

# LAMPIRAN

**Lampiran 1**Kuesioner *Pre – Test***KUESIONER SURVEY**No: **R.....**

Penelitian ini merupakan penelitian ilmiah mengenai dampak dari *brand equity* terhadap niat beli dan kesediaan konsumen membayar harga premium pada RTD jus di Indonesia. Output dari penelitian ini akan menjadi masukan bagi perusahaan secara internal. Untuk itu, mohon bantuan Saudara untuk berpartisipasi mengisi kuesioner ini. Sepenuhnya saya menjamin kerahasiaan identitas Saudara.

Saya akan sangat menghargai pendapat saudara dan atas partisipasi Saudara saya ucapkan terima kasih.

**Ariesta Bougenvile****A. Konsumer Profil**

Nama :  
 Jenis Kelamin :  
 Usia :  
 Tingkat Pendidikan :  
 Pekerjaan :

**B. Petunjuk Pengisian**

Berilah tanda silang (x) atau ceklist (v) pada pilihan jawaban sesuai dengan kenyataan Saudara/i yang rasakan

SS : Sangat setuju (5)

S : Setuju (4)

N : Netral (Antara setuju dan tidak setuju) (3)

TS : Tidak Setuju (2)

STS: Sangat Tidak Setuju (1)

No	Pertanyaan	Skala				
		SS	S	N	TS	STS
		5	4	3	2	1
<b>Brand Awareness</b>						
1	Saya pernah mendengar tentang merek Floridina					
2	Saya tahu informasi tentang merek Floridina					
3	Saya dengan mudah dapat membedakan merek Floridina dengan merek-merek Juice lainnya					
4	Merek ini muncul pertama dalam pikiran saya ketika saya harus membuat keputusan pembelian pada produk Floridina					
<b>Perceived Quality</b>						
5	Merek Floridina menawarkan kualitas produk yang bagus					
6	Merek Floridina menawarkan produk yang terpercaya					
7	Kualitas produk Merek Floridina telah dikenal sejak lama					
8	Kinerja Floridina sangat tinggi					
9	Produk dari merek Floridina memiliki kualitas yang konsisten.					
<b>Brand Association</b>						
10	Diantara merek-merek Juice, saya percaya bahwa merek Floridina adalah pembelian yang bagus					
11	Merek Floridina memberikan kualitas sesuai dengan harga yang ditawarkan					
12	Merek Floridina menarik bagi Saya					
13	Perusahaan yang membuat Floridina memiliki kredibilitas					
14	Floridina menyediakan berbagai macam rasa					
15	Saya bangga akan produk dari merek Floridina					
16	Saya percaya terhadap perusahaan dan orang-orang yang berdiri di belakang merek Floridina memiliki keahlian di memproduksi minuman Juice.					
<b>Brand Loyalty</b>						
17	Ketika Saya membeli Juice, merek Floridina adalah pilihan utama					
18	Saya tidak akan membeli merek Juice lain ketika merek Floridina tidak tersedia di tempat saya biasa membeli					

No	Pertanyaan	Skala				
		SS	S	N	TS	STS
		5	4	3	2	1
19	Saya akan mencari Floridina di toko/warung lain jika tidak tersedia di tempat saya biasa membeli					
20	Saya akan merekomendasikan Floridina kepada seseorang yang meminta saran.					
21	Saya puas dengan merek ini					
<b>Overall Brand Equity</b>						
22	Sangat beralasan untuk membeli Floridina dibandingkan merek-merek Juice lainnya yang tersedia di pasaran					
23	Meskipun ada merek Juice lain yang sebaik merek Floridina, saya lebih suka membeli merek Floridina					
24	Jika merek kedua didukung oleh strategi promosi yang lebih baik, saya akan lebih memilih merek Floridina					
25	Jika merek kedua memiliki pola ketersediaan sama dengan Floridina, saya akan lebih memilih merek Floridina					
<b>Purchase Intention</b>						
26	Saya akan membeli Juice merek Floridina					
27	Pasti, saya akan mempertimbangkan membeli Juice merek Floridina					
28	Saya cenderung untuk membeli Juice merek Floridina					
29	Saya akan membeli dari merek Floridina dalam waktu dekat.					
<b>Willingness Premium Price</b>						
30	Saya bersedia membayar harga yang lebih banyak untuk merek Floridina dibandingkan merek Juice lain					
31	Saya bersedia membayar harga yang LEBIH TINGGI untuk merek Floridina dibandingkan merek Juice lain					
32	Saya bersedia membayar harga yang JAUH LEBIH TINGGI untuk merek Floridina dibandingkan merek Juice lain					

No	Pertanyaan	Skala				
		SS	S	N	TS	STS
		5	4	3	2	1
<b>Brand Awareness</b>						
1	Saya pernah mendengar tentang merek Minute Maid					
2	Saya tahu informasi tentang merek Minute Maid					
3	Saya dengan mudah dapat membedakan merek Minute Maid dengan merek-merek Juice lainnya					
4	Merek ini muncul pertama dalam pikiran saya ketika saya harus membuat keputusan pembelian pada produk Minute Maid					
<b>Perceived Quality</b>						
5	Merek Minute Maid menawarkan kualitas produk yang bagus					
6	Merek Minute Maid menawarkan produk yang terpercaya					
7	Kualitas produk Merek Minute Maid telah dikenal sejak lama					
8	Kinerja Minute Maid sangat tinggi					
9	Produk dari merek Minute Maid memiliki kualitas yang konsisten.					
<b>Brand Association</b>						
10	Diantara merek-merek Juice, saya percaya bahwa merek Minute Maid adalah pembelian yang bagus					
11	Merek Minute Maid memberikan kualitas sesuai dengan harga yang ditawarkan					
12	Merek Minute Maid menarik bagi Saya					
13	Perusahaan yang membuat Minute Maid memiliki kredibilitas					
14	Minute Maid menyediakan berbagai macam rasa					
15	Saya bangga akan produk dari merek Minute Maid					
16	Saya percaya terhadap perusahaan dan orang-orang yang berdiri di belakang merek Minute Maid memiliki keahlian di memproduksi minuman Juice.					
<b>Brand Loyalty</b>						
17	Ketika Saya membeli Juice, merek Minute Maid adalah pilihan utama					
18	Saya tidak akan membeli merek Juice lain ketika merek Minute Maid tidak tersedia di tempat saya biasa membeli					

No	Pertanyaan	Skala				
		SS	S	N	TS	STS
		5	4	3	2	1
19	Saya akan mencari Minute Maid di toko/warung lain jika tidak tersedia di tempat saya biasa membeli					
20	Saya akan merekomendasikan Minute Maid kepada seseorang yang meminta saran.					
21	Saya puas dengan merek Minute Maid					
<b>Overall Brand Equity</b>						
22	Sangat beralasan untuk membeli Minute Maid dibandingkan merek-merek Juice lainnya yang tersedia di pasaran					
23	Meskipun ada merek Juice lain yang sebaik merek Minute Maid, saya lebih suka membeli merek Floridina					
24	Jika merek kedua didukung oleh strategi promosi yang lebih baik, saya akan lebih memilih merek Minute Maid					
25	Jika merek kedua memiliki pola ketersediaan sama dengan Floridina, saya akan lebih memilih merek Minute Maid					
<b>Purchase Intention</b>						
26	Saya akan membeli Juice merek Minute Maid					
27	Pasti, saya akan mempertimbangkan membeli Juice merek Minute Maid					
28	Saya cenderung untuk membeli Juice merek Minute Maid					
29	Saya akan membeli dari merek Minute Maid dalam waktu dekat.					
<b>Willingness Premium Price</b>						
30	Saya bersedia membayar harga yang lebih banyak untuk merek Minute Maid dibandingkan merek Juice lain					
31	Saya bersedia membayar harga yang LEBIH TINGGI untuk merek Minute Maid dibandingkan merek jus lain					
32	Saya bersedia membayar harga yang JAUH LEBIH TINGGI untuk merek Minute Maid dibandingkan merek jus lain					

**Lampiran 2**  
**Data Pre Test Responden**

R	Brand Awareness				Perceived Quality					Brand Association						
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	aw1	aw2	aw3	aw4	pq5	pq6	pq7	pq8	pq9	ba10	ba11	ba12	ba13	ba14	ba15	ba16
1	4	4	4	3	3	3	3	3	4	3	4	4	4	3	3	4
2	3	4	2	2	3	3	3	3	2	3	2	3	4	3	2	2
3	4	2	4	2	3	3	2	3	3	2	3	2	3	3	2	3
4	2	2	2	2	4	2	2	2	2	2	2	4	3	2	2	3
5	4	5	5	3	4	3	3	3	4	3	5	3	2	2	3	1
6	4	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3
7	5	5	5	2	2	4	3	3	3	2	3	2	3	1	2	3
8	4	4	4	2	3	3	2	2	3	2	3	3	3	3	2	2
9	5	5	5	1	3	3	3	3	3	3	2	2	2	3	2	2
10	5	4	5	2	2	2	2	2	3	2	4	3	3	2	2	2
11	5	4	4	2	2	2	2	3	3	3	4	2	3	2	2	3
12	4	4	4	3	3	3	3	3	3	2	4	3	5	1	3	3
13	5	4	4	3	3	3	3	3	3	2	3	2	3	2	2	3
14	5	5	5	5	5	5	3	4	4	4	5	5	5	5	5	4
15	4	4	3	2	2	4	4	3	3	4	4	3	4	4	4	4
16	4	4	4	3	4	4	3	3	4	4	4	3	3	3	2	3
17	4	4	4	2	5	4	4	4	4	4	4	5	3	4	4	4
18	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4
19	4	3	4	2	3	3	3	3	3	3	3	4	3	2	3	4
20	5	4	2	4	3	3	4	3	3	4	4	4	4	3	4	4
21	4	4	4	3	4	4	4	3	3	3	4	3	4	4	3	3

**Lampiran 2**  
**Data Pre Test Responden (lanjutan)**

R	Brand Awareness				Perceived Quality					Brand Association						
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	aw1	aw2	aw3	aw4	pq5	pq6	pq7	pq8	pq9	ba10	ba11	ba12	ba13	ba14	ba15	ba16
22	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
23	5	5	5	5	5	4	4	4	4	4	4	4	4	4	3	3
24	5	5	5	1	3	4	3	3	3	2	2	4	4	4	3	3
25	5	5	5	2	4	4	4	4	4	4	4	4	4	4	3	3
26	5	5	5	1	5	5	5	4	5	5	5	3	5	4	3	5
27	5	4	5	2	2	3	4	5	5	5	4	4	5	4	4	4
28	5	4	4	3	4	3	3	3	3	4	4	3	4	2	3	3
29	5	5	5	5	3	3	4	3	2	3	3	5	5	5	5	5
30	5	5	4	4	4	4	4	3	3	4	3	4	4	4	3	3



**Lampiran 2**  
**Data Pre Test Responden (lanjutan)**

R	Brand Loyalty					Overall Brand Equity				Purchase Intention				Willingness Premium Price		
	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
	b117	b118	b119	b120	b121	obe22	obe23	obe24	obe25	pi26	pi27	pi28	pi29	wpp30	wpp31	wpp32
1	3	2	3	3	4	4	2	3	4	3	3	3	2	2	2	2
2	2	2	2	3	2	2	2	2	2	3	2	3	2	2	2	2
3	2	1	1	2	2	1	1	1	2	3	3	1	2	1	1	1
4	4	2	2	4	2	2	4	4	4	4	4	2	2	2	2	2
5	3	2	2	3	3	3	3	3	3	3	4	3	1	1	1	1
6	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
7	2	2	2	3	3	2	2	2	2	2	2	2	2	2	2	2
8	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
9	2	1	1	1	1	3	3	3	3	1	1	1	1	1	1	1
10	2	2	2	2	3	4	3	2	4	3	4	2	4	3	2	4
11	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
12	1	2	2	2	3	2	2	2	2	3	3	2	2	3	2	2
13	2	2	2	3	3	3	3	3	3	2	2	2	2	2	2	2
14	5	3	2	4	4	5	4	5	4	4	4	4	3	3	3	3
15	2	2	2	4	4	2	3	3	4	4	3	3	3	2	2	2
16	3	2	2	3	3	2	3	2	3	3	3	2	3	3	2	1
17	3	2	2	4	4	3	4	3	4	4	4	4	4	4	4	2
18	3	2	3	3	4	3	3	3	3	3	3	3	3	3	3	3
19	3	3	2	2	3	3	2	3	2	3	3	3	2	2	2	2
20	4	3	2	3	4	3	4	4	3	4	4	3	3	3	3	3
21	3	2	2	3	3	3	2	3	3	3	3	3	2	2	3	2

**Lampiran 2**  
**Data Pre Test Responden (lanjutan)**

R	Brand Loyalty					Overall Brand Equity				Purchase Intention				Willingness Premium Price		
	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
	b117	b118	b119	b120	b121	obe22	obe23	obe24	obe25	pi26	pi27	pi28	pi29	wpp30	wpp31	wpp32
22	4	2	2	4	4	4	4	4	3	4	4	4	4	3	3	3
23	3	3	4	4	3	4	4	4	4	4	4	3	4	3	3	3
24	2	2	2	3	3	2	2	2	2	2	2	2	2	2	2	2
25	2	2	1	2	4	3	4	4	4	4	4	4	3	3	3	3
26	2	2	2	2	4	3	2	4	4	2	2	2	2	2	2	1
27	4	4	3	4	4	4	3	4	4	2	3	2	4	4	4	3
28	3	2	2	2	2	2	2	2	2	3	2	2	3	3	2	2
29	5	5	5	5	5	4	4	4	4	5	5	5	5	5	5	5
30	4	3	3	3	4	4	4	4	4	4	4	4	3	3	3	3

**Lampiran 3**  
**Hasil Uji Pre Test**

**1. Factor Analysis Variabel Brand Awareness**  
**a. Tahap 1**

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.689
Approx. Chi-Square	34.197
Bartlett's Test of Sphericity	df
	6
Sig.	.000

**Anti-image Matrices**

		aw1	aw2	aw3	aw4
Anti-image Covariance	aw1	.443	-.196	-.224	-.123
	aw2	-.196	.526	-.146	-.095
	aw3	-.224	-.146	.511	.147
	aw4	-.123	-.095	.147	.906
Anti-image Correlation	aw1	.678 <sup>a</sup>	-.407	-.470	-.194
	aw2	-.407	.750 <sup>a</sup>	-.282	-.137
	aw3	-.470	-.282	.685 <sup>a</sup>	.216
	aw4	-.194	-.137	.216	.440 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

**Component Matrix<sup>a</sup>**

	Component	
	1	2
aw1	.893	-.007
aw2	.858	.013
aw3	.830	-.315
aw4	.271	.950

Extraction Method: Principal

Component Analysis.<sup>a</sup>

a. 2 components extracted.

**Lampiran 3**  
**Hasil Uji *Pre Test* (lanjutan)**

**b. Tahap 2**

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.716
Approx. Chi-Square		31.945
Bartlett's Test of Sphericity	df	3
	Sig.	.000

**Anti-image Matrices**

		aw1	aw2	aw3
Anti-image Covariance	aw1	.461	-.222	-.222
	aw2	-.222	.537	-.140
	aw3	-.222	-.140	.536
Anti-image Correlation	aw1	.680 <sup>a</sup>	-.446	-.447
	aw2	-.446	.739 <sup>a</sup>	-.261
	aw3	-.447	-.261	.738 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

**Component Matrix<sup>a</sup>**

	Component
	1
aw1	.889
aw2	.855
aw3	.855

Extraction Method:

Principal Component

Analysis.<sup>a</sup>

a. 1 components

extracted.

**Lampiran 3**  
**Hasil Uji Pre Test (lanjutan)**

**2. Factor Analysis Variabel Perceived Quality**

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.744
Approx. Chi-Square	69.725
Bartlett's Test of Sphericity	df
	10
	Sig.
	.000

**Anti-image Matrices**

		pq5	pq6	pq7	pq8	pq9
Anti-image Covariance	pq5	.646	-.212	-.018	.024	-.061
	pq6	-.212	.407	-.172	-.011	-.067
	pq7	-.018	-.172	.400	-.168	.073
	pq8	.024	-.011	-.168	.295	-.221
	pq9	-.061	-.067	.073	-.221	.400
Anti-image Correlation	pq5	.809 <sup>a</sup>	-.414	-.036	.054	-.119
	pq6	-.414	.787 <sup>a</sup>	-.427	-.030	-.167
	pq7	-.036	-.427	.745 <sup>a</sup>	-.488	.181
	pq8	.054	-.030	-.488	.698 <sup>a</sup>	-.642
	pq9	-.119	-.167	.181	-.642	.717 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

**Component Matrix<sup>a</sup>**

	Component
	1
pq5	.663
pq6	.845
pq7	.825
pq8	.861
pq9	.795

Extraction Method:

Principal Component

Analysis.<sup>a</sup>

a. 1 components

extracted.

**Lampiran 3**  
**Hasil Uji *Pre Test* (lanjutan)**

**3. Factor Analysis *Brand Association***  
**a. Tahap 1**

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.784
Approx. Chi-Square	103.919
Bartlett's Test of Sphericity	df
	21
	Sig.
	.000

**Anti-image Matrices**

		ba10	ba11	ba12	ba13	ba14	ba15
Anti-image Covariance	ba10	.417	-.246	-.003	.011	-.182	.018
	ba11	-.246	.532	.088	-.054	.155	-.136
	ba12	-.003	.088	.375	-.016	-.066	-.160
	ba13	.011	-.054	-.016	.495	-.056	-.042
	ba14	-.182	.155	-.066	-.056	.400	-.088
	ba15	.018	-.136	-.160	-.042	-.088	.223
Anti-image Correlation	ba16	-.095	.084	.010	-.180	.032	-.103
	ba10	.755 <sup>a</sup>	-.522	-.007	.023	-.446	.060
	ba11	-.522	.547 <sup>a</sup>	.197	-.106	.336	-.394
	ba12	-.007	.197	.820 <sup>a</sup>	-.038	-.170	-.554
	ba13	.023	-.106	-.038	.893 <sup>a</sup>	-.126	-.127
	ba14	-.446	.336	-.170	-.126	.793 <sup>a</sup>	-.296
	ba15	.060	-.394	-.554	-.127	-.296	.780 <sup>a</sup>
	ba16	-.224	.175	.025	-.389	.076	-.332

### Lampiran 3

#### Hasil Uji *Pre Test* (lanjutan)

a. Measures of Sampling Adequacy(MSA)

**Component Matrix<sup>a</sup>**

	Component	
	1	2
ba10	.756	.394
ba11	.508	.803
ba12	.777	-.354
ba13	.770	-.087
ba14	.783	-.253
ba15	.905	-.073
ba16	.790	-.126

Extraction Method: Principal

Component Analysis.<sup>a</sup>

a. 2 components extracted.

#### b. Tahap 2

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.857
Approx. Chi-Square	88.745
Bartlett's Test of Sphericity	df
	15
	Sig.
	.000

**Anti-image Matrices**

		ba10	ba12	ba13	ba14	ba15	ba16
Anti-image Covariance	ba10	.572	.054	-.020	-.171	-.072	-.080
	ba12	.054	.390	-.008	-.107	-.170	-.004
	ba13	-.020	-.008	.501	-.046	-.067	-.179
	ba14	-.171	-.107	-.046	.451	-.065	.008
	ba15	-.072	-.170	-.067	-.065	.264	-.100
	ba16	-.080	-.004	-.179	.008	-.100	.446
Anti-image Correlation	ba10	.875 <sup>a</sup>	.114	-.038	-.336	-.185	-.158
	ba12	.114	.824 <sup>a</sup>	-.018	-.255	-.528	-.010
	ba13	-.038	-.018	.891 <sup>a</sup>	-.096	-.185	-.378
	ba14	-.336	-.255	-.096	.883 <sup>a</sup>	-.189	.019
	ba15	-.185	-.528	-.185	-.189	.825 <sup>a</sup>	-.290
	ba16	-.158	-.010	-.378	.019	-.290	.868 <sup>a</sup>

### Lampiran 3 Hasil Uji Pre Test (Lanjutan)

a. Measures of Sampling Adequacy(MSA)

**Component Matrix<sup>a</sup>**

	Component
	1
ba10	.723
ba12	.802
ba13	.775
ba14	.808
ba15	.902
ba16	.803

Extraction Method:

Principal Component

Analysis.<sup>a</sup>

a. 1 components

extracted.

#### 4. *Factor Analysis Brand Loyalty*

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.740
Approx. Chi-Square		80.628
Bartlett's Test of Sphericity	df	10
	Sig.	.000

**Anti-image Matrices**

		bl17	bl18	bl19	bl20	bl21
Anti-image Covariance	bl17	.399	-.149	.079	-.189	.021
	bl18	-.149	.247	-.187	.051	-.111
	bl19	.079	-.187	.321	-.129	.028
	bl20	-.189	.051	-.129	.381	-.159
	bl21	.021	-.111	.028	-.159	.554
Anti-image Correlation	bl17	.739 <sup>a</sup>	-.474	.222	-.485	.045
	bl18	-.474	.698 <sup>a</sup>	-.662	.168	-.300
	bl19	.222	-.662	.711 <sup>a</sup>	-.368	.067
	bl20	-.485	.168	-.368	.753 <sup>a</sup>	-.346
	bl21	.045	-.300	.067	-.346	.847 <sup>a</sup>



### Lampiran 3 Hasil Uji *Pre Test* (lanjutan)

a. Measures of Sampling Adequacy(MSA)

**Component Matrix<sup>a</sup>**

	Component
	1
bl17	.815
bl18	.891
bl19	.834
bl20	.846
bl21	.758

Extraction Method:

Principal Component

Analysis.<sup>a</sup>

a. 1 components

extracted.

#### 5. *Factor Analysis Variabel Overall Brand Equity*

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.819
Approx. Chi-Square		71.821
Bartlett's Test of Sphericity	df	6
	Sig.	.000

**Anti-image Matrices**

		obe22	obe23	obe24	obe25
Anti-image Covariance	obe22	.403	.007	-.148	-.109
	obe23	.007	.369	-.150	-.115
	obe24	-.148	-.150	.265	-.077
	obe25	-.109	-.115	-.077	.387
Anti-image Correlation	obe22	.831 <sup>a</sup>	.019	-.454	-.275
	obe23	.019	.818 <sup>a</sup>	-.479	-.304
	obe24	-.454	-.479	.774 <sup>a</sup>	-.241
	obe25	-.275	-.304	-.241	.868 <sup>a</sup>

### Lampiran 3 Hasil Uji *Pre Test* (lanjutan)

#### a. Measures of Sampling Adequacy(MSA)

**Component Matrix<sup>a</sup>**

	Component
	1
obe22	.857
obe23	.871
obe24	.923
obe25	.880

Extraction Method:

Principal Component

Analysis.<sup>a</sup>

a. 1 components

extracted.

#### 6. *Factor Analysis Purchase Intention*

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.797
Approx. Chi-Square		80.792
Bartlett's Test of Sphericity	df	6
	Sig.	.000

**Anti-image Matrices**

		pi26	pi27	pi28	pi29
Anti-image Covariance	pi26	.176	-.135	-.114	-.026
	pi27	-.135	.212	-.013	-.079
	pi28	-.114	-.013	.377	-.069
	pi29	-.026	-.079	-.069	.567
Anti-image Correlation	pi26	.719 <sup>a</sup>	-.697	-.445	-.084
	pi27	-.697	.758 <sup>a</sup>	-.046	-.227
	pi28	-.445	-.046	.866 <sup>a</sup>	-.150
	pi29	-.084	-.227	-.150	.932 <sup>a</sup>

### Lampiran 3 Hasil Uji *Pre Test* (lanjutan)

a. Measures of Sampling Adequacy(MSA)

**Component Matrix<sup>a</sup>**

	Component
	1
pi26	.939
pi27	.922
pi28	.871
pi29	.787

Extraction Method:

Principal Component

Analysis.<sup>a</sup>

a. 1 components

extracted.

