

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

According to the result of the analysis discussed on the chapter 4, the conclusion of this research is as follows:

1. Online brand equity has positive effect toward product involvement.
2. Online brand equity has positive effect toward brand attachment.
3. Product involvement does not have positive effect toward brand attachment.
4. Product involvement does not mediate the effect of online brand equity toward brand attachment.
5. Online brand equity has positive effect toward online repurchase intention.
6. Product involvement does not have positive effect toward online repurchase intention.
7. Product involvement does not mediate the effect of online brand equity toward online repurchase intention.
8. Brand attachment has positive effect toward online repurchase intention.
9. Online brand equity has positive effect on online repurchase intention with brand attachment as the mediation variable.
10. Product involvement has positive effect on online repurchase intention with brand attachment as the mediation variable

11. Store types moderates the relationship between online brand equity and brand attachment.

5.2 Managerial Implication for Traveloka Online Agent

Every business needed to create strong brand equity to have more competitive advantage to outperform the competitors and stands as a different brand which will attract the customers to put more value on the brand itself and the products. The management team should be able to choose the most suitable strategy for each type of store. For offline (physical) company, the management team could enhance the brand equity by improving customers' perceived quality and perceived value, building brand awareness to gain popularity, communicate with the customers and listen to their needs, and also increasing the market share and distribution coverage. For Traveloka Online Agent and online company, the management team could enhance the online brand equity by improving their site design for better performance and improving their interactivity to the customers through website and application.

Based on the result of this study, for Traveloka Online Agent, online brand equity has strongest effect toward brand attachment. Therefore, it is wise for Traveloka Online Agent to improve its online brand equity to increase the brand attachment. After improving online brand equity which lead to the increase of brand attachment, the online repurchase intention of the customers will also increase significantly. The reason is, the test results shows that brand attachment has the strongest effect toward online repurchase intention.

5.3 Limitation and Suggestion for the Future Researcher

In the process of writing this thesis, author faced a problem in the scale used in measuring the variable of product involvement. In measuring the product involvement, there are some positive and negative questions which leads to confusion for the customers and create response bias. This response bias was assumed as one of the reasons why product involvement did not able to predict the other variables effectively. For the future researcher, it is better to focus on 1 type of question, be it positive question or negative question.

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Appendix I

QUESTIONNAIRE

Kuesioner

Perkenalkan, nama saya Kevin Wijaya. Saya adalah mahasiswa Universitas Atma Jaya Yogyakarta angkatan 2015 jurusan "International Business Management Program". Sekarang ini saya sedang melakukan sebuah penelitian yang merupakan tugas akhir (skripsi) dari studi saya. Oleh karena itu, kuesioner ini sangat dibutuhkan untuk membantu saya menyelesaikan tugas akhir saya. Saya memohon kepada Saudara dan Saudari sekalian untuk meluangkan waktu sejenak untuk mengisi kuesioner ini. Atas partisipasi dan kesediaan Saudara / Saudari sekalian, saya ucapkan terima kasih sebanyak-banyaknya.

Apakah anda mengetahui dan pernah menggunakan aplikasi / situs web Traveloka Online Agent? *

- Ya (Lanjut ke pertanyaan berikutnya)
- Tidak (Berhenti sampai disini)

Kuesioner

Identitas Responden

Jenis Kelamin? *

- Pria
- Wanita

Usia? *

- Dibawah 20 Tahun
- 20 - 30 Tahun
- 30 - 40 Tahun
- Diatas 40 Tahun

Pendidikan Terakhir? *

- SMA dan sederajat
- Diploma
- S1
- S2
- S3

Pendapatan / uang saku rata-rata per bulan? *

- ≤ Rp. 1.500.000
- Rp. 1.500.001 - Rp. 3.000.000
- Rp. 3.000.001 - Rp. 4.500.000
- > Rp. 4.500.000

Produk yang paling sering dibeli di Traveloka Online *

- Tiket Pesawat
- Reservasi Hotel
- Tiket Kereta Api
- Produk Lainnya

Media yang paling sering digunakan saat bertransaksi dengan Traveloka Online *

- Situs Web / Website resmi Traveloka Online Agent
- Aplikasi Traveloka Online Agent

Kapan terakhir kali anda bertransaksi dengan Traveloka Online Agent? *

- Dalam 6 Bulan Terakhir (Lanjut ke pertanyaan berikutnya)
- Lebih dari 6 Bulan Terakhir (Berhenti sampai disini)

Bagian 3 dari 8

Petunjuk Pengisian

Bagian ini berisi pernyataan yang diberikan kepada anda sekalian untuk dijawab sesuai dengan pendapat anda masing - masing. Mohon diisi secara obyektif, sejajar mungkin, dan apa adanya karena tidak ada jawaban yang salah ataupun yang benar. Skala yang digunakan untuk pernyataan - pernyataan pada kuisioner ini adalah skala 7 Likert dan skala Diferensial Semantik.

Untuk jawaban yang menggunakan skala 7 Likert, berikut adalah tujuh pilihan jawaban beserta dengan penjelasannya:

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Agak Tidak Setuju
- 4 = Tidak Pasti
- 5 = Agak Setuju
- 6 = Setuju
- 7 = Sangat Setuju

Bagian 4 dari 8

Online Brand Equity

Bagian ini berisi pernyataan mengenai variabel Online Brand Equity dan menggunakan skala 7 likert.

Saya merasa terhubung dengan tipe orang yang juga merupakan pelanggan Traveloka Online Agent. *

1	2	3	4	5	6	7	
Sangat Tidak Setuju	<input type="radio"/>	Sangat Setuju					

Saya merasa Traveloka Online Agent benar-benar peduli pada saya. *

1	2	3	4	5	6	7	
Sangat Tidak Setuju	<input type="radio"/>	Sangat Setuju					

Saya merasa seolah-olah Traveloka Online Agent benar-benar mengerti saya. *

1 2 3 4 5 6 7

Sangat Tidak Setuju

Sangat Setuju

Situs web / aplikasi Traveloka Online Agent menyediakan jalur pencarian yang mudah diikuti. *

1 2 3 4 5 6 7

Sangat Tidak Setuju

Sangat Setuju

Saya tidak pernah merasa tersesat ketika menggunakan situs web / aplikasi Traveloka Online Agent.

1 2 3 4 5 6 7

Sangat Tidak Setuju

Sangat Setuju

Saya dapat memperoleh informasi yang saya inginkan dari website / aplikasi Traveloka Online Agent tanpa adanya penundaan. ***

1 2 3 4 5 6 7

Sangat Tidak Setuju

Sangat Setuju

Traveloka Online Agent bersedia dan siap menanggapi kebutuhan pelanggan. *

1 2 3 4 5 6 7

Sangat Tidak Setuju

Sangat Setuju

Situs web / aplikasi Traveloka Online Agent memberi pengunjung kesempatan untuk memberikan "feedback". *

1 2 3 4 5 6 7

Sangat Tidak Setuju

Sangat Setuju

Saya mempercayai Traveloka Online Agent untuk menjaga informasi pribadi saya tetap aman. *

1 2 3 4 5 6 7

Sangat Tidak Setuju

Sangat Setuju

Saya merasa aman dalam transaksi saya dengan Traveloka Online Agent. *

1 2 3 4 5 6 7

Sangat Tidak Setuju

Sangat Setuju

Saya mendapatkan apa yang saya pesan dari situs web / aplikasi Traveloka Online Agent. *

1 2 3 4 5 6 7

Sangat Tidak Setuju

Sangat Setuju

Bagian 5 dari 8

Product Involvement



Bagian ini menggunakan skala diferensial semantik. Untuk cara pengisian, anda dapat mengisi angka yang paling mendekati dengan jawaban pilihan anda.

Menurut saya, Traveloka Online Agent: *

1 2 3 4 5 6 7

Penting

Tidak Penting

Menurut saya, Traveloka Online Agent: *

1	2	3	4	5	6	7	
Membosankan	<input type="radio"/>	Menarik					

Menurut saya, Traveloka Online Agent: *

1	2	3	4	5	6	7	
Relevan	<input type="radio"/>	Tidak Relevan					

Menurut saya, Traveloka Online Agent: *

1	2	3	4	5	6	7	
Mengasyikkan	<input type="radio"/>	Tidak Mengasyikkan					

Menurut saya, Traveloka Online Agent: *

1	2	3	4	5	6	7	
Tidak ada artinya	<input type="radio"/>	Sangat berarti bagi saya					

Menurut saya, Traveloka Online Agent: *

1	2	3	4	5	6	7	
Memikat	<input type="radio"/>	Tidak memikat					

Menurut saya, Traveloka Online Agent: *

1	2	3	4	5	6	7	
Menawan	<input type="radio"/>	Tidak Menawan					

Menurut saya, Traveloka Online Agent: *

1 2 3 4 5 6 7

Tidak Bernilai



Berharga

Menurut saya, Traveloka Online Agent: *

1 2 3 4 5 6 7

Melibatkan



Tidak Melibatkan

Menurut saya, Traveloka Online Agent: *

1 2 3 4 5 6 7

Tidak Dibutuhkan



Dibutuhkan

Bagian 6 dari 8

Brand Attachment

Deskripsi (opsional)

