

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1. Conclusion

Following is the conclusions that can be drawn from the results of data analysis conducted in this study:

1. Based on characteristics of respondents, it can be concluded that the majority of the respondents for global brand based on the type of job is students. Based on the income, the majority of the respondents of global brand have their income at Rp 1.500.000,00 – Rp 3.000.000,00. But based on the frequency of purchasing Starbucks products (food and beverage), the majority of respondents with frequency of purchasing Starbucks products at least one time per month.
2. Based on characteristics of respondents, it can be concluded that the majority of the respondents for local brand is private employees. Based on the income, because the majority of their job is private employees, so the income is more than Rp 4.500.000,00. But based on the frequency of purchasing Excelso products (food and beverage), the majority of respondents with frequency of purchasing Excelso products at least one time per month.
3. Based on multiple regression analysis, it can be concluded that for global brand, brand awareness, perceived quality, and brand loyalty are positively significant on brand equity, or in other words brand awareness, perceived quality, and brand loyalty positively

influence positively on brand equity. Meanwhile, brand association of global brand is not significant on brand equity, it means that there is no influence of brand association on brand equity of Starbucks.

4. Based on multiple linear regression for the local brand, all variables are significant or brand awareness, perceived quality, brand associations, and brand loyalty are positively significant on brand equity. Or it can be said that brand awareness, perceived quality, brand associations and brand loyalty influence positively on brand equity of Excelso.
5. Based on simple linear regression analysis, it can be concluded that either for global brand or local brand, brand equity is positively influence on purchase intention of Starbucks/Excelso and also brand equity is positively influence on willingness to pay premium price of Starbucks/Excelso.
6. Based on one way ANOVA analysis, it can be concluded that based on type of job, for global brand, there are no difference on brand awareness, perceived quality, brand loyalty, brand equity, willingness to pay premium price and purchase intention perspective. Meanwhile, for the local brand there are also no difference from brand awareness, brand loyalty, brand equity, willingness to pay premium price and purchase intention perspective. But from perceived quality and brand associations perspective there are difference because the result are significant.

Based on income, for global brand, there are no difference on brand loyalty, brand equity, and willingness to pay premium price perspective. But for brand awareness, perceived quality and purchase intention perspective, there are difference. Meanwhile, for the local brand there is only perceived quality perspective that has difference because the result is significant. From brand awareness, brand associations, brand loyalty, brand equity,

willingness to pay premium price and purchase intention perspective there are no difference because the result are not significant.

Based on frequency of purchasing products (food and beverage) Starbucks/Excelso, for global brand, there is only perceived quality which has no difference. The rest such as brand awareness, brand equity, brand loyalty, willingness to pay premium price and purchase intention perspective are significant or there are difference.

Meanwhile, for the local brand there are only two perspective that not significant or there are no difference, which are perceived quality and brand associations. From brand awareness, brand loyalty, brand equity, willingness to pay premium price and purchase intention perspective there are difference because the result are significant.

5.2. Managerial Implications

Based on the results of data analysis and conclusions from this study, it is expected to be useful for Starbucks and Excelso in understanding its consumers. How brand awareness, perceived quality, brand associations, brand loyalty and brand equity's dimension of Starbucks/Excelso influence purchase intention and willingness to pay premium price. So that Starbucks/Excelso could consider to build a strong brand equity by doing some strategies so, it will affect the purchase intention and willingness to pay premium price of Starbucks/Excelso is increase too.

For global brand (Starbucks), as already explained in the previous chapter that the strongest influence on brand equity is perceived quality, Starbucks must maintain the quality consistency of its products or even improve it to be even better. There are several ways that Starbucks should do to maintain the quality of their product, such as always maintaining the

freshness of the raw materials used, maintaining the cleanliness of the kitchen and cafe, give the best service to the customers, etc.

For local brand (Excelso), the strongest variable that influence on brand equity of Excelso is brand loyalty, it means that Excelso should maintain its customer to be always loyal to its products. Excelso should be more innovative in getting its customers to become committed buyers, loyal, and have pride in consuming products from Excelso. For example by giving Excelso's merchandise for certain minimum transaction fees.

5.3. Limitations of Research and Recommendation

1. The variables used in this research still fixated on previous research, by Porral and Mangin (2013), so that the Adj. R-square of this result is not 100%, it means that there are still other variables that could explain more outside this study. For future research, author could add other variables such as uniqueness, social image, origin, and others, like the previous research done by Anselmsson *et al.* (2017)
2. This study has weakness in distributing the questionnaire, because it is distributed online so the author cannot control when fulfilling the questionnaire. For the future research, the author suggest to distribute it directly so that the result more certainty.
3. Researchers only examine and focus on cafes / coffee shops. For future research, the researcher could adding other objects franchise businesses, such as restaurants, department stores, clothing stores, etc.

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QUESTIONNAIRE

1.1.Global Brand

I am Josephine Melianawati, a student majoring in International Business Management Program from Atma Jaya University, Yogyakarta, currently doing a thesis research on the effect of awareness, perceived quality, brand associations, loyalty, brand equity, purchase intention and willingness to pay premium price.

The object used in this study is Starbucks, which is the largest global coffee brand company in the world. This questionnaire is aimed at those of you who have already bought Starbucks coffee in the past 6 months. I look forward to your willingness to fill out this questionnaire and be willing to answer all statements in real situations. For your attention and participation in filling out the questionnaire, thank you. God bless.

Saya Josephine Melianawati mahasiswa jurusan Manajemen Internasional dari Universitas Atma Jaya Yogyakarta saat ini sedang melakukan penelitian skripsi mengenai pengaruh dari kesadaran merek, persepsi kualitas, asosiasi merek, loyalitas, ekuitas merek, niat beli dan kesediaan untuk membayar harga premium.

Objek yang digunakan dalam penelitian ini adalah Starbucks yang merupakan perusahaan kopi merek global terbesar di dunia. Kuesioner ini ditujukan kepada saudara/i yang sudah pernah membeli kopi Starbucks dalam 6 bulan terakhir. Saya mengharapkan kesediaan saudara/i untuk mengisi kuesioner ini dan bersedia menjawab seluruh pernyataan dengan keadaan yang sesungguhnya. Atas perhatian dan partisipasinya dalam mengisi kuisisioner, saya ucapkan terimakasih. Tuhan memberkati.

FILTER QUESTIONS PERTANYAAN FILTER

Do you know Starbucks coffee / food and drinks? If not, please stop.

Apakah anda tahu minuman kopi/makanan merek Starbucks? Jika tidak, silahkan berhenti.

- ☐ Yes Ya
- ☐ No Tidak

Do you ever bought Starbucks' coffee/food and drinks in the last 6 months? If not, please stop.

Apakah anda pernah membeli minuman kopi/makanan merek Starbucks dalam 6 bulan terakhir?

Jika tidak, silahkan berhenti.

- ☐ Yes Ya
- ☐ No Tidak

PART I: RESPONDENTS DATA

BAGIAN I: DATA RESPONDEN

1. Job (select one) Pekerjaan (pilih salah satu)

- ☐ Private Employee Pegawai Swasta
- ☐ Civil Servants PNS
- ☐ Entrepreneur Wiraswasta
- ☐ Housewife Ibu Rumah Tangga
- ☐ College student/student Mahasiswa / Pelajar

2. Income Pendapatan per bulan

- ☐ $\leq$ Rp 1.500.000
- ☐ Rp 1.500.000 – Rp 3.000.000
- ☐ Rp 3.000.000 – Rp 4.500.000
- ☐ $\geq$ Rp 4.500.000

3. How often do you buy coffee / food and drinks at Starbucks / month? Seberapa sering anda membeli minuman kopi / makan di Starbucks / bulan?

- ☐ $< 1x$ a month sebulan
- ☐ 1 – 2x a month sebulan
- ☐ 3x a month sebulan
- ☐ $> 3x$ a month sebulan

PART II: QUESTIONNAIRE

BAGIAN II: KUISIONER

Instructions on filling out the questionnaire:

In this section, the respondent is asked to answer the following question by choosing the one answer choice that suits you. Answer the following questions based on your experience when buying Starbucks coffee drinks and answer with the answer that suits you.

Petunjuk Pengisian Kuesioner:

Pada bagian ini, responden diminta untuk menjawab pertanyaan berikut dengan memilih satu pilihan jawaban yang paling sesuai dengan Anda. Jawablah pertanyaan-pertanyaan berikut berdasarkan pengalaman Anda saat membeli minuman kopi Starbucks dan jawablah dengan jawaban yang paling sesuai dengan Anda.

