

**Appendix A: RESEARCH INSTRUMENT
(QUESTIONNAIRE) The Questions of the Questionnaire**



Universitas Kristen Petra
International Business Management



Saya adalah mahasiswi semester delapan Universitas Kristen Petra program International Business Management yang sedang mengerjakan tugas akhir mengenai “The Impact of Brand Equity on The Consumer Purchase Intention: A Case of Uniqlo”.

Melalui kuesioner ini, saya mengharapkan opini dan pengalaman Bapak/Ibu dalam berbelanja produk Uniqlo. Saya mohon kesediaan Bapak/Ibu untuk menjawab kuesioner ini dengan sejujur-jujurnya. Hasil dari kuesioner berikut akan digunakan untuk kepentingan penelitian semata. Identitas dan jawaban dari Bapak/Ibu akan dijaga kerahasiaannya. Terima kasih atas waktu dan kerjasamanya.

Tandai (O) jawaban yang sesuai.

- Jenis Kelamin : a. Pria b. Wanita
- Usia : a. 18-29 tahun c. >40 tahun (berhenti di sini)
b. 30-40 tahun
- Pekerjaan : a. Pelajar/Mahasiswa c. Karyawan
b. Wiraswasta d. lainnya
- Penghasilan/bulan yang siap untuk dibelanjakan : a. < Rp2,000,000 c. Rp6,000,001 – 12,000,000
b. Rp2,000,000 – 6,000,000 d. > Rp12,000,000
- Apakah anda pernah membeli produk Uniqlo? a. Ya b. Tidak (berhenti di sini)

Tandai (v) pada kotak yang mendeskripsikan situasi anda

(STS: Sangat Tidak Setuju, TS: Tidak Setuju, N: Netral, S: Setuju, SS: Sangat Setuju)

No	Pertanyaan	1	2	3	4	5
		STS	TS	N	S	SS
Kesadaran Merek						
1	Saya ingat bentuk logo Uniqlo					
2	Saya ingat tagline Uniqlo “Made for All”					
3	Saya ingat Uniqlo saat berbicara tentang pakaian					
Asosiasi Merek						
1	Model pakaian Uniqlo sesuai dengan postur tubuh saya.					
2	Produk Uniqlo dijual dengan harga yang bersaing dibandingkan merek <i>fashion</i> lainnya.					
3	Produk Uniqlo dipakai oleh kalangan menengah keatas.					
4	Produk Uniqlo cocok dipakai sehari-hari.					
5	Tas belanja Uniqlo informatif (tertulis alamat website dan logo).					
6	Saya terlihat <i>fashionable</i> memakai produk Uniqlo.					
7	Saya suka memakai produk Uniqlo.					
8	Saya merasa bangga mengenakan produk Uniqlo.					
9	Uniqlo memiliki reputasi yang baik.					
Persepsi Kualitas						
1	Produk Uniqlo menyediakan berbagai macam ukuran.					
2	Produk Uniqlo memiliki teknologi yang canggih (Airism dan Heattech).					

Tandai (v) pada kotak yang mendeskripsikan situasi anda

(STS: Sangat Tidak Setuju, TS: Tidak Setuju, N: Netral, S: Setuju, SS: Sangat Setuju)

No	Pertanyaan	1	2	3	4	5
		STS	TS	N	S	SS
3	Produk Uniqlo nyaman dipakai.					
4	Kualitas Produk Uniqlo telah memenuhi spesifikasi standar pakaian (tidak ada kerusakan).					
5	Model produk Uniqlo dapat dipakai sepanjang masa.					
6	Produk Uniqlo tidak mudah rusak.					
7	Produk Uniqlo “Stylish”.					
Kesetiaan Kepada Merek						
1	Tidak ada produk <i>fashion</i> lain yang kualitasnya sebaik produk Uniqlo.					
2	Saya senang membeli produk Uniqlo dibandingkan produk <i>fashion</i> lainnya.					
3	Uniqlo menjadi pilihan utama saya dalam membeli produk <i>fashion</i> .					
4	Saya rela mengeluarkan uang lebih banyak untuk membeli produk Uniqlo.					
Minat Beli						
1	Saya akan membeli produk Uniqlo.					
2	Saya akan merekomendasikan produk Uniqlo kepada orang lain.					
3	Saya lebih memilih Uniqlo dibandingkan merek lain.					
4	Saya akan mencari informasi mengenai produk Uniqlo.					

