CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1. Introduction

In this chapter, conclusion, suggestion for further research, and limitation of this study will be elaborate.

5.2. Conclusion

From the analysis and research about the perceived congruence of Gojek new logo with Gojek brand, the author concludes the main conclusion as follows:

1. Brand familiarity is significantly related to the perceived congruence between Gojek new logo and Gojek brand.

2. Brand familiarity gives a significant affect towards brand attachment.

3. Brand attachment is related to perceived congruence of Gojek new logo with Gojek brand.

4. Brand attachment plays a role as a complementary mediator on brand familiarity towards perceived congruence of Gojek new logo and Gojek brand.

5. Brand attachment gives a significant affect to surprise of change.

6. Brand familiarity is a significant factor that affecting surprise of change.

7. Surprise of change is not affecting the perceived congruence between Gojek brand and its new logo.

8. Surprise of change doesn't mediate the relationship between brand familiarity and perceived congruence of Gojek new logo and Gojek brand.

5.3. Further Research

The objective of this research is to know the factor that affecting Gojek logo rebranding process. However the result of this study is different with the previous research done by Grobert *et al.*(2016). The previous research used a school as its object, a student comes to the school daily, whereas Gojek customer is not, they have an option whether they want to use this application or not every day. So, the customer attachment is different. The future research can conduct a similar research with a different type of company to really identify which kind of company.

Also, because there are 2 type of surprise, positive and negative. The future research can divide the respondent into 2 groups and conduct a two sample t-test to see the difference between those groups.

5.4. Managerial Implication

This research is about logo rebranding outcomes of Gojek, to see how the familiar, attached and surprised (with the logo changes) customer perceived the congruency of the new logo with Gojek brand. The result of this research can help any business or firm that want to change its logo to see how familiar and attached customer would react.

Our findings reveal that brand familiarity and brand attachment do affect the perceived congruence of new logo with the brand. In the case of Gojek, even though the rebranding process is changing their belief about the brand, they are too attached with the service that is offered. Company that is going

through rebranding may consider this aspect to make a strategy that able to keep the customers at a certain level of familiarity and attachment.

5.5.Limitation of the Research

The limitation of this research are, there is no specification of what kind of surprise that is gone through by the respondent, because actually the outcome of it can be different. Then, there is one variable which is surprise of change that is consider as moderate reliability because the Cronbach α is only 0.565. Also, surprise of change variable only has 1 question item. Moreover, the author uses personal judgement on grouping the demographic variable, which is the monthly expenditure for Gojek.
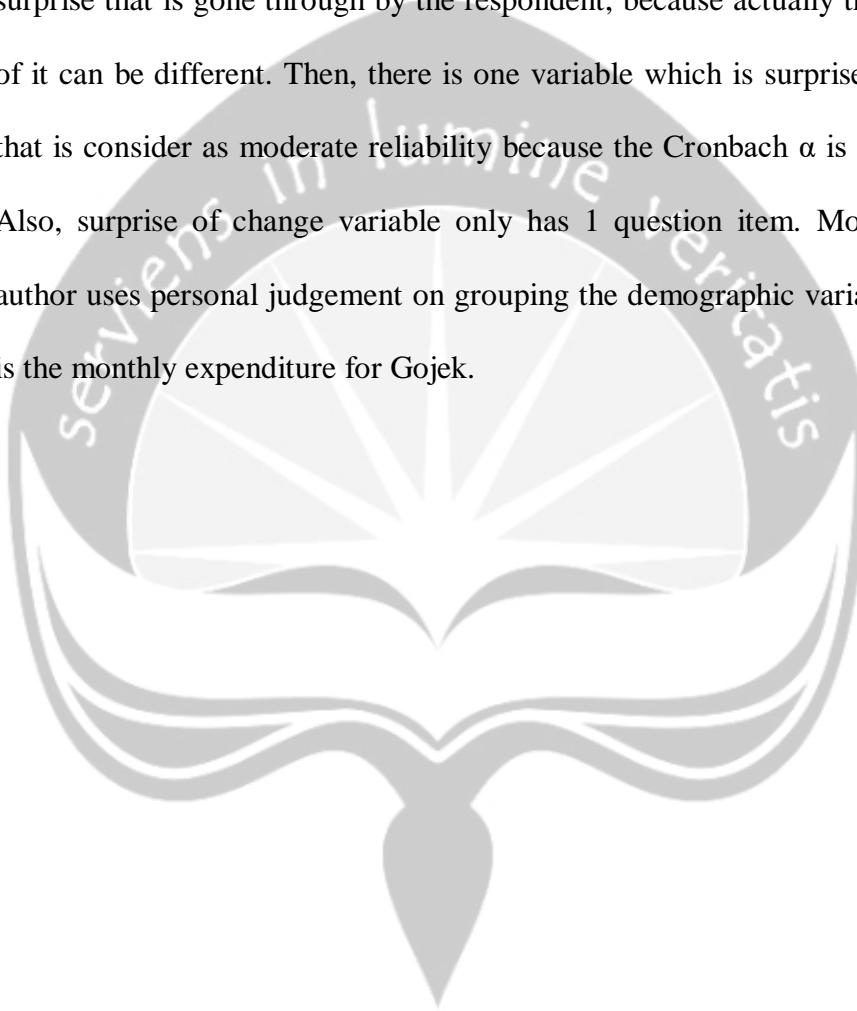
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APPENDIX I