Description of answer choices:

Keterangan pilihan jawaban:

Strongly Disagree (1)

Agree (4)

Disagree (2)

Strongly Agree (5)

Neutral (3)

STS: Sangat Tidak Setuju (1) S: Setuju (4)

TS: Tidak Setuju (2)

SS: Sangat Setuju (5)

N: Netral (3)

No.	Questions List Daftar Pertanyaan	STS	TS	N	S	SS
Brand Awareness (Kesadaran Merek)						
1.	When I think of global brand coffee, Starbucks is one of the brands that come to mind Saat saya berpikir tentang merek kopi global, Starbucks adalah salah satu merek yang ada di pikiran saya					
2.	I am very familiar with brand Starbucks Saya sangat akrab dengan merek Starbucks					
3.	I know brand Starbucks Saya tahu merek Starbucks					
Perceived Quality (Persepsi Kualitas)						
4.	Starbucks offers excellent quality products Starbucks menawarkan produk berkualitas tinggi					
5.	Starbucks offers reliable and trust worthy products Starbucks menawarkan produk yang andal dan dapat dipercaya					
6.	Starbucks products have excellent characteristics Produk Starbucks memiliki karakteristik yang bagus					
Brand Associations (Asosiasi Merek)						
7.	I have a clear image of the type of people who consume Starbucks Saya memiliki gambaran yang jelas tentang tipe orang yang mengkonsumsi Starbucks					
8.	I trust the company which manufactures Starbucks Saya percaya perusahaan yang memproduksi Starbucks					
9.	I like the company which manufactures Starbucks Saya suka perusahaan yang memproduksi Starbucks					
10.	The company that makes Starbucks has credibility Perusahaan yang membuat Starbucks memiliki kredibilitas					
Brand Loyalty (Loyalitas Merek)						

11.	I am loyal to Starbucks Saya setia pada Starbucks					
12.	If I buy coffee, Starbucks would be my first purchase option Jika saya membeli kopi, Starbucks akan menjadi pilihan pertama pembelian saya					
13.	I am still willing to buy Starbucks even if its price is a little higher than that of competing brands Saya tetap bersedia membeli Starbucks meskipun harganya sedikit lebih tinggi dari merek pesaing					
Brand Equity (Ekuitas Brand)						
14.	It makes sense to buy Starbucks instead of others available in the market Masuk akal untuk membeli Starbucks dan bukan merek yang lain yang tersedia di pasar					
15.	Even if other brands had characteristics that were similar to Starbucks, I would buy Starbucks Bahkan jika merek lain memiliki karakteristik yang mirip dengan Starbucks, saya akan membeli Starbucks					
16.	Although there were other brands of coffee as good as Starbucks, I would rather buy Starbucks Meskipun ada merek kopi lain sebaik Starbucks, saya lebih suka membeli Starbucks					
Willingness to Pay Premium Price (Kesediaan untuk Membayar Harga Premium)						
17.	I am willing to pay a higher price for Starbucks than other brands of coffee Saya bersedia membayar harga yang lebih tinggi untuk Starbucks daripada merek kopi lainnya					
18.	I am willing to pay much more for Starbucks than other brands of coffee Saya bersedia membayar lebih untuk Starbucks daripada merek kopi lainnya					
19.	I am willing to pay 20% more for Starbucks over other brands of coffee. Saya bersedia membayar 20% lebih banyak untuk Starbucks daripada merek kopi lainnya					
Purchase Intention (Niat Beli)						
20.	I would buy Starbucks coffee Saya akan membeli kopi Starbucks					
21.	Definitively, I would consider buying Starbucks coffee Secara pasti, saya akan mempertimbangkan untuk membeli kopi Starbucks					
22.	I am likely to buy Starbucks coffee Saya cenderung akan membeli kopi Starbucks					

1.2. Local Brand

I am Josephine Melianawati, a student majoring in International Business Management Program from Atma Jaya University, Yogyakarta, currently doing a thesis research on the effect of awareness, perceived quality, brand associations, loyalty, brand equity, purchase intention and willingness to pay premium price.

The object used in this study is Excelso which is the largest local brand coffee company in Indonesia. This questionnaire is aimed at those of you who have bought Excelso coffee in the past 6 months. I look forward to your willingness to fill out this questionnaire and be willing to answer all statements in real situations. For your attention and participation in filling out the questionnaire, thank you. God bless.

Saya Josephine Melianawati mahasiswa jurusan Manajemen Internasional dari Universitas Atma Jaya Yogyakarta saat ini sedang melakukan penelitian skripsi mengenai Pandangan dan Evaluasi Konsumen Tentang Merk Lokal dan Global.

Objek yang digunakan dalam penelitian ini adalah Excelso yang merupakan perusahaan kopi merek lokal terbesar di Indonesia. Kuesioner ini ditujukan kepada saudara/i yang sudah pernah membeli kopi Excelso dalam 6 bulan terakhir. Saya mengharapkan kesediaan saudara/i untuk mengisi kuesioner ini dan bersedia menjawab seluruh pernyataan dengan keadaan yang sesungguhnya. Atas perhatian dan partisipasinya dalam mengisi kuisisioner, saya ucapkan terimakasih. Tuhan memberkati.

FILTER QUESTIONS PERTANYAAN FILTER

Do you know Excelso coffee / food and drinks? If not, please stop.

Apakah anda tahu minuman kopi/makanan merek Excelso? Jika tidak, silahkan berhenti.

- ☐ Yes Ya
- ☐ No Tidak

Do you ever bought Excelso' coffee/food and drinks in the last 6 months? If not, please stop.

Apakah anda pernah membeli minuman kopi/makanan merek Excelso dalam 6 bulan terakhir?

Jika tidak, silahkan berhenti.

- ☐ Yes Ya
- ☐ No Tidak

PART I: RESPONDENTS DATA

BAGIAN I: DATA RESPONDEN

1. **Job (select one)** Pekerjaan (pilih salah satu)
 - ☐ Private Employee Pegawai Swasta
 - ☐ Civil Servants PNS
 - ☐ Entrepreneur Wiraswasta
 - ☐ Housewife Ibu Rumah Tangga
 - ☐ College student/student Mahasiswa / Pelajar
2. **Income** Pendapatan per bulan

- ☐ $\leq$ Rp 1.500.000
- ☐ Rp 1.500.000 – Rp 3.000.000
- ☐ Rp 3.000.000 – Rp 4.500.000
- ☐ $\geq$ Rp 4.500.000

3. **How often do you buy coffee / food and drinks at Excelso / month?** Seberapa sering anda membeli minuman kopi / makan di Excelso / bulan?

- ☐ $< 1x$ a month sebulan
- ☐ 1 – 2x a month sebulan
- ☐ 3x a month sebulan
- ☐ $> 3x$ a month sebulan

PART II: QUESTIONNAIRE

BAGIAN II: KUISIONER

Instructions on filling out the questionnaire:

In this section, the respondent is asked to answer the following question by choosing the one answer choice that suits you. Answer the following questions based on your experience when buying Excelso coffee drink and answer with the answer that suits you.

Petunjuk Pengisian Kuesioner:

Pada bagian ini, responden diminta untuk menjawab pertanyaan berikut dengan memilih satu pilihan jawaban yang paling sesuai dengan Anda. Jawablah pertanyaan-pertanyaan berikut berdasarkan pengalaman Anda saat membeli minuman kopi Excelso dan jawablah dengan jawaban yang paling sesuai dengan Anda.

Description of answer choices:

Keterangan pilihan jawaban:

Strongly Disagree (1)

Agree (4)

Disagree (2)

Strongly Agree (5)

Neutral (3)

STS: Sangat Tidak Setuju (1) S: Setuju (4)

TS: Tidak Setuju (2)

SS: Sangat Setuju (5)

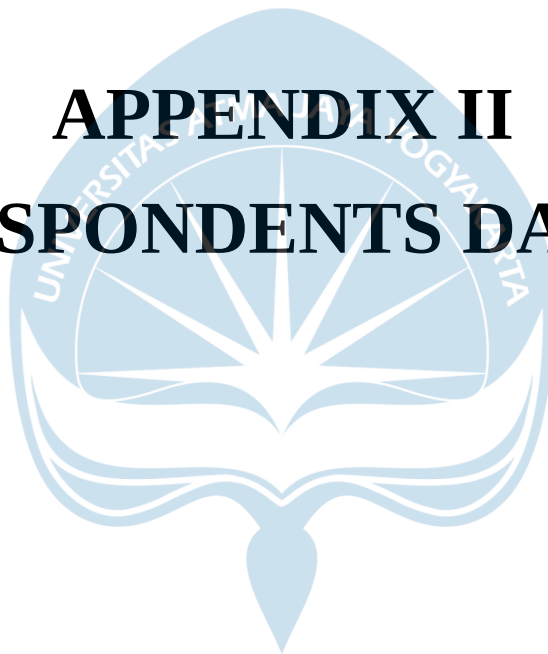
N: Netral (3)

No.	Questions List Daftar Pertanyaan	STS	TS	N	S	SS
Brand Awareness (Kesadaran Merek)						
1.	When I think of local brand coffee, Excelso is one of the brands that come to mind Saat saya berpikir tentang merek kopi lokal, Excelso adalah salah satu merek yang ada di pikiran saya					
2.	I am very familiar with brand Excelso Saya sangat akrab dengan merek Excelso					
3.	I know brand Excelso Saya tahu merek Excelso					
Perceived Quality (Persepsi Kualitas)						
4.	Excelso offers excellent quality products Excelso menawarkan produk berkualitas tinggi					
5.	Excelso offers reliable and trust worthy products Excelso menawarkan produk yang andal dan dapat dipercaya					
6.	Excelso products have excellent characteristics Produk Excelso memiliki karakteristik yang bagus					
Brand Associations (Asosiasi Merek)						
7.	I have a clear image of the type of people who consume Excelso Saya memiliki gambaran yang jelas tentang tipe orang yang mengkonsumsi Excelso					
8.	I trust the company which manufactures Excelso Saya percaya perusahaan yang memproduksi Excelso					
9.	I like the company which manufactures Excelso Saya suka perusahaan yang memproduksi Excelso					
10.	The company that makes Excelso has credibility Perusahaan yang membuat Excelso memiliki kredibilitas					
Brand Loyalty (Loyalitas Merek)						
11.	I am loyal to Excelso Saya setia pada Excelso					
12.	If I buy coffee, Excelso would be my first purchase option Jika saya membeli kopi, Excelso akan menjadi pilihan pertama					

