BAB V

PENUTUP

5.1 Kesimpulan

Niat berobat merupakan suatu keinginan konsumen untuk membeli suatu produk/jasa pada suatu rumah sakit. Tujuan dari penelitian ini yaitu melakukan kajian kembali faktor-faktor yang seara teoritis dapat mempengaruhi niat berobat pada suatu rumah sakit. Faktor-faktor yang mempengaruhi niat berobat terdapat lima faktor yang terbagi menjadi empat hipotesis.

Hasil uji hipotesis yang telah dilakukan ada dua hipotesis yang terdukung dan terdapat dua hipotesis yang tidak terdukung. Hipotesis pertama, pengaruh ekuitas merek pada variabel niat berobat dinyatakan tidak terdukung, karena sampel pada penelitian ini diambil dari populasi orang yang belum pernah berobat di RS Hermina Surakarta, sehingga tidak ada kualitas persepsian yang timbul di benak konsumen. Hipotesis kedua, pengaruh variabel kesadaran merek pada variabel ekuitas merek dinyatakan terdukung dan berpengaruh positif, artinya bila kesadaran merek meningkat, maka ekuitas merek juga meningkat.

Hipotesis ketiga, pengaruh variabel asosiasi merek pada variabel ekuitas merek dinyatakan terdukung dan berpengaruh positif, artinya bila asosiasi merek meningkat, maka ekuitas merek juga meningkat. Hipotesis keempat, pengaruh variabel kualitas persepsian pada variabel ekuitas merek dinyatakan tidak terdukung, karena kurangnya ekuitas merek yang ditimbulkan, sehingga tidak ada niat berobat di benak konsumen pada RS Hermina Surakarta. Berdasarkan hasil

penelitian dapat disimpulkan bahwa kesadaran merek dan asosiasi merek adalah faktor yang memengaruhi niat berobat.

5.2 Keterbatasan dan Saran Untuk Riset Kedepan

Penelitian ini dilakukan pada satu rumah sakit saja, yaitu RS Hermina, sehingga generalisasi hasil penelitian menjadi terbatas. Dalam upaya memperbaiki generalisasi hasil, maka untuk riset kedepan pada penelitian disarankan untuk meneliti pada rumah sakit lebih dari satu dengan karakteristik geografis, status akreditasi, maupun kepemilikan pemerintah-swasta yang lebih beragam.

5.3 Implikasi Manajerial

Rumah sakit harus berusaha meningkatkan kepuasan pelanggan agar dapat meningkatkan kesadaran merek dan asosiasi merek pada rumah sakit. Pelanggan dengan kesadaran merek yang tinggi akan meningkatkan ekuitas merek, sehingga rumah sakit harus meningkatkan kesadaran merek pada pelanggan untuk menciptakan dan mempertahankan ekuitas merek pada rumah sakit. Pelanggan dengan asosiasi merek yang tinggi akan meningkatkan ekuitas merek, sehingga rumah sakit harus memberikan kesan positif terhadap pelanggan untuk meningkatkan ekuitas merek pada rumah sakit. Dengan demikian, pihak rumah sakit harus belajar bagaimana menghubungkan kesadaran merek dan asosiasi merek dengan ekuitas merek.

Dengan tidak adanya ijin RS Hermina untuk menggunakan pemasaran komersial seperti iklan, RS Hermina sangat bergantung pada komunikasi dari

mulut ke mulut. Pada penelitian ini menunjukkan bahwa RS Hermina dapat berhasil menciptakan kesadaran merek dan asosiasi merek yang positif jika mereka dapat mengelola ekuitas merek pada rumah sakit dengan baik.

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LAMPIRAN

KUESIONER

Yth. Responden

      Saya sedang melakukan penelitian dengan judul Pengaruh Kesadaran Merek, Asosiasi Merek, dan Kualitas Persepsian Pada Niat Berobat yang Dimediasi Oleh Ekuitas Merek. Saya mohon Bpk/Ibu/Sdr/i berkenan mengisi kuesioner dengan sejujurnya. Sebuah informasi tentang pelanggan akan dirahasiakan. Atas perhatian dan kerjasamanya diucapkan terimakasih.

Salam

Wahyu Putri N. Hidayati

Nim: 13150324L

IDENTITAS RESPONDEN

Mohon untuk memberi tanda (√) pada pilihan dibawah.

Nama   :

Usia   : (Pilih salah satu di bawah ini)
                □ 20 tahun-30 tahun
                □ 31 tahun-40 tahun
                □ < 41 tahun

Jenis Kelamin : □ Laki- laki   □ Perempuan

PETUNJUK MENJAWAB
Mohon untuk memberikan tanda (√) pada pernyataan yang anda pilih.
Keterangan :
STS   = Sangat Tidak Setuju
TS   = Tidak Setuju
CS   = Cukup Setuju
S   = Setuju
SS   = Sangat Setuju

No.	Pernyataan	STS	TS	CS	S	SS
KM1	Saya selalu teringat dengan RS Hermina.					
KM2	Saya tahu RS Hermina dari orang lain.					
KM3	Saya dapat membedakan RS Hermina dari RS lain.					
AM1	RS Hermina mempunyai fasilitas perawatan lengkap.					
AM2	RS Hermina bermanfaat bagi pasien.					
AM3	Biaya perawatan di RS Hermina terjangkau.					
KP1	RS Hermina berkualitas baik.					
KP2	Nama RS Hermina memberikan jaminan perawatan kesehatan berkualitas.					
KP3	Saya terkesan dengan perawatan kesehatan di RS Hermina.					
EM1	Pasien setia berobat di RS Hermina.					
EM2	Saya menilai RS Hermina berkualitas.					
EM3	Perawatan di RS Hermina berkualitas.					
EM4	Saya mengetahui adanya RS Hermina.					
NB1	Saya ingin berobat di RS Hermina.					
NB2	Saya berencana berobat di RS Hermina.					
NB3	Saya berharap jika sakit, akan berobat di RS Hermina.					

UJI VALIDITAS KUESIONER

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,656
Bartlett's Test of Sphericity	Approx. Chi-Square	3667,333
	df	120
	Sig.	,000

Communalities

	Initial	Extraction
KM1	1,000	,897
KM2	1,000	,903
KM3	1,000	,873
AM1	1,000	,914
AM2	1,000	,955
AM3	1,000	,960
KP1	1,000	,566
KP2	1,000	,932
KP3	1,000	,923
EM1	1,000	,932
EM2	1,000	,953
EM3	1,000	,926
EM4	1,000	,693
NB1	1,000	,863
NB2	1,000	,871
NB3	1,000	,644

Extraction Method: Principal

Component Analysis.

