BAB V

PENUTUP

Pada bab ini akan dibahas kesimpulan akhir dari penelitian tentang *Price-Quality Inference, Social Effect, Brand Loyalty*, dan *Ethical Issues* yang berhubungan dan berpengaruhterhadap niat beli konsumen pada produk tiruan merek mewahdanmengenai faktor demografi yang berbeda (Jenis kelamin, usia, pendidikan, pendapatan) akan membedakan*Price-Quality Inference,Social Effect, Brand Loyalty*, *Ethical Issues*, dan Niat beli.

5.1 Kesimpulan

Berdasarkan analisis data yang telah dilakukan dapat disimpulkan:

1. *Price-Quality Inference* dan *Ethical Issues*berhubungan positif dengan niat beli konsumen terhadap produk tiruan merek mewah.*Brand Loyalty* berhubungan negatif dengan niat beli konsumen terhadap produk tiruan merek mewah. *Social Effect* tidak berhubungan dengan niat beli konsumen pada produk tiruan merek mewah.
2. Ada perbedaan signifikan melihat pembelian produk tiruan sebagai etika pada jenis kelamin antara laki-laki dan perempuan.

   Perbedaan demografi berdasarkan Umur, Pekerjaan, Pendapatan, dan Pendidikan tidak membedakanpersepsi harga-kualitas, efek-efek sosial pada produk merek mewah, loyalitas merek terhadap produk

merekmewahdan mengamati aksi pembelian produk tiruan merek mewah sebagai etika pada konsumen.

3. Niat beli konsumen pada produk tiruan merek mewah pada orang yang tidak pernah membeli produk tiruan (orang yang membeli produk asli) merek mewah dengan konsumen yang membeli produk tiruan merek mewah di outlet, toko, online shop, mall, kaki lima dan pasar menunjukkan perbedaan yang signifikan.

   Niat beli konsumen terhadap produk tiruan merek mewah pada orang yang tidak pernah membeli produk tiruan merek mewah (orang membeli produk asli) dengan orang yang membeli produk tiruan merek mewah pada pakaian pria, pakaian wanita, *accecoris* dan lainnya menunjukkan perbedaan yang signifikan. Niat beli konsumen pada Orang yang membeli produk tiruan merek mewah pada pakaian wanita dengan orang yang membeli produk tiruan merek mewah pada*accecoris* terdapat perbedaan yang signifikan.

4. *Price-Quality, Brand Loyalty dan Ethical Issues* berpengaruh signifikan pada niat beli konsumen terhadap produk tiruan merek mewah. Faktor yang paling berpengaruh kuat pada Niat Beli konsumen pada produk tiruan merek mewah adalah *Ethical Issues*.

5.2Implikasi Manajerial

Perkembangan *Counterfeit* Di Indonesia semakin meluas, banyak orang yang menjual produk tiruan merek mewah dimana-mana yaitu melalui outlet, toko-toko, mall, pasar, dan ol shop. Penyebaran produk tiruan sudah semakin merajalela, melihat kondisi ini konsumen semakin membandingkan kualitas dari produk asli dan tiruan. Untuk Produsen pada Merek mewah asli harus memperhatikan hal ini dimana produk asli merek mewah harus dibuat sebaik mungkin kualitasnya dibandingkan produk tiruannya. Jika kualitas dari merek mewah tetap dibuat sebaik mungkin maka konsumen akan tetap ingin menggunakan produkbermerek mewah. Karena seharusnyaproduk tiruan merek mewah yang dijual dengan harga yang murah maka tentunya kualitas yang baik tidak dapat dibuat pada produk tiruan.

Bagi pemasar diharapkan dapat menjaga kualitas dan image produk merek mewah asli, agar konsumen dapat tetap loyal terhadap *"luxury brands"*. Mungkin dapat benar-benar menindaklanjuti setiap produsen yang telah meniru merknya. Karena jika konsumen merasa produk *"luxury brands"* sudah banyak imitasinya dan tidak terlihat perbedaan antara produk asli dan tiruannya, maka konsumen yang telah membeli produk asli merek mewah dengan harga yang mahal tidak mendapatkan keadilan jika disamakan dengan konsumen yang membeli produk tiruan. Produsen produk merek mewah asli juga harus memikirkan cara lebih untuk memuaskan kebutuhan pelanggan agar konsumen dapat lebih dan tetap loyal dengan produknya.

Masalah persepsi membeli produk tiruan merek mewah dianggap sebagai hal yang beretika, persepsi ini harus diubah. Peraturan-peraturan dapat dibuat agar masyarakat benar-benar sadar jika membeli produk tiruan merek mewah merupakan hal yang tidak etis, dan akan merugikan perusahaan yang telah mendaftarkan mereknya. Infrastruktur hukum Di Indonesia harus semakin diperketat, mungkinkita dapat melihat kebijakan yang diterapkan di negara Singapura atau Perancis dimana negara ini mengeluarkan kebijakan penetapan denda bagi yang membawa produktiruan ke dalam negara mereka. Dengan kebijakan ini masyarakat mungkin akan berkurang menggunakan produk tiruandikarenakan malas membayar denda dan merugikan diri sendiri jika memakai produk tiruan merek mewah.Kebijakan seperti ini mungkin akan membuat masyarakat malu memakai produk tiruan.

Dapat dilihat bahwa produk tiruan yang paling sering dibeli adalah pada *accecoris* dan pakaian, mungkin produsen produk asli harus memperhatikan hal-hal dimana produk tiruan yang rentan dipalsukan dan produk tiruan yang rentan dibeli konsumen.

5.3Saran

Bagi Penelitian selanjutnya mungkin akan lebih baik jika penelitian ini dilakukan di kota-kota lain sehingga hasil penelitian ini dapat beragam dan bisa mengeneralisasi.

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LAMPIRAN 1

KUESIONER PADA PRE-TEST 1

Kuesioner ini dibuat untuk mengetahui *Price-Quality Inference, Social effect, Brand Loyalty,* dan *Ethical Issues* yang berhubungan dan yang mempengaruhi niat beli konsumen pada produk tiruan merek mewah. Diharapkan pada responden untuk mengisi pertanyaan-pertanyaan di bawah ini dengan sejujur-jujurnya.

KUESIONER

BAGIAN I

Centanglah (√) pada kolom yang sudah disediakan

Jenis kelamin :

□ Laki-laki □ Perempuan

Umur :

□ ≤ 20 tahun □ 41 – 50 tahun

□ 21 – 30 tahun □ 51 – 60 tahun

□ 31 – 40 tahun □ ≥ 61 tahun

Pekerjaan :

□ Pelajar □ Pegawai Negeri

□ Mahasiswa □ Ibu Rumah Tangga

□ Pegawai Swasta □ Lainnya.....

□ Wiraswasta

Pendapatan/ uang saku per bulan:

□ < Rp 1.000.000 □ Rp 3.000.001 – Rp 4.000.000

□ Rp 1.000.001 – Rp 2.000.000 □ >Rp 4.000.000

□ Rp 2.000.001 – Rp 3.000.000

Tingkat Pendidikan terakhir :

□ SMP □S2

□ SMA □ S3

□ S1 □ Lainnya .....

Berapa banyak produk tiruan merek mewah yang anda beli per tahun?

.....

Dimana biasanya sebagian besar anda membeli produk tiruan merek mewah?

.....

Produk tiruan merek mewah yang biasanya paling sering anda beli?

□ Pakaian pria □ Accecoris.....

□ Pakaian wanita □ Lainnya.....

BAGIAN II

Centanglah (√) pada kolom yang sudah disediakan, dengan ketentuan sebagai berikut:

STS : Sangat Tidak Setuju S : Setuju

TS : Tidak Setuju S : Sangat Setuju

N : Netral

No	Pertanyaan	STS	TS	N	S	SS
	Factor 1: Price-Quality Inference					
1	Keandalan Tiruan merek mewah sama dengan versi aslinya (versi original).					
2	Tiruan merek mewah memiliki kualitas yang mirip dengan versi aslinya (versi original).					

No	Pertanyaan	STS	TS	N	S	SS
3	Jika anda membayar sedikit, maka anda tidak akan mendapatkan kualitas yang baik					
4	Hargamerupakanindikator yang baikuntuk sebuahkualitas					
5.	Anda membayar sedikit lebih mahal untuk mendapatkan kualitas yang terbaik					
6.	Secara umum, semakin tinggi harga produk semakin tinggi pula kualitas produk tersebut					
	Factor 2 : Social Effect					
1	Produk bermerek mewah merupakan simbol status sosial seseorang					
2	Merek mewah membantu saya dalam status sosial yang penting					
3	Saya suka terlihat dengan produk merek mewah					
4	Saya suka orang lain tahu bahwa saya menggunakan produk merek mewah					
	Factor 3 : Brand Loyalty					
1	Secara umum, Sifat loyal saya hanya terhadap satu merek pada kategori produk tertentu					
2	Jika toko tempat saya inginkan tidak menjual produk mewah yang saya inginkan, saya akan membeli produk sejenis					
3	Saya tidak akan memilih merek lain yang menawarkan harga diskon, saya akan tetap memilih					

	merek yang biasanya saya pakai					
	Factor 4: Ethical Issues					
1	Karena banyak pembelian merek palsu di sekitar saya maka pembelian barang palsu tidak menjadi masalah untuk saya					
2	Selama hal itu dianggap legal, etika bukan merupakan faktor utama yang harus dipertimbangkan.					
3	Menurut saya, membeli produk tiruan merek mewah adlah perilaku yang etis					
	Factor 5 : Intention to Buy					
1	Saya berniat untuk kembali membeli produk tiruan merek mewah lagi					
2	Saya akan membeli produk tiruan merek mewah jika saya melihat produk tersebut					
3	Saya sering membeli produk tiruan merek mewah					
4	Saya merekomendasikan pada teman-teman untuk membeli produk tiruan merek mewah					

--TERIMA KASIH--

LAMPIRAN 2

KUESIONER PADA PRE-TEST 2

Kuesioner ini dibuat untuk mengetahui *Price-Quality Inference, Social effect, Brand Loyalty,* dan *Ethical Issues* yang berhubungan dan yang mempengaruhi niat beli konsumen pada produk tiruan merek mewah. Diharapkan pada responden untuk mengisi pertanyaan-pertanyaan di bawah ini dengan sejujur-jujurnya.

KUESIONER

BAGIAN I

Centanglah (√) pada kolom yang sudah disediakan

Jenis kelamin :

□ Laki-laki □ Perempuan

Umur :

□ ≤ 20 tahun □ 41 – 50 tahun

□ 21 – 30 tahun □ 51 – 60 tahun

□ 31 – 40 tahun □ ≥ 61 tahun

Pekerjaan :

□ Pelajar □ Pegawai Negeri

□ Mahasiswa □ Ibu Rumah Tangga

□ Pegawai Swasta □ Lainnya.....

□ Wiraswasta

Pendapatan/ uang saku per bulan:

□ < Rp 1.000.000 □ Rp 3.000.001 – Rp 4.000.000

□ Rp 1.000.001 – Rp 2.000.000 □ >Rp 4.000.000

□ Rp 2.000.001 – Rp 3.000.000

Tingkat Pendidikan terakhir :

□ SMP □S2

□ SMA □ S3

□ S1 □ Lainnya .....

Berapa banyak produk tiruan merek mewah yang anda beli per tahun?

.....

Dimana biasanya sebagian besar anda membeli produk tiruan merek mewah?

.....

Produk tiruan merek mewah yang biasanya paling sering anda beli?

□ Pakaian pria □ Accecoris.....

□ Pakaian wanita □ Lainnya.....