## 7. *Factor Analysis Willingness Premium Price*

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.731
Approx. Chi-Square		70.574
Bartlett's Test of Sphericity	df	3
	Sig.	.000

**Anti-image Matrices**

		wpp30	wpp31	wpp32
Anti-image Covariance	wpp30	.176	-.135	-.073
	wpp31	-.135	.178	-.069
	wpp32	-.073	-.069	.390
Anti-image Correlation	wpp30	.679 <sup>a</sup>	-.762	-.277
	wpp31	-.762	.681 <sup>a</sup>	-.262
	wpp32	-.277	-.262	.888 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

**Component Matrix<sup>a</sup>**

	Component
	1
wpp30	.952
wpp31	.952
wpp32	.896



<b>R</b>	<b>JK</b>	<b>U</b>	<b>PEND</b>	<b>PEKER</b>	<b>BA1</b>	<b>BA2</b>	<b>BA3</b>	<b>PQ1</b>	<b>PQ2</b>	<b>PQ3</b>	<b>PQ4</b>	<b>PQ5</b>
24	2	2	2	1	5	4	4	3	5	4	3	2
25	1	1	1	1	5	3	4	4	4	4	4	4
26	2	1	1	1	3	5	5	4	3	4	5	3
27	2	1	2	1	5	5	3	5	4	4	4	5
28	2	2	2	1	3	5	4	3	3	3	3	3
29	1	1	1	1	5	5	5	4	5	5	4	4
30	1	1	1	1	4	4	3	3	3	3	5	2
31	1	2	2	1	4	4	4	3	3	3	3	3
32	2	1	1	1	4	4	4	4	4	4	4	4
33	2	2	4	2	4	4	4	4	4	4	4	4
34	2	3	4	2	3	4	3	4	5	5	5	4
35	1	2	2	1	5	3	3	3	3	3	3	3
36	1	2	2	1	4	4	4	3	3	3	3	3
37	1	2	2	1	4	4	5	3	4	4	4	2
38	1	2	2	1	5	4	5	5	5	5	5	5
39	1	2	2	1	3	5	3	5	5	5	5	5
40	1	2	2	1	4	5	5	3	4	5	5	2
41	2	1	1	1	4	4	4	4	4	4	4	4
42	2	1	1	1	4	3	3	3	3	3	3	3
43	2	2	2	1	5	4	3	4	4	4	4	4
44	1	2	1	2	4	4	5	3	4	4	3	2
45	1	2	2	1	5	5	4	5	5	4	5	5
46	2	2	4	2	3	5	5	4	5	5	5	4
47	1	1	1	1	5	5	5	3	3	3	3	3
48	2	2	2	1	4	4	5	4	4	4	4	4
49	2	1	2	1	5	5	4	5	5	3	5	5

<b>R</b>	<b>JK</b>	<b>U</b>	<b>PEND</b>	<b>PEKER</b>	<b>BA1</b>	<b>BA2</b>	<b>BA3</b>	<b>PQ1</b>	<b>PQ2</b>	<b>PQ3</b>	<b>PQ4</b>	<b>PQ5</b>
50	2	1	1	1	4	5	3	3	3	5	5	2
51	1	1	1	1	3	4	4	4	4	3	4	4
52	2	2	1	1	5	5	3	5	5	4	4	5
53	1	1	1	1	3	5	5	5	3	5	5	5
54	2	2	1	1	5	4	3	5	5	5	4	5
55	2	1	1	1	4	4	3	4	3	3	5	3
56	2	2	2	1	4	4	4	4	4	4	4	4
57	2	2	2	1	4	4	5	4	4	4	4	4
58	2	1	1	1	5	3	4	3	5	3	3	3
59	1	1	1	1	4	4	4	4	4	4	4	4
60	2	2	2	1	5	3	5	3	3	4	4	2
61	1	2	2	1	4	4	3	5	5	5	4	5
62	2	1	1	1	4	4	4	4	4	4	4	4
63	1	2	2	1	3	4	3	4	5	3	5	4
64	2	1	1	1	5	5	5	3	3	5	3	3
65	2	1	1	1	4	5	4	4	4	4	4	4
66	1	2	2	1	5	4	4	4	5	5	5	4
67	1	2	2	1	5	4	4	3	3	3	3	3
68	1	1	1	1	4	4	4	4	5	4	4	4
69	2	2	2	1	5	5	5	3	4	3	3	2
70	2	2	2	1	1	1	1	3	3	3	5	3
71	1	1	1	1	4	5	3	3	3	4	5	2
72	1	2	2	1	1	1	1	1	1	1	1	1
73	1	1	1	1	4	3	3	3	4	3	4	2
74	1	2	2	1	4	2	4	3	3	2	3	3
75	1	2	4	2	4	3	3	5	5	5	5	5

<b>R</b>	<b>JK</b>	<b>U</b>	<b>PEND</b>	<b>PEKER</b>	<b>BA1</b>	<b>BA2</b>	<b>BA3</b>	<b>PQ1</b>	<b>PQ2</b>	<b>PQ3</b>	<b>PQ4</b>	<b>PQ5</b>
76	1	2	2	1	5	4	3	3	3	5	4	3
77	1	2	2	1	5	4	4	4	4	4	4	4
78	2	1	1	1	4	4	4	4	4	4	4	4
79	2	2	2	1	4	3	4	5	5	5	4	5
80	2	2	2	1	4	4	4	4	4	4	4	4
81	1	2	2	1	4	4	5	4	5	3	4	4
82	2	2	2	1	5	5	5	5	5	5	5	5
83	2	2	2	1	4	3	4	3	3	3	3	3
84	1	2	2	1	5	4	3	3	4	3	3	2
85	2	2	2	1	4	5	3	4	5	4	3	4
86	1	2	2	1	3	4	5	4	4	5	3	4
87	1	1	1	1	4	5	3	5	4	4	5	5
88	2	1	1	1	5	4	5	5	3	4	5	5
89	2	1	1	1	5	4	5	5	5	5	5	5
90	1	2	2	1	5	5	5	4	4	4	4	4
91	2	2	2	1	4	4	5	5	3	3	5	5
92	2	2	2	1	5	4	3	3	3	3	5	3
93	2	2	1	1	4	4	4	4	5	4	4	4
94	1	3	4	2	5	4	3	4	4	4	4	4
95	2	2	1	1	5	5	4	4	4	5	5	4
96	1	2	4	2	5	5	5	4	4	4	4	4
97	1	3	4	2	4	3	4	3	3	3	3	3
98	1	2	4	2	5	5	3	5	3	3	5	5
99	2	2	2	1	5	5	4	4	4	4	4	4
100	1	2	2	1	4	4	4	4	4	4	4	4
101	2	1	1	1	5	4	4	3	4	4	4	4

<b>R</b>	<b>JK</b>	<b>U</b>	<b>PEND</b>	<b>PEKER</b>	<b>BA1</b>	<b>BA2</b>	<b>BA3</b>	<b>PQ1</b>	<b>PQ2</b>	<b>PQ3</b>	<b>PQ4</b>	<b>PQ5</b>
102	1	1	1	1	3	5	4	4	4	4	4	4
103	2	1	1	1	5	4	3	5	5	5	4	4
104	1	2	2	1	3	4	3	4	3	4	5	5
105	2	2	4	2	5	5	5	5	5	5	4	5
106	1	2	2	1	5	4	3	4	4	3	4	4
107	1	1	1	1	5	5	4	4	4	4	3	4
108	2	2	4	2	5	4	3	4	4	4	4	4
109	1	1	1	1	4	4	4	4	4	5	4	4
110	1	1	1	1	5	4	4	4	4	3	4	4
111	2	2	2	1	5	5	4	4	4	4	4	4
112	1	1	1	1	4	2	3	4	4	4	3	3
113	2	2	2	1	4	4	4	4	4	4	3	3
114	2	1	1	1	3	5	5	3	3	3	3	3
115	1	1	1	1	5	5	5	5	5	5	5	5
116	1	1	2	1	5	4	4	3	4	4	4	4
117	2	1	1	1	4	4	4	4	4	4	4	4
118	2	1	1	1	5	3	3	5	3	3	3	5
119	2	2	2	1	5	3	5	3	5	5	4	3
120	2	2	2	1	3	4	3	4	3	4	5	5
121	2	1	1	1	4	3	4	3	3	3	3	3
122	2	1	1	1	2	2	2	2	2	2	2	2
123	1	2	2	1	4	4	4	4	4	4	4	4
124	2	1	1	1	4	3	4	3	3	3	3	3
125	2	2	2	1	4	4	4	4	4	4	4	4
126	1	2	2	1	4	2	3	4	4	4	3	3
127	2	1	2	1	5	5	4	3	3	3	3	5



<b>R</b>	<b>JK</b>	<b>U</b>	<b>PEND</b>	<b>PEKER</b>	<b>BA1</b>	<b>BA2</b>	<b>BA3</b>	<b>PQ1</b>	<b>PQ2</b>	<b>PQ3</b>	<b>PQ4</b>	<b>PQ5</b>
128	2	1	2	1	4	3	4	3	3	3	3	3
129	2	2	2	1	4	3	5	5	3	5	4	3
130	2	2	2	1	5	4	3	5	5	5	5	4
131	1	1	2	1	4	4	4	4	4	4	4	4
132	1	2	2	1	5	4	4	3	3	3	3	3
133	1	2	2	1	5	4	3	4	4	3	4	4
134	1	1	1	1	4	4	4	3	3	4	4	3
135	2	1	1	1	4	4	4	3	3	3	3	3
136	1	1	1	1	4	2	3	3	3	3	3	3
137	2	1	1	1	4	3	3	5	5	3	5	3
138	1	2	2	1	5	4	5	4	4	4	4	4
139	1	3	4	2	5	5	5	2	4	3	3	3
140	1	1	1	1	4	4	3	4	4	4	4	4
141	1	2	2	1	4	4	5	4	4	3	4	5
142	2	2	2	1	5	3	3	3	3	3	3	3
143	1	2	2	1	5	5	5	4	5	4	5	5
144	2	3	4	2	5	5	5	4	5	4	5	5
145	2	2	2	1	5	5	3	5	3	3	5	3
146	1	2	2	1	5	5	5	4	4	4	4	4
147	1	2	2	1	4	3	5	3	3	3	3	3
148	1	1	2	1	4	4	3	4	4	4	4	4
149	2	2	2	1	4	4	4	4	4	4	4	4
150	2	2	2	1	4	3	4	3	3	3	3	3
151	1	1	1	1	5	5	5	5	4	4	4	4
152	2	1	1	1	4	3	3	3	3	3	3	3
153	1	2	2	1	4	5	4	4	5	4	5	5

<b>R</b>	<b>JK</b>	<b>U</b>	<b>PEND</b>	<b>PEKER</b>	<b>BA1</b>	<b>BA2</b>	<b>BA3</b>	<b>PQ1</b>	<b>PQ2</b>	<b>PQ3</b>	<b>PQ4</b>	<b>PQ5</b>
154	2	1	2	1	5	4	4	2	2	2	2	2
155	2	1	2	1	4	4	4	3	3	3	3	3
156	2	1	1	1	5	5	5	5	5	5	5	5
157	1	2	2	1	5	5	5	4	4	4	4	4
158	1	2	2	1	4	4	5	4	4	4	4	4
159	1	1	1	1	4	4	4	4	4	4	4	4
160	2	1	1	1	4	4	4	4	4	4	4	4
161	2	2	2	1	5	5	5	4	4	4	4	4
162	1	2	4	2	3	3	4	3	5	4	4	3
163	2	1	1	1	5	5	5	3	3	3	3	3
164	1	2	2	1	5	3	3	3	3	3	3	3
165	2	1	2	1	5	5	5	4	4	4	4	4
166	2	1	1	1	5	5	5	4	4	4	4	4
167	2	1	1	1	4	5	4	3	4	3	5	4
168	2	2	2	1	5	5	5	5	3	5	5	5
169	2	1	1	1	3	4	5	4	5	5	3	4
170	2	2	2	1	4	4	4	3	3	3	3	3
171	2	3	2	2	4	4	3	5	5	5	4	4
172	1	1	1	1	4	3	5	4	5	5	3	4
173	1	2	2	1	4	4	5	3	3	3	5	5
174	1	2	1	1	4	5	5	3	3	3	3	3
175	1	1	1	1	4	2	4	3	3	3	3	3
176	2	2	2	1	5	5	5	5	4	4	4	3
177	1	1	1	1	4	3	4	5	5	5	4	4
178	2	2	2	1	4	4	3	3	5	3	3	3
179	1	2	2	1	4	4	4	4	4	4	4	4

<b>R</b>	<b>JK</b>	<b>U</b>	<b>PEND</b>	<b>PEKER</b>	<b>BA1</b>	<b>BA2</b>	<b>BA3</b>	<b>PQ1</b>	<b>PQ2</b>	<b>PQ3</b>	<b>PQ4</b>	<b>PQ5</b>
180	1	3	4	2	5	5	5	5	5	5	5	5
181	1	1	1	1	5	5	3	3	3	3	5	3
182	1	1	1	1	5	3	4	4	5	3	3	4
183	2	2	2	1	4	4	4	4	4	4	4	4
184	1	1	1	1	4	4	3	4	3	5	5	5
185	2	1	1	1	5	4	5	5	3	3	3	3
186	1	1	1	1	5	3	5	5	4	5	4	5
187	2	2	2	1	5	3	3	3	3	3	3	3
188	2	1	1	1	4	4	4	4	4	4	4	4
189	2	1	2	1	4	4	4	4	4	4	4	4
190	2	1	2	1	5	5	5	5	4	4	4	4
191	2	2	2	1	5	5	3	3	4	5	4	5
192	2	1	1	1	2	2	2	2	2	2	2	2
193	1	2	2	1	4	3	4	4	4	4	4	4
194	2	1	1	1	3	3	5	5	3	4	4	3
195	1	2	2	1	5	4	4	5	5	5	5	4
196	1	1	2	1	5	4	4	3	3	3	3	3
197	1	1	2	1	4	3	4	3	3	3	3	3
198	2	1	2	1	4	4	3	4	4	4	4	3
199	2	1	1	1	3	3	4	5	4	4	5	4
200	1	2	2	1	5	4	5	5	4	4	4	5
201	2	2	2	1	5	5	5	5	4	4	4	3
202	2	2	2	1	4	4	4	5	5	4	4	5
203	2	1	1	1	4	4	3	5	5	5	4	4
204	1	1	1	1	4	4	4	5	5	4	4	5
205	1	2	2	1	5	5	5	4	4	4	4	4

<b>R</b>	<b>JK</b>	<b>U</b>	<b>PEND</b>	<b>PEKER</b>	<b>BA1</b>	<b>BA2</b>	<b>BA3</b>	<b>PQ1</b>	<b>PQ2</b>	<b>PQ3</b>	<b>PQ4</b>	<b>PQ5</b>
206	2	2	1	1	4	4	4	4	4	4	4	4
207	1	2	2	1	5	5	5	5	5	5	5	5
208	2	2	2	1	4	5	4	4	5	4	5	5
209	1	1	2	1	4	4	4	5	5	4	4	5
210	2	1	1	1	4	4	4	4	5	4	4	5
211	2	1	1	1	5	3	4	3	3	3	3	3
212	1	1	2	1	5	4	4	3	3	3	3	3
213	1	2	2	1	4	4	4	4	4	4	4	4
214	2	1	1	1	5	5	5	2	4	3	3	2
215	2	2	2	1	4	4	4	3	3	3	3	3
216	2	2	2	1	5	5	5	4	4	4	4	4
217	1	2	2	1	3	3	3	5	5	3	5	3
218	1	2	2	1	5	3	3	3	3	5	3	5
219	1	2	4	2	4	3	4	5	4	5	5	4
220	2	1	1	1	2	2	2	2	2	2	2	2
221	1	2	2	1	4	5	3	3	4	3	5	4
222	2	1	1	1	4	5	4	3	3	3	3	5
223	2	2	1	1	4	4	4	4	4	4	4	4
224	1	1	1	1	5	5	5	5	4	4	4	4
225	2	2	1	1	4	4	4	4	4	4	4	4
226	2	1	1	1	4	4	5	4	4	5	4	4
227	1	1	1	1	5	4	5	2	2	2	2	2
228	1	1	1	1	4	4	5	4	5	4	5	5
229	1	1	1	1	5	3	5	5	4	5	4	5
230	1	3	4	2	4	4	4	4	4	4	4	4
231	2	2	2	1	5	5	5	3	5	4	3	4

R	JK	U	PEND	PEKER	BA1	BA2	BA3	PQ1	PQ2	PQ3	PQ4	PQ5
232	2	1	1	1	5	4	5	5	4	5	5	4
233	1	2	4	2	4	4	5	4	4	4	4	5
234	2	2	2	1	5	4	4	5	5	5	5	4
235	1	1	1	1	5	5	5	4	4	4	4	3
236	2	2	2	1	4	5	3	3	3	5	3	5
237	2	2	2	1	4	4	4	4	4	4	4	4
238	2	1	1	1	5	3	3	4	3	4	4	3
239	2	2	2	1	4	4	4	4	4	4	4	4
240	2	2	2	1	3	2	2	3	3	3	3	3
241	1	1	1	1	3	5	4	4	3	5	3	5
242	1	2	1	1	5	5	3	3	4	5	4	5
243	1	2	2	1	4	4	4	4	4	5	4	4
244	2	1	1	1	4	5	4	3	3	3	3	5
245	2	1	1	1	5	3	3	3	3	3	3	3
246	1	1	1	1	5	5	5	5	5	5	5	5
247	1	1	1	1	5	5	5	4	4	4	4	4
248	1	1	1	1	5	4	4	3	3	3	3	3
249	2	2	2	1	4	2	4	3	3	3	3	3
250	2	1	1	1	5	5	5	3	3	3	3	3
251	2	1	1	1	4	5	4	4	5	4	4	4
252	2	2	1	1	2	2	2	2	2	2	2	2
253	1	1	1	1	5	3	3	4	3	4	4	3
254	2	1	2	1	5	4	5	5	5	4	4	4
255	1	2	2	1	4	4	3	3	4	4	3	3
256	1	1	1	1	4	4	4	3	3	3	3	3
257	2	1	1	1	4	5	5	5	4	3	3	5

<b>R</b>	<b>JK</b>	<b>U</b>	<b>PEND</b>	<b>PEKER</b>	<b>BA1</b>	<b>BA2</b>	<b>BA3</b>	<b>PQ1</b>	<b>PQ2</b>	<b>PQ3</b>	<b>PQ4</b>	<b>PQ5</b>
258	2	1	2	1	4	4	4	3	3	3	3	3
259	1	1	1	1	4	3	3	5	5	5	5	5
260	1	1	1	1	5	4	5	3	3	3	3	3
261	2	2	2	1	4	3	4	3	3	3	3	3
262	2	2	1	1	4	3	4	5	3	3	5	3
263	2	2	2	1	5	4	5	5	3	3	5	3
264	2	2	4	2	4	5	5	3	3	3	3	5
265	1	2	2	1	4	3	5	4	5	5	5	4
266	1	1	2	1	4	4	4	4	4	4	4	4
267	2	2	1	1	5	5	5	5	4	4	4	4
268	2	1	2	1	5	4	5	2	2	2	2	2
269	1	2	2	1	5	5	5	4	5	5	3	4
270	2	2	2	1	5	5	5	5	4	4	4	4
271	2	2	2	1	4	4	4	4	4	4	4	3
272	2	2	2	1	5	5	3	5	3	5	5	3
273	1	2	2	1	3	5	3	5	5	5	5	5
274	2	1	1	1	4	3	4	2	4	2	4	4
275	2	1	1	1	5	5	5	3	3	3	3	3
276	2	3	4	2	5	5	5	4	4	4	4	3
277	1	2	2	1	4	4	4	4	4	4	4	4
278	2	1	1	1	3	5	5	4	3	4	5	5
279	1	2	2	1	5	5	4	3	5	4	5	4
280	2	1	1	1	4	5	5	5	4	5	5	4
281	2	1	1	1	4	4	3	4	4	4	4	4
282	2	2	2	1	4	5	3	3	3	5	3	5
283	2	1	1	1	3	5	3	5	5	4	5	5

<b>R</b>	<b>JK</b>	<b>U</b>	<b>PEND</b>	<b>PEKER</b>	<b>BA1</b>	<b>BA2</b>	<b>BA3</b>	<b>PQ1</b>	<b>PQ2</b>	<b>PQ3</b>	<b>PQ4</b>	<b>PQ5</b>
284	1	2	2	1	4	4	4	4	4	4	4	4
285	2	2	4	2	4	4	4	5	5	5	5	4
286	2	2	1	1	4	3	3	3	3	5	3	3
287	2	1	1	1	5	3	4	4	4	5	5	4
288	1	2	2	1	5	5	5	3	5	4	3	4
289	1	2	2	1	5	3	5	4	5	4	4	4
290	2	2	2	1	4	4	4	4	4	4	4	4
291	1	1	1	1	4	4	4	4	4	5	4	5
292	2	1	1	1	4	4	4	4	4	4	4	4
293	1	2	2	1	5	5	4	3	3	5	3	3
294	1	3	2	2	2	2	2	2	2	2	2	2
295	1	2	2	1	4	4	5	3	5	3	3	5
296	2	1	1	1	5	5	5	3	3	3	3	3
297	1	1	1	1	4	4	3	3	4	4	3	3
298	2	2	2	1	1	1	1	1	1	1	1	3
299	2	2	2	1	5	4	4	3	4	4	4	3
300	1	2	2	1	5	3	5	4	4	5	4	4

**Lampiran 4**  
**Data Responden**

R	JK	U	PEND	PEKER	BRAND ASSOCIATION						BRAND LOYALTY				
					BASS1	BASS2	BASS3	BASS4	BASS5	BASS6	BL1	BL2	BL3	BL4	BL5
1	1	1	1	1	2	3	2	2	2	2	2	2	2	2	3
2	1	2	2	1	4	5	5	4	4	4	5	5	4	4	5
3	1	1	1	1	4	4	4	4	4	4	4	4	4	4	4
4	1	1	1	1	4	4	4	4	4	3	2	2	1	2	2
5	2	2	2	1	4	5	3	4	3	3	4	4	5	4	5
6	2	1	1	1	5	5	5	5	5	5	4	4	5	5	5
7	1	2	2	1	3	4	4	3	4	3	3	3	2	3	3
8	1	2	2	1	5	4	4	3	5	5	5	4	4	5	4
9	2	1	1	1	2	3	2	3	2	2	2	2	2	2	2
10	1	1	1	1	3	3	2	3	3	1	3	2	2	3	3
11	2	1	2	1	4	2	4	2	4	2	3	3	3	3	3
12	1	1	1	1	3	3	3	3	4	3	3	3	3	3	3
13	2	2	2	1	4	4	4	4	4	4	3	3	3	3	3
14	1	2	2	1	2	2	2	3	2	2	2	1	1	2	2
15	1	2	2	1	4	5	4	4	4	4	5	4	4	5	4
16	1	2	4	2	2	2	2	2	2	2	2	2	2	2	2
17	1	2	2	1	5	4	5	3	4	4	5	4	4	5	4
18	2	1	2	1	5	3	4	4	5	3	3	4	5	3	5
19	1	2	2	1	3	3	3	3	3	3	4	3	3	5	3
20	1	1	1	1	4	3	3	4	3	4	2	2	2	3	2



R	JK	U	PEND	PEKER	BASS1	BASS2	BASS3	BASS4	BASS5	BASS6	BL1	BL2	BL3	BL4	BL5
21	2	1	1	1	4	5	4	5	4	2	2	2	2	2	2
22	1	1	1	1	3	3	3	3	3	3	3	3	2	2	3
23	2	2	2	1	3	4	3	4	4	3	4	3	3	4	4
24	2	2	2	1	5	5	3	4	3	3	5	4	5	4	3
25	1	1	1	1	3	4	4	4	5	5	3	3	4	5	3
26	1	1	1	1	3	3	3	3	5	4	5	3	5	5	5
27	1	1	2	1	5	5	3	5	5	3	5	5	5	3	4
28	1	2	2	1	4	3	5	3	5	3	3	5	3	4	3
29	1	1	1	1	4	4	4	5	5	4	3	3	3	4	5
30	1	1	1	1	4	3	4	4	5	5	4	5	5	4	5
31	1	2	2	1	2	3	3	3	2	2	3	2	2	3	3
32	1	1	1	1	4	4	4	5	4	4	4	3	4	4	3
33	2	2	4	2	4	4	4	4	4	4	4	4	4	4	4
34	2	3	4	2	5	4	5	4	5	5	5	5	4	4	3
35	1	2	2	1	3	3	3	3	3	3	3	3	4	3	3
36	1	2	2	1	4	2	4	2	4	2	4	3	4	4	3
37	1	2	2	1	3	3	3	3	3	3	3	4	3	3	3
38	1	2	2	1	5	5	4	5	5	4	5	5	5	4	5
39	1	2	2	1	5	5	5	5	5	5	3	3	3	3	3
40	2	2	2	1	4	3	5	3	3	4	3	3	3	3	3
41	2	1	1	1	3	4	3	3	4	4	4	4	3	4	4
42	2	1	1	1	3	3	3	3	3	3	3	2	3	3	3
43	2	2	2	1	3	2	4	2	3	2	3	2	2	3	2
44	1	2	1	2	3	4	4	4	4	3	5	4	5	4	4
45	1	2	2	1	4	3	4	4	5	5	4	5	4	4	3
46	2	2	4	2	4	4	5	5	5	4	4	4	5	5	5

R	JK	U	PEND	PEKER	BASS1	BASS2	BASS3	BASS4	BASS5	BASS6	BL1	BL2	BL3	BL4	BL5
47	2	1	1	1	3	2	2	3	2	2	2	1	1	1	1
48	2	2	2	1	4	4	4	4	4	4	3	4	4	4	4
49	2	1	2	1	4	5	3	5	4	3	3	5	4	4	3
50	2	1	1	1	3	3	3	3	4	3	4	3	3	3	5
51	1	1	1	1	4	3	4	5	4	4	4	4	4	3	3
52	2	2	1	1	4	3	4	3	4	5	4	4	4	4	3
53	1	1	1	1	3	3	5	3	5	5	4	4	4	3	3
54	2	2	1	1	3	3	4	4	3	3	3	3	3	3	3
55	2	1	1	1	3	4	3	4	5	5	5	3	4	3	5
56	2	2	2	1	3	3	3	3	3	3	4	4	3	4	4
57	2	2	2	1	4	4	4	4	4	4	3	4	4	4	4
58	2	1	1	1	4	5	4	5	4	5	5	4	3	4	5
59	1	1	1	1	4	4	4	4	4	4	4	4	4	4	4
60	2	2	2	1	3	4	3	5	3	3	3	4	3	5	5
61	1	2	2	1	4	4	5	5	3	4	3	2	3	4	2
62	2	1	1	1	4	4	4	3	3	4	3	3	3	3	3
63	1	2	2	1	4	5	4	3	3	4	4	4	3	3	4
64	1	1	1	1	4	5	4	5	4	2	2	2	2	2	2
65	2	1	1	1	5	4	4	4	4	4	4	4	5	4	4
66	1	2	2	1	5	4	4	3	5	5	5	3	4	5	4
67	2	2	2	1	2	2	2	2	2	2	2	2	2	3	3
68	1	1	1	1	4	5	4	4	4	4	4	4	4	3	4
69	2	2	2	1	3	3	3	3	3	3	2	1	1	3	3
70	1	2	2	1	4	4	5	5	3	4	5	5	3	5	3
71	1	1	1	1	4	4	5	4	3	3	4	3	4	4	5
72	2	2	2	1	1	1	1	1	3	1	1	1	1	1	1

R	JK	U	PEND	PEKER	BASS1	BASS2	BASS3	BASS4	BASS5	BASS6	BL1	BL2	BL3	BL4	BL5
73	1	1	1	1	4	4	3	4	4	4	3	3	4	4	4
74	1	2	2	1	2	2	2	3	2	3	2	1	1	2	2
75	1	2	4	2	5	5	5	4	5	5	4	4	3	5	5
76	2	2	2	1	3	3	3	3	5	5	4	4	3	4	5
77	1	2	2	1	3	5	4	5	4	4	4	3	3	3	5
78	2	1	1	1	3	4	4	4	4	4	3	3	3	4	3
79	1	2	2	1	4	4	4	5	3	4	5	4	4	3	5
80	2	2	2	1	4	4	4	4	4	4	4	3	3	4	4
81	1	2	2	1	4	4	5	5	5	5	3	3	3	4	3
82	2	2	2	1	5	5	5	5	5	5	3	3	4	4	5
83	2	2	2	1	3	4	3	2	3	3	3	3	2	2	3
84	1	2	2	1	4	4	4	3	4	4	4	4	4	3	4
85	2	2	2	1	5	5	3	4	3	3	5	5	4	4	3
86	1	2	2	1	3	3	3	3	4	4	5	3	4	3	4
87	1	1	1	1	3	3	3	3	3	5	3	3	4	3	3
88	1	1	1	1	5	3	3	3	4	4	5	5	5	5	3
89	2	1	1	1	5	5	4	4	5	4	5	5	5	4	5
90	1	2	2	1	4	4	4	4	4	4	3	3	3	3	3
91	2	2	2	1	5	5	5	5	3	4	5	5	3	4	3
92	2	2	2	1	5	4	5	5	5	5	5	3	4	5	3
93	2	2	1	1	4	4	4	4	4	4	4	4	4	5	4
94	1	3	4	2	4	4	3	4	4	3	3	3	3	3	3
95	2	2	1	1	3	4	5	5	3	3	4	4	5	5	3
96	1	2	4	2	4	4	4	4	4	4	3	3	3	3	4
97	2	3	4	2	3	3	3	3	3	3	3	3	3	3	3
98	1	2	4	2	5	5	3	3	4	5	4	3	4	4	5

R	JK	U	PEND	PEKER	BASS1	BASS2	BASS3	BASS4	BASS5	BASS6	BL1	BL2	BL3	BL4	BL5
99	2	2	2	1	2	3	4	3	2	3	3	3	3	3	3
100	1	2	2	1	4	4	4	3	4	5	4	4	4	4	4
101	2	1	1	1	4	4	5	4	5	4	5	4	4	5	4
102	1	1	1	1	3	4	5	4	3	4	5	4	4	3	4
103	2	1	1	1	3	3	1	3	3	3	3	3	3	3	3
104	1	2	2	1	5	4	5	3	4	4	5	4	4	4	4
105	1	2	4	2	5	5	4	4	4	5	5	5	5	5	5
106	1	2	2	1	4	4	4	3	4	4	4	4	4	3	4
107	1	1	1	1	4	4	4	4	3	3	4	3	3	3	3
108	2	2	4	2	4	4	3	4	4	3	3	3	3	3	3
109	1	1	1	1	4	5	3	5	5	4	4	4	4	4	4
110	1	1	1	1	2	2	4	2	2	4	3	3	3	4	4
111	2	2	2	1	4	4	4	4	4	4	4	4	4	4	4
112	1	1	1	1	3	3	3	4	4	4	3	3	3	3	4
113	2	2	2	1	4	4	3	4	4	4	3	3	3	4	4
114	2	1	1	1	3	3	3	3	3	5	3	4	3	3	3
115	1	1	1	1	4	4	4	5	4	4	5	4	5	4	5
116	1	1	2	1	3	5	3	4	5	5	4	3	5	4	4
117	1	1	1	1	3	4	4	4	4	3	3	3	3	4	4
118	2	1	1	1	5	3	3	4	5	3	5	4	3	5	4
119	2	2	2	1	5	5	3	4	4	5	5	4	3	5	5
120	2	2	2	1	5	4	5	3	4	4	5	3	4	4	4
121	2	1	1	1	4	4	3	4	4	4	3	3	3	2	3
122	2	1	1	1	2	2	2	2	2	2	2	2	2	2	2
123	1	2	2	1	4	4	4	5	5	5	4	4	3	4	4
124	2	1	1	1	3	3	3	3	3	3	3	3	2	2	3

