

Lampiran 1. Hasil Deskriptif

Var.	No.	Missing	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness
X1_1_1	1	0	4.261	4	1	5	0.88	2.492	-1.46
X1_1_2	2	0	4.261	4	1	5	0.863	2.616	-1.442
X1_1_3	3	0	4.168	4	1	5	0.823	2.995	-1.372
X1_2_1	4	0	4.164	4	1	5	0.899	1.783	-1.258
X1_2_2	5	0	4.231	4	1	5	0.841	2.486	-1.367
X1_2_3	6	0	4.183	4	1	5	0.855	1.93	-1.225
X1_3_1	7	0	4.063	4	1	5	0.859	0.838	-0.868
X1_3_2	8	0	4.146	4	1	5	0.875	1.588	-1.161
X1_4_1	9	0	4.19	4	1	5	0.822	1.78	-1.135
X1_4_2	10	0	4.052	4	1	5	0.913	1.731	-1.17
X1_4_3	11	0	4.097	4	1	5	0.863	1.839	-1.135
X1_5_1	12	0	4.254	4	1	5	0.83	2.58	-1.37
X1_5_2	13	0	4.235	4	1	5	0.851	2.853	-1.457
X1_6_1	14	0	4.183	4	1	5	0.873	2.414	-1.381
X1_6_2	15	0	4.015	4	1	5	0.922	1.837	-1.207
X1_7_1	16	0	4.09	4	1	5	0.914	2.34	-1.358
X1_7_2	17	0	4.078	4	1	5	0.884	1.952	-1.198
X1_8_1	18	0	3.955	4	1	5	0.969	0.963	-1
X1_8_2	19	0	4.239	4	1	5	0.852	2.594	-1.388
X2_1_1	20	0	4	4	1	5	0.974	1.698	-1.269
X2_1_2	21	0	4.134	4	1	5	0.896	2.332	-1.332
X2_2_1	22	0	3.996	4	1	5	0.887	1.481	-1.024
X2_2_2	23	0	4.101	4	1	5	0.838	1.625	-1.033
X2_3_1	24	0	3.761	4	1	5	0.963	0.48	-0.765
X2_3_2	25	0	3.888	4	1	5	0.916	1.144	-0.949
Z1_1	26	0	3.985	4	1	5	1.004	1.411	-1.217
Z1_2	27	0	4.052	4	1	5	0.929	1.584	-1.172
Z2_1	28	0	3.869	4	1	5	0.993	0.394	-0.792
Z2_2	29	0	3.896	4	1	5	1.006	0.964	-1.028
Z3_1	30	0	3.963	4	1	5	0.961	1.466	-1.116
Z3_2	31	0	3.996	4	1	5	0.94	1.716	-1.184
Z4_1	32	0	3.996	4	1	5	0.956	1.773	-1.229
Z4_2	33	0	3.94	4	1	5	0.983	1.341	-1.112
Z5_1	34	0	4.022	4	1	5	0.91	1.634	-1.12
Z5_2	35	0	4.179	4	1	5	0.8	2.03	-1.127
Y1_1	36	0	3.705	4	1	5	1.029	0.621	-0.852
Y1_2	37	0	3.743	4	1	5	1.002	0.619	-0.829
Y1_3	38	0	3.631	4	1	5	1.041	0.11	-0.651
Y2_1	39	0	3.134	3	1	5	1.122	-0.759	-0.028
Y2_2	40	0	3.776	4	1	5	1.016	0.851	-0.935
Y2_3	41	0	4.022	4	1	5	0.777	2.268	-0.998

Lampiran 2. Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Kepuasan Pelanggan (Z)	0.975	0.976	0.978	0.816
Kualitas Produk (X1)	0.980	0.981	0.982	0.739
Loyalitas Merek (Y)	0.930	0.945	0.947	0.749
Promosi (X2)	0.940	0.948	0.953	0.770