	pembelian saya					
13.	I am still willing to buy Excelso even if its price is a little higher than that of competing brands Saya tetap bersedia membeli Excelso meskipun harganya sedikit lebih tinggi dari merek pesaing					
Brand Equity (Ekuitas Brand)						
14.	It makes sense to buy Excelso instead of others available in the market Masuk akal untuk membeli Excelso dan bukan merek yang lain yang tersedia di pasar					
15.	Even if other brands had characteristics that were similar to Starbucks, I would buy Excelso Bahkan jika merek lain memiliki karakteristik yang mirip dengan Starbucks, saya akan membeli Excelso					
16.	Although there were other brands of coffee as good as Starbucks, I would rather buy Excelso Meskipun ada merek kopi lain sebaik Excelso, saya lebih suka membeli Excelso					
Willingness to Pay Premium Price (Kesediaan untuk Membayar Harga Premium)						
17.	I am willing to pay a higher price for Excelso than other brands of coffee Saya bersedia membayar harga yang lebih tinggi untuk Excelso daripada merek kopi lainnya					
18.	I am willing to pay much more for Excelso than other brands of coffee Saya bersedia membayar lebih untuk Excelso daripada merek kopi lainnya					
19.	I am willing to pay 20% more for Excelso over other brands of coffee. Saya bersedia membayar 20% lebih banyak untuk Excelso daripada merek kopi lainnya					
Purchase Intention (Niat Beli)						
20.	I would buy Excelso coffee Saya akan membeli kopi Excelso					
21.	Definitively, I would consider buying Excelso coffee Secara pasti, saya akan mempertimbangkan untuk membeli kopi Excelso					
22.	I am likely to buy Excelso coffee Saya cenderung akan membeli kopi Excelso					

APPENDIX II

RESPONDENTS DATA



1.1.Global Brand (Starbucks)

No.	Type of Job	Income	Frequency of purchasing Starbucks
1.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	1-2x sebulan
2.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	1-2x sebulan
3.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	1-2x sebulan
4.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	1-2x sebulan
5.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	3x sebulan
6.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	> 3x sebulan
7.	Pegawai Swasta	Rp 1.500.000,00 - Rp 3.000.000,00	1-2x sebulan
8.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	< 1x sebulan
9.	PNS	$\geq$ Rp 4.500.000,00	> 3x sebulan
10.	Wiraswasta	$\geq$ Rp 4.500.000,00	< 1x sebulan
11.	Wiraswasta	$\geq$ Rp 4.500.000,00	> 3x sebulan
12.	Wiraswasta	$\geq$ Rp 4.500.000,00	1-2x sebulan
13.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	1-2x sebulan
14.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	3x sebulan
15.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	1-2x sebulan
16.	Mahasiswa / Pelajar	$\geq$ Rp 4.500.000,00	< 1x sebulan
17.	Mahasiswa / Pelajar	Rp 3.000.000,00 - Rp 4.500.000,00	1-2x sebulan
18.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	> 3x sebulan
19.	Mahasiswa / Pelajar	Rp 3.000.000,00 - Rp 4.500.000,00	< 1x sebulan
20.	Wiraswasta	$\geq$ Rp 4.500.000,00	> 3x sebulan
21.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	> 3x sebulan
22.	Ibu Rumah Tangga	Rp 1.500.000,00 - Rp 3.000.000,00	3x sebulan
23.	Pegawai Swasta	Rp 3.000.000,00 - Rp 4.500.000,00	1-2x sebulan
24.	PNS	$\geq$ Rp 4.500.000,00	< 1x sebulan
25.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	< 1x sebulan
26.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	> 3x sebulan
27.	Wiraswasta	$\geq$ Rp 4.500.000,00	< 1x sebulan
28.	Pegawai Swasta	Rp 3.000.000,00 - Rp 4.500.000,00	< 1x sebulan
29.	Ibu Rumah Tangga	Rp 3.000.000,00 - Rp 4.500.000,00	> 3x sebulan

30.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	1-2x sebulan
31.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	1-2x sebulan
32.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	1-2x sebulan
33.	Wiraswasta	$\geq$ Rp 4.500.000,00	< 1x sebulan
34.	Wiraswasta	Rp 1.500.000,00 - Rp 3.000.000,00	3x sebulan
35.	Wiraswasta	Rp 3.000.000,00 - Rp 4.500.000,00	< 1x sebulan
36.	Mahasiswa / Pelajar	$\geq$ Rp 4.500.000,00	< 1x sebulan
37.	Pegawai Swasta	Rp 1.500.000,00 - Rp 3.000.000,00	3x sebulan
38.	Mahasiswa / Pelajar	Rp 3.000.000,00 - Rp 4.500.000,00	1-2x sebulan
39.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	> 3x sebulan
40.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	< 1x sebulan
41.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	1-2x sebulan
42.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	1-2x sebulan
43.	PNS	Rp 1.500.000,00 - Rp 3.000.000,00	< 1x sebulan
44.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	< 1x sebulan
45.	Mahasiswa / Pelajar	Rp 3.000.000,00 - Rp 4.500.000,00	1-2x sebulan
46.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	1-2x sebulan
47.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	1-2x sebulan
48.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	3x sebulan
49.	Mahasiswa / Pelajar	Rp 3.000.000,00 - Rp 4.500.000,00	< 1x sebulan
50.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	1-2x sebulan
51.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	< 1x sebulan
52.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	3x sebulan
53.	Pegawai Swasta	Rp 3.000.000,00 - Rp 4.500.000,00	< 1x sebulan
54.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	< 1x sebulan
55.	Wiraswasta	$\leq$ Rp 1.500.000,00	< 1x sebulan
56.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	< 1x sebulan
57.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	> 3x sebulan
58.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	1-2x sebulan
59.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	3x sebulan
60.	Pegawai Swasta	Rp 1.500.000,00 - Rp 3.000.000,00	1-2x sebulan

61.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	< 1x sebulan
62.	Mahasiswa / Pelajar	≤ Rp 1.500.000,00	< 1x sebulan
63.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	1-2x sebulan
64.	Pegawai Swasta	Rp 3.000.000,00 - Rp 4.500.000,00	1-2x sebulan
65.	Mahasiswa / Pelajar	Rp 3.000.000,00 - Rp 4.500.000,00	1-2x sebulan
66.	Pegawai Swasta	≥ Rp 4.500.000,00	> 3x sebulan
67.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	< 1x sebulan
68.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	1-2x sebulan
69.	Wiraswasta	Rp 3.000.000,00 - Rp 4.500.000,00	3x sebulan
70.	Mahasiswa / Pelajar	≤ Rp 1.500.000,00	< 1x sebulan
71.	Mahasiswa / Pelajar	≤ Rp 1.500.000,00	< 1x sebulan
72.	Wiraswasta	Rp 3.000.000,00 - Rp 4.500.000,00	< 1x sebulan
73.	Pegawai Swasta	≤ Rp 1.500.000,00	< 1x sebulan
74.	Mahasiswa / Pelajar	≤ Rp 1.500.000,00	1-2x sebulan
75.	Wiraswasta	Rp 1.500.000,00 - Rp 3.000.000,00	1-2x sebulan
76.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	> 3x sebulan
77.	Wiraswasta	≥ Rp 4.500.000,00	1-2x sebulan
78.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	> 3x sebulan
79.	Wiraswasta	≥ Rp 4.500.000,00	1-2x sebulan
80.	Mahasiswa / Pelajar	≤ Rp 1.500.000,00	< 1x sebulan
81.	Mahasiswa / Pelajar	Rp 3.000.000,00 - Rp 4.500.000,00	> 3x sebulan
82.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	< 1x sebulan
83.	Mahasiswa / Pelajar	≤ Rp 1.500.000,00	< 1x sebulan
84.	Mahasiswa / Pelajar	≤ Rp 1.500.000,00	< 1x sebulan
85.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	< 1x sebulan
86.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	< 1x sebulan
87.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	1-2x sebulan
88.	Wiraswasta	Rp 1.500.000,00 - Rp 3.000.000,00	< 1x sebulan
89.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	< 1x sebulan

90.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	< 1x sebulan
91.	Mahasiswa / Pelajar	Rp 3.000.000,00 - Rp 4.500.000,00	< 1x sebulan
92.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	3x sebulan
93.	Mahasiswa / Pelajar	Rp 3.000.000,00 - Rp 4.500.000,00	1-2x sebulan
94.	Mahasiswa / Pelajar	Rp 3.000.000,00 - Rp 4.500.000,00	> 3x sebulan
95.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	< 1x sebulan
96.	Pegawai Swasta	Rp 3.000.000,00 - Rp 4.500.000,00	1-2x sebulan
97.	Mahasiswa / Pelajar	Rp 3.000.000,00 - Rp 4.500.000,00	3x sebulan
98.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	> 3x sebulan
99.	Ibu Rumah Tangga	$\geq$ Rp 4.500.000,00	< 1x sebulan
100.	PNS	$\geq$ Rp 4.500.000,00	1-2x sebulan
101.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	< 1x sebulan
102.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	3x sebulan
103.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	1-2x sebulan
104.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	< 1x sebulan
105.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	< 1x sebulan

