

Lampiran 1. Ringkasan Penelitian Terdahulu

Tabel 2. Ringkasan Penelitian Terdahulu

No	Nama Peneliti	Judul Penelitian	Hasil Penelitian
1	(González-Mansilla et al., 2019)	The Impact of Value Co-Creation on Hotel Brand Equity and Customer Satisfaction	<ul style="list-style-type: none"> ✓ Partisipasi pelanggan dalam proses <i>Value Co-creation</i> secara positif mempengaruhi persepsi nilai pelanggan. ✓ Persepsi nilai pelanggan secara positif terkait dengan kepuasan pelanggan. ✓ Untuk meningkatkan persepsi pelanggan dari proses <i>Value Co-creation</i> diperlukan informasi yang jelas, dapat diakses, dan dapat dipahami pelanggan, sehingga meminimalisir resiko yang mungkin timbul dalam proses <i>Value Co-creation</i>.
2	(Xie et al., 2020)	Human Value Co-Creation Behavior in Tourism: Insight from an Australian Whale Watching Experience	<ul style="list-style-type: none"> ✓ Partisipasi dalam <i>Value Co-creation</i> memiliki pengaruh yang lebih signifikan terhadap persepsi nilai dibandingkan kepuasan yang diperoleh selama proses <i>Value Co-creation</i> berlangsung. ✓ Untuk meningkatkan persepsi nilai yang dirasakan dan kepuasan pada tahap selanjutnya diperlukan interaksi tidak hanya dengan lingkungan fisik tetapi juga interaksi antar individu dalam pengalaman yang sama.
3	(Griseemann & Stokburger-Sauer, 2012)	Customer Co-Creation of Travel Services: The Role of Company Support and Customer Satisfaction with The Co-Creation Performance	<ul style="list-style-type: none"> ✓ Proses <i>Co-creation</i> secara positif mempengaruhi kepuasan pelanggan terhadap perusahaan dan meningkatkan loyalitas pelanggan.

Tabel 2. Ringkasan Penelitian Terdahulu (Lanjutan)

No	Nama Peneliti	Judul Penelitian	Hasil Penelitian
4	(Chiu et al., 2019)	Customer Value Co-Creation Behaviour in Fitness Centres: How Does it Influence Customers' Value, Satisfaction, and Repatronage Intention?	<ul style="list-style-type: none"> ✓ <i>Value Co-creation</i>, memiliki pengaruh positif terhadap persepsi nilai dan kepuasan pelanggan, yang pada akhirnya secara positif mengarah pada niat patronase. ✓ Persepsi nilai pelanggan memiliki pengaruh positif terhadap kepuasan pelanggan. ✓ Meskipun pengaruh langsung <i>Value Co-creation</i> terhadap niat patronase tidak ditemukan, pengaruh tidak langsung dari <i>Value Co-creation</i> dengan mediasi persepsi nilai dan kepuasan pada niat patronase berhasil terungkap.
5	(Opata et al., 2019)	The Impact of Value Co-Creation on Satisfaction and Loyalty: The Moderating Effect of Price Fairness (Empirical Study Of Automobile Customers in Ghana)	<ul style="list-style-type: none"> ✓ <i>Value Co-creation</i> secara signifikan dan positif mempengaruhi kepuasan pelanggan. ✓ Keterlibatan pelanggan yang tinggi dalam <i>Value Co-creation</i> berpengaruh besar pada kepuasan pelanggan, begitu juga sebaliknya
6	(Navarro et al., 2016)	Exploring The Relationship between Co-Creation and Satisfaction Using QCA	<ul style="list-style-type: none"> ✓ Variabel <i>Value Co-creation</i> secara konkrit mempengaruhi kepuasan pelanggan. ✓ Perilaku pelanggan adalah salah satu komponen kunci dalam <i>Value Co-creation</i>.
7	(Yang et al., 2017)	The Importance of Customer Participation for High-Contact Services: Evidence from a Real Estate Agency	<ul style="list-style-type: none"> ✓ Partisipasi pelanggan secara langsung dan positif mempengaruhi kepuasan pelanggan. ✓ Komunikasi yang efektif antara perusahaan dan pelanggan adalah pendorong penting dalam proses <i>Value Co-creation</i>.

Tabel 2. Ringkasan Penelitian Terdahulu (Lanjutan)

No	Nama Peneliti	Judul Penelitian	Hasil Penelitian
8	(Kim et al., 2019)	Customer Perceptions of Innovativeness: an Accelerator for Value Co-Creation	<ul style="list-style-type: none"> ✓ <i>Value Co-creation</i> merupakan anteseden dari kepuasan pelanggan dan loyalitas pelanggan. ✓ Persepsi pelanggan terhadap konsep inovasi merupakan prediktor utama dan akselerator dari <i>Value Co-creation</i>.
9	(Cretu & Brodie, 2007)	The Influence of Brand Image and Company Reputation where Manufacturers Market to Small Firms: A Customer Value Perspective.	<ul style="list-style-type: none"> ✓ Citra merek memiliki pengaruh yang positif dan spesifik pada persepsi nilai pelanggan tentang kualitas produk dan layanan.
10	(Huang et al., 2019)	A Study on The Effect of Brand Image on Perceived Value and Repurchase Intention in Ecotourism Industry	<ul style="list-style-type: none"> ✓ Citra merek memiliki pengaruh positif yang signifikan terhadap persepsi nilai pelanggan. ✓ Persepsi nilai pelanggan memiliki pengaruh terhadap niat pembelian kembali. ✓ Citra merek memiliki korelasi positif dengan niat pembelian kembali.
11	(Lien et al., 2015)	Online Hotel Booking: The Effects of Brand Image, Price, Trust and Value on Purchase Intentions	<ul style="list-style-type: none"> ✓ Citra merek secara positif mempengaruhi persepsi nilai pelanggan dan niat pembelian kembali. ✓ Persepsi nilai pelanggan memiliki signifikansi berupa efek positif pada niat pembelian. ✓ Citra merek, persepsi harga, dan persepsi nilai pelanggan adalah tiga faktor penentu penting yang secara langsung mempengaruhi niat pembelian.

Tabel 2. Ringkasan Penelitian Terdahulu (Lanjutan)

No	Nama Peneliti	Judul Penelitian	Hasil Penelitian
12	(Ryu et al., 2012)	The Influence of The Quality of The Physical Environment, Food, and Service on Restaurant Image, Customer Perceived Value, Customer Satisfaction, and Behavioral Intentions.	<ul style="list-style-type: none"> ✓ Citra merek merupakan anteseden yang signifikan dari Persepsi nilai pelanggan. ✓ Persepsi nilai pelanggan secara signifikan menentukan kepuasan pelanggan. ✓ Kepuasan pelanggan adalah prediktor yang signifikan terhadap niat perilaku.
13	(Lai et al., 2009)	How Quality, Value, Image, and Satisfaction Create Loyalty at A Chinese Telecom.	<ul style="list-style-type: none"> ✓ Kualitas layanan secara langsung mempengaruhi persepsi nilai pelanggan. ✓ Citra merek mempengaruhi persepsi nilai pelanggan. ✓ Persepsi nilai dan citra merek mempengaruhi kepuasan pelanggan.
14	(Song et al., 2019)	Effect of Image, Satisfaction, Trust, Love, and Respect on Loyalty Formation for Name-Brand Coffee Shops.	<ul style="list-style-type: none"> ✓ Citra merek secara positif mempengaruhi kepuasan pelanggan. ✓ Pengelolaan citra merek, termasuk lingkungan eksternal dan persepsi internal dapat meningkatkan kepuasan pelanggan.
15	(Rahi et al., 2020)	Factors Propelling The Adoption of Internet Banking: The Role of E-Customer Service, Website Design, Brand Image and Customer Satisfaction.	<ul style="list-style-type: none"> ✓ Citra merek memiliki pengaruh positif terhadap kepuasan pelanggan. ✓ Citra merek, layanan elektronik, desain website, dan kepuasan pelanggan merupakan faktor spesifik yang mempengaruhi niat pelanggan untuk mengadopsi produk
16	(Mohammed & Rashid, 2018)	A Conceptual Model of Corporate Social Responsibility Dimensions, Brand Image, and Customer Satisfaction in Malaysian Hotel Industry.	<ul style="list-style-type: none"> ✓ Citra merek menjadi mediator dalam hubungan antara dimensi <i>Corporate Social Responsibility</i> (CSR) dan kepuasan pelanggan

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No	Nama Peneliti	Judul Penelitian	Hasil Penelitian
17	(Martenson, 2007)	Corporate Brand Image, Satisfaction and Store Loyalty: A Study of The Store as A Brand, Store Brands and Manufacturer Brands	✓ Toko merupakan bagian dari citra merek dimana lingkungan toko yang menyenangkan dan menarik memiliki pengaruh positif terhadap kepuasan pelanggan.
18	(Li & Shang, 2020)	Service Quality, Perceived Value, and Citizens' Continuous-Use Intention Regarding E-Government: Empirical Evidence from China	✓ Kualitas layanan elektronik berdampak positif terhadap persepsi nilai melalui dimensi efisiensi, demokrasi dan inklusivitas.
19	(Jiang et al., 2016)	Customer Perceived Value and Loyalty: How do Key Service Quality Dimensions Matter in The Context of B2C e-Commerce?	✓ 5 Dimensi pada kualitas layanan elektronik yaitu kepedulian, keandalan, portofolio produk, kemudahan penggunaan, dan keamanan memiliki dampak yang signifikan dan positif pada persepsi nilai pelanggan yang pada akhirnya akan meningkatkan loyalitas pelanggan.
20	(Tsao et al., 2016)	Intensifying Online Loyalty! The Power of Website Quality and The Perceived Value of Consumer/Seller Relationship.	<p>✓ Kualitas sistem dan kualitas layanan elektronik berpengaruh positif dan signifikan terhadap persepsi nilai pelanggan.</p> <p>✓ Persepsi nilai pelanggan memiliki pengaruh positif terhadap loyalitas pelanggan <i>online</i>.</p>
21	(Chen & Dubinsky, 2003)	A Conceptual Model of Perceived Customer Value in E-Commerce: A Preliminary Investigation	✓ 3 atribut dari kualitas layanan elektronik yaitu kemudahan dalam penggunaan situs, informasi yang tepat, dan layanan pelanggan, yang secara signifikan berdampak pada persepsi nilai pelanggan.

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No	Nama Peneliti	Judul Penelitian	Hasil Penelitian
22	(Kuo et al., 2009)	The Relationships among Service Quality, Perceived Value, Customer Satisfaction, and Post-Purchase Intention in Mobile Value-Added Services.	<ul style="list-style-type: none"> ✓ Kualitas layanan berpengaruh positif terhadap persepsi nilai pelanggan dan kepuasan pelanggan. ✓ Persepsi nilai berpengaruh positif terhadap kepuasan pelanggan dan niat pasca pembelian. ✓ Kepuasan pelanggan memiliki pengaruh positif terhadap niat pasca pembelian.
23	(Bauer et al., 2006)	eTransQual: A transaction process-based approach for capturing service quality in online shopping	<ul style="list-style-type: none"> ✓ Kualitas Layanan Elektronik melalui dimensi fungsionalitas, proses, keandalan, kenikmatan, dan daya tanggap menunjukkan dampak yang positif dan signifikan pada persepsi nilai dan kepuasan pelanggan.
24	(Vos et al., 2014)	Electronic Service Quality in Online Shopping and Risk Reduction Strategies.	<ul style="list-style-type: none"> ✓ 3 dimensi kualitas layanan elektronik yaitu kemudahan penggunaan, kustomisasi dan jaminan, <i>e-scape</i> serta <i>responsiveness</i>, memiliki pengaruh positif yang signifikan terhadap loyalitas dan kepuasan pelanggan <i>online</i>.
25	(Rita et al., 2019)	The Impact of E-Service Quality and Customer Satisfaction on Customer Behavior in Online Shopping.	<ul style="list-style-type: none"> ✓ Kualitas layanan elektronik secara keseluruhan dipengaruhi oleh desain situs, keamanan, dan pemenuhan. ✓ Kualitas layanan elektronik secara keseluruhan memiliki asosiasi positif dengan kepuasan pelanggan. ✓ Kepuasan pelanggan memiliki hubungan positif dengan niat pembelian kembali.
26	(Zarei et al., 2019)	The Effect of Internet Service Quality on Consumers' Purchase Behavior: The Role of Satisfaction, Attitude, and Purchase Intention	<ul style="list-style-type: none"> ✓ Kualitas layanan <i>online</i> secara signifikan berpengaruh terhadap kepuasan pelanggan. ✓ Kepuasan pelanggan mempengaruhi sikap terhadap pembelian yang mengarah pada perilaku pembelian <i>online</i>.

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No	Nama Peneliti	Judul Penelitian	Hasil Penelitian
27	(Xiao, 2016)	Managing E-commerce Platform Quality and its Performance Implication: A Multiple-Group Structural Model Comparison	✓ Kualitas layanan elektronik dalam platform <i>e-commerce</i> melalui ketersediaan sistem dan terutama pemenuhan, mempengaruhi persepsi nilai dalam transaksi <i>online</i> dan kepuasan pelanggan.
28	(Gounaris et al., 2010)	An Examination of The Effects of Service Quality and Satisfaction on Customers' Behavioral Intentions in E-Shopping	✓ Kualitas layanan elektronik berpengaruh positif terhadap kepuasan elektronik. ✓ Kualitas layanan elektronik mempengaruhi secara tidak langsung (melalui kepuasan elektronik) maupun secara langsung terhadap niat perilaku pelanggan seperti mengunjungi kembali <i>online shop</i> , rekomendasi mulut ke mulut, dan pembelian berulang.
29	(Chang et al., 2009)	The Impact of E-Service Quality, Customer Satisfaction and Loyalty on E-Marketing: Moderating Effect of Perceived Value	✓ Kualitas layanan elektronik berpengaruh terhadap kepuasan pelanggan yang pada akhirnya menghasilkan loyalitas pelanggan. ✓ Persepsi nilai pelanggan terbukti mempengaruhi kepuasan pelanggan dan loyalitas pelanggan.
30	(Khan et al., 2019)	An Assessment of E-Service Quality, E-Satisfaction and E-Loyalty Case of Online Shopping in Pakistan.	✓ Kepuasan pelanggan <i>online</i> dan loyalitas pelanggan <i>online</i> secara signifikan dipengaruhi oleh kualitas layanan elektronik.
31	(Kusumawati et al., 2020)	The Role of Religiosity on Fashion Store Patronage Intention of Muslim Consumers in Indonesia.	✓ Religiusitas secara signifikan berpengaruh positif terhadap niat patronase. ✓ Persepsi nilai pelanggan secara positif mempengaruhi kepuasan pelanggan. ✓ Kepuasan pelanggan memberi pengaruh positif terhadap niat patronase

Tabel 2. Ringkasan Penelitian Terdahulu (Lanjutan)

No	Nama Peneliti	Judul Penelitian	Hasil Penelitian
32	(Essoo & Dibb, 2004)	Religious Influences on Shopping Behaviour: An Exploratory Study	✓ Religiusitas dapat dijadikan sebagai prediktor perilaku pelanggan yang mempengaruhi cara individu berbelanja.
33	(Rahman et al., 2018)	Customer's Patronage Decision towards Health Insurance Products: Mediation and Multi-group Moderation Analysis.	✓ Religiusitas memiliki pengaruh yang signifikan terhadap niat patronase pelanggan. Kepuasan pelanggan sebagai moderator dari hubungan yang signifikan antara kualitas layanan dan niat patronase.
34	(Jamal & Sharifuddin, 2015)	Perceived Value and Perceived Usefulness of Halal Labeling: The Role of Religion and Culture.	✓ Religiusitas memoderasi hubungan positif antara persepsi nilai pelanggan dan niat patronase.
35	(Cronin et al., 2000)	Assessing The Effects of Quality, Value, and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments	<ul style="list-style-type: none"> ✓ Persepsi nilai yang positif akan berpengaruh langsung terhadap kepuasan pelanggan. ✓ Kualitas layanan, persepsi nilai, dan kepuasan pelanggan terkait langsung dengan niat perilaku pembelian.
36	(Eggert & Ulaga, 2002)	Customer Perceived Value: A Substitute for Satisfaction in Business Markets?	<ul style="list-style-type: none"> ✓ Persepsi nilai pelanggan mengarah kepada kepuasan pelanggan, yang pada akhirnya secara positif mempengaruhi niat perilaku pembelian. ✓ Persepsi nilai pelanggan bertindak sebagai pelengkap dan bukan variabel pengganti untuk kepuasan pelanggan.
37	(Slack et al., 2020)	Impact of Perceived Value on The Satisfaction of Supermarket Customers: Developing Country Perspective	<ul style="list-style-type: none"> ✓ Persepsi nilai pelanggan memiliki pengaruh positif terhadap kepuasan pelanggan. ✓ Nilai fungsional (harga/nilai uang) memiliki pengaruh lebih positif terhadap kepuasan pelanggan dibandingkan nilai sosial. Semetara nilai emosional dan nilai fungsional (kinerja/kualitas) tidak berpengaruh signifikan terhadap kepuasan pelanggan.

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No	Nama Peneliti	Judul Penelitian	Hasil Penelitian
38	(El-Adly & Eid, 2016)	An Empirical Study of The Relationship Between Shopping Environment, Customer Perceived Value, Satisfaction, and Loyalty in The UAE Malls Context.	<ul style="list-style-type: none"> ✓ Persepsi nilai pelanggan memiliki efek positif yang signifikan terhadap kepuasan pelanggan dan loyalitas pelanggan.
39	(Chen & Tsai, 2008)	Perceived Value, Satisfaction, and Loyalty of TV Travel Product Shopping: Involvement as A Moderator	<ul style="list-style-type: none"> ✓ Semakin tinggi persepsi nilai pelanggan maka semakin tinggi tingkat kepuasan yang diperoleh. ✓ Kepuasan pelanggan menjadi variabel mediasi dalam hubungan antara persepsi nilai dan loyalitas pelanggan.
40	(Yang & Peterson, 2004)	Customer Perceived Value, Satisfaction, and Loyalty: The Role of Switching Costs	<ul style="list-style-type: none"> ✓ Kepuasan pelanggan secara positif dipengaruhi oleh persepsi nilai pelanggan. ✓ Dengan menawarkan nilai produk atau layanan yang tinggi serta meningkatkan kepuasan pelanggan, maka loyalitas pelanggan akan didapatkan.
41	(Hsin Chang & Wang, 2011)	The Moderating Effect of Customer Perceived Value on Online Shopping Behaviour	<ul style="list-style-type: none"> ✓ Persepsi nilai pelanggan berpengaruh secara positif dan signifikan terhadap kepuasan pelanggan dan loyalitas dalam lingkungan belanja <i>online</i>. ✓ Dengan meningkatkan persepsi nilai baik melalui penambahan manfaat produk, maupun mengurangi pengorbanan pelanggan, dapat mencegah pelanggan beralih ke bisnis pesaing dan meningkatkan niat patronase pelanggan. ✓ Kualitas layanan elektronik secara positif berpengaruh terhadap persepsi nilai pelanggan, kepuasan pelanggan dan loyalitas.

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42	(Mathur & Gupta, 2019)	The Impact of Dining Atmospherics and Perceived Food Quality on Customers' Re-Patronage Intention in Fast Casual Restaurants	✓ Persepsi nilai pelanggan secara positif mempengaruhi niat patronase pelanggan.
43	(Rahman et al., 2016)	The Effects of Mall Personality and Fashion Orientation on Shopping Value and Mall Patronage Intension	✓ Persepsi nilai pelanggan memiliki pengaruh paling kuat terhadap niat patronase pelanggan.
44	(Nair, 2018)	Analyzing The Relationship between Store Attributes, Satisfaction, Patronage-Intention and Lifestyle in Food and Grocery Store Choice Behavior.	✓ Kepuasan pelanggan adalah mediator dalam hubungan antara atribut toko dan niat patronase.
45	(Deb et al., 2020)	CRM, Skepticism and Patronage Intention—The Mediating and Moderating Role of Satisfaction and Religiosity	✓ Kepuasan keseluruhan pelanggan secara positif mempengaruhi niat patronase.
46	(Hu et al., 2019)	Evolving Customer Expectations of Hospitality Services: Differences in Attribute Effects on Satisfaction and Re-Patronage	✓ Kepuasan keseluruhan pelanggan diidentifikasi sebagai faktor penentu penting untuk niat patronase.

Lampiran 2. Detail Definisi Operasional Variabel

Tabel 3. Definisi Operasional Variabel

No	Original	Translate	Operasionalisasi
VCC	<i>Value Co-Creation</i> (Yi & Gong, 2013)		
	<i>Information Seeking</i>		
1	<i>I have asked others for information on what this service offers.</i>	Saya telah meminta informasi kepada orang lain tentang apa yang ditawarkan layanan ini.	Saya meminta informasi kepada penjual mengenai produk yang sedang ditawarkan (model, ukuran, bahan, dan harga).
2	<i>I have searched for information on where this service is located.</i>	Saya telah mencari informasi di mana layanan ini berada.	Saya mencari informasi di mana lokasi agen merek ini berada.
3	<i>I have paid attention to how others behave to use this service well.</i>	Saya telah memperhatikan bagaimana orang lain berperilaku untuk menggunakan layanan ini dengan baik.	Saya mencari informasi bagaimana cara menggunakan produk yang benar dengan memperhatikan video produk maupun katalog produk.
	<i>Information Sharing</i>		
4	<i>I clearly explained what I wanted the employee to do.</i>	Saya dengan jelas menjelaskan apa yang saya ingin karyawan lakukan.	Saya menjelaskan kepada penjual apa yang saya inginkan dari merek ini (harapan saya terhadap merek ini).
5	<i>I gave the employee proper information.</i>	Saya memberikan informasi yang benar kepada karyawan.	Saya memberikan informasi yang benar kepada penjual.
6	<i>I provided necessary information so that the employee could perform his or her duties.</i>	Saya memberikan informasi yang diperlukan agar karyawan tersebut dapat menjalankan tugasnya.	Saya memberikan informasi yang diperlukan agar dapat berpartisipasi dalam penciptaan produk yang sesuai harapan saya.
7	<i>I answered all the employee's service-related questions.</i>	Saya menjawab semua pertanyaan terkait layanan karyawan.	Saya menjawab semua pertanyaan penjual terkait kualitas produk dari merek ini.

Tabel 3. Definisi Operasional Variabel (Lanjutan)

No	Original	Translate	Operasionalisasi
	<i>Responsible Behavior</i>		
8	<i>I performed all the tasks that are required.</i>	Saya melakukan semua tugas yang diperlukan.	Saya melakukan langkah-langkah yang diperlukan (berbagi informasi dengan penjual) agar dapat memperoleh produk sesuai yang saya inginkan.
9	<i>I adequately completed all the expected behaviors.</i>	Saya cukup menyelesaikan semua perilaku yang diharapkan.	Saya menyelesaikan semua perilaku yang diharapkan dari saya, baik mengikuti alur pemesanan maupun pemberian masukan dan saran.
10	<i>I fulfilled responsibilities to the business.</i>	Saya memenuhi tanggung jawab untuk bisnis.	Saya memenuhi tanggung jawab saya untuk kemajuan merek ini dengan memberikan kontribusi berupa pemberian informasi, ide maupun masukan.
11	<i>I followed the employee's directives or orders.</i>	Saya mengikuti arahan atau perintah karyawan.	Saya mengikuti petunjuk yang diberikan penjual terkait teknis penggunaan dan perawatan produk.
	<i>Feedback</i>		
12	<i>If I have a useful idea on how to improve service, I let the employee know.</i>	Jika saya memiliki ide berguna tentang cara meningkatkan layanan, saya memberi tahu karyawan.	Saya memberi tahu penjual jika saya memiliki ide berguna untuk meningkatkan kualitas produk.
13	<i>When I receive good service from the employee, I comment about it.</i>	Ketika saya menerima pelayanan yang baik dari karyawan tersebut, saya berkomentar tentang itu.	Saya memberi komentar tentang produk ketika saya menerima kualitas produk yang baik.
14	<i>When I experience a problem, I let the employee know about it.</i>	Saat saya mengalami masalah, saya memberi tahu karyawan tersebut.	Saya memberi tahu penjual di saat saya mengalami masalah dengan produk maupun layanan.

Tabel 3. Definisi Operasional Variabel (Lanjutan)

No	Original	Translate	Operasionalisasi
<i>Advocacy</i>			
15	<i>I said positive things about XYZ and the employee to others.</i>	Saya mengatakan hal-hal positif tentang XYZ dan karyawannya kepada orang lain.	Saya mengatakan hal-hal positif tentang merek ini kepada orang lain.
16	<i>I recommended XYZ and the employee to others.</i>	Saya merekomendasikan XYZ dan karyawannya kepada orang lain.	Saya merekomendasikan merek ini kepada orang lain.
17	<i>I encouraged friends and relatives to use XYZ.</i>	Saya mendorong teman dan kerabat untuk menggunakan XYZ.	Saya mendorong teman dan kerabat untuk menggunakan merek ini.
<i>Helping</i>			
18	<i>I assist other customers if they need my help.</i>	Saya membantu pelanggan lain jika mereka membutuhkan bantuan saya.	Saya membantu pelanggan lain jika mereka membutuhkan bantuan saya.
19	<i>I help other customers if they seem to have problems.</i>	Saya membantu pelanggan lain jika mereka tampaknya mengalami masalah.	Saya membantu pelanggan lain jika mereka terlihat mengalami masalah dengan merek ini.
20	<i>I teach other customers to use the service correctly.</i>	Saya mengajari pelanggan lain untuk menggunakan layanan dengan benar.	Saya mengajari pelanggan lain untuk menggunakan produk dengan benar.
21	<i>I give advice to other customers.</i>	Saya memberikan saran kepada pelanggan lain.	Saya memberikan saran kepada pelanggan lain.
<i>Tolerance</i>			
22	<i>If service is not delivered as expected, I would be willing to put up with it.</i>	Jika layanan tidak diberikan seperti yang diharapkan, saya akan bersedia menerimanya.	Saya bersedia menerima produk jika produk yang diberikan tidak sesuai yang diharapkan.
23	<i>If the employee makes a mistake during service delivery, I would be willing to be patient.</i>	Jika karyawan tersebut melakukan kesalahan saat memberikan layanan, saya akan bersedia bersabar.	Saya bersedia bersabar jika penjual melakukan kesalahan saat memberikan produk.
24	<i>If I have to wait longer than I normally expected to receive the service, I would be willing to adapt.</i>	Jika saya harus menunggu lebih lama dari yang saya harapkan untuk menerima layanan, saya akan bersedia beradaptasi.	Saya bersedia menunggu jika saya harus menerima produk lebih lama dari estimasi waktu yang saya harapkan.

Tabel 3. Definisi Operasional Variabel (Lanjutan)

No	Original	Translate	Operasionalisasi
BI	Citra Merek (<i>Brand Image</i>) (Ansary & Nik Hashim, 2018)		
1	<i>This brand has a high quality</i>	Merek ini memiliki kualitas yang tinggi.	Merek ini memiliki kualitas yang bagus.
2	<i>This brand has better characteristics than its competitors</i>	Merek ini memiliki karakteristik yang lebih baik dari kompetitornya	Merek ini memiliki karakteristik yang lebih baik dari saingannya (merek lain).
3	<i>This brand has a personality that distinguishes itself from competitors</i>	Merek ini memiliki kepribadian yang membedakan dirinya dengan pesaing	Merek ini memiliki kepribadian yang membedakan dirinya dengan pesaing (merek lain).
4	<i>This brand is a brand that does not disappoint its customers</i>	Merek ini merupakan merek yang tidak mengecewakan konsumennya	Merek ini merupakan merek yang tidak mengecewakan pelanggannya.
5	<i>This brand is one of the best brands in the sector</i>	Merek ini adalah salah satu merek terbaik di sektor ini	Merek ini adalah salah satu merek terbaik di kategori fashion muslim.
ESQ	Kualitas Layanan Elektronik (<i>E-Service Quality</i>) (Rita et al., 2019)		
1	<i>Overall, my purchase experience with this online shop is excellent.</i>	Secara keseluruhan, pengalaman pembelian saya dengan toko online ini sangat baik.	Secara keseluruhan, pengalaman belanja saya di <i>online shop</i> ini sangat baik.
2	<i>The overall quality of the service provided by this online shop is excellent.</i>	Kualitas keseluruhan layanan yang diberikan oleh toko online ini sangat baik.	Kualitas layanan yang diberikan oleh <i>online shop</i> ini secara keseluruhan sangat baik.
3	<i>My overall feelings toward this online shop are very satisfied.</i>	Secara keseluruhan perasaan saya terhadap toko online ini sangat puas.	Secara keseluruhan perasaan saya terhadap <i>online shop</i> ini sangat puas.
Rel	Religiusitas (<i>Religiosity</i>) (Kusumawati et al., 2020)		
	<i>Religious Commitment</i>		
1	<i>The frequency level of reading books and magazines about religion.</i>	Tingkat frekuensi membaca buku dan majalah tentang agama.	Saya sering membaca atau melihat berita tentang agama baik melalui buku, majalah, televisi maupun media sosial.

