

## LAMPIRAN

### 1. Kuesioner

No Kuesioner :

## KUESIONER

Kepada Yth,  
Responden

Dengan hormat,

Saya **Gilang Widya Kartika**, mahasiswa Fakultas Ekonomi Jurusan Manajemen Universitas Bakrie sedang mengadakan penelitian mengenai “**Analisis pengaruh kepuasan konsumen, dan kepercayaan merek, terhadap loyalitas merek Esia, di Jakarta**”. Oleh karena itu saya memohon kesediaan Anda agar berkenan meluangkan waktu untuk mengisi kuesioner berikut ini. Nantinya, seluruh informasi yang Anda berikan akan **dijamin kerahasiaannya**. Atas kesediaan waktu dan partisipasi Anda untuk melengkapi kuesioner ini saya ucapkan terima kasih.

### Karakteristik Responden

Petunjuk pengisian kuesioner bagian I : Berilah tanda (√) pada salah satu kotak yang paling mewakili diri anda untuk setiap pernyataan dibawah ini!

1. Jenis Kelamin:

Laki-laki     Perempuan

2. Umur:

< 15     16 – 25     26 – 35     36 – 45     > 45

3. Tingkat pendidikan (hingga dengan saat ini)

SD     SMP     SMA  
 Diploma     Sarjana     Pascasarjana

4. Pekerjaan

Pelajar     Pegawai Negeri Sipil     Pegawai Swasta     Pengusaha  
 Pedagang     Ibu Rumah     Lainnya: (sebutkan)

5. Jenis produk Esia yang digunakan :

.....

Hape Esia     Hape EsiaNgoceh     Hape Esia Fu     Hape Esia Online

- Hape Esia Merdeka  Hape Esia Kilau  Hape Esia Ekspresi  Hape Esia Musik  
 Warna  
 Hape Esia Kasih  Hape Esia Slank  Hape Esia Slim  Hape Esia Gayaku  
 Fm  
 Hape Esia Warna  Hape Esia Bali  Hape Esia Hidayah  Hape Esia Connect

6. Biaya pulsa esia yang digunakan dalam sebulan

- < 11.000,-  12.000 – 20.000  21.000 – 25.000  
 26.000 – 30.000  31.000-50.000  51.000 – 100.000  
 >100.000

**Petunjuk pengisian kuesioner bagian II : Lingkari salah satu jawaban yang paling mewakili diri anda untuk setiap pernyataan dibawah ini!**

**STS = sangat tidak setuju**

**S= setuju**

**TS = Tidak setuju**

**SS= sangat setuju**

**N = biasa saja (netral)**

### **Brand Reliability:**

Variabel yang mengukur sejauh mana suatu merek dapat dipercaya oleh konsumen, dan sejauh mana merek tersebut dapat memberikan nilai yang dijanjikan ( Delgado dan Ballester, 2002)

No	Pernyataan	STS	TS	N	S	SS
1	Esia merek yang sesuai dengan harapan konsumen	1	2	3	4	5
2	Saya meyakini bahwa Esia tidak mengecewakan	1	2	3	4	5
3	Kepuasan saya terjamin dengan menggunakan Esia	1	2	3	4	5
4	Saya yakin biaya yang saya keluarkan untuk membayar setiap layanan Esia sesuai dengan harapan	1	2	3	4	5
5.	Saya percaya sepenuhnya terhadap merek Esia	1	2	3	4	5

### **Brand Intentionn :**

Variabel yang mengukur sejauh mana konsumen percaya bahwa merek yang dikonsumsi dapat menjawab keinginan konsumen, terutama apabila terdapat masalah yang tidak diharapkan, ketika keinginan konsumen untuk mengkonsumsi merek tersebut meningkat (Delgado dan Ballester,2002)

No	Pernyataan	STS	TS	N	S	SS
6.	Menggunakan Esia dapat membantu memenuhi kebutuhan komunikasi saya	1	2	3	4	5
7.	Menggunakan Esia dapat diandalkan untuk menyelesaikan masalah	1	2	3	4	5
8.	Esia merupakan merek yang selalu berusaha memuaskan pelanggan	1	2	3	4	5
9.	Esia memberikan kompensasi bila terjadi masalah	1	2	3	4	5
10.	Saya mudah mendapatkan Esia	1	2	3	4	5

### **Brand loyalty**

Preferensi konsumen yang konsisten untuk membeli merek yang sama pada produk yang spesifik atau pada kategori layanan tertentu ( Schiffman dan Kanuk, 2004).

No	Pernyataan	STS	TS	N	S	SS
11.	Saya merupakan pelanggan yang loyal terhadap merek Esia	1	2	3	4	5
12.	Hanya dalam keadaan terdesak, saya akan menggunakan merek lain selain Esia.	1	2	3	4	5
13.	Saya mendorong kenalan saya untuk menggunakan merek Esia, ketika memilih merek-merek operator seluler	1	2	3	4	5
14.	Saya akan tetap menggunakan Esia walaupun merek lain menawarkan pelayanan dengan harga yang lebih murah	1	2	3	4	5
15.	Saya akan merekomendasikan Esia kepada orang lain, walaupun saya baru kenal dengan orang tersebut	1	2	3	4	5
16.	Saya akan melanjutkan penggunaan saya terhadap	1	2	3	4	5

merek Esia

### Overall Satisfaction

Kepuasan adalah konsep yang lebih luas dari sekedar penilaian kualitas pelayanan, tetapi juga dipengaruhi oleh faktor-faktor lain (Zeithaml dan Bitner, 1996)

No	Pernyataan	STS	TS	N	S	SS
17.	Saya merasa puas dengan keputusan saya menggunakan Esia	1	2	3	4	5
18.	Saya mengambil keputusan yang benar untuk menggunakan Esia	1	2	3	4	5
19.	Keputusan saya untuk memilih Esia, adalah keputusan yang bijaksana	1	2	3	4	5
20.	Saya memiliki pengalaman yang berkesan dengan Esia.	1	2	3	4	5
21.	Saya bangga telah menggunakan Esia.	1	2	3	4	5

***“Terimakasih atas waktu dan kesediannya mengisi kuesioner ini, segala informasi yang anda berikan akan dijaga kerahasiannya”.***

***By: Gilang (2010)***

## 2. Hasil Olahan Data untuk Karakteristik Responden

### Frequencies

#### Statistics

jenis kelamin

N	Valid	250
	Missing	0

#### jenis kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid laki-laki	129	51,6	51,6	51,6
perempuan	121	48,4	48,4	100,0
Total	250	100,0	100,0	

### Frequencies

#### Statistics

pendidikan

N	Valid	250
	Missing	0

#### pendidikan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SD	7	2,8	2,8	2,8
SMP	1	,4	,4	3,2
SMA	60	24,0	24,0	27,2
DIPLOMA	2	,8	,8	28,0
SARJANA	147	58,8	58,8	86,8
PASCASARJANA	33	13,2	13,2	100,0
Total	250	100,0	100,0	

## Frequencies

### Statistics

jenis produk

N	Valid	250
	Missing	0

### jenis produk

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid hp esia	92	36,8	36,8	36,8
hp esia merdeka	18	7,2	7,2	44,0
hp esia kasih	12	4,8	4,8	48,8
hp esia w arna	9	3,6	3,6	52,4
hp esia ngoceh	55	22,0	22,0	74,4
hp esia kilau w arna	18	7,2	7,2	81,6
hp esia slank	11	4,4	4,4	86,0
hp esia bali	2	,8	,8	86,8
hp esia fu	2	,8	,8	87,6
hp esia ekspresi	4	1,6	1,6	89,2
hp esia slim	8	3,2	3,2	92,4
hp esia hidayah	7	2,8	2,8	95,2
hp esia online	7	2,8	2,8	98,0
hp esia musik	3	1,2	1,2	99,2
hp esia gayaku fm	1	,4	,4	99,6
hp esia connect	1	,4	,4	100,0
Total	250	100,0	100,0	

## Frequencies

### Statistics

biaya pulsa esia

N	Valid	250
	Missing	0

**biaya pulsa esia**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < Rp 11.000	9	3,6	3,6	3,6
Rp 12.000 - 20.000	33	13,2	13,2	16,8
Rp 21.000 - 25.000	89	35,6	35,6	52,4
Rp 26.000 - 30.000	48	19,2	19,2	71,6
Rp 31.000 - 50.000	24	9,6	9,6	81,2
Rp 51.000 - 100.000	38	15,2	15,2	96,4
> Rp 100.000	9	3,6	3,6	100,0
Total	250	100,0	100,0	

