Lampiran 1: Kuesioner

KUESIONER

PENGARUH HARGA DAN ATRIBUT PRODUK TERHADAP KEPUTUSAN PEMBELIAN YANG DIMEDIASI CITRA MEREK *SMARTPHONE* SAMSUNG JENIS ANDROID
(Studi pada Mahasiswa Universitas Muhammadiyah Yogyakarta)

A. Identitas Responden

a. Nama :.....

b. JenisKelamin

☐ Pria ☐ Wanita

c. Pendapatan

☐ <Rp. 500.000 ☐ >Rp. 500.000 – Rp. 1.000.000

☐ >Rp. 1.000.000

B. Petunjuk Pengisian

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

Kriteria jawaban :

Sangat Tidak Setuju : STS
Tidak Setuju : TS
Kurang Setuju : KS
Setuju : S
Sangat Setuju : SS

No	Pernyataan	STS	TS	KS	S	SS
	A. Harga					
1	Harga *smartphone* Samsung jenis android sesuai dengan kualitas yang diberikan.					
2	Harga *smartphone* Samsung jenis android sangat dapat dijangkau oleh siapa saja.					
3	Harga *smathphone* Samsung sesuai dengan					

	manfaat yang diberikan.					
4	*Smarthphone* Samsungmemberikan potongan harga atau *discount* kepada konsumen.					
5	Smartphone Samsung jenis android bervariasi sesuai harga dan tipe *smartphone* nya.					
	B. Atribut Produk					
1	Kualitas *smartphone* Samsung jenis android sangat baik dan berkualitas.					
2	Fitur – fitur yang diberikan Samsung jenis androidsangat sesuai dengan kebutuhan pengguna.					
3	Smartphone *smartphone* Samsungmempunyai desain produk yang sangat baik.					
4	Smartphone *smartphone* Samsungmempunyai desain kemasan yang menarik.					
5	*Smartphone* Samsung memiliki masa pakai lebih dari 5 tahun					
	C. Citra Merek					
1	*Smartphone* Samsung jenis android sudah terpercaya dikalangan umum.					
2	*Smartphone* Samsung memiliki citra perusahaanyang bagus dikalangan umum.					
3	*Smartphone* Samsung jenis android memiliki perbedaan dari smartphone lain.					
4	Merek Samsung mudah diingat					
	D. Keputusan Pembelian					
1	Saya lebih mempreoritaskan produk Samsung dari merek lainnya jika akan membeli *smathphone.*					
2	Membeli *smartphone* Samsung jenis android membantu kebutuhan online sehari-hari.					
3	Pembelian *smartphone* Samsung jenis androidbanyak tersedia di Store terdekat					

Lampiran 2: Uji Validitas dan reliabilitas
Correlations

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1
X1.1	Pearson Correlation	1	,875**	,919**	,727**	,955**	,952**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	30	30	30	30	30	30
X1.2	Pearson Correlation	,875**	1	,891**	,713**	,924**	,939**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	30	30	30	30	30	30
X1.3	Pearson Correlation	,919**	,891**	1	,767**	,959**	,966**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	30	30	30	30	30	30
X1.4	Pearson Correlation	,727**	,713**	,767**	1	,791**	,852**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	30	30	30	30	30	30
X1.5	Pearson Correlation	,955**	,924**	,959**	,791**	1	,985**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	30	30	30	30	30	30
X1	Pearson Correlation	,952**	,939**	,966**	,852**	,985**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2
X2.1	Pearson Correlation	1	,899**	,899**	,889**	,850**	,954**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	30	30	30	30	30	30
X2.2	Pearson Correlation	,899**	1	,799**	,864**	,830**	,925**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	30	30	30	30	30	30
X2.3	Pearson Correlation	,899**	,799**	1	,931**	,899**	,950**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	30	30	30	30	30	30
X2.4	Pearson Correlation	,889**	,864**	,931**	1	,964**	,976**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	30	30	30	30	30	30
X2.5	Pearson Correlation	,850**	,830**	,899**	,964**	1	,954**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	30	30	30	30	30	30
X2	Pearson Correlation	,954**	,925**	,950**	,976**	,954**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1
Y1.1	Pearson Correlation	1	,678**	,366*	,293	,733**
	Sig. (2-tailed)		,000	,047	,116	,000
	N	30	30	30	30	30
Y1.2	Pearson Correlation	,678**	1	,421*	,328	,792**
	Sig. (2-tailed)	,000		,021	,076	,000
	N	30	30	30	30	30
Y1.3	Pearson Correlation	,366*	,421*	1	,569**	,805**
	Sig. (2-tailed)	,047	,021		,001	,000
	N	30	30	30	30	30
Y1.4	Pearson Correlation	,293	,328	,569**	1	,715**
	Sig. (2-tailed)	,116	,076	,001		,000
	N	30	30	30	30	30
Y1	Pearson Correlation	,733**	,792**	,805**	,715**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