Lampiran 3. Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Kepuasan Pelanggan (Z)	0.9747	0.9760	0.9779	0.8164
Kualitas Produk (X1)	0.9803	0.9808	0.9817	0.7394
Loyalitas Merek (Y)	0.9304	0.9410	0.9466	0.7493
Promosi (X2)	0.9398	0.9443	0.9526	0.7708
X1_1	0.9383	0.9388	0.9605	0.8901
X1_2	0.9355	0.9355	0.9587	0.8857
X1_3	0.9018	0.9067	0.9531	0.9104
X1_4	0.8910	0.8925	0.9322	0.8210
X1_5	0.8740	0.8770	0.9407	0.8880
X1_6	0.9322	0.9323	0.9672	0.9365
X1_7	0.9273	0.9273	0.9649	0.9322
X1_8	0.8828	0.8829	0.9447	0.8951
X2_1	0.9246	0.9247	0.9637	0.9299
X2_2	0.9180	0.9184	0.9606	0.9242
X2_3	0.8246	0.8249	0.9194	0.8508
Y1	0.9368	0.9372	0.9596	0.8879
Y2	0.7852	0.8072	0.8748	0.7006
Z1	0.9392	0.9396	0.9705	0.9427
Z2	0.9007	0.9023	0.9526	0.9096
Z3	0.9044	0.9047	0.9544	0.9127
Z4	0.9322	0.9322	0.9672	0.9365
Z5	0.8390	0.8547	0.9251	0.8606

Lampiran 4. Path Coefficient

Path Coefficients

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Kepuasan Pelanggan (Z) -> Loyalitas Merek (Y)	0.623	0.611	0.101	6.180	0.000
Kualitas Produk (X1) -> Kepuasan Pelanggan (Z)	0.460	0.453	0.060	7.707	0.000
Kualitas Produk (X1) -> Loyalitas Merek (Y)	0.229	0.245	0.109	2.111	0.036
Promosi (X2) -> Kepuasan Pelanggan (Z)	0.508	0.515	0.060	8.528	0.000
Promosi (X2) -> Loyalitas Merek (Y)	0.036	0.031	0.113	0.321	0.749

Path Coefficients

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Kepuasan Pelanggan (Z) -> Loyalitas Merek (Y)	0.6211	0.6210	0.0983	6.3182	0.0000
Kepuasan Pelanggan (Z) -> Z1	0.9531	0.9527	0.0078	121.4344	0.0000
Kepuasan Pelanggan (Z) -> Z2	0.9411	0.9403	0.0092	102.1504	0.0000
Kepuasan Pelanggan (Z) -> Z3	0.9518	0.9510	0.0089	106.7209	0.0000
Kepuasan Pelanggan (Z) -> Z4	0.9689	0.9684	0.0054	180.5827	0.0000
Kepuasan Pelanggan (Z) -> Z5	0.9132	0.9129	0.0141	64.9857	0.0000
Kualitas Produk (X1) -> Kepuasan Pelanggan (Z)	0.4716	0.4707	0.0633	7.4499	0.0000
Kualitas Produk (X1) -> Loyalitas Merek (Y)	0.2254	0.2240	0.1018	2.2142	0.0277
Kualitas Produk (X1) -> X1_1	0.9327	0.9326	0.0131	71.2942	0.0000
Kualitas Produk (X1) -> X1_2	0.9273	0.9276	0.0140	66.2659	0.0000
Kualitas Produk (X1) -> X1_3	0.8997	0.8995	0.0170	52.7813	0.0000
Kualitas Produk (X1) -> X1_4	0.9163	0.9163	0.0132	69.2142	0.0000
Kualitas Produk (X1) -> X1_5	0.8640	0.8623	0.0260	33.2813	0.0000
Kualitas Produk (X1) -> X1_6	0.8469	0.8461	0.0306	27.7193	0.0000
Kualitas Produk (X1) -> X1_7	0.9452	0.9453	0.0081	116.2473	0.0000
Kualitas Produk (X1) -> X1_8	0.9383	0.9381	0.0094	100.0271	0.0000
Loyalitas Merek (Y) -> Y1	0.9784	0.9783	0.0029	333.8757	0.0000
Loyalitas Merek (Y) -> Y2	0.9636	0.9633	0.0058	165.2175	0.0000
Promosi (X2) -> Kepuasan Pelanggan (Z)	0.4959	0.4970	0.0632	7.8414	0.0000
Promosi (X2) -> Loyalitas Merek (Y)	0.0406	0.0420	0.1043	0.3894	0.6973
Promosi (X2) -> X2_1	0.9287	0.9285	0.0110	84.1940	0.0000
Promosi (X2) -> X2_2	0.9632	0.9630	0.0053	182.3946	0.0000
Promosi (X2) -> X2_3	0.8762	0.8756	0.0234	37.4594	0.0000