R	JK	U	PEND	PEKER	BASS1	BASS2	BASS3	BASS4	BASS5	BASS6	BL1	BL2	BL3	BL4	BL5
125	2	2	2	1	4	3	3	4	3	4	2	2	2	3	2
126	1	2	2	1	3	3	3	2	4	4	3	3	3	3	4
127	2	1	2	1	5	5	5	5	4	3	3	5	4	4	3
128	2	1	2	1	3	3	3	3	3	3	3	3	3	3	3
129	2	2	2	1	5	5	5	3	5	5	4	5	5	5	3
130	1	2	2	1	5	5	5	5	5	5	5	3	4	5	3
131	1	1	2	1	4	4	4	4	4	4	3	4	3	4	4
132	1	2	2	1	4	3	4	2	4	3	3	2	2	2	2
133	1	2	2	1	4	4	4	3	4	4	4	3	4	3	4
134	1	1	1	1	3	2	4	2	3	2	4	3	3	3	4
135	2	1	1	1	3	4	4	3	3	3	3	2	3	3	2
136	1	1	1	1	3	3	3	3	3	3	3	2	3	3	3
137	1	1	1	1	4	3	3	4	3	3	5	4	5	4	4
138	1	2	2	1	5	3	3	5	4	3	3	4	4	3	4
139	2	3	4	2	2	2	2	1	2	3	2	2	2	3	3
140	1	1	1	1	4	4	4	4	4	4	3	2	3	3	2
141	1	2	2	1	3	5	3	4	4	3	3	5	3	5	4
142	2	2	2	1	5	3	3	5	4	3	4	3	3	3	5
143	1	2	2	1	5	5	4	5	5	5	4	1	1	2	1
144	2	3	4	2	5	5	4	5	5	5	4	1	1	2	1
145	2	2	2	1	5	5	3	3	4	5	4	3	4	4	5
146	1	2	2	1	4	4	4	4	4	4	3	3	3	3	4
147	2	2	2	1	3	3	3	3	3	3	2	2	2	2	3
148	1	1	2	1	4	4	4	4	4	4	3	2	3	3	2
149	2	2	2	1	3	4	4	4	4	4	3	3	3	4	4
150	2	2	2	1	3	3	3	3	3	3	3	3	3	3	3

R	JK	U	PEND	PEKER	BASS1	BASS2	BASS3	BASS4	BASS5	BASS6	BL1	BL2	BL3	BL4	BL5
151	1	1	1	1	4	4	4	4	4	3	3	3	4	4	3
152	2	1	1	1	3	4	4	3	4	3	3	3	2	3	4
153	1	2	2	1	4	5	5	4	4	4	5	5	4	4	5
154	2	1	2	1	3	2	2	2	2	2	2	2	2	2	2
155	2	1	2	1	2	3	3	3	2	3	3	2	2	3	3
156	2	1	1	1	5	5	5	4	5	5	4	4	4	4	5
157	2	2	2	1	4	4	4	4	4	4	3	3	3	3	3
158	1	2	2	1	3	4	3	4	3	4	4	4	4	4	4
159	1	1	1	1	3	3	4	4	3	3	3	2	2	3	3
160	2	1	1	1	4	3	3	4	3	4	2	2	2	3	2
161	1	2	2	1	3	3	3	3	3	3	3	3	4	4	3
162	1	2	4	2	3	3	5	3	5	3	3	5	5	5	4
163	2	1	1	1	3	3	3	3	3	3	3	3	3	3	3
164	1	2	2	1	3	4	5	4	3	5	4	5	4	4	3
165	2	1	2	1	4	4	4	4	4	3	3	3	3	3	3
166	2	1	1	1	4	4	4	4	4	3	2	2	1	2	2
167	2	1	1	1	5	4	5	5	3	4	3	5	3	3	4
168	2	2	2	1	5	5	5	3	5	5	5	4	5	5	5
169	1	1	1	1	5	3	4	3	3	3	5	5	5	5	5
170	2	2	2	1	3	4	4	3	3	4	3	2	3	3	2
171	1	3	2	2	4	4	5	5	3	4	3	2	3	4	2
172	2	1	1	1	3	3	5	5	3	3	5	3	4	3	4
173	1	2	2	1	4	4	5	5	5	4	5	5	3	4	3
174	2	2	1	1	4	5	4	5	4	5	4	5	4	5	5
175	1	1	1	1	3	3	3	4	3	3	2	2	2	3	3
176	2	2	2	1	3	3	3	3	3	4	5	4	4	4	4

R	JK	U	PEND	PEKER	BASS1	BASS2	BASS3	BASS4	BASS5	BASS6	BL1	BL2	BL3	BL4	BL5
177	1	1	1	1	4	4	4	5	3	4	5	4	4	3	5
178	2	2	2	1	4	4	3	3	4	4	3	4	3	4	3
179	1	2	2	1	4	4	4	4	4	4	3	3	3	3	3
180	1	3	4	2	5	5	5	5	4	5	5	5	5	5	5
181	1	1	1	1	4	4	4	4	4	3	4	3	3	3	4
182	2	1	1	1	4	5	4	5	3	4	5	4	3	4	5
183	2	2	2	1	4	4	4	4	4	4	4	4	4	4	4
184	1	1	1	1	3	3	3	4	5	5	5	3	4	3	5
185	1	1	1	1	4	4	4	5	4	4	4	4	4	3	3
186	1	1	1	1	5	5	4	5	5	5	4	3	4	4	5
187	2	2	2	1	3	3	4	3	4	3	4	4	5	4	5
188	2	1	1	1	4	4	4	5	4	4	4	4	4	4	4
189	1	1	2	1	4	4	4	4	4	4	4	4	4	4	4
190	2	1	2	1	4	4	4	4	3	3	3	3	4	4	3
191	2	2	2	1	4	3	5	5	3	4	5	5	3	5	3
192	2	1	1	1	2	2	2	2	2	2	2	2	2	2	2
193	1	2	2	1	5	4	5	4	4	4	4	4	3	4	4
194	2	1	1	1	3	3	4	4	4	5	3	4	4	4	4
195	1	2	2	1	5	3	4	5	3	4	4	3	4	5	3
196	1	1	2	1	4	5	3	3	3	5	3	5	3	3	4
197	1	1	2	1	3	3	3	3	3	3	3	3	2	2	3
198	2	1	2	1	3	4	4	4	4	4	4	3	5	3	5
199	2	1	1	1	3	3	4	5	4	5	5	5	3	3	4
200	1	2	2	1	3	4	4	4	5	5	5	3	4	5	4
201	2	2	2	1	4	4	3	4	5	4	3	3	4	4	5
202	1	2	2	1	5	5	5	4	5	5	4	4	4	4	4

R	JK	U	PEND	PEKER	BASS1	BASS2	BASS3	BASS4	BASS5	BASS6	BL1	BL2	BL3	BL4	BL5
203	2	1	1	1	5	5	5	5	3	4	3	2	3	4	2
204	1	1	1	1	5	5	5	5	5	5	4	4	4	4	4
205	1	2	2	1	4	4	4	4	4	4	3	3	3	3	3
206	2	2	1	1	4	4	4	4	4	4	4	3	4	3	4
207	1	2	2	1	5	5	5	5	5	5	3	3	4	4	5
208	1	2	2	1	4	5	5	4	4	4	5	5	4	4	5
209	2	1	2	1	5	5	5	4	5	5	4	4	4	4	4
210	2	1	1	1	4	4	4	4	4	4	4	4	4	5	4
211	2	1	1	1	4	3	3	3	3	4	4	4	3	4	4
212	1	1	2	1	2	2	2	2	2	2	2	2	2	3	3
213	1	2	2	1	4	4	4	4	4	4	4	4	4	4	4
214	1	1	1	1	2	2	2	1	2	3	2	2	2	3	3
215	2	2	2	1	3	3	4	3	3	4	3	3	3	3	3
216	2	2	2	1	4	4	5	4	4	4	5	4	4	4	4
217	1	2	2	1	3	5	3	4	4	3	5	4	5	4	3
218	1	2	2	1	4	3	3	3	5	3	3	5	4	4	3
219	1	2	4	2	5	3	4	5	4	5	3	4	4	4	4
220	2	1	1	1	2	2	2	2	2	2	2	2	2	2	2
221	1	2	2	1	4	5	5	4	4	3	3	5	3	4	3
222	2	1	1	1	5	4	3	4	3	3	4	5	5	5	4
223	2	2	1	1	4	4	4	4	4	4	4	4	4	4	4
224	1	1	1	1	3	3	4	4	3	3	3	3	4	4	4
225	2	2	1	1	4	2	4	2	4	2	4	4	4	3	4
226	2	1	1	1	5	3	4	5	4	5	3	4	3	3	4
227	1	1	1	1	2	3	2	2	2	2	2	2	2	2	3
228	1	1	1	1	4	3	3	3	5	4	1	1	1	1	1



R	JK	U	PEND	PEKER	BASS1	BASS2	BASS3	BASS4	BASS5	BASS6	BL1	BL2	BL3	BL4	BL5
229	1	1	1	1	5	5	4	5	5	5	4	3	4	4	5
230	1	3	4	2	4	4	4	5	5	4	4	4	3	4	4
231	2	2	2	1	2	3	3	4	3	3	4	2	2	3	4
232	1	1	1	1	5	3	5	5	5	3	5	3	4	3	5
233	1	2	4	2	4	5	4	4	4	4	4	4	5	4	4
234	2	2	2	1	5	3	4	5	4	4	4	3	4	5	3
235	1	1	1	1	3	3	3	3	3	3	3	3	4	4	3
236	2	2	2	1	4	3	3	4	1	5	5	3	5	3	5
237	2	2	2	1	4	4	4	3	4	4	4	4	4	4	4
238	1	1	1	1	5	4	5	5	5	5	5	4	5	5	4
239	2	2	2	1	4	4	4	4	4	4	3	3	3	3	3
240	1	2	2	1	3	3	3	4	3	3	3	3	3	4	3
241	1	1	1	1	4	3	5	3	5	3	3	5	3	4	3
242	1	2	1	1	4	3	5	5	5	5	5	5	3	5	3
243	1	2	2	1	4	5	3	5	5	4	4	4	4	4	4
244	2	1	1	1	5	3	3	4	3	3	4	5	5	5	4
245	1	1	1	1	5	3	3	3	4	3	4	3	3	3	5
246	1	1	1	1	4	4	4	5	4	4	5	4	5	4	5
247	1	1	1	1	4	4	5	4	4	4	5	4	4	4	4
248	1	1	1	1	3	3	3	3	3	3	2	1	2	2	2
249	1	2	2	1	3	3	3	3	3	3	2	2	2	3	3
250	1	1	1	1	3	2	2	3	2	3	2	1	1	1	1
251	2	1	1	1	5	4	4	5	4	4	4	4	3	4	4
252	2	2	1	1	2	2	2	2	2	2	2	2	2	2	2
253	1	1	1	1	3	3	4	3	3	3	3	2	2	3	3
254	1	1	2	1	5	5	4	3	3	3	3	3	4	5	5

R	JK	U	PEND	PEKER	BASS1	BASS2	BASS3	BASS4	BASS5	BASS6	BL1	BL2	BL3	BL4	BL5
255	2	2	2	1	3	4	4	4	4	4	4	3	5	3	5
256	2	1	1	1	3	4	4	3	4	4	3	2	3	3	2
257	1	1	1	1	3	5	5	4	4	5	3	4	3	3	3
258	2	1	2	1	2	3	3	3	2	3	3	2	2	3	3
259	1	1	1	1	3	5	5	4	5	5	4	4	3	5	5
260	1	1	1	1	4	4	4	2	3	3	3	3	4	4	4
261	2	2	2	1	4	4	3	4	4	4	3	3	3	2	3
262	2	2	1	1	3	5	3	4	4	5	4	4	4	4	3
263	2	2	2	1	4	5	4	5	3	4	4	4	4	3	3
264	2	2	4	2	5	5	5	4	4	5	3	4	3	3	3
265	1	2	2	1	3	3	5	3	3	3	5	3	4	3	4
266	2	1	2	1	4	4	4	4	4	4	4	3	4	3	4
267	1	2	1	1	3	4	3	5	3	4	5	4	4	4	4
268	2	1	2	1	2	3	2	2	2	2	2	2	2	2	3
269	1	2	2	1	5	3	4	4	4	4	5	5	3	3	5
270	2	2	2	1	3	3	4	3	4	3	3	3	4	4	4
271	2	2	2	1	4	4	3	4	4	4	3	3	3	4	3
272	1	2	2	1	4	4	4	4	4	3	4	3	3	3	4
273	1	2	2	1	5	4	5	5	5	5	3	3	3	3	3
274	2	1	1	1	3	3	4	2	3	4	4	4	3	4	4
275	2	1	1	1	2	4	4	4	3	3	2	2	2	3	3
276	2	3	4	2	3	3	3	3	3	3	3	3	4	4	3
277	1	2	2	1	3	4	3	4	4	4	4	3	3	4	4
278	2	1	1	1	3	5	3	3	5	3	5	3	5	5	5
279	1	2	2	1	4	3	4	4	5	5	4	5	4	4	3
280	2	1	1	1	4	3	5	5	3	4	3	3	3	3	4

R	JK	U	PEND	PEKER	BASS1	BASS2	BASS3	BASS4	BASS5	BASS6	BL1	BL2	BL3	BL4	BL5
281	2	1	1	1	4	4	4	4	4	4	3	2	3	3	2
282	2	2	2	1	4	3	3	4	1	5	5	3	5	3	5
283	2	1	1	1	4	3	3	3	5	4	4	3	3	5	5
284	1	2	2	1	3	4	4	4	4	4	3	3	3	4	3
285	2	2	4	2	5	2	2	2	2	4	5	4	4	5	4
286	2	2	1	1	5	3	4	5	4	5	3	5	4	3	3
287	2	1	1	1	3	3	4	5	5	4	5	5	3	3	3
288	1	2	2	1	2	3	3	3	3	3	4	2	2	3	2
289	2	2	2	1	5	5	4	3	5	4	4	4	4	4	4
290	2	2	2	1	4	4	4	4	4	4	4	4	4	4	4
291	2	1	1	1	4	4	4	4	5	4	4	4	4	4	4
292	2	1	1	1	4	4	4	4	4	4	4	4	4	4	4
293	1	2	2	1	4	3	3	4	3	4	4	3	3	5	5
294	1	3	2	2	2	2	2	2	2	2	4	2	2	4	2
295	1	2	2	1	4	4	5	5	5	5	3	3	3	4	4
296	2	1	1	1	5	5	5	5	5	5	5	4	2	4	4
297	1	1	1	1	3	4	4	4	4	4	4	3	5	3	5
298	1	2	2	1	3	4	5	4	3	5	3	5	4	4	4
299	2	2	2	1	3	5	3	4	5	5	4	4	5	4	4
300	1	2	2	1	3	3	3	3	3	3	3	3	3	3	3

**Lampiran 4**  
**Data Responden**

R	JK	U	PEND	PEKER	OVERALL BRAND EQUITY				PURCHASE INTENTION				WILLINGNESS PREMIUM PRICE		
					OBE1	OBE2	OBE3	OBE4	PI1	PI2	PI3	PI4	WPP1	WPP2	WPP3
1	2	1	1	1	4	3	2	4	3	4	2	4	3	2	4
2	1	2	2	1	4	5	5	5	4	5	5	5	4	5	5
3	1	1	1	1	4	4	4	4	4	4	4	4	4	4	4
4	1	1	1	1	3	4	4	4	4	4	4	3	3	3	3
5	2	2	2	1	5	5	5	3	3	5	5	3	5	5	5
6	2	1	1	1	5	5	5	4	5	5	5	5	4	5	4
7	2	2	2	1	3	3	3	3	4	3	3	3	2	2	2
8	1	2	2	1	3	5	4	3	5	4	4	4	3	5	4
9	2	1	1	1	2	2	2	2	2	2	2	2	2	2	2
10	1	1	1	1	3	3	3	3	3	4	3	1	1	1	1
11	2	1	2	1	4	4	3	4	4	4	3	4	4	3	3
12	1	1	1	1	3	3	3	3	3	3	3	3	3	3	3
13	2	2	2	1	3	3	3	4	4	4	4	4	2	2	2
14	1	2	2	1	1	1	1	2	3	3	1	2	1	1	1
15	1	2	2	1	4	4	5	4	4	4	4	4	3	4	4
16	1	2	4	2	2	2	2	2	2	2	2	2	2	2	2
17	1	2	2	1	5	4	5	5	5	5	3	3	5	4	5
18	2	1	2	1	3	3	5	4	4	3	4	3	3	3	5
19	1	2	2	1	4	5	5	4	5	4	5	4	4	5	5
20	1	1	1	1	2	2	2	2	3	3	2	2	2	3	3
21	1	1	1	1	5	3	3	4	5	5	5	3	5	3	3
22	2	1	1	1	3	2	3	2	3	3	3	2	2	2	2

R	JK	U	PEND	PEKER	OBE1	OBE2	OBE3	OBE4	PI1	PI2	PI3	PI4	WPP1	WPP2	WPP3
23	2	2	2	1	4	3	3	3	4	4	4	4	3	3	3
24	2	2	2	1	5	5	3	3	5	4	4	3	5	5	3
25	1	1	1	1	5	3	5	3	5	3	4	4	5	3	5
26	1	1	1	1	5	3	4	3	3	5	5	4	5	3	4
27	2	1	2	1	4	4	4	3	5	5	3	5	4	4	4
28	2	2	2	1	3	3	5	4	3	5	4	4	3	3	5
29	1	1	1	1	3	3	3	3	4	2	3	4	4	3	3
30	1	1	1	1	4	4	3	3	4	4	3	4	4	4	3
31	1	2	2	1	2	3	2	3	3	3	2	3	3	2	1
32	1	1	1	1	4	4	4	4	4	5	4	4	3	3	3
33	2	2	4	2	4	4	4	4	4	4	4	4	4	4	4
34	2	3	4	2	3	5	3	5	3	4	3	4	3	5	3
35	1	2	2	1	4	2	2	2	4	3	2	4	2	2	2
36	1	2	2	1	4	3	3	3	4	4	4	3	3	3	3
37	1	2	2	1	4	3	3	3	4	4	4	4	3	3	3
38	1	2	2	1	5	5	5	5	5	5	5	5	5	4	4
39	2	2	2	1	5	3	3	4	3	5	3	5	5	3	3
40	2	2	2	1	4	5	3	4	3	3	3	4	2	3	3
41	2	1	1	1	4	3	3	3	4	3	4	4	3	3	3
42	2	1	1	1	2	2	3	3	3	4	3	2	3	3	3
43	2	2	2	1	4	4	2	2	3	3	3	4	2	2	1
44	1	2	1	2	5	5	3	3	4	4	5	3	5	5	3
45	1	2	2	1	3	3	5	4	5	5	4	3	3	3	5
46	2	2	4	2	5	5	5	4	5	5	5	5	4	5	4
47	1	1	1	1	3	3	3	3	1	1	1	1	1	1	1
48	1	2	2	1	4	5	4	4	4	4	4	4	4	4	4

R	JK	U	PEND	PEKER	OBE1	OBE2	OBE3	OBE4	PI1	PI2	PI3	PI4	WPP1	WPP2	WPP3
49	2	1	2	1	3	4	3	5	5	5	4	5	3	4	3
50	2	1	1	1	3	4	3	4	4	5	3	3	3	4	3
51	1	1	1	1	4	5	4	3	3	4	4	4	4	5	4
52	2	2	1	1	4	5	5	5	5	5	3	5	4	5	5
53	1	1	1	1	3	4	5	5	3	5	5	3	3	4	5
54	2	2	1	1	4	3	3	3	3	4	3	3	4	3	3
55	2	1	1	1	3	5	5	5	4	4	3	4	3	5	5
56	2	2	2	1	3	3	3	3	4	4	4	4	3	3	3
57	2	2	2	1	4	5	4	4	4	4	4	4	4	4	4
58	2	1	1	1	4	4	4	3	5	3	4	4	4	4	4
59	1	1	1	1	4	4	4	4	4	4	4	4	4	4	3
60	1	2	2	1	4	3	4	3	5	3	5	3	4	3	4
61	1	2	2	1	3	3	3	3	4	4	3	3	3	2	2
62	2	1	1	1	3	3	3	3	3	3	3	3	3	3	3
63	2	2	2	1	4	3	5	5	3	4	3	4	4	3	5
64	1	1	1	1	5	3	3	4	5	5	5	3	5	3	3
65	2	1	1	1	4	4	4	4	5	4	4	4	4	4	4
66	1	2	2	1	3	5	4	3	5	4	4	4	3	5	4
67	1	2	2	1	3	3	3	3	2	2	2	2	2	2	2
68	1	1	1	1	4	4	4	4	4	3	4	4	4	3	3
69	2	2	2	1	3	2	3	3	3	3	2	1	1	1	1
70	1	2	2	1	5	4	4	3	1	1	1	1	5	4	4
71	1	1	1	1	4	5	3	5	4	5	3	3	4	5	3
72	1	2	2	1	1	1	1	1	1	1	1	1	1	1	1
73	1	1	1	1	3	3	3	3	3	3	3	3	3	3	3
74	1	2	2	1	1	1	1	2	3	3	1	2	1	1	1

R	JK	U	PEND	PEKER	OBE1	OBE2	OBE3	OBE4	PI1	PI2	PI3	PI4	WPP1	WPP2	WPP3
75	1	2	4	2	3	3	5	4	4	3	3	5	3	3	5
76	1	2	2	1	4	3	5	3	5	4	3	3	4	3	5
77	1	2	2	1	4	5	4	4	4	4	5	3	3	2	2
78	1	1	1	1	4	3	4	3	4	4	3	4	3	3	3
79	2	2	2	1	3	4	5	3	4	3	4	5	3	4	5
80	2	2	2	1	4	4	4	4	4	4	4	4	4	4	4
81	1	2	2	1	3	3	3	3	4	3	3	4	3	3	3
82	2	2	2	1	4	4	4	4	5	5	5	5	3	2	2
83	2	2	2	1	3	2	3	2	3	3	3	2	2	2	2
84	1	2	2	1	4	4	2	3	3	4	3	4	4	3	3
85	2	2	2	1	5	4	3	4	4	5	3	4	5	4	3
86	1	2	2	1	5	4	4	5	3	4	5	4	5	4	4
87	1	1	1	1	4	4	5	4	4	5	3	5	4	4	5
88	2	1	1	1	4	5	5	4	5	4	5	5	4	5	5
89	2	1	1	1	5	5	5	5	5	5	5	5	5	4	4
90	1	2	2	1	3	3	3	3	4	4	3	3	3	3	3
91	2	2	2	1	3	4	3	3	4	4	5	3	3	4	3
92	2	2	2	1	5	4	5	3	5	4	3	5	5	4	5
93	2	2	1	1	4	4	5	4	4	4	4	3	4	4	4
94	1	3	4	2	3	3	3	3	4	3	4	4	3	3	3
95	2	2	1	1	3	5	4	5	5	5	4	4	3	5	4
96	1	2	4	2	3	3	3	4	4	4	4	4	2	2	2
97	1	3	4	2	3	3	3	3	3	3	3	3	3	3	3
98	1	2	4	2	4	3	3	5	5	5	3	5	4	3	3
99	2	2	2	1	3	3	3	3	4	3	3	3	2	2	2
100	1	2	2	1	4	3	4	4	4	4	4	3	3	3	3

R	JK	U	PEND	PEKER	OBE1	OBE2	OBE3	OBE4	PI1	PI2	PI3	PI4	WPP1	WPP2	WPP3
101	2	1	1	1	5	3	5	5	5	4	4	3	5	3	5
102	1	1	1	1	4	3	3	3	3	5	4	4	4	3	3
103	2	1	1	1	4	3	3	3	3	4	3	3	4	3	3
104	1	2	2	1	4	4	3	4	3	4	3	4	4	4	3
105	2	2	4	2	5	5	5	5	5	5	5	5	5	5	5
106	1	2	2	1	4	4	2	3	3	4	3	4	4	3	3
107	1	1	1	1	4	4	4	4	4	4	4	3	3	3	3
108	2	2	4	2	3	3	3	3	4	3	4	4	3	3	3
109	2	1	1	1	4	4	4	5	4	3	3	4	4	3	3
110	1	1	1	1	3	3	4	4	3	4	5	4	4	4	4
111	2	2	2	1	4	4	4	4	5	5	4	4	4	3	3
112	1	1	1	1	2	2	3	3	4	3	3	4	2	2	2
113	2	2	2	1	3	3	4	3	4	4	4	4	3	3	3
114	2	1	1	1	4	3	5	4	3	5	5	3	4	3	5
115	1	1	1	1	4	5	5	4	4	4	4	4	4	5	4
116	1	1	2	1	4	3	5	3	5	4	4	3	4	3	5
117	2	1	1	1	3	3	4	3	4	4	3	4	3	3	3
118	2	1	1	1	5	3	5	4	5	3	3	5	5	3	5
119	2	2	2	1	3	4	3	3	5	3	5	3	3	4	3
120	2	2	2	1	4	4	3	4	3	4	3	4	4	4	3
121	2	1	1	1	3	3	3	3	4	3	3	2	2	1	3
122	2	1	1	1	2	2	2	2	2	2	2	2	2	2	2
123	1	2	2	1	4	4	4	4	4	3	3	3	3	3	3
124	2	1	1	1	3	2	3	2	3	3	3	2	2	2	2
125	2	2	2	1	2	2	2	2	3	3	2	2	2	3	3
126	1	2	2	1	2	2	3	3	4	3	3	4	2	2	2



R	JK	U	PEND	PEKER	OBE1	OBE2	OBE3	OBE4	PI1	PI2	PI3	PI4	WPP1	WPP2	WPP3
127	2	1	2	1	3	4	3	5	5	5	4	5	3	4	3
128	2	1	2	1	3	2	3	3	3	3	3	3	1	1	1
129	2	2	2	1	4	5	3	5	4	3	5	5	4	5	3
130	1	2	2	1	5	4	5	3	5	4	3	5	5	4	5
131	1	1	2	1	4	3	3	4	4	4	4	4	3	3	3
132	1	2	2	1	2	2	2	2	3	2	2	3	3	2	2
133	2	2	2	1	4	4	2	3	3	4	3	4	4	3	3
134	1	1	1	1	4	4	4	4	4	4	4	4	3	3	3
135	2	1	1	1	4	2	3	4	3	3	3	2	2	2	2
136	1	1	1	1	3	3	3	3	3	2	3	3	3	3	3
137	2	1	1	1	3	5	5	5	4	3	3	5	3	5	5
138	1	2	2	1	3	3	4	4	4	4	4	4	4	5	4
139	1	3	4	2	2	2	2	2	2	2	2	2	2	2	2
140	1	1	1	1	3	3	3	3	3	3	3	3	3	3	3
141	1	2	2	1	4	4	3	4	4	4	5	4	4	4	3
142	2	2	2	1	4	5	3	3	5	3	3	4	4	5	3
143	1	2	2	1	3	4	3	4	4	4	4	2	1	1	1
144	2	3	4	2	3	4	3	4	4	4	4	2	1	1	1
145	2	2	2	1	4	3	3	5	5	5	3	5	4	3	3
146	1	2	2	1	3	3	3	3	4	4	3	3	3	3	3
147	2	2	2	1	2	2	2	3	2	3	2	2	2	2	2
148	1	1	2	1	3	3	3	3	3	3	3	3	3	3	3
149	2	2	2	1	4	3	4	3	4	4	3	4	3	3	3
150	2	2	2	1	3	3	3	3	3	3	3	3	3	3	3
151	1	1	1	1	4	4	4	4	4	4	3	4	3	3	3
152	1	1	1	1	3	3	3	3	4	3	3	3	2	2	2