Appendix A: RESEARCH INSTRUMENT (Continued)**(QUESTIONNAIRE) Respondents Answer on the Screening Questions**

No	Jenis Kelamin	Usia	Pekerjaan	Penghasilan per bulan yang siap untuk dibelanjakan	Apakah anda pernah membeli produk Uniqlo?
1	2	1	1	2	1
2	2	1	1	2	1
3	2	1	1	2	1
4	1	1	1	2	1
5	2	1	1	2	1
6	2	1	1	2	1
7	2	1	1	1	1
8	2	1	1	1	1
9	1	1	1	2	1
10	1	1	1	2	1
11	2	1	3	2	1
12	2	1	3	2	1
13	1	1	3	1	1
14	1	1	1	1	1
15	1	1	1	1	1
16	2	1	1	2	1
17	1	1	1	2	1
18	2	1	1	1	1
19	2	1	1	1	1
20	1	1	1	1	1
21	1	1	1	2	1
22	2	1	1	1	1
23	2	1	1	2	1
24	2	1	1	2	1
25	2	1	3	2	1
26	1	1	1	1	1
27	2	1	3	1	1
28	1	1	1	2	1
29	2	1	1	1	1
30	2	1	1	2	1
31	2	1	1	2	1
32	1	1	1	2	1
33	1	1	3	2	1
34	2	1	1	2	1
35	2	1	1	2	1
36	2	1	1	2	1
37	1	1	1	1	1
38	1	1	1	1	1
39	1	2	2	3	1

40	1	1	1	2	1
41	2	2	2	3	1
42	1	1	3	2	1
43	2	1	1	1	1
44	1	1	1	1	1
45	1	1	1	1	1
46	2	1	1	1	1
47	2	1	1	1	1
48	2	1	2	3	1
49	1	1	3	2	1
50	2	1	1	2	1
51	2	2	2	3	1
52	2	1	1	1	1
53	2	1	3	1	1
54	2	1	1	1	1
55	1	1	1	2	1
56	2	1	1	2	1
57	1	1	1	2	1
58	1	1	1	2	1
59	1	1	1	1	1
60	1	2	3	2	1
61	2	1	1	1	1
62	1	1	1	1	1
63	1	1	1	2	1
64	2	1	1	2	1
65	1	2	4	2	1
66	2	1	1	2	1
67	2	1	1	2	1
68	2	2	2	3	1
69	1	1	1	2	1
70	2	1	1	2	1
71	2	2	3	2	1
72	1	1	1	1	1
73	1	1	1	1	1
74	1	2	2	3	1
75	1	1	2	3	1
76	2	2	2	3	1
77	2	1	1	2	1
78	2	2	3	2	1
79	2	1	1	1	1
80	1	2	3	2	1
81	2	2	3	2	1
82	2	2	2	3	1
83	1	2	3	2	1
84	2	2	3	2	1

85	1	1	1	2	1
86	2	1	1	2	1
87	2	1	1	1	1
88	2	1	1	2	1
89	1	1	1	2	1
90	2	1	1	2	1
91	1	2	2	3	1
92	2	2	3	2	1
93	1	2	3	2	1
94	2	1	1	1	1
95	2	2	2	3	1
96	1	1	1	1	1
97	2	2	4	3	1
98	1	1	1	2	1
99	1	2	3	2	1
100	2	1	1	2	1
101	1	2	3	2	1
102	1	1	1	2	1
103	1	2	3	2	1
104	2	2	2	3	1
105	2	2	3	2	1
106	2	1	1	2	1
107	1	1	1	1	1
108	2	1	1	2	1
109	2	1	1	1	1
110	1	1	1	1	1
111	2	1	1	1	1
112	1	1	1	1	1
113	1	1	1	1	1
114	2	1	1	2	1
115	2	1	1	1	1
116	1	1	3	2	1
117	2	1	1	1	1
118	1	1	1	2	1
119	1	1	1	2	1
120	1	1	1	2	1
121	2	1	1	1	1
122	2	1	3	2	1
123	2	2	3	2	1
124	1	2	3	2	1
125	2	2	3	2	1
126	1	2	2	2	1
127	1	2	2	3	1
128	1	2	3	2	1
129	2	2	3	2	1

130	2	2	3	2	1
131	1	1	1	2	1
132	2	1	1	1	1
133	2	1	1	1	1

Appendix A: RESEARCH INSTRUMENT (Continued)
(QUESTIONNAIRE) Respondents Answer on the Independent Variables

Score	Description
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

1. Brand Awareness

No	BA1	BA2	BA3
1	4	3	3
2	4	3	4
3	5	3	4
4	5	4	4
5	4	3	4
6	5	3	3
7	5	3	4
8	4	5	4
9	5	3	5
10	4	5	5
11	3	3	3
12	4	4	4
13	4	4	5
14	4	4	5
15	5	4	4
16	4	3	5
17	4	5	5
18	4	4	4
19	5	3	4
20	4	5	5
21	5	5	4
22	5	3	4
23	5	5	5
24	4	4	5

25	4	3	3
26	5	4	5
27	4	3	3
28	4	5	5
29	4	4	5
30	5	5	5
31	5	4	5
32	5	4	5
33	4	4	5
34	4	4	4
35	5	3	4
36	4	2	3
37	4	4	3
38	4	3	4
39	4	3	5
40	5	4	4
41	5	5	5
42	4	4	3
43	4	5	5
44	5	4	5
45	5	5	4
46	4	5	4
47	4	4	5
48	5	5	4
49	4	4	3
50	5	4	4
51	1	1	1
52	5	4	5
53	5	4	5
54	5	5	5
55	4	5	5
56	4	4	4
57	5	4	5
58	3	4	4
59	5	4	4
60	4	4	5
61	5	4	5
62	5	4	5
63	4	5	4
64	4	5	3
65	5	5	5
66	4	4	3
67	4	5	3
68	5	5	4
69	5	4	4