**Frequencies****Statistics**

umur

N	Valid	250
	Missing	0

umur

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <15	6	2,4	2,4	2,4
16-25	211	84,4	84,4	86,8
26-35	30	12,0	12,0	98,8
>45	3	1,2	1,2	100,0
Total	250	100,0	100,0	

**Frequencies****Statistics**

pekerjaan

N	Valid	250
	Missing	0

## pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar	168	67,2	67,2	67,2
	PNS	10	4,0	4,0	71,2
	Pegaw ai s w asta	46	18,4	18,4	89,6
	Pengusaha	6	2,4	2,4	92,0
	Pedagang	6	2,4	2,4	94,4
	Ibu Rumah Tangga	13	5,2	5,2	99,6
	Lainnya	1	,4	,4	100,0
	Total	250	100,0	100,0	

## 3. Hasil Olahan Data Analisa Faktor

## Factor Analysis

Correlation Matrix<sup>a</sup>

		br1	br2	br3	br4	br5	bi1	bi2	bi3	bi4	bi5
Correlation	br1	1.000	.606	.611	.509	.594	.519	.498	.561	.398	.278
	br2	.606	1.000	.771	.638	.643	.518	.554	.593	.504	.258
	br3	.611	.771	1.000	.708	.736	.508	.591	.568	.545	.303
	br4	.509	.638	.708	1.000	.691	.512	.637	.601	.553	.383
	br5	.594	.643	.736	.691	1.000	.461	.601	.590	.587	.359
	bi1	.519	.518	.508	.512	.461	1.000	.607	.515	.271	.223
	bi2	.498	.554	.591	.637	.601	.607	1.000	.591	.549	.274
	bi3	.561	.593	.568	.601	.590	.515	.591	1.000	.551	.437
	bi4	.398	.504	.545	.553	.587	.271	.549	.551	1.000	.506
	bi5	.278	.258	.303	.383	.359	.223	.274	.437	.506	1.000
Sig. (1-tailed)	br1		.000	.000	.000	.000	.000	.000	.000	.000	.000
	br2	.000		.000	.000	.000	.000	.000	.000	.000	.000
	br3	.000	.000		.000	.000	.000	.000	.000	.000	.000
	br4	.000	.000	.000		.000	.000	.000	.000	.000	.000
	br5	.000	.000	.000	.000		.000	.000	.000	.000	.000
	bi1	.000	.000	.000	.000	.000		.000	.000	.000	.000
	bi2	.000	.000	.000	.000	.000	.000		.000	.000	.000

bi3	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
bi4	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
bi5	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000

a. Determinant = .002

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.914
Bartlett's Test of Sphericity	Approx. Chi-Square
	1.516E3
	df
	45
	Sig.
	.000

#### Communalities

	Initial	Extraction
br1	1.000	.594
br2	1.000	.708
br3	1.000	.745
br4	1.000	.692
br5	1.000	.702
bi1	1.000	.597
bi2	1.000	.631
bi3	1.000	.640
bi4	1.000	.722
bi5	1.000	.782

Extraction Method: Principal  
Component Analysis.

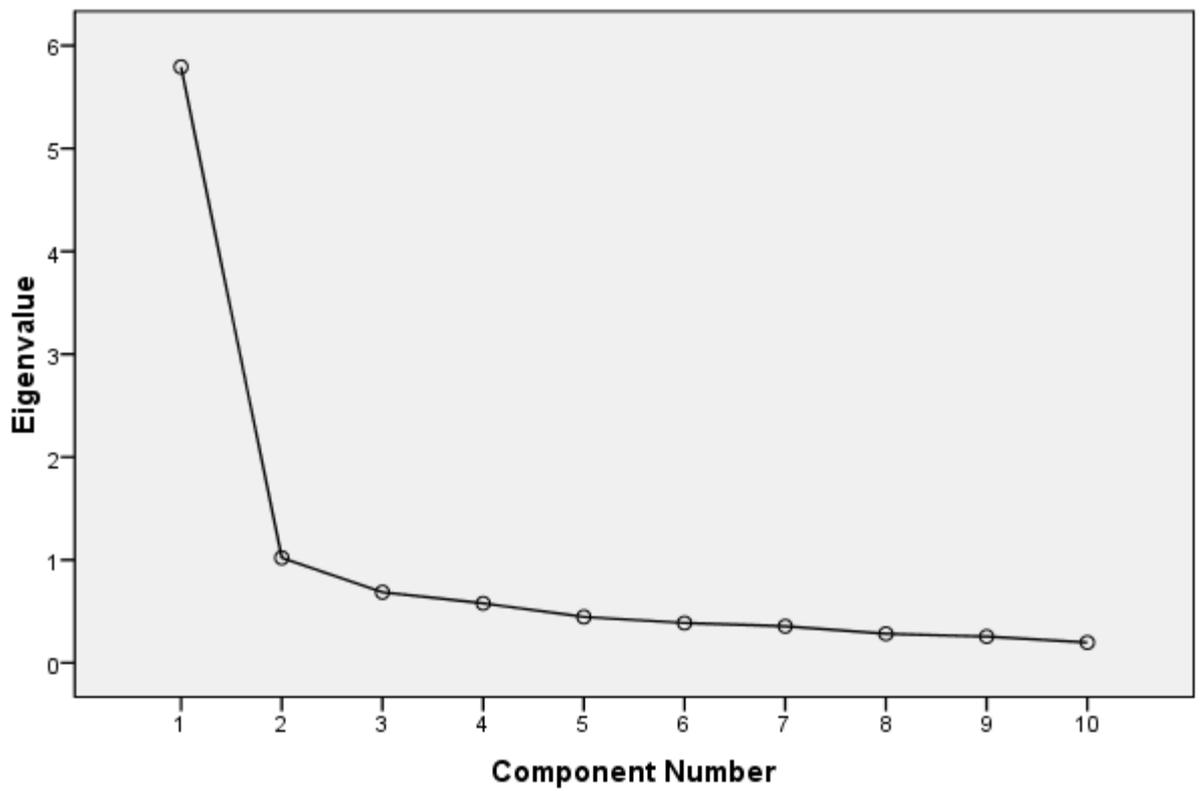
#### Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.793	57.928	57.928	5.793	57.928	57.928	4.628	46.281	46.281

2	1.020	10.204	68.132	1.020	10.204	68.132	2.185	21.851	68.132
3	.686	6.861	74.993						
4	.578	5.777	80.770						
5	.446	4.460	85.230						
6	.387	3.872	89.102						
7	.356	3.556	92.657						
8	.282	2.817	95.474						
9	.255	2.548	98.022						
10	.198	1.978	100.000						

Extraction Method: Principal  
Component Analysis.

### Scree Plot



**Component Matrix<sup>a</sup>**

	Component	
	1	2
br1	.740	
br2	.817	
br3	.852	
br4	.832	
br5	.838	
bi1	.676	
bi2	.785	
bi3	.793	
bi4	.714	
bi5		.733

Extraction Method: Principal

Component Analysis.

a. 2 components extracted.

**Rotated Component Matrix<sup>a</sup>**

	Component	
	1	2
br1	.750	
br2	.809	
br3	.809	
br4	.719	
br5	.726	
bi1	.773	
bi2	.741	
bi3	.637	
bi4		.753
bi5		.882

Extraction Method: Principal  
Component Analysis.

Rotation Method: Varimax with  
Kaiser Normalization.

- a. Rotation converged in 3  
iterations.

### Component Transformation Matrix

Component	1	2
1	.869	.494
2	-.494	.869

Extraction Method: Principal  
Component Analysis.

Rotation Method: Varimax with  
Kaiser Normalization.