R	JK	U	PEND	PEKER	OBE1	OBE2	OBE3	OBE4	PI1	PI2	PI3	PI4	WPP1	WPP2	WPP3
153	1	2	2	1	4	5	5	5	4	5	5	5	4	5	5
154	2	1	2	1	2	2	2	2	2	2	2	2	2	2	2
155	2	1	2	1	2	3	2	3	3	3	2	3	3	2	1
156	2	1	1	1	4	4	4	4	4	5	5	4	4	4	3
157	1	2	2	1	3	3	3	4	4	4	4	4	2	2	2
158	1	2	2	1	4	4	4	4	4	4	4	4	4	4	4
159	1	1	1	1	3	2	3	3	3	3	3	2	2	3	2
160	2	1	1	1	2	2	2	2	3	3	2	2	2	3	3
161	1	2	2	1	4	3	4	4	4	3	4	4	4	4	3
162	1	2	4	2	4	3	4	5	3	3	4	3	4	3	4
163	2	1	1	1	3	3	3	3	3	3	3	3	3	3	3
164	1	2	2	1	4	5	3	4	5	3	3	3	4	5	3
165	1	1	2	1	4	3	3	3	4	4	3	3	3	3	3
166	1	1	1	1	3	4	4	4	4	4	4	3	3	3	3
167	2	1	1	1	4	4	5	4	4	5	4	5	4	4	5
168	2	2	2	1	4	3	4	5	5	5	5	3	4	3	4
169	2	1	1	1	1	1	1	1	3	4	5	4	1	1	1
170	2	2	2	1	4	2	3	4	3	3	3	2	2	2	2
171	2	3	2	2	3	3	3	3	4	4	3	3	3	2	2
172	2	1	1	1	3	3	3	5	4	3	5	4	3	3	3
173	1	2	2	1	3	4	3	3	4	4	5	3	3	4	3
174	2	2	1	1	4	5	5	4	4	5	5	4	4	5	5
175	1	1	1	1	3	3	3	2	4	3	3	3	2	2	3
176	2	2	2	1	3	4	3	3	4	3	3	3	3	3	3
177	1	1	1	1	3	4	5	3	4	3	4	5	3	4	5
178	2	2	2	1	4	4	5	4	4	4	3	3	4	4	5

R	JK	U	PEND	PEKER	OBE1	OBE2	OBE3	OBE4	PI1	PI2	PI3	PI4	WPP1	WPP2	WPP3
179	1	2	2	1	4	4	3	4	4	4	3	4	4	3	3
180	1	3	4	2	5	5	5	5	5	5	5	5	5	5	5
181	1	1	1	1	5	3	3	3	5	5	3	3	5	3	3
182	1	1	1	1	4	4	4	3	5	3	4	4	4	4	4
183	2	2	2	1	4	4	4	4	4	4	4	4	4	4	4
184	1	1	1	1	3	5	5	5	4	4	3	4	3	5	5
185	2	1	1	1	5	5	4	3	5	4	5	5	5	5	4
186	1	1	1	1	5	5	5	5	5	4	4	5	5	4	4
187	2	2	2	1	3	4	4	4	5	3	3	3	3	4	4
188	2	1	1	1	4	4	4	4	4	5	4	4	3	3	3
189	2	1	2	1	4	4	4	4	4	4	4	4	4	4	4
190	2	1	2	1	4	4	4	4	4	4	3	4	3	3	3
191	2	2	2	1	5	5	5	3	5	5	3	3	5	5	5
192	2	1	1	1	2	2	2	2	2	2	2	2	2	2	2
193	1	2	2	1	4	4	3	4	4	4	4	4	2	2	2
194	2	1	1	1	5	3	3	4	3	3	5	5	5	3	3
195	1	2	2	1	5	4	5	5	5	4	4	5	5	4	5
196	1	1	2	1	3	4	5	4	5	4	4	4	3	4	5
197	1	1	2	1	3	2	3	2	3	3	3	2	2	2	2
198	2	1	2	1	5	4	4	4	4	4	3	4	5	4	4
199	2	1	1	1	4	4	5	4	3	3	4	5	4	4	5
200	1	2	2	1	5	4	4	5	5	4	5	5	5	4	4
201	2	2	2	1	3	4	4	4	4	3	3	4	3	4	3
202	2	2	2	1	4	4	4	4	4	4	4	4	4	4	4
203	2	1	1	1	3	3	3	3	4	4	3	3	3	2	2
204	1	1	1	1	4	4	4	4	4	4	4	4	4	4	4

R	JK	U	PEND	PEKER	OBE1	OBE2	OBE3	OBE4	PI1	PI2	PI3	PI4	WPP1	WPP2	WPP3
205	1	2	2	1	3	3	3	3	4	4	3	3	3	3	3
206	2	2	1	1	4	3	4	3	3	4	4	4	4	4	4
207	1	2	2	1	4	4	4	4	5	5	5	5	3	2	2
208	1	2	2	1	4	5	5	5	4	5	5	5	4	5	5
209	2	1	2	1	4	4	4	4	4	4	4	4	4	4	4
210	1	1	1	1	4	4	5	4	4	4	4	3	4	4	4
211	2	1	1	1	4	4	3	3	4	4	4	4	2	2	3
212	1	1	2	1	3	3	3	3	2	2	2	2	2	2	2
213	1	2	2	1	4	4	4	4	4	4	4	4	4	4	4
214	2	1	1	1	2	2	2	2	2	2	2	2	2	2	2
215	1	2	2	1	3	3	3	3	3	4	3	3	3	3	3
216	2	2	2	1	4	4	5	4	4	4	5	5	5	5	5
217	1	2	2	1	5	3	5	5	3	3	3	5	5	3	5
218	1	2	2	1	3	5	3	4	5	3	3	3	3	5	3
219	1	2	4	2	5	4	4	5	4	3	4	3	5	4	4
220	2	1	1	1	2	2	2	2	2	2	2	2	2	2	2
221	1	2	2	1	4	5	4	4	4	5	3	5	4	5	4
222	2	1	1	1	3	3	3	3	4	5	4	3	3	3	3
223	2	2	1	1	4	4	4	4	4	4	4	4	4	4	3
224	1	1	1	1	4	4	3	4	4	4	4	4	3	4	4
225	2	2	1	1	4	3	4	3	3	4	4	4	4	4	4
226	2	1	1	1	4	5	5	3	4	4	5	4	4	5	5
227	1	1	1	1	4	3	2	4	3	4	2	4	2	2	2
228	1	1	1	1	5	4	4	5	4	4	5	4	5	4	4
229	1	1	1	1	5	5	5	5	5	4	4	5	5	4	4
230	1	3	4	2	4	4	4	4	4	3	3	3	3	3	3

R	JK	U	PEND	PEKER	OBE1	OBE2	OBE3	OBE4	PI1	PI2	PI3	PI4	WPP1	WPP2	WPP3
231	1	2	2	1	3	2	2	3	4	3	4	3	1	1	1
232	1	1	1	1	3	3	5	5	5	4	5	5	3	3	5
233	1	2	4	2	4	4	4	4	3	4	4	4	4	5	4
234	2	2	2	1	5	4	5	5	5	4	4	5	5	4	5
235	1	1	1	1	4	3	4	4	4	3	4	4	4	4	3
236	2	2	2	1	5	3	3	3	4	5	3	3	5	3	3
237	2	2	2	1	4	4	4	4	4	4	4	4	4	4	4
238	2	1	1	1	5	5	5	5	5	3	3	4	5	5	5
239	2	2	2	1	4	4	3	4	4	4	3	4	4	3	3
240	1	2	2	1	3	4	3	3	4	4	3	3	4	3	3
241	1	1	1	1	3	3	5	4	3	5	4	4	3	3	5
242	1	2	1	1	5	5	5	3	5	5	3	3	5	5	5
243	1	2	2	1	4	4	4	5	4	3	3	4	4	3	3
244	2	1	1	1	3	3	3	3	4	5	4	3	3	3	3
245	1	1	1	1	4	5	3	3	5	3	3	4	4	5	3
246	1	1	1	1	4	5	5	4	4	4	4	4	4	5	4
247	1	1	1	1	4	4	5	4	4	4	5	5	5	5	5
248	1	1	1	1	2	2	2	2	2	2	2	2	1	1	1
249	2	2	2	1	3	3	3	2	4	3	3	3	2	2	3
250	2	1	1	1	3	3	3	3	1	1	1	1	1	1	1
251	2	1	1	1	4	3	3	4	4	4	4	4	4	3	3
252	2	2	1	1	2	2	2	2	2	2	2	2	2	2	2
253	1	1	1	1	3	3	3	3	2	3	3	2	3	2	2
254	1	1	2	1	3	4	3	3	4	4	3	3	4	4	3
255	2	2	2	1	5	4	4	4	4	4	3	4	5	4	4
256	1	1	1	1	4	2	3	4	3	3	3	2	2	2	2

R	JK	U	PEND	PEKER	OBE1	OBE2	OBE3	OBE4	PI1	PI2	PI3	PI4	WPP1	WPP2	WPP3
257	2	1	1	1	5	3	3	3	4	5	5	5	5	3	3
258	2	1	2	1	2	3	2	3	3	3	2	3	3	2	1
259	1	1	1	1	3	3	5	4	4	3	3	5	3	3	5
260	1	1	1	1	4	3	3	3	4	4	3	3	3	3	3
261	2	2	2	1	3	3	3	3	4	3	3	2	2	1	3
262	2	2	1	1	5	4	3	3	4	3	4	5	5	4	3
263	2	2	2	1	5	5	4	3	5	4	5	5	5	5	4
264	2	2	4	2	5	3	3	3	4	5	5	5	5	3	3
265	1	2	2	1	3	3	3	5	4	3	5	4	3	3	3
266	2	1	2	1	4	3	4	3	3	4	4	4	4	4	4
267	1	2	1	1	3	4	3	3	4	3	3	3	3	3	3
268	2	1	2	1	4	3	2	4	3	4	2	4	3	2	4
269	1	2	2	1	5	3	3	4	5	5	5	4	5	3	3
270	2	2	2	1	4	4	3	4	4	4	4	4	3	4	4
271	2	2	2	1	3	3	4	3	4	4	4	4	3	3	3
272	2	2	2	1	5	3	3	3	5	5	3	3	5	3	3
273	1	2	2	1	5	3	3	4	3	5	3	5	5	3	3
274	2	1	1	1	4	4	4	3	4	3	4	3	3	3	3
275	2	1	1	1	2	2	2	2	2	2	2	2	2	2	2
276	1	3	4	2	4	3	4	4	4	3	4	4	4	4	3
277	1	2	2	1	4	3	3	3	4	4	4	4	3	3	3
278	2	1	1	1	5	3	4	3	3	5	5	4	5	3	4
279	1	2	2	1	3	3	5	4	5	5	4	3	3	3	5
280	2	1	1	1	4	5	3	4	3	3	3	4	2	3	3
281	1	1	1	1	3	3	3	3	3	3	3	3	3	3	3
282	2	2	2	1	5	3	3	3	4	5	3	3	5	3	3

R	JK	U	PEND	PEKER	OBE1	OBE2	OBE3	OBE4	PI1	PI2	PI3	PI4	WPP1	WPP2	WPP3
283	2	1	1	1	4	3	5	3	3	5	3	5	4	3	5
284	1	2	2	1	4	3	4	3	4	4	3	4	3	3	3
285	2	2	4	2	5	4	5	5	4	4	5	5	4	4	5
286	2	2	1	1	3	3	4	4	4	3	3	4	3	3	4
287	2	1	1	1	4	3	5	3	5	3	4	4	4	3	5
288	1	2	2	1	3	2	2	3	4	3	4	3	1	1	1
289	1	2	2	1	4	4	5	5	5	4	3	4	4	3	4
290	2	2	2	1	4	4	4	4	4	4	4	4	4	4	4
291	1	1	1	1	4	4	4	4	5	4	4	4	4	4	4
292	2	1	1	1	4	4	4	4	4	4	4	4	4	4	4
293	1	2	2	1	3	5	4	3	5	5	4	3	3	5	4
294	1	3	2	2	2	4	4	4	4	4	2	2	2	2	2
295	1	2	2	1	3	3	3	3	4	3	3	4	3	3	3
296	2	1	1	1	5	4	5	4	4	4	4	3	3	3	3
297	1	1	1	1	5	4	4	4	4	4	3	4	5	4	4
298	2	2	2	1	5	4	5	4	1	1	1	1	5	4	5
299	2	2	2	1	4	3	5	3	5	4	4	3	4	3	5
300	1	2	2	1	3	3	3	3	3	3	3	3	3	1	1

## **KUESIONER SURVEY**

Penelitian ini merupakan penelitian ilmiah mengenai dampak dari *brand equity* terhadap niat beli dan kesediaan konsumen membayar harga premium pada RTD jus di Indonesia. Output dari penelitian ini akan menjadi masukan bagi perusahaan secara internal. Untuk itu, mohon bantuan Saudara untuk berpartisipasi mengisi kuesioner ini. Sepenuhnya saya menjamin kerahasiaan identitas Saudara.

Saya akan sangat menghargai pendapat saudara dan atas partisipasi Saudara saya ucapkan terima kasih.

**Ariesta Bougenvile**

### **A. Konsumer Profil**

Nama :  
Jenis Kelamin :  
Usia :  
Tingkat Pendidikan :  
Pekerjaan :

### **B. Petunjuk Pengisian**

Berilah tanda silang (x) atau ceklist (v) pada pilihan jawaban sesuai dengan kenyataan Saudara/i yang rasakan

SS : Sangat setuju (5)

S : Setuju (4)

N : Netral (Antara setuju dan tidak setuju) (3)

TS : Tidak Setuju (2)

STS: Sangat Tidak Setuju (1)



No	Pertanyaan	Skala				
		SS	S	N	TS	STS
		5	4	3	2	1
<b>Brand Awareness</b>						
1	Saya pernah mendengar tentang merek Floridina					
2	Saya tahu informasi tentang merek Floridina					
3	Saya dengan mudah dapat membedakan merek Floridina dengan merek-merek Juice lainnya					
<b>Perceived Quality</b>						
4	Merek Floridina menawarkan kualitas produk yang bagus					
5	Merek Floridina menawarkan produk yang terpercaya					
6	Kualitas produk Merek Floridina telah dikenal sejak lama					
7	Kinerja Floridina sangat tinggi					
8	Produk dari merek Floridina memiliki kualitas yang konsisten.					
<b>Brand Association</b>						
9	Diantara merek-merek Juice, saya percaya bahwa merek Floridina adalah pembelian yang bagus					
10	Merek Floridina menarik bagi Saya					
11	Perusahaan yang membuat Floridina memiliki kredibilitas					
12	Floridina menyediakan berbagai macam rasa					
13	Saya bangga akan produk dari merek Floridina					
14	Saya percaya terhadap perusahaan dan orang-orang yang berdiri di belakang merek Floridina memiliki keahlian di memproduksi minuman Juice.					
<b>Brand Loyalty</b>						
15	Ketika Saya membeli Juice, merek Floridina adalah pilihan utama					
16	Saya tidak akan membeli merek Juice lain ketika merek Floridina tidak tersedia di tempat saya biasa membeli					
17	Saya akan mencari Floridina di toko/warung lain jika tidak tersedia di tempat saya biasa membeli					
18	Saya akan merekomendasikan Floridina kepada seseorang yang meminta saran.					

No	Pertanyaan	Skala				
		SS	S	N	TS	STS
		5	4	3	2	1
19	Saya puas dengan merek ini					
<b>Overall Brand Equity</b>						
20	Sangat beralasan untuk membeli Floridina dibandingkan merek-merek Juice lainnya yang tersedia di pasaran					
21	Meskipun ada merek Juice lain yang sebaik merek Floridina , saya lebih suka membeli merek Floridina					
22	Jika merek kedua didukung oleh strategi promosi yang lebih baik, saya akan lebih memilih merek Floridina					
23	Jika merek kedua memiliki pola ketersediaan sama dengan Floridina, saya akan lebih memilih merek Floridina					
<b>Purchase Intention</b>						
24	Saya akan membeli Juice merek Floridina					
25	Pasti, saya akan mempertimbangkan membeli Juice merek Floridina					
26	Saya cenderung untuk membeli Juice merek Floridina					
27	Saya akan membeli dari merek Floridina dalam waktu dekat.					
<b>Willingness Premium Price</b>						
28	Saya bersedia membayar harga yang lebih banyak untuk merek Floridina dibandingkan merek Juice lain					
29	Saya bersedia membayar harga yang LEBIH TINGGI untuk merek Floridina dibandingkan merek Juice lain					
30	Saya bersedia membayar harga yang JAUH LEBIH TINGGI untuk merek Floridina dibandingkan merek Juice lain					

No	Pertanyaan	Skala				
		SS	S	N	TS	STS
		5	4	3	2	1
<b>Brand Awareness</b>						
1	Saya pernah mendengar tentang merek Minute Maid					
2	Saya tahu informasi tentang merek Minute Maid					
3	Saya dengan mudah dapat membedakan merek Minute Maid dengan merek-merek Juice lainnya					
<b>Perceived Quality</b>						
4	Merek Minute Maid menawarkan kualitas produk yang bagus					
5	Merek Minute Maid menawarkan produk yang terpercaya					
6	Kualitas produk Merek Minute Maid telah dikenal sejak lama					
7	Kinerja Minute Maid sangat tinggi					
8	Produk dari merek Minute Maid memiliki kualitas yang konsisten.					
<b>Brand Association</b>						
9	Diantara merek-merek Juice, saya percaya bahwa merek Minute Maid adalah pembelian yang bagus					
10	Merek Minute Maid menarik bagi Saya					
11	Perusahaan yang membuat Minute Maid memiliki kredibilitas					
12	Minute Maid menyediakan berbagai macam rasa					
13	Saya bangga akan produk dari merek Minute Maid					
14	Saya percaya terhadap perusahaan dan orang-orang yang berdiri di belakang merek Minute Maid memiliki keahlian di memproduksi minuman Juice.					
<b>Brand Loyalty</b>						
15	Ketika Saya membeli Juice, merek Minute Maid adalah pilihan utama					
16	Saya tidak akan membeli merek Juice lain ketika merek Minute Maid tidak tersedia di tempat saya biasa membeli					
17	Saya akan mencari Minute Maid di toko/warung lain jika tidak tersedia di tempat saya biasa membeli					

No	Pertanyaan	Skala				
		SS	S	N	TS	STS
		5	4	3	2	1
18	Saya akan merekomendasikan Minute Maid kepada seseorang yang meminta saran.					
19	Saya puas dengan merek ini					
<b>Overall Brand Equity</b>						
20	Sangat beralasan untuk membeli Minute Maid dibandingkan merek-merek Juice lainnya yang tersedia di pasaran					
21	Meskipun ada merek Juice lain yang sebaik merek Minute Maid, saya lebih suka membeli merek Floridina					
22	Jika merek kedua didukung oleh strategi promosi yang lebih baik, saya akan lebih memilih merek Minute Maid					
23	Jika merek kedua memiliki pola ketersediaan sama dengan Floridina, saya akan lebih memilih merek Minute Maid					
<b>Purchase Intention</b>						
24	Saya akan membeli Juice merek Minute Maid					
25	Pasti, saya akan mempertimbangkan membeli Juice merek Minute Maid					
26	Saya cenderung untuk membeli Juice merek Minute Maid					
27	Saya akan membeli dari merek Minute Maid dalam waktu dekat.					
<b>Willingness Premium Price</b>						
28	Saya bersedia membayar harga yang lebih banyak untuk merek Minute Maid dibandingkan merek Juice lain					
29	Saya bersedia membayar harga yang LEBIH TINGGI untuk merek Minute Maid dibandingkan merek Juice lain					
30	Saya bersedia membayar harga yang JAUH LEBIH TINGGI untuk merek Minute Maid dibandingkan merek Juice lain					

**Lampiran 5**  
**Uji One Way Anova**

**1. Jenis Kelamin**

**Test of Homogeneity of Variances**

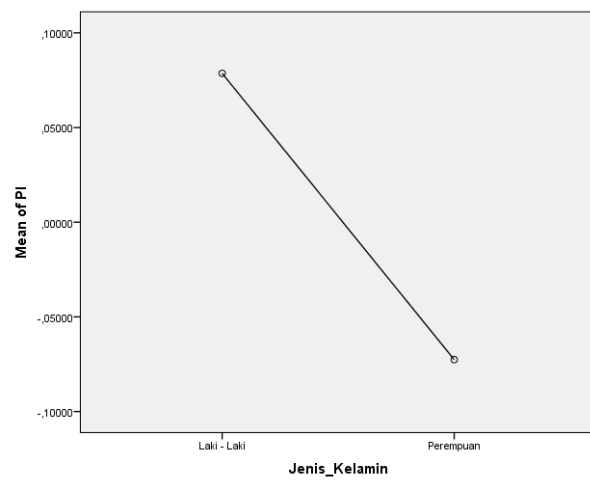
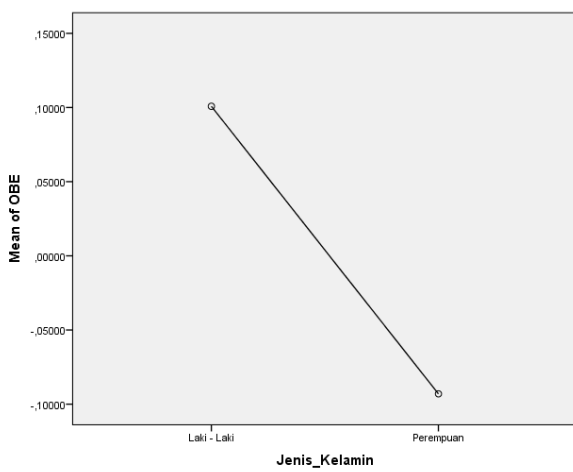
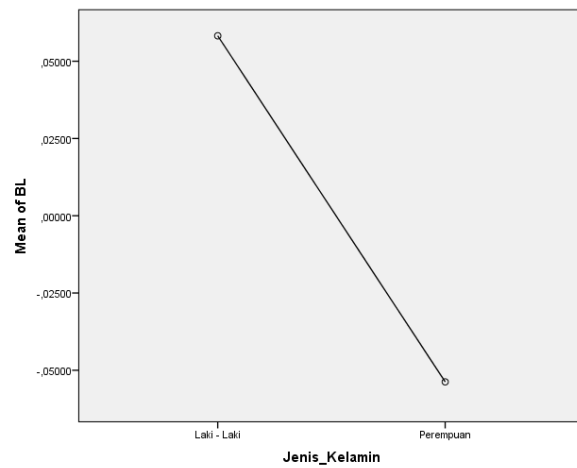
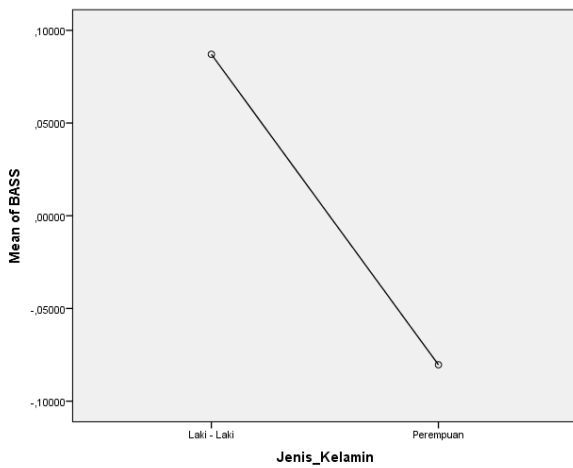
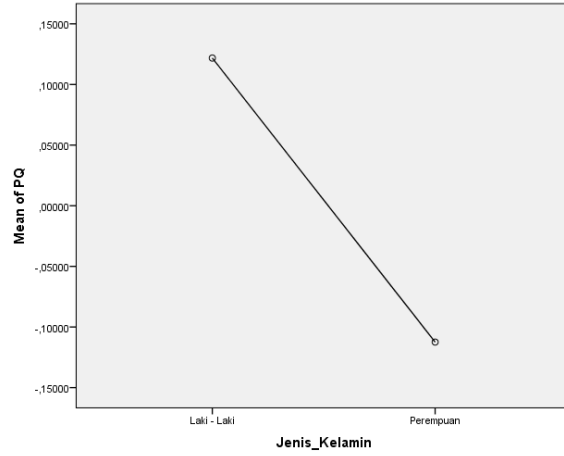
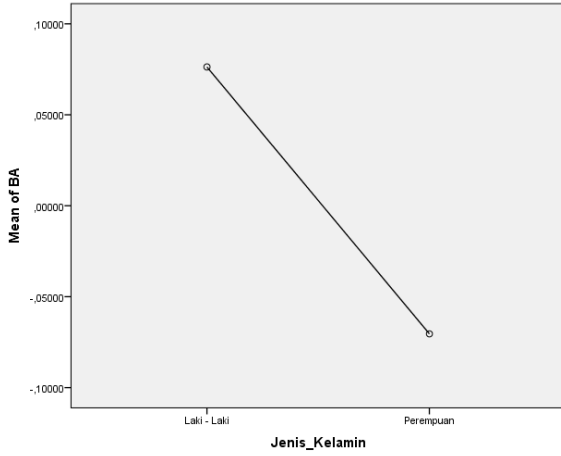
	Levene Statistic	df1	df2	Sig.
BA	,001	1	298	,972
PQ	,903	1	298	,343
BASS	1,756	1	298	,186
BL	,756	1	298	,385
OBE	,228	1	298	,633
PI	3,341	1	298	,069
WPP	,193	1	298	,661

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
BA	Between Groups	1,612	1	1,612	1,615	,205
	Within Groups	297,388	298	,998		
	Total	299,000	299			
PQ	Between Groups	4,107	1	4,107	4,151	,043
	Within Groups	294,893	298	,990		
	Total	299,000	299			
BASS	Between Groups	2,099	1	2,099	2,107	,148
	Within Groups	296,901	298	,996		
	Total	299,000	299			
BL	Between Groups	,939	1	,939	,939	,333
	Within Groups	298,061	298	1,000		
	Total	299,000	299			
OBE	Between Groups	2,813	1	2,813	2,831	,094
	Within Groups	296,187	298	,994		
	Total	299,000	299			
PI	Between Groups	1,712	1	1,712	1,716	,191
	Within Groups	297,288	298	,998		
	Total	299,000	299			
WPP	Between Groups	1,060	1	1,060	1,060	,304
	Within Groups	297,940	298	1,000		
	Total	299,000	299			

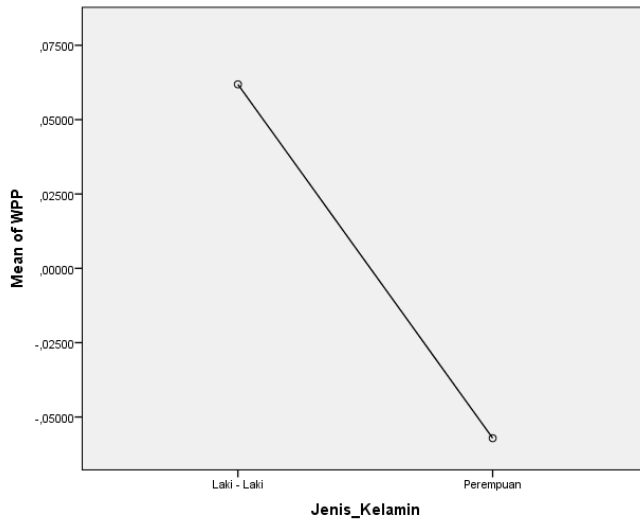
**Lampiran 5**  
**Uji One Way Anova (lanjutan)**

