

UNIVERSITAS BRAWIJAYA

LAMPIRAN



Lampiran 1



KUISIONER PENELITIAN
ANALISIS HUBUNGAN PERSEPSI BAURAN
PEMASARAN DENGAN BRAND EQUITY PUPUK
ORGANIK SUPER PETROGANIK
(Di Desa Bocek Kecamatan Karangploso Kab. Malang)
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Bersamaan dengan kuisisioner ini, Peneliti bermaksud meneliti mengenai hubungan persepsi bauran pemasaran dengan Brand Equity (Ekuitas Merek) pupuk Super Petroganik Di Desa Bocek Kecamatan Karangploso Kabupaten Malang. Untuk itulah, peneliti memohon kerjasama Bapak / Ibu bersedia menjadi responden penelitian ini serta bersedia mengisi kuisisioner ini dengan benar demi keabsahan data – data yang dibutuhkan. Terimakasih.

Tanggal Wawancara	
Nama Responden	
Responden ke-	
Alamat :	
RT / RW	
Dusun	
Desa / Kelurahan	Bocek
Kecamatan	Karangploso
Kabupaten	Malang
Provinsi	Jawa Timur

Petunjuk :

1. Isilah jawaban pada kolom atau tempat yang telah tersedia sesuai dengan kondisi yang sebenarnya.
2. Beri tanda silang (X) pada jenis pertanyaan pilihan.

I. Karakteristik Petani Responden

1. Jenis Kelamin : L / P
2. Umur : tahun
3. Pendidikan terakhir :
 - a. SD
 - b. SMP
 - c. SMU
 - d. Perguruan Tinggi :
 - e. Lainnya.....
4. Jumlah anggota keluarga :orang

Lampiran 1. (lanjutan)

5. Luas lahan yang diusahakan untuk usahataniha
Dari total.....ha
6. Jenis tanaman terakhir yang ditanam :
7. Penerimaan per panen (dalam Rp) :
 - a. < Rp 2.000.000
 - b. Rp 2.000.000 – Rp 3.000.000
 - c. Rp 3.000.000 – Rp 4.000.000
 - d. Rp 4.000.000 – Rp 5.000.000
 - e. $\geq$ Rp 5.000.000
8. Status penguasaan lahan :
 - a. Pemilik
 - b. Penggarap
 - c. Penyewa
 - d. Lainnya.....
9. Status kepemilikan lahan : a. Digarap sendiri
b. Digarap orang lain

II. PERTANYAAN PEMBUKA

Petunjuk: Silahkan anda mengisi pertanyaan dibawah ini dengan memberi tanda silang (X) pada salah satu jawaban yang dianggap sesuai.

1. Apakah anda mengetahui atau sempat mendengar mengenai pupuk organik merek “Super Petroganik” yang diproduksi oleh PT. Petrokimia Gresik?
 - a. YA
 - b. TIDAK
2. Kapan anda menggunakan pupuk organik merek “Super Petroganik” terakhir?
 - a. Kurang dari 1 bulan terakhir
 - b. 1-2 bulan terakhir
 - c. 2-3 bulan terakhir
 - d. Lebih dari 3 bulan terakhir

Lampiran 1. (lanjutan)

III. KUISIONER PENELITIAN

Petunjuk: Pertanyaan pada bagian III menyediakan jawaban dengan kode 1,2,3,4, dan 5. Anda hanya diberi kesempatan memilih satu jawaban.

Kode yang tersedia antara lain 1 = Sangat Tidak Setuju, 2 = Tidak Setuju, 3 = Cukup, 4 = Setuju, 5 = Sangat Setuju

Indikator Variabel Laten Endogen

No	Pertanyaan	Pilihan Jawaban				
		1	2	3	4	5
1	Apakah harga pupuk organik merek “Super Petroganik” mudah dijangkau					
2	Apakah harga pupuk organik merek “Super Petroganik” lebih rendah daripada harga pupuk organik merek lainnya					
3	Apakah harga yang ditawarkan oleh perusahaan sebanding dengan kualitas pupuk organik yang diberikan					
4	Apakah anda setuju dengan pupuk organik merek “Super Petroganik” yang dibuat dalam bentuk granul (bulatan-bulatan) cukup mudah untuk digunakan					
5	Apakah pupuk organik merek “Super Petroganik” dapat memberikan hasil panen yang baik					
6	Apakah anda setuju menggunakan pupuk organik merek “Super Petroganik” mampu membantu kesuburan lahan pertanian dan mengembalikan kondisi lingkungan yang sudah rusak					

Lampiran 1 (lanjutan)

7	Apakah pupuk organik merek “Super Petroganik” mudah diperoleh di kios-kios pupuk terdekat					
8	Apakah anda setuju dengan pupuk organik merek “Super Petroganik” selalu tersedia setiap saat ketika anda membutuhkan					
9	Apakah kios-kios di sekitar lingkungan anda lebih banyak menyediakan pupuk organik “Super Petroganik” dibanding pupuk organik merek lain					
10	Apakah anda setuju promosi yang dilakukan oleh perusahaan pupuk organik merek “Super Petroganik” sudah baik					
11	Apakah jangkauan promosi yang dilakukan oleh perusahaan PT. Petrokimia Gresik dalam mempromosikan pupuk “Super Petroganik” sudah luas dan mengena kepada seluruh petani-petani di sekitar lingkungan anda					
12	Apakah menurut anda media promosi yang dilakukan oleh PT. Petrokimia Gresik dalam mempromosikan pupuk “Super Petroganik” sudah baik					

