

LAMPIRAN 1: OUTPUT LISREL

L I S R E L 8.80

BY

Karl G. Jöreskog & Dag Sörbom

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7383 N. Lincoln Avenue, Suite 100

Lincolnwood, IL 60712, U.S.A.

Phone: (800)247-6113, (847)675-0720, Fax: (847)675-2140

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Raw Data from file 'C:\Users\Documents\ARIF66.psf'

Sample Size = 150

Latent Variables MP KP PS VK CT

Relationships

KP1 = KP

KP2 = KP

KP3 = KP

KP4 = KP

MP1 = MP

MP2 = MP

MP3 = MP

CT1 = CT

CT2 = CT

CT3 = CT

CT4 = CT

CT5 = CT

CT6 = CT

CT7 = CT

VK1 = VK

VK2 = VK

VK3 = VK

VK4 = VK

PS1 = PS

PS2 = PS

PS3 = PS

MP = KP

MP = PS VK CT

KP = PS VK CT

OPTIONS: SC EF AD=OFF

Path Diagram
 End of Problem
 Sample Size = 150
 Covariance Matrix

	KP1	KP2	KP3	KP4	MP1	MP2
KP1	0.72					
KP2	0.34	0.75				
KP3	0.29	0.38	0.77			
KP4	0.26	0.35	0.72	0.71		
MP1	0.35	0.38	0.41	0.39	0.61	
MP2	0.40	0.49	0.54	0.50	0.29	0.73
MP3	0.37	0.43	0.51	0.49	0.25	0.35
CT1	0.24	0.25	0.25	0.24	0.21	0.23
CT2	0.22	0.26	0.23	0.21	0.19	0.26
CT3	0.24	0.28	0.31	0.29	0.29	0.28
CT4	0.28	0.29	0.39	0.37	0.30	0.33
CT5	0.24	0.22	0.31	0.28	0.21	0.29
CT6	0.35	0.44	0.48	0.45	0.30	0.45
CT7	0.31	0.33	0.46	0.42	0.35	0.37
VK1	0.42	0.41	0.47	0.43	0.36	0.46
VK2	0.15	0.32	0.30	0.28	0.26	0.30
VK3	0.35	0.36	0.45	0.42	0.32	0.42
VK4	0.37	0.33	0.42	0.39	0.33	0.34
PS1	-0.01	-0.03	-0.03	-0.02	-0.08	-0.06
PS2	0.00	-0.02	0.06	0.06	0.02	0.00
PS3	-0.02	-0.09	0.01	0.01	-0.02	-0.08

Covariance Matrix

	MP3	CT1	CT2	CT3	CT4	CT5
MP3	0.69					
CT1	0.23	0.34				
CT2	0.20	0.11	0.33			
CT3	0.26	0.13	0.10	0.39		
CT4	0.32	0.13	0.12	0.19	0.42	
CT5	0.26	0.03	0.11	0.13	0.18	0.45
CT6	0.42	0.19	0.20	0.17	0.25	0.19
CT7	0.37	0.15	0.10	0.24	0.28	0.20
VK1	0.42	0.23	0.20	0.24	0.32	0.24
VK2	0.28	0.08	0.16	0.22	0.18	0.22
VK3	0.36	0.21	0.17	0.25	0.28	0.19
VK4	0.38	0.23	0.20	0.20	0.27	0.21
PS1	0.05	-0.01	0.02	-0.05	0.00	-0.01
PS2	0.06	-0.04	0.05	-0.03	0.07	0.01

PS3 0.06 -0.01 -0.01 -0.01 0.02 0.04

Covariance Matrix

	CT6	CT7	VK1	VK2	VK3	VK4
CT6	0.67					
CT7	0.31	0.56				
VK1	0.42	0.38	0.54			
VK2	0.22	0.24	0.18	0.54		
VK3	0.35	0.34	0.34	0.12	0.54	
VK4	0.34	0.28	0.34	0.08	0.25	0.53
PS1	-0.02	-0.02	-0.01	-0.04	-0.04	-0.02
PS2	0.06	0.07	0.00	0.03	0.01	0.02
PS3	-0.02	0.00	-0.01	0.03	-0.04	-0.02

Covariance Matrix

	PS1	PS2	PS3
PS1	0.72		
PS2	0.22	0.68	
PS3	0.37	0.22	0.59

Number of Iterations =138

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$KP1 = 0.61 * KP$, Errorvar.= 0.35 , R = 0.52
 (0.032)
 10.82

