LAMPIRAN

1. KUESIONER PENELITIAN

Assalamualaikum Wr. Wb

Responden yang terhormat,

Perkenalkan nama saya Muhammad Farhan, mahasiswa tingkat akhir dari Manajemen FE UNJ. Saat ini saya sedang melakukan penelitian akademis mengenai "Pengaruh *Price* dan *Store Image* terhadap *Purchase Intention* dengan *Product Quality* sebagai *Intervening* (*Survey Potential Consumer* Produk *Private Label* Carrefour di Buaran Plaza)".

Mohon kesediaan Bapak/Ibu/Saudara/i untuk meluangkan waktu mengisi kuesioner singkat ini. *Survey* ini memakan waktu kurang dari 10 menit. Semua informasi yang Anda berikan terjamin kerahasiaannya dan hanya dipakai untuk keperluan akademis saja. Atas bantuan dan partisipasinya saya ucapkan terima kasih.

Hormat saya,

Muhammad Farhan

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SCREENING

Produk Private Label adalah sebuah produk yang memiliki kemasan khusus, dimana pada kemasan tersebut tertera identitas tempat yang menjualnya dan produk itu hanya dapat diperoleh di tempat tersebut.

1. Apakah anda pernah berbelanja di Carrefour Buaran Plaza dalam 3 bulan terakhir*?
   a. Ya

   b. Tidak (silahkan berhenti menjawab kuesioner ini, terima kasih atas partisipasinya)

2. Apakah anda belum pernah membeli produk *private label* Carrefour (produk dengan merek Carrefour) di Carrefour Buaran Plaza*?
   a. Ya

   b. Tidak (silahkan berhenti menjawab kuesioner ini, terima kasih atas partisipasinya)

Pengaruh *Price* dan *Store Image* terhadap *Purchase Intention* dengan *Product Quality* sebagai *Intervening* (*Survey Potential Consumer* Produk *Private Label* Carrefour di Buaran Plaza)

Petunjuk pengisian : Harap gunakan tanda silang (X) pada satu pilihan. Tanda "*" artinya wajib di jawab.

BAGIAN 1

INFORMASI UMUM

1. Nama Responden : …… (boleh tidak diisi)

2. Jenis Kelamin* :A. Laki – laki B. Perempuan

3. Usia*
   a. <18 tahun b. 18 - 25 c. 26 - 33
   d. 34 – 41 e. 42 – 50 f. > 50 tahun

4. Pekerjaan*
   a. Pelajar
   b. Mahasiswa
   c. Pegawai Swasta
   d. Pegawai Negeri
   e. Wirausaha
   f. Mengurus Rumah Tangga
   g. Lainnya……

5. Perkiraan Pengeluaran untuk berbelanja dalam 1 Bulan* :
   a. Kurang dari Rp1.000.000
   b. Rp.1.000.000 – Rp2.000.000
   c. Rp2.000.001 – Rp3.000.000
   d. Rp.3.000.001 – Rp4.000.000
   e. Rp.4.000.001 – Rp.5.000.000
   f. Lebih dari Rp.5.000.000

BAGIAN 2

Petunjuk pengisian

Jawablah pernyataan - pernyataan di dalam kolom yang telah tersedia berikut ini dengan **tanda ceklis (✓)** sesuai dengan apa yang anda rasakan.

Pilihan jawaban yang diberikan adalah sebagai berikut :

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Biasa Saja

S : Setuju

SS : Sangat Setuju

Price

Reference Price						
Kode	Pernyataan	STS	TS	N	S	SS
PR 1	Harga Produk *private label* Carrefour lebih murah dibandingkan dengan produk *private label* toko lain.					
PR 2	Membeli produk *private label* Carrefour lebih hemat dibandingkan dengan membeli produk *private label* di toko lain					

Price Quality Inferences						
Kode	Pernyataan	STS	TS	N	S	SS
PR 3	Harga pada produk *private label* Carrefour menggambarkan kualitasnya.					
PR 4	Kualitas produk *private label* Carrefour sebanding dengan harganya.					

Keterjangkauan Harga						
Kode	Pernyataan	STS	TS	N	S	SS
PR 5	Harga produk *private label* Carrefour terjangkau bagi konsumen.					
PR 6	Harga yang dibayarkan untuk produk *private label* Carrefour sesuai.					

Store Image

Barang Dagangan						
Kode	Pernyataan	STS	TS	N	S	SS
SI 1	Carrefour Buaran Plaza menawarkan berbagai macam jenis produk.					
SI 2	Carrefour Buaran Plaza menawarkan produk yang berkualitas.					