Lampiran 5. R Square

R Square

	R Square	R Square Adjusted
Kepuasan Pelanggan (Z)	0.906	0.906
Loyalitas Merek (Y)	0.766	0.763

R Square

	R Square	R Square Adjusted
Kepuasan Pelanggan (Z)	0.9041	0.9034
Loyalitas Merek (Y)	0.7639	0.7612
X1_1	0.8700	0.8695
X1_2	0.8599	0.8594
X1_3	0.8094	0.8087
X1_4	0.8396	0.8390
X1_5	0.7465	0.7456
X1_6	0.7173	0.7162
X1_7	0.8934	0.8930
X1_8	0.8804	0.8799
X2_1	0.8624	0.8619
X2_2	0.9277	0.9275
X2_3	0.7678	0.7669
Y1	0.9572	0.9570
Y2	0.9285	0.9283
Z1	0.9084	0.9080
Z2	0.8858	0.8853
Z3	0.9059	0.9055
Z4	0.9388	0.9386
Z5	0.8339	0.8333

Lampiran 6. Hasil First Order Bootstrapping

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[back to navigation](#)

Final Results

Path Coefficients

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Kepuasan Pelanggan (Z) -> Loyalitas Merek (Y)	0.623	0.611	0.101	6.180	0.000
Kualitas Produk (X1) -> Kepuasan Pelanggan (Z)	0.460	0.453	0.060	7.707	0.000
Kualitas Produk (X1) -> Loyalitas Merek (Y)	0.229	0.245	0.109	2.111	0.036
Promosi (X2) -> Kepuasan Pelanggan (Z)	0.508	0.515	0.060	8.528	0.000
Promosi (X2) -> Loyalitas Merek (Y)	0.036	0.031	0.113	0.321	0.749