Total Variance Explained

Compo nent	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulativ e %	Total	% of Variance	Cumulative %	Tota l	% of Variance	Cumulativ e %
1	4,724	29,526	29,526	4,724	29,526	29,526	3,69 3	23,083	23,083
2	3,714	23,215	52,741	3,714	23,215	52,741	2,93 1	18,321	41,404
3	2,203	13,768	66,509	2,203	13,768	66,509	2,81 5	17,594	58,998
4	1,858	11,612	78,121	1,858	11,612	78,121	2,29 3	14,328	73,326
5	1,304	8,148	86,269	1,304	8,148	86,269	2,07 1	12,943	86,269
6	,748	4,677	90,947						
7	,437	2,730	93,676						
8	,258	1,615	95,291						
9	,196	1,227	96,519						
10	,168	1,049	97,568						
11	,123	,770	98,339						
12	,102	,635	98,974						
13	,076	,474	99,448						
14	,042	,262	99,710						
15	,026	,162	99,873						
16	,020	,127	100,000						

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component				
	1	2	3	4	5
KM1		,699	,588		
KM2		,696	,609		
KM3		,670	,540		
AM1	-,845				
AM2	-,792				,429
AM3	-,831				,426
KP1		-,581		-,472	
KP2	,431	-,521		-,581	
KP3				-,411	,681
EM1	,767	,479			
EM2	,768	,492			
EM3	,804	,430			
EM4	,607	,451			
NB1			,586	,533	
NB2			,671	,493	
NB3		-,576		,436	

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

Rotated Component Matrix[a]

	Component				
	1	2	3	4	5
KM1			,936		
KM2			,939		
KM3			,924		
AM1		,881			
AM2		,938			
AM3		,927			
KP1					,523
KP2					,896
KP3					,933
EM1	,945				
EM2	,946				
EM3	,934				
EM4	,809				
NB1				,908	
NB2				,924	
NB3				,691	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

UJI RELIABILITAS KUESIONER DALAM VARIABEL KESADARAN MEREK

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	200	100,0
	Excluded[a]	0	,0
	Total	200	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,935	3

Item Statistics

	Mean	Std. Deviation	N
KM1	3,75	,707	200
KM2	3,70	,681	200
KM3	3,74	,805	200

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KM1	7,43	2,005	,886	,891
KM2	7,49	2,080	,882	,896
KM3	7,45	1,806	,843	,932

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11,18	4,279	2,069	3

UJI RELIABILITAS KUESIONER DALAM VARIABEL ASOSIASI MEREK

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	200	100,0
	Excluded[a]	0	,0
	Total	200	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,974	3

Item Statistics

	Mean	Std. Deviation	N
AM1	4,21	,517	200
AM2	4,18	,535	200
AM3	4,21	,552	200

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
AM1	8,38	1,151	,924	,975
AM2	8,42	1,108	,933	,968
AM3	8,39	1,042	,974	,938

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12,59	2,444	1,563	3

UJI RELIABILITAS KUESIONER DALAM VARIABEL KUALITAS PERSEPSIAN

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
	Valid	200	100,0
Cases	Excluded[a]	0	,0
	Total	200	100,0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,771	3

Item Statistics

	Mean	Std. Deviation	N
KP1	4,04	,548	200
KP2	3,91	,493	200
KP3	3,92	,398	200

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KP1	7,83	,718	,459	,881
KP2	7,96	,586	,815	,435
KP3	7,95	,842	,607	,710

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11,87	1,444	1,202	3

UJI RELIABILITAS KUESIONER DALAM VARIABEL EKUITAS MEREK

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	200	100,0
	Excluded[a]	0	,0
	Total	200	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,951	4

Item Statistics

	Mean	Std. Deviation	N
EM1	3,53	,501	200
EM2	3,52	,501	200
EM3	3,57	,497	200
EM4	3,61	,519	200

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
EM1	10,70	2,002	,915	,925
EM2	10,70	1,980	,936	,919
EM3	10,66	1,996	,930	,921
EM4	10,61	2,139	,752	,975

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14,22	3,549	1,884	4

UJI RELIABILITAS KUESIONER DALAM VARIABEL NIAT BEROBAT

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	200	100,0
	Excluded[a]	0	,0
	Total	200	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,815	3

Item Statistics

	Mean	Std. Deviation	N
NB1	4,06	,696	200
NB2	4,00	,602	200
NB3	3,82	,762	200

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NB1	7,82	1,415	,740	,668
NB2	7,88	1,628	,740	,691
NB3	8,06	1,510	,553	,879

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11,88	3,125	1,768	3

ANALISIS DESKRIPTIF

Frequency Table

KM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	81	40.5	40.5	40.5
	4	88	44.0	44.0	84.5
	5	31	15.5	15.5	100.0
	Total	200	100.0	100.0	

KM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	86	43.0	43.0	43.0
	4	89	44.5	44.5	87.5
	5	25	12.5	12.5	100.0
	Total	200	100.0	100.0	

KM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	98	49.0	49.0	49.0
	4	57	28.5	28.5	77.5
	5	45	22.5	22.5	100.0
	Total	200	100.0	100.0	

AM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	5.0	5.0	5.0
	4	138	69.0	69.0	74.0
	5	52	26.0	26.0	100.0
	Total	200	100.0	100.0	

AM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	14	7.0	7.0	7.0
	4	137	68.5	68.5	75.5
	5	49	24.5	24.5	100.0
	Total	200	100.0	100.0	

AM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	14	7.0	7.0	7.0
	4	131	65.5	65.5	72.5
	5	55	27.5	27.5	100.0
	Total	200	100.0	100.0	

KP1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	26	13.0	13.0	13.0
	4	140	70.0	70.0	83.0
	5	34	17.0	17.0	100.0
	Total	200	100.0	100.0	

KP2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	34	17.0	17.0	17.0
	4	150	75.0	75.0	92.0
	5	16	8.0	8.0	100.0
	Total	200	100.0	100.0	

KP3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	25	12.5	12.5	12.5
	4	167	83.5	83.5	96.0
	5	8	4.0	4.0	100.0
	Total	200	100.0	100.0	

EM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	95	47.5	47.5	47.5
	4	105	52.5	52.5	100.0
	Total	200	100.0	100.0	

EM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	96	48.0	48.0	48.0
	4	104	52.0	52.0	100.0
	Total	200	100.0	100.0	

EM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	87	43.5	43.5	43.5
	4	113	56.5	56.5	100.0
	Total	200	100.0	100.0	

EM4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	81	40.5	40.5	40.5
	4	116	58.0	58.0	98.5
	5	3	1.5	1.5	100.0
	Total	200	100.0	100.0	

NB1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	43	21.5	21.5	21.5
	4	103	51.5	51.5	73.0
	5	54	27.0	27.0	100.0
	Total	200	100.0	100.0	

NB2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.5	.5	.5
	3	33	16.5	16.5	17.0
	4	131	65.5	65.5	82.5
	5	35	17.5	17.5	100.0
	Total	200	100.0	100.0	

NB3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	3.0	3.0	3.0
	3	61	30.5	30.5	33.5
	4	96	48.0	48.0	81.5
	5	37	18.5	18.5	100.0
	Total	200	100.0	100.0	