QUESTIONNAIRE

KUISIONER PENELITIAN

Dengan hormat,

My name is Felia Kristella Santoso, a university student majoring in International Business and Management Program, Faculty of Business and Economics, University of Atma Jaya Yogyakarta. I'm currently doing a research about "The Perceived Congruence of Gojek New logo with Gojek Brand" as the requirement for me to complete my study in University of Atma Jaya Yogyakarta. This Questionnaire is aiming for Gojek's customer who have download and make a transaction since 2019. Thank you for your participation.

Nama saya Felia Kristella Santoso , mahasiswi Manajemen International, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta. Saat ini saya sedang mengadakan penelitian mengenai "The Perceived Congruence of Gojek New Logo with Gojek Brand". sebagai tugas akhir yang merupakan syarat kelulusan di Universitas Atma Jaya Yogyakarta, Kuisioner ini ditujukan bagi saudara/i yang mempunyai dan bertransaksi melalui aplikasi Gojek sejak (minimal) tahun 2018. Atas partisipasi dan kesedian Saudara/i, saya ucapkan terima kasih.

Gender
Jenis Kelamin

    a. Laki – laki
    b. Perempuan

Monthly Expenditure for Gojek
Pengeluaran untuk Gojek / bulan

    a. < Rp 250.000
    b. Rp 250.001 – Rp 500.000
    c. > Rp 500.000

SD = Strongly Disagree   **SA = Strongly Agree**

	Scale				
Brand Familiarity	**SD**				**SA**
1. **Gojek is a very familiar brand.** Gojek merupakan *brand* yang sangat familiar.	1	2	3	4	5
2. **I know all of the features offered by Gojek.** Saya mengetahui semua fitur Gojek.	1	2	3	4	5
3. **My knowledge about this brand is superior compared to my family and friends.** Pengetahuan saya tentang *brand* ini lebih dari pengetahuan keluarga dan kerabat terdekat saya.	1	2	3	4	5

SD = Strongly Disagree   **SA = Strongly Agree**

	Scale				
Brand Attachment	**SD**				**SA**
1. **I would feel desperate if Gojek closed.** Saya akan depresi jika Gojek ditutup.	1	2	3	4	5
2. **I would be sad if I have to renounce to use Gojek services.** Saya akan merasa sedih jika saya diharuskan untuk tidak menggunakan fitur dari Gojek.	1	2	3	4	5
3. **I feel happy using the service offered by Gojek.** Saya senang menggunakan jasa yang ditawarkan oleh Gojek.	1	2	3	4	5
4. **I enjoy using the service proposed by Gojek.** Saya merasa nyaman menggunakan jasa yang ditawarkan oleh Gojek.					
5. **I am very attracted to Gojek.** Saya sangat tertarik dengan Gojek.					
6. **I would be disappointed if I couldn't use Gojek services when I need it.** Saya akan merasa kecewa jika saya tidak dapat menggunakan jasa yang ditawarkan oleh Gojek.					