Merek Traveloka Online Agent penuh kasih *

1 2 3 4 5 6 7

Sangat Tidak Setuju



Sangat Setuju

Merek Traveloka Online Agent dicintai *

1 2 3 4 5 6 7

Sangat Tidak Setuju



Sangat Setuju

Merek Traveloka Online Agent menenangkan. *

1 2 3 4 5 6 7

Sangat Tidak Setuju

Sangat Setuju

Merek Traveloka Online Agent ramah. *

1 2 3 4 5 6 7

Sangat Tidak Setuju

Sangat Setuju

Saya melekat pada merek Traveloka Online Agent. *

1 2 3 4 5 6 7

Sangat Tidak Setuju

Sangat Setuju

Saya terikat oleh merek Traveloka Online Agent. *

1 2 3 4 5 6 7

Sangat Tidak Setuju

Sangat Setuju

Saya terhubung dengan merek Traveloka Online Agent. *

1 2 3 4 5 6 7

Sangat Tidak Setuju

Sangat Setuju

Merek Traveloka Online Agent membuat saya bersemangat *

1 2 3 4 5 6 7

Sangat Tidak Setuju

Sangat Setuju

Merek Traveloka Online Agent membuat saya senang. *

1 2 3 4 5 6 7

Sangat Tidak Setuju



Sangat Setuju

Merek Traveloka Online Agent membuat saya terpikat. *

1 2 3 4 5 6 7

Sangat Tidak Setuju



Sangat Setuju

Bagian 7 dari 8

Online Repurchase Intention



Deskripsi (opsional)

Saya bermaksud untuk terus menggunakan website / aplikasi Traveloka Online Agent dari pada menghentikan penggunaannya. *

1 2 3 4 5 6 7

Sangat Tidak Setuju



Sangat Setuju

Saya bertujuan untuk terus menggunakan website / aplikasi Traveloka Online Agent dari pada menggunakan agen travel tradisional (secara fisik). *

1 2 3 4 5 6 7

Sangat Tidak Setuju



Sangat Setuju

Jika saya bisa, saya ingin menggunakan website / aplikasi Traveloka Online Agent sesering mungkin. *

1 2 3 4 5 6 7

Sangat Tidak Setuju



Sangat Setuju

Bagian 8 dari 8

Terima kasih

Terima kasih sebanyak-banyaknya saya ucapan kepada saudara dan saudari sekalian yang sudah meluangkan waktunya untuk mengisi kuesioner ini.

Have a nice day, God Bless You !

Appendix II

Respondents Data

Statistics

	Gender	Age	Education	Income	Product	StoreTypes
N	Valid	207	207	207	207	207
	Missing	0	0	0	0	0

Frequency Table

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	100	48.3	48.3	48.3
Male	107	51.7	51.7	100.0
Total	207	100.0	100.0	

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than 20 years old	22	10.6	10.6	10.6
20 - 30 years old	151	72.9	72.9	83.6
31 - 40 years old	25	12.1	12.1	95.7
More than 40 years old	9	4.3	4.3	100.0
Total	207	100.0	100.0	

Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SMA dan sederajat	87	42.0	42.0	42.0
Diploma	11	5.3	5.3	47.3
S1	97	46.9	46.9	94.2
S2	12	5.8	5.8	100.0
Total	207	100.0	100.0	

Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than Rp. 1.500.000	9	4.3	4.3	4.3
Rp. 1.500.001 - Rp. 3.000.000	63	30.4	30.4	34.8
Rp. 3.000.001- Rp. 4.500.000	86	41.5	41.5	76.3
More than Rp. 4.500.000	49	23.7	23.7	100.0
Total	207	100.0	100.0	

Product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Flight Ticket	99	47.8	47.8	47.8
	Hotel Reservation	57	27.5	27.5	75.4
	Train Ticket	34	16.4	16.4	91.8
	Other products	17	8.2	8.2	100.0
	Total	207	100.0	100.0	

StoreTypes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Website	97	46.9	46.9	46.9
	Application	110	53.1	53.1	100.0
	Total	207	100.0	100.0	

Appendix III

Variable Data

Online Brand Equity

No	OBE1	OBE2	OBE3	OBE4	OBE5	OBE6	OBE7	OBE8	OBE9	OBE10	OBE11
1	6	6	7	6	6	6	7	6	7	6	6
2	7	5	5	7	6	6	6	5	7	7	7
3	5	6	5	7	7	6	6	6	6	6	7
4	6	5	5	5	5	5	5	5	5	7	7
5	5	5	4	6	6	6	7	5	5	5	5
6	4	2	2	5	6	4	4	4	4	4	4
7	4	5	5	6	6	6	6	5	6	6	6
8	7	5	5	7	6	6	7	7	7	5	7
9	7	7	7	7	7	7	7	7	7	7	7
10	7	7	7	7	7	7	7	7	7	7	7
11	6	5	5	7	6	6	7	6	6	6	6
12	2	5	4	6	6	5	6	6	5	5	7
13	2	5	4	6	6	5	6	6	5	5	7
14	6	6	6	7	6	7	6	6	6	7	7
15	5	6	7	6	6	6	6	6	6	7	7
16	7	7	7	7	7	7	7	7	7	7	7
17	2	3	3	7	7	7	6	6	5	5	6
18	6	5	5	6	6	6	5	4	5	6	6
19	5	5	6	7	7	6	7	7	6	6	7
20	4	5	5	5	4	5	5	6	5	5	5
21	5	6	4	6	6	5	5	6	5	6	6
22	6	6	6	6	6	6	7	7	7	7	7
23	6	7	5	6	6	7	7	5	6	6	7
24	6	7	6	5	6	5	7	6	7	6	5
25	6	6	5	7	5	6	5	7	5	6	7
26	6	7	6	7	5	6	7	5	6	6	5
27	5	6	6	6	5	5	6	6	5	6	5
28	6	7	6	6	5	7	5	7	6	7	6
29	6	5	7	7	7	5	6	7	6	7	6
30	6	6	5	6	5	6	6	6	6	6	7
31	2	4	5	6	6	6	6	5	4	5	5
32	6	7	6	6	5	7	6	5	7	6	6
33	6	6	6	6	6	6	6	6	7	6	6
34	3	5	3	7	6	5	6	6	5	5	5
35	4	4	5	4	6	6	5	4	3	6	5
36	4	4	4	5	7	7	5	7	7	7	7
37	4	4	4	4	4	4	4	4	4	4	4
38	6	7	7	7	7	6	7	5	5	7	7
39	4	4	4	6	5	6	5	5	5	6	6
40	4	5	4	6	5	6	5	4	6	6	6
41	7	7	7	7	7	7	7	3	5	5	7
42	4	4	4	4	4	4	4	4	4	4	4
43	1	7	7	7	7	7	7	7	7	7	7
44	5	4	5	5	6	5	5	5	6	5	5
45	5	4	5	5	6	6	5	5	6	5	6

No	OBE1	OBE2	OBE3	OBE4	OBE5	OBE6	OBE7	OBE8	OBE9	OBE10	OBE11
46	6	4	5	6	4	5	7	5	6	4	5
47	4	5	5	5	6	5	6	5	5	5	5
48	5	3	4	3	6	5	6	3	5	6	5
49	5	5	6	5	5	7	6	6	5	6	6
50	7	5	6	6	6	7	7	6	7	7	7
51	1	1	1	6	7	5	5	5	5	5	6
52	5	5	6	4	4	5	5	4	5	3	4
53	6	7	5	4	5	4	5	6	5	5	6
54	6	6	5	5	6	6	5	4	4	4	5
55	5	6	5	6	5	6	5	5	4	5	4
56	6	7	7	6	5	5	6	6	6	7	7
57	7	7	7	7	7	7	6	6	7	7	7
58	5	5	4	6	5	4	5	5	6	6	6
59	1	6	6	6	7	7	7	5	7	7	7
60	5	5	5	7	7	6	6	7	5	6	6
61	4	6	6	7	6	7	7	7	4	7	7
62	1	3	2	1	1	1	1	1	1	1	1
63	5	6	5	4	4	5	5	5	3	3	5
64	5	3	4	5	7	7	7	7	6	7	7
65	7	5	7	7	7	7	7	7	7	7	7
66	6	6	6	5	7	7	6	7	6	6	6
67	4	4	5	6	6	6	6	6	6	6	6
68	7	7	7	7	7	7	7	7	7	7	7
69	3	3	3	6	6	6	6	6	6	6	6
70	5	4	4	6	6	5	4	4	6	6	6
71	4	5	3	4	5	6	4	3	5	4	6
72	6	6	6	6	6	6	6	6	6	6	6
73	6	4	5	6	4	5	5	5	6	7	6
74	5	4	5	6	5	3	3	5	6	3	7
75	5	7	6	6	7	5	5	5	5	6	5
76	7	4	5	6	5	4	5	5	6	6	6
77	6	5	4	5	6	7	7	6	5	5	6
78	2	3	2	5	4	2	3	5	2	3	3
79	5	4	5	6	6	5	6	5	5	6	6
80	5	3	6	5	4	5	5	7	7	6	6
81	5	6	5	7	6	5	6	4	5	5	6
82	2	3	4	3	2	1	2	3	2	3	4
83	4	5	5	4	4	6	5	6	5	6	7
84	6	5	5	6	7	6	4	5	5	4	5
85	5	7	6	6	6	5	4	5	5	5	6
86	5	6	4	5	5	6	7	5	6	6	7
87	6	5	6	7	7	6	5	5	5	6	6
88	6	7	5	6	6	7	5	6	6	7	5
89	5	5	7	6	7	5	6	7	6	7	5
90	6	7	5	5	7	4	4	5	5	6	6
91	5	6	5	7	6	5	7	7	6	5	7
92	6	6	6	5	6	5	5	6	6	6	5