## Reliability

### Case Processing Summary

		N	%
Cases	Valid	250	100.0
	Excluded <sup>a</sup>	0	.0
	Total	250	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.920	8

**Item Statistics**

	Mean	Std. Deviation	N
br1	3.8880	.66726	250
br2	3.8080	.74117	250
br3	3.7840	.82709	250
br4	3.9440	.80962	250
br5	3.9160	.86715	250
bi1	3.9440	.63124	250
bi2	3.7200	.78745	250
bi3	3.8840	.84463	250

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
br1	27.0000	20.137	.685	.913
br2	27.0800	19.126	.773	.906
br3	27.1040	18.286	.808	.903
br4	26.9440	18.639	.771	.906
br5	26.9720	18.204	.774	.906
bi1	26.9440	20.655	.633	.917
bi2	27.1680	19.104	.721	.910
bi3	27.0040	18.783	.709	.912

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
30.8880	24.686	4.96852	8

## Reliability

**Case Processing Summary**

		N	%
Cases	Valid	250	100.0
	Excluded <sup>a</sup>	0	.0
	Total	250	100.0

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

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.920	.920	8

**Item Statistics**

	Mean	Std. Deviation	N
br1	3.8880	.66726	250
br2	3.8080	.74117	250
br3	3.7840	.82709	250
br4	3.9440	.80962	250
br5	3.9160	.86715	250
bi1	3.9440	.63124	250
bi2	3.7200	.78745	250
bi3	3.8840	.84463	250

Inter-Item Correlation Matrix

	br1	br2	br3	br4	br5	bi1	bi2	bi3
br1	1.000	.606	.611	.509	.594	.519	.498	.561
br2	.606	1.000	.771	.638	.643	.518	.554	.593
br3	.611	.771	1.000	.708	.736	.508	.591	.568
br4	.509	.638	.708	1.000	.691	.512	.637	.601
br5	.594	.643	.736	.691	1.000	.461	.601	.590
bi1	.519	.518	.508	.512	.461	1.000	.607	.515
bi2	.498	.554	.591	.637	.601	.607	1.000	.591
bi3	.561	.593	.568	.601	.590	.515	.591	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.861	3.720	3.944	.224	1.060	.007	8
Item Variances	.602	.398	.752	.353	1.887	.016	8
Inter-Item Correlations	.590	.461	.771	.310	1.672	.005	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
br1	27.0000	20.137	.685	.501	.913
br2	27.0800	19.126	.773	.651	.906
br3	27.1040	18.286	.808	.722	.903
br4	26.9440	18.639	.771	.624	.906
br5	26.9720	18.204	.774	.640	.906
bi1	26.9440	20.655	.633	.455	.917
bi2	27.1680	19.104	.721	.559	.910
bi3	27.0040	18.783	.709	.517	.912

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
30.8880	24.686	4.96852	8

**Reliability****Case Processing Summary**

		N	%
Cases	Valid	250	100.0
	Excluded <sup>a</sup>	0	.0
	Total	250	100.0

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

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.636	.672	2

**Item Statistics**

	Mean	Std. Deviation	N
bi4	3.8960	1.00059	250
bi5	4.4520	.66443	250

**Inter-Item Correlation Matrix**

	bi4	bi5
bi4	1.000	.506
bi5	.506	1.000

### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.174	3.896	4.452	.556	1.143	.155	2
Item Variances	.721	.441	1.001	.560	2.268	.157	2
Inter-Item Correlations	.506	.506	.506	.000	1.000	.000	2

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
bi4	4.4520	.441	.506	.256	. <sup>a</sup>
bi5	3.8960	1.001	.506	.256	. <sup>a</sup>

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
8.3480	2.115	1.45443	2

## Factor Analysis

### Correlation Matrix<sup>a</sup>

		b1	b2	b3	b4	b5	b6
Correlation	b1	1.000	.607	.553	.550	.448	.601
	b2	.607	1.000	.580	.562	.497	.446
	b3	.553	.580	1.000	.576	.584	.502
	b4	.550	.562	.576	1.000	.474	.546
	b5	.448	.497	.584	.474	1.000	.363

	bl6	.601	.446	.502	.546	.363	1.000
Sig. (1-tailed)	bl1		.000	.000	.000	.000	.000
	bl2	.000		.000	.000	.000	.000
	bl3	.000	.000		.000	.000	.000
	bl4	.000	.000	.000		.000	.000
	bl5	.000	.000	.000	.000		.000
	bl6	.000	.000	.000	.000	.000	

a. Determinant = .072

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.873
Bartlett's Test of Sphericity	Approx. Chi-Square	648.118
	Df	15
	Sig.	.000

#### Communalities

	Initial	Extraction
bl1	1.000	.655
bl2	1.000	.631
bl3	1.000	.666
bl4	1.000	.635
bl5	1.000	.508
bl6	1.000	.543

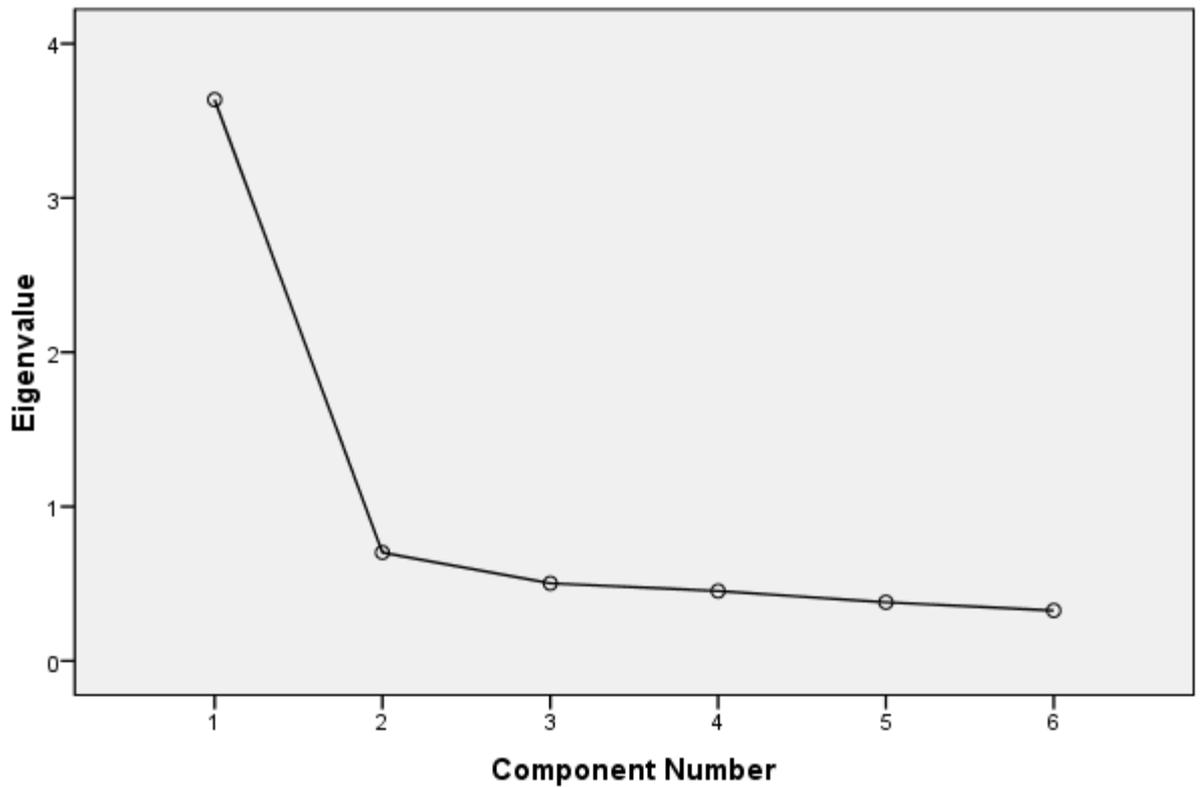
Extraction Method: Principal  
Component Analysis.

### Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.637	60.621	60.621	3.637	60.621	60.621
2	.702	11.697	72.318			
3	.503	8.380	80.698			
4	.453	7.544	88.241			
5	.379	6.324	94.565			
6	.326	5.435	100.000			

Extraction Method: Principal Component Analysis.

### Scree Plot



**Component Matrix<sup>a</sup>**

	Component
	1
bl1	.809
bl2	.794
bl3	.816
bl4	.797
bl5	.712
bl6	.737

Extraction Method:  
Principal Component  
Analysis.

a. 1 components  
extracted.