Confidence Intervals

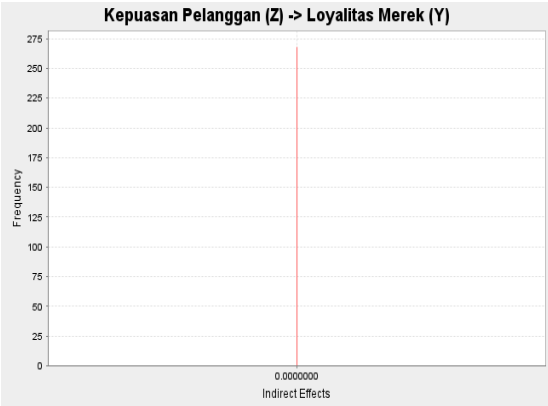
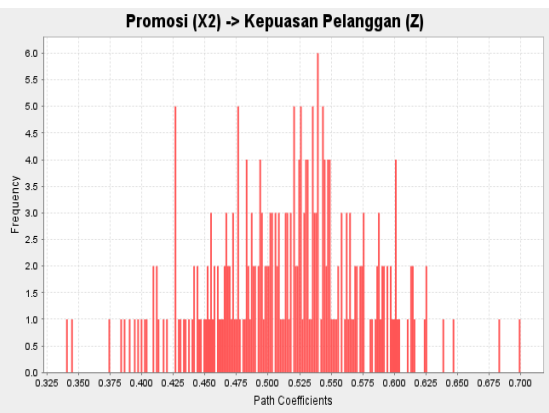
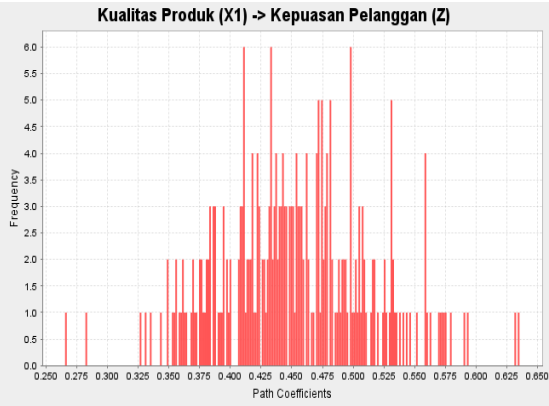
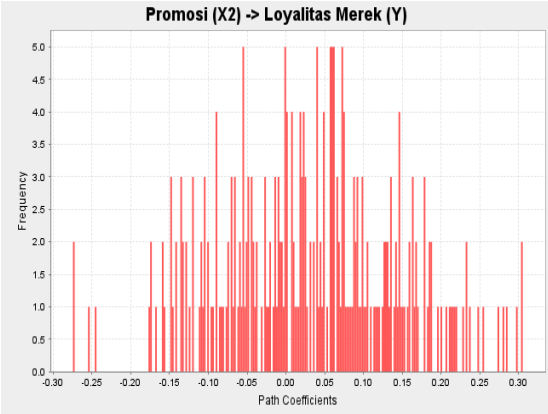
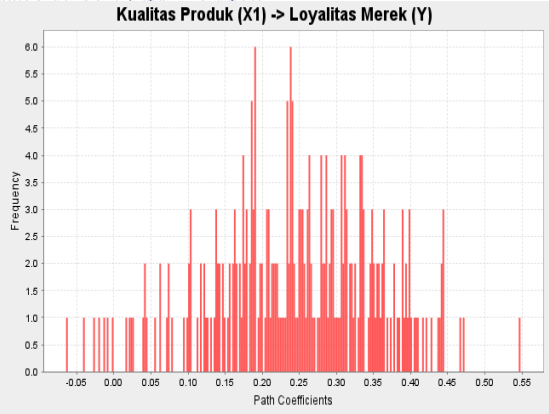
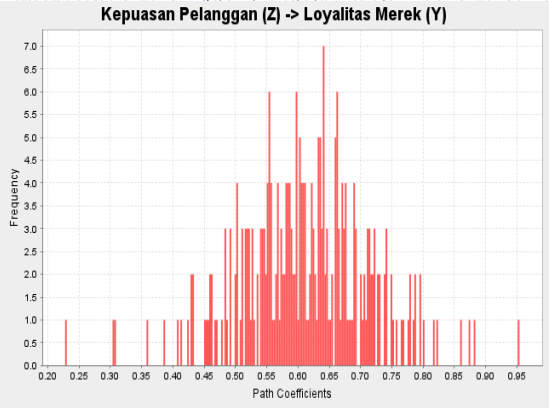
	Original Sample (O)	Sample Mean (M)	2.5%	97.5%
Kepuasan Pelanggan (Z) -> Loyalitas Merek (Y)	0.623	0.611	0.413	0.797
Kualitas Produk (X1) -> Kepuasan Pelanggan (Z)	0.460	0.453	0.348	0.573
Kualitas Produk (X1) -> Loyalitas Merek (Y)	0.229	0.245	-0.001	0.441
Promosi (X2) -> Kepuasan Pelanggan (Z)	0.508	0.515	0.395	0.616
Promosi (X2) -> Loyalitas Merek (Y)	0.036	0.031	-0.175	0.248