Lampiran 1 (lanjutan)

Indikator Variabel Laten Eksogen

No	Pertanyaan	Pilihan Jawaban				
		1	2	3	4	5
1	Apakah anda setuju dengan nama dan simbol/ logo merek sesuai dengan jenis produk yang dijual yakni pupuk organik					
2	Apakah anda setuju pupuk organik merek “Super Petroganik” menunjukkan produk tersebut ramah lingkungan					
3	Apakah anda setuju pupuk organik merek “Super Petroganik” berkaitan erat dengan pertanian organik					
4	Apakah anda setuju pupuk organik merek “Super Petroganik” dikenal dengan pupuk yang berbentuk padat					
5	Apakah anda setuju pupuk organik merek “Super Petroganik” dikenal sebagai merek yang terpercaya dalam industry pupuk organik					
6	Apakah anda setuju pupuk organik merek “Super Petroganik” lebih dikenal daripada merek lain					
7	Apakah anda setuju pupuk organik merek “Super Petroganik” berkualitas					
8	Apakah anda setuju pupuk organik merek “Super Petroganik” aman bagi lingkungan					

Lampiran 1. (lanjutan)

9	Apakah kemasan dari pupuk organik merek “Super Petroganik” tidak mudah rusak					
	Apakah anda berminat untuk membeli kembali pupuk organik merek “Super Petroganik” atas dasar keinginan sendiri					
	Apakah anda berminat membeli kembali pupuk organik merek “Super Petroganik” atas ajakan dari orang lain					
	Apakah anda bersedia merekomendasikan pupuk organik merek “Super Petroganik” kepada orang lain					
	Apakah anda tetap memilih pupuk organik merek “Super Petroganik” meskipun ada pupuk organik merek lain yang kualitasnya sama					
14	Apakah anda tetap memilih pupuk organik merek “Super Petroganik” meskipun terdapat merek lain yang menawarkan harga yang lebih murah					
15	Apakah anda tetap menggunakan pupuk organik merek “Super Petroganik” meskipun tidak ada subsidi dari pemerintah					

Lampiran 2. Uji Instrument Validitas dan Reliabilitas

1. X1

		Correlations			
		X1	X1.1	X1.2	X1.3
X1	Pearson Correlation	1	.774**	.831**	.593**
	Sig. (2-tailed)		.000	.000	.001
	N	30	30	30	30
X1.1	Pearson Correlation	.774**	1	.728**	.090
	Sig. (2-tailed)	.000		.000	.636
	N	30	30	30	30
X1.2	Pearson Correlation	.831**	.728**	1	.248
	Sig. (2-tailed)	.000	.000		.187
	N	30	30	30	30
X1.3	Pearson Correlation	.593**	.090	.248	1
	Sig. (2-tailed)	.001	.636	.187	
	N	30	30	30	30

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

Scale: ALL VARIABLES

Case Processing Summary		
	N	%
Valid	30	100.0
Cases 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
.601	3

Lampiran 2. (lanjutan)

2. X2

Correlations					
		X2	X2.1	X2.2	X2.3
X2	Pearson Correlation	1	.780**	.742**	.848**
	Sig. (2-tailed)		.000	.000	.000
	N	30	30	30	30
X2.1	Pearson Correlation	.780**	1	.324	.567**
	Sig. (2-tailed)	.000		.081	.001
	N	30	30	30	30
X2.2	Pearson Correlation	.742**	.324	1	.500**
	Sig. (2-tailed)	.000	.081		.005
	N	30	30	30	30
X2.3	Pearson Correlation	.848**	.567**	.500**	1
	Sig. (2-tailed)	.000	.001	.005	
	N	30	30	30	30

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

Scale: ALL VARIABLES

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
.721	3

Lampiran 2. (lanjutan)

3. X3

		Correlations			
		X3	X3.1	X3.2	X3.3
X3	Pearson Correlation	1	.629**	.889**	.862**
	Sig. (2-tailed)		.000	.000	.000
	N	30	30	30	30
X3.1	Pearson Correlation	.629**	1	.399*	.314
	Sig. (2-tailed)	.000		.029	.091
	N	30	30	30	30
X3.2	Pearson Correlation	.889**	.399*	1	.658**
	Sig. (2-tailed)	.000	.029		.000
	N	30	30	30	30
X3.3	Pearson Correlation	.862**	.314	.658**	1
	Sig. (2-tailed)	.000	.091	.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).