Correlations

		Y2.1	Y2.2	Y2.3	Y2
Y2.1	Pearson Correlation	1	,678**	,366*	,794**
	Sig. (2-tailed)		,000	,047	,000
	N	30	30	30	30
Y2.2	Pearson Correlation	,678**	1	,421*	,852**
	Sig. (2-tailed)	,000		,021	,000
	N	30	30	30	30
Y2.3	Pearson Correlation	,366*	,421*	1	,780**
	Sig. (2-tailed)	,047	,021		,000
	N	30	30	30	30
Y2	Pearson Correlation	,794**	,852**	,780**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded [a]	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,966	5

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	16,2667	5,720	,926	,954
X1.2	16,2333	5,426	,901	,958
X1.3	16,3333	5,402	,946	,950
X1.4	16,2000	5,890	,773	,978
X1.5	16,3000	5,459	,977	,946

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded [a]	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,974	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	13,9000	6,990	,928	,967
X2.2	13,8667	6,878	,880	,975
X2.3	13,8000	6,993	,922	,967
X2.4	13,8667	6,878	,962	,961
X2.5	13,9000	6,990	,928	,967

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded [a]	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,754	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	12,2333	2,461	,566	,698
Y1.2	12,2667	2,064	,588	,675
Y1.3	12,3667	1,895	,573	,691
Y1.4	12,2333	2,392	,510	,718

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded [a]	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,718	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y2.1	8,1000	1,403	,608	,590
Y2.2	8,1333	1,085	,630	,508
Y2.3	8,2333	1,151	,433	,791

Lampiran 3: Tabulasi data hasil penelitian

No	x1.1	x1.2	x1.3	x1.4	x1.5	No	x2.1	x2.2	x2.3	x2.4	x2.5
1	3	3	3	3	3	1	4	4	4	4	4
2	4	4	4	4	4	2	4	4	4	4	4
3	4	4	4	4	4	3	4	5	4	4	4
4	3	3	3	3	3	4	4	4	4	4	4
5	4	4	4	4	4	5	3	3	3	3	3
6	4	4	4	4	4	6	3	3	3	3	3
7	4	4	4	4	4	7	4	4	4	4	4
8	4	4	4	4	4	8	3	4	3	3	3
9	4	4	4	4	4	9	4	4	4	4	4
10	4	4	4	4	4	10	3	3	3	3	3
11	5	5	5	5	5	11	4	4	4	4	4
12	4	4	4	4	4	12	4	4	4	4	3
13	5	5	5	5	5	13	2	2	2	2	2
14	4	4	4	4	4	14	3	3	3	3	3
15	4	4	4	4	4	15	4	4	4	4	4
16	5	5	5	5	5	16	3	3	3	3	3
17	4	4	4	4	4	17	3	3	4	3	3
18	4	4	4	4	4	18	2	2	2	2	2
19	4	4	4	4	4	19	3	3	3	3	3
20	5	5	5	5	5	20	4	4	4	4	4
21	4	4	4	4	4	21	3	3	4	4	4
22	5	5	5	5	5	22	3	3	4	4	4
23	4	5	4	4	4	23	4	4	4	4	4
24	5	5	5	5	5	24	4	3	4	3	3
25	4	4	4	5	4	25	4	4	4	4	4
26	4	5	4	4	4	26	4	4	4	4	4
27	3	3	3	5	3	27	3	3	3	3	3
28	4	4	3	4	4	28	2	2	2	2	2
29	4	3	3	3	3	29	4	4	4	4	4