1.2. Local Brand

No.	Type of Job	Income	Frequency of Purchasing Excelso
1.	Mahasiswa / Pelajar	≤ Rp 1.500.000,00	< 1x sebulan
2.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	1-2x sebulan
3.	Wiraswasta	≥ Rp 4.500.000,00	1-2x sebulan
4.	PNS	≥ Rp 4.500.000,00	< 1x sebulan
5.	Wiraswasta	≥ Rp 4.500.000,00	< 1x sebulan
6.	Wiraswasta	≥ Rp 4.500.000,00	3x sebulan
7.	Wiraswasta	≥ Rp 4.500.000,00	< 1x sebulan
8.	Mahasiswa / Pelajar	Rp 3.000.000,00 - Rp 4.500.000,00	< 1x sebulan
9.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	1-2x sebulan
10.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	< 1x sebulan
11.	Mahasiswa / Pelajar	≤ Rp 1.500.000,00	1-2x sebulan
12.	Pegawai Swasta	≥ Rp 4.500.000,00	> 3x sebulan
13.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	< 1x sebulan
14.	Mahasiswa / Pelajar	≤ Rp 1.500.000,00	< 1x sebulan
15.	Wiraswasta	Rp 1.500.000,00 - Rp 3.000.000,00	< 1x sebulan
16.	Mahasiswa / Pelajar	≤ Rp 1.500.000,00	< 1x sebulan
17.	Pegawai Swasta	≥ Rp 4.500.000,00	< 1x sebulan
18.	Pegawai Swasta	≥ Rp 4.500.000,00	1-2x sebulan
19.	Pegawai Swasta	≥ Rp 4.500.000,00	1-2x sebulan
20.	Pegawai Swasta	≥ Rp 4.500.000,00	1-2x sebulan
21.	Pegawai Swasta	≥ Rp 4.500.000,00	1-2x sebulan
22.	Wiraswasta	≥ Rp 4.500.000,00	1-2x sebulan
23.	Pegawai Swasta	≤ Rp 1.500.000,00	< 1x sebulan
24.	Pegawai Swasta	≥ Rp 4.500.000,00	> 3x sebulan
25.	Pegawai Swasta	Rp 3.000.000,00 - Rp 4.500.000,00	< 1x sebulan
26.	Pegawai Swasta	≥ Rp 4.500.000,00	< 1x sebulan
27.	Pegawai Swasta	≥ Rp 4.500.000,00	3x sebulan
28.	Pegawai Swasta	Rp 3.000.000,00 - Rp 4.500.000,00	> 3x sebulan
29.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	1-2x sebulan
30.	Wiraswasta	≥ Rp 4.500.000,00	> 3x sebulan
31.	Pegawai Swasta	≥ Rp 4.500.000,00	< 1x sebulan
32.	PNS	≥ Rp 4.500.000,00	< 1x sebulan
33.	Pegawai Swasta	Rp 3.000.000,00 - Rp 4.500.000,00	1-2x sebulan
34.	Pegawai Swasta	Rp 3.000.000,00 - Rp 4.500.000,00	1-2x sebulan
35.	Pegawai Swasta	≥ Rp 4.500.000,00	> 3x sebulan

36.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	< 1x sebulan
37.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	3x sebulan
38.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	> 3x sebulan
39.	Wiraswasta	Rp 3.000.000,00 - Rp 4.500.000,00	< 1x sebulan
40.	Pegawai Swasta	Rp 1.500.000,00 - Rp 3.000.000,00	1-2x sebulan
41.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	< 1x sebulan
42.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	1-2x sebulan
43.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	1-2x sebulan
44.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	< 1x sebulan
45.	Pegawai Swasta	Rp 1.500.000,00 - Rp 3.000.000,00	1-2x sebulan
46.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	< 1x sebulan
47.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	> 3x sebulan
48.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	1-2x sebulan
49.	Wiraswasta	Rp 3.000.000,00 - Rp 4.500.000,00	1-2x sebulan
50.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	1-2x sebulan
51.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	< 1x sebulan
52.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	< 1x sebulan
53.	Wiraswasta	$\geq$ Rp 4.500.000,00	1-2x sebulan
54.	Mahasiswa / Pelajar	Rp 3.000.000,00 - Rp 4.500.000,00	< 1x sebulan
55.	Ibu Rumah Tangga	$\leq$ Rp 1.500.000,00	1-2x sebulan
56.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	1-2x sebulan
57.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	< 1x sebulan
58.	Wiraswasta	Rp 1.500.000,00 - Rp 3.000.000,00	< 1x sebulan
59.	PNS	$\geq$ Rp 4.500.000,00	< 1x sebulan
60.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	> 3x sebulan
61.	Ibu Rumah Tangga	Rp 3.000.000,00 - Rp 4.500.000,00	< 1x sebulan
62.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	> 3x sebulan
63.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	> 3x sebulan
64.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	> 3x sebulan
65.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	3x sebulan
66.	PNS	$\geq$ Rp 4.500.000,00	> 3x sebulan
67.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	< 1x sebulan
68.	Pegawai Swasta	Rp 3.000.000,00 - Rp 4.500.000,00	1-2x sebulan
69.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	1-2x sebulan
70.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	< 1x sebulan
71.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	> 3x sebulan
72.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	< 1x sebulan

73.	Pegawai Swasta	Rp 3.000.000,00 - Rp 4.500.000,00	< 1x sebulan
74.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	> 3x sebulan
75.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	3x sebulan
76.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	< 1x sebulan
77.	Wiraswasta	Rp 1.500.000,00 - Rp 3.000.000,00	< 1x sebulan
78.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	1-2x sebulan
79.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	> 3x sebulan
80.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	1-2x sebulan
81.	Pegawai Swasta	Rp 3.000.000,00 - Rp 4.500.000,00	< 1x sebulan
82.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	< 1x sebulan
83.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	1-2x sebulan
84.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	< 1x sebulan
85.	Mahasiswa / Pelajar	Rp 3.000.000,00 - Rp 4.500.000,00	< 1x sebulan
86.	Wiraswasta	$\geq$ Rp 4.500.000,00	< 1x sebulan
87.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	1-2x sebulan
88.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	3x sebulan
89.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	< 1x sebulan
90.	Pegawai Swasta	Rp 1.500.000,00 - Rp 3.000.000,00	< 1x sebulan
91.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	< 1x sebulan
92.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	1-2x sebulan
93.	Wiraswasta	Rp 3.000.000,00 - Rp 4.500.000,00	3x sebulan
94.	PNS	$\geq$ Rp 4.500.000,00	> 3x sebulan
95.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	1-2x sebulan
96.	Wiraswasta	Rp 1.500.000,00 - Rp 3.000.000,00	1-2x sebulan
97.	Mahasiswa / Pelajar	Rp 3.000.000,00 - Rp 4.500.000,00	1-2x sebulan
98.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	1-2x sebulan
99.	Pegawai Swasta	Rp 3.000.000,00 - Rp 4.500.000,00	1-2x sebulan
100.	Mahasiswa / Pelajar	Rp 3.000.000,00 - Rp 4.500.000,00	1-2x sebulan
101.	Mahasiswa / Pelajar	$\leq$ Rp 1.500.000,00	< 1x sebulan
102.	Pegawai Swasta	$\geq$ Rp 4.500.000,00	1-2x sebulan
103.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	< 1x sebulan
104.	Wiraswasta	$\geq$ Rp 4.500.000,00	< 1x sebulan
105.	Mahasiswa / Pelajar	Rp 1.500.000,00 - Rp 3.000.000,00	1-2x sebulan

APPENDIX III

QUESTIONNAIRE DATA



1.1.Global Brand (Starbucks)

A W 1	A W 2	A W 3	P Q 1	P Q 2	P Q 3	AS O1	AS O2	AS O3	AS O4	LO Y1	LO Y2	LO Y3	B E 1	B E 2	B E 3	PR E1	PR E2	PR E3	IN T1	IN T2	IN T3
5	4	3	4	4	5	3	5	3	5	4	5	4	4	5	4	5	4	4	5	4	5
3	1	3	3	1	1	2	4	2	3	3	4	4	2	3	4	1	1	3	3	3	3
4	1	2	4	3	2	1	5	4	4	2	3	4	3	3	4	1	1	3	5	4	4
4	1	4	4	2	2	1	3	4	4	4	3	4	2	3	4	1	1	5	4	4	4
4	4	4	5	2	4	5	5	4	5	4	5	5	4	5	5	4	4	5	4	5	4
5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2	4	4	4
3	3	3	3	3	2	2	3	3	3	3	4	4	3	3	4	2	3	1	3	3	3
4	4	5	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	2	4	4	4
3	1	2	3	3	2	2	3	3	4	2	4	4	2	4	5	2	1	2	3	3	3
3	3	3	3	3	3	3	3	3	3	3	3	4	4	3	5	3	3	3	5	3	3
4	4	3	4	4	4	2	3	4	3	3	4	4	3	4	4	4	4	4	5	4	4
4	3	4	4	1	3	4	5	3	2	4	4	5	4	3	5	3	3	4	4	4	4
4	4	5	4	4	1	4	4	4	4	5	4	4	5	4	5	4	4	5	5	4	4
5	5	5	5	5	5	5	5	4	5	2	5	5	5	5	5	5	5	4	5	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4
5	5	5	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5	4	5	5	5
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1.2. Local Brand (Excelso)