Tabel 3. Definisi Operasional Variabel (Lanjutan)

No	Original	Translate	Operasionalisasi
2	<i>Financial contribution to the religious organization.</i>	Kontribusi keuangan untuk organisasi keagamaan.	Saya turut serta dalam memberikan kontribusi keuangan untuk kegiatan keagamaan seperti infaq dan sedekah.
3	<i>The activeness level of religious organization activities.</i>	Tingkat keaktifan kegiatan organisasi keagamaan.	Saya aktif berpartisipasi dalam kegiatan keagamaan.
4	<i>The frequency level of strengthening the faith.</i>	Tingkat frekuensi penguatan iman.	Saya berusaha untuk meningkatkan kadar keimanan saya.
<i>Experiential & Consequential</i>			
5	<i>Dissatisfaction in acts against faith.</i>	Ketidakpuasan dalam tindakan melawan iman.	Saya merasa sedih dan tidak puas jika melakukan tindakan yang bertentangan dengan keyakinan saya.
6	<i>Obligation to help others.</i>	Kewajiban untuk membantu orang lain.	Saya memiliki kewajiban untuk membantu orang lain.
7	<i>Obligation to respect the rights of others.</i>	Kewajiban untuk menghormati hak orang lain.	Saya memiliki kewajiban menghormati hak orang lain.
CPV	Persepsi Nilai Pelanggan (<i>Customer Perceived Value</i>) (Kusumawati et al., 2020)		
1	<i>Conformity between the Muslim fashion products price and Muslim fashion products quality.</i>	Kesesuaian antara harga produk busana muslim dan kualitas produk busana muslim.	Harga produk merek ini sudah sesuai dengan kualitasnya.
2	<i>Muslim fashion products benefits for self-image.</i>	Produk busana muslim bermanfaat untuk citra diri.	Saat menggunakan produk merek ini dapat meningkatkan citra dan status saya.
3	<i>The positive feeling when using the Muslim fashion products.</i>	Perasaan positif saat menggunakan produk busana muslim.	Saat menggunakan produk merek ini menimbulkan perasaan positif.
4	<i>Conformity between Muslim fashion products and the desired standard.</i>	Kesesuaian antara produk busana muslim dengan standar yang diinginkan.	Produk merek ini sudah sesuai dengan standar yang saya inginkan.

Tabel 3. Definisi Operasional Variabel (Lanjutan)

No	Original	Translate	Operasionalisasi
5	<i>Use of Muslim fashion products reflecting compliance to religion.</i>	Penggunaan produk busana muslim yang mencerminkan kepatuhan terhadap agama.	Dengan menggunakan produk merek ini mencerminkan kepatuhan terhadap agama.
6	<i>Benefits of Muslim fashion products for self-performance.</i>	Manfaat produk busana muslim untuk penampilan diri.	Produk merek ini bermanfaat untuk menunjang penampilan.
CS	Kepuasan Pelanggan (<i>Customer Satisfaction</i>) (Kusumawati et al., 2020)		
1	<i>The pleasure level of visiting the brand store.</i>	Tingkat kesenangan mengunjungi toko yang membawahi merek.	Saya senang mengunjungi <i>online shop</i> ini.
2	<i>The pleasure level of the existence of the brand store.</i>	Tingkat kesenangan dari keberadaan toko yang membawahi suatu merek.	Saya senang dengan keberadaan <i>online shop</i> ini.
3	<i>The preference level to the brand store compared with other brand stores.</i>	Tingkat preferensi toko yang membawahi suatu merek dibandingkan dengan toko merek lain.	Saya lebih memilih <i>online shop</i> ini dibandingkan dengan <i>online shop</i> busana muslim lain.
4	<i>The customer satisfaction level of experiencing the brand store products.</i>	Tingkat kepuasan pelanggan ketika mencoba produk dari toko yang membawahi suatu merek.	Saya merasa puas ketika mencoba produk dari <i>online shop</i> ini.
PI	Niat Patronase (<i>Patronage Intention</i>) (Kusumawati et al., 2020)		
1	<i>Willingness to visit the brand store in the future.</i>	Kesediaan untuk mengunjungi toko yang membawahi suatu merek di masa depan.	Saya bersedia mengunjungi kembali <i>online shop</i> ini.
2	<i>Willingness to buy items in the brand store in the future.</i>	Kesediaan untuk membeli barang di toko yang membawahi suatu merek di masa mendatang.	Saya bersedia untuk membeli kembali produk di <i>online shop</i> ini.
3	<i>Willingness to shop more in the brand store in the future.</i>	Kesediaan untuk berbelanja lebih banyak di toko yang membawahi suatu merek di masa mendatang.	Saya bersedia untuk berbelanja lebih banyak lagi di <i>online shop</i> ini pada pembelian berikutnya

Tabel 3. Definisi Operasional Variabel (Lanjutan)

No	Original	Translate	Operasionalisasi
4	<i>Willingness to recommend the brand store.</i>	Kesediaan untuk merekomendasikan toko yang membawahi suatu merek.	Saya bersedia merekomendasikan <i>online shop</i> ini.
5	<i>Possibility of the brand store to be the first choice.</i>	Kemungkinan toko yang membawahi suatu merek menjadi pilihan pertama.	Saya akan mempertimbangkan <i>online shop</i> ini menjadi pilihan pertama dalam berbelanja busana muslim.
6	<i>The frequency level of shopping in the next few years.</i>	Tingkat frekuensi belanja dalam beberapa tahun ke depan.	Saya akan sering berbelanja di <i>online shop</i> untuk kedepannya.

Lampiran 3. Alat Ukur/Kuesioner Penelitian

Kuesioner Niat Patronase di Online Shop Fashion Muslim

Ibu/Bapak/Sdr.Yth.
Dengan Hormat,

Kuesioner penelitian ini ditujukan untuk mengetahui pengaruh dari *Value Co-creation*, Citra Merek, Kualitas Layanan Elektronik, dan Religiusitas dalam mempengaruhi Niat Patronase dengan mediasi Persepsi Nilai Pelanggan dan Kepuasan Pelanggan.

Niat Patronase yang dimaksud adalah keinginan pelanggan untuk kembali berbelanja di online shop yang sama. Responden dari penelitian ini adalah pelanggan merek Mamanda/Shafeeya/RH/Michan/Falova yang tersebar di seluruh Indonesia.

Sehubungan dengan hal tersebut, mohon bantuan dari Bapak/Ibu/Sdr untuk berkenan meluangkan waktu sejenak untuk mengisi Kuesioner yang saya sampaikan ini, dengan penilaian secara objektif. Data yang diisikan akan dijaga kerahasiaannya dan digunakan semata-mata untuk kepentingan penelitian/studi ilmiah saya. Atas perhatian dan kesediaannya untuk mengisi kuesiner ini disampaikan terima kasih.

Salam,
Dora Olivia

*** Wajib**

Data Diri Anda

Nama/ Inisial *

Jenis Kelamin *

Perempuan
Laki – laki

Usia *

18 - 26 tahun
27 - 35 tahun
36 - 44 tahun
45 - 53 tahun
> 54 tahun

Status Anda *

Menikah
Belum Menikah

Tempat tinggal Anda saat ini *

- Jawa
- Sumatera
- Kalimantan
- Sulawesi
- Papua
- Yang lain:

Pekerjaan Anda *

- Pelajar
- Mahasiswa
- Karyawan Swasta
- Pegawai Negeri
- Wiraswasta
- Ibu Rumah Tangga
- Yang lain:

Pendidikan terakhir Anda *

- SD
- SMP
- SMA/SMK
- Diploma
- S1
- S2/S3

Rata - rata pengeluaran Anda selama sebulan untuk belanja pakaian *

- IDR 100,000–IDR 500,000
- >IDR 500,000–IDR 1,000,000
- >IDR 1,000,000–IDR 1,500,000
- >IDR 1,500,000–IDR 2,000,000
- >IDR 2,000,000

Merek Busana Muslim Favorit yang Sering Anda Beli *

- Mamanda
- Shafeeya
- RH
- Michan
- Falova

Frekuensi Pembelian Merek Favorit tersebut dalam kurun waktu 6 Bulan *

- 1x
- 2x
- 3x
- 4x
- > 4x

Petunjuk Pengisian Bagian Berikutnya:

Pengisian bagian berikutnya berdasarkan Merek favorit yang Anda sebutkan sebelumnya, dengan petunjuk pengisian sebagai berikut:

- 1. STS : Sangat Tidak Setuju
- 2. TS : Tidak Setuju
- 3. N : Antara Setuju dan Tidak Setuju
- 4. S : Setuju
- 5. SS : Sangat Setuju

Value Co-Creation

- 1. **Saya meminta informasi kepada penjual mengenai produk yang sedang ditawarkan (model, ukuran, bahan, dan harga). ***

STS 1 2 3 4 5 SS

- 2. **Saya mencari informasi dimana lokasi agen merek ini berada. ***

STS 1 2 3 4 5 SS

- 3. **Saya mencari informasi bagaimana cara menggunakan produk yang benar dengan memperhatikan video produk maupun katalog produk. ***

STS 1 2 3 4 5 SS

- 4. **Saya menjelaskan kepada penjual apa yang saya inginkan dari merek ini (harapan saya terhadap merek ini). ***

STS 1 2 3 4 5 SS

- 5. **Saya memberikan informasi yang benar kepada penjual. ***

STS 1 2 3 4 5 SS

- 6. **Saya memberikan informasi yang diperlukan agar dapat berpartisipasi dalam penciptaan produk yang sesuai harapan saya. ***

STS 1 2 3 4 5 SS

- 7. **Saya menjawab semua pertanyaan penjual terkait kualitas produk dari merek ini. ***

STS 1 2 3 4 5 SS

8. **Saya melakukan langkah-langkah yang diperlukan (berbagi informasi dengan penjual) agar dapat memperoleh produk sesuai yang saya inginkan. ***

STS 1 2 3 4 5 SS

9. **Saya menyelesaikan semua perilaku yang diharapkan dari saya, baik mengikuti alur pemesanan maupun pemberian masukan dan saran. ***

STS 1 2 3 4 5 SS

10. **Saya memenuhi tanggung jawab saya untuk kemajuan merek ini dengan memberikan kontribusi berupa pemberian informasi, ide maupun masukan. ***

STS 1 2 3 4 5 SS

11. **Saya mengikuti petunjuk yang diberikan penjual terkait teknis penggunaan dan perawatan produk. ***

STS 1 2 3 4 5 SS

12. **Saya memberi tahu penjual jika saya memiliki ide berguna untuk meningkatkan kualitas produk. ***

STS 1 2 3 4 5 SS

13. **Saya memberi komentar tentang produk ketika saya menerima kualitas produk yang baik. ***

STS 1 2 3 4 5 SS

14. **Saya memberi tahu penjual di saat saya mengalami masalah dengan produk maupun layanan. ***

STS 1 2 3 4 5 SS

15. **Saya mengatakan hal-hal positif tentang merek ini kepada orang lain ***

STS 1 2 3 4 5 SS

16. **Saya merekomendasikan merek ini kepada orang lain ***

STS 1 2 3 4 5 SS

17. Saya mendorong teman dan kerabat untuk menggunakan merek ini *

STS 1 2 3 4 5 SS

18. Saya membantu pelanggan lain jika mereka membutuhkan bantuan saya *

STS 1 2 3 4 5 SS

19. Saya membantu pelanggan lain jika mereka terlihat mengalami masalah dengan merek ini *

STS 1 2 3 4 5 SS

20. Saya mengajari pelanggan lain untuk menggunakan produk dengan benar *

STS 1 2 3 4 5 SS

21. Saya memberikan saran kepada pelanggan lain *

STS 1 2 3 4 5 SS

22. Saya bersedia menerima produk jika produk yang diberikan tidak sesuai yang diharapkan. *

STS 1 2 3 4 5 SS

23. Saya bersedia bersabar jika penjual melakukan kesalahan saat memberikan produk. *

STS 1 2 3 4 5 SS

24. Saya bersedia menunggu jika saya harus menerima produk lebih lama dari estimasi waktu yang saya harapkan. *

STS 1 2 3 4 5 SS

Citra Merek (Brand Image)

25. Merek ini memiliki kualitas yang bagus. *

STS 1 2 3 4 5 SS

26. Merek ini memiliki karakteristik yang lebih baik dari saingannya (merek lain) *

STS 1 2 3 4 5 SS

27. Merek ini memiliki kepribadian yang membedakan dirinya dengan pesaing (merek lain). *

STS 1 2 3 4 5 SS

28. Merek ini merupakan merek yang tidak mengecewakan pelanggannya. *

STS 1 2 3 4 5 SS

29. Merek ini adalah salah satu merek terbaik di kategori fashion muslim. *

STS 1 2 3 4 5 SS

Kualitas Layanan Elektronik (E-Service Quality)

30. Secara keseluruhan, pengalaman belanja saya di online shop ini sangat baik. *

STS 1 2 3 4 5 SS

31. Kualitas layanan yang diberikan oleh online shop ini secara keseluruhan sangat baik. *

STS 1 2 3 4 5 SS

32. Secara keseluruhan perasaan saya terhadap online shop ini sangat puas. *

STS 1 2 3 4 5 SS

Religiusitas (Religiosity)

33. Saya sering membaca atau melihat berita tentang agama baik melalui buku, majalah, televisi maupun media sosial. *

STS 1 2 3 4 5 SS

34. Saya turut serta dalam memberikan kontribusi keuangan untuk kegiatan keagamaan seperti infaq dan sedekah. *

STS 1 2 3 4 5 SS

35. **Saya aktif berpartisipasi dalam kegiatan keagamaan. ***

STS 1 2 3 4 5 SS

36. **Saya berusaha untuk meningkatkan kadar keimanan saya. ***

STS 1 2 3 4 5 SS

37. **Saya merasa sedih dan tidak puas jika melakukan tindakan yang bertentangan dengan keyakinan saya. ***

STS 1 2 3 4 5 SS

38. **Saya memiliki kewajiban untuk membantu orang lain. ***

STS 1 2 3 4 5 SS

39. **Saya memiliki kewajiban untuk menghormati hak orang lain. ***

STS 1 2 3 4 5 SS

Persepsi Nilai Pelanggan (Customer Perceived Value)

40. **Harga produk merek ini sudah sesuai dengan kualitasnya. ***

STS 1 2 3 4 5 SS

41. **Saat menggunakan produk merek ini dapat meningkatkan citra dan status saya. ***

STS 1 2 3 4 5 SS

42. **Saat menggunakan produk merek ini menimbulkan perasaan positif ***

STS 1 2 3 4 5 SS

43. **Produk merek ini sudah sesuai dengan standar yang saya inginkan ***

STS 1 2 3 4 5 SS

44. **Dengan menggunakan produk merek ini mencerminkan kepatuhan terhadap agama ***

STS 1 2 3 4 5 SS

45. Produk merek ini bermanfaat untuk menunjang penampilan *

STS 1 2 3 4 5 SS

Kepuasan Pelanggan (Customer Satisfaction)

46. Saya senang mengunjungi online shop ini *

STS 1 2 3 4 5 SS

47. Saya senang dengan keberadaan online shop ini *

STS 1 2 3 4 5 SS

48. Saya lebih memilih online shop ini dibandingkan dengan online shop busana muslim lain. *

STS 1 2 3 4 5 SS

49. Saya merasa puas ketika mencoba produk dari online shop ini. *

STS 1 2 3 4 5 SS

Niat Patronase (Patronage Intention)

50. Saya bersedia mengunjungi kembali online shop ini. *

STS 1 2 3 4 5 SS

51. Saya bersedia untuk membeli kembali produk di online shop ini. *

STS 1 2 3 4 5 SS

52. Saya bersedia untuk berbelanja lebih banyak lagi di online shop ini pada pembelian berikutnya *

STS 1 2 3 4 5 SS

53. Saya bersedia merekomendasikan online shop ini *

STS 1 2 3 4 5 SS

54. Saya akan mempertimbangkan online shop ini menjadi pilihan pertama dalam berbelanja busana muslim *

STS 1 2 3 4 5 SS
 ○ ○ ○ ○ ○

55. Saya akan sering berbelanja di online shop ini untuk kedepannya. *

STS 1 2 3 4 5 SS
 ○ ○ ○ ○ ○

Lampiran 4. Data Isian Responden

Tabel 4. Data Isian Responden

No Resp	Value Co-Creation																										
	Info Seeking				Info Sharing				Responsible Behavior				Feedback				Advocacy				Helping				Tolerance		
	VCC1	VCC2	VCC3	VCC4	VCC5	VCC6	VCC7	VCC8	VCC9	VCC10	VCC11	VCC12	VCC13	VCC14	VCC15	VCC16	VCC17	VCC18	VCC19	VCC20	VCC21	VCC22	VCC23	VCC24			
1	5	5	4	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	4	5	5			
2	5	3	4	4	5	4	4	5	4	4	5	4	4	5	4	4	3	4	4	3	4	3	3	4			
3	4	5	3	4	5	5	3	4	5	3	3	4	5	4	3	3	3	2	2	2	2	2	3	3			
4	3	5	2	5	4	3	5	3	4	4	3	3	3	5	4	3	3	4	3	2	3	2	3	4			
5	5	4	4	5	5	5	5	5	5	5	5	4	5	4	4	4	4	3	3	3	3	2	2	2			
6	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	3	4	4			
7	4	5	5	4	4	4	4	4	4	4	4	3	3	3	4	4	4	5	4	4	4	3	3	3			
8	5	5	4	4	5	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4			
9	4	3	4	5	5	5	4	5	5	5	4	4	4	4	4	4	4	4	3	3	3	3	4	4			
10	5	5	3	4	4	4	4	4	4	4	4	5	5	5	5	5	5	4	3	3	3	3	5	4			
11	4	5	3	5	5	5	4	4	3	5	4	4	5	4	5	5	5	5	5	4	3	4	5	5			
12	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4			
13	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	3	4	4			
14	5	4	5	5	4	5	4	4	5	4	4	4	5	4	5	4	4	3	4	4	4	3	3	3			
15	5	5	5	5	5	5	4	4	4	4	4	5	5	5	5	5	5	5	4	4	4	5	5	5			
16	5	5	4	4	4	5	4	5	5	4	5	4	4	5	5	4	4	4	4	4	4	3	4	3			
17	5	5	4	4	3	4	4	5	4	5	4	4	4	4	4	5	5	5	4	5	3	3	4	4			
18	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	4			
19	4	4	4	4	4	5	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	3	4	4			
20	4	4	4	4	5	5	4	5	5	5	4	4	4	5	5	5	5	5	4	4	4	4	4	4			
21	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	4	4			
22	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3			
23	4	4	5	4	5	5	5	5	4	5	5	5	5	4	5	5	5	4	4	4	4	5	4	4			
24	4	4	4	4	4	4	4	4	5	5	4	4	5	4	5	5	5	5	4	4	4	4	4	4			
25	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4			

Tabel 4. Data Isian Responden (Lanjutan)

No Resp	Citra Merek Islami					Kualitas Layanan			Religiusitas							Persepsi Nilai Pelanggan						Kepuasan Pelanggan						Niat Patronase					
	Religious Commitment		Experiential		ESQ1	ESQ2	ESQ3	Rel1	Rel2	Rel3	Rel4	Rel5	Rel6	Rel7	CPV1	CPV2	CPV3	CPV4	CPV5	CPV6	CS1	CS2	CS3	CS4	PI1	PI2	PI3	PI4	PI5	PI6			
	BI1	BI2	BI3	BI4				BI5	Rel1	Rel2	Rel3	Rel4	Rel5	Rel6	Rel7	CPV1	CPV2	CPV3	CPV4	CPV5	CPV6	CS1	CS2	CS3	CS4	PI1	PI2	PI3	PI4	PI5	PI6		
1	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5			
2	4	4	4	4	5	4	4	4	3	5	5	5	5	5	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	3	4		
3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	5	5	4	4	5	4	4	4	4	4	4		
4	4	3	4	3	3	4	4	3	4	3	5	4	3	4	4	4	4	3	5	4	4	4	4	3	4	4	4	3	4	3	3		
5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
6	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
7	4	4	4	4	4	4	4	4	4	4	4	4	5	5	4	3	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4		
8	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
9	4	4	4	4	4	4	4	5	4	5	4	5	4	5	4	4	4	5	4	4	4	4	4	4	4	4	4	3	4	4	4		
10	5	5	4	4	4	4	4	4	4	4	5	5	5	5	4	4	4	3	5	5	5	5	4	4	4	4	4	4	4	4	4		
11	5	5	5	5	5	4	4	5	4	4	4	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
12	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
13	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
14	4	4	4	4	3	3	4	4	4	5	4	4	5	1	4	5	4	5	5	5	5	5	4	4	4	4	4	4	4	3	4		
15	5	5	5	5	5	4	4	5	4	5	4	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
16	5	5	5	5	4	4	4	4	4	5	4	5	4	5	4	5	5	5	4	4	5	5	4	5	5	4	4	4	4	5	5		
17	5	4	4	4	4	4	4	4	4	3	5	5	3	5	5	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5		
18	4	4	4	4	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
19	5	4	4	4	4	4	4	4	3	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
20	4	4	4	4	4	4	4	4	4	5	4	5	5	5	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5		
21	5	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4		
22	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	3		
23	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	5	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4		
24	5	5	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4		
25	4	4	4	4	4	4	4	5	5	4	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		

Tabel 4. Data Isian Responden (Lanjutan)

No Resp	Value Co-Creation																										
	Info Seeking				Info Sharing				Responsible Behavior				Feedback				Advocacy				Helping				Tolerance		
	VCC1	VCC2	VCC3	VCC4	VCC5	VCC6	VCC7	VCC8	VCC9	VCC10	VCC11	VCC12	VCC13	VCC14	VCC15	VCC16	VCC17	VCC18	VCC19	VCC20	VCC21	VCC22	VCC23	VCC24			
26	5	4	5	5	5	5	5	5	4	5	5	5	5	4	5	5	5	4	4	4	3	4	4				
27	4	4	4	4	4	4	4	4	5	4	4	5	5	5	4	4	4	4	4	4	4	4	4				
28	4	4	4	4	4	4	4	4	4	4	4	5	4	4	5	5	5	4	4	4	4	4	4				
29	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	4	5	5	5				
30	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4				
31	5	5	3	5	5	5	5	5	5	5	4	4	4	4	5	5	5	5	4	3	3	3	4				
32	5	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4				
33	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	3	4	1	5				
34	5	5	4	4	4	4	4	4	4	4	4	5	5	5	5	5	4	4	4	4	4	1	4				
35	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3				
36	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	4	5	4	4	4	1	3				
37	5	5	4	3	5	5	5	5	5	5	4	4	4	5	4	5	3	5	3	4	5	3	4				
38	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	3				
39	5	5	5	5	5	5	5	5	4	5	5	4	5	5	4	5	5	5	5	5	4	3	4				
40	5	5	5	4	5	5	5	5	4	5	4	5	5	5	5	5	5	5	4	4	4	4	3				
41	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4				
42	4	5	5	4	5	5	5	5	5	4	4	4	4	5	5	5	4	4	4	4	4	2	4				
43	5	4	4	5	5	5	5	5	4	4	5	5	5	5	5	5	5	5	5	5	5	1	4				
44	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4				
45	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	5	5	5	4	4	4				
46	5	4	4	3	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	3	4	4	4				
47	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4				
48	5	5	4	4	5	5	5	4	4	4	4	5	5	5	5	5	5	5	5	4	4	4	4				
49	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	5	5	4	5	5	5				
50	5	5	4	3	4	4	4	3	4	4	5	5	5	5	5	5	5	5	4	5	4	2	4				
51	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3				
52	5	5	5	5	5	4	4	4	4	4	4	5	5	5	5	5	5	5	4	4	4	4	5				
53	5	5	5	5	5	4	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5				
54	5	5	5	5	5	5	4	5	5	4	4	5	5	5	4	5	4	3	3	4	3	3	4				
55	5	4	5	4	5	4	4	4	5	4	4	4	4	5	5	4	4	4	4	4	4	4	5				

Tabel 4. Data Isian Responden (Lanjutan)

No Resp	Citra Merek Islami					Kualitas Layanan			Religiusitas			Persepsi Nilai Pelanggan						Kepuasan Pelanggan						Niat Patronase					
	Religious Commitment		Experiential		Rel1	Rel2	Rel3	Rel4	Rel5	Rel6	Rel7	CPV1	CPV2	CPV3	CPV4	CPV5	CPV6	CS1	CS2	CS3	CS4	PI1	PI2	PI3	PI4	PI5	PI6		
	BI1	BI2	BI3	BI4																								BI5	ESO1
26	5	5	5	5	5	4	5	5	5	5	5	4	4	4	4	4	4	5	5	4	5	5	5	5	5	5	5		
27	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
28	4	4	4	5	4	4	4	5	5	5	5	4	4	4	4	5	5	4	4	4	4	5	4	4	4	4	4		
29	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
30	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
31	5	4	4	5	3	4	4	4	4	4	5	5	5	4	4	5	5	5	5	4	5	5	5	5	5	4	5		
32	5	4	4	4	4	4	4	4	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
33	5	4	4	5	5	5	5	5	5	4	5	5	5	4	5	5	5	5	5	5	5	5	5	5	4	5	5		
34	5	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
35	4	4	4	4	4	4	4	4	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
36	5	4	4	5	5	5	5	5	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
37	5	3	5	5	5	5	4	4	5	5	5	5	5	5	4	5	5	4	4	4	4	4	4	4	4	4	4		
38	5	5	5	5	5	4	5	5	5	5	5	5	5	4	5	3	5	5	5	5	5	5	5	5	4	4	5		
39	5	5	5	5	4	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
40	5	5	5	5	4	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
41	4	4	4	4	3	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
42	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4		
43	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	5	5	5	5	5	5	5	5	4	5	5		
44	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
45	4	4	5	5	5	5	5	5	4	4	5	4	4	4	4	4	4	5	5	5	5	4	4	4	4	4	4		
46	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4		
47	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
48	5	5	5	5	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
49	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
50	5	5	5	5	5	5	5	5	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4		
51	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
52	5	5	5	5	5	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	5		
53	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
54	5	5	5	5	5	5	5	5	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
55	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	3	4	5	5	3	4	4		

Tabel 4. Data Isian Responden (Lanjutan)

No Resp	Value Co-Creation																										
	Info Seeking				Info Sharing				Responsible Behavior				Feedback				Advocacy				Helping				Tolerance		
VCC1	VCC2	VCC3	VCC4	VCC5	VCC6	VCC7	VCC8	VCC9	VCC10	VCC11	VCC12	VCC13	VCC14	VCC15	VCC16	VCC17	VCC18	VCC19	VCC20	VCC21	VCC22	VCC23	VCC24				
56	4	3	4	3	5	3	3	4	2	4	2	3	4	4	4	4	3	2	3	2	3	2	3	4			
57	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4		
58	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
59	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
60	4	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
61	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	4	4		
62	5	5	4	3	5	4	4	4	3	2	3	3	5	4	4	5	4	4	4	4	4	4	4	4	4		
63	5	1	1	3	1	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	4	4	3	3		
64	5	4	4	5	4	5	4	4	4	4	5	5	5	5	5	5	5	4	4	3	4	4	3	4	4		
65	4	4	4	5	5	5	5	5	5	5	4	5	4	5	4	4	5	4	5	4	5	3	4	5	4		
66	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
67	5	5	5	4	3	5	5	5	3	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
68	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	4	4	4	4	4	4	4		
69	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
70	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
71	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
72	5	3	3	3	4	3	4	4	4	4	4	3	5	3	3	3	3	2	2	2	2	2	2	3	3		
73	5	5	5	5	5	5	5	5	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
74	4	3	4	3	4	4	3	4	5	5	4	4	5	4	4	4	4	4	3	3	4	4	4	4	4		
75	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
76	4	4	4	4	4	4	5	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4		
77	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
78	5	5	3	3	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
79	5	4	5	4	5	4	4	4	4	4	5	5	4	5	5	5	4	4	4	4	4	4	4	4	4		
80	4	2	2	1	2	3	3	4	3	1	3	3	3	4	4	4	4	4	4	3	2	1	1	5	5		
81	4	4	4	4	5	4	4	4	4	5	3	5	5	4	4	4	3	3	4	4	4	4	4	4	4		
82	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
83	5	4	5	4	5	3	3	4	4	5	3	3	4	4	4	4	4	4	3	3	3	3	2	2	2		
84	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
85	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5		

Tabel 4. Data Isian Responden (Lanjutan)

No Resp	Citra Merek Islami					Kualitas Layanan			Religiusitas				Persepsi Nilai Pelanggan						Kepuasan Pelanggan						Niat Patronase									
						Religious Commitment			Experiential																									
	BI1	BI2	BI3	BI4	BI5	ESQ1	ESQ2	ESQ3	Rel1	Rel2	Rel3	Rel4	Rel5	Rel6	Rel7	CPV1	CPV2	CPV3	CPV4	CPV5	CPV6	CS1	CS2	CS3	CS4	PI1	PI2	PI3	PI4	PI5	PI6			
56	4	3	4	4	3	4	4	3	4	3	3	5	5	3	5	3	3	4	3	3	4	4	3	3	4	4	3	3	3	3	3			
57	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
58	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
59	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
60	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
61	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
62	5	4	4	3	4	4	4	4	4	4	4	5	5	5	5	4	4	4	4	4	4	5	5	5	5	4	4	4	4	4	4	4	4	
63	3	3	3	3	3	4	4	4	4	4	3	4	5	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
64	4	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
65	5	5	5	4	4	5	5	5	5	5	3	4	5	4	5	4	5	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	
66	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
67	5	4	5	4	5	5	5	5	5	5	3	4	5	5	5	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	
68	5	4	4	5	5	5	5	5	5	5	4	5	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
69	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
70	5	5	5	5	5	5	5	5	5	5	3	4	5	5	5	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
71	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
72	4	4	3	4	3	4	4	4	4	4	3	3	4	5	3	4	4	4	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4
73	5	5	5	5	5	5	5	5	5	5	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
74	4	3	4	4	5	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
75	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
76	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
77	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
78	5	5	5	5	5	5	5	5	5	5	3	4	3	4	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
79	5	5	4	4	4	4	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
80	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
81	4	3	4	4	4	4	4	4	4	4	3	2	4	5	5	5	3	4	3	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4
82	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
83	4	3	3	3	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
84	4	3	3	4	4	4	4	4	4	4	3	3	4	5	5	4	4	3	1	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4
85	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

Tabel 4. Data Isian Responden (Lanjutan)