70	4	3	4
71	5	5	4
72	4	5	5
73	4	5	3
74	5	4	5
75	5	4	5
76	5	5	4
77	5	4	5
78	5	4	5
79	5	4	5
80	5	5	5
81	4	5	4
82	5	5	5
83	5	4	4
84	4	4	5
85	4	4	5
86	4	4	5
87	5	4	4
88	5	4	5
89	4	4	4
90	5	4	4
91	4	3	4
92	5	5	4
93	4	4	5
94	5	5	4
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96	4	5	4
97	5	5	4
98	5	4	4
99	4	5	5
100	5	4	5
101	5	4	5
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103	5	5	4
104	5	5	4
105	5	5	5
106	4	4	5
107	5	4	5
108	5	5	4
109	4	5	4
110	5	4	4
111	5	4	5
112	4	5	5
113	3	3	4
114	4	5	4

115	4	3	5
116	5	3	5
117	4	5	4
118	5	3	4
119	3	4	4
120	5	4	4
121	5	5	5
122	4	3	4
123	4	4	5
124	5	5	4
125	1	1	1
126	5	4	5
127	4	5	5
128	5	5	4
129	5	5	5
130	5	5	4
131	5	5	5
132	5	3	4
133	5	5	5

2. Brand Association

No	BAS 1	BAS 2	BAS 3	BAS 4	BAS 5	BAS 6	BAS 7	BAS 8	BAS 9
1	4	4	4	5	4	3	3	3	4
2	4	4	3	4	4	4	4	4	4
3	4	4	4	4	4	4	4	5	4
4	5	5	4	5	5	4	4	4	5
5	4	4	4	3	4	3	3	3	5
6	4	5	4	5	4	3	4	3	5
7	5	5	3	5	3	5	5	4	5
8	5	5	5	5	5	5	5	5	5
9	4	4	5	5	3	5	5	5	5
10	4	4	4	4	5	5	5	5	4
11	4	4	3	4	3	4	4	3	5
12	4	4	3	5	4	5	5	5	4
13	5	4	4	5	4	4	5	3	4
14	5	4	5	4	5	5	5	5	5
15	4	4	5	5	4	4	4	5	5
16	5	4	4	5	4	5	5	5	4
17	4	5	5	5	5	4	5	5	5

18	5	5	4	5	5	5	5	5	5
19	4	4	3	5	3	3	4	3	5
20	4	4	4	4	4	5	5	5	5
21	4	4	4	4	4	4	5	4	4
22	1	1	1	1	1	1	1	1	1
23	4	5	5	4	4	4	5	4	4
24	5	5	4	4	5	5	5	4	5
25	3	4	5	5	4	3	4	4	4
26	4	4	4	5	5	4	5	4	4
27	3	3	4	4	4	4	4	4	4
28	5	5	5	4	5	4	5	5	5
29	4	5	5	5	5	5	5	4	5
30	4	4	4	4	5	4	4	4	4
31	4	5	4	5	4	4	5	4	5
32	4	4	4	4	4	4	4	3	4
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36	4	4	4	4	3	4	4	4	4
37	4	4	3	4	4	3	5	3	4
38	5	4	5	5	4	5	5	4	5
39	4	4	5	5	5	4	5	5	5
40	4	5	4	4	5	5	5	4	4
41	4	5	5	4	5	4	5	5	4
42	5	4	4	5	4	4	4	5	5
43	4	5	4	5	4	4	5	3	5
44	5	5	5	4	4	4	5	5	4
45	5	5	5	5	4	5	5	5	4
46	5	5	5	4	4	5	5	5	5
47	4	4	4	4	5	4	4	5	4
48	5	4	5	5	4	4	5	5	4
49	5	4	4	4	4	5	5	5	4
50	5	4	5	4	5	5	4	5	4
51	4	4	5	4	4	5	4	4	5
52	4	5	5	4	4	5	4	5	4
53	4	5	4	4	5	5	4	4	5
54	4	4	4	5	4	5	4	4	4
55	5	5	4	5	4	5	4	5	4
56	5	4	4	4	5	5	4	5	4
57	5	4	4	5	5	5	5	4	4
58	4	4	3	5	4	4	4	4	4
59	5	4	4	5	5	4	4	5	4