No	x1.1	x1.2	x1.3	x1.4	x1.5	No	x2.1	x2.2	x2.3	x2.4	x2.5
30	3	3	3	3	3	30	4	4	4	4	4
31	4	4	4	4	4	31	4	4	4	4	4
32	4	4	4	4	4	32	4	5	4	4	4
33	3	3	3	3	3	33	4	4	4	4	4
34	4	4	4	4	4	34	3	3	3	3	3
35	4	4	4	4	4	35	3	3	3	3	3
36	4	4	4	4	4	36	4	4	4	4	4
37	4	4	4	4	4	37	3	4	3	3	3
38	4	4	4	4	4	38	4	4	4	4	4
39	4	4	4	4	4	39	3	3	3	3	3
40	5	5	5	5	5	40	4	4	4	4	4
41	4	4	4	4	4	41	4	4	4	4	3
42	5	5	5	5	5	42	2	2	2	2	2
43	4	4	4	4	4	43	3	3	3	3	3
44	4	4	4	4	4	44	4	4	4	4	4
45	5	5	5	5	5	45	3	3	3	3	3
46	4	4	4	4	4	46	3	3	4	3	3
47	4	4	4	4	4	47	2	2	2	2	2
48	4	4	4	4	4	48	3	3	3	3	3
49	5	5	5	5	5	49	4	4	4	4	4
50	4	4	4	4	4	50	3	3	4	4	4
51	5	5	5	5	5	51	3	3	4	4	4
52	4	5	4	4	4	52	4	4	4	4	4
53	5	5	5	5	5	53	4	3	4	3	3
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55	4	5	4	4	4	55	4	4	4	4	4
56	3	3	3	5	3	56	3	3	3	3	3
57	4	4	3	4	4	57	2	2	2	2	2
58	4	3	3	3	3	58	4	4	4	4	4
59	3	3	3	3	3	59	4	4	4	4	4
60	4	4	4	4	4	60	4	4	4	4	4
61	4	4	4	4	4	61	4	5	4	4	4
62	3	3	3	3	3	62	4	4	4	4	4
63	4	4	4	4	4	63	3	3	3	3	3
64	4	4	4	4	4	64	3	3	3	3	3
65	4	4	4	4	4	65	4	4	4	4	4
66	4	4	4	4	4	66	3	4	3	3	3
67	4	4	4	4	4	67	4	4	4	4	4
68	4	4	4	4	4	68	3	3	3	3	3
69	5	5	5	5	5	69	4	4	4	4	4
70	4	4	4	4	4	70	4	4	4	4	3

No	x1.1	x1.2	x1.3	x1.4	x1.5	No	x2.1	x2.2	x2.3	x2.4	x2.5
71	5	5	5	5	5	71	2	2	2	2	2
72	4	4	4	4	4	72	3	3	3	3	3
73	4	4	4	4	4	73	4	4	4	4	4
74	5	5	5	5	5	74	3	3	3	3	3
75	4	4	4	4	4	75	3	3	4	3	3
76	4	4	4	4	4	76	2	2	2	2	2
77	4	4	4	4	4	77	3	3	3	3	3
78	5	5	5	5	5	78	4	4	4	4	4
79	4	4	3	4	3	79	3	3	4	4	4
80	5	3	5	5	5	80	3	3	4	4	4
81	4	5	4	4	4	81	4	4	4	4	4
82	5	5	5	5	5	82	4	3	4	3	3
83	4	4	4	5	4	83	4	4	4	4	4
84	4	5	4	4	4	84	4	4	4	4	4
85	3	3	3	5	2	85	3	3	3	3	3
86	4	4	3	2	4	86	2	2	2	2	2
87	4	2	3	3	3	87	4	4	4	4	4
88	3	3	3	3	3	88	4	4	4	4	4
89	4	4	4	4	4	89	4	4	4	4	4
90	4	4	4	4	4	90	4	5	4	4	4
91	3	2	3	3	3	91	4	4	4	4	4
92	4	4	3	4	4	92	3	3	3	3	3
93	4	4	4	3	4	93	3	3	3	3	3
94	4	4	4	4	4	94	4	4	4	4	4
95	5	4	4	4	4	95	4	5	4	4	4
96	4	4	4	4	4	96	4	4	4	4	4
97	5	5	5	5	4	97	3	3	3	3	3
98	5	4	4	5	4	98	3	3	3	3	3
99	5	4	4	4	4	99	4	4	4	4	4
100	4	5	4	4	4	100	4	4	4	4	4
Total	411	408	400	412	402	Total	345	350	354	348	345
Rata	4,11	4,08	4	4,12	4,02	Rata	3,45	3,5	3,54	3,48	3,45