Scale: ALL VARIABLES

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
.721	3

Lampiran 2. (lanjutan)

4. X4

Correlations					
		X4	X4.1	X4.2	X4.3
X4	Pearson Correlation	1	.892**	.755**	.867**
	Sig. (2-tailed)		.000	.000	.000
	N	30	30	30	30
X4.1	Pearson Correlation	.892**	1	.519**	.735**
	Sig. (2-tailed)	.000		.003	.000
	N	30	30	30	30
X4.2	Pearson Correlation	.755**	.519**	1	.465**
	Sig. (2-tailed)	.000	.003		.010
	N	30	30	30	30
X4.3	Pearson Correlation	.867**	.735**	.465**	1
	Sig. (2-tailed)	.000	.000	.010	
	N	30	30	30	30

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

Scale: ALL VARIABLES

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
.803	3

Lampiran 2. (lanjutan)

5. Y1

		Correlations			
		Y1	Y1.1	Y1.2	Y1.3
Y1	Pearson Correlation	1	.713**	.810**	.837**
	Sig. (2-tailed)		.000	.000	.000
	N	30	30	30	30
Y1.1	Pearson Correlation	.713**	1	.307	.465**
	Sig. (2-tailed)	.000		.099	.010
	N	30	30	30	30
Y1.2	Pearson Correlation	.810**	.307	1	.522**
	Sig. (2-tailed)	.000	.099		.003
	N	30	30	30	30
Y1.3	Pearson Correlation	.837**	.465**	.522**	1
	Sig. (2-tailed)	.000	.010	.003	
	N	30	30	30	30

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

Scale: ALL VARIABLES

Case Processing Summary		
	N	%
Valid	30	100.0
Cases 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
.690	3

Lampiran 2. (lanjutan)

6. Y2

		Correlations			
		Y2	Y2.1	Y2.2	Y2.3
Y2	Pearson Correlation	1	.909**	.915**	.929**
	Sig. (2-tailed)		.000	.000	.000
	N	30	30	30	30
Y2.1	Pearson Correlation	.909**	1	.728**	.781**
	Sig. (2-tailed)	.000		.000	.000
	N	30	30	30	30
Y2.2	Pearson Correlation	.915**	.728**	1	.779**
	Sig. (2-tailed)	.000	.000		.000
	N	30	30	30	30
Y2.3	Pearson Correlation	.929**	.781**	.779**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

Scale: ALL VARIABLES

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
.905	3

Lampiran 2. (lanjutan)

7. Y3

		Correlations			
		Y3	Y3.1	Y3.2	Y3.3
Y3	Pearson Correlation	1	.871**	.671**	.854**
	Sig. (2-tailed)		.000	.000	.000
	N	30	30	30	30
Y3.1	Pearson Correlation	.871**	1	.320	.766**
	Sig. (2-tailed)	.000		.085	.000
	N	30	30	30	30
Y3.2	Pearson Correlation	.671**	.320	1	.283
	Sig. (2-tailed)	.000	.085		.130
	N	30	30	30	30
Y3.3	Pearson Correlation	.854**	.766**	.283	1
	Sig. (2-tailed)	.000	.000	.130	
	N	30	30	30	30

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

Scale: ALL VARIABLES

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
.715	3

Lampiran 2. (lanjutan)

8. Y4

Correlations				
	Y4	Y4.1	Y4.2	Y4.3
Y4	Pearson Correlation	1	.661**	.842**
	Sig. (2-tailed)		.000	.000
	N	30	30	30
Y4.1	Pearson Correlation	.661**	1	.233
	Sig. (2-tailed)	.000	.215	.329
	N	30	30	30
Y4.2	Pearson Correlation	.842**	.233	1
	Sig. (2-tailed)	.000	.215	.000
	N	30	30	30
Y4.3	Pearson Correlation	.813**	.185	.775**
	Sig. (2-tailed)	.000	.329	.000
	N	30	30	30

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

Scale: ALL VARIABLES

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
.640	3

Lampiran 2. (lanjutan)

9. Y5

Correlations				
	Y5	Y5.1	Y5.2	Y5.3
Y5	Pearson Correlation	1	.821**	.618**
	Sig. (2-tailed)		.000	.000
	N	30	30	30
Y5.1	Pearson Correlation	.821**	1	.185
	Sig. (2-tailed)	.000	.327	.000
	N	30	30	30
Y5.2	Pearson Correlation	.618**	.185	1
	Sig. (2-tailed)	.000	.327	.218
	N	30	30	30
Y5.3	Pearson Correlation	.802**	.601**	.231
	Sig. (2-tailed)	.000	.000	.218
	N	30	30	30

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

Scale: ALL VARIABLES

Case Processing Summary		
	N	%
Valid	30	100.0
Cases 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
.602	3

Lampiran 3. Tabel Hasil Uji Validitas

Variabel	Indikator	Nilai r	Kriteria
<i>Price (X1)</i>	X1.1	0.774	Valid
	X1.2	0.831	Valid
	X1.3	0.593	Valid
<i>Product (X2)</i>	X2.1	0.780	Valid
	X2.2	0.742	Valid
	X2.3	0.848	Valid
<i>Place (X3)</i>	X3.1	0.629	Valid
	X3.2	0.889	Valid
	X3.3	0.862	Valid
<i>Promotion (X4)</i>	X4.1	0.892	Valid
	X4.2	0.755	Valid
	X4.3	0.867	Valid
<i>Brand Awareness (Y1)</i>	Y1.1	0.713	Valid
	Y1.2	0.810	Valid
	Y1.3	0.837	Valid
<i>Brand Association (Y2)</i>	Y2.1	0.909	Valid
	Y2.2	0.915	Valid
	Y2.3	0.929	Valid
<i>Perceived Quality</i>	Y3.1	0.871	Valid
	Y3.2	0.671	Valid
	Y3.3	0.854	Valid
<i>Brand Loyalty</i>	Y4.1	0.661	Valid
	Y4.2	0.842	Valid
	Y4.3	0.813	Valid
<i>Brand Equity</i>	Y5.1	0.821	Valid
	Y5.2	0.618	Valid
	Y5.3	0.802	Valid