No Resp	Value Co-Creation																						
	Info Seeking			Info Sharing			Responsible Behavior			Feedback			Advocacy			Helping			Tolerance				
	VCC1	VCC2	VCC3	VCC4	VCC5	VCC6	VCC7	VCC8	VCC9	VCC10	VCC11	VCC12	VCC13	VCC14	VCC15	VCC16	VCC17	VCC18	VCC19	VCC20	VCC21	VCC22	VCC23
86	4	3	4	4	4	4	4	4	4	3	3	4	4	4	4	4	3	3	3	3	2	4	4
87	4	4	5	4	5	5	5	5	5	5	4	5	4	5	5	5	5	5	5	5	5	5	5
88	5	5	4	3	5	3	5	4	5	3	4	4	4	4	4	4	4	4	3	2	2	2	3
89	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	3	4	3	4	4
90	5	5	4	4	4	4	4	4	4	3	4	4	5	4	4	4	3	3	3	3	3	1	2
91	5	4	3	4	5	5	5	5	5	5	4	4	4	4	5	5	5	5	4	4	5	2	1
92	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	3	3
93	4	3	3	3	4	2	2	2	4	3	4	3	4	4	4	4	3	2	2	2	2	3	3
94	5	5	5	5	5	5	5	5	5	4	4	5	4	5	4	5	4	5	5	5	5	5	4
95	5	4	4	5	5	4	5	5	5	4	3	4	4	4	4	4	4	4	4	5	3	2	4
96	5	4	4	3	4	4	4	4	4	3	4	4	4	4	3	4	4	3	3	3	3	2	3
97	5	4	5	5	5	5	5	4	4	3	2	4	3	4	5	4	4	4	2	3	2	2	4
98	5	4	4	4	5	4	4	5	4	5	4	4	4	4	4	4	4	4	4	4	4	3	4
99	5	4	4	4	5	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4
100	4	4	4	5	4	4	4	4	4	4	4	5	4	4	5	5	4	4	4	4	4	4	4
101	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4
102	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2	3
103	5	4	5	3	5	4	5	3	4	3	4	5	4	5	5	5	4	4	3	5	4	4	4
104	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
105	5	5	5	5	5	5	5	5	5	4	4	4	4	5	4	3	4	4	4	4	4	3	4
106	4	4	5	3	5	3	3	3	5	3	4	3	4	4	4	5	3	3	3	3	4	4	4
107	5	5	3	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4
108	4	4	4	4	4	4	4	4	2	2	2	2	4	4	3	3	3	3	2	2	2	3	2
109	5	5	5	5	5	5	4	5	5	4	4	4	4	4	4	5	5	5	4	4	4	4	4
110	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3
111	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	3	3	3	4	4	4	4
112	5	4	4	4	4	4	4	5	4	5	4	4	5	4	4	4	4	4	4	4	4	4	4
113	4	2	3	3	4	3	3	4	4	4	3	4	5	4	4	4	3	3	2	3	3	3	3
114	5	3	4	5	5	5	5	5	5	5	4	5	4	4	4	4	4	3	3	5	4	4	4
115	5	5	4	4	5	4	4	4	4	5	4	4	4	4	5	5	5	5	4	4	4	3	4

Tabel 4. Data Isian Responden (Lanjutan)

No Resp	Citra Merek Islami					Kualitas Layanan					Religiusitas							Persepsi Nilai Pelanggan						Kepuasan Pelanggan						Niat Patronase									
						Religious Commitment					Experiential																												
	BI1	BI2	BI3	BI4	BI5	ESQ1	ESQ2	ESQ3	Rel1	Rel2	Rel3	Rel4	Rel5	Rel6	Rel7	CPV1	CPV2	CPV3	CPV4	CPV5	CPV6	CS1	CS2	CS3	CS4	PI1	PI2	PI3	PI4	PI5	PI6								
86	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
87	5	5	5	5	5	5	5	5	4	3	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
88	5	5	4	4	5	4	4	5	4	4	3	4	5	5	5	5	5	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
89	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
90	3	3	3	3	3	4	3	2	4	3	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
91	5	4	5	5	4	5	5	5	4	3	5	4	5	5	5	5	5	5	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
92	5	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
93	4	4	4	4	4	4	4	4	4	2	4	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
94	4	5	4	5	5	4	5	5	4	5	4	5	4	5	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
95	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
96	5	5	5	4	4	4	4	4	3	1	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
97	5	5	5	5	3	5	5	5	4	3	2	5	5	5	5	5	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
98	4	4	4	4	4	4	4	4	4	3	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
99	4	4	4	4	4	4	4	5	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
100	5	5	5	5	5	4	4	5	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
101	4	4	4	4	4	4	4	4	4	3	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
102	4	4	4	4	4	4	4	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
103	5	5	5	5	5	5	5	5	4	4	3	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
104	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
105	4	4	4	4	4	4	4	4	4	4	3	4	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
106	5	4	4	4	5	5	5	5	4	3	3	4	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
107	5	5	5	5	4	5	4	3	5	4	4	4	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
108	4	3	3	3	2	3	3	3	2	2	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
109	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
110	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
111	4	4	5	4	4	4	4	4	4	4	3	4	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
112	5	5	5	5	5	5	5	5	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
113	4	4	4	4	4	4	4	4	4	3	2	3	4	5	3	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
114	4	4	4	4	3	3	4	4	4	3	3	4	5	4	5	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
115	5	4	4	4	4	4	5	4	5	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	

Tabel 4. Data Isian Responden (Lanjutan)

No Resp	Value Co-Creation																										
	Info Seeking				Info Sharing				Responsible Behavior				Feedback				Advocacy				Helping				Tolerance		
	VCC1	VCC2	VCC3	VCC4	VCC5	VCC6	VCC7	VCC8	VCC9	VCC10	VCC11	VCC12	VCC13	VCC14	VCC15	VCC16	VCC17	VCC18	VCC19	VCC20	VCC21	VCC22	VCC23	VCC24			
116	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4				
117	3	4	2	2	4	3	3	4	4	2	4	4	2	4	2	2	2	4	2	2	2	4	4				
118	4	2	2	4	4	2	3	4	4	2	3	2	4	4	3	3	3	2	2	2	2	3	4				
119	5	3	3	4	5	3	4	5	5	4	3	3	5	4	4	4	3	3	3	3	3	4	4				
120	4	5	4	3	5	3	3	3	4	3	3	4	4	5	4	4	3	3	3	2	2	2	3				
121	4	3	2	5	5	3	3	4	4	3	2	2	3	3	3	3	3	3	3	3	3	3	2				
122	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	1				
123	5	4	4	3	4	4	3	3	4	4	3	4	4	4	4	5	4	4	3	3	3	3	4				
124	5	4	4	4	5	4	4	4	5	4	4	4	4	4	4	5	5	5	3	4	4	2	3				
125	5	3	3	5	5	3	4	4	4	3	3	5	4	4	4	4	4	4	4	4	4	4	4				
126	5	5	5	4	5	5	5	5	5	4	3	4	4	5	4	4	3	4	4	3	3	3	3				
127	4	5	4	4	5	5	4	4	4	5	4	4	4	4	5	5	5	5	5	4	4	4	3				
128	5	5	5	3	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5				
129	5	4	5	5	5	5	5	5	5	4	4	4	4	5	4	4	4	4	4	4	4	3	3				
130	5	5	5	4	5	4	5	4	4	5	5	4	4	4	5	5	5	5	4	5	3	3	4				
131	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5				
132	5	5	4	3	5	3	4	4	5	4	5	4	4	4	4	5	4	4	4	4	4	3	3				
133	5	5	5	5	5	4	4	4	4	4	5	4	5	5	5	5	5	5	5	5	5	4	5				
134	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5				
135	4	4	5	5	5	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	3	4				
136	4	3	3	4	4	3	4	3	3	4	3	4	4	5	3	3	4	5	4	2	2	3	2				
137	3	5	2	3	5	4	4	2	5	2	4	2	3	4	4	4	3	2	2	2	2	3	3				
138	4	4	4	4	5	4	4	4	5	4	5	4	5	4	4	4	4	4	4	2	3	3	3				
139	5	4	5	4	5	5	4	5	5	5	4	5	4	5	5	5	5	5	5	5	5	5	5				
140	5	5	4	3	5	3	4	4	5	3	4	3	3	4	4	4	3	2	2	2	2	2	2				
141	5	4	4	4	4	2	3	4	3	2	4	2	2	4	3	2	2	3	3	2	2	2	2				
142	5	5	4	3	5	3	3	3	4	2	4	4	4	5	4	3	3	2	2	2	2	2	2				
143	4	3	3	4	5	4	3	3	3	2	3	3	3	2	4	2	4	4	4	5	3	4	3				
144	4	3	4	4	5	4	4	4	4	4	5	4	4	5	4	4	3	4	4	3	3	4	4				
145	4	5	3	4	4	4	4	4	4	3	4	3	3	3	3	3	3	3	3	3	3	3	2				

Tabel 4. Data Isian Responden (Lanjutan)

No Resp	Value Co-Creation																								
	Info Seeking			Info Sharing			Responsible Behavior			Feedback			Advocacy			Helping			Tolerance						
	VCC1	VCC2	VCC3	VCC4	VCC5	VCC6	VCC7	VCC8	VCC9	VCC10	VCC11	VCC12	VCC13	VCC14	VCC15	VCC16	VCC17	VCC18	VCC19	VCC20	VCC21	VCC22	VCC23	VCC24	
146	4	3	3	4	4	5	5	4	4	3	3	2	2	3	4	4	5	4	5	4	5	4	3	4	
147	5	5	3	4	5	4	3	3	4	3	3	3	4	5	4	3	3	2	2	2	2	2	2	2	
148	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	2	2	2	2	2	4	
149	3	3	2	3	4	3	4	3	2	3	3	4	4	3	4	3	4	4	3	2	3	2	4	3	
150	5	5	5	3	5	3	4	5	4	3	3	3	3	5	3	3	3	2	2	2	2	2	2	2	
151	4	4	4	4	4	4	5	5	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	3	
152	5	4	4	4	4	4	4	4	5	4	5	4	4	4	4	4	4	4	4	2	4	2	4	4	
153	4	5	3	2	4	3	3	4	5	3	4	4	4	5	4	3	2	2	2	2	2	1	2	2	
154	4	4	4	3	4	4	4	4	4	3	4	3	4	5	4	4	4	4	3	3	3	2	3	3	
155	4	4	4	3	4	3	4	4	4	3	5	3	4	4	4	4	4	4	3	3	3	3	3	4	
156	4	4	4	4	4	4	4	5	5	4	5	4	5	5	4	4	3	4	4	3	3	3	4	4	
157	4	4	5	4	4	4	4	5	5	4	5	4	5	5	4	4	4	4	4	2	3	4	4	4	
158	4	4	3	3	4	4	3	3	3	3	3	3	4	4	4	4	4	2	2	2	3	3	3	3	
159	5	5	3	3	5	5	5	5	5	5	5	3	5	5	5	5	3	3	3	3	3	3	5	5	
160	4	4	3	4	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	3	4	2	3	4
161	5	4	4	4	5	4	4	4	4	4	4	4	5	4	5	4	4	4	4	4	4	4	4	4	
162	5	4	4	5	5	4	4	4	4	4	5	4	5	5	4	4	4	4	4	3	3	2	4	4	
163	5	5	5	4	5	5	5	5	5	5	5	4	5	5	5	5	4	5	5	5	5	4	4	4	
164	4	4	4	4	4	4	4	4	4	4	3	3	4	5	4	4	4	4	4	4	4	4	4	4	
165	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
166	4	3	4	4	4	4	4	4	5	4	5	4	5	5	4	4	3	4	4	2	2	3	4	4	
167	4	4	4	4	5	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4	3	4	4	4	
168	4	2	5	2	5	3	5	4	5	3	4	3	3	5	5	4	3	3	3	2	2	2	5	5	
169	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	1	4	4	
170	5	4	5	4	4	4	4	4	4	4	5	4	5	5	4	4	4	4	4	2	4	2	3	3	
171	5	4	4	3	4	3	3	3	3	4	4	3	4	3	4	4	4	4	3	4	3	3	3	3	
172	4	2	2	3	4	3	3	4	5	3	3	3	4	4	3	3	3	4	2	2	3	4	4	4	
173	4	4	4	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
174	5	5	5	3	5	5	5	5	5	5	3	4	5	5	3	5	5	5	3	3	5	3	3	5	
175	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	

Tabel 4. Data Isian Responden (Lanjutan)

No Resp	Citra Merek Islami					Kualitas Layanan			Religiusitas							Persepsi Nilai Pelanggan						Keputusan Pelanggan						Niat Patronase					
	B11	B12	B13	B14	B15	ESO1	ESO2	ESO3	Rel1	Rel2	Rel3	Rel4	Rel5	Rel6	Rel7	CPV1	CPV2	CPV3	CPV4	CPV5	CPV6	CS1	CS2	CS3	CS4	PI1	PI2	PI3	PI4	PI5	PI6		
146	3	4	3	3	2	4	3	2	3	3	2	3	3	2	2	3	3	4	4	3	4	3	4	3	5	2	3	3	3	4	4	5	
147	5	3	3	5	4	5	5	5	4	4	4	4	4	5	5	4	4	4	3	4	5	4	4	4	4	5	4	5	4	5	4	4	4
148	4	5	4	4	4	4	4	4	4	2	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
149	4	3	4	3	4	4	3	3	4	4	4	3	4	3	4	4	3	4	3	3	3	4	3	4	3	4	3	4	3	4	4	4	3
150	5	4	4	4	4	5	5	5	5	5	4	5	5	4	5	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4
151	4	4	4	4	4	4	5	4	4	4	2	4	5	4	5	4	5	4	5	4	5	4	4	4	4	4	4	4	4	4	4	4	4
152	5	4	4	5	4	4	4	5	4	4	2	4	5	4	4	5	4	4	4	4	5	4	4	5	5	5	5	5	5	4	5	5	5
153	4	3	4	4	3	4	4	4	5	4	4	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	3
154	4	5	5	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	3	4	5	4
155	4	4	4	4	4	4	4	4	3	3	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
156	4	4	4	4	4	4	4	4	3	4	2	4	4	5	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4
157	5	4	4	5	5	5	5	5	4	3	3	5	5	4	5	4	5	5	4	5	5	5	5	5	5	5	5	5	5	5	4	4	4
158	3	3	2	3	3	3	3	3	3	2	2	3	3	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4
159	5	3	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5	3	5	5
160	3	3	3	3	3	4	4	4	3	4	3	3	4	5	5	4	4	4	3	4	4	4	4	4	4	4	3	3	3	3	3	3	3
161	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
162	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4
163	5	5	5	5	5	5	5	5	4	4	3	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
164	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
165	4	4	4	4	4	5	4	4	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
166	4	4	4	4	4	4	4	4	4	4	3	4	5	4	5	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
167	5	4	4	4	4	4	4	4	4	4	3	4	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
168	5	4	4	5	4	5	5	5	3	4	3	3	4	4	4	4	5	4	4	5	5	5	5	5	5	5	5	5	5	4	4	4	4
169	5	5	5	5	5	5	5	5	3	5	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
170	5	4	4	5	4	4	4	4	3	3	2	4	5	5	5	4	4	4	4	5	4	4	4	4	4	4	5	5	4	4	4	4	4
171	5	4	5	4	4	5	5	4	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4
172	4	3	3	4	4	5	4	5	5	4	4	4	5	4	5	4	4	4	4	4	3	5	4	4	4	5	5	5	3	5	5	5	
173	5	5	4	5	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
174	5	4	3	4	5	5	5	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	3	4	4
175	5	5	5	5	5	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4

Tabel 4. Data Isian Responden (Lanjutan)

No Resp	Info Seeking		Info Sharing			Responsible Behavior			Value Co-Creation				Helping		Tolerance									
	VCC1	VCC2	VCC3	VCC4	VCC5	VCC6	VCC7	VCC8	VCC9	VCC10	VCC11	VCC12	VCC13	VCC14	VCC15	VCC16	VCC17	VCC18	VCC19	VCC20	VCC21	VCC22	VCC23	VCC24
176	5	5	5	4	4	5	5	4	4	5	3	5	4	5	5	4	4	4	4	4	4	3	3	4
177	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5
178	5	5	5	5	5	5	5	5	5	4	5	5	5	5	4	4	4	4	4	3	4	2	4	4
179	5	4	4	5	4	4	5	5	3	4	3	4	4	4	4	4	4	4	4	3	3	1	2	1
180	5	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	4	4
181	4	4	4	4	4	4	4	4	5	3	3	4	3	3	5	4	4	4	3	3	3	2	4	4
182	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
183	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
184	5	5	5	2	2	2	5	2	5	2	5	5	5	5	5	5	5	5	2	2	5	5	5	5
185	5	5	5	4	5	5	5	5	5	5	4	5	5	5	5	5	5	5	4	4	4	3	5	3
186	5	4	3	3	5	5	5	5	5	4	4	4	4	3	3	3	3	3	2	2	3	4	4	4
187	5	5	4	5	5	4	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4
188	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
189	5	5	4	2	5	4	3	3	4	2	4	3	3	5	4	4	3	2	1	1	1	2	2	2
190	5	5	5	5	5	5	5	2	5	2	4	2	2	5	5	5	5	5	5	5	5	3	5	5
191	5	4	5	3	4	3	4	4	4	3	4	3	4	4	4	4	3	3	3	4	3	1	3	2
192	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	2	2	4	4	4
193	4	5	3	5	5	4	5	4	4	4	4	5	4	4	5	4	5	4	4	4	5	4	5	5
194	5	5	4	4	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	2	3	3
195	4	2	3	3	4	4	4	4	5	4	4	4	4	3	3	3	3	4	3	2	2	4	4	4
196	4	5	3	2	5	4	4	4	4	4	3	4	4	5	4	4	3	2	2	1	2	2	3	3
197	5	5	5	5	5	5	5	5	4	4	4	4	4	4	5	4	4	4	3	3	4	3	3	3
198	5	5	4	4	5	5	5	5	5	4	4	5	5	5	5	5	5	4	4	4	4	4	4	4
199	5	4	4	3	4	4	4	4	4	4	3	3	4	4	3	3	3	3	4	4	4	2	3	3
200	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	3	4	4
201	5	3	3	3	5	5	5	3	5	5	4	5	4	5	5	5	5	5	5	5	5	5	5	5
202	4	4	4	4	4	3	4	3	4	3	4	2	3	4	4	4	4	4	4	4	4	4	4	4
203	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
204	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
205	4	4	5	3	3	4	4	3	4	5	3	3	3	5	5	5	5	3	3	3	3	5	5	5

Tabel 4. Data Isian Responden (Lanjutan)

No Resp	Citra Merek Islami					Kualitas Layanan			Religiusitas							Persepsi Nilai Pelanggan							Kepuasan Pelanggan						Niat Patronase					
	BI1	BI2	BI3	BI4	BI5	ESQ1	ESQ2	ESQ3	Religious Commitment			Experiential				CPV1	CPV2	CPV3	CPV4	CPV5	CPV6	CS1	CS2	CS3	CS4	PI1	PI2	PI3	PI4	PI5	PI6			
									Rel1	Rel2	Rel3	Rel4	Rel5	Rel6	Rel7																			
176	4	4	4	4	4	5	5	5	4	3	3	4	4	4	5	4	4	4	4	4	4	4	4	5	4	4	5	5	3	4	4			
177	5	5	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
178	4	3	4	4	3	5	5	5	3	4	3	5	5	5	4	4	4	4	4	4	4	4	5	4	3	4	4	4	4	3	3	3		
179	4	4	4	4	4	4	4	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4		
180	4	4	4	4	4	4	4	4	4	4	3	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
181	4	4	4	4	4	4	4	4	5	3	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4		
182	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
183	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
184	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
185	5	4	4	4	4	5	5	5	4	5	3	4	5	5	5	4	4	4	4	4	4	4	5	5	3	5	5	5	5	5	4	4		
186	5	5	5	5	5	5	5	5	4	4	4	4	4	4	5	5	3	4	4	4	4	4	5	5	4	5	5	5	4	4	5	5		
187	5	5	5	5	5	5	5	5	4	4	3	4	4	4	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	5	5	5		
188	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	4	5	5	5	5	5	4	4		
189	5	4	4	4	4	5	5	5	4	4	4	5	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
190	5	5	5	5	5	5	4	4	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
191	4	3	4	4	4	4	4	4	4	3	2	4	4	4	5	4	4	4	4	4	4	4	4	4	4	3	4	4	3	3	4	4		
192	4	4	4	4	4	4	4	4	4	4	5	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
193	4	4	5	4	4	4	5	4	3	4	3	4	3	3	4	3	4	3	4	3	4	3	4	4	4	3	4	4	3	4	3	4		
194	5	4	4	5	4	5	5	5	4	3	3	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
195	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
196	4	4	4	5	4	5	5	5	4	4	5	4	5	5	5	4	4	4	4	4	4	4	5	4	4	4	4	4	4	3	4	4		
197	4	4	4	4	4	4	3	3	4	3	3	4	4	4	4	3	4	3	4	4	4	4	4	4	4	3	3	3	4	4	4	4		
198	5	5	5	5	5	5	5	5	5	5	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
199	4	4	3	3	4	4	4	4	3	3	3	5	5	5	4	4	3	4	3	4	5	4	4	4	3	3	4	3	4	4	3	4		
200	5	5	4	5	5	4	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5		
201	5	3	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
202	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	3	4	4		
203	5	5	5	5	5	5	5	5	5	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
204	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
205	4	4	4	4	5	5	5	5	4	4	4	4	4	4	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5		

Tabel 4. Data Isian Responden (Lanjutan)

No Resp	Info Seeking		Info Sharing			Responsible Behavior			Value Co-Creation				Helping		Tolerance									
	VCC1	VCC2	VCC3	VCC4	VCC5	VCC6	VCC7	VCC8	VCC9	VCC10	VCC11	VCC12	VCC13	VCC14	VCC15	VCC16	VCC17	VCC18	VCC19	VCC20	VCC21	VCC22	VCC23	VCC24
206	5	5	5	4	5	5	4	5	4	4	5	5	4	4	4	4	4	4	4	5	5	4	4	4
207	5	4	4	4	5	4	5	4	5	4	4	4	4	4	5	5	4	4	4	4	4	4	4	3
208	5	5	3	5	5	4	3	4	4	3	3	3	3	4	4	4	4	4	3	3	3	3	3	4
209	5	5	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	3	3	4	4	4	4
210	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	3	3	4	4	2	3
211	5	5	5	4	5	4	4	5	5	4	5	4	5	5	5	5	5	4	4	5	5	5	3	4
212	5	5	5	4	5	4	5	5	4	4	5	3	5	4	5	5	5	5	5	5	5	4	3	4
213	4	3	4	5	5	5	3	5	5	3	4	3	4	4	4	5	4	3	4	3	4	4	4	4
214	5	5	5	4	5	4	4	4	5	4	4	3	4	4	4	4	4	4	4	4	4	4	3	4
215	5	3	5	3	5	3	5	5	3	5	4	5	4	5	5	5	5	5	4	5	5	5	4	4
216	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5
217	5	5	4	5	4	4	5	5	5	5	4	4	4	4	4	5	5	5	5	4	4	4	4	4
218	4	5	4	4	4	5	4	4	5	4	4	3	4	4	4	4	4	4	4	4	4	3	4	3
219	5	5	5	4	5	4	4	4	4	4	5	3	5	5	5	5	5	3	4	5	5	1	1	3
220	5	5	5	4	5	4	4	5	5	4	5	4	5	5	5	5	5	4	4	5	5	3	4	4
221	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	4	4	5	3	5	5
222	5	5	5	5	5	4	4	4	5	5	4	4	4	4	5	5	5	5	4	4	4	4	4	4
223	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
224	4	3	3	4	5	4	5	4	5	4	4	3	4	5	5	5	4	4	4	4	4	3	3	4
225	5	3	3	5	5	5	5	5	4	5	4	5	4	5	5	5	5	5	4	4	4	4	4	3
226	5	5	4	4	4	5	4	4	5	4	5	4	4	5	4	4	4	4	4	4	4	4	4	4
227	5	5	5	5	5	5	5	5	3	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5
228	4	4	4	4	4	4	3	4	3	4	3	5	5	4	4	4	4	4	4	4	4	1	3	3
229	5	4	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	4	4	4	4	4	4
230	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
231	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
232	4	2	3	3	4	4	4	4	5	4	4	3	4	4	4	3	3	3	3	2	3	4	4	4
233	4	5	3	4	4	3	4	5	4	4	3	3	5	5	5	5	5	4	4	4	4	4	4	3
234	4	4	3	4	4	4	4	4	5	4	5	4	5	5	4	4	3	4	3	3	3	4	4	4
235	5	4	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	4	4	4

Tabel 4. Data Isian Responden (Lanjutan)

No Resp	Citra Merek Islami					Kualitas Layanan					Religiusitas							Persepsi Nilai Pelanggan							Kepuasan Pelanggan						Niat Patronase					
	BI1	BI2	BI3	BI4	BI5	ESQ1	ESQ2	ESQ3	Rel1	Rel2	Rel3	Rel4	Rel5	Rel6	Rel7	CPV1	CPV2	CPV3	CPV4	CPV5	CPV6	CS1	CS2	CS3	CS4	PI1	PI2	PI3	PI4	PI5	PI6					
206	4	4	4	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	5	4	4	4	5	4	5	4	5	4	4						
207	5	5	5	5	4	4	5	4	5	4	5	5	5	5	5	4	4	4	4	4	4	4	4	3	4	4	3	4	4	4						
208	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4						
209	5	4	4	5	5	4	4	4	4	4	4	4	5	3	5	4	4	4	4	5	4	4	4	4	4	4	4	4	4	3						
210	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	3	3	3	3						
211	5	5	5	5	5	5	5	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5						
212	5	5	5	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5						
213	5	4	3	3	4	4	4	5	4	5	4	4	4	4	5	4	5	4	5	5	4	4	4	5	3	4	3	4	5	4						
214	4	4	4	4	4	4	4	4	3	3	3	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4						
215	5	5	4	5	5	5	5	5	4	4	3	4	4	4	4	4	5	4	5	4	5	5	5	4	4	5	4	4	4	4						
216	5	5	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	3	4	4	3						
217	5	5	5	5	5	5	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5						
218	4	4	4	4	4	4	4	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	5	5	4						
219	5	3	3	5	5	5	5	5	3	3	3	4	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	3	5	5						
220	5	5	5	5	5	5	5	5	4	4	5	4	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5						
221	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5						
222	5	5	5	5	5	5	5	5	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	4	5	5	4	5	5	5						
223	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4						
224	4	4	4	5	5	5	5	5	4	4	4	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4						
225	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3						
226	5	5	5	4	5	4	4	4	4	4	3	4	5	5	5	5	5	4	4	4	4	4	4	4	4	4	3	4	4	3						
227	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5						
228	4	4	4	4	3	4	4	4	3	4	3	4	5	5	5	3	3	3	3	3	3	4	3	3	4	3	3	4	3	4						
229	5	5	4	4	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4						
230	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4						
231	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	3	5	5	5						
232	4	4	4	4	4	4	4	4	4	4	4	4	5	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4						
233	4	4	4	4	4	4	5	5	4	3	3	3	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5						
234	5	5	5	5	5	5	5	5	4	4	4	4	5	4	4	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5						
235	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4						

Tabel 4. Data Isian Responden (Lanjutan)

No Resp	Value Co-Creation																										
	Info Seeking				Info Sharing				Responsible Behavior				Feedback				Advocacy				Helping				Tolerance		
	VCC1	VCC2	VCC3	VCC4	VCC5	VCC6	VCC7	VCC8	VCC9	VCC10	VCC11	VCC12	VCC13	VCC14	VCC15	VCC16	VCC17	VCC18	VCC19	VCC20	VCC21	VCC22	VCC23	VCC24			
236	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	3	4	3			
237	5	5	5	3	5	4	5	5	5	4	4	3	4	4	5	5	4	4	4	3	3	4	5	5			
238	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	2	4	4	4	4	2	2	2			
239	5	4	4	3	5	5	5	5	5	5	5	2	3	5	4	5	4	5	3	4	3	3	5	5			
240	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4			
241	5	5	4	3	4	4	4	4	5	4	4	4	4	4	5	5	5	4	4	4	4	4	4	4			
242	5	5	3	3	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	1	3	1			
243	5	5	5	5	5	5	5	5	5	3	4	3	4	5	5	5	4	5	3	4	4	1	3	4			
244	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	4	3	5	4			
245	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5			
246	4	4	3	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	3	3	3	4	4			
247	5	5	5	3	5	5	5	5	5	3	5	3	5	5	5	5	5	4	4	3	3	3	5	4			
248	5	5	4	3	4	4	4	4	5	4	4	4	4	4	5	5	5	4	4	4	4	4	4	4			
249	5	5	4	3	4	4	4	4	5	4	4	4	4	4	5	5	5	4	4	4	4	4	4	4			
250	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	4	4	3	3	3			
251	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	3	3	3	4	3			
252	5	4	2	3	5	4	4	4	4	4	2	4	4	5	4	3	2	2	3	3	3	3	2	3			
253	4	4	3	3	4	4	4	4	5	4	4	3	4	4	4	3	3	4	4	3	3	4	4	4			
254	5	4	2	2	4	4	4	4	4	4	4	2	5	4	5	4	4	5	4	4	4	5	4	4			
255	5	4	4	2	4	2	4	4	4	3	4	2	4	3	4	4	3	3	3	3	3	4	4	4			
256	4	4	4	2	3	4	4	3	3	3	3	3	3	3	3	3	4	3	3	3	4	3	3	3			
257	5	4	4	3	5	5	4	4	5	4	4	4	5	4	3	3	3	3	2	2	2	4	4	4			
258	4	4	4	3	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	4	4	4			
259	5	5	3	3	5	3	3	5	4	3	4	3	4	5	4	3	2	4	3	2	3	3	3	3			
260	4	3	4	3	3	4	4	3	5	4	3	3	4	4	5	4	3	3	4	3	4	3	4	3			
261	5	5	5	4	5	4	5	4	5	4	5	4	5	4	4	4	4	4	4	3	3	3	3	3			
262	5	4	5	5	5	4	4	3	3	4	3	4	5	5	4	4	5	5	4	5	5	5	4	4			
263	5	4	4	4	4	4	4	4	5	4	5	4	4	5	4	4	4	3	3	3	3	4	4	4			
264	5	4	5	4	4	4	4	4	4	4	5	4	4	5	4	4	4	4	4	2	3	4	4	4			
265	4	4	4	4	4	4	4	4	5	4	5	5	5	5	4	4	4	4	4	3	4	4	4	4			