## Reliability

**Case Processing Summary**

		N	%
Cases	Valid	250	100.0
	Excluded <sup>a</sup>	0	.0
	Total	250	100.0

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

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.867	.869	6

**Item Statistics**

	Mean	Std. Deviation	N
bl1	4.2200	.88925	250
bl2	3.7960	.95395	250
bl3	3.7440	.84932	250
bl4	3.9080	.87096	250
bl5	3.3280	.98809	250
bl6	4.2480	.72429	250

**Inter-Item Correlation Matrix**

	bl1	bl2	bl3	bl4	bl5	bl6
bl1	1.000	.607	.553	.550	.448	.601
bl2	.607	1.000	.580	.562	.497	.446
bl3	.553	.580	1.000	.576	.584	.502
bl4	.550	.562	.576	1.000	.474	.546
bl5	.448	.497	.584	.474	1.000	.363
bl6	.601	.446	.502	.546	.363	1.000

**Summary Item Statistics**

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.874	3.328	4.248	.920	1.276	.116	6
Item Variances	.780	.525	.976	.452	1.861	.025	6
Inter-Item Correlations	.526	.363	.607	.244	1.673	.005	6

## Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
bl1	19.0240	11.791	.701	.531	.838
bl2	19.4480	11.493	.689	.496	.840
bl3	19.5000	11.914	.721	.527	.834
bl4	19.3360	11.959	.688	.483	.840
bl5	19.9160	11.844	.594	.393	.859
bl6	18.9960	13.120	.613	.440	.854

## Scale Statistics

Mean	Variance	Std. Deviation	N of Items
23.2440	16.860	4.10608	6

## Factor Analysis

Correlation Matrix<sup>a</sup>

		os1	os2	os3	os4	os5
Correlation	os1	1.000	.696	.668	.512	.469
	os2	.696	1.000	.804	.537	.540
	os3	.668	.804	1.000	.549	.592
	os4	.512	.537	.549	1.000	.776
	os5	.469	.540	.592	.776	1.000
Sig. (1-tailed)	os1		.000	.000	.000	.000
	os2	.000		.000	.000	.000
	os3	.000	.000		.000	.000
	os4	.000	.000	.000		.000
	os5	.000	.000	.000	.000	

a. Determinant = .040

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.794
Bartlett's Test of Sphericity	Approx. Chi-Square	795.386
	Df	10
	Sig.	.000

**Communalities**

	Initial	Extraction
os1	1.000	.645
os2	1.000	.750
os3	1.000	.766
os4	1.000	.649
os5	1.000	.652

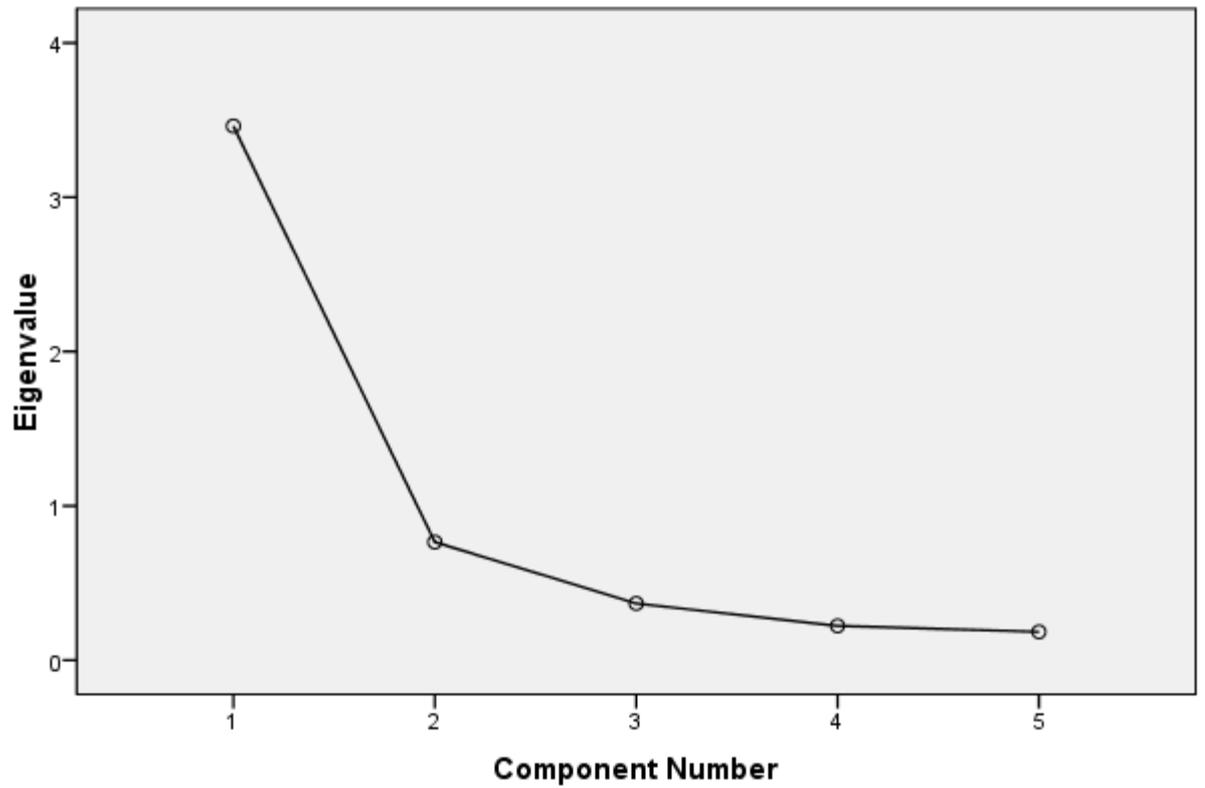
Extraction Method: Principal  
Component Analysis.

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.462	69.232	69.232	3.462	69.232	69.232
2	.765	15.307	84.539			
3	.367	7.346	91.885			
4	.222	4.444	96.329			
5	.184	3.671	100.000			

Extraction Method: Principal Component Analysis.

Scree Plot

Component Matrix<sup>a</sup>

	Component
	1
os1	.803
os2	.866
os3	.875
os4	.806
os5	.807

Extraction Method:  
Principal Component  
Analysis.

a. 1 components  
extracted.

## Reliability

**Case Processing Summary**

		N	%
Cases	Valid	250	100.0
	Excluded <sup>a</sup>	0	.0
	Total	250	100.0

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

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.885	.888	5

**Item Statistics**

	Mean	Std. Deviation	N
os1	4.0320	.69924	250
os2	3.9920	.69416	250
os3	3.9440	.76891	250
os4	3.7280	.87698	250
os5	3.6240	.87043	250

**Inter-Item Correlation Matrix**

	os1	os2	os3	os4	os5
os1	1.000	.696	.668	.512	.469
os2	.696	1.000	.804	.537	.540
os3	.668	.804	1.000	.549	.592
os4	.512	.537	.549	1.000	.776

**Inter-Item Correlation Matrix**

	os1	os2	os3	os4	os5
os1	1.000	.696	.668	.512	.469
os2	.696	1.000	.804	.537	.540
os3	.668	.804	1.000	.549	.592
os4	.512	.537	.549	1.000	.776
os5	.469	.540	.592	.776	1.000

**Summary Item Statistics**

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.864	3.624	4.032	.408	1.113	.032	5
Item Variances	.618	.482	.769	.287	1.596	.020	5
Inter-Item Correlations	.614	.469	.804	.336	1.716	.013	5