MODEL STRUKTURAL
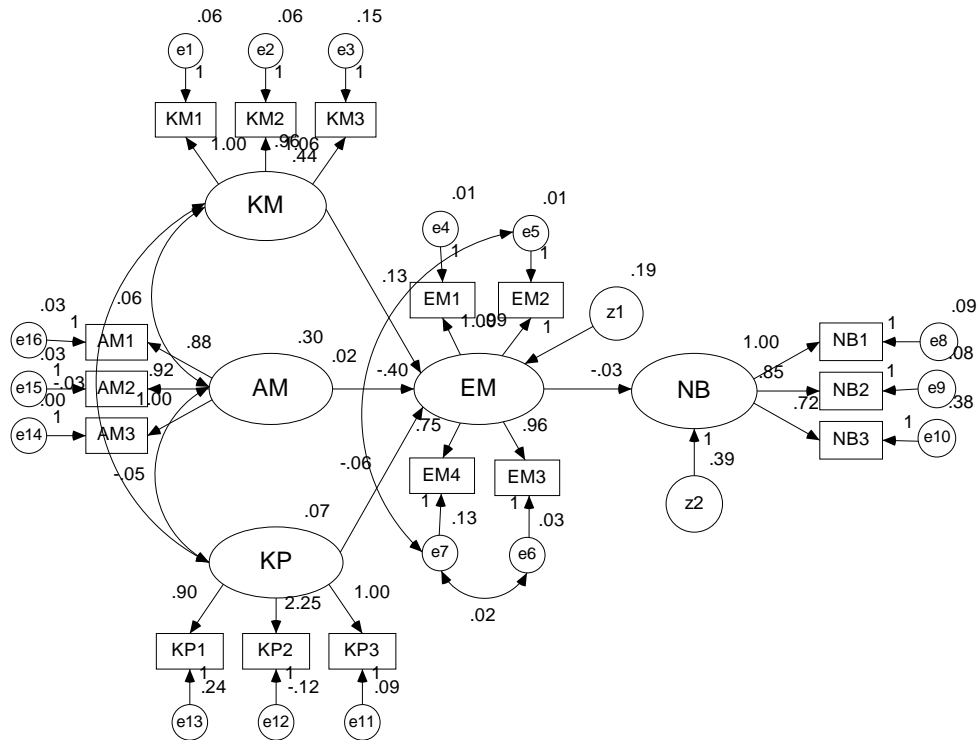
CMIN= 623.857
DF= 95
NFI= .835
CFI= .856
IFI= .857
TLI= .818

HASIL ANALISIS SEM

Analysis Summary

Date and Time

Date: Thursday, June 27, 2019
Time: 9:05:46 PM

Title

Analisis sem: Thursday, June 27, 2019 09:05 PM

Notes for Group (Group number 1)

The model is recursive.
Sample size = 200

Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables
KM1
KM2
KM3
AM3
AM2
AM1
KP3
KP2
KP1
EM1
EM2
NB1
NB2
NB3
EM4
EM3
Unobserved, endogenous variables
NB
EM
Unobserved, exogenous variables
KM
e1
e2
e3
AM
e14

e15
e16
KP
e11
e12
e13
e4
e5
e8
e9
e7
e6
z1
z2
e10

Variable counts (Group number 1)

Number of variables in your model: 39
Number of observed variables: 16
Number of unobserved variables: 23
Number of exogenous variables: 21

Number of endogenous variables: 18

Parameter summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	23	0	0	0	0	23
Labeled	0	0	0	0	0	0
Unlabeled	15	5	21	0	0	41
Total	38	5	21	0	0	64

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
EM3	3.000	4.000	-.262	-1.514	-1.931	-5.575
EM4	3.000	5.000	-.124	-.718	-1.252	-3.613
NB3	2.000	5.000	-.096	-.556	-.523	-1.511
NB2	2.000	5.000	-.139	-.802	.241	.695
NB1	3.000	5.000	-.074	-.426	-.926	-2.675
EM2	3.000	4.000	-.080	-.462	-1.994	-5.755
EM1	3.000	4.000	-.100	-.578	-1.990	-5.745
KP1	3.000	5.000	.025	.146	.330	.951

Variable	min	max	skew	c.r.	kurtosis	c.r.
KP2	3.000	5.000	-.201	-1.163	.923	2.664
KP3	3.000	5.000	-.705	-4.068	2.748	7.934
AM1	3.000	5.000	.242	1.399	-.033	-.095
AM2	3.000	5.000	.134	.775	.061	.177
AM3	3.000	5.000	.060	.348	-.183	-.528
KM3	3.000	5.000	.514	2.969	-1.267	-3.657
KM2	3.000	5.000	.465	2.686	-.813	-2.347
KM1	3.000	5.000	.395	2.283	-.946	-2.732
Multivariate					135.335	39.874

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

Observation number	Mahalanobis d-squared	p1	p2
21	74.189	.000	.000
48	68.355	.000	.000
59	68.355	.000	.000
188	52.047	.000	.000
164	52.047	.000	.000
26	52.047	.000	.000
33	42.306	.000	.000
171	42.306	.000	.000
195	42.306	.000	.000
2	38.235	.001	.000
97	38.235	.001	.000
118	38.235	.001	.000
24	35.909	.003	.000
162	35.909	.003	.000
186	35.909	.003	.000
200	35.859	.003	.000
193	35.859	.003	.000
169	35.859	.003	.000
31	35.859	.003	.000
35	34.019	.005	.000
173	34.019	.005	.000
14	32.333	.009	.000
72	32.333	.009	.000
109	32.333	.009	.000
136	32.333	.009	.000
154	32.333	.009	.000
178	32.333	.009	.000
180	28.928	.024	.000
156	28.928	.024	.000
138	28.928	.024	.000
89	28.928	.024	.000

Observation number	Mahalanobis d-squared	p1	p2
74	28.928	.024	.000
16	28.928	.024	.000
39	25.107	.068	.000
53	25.107	.068	.000
64	25.107	.068	.000
80	25.107	.068	.000
95	25.107	.068	.000
116	25.107	.068	.000
45	25.056	.069	.000
19	24.421	.081	.000
172	22.632	.124	.000
34	22.632	.124	.000
41	21.940	.145	.003
55	21.940	.145	.002
36	21.321	.166	.013
174	21.321	.166	.008
194	20.612	.194	.062
170	20.612	.194	.044
32	20.612	.194	.030
6	19.455	.246	.408
101	19.455	.246	.346
122	19.455	.246	.288
128	19.455	.246	.236
140	19.455	.246	.189
146	19.455	.246	.149
158	19.455	.246	.115
182	19.455	.246	.087
38	18.225	.311	.711
52	18.225	.311	.656
63	18.225	.311	.598
79	18.225	.311	.537
94	18.225	.311	.477
115	18.225	.311	.416
54	16.562	.414	.996
40	16.562	.414	.994
3	16.304	.432	.998
98	16.304	.432	.997
119	16.304	.432	.995
112	15.351	.499	1.000
91	15.351	.499	1.000
76	15.351	.499	1.000
60	15.351	.499	1.000
49	15.351	.499	1.000
37	15.252	.506	1.000

Observation number	Mahalanobis d-squared	p1	p2
51	15.252	.506	1.000
62	15.252	.506	1.000
78	15.252	.506	1.000
93	15.252	.506	.999
114	15.252	.506	.999
175	15.252	.506	.998
23	14.856	.535	1.000
161	14.856	.535	1.000
185	14.856	.535	1.000
197	14.856	.535	.999
15	14.855	.535	.999
73	14.855	.535	.998
88	14.855	.535	.997
110	14.855	.535	.996
137	14.855	.535	.994
155	14.855	.535	.990
179	14.855	.535	.986
150	14.050	.595	1.000
144	14.050	.595	1.000
132	14.050	.595	1.000
126	14.050	.595	1.000
105	14.050	.595	.999
84	14.050	.595	.999
68	14.050	.595	.998
10	14.050	.595	.997

Notes for Model (Group number 1 - Default model)

