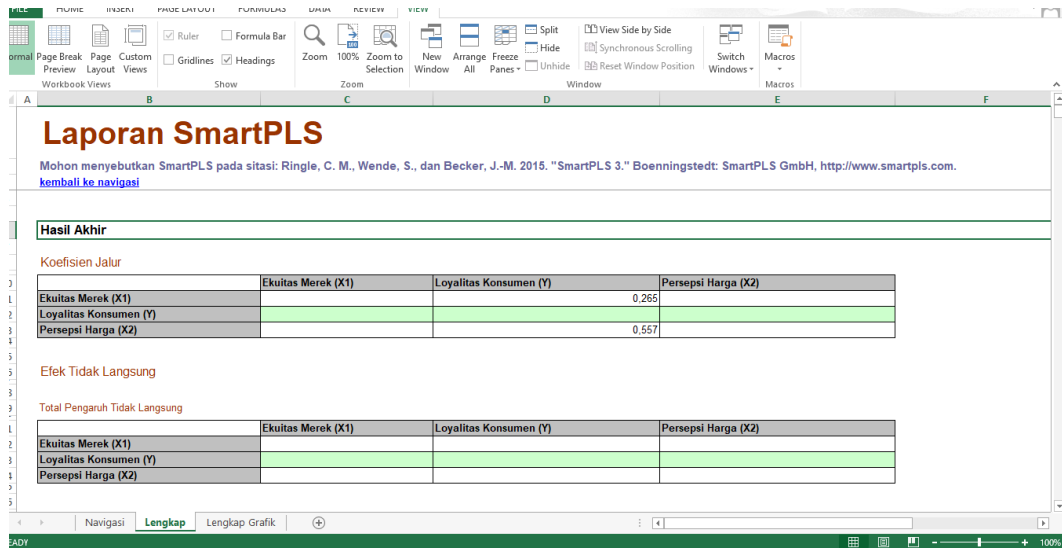
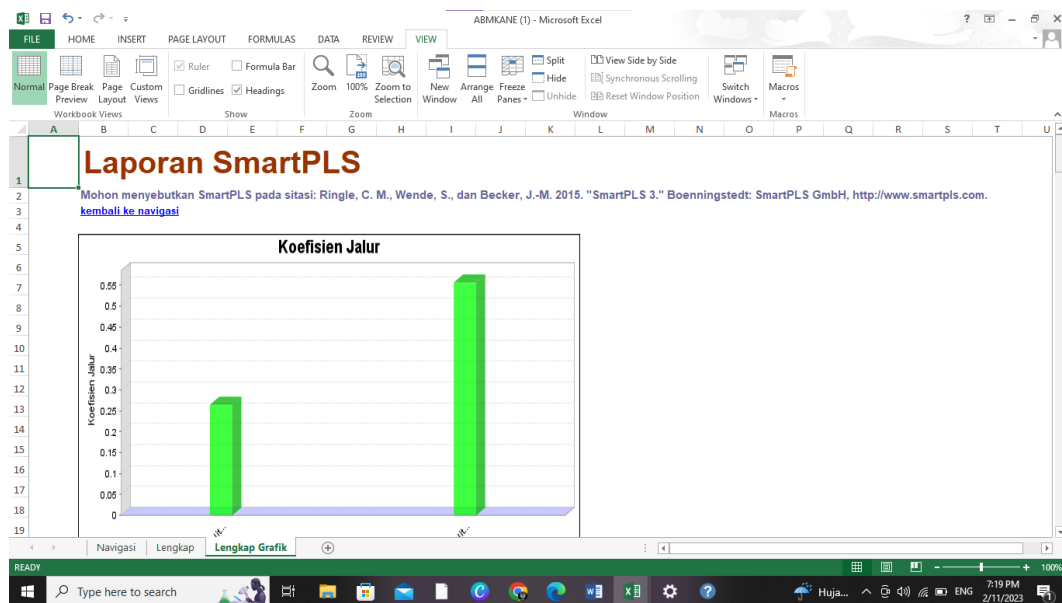


Lampiran

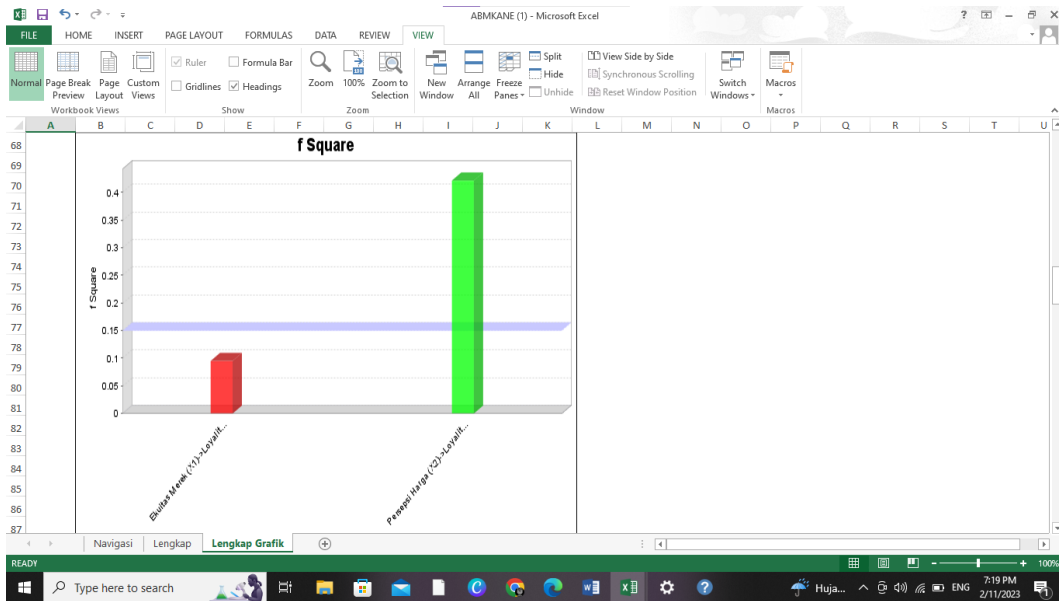
Lampiran 1



Lampiran 2



Lampiran 3



Lampiran 4

Laporan SmartPLS

Mohon menyebutkan SmartPLS pada sitasi: Ringle, C. M., Wende, S., dan Becker, J.-M. 2015. "SmartPLS 3." Boenningstedt: SmartPLS GmbH, <http://www.smartpls.com>.
[kembali ke navigasi](#)

Inner Model Korelasi Residual

Loyalitas Konsumen (Y)	Loyalitas Konsumen (Y)	1,000
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Deskripsi Residual Inner Model

	Rata-Rata	Median	Minimum	Maksimum
Loyalitas Konsumen (Y)	0,000		0,088	-1,391

• Kriteria Kualitas

R Square

Loyalitas Konsumen (Y)	R Square	Adjusted R Square
	0,570	0,553

f Square

Ekuitas Merek (X1)	Ekuitas Merek (X1)	Loyalitas Konsumen (Y)	Persepsi Harga (X2)
		0,095	