**Item-Total Statistics**

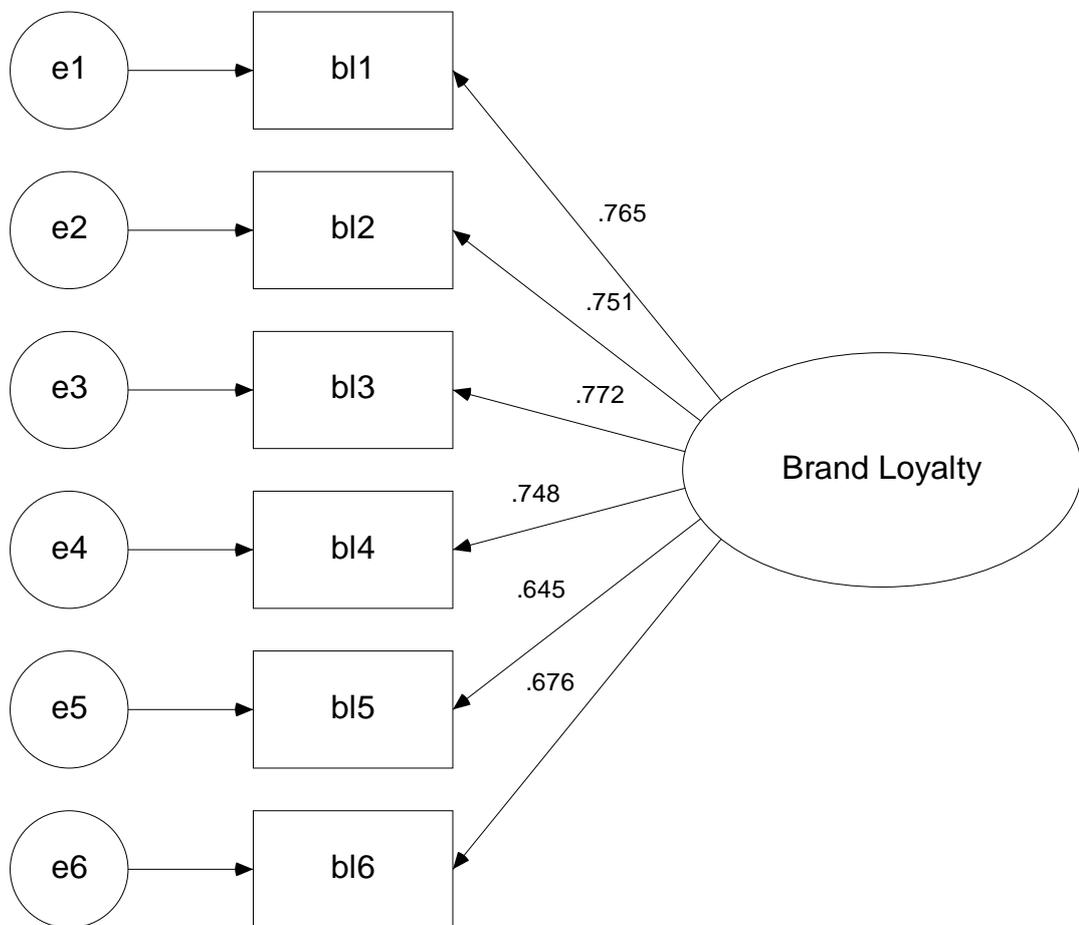
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
os1	15.2880	7.483	.678	.534	.870
os2	15.3280	7.241	.760	.697	.853
os3	15.3760	6.862	.772	.698	.848
os4	15.5920	6.588	.712	.633	.864
os5	15.6960	6.606	.715	.642	.863

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
19.3200	10.564	3.25021	5

#### 4. Hasil Olahan Data Validitas dan Uji Kesesuaian Model

##### Validitas *Brand Loyalty*



##### Analysis Summary

##### Groups

Group number 1 (Group number 1)

Notes for Group (Group number 1)

The model is recursive.

Sample size = 250

Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables

b11

b12

b13

b14

b15

b16

Unobserved, exogenous variables

Brand Loyalty

e1

e2

e3

e4

e5

e6

#### Variable counts (Group number 1)

Number of variables in your model: 13

Number of observed variables: 6

Number of unobserved variables: 7

Number of exogenous variables: 7

Number of endogenous variables: 6

#### Parameter summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	7	0	0	0	0	7
Labeled	0	0	0	0	0	0
Unlabeled	5	0	7	0	0	12
Total	12	0	7	0	0	19

#### Models

##### Default model (Default model)

##### Notes for Model (Default model)

##### Computation of degrees of freedom (Default model)

Number of distinct sample moments: 21

Number of distinct parameters to be estimated: 12

Degrees of freedom (21 - 12): 9

##### Result (Default model)

Minimum was achieved

Chi-square = 32.416

Degrees of freedom = 9

Probability level = .000

**Group number 1 (Group number 1 - Default 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
bl1 <--- Brand Loyalty	1.000				
bl2 <--- Brand Loyalty	1.052	.090	11.678	***	
bl3 <--- Brand Loyalty	.963	.080	12.026	***	
bl4 <--- Brand Loyalty	.957	.082	11.627	***	
bl5 <--- Brand Loyalty	.936	.094	9.912	***	
bl6 <--- Brand Loyalty	.719	.069	10.427	***	

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

	Estimate
bl1 <--- Brand Loyalty	.765
bl2 <--- Brand Loyalty	.751
bl3 <--- Brand Loyalty	.772
bl4 <--- Brand Loyalty	.748
bl5 <--- Brand Loyalty	.645
bl6 <--- Brand Loyalty	.676

**Variances: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
Brand Loyalty	.462	.068	6.781	***	
e1	.326	.037	8.851	***	
e2	.396	.044	9.056	***	
e3	.290	.033	8.753	***	
e4	.333	.037	9.096	***	
e5	.568	.057	10.011	***	
e6	.284	.029	9.800	***	

**Matrices (Group number 1 - Default model)****Total Effects (Group number 1 - Default model)**

	Brand Loyalty
bl6	.719
bl5	.936
bl4	.957
bl3	.963
bl2	1.052
bl1	1.000

**Standardized Total Effects (Group number 1 - Default model)**

	Brand Loyalty
bl6	.676
bl5	.645
bl4	.748
bl3	.772
bl2	.751
bl1	.765

**Direct Effects (Group number 1 - Default model)**

	Brand Loyalty
bl6	.719
bl5	.936
bl4	.957
bl3	.963
bl2	1.052
bl1	1.000

**Standardized Direct Effects (Group number 1 - Default model)**

	Brand Loyalty
bl6	.676
bl5	.645
bl4	.748
bl3	.772
bl2	.751
bl1	.765

**Indirect Effects (Group number 1 - Default model)**

	Brand Loyalty
b16	.000
b15	.000
b14	.000
b13	.000
b12	.000
b11	.000

**Standardized Indirect Effects (Group number 1 - Default model)**

	Brand Loyalty
b16	.000
b15	.000
b14	.000
b13	.000
b12	.000
b11	.000

**Minimization History (Default model)**

Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	2		-.642	9999.000	627.300	0	9999.000
1	e	1		-.077	2.354	182.673	20	.264
2	e	0	107.591		.856	67.941	5	.678
3	e	0	20.246		.499	44.174	3	.000
4	e	0	16.297		.122	33.200	1	1.144
5	e	0	14.426		.041	32.424	1	1.063
6	e	0	14.235		.004	32.416	1	1.010
7	e	0	14.238		.000	32.416	1	1.000

**Model Fit Summary****CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	12	32.416	9	.000	3.602
Saturated model	21	.000	0		
Independence model	6	655.578	15	.000	43.705

**RMR, GFI**

Model	RMR	GFI	AGFI	PGFI
Default model	.028	.958	.903	.411
Saturated model	.000	1.000		
Independence model	.347	.416	.182	.297

#### Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.951	.918	.964	.939	.963
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

#### Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.600	.570	.578
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

#### NCP

Model	NCP	LO 90	HI 90
Default model	23.416	9.678	44.726
Saturated model	.000	.000	.000
Independence model	640.578	560.493	728.067

#### FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.130	.094	.039	.180
Saturated model	.000	.000	.000	.000
Independence model	2.633	2.573	2.251	2.924

#### RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.102	.066	.141	.012
Independence model	.414	.387	.442	.000

#### AIC

Model	AIC	BCC	BIC	CAIC
-------	-----	-----	-----	------

Model	AIC	BCC	BIC	CAIC
Default model	56.416	57.110	98.673	110.673
Saturated model	42.000	43.215	115.951	136.951
Independence model	667.578	667.925	688.706	694.706

**ECVI**

Model	ECVI	LO 90	HI 90	MECVI
Default model	.227	.171	.312	.229
Saturated model	.169	.169	.169	.174
Independence model	2.681	2.359	3.032	2.682