Confidence Intervals Bias Corrected

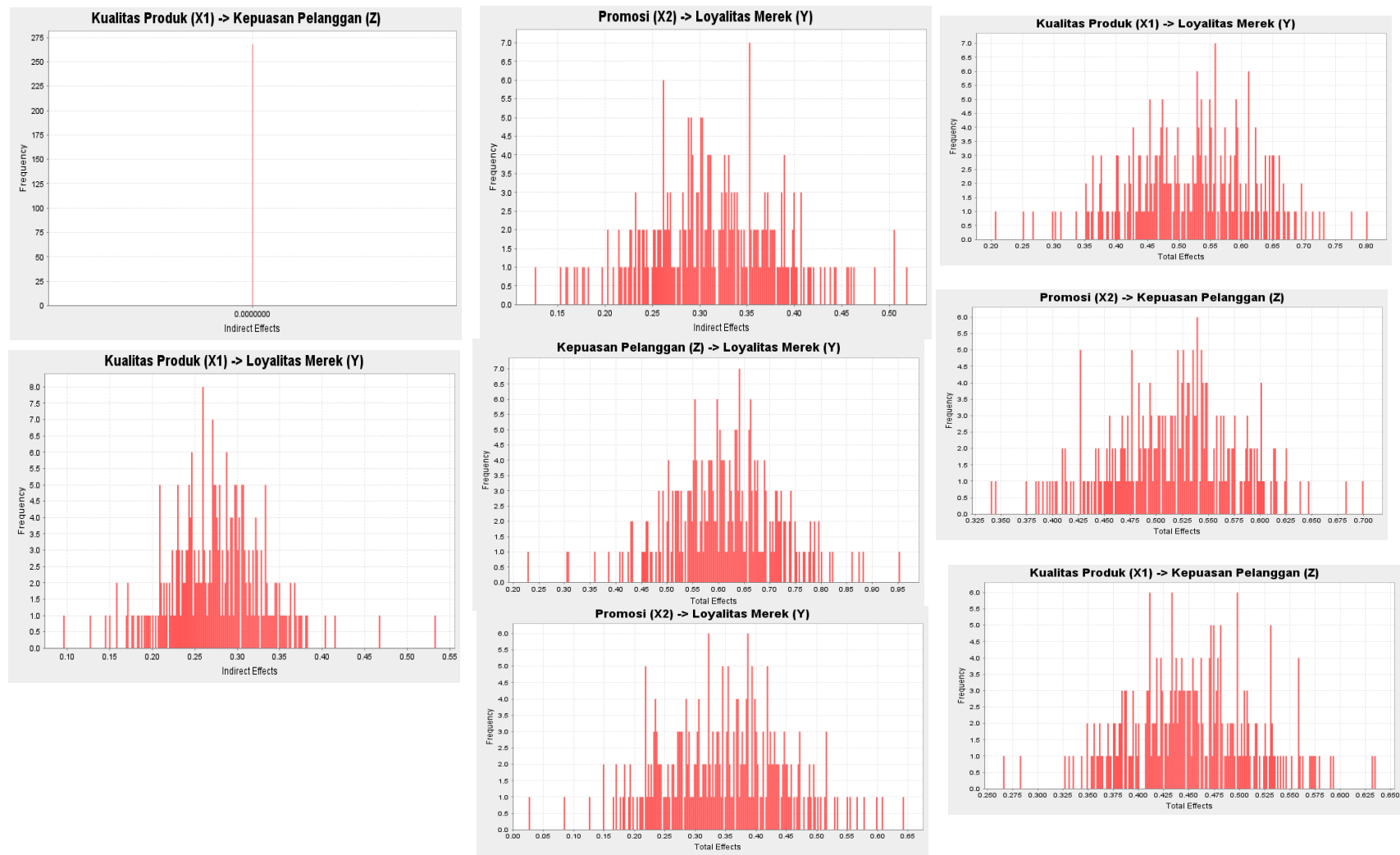
	Original Sample (O)	Sample Mean (M)	Bias	2.5%	97.5%
Kepuasan Pelanggan (Z) -> Loyalitas Merek (Y)	0.623	0.611	-0.012	0.432	0.824
Kualitas Produk (X1) -> Kepuasan Pelanggan (Z)	0.460	0.453	-0.008	0.362	0.590
Kualitas Produk (X1) -> Loyalitas Merek (Y)	0.229	0.245	0.016	-0.026	0.399
Promosi (X2) -> Kepuasan Pelanggan (Z)	0.508	0.515	0.008	0.374	0.602
Promosi (X2) -> Loyalitas Merek (Y)	0.036	0.031	-0.005	-0.168	0.248

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Lampiran 7. Chart First Order Bootstrapping



Lampiran 8. Hasil olah data First Order Fit

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[back to navigation](#)

Final Results

Path Coefficients

	Kepuasan	Kualitas P	Loyalitas I	Promosi (X2)
Kepuasan			0.623	
Kualitas P	0.460		0.229	
Loyalitas I				
Promosi (X2)	0.508		0.036	

Indirect Effects

Total Indirect Effects

	Kepuasan	Kualitas P	Loyalitas I	Promosi (X2)
Kepuasan				
Kualitas P			0.287	
Loyalitas I				
Promosi (X2)			0.316	

