

BAB V PENUTUP

5.1. Kesimpulan

Berdasarkan hasil analisis data yang telah dilakukan dan dijelaskan pada bab IV, maka kesimpulan yang dapat diambil dari penelitian ini adalah sebagai berikut:

1. Kesadaran merek memengaruhi loyalitas merek.
2. Kesadaran merek memengaruhi niat beli.
3. Asosiasi merek memengaruhi loyalitas merek.
4. Asosiasi merek memengaruhi niat beli.
5. Persepsi kualitas memengaruhi loyalitas merek.
6. Persepsi kualitas tidak memengaruhi niat beli.
7. Loyalitas merek memengaruhi niat beli.
8. Loyalitas merek memediasi pengaruh kesadaran merek terhadap dan niat beli.
9. Loyalitas merek memediasi pengaruh asosiasi merek terhadap niat beli.
10. Loyalitas merek memediasi pengaruh persepsi kualitas terhadap niat beli.

5.2. Implikasi Manajerial

Berdasarkan penelitian yang telah dilakukan, penulis berharap penelitian ini dapat berguna bagi Mie Gacoan untuk meningkatkan niat beli dan loyalitas merek. Adapun implikasi manajerial yang dapat penulis berikan yaitu:

1. Kesadaran merek Mie Gacoan menjadi variabel yang memengaruhi niat beli dan loyalitas merek konsumen. Oleh karena itu penting bagi Mie Gacoan untuk meningkatkan kesadaran merek Mie Gacoan dengan memperkenalkan kembali kepada konsumen mengenai logo, warna, dan atribut lain dari Mie Gacoan. Hal ini bertujuan supaya konsumen dapat semakin mengetahui persis produk apa yang dijual Mie Gacoan dan dapat dengan mudah mengenal merek Mie Gacoan ketika sedang memikirkan

makanan mie pedas, sehingga mampu meningkatkan loyalitas merek dan niat beli konsumen Mie Gacoan.

2. Asosiasi merek Mie Gacoan menjadi variabel yang memengaruhi niat beli dan loyalitas merek konsumen. Oleh karena itu penting bagi Mie Gacoan untuk meningkatkan lagi asosiasi merek dengan mempertahankan konsep unik Mie Gacoan yang menawarkan produk mie pedas dengan level/tingkat kepedasan yang bisa ditentukan oleh konsumen. Nama menu makanan dan minuman yang menarik dan mengandung makna dari nama permainan tradisional di Indonesia juga dapat membantu konsumen untuk mengingat karakter Mie Gacoan. Selain itu sebaiknya Mie Gacoan dapat selalu menyediakan produk berkualitas tinggi dengan harga yang terjangkau sehingga konsumen merasa bergengsi ketika makan di Mie Gacoan. Hal-hal tersebut dapat membuat konsumen selalu ingat akan Mie Gacoan, sehingga dapat mempertahankan dan meningkatkan loyalitas merek dan niat beli konsumen dalam jangka panjang.
3. Persepsi kualitas Mie Gacoan menjadi variabel yang memengaruhi loyalitas merek konsumen. Oleh karena itu penting bagi Mie Gacoan untuk meningkatkan layanan Mie Gacoan yang sudah dinilai sangat baik oleh konsumen. Selain itu Mie Gacoan juga perlu mempertahankan layanan internet gratis atau fasilitas Wi-Fi yang menjadi alasan bagi pelanggan untuk membeli produk Mie Gacoan secara konsisten.
4. Loyalitas merek Mie Gacoan menjadi variabel yang memengaruhi niat beli konsumen. Oleh karena itu penting bagi Mie Gacoan untuk meningkatkan kembali loyalitas merek dengan mengutamakan kepuasan pelanggan baik dari cara penyajian, tingkat kepedasan, maupun rasa mie-nya. Hal ini akan membuat konsumen memiliki komitmen dan menunjukkan sikap positif terhadap Mie Gacoan sehingga akan terus melakukan pembelian di masa yang akan datang.

5.3. Kelemahan Penelitian

Berdasarkan hasil analisis data, terdapat beberapa kelemahan pada penelitian ini yang dapat menjadi pertimbangan untuk penelitian selanjutnya antara lain:

1. Penelitian ini memiliki nilai Cronbach's Alpha 0,5.
2. Penelitian ini memiliki koefisien determinasi R^2 rendah.
3. Penelitian ini hanya menggunakan *profiling* dan analisis deskriptif jenis kelamin pada responden.

5.4. Saran untuk Penelitian Berikutnya

Berdasarkan hasil analisis pada penelitian ini, saran untuk penelitian selanjutnya adalah sebagai berikut:

1. Menggunakan nilai Cronbach's Alpha 0,6 untuk pengujian yang lebih reliabel.
2. Meningkatkan koefisien determinasi R^2 untuk hasil penelitian yang lebih signifikan.
3. Menggunakan *profiling* dan deskripsi usia terhadap responden.

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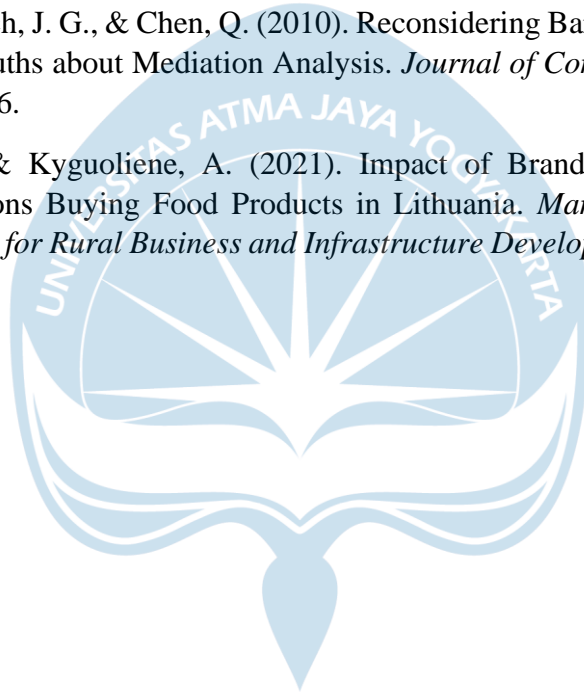
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LAMPIRAN I KUESIONER

Bagian 1

Pertanyaan Filter:

Apakah Anda mengetahui Mie Gacoan?

Ya Tidak

Apakah Anda pernah membeli Mie Gacoan?

Ya Tidak

Pertanyaan Profiling:

Jenis Kelamin:

Laki-laki Perempuan

Keterangan Skala:

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

Bagian 2: Pernyataan Variabel Penelitian

No.	Pernyataan	Skala				
		1	2	3	4	5
Kesadaran Merek						
1.	Kemasan makanan Mie Gacoan sangat menarik					
2.	Saya tahu arti dibalik nama Mie Gacoan					
3.	Saya tahu persis apa yang dijual Mie Gacoan					
4.	Setiap kali saya memikirkan mie pedas, saya langsung memikirkan Mie Gacoan					
5.	Saya tahu logo, warna, dan atribut lain dari Mie Gacoan					
Asosiasi Merek						
1.	Saya merasa bergengsi saat makan dan berbelanja di Mie Gacoan					

2.	Saya sangat menyukai konsep unik dari Mie Gacoan yang menawarkan produk mie pedas					
3.	Saya yakin bahwa Mie Gacoan selalu menyediakan produk berkualitas tinggi dengan harga terjangkau					
Persepsi Kualitas		1	2	3	4	5
1.	Mie Gacoan memiliki identitas yang kuat					
2.	Layanan Mie Gacoan sangat baik					
3.	Mie Gacoan menyediakan fasilitas Wi-Fi					
4.	Layanan internet gratis dari Mie Gacoan menjadi alasan lain bagi saya untuk membeli produk mereka					
Loyalitas Merek		1	2	3	4	5
1.	Tidak ada merek mie lain yang menawarkan mie pedas dengan level tertentu					
2.	Saya tidak akan terpengaruh oleh isu-isu negatif tentang Mie Gacoan					
3.	Saya puas dengan produk Mie Gacoan dari segi cara penyajian produk, tingkat kepedasan, dan rasa mie-nya					
4.	Saya tidak keberatan membeli produk di Mie Gacoan dengan harga berapapun yang ditawarkan					
Niat Beli		1	2	3	4	5
1.	Saya suka makan produk apapun dari Mie Gacoan					
2.	Saya pasti makan produk Mie Gacoan seminggu sekali					
3.	Saya telah mendengar bahwa ada gerai Mie Gacoan baru di dekat universitas saya, dan saya ingin sekali mencoba dan membeli produknya karena lokasinya yang mudah dijangkau					