BAGIAN II

Centanglah (√) pada kolom yang sudah disediakan, dengan ketentuan sebagai berikut:

STS : Sangat Tidak Setuju S : Setuju

TS : Tidak Setuju S : Sangat Setuju

N : Netral

No	Pertanyaan	STS	TS	N	S	SS
	Factor 1: Price-Quality Inference					
1	Tiruan merek mewah sama dengan versi aslinya (versi original).					
2	Tiruan merek mewah mirip dengan versi aslinya (versi original).					
No	**Pertanyaan**	**STS**	**TS**	**N**	**S**	**SS**

3	Jika anda membayar sedikit, maka anda tidak akan mendapatkan kualitas yang baik					
4	Hargamerupakanindikator yang baikuntuk sebuahkualitas					
	Factor 2 : Social Effect					
1	Produk bermerek mewah merupakan simbol status sosial saya					
2	Merek mewah membantu saya dalam status sosial yang penting					
3	Saya suka terlihat dengan produk merek mewah					
4	Saya suka orang lain tahu bahwa saya menggunakan produk merek mewah					
	Factor 3 : Brand Loyalty					
1	Sifat loyal saya hanya terhadap satu merek mewah pada kategori produk tertentu					
2	Jika toko tempat saya datangi tidak menjual produk mewah yang saya inginkan, saya akan membeli produk sejenis					
3	Saya tidak akan memilih merek lain yang menawarkan harga diskon, saya akan tetap memilih merek mewah yang biasanya saya pakai					
	Factor 4: Ethical Issues					
1	Karena banyak pembelian merek palsu di sekitar saya maka pembelian barang palsu tidak menjadi masalah untuk saya					

2	Selama hal itu dianggap legal, etika bukan merupakan faktor utama yang harus dipertimbangkan.					
3	Menurut saya, membeli produk tiruan merek mewah adlah perilaku yang etis					
	Factor 5 : Intention to Buy					
1	Saya berniat untuk kembali membeli produk tiruan merek mewah lagi					
2	Saya akan membeli produk tiruan merek mewah jika saya melihat produk tersebut					
3	Saya sering membeli produk tiruan merek mewah					
4	Saya merekomendasikan pada teman-teman untuk membeli produk tiruan merek mewah					

--TERIMA KASIH--

LAMPIRAN 3

Pre-Test 1
Uji Validitas dan Reliabilitas pada Faktor *Price-Quality Inference*

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
.647	6

Item Statistics

	Mean	Std. Deviation	N
P1	2.9333	1.04826	30
P2	2.7667	1.10433	30
P3	3.4333	1.25075	30
P4	3.3667	1.03335	30
P5	2.8000	1.24291	30
P6	3.9333	.73968	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	16.3000	10.217	.593	.523
P2	16.4667	9.223	.722	.461
P3	15.8000	12.028	.196	.681
P4	15.8667	10.257	.599	.522
P5	16.4333	12.323	.163	.692
P6	15.3000	14.148	.107	.676

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.2333	15.289	3.91005	6

Uji Validitas dan Reliabilitas pada Faktor *Social Effect*

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
.804	4

Item Statistics

	Mean	Std. Deviation	N
S1	3.4333	1.04000	30
S2	2.8667	1.19578	30
S3	2.6000	1.22051	30
S4	2.2333	1.22287	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
S1	7.7000	10.493	.337	.869
S2	8.2667	7.444	.762	.681
S3	8.5333	7.706	.686	.720
S4	8.9000	7.541	.716	.704

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.1333	13.844	3.72071	4

Uji Validitas dan Reliabilitas pada faktor *Brand Loyalty*

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
.256	3

Item Statistics

	Mean	Std. Deviation	N
B1	3.2667	1.36289	30
B2	2.8000	.99655	30
B3	3.0333	1.15917	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
B1	5.8333	3.178	.005	.529
B2	6.3000	3.872	.049	.347
B3	6.0667	2.202	.440	-.589[a]

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
9.1000	5.059	2.24914	3

Uji Validitas dan Reliabilitas pada Faktor *Ethical Issues*

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
.702	3

Item Statistics

	Mean	Std. Deviation	N
E1	2.9000	1.18467	30
E2	3.1667	1.34121	30
E3	3.0000	1.17444	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
E1	6.1667	4.626	.507	.626
E2	5.9000	3.266	.733	.296
E3	6.0667	5.306	.357	.793

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
9.0667	8.616	2.93532	3

Uji Validitas dan Reliabilitas pada Faktor *Intention* (Niat Beli)

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
.863	4

Item Statistics

	Mean	Std. Deviation	N
I1	2.7000	1.20773	30
I2	2.7333	1.11211	30
I3	2.4333	1.35655	30
I4	2.1333	1.19578	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I1	7.3000	10.424	.643	.851
I2	7.2667	10.064	.793	.795
I3	7.5667	8.806	.776	.797
I4	7.8667	10.464	.647	.850

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.0000	16.897	4.11054	4

LAMPIRAN 4

Pre-Test 2
Uji Validitas dan Reliabilitas pada Faktor *Price-Quality Inference*

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
.736	6

Item Statistics

	Mean	Std. Deviation	N
VAR00001	2.8000	1.09545	30
VAR00002	3.3333	1.09334	30
VAR00003	3.2000	1.15669	30
VAR00004	3.3333	1.12444	30
VAR00005	3.8667	.97320	30
VAR00006	3.7333	.98027	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	17.4667	12.602	.521	.684
VAR00002	16.9333	12.202	.584	.665
VAR00003	17.0667	11.306	.670	.634
VAR00004	16.9333	10.961	.756	.607
VAR00005	16.4000	16.455	.058	.797
VAR00006	16.5333	14.809	.277	.748

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.2667	17.857	4.22581	6

Uji Validitas dan Reliabilitas pada Faktor Price-Quality *Inference (*Setelah 2 Item dihapus)

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
.834	4

Item Statistics

	Mean	Std. Deviation	N
P1	2.8000	1.09545	30
P2	3.3333	1.09334	30
P3	3.2000	1.15669	30
P4	3.3333	1.12444	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	9.8667	7.982	.671	.786
P2	9.3333	8.023	.664	.789
P3	9.4667	7.706	.668	.788
P4	9.3333	7.954	.649	.796

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.6667	13.333	3.65148	4

Uji Validitas dan Reliabilitas pada Faktor *Social Effect*

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
.922	4

Item Statistics

	Mean	Std. Deviation	N
S1	3.2000	1.29721	30
S2	3.2000	1.15669	30
S3	2.8333	1.14721	30
S4	2.8000	1.21485	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
S1	8.8333	10.282	.829	.897
S2	8.8333	11.730	.731	.928
S3	9.2000	11.269	.815	.901
S4	9.2333	10.254	.917	.866

Uji Validitas dan Reliabilitas pada Faktor *Brand Loyalty*

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
.680	3

Item Statistics

	Mean	Std. Deviation	N
B1	2.6667	1.09334	30
B2	2.8333	.87428	30
B3	2.2000	.80516	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
B1	5.0333	1.826	.591	.453
B2	4.8667	2.740	.437	.654
B3	5.5000	2.810	.485	.605

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
7.7000	4.769	2.18380	3

Uji Validitas dan Reliabilitas pada Faktor *Ethical Issues*

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
.703	3

Item Statistics

	Mean	Std. Deviation	N
E1	3.1333	1.22428	30
E2	3.3333	1.06134	30
E3	2.8000	.92476	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
E1	6.1333	2.671	.594	.516
E2	5.9333	2.961	.673	.410
E3	6.4667	4.395	.334	.805

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
9.2667	6.547	2.55874	3

Uji Validitas dan Reliabilitas pada Faktor *Intention (*Niat Beli)

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
.926	4

Item Statistics

	Mean	Std. Deviation	N
I1	2.9333	1.14269	30
I2	2.9333	1.01483	30
I3	2.6333	1.15917	30
I4	2.4000	.96847	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I1	7.9667	8.171	.865	.892
I2	7.9667	8.930	.852	.897
I3	8.2667	8.340	.813	.911
I4	8.5000	9.431	.800	.915

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.9000	15.128	3.88942	4

LAMPIRAN 5

Uji Beda Antara Faktor Demografi (*Gender)* Pada Faktor *Price-Quality Inference, Social Effect, Brand Loyalty dan* Niat Beli Konsumen Terhadap Produk Tiruan Merek Mewah

Group Statistics

	JK	N	Mean	Std. Deviation	Std. Error Mean
PRICEQUALITY	1.00	53	3.4198	.63317	.08697
	2.00	70	3.3071	.69830	.08346
SOCIALEFFECT	1.00	53	2.7877	1.06563	.14638
	2.00	70	2.8571	1.04567	.12498
BRANDLOYALTY	1.00	53	2.7170	.79096	.10865
	2.00	70	2.6286	.72130	.08621
ETHICALISSUES	1.00	53	3.3396	.86847	.11929
	2.00	70	3.0238	.85186	.10182
INTENTION	1.00	53	2.9340	.81917	.11252
	2.00	70	2.7500	.90189	.10780

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
PRICEQUALITY	Equal variances assumed	1.353	.247	.922	121	.358	.11267	.12219	-.12924	.35458
	Equal variances not assumed			.935	117.060	.352	.11267	.12054	-.12606	.35139
SOCIALEFFECT	Equal variances assumed	.032	.858	-.362	121	.718	-.06941	.19197	-.44946	.31064
	Equal variances not assumed			-.361	110.998	.719	-.06941	.19247	-.45081	.31199
BRANDLOYALTY	Equal variances assumed	1.167	.282	.646	121	.520	.08841	.13693	-.18268	.35950
	Equal variances not assumed			.637	106.329	.525	.08841	.13870	-.18656	.36338
ETHICALISSUES	Equal variances assumed	.245	.622	2.019	121	.046	.31581	.15641	.00615	.62548
	Equal variances not assumed			2.014	110.974	.046	.31581	.15684	.00503	.62660
INTENTION	Equal variances assumed	1.661	.200	1.165	121	.246	.18396	.15792	-.12868	.49661
	Equal variances not assumed			1.181	116.987	.240	.18396	.15582	-.12464	.49256

Uji Beda Antara Faktor Demografi (*Age*) Pada Faktor *Price-Quality Inference, Social Effect, Brand Loyalty dan* Niat Beli Konsumen Terhadap Produk Tiruan Merek Mewah

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
PRICEQUALITY	1.00	30	3.3750	.56763	.10363	3.1630	3.5870	2.25	4.50
	2.00	78	3.3526	.71672	.08115	3.1910	3.5142	1.50	4.50
	3.00	11	3.5909	.49082	.14799	3.2612	3.9206	2.50	4.25
	4.00	4	2.6250	.52042	.26021	1.7969	3.4531	2.00	3.25
	Total	123	3.3557	.67067	.06047	3.2360	3.4754	1.50	4.50
SOCIALEFFECT	1.00	30	2.7750	1.00291	.18310	2.4005	3.1495	1.50	5.00
	2.00	78	2.7756	1.04103	.11787	2.5409	3.0104	1.00	5.00
	3.00	11	3.2045	1.34079	.40426	2.3038	4.1053	1.00	5.00
	4.00	4	3.1875	.74652	.37326	1.9996	4.3754	2.50	4.25
	Total	123	2.8272	1.05053	.09472	2.6397	3.0147	1.00	5.00
BRANDLOYALTY	1.00	30	2.8222	.82922	.15139	2.5126	3.1319	1.67	4.67
	2.00	78	2.6239	.68241	.07727	2.4701	2.7778	1.33	4.33
	3.00	11	2.6667	1.05409	.31782	1.9585	3.3748	1.67	4.67
	4.00	4	2.3333	.38490	.19245	1.7209	2.9458	2.00	2.67
	Total	123	2.6667	.75023	.06765	2.5328	2.8006	1.33	4.67

		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
ETHICALISSUES	1.00					2.6612	3.3165		
	2.00	78	3.2308	.86675	.09814	3.0353	3.4262	1.67	5.00
	3.00	11	3.3333	.90676	.27340	2.7242	3.9425	1.67	4.00
	4.00	4	2.5833	.56928	.28464	1.6775	3.4892	2.00	3.33
	Total	123	3.1599	.86980	.07843	3.0046	3.3151	1.00	5.00
INTENTION	1.00	30	2.5583	.80324	.14665	2.2584	2.8583	1.00	4.25
	2.00	78	2.8974	.88863	.10062	2.6971	3.0978	1.00	5.00
	3.00	11	3.0909	.82366	.24834	2.5376	3.6442	1.00	4.25
	4.00	4	2.8125	.89849	.44925	1.3828	4.2422	2.00	4.00
	Total	123	2.8293	.86858	.07832	2.6742	2.9843	1.00	5.00

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
PRICEQUALITY	2.250	3	119	.086
SOCIALEFFECT	1.448	3	119	.232
BRANDLOYALTY	1.657	3	119	.180
ETHICALISSUES	1.087	3	119	.358
INTENTION	.322	3	119	.809

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PRICEQUALITY	Between Groups	2.756	3	.919	2.098	.104
	Within Groups	52.120	119	.438		
	Total	54.876	122			
SOCIALEFFECT	Between Groups	2.375	3	.792	.712	.547
	Within Groups	132.267	119	1.111		
	Total	134.641	122			
BRANDLOYALTY	Between Groups	1.313	3	.438	.773	.511
	Within Groups	67.354	119	.566		
	Total	68.667	122			
ETHICALISSUES	Between Groups	2.930	3	.977	1.300	.278
	Within Groups	89.370	119	.751		
	Total	92.300	122			
INTENTION	Between Groups	3.319	3	1.106	1.484	.222
	Within Groups	88.721	119	.746		
	Total	92.040	122			