SD = Strongly Disagree   **SA = Strongly Agree**

Congruence	Scale				
	SD				SA
1. Gojek new logo is quite in line with Gojek brand. Logo Gojek yang baru sejalan dan sesuai dengan brand Gojek.	1	2	3	4	5
2. Gojek new logo appears appropriate to me as the brand representative. Menurut saya logo Gojek saat ini sangat cocok untuk menjadi representasi dari Gojek.	1	2	3	4	5
3. Gojek brand and new logo go well together. Brand Gojek dan logo baru yang digunakan saat ini sangat cocok.	1	2	3	4	5

SD = Strongly Disagree   **SA = Strongly Agree**

Surprise	Scale				
	SD				SA
1. I'm surprised with Gojek new logo. Saya terkejut dengan logo Gojek yang baru.	1	2	3	4	5

APPENDIX II

QUESTIONNAIRE RESULT
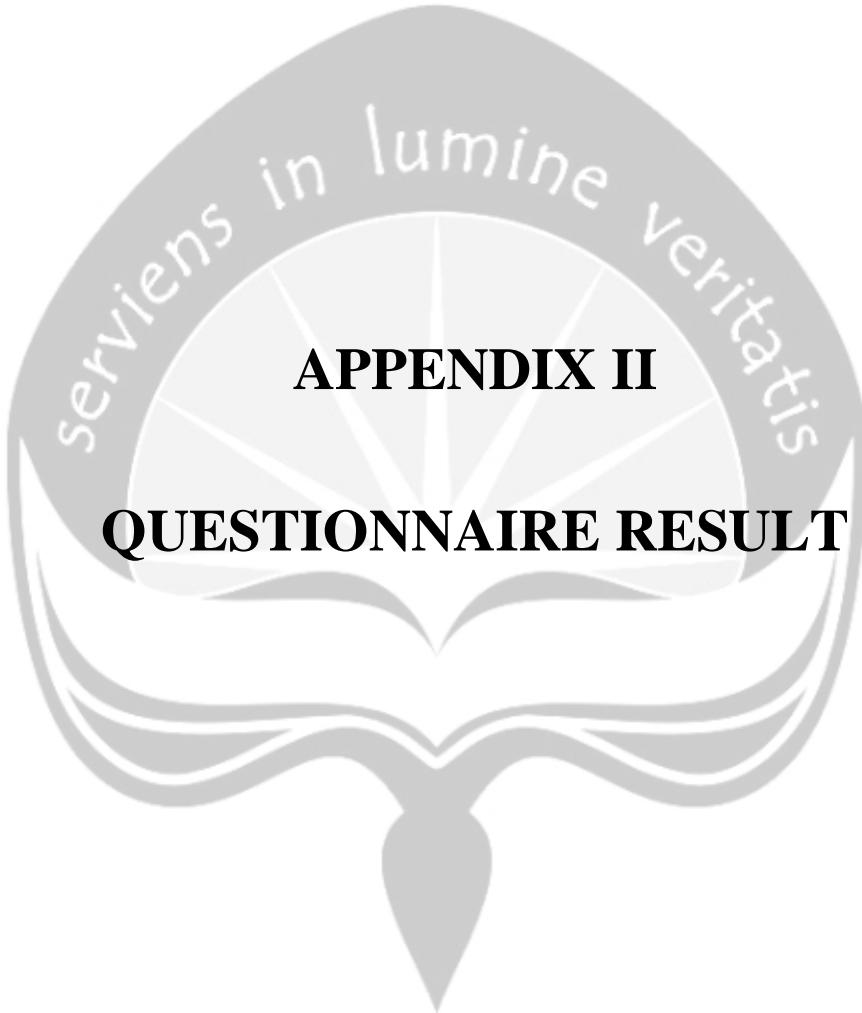
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131	1	1	5	3	2	2	2	2	4	4	2	5	4	4	2
132	1	1	5	3	2	3	3	4	4	3	3	3	3	3	2
133	2	2	5	5	3	5	3	5	5	5	4	5	5	5	3
134	2	3	5	4	4	5	5	5	5	5	5	3	3	4	4
135	2	1	5	2	3	1	1	4	4	2	2	3	3	2	3
136	2	2	5	4	4	5	4	4	4	5	5	5	5	5	2
137	2	2	5	5	4	2	2	4	5	4	4	2	2	2	4
138	1	1	5	4	3	4	3	4	4	4	3	2	2	2	5
139	2	2	5	5	4	4	3	4	4	4	4	5	5	5	3
140	2	2	5	5	4	4	3	4	4	4	4	5	5	5	3
141	2	1	4	4	4	3	3	4	4	4	4	4	4	4	3
142	1	1	5	4	4	3	2	4	5	4	4	3	4	4	5
143	2	1	4	4	3	4	4	4	4	4	4	3	3	3	4