Lampiran 4. Hasil Uji Reliabilitas

Variabel	<i>Nila Cronbach Alpha</i>	Kriteria
<i>Price</i>	0.601	reliabel
<i>Product</i>	0.721	reliabel
<i>Place</i>	0.721	reliabel
<i>Promotion</i>	0.803	reliabel
<i>Brand awareness</i>	0.690	reliabel
<i>Brand association</i>	0.905	reliabel
<i>Perceived Quality</i>	0.715	reliabel
<i>Brand Loyalty</i>	0.640	reliabel
<i>Brand Equity</i>	0.602	reliabel



Lampiran 5. Uji Asumsi Kenormalan

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
Y5.3	1.000	5.125	-.024	-.115	-.040	-.095
Y5.2	2.000	5.583	-.120	-.571	-.249	-.590
Y5.1	1.000	4.827	-.389	-1.845	-.485	-1.150
X4.1	1.000	4.922	.122	.581	.077	.182
X4.2	3.000	6.491	-.219	-1.039	.972	2.306
X4.3	1.000	5.802	.280	1.327	.043	.101
X3.1	3.000	5.855	-.416	-1.972	-.732	-1.735
X3.2	2.000	5.160	-.182	-.864	-.706	-1.674
X3.3	3.000	6.451	.143	.676	1.370	3.249
X2.1	3.000	5.755	-.503	-2.388	-.769	-1.825
X2.2	3.000	6.526	-.189	-.896	1.670	3.960
X2.3	3.000	6.079	-.005	-.021	.219	.519
Y4.1	2.000	6.380	-.089	-.420	.297	.705
Y4.2	1.000	5.520	.292	1.387	4.298	10.193
Y4.3	3.000	7.025	-.730	-3.463	3.698	8.772
Y3.3	3.000	6.145	-.133	-.632	-.434	-1.029
Y3.2	3.000	6.237	.036	.170	.662	1.571
Y3.1	3.000	6.808	-.501	-2.379	2.361	5.599
Y2.3	3.000	6.078	-.020	-.094	.096	.229
Y2.2	3.000	6.312	-.087	-.415	.491	1.166
Y2.1	3.000	5.747	-.693	-3.285	-.675	-1.600
Y1.3	3.000	5.823	-.656	-3.111	-.686	-1.628
Y1.2	3.000	6.010	-.203	-.961	-.513	-1.217
Y1.1	3.000	6.884	.099	.471	4.502	10.677
X1.3	2.000	6.877	-.075	-.355	.159	.378
X1.2	3.000	7.469	-1.165	-5.525	9.313	22.088
X1.1	3.000	6.297	.069	.325	.245	.581
Multivariate					41.465	6.087

Lampiran 6. Uji Outlier

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

Observation number	Mahalanobis d-squared	p1	p2
23	64.875	.000	.008
25	52.567	.002	.038
24	50.465	.004	.018
26	50.196	.004	.003
22	44.668	.018	.091
102	43.661	.022	.084
94	43.176	.025	.055
82	42.989	.026	.027
119	42.622	.029	.016
128	41.317	.038	.036
15	41.048	.041	.023
62	40.589	.045	.019
73	38.720	.067	.122
98	37.913	.079	.183
93	36.903	.097	.328
87	36.797	.099	.260
7	36.754	.100	.189
92	36.747	.100	.126
101	36.202	.111	.166
132	35.624	.124	.228
44	35.081	.137	.298
71	34.759	.145	.312
4	34.469	.153	.320
21	34.463	.153	.244
45	34.413	.154	.190
129	34.027	.165	.226
11	33.908	.169	.194
29	33.832	.171	.156
2	33.745	.174	.126
114	33.657	.176	.101
85	33.622	.177	.073
123	33.044	.196	.136
16	32.283	.222	.293
40	32.155	.226	.269
31	31.474	.252	.457
111	31.366	.256	.424
77	30.902	.275	.544

Lampiran 6. (lanjutan)

Observation Number	Mahalanobis d-squared	p1	p2
57	30.838	.278	.495
113	30.767	.281	.450
124	30.540	.290	.473
84	30.401	.296	.459
55	30.395	.297	.388
66	30.197	.305	.402
13	30.046	.312	.396
12	30.017	.313	.339
135	29.852	.321	.340
67	29.641	.331	.362
106	29.606	.332	.311
38	29.556	.334	.269
81	29.470	.338	.243
99	29.458	.339	.194
65	29.228	.350	.220
103	29.039	.359	.233
131	28.684	.376	.315
27	28.547	.383	.310
104	28.502	.385	.269
95	28.434	.389	.239
74	28.020	.410	.351
88	27.862	.418	.358
18	27.811	.421	.318
109	27.554	.434	.371
47	27.460	.439	.350
78	27.440	.440	.297
112	27.231	.451	.328
34	27.179	.454	.291
105	27.108	.458	.263
90	26.841	.472	.319
134	26.751	.477	.298
10	26.203	.507	.500
115	26.109	.513	.480
32	25.344	.555	.780
125	25.217	.562	.778
68	24.805	.585	.873
8	24.585	.598	.896
48	24.221	.618	.942
35	24.188	.620	.926