No	y1.1	y1.2	y1.3	y1.4	No	y2.1	y2.2	y2.3
1	4	4	4	4	1	4	4	4
2	4	5	5	4	2	4	5	5
3	4	5	4	5	3	4	5	4
4	4	4	4	4	4	4	4	4
5	4	3	4	4	5	4	3	4
6	4	4	3	4	6	4	4	3
7	5	5	4	4	7	5	5	4
8	4	3	4	4	8	4	3	4
9	4	4	5	5	9	4	4	5
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12	5	5	4	4	12	5	5	4
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17	4	4	4	3	17	4	4	4
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19	4	4	4	3	19	4	4	4
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21	4	4	3	4	21	4	4	3
22	4	5	4	4	22	4	5	4
23	4	4	5	5	23	4	4	5
24	5	4	4	4	24	5	4	4
25	4	4	5	5	25	4	4	5
26	4	4	5	5	26	4	4	5
27	4	3	3	4	27	4	3	3
28	3	3	3	3	28	3	3	3
29	4	4	4	4	29	4	4	4
30	4	4	4	4	30	4	4	4
31	4	5	5	4	31	4	5	5
32	4	5	4	5	32	4	5	4
33	4	4	4	4	33	4	4	4
34	4	3	4	4	34	4	3	4
35	4	4	3	4	35	4	4	3
36	5	5	4	4	36	5	5	4
37	4	3	4	4	37	4	3	4
38	4	4	5	5	38	4	4	5
39	4	4	3	4	39	4	4	3
40	5	5	5	5	40	5	5	5
41	5	5	4	4	41	5	5	4

No	y1.1	y1.2	y1.3	y1.4	No	y2.1	y2.2	y2.3
42	4	4	3	4	42	4	4	3
43	4	4	3	4	43	4	4	3
44	5	5	4	4	44	5	5	4
45	4	4	5	4	45	4	4	5
46	4	4	4	3	46	4	4	4
47	3	3	3	4	47	3	3	3
48	4	4	4	3	48	4	4	4
49	5	5	5	5	49	5	5	5
50	4	4	3	4	50	4	4	3
51	4	5	4	4	51	4	5	4
52	4	4	5	5	52	4	4	5
53	5	4	4	4	53	5	4	4
54	4	4	5	5	54	4	4	5
55	4	4	5	5	55	4	4	5
56	4	3	3	4	56	4	3	3
57	3	3	3	3	57	3	3	3
58	4	4	4	4	58	4	4	4
59	4	4	4	4	59	4	4	4
60	4	5	5	4	60	4	5	5
61	4	5	4	5	61	4	5	4
62	4	4	4	4	62	4	4	4
63	4	3	4	4	63	4	4	4
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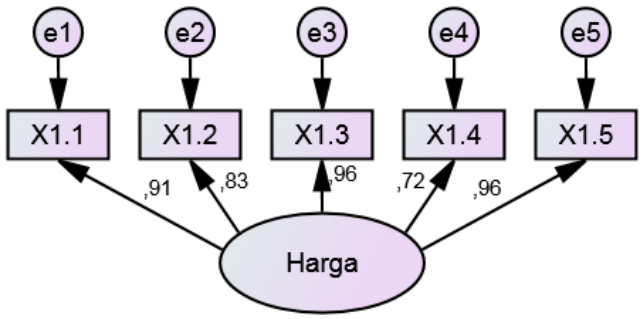
65	5	5	4	4	65	4	5	5
66	4	3	4	4	66	4	4	4
67	4	4	5	5	67	4	5	5
68	4	4	3	4	68	4	4	4
69	5	5	5	5	69	4	5	5
70	5	5	4	4	70	4	5	5
71	4	4	3	4	71	4	4	4
72	4	4	3	4	72	4	4	4
73	5	5	4	4	73	5	5	4
74	4	4	5	4	74	4	5	5
75	4	4	4	3	75	4	4	4
76	3	3	3	4	76	4	3	3
77	4	4	4	3	77	4	4	4
78	5	5	5	5	78	5	5	5
79	4	4	3	4	79	4	4	4
80	4	5	4	4	80	4	5	5
81	4	4	5	5	81	5	5	4
82	5	4	4	4	82	4	5	5