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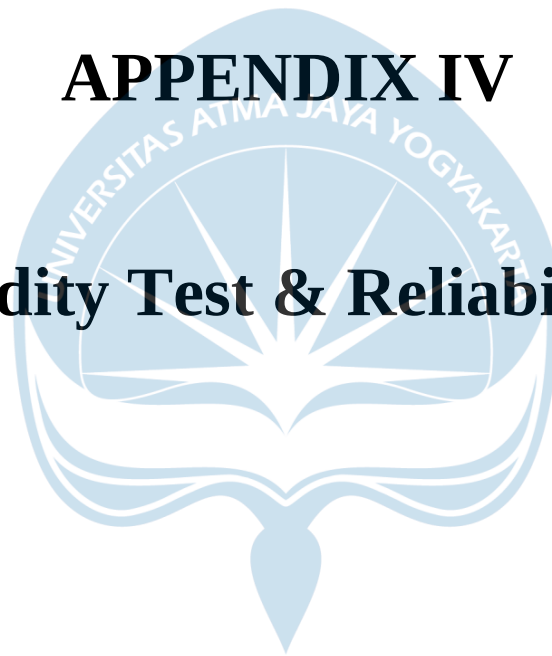
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5	5	5	1	3	5	5	5	5	5	5	5	5	2	5	5	5	5	5	5	5
4	4	4	1	3	5	5	4	5	5	5	5	5	4	4	5	5	5	5	4	4
5	5	5	1	3	5	5	5	5	5	5	5	5	2	5	5	5	5	5	5	5
4	4	4	1	3	5	5	5	5	5	4	4	4	2	5	5	5	5	5	4	4
5	5	5	1	3	5	5	4	4	4	4	5	5	2	5	5	5	5	5	5	5
5	5	5	1	3	5	5	5	5	5	5	5	5	2	5	5	5	5	5	5	5
4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	3	4	2	4	4	4	2	4	5	3	3	3	1	2	4	3	3	4	4	3
5	5	5	1	3	5	5	5	5	5	5	5	5	2	5	5	5	5	5	5	5
4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
3	3	2	2	2	5	5	2	4	5	1	2	2	1	2	5	3	2	1	3	3
3	3	3	2	2	4	4	2	4	5	2	2	3	1	2	4	2	2	2	3	3
4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
3	3	1	2	2	5	5	4	4	5	2	2	4	1	2	5	3	2	1	3	3
4	4	5	1	3	5	5	5	5	4	4	5	5	4	4	5	5	5	5	4	4



APPENDIX IV

Validity Test & Reliability Test



RELIABILITY

/VARIABLES=AW1 AW2 AW3

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/STATISTICS=DESCRIPTIVE SCALE

/SUMMARY=TOTAL.

Reliability

Scale: ALL VARIABLES

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

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.719	3

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
AW1	9.00	1.793	.534	.641
AW2	9.07	1.306	.620	.528
AW3	8.73	1.789	.483	.694

RELIABILITY

/VARIABLES=PQ1 PQ2 PQ3

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA

/STATISTICS=DESCRIPTIVE SCALE

/SUMMARY=TOTAL.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.803	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PQ1	8.73	1.168	.748	.622
PQ2	8.63	1.482	.727	.658
PQ3	8.83	1.730	.505	.866

RELIABILITY

/VARIABLES=ASO1 ASO2 ASO3 ASO4

```

/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.

```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.847	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ASO1	13.97	1.482	.611	.838
ASO2	13.80	1.269	.783	.761
ASO3	13.63	1.344	.765	.770
ASO4	13.50	1.638	.596	.842

RELIABILITY

```

/VARIABLES=LOY1 LOY2 LOY3

```

/SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA
 /STATISTICS=DESCRIPTIVE SCALE
 /SUMMARY=TOTAL.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.869	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
LOY1	8.63	1.344	.735	.842
LOY2	8.33	1.333	.865	.703
LOY3	8.17	1.799	.685	.879

RELIABILITY

/VARIABLES=BE1 BE2 BE3

/SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA
 /STATISTICS=DESCRIPTIVE SCALE
 /SUMMARY=TOTAL.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.899	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BE1	6.83	6.971	.723	.926
BE2	6.90	5.128	.830	.834
BE3	6.93	5.030	.883	.782

RELIABILITY

/VARIABLES=PRE1 PRE2 PRE3

/SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA
 /STATISTICS=DESCRIPTIVE SCALE
 /SUMMARY=TOTAL.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.842	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PRE1	7.23	4.461	.859	.618
PRE2	7.27	4.685	.831	.651
PRE3	6.70	7.183	.482	.967

RELIABILITY

/VARIABLES=INT1 INT2 INT3

/SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA
 /STATISTICS=DESCRIPTIVE SCALE
 /SUMMARY=TOTAL.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.890	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
INT1	7.67	2.368	.738	.885
INT2	7.93	2.547	.772	.856
INT3	8.00	2.207	.850	.783

APPENDIX V
MULTIPLE LINEAR REGRESSION
ANALYSIS

1.1. Global Brand (Starbucks)

Regression

[DataSet0]

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	LOY, PQ, ASO, AW ^a		. Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856 ^a	.734	.723	.32099

a. Predictors: (Constant), LOY, PQ, ASO, AW

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.363	4	7.091	68.817	.000 ^a
	Residual	10.304	100	.103		
	Total	38.667	104			

a. Predictors: (Constant), LOY, PQ, ASO, AW

b. Dependent Variable: BE

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.402	.226		6.200	.000
	AW	.169	.070	.278	2.415	.018
	PQ	.199	.063	.310	3.160	.002

ASO	.101	.080	.128	1.269	.207
LOY	.231	.088	.225	2.625	.010

a. Dependent Variable: BE

1.2.Local Brand (Excelso)

Regression

[DataSet1]

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	LOY, PQ, ASO, AW ^a		Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.794 ^a	.630	.616	.50889

a. Predictors: (Constant), LOY, PQ, ASO, AW

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.173	4	11.043	42.643	.000 ^a
	Residual	25.897	100	.259		
	Total	70.070	104			

a. Predictors: (Constant), LOY, PQ, ASO, AW

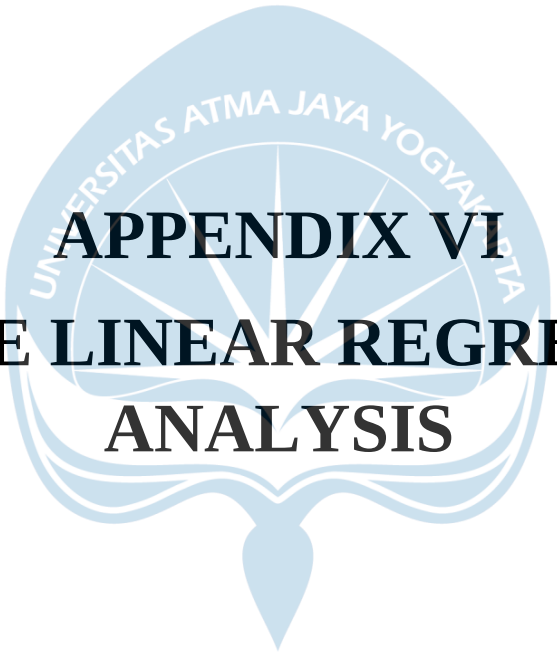
b. Dependent Variable: BE

Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.805	1.014		-1.781	.078
	AW	.238	.100	.298	2.388	.019
	PQ	.683	.268	.172	2.546	.012
	ASO	.286	.135	.152	2.110	.037
	LOY	.279	.093	.366	2.988	.004

a. Dependent Variable: BE



The logo of Universitas Atma Jaya Yogyakarta is a light blue watermark in the background. It features a circular emblem with a sunburst design in the center. The text "UNIVERSITAS ATMA JAYA YOGYAKARTA" is written in a circular path around the emblem. Below the emblem is a stylized, pointed shape.

APPENDIX VI

SIMPLE LINEAR REGRESSION

ANALYSIS

1.1. Global Brand (Starbucks)

REGRESSION
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT PRE
/METHOD=ENTER BE.

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	BE ^a		Enter

a. All requested variables entered.

b. Dependent Variable: PRE

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.821 ^a	.674	.670	.65566

a. Predictors: (Constant), BE

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	91.387	1	91.387	212.585	.000 ^a
	Residual	44.278	103	.430		
	Total	135.666	104			

a. Predictors: (Constant), BE

b. Dependent Variable: PRE

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-2.686	.427		-6.296	.000
BE	1.537	.105	.821	14.580	.000

a. Dependent Variable: PRE

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT INT

/METHOD=ENTER BE.

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	BE ^a		Enter

a. All requested variables entered.

b. Dependent Variable: INT

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.810 ^a	.656	.652	.50922

a. Predictors: (Constant), BE

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.830	1	50.830	196.028	.000 ^a
	Residual	26.708	103	.259		
	Total	77.539	104			

a. Predictors: (Constant), BE

b. Dependent Variable: INT

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	-.774	.331		.021
	BE	1.147	.082	.810	.000

a. Dependent Variable: INT

1.2.Local Brand (Excelso) REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT PRE

/METHOD=ENTER BE.

Regression

Variables Entered/Removed ^b			
Model	Variables Entered	Variables Removed	Method
1	BE ^a		Enter

a. All requested variables entered.

b. Dependent Variable: PRE

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736 ^a	.542	.538	.83078

a. Predictors: (Constant), BE

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	84.204	1	84.204	122.000	.000 ^a
	Residual	71.091	103	.690		
	Total	155.295	104			

a. Predictors: (Constant), BE

b. Dependent Variable: PRE

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.298	.337		-.885	.378
	BE	1.096	.099	.736	11.045	.000

a. Dependent Variable: PRE

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT INT

/METHOD=ENTER BE.