Lampiran 6. (lanjutan)

Observation Number	Mahalanobis d-squared	p1	p2
107	24.092	.625	.919
5	24.079	.626	.893
79	24.049	.628	.866
76	24.042	.628	.826
133	23.556	.655	.922
60	23.397	.664	.928
61	23.254	.671	.930
63	23.180	.675	.919
70	23.177	.675	.890
19	23.031	.683	.893
100	22.934	.689	.884
37	22.548	.709	.938
120	22.488	.712	.925
130	22.311	.721	.933
64	22.182	.728	.932
1	22.167	.729	.907
89	21.907	.742	.932
80	21.786	.748	.929
86	21.635	.756	.931
36	21.280	.773	.963
46	21.213	.776	.954
56	21.132	.780	.945
127	21.115	.781	.922
126	21.076	.783	.899

Lampiran 7. Hasil Estimasi Model

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
Y1_Awareness	<---	X2_Product	-.220	.082	-2.695	.007	par_19
Y1_Awareness	<---	X4_Promotion	.343	.100	3.440	***	par_20
Y2_Association	<---	X1_Price	.350	.154	2.270	.023	par_21
Y3_Quality	<---	X1_Price	.513	.157	3.274	.001	par_22
Y4_Loyalty	<---	X1_Price	-.447	.145	-3.079	.002	par_23
Y2_Association	<---	X3_Place	-.508	.138	-3.688	***	par_24
Y3_Quality	<---	X3_Place	-.798	.173	-4.612	***	par_25
Y4_Loyalty	<---	X3_Place	.300	.115	2.596	.009	par_26
Y2_Association	<---	X2_Product	.328	.105	3.109	.002	par_27
Y3_Quality	<---	X2_Product	-.288	.099	-2.916	.004	par_28
Y4_Loyalty	<---	X2_Product	-.524	.119	-4.401	***	par_29
Y2_Association	<---	X4_Promotion	-.828	.129	-6.423	***	par_34
Y3_Quality	<---	X4_Promotion	.282	.079	3.577	***	par_35
Y4_Loyalty	<---	X4_Promotion	-.547	.094	-5.808	***	par_36
Y5_Equity	<---	Y1_Awareness	.927	.654	1.416	.157	par_30
Y5_Equity	<---	Y2_Association	.609	.241	2.529	.011	par_31
Y5_Equity	<---	Y3_Quality	1.147	.260	4.420	***	par_32
Y5_Equity	<---	Y4_Loyalty	1.020	.169	6.037	***	par_33
X1.1	<---	X1_Price	1.000				
X1.2	<---	X1_Price	-.548	.195	-2.808	.005	par_1
X1.3	<---	X1_Price	-1.424	.396	-3.598	***	par_2
Y1.1	<---	Y1_Awareness	1.000				
Y1.2	<---	Y1_Awareness	-2.102	.596	-3.525	***	par_3
Y1.3	<---	Y1_Awareness	-2.316	.639	-3.627	***	par_4
Y2.1	<---	Y2_Association	1.000				
Y2.2	<---	Y2_Association	1.042	.121	8.578	***	par_5
Y2.3	<---	Y2_Association	1.131	.125	9.047	***	par_6
Y3.1	<---	Y3_Quality	1.000				
Y3.2	<---	Y3_Quality	.937	.163	5.745	***	par_7
Y3.3	<---	Y3_Quality	-1.335	.189	-7.045	***	par_8
Y4.3	<---	Y4_Loyalty	1.000				
Y4.2	<---	Y4_Loyalty	-.932	.132	-7.051	***	par_9
Y4.1	<---	Y4_Loyalty	1.265	.160	7.898	***	par_10
X2.3	<---	X2_Product	1.000				

Lampiran 7. (lanjutan)

	Estimate	S.E.	C.R.	P	Label
X2.2 <--- X2_Product	.971	.170	5.716	***	par_11
X2.1 <--- X2_Product	-1.220	.203	-6.015	***	par_12
X3.3 <--- X3_Place	1.000				
X3.2 <--- X3_Place	-1.329	.287	-4.630	***	par_13
X3.1 <--- X3_Pace	-1.098	.247	-4.444	***	par_14
X4.3 <--- X4_Promotion	1.000				
X4.2 <--- X4_Promotion	.711	.132	5.402	***	par_15
X4.1 <--- X4_Promotion	-.766	.149	-5.145	***	par_16
Y5.1 <--- Y5_Equity	1.000				
Y5.2 <--- Y5_Equity	-1.122	.089	-12.550	***	par_17
Y5.3 <--- Y5_Equity	-1.147	.092	-12.480	***	par_18