Specific Indirect Effects

	Specific Indirect Effects
Promosi (X2)	0.316
Kualitas P	0.287

Total Effects

	Kepuasan	Kualitas P	Loyalitas I	Promosi (X2)
Kepuasan			0.623	
Kualitas P	0.460		0.516	
Loyalitas I				
Promosi (X2)	0.508		0.352	

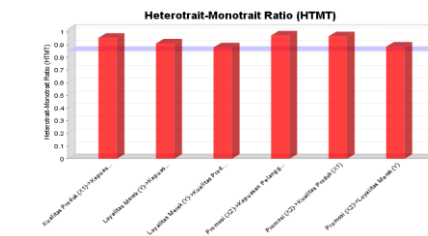
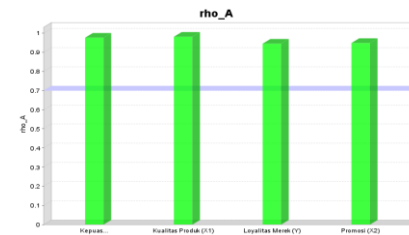
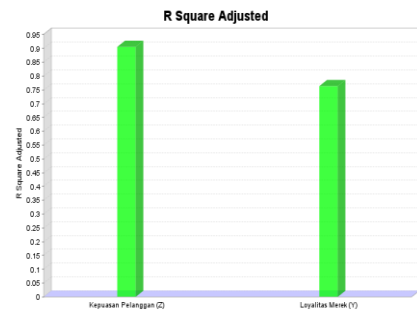
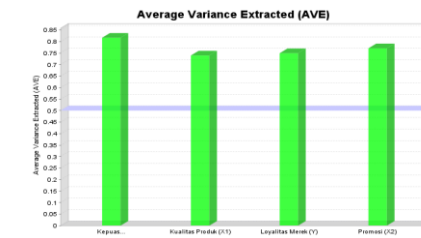
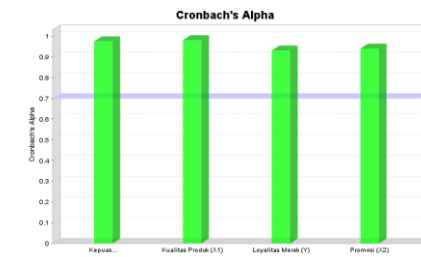
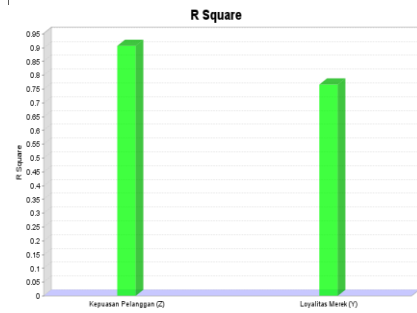
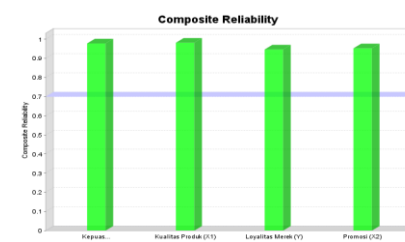
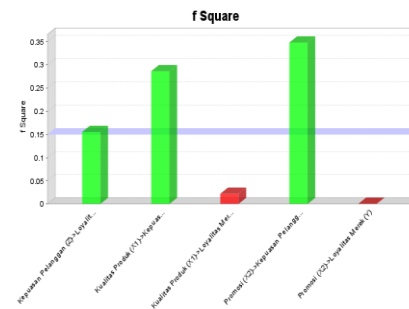
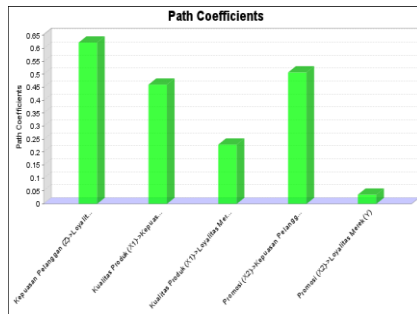
Lampiran 8. Hasil olah data First Order Fit

15.