Layanan yang Diberikan						
Kode	Pernyataan	STS	TS	N	S	SS
SI 3	Carrefour Buaran Plaza menyediakan jasa parkir gratis.					
SI 4	Carrefour Buaran Plaza menyediakan jasa pengembalian produk.					
SI 5	Carrefour Buaran Plaza menyediakan layanan cicilan.					
SI 6	Carrefour Buaran Plaza memiliki pramuniaga yang menguasai tentang produk					

	yang dijual disana.					
SI 7	Carrefour Buaran Plaza memiliki layanan antar barang belanja secara gratis					

Fasilitas Fisik						
Kode	Pernyataan	STS	TS	N	S	SS
SI 8	Secara keseluruhan tampilan Carrefour Buaran Plaza baik.					
SI 9	Mudah menemukan produk yang diinginkan di Carrefour Buaran Plaza.					

Kenyamanan						
Kode	Pernyataan	STS	TS	N	S	SS
SI 10	Berbelanja di Carrefour Buaran Plaza merupakan pengalaman yang menyenangkan.					
SI 11	Carrefour Buaran Plaza merupakan tempat yang nyaman untuk berbelanja.					

Suasana Toko						
Kode	Pernyataan	STS	TS	N	S	SS
SI 12	Dekorasi interior pada Carrefour Buaran Plaza membuat suasana berbelanja yang nyaman.					

SI 13	Lagu yang dimainkan di Carrefour Buaran Plaza sesuai.					

Purchase Intention

Ingin Membeli						
Kode	Pernyataan	STS	TS	N	S	SS
PI 1	Ingin membeli produk *private label* Carrefour.					
PI 2	Tertarik membeli produk *private label* Carrefour.					

Mempertimbangkan Untuk Membeli						
Kode	Pernyataan	STS	TS	N	S	SS
PI 3	Produk *private label* Carrefour masuk dalam pertimbangan dalam membeli barang.					
PI 4	Membeli produk *private label* Carrefour lebih baik daripada membeli merek lain.					

Product Quality

Kualitas Kesesuaian						
Kode	Pernyataan	STS	TS	N	S	SS
PQ 1	Produk *private label* Carrefour memberikan					

	hasil seperti yang di harapkan.					
PQ 2	Kualitas produk *private label* Carrefour sesuai dengan harganya.					

Performa						
Kode	Pernyataan	STS	TS	N	S	SS
PQ 3	Hampir tidak ada perbedaan saat menggunakan produk *private label* dibandingkan dengan produk lainnya dalam hal kualitas.					
PQ 4	Penggunaan produk *private label* Carrefour memberikan hasil yang baik.					

Ketahanan						
Kode	Pernyataan	STS	TS	N	S	SS
PQ 5	Produk *private label* Carrefour baik.					
PQ 6	Produk *private label* Carrefour tahan lama.					
PQ 7	Produk *private label* Carrefour lama habisnya.					

2. *OUTPUT* VALIDITAS *PRODUCT MOMENT PEARSON CORRELATION*

1. Variabel *Price*

Correlations

		PR1	PR2	PR3	PR4	PR5	PR6	total price
PR1	Pearson Correlation	1	.580**	.312*	.112	.192	.126	.572**
	Sig. (2-tailed)		.000	.037	.464	.206	.410	.000
	N	45	45	45	45	45	45	45
PR2	Pearson Correlation	.580**	1	.432**	.196	.196	.148	.625**
	Sig. (2-tailed)	.000		.003	.197	.198	.332	.000
	N	45	45	45	45	45	45	45
PR3	Pearson Correlation	.312*	.432**	1	.407**	.253	.593**	.758**
	Sig. (2-tailed)	.037	.003		.006	.094	.000	.000
	N	45	45	45	45	45	45	45
PR4	Pearson Correlation	.112	.196	.407**	1	.500**	.312*	.635**
	Sig. (2-tailed)	.464	.197	.006		.000	.037	.000
	N	45	45	45	45	45	45	45
PR5	Pearson Correlation	.192	.196	.253	.500**	1	.529**	.683**
	Sig. (2-tailed)	.206	.198	.094	.000		.000	.000
	N	45	45	45	45	45	45	45
PR6	Pearson Correlation	.126	.148	.593**	.312*	.529**	1	.696**
	Sig. (2-tailed)	.410	.332	.000	.037	.000		.000
	N	45	45	45	45	45	45	45
total price	Pearson Correlation	.572**	.625**	.758**	.635**	.683**	.696**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	45	45	45	45	45	45	45