Tabel 4. Data Isian Responden (Lanjutan)

No Resp	Citra Merek Islami					Kualitas Layanan			Religiusitas							Persepsi Nilai Pelanggan							Kepuasan Pelanggan						Niat Patronase					
						Religious Commitment			Experiential																									
	BI1	BI2	BI3	BI4	BI5	ESQ1	ESQ2	ESQ3	Rel1	Rel2	Rel3	Rel4	Rel5	Rel6	Rel7	CPV1	CPV2	CPV3	CPV4	CPV5	CPV6	CS1	CS2	CS3	CS4	PI1	PI2	PI3	PI4	PI5	PI6			
236	4	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	3	4	3	4				
237	5	5	5	5	5	5	5	4	4	3	4	5	4	4	5	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4			
238	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4			
239	4	4	4	4	3	5	5	5	3	2	1	4	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4			
240	5	4	4	4	4	4	4	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5			
241	4	4	4	4	4	4	4	5	4	5	4	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	4			
242	5	3	5	5	4	5	5	5	4	3	3	4	5	5	5	4	5	5	5	5	5	5	3	5	4	4	4	3	5	4	3			
243	4	4	4	4	4	4	4	4	4	4	3	4	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4			
244	5	4	4	5	5	5	5	5	4	4	4	5	5	5	5	4	4	5	5	5	4	4	4	4	4	4	4	4	4	4	4			
245	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5			
246	4	4	4	4	4	4	4	5	4	3	3	4	4	4	5	4	4	4	4	4	4	5	5	4	5	4	5	4	5	4				
247	5	5	5	5	5	5	5	5	5	4	5	5	5	4	5	5	5	5	5	5	5	5	5	4	5	4	4	5	4	4	4			
248	4	4	4	4	4	4	4	5	4	5	4	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	4			
249	4	4	4	4	4	4	4	5	4	5	4	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4			
250	4	4	4	4	3	3	3	3	3	4	4	4	4	4	4	4	3	3	3	3	3	4	4	3	3	4	3	3	3	3	4			
251	4	3	3	4	4	4	4	4	4	5	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4			
252	4	3	4	3	4	4	4	4	4	4	3	4	4	3	5	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4			
253	4	4	4	4	4	4	4	4	4	3	2	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4			
254	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4			
255	4	4	4	4	4	4	4	5	5	4	3	2	4	5	5	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4			
256	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4	3	3	4	3	3	3			
257	5	4	4	5	5	5	5	5	4	3	3	4	5	4	5	4	4	4	4	4	5	4	4	5	5	5	4	3	5	4	4			
258	4	4	4	4	4	4	4	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4			
259	5	5	5	5	5	4	4	4	5	4	5	5	5	5	5	4	4	4	4	4	4	5	4	4	4	4	5	5	4	5	5			
260	4	4	5	4	5	5	4	4	3	3	4	4	5	4	3	4	3	4	4	4	4	5	4	3	4	5	4	3	3	4	4			
261	5	5	5	5	5	5	5	5	4	4	4	4	5	5	5	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5			
262	3	4	4	5	5	4	5	4	5	4	3	4	5	4	5	4	5	4	5	3	4	3	4	3	4	3	3	4	4	3	4			
263	4	4	4	4	4	4	4	4	3	2	2	4	4	3	4	4	4	3	4	5	4	4	4	4	4	4	3	3	4	4	4			
264	4	4	4	4	5	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4			
265	5	4	4	4	5	5	5	5	3	2	2	4	5	5	5	4	5	5	4	5	5	5	5	5	5	5	5	5	5	5	4	4		

Tabel 4. Data Isian Responden (Lanjutan)

No Resp	Value Co-Creation																										
	Info Seeking				Info Sharing				Responsible Behavior				Feedback				Advocacy				Helping				Tolerance		
	VCC1	VCC2	VCC3	VCC4	VCC5	VCC6	VCC7	VCC8	VCC9	VCC10	VCC11	VCC12	VCC13	VCC14	VCC15	VCC16	VCC17	VCC18	VCC19	VCC20	VCC21	VCC22	VCC23	VCC24			
266	5	5	3	2	5	5	4	2	4	2	4	3	4	5	4	3	3	2	2	1	1	3	3	3			
267	4	3	4	3	3	3	4	3	3	2	3	2	3	2	3	3	2	3	3	2	3	3	3	2			
268	4	4	4	4	5	5	4	5	3	4	4	3	3	5	4	4	4	1	1	1	1	5	5	5			
269	5	5	4	4	5	5	4	5	3	4	4	3	4	5	4	4	4	3	2	2	3	4	3	3			
270	5	5	4	5	5	5	5	3	4	4	4	4	4	4	4	4	3	4	4	3	3	4	3	3			
271	5	5	4	4	5	5	5	4	4	4	4	3	4	4	3	3	3	3	2	3	3	3	4	4			
272	5	5	4	5	5	5	4	4	3	3	3	5	4	4	3	3	3	2	2	3	3	4	4	3			
273	5	5	5	5	5	5	5	5	5	4	3	4	4	5	3	3	3	4	4	2	3	4	2	3			
274	4	5	4	4	5	5	4	5	5	5	4	4	4	5	4	4	4	3	3	3	3	4	3	3			
275	4	4	4	3	4	4	4	5	5	5	4	5	5	5	4	5	3	2	2	2	2	5	4	5			
276	4	4	4	4	4	4	4	3	4	4	4	5	4	5	4	4	5	4	4	3	4	3	2	2			
277	5	5	4	4	4	3	4	4	5	5	4	4	4	5	5	4	4	4	4	4	3	2	2	2			
278	5	4	5	5	5	5	3	4	4	4	4	3	3	5	3	3	3	4	3	3	3	4	3	3			
279	4	4	4	4	4	4	4	3	5	4	3	3	4	5	3	3	3	4	3	3	4	2	3	3			
280	4	4	4	4	4	4	4	5	4	5	4	4	4	5	4	3	3	3	3	3	3	4	2	2			
281	5	5	5	5	4	5	3	3	4	5	4	5	4	5	4	4	5	4	3	3	3	4	2	2			
282	5	5	5	5	5	5	4	4	3	5	4	4	4	4	3	3	3	2	2	2	2	5	4	5			
283	5	5	5	5	4	5	5	5	4	4	4	3	4	5	4	4	4	3	3	3	3	3	3	3			
284	5	5	4	4	5	5	3	4	4	4	5	4	3	4	4	4	4	4	3	4	4	3	3	3			
285	4	4	5	4	4	4	4	4	4	4	4	4	4	5	3	4	3	3	3	3	4	4	3	3			
286	5	5	4	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	2			
287	5	5	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	4	4	2	2	4	3	2			
288	5	5	4	4	4	4	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	5	5	4			
289	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	3			
290	5	4	4	4	4	5	4	4	5	5	5	4	4	5	5	4	4	4	4	3	3	3	2	2			

Tabel 4. Data Isian Responden (Lanjutan)

No Resp	Citra Merek Islami					Kualitas Layanan			Religiusitas							Persepsi Nilai Pelanggan							Kepuasan Pelanggan						Niat Patronase									
						Religious Commitment			Experiential																													
	BI1	BI2	BI3	BI4	BI5	ESQ1	ESQ2	ESQ3	Rel1	Rel2	Rel3	Rel4	Rel5	Rel6	Rel7	CPV1	CPV2	CPV3	CPV4	CPV5	CPV6	CS1	CS2	CS3	CS4	PI1	PI2	PI3	PI4	PI5	PI6							
266	5	4	4	4	4	5	5	5	4	4	5	5	5	5	5	4	4	4	4	5	5	4	5	5	5	5	4	4	5	5	4	5	5	4	5			
267	3	3	2	3	3	3	3	3	2	3	3	3	3	3	4	3	3	4	3	3	4	4	3	4	3	3	4	3	4	3	4	3	4	3	4			
268	5	5	4	4	4	3	4	4	4	5	5	5	4	5	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4			
269	5	4	5	5	5	5	4	4	4	4	4	4	4	4	4	3	4	4	3	4	4	4	5	4	4	4	4	4	4	5	4	5	4	5	4			
270	5	5	5	5	5	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
271	4	4	4	5	4	5	5	5	5	5	5	5	5	5	5	5	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
272	4	4	4	5	4	4	4	4	4	4	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
273	4	4	4	3	4	4	4	4	4	5	5	5	5	5	5	4	5	4	5	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
274	4	4	5	4	4	4	4	4	4	5	5	5	5	5	5	4	4	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
275	5	4	4	3	4	4	5	4	4	4	5	5	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
276	5	5	5	4	5	4	4	4	4	5	5	5	5	5	5	4	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
277	5	4	4	4	4	4	4	4	4	4	4	5	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5	4	4	4	
278	5	5	4	4	5	5	5	5	3	4	4	5	4	4	4	5	4	4	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	5	5	5	
279	5	4	4	5	5	5	4	4	4	4	5	5	5	5	5	4	4	4	2	3	4	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	4	
280	4	4	5	4	4	5	5	5	5	4	4	5	5	5	5	4	4	4	4	4	5	4	4	4	5	4	4	4	4	5	4	4	5	5	5	5	5	
281	4	4	3	4	4	5	5	5	3	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
282	5	4	5	4	5	4	5	4	5	4	5	5	5	5	5	4	4	4	3	4	4	4	5	4	4	4	4	4	4	5	4	5	4	5	5	5	4	4
283	5	5	5	5	4	4	4	4	4	5	5	5	5	5	5	4	5	4	4	5	4	4	5	4	4	4	4	4	4	5	4	4	5	4	5	5	4	4
284	4	5	5	4	5	5	5	5	3	3	3	5	5	4	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
285	5	4	4	4	4	4	4	5	5	5	5	5	5	5	5	4	4	4	4	4	4	5	4	5	4	5	4	5	4	5	4	5	4	5	5	5	5	5
286	4	5	5	4	4	4	3	4	3	4	4	4	4	3	5	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
287	4	3	4	4	4	4	4	4	4	4	5	5	5	5	5	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
288	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
289	4	4	4	4	5	5	5	5	4	4	5	5	4	4	5	4	4	5	3	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
290	5	5	5	5	4	5	5	5	5	5	5	5	4	4	5	3	4	4	4	3	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

Tabel 4. Data Isian Responden (Lanjutan)

No Resp	Value Co-Creation																										
	Info Seeking				Info Sharing				Responsible Behavior				Feedback				Advocacy				Helping				Tolerance		
VCC1	VCC2	VCC3	VCC4	VCC5	VCC6	VCC7	VCC8	VCC9	VCC10	VCC11	VCC12	VCC13	VCC14	VCC15	VCC16	VCC17	VCC18	VCC19	VCC20	VCC21	VCC22	VCC23	VCC24				
291	4	3	4	3	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	2	2				
292	4	4	4	4	4	4	4	5	4	5	4	3	4	4	4	4	4	4	3	3	4	3	3				
293	4	4	4	4	4	4	3	3	4	4	4	3	4	4	4	3	3	4	4	3	4	3	3				
294	5	5	5	5	5	5	5	4	5	4	4	4	5	4	3	3	2	2	2	2	2	3	2	2			
295	4	4	4	4	4	4	3	4	4	4	4	4	5	4	4	3	4	3	3	3	4	3	3				
296	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	3	3	3	3	4	3	3				
297	4	5	4	5	4	4	3	4	4	4	3	5	4	4	3	4	3	2	2	2	4	3	3				
298	4	4	4	2	4	3	3	5	4	5	3	4	4	3	3	2	4	3	2	3	4	4	4				
299	5	4	4	4	4	4	4	4	4	5	5	4	5	4	4	4	4	4	2	4	4	4	4				
300	4	4	4	3	4	4	3	5	4	4	4	4	4	4	3	4	4	3	3	3	4	4	4				
301	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	3	4	4	4	4				

Tabel 4. Data Isian Responden (Lanjutan)

No Resp	Citra Merek Islami												Religiusitas						Persepsi Nilai Pelanggan						Kepuasan Pelanggan						Niat Patronase					
	Kualitas Layanan						Religious Commitment						Experiential						CS						PI											
BI1	BI2	BI3	BI4	BI5	BI6	ESQ1	ESQ2	ESQ3	Rel1	Rel2	Rel3	Rel4	Rel5	Rel6	Rel7	CPV1	CPV2	CPV3	CPV4	CPV5	CPV6	CS1	CS2	CS3	CS4	PI1	PI2	PI3	PI4	PI5	PI6					
291	4	3	4	3	3	4	3	3	5	5	5	5	4	4	5	4	4	5	4	4	5	4	4	3	4	4	4	4	4	5	3	3				
292	5	4	4	4	5	4	4	4	5	3	4	5	5	4	5	5	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4			
293	4	3	4	4	3	4	5	4	3	4	4	5	5	4	4	4	4	4	4	4	4	4	5	4	4	4	5	4	4	5	4	4	4			
294	5	4	4	4	3	4	5	4	4	3	5	5	5	4	5	4	5	4	4	4	5	5	5	4	5	5	5	5	5	5	5	4	4	4		
295	4	4	4	4	4	5	5	5	4	4	4	4	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
296	4	3	4	4	4	5	5	5	4	4	5	5	4	5	4	4	4	4	4	4	4	5	4	4	5	4	5	4	5	5	5	5	5	5		
297	4	4	4	3	4	5	5	5	4	4	5	4	4	5	4	4	5	4	4	5	5	5	5	4	4	5	5	5	5	5	5	5	5	5		
298	4	4	4	5	4	5	5	5	4	4	4	4	4	4	5	5	3	4	5	3	4	5	4	5	4	5	5	5	5	5	5	5	5	5		
299	5	5	5	5	5	5	5	5	3	4	2	4	4	4	5	5	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
300	4	4	4	5	4	5	5	5	3	3	2	4	4	4	4	4	4	4	4	4	5	5	4	4	5	5	5	5	5	5	5	5	5	5		
301	4	4	4	4	5	5	5	5	4	3	3	4	4	4	5	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5		

Tabel 5. Profil Responden Penelitian

Karakteristik	Frekuensi	%
Jenis Kelamin		
Perempuan	258	85,7
Laki-laki	43	14,3
Usia		
18 - 26 tahun	10	3,3
27 - 35 tahun	131	43,5
36 - 44 tahun	147	48,8
45 - 53 tahun	13	4,3
Status		
Belum Menikah	11	3,7
Menikah	290	96,3
Tempat Tinggal		
Jawa	218	72,4
Sumatera	27	9,0
Kalimantan	16	5,3
Sulawesi	22	7,3
Papua	13	4,3
Nusa Tenggara	5	1,7
Pekerjaan		
Mahasiswa	13	4,3
Karyawan Swasta	60	19,9
Pegawai Negeri	27	9,0
Tenaga Pendidik	6	2,0
Wiraswasta	35	11,6
Ibu Rumah Tangga	156	51,8
Lain-lain	4	1,3
Pendidikan Terakhir		
SMP	4	1,3
SMA/SMK	42	14,0
Diploma	46	15,3
S1	179	59,5
S2	23	7,6
S3	7	2,3
Alokasi Belanja Fashion Muslim		
< IDR 500,000	167	55,5
> IDR 500,000 – IDR 1,000,000	73	24,3
> IDR 1,000,000 – IDR 1,500,000	18	6,0
> IDR 1,500,000 – IDR 2,000,000	11	3,7
> IDR 2,000,000	32	10,6

Tabel 5. Profil Responden Penelitian (Lanjutan)

Karakteristik	Frekuensi	%
Merek		
Mamanda	108	35,9
Shafeeya	85	28,2
Michan	44	14,6
RH	37	12,3
Falova	27	9,0
Pembelian Dalam 6 Bulan		
2x	167	55,5
3x	68	22,6
4x	24	8,0
> 4x	42	14,0

Lampiran 5. Hasil Output Olah Data

A. Output Uji Validitas dan Reliabilitas dengan SPSS 26

```

FACTOR
/VARIABLES VCC1 VCC2 VCC3
/MISSING LISTWISE
/ANALYSIS VCC1 VCC2 VCC3
/PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/ROTATION NOROTATE
/METHOD=CORRELATION.
    
```

Factor Analysis

Correlation Matrix^a

		VCC1	VCC2	VCC3
Correlation	VCC1	1,000	,528	,520
	VCC2	,528	1,000	,466
	VCC3	,520	,466	1,000
Sig. (1-tailed)	VCC1		,000	,000
	VCC2	,000		,000
	VCC3	,000	,000	

a. Determinant = ,490

Inverse of Correlation Matrix

	VCC1	VCC2	VCC3
VCC1	1,599	-,583	-,561
VCC2	-,583	1,489	-,390
VCC3	-,561	-,390	1,473

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,689
Bartlett's Test of Sphericity	Approx. Chi-Square	212,872
	df	3
	Sig.	,000

Anti-image Matrices

		VCC1	VCC2	VCC3
Anti-image Covariance	VCC1	,625	-,245	-,238
	VCC2	-,245	,671	-,178
	VCC3	-,238	-,178	,679
Anti-image Correlation	VCC1	,666 ^a	-,378	-,365
	VCC2	-,378	,700 ^a	-,264
	VCC3	-,365	-,264	,706 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
VCC1	1,000	,704
VCC2	1,000	,656
VCC3	1,000	,650

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,010	66,986	66,986	2,010	66,986	66,986
2	,535	17,817	84,803			
3	,456	15,197	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component 1
VCC1	,839
VCC2	,810
VCC3	,806

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		VCC1	VCC2	VCC3
Reproduced Correlation	VCC1	,704 ^a	,680	,676
	VCC2	,680	,656 ^a	,653
	VCC3	,676	,653	,650 ^a
Residual ^b	VCC1		-,152	-,156
	VCC2	-,152		-,187
	VCC3	-,156	-,187	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 3 (100,0%) nonredundant residuals with absolute values greater than 0.05.

FACTOR

```

/VARIABLES VCC4 VCC5 VCC6 VCC7
/MISSING LISTWISE
/ANALYSIS VCC4 VCC5 VCC6 VCC7
/PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/ROTATION NOROTATE
/METHOD=CORRELATION.

```

Factor Analysis

Correlation Matrix^a

		VCC4	VCC5	VCC6	VCC7
Correlation	VCC4	1,000	,403	,521	,415
	VCC5	,403	1,000	,488	,383
	VCC6	,521	,488	1,000	,598
	VCC7	,415	,383	,598	1,000
Sig. (1-tailed)	VCC4		,000	,000	,000
	VCC5	,000		,000	,000
	VCC6	,000	,000		,000
	VCC7	,000	,000	,000	

a. Determinant = ,331

Inverse of Correlation Matrix

	VCC4	VCC5	VCC6	VCC7
VCC4	1,455	-,261	-,513	-,198
VCC5	-,261	1,381	-,445	-,154
VCC6	-,513	-,445	1,953	-,784
VCC7	-,198	-,154	-,784	1,609

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,761
Bartlett's Test of Sphericity	Approx. Chi-Square	329,194
	df	6
	Sig.	,000

Anti-image Matrices

		VCC4	VCC5	VCC6	VCC7
Anti-image Covariance	VCC4	,687	-,130	-,181	-,084
	VCC5	-,130	,724	-,165	-,069
	VCC6	-,181	-,165	,512	-,249
	VCC7	-,084	-,069	-,249	,621
Anti-image Correlation	VCC4	,809 ^a	-,184	-,304	-,129
	VCC5	-,184	,822 ^a	-,271	-,103
	VCC6	-,304	-,271	,706 ^a	-,442
	VCC7	-,129	-,103	-,442	,752 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
VCC4	1,000	,561
VCC5	1,000	,518
VCC6	1,000	,729
VCC7	1,000	,604

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,412	60,296	60,296	2,412	60,296	60,296
2	,632	15,806	76,102			
3	,584	14,606	90,708			
4	,372	9,292	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
VCC4	,749
VCC5	,719
VCC6	,854
VCC7	,777

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

	VCC4	VCC5	VCC6	VCC7
Reproduced Correlation				
	VCC4	,561 ^a	,539	,640
	VCC5	,539	,518 ^a	,614
	VCC6	,640	,614	,729 ^a
	VCC7	,582	,559	,663
Residual ^b				
	VCC4		-,136	-,119
	VCC5	-,136		-,127
	VCC6	-,119	-,127	
	VCC7	-,167	-,176	-,066

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 6 (100,0%) nonredundant residuals with absolute values greater than 0.05.

```

FACTOR
/VARIABLES VCC8 VCC9 VCC10 VCC11
/MISSING LISTWISE
/ANALYSIS VCC8 VCC9 VCC10 VCC11
/PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/ROTATION NOROTATE
/METHOD=CORRELATION.
    
```

Factor Analysis

Correlation Matrix^a

		VCC8	VCC9	VCC10	VCC11
Correlation	VCC8	1,000	,465	,539	,408
	VCC9	,465	1,000	,391	,450
	VCC10	,539	,391	1,000	,521
	VCC11	,408	,450	,521	1,000
Sig. (1-tailed)	VCC8		,000	,000	,000
	VCC9	,000		,000	,000
	VCC10	,000	,000		,000
	VCC11	,000	,000	,000	

a. Determinant = ,350

Inverse of Correlation Matrix

	VCC8	VCC9	VCC10	VCC11
VCC8	1,591	-,440	-,619	-,128
VCC9	-,440	1,431	-,110	-,407
VCC10	-,619	-,110	1,674	-,569
VCC11	-,128	-,407	-,569	1,532

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,746
Bartlett's Test of Sphericity	Approx. Chi-Square	312,800
	df	6
	Sig.	,000

Anti-image Matrices

		VCC8	VCC9	VCC10	VCC11
Anti-image Covariance	VCC8	,629	-,193	-,233	-,053
	VCC9	-,193	,699	-,046	-,186
	VCC10	-,233	-,046	,597	-,222
	VCC11	-,053	-,186	-,222	,653
Anti-image Correlation	VCC8	,741 ^a	-,291	-,380	-,082
	VCC9	-,291	,775 ^a	-,071	-,275
	VCC10	-,380	-,071	,722 ^a	-,355
	VCC11	-,082	-,275	-,355	,754 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
VCC8	1,000	,614
VCC9	1,000	,543
VCC10	1,000	,640
VCC11	1,000	,591

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,389	59,719	59,719	2,389	59,719	59,719
2	,620	15,499	75,217			
3	,593	14,819	90,036			
4	,399	9,964	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component 1
VCC8	,783
VCC9	,737
VCC10	,800
VCC11	,769

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		VCC8	VCC9	VCC10	VCC11
Reproduced Correlation	VCC8	,614 ^a	,577	,627	,602
	VCC9	,577	,543 ^a	,590	,567
	VCC10	,627	,590	,640 ^a	,615
	VCC11	,602	,567	,615	,591 ^a
Residual ^b	VCC8		-,112	-,088	-,195
	VCC9	-,112		-,199	-,117
	VCC10	-,088	-,199		-,095
	VCC11	-,195	-,117	-,095	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 6 (100,0%) nonredundant residuals with absolute values greater than 0.05.

FACTOR

```

/VARIABLES VCC12 VCC13 VCC14
/MISSING LISTWISE
/ANALYSIS VCC12 VCC13 VCC14
/PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/ROTATION NOROTATE
/METHOD=CORRELATION.

```

Factor Analysis

Correlation Matrix^a

		VCC12	VCC13	VCC14
Correlation	VCC12	1,000	,538	,380
	VCC13	,538	1,000	,474
	VCC14	,380	,474	1,000
Sig. (1-tailed)	VCC12		,000	,000
	VCC13	,000		,000
	VCC14	,000	,000	

a. Determinant = ,535

Inverse of Correlation Matrix

	VCC12	VCC13	VCC14
VCC12	1,448	-,668	-,233
VCC13	-,668	1,599	-,504
VCC14	-,233	-,504	1,328

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,659
Bartlett's Test of Sphericity	Approx. Chi-Square	186,368
	df	3
	Sig.	,000

Anti-image Matrices

		VCC12	VCC13	VCC14
Anti-image Covariance	VCC12	,691	-,289	-,121
	VCC13	-,289	,625	-,238
	VCC14	-,121	-,238	,753
Anti-image Correlation	VCC12	,662 ^a	-,439	-,168
	VCC13	-,439	,622 ^a	-,346
	VCC14	-,168	-,346	,714 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
VCC12	1,000	,638
VCC13	1,000	,719
VCC14	1,000	,574

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,931	64,366	64,366	1,931	64,366	64,366
2	,627	20,893	85,259			
3	,442	14,741	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
VCC12	,799
VCC13	,848
VCC14	,758

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

	VCC12	VCC13	VCC14
Reproduced Correlation			
VCC12	,638 ^a	,677	,605
VCC13	,677	,719 ^a	,642
VCC14	,605	,642	,574 ^a
Residual ^b			
VCC12		-,139	-,226
VCC13	-,139		-,168
VCC14	-,226	-,168	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 3 (100,0%) nonredundant residuals with absolute values greater than 0.05.

```

FACTOR
/VARIABLES VCC15 VCC16 VCC17
/MISSING LISTWISE
/ANALYSIS VCC15 VCC16 VCC17
/PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/ROTATION NOROTATE
/METHOD=CORRELATION.
    
```

Factor Analysis

Correlation Matrix^a

		VCC15	VCC16	VCC17
Correlation	VCC15	1,000	,768	,653
	VCC16	,768	1,000	,756
	VCC17	,653	,756	1,000
Sig. (1-tailed)	VCC15		,000	,000
	VCC16	,000		,000
	VCC17	,000	,000	

a. Determinant = ,170

Inverse of Correlation Matrix

	VCC15	VCC16	VCC17
VCC15	2,511	-1,606	-,425
VCC16	-1,606	3,365	-1,497
VCC17	-,425	-1,497	2,410

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,722
Bartlett's Test of Sphericity	Approx. Chi-Square	527,707
	df	3
	Sig.	,000

Anti-image Matrices

		VCC15	VCC16	VCC17
Anti-image Covariance	VCC15	,398	-,190	-,070
	VCC16	-,190	,297	-,185
	VCC17	-,070	-,185	,415
Anti-image Correlation	VCC15	,752 ^a	-,553	-,173
	VCC16	-,553	,666 ^a	-,526
	VCC17	-,173	-,526	,765 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
VCC15	1,000	,795
VCC16	1,000	,871
VCC17	1,000	,787

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,453	81,761	81,761	2,453	81,761	81,761
2	,347	11,568	93,329			
3	,200	6,671	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component 1
VCC15	,892
VCC16	,933
VCC17	,887

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		VCC15	VCC16	VCC17
Reproduced Correlation	VCC15	,795 ^a	,832	,791
	VCC16	,832	,871 ^a	,828
	VCC17	,791	,828	,787 ^a
Residual ^b	VCC15		-,065	-,138
	VCC16	-,065		-,071
	VCC17	-,138	-,071	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 3 (100,0%) nonredundant residuals with absolute values greater than 0.05.

FACTOR

```

/VARIABLES VCC18 VCC19 VCC20 VCC21
/MISSING LISTWISE
/ANALYSIS VCC18 VCC19 VCC20 VCC21
/PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/ROTATION NOROTATE
/METHOD=CORRELATION.
    
```

Factor Analysis

Correlation Matrix^a

		VCC18	VCC19	VCC20	VCC21
Correlation	VCC18	1,000	,782	,667	,668
	VCC19	,782	1,000	,761	,746
	VCC20	,667	,761	1,000	,790
	VCC21	,668	,746	,790	1,000
Sig. (1-tailed)	VCC18		,000	,000	,000
	VCC19	,000		,000	,000
	VCC20	,000	,000		,000
	VCC21	,000	,000	,000	

a. Determinant = ,051

Inverse of Correlation Matrix

	VCC18	VCC19	VCC20	VCC21
VCC18	2,708	-1,634	-,261	-,382
VCC19	-1,634	3,721	-1,089	-,825
VCC20	-,261	-1,089	3,253	-1,584
VCC21	-,382	-,825	-1,584	3,122

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,825
Bartlett's Test of Sphericity	Approx. Chi-Square	887,734
	df	6
	Sig.	,000

Anti-image Matrices

		VCC18	VCC19	VCC20	VCC21
Anti-image Covariance	VCC18	,369	-,162	-,030	-,045
	VCC19	-,162	,269	-,090	-,071
	VCC20	-,030	-,090	,307	-,156
	VCC21	-,045	-,071	-,156	,320
Anti-image Correlation	VCC18	,838 ^a	-,515	-,088	-,132
	VCC19	-,515	,806 ^a	-,313	-,242
	VCC20	-,088	-,313	,824 ^a	-,497
	VCC21	-,132	-,242	-,497	,834 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
VCC18	1,000	,753
VCC19	1,000	,845
VCC20	1,000	,808
VCC21	1,000	,801

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,208	80,196	80,196	3,208	80,196	80,196
2	,387	9,679	89,875			
3	,214	5,350	95,225			
4	,191	4,775	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
VCC18	,868
VCC19	,919
VCC20	,899
VCC21	,895

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

	VCC18	VCC19	VCC20	VCC21
Reproduced Correlation	VCC18	,753 ^a	,798	,780
	VCC19	,798	,845 ^a	,827
	VCC20	,780	,827	,808 ^a
	VCC21	,777	,823	,805
Residual ^b	VCC18		-,016	-,113
	VCC19	-,016		-,066
	VCC20	-,113	-,066	
	VCC21	-,109	-,077	-,015

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 4 (66,0%) nonredundant residuals with absolute values greater than 0.05.

FACTOR

```

/VARIABLES VCC22 VCC23 VCC24
/MISSING LISTWISE
/ANALYSIS VCC22 VCC23 VCC24
/PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/ROTATION NOROTATE
/METHOD=CORRELATION.