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

	Estimate
Y1_Awareness <--- X2_Product	-.431
Y1_Awareness <--- X4_Promotion	.775
Y2_Association <--- X1_Price	.233
Y3_Quality <--- X1_Price	.432
Y4_Loyalty <--- X1_Price	-.364
Y2_Association <--- X3_Place	-.367
Y3_Quality <--- X3_Place	-.728
Y4_Loyalty <--- X3_Place	.264
Y2_Association <--- X2_Product	.274
Y3_Quality <--- X2_Product	-.304
Y4_Loyalty <--- X2_Product	-.534
Y2_Association <--- X4_Promotion	-.799
Y3_Quality <--- X4_Promotion	.344
Y4_Loyalty <--- X4_Promotion	-.644
Y5_Equity <--- Y1_Awareness	.330
Y5_Equity <--- Y2_Association	.507
Y5_Equity <--- Y3_Quality	.756
Y5_Equity <--- Y4_Loyalty	.697
X1.1 <--- X1_Price	.494
X1.2 <--- X1_Price	-.378
X1.3 <--- X1_Price	-.681
Y1.1 <--- Y1_Awareness	.371
Y1.2 <--- Y1_Awareness	-.642

Lampiran 7. (lanjutan)

		Estimate
Y1.3	<--- Y1_Awareness	-.722
Y2.1	<--- Y2_Association	.735
Y2.2	<--- Y2_Association	.779
Y2.3	<--- Y2_Association	.818
Y3.1	<--- Y3_Quality	.657
Y3.2	<--- Y3_Quality	.550
Y3.3	<--- Y3_Quality	-.773
Y4.3	<--- Y4_Loyalty	.726
Y4.2	<--- Y4_Loyalty	-.648
Y4.1	<--- Y4_Loyalty	.736
X2.3	<--- X2_Product	.601
X2.2	<--- X2_Product	.634
X2.1	<--- X2_Product	-.730
X3.3	<--- X3_Place	.555
X3.2	<--- X3_Place	-.633
X3.1	<--- X3_Place	-.567
X4.3	<--- X4_Promotion	.691
X4.2	<--- X4_Promotion	.527
X4.1	<--- X4_Promotion	-.503
Y5.1	<--- Y5_Equity	.809
Y5.2	<--- Y5_Equity	-.902
Y5.3	<--- Y5_Equity	-.903

Lampiran 8. Hasil Model Fit

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	72	431.971	306	.000	1.412
Saturated model	378	.000	0		
Independence model	27	1707.341	351	.000	4.864

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.049	.800	.753	.648
Saturated model	.000	1.000		
Independence model	.165	.405	.360	.376

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.747	.710	.910	.893	.907
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.872	.651	.791
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	125.971	75.005	184.966
Saturated model	.000	.000	.000
Independence model	1356.341	1231.294	1488.882

Lampiran 8. (lanjutan)

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	3.224	.940	.560	1.380
Saturated model	.000	.000	.000	.000
Independence model	12.741	10.122	9.189	11.111

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.055	.043	.067	.228
Independence model	.170	.162	.178	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	575.971	614.009	785.151	857.151
Saturated model	756.000	955.698	1854.194	2232.194
Independence model	1761.341	1775.605	1839.783	1866.783

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	4.298	3.918	4.739	4.582
Saturated model	5.642	5.642	5.642	7.132
Independence model	13.144	12.211	14.133	13.251

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	108	114
Independence model	32	33

Lampiran 9. Nilai *Direct Effect* Antar Konstruk

Variabel Bebas	Variabel Terikat	Koefisien Jalur	p-value	Critical ratio	Keterangan
Produk (X2)	Awareness (Y1)	-0.431	0.007	-2.695	Signifikan
Promosi (X4)	Awareness (Y1)	0.775	0.001	3.440	Signifikan
Harga (X1)	Association (Y2)	0.233	0.023	2.270	Signifikan
Produk (X2)	Association (Y2)	0.274	0.002	3.109	Signifikan
Distribusi (X3)	Association (Y2)	-0.367	0.001	-3.688	Signifikan
Promosi (X4)	Association (Y2)	-0.799	0.001	-6.423	Signifikan
Harga (X1)	Perceived Quality (Y3)	0.432	0.001	3.274	Signifikan
Produk (X2)	Perceived Quality (Y3)	-0.304	0.004	-2.916	Signifikan
Distribusi (X3)	Perceived Quality (Y3)	-0.728	0.001	-4.612	Signifikan
Promosi (X4)	Perceived Quality (Y3)	0.344	0.001	3.577	Signifikan
Harga (X1)	Loyalty (Y4)	-0.364	0.002	-3.079	Signifikan
Produk (X2)	Loyalty (Y4)	-0.534	0.001	-4.401	Signifikan
Distribusi (X3)	Loyalty (Y4)	0.264	0.009	2.596	Signifikan
Promosi (X4)	Loyalty (Y4)	-0.644	0.001	-5.808	Signifikan
Awareness (Y1)	Ekuitas Merek (Y5)	0.330	0.157	1.416	Non Signifikan
Association (Y2)	Ekuitas Merek (Y5)	0.507	0.011	2.529	Signifikan
Perceived Quality (Y3)	Ekuitas Merek (Y5)	0.756	0.001	4.420	Signifikan
Loyalty (Y4)	Ekuitas Merek (Y5)	0.697	0.001	6.037	Signifikan