LAMPIRAN II
PROFILING RESPONDEN

No.	Cap Waktu	Apakah Anda mengetahui Mie Gacoan?	Apakah Anda pernah membeli Mie Gacoan?	Jenis Kelamin
1	3/23/2023 17:15:09	Ya	Ya	Perempuan
2	3/23/2023 19:59:42	Ya	Ya	Perempuan
3	3/25/2023 18:03:20	Ya	Ya	Perempuan
4	3/25/2023 18:20:55	Ya	Ya	Perempuan
5	3/25/2023 18:24:16	Ya	Ya	Perempuan
6	3/25/2023 18:24:49	Ya	Ya	Perempuan
7	3/25/2023 18:26:03	Ya	Ya	Perempuan
8	3/25/2023 18:26:07	Ya	Ya	Perempuan
9	3/25/2023 18:26:56	Ya	Ya	Laki-laki
10	3/25/2023 18:27:56	Ya	Ya	Perempuan
11	3/25/2023 18:27:59	Ya	Ya	Perempuan
12	3/25/2023 18:32:31	Ya	Ya	Perempuan
13	3/25/2023 18:32:33	Ya	Ya	Perempuan
14	3/25/2023 18:32:52	Ya	Ya	Perempuan
15	3/25/2023 18:33:43	Ya	Ya	Perempuan
16	3/25/2023 18:36:29	Ya	Ya	Perempuan
17	3/25/2023 18:37:33	Ya	Ya	Perempuan
18	3/25/2023 18:42:20	Ya	Ya	Perempuan
19	3/25/2023 18:48:52	Ya	Ya	Perempuan
20	3/25/2023 18:58:30	Ya	Ya	Perempuan
21	3/25/2023 19:03:09	Ya	Ya	Perempuan
22	3/25/2023 19:09:03	Ya	Ya	Laki-laki
23	3/25/2023 19:33:10	Ya	Ya	Perempuan
24	3/25/2023 19:37:54	Ya	Ya	Perempuan
25	3/25/2023 20:09:10	Ya	Ya	Perempuan
26	3/25/2023 20:38:18	Ya	Ya	Perempuan
27	3/25/2023 20:39:57	Ya	Ya	Perempuan
28	3/25/2023 20:47:58	Ya	Ya	Perempuan
29	3/25/2023 20:48:04	Ya	Ya	Perempuan
30	3/25/2023 20:51:00	Ya	Ya	Perempuan
31	3/25/2023 21:07:49	Ya	Ya	Perempuan
32	3/25/2023 21:17:13	Ya	Ya	Laki-laki
33	3/25/2023 21:20:55	Ya	Ya	Perempuan
34	3/25/2023 21:46:37	Ya	Ya	Perempuan

No.	Cap Waktu	Apakah Anda mengetahui Mie Gacoan?	Apakah Anda pernah membeli Mie Gacoan?	Jenis Kelamin
35	3/25/2023 22:01:11	Ya	Ya	Perempuan
36	3/25/2023 22:13:36	Ya	Ya	Laki-laki
37	3/25/2023 23:16:54	Ya	Ya	Perempuan
38	3/26/2023 0:36:34	Ya	Ya	Laki-laki
39	3/26/2023 5:10:20	Ya	Ya	Perempuan
40	3/26/2023 8:13:08	Ya	Ya	Perempuan
41	3/26/2023 10:34:24	Ya	Ya	Perempuan
42	3/26/2023 11:25:46	Ya	Ya	Perempuan
43	3/26/2023 12:07:54	Ya	Ya	Laki-laki
44	3/26/2023 12:24:46	Ya	Ya	Laki-laki
45	3/26/2023 14:48:53	Ya	Ya	Perempuan
46	3/26/2023 14:52:28	Ya	Ya	Perempuan
47	3/26/2023 14:54:41	Ya	Ya	Laki-laki
48	3/26/2023 15:27:13	Ya	Ya	Perempuan
49	3/26/2023 16:37:04	Ya	Ya	Perempuan
50	3/26/2023 16:54:57	Ya	Ya	Laki-laki
51	3/26/2023 20:26:57	Ya	Ya	Perempuan
52	3/27/2023 5:26:48	Ya	Ya	Perempuan
53	3/27/2023 9:03:38	Ya	Ya	Perempuan
54	3/27/2023 11:46:51	Ya	Ya	Perempuan
55	3/27/2023 13:40:35	Ya	Ya	Laki-laki
56	3/28/2023 11:50:25	Ya	Ya	Perempuan
57	3/28/2023 18:35:29	Ya	Tidak	
58	3/28/2023 18:59:06	Ya	Ya	Laki-laki
59	3/28/2023 19:03:20	Ya	Ya	Perempuan
60	3/28/2023 19:05:44	Ya	Ya	Perempuan
61	3/28/2023 19:10:53	Ya	Ya	Perempuan
62	3/28/2023 19:24:25	Ya	Ya	Laki-laki
63	3/28/2023 19:25:58	Ya	Ya	Perempuan
64	3/28/2023 19:27:56	Ya	Ya	Perempuan
65	3/28/2023 19:59:38	Ya	Ya	Laki-laki
66	3/28/2023 22:36:31	Ya	Ya	Perempuan
67	3/29/2023 9:54:38	Ya	Ya	Laki-laki
68	3/29/2023 10:19:55	Ya	Ya	Laki-laki
69	3/29/2023 10:28:52	Ya	Tidak	
70	3/29/2023 10:31:41	Ya	Ya	Laki-laki

No.	Cap Waktu	Apakah Anda mengetahui Mie Gacoan?	Apakah Anda pernah membeli Mie Gacoan?	Jenis Kelamin
71	3/29/2023 10:44:17	Ya	Ya	Laki-laki
72	3/29/2023 10:47:41	Ya	Ya	Laki-laki
73	3/29/2023 10:48:19	Ya	Ya	Laki-laki
74	3/29/2023 10:57:51	Ya	Ya	Laki-laki
75	3/29/2023 11:38:50	Ya	Ya	Perempuan
76	3/29/2023 11:47:11	Ya	Ya	Perempuan
77	3/29/2023 12:01:10	Ya	Ya	Perempuan
78	3/29/2023 12:15:41	Ya	Ya	Laki-laki
79	3/29/2023 12:18:51	Ya	Ya	Perempuan
80	3/29/2023 12:20:38	Ya	Ya	Perempuan
81	3/29/2023 12:45:40	Ya	Ya	Perempuan
82	3/29/2023 12:45:50	Ya	Ya	Perempuan
83	3/29/2023 13:51:15	Ya	Ya	Perempuan
84	3/29/2023 14:14:05	Ya	Ya	Perempuan
85	3/29/2023 14:19:01	Ya	Tidak	
86	3/29/2023 15:22:54	Ya	Ya	Perempuan
87	3/29/2023 15:23:46	Ya	Ya	Perempuan
88	3/29/2023 15:26:18	Ya	Ya	Perempuan
89	3/29/2023 15:41:32	Ya	Ya	Laki-laki
90	3/29/2023 15:50:00	Ya	Ya	Perempuan
91	3/29/2023 16:02:20	Ya	Ya	Perempuan
92	3/29/2023 16:04:56	Ya	Ya	Laki-laki
93	3/29/2023 16:21:13	Ya	Ya	Perempuan
94	3/29/2023 16:31:27	Ya	Ya	Perempuan
95	3/29/2023 16:36:18	Ya	Ya	Perempuan
96	3/29/2023 16:36:24	Ya	Ya	Laki-laki
97	3/29/2023 16:37:30	Ya	Ya	Laki-laki
98	3/29/2023 16:56:13	Ya	Ya	Perempuan
99	3/29/2023 17:00:51	Ya	Ya	Laki-laki
100	3/29/2023 17:03:10	Ya	Ya	Laki-laki
101	3/29/2023 17:05:47	Ya	Ya	Laki-laki
102	3/29/2023 17:53:06	Ya	Tidak	
103	3/29/2023 17:59:52	Ya	Ya	Perempuan
104	3/29/2023 18:49:15	Ya	Ya	Perempuan
105	3/29/2023 19:02:03	Ya	Ya	Perempuan
106	3/29/2023 19:03:51	Ya	Ya	Perempuan

No.	Cap Waktu	Apakah Anda mengetahui Mie Gacoan?	Apakah Anda pernah membeli Mie Gacoan?	Jenis Kelamin
107	3/29/2023 19:17:27	Ya	Ya	Perempuan
108	3/29/2023 19:26:42	Ya	Ya	Perempuan
109	3/29/2023 19:30:00	Tidak	Tidak	
110	3/29/2023 19:57:23	Ya	Ya	Laki-laki
111	3/29/2023 20:00:19	Ya	Ya	Perempuan
112	3/29/2023 20:05:20	Ya	Ya	Laki-laki
113	3/29/2023 20:48:34	Ya	Ya	Perempuan
114	3/29/2023 20:49:37	Ya	Ya	Perempuan
115	3/29/2023 20:59:46	Ya	Ya	Perempuan
116	3/29/2023 21:33:16	Ya	Ya	Perempuan
117	3/29/2023 22:39:29	Ya	Ya	Laki-laki
118	3/29/2023 22:40:27	Ya	Ya	Perempuan
119	3/29/2023 22:47:38	Ya	Ya	Perempuan
120	3/29/2023 23:42:18	Ya	Ya	Perempuan
121	3/29/2023 23:59:30	Ya	Ya	Laki-laki
122	3/30/2023 7:30:05	Ya	Ya	Perempuan
123	3/30/2023 7:33:24	Ya	Ya	Perempuan
124	3/30/2023 7:37:05	Ya	Ya	Perempuan
125	3/30/2023 8:03:25	Ya	Ya	Perempuan
126	3/30/2023 8:13:10	Ya	Ya	Perempuan
127	3/30/2023 9:05:00	Ya	Ya	Perempuan
128	3/30/2023 9:11:31	Ya	Ya	Laki-laki
129	3/30/2023 9:44:54	Ya	Ya	Laki-laki
130	3/30/2023 10:07:05	Ya	Ya	Perempuan
131	3/30/2023 10:10:05	Ya	Ya	Laki-laki
132	3/30/2023 10:32:25	Ya	Ya	Perempuan
133	3/30/2023 10:32:40	Ya	Ya	Perempuan
134	3/30/2023 10:36:22	Ya	Ya	Perempuan
135	3/30/2023 10:53:57	Ya	Ya	Perempuan
136	3/30/2023 11:06:22	Ya	Ya	Laki-laki
137	3/30/2023 11:09:23	Ya	Ya	Perempuan
138	3/30/2023 11:12:28	Ya	Ya	Laki-laki
139	3/30/2023 11:17:25	Ya	Ya	Perempuan
140	3/30/2023 11:23:29	Ya	Ya	Perempuan
141	3/30/2023 11:24:11	Ya	Ya	Perempuan
142	3/30/2023 11:24:49	Ya	Ya	Perempuan