```

Factor Analysis

Correlation Matrix^a

		VCC22	VCC23	VCC24
Correlation	VCC22	1,000	,509	,497
	VCC23	,509	1,000	,751
	VCC24	,497	,751	1,000
Sig. (1-tailed)	VCC22		,000	,000
	VCC23	,000		,000
	VCC24	,000	,000	

a. Determinant = ,310

Inverse of Correlation Matrix

	VCC22	VCC23	VCC24
VCC22	1,407	-,440	-,368
VCC23	-,440	2,434	-1,610
VCC24	-,368	-1,610	2,392

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,664
Bartlett's Test of Sphericity	Approx. Chi-Square	349,656
	df	3
	Sig.	,000

Anti-image Matrices

		VCC22	VCC23	VCC24
Anti-image Covariance	VCC22	,711	-,129	-,109
	VCC23	-,129	,411	-,277
	VCC24	-,109	-,277	,418
Anti-image Correlation	VCC22	,839 ^a	-,238	-,200
	VCC23	-,238	,621 ^a	-,667
	VCC24	-,200	-,667	,626 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
VCC22	1,000	,581
VCC23	1,000	,804
VCC24	1,000	,795

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,180	72,669	72,669	2,180	72,669	72,669
2	,571	19,049	91,718			
3	,248	8,282	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
VCC22	,762
VCC23	,897
VCC24	,892

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		VCC22	VCC23	VCC24
Reproduced Correlation	VCC22	,581 ^a	,683	,680
	VCC23	,683	,804 ^a	,800
	VCC24	,680	,800	,795 ^a
Residual ^b	VCC22		-,174	-,183
	VCC23	-,174		-,048
	VCC24	-,183	-,048	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 2 (66,0%) nonredundant residuals with absolute values greater than 0.05.

FACTOR

```

/VARIABLES BI1 BI2 BI3 BI4 BI5
/MISSING LISTWISE
/ANALYSIS BI1 BI2 BI3 BI4 BI5
/PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/ROTATION NOROTATE
/METHOD=CORRELATION.

```

Factor Analysis

Correlation Matrix^a

		BI1	BI2	BI3	BI4	BI5
Correlation	BI1	1,000	,592	,611	,633	,587
	BI2	,592	1,000	,697	,563	,553
	BI3	,611	,697	1,000	,621	,575
	BI4	,633	,563	,621	1,000	,671
	BI5	,587	,553	,575	,671	1,000
Sig. (1-tailed)	BI1		,000	,000	,000	,000
	BI2	,000		,000	,000	,000
	BI3	,000	,000		,000	,000
	BI4	,000	,000	,000		,000
	BI5	,000	,000	,000	,000	

a. Determinant = ,071

Inverse of Correlation Matrix

	BI1	BI2	BI3	BI4	BI5
BI1	2,080	-,417	-,408	-,585	-,363
BI2	-,417	2,199	-1,021	-,151	-,282
BI3	-,408	-1,021	2,415	-,498	-,252
BI4	-,585	-,151	-,498	2,338	-,854
BI5	-,363	-,282	-,252	-,854	2,086

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,863
Bartlett's Test of Sphericity	Approx. Chi-Square	786,659
	df	10
	Sig.	,000

Anti-image Matrices

		BI1	BI2	BI3	BI4	BI5
Anti-image Covariance	BI1	,481	-,091	-,081	-,120	-,084
	BI2	-,091	,455	-,192	-,029	-,061
	BI3	-,081	-,192	,414	-,088	-,050
	BI4	-,120	-,029	-,088	,428	-,175
	BI5	-,084	-,061	-,050	-,175	,479
Anti-image Correlation	BI1	,895 ^a	-,195	-,182	-,265	-,174
	BI2	-,195	,851 ^a	-,443	-,067	-,131
	BI3	-,182	-,443	,846 ^a	-,210	-,112
	BI4	-,265	-,067	-,210	,853 ^a	-,387
	BI5	-,174	-,131	-,112	-,387	,872 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
BI1	1,000	,680
BI2	1,000	,673
BI3	1,000	,717
BI4	1,000	,709
BI5	1,000	,663

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,442	68,841	68,841	3,442	68,841	68,841
2	,533	10,667	79,507			
3	,404	8,075	87,582			
4	,333	6,657	94,239			
5	,288	5,761	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
BI1	,825
BI2	,820
BI3	,847
BI4	,842
BI5	,815

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

	BI1	BI2	BI3	BI4	BI5	
Reproduced Correlation	BI1	,680 ^a	,676	,698	,695	,672
	BI2	,676	,673 ^a	,694	,691	,668
	BI3	,698	,694	,717 ^a	,713	,690
	BI4	,695	,691	,713	,709 ^a	,686
	BI5	,672	,668	,690	,686	,663 ^a
Residual ^b	BI1		-,084	-,087	-,061	-,085
	BI2	-,084		,002	-,127	-,115
	BI3	-,087	,002		-,092	-,114
	BI4	-,061	-,127	-,092		-,015
	BI5	-,085	-,115	-,114	-,015	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 8 (80,0%) nonredundant residuals with absolute values greater than 0.05.

```

FACTOR
/VARIABLES ESQ1 ESQ2 ESQ3
/MISSING LISTWISE
/ANALYSIS ESQ1 ESQ2 ESQ3
/PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/ROTATION NOROTATE
/METHOD=CORRELATION.
    
```

Factor Analysis

Correlation Matrix^a

		ESQ1	ESQ2	ESQ3
Correlation	ESQ1	1,000	,756	,701
	ESQ2	,756	1,000	,825
	ESQ3	,701	,825	1,000
Sig. (1-tailed)	ESQ1		,000	,000
	ESQ2	,000		,000
	ESQ3	,000	,000	

a. Determinant = ,131

Inverse of Correlation Matrix

	ESQ1	ESQ2	ESQ3
ESQ1	2,443	-1,357	-,595
ESQ2	-1,357	3,878	-2,246
ESQ3	-,595	-2,246	3,270

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,733
Bartlett's Test of Sphericity	Approx. Chi-Square	606,085
	df	3
	Sig.	,000

Anti-image Matrices

		ESQ1	ESQ2	ESQ3
Anti-image Covariance	ESQ1	,409	-,143	-,074
	ESQ2	-,143	,258	-,177
	ESQ3	-,074	-,177	,306
Anti-image Correlation	ESQ1	,817 ^a	-,441	-,210
	ESQ2	-,441	,679 ^a	-,631
	ESQ3	-,210	-,631	,726 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
ESQ1	1,000	,793
ESQ2	1,000	,884
ESQ3	1,000	,845

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,523	84,086	84,086	2,523	84,086	84,086
2	,310	10,329	94,414			
3	,168	5,586	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component 1
ESQ1	,891
ESQ2	,940
ESQ3	,919

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		ESQ1	ESQ2	ESQ3
Reproduced Correlation	ESQ1	,793 ^a	,837	,819
	ESQ2	,837	,884 ^a	,865
	ESQ3	,819	,865	,845 ^a
Residual ^b	ESQ1		-,081	-,117
	ESQ2	-,081		-,040
	ESQ3	-,117	-,040	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 2 (66,0%) nonredundant residuals with absolute values greater than 0.05.

FACTOR

```

/VARIABLES CPV1 CPV2 CPV3 CPV4 CPV5 CPV6
/MISSING LISTWISE
/ANALYSIS CPV1 CPV2 CPV3 CPV4 CPV5 CPV6
/PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/ROTATION NOROTATE
/METHOD=CORRELATION.
    
```

Factor Analysis

Correlation Matrix^a

		CPV1	CPV2	CPV3	CPV4	CPV5	CPV6
Correlation	CPV1	1,000	,711	,710	,511	,617	,559
	CPV2	,711	1,000	,730	,565	,672	,581
	CPV3	,710	,730	1,000	,582	,624	,613
	CPV4	,511	,565	,582	1,000	,646	,476
	CPV5	,617	,672	,624	,646	1,000	,633
	CPV6	,559	,581	,613	,476	,633	1,000
Sig. (1-tailed)	CPV1		,000	,000	,000	,000	,000
	CPV2	,000		,000	,000	,000	,000
	CPV3	,000	,000		,000	,000	,000
	CPV4	,000	,000	,000		,000	,000
	CPV5	,000	,000	,000	,000		,000
	CPV6	,000	,000	,000	,000	,000	

a. Determinant = ,026

Inverse of Correlation Matrix

	CPV1	CPV2	CPV3	CPV4	CPV5	CPV6
CPV1	2,505	-,817	-,850	-,020	-,338	-,181
CPV2	-,817	2,873	-,909	-,192	-,632	-,164
CPV3	-,850	-,909	2,869	-,452	-,034	-,518
CPV4	-,020	-,192	-,452	1,899	-,809	,008
CPV5	-,338	-,632	-,034	-,809	2,618	-,696
CPV6	-,181	-,164	-,518	,008	-,696	1,951

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,892
Bartlett's Test of Sphericity	Approx. Chi-Square	1085,866
	df	15
	Sig.	,000

Anti-image Matrices

		CPV1	CPV2	CPV3	CPV4	CPV5	CPV6
Anti-image Covariance	CPV1	,399	-,114	-,118	-,004	-,052	-,037
	CPV2	-,114	,348	-,110	-,035	-,084	-,029
	CPV3	-,118	-,110	,349	-,083	-,005	-,093
	CPV4	-,004	-,035	-,083	,526	-,163	,002
	CPV5	-,052	-,084	-,005	-,163	,382	-,136
	CPV6	-,037	-,029	-,093	,002	-,136	,513
Anti-image Correlation	CPV1	,900 ^a	-,305	-,317	-,009	-,132	-,082
	CPV2	-,305	,893 ^a	-,317	-,082	-,231	-,069
	CPV3	-,317	-,317	,882 ^a	-,194	-,012	-,219
	CPV4	-,009	-,082	-,194	,899 ^a	-,363	,004
	CPV5	-,132	-,231	-,012	-,363	,873 ^a	-,308
	CPV6	-,082	-,069	-,219	,004	-,308	,915 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CPV1	1,000	,695
CPV2	1,000	,750
CPV3	1,000	,748
CPV4	1,000	,573
CPV5	1,000	,718
CPV6	1,000	,603

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,086	68,107	68,107	4,086	68,107	68,107
2	,559	9,313	77,420			
3	,496	8,267	85,687			
4	,332	5,536	91,223			
5	,286	4,771	95,994			
6	,240	4,006	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component 1
CPV1	,834
CPV2	,866
CPV3	,865
CPV4	,757
CPV5	,848
CPV6	,776

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		CPV1	CPV2	CPV3	CPV4	CPV5	CPV6
Reproduced Correlation	CPV1	,695 ^a	,722	,721	,631	,707	,647
	CPV2	,722	,750 ^a	,749	,655	,734	,672
	CPV3	,721	,749	,748 ^a	,654	,733	,671
	CPV4	,631	,655	,654	,573 ^a	,641	,587
	CPV5	,707	,734	,733	,641	,718 ^a	,658
	CPV6	,647	,672	,671	,587	,658	,603 ^a
Residual ^b	CPV1		-,011	-,011	-,120	-,090	-,088
	CPV2	-,011		-,019	-,090	-,062	-,091
	CPV3	-,011	-,019		-,073	-,109	-,058
	CPV4	-,120	-,090	-,073		,004	-,112
	CPV5	-,090	-,062	-,109	,004		-,025
	CPV6	-,088	-,091	-,058	-,112	-,025	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 10 (66,0%) nonredundant residuals with absolute values greater than 0.05.

FACTOR

```

/VARIABLES CS1 CS2 CS3 CS4
/MISSING LISTWISE
/ANALYSIS CS1 CS2 CS3 CS4
/PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/ROTATION NOROTATE
/METHOD=CORRELATION.

```

Factor Analysis

Correlation Matrix^a

		CS1	CS2	CS3	CS4
Correlation	CS1	1,000	,832	,582	,684
	CS2	,832	1,000	,564	,713
	CS3	,582	,564	1,000	,587
	CS4	,684	,713	,587	1,000
Sig. (1-tailed)	CS1		,000	,000	,000
	CS2	,000		,000	,000
	CS3	,000	,000		,000
	CS4	,000	,000	,000	

a. Determinant = ,084

Inverse of Correlation Matrix

	CS1	CS2	CS3	CS4
CS1	3,566	-2,365	-,456	-,485
CS2	-2,365	3,747	-,181	-,947
CS3	-,456	-,181	1,692	-,552
CS4	-,485	-,947	-,552	2,331

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,800
Bartlett's Test of Sphericity	Approx. Chi-Square	736,370
	df	6
	Sig.	,000

Anti-image Matrices

		CS1	CS2	CS3	CS4
Anti-image Covariance	CS1	,280	-,177	-,076	-,058
	CS2	-,177	,267	-,029	-,108
	CS3	-,076	-,029	,591	-,140
	CS4	-,058	-,108	-,140	,429
Anti-image Correlation	CS1	,757 ^a	-,647	-,186	-,168
	CS2	-,647	,743 ^a	-,072	-,320
	CS3	-,186	-,072	,895 ^a	-,278
	CS4	-,168	-,320	-,278	,864 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CS1	1,000	,817
CS2	1,000	,824
CS3	1,000	,603
CS4	1,000	,748

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,991	74,767	74,767	2,991	74,767	74,767
2	,506	12,658	87,425			
3	,338	8,456	95,881			
4	,165	4,119	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	
CS1		,904
CS2		,908
CS3		,776
CS4		,865

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

	CS1	CS2	CS3	CS4
Reproduced Correlation	CS1	,817 ^a	,820	,702
	CS2	,820	,824 ^a	,705
	CS3	,702	,705	,603 ^a
	CS4	,781	,785	,671
Residual ^b	CS1		,012	-,120
	CS2	,012		-,140
	CS3	-,120	-,140	
	CS4	-,097	-,072	-,084

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 5 (83,0%) nonredundant residuals with absolute values greater than 0.05.

```

FACTOR
/VARIABLES CPVREL1 CPVREL2 CPVREL3 CPVREL4
/MISSING LISTWISE
/ANALYSIS CPVREL1 CPVREL2 CPVREL3 CPVREL4
/PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/ROTATION NOROTATE
/METHOD=CORRELATION.
    
```

Factor Analysis

Correlation Matrix^a

		CPVREL1	CPVREL2	CPVREL3	CPVREL4
Correlation	CPVREL1	1,000	,799	,758	,810
	CPVREL2	,799	1,000	,772	,788
	CPVREL3	,758	,772	1,000	,753
	CPVREL4	,810	,788	,753	1,000
Sig. (1-tailed)	CPVREL1		,000	,000	,000
	CPVREL2	,000		,000	,000
	CPVREL3	,000	,000		,000
	CPVREL4	,000	,000	,000	

a. Determinant = ,034

Inverse of Correlation Matrix

	CPVREL1	CPVREL2	CPVREL3	CPVREL4
CPVREL1	3,835	-1,249	-,799	-1,521
CPVREL2	-1,249	3,681	-1,092	-1,067
CPVREL3	-,799	-1,092	3,034	-,777
CPVREL4	-1,521	-1,067	-,777	3,658

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,864
Bartlett's Test of Sphericity	Approx. Chi-Square	1002,877
	df	6
	Sig.	,000

Anti-image Matrices

		CPVREL1	CPVREL2	CPVREL3	CPVREL4
Anti-image Covariance	CPVREL1	,261	-,088	-,069	-,108
	CPVREL2	-,088	,272	-,098	-,079
	CPVREL3	-,069	-,098	,330	-,070
	CPVREL4	-,108	-,079	-,070	,273
Anti-image Correlation	CPVREL1	,850 ^a	-,332	-,234	-,406
	CPVREL2	-,332	,860 ^a	-,327	-,291
	CPVREL3	-,234	-,327	,889 ^a	-,233
	CPVREL4	-,406	-,291	-,233	,859 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CPVREL1	1,000	,850
CPVREL2	1,000	,845
CPVREL3	1,000	,805
CPVREL4	1,000	,841

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,340	83,509	83,509	3,340	83,509	83,509
2	,262	6,560	90,069			
3	,209	5,225	95,294			
4	,188	4,706	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component 1
CPVREL1	,922
CPVREL2	,919
CPVREL3	,897
CPVREL4	,917

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		CPVREL1	CPVREL2	CPVREL3	CPVREL4
Reproduced Correlation	CPVREL1	,850 ^a	,847	,827	,845
	CPVREL2	,847	,845 ^a	,825	,843
	CPVREL3	,827	,825	,805 ^a	,823
	CPVREL4	,845	,843	,823	,841 ^a
Residual ^b	CPVREL1		-,049	-,069	-,035
	CPVREL2	-,049		-,053	-,055
	CPVREL3	-,069	-,053		-,070
	CPVREL4	-,035	-,055	-,070	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 4 (66,0%) nonredundant residuals with absolute values greater than 0.05.

FACTOR

```

/VARIABLES CPVREL5 CPVREL6 CPVREL7
/MISSING LISTWISE
/ANALYSIS CPVREL5 CPVREL6 CPVREL7
/PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/ROTATION NOROTATE
/METHOD=CORRELATION.

```

Factor Analysis

Correlation Matrix^a

		CPVREL5	CPVREL6	CPVREL7
Correlation	CPVREL5	1,000	,770	,821
	CPVREL6	,770	1,000	,860
	CPVREL7	,821	,860	1,000
Sig. (1-tailed)	CPVREL5		,000	,000
	CPVREL6	,000		,000
	CPVREL7	,000	,000	

a. Determinant = ,081

Inverse of Correlation Matrix

	CPVREL5	CPVREL6	CPVREL7
CPVREL5	3,223	-,795	-1,961
CPVREL6	-,795	4,046	-2,828
CPVREL7	-1,961	-2,828	5,044

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,748
Bartlett's Test of Sphericity	Approx. Chi-Square	750,847
	df	3
	Sig.	,000

Anti-image Matrices

		CPVREL5	CPVREL6	CPVREL7
Anti-image Covariance	CPVREL5	,310	-,061	-,121
	CPVREL6	-,061	,247	-,139
	CPVREL7	-,121	-,139	,198
Anti-image Correlation	CPVREL5	,816 ^a	-,220	-,487
	CPVREL6	-,220	,752 ^a	-,626
	CPVREL7	-,487	-,626	,692 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CPVREL5	1,000	,847
CPVREL6	1,000	,876
CPVREL7	1,000	,912

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,635	87,833	87,833	2,635	87,833	87,833
2	,235	7,822	95,655			
3	,130	4,345	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component 1
CPVREL5	,920
CPVREL6	,936
CPVREL7	,955

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

	CPVREL5	CPVREL6	CPVREL7
Reproduced Correlation			
CPVREL5	,847 ^a	,862	,879
CPVREL6	,862	,876 ^a	,894
CPVREL7	,879	,894	,912 ^a
Residual ^b			
CPVREL5		-,091	-,058
CPVREL6	-,091		-,033
CPVREL7	-,058	-,033	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 2 (66,0%) nonredundant residuals with absolute values greater than 0.05.

FACTOR

```

/VARIABLES CSREL1 CSREL2 CSREL3 CSREL4
/MISSING LISTWISE
/ANALYSIS CSREL1 CSREL2 CSREL3 CSREL4
/PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/ROTATION NOROTATE
/METHOD=CORRELATION.

```

Factor Analysis

Correlation Matrix^a

		CSREL1	CSREL2	CSREL3	CSREL4
Correlation	CSREL1	1,000	,784	,753	,798
	CSREL2	,784	1,000	,765	,767
	CSREL3	,753	,765	1,000	,738
	CSREL4	,798	,767	,738	1,000
Sig. (1-tailed)	CSREL1		,000	,000	,000
	CSREL2	,000		,000	,000
	CSREL3	,000	,000		,000
	CSREL4	,000	,000	,000	

a. Determinant = ,040

Inverse of Correlation Matrix

	CSREL1	CSREL2	CSREL3	CSREL4
CSREL1	3,660	-1,128	-,830	-1,442
CSREL2	-1,128	3,425	-1,087	-,926
CSREL3	-,830	-1,087	2,968	-,693
CSREL4	-1,442	-,926	-,693	3,371

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,861
Bartlett's Test of Sphericity	Approx. Chi-Square	955,147
	df	6
	Sig.	,000

Anti-image Matrices

		CSREL1	CSREL2	CSREL3	CSREL4
Anti-image Covariance	CSREL1	,273	-,090	-,076	-,117
	CSREL2	-,090	,292	-,107	-,080
	CSREL3	-,076	-,107	,337	-,069
	CSREL4	-,117	-,080	-,069	,297
Anti-image Correlation	CSREL1	,845 ^a	-,319	-,252	-,410
	CSREL2	-,319	,860 ^a	-,341	-,272
	CSREL3	-,252	-,341	,882 ^a	-,219
	CSREL4	-,410	-,272	-,219	,859 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CSREL1	1,000	,843
CSREL2	1,000	,833
CSREL3	1,000	,800
CSREL4	1,000	,826

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,302	82,558	82,558	3,302	82,558	82,558
2	,274	6,841	89,399			
3	,225	5,618	95,017			
4	,199	4,983	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component 1
CSREL1	,918
CSREL2	,913
CSREL3	,895
CSREL4	,909

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		CSREL1	CSREL2	CSREL3	CSREL4
Reproduced Correlation	CSREL1	,843 ^a	,838	,822	,835
	CSREL2	,838	,833 ^a	,816	,829
	CSREL3	,822	,816	,800 ^a	,813
	CSREL4	,835	,829	,813	,826 ^a
Residual ^b	CSREL1		-,054	-,068	-,037
	CSREL2	-,054		-,052	-,062
	CSREL3	-,068	-,052		-,075
	CSREL4	-,037	-,062	-,075	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 5 (83,0%) nonredundant residuals with absolute values greater than 0.05.

FACTOR

```

/VARIABLES CSREL5 CSREL6 CSREL7
/MISSING LISTWISE
/ANALYSIS CSREL5 CSREL6 CSREL7
/PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/ROTATION NOROTATE
/METHOD=CORRELATION.

```

Factor Analysis

Correlation Matrix^a

		CSREL5	CSREL6	CSREL7
Correlation	CSREL5	1,000	,764	,819
	CSREL6	,764	1,000	,853
	CSREL7	,819	,853	1,000
Sig. (1-tailed)	CSREL5		,000	,000
	CSREL6	,000		,000
	CSREL7	,000	,000	

a. Determinant = ,086

Inverse of Correlation Matrix

	CSREL5	CSREL6	CSREL7
CSREL5	3,187	-,761	-1,961
CSREL6	-,761	3,851	-2,661
CSREL7	-1,961	-2,661	4,875

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,747
Bartlett's Test of Sphericity	Approx. Chi-Square	733,186
	df	3
	Sig.	,000

Anti-image Matrices

		CSREL5	CSREL6	CSREL7
Anti-image Covariance	CSREL5	,314	-,062	-,126
	CSREL6	-,062	,260	-,142
	CSREL7	-,126	-,142	,205
Anti-image Correlation	CSREL5	,810 ^a	-,217	-,497
	CSREL6	-,217	,755 ^a	-,614
	CSREL7	-,497	-,614	,691 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CSREL5	1,000	,845
CSREL6	1,000	,870
CSREL7	1,000	,909

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,624	87,473	87,473	2,624	87,473	87,473
2	,240	8,002	95,475			
3	,136	4,525	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component 1
CSREL5	,919
CSREL6	,933
CSREL7	,953

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		CSREL5	CSREL6	CSREL7
Reproduced Correlation	CSREL5	,845 ^a	,858	,876
	CSREL6	,858	,870 ^a	,889
	CSREL7	,876	,889	,909 ^a
Residual ^b	CSREL5		-,094	-,057
	CSREL6	-,094		-,036
	CSREL7	-,057	-,036	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 2 (66,0%) nonredundant residuals with absolute values greater than 0.05.

FACTOR

```

/VARIABLES PI1 PI2 PI3 PI4 PI5 PI6
/MISSING LISTWISE
/ANALYSIS PI1 PI2 PI3 PI4 PI5 PI6
/PRINT INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/ROTATION NOROTATE
/METHOD=CORRELATION.
    
```

Factor Analysis

Correlation Matrix^a

		PI1	PI2	PI3	PI4	PI5	PI6
Correlation	PI1	1,000	,889	,650	,561	,587	,580
	PI2	,889	1,000	,642	,629	,595	,593
	PI3	,650	,642	1,000	,595	,590	,650
	PI4	,561	,629	,595	1,000	,576	,572
	PI5	,587	,595	,590	,576	1,000	,701
	PI6	,580	,593	,650	,572	,701	1,000
Sig. (1-tailed)	PI1		,000	,000	,000	,000	,000
	PI2	,000		,000	,000	,000	,000
	PI3	,000	,000		,000	,000	,000
	PI4	,000	,000	,000		,000	,000
	PI5	,000	,000	,000	,000		,000
	PI6	,000	,000	,000	,000	,000	

a. Determinant = ,014

Inverse of Correlation Matrix

	PI1	PI2	PI3	PI4	PI5	PI6
PI1	5,132	-4,121	-,644	,318	-,307	-,080
PI2	-4,121	5,494	-,121	-,886	-,137	-,187
PI3	-,644	-,121	2,303	-,442	-,184	-,669
PI4	,318	-,886	-,442	2,003	-,373	-,256
PI5	-,307	-,137	-,184	-,373	2,299	-1,019
PI6	-,080	-,187	-,669	-,256	-1,019	2,453

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,846
Bartlett's Test of Sphericity	Approx. Chi-Square	1275,859
	df	15
	Sig.	,000

Anti-image Matrices

		PI1	PI2	PI3	PI4	PI5	PI6
Anti-image	PI1	,195	-,146	-,055	,031	-,026	-,006
Covariance	PI2	-,146	,182	-,010	-,080	-,011	-,014
	PI3	-,055	-,010	,434	-,096	-,035	-,118
	PI4	,031	-,080	-,096	,499	-,081	-,052
	PI5	-,026	-,011	-,035	-,081	,435	-,181
	PI6	-,006	-,014	-,118	-,052	-,181	,408
	Anti-image	PI1	,771 ^a	-,776	-,187	,099	-,089
Correlation	PI2	-,776	,773 ^a	-,034	-,267	-,039	-,051
	PI3	-,187	-,034	,923 ^a	-,206	-,080	-,281
	PI4	,099	-,267	-,206	,912 ^a	-,174	-,116
	PI5	-,089	-,039	-,080	-,174	,890 ^a	-,429
	PI6	-,023	-,051	-,281	-,116	-,429	,873 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
PI1	1,000	,744
PI2	1,000	,772
PI3	1,000	,685
PI4	1,000	,615
PI5	1,000	,655
PI6	1,000	,672

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,142	69,033	69,033	4,142	69,033	69,033
2	,619	10,317	79,351			
3	,458	7,639	86,990			
4	,394	6,564	93,553			
5	,282	4,704	98,257			
6	,105	1,743	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component 1
PI1	,862
PI2	,878
PI3	,828
PI4	,784
PI5	,809
PI6	,820

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		PI1	PI2	PI3	PI4	PI5	PI6
Reproduced Correlation	PI1	,744 ^a	,757	,714	,676	,698	,707
	PI2	,757	,772 ^a	,727	,689	,711	,720
	PI3	,714	,727	,685 ^a	,649	,670	,678
	PI4	,676	,689	,649	,615 ^a	,635	,643
	PI5	,698	,711	,670	,635	,655 ^a	,663
	PI6	,707	,720	,678	,643	,663	,672 ^a
Residual ^b	PI1		,132	-,064	-,115	-,111	-,127
	PI2	,132		-,085	-,059	-,116	-,127
	PI3	-,064	-,085		-,055	-,080	-,028
	PI4	-,115	-,059	-,055		-,059	-,071
	PI5	-,111	-,116	-,080	-,059		,038
	PI6	-,127	-,127	-,028	-,071	,038	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 13 (86,0%) nonredundant residuals with absolute values greater than 0.05.

```
RELIABILITY
/VARIABLES=VCC1 VCC2 VCC3
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	301	100,0
	Excluded ^a	0	,0
	Total	301	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,740	3

```
RELIABILITY
/VARIABLES=VCC4 VCC5 VCC6 VCC7
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	301	100,0
	Excluded ^a	0	,0
	Total	301	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,774	4

```
RELIABILITY
/VARIABLES=VCC8 VCC9 VCC10 VCC11
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	301	100,0
	Excluded ^a	0	,0
	Total	301	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,774	4

```
RELIABILITY
/VARIABLES=VCC12 VCC13 VCC14
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	301	100,0
	Excluded ^a	0	,0
	Total	301	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,721	3

```
RELIABILITY
/VARIABLES=VCC15 VCC16 VCC17
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	301	100,0
	Excluded ^a	0	,0
	Total	301	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,884	3

```
RELIABILITY
/VARIABLES=VCC18 VCC19 VCC20 VCC21
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	301	100,0
	Excluded ^a	0	,0
	Total	301	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,916	4

```
RELIABILITY
/VARIABLES=VCC22 VCC23 VCC24
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	301	100,0
	Excluded ^a	0	,0
	Total	301	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,801	3

```
RELIABILITY
/VARIABLES=BI1 BI2 BI3 BI4 BI5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	301	100,0
	Excluded ^a	0	,0
	Total	301	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,886	5

```
RELIABILITY
/VARIABLES=ESQ1 ESQ2 ESQ3
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	301	100,0
	Excluded ^a	0	,0
	Total	301	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,905	3

```
RELIABILITY
/VARIABLES=CPV1 CPV2 CPV3 CPV4 CPV5 CPV6
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	301	100,0
	Excluded ^a	0	,0
	Total	301	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,904	6

```
RELIABILITY
/VARIABLES=CS1 CS2 CS3 CS4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	301	100,0
	Excluded ^a	0	,0
	Total	301	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,881	4

```
RELIABILITY
/VARIABLES=CPVREL1 CPVREL2 CPVREL3 CPVREL4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	301	100,0
	Excluded ^a	0	,0
	Total	301	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,932	4


```
RELIABILITY
/VARIABLES=CPVREL5 CPVREL6 CPVREL7
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	301	100,0
	Excluded ^a	0	,0
	Total	301	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,930	3