60	4	4	5	5	5	5	4	4	5
61	5	4	4	5	4	4	5	5	4
62	4	5	4	5	5	4	5	4	4
63	5	4	4	4	5	4	4	5	4
64	4	3	5	4	4	5	5	5	4
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66	4	4	3	4	4	4	5	3	5
67	3	4	4	4	5	3	5	5	4
68	5	5	4	4	5	5	5	4	5
69	5	4	4	5	5	5	4	3	5
70	4	4	3	4	4	4	5	5	4
71	4	4	4	5	5	5	4	5	4
72	4	3	3	5	4	4	5	4	3
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75	4	5	3	5	5	4	4	5	4
76	4	4	4	5	5	4	5	5	4
77	4	4	5	5	5	5	5	5	5
78	5	5	5	4	5	4	4	5	5
79	4	5	4	5	5	4	4	4	5
80	4	4	4	5	4	5	5	5	5
81	5	5	5	4	4	4	5	4	4
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86	5	4	4	5	5	4	5	4	4
87	5	4	5	4	4	3	5	5	4
88	5	4	4	5	3	4	5	3	5
89	5	3	3	4	4	4	4	5	4
90	5	4	4	5	4	4	5	3	5
91	5	4	4	5	3	4	3	3	5
92	4	4	5	5	5	4	4	5	5
93	5	5	4	4	5	5	4	5	5
94	5	4	5	4	4	4	5	4	4
95	4	4	5	5	5	4	4	5	5
96	5	4	4	5	5	4	4	4	5
97	1	1	1	1	1	1	1	1	1
98	5	4	5	5	4	5	5	4	5
99	4	5	5	4	4	5	4	4	5
100	4	4	4	5	4	5	5	5	5
101	4	4	5	5	5	4	4	5	5

102	4	5	4	5	4	4	5	4	5
103	5	4	5	4	5	5	4	4	4
104	4	5	5	5	5	5	4	5	5
105	4	4	5	4	4	5	5	5	4
106	5	4	4	5	5	4	5	5	4
107	5	4	5	4	5	4	5	4	4
108	5	4	4	5	5	5	4	5	4
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110	5	4	4	5	4	5	4	5	4
111	5	5	5	4	4	4	5	4	3
112	1	1	1	1	1	1	1	1	1
113	4	5	3	4	5	4	5	4	5
114	5	4	4	5	4	5	5	4	5
115	4	5	4	5	5	4	5	5	4
116	5	4	4	5	4	5	4	4	5
117	5	4	5	4	5	4	5	4	5
118	5	5	4	5	3	4	5	4	4
119	4	3	4	4	4	3	4	4	4
120	5	4	5	5	4	4	4	5	4
121	4	4	5	5	3	4	3	4	5
122	5	4	4	5	4	4	5	4	5
123	5	5	4	4	5	5	5	4	4
124	5	5	4	4	5	4	5	4	4
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126	4	4	5	5	5	5	4	5	4
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128	5	4	4	5	5	4	5	4	5
129	5	5	4	5	4	4	4	5	4
130	5	5	4	5	4	5	5	5	4
131	5	5	4	5	5	5	5	4	4
132	4	4	4	5	4	4	5	4	5
133	5	5	4	5	5	5	4	4	5

3. Perceived Quality

No	PQ 1	PQ 2	PQ 3	PQ 4	PQ 5	PQ 6	PQ 7
1	4	4	5	4	3	3	4
2	4	2	4	4	4	4	4
3	4	4	4	5	4	4	3
4	5	5	5	4	5	4	4
5	4	5	5	3	4	4	4
6	5	5	5	5	5	5	3
7	5	5	5	5	5	5	5
8	5	4	5	5	5	5	4
9	5	5	5	4	4	5	4
10	5	4	4	4	4	5	5
11	4	4	5	3	5	4	4
12	4	5	4	4	4	4	3
13	5	5	5	5	5	5	5
14	4	5	5	3	4	4	4
15	5	5	5	4	5	4	4
16	5	5	5	4	5	5	4
17	4	5	5	4	4	4	4
18	4	4	4	4	5	4	5
19	5	5	5	4	3	4	4
20	4	4	4	4	5	5	5
21	5	5	4	4	4	4	5
22	4	4	4	4	4	4	4
23	5	5	5	5	4	5	4
24	5	4	5	5	4	4	4
25	4	5	5	4	5	5	4
26	5	4	4	4	5	5	4
27	4	4	4	5	5	5	3
28	5	5	4	5	4	4	4
29	4	5	5	5	5	4	4
30	5	5	4	4	4	4	4
31	5	5	5	5	5	5	5
32	5	4	4	4	5	4	4
33	4	5	5	4	4	4	5
34	5	5	5	5	5	4	4
35	5	3	4	4	4	5	4
36	1	1	1	1	1	1	1
37	4	5	4	3	4	4	3