144	1	2	5	4	2	5	5	4	4	3	4	4	4	4	3
145	2	2	5	5	4	2	2	4	5	5	4	4	4	4	4
146	2	2	5	4	3	4	4	4	4	5	4	5	4	4	4
147	2	3	5	5	5	5	5	5	5	5	5	5	5	4	3
148	2	1	4	3	2	1	2	4	4	3	3	3	3	3	1
149	1	1	5	4	4	4	3	4	4	4	4	5	5	4	3
150	2	3	4	4	4	2	2	4	4	3	3	4	4	3	4
151	2	1	4	4	3	5	4	4	4	3	5	4	3	3	3
152	1	3	4	4	3	4	3	4	4	4	4	4	2	3	4
153	2	3	5	4	4	4	4	4	4	4	4	2	2	2	5
154	2	2	5	4	2	5	5	4	4	4	5	4	5	4	2
155	1	3	5	4	4	3	3	4	4	3	4	3	3	3	3
156	2	3	5	5	3	5	3	5	5	5	4	4	4	4	2
157	1	1	5	5	4	5	4	5	4	5	4	5	4	5	4
158	2	2	3	4	3	2	2	3	4	3	3	4	4	4	3
159	2	1	4	4	3	4	4	4	4	4	4	3	3	3	3
160	2	1	4	4	4	4	3	4	4	4	4	4	4	4	2
161	2	1	4	3	4	3	3	4	4	3	3	3	3	3	3
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163	1	2	5	5	4	5	3	5	4	5	2	4	4	4	3
164	1	3	5	4	4	5	4	5	5	5	5	5	4	5	5
165	1	1	5	4	4	3	3	4	4	3	3	4	3	3	4
166	2	2	5	4	3	4	3	4	4	4	2	4	5	5	1
167	2	2	4	5	3	3	3	4	4	4	4	4	4	4	4

168	2	1	5	4	4	3	3	3	3	3	3	3	3	3	4
169	1	1	4	4	3	5	4	5	4	4	4	3	4	4	4
170	2	1	5	5	3	3	3	5	5	4	3	5	4	5	5
171	1	2	5	5	3	2	2	5	5	5	5	3	5	5	5
172	2	1	5	5	5	5	5	5	5	5	5	5	5	5	3
173	2	1	5	3	2	2	2	3	5	3	2	5	5	5	5
174	2	2	5	4	3	4	4	5	4	5	4	5	5	5	2
175	1	1	5	4	2	3	2	4	4	4	1	4	4	4	2
176	2	1	5	5	3	4	4	4	4	4	4	3	3	3	5
177	2	1	5	4	2	4	4	4	4	4	4	4	4	4	4
178	2	1	5	4	4	5	4	4	4	4	4	3	3	3	2
179	1	3	5	1	1	2	1	5	4	4	1	3	1	4	1
180	2	2	5	5	5	4	4	4	4	5	3	3	3	3	2
181	1	2	5	5	4	5	3	5	4	5	2	4	4	4	3
182	2	2	5	4	4	4	2	4	4	4	4	4	4	4	4
183	2	3	5	5	5	4	4	4	4	4	4	4	4	4	2
184	1	1	5	4	5	2	2	4	4	4	4	4	4	4	2
185	1	2	5	5	5	5	5	5	5	5	5	5	5	5	5
186	1	1	4	3	3	2	4	4	4	4	4	4	4	5	5
187	2	2	5	5	2	5	5	5	4	5	5	3	3	3	4
188	1	1	4	4	3	3	2	3	3	3	3	3	3	3	3
189	2	3	5	5	3	4	3	5	5	4	3	4	5	5	4
190	2	3	5	5	2	5	5	5	5	5	5	5	5	5	5