No	OBE1	OBE2	OBE3	OBE4	OBE5	OBE6	OBE7	OBE8	OBE9	OBE10	OBE11
93	3	3	4	2	4	3	2	2	1	3	3
94	5	4	5	6	6	7	6	7	6	7	7
95	6	5	5	6	6	5	5	6	6	7	6
96	6	5	7	6	5	6	7	7	6	6	7
97	5	6	4	6	5	7	6	5	7	6	5
98	6	5	5	6	5	6	5	6	5	4	4
99	5	6	7	7	6	7	7	7	6	7	4
100	4	3	4	4	3	4	3	3	3	3	4
101	7	5	6	7	7	7	4	6	5	5	6
102	7	5	5	7	7	7	5	5	5	5	5
103	6	5	5	7	6	6	6	6	7	6	6
104	1	4	4	4	4	4	4	4	4	4	4
105	5	7	6	7	6	6	6	5	6	6	7
106	7	7	7	7	7	7	7	7	7	7	7
107	5	6	6	6	7	6	6	6	7	6	7
108	7	6	7	4	6	6	7	7	7	7	7
109	6	7	6	7	7	7	6	6	5	6	7
110	6	6	6	7	6	6	6	6	6	6	6
111	4	5	4	5	2	3	6	4	4	4	4
112	7	7	7	7	7	7	7	7	7	7	7
113	4	4	4	4	6	5	5	6	5	6	6
114	4	4	4	5	5	5	5	5	6	6	6
115	5	5	4	6	5	6	4	4	5	6	6
116	4	3	4	2	2	1	3	2	2	3	1
117	6	4	5	6	6	6	7	6	7	7	6
118	5	7	6	7	6	6	5	7	6	7	7
119	5	6	4	4	5	5	6	5	6	7	6
120	5	6	6	6	7	6	7	5	6	7	7
121	5	3	3	7	7	4	5	7	4	7	7
122	5	5	3	4	3	3	5	6	3	4	5
123	6	5	7	5	7	4	4	5	5	5	5
124	5	6	4	5	6	7	6	5	6	5	6
125	3	4	3	4	2	3	2	4	3	3	2
126	5	3	3	3	5	4	5	6	5	7	6
127	6	7	3	7	5	4	7	6	6	6	5
128	6	6	2	5	6	2	3	7	5	6	6
129	5	3	5	7	6	3	4	5	6	5	5
130	7	5	4	5	6	6	6	2	4	6	6
131	6	4	5	4	2	6	5	7	6	7	7
132	5	5	6	5	2	4	4	5	6	6	5
133	6	5	6	4	5	3	5	7	5	5	7
134	2	4	5	4	6	4	5	3	4	6	7
135	5	4	3	2	1	2	4	6	5	5	5
136	6	5	7	6	5	6	5	5	6	6	5
137	1	3	2	5	5	3	3	2	4	3	2
138	7	6	7	6	4	5	7	7	6	6	7
139	4	6	5	5	3	4	7	6	6	7	3

No	OBE1	OBE2	OBE3	OBE4	OBE5	OBE6	OBE7	OBE8	OBE9	OBE10	OBE11
140	4	5	5	6	5	5	6	6	5	7	6
141	6	5	4	7	6	6	2	2	6	6	5
142	2	4	3	4	4	4	5	6	7	7	6
143	5	6	5	6	6	6	7	5	5	6	5
144	3	2	4	4	4	5	6	7	7	7	7
145	7	5	5	5	6	6	5	4	5	6	6
146	3	2	3	4	3	5	6	5	6	7	7
147	5	6	5	4	5	6	6	7	5	6	4
148	4	6	5	6	5	7	6	5	6	6	5
149	5	4	6	5	4	5	6	7	6	6	6
150	5	6	5	7	5	6	4	5	6	6	7
151	3	1	2	3	2	2	1	1	2	3	2
152	4	5	7	6	7	5	6	7	5	6	6
153	4	6	4	5	6	7	7	6	5	5	6
154	5	6	5	7	5	6	4	4	2	3	4
155	1	2	3	2	1	1	2	2	2	1	2
156	6	4	5	6	5	4	6	5	7	7	6
157	5	5	6	6	5	4	6	5	6	5	7
158	5	6	4	5	5	7	6	5	6	5	6
159	5	6	5	6	7	6	5	6	5	7	6
160	4	5	7	6	5	6	5	7	7	5	7
161	7	6	5	6	5	7	6	6	7	5	6
162	5	5	6	6	7	7	5	5	7	5	6
163	3	2	4	5	4	5	6	5	4	5	6
164	5	6	5	4	6	5	6	7	5	6	5
165	6	5	6	5	5	6	4	6	5	4	4
166	5	6	6	7	5	6	3	4	5	6	6
167	3	5	4	2	2	3	5	4	6	3	1
168	4	5	6	5	5	6	6	5	6	5	7
169	6	4	5	6	5	4	6	5	6	5	4
170	6	6	6	5	7	3	6	6	5	4	5
171	7	5	6	2	6	6	6	5	6	6	7
172	5	5	4	6	3	5	7	2	6	6	6
173	7	6	4	5	3	6	7	6	6	6	5
174	6	6	5	7	6	4	6	6	4	6	6
175	7	6	5	6	7	7	5	5	6	5	6
176	7	5	6	6	7	6	6	7	5	5	6
177	1	3	2	3	3	4	2	2	3	2	3
178	7	6	4	5	7	6	6	5	7	7	6
179	7	6	6	5	5	6	7	7	6	5	5
180	6	5	6	7	6	7	6	6	5	5	6
181	6	5	5	7	6	6	5	5	7	7	7
182	4	5	4	6	4	6	5	7	6	5	6
183	7	6	7	6	5	5	6	6	7	7	5
184	6	5	4	5	6	7	6	5	6	5	6
185	5	7	6	5	6	7	7	6	5	6	5
186	3	5	5	7	7	6	6	7	5	6	5

No	OBE1	OBE2	OBE3	OBE4	OBE5	OBE6	OBE7	OBE8	OBE9	OBE10	OBE11
187	2	2	3	4	3	2	3	1	2	3	2
188	5	6	6	6	7	7	5	6	7	6	5
189	6	5	7	6	6	7	5	5	6	5	6
190	1	2	2	3	3	2	1	3	2	1	3
191	3	6	6	5	6	7	7	6	5	6	6
192	6	4	5	6	7	6	5	6	5	5	6
193	7	7	7	6	6	7	5	5	5	4	4
194	5	6	5	4	5	6	6	5	7	7	6
195	6	5	6	7	6	5	6	6	7	7	6
196	1	2	1	3	3	2	2	1	2	3	3
197	5	2	4	3	1	2	1	2	3	3	2
198	4	5	5	6	4	5	4	3	5	3	7
199	6	5	7	6	5	5	6	7	6	6	7
200	5	6	3	4	6	5	7	6	6	7	5
201	5	6	5	3	4	3	2	3	4	5	3
202	6	3	4	2	2	5	3	1	1	1	2
203	6	5	3	4	3	6	5	7	6	5	7
204	7	5	6	5	4	5	5	7	6	5	5
205	2	3	1	3	3	2	2	5	4	2	3
206	2	2	1	1	3	4	2	2	3	2	1
207	4	5	5	5	7	6	4	5	6	6	5

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
OBE1	207	1.00	7.00	4.9565	1.56511
OBE2	207	1.00	7.00	5.0290	1.36855
OBE3	207	1.00	7.00	4.9469	1.39070
OBE4	207	1.00	7.00	5.4300	1.36306
OBE5	207	1.00	7.00	5.3237	1.46366
OBE6	207	1.00	7.00	5.3333	1.45148
OBE7	207	1.00	7.00	5.3285	1.43747
OBE8	207	1.00	7.00	5.2995	1.46716
OBE9	207	1.00	7.00	5.3575	1.34299
OBE10	207	1.00	7.00	5.4831	1.38944
OBE11	207	1.00	7.00	5.5749	1.41179
Valid N (listwise)	207				

Product Involvement

No	PI1	PI2	PI3	PI4	PI5	PI6	PI7	PI8	PI9	PI10
1	2	3	6	1	1	6	1	2	1	5
2	4	5	1	7	6	2	7	5	6	5
3	1	3	5	3	3	5	3	4	2	5
4	2	6	2	2	6	2	2	6	1	6
5	2	2	6	3	3	5	2	2	2	6
6	2	2	4	4	4	4	4	4	2	4
7	2	2	6	2	2	6	3	4	2	5
8	2	1	7	1	1	7	1	1	1	7
9	1	7	1	1	1	7	1	1	1	7
10	1	1	7	1	1	7	1	1	1	5
11	1	1	7	1	4	4	3	3	1	7
12	3	2	6	3	2	5	2	2	2	6
13	3	2	6	3	2	5	2	2	2	6
14	1	1	7	1	2	6	3	3	2	6
15	1	3	6	2	2	6	1	1	1	7
16	1	1	7	1	1	7	1	1	1	7
17	2	1	5	3	3	4	2	2	1	4
18	3	3	5	2	3	5	3	3	2	5
19	2	4	6	3	3	5	4	3	2	4
20	3	2	6	3	2	6	3	3	3	5
21	2	3	6	2	3	6	3	3	2	6
22	1	1	7	1	1	7	1	1	1	6
23	2	2	7	1	2	6	2	2	1	6
24	1	2	6	2	3	4	2	3	2	5
25	3	3	6	1	2	5	5	3	2	5
26	1	3	6	2	1	6	1	3	2	5
27	2	2	5	1	1	6	2	2	2	6
28	1	2	7	1	1	6	1	2	2	6
29	2	3	6	2	3	4	2	2	3	5
30	3	3	6	3	2	6	2	3	3	5
31	2	2	6	2	3	4	3	3	2	5
32	6	7	5	5	6	5	6	6	6	6
33	6	6	6	6	6	6	6	6	6	6
34	5	5	6	5	5	5	5	5	5	6
35	7	6	6	6	5	6	6	4	4	5
36	7	6	7	5	6	6	4	6	6	7
37	4	4	4	4	4	4	4	4	4	4
38	7	7	7	6	7	6	5	7	5	7
39	6	6	6	6	6	5	5	5	4	6
40	6	5	5	5	5	5	4	4	5	6
41	2	5	7	5	6	5	6	6	5	6
42	4	4	3	4	4	4	4	4	4	4
43	7	7	7	7	7	7	7	7	7	7
44	5	6	5	6	5	5	5	6	6	7
45	5	7	7	6	7	6	7	7	7	6