No.	Cap Waktu	Apakah Anda mengetahui Mie Gacoan?	Apakah Anda pernah membeli Mie Gacoan?	Jenis Kelamin
143	3/30/2023 11:42:45	Ya	Ya	Laki-laki
144	3/30/2023 11:43:19	Ya	Ya	Perempuan
145	3/30/2023 11:51:06	Ya	Ya	Perempuan
146	3/30/2023 12:36:19	Ya	Ya	Perempuan
147	3/30/2023 12:39:49	Ya	Ya	Perempuan
148	3/30/2023 12:43:44	Ya	Ya	Perempuan
149	3/30/2023 12:54:17	Ya	Ya	Laki-laki
150	3/30/2023 13:01:40	Ya	Ya	Perempuan
151	3/30/2023 13:07:00	Ya	Ya	Laki-laki
152	3/30/2023 13:14:09	Ya	Ya	Laki-laki
153	3/30/2023 13:40:52	Ya	Ya	Perempuan
154	3/30/2023 13:51:25	Ya	Ya	Perempuan
155	3/30/2023 13:59:40	Ya	Ya	Laki-laki
156	3/30/2023 14:00:46	Ya	Ya	Perempuan
157	3/30/2023 14:01:04	Ya	Ya	Perempuan
158	3/30/2023 14:13:07	Ya	Ya	Perempuan
159	3/30/2023 14:16:04	Ya	Ya	Perempuan
160	3/30/2023 14:17:04	Ya	Ya	Perempuan
161	3/30/2023 14:23:55	Ya	Ya	Perempuan
162	3/30/2023 14:45:30	Ya	Ya	Perempuan
163	3/30/2023 14:45:43	Ya	Ya	Perempuan
164	3/30/2023 15:01:33	Ya	Ya	Perempuan
165	3/30/2023 15:16:39	Ya	Ya	Laki-laki
166	3/30/2023 15:38:11	Ya	Ya	Laki-laki
167	3/30/2023 16:15:19	Ya	Ya	Perempuan
168	3/30/2023 16:58:12	Ya	Ya	Perempuan
169	3/30/2023 18:17:11	Ya	Ya	Perempuan
170	3/30/2023 18:28:08	Ya	Tidak	
171	3/30/2023 18:49:27	Ya	Ya	Perempuan
172	3/30/2023 19:30:52	Ya	Ya	Perempuan
173	3/30/2023 19:44:06	Ya	Ya	Perempuan
174	3/30/2023 20:25:45	Ya	Ya	Perempuan
175	3/30/2023 21:07:26	Ya	Ya	Perempuan
176	3/30/2023 21:08:30	Ya	Ya	Perempuan
177	3/30/2023 22:06:31	Ya	Ya	Perempuan
178	3/30/2023 23:34:28	Ya	Ya	Perempuan

No.	Cap Waktu	Apakah Anda mengetahui Mie Gacoan?	Apakah Anda pernah membeli Mie Gacoan?	Jenis Kelamin
179	3/31/2023 0:04:07	Ya	Ya	Perempuan
180	3/31/2023 0:45:37	Ya	Ya	Perempuan
181	3/31/2023 1:23:07	Ya	Ya	Perempuan
182	3/31/2023 4:21:56	Ya	Ya	Perempuan
183	3/31/2023 6:27:57	Ya	Ya	Laki-laki
184	3/31/2023 11:14:51	Ya	Ya	Perempuan
185	3/31/2023 13:14:41	Ya	Ya	Laki-laki
186	3/31/2023 13:17:36	Ya	Ya	Perempuan
187	3/31/2023 14:01:43	Ya	Ya	Perempuan
188	3/31/2023 15:42:38	Ya	Ya	Laki-laki
189	3/31/2023 16:27:56	Ya	Ya	Perempuan
190	3/31/2023 17:17:31	Ya	Ya	Perempuan
191	3/31/2023 19:52:11	Ya	Ya	Laki-laki
192	3/31/2023 21:09:39	Ya	Ya	Perempuan
193	3/31/2023 21:17:08	Ya	Ya	Perempuan
194	3/31/2023 21:25:31	Ya	Ya	Perempuan
195	3/31/2023 21:40:14	Ya	Ya	Perempuan
196	3/31/2023 22:06:57	Ya	Ya	Perempuan
197	3/31/2023 22:19:43	Ya	Ya	Perempuan
198	3/31/2023 22:28:43	Ya	Ya	Laki-laki
199	3/31/2023 22:29:56	Ya	Ya	Perempuan
200	3/31/2023 22:30:17	Ya	Ya	Laki-laki
201	3/31/2023 22:31:47	Ya	Ya	Laki-laki
202	3/31/2023 22:34:25	Ya	Ya	Perempuan
203	3/31/2023 22:40:24	Ya	Ya	Laki-laki
204	3/31/2023 22:49:07	Ya	Ya	Perempuan
205	3/31/2023 23:08:59	Ya	Ya	Perempuan
206	4/1/2023 0:04:33	Ya	Ya	Perempuan
207	4/1/2023 2:18:20	Ya	Ya	Laki-laki
208	4/1/2023 4:54:31	Ya	Ya	Laki-laki
209	4/1/2023 6:14:09	Ya	Ya	Laki-laki
210	4/1/2023 7:38:15	Ya	Ya	Perempuan
211	4/1/2023 7:58:35	Ya	Ya	Perempuan
212	4/1/2023 8:56:57	Ya	Ya	Perempuan
213	4/1/2023 10:32:13	Ya	Ya	Perempuan
214	4/1/2023 11:12:55	Ya	Ya	Perempuan

No.	Cap Waktu	Apakah Anda mengetahui Mie Gacoan?	Apakah Anda pernah membeli Mie Gacoan?	Jenis Kelamin
215	4/1/2023 17:04:05	Ya	Ya	Perempuan
216	4/2/2023 22:46:57	Ya	Ya	Perempuan
217	4/3/2023 9:38:40	Ya	Ya	Perempuan
218	4/4/2023 0:21:45	Ya	Ya	Laki-laki
219	4/12/2023 17:29:23	Ya	Ya	Laki-laki
220	4/12/2023 17:31:31	Ya	Ya	Perempuan
221	4/12/2023 17:48:02	Ya	Ya	Laki-laki
222	4/12/2023 18:02:29	Ya	Ya	Laki-laki
223	4/12/2023 18:04:14	Ya	Ya	Perempuan
224	4/12/2023 18:44:37	Ya	Tidak	
225	4/12/2023 19:03:48	Ya	Ya	Perempuan
226	4/12/2023 19:08:48	Ya	Ya	Perempuan
227	4/12/2023 19:09:10	Ya	Ya	Laki-laki
228	4/12/2023 19:46:04	Ya	Ya	Perempuan
229	4/12/2023 20:06:40	Ya	Ya	Perempuan
230	4/13/2023 9:03:34	Ya	Ya	Perempuan
231	4/13/2023 18:16:21	Ya	Ya	Perempuan
232	4/19/2023 23:34:18	Ya	Ya	Laki-laki

LAMPIRAN III
JAWABAN PERTANYAAN

No.	KM1	KM2	KM3	KM4	KM5	AM1	AM2	AM3	PK1	PK2	PK3	PK4	LM1	LM2	LM3	LM4	NB1	NB2	NB3
1	4	2	5	5	4	2	5	5	5	5	4	4	4	4	5	4	4	2	5
2	5	5	5	4	5	5	5	4	4	4	4	3	3	3	4	4	4	3	5
3	2	2	4	4	4	3	4	4	4	4	2	2	2	3	4	2	4	2	3
4	3	2	5	4	4	2	4	3	3	4	3	2	2	3	4	3	3	2	4
5	4	3	5	4	5	3	3	4	5	4	2	1	3	3	4	3	3	3	4
6	4	3	5	5	3	3	5	5	5	4	5	2	2	4	4	4	4	1	4
7	4	1	2	5	4	2	4	2	5	5	2	2	2	2	4	2	3	2	5
8	1	2	3	5	4	4	3	3	4	3	3	2	3	3	3	3	4	3	3
9	3	4	5	2	4	1	3	4	4	4	1	1	1	5	4	3	3	2	4
10	1	2	5	5	3	2	4	4	4	3	3	2	2	3	4	2	4	2	4
11	3	5	5	3	4	2	4	4	5	4	3	1	2	3	3	3	4	2	4
12	2	4	4	5	3	2	3	3	5	4	3	3	1	4	4	3	4	2	4
13	4	2	5	2	5	3	4	3	4	3	3	2	1	2	3	2	4	1	3
14	3	5	4	4	1	2	3	3	3	3	2	2	3	2	3	2	3	1	3
15	1	1	5	2	5	1	1	3	4	2	3	2	1	3	4	2	2	1	4
16	1	2	4	4	3	2	3	4	5	4	3	1	2	4	3	1	5	1	5
17	3	1	3	2	2	3	3	3	3	3	3	1	1	3	3	1	3	1	1
18	3	2	5	5	5	4	4	5	5	3	3	3	2	4	4	5	4	1	4
19	3	4	5	5	5	4	5	5	5	4	3	3	3	4	5	3	5	3	4
20	2	2	5	5	5	3	5	4	5	2	4	2	4	4	5	2	4	2	5
21	5	1	5	4	1	1	5	4	5	5	3	1	1	5	5	1	5	1	5
22	2	4	4	5	2	1	4	3	5	1	2	1	1	3	4	1	5	1	4