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	BE ^a		Enter

a. All requested variables entered.

b. Dependent Variable: INT

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.745 ^a	.555	.551	.68789

a. Predictors: (Constant), BE

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60.876	1	60.876	128.648	.000 ^a
	Residual	48.739	103	.473		
	Total	109.615	104			

a. Predictors: (Constant), BE

b. Dependent Variable: INT

Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
-------	-----------------------------	---------------------------	---	------

		B	Std. Error	Beta		
1	(Constant)	.506	.279		1.815	.072
	BE	.932	.082	.745	11.342	.000

a. Dependent Variable: INT





1.1.Global Brand (Excelso)

		Descriptives							
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
AW	Private Employees	15	3.3113	1.12276	.28990	2.6896	3.9331	1.00	5.00
	Civil Servants	4	4.0825	.73925	.36963	2.9062	5.2588	3.00	4.67
	Entrepreneur	15	3.8007	1.01433	.26190	3.2389	4.3624	2.00	5.00
	Housewife	3	3.6667	.88444	.51063	1.4696	5.8637	3.00	4.67
	Students	68	3.3875	.98737	.11974	3.1485	3.6265	1.33	5.00
	Total	105	3.4701	1.00323	.09790	3.2759	3.6642	1.00	5.00
PQ	Private Employees	15	3.5340	.93293	.24088	3.0174	4.0506	2.00	5.00
	Civil Servants	4	4.3350	.60797	.30399	3.3676	5.3024	3.67	5.00
	Entrepreneur	15	3.9787	.96238	.24849	3.4457	4.5116	2.67	5.00
	Housewife	3	3.6667	.57735	.33333	2.2324	5.1009	3.00	4.00
	Students	68	3.5296	.96554	.11709	3.2958	3.7633	1.67	5.00
	Total	105	3.6290	.95085	.09279	3.4449	3.8130	1.67	5.00
LOY	Private Employees	15	3.9333	.65805	.16991	3.5689	4.2977	3.33	5.00
	Civil Servants	4	3.8300	.57735	.28868	2.9113	4.7487	3.33	4.33
	Entrepreneur	15	4.1553	.74452	.19223	3.7430	4.5676	3.00	5.00
	Housewife	3	3.7767	.69256	.39985	2.0563	5.4971	3.00	4.33
	Students	68	3.9168	.54791	.06644	3.7841	4.0494	3.00	5.00
	Total	105	3.9459	.59447	.05801	3.8309	4.0610	3.00	5.00

BE	Private	15	3.9553	.64100	.16551	3.6004	4.3103	3.00	5.00
	Employees								
	Civil Servants	4	4.0000	.54705	.27353	3.1295	4.8705	3.33	4.67
	Entrepreneur	15	4.2900	.56052	.14473	3.9796	4.6004	3.67	5.00
	Housewife	3	3.7767	.69256	.39985	2.0563	5.4971	3.00	4.33
	Students	68	3.9556	.61260	.07429	3.8073	4.1039	3.00	5.00
	Total	105	3.9999	.61023	.05955	3.8818	4.1180	3.00	5.00
PRE	Private	15	3.2887	1.18057	.30482	2.6349	3.9424	1.00	5.00
	Employees								
	Civil Servants	4	3.7500	.74113	.37056	2.5707	4.9293	3.00	4.67
	Entrepreneur	15	3.8667	1.06786	.27572	3.2753	4.4580	1.67	5.00
	Housewife	3	4.0033	.57735	.33333	2.5691	5.4376	3.67	4.67
	Students	68	3.3725	1.17950	.14304	3.0870	3.6580	1.00	5.00
	Total	105	3.4635	1.14214	.11146	3.2425	3.6846	1.00	5.00
INT	Private	15	3.6887	.90438	.23351	3.1878	4.1895	2.00	5.00
	Employees								
	Civil Servants	4	4.0825	.68840	.34420	2.9871	5.1779	3.33	5.00
	Entrepreneur	15	4.1113	.81312	.20995	3.6610	4.5616	3.00	5.00
	Housewife	3	3.6667	.87877	.50736	1.4837	5.8496	2.67	4.33
	Students	68	3.7649	.87943	.10665	3.5520	3.9777	2.00	5.00
	Total	105	3.8128	.86364	.08428	3.6456	3.9799	2.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
AW	Between Groups	4.097	4	1.024	1.018	.402
	Within Groups	100.575	100	1.006		
	Total	104.672	104			
PQ	Between Groups	4.640	4	1.160	1.298	.276
	Within Groups	89.389	100	.894		
	Total	94.029	104			
LOY	Between Groups	.858	4	.214	.597	.665
	Within Groups	35.896	100	.359		
	Total	36.754	104			
BE	Between Groups	1.575	4	.394	1.060	.380
	Within Groups	37.152	100	.372		
	Total	38.727	104			
PRE	Between Groups	4.662	4	1.166	.890	.473
	Within Groups	131.003	100	1.310		
	Total	135.665	104			
INT	Between Groups	2.079	4	.520	.689	.602
	Within Groups	75.491	100	.755		
	Total	77.570	104			

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for		Minimum	Maximum
						Mean			
						Lower Bound	Upper Bound		
AW	? Rp 1.500.000,00	32	3.0419	.93029	.16445	2.7065	3.3773	1.33	4.67
	Rp 1.500.000,00 - Rp 3.000.000,00	33	3.6570	.95287	.16587	3.3191	3.9948	1.33	5.00
	Rp 3.000.000,00 - Rp 4.500.000,00	20	3.6170	.92653	.20718	3.1834	4.0506	2.33	5.00
	? Rp 4.500.000,00	20	3.7000	1.12318	.25115	3.1743	4.2257	1.00	5.00
	Total	105	3.4701	1.00323	.09790	3.2759	3.6642	1.00	5.00
PQ	? Rp 1.500.000,00	32	3.1984	.86716	.15329	2.8858	3.5111	1.67	5.00
	Rp 1.500.000,00 - Rp 3.000.000,00	33	3.7579	.98293	.17111	3.4093	4.1064	1.67	5.00
	Rp 3.000.000,00 - Rp 4.500.000,00	20	3.8000	.91970	.20565	3.3696	4.2304	2.00	5.00
	? Rp 4.500.000,00	20	3.9340	.88270	.19738	3.5209	4.3471	2.33	5.00
	Total	105	3.6290	.95085	.09279	3.4449	3.8130	1.67	5.00
LOY	? Rp 1.500.000,00	32	3.7291	.49745	.08794	3.5497	3.9084	3.00	5.00
	Rp 1.500.000,00 - Rp 3.000.000,00	33	4.0909	.60274	.10492	3.8772	4.3046	3.00	5.00
	Rp 3.000.000,00 - Rp 4.500.000,00	20	3.9840	.54588	.12206	3.7285	4.2395	3.00	5.00
	? Rp 4.500.000,00	20	4.0155	.70602	.15787	3.6851	4.3459	3.33	5.00
	Total	105	3.9459	.59447	.05801	3.8309	4.0610	3.00	5.00
BE	? Rp 1.500.000,00	32	3.7706	.48308	.08540	3.5965	3.9448	3.00	4.67
	Rp 1.500.000,00 - Rp 3.000.000,00	33	4.0703	.69145	.12037	3.8251	4.3155	3.00	5.00

PRE	Rp 3.000.000,00 - Rp 4.500.000,00	20	4.0660	.61813	.13822	3.7767	4.3553	3.00	5.00
	? Rp 4.500.000,00	20	4.1845	.57671	.12896	3.9146	4.4544	3.00	5.00
	Total	105	3.9999	.61023	.05955	3.8818	4.1180	3.00	5.00
	? Rp 1.500.000,00	32	3.0519	1.03319	.18264	2.6794	3.4244	1.00	4.33
	Rp 1.500.000,00 - Rp 3.000.000,00	33	3.5452	1.22199	.21272	3.1119	3.9784	1.00	5.00
	Rp 3.000.000,00 - Rp 4.500.000,00	20	3.7175	1.05530	.23597	3.2236	4.2114	1.67	5.00
	? Rp 4.500.000,00	20	3.7335	1.15256	.25772	3.1941	4.2729	1.00	5.00
	Total	105	3.4635	1.14214	.11146	3.2425	3.6846	1.00	5.00
	? Rp 1.500.000,00	32	3.3856	.85579	.15128	3.0771	3.6942	2.00	4.67
	Rp 1.500.000,00 - Rp 3.000.000,00	33	4.0300	.76579	.13331	3.7585	4.3015	2.00	5.00
INT	Rp 3.000.000,00 - Rp 4.500.000,00	20	3.9005	.81757	.18281	3.5179	4.2831	2.33	5.00
	? Rp 4.500.000,00	20	4.0500	.88036	.19685	3.6380	4.4620	2.00	5.00
	Total	105	3.8128	.86364	.08428	3.6456	3.9799	2.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
AW	Between Groups	8.509	3	2.836	2.979	.035

	Within Groups	96.163	101	.952		
	Total	104.672	104			
	Between Groups	8.926	3	2.975	3.531	.018
PQ	Within Groups	85.103	101	.843		
	Total	94.029	104			
	Between Groups	2.324	3	.775	2.273	.085
LOY	Within Groups	34.429	101	.341		
	Total	36.754	104			
	Between Groups	2.615	3	.872	2.438	.069
BE	Within Groups	36.113	101	.358		
	Total	38.727	104			
	Between Groups	8.390	3	2.797	2.219	.090
PRE	Within Groups	127.275	101	1.260		
	Total	135.665	104			
	Between Groups	8.675	3	2.892	4.239	.007
INT	Within Groups	68.895	101	.682		
	Total	77.570	104			