No	y1.1	y1.2	y1.3	y1.4	No	y2.1	y2.2	y2.3
83	4	4	5	5	83	5	4	4
84	4	4	5	5	84	4	5	5
85	4	3	3	4	85	4	3	3
86	3	3	3	3	86	3	3	3
87	4	4	4	4	87	3	3	3
88	4	4	4	4	88	3	3	3
89	4	5	5	4	89	4	5	5
90	4	5	4	5	90	5	5	4
91	4	4	4	4	91	2	2	2
92	4	3	4	4	92	2	2	2
93	4	4	3	4	93	2	2	2
94	5	5	4	4	94	4	5	5
95	2	2	2	2	95	4	4	4
96	2	2	2	2	96	4	4	4
97	2	2	2	2	97	4	4	4
98	2	2	2	2	98	4	4	4
99	2	2	2	2	99	4	4	4
100	2	2	2	2	100	4	4	4
Total	401	399	388	401	Total	404	411	401
Rata	4,01	3,99	3,88	4,01	Rata	4,04	4,11	4,01

Lampiran 4 : CFA



Assessment of normality (Group number 1)

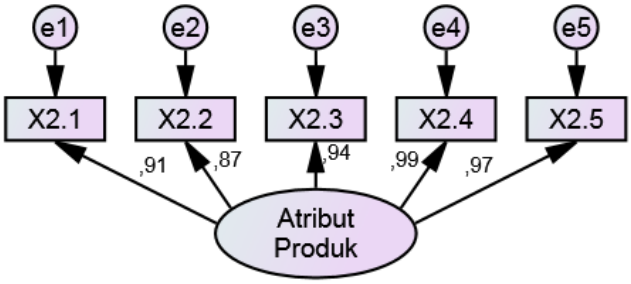
Variable	min	max	skew	c.r.	kurtosis	c.r.
X1.5	2,000	5,000	-,286	-1,166	,743	1,517
X1.4	2,000	5,000	-,340	-1,387	,324	,662
X1.3	3,000	5,000	,000	,000	-,368	-,752
X1.2	2,000	5,000	-,489	-1,996	,550	1,122
X1.1	3,000	5,000	,021	,086	,019	,039
Multivariate					48,969	29,264

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
X1.1 <--- Harga	1,000				
X1.2 <--- Harga	1,099	,091	12,084	***	
X1.3 <--- Harga	1,157	,066	17,564	***	
X1.4 <--- Harga	,901	,098	9,210	***	
X1.5 <--- Harga	1,126	,064	17,587	***	

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

	Estimate
X1.1 <--- Harga	,907
X1.2 <--- Harga	,834
X1.3 <--- Harga	,960
X1.4 <--- Harga	,723
X1.5 <--- Harga	,960



Assessment of normality (Group number 1)

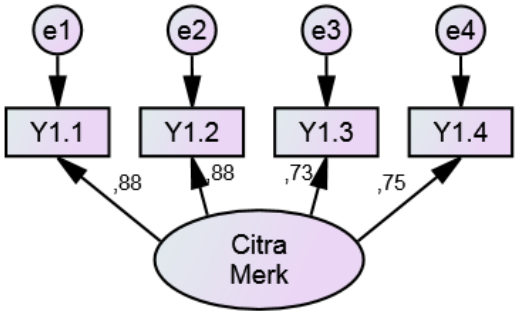
Variable	min	max	skew	c.r.	kurtosis	c.r.
X2.5	2,000	4,000	-,781	-2,188	-,470	-,959
X2.4	2,000	4,000	-,885	-2,613	-,337	-,687
X2.3	2,000	4,000	-1,111	-2,535	,042	,085
X2.2	2,000	5,000	-,311	-1,270	-,286	-,583
X2.1	2,000	4,000	-,781	-2,188	-,470	-,959
Multivariate					47,189	28,201