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

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

2. Variabel *Store Image*

Correlations

		SI1	SI2	SI3	SI4	SI5	SI6	SI7	SI8	SI9	SI10	SI11	SI12	SI13	total SI
SI1	Pearson Correlation	1	.547**	-.272	-.305*	.064	-.055	-.141	.681**	.625**	.680**	.624**	.401**	.388**	.500**
	Sig. (2-tailed)		.000	.071	.041	.677	.718	.354	.000	.000	.000	.000	.006	.008	.000
	N	45	45	45	45	45	45	45	45	45	45	45	45	45	45
SI2	Pearson Correlation	.547**	1	-.047	-.133	.146	.115	.116	.702**	.470**	.500**	.567**	.439**	.344*	.615**
	Sig. (2-tailed)	.000		.758	.385	.338	.453	.448	.000	.001	.000	.000	.003	.021	.000
	N	45	45	45	45	45	45	45	45	45	45	45	45	45	45
SI3	Pearson Correlation	-.272	-.047	1	.497**	.027	.380**	.558**	.116	-.031	.083	-.135	-.168	.008	.397**
	Sig. (2-tailed)	.071	.758		.001	.862	.010	.000	.448	.840	.590	.377	.271	.960	.007
	N	45	45	45	45	45	45	45	45	45	45	45	45	45	45
SI4	Pearson Correlation	-.305*	-.133	.497**	1	.090	.324*	.650**	-.022	-.127	-.148	.041	-.035	.193	.407**
	Sig. (2-tailed)	.041	.385	.001		.556	.030	.000	.887	.404	.333	.788	.821	.205	.006
	N	45	45	45	45	45	45	45	45	45	45	45	45	45	45
SI5	Pearson Correlation	.064	.146	.027	.090	1	.036	.006	.112	.135	-.153	.056	.002	.451**	.317*
	Sig. (2-tailed)	.677	.338	.862	.556		.815	.967	.464	.376	.315	.715	.992	.002	.034
	N	45	45	45	45	45	45	45	45	45	45	45	45	45	45
SI6	Pearson Correlation	-.055	.115	.380**	.324*	.036	1	.398**	.252	.094	.176	.056	-.233	.191	.434**
	Sig. (2-tailed)	.718	.453	.010	.030	.815		.007	.095	.540	.248	.713	.123	.209	.003
	N	45	45	45	45	45	45	45	45	45	45	45	45	45	45
SI7	Pearson Correlation	-.141	.116	.558**	.650**	.006	.398**	1	.194	.003	-.018	.056	-.003	.182	.520**
	Sig. (2-tailed)	.354	.448	.000	.000	.967	.007		.201	.985	.907	.714	.985	.231	.000
	N	45	45	45	45	45	45	45	45	45	45	45	45	45	45
SI8	Pearson Correlation	.681**	.702**	.116	-.022	.112	.252	.194	1	.518**	.693**	.620**	.394**	.362*	.746**
	Sig. (2-tailed)	.000	.000	.448	.887	.464	.095	.201		.000	.000	.000	.007	.014	.000
	N	45	45	45	45	45	45	45	45	45	45	45	45	45	45
SI9	Pearson Correlation	.625**	.470**	-.031	-.127	.135	.094	.003	.518**	1	.687**	.695**	.351*	.493**	.628**
	Sig. (2-tailed)	.000	.001	.840	.404	.376	.540	.985	.000		.000	.000	.018	.001	.000
	N	45	45	45	45	45	45	45	45	45	45	45	45	45	45
SI10	Pearson Correlation	.680**	.500**	.083	-.148	-.153	.176	-.018	.693**	.687**	1	.730**	.447**	.387**	.637**
	Sig. (2-tailed)	.000	.000	.590	.333	.315	.248	.907	.000	.000		.000	.002	.009	.000
	N	45	45	45	45	45	45	45	45	45	45	45	45	45	45
SI11	Pearson Correlation	.624**	.567**	-.135	.041	.056	.056	.056	.620**	.695**	.730**	1	.629**	.564**	.701**
	Sig. (2-tailed)	.000	.000	.377	.788	.715	.713	.714	.000	.000	.000		.000	.000	.000
	N	45	45	45	45	45	45	45	45	45	45	45	45	45	45
SI12	Pearson Correlation	.401**	.439**	-.168	-.035	.002	-.233	-.003	.394**	.351*	.447**	.629**	1	.220	.423**
	Sig. (2-tailed)	.006	.003	.271	.821	.992	.123	.985	.007	.018	.002	.000		.147	.004
	N	45	45	45	45	45	45	45	45	45	45	45	45	45	45
SI13	Pearson Correlation	.388**	.344*	.008	.193	.451**	.191	.182	.362*	.493**	.387**	.564**	.220	1	.661**
	Sig. (2-tailed)	.008	.021	.960	.205	.002	.209	.231	.014	.001	.009	.000	.147		.000
	N	45	45	45	45	45	45	45	45	45	45	45	45	45	45
total SI	Pearson Correlation	.500**	.615**	.397**	.407**	.317*	.434**	.520**	.746**	.628**	.637**	.701**	.423**	.661**	1
	Sig. (2-tailed)	.000	.000	.007	.006	.034	.003	.000	.000	.000	.000	.000	.004	.000	
	N	45	45	45	45	45	45	45	45	45	45	45	45	45	45