Uji Beda Faktor Demografi (Pekerjaan) Pada Faktor *Price-Quality Inference, Social Effect, Brand Loyalty dan* Niat Beli Konsumen Terhadap Produk Tiruan Merek Mewah

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
PRICEQUALITY	1.00	16	3.5313	.51539	.12885	3.2566	3.8059	2.75	4.50
	2.00	59	3.3136	.64091	.08344	3.1465	3.4806	1.75	4.25
	3.00	21	3.3929	.62536	.13646	3.1082	3.6775	2.25	4.50
	4.00	19	3.1316	.89119	.20445	2.7020	3.5611	1.50	4.25
	5.00	7	3.8571	.49701	.18785	3.3975	4.3168	2.75	4.25
	Total	122	3.3586	.67266	.06090	3.2380	3.4792	1.50	4.50
SOCIALEFFECT	1.00	16	2.8594	1.16536	.29134	2.2384	3.4804	1.50	5.00
	2.00	59	2.7966	.98532	.12828	2.5398	3.0534	1.00	4.75
	3.00	21	2.8690	1.09436	.23881	2.3709	3.3672	1.00	4.75
	4.00	19	2.8289	1.19330	.27376	2.2538	3.4041	1.00	5.00
	5.00	7	2.9643	1.14044	.43104	1.9096	4.0190	2.00	5.00
	Total	122	2.8320	1.05355	.09538	2.6431	3.0208	1.00	5.00
BRANDLOYALTY	1.00	16	2.8750	.90982	.22746	2.3902	3.3598	1.67	4.67
	2.00	59	2.6949	.67605	.08801	2.5187	2.8711	1.67	4.00
	3.00	21	2.4762	.56344	.12295	2.2197	2.7327	1.67	3.67
	4.00	19	2.6667	.92962	.21327	2.2186	3.1147	1.33	4.67

	5.00	7	2.5238	1.01575	.38392	1.5844	3.4632	1.67	4.67
	Total	122	2.6667	.75332	.06820	2.5316	2.8017	1.33	4.67
ETHICALISSUES	1.00	16	3.3750	.69788	.17447	3.0031	3.7469	2.00	4.33
	2.00	59	3.0678	.86830	.11304	2.8415	3.2941	1.00	5.00
	3.00	21	3.0794	.82936	.18098	2.7018	3.4569	1.67	4.33
	4.00	19	3.2281	1.11140	.25497	2.6924	3.7637	1.67	5.00
	5.00	7	3.5714	.62994	.23810	2.9888	4.1540	2.33	4.00
	Total	122	3.1639	.87223	.07897	3.0076	3.3203	1.00	5.00
INTENTION	1.00					2.3575	3.2050		
	2.00	59	2.7669	.88311	.11497	2.5368	2.9971	1.00	4.50
	3.00	21	2.9405	.88708	.19358	2.5367	3.3443	1.00	5.00
	4.00	19	2.9474	.93756	.21509	2.4955	3.3993	1.25	4.25
	5.00	7	2.8214	.90960	.34380	1.9802	3.6627	1.00	3.50
	Total	122	2.8299	.87213	.07896	2.6736	2.9862	1.00	5.00

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
PRICEQUALITY	2.956	4	117	.023
SOCIALEFFECT	.279	4	117	.891
BRANDLOYALTY	1.348	4	117	.256
ETHICALISSUES	3.324	4	117	.013
INTENTION	.199	4	117	.938

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PRICEQUALITY	Between Groups	3.340	4	.835	1.901	.115
	Within Groups	51.408	117	.439		
	Total	54.748	121			
SOCIALEFFECT	Between Groups	.237	4	.059	.052	.995
	Within Groups	134.068	117	1.146		
	Total	134.305	121			
BRANDLOYALTY	Between Groups	1.646	4	.412	.718	.581
	Within Groups	67.020	117	.573		
	Total	68.667	121			
ETHICALISSUES	Between Groups	2.649	4	.662	.867	.486
	Within Groups	89.406	117	.764		
	Total	92.055	121			
INTENTION	Between Groups	.791	4	.198	.254	.907
	Within Groups	91.242	117	.780		
	Total	92.033	121			

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
PRICEQUALITY	1.844	4	118	.125
SOCIALEFFECT	5.987	4	118	.000
BRANDLOYALTY	2.038	4	118	.093
ETHICALISSUES	.282	4	118	.889
INTENTION	1.478	4	118	.213

ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
PRICEQUALITY	Between Groups	1.041	4	.260	.571	.684
	Within Groups	53.835	118	.456		
	Total	54.876	122			
SOCIALEFFECT	Between Groups	6.474	4	1.618	1.490	.210
	Within Groups	128.168	118	1.086		
	Total	134.641	122			
BRANDLOYALTY	Between Groups	1.450	4	.362	.636	.638
	Within Groups	67.217	118	.570		
	Total	68.667	122			
ETHICALISSUES	Between Groups	3.219	4	.805	1.066	.377
	Within Groups	89.081	118	.755		
	Total	92.300	122			
INTENTION	Between Groups	3.376	4	.844	1.123	.349
	Within Groups	88.664	118	.751		
	Total	92.040	122			

Uji Beda Antara Faktor Demografi (*Income)* Pada Faktor *Price-Quality Inference, Social Effect, Brand Loyalty dan* Niat Beli Konsumen Terhadap Produk Tiruan Merek Mewah

Descriptives

						95% Confidence Interval for Mean			
		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
PRICEQUALITY	1.00	37	3.3716	.58221	.09571	3.1775	3.5657	2.00	4.25
	2.00	44	3.2614	.60750	.09158	3.0767	3.4461	1.75	4.25
	3.00	20	3.4000	.87133	.19483	2.9922	3.8078	1.50	4.50
	4.00	10	3.6000	.64765	.20480	3.1367	4.0633	2.00	4.00
	5.00	12	3.3750	.82916	.23936	2.8482	3.9018	2.00	4.50
	Total	123	3.3557	.67067	.06047	3.2360	3.4754	1.50	4.50
SOCIALEFFECT	1.00	37	2.5878	.86846	.14277	2.2983	2.8774	1.00	4.50
	2.00	44	2.8750	1.08972	.16428	2.5437	3.2063	1.00	5.00
	3.00	20	2.9375	1.40224	.31355	2.2812	3.5938	1.00	5.00
	4.00	10	2.6250	.62639	.19808	2.1769	3.0731	2.00	4.00
	5.00	12	3.3750	.90767	.26202	2.7983	3.9517	2.00	5.00
	Total	123	2.8272	1.05053	.09472	2.6397	3.0147	1.00	5.00
BRANDLOYALTY	1.00	37	2.6126	.60611	.09964	2.4105	2.8147	1.67	3.67
	2.00	44	2.7652	.86140	.12986	2.5033	3.0270	1.33	4.67
	3.00	20	2.6833	.88175	.19717	2.2707	3.0960	1.67	4.67
	4.00	10	2.3667	.61764	.19532	1.9248	2.8085	1.67	3.67
	5.00	12	2.6944	.59388	.17144	2.3171	3.0718	2.00	4.00
	Total	123	2.6667	.75023	.06765	2.5328	2.8006	1.33	4.67

		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
ETHICALISSUES	1.00	37	3.1261	.85111	.13992	2.8424	3.4099	1.00	5.00
	2.00	44	3.0985	.85840	.12941	2.8375	3.3595	1.67	5.00
	3.00	20	3.0500	.93205	.20841	2.6138	3.4862	1.33	4.00
	4.00	10	3.2000	.86353	.27307	2.5823	3.8177	1.67	4.00
	5.00	12	3.6389	.85821	.24775	3.0936	4.1842	2.00	4.67
	Total	123	3.1599	.86980	.07843	3.0046	3.3151	1.00	5.00
INTENTION	1.00	37	2.7703	.80013	.13154	2.5035	3.0370	1.00	4.25
	2.00	44	2.8295	.87566	.13201	2.5633	3.0958	1.00	5.00
	3.00	20	2.7875	1.02043	.22818	2.3099	3.2651	1.00	4.00
	4.00	10	2.5750	.80838	.25563	1.9967	3.1533	1.25	3.50
	5.00	12	3.2917	.79654	.22994	2.7856	3.7978	2.00	4.25
	Total	123	2.8293	.86858	.07832	2.6742	2.9843	1.00	5.00

Uji Beda Antara Faktor Demografi (*Education)* Pada Faktor *Price-Quality Inference, Social Effect, Brand Loyalty dan* Niat Beli Konsumen Terhadap Produk Tiruan Merek Mewah

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
PRICEQUALITY	1.00	11	3.5227	.70227	.21174	3.0509	3.9945	2.00	4.50
	2.00	82	3.2896	.62047	.06852	3.1533	3.4260	1.75	4.25
	3.00	30	3.4750	.78056	.14251	3.1835	3.7665	1.50	4.50
	Total	123	3.3557	.67067	.06047	3.2360	3.4754	1.50	4.50
SOCIALEFFECT	1.00	11	3.2273	1.19611	.36064	2.4237	4.0308	1.50	5.00
	2.00	82	2.7866	.98923	.10924	2.5692	3.0039	1.00	5.00
	3.00	30	2.7917	1.16168	.21209	2.3579	3.2254	1.00	5.00
	Total	123	2.8272	1.05053	.09472	2.6397	3.0147	1.00	5.00
BRANDLOYALTY	1.00	11	2.9697	1.04833	.31608	2.2654	3.6740	1.67	4.67
	2.00	82	2.6667	.71434	.07889	2.5097	2.8236	1.33	4.67
	3.00	30	2.5556	.71831	.13114	2.2873	2.8238	1.67	4.67
	Total	123	2.6667	.75023	.06765	2.5328	2.8006	1.33	4.67
ETHICALISSUES	1.00	11	3.1515	.70496	.21255	2.6779	3.6251	2.00	4.00
	2.00	82	3.1504	.87199	.09629	2.9588	3.3420	1.00	5.00
	3.00	30	3.1889	.94152	.17190	2.8373	3.5405	1.67	4.67

	Total	123	3.1599	.86980	.07843	3.0046	3.3151	1.00	5.00
INTENTION	1.00	11	2.5455	.76500	.23066	2.0315	3.0594	1.25	4.00
	2.00	82	2.8720	.88562	.09780	2.6774	3.0665	1.00	5.00
	3.00	30	2.8167	.86337	.15763	2.4943	3.1391	1.00	4.25
	Total	123	2.8293	.86858	.07832	2.6742	2.9843	1.00	5.00

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
PRICEQUALITY	.741	2	120	.479
SOCIALEFFECT	.690	2	120	.504
BRANDLOYALTY	1.614	2	120	.203
ETHICALISSUES	1.140	2	120	.323
INTENTION	.126	2	120	.882

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PRICEQUALITY	Between Groups	1.092	2	.546	1.218	.299
	Within Groups	53.784	120	.448		
	Total	54.876	122			
SOCIALEFFECT	Between Groups	1.934	2	.967	.874	.420
	Within Groups	132.707	120	1.106		
	Total	134.641	122			
BRANDLOYALTY	Between Groups	1.380	2	.690	1.231	.296
	Within Groups	67.286	120	.561		
	Total	68.667	122			
ETHICALISSUES	Between Groups	.033	2	.017	.022	.979
	Within Groups	92.267	120	.769		
	Total	92.300	122			
INTENTION	Between Groups	1.040	2	.520	.686	.506
	Within Groups	90.999	120	.758		
	Total	92.040	122			

Uji Beda Faktor Demografi (Jumlah Produk yang dibeli per tahun) Pada Faktor *Price-Quality Inference, Social Effect, Brand Loyalty dan* Niat Beli Konsumen Terhadap Produk Tiruan Merek Mewah

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
PRICEQUALITY	1.00	18	3.0000	.89935	.21198	2.5528	3.4472	1.50	4.50
	2.00	56	3.4688	.58400	.07804	3.3124	3.6251	2.00	4.25
	3.00	45	3.3444	.65342	.09741	3.1481	3.5408	1.75	4.50
	4.00	4	3.5000	.40825	.20412	2.8504	4.1496	3.00	4.00
	Total	123	3.3557	.67067	.06047	3.2360	3.4754	1.50	4.50
SOCIALEFFECT	1.00	18	2.8056	1.22341	.28836	2.1972	3.4139	1.25	5.00
	2.00	56	2.7321	1.01786	.13602	2.4596	3.0047	1.00	5.00
	3.00	45	3.0389	1.00983	.15054	2.7355	3.3423	1.00	5.00
	4.00	4	1.8750	.62915	.31458	.8739	2.8761	1.00	2.50
	Total	123	2.8272	1.05053	.09472	2.6397	3.0147	1.00	5.00
BRANDLOYALTY	1.00	18	3.1481	.92335	.21764	2.6890	3.6073	1.67	4.67
	2.00	56	2.6190	.81011	.10826	2.4021	2.8360	1.33	4.67
	3.00	45	2.5556	.52705	.07857	2.3972	2.7139	1.67	3.67
	4.00	4	2.4167	.50000	.25000	1.6211	3.2123	2.00	3.00
	Total	123	2.6667	.75023	.06765	2.5328	2.8006	1.33	4.67
ETHICALISSUES	1.00	18	2.5741	.66476	.15668	2.2435	2.9047	1.67	4.00