Keterangan:

Signifikan jika $p\text{-value} < 0.05$, dan non signifikan jika $p\text{-value} > 0.05$

Lampiran 10. Nilai *indirect effect*

Total Effects (Group number 1 - Default model)

[illegible]

Lampiran 11. Rekap Hasil Wawancara Responden

Resp.	X1.1	X1.2	X1.3	X2.1	X2.2	X2.3	X3.1	X3.2	X3.3	X4.1	X4.2	X4.3	Y1.1	Y1.2
1	4	4	3	5	4	4	4	5	4	3	4	2	4	3
2	4	4	4	5	4	4	4	3	5	2	4	2	3	4
3	4	4	4	5	4	4	5	4	4	2	5	3	4	4
4	3	4	5	4	4	5	5	4	4	4	3	1	4	5
5	4	4	4	5	4	4	3	2	5	3	4	2	4	4
6	4	4	3	5	4	4	5	5	4	3	3	2	4	4
7	5	4	4	3	5	5	5	4	5	3	3	2	3	5
8	5	4	3	4	5	5	4	4	4	2	4	3	4	4
9	4	4	4	4	4	4	5	3	4	2	3	2	4	4
10	4	4	3	5	3	4	5	4	4	3	3	2	4	5
11	5	3	3	4	4	5	5	4	4	2	4	2	4	4
12	5	4	4	4	3	4	5	4	4	1	4	3	5	3
13	4	4	4	3	5	5	4	4	5	3	3	2	4	4
14	4	4	4	5	4	4	5	4	4	2	4	3	4	4
15	4	4	3	3	5	5	4	3	4	1	4	3	4	5
16	3	4	4	5	3	3	4	3	4	1	5	3	5	4
17	4	4	4	4	4	4	4	3	4	3	4	2	4	5
18	5	4	3	5	3	4	4	4	4	2	4	2	4	4
19	4	4	4	4	4	4	3	4	4	2	3	3	4	4
20	4	4	4	4	4	4	5	4	4	2	4	3	4	4
21	3	4	4	5	4	4	4	3	4	2	4	2	4	5
22	3	4	5	4	4	4	4	3	4	4	4	4	4	3

23	4	4	4	4	4	4	5	5	5	4	3	3	3	3
24	4	4	4	4	4	4	5	5	5	3	3	3	5	5
25	4	4	4	5	4	5	4	4	4	3	3	3	5	5
26	4	4	4	4	4	3	4	3	4	4	4	4	3	4
27	5	4	4	5	4	3	4	3	4	2	3	2	4	5
28	4	4	4	4	4	4	5	3	4	2	4	2	4	5
29	4	4	4	5	4	3	4	2	4	3	4	2	4	5
30	5	4	3	5	4	3	4	3	5	2	4	3	4	4
31	4	4	4	5	4	4	4	2	4	2	4	2	4	4
32	5	4	3	5	4	4	5	5	4	2	4	2	4	4
33	4	4	4	5	4	4	4	2	5	2	4	3	4	4
34	4	4	4	3	4	4	4	4	4	1	4	3	4	4
35	4	4	4	5	3	3	5	5	4	2	4	2	4	4
36	4	4	4	5	3	3	4	4	4	3	4	2	4	5
37	4	4	4	4	4	4	5	5	4	2	3	3	4	5
38	4	4	4	5	3	4	4	4	4	3	3	2	4	5
39	4	4	3	5	4	4	5	4	4	2	4	2	4	5
40	4	4	4	5	4	3	5	3	4	4	3	2	4	5
41	4	4	4	4	4	4	5	3	4	1	4	3	4	4
42	5	4	4	5	4	4	5	5	4	2	4	3	4	4
43	5	4	3	5	4	4	4	4	4	3	3	2	4	5
44	4	4	4	5	4	5	5	3	4	2	4	3	4	4
45	4	4	2	5	4	5	5	5	4	3	4	2	4	4
46	4	4	5	5	4	4	5	3	4	2	4	3	4	4
47	4	4	3	4	4	4	3	3	5	2	4	2	4	4