**Means Plot Jenis Kelamin**



**Lampiran 5**  
**Uji One Way Anova (lanjutan)**

**Means Plot Jenis Kelamin**



**2. Usia**

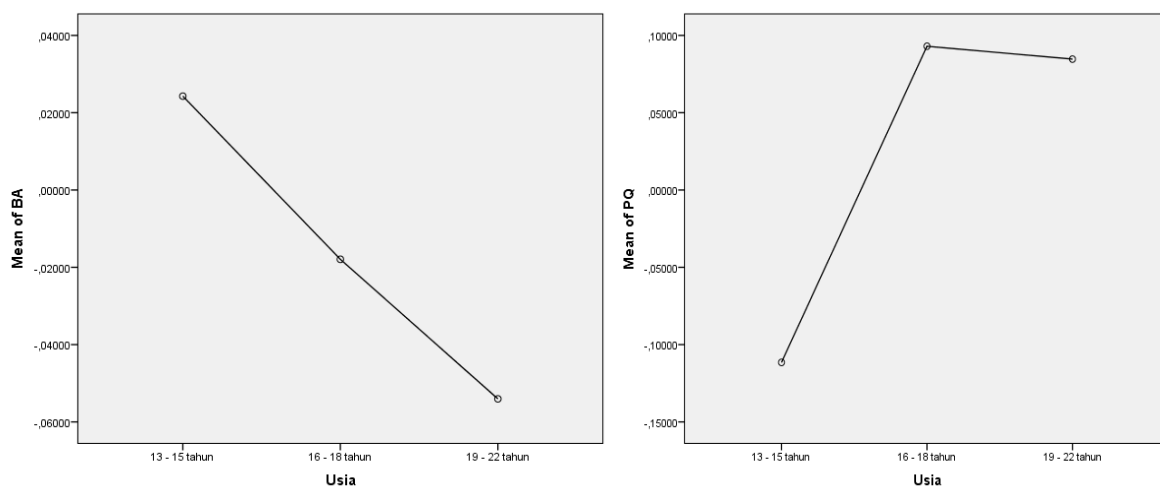
**Test of Homogeneity of Variances**

	Levene Statistic	df1	df2	Sig.
BA	1,835	2	297	,161
PQ	2,665	2	297	,071
BASS	4,718	2	297	,010
BL	3,573	2	297	,029
OBE	,225	2	297	,799
PI	1,199	2	297	,303
WPP	,080	2	297	,923

**Lampiran 5**  
**Uji One Way ANOVA (lanjutan)**

**Usia**

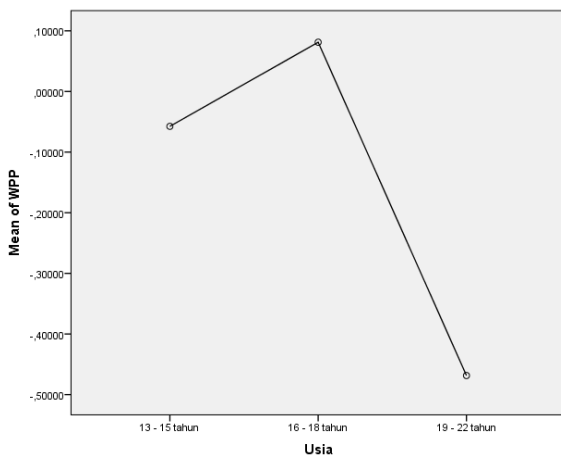
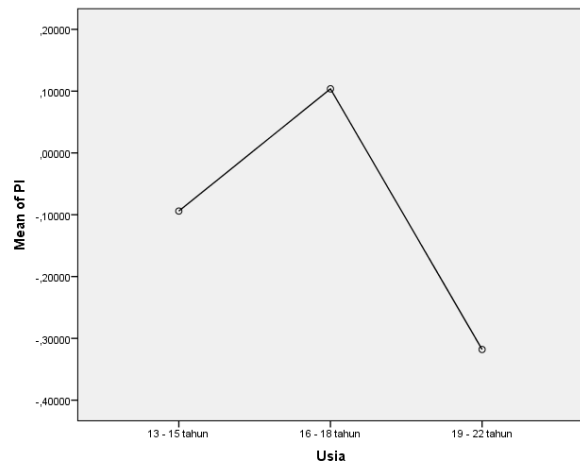
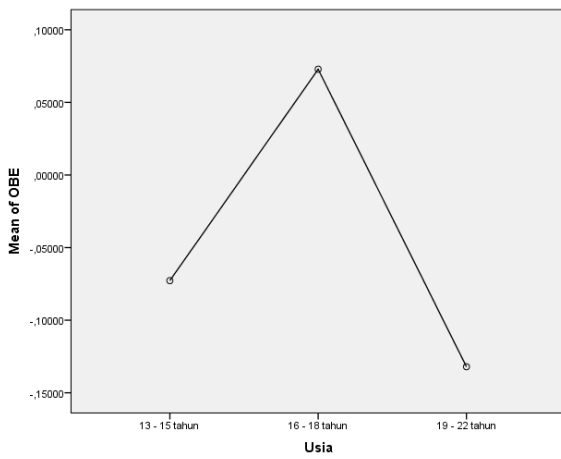
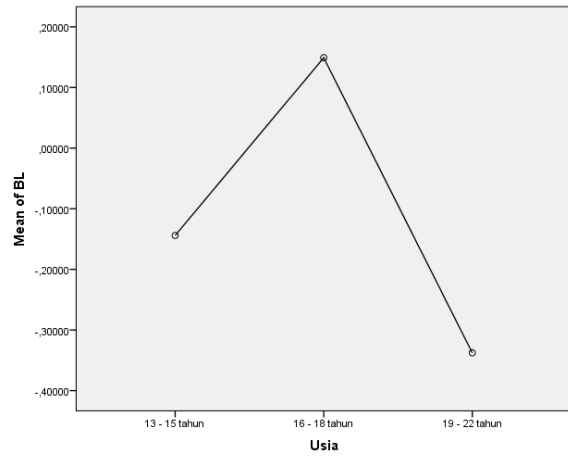
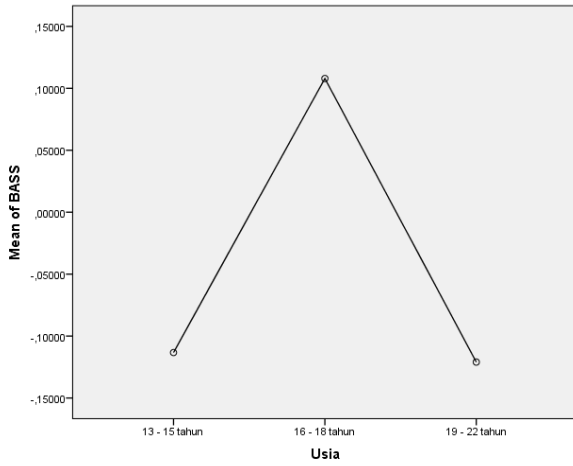
		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
BA	Between Groups	,159	2	,079	,079	,924
	Within Groups	298,841	297	1,006		
	Total	299,000	299			
PQ	Between Groups	3,094	2	1,547	1,553	,213
	Within Groups	295,906	297	,996		
	Total	299,000	299			
BASS	Between Groups	3,685	2	1,843	1,853	,159
	Within Groups	295,315	297	,994		
	Total	299,000	299			
BL	Between Groups	7,386	2	3,693	3,761	,024
	Within Groups	291,614	297	,982		
	Total	299,000	299			
OBE	Between Groups	1,711	2	,856	,855	,426
	Within Groups	297,289	297	1,001		
	Total	299,000	299			
PI	Between Groups	3,869	2	1,935	1,947	,145
	Within Groups	295,131	297	,994		
	Total	299,000	299			
WPP	Between Groups	3,661	2	1,831	1,841	,160
	Within Groups	295,339	297	,994		
	Total	299,000	299			

**Means Plot Usia**



**Lampiran 5**  
**Uji One Way ANOVA (lanjutan)**

**Means Plot Usia**



**Lampiran 5**  
**Uji One Way ANOVA (lanjutan)**

**3. Pendidikan**

**Test of Homogeneity of Variances**

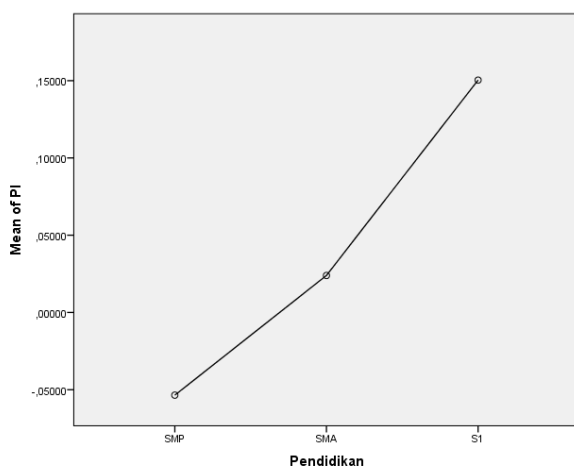
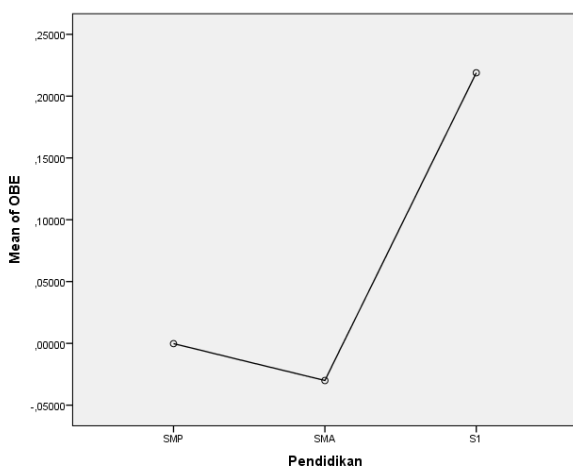
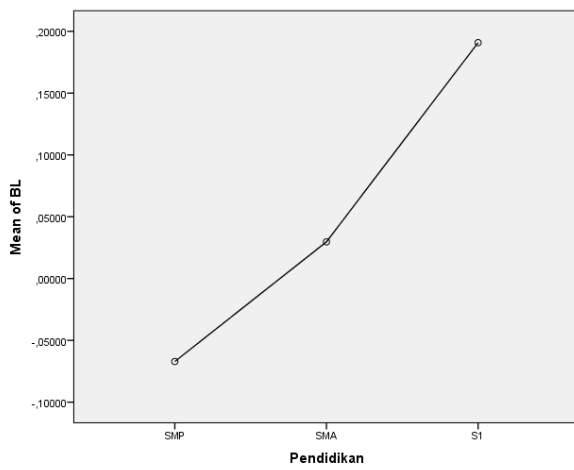
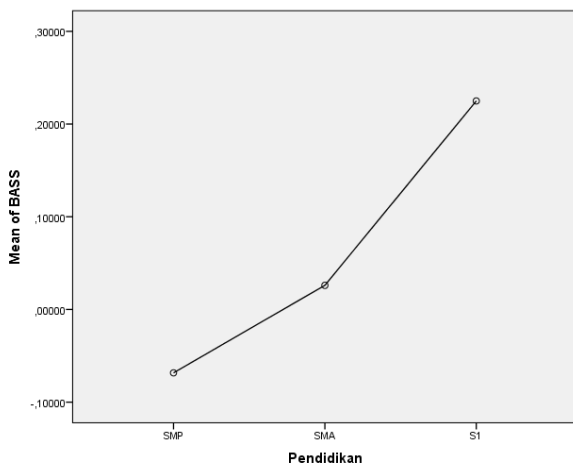
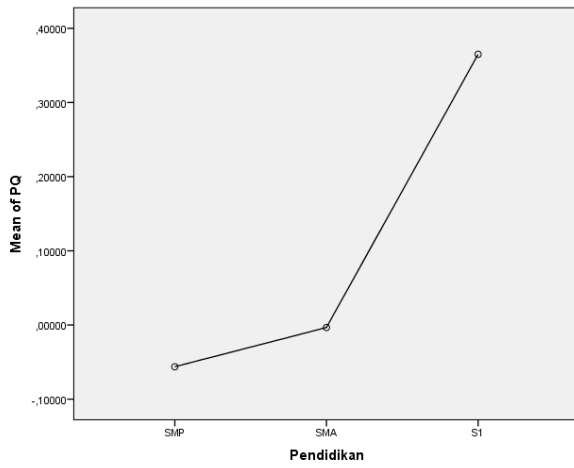
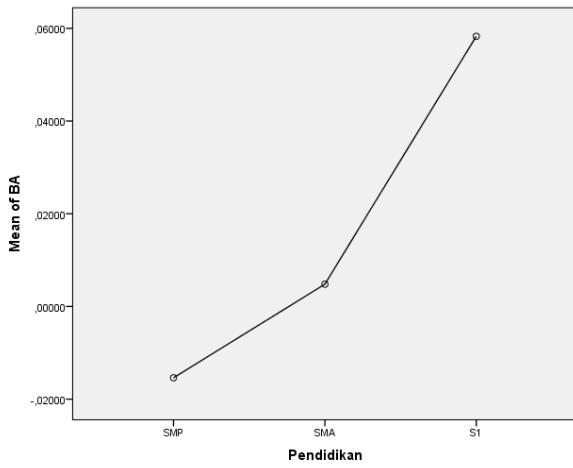
	Levene Statistic	df1	df2	Sig.
BA	,738	2	297	,479
PQ	,622	2	297	,538
BASS	1,460	2	297	,234
BL	3,339	2	297	,037
OBE	,741	2	297	,478
PI	,519	2	297	,596
WPP	,086	2	297	,918

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
BA	Between Groups	,105	2	,052	,052	,949
	Within Groups	298,895	297	1,006		
	Total	299,000	299			
PQ	Between Groups	3,200	2	1,600	1,607	,202
	Within Groups	295,800	297	,996		
	Total	299,000	299			
BASS	Between Groups	1,758	2	,879	,878	,417
	Within Groups	297,242	297	1,001		
	Total	299,000	299			
BL	Between Groups	1,470	2	,735	,734	,481
	Within Groups	297,530	297	1,002		
	Total	299,000	299			
OBE	Between Groups	1,143	2	,572	,570	,566
	Within Groups	297,857	297	1,003		
	Total	299,000	299			
PI	Between Groups	,926	2	,463	,461	,631
	Within Groups	298,074	297	1,004		
	Total	299,000	299			
WPP	Between Groups	,788	2	,394	,392	,676
	Within Groups	298,212	297	1,004		
	Total	299,000	299			

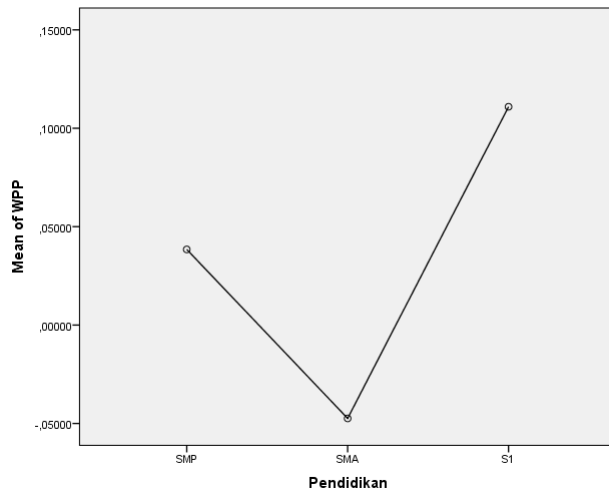
**Lampiran 5**  
**Uji One Way ANOVA (lanjutan)**

**Means Plot Pendidikan**



**Lampiran 5**  
**Uji One Way ANOVA (lanjutan)**

**Means Plot Pendidikan**



**4. Pekerjaan**

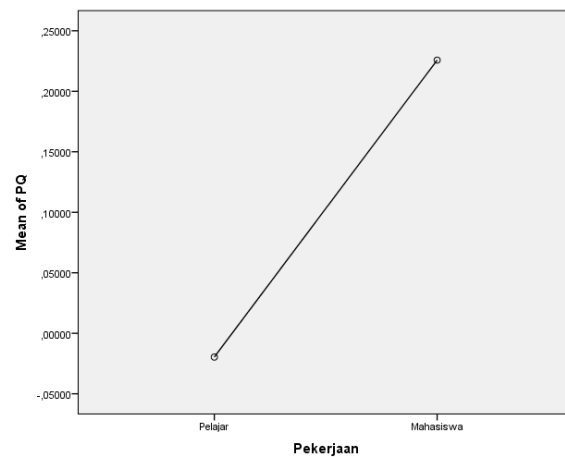
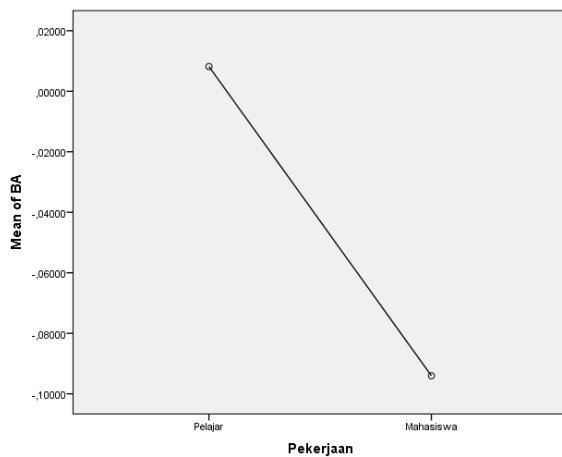
**Test of Homogeneity of Variances**

	Levene Statistic	df1	df2	Sig.
BA	2,803	1	298	,095
PQ	1,219	1	298	,270
BASS	4,462	1	298	,035
BL	1,482	1	298	,224
OBE	,096	1	298	,756
PI	,073	1	298	,787
WPP	,470	1	298	,494

**Lampiran 5**  
**Uji One Way ANOVA (lanjutan)**

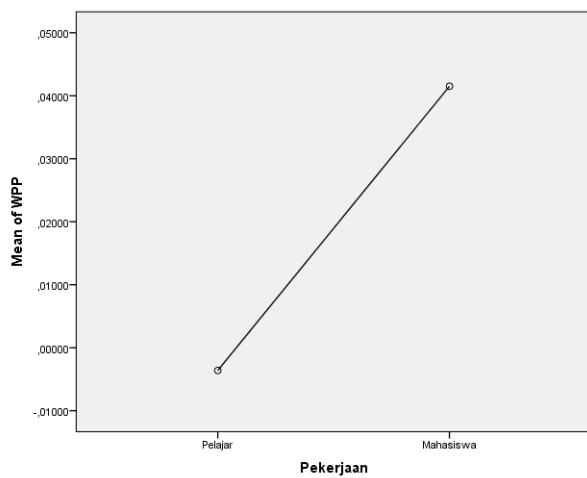
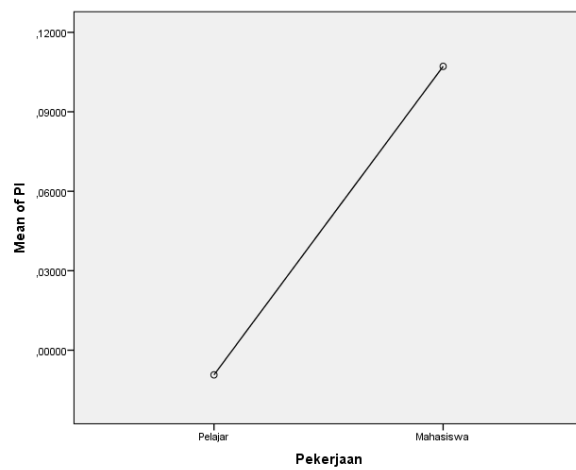
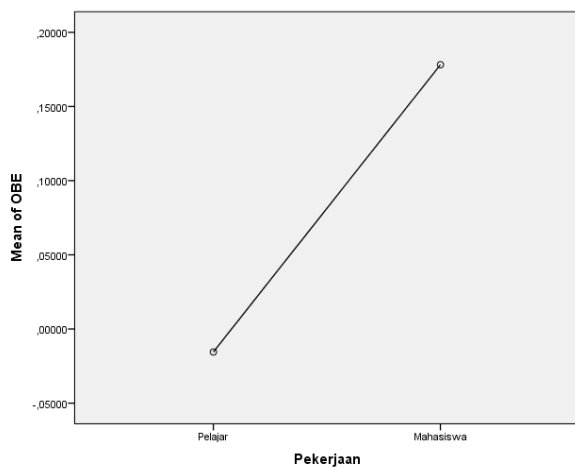
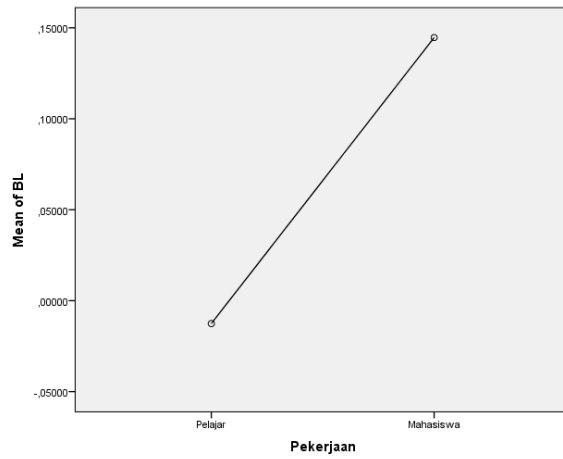
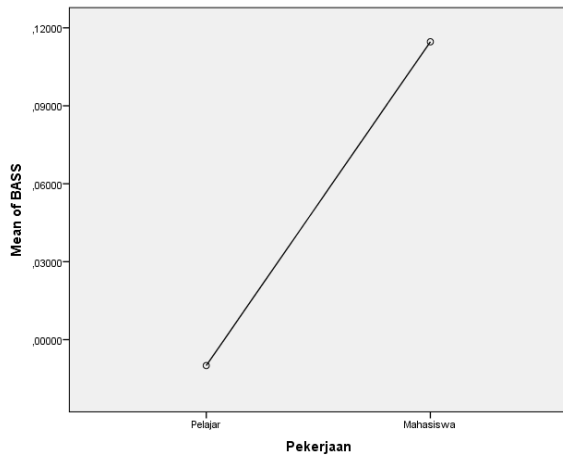
**Pekerjaan**

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
BA	Between Groups	,231	1	,231	,230	,632
	Within Groups	298,769	298	1,003		
	Total	299,000	299			
PQ	Between Groups	1,330	1	1,330	1,331	,250
	Within Groups	297,670	298	,999		
	Total	299,000	299			
BASS	Between Groups	,343	1	,343	,342	,559
	Within Groups	298,657	298	1,002		
	Total	299,000	299			
BL	Between Groups	,546	1	,546	,545	,461
	Within Groups	298,454	298	1,002		
	Total	299,000	299			
OBE	Between Groups	,828	1	,828	,828	,364
	Within Groups	298,172	298	1,001		
	Total	299,000	299			
PI	Between Groups	,300	1	,300	,299	,585
	Within Groups	298,700	298	1,002		
	Total	299,000	299			
WPP	Between Groups	,045	1	,045	,045	,832
	Within Groups	298,955	298	1,003		
	Total	299,000	299			

**Means Plot Pekerjaan**

**Lampiran 5**  
**Uji One Way ANOVA (lanjutan)**

**Means Plot Pekerjaan**



**Lampiran 6**  
**Analisis Model Pengukuran**

**1. Hasil Pengujian Validitas Faktor**

<b>Indikator</b>	<b>Variabel</b>	<b>Loading Factor</b>	<b>Nilai T</b>	<b>Keterangan</b>
BA1	<i>Brand Awareness</i>	0,530	6,849	<i>Valid</i>
BA2		0,693	11,260	<i>Valid</i>
BA3		0,654	9,850	<i>Valid</i>
PQ1	<i>Perceived Quality</i>	0,828	18,525	<i>Valid</i>
PQ2		0,717	12,311	<i>Valid</i>
PQ3		0,740	13,695	<i>Valid</i>
PQ4		0,769	14,876	<i>Valid</i>
PQ5		0,733	15,704	<i>Valid</i>
BASS1	<i>Brand Association</i>	0,750	14,728	<i>Valid</i>
BASS2		0,725	14,139	<i>Valid</i>
BASS3		0,693	13,029	<i>Valid</i>
BASS4		0,697	13,482	<i>Valid</i>
BASS5		0,709	14,906	<i>Valid</i>
BASS6		0,710	14,106	<i>Valid</i>
BL1	<i>Brand Loyalty</i>	0,789	16,162	<i>Valid</i>
BL2		0,783	16,678	<i>Valid</i>
BL3		0,828	17,892	<i>Valid</i>
BL4		0,743	14,359	<i>Valid</i>
BL5		0,703	13,541	<i>Valid</i>
OBE1		0,671	12,172	<i>Valid</i>
OBE2		0,768	15,165	<i>Valid</i>
OBE3		0,785	16,077	<i>Valid</i>
OBE4		0,718	13,068	<i>Valid</i>
PI1		0,707	12,645	<i>Valid</i>
PI2		0,694	12,708	<i>Valid</i>
PI3		0,745	13,973	<i>Valid</i>
PI4		0,726	13,690	<i>Valid</i>
WPP1		0,779	16,129	<i>Valid</i>
WPP2		0,859	20,154	<i>Valid</i>
WPP3		0,836	19,490	<i>Valid</i>

**Lampiran 6**  
**Analisis Model Pengukuran (lanjutan)**

**2. Hasil Pengujian Reliabilitas Konstruk**

Indikator	Stand ard Loadi ng	Error	Construct Reliability				Variance Extracted		
			$\sum$ Std. Loading	$(\sum$ STd. Loading) <sup>2</sup>	$\sum$ Error	Nilai CR	Standard Loading <sup>2</sup>	$\sum$ (Std. Loading) <sup>2</sup>	Nilai VE
<b>Brand Awareness</b>									
BA1	0,530	0,719	1,874	3,512	1,816	0,659	0,281	1,184	0,395
BA2	0,685	0,531					0,469		
BA3	0,659	0,566					0,434		
<b>Perceived Quality</b>									
PQ1	0,832	0,308	3,794	14,394	2,113	0,872	0,692	2,887	0,577
PQ2	0,714	0,49					0,510		
PQ3	0,739	0,454					0,546		
PQ4	0,773	0,402					0,598		
PQ5	0,736	0,459					0,542		
<b>Brand Association</b>									
BASS1	0,749	0,439	4,281	18,327	2,943	0,862	0,561	3,056	0,509
BASS2	0,716	0,487					0,513		
BASS3	0,697	0,514					0,486		
BASS4	0,693	0,52					0,480		
BASS5	0,712	0,493					0,507		
BASS6	0,714	0,49					0,510		
<b>Brand Loyalty</b>									
BL1	0,79	0,376	3,847	14,799	2,031	0,879	0,624	2,969	0,594
BL2	0,784	0,385					0,615		
BL3	0,826	0,317					0,682		
BL4	0,744	0,447					0,554		
BL5	0,703	0,506					0,494		
<b>Overall Brand Equity</b>									
OBE1	0,704	0,505	2,936	8,620	1,834	0,825	0,496	2,166	0,541
OBE2	0,76	0,422					0,578		
OBE3	0,803	0,355					0,645		
OBE4	0,669	0,552					0,448		
<b>Purchase Intention</b>									
PI1	0,708	0,499	2,871	8,243	1,938	0,810	0,501	2,062	0,516
PI2	0,693	0,52					0,480		
PI3	0,746	0,443					0,557		
PI4	0,724	0,476					0,524		