```
RELIABILITY
/VARIABLES=CSREL1 CSREL2 CSREL3 CSREL4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	301	100,0
	Excluded ^a	0	,0
	Total	301	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,928	4

```
RELIABILITY
/VARIABLES=CSREL5 CSREL6 CSREL7
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	301	100,0
	Excluded ^a	0	,0
	Total	301	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,928	3

```
RELIABILITY
/VARIABLES=PI1 PI2 PI3 PI4 PI5 PI6
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	301	100,0
	Excluded ^a	0	,0
	Total	301	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,909	6

B. Convergent Validity

Tabel 6. Outer Loading Pengukuran Reflektif

Outer Loadings

Matrix	ADV	BI	CPV	CPVREL	CS	CSREL	ESQ	FB	HLP	ISE	ISH	PI	RB	RC	RE	REL	TOL
BI1		0.829															
BI2		0.810															
BI3		0.837															
BI4		0.847															
BI5		0.824															
CPV1			0.837														
CPV2			0.872														
CPV3			0.863														
CPV4			0.753														
CPV5			0.847														
CPV6			0.771														
CS1					0.903												
CS2					0.906												
CS3					0.778												
CS4					0.865												
ESQ1							0.886										
ESQ2							0.940										
ESQ3							0.924										
PI1													0.873				
PI2													0.888				
PI3													0.822				
PI4													0.784				
PI5													0.801				
PI6													0.810				
REL * CPV				1.227													
REL * CS						1.075											

Tabel 6. Outer Loading Pengukuran Reflektif (Lanjutan)

Outer Loadings

Matrix Copy to Clipboard:

	ADV	BI	CPV	CPVREL	CS	CSREL	ESQ	FB	HLP	ISE	ISH	PI	RB	RC	RE	REL	TOL
Rel1														0.860			
Rel1																0.756	
Rel2														0.837			
Rel2																0.720	
Rel4														0.853			
Rel4																0.801	
Rel5															0.814		
Rel5																0.742	
Rel6															0.845		
Rel6																0.751	
Rel7															0.883		
Rel7																0.770	
VCC1										0.767							
VCC1																	
VCC2										0.784							
VCC2																	
VCC3										0.821							
VCC3																	
VCC4											0.730						
VCC4																	
VCC5											0.705						
VCC5																	
VCC6											0.852						
VCC6																	
VCC7											0.808						
VCC7																	
VCC8												0.776					
VCC8																	
VCC9													0.727				
VCC9																	
VCC10													0.809				
VCC10																	
VCC11														0.777			
VCC11																	
VCC12											0.805						
VCC12																	
VCC13											0.866						
VCC13																	
VCC14											0.727						
VCC14																	

Tabel 6. Outer Loading Pengukuran Reflektif (Lanjutan)

Outer Loadings

Matrix Copy to Clipboard:

	ADV	BI	CPV	CPVREL	CS	CSREL	ESQ	FB	HLP	ISE	ISH	PI	RB	RC	RE	REL	TOL	
VCC15	0.895																	
VCC15																		
VCC16	0.934																	
VCC16																		
VCC17	0.883																	
VCC17																		
VCC18									0.872									
VCC18																		
VCC19									0.920									
VCC19																		
VCC20									0.896									
VCC20																		
VCC21									0.894									
VCC21																		
VCC22																	0.729	
VCC22																		
VCC23																		0.909
VCC23																		
VCC24																		0.904
VCC24																		

Tabel 7. Construct Reliability and Validity

Construct Reliability and Validity

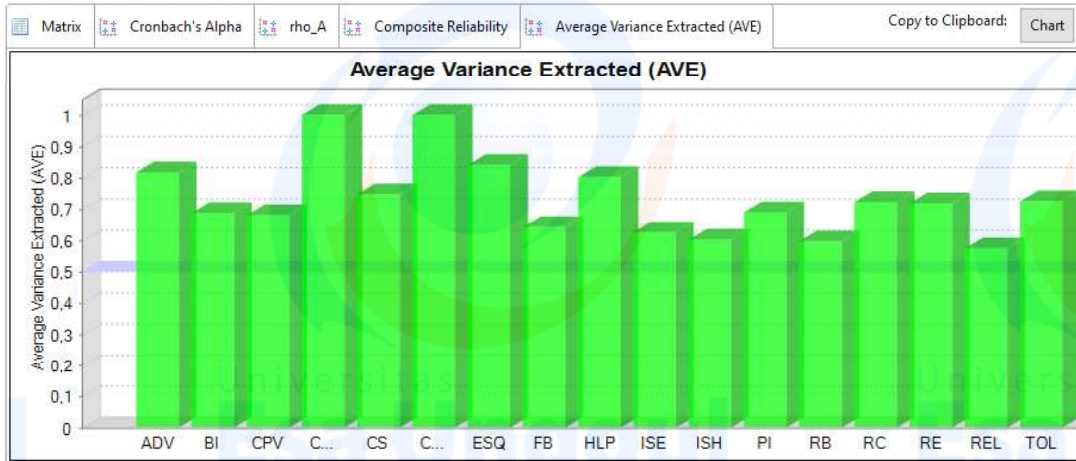
Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted ...	Copy to Clipboard:	Excel Format	R Format
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)			
ADV	0.888	0.891	0.931	0.818			
BI	0.887	0.889	0.917	0.688			
CPV	0.906	0.912	0.927	0.681			
CPVREL	1.000	1.000	1.000	1.000			
CS	0.886	0.891	0.922	0.748			
CSREL	1.000	1.000	1.000	1.000			
ESQ	0.905	0.909	0.941	0.841			
FB	0.722	0.745	0.843	0.643			
HLP	0.918	0.918	0.942	0.802			
ISE	0.702	0.710	0.834	0.626			
ISH	0.779	0.794	0.857	0.602			
PI	0.910	0.917	0.930	0.690			
RB	0.775	0.779	0.855	0.597			
RC	0.809	0.811	0.887	0.723			
RE	0.804	0.805	0.885	0.719			
REL	0.851	0.852	0.890	0.573			
TOL	0.809	0.849	0.887	0.725			

Construct Reliability and Validity



Gambar 3. Composite Reliability

Construct Reliability and Validity



Gambar 4. Average Variance Extracted (AVE)

C. Discriminant Validity

Tabel 8. Fornell-Larcker Criterion

Discriminant Validity

	ADV	BI	CPV	CPVREL	CS	CSREL	ESQ	FB	HLP	ISE	ISH	PI	RB	RC	RE	REL	TOL
ADV	0.904																
BI	0.518	0.829															
CPV	0.522	0.765	0.825														
CPVREL	-0.071	-0.170	-0.112	1.000													
CS	0.448	0.733	0.746	-0.129	0.865												
CSREL	-0.064	-0.117	-0.148	0.805	-0.042	1.000											
ESQ	0.380	0.664	0.661	-0.294	0.738	-0.213	0.917										
FB	0.563	0.537	0.531	-0.231	0.474	-0.179	0.446	0.802									
HLP	0.707	0.433	0.453	0.047	0.392	0.077	0.256	0.495	0.895								
ISE	0.484	0.542	0.519	-0.028	0.503	-0.015	0.392	0.455	0.404	0.791							
ISH	0.477	0.504	0.486	-0.039	0.455	-0.034	0.340	0.524	0.502	0.609	0.776						
PI	0.410	0.679	0.700	-0.181	0.842	-0.098	0.676	0.449	0.343	0.485	0.414	0.831					
RB	0.543	0.527	0.582	-0.189	0.512	-0.163	0.449	0.678	0.540	0.495	0.655	0.502	0.773				
RC	0.339	0.467	0.506	-0.246	0.443	-0.170	0.381	0.449	0.268	0.362	0.409	0.502	0.403	0.850			
RE	0.356	0.455	0.506	-0.369	0.441	-0.297	0.511	0.410	0.210	0.417	0.310	0.465	0.434	0.592	0.848		
REL	0.389	0.517	0.567	-0.343	0.495	-0.261	0.499	0.482	0.269	0.436	0.403	0.542	0.469	0.894	0.890	0.757	
TOL	0.355	0.383	0.391	0.023	0.365	0.055	0.314	0.278	0.410	0.124	0.232	0.360	0.295	0.297	0.181	0.269	0.852

Tabel 9. Cross Loading

Discriminant Validity

	ADV	BI	CPV	CPVREL	CS	CSREL	ESQ	FB	HLP	ISE	ISH	PI	RB	RC	RE	REL	TOL	VCC
BI1	0.438	0.829	0.646	-0.196	0.639	-0.118	0.570	0.467	0.282	0.491	0.413	0.576	0.463	0.416	0.429	0.473	0.230	0.555
BI2	0.397	0.810	0.572	-0.035	0.566	-0.022	0.424	0.361	0.337	0.447	0.436	0.501	0.373	0.329	0.277	0.340	0.306	0.518
BI3	0.454	0.837	0.598	-0.102	0.561	-0.104	0.483	0.427	0.401	0.426	0.426	0.503	0.437	0.375	0.335	0.398	0.317	0.560
BI4	0.440	0.847	0.662	-0.176	0.636	-0.122	0.643	0.477	0.365	0.447	0.435	0.617	0.475	0.392	0.414	0.452	0.321	0.583
BI5	0.419	0.824	0.684	-0.180	0.629	-0.110	0.610	0.484	0.411	0.435	0.383	0.606	0.432	0.415	0.415	0.465	0.411	0.585
CPV1	0.431	0.661	0.837	-0.147	0.630	-0.158	0.569	0.411	0.373	0.415	0.376	0.612	0.475	0.385	0.461	0.474	0.323	0.555
CPV2	0.459	0.736	0.872	-0.136	0.694	-0.155	0.647	0.484	0.399	0.486	0.444	0.664	0.515	0.443	0.494	0.525	0.314	0.618
CPV3	0.419	0.643	0.863	-0.042	0.628	-0.100	0.541	0.432	0.375	0.364	0.396	0.592	0.515	0.389	0.389	0.436	0.341	0.562
CPV4	0.493	0.538	0.753	-0.004	0.522	-0.060	0.423	0.396	0.492	0.444	0.408	0.509	0.433	0.452	0.291	0.417	0.336	0.582
CPV5	0.447	0.655	0.847	-0.130	0.622	-0.152	0.563	0.525	0.389	0.469	0.451	0.549	0.511	0.471	0.415	0.496	0.412	0.633
CPV6	0.335	0.527	0.771	-0.077	0.583	-0.091	0.504	0.368	0.213	0.391	0.324	0.522	0.427	0.370	0.439	0.453	0.205	0.463
CS1	0.394	0.645	0.652	-0.143	0.903	-0.049	0.727	0.443	0.318	0.453	0.386	0.743	0.440	0.387	0.434	0.460	0.297	0.546
CS2	0.451	0.639	0.662	-0.113	0.906	-0.052	0.667	0.404	0.353	0.461	0.410	0.761	0.463	0.386	0.384	0.431	0.326	0.569
CS3	0.308	0.606	0.599	-0.092	0.778	-0.052	0.556	0.374	0.301	0.350	0.328	0.670	0.375	0.348	0.305	0.366	0.320	0.464
CS4	0.389	0.646	0.666	-0.097	0.865	0.006	0.594	0.415	0.384	0.467	0.446	0.737	0.487	0.409	0.395	0.450	0.323	0.577
ESQ1	0.303	0.606	0.562	-0.211	0.640	-0.161	0.886	0.382	0.234	0.327	0.308	0.585	0.389	0.296	0.416	0.398	0.273	0.446
ESQ2	0.363	0.588	0.612	-0.272	0.676	-0.197	0.940	0.403	0.241	0.382	0.315	0.610	0.402	0.374	0.481	0.479	0.294	0.480
ESQ3	0.375	0.631	0.640	-0.321	0.711	-0.224	0.924	0.439	0.231	0.368	0.312	0.662	0.440	0.374	0.503	0.491	0.296	0.494
PI1	0.337	0.648	0.626	-0.276	0.820	-0.172	0.719	0.453	0.237	0.445	0.319	0.873	0.457	0.453	0.490	0.528	0.290	0.516
PI2	0.320	0.624	0.634	-0.229	0.793	-0.145	0.687	0.434	0.241	0.463	0.349	0.888	0.466	0.456	0.459	0.512	0.300	0.521
PI3	0.277	0.462	0.517	-0.130	0.646	-0.053	0.473	0.326	0.246	0.354	0.286	0.822	0.340	0.412	0.367	0.437	0.295	0.422
PI4	0.493	0.535	0.563	-0.066	0.638	-0.016	0.450	0.414	0.454	0.482	0.465	0.784	0.481	0.457	0.363	0.460	0.356	0.612
PI5	0.313	0.565	0.565	-0.106	0.614	-0.086	0.515	0.322	0.275	0.326	0.329	0.801	0.379	0.369	0.331	0.392	0.296	0.443
PI6	0.310	0.531	0.574	-0.053	0.653	0.016	0.474	0.261	0.277	0.330	0.322	0.810	0.363	0.345	0.274	0.347	0.264	0.420
REL * CPV	-0.071	-0.170	-0.112	1.000	-0.129	0.805	-0.294	-0.231	0.047	-0.028	-0.039	-0.181	-0.189	-0.246	-0.369	-0.343	0.023	-0.112
REL * CS	-0.064	-0.117	-0.148	0.805	-0.042	1.000	-0.213	-0.179	0.077	-0.015	-0.034	-0.098	-0.163	-0.170	-0.297	-0.261	0.055	-0.081
Rel1	0.331	0.443	0.459	-0.195	0.383	-0.142	0.321	0.410	0.268	0.299	0.349	0.426	0.345	0.860	0.486	0.756	0.298	0.448
Rel1	0.331	0.443	0.459	-0.195	0.383	-0.142	0.321	0.410	0.268	0.299	0.349	0.426	0.345	0.860	0.486	0.756	0.298	0.448
Rel2	0.294	0.375	0.413	-0.145	0.343	-0.097	0.300	0.357	0.306	0.309	0.374	0.425	0.338	0.837	0.443	0.720	0.306	0.446
Rel2	0.294	0.375	0.413	0.145	0.343	0.097	0.300	0.357	0.306	0.309	0.374	0.425	0.338	0.837	0.443	0.720	0.306	0.446
Rel4	0.243	0.373	0.419	-0.280	0.400	-0.191	0.349	0.378	0.121	0.314	0.322	0.429	0.346	0.853	0.575	0.801	0.161	0.378
Rel4	0.243	0.373	0.419	-0.280	0.400	-0.191	0.349	0.378	0.121	0.314	0.322	0.429	0.346	0.853	0.575	0.801	0.161	0.378
Rel5	0.237	0.368	0.364	-0.322	0.346	-0.269	0.437	0.308	0.131	0.281	0.233	0.381	0.379	0.514	0.814	0.742	0.165	0.352
Rel5	0.237	0.368	0.364	-0.322	0.346	-0.269	0.437	0.308	0.131	0.281	0.233	0.381	0.379	0.514	0.814	0.742	0.165	0.352
Rel6	0.359	0.391	0.447	-0.246	0.362	-0.167	0.396	0.369	0.248	0.412	0.279	0.415	0.346	0.497	0.845	0.751	0.163	0.438
Rel6	0.359	0.391	0.447	-0.246	0.362	-0.167	0.396	0.369	0.248	0.412	0.279	0.415	0.346	0.497	0.845	0.751	0.163	0.438
Rel7	0.308	0.397	0.475	-0.369	0.412	-0.319	0.466	0.365	0.155	0.366	0.275	0.386	0.379	0.496	0.883	0.770	0.134	0.409
Rel7	0.308	0.397	0.475	-0.369	0.412	-0.319	0.466	0.365	0.155	0.366	0.275	0.386	0.379	0.496	0.883	0.770	0.134	0.409

Tabel 10. Heterotrait-Monotrait Ratio (HTMT)

Discriminant Validity

	ADV	BI	CPV	CPVREL	CS	CSREL	ESQ	FB	HLP	ISE	ISH	PI	RB	RC	RE
ADV															
BI	0.582														
CPV	0.582	0.845													
CPVREL	0.074	0.177	0.114												
CS	0.503	0.826	0.831	0.137											
CSREL	0.066	0.122	0.152	0.805	0.049										
ESQ	0.421	0.735	0.724	0.307	0.821	0.222									
FB	0.680	0.663	0.652	0.272	0.593	0.214	0.554								
HLP	0.785	0.480	0.496	0.049	0.435	0.080	0.281	0.580							
ISE	0.606	0.686	0.647	0.032	0.635	0.043	0.492	0.639	0.493						
ISH	0.563	0.603	0.576	0.067	0.540	0.074	0.400	0.686	0.584	0.818					
PI	0.457	0.748	0.766	0.181	0.834	0.103	0.733	0.550	0.380	0.601	0.489				
RB	0.649	0.636	0.696	0.215	0.618	0.187	0.538	0.897	0.635	0.666	0.825	0.593			
RC	0.400	0.549	0.593	0.270	0.522	0.187	0.443	0.595	0.316	0.480	0.511	0.583	0.511		
RE	0.419	0.534	0.589	0.411	0.521	0.331	0.597	0.545	0.245	0.555	0.387	0.536	0.552	0.732	

D. Signifikansi Weight Pengukuran Formatif

Tabel 11. Outer Weight

Outer Weights

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O /STDEV)	P Values
VCC1 -> VCC	0.078	0.078	0.015	5.312	0.000
VCC2 -> VCC	0.105	0.106	0.015	6.876	0.000
VCC3 -> VCC	0.094	0.093	0.016	5.829	0.000
VCC4 -> VCC	0.050	0.049	0.015	3.422	0.001
VCC5 -> VCC	0.067	0.065	0.016	4.140	0.000
VCC6 -> VCC	0.056	0.054	0.017	3.312	0.001
VCC7 -> VCC	0.057	0.056	0.017	3.311	0.001
VCC8 -> VCC	0.039	0.040	0.017	2.267	0.024
VCC9 -> VCC	0.107	0.105	0.016	6.735	0.000
VCC10 -> VCC	0.077	0.077	0.018	4.356	0.000
VCC11 -> VCC	0.088	0.087	0.017	5.195	0.000
VCC12 -> VCC	0.064	0.062	0.016	4.055	0.000
VCC13 -> VCC	0.097	0.099	0.021	4.709	0.000
VCC14 -> VCC	0.085	0.088	0.016	5.188	0.000
VCC15 -> VCC	0.084	0.083	0.019	4.553	0.000
VCC16 -> VCC	0.034	0.034	0.020	1.701	0.090
VCC17 -> VCC	0.097	0.095	0.018	5.233	0.000
VCC18 -> VCC	0.050	0.051	0.020	2.457	0.014
VCC19 -> VCC	0.044	0.045	0.024	1.822	0.069
VCC20 -> VCC	0.035	0.036	0.022	1.569	0.117
VCC21 -> VCC	0.052	0.050	0.020	2.579	0.010
VCC22 -> VCC	0.052	0.051	0.017	3.008	0.003
VCC23 -> VCC	0.059	0.057	0.021	2.795	0.005
VCC24 -> VCC	0.081	0.081	0.019	4.200	0.000

Tabel 12. Outer Loading Pengukuran Formatif

Outer Loadings

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O /STDEV)	P Values
VCC16 -> VCC	0.747	0.748	0.026	28.674	0.000
VCC19 -> VCC	0.696	0.695	0.033	21.045	0.000
VCC20 -> VCC	0.657	0.655	0.033	20.127	0.000

Tabel 13. Uji Kolinieritas

Collinearity Statistics (VIF)

	VIF
VCC1	1.556
VCC2	1.585
VCC3	1.775
VCC4	1.800
VCC5	1.788
VCC6	2.243
VCC7	2.254
VCC8	1.952
VCC9	1.702
VCC10	2.459
VCC11	1.875
VCC12	2.114
VCC13	2.241
VCC14	1.697
VCC15	3.010
VCC16	4.051
VCC17	3.185
VCC18	3.346
VCC19	4.401
VCC20	3.839
VCC21	3.488
VCC22	1.635
VCC23	2.769
VCC24	2.739

E. Output Uji Struktural Model dan Quality Model dengan SmartPLS

Tabel 14. R Square

R Square

	R Square	R Square Adjusted
CPV	0.672	0.669
CS	0.692	0.688
PI	0.736	0.731

Tabel 15. Q Square Redundancy

Construct Crossvalidated Redundancy

	SSO	SSE	Q ² (=1-SSE/SSO)
ADV	903.000	903.000	
BI	1505.000	1505.000	
CPV	1806.000	992.607	0.450
CPVREL	301.000	301.000	
CS	1204.000	589.460	0.510
CSREL	301.000	301.000	
ESQ	903.000	903.000	
FB	903.000	903.000	
HLP	1204.000	1204.000	
ISE	903.000	903.000	
ISH	1204.000	1204.000	
PI	1806.000	907.390	0.498
RB	1204.000	1204.000	
RC	903.000	387.169	0.571
RE	903.000	393.848	0.564
REL	1806.000	1806.000	
TOL	903.000	903.000	
VCC	7224.000	4499.312	0.377

Tabel 16. Model Fit

Model_Fit

Fit Summary | rms Theta | Copy to Clipboard: Excel Format | R Format

	Saturated Model	Estimated Mo...
SRMR	0.000	0.017
d_ULS	0.000	0.008
d_G	0.000	0.007
Chi-Square		11.665
NFI	1.000	0.993

Tabel 17. Path Coefficients

Path Coefficients

Mean, STDEV, T-Values, P-Val... | Confidence Intervals | Confidence Intervals Bias Co... | Samples | Copy to Clipboard: Excel Format | R Format

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O /STDEV)	P Values
ADV -> VCC	0.199	0.196	0.021	9.673	0.000
BI -> CPV	0.411	0.405	0.063	6.543	0.000
BI -> CS	0.215	0.215	0.061	3.517	0.000
CPV -> CS	0.270	0.263	0.062	4.317	0.000
CPV -> PI	0.110	0.108	0.052	2.103	0.036
CPVREL -> PI	-0.047	-0.051	0.046	1.036	0.301
CS -> PI	0.693	0.696	0.045	15.361	0.000
CSREL -> PI	0.025	0.026	0.053	0.470	0.638
ESQ -> CPV	0.238	0.235	0.045	5.331	0.000
ESQ -> CS	0.363	0.365	0.050	7.205	0.000
FB -> VCC	0.198	0.199	0.023	8.617	0.000
HLP -> VCC	0.150	0.149	0.019	7.758	0.000
ISE -> VCC	0.228	0.228	0.021	11.041	0.000
ISH -> VCC	0.167	0.167	0.018	9.287	0.000
RB -> VCC	0.237	0.236	0.020	11.820	0.000
REL -> PI	0.124	0.123	0.042	2.957	0.003
REL -> RC	0.894	0.894	0.012	74.827	0.000
REL -> RE	0.890	0.890	0.014	64.127	0.000
TOL -> VCC	0.165	0.166	0.020	8.305	0.000
VCC -> CPV	0.290	0.299	0.048	6.018	0.000
VCC -> CS	0.105	0.110	0.048	2.185	0.029

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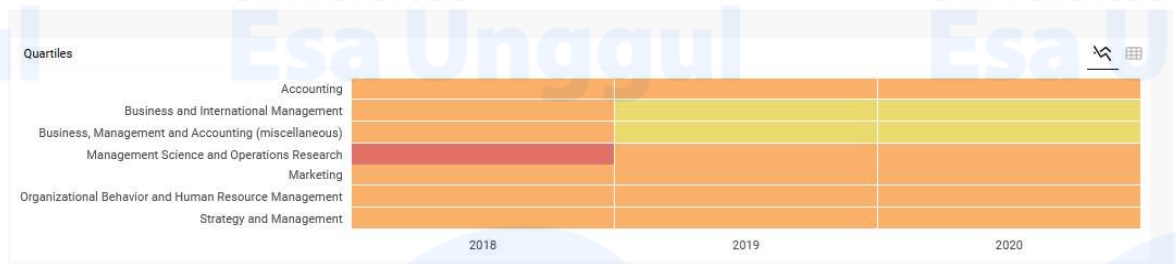
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Enhancing Patronage Intention on Online Fashion Industry in Indonesia: The Role of Value Co-Creation, Brand Image, and E-Service Quality

Tantri Yanuar Rahmat Syah¹, Dora Olivia¹

Abstract: Value co-creation has become an essential strategy in business that encourages customer involvement in creating products that meet customer demands and have superior value. Brand image and e-service quality are still important factors that influence customer decision making in purchasing products online. The purpose of this study is to identify the role of value co-creation, brand image, and e-service quality toward patronage intentions in the online Muslim fashion industry with a moderating effect of religiosity and mediated by customer perceived value and customer satisfaction. This study was designed using a purposive sampling method involving 301 online customers from several Muslim fashion brands in Indonesia. Data were analyzed utilizing Structural Equation Model (SEM) with SmartPLS 3.0. The main point of our findings in this study is that value co-creation, brand image, and e-service quality have an indirect effect on patronage intentions through customer perceived value and customer satisfaction. In contrast, the moderating effect of religiosity has no significant effect on patronage intentions. The managerial implication of this research for industrial practitioners and researchers is to implement value co-creation within the company, improve the e-service quality, and develop products that have a strong brand image that can increase sales value, leading to the company's competitive advantage.

Keywords: Value Co-creation, Brand Image, E-Service Quality, Religiosity, Customer Perceived Value, Customer Satisfaction, Patronage Intention

1. Introduction

One of the primary objectives of a business substance is to obtain a competitive advantage by creating superior customer value through the products or services offered. Companies should build strategic plans to create value according to customer preferences to stay competitive. In contrast to the past, where customers were passive value recipients, today's dynamic market growth has made customers part of value co-creation. Value co-creation has become a significant subject in marketing, where there are numerous actors involved in value creation, including the value recipients themselves, namely customers (Vargo & Lusch, 2016).

The relationship and dynamic process between the involvement of numerous actors, especially customers in the value co-creation framework, has attracted the attention of researchers to be explored. With customer participation in value co-creation, customers will feel a part of the company, thereby creating social and economic value (Thomas, Brooks, & McGouran, 2020). Value co-creation can increase satisfaction for actively participating customers compared to passive customers (Navarro, Llinares, & Garzon, 2016). The significance of value co-creation supported by social media can also encourage

the development of new products and services in the fashion industry, which leads to greater corporate profits (Scuotto, Del Giudice, Peruta, & Tarba, 2017).

In addition to value co-creation, e-service quality is also one of the crucial elements that can contribute to marketing success in the digital era. Since the global COVID-19 pandemic, the most important thing has resulted in changes in the retail world, where customers are accustomed to new ways of shopping online (Roggeveen & Sethuraman, 2020). When online shopping has become the primary consumption method, the customer demand for e-services quality is increasing. E-services quality, such as information quality and service interaction quality, is a new marketing strategy implemented by e-retailers to increase customer purchase intention online (M. Zhang, Sun, Qin, & Wang, 2020). By improving the e-services quality, success in online business is easier to obtain (Tsao, Hsieh, & Lin, 2016).

Another crucial factor that strongly influences purchasing decisions is brand image. In online marketing using social media platforms, a positive brand image strengthens emotional bonds with customers, so they are willing to buy the brand and pay a premium price (Barreda, Nusair, Wang, Okumus, & Bilgihan, 2020). Brand image can also provide relevant information about the brand's position in the market by showing the strength, preference, and uniqueness compared to other brands through the customer perceived value (Gensler, Völckner, Egger, Fischbach, & Schoder, 2015). This customer perceived value is an essential component that can drive the success of a business because customer perceived value can affect customer satisfaction which leads to patronage intentions (Kusumawati, Listyorini, Suharyono, & Yulianto, 2020).

While in the Muslim fashion industry, the level of religiosity owned by customers also has a role in influencing purchasing decisions, so that this variable is also important to study. Religiosity can influence individual attitudes, values, and purchasing decisions (Agarwala, Mishra, & Singh, 2019). Religiosity strongly correlates with the type of clothing worn by Muslim customers, so marketers can design marketing strategies that suit their target market (Aruan & Wirdania, 2020). The right marketing strategy will increase patronage intentions, which is related to the long-term success of the retail business because it can generate loyal customers (Southworth, 2019).

Previous research on value co-creation, brand image, e-services quality, and religiosity has been done. Where value co-creation increases customer perceived value (González-Mansilla, Berenguer-Contrí, & Serra-Cantallops, 2019 and Xie, Tkaczynski, & Prebensen, 2020) and customer satisfaction (Kim, Tang, & Bosselman, 2019 and Opata, Xiao, Nusenu, Tetteh, & Asante Boadi, 2021). Brand image has a positive influence on customer perceived value (Huang, Gao, & Hsu, 2019 and Lien, Wen, Huang, & Wu, 2015) and customer satisfaction (Mohammed & Rashid, 2018; Song, Wang, & Han, 2019; and Rahi, Ghani, & Ngah, 2020). The e-services quality affects the customer perceived value (Jiang, Jun, & Yang, 2016 and Li & Shang, 2020) and customer satisfaction (Khan, Zubair, & Malik, 2019 and Rita, Oliveira, & Farisa, 2019). Religiosity affects patronage intentions (Jamal & Sharifuddin, 2015; Deb, Sharma, & Amawate, 2020; and Kusumawati et al., 2020).

Exploration related to patronage intentions in the Muslim fashion industry has been carried out by Kusumawati et al. (2020). However, the study only looked at religiosity, customer perceived value, and satisfaction. This study added value co-creation, brand image, and e-services quality variables. Value co-creation can be applied to new product development and other types of innovation in the fashion industry (Thomas et al., 2020) that lead to patronage intentions but are still rarely studied. Brand image is added because of its association with customer perceived value, affecting patronage intentions. In contrast, the e-services quality is added based on the recommendations of previous researchers (Kusumawati et al., 2020). In addition, in this study, religiosity is used as a moderator that strengthens the relationship between customer perceived value and patronage intentions and strengthens the relationship between customer satisfaction and patronage intentions. Value Co-creation exploration that has been carried out previously by González-Mansilla et al. (2019) and Xie et al. (2020) has concentrated more on the service sector, such as hospitality and tourism, while in this study it was carried out in the non-service sector, namely the fashion industry.