	2.00	56	3.1964	.92064	.12303	2.9499	3.4430	1.33	5.00
	3.00	45	3.2889	.80904	.12060	3.0458	3.5320	1.00	4.67
	4.00	4	3.8333	.43033	.21517	3.1486	4.5181	3.33	4.33
	Total	123	3.1599	.86980	.07843	3.0046	3.3151	1.00	5.00
INTENTION	1.00	18	1.7500	.50000	.11785	1.5014	1.9986	1.00	3.00
	2.00	56	2.8304	.70567	.09430	2.6414	3.0193	1.00	4.25
	3.00	45	3.1778	.82335	.12274	2.9304	3.4251	1.00	5.00
	4.00	4	3.7500	.50000	.25000	2.9544	4.5456	3.00	4.00
	Total	123	2.8293	.86858	.07832	2.6742	2.9843	1.00	5.00

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
PRICEQUALITY	2.611	3	119	.055
SOCIALEFFECT	1.473	3	119	.225
BRANDLOYALTY	3.076	3	119	.030
ETHICALISSUES	2.268	3	119	.084
INTENTION	1.739	3	119	.163

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PRICEQUALITY	Between Groups	3.082	3	1.027	2.360	.075
	Within Groups	51.794	119	.435		
	Total	54.876	122			
SOCIALEFFECT	Between Groups	6.158	3	2.053	1.901	.133
	Within Groups	128.484	119	1.080		
	Total	134.641	122			
BRANDLOYALTY	Between Groups	5.105	3	1.702	3.186	.026
	Within Groups	63.561	119	.534		
	Total	68.667	122			
ETHICALISSUES	Between Groups	8.815	3	2.938	4.188	.007
	Within Groups	83.485	119	.702		
	Total	92.300	122			
INTENTION	Between Groups	29.823	3	9.941	19.014	.000
	Within Groups	62.216	119	.523		
	Total	92.040	122			

Uji Beda Faktor Demografi (Lokasi Produk yang dibeli) Pada Faktor *Price-Quality Inference, Social Effect, Brand Loyalty dan* Niat Beli Konsumen Terhadap Produk Tiruan Merek Mewah

Descriptives

						95% Confidence Interval for Mean			
		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
PRICEQUALITY	.00	18	3.0000	.89935	.21198	2.5528	3.4472	1.50	4.50
	1.00	12	3.3333	.75629	.21832	2.8528	3.8139	1.75	4.25
	2.00	30	3.3500	.62491	.11409	3.1167	3.5833	2.00	4.00
	3.00	36	3.5347	.59207	.09868	3.3344	3.7350	2.50	4.50
	4.00	20	3.4125	.58081	.12987	3.1407	3.6843	2.00	4.25
	5.00	4	3.1875	.47324	.23662	2.4345	3.9405	2.50	3.50
	6.00	3	3.3333	.52042	.30046	2.0405	4.6261	2.75	3.75
	Total	123	3.3557	.67067	.06047	3.2360	3.4754	1.50	4.50
SOCIALEFFECT	.00	18	2.8056	1.22341	.28836	2.1972	3.4139	1.25	5.00
	1.00	12	2.9167	1.07309	.30977	2.2349	3.5985	1.50	5.00
	2.00	30	2.7333	.98027	.17897	2.3673	3.0994	1.00	4.50
	3.00	36	3.0000	1.05221	.17537	2.6440	3.3560	1.00	5.00
	4.00	20	2.6000	.88258	.19735	2.1869	3.0131	1.00	4.75
	5.00	4	3.0625	1.10633	.55316	1.3021	4.8229	2.00	4.25
	6.00	3	2.6667	2.08167	1.20185	-2.5045	7.8378	1.00	5.00
	Total	123	2.8272	1.05053	.09472	2.6397	3.0147	1.00	5.00
BRANDLOYALTY	.00	18	3.1481	.92335	.21764	2.6890	3.6073	1.67	4.67
	1.00	12	2.6944	.52143	.15052	2.3631	3.0257	2.00	3.67
	2.00	30	2.2889	.46099	.08417	2.1168	2.4610	1.33	3.33
	3.00	36	2.7500	.81795	.13633	2.4732	3.0268	1.67	4.67
	4.00	20	2.6500	.77592	.17350	2.2869	3.0131	1.67	4.67
	5.00	4	2.5000	.63828	.31914	1.4843	3.5157	2.00	3.33
	6.00	3	2.7778	.19245	.11111	2.2997	3.2559	2.67	3.00
	Total	123	2.6667	.75023	.06765	2.5328	2.8006	1.33	4.67

		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
ETHICALISSUES	.00	18	2.5741	.66476	.15668	2.2435	2.9047	1.67	4.00
	1.00	12	3.0278	.99958	.28855	2.3927	3.6629	1.67	4.33
	2.00	30	3.2000	.78589	.14348	2.9065	3.4935	1.67	4.00
	3.00	36	3.3333	.99523	.16587	2.9966	3.6701	1.00	5.00
	4.00	20	3.2833	.73568	.16450	2.9390	3.6276	2.00	4.33
	5.00	4	3.2500	.56928	.28464	2.3442	4.1558	2.67	4.00
	6.00	3	3.7778	.69389	.40062	2.0541	5.5015	3.00	4.33
	Total	123	3.1599	.86980	.07843	3.0046	3.3151	1.00	5.00
INTENTION	.00	18	1.7500	.50000	.11785	1.5014	1.9986	1.00	3.00
	1.00	12	2.9583	.92216	.26620	2.3724	3.5442	1.00	4.00
	2.00	30	3.0333	.62537	.11418	2.7998	3.2669	1.75	4.25
	3.00	36	2.9792	.78462	.13077	2.7137	3.2446	1.00	4.25
	4.00	20	3.1250	.85648	.19151	2.7242	3.5258	1.25	5.00
	5.00	4	2.8750	1.16369	.58184	1.0233	4.7267	1.75	4.00
	6.00	3	2.9167	1.12731	.65085	.1163	5.7171	1.75	4.00
	Total	123	2.8293	.86858	.07832	2.6742	2.9843	1.00	5.00

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
PRICEQUALITY	1.227	6	116	.297
SOCIALEFFECT	1.727	6	116	.121
BRANDLOYALTY	2.936	6	116	.011
ETHICALISSUES	1.336	6	116	.247
INTENTION	1.407	6	116	.218

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PRICEQUALITY	Between Groups	3.617	6	.603	1.364	.235
	Within Groups	51.259	116	.442		
	Total	54.876	122			
SOCIALEFFECT	Between Groups	2.775	6	.462	.407	.873
	Within Groups	131.866	116	1.137		
	Total	134.641	122			
BRANDLOYALTY	Between Groups	8.867	6	1.478	2.867	.012
	Within Groups	59.799	116	.516		
	Total	68.667	122			
ETHICALISSUES	Between Groups	9.001	6	1.500	2.089	.060
	Within Groups	83.299	116	.718		
	Total	92.300	122			
INTENTION	Between Groups	25.005	6	4.168	7.212	.000
	Within Groups	67.034	116	.578		
	Total	92.040	122			

Uji Beda Faktor Demografi (Jenis Produk yang sering dibeli) Pada Faktor *Price-Quality Inference, Social Effect, Brand Loyalty dan* Niat Beli Konsumen Terhadap Produk Tiruan Merek Mewah

Descriptives

						95% Confidence Interval for Mean			
		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
PRICEQUALITY	.00	18	3.0000	.89935	.21198	2.5528	3.4472	1.50	4.50
	1.00	27	3.3889	.56472	.10868	3.1655	3.6123	1.75	4.25
	2.00	24	3.4896	.54911	.11209	3.2577	3.7215	2.50	4.50
	3.00	41	3.4146	.67224	.10499	3.2024	3.6268	2.00	4.25
	4.00	13	3.3462	.64176	.17799	2.9583	3.7340	2.00	4.00
	Total	123	3.3557	.67067	.06047	3.2360	3.4754	1.50	4.50
SOCIALEFFECT	.00	18	2.8056	1.22341	.28836	2.1972	3.4139	1.25	5.00
	1.00	27	2.7037	1.02853	.19794	2.2968	3.1106	1.00	5.00
	2.00	24	2.8021	1.12041	.22870	2.3290	3.2752	1.00	5.00
	3.00	41	3.0793	.99912	.15604	2.7639	3.3946	1.00	5.00
	4.00	13	2.3654	.76795	.21299	1.9013	2.8295	1.00	4.25
	Total	123	2.8272	1.05053	.09472	2.6397	3.0147	1.00	5.00
BRANDLOYALTY	.00	18	3.1481	.92335	.21764	2.6890	3.6073	1.67	4.67
	1.00	27	2.7160	.72030	.13862	2.4311	3.0010	2.00	4.00
	2.00	24	2.5694	.57718	.11782	2.3257	2.8132	1.67	4.33
	3.00	41	2.5691	.69219	.10810	2.3506	2.7876	1.67	4.67
	4.00	13	2.3846	.81475	.22597	1.8923	2.8770	1.33	4.67
	Total	123	2.6667	.75023	.06765	2.5328	2.8006	1.33	4.67
ETHICALISSUES	.00	18	2.5741	.66476	.15668	2.2435	2.9047	1.67	4.00
	1.00	27	3.5556	.77900	.14992	3.2474	3.8637	1.33	4.67
	2.00	24	3.4306	.81933	.16724	3.0846	3.7765	1.67	5.00
	3.00	41	3.0244	.89253	.13939	2.7427	3.3061	1.00	5.00
	4.00	13	3.0769	.85151	.23617	2.5624	3.5915	2.00	4.00
	Total	123	3.1599	.86980	.07843	3.0046	3.3151	1.00	5.00

		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
INTENTION	.00	18	1.7500	.50000	.11785	1.5014	1.9986	1.00	3.00
	1.00	27	3.0741	.80806	.15551	2.7544	3.3937	1.00	4.25
	2.00	24	3.4063	.74750	.15258	3.0906	3.7219	2.00	5.00
	3.00	41	2.7683	.73398	.11463	2.5366	3.0000	1.00	4.00
	4.00	13	2.9423	.67819	.18809	2.5325	3.3521	2.00	4.00
	Total	123	2.8293	.86858	.07832	2.6742	2.9843	1.00	5.00

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
PRICEQUALITY	2.088	4	118	.087
SOCIALEFFECT	1.726	4	118	.149
BRANDLOYALTY	1.198	4	118	.315
ETHICALISSUES	.526	4	118	.717
INTENTION	.825	4	118	.512

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PRICEQUALITY	Between Groups	2.881	4	.720	1.635	.170
	Within Groups	51.995	118	.441		
	Total	54.876	122			
SOCIALEFFECT	Between Groups	5.813	4	1.453	1.331	.262
	Within Groups	128.828	118	1.092		
	Total	134.641	122			
BRANDLOYALTY	Between Groups	5.890	4	1.472	2.768	.031
	Within Groups	62.777	118	.532		
	Total	68.667	122			
ETHICALISSUES	Between Groups	13.005	4	3.251	4.838	.001
	Within Groups	79.295	118	.672		
	Total	92.300	122			
INTENTION	Between Groups	30.893	4	7.723	14.904	.000
	Within Groups	61.146	118	.518		
	Total	92.040	122			

UjiTukey ANOVA-HSDmenunjukkan adanya perbedaanniat belidalam halkelompok jenis produk yang dibeli

Descriptives

INTENTION

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
.00	18	1.7500	.50000	.11785	1.5014	1.9986	1.00	3.00
1.00	27	3.0741	.80806	.15551	2.7544	3.3937	1.00	4.25
2.00	24	3.4063	.74750	.15258	3.0906	3.7219	2.00	5.00
3.00	41	2.7683	.73398	.11463	2.5366	3.0000	1.00	4.00
4.00	13	2.9423	.67819	.18809	2.5325	3.3521	2.00	4.00
Total	123	2.8293	.86858	.07832	2.6742	2.9843	1.00	5.00

Test of Homogeneity of Variances

INTENTION

Levene Statistic	df1	df2	Sig.
.825	4	118	.512

ANOVA

INTENTION

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	30.893	4	7.723	14.904	.000
Within Groups	61.146	118	.518		
Total	92.040	122			

Multiple Comparisons

INTENTION
Tukey HSD

(I) Jenis	(J) Jenis	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
.00	1.00	-1.32407*	.21904	.000	-1.9309	-.7172
	2.00	-1.65625*	.22445	.000	-2.2781	-1.0344
	3.00	-1.01829*	.20354	.000	-1.5822	-.4544
	4.00	-1.19231*	.26201	.000	-1.9182	-.4664
1.00	.00	1.32407*	.21904	.000	.7172	1.9309
	2.00	-.33218	.20195	.472	-.8917	.2273
	3.00	.30578	.17841	.429	-.1885	.8001
	4.00	.13177	.24301	.983	-.5415	.8050
2.00	.00	1.65625*	.22445	.000	1.0344	2.2781
	1.00	.33218	.20195	.472	-.2273	.8917
	3.00	.63796*	.18501	.007	.1254	1.1505
	4.00	.46394	.24790	.338	-.2228	1.1507
3.00	.00	1.01829*	.20354	.000	.4544	1.5822
	1.00	-.30578	.17841	.429	-.8001	.1885
	2.00	-.63796*	.18501	.007	-1.1505	-.1254
	4.00	-.17402	.22913	.942	-.8088	.4608
4.00	.00	1.19231*	.26201	.000	.4664	1.9182
	1.00	-.13177	.24301	.983	-.8050	.5415
	2.00	-.46394	.24790	.338	-1.1507	.2228
	3.00	.17402	.22913	.942	-.4608	.8088

*. The mean difference is significant at the 0.05 level.