No	PI1	PI2	PI3	PI4	PI5	PI6	PI7	PI8	PI9	PI10
46	5	7	4	7	7	6	5	6	5	5
47	6	5	5	5	5	6	3	7	6	7
48	5	6	5	5	5	5	1	7	7	7
49	5	5	5	6	6	6	6	7	7	7
50	7	6	5	7	7	7	7	6	6	7
51	6	4	4	4	4	4	4	4	4	5
52	5	5	5	7	6	6	6	6	6	6
53	6	5	5	5	6	5	5	5	5	5
54	5	5	6	5	6	6	5	5	6	5
55	7	6	4	6	6	6	5	5	6	6
56	6	6	6	6	7	6	6	6	6	7
57	1	7	7	7	7	7	7	7	7	7
58	6	6	5	4	4	4	4	4	4	5
59	7	7	7	7	7	7	7	7	7	7
60	6	4	6	4	6	5	5	5	4	7
61	7	7	7	4	4	5	4	5	4	7
62	7	1	7	7	1	7	7	1	7	1
63	6	6	6	6	6	6	5	5	6	5
64	6	7	5	5	4	4	5	4	5	7
65	7	7	7	7	7	7	5	7	7	7
66	1	6	1	2	7	1	2	5	3	6
67	4	6	6	5	5	4	5	5	4	6
68	7	7	6	7	7	7	7	7	7	7
69	7	5	6	4	6	4	4	5	4	6
70	7	6	6	5	6	2	5	6	5	7
71	4	4	3	5	4	5	5	5	5	5
72	6	7	6	5	6	6	6	6	5	6
73	6	6	6	5	6	4	5	5	5	6
74	4	6	5	5	5	4	6	6	6	6
75	5	6	5	6	6	5	5	6	6	7
76	4	4	4	5	7	6	5	6	6	6
77	5	5	2	5	6	2	5	5	6	6
78	3	3	4	4	4	3	3	3	2	2
79	5	5	4	5	5	5	5	6	5	6
80	5	5	5	6	6	5	6	6	6	6
81	5	5	6	6	5	5	5	6	6	5
82	3	2	2	5	3	5	2	3	2	1
83	5	5	5	6	6	6	5	7	6	5
84	5	5	6	7	7	6	7	6	7	7
85	5	5	6	6	6	5	5	5	6	6
86	5	5	6	6	7	7	6	6	7	7
87	6	6	5	5	6	5	5	5	6	5
88	6	7	6	7	3	6	7	6	6	7
89	6	6	6	5	5	6	5	6	7	6
90	5	6	5	5	4	5	4	5	4	5
91	3	4	4	2	4	3	4	6	5	5
92	5	5	5	6	6	6	6	6	6	6

No	PI1	PI2	PI3	PI4	PI5	PI6	PI7	PI8	PI9	PI10
93	4	4	3	5	4	3	2	3	2	3
94	6	4	5	5	5	6	5	5	5	6
95	5	5	6	6	5	5	5	5	5	5
96	5	5	5	6	3	5	5	5	6	6
97	6	7	5	6	5	5	5	6	5	6
98	6	3	5	6	6	5	6	6	6	5
99	6	6	5	5	6	5	6	7	7	6
100	4	5	3	4	5	4	4	6	3	4
101	7	7	6	7	7	7	7	7	7	7
102	6	5	6	5	4	4	4	4	5	6
103	7	7	7	7	7	7	7	7	7	7
104	4	4	4	4	4	4	4	4	4	4
105	7	7	7	6	6	7	7	6	6	7
106	7	7	7	7	7	7	7	7	7	7
107	7	6	6	6	6	4	6	6	6	6
108	1	7	2	1	7	1	1	7	1	7
109	7	7	7	7	7	6	6	7	7	7
110	2	2	2	2	4	4	2	3	5	5
111	4	4	4	4	4	4	4	4	4	4
112	7	7	7	7	7	7	7	6	7	6
113	6	6	6	5	6	5	4	6	4	6
114	5	5	5	5	5	5	5	5	5	6
115	3	5	3	3	4	4	4	6	3	7
116	3	2	3	2	2	2	1	2	3	1
117	5	5	7	7	6	6	7	5	7	6
118	7	6	7	5	7	6	7	6	7	6
119	6	5	6	6	7	7	5	7	5	6
120	6	5	6	7	6	7	6	7	7	6
121	2	6	2	4	4	4	4	4	4	4
122	4	4	5	6	3	3	5	5	5	5
123	6	5	6	5	5	5	5	6	6	6
124	3	2	2	4	3	3	3	3	2	2
125	3	2	2	3	2	2	3	2	2	2
126	5	5	2	3	3	3	2	6	3	4
127	3	5	5	6	2	2	5	5	4	5
128	5	5	4	5	6	6	2	5	4	5
129	5	4	3	6	5	3	2	5	6	6
130	4	6	3	5	6	4	6	6	6	7
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132	3	6	6	7	6	6	5	6	4	6
133	4	3	5	6	5	4	5	6	4	5
134	2	2	2	4	5	3	5	3	6	5
135	3	5	5	5	5	3	3	6	6	6
136	5	6	4	3	5	6	5	7	6	6
137	2	5	5	5	7	7	5	5	6	6
138	6	6	6	7	7	7	6	7	7	6
139	2	2	4	5	6	4	4	6	6	6

No	PI1	PI2	PI3	PI4	PI5	PI6	PI7	PI8	PI9	PI10
140	5	5	4	3	3	5	4	5	3	5
141	2	4	3	5	4	5	5	5	6	6
142	5	7	6	6	5	3	3	7	6	7
143	5	5	4	4	4	5	5	6	5	5
144	6	6	6	7	5	6	5	7	7	6
145	6	5	3	2	5	3	4	6	6	6
146	5	4	5	5	6	7	7	6	5	7
147	4	4	4	6	6	5	6	6	7	5
148	6	5	7	6	6	6	6	7	7	7
149	5	4	6	6	5	5	5	6	5	6
150	5	5	5	2	6	7	7	6	4	5
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154	5	5	6	5	4	5	4	6	6	5
155	2	2	2	1	1	1	2	2	2	1
156	6	4	5	6	6	5	6	6	5	5
157	5	5	5	5	5	4	4	6	4	6
158	5	5	6	6	7	7	5	7	6	6
159	6	6	6	7	6	6	6	6	7	5
160	6	5	7	7	7	6	5	6	7	7
161	5	4	5	6	5	5	5	6	6	6
162	5	6	7	4	4	4	6	5	5	5
163	5	3	3	5	3	3	5	6	4	4
164	6	5	4	5	6	5	6	6	5	5
165	3	2	3	4	3	2	5	5	4	5
166	3	2	3	4	6	3	3	3	4	4
167	3	3	3	1	1	2	3	3	2	1
168	5	6	6	6	6	6	5	6	7	6
169	6	6	5	3	5	5	6	7	7	5
170	2	3	2	3	5	2	3	5	4	6
171	3	4	5	6	6	5	4	6	4	7
172	7	5	6	6	5	6	5	6	5	6
173	5	6	5	6	6	5	6	6	5	7
174	6	6	5	6	7	5	5	6	6	7
175	6	6	5	5	5	7	6	7	7	5
176	5	4	3	3	5	4	5	6	5	6
177	3	1	1	2	2	2	1	2	1	1
178	7	6	6	6	7	7	6	7	6	7
179	5	6	6	6	6	7	5	7	6	7
180	6	5	7	6	7	5	7	7	6	7
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183	5	5	5	6	6	6	6	7	7	6
184	7	6	6	5	5	5	6	5	5	5
185	5	6	6	5	5	6	5	5	5	5
186	6	7	7	4	5	4	4	6	4	6

No	PI1	PI2	PI3	PI4	PI5	PI6	PI7	PI8	PI9	PI10
187	3	5	3	5	6	5	5	7	7	6
188	5	7	6	7	5	5	4	5	4	4
189	5	5	6	7	7	6	2	5	6	6
190	4	4	2	1	2	2	2	2	1	1
191	6	7	7	6	5	4	4	6	4	5
192	5	6	4	3	5	4	2	3	3	5
193	5	3	4	5	7	6	6	7	7	6
194	5	5	6	5	7	6	6	6	4	5
195	5	6	6	7	7	6	6	6	7	6
196	3	2	1	2	2	1	2	2	2	1
197	2	2	3	2	2	1	2	1	2	3
198	3	3	4	4	5	4	5	6	7	5
199	5	5	5	6	6	4	4	5	7	7
200	3	2	2	2	3	2	2	2	1	2
201	2	3	3	3	4	4	6	5	6	5
202	2	2	3	5	6	5	4	6	6	5
203	6	6	6	6	5	6	7	6	6	7
204	2	7	2	4	5	3	3	7	7	5
205	2	2	1	1	2	3	3	2	2	3
206	2	2	3	4	5	2	4	2	3	2
207	6	5	6	6	5	7	5	6	6	7