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		

AW	< 1x sebulan	42	3.0243	1.04259	.16087	2.6994	3.3492	1.00	5.00
	1-2x sebulan	35	3.7240	.91353	.15441	3.4102	4.0378	1.33	5.00
	3x sebulan	12	4.0283	.83469	.24095	3.4980	4.5587	2.67	5.00
	> 3x sebulan	16	3.6663	.77927	.19482	3.2510	4.0815	2.67	5.00
	Total	105	3.4701	1.00323	.09790	3.2759	3.6642	1.00	5.00
PQ	< 1x sebulan	42	3.3333	.98217	.15155	3.0273	3.6394	1.67	5.00
	1-2x sebulan	35	3.8006	.93255	.15763	3.4802	4.1209	1.67	5.00
	3x sebulan	12	3.9733	.90277	.26061	3.3997	4.5469	2.67	5.00
	> 3x sebulan	16	3.7713	.79566	.19892	3.3473	4.1952	2.67	5.00
	Total	105	3.6290	.95085	.09279	3.4449	3.8130	1.67	5.00
LOY	< 1x sebulan	42	3.7700	.50848	.07846	3.6115	3.9285	3.00	5.00
	1-2x sebulan	35	4.1046	.58197	.09837	3.9047	4.3045	3.00	5.00
	3x sebulan	12	4.2775	.56554	.16326	3.9182	4.6368	3.33	5.00
	> 3x sebulan	16	3.8119	.69913	.17478	3.4393	4.1844	3.00	5.00
	Total	105	3.9459	.59447	.05801	3.8309	4.0610	3.00	5.00
BE	< 1x sebulan	42	3.7852	.56075	.08653	3.6105	3.9600	3.00	5.00
	1-2x sebulan	35	4.0383	.65104	.11005	3.8146	4.2619	3.00	5.00
	3x sebulan	12	4.5833	.38020	.10975	4.3418	4.8249	4.00	5.00
	> 3x sebulan	16	4.0419	.49895	.12474	3.7760	4.3077	3.00	5.00
	Total	105	3.9999	.61023	.05955	3.8818	4.1180	3.00	5.00
PRE	< 1x sebulan	42	3.0717	1.22242	.18862	2.6907	3.4526	1.00	5.00
	1-2x sebulan	35	3.5809	1.10024	.18597	3.2029	3.9588	1.00	5.00
	3x sebulan	12	4.1383	1.01997	.29444	3.4903	4.7864	2.33	5.00
	> 3x sebulan	16	3.7294	.74254	.18564	3.3337	4.1250	2.67	5.00
	Total	105	3.4635	1.14214	.11146	3.2425	3.6846	1.00	5.00
INT	< 1x sebulan	42	3.4129	.93132	.14371	3.1226	3.7031	2.00	5.00
	1-2x sebulan	35	4.0286	.72026	.12175	3.7812	4.2760	2.00	5.00
	3x sebulan	12	4.3042	.67367	.19447	3.8761	4.7322	3.00	5.00

> 3x sebulan	16	4.0219	.70402	.17600	3.6467	4.3970	2.67	5.00
Total	105	3.8128	.86364	.08428	3.6456	3.9799	2.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
AW	Between Groups	14.959	3	4.986	5.614	.001
	Within Groups	89.713	101	.888		
	Total	104.672	104			
PQ	Between Groups	6.448	3	2.149	2.479	.065
	Within Groups	87.581	101	.867		
	Total	94.029	104			
LOY	Between Groups	3.788	3	1.263	3.868	.012
	Within Groups	32.966	101	.326		
	Total	36.754	104			
BE	Between Groups	6.100	3	2.033	6.294	.001
	Within Groups	32.627	101	.323		
	Total	38.727	104			
PRE	Between Groups	13.526	3	4.509	3.728	.014
	Within Groups	122.139	101	1.209		
	Total	135.665	104			
INT	Between Groups	11.944	3	3.981	6.127	.001
	Within Groups	65.626	101	.650		
	Total	77.570	104			



1.2. Local Brand (Excelso)

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval		Minimu m	Maximu m
						for Mean			
						Lower Bound	Upper Bound		
AW	Private Employees	49	3.4626	.87617	.12517	3.2109	3.7142	1.33	5.00
	Civil Servants	5	3.0000	1.87083	.83666	1.6771	5.3229	1.00	5.00
	Entrepreneur	16	3.8958	1.03078	.25769	3.3466	4.4451	2.33	5.00
	Housewife	2	3.3333	.94281	.66667	-5.1375	11.8041	2.67	4.00
	Students	33	3.6970	1.08129	.18823	3.3136	4.0804	1.00	5.00
	Total	105	3.5778	1.02664	.10019	3.3791	3.7765	1.00	5.00
PQ	Private Employees	49	3.0000	.20412	.02916	2.9414	3.0586	2.67	3.33
	Civil Servants	5	3.0667	.14907	.06667	2.8816	3.2518	3.00	3.33
	Entrepreneur	16	3.0417	.20638	.05159	2.9317	3.1516	2.67	3.33
	Housewife	2	3.0000	.47140	.33333	-1.2354	7.2354	2.67	3.33
	Students	33	3.1414	.18690	.03254	3.0751	3.2077	2.67	3.33
	Total	105	3.0540	.20736	.02024	3.0138	3.0941	2.67	3.33
ASO	Private Employees	49	4.1684	.40629	.05804	4.0517	4.2851	3.25	5.00
	Civil Servants	5	4.3500	.74162	.33166	3.4292	5.2708	3.25	5.00
	Entrepreneur	16	4.5625	.32275	.08069	4.3905	4.7345	4.00	5.00
	Housewife	2	4.1250	.17678	.12500	2.5367	5.7133	4.00	4.25
	Students	33	4.2348	.44167	.07689	4.0782	4.3915	3.25	5.00
	Total	105	4.2571	.43778	.04272	4.1724	4.3419	3.25	5.00

LOY	Private	49	3.3265	.91664	.13095	3.0632	3.5898	1.00	5.00
	Employees								
	Civil Servants	5	2.9333	1.78575	.79861	.7160	5.1506	1.00	4.67
	Entrepreneur	16	3.8958	1.03078	.25769	3.3466	4.4451	2.33	5.00
	Housewife	2	3.1667	1.17851	.83333	-7.4218	13.7552	2.33	4.00
	Students	33	3.3535	1.18714	.20665	2.9326	3.7745	1.00	5.00
	Total	105	3.4000	1.07854	.10525	3.1913	3.6087	1.00	5.00
BE	Private	49	3.0952	.79057	.11294	2.8682	3.3223	2.33	4.67
	Employees								
	Civil Servants	5	3.5333	.80277	.35901	2.5366	4.5301	2.67	4.33
	Entrepreneur	16	3.5417	.83333	.20833	3.0976	3.9857	2.33	4.67
	Housewife	2	3.3333	.94281	.66667	-5.1375	11.8041	2.67	4.00
	Students	33	3.4343	.83535	.14542	3.1381	3.7305	2.33	4.67
	Total	105	3.2952	.82082	.08010	3.1364	3.4541	2.33	4.67
PRE	Private	49	3.1293	1.07543	.15363	2.8204	3.4382	1.00	5.00
	Employees								
	Civil Servants	5	3.1333	1.98046	.88569	.6743	5.5924	1.00	5.00
	Entrepreneur	16	3.7292	1.19393	.29848	3.0930	4.3654	2.00	5.00
	Housewife	2	3.0000	1.41421	1.00000	-9.7062	15.7062	2.00	4.00
	Students	33	3.4343	1.31626	.22913	2.9676	3.9011	1.00	5.00
	Total	105	3.3143	1.22198	.11925	3.0778	3.5508	1.00	5.00
INT	Private	49	3.4626	.87617	.12517	3.2109	3.7142	1.33	5.00
	Employees								
	Civil Servants	5	3.0000	1.87083	.83666	.6771	5.3229	1.00	5.00
	Entrepreneur	16	3.8958	1.03078	.25769	3.3466	4.4451	2.33	5.00
	Housewife	2	3.3333	.94281	.66667	-5.1375	11.8041	2.67	4.00
	Students	33	3.6970	1.08129	.18823	3.3136	4.0804	1.00	5.00
	Total	105	3.5778	1.02664	.10019	3.3791	3.7765	1.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
AW	Between Groups	4.526	4	1.132	1.077	.372
	Within Groups	105.089	100	1.051		
	Total	109.615	104			
PQ	Between Groups	.404	4	.101	2.484	.048
	Within Groups	4.068	100	.041		
	Total	4.472	104			
ASO	Between Groups	1.972	4	.493	2.746	.032
	Within Groups	17.960	100	.180		
	Total	19.932	104			
LOY	Between Groups	5.467	4	1.367	1.183	.323
	Within Groups	115.511	100	1.155		
	Total	120.978	104			
BE	Between Groups	3.857	4	.964	1.456	.221
	Within Groups	66.213	100	.662		
	Total	70.070	104			
PRE	Between Groups	5.269	4	1.317	.878	.480
	Within Groups	150.027	100	1.500		
	Total	155.295	104			
INT	Between Groups	4.526	4	1.132	1.077	.372
	Within Groups	105.089	100	1.051		
	Total	109.615	104			