INTENTION

Tukey HSD[a,,b]

Jenis	N	Subset for alpha = 0.05		
		1	2	3
.00	18	1.7500		
3.00	41		2.7683	
4.00	13		2.9423	2.9423
1.00	27		3.0741	3.0741
2.00	24			3.4063
Sig.		1.000	.639	.227

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 21,225.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

HasilUji ANOVA-Tukey HSDmenunjukkan adanya perbedaanniat belidalam halkelompok lokasi produk yang dibeli

INTENTION
Tukey HSD

Descriptives

INTENTION

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
.00	18	1.7500	.50000	.11785	1.5014	1.9986	1.00	3.00
1.00	12	2.9583	.92216	.26620	2.3724	3.5442	1.00	4.00
2.00	30	3.0333	.62537	.11418	2.7998	3.2669	1.75	4.25
3.00	36	2.9792	.78462	.13077	2.7137	3.2446	1.00	4.25
4.00	20	3.1250	.85648	.19151	2.7242	3.5258	1.25	5.00
5.00	4	2.8750	1.16369	.58184	1.0233	4.7267	1.75	4.00
6.00	3	2.9167	1.12731	.65085	.1163	5.7171	1.75	4.00
Total	123	2.8293	.86858	.07832	2.6742	2.9843	1.00	5.00

Test of Homogeneity of Variances

INTENTION

Levene Statistic	df1	df2	Sig.
1.407	6	116	.218

ANOVA

INTENTION

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	25.005	6	4.168	7.212	.000
Within Groups	67.034	116	.578		
Total	92.040	122			

INTENTION
Tukey HSD

(I) Lokasi	(J) Lokasi	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
.00	1.00	-1.20833*	.28330	.001	-2.0585	-.3582
	2.00	-1.28333*	.22664	.000	-1.9634	-.6032
	3.00	-1.22917*	.21945	.000	-1.8877	-.5707
	4.00	-1.37500*	.24698	.000	-2.1161	-.6339
	5.00	-1.12500	.42021	.113	-2.3859	.1359
	6.00	-1.16667	.47406	.184	-2.5892	.2559
1.00	.00	1.20833*	.28330	.001	.3582	2.0585
	2.00	-.07500	.25965	1.000	-.8541	.7041
	3.00	-.02083	.25340	1.000	-.7812	.7395
	4.00	-.16667	.27758	.997	-.9996	.6663
	5.00	.08333	.43889	1.000	-1.2337	1.4003
	6.00	.04167	.49070	1.000	-1.4308	1.5141
2.00	.00	1.28333*	.22664	.000	.6032	1.9634
	1.00	.07500	.25965	1.000	-.7041	.8541
	3.00	.05417	.18792	1.000	-.5097	.6181
	4.00	-.09167	.21945	1.000	-.7502	.5668
	5.00	.15833	.40464	1.000	-1.0559	1.3725
	6.00	.11667	.46032	1.000	-1.2646	1.4979
3.00	.00	1.22917*	.21945	.000	.5707	1.8877
	1.00	.02083	.25340	1.000	-.7395	.7812
	2.00	-.05417	.18792	1.000	-.6181	.5097
	4.00	-.14583	.21201	.993	-.7820	.4903
	5.00	.10417	.40065	1.000	-1.0981	1.3064
	6.00	.06250	.45681	1.000	-1.3083	1.4333
4.00	.00	1.37500*	.24698	.000	.6339	2.1161
	1.00	.16667	.27758	.997	-.6663	.9996
	2.00	.09167	.21945	1.000	-.5668	.7502
	3.00	.14583	.21201	.993	-.4903	.7820
	5.00	.25000	.41637	.997	-.9994	1.4994
	6.00	.20833	.47066	.999	-1.2040	1.6207
5.00	.00	1.12500	.42021	.113	-.1359	2.3859
	1.00	-.08333	.43889	1.000	-1.4003	1.2337
	2.00	-.15833	.40464	1.000	-1.3725	1.0559
	3.00	-.10417	.40065	1.000	-1.3064	1.0981
	4.00	-.25000	.41637	.997	-1.4994	.9994
	6.00	-.04167	.58060	1.000	-1.7839	1.7006
6.00	.00	1.16667	.47406	.184	-.2559	2.5892
	1.00	-.04167	.49070	1.000	-1.5141	1.4308
	2.00	-.11667	.46032	1.000	-1.4979	1.2646
	3.00	-.06250	.45681	1.000	-1.4333	1.3083
	4.00	-.20833	.47066	.999	-1.6207	1.2040
	5.00	.04167	.58060	1.000	-1.7006	1.7839

*. The mean difference is significant at the 0.05 level.

INTENTION

Tukey HSD[a,,b]

Lokasi	N	Subset for alpha = 0.05	
		1	2
.00	18	1.7500	
5.00	4		2.8750
6.00	3		2.9167
1.00	12		2.9583
3.00	36		2.9792
2.00	30		3.0333
4.00	20		3.1250
Sig.		1.000	.994

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 8,400.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

LAMPIRAN 6

Uji Hubungan Antara Faktor *Price-Quality Inference, Social Effect, Brand Loyalty pada* Niat Beli Konsumen Terhadap Produk Tiruan Merek Mewah

Correlations

		PRICE QUALITY	SOCIAL EFFECT	BRAND LOYALTY	ETHICAL ISSUES	INTENTION
PRICEQUALITY	Pearson Correlation	1	.134	-.048	.261**	.331**
	Sig. (2-tailed)		.138	.602	.004	.000
	N	123	123	123	123	123
SOCIALEFFECT	Pearson Correlation	.134	1	.264**	-.097	.052
	Sig. (2-tailed)	.138		.003	.284	.566
	N	123	123	123	123	123
BRANDLOYALTY	Pearson Correlation	-.048	.264**	1	-.225*	-.355**
	Sig. (2-tailed)	.602	.003		.012	.000
	N	123	123	123	123	123
ETHICALISSUES	Pearson Correlation	.261**	-.097	-.225*	1	.536**
	Sig. (2-tailed)	.004	.284	.012		.000
	N	123	123	123	123	123
INTENTION	Pearson Correlation	.331**	.052	-.355**	.536**	1
	Sig. (2-tailed)	.000	.566	.000	.000	
	N	123	123	123	123	123

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

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

LAMPIRAN 7

Uji Pengaruh Faktor *Price-Quality Inference, Social Effect, Brand Loyalty* padaNiat Beli Konsumen Terhadap Produk Tiruan Merek Mewah

Descriptive Statistics

	Mean	Std. Deviation	N
INTENTION	2.8293	.86858	123
PRICEQUALITY	3.3557	.67067	123
BRANDLOYALTY	2.6667	.75023	123
ETHICALISSUES	3.1599	.86980	123

Correlations

		INTENTION	PRICEQUALITY	BRANDLOYALTY	ETHICALISSUES
Pearson Correlation	INTENTION	1.000	.331	-.355	.536
	PRICEQUALITY	.331	1.000	-.048	.261
	BRANDLOYALTY	-.355	-.048	1.000	-.225
	ETHICALISSUES	.536	.261	-.225	1.000
Sig. (1-tailed)	INTENTION	.	.000	.000	.000
	PRICEQUALITY	.000	.	.301	.002
	BRANDLOYALTY	.000	.301	.	.006
	ETHICALISSUES	.000	.002	.006	.
N	INTENTION	123	123	123	123
	PRICEQUALITY	123	123	123	123
	BRANDLOYALTY	123	123	123	123
	ETHICALISSUES	123	123	123	123

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.621[a]	.385	.370	.68949

a. Predictors: (Constant), ETHICALISSUES, BRANDLOYALTY, PRICEQUALITY

ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	35.467	3	11.822	24.868	.000[a]
	Residual	56.573	119	.475		
	Total	92.040	122			

a. Predictors: (Constant), ETHICALISSUES, BRANDLOYALTY, PRICEQUALITY

b. Dependent Variable: INTENTION

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.355	.448		3.025	.003
	PRICEQUALITY	.270	.096	.208	2.797	.006
	BRANDLOYALTY	-.289	.085	-.250	-3.389	.001
	ETHICALISSUES	.424	.076	.425	5.568	.000

a. Dependent Variable: INTENTION

LAMPIRAN 8

HASIL DEMOGRAFI RESPONDEN

Statistics

		JK	Umur	Pekerjaan	Pendapatan	Pendidikan	Banyak	Lokasi	Jenis
N	Valid	123	123	123	123	123	123	123	123
	Missing	0	0	0	0	0	0	0	0

JK

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	53	43.1	43.1	43.1
	2.00	70	56.9	56.9	100.0
	Total	123	100.0	100.0	

Umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	30	24.4	24.4	24.4
	2.00	78	63.4	63.4	87.8
	3.00	11	8.9	8.9	96.7
	4.00	4	3.3	3.3	100.0
	Total	123	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	16	13.0	13.0	13.0
	2.00	59	48.0	48.0	61.0
	3.00	21	17.1	17.1	78.0
	4.00	19	15.4	15.4	93.5
	5.00	7	5.7	5.7	99.2
	6.00	1	.8	.8	100.0
	Total	123	100.0	100.0	

Pendapatan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	37	30.1	30.1	30.1
	2.00	44	35.8	35.8	65.9
	3.00	20	16.3	16.3	82.1
	4.00	10	8.1	8.1	90.2
	5.00	12	9.8	9.8	100.0
	Total	123	100.0	100.0	

Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	11	8.9	8.9	8.9
	2.00	82	66.7	66.7	75.6
	3.00	30	24.4	24.4	100.0
	Total	123	100.0	100.0	

Banyak

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	18	14.6	14.6	14.6
	2.00	56	45.5	45.5	60.2
	3.00	45	36.6	36.6	96.7
	4.00	4	3.3	3.3	100.0
	Total	123	100.0	100.0	

Lokasi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	18	14.6	14.6	14.6
	1.00	12	9.8	9.8	24.4
	2.00	30	24.4	24.4	48.8
	3.00	36	29.3	29.3	78.0
	4.00	20	16.3	16.3	94.3
	5.00	4	3.3	3.3	97.6
	6.00	3	2.4	2.4	100.0
	Total	123	100.0	100.0	

Jenis

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	18	14.6	14.6	14.6
	1.00	27	22.0	22.0	36.6
	2.00	24	19.5	19.5	56.1
	3.00	41	33.3	33.3	89.4
	4.00	13	10.6	10.6	100.0
	Total	123	100.0	100.0	