The purpose of this study is to fill the existing knowledge gap by exploring the effect of value co-creation, brand image, and e-services quality on patronage intentions by mediating customer perceived value and customer satisfaction, also moderation of religiosity. This research aims to contribute to the scientific level of marketing management by developing a better theoretical understanding of the variables studied and providing positive managerial implications for applying value co-creation in the non-service sector.

2. Literature Review

2.1. Value Co-creation

One of the essential premises in the concept of Service-Dominant Logic formulated by Lusch & Vargo (2006) is that the customer is always the co-creator of value. The value co-creation process always involves the participation of the customer. Value co-creation is a collaborative process between customers and companies to create value to improve customer satisfaction and experience (González-Mansilla et al., 2019). Customers are no longer passive recipients of value but act as co-creators in creating benefits for customers.

According to Ranjan & Read (2016), value co-creation can be divided into two main activities: co-production and value in use. In co-production, customers share information and knowledge with the company during the product design stage (Chen, Cottam, & Lin, 2020). On the other hand, in value in use, customers use the product and inform their evaluation (Vargo & Lusch, 2004). Meanwhile, according to Yi & Gong (2013), value co-creation involves customers as active partners in relational exchanges for the entire chain of value creation through information seeking, information sharing, and responsible behaviour, as well as feedback, advocacy, helping, and tolerance. The basis of the interactions between customers and companies in the value co-creation are dialogue, access, risk-benefit, and transparency (Prahalad & Ramaswamy, 2004).

2.2. Brand Image

According to Keller (2009), brand image is the customer's perception and preference for a brand stored in the customer's memory. Nisar & Whitehead (2016) describe the brand image as the overall image that customers receive from a brand, including identification or differentiation of other brands, brand personality, and the benefits of brand selection. In a competitive business world, a brand image that can give a different impression in the eyes of customers can help companies differentiate themselves from competitors to gain a competitive advantage.

This brand image is a customer response to product characteristics obtained from observations and consumption. Mitra & Jenamani (2020) defines brand image as a perception in the customer's memory formed from the strength and uniqueness of brand associations. While in economic terms, brand image is the utility that customers get from consuming a brand, which reflects an evaluation of brand associations embedded in customers (Hofmann, Schnittka, Johnen, & Kottemann, 2019).

2.3. E-Service Quality

In their study, Parasuraman, Zeithaml, & Malhotra (2005) claim that e-service quality broadly covers all phases of customer interaction with online sites, which is described by the extent to which the site facilitates all shopping, purchasing, and delivery activities. The e-services that customers encounter during online shopping consist of information retrieval services, transaction services, fulfilment services, and after-sales services (Xu, Munson, & Zeng, 2017). The e-service quality describes the level of service that customers get when shopping online from before the purchase, during the purchase, and after the purchase ends.

Blut (2016) conceptualizes e-service quality into 4 main dimensions: online site design, fulfilment, customer service, and customer privacy, which ultimately affect the overall perception of e-service quality. Meanwhile, Rowley (2006) describes e-services as actions or businesses whose delivery is mediated by information technology. In internet-based business, the quality of this e-service is one of the important elements that determine success or failure. Rita et al. (2019) states that the quality of electronic services is an overall advantage or service excellence in an online business, which in turn can create customer satisfaction and trust.

2.4. Customer Perceived Value

Customer perceived value can be portrayed from financial, quality, benefit, social, and emotional perspectives. According to a financial viewpoint, customer perceived value is the distinction between the most exorbitant cost a customer will pay for a product and the actual cost (Kuo, Wu, & Deng, 2009). Meanwhile, from a quality perspective, the customer perceived value can be seen from the benefits perspective shows the customer's overall assessment of the product's benefits to be received and what is given or sacrificed (Zeithaml, 1988). From a social perspective, the perceived value lies in the product's ability to enhance self-concept or social image in the community (Sweeney & Soutar, 2001). Meanwhile, the perception of emotional value is obtained from customer interactions with the products offered (Kusumawati et al., 2020).

Mustak (2019) classifies perceived value resulting from customer participation into four distinct, interrelated categories: functional, economic, relational, and strategic. From the customer's perspective, perceived value is the trade-off between what customers get in terms of benefits and quality with what they incur in costs and sacrifices (El-Adly & Eid, 2017). In an online shopping situation, the customer perceived value is obtained at pre-purchase, where the customer explores the perceived benefits with the costs incurred (Chen & Dubinsky, 2003).

2.5. Customer Satisfaction

In essence, according to Kotler, Armstrong, & Opresnik (2018), customer satisfaction refers to feelings of pleasure or individual satisfaction related to the suitability between product performance and expectations. As an undimensional construct, customer satisfaction is often used to measure overall satisfaction with the store and after purchase through affective and cognitive evaluations (Fuentes-Blasco, Moliner-Velázquez, & Gil-Saura, 2017). Customer satisfaction is a response to the accumulation of shopping and consumption experiences made by customers on a brand.

In the fashion industry, customer satisfaction is closely related to the quality of products and services based on the purchase experience (Wang, Liu, Kim, & Kim, 2019). In line with that, Baker & Crompton (2000) suggested that customer satisfaction is the emotional and psychological result of the customer experience. So that customer satisfaction is seen as a positive state of mind that tends to affect patronage intentions (Söderlund & Colliander, 2015).

2.6. Religiosity

Religiosity shows the degree to which people are committed to their religion and lessons, with demeanors and practices that reflect the values and standards of the religion they hold (Delener, 1990). Religiosity can influence customer decision making through the cognitive influence and behaviour of individuals who adapt to their religious teachings. Religiosity plays a vital role in customer acceptance of opinions and values per their beliefs, thereby influencing customer attitudes towards religious products and economic shopping behaviour (Agarwala et al., 2019).

According to Aruan & Wirdania (2020), religiosity refers to the level of individual faith/obedience in believing and carrying out the religious teachings they adhere to. This religiosity has two dimensions, namely, religious beliefs and religious practices. These are important social factors that can influence customer behaviour from a religious point of view and religious values that are believed to be (Zamani-Farahani & Musa, 2012). Since religiosity is a factor that can influence individual behaviour (Eid & El-Gohary, 2015), religiosity can be a significant factor related to consumption patterns (Cleveland, Laroche, & Hallab, 2013). Religiosity shapes brand perceptions, influence customer preferences for a product and influence customer consumption status in purchasing behaviour (O'Cass, Lee, & Siahtiri, 2013).

2.7. Patronage Intention

Patronage intention is defined as a customer's willingness to interact, buy, recommend, and revisit an online store (Baker, Parasuraman, Grewal, & Voss, 2002). This patronage intention is an indicator that determines whether a customer will return to visit a store or move to another store. Mathwick, Malhotra, & Rigdon (2001) explain the same thing, where a patronage intention is a form of customer willingness to consider, recommend, or repurchase from the same marketer in the future.

Patronage intentions can strongly predict buying behaviour, whether customers will revisit the store and make repeat purchases. This patronage intention is influenced by previous shopping experiences, store atmosphere, and customer hedonic values (Afaq, Gulzar, & Aziz, 2020). The visual design of online sites, the quality of information, entertaining and educational content can also influence patronage intentions (Zhang, Fiore, Zhang, & Liu, 2020).

2.8. Hypotheses development

2.8.1. Value Co-creation and Customer Perceived Value

In value co-creation, the customer becomes the co-creator, where no value is obtained until the customer's information and ideas are used (Vargo & Lusch, 2006). Value co-creation results depend on the situation and the individual who does it (Prebensen & Foss, 2011). Value co-creation will occur in the fashion industry if manufacturers provide a conducive environment for customer participation. According to González-Mansilla et al. (2019), marketers can adjust offerings based on the results of value co-creation to improve customer perceived value. One might say that that customer perceived value is a cognitive consequence of value co-creation (Yi & Gong, 2013). Chiu, Won, & Bae (2019), González-Mansilla et al. (2019), and Xie et al. (2020) has proven the effect of value co-creation on customer perceived value. Based on the clarification over, the author proposes the starting hypothesis as takes after:

H1: Value co-creation has a positive effect on customer perceived value.

2.8.2. Value Co-creation and Customer Satisfaction

According to Opatá, Xiao, Nusenu, Tetteh, & Opatá (2019), in value co-creation, there is high customer involvement through exchanging knowledge and information. High customer involvement in value co-creation allows the creation of a final product that follows customer needs, thereby increasing customer satisfaction with the products offered. Customer satisfaction comes from a feeling of belonging to a co-created product (Hunt, Geiger-Oneto, & Varca, 2012). The development of customer behaviour during value co-creation can also increase customer satisfaction (Vega-Vazquez, Revilla-Camacho, & Cossío-Silva, 2013 and Assiouras, Skourtis, Giannopoulos, Buhalis, & Koniordos, 2019). This is supported by previous research regarding the relationship between value co-creation and customer satisfaction (Grisseemann & Stokburger-Sauer, 2012; Navarro et al., 2016; Kim et al., 2019; and. Yang, Huang, & Chen, 2019). Based on the existing arguments and research, the authors formulate the following hypotheses:

H2: There is a positive influence of value co-creation on customer satisfaction.

2.8.3. *Brand Image and Customer Perceived Value*

The brand image formed due to customer interactions with products affects customer attitudes and beliefs that shape customer behaviour. Customers like brand images that give high perceptions of value, quality, satisfaction, and loyalty (Johnson, Gustafsson, Andreassen, Lervik, & Cha, 2001). Brand image builds product character that encourages a positive mindset when thinking about a brand (Dewi, Syah, & Kusumapradja, 2020). Brand image affects customer perceived value functionally, hedonic, socially and financially (Kim, Ham, Moon, Chua, & Han, 2019), where customers match a brand's image with their self-image (Chae, Kim, Lee, & Park, 2020). Previous research found that brand image is an antecedent of customer perceived value (Cretu & Brodie, 2007; Lai, Griffin, & Babin, 2009; Ryu, Lee, & Kim, 2012; Lien et al., 2015; and Huang et al., 2019). Based on the theoretical logic and empirical results above, the following hypothesis is proposed:

H3: Brand image has a positive influence on customer perceived value.

2.8.4. *Brand Image and Customer Satisfaction*

According to (Hsieh, Pan, & Setiono, 2004), a successful brand image allows customers to recognize their needs in a brand and differentiate the brand from its competitors. Customers believe that a brand with a positive image guarantees product quality so that it does not cause post-purchase disappointment. Knowing product quality through brand image will minimize purchase risk, thereby increasing satisfaction (Pranata, Syah, & Anindita, 2020). The image captured by customers is not the same depending on the expected impression, experience, and contact with the brand, so the level of satisfaction is also different. If the customer's self-image has conformity with the brand image, then customer satisfaction will be high. Previous research has proven that brand image influences customer satisfaction (Martenson, 2007; Lai et al., 2009; Mohammed & Rashid, 2018; Song et al., 2019; and Rahi et al., 2020). Considering the discussion above, the following hypothesis is formulated:

H4: There is a positive influence of Brand Image on Customer Satisfaction.

2.8.5. *E-Service Quality and Customer Perceived Value*

According to (Tsao & Tseng, 2011), an important aspect in the quality of the e-services is meeting customer needs. E-retailers provide information on products sold, delivery times, and product returns (Tsao et al., 2016). Improving the quality of the e-services by providing complete information will meet customer perceived value. The quality of e-services is judged by the services provided, responses to questions asked, and post-purchase problem solving (Parasuraman et al., 2005). Service quality has a close relationship with customer perceived value in terms of service and product sales (Parasuraman & Grewal, 2000 and Hu, Kandampully, & Juwaheer, 2009). Empirical studies have been carried out by several analysts regarding the effect of e-service quality on customer perceived value (Chen & Dubinsky, 2003; Bauer, Falk, & Hammerschmidt, 2006; Kuo et al., 2009; Jiang et al., 2016; Tsao et al., 2016; and Li & Shang, 2020). Based on the above study, the following hypothesis is formulated:

H5: E-service quality has a positive effect on customer perceived value.

2.8.6. *E-Service Quality and Customer Satisfaction*

Business to Consumer (B2C) success is strongly influenced by customer satisfaction (Shin, Chung, Oh, & Lee, 2013). Satisfaction may be a positive feeling that emerges in customers towards the services given by e-retailers (Khan et al., 2019). E-service quality can be in the form of ease of access, speed, and competence that can meet customer needs to provide satisfaction (Aryati & Syah, 2018). Customer satisfaction arises because of the cognitive evaluation of the performance of e-service attributes that can meet customer expectations. According to Shankar, Smith, & Rangaswamy (2003), the level of satisfaction depends on customer experience, frequency of service use, and disconfirmation of the time required to choose a service. Several researchers have explored the relationship between e-service quality and customer satisfaction (Chang, Wang, & Yang, 2009; Gounaris, Dimitriadis, & Stathakopoulos, 2010; Vos, Eberhagen, Trivellas, Skourlas, & Giannakopoulos, 2014; Xiao, 2016; Rita et al., 2019; and Zarei, Asgarnezhad Nuri, & Noroozi, 2019). In line with the arguments above, the following hypothesis is established:

H6: E-service quality has a positive influence on customer satisfaction.

2.8.7. *Customer Perceived Value and Customer Satisfaction*

The customer perceived value is seen from several aspects such as money, quality, benefits, and social psychology (Kuo et al., 2009). Where obtaining value or benefit is a substantial consumption goal to be obtained in a successful purchase transaction (Davis & Hodges, 2012). The value of the products offered is to satisfy customers by meeting their needs. The perceived value is the customer's cognitive response before and after the purchase of the product. At the same time, satisfaction is a follow-up affective response after the purchase or use of the product. So that the customer perceived value is an antecedent of customer satisfaction (El-Adly, 2019). In the service and retail sector, the customer perceived value has been shown to have a positive impact on customer satisfaction (Cronin, Brady, & Hult, 2000; Eggert & Ulaga, 2002; Yang & Peterson, 2004; Chen & Tsai, 2008; El-Adly & Eid, 2016; and Slack, Singh, & Sharma, 2020). Based on the information and findings above, the following hypothesis is formulated:

H7: There is a positive influence of customer perceived value on customer satisfaction.

2.8.8. *Customer Perceived Value and Patronage Intention*

From an economic point of view, value is related to the costs paid during an exchange transaction. In contrast, from a psychological point of view, value is correlated as a cognitive and affective influence that influences purchasing decisions (Gallarza, Gil-Saura, & Holbrook, 2011). Value is reflected through customer consumption behaviour, so perceived value can be used to predict patronage intentions (Chen & Dubinsky, 2003). The customer perceived value depends on the information obtained when evaluating the product so that the intention to repurchase is different for each individual. A repurchase is carried out if the perceived value exceeds the expected, including monetary and non-monetary costs incurred (Liu & Jang, 2009). Previous researchers have proven a correlation between customer perceived value and patronage intentions (Hsin Chang & Wang, 2011; Jamal & Sharifuddin, 2015; Rahman, Kwong-Kay Wong, & Yu, 2016; Mathur & Gupta, 2019; and Kusumawati et al., 2020). From this study review, the researcher proposes a hypothesis:

H8: Customer perceived value has a positive effect on patronage intention.

2.8.9. Customer Satisfaction and Patronage Intention

According to Lin (2019), customer satisfaction can motivate positive behaviour towards a store. Kim (2012) conceptualizes customer satisfaction as a result of expectations of previous use, while repurchase is the implication of satisfaction and benefits derived from previous use. Customers who are satisfied with previous purchases or satisfied with using a product tend to make purchases at the same store and repurchase the same product. Meanwhile, dissatisfied customers tend to switch to other stores or switch to other products. There is a solid relationship between customer satisfaction and patronage intentions (McKercher, Denizci-Guillet, & Ng, 2012). Previous research shows similar results where customer satisfaction is directly proportional to patronage intentions (Bae, Slevitch, & Tomas, 2018; Nair, 2018; Hu, Teichert, Liu, Li, & Gundryeva, 2019; Deb et al., 2020; and Kusumawati et al., 2020). Based on the discussion above, the hypothesis proposed by the author is:

H9: Customer satisfaction has a positive effect on patronage intentions.

2.8.10. Moderation Role of Religiosity

According to Shyan Fam, Waller, & Zafer Erdogan (2004), religiosity influences customer attitudes and behaviour towards products or services. The level of individual religiosity will affect the customer's judgment in receiving product information, which affects the purchasing decision-making process. Religiosity shapes customer attitudes and decisions through ethical judgments provided by customers in the context of consumption (Arlı, Septianto, & Chowdhury, 2020). Customers buy products that have the same characteristics as the values they believe in (Kusumawati et al., 2020) and are in line with their religion (Notodisurjo, Syah, & Anindita, 2019).

Customers with high religiosity will commit to their beliefs by risk-averse behaviour, so they have a more positive attitude towards religious products (Agarwala et al., 2019). If the product has characteristics and benefits per one's religiosity, a positive feeling will arise in satisfaction with the product, which increases patronage intentions. Religiosity affects the way individuals shop (Choi, Paulraj, & Shin, 2013 and Essoo & Dibb, 2004), where customers with high religiosity have greater patronage intentions (Jamal & Sharifuddin, 2015; Rahman, Abdel Fattah, Zaman, & Hassan, 2018; Deb et al., 2020; and Kusumawati et al., 2020). With the correlation of the variables mentioned above, the following hypothesis is proposed:

H10: Religiosity strengthens the relationship between customer perceived value and patronage intention.

H11: Religiosity strengthens the relationship between customer satisfaction and patronage intentions.

Based on the theoretical framework above, the research model can be described as shown in Figure 1 below:

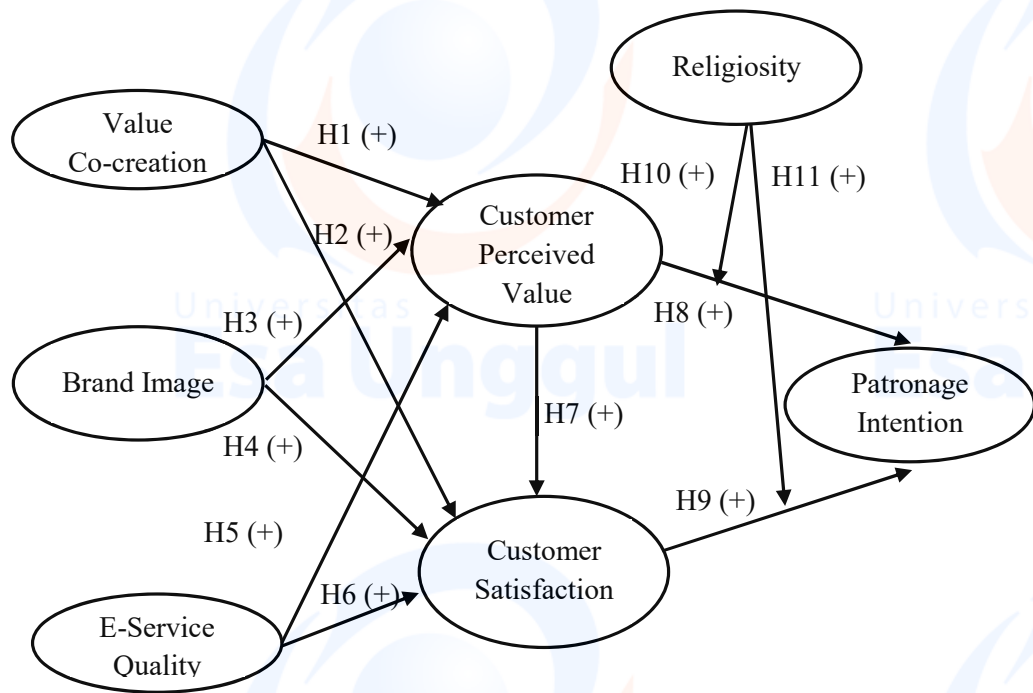


Figure 1. Research Model

3. Methods

3.1. Data collection

Data collection in this study used a survey method by distributing online questionnaires through the Google Form application. The sample of this study was selected using a purposive sampling method on several Muslim fashion online shops with social commerce platforms that implement Value Co-creation in their business, namely Mamanda, Shafeeya, RH, Michan and Falova. The respondent's criteria are customers who have purchased Muslim fashion products at least 2 times during the last 6 months and have participated in providing ideas or input on products to be marketed through the direct chat with the seller. Data were collected for 3 months, from May to July 2021. The sample was obtained from customers of the 5 brands spread throughout Indonesia with sociodemographic characteristics in this study, including gender, residence, age, occupation, education, and allocation of fashion spending in a month.

3.1. Measurements

In this study, measurements related to the variables studied were adopted from previous studies. The value co-creation variable is measured by 24 questions adapted from Yi & Gong (2013). The brand image variable was measured using 6 questions adopted from Ansary & Nik Hashim (2018). The e-service quality variable was adopted from Rita et al. (2019), consisting of 3 questions. The religiosity variable was measured using 11 questions adapted from Kusumawati et al. (2020). The customer perceived value variable was

measured using 7 questions adapted from Kusumawati et al. (2020). The customer satisfaction variable was measured using 4 questions from Kusumawati et al. (2020). Finally, the variable of Patronage Intention was measured using 6 questions adapted from Kusumawati et al. (2020). All items were measured employing a Likert scale with 5 scales ranging from 1 (strongly disagree) to 5 (strongly agree).

This study is a quantitative study using the Structural Equation Model (SEM) method, with data processing and analysis using SPSS 26 and SmartPLS 3.0 software. Researchers tested the validity and reliability with factor analysis using SPSS. A validity test was carried out by looking at the measurement values of Kaiser-Meyer-Olkin (KMO) and Measure of Sampling Adequacy (MSA). KMO and MSA values above 0.5 indicate that the factor analysis is appropriate. Reliability test using Cronbach's Alpha measurement. Cronbach's Alpha value close to 1 indicates the reliability test is getting better (Hair, Black, Babin, & Anderson, 2014). After analyzing the results of the pre-test with 30 respondents, value co-creation, e-service quality, customer satisfaction, and patronage intention are all declared valid. Meanwhile, the brand image variable from 6 questions leaves 5 valid questions. The customer perceived value variable from 7 questions is 6, which is declared valid. The religiosity variable from 11 questions only 7 questions is valid. Thus the number of questions in this study amounted to 55 items. Table 1 shows measurement items and sources.

4. Result

4.1. Respondent profiles

Respondents of this research are Muslim fashion customers of Mamanda, Shafeeya, RH, Michan, and Falova brands, with a total of 301 respondents. The majority of respondents were women (85.7%), 36-44 years old (48.8%), most of whom resided on the island of Java (72.1%), with a housewife occupation (51.8%) and undergraduate education (59.5%). Most of the respondents spent < Rp 500,000 per month (55.5%) for Muslim fashion with a frequency of purchases within 6 months as much as 2x (40.2%). The sociodemographic profile of respondents has been displayed in Table 2.

4.2. Measurement model

The construct validity and reliability test on the reflective measurement model were carried out based on recommendations from Hair, Hult, Ringle, & Sarstedt (2017), where the loading factor value required in SmartPLS 3.0 is 0.70 and cronbach's alpha is 0.60. The measurement of construct validity in this study can be accepted and declared valid because most indicators in each variable have a loading factor value above 0.70, and only the REL3 indicator has a loading factor of less than 0.70, namely 0.64 (therefore eliminated). The value of Cronbach's alpha obtained in this study ranged from 0.702 to 0.918, which indicates is reliable.

The calculation results of Composite Reliability (CR) and Average Variance Extracted (AVE) in this study can be said to meet the overall requirements. According to Hair et al. (2017), the threshold values are CR 0.70 and AVE 0.50. Calculation results for CR and AVE for information seeking (CR=0.834; AVE=0.626), information sharing (CR=0.857;

AVE=0.602), responsible behavior (CR=0.855; AVE=0.597), feedback (CR=0.843; AVE=0.643), advocacy (CR=0.931; AVE=0.818), helping (CR=0.942; AVE=0.802), tolerance (CR=0.887; AVE=0.725), brand image (CR=0.917; AVE=0.688), e-service quality (CR=0.941; AVE=0.841), customer perceived value (CR=0.927; AVE=0.681), customer satisfaction (CR = 0.922; AVE = 0.748), religiosity (CR = 0.890; AVE = 0.573), and patronage intention (CR = 0.930; AVE = 0.690). Table 3 shows construct reliability and convergent validity. The Discriminant Validity test using the Fornell-Larcker Criterion method is declared valid because the AVE root of each latent variable is higher than the correlation with other latent variables (Fornell & Larcker, 1981). The results of the discriminant validity test can be seen in Table 4.

In this study, value co-creation is the second-order construct with reflective-formative type. First-order constructs were reflective, and the relationships between value co-creation dimension (first-order constructs) and value co-creation variable (second-order constructs) were formative. Therefore the measurement model was scrutinized through significance weight and multicollinearity test. The weights were significant ($p < 0.01$) except for VCC16, VCC19, and VCC20. According to Garson (2016), if the weight is not significant but has a loading factor ≥ 0.5 , it can still be included in the model. Value co-creation as a formative model is declared valid because there is no multicollinearity between indicators (VIF <5). Table 5 shows formative measurement model evaluation.

4.3. Structural model evaluation

After the measurement model test is declared valid and reliable, the structural model evaluation is carried out to test the proposed hypothesis. First, we perform a multicollinearity test to ensure no Common Method Bias (CMB) in PLS-SEM. The multicollinearity test on the structural model uses the inner Variance Inflation Factor (VIF) with a tolerance value of VIF below 3.3 (Kock, 2017). VIF values range from 1.701 to 3.050, so there is no problem with multicollinearity (Table 6).

Hypothesis testing using the bootstrap method based on the significance of the path coefficient (Figure 2). For the 5% significance level, the T-statistic value should be 1.96 or higher so that the hypothesis is supported (Hair et al., 2017). Based on the hypothesis test, nine hypotheses (H1-H9) were supported, while two hypotheses (H10 and H11) were below the threshold of 1.96 is rejected. The results show significant positive influence of value co-creation on customer perceived value ($t = 6.018$, $p < 0.05$), value co-creation on customer satisfaction ($t = 2.185$, $p < 0.05$), brand image on customer perceived value ($t = 6.543$, $p < 0.05$), brand image on customer satisfaction ($t = 3.517$, $p < 0.05$), e-service quality on customer perceived value ($t = 5.331$, $p < 0.05$), e-service quality on customer satisfaction ($t = 7.205$, $p < 0.05$), customer perceived value on customer satisfaction ($t = 4.317$, $p < 0.05$), customer perceived value on patronage intention ($t = 2.103$, $p < 0.05$), and customer satisfaction on patronage intention ($t = 15.361$, $p < 0.05$). Meanwhile, the results showed that religiosity did not have a significant effect as a moderating relationship between customer perceived value on patronage intentions ($t = 1.036$, $p > 0.05$) and moderating the relationship between customer satisfaction on patronage intentions ($t = 0.470$, $p > 0.05$). Table 7 shows the results of hypothesis testing.

Evaluation of model quality based on R-square adjusted. The value of R^2 adjusted shows how much the independent variable can explain the dependent variable. According to Chin (1998), a substantial R^2 value is 0.67 or higher. Customer Perceived Value (CPV) has an R^2 value of 0.672. Thus it can be interpreted that 67.2% of the variance of Customer Perceived Value (CPV) can be explained by Value Co-Creation (VCC), Brand Image (BI), and E-Service Quality (ESQ). In comparison, the remaining 32.8% can be explained by other variables not included in this study. The adjusted R^2 value obtained from the customer perceived value is substantial. Similarly, 2 dependent variables shows R-square substantial: Customer Satisfaction (CS) 0.692 and patronage intention (PI) 0.736. Table 8 shows the test of R-square.