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PI1	207	1.00	7.00	4.4444	1.80763
PI2	207	1.00	7.00	4.6329	1.73778
PI3	207	1.00	7.00	4.9903	1.61903
PI4	207	1.00	7.00	4.6087	1.82127
PI5	207	1.00	7.00	4.8357	1.76043
PI6	207	1.00	7.00	4.9275	1.55156
PI7	207	1.00	7.00	4.4686	1.72016
PI8	207	1.00	7.00	5.0145	1.73059
PI9	207	1.00	7.00	4.7005	1.90481
PI10	207	1.00	7.00	5.4831	1.44761
Valid N (listwise)	207				

Brand Attachment

No	BA1	BA2	BA3	BA4	BA5	BA6	BA7	BA8	BA9	BA10
1	6	7	6	6	6	6	7	6	6	7
2	5	5	5	5	5	5	5	5	5	5
3	5	5	6	6	6	6	6	5	6	6
4	6	7	6	6	6	6	7	6	6	6
5	6	5	6	5	5	6	5	6	6	6
6	4	4	4	5	5	4	4	4	4	5
7	5	5	5	5	5	5	4	5	5	6
8	7	7	7	7	7	7	7	7	7	7
9	7	7	7	7	7	7	7	7	7	7
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11	6	5	6	5	5	6	6	6	6	6
12	5	6	6	5	5	5	5	5	5	6
13	5	6	6	5	5	5	5	5	5	6
14	6	6	6	6	6	4	4	7	5	7
15	7	6	6	6	6	6	6	6	6	6
16	7	7	7	7	7	7	7	7	7	7
17	5	5	6	5	4	5	4	6	4	5
18	6	6	5	6	6	5	6	6	5	6
19	4	4	5	3	3	4	5	4	4	5
20	5	5	5	5	5	5	5	5	5	5
21	6	6	5	6	5	6	6	7	6	6
22	6	6	6	6	6	6	6	6	6	6
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24	6	6	7	6	6	5	7	7	6	7
25	6	7	6	7	7	6	6	7	6	6
26	6	6	7	7	6	7	7	7	6	6
27	6	7	7	5	6	6	6	5	6	6
28	5	6	7	5	5	6	6	7	5	6
29	6	7	7	7	6	6	7	6	5	6
30	5	6	6	6	6	6	7	6	6	6
31	5	5	5	5	5	5	4	4	5	5
32	5	6	5	5	6	5	6	5	5	5
33	5	6	6	6	6	5	5	6	6	6
34	5	5	5	5	3	3	5	4	5	4
35	4	4	4	4	5	5	4	5	4	5
36	7	7	7	7	7	7	7	7	7	7
37	4	4	4	4	4	4	4	4	4	4
38	6	7	7	5	5	5	5	5	5	5
39	4	4	4	4	5	4	5	4	5	4
40	4	5	3	3	3	3	3	2	4	3
41	4	4	4	5	3	3	6	5	5	3
42	4	4	4	4	4	4	4	4	4	4
43	7	7	7	7	1	1	1	7	7	7
44	5	5	4	4	5	6	5	5	5	4
45	3	3	4	5	6	5	4	5	4	6

No	BA1	BA2	BA3	BA4	BA5	BA6	BA7	BA8	BA9	BA10
46	7	6	6	5	7	5	6	6	6	5
47	2	2	2	3	4	5	3	4	5	3
48	5	4	6	6	5	3	3	6	5	3
49	3	4	5	4	4	6	4	5	5	6
50	6	6	7	6	6	7	6	7	7	6
51	4	4	4	7	4	4	4	4	4	4
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53	5	5	5	6	5	6	5	6	6	5
54	5	5	3	4	4	5	3	5	5	5
55	6	5	4	5	5	4	6	4	5	5
56	7	6	6	7	7	7	6	5	6	7
57	7	7	7	7	7	7	7	7	7	7
58	4	4	4	4	3	3	3	4	4	4
59	7	7	7	7	7	4	6	7	7	7
60	5	5	5	5	6	6	5	6	6	5
61	4	4	7	7	4	1	1	4	5	4
62	1	1	1	1	1	1	1	1	1	1
63	5	5	5	4	4	6	6	5	5	5
64	3	3	6	6	5	6	5	6	6	6
65	5	6	6	6	5	6	6	6	6	6
66	6	6	6	6	6	6	5	6	6	6
67	4	4	4	4	4	4	4	4	4	4
68	1	1	5	7	7	1	7	7	7	7
69	4	4	4	5	4	4	5	4	4	4
70	5	6	4	5	6	5	5	4	4	4
71	4	1	5	5	4	4	3	3	6	3
72	6	5	6	6	6	6	6	6	5	6
73	5	6	5	5	7	6	7	5	6	6
74	5	5	6	6	6	7	7	7	6	7
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76	6	7	5	5	6	5	6	7	7	6
77	5	6	6	5	5	7	6	6	5	6
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79	5	6	4	5	5	6	4	6	5	7
80	5	6	6	6	5	7	6	6	7	5
81	5	6	6	5	6	7	4	5	6	5
82	3	2	4	4	3	3	3	2	1	1
83	5	5	6	5	7	7	6	5	6	5
84	6	5	7	6	7	6	5	6	6	7
85	6	5	6	5	5	7	5	6	5	6
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87	6	7	6	5	6	7	6	7	6	6
88	6	5	7	6	5	7	6	5	5	7
89	6	7	5	6	5	7	6	5	7	7
90	6	4	5	5	5	7	6	6	6	7
91	5	4	6	4	5	5	5	6	6	5
92	5	6	5	5	6	7	6	6	5	5

No	BA1	BA2	BA3	BA4	BA5	BA6	BA7	BA8	BA9	BA10
93	5	6	4	3	4	3	3	2	2	2
94	5	6	6	5	6	5	7	6	6	5
95	5	4	6	5	6	5	6	6	6	5
96	5	6	5	6	6	7	6	6	5	6
97	6	5	5	6	6	7	6	5	5	6
98	6	5	7	6	6	5	5	6	7	6
99	6	5	6	7	5	5	6	6	5	7
100	5	5	5	5	5	4	5	5	5	5
101	6	7	7	7	7	7	7	7	7	7
102	4	4	4	4	3	3	4	4	4	3
103	6	6	6	6	6	6	6	6	6	6
104	4	4	4	4	4	4	4	4	4	4
105	6	6	6	6	6	6	6	6	6	6
106	7	7	7	7	7	7	7	7	7	7
107	6	6	6	6	5	5	5	5	6	5
108	7	7	7	7	7	7	7	7	7	7
109	6	6	7	7	7	7	7	7	7	7
110	6	6	6	6	5	6	6	6	6	5
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115	4	4	5	4	4	2	2	3	4	3
116	3	2	1	1	2	1	2	3	1	3
117	5	6	6	5	7	7	5	5	6	6
118	6	5	5	5	6	7	7	7	6	6
119	6	7	5	6	6	5	5	6	7	6
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122	4	3	5	5	3	5	6	5	6	3
123	6	5	7	5	5	6	5	6	5	5
124	6	5	6	5	4	4	6	5	7	6
125	5	6	5	7	5	6	6	7	5	6
126	3	4	5	4	6	4	3	5	6	5
127	5	5	3	5	6	7	5	2	6	6
128	6	3	5	6	4	5	2	6	5	6
129	5	3	4	5	5	5	5	6	7	6
130	5	6	4	5	5	5	6	2	6	5
131	6	6	4	5	6	5	7	6	5	6
132	5	4	4	6	4	3	6	6	7	7
133	5	4	4	3	6	3	7	6	5	6
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135	4	6	5	4	3	5	3	6	6	6
136	6	5	4	4	3	3	5	6	6	5
137	4	4	5	2	4	3	1	2	6	4
138	7	6	7	7	6	5	6	7	7	6
139	6	5	4	3	6	5	6	5	7	5

No	BA1	BA2	BA3	BA4	BA5	BA6	BA7	BA8	BA9	BA10
140	5	3	5	5	6	5	4	3	4	6
141	5	6	5	6	5	6	5	4	5	4
142	4	5	3	6	5	7	6	5	6	7
143	4	3	5	6	5	5	6	6	5	5
144	5	6	3	4	5	2	6	7	7	6
145	6	5	6	5	6	4	5	5	6	5
146	4	4	5	6	6	5	5	7	6	6
147	6	5	4	5	7	6	7	7	6	5
148	5	6	5	6	7	6	5	6	6	5
149	5	6	6	5	5	6	6	7	7	6
150	5	6	5	7	6	5	4	5	5	7
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155	2	1	1	2	1	3	2	1	3	2
156	2	3	2	4	2	5	2	4	2	3
157	5	6	5	7	6	5	4	6	5	6
158	3	2	3	2	4	3	2	3	1	1
159	7	6	7	5	7	7	6	5	4	5
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162	2	2	3	3	3	5	4	3	2	1
163	5	4	3	2	6	6	5	5	3	5
164	6	5	6	4	4	6	5	6	5	6
165	4	3	4	6	6	5	6	5	3	6
166	5	5	6	5	4	6	5	5	6	5
167	5	6	5	6	7	5	6	4	6	4
168	4	5	3	2	3	1	1	2	2	1
169	6	5	6	5	4	5	5	6	5	5
170	6	5	5	3	6	6	7	6	4	5
171	6	6	4	6	5	5	4	6	6	5
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176	5	5	6	6	5	6	5	6	5	6
177	2	3	1	2	2	1	3	1	3	1
178	6	7	7	6	6	5	5	6	7	6
179	6	5	6	5	7	7	6	6	5	5
180	7	6	5	6	7	6	7	6	6	5
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184	6	5	6	6	7	7	6	6	5	6
185	4	6	7	7	5	6	6	6	5	4
186	3	3	5	5	7	6	6	6	7	7