$KP2 = 0.64 * KP$, Errorvar.= 0.34 , R = 0.54
 (0.058) (0.031)
 10.89 10.85

$KP3 = 0.65 * KP$, Errorvar.= 0.34 , R = 0.55
 (0.059) (0.031)
 10.99 10.87

$KP4 = 0.58 * KP$, Errorvar.= 0.37 , R = 0.48
 (0.056) (0.035)
 10.29 10.74

$$\text{MP1} = 0.50 * \text{MP}, \text{Errorvar.} = 0.35, R = 0.42$$

(0.035)	
10.09	

$$\text{MP2} = 0.58 * \text{MP}, \text{Errorvar.} = 0.39, R = 0.46$$

(0.059)	(0.039)
9.87	10.02

$$\text{MP3} = 0.56 * \text{MP}, \text{Errorvar.} = 0.38, R = 0.45$$

(0.057)	(0.038)
9.81	10.04

$$\text{CT1} = 0.35 * \text{CT}, \text{Errorvar.} = 0.21, R = 0.37$$

(0.037)	(0.019)
9.65	10.96

$$\text{CT2} = 0.33 * \text{CT}, \text{Errorvar.} = 0.22, R = 0.33$$

(0.036)	(0.021)
9.13	10.72

$$\text{CT3} = 0.36 * \text{CT}, \text{Errorvar.} = 0.26, R = 0.34$$

(0.039)	(0.024)
9.24	10.77

$$\text{CT4} = 0.41 * \text{CT}, \text{Errorvar.} = 0.25, R = 0.40$$

(0.041)	(0.023)
9.96	11.10

$$\text{CT5} = 0.39 * \text{CT}, \text{Errorvar.} = 0.30, R = 0.34$$

(0.042)	(0.027)
9.28	10.79

$$\text{CT6} = 0.56 * \text{CT}, \text{Errorvar.} = 0.36, R = 0.46$$

(0.052)	(0.032)
10.64	11.41

$$\text{CT7} = 0.48 * \text{CT}, \text{Errorvar.} = 0.32, R = 0.42$$

(0.047)	(0.029)
10.16	11.19

$$\text{VK1} = 0.49 * \text{VK}, \text{Errorvar.} = 0.31, R = 0.44$$

(0.048)	(0.028)
10.23	10.83

$$\text{VK2} = 0.46 * \text{VK}, \text{Errorvar.} = 0.33, R = 0.39$$

(0.047)	(0.031)
9.74	10.76

$$\text{VK3} = 0.48 * \text{VK}, \text{Errorvar.} = 0.31, R = 0.43$$

(0.047)	(0.029)
10.12	10.81

$$\text{VK4} = 0.47 * \text{VK}, \text{Errorvar.} = 0.31, R = 0.41$$

(0.047)	(0.029)
9.96	10.79

$$\text{PS1} = 0.57 * \text{PS}, \text{Errorvar.} = 0.39, R = 0.46$$

(0.080)	(0.075)
7.20	5.14

$$\text{PS2} = 0.37 * \text{PS}, \text{Errorvar.} = 0.54, R = 0.20$$

(0.073)	(0.067)
5.11	8.10

$$\text{PS3} = 0.63 * \text{PS}, \text{Errorvar.} = 0.20, R = 0.67$$

(0.077)	(0.077)
8.20	2.56

Structural Equations

$$\text{MP} = 0.44 * \text{KP} - 0.0015 * \text{PS} + 0.26 * \text{VK} + 0.43 * \text{CT}, \text{Errorvar.} = -0.48, R = 1.48$$

(0.046)	(0.019)	(0.033)	(0.044)	(0.067)
9.73	-0.081	8.11	9.60	-7.16

W_A_R_N_I_N_G : Error variance is negative.

$$\text{KP} = -0.026 * \text{PS} + 0.44 * \text{VK} + 0.64 * \text{CT}, \text{Errorvar.} = -0.33, R = 1.33$$

(0.022)	(0.047)	(0.059)	(0.042)
-1.16	9.41	10.92	-7.94

W_A_R_N_I_N_G : Error variance is negative.