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval		Minimu m	Maximu m
						for Mean			
						Lower Bound	Upper Bound		
AW	? Rp 1.500.000,00	17	3.7255	1.04904	.25443	3.1861	4.2649	1.00	5.00
	Rp 1.500.000,00 - Rp 3.000.000,00	20	3.8833	1.12533	.25163	3.3567	4.4100	1.00	5.00
	Rp 3.000.000,00 - Rp 4.500.000,00	17	3.8824	.92752	.22496	3.4055	4.3592	2.67	5.00
	? Rp 4.500.000,00	51	3.3072	.96573	.13523	3.0356	3.5788	1.00	5.00
	Total	105	3.5778	1.02664	.10019	3.3791	3.7765	1.00	5.00
PQ	? Rp 1.500.000,00	17	3.1176	.16420	.03982	3.0332	3.2021	3.00	3.33
	Rp 1.500.000,00 - Rp 3.000.000,00	20	3.1333	.22685	.05073	3.0272	3.2395	2.67	3.33
	Rp 3.000.000,00 - Rp 4.500.000,00	17	3.0588	.21198	.05141	2.9498	3.1678	2.67	3.33
	? Rp 4.500.000,00	51	3.0000	.20000	.02801	2.9437	3.0563	2.67	3.33
	Total	105	3.0540	.20736	.02024	3.0138	3.0941	2.67	3.33
ASO	? Rp 1.500.000,00	17	4.3088	.43776	.10617	4.0837	4.5339	3.50	5.00
	Rp 1.500.000,00 - Rp 3.000.000,00	20	4.2625	.40939	.09154	4.0709	4.4541	3.25	5.00
	Rp 3.000.000,00 - Rp 4.500.000,00	17	4.3382	.55157	.13378	4.0546	4.6218	3.25	5.00
	? Rp 4.500.000,00	51	4.2108	.41344	.05789	4.0945	4.3271	3.25	5.00
	Total	105	4.2571	.43778	.04272	4.1724	4.3419	3.25	5.00
LOY	? Rp 1.500.000,00	17	3.2353	1.28433	.31150	2.5750	3.8956	1.00	5.00
	Rp 1.500.000,00 - Rp 3.000.000,00	20	3.6500	1.13155	.25302	3.1204	4.1796	1.67	5.00

	Rp 3.000.000,00 -	17	3.7059	.94929	.23024	3.2178	4.1940	2.33	5.00
	Rp 4.500.000,00								
	? Rp 4.500.000,00	51	3.2549	1.01453	.14206	2.9696	3.5402	1.00	5.00
	Total	105	3.4000	1.07854	.10525	3.1913	3.6087	1.00	5.00
	? Rp 1.500.000,00	17	3.2745	.89159	.21624	2.8161	3.7329	2.33	4.67
	Rp 1.500.000,00 -	20	3.6500	.83403	.18650	3.2597	4.0403	2.33	4.67
	Rp 3.000.000,00								
BE	Rp 3.000.000,00 -	17	3.3922	.76590	.18576	2.9984	3.7859	2.33	4.67
	Rp 4.500.000,00								
	? Rp 4.500.000,00	51	3.1307	.78338	.10969	2.9104	3.3510	2.33	4.67
	Total	105	3.2952	.82082	.08010	3.1364	3.4541	2.33	4.67
	? Rp 1.500.000,00	17	3.5882	1.22207	.29640	2.9599	4.2166	1.00	5.00
	Rp 1.500.000,00 -	20	3.5667	1.33377	.29824	2.9424	4.1909	1.00	5.00
	Rp 3.000.000,00								
PRE	Rp 3.000.000,00 -	17	3.5294	1.25863	.30526	2.8823	4.1765	1.00	5.00
	Rp 4.500.000,00								
	? Rp 4.500.000,00	51	3.0523	1.14382	.16017	2.7306	3.3740	1.00	5.00
	Total	105	3.3143	1.22198	.11925	3.0778	3.5508	1.00	5.00
	? Rp 1.500.000,00	17	3.7255	1.04904	.25443	3.1861	4.2649	1.00	5.00
	Rp 1.500.000,00 -	20	3.8833	1.12533	.25163	3.3567	4.4100	1.00	5.00
	Rp 3.000.000,00								
INT	Rp 3.000.000,00 -	17	3.8824	.92752	.22496	3.4055	4.3592	2.67	5.00
	Rp 4.500.000,00								
	? Rp 4.500.000,00	51	3.3072	.96573	.13523	3.0356	3.5788	1.00	5.00
	Total	105	3.5778	1.02664	.10019	3.3791	3.7765	1.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
AW	Between Groups	7.549	3	2.516	2.490	.065
	Within Groups	102.065	101	1.011		
	Total	109.615	104			
PQ	Between Groups	.344	3	.115	2.804	.044
	Within Groups	4.128	101	.041		
	Total	4.472	104			
ASO	Between Groups	.267	3	.089	.458	.712
	Within Groups	19.665	101	.195		
	Total	19.932	104			
LOY	Between Groups	4.375	3	1.458	1.263	.291
	Within Groups	116.602	101	1.154		
	Total	120.978	104			
BE	Between Groups	4.065	3	1.355	2.073	.108
	Within Groups	66.005	101	.654		
	Total	70.070	104			
PRE	Between Groups	6.837	3	2.279	1.551	.206
	Within Groups	148.458	101	1.470		
	Total	155.295	104			
INT	Between Groups	7.549	3	2.516	2.490	.065
	Within Groups	102.065	101	1.011		
	Total	109.615	104			

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	Minimum	Maximum

					Lower Bound	Upper Bound			
AW	< 1x sebulan	45	3.3185	1.17412	.17503	2.9658	3.6713	1.00	5.00
	1-2x sebulan	37	3.9459	.89067	.14643	3.6490	4.2429	1.00	5.00
	3x sebulan	7	3.6667	1.01835	.38490	2.7248	4.6085	2.33	5.00
	> 3x sebulan	16	3.4167	.61464	.15366	3.0892	3.7442	2.00	4.33
	Total	105	3.5778	1.02664	.10019	3.3791	3.7765	1.00	5.00
PQ	< 1x sebulan	45	3.0296	.21108	.03147	2.9662	3.0930	2.67	3.33
	1-2x sebulan	37	3.0901	.21729	.03572	3.0176	3.1625	2.67	3.33
	3x sebulan	7	3.0000	.00000	.00000	3.0000	3.0000	3.00	3.00
	> 3x sebulan	16	3.0625	.21837	.05459	2.9461	3.1789	2.67	3.33
	Total	105	3.0540	.20736	.02024	3.0138	3.0941	2.67	3.33
ASO	< 1x sebulan	45	4.2389	.44260	.06598	4.1059	4.3719	3.25	5.00
	1-2x sebulan	37	4.3176	.42348	.06962	4.1764	4.4588	3.75	5.00
	3x sebulan	7	4.4286	.44987	.17003	4.0125	4.8446	4.00	5.00
	> 3x sebulan	16	4.0938	.43661	.10915	3.8611	4.3264	3.50	5.00
	Total	105	4.2571	.43778	.04272	4.1724	4.3419	3.25	5.00
LOY	< 1x sebulan	45	3.1111	1.14812	.17115	2.7662	3.4560	1.00	5.00
	1-2x sebulan	37	3.8018	.93775	.15417	3.4891	4.1145	1.00	5.00
	3x sebulan	7	3.3810	1.41981	.53664	2.0678	4.6941	1.00	5.00
	> 3x sebulan	16	3.2917	.78764	.19691	2.8720	3.7114	1.67	4.33
	Total	105	3.4000	1.07854	.10525	3.1913	3.6087	1.00	5.00
BE	< 1x sebulan	45	3.1556	.79328	.11826	2.9172	3.3939	2.33	4.67
	1-2x sebulan	37	3.6396	.81414	.13384	3.3682	3.9111	2.33	4.67
	3x sebulan	7	3.0476	.80343	.30367	2.3046	3.7907	2.33	4.00
	> 3x sebulan	16	3.0000	.70972	.17743	2.6218	3.3782	2.33	4.00
	Total	105	3.2952	.82082	.08010	3.1364	3.4541	2.33	4.67
PRE	< 1x sebulan	45	2.9630	1.23751	.18448	2.5912	3.3348	1.00	5.00
	1-2x sebulan	37	3.7658	1.04191	.17129	3.4184	4.1132	1.00	5.00

	3x sebulan	7	3.6190	1.49603	.56544	2.2355	5.0026	1.00	5.00
	> 3x sebulan	16	3.1250	1.18556	.29639	2.4933	3.7567	1.00	5.00
	Total	105	3.3143	1.22198	.11925	3.0778	3.5508	1.00	5.00
	< 1x sebulan	45	3.3185	1.17412	.17503	2.9658	3.6713	1.00	5.00
	1-2x sebulan	37	3.9459	.89067	.14643	3.6490	4.2429	1.00	5.00
INT	3x sebulan	7	3.6667	1.01835	.38490	2.7248	4.6085	2.33	5.00
	> 3x sebulan	16	3.4167	.61464	.15366	3.0892	3.7442	2.00	4.33
	Total	105	3.5778	1.02664	.10019	3.3791	3.7765	1.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
AW	Between Groups	8.511	3	2.837	2.834	.042
	Within Groups	101.104	101	1.001		
	Total	109.615	104			
PQ	Between Groups	.096	3	.032	.742	.529
	Within Groups	4.375	101	.043		
	Total	4.472	104			
ASO	Between Groups	.783	3	.261	1.377	.254
	Within Groups	19.149	101	.190		
	Total	19.932	104			
LOY	Between Groups	9.919	3	3.306	3.007	.034
	Within Groups	111.058	101	1.100		
	Total	120.978	104			
BE	Between Groups	7.091	3	2.364	3.790	.013
	Within Groups	62.979	101	.624		

	Total	70.070	104			
	Between Groups	14.320	3	4.773	3.420	.020
PRE	Within Groups	140.976	101	1.396		
	Total	155.295	104			
	Between Groups	8.511	3	2.837	2.834	.042
INT	Within Groups	101.104	101	1.001		
	Total	109.615	104			