No.	KM1	KM2	KM3	KM4	KM5	AM1	AM2	AM3	PK1	PK2	PK3	PK4	LM1	LM2	LM3	LM4	NB1	NB2	NB3
23	1	1	5	5	2	1	2	2	5	4	2	1	1	4	5	1	2	1	5
24	4	1	4	4	4	4	4	4	4	4	4	4	2	4	4	4	2	1	4
25	3	2	4	1	2	1	1	1	4	2	1	2	1	3	2	1	2	1	3
26	4	2	2	4	2	2	4	4	4	4	3	3	1	2	3	2	3	1	2
27	1	1	5	5	4	1	4	3	5	4	4	1	1	4	4	1	4	1	4
28	3	1	4	4	5	3	4	3	4	3	3	2	2	4	4	2	4	3	5
29	4	2	5	5	5	1	5	4	5	4	4	3	2	4	4	4	4	3	5
30	3	2	3	4	2	3	2	3	3	3	2	1	3	3	3	3	3	3	3
31	4	2	4	4	4	3	4	4	5	5	4	2	2	3	4	2	4	1	1
32	1	1	5	5	5	1	3	3	5	5	3	3	3	3	5	5	3	1	5
33	4	2	5	5	5	2	4	5	5	5	5	5	5	5	5	5	5	2	5
34	4	4	4	4	4	3	4	4	4	4	4	4	2	3	4	3	4	2	4
35	2	1	4	4	4	2	5	5	5	5	2	3	2	3	4	2	4	1	4
36	2	3	2	2	3	3	3	3	3	4	1	1	1	3	3	2	4	2	2
37	2	1	4	5	4	3	4	3	5	3	4	2	1	4	3	2	4	2	4
38	3	2	5	5	5	3	5	5	5	3	2	2	3	3	3	3	3	2	4
39	5	1	5	2	5	3	3	4	4	4	2	1	1	3	4	3	3	1	4
40	3	5	5	4	5	2	5	5	5	4	4	2	2	3	5	5	5	3	5
41	2	2	5	5	5	3	3	3	4	3	3	1	1	3	4	2	3	2	3
42	3	2	1	1	1	3	3	1	1	1	1	3	1	1	3	2	3	5	4
43	5	3	5	3	2	2	3	3	5	4	3	3	2	3	3	2	4	3	4
44	2	2	4	4	4	2	4	4	5	4	4	3	2	5	4	4	4	4	4
45	3	1	5	4	4	1	3	3	4	4	4	1	1	3	4	2	2	1	1
46	3	2	4	4	3	2	2	3	3	3	2	3	2	3	3	2	2	1	2

No.	KM1	KM2	KM3	KM4	KM5	AM1	AM2	AM3	PK1	PK2	PK3	PK4	LM1	LM2	LM3	LM4	NB1	NB2	NB3
47	2	1	4	4	5	3	2	3	5	5	1	1	2	5	3	1	5	1	4
48	3	1	5	5	5	3	4	4	4	3	2	1	1	3	4	2	4	1	3
49	2	5	5	5	5	4	5	5	5	4	1	1	2	4	4	3	5	2	5
50	2	1	4	5	3	2	2	4	5	5	3	1	1	5	5	1	3	1	5
51	3	2	5	5	4	3	4	4	5	4	5	3	1	3	5	5	5	5	5
52	4	1	5	5	4	3	4	3	5	4	3	2	1	4	4	4	4	1	4
53	4	1	4	4	4	2	5	4	5	5	5	1	1	3	5	1	2	1	5
54	4	2	5	4	4	3	4	3	4	4	4	2	1	3	4	2	3	2	4
55	3	1	4	4	2	3	3	3	4	4	1	1	1	2	4	1	2	1	2
56	2	1	5	5	5	2	3	3	4	3	3	1	3	3	3	3	2	1	1
57	5	5	4	4	2	1	5	4	1	2	3	3	4	2	3	3	4	3	4
58	3	5	5	5	4	4	4	4	4	4	3	3	3	3	4	4	5	3	4
59	1	1	5	5	4	2	4	3	5	4	3	1	3	3	4	4	5	3	5
60	1	1	5	4	5	2	5	4	5	5	5	1	2	3	5	3	5	1	5
61	3	4	5	5	4	3	4	5	5	4	3	2	3	4	5	3	5	4	5
62	2	2	5	4	5	1	2	4	3	2	3	1	2	4	4	1	3	1	3
63	4	3	4	4	3	2	4	4	4	4	3	3	4	4	4	4	4	2	3
64	3	1	3	2	2	2	4	4	4	4	4	3	3	3	4	1	3	2	3
65	3	1	2	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3
66	3	3	4	2	2	1	3	4	4	3	3	4	1	3	4	2	4	1	3
67	4	3	5	4	5	4	5	4	5	4	3	3	4	4	4	4	5	4	5
68	3	1	4	3	3	1	4	3	5	3	3	1	1	3	3	2	4	2	3
69	1	1	5	5	5	1	2	4	5	4	3	1	1	1	4	1	5	1	1
70	4	3	3	4	4	2	4	3	4	4	3	3	1	3	3	3	3	1	3

No.	KM1	KM2	KM3	KM4	KM5	AM1	AM2	AM3	PK1	PK2	PK3	PK4	LM1	LM2	LM3	LM4	NB1	NB2	NB3
71	4	2	5	4	4	2	4	4	4	3	2	1	1	1	4	1	4	2	4
72	2	1	4	2	3	2	3	4	4	4	4	1	1	3	4	1	1	1	4
73	4	3	4	4	3	4	4	4	4	4	3	4	4	4	4	3	4	4	4
74	2	2	5	3	3	3	5	4	5	4	4	2	2	3	5	2	2	4	3
75	4	1	5	4	4	2	5	4	5	4	4	1	1	5	4	1	5	1	4
76	5	5	5	4	4	4	5	4	5	4	4	4	3	3	4	4	4	4	4
77	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
78	4	2	4	2	4	3	3	4	4	2	2	1	2	3	4	2	4	1	3
79	4	2	5	4	4	4	4	4	5	4	3	1	2	4	4	4	4	2	4
80	3	1	5	3	4	2	4	4	4	4	3	3	2	3	4	3	4	4	4
81	1	2	5	2	3	2	2	2	4	4	4	1	1	4	3	1	4	4	5
82	3	2	4	5	5	3	3	3	4	3	3	3	3	3	3	3	3	1	2
83	2	4	5	4	4	2	3	3	5	4	3	1	1	3	3	2	4	2	5
84	3	1	4	3	5	2	4	3	3	3	3	1	2	1	3	2	3	1	3
85	3	4	5	4	5	3	4	5	4	5	3	5	4	3	4	5	3	5	4
86	3	2	5	4	3	2	2	2	4	4	3	3	2	3	4	2	2	1	4
87	3	4	5	5	4	3	5	4	4	4	3	3	2	4	4	3	4	3	4
88	4	4	4	5	4	4	4	4	4	4	4	2	2	4	4	4	4	4	5
89	3	1	4	5	4	3	4	4	5	4	4	3	3	4	4	2	4	1	3
90	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
91	5	4	5	5	5	3	5	5	5	5	3	2	5	5	5	2	4	2	4
92	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
93	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
94	4	4	4	4	5	1	4	4	4	5	4	4	4	4	4	4	4	1	4

No.	KM1	KM2	KM3	KM4	KM5	AM1	AM2	AM3	PK1	PK2	PK3	PK4	LM1	LM2	LM3	LM4	NB1	NB2	NB3
95	5	3	4	4	3	3	4	4	4	4	4	4	3	3	3	2	2	2	4
96	4	5	4	5	4	3	5	4	4	4	5	5	4	3	4	3	2	2	4
97	4	3	5	5	4	3	4	4	4	3	3	3	4	3	3	3	4	4	5
98	4	5	5	2	4	1	3	4	4	4	2	2	1	4	4	2	3	1	1
99	2	4	5	3	4	2	3	3	4	3	3	3	1	3	3	2	5	2	4
100	2	3	4	5	4	3	4	4	3	3	4	2	2	3	4	3	4	2	4
101	3	3	5	2	3	2	3	3	3	3	2	3	1	3	2	2	3	2	3
102	3	3	4	4	4	3	4	3	4	4	4	3	3	4	4	3	4	3	4
103	2	1	4	2	4	2	3	4	4	4	4	1	1	3	4	2	4	2	4
104	4	2	5	5	5	4	5	5	5	5	3	1	5	5	5	4	5	3	5
105	4	2	3	3	5	3	5	4	4	4	3	3	2	4	5	3	4	3	2
106	3	4	5	4	3	2	4	4	4	3	3	1	1	3	3	3	4	2	4
107	3	1	4	4	4	3	4	5	4	3	4	1	3	3	3	3	4	3	4
108	3	1	5	5	5	3	5	3	5	3	5	2	1	3	4	2	5	1	5
109	4	2	3	4	5	2	5	4	5	3	3	2	2	3	4	3	2	2	4
110	4	1	5	5	5	2	5	5	5	4	3	2	2	3	5	4	4	1	5
111	1	2	3	4	3	2	3	3	5	3	1	1	3	4	4	2	2	2	5
112	4	3	4	4	4	3	4	4	4	3	3	3	2	3	4	3	4	3	3
113	4	1	5	3	3	1	3	4	3	3	3	3	1	3	3	3	3	3	3
114	3	2	5	5	5	2	5	5	5	5	3	2	2	4	5	3	5	2	5
115	4	2	5	5	4	1	5	5	5	4	5	4	2	3	5	3	5	2	4
116	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	4	5
117	4	2	4	4	4	2	4	4	4	4	4	2	2	4	4	4	4	2	4
118	2	3	4	3	4	3	2	3	3	3	4	3	1	3	3	2	3	2	3