LAMPIRAN 9

DATA DEMOGRAFI RESPONDEN
PRE-TEST 1

JK	Umur	Pekerjaan	Pendapatan	Pendidikan	Bnyk produk	Lokasi beli	Jenis produk
2	2	2	1	2	2	2	3
1	2	5	3	3	2	4	3
1	2	3	3	3	2	4	1
1	2	5	5	3	2	3	1
2	1	2	3	2	0	0	0
2	1	2	2	2	3	1	3
1	2	5	5	3	2	2	1
1	2	2	1	2	2	1	1
1	2	2	2	2	2	4	3
1	2	2	1	2	3	4	1
1	2	5	5	3	0	0	0
2	2	2	2	2	0	0	0
2	1	1	1	1	2	4	2
2	2	5	2	2	2	1	2
1	2	2	2	2	3	1	3
2	2	2	3	3	3	1	2
2	2	2	3	2	2	4	3
2	1	1	1	1	2	3	3
1	2	2	5	2	0	0	0
2	1	2	1	2	3	4	3
1	1	1	5	1	0	0	0
2	1	2	1	2	2	4	3
1	2	3	2	3	2	2	3
2	2	5	5	3	2	4	3
1	2	2	1	2	3	6	3
2	1	1	4	1	2	3	2
1	1	1	1	2	3	2	3
1	2	2	2	2	3	3	1
1	1	2	2	2	2	3	1
2	2	2	1	2	2	1	2

DATA PRE-TEST 1 VARIABEL *PRICE-QUALITY INFERENCE, SOCIAL EFFECT, BRAND LOYALTY, ETHICAL ISSUES,* DAN NIAT BELI

P1	P2	P3	P4	P5	P6	S1	S2	S3	S4	B1	B2	B3	I1	I2	I3	E1	E2	E3	E4
2	4	5	3	3	4	5	1	1	1	2	2	2	4	5	5	4	4	2	4
4	2	5	4	3	4	3	2	3	2	2	2	4	2	3	3	4	3	2	2
3	2	2	4	2	4	2	4	3	4	4	2	2	4	2	3	1	2	2	2
4	4	5	4	2	4	4	4	4	4	4	2	4	5	5	4	4	4	5	4
2	1	4	3	2	4	4	2	2	2	2	2	2	1	1	1	2	2	1	2
4	4	5	5	1	4	5	4	2	2	5	2	5	4	1	1	2	2	1	1
4	4	4	4	2	4	4	4	2	2	2	2	2	4	4	4	4	2	4	4
4	2	1	1	4	5	5	4	2	2	5	3	2	1	1	4	2	3	2	2
5	5	5	4	4	4	4	4	4	1	4	3	3	4	4	4	5	5	5	1
3	4	5	4	3	2	2	2	2	2	4	2	3	2	2	3	3	3	4	3
4	4	2	5	5	5	3	2	1	1	1	2	2	3	3	2	2	3	2	1
4	3	4	4	5	4	3	1	1	1	4	3	3	5	5	1	1	2	1	2
3	4	4	4	2	5	2	2	1	1	1	3	1	3	4	4	3	4	3	3
4	4	2	4	4	4	3	3	4	4	4	2	2	4	4	4	4	5	5	5
3	1	2	2	4	4	3	4	4	3	4	4	4	3	4	4	4	3	2	2
2	2	4	4	1	4	5	5	5	5	2	4	4	2	2	2	4	2	1	1
2	2	3	3	2	4	4	3	2	3	2	4	3	2	3	3	3	2	2	2
2	2	2	2	2	4	4	5	3	3	2	4	2	3	2	4	3	2	1	1
3	3	4	4	1	4	4	3	3	3	3	3	4	2	3	2	2	2	1	1
2	2	4	3	2	4	2	2	4	2	4	2	4	2	2	2	3	3	3	2
3	4	4	4	5	4	2	1	1	1	4	3	4	3	5	4	1	3	3	1
4	2	4	3	2	4	3	3	2	2	4	4	4	2	2	2	2	2	2	2
2	2	2	3	2	4	3	4	3	3	2	4	3	2	4	4	2	2	2	2
1	3	4	3	4	4	3	2	1	1	5	1	1	1	2	2	1	1	2	1
3	3	3	4	5	4	4	2	2	1	2	2	2	4	4	4	4	4	2	1
1	1	2	2	3	4	5	3	3	1	1	5	5	1	1	3	1	1	1	1
4	3	3	4	3	5	4	3	5	4	5	2	5	3	5	5	3	4	5	4
2	2	1	2	2	4	2	1	2	1	4	4	3	3	4	2	1	1	1	1
2	2	4	1	2	2	2	2	2	1	5	4	4	4	4	2	2	2	2	2
2	2	4	4	2	2	4	4	4	4	5	2	2	4	4	2	4	4	4	4

DATA DEMOGRAFI RESPONDEN
PRE-TEST 2

JK	Umur	Pekerjaan	Pendapatan	Pendidikan	Bnyk produk	Lokasi beli	Jns produk
2	2	2	2	2	1	0	3
1	2	1	1	1	2	2	1
2	2	2	1	2	3	1	3
2	2	5	3	3	1	0	0
1	2	5	5	3	2	3	1
1	2	5	5	3	2	2	1
2	2	2	2	2	3	3	3
2	2	2	2	2	3	3	3
2	2	2	2	2	1	0	0
1	4	5	5	2	3	5	4
1	2	2	2	2	3	1	1
1	2	3	3	3	2	5	1
2	2	2	2	2	3	3	3
2	1	1	1	1	2	4	2
1	2	5	3	3	2	4	3
2	4	3	5	3	1	0	0
2	2	2	2	2	3	4	2
2	2	2	4	2	2	4	2
2	2	2	2	2	2	1	4
2	1	2	2	2	2	2	3
2	2	5	3	3	3	1	2
1	2	5	5	3	3	1	1
1	2	5	5	2	3	5	3
2	1	2	1	2	3	5	3
1	1	1	5	1	1	0	0
1	5	5	5	2	3	2	4
2	1	1	1	1	3	1	2
2	1	2	2	2	2	4	3
2	2	5	3	3	1	0	0
2	2	2	2	2	3	3	3

DATA PRE-TEST 2 VARIABEL *PRICE-QUALITY INFERENCE, SOCIAL EFFECT, BRAND LOYALTY, ETHICAL ISSUES,* DAN NIAT BELI

P1	P2	P3	P4	P5	P6	S1	S2	S3	S4	B1	B2	B3	I1	I2	I3	E1	E2	E3	E4
2	2	3	1	5	3	4	4	3	4	4	4	2	3	2	2	1	1	1	1
4	4	4	4	4	2	2	2	2	2	2	2	2	4	4	3	4	4	2	2
4	4	5	4	4	4	4	4	4	4	2	2	2	4	4	4	4	4	4	4
1	1	2	2	5	4	1	2	1	1	2	3	1	1	2	2	2	2	1	1
4	4	5	4	4	4	4	4	4	4	4	4	4	5	5	4	4	4	5	4
4	4	4	4	4	4	4	4	2	2	2	2	2	4	4	4	4	4	4	4
2	2	2	4	4	5	4	4	4	3	2	2	1	5	4	3	4	4	4	3
4	4	4	5	4	4	5	4	4	4	3	4	2	3	2	2	2	2	2	2
4	3	4	4	5	4	2	1	1	1	4	4	4	5	5	1	1	2	1	2
5	4	2	2	2	2	5	4	4	4	2	2	2	2	4	2	4	4	4	4
2	2	1	2	4	4	2	1	2	1	4	4	3	3	4	2	1	1	1	1
2	2	2	4	4	4	4	4	3	4	4	4	2	4	2	3	1	2	2	2
2	2	2	4	4	4	4	4	4	3	2	2	2	5	4	3	4	3	4	3
3	4	4	4	4	5	2	2	1	1	1	3	1	3	4	4	2	2	2	2
4	4	5	4	4	4	3	2	3	2	2	2	2	2	3	3	4	3	3	3
2	4	2	2	3	3	3	3	3	3	3	2	3	2	3	2	3	3	3	3
2	4	2	2	4	4	5	5	4	5	2	2	2	4	4	4	4	4	2	2
2	2	4	3	4	3	2	2	4	3	2	2	2	2	3	2	2	3	2	2
2	2	4	2	4	2	2	2	2	2	2	4	2	3	4	3	3	3	3	3
3	4	2	3	4	3	4	4	2	3	1	2	2	2	1	2	3	2	4	1
2	4	4	4	5	5	5	5	5	5	2	2	2	2	2	3	4	4	3	2
2	2	2	2	5	2	1	5	2	2	5	3	2	4	5	4	4	4	2	2
2	2	4	4	4	4	2	3	2	2	2	3	3	4	4	4	4	4	4	3
2	4	4	4	4	4	2	2	2	2	2	2	2	4	4	2	2	2	2	2
4	5	4	5	5	5	3	3	4	4	5	2	2	4	4	2	2	2	2	2
2	2	2	2	4	2	4	4	2	2	2	4	2	2	2	2	2	2	2	2
4	4	3	4	2	5	4	3	3	3	3	3	3	3	3	4	4	4	4	4
3	4	4	4	2	5	3	3	3	3	4	3	4	1	3	4	4	4	3	3
1	1	2	2	1	4	1	2	1	1	2	3	1	1	2	2	2	2	1	1
4	4	4	5	4	4	5	4	4	4	3	4	2	3	3	2	3	3	2	2

DATA MENTAH DEMOGRAFI RESPONDEN

JK	Umur	Pekerjaan	Pendapatan	Pendidikan	Banyak	Lokasi	Jenis
2.00	2.00	2.00	2.00	2.00	1.00	0.00	0.00
1.00	2.00	1.00	1.00	1.00	2.00	2.00	1.00
2.00	2.00	2.00	1.00	2.00	3.00	1.00	4.00
2.00	2.00	5.00	3.00	3.00	1.00	0.00	0.00
1.00	2.00	5.00	5.00	3.00	2.00	3.00	1.00
1.00	2.00	5.00	5.00	3.00	2.00	2.00	1.00
2.00	2.00	2.00	2.00	2.00	3.00	3.00	4.00
2.00	2.00	2.00	2.00	2.00	3.00	3.00	4.00
2.00	2.00	2.00	2.00	2.00	1.00	0.00	0.00
1.00	4.00	5.00	5.00	2.00	3.00	5.00	7.00
1.00	2.00	2.00	2.00	2.00	3.00	1.00	1.00
1.00	2.00	3.00	3.00	3.00	2.00	5.00	1.00
2.00	2.00	2.00	2.00	2.00	3.00	3.00	4.00
2.00	1.00	1.00	1.00	1.00	2.00	4.00	3.00
1.00	2.00	5.00	3.00	3.00	2.00	4.00	4.00
2.00	4.00	3.00	5.00	3.00	1.00	0.00	0.00
2.00	2.00	2.00	2.00	2.00	3.00	4.00	3.00
2.00	2.00	2.00	4.00	2.00	2.00	4.00	3.00
2.00	2.00	2.00	2.00	2.00	2.00	1.00	7.00
2.00	1.00	2.00	2.00	2.00	2.00	2.00	4.00
2.00	2.00	5.00	3.00	3.00	3.00	1.00	3.00
1.00	2.00	5.00	5.00	3.00	3.00	1.00	1.00
1.00	2.00	5.00	5.00	2.00	3.00	5.00	4.00
2.00	1.00	2.00	1.00	2.00	3.00	5.00	4.00
1.00	1.00	1.00	5.00	1.00	1.00	0.00	0.00
1.00	4.00	5.00	5.00	2.00	3.00	2.00	7.00
2.00	1.00	1.00	1.00	1.00	3.00	1.00	3.00
2.00	1.00	2.00	2.00	2.00	2.00	4.00	4.00
2.00	2.00	5.00	3.00	3.00	1.00	0.00	0.00
2.00	2.00	2.00	2.00	2.00	3.00	3.00	4.00
2.00	2.00	3.00	4.00	3.00	2.00	3.00	4.00
2.00	2.00	8.00	2.00	3.00	2.00	4.00	3.00
2.00	2.00	2.00	1.00	2.00	2.00	1.00	4.00
2.00	2.00	2.00	1.00	2.00	2.00	2.00	4.00
2.00	2.00	5.00	2.00	2.00	2.00	3.00	3.00
1.00	2.00	2.00	3.00	3.00	2.00	6.00	4.00
2.00	4.00	6.00	2.00	2.00	2.00	2.00	7.00
2.00	3.00	6.00	3.00	3.00	2.00	3.00	4.00
2.00	1.00	2.00	1.00	2.00	2.00	3.00	4.00