48	3	4	4	5	4	4	5	3	4	2	5	3	4	4
49	4	4	4	4	4	5	5	5	4	2	4	2	4	4
50	4	4	4	5	4	4	5	4	4	2	4	3	4	4
51	5	4	4	4	4	4	4	2	4	2	4	3	4	4
52	4	4	4	5	4	4	5	4	4	2	4	3	4	4
53	4	4	4	4	4	4	5	4	4	3	3	2	4	4
54	4	4	4	5	3	3	4	4	4	2	4	2	4	5
55	4	4	4	4	4	4	4	4	4	2	4	4	4	4
56	4	4	4	4	4	4	4	4	4	5	3	4	2	4
57	4	4	4	4	4	4	4	2	4	2	4	2	3	5
58	4	4	4	4	4	4	5	4	4	2	4	3	4	4
59	5	4	3	5	4	4	4	4	4	2	4	3	4	4
60	5	4	3	4	4	4	4	4	5	2	3	2	4	5
61	5	4	4	5	3	4	4	5	5	2	4	3	4	4
62	4	4	3	4	3	4	5	5	3	1	4	3	4	4
63	4	4	4	5	4	4	5	5	4	1	5	3	5	4
64	4	4	4	4	4	4	4	4	4	2	4	2	4	5
65	4	4	4	4	4	4	4	3	3	5	3	3	2	3
66	4	4	4	5	4	4	3	4	5	2	4	2	4	4
67	4	4	4	5	4	4	5	5	4	3	4	2	4	5
68	4	4	3	4	4	4	4	4	4	2	4	2	4	4
69	4	4	4	5	4	4	4	3	4	3	4	2	4	4
70	5	4	4	4	4	4	5	5	3	2	4	2	4	4
71	5	3	3	5	4	5	5	5	4	3	4	3	4	4
72	4	4	4	5	4	3	5	3	4	2	4	3	4	4

73	3	4	4	5	4	4	4	4	5	1	4	3	4	4
74	4	4	4	4	4	5	5	5	4	2	4	3	5	4
75	4	4	3	5	4	4	4	3	4	2	4	2	4	4
76	4	4	3	4	4	4	5	5	5	2	4	2	4	5
77	5	4	3	4	5	5	4	4	4	3	4	2	4	5
78	4	4	3	4	4	4	4	4	4	3	4	3	4	4
79	4	4	3	5	4	4	4	4	4	3	4	3	4	5
80	4	4	4	5	4	4	5	5	4	3	3	2	3	4
81	4	4	4	4	4	5	3	3	4	3	4	2	3	5
82	4	5	4	4	4	4	4	5	3	2	4	2	4	5
83	5	4	4	5	4	3	4	2	4	2	4	3	4	4
84	4	3	3	4	4	5	4	3	4	2	4	2	4	4
85	4	4	4	4	3	4	4	4	4	4	3	2	4	5
86	4	4	4	5	4	4	5	4	4	3	4	3	4	5
87	4	4	3	3	5	4	4	2	4	2	4	3	4	4
88	4	3	4	4	4	4	5	5	3	3	3	2	4	5
89	5	4	4	4	4	4	4	4	4	2	4	3	4	5
90	4	3	3	4	4	4	5	5	4	3	4	2	4	5
91	4	4	3	5	4	3	5	3	4	2	4	2	4	5
92	5	4	4	5	4	4	3	2	5	2	4	3	4	5
93	5	3	3	5	3	3	3	3	4	3	3	2	4	4
94	4	4	4	4	5	5	5	5	4	1	5	4	4	4
95	4	4	5	3	4	4	4	4	4	2	4	3	4	4
96	4	4	4	5	3	4	5	4	4	2	4	2	4	4
97	5	4	3	5	4	4	5	4	4	3	4	2	4	4

98	5	4	3	4	4	4	5	5	3	3	4	2	4	5
99	4	4	4	5	4	3	5	4	4	1	4	3	5	4
100	4	4	4	4	4	4	4	3	4	2	4	2	4	4
101	5	4	4	4	4	4	5	5	3	2	4	2	4	4
102	5	3	4	4	3	4	5	4	4	2	4	2	4	4
103	4	4	5	5	3	3	4	4	4	2	4	3	4	3
104	4	4	3	5	3	3	4	3	4	2	4	3	4	3
105	4	4	3	5	4	4	4	3	4	3	4	1	4	5
106	4	4	4	5	3	3	4	4	4	3	3	2	4	4
107	4	4	4	5	3	4	4	5	4	2	4	2	4	4
108	4	4	4	5	4	4	5	3	4	2	4	2	4	5
109	4	4	3	4	4	5	4	4	4	2	4	2	4	4
110	5	4	4	4	4	4	5	4	4	2	4	3	4	4
111	5	4	3	4	4	4	5	3	5	2	4	3	5	4
112	4	4	4	3	5	5	4	4	4	2	4	2	4	5
113	5	4	3	4	4	5	5	5	4	2	4	3	4	5
114	5	3	3	5	4	4	4	5	4	1	4	2	4	4
115	4	4	4	4	4	4	5	3	4	2	4	3	4	5
116	4	4	4	4	4	5	4	2	5	3	4	2	4	5
117	4	4	3	4	4	4	4	4	4	2	4	2	4	5
118	5	4	3	4	4	4	4	5	4	3	3	2	4	5
119	4	5	5	4	3	4	4	3	5	2	4	2	4	4
120	4	4	3	5	4	4	5	4	5	3	3	2	4	4
121	5	4	3	4	4	4	5	5	4	2	4	3	4	4
122	4	4	4	5	4	3	4	3	4	2	4	2	4	4

123	5	4	3	4	4	4	4	3	3	3	3	2	4	4
124	5	4	3	4	4	4	5	5	4	2	5	3	4	4
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132	4	4	4	5	4	4	5	4	3	3	3	2	4	5
133	5	4	4	4	4	5	5	3	4	2	4	3	4	5
134	4	4	3	5	4	4	5	4	4	2	4	2	5	3
135	4	4	3	3	4	5	4	3	5	3	4	3	4	5