No.	KM1	KM2	KM3	KM4	KM5	AM1	AM2	AM3	PK1	PK2	PK3	PK4	LM1	LM2	LM3	LM4	NB1	NB2	NB3
119	4	3	4	5	4	2	5	5	4	4	3	3	2	3	5	4	5	3	5
120	2	1	3	4	3	2	4	3	5	3	3	1	2	3	3	1	3	2	3
121	3	1	5	4	2	2	4	3	4	3	3	3	1	3	4	2	2	1	2
122	2	1	2	1	4	1	1	2	2	2	2	2	1	3	2	2	2	1	1
123	2	5	5	2	3	1	2	3	5	3	3	2	2	1	3	1	3	1	3
124	2	1	5	5	5	1	3	3	4	3	3	1	1	5	4	2	3	1	2
125	3	5	5	5	5	1	3	2	5	4	5	1	1	1	2	1	1	1	1
126	1	2	5	3	4	3	3	3	5	4	3	1	2	3	4	2	4	2	5
127	4	1	4	5	5	2	3	2	4	3	4	2	2	3	4	2	4	2	3
128	5	5	5	5	5	5	4	4	5	3	4	4	4	5	5	5	5	5	5
129	3	2	4	5	3	3	3	4	4	3	3	2	3	4	4	3	4	3	4
130	4	2	5	4	5	2	5	4	4	3	3	2	3	5	5	2	4	1	5
131	4	4	4	3	5	5	4	3	3	4	5	5	5	5	4	5	5	4	5
132	4	3	5	5	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4
133	4	1	4	4	4	2	5	5	5	3	2	2	2	4	4	2	4	2	5
134	3	1	4	1	4	1	1	3	5	3	3	1	1	5	1	2	2	1	1
135	3	2	4	4	3	2	3	3	4	3	4	2	2	4	4	4	3	2	3
136	4	2	4	4	3	2	3	3	3	3	3	3	2	3	4	3	3	1	3
137	4	1	5	5	3	2	4	3	4	3	3	1	3	3	4	5	5	2	2
138	3	1	5	3	4	1	2	2	5	2	2	2	2	2	2	2	4	1	3
139	4	2	4	3	3	2	4	4	4	3	3	2	3	3	4	4	3	2	4
140	4	5	3	3	3	4	3	2	2	3	4	5	4	3	3	3	4	5	2
141	4	2	2	4	3	4	5	5	4	3	4	1	2	3	5	2	4	2	4
142	3	2	3	4	4	2	4	3	5	3	1	1	4	2	4	3	4	5	4

No.	KM1	KM2	KM3	KM4	KM5	AM1	AM2	AM3	PK1	PK2	PK3	PK4	LM1	LM2	LM3	LM4	NB1	NB2	NB3
143	5	5	5	4	4	1	5	5	5	4	3	1	5	5	5	5	5	4	5
144	4	3	4	4	5	3	4	4	5	4	4	4	4	5	4	4	4	5	4
145	3	4	5	5	3	1	3	3	5	4	5	1	1	3	3	1	1	1	3
146	3	1	2	2	2	3	2	2	4	2	3	3	1	3	2	3	3	1	2
147	4	1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4
148	5	2	3	5	4	3	4	3	3	2	3	2	2	2	2	2	5	1	3
149	2	2	4	4	4	2	4	4	4	4	3	1	2	4	5	3	4	2	4
150	3	5	5	2	4	3	4	4	4	3	4	3	2	3	4	2	3	1	3
151	4	4	3	2	4	3	4	4	4	3	3	2	2	4	4	3	3	3	4
152	3	1	5	5	5	2	4	4	5	4	1	1	4	4	4	3	5	2	5
153	4	3	5	5	5	1	5	5	5	4	1	1	3	3	5	4	5	3	4
154	3	1	5	4	2	3	5	4	1	2	4	1	1	2	4	2	2	1	5
155	3	5	3	3	2	3	5	5	5	4	2	1	1	3	3	2	5	2	5
156	2	1	1	5	5	3	3	3	5	4	5	4	4	2	4	4	4	3	5
157	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
158	3	2	4	5	3	3	5	4	5	5	3	2	2	3	4	3	4	2	3
159	3	2	4	4	3	3	3	3	4	4	3	2	2	3	4	3	2	1	3
160	5	3	5	2	5	5	4	5	3	5	5	5	4	4	5	4	4	3	4
161	3	3	5	1	3	3	3	5	5	4	3	3	3	3	3	3	5	1	3
162	3	2	5	5	4	1	5	5	5	5	5	3	2	3	5	2	4	2	4
163	2	2	5	4	4	2	4	4	4	4	4	4	2	2	4	1	4	1	4
164	4	2	4	4	4	4	4	5	5	5	5	4	2	4	4	3	4	2	4
165	3	1	2	5	5	2	5	4	4	3	5	3	1	3	4	4	4	1	5
166	3	1	3	5	4	2	2	2	3	3	3	2	1	2	3	1	2	1	2

No.	KM1	KM2	KM3	KM4	KM5	AM1	AM2	AM3	PK1	PK2	PK3	PK4	LM1	LM2	LM3	LM4	NB1	NB2	NB3
167	2	1	5	4	2	2	4	3	4	3	3	2	3	3	3	2	3	1	3
168	1	1	4	4	4	1	5	4	4	4	1	1	5	5	5	5	5	5	5
169	3	1	4	4	3	3	3	3	5	4	3	2	3	3	4	3	3	2	4
170	3	1	4	3	4	1	3	2	5	4	4	1	1	3	3	1	3	1	2
171	2	3	4	4	4	3	4	4	4	3	2	3	2	4	3	1	3	2	4
172	2	1	5	5	4	5	5	5	5	4	3	1	4	5	5	2	4	2	5
173	2	2	4	4	4	2	4	2	4	2	2	2	2	2	2	2	3	1	2
174	3	2	3	2	4	3	4	4	4	3	4	2	2	4	4	2	4	2	4
175	3	1	2	2	1	1	2	3	4	3	3	3	1	3	3	3	2	1	3
176	3	3	5	5	5	2	5	5	5	3	3	3	4	5	5	5	5	5	5
177	2	4	5	2	4	1	2	4	4	3	3	1	1	4	4	1	2	1	3
178	3	2	4	5	5	4	5	4	5	5	3	2	4	4	4	3	5	2	4
179	3	2	5	4	4	2	3	3	4	3	4	3	2	3	3	2	4	3	4
180	4	4	5	5	5	2	4	4	5	4	3	4	4	4	5	5	4	2	5
181	2	2	4	4	4	2	5	2	5	2	2	2	1	2	4	2	4	2	4
182	4	2	5	4	1	2	4	3	3	4	3	1	1	4	4	4	3	1	2
183	1	1	5	5	5	1	5	5	5	5	5	1	5	5	5	5	5	5	5
184	5	1	5	5	5	1	5	5	5	4	1	1	5	1	4	1	5	1	2
185	4	3	4	5	4	3	5	5	4	4	3	4	4	4	4	4	4	4	4
186	4	2	4	3	3	2	4	4	4	3	3	1	2	3	4	2	3	1	3
187	2	2	4	5	4	2	5	5	5	4	5	4	2	3	4	3	4	2	5
188	3	2	5	2	5	1	3	3	4	4	4	1	1	3	3	2	3	1	3
189	2	2	4	4	4	2	4	2	4	3	4	2	2	4	4	2	4	2	4
190	2	1	5	5	2	1	5	3	5	2	1	1	1	1	3	2	3	1	5

No.	KM1	KM2	KM3	KM4	KM5	AM1	AM2	AM3	PK1	PK2	PK3	PK4	LM1	LM2	LM3	LM4	NB1	NB2	NB3
191	4	2	5	4	4	3	3	4	4	4	4	1	1	4	4	3	4	1	3
192	3	1	4	3	3	2	2	3	4	2	4	1	1	1	3	1	3	2	3
193	4	2	4	3	1	2	5	4	5	3	2	1	3	5	3	3	5	1	3
194	3	2	4	3	4	2	4	4	3	3	5	4	2	2	4	2	3	1	3
195	4	4	4	3	5	2	3	4	5	3	3	1	1	3	4	3	3	1	1
196	4	3	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5	4	5
197	3	2	4	3	4	2	4	4	4	4	3	3	2	3	4	3	4	1	3
198	4	3	5	4	4	3	4	4	4	4	4	3	3	4	4	3	4	3	3
199	3	4	4	4	3	1	4	4	4	3	4	1	1	3	4	4	2	1	4
200	5	1	4	4	1	2	5	3	3	3	3	4	2	3	4	4	4	2	2
201	2	1	4	3	4	3	4	3	5	4	3	2	2	2	5	1	3	2	5
202	4	2	5	4	3	1	4	2	5	4	4	2	1	3	3	1	2	1	3
203	3	1	5	5	5	2	5	4	4	2	1	1	1	5	5	1	4	2	4
204	3	4	5	2	2	3	4	2	4	4	4	1	3	2	3	2	2	1	2
205	2	2	4	4	4	2	3	4	4	3	3	2	3	2	2	1	2	1	3
206	3	1	4	5	3	3	4	4	3	3	4	2	4	4	4	3	4	2	4
207	3	1	5	4	3	2	4	3	5	4	1	1	1	4	4	1	4	1	4
208	3	4	4	3	4	3	4	4	4	4	4	1	1	3	4	1	4	1	4
209	4	2	5	4	3	3	4	4	4	4	3	2	3	3	5	2	4	2	2
210	2	2	5	4	4	3	4	4	4	3	2	1	1	2	3	1	3	2	5
211	3	2	4	2	4	3	3	4	4	2	4	2	1	3	4	2	2	1	3
212	3	1	2	5	1	1	5	2	5	3	3	3	5	5	5	1	1	1	5
213	1	1	3	1	3	1	1	2	2	3	3	1	1	3	3	3	1	1	1
214	3	1	4	5	2	3	4	4	4	5	3	1	3	2	4	3	4	2	4

No.	KM1	KM2	KM3	KM4	KM5	AM1	AM2	AM3	PK1	PK2	PK3	PK4	LM1	LM2	LM3	LM4	NB1	NB2	NB3
215	4	2	4	2	4	1	4	3	3	3	2	1	1	3	3	3	3	5	4
216	3	5	4	2	2	2	2	2	5	4	4	3	2	3	3	1	2	1	1
217	3	3	4	4	4	3	4	4	4	4	3	3	3	3	4	3	4	2	4
218	4	1	4	4	3	1	4	4	5	4	3	1	2	3	4	3	5	2	2
219	3	2	5	4	4	4	5	4	5	4	3	3	4	3	4	3	3	3	4
220	3	1	3	2	5	3	2	3	5	4	3	3	2	3	2	2	2	1	2
221	3	3	5	4	3	1	5	4	5	3	2	2	3	3	4	2	5	2	5
222	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
223	3	3	4	4	4	2	4	4	5	4	3	3	3	3	4	4	4	3	4
224	3	2	4	4	2	3	4	4	5	4	2	1	2	3	5	2	5	1	4
225	1	1	5	5	1	1	5	5	5	1	3	3	1	1	1	1	1	1	1