**Lampiran 6**  
**Analisis Model Pengukuran (lanjutan)**

**Hasil Pengujian Reliabilitas Konstruk (lanjutan)**

Indikator	Stand ard Loadi ng	Error	Construct Reliability				Variance Extracted		
			$\sum$ Std. Loading	$(\sum$ Std. Loading) <sup>2</sup>	$\sum$ Error	Nilai CR	Standard Loading <sup>2</sup>	$\sum$ (Std. Loading) <sup>2</sup>	Nilai VE
<i>Willingness Premium Price</i>									
WPP1	0,789	0,378	2,484	6,170	0,941	0,868	0,623	2,059	0,686
WPP2	0,845	0,286					0,714		
WPP3	0,85	0,277					0,723		

**Lampiran 7**  
**Hasil Output LISREL**

DATE: 9/ 2/2016

TIME: 17:50

L I S R E L 8.80

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file C:\Users\Bougenvile\Desktop\Thesis Revisi  
300816\02092016 SEM\Simplis SEM Final\_Ariesta4.Spl:

SEM Florida+MinuteMaid

Observed Variables

BA1 BA2 BA3 PQ1 PQ2 PQ3 PQ4 PQ5 BASS1 BASS2 BASS3 BASS4 BASS5 BASS6 BL1 BL2

BL3 BL4 BL5 OBE1 OBE2 OBE3 OBE4 PI1 PI2 PI3 PI4 WPP1 WPP2 WPP3

Covariance Matrix From File cov\_300abc.cov

Asymptotic covariance from file cov\_300abc.acm

Sample Size 300

Latent Variables: Awareness Quality Association Loyalty Equity Purchase Willingness

Relationships:

BA1 = 1\*Awareness

BA2 BA3 = Awareness

PQ1 = 1\*Quality

PQ2 PQ3 PQ4 PQ5 = Quality

BASS1 = 1\*Association

BASS2 BASS3 BASS4 BASS5 BASS6 = Association

BL1 = 1\*Loyalty

BL2 BL3 BL4 BL5 = Loyalty

OBE1 = 1\*Equity

OBE2 OBE3 OBE4 = Equity

WPP1 = 1\*Willingness

WPP2 WPP3 = Willingness

## Lampiran 7 Hasil Output LISREL (lanjutan)

PI1 = 1\*Purchase  
 PI2 PI3 PI4 = Purchase  
 Equity = Awareness Quality Association Loyalty  
 Purchase Willingness = Equity

Let the covariance error of OBE1 and WPP1 correlate  
 Let the covariance error of OBE1 and WPP2 correlate  
 Let the covariance error of OBE2 and WPP2 correlate  
 Let the covariance error of OBE3 and WPP3 correlate  
 Let the covariance error of BASS2 and PQ3 correlate  
 Let the covariance error of BA1 and BASS3 correlate  
 Wide Print

Lisrel Output: AD=off ND=3 SC RS MI

Path Diagram  
 End of Problem

SEM Floridina+MinuteMaid

### Covariance Matrix

	OBE1	OBE2	OBE3	OBE4	PI1	PI2	PI3	PI4	WPP1
WPP2									
OBE1	0.807								
OBE2	0.436	0.859							
OBE3	0.457	0.524	0.958						
OBE4	0.372	0.455	0.498	0.736					
PI1	0.339	0.409	0.422	0.318	0.773				
PI2	0.374	0.339	0.348	0.333	0.396	0.792			
PI3	0.379	0.385	0.453	0.358	0.427	0.461	0.899		
PI4	0.425	0.444	0.458	0.434	0.432	0.419	0.496	0.947	
WPP1	0.789	0.514	0.565	0.416	0.414	0.447	0.443	0.560	
WPP2	0.469	0.771	0.627	0.435	0.432	0.385	0.468	0.552	
WPP3	0.501	0.540	0.896	0.475	0.428	0.397	0.446	0.574	
BA1	0.067	0.115	0.044	0.065	0.344	0.063	0.083	0.081	0.028
BA2	0.187	0.169	0.136	0.193	0.160	0.467	0.248	0.175	0.145
BA3	0.075	0.090	0.065	0.124	0.113	0.118	0.414	0.121	-0.024
PQ1	0.247	0.277	0.332	0.321	0.277	0.268	0.339	0.503	0.328

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

PQ2	0.153	0.222	0.296	0.238	0.253	0.200	0.317	0.355	0.197
0.233									
PQ3	0.251	0.288	0.331	0.286	0.325	0.294	0.373	0.324	0.312
0.304									
PQ4	0.259	0.349	0.388	0.338	0.266	0.318	0.319	0.414	0.321
0.383									
PQ5	0.210	0.257	0.336	0.289	0.273	0.369	0.341	0.389	0.282
0.283									
BASS1	0.312	0.385	0.346	0.308	0.402	0.364	0.344	0.393	
0.387	0.407								
BASS2	0.338	0.334	0.309	0.295	0.350	0.329	0.354	0.357	
0.390	0.312								
BASS3	0.291	0.332	0.336	0.315	0.241	0.297	0.336	0.333	
0.341	0.356								
BASS4	0.303	0.365	0.363	0.240	0.382	0.245	0.318	0.325	
0.368	0.353								
BASS5	0.288	0.303	0.448	0.327	0.381	0.272	0.354	0.387	
0.356	0.330								
BASS6	0.310	0.325	0.429	0.279	0.314	0.252	0.298	0.358	
0.386	0.367								
BL1	0.399	0.472	0.490	0.333	0.395	0.334	0.434	0.421	0.504
0.550									
BL2	0.359	0.486	0.531	0.350	0.374	0.373	0.476	0.475	0.531
0.659									
BL3	0.441	0.464	0.488	0.392	0.378	0.380	0.442	0.505	0.623
0.660									
BL4	0.319	0.379	0.465	0.285	0.394	0.290	0.357	0.372	0.439
0.511									
BL5	0.311	0.377	0.425	0.290	0.351	0.316	0.389	0.450	0.440
0.477									

Covariance Matrix

	WPP3	BA1	BA2	BA3	PQ1	PQ2	PQ3	PQ4	PQ5
BASS1									
WPP3	1.223								
BA1	0.003	0.606							
BA2	0.094	0.247	0.779						
BA3	-0.023	0.246	0.338	0.745					
PQ1	0.308	0.129	0.208	0.161	0.730				
PQ2	0.242	0.117	0.203	0.164	0.423	0.712			
PQ3	0.282	0.123	0.247	0.168	0.438	0.419	0.725		
PQ4	0.386	0.067	0.253	0.089	0.482	0.370	0.395	0.694	
PQ5	0.300	0.084	0.283	0.124	0.498	0.400	0.396	0.396	0.823

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

BASS1	0.359	0.123	0.198	0.077	0.367	0.324	0.349	0.346	
0.396	0.798								
BASS2	0.265	0.096	0.189	0.140	0.308	0.290	0.211	0.288	
0.314	0.422								
BASS3	0.330	-0.009	0.187	0.072	0.284	0.283	0.308	0.343	
0.367	0.407								
BASS4	0.316	0.086	0.150	0.116	0.345	0.325	0.350	0.311	
0.343	0.432								
BASS5	0.432	0.054	0.109	0.078	0.319	0.290	0.321	0.371	
0.348	0.430								
BASS6	0.451	0.030	0.114	0.042	0.332	0.291	0.309	0.357	
0.378	0.403								
BL1	0.527	0.044	0.115	0.001	0.317	0.280	0.333	0.372	0.342
0.379									
BL2	0.670	-0.042	0.094	0.017	0.224	0.219	0.220	0.273	0.319
0.411									
BL3	0.614	0.003	0.137	0.039	0.332	0.247	0.324	0.318	0.267
0.375									
BL4	0.503	0.040	0.103	0.043	0.286	0.265	0.282	0.314	0.298
0.334									
BL5	0.487	0.052	0.102	0.088	0.234	0.223	0.289	0.256	0.201
0.285									

Covariance Matrix

	BASS2	BASS3	BASS4	BASS5	BASS6	BL1	BL2	BL3	BL4
BL5									
	-----	-----	-----	-----	-----	-----	-----	-----	-----
BASS2	0.779								
BASS3	0.379	0.771							
BASS4	0.462	0.413	0.859						
BASS5	0.405	0.394	0.370	0.829					
BASS6	0.409	0.393	0.401	0.452	0.812				
BL1	0.321	0.337	0.322	0.320	0.381	0.893			
BL2	0.343	0.386	0.323	0.358	0.372	0.581	1.013		
BL3	0.334	0.298	0.271	0.333	0.349	0.607	0.636	0.986	
BL4	0.295	0.312	0.246	0.321	0.333	0.491	0.532	0.545	0.796
BL5	0.304	0.217	0.232	0.300	0.325	0.540	0.500	0.596	0.440
0.935									

SEM Floridina+MinuteMaid

Parameter Specifications

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

## LAMBDA-Y

	Equity	Purchase	Willingn
	-----	-----	-----
OBE1	0	0	0
OBE2	1	0	0
OBE3	2	0	0
OBE4	3	0	0
PI1	0	0	0
PI2	0	4	0
PI3	0	5	0
PI4	0	6	0
WPP1	0	0	0
WPP2	0	0	7
WPP3	0	0	8

## LAMBDA-X

	Awarenes	Quality	Associat	Loyalty
	-----	-----	-----	-----
BA1	0	0	0	0
BA2	9	0	0	0
BA3	10	0	0	0
PQ1	0	0	0	0
PQ2	0	11	0	0
PQ3	0	12	0	0
PQ4	0	13	0	0
PQ5	0	14	0	0
BASS1	0	0	0	0
BASS2	0	0	15	0
BASS3	0	0	16	0
BASS4	0	0	17	0
BASS5	0	0	18	0
BASS6	0	0	19	0
BL1	0	0	0	0
BL2	0	0	0	20
BL3	0	0	0	21
BL4	0	0	0	22
BL5	0	0	0	23

## BETA

	Equity	Purchase	Willingn
	-----	-----	-----
Equity	0	0	0

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

Purchase	24	0	0
Willingn	25	0	0

GAMMA

	Awarenes	Quality	Associat	Loyalty
Equity	26	27	28	29
Purchase	0	0	0	0
Willingn	0	0	0	0

PHI

	Awarenes	Quality	Associat	Loyalty
Awarenes	30			
Quality	31	32		
Associat	33	34	35	
Loyalty	36	37	38	39

PSI

	Equity	Purchase	Willingn
	40	41	42

THETA-EPS

	OBE1	OBE2	OBE3	OBE4	PI1	PI2	PI3	PI4	WPP1	WPP2
OBE1	43									
OBE2	0	44								
OBE3	0	0	45							
OBE4	0	0	0	46						
PI1	0	0	0	0	47					
PI2	0	0	0	0	0	48				
PI3	0	0	0	0	0	0	49			
PI4	0	0	0	0	0	0	0	50		
WPP1	51	0	0	0	0	0	0	0	52	
WPP2	53	54	0	0	0	0	0	0	0	55
WPP3	0	0	56	0	0	0	0	0	0	0

THETA-EPS

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

WPP3										
-----										
WPP3	57									
THETA-DELTA										
BASS2	BA1	BA2	BA3	PQ1	PQ2	PQ3	PQ4	PQ5	BASS1	
-----										
BA1	58									
BA2	0	59								
BA3	0	0	60							
PQ1	0	0	0	61						
PQ2	0	0	0	0	62					
PQ3	0	0	0	0	0	63				
PQ4	0	0	0	0	0	0	64			
PQ5	0	0	0	0	0	0	0	65		
BASS1	0	0	0	0	0	0	0	0	66	
BASS2	0	0	0	0	0	67	0	0	0	68
BASS3	69	0	0	0	0	0	0	0	0	0
BASS4	0	0	0	0	0	0	0	0	0	0
BASS5	0	0	0	0	0	0	0	0	0	0
BASS6	0	0	0	0	0	0	0	0	0	0
BL1	0	0	0	0	0	0	0	0	0	0
BL2	0	0	0	0	0	0	0	0	0	0
BL3	0	0	0	0	0	0	0	0	0	0
BL4	0	0	0	0	0	0	0	0	0	0
BL5	0	0	0	0	0	0	0	0	0	0
THETA-DELTA										
BASS3	BASS4	BASS5	BASS6	BL1	BL2	BL3	BL4	BL5		
-----										
BASS3	70									
BASS4	0	71								
BASS5	0	0	72							
BASS6	0	0	0	73						
BL1	0	0	0	0	74					
BL2	0	0	0	0	0	75				
BL3	0	0	0	0	0	0	76			
BL4	0	0	0	0	0	0	0	77		
BL5	0	0	0	0	0	0	0	0	78	



**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

SEM Floridina+MinuteMaid

Number of Iterations = 17

LISREL Estimates (Robust Maximum Likelihood)

LAMBDA-Y

	Equity	Purchase	Willingn
	-----	-----	-----
OBE1	1.000	--	--
OBE2	1.193 (0.081) 14.780	--	--
OBE3	1.273 (0.082) 15.568	--	--
OBE4	1.021 (0.082) 12.512	--	--
PI1	--	1.000	--
PI2	-- (0.062) 15.581	0.969	--
PI3	-- (0.082) 13.499	1.108	--
PI4	-- (0.076) 15.222	1.150	--
WPP1	--	--	1.000
WPP2	-- (0.065) 17.271	--	1.120
WPP3	-- (0.063) 17.440	--	1.099

LAMBDA-X

	Awarenes	Quality	Associat	Loyalty
	-----	-----	-----	-----
BA1	1.000	--	--	--
BA2	1.620 (0.250)	--	--	--

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

		6.485			
BA3	1.291	--	--	--	
	(0.179)				
	7.221				
PQ1	--	1.000	--	--	
PQ2	--	0.854	--	--	
	(0.058)				
	14.813				
PQ3	--	0.886	--	--	
	(0.049)				
	18.083				
PQ4	--	0.911	--	--	
	(0.047)				
	19.553				
PQ5	--	0.939	--	--	
	(0.051)				
	18.563				
BASS1	--	--	1.000	--	
BASS2	--	--	0.953	--	
	(0.064)				
	14.941				
BASS3	--	--	0.906	--	
	(0.060)				
	15.089				
BASS4	--	--	0.964	--	
	(0.071)				
	13.611				
BASS5	--	--	0.962	--	
	(0.071)				
	13.609				
BASS6	--	--	0.957	--	
	(0.063)				
	15.081				
BL1	--	--	--	1.000	
BL2	--	--	--	1.038	
	(0.068)				
	15.185				
BL3	--	--	--	1.086	
	(0.070)				
	15.418				
BL4	--	--	--	0.881	
	(0.063)				
	14.060				
BL5	--	--	--	0.905	
	(0.070)				

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

12.852

## BETA

	Equity	Purchase	Willingn
	-----	-----	-----
Equity	--	--	--
Purchase	1.024	--	--
	(0.085)		
	12.050		
Willingn	1.230	--	--
	(0.079)		
	15.669		

## GAMMA

	Awarenes	Quality	Associat	Loyalty
	-----	-----	-----	-----
Equity	0.287	0.037	0.230	0.477
	(0.087)	(0.076)	(0.087)	(0.086)
	3.314	0.490	2.640	5.539
Purchase	--	--	--	--
Willingn	--	--	--	--

## Covariance Matrix of ETA and KSI

	Equity	Purchase	Willingn	Awarenes	Quality	Associat	Loyalty
	-----	-----	-----	-----	-----	-----	-----
Equity	0.334						
Purchase	0.341	0.393					
Willingn	0.410	0.420	0.670				
Awarenes	0.097	0.099	0.119	0.164			
Quality	0.293	0.300	0.360	0.141	0.500		
Associat	0.308	0.316	0.379	0.092	0.370	0.449	
Loyalty	0.376	0.385	0.462	0.049	0.312	0.345	0.568

## PHI

	Awarenes	Quality	Associat	Loyalty
	-----	-----	-----	-----
Awarenes	0.164			
	(0.050)			
	3.270			
Quality	0.141	0.500		
	(0.042)	(0.054)		

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

	3.370	9.232		
Associat	0.092	0.370	0.449	
	(0.035)	(0.049)	(0.061)	
	2.651	7.528	7.356	
Loyalty	0.049	0.312	0.345	0.568
	(0.032)	(0.049)	(0.051)	(0.069)
	1.526	6.361	6.732	8.268

PSI

Note: This matrix is diagonal.

Equity	Purchase	Willingn
-----	-----	-----
0.045	0.043	0.165
(0.020)	(0.033)	(0.030)
2.217	1.318	5.534

Squared Multiple Correlations for Structural Equations

Equity	Purchase	Willingn
-----	-----	-----
0.866	0.890	0.753

Squared Multiple Correlations for Reduced Form

Equity	Purchase	Willingn
-----	-----	-----
0.866	0.771	0.652

Reduced Form

	Awarenes	Quality	Associat	Loyalty
	-----	-----	-----	-----
Equity	0.287	0.037	0.230	0.477
	(0.087)	(0.076)	(0.087)	(0.086)
	3.314	0.490	2.640	5.539
Purchase	0.294	0.038	0.236	0.488
	(0.089)	(0.077)	(0.088)	(0.089)
	3.313	0.490	2.670	5.502
Willingn	0.353	0.045	0.283	0.587
	(0.110)	(0.093)	(0.108)	(0.107)
	3.197	0.491	2.620	5.479

THETA-EPS

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

	OBE1	OBE2	OBE3	OBE4	PI1	PI2	PI3	PI4	WPP1	
WPP2	-----									
OBE1	0.446									
	(0.036)									
	12.535									
OBE2	--	0.400								
		(0.034)								
		11.715								
OBE3	--	--	0.423							
			(0.036)							
			11.843							
OBE4	--	--	--	0.388						
				(0.031)						
				12.458						
PI1	--	--	--	--	0.380					
					(0.033)					
					11.406					
PI2	--	--	--	--	--	0.423				
						(0.033)				
						12.785				
PI3	--	--	--	--	--	--	0.417			
							(0.038)			
							10.999			
PI4	--	--	--	--	--	--	--	0.428		
								(0.038)		
								11.261		
WPP1	0.335	--	--	--	--	--	--	--	0.441	
	(0.040)								(0.042)	
	8.405								10.553	
WPP2	-0.026	0.249	--	--	--	--	--	--	--	0.325
	(0.017)	(0.034)								(0.035)
	-1.575	7.389								9.178
WPP3	--	--	0.310	--	--	--	--	--	--	--
			(0.035)							
			8.788							
THETA-EPS										
WPP3										
-----										
WPP3	0.392									
	(0.041)									
	9.672									

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

Squared Multiple Correlations for Y - Variables

	OBE1	OBE2	OBE3	OBE4	PI1	PI2	PI3	PI4	WPP1
WPP2	-----	-----	-----	-----	-----	-----	-----	-----	-----
	0.428	0.543	0.561	0.472	0.508	0.466	0.536	0.548	0.603
0.721									

Squared Multiple Correlations for Y - Variables

WPP3  
-----  
0.674

THETA-DELTA

	BA1	BA2	BA3	PQ1	PQ2	PQ3	PQ4	PQ5	BASS1
BASS2	-----	-----	-----	-----	-----	-----	-----	-----	-----
BA1	0.444 (0.045) 9.790								
BA2	-- 0.348 (0.062) 5.653								
BA3	-- -- 0.471 (0.050) 9.411								
PQ1	-- -- -- 0.231 (0.027) 8.573								
PQ2	-- -- -- -- 0.348 (0.039) 8.843								
PQ3	-- -- -- -- -- 0.325 (0.037) 8.902								
PQ4	-- -- -- -- -- -- 0.280 (0.033) 8.453								
PQ5	-- -- -- -- -- -- -- 0.382 (0.042) 9.142								
BASS1	-- -- -- -- -- -- -- -- 0.349 (0.036)								

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

BASS2	--	--	--	--	--	-0.093	--	--	--	0.376	9.732
						(0.029)				(0.034)	
						-3.171				11.166	
BASS3	-0.088	--	--	--	--	--	--	--	--	--	--
	(0.031)										
	-2.860										
BASS4	--	--	--	--	--	--	--	--	--	--	--
BASS5	--	--	--	--	--	--	--	--	--	--	--
BASS6	--	--	--	--	--	--	--	--	--	--	--
BL1	--	--	--	--	--	--	--	--	--	--	--
BL2	--	--	--	--	--	--	--	--	--	--	--
BL3	--	--	--	--	--	--	--	--	--	--	--
BL4	--	--	--	--	--	--	--	--	--	--	--
BL5	--	--	--	--	--	--	--	--	--	--	--

THETA-DELTA

	BASS3	BASS4	BASS5	BASS6	BL1	BL2	BL3	BL4	BL5
	-----	-----	-----	-----	-----	-----	-----	-----	-----
BASS3	0.398								
	(0.036)								
	11.159								
BASS4	--	0.441							
		(0.038)							
		11.655							
BASS5	--	--	0.413						
			(0.051)						
			8.172						
BASS6	--	--	--	0.400					
				(0.041)					
				9.866					
BL1	--	--	--	--	0.326				
					(0.032)				
					10.173				
BL2	--	--	--	--	--	0.402			
						(0.040)			
						9.929			
BL3	--	--	--	--	--	--	0.317		
							(0.034)		
							9.321		
BL4	--	--	--	--	--	--	--	0.355	
								(0.028)	
								12.480	
BL5	--	--	--	--	--	--	--	--	0.469

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

(0.038)  
12.450

Squared Multiple Correlations for X - Variables

	BA1	BA2	BA3	PQ1	PQ2	PQ3	PQ4	PQ5	BASS1
BASS2	-----	-----	-----	-----	-----	-----	-----	-----	-----
	0.270	0.553	0.367	0.684	0.512	0.546	0.597	0.535	0.563
0.521									

Squared Multiple Correlations for X - Variables

BASS3	BASS4	BASS5	BASS6	BL1	BL2	BL3	BL4	BL5
-----	-----	-----	-----	-----	-----	-----	-----	-----
0.481	0.487	0.502	0.507	0.635	0.603	0.679	0.554	0.498

Goodness of Fit Statistics

Degrees of Freedom = 387

Minimum Fit Function Chi-Square = 1198.798 (P = 0.0)

Normal Theory Weighted Least Squares Chi-Square = 1040.515 (P = 0.0)

Satorra-Bentler Scaled Chi-Square = 811.011 (P = 0.0)

Estimated Non-centrality Parameter (NCP) = 424.011

90 Percent Confidence Interval for NCP = (346.106 ; 509.669)

Minimum Fit Function Value = 4.009

Population Discrepancy Function Value (F0) = 1.418

90 Percent Confidence Interval for F0 = (1.158 ; 1.705)

Root Mean Square Error of Approximation (RMSEA) = 0.0605

90 Percent Confidence Interval for RMSEA = (0.0547 ; 0.0664)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00176

Expected Cross-Validation Index (ECVI) = 3.234

90 Percent Confidence Interval for ECVI = (2.974 ; 3.521)

ECVI for Saturated Model = 3.110

ECVI for Independence Model = 72.528

Chi-Square for Independence Model with 435 Degrees of Freedom = 21625.962

Independence AIC = 21685.962

Model AIC = 967.011

Saturated AIC = 930.000

Independence CAIC = 21827.076

Model CAIC = 1333.906



**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

Saturated CAIC = 3117.259

Normed Fit Index (NFI) = 0.962  
 Non-Normed Fit Index (NNFI) = 0.978  
 Parsimony Normed Fit Index (PNFI) = 0.856  
 Comparative Fit Index (CFI) = 0.980  
 Incremental Fit Index (IFI) = 0.980  
 Relative Fit Index (RFI) = 0.958

Critical N (CN) = 168.617

Root Mean Square Residual (RMR) = 0.0495  
 Standardized RMR = 0.0588  
 Goodness of Fit Index (GFI) = 0.812  
 Adjusted Goodness of Fit Index (AGFI) = 0.774  
 Parsimony Goodness of Fit Index (PGFI) = 0.676

SEM Florida+MinuteMaid

Fitted Covariance Matrix

	OBE1	OBE2	OBE3	OBE4	PI1	PI2	PI3	PI4	WPP1	WPP2	WPP3	BA1	BA2	BA3
OBE1	0.780													
OBE2	0.398	0.875												
OBE3	0.424	0.507	0.963											
OBE4	0.340	0.406	0.433	0.736										
PI1	0.341	0.407	0.435	0.349	0.773									
PI2	0.331	0.395	0.421	0.338	0.380	0.792								
PI3	0.378	0.451	0.481	0.386	0.435	0.421	0.899							
PI4	0.393	0.469	0.500	0.401	0.451	0.437	0.500	0.947						
WPP1	0.746	0.490	0.522	0.419	0.420	0.407	0.465	0.483						
WPP2	0.434	0.798	0.585	0.469	0.471	0.456	0.521	0.541						
WPP3	0.451	0.538	0.883	0.460	0.462	0.447	0.511	0.531						
BA1	0.097	0.116	0.124	0.099	0.099	0.096	0.110	0.114	0.119					
BA2	0.157	0.188	0.200	0.161	0.161	0.156	0.178	0.185	0.194					
BA3	0.125	0.150	0.160	0.128	0.128	0.124	0.142	0.148	0.154					

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

PQ1	0.293	0.349	0.373	0.299	0.300	0.290	0.332	0.345	0.360
0.403									
PQ2	0.250	0.298	0.318	0.255	0.256	0.248	0.283	0.294	0.308
0.345									
PQ3	0.259	0.309	0.330	0.265	0.265	0.257	0.294	0.305	0.319
0.357									
PQ4	0.267	0.318	0.339	0.272	0.273	0.265	0.302	0.314	0.328
0.368									
PQ5	0.275	0.328	0.350	0.281	0.281	0.273	0.312	0.324	0.338
0.379									
BASS1	0.308	0.368	0.392	0.315	0.316	0.306	0.350	0.363	
0.379	0.425								
BASS2	0.294	0.351	0.374	0.300	0.301	0.291	0.333	0.346	
0.361	0.405								
BASS3	0.279	0.333	0.356	0.285	0.286	0.277	0.317	0.329	
0.344	0.385								
BASS4	0.297	0.355	0.378	0.303	0.304	0.295	0.337	0.350	
0.366	0.410								
BASS5	0.296	0.354	0.377	0.303	0.303	0.294	0.336	0.349	
0.365	0.409								
BASS6	0.295	0.352	0.375	0.301	0.302	0.293	0.334	0.347	
0.363	0.407								
BL1	0.376	0.449	0.478	0.384	0.385	0.373	0.426	0.442	0.462
0.518									
BL2	0.390	0.465	0.496	0.398	0.399	0.387	0.442	0.459	0.480
0.538									
BL3	0.408	0.487	0.519	0.417	0.418	0.405	0.463	0.480	0.502
0.563									
BL4	0.331	0.395	0.422	0.338	0.339	0.329	0.376	0.390	0.408
0.457									
BL5	0.340	0.406	0.433	0.347	0.348	0.338	0.386	0.401	0.419
0.469									

Fitted Covariance Matrix

	WPP3	BA1	BA2	BA3	PQ1	PQ2	PQ3	PQ4	PQ5
BASS1									
WPP3	1.201								
BA1	0.131	0.609							
BA2	0.213	0.266	0.779						
BA3	0.170	0.212	0.344	0.745					
PQ1	0.396	0.141	0.228	0.182	0.730				
PQ2	0.338	0.120	0.195	0.155	0.427	0.712			
PQ3	0.350	0.125	0.202	0.161	0.443	0.378	0.717		