APPENDIX III

DEMOGRAPHIC RESULT

Gender Independent Sample T-test

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
S1	Male	82	3.45	1.156	.128
	Female	108	3.52	1.106	.106
BF	Male	82	4.1911	.60185	.06646
	Female	108	4.2099	.55925	.05381
BA	Male	82	3.8171	.73218	.08086
	Female	108	3.9676	.69692	.06706
C	Male	82	3.8211	.84813	.09366
	Female	108	3.8025	.85263	.08204

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
S1	Equal variances assumed	.579	.447	-.407	188	.684	-.067	.165	-.393	.259
	Equal variances not assumed			-.405	170.406	.686	-.067	.166	-.395	.261
BF	Equal variances assumed	.505	.478	-.222	188	.824	-.01882	.08466	-.18582	.14819
	Equal variances not assumed			-.220	167.515	.826	-.01882	.08552	-.18765	.15001
BA	Equal variances assumed	1.440	.232	-1.443	188	.151	-.15052	.10434	-.35634	.05530
	Equal variances not assumed			-1.433	169.906	.154	-.15052	.10505	-.35788	.05685
C	Equal variances assumed	.032	.857	.150	188	.881	.01867	.12460	-.22713	.26447
	Equal variances not assumed			.150	174.999	.881	.01867	.12451	-.22707	.26441

Monthly Expenditure for Gojek Independent Sample T-test

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
S1	<Rp250.000	120	3.53	1.115	.102	3.33	3.73	1	5
	Rp.250.001 - Rp 500.000	49	3.33	1.144	.163	3.00	3.66	1	5
	> Rp500.000	21	3.62	1.161	.253	3.09	4.15	1	5
	Total	190	3.49	1.126	.082	3.33	3.65	1	5
BF	<Rp250.000	120	4.1361	.60575	.05530	4.0266	4.2456	2.33	5.00
	Rp.250.001 - Rp 500.000	49	4.3537	.48309	.06901	4.2150	4.4925	3.00	5.00
	> Rp500.000	21	4.2222	.56108	.12244	3.9668	4.4776	2.33	5.00
	Total	190	4.2018	.57653	.04183	4.1192	4.2843	2.33	5.00
BA	<Rp250.000	120	3.7764	.73320	.06693	3.6439	3.9089	1.67	5.00
	Rp.250.001 - Rp 500.000	49	4.0782	.61811	.08830	3.9007	4.2558	2.17	5.00
	> Rp500.000	21	4.2143	.65858	.14371	3.9145	4.5141	2.83	5.00
	Total	190	3.9026	.71436	.05183	3.8004	4.0049	1.67	5.00
C	<Rp250.000	120	3.6889	.86830	.07926	3.5319	3.8458	1.33	5.00
	Rp.250.001 - Rp 500.000	49	4.0884	.70637	.10091	3.8855	4.2913	2.00	5.00
	> Rp500.000	21	3.8571	.91634	.19996	3.4400	4.2743	2.00	5.00
	Total	190	3.8105	.84849	.06156	3.6891	3.9320	1.33	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
S1	Between Groups	1.884	2	.942	.742	.478
	Within Groups	237.595	187	1.271		
	Total	239.479	189			
BF	Between Groups	1.658	2	.829	2.534	.082
	Within Groups	61.164	187	.327		
	Total	62.822	189			
BA	Between Groups	5.463	2	2.732	5.614	.004
	Within Groups	90.986	187	.487		
	Total	96.449	189			
C	Between Groups	5.606	2	2.803	4.017	.020
	Within Groups	130.462	187	.698		
	Total	136.068	189			
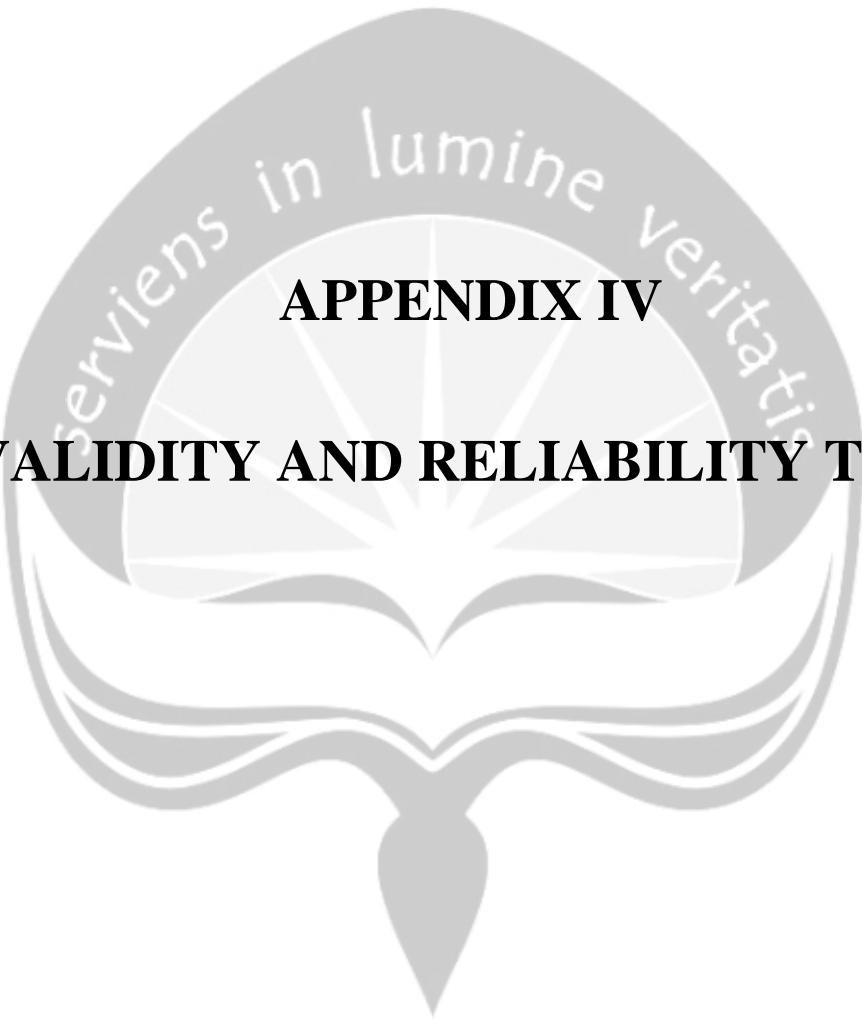
APPENDIX IV