38	5	4	5	4	4	4	4
39	4	5	4	3	3	3	5
40	4	4	5	5	4	4	4
41	5	5	5	4	4	5	4
42	5	4	5	4	5	4	5
43	5	4	4	5	5	5	3
44	5	5	4	5	5	5	5
45	5	4	4	4	5	5	4
46	4	4	4	4	5	5	5
47	5	4	4	5	5	4	4
48	5	4	5	4	4	5	5
49	5	5	4	4	5	4	5
50	4	5	5	4	4	5	4
51	5	4	5	5	5	4	4
52	5	4	4	5	4	4	5
53	1	1	1	1	1	1	1
54	5	5	4	4	4	5	5
55	5	4	5	5	4	4	5
56	5	4	5	5	4	5	4
57	4	5	4	5	3	5	3
58	5	3	4	4	5	3	3
59	5	4	4	5	4	4	5
60	4	5	4	5	5	5	4
61	3	4	5	4	4	5	3
62	5	4	3	4	4	5	3
63	5	4	4	5	5	4	4
64	5	4	5	4	5	5	4
65	4	4	4	5	5	5	4
66	4	4	5	5	4	5	5
67	5	3	5	5	3	5	5
68	4	5	4	5	5	4	4
69	3	5	4	5	4	5	4
70	4	4	5	4	5	4	4
71	5	5	5	4	4	4	5
72	1	1	1	1	1	1	1
73	4	5	5	4	4	5	4
74	4	4	5	5	5	4	4
75	5	4	5	4	5	4	5
76	4	4	5	5	4	4	5
77	4	5	5	5	5	4	5
78	4	4	5	4	5	4	5
79	5	5	4	5	4	5	4

80	4	4	5	4	5	5	5
81	5	5	5	4	4	5	4
82	4	5	5	4	5	5	5
83	4	4	4	5	4	5	5
84	4	4	5	5	4	5	5
85	5	4	4	5	5	4	5
86	5	4	4	5	5	5	5
87	5	4	5	4	4	5	4
88	5	4	5	4	5	5	3
89	5	5	4	4	4	4	4
90	5	5	5	4	4	4	4
91	5	5	5	4	4	4	4
92	4	4	5	5	4	4	5
93	4	4	5	5	5	4	4
94	5	4	4	5	4	4	4
95	4	4	5	5	5	4	5
96	5	4	5	5	4	5	5
97	4	5	4	5	4	5	5
98	5	5	5	5	5	4	4
99	5	4	4	5	5	5	4
100	5	4	5	4	4	5	4
101	4	5	4	4	5	5	5
102	5	4	5	5	4	5	4
103	5	5	4	4	4	5	5
104	4	4	5	5	5	5	4
105	5	5	4	4	4	5	4
106	5	4	4	4	5	4	4
107	5	4	5	4	4	5	4
108	5	4	5	4	5	5	4
109	4	5	4	5	5	4	3
110	5	4	4	3	4	4	4
111	5	4	5	4	5	4	5
112	5	4	3	5	4	5	4
113	5	4	5	4	4	5	5
114	5	5	5	4	5	4	4
115	5	5	4	5	5	4	4
116	5	5	4	4	5	5	5
117	4	4	4	3	5	5	4
118	5	5	5	4	4	4	4
119	4	5	4	4	4	4	3
120	5	4	4	4	4	5	4
121	4	5	5	5	3	5	4

122	5	5	5	5	4	5	4
123	5	5	4	4	4	5	5
124	4	4	5	5	5	4	5
125	4	4	5	4	5	5	4
126	5	4	4	5	5	4	4
127	4	4	4	5	5	4	5
128	4	5	5	4	4	4	5
129	5	5	4	5	5	4	4
130	4	4	5	5	4	5	4
131	5	5	5	5	5	5	5
132	5	5	5	4	4	4	4
133	5	5	5	3	3	3	3

4. Brand Loyalty

No	BL 1	BL 2	BL 3	BL 4
1	4	3	3	3
2	3	3	3	3
3	3	4	4	4
4	4	5	4	4
5	5	5	4	5
6	3	4	3	3
7	3	4	5	5
8	5	4	4	4
9	3	4	4	5
10	5	4	5	5
11	4	5	5	3
12	3	4	4	5
13	4	4	4	3
14	5	4	4	5
15	3	4	4	5
16	1	1	1	1
17	5	5	5	5
18	5	5	5	4
19	5	5	5	4
20	5	4	5	5
21	4	5	5	5
22	3	3	3	3
23	5	5	5	5

24	5	4	5	5
25	3	3	3	3
26	4	5	5	4
27	3	2	2	3
28	4	5	5	4
29	5	5	5	5
30	5	5	4	5
31	4	4	5	5
32	3	4	4	4
33	3	4	5	5
34	4	3	3	4
35	5	4	4	4
36	3	3	2	2
37	3	4	3	4
38	5	4	4	5
39	4	4	3	3
40	5	4	4	4
41	5	5	5	5
42	5	4	4	5
43	5	5	4	4
44	4	5	5	4
45	5	4	5	4
46	4	4	5	5
47	5	4	4	5
48	4	5	4	5
49	4	5	4	4
50	4	5	4	5
51	4	5	4	4
52	5	5	5	5
53	5	4	5	4
54	5	5	4	4
55	5	4	5	4
56	4	5	4	4
57	3	4	5	4
58	4	4	4	4
59	4	5	4	4
60	4	4	5	4
61	5	4	5	4
62	5	4	3	4
63	4	5	5	4
64	4	5	4	5
65	4	5	5	4