**LAMPIRAN IV
HASIL OLAH DATA**

A. UJI VALIDITAS DAN RELIABILITAS

1. Kesadaran Merek

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
KM1	14.16	6.803	.162	.074	.412
KM2	14.96	5.953	.188	.109	.404
KM3	12.99	6.493	.330	.149	.308
KM4	13.38	6.482	.185	.112	.398
KM5	13.52	6.160	.265	.121	.337

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.425	.441	5

2. Asosiasi Merek

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
AM1	7.45	2.836	.251	.064	.740
AM2	6.04	2.175	.503	.358	.373
AM3	6.18	2.411	.528	.361	.359

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.609	.615	3

3. Persepsi Kualitas

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
PK1	8.92	4.578	.130	.208	.524
PK2	9.60	3.679	.408	.250	.301
PK3	10.02	3.303	.384	.192	.298
PK4	10.98	3.493	.223	.177	.478

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.480	.489	4

4. Loyalitas Merek

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
LM1	9.73	4.956	.528	.308	.630
LM2	8.69	6.051	.460	.242	.668
LM3	8.16	6.459	.473	.246	.668
LM4	9.35	4.943	.552	.325	.612

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.710	.715	4

5. Niat Beli

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
NB1	5.69	3.562	.481	.235	.556
NB2	7.24	3.316	.446	.199	.602
NB3	5.64	3.236	.493	.246	.537

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.661	.663	3

B. UJI VALIDITAS DAN RELIABILITAS ULANG

1. Kesadaran Merek

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
KM3	7.60	2.946	.347	.121	.407
KM4	8.00	2.443	.320	.103	.442
KM5	8.14	2.452	.340	.119	.404

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.518	.524	3

2. Asosiasi Merek

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
AM1	7.45	2.836	.251	.064	.740
AM2	6.04	2.175	.503	.358	.373
AM3	6.18	2.411	.528	.361	.359

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.609	.615	3

3. Persepsi Kualitas

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
PK2	5.35	3.134	.247	.075	.550
PK3	5.77	2.262	.436	.192	.251
PK4	6.73	2.162	.346	.148	.418

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.524	.522	3

4. Loyalitas Merek

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
LM1	9.73	4.956	.528	.308	.630
LM2	8.69	6.051	.460	.242	.668
LM3	8.16	6.459	.473	.246	.668
LM4	9.35	4.943	.552	.325	.612

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.710	.715	4

5. Niat Beli

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
NB1	5.69	3.562	.481	.235	.556
NB2	7.24	3.316	.446	.199	.602
NB3	5.64	3.236	.493	.246	.537

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.661	.663	3

C. REGRESI BERGANDA

1. Pengaruh Kesadaran Merek, Asosiasi Merek, dan Persepsi Kualitas Terhadap Loyalitas Merek

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.660 ^a	.436	.428	.56987

a. Predictors: (Constant), Persepsi_Kualitas, Kesadaran_Merek, Asosiasi_Merek

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.635	3	18.212	56.078	.000 ^b
	Residual	70.796	218	.325		
	Total	125.430	221			

a. Dependent Variable: Loyalitas_Merek

b. Predictors: (Constant), Persepsi_Kualitas, Kesadaran_Merek, Asosiasi_Merek

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.002	.248		-.010	.992
	Kesadaran_Merek	.207	.059	.199	3.517	.001
	Asosiasi_Merek	.408	.062	.390	6.549	.000
	Persepsi_Kualitas	.282	.058	.267	4.832	.000

a. Dependent Variable: Loyalitas_Merek

2. Pengaruh Kesadaran Merek, Asosiasi Merek, dan Persepsi Kualitas Terhadap Niat Beli

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.596 ^a	.355	.346	.68641

a. Predictors: (Constant), Persepsi_Kualitas, Kesadaran_Merek, Asosiasi_Merek

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56.571	3	18.857	40.023	.000 ^b
	Residual	102.712	218	.471		
	Total	159.283	221			

a. Dependent Variable: Niat_Beli

b. Predictors: (Constant), Persepsi_Kualitas, Kesadaran_Merek, Asosiasi_Merek

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.284	.299		.949	.344
	Kesadaran_Merek	.204	.071	.174	2.881	.004
	Asosiasi_Merek	.570	.075	.483	7.583	.000
	Persepsi_Kualitas	.046	.070	.039	.659	.511

a. Dependent Variable: Niat_Beli

D. REGRESI SEDERHANA (Pengaruh Loyalitas Merek Terhadap Niat Beli)**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.911	.179		5.096	.000
	Loyalitas_Merek	.730	.058	.648	12.606	.000

a. Dependent Variable: Niat_Beli

LAMPIRAN V JURNAL ACUAN



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THE INFLUENCE OF BRAND AWARENESS, BRAND ASSOCIATION, AND PERCEIVED QUALITY TOWARD CONSUMERS' PURCHASE INTENTION: A CASE OF RICHEESE FACTORY, JAKARTA

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ABSTRACT

This study investigates the relationship between brand awareness, brand association, perceived quality, brand loyalty and brand purchasing intention. A total of 99 students from Budi Luhur University was used as respondents in this study based on the convenience sampling method. Data were analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM) and SmartPLS 3.0 software. The analysis specifies that there is a significant positive relationship among brand awareness, brand association and perceived quality towards brand loyalty and brand purchasing intention. However, there is not a significant relationship between brand loyalty and brand purchasing intention. It indicates that consumers who are satisfied with Richeese Factory products and services do not always end up making purchases. The ability of managers to understand the factors which shape consumer brand behavior is required to develop and to maintain their brand position in high competitive fast food brand competition.

Keywords: fast food restaurant, brand awareness, brand association, perceived quality, brand loyalty, brand purchasing intention.



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1. INTRODUCTION

Globalization has brought the emergence of many fast food restaurants in Indonesia. The large population and the consumption trend of urban society for easiness and efficiency have created a higher demand for fast food (TANTIA, 2017). Moreover, high population of young people, a large number of women who work on tight schedules and increased income of middle-income class groups have become key antecedents of demand for fast food brands (SINGH; PATTANAYAK, 2016).

The high demand has been responded by the emergence of a many local fast food brands in Indonesia. The local fast food brands often offer a variety of products. However, the products and services provided are relatively similar in the form of the way products are processed, served, packed and the price ranges offered to the consumers. In addition, the brands usually provide delivery services, free wifi, and put special attention to restaurant layouts and interiors.

This has brought a tight competition to the industry. Consumers can easily switch to other brands if there is no special uniqueness and differentiation that distinguishes a brand from its competitors. The uniqueness of products and restaurants has been used as a brand positioning strategy over the past few years in the food service industry (ROBINSON; CLIFFORS, 2012). The uniqueness can be developed in terms of the variety of product, the restaurant's layout, the convenience provided for consumers in the restaurant, and consumer interaction with staffs (TSAI; LU, 2012).

This concept of uniqueness is often challenging for fast food brands that basically have their own concept of serving food quickly and expect consumers to enjoy their food quickly in restaurants as well. High uniqueness of a product will bring high identity, consumer brand awareness and the brand association (LU; GURSOY; LU, 2015).

Elements such as variety and inseparableness will form strong brand equity that highly influences consumer loyalty to products and brands, Increase Company profits, and builds effective marketing strategies (SUN; GHISELLI, 2010). In addition, the existence of global fast food brands that have dominated the fast food market for years in Indonesia, has been creating a high challenge for local fast food restaurants to gain market share. Usually, local food brands are not successful in forming their brand equity as expected (TAN; DEVINAGA; HISHAMUDDIN, 2013).

Although there are growing literatures that discuss the relationship between brand equity and brand purchasing intention in the food service industry (JALILVAND et al., 2016;



MAJID et al. 2016; PHUNG; LY; NGUYEN, 2019) and global fast food brands (KASHIFet al., 2015; HANAYSHA, 2016; HARRINGTON; OTTENBACHER; FAUSER, 2017), however there is still a gap in local fast food industries with relatively similar product and service characteristics to the global and other local fast food brands.

Therefore, building brand equity will become more challenging for such restaurants compared to other restaurants which are relatively easier to carry the concept of ethnicity and authenticity. Therefore, in this study, we examine the relationship between brand equity (brand awareness, brand association, perceived quality, and brand loyalty) and brand purchasing intention at a local fast food brand in Jakarta, Indonesia.

This study will contribute to literatures by providing the insight of brand equity relationships with brand purchasing intention, especially in local fast food brands. As the local fast food brand equity is not as successful as the global fast food brands (TAN; DEVINAGA; HISHAMUDDIN, 2013), this study becomes an important source for the businesses to achieve competitive advantage. Furthermore, the managerial implications are provided.

2. LITERATURE REVIEW

2.1. Brand awareness

Brand awareness is a component of brand equity (FOROUDI et al., 2018). Brand awareness is an ability of consumers to be aware of the existence of a brand (SPRY; PAPPU; BETTINA CORNWELL, 2011). The higher the brand awareness, the higher the consumer's perception of the brand (AAKER, 2009).

Although brand awareness is the first stage of brand equity, but according to Foroudi, et al. (2018), consumers will tend to buy brands that they already recognize. According to Keller (2008), brand awareness consists of two components, namely brand recall and brand recognition. Brand recall is the ability of consumers to remember a certain brand, while brand recognition is the ability of consumers to distinguish certain brands with other brands (HOMBURG; KLARMANN; SCHMITT, 2010).