VALIDITY AND RELIABILITY TEST

Validity and Reliability Test of Brand Familiarity

Case Processing Summary

		N	%
Cases	Valid	190	100.0
	Excluded[a]	0	.0
	Total	190	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.545	.565	3

Item Statistics

	Mean	Std. Deviation	N
BF1	4.73	.579	190
BF2	4.23	.746	190
BF3	3.65	1.006	190

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.202	3.647	4.732	1.084	1.297	.294	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BF1	7.87	2.174	.282	.122	.556
BF2	8.38	1.528	.492	.247	.236
BF3	8.96	1.194	.357	.162	.506

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.61	2.992	1.730	3

Validity and Reliability Test of Brand Attachment

Case Processing Summary

		N	%
Cases	Valid	190	100.0
	Excluded[a]	0	.0
	Total	190	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.865	.879	6

Item Statistics

	Mean	Std. Deviation	N
BA1	3.68	1.171	190
BA2	3.43	1.124	190
BA3	4.22	.667	190
BA4	4.25	.623	190
BA5	4.09	.761	190
BA6	3.75	1.044	190

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.903	3.432	4.247	.816	1.238	.109	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BA1	19.73	11.605	.676	.567	.845
BA2	19.98	11.381	.756	.657	.825
BA3	19.20	14.499	.674	.611	.846
BA4	19.17	14.966	.626	.630	.854
BA5	19.33	14.073	.651	.525	.845
BA6	19.67	12.096	.714	.544	.832