2.00	1.00	1.00	1.00	2.00	2.00	2.00	4.00
2.00	2.00	2.00	1.00	2.00	1.00	0.00	0.00
2.00	1.00	1.00	1.00	2.00	1.00	0.00	0.00
1.00	2.00	5.00	4.00	1.00	2.00	4.00	4.00
1.00	2.00	5.00	2.00	2.00	2.00	2.00	7.00
1.00	1.00	1.00	1.00	1.00	2.00	4.00	1.00
1.00	1.00	1.00	1.00	1.00	3.00	3.00	1.00
1.00	2.00	2.00	1.00	2.00	4.00	2.00	1.00
2.00	2.00	3.00	2.00	3.00	2.00	2.00	7.00
2.00	1.00	1.00	1.00	2.00	1.00	0.00	0.00
1.00	2.00	2.00	1.00	2.00	2.00	3.00	4.00
1.00	1.00	1.00	1.00	2.00	4.00	6.00	1.00
2.00	2.00	6.00	2.00	3.00	2.00	2.00	3.00
1.00	2.00	3.00	4.00	3.00	3.00	3.00	4.00
2.00	2.00	2.00	2.00	2.00	1.00	0.00	0.00
1.00	2.00	2.00	1.00	2.00	2.00	1.00	7.00
1.00	2.00	5.00	4.00	3.00	3.00	2.00	1.00
2.00	1.00	1.00	1.00	2.00	2.00	4.00	3.00
2.00	2.00	6.00	3.00	3.00	2.00	2.00	4.00
1.00	2.00	2.00	3.00	2.00	2.00	3.00	7.00
2.00	1.00	1.00	1.00	1.00	2.00	2.00	4.00
1.00	2.00	2.00	2.00	2.00	2.00	3.00	1.00
1.00	2.00	2.00	3.00	2.00	1.00	0.00	0.00
2.00	1.00	1.00	1.00	1.00	2.00	4.00	4.00
2.00	2.00	2.00	3.00	2.00	4.00	4.00	3.00
1.00	3.00	6.00	4.00	3.00	2.00	2.00	7.00
2.00	3.00	5.00	5.00	3.00	3.00	2.00	3.00
1.00	2.00	2.00	3.00	2.00	2.00	3.00	1.00
1.00	3.00	5.00	5.00	3.00	2.00	6.00	1.00
1.00	1.00	1.00	2.00	1.00	2.00	3.00	4.00
2.00	1.00	1.00	3.00	1.00	1.00	0.00	0.00
1.00	3.00	3.00	4.00	2.00	3.00	2.00	1.00
2.00	3.00	5.00	5.00	2.00	2.00	2.00	3.00
1.00	2.00	2.00	2.00	2.00	2.00	3.00	1.00
1.00	2.00	2.00	3.00	2.00	3.00	3.00	4.00
1.00	2.00	3.00	5.00	3.00	2.00	1.00	4.00
2.00	1.00	2.00	1.00	2.00	3.00	2.00	3.00
2.00	1.00	2.00	2.00	2.00	3.00	3.00	7.00
2.00	1.00	2.00	1.00	2.00	3.00	3.00	4.00
2.00	1.00	2.00	1.00	2.00	3.00	3.00	3.00
2.00	2.00	2.00	4.00	3.00	2.00	1.00	4.00
2.00	2.00	2.00	3.00	2.00	2.00	2.00	3.00
2.00	3.00	6.00	2.00	2.00	1.00	0.00	0.00
2.00	2.00	2.00	3.00	2.00	3.00	3.00	3.00

2.00	2.00	2.00	1.00	2.00	3.00	3.00	4.00
1.00	2.00	3.00	2.00	2.00	2.00	2.00	4.00
2.00	2.00	3.00	2.00	2.00	3.00	4.00	3.00
2.00	2.00	2.00	2.00	2.00	3.00	4.00	3.00
2.00	2.00	3.00	2.00	2.00	1.00	0.00	0.00
1.00	2.00	3.00	3.00	3.00	1.00	0.00	0.00
1.00	2.00	3.00	2.00	2.00	2.00	2.00	4.00
2.00	2.00	6.00	4.00	2.00	2.00	4.00	4.00
2.00	2.00	5.00	2.00	2.00	1.00	0.00	0.00
2.00	2.00	3.00	2.00	2.00	2.00	3.00	3.00
2.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00
1.00	2.00	3.00	3.00	3.00	2.00	3.00	1.00
2.00	3.00	3.00	2.00	3.00	3.00	2.00	3.00
1.00	3.00	3.00	2.00	3.00	4.00	2.00	4.00
1.00	2.00	3.00	2.00	2.00	3.00	2.00	1.00
1.00	3.00	3.00	2.00	3.00	3.00	2.00	4.00
1.00	2.00	3.00	2.00	2.00	3.00	2.00	4.00
1.00	1.00	2.00	3.00	2.00	2.00	3.00	1.00
1.00	2.00	2.00	1.00	2.00	2.00	1.00	7.00
1.00	1.00	2.00	1.00	2.00	3.00	3.00	1.00
2.00	2.00	1.00	2.00	2.00	3.00	4.00	3.00
2.00	2.00	2.00	2.00	2.00	3.00	4.00	4.00
2.00	2.00	2.00	1.00	2.00	2.00	3.00	3.00
1.00	2.00	2.00	1.00	2.00	3.00	4.00	1.00
1.00	2.00	2.00	2.00	2.00	3.00	3.00	1.00
1.00	2.00	2.00	2.00	2.00	3.00	3.00	1.00
1.00	2.00	2.00	1.00	2.00	2.00	3.00	4.00
1.00	2.00	2.00	2.00	2.00	2.00	1.00	1.00
1.00	2.00	2.00	1.00	2.00	3.00	4.00	1.00
1.00	2.00	3.00	4.00	2.00	3.00	3.00	7.00
1.00	2.00	2.00	2.00	2.00	2.00	3.00	1.00
2.00	1.00	2.00	1.00	2.00	2.00	2.00	1.00
2.00	1.00	2.00	2.00	2.00	3.00	3.00	3.00
2.00	1.00	2.00	1.00	2.00	3.00	2.00	4.00
2.00	2.00	2.00	2.00	2.00	2.00	4.00	4.00
2.00	1.00	2.00	1.00	2.00	3.00	2.00	4.00
2.00	1.00	2.00	1.00	2.00	3.00	3.00	4.00
2.00	1.00	2.00	1.00	2.00	1.00	0.00	0.00
1.00	3.00	5.00	2.00	3.00	2.00	4.00	7.00
2.00	2.00	2.00	1.00	2.00	1.00	0.00	0.00

DATA MENTAH PRICE-QUALITY INFERENCE DAN SOCIAL EFFECT

P1	P2	P3	P4	S1	S2	S3	S4
2.00	2.00	3.00	1.00	4.00	4.00	3.00	4.00
4.00	4.00	4.00	4.00	2.00	2.00	2.00	2.00
4.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00
1.00	1.00	2.00	2.00	1.00	2.00	1.00	1.00
4.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00
4.00	4.00	4.00	4.00	4.00	4.00	2.00	2.00
2.00	2.00	2.00	4.00	4.00	4.00	4.00	3.00
4.00	4.00	4.00	5.00	5.00	4.00	4.00	4.00
4.00	3.00	4.00	4.00	2.00	1.00	1.00	1.00
5.00	4.00	2.00	2.00	5.00	4.00	4.00	4.00
2.00	2.00	1.00	2.00	2.00	1.00	2.00	1.00
2.00	2.00	2.00	4.00	4.00	4.00	3.00	4.00
2.00	2.00	2.00	4.00	4.00	4.00	4.00	3.00
3.00	4.00	4.00	4.00	2.00	2.00	1.00	1.00
4.00	4.00	5.00	4.00	3.00	2.00	3.00	2.00
2.00	4.00	2.00	2.00	3.00	3.00	3.00	3.00
2.00	4.00	2.00	2.00	5.00	5.00	4.00	5.00
2.00	4.00	4.00	3.00	2.00	2.00	4.00	3.00
2.00	2.00	4.00	2.00	2.00	2.00	2.00	2.00
3.00	4.00	2.00	3.00	4.00	4.00	2.00	3.00
2.00	4.00	4.00	4.00	5.00	5.00	5.00	5.00
2.00	4.00	2.00	2.00	1.00	5.00	2.00	2.00
2.00	4.00	4.00	4.00	2.00	3.00	2.00	2.00
2.00	4.00	4.00	4.00	2.00	2.00	2.00	2.00
4.00	5.00	4.00	5.00	3.00	3.00	4.00	4.00
2.00	2.00	2.00	2.00	4.00	4.00	2.00	2.00
4.00	4.00	3.00	4.00	4.00	3.00	3.00	3.00
3.00	4.00	4.00	4.00	3.00	3.00	3.00	3.00
1.00	1.00	2.00	2.00	1.00	2.00	1.00	1.00
4.00	4.00	4.00	5.00	5.00	4.00	4.00	4.00
5.00	3.00	4.00	3.00	2.00	1.00	3.00	2.00
2.00	2.00	4.00	4.00	2.00	2.00	2.00	3.00
3.00	4.00	5.00	2.00	4.00	3.00	4.00	4.00
4.00	4.00	3.00	5.00	3.00	2.00	2.00	2.00
2.00	4.00	1.00	4.00	4.00	4.00	2.00	2.00
2.00	4.00	4.00	1.00	1.00	1.00	1.00	1.00
1.00	4.00	4.00	2.00	2.00	3.00	3.00	2.00
4.00	4.00	5.00	4.00	2.00	2.00	3.00	2.00
1.00	1.00	4.00	4.00	4.00	4.00	4.00	4.00

2.00	4.00	4.00	4.00	1.00	2.00	2.00	1.00
1.00	1.00	2.00	4.00	3.00	3.00	3.00	3.00
2.00	3.00	2.00	4.00	3.00	2.00	2.00	2.00
1.00	1.00	5.00	1.00	2.00	3.00	3.00	3.00
4.00	4.00	4.00	2.00	1.00	1.00	1.00	1.00
3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
3.00	2.00	4.00	3.00	3.00	4.00	2.00	1.00
2.00	4.00	4.00	4.00	3.00	3.00	2.00	2.00
4.00	4.00	2.00	2.00	2.00	2.00	2.00	4.00
3.00	3.00	1.00	5.00	3.00	4.00	3.00	3.00
4.00	3.00	4.00	1.00	4.00	3.00	4.00	4.00
2.00	4.00	4.00	4.00	2.00	2.00	2.00	2.00
4.00	4.00	4.00	4.00	2.00	2.00	2.00	2.00
5.00	3.00	4.00	4.00	2.00	2.00	3.00	2.00
3.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00
4.00	2.00	3.00	4.00	4.00	3.00	2.00	1.00
2.00	4.00	4.00	4.00	2.00	2.00	2.00	2.00
2.00	4.00	4.00	4.00	2.00	2.00	2.00	2.00
2.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
4.00	4.00	4.00	4.00	2.00	2.00	2.00	2.00
2.00	4.00	4.00	4.00	2.00	2.00	2.00	2.00
2.00	4.00	4.00	4.00	2.00	2.00	2.00	2.00
2.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
2.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
2.00	4.00	4.00	2.00	2.00	2.00	2.00	2.00
2.00	4.00	4.00	4.00	2.00	2.00	2.00	2.00
2.00	4.00	5.00	4.00	4.00	5.00	4.00	4.00
4.00	5.00	2.00	2.00	2.00	2.00	2.00	2.00
2.00	4.00	5.00	4.00	5.00	5.00	5.00	5.00
2.00	2.00	5.00	5.00	5.00	5.00	5.00	5.00
2.00	2.00	5.00	5.00	5.00	5.00	5.00	5.00
2.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
2.00	4.00	2.00	2.00	2.00	2.00	2.00	2.00
2.00	4.00	4.00	2.00	2.00	2.00	2.00	2.00
2.00	4.00	2.00	2.00	4.00	4.00	4.00	4.00
4.00	4.00	4.00	5.00	4.00	5.00	4.00	2.00
2.00	4.00	4.00	4.00	2.00	3.00	2.00	2.00
2.00	4.00	4.00	5.00	2.00	3.00	2.00	3.00
4.00	4.00	2.00	3.00	3.00	3.00	3.00	3.00
3.00	4.00	5.00	5.00	3.00	3.00	2.00	2.00
1.00	2.00	5.00	5.00	3.00	3.00	3.00	3.00
4.00	4.00	5.00	5.00	5.00	5.00	5.00	3.00
4.00	4.00	5.00	5.00	5.00	5.00	5.00	5.00
2.00	4.00	4.00	4.00	4.00	4.00	5.00	4.00