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
X2.1	<---	Atribut_Produk	1,000				
X2.2	<---	Atribut_Produk	1,064	,079	13,451	***	
X2.3	<---	Atribut_Produk	1,038	,061	16,923	***	
X2.4	<---	Atribut_Produk	1,097	,053	20,674	***	
X2.5	<---	Atribut_Produk	1,068	,057	18,804	***	

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

			Estimate
X2.1	<---	Atribut_Produk	,908
X2.2	<---	Atribut_Produk	,868
X2.3	<---	Atribut_Produk	,941
X2.4	<---	Atribut_Produk	,993
X2.5	<---	Atribut_Produk	,970



Assessment of normality (Group number 1)

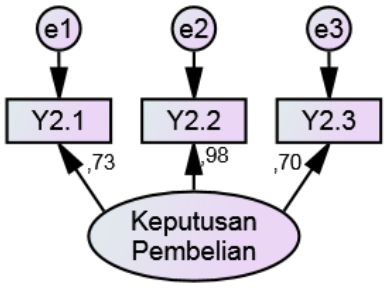
Variable	min	max	skew	c.r.	kurtosis	c.r.
Y1.4	2,000	5,000	-,899	-3,669	1,247	2,546
Y1.3	2,000	5,000	-,351	-1,434	-,544	-1,111
Y1.2	2,000	5,000	-,638	-2,605	,065	,133
Y1.1	2,000	5,000	-1,064	-2,342	2,101	2,289
Multivariate					-2,091	-1,509

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Y1.1	<---	Citra_Merk	1,000				
Y1.2	<---	Citra_Merk	1,158	,106	10,949	***	
Y1.3	<---	Citra_Merk	1,012	,119	8,523	***	
Y1.4	<---	Citra_Merk	,896	,102	8,738	***	

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

			Estimate
Y1.1	<---	Citra_Merk	,884
Y1.2	<---	Citra_Merk	,875
Y1.3	<---	Citra_Merk	,735
Y1.4	<---	Citra_Merk	,747



Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
Y2.3	2,000	5,000	-,395	-1,614	-,373	-,761
Y2.2	2,000	5,000	-,596	-2,435	,064	,130
Y2.1	2,000	5,000	-,853	-2,483	2,807	2,729
Multivariate					,286	,261

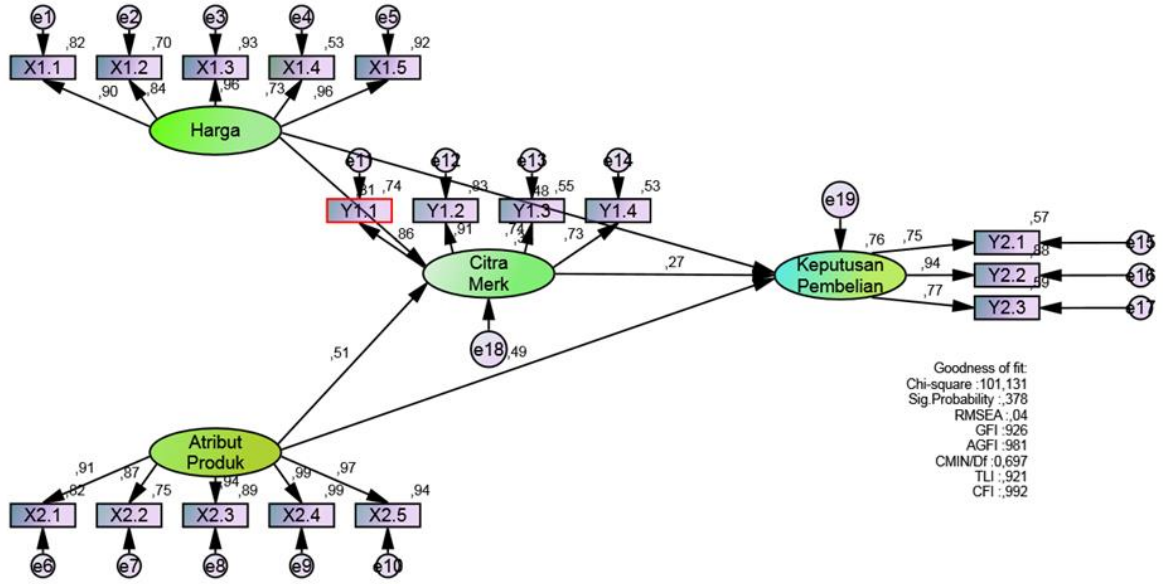
Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Y2.1	<---	Keputusan_Pembelian	1,000				
Y2.2	<---	Keputusan_Pembelian	1,707	,234	7,292	***	
Y2.3	<---	Keputusan_Pembelian	1,256	,178	7,068	***	