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
23.42	18.371	4.286	6
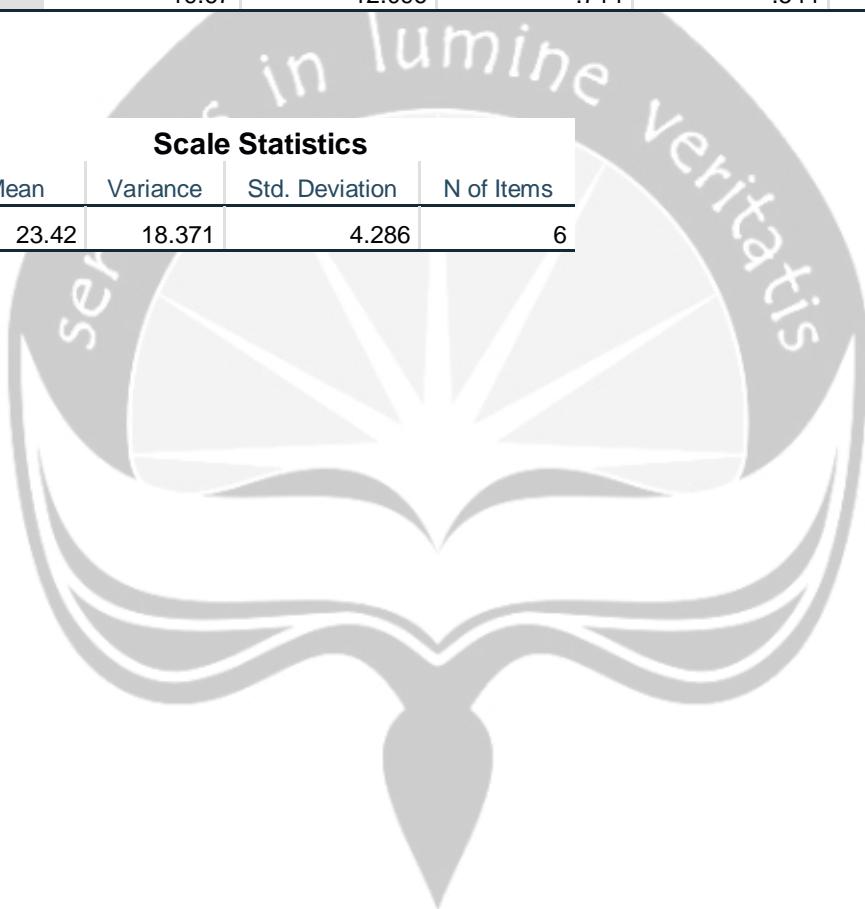
Validity and Reliability Test of Congruence

Case Processing Summary

		N	%
Cases	Valid	190	100.0
	Excluded[a]	0	.0
	Total	190	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.918	.918	3

Item Statistics

	Mean	Std. Deviation	N
C1	3.83	.871	190
C2	3.78	.943	190
C3	3.82	.931	190

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.811	3.784	3.826	.042	1.011	.001	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
C1	7.61	3.245	.789	.623	.917
C2	7.65	2.864	.854	.745	.865
C3	7.61	2.885	.862	.755	.858

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.43	6.479	2.545	3

APPENDIX V

REGRESSION RESULT

Multiple Regression Analysis of Brand Familiarity and Brand Attachment on Perceived Congruence.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	BRAND_ATTAC HMENT, BRAND_FAMILI ARTY[b]	.	Enter

a. Dependent Variable: CONGRUENCE

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.469[a]	.220	.212	.75319

a. Predictors: (Constant), BRAND_ATTACHMENT, BRAND_FAMILIARTY

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.983	2	14.992	26.426	.000[b]
	Residual	106.085	187	.567		
	Total	136.068	189			

a. Dependent Variable: CONGRUENCE

b. Predictors: (Constant), BRAND_ATTACHMENT, BRAND_FAMILIARTY

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.207	.418		2.888	.004
	BRAND_FAMILIARTY	.189	.111	.128	1.707	.089
	BRAND_ATTACHME NT	.464	.089	.390	5.193	.000

a. Dependent Variable: CONGRUENCE

Simple Regression Analysis of Brand Familiarity on Perceived Congruence

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	BRAND_FAMILI ARTY[b]	.	Enter

a. Dependent Variable: CONGRUENCE

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.329[a]	.108	.103	.80352

a. Predictors: (Constant), BRAND_FAMILIARTY

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.686	1	14.686	22.746	.000[b]
	Residual	121.382	188	.646		
	Total	136.068	189			