Reduced Form Equations

$$\text{MP} = -0.013 * \text{PS} + 0.46 * \text{VK} + 0.71 * \text{CT}, \text{Errorvar.} = -0.55, R = 1.55$$

(0.022)	(0.050)	(0.066)
-0.59	9.12	10.71

$$\text{KP} = -0.026 * \text{PS} + 0.44 * \text{VK} + 0.64 * \text{CT}, \text{Errorvar.} = -0.33, R = 1.33$$

(0.022)	(0.047)	(0.059)
-1.16	9.41	10.92

Correlation Matrix of Independent Variables

	PS	VK	CT
PS	1.00		

VK	-0.05 (0.11)	1.00	
	-0.49		
CT	0.00 (0.10)	1.27 (0.04)	1.00
	0.00	30.47	

Covariance Matrix of Latent Variables

	MP	KP	PS	VK	CT
MP	1.00				
KP	1.29	1.00			
PS	-0.04	-0.05	1.00		
VK	1.36	1.26	-0.05	1.00	
CT	1.29	1.20	0.00	1.27	1.00

Goodness of Fit Statistics

Degrees of Freedom = 179

Minimum Fit Function Chi-Square = 382.78 (P = 0.0)

Normal Theory Weighted Least Squares Chi-Square = 270.08 (P = 0.0)

Estimated Non-centrality Parameter (NCP) = 291.08

90 Percent Confidence Interval for NCP = (230.70 ; 359.13)

Minimum Fit Function Value = 4.29

Population Discrepancy Function Value (F0) = 1.83

90 Percent Confidence Interval for F0 = (1.45 ; 2.26)

Root Mean Square Error of Approximation (RMSEA) = 0.062

90 Percent Confidence Interval for RMSEA = (0.090 ; 0.11)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 2.91

90 Percent Confidence Interval for ECVI = (3.23 ; 4.04)

ECVI for Saturated Model = 3.61

ECVI for Independence Model = 43.76

Chi-Square for Independence Model with 210 Degrees of Freedom = 6916.38

Independence AIC = 6958.38

Model AIC = 574.08

Saturated AIC = 462.00

Independence CAIC = 7043.96

Model CAIC = 785.99

Saturated CAIC = 1403.37

Normed Fit Index (NFI) = 0.90

Non-Normed Fit Index (NNFI) = 0.91

Parsimony Normed Fit Index (PNFI) = 0.77

Comparative Fit Index (CFI) = 0.92

Incremental Fit Index (IFI) = 0.93

Relative Fit Index (RFI) = 0.88

Critical N (CN) = 53.61

Root Mean Square Residual (RMR) = 0.050

Standardized RMR = 0.083

Goodness of Fit Index (GFI) = 0.88

Adjusted Goodness of Fit Index (AGFI) = 0.82

Parsimony Goodness of Fit Index (PGFI) = 0.80

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
KP2	MP	11.5	-0.08
VK2	CT	9.2	-0.12

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
KP3	KP1	14.3	-0.10
KP4	KP1	11.1	-0.09
KP4	KP3	129.0	0.30
MP2	KP2	10.9	0.04
MP3	KP2	8.9	0.04
CT3	MP1	8.3	0.03
CT5	CT1	22.8	-0.08
CT7	CT4	9.5	0.06
VK1	KP1	10.9	0.04
VK2	KP4	8.6	-0.04
VK2	MP1	18.2	0.06
VK2	MP3	14.1	0.05
VK3	KP1	15.8	0.05
VK3	VK1	17.4	0.10
VK3	VK2	14.4	-0.09
VK4	KP1	18.0	0.06
VK4	MP2	9.3	-0.04
VK4	VK1	18.8	0.10
VK4	VK2	23.9	-0.12
PS3	KP2	9.4	-0.07

Standardized Solution

LAMBDA-Y

MP	KP	

KP1	--	0.61
KP2	--	0.64
KP3	--	0.65
KP4	--	0.58

MP1	0.50	--
MP2	0.58	--
MP3	0.56	--

LAMBDA-X

	PS	VK	CT
CT1	--	--	0.35
CT2	--	--	0.33
CT3	--	--	0.36
CT4	--	--	0.41
CT5	--	--	0.39
CT6	--	--	0.56
CT7	--	--	0.48
VK1	--	0.49	--
VK2	--	0.46	--
VK3	--	0.48	--
VK4	--	0.47	--
PS1	0.57	--	--
PS2	0.37	--	--
PS3	0.63	--	--

BETA

	MP	KP
MP	--	0.44
KP	--	--

GAMMA

	PS	VK	CT
MP	0.00	0.26	0.43
KP	-0.03	0.44	0.64

Correlation Matrix of ETA and KSI

	MP	KP	PS	VK	CT
MP	1.00				
KP	1.29	1.00			
PS	-0.04	-0.05	1.00		
VK	1.36	1.26	-0.05	1.00	
CT	1.29	1.20	0.00	1.27	1.00

PSI

Note: This matrix is diagonal.