Lampiran 9. Chart First Order Fit

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[back to navigation](#)



Lampiran 10. Hasil Olah Data Second Order Bootstrapping

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[back to navigation](#)

Final Results

Path Coefficients

Mean, STDEV, T-Values, P-Values

	Original S	Sample M	Standard	T Statistic	P Values
Kepuasan Pelanggan (Z) -> Loyalitas Merek (Y)	0.6211	0.6210	0.0983	6.3182	0.0000
Kepuasan Pelanggan (Z) -> Z1	0.9531	0.9527	0.0078	121.4344	0.0000
Kepuasan Pelanggan (Z) -> Z2	0.9411	0.9403	0.0092	102.1504	0.0000
Kepuasan Pelanggan (Z) -> Z3	0.9518	0.9510	0.0089	106.7209	0.0000
Kepuasan Pelanggan (Z) -> Z4	0.9689	0.9684	0.0054	180.5827	0.0000
Kepuasan Pelanggan (Z) -> Z5	0.9132	0.9129	0.0141	64.9857	0.0000
Kualitas Produk (X1) -> Kepuasan Pelanggan (Z)	0.4716	0.4707	0.0633	7.4499	0.0000
Kualitas Produk (X1) -> Loyalitas Merek (Y)	0.2254	0.2240	0.1018	2.2142	0.0277
Kualitas Produk (X1) -> X1_1	0.9327	0.9326	0.0131	71.2942	0.0000
Kualitas Produk (X1) -> X1_2	0.9273	0.9276	0.0140	66.2659	0.0000
Kualitas Produk (X1) -> X1_3	0.8997	0.8995	0.0170	52.7813	0.0000
Kualitas Produk (X1) -> X1_4	0.9163	0.9163	0.0132	69.2142	0.0000
Kualitas Produk (X1) -> X1_5	0.8640	0.8623	0.0260	33.2813	0.0000
Kualitas Produk (X1) -> X1_6	0.8469	0.8461	0.0306	27.7193	0.0000
Kualitas Produk (X1) -> X1_7	0.9452	0.9453	0.0081	116.2473	0.0000
Kualitas Produk (X1) -> X1_8	0.9383	0.9381	0.0094	100.0271	0.0000
Loyalitas Merek (Y) -> Y1	0.9784	0.9783	0.0029	333.8757	0.0000
Loyalitas Merek (Y) -> Y2	0.9636	0.9633	0.0058	165.2175	0.0000
Promosi (X2) -> Kepuasan Pelanggan (Z)	0.4959	0.4970	0.0632	7.8414	0.0000
Promosi (X2) -> Loyalitas Merek (Y)	0.0406	0.0420	0.1043	0.3894	0.6973
Promosi (X2) -> X2_1	0.9287	0.9285	0.0110	84.1940	0.0000
Promosi (X2) -> X2_2	0.9632	0.9630	0.0053	182.3946	0.0000
Promosi (X2) -> X2_3	0.8762	0.8756	0.0234	37.4594	0.0000