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

			Estimate
Y2.1	<---	Keputusan_Pembelian	,730
Y2.2	<---	Keputusan_Pembelian	,981
Y2.3	<---	Keputusan_Pembelian	,702

Lampiran 5: Full Model - SEM



Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
Y2.3	2,000	5,000	-,395	-1,614	-,373	-,761
Y2.2	2,000	5,000	-,596	-2,435	,064	,130
Y2.1	2,000	5,000	-,853	-3,483	2,807	5,729
Y1.4	2,000	5,000	-,899	-3,669	1,247	2,546
Y1.3	2,000	5,000	-,351	-1,434	-,544	-1,111
Y1.2	2,000	5,000	-,638	-2,605	,065	,133
Y1.1	2,000	5,000	-1,064	-4,342	2,101	4,289
X2.1	2,000	4,000	-,781	-3,188	-,470	-,959
X2.2	2,000	5,000	-,311	-1,270	-,286	-,583
X2.3	2,000	4,000	-1,111	-4,535	,042	,085
X2.4	2,000	4,000	-,885	-3,613	-,337	-,687
X2.5	2,000	4,000	-,781	-3,188	-,470	-,959
X1.5	2,000	5,000	-,286	-1,166	,743	1,517
X1.4	2,000	5,000	-,340	-1,387	,324	,662
X1.3	3,000	5,000	,000	,000	-,368	-,752
X1.2	2,000	5,000	-,489	-1,996	,550	1,122
X1.1	3,000	5,000	,021	,086	,019	,039
Multivariate					89,012	17,511

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Citra_Merk	<---	Harga	,370	,110	3,373	***	
Citra_Merk	<---	Atribut_Produk	,493	,090	5,501	***	
Keputusan_Pembelian	<---	Citra_Merk	,202	,064	3,139	,002	
Keputusan_Pembelian	<---	Atribut_Produk	,358	,063	5,708	***	
Keputusan_Pembelian	<---	Harga	,441	,074	5,930	***	

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

			Estimate
Citra_Merk	<---	Harga	,307
Citra_Merk	<---	Atribut_Produk	,510
Keputusan_Pembelian	<---	Citra_Merk	,267
Keputusan_Pembelian	<---	Atribut_Produk	,489
Keputusan_Pembelian	<---	Harga	,484

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

	Estimate
Citra_Merk	,354
Keputusan_Pembelian	,758

Standardized Total Effects (Group number 1 - Default model)

	Atribut_Produk	Harga	Citra_Merk	Keputusan_Pembelian
Citra_Merk	,510	,307	,000	,000
Keputusan_Pembelian	,625	,566	,267	,000

Standardized Direct Effects (Group number 1 - Default model)

	Atribut_Produk	Harga	Citra_Merk	Keputusan_Pembelian
Citra_Merk	,510	,307	,000	,000
Keputusan_Pembelian	,489	,484	,267	,000

Standardized Indirect Effects (Group number 1 - Default model)

	Atribut_Produk	Harga	Citra_Merk	Keputusan_Pembelian
Citra_Merk	,000	,000	,000	,000
Keputusan_Pembelian	,136	,082	,000	,000