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

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

3. Variabel *Product Quality*

Correlations

		PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	total PQ
PQ1	Pearson Correlation	1	.166	.283	.310*	.711**	.328*	.090	.590**
	Sig. (2-tailed)		.276	.059	.039	.000	.028	.557	.000
	N	45	45	45	45	45	45	45	45
PQ2	Pearson Correlation	.166	1	-.096	.109	.276	.113	.028	.296*
	Sig. (2-tailed)	.276		.531	.476	.067	.461	.856	.048
	N	45	45	45	45	45	45	45	45
PQ3	Pearson Correlation	.283	-.096	1	.378*	.300*	.551**	.484**	.730**
	Sig. (2-tailed)	.059	.531		.010	.045	.000	.001	.000
	N	45	45	45	45	45	45	45	45
PQ4	Pearson Correlation	.310*	.109	.378*	1	.509**	.325*	.210	.618**
	Sig. (2-tailed)	.039	.476	.010		.000	.029	.167	.000
	N	45	45	45	45	45	45	45	45
PQ5	Pearson Correlation	.711**	.276	.300*	.509**	1	.385**	.142	.686**
	Sig. (2-tailed)	.000	.067	.045	.000		.009	.352	.000
	N	45	45	45	45	45	45	45	45
PQ6	Pearson Correlation	.328*	.113	.551**	.325*	.385**	1	.610**	.794**
	Sig. (2-tailed)	.028	.461	.000	.029	.009		.000	.000
	N	45	45	45	45	45	45	45	45
PQ7	Pearson Correlation	.090	.028	.484**	.210	.142	.610**	1	.651**
	Sig. (2-tailed)	.557	.856	.001	.167	.352	.000		.000
	N	45	45	45	45	45	45	45	45
total PQ	Pearson Correlation	.590**	.296*	.730**	.618**	.686**	.794**	.651**	1
	Sig. (2-tailed)	.000	.048	.000	.000	.000	.000	.000	
	N	45	45	45	45	45	45	45	45

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

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

4. Variabel *Purchase Intention*

Correlations

		PI1	PI2	PI3	PI4	total PI
PI1	Pearson Correlation	1	.581**	.674**	.537**	.834**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	45	45	45	45	45
PI2	Pearson Correlation	.581**	1	.648**	.441**	.773**
	Sig. (2-tailed)	.000		.000	.002	.000
	N	45	45	45	45	45
PI3	Pearson Correlation	.674**	.648**	1	.616**	.869**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	45	45	45	45	45
PI4	Pearson Correlation	.537**	.441**	.616**	1	.828**
	Sig. (2-tailed)	.000	.002	.000		.000
	N	45	45	45	45	45
total PI	Pearson Correlation	.834**	.773**	.869**	.828**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	45	45	45	45	45

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

3. *OUTPUT* RELIABILITAS

1. Variabel *Price*

Reliability Statistics

Cronbach's Alpha	N of Items
.745	6

2. Variabel *Store Image*

Reliability Statistics

Cronbach's Alpha	N of Items
.760	13

3. Variabel *Product Quality*

Reliability Statistics

Cronbach's Alpha	N of Items
.743	7

4. Variabel *Purchase Intention*

Reliability Statistics

Cronbach's Alpha	N of Items
.829	4

4. VALIDITAS KESELURUHAN (N=250)

Variabel	Pernyataan	rHitung	rTabel	Keterangan
Price	P1	0,733	0,1241	Valid
	P2	0,705	0,1241	Valid
	P3	0,754	0,1241	Valid
	P4	0,711	0,1241	Valid
	P5	0,726	0,1241	Valid
	P6	0,724	0,1241	Valid
Store Image	SI1	0,559	0,1241	Valid
	SI2	0,562	0,1241	Valid
	SI3	0,388	0,1241	Valid
	SI4	0,479	0,1241	Valid
	SI5	0,317	0,1241	Valid
	SI6	0,434	0,1241	Valid
	SI7	0,520	0,1241	Valid
	SI8	0,746	0,1241	Valid
	SI9	0,628	0,1241	Valid
	SI10	0,637	0,1241	Valid
	SI11	0,701	0,1241	Valid
	SI12	0,423	0,1241	Valid
	SI13	0,661	0,1241	Valid
Purchase Intention	PI1	0,804	0,1241	Valid
	PI2	0,803	0,1241	Valid
	PI3	0,807	0,1241	Valid
	PI4	0,727	0,1241	Valid
Product Quality	PQ1	0,715	0,1241	Valid
	PQ2	0,620	0,1241	Valid
	PQ3	0,706	0,1241	Valid
	PQ4	0,755	0,1241	Valid
	PQ5	0,738	0,1241	Valid
	PQ6	0,793	0,1241	Valid
	PQ7	0,699	0,1241	Valid