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

PQ4	0.361	0.128	0.208	0.166	0.455	0.389	0.403	0.694	
PQ5	0.372	0.132	0.214	0.171	0.469	0.401	0.416	0.428	0.823
BASS1	0.417	0.092	0.149	0.119	0.370	0.316	0.327	0.337	
0.347	0.798								
BASS2	0.397	0.088	0.142	0.114	0.352	0.301	0.219	0.321	
0.331	0.428								
BASS3	0.378	-0.004	0.135	0.108	0.335	0.286	0.297	0.305	
0.315	0.407								
BASS4	0.402	0.089	0.144	0.115	0.356	0.304	0.316	0.325	
0.335	0.433								
BASS5	0.401	0.089	0.144	0.115	0.355	0.304	0.315	0.324	
0.334	0.432								
BASS6	0.399	0.088	0.143	0.114	0.354	0.302	0.313	0.322	
0.332	0.430								
BL1	0.508	0.049	0.080	0.064	0.312	0.266	0.276	0.284	0.293
0.345									
BL2	0.527	0.051	0.083	0.066	0.324	0.276	0.287	0.295	0.304
0.358									
BL3	0.552	0.054	0.087	0.069	0.339	0.289	0.300	0.309	0.318
0.375									
BL4	0.448	0.044	0.071	0.056	0.275	0.235	0.244	0.251	0.258
0.304									
BL5	0.460	0.045	0.072	0.058	0.282	0.241	0.250	0.257	0.265
0.313									

Fitted Covariance Matrix

	BASS2	BASS3	BASS4	BASS5	BASS6	BL1	BL2	BL3	BL4
BL5									
BASS2	0.784								
BASS3	0.388	0.767							
BASS4	0.413	0.393	0.859						
BASS5	0.412	0.392	0.417	0.828					
BASS6	0.410	0.390	0.415	0.414	0.812				
BL1	0.329	0.313	0.333	0.332	0.330	0.893			
BL2	0.342	0.325	0.345	0.345	0.343	0.589	1.013		
BL3	0.357	0.340	0.362	0.361	0.359	0.616	0.640	0.986	
BL4	0.290	0.276	0.293	0.293	0.291	0.500	0.519	0.543	0.796
BL5	0.298	0.283	0.301	0.301	0.299	0.514	0.533	0.558	0.453

0.935

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

Fitted Residuals									
	OBE1	OBE2	OBE3	OBE4	PI1	PI2	PI3	PI4	WPP1
WPP2									
OBE1	0.027								
OBE2	0.038	-0.016							
OBE3	0.033	0.017	-0.005						
OBE4	0.032	0.048	0.064	0.000					
PI1	-0.002	0.001	-0.013	-0.030	0.000				
PI2	0.043	-0.056	-0.073	-0.005	0.015	0.000			
PI3	0.000	-0.066	-0.028	-0.028	-0.008	0.040	0.000		
PI4	0.033	-0.025	-0.042	0.033	-0.019	-0.019	-0.004	0.000	
WPP1	0.043	0.025	0.043	-0.003	-0.006	0.040	-0.022	0.077	
0.039									
WPP2	0.036	-0.027	0.042	-0.034	-0.039	-0.071	-0.054	0.011	
0.020	-0.024								
WPP3	0.051	0.002	0.012	0.015	-0.034	-0.050	-0.065	0.044	
0.040	0.033								
BA1	-0.030	-0.001	-0.080	-0.034	0.244	-0.033	-0.028	-0.034	-
0.091	-0.095								
BA2	0.029	-0.019	-0.064	0.033	-0.001	0.311	0.070	-0.011	-
0.048	-0.060								
BA3	-0.051	-0.060	-0.095	-0.004	-0.015	-0.006	0.272	-0.026	-
0.178	-0.150								
PQ1	-0.046	-0.073	-0.040	0.022	-0.023	-0.023	0.007	0.159	-
0.032	-0.098								
PQ2	-0.097	-0.076	-0.022	-0.017	-0.003	-0.048	0.034	0.061	-
0.111	-0.112								
PQ3	-0.008	-0.021	0.001	0.021	0.059	0.036	0.079	0.018	-0.007
-0.053									
PQ4	-0.007	0.030	0.049	0.066	-0.007	0.053	0.016	0.100	-0.007
0.015									
PQ5	-0.065	-0.071	-0.014	0.009	-0.009	0.097	0.029	0.066	-
0.056	-0.096								
BASS1	0.004	0.017	-0.046	-0.007	0.086	0.058	-0.005	0.030	
0.008	-0.018								
BASS2	0.044	-0.017	-0.065	-0.004	0.049	0.037	0.021	0.011	
0.029	-0.093								
BASS3	0.012	-0.002	-0.020	0.030	-0.045	0.020	0.019	0.004	-
0.003	-0.030								
BASS4	0.005	0.010	-0.016	-0.063	0.078	-0.050	-0.019	-0.024	
0.003	-0.057								
BASS5	-0.008	-0.051	0.071	0.025	0.078	-0.022	0.018	0.038	-
0.009	-0.079								

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

BASS6	0.016	-0.027	0.053	-0.022	0.012	-0.040	-0.036	0.011		
0.024	-0.040									
BL1	0.023	0.024	0.012	-0.051	0.010	-0.039	0.008	-0.021	0.042	
0.032										
BL2	-0.031	0.021	0.035	-0.048	-0.026	-0.014	0.034	0.016	0.051	
0.121										
BL3	0.033	-0.023	-0.031	-0.025	-0.040	-0.025	-0.021	0.025	0.121	
0.097										
BL4	-0.012	-0.016	0.044	-0.054	0.054	-0.039	-0.018	-0.018	0.031	
0.054										
BL5	-0.030	-0.029	-0.008	-0.057	0.002	-0.022	0.003	0.050	0.021	
0.008										

Fitted Residuals

	WPP3	BA1	BA2	BA3	PQ1	PQ2	PQ3	PQ4	PQ5
BASS1									
	-----	-----	-----	-----	-----	-----	-----	-----	-----
WPP3	0.023								
BA1	-0.128	-0.003							
BA2	-0.119	-0.019	0.000						
BA3	-0.192	0.034	-0.006	0.000					
PQ1	-0.087	-0.012	-0.020	-0.021	0.000				
PQ2	-0.096	-0.004	0.008	0.008	-0.003	0.000			
PQ3	-0.068	-0.001	0.045	0.007	-0.005	0.041	0.008		
PQ4	0.025	-0.062	0.045	-0.077	0.027	-0.019	-0.008	0.000	
PQ5	-0.071	-0.048	0.069	-0.047	0.029	-0.001	-0.019	-0.031	
0.000									
BASS1	-0.058	0.031	0.048	-0.043	-0.002	0.008	0.022	0.009	
0.049	0.000								
BASS2	-0.132	0.008	0.047	0.026	-0.045	-0.011	-0.008	-0.033	-
0.017	-0.006								
BASS3	-0.048	-0.005	0.051	-0.036	-0.051	-0.003	0.011	0.038	
0.053	0.000								
BASS4	-0.086	-0.003	0.006	0.002	-0.011	0.021	0.034	-0.014	
0.009	-0.002								
BASS5	0.031	-0.035	-0.035	-0.037	-0.037	-0.014	0.006	0.047	
0.014	-0.003								
BASS6	0.052	-0.059	-0.029	-0.072	-0.021	-0.011	-0.004	0.035	
0.046	-0.027								
BL1	0.019	-0.006	0.035	-0.063	0.005	0.014	0.057	0.087	0.049
0.033									
BL2	0.143	-0.094	0.011	-0.050	-0.100	-0.058	-0.066	-0.022	0.015
0.053									



**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

3|1

## Standardized Residuals

	OBE1	OBE2	OBE3	OBE4	PI1	PI2	PI3	PI4	WPP1	
WPP2										
OBE1	--									
OBE2	0.988	--								
OBE3	0.771	0.515	--							
OBE4	0.822	1.455	1.983	--						
PI1	-0.061	0.070	-0.563	-1.135	--					
PI2	1.314	-3.037	-3.508	-0.178	0.377	--				
PI3	0.009	-2.127	-0.829	-0.962	-0.227	1.124	--			
PI4	0.964	-1.270	-2.187	1.419	-0.527	-0.502	-0.111	--		
WPP1	--	0.739	1.546	-0.080	-0.167	1.126	-0.500	1.674	--	
WPP2	3.126	--	--	-2.124	-2.125	-3.988	-1.800	0.395	--	--
WPP3	1.559	0.104	--	0.650	-1.098	-1.742	-1.812	1.162	1.820	
--										
BA1	-0.661	-0.035	-1.785	-0.846	5.316	-0.672	-0.564	-0.692	-	
1.869	-2.291									
BA2	0.631	-0.471	-1.576	0.867	-0.019	6.765	1.494	-0.211	-	
0.925	-1.411									
BA3	-1.079	-1.505	-2.177	-0.102	-0.306	-0.120	5.880	-0.517	-	
3.427	-3.414									
PQ1	-1.234	-3.126	-1.238	0.762	-0.606	-0.587	0.194	4.576	-	
0.952	-6.282									
PQ2	-2.408	-2.352	-0.557	-0.473	-0.066	-1.148	0.835	1.566	-	
2.697	-3.080									
PQ3	-0.187	-0.568	0.024	0.579	1.476	0.896	1.849	0.462	-0.176	
-1.545										
PQ4	-0.194	1.094	1.451	2.101	-0.179	1.318	0.404	2.643	-0.186	
0.535										
PQ5	-1.663	-2.187	-0.402	0.279	-0.245	2.612	0.770	1.884	-	
1.359	-2.850									
BASS1	0.097	0.580	-1.169	-0.194	2.636	1.899	-0.138	0.926		
0.187	-0.566									
BASS2	1.161	-0.558	-1.816	-0.122	1.342	0.967	0.495	0.279		
0.733	-2.907									
BASS3	0.306	-0.060	-0.526	0.893	-1.124	0.475	0.435	0.102	-	
0.069	-0.830									
BASS4	0.148	0.366	-0.474	-1.763	2.219	-1.293	-0.515	-0.693		
0.088	-2.089									
BASS5	-0.205	-2.577	2.432	0.995	2.471	-0.607	0.495	1.341	-	
0.228	-3.584									

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

BASS6	0.425	-1.131	1.775	-0.737	0.323	-1.062	-0.963	0.276		
0.574	-1.246									
BL1	0.568	1.089	0.404	-1.399	0.307	-1.174	0.186	-0.707	1.077	
4.914										
BL2	-0.812	0.729	1.177	-1.654	-0.700	-0.330	0.776	0.391	1.088	
3.626										
BL3	0.874	-0.920	-1.413	-0.972	-1.517	-0.953	-0.586	0.922	2.747	
3.700										
BL4	-0.317	-0.655	1.669	-1.687	1.481	-1.039	-0.454	-0.484	0.719	
1.783										
BL5	-0.773	-0.943	-0.313	-1.740	0.069	-0.532	0.083	1.356	0.450	
0.224										

Standardized Residuals

	WPP3	BA1	BA2	BA3	PQ1	PQ2	PQ3	PQ4	PQ5	
BASS1										
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
WPP3	--									
BA1	-2.744	--								
BA2	-2.580	-0.533	--							
BA3	-4.213	0.825	-0.168	--						
PQ1	-2.851	-0.269	-0.506	-0.476	--					
PQ2	-2.320	-0.077	0.202	0.182	-0.122	--				
PQ3	-1.752	-0.030	1.075	0.144	-0.174	1.204	--			
PQ4	0.732	-1.358	1.111	-1.658	1.215	-0.527	-0.249	--		
PQ5	-2.115	-1.151	1.881	-1.008	1.515	-0.040	-0.770	-1.145	--	
BASS1	-1.423	0.705	1.219	-0.959	-0.070	0.224	0.591	0.282		
1.478	--									
BASS2	-3.276	0.199	1.165	0.611	-1.367	-0.297	-0.240	-1.033	-	
0.462	-0.228									
BASS3	-1.193	-0.130	1.170	-0.747	-1.374	-0.080	0.271	1.021		
1.409	-0.005									
BASS4	-2.501	-0.066	0.161	0.036	-0.314	0.613	0.901	-0.407		
0.257	-0.068									
BASS5	0.845	-0.873	-0.989	-0.928	-1.422	-0.417	0.163	1.809		
0.415	-0.128									
BASS6	1.341	-1.333	-0.699	-1.561	-0.636	-0.276	-0.107	1.017		
1.248	-0.974									
BL1	1.041	-0.126	0.820	-1.318	0.167	0.342	1.484	2.377	1.202	
0.936										
BL2	3.539	-2.064	0.243	-1.056	-3.147	-1.388	-1.627	-0.563	0.372	
1.558										
BL3	2.141	-1.191	1.226	-0.688	-0.329	-1.217	0.785	0.305	-1.235	
0.011										



**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

BL4	1.657	-0.084	0.789	-0.290	0.377	0.756	1.002	1.801	1.038
0.899									
BL5	0.693	0.165	0.655	0.605	-1.460	-0.426	0.962	-0.038	-1.414
-0.801									

Standardized Residuals

	BASS2	BASS3	BASS4	BASS5	BASS6	BL1	BL2	BL3	BL4
BL5									
-----									
BASS2	--								
BASS3	-0.315	--							
BASS4	1.593	0.717	--						
BASS5	-0.408	0.091	-2.226	--					
BASS6	-0.034	0.090	-0.526	1.695	--				
BL1	-0.206	0.583	-0.290	-0.332	1.557	--			
BL2	0.049	1.590	-0.671	0.407	0.840	-0.653	--		
BL3	-0.649	-1.323	-3.292	-0.722	-0.292	--	-0.191	--	
BL4	0.129	0.931	-1.363	0.822	1.179	-0.388	0.690	0.083	--
BL5	0.141	-1.754	-1.849	-0.008	0.675	2.014	-1.080	1.469	-0.414
--									

Summary Statistics for Standardized Residuals

Smallest Standardized Residual = -6.282  
 Median Standardized Residual = 0.000  
 Largest Standardized Residual = 6.765

Stemleaf Plot

```

- 6|3
- 5|
- 4|20
- 3|6544331110
- 2|9997766544332222111111
-
1|988888888777776665555444444444443333322222222211111111110000000000
0
-
0|999998888887777777777777766666666666665555555555555555444444433333
3333333322222222222222222221111111111111111111100000+45
0|11111111111112222222222222233333333333444444444445555555666666666667
777777777888888888888889999999999
1|0000000001111111122222222222333334445555555556666667777888888999
2|001124456667
    
```

## Lampiran 7 Hasil *Output* LISREL (lanjutan)

3|1567

4|69

5|39

6|8

### Largest Negative Standardized Residuals

Residual for	PI2 and	OBE2	-3.037
Residual for	PI2 and	OBE3	-3.508
Residual for	WPP2 and	PI2	-3.988
Residual for	BA1 and	WPP3	-2.744
Residual for	BA2 and	WPP3	-2.580
Residual for	BA3 and	WPP1	-3.427
Residual for	BA3 and	WPP2	-3.414
Residual for	BA3 and	WPP3	-4.213
Residual for	PQ1 and	OBE2	-3.126
Residual for	PQ1 and	WPP2	-6.282
Residual for	PQ1 and	WPP3	-2.851
Residual for	PQ2 and	WPP1	-2.697
Residual for	PQ2 and	WPP2	-3.080
Residual for	PQ5 and	WPP2	-2.850
Residual for	BASS2 and	WPP2	-2.907
Residual for	BASS2 and	WPP3	-3.276
Residual for	BASS5 and	OBE2	-2.577
Residual for	BASS5 and	WPP2	-3.584
Residual for	BL2 and	PQ1	-3.147
Residual for	BL3 and	BASS4	-3.292

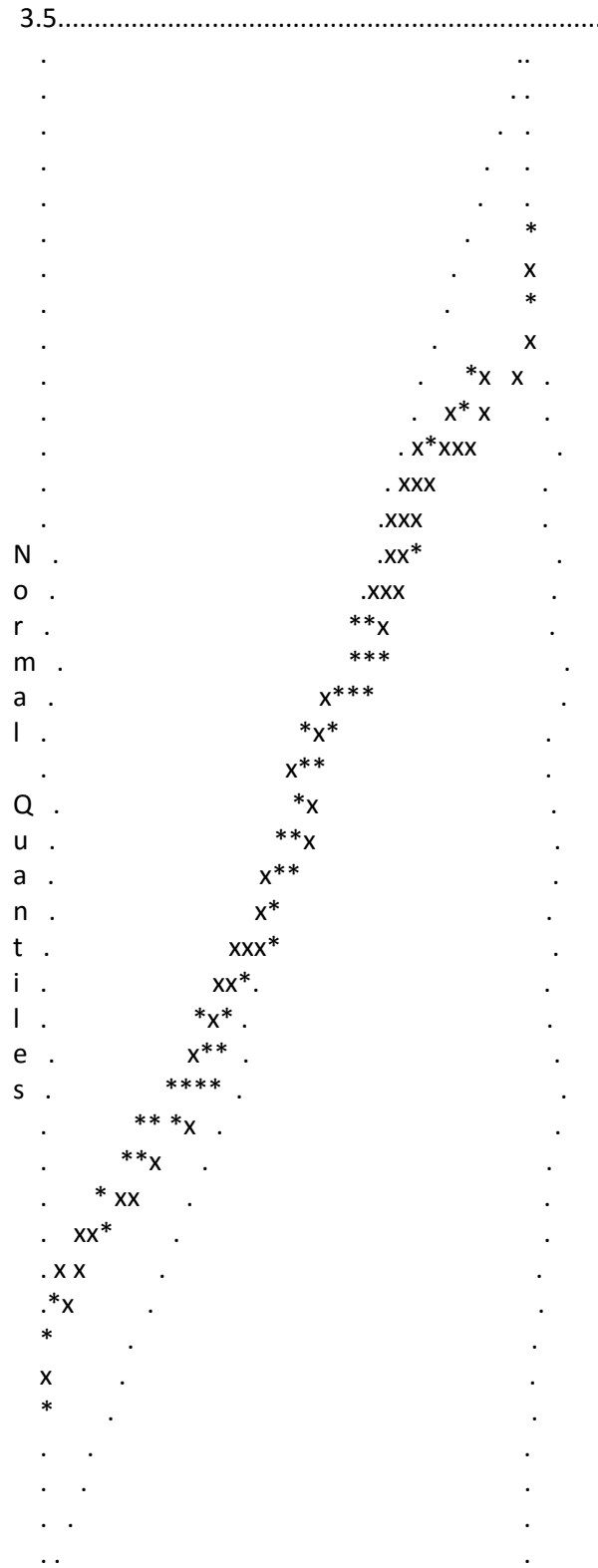
### Largest Positive Standardized Residuals

Residual for	WPP2 and	OBE1	3.126
Residual for	BA1 and	PI1	5.316
Residual for	BA2 and	PI2	6.765
Residual for	BA3 and	PI3	5.880
Residual for	PQ1 and	PI4	4.576
Residual for	PQ4 and	PI4	2.643
Residual for	PQ5 and	PI2	2.612
Residual for	BASS1 and	PI1	2.636
Residual for	BL1 and	WPP2	4.914
Residual for	BL2 and	WPP2	3.626
Residual for	BL2 and	WPP3	3.539
Residual for	BL3 and	WPP1	2.747
Residual for	BL3 and	WPP2	3.700

SEM Floridina+MinuteMaid

Lampiran 7  
 Hasil Output LISREL (lanjutan)

Qplot of Standardized Residuals





**Lampiran 7**  
**Hasil *Output* LISREL (lanjutan)**

OBE2	--	-0.027	-0.053
OBE3	--	-1.251	0.071
OBE4	--	-0.024	-0.119
PI1	0.010	--	-0.050
PI2	-0.023	--	-0.027

PI3	-0.015	--	-0.066
PI4	0.030	--	0.137
WPP1	--	--	--
WPP2	-0.062	-0.084	--
WPP3	-0.075	0.011	--

Completely Standardized Expected Change for LAMBDA-Y

	Equity	Purchase	Willingn
	-----	-----	-----
OBE1	--	--	--
OBE2	--	-0.029	-0.057
OBE3	--	-1.274	0.073
OBE4	--	-0.028	-0.138
PI1	0.011	--	-0.057
PI2	-0.026	--	-0.030
PI3	-0.016	--	-0.069
PI4	0.031	--	0.141
WPP1	--	--	--
WPP2	-0.057	-0.078	--
WPP3	-0.068	0.010	--

Modification Indices for LAMBDA-X

	Awarenes	Quality	Associat	Loyalty
	-----	-----	-----	-----
BA1	--	2.215	0.454	1.415
BA2	--	6.209	3.812	4.869
BA3	--	2.771	2.003	1.565
PQ1	1.126	--	3.231	1.924
PQ2	0.005	--	0.093	1.091
PQ3	2.403	--	0.374	0.612
PQ4	0.363	--	0.892	3.318
PQ5	0.093	--	1.077	0.013
BASS1	0.848	0.723	--	0.722
BASS2	2.308	1.589	--	0.023
BASS3	0.324	0.002	--	0.038
BASS4	0.153	0.112	--	4.233

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

BASS5	1.790	0.008	--	0.038
BASS6	4.760	0.016	--	1.147
BL1	0.086	6.468	2.396	--
BL2	2.107	4.466	0.248	--
BL3	0.000	0.572	2.553	--
BL4	0.627	3.118	1.285	--
BL5	0.266	0.661	0.873	--

Expected Change for LAMBDA-X

	Awarenes	Quality	Associat	Loyalty
	-----	-----	-----	-----
BA1	--	-0.153	-0.058	-0.076
BA2	--	0.294	0.226	0.190
BA3	--	-0.181	-0.133	-0.089
PQ1	-0.118	--	-0.118	-0.073
PQ2	0.009	--	-0.029	-0.067
PQ3	0.184	--	0.045	0.044
PQ4	-0.069	--	0.068	0.102
PQ5	0.038	--	0.094	-0.008
BASS1	0.110	0.067	--	0.057
BASS2	0.185	-0.108	--	-0.011
BASS3	0.074	-0.004	--	-0.014
BASS4	0.052	0.034	--	-0.165
BASS5	-0.174	-0.009	--	0.016
BASS6	-0.276	0.011	--	0.076
BL1	0.034	0.213	0.168	--
BL2	-0.177	-0.150	0.041	--
BL3	-0.001	-0.051	-0.119	--
BL4	0.089	0.123	0.093	--
BL5	0.065	-0.062	-0.083	--

Standardized Expected Change for LAMBDA-X

	Awarenes	Quality	Associat	Loyalty
	-----	-----	-----	-----
BA1	--	-0.108	-0.039	-0.057
BA2	--	0.207	0.151	0.143
BA3	--	-0.128	-0.089	-0.067
PQ1	-0.048	--	-0.079	-0.055
PQ2	0.004	--	-0.019	-0.051
PQ3	0.075	--	0.030	0.033
PQ4	-0.028	--	0.046	0.077
PQ5	0.015	--	0.063	-0.006
BASS1	0.045	0.048	--	0.043
BASS2	0.075	-0.077	--	-0.008

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

BASS3	0.030	-0.003	--	-0.010
BASS4	0.021	0.024	--	-0.124
BASS5	-0.070	-0.007	--	0.012
BASS6	-0.112	0.008	--	0.057
BL1	0.014	0.151	0.112	--
BL2	-0.072	-0.106	0.027	--
BL3	0.000	-0.036	-0.080	--
BL4	0.036	0.087	0.063	--
BL5	0.026	-0.044	-0.056	--

Completely Standardized Expected Change for LAMBDA-X

	Awarenes	Quality	Associat	Loyalty
	-----	-----	-----	-----
BA1	--	-0.139	-0.049	-0.073
BA2	--	0.235	0.172	0.162
BA3	--	-0.148	-0.103	-0.077
PQ1	-0.056	--	-0.093	-0.064
PQ2	0.004	--	-0.023	-0.060
PQ3	0.088	--	0.036	0.039
PQ4	-0.034	--	0.055	0.092
PQ5	0.017	--	0.070	-0.006
BASS1	0.050	0.053	--	0.048
BASS2	0.085	-0.086	--	-0.009
BASS3	0.034	-0.003	--	-0.012
BASS4	0.023	0.026	--	-0.134
BASS5	-0.077	-0.007	--	0.013
BASS6	-0.124	0.009	--	0.063
BL1	0.015	0.159	0.119	--
BL2	-0.071	-0.106	0.027	--
BL3	0.000	-0.036	-0.081	--
BL4	0.040	0.098	0.070	--
BL5	0.027	-0.046	-0.058	--

Modification Indices for BETA

	Equity	Purchase	Willingn
	-----	-----	-----
Equity	--	1.720	0.069
Purchase	--	--	0.016
Willingn	--	--	--

Expected Change for BETA

	Equity	Purchase	Willingn
	-----	-----	-----

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

Equity	--	-0.087	-0.011
Purchase	--	--	-0.007
Willingn	--	--	--

Standardized Expected Change for BETA

	Equity	Purchase	Willingn
Equity	--	-0.242	-0.023
Purchase	--	--	-0.013
Willingn	--	--	--

Modification Indices for GAMMA

	Awarenes	Quality	Associat	Loyalty
Equity	--	--	--	--
Purchase	31.507	18.104	4.309	6.767
Willingn	30.442	21.447	50.888	--

Expected Change for GAMMA

	Awarenes	Quality	Associat	Loyalty
Equity	--	--	--	--
Purchase	0.481	0.253	0.141	-0.400
Willingn	-0.532	-0.430	-1.619	--

Standardized Expected Change for GAMMA

	Awarenes	Quality	Associat	Loyalty
Equity	--	--	--	--
Purchase	0.311	0.286	0.151	-0.481
Willingn	-0.263	-0.371	-1.326	--

No Non-Zero Modification Indices for PHI

Modification Indices for PSI

	Equity	Purchase	Willingn
Equity	--	--	--
Purchase	--	--	--
Willingn	0.189	0.035	--



**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

Expected Change for PSI

	Equity	Purchase	Willingn
	-----	-----	-----
Equity	--		
Purchase	--	--	
Willingn	-0.005	-0.002	--

Standardized Expected Change for PSI

	Equity	Purchase	Willingn
	-----	-----	-----
Equity	--		
Purchase	--	--	
Willingn	-0.010	-0.005	--

Modification Indices for THETA-EPS

	OBE1	OBE2	OBE3	OBE4	PI1	PI2	PI3	PI4	WPP1	WPP2
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
OBE1	--									
OBE2	2.432	--								
OBE3	0.089	0.559	--							
OBE4	0.237	11.268	4.660	--						
PI1	0.996	1.901	0.109	2.288	--					
PI2	0.160	0.027	5.795	0.006	0.753	--				
PI3	0.152	6.772	1.236	1.334	0.233	4.722	--			
PI4	0.009	0.001	9.919	2.355	1.514	1.098	0.061	--		
WPP1	--	0.022	0.225	0.008	0.246	0.403	0.913	0.302	--	
WPP2	--	--	--	4.513	1.638	2.803	2.176	0.376	--	--
WPP3	--	--	--	0.002	0.283	0.684	3.989	7.860	--	--

Modification Indices for THETA-EPS

WPP3
-----
WPP3
--

Expected Change for THETA-EPS

	OBE1	OBE2	OBE3	OBE4	PI1	PI2	PI3	PI4	WPP1
	-----	-----	-----	-----	-----	-----	-----	-----	-----
OBE1	--								
OBE2	0.041	--							

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

OBE3	-0.007	0.020	--							
OBE4	0.008	0.063	0.039	--						
PI1	-0.017	0.026	0.006	-0.038	--					
PI2	0.007	-0.003	-0.046	0.002	0.026	--				
PI3	0.007	-0.052	0.022	-0.031	-0.016	0.071	--			
PI4	-0.002	-0.001	-0.063	0.042	-0.043	-0.036	-0.010	--		
WPP1	--	-0.004	0.016	-0.002	0.009	0.012	-0.018	0.011	--	
WPP2	--	--	--	-0.038	-0.023	-0.032	0.028	-0.012	--	--
WPP3	--	--	--	0.001	-0.010	0.016	-0.039	0.055	--	--