Moreover, MacInnis, Shapiro, and Mani (1999) used imagery as an indicator to measure brand awareness. Prior studies have indicated a positive relationship among brand awareness with brand loyalty and brand purchasing intention (FOROUDI, et al., 2018; KIM; CHOE; PETRICK, 2018; COELHO; RITA; SANTOS, 2018). Based on the above explanation, the research hypotheses to be tested are:



- *H1a: Brand awareness has a positive effect on brand loyalty.*
- *H1b: Brand awareness has a positive effect on brand purchasing intention.*

2.2. Brand association

The next key component of brand equity is brand association (Foroudi et al., 2018). Brand association is any aspects that consumers can bear in mind from brands in terms of non-physical characteristics of the product, uniqueness, product innovation, market position and reputation (CHENG-HSUI CHEN, 2001; MOHD YASIN; NASSER NOOR; MOHAMAD, 2007).

Foroudi, Jin, Gupta, Foroudi, and Kitchen (2018) stated that a high brand association will lead to brand fondness. Companies have used brand associations to influence consumers' feelings and attitudes towards products and help them to make purchasing decisions (Aaker, 2009).

Consumer perception of a brand is a multidimensional concept that is influenced by various indicators (KELLER; AAKER, 1997). This study uses indicators of perceived quality (LOW; LAMB JR., 2000), brand personality (AAKER, 1997), and organizational associations (AAKER, 2012) to measure brand associations. Since perceived quality is a more specific concept that determines the perceived value of consumers, therefore in this study, we adopted indicators of perceived value in measuring brand association. Brand personality is a human characteristic related to a brand (KELLER; PARAMESWARAN; JACOB, 2011).

Organizational associations are favorable relationships between consumers and companies. This is according to the assumption that a positive relationship will give the expected impact on consumer attitudes and behavior towards the brand. This is considered more effective than depend on the prominence of single product (AAKER, 2012). Romaniuk and Nenycz-Thiel (2013), Severi and Ling (2013), Maderer, Holtbruegge, and Woodland (2016), Foroudi, Jin, Gupta, Foroudi, and Kitchen (2018) proved a positive relationship between brand association and brand loyalty.

The higher the brand association will lead to the higher consumer's fondness and attachment to the brand. In addition, Foroudi, Jin, Gupta, Foroudi, and Kitchen (2018) represented a positive relationship between the variable and brand purchasing intention. Based on the above explanation, the research hypotheses to be tested are:

- *H2a: Brand association has a positive effect on brand loyalty.*



- *H2b: Brand association has a positive effect on brand purchasing intention.*

2.3. Perceived quality

Perceived quality is the consumer's assessment of superior product or service performances compared with other similar products (ZEITHAML, 1998; SNOJ et al., 2004). The term perceived quality is often exchanged with perceived value. Both indicate consumer evaluations of goods or services. However, basically both have different scope. Perceived value has a broader definition, including consumers' assessment of the overall product and service performance based on their experiences (ZEITHAML, 1998).

Grewal, Krishnan, Baker, and Borin (1998) revealed that perceived quality is the main indicator that determines perceived value. Prior studies have proven that the perceived quality has a positive relationship with brand loyalty (BAKER; CROMPTON, 2000) and brand purchasing intention (GREWAL; MONROE; KRISHNAN, 1998; BAO; BAO; SHENG, 2011; CALVO-PORRAL; LÉVY-MANGIN, 2017; FOROUDI et al., 2018).

Moreover, Bao, Bao, and Sheng (2011) stated that this variable has the most relevant effect on brand purchase intention. The attributes used to measure perceived quality are diverse, including performance, reliability, features, conformance, and durability, serviceability, aesthetics (Garvin, 1984). Moreover, Zethaml (1988) revealed that performance is the main indicator of perceived quality.

Parasuraman, Zethaml, and Berry (1985) stated that there are five common dimensions of service companies, including tangible, reliability, empathy, assurance, and responsiveness. In addition, Brucks and Zeithaml (1987) revealed seven dimensions, namely performance, durability, serviceability, prestige, ease of use, and functionality. Previous empirical studies have revealed there was no standard and general agreement regarding what dimensions should be performed to measure perceived quality. Every industry or type of product and service employs a variety of different dimensions.

This study employs three dimensions of Garvin (1984), namely performance, serviceability, and reliability. Performance is used to measure the characteristics of the product provided. Serviceability measures a company's ability to provide services, and reliability measures the product reliability. Based on the above explanation, the research hypotheses to be tested are:

- *H3a: Perceived quality has a positive effect on brand loyalty.*



H3b: Perceived quality has a positive effect on brand purchasing intention.

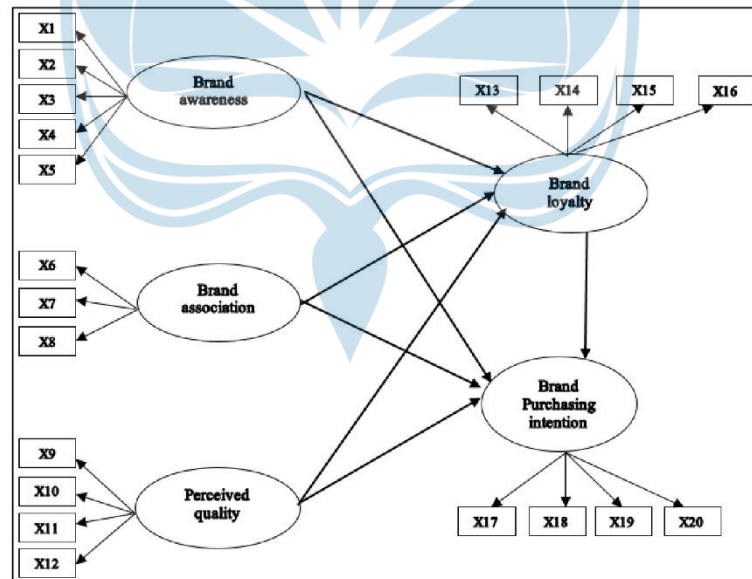
2.4. Brand loyalty and purchase intention

Brand loyalty is the consumer's attachment to the brand as represented by the attitude and behavior (ZHANG; VAN DOORN; LEEFLANG, 2014). Attitude indicates the level of customer satisfaction with a brand, while behavior is a consumer's decision to create a purchase of the brand. Fournier and Yao (1997) and Han et. al. (2018) revealed that brand loyalty is an important strategy that should be executed by companies in fierce business competition. Brand loyalty will lead to product purchases (TU; WANG; CHANG, 2012; HAN et. al., 2018).

There are six indicators of brand loyalty as suggesting by Aaker (2009) which cover repurchase intention, satisfaction, preference, premium price, the cost of switching to another brand and commitment to the brand. Brand purchase intention is the expected result of a brand perception (Foroudi, Jin, Gupta, Foroudi, and Kitchen, 2018). Based on the above explanation, the research hypothesis to be tested is:

- H4: Brand loyalty has a positive effect on brand purchasing intention.

The relationship between the variables is denoted in the figure 1 below.



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Figure 1: The proposed model

3. METHOD

3.1. Sample and data collection

The selected local fast food brand in this study is the Richeese Factory. Data indicated that this restaurant already has 59 outlets across Indonesia that outspread to 22 cities in 2018. Despite it was first launched in 2011, the restaurant has a rapid growth due to its franchise concept and high consumer demand for the typical restaurant products (RACHMAWATI, 2018).

The difference with other fast food brands is all the menus served accompanied by a cheese sauce while other fast food restaurants usually use tomato or chili sauce. In this study, specifically, we selected the Richeese Factory, which is located in South Jakarta. The main reason is because the location is near to Budi Luhur University, where we collected our respondents.

The Richeese Factory has assigned high school and university students as their main target market. A total of 99 students from Budi Luhur University was collected as samples in this study. Electronic questionnaires were distributed based on convenience sampling method and Likert Scale. Of the 99 respondents, 51.5 % were male and 48.5 % were female, 97 % were aged 17 to 25 years and only 3 % were aged between 26 to 30 years.

3.2. Data instruments

The instrument employed in this study is confirming to the scales used in prior studies. Brand awareness was adopted by following dimensions of MacInnis, Shapiro and Mani (1999), Keller (2008) and empirical applications by Boo, Busser, and Baloglu (2009), Buil, Martínez, and De Chernatony, (2013), while dimensions of brand associations by following Aaker (1997), Low and Lamb Jr. (2000), and Aaker (2012), brand loyalty, and brand purchasing intention by following Foroudi, Jin, Gupta, Foroudi, and Kitchen (2018).

Finally, the perceived quality dimensions were adopted by following Garvin (1984) and empirical applications by Yoo and Donthu (2002) and Boo, Busser, and Baloglu (2009). Data were analyzed by using Partial Least Square Structural Equation Modeling (PLS-SEM) method and SmartPLS 3.0 software. Specifically, the dimensions used in this study are denoted in the table 1.



Table 1: Variables' dimension used in the study

Latent variables	Labels	Manifest variables
Brand awareness (MacInnis, Shapiro, and Mani (1999), Keller (2008), Boo, Busser, and Baloglu (2009) and Buil, Martínez, and De Chernatony (2013))	X1	The Richeese Factory food packaging is very interesting
	X2	I know the meaning behind the name of Richeese Factory
	X3	I know exactly what Richeese Factory sells
	X4	Whenever I think of spicy chickens with cheese sauce, I immediately think of Richeese Factory
	X5	I know the logos, colors and other attributes of the Richeese Factory
Brand associations Aaker (1997), Low and Lamb Jr. (2000), Aaker (2012)	X6	I feel prestigious when eating and making purchases at Richeese Factory
	X7	I really like the unique concept of Richeese Factory that offers spicy chicken products with cheese sauce
	X8	I believe that Richeese Factory always provides high quality products at reasonable prices
Perceived quality Garvin (1984), Yoo and Donthu (2002), Boo, Busser, and Baloglu (2009)	X9	Richeese Factory has a strong identity
	X10	Richeese Factory services are very good
	X11	Richeese Factory provides WiFi facilities
	X12	Free internet service from Richeese Factory has become another reason for me in buying their products
Brand loyalty Foroudi, Jin, Gupta, Foroudi, and Kitchen (2018)	X13	There are no other fast food brands that offer spicy chickens with cheese sauce
	X14	I will not be affected by any negative issues about Richeese Factory
	X15	I am satisfied with Richeese Factory products in terms of how the products served, the level of spiciness, and the taste of the cheese sauce
	X16	I do not mind to buy products at the Richeese Factory with any price offered
Brand purchasing intention Foroudi, Jin, Gupta, Foroudi, and Kitchen (2018)	X17	I like to eat any product of Richeese Factory
	X18	I definitely eat Richeese Factory products once in a week
	X19	I have heard that there is a new Richeese Factory near my university, and I would love to try and buy its products because of the easily accessible location
	X20	I will buy the latest products issued by Richeese Factory immediately

4. FINDINGS

4.1. Reflective measurement models

Evaluations on convergent and discriminant validity were performed to evaluate reflective models. Convergent validity consists of item reliability and internal consistency evaluation. The models will have a fairly reliability and construct internal consistency when all the loading factors have values above 0.50, cronbach's alpha, composite reliability above 0.70 and Average Variance Extracted (AVE) values above 0.50 (COHEN, 1988; HAIR JR. et al., 2016). Furthermore, the evaluation of discriminant validity was carried out by looking at Fornell-Larcker Criterion results. The square root of AVE should be higher than the correlation between constructs (HAIR JR. et al., 2016).