5. RELIABILITAS KESELURUHAN (N=250)

1. Variabel *Price*

Reliability Statistics

Cronbach's Alpha	N of Items
.819	6

2. Variabel *Store Image*

Reliability Statistics

Cronbach's Alpha	N of Items
.842	13

3. Variabel *Product Quality*

Reliability Statistics

Cronbach's Alpha	N of Items
.788	7

4. Variabel *Purchase Intention*

Reliability Statistics

Cronbach's Alpha	N of Items
.840	4

6. *OUTPUT GOODNESS OF FIT*

1. Variabel *Price*

Goodness of Fit Statistics

Degrees of Freedom = 6
Minimum Fit Function Chi-Square = 12.07 (P = 0.060)
Normal Theory Weighted Least Squares Chi-Square = 12.05 (P = 0.061)
Estimated Non-centrality Parameter (NCP) = 6.05
90 Percent Confidence Interval for NCP = (0.0 ; 20.03)

Minimum Fit Function Value = 0.048
Population Discrepancy Function Value (F0) = 0.024
90 Percent Confidence Interval for F0 = (0.0 ; 0.080)
Root Mean Square Error of Approximation (RMSEA) = 0.064
90 Percent Confidence Interval for RMSEA = (0.0 ; 0.12)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.28

Expected Cross-Validation Index (ECVI) = 0.17
90 Percent Confidence Interval for ECVI = (0.14 ; 0.23)
ECVI for Saturated Model = 0.17
ECVI for Independence Model = 2.42

Chi-Square for Independence Model with 15 Degrees of Freedom = 590.93
Independence AIC = 602.93
Model AIC = 42.05
Saturated AIC = 42.00
Independence CAIC = 630.05
Model CAIC = 109.87
Saturated CAIC = 136.95

Normed Fit Index (NFI) = 0.98
Non-Normed Fit Index (NNFI) = 0.97
Parsimony Normed Fit Index (PNFI) = 0.39
Comparative Fit Index (CFI) = 0.99
Incremental Fit Index (IFI) = 0.99
Relative Fit Index (RFI) = 0.95

Critical N (CN) = 347.91

Root Mean Square Residual (RMR) = 0.021
Standardized RMR = 0.028
Goodness of Fit Index (GFI) = 0.98
Adjusted Goodness of Fit Index (AGFI) = 0.94
Parsimony Goodness of Fit Index (PGFI) = 0.28

2. Variabel *Store Image*

Goodness of Fit Statistics

Degrees of Freedom = 6
Minimum Fit Function Chi-Square = 8.17 (P = 0.23)
Normal Theory Weighted Least Squares Chi-Square = 8.28 (P = 0.22)
Estimated Non-centrality Parameter (NCP) = 2.28
90 Percent Confidence Interval for NCP = (0.0 ; 14.08)

Minimum Fit Function Value = 0.033
Population Discrepancy Function Value (F0) = 0.0092
90 Percent Confidence Interval for F0 = (0.0 ; 0.057)
Root Mean Square Error of Approximation (RMSEA) = 0.039
90 Percent Confidence Interval for RMSEA = (0.0 ; 0.097)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.55

Expected Cross-Validation Index (ECVI) = 0.15
90 Percent Confidence Interval for ECVI = (0.14 ; 0.20)
ECVI for Saturated Model = 0.17
ECVI for Independence Model = 3.71

Chi-Square for Independence Model with 15 Degrees of Freedom = 911.01
Independence AIC = 923.01
Model AIC = 38.28
Saturated AIC = 42.00
Independence CAIC = 950.14
Model CAIC = 106.10
Saturated CAIC = 136.95

Normed Fit Index (NFI) = 0.99
Non-Normed Fit Index (NNFI) = 0.99
Parsimony Normed Fit Index (PNFI) = 0.40
Comparative Fit Index (CFI) = 1.00
Incremental Fit Index (IFI) = 1.00
Relative Fit Index (RFI) = 0.98

Critical N (CN) = 513.25

Root Mean Square Residual (RMR) = 0.015
Standardized RMR = 0.021
Goodness of Fit Index (GFI) = 0.99
Adjusted Goodness of Fit Index (AGFI) = 0.96
Parsimony Goodness of Fit Index (PGFI) = 0.28

3. Variabel *Product Quality*

Goodness of Fit Statistics

Degrees of Freedom = 1
Minimum Fit Function Chi-Square = 0.16 (P = 0.69)
Normal Theory Weighted Least Squares Chi-Square = 0.16 (P = 0.69)
Estimated Non-centrality Parameter (NCP) = 0.0
90 Percent Confidence Interval for NCP = (0.0 ; 3.82)

Minimum Fit Function Value = 0.00063
Population Discrepancy Function Value (F0) = 0.0
90 Percent Confidence Interval for F0 = (0.0 ; 0.015)
Root Mean Square Error of Approximation (RMSEA) = 0.0
90 Percent Confidence Interval for RMSEA = (0.0 ; 0.12)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.77