	MP	KP
	-----	-----
	-0.48	-0.33

Regression Matrix ETA on KSI (Standardized)

	PS	VK	CT
	-----	-----	-----
MP	-0.01	0.46	0.71
KP	-0.03	0.44	0.64

Completely Standardized Solution

LAMBDA-Y

	MP	KP
	-----	-----
KP1	--	0.72
KP2	--	0.74
KP3	--	0.74
KP4	--	0.69
MP1	0.65	--
MP2	0.68	--
MP3	0.67	--

LAMBDA-X

	PS	VK	CT
	-----	-----	-----
CT1	--	--	0.61
CT2	--	--	0.57
CT3	--	--	0.58
CT4	--	--	0.63
CT5	--	--	0.58
CT6	--	--	0.68
CT7	--	--	0.65
VK1	--	0.66	--
VK2	--	0.63	--
VK3	--	0.65	--
VK4	--	0.64	--
PS1	0.68	--	--
PS2	0.45	--	--
PS3	0.82	--	--

BETA

	MP	KP
	-----	-----
MP	--	0.44

KP -- --

GAMMA

	PS	VK	CT
MP	0.00	0.26	0.43
KP	-0.03	0.44	0.64

Indikator	loading factor	Error Variance	CR	AVE
CT1	0,61	0,63		
CT2	0,57	0,67		
CT3	0,58	0,66		
CT4	0,63	0,60	0,810	0,618
CT5	0,58	0,66		
CT6	0,68	0,54		
CT7	0,65	0,58		
VK1	0,66	0,56		
VK2	0,63	0,61		
VK3	0,65	0,57		
VK4	0,64	0,59	0,741	0,556
PS1	0,69	0,54		
PS2	0,45	0,80		
PS3	0,82	0,33	0,815	0,635
KP1	0,72	0,48		
KP2	0,74	0,46		
KP3	0,74	0,45		
KP4	0,69	0,52	0,814	0,631
MP1	0,65	0,58		
MP2	0,68	0,54		
MP3	0,67	0,55	0,780	0,585

Correlation Matrix of ETA and KSI

	MP	KP	PS	VK	CT
MP	1.00				
KP	1.29	1.00			
PS	-0.04	-0.05	1.00		
VK	1.36	1.26	-0.05	1.00	
CT	1.29	1.20	0.00	1.27	1.00

PSI

Note: This matrix is diagonal.

MP	KP
-0.48	-0.33

THETA-EPS

KP1	KP2	KP3	KP4	MP1	MP2
0.48	0.46	0.45	0.52	0.58	0.54

THETA-EPS

MP3
0.55

THETA-DELTA

CT1	CT2	CT3	CT4	CT5	CT6
0.63	0.67	0.66	0.60	0.66	0.54

THETA-DELTA

CT7	VK1	VK2	VK3	VK4	PS1
0.58	0.56	0.61	0.57	0.59	0.54

THETA-DELTA

PS2	PS3
0.80	0.33

Regression Matrix ETA on KSI (Standardized)

	PS	VK	CT
MP	-0.01	0.46	0.71
KP	-0.03	0.44	0.64

Total and Indirect Effects

Total Effects of KSI on ETA

	PS	VK	CT
MP	-0.00	0.46	0.43
	(0.12)	(0.05)	(0.05)
	-0.08	8.11	9.60
KP	-0.03	0.44	0.64
	(0.10)	(0.05)	(0.04)
	-1.16	9.41	10.92