66	5	4	4	5
67	5	4	5	3
68	5	5	4	4
69	4	5	5	4
70	4	5	5	4
71	5	4	4	5
72	5	4	5	5
73	5	3	5	4
74	5	5	4	5
75	5	4	3	5
76	4	4	5	5
77	4	4	4	4
78	5	4	4	5
79	4	4	4	5
80	4	5	4	4
81	4	5	5	4
82	4	4	5	5
83	4	5	4	4
84	4	4	5	5
85	5	4	4	4
86	4	4	5	4
87	4	4	5	3
88	4	4	5	5
89	5	4	4	4
90	4	5	4	3
91	3	4	4	5
92	4	4	5	5
93	4	4	5	5
94	4	5	4	4
95	5	5	4	4
96	3	5	4	4
97	4	4	5	5
98	3	4	5	3
99	4	4	5	5
100	4	5	4	4
101	4	4	5	5
102	5	4	5	5
103	4	4	5	5
104	4	4	5	5
105	5	5	5	4
106	4	4	5	5
107	5	4	4	5

108	5	4	5	4
109	5	4	4	5
110	4	4	5	5
111	3	4	4	5
112	5	4	5	3
113	5	4	5	4
114	5	4	4	5
115	5	5	4	5
116	3	4	4	4
117	5	4	5	4
118	4	5	4	4
119	4	5	5	4
120	5	4	4	5
121	3	3	3	3
122	5	4	4	4
123	4	4	4	5
124	4	4	5	5
125	5	4	5	4
126	4	5	5	4
127	5	5	4	5
128	4	4	5	5
129	5	4	4	5
130	4	5	4	5
131	3	4	4	4
132	3	4	4	3
133	3	3	3	3

Appendix A: RESEARCH INSTRUMENT (Continued)

(QUESTIONNAIRE) Respondents Answer on the Dependent Variable

Purchase Intention

No	PI 1	PI 2	PI 3	PI 4
1	4	3	4	3
2	4	4	3	4
3	4	4	5	3
4	5	5	5	4
5	5	5	4	5
6	1	1	1	1
7	5	5	4	4
8	5	5	4	5
9	5	5	3	4
10	4	3	4	4
11	4	4	4	4
12	5	4	3	4
13	5	4	5	4
14	5	5	4	4
15	4	5	4	4
16	5	4	4	4
17	4	5	5	5
18	5	5	5	4
19	4	4	4	4
20	4	5	5	5
21	5	4	5	4
22	4	4	3	3
23	5	5	4	4
24	5	4	5	5
25	4	4	3	3
26	4	5	5	5
27	3	3	3	3
28	4	5	5	4
29	4	5	4	4
30	4	5	4	5
31	5	5	4	5
32	5	4	4	4
33	4	4	3	4
34	4	4	3	4
35	5	4	5	4

36	4	3	3	3
37	4	4	4	3
38	4	5	5	4
39	4	3	4	4
40	5	5	5	5
41	5	4	5	4
42	3	4	4	3
43	5	4	4	3
44	5	5	4	4
45	5	4	5	4
46	5	4	5	4
47	5	4	4	5
48	5	4	5	5
49	4	5	5	4
50	4	5	5	4
51	5	5	4	5
52	4	4	4	5
53	5	4	5	4
54	4	4	4	5
55	5	4	4	5
56	4	4	4	5
57	4	3	4	4
58	4	4	3	4
59	5	4	4	5
60	5	5	4	5
61	5	4	5	4
62	5	4	5	3
63	4	5	4	4
64	5	4	5	4
65	4	4	5	5
66	5	5	4	5
67	4	5	4	5
68	5	5	5	4
69	5	4	5	4
70	5	4	4	4
71	5	5	4	4
72	4	3	5	4
73	5	5	4	5
74	5	5	4	4
75	5	4	5	4
76	4	5	5	5
77	5	5	4	4

78	5	5	4	5
79	5	5	4	4
80	5	5	4	5
81	5	5	4	4
82	4	5	5	4
83	5	5	5	4
84	4	4	5	5
85	4	4	5	4
86	5	4	4	4
87	5	4	4	5
88	4	4	5	3
89	5	4	4	5
90	5	4	4	3
91	4	4	4	3
92	5	5	4	4
93	4	4	5	5
94	4	5	4	4
95	4	4	4	5
96	5	4	4	5
97	5	5	4	4
98	4	4	4	3
99	4	4	5	5
100	5	4	4	4
101	4	5	5	4
102	5	4	4	5
103	5	5	4	5
104	4	4	5	5
105	4	5	5	5
106	5	4	4	5
107	4	5	5	4
108	5	4	5	4
109	5	4	4	5
110	5	4	4	5
111	4	5	5	4
112	5	4	4	5
113	5	4	5	4
114	4	4	5	4
115	5	5	4	4
116	5	4	4	4
117	4	4	5	5
118	4	5	4	4
119	5	5	5	5