4.00	4.00	5.00	5.00	4.00	4.00	5.00	5.00
3.00	3.00	2.00	4.00	3.00	4.00	3.00	3.00
5.00	5.00	2.00	2.00	4.00	2.00	2.00	2.00
4.00	5.00	2.00	2.00	2.00	2.00	2.00	2.00
4.00	4.00	2.00	4.00	1.00	1.00	1.00	3.00
3.00	4.00	5.00	4.00	2.00	3.00	2.00	2.00
2.00	1.00	2.00	4.00	4.00	4.00	5.00	4.00
4.00	4.00	4.00	4.00	3.00	3.00	3.00	3.00
2.00	2.00	5.00	5.00	4.00	2.00	2.00	1.00
2.00	2.00	4.00	4.00	1.00	1.00	1.00	1.00
4.00	4.00	5.00	5.00	2.00	2.00	1.00	1.00
4.00	4.00	5.00	2.00	5.00	4.00	5.00	5.00
3.00	4.00	4.00	4.00	3.00	4.00	3.00	3.00
2.00	4.00	5.00	1.00	1.00	1.00	1.00	1.00
2.00	4.00	4.00	2.00	3.00	4.00	3.00	3.00
2.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
2.00	4.00	4.00	5.00	2.00	1.00	1.00	2.00
4.00	4.00	4.00	4.00	2.00	2.00	1.00	1.00
4.00	5.00	2.00	2.00	2.00	2.00	1.00	2.00
4.00	4.00	2.00	2.00	2.00	2.00	2.00	2.00
2.00	3.00	4.00	5.00	2.00	2.00	2.00	2.00
2.00	4.00	5.00	4.00	3.00	4.00	2.00	2.00
4.00	4.00	1.00	1.00	1.00	1.00	1.00	1.00
3.00	4.00	4.00	4.00	2.00	3.00	3.00	2.00
2.00	4.00	4.00	5.00	2.00	4.00	4.00	4.00
4.00	3.00	4.00	4.00	2.00	2.00	2.00	2.00
3.00	3.00	4.00	4.00	3.00	2.00	2.00	2.00
2.00	4.00	2.00	5.00	2.00	4.00	3.00	1.00
4.00	4.00	3.00	5.00	3.00	2.00	2.00	3.00
2.00	4.00	4.00	4.00	3.00	2.00	4.00	4.00
3.00	3.00	3.00	3.00	2.00	2.00	2.00	2.00
4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
3.00	3.00	2.00	2.00	2.00	2.00	2.00	2.00
4.00	4.00	3.00	4.00	4.00	3.00	2.00	3.00
2.00	2.00	3.00	2.00	2.00	2.00	3.00	3.00
3.00	3.00	4.00	4.00	4.00	3.00	4.00	3.00
2.00	4.00	1.00	1.00	4.00	1.00	1.00	1.00
5.00	5.00	5.00	3.00	3.00	2.00	2.00	3.00
2.00	3.00	3.00	3.00	3.00	2.00	2.00	2.00

DATA MENTAH BRAND LOYALTY, ETHICAL ISSUES DAN NIAT BELI

B1	B2	B3	E1	E2	E3	I1	I2	I3	I4
4.00	4.00	2.00	3.00	2.00	2.00	1.00	1.00	1.00	1.00
2.00	2.00	2.00	4.00	4.00	3.00	4.00	4.00	2.00	2.00
2.00	2.00	2.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
2.00	3.00	1.00	1.00	2.00	2.00	2.00	2.00	1.00	1.00
4.00	4.00	4.00	5.00	5.00	4.00	4.00	4.00	5.00	4.00
2.00	2.00	2.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
2.00	2.00	1.00	5.00	4.00	3.00	4.00	4.00	4.00	3.00
3.00	4.00	2.00	3.00	2.00	2.00	2.00	2.00	2.00	2.00
4.00	4.00	4.00	5.00	5.00	1.00	1.00	2.00	1.00	2.00
2.00	2.00	2.00	2.00	4.00	2.00	4.00	4.00	4.00	4.00
4.00	4.00	3.00	3.00	4.00	2.00	1.00	1.00	1.00	1.00
4.00	4.00	2.00	4.00	2.00	3.00	1.00	2.00	2.00	2.00
2.00	2.00	2.00	5.00	4.00	3.00	4.00	3.00	4.00	3.00
1.00	3.00	1.00	3.00	4.00	4.00	2.00	2.00	2.00	2.00
2.00	2.00	2.00	2.00	3.00	3.00	4.00	3.00	3.00	3.00
3.00	2.00	3.00	2.00	3.00	2.00	3.00	3.00	3.00	3.00
2.00	2.00	2.00	4.00	4.00	4.00	4.00	4.00	2.00	2.00
2.00	2.00	2.00	2.00	3.00	2.00	2.00	3.00	2.00	2.00
2.00	4.00	2.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00
1.00	2.00	2.00	2.00	1.00	2.00	3.00	2.00	4.00	1.00
2.00	2.00	2.00	2.00	2.00	3.00	4.00	4.00	3.00	2.00
5.00	3.00	2.00	4.00	5.00	4.00	4.00	4.00	2.00	2.00
2.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00
2.00	2.00	2.00	4.00	4.00	2.00	2.00	2.00	2.00	2.00
5.00	2.00	2.00	4.00	4.00	2.00	2.00	2.00	2.00	2.00
2.00	4.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00
3.00	3.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00
4.00	3.00	4.00	1.00	3.00	4.00	4.00	4.00	3.00	3.00
2.00	3.00	1.00	1.00	2.00	2.00	2.00	2.00	1.00	1.00
3.00	4.00	2.00	3.00	3.00	2.00	3.00	3.00	2.00	2.00
1.00	4.00	2.00	3.00	4.00	2.00	3.00	3.00	1.00	1.00
2.00	3.00	3.00	3.00	2.00	3.00	2.00	4.00	3.00	2.00
2.00	4.00	4.00	2.00	2.00	2.00	3.00	3.00	3.00	3.00
2.00	4.00	2.00	4.00	3.00	2.00	2.00	4.00	4.00	2.00
4.00	2.00	5.00	5.00	5.00	5.00	1.00	1.00	5.00	5.00
2.00	1.00	2.00	3.00	4.00	2.00	2.00	3.00	1.00	1.00
2.00	4.00	2.00	4.00	2.00	4.00	2.00	2.00	2.00	3.00
2.00	4.00	1.00	4.00	3.00	3.00	4.00	3.00	3.00	3.00
3.00	3.00	4.00	2.00	1.00	1.00	1.00	1.00	1.00	1.00

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3.00	3.00	3.00	2.00	2.00	2.00	2.00	2.00	1.00	1.00
3.00	2.00	4.00	2.00	2.00	4.00	2.00	2.00	2.00	1.00
3.00	1.00	3.00	1.00	3.00	3.00	2.00	1.00	1.00	1.00
1.00	4.00	1.00	4.00	4.00	4.00	4.00	4.00	2.00	2.00
2.00	4.00	2.00	4.00	3.00	3.00	4.00	4.00	2.00	2.00
3.00	2.00	3.00	3.00	4.00	4.00	2.00	3.00	3.00	3.00
2.00	4.00	2.00	4.00	4.00	3.00	3.00	4.00	5.00	4.00
2.00	4.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00
3.00	3.00	4.00	3.00	3.00	3.00	2.00	2.00	2.00	2.00
4.00	3.00	4.00	3.00	2.00	3.00	3.00	2.00	3.00	4.00
4.00	4.00	2.00	4.00	5.00	4.00	5.00	5.00	4.00	2.00
3.00	3.00	2.00	4.00	4.00	4.00	4.00	4.00	2.00	2.00
2.00	4.00	2.00	3.00	4.00	2.00	3.00	3.00	2.00	2.00
4.00	2.00	4.00	4.00	4.00	4.00	2.00	2.00	2.00	2.00
2.00	3.00	3.00	4.00	1.00	1.00	2.00	4.00	3.00	3.00
2.00	4.00	2.00	4.00	4.00	4.00	4.00	4.00	2.00	2.00
2.00	4.00	2.00	4.00	4.00	4.00	4.00	4.00	2.00	2.00
2.00	4.00	2.00	4.00	4.00	4.00	4.00	4.00	4.00	2.00
2.00	4.00	2.00	4.00	4.00	4.00	4.00	4.00	2.00	4.00
2.00	4.00	4.00	2.00	4.00	4.00	4.00	4.00	2.00	2.00
2.00	4.00	2.00	4.00	4.00	4.00	4.00	4.00	4.00	2.00
4.00	2.00	4.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00
2.00	4.00	2.00	4.00	4.00	4.00	4.00	2.00	2.00	4.00
2.00	4.00	2.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
2.00	4.00	2.00	4.00	4.00	4.00	4.00	4.00	4.00	2.00
2.00	5.00	4.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00
2.00	4.00	2.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
4.00	4.00	2.00	4.00	4.00	4.00	4.00	4.00	2.00	2.00
5.00	2.00	5.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00
5.00	2.00	5.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00
2.00	4.00	2.00	4.00	4.00	4.00	4.00	4.00	4.00	2.00
2.00	4.00	2.00	4.00	4.00	4.00	4.00	4.00	4.00	2.00
2.00	4.00	2.00	4.00	4.00	4.00	4.00	2.00	2.00	2.00
2.00	4.00	2.00	4.00	4.00	4.00	4.00	4.00	4.00	2.00
5.00	4.00	2.00	4.00	5.00	4.00	4.00	4.00	2.00	1.00
2.00	2.00	2.00	3.00	3.00	3.00	3.00	2.00	2.00	2.00
2.00	4.00	2.00	3.00	3.00	3.00	3.00	3.00	2.00	2.00
2.00	2.00	2.00	4.00	3.00	4.00	4.00	3.00	2.00	3.00
3.00	3.00	3.00	4.00	3.00	3.00	2.00	3.00	4.00	2.00
2.00	2.00	2.00	2.00	1.00	2.00	2.00	2.00	1.00	1.00
4.00	3.00	3.00	3.00	4.00	3.00	3.00	4.00	3.00	4.00
5.00	2.00	5.00	1.00	3.00	3.00	1.00	1.00	1.00	1.00
4.00	4.00	2.00	4.00	4.00	3.00	4.00	4.00	4.00	3.00

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3.00	2.00	2.00	2.00	3.00	3.00	2.00	2.00	3.00	3.00
2.00	2.00	2.00	4.00	4.00	5.00	5.00	5.00	5.00	5.00
2.00	2.00	2.00	5.00	4.00	2.00	5.00	5.00	4.00	4.00
1.00	3.00	1.00	3.00	3.00	3.00	3.00	2.00	1.00	3.00
4.00	4.00	3.00	2.00	5.00	2.00	1.00	1.00	1.00	1.00
2.00	4.00	2.00	2.00	4.00	2.00	2.00	4.00	4.00	2.00
3.00	3.00	2.00	4.00	4.00	4.00	4.00	3.00	3.00	3.00
2.00	2.00	3.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00
2.00	2.00	1.00	3.00	1.00	3.00	2.00	5.00	5.00	3.00
2.00	2.00	1.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
5.00	5.00	5.00	4.00	4.00	4.00	4.00	4.00	2.00	3.00
3.00	4.00	2.00	1.00	2.00	2.00	5.00	5.00	2.00	2.00
2.00	2.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00
2.00	3.00	2.00	3.00	2.00	3.00	4.00	4.00	2.00	2.00
2.00	4.00	2.00	4.00	4.00	4.00	4.00	4.00	2.00	2.00
2.00	4.00	2.00	1.00	2.00	2.00	4.00	4.00	4.00	4.00
5.00	3.00	4.00	2.00	1.00	1.00	2.00	1.00	1.00	2.00
2.00	4.00	2.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
2.00	4.00	2.00	5.00	5.00	4.00	4.00	5.00	4.00	4.00
3.00	2.00	2.00	5.00	4.00	4.00	4.00	4.00	4.00	5.00
3.00	4.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
2.00	2.00	3.00	3.00	2.00	2.00	4.00	3.00	2.00	3.00
2.00	2.00	2.00	4.00	2.00	2.00	4.00	4.00	1.00	4.00
2.00	2.00	2.00	4.00	4.00	3.00	4.00	4.00	3.00	4.00
2.00	2.00	2.00	4.00	4.00	2.00	4.00	4.00	2.00	2.00
2.00	4.00	2.00	5.00	5.00	5.00	4.00	2.00	2.00	2.00
2.00	2.00	2.00	2.00	2.00	2.00	3.00	3.00	3.00	3.00
4.00	2.00	3.00	3.00	4.00	2.00	4.00	4.00	2.00	1.00
4.00	4.00	3.00	4.00	4.00	3.00	3.00	3.00	2.00	4.00
5.00	2.00	2.00	4.00	4.00	4.00	2.00	3.00	2.00	2.00
2.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00
3.00	2.00	2.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00
3.00	3.00	3.00	3.00	3.00	3.00	2.00	2.00	2.00	1.00
3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
4.00	1.00	2.00	1.00	1.00	1.00	3.00	2.00	1.00	1.00
1.00	4.00	2.00	4.00	2.00	2.00	1.00	3.00	1.00	1.00
4.00	1.00	5.00	1.00	2.00	3.00	3.00	3.00	1.00	3.00
3.00	3.00	3.00	3.00	2.00	3.00	2.00	2.00	2.00	2.00