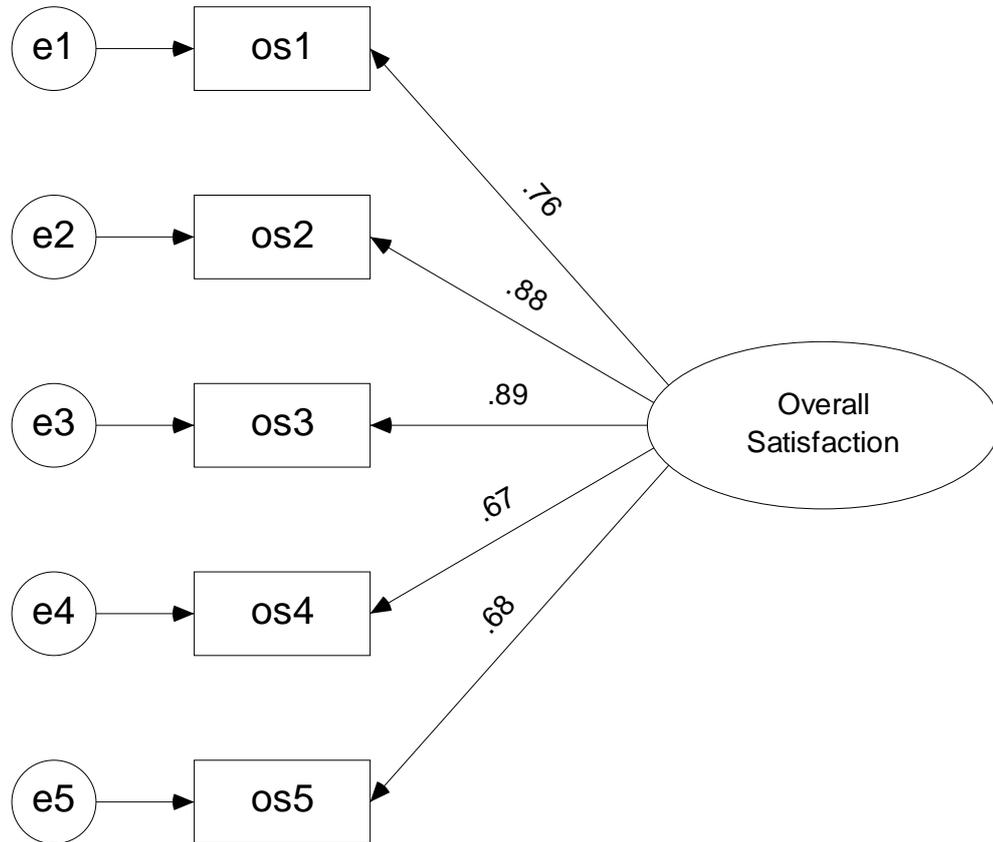
**HOELTER**

Model	HOELTER	HOELTER
	.05	.01
Default model	130	167
Independence model	10	12

**Execution time summary**

Minimization: .016  
 Miscellaneous: .078  
 Bootstrap: .000  
 Total: .094

### Validitas Overall Satisfaction



#### Analysis Summary

##### Groups

Group number 1 (Group number 1)

Notes for Group (Group number 1)

The model is recursive.

Sample size = 250

Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables

os1

os2

os3

os4

os5  
 Unobserved, exogenous variables  
 Overall\_Satisfaction  
 e1  
 e2  
 e3  
 e4  
 e5

**Variable counts (Group number 1)**

Number of variables in your model: 11  
 Number of observed variables: 5  
 Number of unobserved variables: 6  
 Number of exogenous variables: 6  
 Number of endogenous variables: 5

**Parameter summary (Group number 1)**

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	6	0	0	0	0	6
Labeled	0	0	0	0	0	0
Unlabeled	4	0	6	0	0	10
Total	10	0	6	0	0	16

**Models**

**Default model (Default model)**

**Notes for Model (Default model)**

**Computation of degrees of freedom (Default model)**

Number of distinct sample moments: 15  
 Number of distinct parameters to be estimated: 10  
 Degrees of freedom (15 - 10): 5

**Result (Default model)**

Minimum was achieved  
 Chi-square = 126.915  
 Degrees of freedom = 5  
 Probability level = .000

**Group number 1 (Group number 1 - Default 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
os1 <--- Overall_Satisfaction	1.000				
os2 <--- Overall_Satisfaction	1.147	.079	14.451	***	
os3 <--- Overall_Satisfaction	1.282	.088	14.572	***	
os4 <--- Overall_Satisfaction	1.106	.103	10.689	***	
os5 <--- Overall_Satisfaction	1.116	.103	10.888	***	

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

	Estimate
os1 <--- Overall_Satisfaction	.762
os2 <--- Overall_Satisfaction	.880
os3 <--- Overall_Satisfaction	.888
os4 <--- Overall_Satisfaction	.672
os5 <--- Overall_Satisfaction	.683

**Variances: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
Overall_Satisfaction	.282	.041	6.877	***	
e1	.204	.021	9.596	***	
e2	.108	.015	7.087	***	
e3	.125	.018	6.767	***	
e4	.420	.041	10.243	***	
e5	.403	.040	10.184	***	

**Matrices (Group number 1 - Default model)****Total Effects (Group number 1 - Default model)**

	Overall_Satisfaction
os5	1.116
os4	1.106
os3	1.282
os2	1.147
os1	1.000

**Standardized Total Effects (Group number 1 - Default model)**

	Overall_Satisfaction
os5	.683
os4	.672
os3	.888
os2	.880
os1	.762

**Direct Effects (Group number 1 - Default model)**

	Overall_Satisfaction
os5	1.116
os4	1.106
os3	1.282
os2	1.147
os1	1.000

**Standardized Direct Effects (Group number 1 - Default model)**

	Overall_Satisfaction
os5	.683
os4	.672
os3	.888
os2	.880
os1	.762

**Indirect Effects (Group number 1 - Default model)**

	Overall_Satisfaction
os5	.000
os4	.000
os3	.000
os2	.000
os1	.000

**Standardized Indirect Effects (Group number 1 - Default model)**

	Overall_Satisfaction
os5	.000
os4	.000
os3	.000
os2	.000

	Overall_Satisfaction
os1	.000

#### Minimization History (Default model)

Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	2		-.650	9999.000	787.536	0	9999.000
1	e	2		-.145	2.199	327.303	20	.311
2	e	1		-.046	.463	194.652	6	.917
3	e	0	37.839		.737	137.557	7	.679
4	e	0	29.274		.192	127.734	1	1.152
5	e	0	29.197		.069	126.925	1	1.070
6	e	0	30.036		.010	126.915	1	1.010
7	e	0	29.966		.000	126.915	1	1.000

#### Model Fit Summary

##### CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	10	126.915	5	.000	25.383
Saturated model	15	.000	0		
Independence model	5	803.453	10	.000	80.345

##### RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.065	.848	.544	.283
Saturated model	.000	1.000		
Independence model	.311	.391	.087	.261

#### Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.842	.684	.847	.693	.846
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

#### Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.500	.421	.423
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

**NCP**

Model	NCP	LO 90	HI 90
Default model	121.915	88.861	162.396
Saturated model	.000	.000	.000
Independence model	793.453	704.153	890.145

**FMIN**

Model	FMIN	F0	LO 90	HI 90
Default model	.510	.490	.357	.652
Saturated model	.000	.000	.000	.000
Independence model	3.227	3.187	2.828	3.575

**RMSEA**

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.313	.267	.361	.000
Independence model	.564	.532	.598	.000

**AIC**

Model	AIC	BCC	BIC	CAIC
Default model	146.915	147.409	182.130	192.130
Saturated model	30.000	30.741	82.822	97.822
Independence model	813.453	813.699	831.060	836.060

**ECVI**

Model	ECVI	LO 90	HI 90	MECVI
Default model	.590	.457	.753	.592
Saturated model	.120	.120	.120	.123
Independence model	3.267	2.908	3.655	3.268