120	5	4	4	5
121	4	4	3	4
122	4	5	4	4
123	5	5	4	4
124	4	5	5	4
125	5	4	4	5
126	5	5	4	4
127	4	4	5	5
128	5	5	4	4
129	4	5	5	4
130	4	5	5	5
131	4	4	4	4
132	5	4	4	5
133	3	3	3	3

APPENDIX B: DATA CALCULATIONS AND DISPLAYS
RELIABILITY TEST

1. Brand Awareness

Case Processing Summary

		N	%
Cases	Valid	133	100.0
	Excluded ^a	0	.0
	Total	133	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.682	3

2. Brand Association

Case Processing Summary

		N	%
Cases	Valid	133	100.0
	Excluded ^a	0	.0
	Total	133	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.890	9

3. Perceived Quality

Case Processing Summary

		N	%
Cases	Valid	133	100.0
	Excluded ^a	0	.0
	Total	133	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.856	7

4. Brand Loyalty

Case Processing Summary

		N	%
Cases	Valid	133	100.0
	Excluded ^a	0	.0
	Total	133	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.728	4

5. Purchase Intention

Case Processing Summary

		N	%
Cases	Valid	133	100.0
	Excluded ^a	0	.0
	Total	133	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.629	4

APPENDIX B: DATA CALCULATIONS AND DISPLAYS (Continued)
VALIDITY TEST

1. Brand Awareness

Correlations

		BA1	BA2	BA3	AVG_B A
BA1	Pearson Correlation	1	.283**	.363**	.528**
	Sig. (2-tailed)		.001	.000	.000
	N	133	133	133	133
BA2	Pearson Correlation	.283**	1	.328**	.682**
	Sig. (2-tailed)	.001		.000	.000
	N	133	133	133	133
BA3	Pearson Correlation	.363**	.328**	1	.641**
	Sig. (2-tailed)	.000	.000		.000
	N	133	133	133	133
AVG_B A	Pearson Correlation	.528**	.682**	.641**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	133	133	133	133

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

1. Brand Association

Correlations

		BA S1	BA S2	BA S3	BA S4	BA S5	BA S6	BA S7	BA S8	BA S9	AVG_B AS
BAS1	Pearson Correlation	1	.569**	.444**	.534**	.457**	.596**	.578**	.433**	.353**	.412**
	Sig. (2- tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	133	133	133	133	133	133	133	133	133	133
BAS2	Pearson Correlation	.569**	1	.487**	.495**	.522**	.551**	.572**	.401**	.446**	.443**
	Sig. (2- tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	133	133	133	133	133	133	133	133	133	133
BAS3	Pearson Correlation	.444**	.487**	1	.418**	.510**	.486**	.438**	.558**	.424**	.484**
	Sig. (2- tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	133	133	133	133	133	133	133	133	133	133
BAS4	Pearson Correlation	.534**	.495**	.418**	1	.458**	.510**	.509**	.454**	.475**	.299**
	Sig. (2- tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	133	133	133	133	133	133	133	133	133	133
BAS5	Pearson Correlation	.457**	.522**	.510**	.458**	1	.490**	.485**	.555**	.344**	.467**
	Sig. (2- tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	133	133	133	133	133	133	133	133	133	133
BAS6	Pearson Correlation	.596**	.551**	.486**	.510**	.490**	1	.544**	.551**	.385**	.544**

	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	133	133	133	133	133	133	133	133	133	133
BAS7	Pearson Correlation	.578**	.572**	.438**	.509**	.485**	.544**	1	.480**	.311**	.389**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	133	133	133	133	133	133	133	133	133	133
BAS8	Pearson Correlation	.433**	.401**	.558**	.454**	.555**	.551**	.480**	1	.243**	.482**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.005	.000
	N	133	133	133	133	133	133	133	133	133	133
BAS9	Pearson Correlation	.353**	.446**	.424**	.475**	.344**	.385**	.311**	.243**	1	.301**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.005		.000
	N	133	133	133	133	133	133	133	133	133	133
AVG_BAS	Pearson Correlation	.412**	.443**	.484**	.299**	.467**	.544**	.389**	.482**	.301**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	133	133	133	133	133	133	133	133	133	133

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

3. Perceived Quality

Correlations

		PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	AVG_P Q
PQ1	Pearson Correlation	1	.469*	.528*	.406*	.469*	.447*	.437*	.278**
	Sig. (2- tailed)		.000	.000	.000	.000	.000	.000	.001
	N	133	133	133	133	133	133	133	133
PQ2	Pearson Correlation	.469*	1	.524*	.376*	.386*	.448*	.391*	.253**
	Sig. (2- tailed)	.000		.000	.000	.000	.000	.000	.003
	N	133	133	133	133	133	133	133	133
PQ3	Pearson Correlation	.528*	.524*	1	.442*	.446*	.474*	.499*	.270**
	Sig. (2- tailed)	.000	.000		.000	.000	.000	.000	.002
	N	133	133	133	133	133	133	133	133
PQ4	Pearson Correlation	.406*	.376*	.442*	1	.526*	.543*	.457*	.391**
	Sig. (2- tailed)	.000	.000	.000		.000	.000	.000	.000
	N	133	133	133	133	133	133	133	133
PQ5	Pearson Correlation	.469*	.386*	.446*	.526*	1	.487*	.451*	.356**
	Sig. (2- tailed)	.000	.000	.000	.000		.000	.000	.000
	N	133	133	133	133	133	133	133	133
PQ6	Pearson Correlation	.447*	.448*	.474*	.543*	.487*	1	.464*	.358**