Indirect Effects of KSI on ETA

	PS	VK	CT
MP	-0.01	0.20	0.29
	(0.01)	(0.02)	(0.03)
	-1.16	8.38	9.27
KP	--	--	--

Total Effects of ETA on ETA

	MP	KP
MP	--	0.44
		(0.05)
		9.73
KP	--	--

Largest Eigenvalue of $B \cdot B'$ (Stability Index) is 0.197

Total Effects of ETA on Y

	MP	KP
KP1	--	0.61
KP2	--	0.64
		(0.06)
		10.89

KP3	--	0.65	
		(0.06)	
		10.99	
KP4	--	0.58	
		(0.06)	
		10.29	
MP1	0.50	0.22	
		(0.02)	
		9.73	
MP2	0.58	0.26	
	(0.06)	(0.03)	
	9.87	10.13	
MP3	0.56	0.25	
	(0.06)	(0.02)	
	9.81	10.05	
Indirect Effects of ETA on Y			
	MP	KP	
	-----	-----	
KP1	--	--	
KP2	--	--	
KP3	--	--	
KP4	--	--	
MP1	--	0.22	
		(0.02)	
		9.73	
MP2	--	0.26	
		(0.03)	
		10.13	
MP3	--	0.25	
		(0.02)	
		10.05	
Total Effects of KSI on Y			
	PS	VK	CT
	-----	-----	-----
KP1	-0.02	0.27	0.40
	(0.01)	(0.03)	(0.04)
	-1.16	9.41	10.92
KP2	-0.02	0.28	0.41
	(0.01)	(0.03)	(0.04)
	-1.16	9.57	11.17
KP3	-0.02	0.29	0.42
	(0.01)	(0.03)	(0.04)
	-1.16	9.64	11.29
KP4	-0.01	0.26	0.37
	(0.01)	(0.03)	(0.04)
	-1.16	9.12	10.47
MP1	-0.01	0.23	0.36

	(0.01)	(0.03)	(0.03)
	-0.59	9.12	10.71

MP2	-0.01	0.27	0.41
-----	-------	------	------

	(0.01)	(0.03)	(0.04)
--	--------	--------	--------

	-0.59	9.45	11.24
--	-------	------	-------

MP3	-0.01	0.26	0.40
-----	-------	------	------

	(0.01)	(0.03)	(0.04)
--	--------	--------	--------

	-0.59	9.38	11.13
--	-------	------	-------

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	PS	VK	CT
--	----	----	----

	-----	-----	-----
--	-------	-------	-------

MP	-0.01	0.46	0.71
----	-------	------	------

KP	-0.03	0.44	0.64
----	-------	------	------

Standardized Indirect Effects of KSI on ETA

	PS	VK	CT
--	----	----	----

	-----	-----	-----
--	-------	-------	-------

MP	-0.01	0.20	0.29
----	-------	------	------

KP	--	--	--
----	----	----	----

Standardized Total Effects of ETA on ETA

	MP	KP
--	----	----

	-----	-----
--	-------	-------

MP	--	0.44
----	----	------

KP	--	--
----	----	----

Standardized Total Effects of ETA on Y

	MP	KP
--	----	----

	-----	-----
--	-------	-------

KP1	--	0.61
-----	----	------

KP2	--	0.64
-----	----	------

KP3	--	0.65
-----	----	------

KP4	--	0.58
-----	----	------

MP1	0.50	0.22
-----	------	------

MP2	0.58	0.26
-----	------	------

MP3	0.56	0.25
-----	------	------

Completely Standardized Total Effects of ETA on Y

	MP	KP
--	----	----

	-----	-----
--	-------	-------

KP1	--	0.72
-----	----	------

KP2	--	0.74
-----	----	------

KP3	--	0.74
-----	----	------

KP4	--	0.69
-----	----	------

MP1	0.65	0.29
-----	------	------

MP2	0.68	0.30
-----	------	------

MP3	0.67	0.30
-----	------	------

Standardized Indirect Effects of ETA on Y

	MP	KP
	-----	-----
KP1	--	--
KP2	--	--
KP3	--	--
KP4	--	--
MP1	--	0.22
MP2	--	0.26
MP3	--	0.25

Completely Standardized Indirect Effects of ETA on Y

	MP	KP
	-----	-----
KP1	--	--
KP2	--	--
KP3	--	--
KP4	--	--
MP1	--	0.29
MP2	--	0.30
MP3	--	0.30

Standardized Total Effects of KSI on Y

	PS	VK	CT
	-----	-----	-----
KP1	-0.02	0.27	0.40
KP2	-0.02	0.28	0.41
KP3	-0.02	0.29	0.42
KP4	-0.01	0.26	0.37
MP1	-0.01	0.23	0.36
MP2	-0.01	0.27	0.41
MP3	-0.01	0.26	0.40

Completely Standardized Total Effects of KSI on Y

	PS	VK	CT
	-----	-----	-----
KP1	-0.02	0.32	0.46
KP2	-0.02	0.33	0.47
KP3	-0.02	0.33	0.48
KP4	-0.02	0.30	0.44
MP1	-0.01	0.30	0.46
MP2	-0.01	0.31	0.48
MP3	-0.01	0.31	0.48

Time used: 0.078 Seconds



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NIM : 20130410119
Prodi : Manajemen
Judul : PENGARUH CITRA TOKO, VARIASI KUALITAS, *PRODUCT SIGNATURENESS* TERHADAP KUALITAS YANG DIPERSEPSIKAN DAN DAMPAKNYA PADA MINAT PEMBELIAN PRODUK MEREK PRIVAT DI INDOGROSIR YOGYAKARTA
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