Expected Change for THETA-EPS

WPP3

-----

WPP3 --

Completely Standardized Expected Change for THETA-EPS

	OBE1	OBE2	OBE3	OBE4	PI1	PI2	PI3	PI4	WPP1	WPP2	WPP3
WPP2	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
OBE1	--										
OBE2	0.050	--									
OBE3	-0.008	0.022	--								
OBE4	0.011	0.078	0.047	--							
PI1	-0.022	0.032	0.007	-0.051	--						
PI2	0.009	-0.004	-0.053	0.003	0.034	--					
PI3	0.009	-0.058	0.023	-0.038	-0.019	0.084	--				
PI4	-0.002	-0.001	-0.066	0.050	-0.050	-0.041	-0.010	--			
WPP1	--	-0.004	0.016	-0.002	0.010	0.013	-0.018	0.010	--		
WPP2	--	--	--	-0.041	-0.024	-0.033	0.028	-0.011	--	--	
WPP3	--	--	--	0.001	-0.010	0.016	-0.037	0.052	--	--	

Completely Standardized Expected Change for THETA-EPS

WPP3

-----

WPP3 --

Modification Indices for THETA-DELTA-EPS

	OBE1	OBE2	OBE3	OBE4	PI1	PI2	PI3	PI4	WPP1	WPP2	WPP3
WPP2	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
BA1	0.151	4.795	1.116	1.021	109.344	14.730	7.983	1.190			
0.003	2.453										

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

BA2	1.669	2.446	0.885	0.047	13.427	117.585	3.868	4.157		
0.666	1.512									
BA3	0.959	0.492	0.008	0.016	2.540	13.110	101.160	0.381		
5.435	0.033									
PQ1	1.655	0.330	0.052	1.652	2.734	5.702	0.581	45.102	2.414	
0.436										
PQ2	1.954	0.804	1.092	0.435	0.094	6.577	2.065	1.162	0.177	
0.000										
PQ3	0.242	0.001	0.943	0.152	5.115	0.331	5.415	12.369	1.867	
0.110										
PQ4	0.985	0.798	0.006	2.332	4.881	0.547	3.546	0.656	2.366	
0.979										
PQ5	2.559	0.866	0.090	0.075	1.190	12.119	0.004	0.019	0.420	
0.296										
BASS1	0.037	0.492	4.160	0.483	3.778	5.078	1.397	0.073		
0.059	0.010									
BASS2	0.036	0.717	0.016	0.006	1.426	3.201	1.986	1.997		
3.993	2.144									
BASS3	0.479	0.085	0.405	1.584	2.160	0.069	0.188	0.398		
0.704	0.148									
BASS4	0.270	2.496	2.429	4.391	7.756	2.422	0.022	1.217		
1.516	0.095									
BASS5	0.239	0.793	2.389	1.165	3.009	1.863	0.140	0.263		
0.026	0.968									
BASS6	0.304	0.079	0.132	0.945	0.542	2.381	1.965	0.009		
0.194	0.163									
BL1	0.249	2.108	0.393	1.922	0.591	0.290	0.719	3.027	0.019	
0.536										
BL2	0.157	0.000	1.744	0.983	1.761	0.378	3.394	0.002	1.172	
1.390										
BL3	0.346	4.444	2.732	0.392	3.276	0.440	0.125	1.361	0.579	
5.088										
BL4	0.117	3.057	4.082	2.763	8.659	0.585	0.547	2.256	0.139	
2.697										
BL5	1.695	0.001	0.173	1.203	0.065	0.044	0.220	3.175	0.346	
0.809										

Modification Indices for THETA-DELTA-EPS

WPP3

-----

BA1	0.042
BA2	0.243
BA3	0.826
PQ1	0.106
PQ2	0.751

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

PQ3	5.251
PQ4	2.456
PQ5	0.169
BASS1	0.070
BASS2	7.225
BASS3	0.011
BASS4	3.175
BASS5	0.963
BASS6	4.537
BL1	0.902
BL2	7.668
BL3	0.055
BL4	1.807
BL5	0.023

Expected Change for THETA-DELTA-EPS

	OBE1	OBE2	OBE3	OBE4	PI1	PI2	PI3	PI4	WPP1
WPP2									
BA1	-0.007	0.043	-0.020	-0.026	0.274	-0.105	-0.078	-0.031	
0.001	-0.030								
BA2	0.025	-0.033	-0.019	-0.006	-0.102	0.314	-0.058	-0.061	-
0.016	0.025								
BA3	0.019	-0.015	-0.002	0.004	-0.045	-0.108	0.303	-0.019	-
0.048	0.004								
PQ1	-0.018	-0.009	-0.003	0.026	-0.034	-0.051	-0.017	0.149	
0.023	-0.010								
PQ2	-0.023	-0.016	0.018	-0.015	0.007	-0.063	0.036	0.027	-
0.007	0.000								
PQ3	-0.008	0.001	0.016	-0.009	0.051	0.014	0.056	-0.085	0.022
-0.005									
PQ4	0.015	0.015	0.001	0.033	-0.048	0.017	-0.043	0.019	-0.024
0.016									
PQ5	-0.028	-0.017	0.005	-0.007	-0.027	0.091	-0.002	-0.004	
0.012	-0.010								
BASS1	-0.003	0.013	-0.036	-0.017	0.047	0.057	-0.030	-0.007	-
0.004	0.002								
BASS2	-0.003	0.015	-0.002	-0.002	0.029	0.045	0.036	-0.037	
0.035	-0.026								
BASS3	0.012	0.005	-0.011	0.031	-0.036	0.007	0.011	-0.017	-
0.015	0.007								
BASS4	-0.010	0.031	0.030	-0.055	0.074	-0.043	-0.004	-0.031	
0.024	-0.006								
BASS5	-0.009	-0.017	0.029	0.028	0.045	-0.037	0.010	0.014	-
0.003	-0.018								

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

BASS6	0.010	-0.005	0.007	-0.024	-0.019	-0.041	-0.038	0.003	-
0.008	-0.007								
BL1	0.008	0.026	0.011	-0.033	0.018	-0.013	0.021	-0.045	-0.002
-0.013									
BL2	-0.007	0.000	-0.025	-0.026	-0.035	0.017	0.051	0.001	-0.020
0.022									
BL3	0.010	-0.038	-0.029	0.015	-0.044	0.017	-0.009	0.030	0.013
0.039									
BL4	-0.006	-0.032	0.036	-0.040	0.071	-0.019	-0.019	-0.039	-
0.006	0.029								
BL5	-0.025	-0.001	-0.008	-0.030	0.007	0.006	0.014	0.052	0.012
-0.018									

Expected Change for THETA-DELTA-EPS

WPP3

BA1	0.004
BA2	-0.010
BA3	-0.019
PQ1	-0.005
PQ2	-0.015
PQ3	-0.038
PQ4	0.025
PQ5	-0.008
BASS1	0.005
BASS2	-0.048
BASS3	-0.002
BASS4	-0.035
BASS5	0.019
BASS6	0.040
BL1	-0.017
BL2	0.053
BL3	0.004
BL4	-0.024
BL5	0.003

Completely Standardized Expected Change for THETA-DELTA-EPS

	OBE1	OBE2	OBE3	OBE4	PI1	PI2	PI3	PI4	WPP1
WPP2									
BA1	-0.010	0.059	-0.026	-0.039	0.400	-0.151	-0.106	-0.040	
0.001	-0.035								
BA2	0.032	-0.040	-0.022	-0.008	-0.131	0.401	-0.069	-0.071	-
0.017	0.026								

**Lampiran 7**  
**Hasil *Output* LISREL (lanjutan)**

BA3	0.025	-0.019	-0.002	0.005	-0.060	-0.140	0.370	-0.022	-
0.053	0.004								
PQ1	-0.024	-0.011	-0.004	0.036	-0.045	-0.068	-0.020	0.179	
0.026	-0.011								
PQ2	-0.031	-0.020	0.022	-0.021	0.010	-0.084	0.045	0.033	-
0.008	0.000								
PQ3	-0.010	0.001	0.019	-0.012	0.069	0.018	0.069	-0.103	0.025
-0.006									
PQ4	0.020	0.019	0.001	0.046	-0.066	0.023	-0.055	0.023	-0.027
0.017									
PQ5	-0.035	-0.021	0.006	-0.009	-0.034	0.112	-0.002	-0.004	
0.012	-0.010								
BASS1	-0.004	0.015	-0.041	-0.022	0.060	0.071	-0.035	-0.008	-
0.004	0.002								
BASS2	-0.004	0.019	-0.003	-0.003	0.037	0.057	0.043	-0.043	
0.037	-0.027								
BASS3	0.015	0.007	-0.013	0.041	-0.047	0.009	0.014	-0.020	-
0.016	0.007								
BASS4	-0.012	0.036	0.033	-0.069	0.091	-0.052	-0.005	-0.035	
0.024	-0.006								
BASS5	-0.011	-0.020	0.032	0.035	0.056	-0.045	0.012	0.016	-
0.003	-0.019								
BASS6	0.012	-0.006	0.008	-0.032	-0.024	-0.051	-0.044	0.003	-
0.008	-0.008								
BL1	0.010	0.029	0.012	-0.041	0.022	-0.016	0.024	-0.049	-0.002
-0.012									
BL2	-0.008	0.000	-0.026	-0.030	-0.039	0.019	0.053	0.001	-0.019
0.020									
BL3	0.011	-0.041	-0.030	0.018	-0.050	0.019	-0.010	0.031	0.012
0.037									
BL4	-0.007	-0.038	0.041	-0.052	0.091	-0.024	-0.022	-0.045	-
0.007	0.030								
BL5	-0.029	-0.001	-0.009	-0.036	0.008	0.007	0.015	0.056	0.011
-0.017									

Completely Standardized Expected Change for THETA-DELTA-EPS

WPP3

-----

BA1	0.005
BA2	-0.010
BA3	-0.020
PQ1	-0.005
PQ2	-0.016
PQ3	-0.041
PQ4	0.028

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

PQ5	-0.008
BASS1	0.005
BASS2	-0.049
BASS3	-0.002
BASS4	-0.034
BASS5	0.019
BASS6	0.040
BL1	-0.016
BL2	0.048
BL3	0.004
BL4	-0.024
BL5	0.003

Modification Indices for THETA-DELTA

	BA1	BA2	BA3	PQ1	PQ2	PQ3	PQ4	PQ5	BASS1
BASS2									
BA1	--								
BA2	2.996	--							
BA3	4.309	--	--						
PQ1	0.386	8.095	0.661	--					
PQ2	0.463	0.801	1.966	0.091	--				
PQ3	0.239	0.427	1.595	1.212	7.155	--			
PQ4	3.466	5.493	7.589	7.680	1.855	2.521	--		
PQ5	1.305	6.570	1.764	5.436	0.004	3.024	4.543	--	
BASS1	2.890	0.894	2.345	0.221	0.006	0.001	0.863	1.559	--
BASS2	0.178	0.589	3.691	0.510	1.267	--	4.663	1.278	0.047
--									
BASS3	--	1.874	0.499	5.247	0.000	0.001	0.972	2.344	0.055
0.178									
BASS4	0.133	1.283	0.689	0.067	1.035	3.554	2.860	0.216	
0.009	9.354								
BASS5	0.190	3.503	0.038	1.083	0.210	0.031	4.666	0.003	
0.022	0.090								
BASS6	1.332	0.425	0.836	0.049	0.211	0.712	1.596	2.261	
2.296	0.026								
BL1	1.216	0.003	4.170	0.332	0.063	0.283	3.334	1.270	0.032
0.530									
BL2	3.386	0.163	0.000	7.299	0.050	7.521	1.080	7.763	2.483
0.426									
BL3	2.163	1.722	0.000	4.891	0.532	1.677	0.787	4.805	0.196
0.456									
BL4	0.653	0.236	0.002	0.003	1.328	0.050	0.361	0.515	0.002
0.092									

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

BL5 0.346 0.217 3.952 0.735 0.356 5.811 0.567 4.610 1.450  
3.657

Modification Indices for THETA-DELTA

	BASS3	BASS4	BASS5	BASS6	BL1	BL2	BL3	BL4	BL5
BASS3	--								
BASS4	0.868	--							
BASS5	0.007	4.976	--						
BASS6	0.050	0.441	3.835	--					
BL1	0.459	0.399	2.733	0.731	--				
BL2	4.610	0.176	0.016	0.001	0.273	--			
BL3	2.695	2.333	0.293	0.332	0.617	0.064	--		
BL4	1.306	2.093	0.234	0.196	0.329	0.515	0.014	--	
BL5	4.794	0.636	0.300	1.053	1.993	2.666	4.871	0.432	--

Expected Change for THETA-DELTA

	BA1	BA2	BA3	PQ1	PQ2	PQ3	PQ4	PQ5	BASS1
BASS2									
BA1	--								
BA2	-0.130	--							
BA3	0.094	--	--						
PQ1	0.014	-0.067	0.019	--					
PQ2	0.017	-0.024	0.038	-0.007	--				
PQ3	0.012	0.017	0.033	-0.026	0.065	--			
PQ4	-0.043	0.058	-0.069	0.061	-0.032	-0.037	--		
PQ5	-0.030	0.072	-0.038	0.056	-0.002	-0.044	-0.052	--	
BASS1	0.044	0.026	-0.042	0.009	0.002	0.001	-0.020	0.030	--
BASS2	0.011	0.021	0.053	-0.015	0.027	--	-0.048	-0.028	-0.006
--									
BASS3	--	0.040	-0.021	-0.047	0.000	-0.001	0.021	0.038	0.006
-0.011									
BASS4	0.010	-0.034	0.025	0.006	0.026	0.047	-0.039	-0.012	-
0.003	0.083								
BASS5	-0.012	-0.054	0.006	-0.022	-0.011	-0.004	0.049	0.001	-
0.004	-0.008								
BASS6	-0.031	-0.019	-0.027	-0.005	-0.011	-0.020	0.028	0.038	-
0.040	-0.004								
BL1	0.028	0.001	-0.056	-0.011	0.006	0.011	0.038	0.027	0.004
-0.017									
BL2	-0.051	0.012	0.000	-0.058	-0.006	-0.065	-0.024	0.073	0.040
-0.016									



**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

BL3	-0.037	0.036	0.000	0.044	-0.017	0.028	-0.019	-0.053	0.010
0.016									
BL4	0.021	-0.013	0.001	-0.001	0.026	-0.005	0.013	0.017	0.001
-0.007									
BL5	0.017	-0.014	0.062	-0.019	0.015	0.060	-0.018	-0.059	-0.032
0.051									

Expected Change for THETA-DELTA

	BASS3	BASS4	BASS5	BASS6	BL1	BL2	BL3	BL4	BL5
BASS3	--								
BASS4	0.025	--							
BASS5	-0.002	-0.065	--						
BASS6	-0.006	-0.019	0.056	--					
BL1	0.016	0.016	-0.041	0.021	--				
BL2	0.055	0.012	0.003	0.001	-0.015	--			
BL3	-0.039	-0.039	-0.013	-0.014	-0.022	-0.007	--		
BL4	0.027	-0.037	0.012	0.011	-0.014	0.019	0.003	--	
BL5	-0.059	-0.023	0.015	0.029	0.039	-0.050	0.064	-0.018	--

Completely Standardized Expected Change for THETA-DELTA

	BA1	BA2	BA3	PQ1	PQ2	PQ3	PQ4	PQ5	BASS1
BASS2									
BA1	--								
BA2	-0.189	--							
BA3	0.140	--	--						
PQ1	0.021	-0.089	0.026	--					
PQ2	0.026	-0.032	0.052	-0.010	--				
PQ3	0.018	0.022	0.045	-0.035	0.090	--			
PQ4	-0.066	0.079	-0.096	0.086	-0.045	-0.052	--		
PQ5	-0.043	0.090	-0.049	0.073	-0.002	-0.057	-0.068	--	
BASS1	0.063	0.033	-0.055	0.012	0.002	0.001	-0.026	0.037	--
BASS2	0.016	0.027	0.070	-0.020	0.036	--	-0.065	-0.035	-0.007
--									
BASS3	--	0.052	-0.027	-0.063	0.000	-0.001	0.029	0.048	0.008
-0.014									
BASS4	0.014	-0.041	0.032	0.007	0.033	0.060	-0.051	-0.015	-
0.003	0.102								
BASS5	-0.017	-0.068	0.007	-0.029	-0.015	-0.005	0.065	0.002	-
0.005	-0.010								
BASS6	-0.044	-0.023	-0.034	-0.006	-0.015	-0.026	0.038	0.047	-
0.050	-0.005								

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

BL1	0.037	0.002	-0.068	-0.014	0.007	0.014	0.048	0.031	0.005
-0.020									
BL2	-0.064	0.013	0.000	-0.068	-0.007	-0.076	-0.028	0.080	0.044
-0.018									
BL3	-0.048	0.041	0.000	0.052	-0.020	0.033	-0.022	-0.058	0.012
0.018									
BL4	0.030	-0.017	0.001	-0.002	0.035	-0.006	0.017	0.021	0.001
-0.009									
BL5	0.022	-0.017	0.075	-0.024	0.019	0.073	-0.022	-0.067	-0.037
0.059									

Completely Standardized Expected Change for THETA-DELTA

	BASS3	BASS4	BASS5	BASS6	BL1	BL2	BL3	BL4	BL5
BASS3	--								
BASS4	0.031	--							
BASS5	-0.003	-0.077	--						
BASS6	-0.007	-0.023	0.068	--					
BL1	0.019	0.018	-0.047	0.024	--				
BL2	0.063	0.012	0.004	0.001	-0.016	--			
BL3	-0.045	-0.042	-0.015	-0.016	-0.023	-0.007	--		
BL4	0.035	-0.045	0.015	0.014	-0.017	0.022	0.004	--	
BL5	-0.070	-0.026	0.018	0.033	0.043	-0.051	0.066	-0.021	--

Maximum Modification Index is 117.58 for Element ( 2, 6) of THETA DELTA-EPSILON

SEM Floridina+MinuteMaid

Standardized Solution

LAMBDA-Y

	Equity	Purchase	Willingn
OBE1	0.577	--	--
OBE2	0.689	--	--
OBE3	0.735	--	--
OBE4	0.590	--	--
PI1	--	0.627	--
PI2	--	0.607	--
PI3	--	0.694	--
PI4	--	0.720	--
WPP1	--	--	0.819
WPP2	--	--	0.917
WPP3	--	--	0.899

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

## LAMBDA-X

	Awarenes	Quality	Associat	Loyalty
	-----	-----	-----	-----
BA1	0.405	--	--	--
BA2	0.656	--	--	--
BA3	0.523	--	--	--
PQ1	--	0.707	--	--
PQ2	--	0.604	--	--
PQ3	--	0.626	--	--
PQ4	--	0.644	--	--
PQ5	--	0.664	--	--
BASS1	--	--	0.670	--
BASS2	--	--	0.639	--
BASS3	--	--	0.608	--
BASS4	--	--	0.646	--
BASS5	--	--	0.645	--
BASS6	--	--	0.642	--
BL1	--	--	--	0.753
BL2	--	--	--	0.782
BL3	--	--	--	0.818
BL4	--	--	--	0.664
BL5	--	--	--	0.682

## BETA

	Equity	Purchase	Willingn
	-----	-----	-----
Equity	--	--	--
Purchase	0.944	--	--
Willingn	0.868	--	--

## GAMMA

	Awarenes	Quality	Associat	Loyalty
	-----	-----	-----	-----
Equity	0.201	0.045	0.267	0.622
Purchase	--	--	--	--
Willingn	--	--	--	--

## Correlation Matrix of ETA and KSI

	Equity	Purchase	Willingn	Awarenes	Quality	Associat	Loyalty
	-----	-----	-----	-----	-----	-----	-----
Equity	1.000						
Purchase	0.944	1.000					

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

Willingn	0.868	0.819	1.000				
Awarenes	0.415	0.392	0.360	1.000			
Quality	0.717	0.677	0.622	0.492	1.000		
Associat	0.796	0.751	0.691	0.339	0.780	1.000	
Loyalty	0.864	0.815	0.750	0.162	0.586	0.684	1.000

PSI

Note: This matrix is diagonal.

Equity	Purchase	Willingn
-----	-----	-----
0.134	0.110	0.247

Regression Matrix ETA on KSI (Standardized)

	Awarenes	Quality	Associat	Loyalty
	-----	-----	-----	-----
Equity	0.201	0.045	0.267	0.622
Purchase	0.190	0.043	0.252	0.587
Willingn	0.175	0.039	0.232	0.540

SEM Florida+MinuteMaid

Completely Standardized Solution

LAMBDA-Y

	Equity	Purchase	Willingn
	-----	-----	-----
OBE1	0.654	--	--
OBE2	0.737	--	--
OBE3	0.749	--	--
OBE4	0.687	--	--
PI1	--	0.713	--
PI2	--	0.683	--
PI3	--	0.732	--
PI4	--	0.740	--
WPP1	--	--	0.777
WPP2	--	--	0.849
WPP3	--	--	0.821

LAMBDA-X

	Awarenes	Quality	Associat	Loyalty
	-----	-----	-----	-----
BA1	0.519	--	--	--

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

BA2	0.744	--	--	--
BA3	0.606	--	--	--
PQ1	--	0.827	--	--
PQ2	--	0.715	--	--
PQ3	--	0.739	--	--
PQ4	--	0.773	--	--
PQ5	--	0.732	--	--
BASS1	--	--	0.750	--
BASS2	--	--	0.722	--
BASS3	--	--	0.694	--
BASS4	--	--	0.698	--
BASS5	--	--	0.708	--
BASS6	--	--	0.712	--
BL1	--	--	--	0.797
BL2	--	--	--	0.777
BL3	--	--	--	0.824
BL4	--	--	--	0.745
BL5	--	--	--	0.706

BETA

Equity Purchase Willingn

Equity	--	--	--
Purchase	0.944	--	--
Willingn	0.868	--	--

GAMMA

Awarenes Quality Associat Loyalty

Equity	0.201	0.045	0.267	0.622
Purchase	--	--	--	--
Willingn	--	--	--	--

Correlation Matrix of ETA and KSI

Equity Purchase Willingn Awarenes Quality Associat Loyalty

Equity	1.000						
Purchase	0.944	1.000					
Willingn	0.868	0.819	1.000				
Awarenes	0.415	0.392	0.360	1.000			
Quality	0.717	0.677	0.622	0.492	1.000		
Associat	0.796	0.751	0.691	0.339	0.780	1.000	
Loyalty	0.864	0.815	0.750	0.162	0.586	0.684	1.000

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

PSI

Note: This matrix is diagonal.

Equity	Purchase	Willingn
-----	-----	-----
0.134	0.110	0.247

THETA-EPS

	OBE1	OBE2	OBE3	OBE4	PI1	PI2	PI3	PI4	WPP1	WPP2
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
OBE1	0.572									
OBE2	--	0.457								
OBE3	--	--	0.439							
OBE4	--	--	--	0.528						
PI1	--	--	--	--	0.492					
PI2	--	--	--	--	--	0.534				
PI3	--	--	--	--	--	--	0.464			
PI4	--	--	--	--	--	--	--	0.452		
WPP1	0.360	--	--	--	--	--	--	--	0.397	
WPP2	-0.027	0.246	--	--	--	--	--	--	--	0.279
WPP3	--	--	0.288	--	--	--	--	--	--	--

THETA-EPS

WPP3	
-----	
WPP3	0.326

THETA-DELTA

	BA1	BA2	BA3	PQ1	PQ2	PQ3	PQ4	PQ5	BASS1	BASS2
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
BA1	0.730									
BA2	--	0.447								
BA3	--	--	0.633							
PQ1	--	--	--	0.316						
PQ2	--	--	--	--	0.488					
PQ3	--	--	--	--	--	0.454				
PQ4	--	--	--	--	--	--	0.403			
PQ5	--	--	--	--	--	--	--	0.465		
BASS1	--	--	--	--	--	--	--	--	0.437	
BASS2	--	--	--	--	--	-0.124	--	--	--	0.479

**Lampiran 7**  
**Hasil Output LISREL (lanjutan)**

BASS3	-0.129	--	--	--	--	--	--	--	--	--
BASS4	--	--	--	--	--	--	--	--	--	--
BASS5	--	--	--	--	--	--	--	--	--	--
BASS6	--	--	--	--	--	--	--	--	--	--
BL1	--	--	--	--	--	--	--	--	--	--
BL2	--	--	--	--	--	--	--	--	--	--
BL3	--	--	--	--	--	--	--	--	--	--
BL4	--	--	--	--	--	--	--	--	--	--
BL5	--	--	--	--	--	--	--	--	--	--

THETA-DELTA

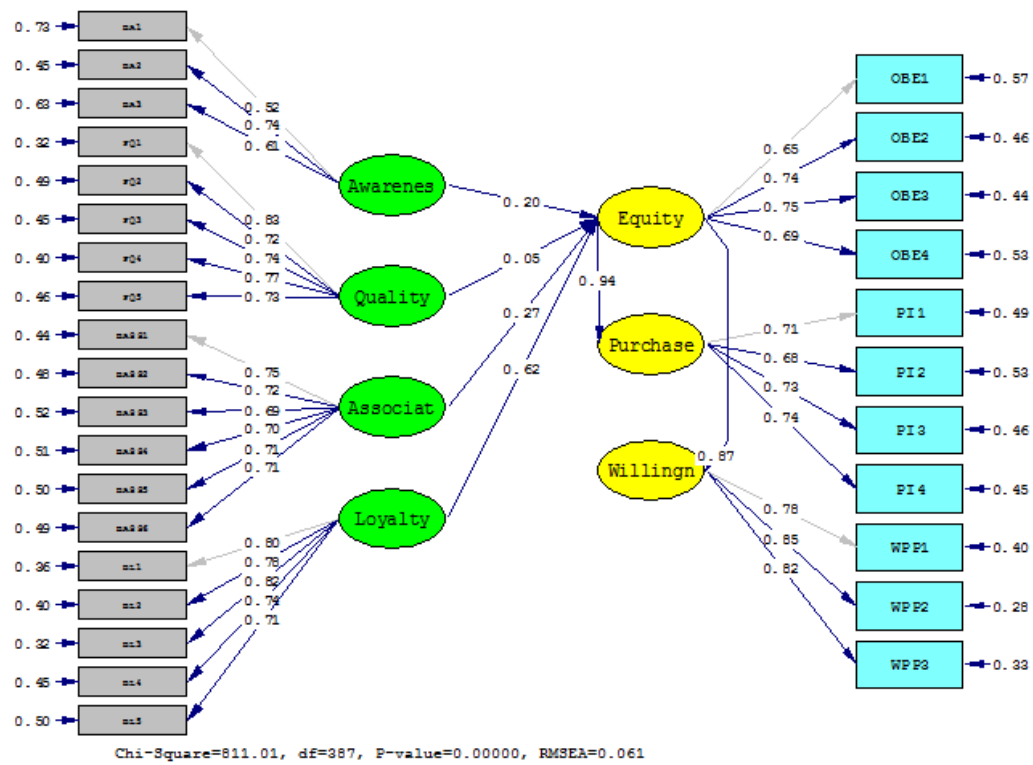
	BASS3	BASS4	BASS5	BASS6	BL1	BL2	BL3	BL4	BL5
BASS3	0.519								
BASS4	--	0.513							
BASS5	--	--	0.498						
BASS6	--	--	--	0.493					
BL1	--	--	--	--	0.365				
BL2	--	--	--	--	--	0.397			
BL3	--	--	--	--	--	--	0.321		
BL4	--	--	--	--	--	--	--	0.446	
BL5	--	--	--	--	--	--	--	--	0.502

Regression Matrix ETA on KSI (Standardized)

	Awarenes	Quality	Associat	Loyalty
Equity	0.201	0.045	0.267	0.622
Purchase	0.190	0.043	0.252	0.587
Willingn	0.175	0.039	0.232	0.540

Time used: 16.812 Seconds

**Lampiran 7**  
**Path Diagram**



**T-Value**

