2.000	5.000	.067	.335	-.695	-1.736
LO1	2.000	5.000	-.054	-.268	-.615	-1.536
KM4	2.000	5.000	-.092	-.462	-.559	-1.397
KM3	2.000	5.000	-.270	-1.351	-.471	-1.178
KM2	2.000	5.000	-.215	-1.076	-.644	-1.609
KM1	2.000	5.000	-.239	-1.194	-.638	-1.594
KPM3	2.000	5.000	-.182	-.912	-.828	-2.069
KPM2	2.000	5.000	-.137	-.687	-.626	-1.564
KPM1	2.000	5.000	-.184	-.921	-.941	-2.352
CM3	2.000	5.000	-.094	-.469	-.892	-2.229
CM2	2.000	5.000	-.017	-.086	-.680	-1.700
CM1	2.000	5.000	.222	1.111	-.769	-1.923
Multivariate					1.996	.541

LAMPIRAN 5. UJI OUTLIERS



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

Observation number	Mahalanobis d-squared	p1	p2
90	35.935	.002	.238
96	35.026	.002	.052
9	33.486	.004	.023
42	25.911	.039	.840
70	25.609	.042	.765
47	25.066	.049	.750
148	24.338	.060	.796
10	24.219	.061	.709
143	24.117	.063	.611
115	23.801	.069	.582
97	23.062	.083	.706
69	22.725	.090	.709
146	22.382	.098	.722
38	22.344	.099	.633
14	22.219	.102	.575
149	22.054	.106	.534
16	21.618	.118	.611
133	21.088	.134	.728
41	20.987	.137	.682
78	20.978	.138	.595
13	20.847	.142	.561
45	20.631	.149	.568
3	20.502	.154	.537
5	20.497	.154	.449
93	20.420	.156	.398
144	19.672	.185	.674
150	19.464	.193	.693
40	19.409	.196	.643

Observation number	Mahalanobis d-squared	p1	p2
130	19.293	.201	.622
145	19.290	.201	.543
112	19.226	.204	.496
11	19.177	.206	.442
48	19.098	.209	.406
80	18.865	.220	.452
44	18.805	.223	.408
37	18.625	.231	.431
117	18.440	.240	.458
111	18.427	.241	.391
137	17.754	.276	.697
104	17.503	.290	.760
138	17.416	.295	.743
127	17.258	.304	.762
31	17.248	.304	.708
101	17.202	.307	.670
53	17.102	.313	.662
36	16.807	.331	.759
54	16.635	.341	.788
55	16.635	.341	.734
87	16.608	.343	.690
7	16.462	.352	.712
107	16.407	.356	.683
124	16.334	.360	.664
6	16.120	.374	.728
62	15.931	.387	.774
64	15.881	.390	.748
84	15.724	.401	.778
116	15.589	.410	.795
125	15.342	.427	.861
92	15.287	.431	.844
25	14.829	.464	.951
39	14.743	.470	.950
147	14.739	.470	.931
15	14.659	.476	.928
136	14.639	.478	.909
46	14.558	.484	.906
59	14.459	.491	.909
102	14.373	.497	.908
67	14.279	.505	.909

Observation number	Mahalanobis d-squared	p1	p2
81	14.256	.506	.888
49	14.234	.508	.863
99	14.186	.511	.845
139	14.176	.512	.808
123	14.017	.524	.842
128	13.992	.526	.812
95	13.916	.532	.806
88	13.910	.532	.762
63	13.731	.546	.812
126	13.705	.548	.780
68	13.677	.550	.746
109	13.658	.552	.703
66	13.594	.557	.688
60	13.585	.557	.635
50	13.518	.562	.621
103	13.473	.566	.590
34	13.408	.571	.575
135	13.233	.584	.641
85	13.189	.588	.610
8	13.126	.593	.593
57	13.105	.594	.543
89	13.087	.596	.492
86	13.057	.598	.448
114	12.945	.607	.468
82	12.852	.614	.473
76	12.681	.627	.539
21	12.574	.635	.555
29	12.537	.638	.516
113	12.435	.646	.529
20	12.421	.647	.472
72	12.394	.649	.425
71	12.357	.652	.387

LAMPIRAN 6. UJI GOODNESS OF FIT

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	36	118.661	84	.008	1.413
Saturated model	120	.000	0		
Independence model	15	1580.414	105	.000	15.052

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.036	.909	.871	.637
Saturated model	.000	1.000		
Independence model	.293	.275	.171	.240

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.925	.906	.977	.971	.977
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.053	.028	.073	.404
Independence model	.307	.294	.321	.000

LAMPIRAN 7. REGRESSION WEIGHT

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
KPM <--- CM	.918	.137	6.700	***	par_15
KPM <--- KM	.663	.128	5.191	***	par_16
LO <--- CM	.310	.104	2.986	.003	par_12
LO <--- KM	.218	.085	2.568	.010	par_13
LO <--- KPM	.428	.072	5.914	***	par_14
CM1 <--- CM	1.000				
CM2 <--- CM	.779	.112	6.932	***	par_1
CM3 <--- CM	1.323	.145	9.157	***	par_2
KPM1 <--- KPM	1.000				
KPM2 <--- KPM	.767	.057	13.404	***	par_3
KPM3 <--- KPM	.831	.064	13.047	***	par_4
KM1 <--- KM	1.000				
KM2 <--- KM	1.460	.139	10.509	***	par_5
KM3 <--- KM	1.386	.134	10.352	***	par_6
KM4 <--- KM	1.087	.122	8.931	***	par_7
LO1 <--- LO	1.000				
LO2 <--- LO	1.012	.099	10.270	***	par_8
LO3 <--- LO	1.123	.109	10.260	***	par_9
LO4 <--- LO	1.241	.116	10.717	***	par_10
LO5 <--- LO	.795	.094	8.429	***	par_11

LAMPIRAN 8. UJI EFEK MEDIASI

Standardized Direct Effects (Group number 1 - Default model)

	KM	CM	KPM	LO
KPM	.409	.596	.000	.000
LO	.185	.278	.591	.000
LO5	.000	.000	.000	.673
LO4	.000	.000	.000	.838
LO3	.000	.000	.000	.808
LO2	.000	.000	.000	.790
LO1	.000	.000	.000	.773
KM4	.781	.000	.000	.000
KM3	.948	.000	.000	.000
KM2	.961	.000	.000	.000
KM1	.677	.000	.000	.000
KPM3	.000	.000	.803	.000
KPM2	.000	.000	.814	.000
KPM1	.000	.000	.933	.000
CM3	.000	.852	.000	.000
CM2	.000	.612	.000	.000
CM1	.000	.758	.000	.000

Standardized Indirect Effects (Group number 1 - Default model)

	KM	CM	KPM	LO
KPM	.000	.000	.000	.000
LO	.242	.352	.000	.000
LO5	.288	.424	.398	.000
LO4	.358	.528	.495	.000
LO3	.345	.509	.478	.000
LO2	.337	.498	.467	.000
LO1	.330	.487	.457	.000
KM4	.000	.000	.000	.000
KM3	.000	.000	.000	.000
KM2	.000	.000	.000	.000
KM1	.000	.000	.000	.000
KPM3	.328	.479	.000	.000
KPM2	.333	.485	.000	.000
KPM1	.382	.556	.000	.000
CM3	.000	.000	.000	.000
CM2	.000	.000	.000	.000
CM1	.000	.000	.000	.000