a. Dependent Variable: CONGRUENCE

b. Predictors: (Constant), BRAND_FAMILIARTY

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.779	.430		4.138	.000
	BRAND_FAMILIART Y	.484	.101	.329	4.769	.000

a. Dependent Variable: CONGRUENCE

Simple Regression Analysis of Brand Attachment on Perceived Congruence

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	BRAND_ATTACHMENT[b]	.	Enter

a. Dependent Variable: CONGRUENCE

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.456[a]	.208	.204	.75702

a. Predictors: (Constant), BRAND_ATTACHMENT

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.330	1	28.330	49.436	.000[b]
	Residual	107.738	188	.573		
	Total	136.068	189			

a. Dependent Variable: CONGRUENCE

b. Predictors: (Constant), BRAND_ATTACHMENT

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.695	.306		5.544	.000
	BRAND_ATTACHMENT	.542	.077	.456	7.031	.000

a. Dependent Variable: CONGRUENCE

Simple Regression Analysis of Brand Familiarity on Brand Attachment

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	BRAND_FAMILIARTY[b]	.	Enter

a. Dependent Variable: BRAND_ATTACHMENT

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.513[a]	.263	.259	.61501

a. Predictors: (Constant), BRAND_FAMILIARTY

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.341	1	25.341	66.997	.000[b]
	Residual	71.108	188	.378		
	Total	96.449	189			

a. Dependent Variable: BRAND_ATTACHMENT

b. Predictors: (Constant), BRAND_FAMILIARTY

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.234	.329		3.750	.000
	BRAND_FAMILIARTY	.635	.078	.513	8.185	.000

a. Dependent Variable: BRAND_ATTACHMENT

Multiple Regression Analysis of Brand Familiarity and Surprise on Perceived Congruence.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	S1, BRAND_FAMILIARTY[b]	.	Enter

a. Dependent Variable: CONGRUENCE

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.331[a]	.109	.100	.80501

a. Predictors: (Constant), S1, BRAND_FAMILIARTY

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.885	2	7.442	11.485	.000[b]
	Residual	121.183	187	.648		
	Total	136.068	189			

a. Dependent Variable: CONGRUENCE

b. Predictors: (Constant), S1, BRAND_FAMILIARTY

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.834	.442		4.149	.000
	BRAND_FAMILIARTY	.495	.104	.336	4.776	.000
	S1	-.029	.053	-.039	-.554	.580

a. Dependent Variable: CONGRUENCE

Simple Regression Analysis of Brand Familiarity on Perceived Congruence

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	BRAND_FAMILIARTY[b]	.	Enter

a. Dependent Variable: CONGRUENCE

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.329[a]	.108	.103	.80352

a. Predictors: (Constant), BRAND_FAMILIARTY

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.686	1	14.686	22.746	.000[b]
	Residual	121.382	188	.646		
	Total	136.068	189			

a. Dependent Variable: CONGRUENCE

b. Predictors: (Constant), BRAND_FAMILIARTY

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.779	.430		4.138	.000
	BRAND_FAMILIARTY	.484	.101	.329	4.769	.000

a. Dependent Variable: CONGRUENCE

Simple Regression Analysis of Surprise on Perceived Congruence

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	S1[b]	.	Enter

a. Dependent Variable: CONGRUENCE

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.027[a]	.001	-.005	.85042

a. Predictors: (Constant), S1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.102	1	.102	.142	.707[b]
	Residual	135.965	188	.723		
	Total	136.068	189			

a. Dependent Variable: CONGRUENCE

b. Predictors: (Constant), S1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.738	.201		18.558	.000
	S1	.021	.055	.027	.376	.707

a. Dependent Variable: CONGRUENCE

Simple Regression Analysis of Brand Familiarity on Surprise

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	BRAND_FAMILI ARTY[b]	.	Enter

a. Dependent Variable: S1

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.198[a]	.039	.034	1.106

a. Predictors: (Constant), BRAND_FAMILIARTY

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.351	1	9.351	7.639	.006[b]
	Residual	230.128	188	1.224		
	Total	239.479	189			

a. Dependent Variable: S1

b. Predictors: (Constant), BRAND_FAMILIARTY

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.868	.592		3.156	.002
	BRAND_FAMILIA RTY	.386	.140	.198	2.764	.006

a. Dependent Variable: S1