No	BA1	BA2	BA3	BA4	BA5	BA6	BA7	BA8	BA9	BA10
187	6	5	6	7	5	7	6	6	7	6
188	3	4	6	5	7	7	7	6	6	6
189	6	5	5	7	6	7	5	5	5	5
190	5	5	6	5	6	6	5	6	5	5
191	4	4	5	6	7	6	5	5	6	4
192	5	4	5	6	5	5	7	7	7	6
193	6	6	6	6	7	7	4	5	6	7
194	4	5	4	5	5	5	6	6	7	6
195	6	7	5	6	6	6	7	7	7	5
196	2	1	3	2	2	1	1	1	3	2
197	2	1	1	2	2	3	3	2	1	2
198	5	4	5	2	6	6	7	5	6	7
199	6	4	5	3	2	4	6	7	7	7
200	5	5	6	3	4	6	6	5	7	5
201	6	5	6	6	5	6	7	7	7	6
202	5	4	5	6	6	5	5	4	6	7
203	6	6	7	6	6	6	5	7	6	5
204	5	4	3	5	7	4	6	5	6	4
205	3	4	1	1	2	2	2	1	2	2
206	5	5	4	4	5	4	5	4	6	6
207	6	7	4	5	4	7	7	7	6	5

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BA1	207	1.00	7.00	5.0676	1.27533
BA2	207	1.00	7.00	5.0242	1.41572
BA3	207	1.00	7.00	5.1401	1.39161
BA4	207	1.00	7.00	5.1498	1.35166
BA5	207	1.00	7.00	5.1932	1.37641
BA6	207	1.00	7.00	5.2174	1.50922
BA7	207	1.00	7.00	5.1836	1.46649
BA8	207	1.00	7.00	5.2802	1.47100
BA9	207	1.00	7.00	5.3140	1.38050
BA10	207	1.00	7.00	5.2850	1.43497
Valid N (listwise)	207				

Online Repurchase Intention

No	ORI1	ORI2	ORI3
1	6	6	7
2	5	5	7
3	6	6	6
4	6	6	7
5	5	5	6
6	5	5	7
7	6	6	7
8	7	7	7
9	7	7	7
10	6	6	7
11	5	7	6
12	6	6	6
13	6	6	6
14	7	7	7
15	7	6	7
16	7	7	7
17	7	5	7
18	6	5	6
19	6	5	7
20	5	5	7
21	6	5	6
22	6	6	7
23	5	7	6
24	6	6	6
25	6	6	5
26	7	6	7
27	6	6	6
28	7	6	6
29	6	7	7
30	7	5	7
31	5	5	6
32	6	7	6
33	6	6	6
34	6	7	5
35	4	5	4
36	7	7	7
37	4	4	4
38	4	4	4

No	ORI1	ORI2	ORI3
39	5	4	5
40	1	4	3
41	6	7	6
42	4	4	4
43	7	7	4
44	6	7	7
45	7	6	5
46	5	7	6
47	5	6	6
48	5	5	7
49	6	7	7
50	7	5	7
51	4	1	1
52	5	6	7
53	6	6	6
54	7	6	7
55	6	7	7
56	6	6	7
57	7	7	7
58	5	6	5
59	7	7	7
60	7	6	5
61	7	4	7
62	1	1	1
63	6	4	4
64	3	3	3
65	7	7	7
66	7	6	6
67	4	4	4
68	7	7	7
69	5	5	4
70	7	7	5
71	5	6	6
72	6	5	6
73	6	7	5
74	6	7	6
75	7	5	6
76	7	6	5

No	ORI1	ORI2	ORI3
77	6	5	5
78	5	4	5
79	6	7	5
80	6	5	7
81	4	6	6
82	3	5	3
83	6	7	7
84	6	7	5
85	5	7	6
86	7	7	5
87	7	7	6
88	6	5	7
89	5	6	5
90	7	5	7
91	6	5	7
92	4	5	5
93	6	6	4
94	7	6	6
95	7	5	5
96	6	5	7
97	6	6	5
98	5	6	7
99	5	6	5
100	5	4	5
101	7	7	7
102	5	4	3
103	7	7	7
104	4	4	3
105	6	7	6
106	7	7	7
107	6	7	6
108	7	7	7
109	6	6	6
110	5	5	6
111	4	4	4
112	6	6	6
113	6	6	4
114	2	3	3
115	5	4	4
116	4	2	2

No	ORI1	ORI2	ORI3
117	5	7	7
118	7	7	6
119	6	7	6
120	7	6	5
121	4	5	5
122	5	6	4
123	5	5	6
124	6	7	6
125	5	6	6
126	6	5	5
127	5	5	6
128	6	4	5
129	6	5	7
130	6	3	4
131	6	6	5
132	6	6	4
133	5	6	7
134	5	6	6
135	4	6	5
136	4	7	6
137	5	6	5
138	7	7	5
139	6	5	6
140	5	6	4
141	6	5	7
142	5	6	7
143	5	6	6
144	7	6	7
145	5	7	5
146	7	5	5
147	5	7	6
148	5	6	7
149	5	7	7
150	6	5	7
151	5	4	3
152	5	7	5
153	6	6	7
154	7	7	5
155	3	2	2
156	3	4	2

No	ORI1	ORI2	ORI3
157	6	5	6
158	6	5	5
159	6	7	6
160	6	5	7
161	6	4	6
162	5	6	4
163	4	2	3
164	6	6	5
165	7	5	6
166	3	1	2
167	3	2	2
168	4	6	7
169	6	5	5
170	6	5	7
171	6	6	4
172	5	6	5
173	5	4	5
174	5	5	5
175	7	6	7
176	6	6	6
177	3	2	1
178	6	6	5
179	6	7	6
180	7	6	6
181	5	6	7
182	6	7	5

No	ORI1	ORI2	ORI3
183	7	7	4
184	7	6	5
185	6	5	6
186	6	6	5
187	7	7	6
188	6	6	6
189	5	7	4
190	4	2	2
191	6	7	5
192	6	6	5
193	5	7	5
194	6	5	7
195	6	5	7
196	3	2	1
197	2	2	1
198	6	4	5
199	6	6	6
200	6	4	7
201	3	4	2
202	2	3	1
203	5	6	5
204	5	6	5
205	3	2	1
206	6	5	6
207	5	5	4

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
ORI1	207	1.00	7.00	5.5556	1.22892
ORI2	207	1.00	7.00	5.5169	1.38594
ORI3	207	1.00	7.00	5.4396	1.53755
Valid N (listwise)	207				

Appendix IV

Validity & Reliability Analysis

Online Brand Equity

Correlations

		OBE1	OBE2	OBE3	OBE4	OBE5	OBE6	OBE7	OBE8	OBE9	OBE10	OBE11	OBE12	OnlineBrandEquity
OBE1	Pearson Correlation	1	.570**	.630**	.300	.043	.395*	.324	.227	.660**	.651**	.212	.160	.714**
	Sig. (2-tailed)		.001	.000	.108	.821	.031	.081	.227	.000	.000	.260	.398	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
OBE2	Pearson Correlation	.570**	1	.741**	.194	-.054	.473**	.469**	.420*	.600**	.638**	.325	-.167	.725**
	Sig. (2-tailed)	.001		.000	.304	.776	.008	.009	.021	.000	.000	.080	.378	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
OBE3	Pearson Correlation	.630**	.741**	1	.317	.157	.415*	.506**	.541**	.721**	.783**	.317	.261	.848**
	Sig. (2-tailed)	.000	.000	.000	.088	.406	.023	.004	.002	.000	.000	.088	.164	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
OBE4	Pearson Correlation	.300	.194	.317	1	.533**	.605**	.445*	.458*	.411*	.320	.465**	.078	.607**
	Sig. (2-tailed)	.108	.304	.088	.002	.000	.014	.011	.024	.084	.010	.683	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
OBE5	Pearson Correlation	.043	-.054	.157	.533**	1	.331	.426*	.252	.360	.167	.324	.204	.410*
	Sig. (2-tailed)	.821	.776	.406	.002		.074	.019	.180	.051	.378	.081	.281	.025
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
OBE6	Pearson Correlation	.395*	.473**	.415*	.605**	.331	1	.469**	.333	.529**	.477**	.485**	.128	.695**
	Sig. (2-tailed)	.031	.008	.023	.000	.074		.009	.072	.003	.008	.007	.499	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
OBE7	Pearson Correlation	.324	.469**	.506**	.445*	.426*	.469**	1	.366*	.724**	.229	.265	.193	.673**
	Sig. (2-tailed)	.081	.009	.004	.014	.019	.009		.046	.000	.223	.157	.307	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
OBE8	Pearson Correlation	.227	.420*	.541**	.458*	.252	.333	.366*	1	.489**	.378*	.455*	.039	.624**
	Sig. (2-tailed)	.227	.021	.002	.011	.180	.072	.046		.006	.040	.011	.839	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
OBE9	Pearson Correlation	.660**	.600**	.721**	.411*	.360	.529**	.724**	.489**	1	.594**	.420*	.371*	.878**
	Sig. (2-tailed)	.000	.000	.000	.024	.051	.003	.000	.006		.001	.021	.043	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
OBE10	Pearson Correlation	.651**	.638**	.783**	.320	.167	.477**	.229	.378*	.594**	1	.494**	.210	.782**
	Sig. (2-tailed)	.000	.000	.000	.084	.378	.008	.223	.040	.001		.006	.265	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
OBE11	Pearson Correlation	.212	.325	.317	.465**	.324	.485**	.265	.455*	.420*	.494**	1	.062	.587**
	Sig. (2-tailed)	.260	.080	.088	.010	.081	.007	.157	.011	.021	.006		.744	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
OBE12	Pearson Correlation	.160	-.167	.261	.078	.204	.128	.193	.039	.371*	.210	.062	1	.268
	Sig. (2-tailed)	.398	.378	.164	.683	.281	.499	.307	.839	.043	.265	.744		.152
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
OnlineBrandEquity	Pearson Correlation	.714**	.725**	.848**	.607**	.410*	.695**	.673**	.624**	.878**	.782**	.587**	.268	1
	Sig. (2-tailed)	.000	.000	.000	.000	.025	.000	.000	.000	.000	.000	.001	.152	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