	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	133	133	133	133	133	133	133	133
PQ7	Pearson Correlation	.437*	.391*	.499*	.457*	.451*	.464*	1	.425**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	133	133	133	133	133	133	133	133
AVG_PQ	Pearson Correlation	.278*	.253*	.270*	.391*	.356*	.358*	.425*	1
	Sig. (2-tailed)	.001	.003	.002	.000	.000	.000	.000	
	N	133	133	133	133	133	133	133	133

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

4. Brand Loyalty

Correlations

		BL1	BL2	BL3	BL4	AVG_B L
BL1	Pearson Correlation	1	.373**	.381**	.398**	.644**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	133	133	133	133	133
BL2	Pearson Correlation	.373**	1	.465**	.341**	.581**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	133	133	133	133	133
BL3	Pearson Correlation	.381**	.465**	1	.459**	.680**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	133	133	133	133	133
BL4	Pearson Correlation	.398**	.341**	.459**	1	.652**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	133	133	133	133	133
AVG_B L	Pearson Correlation	.644**	.581**	.680**	.652**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	133	133	133	133	133

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

5. Purchase Intention

Correlations

		PI1	PI2	PI3	PI4	AVG_PI
PI1	Pearson Correlation	1	.492**	.380**	.502**	.424**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	133	133	133	133	133
PI2	Pearson Correlation	.492**	1	.444**	.477**	.513**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	133	133	133	133	133
PI3	Pearson Correlation	.380**	.444**	1	.413**	.464**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	133	133	133	133	133
PI4	Pearson Correlation	.502**	.477**	.413**	1	.560**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	133	133	133	133	133
AVG_P I	Pearson Correlation	.424**	.513**	.464**	.560**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	133	133	133	133	133

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

APPENDIX B: DATA CALCULATIONS AND DISPLAYS (Continued)
CLASSICAL ASSUMPTION TEST

1. Normality Test

Descriptive Statistics

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Unstandardized Residual	133	-.332	.209	.236	.416
Valid N (listwise)	133				

2. Multicollinearity Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.716	.516		1.387	.168		
AVG_BA	.008	.065	.010	.130	.897	.690	1.449
AVG_BAS	.134	.108	.096	1.238	.218	.668	1.498
AVG_PQ	.230	.108	.145	2.133	.035	.872	1.146
AVG_BL	.465	.058	.589	8.064	.000	.759	1.317

a. Dependent Variable: AVG_PI

3. Heteroscedasticity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.182	.502		.363	.717
	AVG_BA	-.042	.062	-.065	-.683	.496
	AVG_BA S	.088	.128	.074	.684	.495
	AVG_PQ	.042	.073	.053	.583	.561
	AVG_BL	-.009	.079	-.012	-.111	.912

a. Dependent Variable: AbsUt

APPENDIX B: DATA CALCULATIONS AND DISPLAYS (Continued)
MULTIPLE REGRESSION TEST

1. Adjusted R²

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.694 ^a	.481	.465	.27584

a. Predictors: (Constant), AVG_BL, AVG_BAS, AVG_PQ, AVG_BA

b. Dependent Variable: AVG_PI

2. F-Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.027	4	2.257	29.661	.000 ^b
	Residual	9.739	128	.076		
	Total	18.766	132			

a. Dependent Variable: AVG_PI

b. Predictors: (Constant), AVG_BL, AVG_BAS, AVG_PQ, AVG_BA

3. T-Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.716	.516		1.387	.168		
AVG_BA	.008	.065	.010	.130	.897	.690	1.449
AVG_BAS	.134	.108	.096	1.238	.218	.668	1.498
AVG_PQ	.230	.108	.145	2.133	.035	.872	1.146
AVG_BL	.465	.058	.589	8.064	.000	.759	1.317

a. Dependent Variable: AVG_PI

APPENDIX C: RESEARCH SCHEDULE

Items	Progress	Aug-18		Sep-18				Oct-18				Nov-18				Dec-18	
		W4	W5	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	
Topic	Consultation																
	Approval																
Chapter 1	Creation & Submission																
	Revision																
	Approval																
Chapter 2	Creation & Submission																
	Revision																
	Approval																
Chapter 3	Creation & Submission																
	Revision																
	Approval																
Piloting	Piloting Process																
	Approval																
Chapter 4	Creation & Submission																
	Revision																
	Approval																
Chapter 5	Creation & Submission																
	Revision																
	Approval																
Final Report	Submission																