Expected Cross-Validation Index (ECVI) = 0.12
90 Percent Confidence Interval for ECVI = (0.12 ; 0.13)
ECVI for Saturated Model = 0.12
ECVI for Independence Model = 1.90

Chi-Square for Independence Model with 10 Degrees of Freedom = 462.60
Independence AIC = 472.60
Model AIC = 28.16
Saturated AIC = 30.00
Independence CAIC = 495.21
Model CAIC = 91.46
Saturated CAIC = 97.82

Normed Fit Index (NFI) = 1.00
Non-Normed Fit Index (NNFI) = 1.02
Parsimony Normed Fit Index (PNFI) = 0.100
Comparative Fit Index (CFI) = 1.00
Incremental Fit Index (IFI) = 1.00
Relative Fit Index (RFI) = 1.00

Critical N (CN) = 10599.99

Root Mean Square Residual (RMR) = 0.0029
Standardized RMR = 0.0037
Goodness of Fit Index (GFI) = 1.00
Adjusted Goodness of Fit Index (AGFI) = 1.00
Parsimony Goodness of Fit Index (PGFI) = 0.067

4. Variabel *Purchase Intention*

Goodness of Fit Statistics

Degrees of Freedom = 1
Minimum Fit Function Chi-Square = 0.28 (P = 0.60)
Normal Theory Weighted Least Squares Chi-Square = 0.28 (P = 0.60)
Estimated Non-centrality Parameter (NCP) = 0.0
90 Percent Confidence Interval for NCP = (0.0 ; 4.56)

Minimum Fit Function Value = 0.0011
Population Discrepancy Function Value (F0) = 0.0
90 Percent Confidence Interval for F0 = (0.0 ; 0.018)
Root Mean Square Error of Approximation (RMSEA) = 0.0
90 Percent Confidence Interval for RMSEA = (0.0 ; 0.14)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.70

Expected Cross-Validation Index (ECVI) = 0.076
90 Percent Confidence Interval for ECVI = (0.076 ; 0.095)
ECVI for Saturated Model = 0.080
ECVI for Independence Model = 1.37

Chi-Square for Independence Model with 6 Degrees of Freedom = 334.22
Independence AIC = 342.22
Model AIC = 18.28
Saturated AIC = 20.00
Independence CAIC = 360.31
Model CAIC = 58.97
Saturated CAIC = 65.21

Normed Fit Index (NFI) = 1.00
Non-Normed Fit Index (NNFI) = 1.01
Parsimony Normed Fit Index (PNFI) = 0.17
Comparative Fit Index (CFI) = 1.00
Incremental Fit Index (IFI) = 1.00
Relative Fit Index (RFI) = 1.00

Critical N (CN) = 5936.70

Root Mean Square Residual (RMR) = 0.0046
Standardized RMR = 0.0052
Goodness of Fit Index (GFI) = 1.00
Adjusted Goodness of Fit Index (AGFI) = 0.99
Parsimony Goodness of Fit Index (PGFI) = 0.100

5. *Fit Model*

Goodness of Fit Statistics

Degrees of Freedom = 108
Minimum Fit Function Chi-Square = 127.30 (P = 0.099)
Normal Theory Weighted Least Squares Chi-Square = 123.83 (P = 0.14)
Estimated Non-centrality Parameter (NCP) = 15.83
90 Percent Confidence Interval for NCP = (0.0 ; 47.51)

Minimum Fit Function Value = 0.51
Population Discrepancy Function Value (F0) = 0.064
90 Percent Confidence Interval for F0 = (0.0 ; 0.19)
Root Mean Square Error of Approximation (RMSEA) = 0.024
90 Percent Confidence Interval for RMSEA = (0.0 ; 0.042)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.99

Expected Cross-Validation Index (ECVI) = 0.86
90 Percent Confidence Interval for ECVI = (0.80 ; 0.99)
ECVI for Saturated Model = 1.23
ECVI for Independence Model = 18.91

Chi-Square for Independence Model with 136 Degrees of Freedom = 4675.69
Independence AIC = 4709.69
Model AIC = 213.83
Saturated AIC = 306.00
Independence CAIC = 4786.55
Model CAIC = 417.29
Saturated CAIC = 997.78

Normed Fit Index (NFI) = 0.97
Non-Normed Fit Index (NNFI) = 0.99
Parsimony Normed Fit Index (PNFI) = 0.77
Comparative Fit Index (CFI) = 1.00
Incremental Fit Index (IFI) = 1.00
Relative Fit Index (RFI) = 0.97

Critical N (CN) = 284.82

Root Mean Square Residual (RMR) = 0.029
Standardized RMR = 0.036
Goodness of Fit Index (GFI) = 0.94
Adjusted Goodness of Fit Index (AGFI) = 0.92
Parsimony Goodness of Fit Index (PGFI) = 0.67