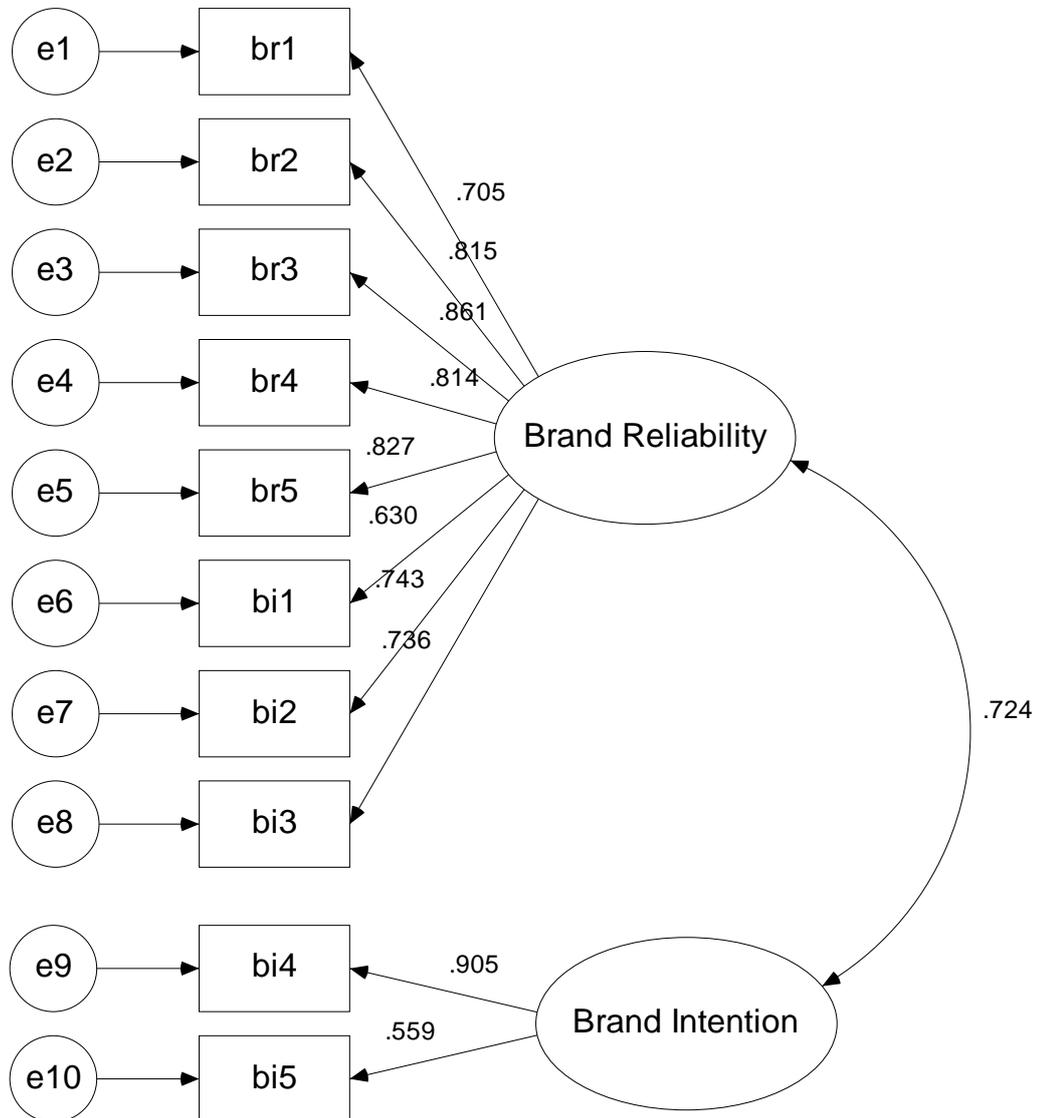
**HOELTER**

Model	HOELTER .05	HOELTER .01
Default model	22	30
Independence model	6	8

**Execution time summary**

Minimization: .016

Miscellaneous: .093  
Bootstrap: .000  
Total: .109



**Analysis Summary****Groups****Group number 1 (Group number 1)****Notes for Group (Group number 1)**

The model is recursive.  
Sample size = 250

**Variable Summary (Group number 1)****Your model contains the following variables (Group number 1)**

Observed, endogenous variables

br1

br2

br3

br4

br5

bi1

bi2

bi3

bi4

bi5

Unobserved, exogenous variables

Brand Reliability

e1

e2

e3

e4

e5

e6

e7

e8

Brand Intention

e9

e10

**Variable counts (Group number 1)**

Number of variables in your model: 22

Number of observed variables: 10

Number of unobserved variables: 12  
 Number of exogenous variables: 12  
 Number of endogenous variables: 10

**Parameter summary (Group number 1)**

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	12	0	0	0	0	12
Labeled	0	0	0	0	0	0
Unlabeled	8	1	12	0	0	21
Total	20	1	12	0	0	33

**Models**

**Default model (Default model)**

**Notes for Model (Default model)**

**Computation of degrees of freedom (Default model)**

Number of distinct sample moments: 55  
 Number of distinct parameters to be estimated: 21  
 Degrees of freedom (55 - 21): 34

**Result (Default model)**

Minimum was achieved  
 Chi-square = 139.932  
 Degrees of freedom = 34  
 Probability level = .000

**Group number 1 (Group number 1 - Default 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
br1 <--- Brand Reliability	1.000				
br2 <--- Brand Reliability	1.284	.105	12.251	***	
br3 <--- Brand Reliability	1.515	.117	12.920	***	
br4 <--- Brand Reliability	1.402	.115	12.248	***	

	Estimate	S.E.	C.R.	P	Label
br5 <--- Brand Reliability	1.526	.123	12.436	***	
bi1 <--- Brand Reliability	.845	.089	9.523	***	
bi2 <--- Brand Reliability	1.244	.111	11.201	***	
bi3 <--- Brand Reliability	1.323	.119	11.106	***	
bi4 <--- Brand Intention	1.000				
bi5 <--- Brand Intention	.410	.058	7.081	***	

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

	Estimate
br1 <--- Brand Reliability	.705
br2 <--- Brand Reliability	.815
br3 <--- Brand Reliability	.861
br4 <--- Brand Reliability	.814
br5 <--- Brand Reliability	.827
bi1 <--- Brand Reliability	.630
bi2 <--- Brand Reliability	.743
bi3 <--- Brand Reliability	.736
bi4 <--- Brand Intention	.905
bi5 <--- Brand Intention	.559

**Covariances: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
Brand Reliability <--> Brand Intention	.307	.041	7.420	***	

**Correlations: (Group number 1 - Default model)**

	Estimate
Brand Reliability <--> Brand Intention	.724

**Variances: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
Brand Reliability	.220	.035	6.242	***	
Brand Intention	.817	.126	6.488	***	
e1	.223	.022	10.357	***	
e2	.184	.019	9.546	***	
e3	.176	.020	8.808	***	
e4	.220	.023	9.548	***	
e5	.236	.025	9.383	***	
e6	.240	.023	10.625	***	

	Estimate	S.E.	C.R.	P	Label
e7	.277	.027	10.156	***	
e8	.325	.032	10.194	***	
e9	.180	.092	1.972	.049	
e10	.302	.031	9.737	***	

**Matrices (Group number 1 - Default model)**

**Total Effects (Group number 1 - Default model)**

	Brand Intention	Brand Reliability
bi5	.410	.000
bi4	1.000	.000
bi3	.000	1.323
bi2	.000	1.244
bi1	.000	.845
br5	.000	1.526
br4	.000	1.402
br3	.000	1.515
br2	.000	1.284
br1	.000	1.000

**Standardized Total Effects (Group number 1 - Default model)**

	Brand Intention	Brand Reliability
bi5	.559	.000
bi4	.905	.000
bi3	.000	.736
bi2	.000	.743
bi1	.000	.630
br5	.000	.827
br4	.000	.814
br3	.000	.861
br2	.000	.815
br1	.000	.705

**Direct Effects (Group number 1 - Default model)**

	Brand Intention	Brand Reliability
bi5	.410	.000
bi4	1.000	.000
bi3	.000	1.323
bi2	.000	1.244

	Brand Intention	Brand Reliability
bi1	.000	.845
br5	.000	1.526
br4	.000	1.402
br3	.000	1.515
br2	.000	1.284
br1	.000	1.000

**Standardized Direct Effects (Group number 1 - Default model)**

	Brand Intention	Brand Reliability
bi5	.559	.000
bi4	.905	.000
bi3	.000	.736
bi2	.000	.743
bi1	.000	.630
br5	.000	.827
br4	.000	.814
br3	.000	.861
br2	.000	.815
br1	.000	.705

**Indirect Effects (Group number 1 - Default model)**

	Brand Intention	Brand Reliability
bi5	.000	.000
bi4	.000	.000
bi3	.000	.000
bi2	.000	.000
bi1	.000	.000
br5	.000	.000
br4	.000	.000
br3	.000	.000
br2	.000	.000
br1	.000	.000

**Standardized Indirect Effects (Group number 1 - Default model)**

	Brand Intention	Brand Reliability
bi5	.000	.000
bi4	.000	.000
bi3	.000	.000

	Brand Intention	Brand Reliability
bi2	.000	.000
bi1	.000	.000
br5	.000	.000
br4	.000	.000
br3	.000	.000
br2	.000	.000
br1	.000	.000

**Minimization History (Default model)**

Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTrises	Ratio
0	e	4		-1.147	9999.000	1506.717	0	9999.000
1	e	3		-.247	3.581	617.135	20	.162
2	e*	2		-.120	.858	340.169	5	.762
3	e	1		-.012	.825	186.854	5	.860
4	e	0	110.163		.610	143.857	5	.809
5	e	0	125.034		.193	140.037	1	1.066
6	e	0	141.900		.050	139.932	1	1.033
7	e	0	143.311		.004	139.932	1	1.003
8	e	0	143.324		.000	139.932	1	1.000