The following variances are negative. (Group number 1 - Default model)

	e14	e12
	-.001	-.116

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
EM	<---	KM	.134	.050	2.684	.007	
EM	<---	AM	-.399	.059	-6.726	***	
EM	<---	KP	-.060	.084	-.714	.475	
NB	<---	EM	-.035	.097	-.361	.718	
KM1	<---	KM	1.000				
KM2	<---	KM	.958	.042	22.988	***	
KM3	<---	KM	1.060	.054	19.637	***	
AM3	<---	AM	1.000				
AM2	<---	AM	.918	.022	41.057	***	
AM1	<---	AM	.878	.024	37.221	***	
KP3	<---	KP	1.000				
KP2	<---	KP	2.246	.260	8.629	***	
KP1	<---	KP	.898	.119	7.578	***	
NB1	<---	NB	1.000				
NB2	<---	NB	.846	.074	11.450	***	
NB3	<---	NB	.716	.084	8.520	***	
EM4	<---	EM	.751	.055	13.618	***	
EM3	<---	EM	.956	.029	33.327	***	
EM1	<---	EM	1.000				
EM2	<---	EM	.991	.024	40.754	***	

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

			Estimate
EM	<---	KM	.181
EM	<---	AM	-.450
EM	<---	KP	-.033
NB	<---	EM	-.027
KM1	<---	KM	.938
KM2	<---	KM	.932
KM3	<---	KM	.873
AM3	<---	AM	1.002
AM2	<---	AM	.950
AM1	<---	AM	.939
KP3	<---	KP	.670
KP2	<---	KP	1.216
KP1	<---	KP	.438
NB1	<---	NB	.899
NB2	<---	NB	.881
NB3	<---	NB	.588
EM4	<---	EM	.709
EM3	<---	EM	.943
EM1	<---	EM	.979
EM2	<---	EM	.970

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
AM	<-->	KP	-.050	.012	-4.179	***	
KM	<-->	KP	-.031	.011	-2.815	.005	
KM	<-->	AM	.059	.027	2.189	.029	
e7	<-->	e6	.024	.005	4.812	***	
e5	<-->	e7	.015	.004	3.867	***	

Correlations: (Group number 1 - Default model)

			Estimate
AM	<-->	KP	-.344
KM	<-->	KP	-.174
KM	<-->	AM	.161
e7	<-->	e6	.397
e5	<-->	e7	.339

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
KM	.437	.051	8.652	***	
AM	.304	.030	9.980	***	
KP	.071	.014	4.937	***	
z1	.191	.020	9.478	***	
z2	.390	.055	7.048	***	
e1	.060	.012	5.080	***	
e2	.061	.011	5.451	***	
e3	.153	.019	7.973	***	
e14	-.001	.002	-.451	.652	
e15	.028	.003	8.137	***	
e16	.032	.004	8.653	***	
e11	.087	.010	8.372	***	
e12	-.116	.033	-3.514	***	
e13	.241	.024	10.155	***	
e4	.010	.002	4.403	***	
e5	.015	.003	5.803	***	
e8	.092	.030	3.079	.002	
e9	.081	.022	3.683	***	
e7	.133	.014	9.735	***	
e6	.027	.003	8.120	***	
e10	.378	.041	9.307	***	

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

	Estimate
EM	.202
NB	.001
EM3	.889
EM4	.502
NB3	.346
NB2	.776
NB1	.809
EM2	.940
EM1	.958
KP1	.192
KP2	1.478
KP3	.449
AM1	.881
AM2	.902
AM3	1.004
KM3	.762
KM2	.868
KM1	.879

Matrices (Group number 1 - Default model)

Factor Score Weights (Group number 1 - Default model)

	EM3	EM4	NB3	NB2	NB1	EM2	EM1	KP1	KP2	KP3	AM1	AM2	AM3	KM3	KM2	KM1
KP	.006	-.001	.000	.000	.000	.010	.012	-.298	1.555	-.922	-.007	-.008	.229	.010	.023	.024
AM	.001	.000	.000	.000	.000	.001	.001	-.001	.005	-.003	-.032	-.037	1.068	.000	.000	.000
KM	.003	-.001	.000	.000	.000	.006	.007	.005	-.028	.017	.000	.000	.011	.166	.379	.400
EM	.210	-.053	.000	.000	.000	.366	.451	.000	-.002	.001	.000	.000	-.011	.001	.001	.001
NB	-.001	.000	.080	.443	.459	-.001	-.002	.000	.000	.000	.000	.000	.000	.000	.000	.000

Notes for Group/Model (Group number 1 - Default model)

This solution is not admissible.

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

			M.I.	Par Change
z2	<-->	KP	11.150	-.026
z2	<-->	AM	20.452	-.102
e6	<-->	KP	6.935	-.005
e6	<-->	AM	9.642	-.018
e6	<-->	z2	15.406	.031
e10	<-->	KP	7.161	.020
e10	<-->	KM	17.245	-.123
e10	<-->	z1	5.106	-.045
e9	<-->	AM	6.217	.031
e9	<-->	e6	4.615	.009
e8	<-->	KP	9.297	-.015
e8	<-->	AM	30.660	-.078
e5	<-->	KP	32.247	.009
e5	<-->	AM	7.873	.014
e5	<-->	z2	14.309	-.025
e5	<-->	e10	10.771	-.021
e4	<-->	KP	7.901	-.004
e13	<-->	KM	7.811	-.057
e13	<-->	z1	19.880	-.061
e13	<-->	e6	12.810	.019
e13	<-->	e5	6.686	-.011
e13	<-->	e4	4.198	-.009
e12	<-->	z2	23.977	-.049
e12	<-->	e6	18.902	-.011
e12	<-->	e10	9.138	.029
e12	<-->	e8	8.285	-.018
e12	<-->	e5	31.522	.012
e11	<-->	z2	33.119	.057
e11	<-->	e6	21.283	.012
e11	<-->	e7	8.121	-.014
e11	<-->	e10	17.048	-.039
e11	<-->	e9	7.942	.015
e11	<-->	e8	7.740	.017
e11	<-->	e5	15.368	-.008
e16	<-->	KP	21.480	-.009
e16	<-->	KM	5.777	-.020
e16	<-->	z1	8.052	-.016
e16	<-->	e9	8.380	-.013
e16	<-->	e13	20.017	.024
e16	<-->	e12	25.655	-.014
e16	<-->	e11	9.996	.008
e15	<-->	KM	20.613	-.035

	M.I.	Par Change
e15 <--> e13	19.397	-.022
e14 <--> KP	15.521	.006
e14 <--> KM	21.916	.027
e14 <--> e12	9.431	.006
e3 <--> z2	4.909	-.045
e3 <--> e10	7.538	-.053
e3 <--> e13	13.344	.049
e3 <--> e12	4.285	-.014
e2 <--> e13	6.759	-.025
e2 <--> e15	4.149	-.007
e2 <--> e14	4.747	.006

Variances: (Group number 1 - Default model)

	M.I.	Par Change

Regression Weights: (Group number 1 - Default model)

	M.I.	Par Change
NB <--- KP	5.812	-.291
NB <--- AM	11.799	-.291
EM3 <--- KP	4.291	-.064
EM3 <--- AM	4.492	-.046
EM3 <--- NB	15.393	.080
EM3 <--- NB3	6.545	.040
EM3 <--- NB2	16.541	.081
EM3 <--- NB1	11.397	.058
EM3 <--- KP1	5.288	.050
EM3 <--- KP3	7.396	.082
EM3 <--- AM1	5.598	-.055
EM3 <--- AM2	4.142	-.046
EM3 <--- AM3	4.509	-.046
EM4 <--- KP	4.395	-.123
EM4 <--- KP2	13.667	-.171
EM4 <--- KP3	24.824	-.285
NB3 <--- KP	10.968	.382
NB3 <--- KM	24.384	-.345
NB3 <--- EM	5.709	-.222
NB3 <--- EM2	7.832	-.251
NB3 <--- EM1	4.402	-.189
NB3 <--- KP1	16.499	.334
NB3 <--- KP2	6.635	.235
NB3 <--- KM3	29.223	-.302
NB3 <--- KM2	21.162	-.304