7. SYNTAX LISREL

1. CFA *Price*

```
SYSTEM FILE from file 'D:\TREASURE\Kuliah\Semester 7\Hitungan Lisrel\core.dsf'
Latent Variables Price
RP PQ KH
Relationships
PR1=1*RP
PR2=RP
PR3=1*PQ
PR4=PQ
PR5=1*KH
PR6=KH
RP-KH=Price
Options: SC SS EF AD=OFF
Path Diagram
End of Problem
```

2. CFA *Store Image*

```
SYSTEM FILE from file 'D:\TREASURE\Kuliah\Semester 7\Hitungan Lisrel\core.dsf'
Latent Variables StoreImage
FF KY ST
Relationships
SI8=1*FF
SI9=FF
SI10=1*KY
SI11=KY
SI12=1*ST
SI13=ST
FF-ST=StoreImage
Options: SC SS EF AD=OFF
Path Diagram
End of Problem
```

3. CFA *Product Quality*

```
SYSTEM FILE from file 'D:\TREASURE\Kuliah\Semester 7\Hitungan Lisrel\core.dsf'
Latent Variables ProductQuality
KK KN
Relationships
PQ1=1*KK
PQ2=KK
PQ5=1*KN
PQ6-PQ7=KN
KK-KN=ProductQuality
Set Error Covariance of PQ7 and PQ6 Free
Set Error Covariance of PQ5 and PQ1 Free
Set Error Covariance of PQ6 and PQ5 Free
```

Set Error Variance of KN to 0.01
Options: SC SS EF AD=OFF
Path Diagram
End of Problem

4. CFA *Purchase Intention*

SYSTEM FILE from file 'D:\TREASURE\Kuliah\Semester 7\Hitungan Lisrel\core.dsf'
Latent Variables PurchaseIntention
IM MM
Relationships
PI1=1*IM
PI2=IM
PI3=1*MM
PI4=MM
IM-MM=PurchaseIntention
Set Error Variance of MM to 0.01
Options: SC SS EF AD=OFF
Path Diagram
End of Problem

5. *Full Model*

SYSTEM FILE from file 'D:\TREASURE\Kuliah\Semester 7\Hitungan Lisrel\core.dsf'
Latent Variables Price StoreImage ProductQuality PurchaseIntention
RP PQ KH FF KY ST KK KN IM MM
Relationships
PR1-PR6=Price
SI8-SI13=StoreImage
PQ1 PQ2 PQ5-PQ7=ProductQuality
PI1-PI4=PurchaseIntention
Options: SC SS EF AD=OFF
Set Error Covariance of PQ7 and PQ6 Free
Set Error Covariance of PQ5 and PQ1 Free
Set Error Covariance of PQ6 and PQ5 Free
ProductQuality=Price StoreImage
PurchaseIntention=Price StoreImage ProductQuality
Path Diagram
End of Problem

6. *Fit Model*

SYSTEM FILE from file 'D:\TREASURE\Kuliah\Semester 7\Hitungan Lisrel\core.dsf'
Latent Variables Price StoreImage ProductQuality PurchaseIntention
RP PQ KH FF KY ST KK KN IM MM
Relationships
PR3-PR6=Price
SI8-SI12=StoreImage
PQ1 PQ5-PQ7=ProductQuality
PI1-PI4=PurchaseIntention

Options: SC SS EF AD=OFF
Set Error Covariance of PQ7 and PQ6 Free
Set Error Covariance of PQ5 and PQ1 Free
Set Error Covariance of PQ6 and PQ5 Free
Set Error Covariance of PI2 and PI1 Free
Set Error Covariance of PR6 and PR4 Free
ProductQuality=Price StoreImage
PurchaseIntention=Price StoreImage ProductQuality
Path Diagram
End of Problem

8. *OUTPUT* PENGARUH LANGSUNG DAN TIDAK LANGSUNG

Total and Indirect Effects

Total Effects of KSI on ETA

	Price	StoreIma
ProductQ	0.51	0.56
	(0.08)	(0.08)
	6.41	7.03
Purchase	0.64	0.55
	(0.07)	(0.07)
	8.86	8.14