Lampiran 10. Hasil Olah Data Second Order Bootstrapping

Confidence Intervals

	Original Statistics	Sample Mean	2.5%	97.5%
Kepuasan Pelanggan (Z) -> Loyalitas Merek (Y)	0.6211	0.6210	0.4355	0.8233
Kepuasan Pelanggan (Z) -> Z1	0.9531	0.9527	0.9359	0.9676
Kepuasan Pelanggan (Z) -> Z2	0.9411	0.9403	0.9202	0.9550
Kepuasan Pelanggan (Z) -> Z3	0.9518	0.9510	0.9293	0.9657
Kepuasan Pelanggan (Z) -> Z4	0.9689	0.9684	0.9576	0.9780
Kepuasan Pelanggan (Z) -> Z5	0.9132	0.9129	0.8806	0.9359
Kualitas Produk (X1) -> Kepuasan Pelanggan (Z)	0.4716	0.4707	0.3455	0.5879
Kualitas Produk (X1) -> Loyalitas Merek (Y)	0.2254	0.2240	0.0366	0.4330
Kualitas Produk (X1) -> X1_1	0.9327	0.9326	0.9051	0.9543
Kualitas Produk (X1) -> X1_2	0.9273	0.9276	0.8957	0.9493
Kualitas Produk (X1) -> X1_3	0.8997	0.8995	0.8580	0.9282
Kualitas Produk (X1) -> X1_4	0.9163	0.9163	0.8879	0.9396
Kualitas Produk (X1) -> X1_5	0.8640	0.8623	0.8056	0.9089
Kualitas Produk (X1) -> X1_6	0.8469	0.8461	0.7875	0.8985
Kualitas Produk (X1) -> X1_7	0.9452	0.9453	0.9278	0.9581
Kualitas Produk (X1) -> X1_8	0.9383	0.9381	0.9150	0.9532
Loyalitas Merek (Y) -> Y1	0.9784	0.9783	0.9705	0.9832
Loyalitas Merek (Y) -> Y2	0.9636	0.9633	0.9501	0.9728
Promosi (X2) -> Kepuasan Pelanggan (Z)	0.4959	0.4970	0.3747	0.6137
Promosi (X2) -> Loyalitas Merek (Y)	0.0406	0.0420	-0.1732	0.2446
Promosi (X2) -> X2_1	0.9287	0.9285	0.9052	0.9469
Promosi (X2) -> X2_2	0.9632	0.9630	0.9500	0.9716
Promosi (X2) -> X2_3	0.8762	0.8756	0.8268	0.9144

Confidence Intervals Bias Corrected

	Original Statistics	Sample Mean	Bias	2.5%	97.5%
Kepuasan Pelanggan (Z) -> Loyalitas Merek (Y)	0.6211	0.6210	-0.0001	0.4513	0.8426
Kepuasan Pelanggan (Z) -> Z1	0.9531	0.9527	-0.0004	0.9376	0.9677
Kepuasan Pelanggan (Z) -> Z2	0.9411	0.9403	-0.0009	0.9202	0.9550
Kepuasan Pelanggan (Z) -> Z3	0.9518	0.9510	-0.0008	0.9348	0.9664
Kepuasan Pelanggan (Z) -> Z4	0.9689	0.9684	-0.0005	0.9581	0.9783
Kepuasan Pelanggan (Z) -> Z5	0.9132	0.9129	-0.0003	0.8806	0.9350
Kualitas Produk (X1) -> Kepuasan Pelanggan (Z)	0.4716	0.4707	-0.0010	0.3496	0.5879
Kualitas Produk (X1) -> Loyalitas Merek (Y)	0.2254	0.2240	-0.0014	0.0438	0.4365
Kualitas Produk (X1) -> X1_1	0.9327	0.9326	-0.0001	0.9038	0.9538
Kualitas Produk (X1) -> X1_2	0.9273	0.9276	0.0003	0.8922	0.9480
Kualitas Produk (X1) -> X1_3	0.8997	0.8995	-0.0002	0.8516	0.9275
Kualitas Produk (X1) -> X1_4	0.9163	0.9163	0.0000	0.8877	0.9396
Kualitas Produk (X1) -> X1_5	0.8640	0.8623	-0.0017	0.8108	0.9116
Kualitas Produk (X1) -> X1_6	0.8469	0.8461	-0.0008	0.7875	0.8985
Kualitas Produk (X1) -> X1_7	0.9452	0.9453	0.0001	0.9279	0.9589
Kualitas Produk (X1) -> X1_8	0.9383	0.9381	-0.0002	0.9150	0.9529
Loyalitas Merek (Y) -> Y1	0.9784	0.9783	-0.0001	0.9699	0.9828
Loyalitas Merek (Y) -> Y2	0.9636	0.9633	-0.0003	0.9499	0.9724
Promosi (X2) -> Kepuasan Pelanggan (Z)	0.4959	0.4970	0.0011	0.3747	0.6116
Promosi (X2) -> Loyalitas Merek (Y)	0.0406	0.0420	0.0014	-0.1739	0.2390
Promosi (X2) -> X2_1	0.9287	0.9285	-0.0002	0.9032	0.9466
Promosi (X2) -> X2_2	0.9632	0.9630	-0.0002	0.9499	0.9713
Promosi (X2) -> X2_3	0.8762	0.8756	-0.0006	0.8261	0.9129

Lampiran 11. Chart Hasil Olah Data Second Order Fit

SmartPLS Report

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[back to navigation](#)