			M.I.	Par Change
NB3	<---	KM1	18.382	-.273
NB2	<---	AM	10.986	.153
NB2	<---	KM	6.150	.098
NB2	<---	EM	4.857	-.116
NB2	<---	EM2	6.067	-.126
NB2	<---	EM1	4.950	-.114
NB2	<---	AM1	4.437	.104
NB2	<---	AM2	11.411	.161
NB2	<---	AM3	10.879	.153
NB2	<---	KM3	4.195	.065
NB2	<---	KM2	6.747	.097
NB2	<---	KM1	5.028	.081
NB1	<---	AM	21.972	-.248
NB1	<---	EM	10.603	.197
NB1	<---	EM3	9.578	.183
NB1	<---	EM4	6.095	.139
NB1	<---	EM2	10.405	.189
NB1	<---	EM1	9.812	.184
NB1	<---	AM1	15.403	-.223
NB1	<---	AM2	21.757	-.256
NB1	<---	AM3	21.883	-.249
EM2	<---	KP	29.423	.141
EM2	<---	NB	14.297	-.065
EM2	<---	NB3	21.873	-.062
EM2	<---	NB2	13.212	-.061
EM2	<---	NB1	9.415	-.045
EM2	<---	KP2	12.212	.072
EM1	<---	KP	8.536	-.073
EM1	<---	KP1	15.534	-.070
EM1	<---	KP2	9.410	-.061
KP1	<---	KM	8.022	-.136
KP1	<---	EM	17.807	-.270
KP1	<---	EM3	6.766	-.162
KP1	<---	NB3	6.124	.101
KP1	<---	EM2	20.133	-.278
KP1	<---	EM1	19.361	-.272
KP1	<---	KM2	11.015	-.151
KP1	<---	KM1	8.449	-.127
KP2	<---	NB	24.050	-.127
KP2	<---	NB2	22.002	-.119
KP2	<---	NB1	25.908	-.112
KP3	<---	NB	32.727	.146
KP3	<---	EM3	4.453	.064
KP3	<---	NB2	33.784	.146

	M.I.	Par Change
KP3 <--- NB1	33.091	.125
AM1 <--- KP	19.064	-.140
AM1 <--- EM	6.682	-.066
AM1 <--- EM3	7.304	-.068
AM1 <--- NB2	6.531	-.053
AM1 <--- EM2	6.189	-.062
AM1 <--- EM1	6.275	-.062
AM1 <--- KP2	4.916	-.056
AM2 <--- KM	18.104	-.077
AM2 <--- KP1	26.860	-.111
AM2 <--- KP2	4.514	-.050
AM2 <--- KM3	13.639	-.054
AM2 <--- KM2	19.753	-.076
AM2 <--- KM1	15.515	-.065
AM3 <--- KP	12.402	.080
AM3 <--- KM	15.311	.054
AM3 <--- KP2	8.345	.052
AM3 <--- KM3	10.409	.036
AM3 <--- KM2	17.436	.055
AM3 <--- KM1	13.178	.046
KM3 <--- NB	4.871	-.114
KM3 <--- NB3	11.435	-.136
KM3 <--- KP1	8.615	.164
KM2 <--- NB2	4.297	.076
KM2 <--- KP3	5.656	.131
KM1 <--- KP3	4.458	-.119

Minimization History (Default model)

Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	12		-.819	9999.000	3808.404	0	9999.000
1	e*	14		-1.524	3.586	2523.134	21	.380
2	e*	11		-2.043	.542	2029.676	7	.950
3	e*	9		-9.680	.537	1812.100	5	.409
4	e	8		-.570	.194	1544.269	5	.937
5	e	4		-.227	.547	1161.824	5	.905
6	e	3		-.220	.312	982.855	4	.895
7	e*	1		-.114	.718	749.795	6	.871
8	e*	0	2518.234		.694	668.794	5	.690
9	e	0	1280.492		.414	641.999	3	.000
10	e	0	1119.385		.426	627.953	1	.981
11	e	0	2096.842		.176	624.498	1	1.095
12	e	0	2109.229		.126	624.003	1	.837
13	e	0	2889.898		.027	623.858	1	1.008
14	e	0	2875.321		.003	623.857	1	1.000
15	e	0	2881.833		.000	623.857	1	1.000

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	41	623.857	95	.000	6.567
Saturated model	136	.000	0		
Independence model	16	3784.612	120	.000	31.538

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.043	.778	.683	.544
Saturated model	.000	1.000		
Independence model	.116	.340	.252	.300

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.835	.792	.857	.818	.856
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.792	.661	.677
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	528.857	453.586	611.618
Saturated model	.000	.000	.000
Independence model	3664.612	3467.413	3869.100

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	3.135	2.658	2.279	3.073
Saturated model	.000	.000	.000	.000
Independence model	19.018	18.415	17.424	19.443

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.167	.155	.180	.000
Independence model	.392	.381	.403	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	705.857	713.516	841.088	882.088
Saturated model	272.000	297.407	720.571	856.571
Independence model	3816.612	3819.601	3869.385	3885.385

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	3.547	3.169	3.963	3.586
Saturated model	1.367	1.367	1.367	1.495
Independence model	19.179	18.188	20.207	19.194

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	38	42
Independence model	8	9

Execution time summary

Minimization: .102
Miscellaneous: .270
Bootstrap: .000
Total: .372

NO	Usia	Jenis Kelamin	Kesadaran Merek			Rerata	Asosiasi Merek			Rerata	Kualitas Persepsian			Rerata	Ekuitas Merek				Rerata	Niat Berobat			Rerata
			KM1	KM2	KM3		AM1	AM2	AM3		KP1	KP2	KP3		EM1	EM2	EM3	EM4		NB1	NB2	NB3	
1	28 Thn	P	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3
2	20 Thn	P	3	3	3	3	5	5	5	5	4	3	3	3,3333333	3	3	3	5	3,5	4	4	4	4
3	24 Thn	L	4	4	4	4	4	4	4	4	5	4	4	4,3333333	4	4	4	4	4	4	4	4	4
4	28 Thn	L	3	3	3	3	5	5	5	5	4	4	4	4	3	3	3	3	3	3	3	3	3
5	21 Thn	P	4	4	4	4	5	5	5	5	4	4	4	4	3	3	3	3	3	3	4	4	3,6666667
6	32 Thn	P	3	3	3	3	3	3	3	3	5	5	4	4,6666667	3	3	3	3	3	4	4	4	4
7	34 Thn	P	4	4	5	4,3333333	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3,6666667
8	24 Thn	P	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3,6666667
9	42 Thn	P	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
10	23 Thn	L	5	5	5	5	4	4	4	4	3	3	3	3	4	4	4	4	4	3	3	3	3
11	42 Thn	P	3	3	3	3	4	4	4	4	4	4	4	4	3	3	3	3	3	4	4	4	4
12	22 Thn	P	4	3	3	3,3333333	5	5	5	5	4	4	4	4	3	3	3	3	3	4	4	4	4
13	23 Thn	L	3	3	3	3	5	5	5	5	4	3	3	3,3333333	3	3	3	3	3	3	3	3	3
14	23 Thn	L	5	5	5	5	5	4	5	4,6666667	5	4	4	4,3333333	3	3	3	3	3	4	4	4	4
15	23 Thn	L	5	4	5	4,6666667	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3
16	22 Thn	P	4	4	4	4	4	4	4	4	5	4	4	4,3333333	3	3	4	4	3,5	5	5	5	5
17	23 Thn	P	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
18	23 Thn	P	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
19	23 Thn	L	4	5	5	4,6666667	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5
20	21 Thn	P	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5
21	21 Thn	P	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	5	2	5	4
22	40 Thn	P	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	4	4,6666667
23	40 Thn	P	3	3	3	3	5	5	5	5	4	3	3	3,3333333	3	3	3	4	3,25	4	4	5	4,3333333
24	24 Thn	P	3	3	5	3,6666667	4	4	4	4	4	4	4	4	3	3	3	3	3	5	4	4	4,3333333
25	23 Thn	P	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5