Indirect Effects of KSI on ETA

	Price	StoreIma
ProductQ	- -	- -
Purchase	0.31	0.35
	(0.12)	(0.13)
	2.64	2.62

Total Effects of ETA on ETA

	ProductQ	Purchase
ProductQ	- -	- -
Purchase	0.62	- -
	(0.23)	
	2.73	

9. *STANDARIDZED TOTAL EFFECTS*

Standardized Total Effects of KSI on ETA

	Price	StoreIma
ProductQ	0.51	0.56
Purchase	0.64	0.55

Standardized Indirect Effects of KSI on ETA

	Price	StoreIma
ProductQ	- -	- -
Purchase	0.31	0.35

Standardized Total Effects of ETA on ETA

	ProductQ	Purchase
ProductQ	- -	- -
Purchase	0.62	- -

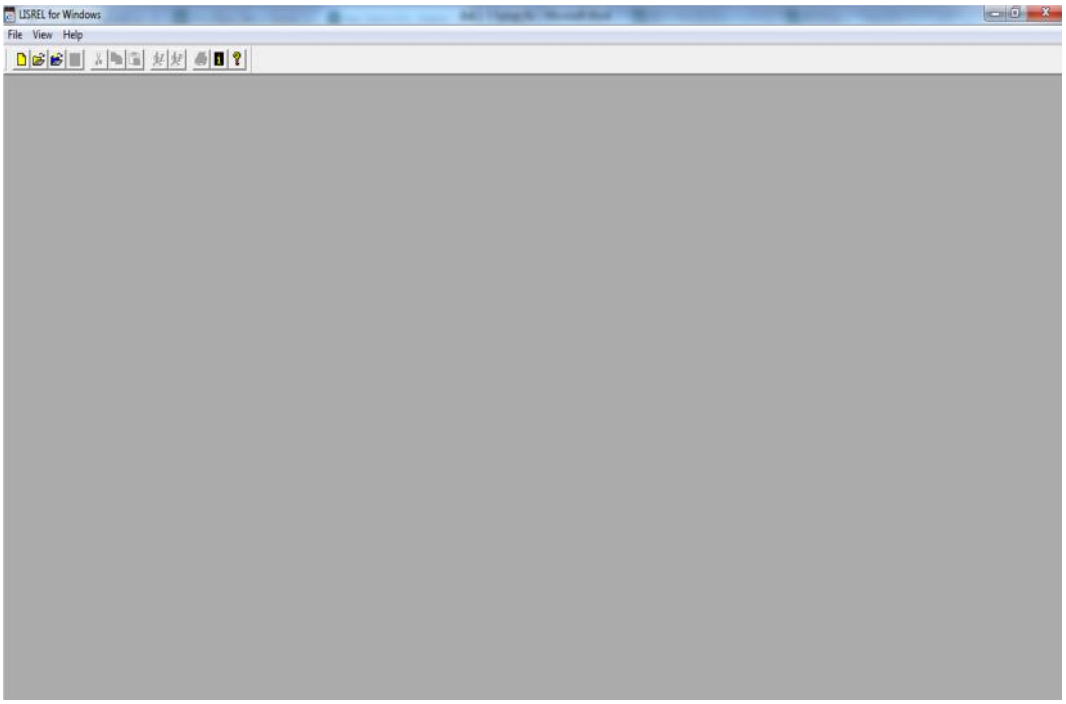
10. *STRUCTURAL EQUATIONS*

Structural Equations

ProductQ = 0.51*Price + 0.56*StoreIma, Errorvar.= 0.24 , R^2 = 0.76
(0.079) (0.080) (0.093)
6.41 7.03 2.57

Purchase = 0.62*ProductQ + 0.33*Price + 0.20*StoreIma, Errorvar.= -0.033 , R^2 = 1.03
(0.23) (0.13) (0.14) (0.056)
2.73 2.52 1.41 -0.58

11. *WINDOW* AWAL LISREL 8.8



RIWAYAT HIDUP PENULIS

Muhammad Farhan, lahir di Jakarta 30 Mei 1995. Penulis merupakan anak kedua dari Oscar Neddy dan Christine Sofyan. Penulis memiliki satu kakak perempuan yaitu Fauziah Annisa. Saat ini penulis berdomisili di Pondok Kopi, Jakarta Timur. Pendidikan formal yang telah di lalui adalah SDN 03 Pagi Pondok Kopi lulus pada tahun 2007, lalu melanjutkan pendidikan di SMPN 199 Jakarta Timur lulus pada tahun 2010, SMAN 103 Jakarta Timur lulus pada tahun 2013. Setelah itu penulis melanjutkan pendidikan di Universitas Negeri Jakarta Fakultas Ekonomi Jurusan Manajemen Program Studi S1 Manajemen Konsentrasi Pemasaran angkatan 2013 melalui jalur masuk SBMPTN.

Penulis memiliki pengalaman baik di organisasi masyarakat, maupun pada lingkungan pendidikan. Penulis memiliki pengalaman sebagai Ketua OSIS SMPN 199 Jakarta Timur, Ketua Tim Handball SMAN 103, Ketua Kuliah Kerja Nyata Desa Dukuh Subang , Staff Acara MPA Manajemen UNJ angkatan 2014, Sekretaris RT.001 RW.005 Pondok Kopi, Duren Sawit, Jakarta Timur 2013-2017.