**Model Fit Summary**

**CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	21	139.932	34	.000	4.116
Saturated model	55	.000	0		
Independence model	10	1542.264	45	.000	34.273

**RMR, GFI**

Model	RMR	GFI	AGFI	PGFI
-------	-----	-----	------	------

Model	RMR	GFI	AGFI	PGFI
Default model	.029	.901	.840	.557
Saturated model	.000	1.000		
Independence model	.311	.277	.117	.227

#### Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.909	.880	.930	.906	.929
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

#### Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.756	.687	.702
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

#### NCP

Model	NCP	LO 90	HI 90
Default model	105.932	73.169	146.256
Saturated model	.000	.000	.000
Independence model	1497.264	1372.663	1629.242

#### FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.562	.425	.294	.587
Saturated model	.000	.000	.000	.000
Independence model	6.194	6.013	5.513	6.543

#### RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.112	.093	.131	.000
Independence model	.366	.350	.381	.000

#### AIC

Model	AIC	BCC	BIC	CAIC
-------	-----	-----	-----	------

Model	AIC	BCC	BIC	CAIC
Default model	181.932	183.873	255.882	276.882
Saturated model	110.000	115.084	303.680	358.680
Independence model	1562.264	1563.188	1597.479	1607.479

#### ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.731	.599	.893	.738
Saturated model	.442	.442	.442	.462
Independence model	6.274	5.774	6.804	6.278

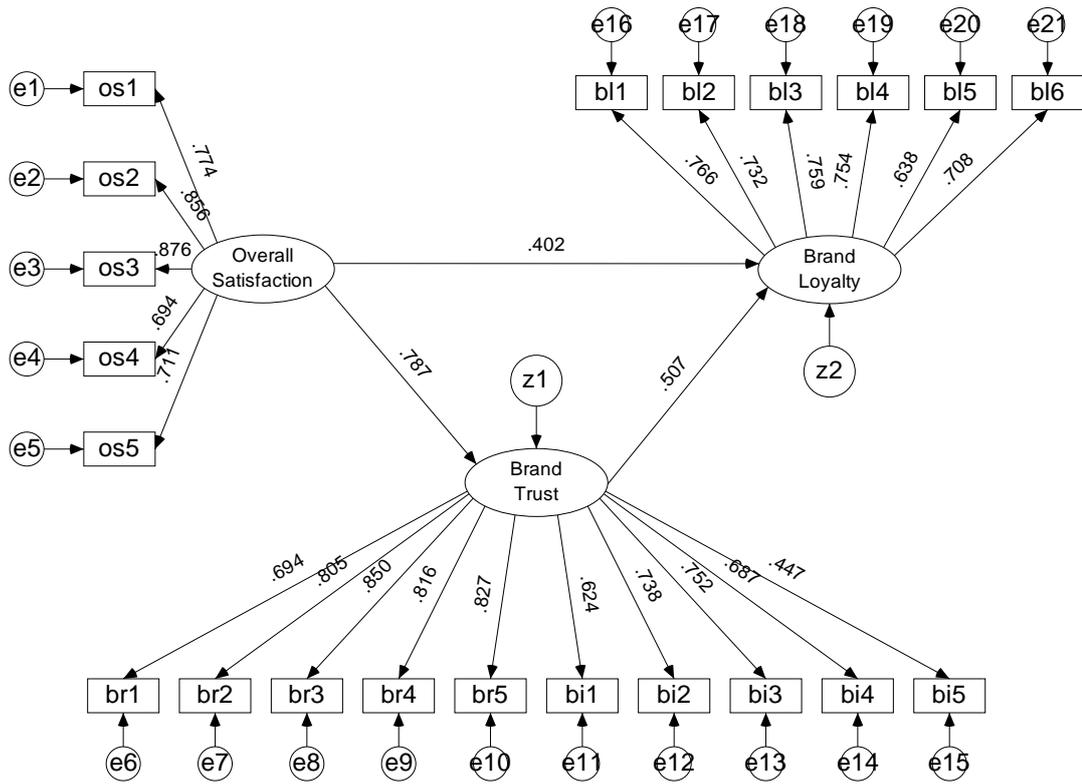
#### HOELTER

Model	HOELTER .05	HOELTER .01
Default model	87	100
Independence model	10	12

#### Execution time summary

Minimization:	.016
Miscellaneous:	.125
Bootstrap:	.000
Total:	.141

### Gambar Structural Equation Modeling (SEM)



## 5. Hasil Olahan Data Analisis Regresi Linear

### Regression

**Descriptive Statistics**

	Mean	Std. Deviation	N
Brand Loyalty	3.8740	.68435	250
Overall Satisfaction	3.8640	.65004	250

**Correlations**

		Brand Loyalty	Overall Satisfaction
Pearson Correlation	Brand Loyalty	1.000	.716
	Overall Satisfaction	.716	1.000
Sig. (1-tailed)	Brand Loyalty	.	.000
	Overall Satisfaction	.000	.
N	Brand Loyalty	250	250
	Overall Satisfaction	250	250

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	Overall Satisfaction <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: Brand Loyalty

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.716 <sup>a</sup>	.513	.511	.47867

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.716 <sup>a</sup>	.513	.511	.47867

a. Predictors: (Constant), Overall Satisfaction

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59.792	1	59.792	260.957	.000 <sup>a</sup>
	Residual	56.823	248	.229		
	Total	116.614	249			

a. Predictors: (Constant), Overall Satisfaction

b. Dependent Variable: Brand Loyalty

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.961	.183		5.257	.000	.601	1.321
	Overall Satisfaction	.754	.047	.716	16.154	.000	.662	.846

a. Dependent Variable: Brand Loyalty

**Coefficient Correlations<sup>a</sup>**

Model		Overall Satisfaction
1	Correlations	Overall Satisfaction
		1.000

Covariances	Overall Satisfaction	.002
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a. Dependent Variable: Brand Loyalty

## Regression

### Descriptive Statistics

	Mean	Std. Deviation	N
Brand Trust	3.9236	.59715	250
Overall Satisfaction	3.8640	.65004	250

### Correlations

		Brand Trust	Overall Satisfaction
Pearson Correlation	Brand Trust	1.000	.731
	Overall Satisfaction	.731	1.000
Sig. (1-tailed)	Brand Trust	.	.000
	Overall Satisfaction	.000	.
N	Brand Trust	250	250
	Overall Satisfaction	250	250

### Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	Overall Satisfaction <sup>a</sup>	.	Enter

a. All requested variables entered.

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	Overall Satisfaction <sup>a</sup>		Enter

b. Dependent Variable: Brand Trust

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.731 <sup>a</sup>	.534	.533	.40825

a. Predictors: (Constant), Overall Satisfaction

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.456	1	47.456	284.732	.000 <sup>a</sup>
	Residual	41.334	248	.167		
	Total	88.791	249			

a. Predictors: (Constant), Overall Satisfaction

b. Dependent Variable: Brand Trust

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.329	.156		8.520	.000	1.021	1.636
	Overall Satisfaction	.672	.040	.731	16.874	.000	.593	.750

a. Dependent Variable: Brand Trust

**Coefficient Correlations<sup>a</sup>**

Model		Overall Satisfaction
1	Correlations Overall Satisfaction	1.000
	Covariances Overall Satisfaction	.002

a. Dependent Variable: Brand Trust

**Regression****Descriptive Statistics**

	Mean	Std. Deviation	N
Brand Loyalty	3.8740	.68435	250
Brand Trust	3.9236	.59715	250

**Correlations**

		Brand Loyalty	Brand Trust
Pearson Correlation	Brand Loyalty	1.000	.748
	Brand Trust	.748	1.000
Sig. (1-tailed)	Brand Loyalty	.	.000
	Brand Trust	.000	.
N	Brand Loyalty	250	250
	Brand Trust	250	250

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.748 <sup>a</sup>	.560	.558	.45489

a. Predictors: (Constant), Brand Trust

#### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.298	1	65.298	315.565	.000 <sup>a</sup>
	Residual	51.317	248	.207		
	Total	116.614	249			

a. Predictors: (Constant), Brand Trust

b. Dependent Variable: Brand Loyalty

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.509	.192		2.658	.008	.132	.887
	Brand Trust	.858	.048	.748	17.764	.000	.762	.953

a. Dependent Variable: Brand Loyalty

#### Coefficient Correlations<sup>a</sup>

Model		Brand Trust	
1	Correlations	Brand Trust	1.000
	Covariances	Brand Trust	.002

a. Dependent Variable: Brand Loyalty