NO	Usia	Jenis Kelamin	Kesadaran Merek			Rerata	Asosiasi Merek			Rerata	Kualitas Persepsian			Rerata	Ekuitas Merek				Rerata	Niat Berobat			Rerata
			KM1	KM2	KM3		AM1	AM2	AM3		KP1	KP2	KP3		EM1	EM2	EM3	EM4		NB1	NB2	NB3	
26	22 Thn	P	3	3	3	3	4	4	4	4	3	3	4	3,3333333	4	3	4	3	3,5	5	5	5	5
27	36 Thn	L	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
28	25 Thn	L	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
29	38 Thn	P	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4,3333333
30	23 Thn	L	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
31	24 Thn	P	3	3	3	3	4	3	3	3,3333333	5	4	4	4,3333333	3	3	3	3	3	5	4	5	4,6666667
32	20 Thn	P	5	5	5	5	4	4	4	4	4	4	4	4	3	3	3	4	3,25	5	5	5	5
33	21 Thn	P	4	4	4	4	4	5	5	4,6666667	4	4	4	4	3	3	3	3	3	5	5	5	5
34	22 Thn	L	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	3	3,75	5	5	5	5
35	26 Thn	L	4	3	3	3,3333333	3	3	3	3	4	4	4	4	3	3	3	3	3	5	5	5	5
36	22 Thn	L	4	4	3	3,6666667	4	4	4	4	3	3	3	3	4	4	4	4	4	5	5	5	5
37	23 Thn	P	4	4	3	3,6666667	4	4	4	4	3	4	4	3,6666667	4	4	4	4	4	5	4	4	4,3333333
38	22 Thn	P	3	4	3	3,3333333	4	4	4	4	4	5	5	4,6666667	4	4	4	4	4	4	4	4	4
39	20 Thn	P	5	5	5	5	5	5	5	5	3	3	4	3,3333333	3	3	3	3	3	5	5	2	4
40	20 Thn	P	4	3	3	3,3333333	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5
41	24 Thn	L	3	3	3	3	5	5	5	5	5	5	5	5	3	3	3	3	3	3	3	3	3
42	25 Thn	L	4	4	4	4	5	5	5	5	4	4	4	4	3	3	3	3	3	3	3	3	3
43	34 Thn	P	3	3	3	3	5	5	5	5	4	4	4	4	3	3	3	3	3	4	4	4	4
44	21 Thn	P	3	3	3	3	5	5	5	5	4	4	4	4	3	3	3	3	3	4	4	4	4
45	28 Thn	L	4	4	4	4	4	4	4	4	4	3	3	3,3333333	3	3	3	4	3,25	3	3	3	3
46	28 Thn	P	4	4	4	4	5	5	5	5	4	4	4	4	3	3	3	3	3	3	4	4	3,6666667
47	21 Thn	P	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
48	30 Thn	L	3	3	3	3	4	4	4	4	4	4	4	4	3	4	4	4	3,75	4	4	3	3,6666667
49	23 Thn	P	3	3	3	3	4	4	4	4	5	4	4	4,3333333	4	4	4	4	4	4	4	3	3,6666667
50	26 Thn	P	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	4	4	4	4
51	23 Thn	P	4	4	3	3,6666667	4	4	4	4	3	4	4	3,6666667	4	4	4	4	4	5	4	4	4,3333333
52	23 Thn	P	3	4	3	3,3333333	4	4	4	4	4	5	5	4,6666667	4	4	4	4	4	4	4	4	4

NO	Usia	Jenis Kelamin	Kesadaran Merek			Rerata	Asosiasi Merek			Rerata	Kualitas Persepsian			Rerata	Ekuitas Merek				Rerata	Niat Berobat			Rerata
			KM1	KM2	KM3		AM1	AM2	AM3		KP1	KP2	KP3		EM1	EM2	EM3	EM4		NB1	NB2	NB3	
53	22 Thn	P	5	5	5	5	5	5	5	5	3	3	4	3,3333333	3	3	3	3	3	5	5	2	4
54	23 Thn	L	4	3	3	3,3333333	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5
55	23 Thn	L	3	3	3	3	5	5	5	5	5	5	5	5	3	3	3	3	3	3	3	3	3
56	23 Thn	L	4	4	4	4	5	5	5	5	4	4	4	4	3	3	3	3	3	3	3	3	3
57	21 Thn	P	4	4	4	4	5	5	5	5	4	4	4	4	3	3	3	3	3	3	4	4	3,6666667
58	21 Thn	P	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
59	40 Thn	P	3	3	3	3	4	4	4	4	4	4	4	4	3	4	4	4	3,75	4	4	3	3,6666667
60	40 Thn	P	3	3	3	3	4	4	4	4	5	4	4	4,3333333	4	4	4	4	4	4	4	3	3,6666667
61	24 Thn	L	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	4	4	4	4
62	23 Thn	L	4	4	3	3,6666667	4	4	4	4	3	4	4	3,6666667	4	4	4	4	4	5	4	4	4,3333333
63	22 Thn	P	3	4	3	3,3333333	4	4	4	4	4	5	5	4,6666667	4	4	4	4	4	4	4	4	4
64	36 Thn	P	5	5	5	5	5	5	5	5	3	3	4	3,3333333	3	3	3	3	3	5	5	2	4
65	25 Thn	L	4	4	5	4,3333333	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3,6666667
66	38 Thn	P	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3,6666667
67	23 Thn	P	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
68	24 Thn	L	5	5	5	5	4	4	4	4	3	3	3	3	4	4	4	4	4	3	3	3	3
69	20 Thn	P	3	3	3	3	4	4	4	4	4	4	4	4	3	3	3	3	3	4	4	4	4
70	21 Thn	P	4	3	3	3,3333333	5	5	5	5	4	4	4	4	3	3	3	3	3	4	4	4	4
71	22 Thn	L	3	3	3	3	5	5	5	5	4	3	3	3,3333333	3	3	3	3	3	3	3	3	3
72	26 Thn	L	5	5	5	5	5	4	5	4,6666667	5	4	4	4,3333333	3	3	3	3	3	4	4	4	4
73	22 Thn	P	5	4	5	4,6666667	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3
74	23 Thn	P	4	4	4	4	4	4	4	4	5	4	4	4,3333333	3	3	4	4	3,5	5	5	5	5
75	22 Thn	L	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
76	21 Thn	P	3	3	3	3	4	4	4	4	5	4	4	4,3333333	4	4	4	4	4	4	4	3	3,6666667
77	28 Thn	P	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	4	4	4	4
78	28 Thn	L	4	4	3	3,6666667	4	4	4	4	3	4	4	3,6666667	4	4	4	4	4	5	4	4	4,3333333
79	21 Thn	P	3	4	3	3,3333333	4	4	4	4	4	5	5	4,6666667	4	4	4	4	4	4	4	4	4