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

*. Correlation is significant at the 0.05 level (2-tailed).

Product Involvement

Correlations

		PI1	PI2	PI3	PI4	PI5	PI6	PI7	PI8	PI9	PI10	Product Involvement
PI1	Pearson Correlation	1	.136	.572**	.655**	.265	.273	.178	.176	.192	.252	.570**
	Sig. (2-tailed)		.475	.001	.000	.157	.144	.346	.352	.308	.178	.001
	N	30	30	30	30	30	30	30	30	30	30	30
PI2	Pearson Correlation	.136	1	.213	.305	.608**	.365*	.401*	.595**	.357	.632**	.580**
	Sig. (2-tailed)	.475		.258	.101	.000	.047	.028	.001	.053	.000	.001
	N	30	30	30	30	30	30	30	30	30	30	30
PI3	Pearson Correlation	.572**	.213	1	.822**	.281	.388*	.346	.236	.405*	.262	.667**
	Sig. (2-tailed)	.001	.258		.000	.132	.034	.061	.210	.026	.163	.000
	N	30	30	30	30	30	30	30	30	30	30	30
PI4	Pearson Correlation	.655**	.305	.822**	1	.519**	.557**	.528**	.385*	.487**	.369*	.817**
	Sig. (2-tailed)	.000	.101	.000		.003	.001	.003	.036	.006	.045	.000
	N	30	30	30	30	30	30	30	30	30	30	30
PI5	Pearson Correlation	.265	.608**	.281	.519**	1	.648**	.624**	.659**	.529**	.776**	.785**
	Sig. (2-tailed)	.157	.000	.132	.003		.000	.000	.000	.003	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
PI6	Pearson Correlation	.273	.365*	.388*	.557**	.648**	1	.920**	.657**	.788**	.442*	.827**
	Sig. (2-tailed)	.144	.047	.034	.001	.000		.000	.000	.000	.014	.000
	N	30	30	30	30	30	30	30	30	30	30	30
PI7	Pearson Correlation	.178	.401*	.346	.528**	.624**	.920**	1	.595**	.740**	.457*	.785**
	Sig. (2-tailed)	.346	.028	.061	.003	.000	.000		.001	.000	.011	.000
	N	30	30	30	30	30	30	30	30	30	30	30
PI8	Pearson Correlation	.176	.595**	.236	.385*	.659**	.657**	.595**	1	.664**	.706**	.747**
	Sig. (2-tailed)	.352	.001	.210	.036	.000	.000	.001		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
PI9	Pearson Correlation	.192	.357	.405*	.487**	.529**	.788**	.740**	.664**	1	.483**	.764**
	Sig. (2-tailed)	.308	.053	.026	.006	.003	.000	.000	.000		.007	.000
	N	30	30	30	30	30	30	30	30	30	30	30
PI10	Pearson Correlation	.252	.632**	.262	.369*	.776**	.442*	.457*	.706**	.483**	1	.699**
	Sig. (2-tailed)	.178	.000	.163	.045	.000	.014	.011	.000	.007		.000
	N	30	30	30	30	30	30	30	30	30	30	30
ProductInvolvement	Pearson Correlation	.570**	.580**	.667**	.817**	.785**	.827**	.785**	.747**	.764**	.699**	1
	Sig. (2-tailed)	.001	.001	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30

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

*. Correlation is significant at the 0.05 level (2-tailed).

Brand Attachment

Correlations

	BA1	BA2	BA3	BA4	BA5	BA6	BA7	BA8	BA9	BA10	Brand Attachment
BA1	Pearson Correlation	1	.702**	.514**	.502**	.388*	.486**	.576**	.388*	.494**	.710**
	Sig. (2-tailed)		.000	.004	.005	.034	.006	.001	.034	.006	.000
	N	30	30	30	30	30	30	30	30	30	30
BA2	Pearson Correlation	.702**	1	.679**	.567**	.652**	.750**	.696**	.584**	.652**	.704**
	Sig. (2-tailed)	.000		.000	.001	.000	.000	.000	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
BA3	Pearson Correlation	.514**	.679**	1	.655**	.743**	.726**	.645**	.686**	.639**	.676**
	Sig. (2-tailed)	.004	.000		.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
BA4	Pearson Correlation	.502**	.567**	.655**	1	.530**	.549**	.640**	.654**	.629**	.578**
	Sig. (2-tailed)	.005	.001	.000		.003	.002	.000	.000	.000	.001
	N	30	30	30	30	30	30	30	30	30	30
BA5	Pearson Correlation	.388*	.652**	.743**	.530**	1	.835**	.663**	.652**	.753**	.717**
	Sig. (2-tailed)	.034	.000	.000	.003		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
BA6	Pearson Correlation	.486**	.750**	.726**	.549**	.835**	1	.622**	.649**	.575**	.710**
	Sig. (2-tailed)	.006	.000	.000	.002	.000		.000	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30	30
BA7	Pearson Correlation	.576**	.696**	.645**	.640**	.663**	.622**	1	.753**	.577**	.812**
	Sig. (2-tailed)	.001	.000	.000	.000	.000	.000		.000	.001	.000
	N	30	30	30	30	30	30	30	30	30	30
BA8	Pearson Correlation	.388*	.584**	.686**	.654**	.652**	.649**	.753**	1	.553**	.728**
	Sig. (2-tailed)	.034	.001	.000	.000	.000	.000	.000		.002	.000
	N	30	30	30	30	30	30	30	30	30	30
BA9	Pearson Correlation	.494**	.652**	.639**	.629**	.753**	.575**	.577**	.553**	1	.649**
	Sig. (2-tailed)	.006	.000	.000	.000	.000	.001	.001	.002		.000
	N	30	30	30	30	30	30	30	30	30	30
BA10	Pearson Correlation	.710**	.704**	.676**	.578**	.717**	.710**	.812**	.728**	.649**	1
	Sig. (2-tailed)	.000	.000	.000	.001	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30
BrandAttachment	Pearson Correlation	.696**	.847**	.851**	.765**	.850**	.843**	.850**	.816**	.797**	.888**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30

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

*. Correlation is significant at the 0.05 level (2-tailed).

Online Repurchase Intention

Correlations

		ORI1	ORI2	ORI3	Online Repurchase Intention
ORI1	Pearson Correlation	1	.465**	.687**	.876**
	Sig. (2-tailed)		.010	.000	.000
	N	30	30	30	30
ORI2	Pearson Correlation	.465**	1	.275	.724**
	Sig. (2-tailed)	.010		.141	.000
	N	30	30	30	30
ORI3	Pearson Correlation	.687**	.275	1	.818**
	Sig. (2-tailed)	.000	.141		.000
	N	30	30	30	30
OnlineRepurchase Intention	Pearson Correlation	.876**	.724**	.818**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

Reliability Test

Online Brand Equity

Case Processing Summary

	N	%
Cases Valid	30	100.0
Excluded ^a	0	.0
Total	30	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.885	11

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

Product Involvement

Case Processing Summary

	N	%
Cases Valid	30	100.0
Excluded ^a	0	.0
Total	30	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.892	10

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

Brand Attachment

Case Processing Summary

	N	%
Cases Valid	30	100.0
Excluded ^a	0	.0
Total	30	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.945	10

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

Online Repurchase Intention

Case Processing Summary

	N	%
Cases Valid	30	100.0
Excluded ^a	0	.0
Total	30	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.720	3

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

Appendix V

Regression Analysis

Simple Regression Analysis

Hypothesis 1

The effect of online brand equity toward product involvement

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.439 ^a	.193	.189	1.18031

a. Predictors: (Constant), OnlineBrandEquity

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68.324	1	68.324	49.043	.000 ^a
	Residual	285.593	205	1.393		
	Total	353.917	206			

a. Predictors: (Constant), OnlineBrandEquity

b. Dependent Variable: ProductInvolvement

Coefficients^a

Model	Unstandardized Coefficients		Beta	t	Sig.
	B	Std. Error			
1	(Constant)	2.008	.409	4.915	.000
	OnlineBrandEquity	.531	.076	7.003	.000

a. Dependent Variable: ProductInvolvement

Multiple Regression Analysis

Hypothesis 2 & 3

The effects of online brand equity and product involvement toward brand attachment