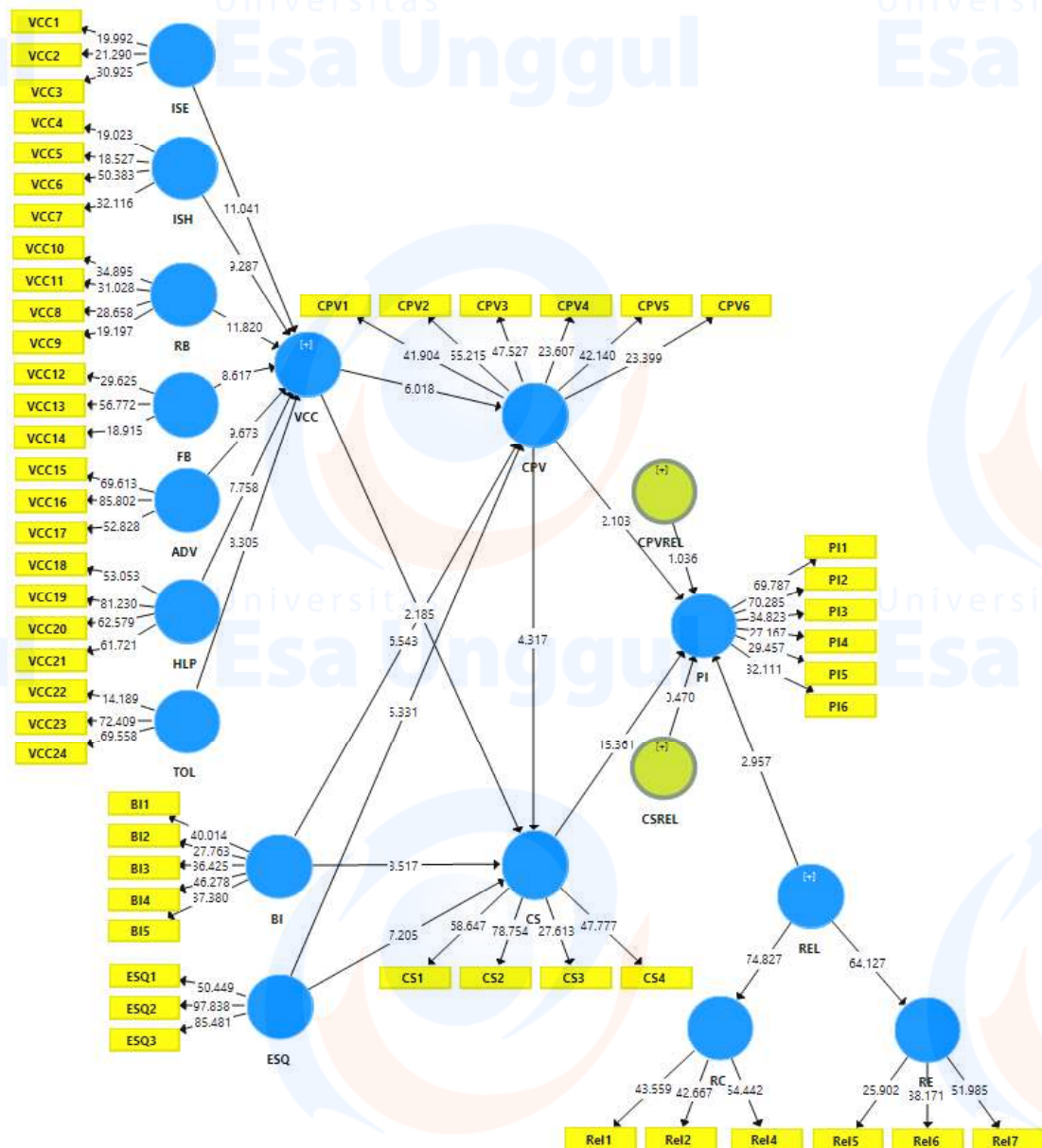


Figure 2. Path Diagram T-Value

5. Discussion

This study explores and empirically examines the effect of value co-creation, brand image, and e-service quality on patronage intentions, with the mediation of customer perceived value and customer satisfaction moderated by religiosity. The relationship between value co-creation that positively affects customer perceived value is examined more deeply through this study. Several previous studies have shown that customer participation in the value co-creation process will make customers part of the company so that in addition to adding value to the company, it also provides benefits for customers in the form of value and experience gained during the value co-creation process (Vega-Vazquez et al., 2013 and Chiu, Kwag, & Bae, 2015). The collaborative process of value co-creation in the Muslim fashion industry will prompt additional value that customers will get in item quality and item details that take after customer wishes. When customers exchange information, provide ideas and input to the company, the suitability of the perceived value obtained will be better because the customer has a clear reference value regarding the Muslim fashion product created. The higher the involvement of customers in value co-creation, the higher the customer perceived value in terms of the compatibility between the quality of the product received and the price paid. The results of this study have validated that value co-creation has a positive effect on customer perceived value. This is consistent with the study conducted by Chiu et al. (2019) which explains that when customers benefit from value co-creation, customers will get a higher perceived value.

This study also found a positive effect of value co-creation on customer satisfaction. When customers provide ideas and information about Muslim fashion products that match their needs and desires, satisfaction will arise in themselves when customers get these products. Satisfaction occurs because the customer is part of the creation of the product, thus creating a feeling of pride and satisfaction in the customer for using Muslim fashion products that come from their ideas. This is in line with Grisseemann & Stokburger-Sauer (2012) statement where more customers are satisfied with the results of their value co-creation compared to customers who are dissatisfied with their creations. These findings are also supported by several previous researchers where customer participation in value co-creation positively and significantly affect customer satisfaction (Navarro et al., 2016; Kim et al., 2019; Opata et al., 2019; and Yang et al., 2019).

The next result found in this exploration is that brand image positively influences customer perceived value. A better brand image with its strength and uniqueness will increase the customer perceived value of Muslim fashion products. Significantly when the Muslim fashion business grows rapidly, products that only follow trends are not enough. Fashion products with unique characteristics will be more attractive to customers because they give a deep impression. This brand image plays an essential role in influencing the customer's mindset, including assessing whether the attributes in Muslim fashion products follow the existing values in customer perceptions. Muslim fashion customers view the brand image more towards functionality or utilitarian value, not an egocentric image that can show their identity or hedonic value. According to Lien et al. (2015) and Afriani, Indradewa, & Syah (2019), brands with an attractive image can increase customer trust and perceptions of products that will encourage purchase intentions. The finding that brand image has a

significant effect on customer perceived value contributes to corroborating several similar (Abu ELSamen, 2015; Kim, Chun, & Ko, 2017; and Huang et al., 2019).

The brand image also has a positive effect on customer satisfaction. Where brand image affects customer decision making through cognitive influence, if customers make purchases based on decisions based on the belief that the products purchased are of high quality and have advantages, the customers will feel satisfied. Differences in perceptions and preferences of customers towards a Muslim fashion brand will make a difference in the level of satisfaction received. Customers who see a brand as having a good image and according to their preferences will like the product. If the product received turns out to be less attractive, customer satisfaction would be reduced. These findings can provide scientific contributions and strengthen previous findings that brand image has a positive correlation with customer satisfaction (Song et al., 2019; Jung, Kim, & Kim, 2020; and Rahi et al., 2020).

This study also found that the e-services quality has a positive relationship with the customer perceived value. E-services play an essential role in shaping customer perceptions, especially in providing information about the product to be purchased. The better the quality of e-services owned by the online store, the more competent it will be to facilitate information search activities and purchase transactions. With the complete fulfilment of the information needed by the customer, the customer will get a better perception of the value of Muslim fashion products being marketed. This will affect customer decisions in buying Muslim fashion products online, often based on good quality e-services that can meet customer perceived product value in terms of economy, benefits, and quality. These findings follow the study conducted by Jiang et al. (2016), Tsao et al. (2016), and Rodríguez, Villarreal, Valiño, & Blozis (2020) regarding the positive influence of e-service quality on customer perceived value.

The e-services quality also has a positive influence on customer satisfaction. With the e-services quality provided by e-retailers in the form of easy access for customers to obtain product information, a pleasant online shopping experience, and ease of transaction will provide a positive emotional response in the form of satisfaction in the customer. The frequency of customers visiting Muslim fashion online shops and the customer's shopping experience while interacting online will affect the level of satisfaction obtained by customers. The level of customer satisfaction will be different from one another. According to Rita et al. (2019), the online store must have a visually attractive design, easy to understand and provide relevant information about the product to provide satisfaction for customers who visit it. The results of this study strengthen empirical studies that have also been carried out by several analysts regarding the effect of e-service quality on customer satisfaction (Kundu & Datta, 2015; Kim, 2019; and Zarei et al., 2019).

The results of this study offer a scientific contribution to the positive influence of customer perceived value on customer satisfaction. This is because providing functional value to customers in the form of benefits and good quality Muslim fashion products can lead to satisfaction in customers. Because basically, the key to customer satisfaction lies in the way marketers identify and market products that match what customers need (Karani, Syah, &

Anindita, 2019). So retailers need to provide superior value in their products to produce customer satisfaction (Kesari & Atulkar, 2016). In addition, the customer perceived value is a cognitive evaluation, while customer satisfaction is a form of emotional response. The majority of cognitive evaluation precedes emotional response, this is evidenced in this study where the customer perceived value is a positive antecedent of customer satisfaction. This finding reinforces previous research on the positive impact of customer perceived value on customer satisfaction (Yang & Peterson, 2004; Chen & Tsai, 2008; El-Adly & Eid, 2016; and Slack et al., 2020).

Another thing explored in this study is that the customer perceived value positively affects patronage intentions. The perceived value of each customer will be different depending on the information obtained when evaluating a product. The desire to repurchase will also be different for each individual. When Muslim fashion products have a positive value in terms of quality and benefits, customers will be willing to buy products, visit stores, and recommend products to others. Customers will tend to repurchase in the future if the customer's perception exceeds what is expected (Liu & Jang, 2009), in addition to the convenience and trust of customers in the store (Punuindoong, Syah, & Anindita, 2020). The findings in this study corroborate what several researchers have done in providing similar evidence, namely that there is a correlation between customer perceived value and patronage intentions (Jamal & Sharifuddin, 2015; Rahman et al., 2016; Mathur & Gupta, 2019; and Kusumawati et al., 2020).

On the other hand, customer satisfaction also positively influences patronage intentions. Customers who are satisfied with previous purchases or satisfied with using a Muslim fashion product tend to repurchase at the same online store and make purchases of the same product or different products with the same brand. Even customers who are satisfied with the product's performance, apart from buying and revisiting the store, will be willing to recommend the product to others (Elizar, Indrawati, & Syah, 2020). Store and product attributes also influence customer satisfaction, which will affect patronage intentions (Nair, 2018). This study corroborates the similar results obtained by previous researchers where customer satisfaction is directly proportional to patronage intentions (Hu et al., 2019; Deb et al., 2020; and Kusumawati et al., 2020).

In the context of religiosity as moderation, it was found that religiosity did not significantly strengthen the relationship between customer perceived value and patronage intentions. This is because Muslim fashion is no longer synonymous with fulfilling the need for clothing per Islamic law but shifting to fulfilling the need to look trendy and stylish. According to Blommaert & Varis (2015), the phenomenon of "hijabistas", or the use of Muslim fashion, has become the identity and lifestyle of Muslims by following existing fashion trends. So that religious and non-religious customers will use Muslim fashion products as part of their lifestyle.

In Indonesia, where 87% of the population is Muslim, fashion companies have designed their products according to the provisions of Islamic law. Religious customers no longer base purchasing decisions on the Shari'a provisions but the benefits and quality of Muslim fashion products. Likewise, customers who are not religious will revisit online stores to

buy Muslim fashion products based on product designs that follow trends and product advantages that match their perceived value. This is in accordance with the discoveries of Kusumawati, Listyorini, Suharyono, & Yulianto (2019), which observed that the level of customer religiosity did not influence patronage intention. Customers who already have a high perception of value for Muslim fashion products will continue to buy products and visit online stores without being influenced by customer religiosity.

Another result of this study shows that religiosity does not strengthen the relationship between customer satisfaction and patronage intentions. In Indonesia, the increasing number of Muslim fashion users is influenced by modern fashion and design in products, and religiosity is no longer the primary determinant of purchasing decisions for Muslim fashion products (Arifah, Sobari, & Usman, 2017). Modern designs that follow growing fashion trends make Muslim fashion products can be used by anyone, young or old, religious or not, and used in various events. The majority of Muslim fashion companies in Indonesia currently provide a variety of Muslim fashion choices that can facilitate customers who have different preferences.

Customers with a high level of religiosity like Muslim fashion products with simple designs, dark colours, and emphasize functionality. Meanwhile, customers with a low level of religiosity like Muslim fashion products with fashionable designs, bright colors, and various motifs that can support their appearance and follow existing trends. The availability of a choice of Muslim fashion models according to customer preferences makes customers who are satisfied with the products purchased return to visit the online store without any influence from the level of religiosity owned by the customer. This interesting finding supports previous research conducted by Farrag & Hassan (2015), where religiosity does not have a significant effect on patronage intentions on Muslim fashion products.

6. Conclusion

The majority of the hypotheses developed in this study have been successfully proven, where value co-creation, brand image, and e-service quality indirectly affect patronage intentions mediated by customer perceived value and customer satisfaction. The higher the participation of Muslim fashion customers in value co-creation, the higher the customer perceived value and customer satisfaction that will encourage patronage intentions. Customers will repurchase Muslim fashion products at the same online store if the manufacturer succeeds in providing unique and different attributes to their products and improving the quality of their e-services. On the other hand, the level of patronage intention is not influenced by the level of religiosity owned by Muslim fashion customers. Meanwhile, religiosity does not have a significant effect in strengthening the relationship between customer perceived value and patronage intentions and the relationship between customer satisfaction and patronage intentions.

6.1. Managerial implications

This study provides several managerial implications. First, value co-creation can be applied to the non-service sector industry, which in this study is represented by the Muslim fashion industry, where customers are involved in creating and innovating Muslim fashion products that can generate more value and benefits for customers. Companies need to provide a

conducive environment to feel comfortable sharing information, ideas, and input about the products to be created. The value co-creation process must also be supported by a good information system where customers can access information regarding the types and specifications of raw materials to be used. Transparency and communication are needed during the value co-creation process to maximize the exchange of information between the company and customers regarding the Muslim fashion products that will be created. Customers' ideas and creativity will be integrated with the company's resources to produce Muslim fashion products with superior value. Companies that implement value co-creation will have a sustainable competitive advantage compared to companies that still use a company-centric or product-centric paradigm. The company will have more ideas regarding the design of Muslim fashion products and can strengthen marketing relationships with customers.

Second, e-services play an important role in the digital marketing era. Companies need to create applications or websites, or other types of e-services that are easily accessible to customers. So that customers can easily find information and share information that can increase customer perceptions of product value and increase customer intentions to purchase Muslim fashion products online. The information provided by the company regarding Muslim fashion products must be complete, accurate, and updated, as well as provide room for customers to give reviews of the products offered. So that customers can make purchasing decisions through the Zero Moment of Truth that customers get when interacting with e-services owned by online stores. Apart from product information, the e-services quality provides a pleasant shopping experience for Muslim fashion customers by providing aesthetic value to the website in the form of typography, placement and selection of product images, as well as providing easy-to-access menu navigation for customers. A good e-service must also be able to provide information about the stages of purchasing, the delivery process, handling problems, and returning Muslim fashion products if they are damaged during shipping.

The third managerial implication is that this research can be input for Muslim fashion designers or entrepreneurs to produce fashion products that look at trends and consider quality and benefits that can improve product image in customer perception. Because Muslim fashion customers see products from utilitarian values, product designs must have functionality that follows customers' needs. The need for early identification of customer needs for Muslim fashion products in order to create quality products that can satisfy customers and have a better image than competitors.

6.2. Limitations and future research

This research still has several limitations that require to be improved. First, this research was conducted in the Muslim fashion industry, which does not necessarily describe the condition of the non-service industry as a whole. So that future research can be focused on different non-service industries to gain a broader insight into customer participation in value co-creation for the non-service sector. Second, this study only looks at customer participation in value co-creation without considering its antecedents. Therefore, future research can enrich this literature by adding antecedents to value co-creation. Third, this research stops at the intention of patronage, which is the ultimate goal of the study.

Furthermore, the researcher recommends further research by adding the consequences of patronage intentions such as customer loyalty. Fourth, the research was conducted by involving customers without classifying the customers involved. So that future research can add moderating variables such as fashion involvement for high-involvement and low-involvement customers. In this study, religiosity was measured using measurements that were generally not specific to Islam. In the future, the Islamic religiosity measurement scale can be used if the respondents involved are Muslims. The final suggestion for further researchers is that the measurement of religiosity is not only seen from the questionnaire, which only reflects the level of individual obedience to their religion, but also looks at the preferences of Muslim fashion products that customers buy, which can reflect customer behavior towards religious products.

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Appendices

Table 1. Measurement Items and Sources			
Variables	Dimension	Items	Sources
Value Co- Creation (VCC)	Information Seeking	VCC1: I asked the seller for information about the product being offered (model, size, material, and price).	Yi & Gong (2013)
		VCC2: I'm looking for information where the location of the seller of this brand.	
		VCC3: I am looking for information on how to use the product properly by paying attention to product videos and product catalogs.	
	Information Sharing	VCC4: I explained to the seller what I wanted from this brand (my expectations of this brand).	
		VCC5: I gave correct information to the seller.	
		VCC6: I provide the necessary information in order to participate in the creation of the product that meets my expectations.	
		VCC7: I answered all the seller's questions regarding the quality of the products from this brand.	
	Responsible Behavior	VCC8: I took the necessary steps (shared information with the seller) in order to get the product I wanted.	
		VCC9: I complete all behavior expected of me, both following the ordering flow and providing feedback and suggestions.	
		VCC10: I fulfill my responsibility for the advancement of this brand by contributing in the form of providing information, ideas and input.	
		VCC11: I followed the instructions given by the seller regarding the technical use and maintenance of the product.	
	Feedback	VCC12: I let the seller know if I have any useful ideas to improve product quality.	
		VCC13: I comment about the product when I receive a good quality product.	
		VCC14: I notify the seller when I have a problem with a product or service.	
	Advocacy	VCC15: I have said positive things about this brand to others.	
		VCC16: I recommend this brand to others.	
		VCC17: I encourage friends and relatives to use this brand.	

Table 1. Measurement Items and Sources (Continued)			
Variables	Dimension	Items	Sources
Value Co-Creation (VCC)	Helping	VCC18: I help other customers if they need my help.	Yi & Gong (2013)
		VCC19: I help other customers if they seem to have a problem with this brand.	
		VCC20: I teach other customers to use the product properly.	
		VCC21: I give advice to other customers.	
	Tolerance	VCC22: I am willing to accept the product if the product provided is not as expected.	
		VCC23: I am willing to be patient if the seller makes a mistake when delivering the product.	
		VCC24: I am willing to wait if I have to receive the product longer than the estimated time I expect.	
Brand Image (BI)		BI1: This brand has good quality.	Ansary & Nik Hashim (2018)
		BI2: This brand has better characteristics than its rivals (other brands).	
		BI3: This brand has a personality that distinguishes itself from competitors (other brands).	
		BI4: This brand does not disappoint its customers.	
		BI5: This brand is one of the best brands in the Muslim fashion category.	
E-Service Quality (ESQ)		ESQ1: Overall, my shopping experience at this online shop is very good.	Rita et al. (2019)
		ESQ2: The quality of service provided by this online shop is overall very good.	
		ESQ3: Overall I feel very satisfied with this online shop.	
Religiosity (REL)	Religious Commitment	REL1: I often read or see news about religion either through books, magazines, television or social media.	Kusumawati et al. (2020)
		REL2: I participate in making financial contributions to religious activities such as infaq and alms.	
		REL3: I actively participate in religious activities.	
		REL4: I am trying to increase my level of faith.	

Table 1. Measurement Items and Sources (Continued)			
Variables	Dimension	Items	Sources
Religiosity (REL)	Religious Experiential	REL5: I feel sad and dissatisfied when I act against my beliefs.	Kusumawati et al. (2020)
		REL6: I have an obligation to help others.	
		REL7: I have an obligation to respect the rights of others.	
Customer Perceived Value (CPV)		CPV1: The price of this brand's product is in accordance with the quality.	Kusumawati et al. (2020)
		CPV2: When using the products of this brand can enhance my image and status.	
		CPV3: When using a product of this brand it creates positive feelings.	
		CPV4: This brand's product is up to the standard I want.	
		CPV5: By using this brand's product reflects adherence to religion.	
		CPV6: This brand's product is useful to support appearance.	
Customer Satisfaction (CS)		CS1: I love visiting this online shop.	Kusumawati et al. (2020)
		CS2: I am happy with the existence of this online shop.	
		CS3: I prefer this online shop compared to other Muslim fashion online shops.	
		CS4: I feel satisfied when trying products from this online shop.	
Patronage Intention (PI)		PI1: I am willing to revisit this online shop.	Kusumawati et al. (2020)
		PI2: I am willing to repurchase products in this online shop.	
		PI3: I am willing to shop more at this online shop on my next purchase	
		PI4: I am willing to recommend this online shop.	
		PI5: I will consider this online shop to be the first choice in shopping for Muslim clothing.	
		PI6: I will often shop online in the future.	

Table 2. Sociodemographic Profile of Respondent (n = 301)

	Freq	%		Freq	%
Gender			Marital Status		
Female	258	85.7	Single	11	3.7
Male	43	14.3	Married	290	96.3
Age Ranges			Purchase in 6 Months		
18 - 26 years	10	3.3	2x	167	55.5
27 - 35 years	131	43.5	3x	68	22.6
36 - 44 years	147	48.8	4x	24	8.0
45 - 53 years	13	4.3	> 4x	42	14.0
Area of Residence			Latest Education		
Java	218	72.4	Junior High Graduate	4	1.3
Sumatra	27	9.0	Senior High Graduate	42	14.0
Borneo	16	5.3	Associate's degree	46	15.3
Sulawesi	22	7.3	Bachelor's degree	179	59.5
Papua	13	4.3	Master's degree	23	7.6
Nusa Tenggara	5	1.7	Doctoral degree	7	2.3
Occupation			Fashion Shopping Monthly (IDR)		
Student	13	4.3	< 500K	167	55.5
Private employee	60	19.9	> 500K – 1,000K	73	24.3
Civil servant	27	9.0	> 1,000K – 1,500K	18	6.0
Self-employed	35	11.6	> 1,500K – 2,000K	11	3.7
Housewife	156	51.8	> 2,000K	32	10.6
Others	10	3.3			

Table 3. Construct Reliability and Convergent Validity					
Constructs	Indicator	Loading Factor	Cronbach's Alpha	CR	AVE
Information Seeking (ISE)	VCC1	0.767	0.702	0.834	0.626
	VCC2	0.784			
	VCC3	0.821			
Information Sharing (ISH)	VCC4	0.730	0.779	0.857	0.602
	VCC5	0.705			
	VCC6	0.852			
	VCC7	0.808			
Responsible Behavior (RB)	VCC8	0.776	0.775	0.855	0.597
	VCC9	0.727			
	VCC10	0.809			
	VCC11	0.777			
Feedback (FB)	VCC12	0.805	0.722	0.843	0.643
	VCC13	0.866			
	VCC14	0.727			
Advocacy (ADV)	VCC15	0.895	0.888	0.931	0,818
	VCC16	0.934			
	VCC17	0.883			
Helping (HLP)	VCC18	0.872	0.918	0.942	0.802
	VCC19	0.920			
	VCC20	0.896			
	VCC21	0.894			
Tolerance (TOL)	VCC22	0.729	0.809	0.887	0.725
	VCC23	0.909			
	VCC24	0.904			
Brand Image (BI)	BI1	0.829	0.887	0.917	0.688
	BI2	0.810			
	BI3	0.837			
	BI4	0.847			
	BI5	0.824			
E-Service Quality (ESQ)	ESQ1	0.886	0.905	0.941	0.841
	ESQ2	0.940			
	ESQ3	0.924			
Customer Perceived Value (CPV)	CPV1	0.823	0.906	0.927	0.681
	CPV2	0.872			
	CPV3	0.863			
	CPV4	0.753			
	CPV5	0.847			
	CPV6	0.771			

Table 3. Construct Reliability and Convergent Validity (Continued)					
Constructs	Indicator	Loading Factor	Cronbach's Alpha	CR	AVE
Customer Satisfaction (CS)	CS1	0.903	0.886	0.922	0.748
	CS2	0.906			
	CS3	0.778			
	CS4	0.865			
Religious Commitment (RC)	REL1	0.860	0.809	0.887	0,723
	REL2	0.837			
	REL3	0.640			
	REL4	0.853			
Religious Experiential (RE)	REL5	0.814	0.804	0.885	0.719
	REL6	0.845			
	REL7	0.883			
Patronage Intention (PI)	PI1	0.873	0.910	0.930	0.690
	PI2	0.888			
	PI3	0.822			
	PI4	0.784			
	PI5	0.801			
	PI6	0.810			

Table 4. Discriminant Validity (Fornell-Larcker Criterion)

	ADV	BI	CPV	CS	ESQ	FB	HLP	ISE	ISH	PI	RB	RC	RE	TOL
ADV	0.904													
BI	0.518	0.829												
CPV	0.522	0.765	0.825											
CS	0.448	0.733	0.746	0.865										
ESQ	0.380	0.664	0.661	0.738	0.917									
FB	0.563	0.537	0.531	0.474	0.446	0.802								
HLP	0.707	0.433	0.453	0.392	0.256	0.495	0.895							
ISE	0.484	0.542	0.519	0.503	0.392	0.455	0.404	0.791						
ISH	0.477	0.504	0.486	0.455	0.340	0.524	0.502	0.609	0.776					
PI	0.410	0.679	0.700	0.842	0.676	0.449	0.343	0.485	0.414	0.831				
RB	0.543	0.527	0.582	0.512	0.449	0.678	0.540	0.495	0.655	0.502	0.773			
RC	0.339	0.467	0.506	0.443	0.381	0.449	0.268	0.362	0.409	0.502	0.403	0.850		
RE	0.356	0.455	0.506	0.441	0.511	0.410	0.210	0.417	0.310	0.465	0.434	0.592	0.848	
TOL	0.355	0.383	0.391	0.365	0.314	0.278	0.410	0.124	0.232	0.360	0.295	0.297	0.181	0.852

Notes: ADV: Advocacy, BI: Brand Image, CPV: Customer Perceived Value, CS: Customer Satisfaction, ESQ: E-Service Quality, FB: Feedback, HLP: Helping, ISE: Information Seeking, ISH: Information Sharing, PI: Patronage Intention, RB: Responsible Behavior, RC: Religious Commitment, RE: Religious Experiential, TOL: Tolerance.

Formative construct	Reflective constructs	Weights	Loading Factor	VIF
Value Co-Creation (VCC)	VCC1	0.078***	0.515	1.556
	VCC2	0.105***	0.536	1.585
	VCC3	0.094***	0.634	1.775
	VCC4	0.050***	0.521	1.800
	VCC5	0.067***	0.516	1.788
	VCC6	0.056***	0.633	2.243
	VCC7	0.057***	0.702	2.254
	VCC8	0.039**	0.621	1.952
	VCC9	0.107***	0.582	1.702
	VCC10	0.077***	0.696	2.459
	VCC11	0.088***	0.662	1.875
	VCC12	0.064***	0.627	2.114
	VCC13	0.097***	0.721	2.241
	VCC14	0.085***	0.513	1.697
	VCC15	0.084***	0.725	3.010
	VCC16	0.034	0.747	4.051
	VCC17	0.097***	0.679	3.185
	VCC18	0.050**	0.686	3.346
	VCC19	0.044	0.696	4.401
	VCC20	0.035	0.657	3.839
	VCC21	0.052**	0.683	3.488
	VCC22	0.052***	0.310	1.635
	VCC23	0.059***	0.462	2.769
	VCC24	0.081***	0.456	2.739

Notes: *p < 0.10, **p < 0.05, ***p < 0.01.

Constructs	CPV	CS	PI
VCC	1.873	2.129	
BI	2.451	2.967	
ESQ	1.815	1.988	
CPV		3.050	2.787
CS			2.462
REL			1.701

Table 7. The Results of Hypothesis Testing				
Hypothesis	Path	T-Statistics	p Values	Result
Main Paths				
H1	Value Co-Creation → Customer Perceived Value	6.018	0.000	Supported
H2	Value Co-Creation → Customer Satisfaction	2.185	0.029	Supported
H3	Brand Image → Customer Perceived Value	6.543	0.000	Supported
H4	Brand Image → Customer Satisfaction	3.517	0.000	Supported
H5	E-Service Quality → Customer Perceived Value	5.331	0.000	Supported
H6	E-Service Quality → Customer Satisfaction	7.205	0.000	Supported
H7	Customer Perceived Value → Customer Satisfaction	4.317	0.000	Supported
H8	Customer Perceived Value → Patronage Intention	2.103	0.036	Supported
H9	Customer Satisfaction → Patronage Intention	15.361	0.000	Supported
Moderation Effect				
H10	Customer Perceived Value* Religiosity → Patronage Intention	1.036	0.301	Not Supported
H11	Customer Satisfaction* Religiosity → Patronage Intention	0.470	0.638	Not Supported

Table 8. Test of R-Square		
Dependent Variable	Independent Variable	R ² Adjusted
Customer Perceived Value (CPV)	Value Co-Creation (VCC)	0.672
	Brand Image (BI)	
	E-Service Quality (ESQ)	
Customer Satisfaction (CS)	Value Co-Creation (VCC)	0.692
	Brand Image (BI)	
	E-Service Quality (ESQ)	
	Customer Perceived Value (CPV)	
Patronage Intention (PI)	Customer Perceived Value (CPV)	0.736
	Customer Satisfaction (CS)	
	Religiosity (REL)	

Lampiran 8. Bio Data Penulis

Sekilas Bio Data Penulis



Dora Olivia, dilahirkan di Yogyakarta, 26 September 1983. Sebagai anak pertama dari 3 bersaudara, dari pasangan Bapak Ir. Budihardjo (alm) dan Ibu Dra. Tuliek Surtiati. Penulis sejak usia dini, dimulai dari pendidikan Sekolah Dasar sudah dibentuk dan dituntut untuk menjadi pribadi yang mandiri.

Penulis pernah menempuh pendidikan SD di Madrasah Pembangunan UIN Syarif Hidayatullah Jakarta, dan melanjutkan ke jenjang SLTP di SMP Negeri 87 Jakarta dan SLTA di SMA Negeri 70 Jakarta. Gelar sarjana diperoleh Penulis dari Jurusan Teknik Kimia, Fakultas Teknik, Universitas Gadjah Mada Yogyakarta.

Penulis sejak duduk di bangku SMA, telah aktif pada kegiatan-kegiatan sekolah seperti menjadi pengurus di ROHIS, SKIR, dan OSIS. Hal ini berlanjut sampai jenjang kuliah dimana penulis aktif dalam kegiatan akademis dengan menjadi asisten dosen untuk praktikum Pengantar Teknik Kimia dan Operasi Teknik Kimia, serta aktif dalam kegiatan kemahasiswaan seperti BEM KMFT UGM, KMTK Teknik Kimia UGM, dan menjadi redaksi dalam ENTROPI Majalah Populer Teknik Kimia UGM.

Penulis saat ini bekerja sebagai wiraswasta dalam bisnis fashion muslim, dan sudah bergelut dalam industri ini selama kurun waktu 5 tahun. Kepeminatan yang tinggi akan manajemen dan perlunya wawasan serta pengetahuan yang dapat mendukung karir penulis, mendorong penulis melanjutkan pendidikannya ke jenjang pasca sarjana pada program studi Magister Manajemen di Fakultas Ekonomi dan Bisnis Universitas Esa Unggul dan telah menulis tugas akhir dengan Judul **“Pengaruh Value Co-creation, Citra Merek, dan Kualitas Layanan Elektronik pada Niat Patronase: Persepsi Nilai dan Kepuasan Pelanggan sebagai Intervening”**.

Dengan mengucapkan syukur ke hadirat Allah SWT, Penulis berharap agar tulisan/tugas akhir ini dapat memberikan manfaat bagi banyak pihak dan memberikan kontribusi positif pada bidang keilmuan, khususnya manajemen.