NO	Usia	Jenis Kelamin	Kesadaran Merek			Rerata	Asosiasi Merek			Rerata	Kualitas Persepsian			Rerata	Ekuitas Merek				Rerata	Niat Berobat			Rerata
			KM1	KM2	KM3		AM1	AM2	AM3		KP1	KP2	KP3		EM1	EM2	EM3	EM4		NB1	NB2	NB3	
80	30 Thn	P	5	5	5	5	5	5	5	5	3	3	4	3,3333333	3	3	3	3	3	5	5	2	4
81	23 Thn	P	4	4	5	4,3333333	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3,6666667
82	26 Thn	P	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3,6666667
83	23 Thn	P	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
84	23 Thn	L	5	5	5	5	4	4	4	4	3	3	3	3	4	4	4	4	4	3	3	3	3
85	22 Thn	L	3	3	3	3	4	4	4	4	4	4	4	4	3	3	3	3	3	4	4	4	4
86	23 Thn	L	4	3	3	3,3333333	5	5	5	5	4	4	4	4	3	3	3	3	3	4	4	4	4
87	23 Thn	P	3	3	3	3	5	5	5	5	4	3	3	3,3333333	3	3	3	3	3	3	3	3	3
88	23 Thn	P	5	4	5	4,6666667	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3
89	21 Thn	P	4	4	4	4	4	4	4	4	5	4	4	4,3333333	3	3	4	4	3,5	5	5	5	5
90	21 Thn	P	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
91	22 Thn	L	3	3	3	3	4	4	4	4	5	4	4	4,3333333	4	4	4	4	4	4	4	3	3,6666667
92	26 Thn	L	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	4	4	4	4
93	22 Thn	P	4	4	3	3,6666667	4	4	4	4	3	4	4	3,6666667	4	4	4	4	4	5	4	4	4,3333333
94	23 Thn	P	3	4	3	3,3333333	4	4	4	4	4	5	5	4,6666667	4	4	4	4	4	4	4	4	4
95	22 Thn	L	5	5	5	5	5	5	5	5	3	3	4	3,3333333	3	3	3	3	3	5	5	2	4
96	21 Thn	L	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3
97	28 Thn	P	3	3	3	3	5	5	5	5	4	3	3	3,3333333	3	3	3	5	3,5	4	4	4	4
98	28 Thn	P	4	4	4	4	4	4	4	4	5	4	4	4,3333333	4	4	4	4	4	4	4	4	4
99	21 Thn	P	3	3	3	3	5	5	5	5	4	4	4	4	3	3	3	3	3	3	3	3	3
100	28 Thn	P	4	4	4	4	5	5	5	5	4	4	4	4	3	3	3	3	3	3	4	4	3,6666667
101	20 Thn	P	3	3	3	3	3	3	3	3	5	5	4	4,6666667	3	3	3	3	3	4	4	4	4
102	24 Thn	L	4	4	5	4,3333333	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3,6666667
103	28 Thn	P	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3,6666667
104	21 Thn	P	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
105	32 Thn	L	5	5	5	5	4	4	4	4	3	3	3	3	4	4	4	4	4	3	3	3	3
106	21 Thn	L	3	3	3	3	4	4	4	4	4	4	4	4	3	3	3	3	3	4	4	4	4

NO	Usia	Jenis Kelamin	Kesadaran Merek			Rerata	Asosiasi Merek			Rerata	Kualitas Persepsian			Rerata	Ekuitas Merek				Rerata	Niat Berobat			Rerata
			KM1	KM2	KM3		AM1	AM2	AM3		KP1	KP2	KP3		EM1	EM2	EM3	EM4		NB1	NB2	NB3	
107	22 Thn	L	4	3	3	3,3333333	5	5	5	5	4	4	4	4	3	3	3	3	3	4	4	4	4
108	26 Thn	P	3	3	3	3	5	5	5	5	4	3	3	3,3333333	3	3	3	3	3	3	3	3	3
109	22 Thn	P	5	5	5	5	5	4	5	4,6666667	5	4	4	4,3333333	3	3	3	3	3	4	4	4	4
110	23 Thn	P	5	4	5	4,6666667	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3
111	22 Thn	L	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
112	21 Thn	P	3	3	3	3	4	4	4	4	5	4	4	4,3333333	4	4	4	4	4	4	4	3	3,6666667
113	28 Thn	P	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	4	4	4	4
114	28 Thn	P	4	4	3	3,6666667	4	4	4	4	3	4	4	3,6666667	4	4	4	4	4	5	4	4	4,3333333
115	21 Thn	P	3	4	3	3,3333333	4	4	4	4	4	5	5	4,6666667	4	4	4	4	4	4	4	4	4
116	24 Thn	P	5	5	5	5	5	5	5	5	3	3	4	3,3333333	3	3	3	3	3	5	5	2	4
117	28 Thn	P	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3
118	21 Thn	P	3	3	3	3	5	5	5	5	4	3	3	3,3333333	3	3	3	5	3,5	4	4	4	4
119	32 Thn	P	4	4	4	4	4	4	4	4	5	4	4	4,3333333	4	4	4	4	4	4	4	4	4
120	21 Thn	L	3	3	3	3	5	5	5	5	4	4	4	4	3	3	3	3	3	3	3	3	3
121	22 Thn	L	4	4	4	4	5	5	5	5	4	4	4	4	3	3	3	3	3	3	4	4	3,6666667
122	26 Thn	P	3	3	3	3	3	3	3	3	5	5	4	4,6666667	3	3	3	3	3	4	4	4	4
123	22 Thn	P	4	4	5	4,3333333	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3,6666667
124	23 Thn	L	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3,6666667
125	22 Thn	L	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
126	21 Thn	P	5	5	5	5	4	4	4	4	3	3	3	3	4	4	4	4	4	3	3	3	3
127	32 Thn	P	4	4	4	4	5	5	5	5	4	4	4	4	3	3	3	3	3	3	4	4	3,6666667
128	21 Thn	P	3	3	3	3	3	3	3	3	5	5	4	4,6666667	3	3	3	3	3	4	4	4	4
129	22 Thn	P	4	4	5	4,3333333	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3,6666667
130	26 Thn	P	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3,6666667
131	22 Thn	L	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
132	23 Thn	P	5	5	5	5	4	4	4	4	3	3	3	3	4	4	4	4	4	3	3	3	3
133	22 Thn	P	3	3	3	3	4	4	4	4	4	4	4	4	3	3	3	3	3	4	4	4	4