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Product Involvement, OnlineBrand Equity ^a	.	Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.647 ^a	.419	.413	.86559

a. Predictors: (Constant), ProductInvolvement, OnlineBrandEquity

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	110.310	2	55.155	73.614	.000 ^a
	Residual	152.846	204	.749		
	Total	263.157	206			

a. Predictors: (Constant), ProductInvolvement, OnlineBrandEquity

b. Dependent Variable: BrandAttachment

Coefficients^a

Model		Unstandardized Coefficients		Beta	t	Sig.
		B	Std. Error			
1	(Constant)	1.550	.317		4.894	.000
	OnlineBrandEquity	.652	.062	.625	10.528	.000
	ProductInvolvement	.041	.051	.047	.794	.428

a. Dependent Variable: BrandAttachment

Hypothesis 5, 6 & 8

The effects of online brand equity, product involvement, and brand attachment toward online repurchase intention

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Brand Attachment, Product Involvement, OnlineBrand Equity ^a	.	Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.734 ^a	.539	.532	.82857

a. Predictors: (Constant), BrandAttachment, ProductInvolvement, OnlineBrandEquity

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	162.826	3	54.275	79.058	.000 ^a
	Residual	139.365	203	.687		
	Total	302.191	206			

a. Predictors: (Constant), BrandAttachment, ProductInvolvement, OnlineBrandEquity

b. Dependent Variable: OnlineRepurchaseIntention

Coefficients^a

Model		Unstandardized Coefficients		Beta	t	Sig.
		B	Std. Error			
1	(Constant)	.775	.321		2.418	.017
	OnlineBrandEquity	.407	.074	.364	5.525	.000
	ProductInvolvement	.062	.049	.067	1.261	.209
	BrandAttachment	.441	.067	.411	6.574	.000

a. Dependent Variable: OnlineRepurchaseIntention

Appendix VI

Path Analysis

Hypothesis 4

Path b (The effect of product involvement toward brand attachment)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Product Involvement ^a	.	Enter

- a. All requested variables entered.
 b. Dependent Variable: BrandAttachment

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.322 ^a	.104	.099	1.07269

- a. Predictors: (Constant), ProductInvolvement

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.270	1	27.270	23.700	.000 ^a
	Residual	235.886	205	1.151		
	Total	263.157	206			

- a. Predictors: (Constant), ProductInvolvement
 b. Dependent Variable: BrandAttachment

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.850	.284		13.545	.000
	ProductInvolvement	.278	.057	.322	4.868	.000

- a. Dependent Variable: BrandAttachment

Path c (The effect of online brand equity toward brand attachment)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	OnlineBrand Equity ^a	.	Enter

- a. All requested variables entered.
 b. Dependent Variable: BrandAttachment

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.646 ^a	.417	.415	.86481

a. Predictors: (Constant), OnlineBrandEquity

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	109.838	1	109.838	146.863	.000 ^a
	Residual	153.319	205	.748		
	Total	263.157	206			

a. Predictors: (Constant), OnlineBrandEquity

b. Dependent Variable: BrandAttachment

Coefficients^a

Model	Unstandardized Coefficients			Standardized Coefficients	t	Sig.
	B	Std. Error	Beta			
1	(Constant)	1.632	.299		5.452	.000
	OnlineBrandEquity	.673	.056	.646	12.119	.000

a. Dependent Variable: BrandAttachment

Hypothesis 7

Path b (The effect of product involvement toward online repurchase intention)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Product Involvement ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable:
OnlineRepurchaseIntention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.359 ^a	.129	.125	1.13302

a. Predictors: (Constant), ProductInvolvement

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.026	1	39.026	30.401	.000 ^a
	Residual	263.165	205	1.284		
	Total	302.191	206			

a. Predictors: (Constant), ProductInvolvement

b. Dependent Variable: OnlineRepurchaseIntention

Coefficients^a

Model	Unstandardized Coefficients		Beta	t	Sig.
	B	Std. Error			
1	(Constant)	3.907	.300	13.012	.000
	ProductInvolvement	.332	.060	5.514	.000

a. Dependent Variable: OnlineRepurchaseIntention

Path c (The effect of online brand equity toward online repurchase intention)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	OnlineBrandEquity ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable:
OnlineRepurchaseIntention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.659 ^a	.435	.432	.91294

a. Predictors: (Constant), OnlineBrandEquity

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	131.332	1	131.332	157.574	.000 ^a
	Residual	170.859	205	.833		
	Total	302.191	206			

a. Predictors: (Constant), OnlineBrandEquity

b. Dependent Variable: OnlineRepurchaseIntention

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.618	.316		5.122	.000
OnlineBrandEquity	.736	.059	.659	12.553	.000

a. Dependent Variable: OnlineRepurchaseIntention

Path c` (The effect of online brand equity and product involvement toward online repurchase intention)

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Product Involvement, OnlineBrand Equity ^a	.	Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.664 ^a	.441	.435	.91029

a. Predictors: (Constant), ProductInvolvement, OnlineBrandEquity

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	133.152	2	66.576	80.345	.000 ^a
Residual	169.039	204	.829		
Total	302.191	206			

a. Predictors: (Constant), ProductInvolvement, OnlineBrandEquity

b. Dependent Variable: OnlineRepurchaseIntention

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.458	.333		4.377	.000
OnlineBrandEquity	.694	.065	.621	10.658	.000
ProductInvolvement	.080	.054	.086	1.482	.140

a. Dependent Variable: OnlineRepurchaseIntention

Hypothesis 9

Path b (The effect of brand attachment toward online repurchase intention)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Brand Attachment ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable:
OnlineRepurchaseIntention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.668 ^a	.446	.444	.90349

a. Predictors: (Constant), BrandAttachment

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	134.850	1	134.850	165.196	.000 ^a
	Residual	167.341	205	.816		
	Total	302.191	206			

a. Predictors: (Constant), BrandAttachment

b. Dependent Variable: OnlineRepurchaseIntention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.792	.296		6.063	.000
	BrandAttachment	.716	.056	.668	12.853	.000

a. Dependent Variable: OnlineRepurchaseIntention

Path c` (The effect of online brand equity and brand attachment toward online repurchase intention)

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Brand Attachment, OnlineBrand Equity ^a	.	Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.732 ^a	.535	.531	.82977

a. Predictors: (Constant), BrandAttachment, OnlineBrandEquity

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	161.735	2	80.867	117.452	.000 ^a
Residual	140.456	204	.689		
Total	302.191	206			

a. Predictors: (Constant), BrandAttachment, OnlineBrandEquity

b. Dependent Variable: OnlineRepurchaseIntention

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.892	.307		2.901	.004
OnlineBrandEquity	.436	.070	.391	6.249	.000
BrandAttachment	.445	.067	.416	6.645	.000

a. Dependent Variable: OnlineRepurchaseIntention

Hypothesis 10

Path c` (The effect of product involvement and brand attachment toward online repurchase intention)

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Brand Attachment, Product Involvement ^a	.	Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.685 ^a	.469	.464	.88650

a. Predictors: (Constant), BrandAttachment, ProductInvolvement

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	141.872	2	70.936	90.263	.000 ^a
Residual	160.319	204	.786		
Total	302.191	206			

a. Predictors: (Constant), BrandAttachment, ProductInvolvement

b. Dependent Variable: OnlineRepurchaseIntention

Coefficients^a

Model	Unstandardized Coefficients		Beta	t	Sig.
	B	Std. Error			
1 (Constant)	1.364	.323		4.219	.000
ProductInvolvement	.149	.050	.161	2.989	.003
BrandAttachment	.660	.058	.616	11.440	.000

a. Dependent Variable: OnlineRepurchaseIntention

Appendix VII

Subgroup Analysis

Regression for website only

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.600 ^a	.360	.354	.94176

a. Predictors: (Constant), OnlineBrandEquity

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.488	1	47.488	53.543	.000 ^a
	Residual	84.257	95	.887		
	Total	131.746	96			

a. Predictors: (Constant), OnlineBrandEquity

b. Dependent Variable: BrandAttachment

Coefficients^a

Model	Unstandardized Coefficients			Standardized Coefficients	t	Sig.
	B	Std. Error	Beta			
1	(Constant)	2.052	.437		4.692	.000
	OnlineBrandEquity	.597	.082	.600	7.317	.000

a. Dependent Variable: BrandAttachment

Regression for application only

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.699 ^a	.488	.484	.78893

a. Predictors: (Constant), OnlineBrandEquity

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64.167	1	64.167	103.095	.000 ^a
	Residual	67.220	108	.622		
	Total	131.388	109			

a. Predictors: (Constant), OnlineBrandEquity

b. Dependent Variable: BrandAttachment

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.107	.410	.699	2.702	.008
	.768	.076		10.154	.000

a. Dependent Variable: BrandAttachment

Regression with all data (website & application)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.646 ^a	.417	.415	.86481

a. Predictors: (Constant), OnlineBrandEquity

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	109.838	1	109.838	146.863	.000 ^a
	Residual	153.319	205	.748		
	Total	263.157	206			

a. Predictors: (Constant), OnlineBrandEquity

b. Dependent Variable: BrandAttachment

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.632	.299	.646	5.452	.000
	.673	.056		12.119	.000

a. Dependent Variable: BrandAttachment