Table 2: Validity and reliability testing results

Latent constructs	Dimensions	Std. Loadings	t-Statistics	Average Variance Extracted (AVE)	Composite reliability	Cronbach's Alpha
Brand awareness	X1	0.686	14.786	0.552	0.860	0.795
	X2	0.738	13.514			
	X3	0.754	12.937			
	X4	0.843	26.049			
	X5	0.682	11.170			
Brand association	X6	0.793	16.285	0.656	0.851	0.740
	X7	0.828	26.970			
	X8	0.810	22.579			
Perceived quality	X9	0.797	19.271	0.563	0.837	0.749
	X10	0.804	22.946			
	X11	0.712	9.696			
	X12	0.679	7.755			
Brand loyalty	X13	0.758	13.725	0.582	0.846	0.757
	X14	0.638	9.835			
	X15	0.781	12.986			
	X16	0.858	29.338			
Brand purchasing intention	X17	0.608	6.496	0.510	0.805	0.687
	X18	0.689	8.887			
	X19	0.811	17.688			
	X20	0.733	12.350			

Source: own data processing

The findings in the table 2 and table 3 indicate that all construct dimensions have loading factors above 0.60. Similarly, AVE values are above 0.50, composite reliability and Cronbach's Alpha are above 0.70 except for the brand purchasing intention which has a value of 0.687. However, this value is considered moderately acceptable. Fornell Larcker criterion results indicate that the AVE root values of all constructs are higher than construct correlations with other constructs. Therefore, it is summarized that the model has good convergent and discriminant validity.

Table 3: Results of Fornell-Larcker criterion

	Brand association	Brand awareness	Brand loyalty	Brand purchasing intention	Perceived quality
Brand association	0.810				
Brand awareness	0.561	0.743			
Brand loyalty	0.722	0.758	0.763		
Brand purchasing intention	0.664	0.600	0.625	0.714	
Perceived quality	0.594	0.577	0.697	0.617	0.750

Source: own processing data

4.2. Structural model

The evaluation of the structural model is performed by looking at t-values and p-values of each hypothesized path, R^2 value, and Stone-Geisser's Q^2 value. The findings in the table 4 indicate that the relationship between brand awareness and brand loyalty is positive and



significant ($\beta= 0.423$; $t\text{-value}= 6.307$) providing a support to the hypothesis 1a. Likewise, brand awareness and brand purchasing intention relationships are also positive and significant ($\beta= 0.254$; $t\text{-value}= 3.233$) providing a support to the hypothesis 1b.

Furthermore, brand association has a positive and significant relationship to brand loyalty ($\beta= 0.333$; $t\text{-value}= 5.420$) and brand purchasing intention ($\beta= 0.388$; $t\text{-value}= 4.061$) providing a support to the hypotheses 2a and 2b. Similarly, perceived quality has a positive and significant relationship to brand loyalty ($\beta = 0.255$; $t\text{-value} = 3.435$) and brand purchasing intention ($\beta = 0.259$; $t\text{-value} = 2.714$). However, brand loyalty does not significantly affect brand purchasing intention ($\beta= -0.027$; $t\text{-value}= 0.175$) thus the hypothesis 4 is unsupported. The value of R^2 is 0.552.

According to Hair Jr, Hult, Ringle, and Sarstedt (2016), this value reflects that the model has a good predictive power. The value of Q^2 is 0.884 indicating that the model has an excellent predictive power.

Table 4: Path coefficients

Hypotheses	Path	Coeff.	t-value	p-value	Decisions
H1a	Brand awareness -> Brand loyalty	0.423***	6.307	0.000	supported
H1b	Brand awareness -> Brand purchasing intention	0.254**	3.233	0.001	supported
H2a	Brand association -> Brand loyalty	0.333***	5.420	0.000	supported
H2b	Brand association -> Brand purchasing intention	0.388***	4.061	0.000	supported
H3a	Perceived quality -> Brand loyalty	0.255**	3.435	0.001	supported
H3b	Perceived quality -> Brand purchasing intention	0.259**	2.714	0.007	supported
H4	Brand loyalty -> Brand purchasing intention	-0.027n.s	0.175	0.861	unsupported

Source: own processing data

Notes: n.s=non-significant effects, *** $p<0.01$; ** $p<0.05$; * $p<0.10$

The relationship between each variable and its values is denoted in the figure 2.



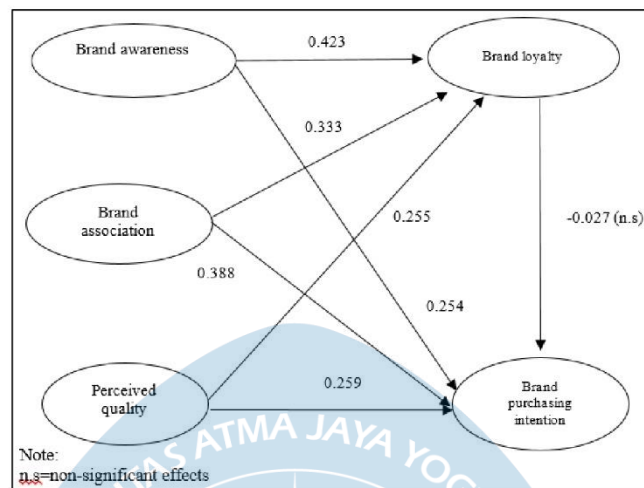


Figure 2: Structural result model of PLS-SEM

In addition, the value of the Goodness of Fit (GoF) index of 0.562 indicates a very good fit model. This is according to the criteria proposed by Wetzels, Odekerken-Schröder, and Van Oppen (2009), where GoF model is divided into three levels, i. e. low GoF (0.100), medium GoF (0.250), and high GoF (0.360). Brand awareness is found to have a positive relationship to brand loyalty and brand purchasing intention. Brand awareness is consumer awareness of the brand existence (SPRY; PAPPU; BETTINA CORNWELL, 2011).

This finding is consistent with Foroudi, Jin, Gupta, Foroudi, and Kitchen (2018), Kim, Choe, and Petrick (2018), and Coelho, Rita, and Santos (2018). The finding indicates that Richeese Factory is well known in the mind of respondents. The higher consumer satisfaction with products and services, the higher their desire to make purchases, repurchases, and affect other people to make the similar purchase.

Furthermore, brand association also has a positive relationship to brand loyalty and brand purchasing intention. This result is consistent with Foroudi, Jin, Gupta, Foroudi, and Kitchen (2018). Consumers are not only able to identify Richeese factory as one of the local fast food brands, but consumers also have been able to identify the product offered, its uniqueness compared to other brands, its innovation, and other form of services (MOHD YASIN; NASSER NOOR; MOHAMAD, 2007).



Likewise, the perceived quality of brand loyalty and brand purchasing intention is positive and significant. This result is consistent with the study of Bao, Bao, and Sheng (2011), Calvo-Porrall and Lévy-Mangin (2017), and Foroudi, Jin, Gupta, Foroudi, and Kitchen (2018). Richeese factory's high quality of service that exceeds customer expectations will increase brand loyalty and brand purchasing intention. Service quality covers the product characteristics, services, and wifi availability.

However, brand loyalty does not significantly affect brand purchasing intention. The finding is inconsistent with the study of Tu, Wang, and Chang (2012) and Han et. al. (2018). This is interesting since according to prior studies, brand loyalty should be able to influence consumer attitude and behavior. Attitude means the level of customer satisfaction with Richeese factory. High satisfaction should lead to product purchases. However, in this study we assume that consumers who are satisfied with Richeese factory products and services do not always end up making purchases. This may be affected by other variables such as prices that have not been included in the research model.

5. CONCLUSION

This study contributes in analyzing the factors that affect brand equity and brand purchasing intention of a local fast food brand in Jakarta, Indonesia. The finding indicates that there is a positive relationship between brand equity (brand awareness, brand association, perceived quality, and brand loyalty) and brand purchasing intention.

However, the relationship between brand loyalty and brand purchasing intention is not significant. Since the fast food industry has grown very rapidly in Indonesia, high competition must be addressed well by managers by building strong brand equity. The study suggests several managerial implications for local fast food brands.

First, creating strong brand equity will lead to brand loyalty. However, the fact that brand loyalty is not significant in creating brand purchasing intention suggests that managers must pay attention to other factors that may influence consumers to make purchases.

Second, positive effects of brand awareness, brand association, and perceived quality towards brand purchasing intention give a signal for managers to implement specific strategies that can increase the three elements of brand equity, especially on consumers' brand awareness, such as communicating the Richeese Factory name and logo, product variations, improving the packaging to be more attractive and creating a unique way on how the products served to its consumers.



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