NO	Usia	Jenis Kelamin	Kesadaran Merek			Rerata	Asosiasi Merek			Rerata	Kualitas Persepsian			Rerata	Ekuitas Merek				Rerata	Niat Berobat			Rerata
			KM1	KM2	KM3		AM1	AM2	AM3		KP1	KP2	KP3		EM1	EM2	EM3	EM4		NB1	NB2	NB3	
134	21 Thn	L	4	3	3	3,3333333	5	5	5	5	4	4	4	4	3	3	3	3	3	4	4	4	4
135	28 Thn	L	3	3	3	3	5	5	5	5	4	3	3	3,3333333	3	3	3	3	3	3	3	3	3
136	28 Thn	P	5	5	5	5	5	4	5	4,6666667	5	4	4	4,3333333	3	3	3	3	3	4	4	4	4
137	21 Thn	P	5	4	5	4,6666667	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3
138	24 Thn	P	4	4	4	4	4	4	4	4	5	4	4	4,3333333	3	3	4	4	3,5	5	5	5	5
139	28 Thn	L	4	4	4	4	5	5	5	5	4	4	4	4	3	3	3	3	3	3	4	4	3,6666667
140	21 Thn	P	3	3	3	3	3	3	3	3	5	5	4	4,6666667	3	3	3	3	3	4	4	4	4
141	32 Thn	P	4	4	5	4,3333333	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3,6666667
142	21 Thn	P	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3,6666667
143	22 Thn	P	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
144	26 Thn	P	5	5	5	5	4	4	4	4	3	3	3	3	4	4	4	4	4	3	3	3	3
145	22 Thn	P	4	4	4	4	5	5	5	5	4	4	4	4	3	3	3	3	3	3	4	4	3,6666667
146	23 Thn	P	3	3	3	3	3	3	3	3	5	5	4	4,6666667	3	3	3	3	3	4	4	4	4
147	22 Thn	P	4	4	5	4,3333333	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3,6666667
148	21 Thn	L	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3,6666667
149	32 Thn	L	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
150	21 Thn	P	5	5	5	5	4	4	4	4	3	3	3	3	4	4	4	4	4	3	3	3	3
151	22 Thn	P	3	3	3	3	4	4	4	4	4	4	4	4	3	3	3	3	3	4	4	4	4
152	26 Thn	L	4	3	3	3,3333333	5	5	5	5	4	4	4	4	3	3	3	3	3	4	4	4	4
153	22 Thn	L	3	3	3	3	5	5	5	5	4	3	3	3,3333333	3	3	3	3	3	3	3	3	3
154	23 Thn	L	5	5	5	5	5	4	5	4,6666667	5	4	4	4,3333333	3	3	3	3	3	4	4	4	4
155	22 Thn	L	5	4	5	4,6666667	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3
156	21 Thn	P	4	4	4	4	4	4	4	4	5	4	4	4,3333333	3	3	4	4	3,5	5	5	5	5
157	28 Thn	P	4	4	4	4	5	5	5	5	4	4	4	4	3	3	3	3	3	3	4	4	3,6666667
158	21 Thn	P	3	3	3	3	3	3	3	3	5	5	4	4,6666667	3	3	3	3	3	4	4	4	4
159	22 Thn	P	4	4	5	4,3333333	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3,6666667
160	26 Thn	L	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3,6666667

NO	Usia	Jenis Kelamin	Kesadaran Merek			Rerata	Asosiasi Merek			Rerata	Kualitas Persepsian			Rerata	Ekuitas Merek				Rerata	Niat Berobat			Rerata
			KM1	KM2	KM3		AM1	AM2	AM3		KP1	KP2	KP3		EM1	EM2	EM3	EM4		NB1	NB2	NB3	
161	22 Thn	L	3	3	3	3	5	5	5	5	4	3	3	3,3333333	3	3	3	4	3,25	4	4	5	4,3333333
162	23 Thn	P	3	3	5	3,6666667	4	4	4	4	4	4	4	4	3	3	3	3	3	5	4	4	4,3333333
163	22 Thn	P	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5
164	21 Thn	L	3	3	3	3	4	4	4	4	3	3	4	3,3333333	4	3	4	3	3,5	5	5	5	5
165	37 Thn	P	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
166	26 Thn	P	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
167	22 Thn	L	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4,3333333
168	23 Thn	P	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
169	22 Thn	P	3	3	3	3	4	3	3	3,3333333	5	4	4	4,3333333	3	3	3	3	3	5	4	5	4,6666667
170	20 Thn	L	5	5	5	5	4	4	4	4	4	4	4	4	3	3	3	4	3,25	5	5	5	5
171	38 Thn	L	4	4	4	4	4	5	5	4,6666667	4	4	4	4	3	3	3	3	3	5	5	5	5
172	24 Thn	P	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	3	3,75	5	5	5	5
173	24 Thn	P	4	3	3	3,3333333	3	3	3	3	4	4	4	4	3	3	3	3	3	5	5	5	5
174	26 Thn	L	4	4	3	3,6666667	4	4	4	4	3	3	3	3	4	4	4	4	4	5	5	5	5
175	23 Thn	P	4	4	3	3,6666667	4	4	4	4	3	4	4	3,6666667	4	4	4	4	4	5	4	4	4,3333333
176	21 Thn	P	4	3	3	3,3333333	5	5	5	5	4	4	4	4	3	3	3	3	3	4	4	4	4
177	22 Thn	L	3	3	3	3	5	5	5	5	4	3	3	3,3333333	3	3	3	3	3	3	3	3	3
178	30 Thn	P	5	5	5	5	5	4	5	4,6666667	5	4	4	4,3333333	3	3	3	3	3	4	4	4	4
179	31 Thn	P	5	4	5	4,6666667	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3
180	24 Thn	P	4	4	4	4	4	4	4	4	5	4	4	4,3333333	3	3	4	4	3,5	5	5	5	5
181	23 Thn	P	4	4	4	4	5	5	5	5	4	4	4	4	3	3	3	3	3	3	4	4	3,6666667
182	24 Thn	P	3	3	3	3	3	3	3	3	5	5	4	4,6666667	3	3	3	3	3	4	4	4	4
183	20 Thn	P	4	4	5	4,3333333	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3,6666667
184	24 Thn	P	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3,6666667
185	24 Thn	L	3	3	3	3	5	5	5	5	4	3	3	3,3333333	3	3	3	4	3,25	4	4	5	4,3333333
186	26 Thn	P	3	3	5	3,6666667	4	4	4	4	4	4	4	4	3	3	3	3	3	5	4	4	4,3333333
187	23 Thn	P	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5

NO	Usia	Jenis Kelamin	Kesadaran Merek			Rerata	Asosiasi Merek			Rerata	Kualitas Persepsian			Rerata	Ekuitas Merek				Rerata	Niat Berobat			Rerata
			KM1	KM2	KM3		AM1	AM2	AM3		KP1	KP2	KP3		EM1	EM2	EM3	EM4		NB1	NB2	NB3	
188	21 Thn	L	3	3	3	3	4	4	4	4	3	3	4	3,3333333	4	3	4	3	3,5	5	5	5	5
189	22 Thn	P	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
190	30 Thn	P	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
191	31 Thn	P	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4,3333333
192	24 Thn	P	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
193	23 Thn	P	3	3	3	3	4	3	3	3,3333333	5	4	4	4,3333333	3	3	3	3	3	5	4	5	4,6666667
194	21 Thn	P	5	5	5	5	4	4	4	4	4	4	4	4	3	3	3	4	3,25	5	5	5	5
195	22 Thn	P	4	4	4	4	4	5	5	4,6666667	4	4	4	4	3	3	3	3	3	5	5	5	5
196	30 Thn	P	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3,6666667
197	31 Thn	P	3	3	3	3	5	5	5	5	4	3	3	3,3333333	3	3	3	4	3,25	4	4	5	4,3333333
198	24 Thn	P	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
199	23 Thn	P	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4,3333333
200	22 Thn	P	3	3	3	3	4	3	3	3,3333333	5	4	4	4,3333333	3	3	3	3	3	5	4	5	4,6666667